

TeXtreme®

Brand Guidelines

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Our Mission

To make our customers' products ultra-light and durable with Spread Tow thin ply reinforcement technology.

Brand Guidelines

This document serves as a tool to provide guidelines and aid you in creating marketing and communications materials using the core elements of our brand identity system.

Given our wide audience and range of applications on high-end products, we must convey a cohesive and unified brand. Following these guidelines is vital to maintaining a consistent and appropriate public image for our customers, partners, and employees.

Only companies that have signed a Trademark License agreement can use the TeXtreme logos and trademarks. Contact the Communications Department at Oxeon for questions about using the TeXtreme brand.

The Communications Department must review and approve all new design and communication materials involving TeXtreme before displaying them publicly.

Brand Promise

Enjoy Lighter Performance

Our brand promise, “Enjoy lighter performance,” highlights the key advantage of TeXtreme: less weight enhances performance. This promise also reflects our customer value—we make it easier for customers to excel while ensuring they enjoy the experience.

Boilerplate

TeXtreme® Spread Tow thin ply reinforcements offer unmatched strength, lightness and thinness – regardless of the fiber type. The unique material properties enhance mechanical performance and is the ultimate choice for ultra-light, advanced composites. Products reinforced with TeXtreme® are 20–30% lighter than those using conventional carbon reinforcements.

Our adaptable, tow-size independent technology serves various industries, including sports, aerospace, and automotive, delivering optimized, high-quality reinforcement solutions. Choose TeXtreme® for top-performing, lightweight, and durable composite parts that enhance your performance. Enjoy!

Key Benefits of TeXtreme®:

- **Weight Savings:** Significantly lighter than traditional carbon fiber.
- **Top Performance:** Increased stiffness and strength for superior performance.
- **Enhanced Feel and Control:** Improved impact tolerance and surface smoothness.

What is a Boilerplate?

A boilerplate is a standardized summary of what we do, and for whom. A boilerplate can be used again and again in almost all contexts without customization. We always communicate in English and end with the invitation: “Enjoy!”

Editorial Guidelines

Tone of Voice

The tone of voice shapes the reader's emotional response and reveals the identity of the speaker. It influences the choice of words, intensity, perspective, and commitment across all written material.

Maintaining consistency in our expression is crucial to ensuring that our messaging reflects the TeXtreme values and associations. As in everything we do, clarity and conciseness are essential, yet our text should also be vivid and engaging.

Writing in an active voice enhances readability and emphasizes directness.

On-brand voice

World leading

Innovative

Science based

Trusted

Premium

Precise

Active

Off-brand voice

Average

Conventional

Speculative

Uncertain

Basic

Vague

Passive

Editorial Guidelines

Trademark and Brand Usage

TeXtreme®

Always write TeXtreme with a capital T a capital X. The registered trademark symbol ® doesn't have to be used every time you use the trademark. Repeated use of the symbol can become cluttered. Instead, use the symbol the first time the trademark appears in a subhead or body copy. Do not use the symbol in headlines or titles.

For shorter printed materials (1–2 pages), it's sufficient to use the trademark symbol with the first instance of the mark. For longer printed materials, a good rule is to use the trademark symbol once per page where the mark appears. If you place it in the header or footer, you don't need it elsewhere.

To maintain the integrity of TeXtreme, it should never be used in a possessive, plural, hyphenated, or abbreviated form; it must never be altered by adding letters or numbers, or incorporated into another word. The proper spelling, punctuation, capitalization, and font type must always be used as instructed in these guidelines.

Spread Tow

TeXtreme belongs to the Spread Tow reinforcements category of composite reinforcements (reinforcements consists of UD tapes and fabrics). Always write Spread Tow with a capital S and a capital T. Examples: Spread Tow reinforcements, Spread Tow tapes, Spread Tow carbon fabrics.

TeXtreme Technology

This is the name of the combination of patented technologies that makes TeXtreme unique. Always write TeXtreme Technology with a capital T in Technology.

Logotype

Primary Logos

To the extent possible, use the primary logos—with or without tagline—in all cases except on products.

Reserve the product logo strictly for use on products or in places connected to the physical material.

