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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.

<table>
<thead>
<tr>
<th>BUSINESS FOUNDATION</th>
<th>BRAND FOUNDATION</th>
<th>BRAND PROOF</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mission Statement</strong></td>
<td><strong>Mission</strong></td>
<td>Logo</td>
</tr>
<tr>
<td>We aspire to build market leading businesses; global in scope – human in scale.</td>
<td>Global in scope – human in scale.</td>
<td></td>
</tr>
<tr>
<td><strong>Purpose</strong></td>
<td><strong>Brand Promise</strong></td>
<td></td>
</tr>
<tr>
<td>Our people and our products make the world a better place.</td>
<td>Our people and our products make the world a better place.</td>
<td></td>
</tr>
<tr>
<td><strong>Company Values</strong></td>
<td><strong>Expressing our Values</strong></td>
<td><strong>Attributes</strong></td>
</tr>
<tr>
<td>Living Safely</td>
<td>Safe products, safe processes and all individuals living well.</td>
<td>Safe</td>
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<td>Our customer’s success is our success</td>
<td>Inspiring</td>
</tr>
<tr>
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<td>Quality is never compromised</td>
<td>Leading</td>
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<tr>
<td>Expanding Our Impact Through Sustainability</td>
<td>We care about the world today and tomorrow</td>
<td>Sustainable</td>
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<tr>
<td>Turning Knowledge Into Value</td>
<td>Knowledge is power; we use it productively to benefit all our stakeholders</td>
<td>Innovative</td>
</tr>
<tr>
<td>Striving to Be Better, Every Day</td>
<td>Striving to Be Better, Every Day</td>
<td>Efficient</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Committed</td>
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<td></td>
<td>Passionate</td>
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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
Brand Strategy | Mission Statement

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.
**Brand Strategy | Purpose**

*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.
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

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 appears must be simple — avoid heavy and distracting patterns. Textured or photographic backgrounds should be light in color and complement the Owens Corning logo.

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 change the logo proportions and arrangement
- Don’t alter shape of the logo and always keep proportional
- Don’t change the logo color
- Don’t reverse out the logo or trademark
- Don’t use partial “arc”
- Background should not show through the logo arc or type
- Don’t place the logo on distracting backgrounds where it is hard to see
- Don’t place a drop shadow, bevel or emboss on the logo
- 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

Incorrect Usage

Don’t alter the logotype proportions or arrangement.

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

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

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

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**OWENS CORNING - OC ASIA PACIFIC**
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**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
- Regular Condensed
- Bold Condensed
- Extra Bold Condensed
- Extra Bold
- 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

Secondary Typeface: Calibri

Light

Light Italic

Regular

Italic

Bold

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

<table>
<thead>
<tr>
<th>![Example Image 1]</th>
<th>![Example Image 2]</th>
<th>![Example Image 3]</th>
<th>![Example Image 4]</th>
</tr>
</thead>
</table>

Product Examples

|--------------------|--------------------|--------------------|--------------------|

Pink Panther Photo Illustration Examples

<table>
<thead>
<tr>
<th>![Illustration Example 1]</th>
<th>![Illustration Example 2]</th>
<th>![Illustration Example 3]</th>
<th>![Illustration Example 4]</th>
</tr>
</thead>
</table>
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 for the complete MGM/Owens Corning guidelines and approval process.

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.

Examples

- Corporate Safety Poster
- Community Relations Volunteer Sweatshirt
- Print Advertisement
- Digital Advertisement
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

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 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**

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

<table>
<thead>
<tr>
<th>Internal</th>
<th>External</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe</td>
<td>Committed</td>
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<td>Innovative</td>
<td>Passionate</td>
</tr>
<tr>
<td>Efficient</td>
<td></td>
</tr>
</tbody>
</table>
**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
- Inspiring
- Leading
- Sustainable
- Innovative
- Efficient
- Committed
- Collaborative
- Engaged
- Mindful
- Passionate
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
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C:0  M:100  Y:81  K:4
R:206  G:17  B:38
HEX: #CE1126

Process Black
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R:0  G:0  B:0
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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**
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

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

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Examples

- **Packaging**
## Color Palettes

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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.

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The Pink Panther

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Examples
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.

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Pink
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R:249 G:159 B:201
HEX: #F9FC9
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

ABCDEFGHILMNOPQ
RSTU VWXYZ
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**