



 SuperFabric®

BRANDING POLICY



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 brings 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® brand 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 there is 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 A) HDM will provide SuperFabric® materials to customers. B) 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.

SPACE:

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

OPTIONS:

A vertical stacked logo is an alternate version in both PMS 1805 Red or black.



ACCEPTABLE COLORS

PANTONE
1805

BLACK

ALTERNATE LOGO OPTIONS



Font Usage

FONT:

The preferred font to be used is the Gotham Font Family.

ALTERNATE/ WEB USE:

If the Gotham font is unavailable for use or for web applications, the Arial font family is the preferred alternate.

Gotham

LIGHT

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

MEDIUM

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial *Arial Italic* **Arial Bold** ***Arial Bold Italic***

Branding

Correct Form and Labels

STYLE:
SuperFabric is a registered trademark of HDM, Inc.

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 ‘S’ and capital ‘F’. SuperFabric is a registered trademark of HDM, Inc. and therefore needs to include the registration mark and acknowledgment.

- Examples of incorrect usage:
- Super Fabric® ← Incorrect....contains a space
 - superfabric® ← Incorrect...lower case ‘s’ and ‘f’
 - SuperFabric ← Incorrect...no registration symbol
 - Superfabric® ← Incorrect...lower case ‘f’
 - SuperFabric® ← All elements correct

SEWN-IN LABELS:
Finished goods using SuperFabric® materials must have a SuperFabric® label visible on the outside of the product.

SEWN-IN LABELS
COTTON
DOUBLE-SIDED

LARGE: 1.25” x 0.5”
(visible)

red (180015)
white (180010)

SMALL: 1.13” x 0.5”
(visible)

red (180025)
white (180005)



SuperFabric® Plus Sewn-In Label

SEWN-IN LABEL:
Finished goods using SuperFabric® Plus materials such as Am99™ (antimicrobial) must use the SuperFabric® Plus sewn-in label to distinguish it from other SuperFabric® materials. These sewn-in woven labels are available directly from HDM, Inc.

.125" (sewn area)



Pantone 1805 or equivalent



fold (center)



1.3125" (height)

1.0625" (trimmed width)

.125" (sewn area)



Black



SF Plus Item# 180020

Branding

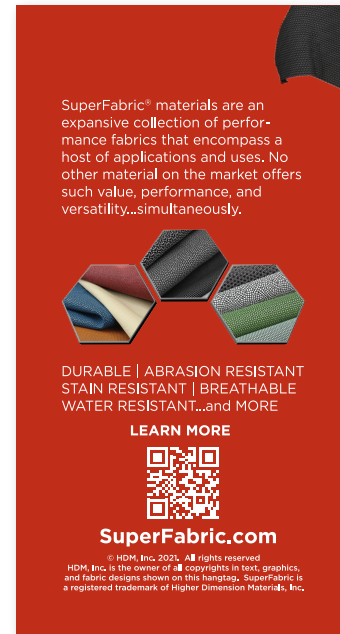
Hang Tags

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

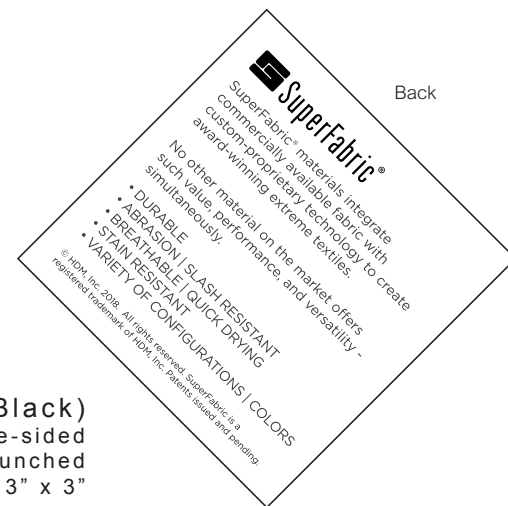


Back

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



Front



Back

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

Branding

Hang Tags: Am99™/AmFr™

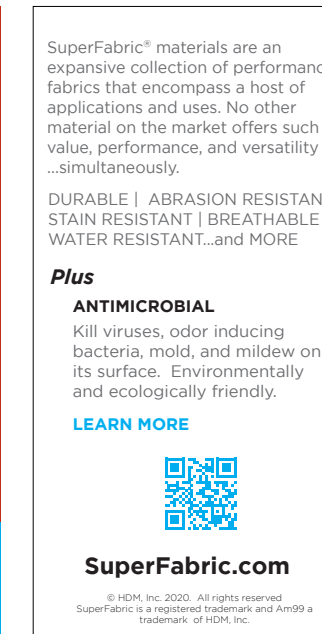
HANG TAGS:

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.

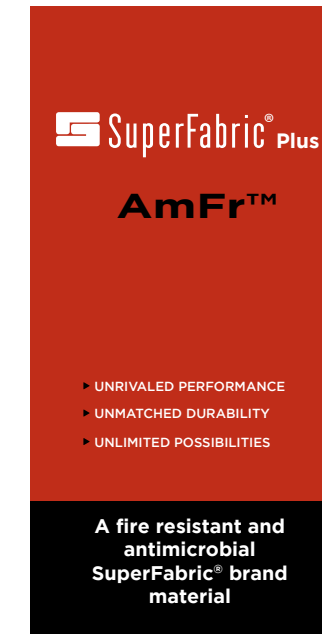


Front

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



Back



Front

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



Back

Branding Example

Motorcycle Glove

SuperFabric® label on glove



Branding Example

Motorcycle Jacket

SuperFabric® label on upper arm



Branding Example

Running Shoe
SuperFabric® logo printed on side of shoe



Branding Example

Hiking Shoe
SuperFabric® tag on shoe



Branding Example

Running Shoe
SuperFabric® label on side of shoe



Branding Example

Snowboarding Boot
SuperFabric® tag on side of boot



HDM, Inc. USA

570 Hale Ave N
Oakdale, MN USA 55128
+001 651-730-6203
findoutmore@superfabric.com

HDM, Inc. KOREA

NO. 202, 94-7, Sinseol-dong,
Dongdaemun-Gu,
Seoul 02586 South Korea
Phone: 82-(0)70-7099-9596

HDM, Inc. SINGAPORE

1 Tampines North Drive 1
#01-38, T-Space Building
Singapore 528559
Phone: 65.6844.4012

FOLLOW US HERE!

Facebook.com/SuperFabric



Twitter.com/SuperFabric



Linkedin.com/company/SuperFabric



Instagram.com/superfabric_official



YouTube.com/SuperFabricNews



SuperFabric.com



SuperFabric® and the HDM logo are registered trademarks of Higher Dimension Materials, Inc. All rights reserved. Signed Branding Agreement is required for the use of SuperFabric® brand material. Material availability and performance are subject to change. Patents issued, international patents issued, and additional patents pending. All SuperFabric® designs © Higher Dimension Materials, Inc. .
© Higher Dimension Materials, Inc. 2020.