

**SUPIMA<sup>®</sup>**

WORLD'S FINEST COTTONS

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BRAND GUIDELINES

# WORLD'S FINEST COTTONS



Luxury, quality and craftsmanship are the benchmarks of our  
American-grown, extra-long staple cotton.

Premier brands across the fashion, accessories and home markets look to create value  
and a point of difference for consumers, with an emphasis on premium fabrics.

Supima's American-grown heritage and premium qualities  
have played a vital role in this effort.

**SUPIMA**

THE UNIQUE QUALITIES THAT MAKE  
SUPIMA A PREMIUM BRAND

RARE

Only 1% of the world's cotton is Supima

AMERICAN GROWN

Grown and cultivated by just over 500 family farms, only in the USA

AUTHENTIC

Provenance and quality ensured through rigorous testing

SUPERIOR

More Natural Softness, Stretch, Strength, Durability,  
Rich Long Lasting Color than any other cotton

WORLD'S FINEST COTTONS

SUPIMA®

PROVENANCE

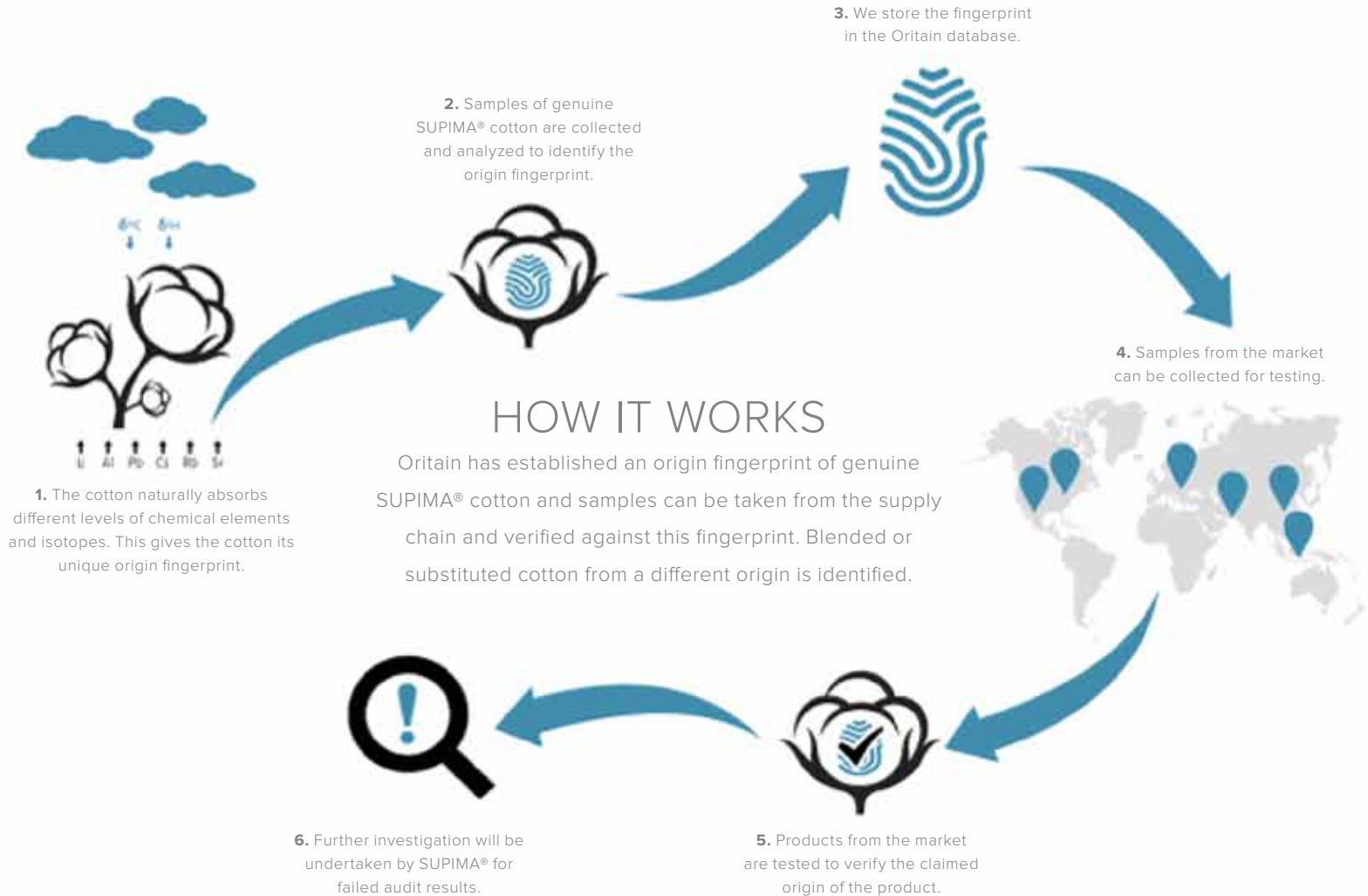
AUTHENTICITY  
UNDERLIES EVERY FIBER  
OF SUPIMA COTTON.

