



TECHNICHE

PERFORMANCE, SAFETY, COMFORT

BRANDING GUIDELINES

Overall Branding goal: Create a uniform look across marketing efforts by all partners.

Fonts:

Main Font: Century Gothic, *Century Gothic Italic* and **Century Gothic Bold**

Complimentary Font (used on website): Museo Slab 500

Online/Web use and web developing: Proxima Nova

Colors:

TechNiche Logo:



Standard Blue

HTML Code: 0E4D90 R: 14 G: 77 B:144
Pantone: Textile Cotton- 19-4056 TCX



Light Blue

HTML Code: 27AAE1 R: 39 G:170 B:225
Pantone: Textile Polyester- 15-4535 TSX



Standard Red

HTML Code: EF3E42 R: 239 G: 170 B:66



Orange

HTML Code: F57F45 R:245 G:127 B:69



Yellow

HTML Code: FFD740 R: 225 G: 215 B:64

Cooling Gradient: Standard Blue to Light Blue

Warming Gradient: Standard Red to Yellow



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TECHNICHE

1. Standard logo with tagline – T symbol is to the left of the "TechNiche" lettering and the tagline "Performance, Safety, Comfort." Is below the "TechNiche" lettering
2. Stacked Logo- when the T symbol is above the "TechNiche" letterings
3. Standard Logo- when the T symbol is to the left of the "TechNiche" lettering (no tagline)

Use of TechNiche Logos:

Placement on Brochures: Company logo will be placed at the top or bottom left hand corner of the brochure

Placement on Banners: TechNiche Company logo must be on the banner

Placement on Letters/Correspondence: TechNiche Company logo will be placed at the top left corner or top right corner of the letter.

Placement on E-materials: TechNiche Company logo will be placed top or bottom left hand corner of the brochure

Placement on Manufactured Goods:

Custom Goods

All goods using TechNiche technologies require at a minimum the placement of the technology PIP at the front of the vest using the technology logo "Powered By" and the corresponding technology used on the good(s)

Logo Presentation Options:

On white or light background

The "TECH" is solid black and the "NICHE" and T symbol are outlined in black, either with white fill color, or with no fill color (transparent to background color/design).

On black or dark background

The "TECH" is solid white, and the "NICHE" is outlined, either with black fill color, or with no fill color (transparent to background color/design).

The T symbol will remain white or transparent to background color.

Color options for the entire logo includes: Pure Black (#000000), Dark Gray(#231f20), (Standard Blue(#0E4D90), Standard Red (#EF3E42), or Pure White (#FFFFFF).



Technology Logos

On white or light background: Text and "TM" should be black. Banner line can remain a gradient or can be the standard Blue for Cooling Technologies, or Standard Red for heating Technologies. Banner line can be dark to light grey or medium grey for black and white content.

POWERED BY

HYPERKEWL™ PLUS

POWERED BY

KEWLFLOW™

POWERED BY

COOLPAX™

POWERED BY

HEATPAX™

POWERED BY

KEWLTOWEL™

POWERED BY

IONGEAR™

POWERED BY

HYPERKEWL™ PLUS

POWERED BY

KEWLTOWEL™

POWERED BY

KEWLFLOW™

POWERED BY

HEATPAX™

On dark background: Text and "TM" should be white. Banner line can remain a gradient or can be the standard Blue for Cooling Technologies, or Standard Red for heating Technologies. Banner line can be a gradient from dark to light grey or s solid medium grey for black and white content.

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Slogans & Mottos

Official Slogan-

PERFORMANCE. SAFETY. COMFORT.

General TechNiche Motto

Keeping you comfortable at work, rest or play!

To be used in all industries except Motorcycling and Equestrian

Can be used on marketing materials

Motorcycle and Equestrian Motto

Don't let the temperature outside ruin your ride!

Can be used on marketing materials

When to Use Mottos/Slogan:

On letters after signature block*

On banners and brochures*

No other mottos are permitted without written approval from TechNiche International.

*Applicable only in North America

TechNiche General Description

TechNiche is the manufacturer of heating and cooling products that enhance performance, improve safety and increase comfort.

Product Descriptions / Titles

On Flyers, brochures, etc:

TechNiche Phase Change Cooling **VEST**, Powered by CoolPax™

TechNiche **HYBRID SPORT VEST**, Powered by HyperKewl™PLUS and CoolPax™

TechNiche Evaporative Cooling **SPORT VEST**, Powered by HyperKewl™PLUS

TechNiche Battery Powered Heated **VEST**, Powered by IonGear™

TechNiche Heated **SPORT VESTS**, Powered by HeatPax™

On social media, and other sources (where type editing is limited):

TechNiche Phase Change Cooling VEST, Powered by CoolPax

TechNiche Hybrid SPORT VEST, Powered by HyperKewlPLUS and CoolPax

TechNiche Evaporative Cooling SPORT VEST, Powered by HyperKewlPLUS

TechNiche Battery Powered Heated VEST, Powered by IonGear

TechNiche Heated SPORT VEST, Powered by HeatPax

Technology Descriptions & Details

HyperKewl™PLUS

General Description:

HyperKewl™ PLUS evaporative cooling technology is a combination of specialized fabric and fibers which utilizes a unique chemistry to achieve rapid absorption of water, stable water storage, and enhanced water evaporation. The HyperKewl™ PLUS fabric cools your body exactly like the body cools itself, through the evaporation of water, only, HyperKewl™ PLUS super-charges the body's natural cooling process, thereby helping the wearer to combat heat stress. HyperKewl™ PLUS products put a layer of water around the individual and evaporates it. HyperKewl™ PLUS vests and accessories are lined with water repellent fabric on the inside allowing the wearer to stay dry while still feeling the cooling effects.

Shorter Description:

HyperKewl™ PLUS Evaporative Cooling material is a unique fabric that absorbs and slowly releases water through evaporation. When the water evaporates, a cooling effect occurs. We look at this process as "super-charging" the body's natural cooling process, thereby helping the wearer to combat heat stress.

Instructions for use:

1. Soak your HyperKewl™PLUS item in clean water for 2-3 minutes
2. Gently squeeze out the excess water
3. Your HyperKewl™PLUS item is ready to wear

OR

1. Soak in water for 2-3 minutes
2. Gently squeeze out the excess water
3. Item is ready to wear!

Full list of benefits:

- Provides cooling of 10-15° Fahrenheit cooler than the ambient temperature
- 5-10 hours of cooling per soaking
- Low cost cooling system
- Fast and effective
- An easy to use and reusable system
- Uniform cooling
- Lightweight, non-toxic and durable
- Scientifically proven to help with comfort and performance
- Machine washable up to 104°F/40°C
- CE Certified
- Used in sport, military, medical, construction, pet, and equine markets

NOTE: soaking time varies by product type. For materials that will be generic to all items, or specific to vests, text with soaking time of "2-3 minutes" should be used, when materials are specific to accessories ONLY text with soaking time of "1-2 minutes" should be used.

Short list of benefits:

- Provides cooling of 10-15 degrees Fahrenheit cooler than the ambient temperature
- 5-10 hours of cooling per soaking
- Machine washable up to 104°F/40°C

CoolPax™

General Description:

CoolPax™ is our Phase Change Material (PCM) cooling technology that is non-toxic and non-flammable. CoolPax™ freezes at 58°F/14°C and stays at that temperature for 2-3 hours. Compared to water, CoolPax™ activate faster, cool longer, are lighter in weight, and remain a cool and comfortable temperature that will not cause ice burn.

Shorter Description:

CoolPax™ is our Phase Change Material (PCM) cooling technology. It uses a non-toxic liquid that freezes at 58°F/14°C and remains at that temperature for 2-3 hours.

Instructions for use:

1. Place CoolPax™ inserts in freezer or ice water for 35-40 minutes
2. Insert activated CoolPax™ into garment pockets
3. CoolPax™ vest or accessory is ready to wear!

OR

1. Place CoolPax™ inserts in freezer, or ice water for 35/40 minutes
2. Insert activated CoolPax™ into garment pockets
3. Item is ready to wear!

NOTE: Cooling duration for accessories is usually 1-2 hours, while cooling duration for vests is usually 2-3 hours.

Full list of benefits:

- Provides cooling of 58° F /14° C 2-3 hours of cooling per activation
- Non-toxic, non-flammable and non-combustible
- Freezes at 58°F/14°C
- Freezes faster than water (30-40 mins)
- Lighter than water
- Works in all temperatures & all humidity levels
- Targeted heating for key heat zones
- Promotes comfort and enhances performance
- Lightweight and durable and reusable
- Can be activated in ice water (no electricity required!)
- Built in hook and loop stabilizers to prevent sagging
- Easily transportable
- Efficient form of pre- and post- cooling on the go
- Can be worn under military gear, firefighter gear, hazardous material suits, mascot costumes, and other apparel
- Maintains a consistent cooling temperature that won't cause ice burn

Short list of benefits:

- Provides cooling of 58°F/14°C for 2-3 hours Non-toxic and non-flammable
- Freezes at 58°F/14°C
- Lightweight, durable, and reusable
- Works in all temperatures & all humidity levels
- Maintains a consistent comfortable cooling temperature that won't cause ice burn

HeatPax™

General Description:

HeatPax™ air activated warmers deliver hours of warmth and relief from cold weather. Once the package is opened and the HeatPax™ is exposed to oxygen, an exothermic reaction occurs creating heat, thereby, providing an effective defense against the cold. Combine HeatPax™ warmers with TechNiche fleece garments for maximum warmth.

Shorter Description:

HeatPax™ technology is designed to keep your extremities warm in cold conditions. HeatPax™ contains a mixture of ingredients that create heat when exposed to air.

Instructions for use:

1. Open package to expose HeatPax™ to air
2. Insert activated HeatPax™ into garment pockets
3. Garment is ready to wear! (HeatPax™ may take about 10 minutes to reach maximum heat)

OR

1. Open package to expose HeatPax™ to air
2. Insert activated HeatPax™ into garment pockets
3. Garment is ready to wear!

NOTE:

Body warmers provide 24+ hours of warming

Toe warmers provide 6+ hours of warming

Hand Warmers provide 10+ hours of warming

List of benefits:

- Provides heating up to 24 hours
- Provides controlled comfortable 135°F/57°C warmth
- Natural heat generating exothermic reaction
- Heating can be suspended by resealing in an airtight container
- Non-Toxic and stored in soft flexible packs
- HeatPax™ combined with TechNiche Thermal liners allows for targeted warming

IonGear™

General Description:

IonGear™ electric heated vests and jackets use flexible heating elements which are both rugged and removable. Our gloves use micro-wires achieve heating functionality making them indispensable heated riding gear. Both use rechargeable batteries that deliver consistent, long-lasting heating.

Instructions for use:

1. Connect battery to charger, and plug the charger into a standard electrical outlet until the LED light turns green
2. Insert heating elements into garment Pockets, and secure battery and temperature controller
3. Connect the heating elements to the temperature controller
4. Connect the battery to the temperature controller
5. Your IonGear™ Item is ready to wear
6. Turn on the warmth by pressing "ON/OFF" button and use the temperature controller to adjust temperature

List of benefits:

- 9-10 hours of heating
- Portability, you do not have to be connected to an outlet or a vehicle
- If needed, IonGear products can be used with a 12V power system using our 12V direct connect converter (Sold Separately)
- Multiple temperature settings
- Re-usable: each IonGear product comes with re-chargable batteries and a charger
- Garments are wind and waterproof
- Heating system can be removed from jacket and vest for service or cleaning

KewlTowel™

General Description:

KewlTowel™ PRO is made using highly absorbent PVA (polyvinyl alcohol) material with a special dimple design for more effective water absorption and evaporation.

KewlTowel™ ULTRA is made with NEW 100% Polyester Cool Knit Fabric for enhanced performance

Both of our KewlTowel™ products are designed to keep you cool and refreshed. An activated cool towel is wiped on exposed skin surfaces to provide a cool and refreshing boost of energy.

Shorter Description:

KewlTowel™ is designed to keep you cool and refreshed. An activated cool towel is wiped on exposed skin surfaces to provide a cool and refreshing boost of energy. The KewlTowel™ PRO is made using highly absorbent PVA, while the KewlTowel™ ULTRA is made with NEW 100% Polyester Cool Knit Fabric.

Instructions for use:

1. Submerge in water for 1 minute
2. Gently Squeeze out excess water
3. Wipe exposed skin to create natural cooling effect

List of Benefits:

KewlTowel Features:

- Low Cost Cooling
- Easy to use and reuse
- Simply soak for 1 minute
- Lightweight, non-toxic, and durable
- Towel Size: 12" x 28"

KewlTowel ULTRA Features:

- Made with NEW 100% polyester cool knit fabric for enhanced performance
- Economical and effective
- Easy to use and reuse
- Simply soak for 1 minute
- Convenient and compact packaging
- Lightweight, non-toxic, and durable
- Towel Size: 10" x 36"

Social Media Icons

Our Social Media Icons follow the guidelines for each respective social media site. They can be used in white on colored/dark backgrounds, and black or dark gray on white or light colored backgrounds.



Resources Available

- Image Directory
- Catalog
- Flyers
- Specification sheets
- Training Documents
- Art Files
- Sales & Marketing Support

FOLLOW US ON SOCIAL MEDIA

To Stay Up To Date On The Latest Deals & News!

