



# OWENS CORNING BRAND GUIDELINES

Summer 2020

# INTRODUCTION

# OUR BRAND PLATFORM

Our brand is an idea that we build in the hearts and minds of our customers, our community, and the world at large through our actions and communications. Our brand platform helps frame our promise, our commitments, and our design principles that guide our efforts.

## Our promise

What we deliver to our customers

**Deliver material difference**  
**We deliver a material difference so you can grow**

---

## Our commitments

How we uniquely deliver

We tap into local knowledge, listen closely to understand you and your needs, and work with you to drive your success

We harness our deep expertise in engineered materials to solve problems and deliver impact in the form of products, processes, and services

We are relentless in our efforts to re-imagine and create materials that uncover tomorrow's possibilities for you and the world

---

## Our design principles

How we feel

**Ready**  
Look ahead and around corners to understand what's next

**Driven**  
Deliver real impact in everything that we do

**Principled**  
Do the right thing and act with transparency and integrity

# OUR BRAND VOICE

---

Brand voice is our unique way of communicating that shows our personality as an organization. We bring a distinctive approach to developing products, so we should talk about them in a distinctive way, too.

And when we think about more than just what we say, but how we say it—not just in advertising and marketing moments, but in every interaction—we make stronger connections and build relationships with all of our audiences.

---

To activate our brand voice, start by reviewing the tactical guidance in the brand voice section. Our design principles provide the inspiration:

---

## **Ready**

Look ahead and around corners to understand what's next

*This means:*

We speak actively and show we're always prepared for the next challenge.

---

## **Driven**

Deliver real impact in everything that we do

*This means:*

We emphasize impact, while working to connect with you, not talk at you.

---

## **Principled**

Do the right thing and act with transparency and integrity

*This means:*

We speak simply, and share detail on the *how*, not just the *what*.

---

No matter the audience or context, we always speak in a way that shows our commitment to innovation, quality, and material difference.

# OUR VISUAL IDENTITY ELEMENTS

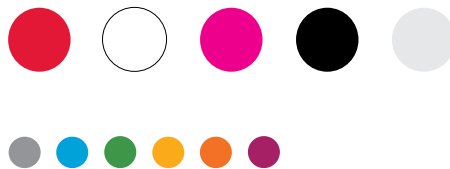
We build our communications with a number of specifically chosen and crafted brand elements that work together systematically to help us communicate effectively across media and platforms.

## Logo

## The Pink Panther



## Color



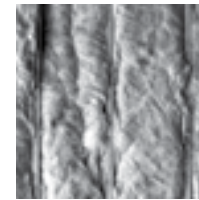
## Typography

**OSWALD SEMIBOLD**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**1234567890**

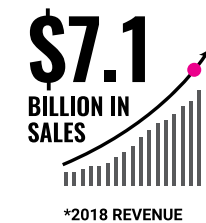
**Roboto Bold**  
**ABCDEFGHIJKLM**  
**NOPQRSTUVWXYZ**  
**abcdefghijklm**  
**nopqrstuvwxyz**  
**1234567890**

Roboto Light  
ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

## Photography



## Infographics



## Diagrams



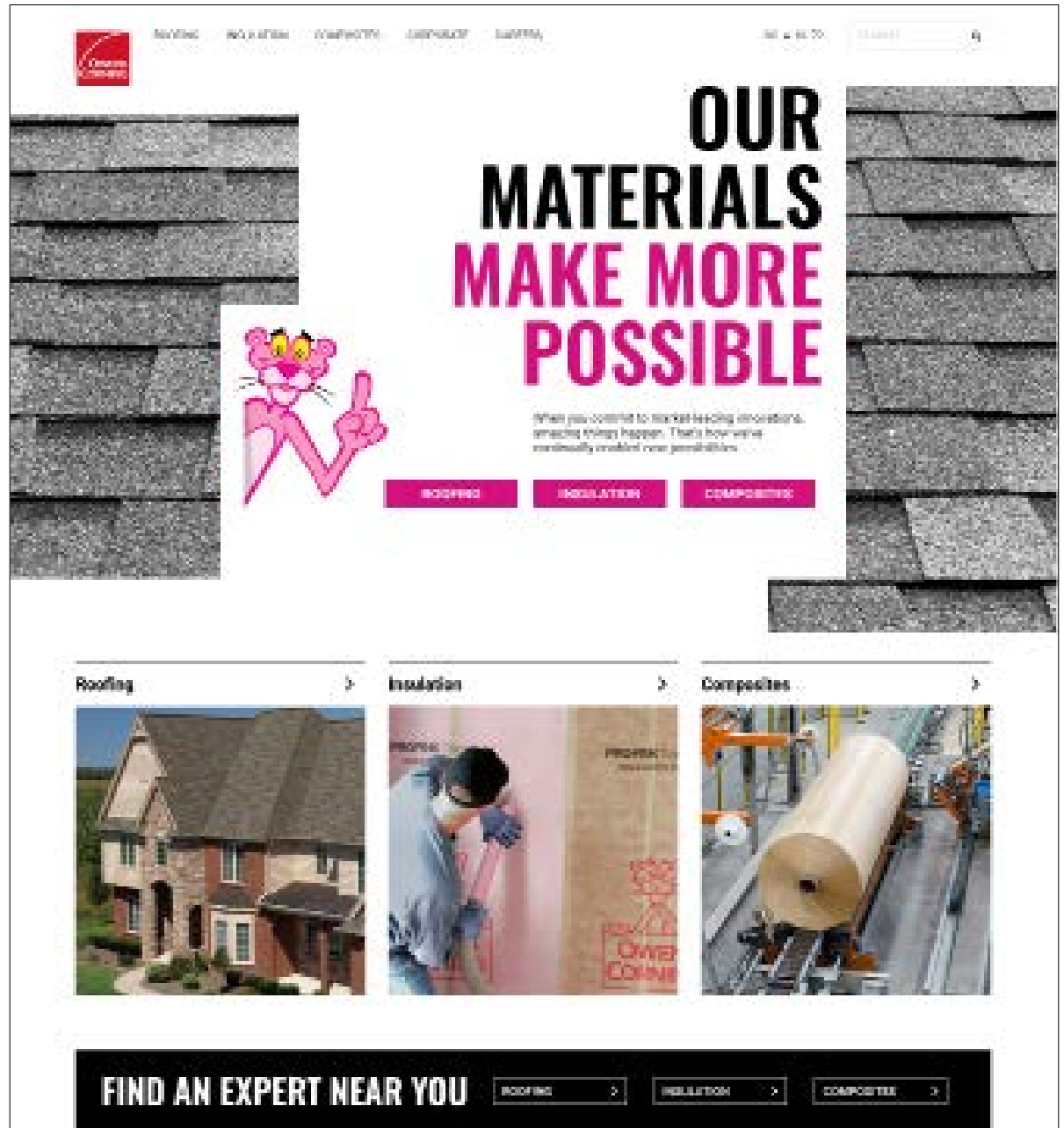
## Iconography



# OUR COMPOSITION SYSTEM

Like any great building project, our composition system is built on a strong framework—our logo's square is the genesis of our consistent grid system that provides the flexibility to create dynamic layouts for any purpose or medium, all the while reinforcing a global design program that is uniquely Owens Corning.

All of our compositions start with a clean, white base. At the primary/identity level, we use cutaway blocks to reveal rich material patterns and activate the white space with bold headlines and The Pink Panther. Deeper into communications, supporting imagery, body copy, and rules come in to help communicate more specific ideas.



# OUR BRAND ARCHITECTURE

---

Brand architecture informs how we communicate our offerings to our various audiences by organizing the hierarchy and relationships that exist between the various entities that comprise our company. The Owens Corning master brand unites all businesses, corporate groups and service platforms across our enterprise, to embody the breadth and depth of Owens Corning's offerings and capabilities. Product, system, program, and co-brands should all be treated consistently. More details on how to execute this are within the brand architecture section.

Note that examples shown here are not necessarily in use currently but illustrative of the system we will be rolling out across the company.

---

## Corporate brand



---

## Product and service brands (example shown)

**FOAMULAR®**

---

## System brands (example shown)

**PROCAT®**

---

## Program brands (example shown)

**PINK ADVANTAGE®  
DEALER PROGRAM**

---

## Co-branding (examples shown)



**PROUD INSTALLER OF  
OWENS CORNING PRODUCTS**

**BRAND  
VOICE**



# MODULATING OUR TONE

---

Like a real person, we have one recognizable personality, but change the way we speak based on our audience.

For a **contractor** audience, we might:

- Use more technical language
- Immediately elevate our purpose and its direct impact
- Highlight how our innovations make their job easier and help them grow their business

For an **end user** audience (e.g., homeowners), we might:

- Simplify our language to avoid technical details they may not understand
- Use a warmer tone that focuses more on emotional benefit
- Highlight the aesthetic and durability benefits of our products

For a **technical or academic** audience, we might:

- Use more scientific and technical language
- Speak in a more grounded and practical tone
- Make sure to give details in addition to the big picture

For an **investor** audience, we might:

- Use more technical and financial language
- Speak in a more direct and purposeful tone
- Quickly distill the high-level points of any communication

For a **community** audience, we might:

- Use more collective phrasing, to reinforce the community idea
- Use warmer language to enable deeper emotional connections with community members
- Focus more on emotional and community benefits than technical specifications

For a **current or prospective employee** audience, we might:

- Use a tone that's more informal, but still direct and purposeful
- Use more collective phrasing, to elevate the idea of an internal community
- Emphasize the direct effect their work has on the bigger picture of our impact

# BRINGING OUR VOICE TO LIFE

---

These tactics are concrete ways we bring our voice to life, and they can be applied across audiences and types of communications.

1. Emphasize the impact
2. Stay human
3. Bring confidence—and joy
4. Keep it brief
5. Make it real
6. Pique interest
7. Connect to the big picture

# 1. EMPHASIZE THE IMPACT

---

Our headlines should deliver impact, just like our products do. In many applications, we use the same, clear structure: the **black text** serves as a setup, or what we provide; the **pink text** shows the impact, payoff, or result from the customer using our product.

This sounds like:

---

**THE COMPOSITES  
DRIVING DISRUPTION IN  
TRANSPORTATION**

---

**OUR SHINGLES  
ARE MORE BEAUTIFUL  
AND MORE DURABLE**

---

**HELPING  
ONE  
WORLD  
TRADE  
RISE**

Even when we've moved beyond the headline, we should always aim to elevate the key point or impact in our writing, and share what our products make possible for a given audience.

## 2. STAY HUMAN

---

We're the type to get excited about the latest development in composites, insulation, or roofing technology. But we build our products for human benefit, and we're real people talking to real people. So even when we're discussing a technical subject, it's important to use conversational language and include the human benefit of the topic at hand.

**This sounds like:**

*Do I need a new roof? Now what?*

First of all, don't worry. Owens Corning is here to help. Our entire roofing tools section is designed to give you the information you need.

