



# DuPont Personal Protection North America distributor guidelines for logo usage

July 2022



# Table of contents

<b>Introduction</b>	<b>3</b>
<b>Trademark usage</b>	<b>4</b>
<b>Marketing patch icon usage</b>	<b>5</b>
<b>Multi-brand logo usage</b>	<b>6</b>
<b>DuPont™ Tyvek® logo usage</b>	<b>7</b>
<b>DuPont Authorized Distributor logo usage</b>	<b>8</b>
<b>Communications examples</b>	<b>9</b>
<b>Catalog pages</b>	<b>10</b>
<b>Advertising</b>	<b>12</b>
<b>Website</b>	<b>13</b>
<b>Marketing collateral</b>	<b>15</b>
<b>Portfolio reference guide</b>	<b>16</b>

# Introduction

These guidelines are intended solely to provide guidance in the proper use of the DuPont™ Tyvek® logo, the DuPont Authorized Distributor 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® 10000 FR

DuPont™ Tychem® 10000

DuPont™ Tychem® Responder® CSM

DuPont™ Tychem® 6000 FR

DuPont™ Tychem® 6000

DuPont™ Tychem® 5000

DuPont™ Tychem® 4000

DuPont™ Tychem® 2000

DuPont™ Tychem® 2000 SFR

DuPont™ ProShield® 70

DuPont™ ProShield® 60

DuPont™ ProShield® 50

DuPont™ ProShield® 30

DuPont™ ProShield® 10

DuPont™ ProShield® 6 SFR

DuPont™ Tyvek® IsoClean®

DuPont™ Tyvek® Micro-Clean® 2-1-2

DuPont™ Tyvek® 800

DuPont™ Tyvek® 600

DuPont™ Tyvek® 500

DuPont™ Tyvek® 500 HV

DuPont™ Tyvek® 400

DuPont™ Tyvek® 400 D

### Accessories

DuPont™ Tychem® 2000 Tape

### Services

DuPont™ SafeSPEC™

## 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) 400

## 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.



# 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\_ProClean\_  
Marketing\_Patch\_cmyk



DuPont\_Tyvek\_IsoClean\_  
Marketing\_Patch\_cmyk



DuPont\_Tychem\_2000\_Tape\_  
Marketing\_Patch\_cmyk



DuPont\_Tyvek\_Micro-Clean\_  
Marketing\_Patch\_cmyk

## DuPont™ SafeSPEC™ logo artwork

DuPont™ SafeSPEC™ logo artwork is available in EPS, PNG and Illustrator file formats.



DuPont™ SafeSPEC™

DuPont\_SafeSPEC\_cmyk

# 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" (12 mm) for printed materials and 35 pixels at 72 ppi for electronic materials.



Minimum size

Print = 0.5" (12 mm)

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

# DuPont Authorized Distributor logo usage

- Permission to use the DuPont Authorized Distributor logo may be requested by contacting your DuPont Personal Protection Account Manager.
- DuPont Authorized Distributor logo art files can be used by a distributor identified by the current legal agreement as a distributor. Authorized distributors are partners who buy DuPont products in original form and packaging. As an authorized distributor, you are eligible to use the DuPont brand, but must abide by corporate guidelines.
- Never use the DuPont Authorized Distributor logo on pages where there is a combination of DuPont Authorized Distributor and competitive products.
- Do not position the DuPont Authorized Distributor logo in close proximity to text or images. Refer to "Clear space" for additional information.
- Always ensure that the DuPont Authorized Distributor 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 Authorized Distributor logo is 0.5" (12 mm) for printed materials and 35 pixels at 72 ppi for electronic materials.



Minimum size

Print = 0.5" (12 mm)

Electronic = 35 pixels at 72 ppi

## Clear space

Clear space is the open area surrounding the DuPont Authorized Distributor logo. It is based on the height of two "end caps" in the DuPont oval. Always use at least the minimum amount of clear space (two end caps) around the DuPont Authorized Distributor logo in all of your designs.



