



STORMTECH
P E R F O R M A N C E

Brand Guidelines

B2B EDITION

OCTOBER 2018

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INTRODUCTION

Born in Vancouver, BC, Stormtech reflects the qualities of our home — with enjoyment of the outdoors, a genuine, friendly nature, and a sense of growth and opportunity.

Over 40 years Stormtech has become a recognized, trusted and influential brand. This is an asset that must be grown, managed and protected.

Our brand has a clear visual language, distinctive personality, and voice all its own. And that's where you come in. Together, let's use and share these guidelines, assuring Stormtech creates a clear, consistent experience, everywhere we're found.

BRAND EVOLUTION

This season, we are proud to launch a new collection developed specifically for the outdoor consumer. The collection consists of a focused assortment of outdoor apparel featuring our best-in-class waterproof, thermal shell and moisture wicking technologies with innovative new designs and colors.

As partners critical to the success of our brand, we want to make this new collection available to our loyal distributors who have shared the journey with us since the early days of Stormtech.

Our core range of Stormtech products will continue to proudly bear the classic lighthouse logo which you have all come to know. This product category will be primarily focused on the unique requirements of the corporate industry - subtle branding, corporate colors and most importantly, deep stock.

We are excited about the bold new direction of our product collection, our brand, and we are confident you will feel the same.

Thanks as always for your continued support.

Blake Annable
President & CEO
Stormtech



STORMTECH OUTDOOR ARCHETYPES

Based on extensive research, the Stormtech active outdoor brand targets two consumer archetypes, Scenery-Seekers and Rejuvenators.

Their activity profile includes a wide variety, including walking, hiking, running, camping, cycling, skiing, snowboarding and photography — and just relaxing. But it's their emotional relationship to the outdoors, more than a specific sport or technical pursuit, that distinguishes them.



REJUVENATORS

Recharging & Unplugging

People who use the outdoors to rejuvenate the mind — escaping from daily life, disconnecting from technology and clearing their head. These escapists appreciate the stress-reduction of fresh air, finding balance with the manufactured world, and rediscovering their priorities.



SCENERY SEEKERS

Loving Nature for Nature's Sake

People who like doing both leisurely and active outdoor pursuits, simply appreciating being out in nature to enjoy the sensory experience of seasons, scenery and wildlife. Their relationship to the outdoors is to see new things, experience awe and wonder, relaxing and staying fit.

BRAND ARCHITECTURE

Our brand architecture, and the visual identity system that supports it, is how we manage our relationship with different customers.

Stormtech is an active outdoor brand for customers. And it also represents a resourceful B2B apparel partner to companies and distributor partners. The relationship in this system must be carefully managed.

STORMTECH

Every experience elevated by exceptional apparel.

Premium Performance Apparel Brand
For Corporate, Destination Resort &
Retail Channel

Best-in-Class Technical Outdoor
Outerwear & Accessories Brand
For the Premium Outdoor Retail Channel



Stormtech Performance delivers world-class apparel & accessories designed specifically for the B2B / Promotional Products & Resort retail space. The collection features Industry-leading technologies, progressive design and styling, inclusive sizing and is purpose-built for the Promotional Products Industry.

Stormtech Outdoor is a curated collection of best-in-class, Outdoor apparel and accessories purpose-built for outdoor activities (walking, hiking, camping, enjoying nature). The collection is highly functional, versatile and features progressive colors. **The Stormtech Outdoor Collection** features overt branding (logo) to build brand equity with consumers.

STORMTECH PERFORMANCE BRANDING

Logos & Marks



STORMTECH

PERFORMANCE



Brand Positioning Statement

SINCE 1977

Global leader and recognized brand, Stormtech offers highly technical apparel & gear to both the retail consumer and corporate buyer for over 40 years.

Stormtech Performance Brand Values

Brand values are the pillars of our position, and reflect the essential nature and quality of our relationship to our customers and distribution partners.

- Innovation
- Fashion-forward
- Versatility
- Durability
- Functionality

Product “Check List”

Stormtech Performance designed products using identity have a specific DNA. Going forward, this will be substantially:

- Technical Styling
- Progressive design
- Work proven durability
- Discrete & subtle branding
- Versatile-fit
- Expanded size range

STORMTECH NURTURED BY NATURE BRANDING

Logos & Marks



STORMTECH

OUTDOOR



Brand Positioning Statement

NURTURED BY NATURE

For those who seek nature for clarity and rejuvenation, we offer quality apparel for personal escapes. Stormtech is thoughtfully designed to provide comfort and performance in every environment.

Outdoor Consumer Brand Values

Brand values are the pillars of our active outdoors position. They reflect the essential nature and quality of our relationship with our consumers:

- Discovery
- Escapism
- Nature
- Versatility
- Consideration
- Utility

Product “Check List”

Products attributed with this logo and mark share the same product checklist as Stormtech Performance, but with additional unique features:

- Progressive colour palette
- Prominent branding
- Active fit

STORMTECH PERFORMANCE LOGO

The Stormtech logo is comprised of our lighthouse symbol, word mark, and the word performance.

