



usage guide:



TOTAL **FIT**TM
new balance



usage guide:

introduction



TOTAL FIT™
new balance

As emphasized in past style guides, elements such as logo types and technologies represent the New Balance brand. How you use those elements and the decisions you make can shape customer perceptions and set an example.

A unified look and consistent visual message strengthens our brand globally. The purpose of this document is to provide you with key information regarding the use and application of the TOTAL FIT™ logo. If you all follow these rules, you'll be creating a solid foundation for our brand; over time, you will have helped build an instantly recognizable logo that represents our core strength — our TOTAL FIT™.

By incorporating color and configuration alternatives, we have created a key set of options from which to choose. We believe that within this set, you will find a solution to your specific need. If after you have read through this document there does not appear to be a solution that works for you, the Creative Services Group is always on hand and willing to help advise you and resolve a specific need.

With versatility, however, comes some basic rules. Over the next 9 pages we will review:

PG 2	correct logo choice
PG 3	color choice
PG 4	size & clearance
PG 5	sizing exception
PG 6	applying the logo
PG 7	applied examples
PG 8	logo don'ts
PG 9	logo types



usage guide:

correct logo **choice**



TOTAL FIT™
new balance

Configurations (Lock-ups)

The TOTAL FIT™ mark is designed to be versatile and easy to use. We understand that with such a wide variety of applications, a single version is unrealistic. By offering a variety of logo options, you will find a solution for your specific need. If you have any additional questions not addressed in this document, contact the Creative Services Group and we will be happy to assist you in finding a solution.

(See page 8 for contact information)

There are two ways to display the TOTAL FIT™ logo: vertically or horizontally.

Horizontal configuration



TOTAL FIT™
new balance

Vertical configuration



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usage guide:

color choice



TOTAL FIT™
new balance

Primary options:

TF_LogoV.eps



TF_LogoH.eps



Vertical 1-color options:

TF_LogoVW.eps



TF_LogoVG.eps



TF_LogoVK.eps



Horizontal 1-color options:

TF_LogoHK.eps



TF_LogoHG.eps



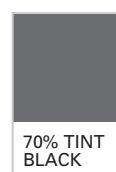
TF_LogoHW.eps



Working with color systems

Just as you have options when choosing configurations, you have options available when working with color. When printing the logo we recommend using the Pantone color system, but this may not be a practical option, depending on printing needs and budget. You also can choose to use CMYK (4-color process values).

Pantone reference (C = coated)



4-color printing : CMYK (numbers are %'s)

0,100,81,4 0,0,0,100 0,0,0,70

For all On-line uses (websafe) HEX colors:

FF0033 000000 666666

The primary option on the top left is 2-color. Please note that the N-finity mark is white inside a red circle (known as reversing out or knocking out).

The logo can be used as a 1-color mark. This is a particularly useful approach when limited colors are available or when you are applying the logo to a document/object that already has a strong or solid color.

We recommend a solid white version for placement on a dark color; on a lighter-colored background the gray or black version is recommended.

usage guide:

size & clearance



TOTAL FIT™
new balance



Correct sizing of the logo

There is a minimum size allowed when using either the vertical or horizontal configuration. Please note that the legal minimum for the **new balance** element is a 6 point typeface.



Provide space around the logo

Careful attention should be given to clearance around the logo. We recommend a minimum of the height of the TOTAL FIT™ type (T) — see red squares to left.

usage guide:

sizing **exception**



TOTAL FITTM
new balance

Using the logo smaller than the minimum

There are instances when the logo can be used smaller than the minimum size. To do so, it is acceptable to remove the **new balance** element from the logo as long as you follow these requirements:

1. The logo must be smaller than the minimum size allowance (see below)
2. The **new balance** brand identification is present elsewhere in the communication.
3. Adhere to the clearance requirements noted on page 4.



TOTAL FITTM

< width > 1.5315"
(3.89 cm) >



TOTAL FITTM

< width < 1"
(2.54 cm) >



usage guide:

applying the logo



TOTAL FIT™
new balance

Legally Protecting TOTAL FIT™

When TOTAL FIT™ is written out in a sentence or used as a logo, it should always be followed by a TM symbol the first time it appears on the page. After that, the TM can be dropped from any other text references. Please ensure that a TM symbol is present when proofing your work prior to printing/production.



