

# THE SUNBRELLA® BRAND

A COMPREHENSIVE GUIDE DETAILING THE STRATEGIC  
USE OF THE SUNBRELLA LOGO.



## Confidential and Proprietary Information:

This guide is the exclusive property of Glen Raven, Inc. and has been prepared by Glen Raven, Inc. for use by employees, customers, suppliers, and other business partners of Glen Raven, Inc.



The Sunbrella® logo artwork and this brand guide may not be redistributed. They must be obtained under license through the website [www.sunbrellaidentity.com](http://www.sunbrellaidentity.com)

If you have obtained this guide or the Sunbrella logo artwork through another source, you must register at [www.sunbrellaidentity.com](http://www.sunbrellaidentity.com), or discontinue use of the Sunbrella Brand Identity.

## Table of Contents

Introduction: Importance of Brand Identity	5
<b>The Sunbrella Brand Story</b>	7
1.1 Sunbrella Logo Story	8
1.2 The Umbrella	8
1.3 The Color	8
1.4 The unLigature	8
1.5 The Typeface	8
<b>Brand Architecture</b>	10
2.1 Brand Specific Concatenation	10
<b>Basic Standards for the Trademark Usage</b>	12
3.1 Proper Use of the Sunbrella Trademark	12
3.2 Attribution	13
3.3 Variations, Takeoffs or Abbreviations	13
<b>Basic Logo Standards</b>	15
4.1 Reproduction	15
4.2 Clear Space	15
4.3 Size	15
4.4 Color	16
4.5 Unacceptable Logo Treatments	17
<b>Questions and Contact Information</b>	19
5.1 Materials Approval Process	19
5.2 Questions About the Logo Use Guidelines	19



## Introduction: Importance of Brand Identity

As the Sunbrella brand expands across categories and markets, its identity – including name, logo, color and visual system – must be presented properly and consistently to maintain and reinforce the brand's message and promise.

Consumers, customers, employees and business partners hold thoughts and attitudes towards Sunbrella based on experiences with Sunbrella products and services over its 50 year history.

The Sunbrella Brand Guide protects and nurtures this brand equity by consistently presenting the brand's identity in a manner that best reflects the Sunbrella story.



# The Sunbrella Brand Story

- 1.1 Sunbrella Logo Story
- 1.2 The Umbrella
- 1.3 The Color
- 1.4 The unLigature
- 1.5 The Typeface

## The Sunbrella Brand Story

### BEAUTIFUL, DURABLE FABRICS

Glen Raven introduced its first trademarked awning fabric in 1908. The aptly named “Zebra Stripes” cotton canvas was only available in black and white stripe and would last barely a season under the sun and weather. Synthetic fibers developed after World War II brought technical revolution in many types of textiles, one of which Glen Raven developed into a dramatically improved awning canvas.

The company’s research and development team discovered that a certain type of fiber using a unique color pigmentation process resulted in a fabric with vibrant color and dramatically improved outdoor durability. Introduced in 1961 as a premium alternative to cotton canvas, Sunbrella® awning fabric could withstand the elements many times longer without fading or losing strength.

Easy to clean, stain resistant and impervious to bleach, Sunbrella fabric was also dramatically easier to maintain than traditional canvas.

Boat manufacturers began using Sunbrella canvas in the 1970’s as protective covering for marine cockpits and sun-sensitive nylon sails. Today, marinas around the world are showcases for the signature Sunbrella Pacific Blue marine fabric.

In the late 1980’s, a salesman noticed that expensive Florida homes had cheap patio furniture. Glen Raven’s research and development team enhanced Sunbrella fabric’s softness to create colorful outdoor furniture fabrics comfortable enough for seating, but with the same durability and cleanability as the now-legendary Sunbrella awning and marine canvas. Sunbrella furniture fabrics became a pleasing alternative to bare plastic or iron patio seating.

Through progressive styling innovation, Sunbrella transformed patios into attractive outdoor living spaces.

A broad color palette and sophisticated chenille, bouclé, and velvet designs created a world of design possibilities. The outdoor room exists today in part due to trust in Sunbrella durability and beautiful design inspiration.

Today, Sunbrella fabrics are revolutionizing home interiors with stylish designs for upholstery, draperies and sheers that clean easily and won’t fade or stain. Beautiful homes have never been this livable.

The new Sunbrella identity communicates a pleasurable, worry-free, adventurous lifestyle message—one of comfort and gracious living through long lasting and durable products of beauty, sophistication and innovation.

