PRIMALOFT®

Global
Brand Guidelines

*Brand Guideline Refresh for **Brand Partners + Licensees*** | *V1 2024*

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PrimaLoft®
Brand
Guidelines

Welcome

Welcome to the PrimaLoft® Brand Guidelines! Within this document, you will find information on proper usage of the PrimaLoft® brand & PrimaLoft® brand logo, as well as how to download our assets for usage.

Proper usage of the PrimaLoft® brand is paramount for all:

• Brand Partners
• Licensees
• PrimaLoft® Employees

Branding Expectation

As PrimaLoft® Brand Partners, and users of our products, we hope and expect that all end-products using PrimaLoft® insulation will be called out as such, and branded according to these guidelines.

Value of the PrimaLoft® Brand

PrimaLoft makes high performance, sustainable insulation felt by you and the planet.

From the most extreme conditions at the summit to a brisk walk in the park, PrimaLoft® technology provides you with industry-leading comfort and protection.

We are committed to being Relentlessly Responsible™, using innovation to drive performance and sustainability. Each elevated, neither sacrificed. We are always striving to provide the highest possible performance while reducing our impact on the planet.

The PrimaLoft® brand is a distinct point of differentiation in the market, signifying your brand's commitment to performance and sustainability.

Aa *Aa* Aa

PRIMALOFT®

Visual
Language

Primary Logo

Red Shield
The red shield is our primary logo and its usage is mandatory.

Black or White Shield
The red shield is mandatory, unless legibility of the red shield is impacted, such as on a red background. In this instance, the black or white shield logo may be used instead.

Minimum Size
The minimum size for the PrimaLoft® shield logo is **9.9mm** wide. The shield logo should not be utilized in circumstances where it would be smaller than the minimum size. If an alternate logo is required, our secondary logo may be used. More information on our secondary logo can be found on page 7.

Do Not
Adjust, change, or alter the PrimaLoft® brand logo, in any way. The red, black, and white shield logos are the only versions approved for usage.
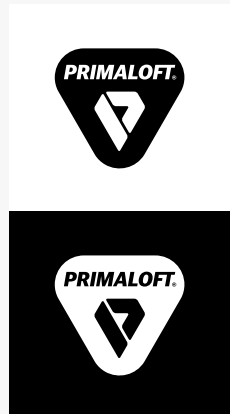
Secondary Logo

Red Wordmark
The red secondary logo should only be used in applications where the legibility of the primary shield logo will be impacted.

Black or White Wordmark
Where legibility of the red secondary logo is impacted, such as on a red background, the black or white secondary logo may be used instead.

Minimum Size
20.5 mm wide

Do Not
Adjust, change, or alter the PrimaLoft® brand logo, in any way. The red, black, and white secondary logos are the only versions approved for usage.

Colors

Primary Color
PrimaLoft® Red is the primary brand color. No other version of red should be used.

Secondary Colors
White and black are secondary colors. Logos can appear in black or white when PrimaLoft® Red is not possible.

