![Shawmut Advanced Materials® logo]

CORPORATE
BRAND
GUIDELINES

Effective September 1, 2023

These guidelines outline the proper use of the graphic and copy elements that communicate Shawmut Corporation's brand identity.

We created these guidelines to help ensure the presentation of the Shawmut brand is always consistent, clear, and compelling. Follow them carefully, and we can all do a more effective job of telling the world who we are, what we do, and how well we do it.

DOWNLOAD FILES

Production files for the logos and graphics shown in these guidelines are available at shawmutcorporation.com/branding.

If you have any questions about the information presented here, contact Jon Platz at jplatz@shawmutcorporation.com.

CONTENTS

OUR STORY

Founded in 1916 as a vertical knitting business, Shawmut shifted its focus to lamination in the early 1960s and soon became a leader in lamination process technology for technical fabrics.

What remains constant at Shawmut is our commitment to process innovation, engineering, and being a partner our customers can trust. Discovery, problem solving, and "Materials Innovation for a Better World" - that's who we are.

Making a material difference for more than a century.

In 1916, Shawmut opened for business in America's oldest woolen mill. Today, as an industry-leading provider of innovative, engineered textiles, we are focused on a net zero carbon future.

With more than a century of experience and know-how, we set the global standard for the design and production of advanced textile materials, engineered technical fabrics, composites, coatings, and web-process innovation.

Shawmut serves customers in a wide range of markets, including automotive, medical, filtration, military, and protective apparel. We also develop and produce innovative custom applications. And we are the world's largest producer of laminated warp knit automotive headliner fabrics.

Shawmut LLC is a fourth-generation, family-owned business. We employ more than 600 people in eight manufacturing plants and six commercial offices in North America, Europe, and Asia. We are headquartered in West Bridgewater, Massachusetts, USA.

As a world leader in the development and production of engineered textile components, Shawmut delivers a broad array of innovative solutions across a global range of industries and applications.
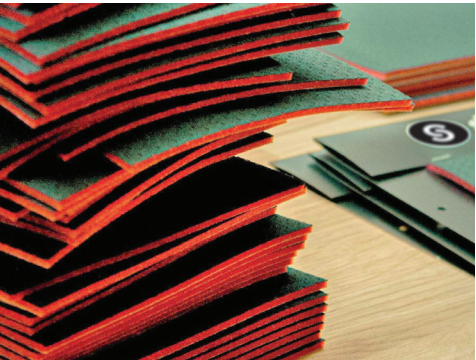
SECTION 1

OUR LOGO

Our logo is our handshake. It's often our first chance to make a good first impression. Through its design, color, and font choices, the Shawmut corporate logo tells the world who we are. It represents our company's bold innovation and forward-looking spirit. Its stylized 'S' Icon is comprised of two open, interlocking circles that stand for energy, collaboration, and Shawmut's unique ability to bring the art and science of high-tech materials to life. These circles also link to our company's core competency: working with rolled goods to produce advanced composites and laminates.

As a key building block of our brand identity, our logo design should never be altered in any way. The approved uses of the logo are outlined in the following pages.

Production files for the logos and graphics shown in these guidelines are available at shawmutcorporation.com/branding.

If you have any questions about the information presented here, contact Jon Platz at jplatz@shawmutcorporation.com.

1. Icon

2. Wordmark

3. Descriptor

The Shawmut corporate logo is comprised of three elements: Icon, Wordmark, and Descriptor. The logo must always include these three components.

There are two approved versions of our logo: A 3-dimensional design (3D) that employs a dark-to-light gradient in its 'S' Icon (shown above and on the left below), and a 2-dimensional design (2D) that employs a solid white 'S' in its Icon (shown below on the right).

Note: The 3D logo is the primary and preferred version. Use it whenever possible.

3D Logo Design

2D Logo Design

The gradient used in the 3D logo can be difficult to reproduce in certain applications, so the 3D logo works best in larger sizes, online, or when higher-resolution printing is available.

The 2D version is better suited for use in smaller sizes and in challenging applications, such as silk screening, embroidery, desktop printing, and low-resolution output.

Never attempt to recreate any component of the Shawmut logo yourself.

Publication-quality logo files are available to download at shawmutcorporation.com/branding. If you are having difficulty using the logo, please contact the marketing team for help.

