A Brand
That's Made
To Go Beyond.

Welcome to your guide for all things Polartec®. More than brand guidelines... Think of this as your guide to all of the things that make you, and us, go beyond.
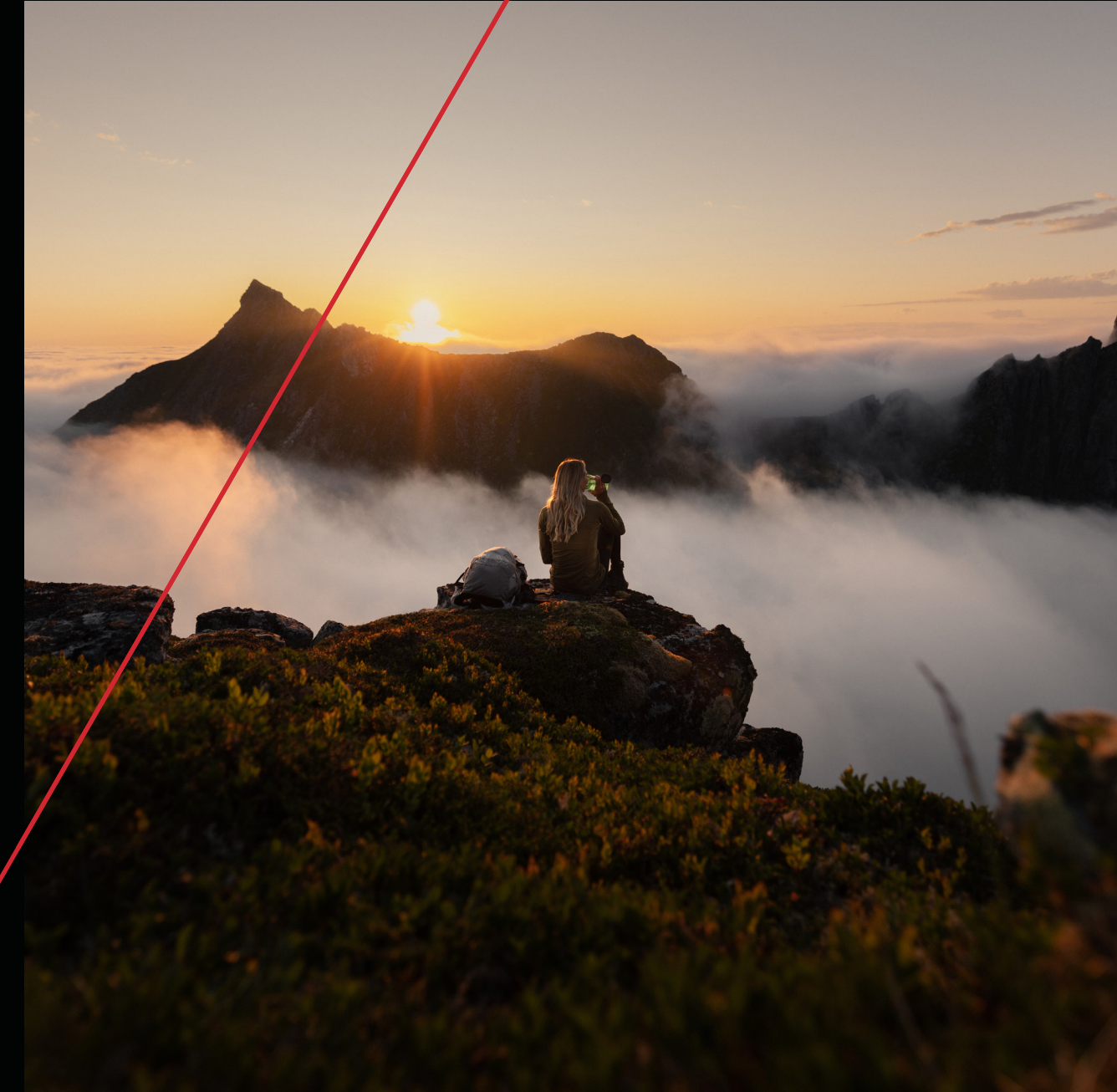
Contents.

Our Guidelines.

Our Brand.

We are a collective of curious minds, relentless innovators and dedicated problem solvers. We look beyond the existing and we create original. If it can be made, we will make it. And if it can't? We'll find a way... We are Polartec and together we will layer the future.

Logo.

Our Ident.

Our iconic 'peaks' ident is an internationally recognized symbol for quality and performance.

Logo.

Our logo combines our peaks ident with our wordmark and is always followed by the ® symbol. We have two variations: Contemporary and Classic. The Contemporary variant is our preferred logo and where possible is used in most instances across print, product and digital applications.

1. Contemporary

2. Classic

Positive Logotypes.

On white or light backgrounds (-20% black) you should use the positive logotype. When the background color or contrast is too close to the Polartec peaks symbol, a monochrome variant can be used instead (see page 96).

Negative Logotypes.

On black or dark backgrounds (+20% black) you should use the negative logotype. When the background color or contrast is too close to the Polartec peaks symbol, a monochrome variant can be used instead (see page 96).

One Color Logo.

Sometimes the positive or negative logo cannot be used in full color. Either because it is only a 1-color print/ transfer or the color of the background is the same as or close to color the Polartec peaks symbol.
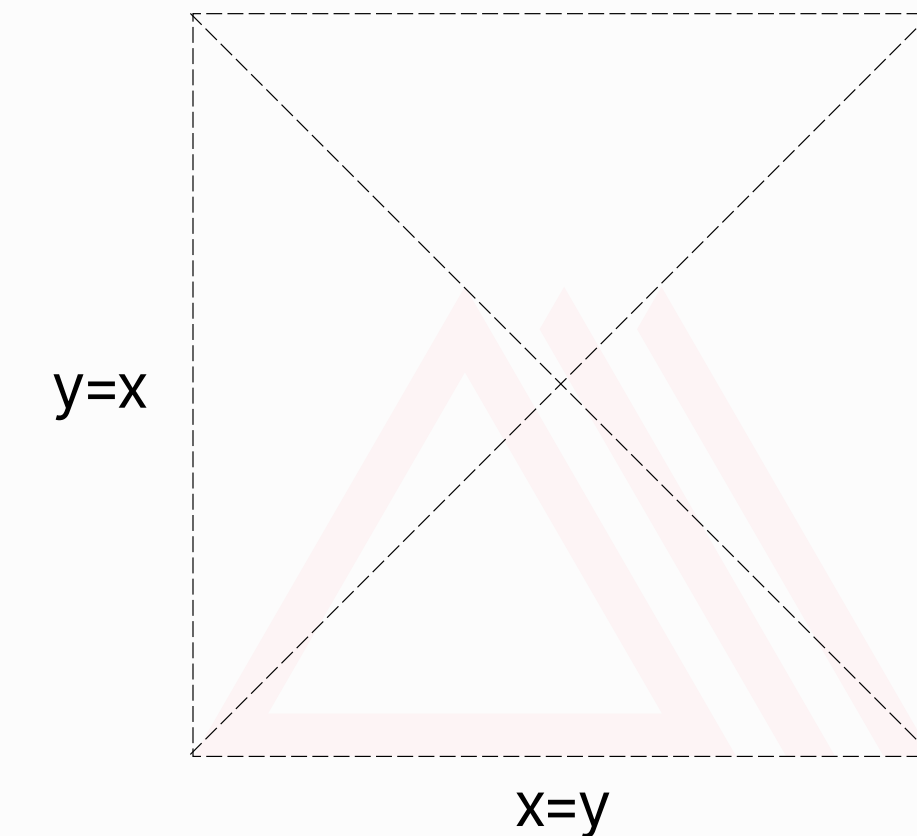
Logo Minimum Spacing.

