

BRAND GUIDE 2020 USA

ANVIL®
BY GILDAN®



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WHERE YOU WANT TO BE

WE STAND FOR FASHION FOR ALL: FRESH, HIP AND RELEVANT; TRENDY YET FRIENDLY; CLASSICS WITH ATTENTION TO STYLISH TWISTS, THAT'S US. ANVIL® BY GILDAN® APPAREL: 100 YEARS OF INNOVATION AND COUNTING.

ANVIL® BY GILDAN® GARMENTS PROVIDE THE FASHIONABLE BACKDROP FOR PERSONAL STYLE EXPRESSION. THE ANVIL® BY GILDAN® BRAND REPRESENTS EVERYTHING THAT THOSE WHO CHOOSE IT MAKE IT TO BE. IT'S REAL, TRANSFORMATIVE, INDIVIDUAL AND ULTIMATELY POWERFUL. OUR DESIRE IS TO BE THE DEFINITIVE FASHION CHOICE IN A FLUXING SEA OF APPAREL STYLE OPTIONS.

THIS BOOK WAS CREATED TO EXPRESS AND PROMOTE THE SPIRIT OF THE ANVIL® BY GILDAN® BRAND. IT'S THE GO-TO TOOL, A SET OF GUIDELINES TO ENSURE THE BRAND IS PROTECTED AND PRESENTED INTERNALLY AND EXTERNALLY WITH A CONSISTENT COMMUNICATION OF YOUTHFUL ENERGY AND UNIQUE STYLE. IT IS UP TO ALL OF US TO BRING THE ANVIL® BY GILDAN® BRAND PERSONA TO LIFE. EVERY TOUCHPOINT WITH OUR CONSUMERS IS AN OPPORTUNITY TO BUILD UPON OUR CORE MESSAGE. IT'S A DIALOGUE RATHER THAN A MONOLOGUE, NEVER TALKING "TO" BUT RATHER "WITH" OUR TARGET MARKET. RESPONDING TO OUR CONSUMERS' NEEDS AND WANTS WITH AUTHENTICITY, A GREAT PRODUCT AND REAL RESULTS ARE OUR PRIMARY GOALS.

HISTORY

ANVIL® BY GILDAN® 1899, WHO WE WERE: WORKWEAR

WE'VE BEEN AROUND FOR MORE THAN A HUNDRED YEARS. WE STARTED OUT IN 1899 MAKING WORKWEAR, BUT HAVE SINCE TRANSFORMED INTO A FASHION BRAND DESIGNED FOR INDIVIDUAL EXPRESSION. OUR HISTORY OF CREATING GARMENTS THAT WEAR WELL MEANS EVERYTHING WE OFFER HAS QUALITY AND SUBSTANCE.



IDENTITY

WHO WE ARE: INDIVIDUAL STYLE THAT WORKS FOR YOU

ANVIL® BY GILDAN® IS FASHION FOR ALL. WE DELIVER A FULL RANGE TO SUIT EVERY INDIVIDUAL PERSONALITY. ALL THE LATEST TRENDS ARE DESIGNED TO STRIKE THE BALANCE BETWEEN STYLE, QUALITY AND ORIGINALITY. AND OF COURSE, RESPONSIBILITY IS WOVEN INTO EVERYTHING WE MAKE. ANVIL® BY GILDAN® HAS EVOLVED WITH YOU BY INCORPORATING SOCIAL AND ENVIRONMENTAL PRACTICES THAT INCLUDE A LASTING COMMITMENT TO THE ENVIRONMENT, PEOPLE, COMMUNITIES AND PRODUCT RESPONSIBILITY. THESE PRACTICES ARE AN INTEGRAL PART OF OUR FABRIC, BECAUSE WE BELIEVE THAT PROTECTING THE PLANET IS GOOD BUSINESS FOR EVERYONE.



BRAND ATTRIBUTES

FASHIONABILITY

BE THE T-SHIRT OF CHOICE FOR INDIVIDUAL EXPRESSION

VERSATILITY

DESIGN A PRODUCT THAT BUYERS CAN EMBELLISH TO MEET THEIR NEEDS

WEARABILITY

PRODUCE A T-SHIRT PEOPLE WANT TO WEAR BECAUSE IT FITS, LOOKS AND FEELS GREAT RIGHT FROM THE START

ACCESSIBILITY

MANUFACTURE A QUALITY PRODUCT THAT PEOPLE CAN EASILY ACCESS

RESPONSIBILITY

TAKE A STAND TO BE A GLOBAL CITIZEN WITH LEADING SUSTAINABLE PRACTICES

TARGET AUDIENCE

THE DESIGNERS

THE WEARERS

THE SHARERS

THE CONCERT LOVERS

THE HIPSTERS AND DOERS

THE VINTAGE AND MODERN

THE TRUE-BLUERS

THE BOLD AND BELIEVERS

THE IMAGE MAKERS AND BREAKERS

THE RISK TAKERS AND CHANGE MAKERS

THE ARTISTS AND FASHIONISTAS

THE CLASSIC AND THE CHIC

THE STYLISH AND THE SAVVY

THOSE WHO CARE AND
THOSE WHO DARE



APPROVED LOGOS

THE ANVIL® BY GILDAN® LOGO REPRESENTS OUR BRAND IDENTITY. IT SHOULD NOT BE REDESIGNED, REASSEMBLED OR REPROPORTIONED IN ANY WAY. THE ANVIL® BY GILDAN® LOGO MUST ALWAYS BE ACCOMPANIED BY A ® SYMBOL AS SHOWN HERE AND ON THE NEXT PAGE, AND USED ONLY IN COUNTRIES WHERE IT IS REGISTERED*. ONLY OFFICIAL COLORS OF THE LOGO SHOULD BE USED UNLESS PRINTING IN GREyscale (SEE PAGE 10).

