



DuPont Personal Protection EMEA distributor guidelines for logo usage

July 2021





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Introduction

These guidelines are intended solely to provide guidance in the proper use of the DuPont™ Tyvek® logo and the DuPont Personal Protection trademarks and logos referenced herein as you develop your marketing materials.

These guidelines do not constitute a license, implied or otherwise, to use any other DuPont trademarks.

Use of these logos and artwork must be approved by DuPont prior to production of printed materials or posting of electronic materials.

Under no circumstance is the DuPont Oval Logo to be used as a standalone logo in distributor materials.



Trademark usage

Show registration status

You must protect DuPont trademarks by showing the proper registration status—either ™ or ®— each and every time the trademark is used. This applies to all uses, including, but not limited to: brochures, catalogs, trade show displays, websites and emails.

Garments

DuPont™ Tychem® TK
DuPont™ Tychem® 6000 FR ThermoPro
DuPont™ Tychem® 6000 F FaceSeal
DuPont™ Tychem® 6000 F Plus
DuPont™ Tychem® 6000 F
DuPont™ Tychem® 4000 S
DuPont™ Tychem® 2000 C

DuPont™ ProShield® 60
DuPont™ ProShield® 20 SFR
DuPont™ ProShield® 20
DuPont™ ProShield® 8
DuPont™ Sierra™

Accessories

DuPont™ Tychem® 2000 Tape

Services

DuPont™ SafeSPEC™

DuPont™ Tyvek® 800 J
DuPont™ Tyvek® 600 Plus
DuPont™ Tyvek® IsoClean®
DuPont™ Tyvek® 500 Labo
DuPont™ Tyvek® 500 Xpert
DuPont™ Tyvek® 500 HP
DuPont™ Tyvek® 500 Industry
DuPont™ Tyvek® 500 HV
DuPont™ Tyvek® 400 Dual
DuPont™ Tyvek® 400 DualFinish
DuPont™ Tyvek® 400 DualCombi
DuPont™ Tyvek® 200 EasySafe

Show registration status when appropriate symbols are not available

If the ™ and ® symbols are not available on your keyboard, show the registration status as (TM) or (R). See example below.

DuPont(TM) Tyvek(R) 500 Xpert

Use proper footnote

Always include a footnote identifying “DuPont de Nemours, Inc.” as the owner of the DuPont trademarks that appear in your marketing materials.

This footnote must appear at least once in each document when DuPont trademarks are used.

This footnote should appear in small but clearly legible type at the bottom of the document.

DuPont™, the DuPont Oval Logo, and all trademarks and service marks denoted with ™, SM or ® are owned by affiliates of DuPont de Nemours, Inc. unless otherwise noted.

If you are using DuPont photos in your marketing materials, include the notice:

Photo(s) credit: DuPont

Marketing patch icon usage

Marketing patch icons

- When developing your marketing materials, you may use the marketing patch icons to identify DuPont products.
- Do not position marketing patch icons in close proximity to logos from other companies.
- Always use artwork supplied by DuPont. Never alter or modify supplied artwork.
- Marketing patch icon artwork is available on our MediaValet portal. Please contact your DuPont representative to gain access.

Marketing patch icon artwork examples

Distributor catalogs and websites should be updated with new marketing patch icons. Be sure to use the appropriate marketing patch icon for the specific garment. All marketing patch icons are supplied as high-resolution files suitable for commercial printing and web use.



DuPont™ Tyvek® logo usage

- When developing marketing materials where the page content is dedicated to only products made from DuPont™ Tyvek®, you may use the DuPont™ Tyvek® logo.
- Never use the DuPont™ Tyvek® logo on pages where there is a combination of DuPont™ Tyvek® and competitive products.
- Do not position the DuPont™ Tyvek® logo in close proximity to text or images. Refer to “Clear space” for additional information.
- Always ensure that the DuPont™ Tyvek® logo is large enough for customers to spot easily.
- Always use artwork supplied by DuPont. Never alter or modify supplied artwork.

