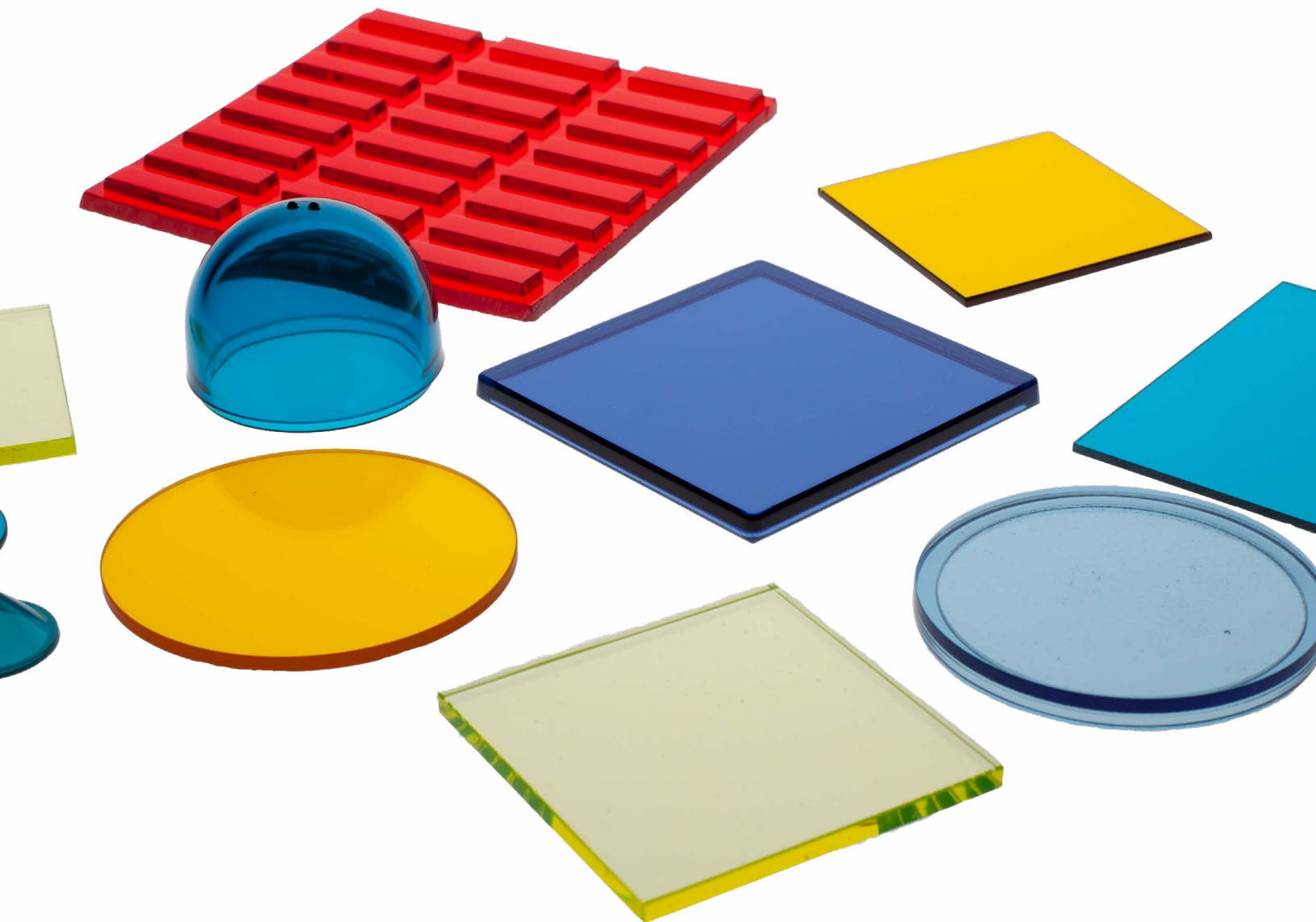




## BRAND IDENTITY

guide



# BRAND IDENTITY GUIDE INDEX

Click index item to jump to page.

Purpose	3
The Kopp Glass Brand	4
Mission Statement	5
Vision Statement	6
Core Values	7
Hedgehog Concept	8
Logo Usage	9
Typography	11
Colors	12
Photography	14
Content Governance	15
Templates	16
Language	17
Taglines	18
Boilerplate Statement	19
Tone & Style Guide for Writing	20
Kopp Glass Company Overview	24

## PURPOSE

---

The purpose of a Brand Identity Guide is to ensure that Kopp's brand is unified across all platforms and communications. Consistency is an essential element of trust. As we move to build brand awareness and enter new markets, we must present a united front that instills confidence and demands attention.

