

THE PINK PANTHER™ APPROVAL REQUIREMENTS FOR CONTRACTORS AND DISTRIBUTORS

- 1 Pink Panther usage in artwork requires MGM approval in **each creative context**. Pink Panther art that was approved previously is *NOT* approved in new material.
- 2 Pink Panther art must be used in conjunction with the **Owens Corning® logo, Preferred Contractor logo, the Platinum Preferred Contractor logo, the EcoTouch® logo**, or an Owens Corning product logo such as the AttiCat® logo that has an Owens Corning logo integrated into it.
- 3 Pink Panther art must be accompanied by the proper **MGM legal line** or it will not be approved for use by MGM. The legal line can be small and at the bottom of the page or art. The legal line must be legible on billboards, vehicle graphics and electronic signs—"small" is relative to the format. The legal line only needs to appear on one side of a two-sided piece, one side of a vehicle, or the home page of a website. It is preferred as a separate sewn-in label on clothing and merchandise, especially for embroidered art. Please follow exact capitalization and punctuation.

Preferred MGM legal line. Preferred on a print layout, tag for wearables and merchandise:

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

Abbreviated legal line if space is an issue:

THE PINK PANTHER™ & © 1964–[current year] MGM.

Preferred for direct print on merchandise, OR if space is an issue on small graphics OR a medium where resolution requires the type to be very large:

TM & © [current year] MGM.

Other Owens Corning disclaimers may need to be included based on content. **Contact**

LocalMarketing@owenscorning.com early in the design process to determine specific requirements.

- 4 Pink Panther art cannot be the focus of the piece or be too large in relationship to the Owens Corning logo—The Pink Panther is there to support the Owens Corning brand. The Pink Panther must not be the first read in contractor communications. When The Pink Panther is larger than the contractor image and information, it makes it look like The Pink Panther is endorsing the contractor.

There needs to be a noticeable **separation** between The Pink Panther and *any other* logo, business identity or company name. The Pink Panther needs to appear **"tied" to the Owens Corning logo** by being closer to it than to another business entity and by being positioned *BETWEEN* The Pink Panther and the other entity.
- 5 Pink Panther art must be current without a line under the eye or on the chest or otherwise outdated. Contact **LocalMarketing@owenscorning.com** to request current high resolution panther art.
- 6 When you have finished art, please email it to **LocalMarketing@owenscorning.com** for MGM approval.
 1. Include a **PDF** of the finished art or **JPG of sufficient resolution** so the MGM legal line is legible.
 2. Include the following information needed for submission:
 - **Description** Title and type of piece. (Ad, billboard, postcard, t-shirt...)
 - **Audience** Consumer, trade, employees...
 - **Translations** Foreign language submissions must be accompanied by an English translation.
 - Requested **Date of Approval**.
 - Approval date is the date you need to submit the art to your vendor to meet your production schedule.
 - If no date is specified, it will be processed as the normal **8 business-day turnaround** from the time final art is submitted to MGM. You may be asked to correct the art before it can be submitted to MGM.
 - Include a reason if the turnaround request is a rush (less than 8 business days). Contractually, MGM is not obligated to meet the rush date, but they are usually timely.
 - **Distribution Channel/Use**. (Magazine name, outdoor, direct mail, website, meeting, event name, retail outlet; or specify something like, "dealers will hand out...") Include region/location.
 - Any additional information about the purpose of the piece, quantity, **production limitations** that affect the size of the MGM legal line or Innovations for Living® themeline, color, or deadline. Complete submissions process faster.

- 7 You may proceed with production once you receive approval from MGM via LocalMarketing@owenscorning.com.