

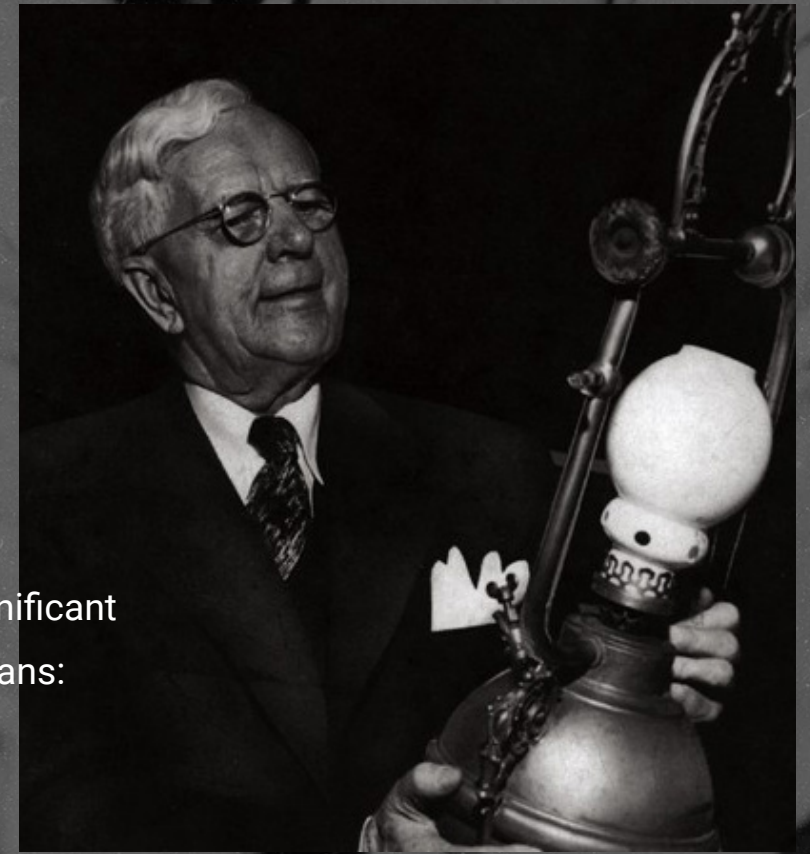


Licensing Brand Guidelines



Honor the Past

Founded in 1900 - Coleman has played significant roles in the outdoor experiences of Americans:



INNOVATE

Created the first portable gas-powered lantern that illuminated the first evening football game West of the Mississippi.



SUPPORT

Developed camping stoves during WWII for US soldiers.



CONNECT

Revolutionized the campsite in the 1950's with the Steel Belted® cooler.



Reimagine a Better Tomorrow

Through our history we have never lost sight of the most important thing—connecting friends and families with the best of the outside. At Coleman, we believe that when people connect in the outside **ANYTHING** is possible. We also believe that the outside is a place for **EVERYONE**. Built from 120 years of experience, Coleman is the catalyst that inspires outdoor connections between people and the outside, rejuvenating the bonds between each other and the planet—paving the path to positive progress. Coleman ignites human connections in the outside with the power to restore, redefine and reimagine a better tomorrow—for everyone.





The OUTSIDE IS CALLING



There's an adventure just outside those walls.
You won't find it inside, or want to experience it alone.

It's a place where memories are made and bonds are forged. It's
the thing you hate to leave, and can't wait to get back to.

For some, it's hitting the trails.

For others, it's a tailgate outside the arena or a weekend at the
lake. It's a place full of campfires, comraderie, and quality time.

So grab your friends, your family, your gear and whatever else you
need to venture out.

#ANSWERTHECALL





Brand Purpose

Coleman inspires human connections in the outside igniting the power to restore, redefine, and reimagine a better tomorrow – for everyone.



Brand Persona

Coleman is your trusted friend for all of life's most memorable outside adventures.



ToV Considerations

- Language through the lens of being outside.
- Always convey the joy of being outside with friends and family.
- Language should be conversational and grounded, claims need to be backed up.
- Language is upbeat and modern.
We're proud of our past, but we're focused on looking forward.
- Everything we introduce, ideas or products, should be presented in a use case relevant to the audience.
- Avoid hyperbole, let the enjoyment of being outside and being with friends and family carry the tone.
- Lean into being upbeat and happy.
- In general, we lean away from overt humor and making jokes. If we do use humor it is never self-deprecating.
- Sentences should be direct, use active voice and conversational.
- Reference to Coleman can be in first person.
- We're backed by our long history and confident of everything we do and make. We're proud without trying too hard.





THE COLEMAN COLLECTIVE SUPPORTS COLEMAN'S PURPOSE –

Bringing it to life by showcasing the human element, amplifying messages of Collective members – celebrating their stories of restored, redefined and reimagined outdoor communities.

[LEARN MORE](#)



A photograph of three people at a campsite. On the left, a woman with long brown hair is seen in profile, wearing a blue and white plaid shirt. In the center, a woman with long blonde hair, wearing a dark blue puffer jacket and sunglasses on her head, is smiling and looking down at a plate of food. On the right, a man with a beard and a blue baseball cap, wearing a plaid shirt, is smiling broadly and holding the plate of food. The background shows a calm lake, forested mountains, and a clear sky. A green cooler is visible in the bottom right corner.

