



## Aid for using the LEXAN™ Film & Sheet brand correctly in POLYVANTIS surroundings

### ABOUT TRADEMARK PROTECTION

1. Correct and consistent use of POLYVANTIS's trademarks is essential to maintaining the marks and protecting their value to the company, and also builds further equity in the trademarks.
2. All POLYVANTIS employees are responsible for making certain that the company trademarks are used properly.
3. Incorrect use of a trademark, even in email and other correspondence, unwittingly contributes to its vulnerability.
4. Our trademarked names can only be protected as long as we follow the trademark guidelines.. Failure to follow trademark guidelines could result in loss of trademark protection for our product and service names.

### TRADEMARK GUIDELINES

The following important rules of trademark use apply to all communication materials, including labels, advertising, literature, Internet and Intranet sites, social media channels, trade show exhibits, promotional items, correspondence, etc.

1. Use all upper case characters; LEXAN™ film (Film), LEXAN™ sheet (Sheet), LEXAN™ film & sheet (Film & Sheet).
2. Note the trademark's first appearance on a document, web , etc. with a superscripted TM, i.e. ™ ; it is not necessary to use the symbol repeatedly throughout.
3. Always use the trademark as an adjective to describe our material (i.e. sheet and film); never use the trademark as a noun.

**CORRECT:** POLYVANTIS launches new grades of LEXAN™ films, designed for high performance applications.

**INCORRECT:** POLYVANTIS launches new grades of LEXAN™, designed for high performance applications.



## Aid for using the LEXAN™ Film & Sheet brand correctly in POLYVANTIS surroundings

4. Although some trademarks have registered status in some regions, we do not apply the registered trademark symbol ® because, for example, what might be a registered trademark in China may not be a registered trademark in the United Kingdom.
5. Use the trademark attribution statement at the bottom of the document:  
Brands marked with ™ are trademarks of POLYVANTIS or [list of POLYVANTIS trademarks appearing in page 3] are trademarks of POLYVANTIS.
6. Trademarks of other companies must be followed by a trademark symbol ™, or if known to be registered, a registered trademark symbol ® with the appropriate company trademark annotation to indicate ownership.
7. A trademark should never be used in a plural form  
**CORRECT:** Two grades of LEXAN™ films have been specified for the application.  
**INCORRECT:** Two LEXANs™ have been specified for the application.
8. A trademark should not be used in a possessive  
**CORRECT:** LEXAN™ sheets' strength and processability  
**INCORRECT:** LEXAN's™ strength and processability ...
9. A trademark should never be used as a verb  
**INCORRECT:** "Lexaning ", LEXANing "
10. The following guideline is a brand related recommendation. There may be exceptions to these guidelines for legal reasons

Do not add or combine the generic chemical name with the trademarked name.

**CORRECT:** LEXAN™ sheet is a polycarbonate material which provides high heat.....

**INCORRECT:** LEXAN ™ polycarbonate sheet is a high heat material..





## Aid for using the LEXAN™ Film & Sheet brand correctly in POLYVANTIS surroundings

### LEXAN™ SHEET & FILM PRODUCT BRANDS:

- GEPAX™ sheet
- LEXAN™ film
- LEXAN™ sheet
- LEXAN EXELL™ D sheet
- LEXAPANEL™ building system
- MARGARD™ sheet
- SOUNDGLAZE™ sheet
- CLINIWALL™ sheet
- STADECK™ panel
- EXTRITE™ sheet
- SUNXP™ sheet
- THERMOCLEAR™ sheet
- THERMOCLEAR-PLUS™ sheet
- THERMOCLICK™ sheet
- THERMOROOF™ sheet
- VEROLITE™ sheet
- PLASTECH™ sheet
- CARBORON™ sheet

### NAMING PRINCIPLES:

BRAND NAME	SERIES NAME	GRADE NAME	MATERIAL CHARACTERISTIC	EXAMPLE
LEXAN™	CLINWALL™	AC6200	Sheet	LEXAN™ CLINWALL™ AC6200 sheet
LEXAN™	THERMOCLEAR™	-	Sheet	LEXAN™ THERMOCLEAR™ sheet
LEXAN™	-	9030	Sheet	LEXAN™ 9030 sheet
PLASTECH™	-	-	Sheet	PLASTECH™ sheet





## Aid for using the LEXAN™ Film & Sheet brand correctly in POLYVANTIS surroundings

### In text:

1. Our word mark is always written in **uppercase letters**.

✓ **Correct:**  
LEXAN™ sheet, LEXAN™ film, LEXAN™ film & sheet

✗ **Incorrect:**  
Lexan, lexan, lexaan

2. The spelling with the **™ (superscript)** behind the brand name is correct, i.e. the **™** marks the end of the brand term. With our family brands (for example LEXAN™ 9030 sheet) note that the **™** is always behind 'LEXAN'.

