



# BRAND

GUIDELINES

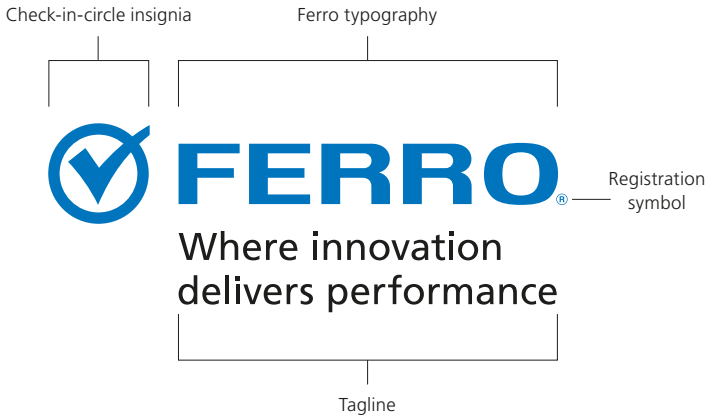
A corporate identity guide for media, creative  
suppliers and other Ferro stakeholders

# CONTENTS

Ferro Logo .....	3
Logo Color Specifications.....	4
Incorrect Logo Use.....	5
Check-in-Circle Insignia.....	6
The Ferro Tagline .....	7
Ferro Trade Names and Brand Architecture .....	8
Typography.....	9

## LOGO COMPONENTS

For clarity and simplicity, “logo” refers to the combination of the check-in-circle insignia, the distinctive typography that comprises the word Ferro, the tagline “Where innovation delivers performance,” and the registration and trademark symbols in very specific alignments and proportions. Approved uses of elements of the logo and check-in-circle insignia are presented in these guidelines.



## USING THE TAGLINE WITH THE FERRO LOGO

Our tagline appears in a specific typeface and scale to the Ferro logo. Do not vary from these guidelines by resetting or altering this logo lock-up. The tagline appears as a lock-up with the Ferro logo in branded communications with only a few exceptions.

## USING THE FERRO LOGO WITHOUT THE TAGLINE

While the preferred usage of the Ferro logo is the version including the tagline, it may not be practical to use the complete logo due to size and technical considerations. For these cases, a version of the Ferro logo without tagline is available.

Optimally, the Ferro logo should be used larger than one and a quarter inch (1.25 in) or 3.175 cm wide. However, in some applications this may not be possible. There are some instances where production restrictions would render the tagline unreadable. In these cases, use the logo without tagline.

In digital or mobile applications, screen resolution and size may also be a factor in the decision to use the logo without tagline.

## CLEAR SPACE

Clear space around the logo is essential. Never place any type, logo, insignia, border, etc. above or below the Ferro logo at a distance less than the height of the check-in-circle insignia.

When positioning the logo near text- and/or image-heavy applications, always maintain – at the very least – a minimum area of clear space.

These clear space guidelines apply to both the logo with tagline and the logo without tagline.

## MINIMUM CLEAR SPACE



## PREFERRED CLEAR SPACE



# LOGO COLOR SPECIFICATIONS

When using the Ferro logo in print and digital applications, the full color version should be used whenever possible. In this version, the check-in-circle insignia, Ferro typography and trademark ® are reproduced using the Pantone® match color PMS 3005 blue. The tagline portion of the logo is always black, except when the entire logo is reversed or “knocked out” from a dark background. No other colors or tints of colors are permissible.

When the use of color is not practical, there are two versions of the logos available, depending on reproduction size. In applications larger than one and a quarter inch (1.25 in) or 3.175 cm wide, the check-in-circle insignia, Ferro typography and trademark ® should be reproduced using a 65% tint of black, which replicates the relative value and contrast level of Pantone 3005. In this grey scale version, the tagline reproduces in solid black.

In applications smaller than one and a quarter inch (1.25 in) or 3.175 cm wide, the entire logo and tagline should be reproduced in solid black — or as mentioned on page 3, the version of the logo without tagline can be used in small sizes and applications where production techniques or resolution would make the tagline unreadable.

It is also permissible to reverse or “knock out” the logo from a dark background, preferably PMS 3005 or the dark areas of a photograph. The entire logo and tagline should appear in white when reversing out of a background.

Logo files are available using Pantone match colors (when match colors of ink are available), 4-color process color (CMYK – when reproducing the logo as part of a 4-color process project) and digital color (RGB and HEX – when reproducing the logo on digital-only applications). Please use the appropriate logo file for your project type.

