



# OWENS CORNING BRANDING STANDARDS

## THE PINK PANTHER GUIDELINES

### APPROVAL PROCEDURES BY MEDIA (CONT.)

#### ON YOUR WEB SITE:

- Design your web page layout following the Owens Corning and MGM usage rules and using current, approved art
- Contractors and Distributors may not create a web site domain name including the words “Pink Panther” or “Owens Corning”
- Place the full MGM legal line, small but legible on the home page of the website or first time The Pink Panther appears. Please use exact capitalization and punctuation:

**THE PINK PANTHER™ & © 1964–[current year] Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.**

- Allow enough time to correct the material in addition to the 8 business days needed for MGM approval
- Send a JPEG screen capture of the web page layout and **web address of the test site** to:  
**Pink.Panther@owenscorning.com** for Owens Corning employees who do NOT have an MGM ApprovalTrak account  
**https://www.mgmapprovaltrak.com** for those who have an MGM ApprovalTrak account  
**LocalMarketing@owenscorning.com** for Contractors and Distributors  
Be sure to **include the date approval is needed** to meet your production schedule
- Once you've received approval, then you may launch the web site

#### IN A COMMERCIAL OR ANIMATION:

- Please submit concepts/cuts for approval at each of the following stages to avoid costly rework to:  
**Pink.Panther@owenscorning.com** for Owens Corning employees who do NOT have an MGM ApprovalTrak account  
**https://www.mgmapprovaltrak.com** for those who have an MGM ApprovalTrak account  
**LocalMarketing@owenscorning.com** for Contractors and Distributors

Be sure to **include the date approval is needed** to meet your production schedule

There needs to be a noticeable **separation** between The Pink Panther and *any other* logo, business, contractor name or person featured in the commercial. The Pink Panther cannot appear to be endorsing any entity other than Owens Corning. The Pink Panther needs to appear **“tied” to the Owens Corning logo** by being closer to it than to another entity and by being positioned *between* The Pink Panther and the other entity.

**Stage 1:** Storyboards/scripts – please be descriptive about how The Pink Panther will appear in conjunction with Owens Corning

**Stage 2:** Rough animations/rough cuts

**Stage 3:** Final animation/final cuts of commercial (you may send a link to a site where the animation can be viewed if the animation is too large to attach to an email)

- Use the full MGM legal line, small but legible on the final screen of the commercial or animation. Please use exact capitalization and punctuation:

**THE PINK PANTHER™ & © 1964–[current year] Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.**

- Allow enough time to correct the material in addition to the 8 business days needed for MGM approval **for each stage of approval**
- Do not proceed to the next stage without approval of the prior stages, as you will be responsible for any costs incurred to change or revise the commercial at MGM's request
- Once you've received final approval, you may proceed with final production and launch