Logo clearance and spacing is driven by the dimensions of our peaks ident.

We use the width of our peaks ident to determine the safe space around our logo. An exception to the rule is the strapline lockup (see page 100).

y=x

x=y

Logo Placement.

The logo clearance informs how and where it is placed on printed materials. Consider using the contemporary logo left aligned and the classic logo centrally aligned.

Left aligned copy example Andia eosandae et, con num, conet ium is pelibus autem facilit quas rectibus dolupientios doluptiorrum qui susa que experum illor ratinis sed moluptatin core nate et voluptio dundis ratur? Qui nonseriam ulla dolorem nos nonse latum, nulpa arum la aut ex eosapid eligenet.

Centrally aligned copy example Andia eosandae et, con num, conet ium is pelibus autem facilit quas rectibus dolupientios doluptiorrum qui susa que experum illor ratinis sed moluptatin core nate et voluptio dundis ratur? Qui nonseriam ulla dolorem nos nonse latum, nulpa arum la aut ex eosapid eligenet.

Logo Sizing.

The Polartec® logo must perform well at all sizes. Use the guidelines for proper implementation of the small logos to ensure legibility at small size.
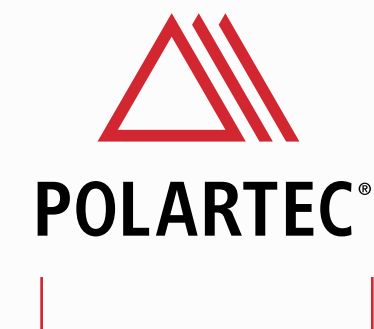
The wordmark should be no smaller than 75px wide. If the wordmark is wider than 125px it is no longer considered 'small'.

125px wordmark width = Max size for small logo use

75px wordmark width = Minimum size for small logo use

125px wordmark width = Max size for small logo use

75px wordmark width = Minimum size for small logo use

Our Strapline.

Our strapline underpins what we stand for and we have created a lockup for when it is used in conjunction with our logo.

Construction

In Use

Our
Strapline.

There will be instances where our
strapline is required to stand alone.
We have created single line and
left aligned variations that allow for
flexibility and creativity of use across
various layouts and circumstances.

Made To
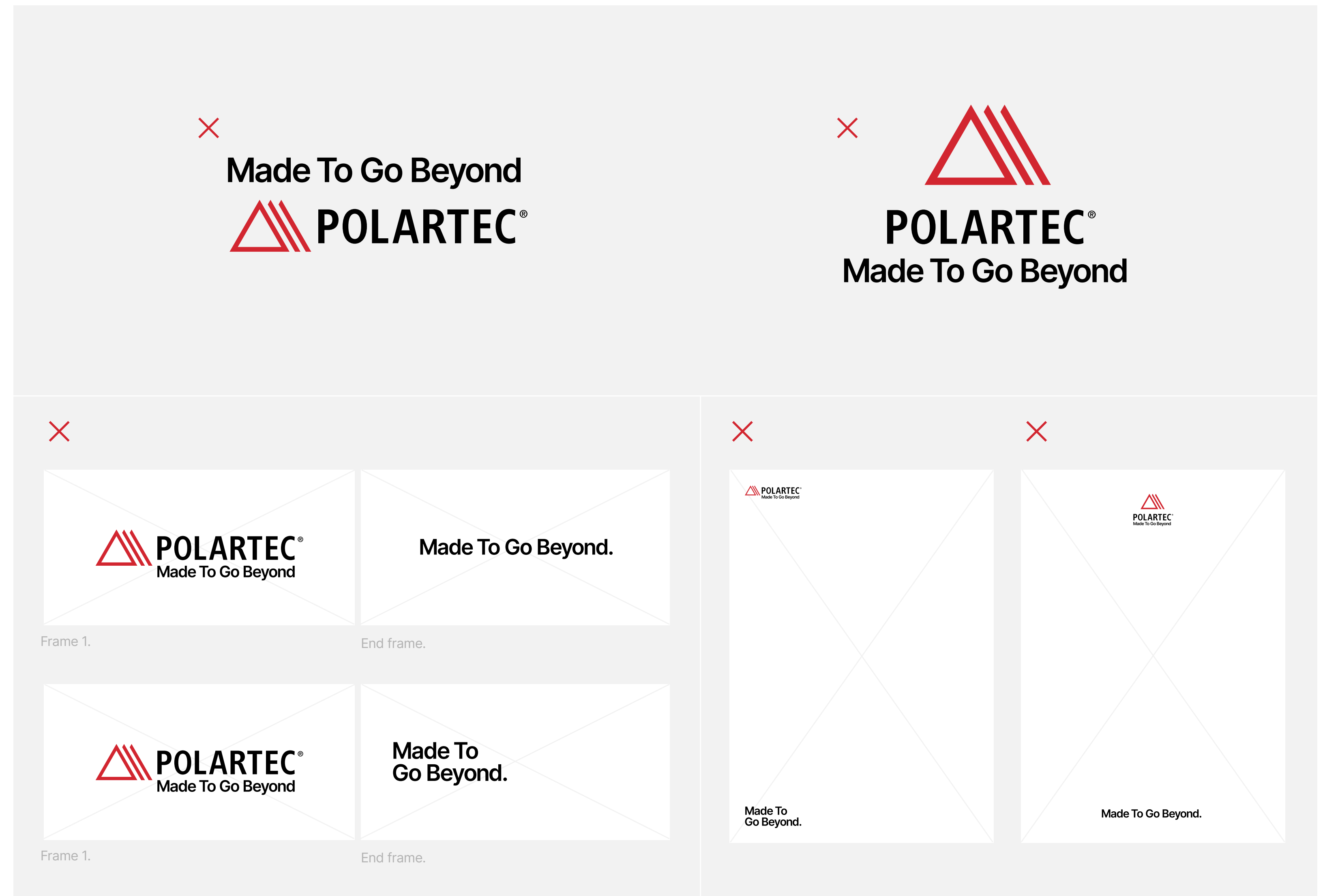# Go Beyond.

Made To Go Beyond.

Strapline Do's.

The correct use of our strapline is important. If using alongside our logo, only use the official lockup supplied. If using as a 'sign off' - either in an animation end frame or print footer, use the stand-alone Polartec logo for greater impact and to avoid repetition.

Frame 1.

End frame.

Frame 1.

End frame.

Made To Go Beyond.

