

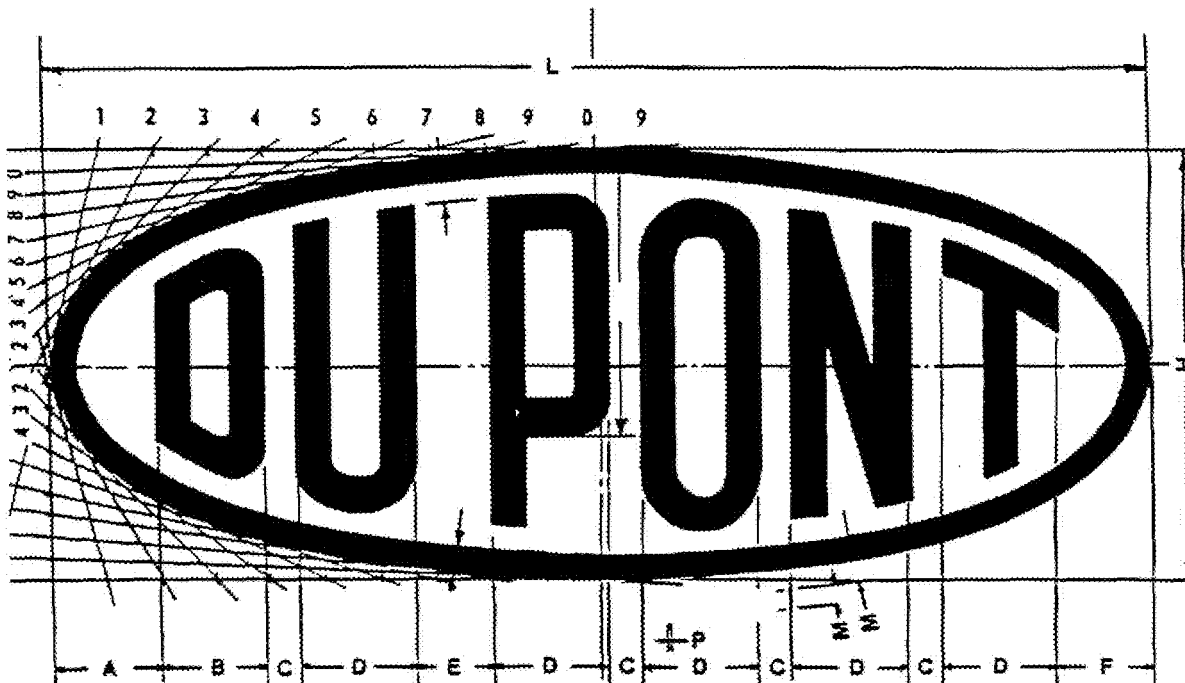
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W. L. Emerson

WILLIAMSON

CORPORATE IDENTITY

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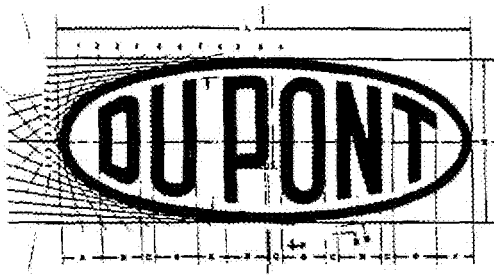
A' L 0012558

A Manual
for the Standard Use
of the Company Name,
Trademark, and Slogan

1 of 61

A¹ L⁷ 0013559

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COVER: Engineering drawing of the Du Pont Oval logotype as it is registered with the United States Patent and Trademark Office.

NOTE: The new standards presented in this publication are effective with all newly produced materials. Previously produced materials will continue to be acceptable until their depletion.

For copies of this manual, write: Du Pont Stationery and Forms, Eden Park, Wilmington, DE 19898. Refer to H-07300.

To Du Pont Employees and Associates with Communications Responsibilities

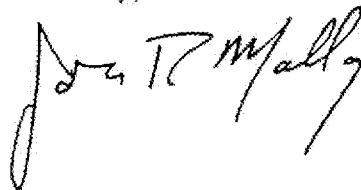
Du Pont is a recognized technological leader in today's competitive markets. With expanding product offerings and a continued commitment to excellence, we need to reflect a strong, consistent corporate identity. This requires a visual image that plays a key role in separating and distinguishing Du Pont from its competition.

Our communications material is an expression of the corporation's philosophy, abilities, and culture. It must be easily recognizable, impressive, organized, distinctive, and truly representative of our corporate attitudes and objectives.

A universal corporate identity requires consistent use of corporate and product nomenclature as well as the standardization of the corporate image. As a step in accomplishing this goal, we have developed this *Corporate Identity* manual, which provides standards and examples of proper usage for developing all visual communications for Du Pont.

The Du Pont global identification program depends on the commitment of every individual to follow these standards. Your cooperation in establishing and maintaining our image will guarantee the success of this worldwide effort.

Sincerely,



John R. Malloy
Senior Vice President
External Affairs

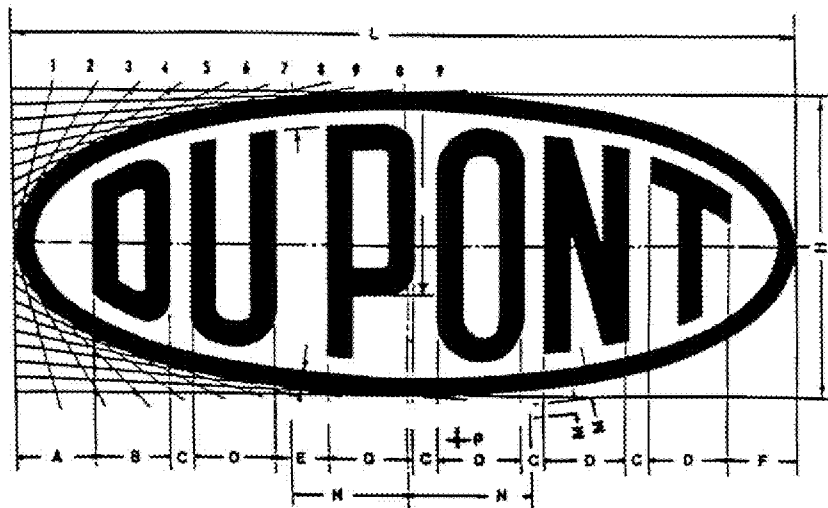
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Corporate Identity

A Manual
for the Standard Use
of the Company Name,
Trademark, and Slogan

Prepared by External Affairs



PREFACE

This *Corporate Identity* manual is offered to Du Pont employees and associates in their quest to understand and maintain the corporate identification of Du Pont throughout the world. Company standards and examples using the visual components of this program are provided. Our purpose is to help attain simplicity, clarity, and consistency in a uniform interpretation of the Du Pont identity.

These standards are to be applied to all **external** Du Pont communications. The same standards may also be used to help ensure the uniformity of internal communications.

This publication has been prepared by External Affairs, which has the responsibility to set standards for communications to the markets that Du Pont serves. It updates and supersedes previous instructions in the *Identification Manual for Advertising* and the pamphlet, "How to Use the Du Pont Oval."

The new standards presented in this publication are effective with all newly produced materials. Previously produced materials will continue to be acceptable until their depletion.

If there are any questions about the contents or the application of the *Corporate Identity* standards, please contact your External Affairs/Marketing Communications representative.

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QUICK REFERENCE GUIDE

The following highlights give a brief overview of communications guidelines to be followed when presenting the Du Pont corporate identity to the world.

LEGAL NAME

PAGE 8

The legal name, **E. I. du Pont de Nemours and Company**, is used on all legal documents, such as contracts, agreements, purchase orders, applications for copyrights, patents, and trademarks, as well as copyright notices.

TRADE NAME

PAGE 9

The trade name, **Du Pont**, identifies the business. It is used on all nonlegal communications to the outside world, such as advertisements, promotional communications, technical literature, sales aids, product labels, letterheads, signs, business cards, etc.

To the market, we want to be known as **Du Pont**.

OVAL TRADEMARK

PAGE 10

The Du Pont Oval identifies the Company's products and services.

OVAL ON COMMUNICATIONS MATERIALS

The Oval trademark **without** the legend "REG. U.S. PAT. & TM. OFF." should be used on **communications** materials, such as advertisements, promotional communications, sales aids, technical literature, letterheads, signs, business cards, etc.

OVAL ON PACKAGING AND LABELING

The Oval trademark **with** the legend "REG. U.S. PAT. & TM. OFF." must be used on **all packaging** and **labeling** materials that originate within the U.S. (for national or international distribution) to ensure commercial and trading protection.

For small labels and packages where the Oval is of a size that makes the legend "REG. U.S. PAT. & TM. OFF." illegible, a ® at the upper right-hand corner of the Oval is required (see reproduction sheets for Packaging and Labeling).

The Oval must be clear and distinct from all other elements.

QUICK REFERENCE GUIDE

COMPANY SLOGAN

PAGE 16

The Company slogan, **Better Things for Better Living**, should be used as frequently as possible.

BUSINESS UNITS

PAGE 18

When communicating to the world, it is important to maintain the image of Du Pont as a corporate entity that serves specific markets. To strengthen this emphasis on market focus, the words "department," "division," "section," "group," etc., should not be used as part of the business unit identification in external communications.

We must continually be market-focused and use terms that will be recognized and understood by the outside world.

PRODUCT TRADEMARKS

PAGE 19

We must preserve the distinctiveness and singularity of the meaning of Du Pont trademarks by properly identifying that they are unique and registered, where appropriate.

INTRODUCTION

This *Corporate Identity* manual provides specific information on elements involved in creating the Du Pont corporate identity and illustrates the various visual components of the program. These standards should be followed by anyone concerned with the identity of Du Pont and its associated businesses. Our aim is an image that looks professional, contemporary, and dynamic.

This guide is organized into three major sections:

- Part 1: CORPORATE ELEMENTS**
- Part 2: BUSINESS ELEMENTS**
- Part 3: APPLICATIONS**

The first section, "Corporate Elements," describes how our corporate identity is maintained with consistent use of the Company legal and trade name, the Oval trademark, and the Company slogan.

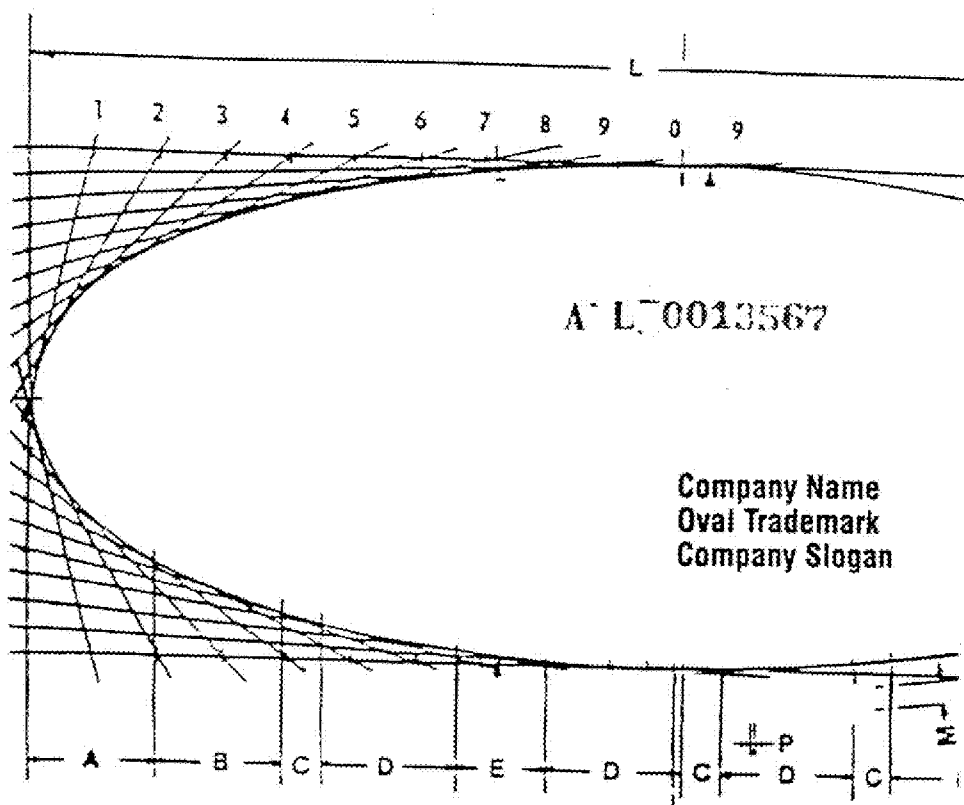
The second section, "Business Elements," presents guidelines in areas related to business units and product trademarks.

The third section discusses "Applications." Specific design considerations are presented for stationery, business cards, publications, product packaging, advertising, labeling, certification programs, electronic communications, equipment, rolling stock, and other items.

Reproduction sheets for both general communications and those specifically required for packaging and labeling are available. See Appendix B.

PART 1

CORPORATE ELEMENTS



CORPORATE ELEMENTS

Du Pont has both a legal name and a trade name. A sharp distinction should always be maintained in the proper choice of the appropriate nomenclature.