Minimum size

The minimum size that may be used for the DuPont™ Tyvek® logo is 0.5" (12mm) for printed materials and 35 pixels at 72 ppi for electronic materials.



Minimum size

Print = 0.5" (12mm)

Electronic = 35 pixels at 72 ppi

Clear space

Clear space is the open area surrounding the DuPont™ Tyvek® logo. It is based on the height of the "T" in Tyvek®.

Always use at least the minimum amount of clear space (T) around the DuPont™ Tyvek® logo in all of your designs.



Logo artwork

Logo artwork is available in EPS, JPG and TIF file formats.



DuPont_Tyvek_cmyk



DuPont_Tyvek_IsoClean_cmyk

Multi-brand logo usage

Marketing patch icon artwork

Marketing patch artwork is available in EPS, PNG and Illustrator file formats.



DuPont_ProShield_Marketing_Patch_cmyk



DuPont_Tyvek_Marketing_Patch_cmyk



DuPont_Tychem_Marketing_Patch_cmyk



DuPont_Tyvek_IsoClean_Marketing_Patch_cmyk



DuPont_ProClean_Marketing_Patch_cmyk



DuPont_Sierra_Marketing_Patch_cmyk



DuPont_Tychem_2000_Tape_Marketing_Patch_cmyk



DuPont_SafeSPEC_cmyk



Communications examples

The following pages contain examples of various types of marketing materials using DuPont design guidelines.

We have used a typical arrangement of elements for each layout shown. Please use these layouts as reference only.

As a reminder, use of all logos and artwork must be approved by DuPont prior to print production or electronic posting.



Catalog pages

Marketing patch icon usage

When only a DuPont product(s) appears on the page, you can:

- Use a marketing patch icon(s)

Clear space and size requirements must be observed.

DuPont™ Tyvek® logo usage

When only DuPont™ Tyvek® appears on the page, you can do one of the following:

- Use a marketing patch icon(s)
- Use the DuPont™ Tyvek® logo by itself

Do not use the DuPont™ Tyvek® logo with the marketing patch icons.

Clear space and size requirements must be observed.

Apparel > Coveralls

← YOUR LOGO

DuPont™ Tyvek®

- An ideal balance of protection, durability and comfort
- Comfort fit design allows for a greater range of motion and fewer blowouts
- Breathable inherent barrier protection against hazardous dry particles, aerosols and non-hazardous light liquid splash
- Excellent abrasion resistance; stops particles down to one micron
- One garment for many applications




Coverall	ABC 12345 9	size	10/case	\$50.00
Coverall	ABC 12345 9	size	10/case	\$50.00
Coverall	ABC 12345 9	size	10/case	\$50.00
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DuPont™ Tyvek® coverall
serged seams
attached hood
front zipper closure
storm flap
elastic wrists
elastic ankles
elastic waist
comfort fit design
SM-7X
ABC 12345 9
\$50.00

DuPont™ Tyvek® coverall
serged seams
attached hood
front zipper closure
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elastic wrists
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ABC 12345 9
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www.ABCsafety.com 1-800-123-4567

Apparel > Coveralls

← YOUR LOGO

DuPont™ Tyvek®

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DuPont™ Tyvek® coverall
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ABC 12345 9
\$50.00

www.ABCsafety.com 1-800-123-4567

Catalog pages (continued)

Marketing patch icon usage

When a combination of DuPont products and competitive products appear on the page, you can:

- Use a marketing patch icon(s) to clearly identify the DuPont products

Do not use the DuPont Oval Logo or the DuPont™ Tyvek® logo.

Clear space and size requirements must be observed.

Apparel > Coveralls

YOUR LOGO

DuPont™ Tyvek®


- An ideal balance of protection, durability and comfort
- Comfort fit design allows for a greater range of motion and fewer blowouts
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ABC Brand Coverall

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ABC Brand Coverall

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Coverall	ABC 12345 9	size	10/case	\$00.00

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Advertising

Marketing patch icon usage

When only a DuPont product(s) appears in an ad, you can:

- Use a marketing patch icon(s)

Clear space and size requirements must be observed.

