

SunSensors® communication guidelines

The following guidelines have been prepared for manufacturers and laboratories who commercialize SunSensors® photochromic lenses worldwide, as well as for their contractors - graphic designers and printers, so that everyone can promote the SunSensors® brand in a professional, consistent and efficient manner. This document answers many questions – it will certainly save you time. Many of its points have legal implications, so please read this document carefully before communicating. Thank you.

1. Guidelines common to all kinds of documents

Proofreading

As any type of electronic or printed document promoting the Corning name or our trademarks engages Corning's responsibility, they must be reviewed by Corning Ophthalmic Global Communication department. Legal issues, technical accuracy, company image and consistency of messages worldwide are all concerned and connected.

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Trademarks

“Corning® and SunSensors® are registered trademarks of Corning Incorporated, Corning, NY” should always appear, in a specific footnote in small letters, in every document where these trademarks appear (web, ads, literature, packaging, point-of-sale advertisement...).

Note that the second “S” in the name “SunSensors” should always be written with a capital “S”, a proprietary feature that applies to logos and all texts - titles and copy.

A universal rule when it comes to trademark protection in documents is to make sure that the trademark is periodically followed by its generic description in order to discourage making it a generic term. This is why it is acceptable to write sentences such as “SunSensors® + is so resistant that ...” **only if** you write, at least once per page, “SunSensors® + photochromic lens will allow ...” or “The SunSensors® + photochromic monomer is ...”.

Useful tip: when using Windows Word or PowerPoint, just type “(“ then “R” then “)” after a trademark and you will automatically get the © symbol. The same is true with “TM” to get the ™ symbol and also with a “C” to get the © copyright symbol. Always type the capital letter between parentheses.

Comparative advertising & promotion

Although it is legal in some markets, the Corning communication strategy excludes public comparison with competitors. To describe SunSensors® as “*The alternative photochromic*” and to comment “*You don’t have to adapt your customer’s diverse needs and profiles to a unique photochromic solution*” is the furthest we will go, this motto clearly meaning that we are the major alternative to the market leader, as we propose a well-known, distinctive and versatile product range, without mentioning, comparing or commenting on anyone.




If a Corning customer were to use such comparative statements in their own communication, this would be done under their own responsibility.

Concerning joint communication based on specific model documents originally laid out by Corning (technical data sheets, for example), and consequently co-signed by us, such comparative statements are excluded.

Colors

Each of our trademarks has its specific symbolic color, which is present in its logo and is also used in the color environment of our various promotional documents.

We encourage our partners to respect the following color codes when promoting these brands (this way, your communication campaign will be better supported by the Corning overall promotional effort and on-line presence via our dedicated website):

	SunSensors® by Corning	Yellow (and fading to black):	Pantone: 116 - C0 M12 Y100 K0
	SunSensors® +	Orange (and fading to black):	Pantone: 152* - C0 M50 Y100 K0
	SunSensors® HPC	Red (and fading to black):	Pantone: 186 - C0 M100 Y75 K4

The SunSensors® overall product range or “family” also has its own color. Please use it in case you promote the SunSensors® photochromic solutions as a whole.

	SunSensors® family	Orange (and fading to black):	Pantone: 152* - C0 M50 Y100 K0
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**On certain substrates, especially uncoated paper, PMS 152 may be too dull and PMS151, brighter, may give a better result.*

Logos

All communication concerning SunSensors® photochromic lenses should have the relevant logo(s).

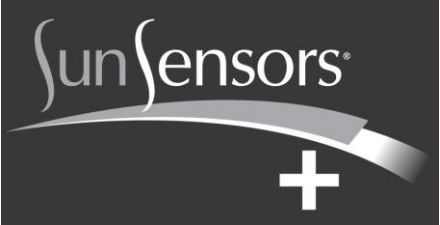
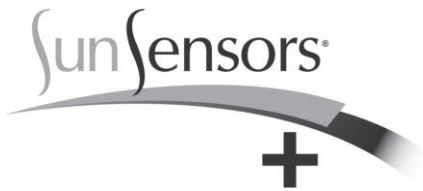
The following logos are available in high resolution, color and black and white, with specific versions for use on a white or black background. Please ask our Communication Dept. for any desk-top files (300 dpi medium-high resolution RGB jpeg, approx. 900 ko each) or professional files (.eps = vectorized) which you would need ; do not copy the logos below as the quality would not be good, especially in printing.

You will find in appendix a detailed color description of our logos (also available as PDF files upon request)

SunSensors® by Corning



SunSensors® +



SunSensors® HPC

Note that using the tagline “High Performance Photochromic Coating”, which makes the “HPC” acronym more understandable, is not compulsory. However, we encourage you to use it as much as possible as it clarifies the message (especially in the post-launch year, 2009).



