

BRANDING DOCUMENT

FOR  **VizLite[®] DT**
DUAL TECHNOLOGY

Branding and Marketing

Marketing material including all written publications such as press releases, leaflets, brochures, price lists, and all electronic publications on website's, social media, postings etc. should follow the following rules,

The brand name **VizLite® DT** or **VizLite® Dual Technology** must be used when talking about the phosphorescent or photo luminescent properties at least once in each paragraph of text.

VizLite® DT or **VizLite® Dual technology** must be used and "DT" or "Dual Technology" should not be Used on their own or in conjunction with another brand e.g. "Alpha Workwear DT"

Example of correct use of brand name

"XXX garments use **VizLite® DT** phosphorescent tape which contain phosphorescent pigments that absorb UV light"

Example of incorrect use of brand name

"XXX garments use Dual Technology phosphorescent tape which contain phosphorescent pigments that absorb UV light"

"XXX garments use DT phosphorescent tape Which contain **VizLite® DT** phosphorescent pigments that absorb UV light"

Videos

All videos are available through the Viz Reflectives' Vimeo page which can be accessed from the following link

<https://vimeo.com/user36539594>

This is the correct place to share, download and copy videos for use in a website, email, online postings, articles etc.

Before using any video produced by a third party written authority must be granted by the creator of the video. All titles of the video must include Reference to the brand **VizLite® DT** or **VizLite® Dual Technology**.

The video must have reference to the company who has created it, for example

"Video courtesy of Viz Reflectives"

"Video courtesy of the WJ Group"

A range of video formats are available by contacting Mandy Hitchinson at Viz Reflectives by emailing mandy@viz-group.com

Use of VizLite® DT logo

The VizLite® DT logo as below must be used on all printed materials at least once on each document.

Position of logo: The logo should be positioned in a prominent position and Away from any other logos by 4mm The minimum size of the logo is 30mm across (see below)



Minimum printed size in printed text

No part of the logo can be used on its own, The bead logo is intergeral to Viz Reflective's brand identity. It represents the glass beads which are the building block on which all Viz's reflective products are based. In normal print the weight of the line is set to 1 px however it is acceptable to increase the weight of the line on the bead in certain circumstances to improve print quality.

Electronic use of VizLite® DT logo

The **VizLite® DT** logo should be used on all individual web pages that display products featuring **VizLite® DT** tapes. Clear reference to the brand should be made to make the viewer aware that the product includes **VizLite® DT** technology.

Minimum size of the **VizLite® DT** logo for use on website's etc is 200 pixels wide

Colour Profile of logo

The correct colour should be used for **VizLite® DT** "green" on all Printed materials such as leaflet's, brochures, swing tickets, presentations etc. as below



Pantone: 380C
CMYK: C31 M0 Y99 K0
RGB: R 199 G 219 B 23

There are times when the colour of the logo has to be changed to match the background.

These are the different colour combinations that are allowed. E.g.

- A. On coloured back ground
- B. On black background
- C. On white background

A



B



C



The logo is available in various sizes and formats by contacting Mandy Hitchinson at Viz Reflectives by emailing mandy@viz-group.com

Branding: Use of the sew in tab

It is obligatory to use the **VizLite® DT** sew in tabs on all garments that incorporate the product. On standard garments and where the garment design allows it, the sew in tab should be sewn next to the tape. The sew in tab should be sewn underneath the **VizLite® DT** as per the diagram below.

Exceptions: When reflective heat applied tape is used with **VizLite® DT** and/or where the design of the garment does not allow, e.g. Pockets obstructing placement.

Any other reflective tapes used on the garment need to be purchased through Viz Reflectives unless agreed otherwise. Viz Reflectives will not accept any co-branding with other reflective tape manufacturer on the garment unless agreed otherwise.

