

Intercept® and Intercept Corner+®

Spacer System by Vitro Architectural Glass

Identity Standards, Trademark and Logo Usage



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.

Legal Restrictions

Intercept and Intercept Corner+ spacer system logo 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:

***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."

Four-Color Version

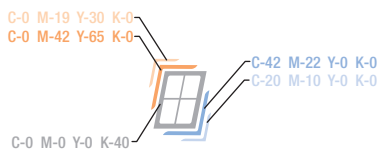
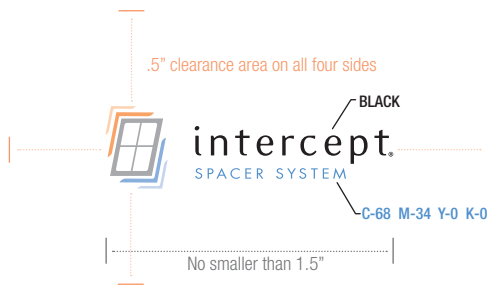


(Intercept Corner+ logo is not available)

One-Color Version: Black



One-Color Versions: 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 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:** #ffc7b3
- Blue — **CMYK:** 44C 22M 0Y 0K **RGB:** 148R 173G 217B **HEX:** #8fc7ff
- Light Blue — **CMYK:** 20C 10M 0Y 0K **RGB:** 200R 211G 235B **HEX:** #cce6ff
- PMS 2190C Dark Blue (Text) — **CMYK:** 68C 34M 0Y 0K **RGB:** 103R 142G 201B **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.

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