



# CERTIFIED ENERGY EXPERT<sup>®</sup> LOGO GUIDELINES

WINTER 2023

# THE CERTIFIED ENERGY EXPERT® LOGO

Our logo represents a proud and certified group of professionals that work with builders and homeowners to help make buildings and homes quiet, comfortable and energy smart. Only the very best insulation contractors have what it takes to be Owens Corning® Certified Energy Expert® Professionals.

At its core, our logo is made up of five elements and must never be broken apart in any way. Each element has important value:

- The Owens Corning logo
- The Pink Panther™ beaming with pride (cropped)
- Our program name
- Our program tagline
- All placed on a field of black with an OC Pink border. The two rounded corners are a nod to the company logo and the impact it has on our members.

The logo should never be recreated. Please contact [OC.Studio@owenscorning.com](mailto:OC.Studio@owenscorning.com) for approved artwork.



# LOGO COLORS

## Preferred full color logo

The full color logo is the preferred logo and should always be applied whenever possible.

## One color black logo

For situations in which the design or media prevent the use of the full color logo, a one-color black version should be used.

## One color reversed logo

For rare instances, a reversed one color logo is also available. This is to be used only when the design or media prevent the use of the full color logo *and* the one color black logo.

## Full color logo



## One-color black logo



## One-color reversed logo



# LOGO SPACING AND SIZING

## Clear space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. A minimum amount of clear space must surround the logo at all times. This space is equal to one grid unit, 24 pixels. Whenever possible, allow more than this amount of clear space.

## Minimum size

In reproducing the Certified Energy Expert logo, be conscious of its size and legibility. A logo that is too small has little or no impact. The Certified Energy Expert logo should be reproduced no smaller than 1.5 inches in width.

## Clear space



## Minimum size

1.5" inches wide



# LOGO REQUIREMENTS

The Pink Panther is an important brand element of the Certified Energy Expert visual identity. For nearly 40 years Owens Corning has maintained exclusive licensing to the character in our product categories.

Depending on the context, one of the following MGM legal lines is required whenever the logo appears:

- Preferred for direct print on merchandise in which the logo is only used or if space is an issue on very small graphics: TM & © [Current Year] MGM.
- Preferred full MGM legal line:  
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.

It is important that capitalization, spacing and punctuation be followed exactly within the legal lines, including the period at the end of the line.


## Example: Direct print of logo only



TM & © 2020 MGM.

Legal line positioned beneath the logo and aligned right.

## Example: Preferred full legal line treatment



OWENS CORNING®  
**CERTIFIED ENERGY EXPERT™ PROGRAM IS AVAILABLE TO DOWNLOAD!**

---

**WITH A QUICK SWIPE ON YOUR MOBILE DEVICE, YOU CAN ACCESS:**

- Selling tools
- Videos
- Warranty materials
- Product literature
- Installation instructions
- Training modules

Whether you seek information about the exclusive CEE warranty, educational materials on the many benefits of insulation, or videos showcasing proper installation procedures, the CEE app is your on-the-go source.

---

**TO GET THE APP, FOLLOW THESE INSTRUCTIONS FOR YOUR DEVICE:**

**iPhone, iPad & iPod Touch**

- Launch the Safari browser.
- Open the website: <https://w.owenscorning.com/cee-resources>.
- Tap the Share icon on the browser's toolbar (a rectangle with an arrow pointing upward). It's on the bar at the top of the screen on an iPhone or iPod Touch.
- Tap the Add to Home Screen icon and Share menu.
- You will be prompted to name the shortcut before tapping the Add button. The shortcut can be dragged and placed anywhere, including in app folders – just like a normal app icon.

**Android**

- Launch Chrome for Android.
- Open the website: <https://w.owenscorning.com/cee-resources>.
- Tap the Menu button and then tap Add to Home Screen.
- You can enter a name for the shortcut, and then Chrome will add it to your home screen.