Logo Usage: Horizontal & Vertical

3D and 2D logos may be used in either a horizontal or vertical format. Use the one that works best for your layout. To simplify the use of logo files, each logo in this guide is shown with an ID Code:

3D=3-Dimensional, **2D**=2-Dimensional, **H**=Horizontal, **V**=Vertical, **R**=Reversed, **1**=Logo Version

3D Logo – Horizontal

3DH1

3D Logo – Vertical

3DV1

2D Logo – Horizontal

2DH1

2D Logo – Vertical

2DV1

Logo Usage: Reversed

A reversed logo is one that uses white type and graphic elements to maintain its legibility on darker backgrounds. As a rule of thumb, a reversed logo should be used when its background is equal to a 70% black (shown below) or darker.

3D Logo Reversed – Horizontal

3DHR1

3D Logo Reversed – Vertical

3DVR1

2D Logo Reversed – Horizontal

2DHR1

2D Logo Reversed – Vertical

2DVR1

Logo Usage: Sizing

3D Logos

3DH1

3DV1

Note: The horizontal 3D logo should never be used smaller than 2″ wide.
The vertical 3D logo should never be used smaller than 1.25″ wide.

2D Logos

To ensure legibility, we've created the versions of our 2D logo you see here for use in smaller sizes.

2DH1

For applications 2″ wide or larger

2DH2

For applications 1.25″- 2″

2DH3

For applications .75″- 1.25″
Note: Never reproduce the 2DH3 logo smaller than .75″ wide.

2DV1

For applications 1.25″ wide or larger

2DV2

For applications .75″- 1.25″ wide

2DV3

For applications .5″- 75″
Note: Never reproduce the 2DV3 logo smaller than .5″ wide.

Logo Usage: Reversed Logo Sizing

The same sizing guidelines outlined on page 8 apply to the reversed logos shown here.

3D Reversed Logos

3DHR1

3DVR1

2D Reversed Logos

2DHR1

For applications 2″ wide or larger

2DHR2

For applications 1.25″- 2″

2DHR3

For applications .75″- 1.25″
Note: Never reproduce the 2DHR3 logo smaller than .75″ wide.

2DVR1

For applications 1.25″ wide or larger

2DVR2

For applications .75″- 1.25″ wide

2DVR3

For applications .5″- 75″
Note: Never reproduce the 2DVR3 logo smaller than .5″ wide.

Logo Usage: Web and Mobile

The 3D version of our logo's Icon will render properly on most screens and should always be used in online applications, but lower screen resolutions can affect the legibility of our Descriptor copy – especially in smaller sizes. We've created the logos below for use in web and mobile environments. Use the version – horizontal or vertical, positive or reversed – that works best for your layout. **Note:** These logos are only approved for use on screens. Do not use them for printed items.

Web/Mobile Logo Options

`3DWH1`

`3DWV1`

Reversed Web/Mobile Logo Options

`3DWHR1`

`3DWVR1`

Logo Usage: Clear Space

The use of an 'exclusion zone' around our logo ensures that the logo always stands out in its environment. No copy or graphics should be positioned inside this Clear Space. Photos, illustrations, or solid color backgrounds may fill the space behind the logo as long as the proper version of the logo is used to ensure its legibility. (Use a reversed logo on darker backgrounds, for example.) This Clear Space rule applies to all versions of the Shawmut corporate logo.

x height

Note: The Clear Space around the perimeter of our logo should always be equal to the x height of the lowercase 'a' in the Shawmut Wordmark used in the logo.

Logo Usage: Don't Be Creative

To preserve the integrity of our brand, we must always use our logo correctly and consistently. Altering, distorting, or redrawing the logo, even slightly, weakens the power of our brand and what it represents. Don't be "creative" with our logo. Always use approved production files.
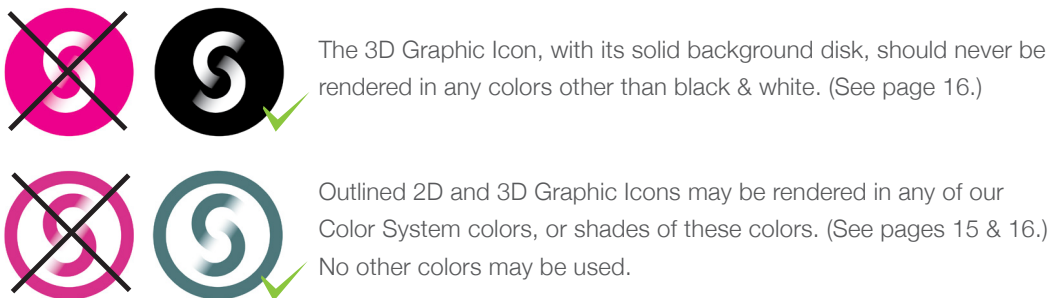
Production files for the logos and graphics shown in these guidelines are available at shawmutcorporation.com/branding.