...or:

Yes, electric vehicles have been around for a while. But with new regulations, investments, and lower operating and battery costs, we're about to see a boom in demand.

# 3. BRING CONFIDENCE—AND JOY

People trust our materials to keep them safe and comfortable, so we should maintain a requisite level of maturity and restraint when we speak. But that doesn't mean we're humorless. We can bring appropriate flair and fun when we speak—and when we want to add an extra spark, we make judicious use of The Pink Panther as a fun and clever ambassador for our products and our company.

This sounds like:

**OUR SHINGLES  
ARE MORE BEAUTIFUL  
AND MORE DURABLE**



Owens Corning isn't just another name in shingles—we're the market leader. Our shingles look better and last longer, with options that help you find the perfect choice for your project.

As a reminder, we always speak as Owens Corning, and never as The Pink Panther.

# 4. KEEP IT BRIEF

---

A lot of detail goes into the research and materials we produce, and we like to share that information. But when we're explaining complicated or lengthy topics, we're careful not to overwhelm our audiences with too much text. When we can, we use subheads, bullets, and lists to keep our copy simple and scannable.

## **This sounds like**

WindStrand® roving solutions provide a powerful combination of attributes to serve the emerging needs of the wind energy industry.

- Best of all worlds – Optimized design, high-performance, and ultimate reliability.
- Next-generation solutions – Enables production of longer, wider and lighter wind turbine blades.
- Capable of operating in extreme environments, including on-shore, off-shore, and low-wind settings.
- Performance and efficiency – Reduces material consumption, as well as manufacturing and operating costs.

## **Instead of**

Driving demand in the wind energy industry is the production of longer and lighter high-performance blades capable of operating in extreme environments, and the reduction of material consumption, manufacturing and operating costs. The new WindStrand® roving solutions feature a powerful combination of optimized design, high performance, and ultimate reliability for longer blades – both on-shore and off-shore – and in low-wind areas.

# 5. MAKE IT REAL

---

Some of our products have been keeping people comfortable for decades; others are fueling the next innovation in multiple industries. Whatever the case, we make their benefits tangible, either highlighting how they help people today or sharing the story of their development and how they'll help the world progress tomorrow.

**This sounds like:**

## **How can Owens Corning make wind energy even more effective?**

Our Ultrablade<sup>®</sup> fabric solutions make wind turbine blades longer and lighter, which means they can produce more energy in less time.

# 6. PIQUE INTEREST

---

We're always looking to strengthen our relationships with audiences, and a small but frequent point of connection with these audiences is calls to action—online and in print. Here, we subvert expectations with engaging copy that speaks directly to the audience and context, highlighting more specific next steps or opportunities to engage further.

**This sounds like:**

Our shingles look better and last longer, with options that help you find the perfect choice for your project.

[FIND YOUR SHINGLES](#)



# 7. CONNECT TO THE BIG PICTURE

---

Our trustworthy, innovative products are used across the world, in so many different ways. They help people achieve things they otherwise couldn't—and sometimes, they just help people achieve comfort and peace of mind in a home or career they love. Sometimes, it helps to zoom out and connect our tangible products to the intangible big pictures they make possible.

## **This sounds like:**

Advances in fire resistance mean safer families, with more peace of mind, around the world. That's why we're proud to say our Thermafiber® mineral wool insulation earned a SAFETY Act Designation from the Department of Homeland Security.

## **Instead of:**

The Thermafiber® team is dedicated to improving life safety and fire protection by manufacturing superior mineral wool insulation for commercial, residential, and industrial applications. Thermafiber® mineral wool resists fire and temperatures greater than 2,000° F, while also providing sound control and energy conservation. It is also made with a minimum of 70% recycled content and is mold-resistant. In 2017, several Thermafiber® mineral wool insulation products earned the SAFETY Act Designation from the U.S. Department of Homeland Security.

**THE OWENS CORNING  
LOGO**

# THE OWENS CORNING LOGO

---

Our logo is the simplest, most essential visual representation of our brand. Its built-in meaning and longstanding equity help audiences immediately recognize our quality and authenticity, so it's very important that it be used exactly as designed and applied consistently across applications.

Our logo must never be broken apart in any way, but each element has important value:

- The red square is strong and stable
- The white arc represents our global commitment and the growth we enable for our customers
- Our name is right aligned to represent forward momentum
- Our logo is a valuable, registered trademark, and must be used with the registered trademark symbol to help protect our brand.



# LOGO COLOR

---

## Preferred OC Red logo

The full color, red logo is the preferred logo and should always be applied whenever possible.

## One color black logo

For situations in which the design or media prevent the use of the color logo, a one-color black version has been developed.

The Owens Corning name and logo cannot be used by a third party without express written permission. Contact the IP legal team for a logo permission letter.

OC Red values vary to reflect the best match within digital and print applications.

### Note on Pantone colors

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Publication for accurate color. PANTONE® is the property of Pantone, Inc.

## OC Red full color logo



PMS: 186  
CMYK: 0-100-81-4  
RGB: 206-17-38  
HEX: #CE1126

## One color black logo



Black process  
CMYK: 0-0-0-100  
RGB: 0-0-0  
HEX: #000000

# LOGO SPACING AND SIZING

## Clear space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. A minimum amount of clear space must surround the logo at all times. This space is equal to one grid unit, 24 pixels. Whenever possible, allow more than this amount of clear space.

## Minimum size

In reproducing the Owens Corning logo, be conscious of its size and legibility. A logo that is too small has little or no impact. The Owens Corning logo should be reproduced no smaller than 0.3 inch or 24 pixels in height.

Please refer to the brand architecture section on page 24 regarding the relationship between the logo and brand names.

## Note on the registration mark symbol

In certain instances where the logo becomes so small where the registration mark is unrecognizable, please contact legal or OC Studio for special permission to remove. Examples include digital channels and certain production processes.

## Clear space



## Minimum size

0.3 inch / 24px  
or 1 grid unit



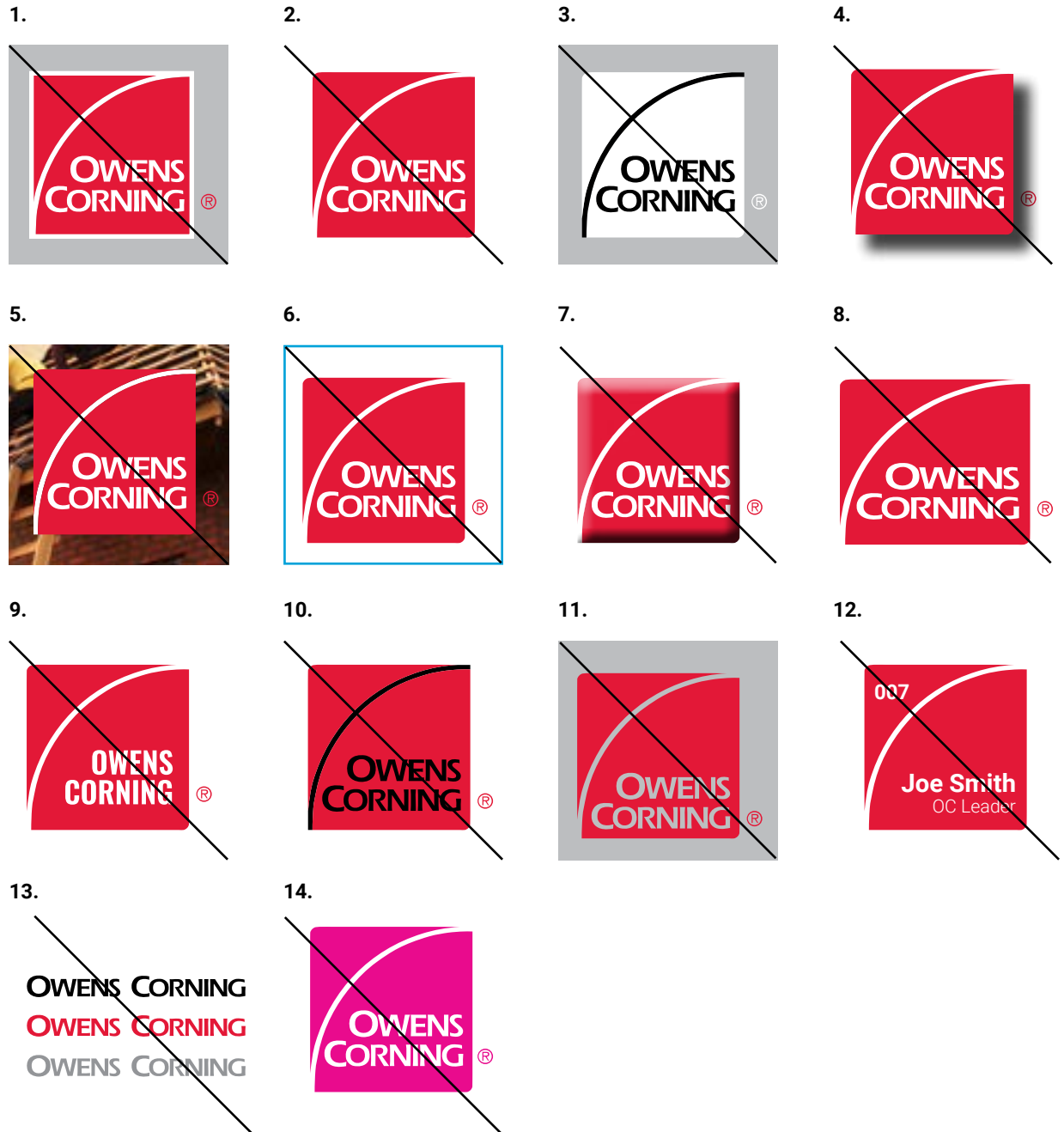
# LOGO-INCORRECT USAGE

The integrity of the Owens Corning logo must be respected at all times. Don't stretch, condense or otherwise morph or manipulate it. Any modification of the logo confuses its meaning and diminishes its impact.

1. **Do not** outline the logo
2. **Do not** remove the trademark symbol\*
3. **Do not** reverse out the logo\*\*
4. **Do not** place a drop shadow behind the logo
5. **Do not** place the logo over an image with too little contrast or distracting background
6. **Do not** place the logo in a box or use a heavy line around the logo
7. **Do not** add effects to the logo such as beveled edges or glows
8. **Do not** stretch or modify the proportions of the logo
9. **Do not** substitute the typeface for another
10. **Do not** change the white arc or white type to another color
11. **Do not** allow white to be transparent to show a background color or texture
12. **Do not** use the logo box or arc as a background\*\*
13. **Do not** use the Owens Corning logotype or the company name type treatment\*\*
14. **Do not** change the OC Red to any other color.

\* Some exceptions may be made. Check with the intellectual property director or brand leader

\*\* If there is a challenge to produce our logo, please reach out to the brand leader for special approval of alternate artwork.



