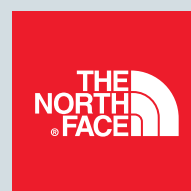




ONLINE BRAND GUIDELINES



NEVER STOP EXPLORING™

The North Face® was born not just as a brand but as an idea. As a calling to greater challenges and bigger dreams. As a pathway toward the highest peaks and sharpest summits, where one might find a richness that transcends the tug of a mundane, comfortable life. Over the years we have left the sun and the warmth and walked around the colder, darker side of the mountain to see what we might find. There, in the stillness of the wildlands, we have uncovered the values that drive us. Passion to create the toughest, lightest, strongest gear that carries us farther than we ever thought possible. A focus on self-improvement. And the fellowship of athletes who entrust their lives to the technology we create. This spirit lies at our core: The North Face®. Never Stop Exploring™

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INTRODUCTION

Presentation

At The North Face, we recognize the potential the Internet has for growing your business and promoting your brand, as well as our own. We believe that by clearly articulating our web identity brand guidelines, we can support our dealers who wish to take advantage of online commerce and communication while delivering a precise and consistent brand message to The North Face online consumer.

Who is the main audience for this document?

This document should act as a reference for the overall look and feel of the The North Face brand online, ensuring the brand values are reflected correctly in the digital medium as they are when using other communication tools.

Main Audience:

- Online Dealers authorized to market, advertise and sell
- Product to Product Linked Dealers from the The North Face site
- Partnership Store Dealers

What this document will ensure?

The guidelines outlined in this directive provide a global overview of key design elements, illustration templates and regulations founding bases of the new Online Policy. All of the information to successfully communicate, market or sell products through authorized Online Dealer sites is included, assuring consistency in the presentation and communication of The North Face brand.

Since all site structures are unique, it will be necessary to adapt The North Face product and brand content to each site while following the general guidelines. A general online strategy update will be sent each season.

PLEASE NOTE:

This online manual is a guide that is subject to change. If necessary, online strategies will be adjusted based on business and web trends. Each season images and product information will be provided.



1. BRAND

ONLINE BRAND GUIDELINES

1. BRAND

VISION

The North Face® is the premier supplier of authentic and technically innovative products ... products that inspire and enable our customers to Never Stop Exploring™

FOUR CORE VALUES

Premier. Supplying best-in-class gear across all categories.

Authentic. Tested and trusted by athletes whose lives depend on their gear.

Technical. Adopting and applying new technology to our products.

Innovative. Passionately focused on making all of our products better.

TAGLINE

Never Stop Exploring™

POSITIONING

The North Face® provides outdoor athletes with the equipment, confidence, and inspiration to explore their personal limits.

1. BRAND

BRAND ARCHITECTURE

The North Face® brand encompasses three series and two collections that frequently cross from one product category to another. These include: Summit Series™, Flight Series™, The North Face® Premier Outerwear Collection, and, beginning in Fall 2007, The North Face® Freeride Collection (formerly “Prodigy”).



Summit Series™

Developed for the most serious athletes, Summit Series™ features athlete-tested and technically advanced apparel and equipment. This premier collection is designed for expedition use from base camp to summit, where the extremes of weather, terrain, and temperature demand the highest levels of performance.



Flight Series™

Developed for multi-sport athletes and those who seek to cover great distances as quickly as possible, Flight Series™ features ultralight, multipurpose apparel, footwear, and equipment. This athlete-tested performance collection is designed for done-in-a-day excursions or quick overnights, when fast-and-light packing is paramount.

1. BRAND

VOICE

We live to place our hands on granite, to savor the frigid dryness of high-altitude air, to feel ice collect on our eyebrows, to stomp a landing in knee-deep powder, or to run mountain trails by the glow of a headlamp. The North Face® speaks in the voice of the core athlete, with insight, confidence, and, where appropriate, humor. We speak truthfully, without arrogance.

The voice of the copy should celebrate a passion for exploration, for pushing limits. So we communicate in a voice true to and reverent toward our athletes and their expeditions. The focus is always on the journey and the exploration more than the triumph of achievement. The tone may be conversational, so long as it is respectful and never overly casual.

Today's athletic challenges focus on style, speed, difficulty, and endurance—both mental and physical. The North Face® technology helps to push the evolution of each outdoor activity. As our athletes set ever higher goals, our RD&D team works to develop gear to achieve them. Our athletes speak to other athletes in actions and deeds. We show, we don't tell. Action leads and words follow. We write about our products clearly with a minimum of fuss, using an athlete's jargon when appropriate. We describe the gear and equipment as a partner in every endeavor, aiding in performance and highlighting features that place The North Face® at the forefront of technical innovation.

