



The Sherwin-Williams Company
Corporate Identity Guidelines

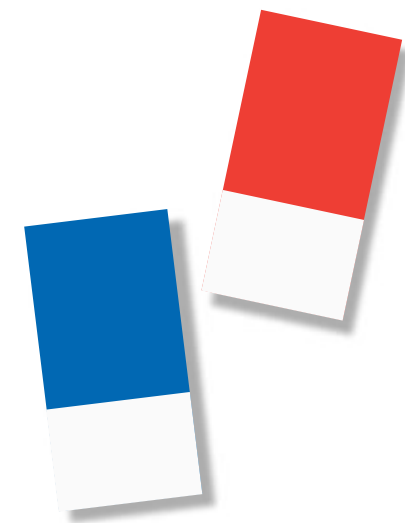
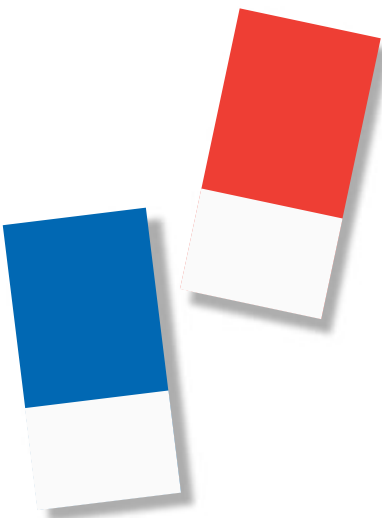


Table of Contents

Introduction	1
Trademark Use	2
Use of Corporate Logo by Others	3
Promotional Items	3
The Corporate Identity	4–5
Additional Formats	6
Background Colors	7
Color Palette	8–9
Minimum Reproduction Size	10
Clear Space	11
Rules for Logo Usage	12–13
Stationery	14–15
Typography	16



Introduction

This year, we celebrate the 100th anniversary of our “Cover The Earth” logo, one of our most valuable assets. The “Cover The Earth” logo and the “Sherwin-Williams” logo used in combination form our signature identity symbolizing quality products and services from a company with a reputation for dependability and integrity. The key to protecting and enhancing this reputation lies in correct and consistent use of our identity in all applications. Maintaining responsible and consistent usage will also benefit our affiliates by creating a synergy between locations and assisting with global market strategy.

In order to legally protect our trademarks and logos, and eliminate the possible misuse and dilution of these important assets, The Sherwin-Williams Company has created this corporate identity manual. This manual provides clear and specific examples for the proper and consistent application of our corporate identity. These guidelines must be followed whenever our trademarks are utilized — whether on corporate communications, advertising, merchandising, labels or any other applications.

If you have any questions relating to this corporate identity manual, or if a proposed use is not covered in this manual, please contact Sherwin-Williams’ Legal Department at (216) 566-2436 or Corporate Communications at (216) 566-2244.

Christopher M. Connor
Chairman & CEO
The Sherwin-Williams Company



Trademark Use

The “Sherwin-Williams” and “Cover The Earth” trademarks are already protected in more than 100 countries throughout the world. Rules for correct use are basically the same worldwide. Trademark use must be in a correct and consistent manner or the exclusive rights to trademark may be lost.

RULES FOR USING TRADEMARKS WITHIN TEXT

Adhere to the following rules when using trademarks within standard text.

RULE #1: SET A TRADEMARK APART FROM OTHER TEXT.

The “®” notice indicates that our trademarks are registered with the U.S. Patent and Trademark Office. Always place the “®” immediately following any registered trademarks when written in text, without any space between the trademark and the notice (e.g., Sherwin-Williams® or Cover The Earth®).

Do not print the trademarks in any unusual typeface or in any manner that might blur their distinctiveness.

RULE #2: THE SHERWIN-WILLIAMS® AND COVER THE EARTH® TRADEMARKS SHALL NEVER BE USED AS PART OF ANY OTHER COMPANY NAME.

The “Sherwin-Williams” and “Cover The Earth” trademarks **shall not be** incorporated into the trademarks, service marks or names of other companies. Likewise, do not use trademarks to imply that Sherwin-Williams is connected with another company, except as provided by a License Agreement with Sherwin-Williams or its subsidiaries.

EXAMPLE: A painting contractor cannot use Sherwin-Williams as a part of his business name. “Steve Smith’s Sherwin-Williams Painters” is prohibited. However, he may use a line of text similar to: “Steve Smith’s Painters are proud to use quality Sherwin-Williams® brand products.”

RULE #3: TRADEMARKS AND COMPANY NAMES ARE DIFFERENT.

Using the “Sherwin-Williams” trademark to identify our products and services is **not** the same as using it as our company name. When using the “Sherwin-Williams” name as a reference to the company, “Sherwin-Williams” may be used as a noun and no “®” symbol is needed. For example, the sentence “Sherwin-Williams announced a new line of paint containers” would be an appropriate use.

Use of Corporate Logos by Others

General Rule: Independent organizations and third parties are **not** permitted to use the “Sherwin-Williams” or “Cover The Earth” logos! Only certain approved uses of the “Sherwin-Williams” and “Cover The Earth” logos may be made by business allies, licensees and other third parties. The following rules apply to any use of the “Sherwin-Williams” and “Cover The Earth” logos in association with a third-party product or service:

(a) Except as specifically provided by license or other agreement, third parties **may not** use the “Sherwin-Williams” or “Cover The Earth” logo for any purpose.

(b) In some instances, the company has logo programs granting third parties permission to indicate certifications or membership in programs.

(c) **At no time** should the “Sherwin-Williams” or “Cover The Earth” trademarks be used by a third party as its own trademark or as part of its trade name – e.g., ABC The Sherwin-Williams Company.

(d) The trademarks **must not** be linked or combined with a third-party trademark, except as approved in writing by Sherwin-Williams or one of its subsidiaries.

(e) Third parties **may not** use the “Sherwin-Williams” or “Cover The Earth” trademarks on personal business materials such as business cards, stationery, etc.

(f) While a third party **is not** permitted to incorporate a “Sherwin-Williams” or “Cover The Earth” logo into the name of its product or service, it can truthfully and fairly describe its products by referencing their relationship to Sherwin-Williams products and services. For example, to indicate that a third party utilizes Sherwin-Williams’ products, the third party may use a descriptive phrase that truthfully states this fact:

Correct: ABC Painting Co. proudly uses quality Sherwin-Williams® brand paints.

Incorrect: **ABC PAINTING**  **SHERWIN-WILLIAMS.**

A descriptive phrase using the Sherwin-Williams trademark **must** meet the following additional requirements.

- It **must** be accurate and not misleading.
- It **must not** cause potential confusion about the relationship between Sherwin-Williams and the third party (e.g., implying Sherwin-Williams sponsorship or endorsements).
- The third party’s company name **must** be displayed much more prominently than the Sherwin-Williams trademark.

Promotional Items

The Sherwin-Williams Company negotiates contracts with preferred companies who provide all wearables and promotional items. Logo placement and color on these items must receive approval prior to production.

The Sherwin-Williams Legal Department or Corporate Communications **must approve** requests that do not follow rules outlined in this manual.

Any unauthorized use of the logos by other suppliers is prohibited.

The Corporate Identity

The preferred Sherwin-Williams corporate identity is a combination of two logos – the “Cover The Earth” logo and the “Sherwin-Williams” logo. These components are fixed in relation to one another and **may not** be altered or repositioned in any way.

The corporate identity exists in two horizontal formats and one vertical format. Both are available for use in one-color (black) or two-color (red and blue) versions.

The horizontal and vertical formats shown here are the only approved versions of the Sherwin-Williams corporate identity. These versions were created in order to accommodate most applications and should not be altered in any way.

Whenever possible or practical, the two-color logo should be used.

It is important to ensure the Sherwin-Williams corporate identity remains intact and legible, and its reproduction is of the highest quality on all types of media.

In addition to the corporate identity, either the “Cover The Earth” logo or the “Sherwin-Williams” logo may be used separately or independently per the instructions included in this manual.

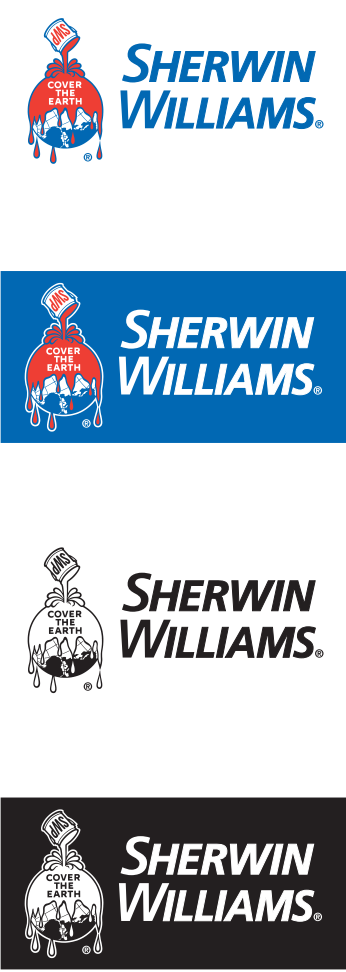
Vertical Formats



Horizontal Formats



Horizontal Stacked Formats



Additional Format

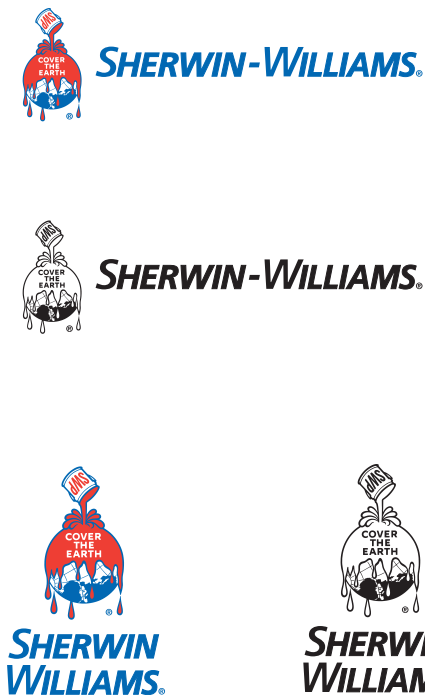
For special applications such as use on the Internet or preapproved print applications, a three-dimensional rendering of the “Cover The Earth” logo is also available. To obtain this version of the logo, contact Sherwin-Williams Marketing Services at (216) 566-3257.

Three-Dimensional “Cover The Earth” Logo

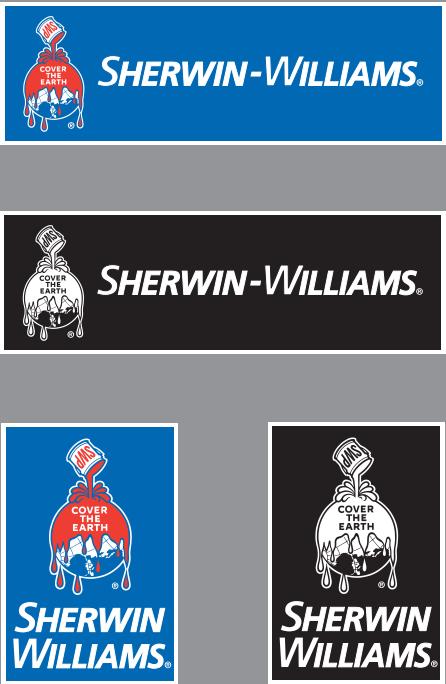


Background Colors

The following Sherwin-Williams corporate identity should be used on white backgrounds only.



The following Sherwin-Williams corporate identity should be used on black or color backgrounds only. When printing on dark backgrounds, be sure to include the white outline.



Color Palette
TWO-COLOR USAGE

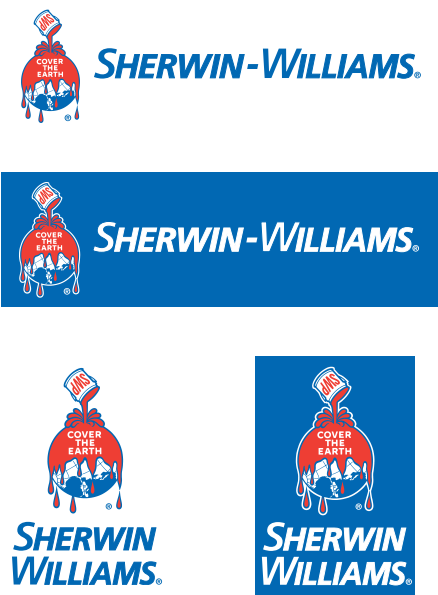
The standard colors for the Sherwin-Williams corporate logos and backgrounds are Sherwin-Williams Blue: 100% cyan; 57% magenta; 0% yellow; 2% black; and Sherwin-Williams Red: 0% cyan; 90% magenta; 86% yellow; 0% black.