The preferred color configuration is a grey logo (on light background); or, a white logo on a grey background.

The black logo should only be used when production limitations require it. The alternate wordmark logo can be used interchangeably.

The light house symbol should not be used on its own.

Primary Logo Configurations



Above: Limited Use — *production limitations*
(Black on White)

Alternate Logo Configurations



Below: Limited Use — *production limitations*
(Black on White)

LOGO CLEAR SPACE & MINIMUM SIZE

Maintain a clear space on all sides of the logos equal to the width of the M. For the standalone symbol, maintain a space equal to 1/2 the width of the symbol on all sides.

Clear Space

Vertical Logo



Horizontal Logo



Word Mark



Minimum Size



LOGO TRADEMARKS

Our trade and intellectual properties require your protection. If you are not sure of which marks to use—ask.



Trademarks & Service Marks

In the US, the ® symbol should be used with all US-registered, but no unregistered, trademarks and service marks. The TM and SM symbols should be used with all trademarks and service marks that are not registered in the US.

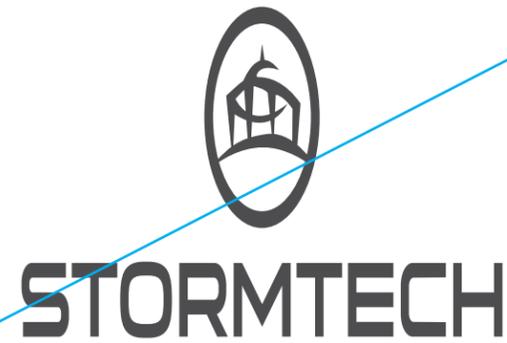
In Canada, there is no requirement for marking your trademark or service mark with a TM, SM or ®. However, the TM and SM symbols are generally accepted as identifying an unregistered trade mark or service mark and should be used; the ® symbol is generally accepted as identifying a registered trademark.

In the European Union, there are differing rules among the member countries. The ® symbol is becoming more recognized as identifying a registered trademark or service mark, but is not required. However, in certain European Union countries, it is required in order to recover damages for willful infringement. In certain European Union countries (notably France and Germany), the TM and SM symbols can be claimed to cause confusion as to whether they identify a registered or unregistered trademark or service mark and should not be used with an unregistered trademark or service mark.

In catalogs and web/digital publications, include the following text:

TRADEMARKS. The trademarks, logos, and service marks, including but not limited to STORMTECH, H2X, H2XTREME, H2X DRY and other names, logos, and icons identifying the products and services (collectively the “trademarks”) displayed in the catalog and on the website, are registered and unregistered trademarks of the Company and others. Nothing contained on the site should be construed as granting, by implication, estoppel, or otherwise, any license or right to use any trademark displayed on the site without the written permission of the Company or such third party that may own the trademarks displayed on the Site. Your misuse of the trademarks displayed on the site, or any other content on the site, except as provided in these Legal Terms of Use, is strictly prohibited. You are also advised that the Company will aggressively enforce its intellectual property rights to the fullest extent of the law, including the seeking of criminal prosecution.

LOGO DON'TS



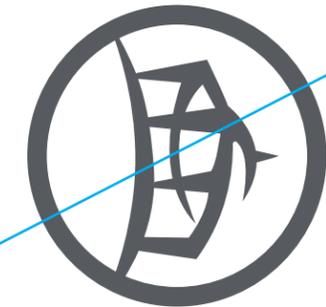
Don't stretch or compress any version of the logo.



Don't allow typography or other elements to invade the logo's clear space.



Don't place the logo into unapproved shapes.



Don't rotate the symbol.



Don't change the color of the logos.



Don't place the logo on a busy- or low-contrast background.

BRAND ELEMENTS

STORMTECH

You are at your best in nature.
We make the essential gear to
get you out there, no matter
what the elements have to
say about it.



STORMTECH
P E R F O R M A N C E



COLOR

Stormtech Grey are our brand color. Any tint of black, grey or white is also acceptable. Stormtech's Orange is used for internal marketing, and for the Nutured By Nature brand.

<p>Dark Grey PMS Cool Grey 11 (2 Hits) C0 M0 Y0 K92 R40 G40 B40 Hex #282828</p>			<p>Stormtech Grey PMS Cool Grey 11 C0 M0 Y0 K85 R77 G77 B77 Hex #4D4D4D</p>
<p>Stormtech Orange PMS 144 C0 M50 Y100 K0 R255 G150 B0 Hex #FF9600</p>	<p>Light Grey PMS 428 C0 M0 Y0 K25 R200 G200 B200 Hex #C8C8C8</p>	<p>White C0 M0 Y0 K0 R255 G255 B255 Hex #FFFFFF</p>	<p>Black C0 M0 Y0 K100 R0 G0 B0 Hex #000000</p>

TYPOGRAPHY

We use two typefaces—Aero and Metric—in a variety of weights and sizes to help create the Stormtech look. Aero is best used in headlines, subheads, and select call-outs, but it's not well-suited for body text. Use Metric to set paragraphs of body text and for small captions and details.

