



# **Bullseye Glass**

## Brand Standards Guide



**BULLSEYE**  
glass

## THE BULLSEYE GLASS BRAND

*April 2025*

For makers, artists, and architects around the world, Bullseye Glass is synonymous with innovation, education, and an unwavering dedication to the highest standards in products for art and architecture.

The Bullseye logo—two mirrored arcs converging at a shared horizon—embodies the dual nature of the company’s purpose. As a bullseye, it reflects the company’s exacting commitment to precision in glass chemistry, color development, and manufacturing excellence. As rainbows joined along a horizon, it symbolizes Bullseye’s ongoing effort to unite the best of past and present—tradition and technology—in service of a more vibrant, colorful future.

This meeting of the logo’s arcs mirrors Bullseye’s constant merging of domains: science and art, craft and innovation, heritage and possibility. Together with the logotype or standing alone, it is a graphic signature of a creative promise that began in 1974 and continues stronger than ever today.

## BULLSEYE GLASS

### Primary Brand Logo

The primary logo for **Bullseye Glass** is the most salient representation of the company in all branded materials.

The preferred lockup of the primary logo is the Bullseye Glass horizontal logo, followed in succession by the left-aligned vertical logo for compact spaces, and finally the center-aligned logo for situations in which the type is centered-aligned, or in layouts for mobile devices, such as in emails. This sequence of preference is true for all instances of the logo across Bullseye's associated brands.

### CLEAR SPACE

Keeping at least the *minimum* amount of clearance around any Bullseye logo will ensure its visibility and impact. The clearance around each logo is equal to the half the height of the Bullseye reflective rainbow represented in the specific logomark, scaling proportionally for all sizes and forms of reproduction. Of noted exception are favicon applications in which the legibility of the icon at a small scale takes precedence.

### MINIMUM SIZES

For each of the Bullseye logos, minimum widths are given to ensure legibility in print and on screen.

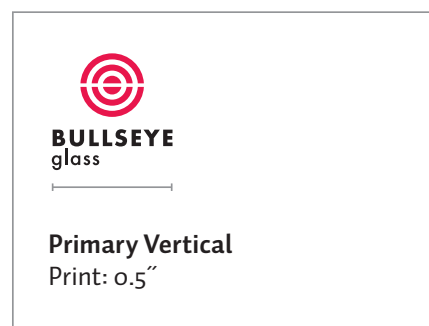
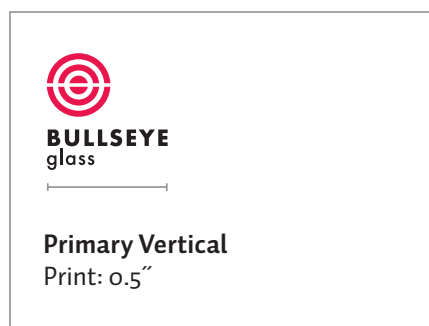
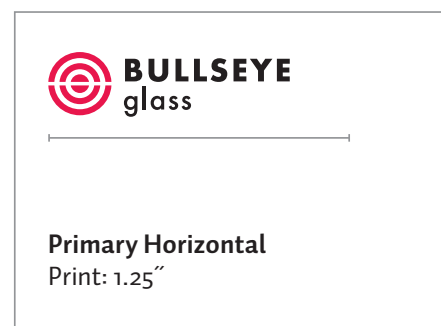






Photo by Anton Hauptmann



## PRIMARY BRAND COLORS

<b>BULLSEYE RED</b> <i>cmyk 1 100 64 1</i> <i>rgb 231 24 76</i> <i>hex #e6174b</i>	<b>PEWTER</b> <i>cmyk 44 37 35 9</i> <i>rgb 140 139 141</i> <i>hex #8b8a8d</i>
<b>BLACK</b> <i>cmyk 0 0 0 100</i> <i>rgb 0 0 0</i> <i>hex #000000</i>	<b>OPAQUE WHITE</b> <i>cmyk 0 0 0 0</i> <i>rgb 255 255 255</i> <i>hex #ffffff</i>

### Primary & Secondary Brand Colors

Each of Bullseye's divisions can be represented by any of the Primary and Secondary brand colors based on design need and situational use. It is important to note that historically, Bullseye Red has been associated with the Bullseye Glass Factory and Bullseye Glass Resource Centers, while Pewter and Pea Pod Green respectively, are associated with Bullseye Studio and Bullseye Projects. Those should continue to take precedence when representing these brands.