Every plant fiber contains a unique profile from where it was grown and is never removed through wearing and washing.

Our technology enables us to detect this unique molecular profile and certify exactly where the cotton came from, right down to the individual farm where it was grown.

WORLD'S FINEST COTTONS

# NATURE'S FINGERPRINT



TRANSPARENCY + SUSTAINABILITY

# WE ARE A TECH-DRIVEN STEWARD OF OUR FAMILY FARMLANDS

## **FAMILY FARMS**

For over a century, Supima cotton has been cultivated on more than 500 family farms through the American West and Southwest to produce a premium quality, luxurious cotton for the closet and home

## **TECHNOLOGY**

Supima's commitment to using state-of-the-art technology and ethical farming practices allow us to supply our brand partners with a superior cotton that minimally impacts the environment

## **SUSTAINABILITY**

While the concept of sustainability is a hot topic, what does "sustainable" really mean? For Supima, it means being strong stewards of our family farmland and implementing traceability technology that enables our cotton production to be 100% transparent from seed to stitch

## **TRACEABILITY**

We are the first fiber that can be 100% traced back to the land it was grown on and through every step of the supply chain until it hits the shelves



WHAT MAKES SUPIMA THE BEST



## VIBRANT COLOR

SUPIMA'S FINER FIBERS ABSORB DYE BETTER WITH A DEEPER, LONG-LASTING PENETRATION. THE RESULT IS A PRODUCT THAT RETAINS COLOR BETTER THAN REGULAR COTTONS. THIS MEANS THAT SUPIMA PRODUCTS KEEP THEIR BRILLIANCE WASH AFTER WASH GIVING YOU MANY YEARS OF USE.



## SOFTER FABRIC

SUPIMA IS INHERENTLY SOFTER AND MORE LUXURIOUS DUE TO ITS EXTRA-LONG STAPLE FIBER. THE LENGTH OF THE FIBER MAKES FOR A SMOOTHER SURFACE AND PRODUCES A SOFTER FABRIC THAT RESISTS PILLING. THIS MEANS THAT YOUR PRODUCTS WILL FEEL SUMPTUOUSLY SOFT AND ONLY GET SOFTER AS TIME PASSES.



## STRONGER FIBER

SUPIMA IS TWICE AS STRONG AS REGULAR COTTON, WHICH MAKES FOR EXTRAORDINARILY RESILIENT PRODUCTS. THE LONGER FIBER RESISTS PILLING, BREAKING AND TEARING RESULTING IN FASHION AND HOME PRODUCTS THAT ARE INCREDIBLY RESILIENT AND KEEP THEIR FORM FOR A LONGER-LASTING PRODUCT.

ON EVERY LEVEL  
THERE IS A CONSCIOUS CHOICE  
TO CHOOSE THE BEST...

