19.1 Master Logo

ECOSE™ Technology is a revolutionary, new, natural, formaldehyde-free binder technology which is used in the manufacture of Glass and Rock Mineral Wool – and many other products – proven to be more sustainable for the environment in which we all live and work.
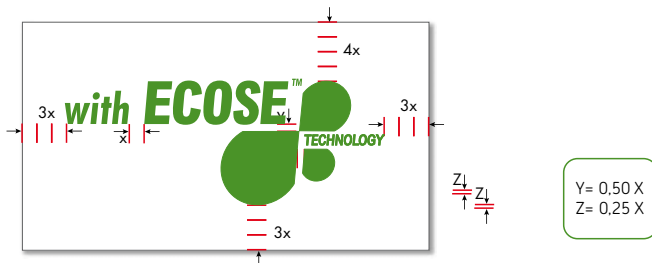
ECOSE Technology has its own, unique brand identity in terms of colours and logo.

"ECOSE" must always be written in capital letters. The "™" must be written minimum once per page on all communication materials. We recommend doing this the first time when the name is mentioned. As soon as the registration process for the brand in Europe is finalised, the "™" symbol will be replaced with "®". The Central Marketing Group will update the Corporate Identity Guidelines as soon as this is the case.

"ECOSE Technology" or "with ECOSE Technology" can not be translated into local languages.

The "with ECOSE Technology" logo should always be used in combination with the "Knauf Insulation" logo. Knauf Insulation is the main brand and ECOSE Technology is a supporting technology and brand. Therefore, the "Knauf Insulation" logo should be more dominant than the "with ECOSE Technology" logo on all communication materials.

19.1.1 Standard Master Logo

Y= 0,50 X
Z= 0,25 X

Usage

Use the master logo on all literature and electronic marketing materials to refer to Knauf Insulation products which are manufactured with ECOSE Technology.

Minimum Clear Space

In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.

Minimum Reproduction Size

30 mm (1¼") wide

Colour

The "with ECOSE™ Technology" logo should be used in green.

Pantone: 363
CMYK: 80/0/100/20
RGB: R60 - G138 - B46
Websafe: R33 - V99 - B33

Background

The "with ECOSE Technology" logo needs to be placed on a white background. Coloured or photographic backgrounds are not acceptable.

Unacceptable Use

Do not use without the word "with"

Do not use "ECOSE" or "with ECOSE" alone

Do not use other colours

Do not combine with another logo or company name

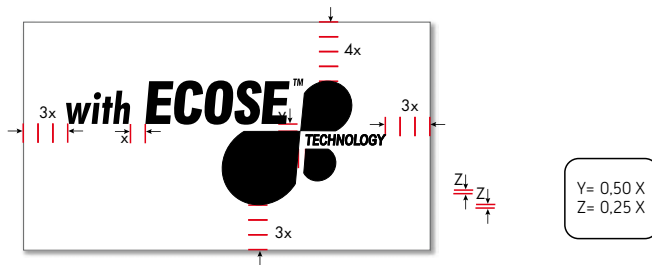Do not rotate in any direction

Do not use on a coloured background

Do not stretch in any direction

Do not use on a photographic background

19.1.2 Black and White Version of the Master Logo
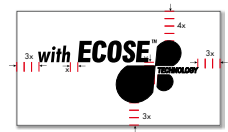

Y= 0,50 X
Z= 0,25 X

Usage

This is a restricted use of the logo and can only be used if you need to print in black and white.

Minimum Clear Space

In order to maintain visual integrity the logo should always appear within a defined minimum clear space.
The amount of clear space surrounding the logo on all sides should never be less than shown on this page.
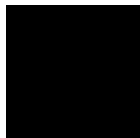
Minimum Reproduction Size

30 mm (1¼") wide

Colour

The black and white logo is made up of 100% black. Under no circumstances the colours can be changed.

Black
CMYK: 0/0/0/100
RGB: 0/0/0

Background

The black and white logo needs to be placed on a white background. A transparent background is also acceptable. Coloured or photographic backgrounds are not acceptable.

