



The Pink Panther™ Guidelines

For Contractors, Distributors and Dealers

Usage and Approval Process

- The process is to send all artwork to LocalMarketing@owenscorning.com. The layout will be reviewed for correct Pink Panther artwork, correct position of the Owens Corning logo in relation to the Pink Panther and contextual MGM legal line with the **current year**. You may also receive direction to align with the Owens Corning brand standards and legal disclaimers.
- Local Marketing will assist you to ensure artwork meets MGM and Owens Corning requirements and will obtain MGM approval. Please **allow 8 business days for MGM to review** material and an additional 8 days for any requested revisions.
- The Owens Corning logo or Owens Corning program logo needs to be closer to and in between The Pink Panther™ and any logo or verbiage of a non-Owens Corning entity. This includes contractor logos and any other logos, such as BBB, credit card images or industry certifications.
- The Owens Corning logo or Owens Corning program logo needs to be relatively the same size as The Pink Panther™ depending on context. The Pink Panther™ may not be the focus of contractor and supplier material.
- The Pink Panther™ must have a purposeful relationship with the messaging rather than being a decoration.
- The Pink Panther™ does not:
 - Speak
 - Use a thought bubble referring to contractor business
 - Touch a non-Owens Corning entity
- The Pink Panther™ may not be incorporated into a non-Owens Corning logo and may not touch any non-Owens Corning image such as a gift card, giveaway product or business owner.
- No layouts or web pages using The Pink Panther™ will be approved if they feature **ONLY** a competitor's logo.

Owens Corning has exclusive licensing to the character in our product categories.

- One of the following legal lines is required whenever The Pink Panther™ is shown, depending on the context:

Preferred MGM legal line:

**THE PINK PANTHER™ & © 1964-[Current Year]
Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.**

Abbreviated legal line if space is an issue and always for small phone directory ads:

THE PINK PANTHER™ & © 1964-[Current Year] MGM.

Preferred for direct print on merchandise OR if space is an issue on very small graphics:

TM & © [Current Year] MGM.

- NOTE: It is important that capitalization, spacing and punctuation be followed exactly within the legal lines, **including the period** at the end of the line.

The MGM legal line must be legible. A close-up of the legal line can be sent in addition to the full layout if a suitable format is not available.

- Additionally, the following legal verbiage must be included on contractor and distributor material:

[Company Name] is an independent contractor [supplier] and is not an affiliate of Owens Corning [Roofing and Asphalt,] [Insulating Systems,] LLC or its affiliated companies.

Material that utilizes only the Owens Corning logo rather than a contractor program logo, must include the following verbiage. Contractors use "Installer", Dealers and Distributors use "Supplier":

Proud Installer [Supplier] of Owens Corning® Products

- Other legal verbiage may be required for promotions, claims, warranty statements, financing offers, etc. Local Marketing will work with you to ensure correct legal notice.
- Image and logo requests should be sent to LocalMarketing@owenscorning.com.

MGM Approval Request Email

Each time you create a layout including The Pink Panther™, please send a file of the final layout to LocalMarketing@owenscorning.com for MGM approval. Please submit a PDF file (preferred) or JPEG of the entire piece with the MGM legal line **legible**. When you send the request, please include:

- Type of project: Ad, flyer, billboard, etc.
- Audience: Employees, homeowners, trade, etc.

NOTE: Please attach the JPEG or PDF file rather than embedding it into your email.

This will give MGM the information they need to review the piece for approval. If you are submitting several pieces that support the same design campaign, you may submit all files in one request for approval of all pieces.

IMPORTANT: Images of The Pink Panther™ will not be approved by themselves. They must be shown in context for each proposed layout. **Example 1:** If a graphic of The Pink Panther™ is approved, you must submit each item on which the graphic is placed. **Example 2:** If you have two ads with the same content but in two different sizes, each ad must be submitted.

Usage of The Pink Panther™ by Medium

Printed Advertising Materials:

- Please design the layout concept following the usage rules and using current, approved art.
- Submit JPEG and PDF files of the layout to LocalMarketing@owenscorning.com for approval.
- Once you receive approval via email, proceed to print.

Legal Line for Small Phone Directory Ads:

THE PINK PANTHER™ & © 1964-2016 MGM.

- The independent contractor [supplier] statement is not required for phone directory ads smaller than 8 inches wide.