Made To Go Beyond.
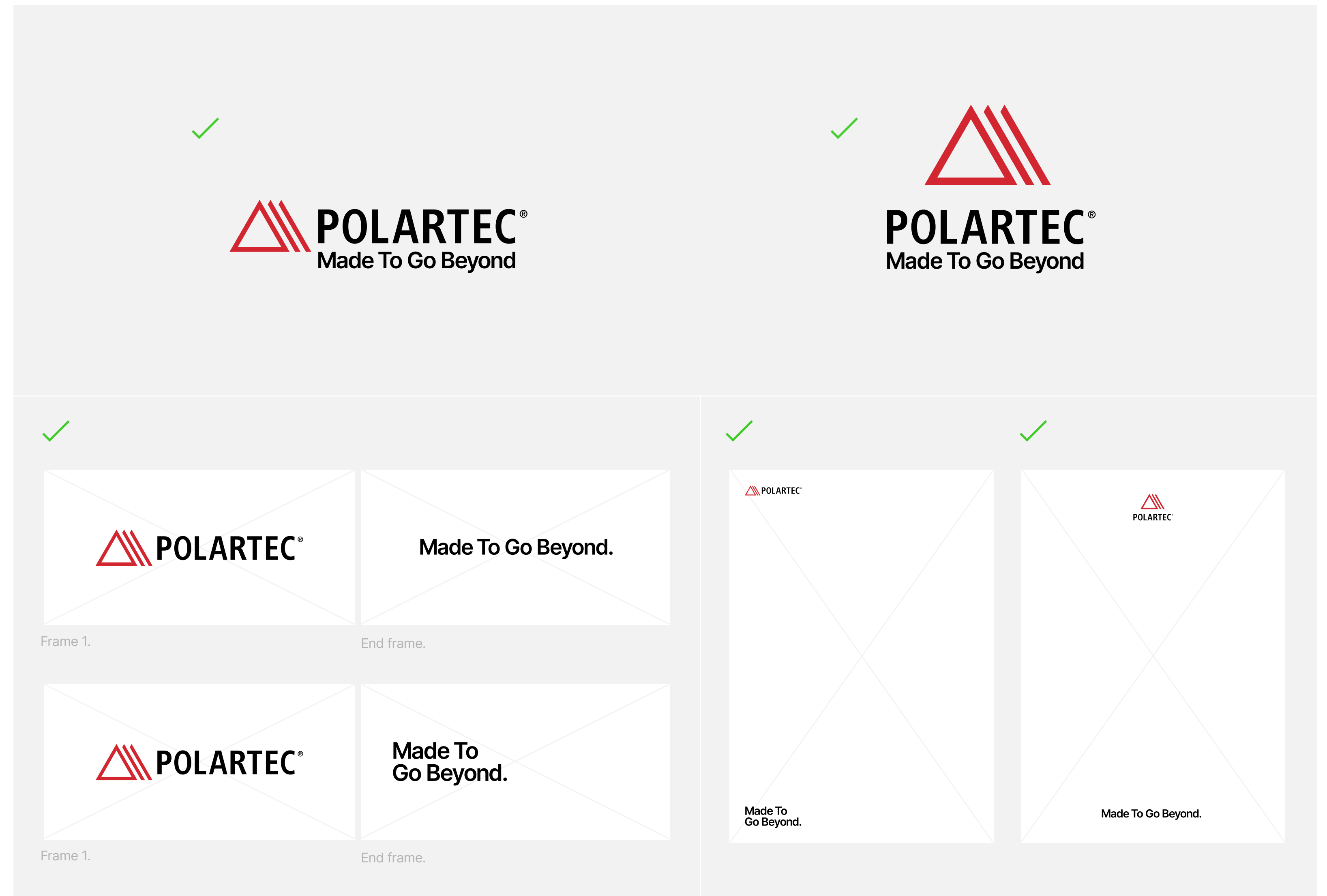
Strapline Don'ts.

We don't re-size or reposition the strapline in the logo lockup. If using as a 'sign off' - either in an animation end frame or print footer, do not use the logo lockup as this will result in repetition and dilute its impact.

Made To Go Beyond
POLARTEC®

POLARTEC®
Made To Go Beyond

POLARTEC®
Made To Go Beyond

Frame 1.

Made To Go Beyond.

End frame.

POLARTEC®
Made To Go Beyond

Frame 1.

Made To
Go Beyond.

End frame.

POLARTEC®

Made To
Go Beyond.

POLARTEC®

Made To Go Beyond.

Construction

Partner Lockups.

Examples of how to scale and position partner logos are shown on the right.

△△ **POLARTEC**®

△△ **HOUDINI**®

x = 100% | h = centered

△△ **POLARTEC**®

THE NORTH FACE®

x = 100% | h = centered

△△ **POLARTEC**®

VOLCOM
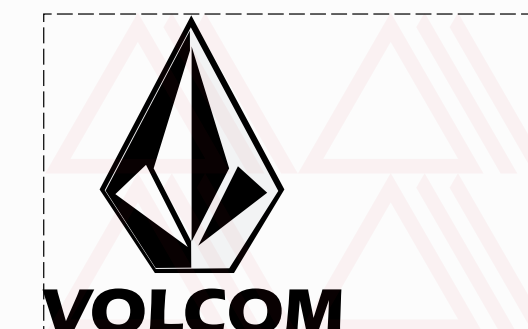
x = left aligned | h = 100%

Construction

Partner Lockups.

Examples of how to scale and position partner logos are shown on the right.

Colors.

Our Brand Colors.

We like our palette to be clean, so we lead with white. However, Polartec Red is our primary brand color, with black as the secondary.

White

PANTONE	Bright White
RGB	255 255 255
CMYK	0 0 0 0
HEX	FFFFFF

Polartec Red

PANTONE	1795C
RGB	210 38 48
CMYK	0 96 93 2
HEX	#D22630

Black

PANTONE	Black
RGB	0 0 0
CMYK	75 68 67 90
HEX	#00000

Our Brand Tints.

Our brand tints allow for tone-on-tone pairings and create a more accessible and flexible palette to work with. The tints are to be used sparingly.

Polartec Red		Black	
PANTONE	1795C	**PANTONE**	Black
RGB	210 38 48	**RGB**	0 0 0
CMYK	0 96 93 2	**CMYK**	75 68 67 90
HEX	#D22630	**HEX**	#00000

90% Tint	90% Tint
80% Tint	80% Tint
70% Tint	70% Tint
60% Tint	60% Tint
50% Tint	50% Tint
40% Tint	40% Tint
30% Tint	30% Tint
20% Tint	20% Tint
10% Tint	10% Tint

Typography.

Our Brand Typeface.

All headlines and body copy are set in Inter. This is our hero and go-to typeface for all creative and communications to create consistency and clarity across our collateral.

We encourage all type is set with Optical kerning, with a tracking of -40pt for headlines and -20pt for all other copy.

Inter Black
Inter ExtraBold
Inter Bold
Inter SemiBold
Inter Medium
Inter Regular
Inter Light
Inter ExtraLight
Inter Thin

Inter is a typeface available to download from Google Fonts

Our Brand Typeface.

The Inter family features nine different weights, also available in italic when needed. We can use the different weights to help reinforce our messages.

Inter Black

**abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.**

Inter SemiBold

abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.

Inter Light

abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.

Inter Extra Bold

**abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.**

Inter Medium

abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.

Inter ExtraLight

abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.

Inter Bold

**abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.**

Inter Regular

abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.

Inter Thin

abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.

Inter Black Italic

***abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.***

Inter SemiBold Italic

*abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.*

Inter Light Italic

*abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.*

Inter ExtraBold Italic

***abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.***

Inter Medium Italic

*abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.*

Inter ExtraLight Italic

*abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.*

Inter Bold Italic

***abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.***

Inter Italic

*abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.*

Inter Thin Italic

*abcdefghijklmnopqrstuvwxyz
1234567890!@ %^&*()_+=?/.*

Typography Alignment.

When aligning typography in any communication piece or design, we recommend using left alignment.

Depending on the design, it may benefit from a center alignment, but we wouldn't use this on any formal communication. We don't right align our copy in any communication or design.

We can Left Align copy.

This is to be used for formal letters, emails and also any design-based output.

We can Center Align copy.

This is to be used mainly for design-based output if the rest of your design is centered.

We don't Right Align copy.

We encourage you to never right align your copy as it's not as visually accessible.

—

Suggested Pairing.

Our general rule for typography is to lead headlines with Inter SemiBold and any subheadings or body copy are to sit in Inter Light.

It is important to maintain this suggested pairing as much as possible for a consistent hierarchy for all Polartec communications. However, there may be times when you need to make use of the other weights in the typeface.

We lead with Inter SemiBold

We support with Inter Light

—

Inter SemiBold

abcdefghijklmnopqrstuvwxyz 1234567890!@ %^&*()_+=?/.

Inter Light

abcdefghijklmnopqrstuvwxyz 1234567890!@ %^&*()_+=?/.

Type Hierarchy.

Corresponding to relative importance, we order our type through considered scaling and weighting depending on the communication or content. Here is one example (right) of a typical layout of content. We use the cap height of the headline to determine the spacing between hierarchy.