**FARMERS' CHOICE**  
TO GROW A BETTER COTTON

**BRANDS' CHOICE**  
TO USE A BETTER COTTON  
TO CREATE THE BEST PRODUCTS

**SUPIMA'S CHOICE**  
TO PARTNER WITH BRANDS THAT  
HOLD THE SAME VALUES

**CONSUMERS' CHOICE**  
TO BUY A BETTER PRODUCT  
MADE WITH THE BEST

# IDENTITY GUIDELINES



# SUPIMA®

## PRIMARY LOGO LOCKUP

This is our primary logo lockup, SUPIMA + BRAND STATEMENT. This is the preferred logo lockup for most applications: on product, ads, social, websites, etc. The purpose of the logo lockup is to build awareness and for consumers to know the Supima brand is a premium type of cotton.

See following pages for special use guidelines.

**SUPIMA®**  
**WORLD'S FINEST COTTONS**

# SUPIMA®

## LOGO USAGE | SMALL TO LARGE

The Supima logo is flexible. The logo lockup can be adjusted depending on scale, space, orientation and legibility.

These examples illustrate the rules and do's / don't's of proper logo usage.

SMALL SCALE

LARGE SCALE

**SUPIMA®**

**SUPIMA®**  
WORLD'S FINEST COTTONS

The BRAND STATEMENT is justified left and right with the logo. Use for sizes 4" or less, unless space prohibits.

**SUPIMA®**  
WORLD'S FINEST COTTONS

For sizes larger than 4", the BRAND STATEMENT can be scaled down 25% of logo width.

OR

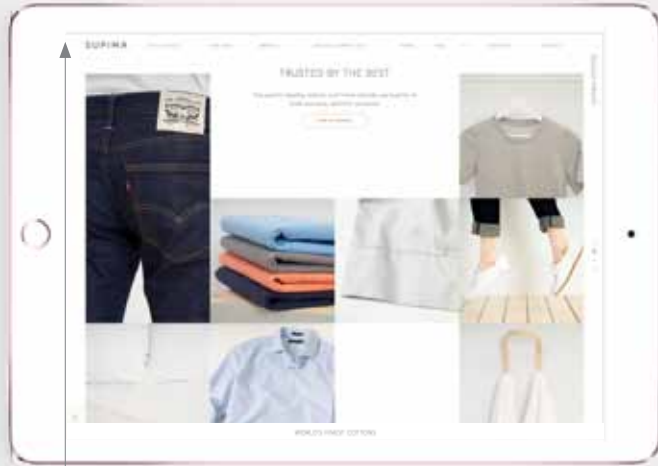
**SUPIMA®**  
WORLD'S FINEST COTTONS

Scaled down no more than 50% of logo width.

**SUPIMA®** 13

For very large sizes the BRAND STATEMENT does not have to lockup with logo but be within close proximity.

LOGO USAGE | SMALL TO LARGE | EXAMPLES



In this case, the Supima logo needs to fit in a tight space and the BRAND STATEMENT would get too small, therefore the LOGO and BRAND STATEMENT are thoughtfully placed so that both elements of the logo lockup are visible.

In this case, the Supima logo is used at a large scale and the BRAND STATEMENT can be reduced from 25% to 50% of the logo width.

SMALL SCALE  
↑  
LABELS  
SOCIAL ICONS  
WEB BANNERS  
MOBILE  
BUSINESS CARDS



In this case, the Supima logo is small scale for mobile, the primary logo lockup is best for legibility.

In this case, the Supima logo is used at a large scale and the descriptor would be too large on the page AND would not be legible crossing the page gutter.



BILLBOARDS  
POSTERS  
BUS / SUBWAY ADS

↓  
LARGE SCALE



LOGO USAGE | DO'S / DONT'S



When placing logo vertically, ROTATE at 90 DEGREE angle.



DON'T stack the LOGO or BRAND STATEMENT.

**SUPIMA®**  
WORLD'S FINEST COTTONS

DON'T use the BRAND STATEMENT left or right alignment.