LEGAL NAME

The registered legal name of our corporation is:

E. I. du Pont de Nemours and Company

This name is derived from that of its original French owner, E. I. du Pont de Nemours, who established the Company in 1802.

APPROPRIATE USE

The legal name is used on all legal documents, such as contracts, agreements, purchase orders, applications for copyrights, patents, and trademarks, as well as copyright notices.

SPECIFICATIONS

- Always use the lower case "d" when using the legal name of E. I. du Pont de Nemours and Company (unless the entire name is in upper case, as in "E. I. DU PONT DE NEMOURS AND COMPANY").
- Always use a space between "du" and "Pont" and between "de" and "Nemours."
- The first letter of "Pont" and of "Nemours" is always capitalized.
- The word "du Pont" is a proper name and should never be divided at the end of a line.

⊗ Do Not Use

For legal purposes, **do not use:**

Du Pont

EXCEPTION

Du Pont may be used as an abbreviated name following the first occurrence of the legal name in a legal document.

For legal or trade purposes, **do not use:**

- E. I. du Pont de Nemours and Company (**Inc.**)
- E. I. du Pont de Nemours **&** Company
- E. I. du Pont de Nemours and **Co.**

CORPORATE ELEMENTS

Company Name

TRADE NAME

The official trade name or communications name is:

Du Pont

APPROPRIATE USE

The trade name, Du Pont, identifies the business. It is used on all nonlegal communications to the outside world, such as advertisements, promotional communications, technical literature, sales aids, product labels, letterheads, signs, business cards, etc.

SPECIFICATIONS

- Always use the upper case "D" in "Du" when using the trade name "Du Pont."
- Always use a space between "Du" and "Pont."
- Always capitalize the first letter of "Pont."
- The word "Du Pont" is a proper name and should never be divided at the end of a line.
- "DU PONT" may appear in all caps.

⊗ Do Not Use

For nonlegal purposes, **do not use:**

E. I. du Pont de Nemours and Company

CORPORATE ELEMENTS



VALUE OF THE OVAL

As Du Pont's corporate trademark, the Oval trademark is widely recognized throughout the U.S. and around the world and is **the single most valuable symbol of the Company**. It identifies Du Pont as a responsible company with responsible people who develop, manufacture, and market useful, quality products and services. The Oval is the one symbol that distinguishes Du Pont and its products from those of all other companies in the world. The principal significance of this well-known mark is the positive values and images it represents in the mind of the public.

To guarantee the all-important legal protection of the Oval, it is imperative that the corporate trademark always be produced distinctively, accurately, consistently, and in the manner described in this manual.

APPROVAL FOR USE

All departments, licensed subsidiaries and affiliates, authorized distributors, and retailers may use the Oval on specific materials authorized by External Affairs.

The Oval should appear at least once on all printed matter produced for use by Du Pont and its licensed subsidiaries and affiliates. It should appear proudly, prominently, and properly, not only on the Company's products, but also on its advertisements and commercials, product literature, promotional pieces, service bulletins, technical bulletins, signs, posters, billboards, trade show exhibits, correspondence, and business cards.

External Affairs is charged with the responsibility for stimulating prominent use of the Oval by any person intending to produce communications material for Du Pont and all subsidiary companies licensed to use it.

CORPORATE ELEMENTS

Oval Trademark

USE OF THE OVAL

The Du Pont Oval is the corporate trademark of Du Pont and identifies the Company's products and services. It is registered in the United States and in virtually every other country in the world. The Oval has been in continuous use since 1907. Based upon the specific use, the Oval may be shown with or without the legend "REG. U.S. PAT. & TM. OFF." underneath the Oval.

OVAL ON COMMUNICATIONS MATERIALS

The Oval trademark **without** the legend "REG. U.S. PAT. & TM. OFF." should be used on **communications** materials, such as advertisements, promotional communications, sales aids, letterheads, signs, technical literature, business cards, etc. (see reproduction sheets for Communications Materials).



OVAL ON PACKAGING AND LABELING MATERIALS

The Oval trademark **with** the legend "REG. U.S. PAT. & TM. OFF." must be used on **all packaging** and **labeling** materials that originate within the U.S. (for national and international distribution) to ensure commercial and trading protection.



For small labels and packages where the Oval is of a size 1/2" or smaller, making the legend "REG. U.S. PAT. & TM. OFF." illegible, a ® at the upper right-hand corner of the Oval is required (see reproduction sheets for Packaging and Labeling Materials).



For packaging and labeling of products that originate outside the U.S., refer to "Regions Other Than U.S." in Appendix A.

CORPORATE ELEMENTS

DESIGN ELEMENTS

The design elements of the Du Pont Oval are important and must be observed. This logotype must also be used in a way that preserves its official registration with the United States Patent and Trademark Office.

To maintain the integrity of this specific geometric design, corporate standards specify that only official Du Pont reproduction materials may be used when reproducing the Oval. See Appendix B for information on ordering Du Pont reproduction material.

SIX BASIC DESIGN STANDARDS

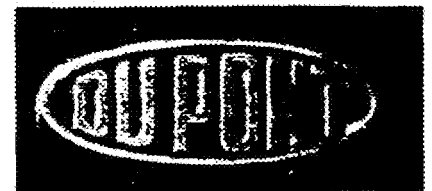
1. SHAPE

The Oval should always be used as a distinctive symbol that represents Du Pont. The Oval is to be used in its entirety and not distorted in any way, even if illustrated.

The Oval may also be produced three-dimensionally, either physically or simulated, as long as the top plane is an exact reproduction of our registered trademark.



or



Always use the official Du Pont Oval reproduction sheets specifically provided for either **communications** materials or **labeling** and **packaging** materials.

2. COLOR

The preferred company color is Pantone® Matching System (PMS) 185 Red. This color may also be reproduced in process colors using a solid magenta and a solid yellow.

CORPORATE ELEMENTS

Oval Trademark

SIX BASIC DESIGN STANDARDS (CONT'D.)

The entire Oval trademark (including the name DU PONT and the oval surrounding the words DU PONT) and the registration legend must be treated as a total entity and reproduced using the same color for each element.

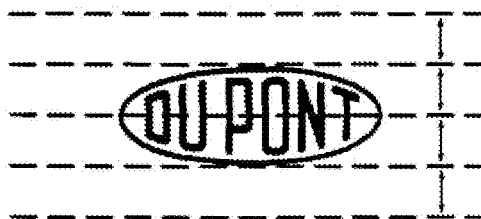
If a business unit, product, or specific campaign has an associated color, the Oval may be produced in a color other than PMS 185 Red. In such cases, the Oval should appear in the same distinctive color.

3. SEPARATION

In order not to confuse or distort the registered elements of the Oval, at least one of the following three methods of separating the Oval from other text and/or graphics may be used:

A. SPACE

A space equal to at least 1/2 the depth of the Oval on all sides should separate the Oval from text and/or other graphics.



EXCEPTION

The Oval may be used with a visually subordinated* line of text below it in the same color when presenting either the Company slogan, a site name, a market segment, or a special Company activity, such as a certification program.



Polymer Products

*Less than 1/2 the depth of the Oval

CORPORATE ELEMENTS

SIX BASIC DESIGN STANDARDS (CONT'D.)

B. POSITION

The Oval may be offset from other text.



CHEMICALS & PIGMENTS
WILMINGTON, DE 19898

C. COLOR

The Oval may be presented in a contrasting color from other text and/or other graphics.



TEFLON®

or



EXCEPTION

Color differentiation is not necessary when one-color printing is used for economical reasons.

4. SIZE

The Oval should be presented in a distinctive size that reflects the distinct and recognizable image of Du Pont.

5. BACKGROUND

The Oval should appear on a uniform background that permits the Oval to be legible.

Right



Wrong



CORPORATE ELEMENTS

Oval Trademark

SIX BASIC DESIGN STANDARDS (CONT'D.)

6. FREQUENCY OF USE

The Oval is a symbol that represents the Company and its products and should not be used as a graphic device. Therefore, the Oval should **not** appear more than once on a page or panel, unless the second use is an illustration of a package or label containing the Oval, or the Oval is in its normal environment in a photograph or illustration.

EXCEPTION

The Du Pont Oval may be used repeatedly as a watermark on Du Pont watermark bond paper, on safety paper for financial conveyances, and with a product trademark to identify continuous rolls of product, such as TYVEK® housewrap.

Refer to the "Applications" section of this manual for detailed information and examples of how to use the Oval trademark in specific application areas. Exceptions to these design guidelines are also covered.

If you would like further clarification, please contact your External Affairs/Marketing Communications representative.

Use only official Du Pont Oval reproduction materials to ensure accuracy of rendition in all uses of the Oval. Appendix B includes information on Oval trademark film masters and information on how to order additional materials.

1

Company Slogan

CORPORATE ELEMENTS

The Company slogan is widely recognized in the markets Du Pont serves, and emphasizes our continuous commitment to quality in the design and value of our products and services. To further strengthen this image, the slogan should be used as frequently as possible.

SLOGAN USED ALONE

The Company slogan may be used alone. When used without the Du Pont Oval, use the Company slogan with the words . . . **from Du Pont** to emphasize the Company name.

Better Things for Better Living . . . from Du Pont

SLOGAN USED WITH DU PONT OVAL

The slogan may be used with the Du Pont Oval. When presented with the Du Pont Oval in the same color, the slogan should appear subordinate to the Du Pont Oval.



or



Better Things for Better Living

**Better Things
for Better Living**

The Oval may be used with the Company slogan in equal weight on one line if they appear in contrasting colors.



Better Things for Better Living

Better Things for Better Living may also be used at the bottom of letterhead stationery that contains the Du Pont Oval.

The Company slogan should not be used when it conflicts with any theme that is being used by a business unit to address a specific market at a specific time.

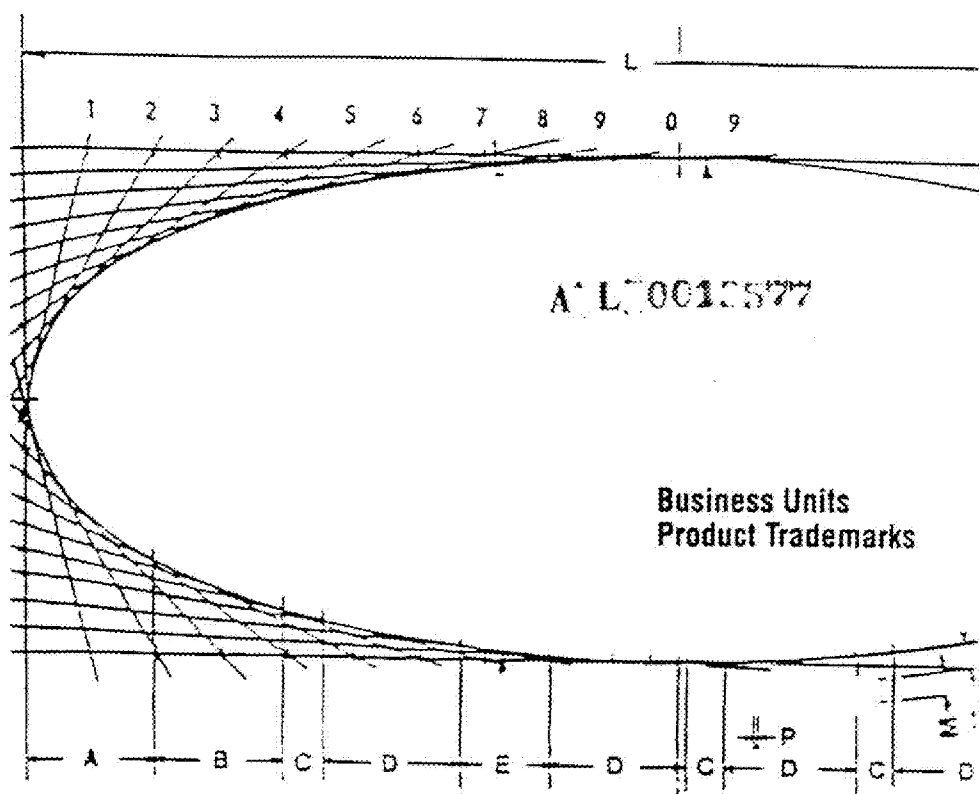
NOTE

The type style of the Company slogan may change to conform with the type style of the communications piece.

Reproduction sheets for the Company slogan are available. See Appendix B.

PART

BUSINESS ELEMENTS



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2

Business Units

BUSINESS ELEMENTS

BUSINESS UNITS

When communicating to the world, it is important to maintain the image of Du Pont as a corporate entity that serves specific markets. To strengthen this emphasis on market focus, the words "department," "division," "section," "group," etc., should not be used as part of the business unit identification in external communications.

APPROPRIATE USE

Communicate business departments of the Company by only using market segments and not the word "department."

Agricultural Products	Imaging Systems
Automotive Products	Information Systems
Central Research and Development	International
Chemicals and Pigments	Legal
Corporate Plans	Marketing Communications
Electronics	Materials and Logistics
Employee Relations	Medical Products
External Affairs	Petrochemicals
Finance	Polymer Products
Fibers	

A market segment may be used with the Company name or the Du Pont Oval (see page 13).

