



# MIPS LOW FRICTION LAYER

Implementation of these guidelines are mandatory

All yellow MIPS communication must be 100 percent yellow according to the MIPS Visual ID.

## **On helmet logo**

The mandatory MIPS logo on the back left side of the helmet should be the "MIPS On Helmet Logo", non removable.

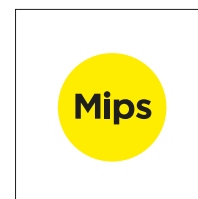
**Minimum size: 16 mm**

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### MIPS Main logo

**Note**

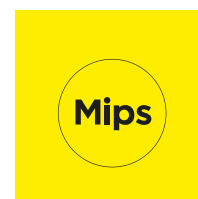
The colour of the MIPS logo is deliberately precise. Make sure that you have the correct versions for print or digital use.



### Secondary logo for application on yellow

**Note**

This version of the MIPS logo is ONLY INTENDED for use on yellow backgrounds. The colour of the MIPS logo is deliberately precise. Make sure that you have the correct versions for print or digital use.



All versions of the logo can be downloaded at [www.mipsbrandguidelines.com/logos](http://www.mipsbrandguidelines.com/logos)



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# MIPS-A Series

Production of the MIPS-A Series solutions needs to follow guidelines regarding MIPS communication on the comfort padding.

## REQUIREMENTS

Each helmet must include at least one of the options below on the padding.

- Debossed or embossed logo with a minimum size of 16 mm
- Screen printed yellow logo, minimum size 16 mm
- Backside of the layer should be yellow

**NOTE: No added text on the backside of the layer!**

## STANDARD COLORS ON THE MIPS COMFORT PADDING

Black	PMS Process Black	CMYK (0/0/0/0)
Dark Grey	PMS 431C	CMYK (66/52/44/17)

## LFL COLORS



CMYK 0, 0, 100, 0  
PMS Process Yellow



Clear/Transparent

## EXAMPLE MIPS TRANSFER LOGO

Below is an example of a the MIPS transfer logo



### On helmet logo

The mandatory MIPS logo on the back left side of the helmet should be the "MIPS On Helmet Logo", non removable.

**Minimum size: 16 mm**

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# MIPS-B Series

Production of the MIPS-B Series solutions needs to follow guidelines regarding communication of the MIPS brand on the injection molded nylon and the padding.

## REQUIREMENTS

Each helmet must have the following **clearly visible**

- One MIPS Hologram sticker on the nylon. The surface under the sticker needs to be rugged so the sticker will stay in place.
- Four MIPS recessed logos on the side of the layer with a **minimum size of 8 mm each**
- MIPS heat transfer logo on the padding with a **minimum size of 14 mm**

## STANDARD COLOR ON THE NYLON

Yellow | PMS Process Yellow CMYK (0/0/100/0)

### NOTE:

It is not allowed to add any other communication on the injection molded nylon i.e other logos than MIPS.

## EXAMPLES

Below are three examples of how MIPS logos can be applied. Note that the recessed MIPS logo is optimally placed on parts where the nylon is the widest.



- MIPS recessed logos **visible** on the nylon. Four (4) per helmet. **Minimum size of 8 mm each**
- MIPS hologram sticker **visible** on the ribs



### On helmet logo

The mandatory MIPS logo on the back left side of the helmet should be the "MIPS On Helmet Logo", non removable.

**Minimum size: 16 mm**



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# MIPS-B Series

## EXAMPLE RECESSED MIPS LOGO

Below is an example of a recessed MIPS logo.



RECESSED MIPS LOGO

## EXAMPLE MIPS TRANSFER LOGO

Below is an example of a the MIPS transfer logo



### On helmet logo

The mandatory MIPS logo on the back left side of the helmet should be the "MIPS On Helmet Logo", non removable.