The primary logo consists of the word "TeXtreme" in a sans-serif font. The "X" is a vibrant green, while the other letters are black. A registered trademark symbol (®) is located at the top right of the word.

Primary logo



Primary logo – reversed

The primary logo with tagline features "TeXtreme" in black with a green "X" and a registered trademark symbol (®). Below it, the tagline "SPREAD TOW THIN PLY FABRICS FOR ULTRA LIGHT COMPOSITES" is written in a smaller, all-caps, black sans-serif font.

Primary logo with tagline



Primary logo with tagline – reversed

The product logo features "TeXtreme" in black with a green "X" and a registered trademark symbol (®). Above the "treme" portion of the word, the words "REINFORCED BY" are written in a smaller, all-caps, black sans-serif font.

Product logo



Product logo – reversed

Logotype

Secondary Logos

You should use the secondary logos in all black or all white only when you are limited to one color, or if the background makes it difficult to read the color logo.

If you have doubts about which version of the logo to use, please contact the Communications Department at Oxeon.

TeXtreme®

Secondary logo



Secondary logo – reversed

TeXtreme®

SPREAD TOW THIN PLY FABRICS FOR ULTRA LIGHT COMPOSITES

Secondary logo with tagline



Secondary logo with tagline – reversed

TeXtreme® *REINFORCED BY*

Secondary product logo



Secondary product logo – reversed

Logotype

Minimum Size

Ensure the logo is always large enough to read without difficulty. Different materials and production techniques create varying limitations on readability. To ensure the logo remains clearly visible and legible when reproduced in a small format, follow these measurements.

At sizes this small, do not include the tagline.

Primary logo

In printed material and on gift items



Product logo

On all products



On apparel and packing



In digital applications



Logotype

Clear Space

Clear space refers to the area around the logo that provides the minimum “breathing room”. Keep it free of graphics and text.

The clear space also sets the minimum distance from the edges of printed material. A larger clear area around the logo enhances the visual impact.

We use the X in the logo as a metric to calculate the clear space.



Logotype

Incorrect Use

Following these guidelines will ensure that the TeXtreme logo is always clear and easy to identify. The guidelines apply to all versions of the logo.

These examples show some, but not all, scenarios that should be avoided. Use only approved versions of the logos and use good judgment in applying them.



Do not use the logo without the registered trademark



Do not change the color of the full logo



Do not change the color of the X



Do not alter the scale of the X



Do not allow the X to disappear in the background



Do not place the logo on an image or texture that inhibits its legibility



Do not recreate the logo using a different typeface



Do not skew or distort



Do not add a drop shadow

Co-branding

Horizontal Logo Lock-up

For co-branding on products, always use the TeXtreme product logo with the integrated “Reinforced by.”

The TeXtreme product logo should never be larger than the partner logo. In the horizontal lock-up, the logos are divided by a 0.5 pt vertical rule that’s centered between the two.

Maintain the logo’s clear space as the minimum “breathing room” around the logo lock-up to maximize the clarity of the logo relationship.

If the primary version of the logo is not clearly legible, a secondary version may be used.

The product logo can be used independently on a product when there isn’t enough space for a lock-up.



The placement and height of the vertical rule is based on the clear space determined by the X. The distance between the rule and each logo is 1X. The rule extends 0.5X above and below.

Alternate horizontal partner logo lock-ups



Co-branding

Vertical Logo Lock-up

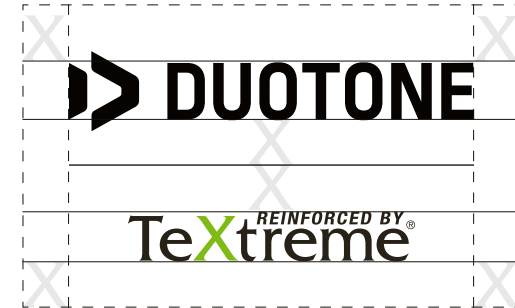
For co-branding on products, always use the TeXtreme product logo with the integrated “Reinforced by.”

The TeXtreme product logo should never be larger than the partner logo. In the vertical lock-up, the stacked logos are divided by a 0.5 pt horizontal rule that’s centered between the two.

Maintain the logo’s clear space as the “breathing room” around the logo lock-up to maximize the clarity of the logo relationship.

