Corning® Gorilla® Glass
QUICK GUIDE

This Quick Guide explains how to use the Corning® Gorilla® Glass name and logo in your marketing activities. Please note that there is only one logo for all references to Corning Gorilla Glass, whether referring to Corning Gorilla Glass, Corning Gorilla Glass 3, or Corning Gorilla Glass 4.

Using the Corning Gorilla Glass name properly in text documents (e.g., brochures, ad copy, Web site content) helps protect Corning's name and reputation, which are two of our most valuable assets.

The Corning Gorilla Glass logo is designed to convey Corning's leadership in specialty glass. The design reflects the sleek sophistication of the product, while the black suggests the color and toughness of a gorilla. Variations are available to suit the different requirements for product packaging, promotional items, online marketing materials, and large format graphics. Do not modify these logos in any way.

All logos are provided in three file formats: Illustrator EPS, JPG, and TIF. Additional color options are available as well.

Only use the logo files provided by your Corning representative. If you have a marketing project not covered by these guidelines, or need additional help, please work with your Corning representative to ensure compliance with the Corning Gorilla Glass brand guidelines. All co-branding projects must be reviewed and approved by Corning.

The Quick Guide will be updated as needed, so please note the revision date below.

CORNING

The Corning® Gorilla® Glass Name

Use the full name to describe Corning® Gorilla® Glass, Corning® Gorilla® Glass 3, or Corning® Gorilla® Glass 4 in all marketing materials. It is important to clarify that Corning Incorporated is the source of our product. The entire name should have the same font and size throughout. Each word should be capitalized but it should not be written with all capital letters or italicized. Corning Gorilla Glass should never be translated but always written in English.

Always use the registered trademark symbol (®) on both "Corning" and "Gorilla" the first time the name appears on a page. When the first appearance is in a title or header, use the ® symbols for the first reference in the text of the document as well. For each subsequent reference on the page use Corning Gorilla Glass, with no symbols. Note how the symbols are used on this page. The name includes the ® symbols in both the title and the first sentence. When the name appears later, no symbols are needed. The ® symbol should be Superscript. If you are unable to use the ® symbol due to the software you are using, you should use the parenthetical version, (R).

If you have a large document with continuous text, a legend or footnote at the end of the document may be used to note the registration, e.g., "Corning and Gorilla are registered trademarks of Corning Incorporated." Trademark symbols should still be used the first time the name appears in the title and the text of the document. Please note, this approach may not be used when parts of the document may be separated and distributed without the legend, e.g., a PowerPoint presentation where slides might be removed from the slide deck. Here you would trademark the name the first time it appears on each slide.

"Corning" is unique because it is both a short form of the corporate name, Corning Incorporated, as well as one of our most important trademarks. When referring to the corporation, the ® symbol is not necessary. When referring to a product, the ® symbol should be used. For example: Corning manufactures Corning® Gorilla® Glass.

General Guideline:

Always use the full name:
Corning® Gorilla® Glass
Corning® Gorilla® Glass 3
Corning® Gorilla® Glass 4

Always write Corning Gorilla Glass in English; never translate.

Include ® symbols in the title and the first time the name appears on a page.

Always keep the entire name at one font size.

Use the same font for the entire name.

Do not italicize.

Do not apply special text treatments to any part of the name.

Capitalize the first letter of each word.

® Registration marks should always be Superscript.

There is only one logo for all references to Corning Gorilla Glass, whether referring to Corning Gorilla Glass, Corning Gorilla Glass 3 or Corning Gorilla Glass 4.

The Corning® Gorilla® Glass Logo — Overview

The Corning® Gorilla® Glass logo represents Corning's leadership in specialty glass and portrays Corning Gorilla Glass as a sleek product for the world's most innovative new technology devices. The design captures the beauty and elegance of the product while the black color suggests both the color and toughness of a gorilla. The logo will suit a variety of promotional activities — both Corning-focused and joint marketing. Because the glossy, dimensional effect and rounded corners may not be suitable for all media, three variations are available.

There is only one logo for all references to Corning Gorilla Glass, whether referring to Corning Gorilla Glass, Corning Gorilla Glass 3, or Corning Gorilla Glass 4.

The Primary logo is a 4-color dimensional version with a color gradient treatment that looks like glass. It should be your first choice for most marketing pieces. A flat, 2-color Secondary logo is available for situations when 4-color or gradient printing is not an option or doesn't make sense, e.g., promotional items or product packaging. Lastly, most online marketing will accept a square-corner logo more readily so a Square logo is also available. This version will also work well for materials created using the Corning grid layout.