Du Pont Electronics or



BUSINESS ELEMENTS

Product Trademarks

PRODUCT TRADEMARKS

Presently, a trademark is legally defined as:

"Any word, symbol, or device, or any combination thereof adopted and used by a manufacturer to identify goods and distinguish them from those manufactured or sold by others."

To reinforce the fact that our products are produced by Du Pont, it is important to use the word **Du Pont** frequently with trademark identification. This establishes ownership of the trademark and an association of the Company name with the product trademark. For well-known product trademarks, statements such as "Only Du Pont makes LYCRA® spandex" should be used frequently.

APPROPRIATE USE

To indicate that the product trademark is registered, the following registration symbol must be used—preferably at the first appearance of the product's name.

Registration status with ® **Mylar®**

Or registration status with footnote **Mylar***

*Du Pont registered trademark for (generic).

If the product trademark is in the process of being registered, use ™ to notify others that the word, symbol, or device is owned by Du Pont.

Subsequent appearances of the product trademark must be made distinctive by using one of the following:

All capitals: MYLAR

Quotation marks: "Mylar"

Italics: *Mylar*

Bold: **Mylar**

GENERIC NAME

The generic name is the common descriptive name for the class of product. The generic name **must** be used with the trademark at least once, preferably the first time the trademark is used. There may be more than one appropriate generic name for each class.

2

Product Trademarks

BUSINESS ELEMENTS

Trademarks may be used with a noun, other than the generic, when the noun is an item that contains the trademarked product, the Du Pont product relationship is explained, and the supplier of the item is identified. If the generic has not previously been identified, the ® and the generic name should also be included with the description of the noun.

EXAMPLES

When a product is made 100% with a Du Pont product, or nearly so, the product trademark may precede the noun.

Du Pont CORIAN® countertop fabricated by XYZ Company.

Du Pont "Kevlar" gloves from XYZ Company.

Du Pont *Cordura* luggage with leather trim made by XYZ Company.

When a product contains less than 100% of any one ingredient, but all ingredients are identified, the dominant ingredient should be first.

Du Pont ANTRON/LYCRA bathing suits designed and manufactured by XYZ Company.

Suits of Du Pont ANTRON/LYCRA.

Sweatsuits made of 50% Du Pont DACRON® polyester/50% cotton.

When a product contains less than 100% of the Du Pont product, the relationship should be identified.

XYZ Company cookware with Du Pont SILVERSTONE interiors.

XYZ Company umbrella treated with Du Pont **Teflon**® soil and stain repellent.

NOTE

The "Textile Fibers Products Identification Act" imposes special labeling and advertising requirements that must be observed. See your legal advisor for advice.

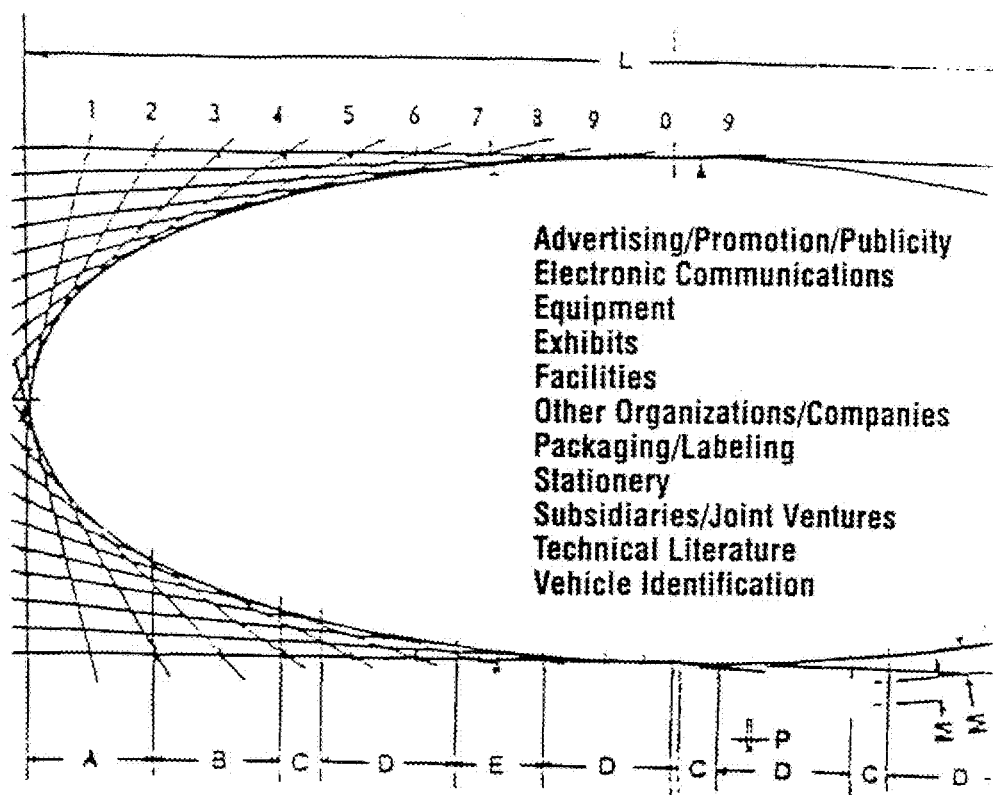
⊗ Do Not Use

Do **not** use a trademark in a possessive, plural, or hyphenated form.

PART

APPLICATIONS

A L 0023581



3

Advertising/ Promotion/ Publicity

APPLICATIONS

Advertising and promotion are the most visual forms of communication to the outside world. It is important to maintain consistency by using the guidelines in this manual.

ADVERTISEMENTS

The Oval is used as a corporate signature of the message.

The Oval as a signature should be the last element and at least 1/2 the depth of the Oval space clear from text copy.

Action steps, such as a response via a telephone number and/or an address, should be contained in the body text and should not follow the Oval signature.



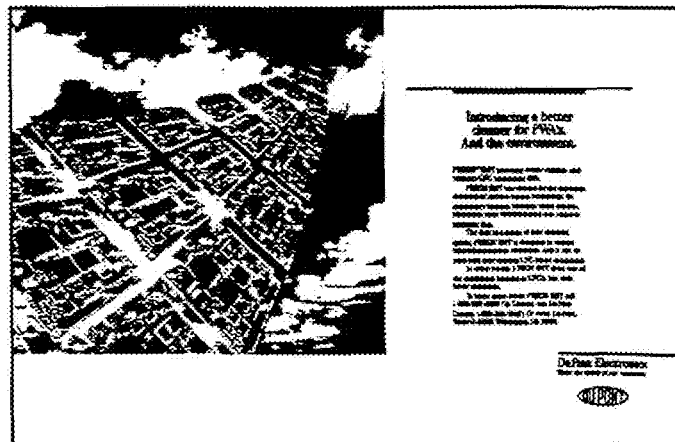
The Oval used with a market segment as a signature should have the market segment subordinated to the Oval.



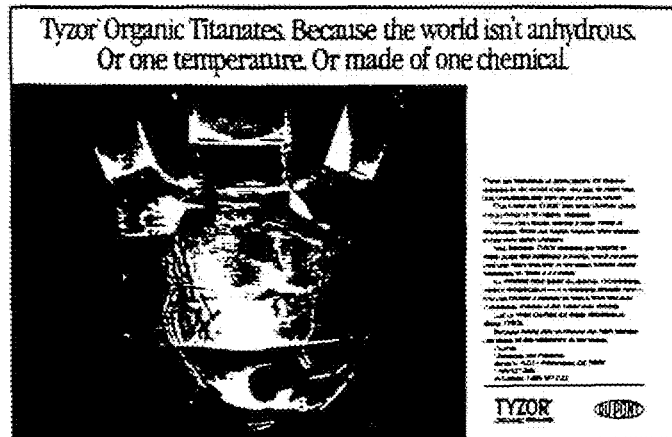
APPLICATIONS

Advertising/ Promotion/ Publicity

The Du Pont market identification and theme line are separate from the Oval signature. The Oval is the last element and should be separated by at least 1/2 the depth of the Oval space clear from the product theme line and other graphics and text.



The Oval used with product identification should have the Oval as the last element and should be separated by at least 1/2 the depth of the Oval space clear from product identification and other text and graphics.



⊗ Do Not Use

Do not use a product trademark below the Du Pont Oval when the Oval is used as a signature.

APPLICATIONS

OUTDOOR ADVERTISING

Both the message and a signature of that message must be short and legible since it must be captured by the audience within a few seconds. The Oval as a signature is the last element and is at least 1/2 the depth of the Oval space clear of all other elements.



AD SPECIALTIES

The Oval may be used on wearing apparel and ad specialties (such as pens, money clips, etc.) if the use is appropriate and in good taste.



APPLICATIONS

Advertising/
Promotion/
Publicity

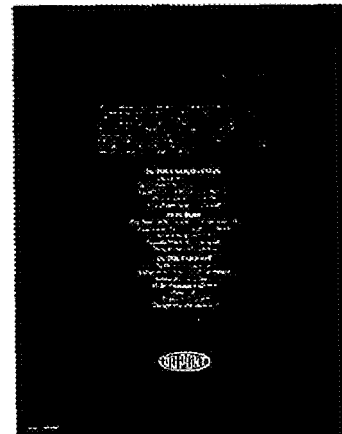
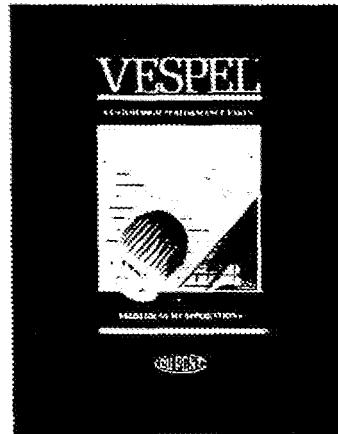
BROCHURES

BROCHURE FRONT COVER

The Oval is shown clear of all other elements by at least 1/2 the depth of the Oval. The communication should distinctively identify that the message is coming from Du Pont.

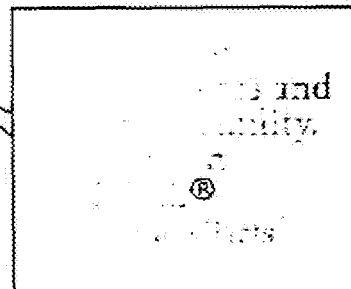
BROCHURE BACK COVER

The Oval, when used as a corporate signature, should be the last element. The Oval should **not** be used with an address when it is used as a signature.



FIRST TEXT PAGE

Even though a trademark is used on the cover with a ® and the generic, it should also be used in this form the first time it is used in the text portion of the brochure.



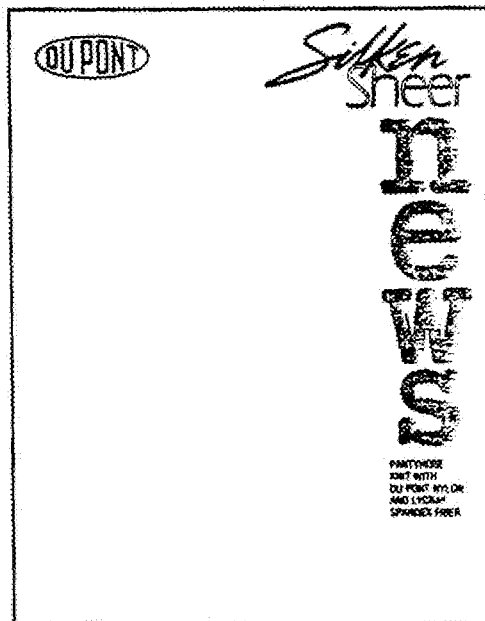
3

Advertising/ Promotion/ Publicity

APPLICATIONS

PROMOTIONAL NEWSLETTERS AND PUBLICATIONS

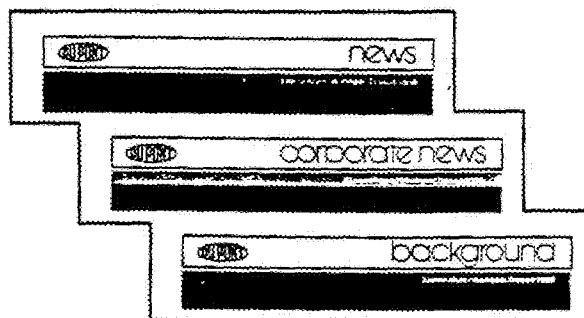
Newsletters and publications for distribution to customers should follow the same standards as promotional materials. The Du Pont Oval should have prominence with the use of color, space, or position.



NEWS RELEASES TO THE MEDIA

News releases to the media should have a consistency that automatically identifies that the information is coming from Du Pont.

The following examples illustrate the standard format for news releases.



APPLICATIONS

Electronic Communications

The use of two- and three-dimensional electronic communications offers the opportunity to expand the public image of the Company using a broader range of communication media than ever before possible. The emphasis on consistency and the correct application of the corporate standards are very important in supporting our products and enhancing our market position.

OVAL

ELECTRONIC DESIGN

⊗ Do Not Use

Do not use a computer graphics program to generate the Du Pont Oval for printed materials. If final copy is created on computer equipment and used for reproduction, the Oval must be stripped in at the printing stage, using reproduction sheets.

