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## THE BRAND



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# | Content

- 1.0 Introduction**
- 2.0 Primary Colors**  
Color Specifications
- 3.0 The Smiling Logo**  
Usage
  - 3.1 The Smiling Logo / Print Version**  
On Bright and White Backgrounds
  - 3.2 The Smiling Logo / Print Version**  
On Black and Dark Backgrounds . On Pictures
  - 3.3 The Smiling Logo / Digital Media**  
On Bright and White Backgrounds
  - 3.4 The Smiling Logo / Digital Media**  
On Black and Dark Backgrounds . On Pictures
- 4.0 The Smiling Logo**  
Isolation Area . Size Limitation . Scaling Trademarks
- 5.0 The Smiling Logo /  
Space Logo Combination  
Added Value . How to Use**
  - 5.1 The Smiling Logo /  
Space Logo Combination**  
Vertical Version
  - 5.2 The Smiling Logo /  
Space Logo Combination**  
Horizontal Version
- 6.0 Contact Information**

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## 1.0 | Introduction

Outlast Technologies GmbH owns many valuable trademarks that identify and distinguish our products from those of other companies.

We have developed these brand guidelines to answer common questions about the use of the Outlast® mark and to ensure that it is consistent in its appearance and use.

This guide is for brand partners and licensees of Outlast Technologies GmbH who manufacture and market products using Outlast® technology.

### **Importance of adhering to brand guidelines**

Significant time, effort, and money have been spent in the research, development, and promotion of Outlast® products. To protect the brand equity – and ultimately your investment – it is paramount that a clear and consistent message be maintained throughout all products using the Outlast® brand.

### **The proper use of trademarks**

The proper use of trademarks is of particular importance in maintaining the integrity of the Outlast® brand. If not used correctly, a trademark can sneak into the language as a common name description of the product.

Any competitor can then use the trademark to take advantage of the advertising and promotion dollars spent by the original owner.

Some famous former trademarks that have become generic are nylon, escalator, kerosene and zipper.

### **Strengthen the Outlast® brand**

To preserve the Outlast® brand identity, you must comply with the guidelines set forth in this manual as well as those stated in your agreement.

Outlast® technology adds value to your products and by respecting these guidelines, we preserve that value. Please contact us immediately if you see the Outlast® brand being used inappropriately in the marketplace.

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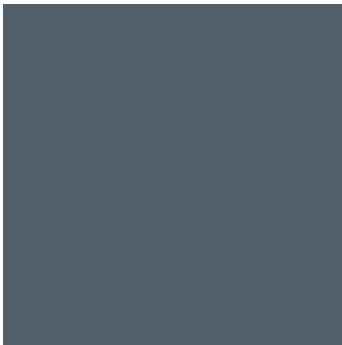
## 2.0 | Primary Colors

### Color Specifications



Pantone® 201  
C/M/Y/K 0 / 100 / 60 / 30  
RGB 174 / 0 / 53

Outlast® Red and Outlast® Gray are important building blocks of the brand. These colors are used in all logos and throughout the design system.



Pantone® 7545  
C/M/Y/K 30 / 10 / 0 / 70  
RGB 83 / 95 / 107

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## 3.0 | The Smiling Logo Usage



The success of Outlast® depends upon maintaining a reputation for high quality and superior performance.

We have developed a standardized visual identity system for our marketing materials so that every component will contribute to building Outlast® brand equity. Strict adherence to these guidelines will ensure that everything bearing the Outlast® brand consistently conveys the image of high quality and superior performance that the consumer is seeking.



### **Outlast® Smiling Logo**

The core of the brand identity system is the graphic relationship between the elliptical brand mark and the “Outlast®” brand name. Do not attempt to reconfigure the logo in any way – Do use only electronic artwork files.

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### 3.1 | The Smiling Logo / Print Version

On Bright or White Backgrounds



Spot Color

Outlast® Red	Pantone® 201
Outlast® Gray	Pantone® 7545



One Color  
B/W Version

100% Black



One Color  
Soft Version

70% Black  
90% Black



Four Color Process

The Artwork file is set up for four color process printing. Color builds assigned in the artwork file may not be modified.