PrimaLoft® Red

Print
CMYK: 0 100 95 0
PMS: 1795

Digital
RGB: 226 0 32
HEX: #e20020

White

Print
CMYK: 0 0 0 0

Digital
RGB: 255 255 255
HEX: #ffffff

Black

Print
CMYK: 0 0 0 100

Digital
RGB: 0 0 0
HEX: #000000

Download Brand Assets

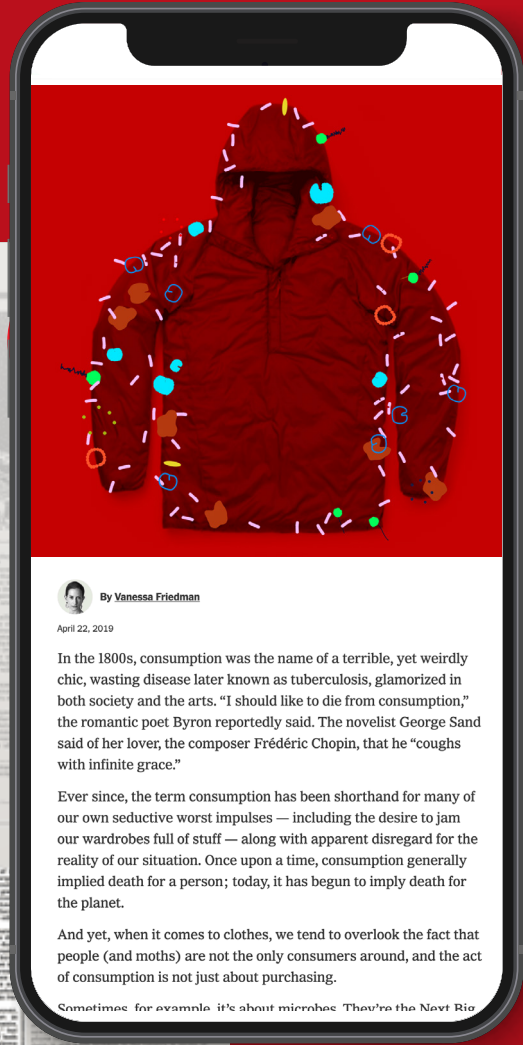**Download**
All logos in approved colors can be accessed by clicking the arrow to the right or visiting:

primaloft.com/brandresources/

The Army May Have Matched the Goose

Synthetic Down, It Says, Is About Two Years Away

Ideas

Wall Street Week: More Damage, More Merger Bids

A Big Buyout at The Book Counter

The Certain Death Of George V

A Drug That May Sober Alcoholics

By Vanessa Friedman

April 22, 2019

In the 1800s, consumption was the name of a terrible, yet weirdly chic, wasting disease later known as tuberculosis, glamorized in both society and the arts. "I should like to die from consumption," the romantic poet Byron reportedly said. The novelist George Sand said of her lover, the composer Frédéric Chopin, that he "coughs with infinite grace."

Ever since, the term consumption has been shorthand for many of our own seductive worst impulses — including the desire to jam our wardrobes full of stuff — along with apparent disregard for the reality of our situation. Once upon a time, consumption generally implied death for a person; today, it has begun to imply death for the planet.

And yet, when it comes to clothes, we tend to overlook the fact that people (and moths) are not the only consumers around, and the act of consumption is not just about purchasing.

Sometimes, for example, it's about microbes. They're the Next Big

How to Communicate About PrimaLoft

PrimaLoft®

We encourage and expect our brand partners to promote the use of PrimaLoft® technology as a key feature in their garments.

PrimaLoft® products provide industry-leading performance and sustainability that are sure to make your piece stand out.

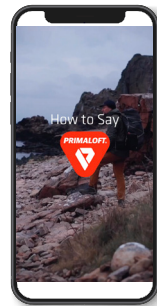Read on for some examples of how best to talk about PrimaLoft.

The Basics

Prima "L" oft
The "L" in "PrimaLoft" must always be capitalized.

Pronunciation
When speaking about PrimaLoft, it is pronounced: PRIME-uh-loft not (PREEM-uh-loft).

How to Say
PRIMALOFT

< Click to view pronunciation video (13 seconds)

What To Say

General
PrimaLoft makes sustainable high performance insulation felt by you and the planet.

Benefit
PrimaLoft® insulation is lightweight, durable, breathable and thermally efficient.

Technology
This jacket features PrimaLoft® Gold Insulation with P.U.R.E.™ technology.

What Not To Say

Do Not Say
This jacket features PrimaLoft® padding.

Because
Our insulation products should always be referred to as insulation.

Do Not Say
[Brand name]'s insulation with PrimaLoft® technology provides great warmth.
Or
Polyester fill insulation provides great warmth.

