2015

IMPOSSIBLE MADE POSSIBLE

POLARTEC®

Communication Guide

POLARTEC®

2015 Communication Guide

Welcome

When you design an innovative product incorporating Polartec® brand fabric, you get more than an advanced technical component.

You get a partnership that propels sales. The Polartec® brand identity is an internationally recognized symbol for quality and performance.

By respecting the brand guidelines, you dramatically increase your visibility and benefit from increased customer loyalty. Consistent use of the Polartec® brand identity reinforces our position as a marketplace leader and your commitment to creating exceptional performance products.

This communication guide is a valuable resource specifically designed to aid licensed Polartec® customers in utilizing and bene-fiting from the Polartec® brand. It provides simple guidelines that allow you to take full advantage of the Polartec® brand name through consistent use of trademarks, visual elements, and copy points that trigger consumer recognition and reinforce the core positioning of Polartec® fabrics.

In addition to being a necessary component of your licensing agreement with Polartec, this guide provides direction in creating materials that link your products to Polartec® national advertising, public relations, website and other merchandising programs that reach your sales force, retail buyers, and, most importantly, consumers. Reproduction artwork, color direction, copy points, and usage guidelines are included.

The Polartec Communications Group is ready to help you with any questions you have about the application of these materials. Call us directly at (978) 659-5151, or visit our website, POLARTEC.COM, to check for the latest updates to the communication standards and materials.

This communication guide is also available online. Visit Customer Web Support at POLARTEC.COM.

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What We Ask of You

Your license agreement indicates specific rights that are extended to you and include the use of Polartec® trademarks. The list of all trademarks appears on page 9 of this guide. Proper use of trademarks in accordance with this guide, is necessary to comply with the license agreement. Please refer to your copy of the license agreement or consult with your Polartec® sales representative for additional information. Let us know if you have any questions. **We are here to help. Call for assistance: (978) 659-5151, or visit our website, POLARTEC.COM.**

1 You are asked to use **Polartec® trademarks** in your marketing materials when promoting a product that contains Polartec® brand fabric. These trademarks include:

- **Polartec® brand logo**

- **Polartec® fabric series logos**

- **Polartec®, or a Polartec® fabric series set in plain copy**

The use of any Polartec® trademark requires that a trademark notice be included. The model for this text appears on page 9.

Polartec® trademarks must be used properly in product marketing including:

- Advertising
- Website/Electronic Media
- Catalogs
- Point-of-Purchase
- Retail fixtures
- Marketing and sales collateral
- Tradeshows
- Training and education materials
- Packaging
- Videos
- Press material

2 When the brand name **"Polartec®" or a Polartec® fabric series** name is used in plain copy or titling, it must appear correctly. When using a Polartec® fabric series, the word "Polartec®" must always be included as a prefix to any series name. For example: "Power Stretch®" must always be paired with and preceded by the word Polartec® – Polartec® Power Stretch®.

Series names are not permitted as stand alone names. All other wording, spelling, capitalization, and registered trademark symbols must appear as shown on page 9.

3 **Polartec® logo graphic standards** provided by Polartec are the only visual configurations permitted. Graphic standards are on pages 10-15 and provide these guidelines along with visual examples.

4 A **Polartec® logo sew-in label, heat transfer or embroidery** must appear on all products comprised of more than 50% Polartec® fabric. Refer to Polartec Customer Web Support or Tag and Label Guide Book.

5 A **Polartec® hang tag** furnished by, or approved by, Polartec must appear on all products comprised of more than 50% Polartec® fabric. Refer to Polartec Customer Web Support or Tag and Label Guide Book.

6 When describing a particular fabric, use the **consumer copy points** found on our Customer Web Support. Remember, Polartec® fabrics are innovative, technical, performing fabrics that are durable and offered in a variety of textures.

7 To request access to Polartec Customer Web Support please visit the "Client Portal" on Polartec.com.

The Polartec® Brand Collection of Fabrics

What is Polartec®?

