

Branding workwear and personal protective equipment

Design playbook

March 2025

dsm-firmenich ●●●

Index

01	Introduction	03
02	Design scope and principles	06
03	General design standards	09
04	Branding design application	14
05	Sustainability	23
06	Contact	25

01

Introduction

Introduction

How to use this playbook

Welcome to our dsm-firmenich workwear and branded Personal Protective Equipment (PPE)* design guidelines. These guidelines are designed to ensure our workwear consistently reflects our brand identity across the organization.

Within this guide, you will find key branding principles and implementation standards to help you align workwear with the dsm-firmenich brand guidelines.

Well-branded workwear adds a level of professionalism and contributes to reinforcing our brand values in the eyes of both our customers and employees, creating unity and fostering a sense of belonging.

Thank you for following up and for your commitment to ensuring alignment with our brand.

* From here on, when we mention workwear, we refer to workwear and branded Personal Protective Equipment (PPE).

Introduction

Review or help

This design playbook is created to support the rebranding of workwear across all dsm-firmenich industrial, logistic sites, laboratories and other services that utilize workwear.

The global brand team is steering this project at a group level, with a target completion in the first half of 2025. VIM Group has been assigned to assist with the rebranding.

To ensure a consistent and cohesive brand representation, all locations must strictly follow the design guidelines outlined in this document for any workwear/PPE rebranding within the project scope, and adhere to VIM Group's process guidance.

For any questions related to workwear design or the implementation process, please contact **dsm-firmenich@vim-group.com**.

For other inquiries about dsm-firmenich brand assets, guidelines, or to review branded materials unrelated to workwear, please reach out to the brand helpdesk at **branding.support@dsm-firmenich.com**.

dsm-firmenich ●●●

02

Design scope and principles

Design scope and principles

Workwear design scope

This guide outlines design principles and standards for workwear used across manufacturing, laboratories, logistics, and other local service activities that utilize branded workwear.

The designs are related but not limited to the following categories:

Upper body wear

- Lab coats
- Jackets & coats
- Shirts, T-shirts & polo's
- Sweaters, fleece, body warmers and hoodies

Lower body wear

- Workers, work pants
- Pants, trousers
- Short pants

High-visibility wear

- High-vis safety vests
- High-vis coats
- High-vis pants

Headwear

- Hard hats
- Bump caps
- Caps
- Lab hats

Design scope and principles

Workwear design principles

Our goal is to ensure high-quality brand consistency across workwear items and sites. Branded workwear should adhere to the following principles:

dsm-firmenich branding guidelines

- General design standards, including logo choice, exclusion zone, logo placement, and usage with names: see page 9.
- Workwear branding application guidelines: see page 14.

Other guidelines

- Any global and local SHE requirements
- Ensure high-quality logo application via embroidery or printing (no stickers)
- Maintain consistent logo application across all workwear items
- Implement sustainable practices, including where possible, amending and refreshing existing workwear items instead of replacing them.
- Select high-quality, durable fabrics; and use sustainable printing methods or eco-friendly embroidery techniques: see page 23.

03

General design standards

General design standards

Use of the logo

We apply the primary logo as a default, secondary logo only when legibility is impacted, and never apply the tertiary logo.

[Link to download logos](#)

dsm-firmenich ●●●

Primary logo

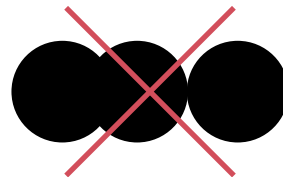
The primary logo serves as the default emblem for workwear.



dsm-firmenich

Secondary logo

The secondary logo is reserved for smaller surfaces where the legibility of the primary logo might be compromised. It is consistently centered within the composition for optimal visibility.



Tertiary logo or three dot symbol

The tertiary logo or the three dot symbol are not allowed on workwear.

dsm-firmenich ●●●

General design standards

Use of the logo

Exclusion zone

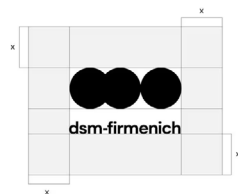
The exclusion zone ensures there is enough space around the logo on clothing, preventing it from appearing cramped or cluttered. This surrounding “white space” helps maintain the logo’s visibility and clarity, making it easily recognizable. It also contributes to a balanced, professional look by keeping the logo distinct from other design elements, seams, or text. In short, the exclusion zone defines the logo’s size, positioning, and necessary spacing for a clean, effective design.

Exclusion zone in case of sub-texts

In case a sub-text (name, ‘visitor’, etc.) needs to be placed below the logo, please respect the following guidelines for positioning this text and for applying the correct exclusion zone.