When Aero and Metric are not available (in correspondence or PowerPoint presentations, for instance), use Verdana.

Verdana Regular
Verdana Italic
Verdana Bold
Verdana Bold Italic

Display Typeface

Aero Light
Aero Light Italic
Aero Book
Aero Book Italic
Aero Medium
Aero Medium Italic
Aero Bold
Aero Bold Italic

Body Typeface

Metric Regular
Metric Regular Italic
Metric Semibold
Metric Semibold Italic
Metric Bold
Metric Bold Italic

TYPOGRAPHY

Typesetting & Casing

Title Case rules apply to headlines. The exceptions for Caps in a graphical headline are:

- Articles (a, an, the)
- Coordinating Conjunctions (and, but, for)
- Short Prepositions, less than 5 letters (at, by, from)

Sample typographic composition

Headline

Aero Medium, 100pt

SECTION TITLE

Aero Bold, Caps, 21pt

SUBHEAD

Metric Semibold, Caps, 14pt

Body text pudition sequunt. Utest, ipsandi gendesecta sequi rae etur. Quidunt oresed ut perepel exeris doluptatur, con net ea ilique lique nihitatem repero iunto quunt haribus. Suntus sed explab illatatur, vid ut officit, qui doles suntiam, tem elest eat videllorese im expliquia doloriatur aliquassum que dolupta tectur, corem que nobis ut quos eaqui di iur.

Metric Regular, 14pt/21 leading

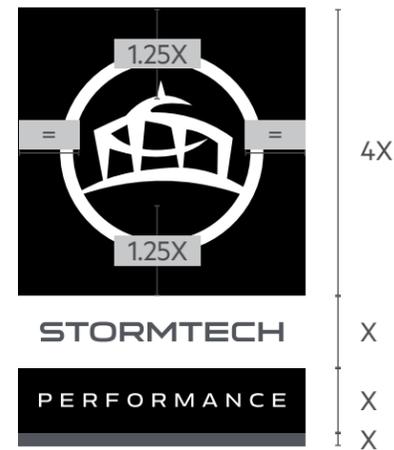
STORMTECH

LOGO TAB

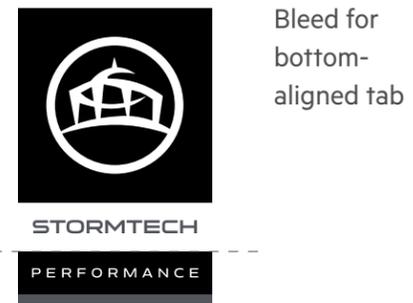
The logo tab is a specific arrangement of elements that enables an easy and iconic application of the Stormtech logo to a variety of layouts, particularly those featuring photographic backgrounds. The tighter spacing around the symbol within the orange box is an exception to the standard clear space guideline.

Always use the tab in the configuration shown, bleeding it off the top or bottom of the layout. When using the tab in print, be sure to extend the artwork so there's sufficient bleed for the trim of the application.

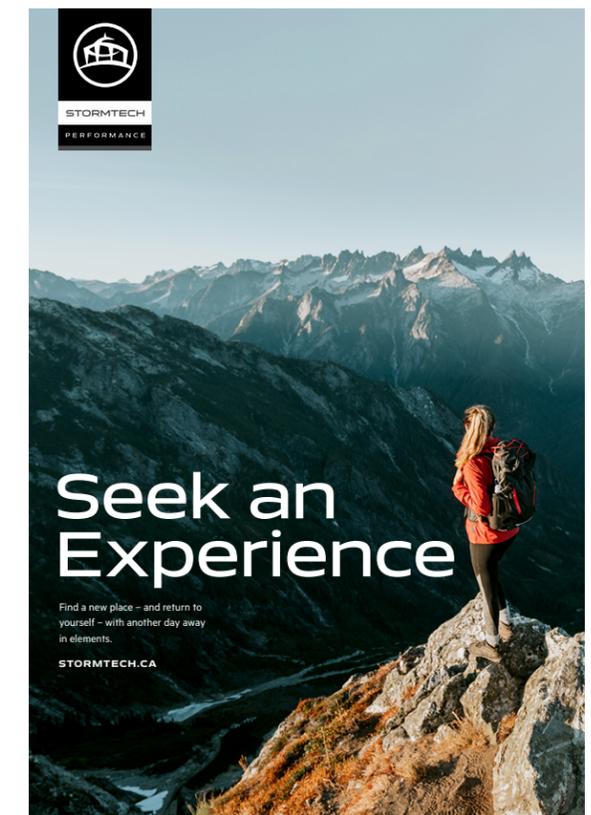
Proportions



Bleed (for printing)



Examples



STORM LINES

The “Storm Lines” element is inspired by maps outlining the boundaries of weather systems. There are two versions of the pattern. Use the “Map” version over solid backgrounds. The “Stripe” version may be used over solid or photographic backgrounds. The boundaries of the “Map” version of the graphic may be modified, but keep it to two or three simple shapes for best results.



