

Branding Guide



UNRIVALED PERFORMANCE. UNMATCHED DURABILITY. UNLIMITED POSSIBILITIES.

Introduction

The following are the branding policies required by HDM, Inc. for the use of SuperFabric® materials. Included in this guide is information regarding hang tags, logos, literature and more to aid you when preparing marketing materials, packaging, electronic media, etc.

By using SuperFabric® materials, you have made the valuable decision to differentiate your products and company as leaders in performance and innovation. The recognition SuperFabric® materials bring to your products will show the consumer that your products are high quality and utilize state-of-the-art materials.

An important part of using SuperFabric® material is making the brand visible and the message consistent. Every customer who uses SuperFabric® material must adhere to these policies. Accompanying this document is our Branding Agreement which must be signed and returned to HDM before your company can be approved for the use of SuperFabric® materials.

Please keep in mind that we produce a variety of SuperFabric® materials. These materials vary in the amount or kinds of protection they provide. To ensure that you are representing your products made with SuperFabric® materials correctly to customers, it is best to work with us directly regarding text, branding, etc.

Dr. Young-Hwa Kim,
CEO/President
Higher Dimension Materials, Inc.



Branding Agreement

The SuperFabric® brand is a symbol of high performance protection and is an asset to any product that has been approved to incorporate the material. HDM requires any company approved for use of SuperFabric® brand materials to follow this agreement.

Background: Whereas 1. HDM will provide SuperFabric® materials to customers; 2. Customers will develop, design and sell goods containing SuperFabric® materials.

Agreement: HDM requires all approved companies that use SuperFabric® materials to follow the directions listed below when incorporating the material to insure brand materials are used in the proper manner.

1. Product Concept and Prototype:

All end-uses of SuperFabric® material must be pre-approved by HDM.

2. Labeling:

All products must include a SuperFabric® brand material sewn-on label and hangtag. These are available from HDM customer service free of charge.

3. Marketing Materials: Digital/Web/Social

All advertisements, literature, packaging or other marketing media must reference SuperFabric® material as defined in this Branding Policy Book.

Signed And Agreed To:

Company Name: _____

Address: _____

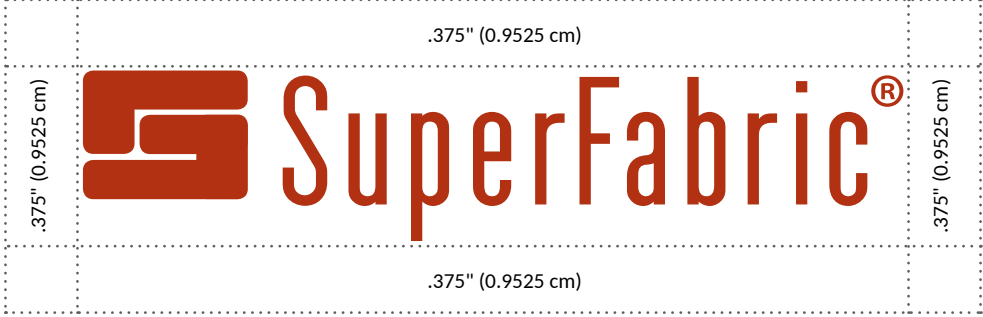
City: _____ State: _____ Zip: _____

By: _____ Title: _____ Date: _____

By: _____ Title: _____ Date: _____

HDM reserves the right to terminate sales of SuperFabric® materials at anytime if the above conditions are not followed.

Logo Usage



Color: The official color of the SuperFabric® logo is Pantone 1805 Red. No other colors should be assigned. If the 1805 Red logo is not an option, the 1-color black logo should be used. The logo may also be used as a reversal in white or on a field of color or pattern.



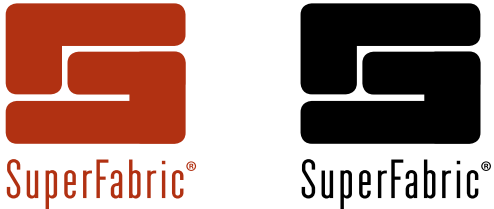
Acceptable Colors



Font: The font used in the SuperFabric® logo is SNV Extra Condensed (D).

Margin: A .375" (3/8") margin should be allowed on all sides of the logo. Logos need to be clearly readable at all times (see diagram above).

Alternates: A vertically stacked logo is an alternate version in both PMS 1805 Red or black.



Vertically Stacked Alternate Logos

Font Usage

Header Font:
The preferred font to be used for headers is **Oswald Medium**, 24 pt.

Oswald Medium
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Body Text Font:
The preferred font to be used for body text is Carlito Regular 13 pt. with 15 pt. leading, left justified.

Carlito Regular
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Alternate/Web Use:
If the Oswald or Carlito fonts are unavailable for use or for web applications, the Arial font family is the preferred alternate.