SEW IN TEXTILE TAB ACTUAL SIZE



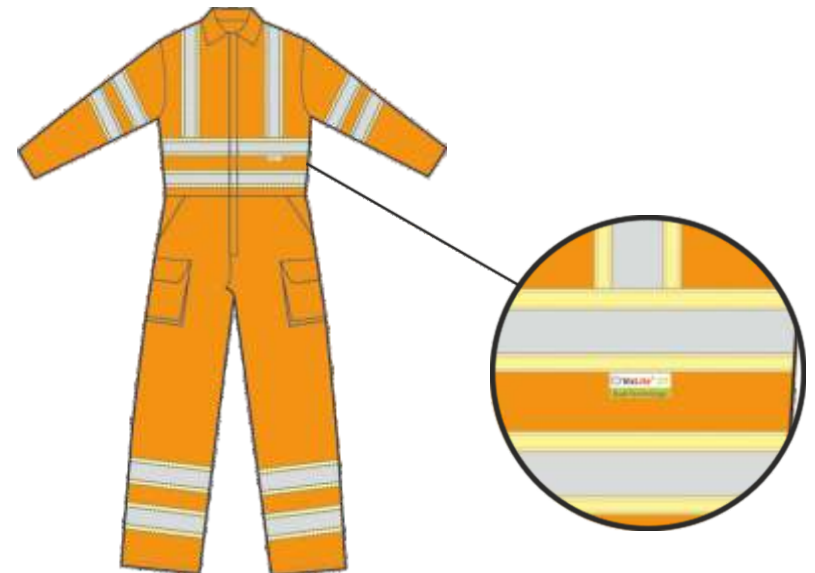
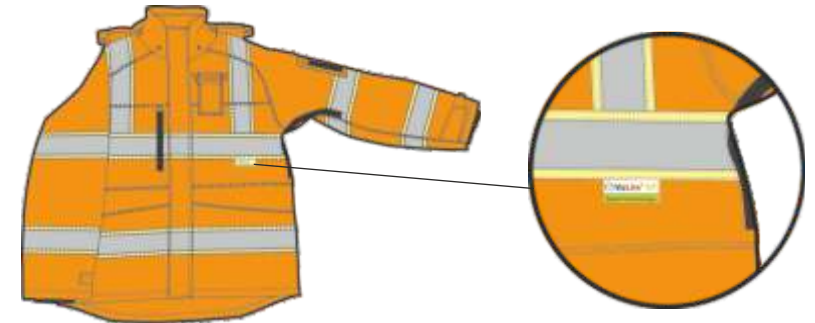
EXAMPLE



VizLite® DT sew in tab preferred positioning

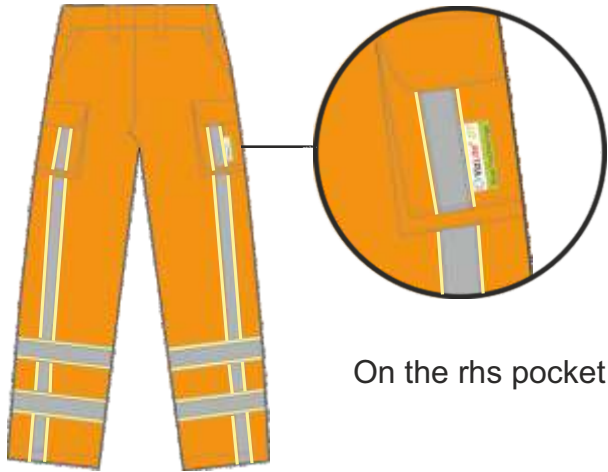
Example 1

Jacket, Waistcoats & Overalls positioned on the wearers left side under first band of tape in line with the brace