In lieu of the Sherwin-Williams Blue and Sherwin-Williams Red colors specified in this manual, you may use the following PANTONE® Colors, the standards for which are shown in the current edition of the PANTONE formula guide.

For Sherwin-Williams Blue, use PANTONE® 293 C.

For Sherwin-Williams Red, use PANTONE® 032 C.

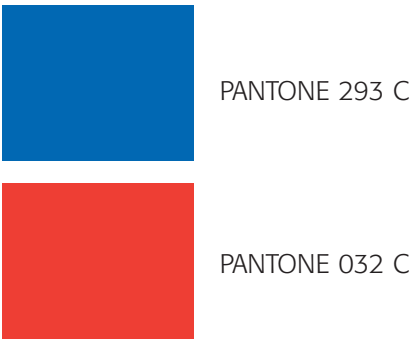
Consult current PANTONE Publications for accurate color.



NOTE: The color formats shown in this manual are designed exclusively for color reproduction. **Do not** convert color formats to black & white.

The colors shown on this page and throughout this manual have not been evaluated by Pantone, Inc., for accuracy and may not match the PANTONE Color Standards. PANTONE® is the property of Pantone, Inc.

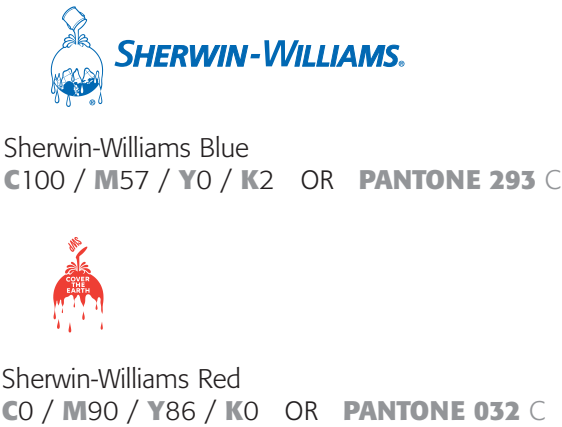
Spot Colors



Four-Color Process (CMYK)

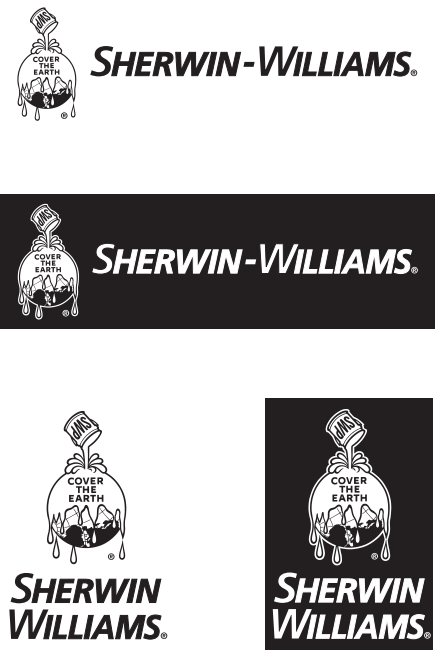


Color Separations



Color Palette
ONE-COLOR USAGE

When it is necessary to reproduce the corporate logos and backgrounds in just one color, only the following formats may be used. These formats must be reproduced in **solid black only**.



NOTE: The black & white formats shown in this manual are designed exclusively for one-color reproduction. **Do not** convert black & white formats to color.

