



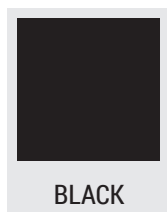
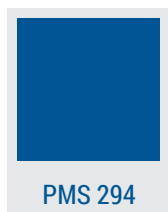
SAFETY + REDEFINED.®

HexArmor®

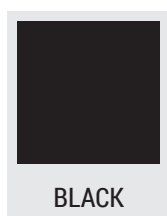
CORPORATE BRANDING GUIDE 2018

The HexArmor® Color Palette

HexArmor primary corporate colors:

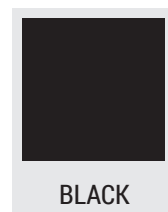
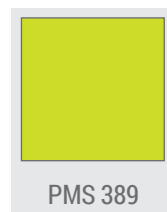


SPOT COLORS

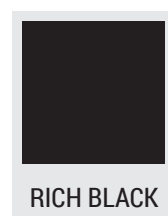


PROCESS COLORS

Safety Redefined® and General Hi-Vis colors:

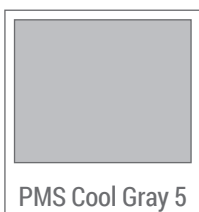


SPOT COLORS



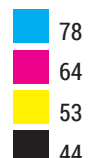
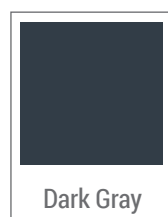
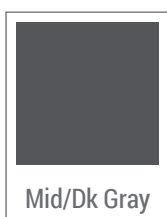
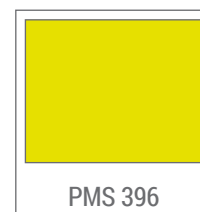
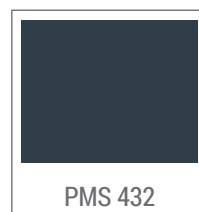
PROCESS COLORS

HexArmor Secondary Colors:

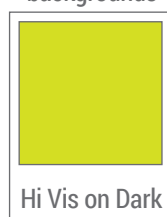


SPOT COLORS

HexArmor EYEWEAR:



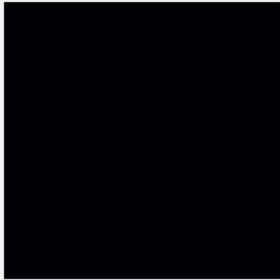
For use on dark backgrounds



PROCESS COLORS

The HexArmor® Digital Color Palette

DIGITAL COLOR GUIDE



BLACK - 000104



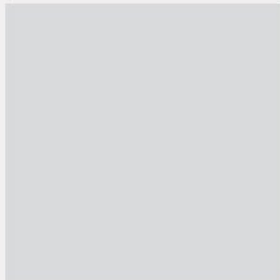
DARK GRAY - 404548



MID GRAY - 606468



LIGHT GRAY - A5A7A8



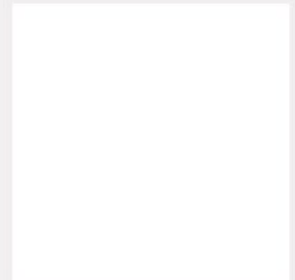
EXTRA LT GRAY - D7D9DA



HI-VIS ON WHITE - B3D91E



HI-VIS ON DARK - D2EF0E



WHITE - FFFFFFFF

SAFETY + REDEFINED™

HexArmor®

HexArmor® Logo w/ With SuperFabric® tagline

Use – With products or marketing material that include SuperFabric® technology

The use of the HexArmor logo with the “with SuperFabric” tag is only for instances where the subject is any product that is made with, or describes, SuperFabric® technology. This logo CANNOT be used alone for any corporate communication that is non product-related.

Examples of usage include: products with SuperFabric, ads showing products with SuperFabric, brand campaigns that feature products and/or technology that includes SuperFabric brand material.



Baseline of “WITH” in the tagline aligns with the bottom of the “A” in “Armor”. The top of the lower case letters “SuperFabric” aligns with the top of “WITH” as the baseline of “SuperFabric” extends below.

Left edge of “WITH” aligns with left stem in the “A” in “Armor”

“SuperFabric” tagline fits underneath the “mor” in “Armor”

Right side of tagline aligns with the right edge of the stem on the “r” in “Armor”

1 Color Dark Gray
(PMS Cool Gray 9)



1 Color Hi-Vis (PMS 389)



*Use is limited and needs to be pre-approved

Reversed



* Use is limited and needs to be pre-approved

Improper Uses



Distorting logo in any way.



Changing Color of any part of logo.



No use of corporate “Penta”.

Use – With products that include SuperFabric technology

HexArmor logo CANNOT be stretched or distorted in any way. Please refer to page 5 for proper dimensions. Adjusted logo will be made available to manufacturers.

Standard logo for branding 2”x4” or larger



Adjusted logo for branding smaller than 2”x4”



Adjusted logo to be used in these sizes ONLY



HexArmor® Logo w/ No tagline

Use – With products or general use marketing materials

The use of the HexArmor logo without a tag and “Penta” bug is for use on products and marketing materials where non-SuperFabric® products are used. This logo iteration is for general use, non product-specific branding applications. Also used in conjunction with Safety Redefined® campaign materials.

Examples of usage include; creative marketing, Products, website header, catalogs, when used alongside Safety Redefined.

HexArmor®

1 Color Dark Gray
(PMS Cool Gray 9)

The HexArmor logo in dark gray, featuring the word "HexArmor" with a registered trademark symbol.

