



## GRAPHIC STANDARDS GUIDE



CUSTOM FRAMERS



MUSEUMS & COLLECTORS



PHOTOGRAPHERS & PRINTERS



ENGINEERED OPTICS

## Introduction

This graphic standards manual is being created to ensure visual consistency and a uniform presentation of the Tru Vue® corporate logo and licensed marked product logos, names and phrases. Consistent usage and a strong unified visual identity reinforce the name and brand recognition that Tru Vue and its products currently hold. A continuity in the graphic materials that represent the company and its products is essential to building a strong brand identity. Distinctive, consistent and clear visual representation help to reinforce the essence of the Tru Vue brand, defining it as a market leader, industry innovator and manufacturer of high integrity products.

These standards are designed to assist all parties both internal and external to effectively and properly use the corporate and product logos. All Tru Vue logos and licensed marked product names are the property of Tru Vue Inc. Trademark laws require that these logos and names be monitored in order to maintain legal claim to that mark. The guidelines and rules defined in this manual are necessary to protect and oversee those logo and identity marks. If at any time you have questions about appropriate corporate or product logo usage or licensed marked product name usage, please contact the Marketing Department.

## LOGO TYPE

The logo type consists of the words "TRU VUE" in a bold, blue, sans-serif font. The word "TRU" is followed by a space and then "VUE". A registered trademark symbol (®) is located at the top right of the word "VUE".

## SIGNATURE SYMBOL



## CORPORATE LOGO



## Definition of Terms

### LOGOTYPE

A custom typeface of the name “Tru Vue” as it always appears in relation to the signature symbol.

### SIGNATURE SYMBOL

The custom designed figure-eight symbol as it always appears in relation to the logotype.

### CORPORATE LOGO

The corporate logo should always be used in its entirety. It should not be separated, nor should attempts be made to recreated it. Always use electronic files obtained from the Marketing Department.

### RGB COLOR MODEL

R, G, and B are abbreviations for red, green and blue, the three primary colors. The RGB color model is mainly used on electronic systems, displays or screens (i.e computer monitors that display websites) where red, green and blue light are combined to make millions of colors. The numbers on the RGB Color Model range from 0 to 255.

### CMYK COLOR MODEL

The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). Though it varies by print house, press operator, press manufacturer, and press run, ink is typically applied in the order of the abbreviation.

### Tru Vue, Inc. Liscensed Marks Usage Agreement

Tru Vue, Inc. (referred to herein as “Tru Vue”) grants you a non-exclusive, non-transferable, revocable and limited right to use logos, trade names, trademarks and similar identifying material as provided by Tru Vue (collectively, the “Licensed Marks”), solely in connection with the marketing, distribution and sale of Tru Vue products purchased directly from Tru Vue or its authorized suppliers. You shall not alter, modify or change the Licensed Marks in any way. This license will automatically terminate if you cease selling Tru Vue products. In addition, Tru Vue may terminate this license at any time if you violate any of the material terms herein. You shall not make any use of any Licensed Marks for purposes other than as set forth herein.

You agree not to use the Licensed Marks in any manner that is disparaging or that otherwise portrays Tru Vue in a negative light. You agree that Tru Vue owns all rights in the Licensed Marks and all other intellectual property owned by Tru Vue, and that all uses of the Licensed Marks shall inure to Tru Vue’s benefit. You shall obtain no other rights in and to the Licensed Marks.

You must comply with all of the following trademark usage rules, or any other trademark usage rules that may be provided to you in writing from time to time.

