

1.3

Logotype and Signature/Constraints

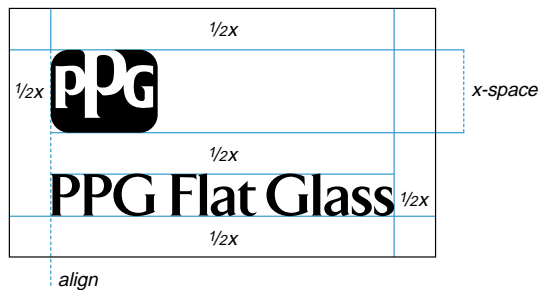


Logotype and Signature/Constraints One Line

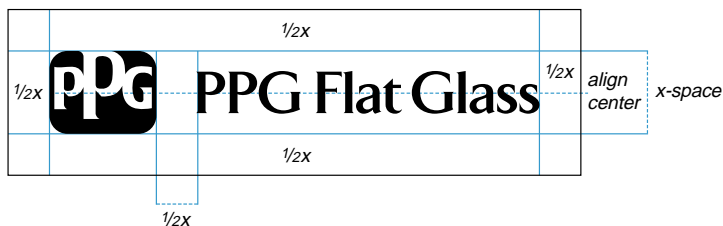
Logotype (One Line)



Vertical Signature (One Line)



Horizontal Signature (One Line)



The correct alignment and constraint area for constructing a logotype or signature with one line is shown on the left. The vertical signature is the preferred form, although both vertical and horizontal signatures are correct. The maximum length for one line is 30 characters, including punctuation and spaces. All graphic elements must align correctly.

For a logotype, here is how to determine the constraint area. Measure the height of the capital letter, called "c," a measurement in inches or millimeters. The empty area surrounding the logotype (called the area of non-encroachment) must be at least as much as that measurement ("c").

For a signature, here is how to determine the constraint area. Measure the height of the symbol, called "x-space," a measurement in inches or millimeters. The empty area surrounding the symbol (called the area of non-encroachment) must be at least half that measurement ("1/2 x").

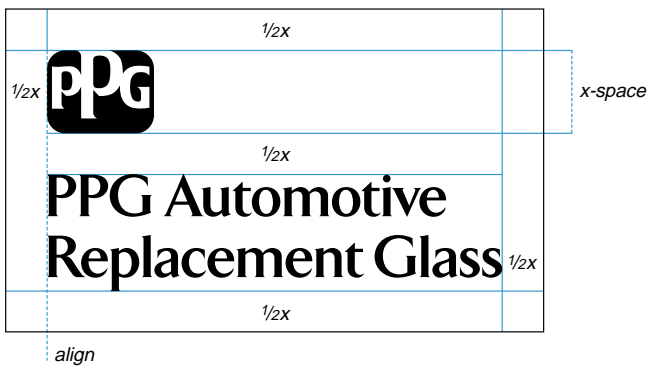
Keep the area of non-encroachment free of other graphic elements, including typography, illustrative material, other symbols or the edge of a working area (such as trim edges of paper and borders).

Logotype and Signature/Constraints Two Line

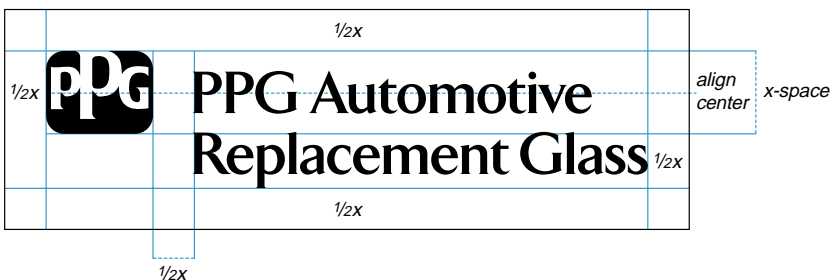
Logotype (Two Line)



Vertical Signature (Two Line)



Horizontal Signature (Two Line)



The correct alignment and constraint area for constructing a logotype or signature with two lines is shown on the left. Use this signature when the SBU name is too long to fit on a single line. The maximum length for one line is 30 characters, including punctuation and spaces. The name cannot be longer than two lines.