Because
It should always be clear that PrimaLoft® insulation is developed by PrimaLoft.
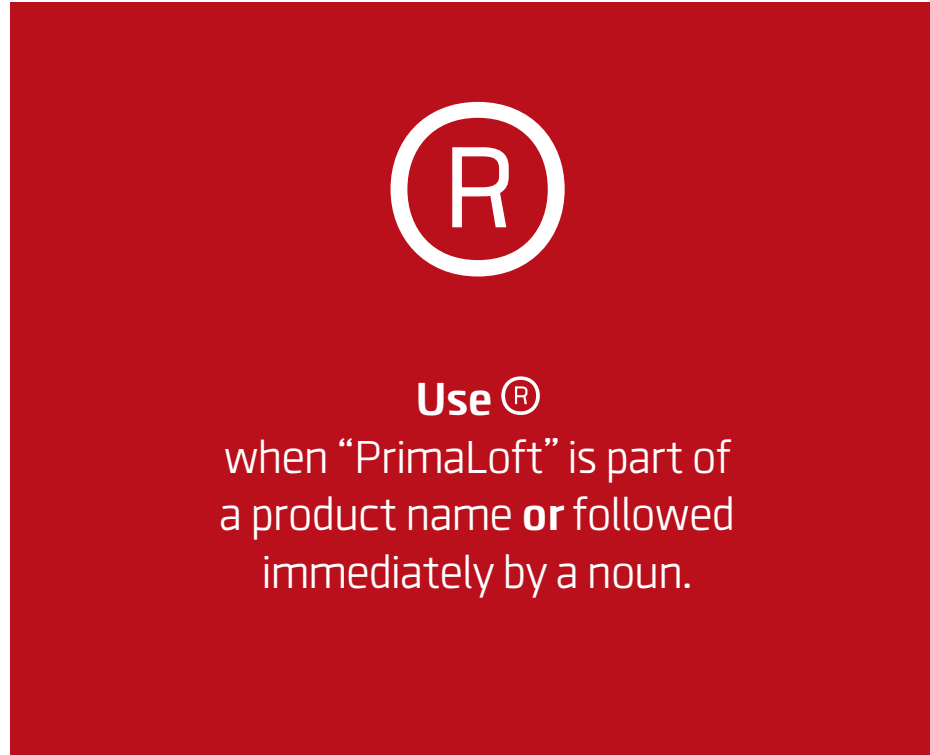
PrimaLoft®
Trademark

PrimaLoft® is a registered trademark of PrimaLoft, Inc.

**When to Use the ®
Symbol and When Not To**
The ® symbol is to be used whenever you are referencing the PrimaLoft® brand and should be included with the most prominent appearance of "PrimaLoft®" on any physical or digital materials. For printed materials with multiple pages, the ® symbol should be used with the most prominent appearance on each page.

However, the PrimaLoft® brand is different than company's trade name, PrimaLoft, Inc. When PrimaLoft is used in place of the trade name, a ® symbol is not required.

Let's break it down:

Use ®
when "PrimaLoft" is part of
a product name **or** followed
immediately by a noun.

Do Not Use ®
if "PrimaLoft"
is used as the
company name
and/or is not
followed by a noun.

**® When "PrimaLoft" is
immediately followed by a noun**
Any time the word "PrimaLoft" is followed by a noun, the ® symbol must be used.

Correct:
- PrimaLoft® insulation
- PrimaLoft® technology
- PrimaLoft® fabric
- PrimaLoft® products deliver industry-leading performance and sustainability.