Commercials and Videos:

- Stage 1: Please submit a concept script/storyboard. Include a description of how The Pink Panther™ will be used and where the Owens Corning logo will be in relation to him. The full MGM legal line must be included on the last frame. The Pink Panther™ may not touch a contractor such as shaking hands or wear a contractor's logo.
- Stage 2: Send a rough cut of the video in MOV, MPG or WMV file format.
- Do not proceed to the next step without approval of the prior step, as you will be responsible for any costs incurred to change or revise the commercial at MGM's request.

The independent contractor [supplier] statement and full MGM legal line are required on the last frame of TV spots and videos:

[Company Name] is an independent contractor and is not an affiliate of Owens Corning [Roofing and Asphalt,] [Insulating Systems,] LLC or its affiliated companies. **THE PINK PANTHER™ & © 1964-2016 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.**

Wearables and Promotional Items:

- First, please submit a PDF mock-up or photo of the concept prior to production for MGM approval. The Pink Panther™, Owens Corning logo and MGM legal line must be shown in position on the item. It can be an outline drawing of the item.
- Once the layout is approved, provide your vendor with The Pink Panther™ color specifications and Owens Corning logo guidelines along with your layout.
- For embroidery, once the concept is approved, send a photo of the stitched sample to LocalMarketing@owenscorning.com for MGM approval prior to production. This may take an additional 8 days.
- Do not proceed to the next step without approval of the prior step, as you will be responsible for any costs incurred to change or revise the embroidery at MGM's request.

Legal Line on Merchandise:

- The full legal line is preferred on a tag. Local Marketing can assist in obtaining tags. If inclusion of a tag is not possible, the following shortened legal line should be used for direct print or embroidery on merchandise:
TM & © 2016 MGM.
- The independent contractor [supplier] legal statement is not required on merchandise.

Websites:

- Please design the webpage layout concept following the usage rules and using current, approved art.
- Send a JPEG/PDF file of the webpage layout and test site URL to LocalMarketing@owenscorning.com.
- Once you receive approval from Local Marketing, then you may launch the website.

The independent contractor [supplier] statement and full MGM legal line are required at the bottom of the homepage:

[Company Name] is an independent contractor [supplier] and is not an affiliate of Owens Corning [Roofing and Asphalt,] [Insulating Systems,] LLC or its affiliated companies. **THE PINK PANTHER™ & © 1964-2016 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.**

Vehicle Graphics:

- The Pink Panther™ may not be the focus of vehicle graphics.
The independent contractor [supplier] statement and full MGM legal lines are required on ONLY ONE SIDE of the vehicle:

[Company Name] is an independent contractor [supplier] and is not an affiliate of Owens Corning [Roofing and Asphalt,] [Insulating Systems,] LLC or its affiliated companies. **THE PINK PANTHER™ & © 1964-2016 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.**

Producing The Pink Panther™ in a Medium Not Listed Here:

- Please submit concepts and questions to LocalMarketing@owenscorning.com for instructions on how to proceed.



Checklist for Using The Pink Panther™



CONCEPT LAYOUT

I have created the concept layout for my project. I have used the correct Pink Panther™ files, the current Owens Corning logo, and the correct Owens Corning/MGM legal line in my layout.



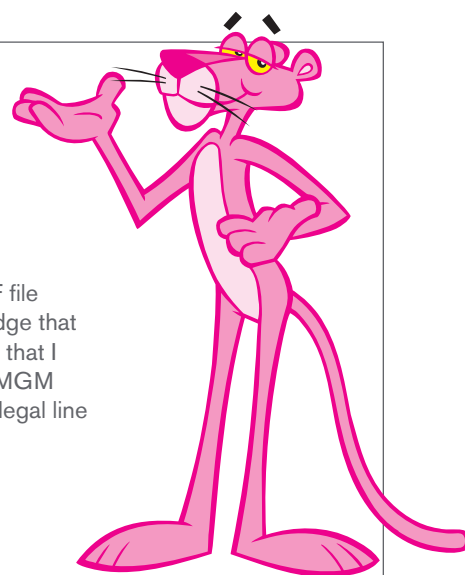
APPROVAL REQUEST

I have sent an approval request with my final art layout in JPEG and PDF file formats to LocalMarketing@owenscorning.com for approval. I acknowledge that the standard turnaround time for MGM approval is 8 business days, and that I will not proceed with production until I receive email confirmation of my MGM approval. NOTE: The MGM legal line must be legible. A close-up of the legal line can be sent if a suitable format is not available.



