



GLEN RAVEN®  
Graphics Standards  
& Usage Manual

# INTRODUCTION



The Glen Raven® brand and corporate name define how the company is perceived in the minds of its investors, consumers, trade partners, suppliers, and competitors. When used according to the guidelines contained in this document, the corporate identity and brand continues in its development toward a bold, powerful, and consistent image that represents quality and solutions for the global constituents that we serve. Further, when used appropriately, the corporate identity system reflects the strengths of the corporation across all of its applications worldwide.

These guidelines represent the preferred uses of the Glen Raven® identity. Occasionally there will be desired uses inconsistent with the guidelines contained in this manual. In these circumstances, please contact the Glen Raven brand manager for guidance. Written authorization and visual approval must be obtained prior to usage.

# THE LOGO

## Elements & Usage



The Glen Raven® logo comprises two linked elements: the Glen Raven® wordmark and the ribbon raven symbol. The elements, when combined, provide a distinctive, dynamic, and memorable corporate brand identity that maintains a visual link with the company's heritage and previous identity.

To protect the integrity of this valuable image, the elements of the logo should be applied in the manner as indicated in the artwork supplied. No alterations are permitted without written consent. The logo should not be used by other parties without prior written approval.

# THE LOGO

The Wordmark

## GLEN RAVEN®

Glen Raven® is a registered trademark of Glen Raven, Inc. The logo is unique to the brand and cannot be reproduced without the ribbon raven except by use of approved wordmark artwork.

All Glen Raven® brand products meet the highest of quality standards...



When the name Glen Raven® is used in text or titles using the corporate typeface, Garamond, use the approved font and not the Glen Raven® wordmark artwork.

When the name Glen Raven® is used in body text, the first usage must be followed by ® and the trademark legend "Glen Raven® is a registered trademark of Glen Raven, Inc." on the page where it appears. This identifying line may appear anywhere on the page where the logo is reproduced and may be printed in any size font as long as it is legible.



Glen Raven® is a registered trademark of Glen Raven, Inc.

# THE LOGO

## The Ribbon Raven

The ribbon raven is a graphic element that enhances the personality of the corporate identity. It may be used separately on its own, as a watermark, or used more dramatically in promotional applications where appropriate. In these applications, however, it must always be seen with the full logo in the same field of vision.



The ribbon raven may be reversed out of a colored background or cropped for a more dynamic effect.



However, the ribbon raven must be shown with the full logo applied in the same visual field.



The ribbon raven may not be angled or rotated.

A watermark of the ribbon raven may be applied in a 4% screen of Pantone® Cool Grey 11.

PANTONE® is a registered trademark of Pantone, Inc.

# THE LOGO

Minimum Space

An exclusion zone of one and one-half letter spacings should be observed around the perimeter of the full logo. This allows for adequate clear space and visual emphasis of the logo. Tag lines should also be applied following the minimum space rule.



# THE LOGO

Logo Colors

Full Color with PMS Assignments



The Glen Raven® logotype must be reproduced in the format shown. It can be reproduced in either black only or in color as directed below. The ® must always appear following the logo along with the trademark legend indicating that Glen Raven® is a registered trademark of Glen Raven, Inc.

When reproduced in color, the color specifications are  
PMS 485 Red for the ribbon raven and PMS 3425  
Green for the wordmark.



**Note:** The colors represented on the pages in this manual have not been reviewed by Pantone, Inc. for accuracy and do not adhere to the PANTONE® Color Standards. The examples contained in this manual are to be considered for overall visual effect only. However, when professionally applied, the logo should utilize colors as indicated in this manual matched with the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

# THE LOGO

One-Color Logo

On limited occasions, the logo may be used as a one-color application in Black, PMS 485 Red or PMS 3425 Green. When creative design direction requires such use or if other colors are requested, prior visual approval must be obtained.

The ® must always appear following the logo along with the trademark legend indicating that Glen Raven® is a registered trademark of Glen Raven, Inc.



Glen Raven® is a registered trademark of Glen Raven, Inc. ●



# THE LOGO

## Colored Backgrounds & Reversals

One-color logos in Black, PMS 485 Red, or PMS 3425 Green should be used against high contrast colored backgrounds to ensure full visibility of the logo. On dark backgrounds, the logo should be reversed out in white.

Light Background



Medium Background



Dark Background



When reversing the logo white out of a colored or textured background, the background color should be dark enough to ensure high contrast.