This document is a guide to ensure consistency in how we visually represent Kopp Glass.

## THE KOPP GLASS BRAND

---

In its final form glass is resilient but to get it there requires a high-level of expertise that very few have. With over 90 years of expertise in technical glass manufacturing we are able to reliably manufacture glass into complex molded shapes.

Our glass is used in demanding industrial applications that range from high voltage bushings to the contoured lenses found on aircraft wings. It's strong and durable. Long exposures to chemicals and intense UV light have little to no effect on it.

Our customers are not glass experts; they do not have glass scientists. They come to us because they trust that we will deliver superior products on-time and in-spec. We have the largest and most capable team of glass scientists and manufacturing experts in our industry. Our team is passionate about developing technical glass solutions that solve tough challenges.

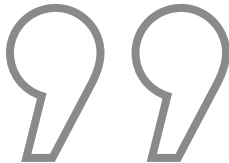
Our visual identity strikes a balance between confidently displaying our technical prowess and embracing the inherent beauty of the products we make and the applications they serve.

# MISSION STATEMENT

---



Our mission is to make the world a safer and more productive through excellence in glass science, collaborative innovation, and the production of technical glass for unique and demanding applications.

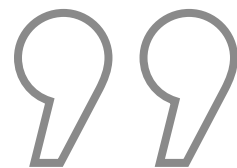


## VISION STATEMENT

---



We seek to become a dynamic team of makers enabled by advanced technologies and deep expertise in glassmaking who dare to push the limits of what's possible to solve our customer's toughest challenges.



## CORE VALUES

---

### ACCOUNTABILITY

We take ownership of our actions and choices and we honor our commitments.

### CREATIVITY

We embrace innovative and entrepreneurial thinking.

### INTEGRITY

We embrace innovative and entrepreneurial thinking.

### QUALITY & EXCELLENCE

We demand the very best from ourselves.

### RESPECT

We treat people with different perspectives and experiences with value and dignity.

### RESPECT

We value people whose drive for excellence and performance comes from within.

### RESPECT

We reward people who show continuous commitment to self-directed learning and development.

## HEDGEHOG CONCEPT

---

### WHAT ARE WE PASSIONATE ABOUT?

- ▶ Delivering consistent quality, as defined by every customer, giving our target customers unique and innovative solutions to their problems, and doing it better than anyone else.
- ▶ Being innovative and flexible and discovering new ways to leverage and enhance our core competence by pushing our technical competencies to their limits.
- ▶ Executing effective processes that produce consistent, high quality products and services for customers that consistently satisfy their needs.
- ▶ Enhancing our meritocracy so that we employ the best qualified, self-motivated, most engaged and committed, best trained and most nimble people that we can hire and retain to work at every position at Kopp Glass.
- ▶ Bringing the combined weight of almost 90 years of engineering, mold-making and hand molded glass making craftsmanship to bear on the problems of our customers.
- ▶ Creating effective relationships with customers and about sharing the value that we create every day fairly among all of our stakeholders.

### WHAT CAN WE BE THE BEST IN THE WORLD AT DOING?

We can be the best in the world at collaborating with customers to create customized glass solutions that embody the precise hand molding of relatively small quantities of specialized non-imaging quality, specially formulated glasses with uncommon properties for unique types of applications.

We cannot be the best in the world at molding mass quantities of common glasses, glasses that are not amenable to pot or small electric furnace melting, making items that are amenable to molding through gob feeders, optical and near optical quality glasses, molded consumer use type items, or items that can be mass produced in automated production facilities.

### WHAT DRIVES OUR ECONOMIC ENGINE?

Our economic engine is driven by providing the kinds of products and services for which we are best suited to be the best in the world at providing, as defined above, and having a win-win economic relationship with those customers. The more we dominate the market in these kinds of items, the faster our economic engine will run. Other kinds of items, while helpful and certainly necessary, do not necessarily drive our economic engine.



# LOGO

## usage guidelines

The logo is the most prominent element of our visual identity and requires strict adherence to those guidelines.

It has gone through many iterations over the years. As we continue to grow, it's important that we present a uniform image to the world.



