



**Brand Guidelines**  
Owens Corning Visual Identity Summary

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## Overview

This document represents an overview of the Owens Corning brand. It is a guide for creating a strong visual brand identity across all functions and business units. Presenting a unified corporate brand is necessary in strengthening the Company's global reputation and success.

Owens Corning leaders should ensure that all external suppliers, such as agencies and vendors, be familiar with this document in order to convey our corporate brand correctly and effectively.

Branding is an ever-changing endeavor, adapting and improving over time. Periodically, this document will be updated to reflect changes and additions to the full Owens Corning Brand System.

Corporate brand alignment across all functions and business units within the Owens Corning organization is key to our success. Our brand framework shows how our brand is aligned with our business foundation to convey consistent messaging internally and externally.

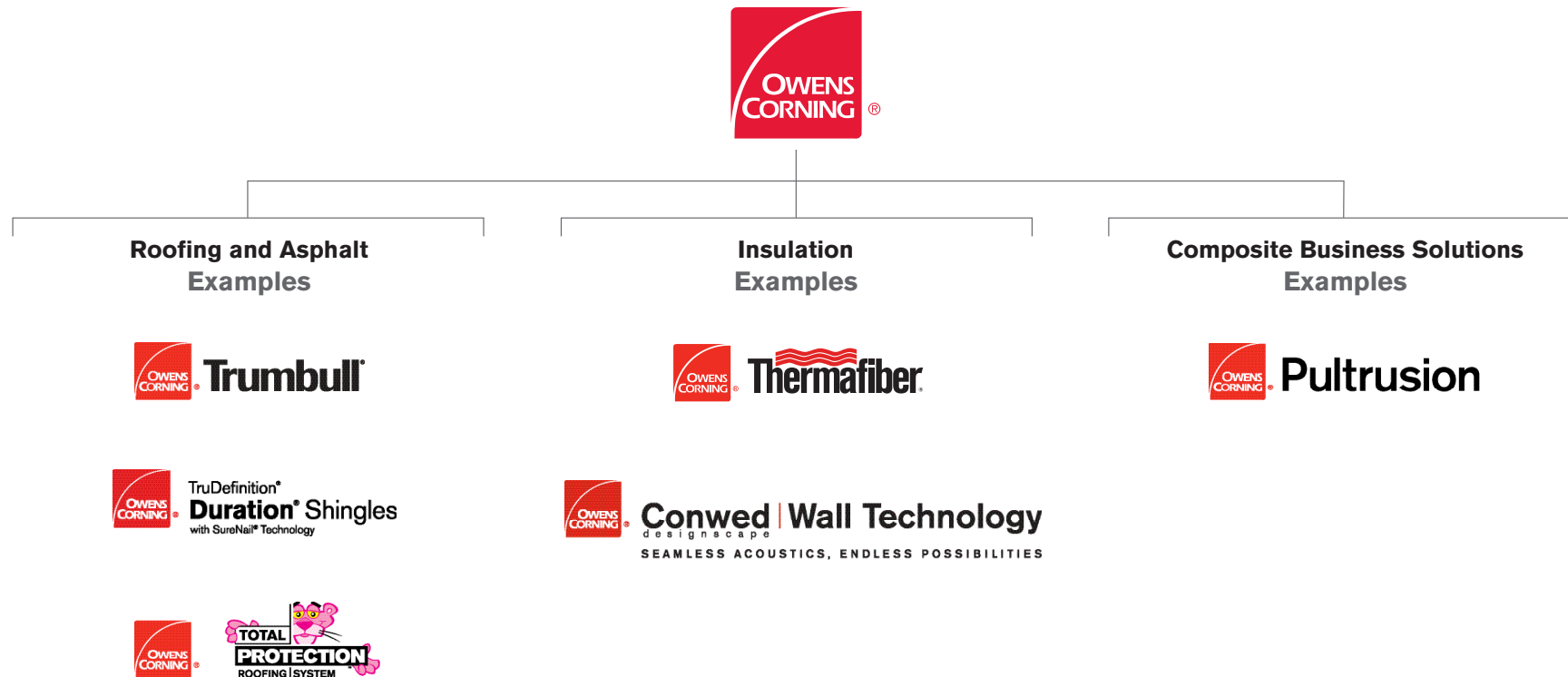
BUSINESS FOUNDATION	BRAND FOUNDATION	BRAND PROOF
<p><b>Mission Statement</b></p> <p>We aspire to build market leading businesses; global in scope – human in scale.</p>	<p><b>Mission</b></p> <p>Global in scope – human in scale.</p>	<p><b>Logo</b></p> 
<p><b>Purpose</b></p> <p>Our people and our products make the world a better place.</p>	<p><b>Brand Promise</b></p> <p>Our people and our products make the world a better place.</p>	<p><b>Brand Expression</b></p> <p>External and Internal Campaigns Corporate Visual Identity System Digital Space</p>
<p><b>Company Values</b></p> <p>Living Safely Winning with Customers Leading in Quality Expanding Our Impact Through Sustainability Turning Knowledge Into Value Striving to Be Better, Every Day</p>	<p><b>Expressing our Values</b></p> <p>Safe products, safe processes and all individuals living well. Our customer's success is our success Quality is never compromised We care about the world today and tomorrow Knowledge is power; we use it productively to benefit all our stakeholders Striving to Be Better, Every Day</p>	<p><b>Attributes</b></p> <p>Safe Committed Inspiring Collaborative Leading Engaged Sustainable Mindful Innovative Passionate Efficient</p>