This is the headline set in Inter SemiBold.

Inter SemiBold: as a general rule the leading is -2pt of the font size. Tracking is set to -40

This is our Subheader Copy set in Inter Light.

This is our Body Copy set in Inter Light. Sa verum necab ium nonse nonsequist, sectur. Xeri suntem arunda volupta quasimi nuscium fugitaq uatur, sendebis cum quidessumet.

Inter SemiBold: as a general rule the leading is +8pt of the font size. Tracking is set to -20

Fabric
Platforms.

Trademark Guidelines.

All usage of the trademarks are to be used in accordance with the trademark guidelines posted at www.polartec.com.

Product Name	Global Hangtags + Garment Labels Product Documentation (Price List, Tech Sheet, Rack Header + Roll Labels) Global Press Release, External Writing, Training PPTs, Sell Sheets	Polartec.com	Marketing Materials for China Market
Polartec	Polartec®	Polartec®	Polartec®
Polartec Alpha	Polartec Alpha™	Polartec Alpha®	Polartec Alpha®
Polartec Delta	Polartec Delta™	Polartec Delta®	Polartec Delta®
Polartec High Loft	Polartec High Loft™	Polartec High Loft®	Polartec High Loft™
Polartec Power Air	Polartec Power Air™	Polartec Power Air®	Polartec Power Air®
Polartec Power Dry	Polartec® Power Dry™	Polartec® Power Dry®	Polartec® Power Dry®
Polartec Power Fill	Polartec Power Fill™	Polartec Power Fill®	Polartec Power Fill®
Polartec Power Grid	Polartec® Power Grid™	Polartec® Power Grid®	Polartec® Power Grid™
Polartec Power Shield	Polartec® Power Shield™	Polartec® Power Shield®	Polartec® Power Shield®
Polartec Power Wool	Polartec Power Wool™	Polartec Power Wool®	Polartec Power Wool™
Polartec Power Stretch	Polartec® Power Stretch™	Polartec® Power Stretch®	Polartec® Power Stretch®
Polartec Power Stretch Pro	Polartec® Power Stretch™ Pro	Polartec® Power Stretch® Pro	Polartec® Power Stretch® Pro
Polartec Thermal Pro	Polartec® Thermal Pro™	Polartec® Thermal Pro®	Polartec® Thermal Pro®
Polartec Windbloc	Polartec® Windbloc™	Polartec® Windbloc®	Polartec® Windbloc®
Polartec Wind Pro	Polartec® Wind Pro™	Polartec® Wind Pro®	Polartec® Windpro®
Polartec Hardface	Polartec® Hardface™	Polartec® Hardface®	Polartec® Hardface®
EcoEngineering	EcoEngineering™	EcoEngineering™	EcoEngineering™
The following Polartec Series trademarks may be used by themselves (without Polartec before it). If not on this list, use as stated above*			
Power Dry	Power Dry™	Power Dry®	Power Dry®
Power Grid	Power Grid™	Power Grid®	Power Grid™
Power Shield	Power Shield™	Power Shield®	Power Shield®
Power Shield Fr	Power Shield™ Fr	Power Shield® Fr	Power Shield® Fr
Power Stretch	Power Stretch™	Power Stretch®	Power Stretch®
Power Stretch Pro	Power Stretch™ Pro	Power Stretch® PRO	Power Stretch® Pro
Thermal Pro	Thermal Pro™	Thermal Pro®	Thermal Pro®
Wind Pro	Wind Pro™	Wind Pro®	Wind Pro®
Windbloc	Windbloc™	Windbloc®	Windbloc®
Hardface	Hardface™	Hardface®	Hardface®

Fabric Platform, Primary Lockup.

Our primary lockup, shown here on the right, gives prominence to brand over product. Our fabric platform consists of four layers. Base, Insulation, Weather Protection and Flame Resistant. In most instances, when we are naming a layer of fabric, we are to follow this primary lockup format. (There is a secondary optional lockup shown on page 35).
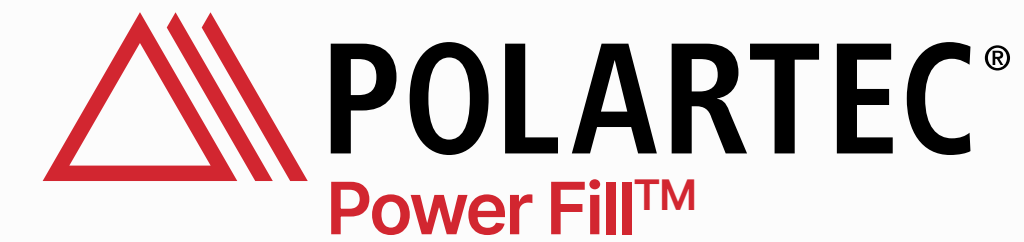

POLARTEC®
Product Name™

ident baseline
x height

Fabric Platform, Primary Lockup.

Our fabric platform consists of four layers. Base, Insulation, Weather Protection and Flame Resistant. See on the right for the Base Platform.

POLARTEC®
Power Dry™

POLARTEC®
Power Stretch™ Pro

POLARTEC®
Power Grid™

POLARTEC®
Power Wool™

POLARTEC®
Power Stretch™

POLARTEC®
Delta™

Fabric Platform, Primary Lockup.

Our fabric platform consists of four layers. Base, Insulation, Weather Protection and Flame Resistant. See on the right for the Insulation Platform.

POLARTEC®
Alpha™

POLARTEC®
Micro Series

POLARTEC®
100 Series

POLARTEC®
200 Series

POLARTEC®
300 Series

POLARTEC®
Hardface™

POLARTEC®
High Loft™

POLARTEC®
Power Air™

POLARTEC®
Power Fill™

POLARTEC®
Thermal Pro™

POLARTEC®
Wind Pro™

Fabric Platform, Primary Lockup.

Our fabric platform consists of four layers. Base, Insulation, Weather Protection and Flame Resistant. See on the right for the <u>Weather Protection</u> and <u>Flame Resistant Platforms</u>.

POLARTEC® Windbloc™

POLARTEC® Power Wool™ FR

POLARTEC® Power Shield™ Pro

POLARTEC® Wind Pro™ FR

POLARTEC® Power Dry™ FR

POLARTEC® Thermal Pro™ FR

POLARTEC® Power Grid™ FR

POLARTEC® Power Shield™ RPM

Fabric Platform, Secondary Lockup.

Our secondary lockup, shown here on the right, gives prominence to product over brand. Our fabric platform consists of four layers. Base, Insulation, Weather Protection and Flame Resistant. In instances where we need to pull focus onto the product, we name a layer of fabric by following this secondary lockup format.

POLARTEC®

Fabric Name™

Fabric Platform, Secondary Lockup.

Our fabric platform consists of four layers. Base, Insulation, Weather Protection and Flame Resistant. See on the right for the Base Platform.

POLARTEC®
Power Dry™

POLARTEC®
Power Grid™

POLARTEC®
Power Stretch™

POLARTEC®
Power Stretch™ Pro

POLARTEC®
Power Wool™

POLARTEC®
Delta™

Fabric Platform, Secondary Lockup.

Our fabric platform consists of four layers. Base, Insulation, Weather Protection and Flame Resistant. See on the right for the Insulation Platform.

△△ **POLARTEC**®
Alpha™

△△ **POLARTEC**®
Micro Series

△△ **POLARTEC**®
100 Series

△△ **POLARTEC**®
200 Series

△△ **POLARTEC**®
300 Series

△△ **POLARTEC**®
Hardface™

△△ **POLARTEC**®
High Loft™

△△ **POLARTEC**®
Power Air™

△△ **POLARTEC**®
Power Fill™

△△ **POLARTEC**®
Thermal Pro™

△△ **POLARTEC**®
Wind Pro™

Fabric Platform, Secondary Lockup.