**SUPIMA®**  
WORLD'S FINEST COTTONS

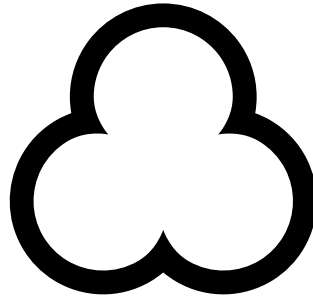
DON'T change the letterspacing of the BRAND STATEMENT.

# SUPIMA®

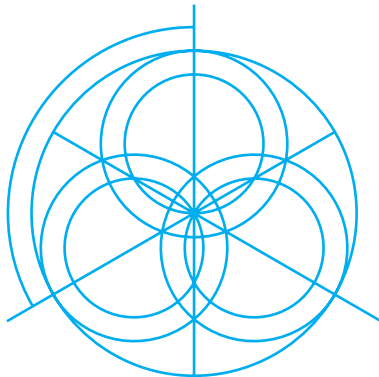
## PROPRIETARY ICON

The distinct anatomy of a Pima cotton boll includes the bract, which is the base of the boll, and three locks. The locks distinguish Pima cotton from Upland cotton, as an Upland boll has four locks.

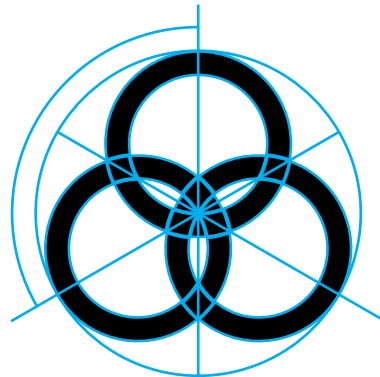
This icon is used as a secondary element such as an authenticity label or as a “sign-off” in communication or labeling.