If the primary version of the logo is not clearly legible, a secondary version may be used.

The product logo can be used independently on a product when there isn’t enough space for a lock-up.



The placement of the horizontal rule is based on the clear space determined by the X. The distance between the rule and each logo is 1X. The rule is the same width as the partner logo.

Alternate vertical partner logo lock-ups



Co-branding Applications

Examples of co-branding done correctly—with or without partner logo lock-up.



Typography

Primary Typeface

Typography is an important part of our identity and a fundamental component of our brand.

We selected Safiro as the primary typeface for its modern and characteristic design. Its balanced proportions and clear letter forms make it highly readable in both print and digital formats, ensuring clarity and visual impact across various communication channels. Safiro represents a reliable and stylish choice for any branding or communication strategy.

Safiro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789(,;&%?!)

Safiro SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789(,;&%?!)

Safiro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789(,;&%?!)

Safiro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789(,;&%?!)

Typography

Secondary Typeface

When Safiro is not an option, Verdana is an excellent secondary font for use in PowerPoint presentations, Word documents, and emails.

Verdana's clean, simple design and high readability at various sizes, along with its wide spacing and clear letter forms, ensure that text remains legible on screens and in print, making it a versatile choice for professional communication.

Verdana Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
0123456789(:,&%?!)

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvwxyzåäö
 0123456789(:,&%?!)

Color Palette

Color's impact on communication is crucial for creating recognition and evoking feelings and reactions in viewers.

The TeXtreme color palette includes two primary colors: vibrant green, which exudes energy, and black, which conveys strength and precision.

Complementing these primary colors, our secondary colors in gray tones can be used for text or background colors to achieve a balanced and cohesive design, enhancing readability and visual appeal.

Primary colors

TeXtreme® Green, PMS: 376 C
C: 53 M: 0 Y: 100 K: 0
R: 132 G: 195 B: 38
HEX: #84C326
NCS: S1075-G40Y
RAL: 6018 (May Green)

Black, PMS: Black 6 C
C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX: #000000

Secondary colors

Light Gray, PMS: XXX
C: 1 M: 1 Y: 0 K: 3
R: 245 G: 245 B: 247
HEX: #F5F5F7

Medium Gray, PMS: XXX
C: 2 M: 2 Y: 0 K: 55
R: 110 G: 109 B: 115
HEX: #6E6D73

Dark Gray, PMS: XXX
C: 1 M: 1 Y: 0 K: 83
R: 41 G: 41 B: 43
HEX: #29292B

Imagery Overview

Photographic images and illustrations serve as valuable tools for communicating with our audience. By selecting the right visuals, we can accurately represent our business, reflect our core values, and convey the performance-enhancing properties of TeXtreme materials.

Our imagery should embody the essence of TeXtreme, conveying dynamism and immediacy. Keep pictures free from distracting details and avoid overcrowded scenes with multiple products or people. Ensure that imagery feels natural and authentic, without appearing posed or contrived.

Pay close attention to foreign brands depicted on products, which may require individual approval before publication.

All images with a solid background feature rounded corners to achieve a sleek, contemporary look.

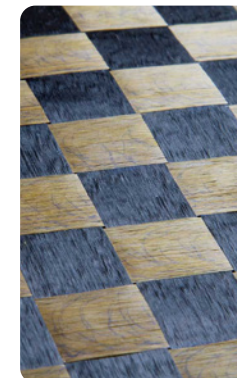
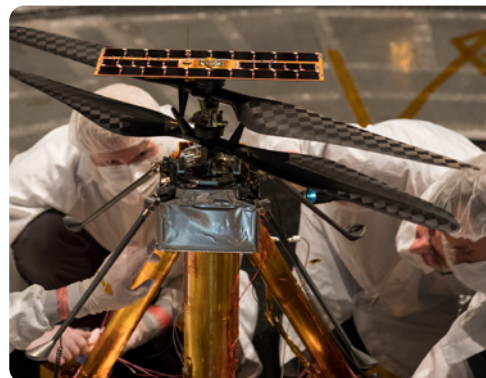
On an A4 or letter-sized page, the corner radius is 2 mm. Adjust the scale accordingly for images in documents of different sizes.



