



VIRACON®

GLASS IS EVERYTHING®

.....
BRAND GUIDELINES

May 2026



The brand guidelines in this document define the visual and verbal standards that ensure Viracon® is represented with clarity, consistency, and confidence across every touchpoint. As a leading architectural glass fabricator, our brand reflects the precision, innovation, and partnership that guide our work with architects and building teams.

This document serves as a reference for anyone creating branded materials on behalf of Viracon, providing clear direction on how to apply our brand identity accurately and consistently to protect and strengthen the Viracon® brand.

TABLE OF CONTENTS

Corporate Logo	3
Color Variations	4
Clear Space	5
Unacceptable Uses.....	5
Colors	6
Fonts	7
External.....	7
Internal.....	8
Trademarks	9
Branded Items.....	10

Corporate Logo

There are two versions of the logo: with and without the tagline.

Either logo can be used for internal documents or marketing materials. When either is used, the corporate logo must appear in its entirety, including the registration symbols.

Elements may not be relocated, substituted, resized or repositioned beyond the provided guidelines. The marketing department will provide complete, original files of the corporate logo (symbol and wordmark) and answer questions regarding its use.

[Click Here to Access Logo Files](#)



Color Specs:



Blue Icon

PMS 300
CMYK: 100.43.0.0
RGB: 0.122.194
Hex: 007ac2



Black Text

CMYK: 0.0.0.100
RGB: 0.0.0
Hex: 000000

Primary Color Use

Use the blue and black version whenever possible.



Approved Color Variations

Black or white
(Use white logo on dark or black backgrounds.)



Logo Clear Space

Protected area: to maintain the integrity of the logo, it should not be crowded or overwhelmed by the edge of a page or any graphic elements-including artwork, photography or other text.

The amount of clear space around the logo should be two "N" spaces on all sides at whatever size the logo is used, large or small.



Unacceptable Uses

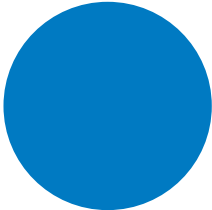
- Do not change the logo in any way.
- Do not stretch the logo unproportionately.
- Do not tilt or rotate the logo.
- Do not separate the mark from the name.
- Do not use any other color than the approved color variations shown in this guideline.



Colors

When using colors for marketing or internal documents, use these colors as a guideline.

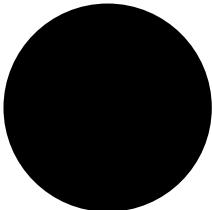
Primary



Blue

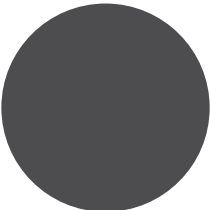
PMS 300
CMYK: 100.43.0.0
RGB: 0.122.194
Hex: 007ac2

Secondary



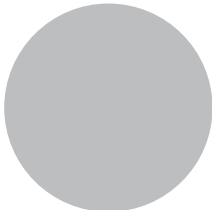
Black

100% Black
Use rich black as needed for richer printing -
CMYK: 20.20.20.100



Gray

85% Black
PMS Cool Gray 11



Gray

30% Black
PMS Cool Gray 6

Fonts

When internal or external sources are creating marketing materials that will be seen by the general public, the primary font is DIN or DIN 2014. DIN 2014 has more versions in the family to use.

Marketing Materials - External

DIN

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

DIN 20214 Family

Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Demi:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fonts

When creating materials for in-house use in Microsoft programs like Word, Powerpoint or Excel, the preferred font is Arial.

Any version of the font family is acceptable for use: regular, italic, bold, etc.

Internal Documents - Word docs and PPTs

Arial Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trademarks



Viracon® product names, logos, and proprietary terms are valuable brand assets and must be presented correctly to protect their legal standing and brand equity. This section outlines guidelines for properly displaying registered trademarks (®) and trademarks in the process of registration (™), including when and how trademark symbols should be used in marketing and communications. Consistent, accurate usage helps maintain clarity, reinforces ownership, and supports the strength of the Viracon® brand.

Viracon's registered trademarks

When using these names and products, they should always appear as shown with the same spacing, uppercasing and registration mark.

Viracon®	DigitalDistinctions®
Glass is Everything®	RoomSide® Low-E
CyberShield®	VTS®

Viracon's current trademarks

These products are in the process of being registered, so they must show the trademark symbol. The same spacing and uppercasing apply to these as well. There will be a notification when the registration is obtained and the symbol will then need to change to the above.

Viracon PLUS™
SoarSafe™

Approved taglines

Great Buildings Deserve Great Glass

Branded Items



Clothing and Giveaways

Clothing produced with the Viracon® brand logo should follow the same rules of the corporate mark and approved color use. The logo may not be altered in any way, or any other colors used to stitch or print on shirts, hats or marketing giveaways. Refer to previous pages of this guide for these rules.

Any clothing or marketing items needed, must be presented in its intended final form of use, including colors, and approved by the marketing department.

Independent reps:
please follow our brand guidelines for any use of our logo within marketing materials or clothing.