Our fabric platform consists of four layers. Base, Insulation, Weather Protection and Flame Resistant. See on the right for the <u>Weather Protection</u> and <u>Flame Resistant Platforms</u>.

POLARTEC®
Windbloc™

POLARTEC®
Power Wool™ FR

POLARTEC®
Power Shield™ Pro

POLARTEC®
Wind Pro™ FR

POLARTEC®
Power Dry™ FR

POLARTEC®
Thermal Pro™ FR

POLARTEC®
Power Grid™ FR

POLARTEC®
Power Shield™ RPM

Positive Lockups.

On white or light backgrounds (-20% black) you should use positive fabric platform options. When the background color or contrast is too close to the Polartec peaks symbol, a monochrome variant can be used instead (see page 41).

POLARTEC®
Delta™

POLARTEC®
Power Stretch™ Pro

POLARTEC®
Hardface™

POLARTEC®
Alpha™

POLARTEC®
300 Series

POLARTEC®
Power Shield™ RPM

Negative Lockups.

On black or dark backgrounds (+20% black) you should use negative fabric platform options. When the background color or contrast is too close to the Polartec peaks symbol, a monochrome variant can be used instead (see page 41).

POLARTEC®
Delta™

POLARTEC®
Power Stretch™ Pro

POLARTEC®
Hardface™

POLARTEC®
Alpha™

POLARTEC®
300 Series

POLARTEC®
Power Shield™ RPM

One Color Lockups.

Sometimes the positive or negative fabric platform options cannot be used in full color. Either because it is only a 1-color print/transfer or the color of the background is the same as or close to the Polartec peaks symbol.

POLARTEC®
Delta™

POLARTEC®
Power Stretch™ Pro

POLARTEC®
Hardface™

POLARTEC®
Alpha™

POLARTEC®
300 Series

POLARTEC®
Power Shield™ RPM
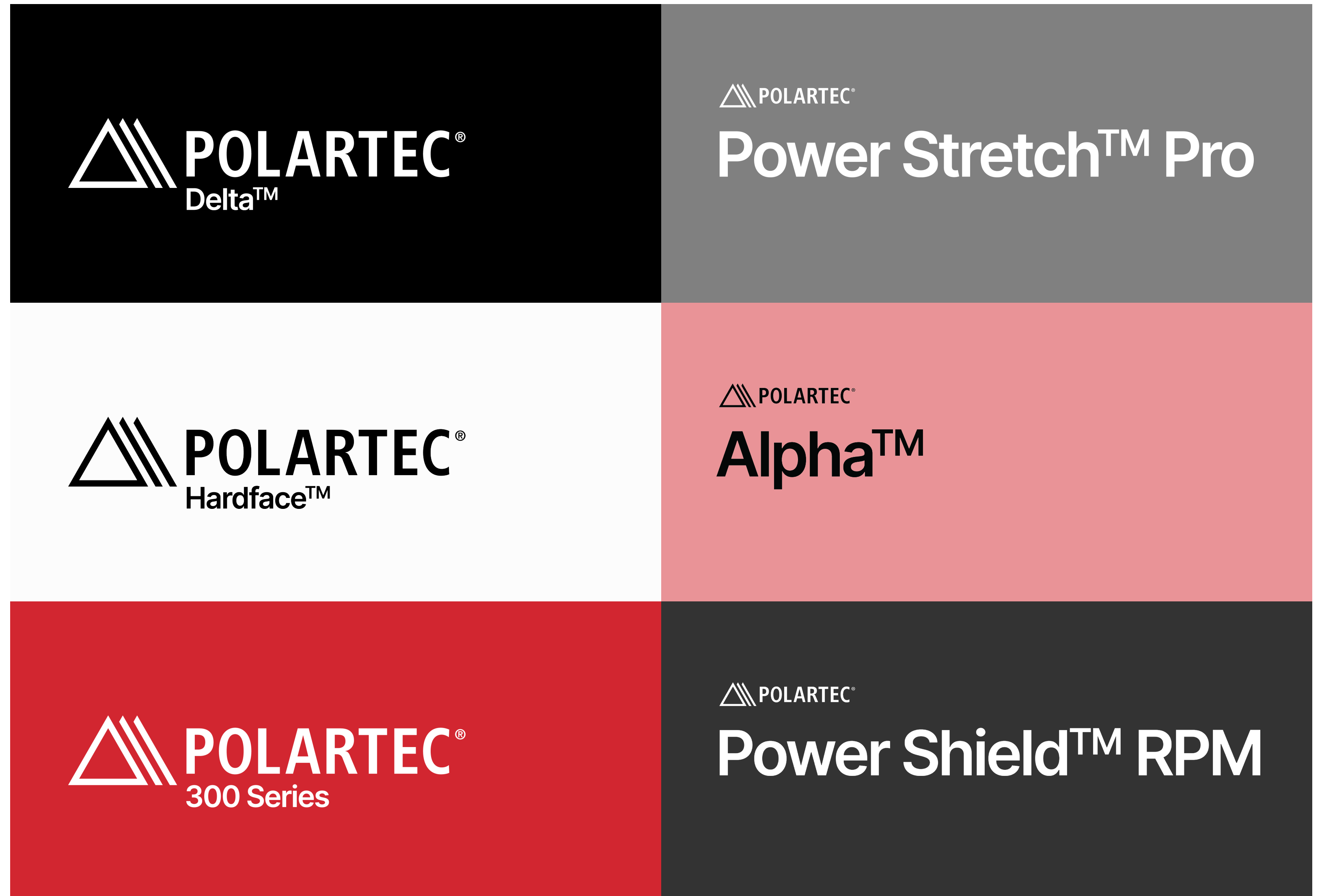
Fabric Platform Clearance.

Clearance and spacing is driven by the dimensions of our peaks ident or our fabric platform cap height.

Whilst these guides represent the minimum clearance area, further spacing should be given to our fabric platforms where design allows.

Primary Lockup

Minimum clearance spacing = fabric platform cap height.

Secondary Lockup

Minimum clearance spacing = ident height.

Fabric Platform, 'Beyond' Claims.

Every fabric has its own specific claim.
We use the 'Beyond' language mechanic
to elevate key fabric benefits.

The lockup construction is shown to the right.

Primary Lockup

Secondary Lockup

POLARTEC®
Product Name™

Beyond Emotive
Descriptor.

Fabric Name™

Beyond Emotive
Descriptor.

Fabric Platform, 'Beyond' Claims.

Every fabric has its own specific claim. We use the 'Beyond' language mechanic to elevate key fabric benefits.

An example lockup is shown to the right.

Primary Lockup

Secondary Lockup

POLARTEC®
Alpha™

Beyond Active Insulation.

POLARTEC®
Alpha™

Beyond Active Insulation.

Fabric Platform, 'Beyond' Claims.

Every fabric has its own claim. We use the 'Beyond' language mechanic to elevate key fabric benefits.

Fabric claims can be found in this table.

