

# Branding Guide 2023



UNRIVALED PERFORMANCE. UNMATCHED DURABILITY. UNLIMITED POSSIBILITIES.

# Introduction

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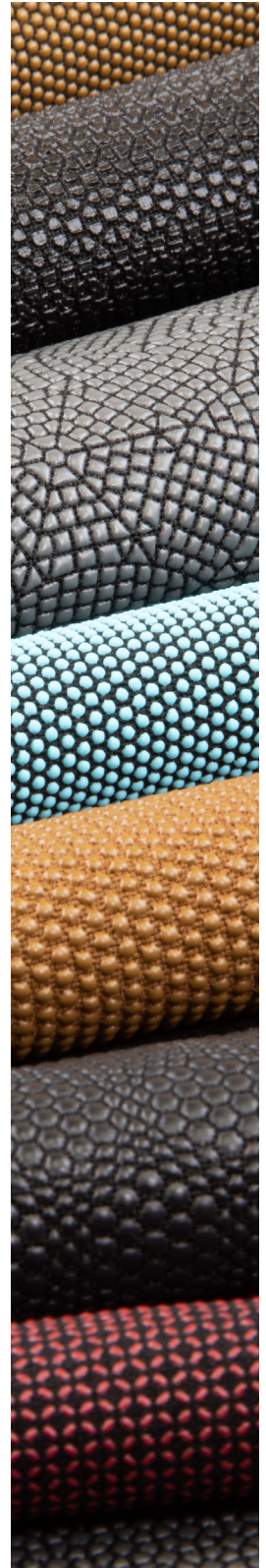
The following are the branding policies required by HDM, Inc. for the use of SuperFabric® materials. Included in this guide is information regarding hang tags, logos, literature and more to aid you when preparing marketing materials, packaging, electronic media, etc.

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 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

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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

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



ALTERNATE LOGO OPTIONS

# Font Usage

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## HEADER FONT:

The preferred font to be used for headers is Frutiger LT Std 67 Bold Condensed.

## BODY TEXT FONT:

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

## ALTERNATE/ WEB USE:

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

### Frutiger LT Std 67 Bold Condensed

#### Gotham

##### BOOK

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

##### MEDIUM

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

##### BOLD

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**

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

# Correct Form and Labels

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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 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)

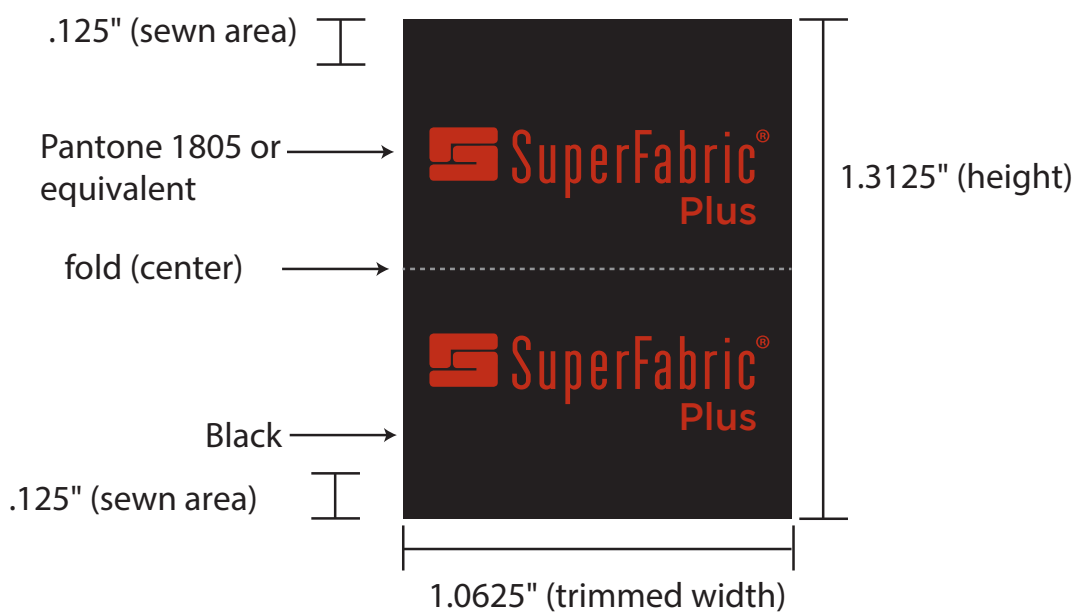


# SuperFabric® Plus Sewn-In Label

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## 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.