An example of a NOAA map from which the storm lines graphic draws its inspiration.

Storm Lines — Map



Storm Lines — Stripe



Storm Lines & Color

Storm Lines should be complementary, not intended to contrast. In a word: subtle. The saturation of the Storm Lines shouldn't deviate more than 30% from the background color.

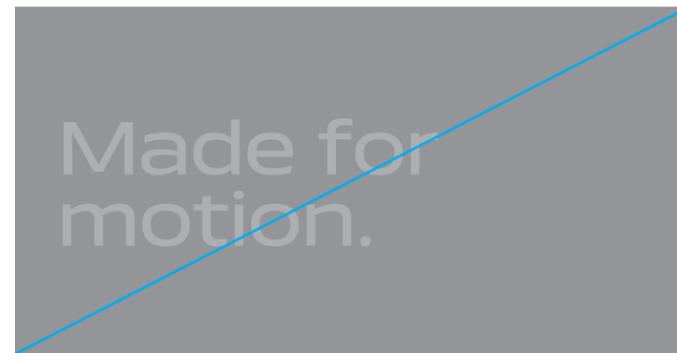
Storm Lines & Logos

In large applications — posters, retail banners, catalog covers — preference is to not use the logo over the top of the Storm Lines. In tighter spaces (web banner ads, hang-tags) subtle lines become more important, as the bias should always be given to the prominence of the Stormtech name/brand mark.

BRAND ELEMENTS DON'TS



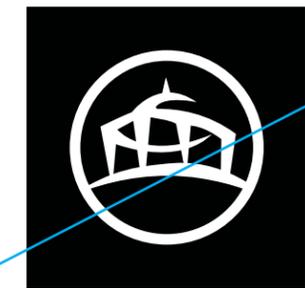
Don't use black type on a grey background or vice versa.



Don't use a low-contrast color combination.

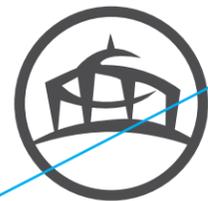


Don't typeset headlines in all capital letters.



STORMTECH

Don't use the logo tab on a white background.

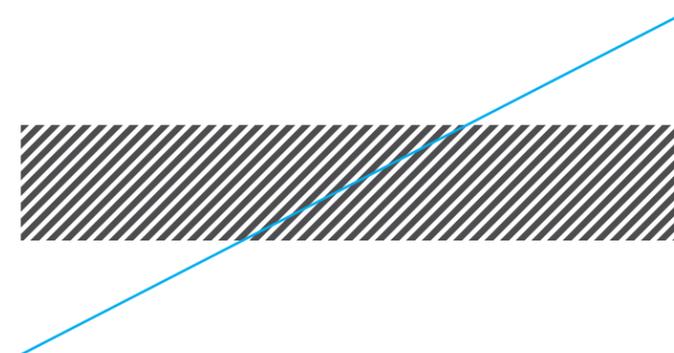


STORMTECH

Don't create alternate colorways or otherwise change the configuration of the logo tab.



Don't place the "Map" version of the Storm Lines graphic over photography.