Glen Raven’s Sunbrella facility in Anderson, South Carolina is one million square feet devoted to manufacturing, R&D and testing to ensure we live up to the Sunbrella promise. Glen Raven also manufactures Sunbrella in France and China, and has sales in 120 countries around the world.

## 1.1 Sunbrella Logo Story

The Sunbrella logo has been updated to reflect the contemporary, lifestyle nature of the brand, while retaining its core equities as a premium performance fabric.

## 1.2 The Umbrella

The most visual graphic element of the logo is the umbrella. The distinctive umbrella reflects the Sunbrella heritage as a sheltering, protective fabric durable enough to withstand nature's elements. The new logo features a modernized umbrella icon over the first three letters of the name.

## 1.3 The Color

The Sunbrella logo features a signature warm-orange hue. Orange conveys the Sunbrella brand's relevancy to enjoyable lifestyle activities, reflecting the pleasurable emotional imagery of sunrise and sunset.

## 1.4 The unLigature

The un ligature continues as a unique defining characteristic of the Sunbrella wordmark, representing the brand's ability to seamlessly connect the promises of beauty and durability.

## 1.5 The Typeface

The logo's fresh typeface is a modified version of the Avenir font, with slightly increased letter spacing for balance and readability.

1.1



1.2



1.3



Pantone® 1595

1.4



1.5







# Brand Architecture

## 2.1 Brand Specific Concatenation

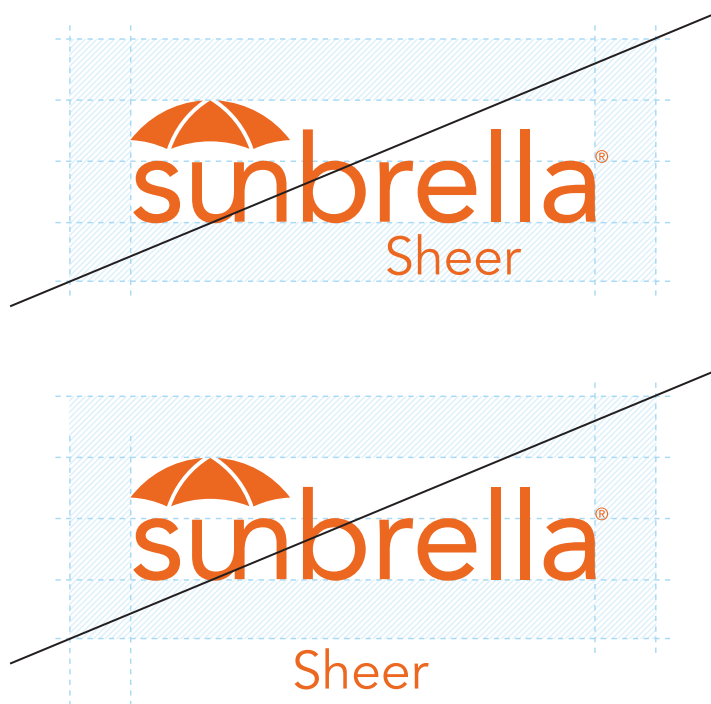
## Brand Architecture

The Sunbrella brand architecture has been consolidated under a single masterbrand signature with one logo. All previous versions of the Sunbrella logo that feature product extensions should be replaced with the new Sunbrella logo. All Sunbrella branded products will now use the new logo and visual system.

### 2.1 Brand Specific Concatenation

Where a specific Sunbrella fabric must be presented graphically, it is permissible to use the fabric name along with the word Sunbrella® in text.

UNACCEPTABLE USAGE:



ACCEPTABLE USAGE:

SUNBRELLA® SHEER	SUNBRELLA® SLING
SUNBRELLA® SHADE	SUNBRELLA® SUPREME



## Basic Trademark Usage Standards

- 3.1 Proper Use of the Sunbrella Trademark
- 3.2 Attribution
- 3.3 Variations, Takeoffs or Abbreviations

## Basic Standards for the Trademark Usage

- The Sunbrella word may not be part of a company name or web domain.
- The Sunbrella word may not be part of a product name except in the case of a specific product licensing agreement with Glen Raven.
- In text, the Sunbrella word must appear in the same typeface or font as the surrounding text.
- The first instance of the Sunbrella name in copy on a page or visual field should be followed by the ® symbol.
- When appearing as a stand-alone graphic element, the Sunbrella logo should be used instead of the word.
- Always spell Sunbrella in text with a capital “S”.
- Do not translate Sunbrella into languages other than English.
- The Sunbrella word should be used in a referential phrase such as “featuring.”
- On packaging or printed materials for a product that contains Sunbrella fabric as an ingredient, the Sunbrella word must appear less prominent than the product name.
- The Sunbrella trademark may only be used in association with genuine Sunbrella products, or products that in fact contain or feature the referenced Sunbrella fabric or ingredient.
- The reference to Sunbrella must not create a sense of endorsement, sponsorship, or false association with Sunbrella.
- The use must not disparage the Sunbrella Trademark or impair the validity, scope, title or goodwill of Glen Raven in the Sunbrella Trademark.
- The Sunbrella logo may not be used on non Glen Raven business cards.

### 3.1 Proper Use of the Sunbrella Trademark

The word “Sunbrella” must be used as an adjective to describe a generic noun that identifies the relevant fabric, component, or licensed end product.

As an adjective, Sunbrella is not to be used in either a plural or a possessive form.

<b>ACCEPTABLE:</b>	Awning featuring Sunbrella fabric.
<b>NOT ACCEPTABLE:</b>	Sunbrella awnings.
<b>ACCEPTABLE:</b>	Sunbrella fabrics resist fading.
<b>NOT ACCEPTABLE:</b>	Sunbrellas resist fading.
<b>ACCEPTABLE:</b>	Sunbrella fabric’s stain resistance is excellent.
<b>NOT ACCEPTABLE:</b>	Sunbrella’s stain resistance is excellent.

## 3.2 Attribution

The ® symbol should be added to the word Sunbrella® the first time it appears in the text on a page or other visual field.

Include the following trademark attribution within the credit notice section of the product, documentation or other material:

Sunbrella® is a registered trademark of Glen Raven, Inc.

Such attribution shall be in a legible font size customarily used for, and at least as large as, other trademark attribution.

## 3.3 Variations, Takeoffs or Abbreviations

Do not use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of the Sunbrella trademark for any purpose. For example:

NOT ACCEPTABLE: Sunumbrella, Solbrella, Sunbrevia

Trademark Usage





## Basic Logo Standards

- 4.1 Reproduction
- 4.2 Clear Space
- 4.3 Size
- 4.4 Color
  - 4.4.1 Color Reproduction Options
- 4.5 Unacceptable Logo Treatments
  - 4.5.1 Unacceptable Color Treatments
  - 4.5.2 Unacceptable Visual Treatments

## Basic Logo Standards

This is the only acceptable Sunbrella logo. The entire Sunbrella identity look and feel stems from this logo design and the consistent application of its correct use.

### 4.1 Reproduction

The Sunbrella logo must be reproduced only from the high-resolution digital files obtained from [www.sunbrellaidentity.com](http://www.sunbrellaidentity.com), under agreement of the Usage Terms and Agreements, and according to the terms of this Brand Guide. It may not be reconstructed or altered in any way.

It is not permissible to use the Sunbrella logo from sources other than the high-resolution digital files, including, but not limited to, websites (including Glen Raven sites), scans, or any source other than [www.sunbrellaidentity.com](http://www.sunbrellaidentity.com).

### 4.2 Clear Space

Always isolate the logo on the page by maintaining a clear space from other elements on the page, the edge of the page, or the gutter.

To determine the clear space, the height of the letter "s" in the logo has been defined as "x." There should always be at least the size of the "x" around all sides of the logo.

### 4.3 Size

Proper logo size is vital to presentation and readability. Make sure the logo is applied at a confident size that is not overpowering (too large) or understated (too small) for the application.

The Sunbrella logo should never be larger than that of the primary product logo in the same visual field, and never smaller than 30% of the size of the primary product logo in the same visual field.

For print and web materials, the logo should never print smaller than 25 millimeters or 85 pixels in width.

When using the logo in widths of 25 to 30 millimeters, use the artwork files that are designated "small" and have "sml" in the filename, such as "sunbrella\_sml\_4c\_1595\_tm.eps".

In sizes larger than 30 millimeters wide, use the artwork files that are designated "large" and have "lrg" in the filename, such as "sunbrella\_lrg\_4c\_1595\_tm.eps".

4.1



sunbrella®



sunbrella®  
HOME



sunbrella®  
MARINE

4.2



4.3



For artwork 25mm to 30mm, use filename designated with "sml".















For artwork larger than 30mm, use artwork designated with "lrg".

## 4.4 Color

The Sunbrella Orange logo should be used whenever possible. When another color or background must be used, adhering to the following color reproduction guidelines will help with creating a consistent image and maintaining the visual impact of the logo.

When appearing on light backgrounds, the Sunbrella Orange logo should be used, but if competing colors create tension then the Sunbrella Black logo is acceptable.

When appearing on black, dark, or a Sunbrella Orange background, the logo may be produced in white.

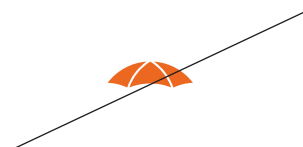
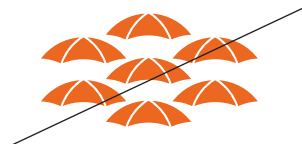
Brand colors	
<p><b>Orange logo</b> Use on white and light color backgrounds.</p> <p>PANTONE® 1595</p> <p>CMYK - C:0 M:72 Y:100 K:3 RGB - R:213 G:92 B:25 HTML - #D55C19</p>	   <p>HOME</p> <p>MARINE</p>
<p><b>Grey logo</b> Use on white and light color backgrounds.</p> <p>PANTONE® 424</p> <p>CMYK - C:0 M:0 Y:0 K:61 RGB - R:108 G:111 B:112 HTML - #6C6F70</p>	   <p>HOME</p> <p>MARINE</p>
<p><b>Black logo</b> Use only in 1-color applications such as a fax cover sheet or Yellow Pages ad.</p> <p>Black</p> <p>CMYK - C:0 M:0 Y:0 K:100 RGB - R:0 G:0 B:0 HTML - #000000</p>	   <p>HOME</p> <p>MARINE</p>
<p><b>Reversed logo</b> Use only on dark color or solid backgrounds.</p>	   <p>HOME</p> <p>MARINE</p>



## 4.5 Unacceptable Logo Treatments

The following are examples of unacceptable uses of the Sunbrella logo.

- Do not use the logo in low contrast colors such as black on a dark background.
- Do not change the colors of individual elements of the logo.
- Do not use the logo on a patterned background.
- Do not use the logo on a textured background.
- Do not configure the elements into a different arrangement.
- Do not distort the logo.
- Do not crop or remove any part of the logo.
- Do not tilt the logo in any direction.
- Do not add any shadows, effects or other elements to the signature.
- Do not duplicate any part of the logo to create a pattern.
- Do not alter the proportions of the signature typography.
- Do not attempt to typeset the logo type.
- Do not recreate the type or substitute another typeface.
- Do not attach product category identification to the logo.
- Do not surround logo with other competing shapes.
- Do not use the umbrella icon with other words.
- Do not use the umbrella icon apart from the logo.
- Do not use the logo in a block of text.
- Do not trace or outline the logo.



lis parum demonstraverunt  
claram per est. Assum velit  
mirum  claram  
laoreet. Nunc in et dignissim.





## Questions and Contact Information

5.1 Materials Approval Process

5.2 Questions About the Logo Use Guidelines

## Questions and Contact Information

### 5.1 Materials Approval Process

Per the Sunbrella Brand License Agreement, please supply Glen Raven a PDF, proofs, mock up, or other representative specimens of products and marketing, advertising, promotion, and sales materials featuring the Sunbrella Brand or Logo at least ten (10) business days prior to use of said products or materials.

Glen Raven will respond within five (5) business days of receipt of your materials, and will approve, approve with changes, or deny any proposed use of the Sunbrella Brand and Graphics.

Glen Raven shall not be responsible for costs associated with required changes to any materials featuring the Sunbrella Brand and Graphics, and it shall be Licensee's responsibility to submit approval requests in a timely manner. Failure of Glen Raven to respond may be deemed approval.

Following approval, Licensee shall be required to submit for approval those additional intended uses that differ from those previously approved.

Submissions should be made to [creative@glenraven.com](mailto:creative@glenraven.com)

The preferred format is the finished full-color artwork or layout as an Adobe Portable Document Format (PDF) file. Please be sure to include a description of the project and intended purpose of the materials. Please include contact information including email and telephone so that we may respond in a timely manner.

### 5.2 Questions About the Logo Use Guidelines

If you have questions regarding these Logo Use Guidelines, or the use of the Sunbrella brand, please contact the Glen Raven Custom Fabrics, LLC marketing team at: [identity@sunbrella.com](mailto:identity@sunbrella.com)



For more information about the Sunbrella logo and brand guide  
email us at [identity@glenraven.com](mailto:identity@glenraven.com).