

STATUS: JUNE 2022

Brand Guide

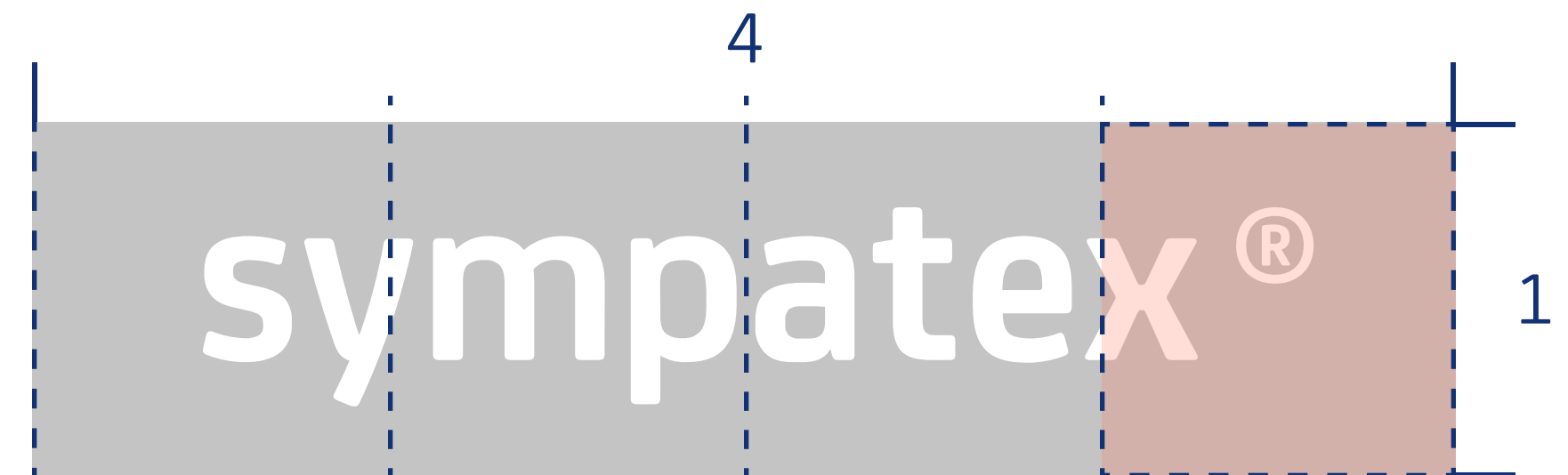
Logo

Logo

Appearance and proportion



The Sympatex logo consists of the Sympatex lettering and a "Registered Trademark" on a single-color label.



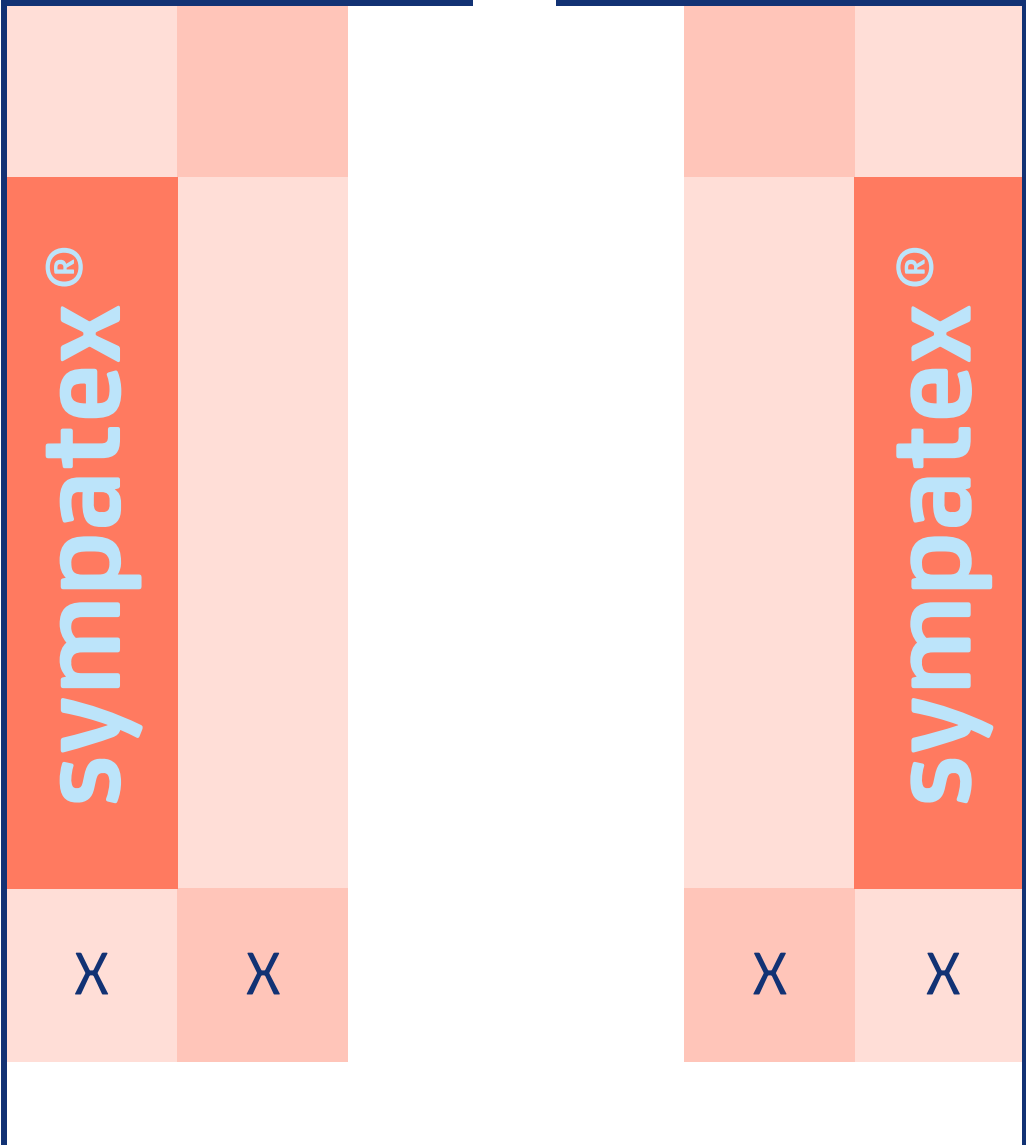
The width to height **ratio** is 4:1.

Logo

Protective area



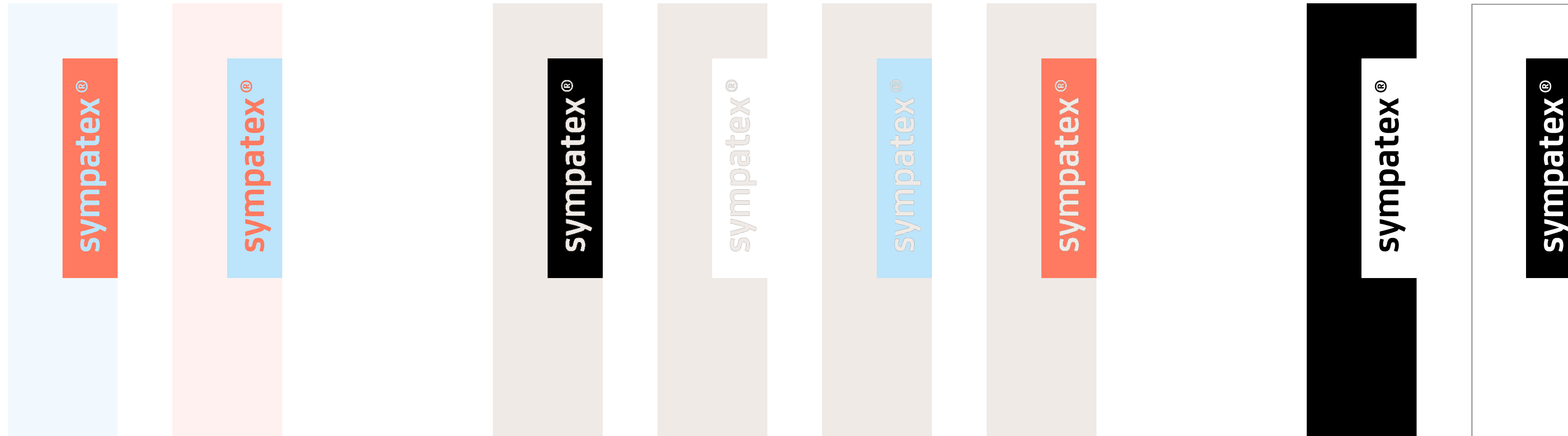
The **protective area** around the label is one label height x.



The label is used vertically and is always rotated to the left. The logo is placed without a margin and so that it is readable **from bottom to top**.

Logo

Colored logos



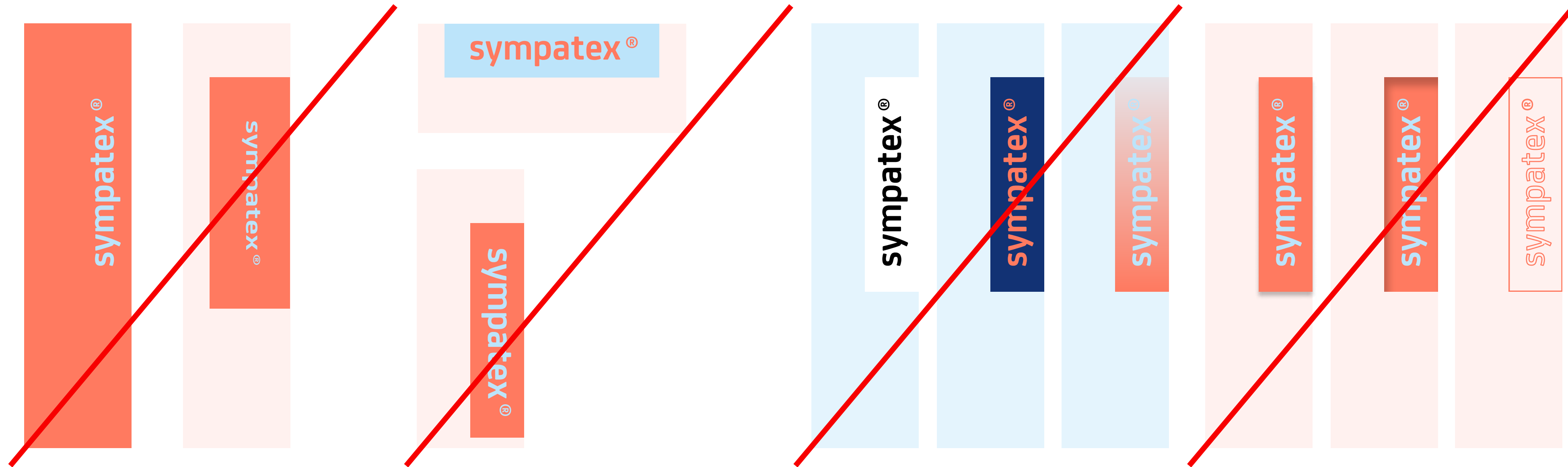
There are two logo versions. The Sympatex **primary logo** in Red Orange with Light Blue type. The **secondary logo** is in reverse colors to ensure optimal contrast.