TeXtreme® carbon fabrics
(Spread Tow)



Conventional carbon fabrics
(Regular Tow)



Imagery

Action

Our in-action images capture the real-world application of TeXtreme materials, showcasing the performance and benefits of our products in dynamic and high-pressure environments.

These images should feel genuine, capturing subjects in the midst of their performance to avoid staged or overly posed shots. They should convey movement and energy, using motion blur to effectively highlight the speed and intensity of the activity.

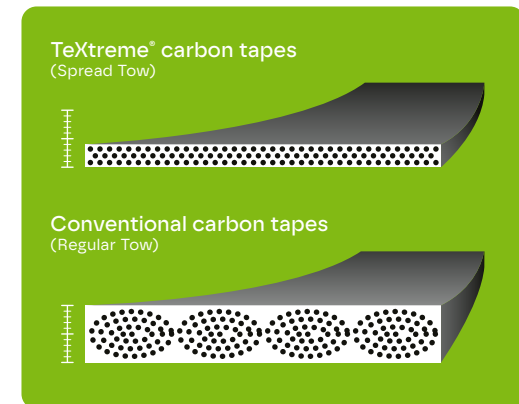
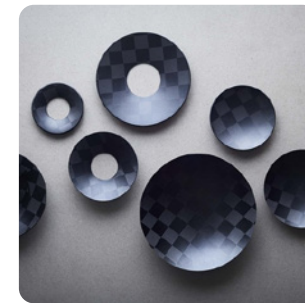
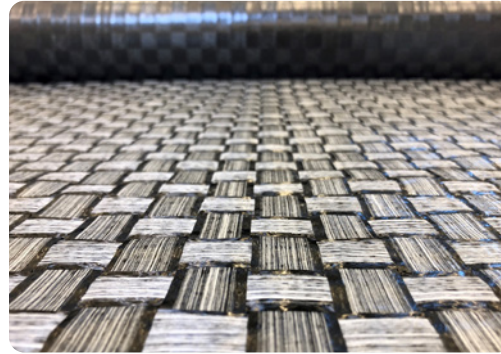
Keep focus on the product in use, avoiding distracting backgrounds or elements.



Imagery Products

Product images and illustrations should clearly showcase the TeXtreme materials, emphasizing their unique designs and technical benefits. These images should exclude people and steer clear of distracting details.

Photograph products against a plain background or isolate them to accentuate the TeXtreme material.



Imagery Facilities

Facility images offer a behind-the-scenes glimpse into the manufacturing and testing processes of TeXtreme materials, showcasing our commitment to quality, innovation, and technical expertise.

These images should portray a clean and orderly environment that exemplifies our high standards and attention to detail.

When featuring people, ensure they are actively engaged in relevant tasks, such as operating machinery or conducting tests, to enhance the narrative of precision and expertise.



Imagery

Incorrect Use

- 1 Avoid images lacking in fighting spirit
- 2 Avoid static or passive compositions
- 3 Avoid images with a busy background and/or unnatural colors
- 4 Avoid posed or contrived setups
- 5 Avoid busy, chaotic scenes
- 6 Avoid humoristic depictions



1



4



2



3



5



6

Collateral

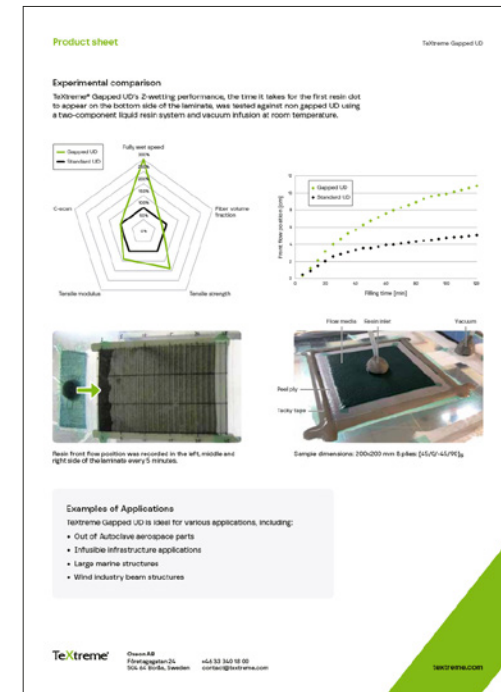
Product sheet

Visual example of a TeXtreme product sheet that illustrates our brand's design standards. This example demonstrates how to present information effectively in a clear, cohesive, and visually appealing manner. We incorporate our brand colors, typography, and high-quality imagery to maintain a professional and cohesive look.