Polartec, LLC, is a technology company providing solutions through textiles. Polartec® is the brand name for a collection of over 300 performance fabrics ranging from next-to-skin to insulation to weather protection. Within the Polartec® collection we have fabric series sub-brands that usually define the products' primary performance attribute or key differentiator including Polartec® Power Dry®, Polartec® Power Grid™, Polartec® Power Stretch®, Polartec® Power Wool™, Polartec® Fleece, Polartec® Thermal Pro®, Polartec® Alpha®, Polartec® Wind Pro®, Polartec Windbloc®, Polartec® Power Shield®, and Polartec® NeoShell®.

The Polartec® fabric series collection chart

▼

When using a Polartec® fabric series, the word "Polartec®" must always be included as a prefix to any series name. For example: "Power Dry®" must always be paired with and preceded by the word Polartec® – Polartec® Power Dry®.

◣◣ POLARTEC®

base — Blue Pantone 7461

Polartec® Power Dry®
Polartec® Power Grid™
Polartec® Power Stretch®
Polartec® Power Wool™

insulation — Orange Pantone 159

Polartec® Fleece
Polartec® Thermal Pro®
Polartec® Alpha®
Polartec® Wind Pro®

protection — Green Pantone 7495

Polartec® Windbloc®
Polartec® Power Shield®
Polartec® NeoShell®
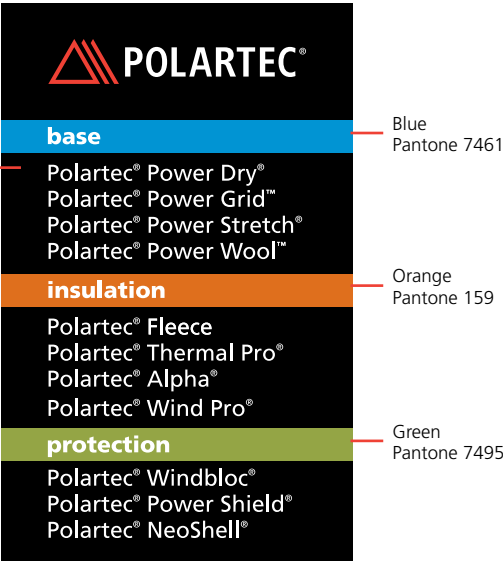
Polartec® fabric/apparel category:	Performance benefit:
base	moisture management
insulation	thermal insulation
protection	protection from wind and precipitation

The Polartec® Fabric Series Collection Chart

Each fabric category is identified by a color and that color can be used in supporting informational materials for every fabric series.

The color standards are:

Fabric category	Polartec® color code	Pantone (PMS) color swatch	Process color match % of CMYK
base	blue	7461	78C, 28M
insulation	orange	159	66M, 100Y, 7K
protection	green	7495	25C, 80Y, 30K

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Fabric series always include the term "Polartec®"

A specific Polartec® fabric must always be linked to the Polartec® brand and never marketed as a stand-alone brand. For example, always use Polartec® Power Dry®; never use Power Dry® alone. Use the complete fabric series name; do not edit names or change the word order. Correct fabric series names:

base fabrics:

Polartec® Power Dry®
Polartec® Power Grid™
Polartec® Power Stretch®
Polartec® Power Stretch® Pro™
Polartec® Power Wool™

insulation fabrics:

Polartec® Micro Series
Polartec® 100 Series
Polartec® 200 Series
Polartec® 300 Series
Polartec® Thermal Pro®
Polartec® High Loft™
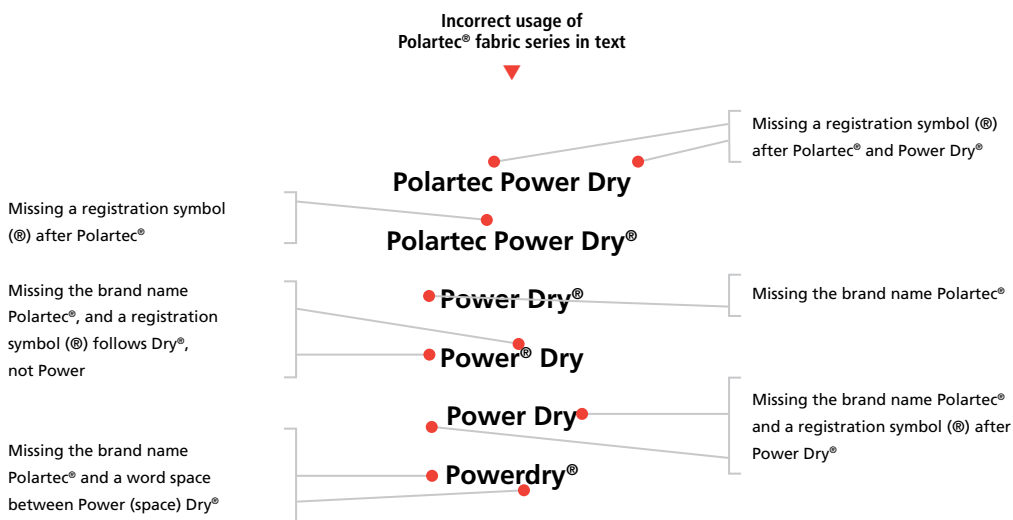Polartec® Alpha®
Polartec® Wind Pro®