In special cases, the logo may be embossed —using the logo without tagline version — and must be in the brand color PMS 3005, or white if used on a dark background. Tone on tone (known as blind embossing) is also permitted using the logo without tagline. The logo should not be foil stamped in any color other than PMS 3005 or white.

## LOGO



Description:	File Name:
2-color spot PMS	FERRO 2C PMS.eps
4-color process	FERRO CMYK.eps
RGB/digital	FERRO RGB.jpg
RGB/digital	FERRO RGB.png



Description:	File Name:
1-color blk/grey	FERRO BLK GR.eps
RGB/digital	FERRO BLK GR.jpg
RGB/digital	FERRO BLK GR.png



Description:	File Name:
1-color black	FERRO BLK.eps
RGB/digital	FERRO BLK.jpg
RGB/digital	FERRO BLK.png

## LOGO WITHOUT TAGLINE



Description:	File Name:
2-color spot PMS	FERRO no tag 2C PMS.eps
4-color process	FERRO no tag CMYK.eps
RGB/digital	FERRO no tag RGB.jpg
RGB/digital	FERRO no tag RGB.png



Description:	File Name:
1-color blk/grey	FERRO no tag BLK GR.eps
RGB/digital	FERRO no tag BLK GR.jpg
RGB/digital	FERRO no tag BLK GR.png



Description:	File Name:
1-color black	FERRO no tag BLK.eps
RGB/digital	FERRO no tag BLK.jpg
RGB/digital	FERRO no tag BLK.png



Description:	File Name:
1-color white	FERRO WHITE.eps
RGB/digital	FERRO WHITE.png

Description:	File Name:
1-color white	FERRO no tag WHITE.eps
RGB/digital	FERRO no tag WHITE.png

# INCORRECT LOGO USE

To ensure accurate and consistent reproduction of the logo, always use the approved digital artwork, which is available in a variety of formats. Do not attempt to redraw or recreate the Ferro logo in

any manner. The logo must not be used in an altered fashion. Below are some examples of incorrect uses of the Ferro logo.



⊘ Do not reproduce the logo in unauthorized colors



⊘ Do not compress or stretch the logo



⊘ Do not alter the tagline placement



⊘ Do not create pattern or texture with logo components



⊘ Do not alter the logo structure



⊘ Do not use the Ferro typography alone



⊘ Do not add elements to the logo



⊘ Do not rotate or angle the logo



⊘ Do not place on light color backgrounds



⊘ Do not use on a photographic image, without enough contrast for the logo to be readable

# CHECK-IN-CIRCLE INSIGNIA

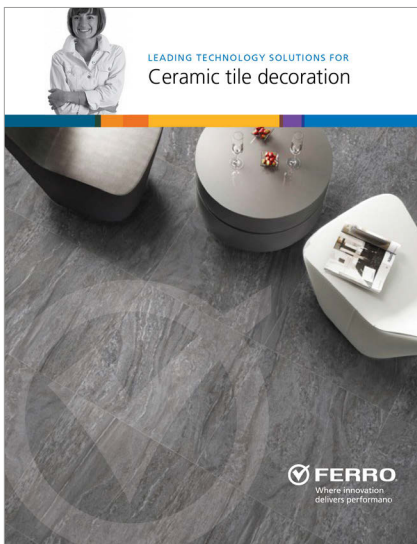
## FERRO CHECK-IN-CIRCLE INSIGNIA

Using the check-in-circle insignia can bring additional visual interest when incorporated as a background element or a simple design accent. The insignia graphic should never be separated or used as a repeat pattern, and should not overpower or interfere with the readability of the Ferro logo or copy content.

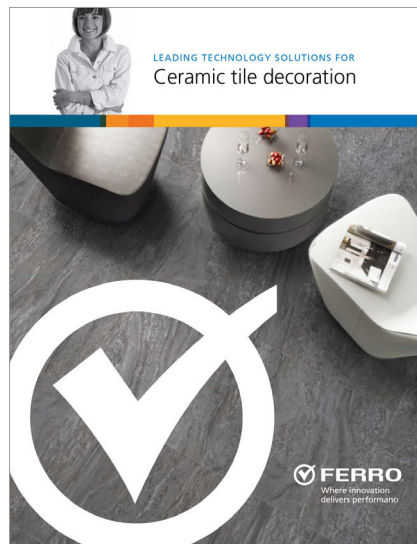
Usage of the insignia graphic application regardless of the medium should adhere to the following guidelines:

