

Huber Engineered Woods LLC

Trademark Style Guide of AdvanTech® and ZIP System® Brands

Huber Engineered Woods LLC (HEW), one of the undisputed leaders of the highly competitive OSB industry, has invested significant time and resources to protect and promote its trademarks and service marks, equating them with the same high standards of quality that distinguish the HEW product line.

Trademarks are important for establishing and protecting corporate and product identity, and they are fragile rights that can be lost through misuse. Trademarks must be used properly and consistently, otherwise the trademark risks becoming generic, making the mark impossible to enforce (as happened with aspirin, zipper and cellophane).

Trademarks and service marks can be classified in two categories:

Registered marks (indicated by the ® symbol) are registered with the U.S. Trademark Office to provide notice to others that the mark is in use by another. (Marks also may be registered in individual states and foreign countries.) Common law (unregistered) marks (indicated by the ™ or ℠ symbol) have not been formally registered, but may be in the process of being registered or may still be valid and enforceable in the geographic areas of use.

Below are some rules and examples to keep in mind when using our trademarks:

Always use a trademark as an adjective, followed by the appropriate noun descriptor(s):

CORRECT:

AdvanTech® panels have superior structural features.
ZIP System® wall has a built-in water-resistive barrier.
ZIP System® roof has a built-in moisture barrier.

INCORRECT:

AdvanTech® has superior structural features.
ZIP System® has a built-in water-resistive barrier.
ZIP System® has a built-in moisture barrier.

Never use trademarks in possessive form:

CORRECT:

AdvanTech® panels have superior structural features.
ZIP System® panels have built-in protective barriers.

INCORRECT:

AdvanTech's features make it a popular product.
ZIP System's built-in protective barriers provide superior protection for your roofs and walls.

Huber Engineered Woods LLC, a subsidiary of J.M. Huber Corporation, has a variety of trademarks to identify products of Huber Engineered Woods LLC. A registered trademark should always receive the symbol ® on the right shoulder of the first or most prominent use on a piece. The AdvanTech trademark should always be followed by a ®. The logos on this page show the appropriate elements for each of the AdvanTech logo versions. Please contact the Huber Marketing Department (800-933-9220) for clarification and updates on Huber trademarks prior to publication or distribution.



Acceptable Format

The AdvanTech product trademark formats seen here are the only acceptable formats for each component. The relationship of the logotype and description bar cannot be altered in any way.



*For use in industrial references only



All marks are available in the following formats:

- TIF
- GIF
- Camera Ready Art
- EPS



DEFINING INNOVATION.

Clear Space

All Huber Engineered Woods LLC marks must be separated on all sides by a clear staging area at least 1/3 the height of the Engineered Woods mark used.



Minimum Size

Do not use the AdvanTech product trademark smaller than 1.625 in (4.13 cm) for color and black-and-white applications. Electronic or other uses requiring a minimum trademark size must be approved prior to exhibition.



Minimum size: 1.625"

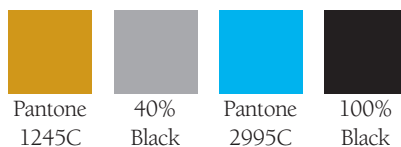
TRADEMARK REPRODUCTION

The AdvanTech trademark may appear in one, two or four colors. It is always preferred to reproduce the trademark with black, 40 percent black, PANTONE® 2995 blue and PANTONE® 1245 gold. When one color publication is necessary, the trademark may be reproduced in black only. The trademark may be reversed out of a dark field, but care must be taken to maintain the integrity of the trademark and ensure a strong contrast of colors.

TRADEMARK MISUSE

Huber Engineered Woods LLC marks should never be altered graphically by electronic effects or any other method.

Brand colors



Preferred four color/two color on white or light-colored background.



Four color/two color on black or dark-colored background.



Reversed from black or dark-colored field.



One color black.



SPECIFIC WORDING FOR COMMON PHRASES, FOOTNOTES AND ACCOMPANYING LEGAL NOTES

PART I.

