



magis40

Protocol40

Produced with:
uni_one
TECHNOLOGY

PROTOCOL magis40

This document is intended to define the guidelines for the commercial exploitation of the system for uni_one wood-aluminium windows called magis40, as well as to provide the rules for customisation and use of the materials and tools available for Licensees.

PREAMBLES

1. magis40 is an innovative system for wood-aluminium windows built with uni_one Technology, extremely minimalist, with a high technological, aesthetic and performance content. The exposed wooden part of the sash of just 40mm, the completely invisible concealed hardware and the possibility of installation flush with the wall make the window unique.
2. magis40 is granted to producer Licensees who purchase the bar system. The group of producer Licensees is defined Community40. Magis40 is also supplied as a preassembled system for customers not yet in possession of a workshop. Customers who purchase the preassembled system do not belong to Community40.
3. A product presentation and materials customisation Protocol called Protocol40 has been defined so that the reference target may clearly and firmly recognise the identity of the magis40 trademark. All must abide by this Protocol.

Any use of magis40 pictures or videos must be related to the trademark "magis40 produced with uni_one technology".

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1. GENERAL RULES FOR EXPLOITING MAGIS40

1. PROTOCOL40: GENERAL RULES FOR EXPLOITING MAGIS40

General rules valid for Community40, for Licensees of preassembled systems and for all potential magis40 customers.

1.1 The trademark

All producer Licensees of the magis40 system, regardless of whether they belong to Community40 or to the group of Licensees of the preassembled system, must undertake to only use the name magis40 or HS-magis40 and the same must always be in association with the trademark "Produced with: uni_one Technology" namely indicating that it has to do with Uniform uni_one production technology.

The association between magis40 and uni_one Technology by Uniform is therefore the necessary condition to have access to the magis40 program and the Protocol40 kit.

1.2 The materials

All of the producer Licensees of the magis40 system, for both Community40 and the preassembled system, must use the promotional materials developed by Uniform according to the rules in this Protocol40. Only the Licensees of Community40 are allowed to customise the materials according to the rules of Protocol40. Customisation must be approved by Uniform. Free interpretations of the product magis40 are not allowed. Exclusively for customers belonging to Community40, some high definition magis40 images are made available for use within the Licensee's general commercial catalogues or brochures (in addition to the product brochures produced by Uniform). In this case, the Licensee is asked to share the page(s) of its general catalogue in which magis40 appears before proceeding with printing or digital publication (see page 8). The Contract for exhibition / workshop or uni_one pre-assembled know-how licence contract, will be signed to formalise the Licensees' undertaking to comply with the rules of Protocol40.

1.3 The advantages of adhering to Protocol40

The advantages for Licensees resulting from the dissemination of the brand magis40 by uni_one Technology will mainly consist of:

- Know-how and diffusion of the brand on the market following promotion of magis40 linked to the brand uni_one Technology by Uniform which Uniform will carry out on the product (trade fairs, ads, contests, presence in the main literature in the fixture and architecture world, press conference launching new products, etc...);
- Exploiting a product sales concept specifically designed for showrooms and for professionals to create demand and rouse interest in the end customer.

2. PROTOCOL40 FOR COMMUNITY40: CONCEPTS AND MATERIALS

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The materials made available to the Community40 are:

