



>> brand guidelines

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CONTENTS

1.0 INTRODUCTION	3	7.0 STATIONERY	
2.0 LOGO		7.1 SKINS Letterhead	18
2.1 Primary Logo	4	7.2 SKINS With Compliments Slip	18
2.2 Alternate Logo	5	7.3 SKINS Envelopes	19
2.3 Website Logo	5	7.4 SKINS Business Cards	20
2.4 Colour Usage	6	8.0 "S" ICON USAGE	21
2.4.1 2 Colour	6	9.0 BENEFIT ICONS	
2.4.2 Greyscale	6	9.1 Primary Icons - Extensive Copy	22
2.4.3 Reverse (white)	7	9.1.1 Primary Icons - Summarised Copy	23
2.4.4 Mono (black)	7	9.2 ICE icons	24
2.5 Minimum Clear Space	8	9.3 Cycle icons	25
2.6 Minimum Size	9	9.4 Outdoor icons	26
2.7 Product Category Logos	10	10.0 STRATEGIC RELATIONSHIPS LOGOS	
2.7.1 ICE	10	10.1 Strategic Relationship Logo Usage	27
2.7.2 She	10	10.2 APA Logo Usage	27
3.0 LOGO USAGE			
3.1 Incorrect Use of the Logo	11		
4.0 COLOURS			
4.1 Primary Colours	12		
4.2 Product Category Colours - Coated	13		
4.3 Product Category Colours - Uncoated	14		
5.0 TYPOGRAPHY			
5.1 SKINS Logotype	15		
5.2 External Communications	15		
5.2.1 Primary Font	15		
5.3 Internal Communications	16		
5.3.1 Secondary Font	16		
6.0 BODY COPY			
6.1 Product Category Copy	17		
6.1.1 ICE	17		
6.2 Product Copy	17		

1.0 INTRODUCTION



These brand guidelines demonstrate the standards SKINS employ to ensure a wholly consistent look across all our communications including our products, advertising, signage, packaging and promotional material.

The SKINS brand is synonymous with innovation in performance equipment and our brand is regularly seen on the bodies of the world's finest athletes.

The image and identity of our brand is essential to the success of our company. Our brand tells people about us. The image we project for SKINS determines how our products are perceived by our customers and, in turn, affects a wide range of day to day activities such as gaining continued support from our customers, the sports and athletes with which we choose to align ourselves and even the standard of candidates we attract in recruitment.

Presenting a brand in a uniform way, time and again, ensures that whatever material we produce carries the same message. Consistent and professional branding raises brand awareness and the SKINS profile.

The standards outlined in these guidelines provide a clear and visible way to carefully maintain and control the SKINS brand image and identity.

Please study these guidelines and ensure that all applications of the SKINS logo adhere to the specifications outlined. If in doubt, please call and ask for advice.

The SKINS logo must not be used without prior written approval from the SKINS Marketing Department. All uses of the logo must also be approved by the SKINS Marketing Department prior to commencement of production or publication.

Trademarking

When using the SKINS logo please ensure it always incorporates the TM symbol immediately after. This always sits on the baseline of the SKINS logotype. When writing SKINS in copy it must always be written in uppercase as you will see throughout this document.

Contact: Stefan Vollbach - Global Brand Director

Tel: +43 664 221 6196

Email: stefan.vollbach@skins.net

2.0 LOGO



The unique function of 'BioAcceleration Technology' - improved blood circulation, has been incorporated into the SKINS iconography. This bold and simple circular shape holds in outline form a compressed 's', which relates to the customised logotype, emitting an overall feeling of confidence in movement. The icon and logotype represent an identity both technological and sporting. The icon and logotype work equally well together and independently of one another.

Note: In any circumstance, all versions of the SKINS logo MUST include the trademark symbol, except when used on products.

2.1 Primary Logo - Horizontal

The primary logo of use is the two colour PMS version. This logo can be used on either an all white or all black background as shown below. The two colour logo may appear on alternative background colours only in special circumstances which must be approved by the SKINS Marketing Department. It is imperative that the logo clearly stands out from the background in all instances. It is preferred that the primary logo appears on 100% black background.

The SKINS primary logo can be used in print, online, POS and signage, as well as, on accessories and apparel.

The primary logo should be used when the space concerned allows for a message, the SKINS logo and our call to action (skins.net).