---

**If you have any questions or feedback about the app, please contact [CEEinfo@owenscorning.com](mailto:CEEinfo@owenscorning.com).**

Full legal line positioned at the bottom of collateral along with other legal lines and footnotes.

# LOGO REQUIREMENTS

## Examples: Preferred full legal line treatment




With an insulation upgrade, your family can enjoy consistent indoor comfort throughout the year – while saving on heating and cooling costs. As the area's only Owens Corning™ Certified Energy Expert®, we offer:

- A limited 10-year limited warranty\* on qualifying products and an exclusive on workmanship
- Highly trained and certified workforce
- Increased savings and comfort – most homes average a 15% reduction\*\* in heating and cooling bills

**KNOCK, KNOCK.  
WHO'S THERE?  
YOUR LOCAL CERTIFIED  
ENERGY EXPERT® IS IN  
THE NEIGHBORHOOD!**


**Owens Corning**  
Address

**Phone**  
**Website**

\* [http://www.energystar.gov/index.cfm?c=home\\_sealing\\_lm\\_improvement\\_sealing](http://www.energystar.gov/index.cfm?c=home_sealing_lm_improvement_sealing)  
Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.

Pub. No. 10011760-A. Printed in U.S.A. January 2020. THE PINK PANTHER® & © 1964-2020 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved. The color PINK is a registered trademark of Owens Corning. © 2020 Owens Corning.

Full legal line positioned at the bottom of collateral along with other legal lines and footnotes.



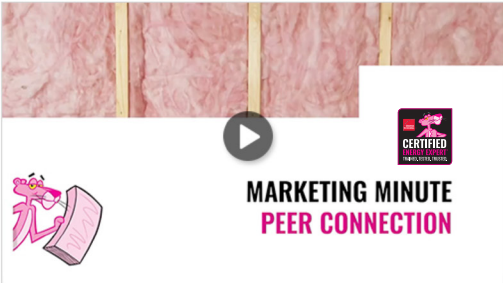
## MARKETING MINUTE

JANUARY 2020

**You're never alone in the CEE Program, connecting with fellow members can help your business grow!**

CEE members tell us time and again that one of the most valued aspects of the program is the opportunity to network with like-minded peers.

[Check out the video below](#) to see how the peer connection within the program has benefited Board members Jeremiah Bryant of Thrive Energy Solutions and Jeff Hawkins of Lynch Insulation.



Are you looking to connect with a fellow CEE about a specific topic or opportunity? [Reach out to the CEE team](#) today and we will gladly assist with introductions!

Facebook Twitter LinkedIn YouTube Instagram

THE PINK PANTHER™ & © 1964-2020 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.  
The color PINK is a registered trademark of Owens Corning. © 2020 Owens Corning. All Rights Reserved.

Full legal line positioned at the bottom of email.

# CERTIFIED ENERGY EXPERT-CO-BRANDING

When co-branding the Certified Energy Expert logo and a program member make sure the relationship between them is very clear.

When the CEE logo is the primary focus it should be a large focal piece of the design. If the primary focus is the program member the CEE logo can play an equal or supporting role in the design.

In addition, The CEE logo may not touch or be affiliated with any non-Owens Corning images or products.

## Examples: Program member positioned as primary



The program members logo is presented as primary element.

Full color Certified Energy Expert logo presented as secondary. Full MGM and OC legal lines appear on vehicle.



The program members logo is presented as primary element.

Full color Certified Energy Expert logo presented as secondary. Full MGM and OC legal lines.

# CONTACT US

---

These guidelines should answer most of your questions about the correct usage of the Certified Energy Expert®. For specific inquiries and questions please contact:

**Travis Kozek**

Certified Energy Expert Program Leader  
419.265.0215  
travis.kozek@owenscorning.com

For templates and artwork, please contact:

**OC Studio**

OC.Studio@owenscorning.com



© 2023 Owens Corning. All Rights Reserved.

THE PINK PANTHER™ & © 1964–2023 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved.