VIRACON®

GLASS IS EVERYTHING™

GRAPHIC IDENTITY STANDARDS

CONTENTS

Viracon Logo Guidelines & Specifications

Introduction

Why do we need Graphic Standards?

The visual identification symbol for Viracon is the corporate signature, or logo. It is to the company what a handwritten signature is to a person: a unique graphic expression of individuality. Our logo is our company's most visible symbol and stands for everything we do and say about our company. It reflects the integrity, stability and reliability our customers have come to depend on for innovation, trusted solutions and high performance.

Letters, business cards, brochures, labels, advertisements, signs, soft goods and other visual materials that feature our corporate signature affect public perception of Viracon. As a result, it is important that Viracon project a clear, consistent and professional image. To ensure this, Viracon has developed a corporate signature and guidelines for its use. This corporate signature must be used in its entirety and reproduced from authorized original illustrations or EPS vector artwork. It may not be redrawn, re-proportioned or modified in any way.

Branding

Who we are. What we stand for.

The Viracon brand is the symbol of business transactions and promises made and kept over a long period of time.

Since 1970, Viracon has grown into an international company that offers the most complete range of high performance architectural glass products available worldwide. Our reputation for delivering design, aesthetic, budget and performance solutions for clients both large and small is the result of supplying high-performance glass products to projects around the world.

An expanded product line, innovative technology and a global presence have resulted in Viracon becoming the leader in glass fabrication.

Corporate Logo

There are two versions of the corporate signature that you can use depending on the positioning statement desired and the size in which it will be reproduced. The corporate signature variations allowed account for the need to adjust the size of the Viracon corporate signature to maintain clarity and avoid filling in at smaller sizes. The corporate signature must appear in its entirety. Elements may not be relocated, substituted, resized or repositioned beyond the provided guidelines. The Marketing Department will provide original illustrations of the corporate signature (symbol and wordmark) and answer questions regarding its use.

Symbol: building with 3 left stripes filled (solid) and
3 right stripes outlined with no fill (transparent)

Wordmark: custom Viracon font – must include ® after the N

Tagline: Gotham Medium 14 pt font in gray -
must include ™ after the G

GLASS IS EVERYTHING™

Corporate Signature: combination of the symbol, wordmark
and tagline (tagline is optional)

Placement: symbol to be centered above the wordmark

Size: the corporate signature may not measure less than
1-1/8", unless pre-approved by the Marketing
Department.

VIRACON®
GLASS IS EVERYTHING™

Protected area

Protected area: minimum ¼" around the perimeter of the logo
Left: min ¼" from the V in Viracon
Top: min ¼" from the top tip of the building
Right: min ¼" from the right side of the ®
Bottom: min ¼" from the bottom edge of the tagline

Note: if using only the building symbol without the
wordmark or tagline = minimum ½" perimeter.
If using only the building symbol and wordmark
without the tagline = minimum ¼" perimeter.

VIRACON®
GLASS IS EVERYTHING™

Color Usage

The corporate signature may not appear in any other color variations than those listed below, without prior approval from the Marketing Department.

Standard Corporate Signature
- Color: Three-color
  - **Symbol:** PMS 300 Blue
  - **Viracon:** Black
  - **Tagline:** PMS Cool Gray 8
- Font:
  - Custom Viracon Font

Three-color: Blue, White & Gray
- Color: Three-color
  - **Symbol:** PMS 300 Blue
  - **Viracon:** White
  - **Tagline:** PMS Cool Gray 8
- Font:
  - Custom Viracon Font

One-color: Black
- Color: Black
  - **Symbol:** Black
  - **Viracon:** Black
  - **Tagline:** Black
- Font:
  - Custom Viracon Font

One-color: Blue
- Color: PMS 300 Blue
  - **Symbol:** PMS 300 Blue
  - **Viracon:** PMS 300 Blue
  - **Tagline:** PMS 300 Blue
- Font:
  - Custom Viracon Font

One-color: White
- Color: White
  - **Symbol:** White
  - **Viracon:** White
  - **Tagline:** White
- Font:
  - Custom Viracon Font

Background Colors

Like the Viracon corporate signature, color provides a power means of visual recognition. When Viracon colors are consistently used, the company's graphic identity is all the more effective.