Note: If you are unsure of how to use a logo or graphic properly, please contact Jon Platz at jplatz@shawmutcorporation.com.

The following are examples of "creative" logo executions you should avoid:

Never place the positive version (black Wordmark and Descriptor type) of our logo over cluttered or dark backgrounds. In most situations, a reversed logo will help ensure legibility. (See pages 7 & 9.)

The 3D Graphic Icon, with its solid background disk, should never be rendered in any colors other than black & white. (See page 16.)

Outlined 2D and 3D Graphic Icons may be rendered in any of our Color System colors, or shades of these colors. (See pages 15 & 16.) No other colors may be used.

Logo Usage: Trademark Requirements

Trademark Policy Background. Shawmut Corporation ("Shawmut") has built a brand around its portfolio of health, safety, commercial, industrial, and consumer goods ("Products"). Its trademarks are important assets that Shawmut aims to preserve and represent properly.

Shawmut acknowledges that third parties ("User") will require the use of such trademarks from time to time to show affiliation with Shawmut. Any use of Shawmut Trademarks shall be subject to Shawmut's prior written approval and shall be in accordance with applicable law and Shawmut's Trademark and Brand Guidelines regarding advertising and trademark usage as established by Shawmut from time to time. (Guidelines are attached below.) Shawmut may immediately revoke or modify such approval, and, upon receipt of Shawmut's written notice, the User will immediately discontinue or modify such use. Shawmut shall retain all rights, title, interest and intellectual property and proprietary rights in and to Shawmut Trademarks.

Trademark Use Requirements. The User will take all necessary steps to ensure its employees comply with all the terms and conditions herein. Shawmut may, from time-to-time, request in writing specimens of all uses of Shawmut Trademarks, and User shall provide such specimens to assess the level of consistency and quality of use of the respective trademark and to ensure that User maintains the consistency and quality of said trademarks

1. User agrees that whenever Shawmut Trademarks are used in advertising or in any other manner, they will be used in compliance with applicable trademark laws and will clearly indicate that Shawmut is the owner of such Shawmut Trademarks.

2. User will not delete, alter, add to or fail to reproduce in and on any Product and any media the name of the Product as determined by Shawmut and any copyright, trademark or other notices appearing in or on any copy, media, master or package materials provided by Shawmut or which may be required by Shawmut at any time.

3. User will not attach additional trademarks, logos or trade designations to the Products.

4. User will not affix any Shawmut Trademark to products other than the genuine Products, and that all use of Shawmut Trademarks by User will inure to the benefit of Shawmut.

5. User will not do or cause to be done any act or anything contesting or in any way impairing or reducing Shawmut's right, title, and interest in such Shawmut Trademarks.

6. User agrees not to apply to register Shawmut Trademarks, either as a trademark, service mark, trade name, corporate name or domain name or apply for or adopt any word or combination of words confusingly similar to Shawmut Trademarks anywhere in the world. If an application for registration is or has been filed by or on behalf of User in any country and relates to any trademark which, in the reasonable opinion of Shawmut is confusingly similar, deceptive or misleading with respect to, or dilutes or in any way damages Shawmut Trademarks, User will, at Shawmut's request, abandon all use of the trademarks and any registration or application for registration thereof and will reimburse Shawmut for all costs and expenses of any opposition or related legal proceeding, including attorneys' fees, instigated by Shawmut or its legal representative on account of such usage.

SECTION 2

MARKETING TOOLS

In Section 1, we reviewed the proper ways to use our corporate logo. In Section 2, we'll show you how continuity in the use of marketing tools – things like design, colors, and fonts – will help ensure that our sales and marketing communications are always clear, compelling, and help form the right associations in people's minds around our brand.

Production files for the logos and graphics shown in these guidelines are available at shawmutcorporation.com/branding.