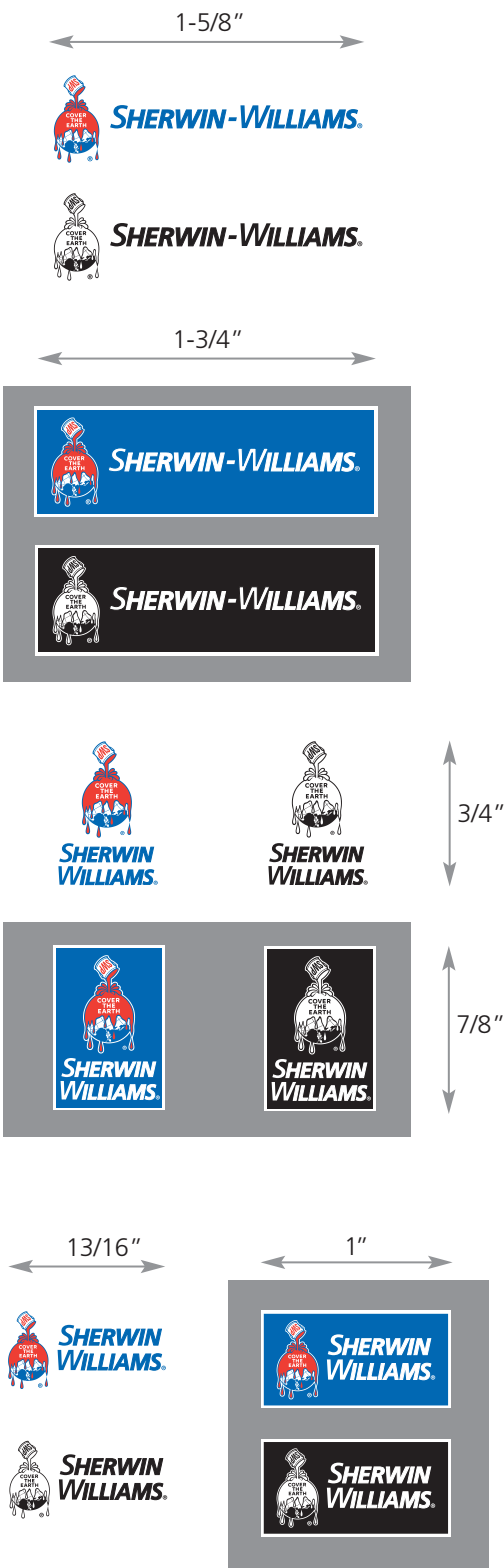
Black & White Format



Minimum
Reproduction Size

Whenever scaling the logos and backgrounds, particular attention should always be paid to the quality and clarity of the end result. The Sherwin-Williams corporate identity is designed for use in a variety of sizes. However, appropriate dimensional proportions must always be used. **Never** distort the logo when increasing or decreasing its overall size. The minimum size limitation ensures the format always remains legible.

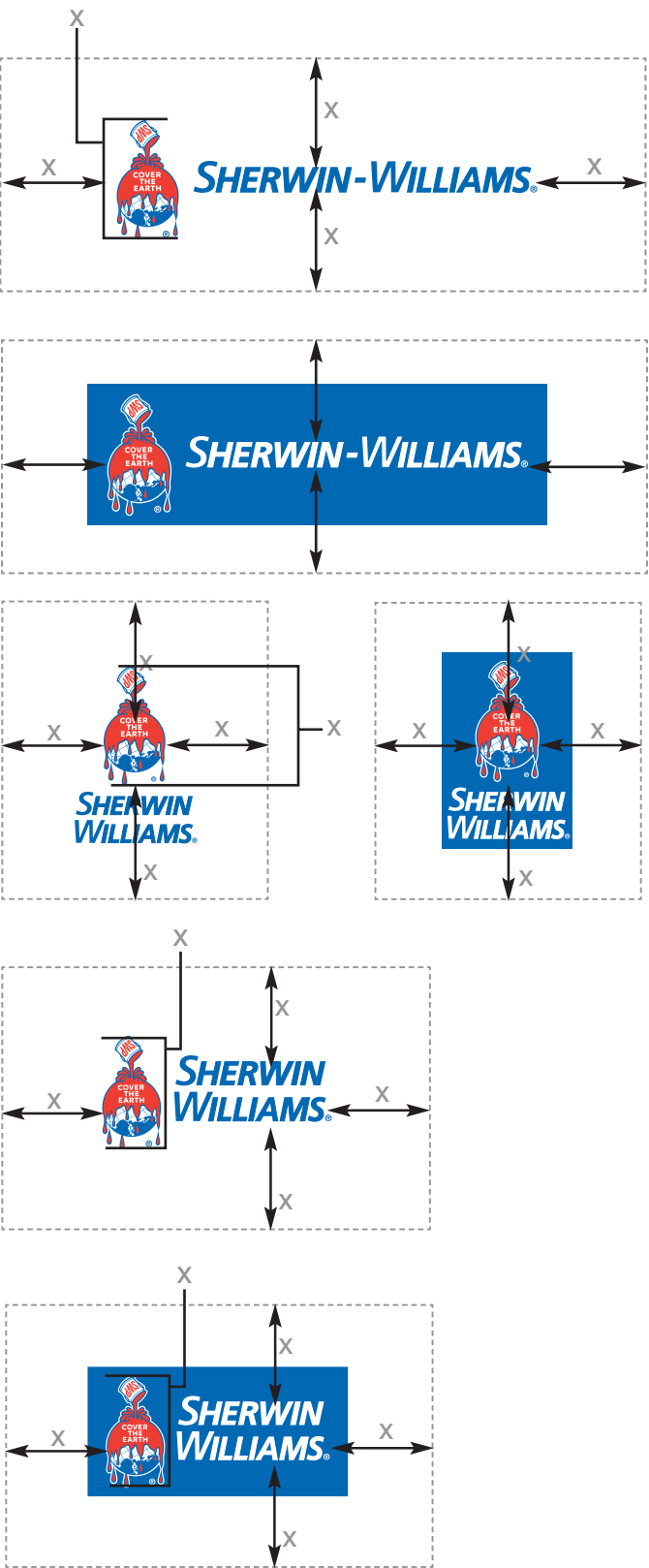
The “®” that accompanies the “Sherwin-Williams” and “Cover The Earth” logos must be set in at least 3 point text.



