

## Our logo

This is the ROCKWOOL logo. Friendly geometric letter forms have been crafted to reflect our business. As a general rule, the logo should appear in ROCKWOOL Red.

Our logo is comprised of our symbol and our logotype. Over the following pages you'll find our more on how to use the logo.

Like our logotype, we write our name in UPPERCASE. Always write ROCKWOOL, never 'Rockwool'.

Always remember to use the version of the logo with either ® or ™ depending on the specific market. When in doubt please consult with Group Legal.

The relationship of the elements has been carefully considered as shown. Please follow this principle when considering future acquisitions.

Do not attempt to recreate the ROCKWOOL logo yourself. Always use the artwork files provided.

Logo



Symbol

ROCKWOOL®

Logotype

Relationship of logo elements



## Using our logo

### ROCKWOOL

Here are some rules to ensure our logos are always used consistently.

#### Clear space

The clear space around the logotype is equal to the height of the 'R' in ROCKWOOL. Do not put other logos or graphic elements within the clear space.

#### Minimum size

The minimum size is 5mm high for printing and 16 pixels high for screen and mobile.

#### Logo versions

##### Full colour

The primary and preferred version is the full colour logo. The negative full colour version is used as shown, the symbol is always in colour. Use appropriate artwork for each application. CMYK or Pantone® for print, RGB for screen use.

##### Black and white

If you cannot print colour – for example a black and white press ad or a fax, there are black and white versions of the logo artwork.

##### Symbol

The symbol can occasionally appear alone, for example on social media avatars. It should only be used in isolation where the full logo is represented elsewhere on the communication. If you are unsure, please consult a member of the communications team before using the symbol on its own.

Always use artwork files provided in the Brand Community.

#### Clear space



#### Minimum size

5mm 

#### Full colour (primary)



#### Full colour (negative)



#### Symbol



#### Black and white



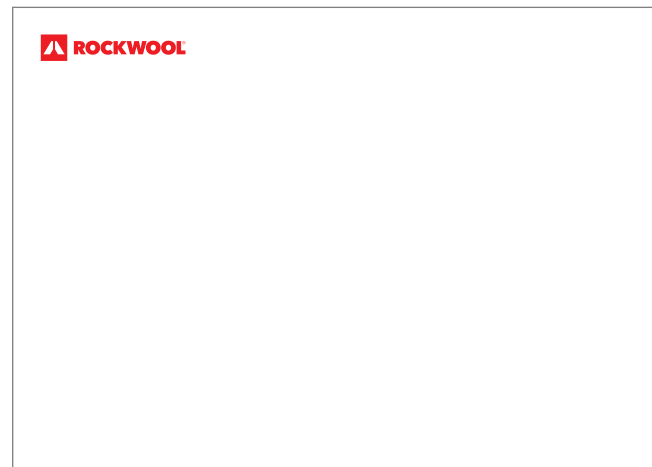
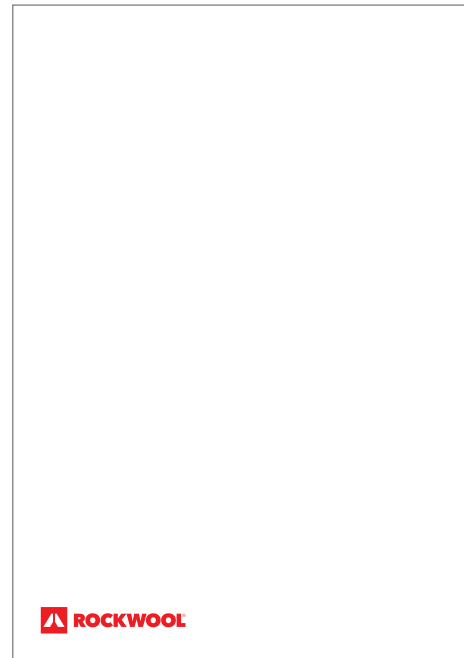
#### Black and white (negative)



## Positioning our logo

The square format of our symbol is designed to sit naturally in a corner.

The ROCKWOOL logo is aligned to a corner of our communications where possible, allowing at least 1x the width of the symbol from the sides of the communication as shown here.



## Using the logo: Don'ts

Always use the artwork provided. Always follow guidelines when applying the logo. Here are some examples of what not to do.

These rules apply for all group and daughter brand logos.

**Don't**  
Change the configuration



**Don't**  
Change the size relationship



**Don't**  
Distort vertically or horizontally



**Don't**  
Change the typeface used for the letters



**Don't**  
Rotate or use at an angle



**Don't**  
Rotate the symbol



**Don't**  
Change the shapes in the symbol



**Don't**  
Change the colour



**Don't**  
Add effects to the logo



**Don't**  
Place in another shape



**Don't**  
Make the logo illegible on complex images



**Don't**  
Lock up taglines to the logo