NOT ACCEPTABLE



## LOGO

### space and placement guidelines

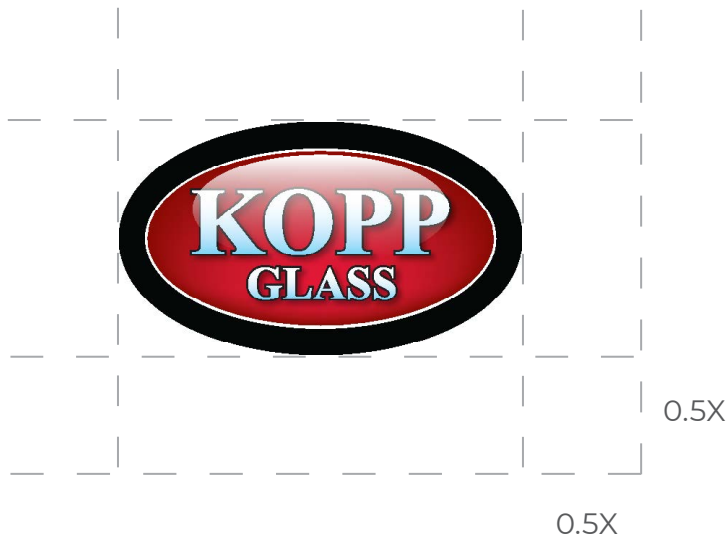
---

#### Minimum Clear Space

The minimum clear space around the logo is equal to one-half the height of the logo. Do not allow other graphic elements to enter the clear space around the logo.

#### Minimum Size

The minimum logo size is 1.25 inches wide and should be used when absolutely necessary. Use the logo at larger sizes whenever possible.



# TYPOGRAPHY

## guidelines

Kopp Glass uses the Montserrat Font Family typeface in all marketing collateral and communications. Download and install the font [here](#).

### FONT: MONTSERRAT FONT FAMILY

Montserrat Regular  
*Montserrat Italic*

Montserrat Thin  
*Montserrat Thin Italic*

Montserrat Extra Light  
*Montserrat Extra Light Italic*

Montserrat Light  
*Montserrat Light Italic*

Montserrat Medium  
*Montserrat Medium Italic*

Montserrat Semibold  
*Montserrat Semibold Italic*

Montserrat Bold  
*Montserrat Bold Italic*

Montserrat Extrabold  
*Montserrat Extrabold Italic*

Montserrat Black  
*Montserrat Black Italic*

### HEADINGS

HEADINGS SHOULD BE IN ALL CAPS IN MONTSERRAT SEMIBOLD. EXTENDED SPACE IS USED BETWEEN CHARACTERS.

### SUBHEADINGS

Subheading should be in Montserrat Regular. Lower case. 14 pt.

### BODY COPY

In most cases, body text should be Montserrat Regular in 12 pt.

### COPY HEADINGS

Headings within copy can be Montserrat Medium. 14 pt.

### CAPTIONS

Captions or subtext can use Montserrat Light. Italic. 10 pt.

## COLOR

### guidelines

---

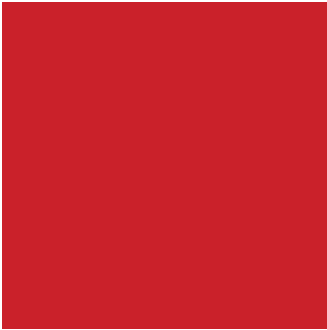
We predominately manufacture clear glass and glass for illumination.

Once lit, the glass glows. It's bright, clean, and white. Our designs should feel open with ample white space (literally and spatially).

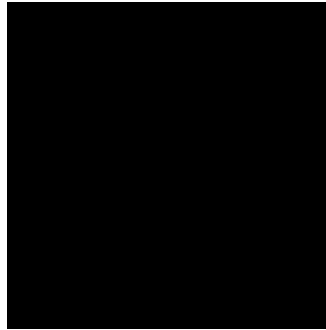
Since the development of selenium red by Nicholas Kopp in 1890, red has been synonymous with Kopp Glass. It is bold, exciting, and demands attention. However, a visual identity dominated by red can be overbearing. Therefore we use red with restraint and only to draw attention to important elements of the design.

Light gray and light blue help to balance the red, interjects lightness into designs, and are the colors that are often associated with glass.

