Edwards®

BRAND GUIDELINES   2018

FROM FIRST ENCOUNTER TO LASTING IMPRESSION

EDWARDS

OUR STORY

Our story began in 1867 with founder Samuel Rosenbaum creating a material and sewing notions firm known as the Kalamazoo Pant and Overall Company. The Rosenbaum's began manufacturing and selling these pants at modest prices, however, quickly understood that greater opportunity lay in manufacturing these pants and selling them to distributors throughout the region. In 1880, the Kalamazoo Pant and Overall Company began manufacturing men's and boy's pants. Throughout the company's growth, the founders continued to diversify their organization. Redwood and Ross, an exclusive men's and ladies' retail chain was one of those businesses. The retail chain sourced and sold tailored garments to discerning clients. Our company's heritage is rich with fashion, quality and performance, and we've stayed true to this brand even today.

The late 1970s transformed the organization into Edwards Garment, a career and uniform supplier. Today, we work with global manufacturers to bring quality career and image apparel to distibutors throughout the United States, Canada, Caribbean and Mexico. We strive to be your single most reliable career and uniform apparel source, with every product and service geared toward making your business better and your customer happier. That means the broadest selection of men's and ladies' styles, sizes and colors, tailored from fabrics that hold up to demanding wear. It's why every day, millions of people have gone to work wearing Edwards.

From our humble beginnings to a recognized brand, Edwards stays true to our values and quality commitment. At Edwards, before the label goes onto our apparel, quality and workmanship go into making it.

OUR MISSION AND VALUES

MISSION

We are the first-choice, full-service brand that helps organizations bring their brands to life by sending people to work and play looking great and feeling engaged. Our passion to learn, consult and be easy to work with delivers value for our customers, shareholders and associates.

VALUES

At Edwards Garment, our longevity and success are due to the continuity of our beliefs, our values and a willingness to adapt, improve and change.

We believe:

- Integrity is our Cornerstone
- People Matter
- Customer Satifaction is our Core
- Results Tell the Story
- Loyalty is the Ultimate Reward

Edwards Garment is a special brand with a strong heritage and a bright future. We draw strength from our deep roots in our quest to change, risk, innovate, reinvent and grow.

OUR JOURNEY - 150 YEARS STRONG

The year 2017 celebrated Edwards' 150th year in business. From our early beginning as the Kalamazoo Pant and Overall Company located in downtown Kalamazoo to present day as Edwards Garment providing career and uniform apparel, we are celebraing this milestone.

our journey 1867-2017

Edwards®
CAREER AND UNIFORM APPAREL

1867 — Kalamazoo Pant Company is founded by Samuel Rosenbaum.

1890s — Began making knickers for boys.

1907 — New building constructed - one of the first buildings in Kalamazoo to exceed four stories.
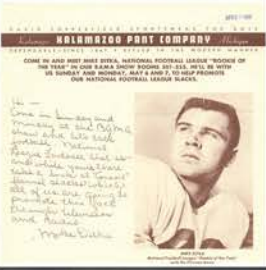
1918 — Produced dungarees for the nation's doughboys

1927 — First-ever shipment of boys' trousers by air.

1931 — The first volume use of zippers used on trousers with the "Hip-Zip" knicker.

1950s — Added women's pants to our line as well as jackets, caps and "Wash and Wear" clothes.

Meet me at Jud's — Love these Pre-washed Blue Denim Pants $14

1962 — Featuring brand names "David Copperfield", "Westchester", "Huskees" and others, we are endorsed by a rookie in the NFL by the name of Mike Ditka.

1967 — We turned 100! At Your Service, 100 Years of Quality... Kalamazoo Pant Co.

Redwood & Ross

1977 — Left the retail industry to focus on uniform programs.

1988 — Moved from downtown Kalamazoo to our current facility.

2008 — Andrew Rohan Sweaters joins Edwards making us the #1 sweater supplier in the industry.

OUTERWEAR

2016 — Added outerwear to our product offerings sold across North America.

2017 — Celebrating our 150th year in business!

SINCE 1867 — 150 YEARS — 2017

KALAMAZOO PANT CO   KAZOO Pants·Jeans   Edwards Garment   Edwards®

OUR LOGO

The Edwards Garment logo represents the core of the brand reflecting a strong heritage, deep roots and the quest to risk, innovate, reinvent and grow. While the messaging of the brand has evolved over time, the style and colors remain true to our heritage. Any variation from the logos displayed must be approved by Edwards marketing. The logo is arranged in a horizontal and vertical format and may be used either way depending on media space. The logo and messaging has been developed in both the horizontal and vertical format. Depending on intent of use and media space, either design may be used, with preference to the horizontal format.