2.0 LOGO CONT'D

2.2 Alternate Logo - Vertical

The alternate logo of use is the two colour PMS vertical version. This logo should only be used where space restricts the use of the primary horizontal logo.



2.3 Website Logo

The website logo incorporates **.net** at the end of the **SKINS** logo. This version of the logo should be used for all outdoor signage applications or those that do not incorporate the **SKINS** primary logo due to space restrictions, ie. sport field perimeters. This logo allows clear communication when there is limited space available, promoting the brand and a call to action.

The website logo should only appear in two PMS colours on a black background as shown below.

When writing **skins.net** as part of body copy ie. in an advertisement that also incorporates the primary or alternate logo, the website should be written in plain text in Helvetica Neue.

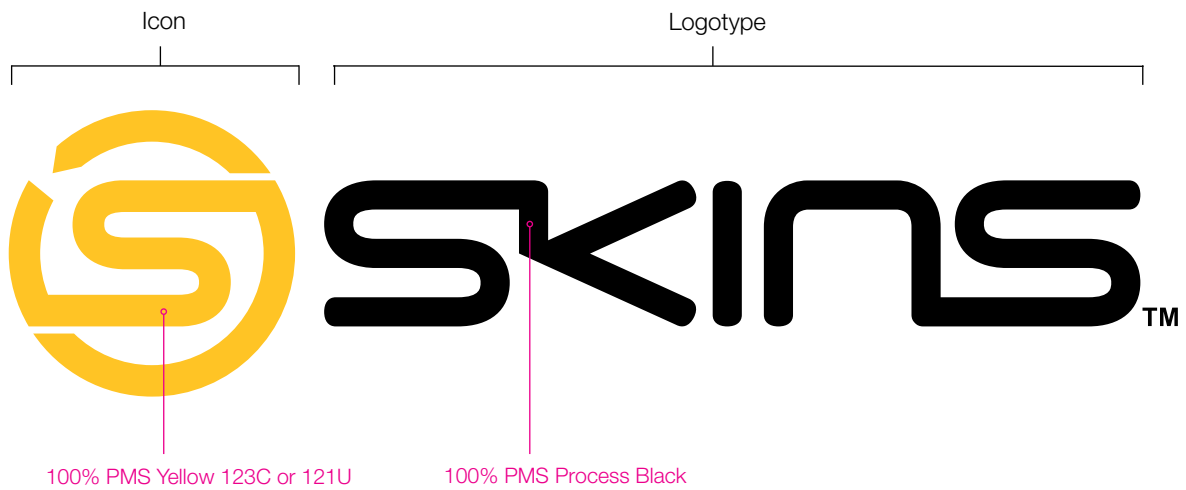
DO NOT use the website logo in conjunction with the primary or alternate logos.



2.4 Colour Usage

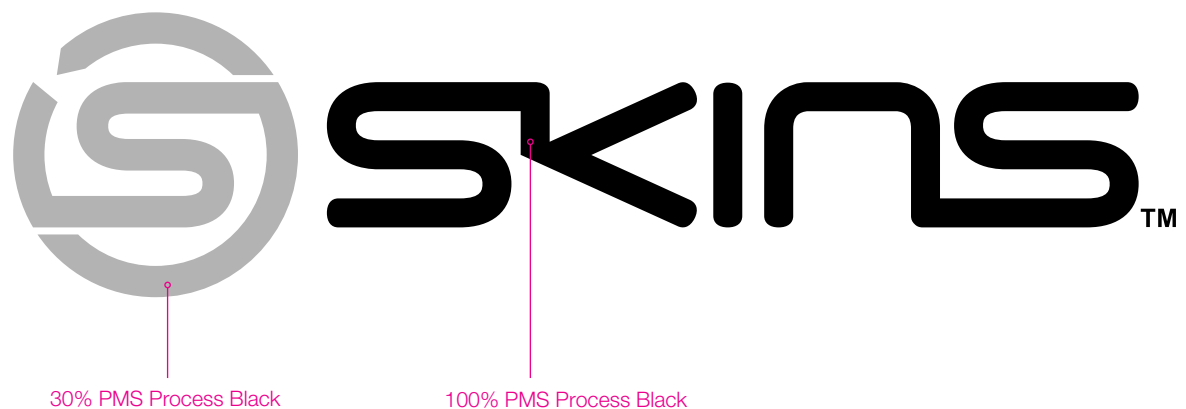
2.4.1 2 Colour

The **SKINS** logo consists of 2 PMS colours as shown below. The logo may also be reproduced using 4 process colours. Please refer to page 12 for CMYK and RGB breakdowns. Please note the PMS reference for the yellow icon is different for coated and uncoated stock.