### Grayscale for Print & Web

Grayscale for print and web will default to the standard for those color spaces. For example: CMYK black for print is K100 and Hex black for web design is #000000.

## SECONDARY BRAND COLORS

<b>AVENTURINE BLUE</b> <i>cmyk 84 44 20 57</i> <i>rgb 3 65 91</i> <i>hex #03405a</i>	<b>PEACOCK BLUE</b> <i>cmyk 97 31 44 15</i> <i>rgb 0 118 127</i> <i>hex #00767f</i>
<b>SLATE GRAY</b> <i>cmyk 57 47 38 40</i> <i>rgb 83 87 95</i> <i>hex #53575f</i>	<b>ELEPHANT GRAY</b> <i>cmyk 35 30 32 18</i> <i>rgb 145 142 140</i> <i>hex #908e8b</i>
<b>MOSS GREEN</b> <i>cmyk 66 46 96 39</i> <i>rgb 73 85 41</i> <i>hex #495528</i>	<b>PEA POD GREEN</b> <i>cmyk 40 3 98 24</i> <i>rgb 131 160 46</i> <i>hex #82a02e</i>
<b>DEEP GRAY</b> <i>cmyk 59 46 42 65</i> <i>rgb 53 59 63</i> <i>hex #353b3f</i> <i>Pantone</i>	<b>DRIFTWOOD GRAY</b> <i>cmyk 21 14 29 0</i> <i>rgb 203 203 182</i> <i>hex #cacbb5</i> <i>Pantone</i>







ORIGINS  
**THE BULLSEYE**  
**GLASS STORY**

 **BULLSEYE**  
videos





## BULLSEYE BRANDS

*Bullseye Studio • Bullseye Projects*

*Bullseye Classes • Bullseye Videos*

*Bullseye Kilnspace • Bullseye Goods*

*Bullseye Preferred Partners*

For each Bullseye brand, there are primary horizontal and vertical lockups in files appropriate for print and web. These logos have their foundation in the Bullseye Glass logotypes and follow the established minimum size and clear space. These pages demonstrate a few of these lockups in use and do not represent the full breadth of branded collateral available. Please see our online resource for the full range.



