

BRAND GUIDELINES

COMPLETE GUIDE TO USING THE BRAND OF MICROBAN INTERNATIONAL
FOR INGREDIENT BRAND CREATIVE EXECUTIONS
VERSION 02 - 01/2022



OBJECTIVE ADVERTISING MARKETING IDENTITY PRODUCT

These guidelines represent the Microban brand to date. They are intended to provide direction for the use of the logo, brand colors and brand fonts, and to provide guidance for ingredient brand executions. These guidelines will be updated as new elements and brand touch points are created.

PLEASE NOTE:

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BRAND STORY & FRAMEWORK



REDEFINING CLEAN WITH PROTECTION THAT LIVES ON™

At Microban International, our purpose is to redefine clean for products and surfaces. Our use of science and innovation has led us to develop the most diverse, best-in-class portfolio of antimicrobial, odor control, and continuously active surface disinfection and sanitization technologies in the world. We are honored to have over a thousand partnerships with leading brands and manufacturers worldwide to protect many thousands of products in the consumer, building products, textiles, commercial, and healthcare sectors.

Under our premium brand and trustmark, Microban®, and with hundreds of leading partners across the globe, we provide PROTECTION THAT LIVES ON™ with incorporated antimicrobial and odor control solutions and continuously active disinfectants and sanitizers.



TAGLINE

PROTECTION THAT LIVES ON™



BRAND BELIEF

We believe a true clean is possible



BRAND PROMISE

We promise to re-imagine clean with PROTECTION THAT LIVES ON™



DIFFERENTIATION

We can deliver results that live on, because we...

Combine science with creative approaches to ***develop inventive solutions***

Design and implement engineered technology that ***protects products from the inside out***

Offer proactive systems that ***combat problems*** before they start

Multidimensional – antimicrobial, odor control and ***smart surface solutions***



BRAND ASSETS





► **STEP 1**

Partner receives access to Microban assets

► **STEP 2**

Partner produces artwork for packaging/
web page/promotional materials etc.

► **STEP 3**

Partner sends proof of artwork for approval by
the Microban marketing team

► **STEP 4**

Artwork is assessed by the Microban marketing
team within 3-5 business days of receiving proof

► **STEP 5**

Microban marketing team approve the correct usage of
the brand/or return proof with suggested amendments



2.5 in / 64mm

The primary logo consists of three parts: the wordmark, the tagline and the shield. The wordmark and the tagline are PMS 2747 or CMYK (refer to page 18). The shield is a combination of PMS 2747 and CMYK or CMYK only.

Each of the elements and their relationship to each other have been carefully designed and considered. This relationship is fixed and must never be altered.

To ensure legibility, the size of the logo should not be any smaller than 2.5 inches (64 mm) wide. When applying the logo at smaller sizes, use the minimum size lock-up to ensure the registered trademark symbol is visible.



1.75 in / 44mm



1.75 in / 44mm

When using the Microban logo small or for challenging production methods (i.e. embroidering), the registered symbol legibility may become compromised. In these circumstances, the above version with an enlarged registered trademark symbol may be used.

An alternate logo without the tagline is also available for use. It consists of two parts: the wordmark and the shield. The wordmark is PMS 2747 or CMYK (refer to color palette on p18). The shield is a combination of PMS 2747 and CMYK or CMYK only.

Each of the elements and their relationship to each other have been carefully designed and considered. This relationship is fixed and must never be altered.

To ensure legibility, the size of the logo should not be smaller than 1.75 inches (44 mm) wide. When applying the logo at smaller sizes, use the minimum size lock-up to ensure the registered trademark symbol is visible.

FULL COLOR - CHINESE VERSION



A translated version of the Microban trademark is available in Chinese for use in the Asia market. Single color versions of this logo in black, white, grey and PMS 2747 (and CMYK Blue).

SINGLE COLOR - BLUE ONLY



SINGLE COLOR - WHITE ONLY



When full color cannot be used, single color variations are available. Variations include Blue, White, Black and 60% Black.