Owens Corning is one company with three distinct and different businesses. Each with a brand extension of their own while following the broader corporate brand to create a strong global company presence. It provides the flexibility to create a wide array of brand expressions to support all functions and business units. Adhering to a single corporate brand strengthens the Company's reputation providing opportunities to leverage our people and our products.

Positioning the Owens Corning brand in all communications:

- Builds credibility and confidence in a unified company
- Creates cohesive and continuous flow of messaging, which strengthens the brand throughout all businesses
- Builds stronger equity in the Owens Corning brand



**We aspire to build market leading businesses; global in scope – human in scale.**

Through its long history, Owens Corning has developed a strong brand identity. Our recognition and awards have earned us a reputation for excellence as a leader in our industry. Global in scope and human in scale, the Company's market-leading businesses use their expertise to develop products and systems that enhance life.

**Our people and our products make the world a better place.**

All communications should tie back to our purpose. We make products that make the world safer, warmer and more efficient. We believe our people and our products make the world a better place. We do this every day in our customers' markets and in our employees' communities.

The Owens Corning logo is the most important visual element of our brand identity system. It immediately represents our company, people, brand, and reputation to the world.

The Owens Corning logo consists of 4 elements:

- Red cube
- White arc
- Owens Corning name in white
- Trademark

Because it is our most valuable visual asset, these elements should never be separated, nor altered in any way. The logo must be used correctly and consistently in all applications, using the approved and appropriate formats.

Approved logo artwork and guidelines are available through your Owens Corning communications/marketing leader.



### Color

The primary and approved logo color is Owens Corning red, Pantone 186. Additional color values based on CMYK, RGB, HEX format are also provided. 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.

### 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.



### Color

#### Red

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

## Lock Ups

A logo lock up is when the Owens Corning logo is used in combination with other trademarks, names, and headline text.

## Product Names



## Internal Programs



Internal programs and names should follow the standard logo lock up format. Special logos should not be created without [Brand](#) approval.

## Campaign Titles and Editorial Headlines



Option A



Option B



Option C

Staging must be consistent and proportionate, but can be adjusted to fit your layout. Chose the appropriate option to fit your headline length and width of space available.

When using a subhead with the header, it should be added in a lighter font weight under the headline with similar staging to the example at left.

