





The purpose of this Graphic Standards Manual is to set forth guidelines that will assist in applying the Active Aerogels Logo to all communications.

The integrity of Active Aerogels' graphic identity must be kept through consistent implementation of the identity system presented here. This identity is a graphic signature that enhances awareness of the brand. It increases the quality, efficiency and cost-effectiveness of the brand's communications efforts creating value in the marketplace.

Please refer to this Graphic Standards Manual on an ongoing basis, in order to ensure consistent implementation of Active Aerogels' identity.

Logotype

activeaerogels

The Active Aerogels Logo is made of two elements:

The Logotype

The name of the brand as represented within specific graphic guidelines.

The Logo mark or Icon

Graphic rendering of orbits in a circular shape designed to suggest concepts that portray Active Aerogels: growth, progress, expansion, dynamic movement.

Logo mark

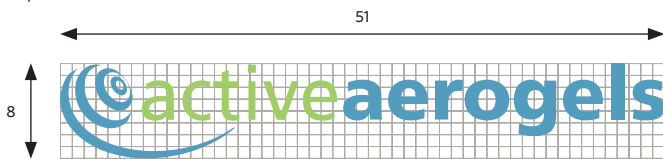


Together, the Logotype and Logo mark are formally known as the Logo block or Logo lock-up, but are generally referred to as the *Logo*.

The Logotype or Logo mark cannot be used separately.

Please note: While the Graphic Standards Manual helps to guide designers and those using the identity system, it cannot cover every issue. Particular issues will always arise to specific applications and usage that require obtaining corporate approval.

Proportions



The Logo expresses Active Aerogels' identity. Construction, proportion and placement are of utmost importance in maintaining the integrity of the Logo's expression.

Proportions

Active Aerogels Logo proportions:
51 x 8 grid units

Please Note: NEVER distort the Logo (i.e. never condensate or extend the Logo, or make it bolder or thinner). The Logo must remain proportionate to the original artwork at all times

Size



Size

Active Aerogels Logo, should never be reproduced in a size smaller than 25 mm in horizontal length. This applies to all signatures.

Please Note: Do not use the Logo below these size range.

Clear Space



The clear space must equal 1/2 (or more) of the height of the Active Aerogels Logo.

Clear Space

For maximum impact and clarity, an area of clear space must be maintained around the Active Aerogels Logo. This clear space provides a protective area surrounding the Logo within which no other graphic elements such as typography, pictures, art or border should be placed. The clear space must equal 1/2 (or more) of the height of the Active Aerogels Logo.

Please Note: Never allow any other elements within the clear space.

Color



The Active Aerogels Logo may be used in three standard color formats (no other formats are acceptable):

- Color
- Solid Black
- Reversed to white

Solid Black



PANTONE® color palette

The preferred method of reproducing the Active Aerogels Logo includes using Pantone colors specified below. These colors compose the brand's primary color palette and should be used whenever possible across all printed materials



375



549

CMYK color version

For 4-color process printing use the following CMYK breakdown:



47C 0M 94Y 0K



59C 8M 9Y 19K

Reversed to White



RGB color version

For electronic communications use the following RGB color values:



151R 215G 0B - #EF6B00



94R 153G 170B - #99CC00

Please note: Always insist upon accurate color matching. Poorly matched colors may weaken the impact, lessen the effectiveness of the Logo, and diminish public awareness of the Active Aerogels Logo.

The colors shown throughout this Guide have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Color Standard. For accurate color matching, use a Pantone Matching System (PMS) swatch. PANTONE® is the property of Pantone, Inc.

THE ACTIVE AEROGELS LOGO

COLOR SPECIFICATIONS FOR BACKGROUNDS



The color Logo is designed to work on a white background or neutral tints lighter than 15% black.

Graphic resources, such as outlines, drop shadows, etc., should not be used.

Do not print the Active Aerogels Logo in other colors than its original ones. Instead, print the Logo in black or reverse it to white.

There should be a high degree of contrast between the Active Aerogels Logo and its background. In the case of black and white printing or a nonspecified background color, the Logo should appear in solid black or reversed to white as below.



10%

20%

30%

40%

50%

60%

70%

80%

90%

100%





The Active Aerogels Logo may be exceptionally used in a mixed format - Color/Reversed to white - when the background color is from the logo's palette.



THE ACTIVE AEROGELS LOGO

IMAGE BACKGROUNDS



When the Logo is placed over an image it should be placed in a clear space to maximize legibility. If necessary, the Logo can be used in black, or reversed to white, to make it stand out from the background art.

Please Note: When in doubt, choose the design solution that provides maximum contrast, without disregarding the guidelines from this Manual.

Type is an important element in consistent brand identity. The typeface of the Logotype is Frutiger. Frutiger is a distinctive and legible sans serif font, with a modern appearance. It has a universal quality that makes it equally successful in text and display work.

Logo Typeface/Styles: Frutigiers Roman and Frutiger Bold

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^&*()

This is Frutiger. The quick brown fox jumped over the lazy dog.

Frutiger Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^&*()**

This is Frutiger. The quick brown fox jumped over the lazy dog.

Please Note: This is for informational purposes only, as the Logotype should never be re-typeset. You should only use the files provided.

Primary Text

The font recommended to be used as primary text in producing Active Aerogels corporate print materials is Frutiger, with preference for styles such as Light, Roman, Light Condensed and Condensed. If for some reason this option is not available, the alternative should always be a sans-serif font with a Light style (e.g. Helvetica)

Primary Text Typeface: Calibri

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^&*()

Frutiger Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^&*()

Frutiger Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#% ^&*()

The impact of any Logo depends on consistent use resulting in a large number of impressions over a long period of time. The best Logos are not “read” as words, but act as visual stimuli, automatically triggering a complex series of associations.

Any changes to the shape and color of a Logo reduce its impact and can, over time, defeat the entire purpose of a Logo program. This page illustrates some of the more obvious ways a Logo can be destroyed by incorrect use. Please avoid these and all other changes to the Active Aerogels Logo.



- **NEVER** remove any element from the original Logo artwork;
- **NEVER** distort the Logo (i.e., never condense or extend the Logo, or make it bolder or thinner);
- Logo **MUST** remain proportionate to the original artwork at all times;
- **NEVER** modify any of the letter forms;
- **NEVER** flip the Logo mark;
- **NEVER** reproduce the Logo in an unauthorized color;
- **NEVER** use graphic resources such as outlines, drop shadows, etc., to increase legibility;
- **NEVER** reproduce the Logo over a complicated or patterned background;
- **NEVER** surround the Logo with another shape that could form a different mark;
- **NEVER** alter the proportion between the Logo and any associated typography;
- **NEVER** place text, or other image, on top of the Logo obscuring it in any way.