



# BRAND GUIDELINES

Version 2.1 – December 2019

## LEGAL LINE FOR TRADEMARK USAGE



LYCRA® is a trademark of The LYCRA Company.

Trademark protection is an important part of brand management. The legal ownership line must always accompany the LYCRA® brand name in all communications – printed or digital/electronic materials. The ownership statement or legal line must run along one margin.

### LYCRA® fiber description:

LYCRA® fiber is a man-made elastane fiber. Never used alone, but always blended with other fibers. It has unique stretch and recovery properties. LYCRA® fiber adds comfort, fit, shape retention, durability and freedom of movement. This is achieved thanks to the unique properties of the fiber, which can be stretched up to seven times its initial length before springing back to the original position once tension is released.

Natural or man-made fibers can be mixed with LYCRA® fiber. Very small amounts of LYCRA® fiber can transform the performance of a fabric – the amount of LYCRA® fiber in a material can be as little as 2%. There are various ways of integrating LYCRA® fiber with other fibers to provide fabrics for all needs.

The use of the LYCRA® brand is allowed when garments and/or fabrics contain LYCRA® fiber that meets our standards for comfort, fit, shape retention and freedom of movement.

The use of the LYCRA® brand is free of charge if garments and/or fabrics containing LYCRA® fiber meets our quality standards.

For the use of the LYCRA® brand please request a LYCRA® brand trademark licensing and/or order LYCRA® brand hang-tags.

The LYCRA Company offers trademark guidelines for many of our commonly used trademarks. Please contact the Communications team with any questions.

## LYCRA® LOGO MASTER BRAND

The LYCRA® brand means to consumers the assurance for comfort and freedom of movement.



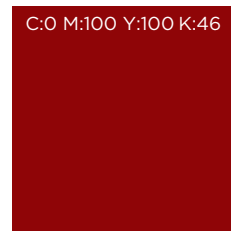
Preferred Logo

The color values identified in this document are for reference only. LYCRA® brand logos are trademarks of The LYCRA Company and may not be recreated.

Below are examples of approved logos. Never redraw the logo or modify its graphic elements or color. Always use approved original digital artwork available for download on our digital asset management site, Widen.



A. Gradient



B. Deep Red



Spot Color  
Pantone 2035c



Black and white logo



Reversed white logo to  
be used over dark  
images.

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The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.

## LYCRA® LOGO SIZE AND SHAPE

### Minimum Size



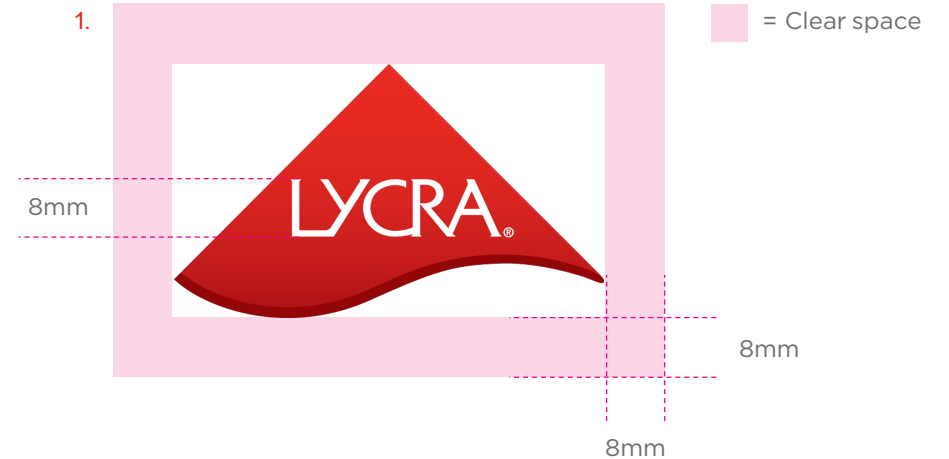
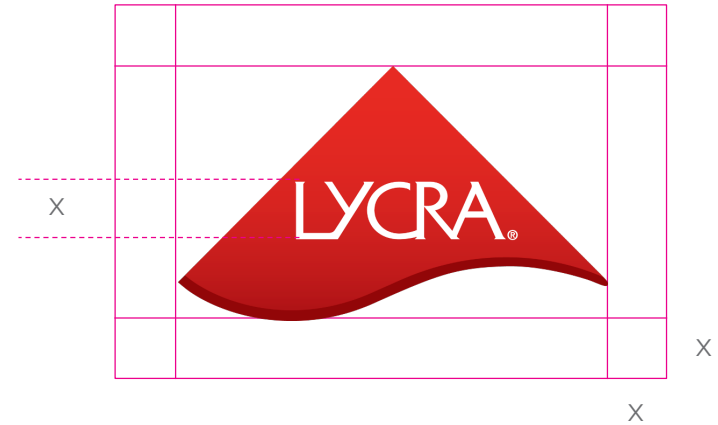
2 cm (0.79")

Any usage smaller than this must be evaluated and approved by The LYCRA Company Communications team.

### Minimum Clear Space

A minimum clear space ensures the integrity and clarity of the LYCRA® fiber logo, and is defined by the height of the LYCRA® wording (X). This value is then applied to all horizontal and vertical edges of the LYCRA® logo.

In the example (1.) the LYCRA® wording has a height of 8mm which becomes the minimum clear space around the LYCRA® logo.



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## LOGO USAGE

The logo may be placed on top of an appropriate image, readability permitting. The reverse logo should be used over dark images.

The LYCRA® fiber logo may be used in its flat, undistorted form. It may not be altered, manipulated or embellished.

The word-mark LYCRA® is to be used in block color only (white or black) and not transparent.

Revision



Imagery



Distortion



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## LOGO COLORS

Colors fit into two categories: the primary color and supporting color palettes. LYCRA® brand color is produced using single color Pantone 2035c or 4 color process.

### Primary color palette

The LYCRA® brand official color is red Pantone® 2035c. It is the only color that is used over a large surface area e.g. swing tickets, graphic panels.

### Supporting color palette

The colors from the supporting color palette are all muted colors that are used with more restraint than the primary color palette.

### Primary color palette

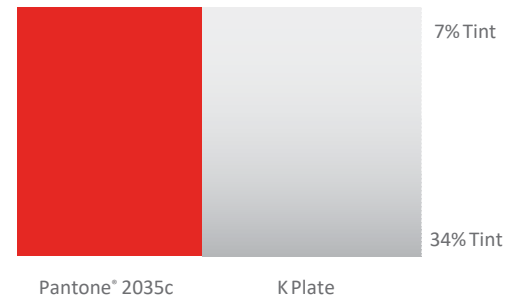
LYCRA® brand red  
(PMS\*)



LYCRA® brand red  
process color



### Flat color 2 plates



### Supporting color palette



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## TRADEMARK USAGE RULES



The trademarks of The LYCRA Company are assets that create significant value for our company as well as our customers. The goodwill that is generated from the performance of our products supports the integrity of our trademarks. Please help us protect the integrity of our trademarks by following these simple rules:

### 1. Always Indicate Trademark Status

Each appearance of a trademarked name must appear with the correct symbol.

Registered trademarks use ®

Trademarks under application use ™

Both should appear in superscript font.

### 2. Always Use the Correct Generic

The generic term immediately follows the trademark and defines the type of product or service that is trademarked (e.g. LYCRA® fiber). Generic terms should appear in lower case font. Acceptable terms include “fiber,” “brand,” and “technology”. Consult [connect.lycra.com](http://connect.lycra.com) to see which generic term is appropriate for each product.

### 3. Proper Use

Trademarks function as an adjective that describe the accompanying generic term.

Trademarks are not nouns, verbs or adverbs and should never be used in that manner.

### 4. Improper Use

Never use a trademark in a possessive or plural form, and never hyphenate or split it, even at the end of a line.

### 5. Always Show Ownership

The ownership line must accompany the LYCRA® brand name in all communications, whether it’s printed or digital/electronic materials [e.g. LYCRA® is a trademark of The LYCRA Company]. The ownership statement or legal line can be small and indiscreet, but it must run along one margin.

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## CONTACT

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