2.4.2 Greyscale

When printing in black and white the logo should appear in Greyscale using solid black for the logotype and a 30% tint of black for the icon as shown below. Use of the greyscale version of the logo should be limited to black and white applications only, as colour is integral to the **SKINS** brand.



2.4.3 Reverse (White)

When using the logo in a reverse form it must appear in white on a solid background. It is preferred that the reverse logo appears on 100% black background. It may appear on a 4 colour photographic background only if the reproduction of the logo is very clear.



2.4.4 Mono (Black)

The one colour black logo must only be used for one colour press, print advertisements or when the two colour or greyscale versions of the logo fail to stand out from the background clearly. The use of this version of the logo should be limited, as colour is an integral part of the SKINS brand identity.



2.5 Minimum Clear Space

To ensure that the SKINS logo appears uncluttered, there is a recommended clear space area to surround it. This area must be free of any text or graphic images and should be calculated by measuring the cap height of the letter "N" as shown below.

primary logo



primary logo

alternate logo



2.6 Minimum Size

To ensure legibility of the SKINS logo it is important that the primary logo is never reproduced any smaller than 30mm wide.



Minimum size of **primary logo**

The alternate vertical logo should never be reproduced any smaller than 25mm wide.



Minimum size of **alternate vertical logo**

2.7 Product Category logos

2.7.1 ICE

The ICE Heat Defeating Technology logo must be used in conjunction with the SKINS primary logo on all ICE communication. The ICE logo can be used with either a silver oblong with white text or a white oblong with blue text – see examples below. The SKINS primary logo should always appear in all white when used in conjunction with the ICE logo.



PMS 877C CMYK 0, 0, 0, 40 RGB 167, 169, 172



PMS Process Cyan C CMYK 100, 0, 0, 0 RGB 41, 171, 226

2.7.2 SHE

The SKINS primary logo should always appear in silver/grey or all white when used in she communication.



PMS 8400C CMYK 52, 43, 42, 7 RGB 129, 129, 131

3.0 LOGO USAGE

3.1 Incorrect Use of the Logo

Below are a few examples of how the SKINS logo must NOT be used.



DO NOT customise the logo in any way



DO NOT customise the logo in any way



DO NOT distort the logo in any way



DO NOT substitute the colours



DO NOT introduce outlines



DO NOT introduce outlines



DO NOT use the logo on a solid background where reproduction quality is not clear



DO NOT intrude on the minimum space area



DO NOT alter the spacing of the icon and logotype







DO NOT switch the icon position

4.0 COLOURS

Use the following colour specifications for correct colour set-up. Please refer to PMS reference books for true colour matching. This guide is designed for PC and Mac viewing and is not 100% colour correct.









4.1 Primary Colours - Coated & Uncoated

PMS		CMYK				RGB		
		C	M	Y	K	R	G	B
	Yellow 123 C Coated	0	24	94	0	255	194	17
	Process Black Coated	0	0	0	100	0	0	0
	Yellow 121 U Uncoated	0	11	69	0	255	227	75
	Process Black Uncoated	0	13	49	98	9	8	3

4.2 Product Category Colours - Coated

	PMS	CMYK				RGB		
		C	M	Y	K	R	G	B
	SKINS sport Yellow 123 C	0	24	94	0	255	194	17
	SKINS ice Process Cyan C	100	0	0	0	41	171	226
	SKINS she Silver 8400 C	52	43	42	7	129	129	131
	SKINS youth Green 382 C	29	0	100	0	181	220	16
	SKINS snow Orange 151 C	0	48	95	0	255	133	13
	SKINS outdoor Beige 451C	33	28	58	0	179	170	126
	SKINS travel & recovery Blue 2995 C	90	11	0	0	29	151	195
	SKINS cycle Green 361 C	69	0	100	0	84	185	72
	SKINS accessories Red 1788C	0	84	88	0	240	81	51