protection fabrics:

Polartec® Windbloc®
Polartec® Power Shield®
Polartec® Power Shield® Pro
Polartec® NeoShell®

Always verify the following when using a fabric series in text:

- spelling
- capitalization
- hyphenation
- word spaces
- trademark and registered trademark symbols

Using trademarks and registered trademarks

The fabric series with an "®" are registered trademarks; those with a "™" are trademarks pending registration. These trademark symbols must always be included as shown. For all updates, visit Customer Web Support at POLARTEC.COM.

**Incorrect usage of
Polartec® fabric series in text**
▼

Polartec Power Dry
Missing a registration symbol (®) after Polartec® and Power Dry®

Missing a registration symbol (®) after Polartec®
Polartec Power Dry®

Missing the brand name Polartec®, and a registration symbol (®) follows Dry®, not Power
~~**Power Dry®**~~
Missing the brand name Polartec®

Power® Dry

Power Dry
Missing the brand name Polartec® and a registration symbol (®) after Power Dry®

Missing the brand name Polartec® and a word space between Power (space) Dry®
Powerdry®

Proper Use of Trademarks

- The appropriate <u>trademark designation must always be included</u> in plain copy
  ("®" for registered trademarks, "™" for trademarks with registration pending).

- When using a registered trademark (either in the form of a logo or set in plain copy), you must <u>provide a trademark notice listing each term</u>. This notice must appear on either the front or back cover, table of contents page, or on the first page using any of the trademarks in a given document. See the example below.

- Only use trademarks as proper adjectives (e.g., "Polartec® fabric is..."). <u>Do not use trademarks as nouns</u> or make them possessive; do not write "Polartec®'s fabrics are..." See examples below.

Incorrect uses of trademark names in text ▼	Correct uses of trademark names in text ▼
Polartec®'s fabrics are innovative.	Polartec® fabrics are innovative.
Polartec® Thermal Pro®'s insulation properties make it superior to other fleece products.	The insulation properties of Polartec® Thermal Pro® make it superior to other fleece products.

Model Trademark Notice

List all registered trademarks (terms with an "®" or "™") as shown below. This text can be typeset as small as 5 point as illustrated below.

©2014 Polartec, LLC. Polartec®, Polartec® Power Dry®, Polartec® Power Dry® FR, Polartec® Power Grid™, Polartec® Power Grid™ FR, Polartec® Power Stretch®, Polartec® Power Stretch® Pro™, Polartec® Power Stretch® FR, Polartec® Power Wool™, Polartec® Fleece, Polartec® Classic, Polartec® Micro, Polartec® Thermal Pro®, Polartec® High Loft™, Polartec® Thermal FR®, Polartec® Alpha®, Polartec® Wind Pro®, Polartec® Wind Pro® FR, Polartec® Windbloc®, Polartec® Power Shield®, Polartec® Power Shield® FR, Polartec® Power Shield® Pro, Polartec® Power Shield O2® and Polartec® NeoShell® are registered trademarks of Polartec, LLC, registered in the United States and other jurisdictions for fabrics available only from Polartec, LLC.