For one- or two-color print media, a **single-color logo** label with transparent lettering can be used.

There is also a **black and white** version for monochrome materials.

Logo

Don't



Do not change the **proportions** of the label.

Do not change the **alignment** of the label.

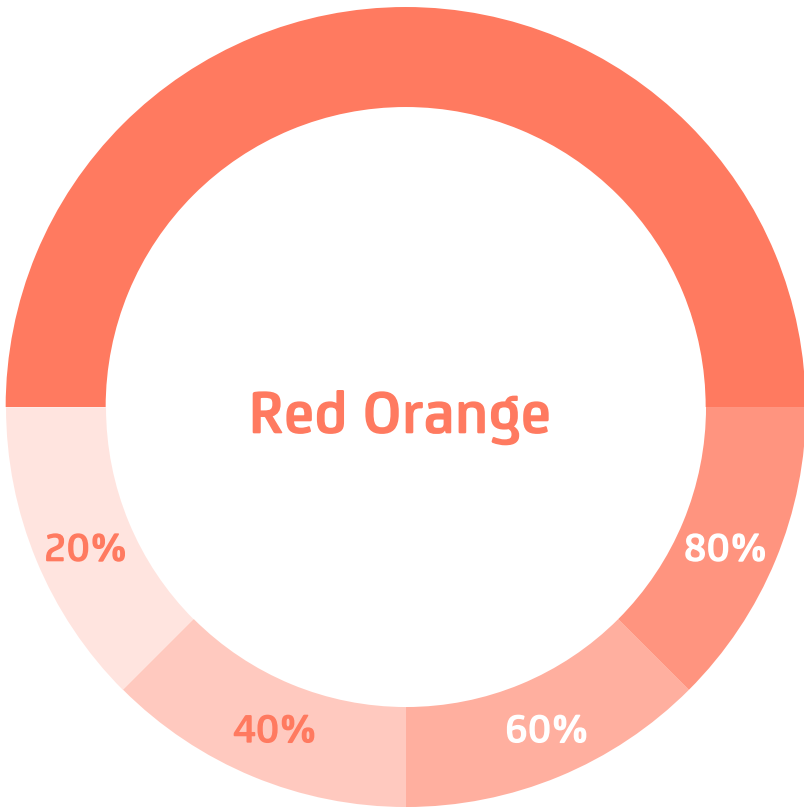
Do not use solid color labels for color layouts. Use only the **defined colors**.

Do not use **drop shadows** or other **effects**.

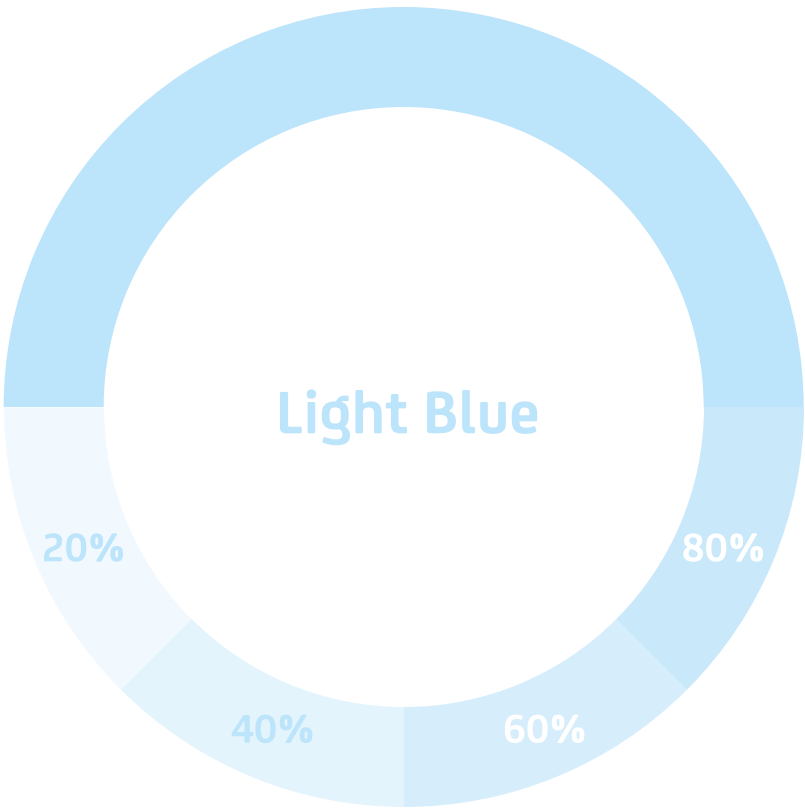
Color

Color

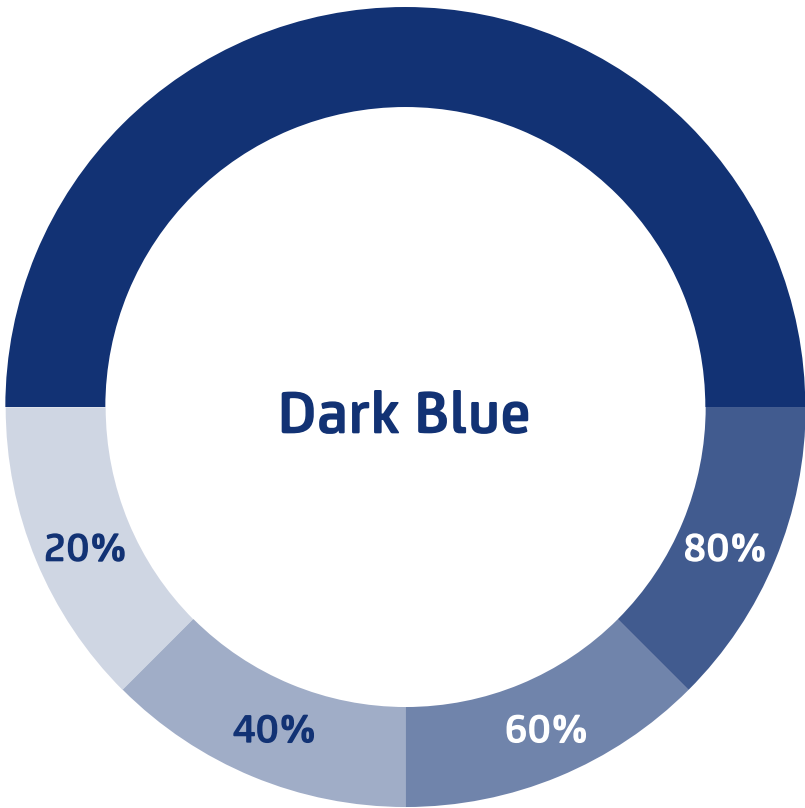
Range



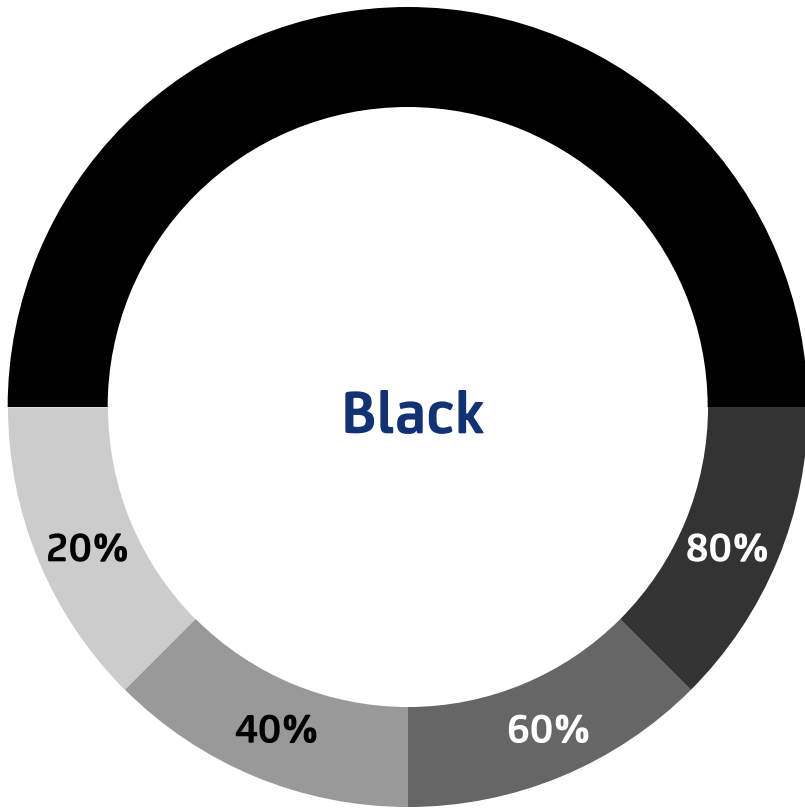
RGB 255 122 96 **HEX** #FF7A60
CMYK 0 61 76 0 bzw. 9 63 63 0 (Uncoated)
Pantone 2024U/2344C
Pantone 16-1349 TCX



RGB 188 228 250 **HEX** #BCE4FA
CMYK 25 0 0 0 **Pantone** 277U
Pantone 14-4317 TCX



RGB 18 50 116 **HEX** #123274
CMYK 100 80 0 30 **Pantone** 2758U
Pantone 19-3938 TCX



RGB 0 0 0 **HEX** #000000
CMYK 0 0 0 100 **Pantone** Black U

Color

Color balancing



When using colors, make sure that enough white space is used in the layouts and that the colors are used as a highlight.

