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Guilford of Maine Brand Usage Guide 1.0
December 2008

Table of Contents

Guilford of Maine Brand Usage Guide

- 3 The Guilford of Maine Brand
- 4 Logo Variations
 - Logo Minimum Sizes
 - Logo Spacing
- 5 Color Options
- 6 Unacceptable Logo Treatments
- 7 Typefaces
- 8 Swatch Cards
- 9 Appropriate Use of Brand Name in Copy
- 10 Further Information

The Purpose of These Guidelines

These usage guidelines were developed to define the Guilford of Maine brand in an effort to perpetuate consistent brand usage and marketplace positioning in all marketing communications. This should serve as a tool for you, as an arbiter of the Guilford of Maine brand, in maximizing the brand potential through proper use.

The Guilford of Maine Brand

Guilford of Maine, with its strong history and reputation, is the most robust sub-brand of True Textiles, Inc. Having a broad customer base, Guilford of Maine has become the most recognized and trusted True sub-brand. For this reason, it is important to both leverage Guilford of Maine as a distinct brand and—when advantageous—emphasize its relationship with True.

As with True, the brand positioning and related traits should be strongly considered when determining how and where Guilford of Maine branding elements are applied. Please always comply with the following logomark and branding usage guidelines.

Logo Variations

The Guilford of Maine logomarks are digital artwork, which may only be reproduced using existing graphic files. The logotype pictured below at left is the primary Guilford of Maine mark, and the preferred mark for use in communications with the marketplace. Please use the secondary logo only when communicating the relationship between Guilford of Maine and True Textiles, Inc., is not necessary.

G U I L F O R D ®
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O F M A I N E

G U I L F O R D ®
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O F M A I N E

A True Textiles, Inc. brand

Logo Sizes

Neither logo should ever be reduced to less than 3/16" in height and 5/8" in width.



Logo Spacing

Please reserve an area 1/2 the height of the logo, at any size, as a logomark safe zone. No other images, text, or elements should appear in this area.



Color Options

There is one corporate color, plus black, used by Guilford of Maine (shown below). All Guilford of Maine branding elements, including logos, text, etc., must be in this color, black or reversed out in white. Be sure to note whether you are using a coated or an uncoated sheet, as the PMS color to be specified by a printer will be dependent on paper stock. See the four-color process values listed below for use in four-color printing.

G U I L F O R D[®]
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100% Black

G U I L F O R D[®]
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PMS 383 Coated
PMS 583 Uncoated
383 PC

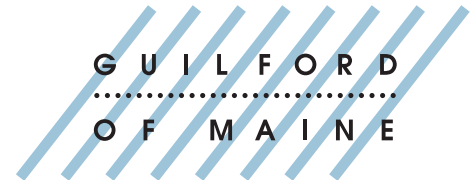


Reversed in White

Unacceptable Logo Treatments

The Guilford of Maine logos may only be reproduced from original vector files. Please contact the True Marketing Department to obtain proper files, and follow the treatment guidelines below.

- Never:**
- Recreate or modify the logo in any way, such as with a typeface
 - Use a raster- or web-based logo for print media
 - Stretch or distort the logo in any way
 - Turn the logo on its side
 - Add ".com," "a True Textiles, Inc., company," or any other verbiage to the logo, even when adhering to the prescribed safe zone guidelines



Typefaces

The corporate typeface for Guilford of Maine is Franklin Gothic. This is the only approved typeface for use in print of Guilford of Maine materials. Please only use Helvetica in HTML/web-based media publications.

Franklin Gothic

Franklin Gothic Book
Franklin Gothic Book Italic
Franklin Gothic Medium
Franklin Gothic Demi
Franklin Gothic Heavy

Helvetica (web only)

Helvetica
Helvetica Bold

Swatch Cards

Because of space limitations, the Guilford of Maine logo can be used on swatch cards based on the following guidelines:

- The Guilford of Maine logo shown below may be used on the front of the card
- The regular Guilford of Maine logo may be used on the rear of the card as part of the specification information
- Swatch cards are the only acceptable application for the logo and typography shown here
- Always download the logo for swatch card applications – please do not attempt to recreate it

GUILFORD OF MAINE®

Appropriate Use of Guilford of Maine Brand Name in Body Copy

Guilford of Maine is a registered trademark that designates all True open line fabrics, and must always be spelled out in full. When referring to Guilford of Maine in marketing communications, never use the incomplete name, Guilford, or any other abbreviation of the brand name. It is always a proper noun and should always be used in its entirety with initial capitalizations.

Further Information

If you have any questions regarding the usage of Guilford of Maine logomarks, colors, typefaces, or other branding elements, please contact the True Marketing Department at 800.544.0200.

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