### 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.



Less than 50%  
Background



More than 50%  
Background



Black  
Background



Photographic  
Background



Photographic  
Background



Less than 50%  
Background



More than 50%  
Background

Above 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 the following page for incorrect usage.

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



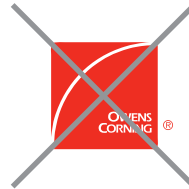
Don't place the logo on distracting backgrounds where it is hard to see



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



## 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.

### Correct Usage

**OWENS CORNING**

**OWENS CORNING**

**OWENS CORNING**

**OWENS CORNING**

### Incorrect Usage

~~OWENS  
CORNING~~

Don't alter the logotype proportions or arrangement.

~~OWENS CORNING~~

Don't change the logotype color, unless approved by the brand manager.

~~OWENS CORNING~~

Don't place a drop shadow, bevel, glow or emboss on the logotype.

~~OWENS CORNING~~

Don't place the logotype on photographic backgrounds.

The Owens Corning logotype is not to be recreated or typed using a similar or different font.

The sign-off is used to officially identify the company and conclude a communication. It should appear at the end — yet within the live reading areas — on all print material such as packaging, literature, advertising and promotions when it is necessary or desirable for the correspondence, or required by law.

The sign-off includes the Owens Corning logo along with the corporate address, contact information and relevant legal copy. When possible the sign-off copy should appear in Akzidenz-Grotesk Pro, 6pt/6.5pt (auto), 100% black.

The sign-off should adhere to the following format and order:

1. Owens Corning logo
2. Business name
3. Address
4. Phone number / 800 number
5. Web address
6. Publication number (if applicable)
7. Printed in the USA and date (if applicable)
8. MGM copyright line (if applicable)
9. The color PINK legal line  
(If applicable, see page 22 for details)
10. Owens Corning copyright line

### Examples



**OWENS CORNING INSULATING SYSTEMS, LLC**  
ONE OWENS CORNING PARKWAY  
TOLEDO, OHIO, USA 43659  
**1-800-438-7465 (1-800-GET-PINK®)**  
**www.owenscorning.com**

Pub. No. XXXXXXXX. Printed in U.S.A. XXXXXX 2015.  
THE PINK PANTHER™ & © 1964–2015 Metro-Goldwyn-Mayer Studios Inc.  
All Rights Reserved. The color PINK is a registered trademark of Owens Corning.  
© 2015 Owens Corning. All Rights Reserved.



**OWENS CORNING**  
ONE OWENS CORNING PARKWAY  
TOLEDO, OHIO, USA 43659  
**1-800-438-7465 (1-800-GET-PINK®)**  
**www.owenscorning.com**

© 2015 Owens Corning. All Rights Reserved.



**OWENS CORNING - OC ASIA PACIFIC  
SHANGHAI REGIONAL HEADQUARTERS**  
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1155 FANG DIAN ROAD, PUDONG, SHANGHAI,  
201204, CHINA  
**+86-21-6101 9666**  
**www.owenscorning.com**

THE PINK PANTHER™ & © 1964–2015 Metro-Goldwyn-Mayer Studios Inc.  
All Rights Reserved. The color PINK is a registered trademark of Owens Corning.  
© 2015 Owens Corning. All Rights Reserved.



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FIBERGLAS SPRL.**  
166 CHAUSSÉE DE LA HULPE  
B-1170 BRUSSELS  
BELGIUM  
**+32 2 674 8211**  
**www.owenscorning.com**

© 2015 Owens Corning. All Rights Reserved.

### Color Palettes

Owens Corning has historic value with our core color palette focusing on the Owens Corning red. The palette is designed to complement our brand elements, enhancing and creating a powerful differentiation for our brand. Consistent use of color brings cohesion and builds brand equity across diverse communication materials.

In 1987, Owens Corning trademarked the color pink becoming the first company to trademark a color. Building upon that brand recognition, pink is an important part of the brand identity. However, to preserve the impact of pink, it must be used intentionally for businesses it supports to ensure its use continues to build equity and recognition.

