

# BRAND GUIDELINES

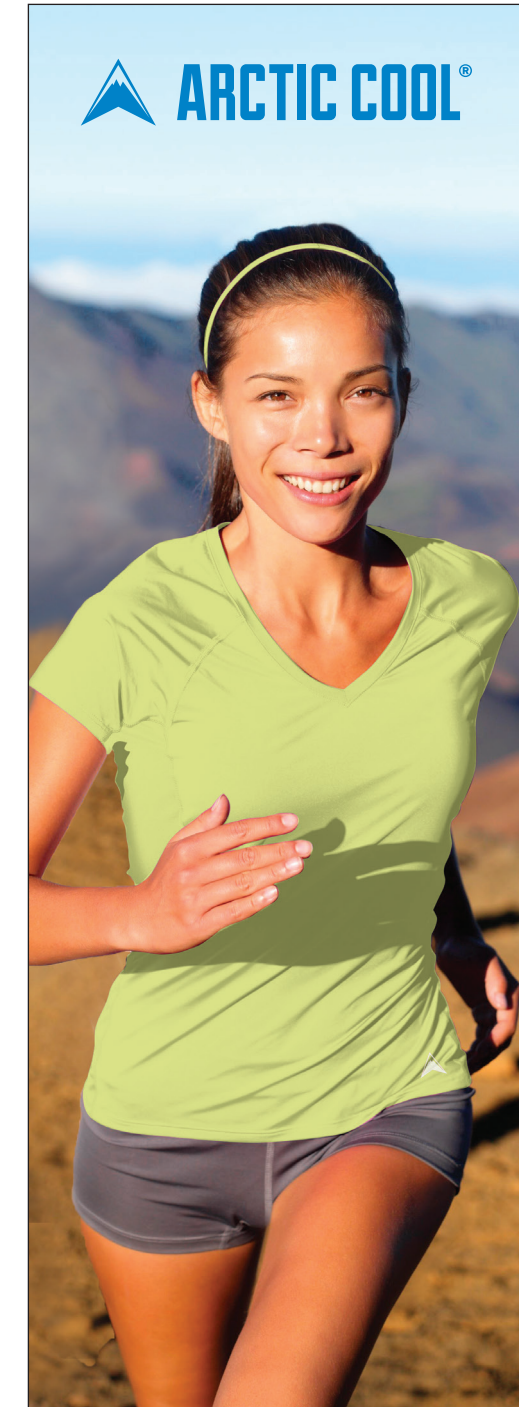
Last update 10.08.15



Brand Role

## ARCTIC COOL MISSION KEEP ACTIVE. KEEP COOL.

It's human nature to push the limits. That's why Arctic Cool is dedicated to helping all people, from pro athletes to those who just want to test the boundaries, reach their maximum potential. With a variety of sizes and colors for both men's and women's loose fitting shirts, polos, cooling towels, and more, you will train harder and go farther.



## Primary Logotype

### PRIMARY LOGOTYPE

The Arctic Cool logo is the cornerstone of our brand and the clearest way that we can identify our company visually. The preferred way to use the logo is the primary blue logotype over a white or black background. The primary white logotype may be used over the Arctic Cool Blue background.

#### Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type, or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/5 of the width of the logotype.

#### Smallest size use

The minimum size the Primary Logotype may be used for print applications is 0.875" (22mm) wide. Include the registration mark for this measurement.

For digital applications, the minimum size is 63 pixels wide.

#### Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

Primary Blue Logotype



Primary White Logotype



Primary Blue Logotype



#### Minimum size

Minimum print size 0.875 inch (22 mm) wide.

Minimum digital size 63 pixels wide.

#### Clearspace



## Horizontal Logotype

### HORIZONTAL LOGOTYPE

If use of the Primary Logotype is not possible, you may use the Horizontal Logotype. The Horizontal Logotype is still an effective way to display the Arctic Cool brand.

#### Clearspace

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type, or other graphic elements infringe on its space. The minimum clearspace to the around the logotype is equivalent to 1/2 of the height of the logotype.