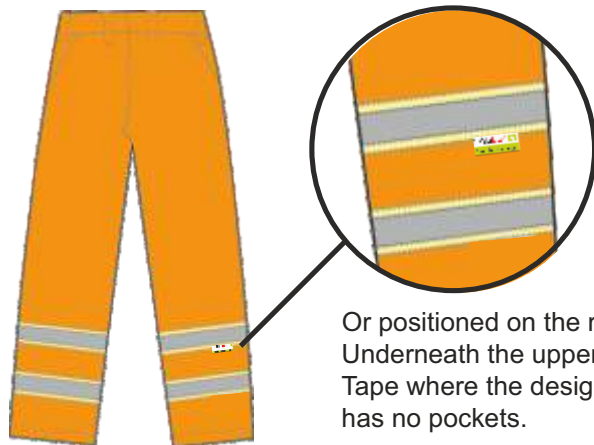


Example 2 -

Trousers, Shorts, Leggings



On the rhs pocket



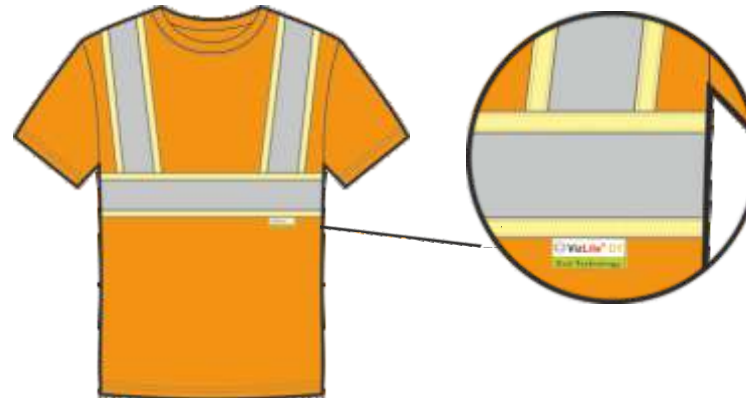
Or positioned on the right leg
Underneath the upper band of
Tape where the design
has no pockets.

Example 3

Polo Shirts, T-Shirts



Underneath the upper band
Of tape in line with the
Brace the LHS



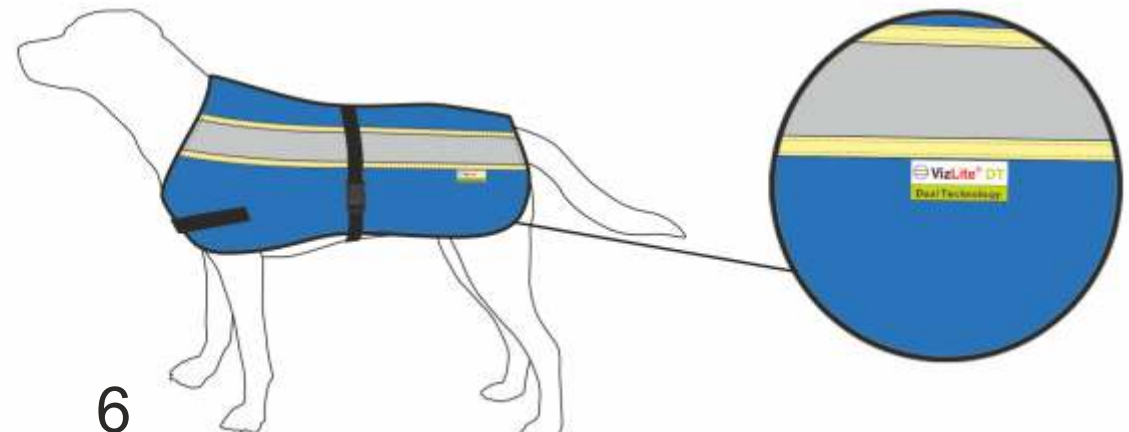
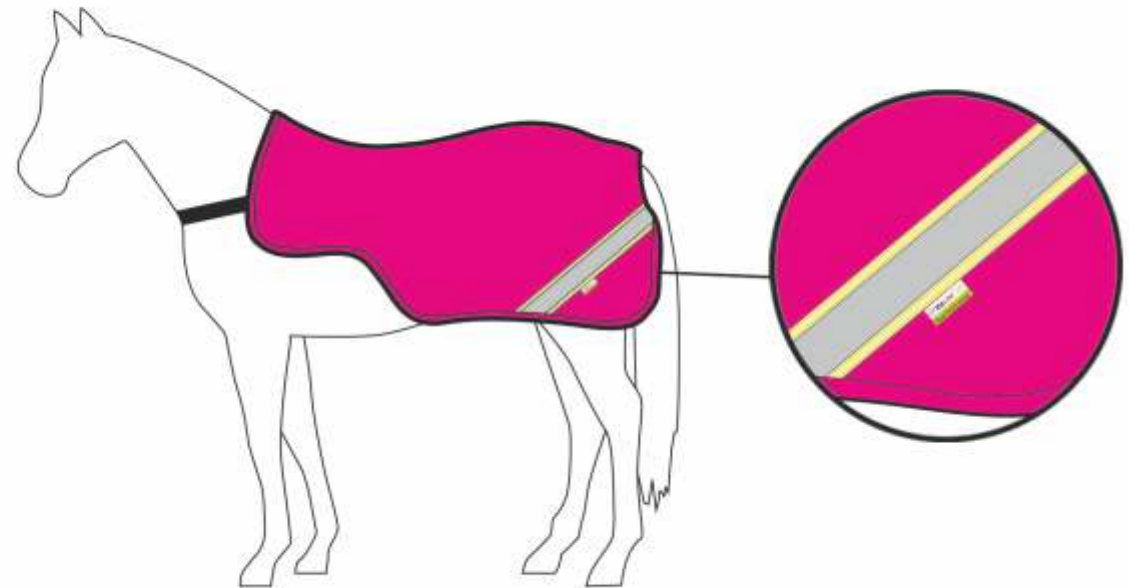
NB: Other garments with different tape
configurations to be
agreed prior to production.