Summary

All copy should reflect the values of a core athlete. It should:

- Be clear and concise.
- Avoid exclamation points, ellipses, and other emotive punctuation.
- Use the active voice, rather than the passive.
- List innovative and unique product features first.
- Explain technology and features in athlete vernacular, where appropriate.
- Always consider the target audience of athletes and communicate appropriately to them.
- Be consistent in tone, voice, and tense.



2.LOGO STANDARDS

ONLINE BRAND GUIDELINES

2. LOGO STANDARDS

THE NORTH FACE® LOGO

The North Face® logo is the heart of the overall corporate brand identity. To continue to support name recognition and build brand awareness in the marketplace, the logo must appear as shown in at least one location on all print, electronic, and promotional items. Consistent use of the logo across all marketing vehicles is vital to clear communication and perception of the brand.

Primary Signature Configuration



NEVER STOP EXPLORING™
www.thenorthface.com

Secondary Signature Configurations



NEVER STOP EXPLORING™



Logo components

The primary components of The North Face® signature are the half-dome symbol, “The North Face®” type, and the registered trademark symbol enclosed in a square. Secondary components include the tagline (Never Stop Exploring™) and the URL (www.thenorthface.com). The primary signature should be used whenever possible. The North Face® signature should not be modified or changed in any way.

Usage

The boxed half-dome logo may be used on its own, with the tagline, or with the tagline and URL. Secondary signature configurations may be used in heavily branded pieces where the primary configuration is not appropriate due to space and content limitations.

Tagline

The tagline (Never Stop Exploring™) should be used primarily in conjunction with the boxed half-dome logo. The tagline may be typeset in a paragraph of text but should always appear in its entirety and with a trademark symbol and follow the trademark guidelines.

2. LOGO STANDARDS

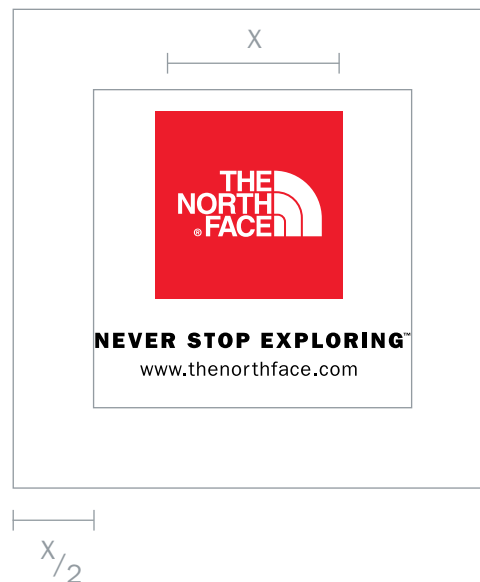
Web minimum size

The minimum reduction of The North Face® logo should be no smaller than .625" (75 pixel) square (excluding tagline) for any Web-based usage. The tagline and URL should be omitted in instances where they become so small that they are illegible.



Clear space

The logo should have a clear visual separation from all other elements, including headlines, text, imagery, and the outer edge of the document or applications. When using the complete logo, graphic elements should remain at least one-half the width of the boxed logo from the logo on all sides.



Color

The primary color for The North Face® is called The North Face® red.



220R, 36G, 31B
Hex DC241F

2. LOGO STANDARDS

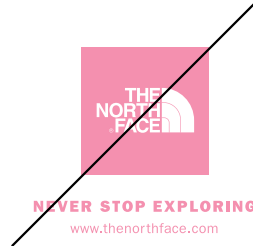
INCORRECT LOGO USAGE

Incorrect logo usage decreases the effectiveness and impact of The North Face® brand. This page shows examples of unacceptable modifications of the signature.

Modifying the boxed half-dome logo in any way



Substituting signature colors



Changing the proportions of the boxed half-dome logo and the tagline or URL



Placing the signature on top of an illustration



Use of additional graphic elements with the signature



Adding a drop shadow to the signature



2. LOGO STANDARDS

INCORRECT LOGO USAGE (CONTINUED)

Separating the half-dome logo from the box (this treatment reserved for product application only)



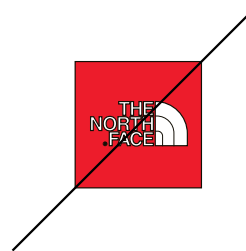
Modifying the overall proportions of the logo in any way



Infringing on the boxed half-dome logo live area



Outlining the signature



Placing the signature on a background that causes poor legibility



Using poor-quality reproduction artwork



2. LOGO STANDARDS



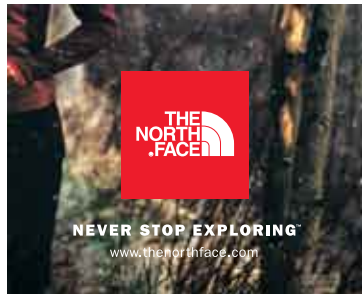
Photography and the Logo

The North Face® logo is often placed over a photo. Whether the photo is in black and white or color, there should be enough contrast between it and the tagline to maintain legibility. If the logo is placed over a dark photo, the tagline should reverse out to white.



