



True Textiles, Inc. Brand Usage Guide 1.0  
December 2008

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## The Purpose of These Guidelines

These usage guidelines were developed to define the True Textiles, Inc., 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 True brand, in maximizing the brand potential through proper use.

## The True Brand

True Textiles, Inc., formerly known as InterfaceFABRIC, is the largest US commercial contract manufacturer of interior fabrics and upholstery, as well as the leading provider of fabrics for the office, healthcare, hospitality, institutional, congregational and automotive markets. Guilford of Maine is the brand used for the distribution of all True Textiles, Inc., openline fabrics. Other sub brands of True Textiles, Inc., include Teknit, Infinity, Terratex, and Resku.

## Marketplace Positioning of the True Brand

True Textiles, Inc., is to be positioned as the leading manufacturer of aesthetically-driven yet fundamentally performance-based goods that leave a positive, enduring imprint on people, the marketplace, and the environment.

True brand traits:

- evolved
- genuine
- pioneering
- solution-based
- trustworthy
- responsible
- smart

True has continued to be an active brand to OEM and Jobber markets, building upon the existing brand reputation established as the former InterfaceFABRIC. True should be positioned as the parent brand from which various established sub-brands and products are marketed.

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

## Logo Variations

Both True logomarks are digital artwork, which may only be reproduced using existing graphic files. The logotype pictured below at left is the primary True mark, and the preferred mark to be used in communications with the marketplace. Please use the secondary logo when:

- Space availability may diminish impact of logo
- A more graphic application is desired or required



## Logo Minimum Sizes

For readability sake, the True logotype should not be reproduced smaller than 1/8" high. The box containing the logotype is affected based on this size. At minimum size, the logomark at right will be contained in a box no larger or smaller than 7/16" in width and height.



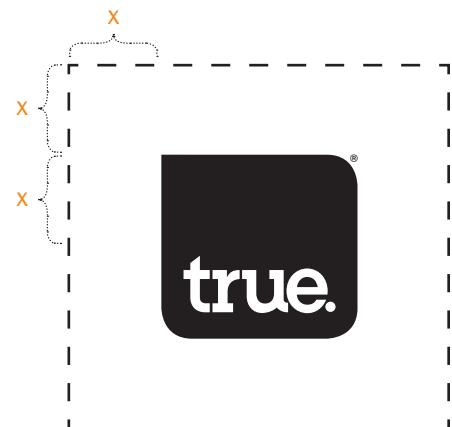
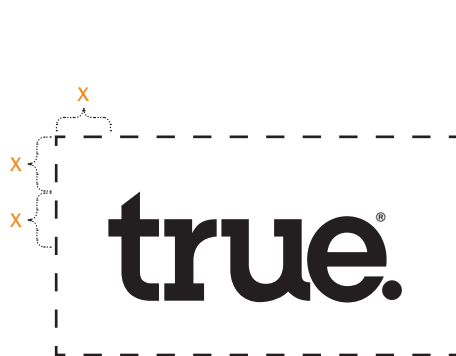
1/8" { true.  
11/32"



7/16" { true.  
7/16"

## 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 True (shown below). All True branding elements, including logos, text, etc., must be in the True 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 value listed below for use in four-color printing.

The word "true." in a bold, lowercase, sans-serif font, colored black.

100% Black

The word "true." in a bold, lowercase, sans-serif font, colored orange.

PMS 7413 Coated  
PMS 7413 Uncoated  
7413 PC

The word "true." in a bold, lowercase, sans-serif font, colored white, set against a solid black rounded square background.

100% Black

The word "true." in a bold, lowercase, sans-serif font, colored white, set against a solid orange rounded square background.

PMS 7413 Coated  
PMS 7413 Uncoated  
7413 PC

The word "true." in a bold, lowercase, sans-serif font, colored white, set against a solid grey rounded rectangular background.

Reversed in White

## Unacceptable Logo Treatments

The True 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 "Textiles, Inc.," ".com," or any other verbiage to the logo, even when adhering to the prescribed safe zone guidelines
  - Obscure or impair readability by placing logo in difficult to read backgrounds or values



**true. textiles**

**true.com**

**true. fabrics**

## Typefaces

The two corporate typefaces for True are Franklin Gothic and ITC Lubalin Graph. These are the only approved typefaces for use in print of True materials. Either typeface can be used for headlines/titles and body copy. For larger amounts of copy, however, and when text is in a very small point size, Franklin Gothic is the preferred standard. Helvetica is approved for use in HTML/web-based media only.

### Franklin Gothic

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

### ITC Lubalin Graph

ITC Lubalin Graph Book  
**ITC Lubalin Graph Demi**

### Helvetica (web only)

Helvetica  
**Helvetica Bold**

Appropriate Use of  
True Brand Name  
in Body Copy

True Textiles, Inc., is the registered trademark and must always be spelled out in full in legally binding contracts or contexts. When referring to True Textiles, Inc., in marketing communications, use the complete name on first reference and True alone in subsequent references. True may serve as the brand name in headlines or titles when communicating conversationally about the brand.

### Further Information

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



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