Incorrect:
- PrimaLoft® is a leader in performance and sustainability.
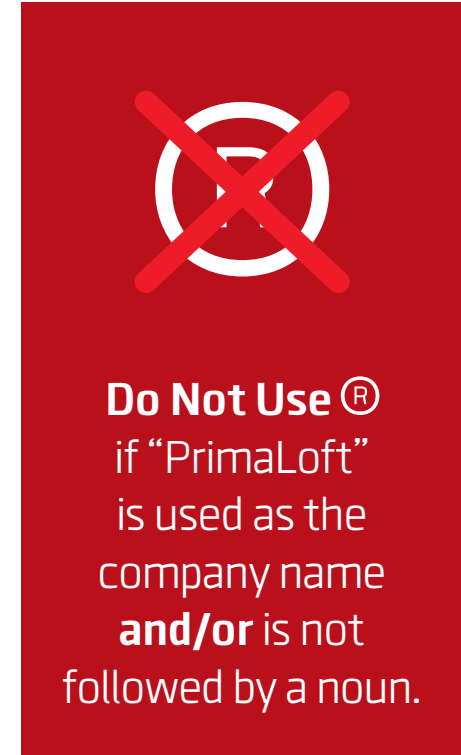- PrimaLoft insulation

® Product Names
The ® symbol should always follow PrimaLoft® when stating the name of a product or technology.

Correct:
- PrimaLoft® Gold Insulation
- PrimaLoft® Silver Insulation RISE
- PrimaLoft® Active Evolve

Incorrect:
- PrimaLoft Silver Insulation
- PrimaLoft Black Insulation

**⊗ When using "PrimaLoft" in
place of the trade name**
If referring to PrimaLoft as a company, not in conjunction with a specific product name, the ® symbol is not required.

Correct:
- This product was developed by PrimaLoft.
- PrimaLoft is a leader in performance and sustainability.
- PrimaLoft® insulation is developed by PrimaLoft.

Required
Brand Usage

Required Branding: Hang Tag

Required
A PrimaLoft® hang tag is required on any finished good containing PrimaLoft® insulation or fabric.

Free of Charge
Hang Tags and Labels are provided free of charge with every insulation or fabric order.

**Different Tags
for Different Products**
PrimaLoft provides a variety of hang tags that are specific to the PrimaLoft® product being used in a garment. Each hang tag may look different, but it will always display PrimaLoft® branding.

In situations where a physical hang tag cannot be used (for example: sustainability initiatives or using digital hang tags only), please reach out to your PrimaLoft® Sales Representative to discuss alternative options.

Required Branding: Sewn-In Label

Required
A PrimaLoft® sewn-in label is required on any finished good containing PrimaLoft® insulation or fabric.

Free of Charge
Labels are provided free of charge with every insulation or fabric order.

Options
While a specific sewn-in label will be shipped with every order, PrimaLoft also offers a variety of sew-in labels to meet your needs. If you are interested in a different label, please reach out to your Sales Representative for more information.

Required Branding for Licensees

PrimaLoft® Brand Licensees are required to abide by the PrimaLoft® Brand Guidelines, as outlined in this document.

Additionally, any usage of the PrimaLoft® brand by Licensees requires approval prior to use.

Process +
Timing Overview

1. **Download** PrimaLoft® Brand assets
2. **Review** Brand Guidelines for proper logo usage
3. **Email** licensing@primaloft.com with your PrimaLoft® Logo Usage for review and approval
4. **Please allow** up to 5 business days to receive comments and/or approval
5. **Once approved,** you are clear to proceed

Additional Brand Usage Opportunities

In addition to required hang tags and labels,
*PrimaLoft welcomes the use of our logo in other applications.
In order to use custom artwork, a request must be submitted
and approved by the PrimaLoft® Global Brand Building team.*

PrimaLoft®
Logo
On-Garment

On-Garment
In addition to the required hang tags and labels, the PrimaLoft® logo can be applied directly to the garment in the following forms:
- Embroidery
- Heat Transfer
- Screen Printing

Process +
Timing Overview
Custom applications of the PrimaLoft® brand logo **MUST** be sent to the PrimaLoft® Global Brand Building Team for review and approval. To initiate the process:

1. **Download** PrimaLoft® brand assets
2. **Review** Brand Guidelines for proper logo usage
3. **Email** Global Brand Building Team, primaloftbrand@primaloft.com with your proposed co-branded creative
4. **Please allow** up to 5 business days for the Global Brand Building Team to review and provide our comments and/or approval
5. **Once approved,** you are clear to proceed

PrimaLoft®
Logo on
Custom Art

Custom Art Requests

For instances where a brand partner is looking to create custom art with the PrimaLoft® brand logo, in addition to required branding, we have an easy process to provide approval.