Typography

FS Joey

FS JOEY Heavy	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.
FS JOEY Bold	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.
FS JOEY Medium	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.
FS JOEY Regular	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.
FS JOEY Light	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.

FS JOEY Heavy	<i>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.</i>
FS JOEY Bold	<i>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.</i>
FS JOEY Medium	<i>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.</i>
FS JOEY Regular	<i>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.</i>
FS JOEY Light	<i>Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pretium velit lacus pulvinar dui.</i>

Typography

Usage

FS Joey was developed for digital and print products

My attitude is best described
as positive & empowering

Headline

Copy

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra scelerisque facilisis morbi consequat. Mauris sed nisi, faucibus id. Dignissim vitae sed pulvinar sit pretium consectetur sed tincidunt. Lorem ipsum dolor sit amet.

Highlight or
Intro text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Viverra scelerisque facilisis morbi consequat. Mauris sed nisi, faucibus id.

List

1. Lorem ipsum dolor sit amet, consectetur adipiscing elit.
2. Viverra scelerisque facilisis morbi consequat. Mauris sed nisi, faucibus id.
3. Dignissim vitae sed pulvinar sit pretium consectetur sed tincidunt.

Dynamic,
and fresh.

”

Quote

*“Each piece of sports equipment
requires a short safety briefing.”*

Name Nachname

Spelling

We are the first generation
to Re>Close the loop.
Together.

Terms like **Re>Close**, **Re>Think** are always written with capital initial letters - even within a sentence. **Together** as a term is always emphasized.

Re>Think performance.
Together.

Re>Close the loop.
Together.

Headlines end with a dot. Use the font styles Light/**Medium** or Regular/**Bold**.

Don't

We are the first generation
to reclose the loop.
Together.

Do not use **gradients** behind texts. Make sure that **Re>Close/Re>Think** is spelled correctly and that there is enough **contrast** between the text and the background.



Do not use **text boxes**, neither semi-transparent nor flat.
Do not use **multiple colors** within a paragraph.

Visual Language
Visual Marker

Visual Language/Visual Marker

Better People - Outdoor



Belief in change. We ourselves, our brands, our consumers and our partners do. We integrate our positive employees.



Outdoor Images

Authentic people are shown in natural environment, relaxed and natural interaction and common activities. The focus is on the faces.

Image mood

An optimistic, natural mood and accessible landscapes make you want to be outside.

Bildsprache/Visual Marker

Better People - Indoor



Belief in change. We ourselves, our brands, our consumers and our partners do. We integrate our positive employees.



Indoor Images

The images show work with textiles and interaction in work groups. Professionalism and teamwork are conveyed here.

Image mood

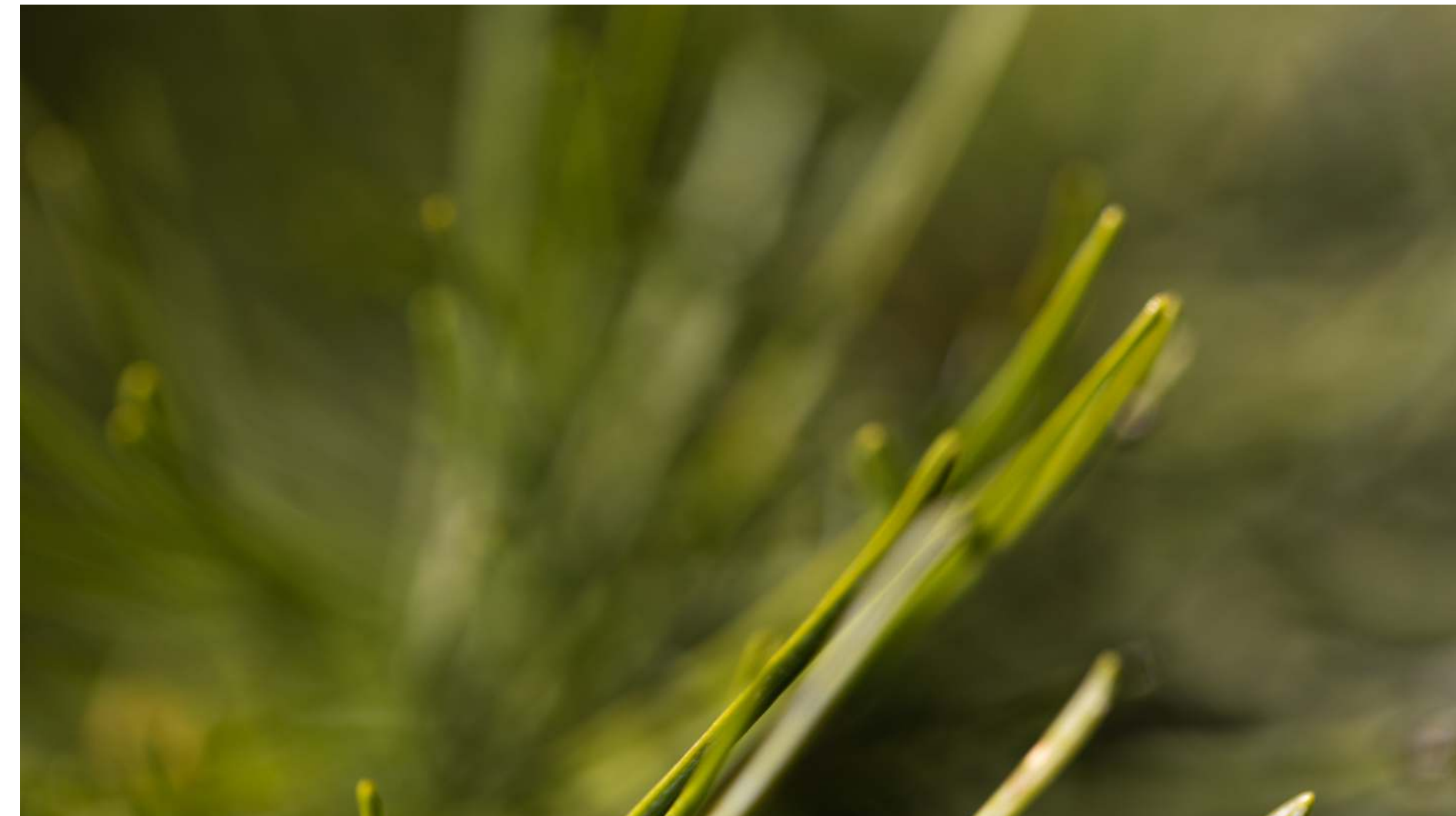
The image mood is technical with a light blue. Nevertheless, the image conveys openness and friendliness.

Bildsprache/Visual Marker

Better Planet



**We see the problem and take care of solutions.
We do it for our planet's beauty. We celebrate our
positive planet.**



Subjects

Nature shots without textiles and people cover the four elements: earth, water, fire and air.

Image mood

The mood is calm and emphasizes the character of each element with a clear focus.

Bildsprache/Visual Marker

Better Protection



Whatever comes, you are protected - so stay positive.
We highlight our positive protection.



Subjects

Close-ups focus on the properties of the material and the wearing comfort. Drops on the textiles show the function.

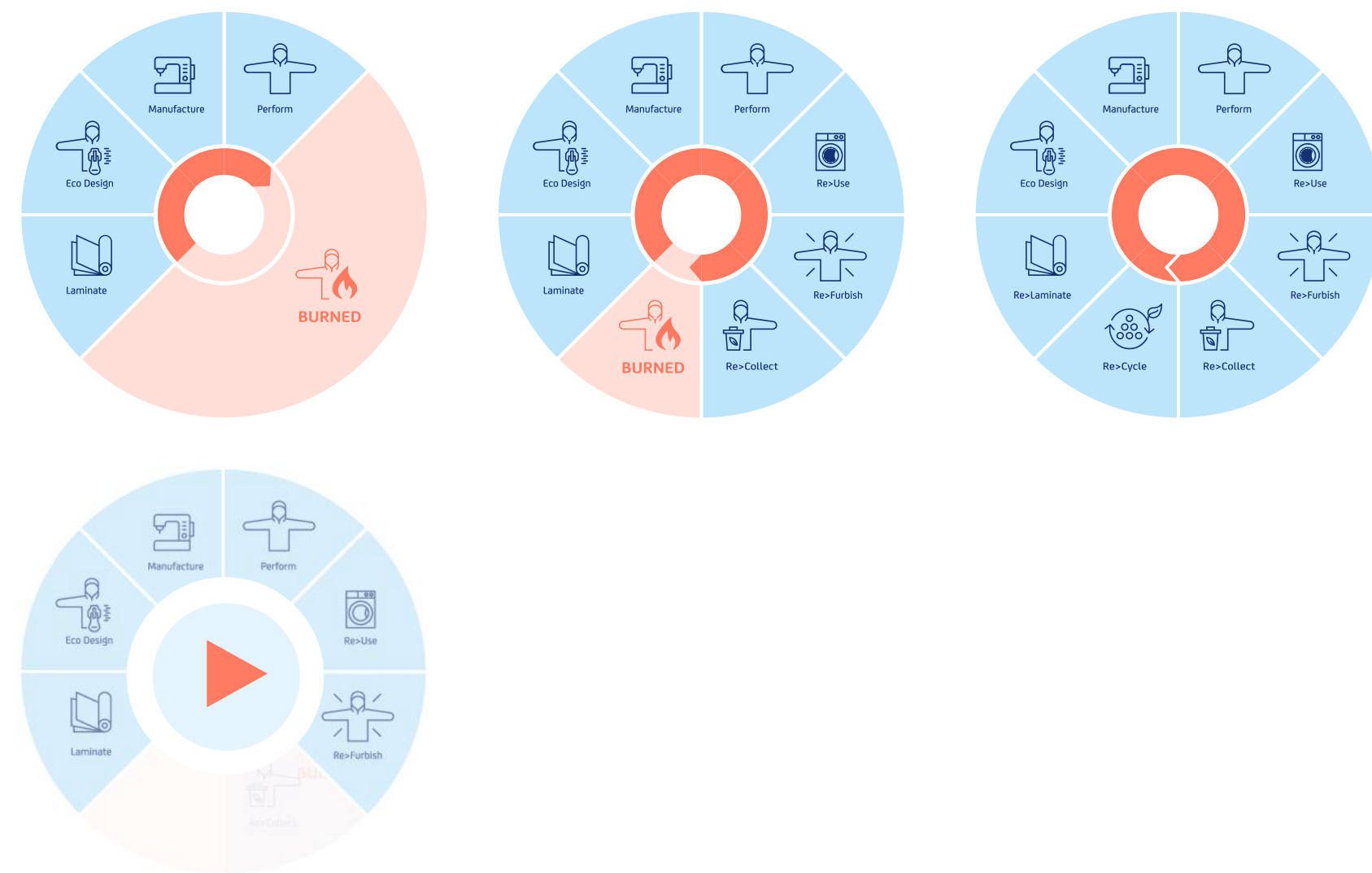
Image mood

Rain, snowfall and wind in a calm scenery show the protection and comfort of the clothing.