ARTWORK: Detail view of *Silent Echos* by Anne Petters, kilnformed glass



**BULLSEYE**  
preferred partner



**BULLSEYE**  
ART GLASS + CLASSES

Tues–Fri 10–6  
Sat 10–5

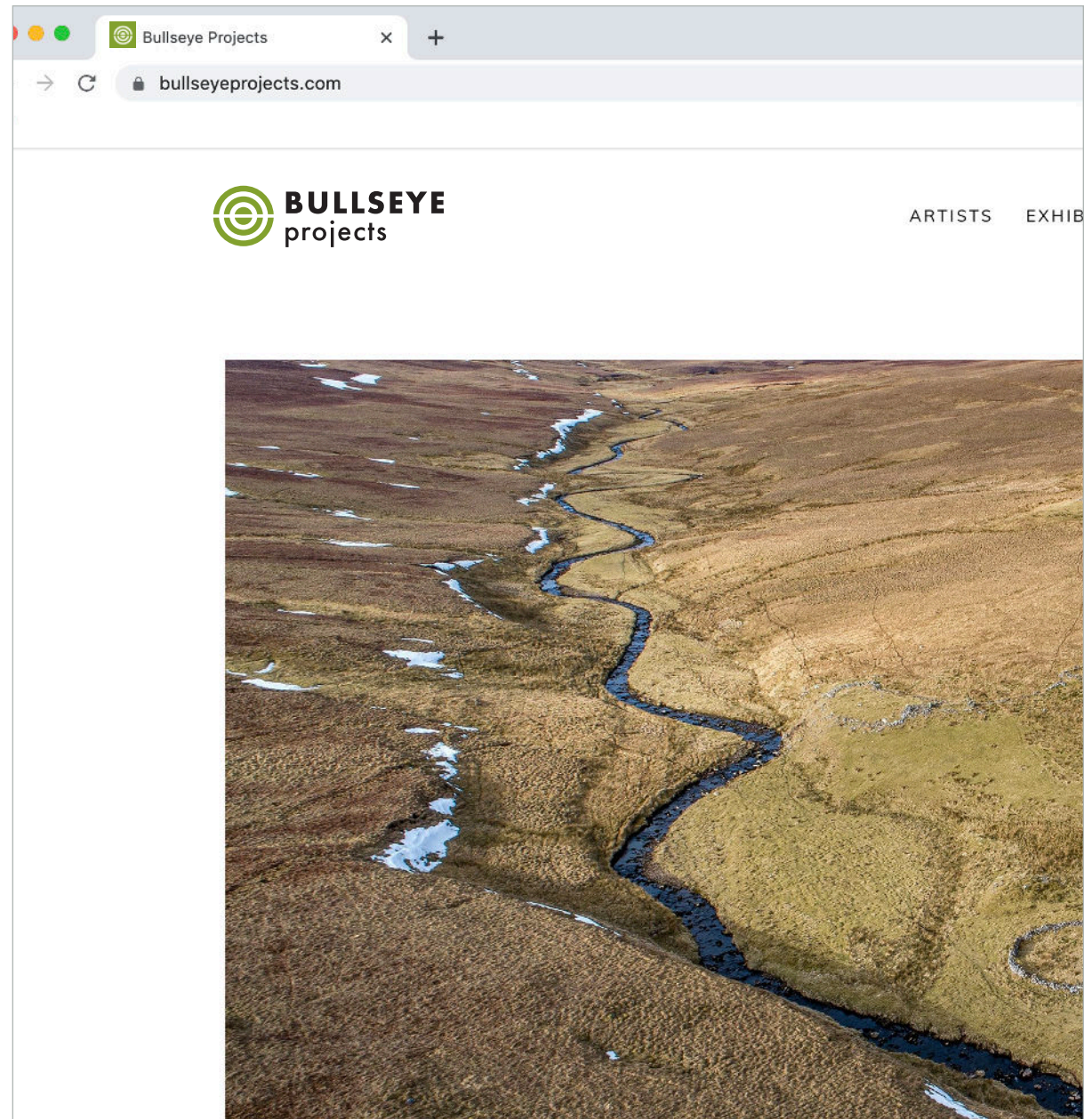
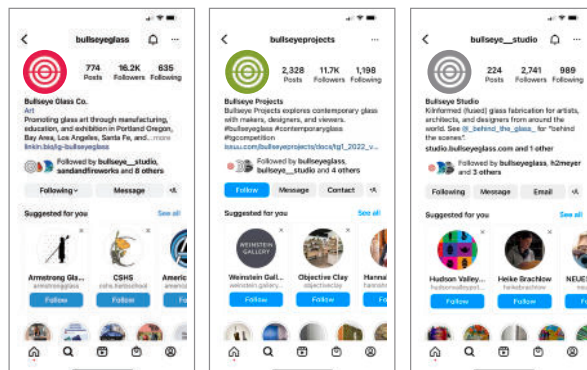
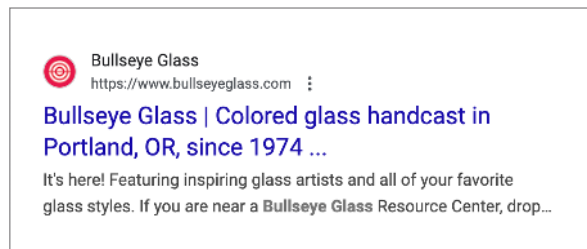


## DIGITAL COLLATERAL

### Icons for Social Media, Google and Browser Favicons

Social Media icons for each of Bullseye's divisions in their respective primary brand colors are below in addition to universal alternates in solid black or a Bullseye Glass styles gradient. These social media icons represent an exception to usage rules regarding clear space parameters. Because of the decreased scale on various portable devices, the space around the logo will be less than the height of the Bullseye Rainbow on all sides.

Favicons for Bullseye's divisions are below in addition to universal alternates, black or Bullseye Glass styles gradient. They are not required to adhere to clear space and minimum size parameters.



## PRINT MEDIA

Bullseye Glass uses the typefaces, Futura PT and Auto Pro. See at right for specifications and usage. Both display and body typography, are left aligned.

**Header (h1)**  
Futura PT Medium, 24/27  
0.1875 space after, optical kerning

**Standing Head**  
Auto Pro Regular Italic 1, 8/10  
lowercase, 0.25 space after

**Introductory Paragraph**  
Futura PT Book, 13/15  
0.0625 space after, optical kerning

**Subhead (h2)**  
Futura PT Medium, 13/15  
0 space after, 40 tracking

**Subhead (h3)**  
Auto Pro Bold, 12/15  
0.0325 space after

**Lead Character Style**  
Auto Pro Regular Small Caps, 10/12  
lowercase, 0 space after

**Body Text (p)**  
Auto Pro Regular, 10/12  
0.0625 space after

**Subhead (h4)**  
Auto Pro Small Cap Black, 8/10  
lowercase, 0 space after, 50 tracking

**Caption**  
Auto Pro Regular, 8/10  
0.0625 space after

**Caption Character Style**  
Futura PT Demi, 8/10  
0.0625 space after

**Footer**  
Futura PT Book, 8/10  
0 space after, optical kerning  
100 tracking

# The Vitrigraph Kiln

*fine lines*

Fused glass is frequently characterized by a cut-and-fit approach to design. While this is a valid method of working the material, it comes more from a collage or mosaic than a painterly tradition.