Outlast® Red	C/M/Y/K	0 / 100 / 60 / 30
Outlast® Gray	C/M/Y/K	30 / 10 / 0 / 70

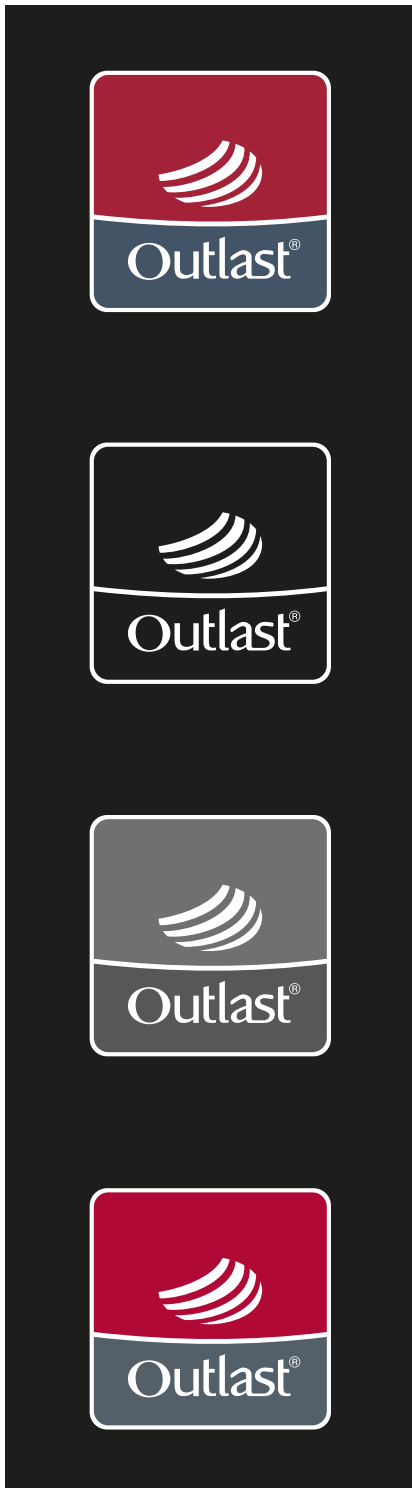
## 3.2 | The Smiling Logo / Print Version

On Black or Dark Backgrounds .  
On Pictures



### Logo with frame

Note, that the Outlast® Logo on black or dark backgrounds and on pictures should only be used with the outer white frame!  
Please use logo files ending in ...\_f.xxx



### Spot Color

Outlast® Red	Pantone® 201
Outlast® Gray	Pantone® 7545

### One Color

B/W Version

100% Black

### One Color

Soft Version

70% Black

90% Black

### Four Color Process

The Artwork file is set up for four color process printing. Color builds assigned in the artwork file may not be modified.

Outlast® Red	C/M/Y/K	0 / 100 / 60 / 30
Outlast® Gray	C/M/Y/K	30 / 10 / 0 / 70

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### 3.3 | The Smiling Logo / Digital Media

On Bright or White Backgrounds



One Color  
B/W Version

100% Black



One Color  
Soft Version

70% Black  
90% Black



RGB Color

Do only use RGB colors for applications on screens, in films or any other digital media. Color builds assigned in the artwork file may not be modified.

Outlast® Red RGB 174 / 0 / 53  
Outlast® Gray RGB 83 / 95 / 107



### 3.4 | The Smiling Logo / Digital Media

On Black or Dark Backgrounds .  
On Pictures



#### Logo with frame

Note, that the Outlast® Logo on black or dark backgrounds and on pictures should only be used with the outer white frame!

Please use logo files ending in ...\_f.xxx



One Color  
B/W Version

100% Black

One Color  
Soft Version

70% Black  
90% Black

#### RGB Color

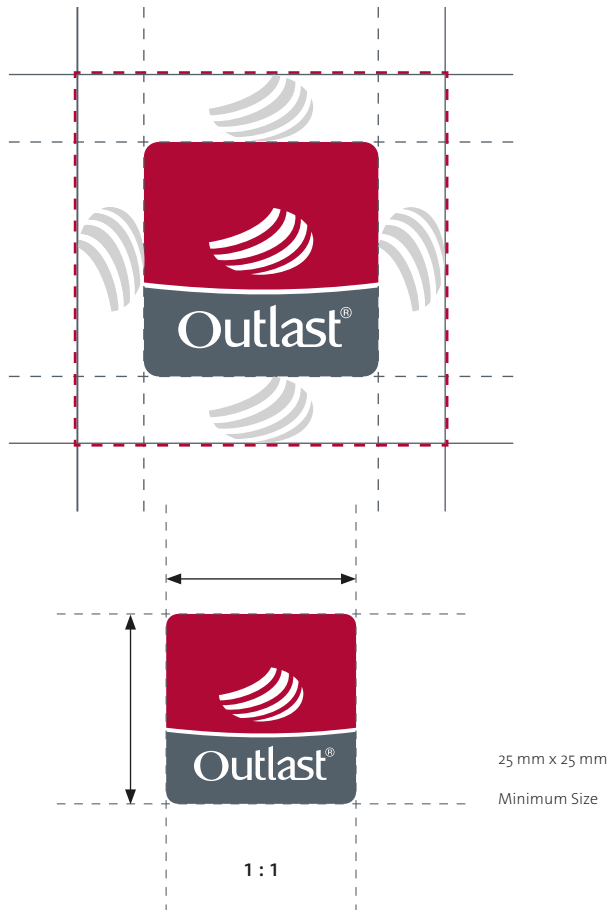
Do only use RGB colors for applications on screens, in films or any other digital media. Color builds assigned in the artwork file may not be modified.