As with the Viracon corporate signature, color use on backgrounds should be treated with a great deal of visual respect to avoid conflicting color treatments. When printing on any black or dark background, reverse the corporate signature to white. You may print the two-color corporate signature on a neutral background as long as it displays sufficient contrast for both the black and PMS 300 blue, in these cases the two-color option consisting of the PMS 300 Blue symbol and White wordmark would be recommended.

Compatible Typefaces

Choosing a typeface that is compatible with the corporate signature enhances printed materials by making them more attractive, readable and professional. The Arial typeface is preferred.

<div align="center">

Arial Family
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

</div>

Corporate Trademarks

A Viracon trademark is an approved word, phrase or symbol used with or without the Viracon corporate signature to identify a specific positioning statement, product or service.

Because trademarks distinguish Viracon from other companies, the correct use of trademark symbols is essential. Each trademarked product, statement or service must feature the trademark symbol on first reference only, with the exception of the tagline.

The current Viracon trademark listings are:

> Viracon®
> Glass is Everything™
> CyberShield™ by Viracon with Pilkington DATASTOP™
> StormGuard®
> The Leader in Glass Fabrication™
> DigitalDistinctions™
> Viraspan™
> VUE-50®
> RoomSide™ Low-E
> VTS™

VIRACON®

GLASS IS EVERYTHING™

Additional Guidelines

A. Protected area

To maintain the integrity of the corporate signature, it should not be crowded or overwhelmed by the edge of a page or any graphic elements-including artwork, photography or typography. If placed within a cluttered environment, the corporate signature's message risks becoming obscured and insignificant.

The protected area of the corporate signature is always 1/4" around the entire logo. This applies equally to the three-color and one-color signatures (see page 3 for more information).

B. Redesign

The corporate signature must appear in its entirety. Elements may not be relocated or resized.

C. Typography

No typography may be added, deleted or modified.

D. Positioning

Do not position the corporate signature diagonally or on any baseline other than horizontal.

E. Color treatments

Black, white, PANTONE 300 blue and PANTONE Cool Gray 8 (tagline) are the only approved colors for the corporate signature.

F. Size

The corporate signature may not measure less than 1-1/8", unless pre-approved by the Marketing Department.

G. Exceptions

The corporate signature can appear without the tagline. The full corporate signature is normally used on first reference as a positioning statement.

The partial corporate signature, without the tagline, is used on second reference and for printed materials that promote its use. For example, return address labels, envelope and soft goods. All other guidelines (color, positioning, etc.) must be followed.

H. Reproductions

Do not use second-generation artwork to reproduce the corporate signature. First-generation artwork and electronic files are available from the Marketing Department.