ELECTRONIC TRANSMISSION

⊗ Do Not Use

Materials that include the Oval sent by electronic transmission should not be used for reproduction unless the final product exactly matches our stock reproduction sheets.

BROADCAST MEDIA, FILM, AND VIDEOTAPE

⊗ Do Not Use

The Du Pont Oval used in motion should not have a distorted view frozen for more than a second in duration.

Do not have multiple Ovals on one screen.

PRODUCT TRADEMARKS

ELECTRONIC PUBLISHING

Always present the product trademark distinctively. Follow the trademark with the ® and the generic at least once on every document, preferably the first time the product trademark is used.

3

APPLICATIONS

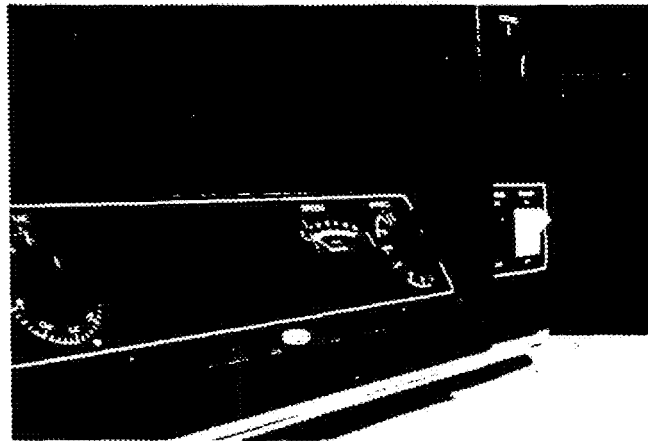
Equipment

The standards presented in this manual also apply to equipment. The Du Pont Oval should be distinctive and separated from other elements with the use of either color or space.

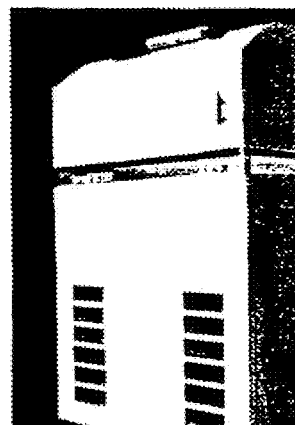
NOTE

The **packaging** of the equipment must contain the Du Pont Oval **with** the legend "REG. U.S. PAT. & TM. OFF." However, the **equipment** should contain the Du Pont Oval **without** the legend.

COLOR



SPACE

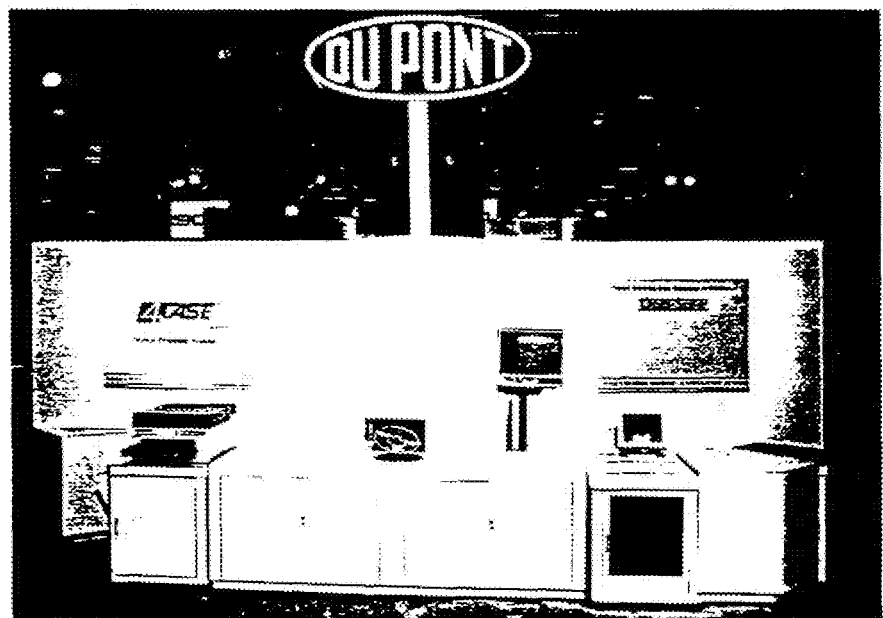


APPLICATIONS

Exhibits

The Oval should be high, large, legible, and visible from all sides for fast and easy access to the Du Pont booth. The position of the Oval should maximize the space available and be approved by show management.

The Oval may appear more than once on one side of an exhibit if each Oval is on a separate plane or if the side is long enough that you can see only one of the Ovals when standing in front of it and from a distance of six feet.



3

Facilities

APPLICATIONS

Facilities have a constant visual exposure to the public and can strongly influence our corporate image. It is very important that all signs be symbols of a proud Company.

OUTDOOR FACILITIES MARKING

These markings should be generic to emphasize the total offering of the Company, not just a company identified with a particular market segment.

Use the Oval by itself or with the site identified.

The site identification must be subservient to the Oval.



or



The address may be used, when necessary, in a contrasting color.

⊘ Do Not Use

The Oval and market segment should not be used on the outside of the facility.

Other symbols should not be used on the outside of the facility.

INDOOR FACILITIES MARKING

These markings should direct people with market segment interest, where appropriate, and may start with the front door.

Use the Oval by itself or with the market segment identified.

The market segment must be subservient to the Oval.



or



APPLICATIONS

Other Organizations/ Companies

The use of the Du Pont Oval by other organizations must be approved by External Affairs/Marketing Communications. The Oval may only be used when its use indisputably represents Du Pont. Approved uses include the following:

Non-Du Pont Advertising and Editorial

The Oval may be used when it represents Du Pont equally among the competition of other major corporations.

RANK
59

Wilmington, Del.
ADVERTISING: \$149.7 MILLION

	1987	1986	%chg
Worldwide			
Sales	50,468	47,148	12.2
Earnings	1,786	1,538	16.1
U.S.			
Sales	20,796	18,758	10.9
Operating income	1,418	1,147	23.6
Division sales			
Biomedical prods	1,266	1,150	10.1
Indust. cores, prods	3,284	2,279	43.7
Fibers	5,261	4,786	9.9
Polymer prods	3,811	3,657	4.2
Chemicals	3,979	5,596	17.2
Petro exploration	2,006	1,926	4.2

Spending on LYCRA® spends more than doubled to \$10 million in 1987, according to SAE/INA. LYCRA is promoted in ads for undergarments, hosiery and bathing suits from manufacturers such as Maidenform and No Nonsense. Spending on carpeting and apparel of ANTRON® nylon fibers dropped 50% to \$2.2 million. General fibers drew \$2.5 million - almost exclusively in magazines - down 20.9%.

Aside from fiber advertising, spending in several categories declined. These include TEFLON® soil and stain repellent down 19.3% to \$4.25 million; cookware made with SILVERSTONE® nonstick finish dropping 41% to \$2.6 million and firearms and ammunition by Remington down 28% to \$473,000. However, general promotion of Du Pont accounted for \$11.6 million in spending, up 108%.

During 1987, Du Pont continued to move business from its core agencies into small, regional shops.

PROGRAMS WITH NONPROFIT AND EDUCATIONAL ORGANIZATIONS

The Oval may be used when it provides a positive, proud recognition for Du Pont being involved in grants or cooperative efforts with nonprofit and educational organizations.

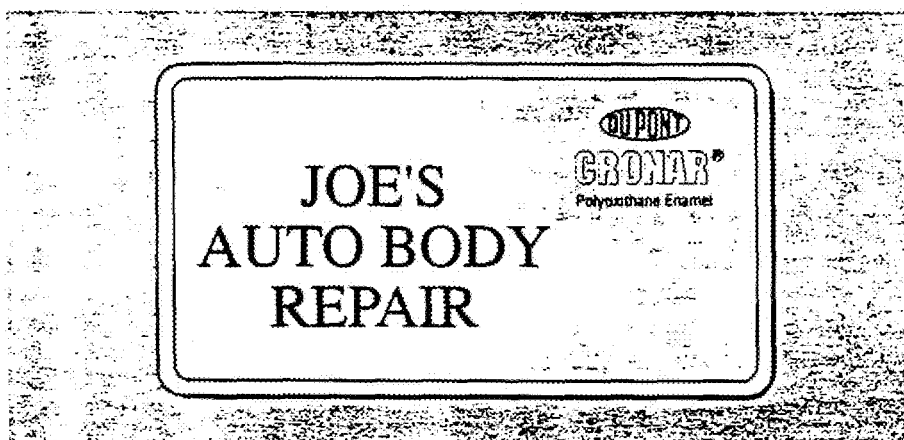


APPLICATIONS

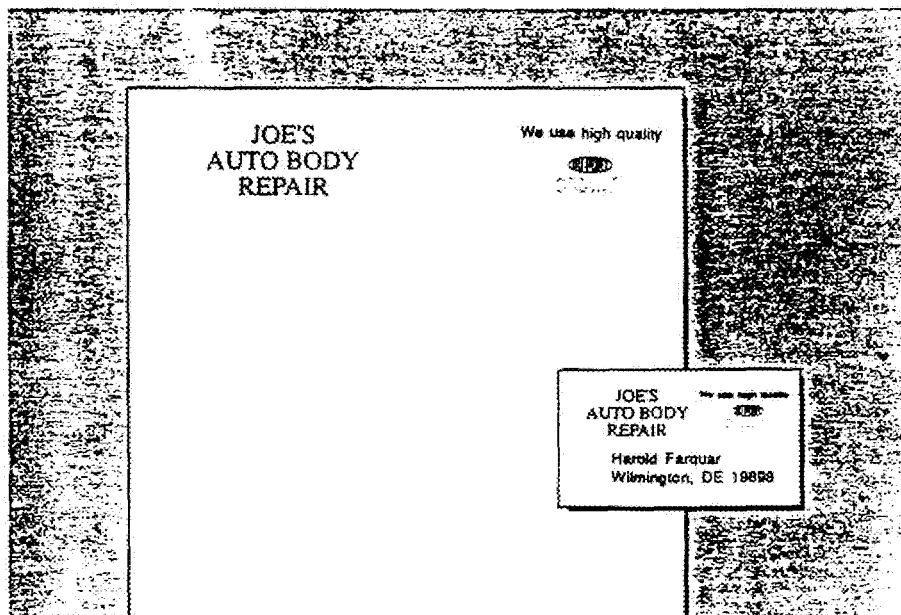
RETAILERS/DISTRIBUTORS

The Du Pont Oval may be used by retailers and distributors who have an established, contractual business relationship with Du Pont to sell Du Pont products in their original form and/or package when the use will provide an incentive for customers to buy. Retailer or distributor identification must be dominant.

SIGNAGE



LETTERHEAD/BUSINESS CARDS



APPLICATIONS

Other Organizations/ Companies

When retailers and distributors use the Oval, it is to be closely related to a Du Pont product. Therefore, the Oval should appear close to the Du Pont product trademark, but in a contrasting color to preserve its distinctiveness. The unit of the Oval and trademark may not be used as a signature for printed material. Also, the product trademark should be dominant to the Oval. Reproduction sheets should be provided to maintain consistency.

The product trademark must be used with an * and the statement, **Du Pont registered trademark for (generic)**, as shown below.

EXCEPTION

For hangtags or items printed in masses that determine two colors impractical because of cost considerations or registration of color in the printing process, the Oval may be the same color as the product trademark. Authorization by External Affairs/Marketing Communications should be obtained.

LABELS/HANGTAGS



NOTE

Since this is not a Du Pont product label, but identifies the Du Pont ingredient product used in the manufactured product, the communications version of the Oval **without** the legend "REG. U.S. PAT. & TM. OFF." is used.

APPLICATIONS


IMPRINTED LITERATURE

The Du Pont Oval may be used on promotional literature dedicated to a Du Pont product that is produced or approved by External Affairs/Marketing Communications.



RETAIL ADVERTISEMENTS AND PROMOTION

Du Pont product labels or packages may be used to identify a product in an advertisement and in promotional literature.



Cabela's Stren® \$2, \$3 and \$4 Bucks Rebate

When you order a fresh spool of premium STREN monofilament, you will receive a Cabela's Bucks Rebate Coupon, "good-as-cash" toward your next order from Cabela's catalogue. Use your Cabela's Bucks by Dec. 31 to take advantage of this fantastic offer.

Reel Fil spool	\$2 Cabela's Bucks
500 Yard spool	\$3 Cabela's Bucks
2400 Yard spool	\$4 Cabela's Bucks

DUPONT Stren® Monofilament

A technical breakthrough in monofilament research has created a new STREN with a durability and toughness which must be experienced to be believed. It still has the same high standards in casting, knot strength, stretch, tensile strength, shock resistance and velocity, but more durability and abrasion resistance than other leading monofilament lines, wet or dry. Gives high visibility to fishermen, low visibility to fish through its exclusive fluorescent characteristics. Clear, blue and golden.

APPLICATIONS

**Other
Organizations/
Companies**

YELLOW PAGES ADVERTISEMENTS

The Du Pont Oval may be used in a Yellow Pages advertisement as long as it is related to a Du Pont product trademark.

SHRINK PACKAGING

We use high quality



CLYSAR®

SHRINK FILM

ABC Packaging Corp.