1 Color Hi-Vis (PMS 389)

The HexArmor logo in hi-vis yellow-green, featuring the word "HexArmor" with a registered trademark symbol.

*Use is limited and needs to be pre-approved

Reversed

The HexArmor logo in white on a black background, featuring the word "HexArmor" with a registered trademark symbol.The HexArmor logo in hi-vis yellow-green on a black background, featuring the word "HexArmor" with a registered trademark symbol.

*Use is limited and needs to be pre-approved

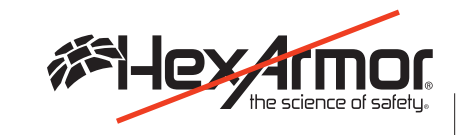
Improper Uses



Distorting logo in any way.



Changing Color of any part of logo.



No use of corporate “Penta”.

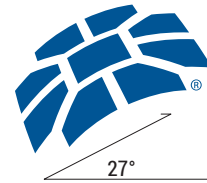
HexArmor® Corporate Mark - Penta bug

Use – As a Design Accent Only

The Penta bug is allowable in some circumstances to be used as a design element, with prior approval. In some instances the “Penta” bug may partially bleed off of the page or digital design area.

Examples of usage include:

Creative marketing, product branding, advertising, packaging.



“Penta bug” is tilted left at a 27° angle.

Solid Penta bug

1 Color - PMS 294



1 Color - Black



1 Color - PMS 389



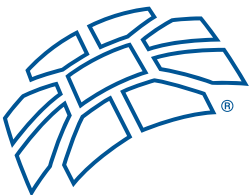
* Use is limited and needs to be pre-approved

Reversed

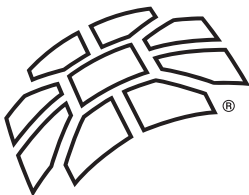


Outline Penta bug

1 Color - PMS 294



1 Color - Black

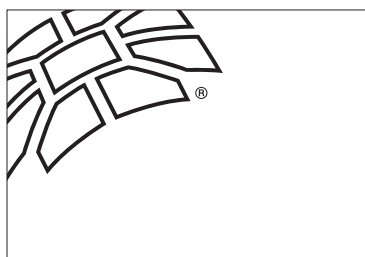


1 Color - PMS 389



* Use is limited and needs to be pre-approved

Reversed



Example of Penta bug partially bleeding from the corner of design area as a design element. This specific cropping should be emulated in order to avoid random corners points in the border bleed area.

Safety Redefined® Campaign Logo

Use – Safety Redefined campaign related products

Logo CANNOT be stretched or distorted in any way.

■ PMS 389 ■ PMS Cool Gray 11

SAFETY+REDEFINED®

■ C30 M0 Y100 K0 ■ C0 M0 Y0 K80

SAFETY+REDEFINED®

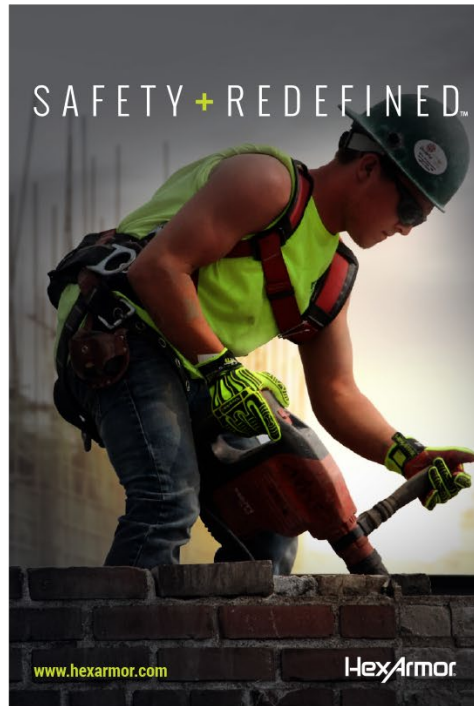
SAFETY+REDEFINED®

SAFETY+REDEFINED®

SAFETY+REDEFINED®

Safety Redefined® Photo Style

The photographic style utilized for Safety Redefined® uses dramatic industry locations and worker(s). The composition is treated with a muted, monotone effect and a swath of color highlighting the worker and product.



HexArmor® Corporate Fonts

Corporate Standard Fonts

Modern, forward-thinking, san-serif fonts were chosen to remain consistent with the recent rebranding effort.

General Use/Body Copy Font

ROBOTO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO LIGHT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO REGULAR ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO MEDIUM ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO BOLD ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO BLACK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO typeface is available for download at: <https://fonts.google.com>

HexArmor® Corporate Fonts

General Use/Body Copy Font (Continued)

ROBOTO CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO CONDENSED LIGHT

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO CONDENSED LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ROBOTO CONDENSED LIGHT

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

ROBOTO CONDENSED LIGHT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ROBOTO CONDENSED LIGHT

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

ROBOTO CONDENSED typeface is available for download at: <https://fonts.google.com>

HexArmor® Corporate Fonts (Continued)

Headline/Titling Font - Google Font

Teko Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Teko Semi-Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Teko Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Teko Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Teko Light

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

TEKO typeface is available for download at: <https://fonts.google.com>

HexArmor® Contact

The information in this Branding guide should be followed whenever possible. If any exceptions are required for particular applications, approval and guidance from HexArmor is requested. Modern, forward-thinking, san-serif fonts were chosen to remain consistent with the recent rebranding effort.

If you have any questions, please contact **Morgan Moallemian** at 616-459-4144, or morgan.moallemian@hexarmor.com