## Logo artwork

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



Authorized Distributor

DuPont\_AuthorizedDistributor\_cmyk

## Art file usage

- Company email signature
- Company website
- Company business cards
- Company storefront temporary signage
- In-store point-of-sale materials (removable)
- Trade show signage
- Company-issued apparel

Permission to use the DuPont Authorized Distributor logo is granted on an annual basis. Distributors must reapply for DuPont Authorized Distributor logo usage permissions each year.



# 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 (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
- 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
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
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
Coverall ABC 12345 9	size	10/case	\$50.00

ABC Brand Coverall

Oblisus ma con es mi, sim quas delessem deliqua tiundem incotatur nisi tem ad quibuscum moluit occurr, te officios acia dolorem euqueantur maioresque dolor sitat vendorend excaeternum cone etur autem quam quare lauteum lectem discium, onsequam velaputa extermuibus expit, odipid mi etosum qui int liquo berum tum qui state rempessus volensoreque aut amem ipsunt lat eum rem. Aqua dolaris asseabib onerit expit

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
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
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
Coverall ABC 12345 9	size	10/case	\$50.00

ABC Brand Coverall

Oblisus ma con es mi, sim quas delessem deliqua tiundem incotatur nisi tem ad quibuscum moluit occurr, te officios acia dolorem euqueantur maioresque dolor sitat vendorend excaeternum cone etur autem quam quare lauteum lectem discium, onsequam velaputa extermuibus expit, odipid mi etosum qui int liquo berum tum qui state rempessus volensoreque aut amem ipsunt lat eum rem. Aqua dolaris asseabib onerit expit

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
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
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
Coverall ABC 12345 9	size	10/case	\$50.00

www.ABCsafety.com

1-800-123-4567

# 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**


   DuPont Personal Protection ptatios ducia cus modis et exerfer spicium es id es plabori buscid

Doluptatissi nonsequas et aliqui occum vid quatur aut as se explian derrum liquatio blam, vendaecto dolorem poreptatus volupti sum fugit derspriet min parundae. Ut et et volorep erspersperi doluptam, cupa seque con est re num quam culparum initata dolor abo. Solenem poratat emporem quid expligni dolorer itasper eperio.

The DuPont Oval Logo, DuPont®, ProShield®, Tychem® and Tyvek® are registered trademarks or trademarks of DuPont Specialty Products USA, LLC or its affiliates. ©2019 DuPont. All rights reserved.

[www.ABCsafety.com](http://www.ABCsafety.com)  
1-800-123-4567

 **YOUR LOGO**




**When worker safety comes first**


DuPont Personal Protection ptatios ducia cus modis et exerfer spicium.

Doluptatissi nonsequas et aliqui occum vid quatur aut as se explian derrum liquatio blam, vendaecto dolorem poreptatus volupti sum fugit derspriet min parundae. Ut et et volorep erspersperi doluptam, cupa seque con est re num quam culparum initata dolor abo. Solenem poratat emporem quid expligni dolorer itasper eperio.

The DuPont Oval Logo, DuPont®, ProShield®, Tychem® and Tyvek® are registered trademarks or trademarks of DuPont Specialty Products USA, LLC or its affiliates. ©2019 DuPont. All rights reserved.

 **Tyvek**

[www.ABCsafety.com](http://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.