Each logo is available in Illustrator EPS, JPG, and TIF-file formats as well as three colors — Black, Corning Blue (PMS 301), and White.

The three logo designs are shown below.

FOLDER: GG_GLASS_PRIMARY

4-color, dimensional versions for use
on high quality printed materials such as
specialty labels, brochures, large format
printed materials and sales tools.

FOLDER: GG_FLAT_SECONDARY

2-color flat versions for use on
product packaging, simple stickers,
and promotional items that cannot
accept color gradients.

FOLDER: GG_GLASS_SQUARE

Square-corner, 4-color versions for use on
web sites, online marketing, and
product information materials which
use the Corning grid layout.

The Corning® Gorilla® Glass Logo — File Name Specification Overview

The Primary, Secondary, and Square Corning® Gorilla® Glass logos are available in Illustrator EPS, JPG, and TIF file formats.

They are also available in three colors: Black, Corning Blue (PMS 301), and White.

Because of its association with the color of a gorilla and the toughness that conveys, Black is the standard color.

When a backdrop does not provide enough color separation or clarity for Black, either Corning Blue or White may be used. There will also be certain promotional items or marketing activities where the blue or white option will work best.

The logo files are organized into three folders: PRIMARY, SECONDARY and SQUARE.

There is also a descriptive word included in the folder names to help you identify them.
The two versions with gradient shading are described as GLASS; the solid, 2-color version as FLAT.

Each of the three folders contains the three file format options (Illustrator EPS, JPG, and TIF) and each of these folders contains files for each of the three colors (Black, Corning Blue, and White). TIF files are further organized by small, medium, and large file sizes.

The Corning® Gorilla® Glass Logo — File Name Specification

PRIMARY usage Corning® Gorilla® Glass logo files are found in the **GG_GLASS_PRIMARY** folder.

COR_GG_GLASS_BLK   COR_GG_GLASS_BLU   COR_GG_GLASS_WHT

4-color, dimensional versions for use on high quality printed materials such as specialty labels, brochures, large format printed materials and sales tools.

Files are available as Illustrator EPS, JPG, and TIF file formats

SECONDARY usage Corning Gorilla Glass logo files are found in the **GG_FLAT_SECONDARY** folder.

COR_GG_FLAT_BLK   COR_GG_FLAT_BLU   COR_GG_FLAT_WHT

2-color flat versions for use on product packaging, simple stickers, and promotional items that cannot accept color gradients.

Files are available as Illustrator EPS, JPG, and TIF file formats

SQUARE usage Corning Gorilla Glass logo files are found in the **GG_GLASS_SQUARE** folder.

COR_GG_GLASS_BLK_
SQUARE CORNERS   COR_GG_GLASS_BLU_
SQUARE CORNERS   COR_GG_GLASS_WHT_
SQUARE CORNERS

Square-corner, 4-color versions for use on web sites, online marketing, and product information materials which use the Corning grid layout.

Files are available as Illustrator EPS, JPG, and TIF file formats

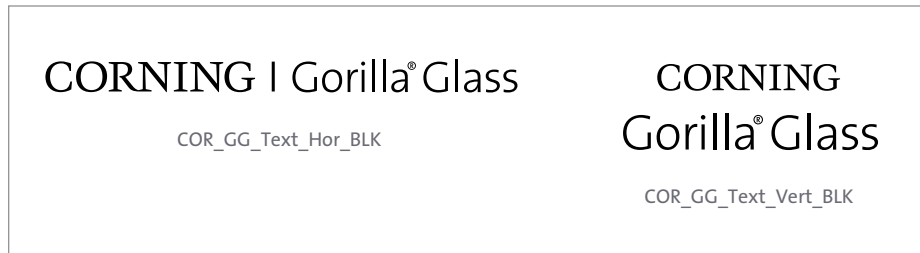## The Corning® Gorilla® Glass Logotype Lockups — Horizontal & Vertical

When there is not enough space to use the Primary, Secondary, and Square logos, use a logotype lockup. While these lockups look like text, they are art files and cannot be manipulated. Do not stretch or recolor the artwork. The logotypes are available in black or white versions with both horizontal and vertical orientations.