**Minimum size: 16 mm**



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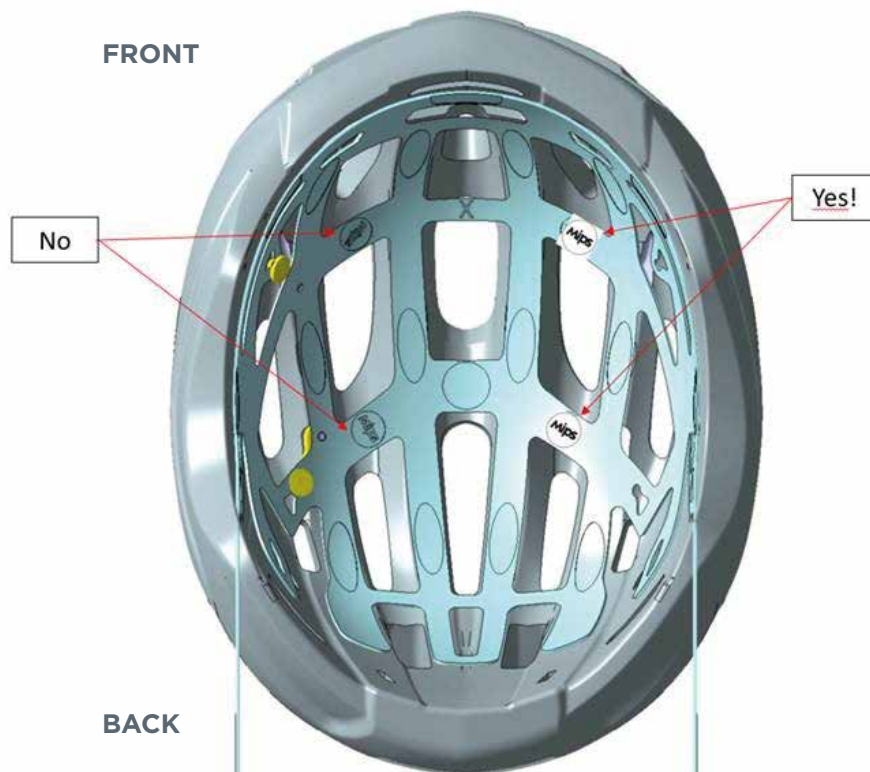
# MIPS-B Series

## LOGO FOR RECESS APPLICATION

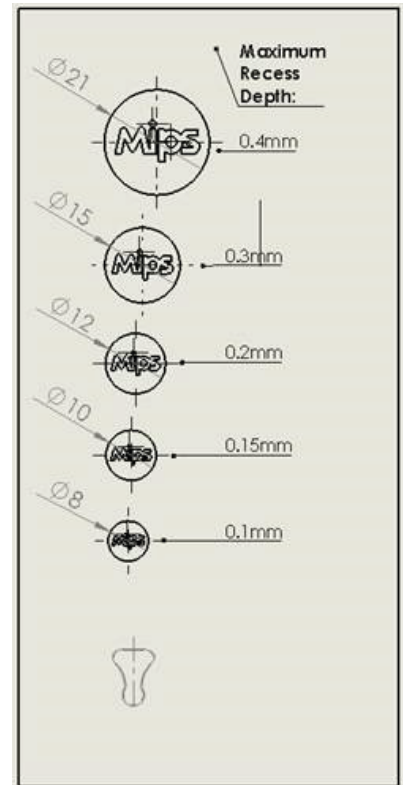
Below is the logo version of the original MIPS logo intended for use **ONLY** in recess applications. This original file to be used can be found here: <https://mipshelmet.egnyte.com/fl/81PvQ6TOOT>



MIPS RECESS LOGO



LOGO ORIENTATION



LOGO SIZE AND DEPTH SCALE



### On helmet logo

The mandatory MIPS logo on the back left side of the helmet should be the "MIPS On Helmet Logo", non removable.

Minimum size: 16 mm

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# MIPS-C Series

## REQUIREMENTS

MIPS strongly recommend using a yellow LFL as this makes it easy for the consumer to see that MIPS is present in the helmet. For some cases black, grey and transparent is also allowed. MIPS strongly recommend using a yellow LFL as this makes it easy for the consumer to see that MIPS is present in the helmet. (please view "Tailored Options" for further guidelines)

**The Low Friction Layer must feature a hologram sticker, clearly visible and not covered by the comfort padding.**

**NOTE: No text or other communication is allowed on the LFL**

## LFL COLORS



CMYK 0, 0, 100, 0  
PMS Process Yellow



### On helmet logo

The mandatory MIPS logo on the back left side of the helmet should be the "MIPS On Helmet Logo", non removable.

**Minimum size: 16 mm**



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# MIPS-E Series

Production of the MIPS-E Series solutions needs to follow guidelines regarding MIPS communication

## REQUIREMENTS

### Alternative 1

Black fabric with **MIPS logo tag** clearly visible when looking inside the helmet.

### Alternative 2

Yellow MIPS Logos, minimum 14mm, screen printed on the padding. The black low friction fabric needs to have one screen printed MIPS logo clearly visible on the inside, minimum size 20 mm

Both alternative one and two needs to have a mandatory washing instructions printed on the inside of the low friction fabric.



### On helmet logo

The mandatory MIPS logo on the back left side of the helmet should be the "MIPS On Helmet Logo", non removable.

**Minimum size: 16 mm**





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# MIPS-F Series

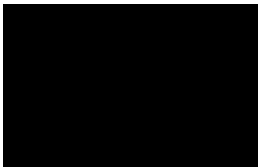
Production of the MIPS-F Series solutions needs to follow guidelines regarding MIPS communication.

## REQUIREMENTS

The elastomers are yellow and one needs to feature a MIPS Logo.

Low Friction Layer standard color option is black

## LFL COLORS



CMYK 0, 0, 100, 0  
PMS Process Black C

## ELASTOMER COLOR



CMYK 0, 0, 100, 0  
PMS Process Yellow



### On helmet logo

The mandatory MIPS logo on the back left side of the helmet should be the "MIPS On Helmet Logo", non removable.