Color values below are based on the values found in the Pantone Matching System® (PMS) books. Check with your vendor to ensure the correct values are used for your project.

### Core Color Palette



#### Red

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



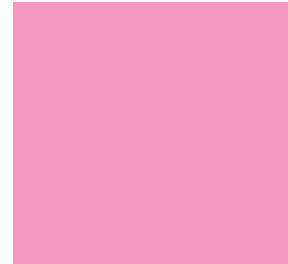
#### Process Black

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



#### Gray

Pantone Cool Gray 10  
C:61 M:53 Y:48 K:19  
R:101 G:102 B:106  
HEX: #65666A



#### Pink

Pantone 210  
C:0 M:45 Y:4 K:0  
R:249 G:159 B:201  
HEX: #F99FC9

Fonts not listed in the Brand guidelines should be pre-approved through Brand in order to ensure proper use and licensing is in place.

**Primary Typeface: Akzidenz-Grotesk Pro**

Akzidenz-Grotesk Pro is the Owens Corning primary typeface. Contemporary in tone and manner, Akzidenz-Grotesk Pro is an appropriate reflection of the Owens Corning corporate identity. Akzidenz-Grotesk Pro should be used on all external facing marketing and communication materials.

Light Condensed

ABCDEFGHIJKLMNO PQ

**Regular Condensed**

RSTUVWXYZ

**Bold Condensed**

abcdefghijklmnopq

**Extra Bold Condensed**

rstuvwxyz

**Extra Bold**

0123456789

Light

**Regular**

**Medium**

**Bold**

**Super**

Light Extended

Regular Extended

**Medium Extended**

**Bold Extended**

Fonts not listed in the Brand guidelines should be pre-approved through Brand in order to ensure proper use and licensing is in place.

### Secondary Default Typefaces

The Owens Corning primary typeface Akzidenz-Grotesk Pro is not standard on most computers. To ensure brand consistency throughout all communications, secondary default typefaces are to be used when the primary typeface is not available. Approved secondary typefaces are Arial and Calibri. Typefaces specific to different businesses are noted within brand extensions.

#### Secondary Typeface: Arial

Narrow

*Narrow Italic*

***Narrow Bold Italic***

*Italic*

**Bold**

***Bold Italic***

**Black**

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

abcdefghijklmnopq

rstuvwxyz

0123456789

#### Secondary Typeface: Calibri

Light

*Light Italic*

Regular

*Italic*

**Bold**

***Bold Italic***

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

abcdefghijklmnopq

rstuvwxyz

0123456789

## Core Visual Elements | Photography

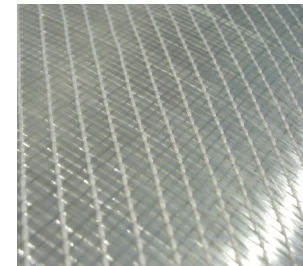
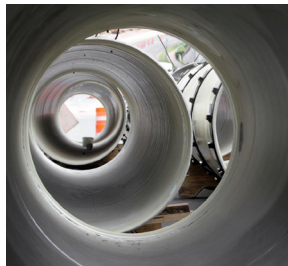
Photography is a significant means to support and strengthen the brand. When used properly, it can build credibility, confidence and engagement. When used improperly, can set the tone for mediocrity. Use photography that engages your audience through subject matter, focus, style and color. Photos should connect with the viewer in an authentic way in which they can identify with the subject matter.

**Photo release forms for every employee and non-employee model featured in photos, along with licensing documentation, should be completed and submitted to legal for filing.**

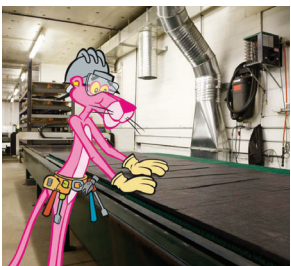
### Examples



### Product Examples



### Pink Panther Photo Illustration Examples





### Active Panther

Owens Corning began using United Artists' cartoon character The Pink Panther in 1980 to promote the sale of pink Fiberglas™ insulation. Since then, The Pink Panther character license agreement between Metro-Goldwyn-Mayer Studios Inc. and Owens Corning has been recognized as one of the most successful and long-standing corporate brand initiatives in entertainment licensing history.