- You may only use the Licensed Marks with respect to the marketing, distribution, or sale of the genuine Tru Vue goods on which the marks are used by Tru Vue.
- The Licensed Marks must always be followed with a TM or ® symbol, as advised by Tru Vue. These symbols should be in superscript format, adjacent the right shoulder of the mark. Only registered trademarks use the ® symbol; all others use a TM Symbol.
- You must not change the spelling or appearance of the Licensed Marks in any way.
- You must never use a Licensed Mark in the plural or possessive form.  
Correct: Tru Vue glass  
Wrong: Tru Vue’s glass
- You must not use a portion of a Licensed Mark, such as “Tru” of “Vue,” by itself, unless that portion is separately listed as a trademark.
- You must always show that the Licensed Marks are distinctive if used in copy. You can do this in one of the following ways:
  - Quotation Marks: “Conservation Clear” glass sheets
  - Initial Caps: Conservation Clear glass sheets
  - Bold: Conservation Clear glass sheets
  - Italics: Conservation Clear glass sheets
  - Underlining: Conservation Clear glass sheets

Additionally, Tru Vue uses the following phrase.

The Difference is Clear™  
Tru Frameable Moments™

Licensed Marks

The following are the Licensed Marks and the goods on which the marks are used. Registered Trademarks (to be used with the ® symbol for the goods listed):

	Tru Vue®
	Tru Vue® and Infinity Design
AR Reflection-Free®	AR Reflection-Free® Glass
Conservation Clear® Acrylic	Conservation Clear® Acrylic
Conservation Clear®	Conservation Clear® Glass
Conservation Reflection Control® Acrylic	Conservation Reflection Control® Acrylic
Conservation Reflection Control®	Conservation Reflection Control® Glass
Museum Glass®	Museum Glass®
	Optium® Acrylic
	Optium Museum Acrylic®
Premium Clear® Acrylic	Premium Clear® Acrylic
Premium Clear®	Premium Clear® Glass
Reflection Control® Acrylic	Reflection Control® Acrylic
Reflection Control®	Reflection Control® Glass
	StaticShield® Acrylic
	TruLife® Acrylic
UltraVue® UV70	UltraVue® UV70 Glass
UltraVue® UV92	UltraVue® UV92 Glass
	UltraVue® Laminated Glass
	Vista AR™ Glass
	Vista AR™ Acrylic

This list is for informational purposes only and may be modified or updated at any time. If you have any questions about the status of a mark or a proposed use of the mark call the Tru Vue Marketing Department.

## Tru Vue® Corporate Logo

### OVERALL USAGE

The Tru Vue® corporate logo consists of the symbol and logotype.

When using the corporate logo, the symbol and logotype **MUST** be used together, in its entirety. The symbol may not be used alone. Elements may not be relocated, resized or used individually.

Additionally, when using the corporate logo, the ® must always be used in the first instance of the Tru Vue mark in both the headline and the body copy.



**DO NOT** USE THE SIGNATURE SYMBOL ALONE



**DO NOT** USE THE LOGO TYPE ALONE



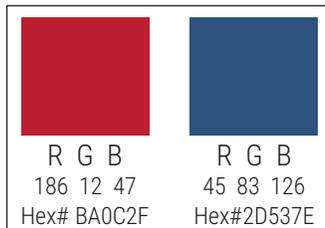
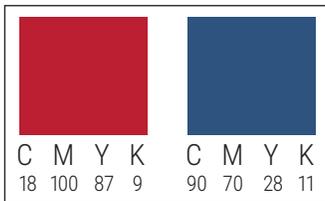
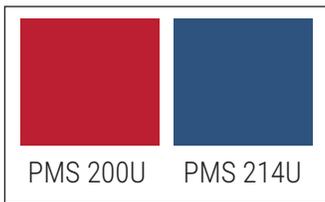
**DO NOT** SKEW THE LOGO.



**DO NOT** CHANGE THE TYPEFACE



**DO NOT** CHANGE THE COLOR



## COLOR USAGE AND PRINTING

### 1-COLOR

The corporate logo must appear in all black when printed in a single color. For materials printed in a single color other than black, the corporate logo must print in white on a solid color background. For example, if a one-color brochure is printed with a blue ink, the corporate logo must print white on a solid blue background. The logo may also be reversed out of a photograph or other graphical element if that element is dark in tone. This can only be done with a digital logo file.