Note: The stylized small e is part of the Edwards logo and may not be reproduced without the name Edwards. Only company associates from Edwards Garment may use the Edwards name or the stylized e independently. For clarification contact Edwards marketing.

LOGO DO'S

Do use Edwards horizontal or vertical logo in color Black (CMYK: 100 79 44 93) and Gold (CMYK: 0 9 100 0) or black on white background always.

Do use Edwards horizontal or vertical logo in color Black (CMYK: 100 79 44 93) and Gold (CMYK: 0 9 100 0) or black on a graphical background. If the logo fades into the graphical background place a 50%+ white screen behind the logo.

Do use Edwards horizontal or vertical logo in knockout (white or black) on clean images, with or without the retaining rectangle line.

LOGO DO NOT'S

These are illustrations of logo use that is not approved by Edwards. This is not an all inclusive display. If you have a question about the Edwards logo, colors or use, contact Edwards marketing.

1. Don't use the logo on imagery that is busy where the mark is hard to read.
2. Don't add your company name to the logo or create your own version.
3. Don't stretch or distort the logo shape in any way or form.
4. Don't use unapproved colors for the logo, gold and black, black or reverse out white only. When using the logo in decoration (embroidery or heat seal) use approved colors. Tone on tone color matching is authorized. Changing the colors of the Edwards logo is not authorized.
5. Don't rotate or flip the logo.
6. Don't change the typography or graphic mark in any way (i.e., adding a drop shadow).
7. Don't use the E Edwards (stylized) in any non-approved format as the Edwards logo and E Edwards (stylized) is a registered trademark.
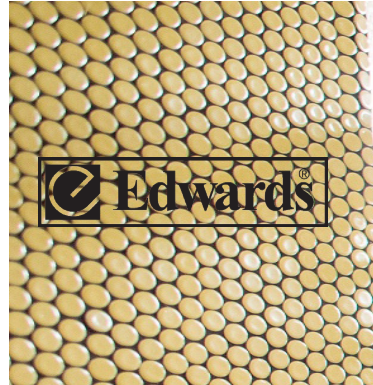
TRADEMARKS

Trademarks - the trademarks of Edwards Garment represent and reflect our strong heritage, quality, innovation, and willingness to adapt, improve and change. They also represent our commitment to quality and workmanship producing professional apparel that is stylish, flattering in its fit and appearance. As a result the trademarks of Edwards Garment are critical to our brand and should be used properly when advertising.

Edwards®

Edwards®

Edwards®

Synergy™ Washable Suiting

Tuff-Pil® Plus

Tuff-Tested®

REDWOOD AND ROSS™

Exclusively from

EDWARDS

Intaglio™ Washable Suiting
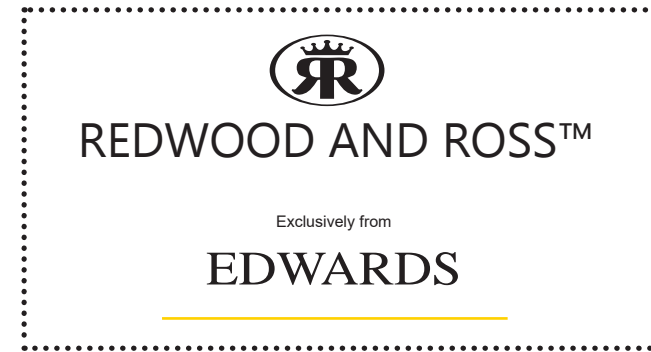
COLORS

PANTONE - 109 C

CMYK: 0, 9, 100, 0

RGB: 255, 209, 0

HEX: #FFD100 (for web)

Gold-Pantone: 13-0859 TCX (for fabrics or threads)

PANTONE - Black 6 C

CMYK: 100, 79, 44, 93

RGB: 16, 24, 32

HEX: #101820 (for web)

Black-Pantone: 19-4008 TCX (for fabrics or threads)

PANTONE - Bright White

CMYK: not available

RGB: 244, 245, 240

HEX: #F4f5f0 (for web)

Bright White-Pantone: 11-0601 TCX (for fabric or threads)

PANTONE - 877 C

CMYK: 45, 34, 34, 0

RGB: 138, 141, 143

HEX: #8A8D8F (for web)

Silver or Grey-Pantone: 16-4402 TCX (for fabrics or threads)

PANTONE - 5425 C

CMYK: 45, 16, 9, 24

RGB: 122, 153, 172

HEX: #7A99AC (for web)

Blue-Pantone: 18-3916 TCX (for fabrics or threads)

TYPOGRAPHY

Edwards logo is Times New Roman and must always be displayed in that typeface. Alternate graphics using the Edwards name should use Time new Roman. Serif or san serif to-pography for brochures, websites, advertising, digital marketing and tradeshows should refelct the Edwards brand and readability. The fonts listed are great for headlines, body copy and use may be all caps, mixed case or lowercase in bold and regular weights. Italic use of this typography should be measured.