Print Guidelines

Brand Essence | Mass Retailer VDL



Packaging + Displays

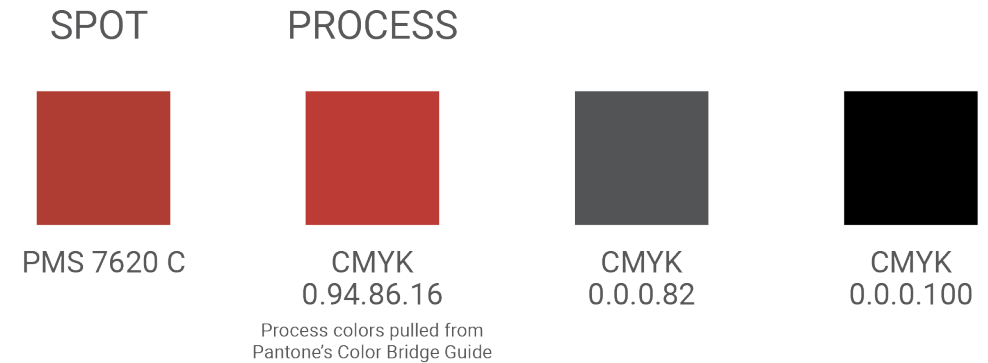
Master brand toolkit for print applications

Brand Essence | Mass Retailer VDL

PRIMARY LOGO



PALETTE



KNOCKOUT LOGOS



PRODUCT NAME FONT

TUNGSTEN | BOLD
TUNGSTEN | SEMIBOLD

CONTENT FONTS

UNIVERS LT STD | 45 LIGHT
UNIVERS LT STD | 59 ULTRA CONDENSED
UNIVERS LT STD | 67 BOLD CONDENSED

Pack Reference | Graphic Elements



..... WEDGE CONTAINER

..... SILVER BAR

..... CONTAINERS



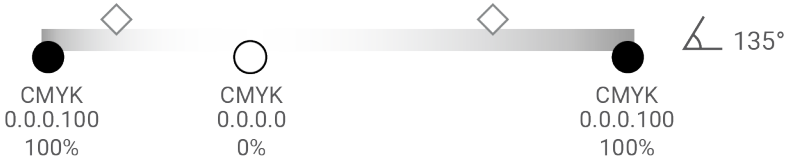
..... TECHNOLOGY CONTAINER

..... ICONOGRAPHY



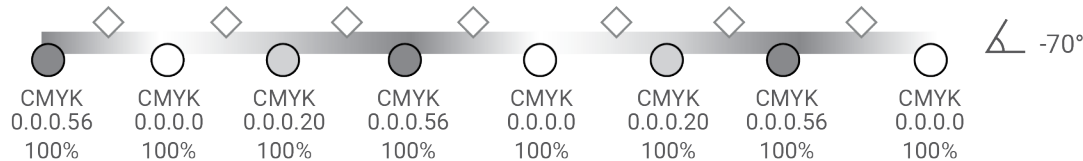
RED FIELD WITH OVERLAY

OVERLAY SPECIFICATIONS



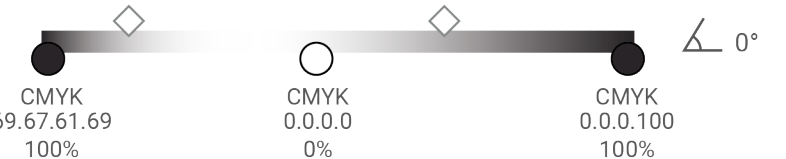
SILVER BAR

GRADIENT SPECIFICATIONS



GRAY CONTAINER

OVERLAY SPECIFICATIONS



BLACK CONTAINER

Pack Reference | Graphic Elements

ICONOGRAPHY



IF NEW ICONS ARE REQUIRED, PLEASE REACH OUT TO THE NEWELL BRANDS GRAPHIC DESIGN TEAM

TECHNOLOGY INNOVATION SHOWN AS VIOLATOR



- GRADIENT STROKE
- CORE FONTS
- BLACK CONTAINER

LOCKUP MAY VARY BY TECHNOLOGY,
CORE LOOK IS MAINTAINED THROUGHOUT

Pack Reference | Communication

LOGO

IMAGERY

UNIQUE PRODUCT NAME

KEY FEATURE BENEFIT CONTENT

LEGAL DISCLAIMER

4

PERSON TENT



9 FT x 11 FT x 4 FT 11 IN
2.7 m x 3.3 m x 1.4 m

CAPACITY + DESCRIPTION

DIMENSIONS

WEATHERTEC™ PROTECTION SYSTEM



STRONG FRAME



WELDED TUB-LIKE FLOOR



INVERTED & TAPE SEAMS



WATER-RESISTANT 3000 MM

ADDITIONAL CLAIMS

Pack Reference | Core

TENTS



Coleman

CARLSBAD
FAST PITCH™ SET-UP
WITH PRE-ATTACHED
POLES AND HUB

DARK ROOM™ TECHNOLOGY
BLOCKS 50% OF SUNLIGHT
REDUCES HEAT IN TENT*

SCREEN ROOM
SPACE TO STORE GEAR OR LOUNGE

*PERIOD & STANDARD COMPARABLE COLEMAN™ TENT

WEATHERTEC™ PROTECTION SYSTEM

- STRENGTH FRAME
- WELDED TUB-LIKE FLOOR
- INVERTED & TAPED SEAMS
- WATER-RESISTANT 3000 MM 600D²⁰ POLYESTER RAINFLY

4 PERSON TENT

9 FT x 11 FT x 4 FT 11 IN
2.7 m x 3.3 m x 1.4 m

COOKING



Coleman

CLASSIC STOVE
ESTUFA CLÁSICA
RÉCHAUD CLASSIQUE

TWO INDEPENDENTLY ADJUSTABLE BURNERS | **DOS QUEMADORES AJUSTABLES DE FORMA INDEPENDIENTE** | **DEUX BRÛLEURS RÉGLABLES INDÉPENDAMMENT**

PERFECTHEAT™ | **PERFECTFLOW™** | **WIND BLOCK™**

20,000 BTU

12 IN 30.5 CM | 10 IN 25.4 CM

FOR OUTDOOR USE ONLY | EXCLUSIVAMENTE PARA USAR AL AIRE LIBRE | POUR UTILISATION À L'EXTÉRIEUR SEULEMENT

LIGHTING



Coleman

NORTHSTAR
LANTERN | LINTERNA | LANTERNE

1500 LUMENS
4 HRS
HIGH | ALTO | ÉLEVÉ

300 LUMENS
9 HRS
LOW | BAJO | FAIBLE

INSTASTART™
IGNITION | ENCENDIDO | ALLUMAGE
PUSH BUTTON, MATCHLESS LIGHTING
ENCENDIDO MEDIANTE BOTÓN, SIN FÓSFORO
ALLUMAGE SANS ALLUMENTE À BOUTON-PRESSOIR

