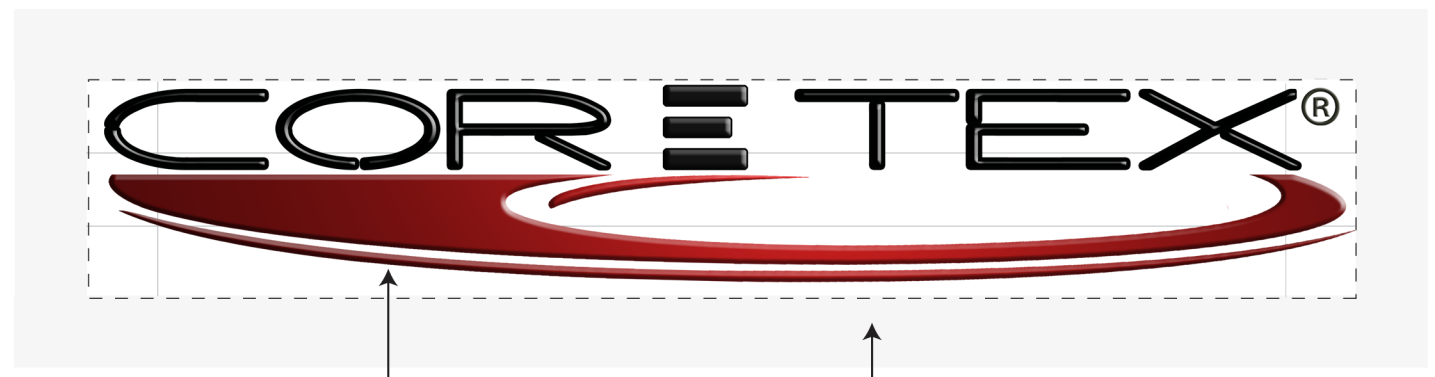


BRAND LOGO — EXTERIOR SIGNAGE VERSION



The inner white area indicates Clear Space. This area must be kept free of other elements.

Grey padding indicates the Safe Zone; this is an area where other elements can be positioned safely without encroaching on the logos Clear Space; think personal bubble.

BRAND LOGO — REVERSE EXTERIOR SIGNAGE VERSION

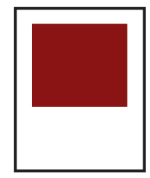


BRAND MARK CREATION



The objective was to fashion a brand mark that visually encapsulated, both physically and literally, the Core-Tex™ and core company ideals and beliefs.

PRIMARY COLOUR PALETTE — PANTONE, CMYK, RGB AND HTML

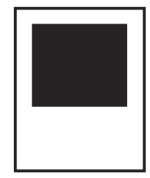


Pantone 484C
Pantone 484C
C 28 M 100 Y 100 K 31
R 138 G 20 B 70
HTML# 8a1414

The above Pantone colours speciifcation should be used where ever possible.

When Pantone colours are not availble for real-world application then use the CMYK values indicated.

When designing for the web then the above RGB or HTML values can be used.



Pantone Black
C 94 M 77 Y 53 K 94
R 37 G 40 B 42
HTML #131313

According to Pantone Bridge each of the selected Pantone colours are, reasonably accurately, reproducible out of CMYK and RGB.

This ensures that wherever the the logo applied the brand colours will keep a level of continuity.

TYPEFACE SELECTIONS

Primary Typeface — FACTOR

1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & * () - = +
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z