- **Brochure magis40** uni_one technology (customizable according to the indications in chapter 4 of this Protocol).
- **magis40 advertising page** (customizable according to the indications in chapter 4 of this Protocol).
- **Sample box** (customizable according to chapter 4 of this Protocol).
- **Self-supporting display totem** for small fairs, events and showrooms as reported in the Visual Book.
- **Consultancy** for exhibition format in showrooms and resellers.
- **Materials for website.** For the communication of magis40 within the website, the Community40 can use the images present at the link provided by Uniform. **The images must not be modified in color or with the addition of names, logos, trademarks or other and cannot be used in different contexts than that provided** (for example, for indicative purposes only: for printing brochures, flyers, ADV, gadgets, etc. ...). The use of images must be associated, **in the textual part**, by the writing **magis40 produced with uni_one technology** and in any case it must be clear that the product represented in the image is magis40.
- **Materials for social.** (images / rendering / photos). The materials that can be used in the social media are uploaded to the link provided by Uniform in which there will be images already sized for social such as Facebook, LinkedIn, Instagram and / or other social media. **The images must always be associated in the text part by indications that it is magis40 produced with uni_one technology and must be present the #tag #magis40, #uniformspa, #uni_one. The images must not be modified in the colors or with the addition of names, logos, trademarks or other and cannot be used in different contexts other than that provided** (for example only as an indication: for printing brochures, flyers, ADV, gadgets, etc. ...).
- **HD materials for brochures.** For the communication of magis40 within commercial brochures other than magis40, the Community40 may use a selection of high-resolution images, present at the link that will be provided. The images must not be modified in terms of colour or with the affixing of names, logos, trademarks or anything else and may not be used in contexts other than the one envisaged (for example, by way of example only: ADV, gadgets, billboards, or any type of printed promotion). The use of the images must always be accompanied, in the text part, by the words magis40 produced with uni_one technology and in any case it must be clear that the product represented in the image is magis40. All changes shall be agreed upon between Uniform and the Customer and before printing there must be the final approval by Uniform.
- **Video for social.** Emotional and technical presentation videos of magis40. **The videos provided by Uniform cannot be modified** (for example, for indicative purposes only: music, images, video length, logos / brands, etc. ...). In the social posts containing the material present at this link must be specified that it is magis40 produced with uni_one technology and **must be present the #tag #magis40, #uniformspa, #uni_one**.

The material transmitted to the above mentioned links is intended for the exclusive use of the Licensee authorized by Uniform and may not be transferred or transmitted to third parties unless authorized in writing by Uniform. In case the material is shared with a possible distributor, it is up to the Customer to ensure that the same respects the indications of Protocol40. Uniform also remains the full and exclusive owner of the copyright on all advertising, promotional, video and image material, technical specifications referred to or referable to Uniform products. All materials made by Uniform for the promotion of magis40 are subject to Protocol40 even if not expressly listed above. The brochure, the advertising page and the box can be customized for the Customer who belongs to the Community40 according to the directives reported in point 4 of this. **Any customization or modification, even partial, of the materials, if not performed by Uniform, must be subject to verification and confirmation by Uniform.** In any case, every time an image that refers to magis40 is used, Licensees must necessarily mention that it is magis40 produced with uni_one technology.

Other advantages:

- Visibility within the site www.uniform.it in the page dedicated to magis40.
- Exclusive channel for the development of business contacts with professionals (architects) and/or structured retailers.

ATTENTION: THE IMAGES MADE AVAILABLE AT THE GOOGLE DRIVE LINK FOR WEBSITE CAN ONLY BE USED FOR THE PAGES OF THE WEBSITE, JUST AS THE IMAGES FOR SOCIAL MEDIA CAN ONLY BE USED IN SOCIAL MEDIA. TO INTEGRATE BROCHURES OR GENERAL CATALOGUES (other than those of magis40) USE ONLY THE SELECTION OF IMAGES MADE AVAILABLE BY UNIFORM AT THE APPROPRIATE LINK.

TO REQUEST ACCESS TO THE DIFFERENT GOOGLE DRIVE FOLDERS WRITE TO marketing@uniform.it

3. PROTOCOL40 FOR PREASSEMBLED SYSTEMS LICENSEES

3. PROTOCOL40 FOR PREASSEMBLED SYSTEMS LICENSEES

Licensees who make pre-assembled magis40 are not part of the Community40.

Licensees of pre-assembled magis40 shall undertake to comply with the rules of use of the trademark and materials expressed in paragraph 1 of this Protocol.