**BRAND  
ARCHITECTURE**

# BRAND NAME TREATMENTS

---

The preferred execution for all brand names within the Owens Corning portfolio is a simple, consistent "name artwork" approach. This means we use our primary brand typeface: Oswald Semibold, in all caps, to spell out each name, without any additional embellishment.

The type style for all name artwork is as follows:

**Typeface:** Oswald Semibold

**Color:** Black

**Case:** ALL CAPS

**Tracking:** 0 (Metrics spacing)

**Leading:** ~125%

## Brand name lock ups



## Examples





# PROGRAM BRAND NAME TREATMENTS

---

The preferred execution for all brand names within the Owens Corning portfolio is a simple, consistent "name artwork" approach. This means we use our primary brand typeface: Oswald Semibold, in all caps, to spell out each name, without any additional embellishment.

The type style for all name artwork is as follows:

**Typeface:** Oswald Semibold

**Color:** Black

**Case:** ALL CAPS

**Tracking:** 0 (Metrics spacing)

**Leading:** ~125%

See illustrations at right for size and positioning relationship to the Owens Corning logo. Product, service, system, and program brands may align to the logo, or may be embedded within the content of the piece, but size and distance relationships noted here apply.

## Horizontal arrangement



# CO-BRAND NAME TREATMENTS

The preferred execution for all brand names within the Owens Corning portfolio is a simple, consistent "name artwork" approach. This means we use our primary brand typeface: Oswald Semibold, in all caps, to spell out each name, without any additional embellishment.

The type style for all name artwork is as follows:

**Typeface:** Oswald Semibold

**Color:** Black

**Case:** ALL CAPS

**Tracking:** 0 (Metrics spacing)

**Leading:** ~125%

See illustrations at right for size and positioning relationship to the Owens Corning logo. Product, service, system, and program brands may align to the logo, or may be embedded within the content of the piece, but size and distance relationships noted here apply.

## Horizontal arrangement



## Examples



**COLOR**

# BRAND COLORS

---

Color usage is one of the most immediately recognizable cues of any brand, and particularly for Owens Corning. In fact, we were the first company in the world to trademark a unique color association—pink in our case. But we must use it and the rest of our colors strategically to ensure our communications reflect our sophistication and purpose.

## Identity colors

Red is ONLY used in our logo.

Black is used to help showcase our technical expertise, both in type and imagery.

Pink is used to express the empowerment of our customers, in the payoff of headlines and in calls to action. Outside The Pink Panther, we only ever use OC Pink.

## Background colors

White is the most prevalent color in all of our communications, lending powerful openness and modernity.

Gray can be used as an isolated background to help separate tertiary information.

### Note on Pantone colors

The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Publication for accurate color. PANTONE® is the property of Pantone, Inc.

OC Red values vary to reflect the best match within digital and print applications.

## Identity colors

### OC Red



PMS: 186  
CMYK: 0-100-81-4  
RGB: 206-17-38  
HEX: #CE1126

### OC Pink



Process Magenta  
CMYK: 0-100-0-0  
RGB: 212-15-125  
HEX: #D40f7D

### OC Black

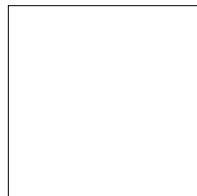


Black process  
CMYK: 0-0-0-100  
RGB: 0-0-0  
HEX: #000000

---

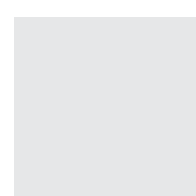
## Background colors

### Background White



White  
CMYK: 0-0-0-0  
RGB: 255-255-255  
HEX: #FFFFFF

### Background Gray



PMS: Cool Gray 1  
CMYK: 0-0-0-10  
RGB: 230-230-230  
HEX: #E6E6E6

# DATA VISUALIZATION COLORS

## Data visualization colors

Data visualization colors should be used in instances in which it is necessary to distinguish data points in charts and graphs.

In instances where color is needed for illustrative purposes to call out information or create informational graphics, the data secondary and tertiary colors can be used.

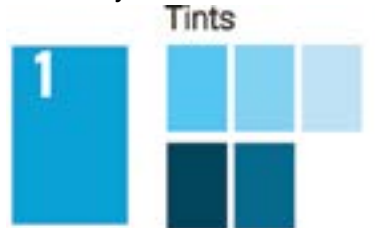
The order of color usage should be as the order displayed.

When needed, tints of the secondary colors (blue, green and gray) can be used in addition to the core secondary and tertiary colors.

## Note on Pantone colors

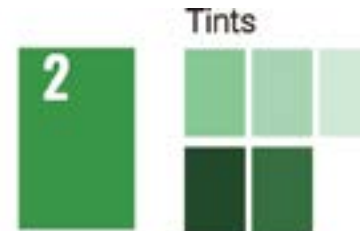
The colors shown on this page and throughout these guidelines have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Publication for accurate color. PANTONE® is the property of Pantone, Inc.

## Secondary



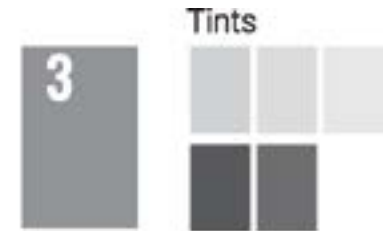
### Data Blue

PMS: 7689  
CMYK: 94-11-5-0  
RGB: 0-154-202  
HEX: 009ACA



### Data Green

PMS: 2393  
CMYK: 70-0-89-22  
RGB: 60-151-72  
HEX: 3C9748



### Data Gray

PMS: Cool Gray 7  
CMYK: 0-0-0-50  
RGB: 150-150-150  
HEX: 959595

## Tertiary



### Data Yellow

PMS: 116 C  
CMYK: 0-25-100-0  
HEX: F5BC25



### Data Orange

PMS: Bright Orange C  
CMYK: 0-70-100-0  
HEX: E26629



### Data Purple

PMS: 7648 C  
CMYK: 0-100-0-36  
HEX: 910554

**IMAGERY**

# PHOTOGRAPHY

---

Photography adds richness and depth to our brand. We use imagery that highlights our efforts to deliver impact in the form of products, processes, and services to our customers. Showcasing images focused in our product textures, to images that represent our hardworking employees, we aim to use images that show more is possible through the Owens Corning brand.

All photography should only show subject matter that embodies our company values.

Photo release forms for every employee or non-employee featured in a photo, along with photographer permissions and licensing documentation, should be completed and retained by the project owner or marketing contact.



# PRIMARY PHOTOGRAPHY

---

Our primary photography can be categorized into two subject areas: texture and hero. Both engage with our audience through a focused depth of field and high contrast editing.

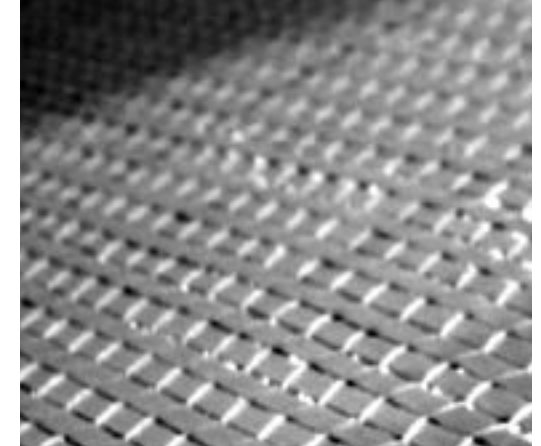
## Primary texture

We use our materials as the hero in our primary promotional and identity moments. Our texture imagery highlights the superior quality and the raw potential of our materials.

When selecting textured photography, a few things to keep in mind:

- Each texture shot should be high enough quality to fill the frame
- All texture photography should be black and white, with dramatic contrast created to bring out the definition of our materials.

## Primary texture (high contrast black and white)



## Primary hero

Our primary hero photography should feel engaged, and focused but never posed or corny. When using people, the photography should feel candid, natural and real, capturing spontaneous “action” moments.

When choosing hero photography, keep in mind close in cropping and depth of field to add interest and dimension. The image should focus in on one or two focal points to create a clear connection with our audience.

## Primary hero (vivid full color)





# SUPPORTING PHOTOGRAPHY

Supporting photography showcases Owens Corning in action. This may come in the form of product and service, employee, or community subject matter. These images are all in vivid color and highlight the people that make it happen wherever possible. All photos should be professional quality but also feel genuine and "in the moment." Avoid obviously staged scenes and any stylized effects that make the photo seem unrealistic or cliché.

## Product and service

- Try to include clear indicators of our products or people, such as visible logos, unique Owens Corning product features, etc., but make sure any references are current.
- Work sites should feel appropriately clean and safe, but also genuinely "in-progress."
- Ensure people in the image are wearing appropriate safety gear and clothing.
- Ensure any techniques being displayed are appropriate and up-to-date.

## Product and service



## Employees

- Highlight purposeful collaboration where possible.
- Highlight diversity of ethnicity, gender, age, physical capabilities, etc. wherever appropriate.

## Employees



## Community

- Highlight our employees participating in positive community programs whenever possible.
- Ensure people are dressed appropriately and wearing any necessary safety gear as appropriate.

## Community



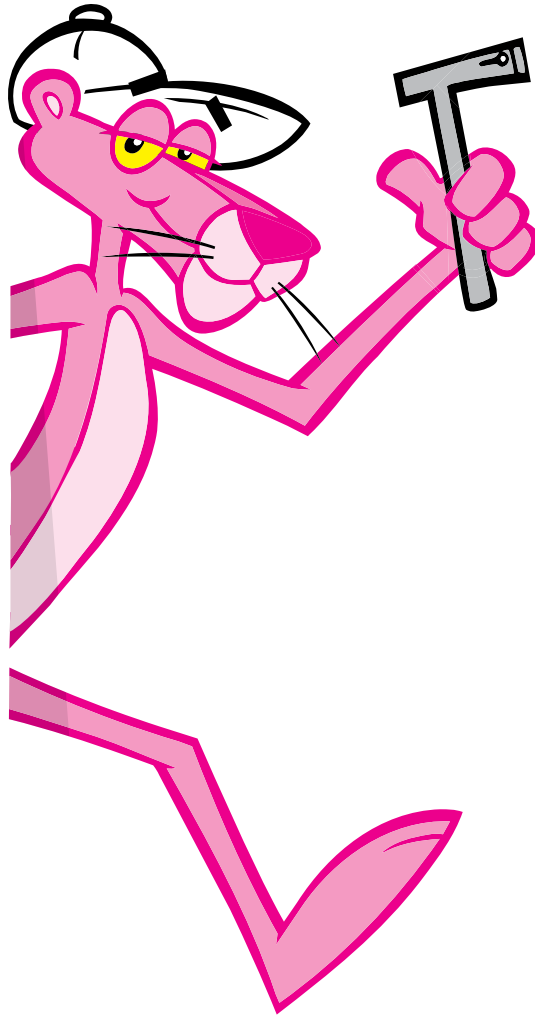
# THE PINK PANTHER

---

In the early 1980s, Owens Corning first used The Pink Panther to promote sales of PINK® Fiberglas™ insulation. No one could have anticipated the strength that The Pink Panther would bring to The Owens Corning brand. Almost 40 years on, the entertaining cartoon character has starred in communications across media, becoming one of the most well-known brand mascots in the world. Without uttering a word, The Pink Panther speaks volumes about our trusted brand and materials. His animated gestures and clever expressions bring charm and a bit of fun to our deep technical expertise.