123 Main Street, Anytown, USA

123-4567

CORIAN PRODUCTS BY DU PONT

"Solid Beauty That Lasts"
for

- Kitchen Countertops
& Sinks
- Bath Vanity Tops/Bowls
- Tub & Shower Walls
- Custom Applications



FOR MORE INFORMATION CALL:

LIVINGWELL CABINETS

101 Esplande Avenue, Newark, DE.....555-2110

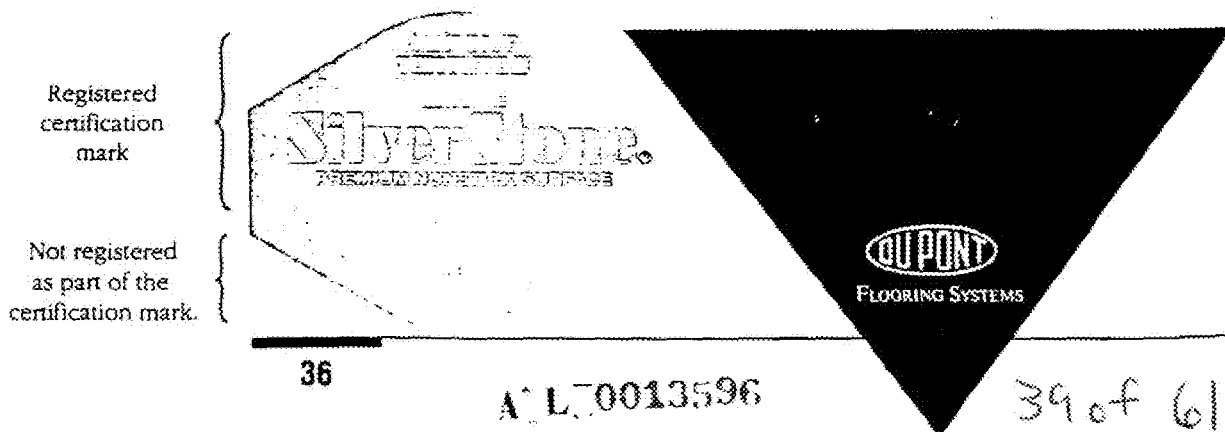
APPLICATIONS

CERTIFICATION MARK PROGRAMS

U.S. REGION LEGAL REQUIREMENTS

1. Do not use the Du Pont Oval as a part of the certification mark because the Du Pont Oval represents products made by Du Pont, not products made by others and certified by Du Pont.
2. Use a distinctive design or logotype for the certification mark. Use a distinctive color to the extent possible.
3. Use the words "Du Pont Approved," "Du Pont Certified," "Du Pont Tested," or other terms establishing Du Pont's role.
4. Identify the feature or construction that is approved or certified.
5. If a product trademark is used as part of a certification mark, maintain a difference recognizable by the purchasers of the certified goods between the goods sold by Du Pont and the Du Pont certification activity.
6. Adjacent appropriate use of the Du Pont Oval to identify ingredient products or the nature of the activity is not objectionable: i.e., the Oval used in conjunction with a certification mark may include the market segment or identification of the certification program. If a Du Pont product(s), e.g., carpet fibers, is identified with the Du Pont Oval, it should be preceded by the word "contains."
7. Adjacent uses of a certification mark and the Du Pont Oval should be approved in advance by External Affairs and departmental legal representatives servicing the business unit or activity. Also maintain the separate identity of the certification mark and the Du Pont Oval by following the Du Pont Oval design standards for both color and separation on pages 13 and 14 of this manual.

The following examples show the Du Pont Oval used with, not within, a Du Pont certification mark. There should be no printed border enclosing the certification mark and the Du Pont Oval.



Packaging/ Labeling

OVAL STANDARDS

The Du Pont Oval is separated from text by using contrasting colors.

**NET 410 lb
185 kg**

2-ETHYLHEXYL METHACRYLATE MONOMER

WARNING:

FLAMMABLE, REACTIVE MONOMER
 - IRRITANT TO SKIN AND EYES, HARMFUL IF SWALLOWED
 - CORROSIVE TO METALS
 - CONTAINS HAZARDOUS POLYMERIZATION INHIBITORS
 - CONTAINS METHYL METHACRYLATE
 - CONTAINS 2-ETHYLHEXYL METHACRYLATE

PRECAUTIONS:
 - Avoid contact with skin and eyes.
 - Avoid contact with metal surfaces.
 - Avoid contact with open flame or other sources of ignition.
 - Avoid contact with oxidizing agents.
 - Avoid contact with strong acids and bases.
 - Avoid contact with strong oxidizing agents.
 - Avoid contact with strong reducing agents.
 - Avoid contact with strong acids and bases.
 - Avoid contact with strong oxidizing agents.
 - Avoid contact with strong reducing agents.

FIRST AID:
 - In case of contact, immediately wash with water.
 - In case of contact with eyes, immediately wash with water for at least 15 minutes.
 - In case of contact with skin, immediately wash with water for at least 15 minutes.
 - In case of contact with clothing, immediately remove clothing and wash with water for at least 15 minutes.

SPILL OR LEAK:
 - Immediately isolate the area and remove all personnel.
 - Notify the appropriate authorities.
 - Notify the appropriate authorities.
 - Notify the appropriate authorities.
 - Notify the appropriate authorities.
 - Notify the appropriate authorities.
 - Notify the appropriate authorities.
 - Notify the appropriate authorities.
 - Notify the appropriate authorities.
 - Notify the appropriate authorities.
 - Notify the appropriate authorities.

FIRES:
 - May form explosive peroxides.
 - May form explosive peroxides.
 - May form explosive peroxides.
 - May form explosive peroxides.
 - May form explosive peroxides.
 - May form explosive peroxides.
 - May form explosive peroxides.
 - May form explosive peroxides.
 - May form explosive peroxides.
 - May form explosive peroxides.

CAUTION:

Some distributors may
 contain residual monomer. Do not
 use in the presence of
 open flame or other
 sources of ignition.
 Polymerization may occur
 after removal of inhibitor.

GROUND ORIGIN TO RECEIVING CONTAINER TO PREVENT STATIC SPARK

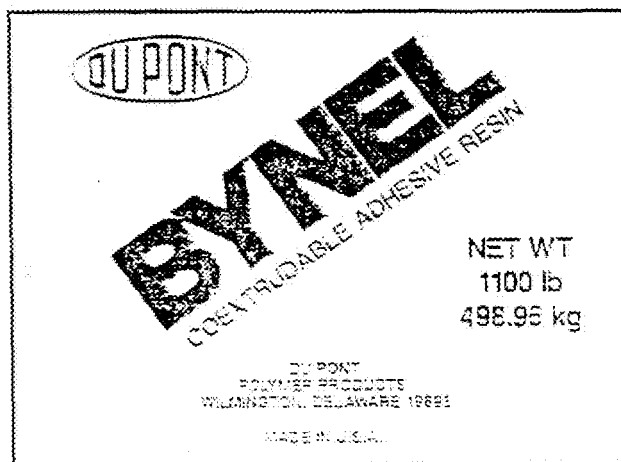
TYPE

LOT NO.

DU PONT • SPECIALTY PRODUCTS • WILMINGTON, DELAWARE 19880 • (800) 441-7515

APPLICATIONS

The Du Pont Oval is separated from text by using space equal to 1/2 the depth of the Oval.



The Du Pont Oval is separated from text by using contrasting colors.

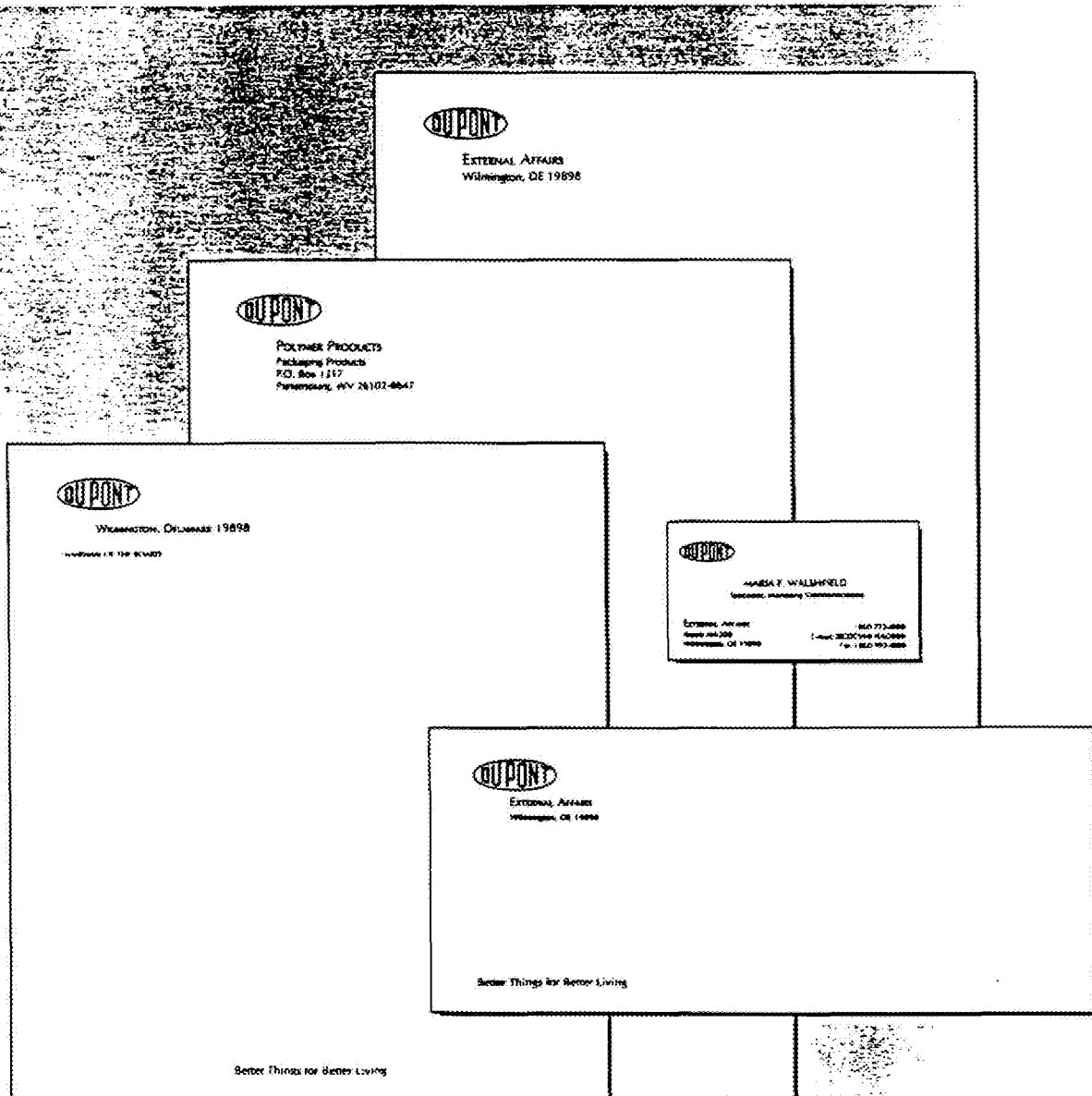


APPLICATIONS

Stationery

Stationery represents the Du Pont image to the thousands of people and organizations we do business with every day. Consistency in its design and printing standards will help our correspondence make an attractive, businesslike impression. "Optima" is the name of the type style in the following examples.

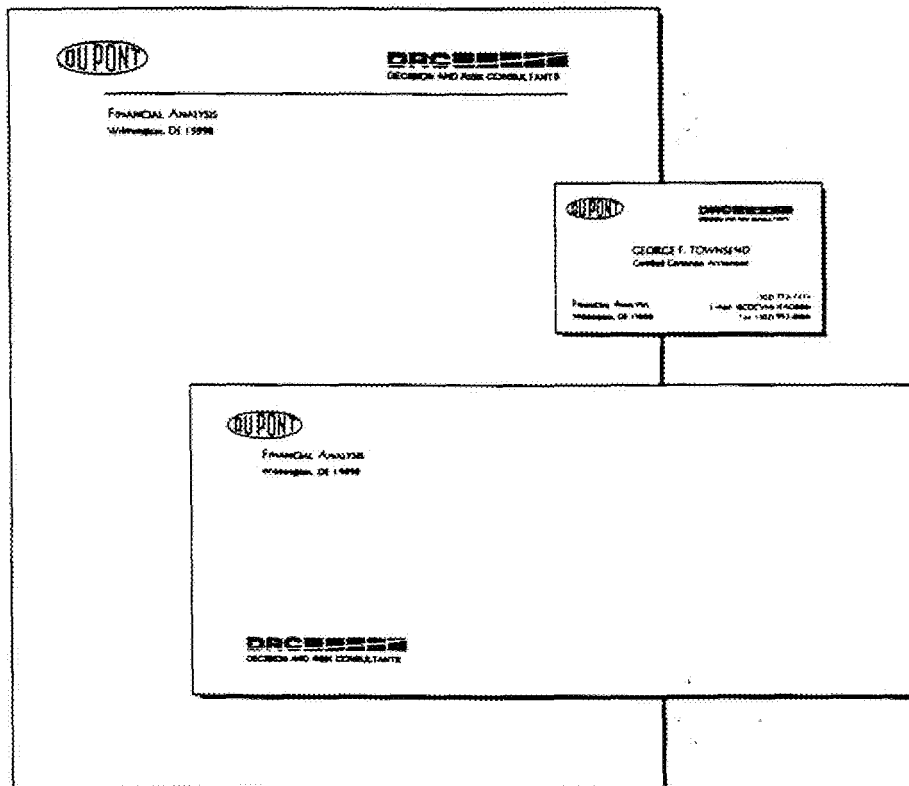
STANDARD FORMAT



APPLICATIONS

STANDARD FORMAT WITH PRODUCT IDENTIFICATION/THEME

When a business unit or product has a specific theme or product logo for a specific period of time, it may be used with the corporate identity in the following way. Be sure the design does not overpower the corporate identity. A prominent emphasis on the Du Pont Oval will provide a feeling of importance to this communication.