26M
LIGHT DISTANCE
DISTANCIA DE LUZ
DISTANCE DE LA LUMIÈRE

FOR OUTDOOR USE ONLY | EXCLUSIVAMENTE PARA USAR AL AIRE LIBRE | POUR UTILISATION EXTÉRIEURE UNIQUEMENT

1 LANTERN | 1 LINTERNA | 1 LANTERNE

Pack Reference | Core

SLEEPING



Coleman

SILVERTON™
0°F SLEEPING BAG
FITS UP TO 6'2" TALL

DESIGNED FOR COLD WEATHER

SEMI-SCULPTED HOOD
HELPS LOCK IN HEAT

THERMALOCK™
PREVENTS HEAT LOSS THROUGH ZIPPER

ZipPLOW™
PATENTED ZIPPER
PREVENTS SNAGS

2 WAY ZIPPER
FOR VENTILATION ON WARMER NIGHTS

32 in x 82 in | 81.2 cm x 208.2 cm
MACHINE WASHABLE

Manufactured by The Coleman Company, Inc.
3600 North Hydraulik, Wichita, KS 67219
www.coleman.com | 1-888-895-2110
©2020 The Coleman Company, Inc. All rights reserved.
Made in China

5 YEAR WARRANTY

FURNITURE



Coleman

FORESTER SERIES
FOOT STOOL

DURABLE POLYESTER CONSTRUCTION

COMPACT FOLD DESIGN

STRONG STEEL FRAME
HOLDS UP TO 300 LBS

Made in Bangladesh
© 2020 The Coleman Company, Inc.
Product of The Coleman Company, Inc.
3600 NORTH HYDRAULIK
WICHITA, KS 67219
www.coleman.com

newell
WE WOULD LOVE TO HEAR FROM YOU
1-888-895-2110

14.6 IN x 14.6 IN x 13.4 IN
(37 cm x 37 cm x 34 cm)

HOLDS UP TO
300 LBS (136 kg)

LIMITED
1 YEAR
WARRANTY

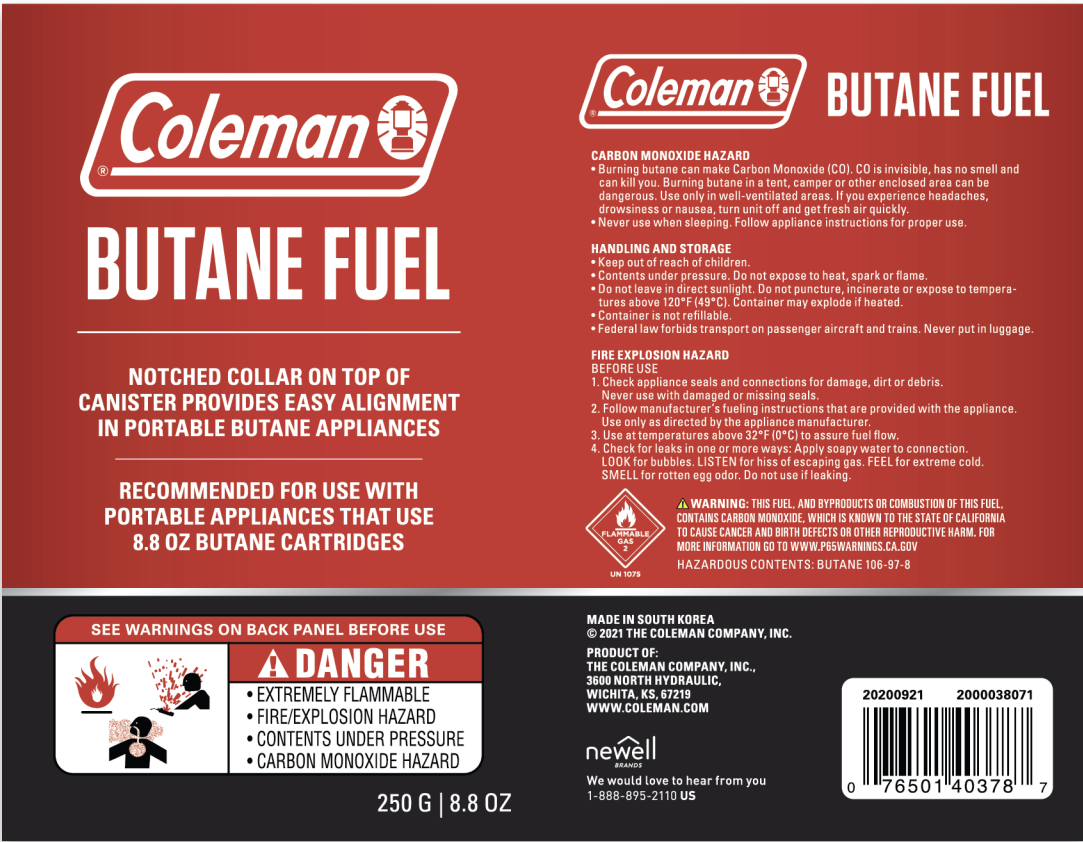
20200716 2000037508

7650116835

WARNING: This product can expose you to chemicals including 1,2-dibromoethane (DBE), which are known to the State of California to cause cancer and birth defects or other reproductive harm. For more information go to www.P65Warnings.ca.gov

VISIT COLEMAN.COM FOR DETAILS

FUEL



Coleman

BUTANE FUEL

BUTANE FUEL

NOTCHED COLLAR ON TOP OF CANISTER PROVIDES EASY ALIGNMENT IN PORTABLE BUTANE APPLIANCES

RECOMMENDED FOR USE WITH PORTABLE APPLIANCES THAT USE 8.8 OZ BUTANE CARTRIDGES

250 G | 8.8 OZ

Coleman BUTANE FUEL

CARBON MONOXIDE HAZARD

- Burning butane can make Carbon Monoxide (CO), CO is invisible, has no smell and can kill you. Burning butane in a tent, camper or other enclosed area can be dangerous. Use only in well-ventilated areas. If you experience headaches, drowsiness or nausea, turn unit off and get fresh air quickly.
- Never use when sleeping. Follow appliance instructions for proper use.