N.	Type	Fabric Name	Beyond Claim
1	Base	Polartec® Power Dry™	Beyond Moisture Control.
2	Base	Polartec® Power Grid™	Beyond Ready.
3	Base	Polartec® Power Stretch™	Beyond The Moves.
4	Base	Polartec® Power Stretch™ Pro	Beyond The Toughest Moves.
5	Base	Polartec Power Wool™	Beyond Natural Performance.
6	Base	Polartec Delta™	Beyond Feeling Cool.
7	Insulation	Polartec Alpha™	Beyond Active Insulation.
8	Insulation	Polartec® Micro Series Polartec® 100 Series Polartec® 200 Series Polartec® 300 Series	Beyond The Original.
9	Insulation	Polartec® Hardface™	Beyond Durable.
10	Insulation	Polartec High Loft™	Beyond Cozy And Light.
11	Insulation	Polartec Power Air™	Beyond Efficient.
12	Insulation	Polartec Power Fill™	Beyond Maximum Warmth.
13	Insulation	Polartec® Thermal Pro™	Beyond Fleece.
14	Insulation	Polartec® Wind Pro™	Beyond Wind Resistance.
15	Weather Protection	Polartec® Windbloc™	Beyond Wind Protection.
16	Weather Protection	Polartec® Power Shield™ Pro Polartec® Power Shield™ RPM	Beyond Weather Protection.
17	FR	Polartec® Power Dry™ FR	Beyond Protective Moisture Control
18	FR	Polartec® Power Grid™ FR	Beyond Protected & Ready.
19	FR	Polartec Power Wool™ FR	Beyond Natural Protection.
20	FR	Polartec® Wind Pro™ FR	Beyond Protective Wind Resistance.
21	FR	Polartec® Thermal Pro™ FR	Beyond Fleece Protection.

Icons.

Our Icons.

Our icons take influence from the angles of our peaks ident.

100% recycled.	Abrasion resistance.	Bi-component knit.	Bio-based.	Breathable.	Comfortable next to skin.	Comfortable stretch.	Compressible.	Cool touch.
Cruelty free.	Dual surface.	Durable.	Easy care.	Efficient performance.	Encapsulated air.	Enhanced durability.	Extremely breathable.	Fast drying.
Fine wool interior.	Four-way stretch.	Highly breathable.	Highly durable.	Invented.	Lightweight.	Maximum warmth.	Naturally odor resistant.	Non-PFAS materials.
Odor resistant.	Performance fleece.	Plant-based Biolon™.	Plant-based contents.	Plant-based materials.	Plant-based membrane.	Post-consumer recycled.	Post-consumer recycled.	Products.
Recycled materials.	Reduced cling.	Regulated drying.	Regulates warmth.	Resilient stretch.	Shape retention.	Shed less.	Sheds 5x less.	Soft comfort.
Superior abrasion resist.	Superior wicking.	Sustainable.	Synthetic exterior.	Two-way stretch.	UPF 15+.	UPF 25+.	UPF 50+.	Versatile applications.
Versatile styles.	Versatile use.	Versatile warmth.	Warmth without weight.	Water repellent.	Waterproof.	Wicks moisture.	Wind resistant.	Windproof.

Our Grid.

All icons are created from our unique, peaks ident inspired grid. The result is a consistent and ownable icon pack.

Our grid uses minor lines at 25px, and major lines at 50px. All stroke weights are set to 50px.
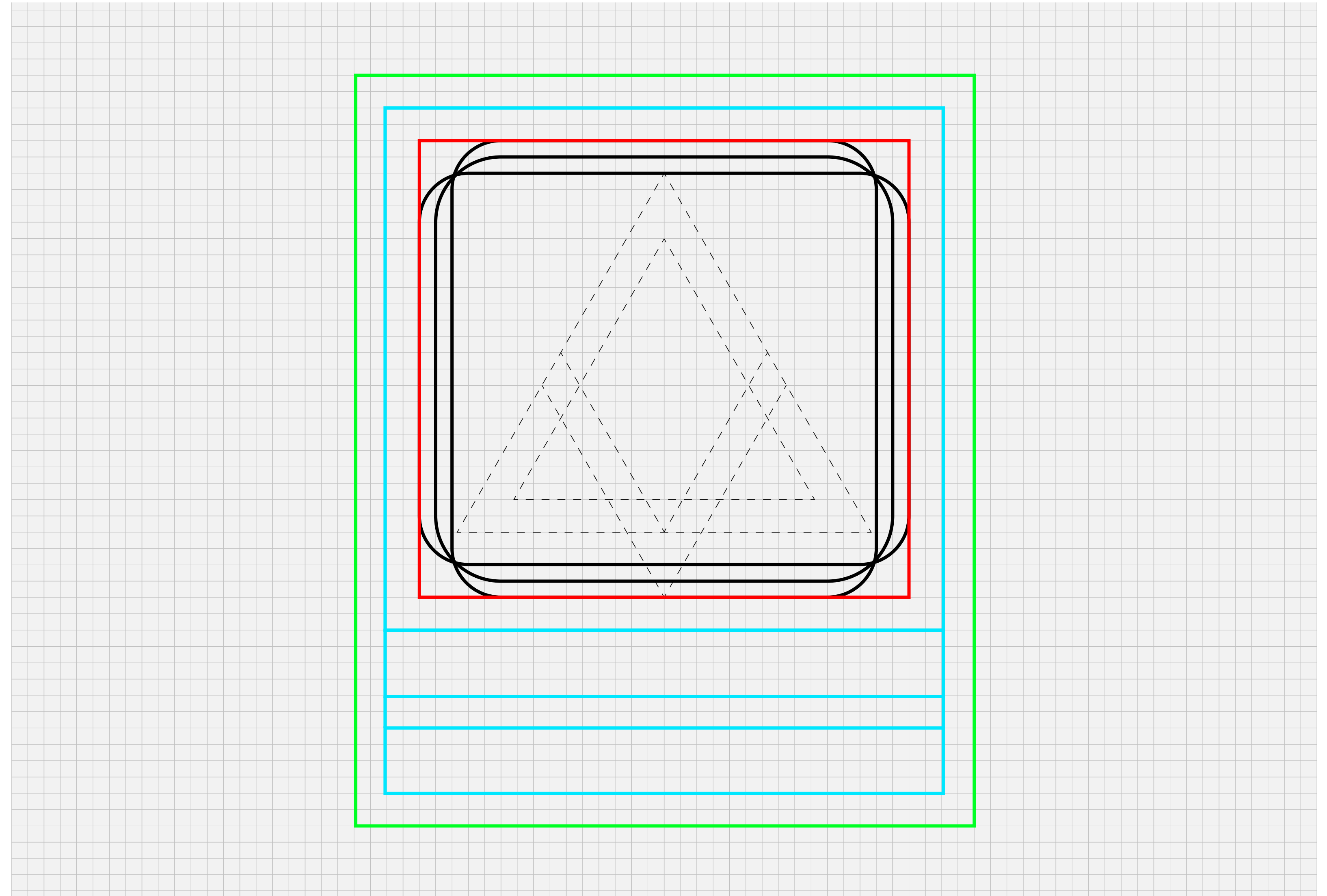
Icon Descriptors.

Our icons should always be used in accompaniment with its descriptor. We should always use Inter SemiBold, center aligned and below the icon.

Text should be set one full stroke weight from the edge of the exclusion zone. When using the grid, text is set to 138pt, with 150 leading.