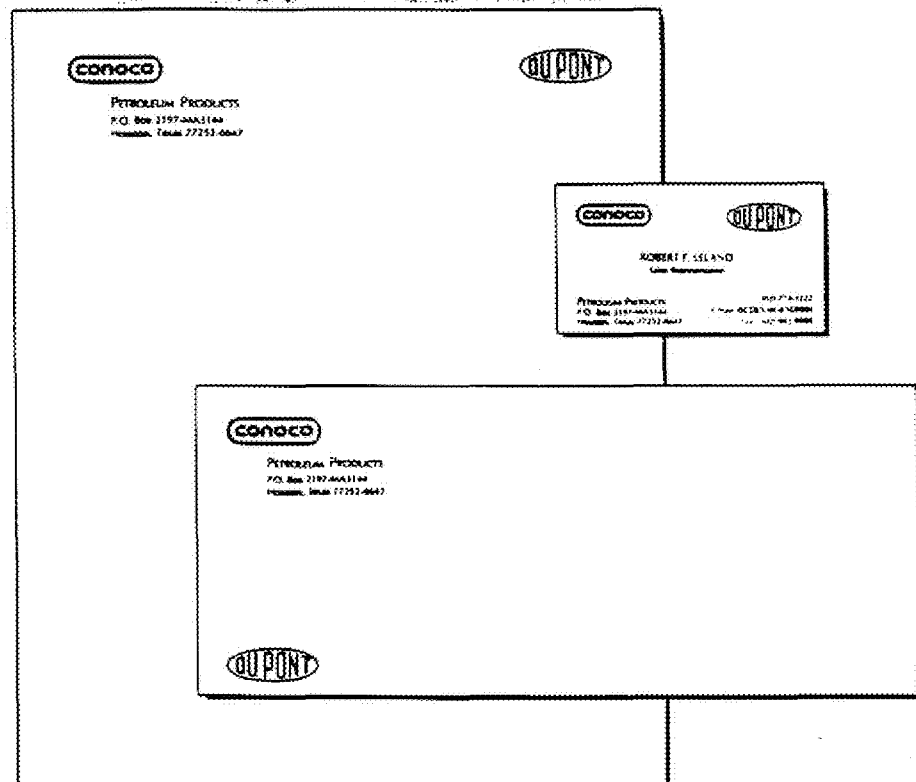
APPLICATIONS

Subsidiaries/ Joint Ventures

STANDARD FORMAT FOR SUBSIDIARIES

The logotypes of the subsidiaries are to be protected by following the same standards presented in this manual that cover the Du Pont Oval.

The Du Pont Oval should be of equal weight to the subsidiary's logotype and positioned in the upper right corner of the letterhead and business card.



3

Subsidiaries/ Joint Ventures

APPLICATIONS

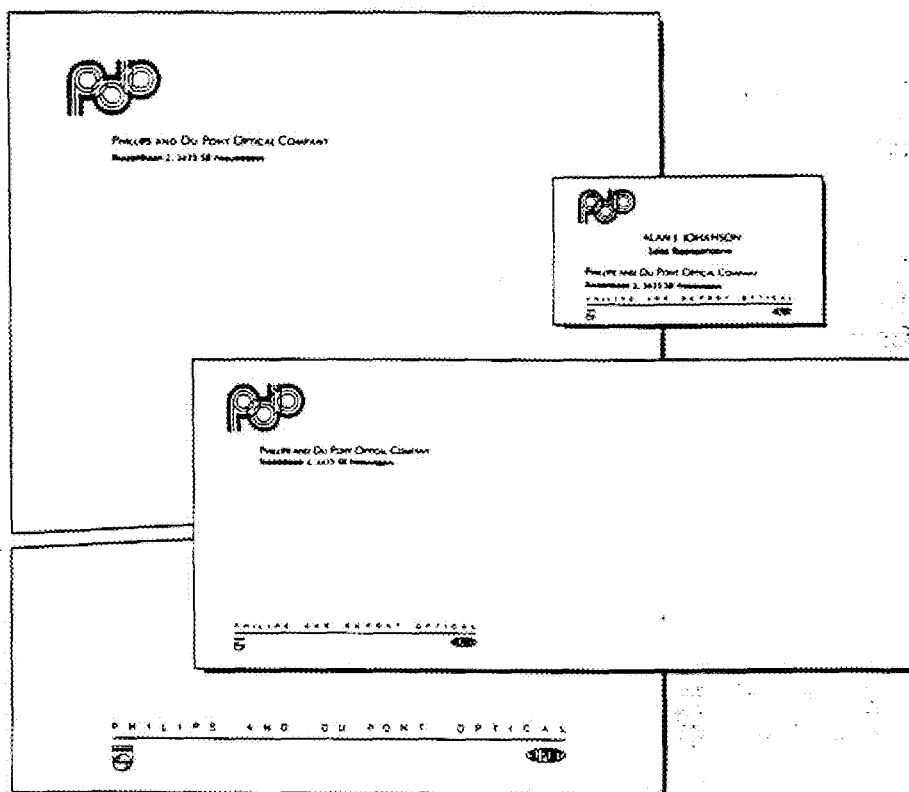
STANDARD FORMAT FOR JOINT VENTURES

Since Du Pont may not control the use of all trademarks involved in a joint venture, the following is a suggested use of the logotype of the joint venture, the other parent company, and Du Pont.

The name of a joint venture should include words that identify the product offering.

⊗ Do Not Use

The logo of the joint venture should never take the shape of an oval.



APPLICATIONS

Technical Literature

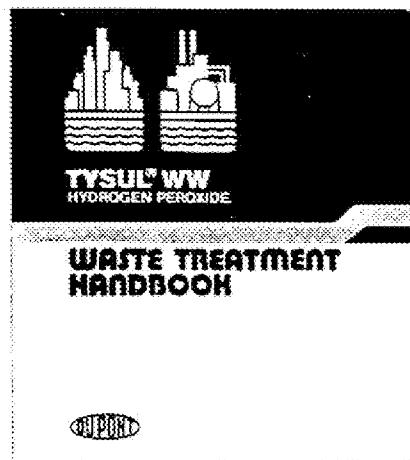
Technical publications share the common elements of the corporate identity program and should always communicate information with a simple, clear design.

Standards presented in this manual are demonstrated in the following examples.

TECHNICAL MANUALS

The Oval is shown clear of all other elements by at least 1/2 the depth of the Oval. The communication should distinctively identify that the message is coming from Du Pont.

BINDER



Cover



3" Spine



1" Spine


FIRST TEXT PAGE

Even though a trademark is used on a cover with a ® and the generic, it should also be used in this form the first time it is used in the text portion of the manual.

APPLICATIONS

SPECIFICATION SHEETS/PRICE LISTS

The Oval is shown clear of all other elements by at least 1/2 the depth of the Oval.

<div>  <div> <p>PRICE LIST INDUSTRIAL COATINGS</p> <p>TEFLON® Teflon® Teflon®-C Teflon®-E</p> </div> </div>			
Product description	UNIT WEIGHTS (lb./sq. ft.)		Minimum orders
Product	1 mil	2 mil	1 mil 2 mil 3 mil
TEFLON®	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-C	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-E	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-F	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-G	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-H	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-I	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-J	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-K	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-L	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-M	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-N	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-O	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-P	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-Q	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-R	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-S	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-T	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-U	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-V	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-W	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-X	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-Y	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-Z	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AA	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AB	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AC	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AD	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AE	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AF	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AG	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AH	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AI	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AJ	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AK	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AL	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AM	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AN	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AO	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AP	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AQ	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AR	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AS	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AT	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AU	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AV	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AW	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AX	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AY	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-AZ	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BA	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BB	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BC	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BD	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BE	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BF	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BG	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BH	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BI	1.0000	2.0000	1.0000 2.0000 3.0000
TEFLON®-BJ	1.0000	2.0000	1.0000 2.0000 3.0000

TECHNICAL BULLETINS

The Oval is shown close to a product trademark in the same color and in an offset position.

[illegible]

APPLICATIONS

Vehicle Identification

Trucks, vans, and other company vehicles are an important form of advertising with major exposure to the public every day. The Du Pont corporate image is strengthened when the design elements already mentioned are presented advantageously on these large viewing surfaces in a consistent and well-maintained display.

The Du Pont Oval, with or without the Company slogan, with or without market segments identified, and with or without the Du Pont product information telephone number, may be used on all multipurpose vehicles.

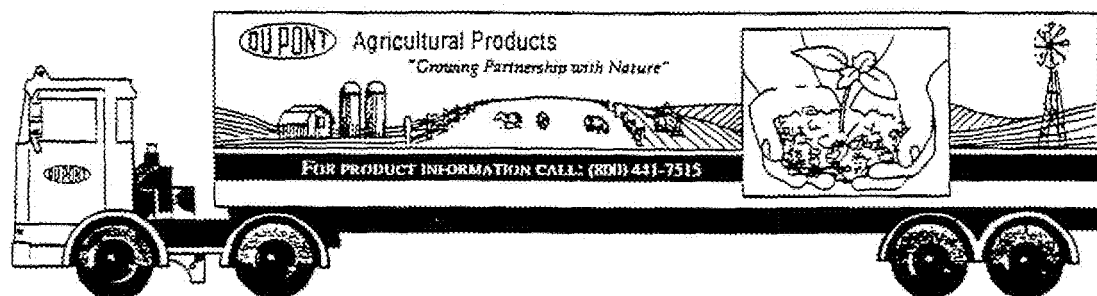
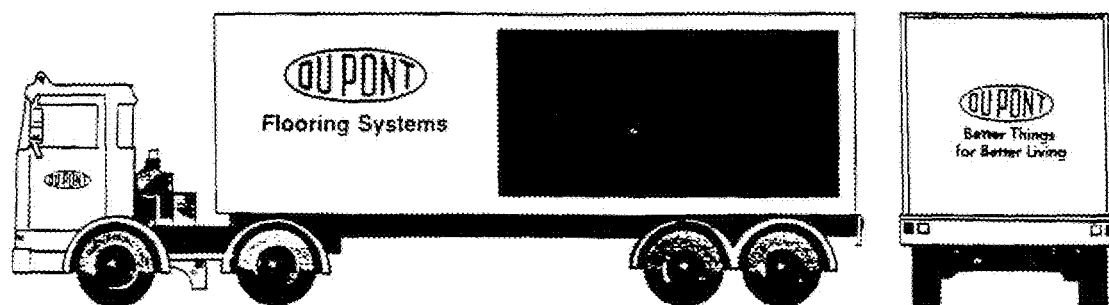


3

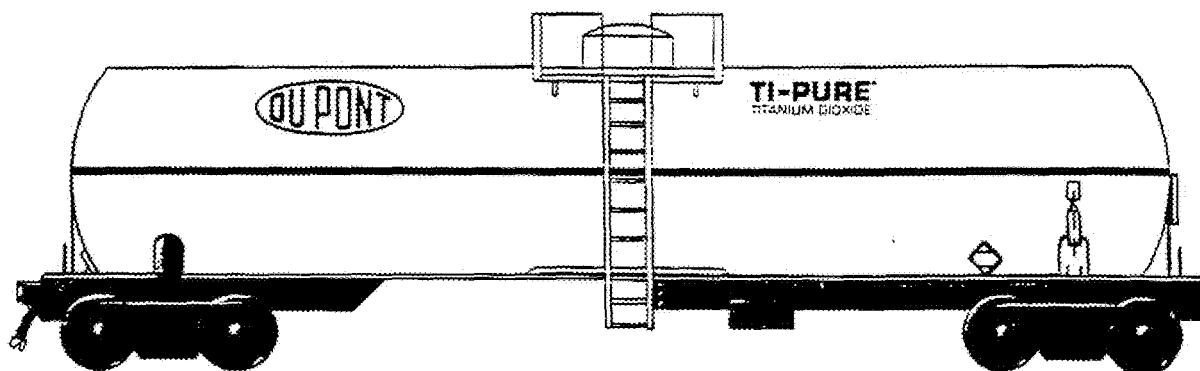
Vehicle Identification

APPLICATIONS

The Du Pont Oval, with or without market segment, and product trademarks, certification marks, or public affairs messages that are recognized by mass markets may be applied to multipurpose vehicles.