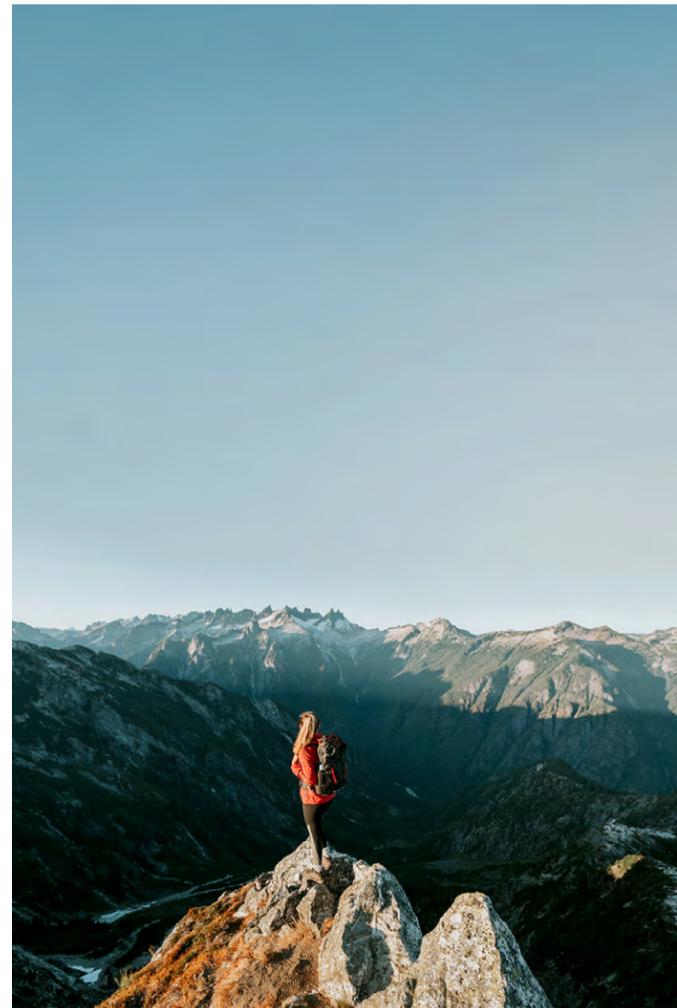


Don't make the lines too thick or close together in the "Stripe" version of the Storm Lines graphic. Lines should be light in weight and spaced out.

PHOTOGRAPHY

Place

These images make the location the hero, dramatic landscapes that celebrate the places our audiences go for rejuvenation.



Persona

These images where the subject of the photo creates an archetype for our customer, telling a visual story of how they use our products.



Product

Our product photos are documentary images that are optimized to show the product in the most flattering and descriptive light so shoppers easily understand what they're buying.



PLACE PHOTOGRAPHY

The places people go in search of scenery or to rejuvenate are the subject of our most inspirational imagery. Lead with these images when the goal is to romance the customer with our entire brand rather than a specific product or category. Represent a breadth of locations to capture a broad range of interests and climates. Remember, our audience is a casual enjoyer of the outdoors, so be careful not to choose locations that would be unlikely or difficult for a lay person to visit.

More

- ✓ Natural light
- ✓ Photo-journalistic
- ✓ Grandeur
- ✓ Seasonal / varietal
- ✓ Open vista
- ✓ Place as hero
- ✓ Accessible (4 hrs by car)
- ✓ Awe-inspiring
- ✓ Raw elements/weather

Less

- ✗ Evident production effects
- ✗ Posed
- ✗ Insignificant
- ✗ Recurrent
- ✗ Close-quarter
- ✗ Person as hero
- ✗ Expeditionary
- ✗ Vertical / gravitational
- ✗ Truman Show / idealistic



PERSONA PHOTOGRAPHY

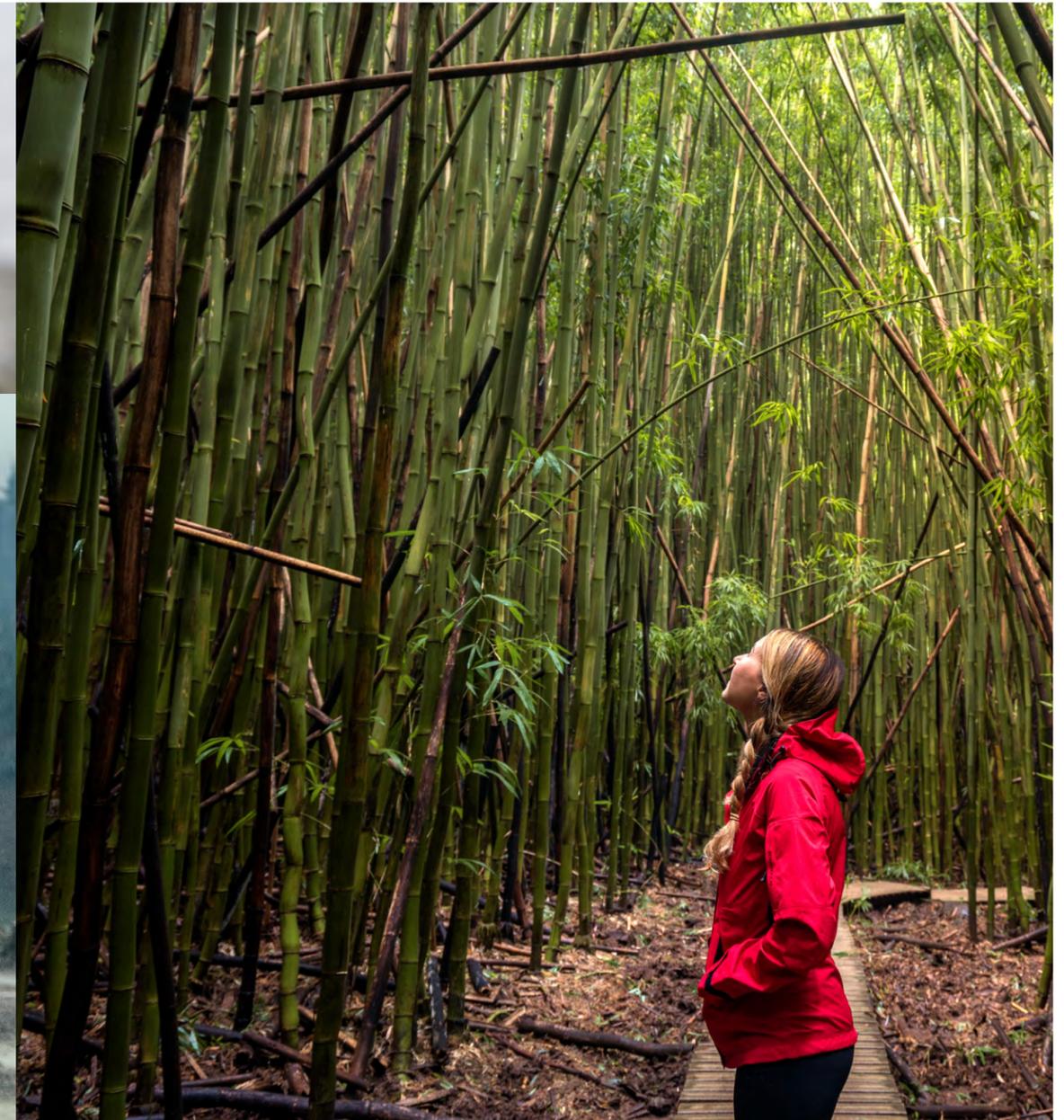
Persona images feature Rejuvenators and Scenery Seekers in their element. They (and the products they're wearing) are the heroes of the shot, but they are enjoying their environment, not smiling for the camera. Use a range of scenery appropriate to the gear and a variety of ages and ethnicities.