Third-Party Web Usage

When used to represent a brand-exclusive specialty area, the logo with tagline should be used without exception. When usage is part of a representation of brands available at a particular site, the logo alone may be used.



2. LOGO STANDARDS

THE NORTH FACE® SERIES LOGOS

Company series logos must always be used with The North Face® logo. The North Face® logo must appear equal to or greater in prominence, and it must be clear that The North Face® is the primary brand. Company series logos may appear in a separate location from The North Face® logo, if necessary.

Graphic marks

Series logos must be used in entirety at all times. Graphic marks may never be separated and used alone. The North Face® logo should appear in close visual proximity to all series logos. Whenever possible, it should anchor the presentation. In advertising, series logos must be accompanied by the corporate logo and are never shown alone.

Logo hierarchy

The North Face® Logo

- This logo should always be the most prominent on the page.

Series & Collection Logos

- These logos should be the second most prominent logo on the page.
- These can be of equal size to The North Face® logo on the page, but should never be smaller than half the size of The North Face® logo on the page.

Technology Logos

- These should be the third most prominent on the page. They should never be larger than half the size of The North Face® logo or Series/Collection logo on the page, even if the Series/Collection logo is smaller than The North Face® logo on the page.

2. LOGO STANDARDS

Summit Series™ logo

The Summit Series™ logo must always appear in its entirety. No part of the logo may be modified in any way. The red and gray logo should be used whenever possible. When appropriate or necessary, the logo may be presented as all black or all white, but full color is the preferred usage.

The minimum size for the Summit Series™ logo is .625" (75px) wide for any Web-based usage.

The primary colors for the Summit Series™ logo are: Red 220R, 36G, 31B and Gray 134R, 143G, 152B.



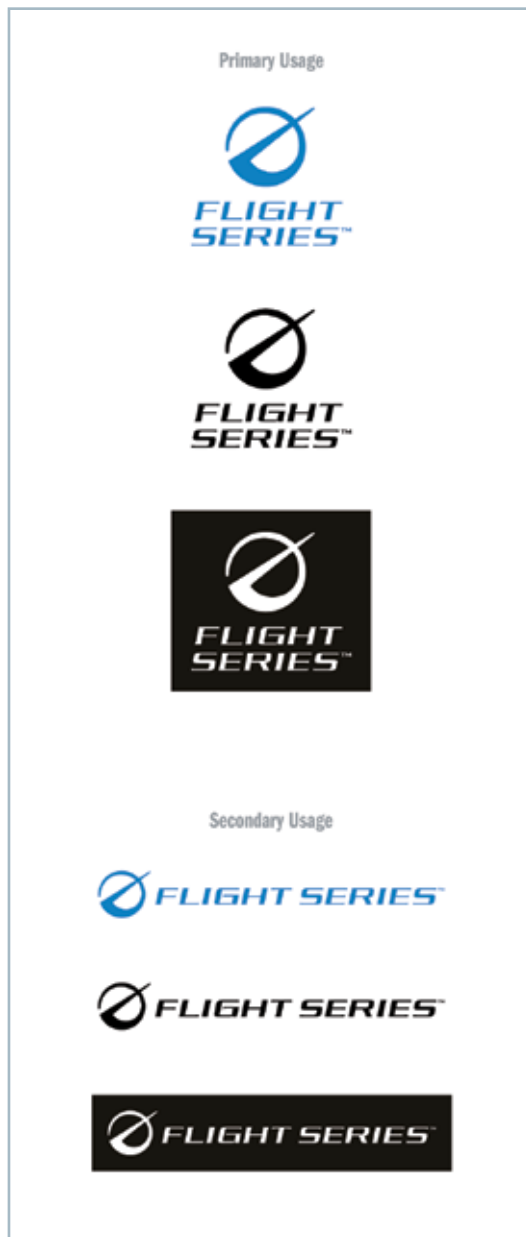
2. LOGO STANDARDS

Flight Series™ logo

The Flight Series™ logo must always appear in its entirety. No part of the logo may be modified in any way. The blue logo should be used whenever possible. When appropriate or necessary, the logo may be presented as all black or all white, but full color is the preferred usage.

The minimum size for the Flight Series™ logo is .625" (75px) wide for any Web-based usage.

The primary color for the Flight Series™ logo is PMS 3005 C/U.



OR, 118G, 204B
Hex 0076CC

2. LOGO STANDARDS

Technology logos

Technology logos are primarily placed on products and marketing materials. When technology logos are used in ads and web, they must be used in conjunction with a product name and always supported with The North Face® logo.