#### Smallest size use

The minimum size the Primary Logotype may be used for print applications is 1.125" (28.5mm) wide. Include the registration mark for this measurement.

For digital applications, the minimum size is 80 pixels wide.

#### Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

#### Primary Blue Logotype



#### Primary White Logotype



#### Primary Blue Logotype



#### Clearspace



#### Minimum size

Minimum print size 1.125 inch (28.5 mm) wide.  
Minimum digital size 81 pixels wide.

## Monochromatic Logotype

### MONOCHROMATIC LOGOTYPE

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

#### Clearspace

The minimum clearspace around the Primary Logotype is equivalent to 1/5 of the width of the logotype.

The minimum clearspace around the Horizontal Logotype is equivalent to 1/2 of the height of the logotype.

#### Smallest size use

Primary Logotype should never be smaller than 0.875" (22mm) wide. Include the registration mark for this measurement.

For digital applications, the Primary Logotypes' minimum size is 45 pixels wide.

Horizontal Logotype should never be smaller than 1.125" (28.5mm) wide. Include the registration mark for this measurement.

For digital applications, the Primary Logotypes' minimum size is 80 pixels wide.

#### Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

Monochromatic Black Logotype



Monochromatic White Logotype



Clearspace



Monochromatic Black Logotype



Monochromatic White Logotype



Clearspace



#### Minimum size

Minimum print size 0.875 inch wide.  
Minimum digital size 63 pixels wide.



#### Minimum size

Minimum print size 1.125 inch wide.  
Minimum digital size 81 pixels wide.

## PARTNER LOGOS

### Size relationship–Primary Logotype

If partner logos are longer and more text-based, they must be at the same height as the logotype.

For symbol-based logos, they must be 2x the height of the logotype.

### Size relationship–Alternate Logotype

If partner logos are longer and more text-based, they must be between 30 and 50% the height of the stroke.

For symbol-based logos, they must be the same height as the logotype.

### Alignment

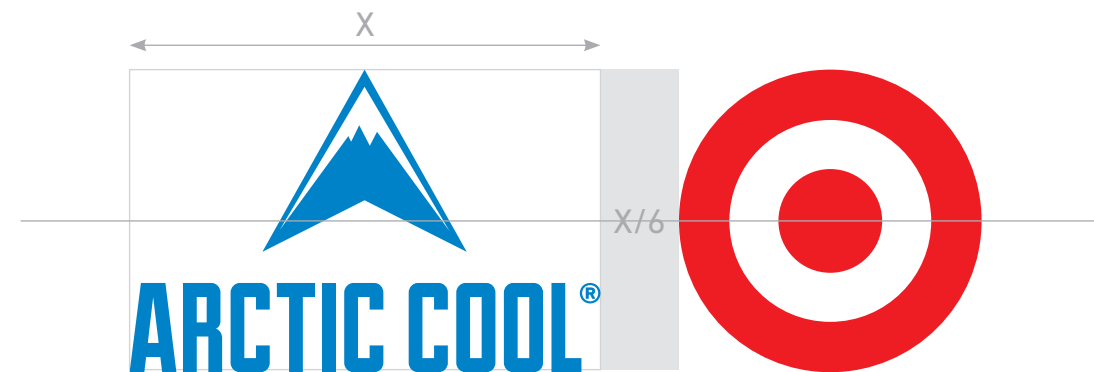
Our partner's logos must always be center aligned with either the Preferred or Alternate logotype.

Always consult the partner's company guidelines for requirements regarding logo usage, minimum size, etc.