**Minimum size: 16 mm**



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# SPECIAL OPTIONS

The colors and styles in the LFL-Guideline are standard and highly recommended. However with below specified solutions there are approved color options (if for some reason the standard option does not work.). These are listed below.

### B-SERIES TAILORED OPTIONS FOR COLORS ON THE NYLON

Black	PMS Process Black	CMYK (0/0/0/0)
Dark Grey	PMS 431C	CMYK (66/52/44/17)
Light Grey	PMS 428C	CMYK (23/17/17/0)
Yellow	PMS Process Yellow	CMYK (0/0/100/0)

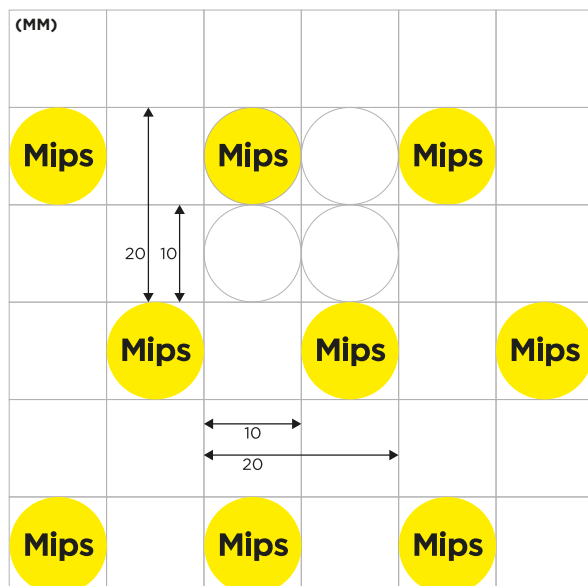
### C-SERIES TAILORED OPTIONS FOR COLORS ON THE LFL

Black	PMS Process Black	CMYK (0/0/0/0)
Dark Grey	PMS 431C	CMYK (66/52/44/17)
Light Grey	PMS 428C	CMYK (23/17/17/0)
Transparent	Clear/Transparent/Smoke	

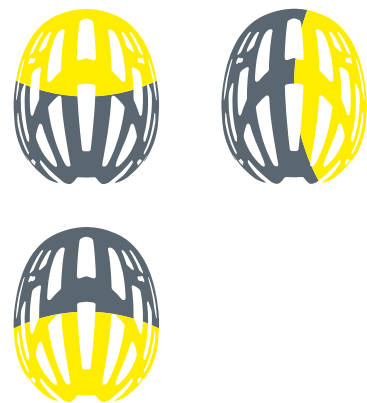
### C-SERIES TAILORED REQUIREMENTS

If a black, grey or transparent Low Friction Layer is used it must contain MIPS logos (minimum 10 mm) according to the provided Logo pattern below, or a yellow block that covers 40 percent of the LFL (examples below).

#### LOGO PATTERN



#### EXAMPLE OF 40 PERCENT YELLOW COVERAGE



Same direction as size labeling



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# SPECIAL OPTIONS

## F-SERIES TAILORED OPTIONS FOR COLORS ON THE LFL

Dark Grey	PMS 431C	CMYK (66/52/44/17)
Yellow	PMS Process Yellow	CMYK (0/0/100/0)

Implementation of these  
guidelines are mandatory.



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# MIPS Integra Solutions

## REQUIREMENT

### On helmet:

The mandatory MIPS logo on the back left side of the helmet **minimum size 16mm.**

### Optional:

Adding the MIPS INTEGRA logo, but the MIPS main logo still needs a **minimum of 16mm.**

### Inside helmet:

MIPS INTEGRA logo screen printed on one location on the padding or on the sliding layer and must be visible.

## MIPS INTEGRA LOGO INSTRUCTION:

- We have two versions of the logo available to meet the requirements of different surfaces on helmet and on padding.

- The wording INTEGRA comes in two color versions to meet the option of different helmet/padding colors.



## STANDARD COLOR ON THE NYLON

Yellow

| PMS Process Yellow

CMYK (0/0/100/0)



### On helmet logo

The mandatory MIPS logo on the back left side of the helmet should be the "MIPS On Helmet Logo", non removable.

**Minimum size: 16 mm**

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# MIPS Logo free zone

## THE FREE ZONE

The logo should always be surrounded by a free zone. The free zone is the minimum distance to another logo, graphic, text or image.

Within the free zone, no other objects may be placed such as texts, logos, or other graphic elements. The same minimum spacing applies to the outer edge of the material in which the logo is to be placed. The purpose of the free zone is to make the logo clear and that text, addresses, decorative elements or images should not be perceived as part of the logo.

The free zone must correspond at least to 60% of the width of the logo. The free zone is a minimum; the more free space that exists around the logo, the more clearly it appears.

## Example

