FyterTech
NONWOVENS®

Spilfyter® · Spilfyter MED® · Sustayn®

BRAND GUIDELINES

TABLE OF CONTENTS

MISSION

To be the trusted partner that meets or exceeds our customer expectations by using our expertise in nonwovens materials and fluid management technologies to provide sustainable answers to problems faced by stakeholders in both our core business as well as, with new market sectors.

VISION

To be the world's premier provider of sustainable solutions where premium performance meets environmental responsibility. Our passionate teams listen first, respond fast and never stop innovating striving to make our communities a cleaner and safer place to work and play.

FyterTech Spilfyter Spilfyter MED Sustayn
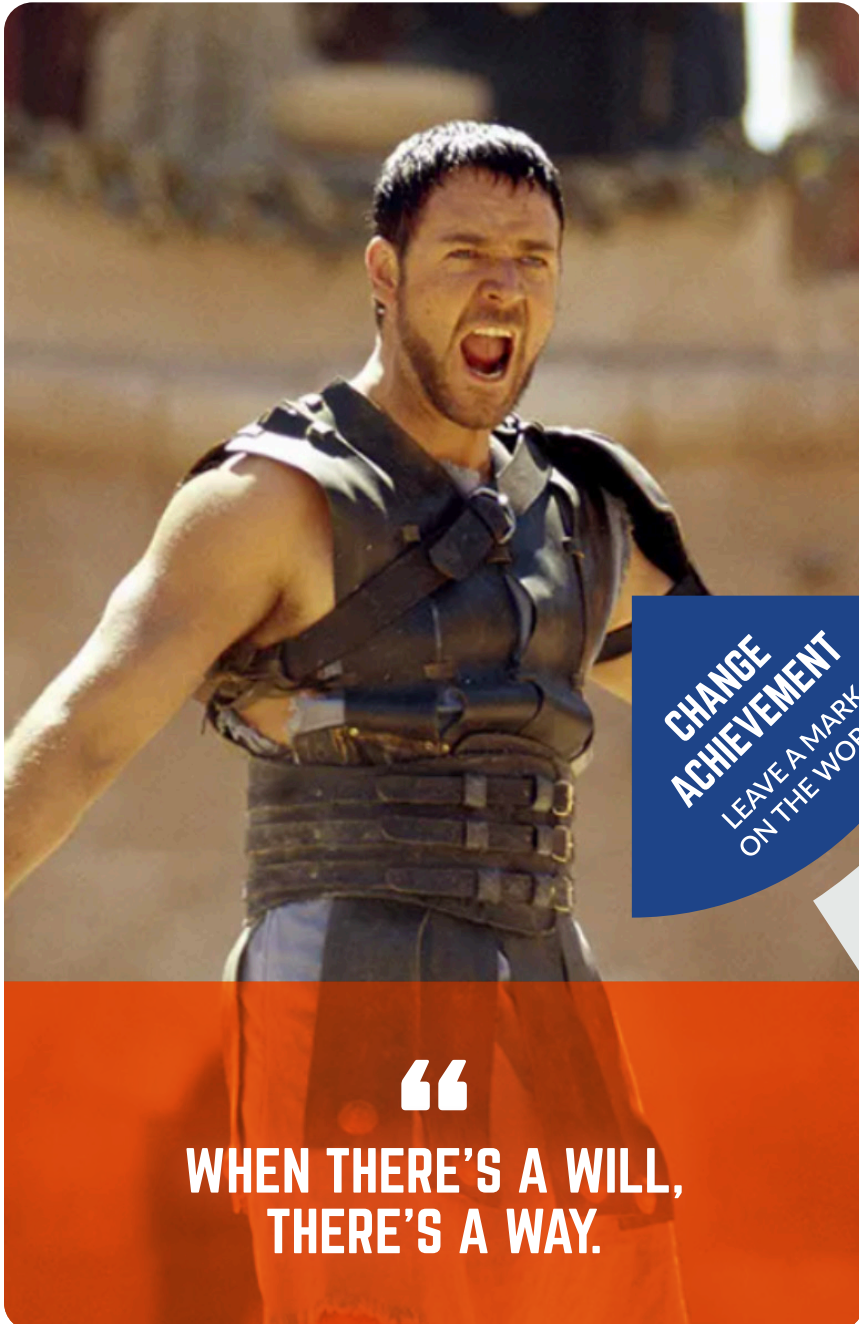
CHANGE ACHIEVEMENT
LEAVE A MARK ON THE WORLD