All uses of The Pink Panther, internal and external, must go through Owens Corning and Metro-Goldwyn-Mayer Studios Inc. (MGM) for review and approval.

The Pink Panther artwork should be created by the OC Studio or approved by the OC Agent prior to use, and submitted through the approval process separately.



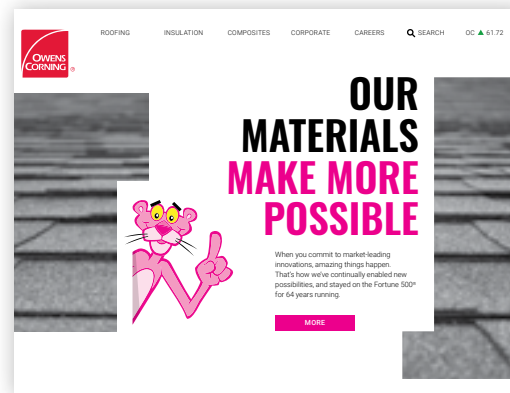
# HOW TO USE THE PINK PANTHER

The Pink Panther may appear in a few distinct ways in our communications. Following are a few things to keep in mind when using The Pink Panther:

1. The Pink Panther is an iconic, primary identity element, only to be used to present our brand at a high level. He appears on high-visibility, promotional communications to help build brand awareness. He rarely if ever should appear once the audience is well engaged. He can help introduce big ideas but should never be a distraction for audiences learning about specific products or processes.
2. At the enterprise brand level, The Pink Panther appears without adornment. But, depending on the part of the Owens Corning business being promoted, he can have an associated prop to help speak to his engagement with the subject matter. Some prop examples include a hard hat, a tape measure, or goggles.
3. The Pink Panther should always be cropped at 25%-50% of his body so his gesture and props are still noticeable. This gives the appearance that he is emerging from an invisible plane.
4. The Pink Panther should always align to a vertical axis of the grid, one unit away from an edge of a photo or text headline text block.
5. The Pink Panther does not speak.

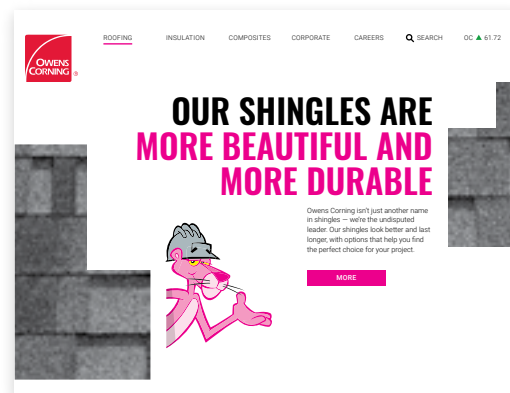
## Owens Corning brand

The Pink Panther with no added features.



## Lines of the Owens Corning business

The Pink Panther is included with a prop or costume.



# THE PINK PANTHER—SHADOW APPLICATION

The simplicity of our design system is very powerful, but also means every detail must be precise.

In order to reinforce the idea that The Pink Panther is emerging from an invisible plane, we add a subtle shadow treatment. Here's how to do it:

1. **Alignment**

The shadow should be applied to the cropped side of The Pink Panther.

2. **Angle**

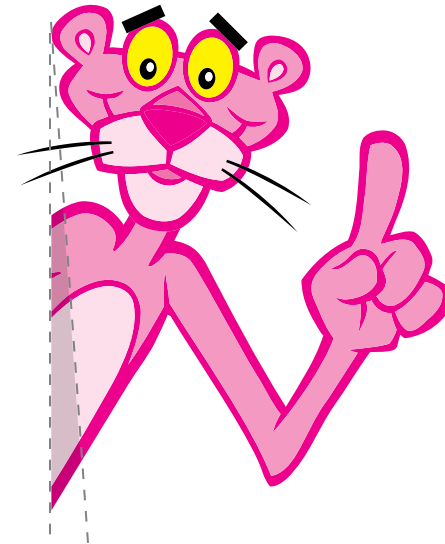
The shadow is angled for a more dynamic feel. The angle originates at the edge of The Pink Panther's ear, closest to the invisible plane and angles away from the cropped edge at 4°.

3. **Shade**

The shadow is OC Black, set to "multiply" over the body of The Pink Panther at 15%.



4° angle from the edge of ear closest to the invisible plane.



Note that whiskers break the invisible plane.

# THE PINK PANTHER—REQUIREMENTS

---

The Pink Panther is an important brand element of the Owens Corning visual identity. For nearly 40 years Owens Corning has maintained exclusive licensing to the character in our product categories.

Requirements to ensure that relationship is clear in all instances in which he appears:

1. The Owens Corning logo must be present whenever The Pink Panther is used and the relationship between the two must be clear.
2. The Owens Corning logo must be the closest logo in placement to The Pink Panther if other logos and/or brands are present. This includes brand names within copy.
3. Depending on the context, one of the following MGM legal lines is required whenever The Pink Panther appears:
  - Preferred full MGM legal line:  
THE PINK PANTHER™ & © 1964-[Current Year]  
Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.
  - Abbreviated legal line if space is an issue and always for small phone directory ads:  
THE PINK PANTHER™ & © 1964-[Current Year]  
MGM.
  - Preferred for direct print on merchandise or if space is an issue on very small graphics:  
TM & © [Current Year] MGM.

It is important that capitalization, spacing and punctuation be followed exactly within the legal lines, including the period at the end of the line.



# THE PINK PANTHER—CO-BRANDING

When co-branding Owens Corning and The Pink Panther with a third party/customer, make sure the relationship between Owens Corning and The Pink Panther is very clear.

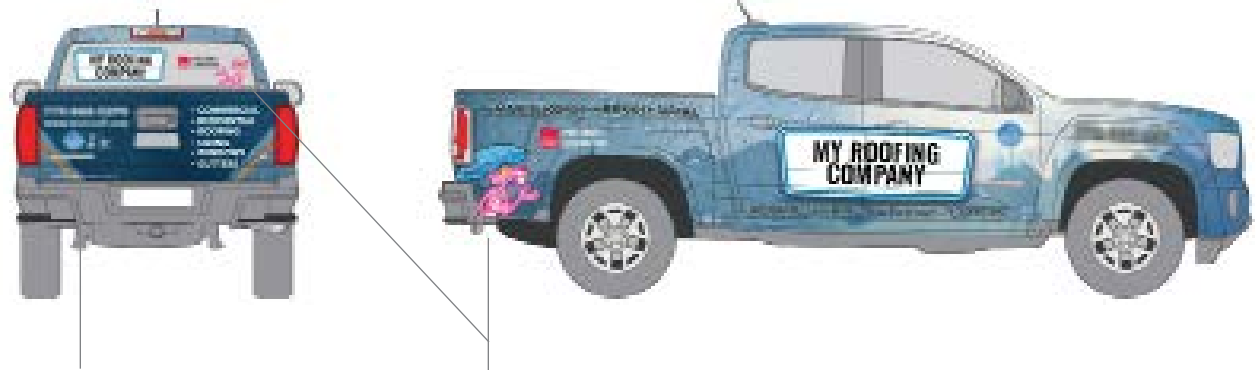
When Owens Corning is the primary focus, The Pink Panther can be a large focus of the piece but the third party/customer must be clearly separated from The Pink Panther.

If the primary focus is on the third party/customer and Owens Corning is secondary, The Pink Panther must play an equal role as Owens Corning.

Requirements to ensure that relationship is clear:

1. The Pink Panther may not be incorporated into a non-Owens Corning logo and may not touch or be affiliated with any non-Owens Corning images or products such as gift cards, products, or programs.
2. The Pink Panther may not be the focus of materials where Owens Corning is not the primary brand. The Owens Corning logo or an Owens Corning program logo must be relatively the same size as The Pink Panther depending on context.
3. The following legal verbiage must be included on contractor and distributor materials:
  - [Company Name] is an independent contractor [supplier] and is not an affiliate of Owens Corning [Roofing and Asphalt,] [Insulating Systems,] LLC or its affiliated companies.
  - Check with your legal team for other legal verbiage that may be required for promotions, claims, warranty statements, financing offers, etc. to ensure correct legal notice.

## Example: Contractor positioned as primary



Full MGM and OC legal lines appear on the back of the vehicle.

The Pink Panther is presented as a secondary element clearly associated with Owens Corning and closely positioned to the OC logo.

## Example: Owens Corning/The Pink Panther relationship with other equally positioned brands



The Pink Panther is presented as a primary element although there are two other third party entities presented on this T-shirt design.

The association to Owens Corning is clear and falls within guidelines and MGM requirements because the Owens Corning logo is located on The Pink Panther's running bib, and he is separated from the other logos by the headline.

Note that a white Owens Corning logo was approved with special permission to present it equally with the other logos.



# THE PINK PANTHER IN SOCIAL

Visual and animated representations of The Pink Panther across social media platforms is encouraged.

The following approaches should be taken when using The Pink Panther in social media content publishing:

- Follow current OC guidelines and use pre-approved artwork.
- Do not manipulate or apply social filters that alter the audio or visual nature of The Pink Panther without approval.
- Consult with the OC Agent early in the development process to determine approaches when exploring features like unique animation, GIFs, Instastories, stickers, memes, filters or alteration to existing artwork.
- Previously approved assets are approved within the context of the placement at that time. When using existing or previously approved assets, consult with the OC Agent if altering or changing those assets to ensure the context is approved.

Recommended Hashtag: #thepinkpanther



Instagram post and story example



Twitter meme example



# THE PINK PANTHER—APPROVAL PROCESS

---

Submit all artwork to the OC Agent by email to [Pink.Panther@owenscorning.com](mailto:Pink.Panther@owenscorning.com) or submit through your MGM ApprovalTrak account, if you have one.

The submission will be reviewed for correct Pink Panther artwork, correct position of the Owens Corning logo in relation to The Pink Panther, contextual MGM legal line with the current year, and alignment with current Owens Corning brand standards.