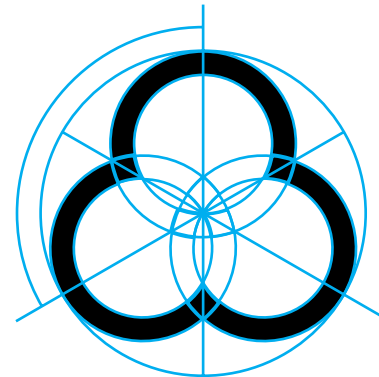
120 DEGREES



120 DEGREES



120 DEGREES

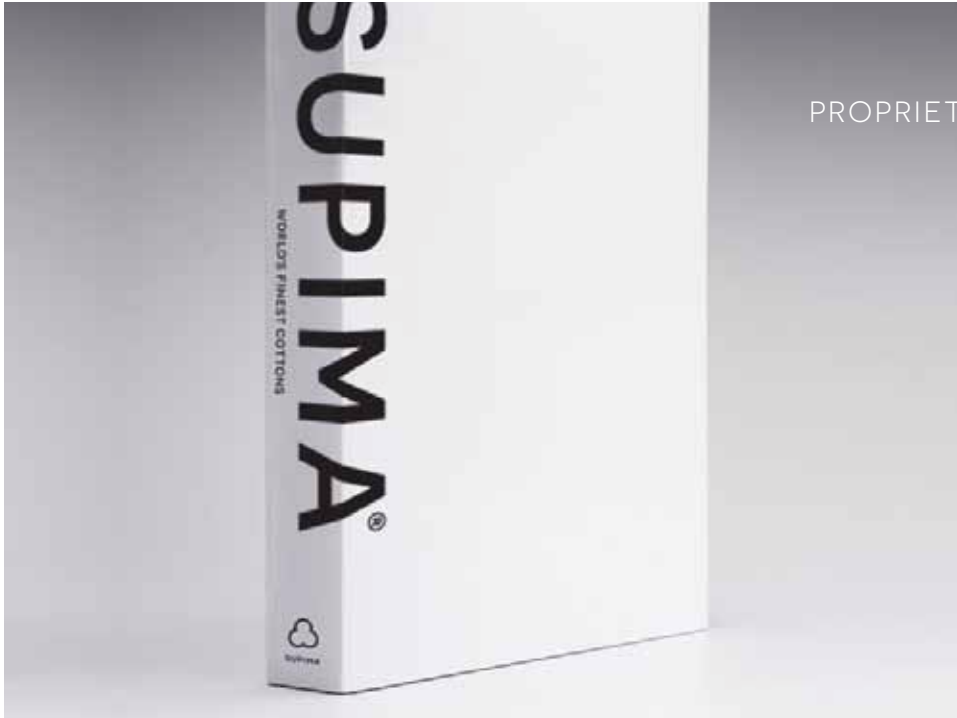


WORLD'S FINEST COTTONS



# SUPIMA®

PROPRIETARY ICON



WORLD'S FINEST COTTONS

PACKAGING ELEMENTS

LOGO

**SUPIMA®**  
WORLD'S FINEST COTTONS

ICON



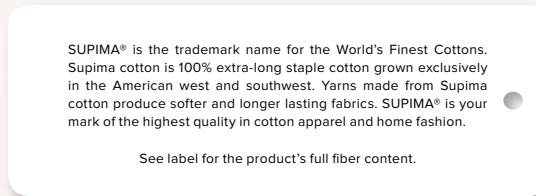
CORPORATE SEAL



HANG TAGS



WHITE | COOL GREY 5C



BLACK | WHITE

SEWN-IN LABEL



SECONDARY ICON LABEL



# SUPIMA®

## COLOR PALETTE

### BLACK, WHITE AND GRAY

The Supima logo can be represented in black, white or gray when isolated or placed over image or video as necessary.



BLACK



WHITE



GREY/SILVER

WORLD'S FINEST COTTONS

Modern, rounded, san serif fonts are recommended and good pairings with the Supima logo.

The following fonts are examples of those in use. The benefits of these font families is that they come in a variety of weights.

### NOVECENTO SANS WIDE DEMIBOLD (FAMILY)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789!@#\$\$%^&\*()**

Supima logo is a customized version of Novecento Sans Wide Demi-Bold.

