Purpose led.
Performance driven.

BRAND IDENTITY GUIDE

VF CORPORATION

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VF's Brand Identity Guide

We've come a long way in 120 years.

During that time, a hallmark of VF has been our ability to continually transform and reinvent ourselves to remain an industry leader. Today, we're writing a new chapter as an evolved VF, so it's important that our corporate brand evolves, too.

The VF Corporation Brand Identity Guide establishes the rules and standards for how we communicate and present ourselves using our newly designed logo and brand expression.

What we say and how we say it matters. This guide is our central resource for using consistent language and visuals to present One VF to our associates and the outside world, while maximizing the impact of our communication.

For the brand identity to be successful, it must be used consistently across the organization. VF's Global Corporate Affairs team is responsible for the administration and enforcement of these guidelines and communications. Every VF and brand associate is expected to adhere to the guidelines and play their part in protecting the VF brand.

Visual Framework

Visual Framework

LOGO

Our Logo

The VF monogram holds significant heritage, especially within our industry. The new logo brings this iconic heritage into the future, pushing it further to create a unique and memorable mark.

The new logomark has been designed as a symbol that expresses VF's evolution. The two letters share the same stroke, expressing unity and collaboration. A bolder typeface expresses passion and action, while adding soft elements communicates authenticity and empathy.

The letters touching the outer limits of the circle convey openness and inclusivity, and the upper portion of the F is detached to show forward-thinking, upward motion, and exponential growth.

The wordmark of the logo, or logotype, is a unique typeface customized specifically for VF to complement the VF icon. The bold, all-caps letters incorporate some softer, rounded elements to balance decisiveness and authority with humanity and authenticity. It is modern, approachable, and easy to read.

Logomark

Wordmark

Logo Lockups

Stand-alone Logomark

The stand-alone logomark is the preferred way to display the VF logo, and should be used whenever possible. It can be used in place of the vertical or horizontal logo lockup.

Horizontal Logo Lockup

The horizontal logo lockup with CORPORATION should be used when presenting the VF brand in more formal communications or to audiences that may not know us as well.

Vertical Logo Lockup

Like the horizontal logo lockup, the vertical logo with CORPORATION should be used in more formal communications or to audiences that may not know us as well, and when a vertical design is more appropriate.

Logomark / The preferred way to display the VF logo

Horizontal / Used when Corporation is necessary

Vertical / Used when Corporation is necessary and space is limited
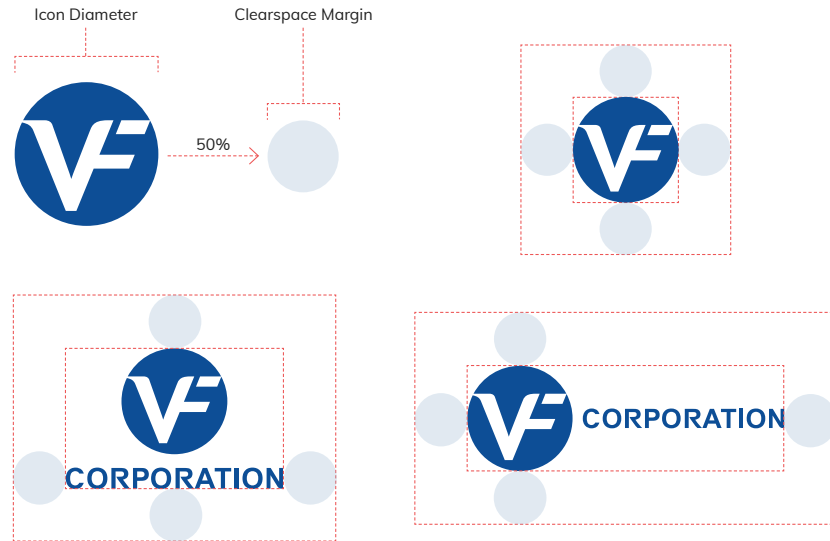
Proper Logo Usage

Clearspace

Clearspace is the area around the logo that should remain free from competing content to prevent the logo from being cluttered or obscured. The clearspace is determined by 50% of the diameter of the icon. Maintaining this minimum measure of clearspace ensures that the logo retains the proper visual impact.