Unacceptable Use

Do not use without the word "with"

Do not use "ECOSE" or "with ECOSE" alone

Do not use other colours

Do not use white out logo

Do not rotate in any direction

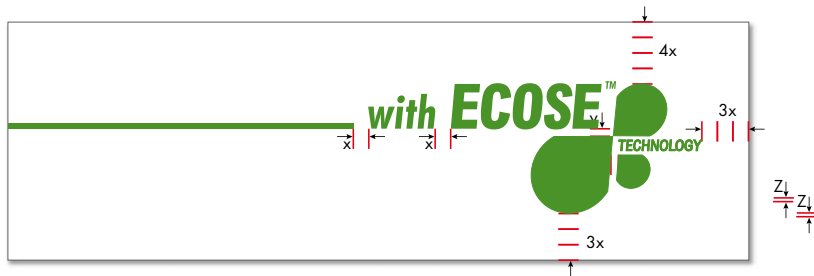Do not use on a coloured background

Do not stretch in any direction

Do not use on a photographic background

Do not combine with another logo or company name

19.2.1 Standard Master Logo + Stripe

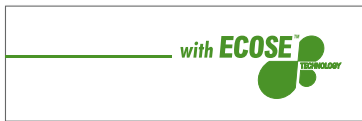

Usage
An alternative version of the logo is used on:
- Inside Pages of Brochures
- Powerpoint Presentations
- Packaging
- Sample Boxes

Minimum Clear Space
In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.

Minimum Reproduction Size
30 mm (1¼") wide

Colour
The "with ECOSE™ Technology" logo should be used in green.

CMYK: C80 - M0 - Y100 - K20
Pantone: PMS 363
RGB: R60 - G138 - B46
Websafe: R33 - V99 - B33

Background
The "with ECOSE Technology" logo + stripe needs to be placed on a white background. A transparent background is also acceptable. Coloured or photographic backgrounds are not acceptable.

Unacceptable Use

Do not use without the word "with"

Do not use "ECOSE" or "with ECOSE" alone

Do not use other colours

Do not use on a coloured background

Do not rotate in any direction

Do not use on a photographic background

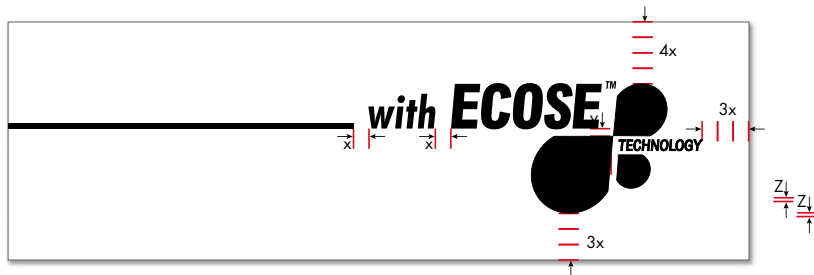Do not stretch in any direction

Do not change the positioning of the elements

Do not combine with another logo
or company name

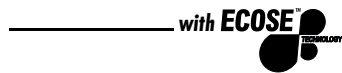## 19.2.2 Black and White Version of the Master Logo + Stripe

Usage
This is a restricted use of the logo and can only be used if you need to print in black and white.

Minimum Clear Space
In order to maintain visual integrity the logo should always appear within a defined minimum clear space. The amount of clear space surrounding the logo on all sides should never be less than shown on this page.
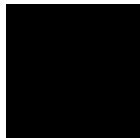
Minimum Reproduction Size
30 mm (1¼") wide

Colour
The "with ECOSE™ Technology" logo should be used in black.

Black
CMYK: 0/0/0/100
RGB: 0/0/0

Background
The "with ECOSE Technology" logo + stripe needs to be placed on a white background.
A transparent background is also acceptable. Coloured or photographic backgrounds are NOT acceptable.

Unacceptable Use

Do not use without the word "with"

Do not use "ECOSE" or "with ECOSE" alone

Do not use other colours

Do not use white out logo

Do not rotate in any direction

Do not use on a coloured background

Do not stretch in any direction

Do not use on a photographic background

Do not combine with another logo or company name

Do not change the positioning of the elements

19.3 Benefit Icons

For Knauf Insulation Natural Mineral Wool products manufactured with ECOSE™ Technology, the Knauf Insulation benefit icons can be used in green colour to demonstrate the key benefits of this sustainable Natural Mineral Wool. They can also be used in white on a green background.

The text below the icons is always in lower case, in font Futura Std Medium and should be translated for each country.

Natural Mineral Wool

energy saving   warmth   quietness   fire protection   sustainability

health   water resistant   safety   recyclable