



W. L. Gore & Associates Inc.

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Gore Sealant Technologies

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Guidelines for the use of the Gore Authorized Distributor Logo

Gore has developed a logo for use by Authorized Gore Distributors worldwide as displayed below (“Gore Authorized Distributor Logo”)



The Gore Authorized Distributor Logo is available in a color version or in black and white. The data itself has been designed so that it can be used for both Web applications and print material.

What are the components of the Gore Authorized Distributor logo?

The Gore Authorized Distributor Logo cannot be changed.



Instructions regarding the layout of the logo

If changes are made to the size of the logo, this should not distort the logo as a whole. Below you will find more detailed information should you or your advertising agency want to check the exact layout or proportions.



When using the Gore Authorized Distributor Logo please ensure that it is never reproduced as follow:

- without the frame



Authorized Distributor
GORE. Sealant Technologies

- in a compressed form



- at an angle or tilted



- elongated, or squashed



- as part of a sentence

“Your  offers you....“

- with distorted colors or blurred lines
(see color references – further down)



- in combination with other graphic elements



- as a “negative” (reverse)
(with the exception of engravings or prints on a silver background)



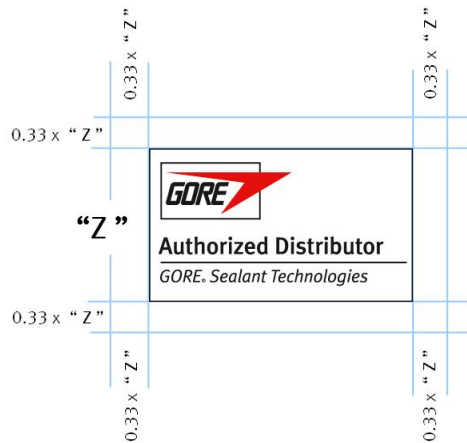
Minimum size of the Gore Authorized Distributor Logo

We would recommend 2.5 cm x 1.5 cm (w x h) as the minimum size.

The deciding factor is always legibility and the quality of the printing. If the print is of extremely good quality then the reproduction can be smaller.

Placement of the Gore Authorized Distributor Logo with regard to its surrounds

The space between the logo and the nearest motive should be at least 0.33 x the height of the logo.



Instructions regarding the color of the Gore Authorized Distributor Logo



Red

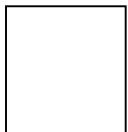
Depending on the colour system in use, the red tone is defined as follows:

- HKS14
- Pantone 484
- 0% cyan, 100% magenta, 100% yellow 0% black



Black

- 100% black



White

- 100% white