Minimum Size

There is a limit to how small the logo should be to ensure legibility and brand integrity. Due to the design of the letters, the logo can only reduce so far before print quality or screen resolution start to diminish.

We recommend the following minimum sizes for both print and screen.

Icon Diameter

Clearspace Margin

50%

CORPORATION

CORPORATION

Vertical Logo Minimum Size

CORPORATION

1" / 72 pixels

Horizontal Logo Minimum Size

CORPORATION

1.5" / 108 pixels
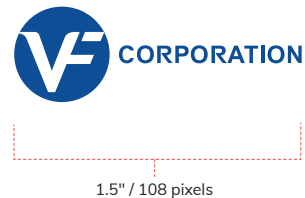
Logomark Minimum Size

0.5" / 48 pixels

Proper Logo Usage

Primary Logo Color

Blue is the primary color for the logo; use this color whenever possible. Black and grayscale are used when color printing is not possible.

Secondary Logo Color

The grayscale version should be used only when full color is not an option. The gray is an 80% tint of black. Aside from color, all standards regarding clearspace, sizing and the "Do Not" rules (on page 10) must be observed just as they are for the full color logo.

Logo Reversed

The reversed color version of the logo should be used only when the logo is on the brand blue or on a dark photo background. All standards regarding clearspace, sizing and the "Do Not" rules (on page 10) must be observed just as they are for the full color logo.

Primary Color - Heritage Blue

PMS: 2945 C
HEX: 004C97
RGB: 0 76 151
CMYK: 100 53 2 16

Secondary - Black & White

CMYK: 0 0 0 100

Secondary - Grayscale

CMYK: 0 0 0 80

Improper Logo Usage

Consistent application of the logo is crucial to brand integrity and recognition. Here are some examples of how the logo should **not** be used.

❌ **Do not** scale the logo disproportionately.

❌ **Do not** place the logo on an image that limits the legibility.

❌ **Do not** place the logo close to other graphic elements. See page 8 for clearspace rules.

❌ **Do not** rotate or flip.

❌ **Do not** add a drop shadow or any other effects.

❌ **Do not** alter or add new elements.

❌ **Do not** use colors other than the primary brand colors.

❌ **Do not** change the scale of the icon or the type in relation to each other.

❌ **Do not** use other typefaces for the logo lockup.
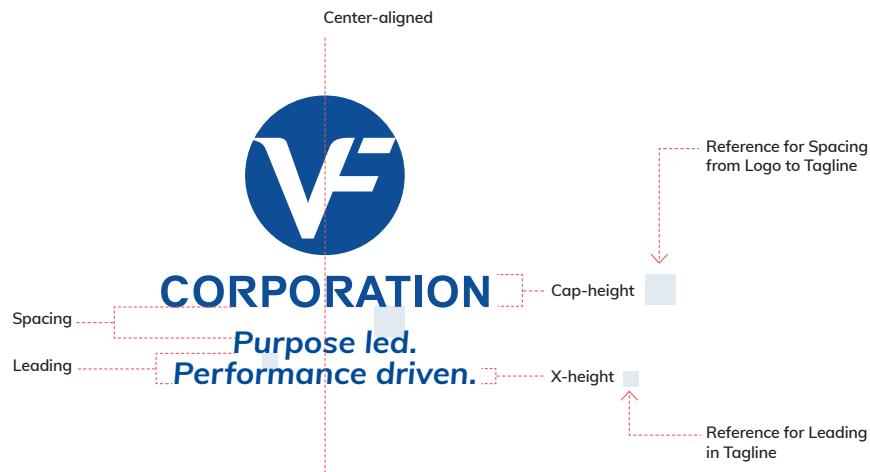
VF Logo Lockup with Tagline

The VF logo and tagline appear together in a carefully defined relationship. In this situation, the tagline and logo lockup are considered one unit, so the clearspace rules for the logo do not apply.