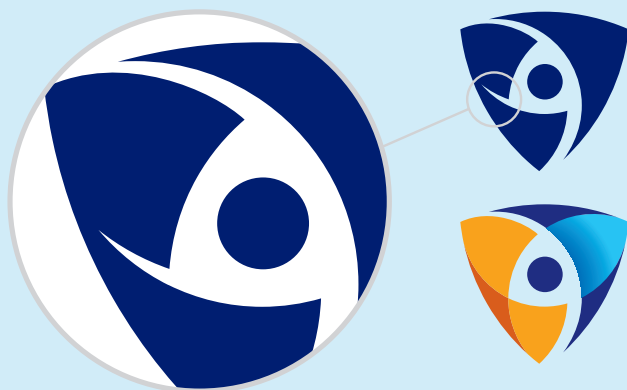
It is important to utilize the actual single color logo file versus simply changing the color of the full color logo as there are significant differences in the shield execution (see Tip on page 13). Each of the elements and their relationship to each other have been carefully designed and considered. This relationship is fixed and must never be altered.

To ensure legibility, the size of the logo should not be any smaller than 2.5 inches (64 mm) wide. When applying the logo at smaller sizes, use the minimum size lock-up to ensure the registered trademark symbol is visible.

SINGLE COLOR - BLACK ONLY



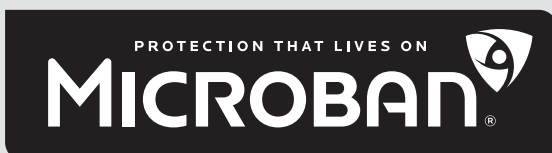
SINGLE COLOR - 60% BLACK ONLY



TOP TIP:

Notice the difference. An easy way to make sure you have the correct version of a single color logo is the cut out detail in the shield. This detail does not appear in the full color version of the logo.

FRAMED WITH TAGLINE



FRAMED WITHOUT TAGLINE



Framed version of the primary logo may be used in place of the full color or single color logo when placed over complex backgrounds.

Each of the elements and their relationship to each other have been carefully designed and considered. This relationship is fixed and must never be altered.

To ensure legibility, the size of the logo should not be smaller than 3 inches (76 mm) wide. When applying the logo at smaller sizes, use the minimum size lock-up to ensure the registered trademark symbol is visible.

This version of the mark should only be used when strictly necessary. It is not the preferred version. No other containment device should be used.

PROTECTED WITH
MICROBAN®



PROTECTED BY
MICROBAN®



PARTNERED WITH
MICROBAN®



POWERED BY
MICROBAN®



MICROBAN®
ANTIMICROBIAL TECHNOLOGY



TREATED WITH
MICROBAN®



Additional descriptive taglines are available for use with the Microban brandmark. These taglines strengthen the association of the ingredient brand with the partner brand and product. All tagline executions should be managed and executed by the Microban marketing team to ensure proper font usage and alignment. These logos are available in full color, single color (as illustrated p12-13) and framed versions.

TOP TIP:

The preferred usage for the alternative tagline logos is with the wording left aligned (lined up with the 'M' of Microban, shown above). This is to give the shield sufficient clearance and space. However, if your design better suits a centered version then all examples of this are available in full color, single color and framed versions.