ACCOMPLISHED

HERO

" **WHEN THERE'S A WILL, THERE'S A WAY.**

THE HERO ARCHETYPE

The Hero archetype wants to make the world a better place.

Purpose: To Achieve and Inspire Achievement

Goal: To improve the world through expert mastery and courageousness

Strategy: To be as strong and as competent as possible. Take action, be decisive, overcome challenges.

Gift: Courage to take action and inspire others.

The Hero archetype supports FyterTech's "whatever it takes" mindset in serving our customers and community. It also complements our commitment to excellence and continuous improvement.

TRAITS ALIGNED WITH THE HERO:

Innovative, cutting edge, professional

Efficient and problem-solving focused

Employees "never give up", always improving

Willing to do what it takes to solve problems

Desire to create real, lasting impact

RELENTLESS PURSUIT OF EXCELLENCE

FyterTech never settles. Every challenge is an opportunity to raise the bar. With a drive to do better every time, we lead with determination, discipline, and a refusal to quit.

- Innovation is the standard, not the exception.
- Continuous improvement is baked into the culture.
- "Good enough" is never the goal.

TRANSFORMATION THAT LASTS

We don't chase quick wins. We're here to make change that sticks — redefining what's possible and empowering people.

- Long-term impact is prioritized over temporary fixes.
- Change is handled with care, vision, and resilience.
- The work leaves people stronger — and the brand more powerful.

RESULTS-DRIVEN PROBLEM SOLVING

Clients come to us with complex problems. They leave with smart, strategic solutions. Efficiency and effectiveness are the name of the game — always finding a better, smarter, safer way forward.

- Strategy is clear, focused, and tailored.
- Action replaces ambiguity — the team moves fast and with purpose.
- Problems don't stall us.

ALL IN, ALL TOGETHER

FyterTech's brand strength comes from our people — passionate professionals who show up fully, support one another, and embody a shared mission to create meaningful outcomes.

- Every client becomes part of the team.
- Collaboration is intentional.
- There's no ego — just a united drive to win together.

Tone of voice guides how we express ourselves verbally and in writing. It is informed by the character of the brand and the emotion behind how the brand makes people feel. It should be distinctive, familiar, and consistent – focusing on how things are said throughout all forms of communication. Our brand is grounded in four key traits that help define who we are:

CONFIDENT & COMPETENT

We speak with assurance and clarity. Our voice reflects a team that knows their stuff and is here to lead the way — with zero fluff or filler.

DECISIVE & ACTION-ORIENTED

No waffling. No over-explaining. We communicate like we operate: with direction, momentum, and intention.

EMPOWERING & UPLIFTING

Even when tackling tough topics, our tone is energizing. It's about lifting people up and showing them what's possible.

GROUNDED BUT BOLD

Professional and polished, never boastful. It's bold enough to take charge and grounded enough to stay humble.

Understanding the subtle nuances of what our brand is – and is not – helps keep our tone of voice focused.