The VF tagline type is set in **Muli Bold Italic.**

Scale of the tagline type with reference to the logo is derived by making the x-height of the tagline exactly 50% of the cap-height in CORPORATION.

For the vertical logo, the tagline is broken into two lines, and center-aligned with the icon. Linespacing for the tagline is determined by the x-height of the tagline.

For the horizontal logo, the tagline spacing below Corporation is determined by the cap-height of CORPORATION.

Alignment

CORPORATION

Purpose led. Performance driven.

Cap-height

X-height

Center-aligned

CORPORATION

Purpose led.
Performance driven.

Reference for Spacing from Logo to Tagline

Cap-height

Spacing

Leading

X-height

Reference for Leading in Tagline

VF Icon Lockup with Regions & Functions

The VF icon may appear in a lockup arrangement with any of the regions or functions within VF. In these cases, only the icon would be used and the segment or function name replaces CORPORATION while following the same type size and spacing from the VF Corporation vertical logo lockup.

Typeface is **Muli ExtraBold**. Clearspace rules (on page 8) apply just as with the VF logo.

REGIONS

AMERICAS

APAC

EMEA

FUNCTIONS (EXAMPLES)

HUMAN RESOURCES

**SUPPLY CHAIN**

INCLUSION & DIVERSITY

VF Icon Lockup with Brands

When the VF logo is shown as a lockup with VF brand logos, the lockup is constructed by spacing with the use of a diameter that is 25% of the VF icon diameter.

Color Combinations

The preferred colors for the logo lockups are the full brand colors. Instances where the background is too busy or there is not enough contrast, the logos can be changed to all Black or all White.

Icon Diameter   Clearspace Margin

25%
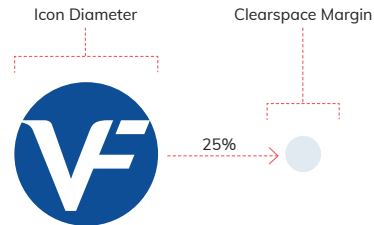
Lockup with a simple dividing line is intended for situations that are less busy. In this case the negative space around the lockup serves along with negative space in the layout to ensure the logo set retains impact.

Purpose Logo

The official VF logo is represented by the options outlined in our brand guidelines and should not be combined (or locked up) with the company's Purpose statement to produce an alternative version of our logo. When used, the Purpose logo should stand alone as a separate, individual graphic.

For those instances where the company's Purpose statement is used, it should include the full statement *(We power movements of sustainable and active lifestyles for the betterment of people and our planet).*

Minimum Size

There is a limit to how small the logo should be to secure legibility and brand integrity. Due to the design of the letters, the logo can only reduce so far before print quality or screen resolution start to diminish. We recommend the following minimum sizes for both print and screen.

Primary Color

Heritage Blue is the primary color of the Purpose logo. Instances where there is not enough contrast with the background, or the text is not readable, use White.

WE POWER MOVEMENTS OF SUSTAINABLE AND ACTIVE LIFESTYLES FOR THE BETTERMENT OF PEOPLE AND OUR PLANET

Minimum Size

WE POWER MOVEMENTS OF SUSTAINABLE AND ACTIVE LIFESTYLES FOR THE BETTERMENT OF PEOPLE AND OUR PLANET

1.5" / 83 pixels

Visual Framework

COLOR PALETTE

Primary & Secondary Colors

Primary

The primary blues should be prominent in all communications from VF. This is one of the easiest ways to identify the VF brand and should be used as much as possible.

Secondary

To add flexibility, a secondary palette is available but should only be used along with the primary palette, and never to be used on its own.