### PROXIMA NOVA (FAMILY)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

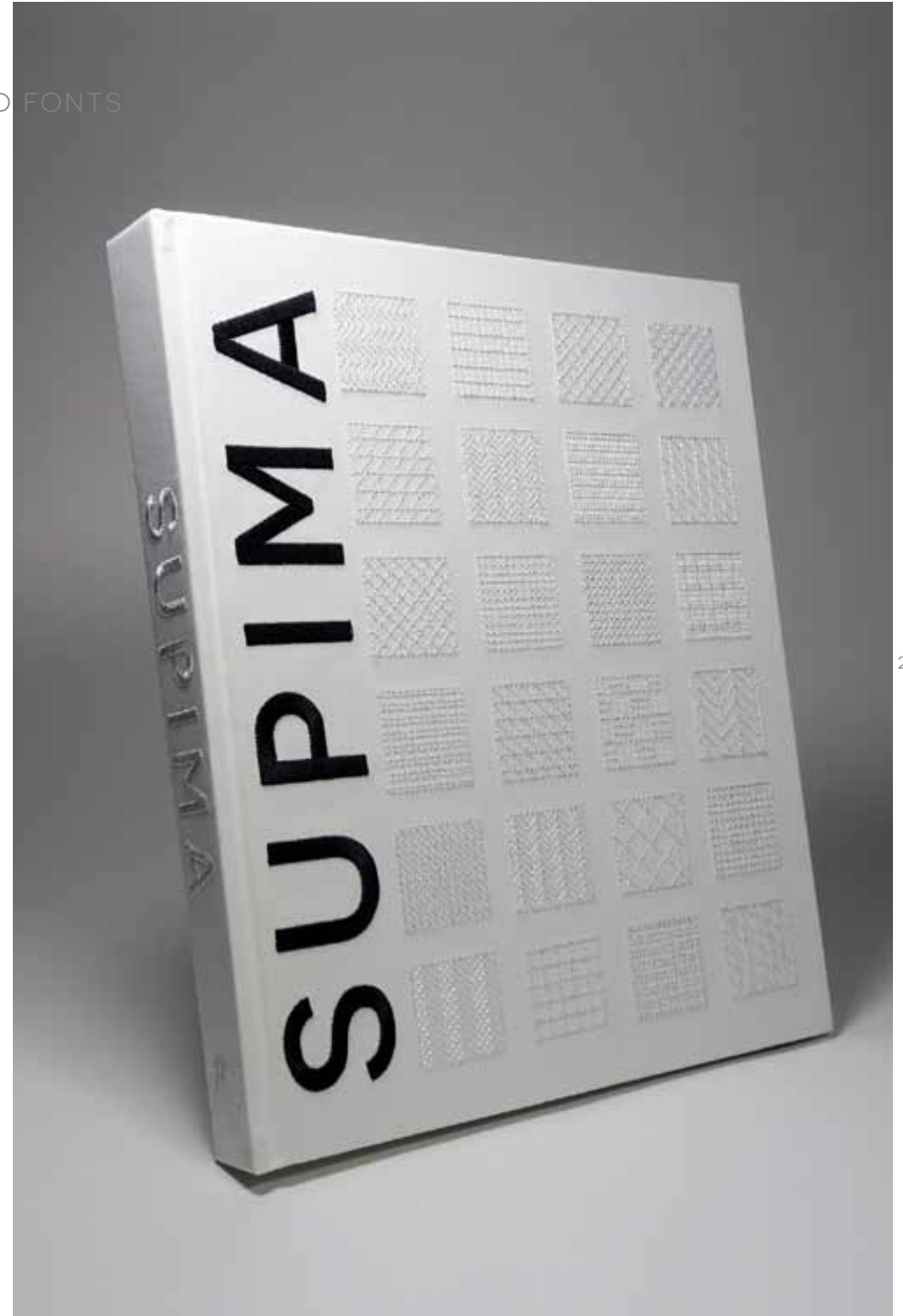
**abcdefghijklmnopqrstuvwxyz**

**0123456789!@#\$\$%^&\*()**

It is preferred that this font be used as headlines and body copy because it compliments the Supima logo.

### PARTNER FONTS

Materials created by partners may use their own brand fonts and are not subject to using Supima brand fonts.



# SUPIMA®

## BRAND + PARTNER HANGTAGS

### BRAND HANGTAG

Supima Branded



### SUPIMA + PARTNER HANGTAG INTEGRATED

Custom hangtag that integrates Supima and a Brand describing its unique partnership.



### SUPIMA + BRAND HANGTAG ADD ON

Using the Supima Brand hangtag with a Brand's own hangtag.



# SUPIMA®

## BRAND + PARTNER CONTENT LABELS

The Supima brand should be represented on partner labels in a particular way. It is used secondary to the Brand Partner information.

The FTC requires care labeling instructions to include the generic fiber name “cotton” along with the Supima trademark on the care label. For example, on a tag in the side seam or on the back neck of a shirt, it must include the percentage and label, “SUPIMA COTTON.”

Using SUPIMA COTTON on the neck label is recommended so as to increase brand awareness and re-inforce the partner relationship but optional as long as it is included in the care label.

It should always appear as “Supima cotton”, “100% Supima Cotton” or “100% U.S. Supima Cotton” is not necessary, but is acceptable based on partners needs or preferences.

For more information go to:

<http://supima.com/wp-content/uploads/2017/04/2016-FTC-Calling-it-Cotton.pdf>

**Supima cotton**  
( always capitalize the “S” )

**SUPIMA cotton**  
( all caps on just SUPIMA is allowed )

**SUPIMA COTTON**  
( all caps is allowed )



SEWN IN NECK LABEL



SEWN IN CARE LABEL



INSIDE STORY TELLING LABEL



INSIDE NECK SCREEN

SUPIMA®

There's a lot to love about Supima®.



SUPIMA +  
BRAND PARTNERS

## ABOUT BRAND PARTNERSHIPS

### THE UNIQUE PARTNERSHIPS OF SUPIMA

The “Partners of Supima” are brands that align with Supima and the qualities it represents. Just as Supima adds value, credibility and status to a product – helping partners create the best – our partners also transform Supima, giving life to outstanding products and to the Supima brand itself.





# SUPIMA®

## HOW WE SPEAK

Below is a vocabulary of Supima's unique qualities –  
for partners to express in their own voice when talking about Supima

### SUPIMA COTTON

Made in the USA  
Rare  
Authentic  
Extra - Long Staple Cotton  
American-Grown  
Premium  
Superior  
American Family Farms  
Pure

### TRANSPARENCY / SUSTAINABILITY

Certified  
Verifiable  
Sustainable  
Natural  
Zero Waste  
Traceable  
Biodegradeable

### BENEFITS / QUALITIES

Softer Fabric  
Durable  
Lasting Color  
Brilliance  
Stronger Fiber  
Vibrant Color

HOW WE SPEAK

Below are uniquely Supima phrases –  
for partners to express in their own voice when talking about Supima

World's Finest Cottons

Do you know where your cotton comes from?

There's a lot to love about Supima

The Supima difference

From seed to stitch

SUPIMA + BRAND PARTNER COMMUNICATION:  
DIGITAL

DIGITAL

Communicate Supima's cultural relevancy through a rich brand expression across all platforms and touchpoints.