PROTECTED BY
MICROBAN®



Logo on angle



Logo stretched



Logo on flipped vertically or horizontally



Logo compressed



Logo with white text and color shield



Logo over busy background



Logo without shield



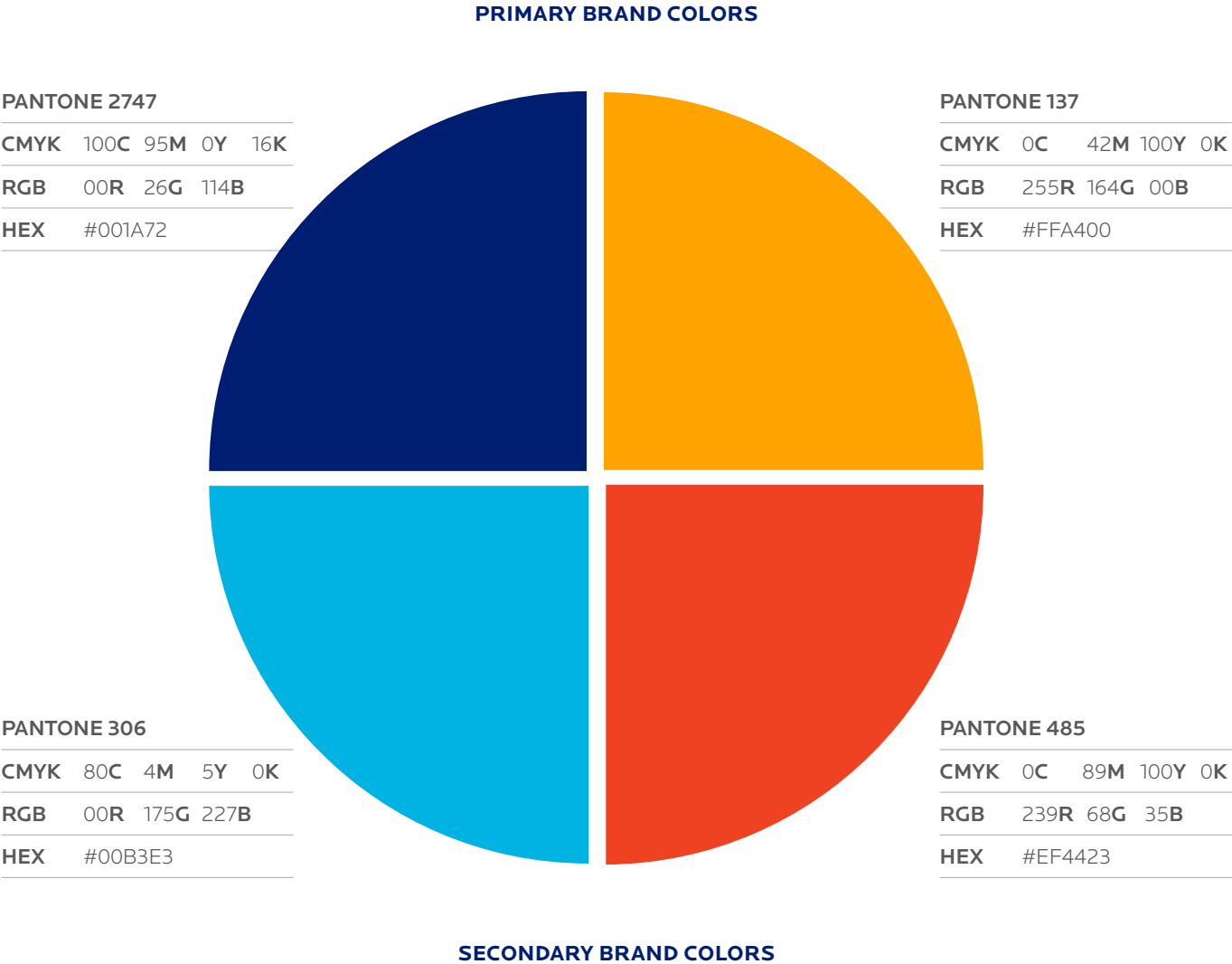
Logo made up of unauthorized colors





A protective margin or safety zone equal to the height of the capital R in "Microban" should surround all sides of the brandmark when positioning accompanying text or graphics.

This will ensure that the brand mark is legible and impactful. This brand mark does not require a containment device. Clear space will ensure that the integrity of the mark is protected.



The color palette is bold and dynamic and helps set the brand apart from the competition. Each color should be used as a solid color and never used as a gradient or tint.

PRIMARY FONT FAMILY - LOCATOR

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 123456789 !@£\$%^&*()

Locator Light - Preferred for body copy {size: 9pt - leading: 12pt - kerning: -10}

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz 123456789 !@£\$%^&*()**

Locator Black - - Preferred for headlines

**Other weights of Locator font are available and free to use according to guidelines.*

The primary font for all branded materials is Locator. It is available for print platforms. Locator should be used for all professionally printed materials.

The secondary font for all branded materials is Trade Gothic Condensed. It is available for print platforms.

When Locator is not available, Calibri may be used as a viable alternative for documents created in Outlook, Word, PowerPoint and web platforms.