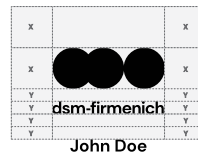
Primary logo with exclusion zone



Secondary logo with exclusion zone



Primary logo with exclusion zone and subtitle



Secondary logo with subtitle within the exclusion zone

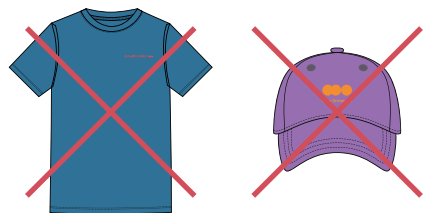
dsm-firmenich ●●●

General design standards

Use of colour

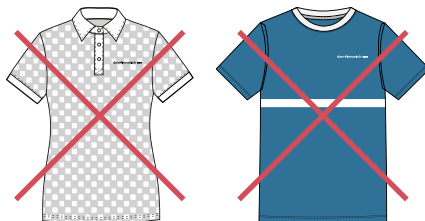
Logo colour

Always use a white logo, or a black logo.
No other colour is allowed.



Fabric colour

Always keep the colour of the workwear fabric as simple as possible: one colour, no patterns, no use of various colours for one article. Always try to work with colours that match our colour palette as much as possible. When selecting a colour, try to adhere to global colour conventions (see next page), matching the selected colour as much as possible with our colour palette.



Fabric–logo colour combinations

Follow the general brand guidelines for applying the black and white logos on different coloured backgrounds, ensuring perfect legibility by adhering to the basic application rules as visualized. On dark fabric, always use the white logo. On light fabric, always use the black logo.



General design standards

Global colour conventions

High-Visibility Workwear

- Colours: Neon Yellow, Fluorescent Orange, Fluorescent Green
- Purpose:
- These colours ensure workers are highly visible in daylight, low-light, and hazardous conditions.
- Common in construction, roadwork, logistics, and emergency services.
- Standards: Hi-vis clothing often complies with standards like ANSI/ISEA 107 (USA) or EN ISO 20471 (Europe).

Safety Vests and Jackets

- Orange: Roadwork, railway, and heavy equipment visibility.
- Yellow: General high-visibility work, traffic management, construction sites.
- Blue: Designates non-hi-vis roles like visitors or technical staff (site-dependent).
- Red: Often emergency personnel, fire marshals, or safety leads.

Hard Hats (Head Protection)

- Hard hat colours often indicate roles or levels of responsibility on a worksite:
- White: Supervisors, managers, engineers.
- Blue: Electricians, technical workers, or visitors.
- Green: Safety officers or environmental roles.
- Yellow: General workers or labourers.
- Orange: Road construction workers, signallers, or new workers/trainees.
- Red: Fire wardens or emergency response personnel.
- Brown: Welders or workers exposed to high-heat applications.
- Gray: Visitors or temporary workers (varies by site).

Aprons and Specialized Wear

- White: Common in food processing, medical, or cleanroom environments.
- Green or Blue: Seen in hospitals, laboratories, and surgical settings. Dark Colours (Black, Navy): Welding, kitchen staff, or mechanics to hide grime and burns.

Coveralls/Workwear

- Orange or Red: High visibility for road, rail, or maritime workers.
- Blue or Navy: Common for mechanics, tradespeople, and maintenance workers (hides stains).
- White: Used in clean environments, laboratories, or food processing (easily shows contamination).
- Green: Environmental workers, forestry, or medical personnel.
- Black or Dark Colours: Heavy-duty work, often in industries like mining or oil and gas (durable and stain-resistant).

04

Branding design application

Branding design application

General design standards

When branding workwear, always adhere to the general design standards as outlined in the previous chapter. For workwear this includes:

Use of the logo

- By default, use the primary logo.
- The secondary logo may only be used for legibility reasons, on headwear and high visibility items.
- Do not combine business unit or department names with the logo. (1)

Logo placement and positioning

By default, an article carries only one logo, positioned as follows:

- Upper body articles: on left chest (2)
- Lower body articles: positioned on left leg, significantly above the knee, but low enough to safeguard legibility when someone is sitting down (3)
- Headwear: (secondary logo) centered on front. (4)

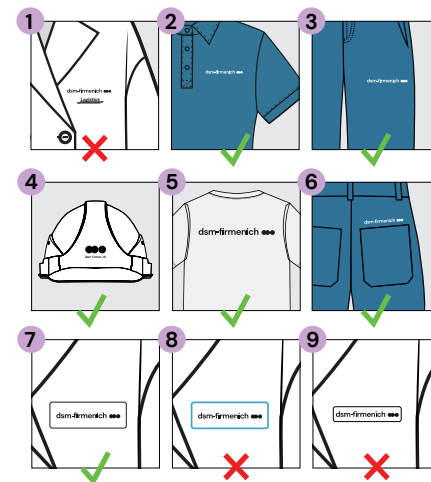
In case of specific compelling, possibly legal reasons, a second logo may be used on the backside of certain articles, positioned and sized as follows:

- Upper body articles: centered on back as shown here (5)
- Lower body articles: centered just above the left back pocket, below belt, so the logo is visible, also when somebody is sitting down. (6)

Logo application

By default, the logo is sealed or stitched directly on the fabric. If this is not possible, it is allowed to apply the logo to the article by means of a stitched or sealed label on which the logo is applied. This label should:

- have the same colour as the fabric of the article (7)
- not have a different coloured (stitched) outline (8)
- include the logo exclusion zone. (9)



dsm-firmenich ●●

Branding design application

Logo size

Below are the recommended minimum and maximum logo sizes for various clothing applications, ensuring proper visibility while respecting exclusion zones.

	Minimum size	Maximum size
Upper Body Wear (front)	50 mm	120 mm
Upper Body Wear (Back)	150 mm	220 mm
High Visibility Wear (front)	50 mm	120 mm
High Visibility Wear (back)	150 mm	220 mm (primary) 120 mm (secondary)
Work pants (front)	50 mm	100 mm
Work pants (back)	50 mm	100 mm
Headwear	40 mm	80 mm

Branding design application

Overview

The application of all standards leads to workwear that can look as shown on the following pages. Please consider these as examples for your reference.

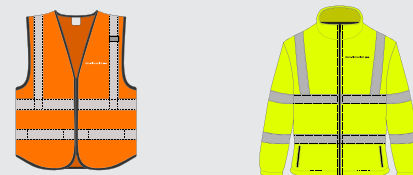
Upper body wear



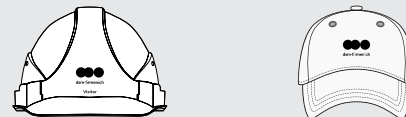
Lower body wear



High-visibility wear



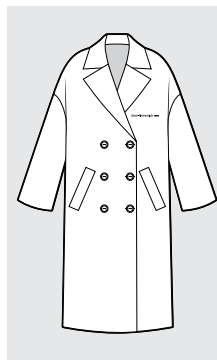
Headwear



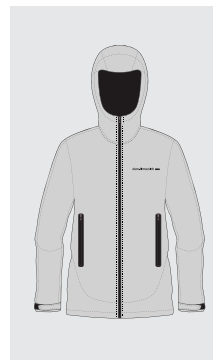
Branding design application

Upper body wear

- Use the primary logo.
- Place the logo on the left side of the chest.
- In case of specific compelling, possibly legal reasons, a second logo may be used on the back side.



Lab coat



Rain jacket



Winter coat



Fleece



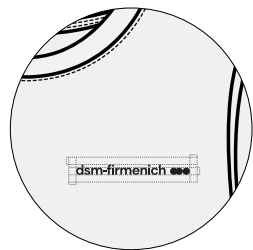
Shirt



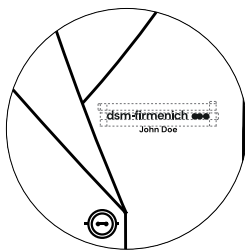
T-shirt



Polo



Exclusion zone



Lab coat with name

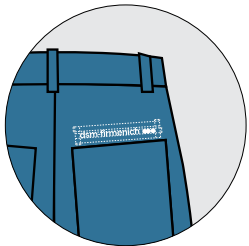


Optional

Branding design application

Lower body wear

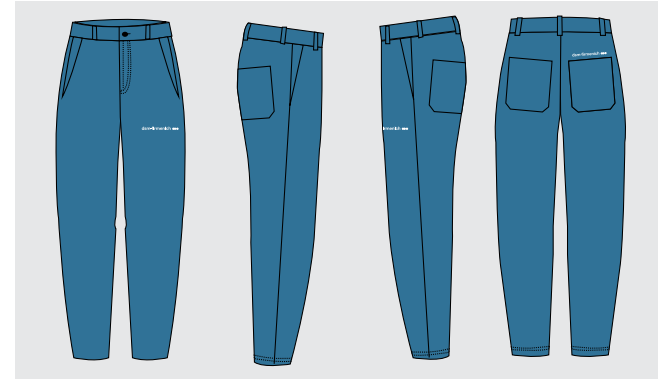
- Branding on lower bodywear is allowed but not required.
- Use the primary logo.
- Place the logo on the left leg between the waist and the knee.
- If adding the logo to the back of the pants, ensure it is visible when sitting down.