Technology logos should be the third most prominent on the page. They should never be larger than half the size of The North Face® logo or Series/Collection logo on the page, even if the Series/Collection logo is smaller than The North Face® logo on the page.

CURRENT PROPRIETARY LOGOS ARE SHOWN BELOW:





3. FONTS

ONLINE BRAND GUIDELINES



3. FONTS

TYPOGRAPHY

Typography plays an important role in ensuring a lasting impression of our brand. The following typefaces should be utilized for all The North Face® marketing materials, including signage and point of sale.

Like the company logo, The North Face® font families are also expressions of The North Face® brand. The North Face® uses the font families shown at left to allow for a full range of practical and creative uses and to ensure consistency across all marketing materials.

For Web applications, ITC Franklin Gothic is the preferred primary typeface when representing a graphic. For default HTML body copy, system default should be used.

Font family: ITC Franklin Gothic

ITC Franklin Gothic - Demi Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 8 9 ! ? &
a b c d e f g h i j k l m n o p q r s t u v w x y z

Samples:

ITC Franklin Gothic Book

ITC Franklin Gothic Book Condensed

ITC Franklin Gothic Book Compressed

ITC Franklin Gothic Medium Condensed

ITC Franklin Gothic Demi

ITC Franklin Gothic Demi Condensed

ITC Franklin Gothic Demi Compressed

ITC Franklin Gothic Heavy



4. PHOTOGRAPHY & IMAGERY

ONLINE BRAND GUIDELINES



4. PHOTOGRAPHY & IMAGERY

IMAGE/PHOTO USE REGULATIONS

Photography is a powerful tool that communicates the personality and core values of the brand. All images should reflect our core values and philosophy of exploration.

Products should be represented by images provided by The North Face, available on The North Face dealer web site.

Dealers are not permitted to copy and re-use any product images, “action” images or any other intellectual property of The North Face from The North Face consumer Web site, www.thenorthface.com. If no product image is made available, Dealers should use images meeting The North Face product image style guidelines.

Product imagery

Product imagery is available in both RGB and CMYK for download from the dealer website. Whenever possible, this imagery should be used in all marketing materials, including advertising. If it is necessary to shoot custom product photography, all products should be steamed and styled on mannequins of athletic build.



OUTERWEAR

- Hoods should be displayed up on all expedition, mountaineering, and trekking shells.
- Collars should be zipped up completely.
- All technical features, such as core vents, zipper pulls, and draw cords, should be visible.
- All logos should be visible whenever possible.
- Waists should be slightly tacked to show form.
- Arms should be bent at approximately 45 degrees.
- Extreme shadows should be avoided.
- All seams should be symmetrical.
- An equal amount of space should show between arms and jacket bodice.
- Excess sleeve fabric should collect at elbow.
- Cuffs should be pointed downward.

4. PHOTOGRAPHY & IMAGERY



BIBS

- Shoot from below and with a shirt underneath
- Position arms symmetrically at sides
- Show as many features as possible including zipper pulls, pockets, etc.
- Make sure the pant legs are well filled out and don't appear hollow
- Position pant legs so ample space is visible between them without making it appear as a straddle position



PANTS & SHORTS

- Use gender-appropriate form
- Check cuff lengths to ensure equal length
- Make sure the pant legs are well filled out and don't appear hollow
- Position pant legs so ample space is visible between them without making it appear as a straddle position
- Try to capture the texture of the fabric if possible

4. PHOTOGRAPHY & IMAGERY



FLEECE

- Use gender-appropriate form
- Check cuff lengths to ensure equal length
- Ensure fabric falls in a natural manner
- Show as many features as possible, such as zipper pulls and draw cords



SPORTSWEAR TOPS

- Use gender-appropriate form
- Check cuff lengths to ensure equal length
- Ensure fabric falls in a natural manner
- Show an equal amount of space between arms and jacket bodice
- Collect excess sleeve fabric at elbow



LIFESTYLE HOODIES

- Hood folded down, bunched loosely at the neck
- Arms symmetrical or bent at elbow as pictured
- Should have soft folds without hard lines or creases
- Elbows should break at a natural place
- Use batting or tissue to fill for depth

4. PHOTOGRAPHY & IMAGERY



LIFESTYLE MEN'S TOPS

- Soft folds, no hard lines, or creases
- Natural break at elbows
- Open collar if appropriate and applicable
- Use batting or tissue to fill for depth and soft folds
- Arms symmetrical (as shown) or bend at one elbow (see Women's jacket below)