- The insignia should generally be reproduced in “Ferro blue” (PMS 3005) on a white background, solid black on white, or white reversed out of Ferro blue, black or a suitably dark photograph.
- Alternatively, the insignia graphic can be used as a subtle tone-on-tone screen over a photograph. (shown below)
- The insignia may also appear as a lighter tone of Ferro blue on a Ferro blue background.
- The size of the insignia should be at least 50% larger than the Ferro logo, when they appear together. However, it should not graphically dominate the Ferro logo. (shown below)

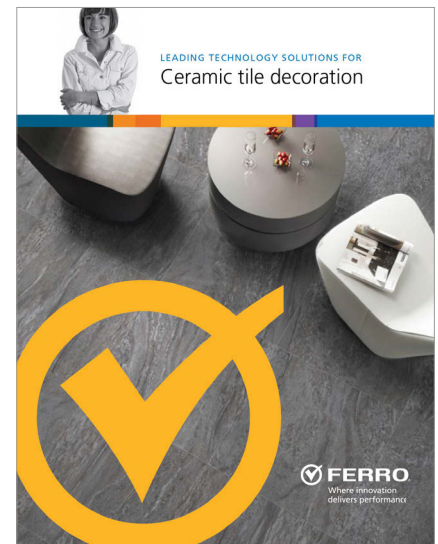
## CHECK-IN-CIRCLE INSIGNIA USE



Insignia as a subtle tone-on-tone graphic, used in combination with full Ferro logo on a brochure



⊘ Insignia should not graphically dominate the Ferro logo



⊘ Do not use insignia in unapproved colors

## CHECK-IN-CIRCLE INSIGNIA VARIATIONS



**Description:**  
1-color spot PMS  
4-color process  
RGB/digital

**File Name:**  
INSIGNIA 1C PMS.eps  
INSIGNIA CMYK.eps  
INSIGNIA RGB.jpg



**Description:**  
1-color black  
RGB/digital

**File Name:**  
INSIGNIA BLK.eps  
INSIGNIA BLK.jpg

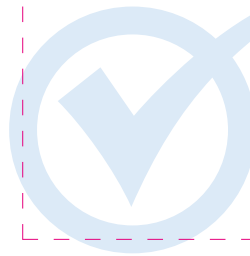


**Description:**  
1-color white  
RGB/digital

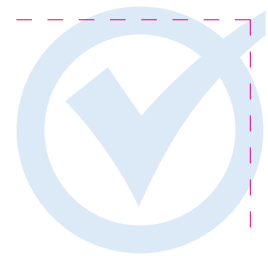
**File Name:**  
INSIGNIA WHITE.eps  
INSIGNIA WHITE.png

## CROPPING THE CHECK-IN-CIRCLE INSIGNIA

The insignia graphic may be cropped on the left edge, the bottom edge or both. The crop should not extend beyond the center point of the circle, so as not to interfere with trademark integrity.



Check-in-circle insignia may be cropped along the left edge or bottom edge, or both



⊘ Do not crop the check-in-circle insignia along the top edge or right edge

# THE FERRO TAGLINE

The Ferro tagline – “Where innovation delivers performance” – is integrated into the logo as a lock-up (see page 3). In addition to its lock-up with the logo, the tagline may also be used as a headline, graphic element or in the body text of ads, brochures, presentations and other marketing materials. This use should be selective, so as to avoid dilution of the registered mark.

## USING THE TAGLINE IN BODY COPY

Here are general guidelines for use of the tagline in text:

- The “W” in “where” is capitalized. All other words in the tagline – “innovation delivers performance” – begin with lower case letters.
- The tagline should appear in the approved Ferro type fonts, either Frutiger or Calibri (see page 9).
- The tagline should appear in the same type point size as the surrounding text.
- The tagline should appear in either the bold or italicized versions of the approved Ferro type fonts to stand out from the rest of the copy.

Here are some examples of correct and incorrect uses of the tagline in text:

### CORRECT USES IN BODY COPY

**Where innovation delivers performance** means that you can count on Ferro to ...

... and that’s what we mean by *Where innovation delivers performance*.

## INCORRECT USES IN BODY COPY

Where innovation delivers performance means that you can ...

⊘ Do not underline tagline

... when we say “*WHERE INNOVATION DELIVERS PERFORMANCE*.”

⊘ Do not capitalize and italicize tagline or use quotation marks around tagline

FERRO: Where Innovation Delivers Performance!