Corning logo

The Corning corporate logo must be used in accordance with the 2008 Corning Corporate visual guidelines (including section 2, “secondary branding”). If printed next to another company or product logo, it should always be surrounded by a sufficient margin, never less than 15mm.

In those exceptional cases where our customers would need our Company logo for printing on one of their own documents, this would have to be done in conjunction with our Communication dept. which has all internal guidelines for the use of the Corning corporate logo (color variants, in-square version or alone, position, etc.)

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Specific wording

When promoting the SunSensors® family, please refer either to photochromic lenses, to photochromic solutions or to photochromic technologies, but not to “SunSensors® photochromic products,” as this would be confusing since the specific lens commercial designation “SunSensors® HPC” is in itself a treatment or a technology, rather than a product.

Below is a list of key words which highlight what we see as the main features of the SunSensors® photochromic lenses; we recommend using them as much as possible.

SunSensors® by Corning

- The universal photochromic lens
- Excellent value for money
- High quality “in-mass” technology

SunSensors® +

- A solid, resistant photochromic lens
- Specially designed for rimless frames
- High performance “in-mass” technology

SunSensors® HPC

- A powerful, fast-reacting photochromic lens
- Exceptional fading speed
- High performance coating technology [*designed for high index (1.6 / 1.67) and polycarbonate*]
- Ideally suited to high-end lens design

In addition to the above-mentioned overall guidelines, which apply to all documents including our customers' own, please respect the following points when mentioning the Corning and SunSensors trademarks in your documents:

2. Customers' own documents

- **Logo**

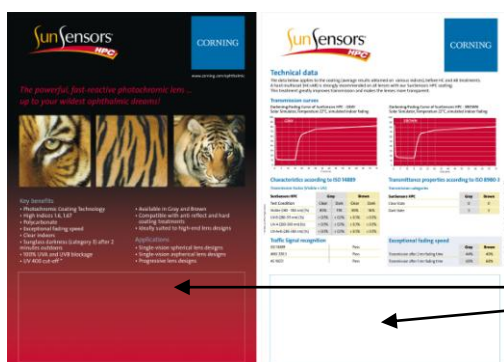
The SunSensors® logos can be used on customers' communication tools such as packaging, ads, literature, displays, Internet ...

They must be used in conjunction with the manufacturer's logo. The logos must be reproduced in a smaller size than the customer's logo – equal size must be considered as a maximum.

- **SunSensors® website address**

We have created the web address www.sunsensors.com, which has a direct link to our SunSensors® web pages, in our Corning Ophthalmic website (totally new version, launched in Dec. 2008, also full of useful educational pages). Feel free to mention it in any promotional document if you are interested.

3. Collaborative data sheets (using the Corning templates)



Please refer to the lay-out which Corning has prepared for you, with specific customizable areas on the front and back page.

Logos

You are welcome to put your company logo on the front page or/and on the back page. Please make sure it does not exceed the size of the Corning logo.

The same rule applies to product/product range logos in comparison with the SunSensors® product/product range logos.

Typeface/Fonts

In order to maintain consistency throughout the whole document, the font called "The Sans" should be used for all texts. This font is not supplied with Windows Office for desktop work but all graphic designers and printers can obtain it from Adobe or other professional sources).

Color background

The choice of a background color for your customized space is yours, provided that you will preserve some consistency in the overall style of the document.

Copyright mention

Contrary to what we do in our brochures, we have not included a copyright (© Corning Incorporated, 2009) mention in our collaborative data sheets, since we logically cannot take ownership of descriptive texts which will be added by another company/legal entity. If you feel that a copyright mention is needed regarding your texts or the whole document, please contact Corning Ophthalmic Communication Department.

4. Collaborative advertising (using the Corning templates)

Please refer to the lay-out which Corning has prepared for you, with a specific customizable area



Logos

Please make sure your company logo does not exceed the size of the Corning logo. The same rule applies to product/product range logos in comparison with the SunSensors® logo.

Typeface/Fonts

In order to maintain typeface consistency, the font called “The Sans” should be used for all texts. This font is not supplied with Windows Office for desktop work but all graphic designers and printers can obtain it from Adobe or other professional sources).

Copyright mention

We have not included a copyright mention in our ads, as these do not present any technical detail about our products. If you feel that a copyright mention is needed regarding your texts or the whole document, please contact Corning Ophthalmic Communication Department.

Please take into account that Corning communicates worldwide, using their own advertising and promotional tools, starting with their global website. Keep us informed of any potential conflict you may anticipate regarding your own communication. Thank you.

Please note that all documents mentioning Corning company and/or products must be reviewed by Corning Ophthalmic Global Communication department (allowing at least a full week for the review process). Thank you.

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