# THE LOGO

Font



## Full Logo

The logo lettering is unique to Glen Raven®. The lettering used in the full logo should not be altered in style or color. The font is Garamond and is widely available in a good range of weights and styles.

GLEN RAVEN®

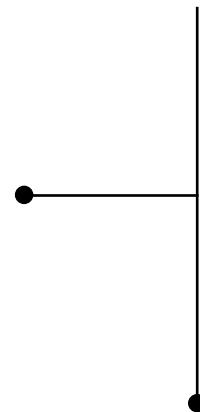
## Wordmark

Wordmark lettering may be reproduced only as the enclosed artwork indicates. The font is Garamond and should be followed by ® to indicate ownership by Glen Raven, Inc.

## Glen Raven® in Text

The use of Glen Raven® in text may be reproduced in the font of the body of text in which it appears. It should always be followed with the ® symbol. The first usage must be followed by an ® and the trademark legend "Glen Raven® is a registered trademark of Glen Raven, Inc." in the document where it appears.

All Glen Raven® brand products meet the highest of quality standards...



Glen Raven® is a registered trademark of Glen Raven, Inc.

# THE LOGO

## Sub Brands & Their Treatment

Glen Raven® is the flagship corporate identifier within the Glen Raven, Inc. portfolio. Glen Raven® is also a registered trademark of Glen Raven, Inc. Any brand extensions should adhere to the graphics standards outlined for the Glen Raven® brand and be represented as follows in graphic reproductions:



Comfort Sling® is a registered trademark of Glen Raven, Inc.

Elbertex® is a registered trademark of Glen Raven, Inc.

GlenFast® is a registered trademark of Glen Raven, Inc.

Glen-Tech® is a registered trademark of Glen Raven, Inc.

Glen Tuff® is a registered trademark of Glen Raven, Inc.

Jaquatex® is a registered trademark of Glen Raven, Inc.

Microsuede® is a registered trademark of Glen Raven, Inc.

Repelzz® is a registered trademark of Glen Raven, Inc.

Sunbrite® is a registered trademark of Glen Raven, Inc.

Suncraft Eversoft® is a registered trademark of Glen Raven, Inc.

Sun Sharp® is a registered trademark of Glen Raven, Inc.

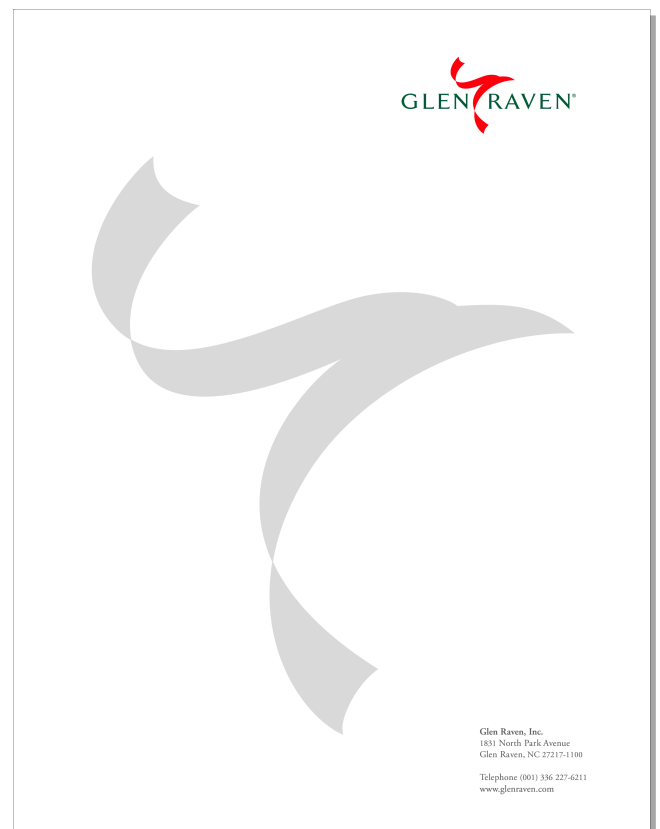
Wickzz® is a registered trademark of Glen Raven, Inc.

Yntegra® is a registered trademark of Glen Raven, Inc.

# THE LOGO

## Sub Brands & Their Treatment

Because of the dominance of the Glen Raven® brand, corporate stationery for Glen Raven subsidiaries bears the Glen Raven® logo including Glen Raven Knit Fabrics, LLC, Glen Raven Technical Fabrics, LLC, and Glen Raven Transportation, Inc. A corporate endorsement is placed in the lower left-hand corner of letterhead and business cards for Glen Raven Custom Fabrics, LLC indicating affiliation and ownership by Glen Raven, Inc. (The Sunbrella® logo stands alone as the flagship brand for Glen Raven Custom Fabrics, LLC. The corporate endorsement is applied in Glen Raven Grey in Pantone® Cool Grey 11. This color is used as a secondary supporting corporate color for text and text headlines for corporate stationery.)