- Hang Tag
- Sewn-In Label
- Heat Transfer

Process + Timing Overview

Custom art requests using the PrimaLoft® brand logo **MUST** be sent to the PrimaLoft® Global Brand Building Team for review and approval. To initiate the process:

1. **Download** PrimaLoft® brand assets
2. **Review** Brand Guidelines for proper logo usage
3. **Email** Global Brand Building Team, primaloftbrand@primaloft.com with your proposed co-branded creative
4. **Please allow** up to 5 business days for the Global Brand Building Team to review and provide our comments and/or approval
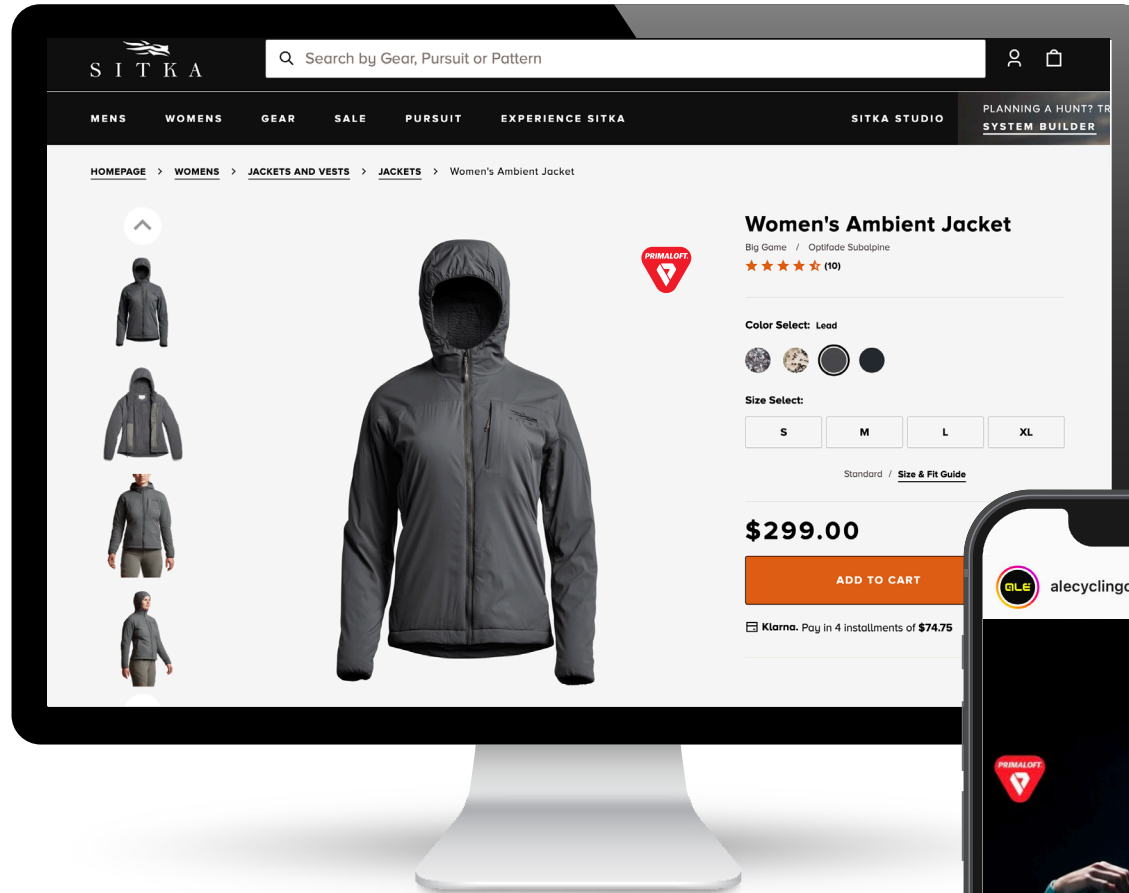5. **Once approved,** you are clear to proceed

