



March 2013

To: GORE® Sealant Technologies - Authorized Distributors

RE: Guidelines for marketing material

- Which GORE® Sealants product claims or claims about Gore am I allowed to write/use?

Please use the product claims that are stated in our official literature (e.g. datasheets, brochure, etc.) and website.

- Which product pictures from Gore am I allowed to use?

Please use the product pictures that Gore has provided to you / can provide you with. When using the product pictures, always add a copyright note next to the picture, as follows:

© [current year] W. L. Gore & Associates







- Gore Branding: How do I know if I use the Gore name and brand correctly?

Please make sure the Gore branding for the product names is correct:

GORE® (and not Gore™, GORE™ or GORE-TEX™)

If you write about the company Gore, please write it this way: **Gore**.

Examples of correct and incorrect use of Gore brand, pictures, etc.

INCORRECT USAGE	CORRECT USAGE
Distributor For: ✗ 	Distributor For: ✓ 
 ✗	 ✓ © 2012 W. L. Gore & Associates
EXPANDED PTFE (GORE-TEX®) - JOINT SEALANT - UPG - GR SHEET - ONE-UP® PUMP DIAPHRAGM ✗	EXPANDED PTFE - GORE® JOINT SEALANT - GORE® UNIVERSAL PIPE GASKETING (Style 800) - GORE® GR SHEET GASKETING ✓
GORE-TEX® Products ✗	GORE® Sealant Products ✓
 ✗	 ✓