HANDLING AND STORAGE

- Keep out of reach of children.
- Contents under pressure. Do not expose to heat, spark or flame.
- Do not leave in direct sunlight. Do not puncture, incinerate or expose to temperatures above 120°F (49°C). Container may explode if heated.
- Container is not refillable.
- Federal law forbids transport on passenger aircraft and trains. Never put in luggage.

FIRE EXPLOSION HAZARD BEFORE USE

- Check appliance seals and connections for damage, dirt or debris. Never use with damaged or missing seals.
- Follow manufacturer's fueling instructions that are provided with the appliance. Use only as directed by the appliance manufacturer.
- Use at temperatures above 32°F (0°C) to assure fuel flow.
- Check for leaks in one or more ways: Apply soapy water to connection. LOOK for bubbles. LISTEN for hiss of escaping gas. FEEL for extreme cold. SMELL for rotten egg odor. Do not use if leaking.

WARNING: THIS FUEL, AND BYPRODUCTS OR COMBUSTION OF THIS FUEL, CONTAINS CARBON MONOXIDE, WHICH IS KNOWN TO THE STATE OF CALIFORNIA TO CAUSE CANCER AND BIRTH DEFECTS OR OTHER REPRODUCTIVE HARM. FOR MORE INFORMATION GO TO WWW.P65WARNINGS.CA.GOV

HAZARDOUS CONTENTS: BUTANE 106-97-8

UN 1075

SEE WARNINGS ON BACK PANEL BEFORE USE

FLAMMABLE

DANGER

- EXTREMELY FLAMMABLE
- FIRE/EXPLOSION HAZARD
- CONTENTS UNDER PRESSURE
- CARBON MONOXIDE HAZARD

MADE IN SOUTH KOREA
© 2021 THE COLEMAN COMPANY, INC.

PRODUCT OF:
THE COLEMAN COMPANY, INC.
3600 NORTH HYDRAULIC,
WICHITA, KS, 67219
WWW.COLEMAN.COM

newell
WE WOULD LOVE TO HEAR FROM YOU
1-888-895-2110 US

20200921 2000038071

7650140378

SHELTER



Coleman

GO SHADE
OMBRE VAGABONDE
BACKPACK SUN SHADE
PARE-SOLEIL DORSAL

ADJUSTABLE SIDE AND BACK WALLS
PAROIS LATÉRALES ET ARRIÈRE RÉGLABLES

EASILY BRING TO BEACH, PARK, OR SIDELINES
FACILE À EMPORTER À LA PLAGE, AU PARC OU AU STADE

- EASY SETUP
- UPF 50+ SUN PROTECTION
- ADJUSTABLE SIDE WALLS
- GEAR POCKETS

- MONTAGE AISE
- FAÇONNÉ DE PROTECTION CONTRE LES UV 50+
- PAROIS LATÉRALES RÉGLABLES
- POCHES

ADJUSTABLE WALLS FOR OPTIMIZED SHADE COVERAGE
PAROIS RÉGLABLES POUR OPTIMISER L'OMBRE

3-STEP EASY SETUP | MONTAGE AISE EN 3 ÉTAPES

- ASSEMBLE POLES / ASSEMBLER LES MÂTS
- CONNECT FRAME / MONTER L'ARMATURE
- ATTACH CANOPY / FIXER LA TOILE

MADE IN CHINA © 2021 THE COLEMAN COMPANY, INC. PRODUCT OF THE COLEMAN COMPANY, INC. 3600 NORTH HYDRAULIC, WICHITA, KS 67219
www.coleman.com

WARNING: THIS PRODUCT CAN EXPOSE YOU TO CHEMICALS INCLUDING TRIS(1,3-DICHLORO-2-PROPYL) PHOSPHATE (TDCPP), WHICH ARE KNOWN TO THE STATE OF CALIFORNIA TO CAUSE CANCER. FOR MORE INFORMATION GO TO WWW.P65WARNINGS.CA.GOV

WARNING: KEEP ALL FLAMES AND HEAT SOURCES AWAY FROM THIS TENT. THIS TENT MEETS THE FLAMMABILITY REQUIREMENTS OF CPAA-84. THE FABRIC MAY BURN IF LEFT IN CONTINUOUS CONTACT WITH ANY FLAME SOURCE.

MADE IN BANGLADESH
© 2021 THE COLEMAN COMPANY, INC.
PRODUCT OF THE COLEMAN COMPANY, INC.
3600 NORTH HYDRAULIC, WICHITA, KS 67219
www.coleman.com

newell
WE WOULD LOVE TO HEAR FROM YOU
1-888-895-2110 US

LIMITED 1 YEAR WARRANTY

20200716 2000037512

7650116835



Coleman

SKYSHADE™ COMPACT BEACH SHADE

CENTER HEIGHT
3.4 FT
1.0 M
1.5 FT
0.5 M

WARNING: THIS PRODUCT CAN EXPOSE YOU TO CHEMICALS INCLUDING TRIS(1,3-DICHLORO-2-PROPYL) PHOSPHATE (TDCPP), WHICH ARE KNOWN TO THE STATE OF CALIFORNIA TO CAUSE CANCER. FOR MORE INFORMATION GO TO WWW.P65WARNINGS.CA.GOV

WARNING: KEEP ALL FLAME AND HEAT SOURCES AWAY FROM THIS TENT FABRIC. THIS TENT MEETS THE FLAMMABILITY REQUIREMENTS OF CPAA-84. THE FABRIC MAY BURN IF LEFT IN CONTINUOUS CONTACT WITH ANY FLAME SOURCE.

