

# OUTLAST TECHNOLOGIES BRAND GUIDELINES

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Outlast Technologies' trademark and intellectual property rights are the main differentiator from the products of its competitors. We have developed these brand guidelines to answer common questions about the use of the Outlast mark and to ensure that it is consistent in its appearance and use.

This guide is for brand partners and licensees of Outlast Technologies LLC who manufacture and market products using Outlast® technology.

## **IMPORTANCE OF ADHERING TO BRAND GUIDELINES**

Intellectual property is one of the most important assets a brand can have. To protect the brand equity – and ultimately your investment – it is paramount to be clear and consistent in messaging, while maintaining it throughout all products using the Outlast brand.

## **THE PROPER USE OF TRADEMARKS**

Properly using trademarks is important in maintaining the integrity of the Outlast brand. If used incorrectly, a trademark can proliferate culture and become a colloquial term. Any competitor can then use the trademark to take advantage of the time and money put into marketing said brand.

## **FOR MORE INFORMATION, PLEASE CONTACT:**

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# OUTLAST COLOR PALETTE



The cornerstone of a brand's equity is how it uses its logo. Designers should use the following standards and include the Outlast logo in all work, to clearly identify any design piece as part of Outlast Technologies. The banner logo/bordered banner logo is the preferred logo for use in all printed materials. The Space Foundation logo can be used only in conjunction with the Outlast Technologies logo and can only be used as shown on page 6.

## PRIMARY BANNER LOGO USAGE

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**PANTONE 7545 C**  
C: 23 M: 2 Y: 0 K: 63  
R: 92 G: 111 B: 124



**PANTONE 201 C**  
C: 0 M: 100 Y: 63 K: 29  
R: 179 G: 8 B: 56



## SECONDARY BANNER LOGO USAGE

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**100% BLACK**  
C: 0 M: 0 Y: 0 K: 100  
R: 35 G: 31 B: 32



## SPACE TECHNOLOGY LOGO

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**PANTONE 280 C**  
C: 100 M: 72 Y: 0 K: 18  
R: 02 G: 73 B: 114



**PANTONE 192 C**  
C: 0 M: 100 Y: 68 K: 0  
R: 237 G: 24 B: 73



# OUTLAST LOGO USAGE



The cornerstone of a brand's equity is how it uses its logo. Designers should use the following standards and include the logo in all work to clearly identify any design piece as part of Outlast Technologies.

## BANNER LOGO AND BORDERED BANNER LOGO



## BOX LOGO AND BORDERED BOX LOGO



# OUTLAST LOGO USAGE



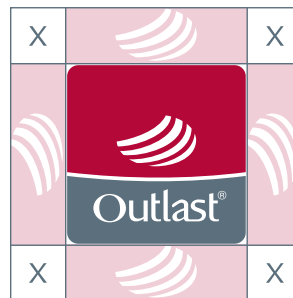
The Outlast logo should always have an isolation area with no other art or copy nearby.

## BANNER LOGO AND BANNER WITH TAGLINE - ISOLATION AREA



Use the same spacing for the bordered banner logo. Align with the edge of the white border.

## BOX LOGO AND BOX WITH TAGLINE - ISOLATION AREA



Use the same spacing for the bordered box logo. Align with the edge of the white border.

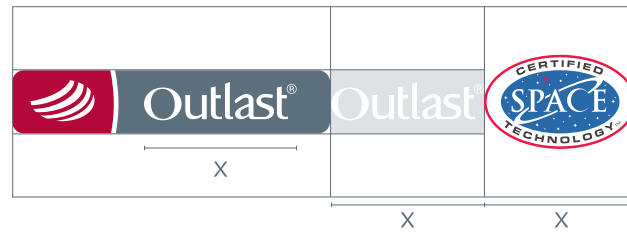
# OUTLAST LOGO USAGE



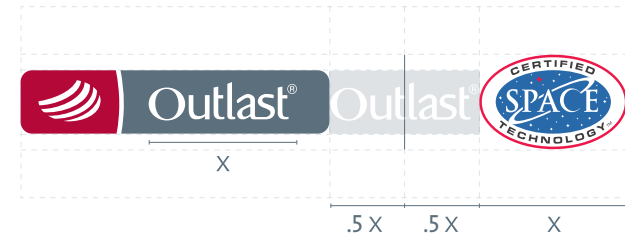
Partners pay \$1,000/year and the cost of the stickers or promotional material that they want to use, as approved in writing by Outlast. All of these fees are made payable to the Space Foundation AFTER the sub-licensee agreement is signed with Outlast. Since our partners will be sub-licensees, they will NOT be required to pay an application fee, investigation fee or any expense required for certification. Outlast has paid those fees.