LIFESTYLE WOMEN'S TOPS

- Soft folds, no hard lines, or creases
- Natural break at elbows
- Open collar if appropriate and applicable
- Use batting or tissue to fill for depth and soft folds
- Arms symmetrical (see Men's shirt above) or bend at one elbow (as shown)



LIFESTYLE PANTS & SHORTS

- Shoot full front with legs symmetrical at equal length
- Show slight return of back inside waistband
- Fill slightly with batting or tissue for soft folds and depth

4. PHOTOGRAPHY & IMAGERY



FOOTWEAR SHOE HEROES

- Use right shoe, facing right
- Flat, directionless lighting
- Drop shadow should run full length of shoe, as if top-lit and be fairly dense, not diffuse (see example at left for correct shadow density)
- Tongue should be visible
- Lace-tie is always hidden



FOOTWEAR SANDAL HEROES

- Use right sandal, facing right
- Sandal should be turned slightly (follow example at left)
- Flat, directionless lighting
- Drop shadow should run full length of sandal, as if top-lit (see example at left for correct shadow density)



FOOTWEAR OUTSOLES

- Use right shoe or sandal, facing right
- Flat, directionless lighting
- No drop shadow
- Parts of the upper that may hang over the edge of the outsole and should be removed in post-production

4. PHOTOGRAPHY & IMAGERY

Action imagery

All photography must include a photo credit in either white or black citing the athlete shown, the location of the photo shoot, and the photographer.

The North Face® logo should be placed on the image according to the logo guidelines stated earlier in this document. Images should be used in full whenever possible.



4. PHOTOGRAPHY & IMAGERY

Sample action images (2007 Image Library)

Carefully read the terms and conditions found in “The North Face 2007 Image Library document” before making any use of the photographs (the “Photographs”) in The North Face Image Library.

Whenever possible, use images in a manner as close to the original as possible. The examples below represent a fraction of the images available in The North Face library.



2007A_01_007

Dana Flahr, Valle Nevado, Chile.
Photo: Adam Clark.



2007A_01_008

Sage Cattabriga-Alosa, Valle Nevado, Chile.
Photo: Adam Clark.



2007A_01_009

John Gribber, Cordillera Real, Bolivia.
Photo: Chris Figenshau.



2007A_01_013

Kasha Rigby and Hilaree Nelson O'Neill, Cordillera Real, Bolivia.



2007A_01_014

John Gribber, Cordillera Real, Bolivia.
Photo: Chris Figenshau.



2007A_01_015

Hilaree Nelson O'Neill, Cordillera Real, Bolivia.
Photo: Chris Figenshau.



2007A_01_052

Kate Rutherford, Ambush Basin, WY.
Photo: Andrew McGarry.



2007A_01_053

Ambush Basin, WY.
Photo: Andrew McGarry.



2007A_01_054

Renan Ozturk, Ambush Basin, WY.
Photo: Andrew McGarry.

4. PHOTOGRAPHY & IMAGERY

Incorrect image usage



DO NOT use black and white photography



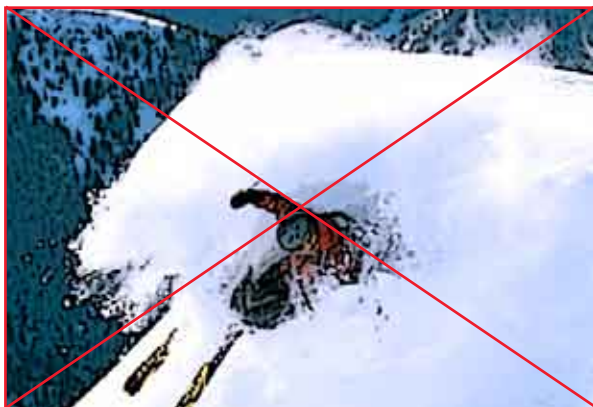
DO NOT mask images



DO NOT use stock imagery



DO NOT use illustrations or montages



DO NOT use filters or effects



DO NOT use pixelated images

4. PHOTOGRAPHY & IMAGERY

Photo credits usage

Photographs have been contracted with the photographer(s) by The North Face, however, The North Face provides no warranties either expressed or implied that the photographs are the exclusive property of the identified photographer(s) or that the photographer(s) have the right to authorize the reproduction or other use of the photographs as provided herein.

All use of photographs is to be accompanied by an approved The North Face logo and photographer credit, both of which are included on the Web site and/or this document.

- Photographs may only be reproduced over the Internet for online catalogue use. Photographs may not be employed for Internet advertising.
- Photographs cannot be reproduced or used for independent public relations or by media.
- Photographs cannot be reproduced or used for any purpose by anyone other than The North Face dealers.
- The North Face does not have exclusive rights to photographs. Any use that extends outside the terms and conditions of this agreement will be the responsibility of dealers to negotiate with photographer(s) directly to arrange for extended usage. The North Face will provide photographer(s) contact information upon request.