The corporate logo may not appear in any single color other than black or white. Any other color treatments of the corporate logo may not be used unless approved by the Tru Vue Marketing Department.

### 2-COLOR

The preferred corporate logo is two-color. For two-color usage, follow these guidelines:

When using the Pantone Color System:

- Utilize PMS 200U Red and PMS 214U Blue.
- The Tru Vue logotype should appear in PMS 214U Blue. Do not make any color alterations or modifications to the logotype.
- The Tru Vue signature symbol should appear in PMS 200U Red and PMS 214U Blue as specified. Do not make any color alterations or modifications to the signature symbol.

### 4-COLOR

When using 4-color process:

- Again, the Tru Vue logotype should appear in Blue and the Tru Vue signature symbol should appear in Red and Blue as specified. Do not make any color alterations to the logotype or signature symbol.
- The CMYK breakdown is:
  - Red: C 18%, M 100%, Y 87%, K 9%
  - Blue: C 90%, M 70%, Y 28%, K 11%

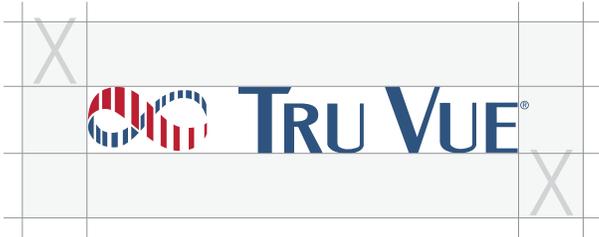
### DIGITAL MEDIA

For screen and display based uses, such as websites, please use the RGB color model or Hex colors.

- The RGB and Hex# breakdown is:
  - Red: R 186, G 12, B 47, Hex#BA0C2F
  - Blue: R 45, G 83, B 126, Hex#2D537E



MINIMUM SIZE 1"  
OR 100 PIXELS



APPROX. 3/8" MARGIN AROUND LOGO



HELPING YOU CREATE SOMETHING SPECIAL



DO NOT CHANGE THE TYPEFACE

## Aa

Mercury Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

?!@#%&(1234567890)

## Aa

ROBOTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

?!@#%^&(1234567890)

## SIZING AND SPACING REQUIREMENTS

The corporate logo should always be used from digital files provided from the Marketing Department. When reducing or enlarging the logo, make sure the logo remains proportional. The minimum size reproduction of the Tru Vue® logo is 1" from the left to right. For on-screen applications, do not reduce the size below 100 pixels.

Adequate spacing must be maintained around the corporate logo when it is positioned near other graphics. An approximate minimum margin of 20% of the logo size must be created between the logo and other elements. For example: If the Tru Vue logo is 2" wide, there must be approximately a 3/8" margin, or protected space around logo.

Taglines approved by the Marketing Department can be included within the protected space mentioned above. For example, custom framing uses the approved tagline "Helping you create something special" below the Tru Vue logo. The fine art market uses "Trusted Acrylic and Glass Solutions for Over 45 Years" and "Proven Protection and Preservation" Please seek approval from the Director of Marketing before altering the Tru Vue logo with a tagline.

## REPRODUCTION

When using the corporate logo or any product logo only utilize electronic files obtained from the Marketing Department. Do not attempt to recreate the corporate logo, symbol or typeface. Do not attempt to recreate any of the product logos or typefaces.

## TYPEFACES

Typography choices are important for visual appeal and readability. Typeface consistency also helps with branding. For example, when you see collateral material or advertising developed for Tru Vue, it has a certain consistent look and feel because elements, like typography, are consistently used. This consistent usage builds brand recognition and identity.

Listed below are preferred Tru Vue typefaces that complement the corporate logo and product logos.

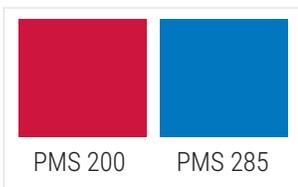
Mercury Text or a similar "old-style" or "humanist" serif typeface. Always use this typeface in title case. On white or grey backgrounds, set headline in blue and body copy in dark grey. On dark backgrounds set headline and body copy to white.