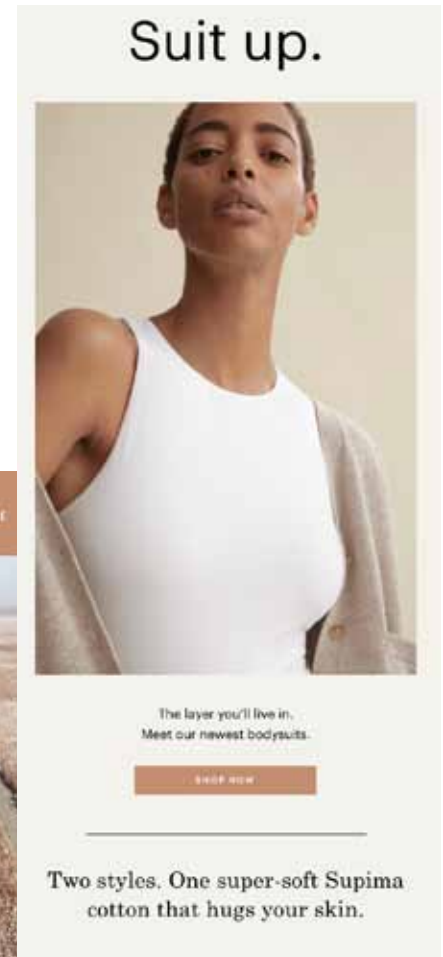
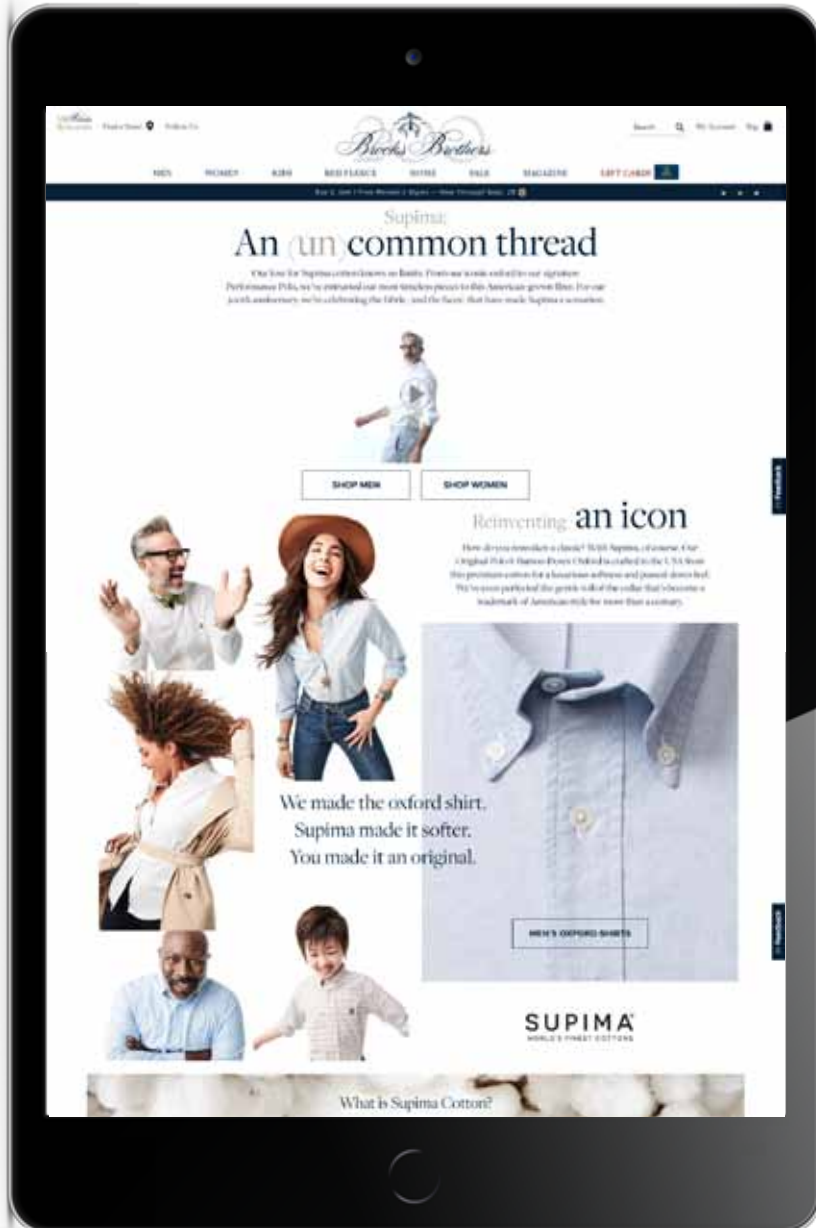
Fresh new colors.  
Same Supima cotton we love.



Grown in the United States, Supima cotton has an extra-long fiber length that makes it lightweight, breathable, and silky-smooth.



SUPIMA + BRAND PARTNER COMMUNICATION:  
DIGITAL





# SUPIMA

## SUPIMA + BRAND PARTNER COMMUNICATION: RETAIL SIGNAGE



# SUPIMA®

## SUPIMA + BRAND PARTNER COMMUNICATION: OUT OF HOME



WORLD'S FINEST COTTONS

## SUPIMA + PARTNER COMMUNICATIONS

### SOCIAL POSTINGS

Supima is grateful for the support of our partners in helping promote our brand. We encourage our partners to use our assets and social tags to help do so.



## #MadeWithSupima

Try the towel that's made to last.

SHOP ONSEN

@supima

#madewithsupima

#supimacotton

#cotton

#supimastyle

#madeinamerica



# SUPIMA®

## LICENSING PROGRAM AND APPROVALS

### **LICENSING INFORMATION:**

The Application for Use of Supima® Trademark can be accessed by visiting the Supima Partners Licensing Portal at

<http://partners.supima.com>

### **CONTACTS:**

Attention: Licensing Coordinator

SUPIMA

1710 W Ranch Rd.

Suite 205

Tempe, AZ 85284-3600 USA

602.792.6002

[licensing@supima.com](mailto:licensing@supima.com)

THANK YOU!

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WORLD'S FINEST COTTONS