

# Vitro *SpecSelect*<sup>™</sup> Competitive Glass Search Toolby Vitro Architectural Glass Identity Standards, Trademark and Logo Usage



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3. Your company must use proper trademark attribution on all uses of the trademarks indicating that "Vitro *SpecSelect*<sup>™</sup> is a trademark owned by Vitro."
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## Legal Restrictions

Vitro *SpecSelect*<sup>™</sup> logos and trademarks:

- May only be used with permission, such as a contractual agreement or with expressed written consent from the Vitro Architectural Glass 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 Architectural Glass 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 SpecSelect*<sup>™</sup>

- All references (headline, subhead or copy) always should be in italics, with initial cap, followed by <sup>™</sup> and the attributive noun "Competitive Glass Search Tool" (i.e., Vitro *SpecSelect*<sup>™</sup> Competitive Glass Search Tool).
- The trademark may never be abbreviated or used as part of an acronym.
- All communications tools using the Vitro *SpecSelect*<sup>™</sup> name and/or logo must be accompanied by a typed notice stating: "Vitro *SpecSelect*<sup>™</sup> is a trademark owned by Vitro."

## 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.
- Clearance area on all four sides is never to be less than .5".

### Color Version



### One-Color Version: Black



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

### Color

- Preferred usage is the color format to be used on white or light color backgrounds.
- One-color version format (black) 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:** 100C 62M 35Y 15K **RGB:** 0R 86G 120B **HEX:** 005678

**Logo Size** – Do not use logo smaller than 1.5" 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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