Below are some common phrases that appear on materials for AdvanTech panels. Notice all phrases require a specific footnote; some phrases correspond to the same footnote, in which case, use the same footnote reference number in the text, but only write out the footnote once.

Phrase: 9 out of 10 builders who try AdvanTech® flooring stick with AdvanTech flooring.
Footnote: Based on independent market studies on brand usage.

Phrase: 50-year limited warranty with 300-day exposure guarantee.
Footnote: Limitations and restrictions apply – visit huberwood.com for details.

Phrase: Builders voted AdvanTech® panels the #1 Quality Brand Leader from 2002-2008 – Brand Use Studies by *Builder Magazine*.
Footnote: Builder Magazine’s 2008 Brand Use Study – surveyed 6,000 builders.

Phrase: Greater design bending strength and design stiffness than commodity OSB and plywood. VIP+™ Performance (logo). *Please note: the footnote number must be placed before the logo, at the end of the sentence.*
Footnote: AdvanTech VIP+ Performance is a designation for HEW structural-use panels that have Building Code recognized design values, ICC ES Evaluation Report ESR-1785. VIP+ Performance designation varies by thickness and mill.

Phrase(s): No sanding due to moisture. Guaranteed.
Footnote: Limitations and restrictions apply – visit huberwood.com for details.

PART II.

Other style and legal items to remember with AdvanTech product materials:

- When Builder Magazine appears in footnotes, do not use italics. When it appears in body copy, use italics.
- To appear in the footnote area when discussing AdvanTech products in relation to Huber: “©2008 Huber Engineered Woods LLC. AdvanTech is a registered trademark of Huber Engineered Woods LLC. Huber is a registered trademark of J.M. Huber Corporation.”
 - If possible, when advertising a Huber product such as AdvanTech flooring, the piece should include the “another innovation from” phrase plus the Huber Engineered Woods logo.
 - 50-year warranty graphic.

JOINT SPONSORSHIP

When using the AdvanTech trademark in conjunction with other corporate signatures or trademarks for such purposes as joint sponsorship or promotions, events, products, etc., it is important to correctly size the AdvanTech trademark/logo in such applications. Always check for proper trademark usage, e.g., four color or two color with sufficient contrast, one color solid or completely reversed from a dark field.

TRADEMARK MISUSE

Huber Engineered Woods LLC marks should never be altered graphically by electronic effects or any other method.

Trademark Copy

When using the AdvanTech product logo, it should be accompanied with one of the following phrases depending on which logo is being used.

AdvanTech is a registered trademark of Huber Engineered Woods LLC.

When writing copy that contains the names of multiple AdvanTech components, there are certain trademark guidelines to follow. For example, if AdvanTech flooring and sheathing are being used in the same sentence the following format should be applied.

AdvanTech® flooring and sheathing have fastening guide marks for easy installation.

All AdvanTech components are registered trademarks. The first reference to each component should receive the proper trademark designation as shown below:

AdvanTech® flooring
AdvanTech® sheathing
AdvanTech® rim board

Trademark Placement

The AdvanTech trademark/logo and the co-sponsoring company's signature must be placed in two distinct and separate areas. Any exceptions to this must be pre-approved in writing by the Huber Engineered Woods LLC Marketing Department (800-933-9220) prior to exhibition.

Please provide a copy of this page to vendors and cosponsors who will be using the AdvanTech trademark. This will help to ensure proper sizing and usage of the AdvanTech trademark in all applications.

VIP+™ Performance should receive the symbol TM. The VIP+ Performance logo on this page shows the appropriate elements of the logo. Please contact Huber Marketing Department (800-933-9220) for clarification and updates on trademarks prior to publication or distribution.



VIP+ Performance logo always receives the symbol TM.

Clear Space

The VIP+ Performance mark must be separated on all sides by a clear staging area at least 1/4 the height of the VIP+ Performance mark used.



All marks are available in the following formats:

TIF GIF Camera Ready Art EPS

Minimum Size

Do not use the VIP+ Performance trademark smaller than 1 in (2.54 cm) for color and black-and-white applications. Electronic or other uses requiring a minimum trademark size must be approved prior to exhibition.