These files are found in the GG_TEXT_lockups folder.
Black versions are available in Illustrator EPS, JPG, and TIF file formats. White versions are available as Illustrator EPS only.

Horizontal Lockup   Vertical Lockup   Alternate Vertical Applications

CORNING | Gorilla® Glass

COR_GG_Text_Hor_BLK

CORNING
Gorilla® Glass

COR_GG_Text_Vert_BLK

Horizontal Lockup   Vertical Lockup

CORNING | Gorilla® Glass

COR_GG_Text_Hor_WHT

CORNING
Gorilla® Glass

COR_GG_Text_Vert_WHT

COR_GG_Text_Vert_BLK   COR_GG_Text_Vert_WHT

Vertical banners and "spines" can use the layout above — Gorilla® Glass reading vertically down with the Corning wordmark scaled to fit above the "G" in Gorilla.

These files can be created using COR_GG_TEXT_VERT.

Corning® Gorilla® Glass Logo — Set Text Versions

There may be occasions when you have limited space or the project can't use the logo or logotype files. You may use regular text to create a text version of the logo.

• Fonts should remain the same for the entire name.
• Recommended fonts: Sans Light, Arial, or Calibri
• Font style should be Regular and should be the same for the entire name.
• Font size should be the same for the entire name.

• Very small font sizes (less than 8 pts) should be set using Bold style.
• Font color should be black or white only.
• The name should not be underlined.
• ® symbols should be Superscript.
• If it is necessary to stack the name, align left.
• White fonts may be placed on a solid background for a negative effect.

	The Sans Light & **The Sans Bold**	Arial Regular & **Arial Bold**	Calibri Regular & **Calibri Bold**
12 pt. regular Horizontal	Corning® Gorilla® Glass	Corning® Gorilla® Glass	Corning® Gorilla® Glass
12 pt. regular Vertical	Corning® Gorilla® Glass	Corning® Gorilla® Glass	Corning® Gorilla® Glass
6 pt. Bold Horizontal	Corning® Gorilla® Glass	Corning® Gorilla® Glass	Corning® Gorilla® Glass
6 pt. Bold Vertical	Corning® Gorilla® Glass	Corning® Gorilla® Glass	Corning® Gorilla® Glass
12 pt. regular Horizontal	Corning® Gorilla® Glass	Corning® Gorilla® Glass	Corning® Gorilla® Glass
12 pt. regular Vertical	Corning® Gorilla® Glass	Corning® Gorilla® Glass	Corning® Gorilla® Glass
6 pt. Bold Horizontal	Corning® Gorilla® Glass	Corning® Gorilla® Glass	Corning® Gorilla® Glass
6 pt. Bold Vertical	Corning® Gorilla® Glass	Corning® Gorilla® Glass	Corning® Gorilla® Glass

Corning® Gorilla® Glass Logo — Colors — GG_GLASS_PRIMARY

The Primary, Secondary, and Square Corning® Gorilla® Glass logos are available in three colors: Black, Corning Blue (PMS 301), and White. Because of its association with the color of a gorilla and the toughness that conveys, Black is the standard color for Corning Gorilla Glass. When a backdrop does not provide enough color separation or clarity for Black, either Corning Blue or White may be used. There will also be certain promotional items or marketing activities where the Blue or White option will work best.

The Primary and Square Corning Gorilla Glass logos are dimensional versions with a color gradient or shading treatment that looks like glass. You may not change the color shading formulas for these. Please use the color formula codes provided.

GG_GLASS_PRIMARY	PMS	CMYK	RGB	HEX
CORNING Gorilla® Glass	Vector Gradient: N/A using PMS DO NOT MODIFY	Vector Gradient: K75 ► K100 Logotype: K20 DO NOT MODIFY	Vector Gradient: R99G100B102 ► R35G31B32 Logotype: R209G211B212 DO NOT MODIFY	Vector Gradient: 636466 ► 231F20 Logotype: D1D3D4 DO NOT MODIFY
CORNING Gorilla® Glass	Vector Gradient: N/A using PMS DO NOT MODIFY	Vector Gradient: C27M7Y0K0 ► C100M45Y0K18 Logotype: K0 DO NOT MODIFY	Vector Gradient: R181G213B240 ► R0G101B164 Logotype: R255G255B255 DO NOT MODIFY	Vector Gradient: B5D5F0 ► 0065A4 Logotype: FFFFFF DO NOT MODIFY
CORNING Gorilla® Glass	Vector Gradient: N/A using PMS DO NOT MODIFY	Vector Gradient: K2 ► K15 Logotype: K80	Vector Gradient: R250G250B250 ► R217G217B217 Logotype: R88G89B91	Vector Gradient: F8F8F9 ► DCDDDE Logotype: 58595B