Clear Space

The area around the logos should be kept clean and uncluttered, allowing enough space to ensure they stand out. Whenever logos are used, all other elements, including type and images, should be kept out of a defined minimum area around the logos. The size of this clear space is based on the height of the “Cover The Earth” logo (defined as “x” in the examples the left). As the logo increases in size, the clear space around the logo should increase proportionately.

EXAMPLE: If the “Cover The Earth” logo measures 1/2", there should be at least 1/2" of clear space to the left of the “Cover The Earth” logo and to the right of the “Sherwin-Williams” logo.



Rules for Logo Usage

Correct use of the Sherwin-Williams logo is essential to the integrity of our corporate image. Logos should always appear exactly as they are supplied in approved artwork form. Modifying the artwork will not only undermine The Sherwin-Williams Company's overall

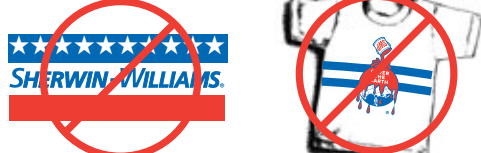
image, but may jeopardize our legal right to exclusive use of the corporate mark. Accurate reproduction and correct application are necessary for a consistent image. Following are some examples of incorrect logo usage.

- **Never** change the relationship of the "Cover The Earth" and "Sherwin-Williams" logos.
- **Never** use the logo designated for a white background on a colored background.
- **Never** superimpose the logo over an image.
- **Never** add a drop shadow to any part of the logo.
- **Never** contain the logo in a border or shape other than as defined in this manual.
- **Never** reproduce the logo on a line screen or pattern.
- **Never** reverse the logo.



Rules for Logo Usage (cont.)

- **Never** use an outline format of the logo.
- **Never** incorporate the "Sherwin-Williams" and "Cover The Earth" logos as an element of another graphic.
- **Never** skew the logo.
- **Never** reproduce the one-color logo format in any other color than black.
- **Never** alter the colors of the logo.
- **Never** resize the logo disproportionately.
- **Never** add words to the logo.
- **Never** use the logo in conjunction with other trademarks or logos.



Stationery

The following are examples of approved stationery layouts including letterhead, business cards and envelopes.

To order stationery via the Sherwin-Williams intranet:

- Log on to www.chameleon.sherwin.com.
- Click the “CORPORATE” button and select “PURCHASING” from the pull-down menu.
- Choose “DUPLI” and enter your username and password.