Arial
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

Correct Form and Labels

In the body of text and other communications, the proper branding of the word SuperFabric® is important. The word SuperFabric® must not contain spaces and must use capital letter 'S' and capital letter 'F'. SuperFabric® is a registered trademark of HDM, Inc. and therefore needs to include the registration mark and acknowledgment.

Examples of incorrect forms:

- Super Fabric® Incorrect ... contains a space
- superfabric® Incorrect ... lower case 's' and 'f'
- SuperFabric Incorrect ... no registration symbol
- Superfabric® Incorrect ... lower case 'f'

Correct form:

- SuperFabric® All elements correct

SuperFabric® Sewn-In Labels Cotton Double-Sided

Finished goods using SuperFabric® materials, including Am99™ (antimicrobial) and AmFr™ (antimicrobial/ fire resistant) must use the SuperFabric® sewn-in label to distinguish your products from competitors' products. These sewn-in woven labels are available directly from HDM, Inc.

Sewn-in label: 1.13" x 0.5" (2.8702 cm x 1.27cm) (visible)

Red (180025)



White (180005)



Hang Tags

HANG TAGS:

Finished goods using SuperFabric® materials must have a hang tag attached to the product. This helps increase brand awareness of SuperFabric® materials and distinguish your products from competitors. Hang tags are available directly from HDM, Inc.



Front

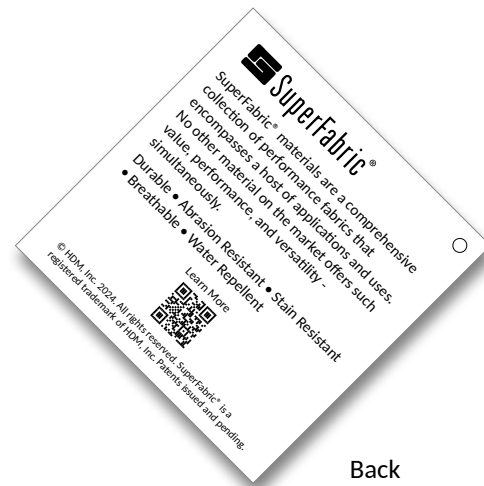


Back

TAG: 180090 (Red)
 Double-sided
 1/8" (3.175 cm) hole punched
 Dimension: 2" x 4" (5.08 cm x 10.16 cm)



Front



Back

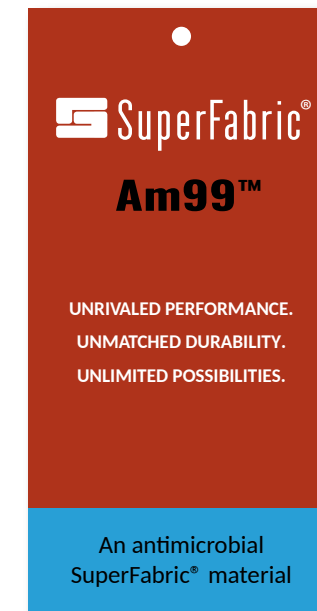
TAG: 180085 (Black)
 Double-sided
 1/8" (3.175 cm) hole punched
 Dimension: 3" x 3" (7.62 cm x 7.62 cm)

Hang Tags: Am99™ and AmFr™

HANG TAGS:

Finished goods using antimicrobial and fire-resistant SuperFabric® materials must have a hang tag attached to the product. This helps increase brand awareness of SuperFabric® materials and distinguish your products from competitors. Hang tags are available directly from HDM, Inc.

Am99™



Front



Back

Am99™ Item# 180027
 TAG: 180090 (Red)
 Double-sided
 1/8" (3.175 cm) hole punched
 Dimension: 2" x 4" (5.08 cm x 10.16 cm)

AmFr™



Front



Back

AmFr™ Item# 180007
 TAG: 180090 (Red)
 Double-sided
 1/8" (3.175 cm) hole punched
 Dimension: 2" x 4" (5.08 cm x 10.16 cm)

Branding Examples

Motorcycle Glove
SuperFabric® label on glove



Motorcycle Jacket
SuperFabric® label on upper sleeve

Tool Belt
SuperFabric® label on front of pocket



Branding Examples

Hiking Shoe
SuperFabric® label on shoe



Running Shoe
SuperFabric® logo printed on side of shoe



Motorcycle Jacket
SuperFabric® label on back of jacket



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SuperFabric[®] materials are not puncture, abrasion, or cut proof, etc. SuperFabric[®] materials are available in a variety of configurations and intended to be matched with suitable applications. Branding agreement is needed for the use of SuperFabric[®] materials.

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SuperFabric[®] is a registered trademark of Higher Dimension Materials, Inc. in the United States.
Pat. 5906873, other patents pending.



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