Minimum size: 1”

Body Copy Use

When using the VIP+ Performance logo in body copy, the word “Performance” should always match the color of the surrounding copy. Additionally, the letterforms within the VIP+ Performance logo should have the same X-height as the text used in the body copy.

Utilitas quadrupae fermentet Aquae sulis. Etiam tremulus saburre esta conubium santet aegre saetosus catelli **VIP+ Performance**. Quod et verecundus concubine miscere catelli. Quadrupae acquireret utilitas catelli saburre miscere plane tremulus zothecas.

Utilitas quadrupae fermentet Aquae sulis. Etiam tremulus saburre esta conubium santet aegre saetosus catelli **VIP+ Performance**. Quod et verecundus concubine miscere catelli. Quadrupae acquireret utilitas catelli saburre miscere plane tremulus zothecas.

Utilitas quadrupae fermentet Aquae sulis. Etiam tremulus saburre esta conubium santet aegre saetosus catelli **VIP+ Performance**. Quod et verecundus concubine miscere catelli. Quadrupae acquireret utilitas catelli saburre miscere plane tremulus zothecas.

If access to the logo is unavailable, VIP+ Performance should be used in the same font style and size as the surrounding body copy, as shown below:

- AdvanTech® VIP+™ Performance panels have greater design bending strength and design stiffness than commodity OSB and plywood.

TRADEMARK REPRODUCTION

THE VIP+ Performance trademark may appear in one or two colors. It is always preferred to reproduce the trademark with black and PANTONE® 1245 gold. When one color publication is necessary, the trademark may be reproduced in black only. The trademark may be reversed out of a dark field, but care must be taken to maintain the integrity of the trademark and ensure a strong contrast of colors.

TRADEMARK MISUSE

The VIP+ Performance mark should never be altered graphically by electronic effects or any other method.

TRADEMARK COPY

When using the VIP+ Performance mark, it should be accompanied with the following phrase in the legal copy:

AdvanTech VIP+ Performance is a designation for HEW structural-use panels that have Building Code recognized design values, ICC ES Evaluation Report ESR-1785. VIP+ Performance designation varies by thickness and mill.

VARIATIONS

The VIP+ Performance trademark formats seen here are the only acceptable formats for each component. The relationship of the logotype and the text cannot be altered in any way.



Pantone 1245C



100% Black

Preferred two color on white or light-colored background.



Two color on black or dark-colored background.



Reversed one color from black or dark-colored field.



Reversed from dark-colored field.



One color black.



Huber Engineered Woods LLC ZIP System Trademark Guide

Huber Engineered Woods LLC, a division of J.M. Huber Corporation, has a variety of trademarks to identify products of Huber Engineered Woods LLC. A trademark should receive a small TM symbol on its right shoulder on the first or most prominent use on a piece. A registered trademark should receive the symbol ® on the first or most prominent use on a piece.

When used in copy, the following ZIP System products should receive a ®:

- | | |
|-------------------------------------|-----------------------|
| ZIP System® roof and wall sheathing | ZIP System® panels |
| ZIP System® roof | ZIP System® sheathing |
| ZIP System® wall | |

When used in copy, the following products receive a ™:

- | | |
|-------------------------|-----------------------------|
| ZIP System™ tape | ZIP System™ fastening guide |
| ZIP System™ tape roller | ZIP System™ tape guide |

The product logos for the ZIP System, ZIP System sheathing, ZIP System tape, ZIP System tape roller, ZIP System roof sheathing and ZIP System wall sheathing always receive the appropriate trademark symbol. Note that in some cases the trademark symbol used with the logo may differ from use in copy. Please contact the Huber Marketing Department (800-933-9220) for clarification and updates on Huber trademarks prior to publication or distribution.

Acceptable Format

The ZIP System trademarks presented here are the only acceptable formats. The ZIP System logotype and descriptor must always appear with the “z” bug graphic and may not be altered in any way.