MADE IN BANGLADESH
© 2021 THE COLEMAN COMPANY, INC.
PRODUCT OF THE COLEMAN COMPANY, INC.
3600 NORTH HYDRAULIC, WICHITA, KS 67219
www.coleman.com

newell
WE WOULD LOVE TO HEAR FROM YOU
1-888-895-2110 US

LIMITED 1 YEAR WARRANTY

20200911 2000037508

7650116835



Coleman

SKYSHADE™ COMPACT BEACH SHADE

5.5 FT x 5.5 FT x 3.4 FT
1.6 m x 1.6 m x 1.0 m

Pack Reference | Core

ESSENTIALS - PRODUCT ACCESSORIES COOKING + CAMPING

Coleman

MOSQUITO HEAD NET
MALLA CONTRA MOSQUITOS
PARA LA CABEZA
FILET À MOUSTIQUES
POUR LA TÊTE



FINE MESH
MALLA FINA
MAILLES FINES

Coleman

MALLET
MAZO | MAILLET

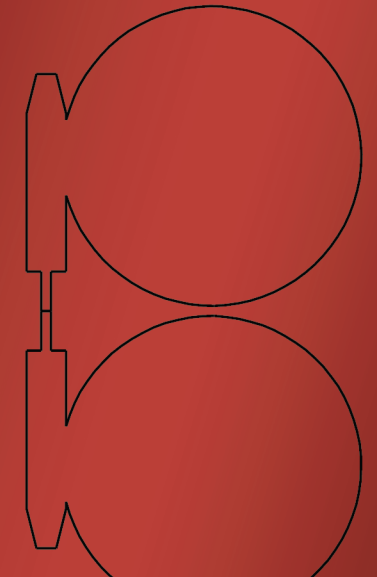
WITH TENT PEG REMOVER
CON EXTRACTOR DE ESTACAS DE TIENDA DE CAMPAÑA
AVEC OUTIL D'EXTRACTION DES PIQUETS DE TENTE

HEAVY DUTY
TRABAJO RUDO
ROBUSTE

ABS PLASTIC CONSTRUCTION
PLÁSTICO
CONSTRUCCIÓN EN PLÁSTIQUE ABS

Coleman

SLEEPING BAG STRAPS
CORREAS DE BOLSA DE DORMIR
COURROIES DE SAC DE COUCHAGE



2 QUANTITY
CANTIDAD
QUANTITÉ

48 IN x .8 IN
121.9 CM x 2 CM

DURABLE | SECURE HOLDURADERO | SUJECIÓN SEGURA DURABLE | FIXATION SOLIDE

Coleman

UTILITY LIGHTERS
ENCENDEDORES UTILITARIOS
BRIQUETS FONCTIONNELS



DANGER:
EXTREMELY
FLAMMABLE.
CONTENTS UNDER
PRESSURE.
READ CAREFULLY
OTHER CAUTIONS
ON BACK PANEL.

PELIGRO:
MUY INFLAMABLE.
CONTENIDO A
PRESIÓN. LEA CON
CUIDADO LAS DEMÁS
PRECAUCIONES EN
EL PANEL TRASERO.

DANGER:
EXTREMEMENT
INFLAMMABLES.
CONTENUIS
PRESSION. LIRE
SOIGNEUSEMENT LES
AUTRES MISES EN
GARDE SUR L'ARRIERE
DU PANNEAU.



2 QUANTITY
CANTIDAD
QUANTITÉ

Coleman

5-PIECE ALUMINUM MESS KIT
KIT DE ARTÍCULOS DE COCINA
DE ALUMINIO DE 5 PIEZAS
ENSEMBLE DE MESS EN ALUMINIUM
DE 5 MORCEAUX



5 PIECES
PIEZAS
PIÈCES

LIGHTWEIGHT
LIVIANOS
LÉGER

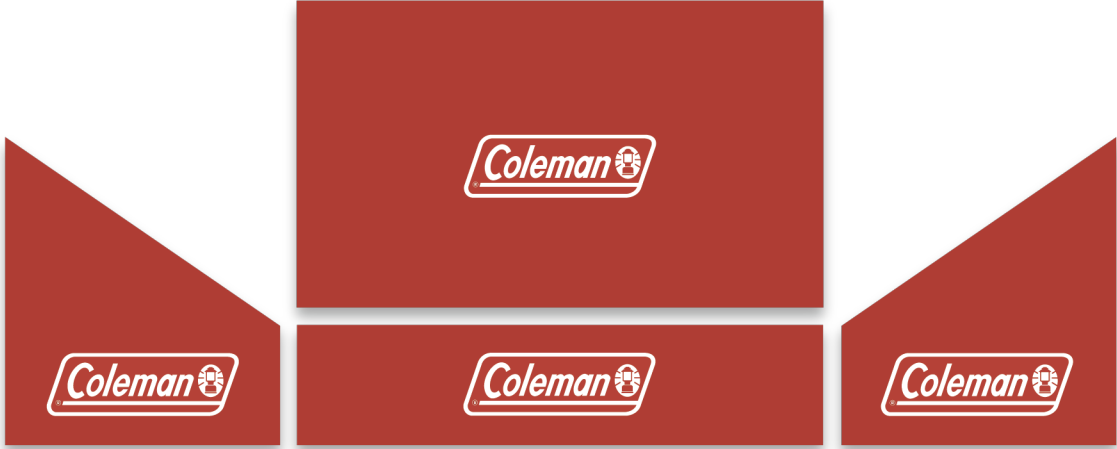
COMPACT
COMPACTO
COMPACTE

Pack Reference | PDQ Trays

ASSEMBLED PDQ



SMALL PDQ EXAMPLE



LEFT SIDE



FRONT

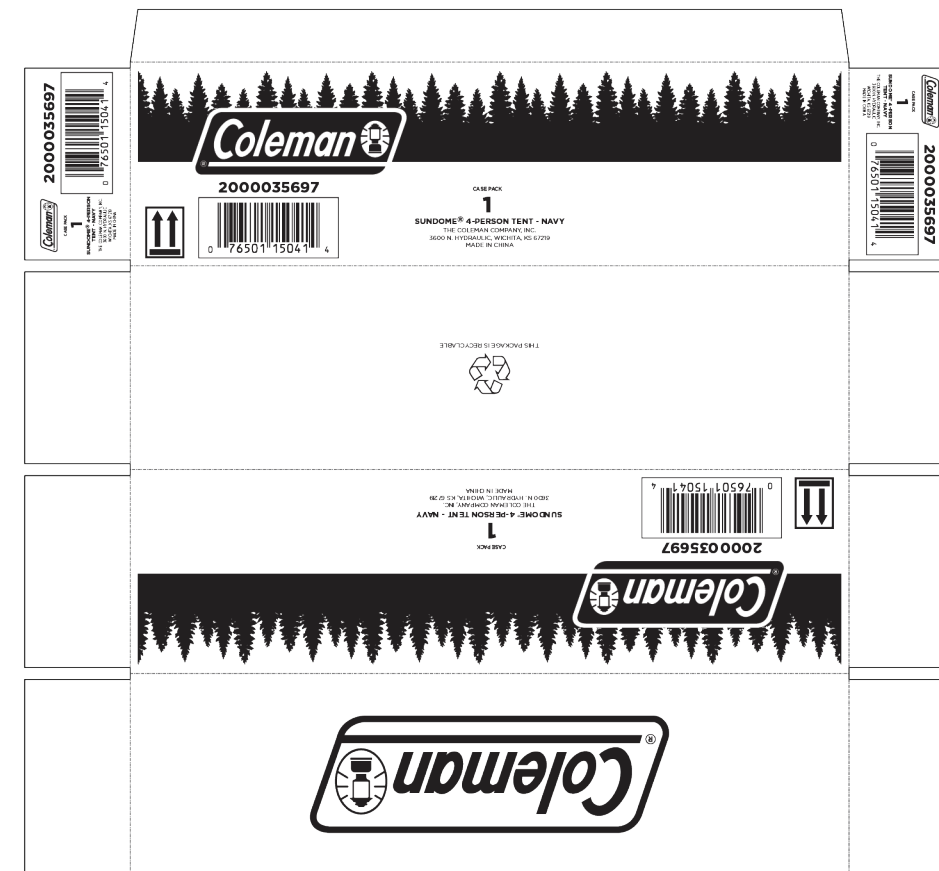
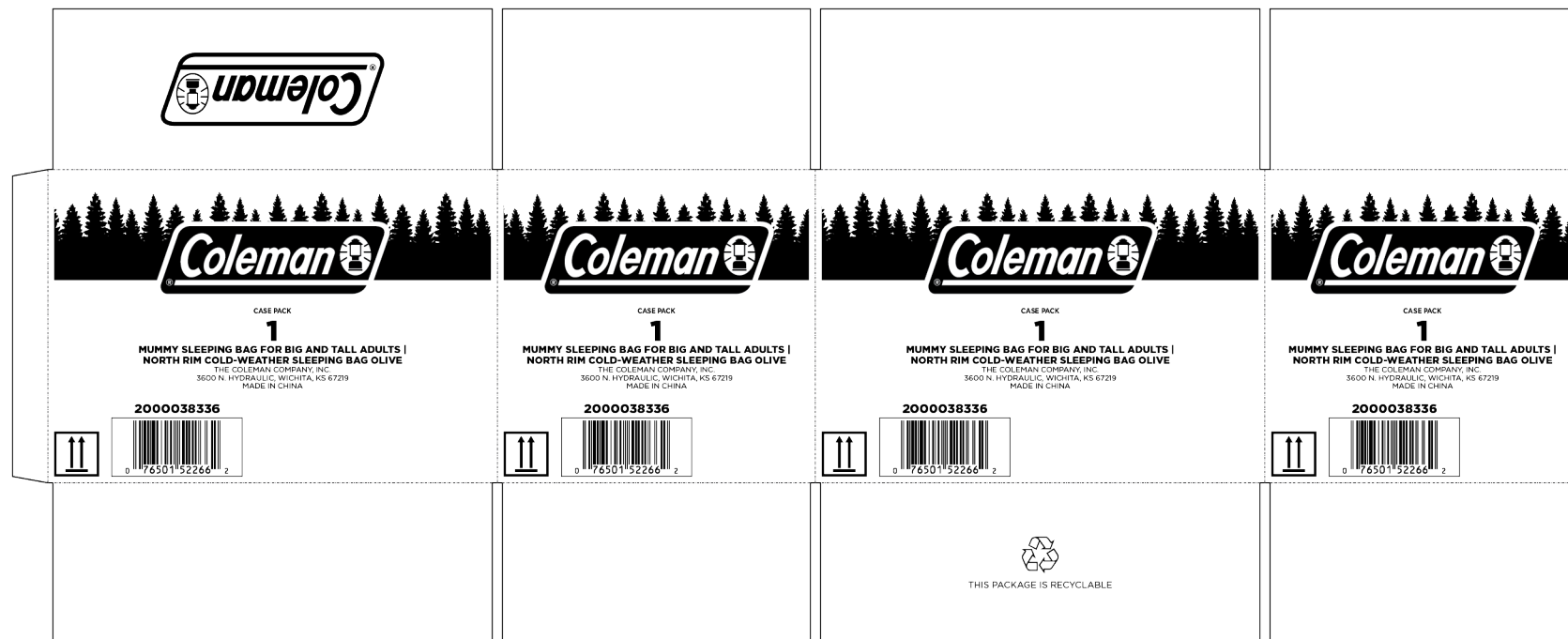


RIGHT SIDE



- COLEMAN RED COLOR FLOOD
- LOGO CENTERED VERTICALLY + HORIZONTALLY
- CAN INCLUDE PRODUCT NAME IF SPACE ALLOWS

Pack Reference | SIOC Packaging



Pack Reference | SIOC Packaging

LOGO

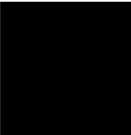


Align top edge of underline with bottom edge of tree border
Once aligned, the logo should take up 2/3 of the height of the tree border