EACH ANVIL® BY GILDAN® MARKET HAS ITS OWN VERSION OF THE LOGO WITH ITS URL AS SHOWN ON THE NEXT PAGE.

IN ALL MATERIAL, THE BRAND NAME MUST ALWAYS BE ACCOMPANIED BY A ® SYMBOL.



* CONFIRMATION OF COUNTRIES IN WHICH LOGOS ARE REGISTERED CAN BE PROVIDED UPON REQUEST.

APPROVED LOGO VARIATIONS
FOR ALL MARKETS



— USA LOGO



— AUSTRALIA LOGO



— EUROPE LOGO



— NEW ZEALAND LOGO



— CANADA LOGO



— JAPAN LOGO

LOGO REPRODUCTION

APPROVED LOGOS FOR 1-COLOR PRINTING

ALL BLACK ON WHITE OR LIGHT BACKGROUNDS



ALL WHITE ON BLACK OR DARK BACKGROUNDS



APPROVED LOGOS FOR COLOR PRINTING

ALL BLACK ON WHITE OR LIGHT BACKGROUNDS



ALL WHITE ON BLACK OR DARK BACKGROUNDS



LOGO REPRODUCTION

MINIMUM SIZE USAGE

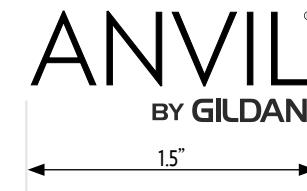
PRINT AND OTHER NON-DIGITAL USES:

1/2" WIDE



ON-SCREEN USES (COMPUTER, LAPTOP, TABLET):

1.5" WIDE (72 PIXELS)



THE BRAND LOGO MUST BE POSITIONED IN ITS OWN SPACE, STANDING APART FROM OTHER IMAGES AND TEXT. IT MUST THEREFORE BE SURROUNDED BY A MINIMUM CLEAR ZONE AS SHOWN. WHEN ANY OF OUR LOGOS ARE BEING USED ALONGSIDE OTHER COMPANY LOGOS OR IDENTITIES, THE ANVIL® BY GILDAN® BRAND LOGO SHOULD BE OF EQUAL OR LARGER SIZE AND PLACED PROMINENTLY. ADDITIONALLY, ALL ANVIL® BY GILDAN® LOGOS SHOULD BE USED ON A SOLID BACKGROUND WHEREVER POSSIBLE. THE CLEAR ZONE, SIZE AND TREATMENT OF ANVIL® BY GILDAN® LOGOS HELP PROTECT THE STATUS OF THE BRAND AND ENSURE IT IS ALWAYS DISPLAYED TO ITS BEST



LOGO REPRODUCTION

LOGO SIZE USAGE

SMALL SIZE (TO BE USED WHEN THE LOGO WIDTH IS UNDER 2.5")



LARGE SIZE (TO BE USED WHEN THE LOGO WIDTH IS OR EXCEEDS 2.5")



LOGO USAGE DON'TS

THE ANVIL® BY GILDAN® LOGO SHOULD NOT BE MODIFIED IN ANY WAY. ALWAYS USE THE MASTER ARTWORK AVAILABLE ONLINE AND FOLLOW THE PREVIOUS GUIDELINES ON HOW TO APPLY IT CORRECTLY. THESE EXAMPLES SHOW WHAT IS NOT ACCEPTABLE.

DO NOT DISTORT LOGO IN ANY WAY



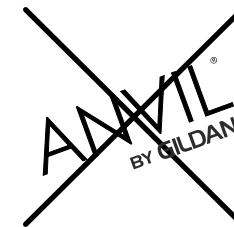
DO NOT CHANGE THE COLOR OF THE LOGO,
ONLY USE THE PROVIDED COLOR VERSIONS AS
MENTIONED ON PAGE 10



DO NOT PLACE THE ORIGINAL LOGO ON
A BACKGROUND COLOR THAT IS TOO DARK
OR TOO CLOSE TO THE PRIMARY LOGO COLOR
AND DISRUPTS LEGIBILITY



DO NOT ANGLE LOGO



DO NOT EMBoss OR DROP-SHADOW THE LOGO



DO NOT PLACE THE WHITE LOGO ON
A BACKGROUND COLOR THAT IS TOO LIGHT
OR TOO CLOSE TO THE PRIMARY LOGO COLOR
AND DISRUPTS LEGIBILITY



LOGO USAGE IN ADS

ADS WITH LOGO DROPPED OUT: USE BEHIND MODEL AS LONG AS IT REMAINS LEGIBLE.