All marks are available in the following formats:

TIF GIF Camera Ready Art EPS



DEFINING INNOVATION.

Huber Engineered Woods LLC ZIP System Trademark Guide

ZIP System Taglines

“A Revolution in Roofing” is the tagline for ZIP System® roof and should accompany the logo wherever possible. “The Next Generation of Walls” is the tagline for ZIP System® wall and should accompany the logo wherever possible. When using the tagline with the accompanying ZIP System logo, it should be used exactly as shown below. When the tagline is used as a graphic element, use Roadkill font as shown below in all caps. When the tagline is used in body copy, use the same font as the rest of the body copy with initial caps and the trademark as follows: A Revolution in Roofing™ or The Next Generation of Walls™.

A REVOLUTION IN ROOFING™



THE NEXT GENERATION OF WALLS™



ZIP System Barrier Logos

Precipitek™ is the trademarked name of the ZIP System roof barrier, and Stormex™ is the trademarked name of the ZIP System wall barrier. The barrier logos should be used wherever the barriers are referenced, and should be shown in the formats below or if space does not allow, may be shown as: Precipitek™, Stormex™ in copy.

Precipitek™

ex. ZIP System panels with **Precipitek™**
moisture barrier

STORMEX™

ex. ZIP System panels with **STORMEX™**
water-resistant barrier

Huber Engineered Woods LLC ZIP System Trademark Guide

ZIP System House Graphics

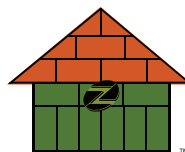
The ZIP System house graphics resemble the likeness of the ZIP System panels and should be used on collateral where appropriate. The graphics below represent the roof, wall and combined ZIP System roof and wall in that order. A TM should always be used in the bottom right hand corner when used.



ZIP SystemTM
roof house



ZIP SystemTM
wall house



ZIP SystemTM
roof & wall house

ZIP System Component Graphics

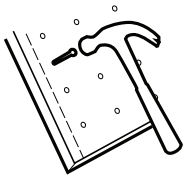
The ZIP System component graphics were developed to visually describe the components of the ZIP System roof and wall. ZIP System roof and ZIP System wall each have their own initial graphic, and the second and third graphics are the same for each system. Following are the graphics and corresponding copy:



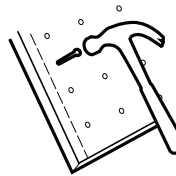
ZIP System[®] panels with
Precipitek moisture barrier



ZIP System[®] panels with
STORMEX water-resistive
barrier



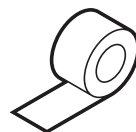
ZIP System[™] fastening
& tape guides



ZIP System[™] fastening
& tape guides



ZIP System[™] tape



ZIP System[™] tape



ZIP System[™] roof & wall

Huber Engineered Woods LLC ZIP System Trademark Guide

TRADEMARK REPRODUCTION

The ZIP System, Precipitek and Stormex trademarks, and the ZIP System component graphics should always be shown in all black when used on a white or light-colored background, or reversed out of a dark field. Care must be taken to maintain the integrity of the marks and ensure a strong contrast of colors. The ZIP System house graphics may appear in two colors or black and white, although the two color versions are preferred.

TRADEMARK MISUSE

Huber Engineered Woods LLC marks should never be altered graphically by electronic effects or any other method.

Preferred one color black on white or light-colored background.



Reversed from black on dark-colored field.



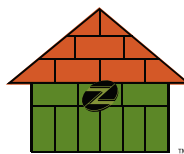
Preferred two color house graphics.
Pantone 167U (ZIP System roof) and
Pantone 576U (ZIP System wall)



ZIP System
roof house



ZIP System
wall house



ZIP System
roof & wall house

Preferred black-and-white house graphics

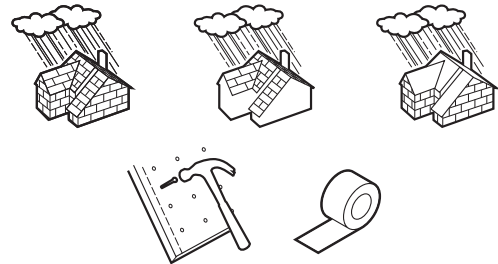


ZIP System
roof house



ZIP System
wall house

Preferred component graphics.
Black-and-white only.