4.3 Product Category Colours - Uncoated

	PMS	CMYK				RGB		
		C	M	Y	K	R	G	B
	SKINS sport Yellow 121 U	0	11	69	0	255	227	75
	SKINS ice PMS Process Cyan U	100	0	0	0	0	159	218
	SKINS she Silver 8400 U	8	5	6	13	201	202	200
	SKINS youth Green 381 U	20	0	91	0	204	232	33
	SKINS snow Orange 151 U	0	48	95	0	255	133	13
	SKINS outdoor Beige 451 U	33	28	58	0	179	170	126
	SKINS travel & recovery Blue 2995 U	90	11	0	0	29	151	195
	SKINS cycle Green 360 U	62	0	78	0	97	194	80
	SKINS accessories Red 1788 U	0	88	80	0	234	40	57

5.0 TYPOGRAPHY

5.1 SKINS Logotype

The SKINS logotype has been specially typeset using a modified version of Neuropol. Under no circumstances should the logotype be reset or redrawn.

5.2 External Communications

All communications promoting the SKINS brand to external stakeholders should use the primary font.

5.2.1 Primary Font

Helvetica Neue is the typeface which should be used for all external SKINS marketing material.

HELVETICA NEUE LIGHT

abcdefghijklmnopqrstuvwxy 123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

HELVETICA NEUE BOLD

abcdefghijklmnopqrstuvwxy 123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

5.3 Internal Communications

All SKINS internal communication should use the secondary font.

5.3.1 Secondary Font

Arial is the typeface which should be used for all internal correspondence. It should be used in all written communications ie. letters, memos, email and in all PowerPoint presentations.

ARIAL REGULAR

abcdefghijklmnopqrstuvwxy 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARIAL BOLD

abcdefghijklmnopqrstuvwxy 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

6.0 BODY COPY

6.1 Product Category Copy

When referring to **SKINS** product categories in body copy, each category name should be written in lower case, unless otherwise specified. i.e. **SKINS** she.

6.1.1 ICE

When talking about **SKINS ICE** in body copy, ICE should always be written in uppercase. When talking about iceBOOST (recharge spray), it should always be written as iceBOOST.

6.2 Product Copy

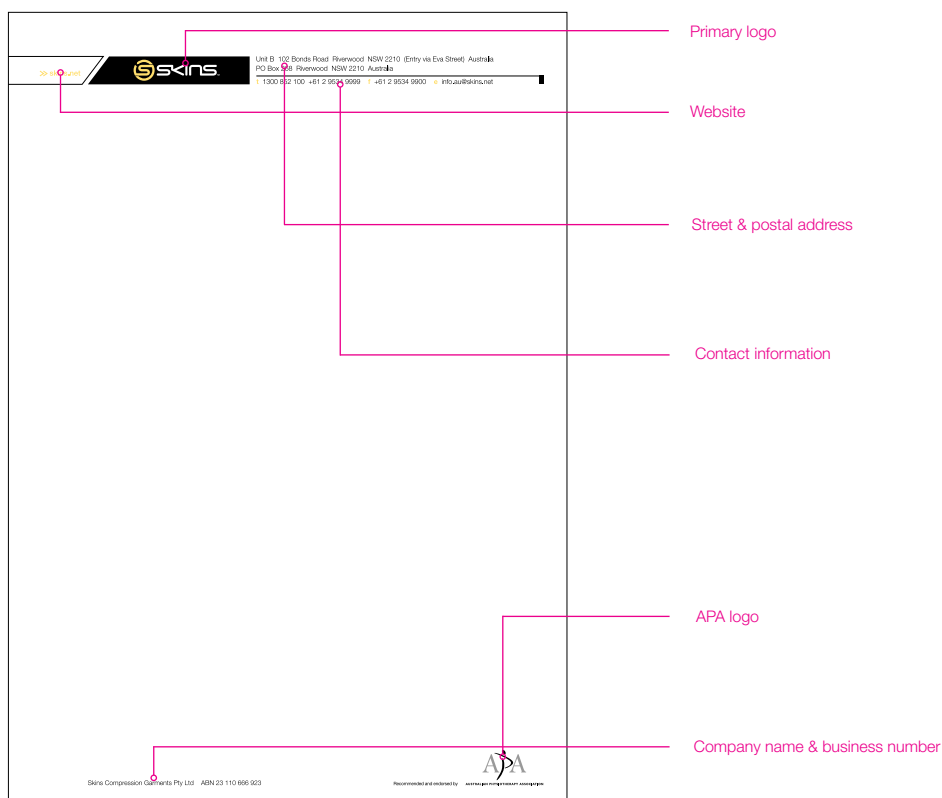
When referring to **SKINS** products in body copy, each product name should be written in lower case, unless otherwise specified. i.e. **SKINS** she long tights.