PRIMARY

Heritage Blue

PMS: 2945 C
HEX: 004C97
RGB: 0 76 151
CMYK: 100 53 2 16

Glacier Blue

PMS: 644 C
HEX: 9BB8D3
RGB: 155 184 211
CMYK: 42 10 2 6

White

PMS: WHITE
HEX: FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

SECONDARY

Vivid Teal

PMS: 298 C
HEX: 41B6E6
RGB: 65 182 230
CMYK: 67 2 0 0

Stone

PMS: 649 C
HEX: DBE2E9
RGB: 219 226 233
CMYK: 10 3 1 0

Black

PMS: NEUTRAL BLACK C
HEX: 222222
RGB: 34 34 34
CMYK: 72 66 64 72

Tertiary Colors (Limited Use)

A tertiary palette is also available for very select and specific use. Tertiary colors should only be used for charts, graphs, or data representations. Tertiary colors should always be used in partnership with the primary palette and should never overpower the primary brand colors.

Accent Colors

Primary Accent

The primary accent is to be used sparingly in design to complement the primary colors, and never to be used on its own.

Web & Digital Accent

This accent color should only be used on the VF website and digital communications for call-to-actions and buttons, and never to be used on its own.

TERTIARY

Garden Green

PMS: 339 C
HEX: 00B388
RGB: 0 179 136
CMYK: 84 0 59 0

Royal

PMS: 2665 C
HEX: 7D55C7
RGB: 125 85 199
CMYK: 70 76 0 0

ACCENTS

PRIMARY ACCENT

Sunbeam

PMS: 129 C
HEX: F3D03E
RGB: 243 208 62
CMYK: 0 11 78 0

WEB & DIGITAL ACCENT

Coral

PMS: 17-1656
HEX: ED5656
RGB: 237 86 86
CMYK: 0 64 64 7

Visual Framework

TYPOGRAPHY

Primary Typeface

MULI

Communications from VF are most effective when the words are consistent in both message and appearance. This font family was carefully chosen to reflect VF's brand identity.

Muli is a modern, sans-serif typeface that has unique characteristics which help express a more defined brand character. It is available in several font weights, although VF primarily uses Regular, Bold and ExtraBold. Black may be used in select cases to draw attention to important information.

This typeface is free to download and available for use in both web and print applications from Google Fonts.

Secondary Typeface - Arial

If Muli is not available for use, the system typeface Arial should be used, especially in applications such as Microsoft PowerPoint or Word.

When using Arial, follow the same type hierarchy guidelines as used for Muli, shown on pages 20-21.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#$%^&

Regular

Bold

ExtraBold

Black

Type Hierarchy

Consistent and proper use of our typography guidelines is critical to effective communication and helps to create a unified VF brand.

Headlines

- Black, Heritage Blue or White, depending on the design. Be sure there is enough contrast between the headlines and imagery.
- Only H1 uses yellow Forward Dash
- Labels use Muli ExtraBold, all caps
- H1 uses Muli ExtraBold, title case
- H2 and H3 use Muli Bold, title case
- Subheads use Muli Bold, all caps
- Font size may vary depending on medium

Use these examples as a rule of thumb for VF branded materials.

HEADLINES

LABEL
Muli ExtraBold, All Caps
9pt / 13pt line height /
200pt letterspacing, Teal

1/2 Cap-height / 4 x height / Sunbeam

No Compromise: Living a Life of Purpose

H1
Muli ExtraBold,
22pt / 27pt line height /
Black

INSPIRING OTHERS TO LEAD A FULL, HEALTHY, HAPPY LIFE.

SUBHEAD
Muli Bold, All Caps
10pt / 15pt line height /
100pt letterspacing /
Heritage Blue

Inspired to Run

H2
Muli Bold,
15pt / 21pt line height /
Heritage Blue

Growing Up Rural

H3
Muli Bold,
10pt / 15pt line height /
Heritage Blue

Type Hierarchy

Consistent and proper use of our typography guidelines is critical to effective communication and helps to create a unified VF brand.