Exclusion zone



Exclusion zone



Pants



Work pants

Branding design application

High-visibility wear

- Use the primary logo, or for reasons of legibility, or other compelling reasons, the secondary logo is allowed.
- Place the logo on the left chest.
- For legibility reasons, or other compelling reasons, a second logo on the back is allowed.
- Do not combine primary and secondary logo on one garment



Vest – Primary logo



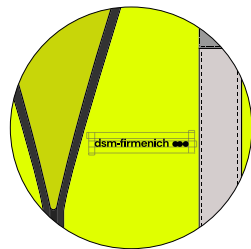
Vest – Secondary logo



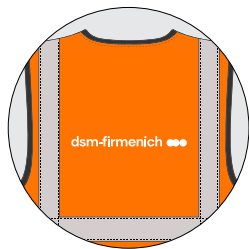
Jacket – Primary logo



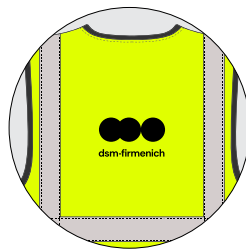
Jacket – Secondary logo



Exclusion zone



Optional



Optional

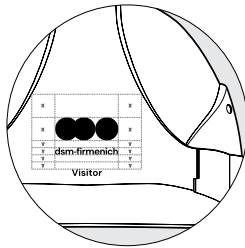
Branding design application

Headwear

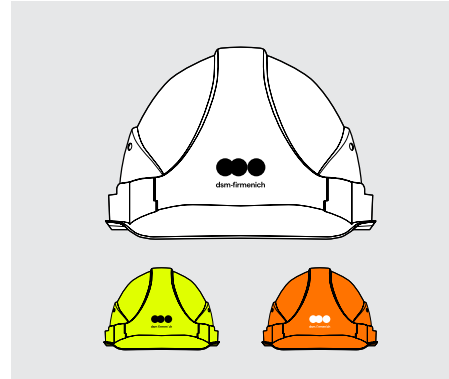
- Use the secondary logo.
- Respect the regular exclusion zone when only the logo is placed.
- If there is additional text underneath the logo, this should be placed as an exception within the exclusion zone as shown below.



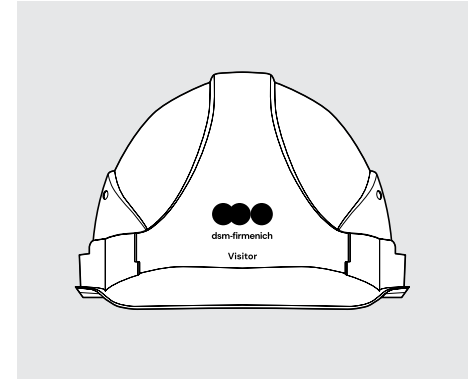
Exclusion zone



Exclusion zone with subtext



Hard hat



Hard hat – with text



Cap – light



Cap – dark

Branding design application

Don'ts



Do not place the logo on the right side.



Do not use a white logo on light colours



Do not use a black logo on dark colours



Do not use a large logo on the front



Do not use the tertiary logo on workwear at all



Do not ignore the exclusion zone



Do not rotate the logo



Do not use the logo in colours other than black or white



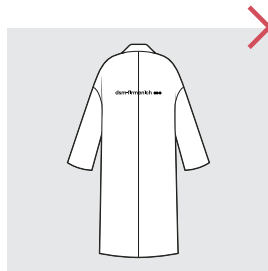
Do not center the logo on the front



Do not use fabric with patterns



Do not use the primary logo on headwear



Do not place the logo on the back of a lab coat

05

Sustainability

Sustainability

General

We strive to incorporate sustainability in all our workwear practices, employing strategies such as rebranding by reusing existing articles and utilizing recyclable materials whenever possible.

Reusing articles

Not in all cases, articles require replacement as part of the rebrand.



It may be possible to stitch a new label on top of current logo. In this case, that solution will probably not work, because the existing label is too large and thick.



In this case, that solution will probably not work, because the existing label is too large and thick.

When replacing articles

Together with your partners, always incorporate sustainability in your practices, considering:

Sustainability and environment:

- sustainable and eco-friendly production
- carbon footprint reduction and water conservation
- recycled and/or circular fabrics

Ethical production and working conditions:

- ethical sourcing and fair trade
- living wage, no child labour
- safe working conditions and proper working rights

If you are in search of information about these topics, you can visit:



[Fair Wear Foundation](https://www.fairwearfoundation.org/)



[Global Organic Textile Standard](https://www.globalorganictextilestandard.org/)



[Oeko-Tex](https://www.oeko-tex.com/)

dsm-firmenich ●●●

06

Contact

Contact

Please reach out for questions and brand alignment

If you have any question on usage of these guidelines or for review of your workwear branding, please reach out to branding support.

dsm-firmenich@vim-group.com

We bring progress to life