Roboto Condense or a similar "old-style" or "humanist" sans serif typeface. Always use in all caps. Typeface should use letterspacing. On white backgrounds text can be set to grey, red, blue or white. Set to white on dark colored backgrounds.

## FINE ART MARKET COLOR PALETTE



## ENGINEERED OPTICS COLOR PALETTE



## Tru Vue® Brands

Tru Vue products are sold into different industries. The Marketing Manager for each industry is responsible for establishing graphic guidelines to be used for printed and digital marketing assets targeted at their customers. In doing so, they should consult with the Director of Marketing as well as adhere to the Tru Vue corporate logo and product logo guidelines regarding color usage, size, spacing and typography. The appropriate digital files for these logos should be used.

General Tru Vue corporate communications for print and digital should adhere to the Tru Vue corporate logo and product logo guidelines regarding color usage, size, spacing and typography. The appropriate digital files for these logos should be used. The Director of Marketing should be consulted on external communications prior to publishing.

### CUSTOM FRAMING

The graphic guidelines used for custom framing print and digital marketing assets do not differ from the Tru Vue corporate guidelines regarding color usage, size, spacing and typography.

### FINE ART MARKET

The Fine Art Market follows the corporate logo guidelines, but specifies additional guidelines in terms of color usage for their brand.

The Fine Art Market does not use the 4-color Tru Vue logo or color schematic. The Fine Art Market uses a color palette of PMS 188 Burgandy and PMS 5395 Dark Steel Blue. Logos are typically reversed out on the dark steel blue background. If logos are placed on white or light colored backgrounds, they will be one color in the Tru Vue dark grey.

### ENGINEERED OPTICS

Engineered Optics follows the corporate logo guidelines, but specifies additional guidelines in terms of logo and color usage.

Engineered Optics does not use the 4-color Tru Vue logo or color schematic. Engineered Optics uses a color palette of PMS 200 Red and PMS 285. The Tru Vue logo is typically reversed out in white. Vista AR™ Glass uses PMS 200 Red as the primary brand color. Vista AR™ Acrylic uses PMS 285 Blue as the primary brand color.

### WALL DECOR

Wall Decor follows the Tru Vue corporate guidelines regarding color usage, size, spacing and typography where applicable. However, for this business area, TruLife® is the leading brand and Tru Vue is not always referenced when consumer-facing.

**UltraVue®**  
Laminated Glass

**Optium®**  
Acrylic

**Optium®**  
Museum Acrylic

**StaticShield®**  
Acrylic

**truLife®**  
Anti-Reflective Acrylic

## Licensed Marked Product Logos

### OVERALL USAGE

Tru Vue has several licensed marked products that have their own distinctive logos.

UltraVue® Laminated Glass  
Optium Acrylic®  
Optium Museum Acrylic®  
StaticShield® Acrylic  
TruLife® Acrylic

These product logos must be used in their entirety, from the electronic files provided by the Marketing Department. Elements may not be relocated, resized or used individually. Do not attempt to recreate these logos. Additionally when using these product logos, the ® or ™ must always be used as specified above.

Product logos should not be used in body copy, headlines or subheadings. Standard typeface should be used instead.

Each trademarked product, statement or service must feature the trademark symbol on first reference only, with the exception of the tagline.



DO NOT PRINT TRULIFE LOGO IN 1-COLOR



ALWAYS PRINT IN FULL COLOR



  
 PMS 5395  
 CMYK: 89 73 56 67  
 RGB: 11 31 44  
 Hex#091725

  
 PMS 425  
 CMYK: 66 56 57 39  
 RGB: 74 74 75  
 Hex#4A4A4A



**COLOR USAGE AND PRINTING**

UltraVue® Laminated Glass, Optium Acrylic®, Optium Museum Acrylic® and StaticShield® Acrylic products are primarily Fine Art Market products, therefore, these logos follow the color palette guidelines established by the Fine Art Market. These logos can appear in black, PMS 425 dark grey, PMS 5395 dark steel blue or reversed out in white on black or PMS 5395 dark steel blue background.