Copyrights

The North Face 2007 image library captions, image samples and copyright information can be found in the photo regulations on the dealer site or see online complete copyright information.

NOTE: PHOTO USAGE: 2007 IMAGE LIBRARY A expires the 15th of January 2008



5. PRODUCT POSITIONING

ONLINE BRAND GUIDELINES



5. PRODUCT POSITIONING

PRODUCT POSITIONING

Online Dealers must sell and offer for sale (i.e. advertising) The North Face products in a manner consistent with the preservation and enhancement of the reputation and prestige of The North Face products as premium quality, high-end goods.

Product content

- Product descriptions and technical specifications for The North Face products must be accurate and appropriate for each product accessible at The North Face Dealer Web site.
- Each Online Dealer is responsible for screening all product information before it is launched on their site.
- Products should be represented by a minimum of two images: thumbnail image and larger image. Alternate views, if available, are acceptable.
- Images should be accompanied by the appropriate product description and technical specifications.
- Action photography (photo credits, expiration dates etc.)

Product availability

Any discounted, discontinued or non-inline The North Face styles must be clearly labeled as a “discontinued style” or a “discontinued color”. Out of stock products should be removed from the web site and reinstated online when available in dealer inventory.

5. PRODUCT POSITIONING

USE OF TRADEMARKS

The North Face intellectual properties, including but not limited to logos, product images, proprietary “action” images, trademarks and trade names must be used in accordance with the Web site Regulations and the Photo Usage Regulations on The North Face Dealer Web Site (http://xs.pubblimarket2.com/thenorthface_eu) .

Proper use of a trademark is essential for its continued protection. The North Face® trademarks must be properly utilized in order to ensure their longevity. A list of guidelines for the correct use of trademarks appears below:

Always use proper trademark form and spelling.

The North Face ®Athlete Team

Summit Series™ footwear

The North Face, ®NOT NorthFace®

HyVent™, NOT Hyvent™

Never modify a trademark to the plural form. Instead, change the generic word from singular to plural.

Triclimate™ jackets, NOT Triclimates™

VaporWick™ materials, NOT Vaporwicks™

X-Frame™ packs, NOT X-Frames™

Always check to see if the wording you are using includes a trademark; never assume something is generic. Use both the trademark and the generic terms appropriately.

The North Face® outerwear line

Flight Series™ footwear collection

Pivotal Suspension™ system

Never modify a trademark from its possessive form or make a trademark possessive. Always use the form it has been registered in.

The North Face Athlete Team,

NOT The North Face's® Athlete Team

Never use a trademark as a noun. Always use a trademark as an adjective modifying a noun.

The North Face® expedition to Nepal

Summit Series™ tents

X-Frame™ backpack suspension

Never use a trademark as a verb. Trademarks are products or services, never actions.

NOT Vaporwicking,

but utilizing the VaporWick™ technology

NOT Roll Controlling™,

but experiencing the benefits of

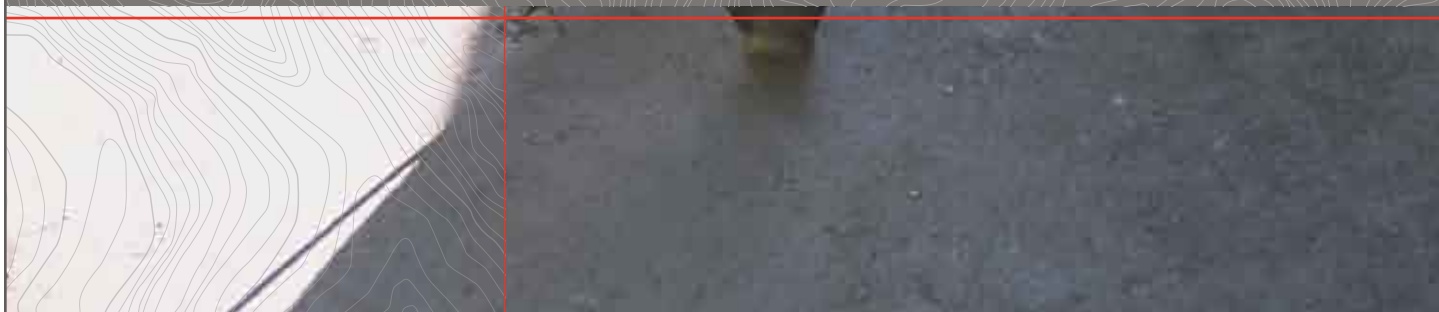
Roll Control™ technology

The North Face (as a trademark) should not be modified, abbreviated or changed in any way.