Illustration

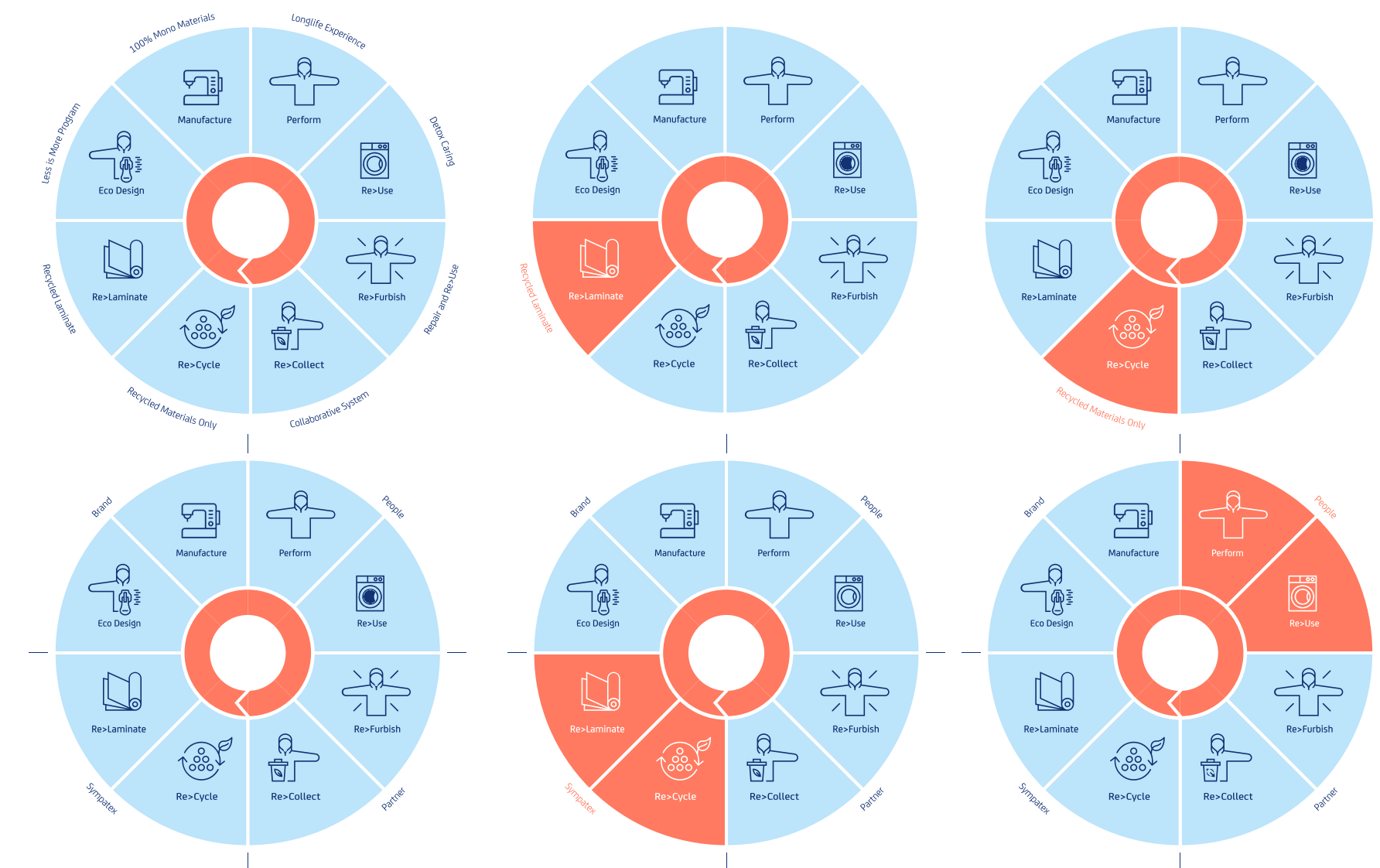
Illustration

Sympatex Loop



Closing the loop.

The three stages of the loop compare the circular economy with the conventional linear textile economy. This graphic representation can also be used animated.

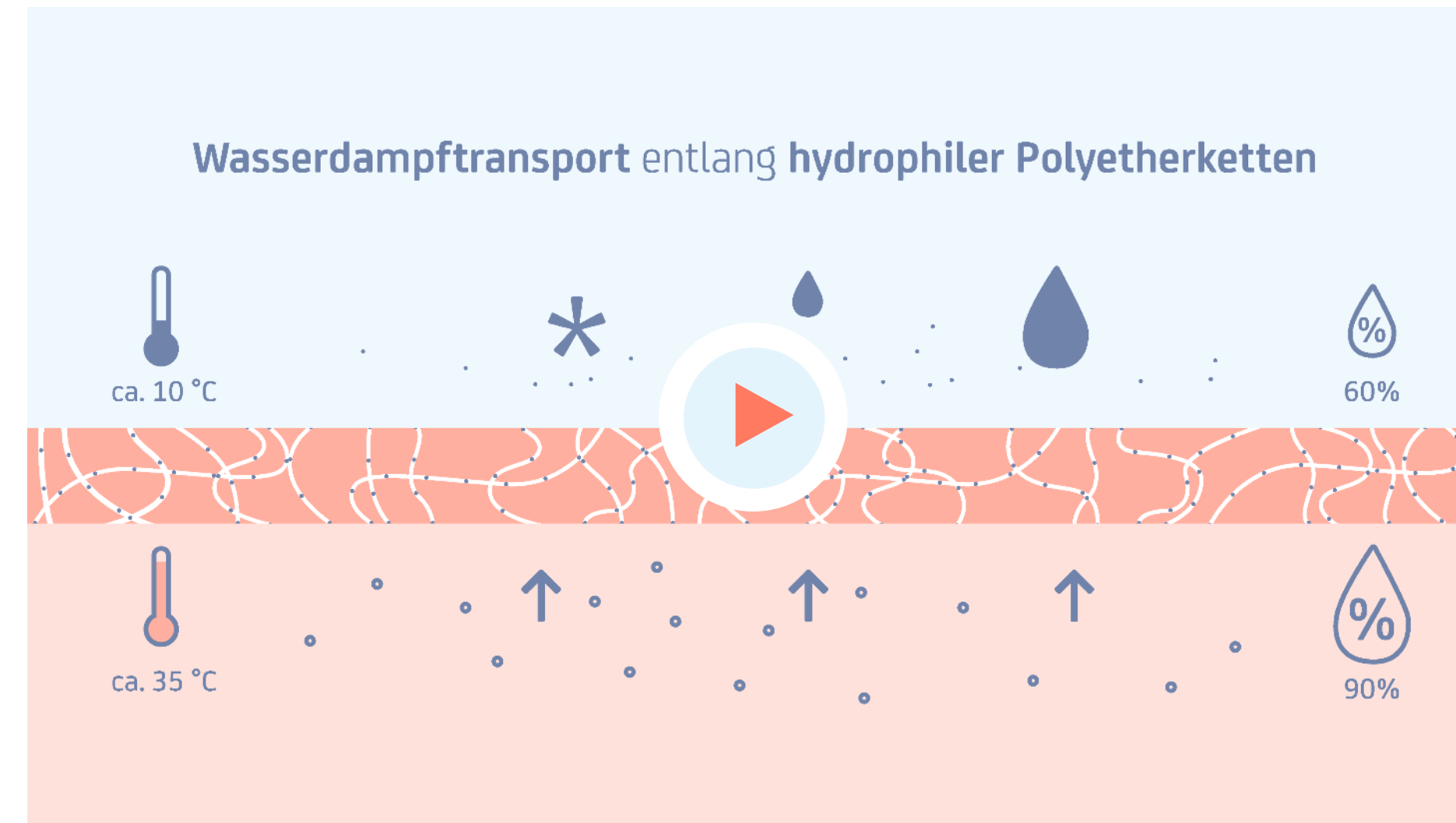
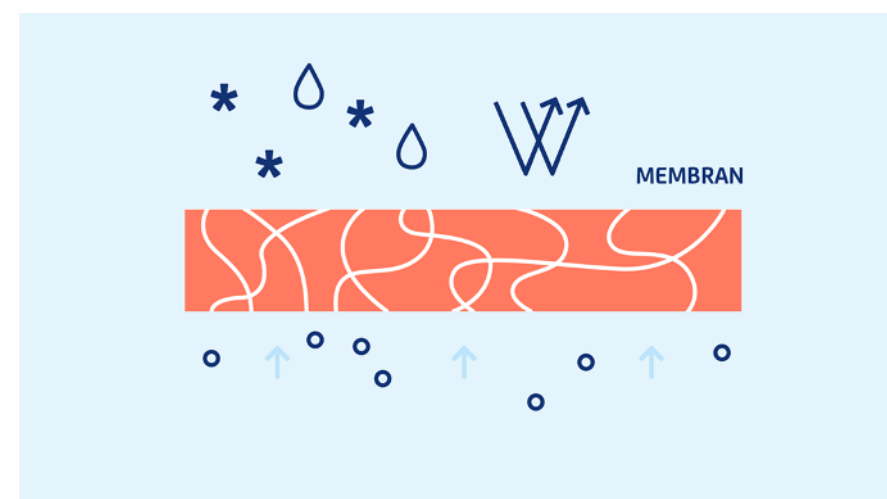
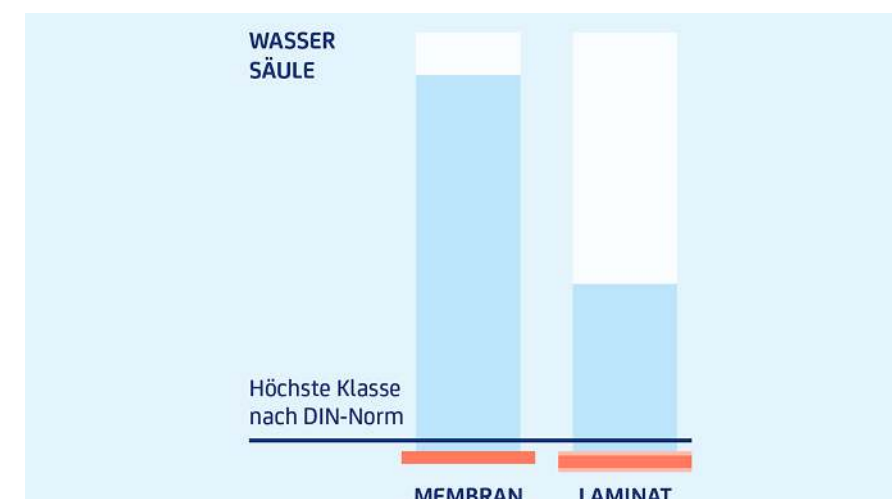
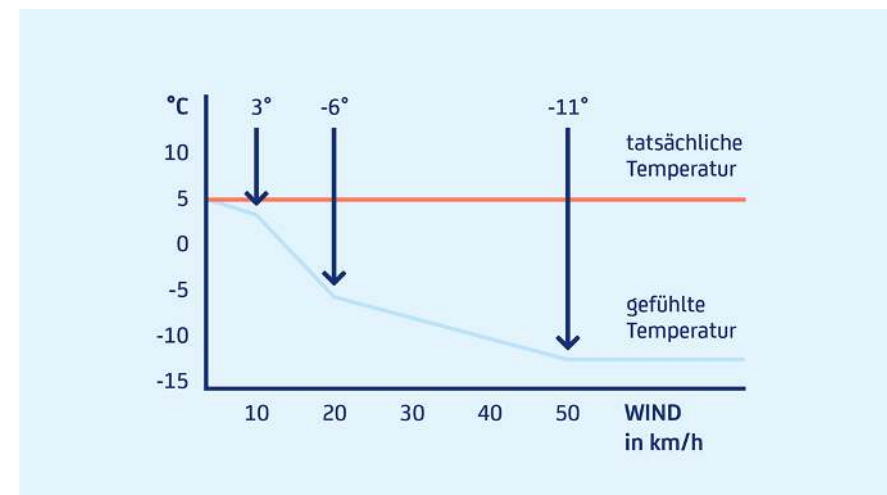
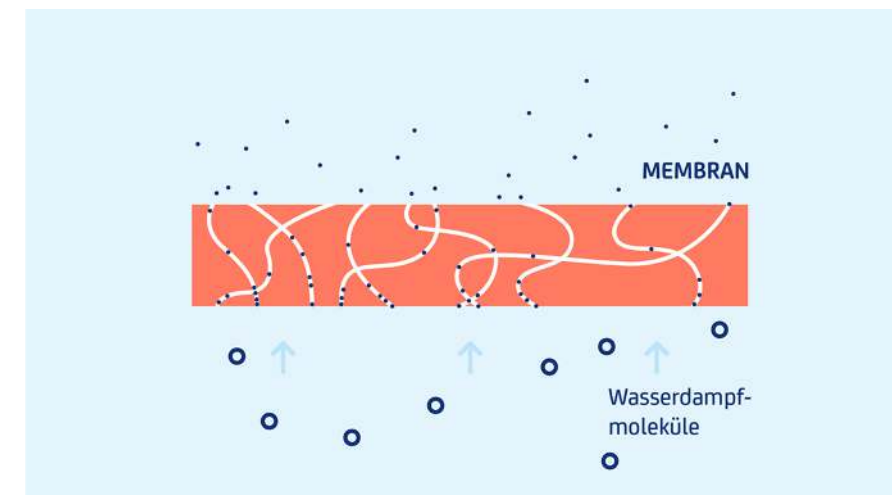