✓ **Correct:**  
LEXAN™ 9030 sheet

✗ **Incorrect:**  
LEXAN 9030™ sheet, LEXAN-9030™ sheet

3. The **brand may not be changed, shortened or expanded**, i.e. spellings such as "Lex", "Lexa", "Lexansheet" etc., instead of LEXAN™, are not permitted and must be strictly avoided.

✓ **Correct:**  
LEXAN™ sheet, LEXAN™ film, LEXAN™ film & sheet

✗ **Incorrect:**  
Lex, Lexa, Lexan, lexansheet, etc.

4. Brand names are
- Written **without articles**.
  - **Not declined**.
  - **Not separated or interrupted at the end of a line**.
  - Written **without** a hyphen in between and thereafter.

✓ **Correct:**  
Sheets/Films made of LEXAN™ are ..  
The advantage of LEXAN™ ...  
LEXAN™ sheets/films are ...

✗ **Incorrect:**  
The lexan ...  
The advantage of the lexan is ...  
LEXAN™-sheets, LEXAN™-film

5. **Additional designations behind the brand** (family brands, range names and product names, e.g. Solar Control IR, Optical Quality, etc.) **are not protected** and have a descriptive character. The exclusive use of the additional designations without the brand (for example for convenience) weakens the LEXAN™ brand and must be strictly avoided.

✓ **Correct:**  
LEXAN™ 9030 sheet, LEXAN™ Solar Control IR sheet

✗ **Incorrect:**  
9030 sheet, Solar Control IR sheet

7. In a continuous text, it must be clear that LEXAN™ is a brand. Thus, it may never be used for example together **with other generic terms.**

✓ **Correct:**

Our portfolio includes different plastics such as PMMA, polycarbonate, etc.

✗ **Incorrect:**

Our portfolio includes different plastics such as LEXAN™ polycarbonate, etc.

**Exclusive rules for a licensing partnership with POLYVANTIS**

8. **The brand logo may not be changed:** It may not be recolored (only allowed in the POLYVANTIS colors and black & white), distorted in its proportions or otherwise changed in its design form.

✓ **Correct:**

**LEXAN™**  
FILM & SHEET

**LEXAN™**      **LEXAN™**  
**FILM**              **SHEET**



RGB 0/105/120    RGB 10/235/165    RGB 0/168/185    RGB 185/210/215



RGB 251/189/81    RGB 0/170/210    RGB 136/112/177    RGB 235/80/100

✗ **Incorrect:**

**LEXAN™**      **LEXAN™**  
**SHEET**              *Film and Sheet*

**LEXAN™**      **LEXAN™**  
**FILM & SHEET**      **FILM & SHEET**

**Lexan™**  
**FILM & SHEET**

9. **The clear space of the logo** defines the distance that other graphic elements and writings must **maintain** to the logo as a minimum. Logo and clear space vary proportionally to the size of the medium. The clear space around the logo is not changeable.

✓ **Correct:**



Clear space all-round 6pt (for logo size 50%)



**LEXAN™ FILM & SHEET LOGO'S & APPROVED COLORS**

**LEXAN™**  
FILM & SHEET

**LEXAN™**  
FILM & SHEET

**LEXAN™**  
FILM & SHEET

**LEXAN™**  
FILM & SHEET

**LEXAN™**  
FILM & SHEET

**LEXAN™**  
FILM & SHEET

**LEXAN™**  
FILM & SHEET

**LEXAN™**  
FILM & SHEET

**LEXAN™**  
FILM & SHEET

**LEXAN™**  
FILM & SHEET

## LEXAN™ FILM LOGO'S & APPROVED COLORS

**LEXAN™  
FILM**

**LEXAN™  
FILM**

**LEXAN™  
FILM**

**LEXAN™  
FILM**

**LEXAN™  
FILM**

**LEXAN™  
FILM**

**LEXAN™  
FILM**

**LEXAN™  
FILM**

**LEXAN™  
FILM**

**LEXAN™  
FILM**



**LEXAN™ SHEET LOGO'S & APPROVED COLORS**

**LEXAN™  
SHEET**

**LEXAN™  
SHEET**

**LEXAN™  
SHEET**

**LEXAN™  
SHEET**

**LEXAN™  
SHEET**

**LEXAN™  
SHEET**

**LEXAN™  
SHEET**

**LEXAN™  
SHEET**

**LEXAN™  
SHEET**

**LEXAN™  
SHEET**





## LEXAN™ FILM & SHEET TAGS & APPROVED COLORS