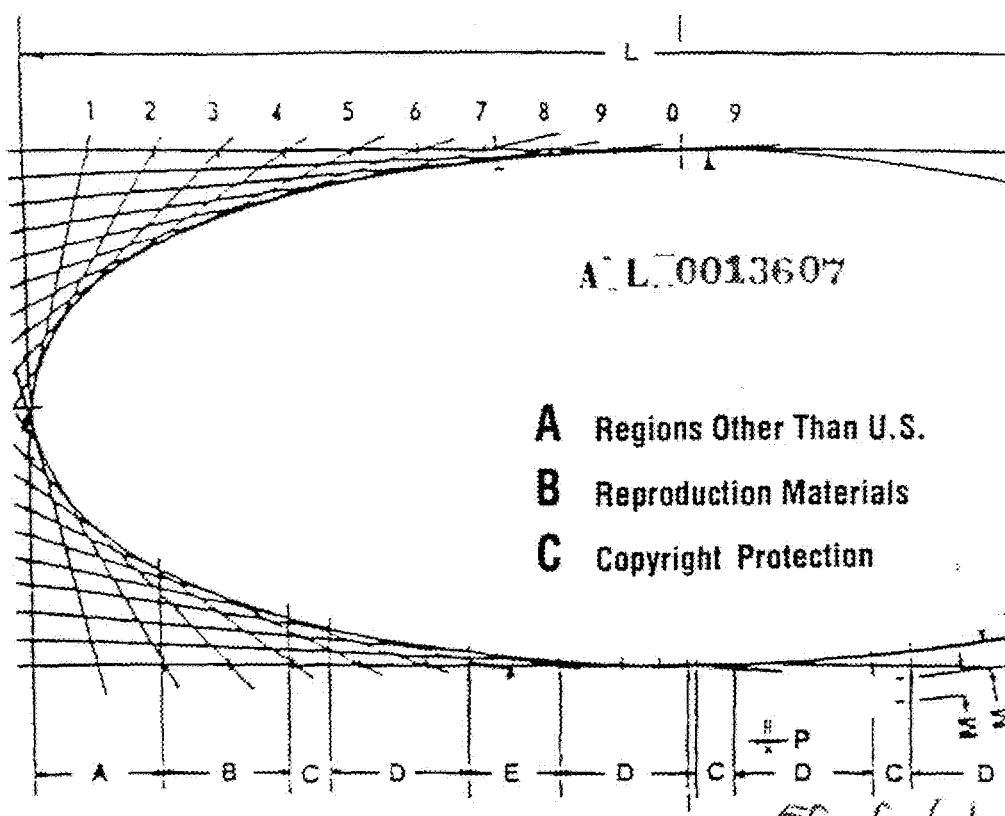


Industrial products may be identified if the vehicle is dedicated to that product and there is value in having our customer see the product name at the point of delivery.



All identification elements should be applied directly to the surface of the vehicle. Use only precisely reproduced materials for consistency. See Appendix B.

APPENDIX



APPENDIX A

REGIONS OTHER THAN U.S.

Various regions of the world have requirements for the Company name and the Du Pont Oval that differ from those presented in this manual. There should be a concerted effort to distinguish between the legal name and the communications or trade name. In order to be recognized as one worldwide company, the trade name in each region, if legally possible, should be **Du Pont**.

The Du Pont Oval should show appropriate registration status where it is legally necessary for either communications materials or packaging and labeling materials.

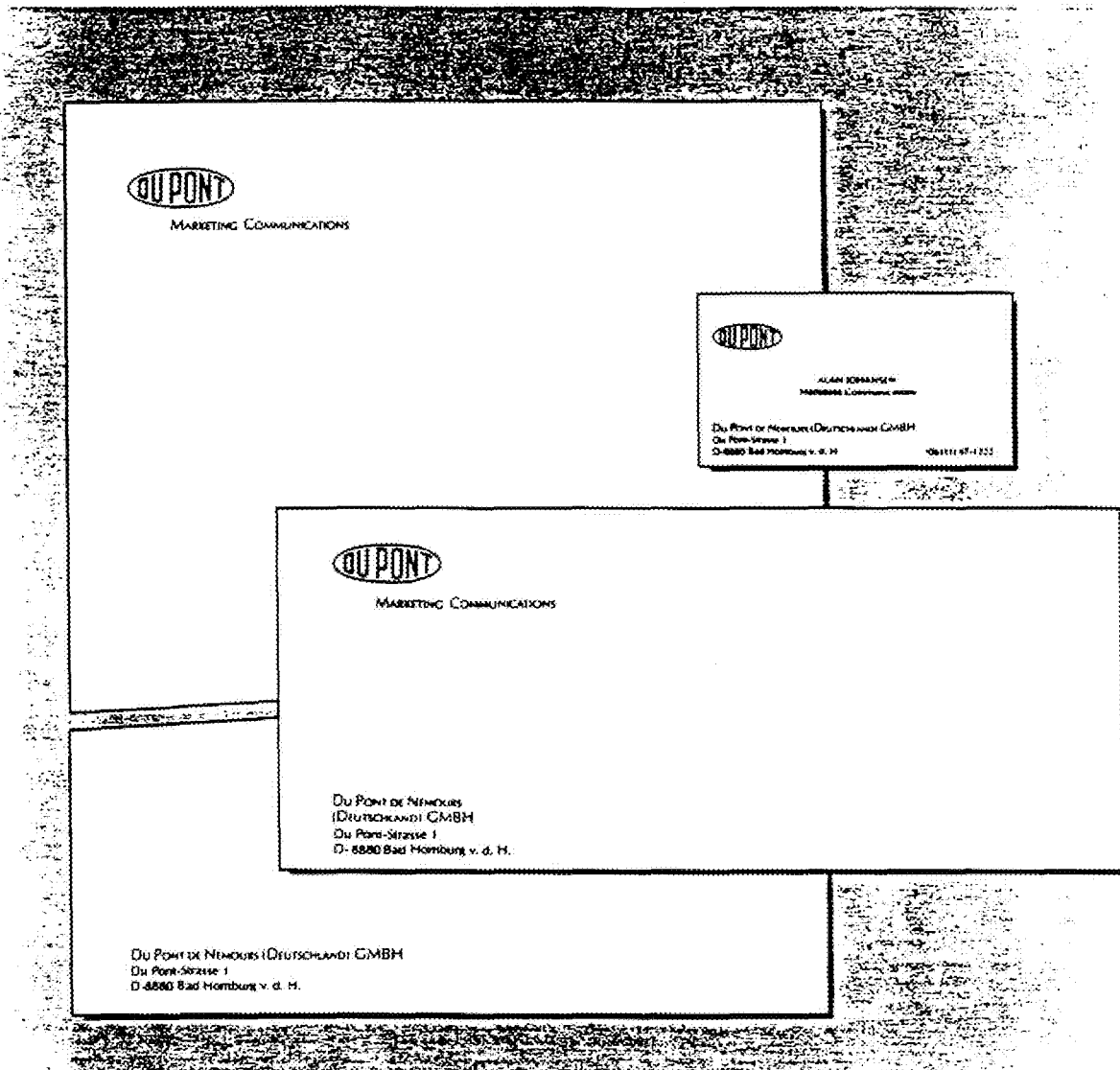
OVAL USED BY OTHER ORGANIZATIONS

The Oval may be used by sellers or resellers outside the United States if it is registered in the country or countries where the Oval will be used. If the Oval is not registered for the goods sold by the seller or reseller, the Oval may be used only if the seller or reseller enters into a license agreement recognizing Du Pont's ownership of the Oval, and agrees to use the Oval in a manner approved by Du Pont.

APPENDIX A

STATIONERY

The following example demonstrates a design for stationery in regions where the registered subsidiary name is legally required on all communications.



APPENDIX B

REPRODUCTION MATERIALS

To save time and to ensure accuracy of rendition in all uses of the Oval, reproduction material in the form of reproduction sheets is provided for artists, plate makers, printers, sign painters, etc.

Film masters are also provided at a nominal charge for the Du Pont Oval in various sizes from 1/2" to 18", as well as in metrics. The code numbers and sizes of reproduction sheets are listed below:

Code Number	Size	Usage
Stock reproduction sheets of Du Pont Oval		
H-19701	1/2" to 4" (1.25 cm to 10 cm)	For use on communications materials
H-19702	5", 6", 8" (12.5 cm, 15 cm, 20 cm)	For use on communications materials
H-19703	8" (20 cm)	For use on fabricated and painted signs
H-19704	1/2" to 4" (1.25 cm to 10 cm)	For use on packaging and labeling
H-19705	5", 6", 8" (12.5 cm, 15 cm, 20 cm)	For use on packaging and labeling
Stock reproduction sheets of Company Slogan		
H-19706	Assorted	For use on communications materials
Film masters of Du Pont Oval		
H-19707	1/2" to 4" (1.25 cm to 10 cm)	For use on communications materials
H-19708	5", 6", 8" (12.5 cm, 15 cm, 20 cm)	For use on communications materials
H-19709	12" (30 cm)	For use on communications materials
H-19710	18" (45 cm)	For use on communications materials
H-19711	1/2" to 4" (1.25 cm to 10 cm)	For use on packaging and labeling
H-19712	5", 6", 8" (12.5 cm, 15 cm, 20 cm)	For use on packaging and labeling
H-19713	12" (30 cm)	For use on packaging and labeling
H-19714	18" (45 cm)	For use on packaging and labeling

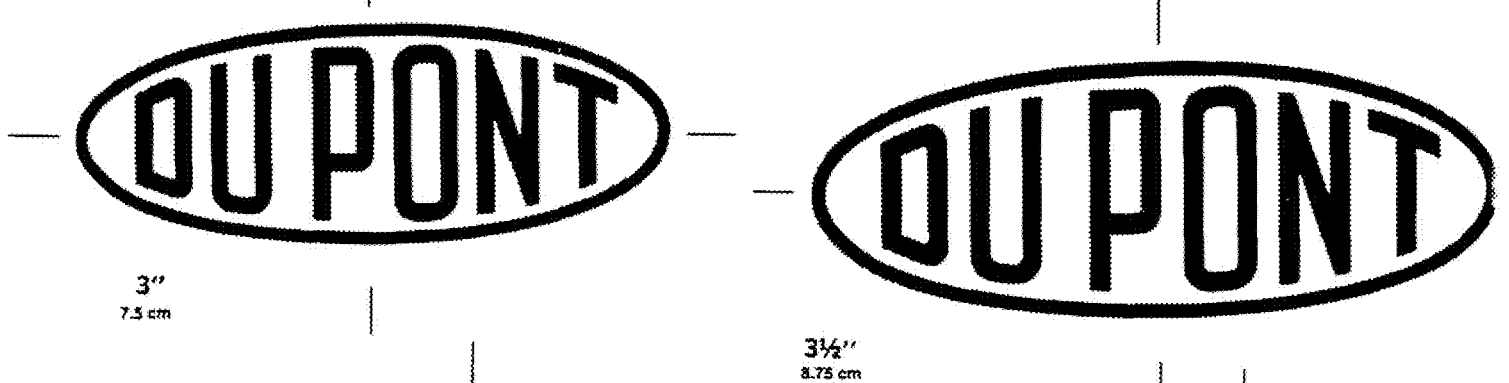
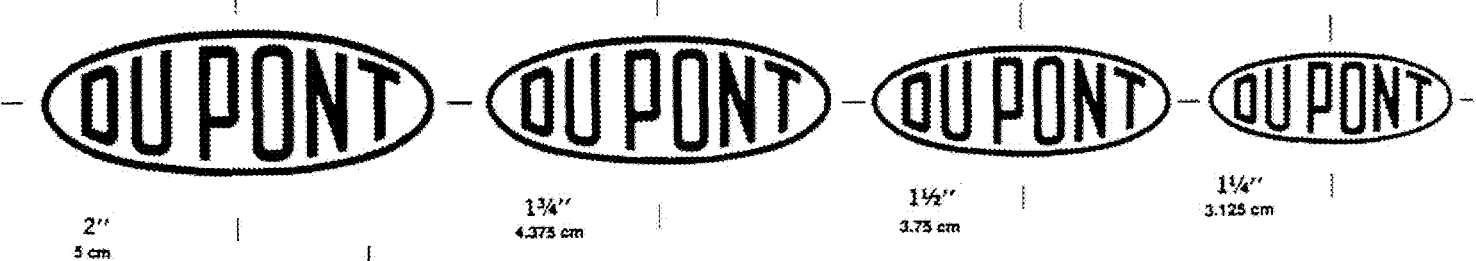
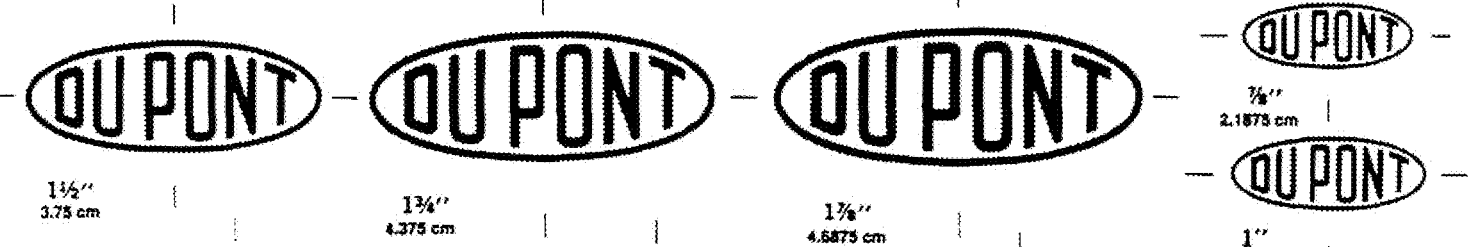
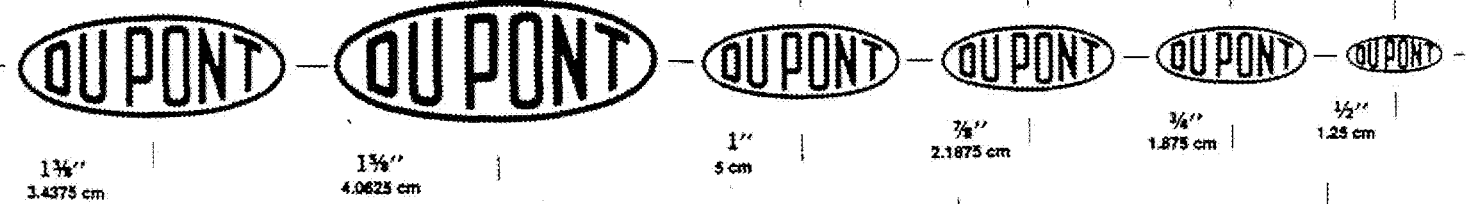
OPTIONS FOR ORDERING

- Complete a G-352 stationery and forms requisition form and send to Du Pont, Stationery and Forms, Eden Park, Wilmington, DE 19898.
- Call order desk: (302) 774-4444.
- Fax order: (302) 774-5643. The voice contact number is (302) 774-8004.