7.0 STATIONERY

Stationery artwork is to be created by SKINS head office to ensure stationery remains consistent globally.

7.1 Letterhead

The SKINS letterhead is A4 in size (210mm w x 297mm h) and is printed in two PMS colours on 100gsm Saxton Smooth paper. The letterhead layout is shown below.



7.2 With Compliments Slip

The SKINS With Compliments Slip is 210mm w x 105mm h and is printed in two PMS colours on 100gsm Saxton Smooth paper. The With Compliments Slip layout is shown below.



7.0 STATIONERY CONT'D

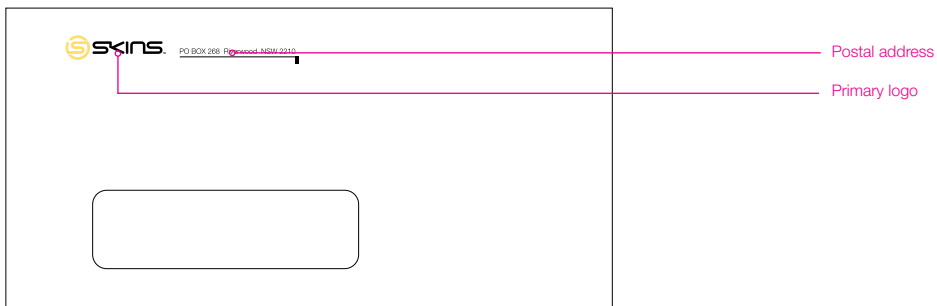
7.3 Envelopes

The SKINS envelopes are printed in two PMS colours and examples of the envelope layouts are shown below.