Partnerships

Within the loop, each individual eighth as well as each quarter can be highlighted with the corresponding content. Individual steps or partnerships can be highlighted in this way.

Illustration

Performance characteristics



Function of the membrane

The four performance properties - waterproof, breathable, windproof and durable - are illustrated and explained.

Dynamic climate regulation

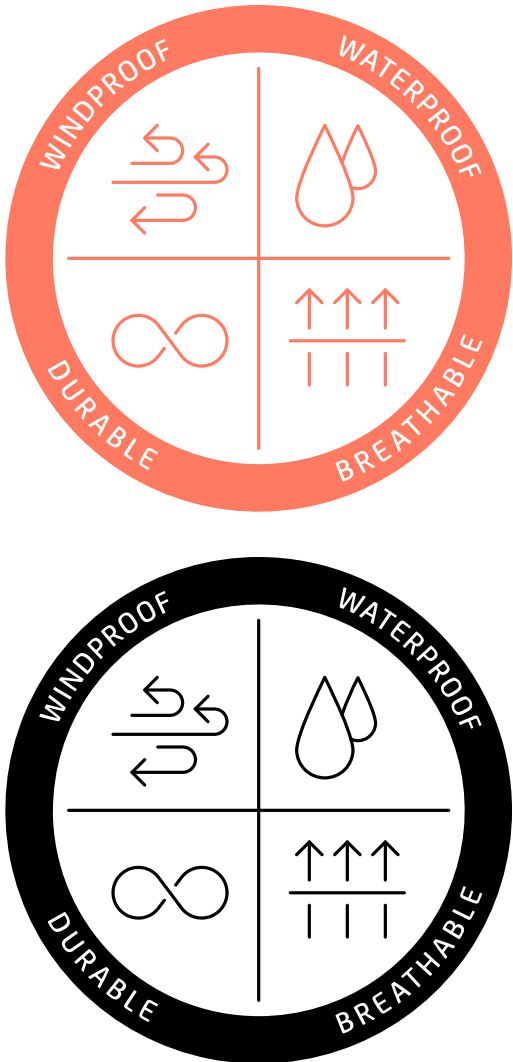
In addition to the static graphics, an animation explains the functional principle of the Sympatex membrane.

Illustration

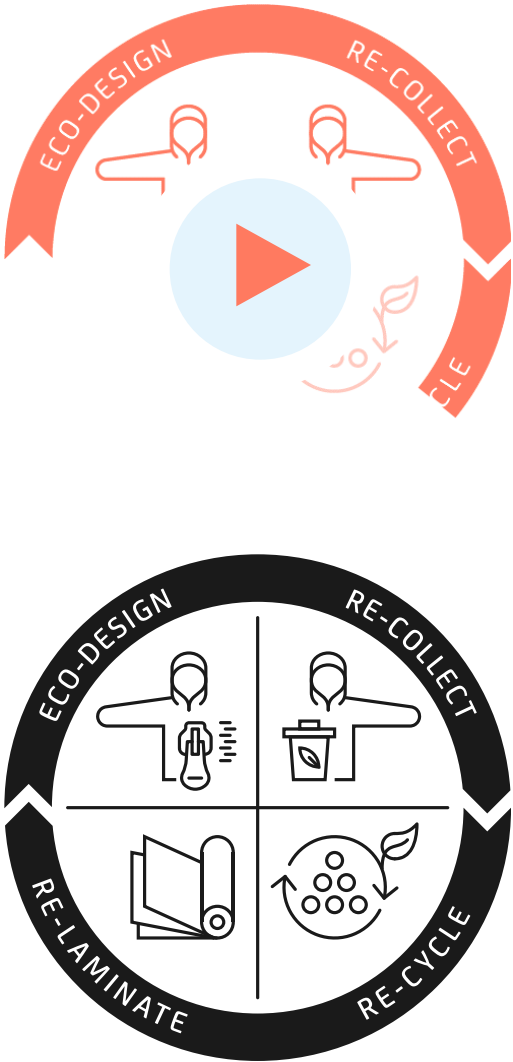
Brand Loops



Performance
The performance loop describes the four properties used to assess the performance of Sympatex membranes.



Ecology
The Ecology Loop represents a closed textile cycle and can be used statically as well as animated.

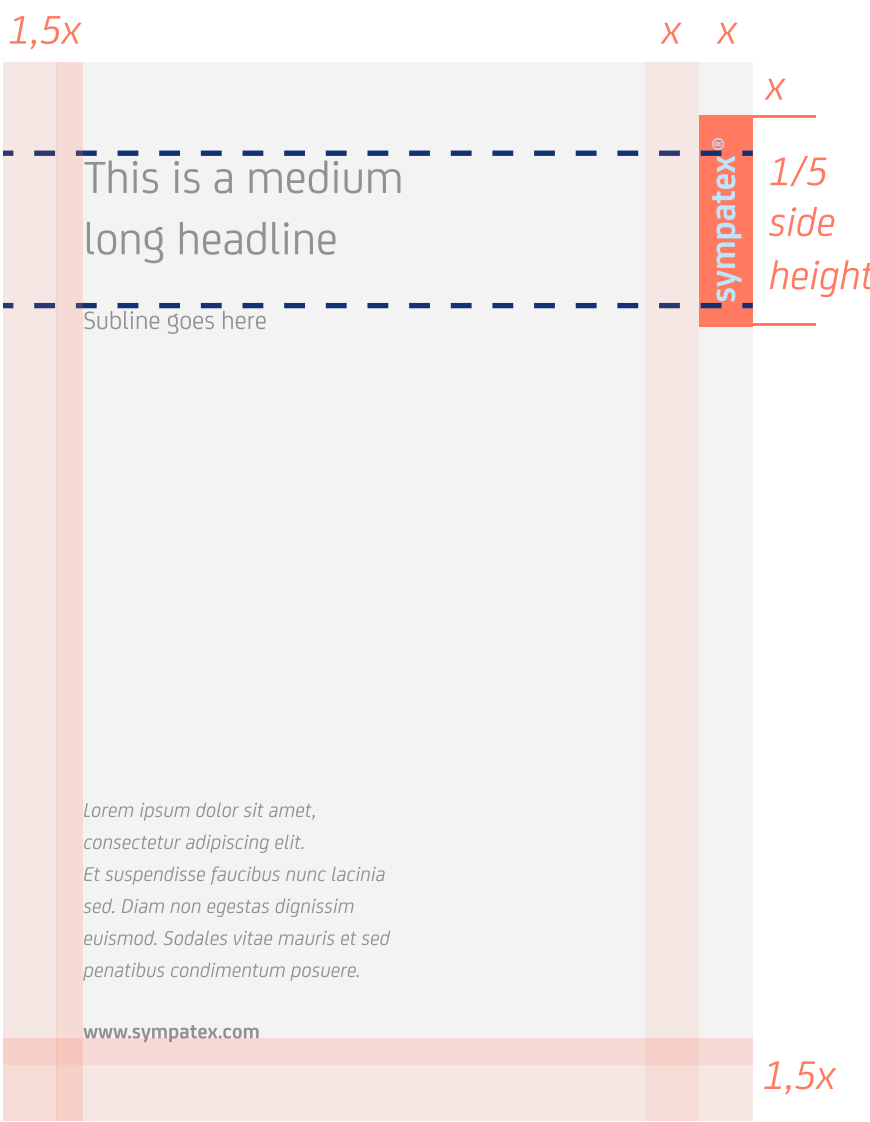


Color
The loops can be used in red orange, black or in 90% transparent white.