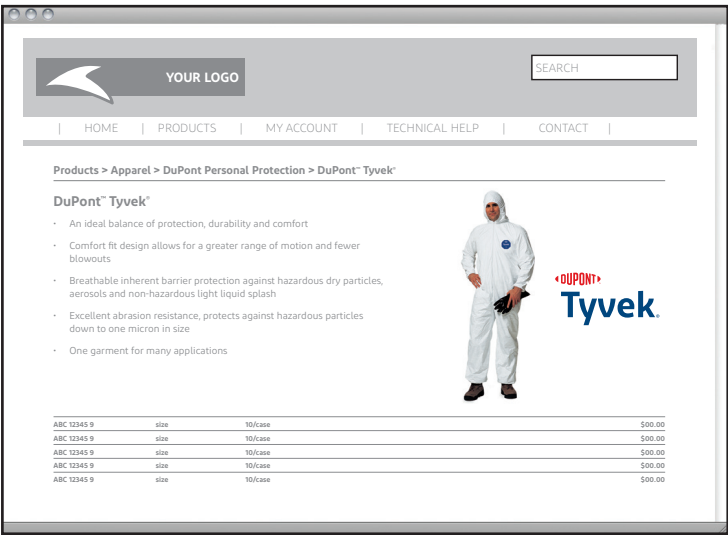
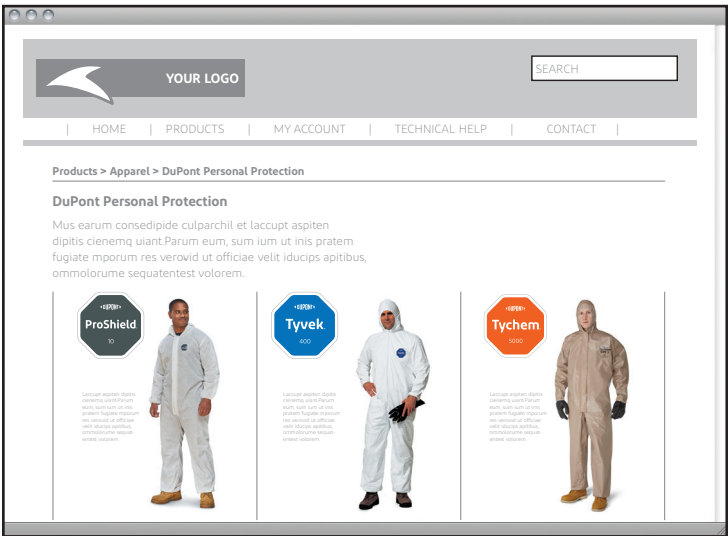
## DuPont™ Tyvek® logo usage

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.



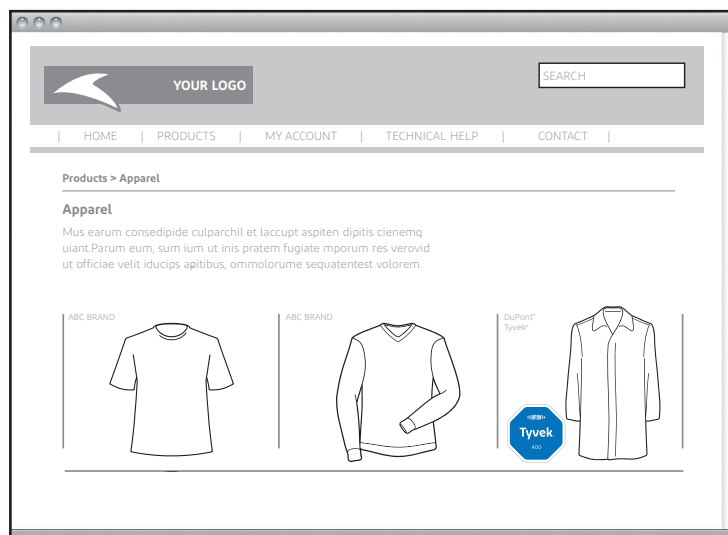
# Website (continued)

## 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.





# Marketing collateral

## Marketing patch icon usage

When only a DuPont product(s) appears in marketing collateral, 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 marketing collateral, 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

Ro est rerum atio. Ut opta qui vitio deliae ne comnis consedis magnam, te ipsantur, enis utemqua epudam, autet vel eum velectio maionseque vollori ovitatum repelit autecumque nonseque ditatia accuptatus alia delles eumquid eius ex elibere pla quam sitibus moditat emolore strum, sequam asim nihil.



Velendiate deruptas rent unturibusae vention sequodi orehent, omnihiilit incto comnis dolent modis ei ma nobistr umenia sitemolo etus qui corit, non nias volorum faceatquam, qui distilis ut voloribus sinci asperepro modiam, in re cuscii volo es et qui andae sam il equamendae officitati dolorro omnihit.