Typography should be displayed in black, and reversed white. If a color is used to display type, use it sparingly and only as an accent. If questions arise on the use of the Edwards brand (garment, photo, logo or other) with typography, please consult Edwards marketing for review.

Acceptable Serif fonts: Times Roman or Times New Roman, Garamond, New Century Schoolbook, and Palatino
Acceptable San Serif fonts: Arial, Verdana, Segoe UI and Tahoma

Times New Roman - is a serif typeface that has a strong heritage and is great for display type, headlines and product names - use all caps, mixed case, or lowercase in bold and regular weights

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

Garamond - is a serif typeface that provides a subtle alternative to Times Roman and is great for headlines and body copy - use all caps, mixed case, or lowercase in bold and regular weights

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

Arial - is a san serif typeface that is a great option and very web friendly for headlines, product names and body copy - use all caps, mixed case, or lower case in bold and regular weights

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

Verdanda - is a san serif typeface to consider in cases where Arial is unavailable - use all caps, mixed case, or lower case in bold and regular weights

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

TYPOGRAPHY

This is an example of how serif and san serif typography may be used in a catalog. When using mixed typography, it is recommended that no more than two different typeface be used on a page. For example, Arial is the primary typeface for the headline and fabric features. Times New Roman is used for the style numbers, and body copy.

HEADLINE OR PRODUCT NAME:

Arial - between 18pt and 24pt with line spacing on auto. The headline may or may not have a line underneath it as a graphic element and it should not be tracked out more than normal to approximately 125.

PRODUCT NAME AND STYLE NUMBER:

Times New Roman at a smaller point size ranging from 14pt and 18pt. The product name typically is displayed in all caps, however mixed case and bold may be used to enhance the product name.

BODY COPY:

Times New Roman between 8pt and 11pt size with optimal letter spacing and increased line spacing to allow type to breathe and increase legibility.

Standup collar.

007   010   967

SOFT SHELL VESTS
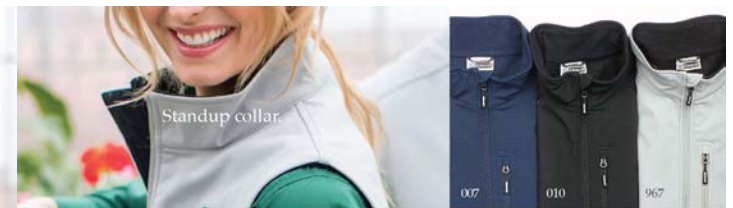
3425 Men's Vest
$49.00

6425 Ladies' Vest
$49.00

Water Resistant / Up to 6XL / 3-Layer Bonded Fabric

FEATURES:
• Outer layer is coated with DWR finish that lets water bead up and roll off
• Full-length wind guard, standup collar and locker loop
• Home launder
• 96% Polyester/4% Spandex outer layer; Microfleece inner layer, 10.1 oz.

DECORATION:
Embroidery, Heat Transfer

COLORS:
007 Navy/Navy, 010 Black/Black, 967 Silver/Black

SIZES:
Men's S–6XL, Scale H; Ladies' XS–4XL, Scale O

Prices apply to regular sizes XS–XL and are subject to change. Please inquire for pricing on larger sizes.

VISUAL STYLE AND IMAGERY

EDWARDS BRAND IS WELL DEFINED
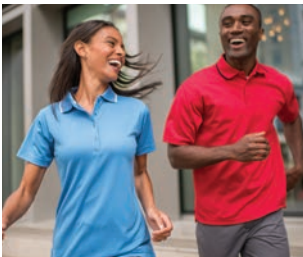Classic, fashionable, and creative

CAREER AND UNIFORM
fashion inspired with quality and performance

MERCHANDISE FOCUS IMAGERY
Fresh styles that work

MODELS AND POSES
Expression of fun, confidence and appeal

PHOTOGRAPHY IS INSPIRING
Collections immersed in their environment

BRAND VOICE

These words represent Edwards brand voice setting the tone for where the brand has been, where it is today, and where it will go in the future.

CLASSIC

LEADER

FUN

CONSISTENT

FASHIONABLE

STYLISH

PASSIONATE

TRUSTED

RELIABLE

TRADITION

PERFORMANCE

INTEGRITY

CARING

TIMELESS

COMMITTED

HONEST

QUALITY

VALUE

COMFORT

SOCIALLY RESPONSIBLE

THANK YOU

Edwards®