1. The OC Agent will review requests through the Pink.Panther email and is the first step for approvals through ApprovalTrak. The OC Agent will provide feedback on any errors or corrections prior to submitting to MGM for final review.
2. Once approved by the OC Agent, the submission will be pushed through to MGM for final approval.
3. Please allow 8 business days for the OC Agent and MGM to review materials and an additional 8 days for any requested revisions.
4. Requests for approvals may be submitted for review while Owens Corning Legal review is pending when noted upon submission. If the legal changes require layout changes the material will need to be resubmitted to MGM.

Contact the OC Agent at [Pink.Panther@owenscorning.com](mailto:Pink.Panther@owenscorning.com) with any questions or to inquire about RUSH requests.

As a reminder, all **internal and external** uses of The Pink Panther must be submitted for approval.



# THE PINK PANTHER—STAGED APPROVALS

---

Certain kinds of projects must be submitted in stages. See details on this page.

---

## Commercials and Videos

### Stage 1

Submit a concept script/storyboard. Include a description of how The Pink Panther will be used and where the Owens Corning logo will be in relation to him. The full MGM legal line must be included on the last frame.

### Stage 2

Once Stage 1 has been approved. Submit a rough cut of the video in MOV, MPG, or WMV file format for approval. Do not proceed to the next stage without approval of the prior stage, as you will be responsible for any costs incurred to change or revise the commercial at MGM's request.

### Stage 3

Once the rough cut has been approved, you are cleared to proceed with final production. Submit a final file of the video to close out the submission.

---

## Wearables and Promotional Items

### Stage 1

- Submit a PDF showing the creative/concept prior to production for MGM approval. The Pink Panther, Owens Corning logo and MGM legal line must be shown in position on the item. Concepts can be submitted as digital sketches/layouts.

### Stage 2

- Once the concept is approved, provide your vendor with The Pink Panther color specifications and Owens Corning logo guidelines along with your layout in order for them to provide a final proof.
- For embroidery, send a photo of the stitched sample to [Pink.Panther@owenscorning.com](mailto:Pink.Panther@owenscorning.com) or ApprovalTrak for MGM approval prior to production. This may take an additional 8 days. Do not proceed to the next stage without approval of the prior stage, as you will be responsible for any costs incurred to change or revise the embroidery at MGM's request.

### Stage 3

- Once Final Proof is approved, proceed with final production. A final photo sample of the finished product must be submitted for final approval to close out the submission.
- Legal Line on Merchandise: The full legal line is preferred on a tag. If inclusion of a tag is not possible, the following shortened legal line should be used for direct print or embroidery on merchandise: TM & © [current year] MGM.

---

## Websites

### Stage 1

- Submit a PDF showing the creative/concept prior to website production for MGM approval. Concepts can be submitted as static PDFs. The Pink Panther, Owens Corning logo and MGM legal line must be shown in position. The legal line can be positioned at the bottom of the web page. Do not proceed to the next stage without approval of the prior stage, as you will be responsible for any costs incurred to change or revise at MGM's request.

### Stage 2

- Once concepts have been approved, send a JPEG/PDF file of the final web page layouts and the test site link to [Pink.Panther@owenscorning.com](mailto:Pink.Panther@owenscorning.com) or submit it to ApprovalTrak.
- Once you receive approval via email or ApprovalTrak, you may launch the website.



# DATA VISUALIZATION

Simple charts and graphs can immediately convey even complex sets of data. When creating any sort of data visualization, we want to minimize added elements so the information is persuasive and easy to understand.

## Charts and graphs

The preferred infographic style presents information in a 2D format with flat color, using the Data Visualization color palette in this guideline. Do not use any extraneous effects like gradients or drop-shadows. 3D rendering of charts should only be used if the 3rd dimension has a data value—never for stylistic purposes only.

## Callouts

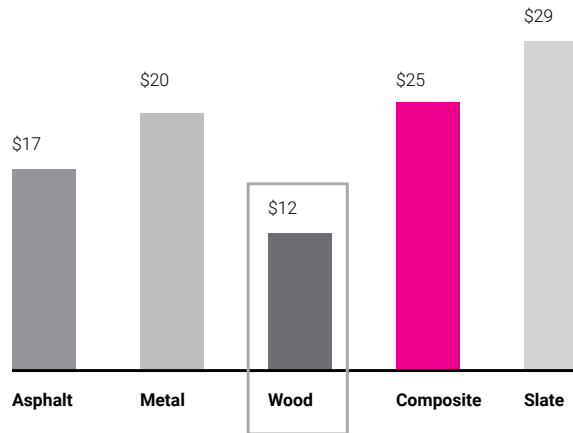
When calling out important statistics and numbers, we use Oswald SemiBold, along with our OC Pink. The important data piece to be noted should be 30% larger in size than the number information describing it.

## Color, and hierarchy of emphasis

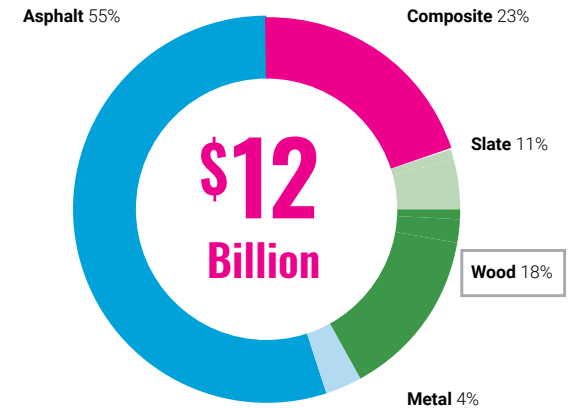
For all data visualization, use OC Black and the Data Gray palette if possible. If more distinction is needed, you may also use the Data Blue and/or Data Green palettes. Important measurements to point out specifically may be highlighted using a simple rectangular outline. OC Pink may be used only in rare moments to highlight data points that are both directly attributable to Owens Corning and show positive impact.

## Infographics

### Title of graph



### Title of graph



## Callouts

**15%**  
**BY 2025 WILL  
BE ELECTRIC  
VEHICLES**

**12%**  
**YOY RISE  
IN ROOFING  
MARKET SHARE**

# ICONOGRAPHY

Iconography can help audiences navigate communications.

Our icon style is simple but purposeful. The linear style relates to The Pink Panther outline style, while the square holding shapes relates to the Owens Corning logo and makes it especially easy to use within our grid system.

## Labels

For usability optimization, always ensure that every icon is accompanied by a clear label. For call-to-action examples in digital, labels may be used in the ALT tag.

## Rendering

Our icons use a consistent stroke weight of 1.5 pt, and should be outlined as paths for consistent scaling. Our holding shape is a square with top left and bottom right rounded corners. The subject matter in our icons is usually outlined and cut off at one or two points within its holding shape.

## Call to action icons

These icons are as simple and universal as possible. Wherever possible, leverage well known symbology and just ensure styling is consistent.

## General category icons

General category icons help audiences quickly grasp concepts and may be used at a slightly larger scale than basic functional icons.

## Product benefit icons

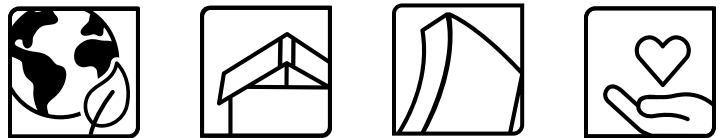
For some products, we may have product benefit icons like the examples shown here. Our product benefit icons are always accompanied by a label. This label is usually flushed left to the icon, but depending on where these icons are being used (e.g. directly under a primary headline), a flush right label may be used.

## Call to action icons (examples shown)



Call to action icons are initially created within a 24px square with a stroke weight of 1.5pt. They are never contained within another shape.

## General category icons (examples shown)



General category icons are initially created at 48px by 48px with a stroke weight of 1.5pt. They are contained within a square with top left and bottom right rounded corners. They are usually in black, with exception in rare cases that the icons can be in OC Pink to express impact.

**SUSTAINABILITY** **ROOFING**

**INSULATION**

**COMMUNITY OUTREACH**

## Product benefit icon (examples shown)



Product benefit icons are initially created at 24px by 24px with a stroke weight of 1.5pt. They are contained within a square with top left and bottom right rounded corners.

**SEAL**

**DEFEND**

**BREATHE**

# INFOGRAPHIC

Infographics are graphic representations of information, data or knowledge intended to present information quickly and clearly. They can engage audiences by making dry information more engaging and making complex information easy to understand.

Our infographic style is clean and purposeful. There should be a single, coherent message that the entire infographic serves to deliver.

## White Space & Alignment

A cluttered infographic does not deliver a strong, concise message. An important thing to remember is structuring your data, and using color and negative space to help guide your viewer through the information.

## Data Visualization

Refer to the Data Visualization section in the OC Brand Guidelines for proper design elements for charts, graphs, and callouts.

## Typography Hierarchy

Owens Corning visual identity and voice relies heavily on the type styles we use. Keep consistency and show visual hierarchy by using Oswald SemiBold as the primary and secondary headings, along with Roboto Bold for supporting text. Refer to the Typography section in the OC Brand Guidelines for more information.

## Colors

Refer to the Color section in the OC Brand Guidelines.

## Examples



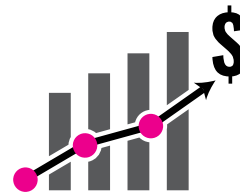
EMPLOYEES PLUS 1  
PINK PANTHER



PLANTS



COUNTRIES WHERE WE  
OPERATE



IMPROVED COMPETITIVE POSITION,  
EARNINGS & CASH FLOW



SALES OFFICES



\*2018 REVENUE



MARKET-LEADING  
POSITIONS



**TYPOGRAPHY**

# TYPOGRAPHY

---

Typography plays an important role in establishing the Owens Corning voice and our visual identity at the same time. Used consistently, our type style can become a valuable and iconic signifier of our brand in and of itself.

## Headline type

Our brand expression relies heavily on our headline style, set in Oswald SemiBold, and always in all caps. This bold, structured typography helps give our primary message strength, signifying our confidence in our products, our services, and of course, our people.

## Text type family

In text, we use Roboto Light and Bold. Roboto is a digital-native font that complements Oswald naturally and reads beautifully across media. For simplicity and clarity, we use only Roboto Light for all body text, and Roboto Bold for body headings. Italics may also be used in text, but only for emphasis or to distinguish specific titles, etc.; never just for stylistic purposes.

Oswald Semibold, Roboto Light and Roboto Bold are free Google fonts and can be downloaded from: [fonts.Google.com](https://fonts.google.com)

---

## Headline type

**OSWALD SEMIBOLD / ALL CAPS**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

---

## Text type family

Roboto Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Roboto Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# TYPOGRAPHY—SYSTEM FONTS

---

For instances where Oswald and Roboto fonts cannot be used because of technical limitation or special circumstances, we can fall back on the Arial font family. Arial is a standard system font across virtually all computers and applications.

## **System font headline type**

Arial Bold should be used in these instances. Note that there is an Arial Narrow typeface, as well, but it is not available as widely as Arial, so please use the standard width in these instances to ensure maximum compatibility and consistency.