More

- ✓ Solo / paired person
- ✓ Natural beauty
- ✓ Original
- ✓ Fit / toned
- ✓ Primed posture
- ✓ Candid / captured
- ✓ Some apparel / gear
- ✓ Active
- ✓ Adventurous
- ✓ Fulfilled
- ✓ Human-powered
- ✓ Travel in horizontal plane

Less

- ✗ Large groups
- ✗ Made-Up
- ✗ Typical model
- ✗ Muscular
- ✗ Precious
- ✗ Staged
- ✗ Heavy logistics / supplies
- ✗ Sedentary
- ✗ Dangerous / risky
- ✗ Contemplative / moody
- ✗ Machine / gear-powered
- ✗ Moving up / down, vertical



PRODUCT PHOTOGRAPHY

Based on extensive research on what consumers best respond to when making purchase decisions, we've established a set of guidance for portraying Stormtech gear.

More

- ✓ Shadowed
- ✓ Depth / side-lit
- ✓ Indirect lighting
- ✓ Warm
- ✓ Comfortable
- ✓ Textural / dimensional
- ✓ Wearable
- ✓ Informal / casual
- ✓ Articulated / gestural

Less

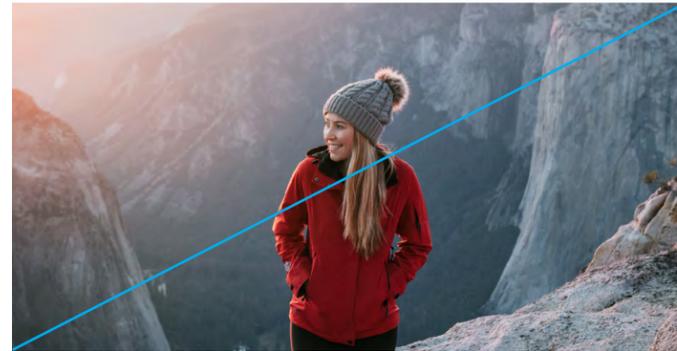
- ✗ Clean lighting
- ✗ Even / front-lit
- ✗ Direct lighting
- ✗ Bright
- ✗ Polished / perfected
- ✗ Smoothed
- ✗ Presented / demonstrated
- ✗ Staged / posed
- ✗ Symmetrical



PHOTOGRAPHY DON'TS



Don't be overly romantic with locations or scenarios in persona shots.



Avoid unnatural scenarios — this model should be looking at the scenery, not facing away from it. Also, she looks uncomfortably cold, which is not flattering to the product.



Don't portray overly ambitious scenarios. Our audiences are day hikers, not ice climbers.



Don't underwhelm with uninspired environments. Locations should be attainable (within a few hours of a major city) but not boring.



Don't use obviously artificial lighting. If a fill light or bounce card is needed, use it subtly to bring in missing detail, not so much as to be noticeable. Also, this model is posed unnaturally.



Don't use shots with models looking at the camera, and strive for surroundings that are inspiring and natural.



Don't turn it into a fashion shoot. Styling should be focused on outfitting for the outdoors, not accessorizing for a night out on the town. Also, there's no context in this shot—we should be able to see the environment.



Don't lay products flat. They should have depth and volume so it's easy to imagine how they would look when worn.

STONE & MANNER

In writing, the tone & manner for Stormtech-branded apparel reflects the personality of our active outdoor brand. When writing for the business-to-business audience, the tone & manner reflects our corporate brand personality.

Stormtech Outdoor



CURIOUS: Speak like someone with a pinch of eternal youth, a sense of discovery and great interests. Avoid long, flat phrases that are robbed of energy, dull and monotone.

GENUINE: Speak honestly and openly, naturally. Avoid strained/forced or contrived efforts to sound 'outdoorsy.'

INDEPENDENT: Speak freely. Let candor and spontaneity be your guide. Avoid overly stuffy terms and formalism. Speak as a thinking, engaged person, not as a stiff corporation.

KIND: We're Canadians. Let the thoughtful, considerate side show. Communicate a sense of appreciation. Use empathetic phrases that acknowledge the customers needs and frustrations.

PRACTICAL: We're sensible and down-to-earth. No-nonsense, without being curt. Seek to explain. Make every topic and manner of speech seem realistic, doable. Avoid grand proclamations, arrogance or overt pride.

HELPFUL: Demonstrate deliberate, obliging support and resourcefulness. There should be a sense of composed eagerness to engage, help and share.

Stormtech Performance



HELPFUL: Show that we're problem-solvers. Emphasize expressions that reflect our cooperative, obliging nature.

CHEERFUL: We're a positive bunch. Show it. Engage customers with a spirited, bright and fulfilled disposition. We don't have to sugar-coat things, but use adjectives to keep conversations sunny and buoyant.

COMMITTED: Punctuate communications with direct, short phrases that demonstrate our resolve, intention and sense of purpose.

SAVVY: Show our common sense and good judgment. Speak confidently, illustrating intelligence and insight – without appearing cocky or know-it-all.

CLEAR: Be completely transparent. Use direct, unmistakable language when addressing technical information and details. Organize and express information in an intuitive, coherent manner.

ACTIVE: Use active verbs. Demonstrate an upbeat energy or verve.

Do you have a question on Stormtech's Brand Guidelines?

Check out the online Media Centre for more information and logo and image downloads.

For all other inquiries please contact:

MICHAEL DALZELL

VP Marketing

michaeld@stormtech.ca

THE BRAND IN ACTION

STORMTECH



STORMTECH
URBAN DIVERSIONS

STORMTECH
ELEVATE YOUR TEAM IN STYLE

STORMTECH

Scalal

\$2



"Colorado's Rocky Mountain National Park is well known for its dramatic peaks and protrusions. One of the many examples of this is the trail to Emerald Lake, where the peaks of Tyn dall Gorge tower above from almost every angle. On the south side of the gorge lies the remnants of an old landslide where the small opening to a cave frames several of the surrounding peaks. This image shows my perspective from inside the cave while my dad stands outside." Photo: Andy Woodward



"After what seemed to be a hopeless sunrise on an unexpected gloomy morning in Glacier National Park, Montana, a subtle pink glow emerged from the darkness over the still waters of Lake McDonald. Brown Peak is perfectly framed by the opening in the clouds." Photo: Andy Woodward



"Located in northern Arizona along a large tributary of the Colorado River, Havasupai Village is arguably the most remote civilization site in the contiguous United States. Pictured here is Havasu Falls, its colors further emphasized by soft, dream-like tones created by the beams of early morning sunlight." Photo: Andy Woodward



"A drone-taken aerial image of the Eiffel Tower just before sunset on a cold spring evening in Paris. I had planned the photo far in advance and I was beyond ecstatic when it came to fruition exactly as I wanted it. I was treated with an unparalleled view of the iconic tower just as the sun dipped below the horizon." Photo: Sam McAllister

Breathe

The Tsunami rain shell features breathable, ultra lightweight, 3-layer H2EXTREME® Stretch for extreme performance in variable weather conditions. So you can get out there and enjoy the natural world, no matter what the weather is doing.