Body Fonts

- Feature Body uses Vivid Teal
- Standard Body uses Black or White, depending on the design. Be sure there is enough contrast between the headlines and imagery.
- Muli Regular
- Font size may vary depending on medium.

Use these examples as a rule of thumb for VF branded materials.

BODY FONTS

"If you clearly know what you want, just go for it with passion," said Suman. "And most importantly, do not compromise."

Volores res eumquam volo corem rem debitatur? Volo id quam, ut voluptatur? Nequi offici aperemo luptatent quam int vollorem eos utendit emporest ex et esciam volesti ntisquo ma aut quid maiost, sita escim nisquis rehenia volut dollam dolorum quiam dendias pedior sequatio denias dolecep taerfer natibus erum facest, idelitam que verum quid maximillabor apid mo doluptatem re coria.

FEATURE BODY
Muli Regular,
10pt / 16pt line height /
Vivid Teal

STANDARD BODY
Muli Regular,
7pt / 11pt line height /
Black

Visual Framework

TEXTURES

Graphic Element - V

The Graphic Element - V, is an important branding identifier that can be applied to any corporate communication materials to add visual interest or create focus on an aspect of an image. It is important that the V be used correctly to create a consistent look across all materials. The effect is created by using a multi-layered approach.

Photo Color Overlay

Because VF imagery is a combination of 20 different brands, the use of the color overlay helps create a consistent look across all images. This also darkens the photo allowing text to be overlaid with enough contrast to be readable. The opacity of the overlay can be adjusted between 15%-20% to create the contrast needed behind text.

1. IMAGE
Full color

2. PHOTO COLOR OVERLAY
Heritage Blue or Glacier Blue, 15%-20% opacity, blending mode Multiply

3. V
Black, 100% opacity, blending mode Color

4. DUPLICATE V
Heritage Blue or Glacier Blue, 100% opacity, blending mode Multiply

Graphic Element - V

The Graphic Element - V, is an important branding identifier that can be applied to any corporate communication materials to add visual interest or create focus on an aspect of an image. It is important that the V be used correctly to create a consistent look across all materials. The effect is created by using a multi-layered approach.

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1. IMAGE
Full color

2. PHOTO COLOR OVERLAY
Heritage Blue or Glacier Blue, 15%-20% opacity, blending mode Multiply

3. V
Black, 100% opacity, blending mode Color

4. DUPLICATE V
Heritage Blue or Glacier Blue, 100% opacity, blending mode Multiply

Graphic Element - Slant

The Graphic Element - Slant, can be applied to any corporate communication materials to add visual interest to an image. It is important that the Slant be used correctly to create a consistent look across all materials. The effect is created by using a multi-layered approach.

1. IMAGE
Full color

2. PHOTO COLOR OVERLAY
Heritage Blue or Glacier Blue, 15%-20% opacity, blending mode Multiply

3. SLANT
Black, 100% opacity, blending mode Color

4. DUPLICATE SLANT
Heritage Blue, 100% opacity, blending mode Multiply Color

Color Blocks - Solid

Solid Color Blocks can be applied to any corporate communication materials to add a simple, solid background to an image that will require a lot of copy. It is important that the Color Block be used correctly to create a consistent look across all materials. The effect is created by using a multi-layered approach.

