



BRAND GUIDELINES

The Lifetime brand is one of our most valuable assets. Our usage guides are designed to direct the consistent application of our brand identity and incorporate “look and feel” across the entire organization.

The strength and integrity of the Lifetime brand depends on how effectively the following guidelines are applied and implemented; therefore adherence to the standards outlined is vital.

The image features a solid brown background with three thin, white, overlapping circles. One circle is positioned on the left side, another is in the center, and a third is on the right side, all partially overlapping each other. In the upper right quadrant, there is a short vertical dotted line followed by the text 'THE BRAND' in a bold, white, sans-serif font.

THE BRAND

OUR COMPANY

Lifetime Products, Inc., has applied innovation and cutting-edge technology in plastics and metals to create a family of affordable lifestyle products that feature superior strength and durability. The world's leading manufacturer of folding tables and chairs, Lifetime was founded in 1986 as the maker of portable basketball systems that revolutionized the industry with patented technology. With diverse offerings such as outdoor storage sheds and steel utility trailers, Lifetime continues to develop innovative products that outfit the way you live.

OUR PROMISE

Lifetime makes the things you need for the lifestyle you want. By innovating products in and around the home, Lifetime simplifies your everyday life and enables you to get the most out of your free time.

Lifetime...For The Way You Live.

OUR VALUES

Lifestyle – What products we make and who we make them for.

Lifetime makes the practical products you need into the lifestyle products you'll love. Our products enable you to get the most out of your time and are made to help you work and play the way you want to.

Ingenuity – How our commitment to innovation makes a difference..

With innovative designs and unique materials, we make everyday products better. Lifetime will continue to bring innovation home to you.

Enduring – Why we put so much into our products.

Lifetime strives to make products that stand up to the wear and tear of your active lifestyle. The best materials, designs and manufacturing practices result in products you can rely on.

Trusted – What the quality and value of our products means to you.

You can trust Lifetime products because of the way we design, build and test them. We make products that are easy to use, easy to maintain and easy to own. This all adds up to un-matched value on products you can count on, time after time.

The image features a dark brown background with three large, thin white circles that overlap each other. One circle is positioned on the left, another on the right, and a third one overlaps both from the top. The text 'THE LIFETIME LOGO' is located in the upper right quadrant, preceded by a vertical line of small white dashes.

THE LIFETIME LOGO



The Lifetime logo is the cornerstone of the Lifetime brand.

Its solid shield symbolizes strength and stability, evident in how Lifetime products provide the foundation for a broad spectrum of affordable lifestyle products.

Likewise, the logo's simplicity reflects the order, consolidation and superior strength and durability found in our products.



CLEARSPACE

Always maintain the minimum clear space around the Lifetime logo to preserve its integrity.

To maintain visual clarity and to provide maximum impact, the logo must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the diagrams demonstrated on this page. The clear space for the Lifetime logo is 0.5x around the logo.

MINIMUM SIZE

The Lifetime logo can be scaled to a variety of sizes. However, at extremely smaller sizes, the readability of the wordmark becomes compromised.

To ensure that the logo is always legible, it should never be reproduced smaller than 0.25" in height, as shown in the diagram.

PREFERRED



PREFERRED REVERSED



ACCEPTABLE COLOR OPTION 1



ACCEPTABLE COLOR OPTION 2



PREFERRED ON LIGHT BACKGROUND



PREFERRED ON DARK BACKGROUND



PREFERRED WITH TAGLINE



PREFERRED REVERSED WITH TAGLINE



In some cases, depending on the message that accompanies its usage, the Lifetime logo may be treated with a logotype such as “FOR THE WAY YOU LIVE.” This secondary element, when applied correctly as shown, creates what is called the Lifetime lockup signature configuration.

ACCEPTABLE WITH TAGLINE



The Lifetime lockup signature configuration encapsulates the Lifetime promise that our products outfit the way you want to live. We make the essential products you need better by incorporating quality, innovative, design and durability into everything we do.

PREFERRED WITH WEBSITE





Do not use the serif wordmark logo.



Do not resize, move or remove the registration mark.



Do not recreate or substitute any element of the logo, such as changing the wordmark typeface.



Do not use any artistic effects on the logo, such as embossing or gradients.



Do not skew the orientation of the logo.



Do not use the logo on a complex background.



Do not outline the logo with any color.



Do not disproportionally scale the logo.



FOR THE WAY YOU LIVE.

Do not recreate or substitute the tagline typeface.



Do not use any colors other than those designated in the Logo Color Variations section.



Do not violate the clearspace requirements.



www.lifetime.com

Do not violate the clearspace requirements when using sublines.

The image features a solid dark brown background. On the left side, there are two large, thin white circles that overlap each other. A vertical dotted white line is positioned to the left of the word 'COLOR'.

COLOR

PRIMARY



BLUE

PMS 539 U
C: 100 M: 49 Y: 0 K: 70
R: 0 G: 42 B: 70
HEX: 002A46



BROWN

PMS 7532 U
C: 0 M: 17 Y: 50 K: 65
R: 101 G: 82 B: 63
HEX: 65523F

Our primary colors are blue and brown. Blue is our primary corporate color which stems from the rich legacy of the Lifetime brand. Brown is the primary compliment color to accent blue. These colors support our traditional culture at Lifetime.

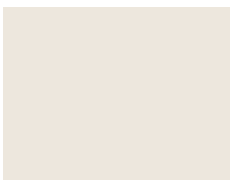
Lastly, the accent colors add variation and interest. Used sparingly, they often call out or frame important information, but never occupy more than one-tenth of a page.

