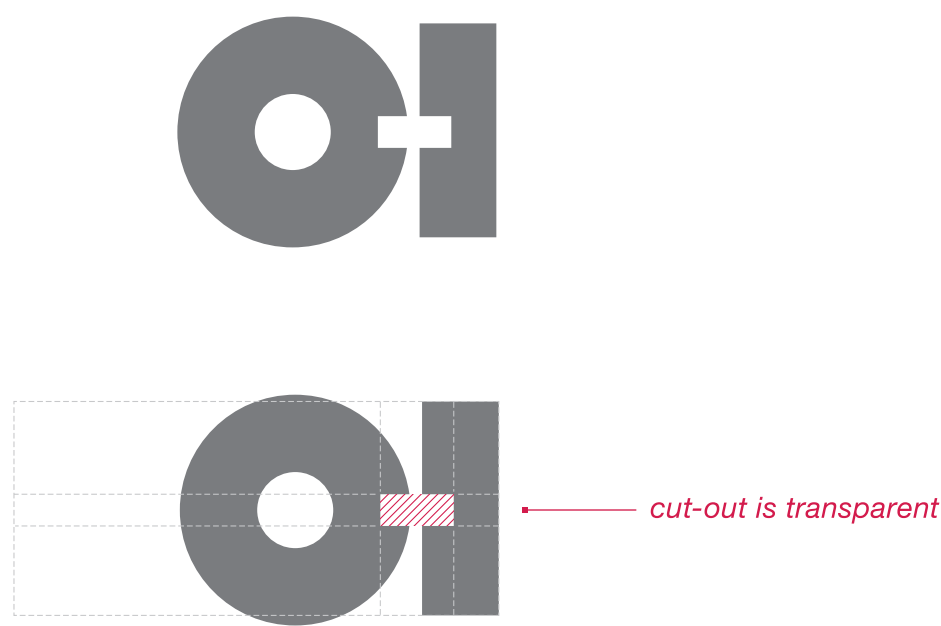## THE O-I LOGO

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.

cut-out is transparent

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.
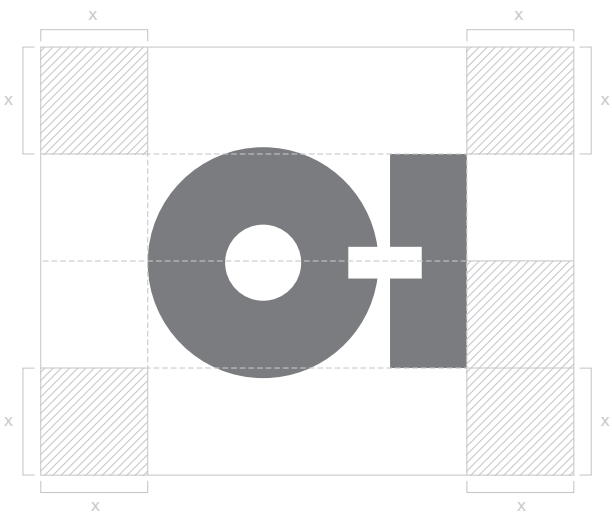
THE O-I LOGO
COLOR STANDARDS

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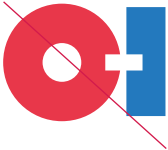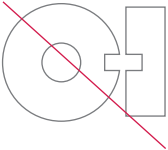
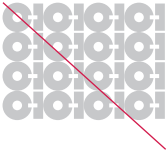Use the logo size that corresponds to the page size on which it will be placed for all logo formats.

5.5" x 8.5"
(0.75")

8.5" x 11.5"
(0.75")

11" x 17"
(1.0")

A5
(15.85 mm)

A4
(21.25 mm)

A3
(26.25 mm)

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.

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