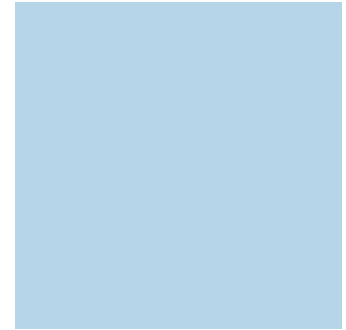
Dark gray serves as a foundational color that is useful for organizing content and establishing boundaries. It should not be used as a primary design element.



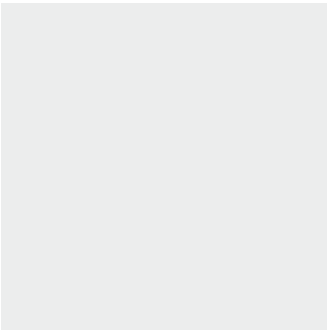
**CMYK** 14/100/96/4  
**RGB** 203/24/41  
**HEX** #cb1829



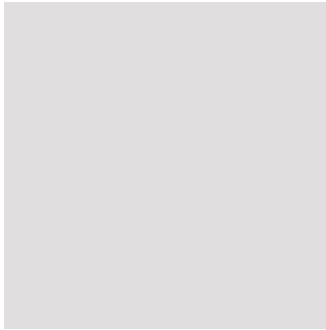
**CMYK** 100/100/100/100  
**RGB** 3/0/0  
**HEX** #030000



**CMYK** 27/7/3/0  
**RGB** 181/212/233  
**HEX** #b5d4e9



**CMYK** 6/4/4/0  
**RGB** 237/237/237  
**HEX** #ededed



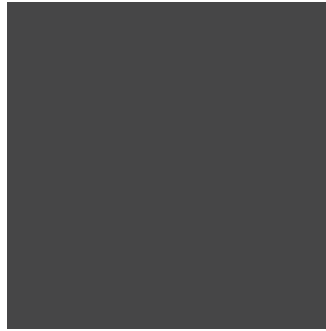
**CMYK** 12/9/10/0  
**RGB** 222/222/222  
**HEX** #dedede



**CMYK** 49/40/41/4  
**RGB** 137/137/137  
**HEX** #b5d4e9



**CMYK** 64/56/55/30  
**RGB** 85/85/85  
**HEX** #555555



**CMYK** 67/60/58/42  
**RGB** 70/70/70  
**HEX** #464646

# PHOTOGRAPHY

## guidelines

Within graphic designs, two types of photography styles should be used; photographs of our actual products and photographs of how they're used.

From the extreme to the everyday - we manufacture molded glass for diverse environments. We want to show our glass in use as much as possible to re-enforce its benefits.

We are passionate about glass and its inherent beauty. Whether it's a subtle glow or a brilliant beam of light, the interplay between glass and light is captivating. Our photographs should seek to capture the beauty of glass illumination and reflection.



Photographs of our glass should be bright and vivid. They should be shot on a white background with minimal shadows. Include ample whitespace within the photograph to allow the glass to seamlessly blend into designs.

# TEMPLATES

---

## PRESENTATIONS

Template for presentations can be found here.  
Make sure to update the footer to the title of the presentation.  
Make sure to include the final boilerplate slide.

## EMAIL SIGNATURES

Email signatures should include the following components.

Edit email signatures in Outlook by...

## STATIONARY

Templates for stationary can be found here.

Documents

Business Cards

## LANGUAGE

keyword and phrase guidelines

---

### IN USE

high-performance glass  
for mission-critical applications

where failure is not an option

high-performance custom glass  
manufacturer

technical glass manufacturer

custom glass manufacturer

custom glass experts

engineered glass manufacturer

technical glass engineering experts

custom glass design

high-performance glass experts

engineered glass solutions

### NO LONGER IN USE

world leader

hand molded

custom molded

handmade



## TAGLINES

---

High-performance custom glass solutions, used in mission-critical applications. Where failure is not an option

Solve our customers toughest challenges

Let's make history

Kopp Glass has a long history of using our glass manufacturing expertise to solve complex application problems. Instead of saying 'no' we explore 'what if' and apply our glass science and engineering expertise to manufacture parts that meet demanding specifications and exceed customers' expectations

Our customers tend to be people who push the envelope. They're disruptors, innovators and industry shapers. After nearly a century of working with them, we've earned our reputation for being custom glass experts.

We love to collaborate with people whose projects challenge us and push us beyond the status quo. It also helps that we're from Pittsburgh, because hard work is in our DNA.