The Space Foundation logo can be used only in conjunction with the Outlast Technologies logo and can only be used as shown. The use of a line to separate the logos is optional. If the line is used, it must be Pantone 7545C (suggested line weight is 0.5 pt. when the combined width of the two logos is under 7”). Use the same spacing when using the bordered banner logo. The Outlast logo and Space Foundation logo should always have an isolation area where no other art or copy can be placed. When used together, the Space Foundation logo should always be the same width as the word “Outlast” in the Outlast banner logo.

## BANNER LOGO WITH SPACE LOGO



Shown with line.



## BANNER LOGO WITH SPACE LOGO - ISOLATION AREA

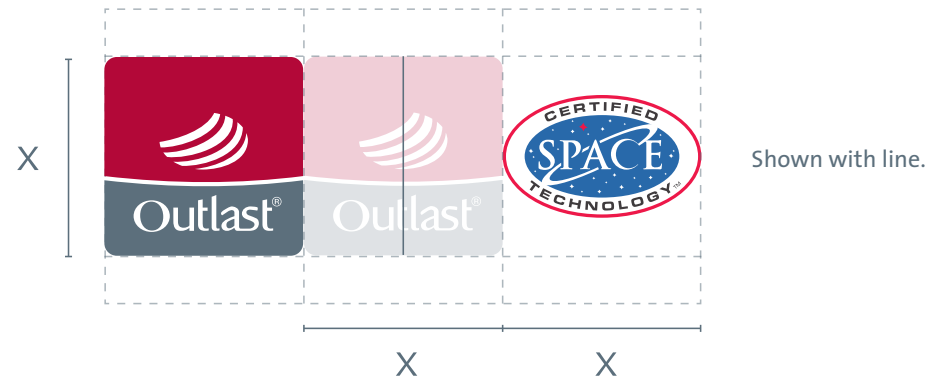
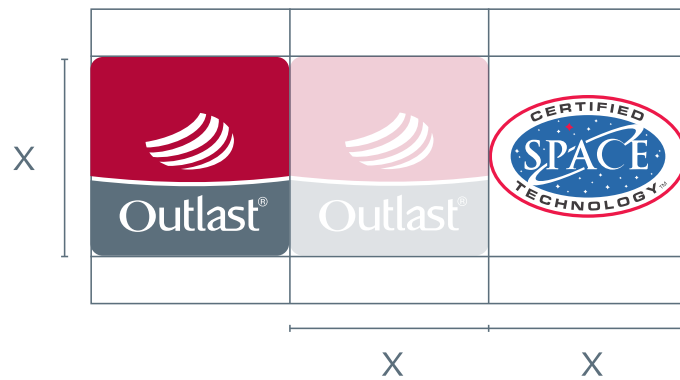


# OUTLAST LOGO USAGE

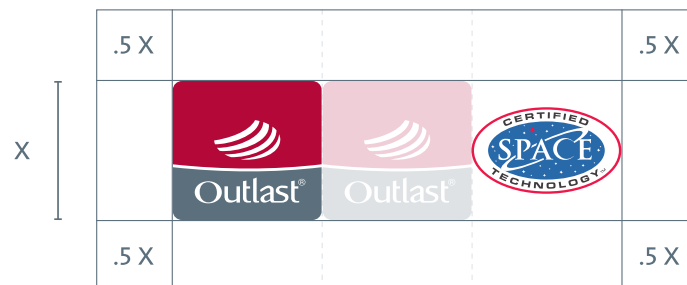


The Space Foundation logo can only be used in conjunction with the Outlast Technologies' logo and can only be used as shown. The use of a line to separate the logos is optional. If the line is used, it must be Pantone 7545C and located directly between the two logos (suggested line weight is 0.5 pt. when the combined width of the two logos is under 7"). Use the same spacing when using the bordered box logo. The Outlast logo and Space Foundation logo should always have an isolation area where no other art or copy can be placed. When used together, the Space Foundation logo should always be the same width as the Outlast box logo.