WE ARE: WE ARE NOT:

WE ARE:	WE ARE NOT:	
Direct	Abrasive	We get to the point with clarity and strength, but are never harsh or dismissive.
Professional	Robotic / Dull	We show up sharp and polished, but we're still human. Our tone reflects warmth, energy, and approachability.
Bold	Reckless	We challenge the norm and push boundaries – always with strategy, insight, and intention behind it.
Empowering	Patronizing / Enabling	We lift people up and show them what's possible. We believe in others' potential and speak to it with respect.
Strong	Stubborn / Inflexible	We adapt, pivot, and persevere. Our tone reflects strength and flexibility – not stubbornness or defensiveness.
Action-oriented	Reactive	We move with intention and strategy – not just speed. We don't scramble; we respond with clarity and direction.
Confident	Cocky	We speak with clarity and conviction because we've done the work. We lead with assurance, not arrogance.
Courageous	Careless	We step up when it counts, but always with care for those around us.
Supportive	Smothering	We're here to guide, uplift, and advocate – not to control or overstep.
Purpose-driven	Self-serving	We serve others because it's who we are – not because it looks good.

NORWESTER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Lato

light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

VALUE

FyterTech Nonwovens, the industry's largest vertically integrated fluid management manufacturer, is built to do what others can't: collaborates, innovates, manufactures responsibly, and efficiently delivers with a partnership you can trust. Big enough to deliver. Small enough to care.

POSITIONING

At FyterTech Nonwovens, we don't just deliver fluid management solutions — we engineer performance. With complete manufacturing control, relentless responsiveness, and a strong commitment to environmental responsibility, we provide high-quality, high-performing products and true partnership. For our customers who deserve more — faster service, clear communication, and mutual respect — we're the team that shows up, solves quickly, keeps our word, and gets it done.

PRIMARY

Blue

Primary, after white, the most dominant color on the page

cmyk 99 85 16 3

rgb 36 67 136

hex 244388

Orange

Primary accent

cmyk 3 82 100 0

rgb 233 84 11

hex e9540b
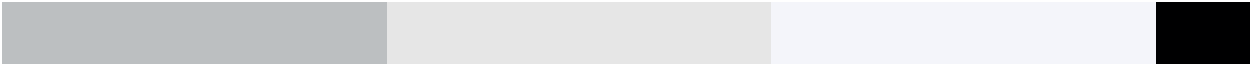
Yellow

Use sparingly to add energy to the page

cmyk 1 35 87 0

rgb 247 175 59

hex f7af3b

GRAYSCALE

Gray 1

cmyk 25 18 18 1

rgb 189 192 194

hex bdc0c2

Gray 2

cmyk 3 2 0 0

rgb 244 245 250

hex f4f5fa

Gray 3

cmyk 9 6 7 0

rgb 230 230 230

hex e6e6e6

Black

cmyk 60 40 40 100

rgb 0 0 0

hex 000000

TAGLINE: **NO TAGLINE:**

Full Color

Single Color

Reversed

Leave space around the logo equivalent to the letter "F" from the logo.

TAGLINE:

NO TAGLINE:

DO NOT
put full color logo on photos unless the background and logo have enough contrast.

DO NOT
turn logo on an angle.

DO NOT
stretch or skew the logo.

DO NOT
change the colors within the logo.

Look for images with contrast and realistic settings, that are not too complex. A singular person in an open space will provide good composition and recognition for the activity. It is preferred to include a blue element or focus to the image, and not too colorful a palette. A slight desaturation can be helpful.
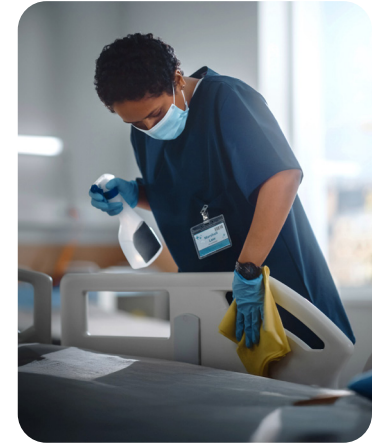
Color Overlay Call Out Box

Color overlays of orange and yellow tones can provide an interesting textured background for quotes and callouts.

Wave Cut Text Box

A wave cut between image and text box is ideal for stand alone ideas, callouts, small ads, and social posts.