Do not enlarge for odd sizes • Reduce the next larger Oval • See page 50 for ordering information

Du Pont • Stationery and Forms • Eden Park • Wilmington, DE 19898 • (302) 774-4444

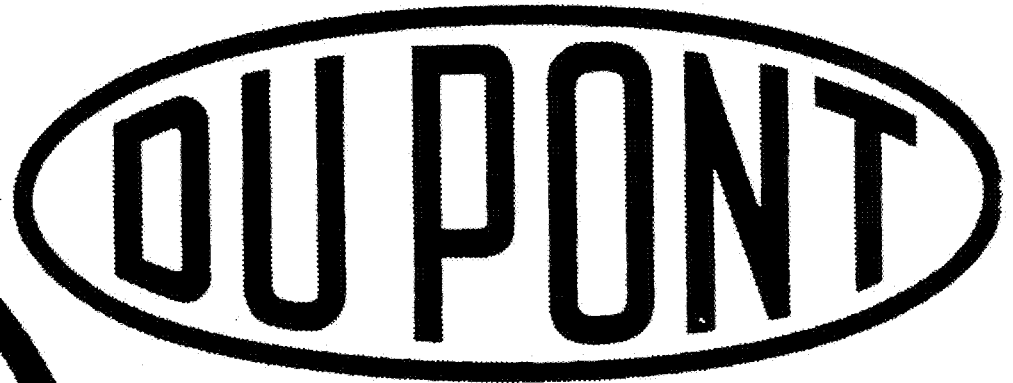
Refer to the *Corporate Identity* manual for correct usage of the Du Pont Oval.



Do not enlarge for odd sizes • Reduce the next larger Oval • See page 50 for ordering information

Du Pont • Stationery and Forms • Eden Park • Wilmington, DE 19898 • (302) 774-4444

Refer to the *Corporate Identity* manual for correct usage of the Du Pont Oval.

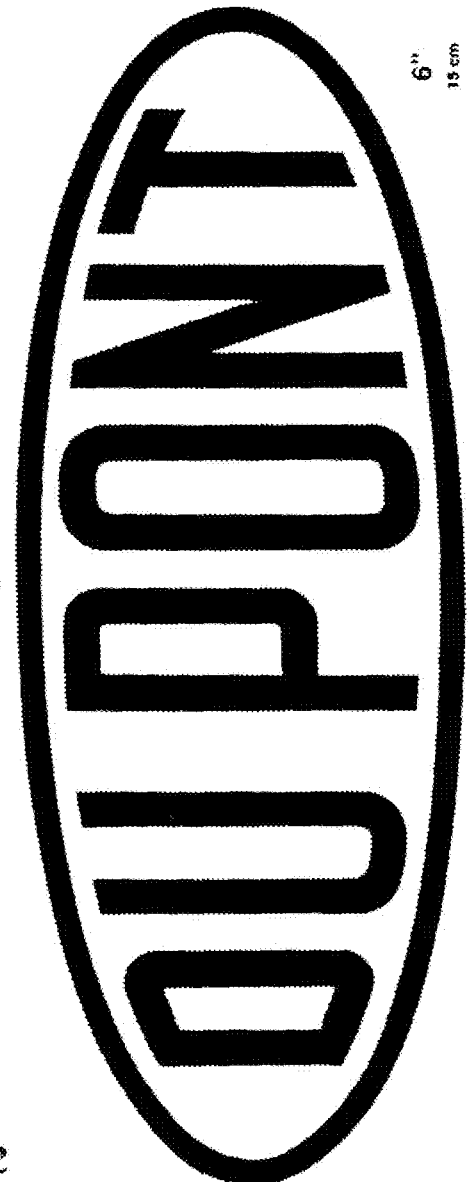


5"
12.5 cm



8"
20 cm

A L 0013612



6"
15 cm

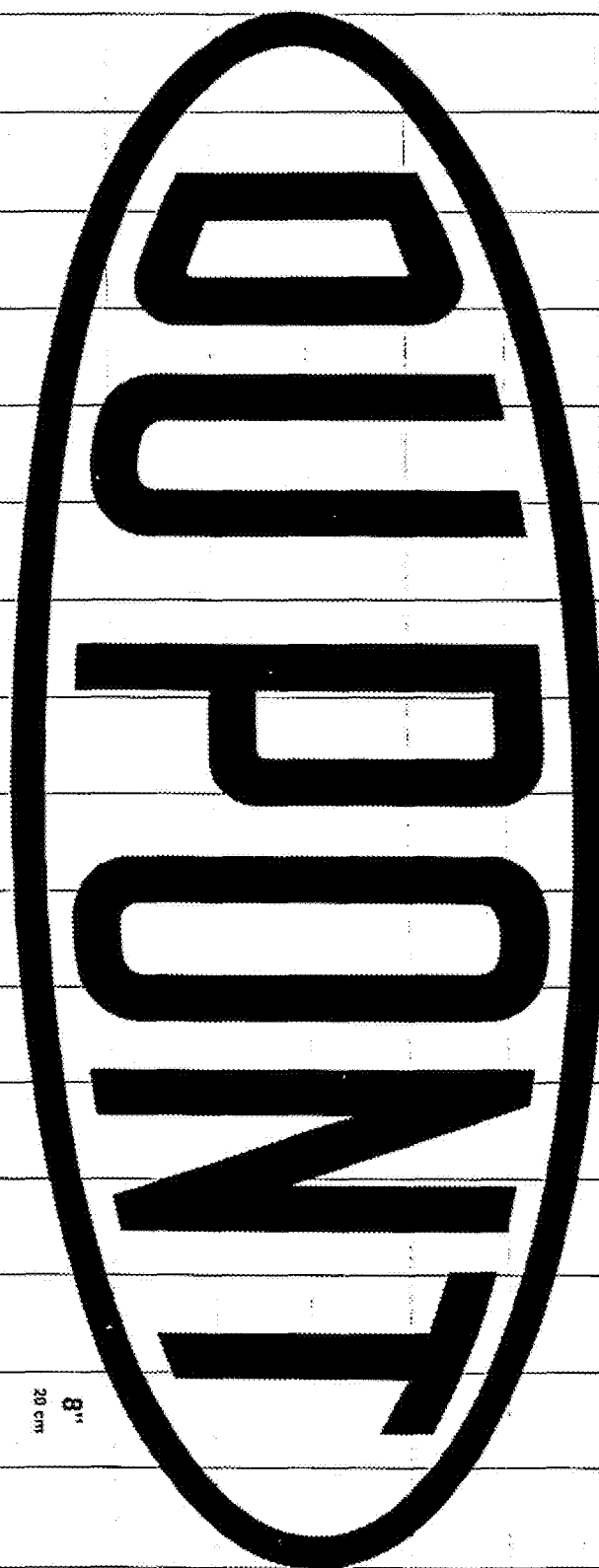
SAMPLE REPRO SHEET for Fabricated and Painted Signs

H-1970

See page 50 for ordering information

Du Pont • Stationery and Forms • Eden Park • Wilmington, DE 19898 • (302) 774-4444

Refer to the *Corporate Identity* manual for correct usage of the Du Pont Oval.



8"
20 cm

A L 0013613

56 of 61

NOTE: The Du Pont Oval is not symmetrical. Therefore a grid should be used with the Oval to produce any fabricated or painted signs.

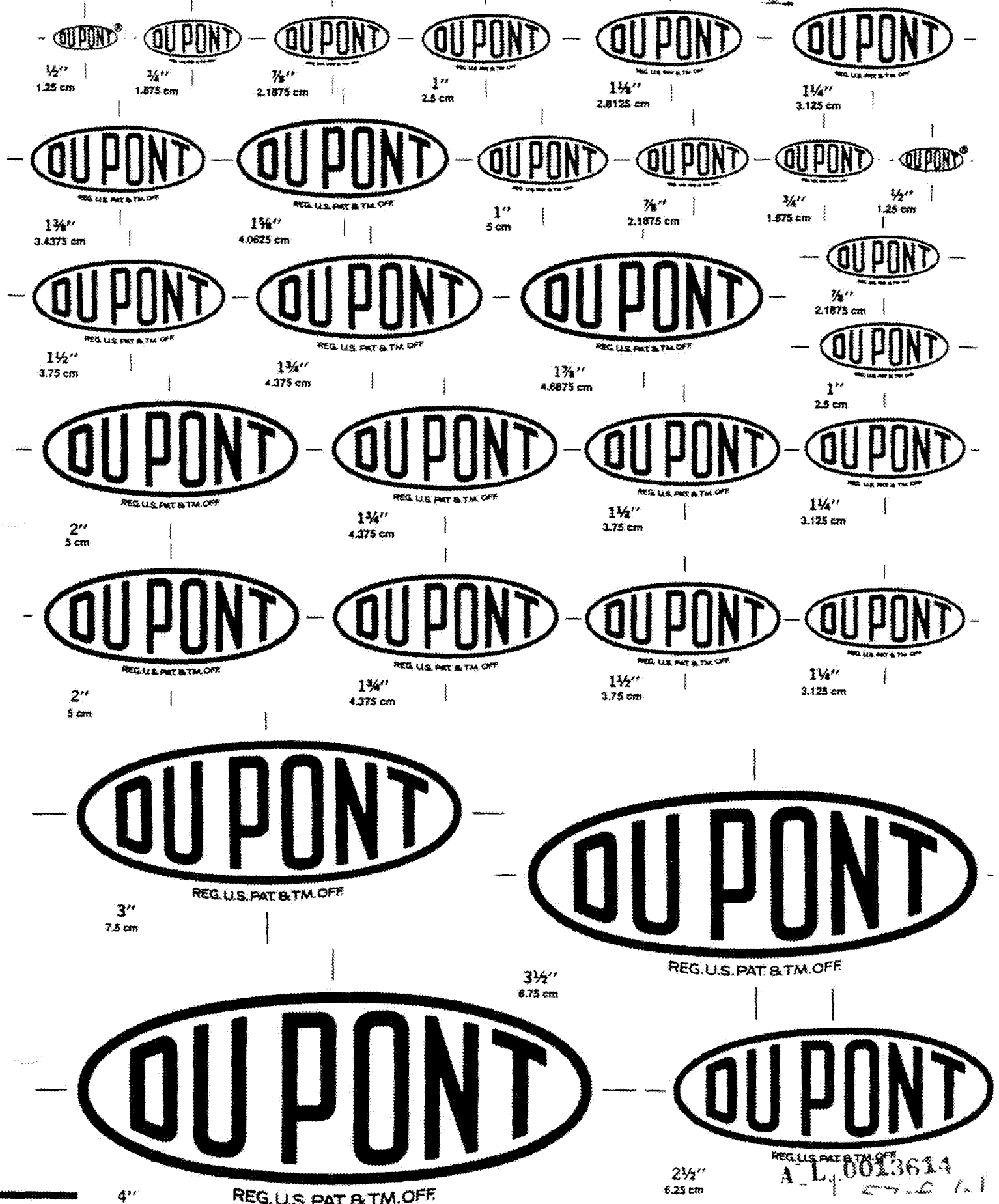
SAMPLE REPRO SHEET for Packaging/Labeling

H-19

Do not enlarge for odd sizes • Reduce the next larger Oval • See page 50 for ordering information

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REG. U.S. PAT. & TM. OFF.
A-L 0013614
27-2 1-1

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