**This is an example of an acceptable legal
trademark notice set in 5 point type**
▼

©2014 Polartec, LLC. Polartec®, Polartec® Power Dry®, Polartec® Power Dry® FR, Polartec® Power Grid™, Polartec® Power Grid™ FR, Polartec® Power Stretch®, Polartec® Power Stretch® Pro™, Polartec® Power Stretch® FR, Polartec® Power Wool™, Polartec® Fleece, Polartec® Classic, Polartec® Micro, Polartec® Thermal Pro®, Polartec® High Loft™, Polartec® Thermal FR®, Polartec® Alpha®, Polartec® Wind Pro®, Polartec® Wind Pro® FR, Polartec® Windbloc®, Polartec® Power Shield®, Polartec® Power Shield® FR, Polartec® Power Shield® Pro, Polartec® Power Shield O2® and Polartec® NeoShell® are registered trademarks of Polartec, LLC, registered in the United States and other jurisdictions for fabrics available only from Polartec, LLC.

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The Polartec® Brand Logo

This section covers the visual rules for using Polartec® logos. Guidelines on the preceding pages must also be followed to be sure you use these trademarks properly. As shown below, the Polartec® brand logo is a combination of the "peaks" symbol, the white "Polartec" letter forms followed by a registered trademark symbol "®", all within a solid black square or rectangle. In either format, the logo may not be altered or reconfigured in any way.

The vertical logo within a black square is <u>preferred</u> for most applications. This format has proven to be the most widely recognized mark and it is highly legible at any size whether it is used large in signage and POP or small in a catalog. However, depending on the space available for brand identity, either the vertical logo in a black square or the horizontal logo in a black rectangle is acceptable.

**Vertical 2-color Polartec® brand logo
within the standard black square
(Preferred)**
▼

**Vertical 2-color Polartec® brand logo
without square shape**
▼

**Horizontal 2-color Polartec® brand logo
within the standard black rectangle**
▼

**Horizontal 2-color Polartec® brand logo
without rectangle shape**
▼

2-color application within a standard shape:

- The standard square or rectangle shape is solid black
- The peaks icon is red, Pantone 032
  (Process color match: 90M, 86Y)
- The letterforms and register mark are white on the black background shape

2-color application without a standard shape:

- The peaks icon is red, Pantone 032
  (Process color match: 90M, 86Y)
- The letterforms and register mark are black on a white background

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**Clear space required around
the Polartec® brand logos**

▼

The cap height of the letter "P"
of Polartec® can be used to determine
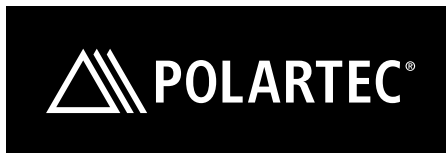the clear space needed within
and around brand logos.

**Vertical 1-color Polartec® brand logo
within the standard black square
(Preferred)**

▼

**Vertical 1-color Polartec® brand logo
without square shape**

▼

**Horizontal 1-color Polartec® brand logo
within the standard black rectangle**

▼

**Horizontal 1-color Polartec® brand logo
without rectangle shape**

▼

1-color application within a standard shape:

• The standard square or rectangle shape is solid black

• The peaks icon, the letterforms and register mark
  are white on the black background shape

1-color application without a standard shape:

• The peaks icon, the letterforms and register mark
  are black on a white background

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Polartec® Fabric Series Logos

The Polartec® fabric series logos may be used in reverse form within a black rectangle or in positive form. In either case, clear space around the logo must be maintained. Refer to the examples at the right.

The color standards are:

2-color logo application, reversed within a black rectangle:

- The rectangle is solid black
- The icon and vertical rule are red, Pantone 032
- All letter forms and trademark symbols are white

1-color logo application, reversed within a black rectangle:

- The rectangle is solid black
- The icon, vertical rule, all letter forms and trademark symbols are white

2-color logo application, positive:

- The icon and vertical rule are red, Pantone 032
- All letter forms and trademark symbols are black

1-color logo application, positive:

- The icon, vertical rule, all letter forms and trademark symbols are black

Using multiple logos

When displaying multiple fabric series logos, use the same color application in reverse or positive form throughout. Do not mix color applications or reverse/positive forms in a group display. In addition, maintain a consistent size relationship between multiple logos as illustrated on the facing page:

- In reverse form, both the height of the logotype and the height of the black rectangle must be consistent. The length of rectangles should be uniform. The position of the elements within the rectangle should align as indicated by the clear space guidelines.
- In positive form, the height of the logotypes should be uniform.