## **System text type family**

For system font text, use Arial Regular and Arial Bold exactly as you would use Roboto Light and Roboto Bold. Italics can also be used as necessary.

---

## **System font headline style**

**ARIAL BOLD / ALL CAPS**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

---

## **System font text type family**

**Arial Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



# TYPOGRAPHY HIERARCHY AND USAGE

Illustrated here are the specific use cases of our type styles in communications.

## Prioritize leading

For all lines of copy, the leading (or line-spacing, or line-height) should be based on a multiple of three in order to sync up with our grid. Size type appropriately to ensure it is not too tight or loose within line-spacing.

## Primary headlines

- Primary headlines should always be right aligned and in all caps.
- The OC Pink should highlight the last 1-2 lines of text in our primary headlines. The pink highlights the impact or result that Owens Corning materials are bringing to our customers.

## Secondary headlines

For headers that are secondary and smaller, Oswald SemiBold, all caps should still be used, but headers should be left aligned.

## Text typography

All text typography is set in Roboto, flush left and rag-right.

## Primary headline

Oswald SemiBold  
Flush-right, rag-left  
34pt./36pt. shown

**OUR FLUSH RIGHT  
HEADLINES  
DELIVER PRIMARY  
MESSAGES**

## Secondary headline

Oswald SemiBold  
Flush-left, rag-right  
16pt./18pt. shown

**SECONDARY HEADLINES ARE FLUSH LEFT  
AND HELP SET UP STORIES**

## Body headings

Roboto Bold  
9pt./12pt. shown

**Body headings separate content themes and are the same size as body copy**

## Body copy

Roboto Light  
9pt./12pt. shown

Body copy delivers all the details of our work. Each paragraph should be about two to five sentences. Always set text flush left, rag-right.

Paragraphs are separated by one line break. Do not use indentations or any extra "space-after" styling, as this will mess up the alignment with the overall grid structure. And, be sure to avoid "widows" and "orphans" if at all possible.

## Captions, footnotes, legal

Roboto Light  
7pt./9pt. shown

Captions, footnotes, and/or legal copy is also set in Roboto Light, but just at a smaller scale. Do not use type at any smaller than 7pt. in print or 10pt. on screen.

# TYPOGRAPHY WEB USAGE

When bringing our system into an interactive space, our use of type has an opportunity to become more engaging and active with the user.

Within this digital space, similar to print, our OC Pink is used selectively to highlight important information that relates to the Owens Corning brand, primarily in call-to-action (CTA) buttons and text hyperlinks.

Below are standard CSS type styles we use:

## Headlines:

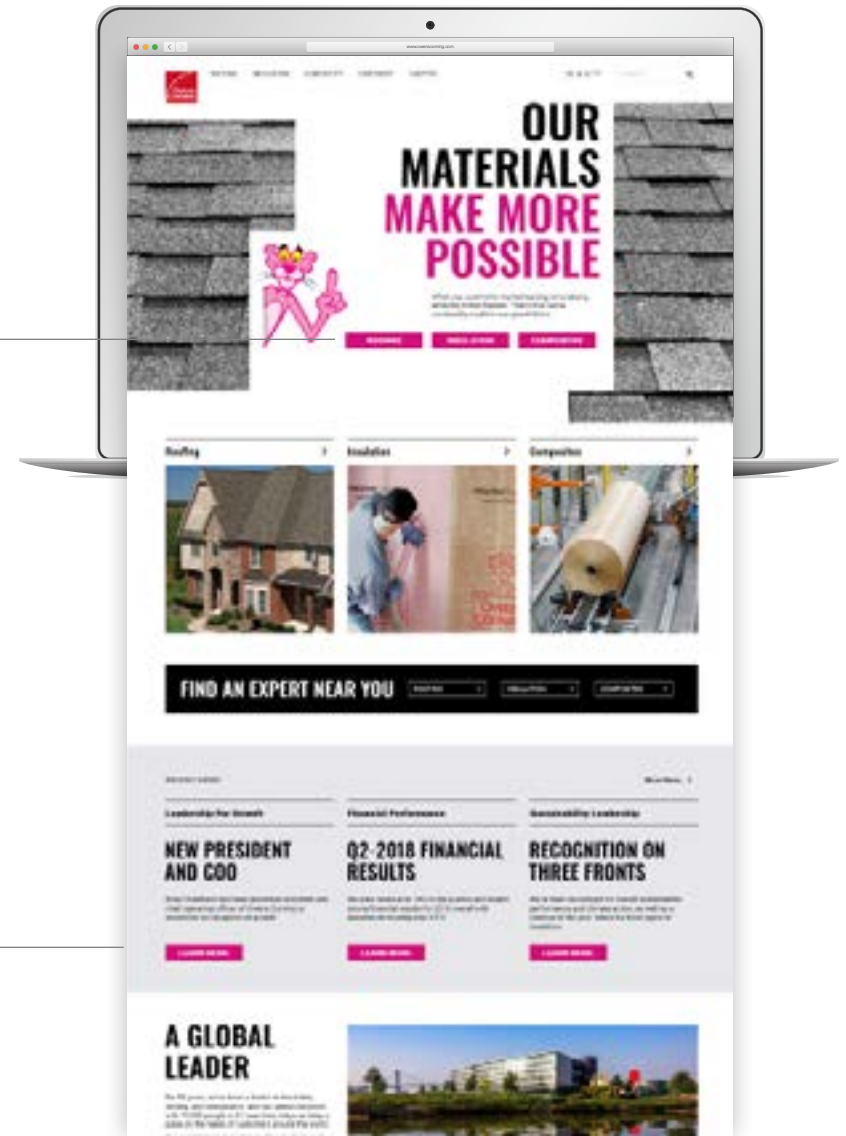
- H1 = Bold headline in hero  
Oswald Semibold, 98 px, all caps, #000000
- H2 = Oswald Semibold, 62 px, all caps, #000000
- H3 = Oswald Semibold, 44 px, all caps, #000000
- H4 = Roboto Light, 21 px, sentence case, #000000
- H5 = Roboto, Font-weight: Normal, #6d6d6d

## Body copy:

- Body copy = Roboto, Font-weight: Normal, #333333
- Body copy text hyperlink = #000000, underline
- Body copy text hyperlink hover = #d40f7d (OC Pink), no underline

Contact OC Studio for interactive styling including rollover and hover states.

CTA buttons are OC Pink rectangles with white type.



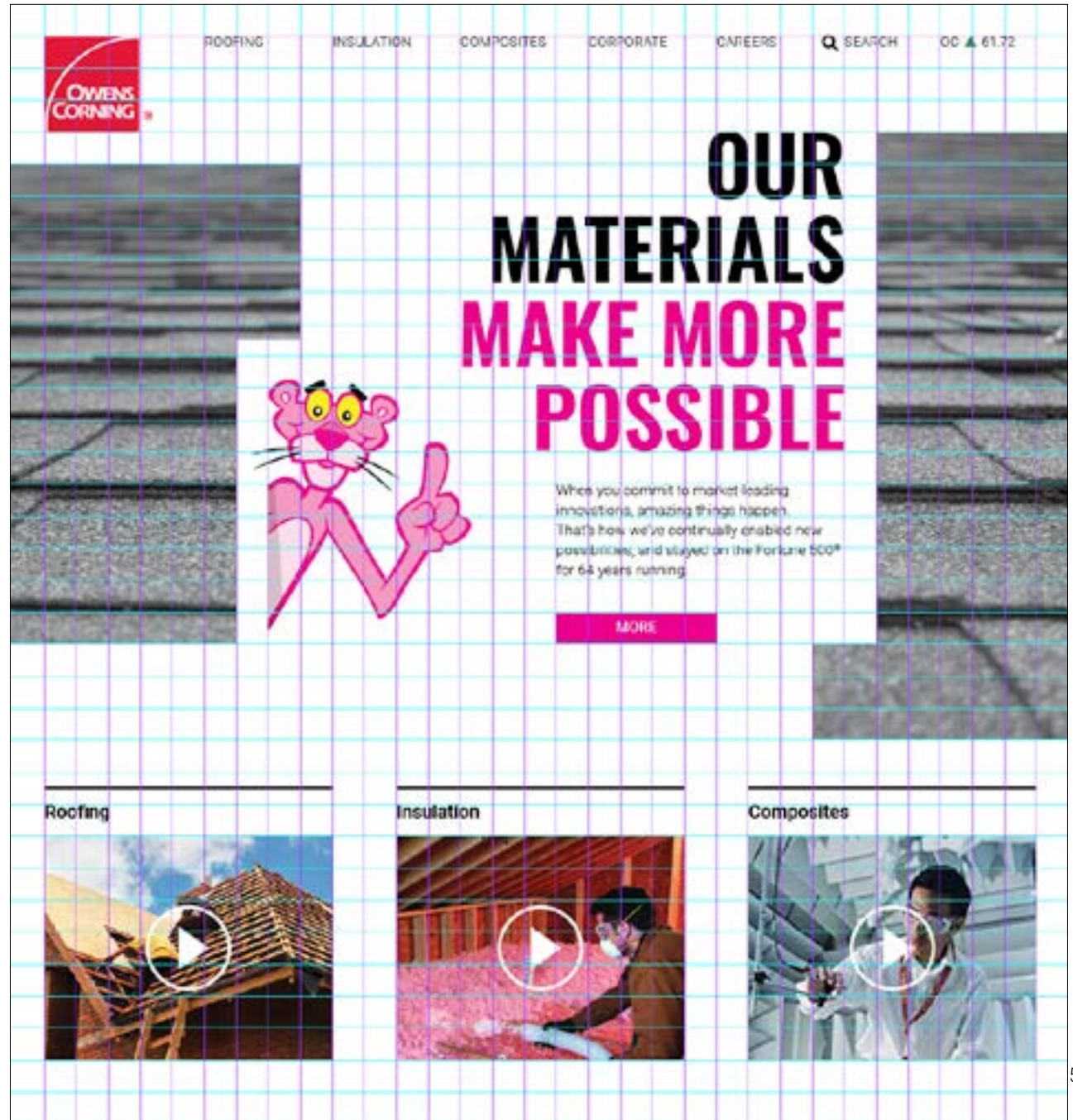
# COMPOSITION

# ABOUT OUR GRID

Our grid is an essential part of what makes Owens Corning stand apart, while pulling all of our elements together. It is the underlying framework that allows our system to be flexible, while keeping elements organized and aligned. Influenced by our square logo, our system follows a 24 pixel/2pica grid.

## Rules of the grid:

- 1. Alignment**  
Keep things aligned to the grid. It is your guide when incorporating elements of your design.
- 2. Boundaries**  
Images and text should not sit outside of or between the grid lines.
- 3. Placement**  
Text should always sit within the grid at both horizontal and vertical points.
- 4. Clear space**  
Keep at least one grid box of space from each element or the edge of the composition (not including primary images).