FONTS

GOTHAM | BOOK
GOTHAM | BOLD
GOTHAM | BLACK

PALETTE



CMYK
0.0.0.100

SPECIFICATIONS

CLAMP THIS SIDE ONLY (NOT ON ALL SKUS)

Type: Gotham Bold, uppercase, no tracking
Aligned to left edge of tree border and top-aligned to "Case Pack"

CASE PACK

Type: Gotham Bold, uppercase, -25 tracking

COUNT

Type: Gotham Black

ITEM DESCRIPTION

Type: Gotham Black, uppercase, leading same as type size, no tracking, paragraph center-aligned

ADDRESS + COO

Gotham Book, uppercase, leading = type size + 3pt, no tracking

PART NUMBER

Type: Gotham Black
Size: Same width of UPC bars

BARCODE

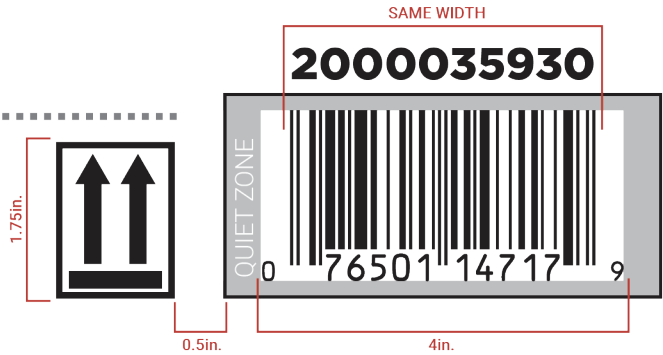
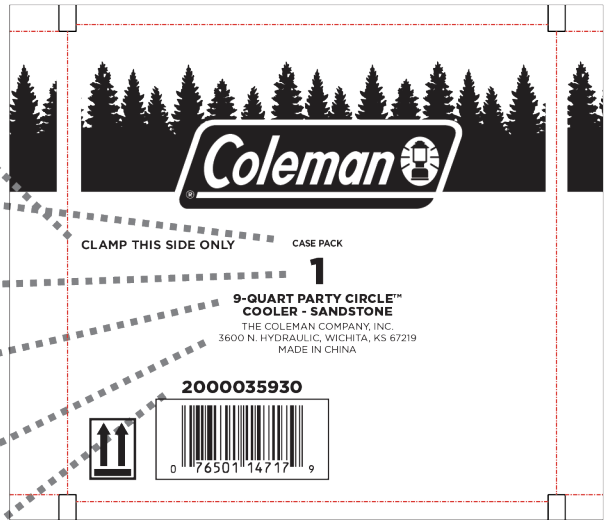
UPC-A (12-digit GTIN)
Width: 4"
5"x2.25" 2pt border
0.3" minimum quiet zone around barcode

BOX ARROWS

Size: 1.75"H
Space between box arrows and barcode border: 0.5"

RECYCLE SYMBOL & COPY

Type: Gotham Book
Size: Approx. 2.5x the width of the symbol



THIS PACKAGE IS RECYCLABLE

Legal Mandatories | Packaging

REQUIREMENTS ON ALL PACKAGING

IP Legal Language

©20XX The Coleman Company, Inc.
Coleman® is a registered trademark of The Coleman Company, Inc., used under license.

Country of Origin

Manufacturer Contact Information

Consumer Service Contact Information

Note: The contents of the Coleman Licensed Product Brand Guidelines are confidential and contain privileged information intended solely for the intended recipient. The contents of this document may not be used by anyone other than the intended recipient, nor may this information be copied, disclosed, or forwarded to others by any means without the written consent of Coleman



Digital Guidelines



Primary Logo

[Download Logos](#)

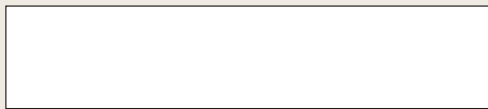


The Coleman® logo color palette on digital is red and white. The masterbrand logo is always contained within a red parallelogram bordered by a white frame. The lantern element must always be shown as internally illuminated. Color can not be substituted or flipped.



COLEMAN RED

HEX: #A64241
RGB: 166, 66, 65
CMYK: 25, 84, 73, 15



WHITE

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

125px



Minimum Size
To maintain legibility, the Coleman® logo on digital should never be scaled smaller than 125 pixels wide.

Knockout Logos



Primary Colors



COLEMAN RED

HEX: #A64241
RGB: 166, 66, 65
CMYK: 25, 84, 73, 15



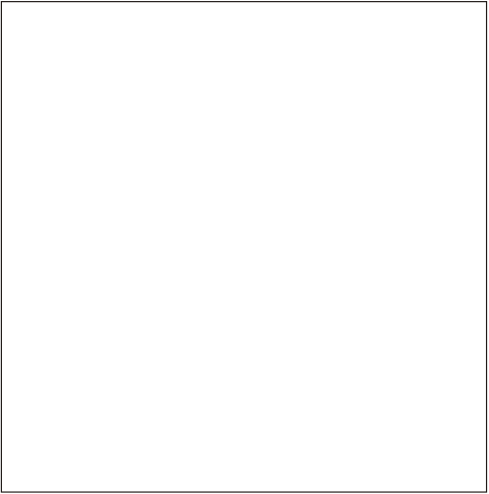
DARK GREY

HEX: #484745
RGB: 72, 71, 69
CMYK: 65, 69, 60, 52



CREAM

HEX: #F0EBE2
RGB: 240, 235, 226
CMYK: 5, 5, 10, 0



WHITE

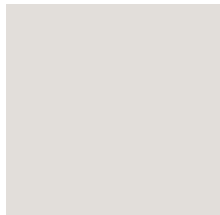
HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

Secondary Colors

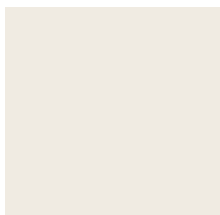
NEUTRALS



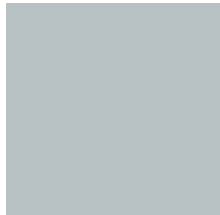
GOLD CREAM
HEX: #D4C5AE
RGB: 212, 197, 174
CMYK: 17, 19, 31, 0



