



## Brand Guidelines

### Objective

Milliken & Company, as creator of the ingredient brand Amplitude® , has the following mandatory brand requirements when using Amplitude technology. These recommendations will help you create an effective message around Amplitude, promoting the brand to the consumer with clarity and consistency. These point of purchase requirements make it apparent at the point of sale that there is a “special ingredient” in the garment.

### 1. Amplitude® Branded Garment

- Amplitude logo shown on front of garment
  - Preferably on front chest, but lower right corner is acceptable
  - Amplitude logo labels are available
- Amplitude logo on sew-in care label for inside garment

### 2. Amplitude® Co-branded Garment

- Amplitude logo shown on inside of the garment
  - Preferably on sew-in label
- Amplitude logo on sew-in care label

### 3. Promotional materials, catalogs and educational materials containing Amplitude benefits should be reviewed by Milliken Brand Manager prior to production.

(See Style Guide for guidelines and contact information)



## Style Guide

### Contents:

#### Definition

#### Technologies Offered

#### Copy Points and Product Claims

#### Guidelines for Use

#### Contact Information

### Definition: What is it?

Amplitude® fabrics are a high performance 88/12 cotton nylon family of fabrics for arc flash and flame resistant protective workwear which meets performance requirements of OSHA 1910.269 ASTM1506, NFPA 70E (HRC2), NFPA 2112, and CGSB 155.20.

### A. Amplitude® Technology

Amplitude technology delivers a non-ammoniated patent pending process with excellent durability and improved comfort.

- Improved breathability and optional stretch
- Guaranteed for the life of the garment per NFPA 2112
- Offers more protection than existing 88/12 fabrics in the marketplace
  - Tested at North Carolina State University under UL observation
  - Tested at Kinetrics

### B. Copy Points to use

Amplitude provides

- Superior breathability
- Excellent flash fire protection
- Excellent arch flash protection
- Durability through multiple industrial washes

### C. Guidelines for logo use:

- 1) Only use logo artwork downloaded from Milliken's website, [www.ASFStyleGuide.com](http://www.ASFStyleGuide.com) or as provided by Milliken Brand Manager.
- 2) Leave clear space (ex. red line polygon below) around all four sides of the Amplitude logo equivalent to the height of the "i" in the logo.



- 3) "Amplitude is a trademark of Milliken & Company" must occur near the logo on any page where the Amplitude logo appears.
- 4) The logo may be colored black, white, or orange (PMS 1375). Other logo approved colors will be available on the website listed above. *Do not recolor the logo unless you have been given approval by the Brand Manager.*
- 5) The minimum size for the Amplitude logo is 1.5 inches wide at 72 pixels per inch for PowerPoint and other electronic presentations and 1.25 inch wide for print material. *When resizing the logo, please resize it proportionately, without stretching or squeezing it.*

### D. Guidelines for branding Amplitude:

- 1) Amplitude is a trademark of Milliken & Company.
- 2) A provided sew-in label should be attached to Amplitude garments.
- 3) **Approval Process for Customer Marketing Materials:**  
Send copies of all packaging, flyers, web pages, ads and any other collateral to the Division Brand Manager for review and approval, at least two weeks prior to publication.

Email: [Brenda.Burris-Drake@Milliken.com](mailto:Brenda.Burris-Drake@Milliken.com) Phone: 864-503-1169  
Address: Milliken, 920 Milliken Road, M-127, Spartanburg, SC 29303