2- and 1-color applications of a Polartec® fabric series logo in reverse form within a black rectangle ▼

POLARTEC®
Power Dry®

POLARTEC®
Power Dry®

The clear space required around the reverse form logo is determined by the cap height of the fabric series logotype ▼
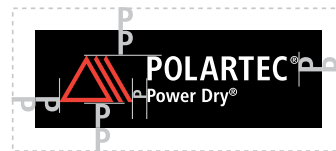
POLARTEC®
Power Dry®

2- and 1-color applications of a Polartec® fabric series logo in positive form ▼
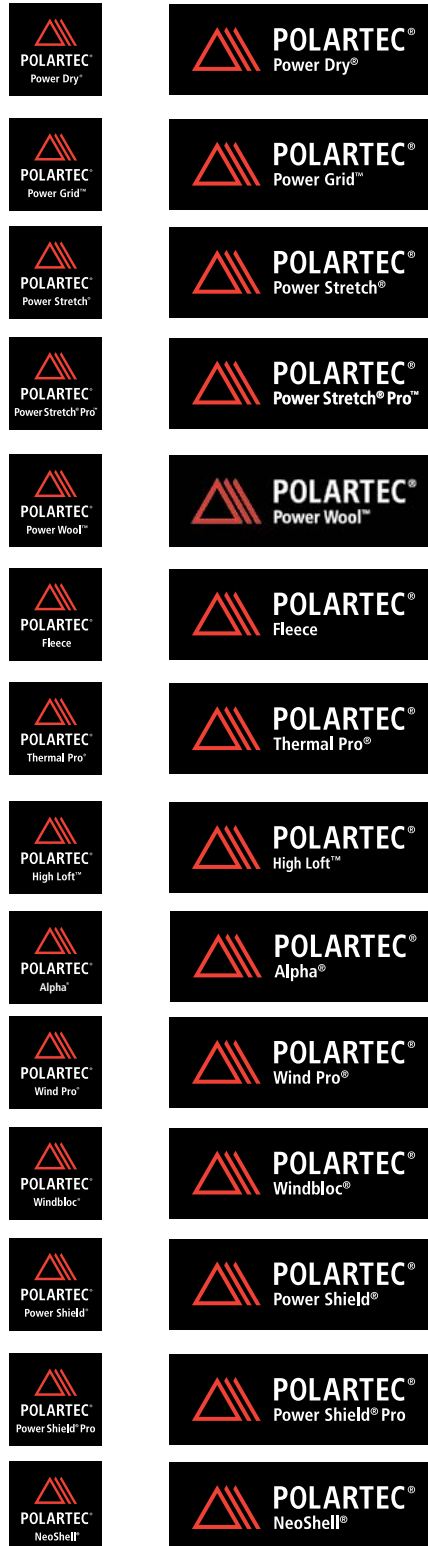

POLARTEC®
Power Dry®

POLARTEC®
Power Dry®

The clear space required around the positive form logo is determined by the cap height of the fabric series logotype ▼
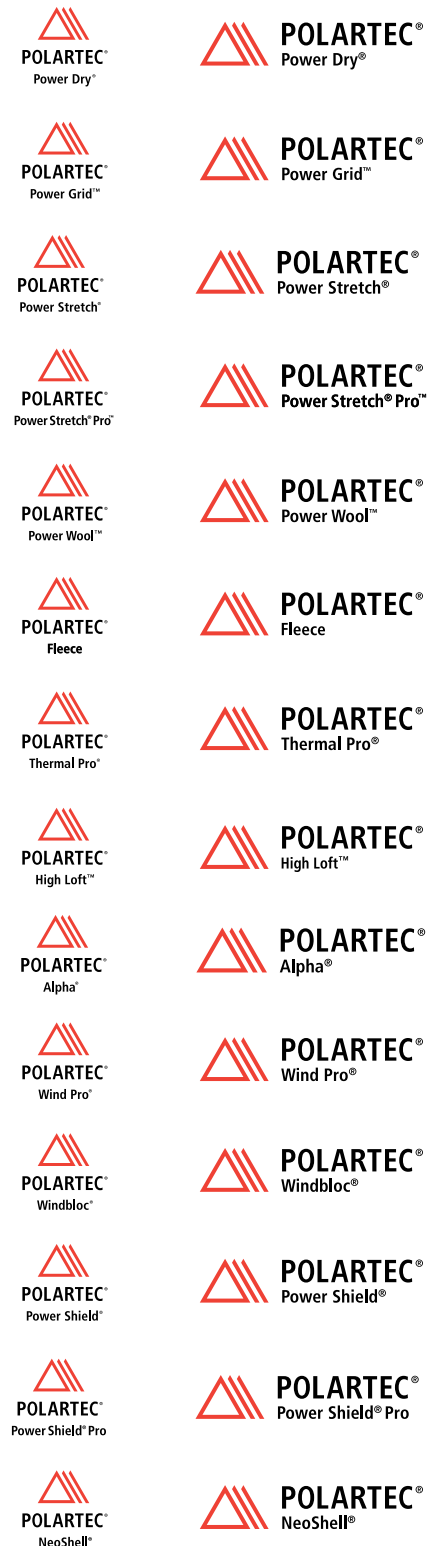