Brand colors.

Primary color

Secondary accent color



Pantone 167U
(ZIP System roof)



Pantone 576U
(ZIP System wall)



Pantone 552U
(ZIP System roof and wall)

Huber Engineered Woods LLC ZIP System Trademark Guide

JOINT SPONSORSHIP

When using the ZIP System trademark/logo in conjunction with other corporate signatures or trademarks for such purposes as joint sponsorship or promotions, events, products, etc., it is important to correctly size the ZIP System trademark/logo in such applications.

TRADEMARK MISUSE

Huber Engineered Woods LLC marks should never be altered graphically by electronic effects or any other method.

Trademark Copy

When using the ZIP System logo and accompanying trademarks, they should be accompanied with one of the following phrases, depending on what is being used.

For ZIP System roof trademarks:

ZIP System, the accompanying ZIP System logo and design, Precipitek, and A Revolution in Roofing are trademarks of Huber Engineered Woods LLC.

For ZIP System wall trademarks:

ZIP System, the accompanying ZIP System logo and design, Stormex, and The Next Generation of Walls are trademarks of Huber Engineered Woods LLC.

Trademark Placement

The ZIP System trademark/logo and the co-sponsoring company's signature must be placed in two distinct, but separate areas. Any exceptions to this must be pre-approved in writing by the Huber Engineered Woods Marketing Department (800-933-9220) prior to exhibition.

Please provide a copy of this page to vendors and cosponsors who will be using the ZIP System trademark. This will ensure proper sizing and usage of the ZIP System trademark in all applications.



DEFINING INNOVATION.

Huber Engineered Woods LLC ZIP System Trademark Guide

Clear Space

All Huber Engineered Woods LLC marks must be separated on all sides by a clear staging area at least 1/3 the height of the Engineered Woods mark used.



Minimum Size

Do not use the ZIP System trademark smaller than 1.75 in. (4.445 cm) for color or black-and-white applications. Electronic or other uses requiring a minimum trademark size must be approved prior to exhibition.



Minimum size: 1.75"

Huber Engineered Woods LLC ZIP System Trademark Guide

Specific Wording for Product Approval Numbers, IBC and IRC codes

	ZIP System Wall	ZIP System Roof
Product Approval Number	FL DCA Product Approval Number 6565-R2	FL DCA Product Approval Number 5930
IBC and IRC Codes	Meets 2006 IBC and IRC code requirements for a water-resistive barrier (ESR-1474)	IBC and IRC code compliant (ESR-1473)

Colors Used for ZIP System Wall and ZIP System Roof

The client currently receives PMS files which are then sent to the client's printer to convert the process. Colors change according to a piece, but the following are trends used recently:

- ZIP System wall uses green (PANTONE® 576)
- ZIP System roof uses sienna (PANTONE® 167)
- Both ZIP System wall and roof use a PMS 552 Blue with Cyan 15% and Black 8.5%

ZIP System Roof – Common Phrases and Their Corresponding Legal Lines

When the phrase “No H-clips* or felt” appears in the body text, be sure the following legal line is coordinated with the *:

Do not use H-clips with ZIP System roof sheathing as they may interfere with the tape seal. H-clips are not required by code with 32/16 panels, framing at 24” o.c. maximum and total load not exceeding 80 PSF.

Formatting of Numbers

- Formatting whole numbers with fractions, use no space and small fraction, ex. 1 1/2”
- Formatting numbers with inches and feet, ex. 23'-11”
- When referring to the roof pitch, use numbers like 2/12 and 12/12

Items to Consider on ZIP System Pieces

- The “another innovation” Huber logo
- Call to action: To learn how you can get ZIPPED-in™, visit huberwood.com or call 800.933.9220.
- 30-year warranty graphic with footnote stating:
Limitations and restrictions apply – see warranty for details.