DuPont™ Tyvek® logo usage

When only DuPont™ Tyvek® appears in an ad, you can do one of the following:

- Use a marketing patch icon(s)
- Use the DuPont™ Tyvek® logo by itself

Do not use the marketing patch icon with the DuPont™ Tyvek® logo.

Do not use the standard DuPont Oval Logo.

Clear space and size requirements must be observed.



When worker safety comes first


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www.ABCsafety.com
1-800-123-4567

YOUR LOGO



When worker safety comes first

DuPont Personal Protection ptatios ducia cus modis et exerfer spicium.

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The DuPont Oval Logo, DuPont®, ProShield®, Tychem® and Tyvek® are registered trademarks or trademarks of DuPont Specialty Products USA, LLC or its affiliates. ©2020 DuPont. All rights reserved.

DUPONT
Tyvek

www.ABCsafety.com
1-800-123-4567

YOUR LOGO

Website

Marketing patch icon usage

When only a DuPont product(s) appears on a website page, you can:

- Use a marketing patch icon(s)

Clear space and size requirements must be observed.

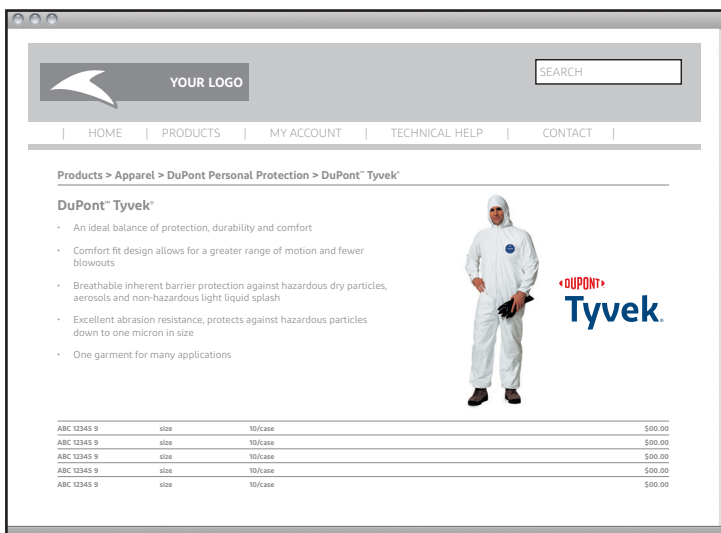
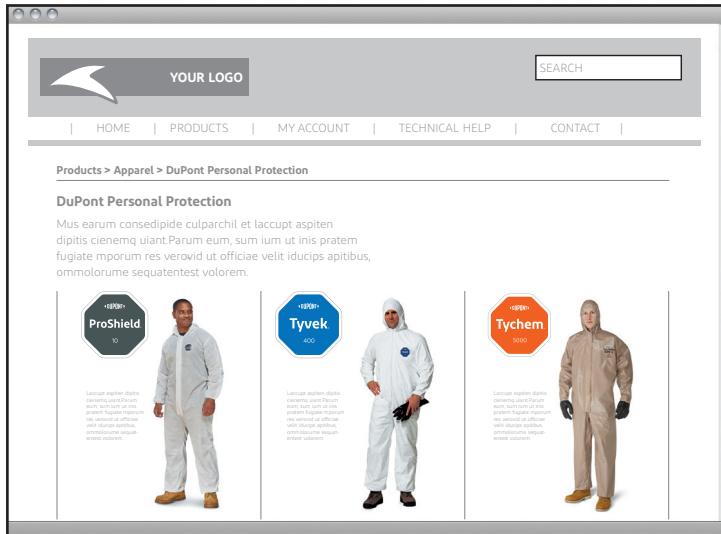
DuPont™ Tyvek® logo usage

When only DuPont™ Tyvek® appears on a website page, you can do one of the following:

- Use a marketing patch icon(s)
- Use the DuPont™ Tyvek® logo by itself

Do not use the DuPont™ Tyvek® logo with the marketing patch icon or the DuPont Oval Logo.