Color Wave

The colorful wave illustration is best used with a straight top edge - suggesting the suppression of the surge. It is recommended to use this sparingly.

" LOREM IPSUM DOLOR SIT AMET CONSECTE ADIPSCING ELIT SED DO EIUSMOND TEMOR

LOREM IPSUM DOLOR SIT AMET CON

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Background Wave Texture

The "milky wave" – a photo of moving liquid on a white background – is a beautiful addition to reinforce FyterTech's mastery in liquid control.

Icons

Bold, full color icons have been procured from Shutterstock collections and some crafted to match. Blue is the primary color with yellow as secondary. Descriptors in orange.

INDUSTRIAL

SAFETY

MEDICAL

ENVIRONMENTAL

MARINE

Round vs Sharp Corners

Rounded corners are great for stand-alone images and square finish is appropriate for photos that run into other colors or bleed.

"
LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPSCING ELIT

"
LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPSCING ELIT

PRIMARY

Blue

Primary, after white, the most dominant color on the page

cmyk 99 85 16 3

rgb 36 67 136

hex 244388

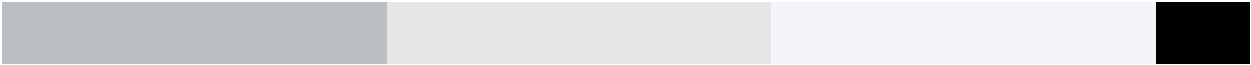## Light Blue

Primary accent

cmyk 67 11 4 0

rgb 57 177 221

hex 39b1dd

SECONDARY

Orange

Use sparingly to add energy to the page

cmyk 3 82 100 0

rgb 233 84 11

hex e9540b

GRAYSCALE

Gray 1

cmyk 25 18 18 1

rgb 189 192 194

hex bdc0c2

Gray 2

cmyk 3 2 0 0

rgb 244 245 250

hex f4f5fa

Gray 3

cmyk 9 6 7 0

rgb 230 230 230

hex e6e6e6

Black

cmyk 60 40 40 100

rgb 0 0 0

hex 000000

Full Color

Black

Reversed

Leave space around the logo equivalent to
the letter "S" from the logo.

DO NOT
put full color logo
on photos unless
the background
and logo have
enough contrast.

DO NOT
turn logo on an angle.

DO NOT
stretch or skew
the logo.

DO NOT
change the colors
within the logo.

