

# AID FOR USING THE BRAND CORRECTLY

**In text:**

<p><b>1.</b> Our word mark is always written in <b>uppercase letters</b>.</p>	
<p><b>Correct:</b> PLEXIGLAS®</p>	<p><b>Incorrect:</b> Plexiglas, plexiglas</p>
<p><b>2.</b> The spelling with the ® (<b>superscript</b>) behind the brand name is correct, i.e. the ® marks the end of the brand term. With our family brands (for example PLEXIGLAS® Satinice) note that the ® is always behind 'PLEXIGLAS'.</p>	
<p><b>Correct:</b> PLEXIGLAS® Satinice</p>	<p><b>Incorrect:</b> PLEXIGLAS SATINICE® PLEXIGLAS-Satinice®</p>
<p><b>3.</b> The <b>brand may not be changed, shortened or expanded</b>, i.e. spellings such as "Plex", "Plexi", "Plexisheet" etc., instead of PLEXIGLAS®, are not permitted and must be strictly avoided.</p>	
<p><b>Correct:</b> PLEXIGLAS®...</p>	<p><b>Incorrect:</b> Plex, Plexi, Plexiglass, Plexiplatten, etc.</p>
<p><b>4.</b> Brand names are</p> <ul style="list-style-type: none"> <li>• Written <b>without articles</b>.</li> <li>• <b>Not declined</b>.</li> <li>• <b>Not separated or interrupted at the end of a line</b>.</li> <li>• Written <b>without a hyphen</b> in between and thereafter.</li> </ul>	
<p><b>Correct:</b> Sheets made of PLEXIGLAS® are ... The advantage of PLEXIGLAS® ... PLEXIGLAS® sheets are ...</p>	<p><b>Incorrect:</b> The Plexiglasses ... The advantage of the Plexi-glasses is ... PLEXIGLAS®-sheets, PLEXIGLAS®-Satinice</p>
<p><b>5. Additional designations behind the brand</b> (family brands, range names and product names, e.g. Hi-Gloss, Satinice, etc.) <b>are not protected</b> and have a descriptive character. The exclusive use of the additional designations without the brand (for example for convenience) weakens the PLEXIGLAS® brand and must be strictly avoided.</p>	
<p><b>Correct:</b> PLEXIGLAS® Hi-Gloss</p>	<p><b>Incorrect:</b> Hi-Gloss</p>
<p><b>6. Old designations</b> such as Endlighten, Dual Color etc. <b>are no longer used</b>. The new family designations introduced in 2011 must be used here.</p>	
<p><b>Correct:</b> PLEXIGLAS® LED for edge lighting</p>	<p><b>Incorrect:</b> Endlighten®</p>
<p><b>7.</b> In a continuous text, it must be clear that PLEXIGLAS® is a brand. Thus, it may <b>never</b> be used for example together <b>with other generic terms</b>.</p>	
<p><b>Correct:</b> Our portfolio includes different plastics such as PMMA, polycarbonate, etc.</p>	<p><b>Incorrect:</b> Our portfolio includes different plastics such as PLEXIGLAS®, polycarbonate, etc.</p>

## In layout:

8. The brand logo may not be changed, shortened or expanded. If there is enough space, the word mark PLEXIGLAS® is always placed with the tagline “THE ORIGINAL BY RÖHM”. If a logo size of 3 cm is not met, the tagline is omitted.

Correct:

# PLEXIGLAS®

THE ORIGINAL BY RÖHM

Logo with tagline size 100%

PLEXIGLAS® Logo without tagline  
← → <3 cm, corresponds to 40%

Incorrect:

PLEXIGLAS®  
THE ORIGINAL BY RÖHM

PLEXI®  
The Original  
by Röhm

PLEXIGLAS®  
THE ORIGINAL BY RÖHM

9. The clear space of the logo defines the distance that other graphic elements and writings must maintain to the logo as a minimum. Logo and clear space vary proportionally to the size of the medium. The clear space around the logo is not changeable.



■ Clear space all-round 6pt  
(for logo size 50%)

Incorrect:



10. The logo is used in black or white. Note the correspondingly high contrast here. The black logo is used on bright backgrounds and the white logo on dark backgrounds. The tagline “THE ORIGINAL BY RÖHM” is always used in ‘Röhm red’. If a monochrome version is required, the tagline is used appropriate to the word brand in black or white.

PLEXIGLAS®  
THE ORIGINAL BY RÖHM

File: plexiglas\_  
logo-tagline\_bk

PLEXIGLAS®  
THE ORIGINAL BY RÖHM

File: plexiglas\_  
logo-tagline\_wt

Röhm-Red

CMYK: 0 | 87 | 85 | 0  
RGB: 224 | 60 | 49  
HEX: #E03C31  
Pantone 179 C

PLEXIGLAS®  
THE ORIGINAL BY RÖHM

File: plexiglas\_  
logo-tagline\_bk-1c

PLEXIGLAS®  
THE ORIGINAL BY RÖHM

File: plexiglas\_  
logo-tagline\_wt-1c

Incorrect:

PLEXIGLAS®  
THE ORIGINAL BY RÖHM

PLEXIGLAS®  
THE ORIGINAL BY RÖHM

PLEXIGLAS®  
THE ORIGINAL BY RÖHM

PLEXIGLAS®  
THE ORIGINAL BY RÖHM