MGM APPROVAL

I have received confirmation of MGM approval on my project. I can now continue onto production.



Owens Corning and Contractor Logo Usage Guidelines

Owens Corning Logo Usage Guidelines

All contractor material that co-brands with Owens Corning will need to include the following legal disclaimer in addition to any promotional, technical or warranty disclaimers:

(Company Name) is an independent contractor and is not an affiliate of Owens Corning Roofing and Asphalt, LLC or its affiliated companies.

Exceptions are made for extremely small ads and apparel.

Whenever the Owens Corning logo is used in contractor material, the relationship between Owens Corning and the contractor must be established by placing "Proud Installer of Owens Corning® Products" or "Proud Supplier of Owens Corning® Products" above the Owens Corning logo. "Proud Installer of Owens Corning® Products" or "Proud Supplier of Owens Corning® Products" can be placed above or below the contractor logo as an alternative if messaging satisfies Owens Corning Co-Branding guidelines.

**PROUD INSTALLER OF
OWENS CORNING® PRODUCTS**



**PROUD INSTALLER OF
OWENS CORNING® PRODUCTS**



COLOR

Color values are based on the Pantone® values as seen in the most current edition of the Pantone® Matching System (PMS) books. Check with your vendor to ensure the correct values are used for your application.

The primary and approved logo color is red, Pantone 186. When used in one color applications and red is not available, the logo should be produced in black. If the logo is to be produced as a metal color, only silver is acceptable.



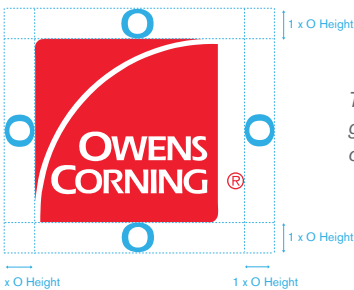
COLOR
Pantone 186
C:0 M:100 Y:81 K:4
R:206 G:17 B:38
HEX: #CE1126



ONE COLOR BLACK
Process Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX: #000000

STAGING

Good "staging" is essential for the Owens Corning logo to stand out vividly in all visual communications. It should be separated on all sides from all other copy, photos or illustrations by a clear staging area the height of the cap "O" from the Owens Corning logo, as shown.



*This example reflects a minimum—
greater staging between the logo and
other layout elements is often desirable.*



All material co-branded with Owens Corning must be submitted to Local.Marketing@owenscorning.com for review and approval to ensure that all Roofing business, Owens Corning brand and Owens Corning legal requirements are satisfied. Your Owens Corning Sales contact can assist with this process, or contact ProDesk®.

Owens Corning Logo Usage Guidelines

INCORRECT USE



Don't outline the logo or trademark



Don't place the logo within a box on top of a colored background



Don't place the logo within a box or use a heavy line around the logo



Don't place the logo on distracting backgrounds where it is hard to see



Don't change the logo color



Don't alter shape of the logo and always keep proportional



Don't change the logo proportions and arrangement



Don't place a drop shadow, bevel or emboss on the logo



Don't use partial "arc"



Don't reverse out the logo or trademark



Background should not show through the logo arc or type



Don't place a glow on the logo

Owens Corning Logo Usage Guidelines

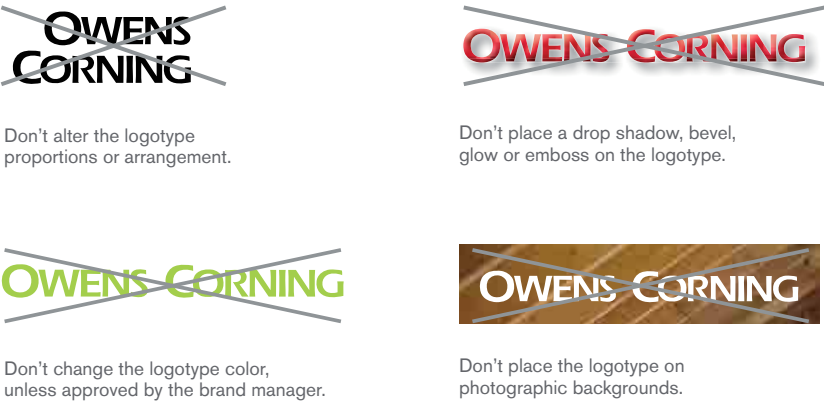
LOGOTYPE

The Owens Corning logotype is the Company name type treatment. In limited cases, when the Owens Corning logo cannot be used, the logotype may be substituted. Instances include use for small promotional items such as pens, or wearables with limited production capabilities or imprint space. The approved colors for the logotype are black, PMS 186, PMS Cool Gray 10, or white as shown below. The Owens Corning logotype is not to be recreated or typed using a similar or different font.