GREY TAN
HEX: #E2DEDA
RGB: 226, 222, 218
CMYK: 10, 9, 11, 0



CREAM
HEX: #F0EBE2
RGB: 240, 235, 226
CMYK: 5, 5, 10, 0



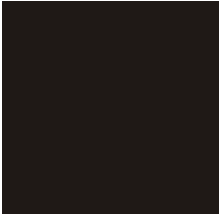
GREY BLUE
HEX: #B8C2C5
RGB: 184, 194, 197
CMYK: 28, 17, 18, 0

Secondary Colors

ACCENTS



BRICK RED
HEX: #783A2C
RGB: 120, 58, 44
CMYK: 37, 78, 81, 38



OFF-BLACK
HEX: #1F1916
RGB: 31, 25, 22
CMYK: 68, 67, 68, 79



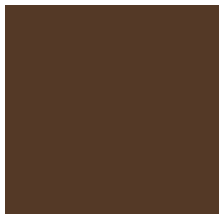
DARK MUSTARD
HEX: #83653C
RGB: 131, 101, 60
CMYK: 41, 53, 82, 24



COLEMAN GREEN
HEX: #435844
RGB: 67, 88, 68
CMYK: 71, 46, 72, 36



SLATE BLUE
HEX: #364756
RGB: 54, 71, 86
CMYK: 80, 64, 48, 34



BROWN
HEX: #543926
RGB: 84, 57, 38
CMYK: 47, 66, 79, 53

H1

Century Schoolbook BT Roman | 80 pt | Heading

abcdefghijklmnopqrstuvwxyz
 1234567890

H2

Univers 67 Condensed Bold | 72 pt | Heading

abcdefghijklmn
 opqrstuvwxyz
 1234567890

H3

Century Schoolbook BT Roman | 40 pt | Heading

abcdefghijklmnopqrstuvwxyz
 1234567890

H4

Univers 67 Condensed Bold | 32 pt | Heading

abcdefghijklmnopqrstuvwxyz
 1234567890

H5

Century Schoolbook BT Roman | 24 pt | Heading | All Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890

H6

Univers 67 Condensed Bold | 21 pt | Heading | All Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

BODY

Roboto Regular | 14 pt | Body

H1 ANATOMY

Century Schoolbook BT Roman | 80 pt | Leading: 88 pt | Tracking: 10 pt

Main
Headline

H2 ANATOMY

Univers 67 Condensed Bold | 72 pt | Leading: 80 pt | Tracking: 0 pt

SUB HEADLINE

H3 ANATOMY

Century Schoolbook BT Roman | 40 pt | Leading: 35 pt | Tracking: 50 pt

Lorem ipsum dolor sit amet,
consectetur

H4 ANATOMY

Univers 67 Condensed Bold | 32 pt | Leading: 40 pt | Tracking: 0 pt

**Lorem ipsum dolor sit
amet, consectetur**

H5 ANATOMY

Century Schoolbook BT Roman | 24 pt | Leading: 30 pt | Tracking: 10 pt

LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR

H6 ANATOMY

Univers 67 Condensed Bold | 21 pt | Leading: 26 pt | Tracking: 0 pt

**LOREM IPSUM DOLOR SIT
AMET, CONSECTETUR**

BODY ANATOMY

Roboto Regular | 14 pt | Leading: 20 pt | Tracking: 0 pt

Lorem ipsum dolor sit amet,

Primary CTA Button

Dark Grey fill, White Text | 25 pts
Roboto Regular | Padding L/R: 31px, Padding T/B 14 px



Primary CTA Button Hover

Coleman Red fill, White Text or White Fill, Dark Grey Text | 25 PTs
Roboto Regular | Padding L/R: 31px, Padding T/B 14PX



Tertiary CTA Link

Dark Grey Text
25 pts | Roboto Bold

TENTS THE COLLECTIVE SALE

Tertiary CTA Link Hover

Dark Grey Underline & Text or White Underline & Text
25 pts | Roboto Bold | Spacing 11.5 px



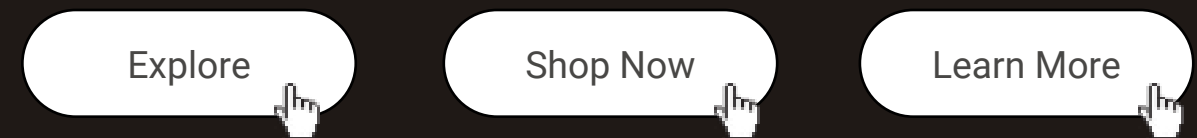
Secondary CTA Button

White Outline, White Text | 25 pts
Roboto Regular | Padding L/R: 31px, Padding T/B 14 px



Secondary CTA Button Hover

Coleman Red fill, White Text or White Fill, Dark Grey Text | 25 PTs
Roboto Regular | Padding L/R: 31px, Padding T/B 14PX



Background Textures



USE ON WEBSITES

You may not register a domain name incorporating the COLEMAN brand. Domain names incorporating the COLEMAN brand may only be used under license from Coleman. If you would like to use a domain name that incorporates the COLEMAN brand under license, please contact Coleman's licensing manager.

All uses of the COLEMAN mark as part of a path component of a URL must be approved by Coleman's licensing manager.

If Coleman grants you a written license to use a domain name incorporating the COLEMAN brand, or if you are promoting Coleman licensed products on your own site, we require that you:

- Prominently disclose your company name and contact information on the landing page of the site
- Prominently disclose the licensing attribution statement on the landing page of the site: Coleman is a trademark of The Coleman Company, Inc. used under license.
- Include privacy policies and cookie banners that are compliant with applicable laws and regulations
- Clearly identify your company as the company operating the site in your terms and use, contact us page (or similar contact information page), privacy policy and cookie banner.
- Include a clear mechanism on the site for consumers to provide consent to use of their data in accordance with the applicable privacy policy.



**ANSWER
THE CALL**