

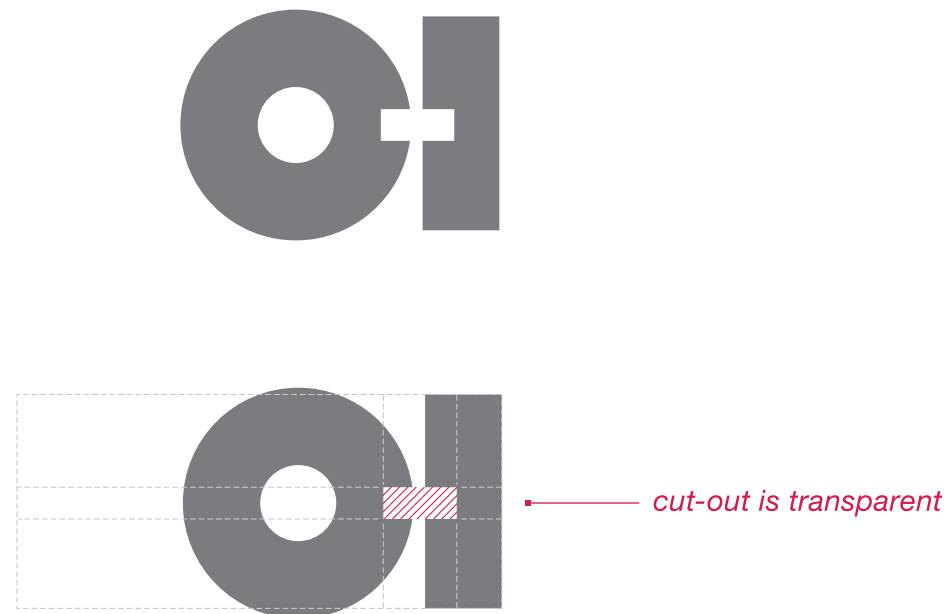
## THE O-I LOGO

The O-I logo is the mark of our company. It's what connects our company, products and employees to partners, customers and consumers across the globe. It represents our market leadership, experience and expertise. And it says this all in a simple graphic expression: the O-I logo.

The O-I letters are linked by a "cut-out" shape that is an integral part of our logo. The cut-out is transparent, meaning it is always the color of the background.

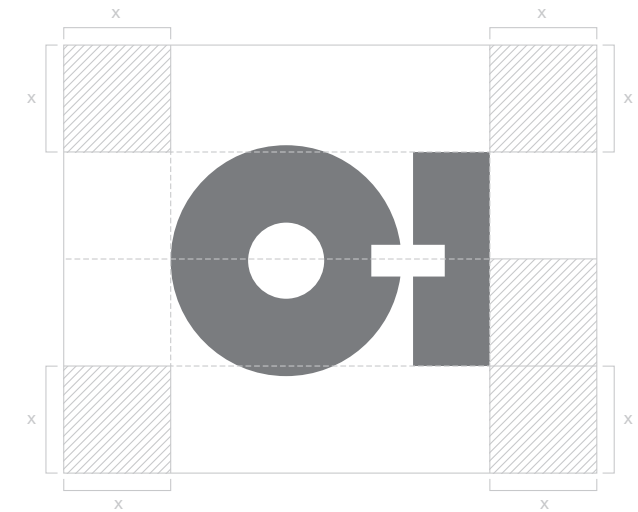
All O-I employees are responsible for ensuring that vendors, external partners, associations, community organizations and others use our logo properly.

The O-I logo (alone) should be used on company materials core to our business, such as financial filings, contracts and company recognition for donations.



## THE O-I LOGO MINIMUM CLEAR SPACE

Clear space frames the logo, distinguishing it from surrounding elements. The minimum clear space is equal to half of the height of the "I," proportional to the size used.



## THE O-I LOGO COLOR STANDARDS

The O-I logo is available in three shades of gray. The middle tone is the preferred color. The lightest tone is for use on dark backgrounds and the darkest tone is for use on lighter backgrounds. A white logo is also available and recommended for use on darker backgrounds and photography.

By using only these four options, we will keep a solid, consistent appearance of our logo across all forms of media. The K value in the CMYK equals the percent value of black.

### 85% GRAY



**PMS:** 425C  
**PMS:** 433U  
**CMYK:** 0-0-0-85  
**RGB:** 77-77-79  
**HEX:** 4D4D4F

### 63% GRAY



**PMS:** Cool Gray 9 C  
**PMS:** Cool Gray 11 U  
**CMYK:** 0-0-0-63  
**RGB:** 123-124-127  
**HEX:** 7B7C7F

### 25% GRAY



**PMS:** Cool Gray 4 C  
**PMS:** Cool Gray 3 U  
**CMYK:** 0-0-0-25  
**RGB:** 199-200-202  
**HEX:** C7C8CA

### WHITE



**CMYK:** 0-0-0-0  
**RGB:** 250-250-250  
**HEX:** ffffff

## THE O-I LOGO SCALE

Use the logo size that corresponds to the page size on which it will be placed for all logo formats.

### U.S. PAGE SIZES (SCALE 100%)



5.5" x 8.5"  
(0.75")



8.5" x 11.5"  
(0.75")

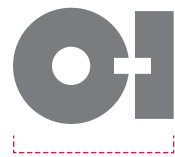


11" x 17"  
(1.0")

### METRIC PAGE SIZES (SCALE 100%)



A5  
(15.85 mm)



A4  
(21.25 mm)



A3  
(26.25 mm)

### MINIMUM SIZE FOR PRINT (SCALE 100%)



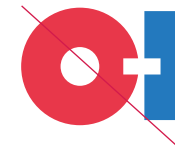
15 mm /  
0.59"

## THE O-I LOGO INCORRECT USE

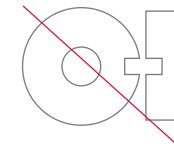
There is only one correct logo. Use care when importing the logo so the shape isn't distorted. Correct use legally protects our logo.

This is not an all-inclusive list.

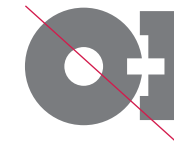
### INCORRECT USE



Discontinue  
using the  
red and blue  
version



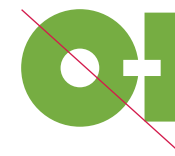
DO NOT  
outline or  
stroke



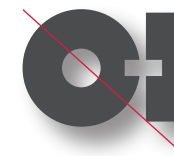
DO NOT  
change the  
typeface



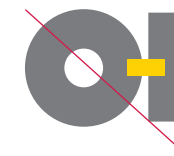
DO NOT  
make oblique



DO NOT  
change the  
color



DO NOT  
use effects



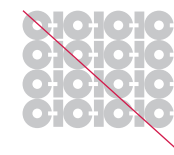
DO NOT  
fill in  
transparent  
cut-out



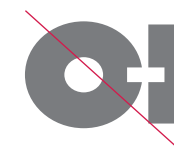
DO NOT  
use a  
containing  
shape



DO NOT  
add design  
elements



DO NOT  
make  
patterns



DO NOT  
stretch  
or squeeze



DO NOT  
change  
artwork