6. PARTNERSHIP STORES

ONLINE BRAND GUIDELINES



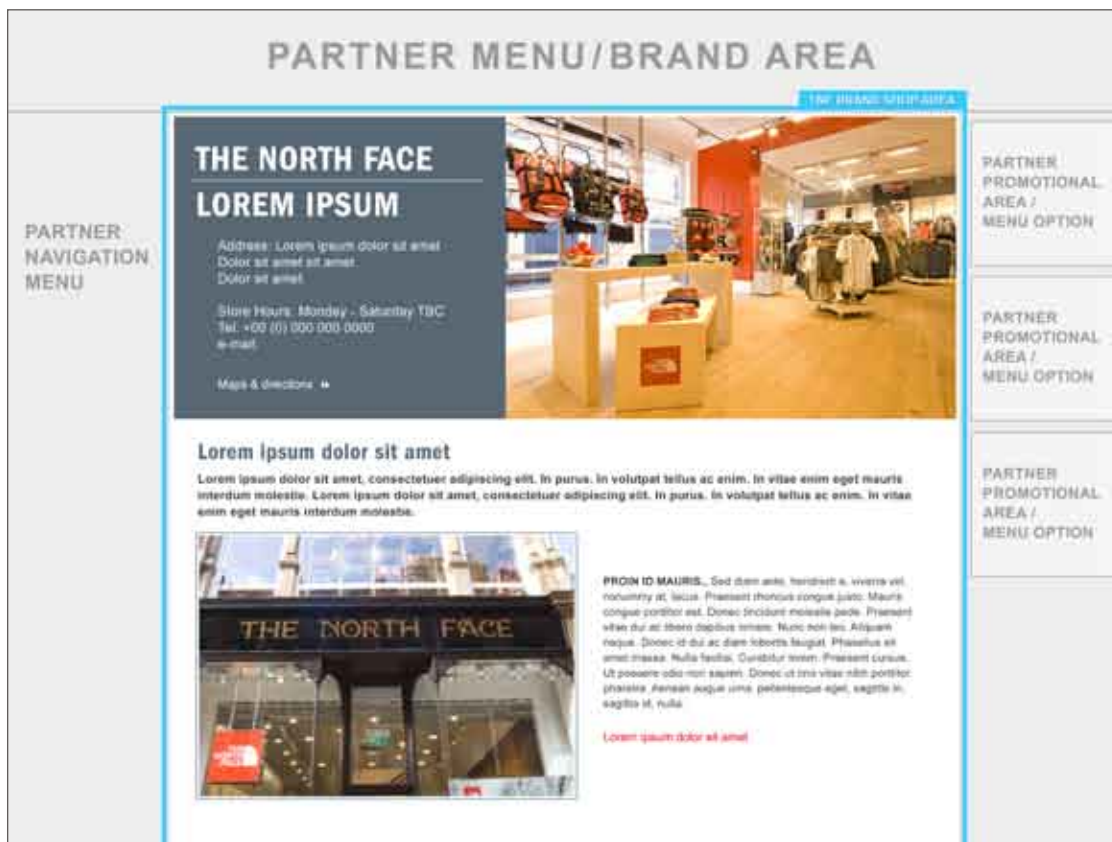
6. PARTNERSHIP STORES

PARTNERSHIP STORES

The North Face® is keen on collaborating closely with Partnership Store Dealers in order to assure brand coherence to “The North Face®” offline and online consumer.

A) Dedicated Store Page:

DEDICATED THE NORTH FACE® STORE PAGE ON DEALER SITE



B) Landing Page Template:

LANDING PAGE TEMPLATE FOR ONLINE ADVERTISING CAMPAIGNS (SEE [SECTION 10](#))

Note: Since all site layouts are unique, it will be necessary to adapt these recommended layouts to your existing structure. (For example, the layout above shows vertical navigation; your site may use horizontal navigation.)



7. ONLINE AD CAMPAIGNS

ONLINE BRAND GUIDELINES



7. ONLINE AD CAMPAIGNS

FOR ONLINE AD CAMPAIGNS

Landing page within a Dealer site

If a client desires to link Online Campaigns to their site, the dedicated page should contain:

- The North Face® logo
- Relevant campaign image
- Product links



Note: Since all site layouts are unique, it will be necessary to adapt these recommended layouts to your existing structure. (For example, the layout above shows vertical navigation; your site may use horizontal navigation.)

