

Vitro Concierge Program® by Vitro Architectural Glass Identity Standards, Trademark and Logo Usage



Vitro Concierge Program® 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 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 VitroGlass.com/Trademarks;
3. Your company must use proper trademark attribution on all uses of the trademarks indicating that "*Vitro Concierge Program*® is a registered trademark owned by Vitro.";
4. Your use of the *Vitro Concierge Program*® logos and trademarks is restricted to Concierge Program 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

Vitro Concierge Program® 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;
- May only be reproduced using logo files provided by Vitro and/or its related entities.

Trademark Usage:

Vitro Concierge Program®

- All references (headline, subhead or copy) always should be in italics, with initial cap, followed by ® (i.e., *Vitro Concierge Program*®.)
- The trademark may never be abbreviated or used as part of an acronym.
- All communications tools using the *Vitro Concierge Program*® name and/or logos must be accompanied by a typed notice stating: "*Vitro Concierge Program*® is a registered trademark owned by Vitro."

Vitro Concierge Program Identity

One-Color Version: Blue



One-Color Version: Black



One-Color Version: Reversed White



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".



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

Color

- Preferred usage for the *Vitro Concierge Program*® logo is the one-color blue format (PMS 281 blue) 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 281 – **CMYK:** 100C 91M 32Y 34K **RGB:** 36R 44G 87B **HEX:** 242c57
- Black – **CMYK:** 0C 0M 0Y 100K **RGB:** 0R 0G 0B **HEX:** 000000

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.

PANTONE® Colors displayed here may not match PANTONE-identified standards. Refer to current PANTONE MATCHING SYSTEM® Publications to view accurate PANTONE Color Standards. PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2023.

All *Vitro Concierge Program*® trademarks, logos and designs are owned by Vitro, and any licensee is required to notify Vitro of any infringement or unauthorized use by a third party. Use or transfer of these trademarks or logos by customers, partners or subsidiaries without written authorization of Vitro is prohibited. (11/23)