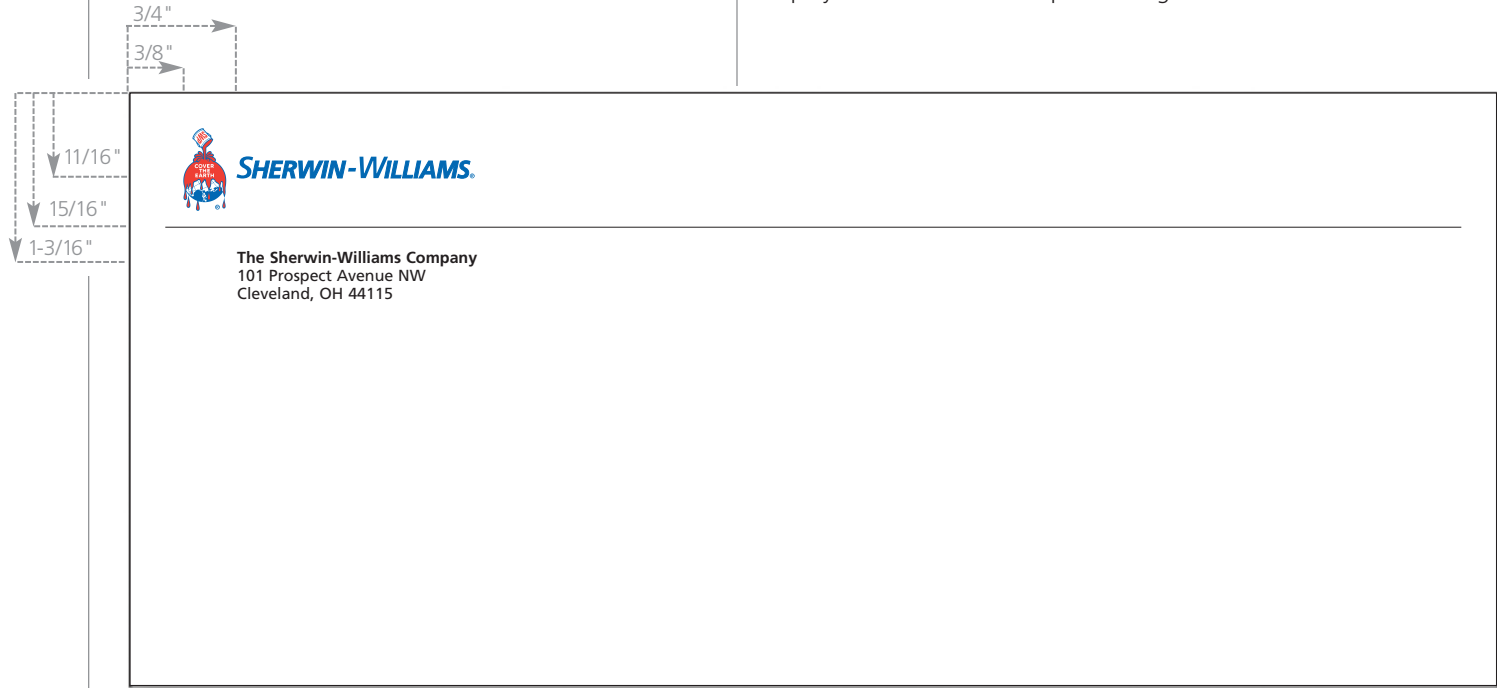
Follow the screen prompts to create your new order. Carefully proofread the information you enter. Orders will be processed directly from your online form. No proof will be provided.