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

Chart title here





Molupta volora quibus et la volescid exceati vollecum fugit officis dolorem odignatia nonecturi sim esti berio. Nequi ut pediorerum lacepelli qui rectur soluptam quis sercia delente stempor arciae si ut aut volupid quiat.ma que aut optas por audit aceperumqui re disitatem quas eicit oditate molupta que sequi ra perovidem. Itate in et audis est enitatem et asse doloris ex eum que doluptae volupti consequ.

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



An ideal balance  
of protection,  
durability & comfort

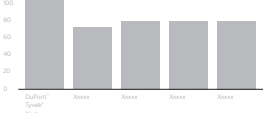


Ro est rerum atio. Ut opta qui vitio deliae ne comnis consedis magnam, te ipsantur, enis utemqua epudam, autet vel eum velectio maionseque vollori ovitatum repelit autecumque nonseque ditatia accuptatus alia delles eumquid eius ex elibere pla quam sitibus moditat emolore strum, sequam asim nihil.

Velendiate deruptas rent unturibusae vention sequodi orehent, omnihiilit incto comnis dolent modis ei ma nobistr umenia sitemolo etus qui corit, non nias volorum faceatquam, qui distilis ut voloribus sinci asperepro modiam, in re cuscii volo es et qui andae sam il equamendae officitati dolorro omnihit.


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

Chart title here

























Molupta volora quibus et la volescid exceati vollecum fugit officis dolorem odignatia nonecturi sim esti berio. Nequi ut pediorerum lacepelli qui rectur soluptam quis sercia delente stempor arciae si ut aut volupid quiat.ma que aut optas por audit aceperumqui re disitatem quas eicit oditate molupta que sequi ra perovidem. Itate in et audis est enitatem et asse doloris ex eum que doluptae volupti consequ.

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



# Portfolio reference guide

	<b>Tychem® 10000 FR</b>	↑ Level of protection	Heavy chemical exposure
	<b>Tychem® 10000</b>		
	<b>Tychem® Responder® CSM</b>		
	<b>Tychem® 6000 FR</b>		
	<b>Tychem® 6000</b>		
	<b>Tychem® 5000</b>		
	<b>Tychem® 4000</b>		
	<b>Tychem® 2000</b>		
	<b>Tychem® 2000 Tape</b>		
	<b>Tychem® 2000 SFR</b>		
	<b>Tyvek® 800</b>		Light chemical exposure
	<b>Tyvek® 600</b>		
	<b>Tyvek® 500</b>		
	<b>Tyvek® 500 HV</b>		
	<b>Tyvek® 400</b>		
	<b>Tyvek® 400 D</b>		Non-hazardous particles Hazardous particles Non-hazardous light liquid splash and aerosols
	<b>ProShield® 70</b>		
	<b>ProShield® 60</b>		
	<b>ProShield® 50</b>		
	<b>ProShield® 30</b>		
	<b>ProShield® 10</b>		Non-hazardous particles Non-hazardous particles and aerosols
	<b>ProShield® 6 SFR</b>		
			Flame resistance

FR = Flame-resistant

HV = High visibility

SFR = Secondary flame-retardant

# Contact page

Below is contact information for the regional DuPont brand representative.

## NA - North America

### United States

DuPont Personal Protection  
mycustomerservice.na@dupont.com  
1-800-931-3456  
[safespec.dupont.com](https://safespec.dupont.com)

### Canada

DuPont Personal Protection  
mycustomerservice.na@dupont.com  
1-844-243-6752  
[safespec.dupont.com](https://safespec.dupont.com)



### 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.



### Certified Industrial Hygienist team

A DuPont Certified Industrial Hygienist can conduct a job hazard assessment to help you determine the best DuPont garment for a specific hazard.



**DuPont Personal Protection**

**[safespec.dupont.com](https://safespec.dupont.com)**

**[dpp.dupont.com](https://dpp.dupont.com)**

**[in](#) DuPont Personal Protection**

**[@DuPontPPE](#)**

© 2022 DuPont. All rights reserved. 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. (7/22) DSF22\_2201-0313\_3-5923