If you have any questions about the information presented here, contact Jon Platz at jplatz@shawmutcorporation.com.

Marketing Tools: Color System

We've created the coordinated palette of colors you see below for use in communications and the marketing of our products and services. Use these colors in advertising, collateral pieces, internal communications, packaging, or as primary and accent colors.

Note: The Shawmut logo should never be rendered in colors other than black & white. The primary colors for use in all Shawmut corporate communications are black and white. But two additional corporate colors, Teal and Gray, may be used anywhere a second color may be helpful. (You'll see the Corporate Teal color used throughout this guide.)

Official Corporate Colors

CORPORATE
BLACK
HEX #000000
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

CORPORATE
WHITE
HEX #FFFFFF
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

CORPORATE
TEAL
HEX #295D64
C:55 M:0 Y:16 K:67
R:41 G:93 B:100

CORPORATE
GRAY
HEX #B8B8B8
C:29 M:23 Y:23 K:0
R:184 G:184 B:184

Optional Accent Colors

AQUA
HEX #3FC1C9
C:65 M:0 Y:24 K:0
R:63 G:193 B:201

BLUE
HEX #326DAC
C:80 M:50 Y:0 K:10
R:50 G:109 B:172

GREEN
HEX #8DC63F
C:50 M:0 Y:100 K:0
R:141 G:198 B:63

ORANGE
HEX #F37121
C:0 M:69 Y:100 K:0
R:243 G:113 B:33

LILAC
HEX #51489D
C:82 M:85 Y:0 K:0
R:81 G:72 B:157

Marketing Tools: Icon Graphic

The Icon component of our corporate logo may be used as a stand-alone graphic. This graphic should never replace our logo in any application, but it is available for use as a design element in everything from posters to packaging. Approved versions are shown below.

For Icon production art files, contact Jon Platz at: jplatz@shawmutcorporation.com.

3D Icon	2D Icon	3D Icon Reversed	2D Icon Reversed

3D Icon Outlined	2D Icon Outlined	3D Icon Reversed Outlined	2D Icon Reversed Outlined

3D Color Icon Outlined	2D Color Icon Outlined	3D Color Icon Reversed Outlined	2D Color Icon Reversed Outlined

Note: Outlined Color Icons may be used in any of the approved Shawmut Color System colors, or shades of those colors. Non-outlined versions (shown on the top row above) must always be rendered in black and white.

Marketing Tools: Wordmark

The Shawmut Wordmark component of our corporate logo may also be used as a graphic design element in any size, Shawmut Color System color, or shade of that color. It should only be used in environments where the full corporate logo is also present and should never be used as a word in copy or headlines.

For Wordmark production art files, contact Jon Platz at: jplatz@shawmutcorporation.com.

Wordmark

shawmut

shawmut

Wordmark Reversed

shawmut

shawmut

Our N95 Respirator package shown below is a good example of how the Outlined Icon and Shawmut Wordmark can work as graphic elements in a layout.

Marketing Tools: Typography

Fonts play a significant role in creating a brand's visual identity. By always using the same fonts, we can help build and maintain a cohesive 'look' for everything we do. The Shawmut family of fonts is comprised of three typefaces: **Montserrat** – elegant and contemporary, it's perfect for headlines, subheads, and copy that should stand out. **Helvetica Neue** – a design workhorse, Helvetica is legible in a broad range of sizes and weights. It's ideal for body copy, captions, and long technical content. And **Athelas** – a classic serif font that's appropriate for captions, quotes, and for content that should have a more personal, less technical feel.

Note: Sample weights for each font are shown here, but additional weights and styles are available and may be used as needed. **If you need help accessing any of these fonts,** contact Jon Platz at: jplatz@shawmutcorporation.com.

Montserrat

Montserrat Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Montserrat SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Montserrat Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Montserrat ExtraBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Helvetica Neue

Helvetica Neue Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Helvetica Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Helvetica Neue Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Athelas

Athelas Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Athelas Italic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Athelas Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0
! @ $ & ? # +

Marketing Tools: Product Wordmarks

To ensure a consistent 'look' across our brands and markets, we've created a Wordmark format for use in branding individual Shawmut products. Two examples are shown below: Darlexx® and Terra™. Product Wordmarks should always follow this design format. **Note:** These Wordmarks may be rendered in any Color System approved color that works for your application, but use black for the "by shawmut" line wherever possible.