In all instances, The Pink Panther should be used as an active character engaging the audience. He is a brand signifier that must have purpose; interacting with subject matter, presenting, or revealing information.

Contact [Pink.Panther@owenscorning.com](mailto:Pink.Panther@owenscorning.com) for the complete MGM/Owens Corning guidelines and approval process.

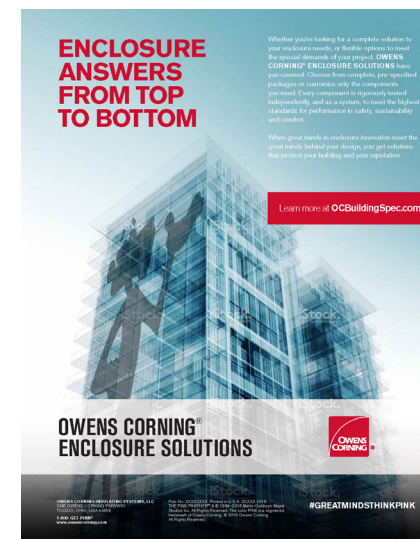
### Examples



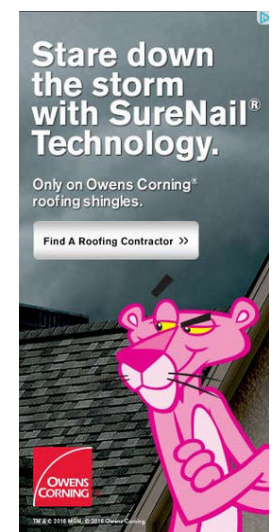
Corporate Safety Poster



Community Relations Volunteer Sweatshirt



Print Advertisement



Digital Advertisement

### The Pink Panther and Corporate Communications

The Pink Panther should be used sparingly throughout corporate and internal communications when appropriate. He should be used to generate brand awareness, and community and employee engagement. He should mainly be used in communications that support Safety and Community Relations. Please note that The Pink Panther should not be used in internal program names or logos without obtaining Brand approval.

### The Pink Panther and the Businesses

To leverage brand recognition and our connection with customers, The Pink Panther should be used intentionally to endorse the Roofing and Asphalt, and Insulation businesses. He is not used to promote the Composites business. Additional information can be found in the business brand extensions.

### **MGM Guidelines**

Incorrect usage of The Pink Panther dilutes the effectiveness of our brand and jeopardizes Owens Corning's licensing agreement with Metro-Goldwyn-Mayer Studios Inc. (MGM).

The Pink Panther must always be used in conjunction with the Owens Corning logo, or Owens Corning logotype. At no time may The Pink Panther be utilized without a direct correlation to Owens Corning. Only images of The Pink Panther designed specifically with MGM approval for Owens Corning use can be used in communications, and MGM must approve every proposed image of The Pink Panther prior to its use.

### **MGM Legal Line**

The following legal copy must be included in all instances where The Pink Panther appears. The trademark copy needs to reflect the current year of the piece.

#### **Preferred MGM legal line**

The Pink Panther™ & © 1964–2015 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.

#### **Abbreviated legal line if space is an issue**

THE PINK PANTHER™ & © 1964–2015 MGM.

#### **Promotional items or when space is limited**

TM & © 2015 MGM.

Contact [Pink.Panther@owenscorning.com](mailto:Pink.Panther@owenscorning.com) for the complete MGM/Owens Corning guidelines and approval process.



## PINK Product Trademark

Owens Corning trademarked the color pink in 1987 becoming the first company to trademark a color.

