

Brand Guidelines
For The
Extremities[®] Brand



Overview of Company

Terra Nova Equipment Ltd was formed in 1993 following the de-merger of Wild Country Ltd, when Wild Country's tent division and its Extremities® accessories business became Terra Nova Equipment Ltd. The Terra Nova® brand was established and tents previously sold under the Wild Country® name were marketed as Terra Nova. Terra Nova Equipment later acquired the rights to use the name 'Wild Country' on tents and the company developed a second range of tents.

Brands

Terra Nova



Wild Country



Extremities



Branding Hierarchy

Company logo (for use in communication regarding the company)



Extremities®

Overview of brand

The Extremities® brand is an extensive range of high quality, technical accessories which offer the best protection in the worst conditions. The high performance head, hand and foot protection has been developed for outdoor enthusiasts who want to stay protected from the elements. Whether climbing the world's highest peaks, walking the dog or running in all weathers customers can be confident that our products will do what they claim. We use high specification materials developed for the outdoor market, such as Gore-Tex® and Polartec®. Our range of clothing accessories has expanded to include designs for walking, mountaineering, climbing, running, cycling as well as specific styles and fit for women. More recently performance lifestyle headwear has been added to the range, providing a technical element to more fashionable designs.

These are the most frequently used correct ways to show the Extremities logo.



When used as a word in body copy Extremities should always start with a capital E.
eg ... several Extremities gloves and hats were tested on expedition.
A lower case e at the beginning of the word is only used in its logo form.

How to use the logos

For use in print

Colour version

On light backgrounds (black lettering and orange X)



Logo in box

extremities



Logo and word

extremities®

extremities® Lettering with stylised X

On dark backgrounds (white, silver or grey lettering and orange X)



On dark backgrounds do not use the black box around the X



On dark backgrounds do not use the black box around the X



Colour

Pantone 021 Orange

Black

Silver 877 Silver metallic

Cool Gray 5

CMYK 0/50/100/0 Orange

CMYK 0/0/0/100 Black

CMYK 0/0/0/40 Black

CMYK 0/0/0/40 Black

Where permission is required for using the logo in print

Permission is required from the marketing department to use the Extremities logo in print in the following ways:

Using the X logo without the word 'Extremities'

On light or busy backgrounds



The black box should be included when using on light or busy backgrounds.

On dark backgrounds



When using on a dark background the orange X can be used without the black box.

As a water mark



The stylised X may be used on its own (without a box surrounding it) as a watermark provided the Extremities logo is also used on the same item. eg when used as packaging

Using the orange X to reinforce the word Extremities

On light or busy backgrounds



extremities®

On dark backgrounds



When using on a dark background the orange X can be used without the black box.

For Use On Garments

Colour version

On light backgrounds (black lettering with orange X)



On dark backgrounds (white, silver or grey lettering with orange X)



Single colour version

On light backgrounds (black lettering)



On dark backgrounds (silver or grey lettering)



Use of X on its own on garments

The X logo may be used on its own on garments **provided the word Extremities also appears on the garment**. The word Extremities can appear as standard lettering or as one of its logos.

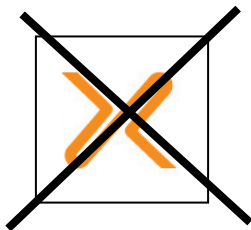
eg the 'X' could appear as a motif on a zip puller or button.



The logo can appear embossed on a trim eg on a black zip puller, a red button and will therefore be the same colour as the item on which it is embossed.

Where the logo is embossed on to a trim, one colour may be used as an accent. Permitted colours are: Black, Silver, Grey or White

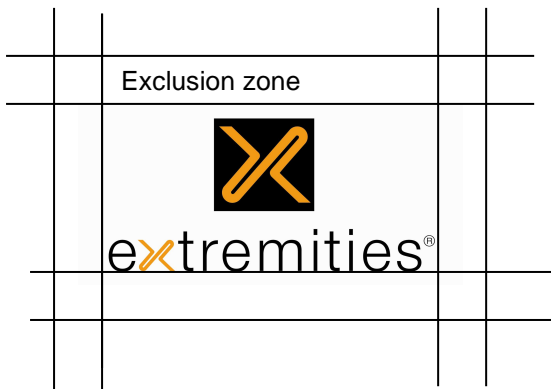
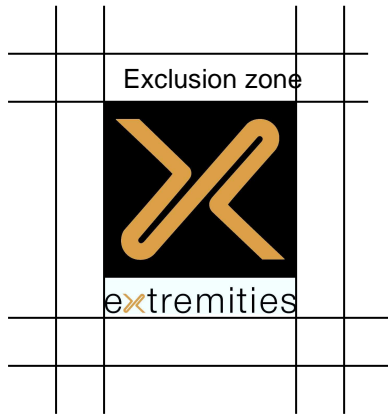
Where the X appears on its own a box should never surround it



Brand Elements

Clear space

To ensure clarity of the logo, an exclusion zone should exist around the logo. This is determined by the height of the 'e' at the beginning of the word 'Extremities'.



No images or typography should exist in the exclusion zone. If placing the logo on a background image, it should be located in a clear part of the image to ensure maximum clarity.

How not to use the logo



Do not use the orange x without a background (unless you have authorisation from the marketing department).



Do not use just the black box with the orange x.



Do not use the word 'Extremities' above the x.



Do not put a white box around the x.



Do not use the word 'Extremities' in italics.



Do not use any other colours other than the black and orange in the brand guidelines.



Do not position the logo at an angle.



Do not position the word 'Extremities' at an angle.



Do not use a drop shadow behind the logo.



Do not use a drop shadow behind the logo.



Do not use the word 'Extremities' above the x.



Do not distort the logo

Typography

Corporate Fonts

These are the fonts that have been selected to use when writing text and headings for the extremities brand. It is important to note that these are different to the font that is used in the logo (see lower down this page).

The primary fonts selected are Helvetica Neue light/regular/ultra light and the secondary font is Arial.

Helvetica Neue light is a font that is included with the apple operating system but not provided by Microsoft on Windows PCs.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789

Tone

Extremities is a performance brand that has products suitable for the most experienced outdoor professional to someone who is looking for everyday outdoor use. Its tone therefore needs to express its high performance and technical credentials, which is what makes it appealing, without using language that alienates its wide range of users.

Use of Capitals

When used as a word in body copy Extremities should always start with a capital E eg ... several Extremities gloves and hats were tested on expedition.

A lower case e at the beginning of the word is only used in its logo form.

Please also refer to the **Guide for Proper Use of Terra Nova Equipment's Trade Marks** when writing copy which includes the Extremities brand.

Extremities logo font

The word extremities that appears in the logo use the following font:

Nimbus Sans Nouve T Regular