## BOX LOGO WITH SPACE LOGO



## BOX LOGO WITH SPACE LOGO - ISOLATION AREA



Registered trademark information must be included somewhere on the material as follows:

Certified Space Technology™ is a registered trademark of the Space Foundation, an initiative of the aerospace industry and NASA.

# OUTLAST SPECIAL USE LOGO



The special use logo is only available upon request for pre-approved applications. Examples are, but not limited to the following:

- Reproduction from line art
- Reproduced using difficult techniques, such as embroidery or the development of a rotary screen (to be used to print on Outlast® fabric)
- Against a busy background or superimposed over a photo

## VERTICAL LOGO

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Full Color



Reversed



## HORIZONTAL LOGO

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Full Color



Reversed





## **WRITING STYLES AND APPROVED COPY**

The copy describing Outlast® technology needs to be consistent in the marketplace. Below are general descriptions for the technology, trademark use and copy, specific to each industry. If additional copy is needed, please contact Heather Manuel (hmanuel@outlast.com) for approval.

## **WHEN DESCRIBING THE ONE THING OUTLAST® TECHNOLOGY DOES:**

Products with Outlast® technology respond to your constantly changing skin temperature to help keep you comfortable.

**OR**

Products with Outlast® technology proactively manages the build up of heat and moisture to help delay the onset of sweat, helping you stay comfortable day or night.

## **HOW TO TALK ABOUT OUTLAST® TECHNOLOGY:**

Outlast® technology is the original heat management technology. Outlast® technology proactively manages heat through the use of patented Thermocules™ that absorb and store excess heat, releasing it when you need it most.

## **HOW TO USE THE OUTLAST® TRADEMARK IN TEXT:**

Use the trademark when referring to products with/made with/created with/incorporating Outlast® technology

Outlast® products

Outlast Technologies' products (the trademark is not used when referring to the company)

Outlast® Thermocules™ continually absorb, store and release excess body heat

## **A LOOK AT OUTLAST® PRODUCTS:**

Outlast® technology provides extra-sensory comfort in everyday products, from pillows to footwear to beverage labeling, by proactively managing the build up of heat and moisture to help reduce overheating and mitigate the onset of sweat. Incorporating this technology helps you adapt to your environment to stay more comfortable.

# OUTLAST - TAGLINE USAGE



## NOT TOO HOT, NOT TOO COLD.™:

Not too hot, not too cold™ is a registered trademark of Outlast Technologies and may be used as text with approved copy or as a graphic element to create brand awareness and illustrate the benefits of the technology. As with all approved copy and graphics, we ask that you follow these guidelines to create consistency in the marketplace. All uses of Not too hot, not too cold™ must be approved by Heather Manuel (hmanuel@outlast.com) in writing.

## FOR USE IN TEXT:

Not too hot, not too cold™ must be distinguished from surrounding text and may only be used as follows:

- It may be followed by an ellipsis (three spaced periods) and the phrase “just right.”
- The Not too hot, not too cold™ tagline must always be accompanied by the trademark symbol.

When used within a sentence, never add a period at the end of the tagline unless the tagline appears at the end of the sentence. For example:

- Outlast® technology keeps you Not too hot, not too cold™ by regulating temperature.
- Outlast® technology regulates temperature to keep you Not too hot, not too cold™.

## CORRECT USE:

Outlast® technology keeps you Not too hot, not too cold™  
Outlast® technology keeps you not too hot, not too cold™  
Outlast® technology keeps you Not Too Hot, Not Too Cold™  
Outlast® technology keeps you Not too Hot, Not too Cold™  
Outlast® technology keeps you not too hot, not too cold™...just right.

## INCORRECT:

Not only does Outlast® technology keep you not too hot, it keeps you not too cold™.

NOTE: If you use “not too hot” and “not too cold” separately, do not use the trademark symbol.

## FOR USE WITH LOGO:

When using the tagline locked up with the Outlast logo, always use the following in the colors below:

**Not too hot**, not too cold.™

For questions, please contact Heather Manuel at hmanuel@outlast.com.