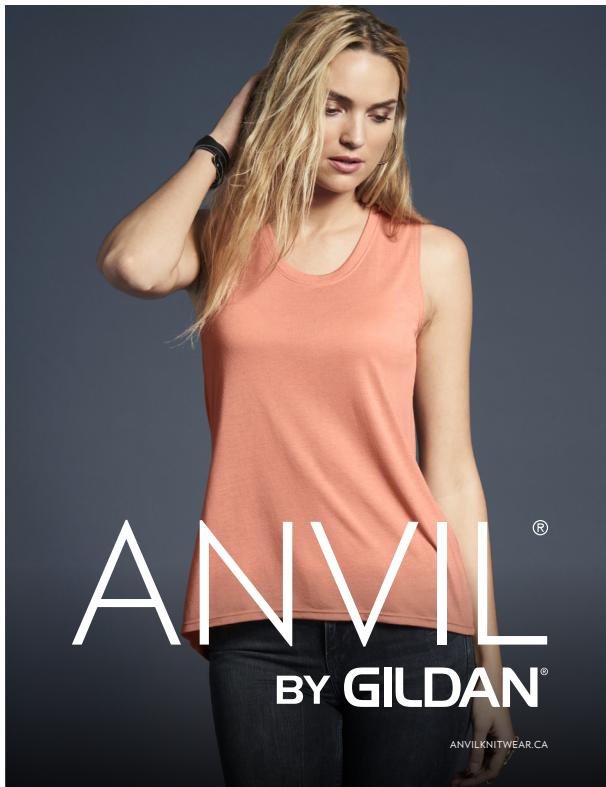
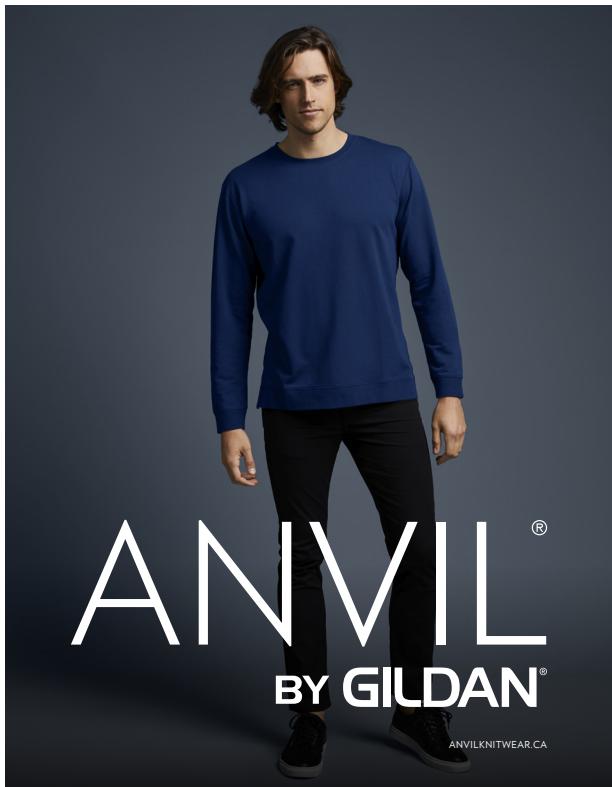


THE ANVIL® TRI-BLEND COLLECTION IS EVEN TRENDIER WITH THE ADDITION OF THE ADULT STREAK TEE (6750ID) AND A WOMEN'S V-NECK COMPANION STYLE (675VIDL). OUR NEW TRI-BLEND STREAK TEES FOR HIM AND HER ADD CONTRASTING STRIPES AND DIMENSION TO YOUR FAVORITE ANVIL TRI-BLEND GARMENT. THESE FASHION FORWARD STYLES ARE AVAILABLE IN THREE TRENDY COLORS: ID ORION, ID MAROON AND ID SILVER.



LOGO USAGE IN ADS

ADS WITH LOGO OVERLAY: USE WHEN PUTTING THE LOGO BEHIND THE MODEL WOULD AFFECT LEGIBILITY



LOGO USAGE IN ADS

OTHER EXAMPLES OF HOW THE LOGO CAN BE POSITIONED



PROHIBITED LOGOS

DO NOT USE THE FOLLOWING LOGOS IN YOUR MARKETING MATERIALS. WHEREAS SOME OF THESE LOGOS STILL APPEAR ON OUR PRODUCT NECK LABELS, THEY ARE NOT TO BE USED IN ANY PRINTED OR ONLINE MARKETING MATERIALS. CONTINUE TO ONLY PROMOTE THE ANVIL® BY GILDAN® LOGO.

(SEE PAGES 8-10 FOR APPROVED LOGOS).