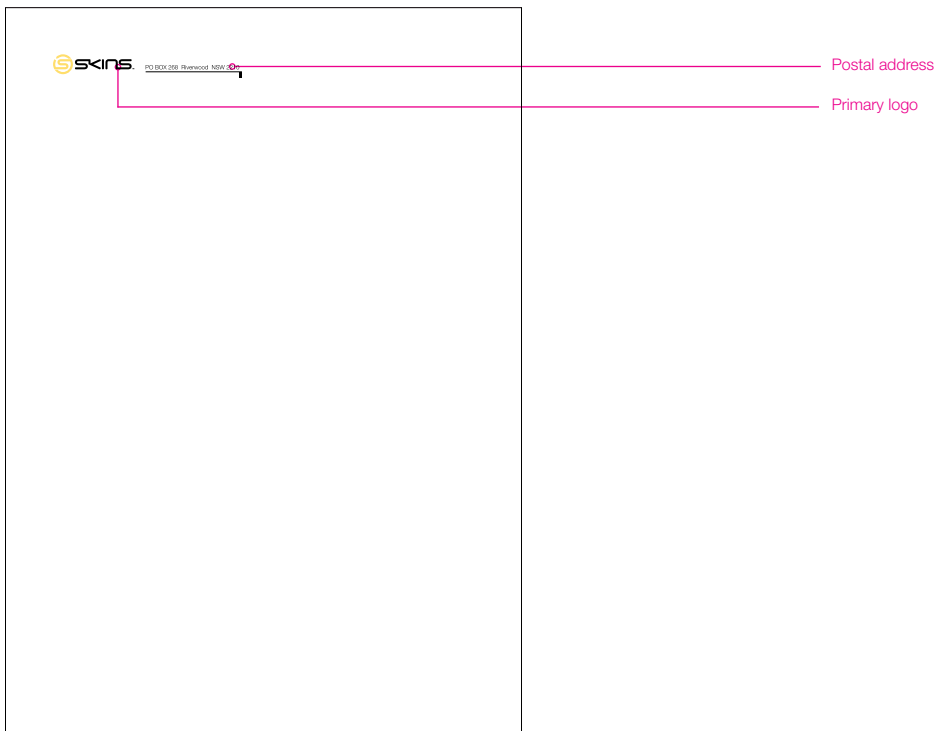
DL PLAIN FACE ENVELOPE - 220mm x 100mm



DL WINDOW FACE ENVELOPE - 220mm x 100mm



C4 ENVELOPE - 229mm x 324mm



7.0 STATIONERY CONT'D

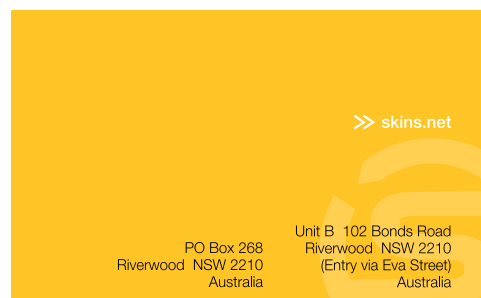
7.4 Business Cards

The SKINS business card is 90mm w x 55mm h and is printed in two PMS colours, both sides on 310gsm A1 artboard. The business card is matt celloglazed and has a spot gloss UV varnish of the "S" icon on both sides. Examples of the business card layouts are shown below.

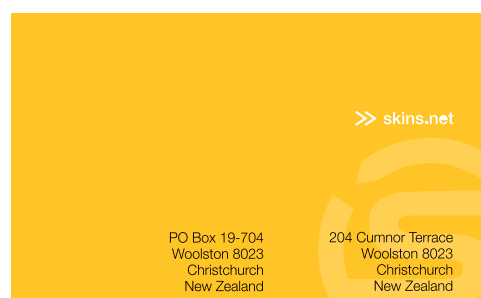
BOARD MEMBERS



STAFF MEMBER



SKINS DISTRIBUTOR



AGENTS



8.0 “S” ICON USAGE

Globally the **SKINS** “S” icon can be used in conjunction with the **SKINS** primary logo as a graphic element to enhance a design. The icon should be used as a subtle element in the background so as not to overpower the layout.

The icon must always be scaled proportionately and can be cropped but must never be compressed, extended or customised in any way. In new/less established markets, the icon should not be used as a replacement for the primary logo.

Examples of how the logo can be used are shown below.



9.0 BENEFIT ICONS

There are icons that have been designed to clearly illustrate the key benefits of **SKINS**. The icons must always appear with their accompanying name and if the space allows, their descriptive text. They should appear in the order as shown below. The icons can be used on either a black or yellow background, unless specified by the **SKINS** Marketing Department. These icons must never be redrawn.

See range of benefit icons below.

Note: Product specific icons should be utilised in conjunction with the **SKINS** primary icons when referring to the benefits of the respective product range only.

9.1 Primary Icons - Extensive copy



BioAcceleration

SKINS gradient compression accelerates blood flow and oxygen delivery to working muscles. Circulation improvements help eliminate lactic acid and other metabolic wastes, allowing you to work at a higher rate for longer.



Skin»fit

A precision fit based on your body mass index (BMI) anthropometrical algorithm to ensure the correct level of surface pressure for your body shape.



Skin»muscle +

Anatomically positioned seams work as anchor points along muscle groups to focus power and dramatically reduce vibration.



Skin»dry

Moisture management wicking draws moisture away from your skin to the outer surface of the fabric where it dissipates, keeping you dry and comfortable.



Skin»temp

Improved circulation optimises your body's natural mechanism for temperature regulation, keeping you cooler when its warm and warmer when its cool.



Skin»fresh

Permanent antibacterial and antimicrobial features inherent in **SKINS** proprietary fabric discourage growth of bacteria and help prevent odour.



Skin»UVblock

UPF 50+ **SKINS** provide protection from the sun's harmful rays.

9.0 BENEFIT ICONS CONT'D

9.1.1 Primary Icons - Summarised copy



BioAcceleration

Enhanced circulation from engineered gradient compression assists in reducing lactic acid build-up



Skin»fit

A precision fit based on your body mass index (BMI) algorithm



Skin»muscle +

To focus muscle power and dramatically reduce muscle vibration



Skin»dry

Moisture management wicking draws moisture away from your skin keeping you dry



Skin»temp

Optimises your body temperature in warm or cool conditions



Skin»fresh

Antibacterial and antimicrobial treatments discourage growth of bacteria and help prevent odour



Skin»UVblock

UPF 50+

9.2 ICE icons



BioAcceleration

SKINS gradient compression accelerates blood flow and oxygen delivery to working muscles. Circulation improvements help eliminate lactic acid and other metabolic wastes, allowing you to work at a higher rate for longer.



