

Aid for using the PLEXIGLAS® brand correctly in POLYVANTIS surroundings

In text:

1. Our word mark is always written in **uppercase letters**.

✓ **Correct:**
PLEXIGLAS®

✗ **Incorrect:**
Plexiglas, plexiglas

2. The spelling with the ® (**superscript**) 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'.

✓ **Correct:**
PLEXIGLAS® Satinice

✗ **Incorrect:**
PLEXIGLAS SATINICE®, PLEXIGLAS-Satinice®

3. The **brand may not be changed, shortened or expanded**, i.e. spellings such as "Plex", "Plexi", "Plexisheet" etc., instead of PLEXIGLAS®, are not permitted and must be strictly avoided.

✓ **Correct:**
PLEXIGLAS® ...

✗ **Incorrect:**
Plex, Plexi, Plexiglass, Plexiplatten, etc.

4. Brand names are
- Written **without articles**.
 - **Not declined**.
 - **Not separated or interrupted at the end of a line**.
 - Written **without** a hyphen in between and thereafter.

✓ **Correct:**
Sheets made of PLEXIGLAS® are ...
The advantage of PLEXIGLAS® ...
PLEXIGLAS® sheets are ...

✗ **Incorrect:**
The Plexiglasses ...
The advantage of the Plexi-glasses is ...
PLEXIGLAS®-sheets, PLEXIGLAS®-Satinice

5. **Additional designations behind the brand** (family brands, range names and product names, e.g. Hi-Gloss, Satinice, etc.) **are not protected** 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.

✓ **Correct:**
PLEXIGLAS® Hi-Gloss

✗ **Incorrect:**
Hi-Gloss

6. **Old designations** such as Endlighten, Dual Color etc. **are no longer used.** The new family designations introduced in 2011 must be used here.

✓ **Correct:**
PLEXIGLAS® LED for edge lighting

✗ **Incorrect:**
Endlighten®

7. In a continuous text, it must be clear that PLEXIGLAS® is a brand. Thus, it may never be used for example together **with other generic terms.**

✓ **Correct:**
Our portfolio includes different plastics such as PMMA, polycarbonate, etc.

✗ **Incorrect:**
Our portfolio includes different plastics such as PLEXIGLAS®, polycarbonate, etc.

Exclusive rules for a licensing partnership with POLYVANTIS GmbH

8. **The brand logo may not be changed:** It may not be recolored, distorted in its proportions or otherwise changed in its design form.

✓ **Correct:**



✗ **Incorrect:**




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.

✓ **Correct:**



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

✗ **Incorrect:**



10. The logo is used in black or white with its defined background (see below). The product brand is thereby used in a consistent label format on white or black. The label thereby represents the minimum clear space of the logo. In this case, the tagline "Original by Röhm" can be omitted.