Corning® Gorilla® Glass Logo — Colors — GG_FLAT_SECONDARY

The Primary, Secondary, and Square Corning® Gorilla® Glass logos are available in three colors: Black, Corning Blue (PMS 301), and White. Because of its association with the color of a gorilla and the toughness that conveys, Black is the standard color for Corning Gorilla Glass. When a backdrop does not provide enough color separation or clarity for Black, either Corning Blue or White may be used. There will also be certain promotional items or marketing activities where the Blue or White option will work best.

The Primary and Square Corning Gorilla Glass logos are dimensional versions with a color gradient or shading treatment that looks like glass. You may not change the color shading formulas for these. Please use the color formula codes provided.

GG_FLAT_SECONDARY	PMS	CMYK	RGB	HEX
CORNING Gorilla® Glass (black)	Background: N/A using PMS DO NOT MODIFY	Background: к100 Logotype: к0 DO NOT MODIFY	Background: R35G31B32 Logotype: R255G255B255 DO NOT MODIFY	Background: 231F20 Logotype: FFFFFF DO NOT MODIFY
CORNING Gorilla® Glass (blue)	Background: PMS 301c DO NOT MODIFY	Background: c100м45y0к18 Logotype: к0 DO NOT MODIFY	Background: R0G101B164 Logotype: R255G255B255 DO NOT MODIFY	Background: 0065A4 Logotype: FFFFFF DO NOT MODIFY
CORNING Gorilla® Glass (white)	Background: N/A using PMS DO NOT MODIFY	Background: к0 Logotype + 1.5 pt rule: к100	Background: R255G255B255 Logotype + 1.5 pt rule: R35G31B32	Background: FFFFFF Logotype + 1.5 pt rule: 231F20

Corning® Gorilla® Glass Logo — Colors — GG_GLASS_SQUARE

The Primary, Secondary, and Square Corning® Gorilla® Glass logos are available in three colors: Black, Corning Blue (PMS 301), and White. Because of its association with the color of a gorilla and the toughness that conveys, Black is the standard color for Corning Gorilla Glass. When a backdrop does not provide enough color separation or clarity for Black, either Corning Blue or White may be used. There will also be certain promotional items or marketing activities where the Blue or White option will work best.

The Primary and Square Corning Gorilla Glass logos are dimensional versions with a color gradient or shading treatment that looks like glass. You may not change the color shading formulas for these. Please use the color formula codes provided.

GG_GLASS_SQUARE	PMS	CMYK	RGB	HEX
	Vector Gradient: N/A using PMS DO NOT MODIFY	Vector Gradient: K75 ► K100 Logotype: K20 DO NOT MODIFY	Vector Gradient: R99G100B102 ► R35G31B32 Logotype: R209G211B212 DO NOT MODIFY	Vector Gradient: 636466 ► 231F20 Logotype: D1D3D4 DO NOT MODIFY
	Vector Gradient: N/A using PMS DO NOT MODIFY	Vector Gradient: C27M7Y0K0 ► C100M45Y0K18 Logotype: K0 DO NOT MODIFY	Vector Gradient: R181G213B240 ► R0G101B164 Logotype: R255G255B255 DO NOT MODIFY	Vector Gradient: B5D5F0 ► 0065A4 Logotype: FFFFFF DO NOT MODIFY
	Vector Gradient: N/A using PMS DO NOT MODIFY	Vector Gradient: K2 ► K15 Logotype: K80	Vector Gradient: R250G250B250 ► R217G217B217 Logotype: R88G89B91	Vector Gradient: F8F8F9 ► DCDDDE Logotype: 58595B

Corning® Gorilla® Glass Logo — Size

The logo size will vary depending upon your project. Sizes .5" (12.7mm) and smaller may be difficult to read and are not recommended. For very small sizes, the logotype file or an all-text version may be easier to read. For online and mobile devices, the horizontal or vertical logotype lockup file may be best.