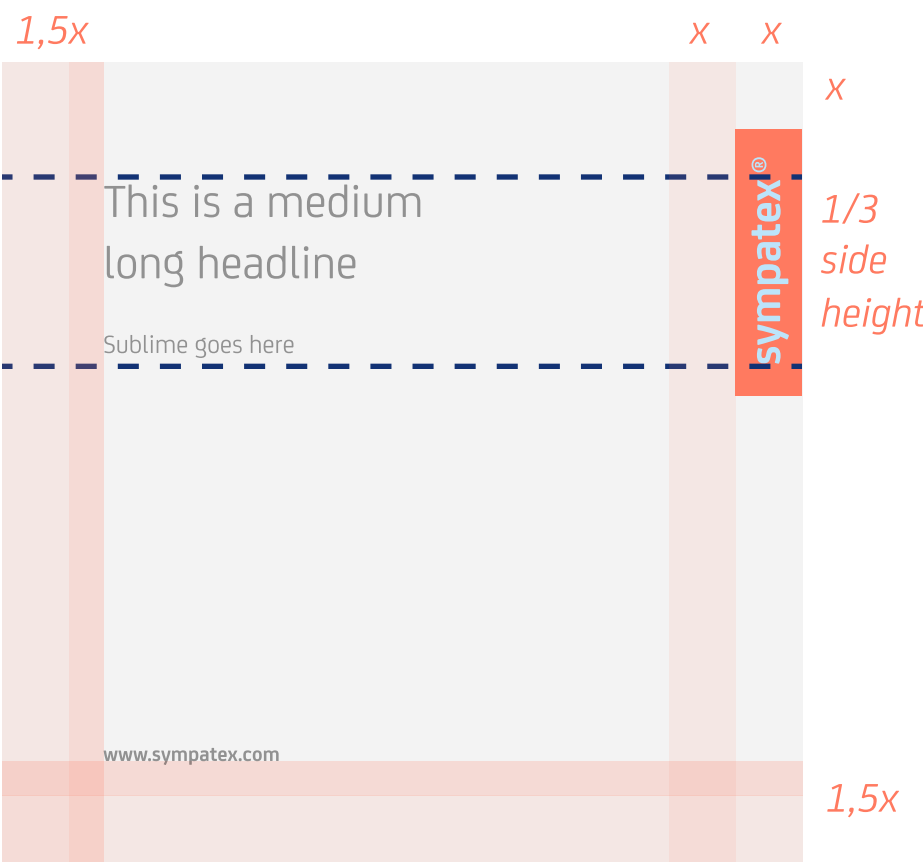
Layout

Layout

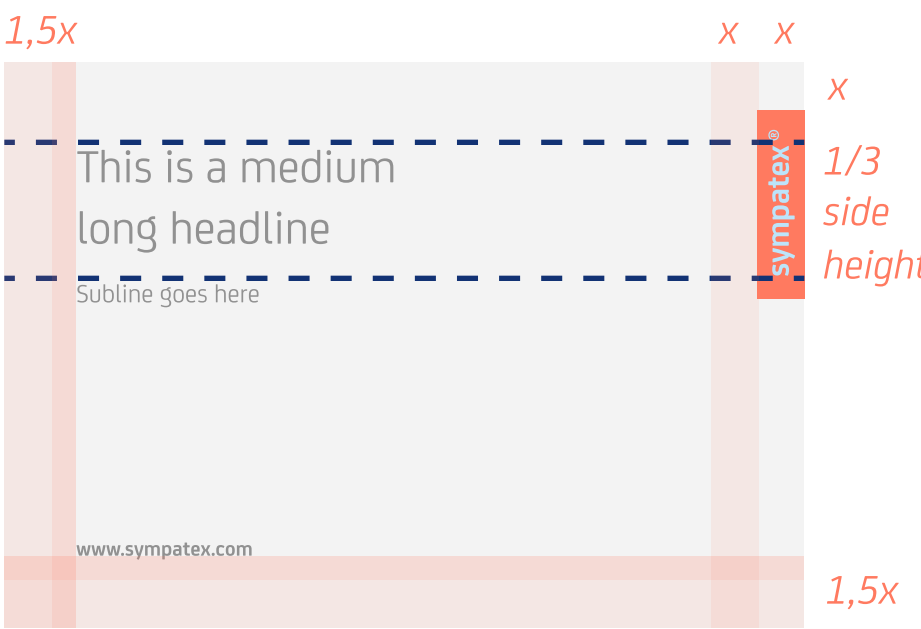
Cover/Banner/Posters



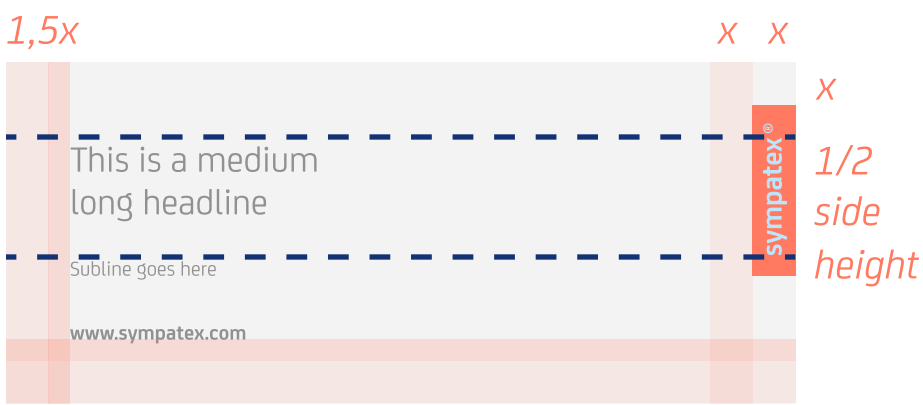
Portrait format
Sympatex label 1/5 of side height



Square
Sympatex label 1/5 of side height



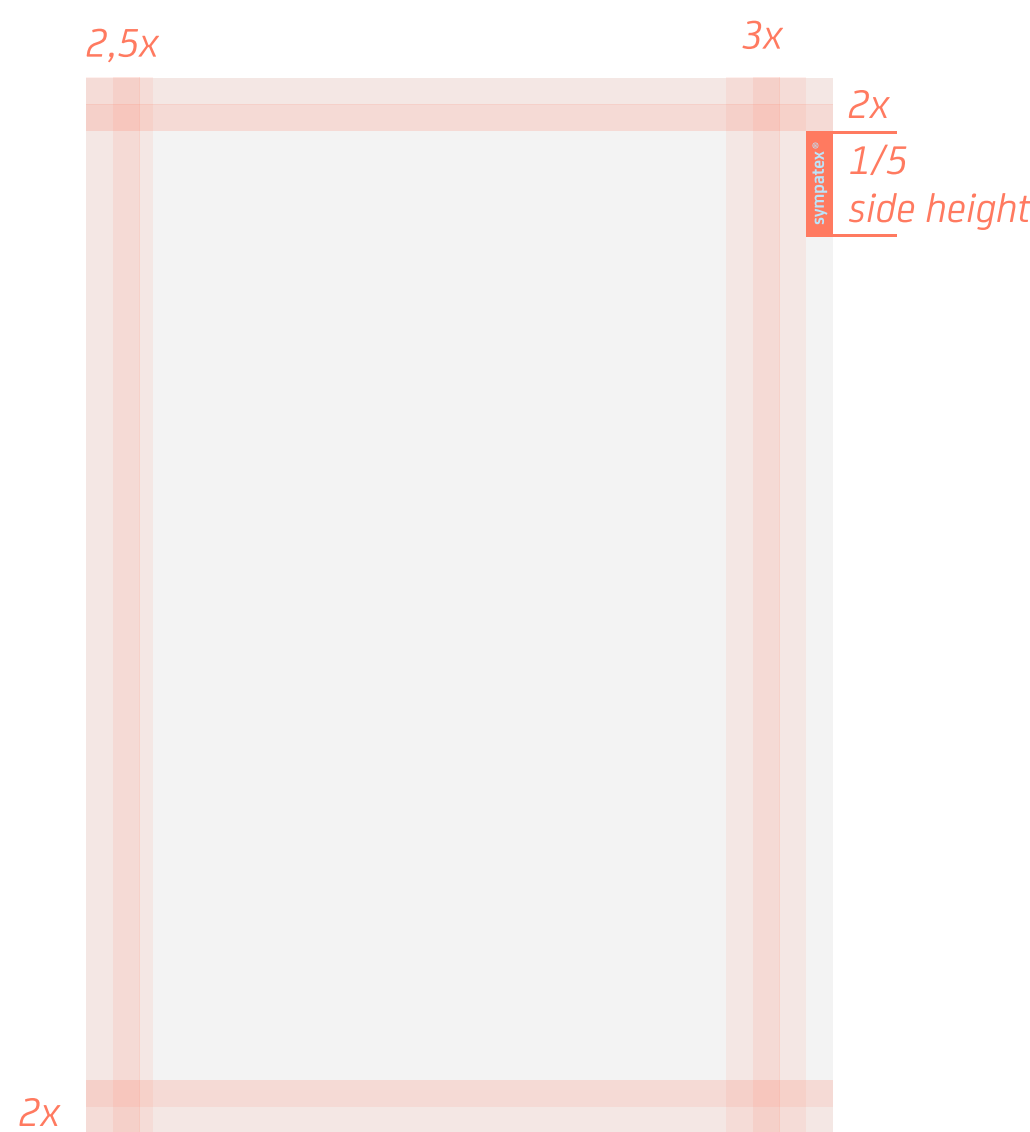
Landscape format
Sympatex label 1/5 of side height