Clear space and size requirements must be observed.



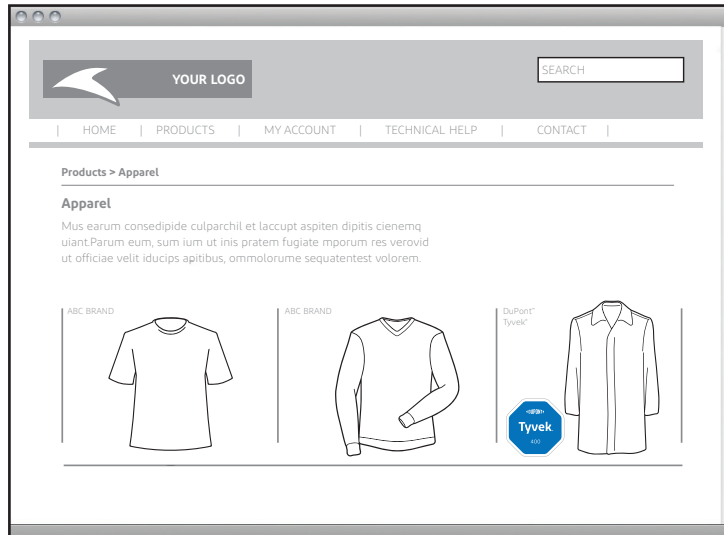
Website (continued)

Marketing patch icon usage

When a combination of DuPont products and competitive products appear on a website page, you can:

- Use a marketing patch icon(s) to clearly identify the DuPont product(s)

Do not use the DuPont Oval Logo or DuPont™ Tyvek® logo.



Sell sheet

Marketing patch icon usage

When only a DuPont product(s) appears in a sell sheet, you can:

- Use a marketing patch icon(s)

Clear space and size requirements must be observed.

DuPont™ Tyvek® logo usage

When only DuPont™ Tyvek® appears in a sell sheet, you can do one of the following:

- Use a marketing patch icon(s)
- Use the DuPont™ Tyvek® logo by itself

Do not use the DuPont™ Tyvek® logo with the marketing patch icon or the DuPont Oval Logo.

Clear space and size requirements must be observed.



An ideal balance of protection, durability & comfort

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1-800-123-4567



An ideal balance of protection, durability & comfort

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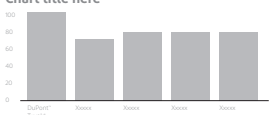




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Umenia sitemolo etus qui corit, non nias volorum faceatquam, qui distiis ut voloribus sinci asprepro modiam, in re cuscii volo es et qui andae.