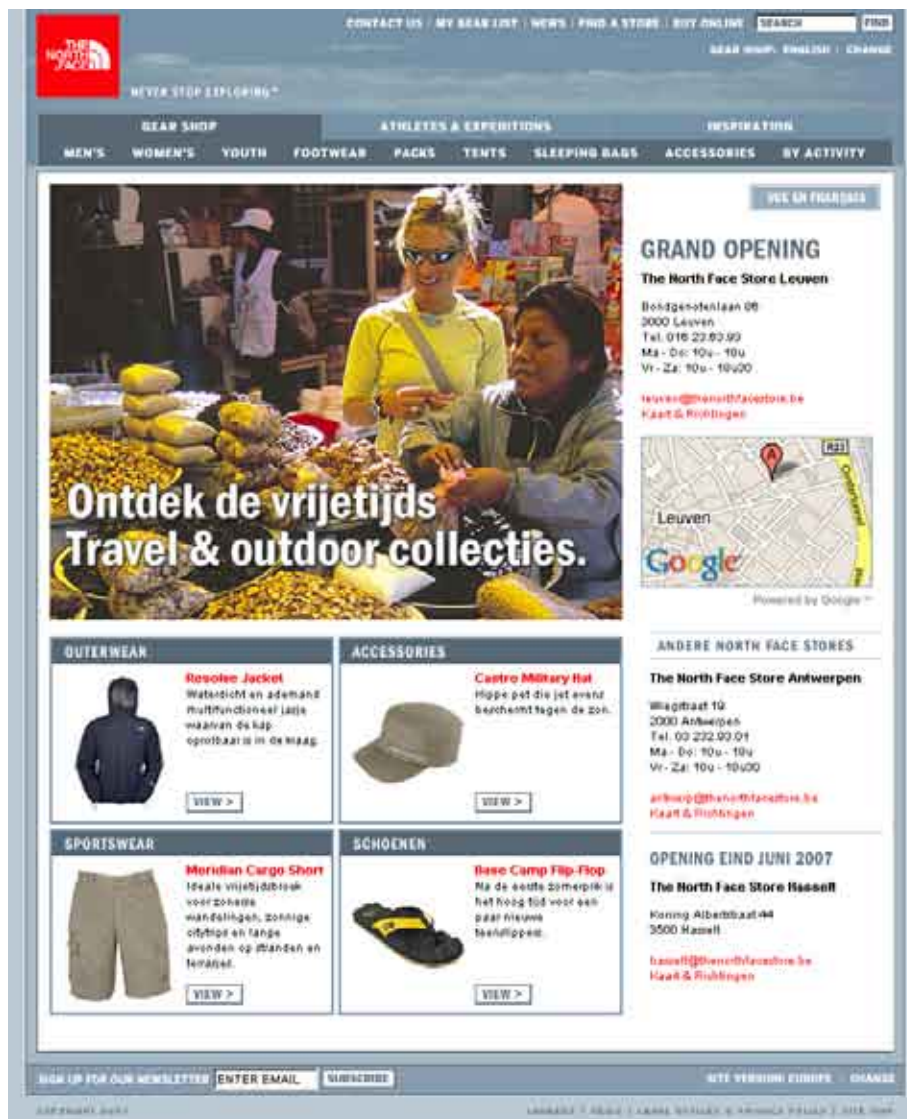
7. ONLINE AD CAMPAIGNS

FOR ONLINE AD CAMPAIGNS

Landing page within The North Face® consumer website

If clients are unable to meet requirements, the dedicated landing page can be created on The North Face® site. Client must contact Trade Marketing manager to activate request.

Example:





8. DOMAIN USE

ONLINE BRAND GUIDELINES

8. DOMAIN USE

CORRECT DOMAIN USE

URL registration

Online Dealers may not register any URL using The North Face registered trademarks, including but not limited to TheNorthFace, NorthFace, or any The North Face product names. If an Online Dealer is found to own this type of URL, they will be required to turn over domain ownership to VF Corporation and will be responsible for all related costs.

Use of the domain when dealing with The North Face® trademarks

Dealer may not work with any affiliates who use The North Face brand name or other trademarked names in their url.

The North Face does not authorize any non-dealer affiliates to use The North Face brand name or other The North Face trademarks in URLs or site content.

Sub domain

If a dealer should choose to insert “The North Face” as a sub domain in the dealerURL, The North Face (as a trademark) should not be modified, abbreviated or changed in any way.

Examples

Correct example: www.dealername.com/thenorthface

Incorrect example: www.thenorthface.dealername.com



9. REFERENCE

ONLINE BRAND GUIDELINES



9. REFERENCE

a. Contact information

EUROPEAN HEADQUARTERS

The North Face Italy S.r.l.
Via Levada 145
31040 Pederobba (TV)
Italy
Tel. +39 0423 683100
Fax +39 0423 683120

TRADE MARKETING DEPARTMENT

Erica Zambon
erica_zambon@vfc.com

ONLINE MARKETING DEPARTMENT

Marianna Poli
marianna_poli@vfc.com

b. URLs

European Consumer Website
www.thenorthface.com/eu

Dealer Marketing Support
<https://vfeportal.vfc.com>