Preferred positioning of the VizLite® DT Sew in tab for non-professional items

Items such as pet coats and accessories that feature the **VizLite® DT** tape also need to use the **VizLite® DT** sew in tab. This must be positioned under the tape (please see diagram below) and must be placed in an appropriate and visible position.

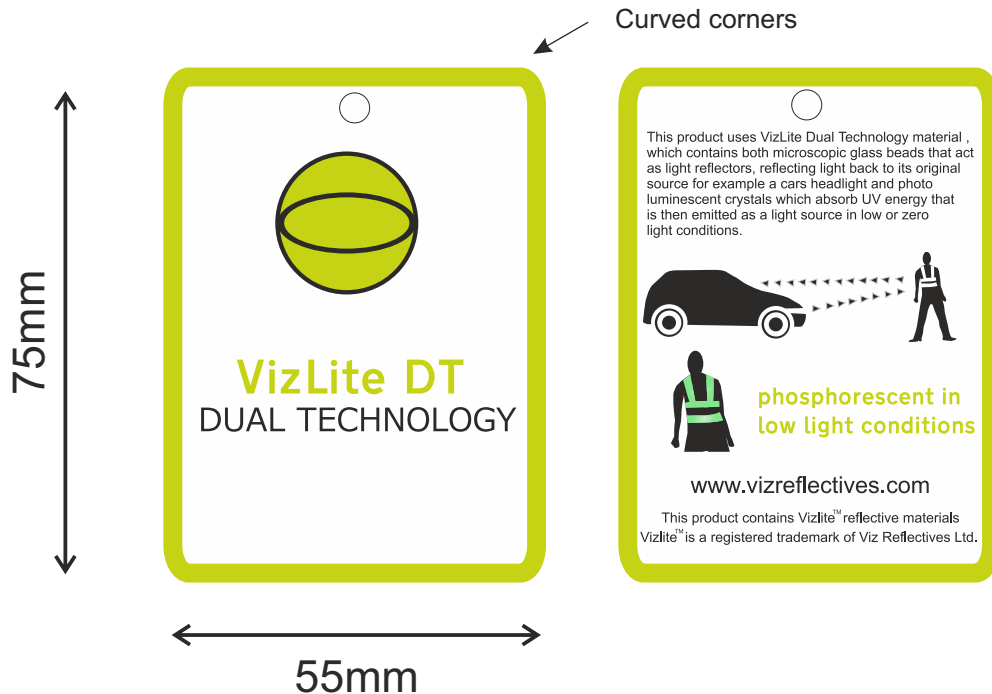


Examples of how the sew in tab can be positioned



Marketing - Use of the Swing Ticket

The use of the **VizLite® DT** swing ticket is not obligatory however it is a useful Marketing tool. It is available from the Viz Reflectives office in the UK F.O.C.



VizLite® DT Swing Ticket preferred positioning



EXAMPLE 1

Jackets, Waistcoats
Overalls, Polo shirts
and T-shirts

To be attached through the
back neck label



EXAMPLE 2

Trousers, Shorts
To be attached
through the waistband label