POLARTEC®
Power Dry®

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Polartec® fabric series logos, 2-color application in reverse form within a black rectangle

▼

POLARTEC® Power Dry®	POLARTEC® Power Dry®
POLARTEC® Power Grid™	POLARTEC® Power Grid™
POLARTEC® Power Stretch®	POLARTEC® Power Stretch®
POLARTEC® Power Stretch® Pro™	POLARTEC® Power Stretch® Pro™
POLARTEC® Power Wool™	POLARTEC® Power Wool™
POLARTEC® Fleece	POLARTEC® Fleece
POLARTEC® Thermal Pro®	POLARTEC® Thermal Pro®
POLARTEC® High Loft™	POLARTEC® High Loft™
POLARTEC® Alpha®	POLARTEC® Alpha®
POLARTEC® Wind Pro®	POLARTEC® Wind Pro®
POLARTEC® Windbloc®	POLARTEC® Windbloc®
POLARTEC® Power Shield®	POLARTEC® Power Shield®
POLARTEC® Power Shield® Pro	POLARTEC® Power Shield® Pro
POLARTEC® NeoShell®	POLARTEC® NeoShell®

When displaying multiple logos as shown above, make them all the same size.

Polartec® fabric series logos, 2-color application in positive form

▼

POLARTEC® Power Dry®	POLARTEC® Power Dry®
POLARTEC® Power Grid™	POLARTEC® Power Grid™
POLARTEC® Power Stretch®	POLARTEC® Power Stretch®
POLARTEC® Power Stretch® Pro™	POLARTEC® Power Stretch® Pro™
POLARTEC® Power Wool™	POLARTEC® Power Wool™
POLARTEC® Fleece	POLARTEC® Fleece
POLARTEC® Thermal Pro®	POLARTEC® Thermal Pro®
POLARTEC® High Loft™	POLARTEC® High Loft™
POLARTEC® Alpha®	POLARTEC® Alpha®
POLARTEC® Wind Pro®	POLARTEC® Wind Pro®
POLARTEC® Windbloc®	POLARTEC® Windbloc®
POLARTEC® Power Shield®	POLARTEC® Power Shield®
POLARTEC® Power Shield® Pro	POLARTEC® Power Shield® Pro
POLARTEC® NeoShell®	POLARTEC® NeoShell®

When displaying multiple logos as shown above, make them all the same size.

When to use a Polartec® brand or fabric series logo

In catalogs or situations where several products appear near each other, clarify which products are made with Polartec® fabrics. The following examples illustrate the most common situations and required Polartec® branding. When using any Polartec® logo, follow the clear space guidelines on pages 11-12.

1

Promoting several products which are all made with Polartec® fabrics

If there is a section promoting only products containing Polartec® fabrics, and these products use different Polartec® fabrics, one Polartec® brand logo may be placed in proximity to the group instead of using individual fabric name logos. The vertical Polartec® brand logo within a solid black square is preferred for this application.

Example 1:

One Polartec® brand logo is used to identify a group of products which are all made with Polartec® fabrics.