COLOR PALETTE

ANVIL® BY GILDAN® COLORS



PANTONE® PROCESS BLACK
C 0 / M 0 / Y 0 / K 100
R 39 / G 37 / B 31
HEX #27251F



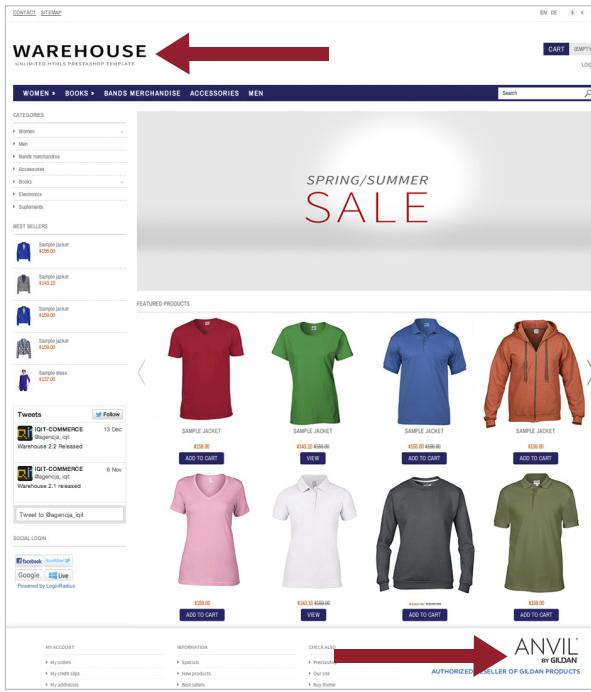
ANY SHADE OF GREY



WHITE

WEBSITES

DISTRIBUTORS' AND END USERS' WEBSTORES



CORRECT VISUAL REPRESENTATION

DO'S & DON'TS

VISUAL AND FUNCTIONAL PRESENTATION OF YOUR ANVIL® BY GILDAN® PAGES ONLINE

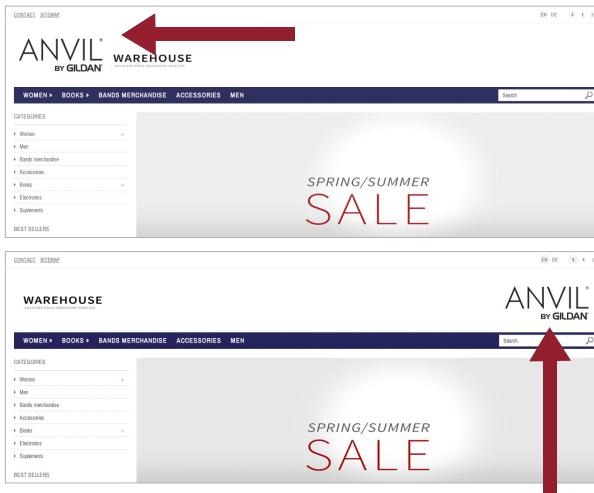
AUTHORIZED USES

- ENSURE THAT YOUR COMPANY'S CORPORATE NAME AND LOGO, OR ANOTHER SELECTED NAME AND LOGO, ARE DISPLAYED ON EACH PAGE OF THE WEBSTORES, AND ENSURE THAT THE CORPORATE NAME AND LOGO ARE LARGER AND MORE PROMINENT THAN THE ANVIL® BY GILDAN® BRAND NAME AND LOGO, SO AS TO AVOID CONFUSION REGARDING OWNERSHIP OF THE SITE.
- INCLUDE PROMINENT TEXT ON THE WEBSITE STATING THAT YOUR COMPANY IS AN "AUTHORIZED RESELLER OF ANVIL® BY GILDAN® PRODUCTS" ON EVERY PAGE OF THE WEBSTORES WHERE THE ANVIL® BY GILDAN® LOGO IS SHOWN.
- USE THE LATEST VERSION OF THE ANVIL® BY GILDAN® LOGO.
- ONLY THE RGB LOGO SHOULD BE USED ON WEBSITES. IT IS "WEB-SAFE" TO MINIMIZE VARIATION OF COLORS, AS SCREENS WILL VARY IN HUE AND DENSITY ACROSS PLATFORMS.
- MINIMUM SIZE FOR WEBSITES IS A LOGO WIDTH OF

1.5 INCHES AT 72 DPI.

- USE THE LOGO ON EVEN AND UNPATTERRED OR SUBDUED BACKGROUNDS. DO NOT DISPLAY THE LOGO ON A PATTERNED OR DISTRACTING BACKGROUND BECAUSE SUCH USE DIMINISHES LEGIBILITY.
- KEEP THE LOGO FREE FROM OTHER DESIGN ELEMENTS. DO NOT ENCIRCLE IT WITH WORDS, GRAPHIC DESIGNS, SHADING OR OUTLINES.
- WHERE APPLICABLE, ANVIL® BY GILDAN® PRODUCTS SHOULD HAVE THE ABILITY TO BE GROUPED ON A SPECIFIED WEB PAGE, CATEGORY PAGE OR TO BE QUERIED BY THE RESPECTIVE WEBSITE'S SEARCH FEATURE. THIS ALLOWS GILDAN ACTIVEWEAR SRL AND ITS AFFILIATES TO EFFICIENTLY REDIRECT RELEVANT WEBSITE TRAFFIC VIA ITS INVENTORY LOCATOR TOOL – PRODUCT LOCATOR.

DISTRIBUTORS' AND END USERS' WEBSTORES



INCORRECT VISUAL REPRESENTATION

DO'S & DON'TS

VISUAL AND FUNCTIONAL PRESENTATION OF YOUR ANVIL® BY GILDAN® PAGES ONLINE

UNAUTHORIZED USES

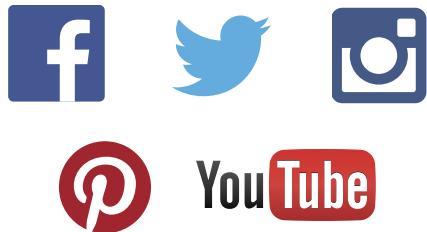
- DO NOT USE THE ANVIL® BY GILDAN® MARKS ON THE WEBSTORES IN A MANNER THAT IMPLIES THAT THE WEBSTORES ARE OWNED AND OPERATED BY GILDAN ACTIVEWEAR SRL.
- DO NOT USE THE ANVIL® BY GILDAN® TRADEMARK IN ACTIVE DOMAIN NAMES WITHOUT WRITTEN CONSENT FROM GILDAN ACTIVEWEAR SRL.
- DO NOT USE IMAGES ON THE WEBSTORE THAT ARE COPIED DIRECTLY FROM THE OFFICIAL ANVIL® BY GILDAN® PRINTWEAR WEBSITES* WITHOUT WRITTEN CONSENT FROM GILDAN ACTIVEWEAR SRL.
- DO NOT ADD HYPERLINKS TO THE ANVIL® BY GILDAN® LOGO, ANVIL® BY GILDAN® NAME, THE

ANVIL® BY GILDAN® MARKS, OR ANY FORMATIVE PHRASES THEREOF THAT APPEAR IN THE WEBSTORE WITHOUT WRITTEN CONSENT FROM GILDAN ACTIVEWEAR SRL.

- DO NOT ACTIVATE ANY EXISTING SOCIAL MEDIA IN THE WEBSTORE AND AVOID CREATING ANY NEW SOCIAL MEDIA WITHIN WHICH THE ANVIL® BY GILDAN® LOGO, ANVIL® BY GILDAN® NAME, ANVIL® BY GILDAN® MARKS, OR ANY FORMATIVE PHRASES THEREOF APPEAR WITHOUT WRITTEN CONSENT FROM GILDAN ACTIVEWEAR SRL.

* OFFICIAL WEBSITES INCLUDE: ANVILKNITWEAR.COM, ANVIL.EU, ANVILKNITWEAR.CA, ANVILKNITWEAR.COM.AU, ANVILCLOTHING.CO.NZ, GILDANBRANDS.COM/JP, ANVILCSR.COM

SOCIAL MEDIA



GUIDELINES

SOCIAL MEDIA IS A POWERFUL TOOL FOR ENGAGING CUSTOMERS AND STIMULATING SALES. THE KEY TO SUCCESS (FOR YOUR BUSINESS AND FOR THE ANVIL® BY GILDAN® BRAND) IS CLEAR, CONSISTENT COMMUNICATION. SIMPLY PUT, IT'S SMART MARKETING TO MAKE SURE THAT YOUR SHOPPERS DON'T CONFUSE YOUR BRAND WITH OURS. THESE GUIDELINES WILL HELP ALL OF US GAIN THE MOST BENEFIT FROM SOCIAL MEDIA.

DO'S & DON'TS

SOCIAL MEDIA SAVVY

AUTHORIZED USES

- DO KEEP YOUR COMPANY'S IDENTITY FRONT AND CENTER TO INCREASE AWARENESS, RECOGNITION AND PREFERENCE FOR YOUR PRODUCTS AND SERVICES. MAKE CERTAIN THAT YOUR CUSTOMERS CAN DISTINGUISH BETWEEN YOUR COMPANY AND OUR BRAND, OR YOU'LL RUN THE RISK OF YOUR CUSTOMERS SEEKING OUT OUR PRODUCTS FROM OTHER VENDORS!
- DO APPROPRIATELY REPRESENT YOUR COMPANY WITH CONTENT OR MEDIA THAT YOU OWN OR HAVE ACQUIRED LEGALLY, INCLUDING COMPANY DESCRIPTIONS, GRAPHICS AND CORPORATE IDENTITY ELEMENTS LIKE YOUR LOGO.
- DO MAKE IT EASY FOR SHOPPERS TO REACH YOU BY PROVIDING LINKS AND CONTACT INFORMATION.
- DO REPOST, SHARE, RETWEET OR REPIN ANVIL® BY GILDAN® SOCIAL MEDIA CONTENT, BUT ONLY DO SO USING OFFICIAL SHARING METHODS THAT MAKE IT CLEAR WHICH CONTENT IS YOURS AND WHICH IS

OURS.

UNAUTHORIZED USES

- DO NOT USE ANY ANVIL® BY GILDAN® BRAND LOGO, IMAGERY OR COLLATERAL TO REPRESENT YOUR COMPANY'S IDENTITY IN ANY SOCIAL MEDIA.
- DO NOT PRESENT OUR CONTENT (ANVIL® BY GILDAN® OFFICIAL FAN PAGE POSTS, TWEETS, VIDEOS, ETC.) AS IF IT'S YOUR OWN; DOING SO ONLY CONFUSES YOUR CUSTOMERS AND ERODES CONSISTENCY OF THE ANVIL® BY GILDAN® BRAND.
- DO NOT SHARE, TWEET OR POST ANY OF YOUR COMPANY'S INFORMATION AS IF IT'S COMING FROM GILDAN ACTIVEWEAR SRL OR ANY OF OUR BRANDS.
- DO NOT MENTION GILDAN OR ITS BRANDS IN CONNECTION WITH ANY CONTEST, SPONSORSHIP OR COMPANY ACTIVITIES, E.G., DO NOT SAY, "ANVIL® BY GILDAN® IS HOSTING COMPANY A'S EVENT ON JANUARY 1."

SOCIAL MEDIA FOR DISTRIBUTORS & END USERS



FACEBOOK® GIVES YOU ENDLESS OPPORTUNITIES TO INTERACT WITH YOUR CUSTOMERS AND ATTRACT PROSPECTS. FOLLOW THESE GUIDELINES TO ESTABLISH A DISTINCTIVE IDENTITY AND SHARE ANVIL® BY GILDAN® CONTENT APPROPRIATELY.



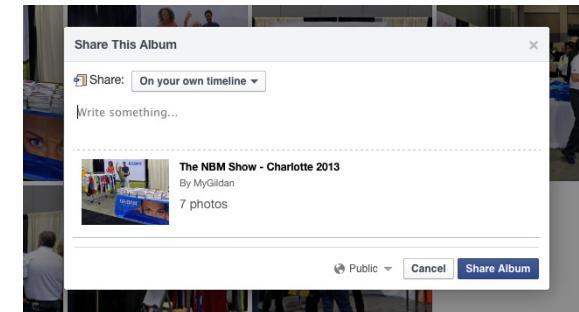
CORRECT VISUAL REPRESENTATION

DO'S & DON'TS

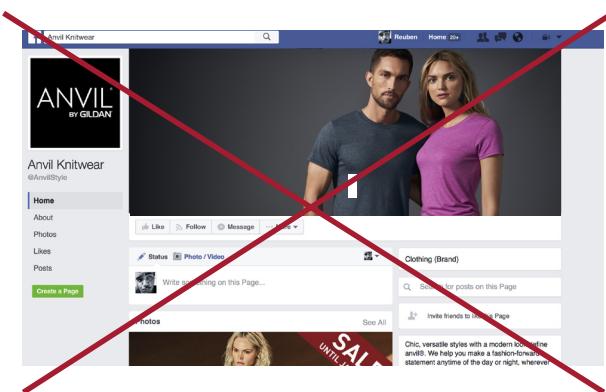
VISUAL AND FUNCTIONAL PRESENTATION OF YOUR ANVIL® BY GILDAN® PAGES ONLINE

AUTHORIZED USES

- REPRESENT YOUR COMPANY EFFECTIVELY AND ACCURATELY WITH LEGALLY OWNED OR ACQUIRED CONTENT OR MEDIA, SUCH AS YOUR LOGO AS WELL AS PHOTOS THAT YOU'VE SHOT OR VIDEO DEMONSTRATIONS THAT YOU HAVE CREATED.
- PROVIDE ALL NECESSARY LINKS FOR END USERS TO CONTACT YOUR COMPANY DIRECTLY.
- ONLY USE THE FACEBOOK® OFFICIAL SHARING CAPABILITIES TO POST OR SHARE ANY IMAGE, VIDEO OR EVENT SEEN ON THE ANVIL® BY GILDAN® FAN PAGE. IT'S NOT OKAY TO COPY AND POST ANVIL® BY GILDAN® INFORMATION AS IF IT'S YOUR OWN.
- READ AND COMPLY WITH THE FACEBOOK® TERMS AND CONDITIONS OF USE AND PRIVACY POLICY.



SOCIAL MEDIA FOR DISTRIBUTORS & END USERS



INCORRECT VISUAL REPRESENTATION



INCORRECT VISUAL REPRESENTATION

DO'S & DON'TS

VISUAL AND FUNCTIONAL PRESENTATION OF YOUR ANVIL® BY GILDAN® PAGES ONLINE

UNAUTHORIZED USES

- DO NOT CREATE ANY UNAUTHORIZED ANVIL® BY GILDAN® BRANDED FACEBOOK® PROFILES OR FAN PAGE ACCOUNTS. YOUR ACCOUNT OR PROFILE SHOULD NEVER IMPLY THAT YOU OPERATE AS THE ANVIL® BY GILDAN® BRAND OR THAT YOU ARE OPERATING AS AN AUTHORIZED DISTRIBUTOR WITHOUT WRITTEN CONSENT FROM GILDAN ACTIVEWEAR SRL.
- DO NOT USE THE ANVIL® BY GILDAN® BRAND LOGO OR BRAND COLLATERAL TO REPRESENT YOUR

COMPANY'S PRIMARY PROFILE IMAGE OR YOUR COVER IMAGE.

- DO NOT MENTION THE ANVIL® BY GILDAN® BRAND IN CONNECTION WITH ANY CONTESTS, SPONSORSHIPS OR COMPANY ACTIVITIES.
- DO NOT TAKE IMAGES OR VIDEOS FROM THE OFFICIAL ANVIL® BY GILDAN® FAN PAGE AND REPUBLISH ON YOUR COMPANY'S FAN PAGE OR WEBSITE, UNLESS USING OFFICIAL SHARING METHODS THAT MAKE IT CLEAR WHICH CONTENT IS YOURS AND WHICH IS OURS.
- DO NOT SHARE OR REPOST ANY OF YOUR COMPANY'S POSTS ON BEHALF OF GILDAN ACTIVEWEAR SRL OR ITS BRANDS.

SOCIAL MEDIA FOR DISTRIBUTORS & END USERS

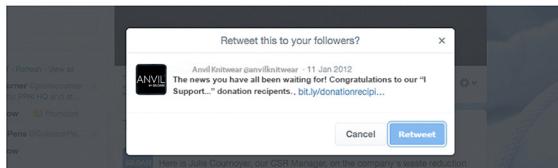


A SERIES OF WELL-EXECUTED TWEETS OR A TWITTER® CHAT CAN GENERATE EXCITEMENT AND IMMEDIACY FOR YOUR COMPANY. MAKE SURE YOU GET MAXIMUM IMPACT BY FOLLOWING THESE GUIDELINES.

TWITTER® PROFILE:



INCORRECT VISUAL REPRESENTATION



CORRECT VISUAL REPRESENTATION

DO'S & DON'TS

VISUAL AND FUNCTIONAL PRESENTATION OF YOUR ANVIL® BY GILDAN® PAGES ONLINE

AUTHORIZED USES

- REPOST OR RETWEET ANY ITEMS POSTED ON THE ANVIL® BY GILDAN® BRAND PAGES USING OFFICIAL SHARING METHODS THAT MAKE IT CLEAR WHICH CONTENT IS YOURS AND WHICH IS OURS.
- APPROPRIATELY REPRESENT YOUR COMPANY WITH CONTENT OR MEDIA THAT IS LEGALLY OWNED OR ACQUIRED, INCLUDING BUT NOT LIMITED TO: COMPANY DESCRIPTIONS, PROMOTIONAL ARTIFACTS AND CORPORATE IDENTITY ELEMENTS WHERE NECESSARY.
- PROVIDE ALL NECESSARY LINKS FOR END USERS TO CONTACT YOUR COMPANY DIRECTLY.
- READ AND COMPLY WITH THE TWITTER® TERMS AND CONDITIONS OF USE AND PRIVACY POLICY.

UNAUTHORIZED USES

- DO NOT USE THE ANVIL® BY GILDAN® BRAND LOGO

OR BRAND COLLATERAL TO REPRESENT YOUR COMPANY'S PRIMARY PROFILE IMAGE OR YOUR BACKGROUND IMAGE.

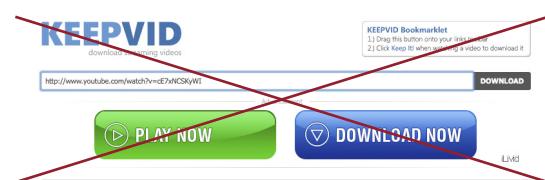
- DO NOT USE THE ANVIL® BY GILDAN® TRADEMARKS, REGISTERED NAMES OR GILDAN ACTIVEWEAR SRL PROFILE INFORMATION TO REPRESENT YOUR COMPANY'S TWITTER® HANDLE NAME OR ID: E.G. "@ANVILKNITWEAR, @ANVILWESTCOAST, @ANVILNEWYORK, @OFFICIALANVIL."
- DO NOT USE THE ANVIL® BY GILDAN® BRAND TWITTER® HANDLE, E.G. @ANVILKNITWEAR, @ANVILAPPAREL, @ANVILCLOTHING, ETC. IN ANY TWEETS OR RETWEETS THAT DON'T COMPLY WITH THE RULES AND REGULATIONS OF TWITTER®.

SOCIAL MEDIA FOR DISTRIBUTORS & END USERS



VIDEO BRINGS THE PRODUCT TO LIFE BEFORE YOUR SHOPPERS' EYES AND GIVES YOU A PLATFORM FOR TELLING VISUAL STORIES THAT DIFFERENTIATE YOU FROM YOUR COMPETITORS. THE SAME PRINCIPLES APPLY HERE AS IN THE PREVIOUS SOCIAL MEDIA GENRES: KEEP YOUR COMPANY IN THE FOREFRONT, AND UTILIZE GILDAN ACTIVEWEAR SRL CONTENT ACCORDING TO THE FOLLOWING GUIDELINES.

YOUTUBE® CHANNEL:



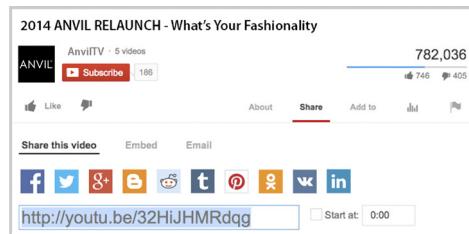
INCORRECT VISUAL REPRESENTATION

DO'S & DON'TS

VISUAL AND FUNCTIONAL PRESENTATION OF YOUR ANVIL® BY GILDAN® PAGES ONLINE

AUTHORIZED USES

- APPROPRIATELY REPRESENT YOUR COMPANY WITH CONTENT OR MEDIA THAT IS LEGALLY OWNED OR ACQUIRED, INCLUDING BUT NOT LIMITED TO: COMPANY DESCRIPTIONS, PROMOTIONAL ARTIFACTS AND CORPORATE IDENTITY ELEMENTS WHERE NECESSARY.
- PROVIDE ALL NECESSARY LINKS FOR END USERS TO CONTACT YOUR COMPANY DIRECTLY.
- USE THE YOUTUBE® OFFICIAL SHARING CAPABILITIES TO REPOST, SHARE OR EMBED ANY VIDEO ON THE ANVIL® BY GILDAN® YOUTUBE® CHANNEL. IT'S NOT OKAY TO COPY AND POST ANVIL® BY GILDAN® VIDEOS AS IF THEY ARE YOUR OWN.
- READ AND COMPLY WITH THE YOUTUBE® TERMS



CORRECT VISUAL REPRESENTATION

AND CONDITIONS OF USE AND PRIVACY POLICY.

UNAUTHORIZED USES

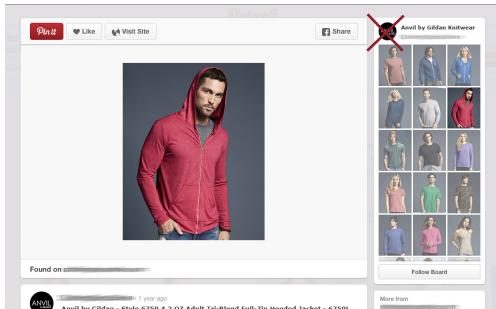
- DO NOT USE THE ANVIL® BY GILDAN® BRAND LOGO OR BRAND COLLATERAL TO REPRESENT YOUR COMPANY'S PRIMARY PROFILE IMAGE.
- DO NOT USE THE ANVIL® BY GILDAN® TRADEMARKS, REGISTERED NAMES OR GILDAN ACTIVEWEAR SRL PROFILE INFORMATION TO REPRESENT YOUR COMPANY'S CHANNEL: E.G. "ANVIL® BY GILDAN® WHOLESALE, ANVIL® BY GILDAN® CHINA, OFFICIAL ANVIL® BY GILDAN®."
- DO NOT USE OR REPOST ANY OF YOUR COMPANY'S VIDEOS ON BEHALF OF GILDAN ACTIVEWEAR SRL OR THE ANVIL® BY GILDAN® BRAND.
- DO NOT TAKE ANY OFFICIAL ANVIL® BY GILDAN® BRAND VIDEOS FROM THE OFFICIAL ANVIL® BY GILDAN® FAN PAGE, WEBSITES OR ONLINE MEDIA LIBRARIES AND REPUBLISH ON YOUR COMPANY'S YOUTUBE® CHANNEL.
- DO NOT DOWNLOAD ANY ANVIL® BY GILDAN® BRAND YOUTUBE® VIDEOS USING ANY EXTERNAL

SOCIAL MEDIA FOR DISTRIBUTORS & END USERS

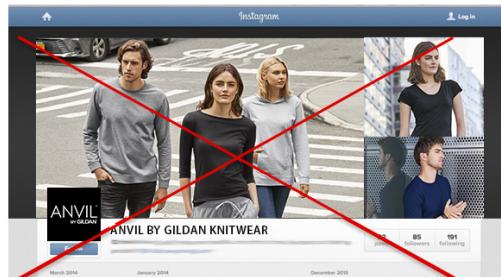


A PICTURE'S WORTH A THOUSAND WORDS.
CONSIDERING THE POPULARITY OF PINTEREST®
AND INSTAGRAM®, IMAGERY IS ONE OF THE
MOST POWERFUL TOOLS YOU CAN USE TO BRING
CUSTOMERS TO YOUR DOOR (OR WEBSITE).

PINTEREST® ACCOUNT:



INSTAGRAM® ACCOUNT:



INCORRECT VISUAL REPRESENTATION

DO'S & DON'TS

VISUAL AND FUNCTIONAL PRESENTATION OF YOUR ANVIL® BY GILDAN® PAGES ONLINE

AUTHORIZED USES

- APPROPRIATELY REPRESENT YOUR COMPANY WITH CONTENT OR MEDIA THAT IS LEGALLY OWNED OR ACQUIRED, INCLUDING BUT NOT LIMITED TO: COMPANY DESCRIPTIONS, PROMOTIONAL ARTIFACTS AND CORPORATE IDENTITY ELEMENTS WHERE NECESSARY.
- READ AND COMPLY WITH THE PINTEREST® AND THE INSTAGRAM® TERMS AND CONDITIONS OF USE AND PRIVACY POLICY.

UNAUTHORIZED USES

- DO NOT USE THE ANVIL® BY GILDAN® LOGO OR BRAND COLLATERAL TO REPRESENT YOUR COMPANY'S PRIMARY PROFILE IMAGE OR YOUR COVER IMAGE.
- DO NOT USE THE ANVIL® BY GILDAN® TRADEMARKS, REGISTERED NAMES OR GILDAN ACTIVEWEAR SRL PROFILE INFORMATION TO REPRESENT YOUR COMPANY'S PAGE NAME OR ID: EG. "ANVIL® BY GILDAN®", ANVIL® BY GILDAN® KNITWEAR, ANVIL® BY GILDAN® WHOLESALE, ANVIL® BY GILDAN® CHINA,

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PRIMARY

DIN

The quick, brown fox jumped over the lazy dog.
The quick, brown fox jumped over the lazy dog.

LIGHT

BOOK

BOLD

BLACK

SECONDARY

DIN Condensed

The quick, brown fox jumped over the lazy dog.
The quick, brown fox jumped over the lazy dog.

BOLD

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FOR QUESTIONS AND APPROVAL
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