When PINK products are featured, the following notice should appear in two instances:

The color PINK is a registered trademark of Owens Corning.

- 1) At the bottom of the page featuring the product image
- 2) Within the sign off copy at the end of the document. In instances of a one page document, the notice would need to appear only once.

The appearance of pink graphics alone does not require the color PINK trademark and legal line.

## Examples



Product



Illustration



Packaging

Owens Corning PINK insulation products, whether photographed or illustrated, require the color PINK trademark and legal line.

PINK roofing and insulation packaging falls under the PINK product trademark as well.

The brand voice sets the tone for our brand and stems from our brand framework. It is the guide used to bring Owens Corning to life through our brand expressions.

## BRAND VOICE

### Mission

Global in scope – human in scale.

### Logo



### Brand Promise

Our people and our products make the world a better place.

### Values

#### Internal Expression

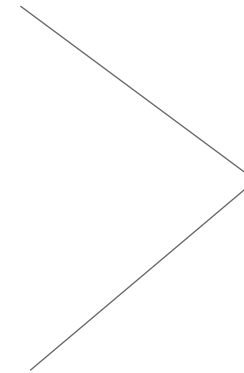
Living Safely  
Winning with Customers  
Leading in Quality  
Expanding Our Impact Through Sustainability  
Turning Knowledge Into Value  
Striving to Be Better, Every Day

#### External Expression

Safe products, safe processes and all individuals living well.  
Our customer's success is our success  
Quality is never compromised  
We care about the world today and tomorrow  
Knowledge is power; we use it productively to benefit all our stakeholders  
Striving to Be Better, Every Day

### Attributes

Safe	Committed
Inspiring	Collaborative
Leading	Engaged
Sustainable	Mindful
Innovative	Passionate
Efficient	



## BRAND EXPRESSION

Corporate Brand Guidelines  
Internal and External Campaigns  
Digital Space

**Talking about our brand**

Our people and our products make the world a better place. You cannot talk about Owens Corning without talking about our people and our products. And when you do, these words will help you carry our brand voice throughout.

**Owens Corning People**

Honest  
Respectful  
Accountable  
Fun  
Giving  
Open  
Collaborative

**Owens Corning Products**

Safe	Committed
Inspiring	Collaborative
Leading	Engaged
Sustainable	Mindful
Innovative	Passionate
Efficient	



**Brand Extension** | Roofing and Asphalt

### Color Palettes

Owens Corning has historic value with our core color palette focusing on the Owens Corning red. The palette is designed to complement our brand elements, enhancing and creating a powerful differentiation for our brand. Consistent use of color brings cohesion and builds brand equity across diverse communication materials.

In 1987, Owens Corning trademarked the color pink becoming the first company to trademark a color. Building upon that brand recognition, pink is an important part of the brand identity. However, to preserve the impact of pink, it must be used intentionally for the products and messages it supports to ensure its use continues to build equity and recognition.

Color values below are based on the values found in the Pantone Matching System® (PMS) books. Check with your vendor to ensure the correct values are used for your project.

### Core Color Palette



#### Red

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



#### Process Black

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



#### Gray

Pantone Cool Gray 10  
C:61 M:53 Y:48 K:19  
R:101 G:102 B:106  
HEX: #65666A



#### Pink

Pantone 210  
C:0 M:45 Y:4 K:0  
R:249 G:159 B:201  
HEX: #F99FC9

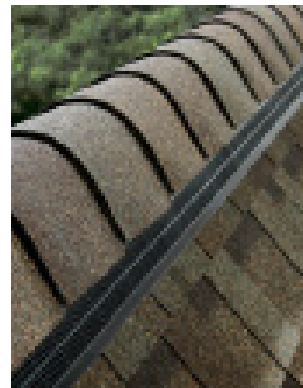
Use photography that engages your audience through subject matter, focus, style and color. Photos should connect with the viewer in an authentic way in which they can identify with the subject matter.