1. IMAGE
Full color

2. PHOTO COLOR OVERLAY
Heritage Blue or Glacier Blue, 15%-20% opacity, blending mode Multiply

3. COLOR BLOCK
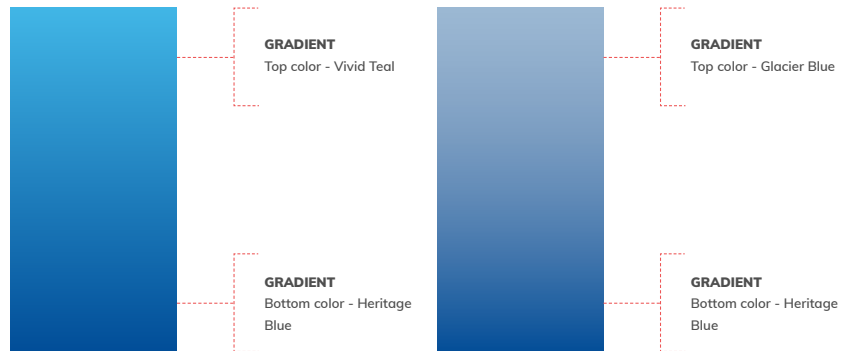Black, 100% opacity, blending mode Color

4. DUPLICATE COLOR BLOCK
Heritage Blue or Glacier Blue, 100% opacity, blending mode Multiply

Color Blocks - Gradient

Gradient Color Blocks can be applied to any corporate communication materials to add a simple background to an image that will require a lot of copy. It is important that the Color Block be used correctly to create a consistent look across all materials. The effect is created by using a multi-layered approach. **The Gradient Color Block should only be used for digital applications in RGB.**

GRADIENT
Top color - Vivid Teal

GRADIENT
Bottom color - Heritage Blue

GRADIENT
Top color - Glacier Blue

GRADIENT
Bottom color - Heritage Blue

1. IMAGE
Full color

2. PHOTO COLOR OVERLAY
Heritage Blue or Glacier Blue, 15%-20% opacity, blending mode Multiply

3. COLOR BLOCK
Black, 100% opacity, blending mode Color

4. DUPLICATE COLOR BLOCK
Gradient top to bottom, 100% opacity, blending mode Multiply

Patterns

The use of Patterns should be used sparingly and lightly to add interest to an image or video. They should not domintate the layout, and should feel balanced within the composition of the design. The Patterns should only be used in the Glacier Blue or Stone.

1. IMAGE
Full color

2. PHOTO COLOR OVERLAY
Heritage Blue or Glacier Blue, 15%-20% opacity, blending mode Multiply

3. PATTERN OVERLAY
Glacier Blue or Stone, 50%-65% opacity, blending mode Soft Light
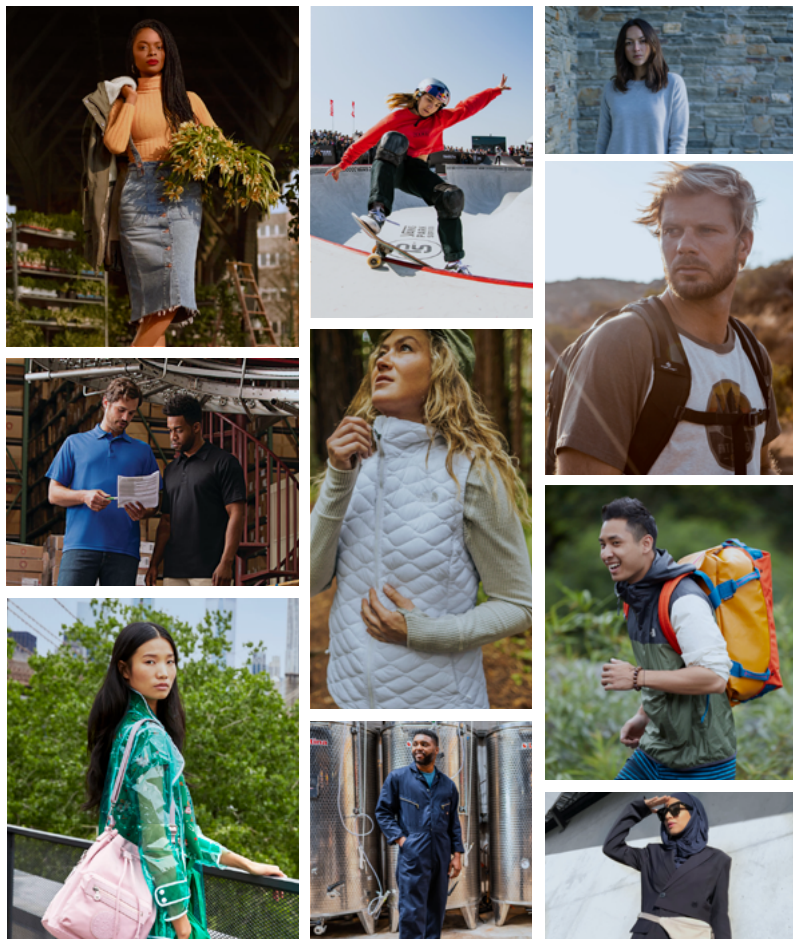
Visual Framework