For **Locator** downloading and licensing information, visit www.processtypefoundry.com

For **Trade Gothic Condensed** downloading and licensing information, visit www.myfonts.com

For **Calibri** downloading and licensing information, visit www.fonts.com

SECONDARY FONT - TRADE GOTHIC CONDENSED

The quick brown fox jumps over the lazy dog

Trade Gothic Condensed

DIGITAL DOCUMENTS & WEB FONT - CALIBRI

The quick brown fox jumps over the lazy dog

Calibri



The Microban protected badge can be used by all licensed brand partners to display that their product is protected with Microban technology. This badge execution leverages the equity of the Microban shield and communicates product protection of our built-in technologies.

The Microban protected badge is available in full color, two color and single color versions to accommodate a wider range of partner needs.

TOP TIP:

The shield in the center of the protected badge is not permitted to be used as a standalone element (illustrated here). It must always be displayed with the surrounding outer circle.



AB+OC - ANTIMICROBIAL AND ODOR CONTROL

Full Color Version



AB - ANTIBACTERIAL VERSION*

Single Color Version (Black only)



*Use of Antibacterial Version is not approved for use on materials distributed in North America.



AM - TREATED VERSION

Single Color Version (Blue only)



AM - ANTIMICROBIAL VERSION

Single Color Version (Black only)



MINIMUM SIZE REQUIREMENTS

The Microban protected seal can be used by all licensed brand partners to display that their product is protected with Microban technology. There are variations of the seal to account for a plethora of applications. Any required alternatives to the ones shown must be reviewed and approved by the Microban marketing team.

PARTNER CUSTOMIZATION

The Microban protected seal is available in full color, two color and single color versions to accommodate a wider range of partner needs. All badge executions must be reviewed and approved by the Microban marketing team to ensure proper font usage and communication points.





Microban®

When Microban is referred to in written text there should be a registered symbol (®) used after the first mention of the brand. This applies in all applications including websites, press releases, packaging and other marketing collateral.



PROTECTION THAT LIVES ON™

The tagline "PROTECTION THAT LIVES ON" is a registered trademark and should always display the accompanying superscript TM symbol.

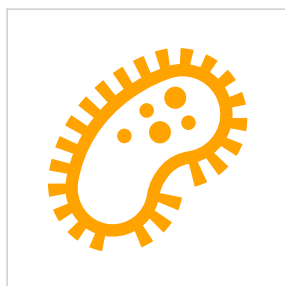


Microban® is a registered trademark of Microban Products Company.

The above trademark disclaimer should be present on all product packaging that uses the Microban mark.



CREATIVE DIRECTION



Bacteria



Food Contact



Works 24/7



Clean



Odor



**EPA Registered
& BPR Notified**

Iconography is a simple and effective use of communication, especially when trying to communicate a complex narrative. The icons shown are a guide only and are not exclusive to the subject matter. The final usage is at the discretion of the designer and should be sent to a member of the Microban marketing team for final approval.

GOOD EXAMPLES

Microban has a library of images taken specifically for/by Microban, these are available at request. Stock photography or the commission of your own photography is permissible, but should be positive, motivational, clean in appearance and reflect the peace of mind that comes with cleaner products. Avoid overly complicated or busy images. Keep imagery positive in tone, making sure any people who appear in the imagery are happy and approachable.

Examples shown here represent a laboratory environment which is a Microban owned image. Healthcare example should be clean and unfussy. This image has space that allows for easy overlay of body copy or header text.

All use of imagery should be pre-approved by a member of the Microban marketing team before going into publication. This applies to all formats - print, web and social.



BAD EXAMPLES

Avoid overly complicated or busy images. If people appear in chosen photography, avoid anything that could suggest a relation to a person's health. If you use a sick person this could be interpreted as Microban technology having health benefits which is not permissible.

Never use imagery that could be deemed offensive or controversial. Imagery that promotes fear or conjures upsetting emotions should also be avoided.

All use of imagery should be pre-approved by a member of the Microban marketing team before going into publication. This applies to all formats - print, web and social.



PRE- APPROVAL



**PRE-APPROVAL IS REQUIRED BY MICROBAN PRIOR TO
PUBLICATION OF ALL PARTNERSHIP MARKETING MATERIALS.**

The claims you can make about your Microban treated products may vary based on geography and formulation. To shield your brand and ours from regulatory and competitor risks, our partnership requires that all marketing materials that include antimicrobial claims and/or use of the Microban trademark be submitted for review and approval prior to publication.





BRAND GUIDELINES 2021

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