## OVERVIEW

### Narcissus Quagliata

ORIGINALLY TRAINED AS A PAINTER, Narcissus Quagliata has worked in stained glass since the early 1970s. Probably more than any other modern flat glass artist, Quagliata has succeeded in imparting the fluidity of a painter's sensibility to leaded glass through both painstaking selection of unique glasses and a highly expressive use of the lead line.

#### THE FIRST VITRIGRAPH

The key tool in creating these lines is an ingenious small kiln, designed by Rudi Gritsch, called the "vitrigraph."\* Since then Bullseye has built and tested numbers of them, and sent replicas off to studios around the world. kiln.



**ABOVE:** The Bullseye Caldera kiln, 8.5" x 8.5" x 1.5" (22 x 22 x 4 cm)

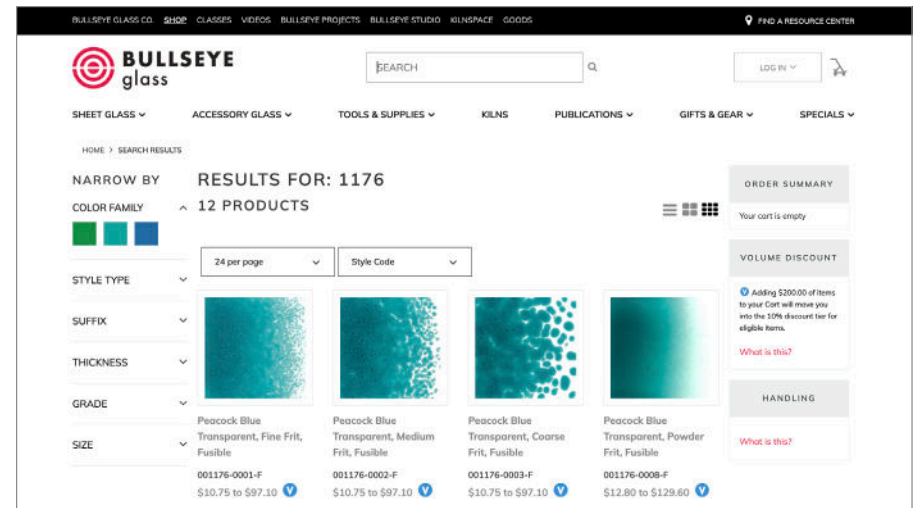
[bullseyeglass.com](http://bullseyeglass.com)

The Vitrigraph Kiln





**The Mold Sale**  
**December 1–31**  
**Bullseye Glass Resource Centers**  
**IN-STORE ONLY**  
**Find the perfect mold for your project!**



<h1>Mulish/Muli Semi-Bold, 2.488 rem</h1>

<h2> Mulish/Muli Semi-Bold, 2.074 rem</h2>

<h3> Mulish/Muli Semi-Bold, 1.728 rem</h3>

<h4> Mulish/Muli Semi-Bold, 1.44 rem</h4>

<p> Mulish/Muli Semi-Bold, 1 rem</p>

## DIGITAL TYPESTACK Scaled

The Digital typestack uses a 1.20 (Minor Third) descending type scale using a baseline body size of 16 px/1 rem.

 <b>BULLSEYE</b> glass	 <b>BULLSEYE</b> projects	 <b>BULLSEYE</b> studio	 <b>BULLSEYE</b> classes	 <b>BULLSEYE</b> videos	 <b>BULLSEYE</b> kilnspace
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 <b>BULLSEYE</b> goods	 <b>BULLSEYE</b> bay area	 <b>BULLSEYE</b> los angeles	 <b>BULLSEYE</b> new york	 <b>BULLSEYE</b> portland	 <b>BULLSEYE</b> santa fe
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## BRAND COLLATERAL

Graphic files can be found at <https://bullseyeglass.photoshelter.com/galleries/CoooooQFoMgAMB.8/Bullseye-Branding>

Comments and questions about Bullseye branding can be directed to Mary Kay Nitchie at [mk@bullseyeglass.com](mailto:mk@bullseyeglass.com).