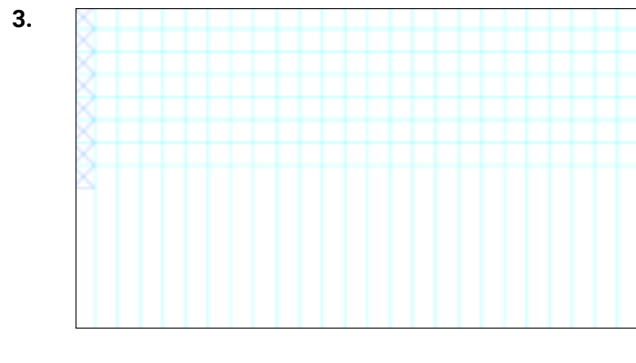
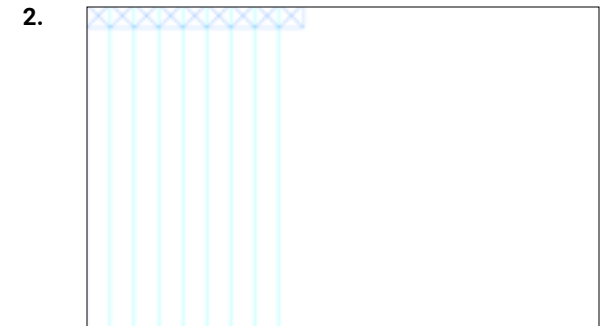
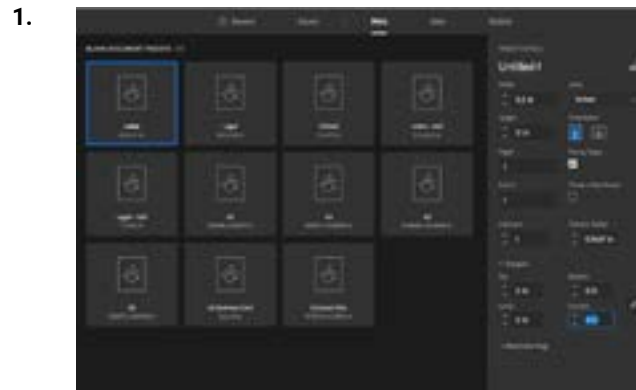


# HOW TO SET UP OUR GRID

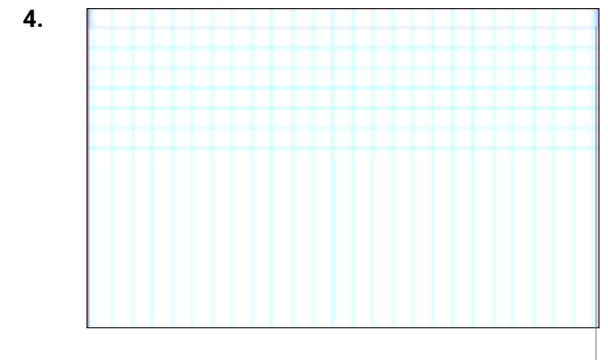
When designing, please use one of the grid templates that best reflects the size of your application you will be designing against. In instances where no template is available for the selected size, a new grid must be created.

Although these instructions might vary by program used, the concept is the same. Here is how to create the grid in InDesign:

1. Set the size of your document, with no margins. Depending on the media, set the units to either pixels or picas.
2. Our grids foundation is based on a 24pixel/2pica grid—create a 24 pixel/2 pica square box and move that across your documents width, adding vertical guides at each 24pixel/2pica edge as you move across the page.
3. Once you have the horizontal guides set up along the width, you want to repeat that action for the vertical guides as you move down your document.
4. After setting up your square grid , if you have extra space at one end of your width you need to center your grid. This is accomplished by taking the extra space of the width and divide it by two. With that number create two boxes wide and place them at both horizontal ends of your document. You then want to shift all of the horizontal guides over until both end guides rest on the edges of those boxes.
5. From there you can create your margins, making sure that the square grid remains evenly centered.
6. Once your margins are set, make sure to lock your guides and save your template for future use.



Extra space left over from creating the perfect square grid along the width



Take that extra space, divide by two and create two boxes of that number in width. Place those boxes at edges of your document, then shift the horizontal guides over to rest in the center of the document.



# CUTAWAY IMAGERY AND FRAMES

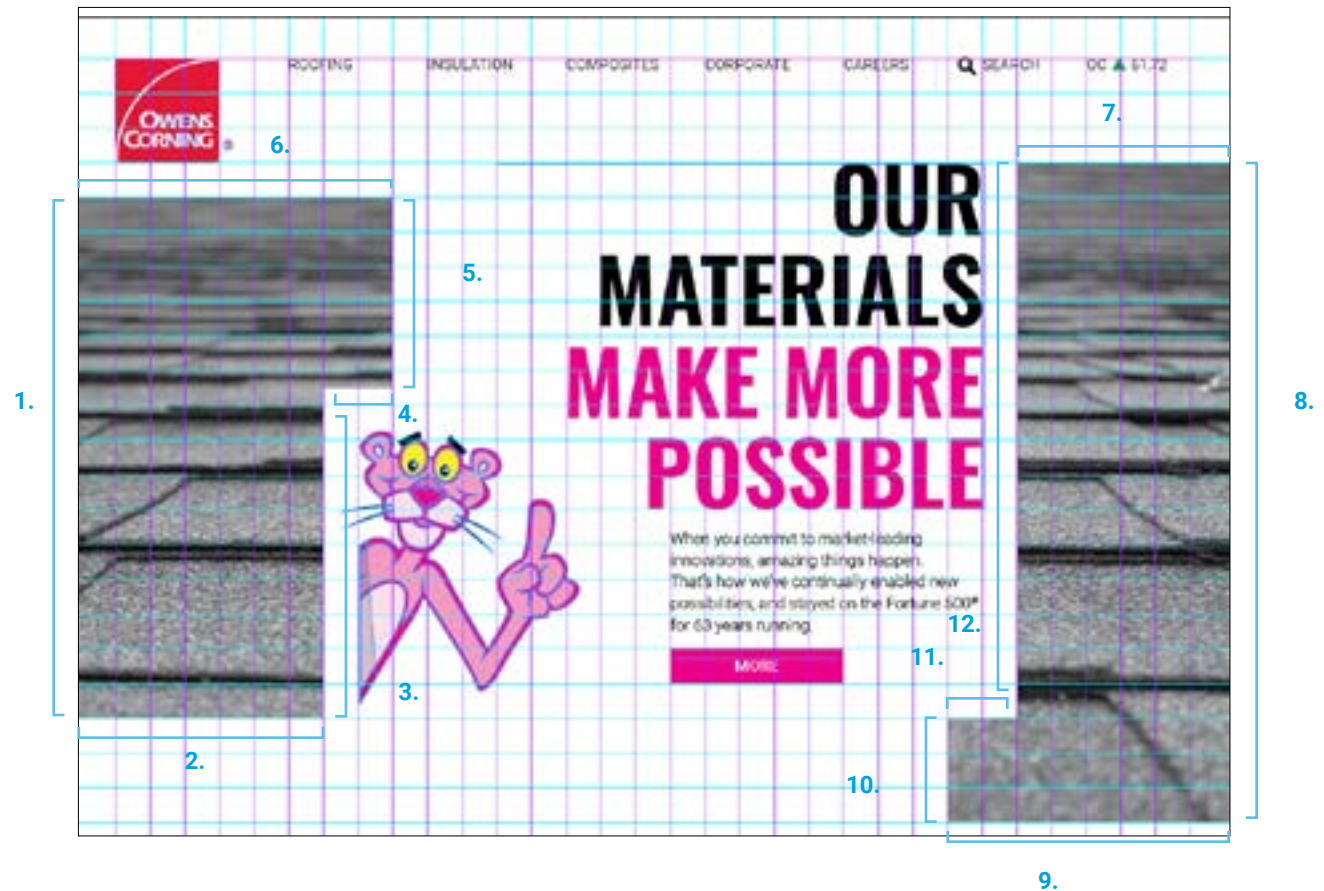
Our cutaway approach to primary imagery allows us to highlight the behind the scenes materials that are making an impact behind some of the most innovative building projects. Our strong, foundational grid creates flexibility and guidance when creating these dynamic and asymmetrical layouts.

## Cutaway primary imagery

Modular framing of ONLY primary photography reinforces our engineering expertise. Although often separated through white space, our primary photography should always appear as one image. Primary photography also uses the whole space, often expanding to the edge of the frame.

When using the grid to split up an image into rectangular windows, we limit the number of edges in total that the overall primary image should contain. The primary image should have no more than 16 edges and no less than 6 edges. This keeps the composition feeling exciting and flexible without being too busy.

Every edge of every image should align to the grid.



Primary images should have no more than 16 total edges


# TYPOGRAPHY AND RULES

Our 2-pica / 24px. grid structure is specifically set up to enable dynamic alignments of typography. If type is set aligned to the grid and leading is set up in multiples of three, then all elements will align perfectly at meaningful intervals, even if they start at different grid points.

Typographic rules (lines) can help group content and add overall structure to the page or screen. Primary rules are typically 1pt. and secondary rules are .5pt. These are the only elements that aren't aligned to a vertical grid point, but rather fall directly in-between two horizontal grid lines (1 pica or 12px. above text frames and/or image frames).

**The perfect finishing touch**

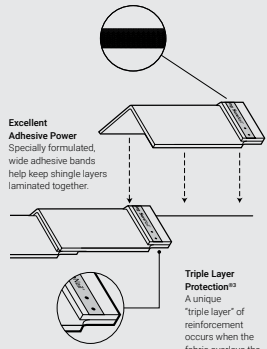
A new roof can give your home a whole new look and DuraRidge® Hip & Ridge Shingles provide the finishing touch. Featuring a bold, dramatic appearance and vibrant TruDefinition® colors, DuraRidge® Hip & Ridge Shingles are a beautiful complement to our TruDefinition® Duration® Series shingles. In fact, Owens Corning and your contractor can help you choose a DuraRidge® Hip & Ridge Shingle and TruDefinition® Duration® Series Shingle that are perfectly matched to deliver beauty and performance for many years to come.



DuraRidge® Hip & Ridge Shingles at a glance:	DuraRidge® Hip & Ridge Shingles	Traditional cut-up 3-tab
Tapered headlap and clean lines add depth and dimension	×	—
Simple, ready-to-install design with pre-cut pieces	×	—
Engineered to deliver 130-MPH wind warranty performance*	×	—
Limited Lifetime Warranty* when installed with TruDefinition® Duration® Series as well as other Owens Corning® laminate shingle	×	—
Designed to be flexed over the ridge	×	—
Part of the Owens Corning® Total Protection Roofing System**	×	—

**The SureNail® difference**

Three layers of protection for stronger, more durable shingles. DuraRidge® Hip & Ridge Shingles are the first hip & ridge shingles with the strength of patented SureNail® Technology.




