

# Solarban® Solar Control Low-E Glass and Sungate® Low-E Glass by Vitro Architectural Glass Identity Standards, Trademark and Logo Usage



**Solarban glass and Sungate glass 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 Trademarks.VitroGlassHub.com;**
- 3. Your company must use proper trademark attribution on all uses of the trademarks indicating that "Solarban is a registered trademark owned by Vitro." or "Sungate is a trademark owned by Vitro.";**
- 4. Your use of the Solarban glass and Sungate glass 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

Solarban glass and Sungate glass 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: Solarban® Solar Control Low-E Glass

- Initial reference (headline, subhead or copy) always should be in italics, with initial cap, bold, followed by ® and the attributive noun "solar control low-e glass" (i.e., **Solarban®** solar control low-e glass).
- In all references after the initial reference, *Solarban* should be in italics with initial cap, no ® and not bold. The noun "glass" always must appear after each reference to the product name (i.e., *Solarban* glass).

- *Solarban* 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 *Solarban* glass name and/or logo must be accompanied by a typed notice stating: "*Solarban* is a registered trademark owned by Vitro."
- Individual product logos for any *Solarban* glass cannot be used without their numerical designations.

## Trademark Usage: Sungate® Low-E Glass

- Initial reference (headline, subhead or copy) always should be in italics, with initial cap, bold, followed by ® and the attributive noun "low-e glass" (i.e., **Sungate®** 400 glass).
- In all references after the initial reference, *Sungate* should be in italics with initial cap, no ® and not bold. The noun "glass" always must appear after each reference to the product name (i.e., *Sungate* 400 glass).
- *Sungate* 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 *Sungate* glass name and/or logo must be accompanied by a typed notice stating: "*Sungate* is a registered trademark owned by Vitro."
- Individual product logos for any *Sungate* glass cannot be used without their numerical designations.

## Two-Color Versions



(Sungate not available in two-color)

## One-Color Versions: Black



SUNGATE<sup>®</sup> 400  
Low-E Glass

## One-Color Versions: Reversed White



SUNGATE<sup>®</sup> 400  
Low-E Glass

## 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 *Solarban* is two-color format (PANTONE<sup>®</sup> 485 red and Cool Grey 9) to be used on white or light color backgrounds. For *Sungate*, only usage is one-color format (Black) 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: General

- 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 Formulas

- PMS 485 — **CMYK:** 0C 95M 100Y 0K    **RGB:** 238R 49G 36B    **HEX:** EE3124
- Cool Grey 9 — **CMYK:** 60C 50M 45Y 10K    **RGB:** 111R 114G 37B    **HEX:** 6F7278
- Black — **CMYK:** 0C 0M 0Y 100K    **RGB:** 39R 37G 37B    **HEX:** 272525

**Logo Size** – Do not use logos 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<sup>®</sup> Colors displayed here may not match PANTONE-identified standards. Refer to current PANTONE MATCHING SYSTEM<sup>®</sup> Publications to view accurate PANTONE Color Standards. PANTONE<sup>®</sup> and other Pantone, Inc. trademarks are the property of Pantone, Inc. Portions © Pantone, Inc., 2017.

All *Solarban* and *Sungate* 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.