The vertical signature is the preferred one, although both vertical and horizontal signatures are acceptable. All graphic elements must align correctly.

For a logotype, here is how to determine the constraint area. Measure the height of the capital letter, called "c," a measurement in inches or millimeters. The empty area surrounding the logotype (called the area of non-encroachment) must be at least as much as that measurement ("c").

For a signature, here is how to determine the constraint area. Measure the height of the symbol, called "x-space," a measurement in inches or millimeters. The empty area surrounding the symbol (called the area of non-encroachment) must be at least half that measurement ("1/2 x").

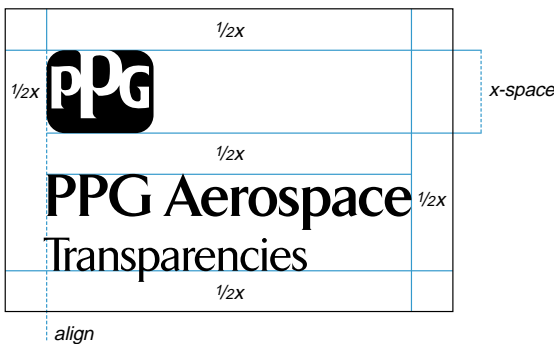
Keep the area of non-encroachment free of other graphic elements, including typography, illustrative material, other symbols or the edge of a working area (such as trim edges of paper and borders).

Logotype and Signature/Constraints Descriptive Line

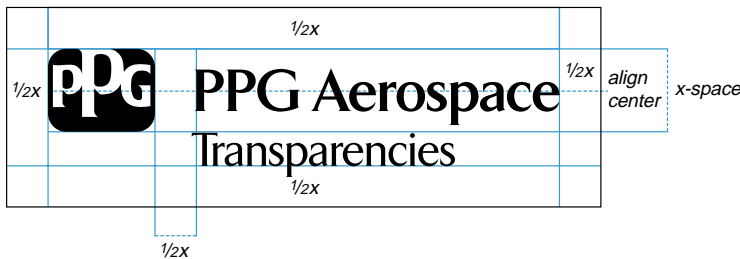
Logotype with Descriptive Line



Vertical Signature with Descriptive Line



Horizontal Signature with Descriptive Line



The correct alignment and constraint area for constructing a logotype or signature with a descriptive line is shown on the left. Use this signature when the SBU name is accompanied by a product name or other secondary line. The vertical signature is the preferred one, although both vertical and horizontal signatures are acceptable. All graphic elements must align correctly.

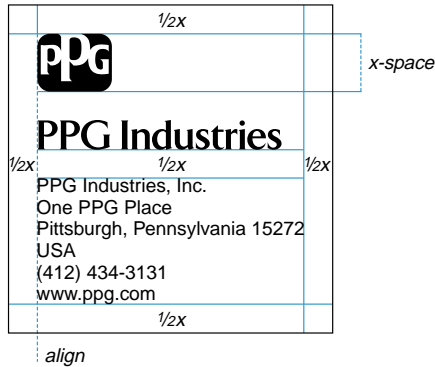
For a logotype, here is how to determine the constraint area. Measure the height of the capital letter, called "c," a measurement in inches or millimeters. The empty area surrounding the logotype (called the area of non-encroachment) must be at least as much as that measurement ("c").

For a signature, here is how to determine the constraint area. Measure the height of the symbol, called "x-space," a measurement in inches or millimeters. The empty area surrounding the symbol (called the area of non-encroachment) must be at least half that measurement ("1/2 x").

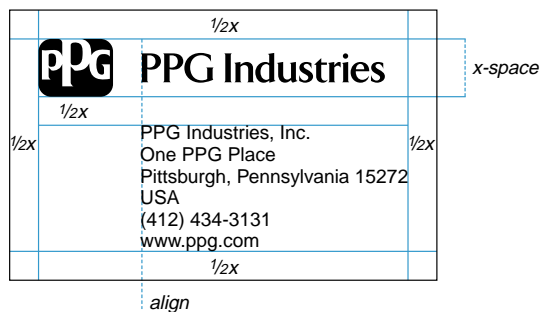
Keep the area of non-encroachment free of other graphic elements, including typography, illustrative material, other symbols or the edge of a working area (such as trim edges of paper and borders).

