**Intercept®** and **Intercept Corner+®**
Spacer System by Vitro Architectural Glass
Identity Standards, Trademark and Logo Usage

**Legal Restrictions**
Intercept and Intercept Corner+® spacer system logo 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 Intercept and Intercept Corner+® spacer system logo 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 “Intercept is a registered trademark owned by Vitro.” or “Intercept Corner+ is a trademark owned by Vitro.”;
4. Your use of the Intercept and Intercept Corner+® logo 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.

**Trademark Usage:**
**Intercept® and Intercept Corner+® Spacer Systems**

- Initial reference for Intercept® spacer system (headline, subhead or copy) always should be in italics, with initial cap, bold, followed by ® and the noun “spacer system” (i.e., Intercept® spacer system). Similarly, initial reference for Intercept Corner+® spacer system (headline, subhead or copy) always should be in italics with initial cap, bold, followed by ® after Intercept Corner+ (i.e., Intercept Corner+® spacer system).

- The attributive noun "spacer system" always must appear after all product brand names (i.e., Intercept spacer system or Intercept Corner+® spacer system). Other appropriate nouns include: "spacer", "warm-edge spacer", or "technology".

- In all references after the initial reference, Intercept and Intercept Corner+ should be in italics with initial cap, no ® and not bold.

- Intercept and Intercept Corner+® may never be preceded by “Vitro” or Vitro’s”.

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

- All communications tools using the Intercept and/or Intercept Corner+® spacer system name and/or logo must be accompanied by a typed notice stating: “Intercept is a registered trademark owned by Vitro.” Or “Intercept Corner+® is a registered 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”.

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

Color
- Preferred usage is full-color format (see below) to be used on white or light color backgrounds. All colors except Dark Blue are not actual PMS colors.
- 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.
- Grey — CMYK: 0C 0M 0Y 40K  RGB: 153R 153G 153B  HEX: #999999
- Orange — CMYK: 0C 42M 65Y 0K  RGB: 227R 163G 106B  HEX: #ff9459
- Light Orange — CMYK: 0C 19M 30Y 0K  RGB: 241R 209G 176B  HEX: #ffcfb3
- Blue — CMYK: 44C 22M 0Y 0K  RGB: 148R 173G 217B  HEX: #8fc7ff
- Light Blue — CMYK: 20C 10M 0Y 0K  RGB: 200R 211G 235B  HEX: #52a8ff
- PMS 2190C  Dark Blue (Text) — CMYK: 68C 34M 0Y 0K  RGB: 103R 142G 217B  HEX: #52a8ff
- Black — CMYK: 0C 0M 0Y 100K  RGB: 39R 37G 37B  HEX: #272525

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 online 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., 2017.

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