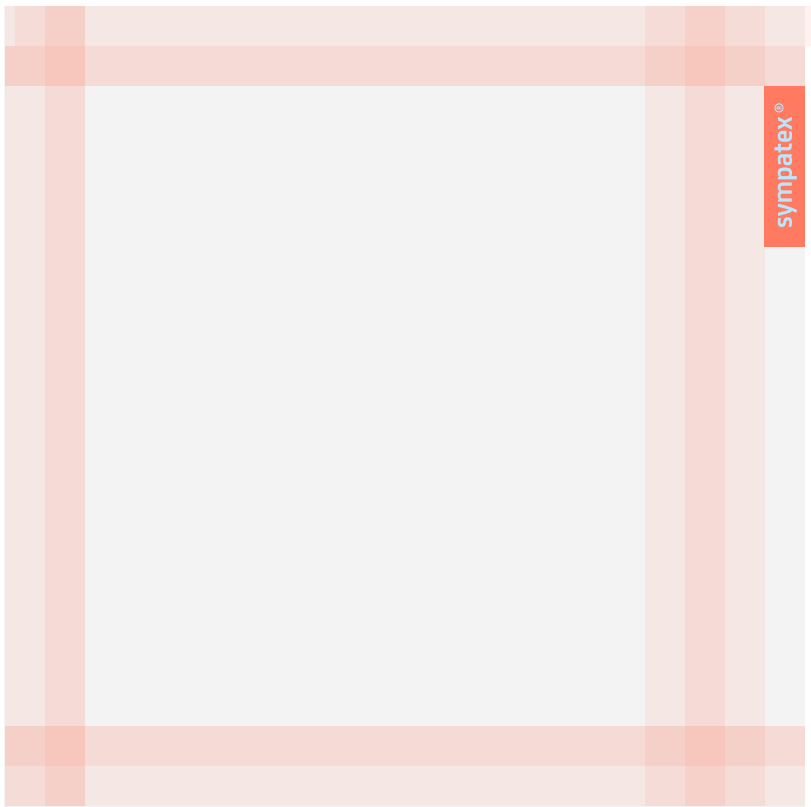
Extreme landscape formats
Sympatex label 1/5 of side height

Layout

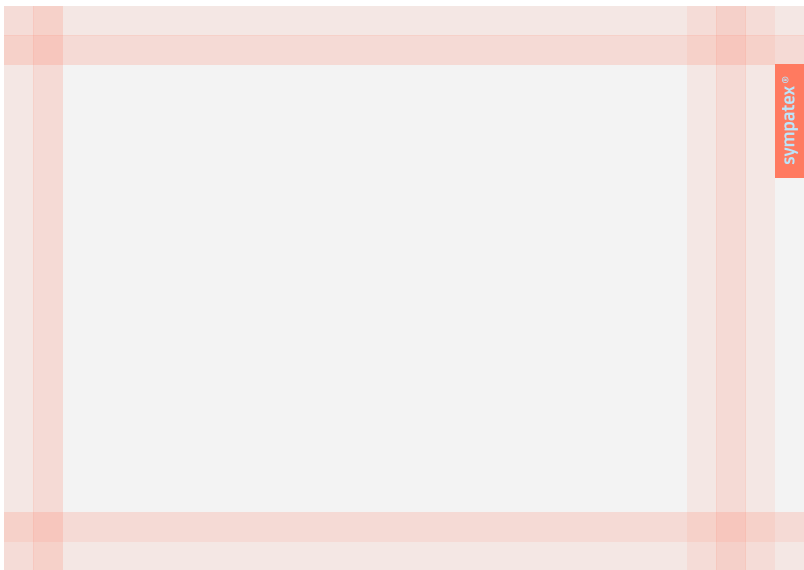
Stationery/Content



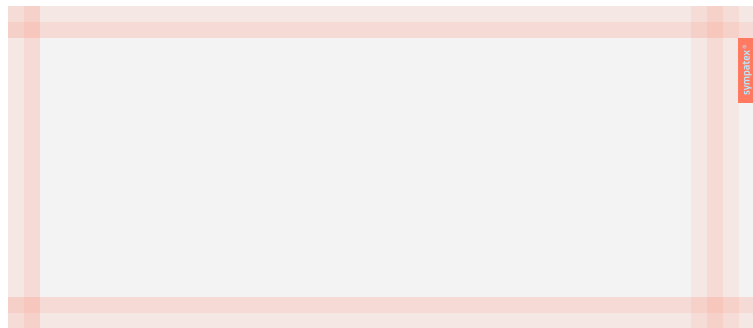
Portrait format ≤ A4
Sympatex label 4x1cm



Square ≤ A4
Sympatex label 1/5 of side height



Landscape format ≤ A4
Sympatex label 1/5 of side height



Extreme landscape formats
(e.g. compliment card)
Sympatex label 1/5 of side height