# THE LOGO

## Legal Considerations

The Glen Raven® corporate identifier and brand are extremely valuable assets in the Glen Raven, Inc. portfolio. Proper legal considerations should always be made when applying the brand in any media, whether internal or external. Appropriate and correct usage ensures the best protection of one of our most valuable assets. The following legal considerations should be made when using the Glen Raven® brand:

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Glen Raven® is a registered trademark of Glen Raven, Inc. and should be duly noted as such with a trademark legend “Glen Raven® is a registered trademark of Glen Raven, Inc.” on the medium used for reproduction.

When used in body copy, Glen Raven® may be reproduced in the same font as the text in which it appears as long as the ® symbol is applied. The first usage must be followed by the ®. Subsequent uses on the same page may omit usage of the ®. In multiple visual fields (such as multi-page documents), the first usage on each page should be followed with the ®.

When used in advertising, the full color logo with the wordmark and ribbon raven should be applied in the layout according to the graphics standards and usage guidelines as indicated in this manual. For advertising developed by outside entities, visual approval of ad layout should be obtained from the Glen Raven Brand Manager.

Business entities owned by Glen Raven, Inc. should apply use of the full color logo as outlined in the graphics standards and usage manual. Visual approval of the logo’s application should be obtained prior to reproduction.

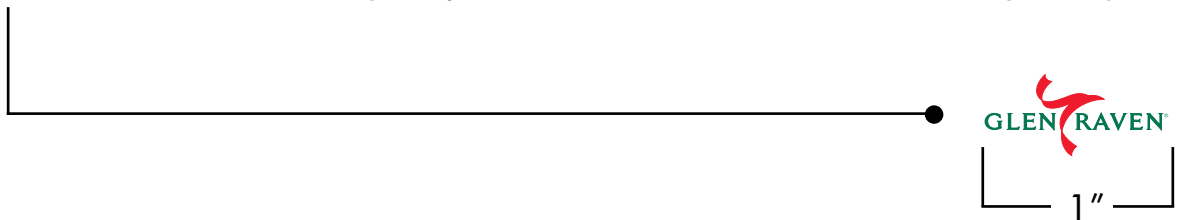
Any and all uses of the logo or wordmark should be accompanied by the trademark legend. Trademark law requires that the trademark legend “Glen Raven® is a registered trademark of Glen Raven, Inc.” be used along with the logo. This identifying line may appear anywhere in the logo or wordmark field of vision and be printed in any size font as long as it is legible.

# THE LOGO

## Logo Size

The size of the logo or identifying element should be proportional to the size and style of the media so that adequate recognition of the brand is made.

The minimum size for full logo reproduction is one inch from left to right edges.



Joint or cooperative advertising is occasionally used when we choose to advertise in conjunction with other companies to promote their products or their affiliation with Glen Raven®. When these costs are shared between Glen Raven® and the dealer, distributor, or retailer, it is considered cooperative advertising. When such costs are shared in a licensing, joint ownership or other contractual agreement, this is considered joint advertising.

Any joint or cooperative advertising should be arranged through the Subsidiary Brand Manager and the following guidelines should apply:

- the relationship between parties should be clearly defined
- the investment level generally establishes visual prominence or logo size

Artwork provided can be resized but should be done so by considering appropriate proportions. Generally artwork should be resized by grabbing a corner handle so that the length and width are increased or decreased proportionally.

Electronic files in various formats are contained on the CD provided at the back of this manual.

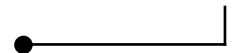
# STATIONERY

## Image Support and Communication

The stationery we use both internally and externally is a vital communications link that conveys the personality of the brand. The following examples demonstrate the standard layouts of our most frequently used pieces. The layouts should ensure that our image is distinctively and consistently portrayed to all of our constituents.