We've always operated with one eye on the future

KOPP. THE GO-TO SOLUTION FOR HIGH-PERFORMANCE GLASS.  
ENGINEERED FOR MISSION-CRITICAL APPLICATIONS.

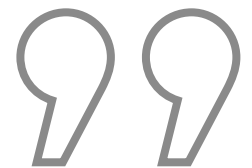
## BOILERPLATE

### statement

In public relations, a boilerplate--also known as an "About Us" statement--is a short, standardized paragraph at the end of press releases or blog posts that provides journalists with a high-level background of the company.



**Kopp Glass, Inc.** manufactures high-performance custom glass solutions for mission critical applications. Grounded in Pittsburgh, PA's industrious history, Kopp employs applications engineering expertise to develop solutions that meet demanding specifications. Kopp's material science mastery supports an expansive composition portfolio including over 200 glasses that transmit wavelengths from ultraviolet to visible to infrared. For nearly a century, Kopp has solved the toughest challenges to help customers effectively navigate emerging technologies and develop innovative products that enable a safer and more productive world.



### Press Contact

Julia Eldred  
Marketing Communications Specialist  
jeldred@koppglass.com  
412.501.0218

Any press inquiries should be forwarded to Kopp's Press Contact.

# TONE & STYLE

## guide for writing

---

Adhering to a common style guide provides us with reference point that will strengthen our writing and create cohesion with our difference voices. A style guide can help in three specific ways:

### 1. Create the perception of quality and professionalism

We're a professional organization. We want to ensure our communications show it. This will help our customers trust what we write.

### 2. Foster consistency in style and tone

Readers subliminally desire consistency and will notice if copy is different. It can be confusing and off-putting.

### 3. Solve problems and settle disputes

A style guide is a standard we can all refer to. This eliminates time wasted wondering what the correct way is or how we did it previously.

## INTRODUCTION

Kopp Glass adheres to the Yahoo! Style Guide with some exceptions. Exceptions or critical points that deviate from this style guide are discussed in the subsequent sections. A copy of the Yahoo Style Guide is located in the library.

For questions of spelling, use the online Merriam-Webster Dictionary. Use the first spelling presented, and note that word presentations in the dictionary supersede the stylebook.

We want our audience to feel as if we're speaking with the same voice. While there can be slight variations from author to author, they should strive to follow these guidelines.

## STYLE

**Use first person and include first-person references like “us” and “we.”** However, use them with restraint and caution. We do not want to seem self-centered or self-obsessed. The use of first person keeps the tone casual and conversational and also reminds the audience that a real person is writing what they’re reading and that they have an opinion.

**Use active voice.** Passive voice tends to make sentences longer, harder to grasp, and weaker. Active voice verbs indicate that the sentence’s subject is performing an action.

**Be concise. Cut words that do not add clarity.** Words or phrases that add unneeded bulk to a sentence and weaken its message (quite right, very unique). Common phrases that are bloated with redundant or highfalutin words (added bonus, currently unavailable) Unimportant words at the beginning of a sentence that push the most important information farther from the start (As a matter of fact, in the same way)

**Keep sentence structure simple.** Limit the number of words per sentence. Use subject-verb-object sentence structure. Keep verbs simple and active

Avoid double negatives

Word questions positively whenever possible

**People do not read articles word for word.** Make articles scannable by using these devices: Short paragraphs, lists, sub-heads, photos, graphics, and block quotes.

**Avoid –ing words:** Words ending in ing can confuse readers, because they serve multiple grammatical roles (gerunds, adjectives, parts of verbs, parts of nouns,)

**Avoid technical jargon:** If a technical term is really the only accurate or appropriate word, define the term right where you use it.

## TO NE

Show your passion for glass and lighting. Our audience loves lighting; show them that we do too and that glass and light are natural companions.

Use everyday language. If you can say it simply, do so.

Shy away from using scientific jargon or phrasing if you can use an everyday English equivalent.

Keep it professional, but still conversational. We want to portray ourselves as helpful experts who are eager to share knowledge.

## GRAMMAR, PUNCTUATION & CAPITALIZATION

### CAPITALIZATION

Titles of people

Capitalize a person's title only when it's used directly before a name. This rule includes titles pertaining to government positions (like president, senator, mayor, ambassador, chief justice), religious positions (like pope, cardinal, rabbi), and other organizational positions (like chair, treasurer, general manager).

Kopp Glass President and Chief Executive Officer Rachel D. Willsey.

Rachel D. Willsey is the president and chief executive officer of Kopp Glass.