**1-COLOR**

Logos must appear in all black when printed in a single color. For materials printed in a single color other than black, the logos must be print in white on a solid color background. For example, if a one-color brochure is printed with a blue ink, the product logo must be print in white on a solid blue background. The logo may also be reversed out of a photograph or other graphical element if that element is dark in tone. This can only be done with a digital logo file. Please note that the TruLife logo can not be printed 1-color due to the colors required in its logo.

**2-COLOR**

When using the Pantone color process, Optium Acrylic, Optium Museum Acrylic and StaticShield Acrylic can be printed in the following PMS color options:

- Dark Steel Blue: PMS 5395
- Dark Grey: PMS 425
- White reversed out on Steel Blue PMS 5395 background

**4-COLOR**

Optium Acrylic, Optium Museum Acrylic and StaticShield Acrylic can be printed in the following CMYK color options:

- Dark Steel Blue: C 89%, M 73%, Y 56%, K 67%
- Dark Grey: C 66%, M 56%, Y 57%, K 39%

**DIGITAL MEDIA**

For screen and display based uses, such as websites, please use the RGB Color Model version of the Optium Acrylic, Optium Museum Acrylic and StaticShield Acrylic logos.

- Dark Steel Blue: R 11, G 31, B 44, Hex #091725
- Dark Grey: R 74, G 74, B 75, Hex#4A4A4A

MINIMUM SIZE 1"  
OR 100 PIXELS



APPROX. 3/8" MARGIN AROUND LOGOS



DO NOT CHANGE THE TYPEFACE

Aa

Mercury Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
?!@#%^(1234567890)

Aa

ROBOTO CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
?!@#%^(1234567890)

SIZING AND SPACING REQUIREMENTS

The product logos should always be used from digital files provided from the Marketing Department. When reducing or enlarging the logos, make sure the logos remain proportional. The minimum size reproduction of the product logos is 1" from the left to right. For on-screen applications, do not reduce the size below 100 pixels.

Adequate spacing must be maintained around the product logos when they are positioned near other graphics. An approximate minimum margin of 20% of the logo size must be created between the logo and other elements. For example: If the product logo is 2" wide, there must be approximately a 3/8" margin around the product logo.

Taglines approved by the Marketing Department can be included within the protected space around product logos. For example, when the Tru Vue logo is not used in conjunction with a Tru Vue product, the copy line "A TRU VUE PRODUCT" or "MANUFACTURED BY TRU VUE" should be included. Please seek approval from the Director of Marketing before altering the Tru Vue logo with a tagline.

REPRODUCTION

When using the product logos only utilize digital files obtained from the Marketing Department. Do not attempt to recreate any of the product logos or typefaces.

COMPATIBLE TYPEFACES

Typography choices are important for visual appeal and readability. Typeface consistency also helps with branding. For example, when you see collateral material or advertising developed for Tru Vue, it has a certain consistent look and feel because elements, like typography, are consistently used. This consistent usage builds brand recognition and identity.

Listed below are preferred Tru Vue typefaces that complement the corporate logo and product logos.

Mercury Text or a similar "old-style" or "humanist" serif typeface. Always use this typeface in title case. On white or grey backgrounds, set headline in blue and body copy in dark grey. On dark backgrounds set headline and body copy to white.

Roboto Condense or a similar "old-style" or "humanist" sans serif typeface. Always use in all caps. Typeface should use letterspacing. On white backgrounds text can be set to grey, red, blue or white. Set to white on dark colored backgrounds.