Layout

Splitscreen layout for ads



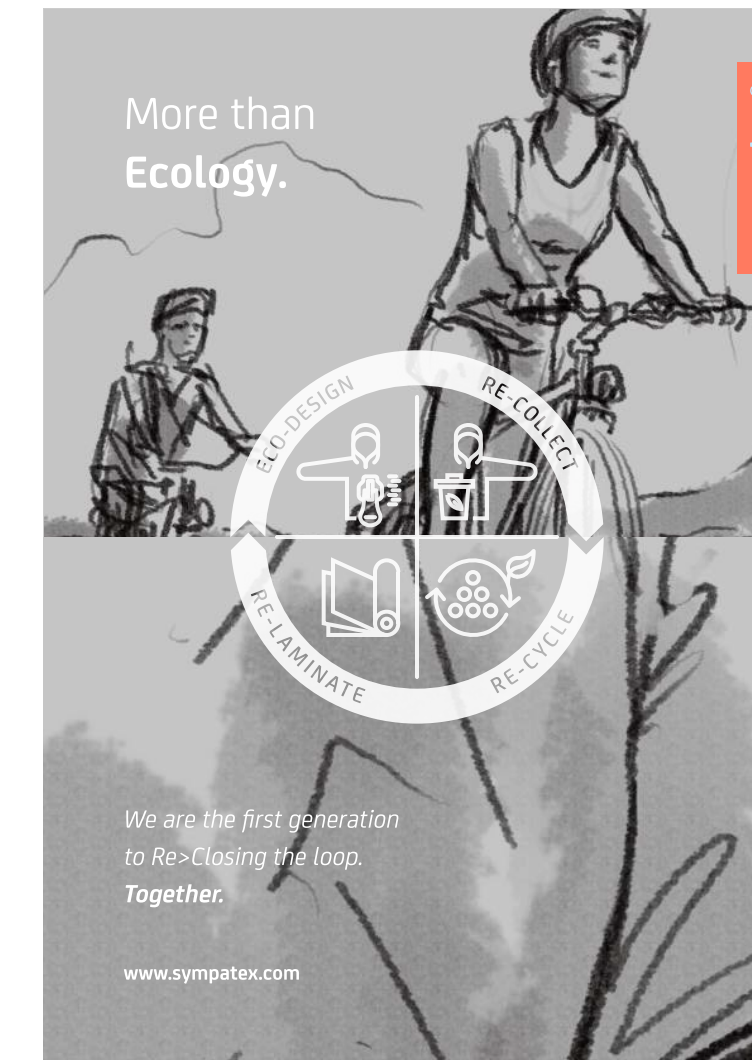
Ecology: People + Nature photos



Performance: People + Textile focus



Ecology



Performance

Image selection

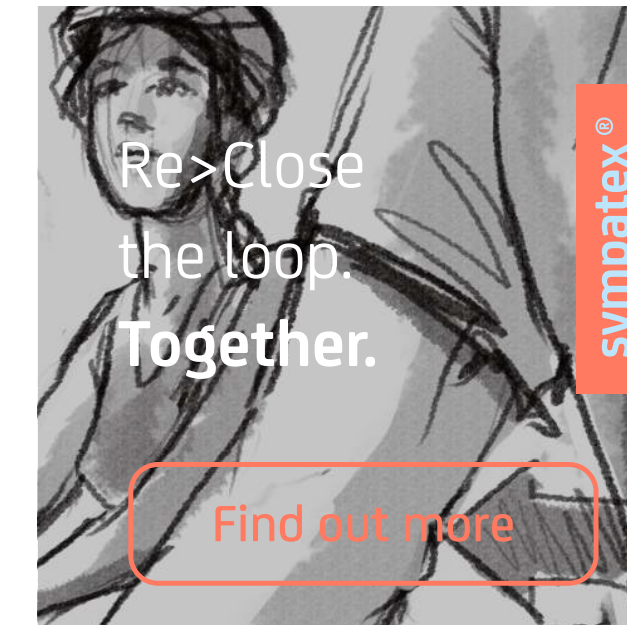
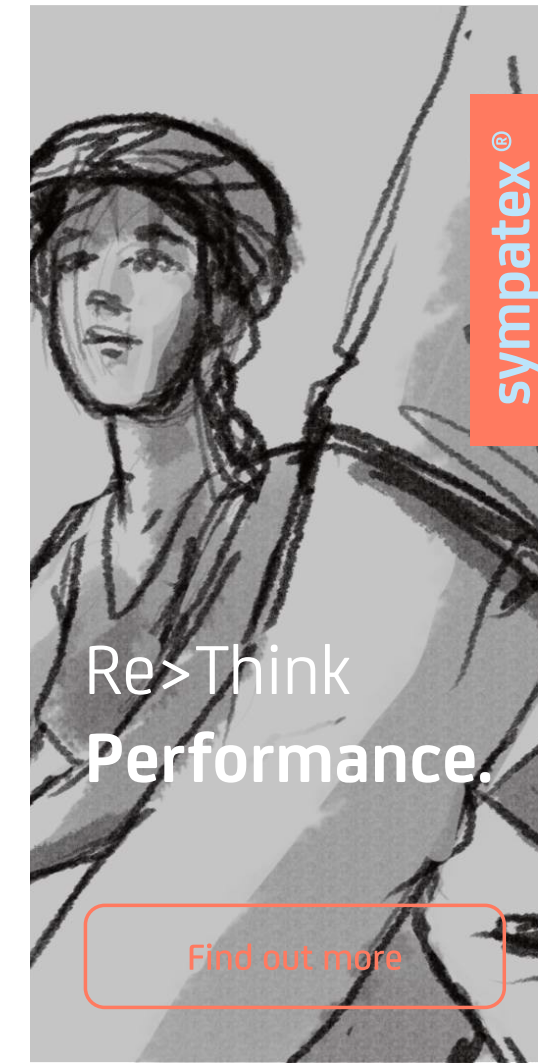
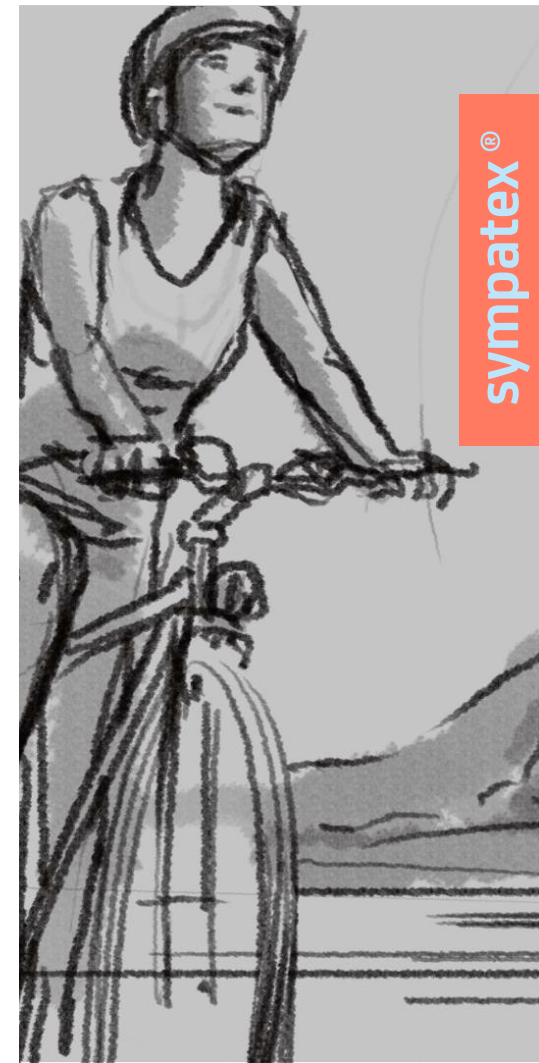
The focus of the ads is always the positive nature experience of people paired with shots with performance focus. Textile or nature shots can be used for the ads, depending on the message. The Sympatex **image pool** offers a good selection of images.

Message

In addition to texts, the message of the ad is communicated with the Ecology or Performance Loop in the center. In the template, the images/texts can be exchanged individually (see Joint Marketing Guide).

Layout

Digital banner



Label + Images election

Portrait format: Sympatex label 1/3 of page height, square and landscape format: 1/2 of page height

Extreme landscape format: Full page height.

Depending on the message (Ecology, Performance, Together), a different image is suitable.

The Sympatex image pool offers a selection of different images.

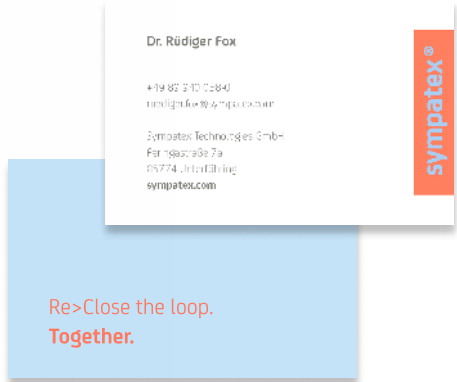
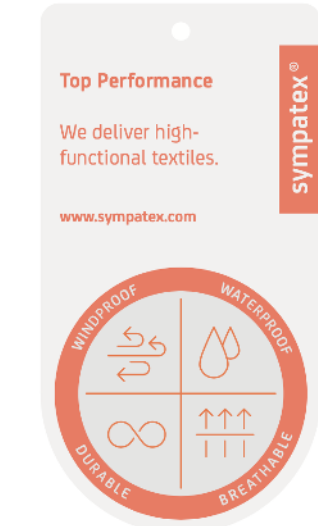
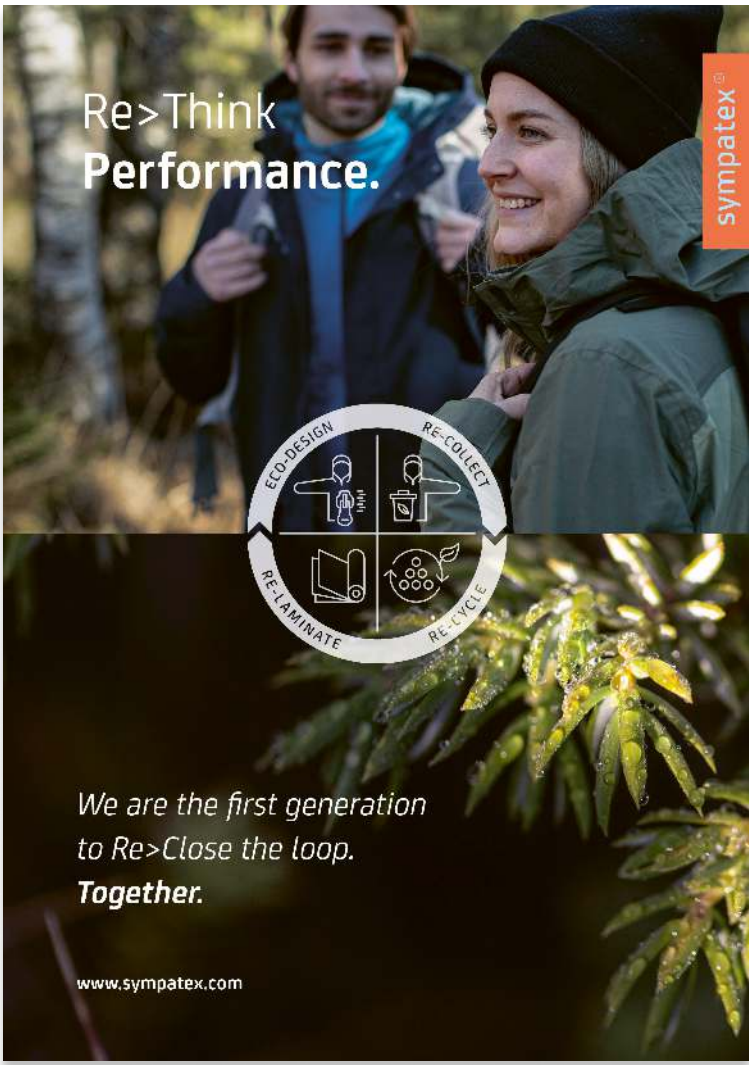
CTA

In addition to texts, a call-to-action is used. The user receives further information via a link.

Examples

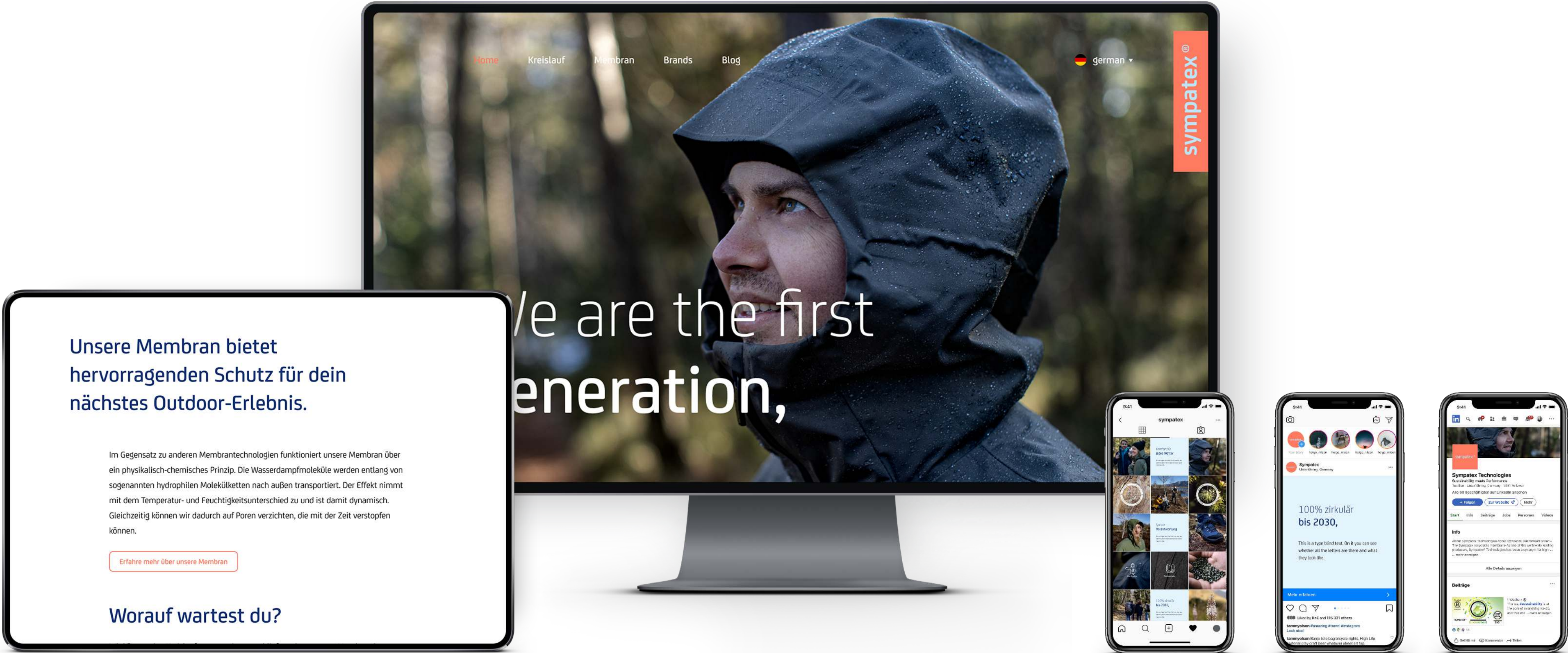
Layout examples

Print



Layout examples

Website & Social Media



Thank you.

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