

GUIDELINES TO USING THE FRUIT OF THE LOOM LOGO

The corporate guidelines as laid down in this document are for the use of authorised wholesalers, suppliers and customers of Fruit of the Loom, who have been given prior approval to use the Fruit of the Loom name in association with their own company.

The Fruit of the Loom logo must only be used in a positive and professional manner. It must not be used in association with any images or copy which may infringe copyrights, or, which misrepresent the value of the brand or its associated products.

The logo must only be used in line with these guidelines.

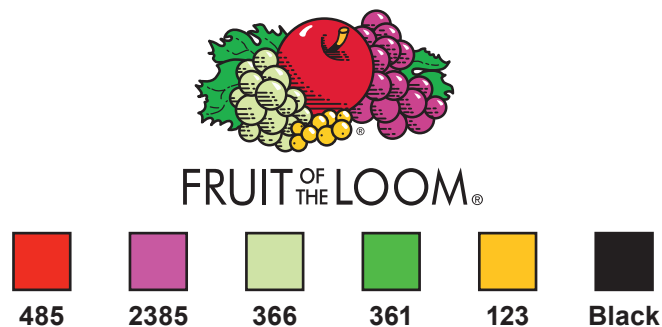
The Fruit of the Loom logo must be used for all new art created. This logo supersedes all other logo uses and is the only logo that will be approved for production.

Trade Name

The relationship of the words “Fruit of the Loom” to the Fruit cluster in our logo should not be altered. The size and spacing of the words relative to the fruit cluster are considered important to the mark. A permanent trademark and copyright notice must be included on all products, packaging, print ads and sales materials. You must ensure that the R (®) is properly placed with the words in order to comply with the need to protect that usage as a registered trademark.

Colour

The Fruit of the Loom logo should always be specified in the following pantone references to ensure accuracy of the presentation by providing a clear and universal requirement for all print partners.



There is no latitude to amend these colours, even at the level of shades within a colour

Background Colour

The logo as outlined above should be used in all colour print executions. The specific ‘white background’ version of the logo should be used against all coloured backgrounds, when used within advertising material.

In all other cases, the logo must be used on a solid, single coloured background. It is unacceptable to use the logo on a varied coloured background. When used on a dark background, the logo version with the font ‘white out’ can be used.



A monochrome version of the logo can be used. However, this can only be used where the full colour logo is not an option. Prior approval must be obtained. The logo can only be used as either a white out or black out. Single colours cannot be added to the logo.

Typeface/Fonts

The Fruit of the Loom logo uses the typeface/font – “Fruitopia No. 2 Regular”. The type must always be shown on proportion to the logo as shown. The font must not be used bold, highlighted, shaded, italicised, underlined or amended in any other way.