Museum Glass®

Conservation Reflection Control®

Conservation Reflection Control® Acrylic

Conservation Clear®

Conservation Clear® Acrylic

AR Reflection-Free®

UltraVue® UV70

UltraVue® UV92

Reflection Control®

Reflection Control® Acrylic

Premium Clear®

Premium Clear® Acrylic

Vista AR® Glass

Vista AR® Acrylic

## Licensed Mark Product Names, Products with Typeface Logos

### OVERALL USAGE

Several licensed marked products also have typeface only logos. Please use the color guidelines that follow when using these logos.

Museum Glass®  
Conservation Reflection Control® Glass  
Conservation Reflection Control® Acrylic  
Conservation Clear® Glass  
Conservation Clear® Acrylic  
AR Reflection-Free® Glass  
UltraVue® UV70Glass  
UltraVue® UV92 Glass  
Reflection Control® Glass  
Reflection Control® Acrylic  
Premium Clear® Glass  
Premium Clear® Acrylic  
Vista AR™ Glass  
Vista AR™ Acrylic

These product logos must be used in their entirety, from the electronic files provided by the Marketing Department. Elements may not be relocated, resized or used individually. Do not attempt to recreate these logos.

Additionally when using these product logos, the ® or ™ must always be used as specified above.

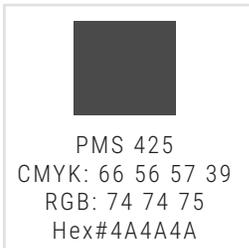
Each trademarked product, statement or service must feature the trademark symbol on first reference only, with the exception of the tagline.

## Museum Glass®



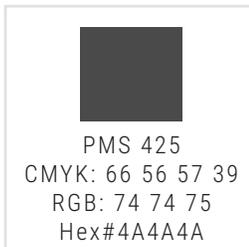
### CUSTOM FRAMING

## Museum Glass®

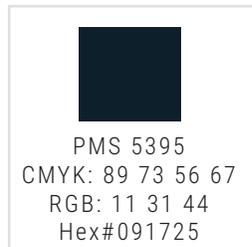


### FINE ART MARKET

## UltraVue® Laminated Glass

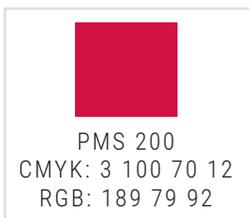


## UltraVue® Laminated Glass

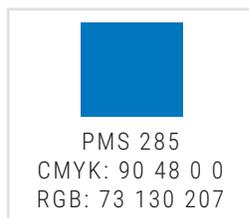


### ENGINEERED OPTICS

## Vista AR™ Glass



## Vista AR™ Acrylic



### COLOR USAGE AND PRINTING

#### 1-COLOR

Logos must appear in all black when printed in a single color. For materials printed in a single color other than black, the logos must print in white on a solid color background. For example, if a one-color brochure is printed with a blue ink, the product logo must print white on a solid blue background. The logo may also be reversed out of a photograph or other graphical element if that element is dark in tone. This can only be done with a digital logo file.

#### 2-COLOR

Use the following Pantone colors guidelines for logos:

#### CUSTOM FRAMING MARKET

Dark Grey: PMS 425

#### FINE ART MARKET

Dark Slate Blue: PMS 5395

Dark Grey: PMS 425

#### ENGINEERED OPTICS

Vista AR™ Glass: Red PMS 200

Vista AR™ Acrylic: Blue PMS 285

#### 4-COLOR

Use the following CMYK color guidelines for logos:

#### CUSTOM FRAMING MARKET

Dark Grey: C 66%, M 56%, Y 57, K 39%

#### FINE ART MARKET

Dark Steel Blue: C 89%, M 73%, Y 56%, K 67%

Dark Grey: C 66%, M 56%, Y 57, K 39%

#### ENGINEERED OPTICS

Vista AR™ glass: Red C 3%, M 100%, Y 70%, K 12%

Vista AR™ Acrylic: Blue C 90%, M 48%, Y 0%, K 0%

#### DIGITAL MEDIA

For screen and display based uses, such as websites, please use the RGB Color Model version