**Excellent Adhesive Power**  
Specially formulated, wide adhesive bands help keep shingle layers laminated together.


**Triple Layer Protection<sup>TM</sup>**  
A unique "triple layer" of reinforcement occurs when the fabric overlays the common bond of the laminated layers, offering excellent fastener holding power.

**Add beauty. And protection.**


DuraRidge® Hip & Ridge Shingles are the first to feature the Triple Layer Protection® of our patented SureNail® Technology. SureNail® Technology adds a layer of reinforcing fabric that clearly defines the nailing zone, taking the guesswork out of nail placement for top performance.




**Durable construction**  
Granules on the front and back of the shingle help deliver long-term durability while adding dimension to your roof.



**Easy installation**  
SureNail® Technology provides a prominent nailing area for faster installation while adding strength to help eliminate contractor callbacks due to shingle blow off.



**Excellent curb appeal**  
High-profile and layered design enhances your roof line and adds a refined look to your entire home.



DuraRidge® Hip & Ridge Shingles are a component of the Owens Corning® Total Protection Roofing System.\*\*

Rules are used to group information.

When creating large bodies of text with bullets or separate pieces of information, keep text boxes to a minimum and use the copy's selected leading and carriage return as a means for natural separation.

**MOTION**



# OVERVIEW

Motion helps add liveliness and dynamism to our system. Our modular cutaway planes can reveal beautiful textures in motion, reveal big statements, and allow The Pink Panther to come to life. Primary footage and lower thirds are treated simply but still carry essential elements of our system for a distinctive presence in video.

## Introduction



A white base cuts away in quick succession to blocks of continuously moving footage of high-key black and white material texture footage; headlines wipe in quickly and simply.

## The Pink Panther



The Pink Panther enters from his invisible plane and animates into his gesture.

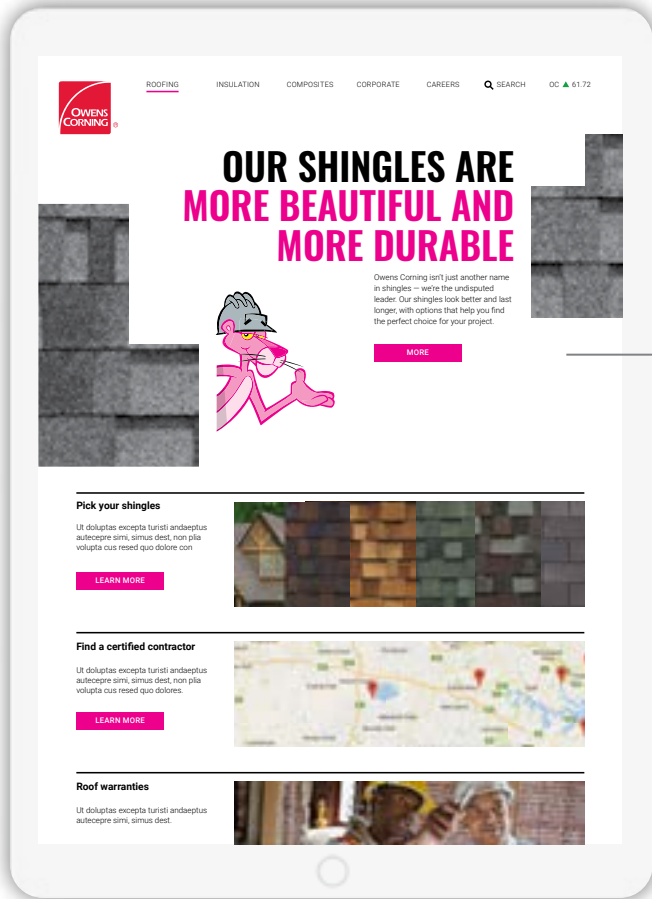
## Footage and lower thirds



Footage starts out in high-key black and white, but quickly cross-dissolves to vibrant full color; lower third cut-ins wipe in quickly from the right edge and wipe out quickly after enough reading time has been given.

# **SYSTEM SHOWCASE**

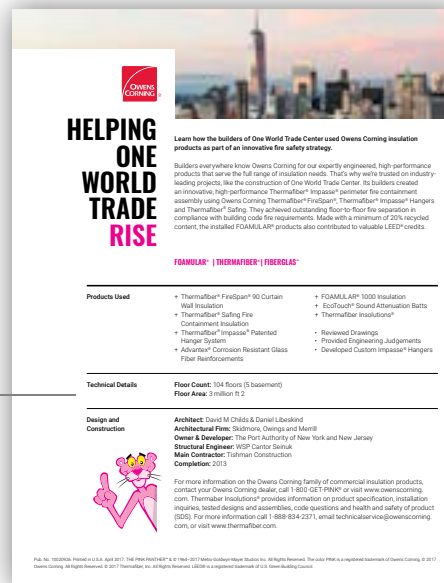
# PRIMARY-AWARENESS



Our primary messages work in concert with primary texture imagery, The Pink Panther, and supporting copy.

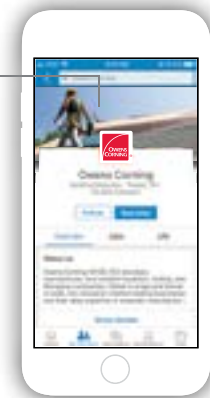


Always keep one to two grid boxes between The Owens Corning logo and the headline text.

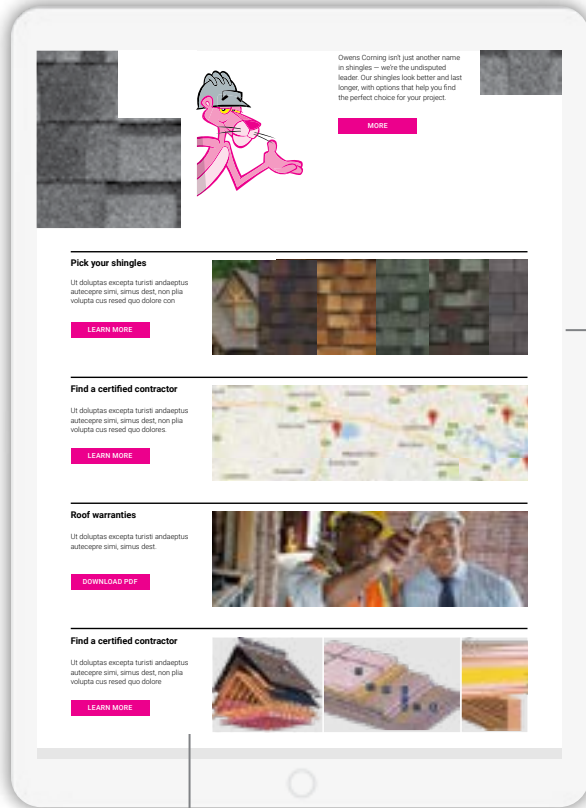


Use the grid to help structure information. Along with utilizing thick and thin lines to separate large pieces of content for easier readability.

An exception to not having the modular grid applied to primary images would be within small applications such as a social media banner.



# SECONDARY-ENGAGEMENT



Keep elements aligned to the grid and to each other for visual consistency.

For all secondary information let the grid be your guide in structuring your elements.

**THIS IS WHERE THE PAGE HEADER GOES, 36PT**

Vivir quamentiam is. Evidene scerit? Patus los arduu vit, nu senaritis hucomnostrus ego con te ina, consullus, escerps, qua ia lieti, nes venio, et pernuo iint garesi esul hoet viam Romnes cotibus. Ahabes, quam etor accidendum

Image 1      Image 2      Image 3

Text about ima

**ASPHALT SHINGLES REMAIN THE PRODUCT OF CHOICE**

**Installed cost of a typical roof**

Material	Cost (\$)
Asphalt	\$17
Metal	\$19
Wood	\$20
Composite	\$25
Slate	\$29

**Residential roofing market**

Material	Percentage
Asphalt	55%
Composite	23%
Wood	12%
Slate	4%
Metal	4%

**\$12 BILLION**

**The perfect finishing touch**

A new roof can give your home a whole new look and DuraRidge® Hip & Ridge Shingles provide the finishing touch. Featuring a bold, dramatic appearance and vibrant TrueDefinition® colors, DuraRidge® Hip & Ridge Shingles are a beautiful complement to our TrueDefinition® Duration® Series shingles. In fact, Owens Corning and your contractor can help you choose a DuraRidge® Hip & Ridge Shingle and TrueDefinition® Duration® Series Shingle that are perfectly matched to deliver beauty and performance for many years to come.

**Add beauty. And protection.**

DuraRidge® Hip & Ridge Shingles are the first to feature the Triple Layer Protection® of our patented SureNail® Technology. SureNail® Technology adds a layer of reinforcing fabric that clearly defines the nailing zone, taking the guesswork out of nail placement for top performance.

**Hi & Ridge Shingles**

Feature	DuraRidge® Hip & Ridge Shingles	Traditional asphalt shingles
go and clean lines add grace	X	---
to install design with	X	---
Deliver 130 MPH wind resistance	X	---
is Warranty* when TrueDefinition® Duration® Series Shingles are used	X	---
Flashed over the ridge	X	---
ens Corning® Total Protection Roofing System™	X	---

**Duration**

Granules on the front and back of the shingle help deliver long term durability while adding dimension to your roof.

**Easy installation**

SureNail® Technology provides a prominent nailing area for faster installation while adding strength to help eliminate contractor callbacks due to shingle blow off.

**Excellent curb appeal**

High profile and layered design enhances your roof line and adds a refined look to your entire home.

**The SureNail® difference**

Three layers of protection for stronger, more durable shingles. DuraRidge® Hip & Ridge Shingles are the first hip & ridge shingles with the strength of patented SureNail® Technology.

**Excellent Adhesive Power**

Specialty formulated adhesive bands help keep shingle layers laminated together.

**Triple Layer Protection®**

A unique "triple layer" of reinforcement occurs when the fabric overlays the common bond of the laminated layers, offering excellent fastener holding power.

DuraRidge® Hip & Ridge Shingles are a component of the Owens Corning® Total Protection Roofing System.™

Use our OC Pink springly to highlight important, positive pieces of information relating to The Owens Corning brand.

**CONTACT US**

# CONTACT US

---

These guidelines should answer most of your questions about branding. For specific inquiries, questions, and training, please contact:

**Meren Tabora**

Corporate Affairs | Brand Leader

419-248-5328

[meren.tabora@owenscorning.com](mailto:meren.tabora@owenscorning.com)

For templates and artwork, please contact:

**OC Studio**

[OC.Studio@owenscorning.com](mailto:OC.Studio@owenscorning.com)



© Owens Corning. All Rights Reserved.

THE PINK PANTHER™ & © 1964–2020 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.