Logotype and Signature/Constraints Address Sign-off

Vertical Signature with Address Sign-off



Horizontal Signature with Address Sign-off



The correct alignment and constraint area for constructing a signature with an address is shown on the left. The symbol must always be included. The address sign-off is used on printed materials, brochures, envelopes, technical bulletins, newsletters, etc.

The examples on the left show both horizontal and vertical formats. Both are acceptable.

For a signature, here is how to determine the constraint area. Measure the height of the symbol, called "x-space," a measurement in inches or millimeters. The empty area surrounding the symbol (called the area of non-encroachment) must be at least half that measurement ("1/2 x").

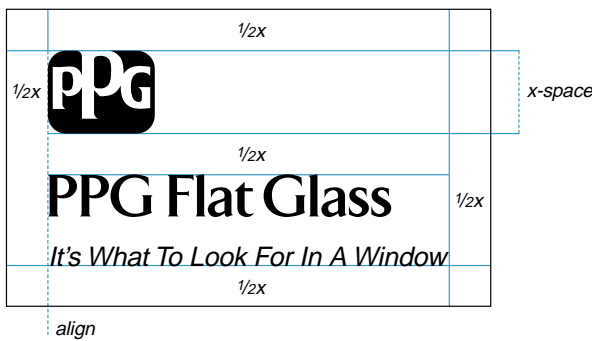
Keep the area of non-encroachment free of other graphic elements, including typography, illustrative material, other symbols or the edge of a working area (such as trim edges of paper and borders).

Logotype and Signature/Constraints Marketing Slogan

Logotype with Marketing Slogan



Vertical Signature with Marketing Slogan



Horizontal Signature with Marketing Slogan



The correct alignment and constraint area for constructing a logotype or signature with a marketing slogan, marketing line, or tagline is shown on the left. The vertical signature is the preferred one, although both vertical and horizontal signatures are acceptable. All graphic elements must align correctly.

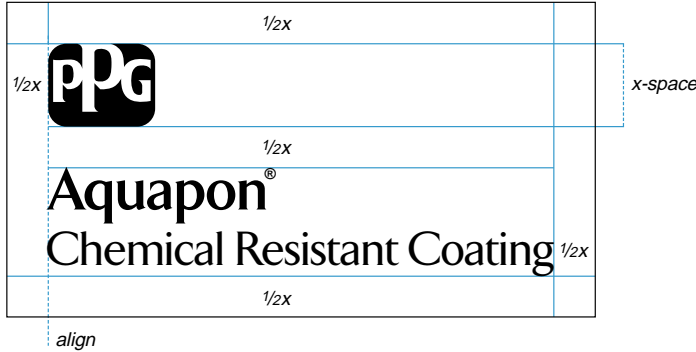
For a logotype, here is how to determine the constraint area. Measure the height of the capital letter, called "c," a measurement in inches or millimeters. The empty area surrounding the logotype (called the area of non-encroachment) must be at least as much as that measurement ("c").

For a signature, here is how to determine the constraint area. Measure the height of the symbol, called "x-space," a measurement in inches or millimeters. The empty area surrounding the symbol (called the area of non-encroachment) must be at least half that measurement ("1/2 x").

Keep the area of non-encroachment free of other graphic elements, including typography, illustrative material, other symbols or the edge of a working area (such as trim edges of paper and borders).

Logotype and Signature/Constraints Proprietary Product

Vertical Proprietary Product Signature with Descriptive Line



The correct alignment and constraint area for constructing a logotype or signature with a product name and a corporate descriptor is shown on the left.

You have the option of using the PPG symbol with the product if you want to increase the level of attention and association with PPG Industries. You may choose to add a corporate descriptor (“A PPG Industries Product”) with or without the symbol.