#### CUSTOM FRAMING MARKET

Dark Grey: R 74, G 74, B 75, Hex#4A4A4A

#### FINE ART MARKET

Dark Steel Blue: R 11, G 31, B 44, Hex #091725

Dark Grey: R 74, G 74, B 75, Hex#4A4A4A

#### ENGINEERED OPTICS

Vista AR™ glass: Red R 189 G 79 B 92

Vista AR™ Acrylic: Blue R 73 G 130 B 207

## Tru Vue® Stationery



Templates have been established for common stationery items. These templates adhere to the graphic standards approved by the Marketing Department. If creating stationery items, please follow these guidelines. Additional stationery items may be created following these templates in the same proportional manner. Please ask the Marketing Department for assistance if you have questions or an unusual situation.

### LETTERHEAD

Size: 8 1/2" x 11"

Top Margin: .35" from top of logo; logo 2.25" x .5", centered  
Bottom Margin: .45"

Mailing address font (on bottom): 9 point Light Condensed Frutiger

Colors: PMS 200U Red, PMS214OU Blue and 100% Black

Paper Stock: 24# Classic Linen

Preferred Body Copy Margins: 1-1/2"



### ENVELOPES

Size: #10 or 9 1/2" x 4 1/8"

Top Margin: .3"

Left Margin: .3"

Mailing address font: 47 Light Condensed Frutiger 8 point

Colors: PMS 200U Red, PMS214OU Blue and 100% Black

Paper Stock: 24# Classic Linen

### BUSINESS CARDS

Size: 3 1/2" x 2"

Mailing address: 47 Light Condensed Frutiger, 8 point

Colors: PMS 200U Red, PMS 214OU Blue and 100% Black

Paper Stock: Platinum 130# Silk

## Email Communications

Templates have been established for mass email communications to customers. These templates adhere to the graphic standards approved by the Marketing Department. If sending out a mass email to customers, please consult with the Marketing Department for assistance.

General email communications, both internally and externally, should use the approved email signature template as well as adhere to the corporate logo guidelines regarding color usage, size, spacing and typography. Use the appropriate digital file for the corporate logo. If you need assistance with setting up your email signature, please contact the IT Help Desk.

Each of the business areas can elect to customize their email signature to include brand specific elements targeted at their customers. These customizations should be approved by the Marketing Manager responsible for that brand.

### EMAIL SIGNATURE FORMAT

#### FORMAT FOR NAME & CONTACT INFORMATION

REQUIRED LEGAL DISCLOSURE

AREA FOR BUSINESS AREA CUSTOMIZATION

**Name**  
Title  
Tru Vue, Inc. | Street address | City, State Zip  
Phone: XXX.XXX.XXXX | Cell: XXX-XXX-XXXX | Fax: XXX.XXX.XXXX  
email@tru-vue.com | www.tru-vue.com



This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error, please destroy this message and kindly notify the sender by reply email. Please note that any views or opinions presented in this email are solely those of the author and do not necessarily represent those of the company. Finally, the recipient should check this email and any attachments for the presence of viruses. The company accepts no liability for any damage caused by any virus transmitted by this email.

Save a tree. Don't print this e-mail unless you plan to frame it™

Promotional and Marketing Materials

BROCHURES AND SELL SHEETS

For these applications, please adhere to the corporate logo guidelines regarding color usage, size, spacing and typography. Use the appropriate digital file for the corporate logo.

All brochures and sell sheets should also contain the appropriate copyright information. This information should be included for each mentioned licensed marked logo or name. Please see the example below.

Example:

Museum Glass®, Tru Vue® and the Tru Vue logo is a trademark of Tru Vue, Inc, McCook, IL USA. © 2017 Copyright Tru Vue, Inc. All rights reserved.

All brochures and sell sheets should also have the proper internal coding numbers included. These part numbers are used for internal record keeping and fulfillment purposes. Purchasing can set up part numbers for materials. Part numbers start with an M99- prefix followed by a unique set of 5 digits, followed by a space and then digits indicating the month and year of the latest version. For example, M99-01425 0917.