**Photo release forms for every employee and non-employee model featured in photos, along with licensing documentation, should be completed and submitted to legal for filing.**

**Beauty**



**Product**



## Brand Extension: Roofing and Asphalt | The Pink Panther, PINK and The Color PINK

### The Pink Panther

Owens Corning began using The Pink Panther in 1980 to promote the sale of pink Fiberglas insulation. To leverage that brand recognition and connection with our customers, The Pink Panther should be used intentionally to endorse the Insulation business wherever appropriate.

He should be used as an active character engaging the audience. He is a brand signifier that must have purpose; interacting with subject matter, presenting or revealing information.

### Examples



Publication Advertising



Poster

### PINK Product Trademark

Owens Corning trademarked the color pink in 1987 becoming the first company to trademark a color.

When PINK products are featured, the following notice should appear in two instances:

The color PINK is a registered trademark of Owens Corning.

- 1) At the bottom of the page featuring the product image
- 2) Within the sign off copy at the end of the document.

In instances of a one page document, the notice would need to appear only once.

The appearance of pink graphics alone does not require the color PINK trademark and legal line.

### Examples



Packaging



Product / Campaign Logo



**Brand Extension** | Insulation



### Color Palettes

Owens Corning has historic value with our core color palette focusing on the Owens Corning red. The palette is designed to complement our brand elements, enhancing and creating a powerful differentiation for our brand. Consistent use of color brings cohesion and builds brand equity across diverse communication materials.

In 1987, Owens Corning trademarked the color pink becoming the first company to trademark a color. Building upon that brand recognition, pink is an integral part of the insulation brand identity. However, to preserve the impact of pink, it must be used intentionally for the products and messages it supports to ensure its use continues to build equity and recognition.

Color values below are based on the values found in the Pantone Matching System® (PMS) books. Check with your vendor to ensure the correct values are used for your project.

### Core Color Palette



#### Red

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



#### Process Black

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



#### Gray

Pantone Cool Gray 10  
C:61 M:53 Y:48 K:19  
R:101 G:102 B:106  
HEX: #65666A



#### Pink

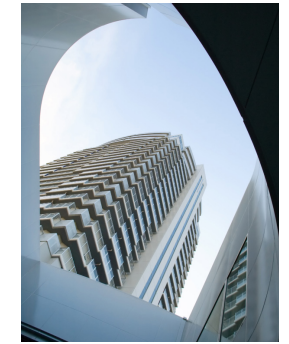
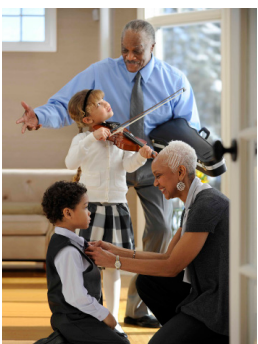
Pantone 210  
C:0 M:45 Y:4 K:0  
R:249 G:159 B:201  
HEX: #F99FC9

## Brand Extension: Insulation | Photography

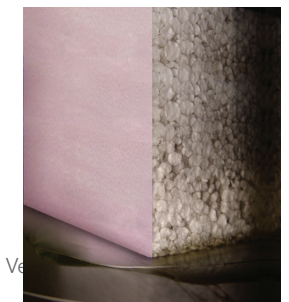
Use photography that engages your audience through subject matter, focus, style and color. Photos should connect with the viewer in an authentic way in which they can identify with the subject matter.

**Photo release forms for every employee and non-employee model featured in photos, along with licensing documentation, should be completed and submitted to legal for filing.**

### Lifestyle / Application / End Use



### Product



## The Pink Panther

Owens Corning began using The Pink Panther in 1980 to promote the sale of pink Fiberglas insulation. To leverage that brand recognition and connection with our customers, The Pink Panther should be used intentionally to endorse the Insulation business wherever appropriate.

He should be used as an active character engaging the audience. He is a brand signifier that must have purpose; interacting with subject matter, presenting or revealing information.