2" (50.8mm) square
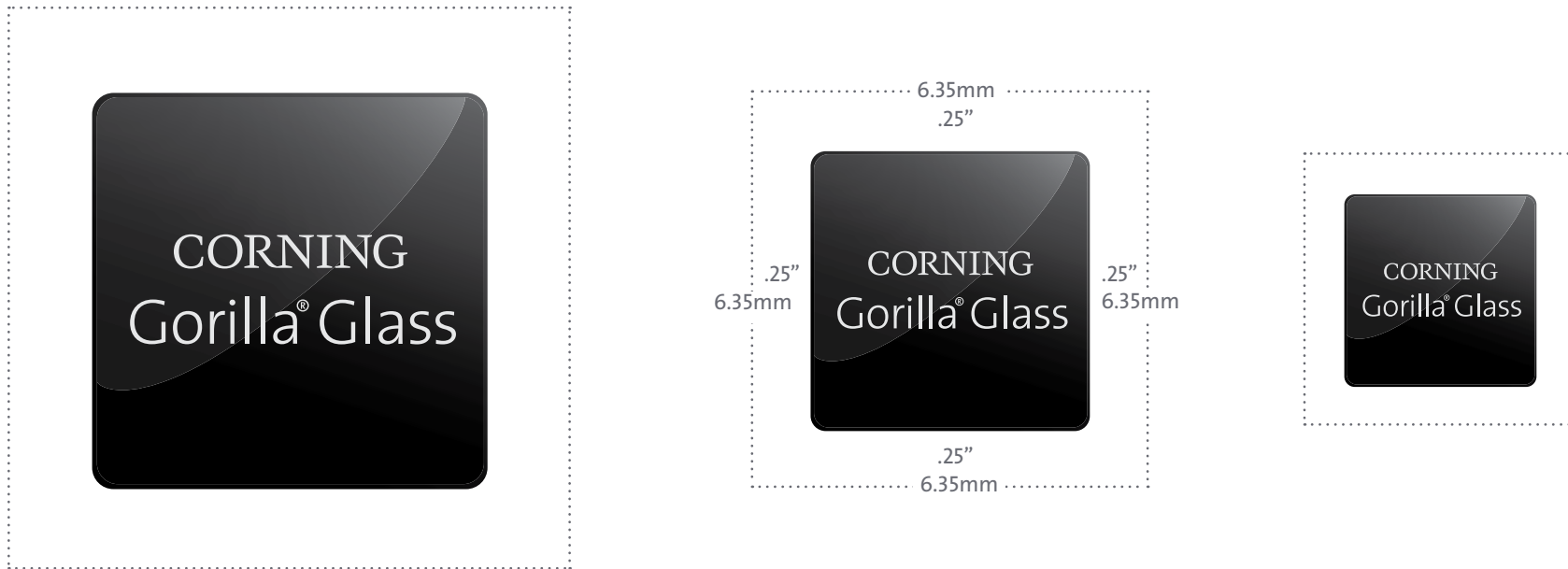

1.5" (38.1mm) square = best

1" (25.4mm)square

.5" (12.7mm) square = may be difficult to read

NOTE:
In instances where space is
a constraint, a Corning® Gorilla® Glass
Logotype file should be used.

Corning® Gorilla® Glass Logo — Clear Space

The Corning® Gorilla® Glass logo is best placed in the corner of a marketing piece. It should never "bleed" off the page or be placed directly against the edges of the page. Nor should it blend into the background. So that the logo stands out, it should always have a clear space around it to separate it from other images or text.

The minimum clear space is shown below and should be scaled according to the logo size.

Clear space is indicated by external dotted lines.

At 1.5 inch square (38.1mm), leave a clear space of at least .25 inch (6.35mm) around the logo.

Scale according to the size of the logo.

Corning® Gorilla® Glass Logo — CHANGES NOT ALLOWED

In order to protect the image of the brand and convey a consistent message, changes to the logo are not allowed.
If you have a marketing need not covered by these guidelines, contact your Corning representative.

Below are examples of changes to the logo that are NOT allowed:

DO NOT modify the logotype color.

DO NOT re-size the logotype.

DO NOT alter the logotype position.

DO NOT add imagery.

DO NOT re-size the logotype.

DO NOT modify the logo.

DO NOT create new logos.

DO NOT change the box shape.

DO NOT change the box shape.

DO NOT change the file color.

DO NOT modify the logo.

DO NOT set type in "descriptive" fonts.

DO NOT set type in "descriptive" fonts OR colors other than black or white.