SECONDARY



LIGHT BROWN

PMS 7531 U
C: 0 M: 10 Y: 27 K: 50
R: 129 G: 108 B: 91
HEX: 816C5B



SOFT BROWN

PMS 7527 U
C: 0 M: 2 Y: 6 K: 7
R: 219 G: 215 B: 204
HEX: DBD7CC



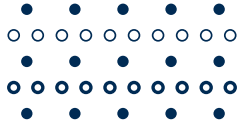
LIGHT BLUE

PMS 542 U
C: 62 M: 22 Y: 0 K: 3
R: 89 G: 152 B: 200
HEX: 5998C8

The background is a solid dark brown color. Three thin white circles are overlaid on the page. One circle is positioned in the upper left, another in the lower left, and a third, larger one in the lower right. They overlap in various ways, creating a minimalist geometric design.

GRAPHIC ELEMENTS

RUNNER

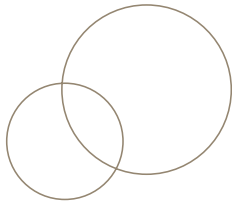


The Runner creates a sense of deliberate motion and energy. It stems from the polyethylene pellets that are used to manufacture our products. It can only be used as a single line in a horizontal orientation as shown in the Examples & Templates section.

Several graphic elements add meaning and distinction to the Lifetime brand.

All are subtle and should be used judiciously.

CONNECTION



The Connection of overlapping circles reflect structure and organization pertaining to a constant cycle of innovation and new products.

SPACER



The Spacer is a common used element for readability and organization of information.

The background is a solid, muted brown color. It features three large, thin white circles that overlap each other. One circle is positioned on the left side, another is in the center, and a third is on the right side, partially cut off by the edge of the frame. The circles are simple outlines with no fill.

PHOTOGRAPHY



The Lifetime brand photography should focus on lifestyle. Images featuring people should have an aspirational quality to them.

The Lifetime brand should attract people to it with the visual implied promise of a better life. The angles should be dynamic in nature. Depth of field, with a defined foreground and background should be evident. Avoid staged or unnatural poses and settings.

In instances where the product is shown without people the product should become the hero. Uses of dramatic angles, interesting perspectives and abstract composition should be used to create interest and invoke emotion.

The image features a solid brown background. On the left side, there are two large, thin white circles that overlap each other. A vertical dotted white line is positioned to the left of the word 'TYPOGRAPHY'.

TYPOGRAPHY

TRADE GOTHIC - CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TRADE GOTHIC - BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TRADE GOTHIC - CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

TRADE GOTHIC - BOLD CONDENSED OBLIQUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

The Lifetime typeface is Trade Gothic Condensed, a clean, contemporary type family that allows the typography to have an easy to read, larger than life, comfortable feeling.

Type may be discreetly set in all uppercase to create a hierarchy of information, as in subheads, section headings and product descriptions. An example of this is when using the tagline "FOR THE WAY YOU LIVE." And, where any word appears in all uppercase, so must the entire line.

For internal documents, such as PowerPoint® presentations, Word documents and e-mails, the typeface Arial may be substituted for Trade Gothic.

Other typefaces may be used as graphics only when creative concepts require them, only when they are critical to the authenticity of a specific art direction and, with few exceptions, only when they take the form of headlines.

The background is a solid, muted brown color. It features several large, thin white circles and arcs that overlap and intersect, creating a sense of movement and depth. One large circle is on the left side, and another is on the right side, with their arcs crossing in the center. There are also some smaller arcs and lines scattered across the page.

VOICE & TONE

SAMPLES:

Tables & Chairs

Everyone loves to gather.

Whether it's family game night, or the annual spring-time family dinner – we all like to get together and celebrate the way we live. Lifetime tables and chairs create the perfect spot to do just that.

Basketball

James Naismith invented the game of basketball... Lifetime re-invented it.

Since 1986, Lifetime has transformed basketball by bringing it to your level. We know you have a love for the game, that's why we make hoops that let you play basketball the way it was meant to be played...for fun, with family and friends... right at home.

Outdoor Storage

"Just put it over there," may seem like the perfect spot for your stuff, but does it make sense to have a well organized home attached to a garage or yard in shambles? You need a storage solution.

Lifetime's outdoor sheds are designed to withstand not only day-to-day wear and tear but also the constant abuse of Mother Nature. And with an exterior that looks this good, even Mom will proudly show it off.

Trailers

The Lifetime steel trailer is built to handle the rigors of hauling construction materials, and it looks good enough to be towed behind your brand new SUV. And after work, it's perfect for taking the big-boy toys out and spending time with your family and friends.

So whether you are a rancher, a soccer mom or a weekend warrior, this trailer was built for you.

The voice of the Lifetime Brand is casual and conversational, warm and inviting and gives you the same confidence in our brand as you have in our products:

Your Lifestyle.

Lifetime makes the things you need for the lifestyle you want. Our brand adheres itself to the way you live your life.

Full of Energy and Emotion.

We make you feel good about the stuff you need, and encourage you to enjoy the simple tasks of life. Lifetime takes you to familiar, comfortable place – past, present and future.

Trusted and Enduring.

Lifetime makes products that stand up to the wear and tear of your active lifestyle. The best materials and designs result in products you can trust, year after year.

Innovative and Ingenious.

Through this innovation and ingenuity, Lifetime elevates the practical products you need into the lifestyle products you'll love.

Clean and Simple.

The Lifetime brand simplifies both the chores and pleasures of everyday life. Our message is as simple as our products – live life to the fullest.