Branding In-Situation

The PrimaLoft® Shield
The PrimaLoft® shield can be utilized in a variety of situations where it's important to communicate the presence of our technology. Here are a few examples of how our brand can be integrated into an omni-channel approach:

- Website
- Catalogue
- In-Store
- Social Media
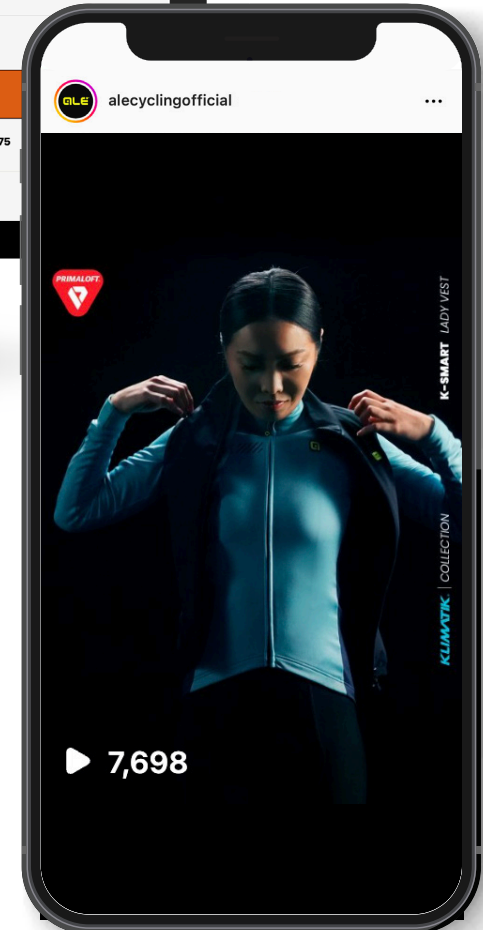
Required Branding Summary

Branding Expectation

As PrimaLoft® Brand Partners, and users of our products, we hope and expect that all end-products using PrimaLoft® insulation will be called out as such, and branded according to these guidelines.

Brand Assets Available for Download

To access, click the link below or visit:
primaloft.com/brandresources/

Download Brand Assets

Custom Artwork Approval

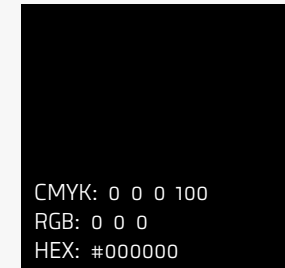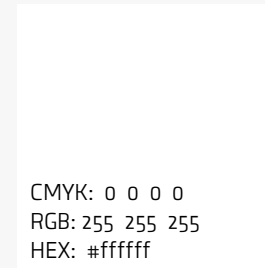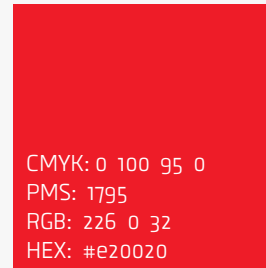PrimaLoft must approve any on-garment or custom art using the PrimaLoft® logo. See pages 16 - 19 for details.

Submit for Approval

Logo

Primary Logo

Colors

CMYK: 0 100 95 0
PMS: 1795
RGB: 226 0 32
HEX: #e20020

CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #ffffff

CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000

Brand Usage Requirements

Hang Tag

Sewn-In Label

Thank you.

PRIMALOFT.