Terms: Within sentences, do not capitalize scientific or engineering terms such as solid state lighting, binning, irradiance, correlated color temperature, tempering, annealing, optics and photonics, aerospace, etc. These are not proper nouns and, therefore, should not be capitalized.

### LIST FORMAT

Create lists that have parallel structure. Match the parts of speech. Parallel structures are easier to read.

**Not parallel:** Jim likes traveling, reading, and wants to climb more mountains (Wants to climb does not match.)

**Parallel:** Jim likes traveling, reading, and mountain climbing.

Parallel structure is especially important when creating bulleted lists. The first word of each bullet should match, as demonstrated below:

- Analyze the article.

- Review the sentence.

- Share your findings.

- Use parallel structure.

### APOSTROPHE

For most singular nouns, add an apostrophe and an s ('s) to the end of the word

For plural nouns that don't already end in s, add an apostrophe and an s ('s) to the end of the word.

For plural nouns that already end in s, just add an apostrophe.

For Kopp Glass, just add an apostrophe.

Examples:

Kopp Glass' history is interesting.

The glasses' properties were desirable to the customer.

## COMMAS

We observe the Oxford or serial comma. In a series consisting of three or more elements, separate the elements with commas. When a conjunction (like, and, or or) joins the last two elements in a series, include a comma before the conjunction

**Good:** Amanda found herself in the Winnebago with her ex-boyfriend, an herbalist, and a pet detective.

**Bad:** Amanda found herself in the Winnebago with her ex-boyfriend, an herbalist and a pet detective.

**Good:** He went to Dewey, Cheatem, and Howe for financial advice.

**Bad:** He went to Dewey, Cheatem & Howe for financial advice.

## NUMBERS

The standard rule we follow is to spell out one through nine and use numerals for 10 and above.

**Numbers in titles and subheads:** Use numerals for cardinal and ordinal numbers in headlines, email subject lines, and HTML page titles.

**Cardinal numbers:** Spell out cardinal numbers (one, two, and so on) and ordinal numbers (first, second, and so on) below 10, but use numerals for numbers 10 and above.

**Units of measure:** Use numerals when referring to physical dimensions: height, width, length, depth, weight, mass, volume, distance, etc.

**Time:** With units of time, follow the regular number rule

**Examples:** Do you have five minutes? We missed the first 20 minutes.

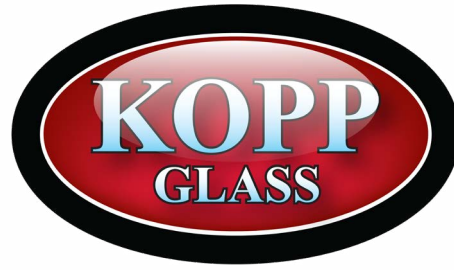
**Percentages:** Use numerals with percentages. Use the percent sign.

## ATTRIBUTION

It's important that we cite sources in all of our publications; our integrity is at stake. The original author's name, company, or a link to the source content should be included.

**Link attribution:** Hyperlink the data or information you are sharing. It should point to the actual page where that data lives.

**Quotations:** Direct quotations should include the author, publication, and direct the reader to the source information.



## HIGH-PERFORMANCE CUSTOM GLASS

for mission-critical applications

### MATERIAL SCIENCE EXPERTISE

Founded over 90 years ago, Kopp Glass began with a deep understanding of glass chemistry and how it can be used to innovate. Today, our portfolio includes more than 200 different glasses. Depending on your need, our engineers and scientists are also able to create new compositions to meet tough design challenges.

### APPLICATIONS ENGINEERING EXPERTISE

We refine product designs alongside customers to help them reduce costs and increase yields. While our solutions are crafted to perform in some of the harshest environments on Earth, they're also designed to help the performance of our customers' bottom lines.

### RESPONSIVENESS

Kopp Glass is a small manufacturer, but the design and production challenges we face every working day are huge. Our customers see the difference in how we respond to them and in how our team responds to each other.

### ON-TIME IN-SPEC DELIVERY

Kopp Glass works to ensure the mission-critical, molded glass components we ship meet your standards—the first time.

WORK WITH US

[www.koppglass.com](http://www.koppglass.com)



**Year Founded** 1926

**Ownership** Closely Held

**Location** Pittsburgh, PA USA

**No. of Employees** 110

**Mfg. Sq. Ft.** 127,000

**Quality System** ISO: 9001:2015