Breathable.
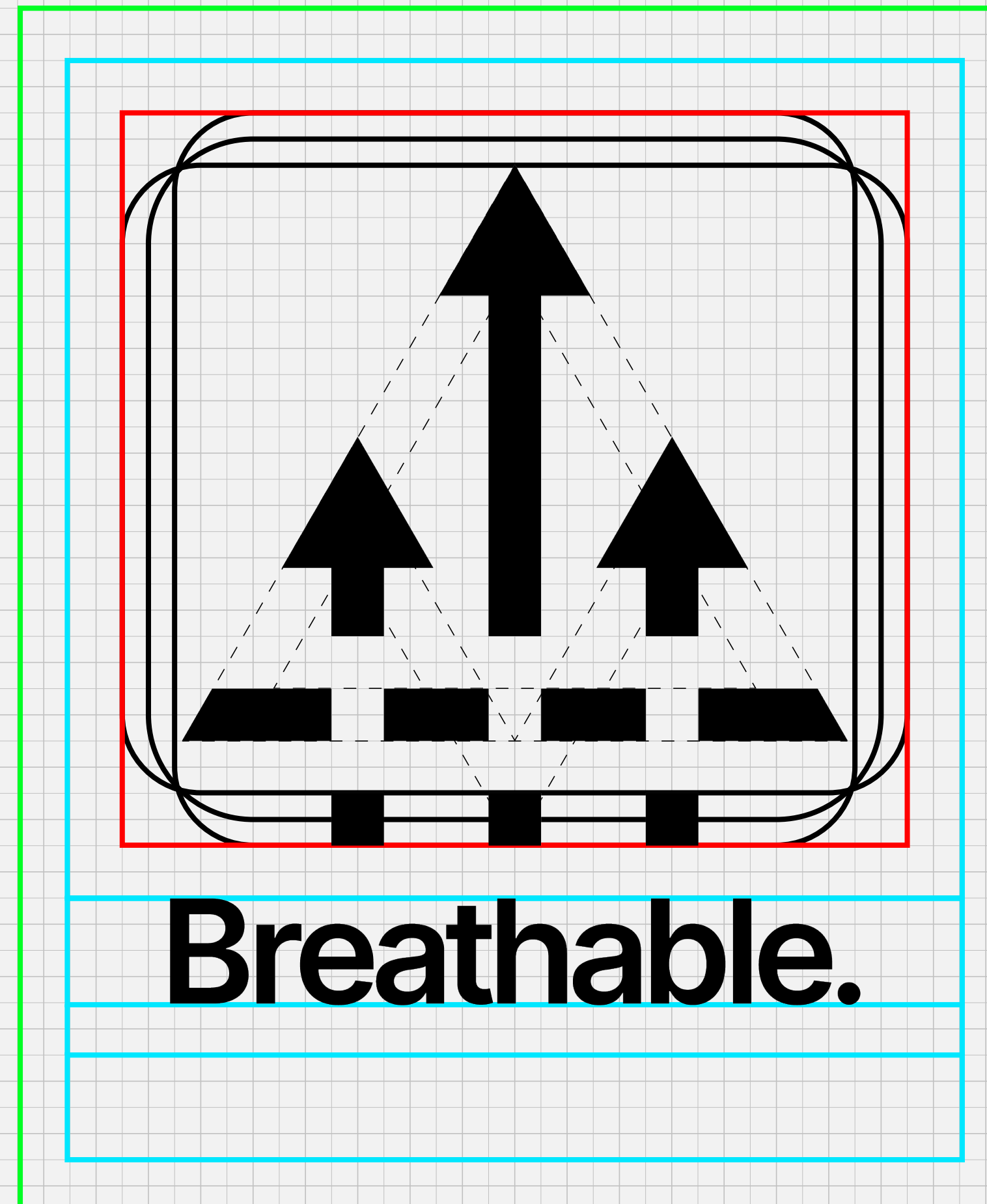
Positive Icons.

On white or light backgrounds
(-20% black) you should use
positive icons.

Breathable.

Waterproof.

Windproof.

Breathable.

Waterproof.

Windproof.

Breathable.

Waterproof.

Windproof.

Breathable.

Waterproof.

Windproof.
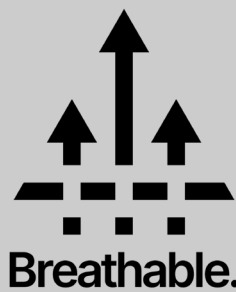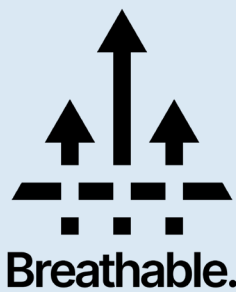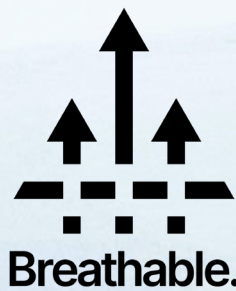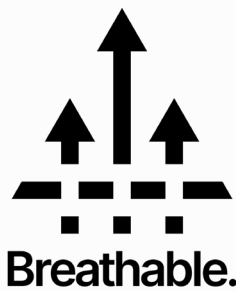
Negative Icons.

On black or dark backgrounds
(+20% black) you should use
negative icons.

Breathable.   Waterproof.   Windproof.

Breathable.   Waterproof.   Windproof.

Breathable.   Waterproof.   Windproof.
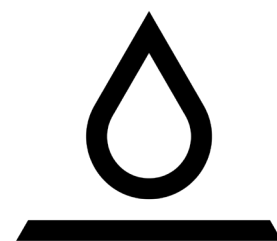
Breathable.   Waterproof.   Windproof.
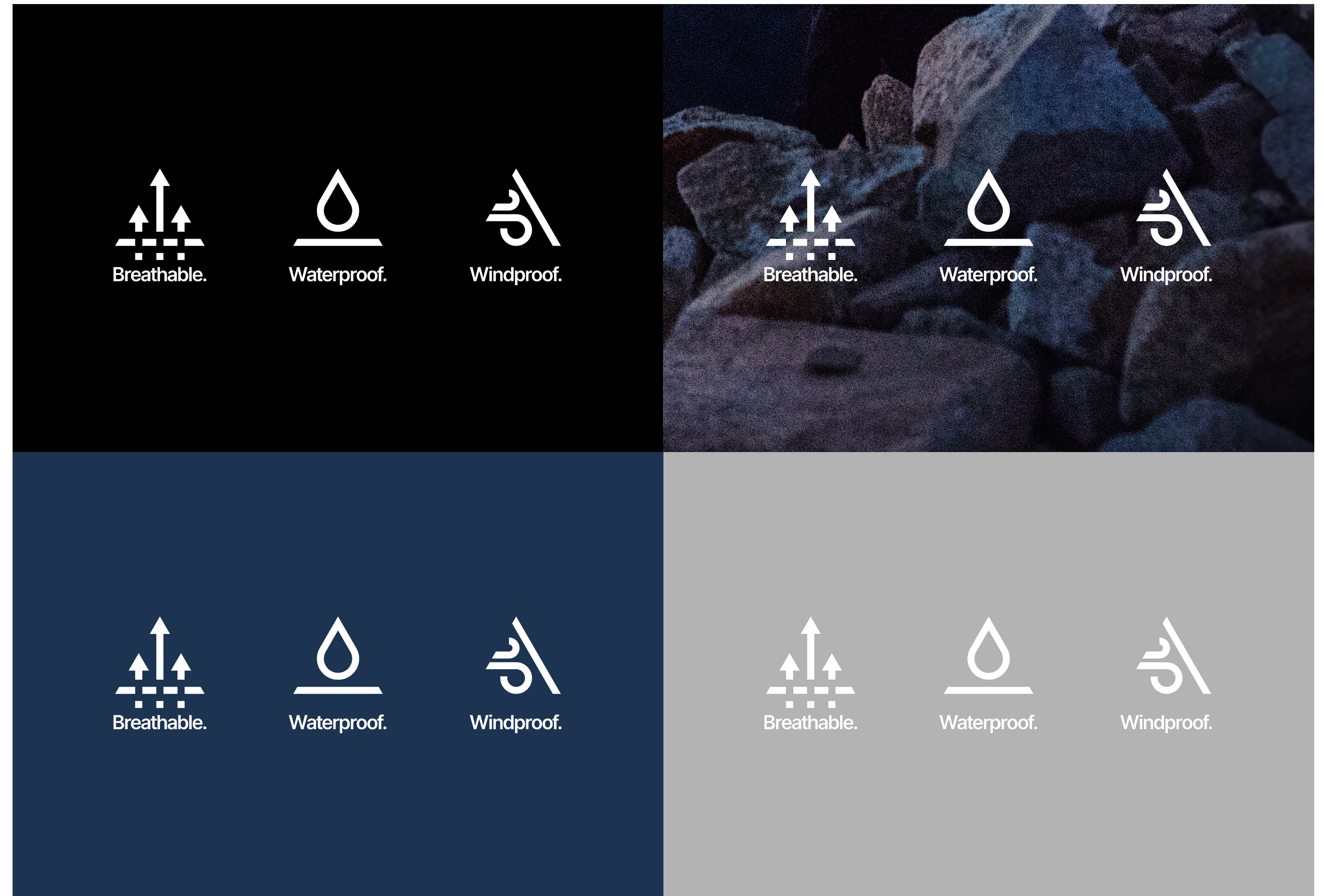
Icon Minimum Spacing.