08

TSUNAMI RAIN SHELL



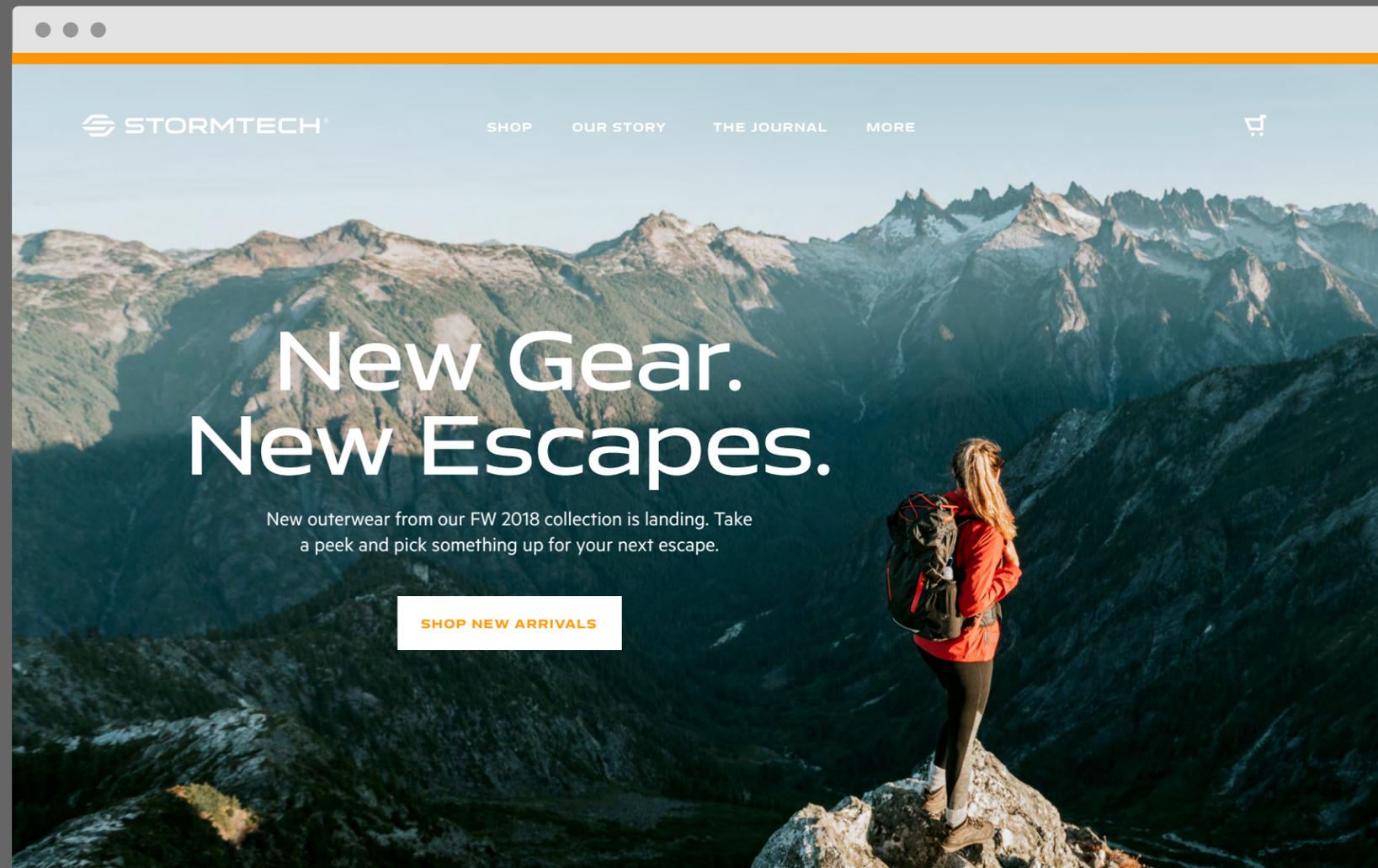
STAY DRY. STAY COOL.

Waterproof zippers, fully bonded pocket covers, cuffs and adjustable storm hood with brim for extreme weather protection.

\$380







SPOTLIGHT



FROM THE JOURNAL

**Road Trip:
Pacific Coast**



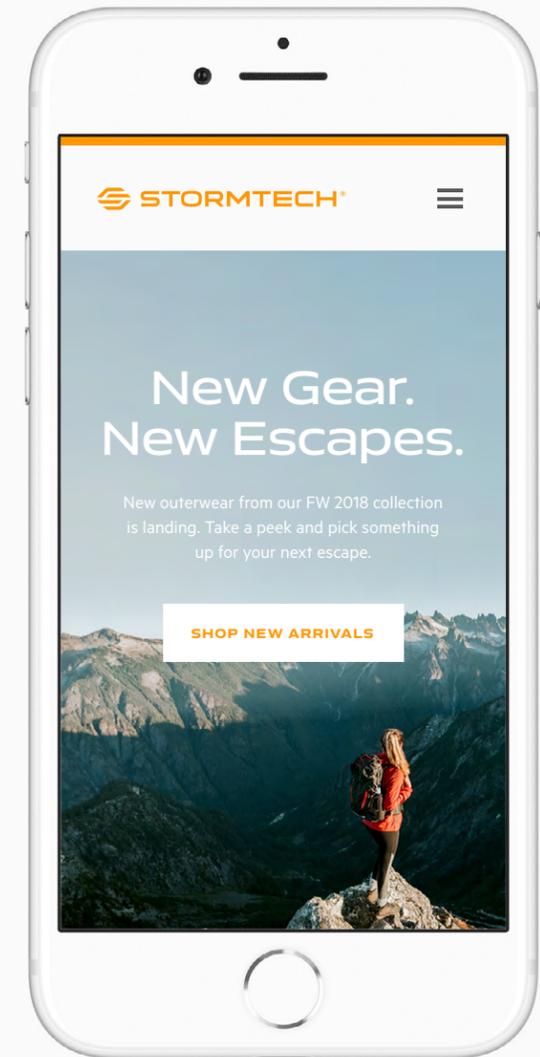
WINTER OUTERWEAR

**Winter is
Coming**



DAY PACKS

**It's Time to
Hit the Trails**





Thank you

Questions? Contact brand@stormtech.com