Product Wordmark Formats

VERTICAL

Darlexx®
*by***shawmut**

HORIZONTAL

Darlexx® *by***shawmut**

VERTICAL

Terra™
*by***shawmut**

HORIZONTAL

Terra™ *by***shawmut**

Reversed Product Wordmarks

VERTICAL

Darlexx®
*by***shawmut**

HORIZONTAL

Darlexx® *by***shawmut**

VERTICAL

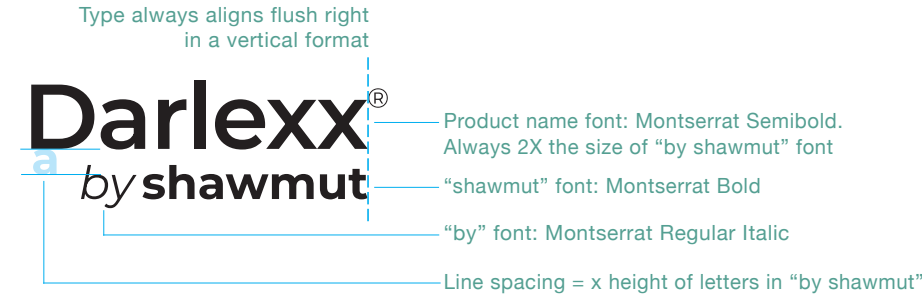**Terra**™
*by***shawmut**
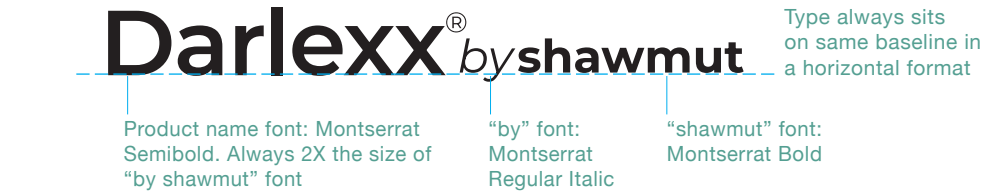
HORIZONTAL

Terra™ *by***shawmut**

Product Wordmark Fonts and Design Guidelines

Note: Don't try to create new Product Wordmarks yourself. If you need a new Product Wordmark, please contact the marketing team for help.

VERTICAL

Type always aligns flush right in a vertical format

Darlexx®
*by***shawmut**

Product name font: Montserrat Semibold. Always 2X the size of "by shawmut" font

"shawmut" font: Montserrat Bold

"by" font: Montserrat Regular Italic

Line spacing = x height of letters in "by shawmut"

HORIZONTAL

Darlexx® *by***shawmut**

Type always sits on same baseline in a horizontal format

Product name font: Montserrat Semibold. Always 2X the size of "by shawmut" font

"by" font: Montserrat Regular Italic

"shawmut" font: Montserrat Bold

Where appropriate, product names may be used without the "by shawmut' copy line.

Darlexx®

Marketing Tools: Photography

A picture *is* worth a thousand words, and it's important to pay attention to what our pictures are saying. For all forms of visual information, it's essential to present content that is authentic, original, instructive, and innovative – whether it's photography, graphics, or illustration.