Letterhead



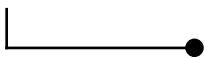
# STATIONERY

Image Support and Communication

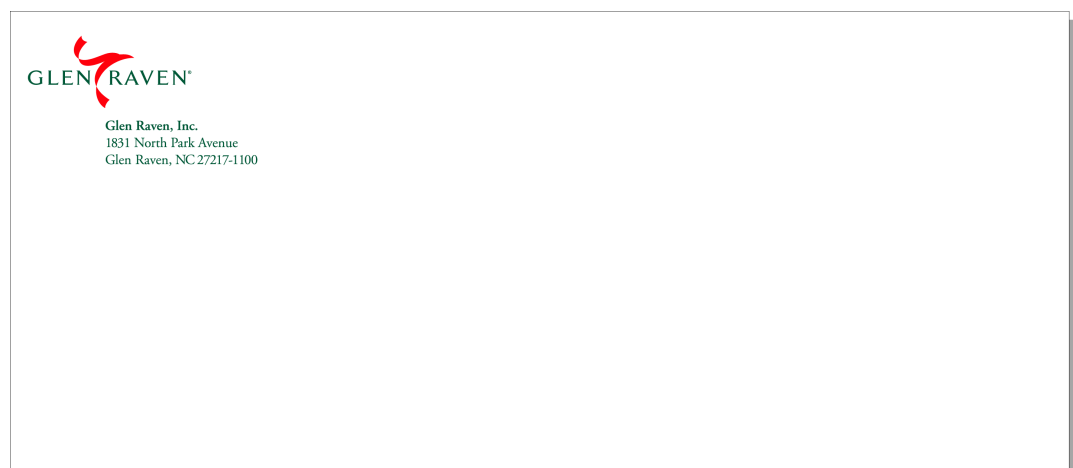
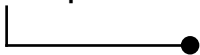
Business Card



Mailing Labels



Standard Envelope





# MARKETING, MERCHANDISING & PROMOTION

## Importance of Consistency

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The Glen Raven® logo is one of the most valuable assets of Glen Raven, Inc. The graphics standards and usage guidelines contained within this document are compiled to help build and protect this valuable image and goes beyond simple application of a logo. The use of the brand must be coupled with a balance of consistency, creativity, and quality in order to support the image. Consistent application of the guidelines will not only support the brand as it currently exists, but will foster growth and strengthen our identity in the marketplace.

# MARKETING, MERCHANDISING & PROMOTION

## Co-Branding

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Joint or Cooperative advertising and/or promotion is occasionally used when we choose to advertise or promote Glen Raven® in conjunction with other companies. When these costs are shared between Glen Raven® and the dealer, distributor, or retailer, it is considered a cooperative agreement. When such costs are shared in a licensing, joint ownership, or other contractual agreement, this is considered a joint agreement.

Any joint or cooperative advertising should be arranged through the Subsidiary Brand Manager and the following guidelines should apply:

- the relationship between parties should be clearly defined
- the investment level generally establishes visual prominence

Adequate consideration should be made for the mark's positioning, sizing, and wording of the message in the advertising layout or promotion in a co-branded arrangement.

## Packaging

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Our primary goal in product packaging is to provide clear product identification so that its use is made convenient and easy for the recipient. While ease of use is an important concern, the packaging also should reinforce the prominence of the brand. In doing so, it must adhere to the guidelines within the graphics standards and usage manual.

## Hang Tags/Labeling

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Hang tag and product labeling programs should be consistent in reinforcing the brand identity. Every effort should be made to coalesce the look and feel of hang tag and labeling programs with other creative programs underway. Advertising, promotion, and merchandising should be coordinated to embed the Glen Raven® identity in the customer's mind whether distributor, retailer, or consumer.

# WEB SITES

Web site names are based on the core brand name. The current core brand site is named glenraven.com. Prefixed or suffixed names are not allowed.


The following are examples of VALID names of affiliated sites:

glenraven.com  
cs.glenraven.com



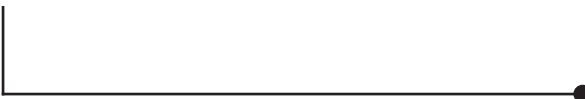
The following are examples of INVALID names of affiliated sites:

glenravencorp.com  
glenravenorders.com



Branded product names are permitted for registration as long as the brand can support a site that can stand on its own or the site redirects to a web site marketing the brand.

For example, microsuede.com redirects to the Knit Fabrics page of www.glenraven.com.



All web site entries should be reviewed by the webmaster.

# CONCLUSION



The guidelines contained in this document are designed to strengthen and protect the Glen Raven® brand. While some guidelines are more rigid than others, there are occasions where usage can be negotiated. In these circumstances, the business reward must be considered and at least minimal adherence to the standards must be observed. Should a usage question arise, contact the Glen Raven® brand manager for resolution. Written authorization and visual approval must be obtained prior to usage.