Heat Defeating

A menthol microencapsulated cooling substance induces the sensation of 'cold' by stimulating thermo receptors within your skin. So you'll feel cooler, without the detrimental effect of your muscles actually cooling down.



Skin»UVblock

With heat comes sun, which is why SKINS™ gives you UPF50+ protection for the life of the garment.



Skin»muscle+

Anatomically positioned seams work as anchor points along muscle groups to focus power and dramatically reduce vibration.



Skin»fit

A precision fit based on a body mass index (BMI)/ anthropometrical algorithm to ensure the correct level of surface pressure for your body shape.



Skin»dry

Moisture management wicking draws moisture away from your skin to the outer surface of the fabric where it dissipates, keeping you dry and comfortable.



Skin»temp

Improved circulation optimises your body's natural mechanism for temperature regulation, helping you to manage the effects of training and competing in the heat.



Skin»fresh

Permanent antibacterial and antimicrobial features, inherent in SKINS proprietary fabric, discourage growth of bacteria and help prevent odour.

9.3 Cycle icons



Skin»bio-fit

SKINS cycle gear has a revolutionary cut to provide greater movement and reduced friction so that maximum efficiency is achieved while in the riding position. Combined with the use of SKINS proprietary fabric, you will enjoy a new degree of freedom - so you can think about your cycling, not about adjusting your clothing. Designed to increase ride comfort, performance, function and enjoyment, SKINS cycle gear is built to be comfortable on the bike, not in the shop.



Skin»BMI

The SKINS sizing system is based on a body mass index (BMI) / anthropometrical algorithm. This unique system in conjunction with specialized pattern making and careful control of the elasticity in our proprietary fabric, allows us to customise our cycle garments to suit the great variety of body shapes. This is one of the many fully considered elements that truly sets SKINS cycle apart from the competition.



Skin»multi-D comfort

SKINS cycle chamois features Elastic Interface Technology – one of the world's most advanced forms of padding. The male range features a chamois with varied densities for optimum weight distribution and a central channel in the perineal area with high density foams on both sides. The female multi-thickness chamois with anti-wrinkle lines has a perineal area designed specifically to support the female anatomy. Both chamois ensure maximum comfort and protection during long rides.



Skin»safe

A new 3D approach to safety makes you visible from all angles. Carefully placed reflective strips, combined with reflective logos on all SKINS cycle garments enhance your visibility to other road users.



BioAcceleration

SKINS engineered gradient compression triggers an acceleration of blood flow to increase oxygen delivery to working muscles, enhancing performance. Circulation improvements help eliminate lactic acid and other metabolic wastes, allowing you to ride stronger for longer.



Skin»muscle +

Anatomically positioned seams work as anchor points along muscle groups to focus power and dramatically reduce vibration.



Skin»dry

Moisture management wicking draws perspiration away from your skin to the outer surface of the fabric where it evaporates, keeping you dry and comfortable.



Skin»temp

SKINS optimise your body's natural mechanism for temperature regulation. This SKINS cycle summer weight garment is designed to keep you cool when it's warm but will also help relieve that Autumn chill.



Skin»fresh

Permanent antibacterial and antimicrobial features, inherent in SKINS proprietary fabric, discourage growth of bacteria and help prevent odour.



Skin»UVblock

UPF 50+ SKINS provide proven protection from the sun's harmful rays. You'll be protected from the sun when you're out on the bike, without having to worry about messy creams or lotions.

9.4 Outdoor icons



Skin»screen

keeps sand, insects, dirt and debris away from your skin



Skin»anti-rub

dries quickly and helps prevent chafing

10.0 STRATEGIC RELATIONSHIP LOGOS

10.1 Strategic Relationship Logo Usage

SKINS have many strategic relationships with both third party entities and individuals globally, however IP rights for each of these relationships may differ. Therefore, use of any strategic relationship logo must be approved by the SKINS Marketing Department and by the respective third party.

10.2 APA Logo Usage

SKINS is recommended and endorsed by the Australian Physiotherapy Association.

The APA logo should be used on all SKINS communication including advertising, packaging and POS material unless space does not permit or as otherwise advised by the SKINS Marketing Department. There are two versions of the APA logo that can be used - a portrait and landscape version, in colour and greyscale. See versions below.

The APA logo must always be accompanied by the following text: Recommended and endorsed by

portrait version

Recommended and endorsed by



landscape version

Recommended and endorsed by



full colour version



greyscale version