POLARTEC®

(Preferred)

2

Promoting several products, some of which are made with Polartec® fabrics

If some but not all products use Polartec® fabrics, a Polartec® fabric series logo should appear near each product made with a Polartec® fabric. If more than one Polartec® fabric is used in a single product, the predominant Polartec® fabric series logo should be used.

Example 2:

Multiple Polartec® fabric series logos are used when promoting several products, some of which are made with Polartec® fabric.

POLARTEC®
Thermal Pro®

POLARTEC®
Power Stretch®

POLARTEC®
Power Shield®

3

Promoting several products, all of which are made with the same Polartec® fabric

If all products displayed together are made with the same Polartec® fabric, one Polartec® fabric series logo may be placed near the group instead of placing copies of the logo near each individual product.

Example 3:

One Polartec® fabric series logo can be used when all products shown are made with the same Polartec® fabric.

POLARTEC®
Thermal Pro®

10

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Standard Font

The font family for Polartec® brand communications is Frutiger.

Frutiger Condensed

Frutiger Bold Condensed

Headline Font

The font for Polartec® brand communications is Orbitron Bold

Orbitron Bold

The text font is Frutiger Condensed
▼
This is Frutiger Roman used as a text font for descriptive copy used in catalogs, point-of-purchase displays and packaging.

Sub-brand fabric names are Frutiger Bold Condensed in upper and lowercase letters
▼
Polartec® Power Dry®

The web address is Frutiger Bold Condensed in all capital letters
▼
POLARTEC.COM

The headline is Orbitron Bold Condensed in upper and lowercase letters
▼
Impossible Made Possible

POLARTEC.COM Standards

The preferred written standard for the Polartec® web address is using the Frutiger font in all capital letters without the prefix "www": POLARTEC.COM. When positioning the web address near the brand logo, place the web address below the logo. The address is centered on the overall width of the logo.

POLARTEC
POLARTEC.COM

POLARTEC®
POLARTEC.COM

POLARTEC®
POLARTEC.COM

POLARTEC®
POLARTEC.COM

When to use a Polartec® Impossible Made Possible logo and Credo

In catalogs or situations where using the Impossible Made Possible campaign, customers have the ability to use the Polartec Impossible Made Possible logo as well as the Credo.
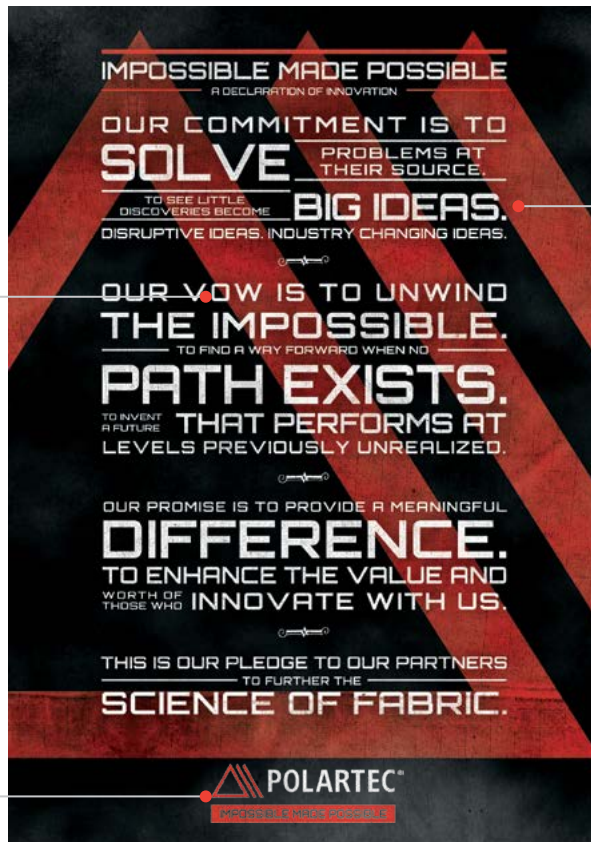
Polartec® Impossible Made Possible logos

▼

Polartec® in white and
Impossible Made Possible transparent

Polartec® in black and
Impossible Made Possible transparent

Polartec® Brand Credo

▼

Red Peaks must remain behind the Credo

Credo is always in Orbitron Bold

Polartec® Impossible Made Possible White logo must remain centered beneath the Credo

POLARTEC®

version one

07.03.14