Outlast® Red    RGB    174 / 0 / 53  
Outlast® Gray    RGB    83 / 95 / 107

## 4.0 | The Smiling Logo

### Isolation Area . Size Limitation

#### Trademark Symbol



#### Isolation Area

In all applications, the Outlast® Smiling Logo should be surrounded by adequate clear space. A minimum distance (the height of the elliptical brand mark) must be allowed above, below, and to the sides of the logo. At no time should copy or other art fall into this clear area.



#### Size Limitation

To ensure readability, never reproduce the Outlast® Smiling Logo smaller than 25 mm in width and height.



#### Trademark Symbol

The U.S. registered trademark symbol "®" must always accompany the word "Outlast".

Never change the size or the position of the trademark symbol.

The branding team is happy to help you in case of any questions on trademark use.

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## 5.0 | The Smiling Logo / Space Logo Combination Added Value . How to Use



Registered trademark of the Space Foundation, an initiative of the aerospace industry and NASA. Patented Outlast® Phase Change Technology is recognized by NASA as Certified Space Technology™

The Space Certification Program provides special recognition for companies that produce and market space technologies to improve the world in which we live. The Certified Space Technology™ designation is given to a product that is the direct result of technology developed for space programs, or advancements and improvements in such technology. The patented Outlast® phase change technology was originally developed for NASA for use in space. The Certified Space Technology™ designation validates the fact that Outlast® technology is a legitimate space technology.

Manufacturers using Outlast® technology can support the marketing and promotion of their products with the Certified Space Technology™ designation.

Due to license restrictions by The Space Foundation the Certified Space Technology™ logo can only be used by partners of Outlast® when following the guidelines described here.

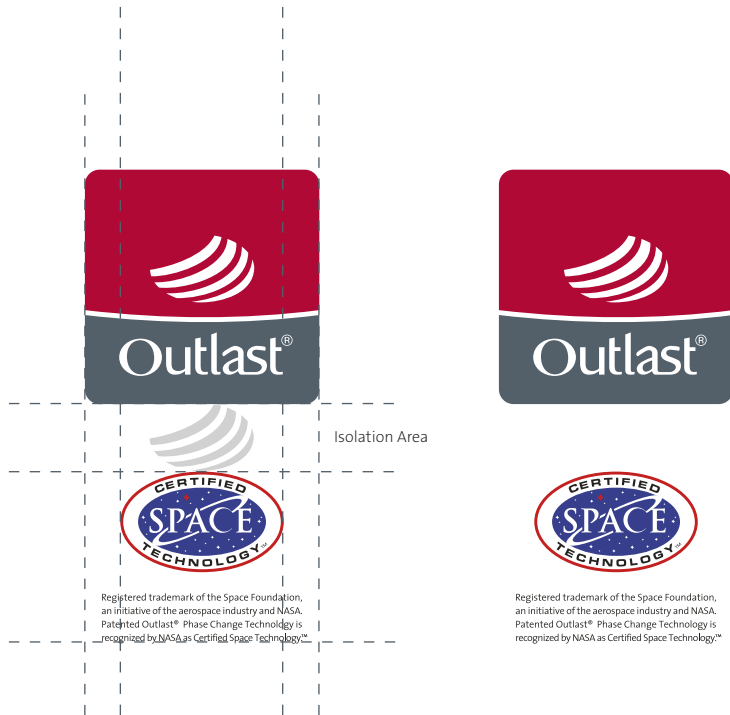


Registered trademark of the Space Foundation, an initiative of the aerospace industry and NASA. Patented Outlast® Phase Change Technology is recognized by NASA as Certified Space Technology™



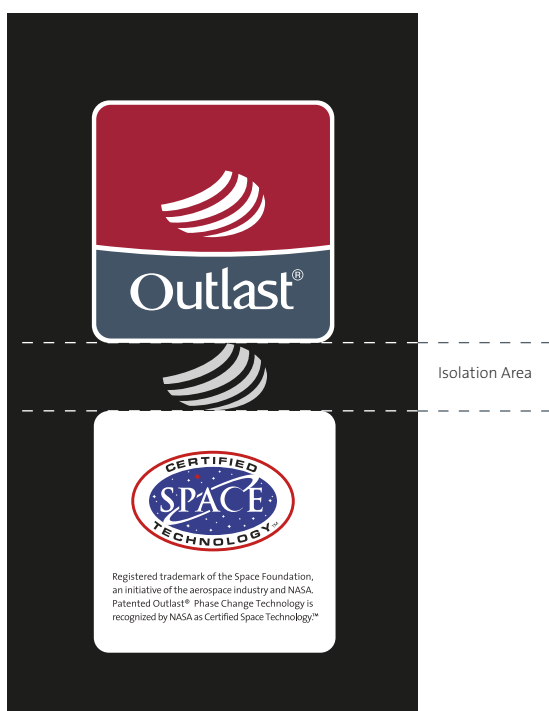
The Certified Space Technology™ logo can only be used in combination with the Outlast® logo and the Outlast® logo must always be bigger.