This image of an EV driving through a wooded landscape symbolizes modern technology's role in helping to create a net zero carbon future. It's a photograph that tells a story. Contact Jon Platz at jplatz@shawmutcorporation.com to learn more about what images could help tell your story.
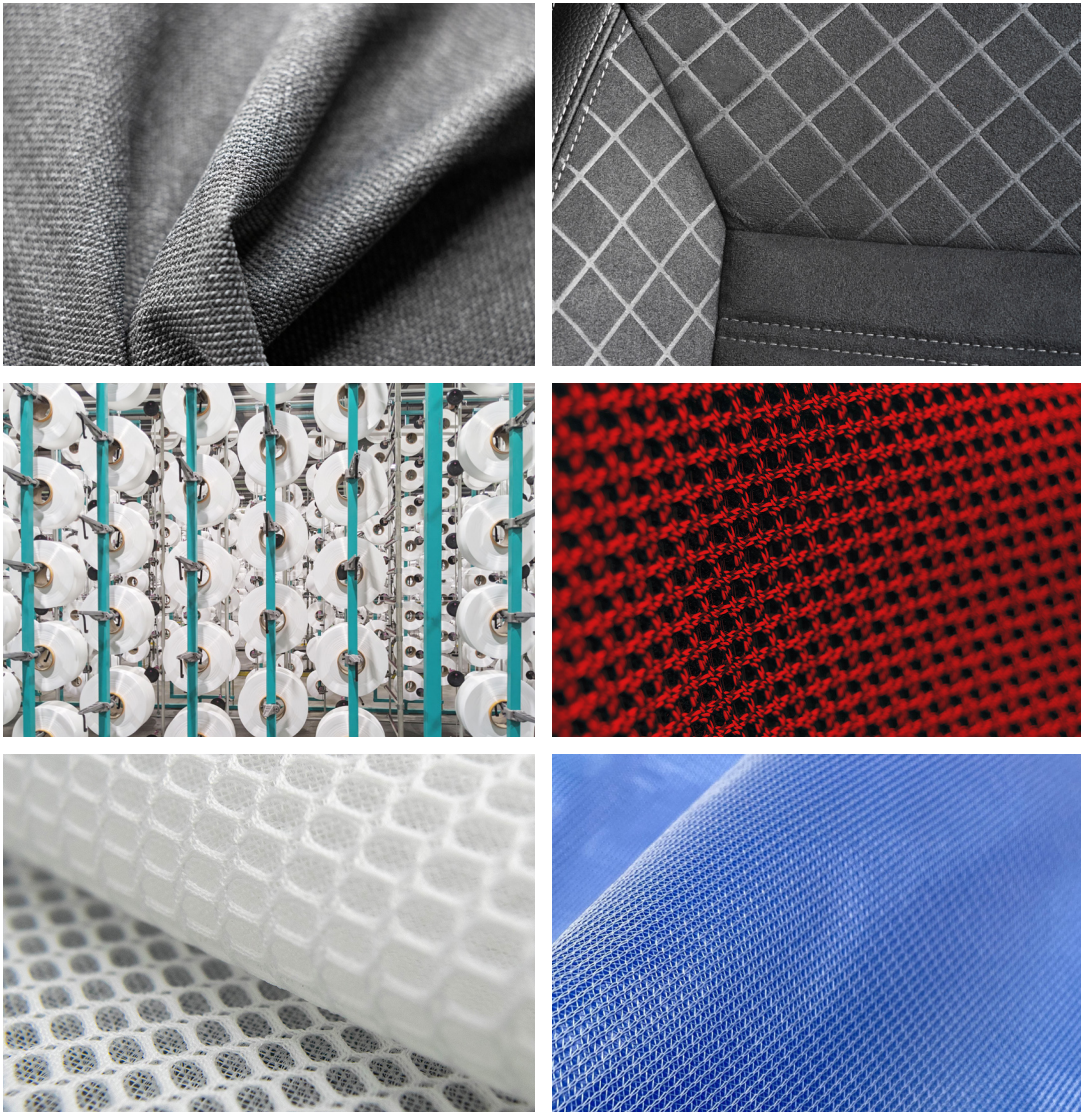
The photographs above show the look and feel we want our images to convey: Simple and evocative. Our images should always display Shawmut's signature blend of high-tech, color, texture, and style.

Marketing Tools: Tagline

"Materials Innovation for a Better World." Our tagline is a succinct statement of why people should care about us. It's a powerful marketing tool. It can be linked to our logo, the Shawmut name, or even stand alone. Use the Montserrat Italic font wherever possible, but other fonts may be used as required. The examples below will give you an idea of ways to use our tagline. Use it often. These six words say a lot about us.

Materials Innovation for a Better World

Materials Innovation for a Better World

Materials Innovation for a Better World

Shawmut. *Materials Innovation for a Better World*

Shawmut Corporation
Materials Innovation
for a Better World

DOWNLOAD FILES

Production files for the logos and graphics shown in this guide are available at shawmutcorporation.com/branding.

To simplify identification of logo files, each logo is shown with an ID Code like this: 3DWVR1   Look for the ID Code in the file name to ensure you have the correct file for your use.

If you have any questions about the information presented in this guide, contact Jon Platz at jplatz@shawmutcorporation.com.

shawmut
Advanced Materials®

Shawmut Corporation
Global Headquarters
208 Manley Street
West Bridgewater, Massachusetts
02379
USA
+1 (508) 588 3300
shawmutcorporation.com

*Materials Innovation
for a Better World*