GlassFinder™ by Vitro Architectural Glass Identity Standards, Trademark and Logo Usage

GlassFinder™ logos and trademarks 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 the GlassFinder™ 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 established by Vitro regarding the use of the trademarks. These guidelines may change from time to time. Trademarks are available at VitroGlass.com/Trademarks..**

3. **Your company must use proper trademark attribution on all uses of the trademarks indicating that "GlassFinder™ is a trademark owned by Vitro."**

4. **Your use of the GlassFinder™ logos and trademarks 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

GlassFinder ™ 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: GlassFinder™

- All references (headline, subhead or copy) always should be in italics, with initial cap, followed by ™ (i.e. GlassFinder™).

- The trademark may never be abbreviated or used as part of an acronym.

- All communications tools using the GlassFinder™ name and/or logo must be accompanied by a typed notice stating: "GlassFinder™ 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

One-Color Version: Reversed White

PMS 7563
PMS 7701
PMS 7712

.5" clearance area on all four sides

No smaller than 1.5"

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 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:** 7563   **CMYK:** 12C 49M 92Y 2K   **RGB:** 215R 154G 43B   **HEX:** D79A2B

- **PMS:** 7712   **CMYK:** 100C 0M 28Y 20K   **RGB:** 0R 133G 155B   **HEX:** 00859B

- **PMS:** 7701   **CMYK:** 89C 14M 0Y 56K   **RGB:** 0R 87G 118B   **HEX:** 005776

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.