

# Quick Guide - Vitro's Visual Identity Reproduction

## Instructions

Vitro's corporate brand reproduction is subject to the artwork specially designed for each application and reproduction process. Reproducing the Vitro brand by re-drawing, photo copying or sending by fax is strictly prohibited.

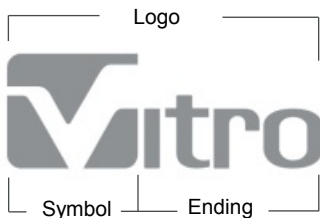
Quality in the Vitro brand resolution is important in any process, selecting the adequate software for reproduction is essential.

The following are the design software used for ensuring a professional reproduction:

*Illustrator, FreeHand and CorelDraw*

## The Logo

The basic element of the Vitro visual identity. It is formed by the Symbol and the "itro" ending, using the corporate alphabet.



The use of the Symbol is restricted; a written petition must be directed to the Corporate Identity Management, for its evaluation by the Steering Committee.

## Minimum Reproduction Size

To ensure the integrity of the Logo's dimensions, a minimum reproduction size of 6mm in height has been established, this height results in a 17mm width.

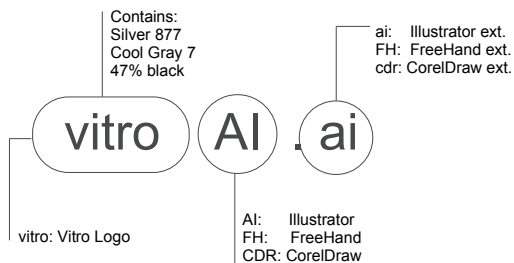
## Area of Isolation

Minimum open space required between any Vitro visual identity element and any other graphic representation that is included in the Application. This space is equal to the height of the letter "o" in the "itro" ending.



## Vitro Artwork Naming Guide

A naming guide has been developed for the different artwork generated with the Vitro logo, the content of each archive adjusts to a wide array of reproduction methods and color variations:



## Choosing an Application for each Reproduction Process

The following table encloses the possible Vitro logo applications in relation to the different reproduction processes and mediums, pointing out recommended applications and possible reproduction variations.

## Application Table

		Application Options				
		PMS Silver 877	PMS Cool Gray 7	1 color 47% Black	Web Media Logo	Mirror Metal Sand Blast
Process	Print Offset + 1 direct ink	Recommended				
	Offset Printing (CMYK)		Recommended			
	Single ink print (black)			Recommended		
	Serigraphy	Recommended	Variation			
	Web		Variation		Recommended	
	*Embroidery	Recommended	Variation			
	Foil Stamp	Recommended				
	Vinyl Sticker	Recommended	Variation			
	Facade		Variation			Variation
	Promos	Recommended	Variation	Variation		Variation

\* Iris Poliseda 1156 thread for Mexico.

## Background

In order to obtain an optimum use of the Vitro logo over colored backgrounds or photographic images, a set of recommendations are listed below, covering the 4 basic color hues.

### Dark colors (recommended):

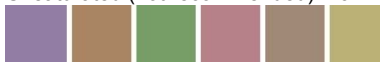


### Saturated colors (we recommend red, blue, and purple):

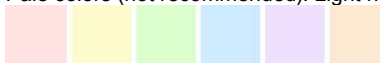
Pure hues or complementary colors containing no white, black, gray



### Unsaturated (not recommended): Dark hues containing white



### Pale colors (not recommended): Light hues containing white



### Gray scale (not recommended):



## Improper Use

- Do not alter the Logo's proportions
- Do not reproduce the Logo in any unspecified color
- Do not outline the Logo
- Do not apply shadows
- Do not texture the Logo
- The background onto which the Logo shall be applied to, should be chosen according to the reproduction color of the Vitro logo (PMS Silver 877), in order to ensure the Logo will be clearly identified
- Re-drawing or reproducing the Logo from a copy or an image sent by fax is also prohibited

## Vitro Visual Identity Guidelines

For more information and full guidelines regarding the reproduction and/or application of the Vitro identity, please contact the Corporate Identity Department at [identidadvisual@vitro.com](mailto:identidadvisual@vitro.com) or by phone at 01 (52) 81 8863 1200 Ext. 2262