## Examples



Print Advertising



Print Advertising

## PINK Product Trademark

Owens Corning trademarked the color pink in 1987 becoming the first company to trademark a color.

When PINK products are featured, the following notice should appear in two instances:

The color PINK is a registered trademark of Owens Corning.

- 1) At the bottom of the page featuring the product image
- 2) Within the sign off copy at the end of the document.

In instances of a one page document, the notice would need to appear only once.

The appearance of pink graphics alone does not require the color PINK trademark and legal line.

## Examples



Product



Illustration



**Brand Extension** | Composites

### Color Palettes

Owens Corning has historic value with our core color palette. The palette is designed to complement our brand elements, enhancing and creating a powerful differentiation for our brand. Consistent use of color brings cohesion and builds brand equity across diverse communication materials.

The Owens Corning red is an integral part of the brand identity. To preserve the impact of the color red, it must be used intentionally to ensure its use continues to build equity and recognition.

Color values below are based on the values found in the Pantone Matching System® (PMS) books. Check with your vendor to ensure the correct values are used for your project.

### Core Color Palette



#### Red

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



#### Process Black

C:0 M:0 Y:0 K:100  
R:0 G:0 B:0  
HEX: #000000



#### Gray

Pantone Cool Gray 10  
C:61 M:53 Y:48 K:19  
R:101 G:102 B:106  
HEX: #65666A



#### Pink

Pantone 210  
C:0 M:45 Y:4 K:0  
R:249 G:159 B:201  
HEX: #F99FC9

Fonts not listed in the Brand guidelines should be pre-approved through Brand in order to ensure proper use and licensing is in place.

**Preferred Business Typeface: Calibri**

The preferred business brand font for Composites is Calibri.

Light

*Light Italic*

Regular

*Italic*

**Bold**

***Bold Italic***

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RSTUVWXYZ

abcdefghijklmnopq

rstuvwxyz

0123456789

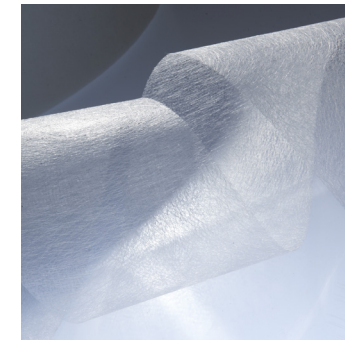
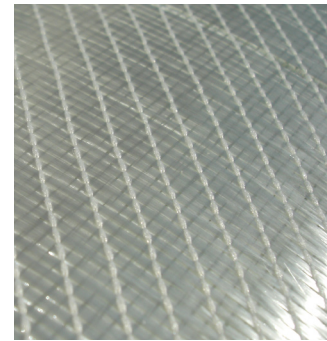
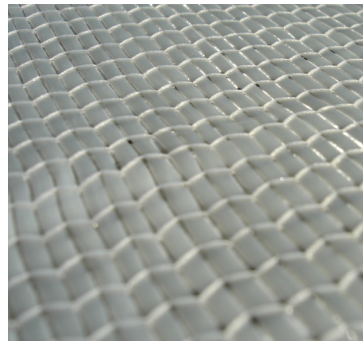
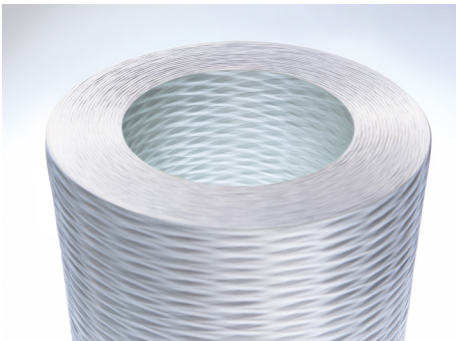


Use photography that engages your audience through subject matter, focus, style and color. Photos should connect with the viewer in an authentic way in which they can identify with the subject matter.

**Lifestyle / Application / End Use**



**Product**





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