## 5.1 | The Smiling Logo / Space Logo Combination Vertical Version



### Isolation Area

In all applications, the Outlast® Smiling Logo should be surrounded by adequate clear space. A minimum distance (the height of the elliptical brand mark) must be allowed above, below, and to the sides of the logo. At no time should copy or other art fall into this clear area.



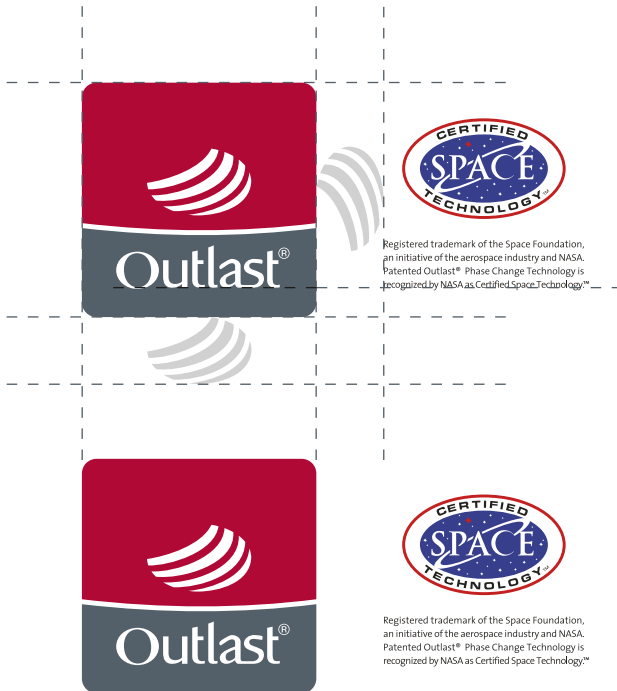
### Size Limitation

To ensure readability, never reproduce the Outlast® Logo / Space Logo combination in a way in which the Smiling Logo is smaller than 25 mm in width and height.



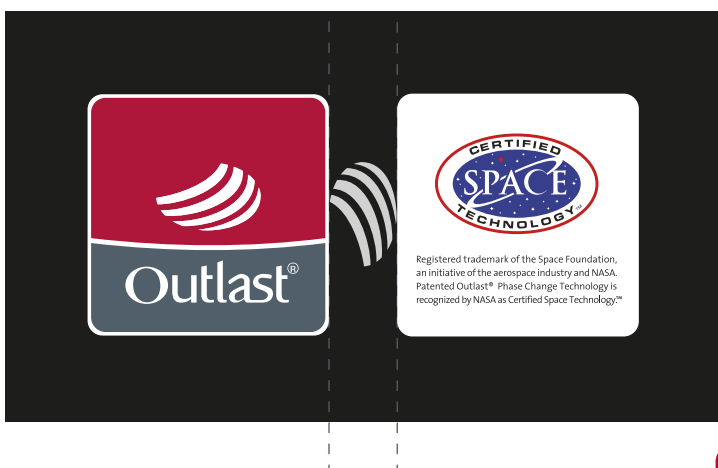
The logo combination consisting of these three elements is available upon request from and is subject to approval by Outlast. In none of the available artwork files, the elements should be modified in their placement to each other, nor should single elements be resized or moved on their own.

## 5.2 | The Smiling Logo / Space Logo Combination Horizontal Version



### Isolation Area

In all applications, the Outlast® Smiling Logo should be surrounded by adequate clear space. A minimum distance (the height of the elliptical brand mark) must be allowed above, below, and to the sides of the logo. At no time should copy or other art fall into this clear area.



### Size Limitation

To ensure readability, never reproduce the Outlast® Logo / Space Logo combination in a way in which the Smiling Logo is smaller than 25 mm in width and height.



The logo combination consisting of these three elements is available upon request from and is subject to approval by Outlast. In none of the available artwork files, the elements should be modified in their placement to each other, nor should single elements be resized or moved on their own.

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## 6.0 | Contact Information

**For more information please contact:**

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Outlast® is a registered trademark of  
Outlast Technologies GmbH.

Certified Space Technology™ is a trademark  
of the Space Foundation, an initiative of the  
aerospace industry and NASA.

Pantone® is a registered trademark of  
Pantone, Inc.

Outlast® products are covered by one or  
more U.S. and/or foreign patents or patent  
applications.

See [outlast.com/patents](https://outlast.com/patents) for details.