



Terratex Brand Usage Guide 1.0  
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## The Purpose of These Guidelines

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

## The Terratex Brand

Introduced in 1995, Terratex commercial fabrics are now widely recognized as the textile industry's most innovative and important stride toward sustainability. Everything about Terratex – from its raw materials to what can be done with it at the end of a product's useful life – is designed to tread lighter on the earth. Which makes it an excellent choice for everyone trying to do likewise.

Terratex categorizes the most resilient and renewable of all the True Textiles, Inc., products. All fabrics designated as Terratex are manufactured in an increasingly sustainable manner and can be recycled or composted at the end of their useful life – instead of thrown into the landfill – and are part of True's ReSKU program to reclaim fabrics and return them to the supply chain as raw materials for new products or composted to produce a high quality compost that lessens the need for traditional fertilizers. Implementing increasingly sustainable manufacturing processes is an important initiative for True and its brands, including Terratex, and should be leveraged as both a distinct and quality defining category of True products.

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

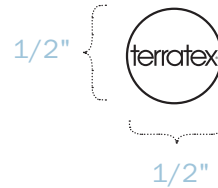
## Logo Variations

The Terratex logomark is digital artwork, which may only be reproduced using existing graphic files.



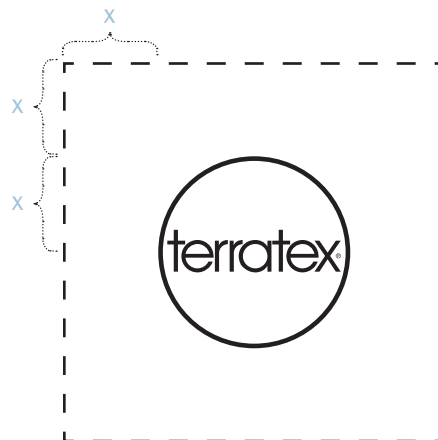
## Logo Minimum Sizes

For readability sake, the Terratex logotype should not be reproduced smaller than 1/2" in diameter. For electronic display the minimum width is 50 pixels at 72 DPI. There is no maximum size limit beyond the dictates of tasteful design.



## Logo Spacing

Please reserve an area 1/2 the width of the logo, at any size, as a logomark safe zone. Other than the Terratex tag line, no other images, text, or elements should appear in this area.



## Color Options

The approved colors used for Terratex are PMS 551, black, and white. The logo should never be used without a fill, and at no time should the background be visible through the logo fill. In addition to printing the Terratex colors, the logo may also be embossed or printed embossed, using the approved digital file and the color specifications below.



Black with white fill



PMS 551 with white fill



White with black fill

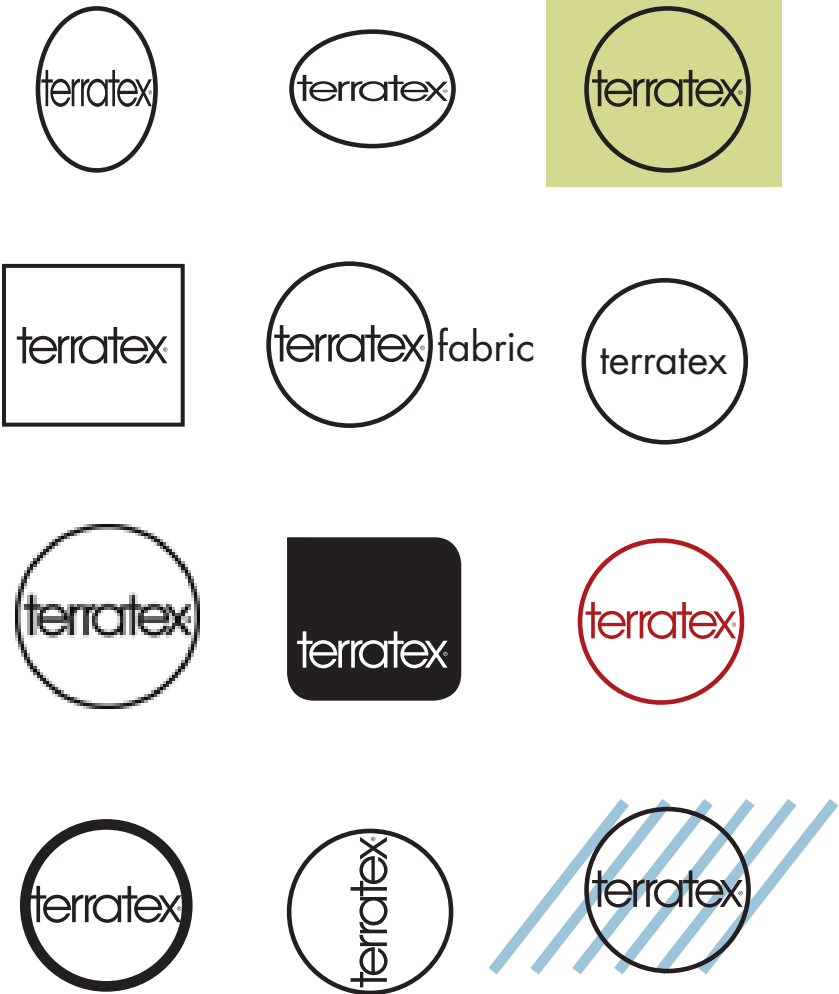


White with PMS 551 fill

# Unacceptable Logo Treatments

The Terratex 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
  - Obscure or impair readability by placing logo on difficult to read backgrounds or values



## Tag Line

The Terratex logo can be used, when appropriate and approved, with the tag line “making a material difference” as shown below. Please only use the approved logo shown below. To obtain this logo, please contact the Marketing Department.



making a material difference

## Descriptions

When a description/definition for Terratex is necessary, there are two options:

1) Terratex is a registered trademark of True Textiles, Inc., and designates fabrics that are made from 100% recycled or compostable material, using increasingly sustainable manufacturing practices to produce a high quality product that is recyclable or compostable at the end of its useful life.

2) Terratex is a registered trademark of True Textiles, Inc. Each Terratex fabric must meet these four criteria:

- Made from 100% recycled or renewable materials
- Manufactured using increasingly sustainable processes
- Made to meet or exceed industry standards for quality and performance
- Recyclable or compostable at the end of its useful life

## Swatch Cards

The Terratex logo can be used on swatch cards based on the following guidelines:

- The Terratex logos shown below may be used on the front of the card
- The singular Terratex logo may be used on the rear of the card as part of the specification information and always in conjunction with one of the definitions from the Tag Line section of this guide
- The Terratex logo may be embossed on swatch cards, blind or printed, according to the provisions stated here
- For swatch card use, the logos shown here are the only acceptable applications
- Always use the existing logo file – please do not attempt to recreate it



### Further Information

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



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