The minimum height of the PPG symbol when used with a corporate descriptor is 3/16 inches or 5 millimeters.

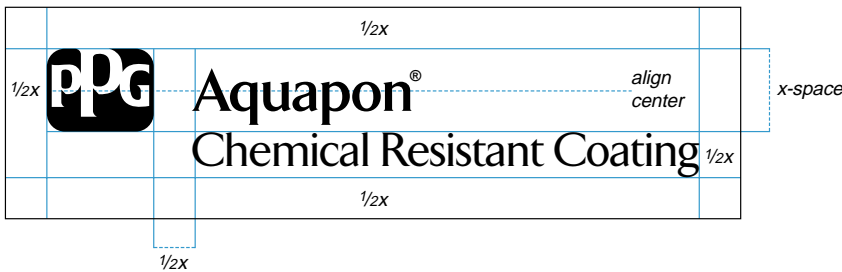
The vertical signature is the preferred one, although both vertical and horizontal signatures are acceptable. All graphic elements must align correctly.

For a logotype, here is how to determine the constraint area. Measure the height of the capital letter, called “c,” a measurement in inches or millimeters. The empty area surrounding the logotype (called the area of non-encroachment) must be at least as much as that measurement (“c”).

For a signature, here is how to determine the constraint area. Measure the height of the symbol, called “x-space,” a measurement in inches or millimeters. The empty area surrounding the symbol (called the area of non-encroachment) must be at least half that measurement (“1/2 x”).

Keep the area of non-encroachment free of other graphic elements, including typography, illustrative material, other symbols or the edge of a working area (such as trim edges of paper and borders).

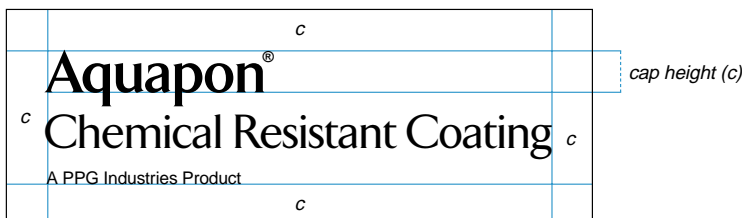
Horizontal Proprietary Product Signature with Descriptive Line



Proprietary Product Logotype with Descriptive Line and Corporate Descriptor with Symbol

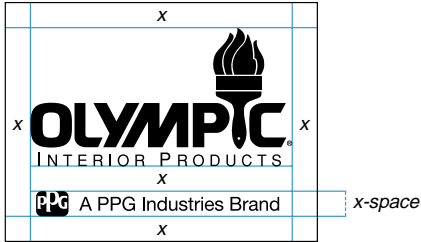


Proprietary Product Logotype with Descriptive Line and Corporate Descriptor



Logotype and Signature/Constraints PPG Brands

PPG Brand with Corporate Descriptor with Symbol



PPG Brand with Corporate Descriptor with Symbol



PPG Brand with Corporate Descriptor



The constraint area for adding a corporate descriptor to a brand signature is shown on the left. You may choose to add a corporate descriptor (“A PPG Industries Brand” or “A PPG Brand”) with or without the symbol. Brands require individual attention depending on the brand’s symbol, so there is no single set of rules for alignment.

The minimum height of the PPG symbol when used with a corporate descriptor is 3/16 inches or 5 millimeters.

For a corporate descriptor with a symbol, here is how to determine the constraint area. Measure the height of the symbol, called “x-space,” a measurement in inches or millimeters. The empty area surrounding the symbol (called the area of non-encroachment) must be at least that measurement (“x”).

For a corporate descriptor without a symbol, measure the height of the capital letter, called “c,” a measurement in inches or millimeters. The empty area surrounding the logotype (called the area of non-encroachment) must be at least as much as that measurement (“c”).

Keep the area of non-encroachment free of other graphic elements, including typography, illustrative material, other symbols, or the edge of a working area (such as trim edges of paper and borders).

Logotype and Signature/Constraints
Co-Branding

Co-Branding

The correct alignment and constraint area for combining a PPG signature with another company's identity.

[Specifics to come.]