Chart title here



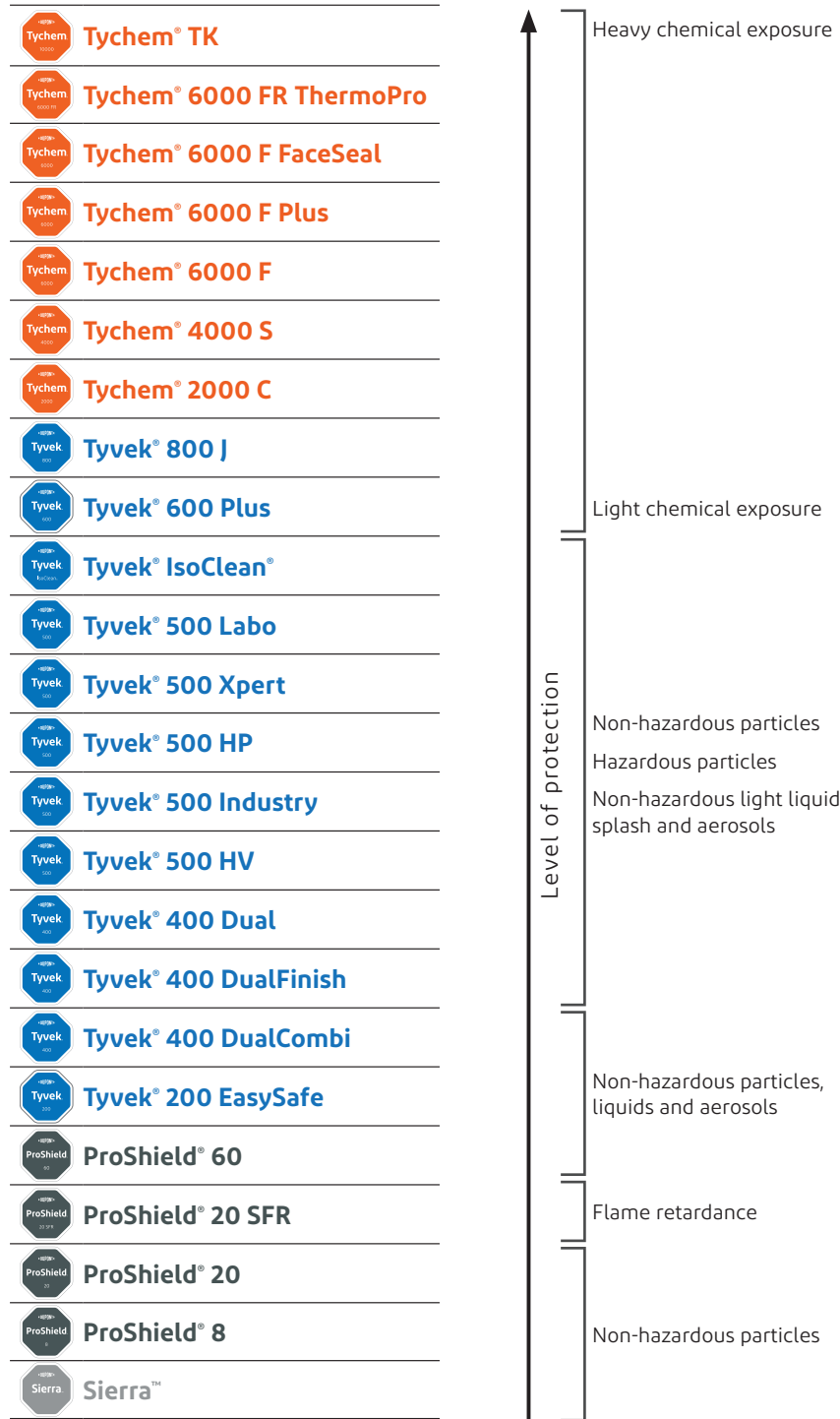
Caption copy for chart here.

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Portfolio reference guide



FR = Flame-resistant
 HV = High visibility
 SFR = Secondary flame-retardant

Contact page

Below is contact information for the regional DuPont brand representative.

EMEA – Europe, Middle East, Africa

DuPont Personal Protection
DuPont de Nemours (Luxembourg) S.à r.l.
Rue Général Patton
Contern
L-2984 Luxembourg
mycustomerservice.emea@dupont.com
+352 3666 5111
dpp.dupont.com
safespec.dupont.co.uk

DuPont™ SafeSPEC™—we're here to help

Our powerful web-based tool can assist you with finding the appropriate DuPont garments for chemical, controlled environment, thermal and mechanical hazards.

safespec.dupont.co.uk



DuPont Personal Protection

DuPont de Nemours (Luxembourg) S.à r.l.
Contern - L-2984 Luxembourg

Customer Service

T. +352 3666 5111
mycustomerservice.emea@dupont.com

dpp.dupont.com

Connect with us:  



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