Logo clearance and spacing is driven by their own dimensions.

We use the triangle ident shape as a tool to space our icons both vertically and horizontally. We ignore text descriptors when spacing our icons.
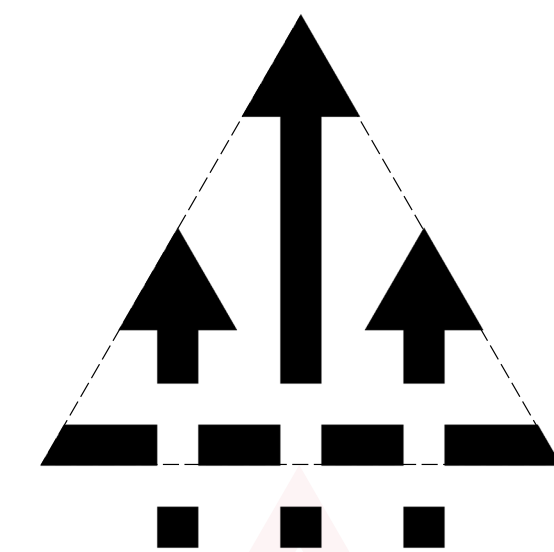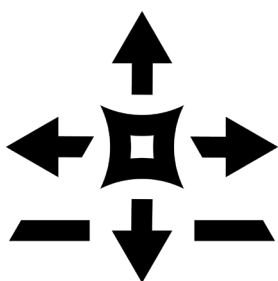
Breathable.
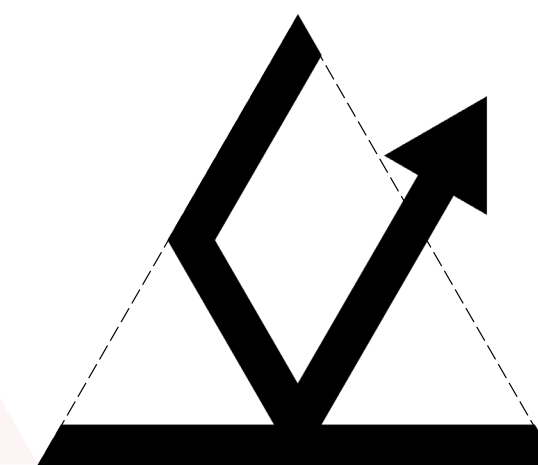
Abrasion resistance.
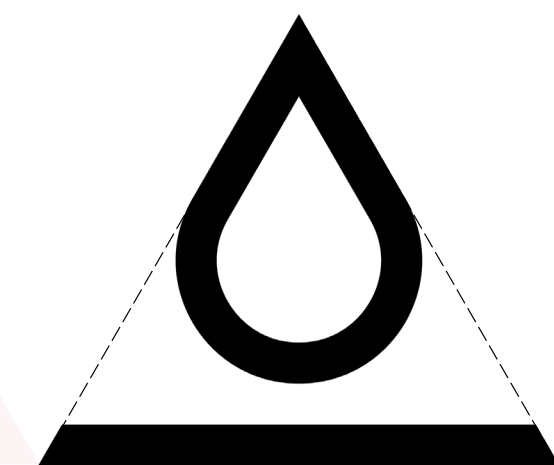
Waterproof.
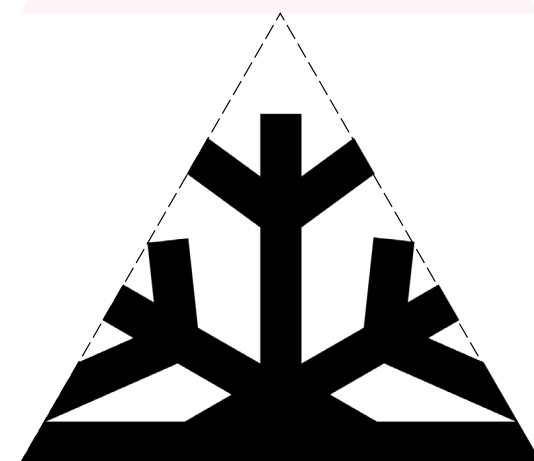
Cool touch.
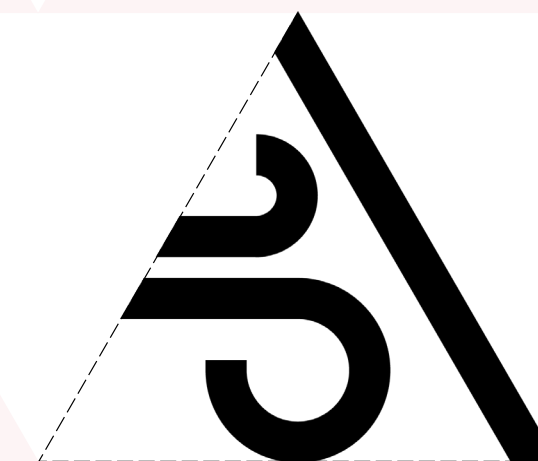
Windproof.
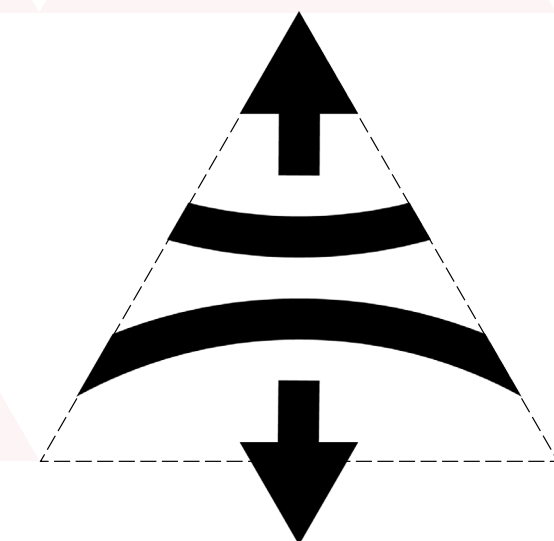
Shape retention.

Icon Sizing.

Logo clearance and spacing is driven by their own dimensions.

We use the triangle ident shape as a tool to space our icons both vertically and horizontally. We ignore text descriptors when spacing our icons.
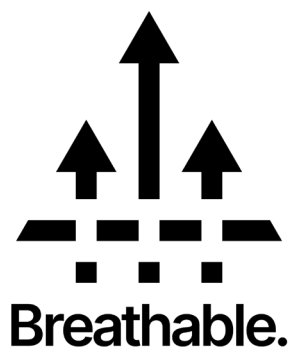
Breathable.
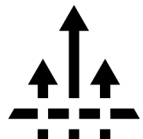
Waterproof.

Windproof.

Two-way stretch.

Four-way stretch.

100px icon width = Maximum size for small icon use
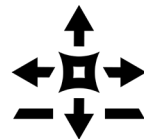
Breathable.
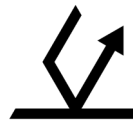
Waterproof.

Windproof.

Two-way stretch.

Four-way stretch.

Durable.

Abrasion resistance.

Cool touch.

UPF 50+.

50px icon width = Minimum size for small icon use

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