Correct Usage



Incorrect Usage



Platinum Preferred Contractor Logo Usage Guidelines

“Proud Installer of Owens Corning® Products” is not needed when using the Platinum Preferred logo.



ARC and type always WHITE.
* same color as logo

ARC and type always WHITE.
* same color as logo

ARC and type always WHITE.
* same color as logo

Owens Corning Logo Usage Guidelines

BACKGROUND TREATMENT

The Owens Corning logo must clearly contrast with the background to maintain clarity and visual impact. Backgrounds on which the logo appear must be simple — avoid heavy and distracting patterns. Textured or photographic backgrounds should be light in color and complement the Owens Corning logo.

Below are approved logo usage on both light and dark backgrounds. The white graphic elements in the logo must be maintained over the background color/image. Refer to page 4 for incorrect usage.



Less than 50%
Background

More than 50%
Background

Black
Background

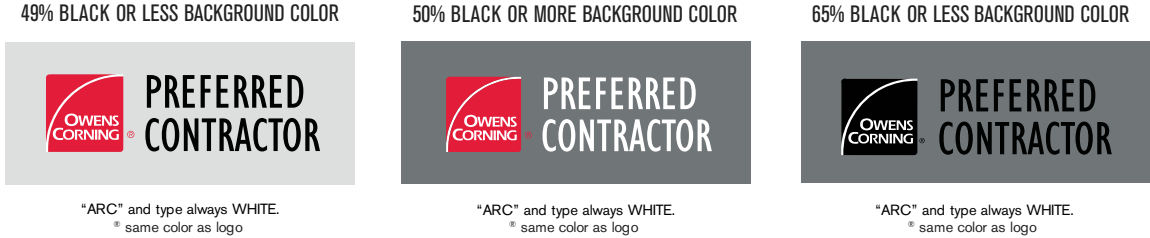
Less than 50%
Background

More than 50%
Background

Photographic
Background

Preferred Contractor Logo Usage Guidelines

“Proud Installer of Owens Corning® Products” is not needed when using the Preferred Contractor logo.



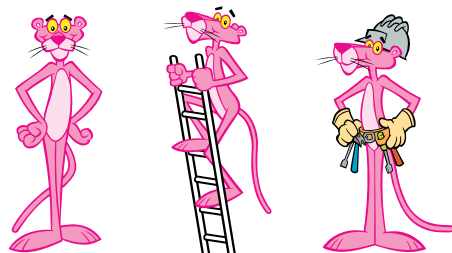
ARC and type always WHITE.
* same color as logo

ARC and type always WHITE.
* same color as logo

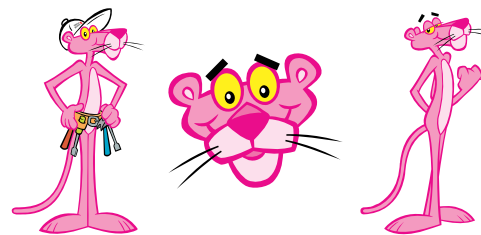
ARC and type always WHITE.
* same color as logo

The Pink Panther™ Guidelines

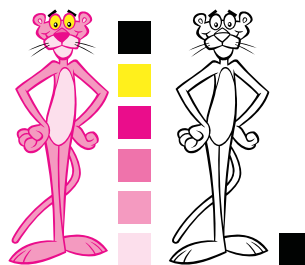
Correct Usage of The Pink Panther™



Make sure to keep The Pink Panther™ art in the correct proportions.



Use only current, approved The Pink Panther™ art files.



Follow The Pink Panther™ color specifications

Joe & Sons
CONTRACTING



**PREFERRED
CONTRACTOR**

Sample use of the Owens Corning logo in conjunction with your company's graphics. Display The Pink Panther™ as part of the Owens Corning brand.