### Relationship with text-based logotypes



### Relationship with symbols

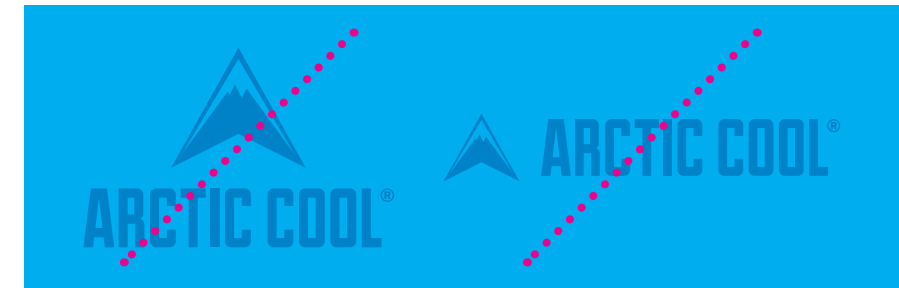


## LOGOTYPE DON'TS

In order to ensure successful brand communication, our logo must appear consistently throughout our communications. The examples to the right are ways in which the logotype must not appear.



Do not separate the icon and the word mark. They must always be treated as a whole.



Do not use the primary blue logotype against a blue background.



Only use specified colors to represent the logotype.



Do not skew, rotate, or stretch the logotype.



Do not stylize the logotype with outlines, glows, or other techniques.



Respect the distance guidelines to ensure breathing room for each logo.

## COLOUR

Arctic Cool Blue is our hero color, used to clearly signify the presence of Arctic Cool in people's lives, and to help our users immediately identify us. Use this color generously for our type, charts and as a background.

A select set of supporting neutral colors is available to really help Arctic Cool Blue to stand out. In the majority of uses, strong contrast must be used between all colors.

Solid colors work best in printed applications and for text.

The gradients are best applied in digital applications like our website and email.

**Arctic Cool Blue Solid**  
Pantone Medium Blue C  
C100 M35 Y7 K0  
R0 G129 B200

**Arctic Cool Black Solid**  
Pantone Process  
Black C  
C0 M0 Y0 K100  
R0 G0 B0

**Arctic Cool Grey Solid**  
Pantone  
Cool Gray 8C  
C0 M0 Y0 K60  
R130 G130 B130

**Arctic Cool Sand Solid**  
Pantone  
Cool Gray 1C  
C6 M5 Y6 K0  
R236 G235 B232

**Arctic Cool White Solid**  
C0 M0 Y0 K0  
R255 G255 B255



## TYPEFACES AND STYLES

Typography is a major element in communicating a unified personality for Arctic Cool. DIN Next Pro is to be used as the text face for Arctic Cool. It is strong, without being overbearing, modern, and simple.

DIN Next Pro Heavy should be used for all Level 1 Headings.

DIN Next Pro Bold should be used for all Level 2 Headings.

DIN Next Pro Regular should be used for all body copy, unless otherwise stated.

DIN Next Pro Bold Condensed should be used for all numerals.

### DIN Next Pro

#### DIN Next Pro Heavy

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0 1 2 3 % ? : + “ ”**

#### DIN Next Pro Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0 1 2 3 % ? : + “ ”**

#### DIN Next Pro Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0 1 2 3 % ? : + “ ”

#### DIN Next Pro Bold Condensed

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0 1 2 3 % ? : + “ ”**

## TRADEMARKS

In addition to the requirements for the Arctic Cool logo, please adhere to the rules for our wordmarks. The ® symbol signifies that a mark is registered with the U.S. Patent and Trademark Office. The ™ symbol is used when trademarks have not yet been registered.



Use the ® symbol when referring to the Arctic Cool brand to identify our products.

**POWERED BY**  
**HYDROFREEZE™**  
T E C H N O L O G Y

Use the ™ symbol after HydroFreeze when referring to the technology. Whenever possible during the explanation of Arctic Cool's technology, the phrase "Powered by HydroFreeze™" or "Powered by HydroFreeze™ Technology" should be used.

**KEEP ACTIVE. KEEP COOL™**

Use the ™ symbol when using "Keep Active. Keep Cool." as a tagline.

**UTILITY  
PATENT  
PENDING**

Whenever appropriate, refer to HydroFreeze as "patent-pending" or "patent-pending technology." Never refer to HydroFreeze as "patented." In print and digital, the "utility patent-pending" callout must appear.

## CONTACT

For more information on Arctic Cool, please contact Frederick Marmus or Justin Best.

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