SF Plus Item# 180020

# 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

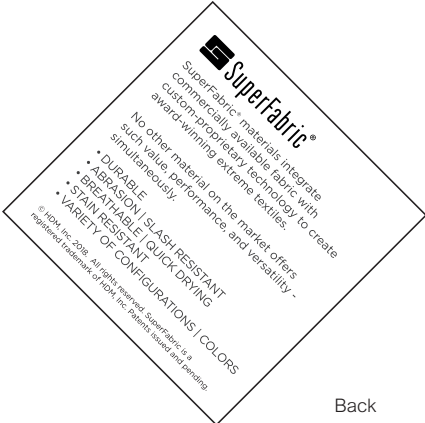


Back

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"

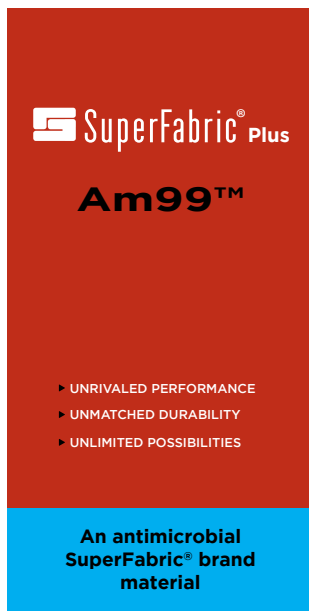


# Hang Tags: Am99™ and AmFr™

## HANG TAGS:

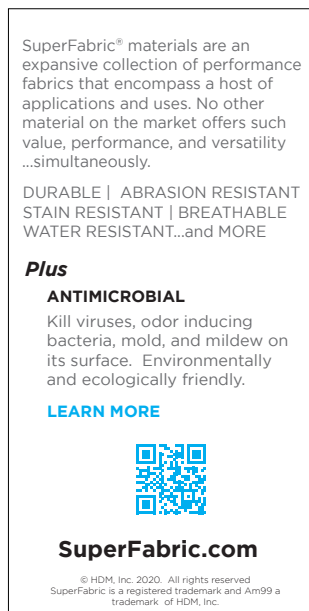
Finished goods using antimicrobial and fire-resistant SuperFabric® materials must have a hang tag attached to the product. This helps increase brand awareness of SuperFabric® materials and distinguish your products from competitors. Hang tags are available directly from HDM, Inc.

### AM99™



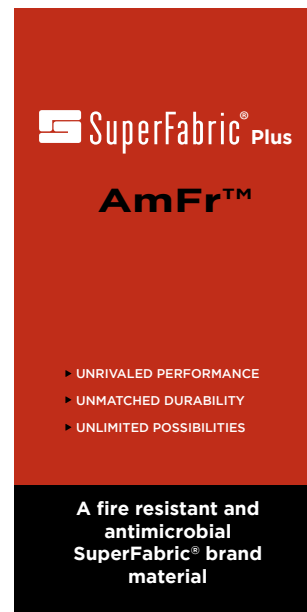
Front

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



Back

### AMFR™



Front

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



Back

# Branding Examples

**Motorcycle Glove**  
SuperFabric® label on glove



**Motorcycle Jacket**  
SuperFabric® label on upper arm

**Running Shoe**  
SuperFabric® logo printed on side of shoe



# Branding Examples

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## Hiking Shoe

SuperFabric® tag on shoe



## Running Shoe

SuperFabric® label on side of shoe



## Snowboarding Boot

SuperFabric® tag on side of boot



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