The Pink Panther™ Color Specifications

CMYK



- 100K**
Eyebrows,
Pupils,
Whiskers
- 85K**
Eyebrows, Whiskers
when used on a
black background
- 100Y**
Eyes
- 100M**
Body Outline,
Tip of Nose,
Tongue
- 70M**
Bridge of Nose
- 50M**
Body Fill
- 15M**
Ear Centers,
Muzzle,
Stomach

NOTE: WHEN PRINTING USING
ONLY TWO PROCESS COLORS,
DELETE YELLOW IN EYES.

NOTE: WHEN USED ON A
BLACK BACKGROUND THE
EYEBROWS AND WHISKERS
SHOULD BE 85% BLACK



Two-Color Process
magenta, black



Background
100% black

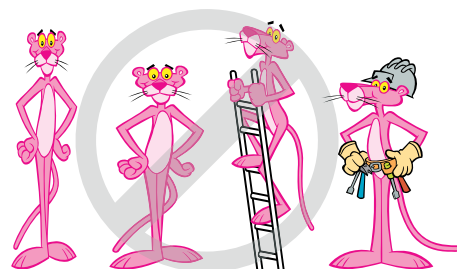
PMS SPOT



- Black**
Eyebrows,
Pupils,
Whiskers
- PMS Cool Gray 11**
Eyebrows, Whiskers
when used on a
black background
- PMS 102**
Eyes
- Pantone Process
Magenta C**
Body Outline,
Tip of Nose, Tongue
- PMS 211**
Bridge of Nose
- PMS 210**
Body Fill
- PMS 670**
Ear Centers,
Muzzle,
Stomach

NOTE: WHEN USED ON A
BLACK BACKGROUND THE
EYEBROWS AND WHISKERS
SHOULD BE COOL GRAY 11.

Incorrect Usage of The Pink Panther™



When resizing art files, hold down the SHIFT key to maintain the proper proportions.



Do not use outdated or hand-drawn art.

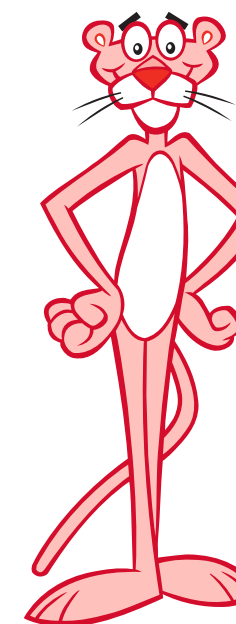


Unacceptable examples of color set-ups.

Joe & Sons
CONTRACTING

Do not use The Pink Panther™ as part of your company logo, even with the Owens Corning logo.

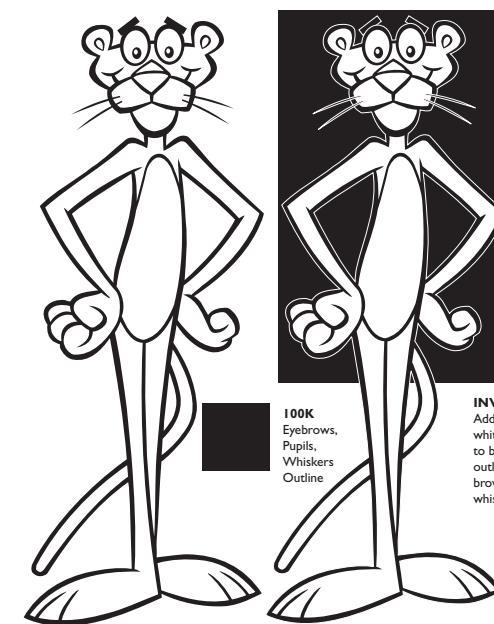
2-COLOR



- 100K**
Eyebrows,
Pupils,
Whiskers
- White**
Eyes
- 100 PMS 186**
Body Outline,
Tip of Nose
- 40 PMS 186**
Bridge of Nose
- 30 PMS 186**
Body Fill

*When printing using only one color,
change the black eyebrows, pupils and
whiskers to 100 PMS 485.

BLACK & WHITE



- 100K**
Eyebrows,
Pupils,
Whiskers
Outline

INVERSE:
Add 1pt
white stroke
to black
outline,
brows &
whiskers.