PHOTOGRAPHY

Brand Photography

Whenever possible, the use of brand photography approved by VF is encouraged vs stock photography, and keep in mind the use of diverse imagery representing both male and female, race, and a mix of VF brands.

Photo Color Overlay

Because VF imagery is a combination of 20 different brands, the use of the Color Overlay helps create a consistent look across all images. This also darkens the photo allowing text to be overlaid, creating enough contrast to be readable. The opacity of the overlay can be adjusted between 15%-20% to create the contrast needed behind text.

Visual Framework

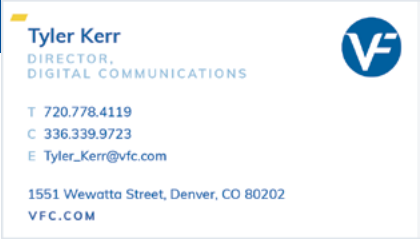BRAND EXPRESSION

Applying The Brand

LETTERHEAD

POWERPOINT

CORPORATE COMMUNICATIONS

BUSINESS CARDS

EMAIL HEADERS

Verbal Framework

Verbal Framework

PERSONALITY & VOICE

Our Brand Personality

Accomplished and authentic; low-ego, high-impact.

VF is a respected leader in our industry. That's what more than a century of success gets you. And although we're accomplished and influential, we never take it for granted and always remember where we came from.

- **We're real.** What you see is what you get.

- **We're approachable.** We take our work seriously, but not ourselves.

- **We're confident,** but not arrogant.

- **We're ambitious,** but not brash.

- **We're bold,** but never at the risk of our principles.

- **We're highly collaborative,** always open to other ideas wherever they come from.

- **We're passionate** about what we do and the impact we can have on others and the world around us.

Our Brand Voice

Purposeful, confident and clear – with a slight edge.

We're not into talking about ourselves. Because the truth is, it's not about us. It's about what we can do to have a positive impact on our consumers, stakeholders and the world we share. But when we speak, people listen because there's meaning behind our message.

- **We value** honest, constructive dialogue, both inside and outside the company.

- **We say** what we mean in clear, understandable language.

- **We avoid** corporate jargon and hyperbole.

- **We use** short sentences, common words and contractions – reflecting the way we speak to each other.

- **We infuse** our communication with personality and a slight but noticeable edginess that grabs attention.

Our Guiding Principles

Live with Integrity.

Be authentic and do the right thing, always.

Act Courageously.

Think and act boldly.

Be Curious.

Explore the world, learn and evolve.

Act with Empathy.

Understand and respect others.

Persevere.

Persist and work together as One VF.

Verbal Framework

OUR NARRATIVE

Who We Are

If 120 years of business has taught us anything, it's that connections are everything.

We connect consumers around the world to the lifestyles, activities and experiences they cherish most through our family of iconic outdoor, active and workwear brands.

We connect 50,000 associates to careers where they can dream bigger and reach heights they never thought possible – fueled by a culture where they're supported and inspired to unleash their potential.

We connect our brands through global business platforms, central resources and strategic investments that allow them to thrive.

We connect our communities to opportunity. Whether it's job creation or cultural enrichment, we pave the way for people and places to create a better tomorrow.

We connect with our industry peers and other partners to tackle some of our most salient issues like climate change and the safety and dignity of millions of factory workers worldwide.

Connections are at the heart of all we do.

What or who do you want to connect with? And what impact can we have on the world, together?

Let's connect – and find out.