Protected area

Redesign

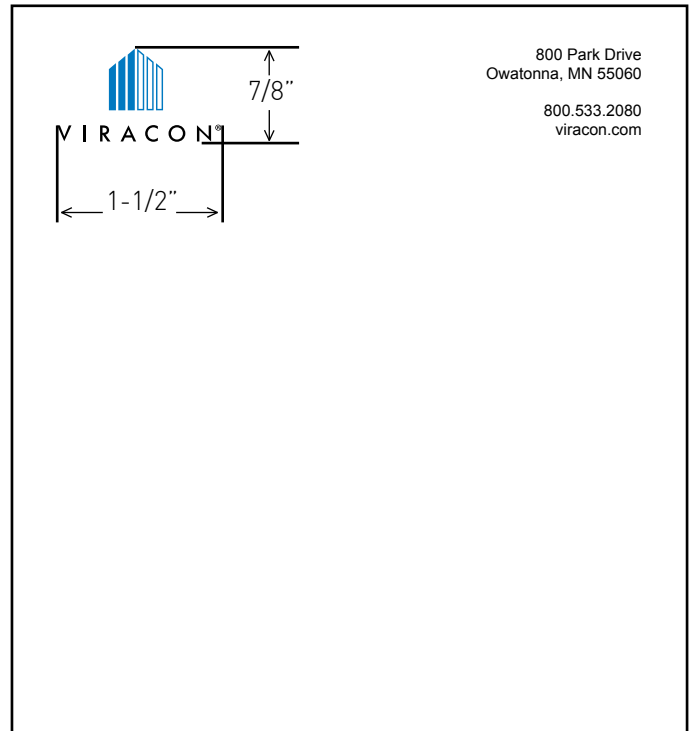**Positioning**

Color Treatments

Size

Stationary Format

Review all guidelines for use of the corporate signature before designing letterhead, envelopes, mailing labels and business cards. Pay close attention to guidelines regarding colors, positioning, protected area, size and restrictions on other logos. Ensure that you use first-generation illustration artwork of the corporate signature. All standard-size letterhead, envelopes, mailing labels and business cards must comply with the production grids and color schemes shown here. No other logos may appear on the stationery, other than the Apogee Enterprises, Inc. logo, without approval from the Marketing Department.
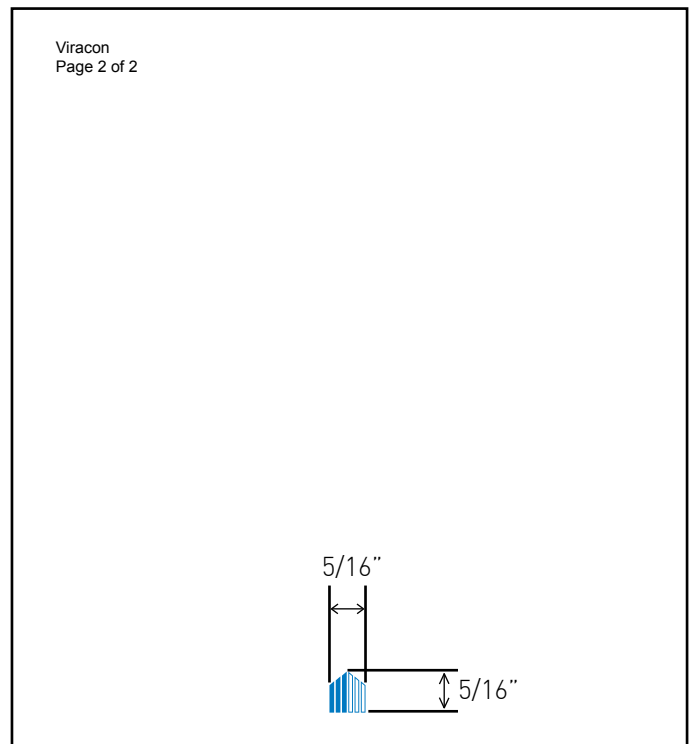
Letterhead stationery

1. **First Page/Header:**
   - Logo Size: 1-1/2" x 7/8"
   - Tolerance: +/- 1/4"
   - Color: Two-color
     • Symbol: PMS 300 Blue
     • Viracon: Black
   - Protected Area: Minimum 1/4" around the perimeter of the logo
   - Placement:
     • Top margin: 5/8"
     • **Logo:** Upper left corner where the top and left margins intersect
     • The "V" should be in alignment with the left margin
       - Minimum 1/2" left margin; 3/4" preferred
     • The top tip of the building symbol should be in alignment with the top line of the corporate address
     • **Corporate address:** Upper right corner where the top and right margins intersect
       - Right margin: 5/8"
       - Font Style: Arial
       - Font Color: Black
       - Font Size: 10 point
     • Address information may not appear within the protected area of the corporate signature
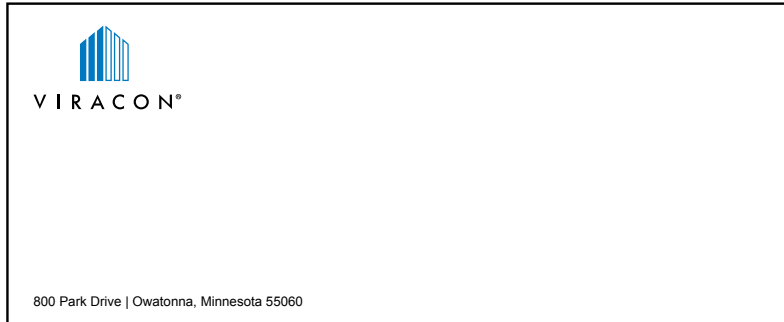   - Left and right body copy margins: 1-1/4"

2. **Page Two+ Footer:**
   - Viracon logo symbol only: No wordmark or tagline
     • Starting with page 2 and all following pages
     • One color: PMS 300 Blue
     • Size: 5/16" (w) x 5/16" (h)
     • Placement: Centered within the footer