Look for images with contrast and realistic settings, that are not too complex. Focusing on types of spills, liquids, or hands cleaning a spill will provide good composition and recognition for the activity. It is preferred to include a blue element or focus to the image, and not too colorful a palette. A slight desaturation can be helpful.
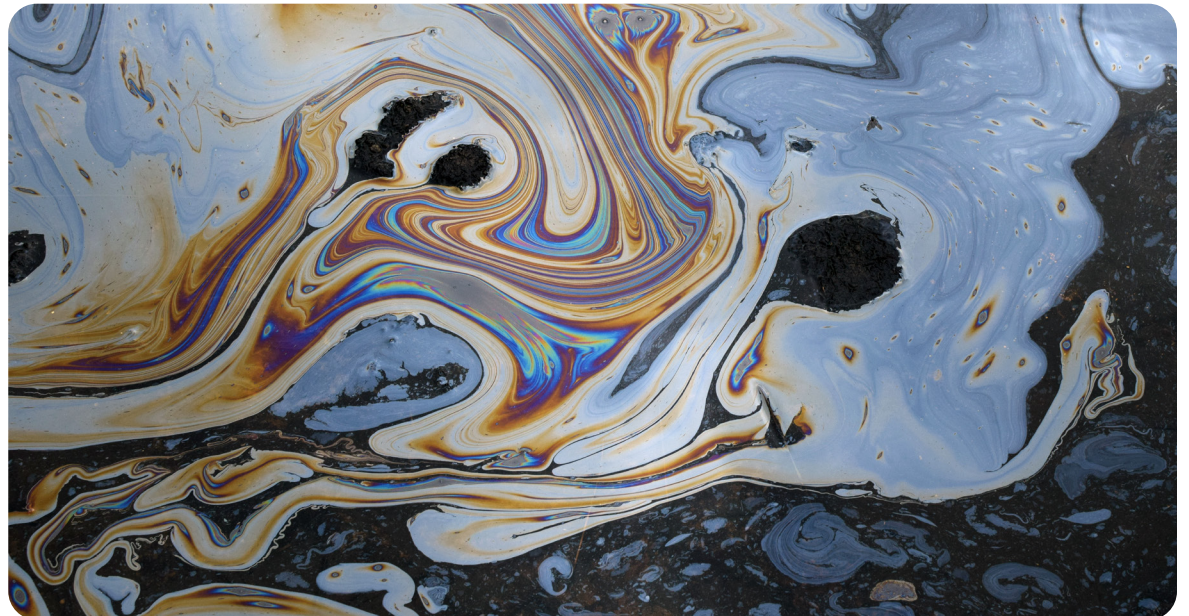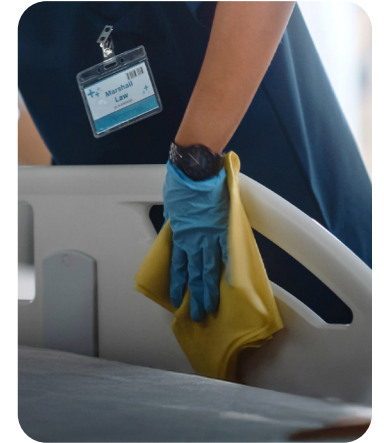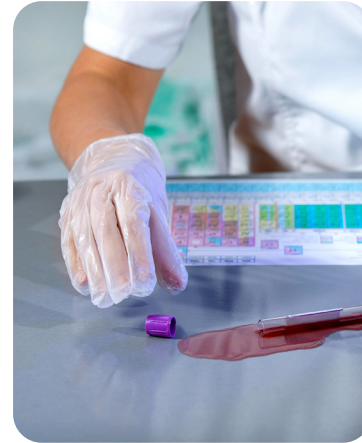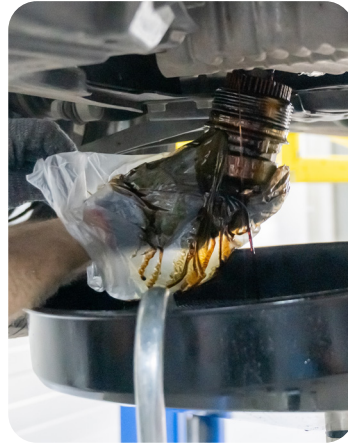
Color Overlay Call Out Box

Color overlays of blue and light blue tones can provide an interesting textured background for quotes and callouts.

Wave Cut Text Box

A wave cut between image and text box is ideal for stand alone ideas, callouts, small ads, and social posts.

Color Wave

The colorful wave illustration is best used with a straight top edge - suggesting the suppression of the surge. It is recommended to use this sparingly.

"

LOREM IPSUM DOLOR SIT AMET CONSECTE ADIPSCING ELIT SED DO EIUSMOND TEMOR

LOREM IPSUM DOLOR SIT AMET CON

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

Background Wave Texture

The "milky wave" – a photo of moving liquid on a white background – is a beautiful addition to reinforce Spilfyter's mastery in liquid control.
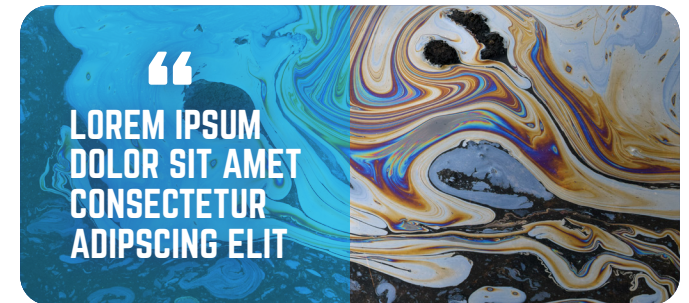
Icons

Bold, full color icons have been procured from Shutterstock collections and some crafted to match. Blue is the primary color with light blue as secondary. Descriptors in orange.