Why We Exist

WE POWER
MOVEMENTS OF
SUSTAINABLE AND
ACTIVE LIFESTYLES
FOR THE BETTERMENT
OF PEOPLE AND
OUR PLANET

What We Believe

Throughout VF is a commitment to be more than just an apparel and footwear company. We strive to be a force for good in the world. It's what our consumers and society expect of us, and it's what we expect of ourselves.

We believe in "the power of and." This is what compels us to connect our deep sense of Purpose with our relentless drive to succeed. When we get it right, we're able to create value for a broad set of stakeholders and demonstrate that even the largest companies can excel while doing good for the long term.

We've learned a lot over 120 years, and today we're building on our legacy to shape an even better VF for the next century – one that's Purpose led, performance driven.

How We Do It

At VF, we're not just willing to change, we're made for it. We're constantly evolving to stay in step with our consumers and the rapidly changing global marketplace.

Throughout our history we've reinvented ourselves multiple times, proving we're comfortable being uncomfortable – and always thinking about our next move.

We don't do complacency. From actively managing our brand portfolio to challenging ourselves to become ever more agile in how we work, we know that today's actions won't satisfy tomorrow's needs.

We're always advancing incremental improvements to get better at what we do every single day. And, at the same time, we're also taking on larger, more transformational initiatives that are fundamentally changing how we run our business. This includes enhancing our ability to engage directly with consumers through our direct-to-consumer platforms and becoming more digitally enabled in everything we do.

Our ongoing and intentional evolution isn't about keeping pace with the competition. It's about refusing to let anyone else take the lead.

Purpose Led

Everything we do – from the products we make to the actions we take – is about enabling people to live sustainable and active lifestyles. Our Purpose is what propels us and gives our work meaning.

We're dedicated not only to business success, but also to making a positive impact on millions of people and the communities and environments we all share. It's about putting our size and strength to work for the good of others.

VF's Purpose captures the collective spirit of our brands. Individually, each brand enables sustainable and active lifestyles in its own unique way. Together, all associates in the VF family are connected as Movement Makers, united in powering shared movements that amplify our impact to address some of society's greatest needs.

Our Purpose Movement Territories

Outside Matters

Connecting people to the outdoors so they can enjoy nature and help protect our planet for future generations.

Worthy Work

Celebrating the trades and re-tooling skilled workers for future-focused jobs.

Free to Be

Supporting people to pursue their life's adventures and realizing their best true-self.

Performance Driven

We're 50,000 strong, a richly diverse community that shares a relentless drive to succeed and consistently achieve amazing things together. We blur the line between a career and a calling.

Our associates embrace change and put everything on the line. In return, we connect them to opportunities for personal and professional growth that no other company can match. When they go all-out, we're all-in.

Our competitive spirit is nurtured inside a culture defined by integrity, authenticity and respect. We celebrate our success as "we", never "me." Every VF associate is surrounded by colleagues they can trust to share wisdom, sweat the details and have their back when things get tough.

We're smart enough to know that none of us has all the answers. A diversity of sharp minds provides the spark to innovation. We encourage our teams to work with an inclusive and global mindset, because our differences are what make us stronger together. And we're working to ensure that the workforce powering our iconic brands reflects the diversity of the consumers we serve.

Value Creating

By delivering on our commitments, VF positively impacts the shareholders, customers, consumers and stakeholders who place their trust in us.

We uphold promises and meet the expectations of others. We do this by making sure we have the right business strategies in place and the absolute best people to execute them. This requires always innovating and looking ahead to what's next – to embrace the new so we can shape the future. As our business grows, so does the value we're able to create.

We'll always work with the financial rigor and operational discipline that VF is known for, but also with a boldness that more fully aligns VF and our brands with the needs of a broader set of stakeholders – with a focus on the triple bottom line: people, planet and profit.

When Purpose meets performance inside a culture of accountability, our business thrives. And this positions us to have an even greater impact on the world.

CORPORATION