800 Park Drive
Owatonna, MN 55060

800.533.2080
viracon.com

7/8"

1-1/2"

VIRACON®

Viracon
Page 2 of 2

5/16"

5/16"

Stationery envelopes

- Envelope size: 9-1/2" x 4-1/8"
- Two-color full corporate signature located in upper left corner
  - 1-1/2" wide x 7/8" high
  - 3/8" margins on all sides
- Mailing address located in lower left corner
  - 3/8" margin on left; 3/16" margin from bottom
  - Printed in 10 point upper and lowercase Ariel font

Business Cards

- Size: 3-1/2" x 2"
- Two-color full corporate signature positioned at the top center on front
  - 1/2" down from top
  - 7/16" from left edge
  - 1-1/8" wide x 3/4" tall
- Font:
  - Name in PMS 300 Blue 9 point DIN Bold in all caps
  - Credits in black 6 point DIN Light with 9° skew
  - Job title in black 6.5 point Proxima Nova Condensed Light with 9° skew
  - Mailing address black 7 point Proxima Nova Light
  - Phone numbers and Fax number in black 7 point Proxima Nova Light (the T, D, C and F are Semibold in PMS 300 Blue)
  - Email address in PMS 300 Blue 8 point Proxima Nova Semibold
  - All rows are left aligned 1/4" from edge
- Back side:
  - White building symbol only, centered
    - 1/4" wide x 5/16" high
    - 7/8" from left edge
    - 11/16" from top
  - Mission statement in white 6 point DIN Medium in all caps and centered
  - Website address in white 8 point Proxima Nova Semibold, centered

Front

Back

Mailing Labels

- Size: 4" x 3"
- Two-color full corporate signature in upper left corner where the top margins intersect
  - 1/4" margins on top and left; 3/16" margin on bottom
- Mailing address positioned in upper right corner and printed in 12 point Ariel
  - 1/4" margins on top and right; 3/16" margin on bottom
- Line is 3/16" down from bottom of logo and address and 3/16" up from the TO:.
  - 1/4" margin on left and right
  - TO: in Arial 12 point font in uppercase letters

Odd-size stationery not shown here should follow the same guidelines in a proportionate manner. If you have questions about odd-size stationery, call the Marketing Department.

Promotional / Marketing Materials

A. Brochures

Please review all guidelines for use of the corporate signature before designing brochures and other literature. Pay close attention to guidelines regarding colors, positioning, protected area, size and restrictions on other logos. Ensure that you use EPS vector artwork of the corporate signature.

For one-color brochures, ensure that the corporate signature is printed in all black, white or PMS 300 blue from a solid background.

When printing brochures in two or more colors, ensure that corporate signature is printed in official blue and black colors, all black, white or PMS 300 blue from a solid background.

B. Advertisements

Review all guidelines for use of the corporate signature before designing advertisements. Pay close attention to guidelines regarding colors, positioning, protected area, size and restrictions on other logos.

Ensure that you use EPS vector artwork of the corporate signature.

C. Newsletters

Please review all guidelines for use of the corporate signature before designing newsletters. Pay close attention to guidelines regarding colors, positioning, protected area size and restrictions on other logos.

Ensure that you use EPS vector artwork of the corporate signature.

D. Soft goods

Review all guidelines for use of the corporate signature before designing embroidered and screen-printed soft goods. Pay close attention to guidelines regarding colors, positioning, protected area, size and restrictions on other logos.

For embroidery, ensure that you use EPS vector artwork of the corporate signature.

For screen-printing, ensure that you use EPS vector artwork of the corporate signature.

E. Vehicles

Please review all guidelines for use of the corporate signature before designing logo usage on vehicles.

Pay close attention to guidelines regarding colors, positioning, protected area, size and restrictions on other logos. Ensure that you use EPS vector artwork of the corporate signature.

F. Signage

Please review all guidelines for use of the corporate signature before designing any signage. Pay close attention to guidelines regarding colors, positioning, protected area, size and restrictions on other logos.

Ensure that you use EPS vector artwork of the corporate signature.

G. Other Uses

This graphic identity standards guide only covers basic uses of Viracon's corporate signature. For applications not covered in this publication-or for clarification of the guidelines it contains-please contact the Marketing Department.

VIRACON®

GLASS IS EVERYTHING™