Business Card

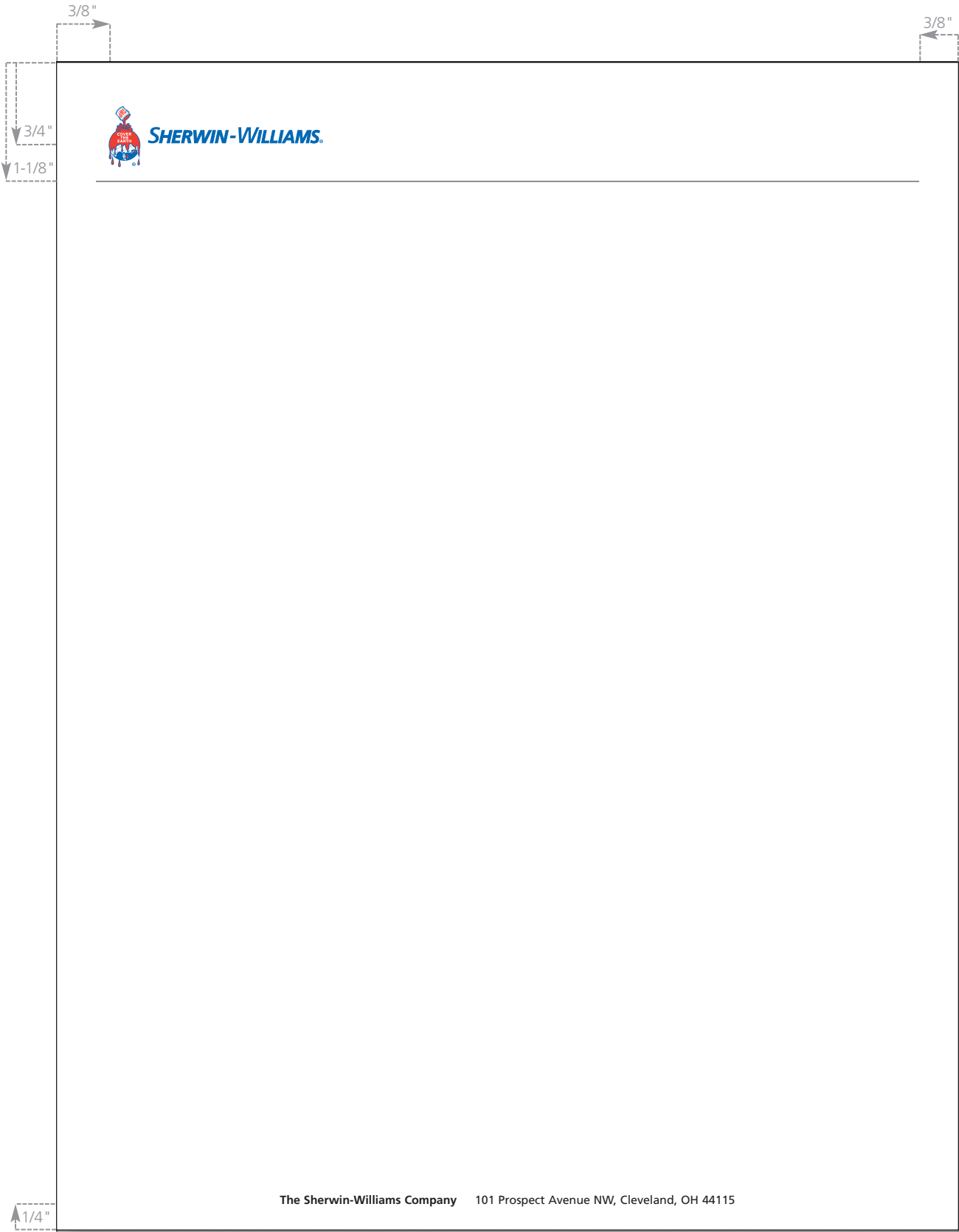
Business Card text is set in 7/8 point Frutiger Roman and 7/8 Frutiger Bold, upper and lower case, centered.

Employee Name is set in 11 point Frutiger Bold Italic.



Envelope

Envelope text is set in 8/9 point Frutiger Bold and Frutiger Roman, upper and lower case, flush left.



Letterhead

Letterhead text is set in 8/9 point Frutiger Bold and Frutiger Roman, upper and lower case, centered.

Typography

While the Sherwin-Williams corporate identity plays the principal role in communicating our visual image, it should be supported by a complementary and legible style of typography for other text appearing on the same page.

Frutiger, the typeface illustrated on this page, represents the sans-serif font chosen for various printed stationery items.

The Frutiger font is available in multiple weights. The previous pages demonstrate the application and use of these fonts on stationery.

Other acceptable typefaces include Helvetica or Arial.

Frutiger Roman
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger Light
Frutiger Light Italic
Frutiger Italic
Frutiger Bold
Frutiger Bold Italic

Helvetica
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Italic
Helvetica Bold
Helvetica Bold Italic

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial Italic
Arial Bold
Arial Bold Italic