By following this design example, you can ensure all TeXtreme materials align with our brand identity and effectively communicate our message to the audience.



Front



Back

Collateral

Case study

Visual example of a TeXtreme case study that illustrates our brand's design standards. This example shows how to present information effectively in a clear, cohesive, and visually appealing manner. We utilize our brand colors, typography, and high-quality imagery to maintain a professional and cohesive look.

By following this design example, you can ensure all TeXtreme materials align with our brand identity and effectively communicate our message to the audience.

Case study TeXtreme®



The Mars Helicopter—Ingenuity

April 19, 2021, NASA made history by flying a powered, man-controlled helicopter on another planet for the first time. This historic moment followed a long process of engineering, testing, and controls in specially constructed chambers on Earth that simulate the harsh conditions of Mars.

Ingenuity is the first test subject of powered flight on another planet, so building the helicopter brought along many unique challenges. It had to be light and strong, and it also needed to be very powerful to fly in the thin atmosphere of Mars where the atmospheric density can drop down to only 1% of Earth's. Light and strong are areas of expertise for TeXtreme, and Ingenuity has TeXtreme fabric in its solar panel substrates, the box at the bottom, and the rotor blades.

The main challenge for the development team at NASA/JPL/JPL-Caltech was to find a fabric that was just thick enough to provide the stiffness required to lift the helicopter, but also lightweight enough as to not waste any energy.

After searching for a thin, stiff and ultra-light solution they found TeXtreme, and they worked with our engineering team to find the optimal version of TeXtreme for these unique challenges. By using one of the thinnest versions of TeXtreme that team was able to design the wings in an optimal way and ultimately fly in the brutal conditions of Mars.

"The main challenge was to find a fabric that was stiff enough to lift the helicopter but lightweight enough to conserve energy."



Image Credit: NASA/JPL-Caltech

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Front

Case study The Mars Helicopter—Ingenuity

The helicopter weighs in at only 1.8 kg—on Earth, that is. On Mars it only weighs about 680 grams. The blade span is 1.2 m and is made from TeXtreme carbon fiber and foam core which enables fit in the fair atmosphere. It's equipped with solar panel charged Lithium ion batteries that provide enough energy for one 90-second flight per Martian day. The box at the bottom contains the helicopter's "brain" composed of sensitive electronics that the box is constructed to keep warm in the cold Mars climate.

The drone is serving as a technology demonstration for the potential use of flying probes on future missions to Mars and other worlds. For the first flight Ingenuity took off, climbed up to 3 meters, hovered for a while, completed a turn and then it landed safely on the ground. It then proceeded to test longer flights further up in the air with great results. With the tech demo phase complete, Ingenuity began its new operations demonstration phase to explore how rovers and aerial explorers can work together in the future.



The first flight of NASA's Ingenuity Mars Helicopter was captured in this image from Mastcam-Z, a pair of zoomable cameras aboard NASA's Perseverance Mars rover on April 19, 2021. The milestone marked the first powered, controlled flight on another planet.

Ingenuity turned out to be brilliantly engineered and has to this day completed 72 flights. Another big breakthrough came on September 10th when it completed a high-speed test at 2650 rpm, which is necessary for flight in Mars' Autumn and Winter when the air density drops down to 0.03 kg/m³ (only 1% of earth's gravity).

The Mars Helicopter has turned out to be a great success and has delivered NASA even more data than had been hoped for. This information is crucial in the development of rovers and aerial explorers for future explorations of other worlds. Ingenuity is just the beginning, and we are eagerly waiting to see what the future brings.

Image Credit: NASA/JPL-Caltech

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Contact Information

For questions about our brand identity system or to obtain approvals, please contact the Communications Department at Oxeon:

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TeXtreme®

SPREAD TOW THIN PLY FABRICS FOR ULTRA LIGHT COMPOSITES