Round vs Sharp Corners

Rounded corners are great for stand-alone images and square finish is appropriate for photos that run into other colors or bleed.

INDUSTRIAL

SAFETY

MEDICAL

ENVIRONMENTAL

MARINE

"
LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPSCING ELIT

"
LOREM IPSUM DOLOR SIT AMET CONSECTETUR ADIPSCING ELIT

COLOR PALETTE

PRIMARY

Blue

Primary, after white, the most dominant color on the page

cmyk 99 85 16 3

rgb 36 67 136

hex 244388

Light Blue

Primary accent

cmyk 67 11 4 0

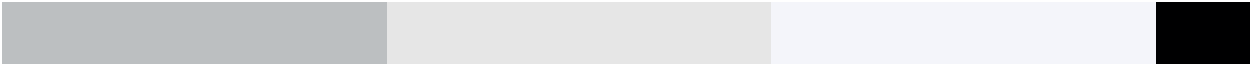rgb 57 177 221

hex 39b1dd

SECONDARY

Mint Green

Use sparingly to add energy to the page

cmyk 65 0 62 0

rgb 54 209 142

hex 36d18e

GRAYSCALE

Gray 1

cmyk 25 18 18 1

rgb 189 192 194

hex bdc0c2

Gray 2

cmyk 3 2 0 0

rgb 244 245 250

hex f4f5fa

Gray 3

cmyk 9 6 7 0

rgb 230 230 230

hex e6e6e6

Black

cmyk 60 40 40 100

rgb 0 0 0

hex 000000

Full Color

Black

Reversed

Leave space around the logo equivalent to the letter "D" from the logo.

DO NOT put full color logo on photos unless the background and logo have enough contrast.

DO NOT turn logo on an angle.

DO NOT stretch or skew the logo.

DO NOT change the colors within the logo.

PRIMARY

Blue

Primary, after white, the most dominant color on the page

cmyk 99 85 16 3

rgb 36 67 136

hex 244388

Light Blue
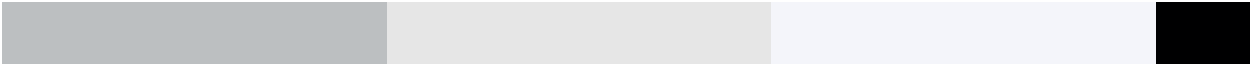
Primary accent

cmyk 67 11 4 0

rgb 57 177 221

hex 39b1dd

SECONDARY

Leaf Green

Use sparingly to add energy to the page

cmyk 58 0 84 0

rgb 108 207 93

hex 6ccf5d

GRAYSCALE

Gray 1

cmyk 25 18 18 1

rgb 189 192 194

hex bdc0c2

Gray 2

cmyk 3 2 0 0

rgb 244 245 250

hex f4f5fa

Gray 3

cmyk 9 6 7 0

rgb 230 230 230

hex e6e6e6

Black

cmyk 60 40 40 100

rgb 0 0 0

hex 000000

Full Color

Black

Reversed

Leave space around the logo equivalent to the letter "S" from the logo.

DO NOT put full color logo on photos unless the background and logo have enough contrast.

DO NOT turn logo on an angle.

DO NOT stretch or skew the logo.

DO NOT change the colors within the logo.

FYTERTECH

Spilfyter®

Spilfyter MED™

Sustayn®

Any questions on the FyterTech brand portfolio, please contact:
CJ Wam VP - Marketing cwam@fytertech.com