

Vitro Identity Standards, Trademark and Logo Usage



The *Vitro* logo and trademark are intellectual property rights owned exclusively by Vitro and may be used only with Vitro's sole discretion and consent. In return, Vitro will grant the limited, non-exclusive, royalty-free right to use these logos and trademarks in the promotional materials created exclusively by or for your company, with the following limitations:

1. Your company may only use the trademarks in the manner and scope approved by Vitro.
2. Your company must follow the specific guidelines, which may be modified from time to time, established by Vitro regarding the use of the trademarks, publicly available at Trademarks.VitroGlassHub.com.
3. Your company must use proper trademark attribution on all uses of the trademarks indicating that "Vitro is a registered trademark owned by Vitro."
4. Your use of the *Vitro* logo and trademark is restricted to authorized Vitro goods and services only. Any material modification to any promotional materials referencing the trademarks may require the prior written approval of Vitro.

Nothing contained in this document shall be construed to place the parties in the relationship of partners or joint venturers and it is agreed and understood that you are not an agent or employee of Vitro. Neither party shall have the right to obligate or bind the other in any manner whatsoever. If this document is drafted in a language in addition to English, the English language version is controlling.

Legal Restrictions

The *Vitro* logo and trademark:

- May only be used with permission, such as a contractual agreement or with expressed written consent from the *Vitro* marketing communications department
- May not be used in or as the name of your company, products or services, nor as part of your domain name or social media profile
- May not be used in false or misleading advertising as defined by applicable law, municipal ordinance or the administrative agency regulations of any country
- May not be used in any objectionable material considered by the company to be defamatory, scandalous, pornographic or otherwise detrimental to the image of the company
- May not be used to disparage *Vitro* and its products, people or services; or in any way to diminish or damage the reputation or goodwill of the company and/or its trademarks

Logos trademarked by Vitro and its related entities may be reproduced only using logo files provided by Vitro and/or its related entities.

Trademark Usage: *Vitro*

- All communications tools using the *Vitro* name and/or logo must be accompanied by a typed notice stating: "Vitro is a registered trademark owned by Vitro."

CMYK Version



Grayscale Version



One-Color Version (PMS 7701)



One-Color Version: Black



Logo Usage

Placement

- Logos shown indicate the correct relationships among their elements, their relative sizes and their placement relative to each other. These relationships may not be altered.



A minimum clear space area around the Vitro logo has been defined, into which no other visual elements should be placed. To ensure visual impact, we recommend keeping a large area of white space around the logo wherever possible.

The dotted line indicates the exclusion zone for the Vitro logo. The zone is based on the height of the 'i' in the Vitro name (defined as x). Note that this is the minimum space around the logo; a larger space is possible and in many cases preferable.

Font – Never manipulate or replace logo font with another font.

Color

- Preferred usage for Vitro the CMYK format to be used on white or light color backgrounds.
- One-color version formats (black and reversed white only) to be used in one-color media.

Color Formulas

- PANTONE MATCHING SYSTEM (PMS): For offset printed materials or signage with spot colors.
- CMYK: For 4-color process printed materials.
- RGB: For electronic presentations or television.
- HEX: For websites and online.

Color Specifications

- PMS 7701 – **CMYK:** 96C 30M 8Y 43K **RGB:** 0R 87G 118B **HEX:** 005776
- Black – **CMYK:** 0C 0M 0Y 100K **RGB:** 0R 0G 0B **HEX:** 000000

Logo Size – Do not use logo smaller than 1" in width.

File Formats

- EPS: Vector-based graphic used for print media.
- PNG*: Raster-based graphic with a transparent background for use in PowerPoint.
- JPG*: Raster-based graphic for use in digital media.

*PNG and JPG files should be scaled at 100% or less. Never enlarge a PNG or JPG file.

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