When listing the URL address in copy, always remember to use bold. For example: [www.tru-vue.com](http://www.tru-vue.com).



POWERPOINT

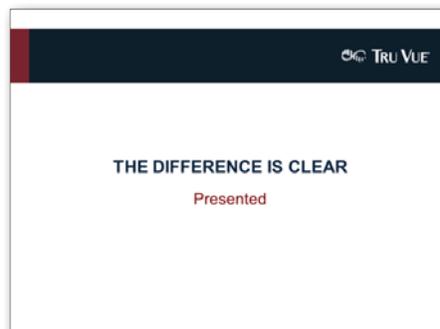
PowerPoint templates have been established for general Tru Vue presentations as well as brand specific templates for the industries Tru Vue sells into. These templates adhere to the graphic standards approved by the Marketing Department.

When creating presentation, please use the established templates and adhere to the corporate logo guidelines regarding color usage, size, spacing and typography. Use the appropriate digital artwork for the corporate logo. Please ask the Marketing Department if you need assistance.

GENERAL COMMUNICATIONS



FINE ART MARKET



ENGINEERED OPTICS





## PRINT AND DIGITAL ADS

For these applications, please adhere to the corporate logo guidelines regarding color usage, size, spacing and typography. Use the appropriate digital artwork for the corporate logo.

For on-screen applications, do not reduce the size below 100 pixels. Use the RGB Color Model version of the Tru Vue corporate logo colors:

Red R: 186 G: 12 B: 47  
 Blue R: 45 G: 83 B: 126

All print and digital ads should be approved by the Marketing Department prior to publishing.

## SIGNAGE, POPS, BANNERS STANDS AND BOOTHS

For these applications, please adhere to the corporate logo guidelines regarding color usage, size, spacing and typography. Use appropriate digital artwork for the corporate logo.

All signage, booth designs and displays should be approved by the Marketing Department prior to producing.



## WEBSITE AND SOCIAL MEDIA SITES

For these applications, please adhere to the corporate logo guidelines regarding color usage, size, spacing and typography. Use the appropriate digital artwork for the corporate logo.

For on-screen applications, do not reduce the size below 100 pixels. Use the RGB Color Model version of the Tru Vue corporate logo colors:

Red R: 186 G: 12 B: 47  
 Blue R: 45 G: 83 B: 126



All digital communications should be approved by the Marketing Department before publishing.

SAMPLE PACKAGING LAYOUT



## Product Packaging

Layout templates have been established for packaging. Please refer to the Marketing Department for the SOP outlining the design requirements specific to each product family. Oversized products are packaged in crates and do not require branded cartons.

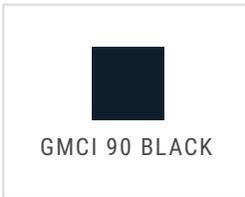
All of Tru Vue licensed marked products, 48" x 96" and smaller, are packaged in white corrugated cartons. These cartons are produced using SKU specific cutting dies and print plates set up for 1-color. However, some packaging may require 2-color to accommodate barcode scanning.

### COLOR USAGE

For ease of identification, each product family uses a different color. Cartons are printed using PMS or equivalent GCMC color. The following standard colors by product family should be used.

### COLOR GUIDE BY PRODUCT FAMILY

#### Optium Museum Acrylic®



#### Optium Acrylic®



#### Museum Glass®



#### StaticShield® Acrylic



#### Conservation Reflection Control® Glass & Acrylic



#### Conservation Clear® Glass & Acrylic



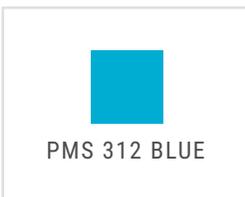
#### AR Reflection-Free® Glass



#### UltraVue® UV70 Glass



#### UltraVue® UV92 Glass



#### Reflection Control® Glass & Acrylic



#### Premium Clear® Glass & Acrylic



#### TruLife® Acrylic





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