TOTAL FIT™
new balance

How to use the logo

TOTAL FIT™ can be used in a multitude of applications. We anticipate seeing the logo on the following items:

- Advertising
- Print collateral
- P.O.P. and signage
- On-line — banners, web sites
- Video and multi-media presentations (an animated logo is available)
- Presentations such as Powerpoint or Keynote
- Events and trade shows
- Outdoor — billboards, vehicle livery
- On products, promotional items, & giveaways
- Packaging

see examples on page 7



usage guide:

applied examples



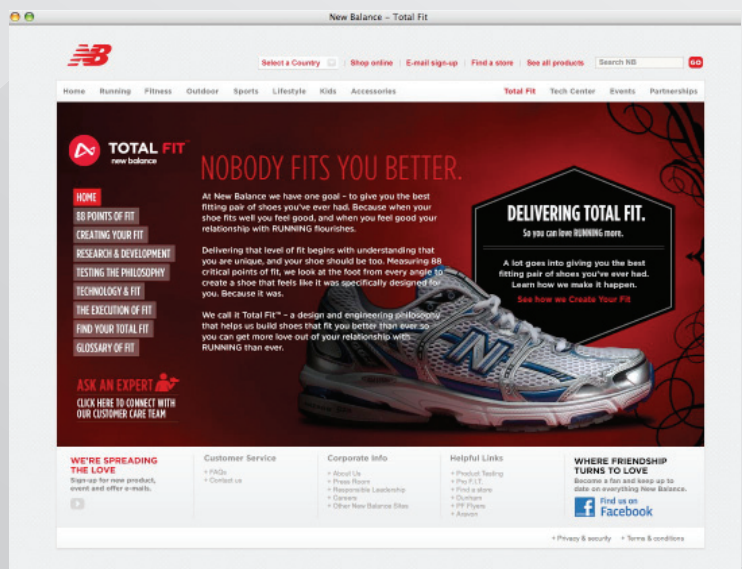
TOTAL FIT™
new balance

1.



1. Window poster
2. Lease-line shoe tower
3. Web page
4. Shoe specific insert (detail)
5. Tabletop insert

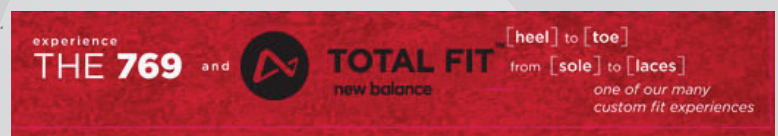
3.



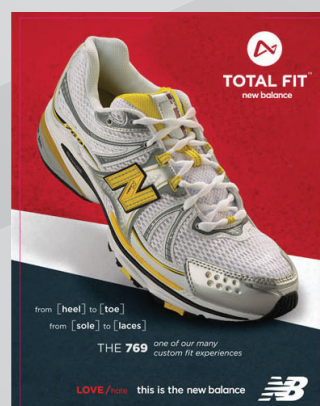
2.



4.



5.



usage guide:

logo **don'ts**



TOTAL FIT™
new balance



What not to do when using the logo

When using the TOTAL FIT™ logo DO NOT alter it in any way. On this page are some typical examples of what is not acceptable.

If you are considering adjusting the logo, please consult with the Creative Services Group before doing so. (see page 9)

Don't forget the TM



Don't substitute fonts



Don't alter position of elements



Don't use different colors



Don't distort or mis-scale



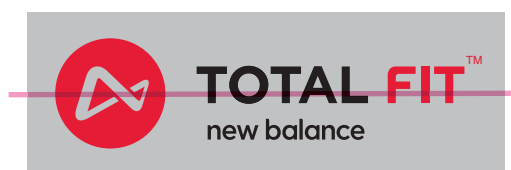
Don't separate the elements or repurpose them



Don't add elements or encroach clearance zone



Don't change the color of the N-finity element



usage guide:

logo **types**



TOTAL FIT™
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Select the right file type for your need

To assist you in faster application we have supplied the TOTAL FIT™ logo in a number of file types.

NB Media Bin : Logos



TOTAL FIT™ Logos



eps files are appropriate for all traditionally printed items

png/jpeg files will work with Powerpoint, Keynote, Word and web applications

MOV file is an animated logo for on-line usage

Contact info:

Please contact Melissa Mips in the Creative Services Group with any questions regarding the use of the TOTAL FIT™ logo:

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