



Logo & Identity Guidelines

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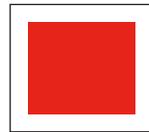
Primary logo

Consistency is key when using the Global Window Films logo.

This Logo & Identity Guideline provides basic direction for proper use of the Global Window Films logo.

The primary logo is made from 3 colors.

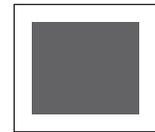
The primary logo should be used for the majority of applications such as: banners, garments, vehicle graphics, marketing and advertising.



Pantone 485 Red



Pantone Black



Pantone Black 75%

Secondary logo options

These 3 secondary logo options are for applications that require single color black, single color reverse or 2 color reverse.

Single Color Black



Single Color Reverse



2 Color Reverse



Social Media Global Globe icon options

Examples 1 and 2 can be used for all square cornered profile applications, such as: Twitter, Facebook etc.

Example 3 is for circular profile applications, such as: Google+, Instagram etc.

Note: Use of the Global Globe icon only (separated from the full Global logo) is only pre-approved for use in the above mentioned social media applications.

Example 1



Example 2



Example 3





Logo & Identity Guidelines

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Logo safe zone spacing

The safe zone is the shaded space, defined by the outer and inner blue lines.

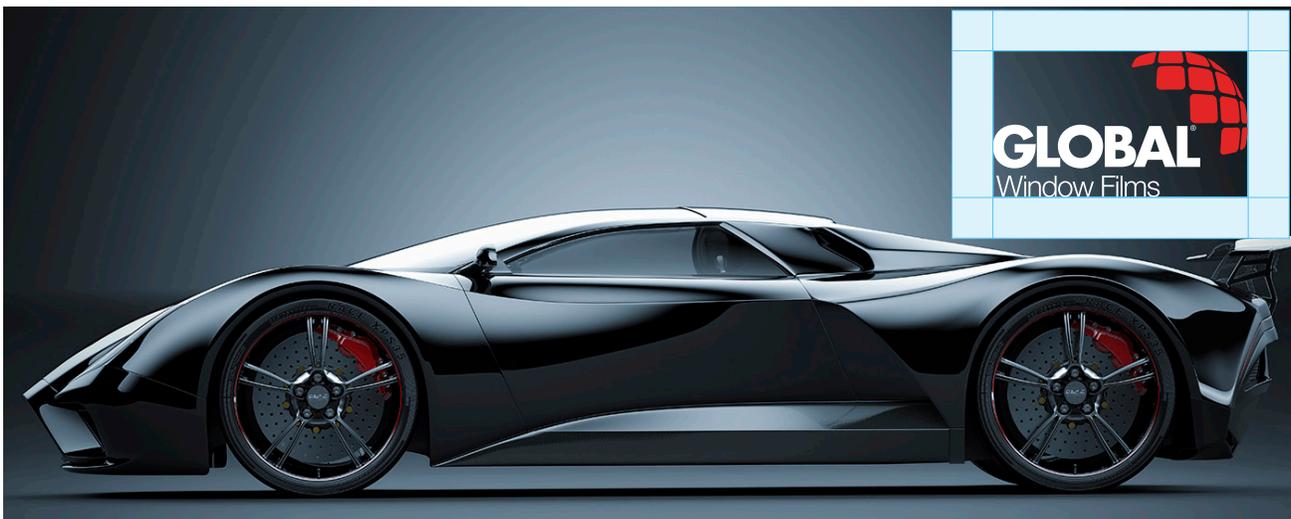
Safe zone space must always be left free of graphical or visual elements to protect the logo from encroachment.

The safe zone area will vary in direct proportion to the height and width measurements of the uppercase GLOBAL "G" letter.



Logo placement

This image shows how the safe zone space is used when positioning the logo. Notice the safe zone area around the logo and how it has been positioned up to the edges of the auto image. Other graphical elements or headline copy can be added to the image as long as they do not enter into the logo's safe zone space.





Logo & Identity Guidelines

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Logo applications

The primary logo should be used for the majority of applications. (example 1)

The secondary logo options can be used reversed out of images, but the logo text must always remain solid white. The globe icon can be red or white depending on background color and design. (example 2 & 3)

The secondary logo options can also be used reversed out of brand color backgrounds although the complete logo must always remain solid white. (examples 4)

Example 1



Example 2



Example 3



Examples 4





Logo & Identity Guidelines

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Do not abuse the logo

To ensure the Global logo is not the victim of aesthetic abuse, the general rule to abide by is: do not change, alter, modify any part of the logo. Some examples of logo abuse are shown here.

Do Not: Global Globe icon

Do not alter, resize or change the position of the Global Globe icon.



Do Not: Fonts

Do not use any other font, no matter how close it may look.



Do Not: Sizing

Do not squish, squash or skew the logo. Any resizing must be in proportion.



Do Not: Color

Do not change the colors even if they look similar. Use the color specifications detailed on page one of this guideline.



Do Not: Embellish

Do not add embellishments like drop-shadows, emboss or any other effects to the logo.





Logo & Identity Guidelines

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Examples of current logo usage

Posters



Feather Flag



Banner



Garments





Logo & Identity Guidelines

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Global logo user agreement

The Global logo may only be used in accordance with the directives displayed within this Logo & Identity Guidelines document. Any use that does not comply with this document is not permitted. Prior written permission from Global Window Films is required to use the logo in a way not described in this document

Dealers hereby agree to not incorporate the logo into his/her own product name, service name, trademarks, logos, company name, or website name as to not create confusion about the origin and ownership of the Global logo, as it is a product you offer and is an entirely independent company from your company.

Global Window Films does not permit or license the Global Window Films logo for use on merchandise or other for-sale items. Dealers may however, use the Global logo on free give-away items such as clothing, hats or mugs, to show the dealers association with Global Window Films products with written approval from the Global Window Films, corporate office. Dealer may also use the logo on his/her advertising and promotional materials in order to show dealer's association with Global Window Films products with written approval from the Global Window Films, corporate office.

Dealers who use the Global logo hereby agree to:

- Not use the Global Window Films logo or a portion thereof for their own product or incorporate it into your own logo.
- Not use the Global Window Films logo or a portion thereof in connection with their own website unless you are using the logo to promote use of Global Window Films products.
- Not register a domain name containing Global Window Films or any confusingly similar words or misspellings.
- Not apply for a trademark for the Global Window Films word mark or any confusingly similar words or misspellings.
- Not create or make use of modified or derivative versions of the Global Window Films logo.

To receive your Global Window Films logo files, please complete the information below, sign and fax or email to your Global distributor.

When secondary Global Window Films logos in reverse (white & white/red reverse) are needed you must open the Global WF Primary Logo.ai in (Illustrator CC) and adjust colors as defined on page 1 of these guidelines. We recommend you consult a design professional for these applications.

First & Last Name: _____ Date: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Dealer Signature: _____

By way of my signature, I agree to adhere to the logo use guidelines displayed within this document. Furthermore, I understand this Global Window Films logo package is authorized for my use only, and I have no authority to forward it on to any other person or entity.