⊘ Do not attach to another phrase or add punctuation

where *innovation delivers performance*

⊘ Do not use unauthorized type fonts and multiple type sizes

## USING THE TAGLINE IN HEADLINES OR GRAPHIC ELEMENTS

When utilizing the tagline as a headline or graphic element instead of a mention in body copy, the registered trademark designation ® must follow the tagline. Here are some examples of correct and incorrect uses of the tagline as a headline or graphic element:

### CORRECT TAGLINE USE IN HEADLINES OR GRAPHIC ELEMENTS

Where innovation  
delivers performance®

Where innovation  
delivers performance®

Where innovation delivers performance®

### INCORRECT TAGLINE USE IN HEADLINES OR GRAPHIC ELEMENTS

Where Innovation  
Delivers Performance

⊘ Do not capitalize first letter of all words

WHERE INNOVATION DELIVERS PERFORMANCE

⊘ Do not capitalize all letters

FERRO: Where Innovation Delivers Performance!

⊘ Do not use as part of a phrase or punctuate

# FERRO TRADE NAMES AND BRAND ARCHITECTURE

When referring to Ferro in spoken or written communication, the proper form of the corporate name is “Ferro Corporation,” without use of the article “the,” as in: All materials in this document have been approved by Ferro Corporation. In written communication, only the “F” and “C” should be capitalized. It is also acceptable to use the shortened version “Ferro,” with only the “F” capitalized. Corporation should not be abbreviated.

The exception to this is if the Ferro name is used in a headline or a headline banner where the style of the headline is to have all of the words in all capital letters. In those cases, it is permissible to have the words “FERRO” or “FERRO CORPORATION” in all caps. The top banner of this page is an example of this usage.

Communications produced on behalf of Ferro legal entities should use the same capitalization style for their names as noted for Ferro Corporation.

In running text, the full name, whether Ferro Corporation or a legal entity, should be used in a first reference, and subsequent references can simply be “Ferro.”

Contact information for legal entities, such as what typically appears on the back of literature, should use upper and lower casing and proper acronyms, abbreviations and punctuation for the entity name.

## PRODUCT TRADE NAMES

Ferro Corporation holds many trademarked brand names/trade names for products. These brand names/trade names must always be used as an adjective, and never as a noun or verb. Using it as a noun causes it to become descriptive of the product category. The only proper brand name/trade name usage is as an adjective; as in PERC® Porcelain Enamel Frit.

If the brand name/trade name is a registered trademark, the registered trademark designation ® must follow the brand name; e.g., PERC® Porcelain Enamel Frit, GEODE® Complex Inorganic Color Pigments.

If the brand name/trade name registration has been applied for but not yet approved, the trademark designation ™ must follow the brand name/trade name.

As a general rule, all trademarks should be used as they are registered. Deviation from or modification of registered trademarks may cause a diminution of the strength of the registered mark. If a deviation or modification is materially evident, the registered mark may be deemed to have been legally abandoned.

## BRAND ARCHITECTURE

Brand architecture establishes relationships between the Ferro brand and our sub-brands, names of key product and services, describing:

- How they are related to or different from each other.
- How they reflect a specific Company strength or strengthen the strategic objectives of the Ferro brand.

## ENDORSER BRAND STRATEGY

Ferro has selected an endorser brand strategy, linking the Ferro brand to our sub-brands, and the names of key products and services. The example below demonstrates this linkage between Ferro and Dip-Tech with both a descriptor and graphic:





# TYPOGRAPHY

## PRIMARY TYPEFACE

The primary typeface for Ferro Corporation identity is Frutiger. It is available in a variety of weights, allowing for flexibility in design. Frutiger is a simple, clean and robust sans serif type that is highly legible.

External design firms and agencies should obtain Frutiger and should use this family of fonts for all Ferro marketing materials.

## FRUTIGER RECOMMENDED WEIGHTS

Frutiger Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

*Frutiger Light Italic*

Frutiger Roman

*Frutiger Italic*

**Frutiger Bold**

**Frutiger Black**

## SECONDARY TYPEFACE

If Frutiger is not available, the recommended font is Calibri, which is included in all versions of Microsoft from Microsoft 8 and later. Calibri is the default font of Microsoft Word 2013 and can be used for body text and headings.

## CALIBRI RECOMMENDED WEIGHTS

Calibri Light  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890

Calibri Regular

*Calibri Italic*

**Calibri Bold**

***Calibri Bold Italic***