Licensees who make pre-assembled are granted the use of the materials listed below, without customization and without the possibility to use the images outside their context, for example outside the brochure.

- **Brochure magis40** uni_one technology – Uniform standard with custom label approved by Uniform.
- **magis40 advertising page** – approved by Uniform.
- **Sample box** – Uniform standard with custom label approved by Uniform.
- **Self-supporting display totem** for small fairs, events and showrooms as reported in the Visual Book.
- **Materials for website.** For the communication of magis40 within the website, the pre-assembled magis40 Licensee can use the images present at the link provided by Uniform. **The images must not be modified in color or with the addition of names, logos, trademarks or other and cannot be used in different contexts than that provided** (for example, for indicative purposes only: for printing brochures, flyers, ADV, gadgets, etc. ...). The use of images must be associated, **in the textual part**, by **the writing magis40 produced with uni_one technology** and in any case it must be clear that the product represented in the image is magis40.
- **Materials for social.** (images / rendering / photos). The materials that can be used in the social media are uploaded to the link provided by Uniform in which there will be images already sized for social such as Facebook, LinkedIn, Instagram and / or other social media. **The images must always be associated in the text part by indications that it is magis40 produced with uni_one technology and must be present the #tag #magis40, #uniformspa, #uni_one. The images must not be modified in the colors or with the addition of names, logos, trademarks or other and cannot be used in different contexts other than that provided** (for example only as an indication: for printing brochures, flyers, ADV, gadgets, etc. ...).
- **Video for social.** Emotional and technical presentation videos of magis40. **The videos provided by Uniform cannot be modified** (for example, for indicative purposes only: music, images, video length, logos / brands, etc. ...). In the social posts containing the material present at this link must be specified that it is magis40 produced with uni_one technology and **must be present the #tag #magis40, #uniformspa, #uni_one**.

The material transmitted to the above mentioned links is intended for the exclusive use of the Licensee authorized by Uniform and may not be transferred or transmitted to third parties unless authorized in writing by Uniform. In case the material is shared with a possible distributor, it is up to the Customer to ensure that the same respects the indications of Protocol40.

Uniform also remains the full and exclusive owner of the copyright on all advertising, promotional, video and image material, technical specifications referred to or referable to Uniform products.

All materials made by Uniform for the promotion of magis40 are subject to Protocol40 even if not expressly listed above. In any case, every time an image that refers to magis40 is used, Licensees must necessarily mention that it is magis40 produced with uni_one technology.

ATTENTION: THE IMAGES MADE AVAILABLE AT THE GOOGLE DRIVE LINK FOR WEBSITE CAN ONLY BE USED FOR THE PAGES OF THE WEBSITE AS WELL AS THE IMAGES FOR SOCIAL CAN ONLY BE USED IN THE SOCIAL AREA.
USE OF THESE IMAGES TO CREATE OR INTEGRATE BROCHURES DIFFERENT FROM THE magis40 BROCHURE IS NOT ALLOWED.

BEFORE PUBLISHING/PRINTING IMAGES/VIDEOS SEND AN E-MAIL FOR APPROVAL TO marketing@uniform.

4. MAGIS40 SALES KIT CUSTOMISATION

4.1 The trademark

magis40 is the leading trademark that enhances and promotes a line of windows with an extremely minimalist profile. The studied communication hinges on concepts of design, minimalism and freedom dear to architects and designers. The wood-aluminium window is unique because of the flush wall installation where only a 40mm section is exposed. Its extreme minimalism leaves designers free to create vertical elements, allowing the window to become a fluid object that blends in with the environment. Communication aims at these principles: the lettering is subtle, minimalist and discrete, whereas the number 40, inserted in the naming, wishes to enhance its reduced size.

magis40

4.1.1 The trademark and its colours and negative version

magis40



PANTONE
BLACK C

CMYK
0-0-0-100

RGB
0-0-0-0

RGB
#000000

RAL
9005



magis40

4.1.2 Use on colour backgrounds



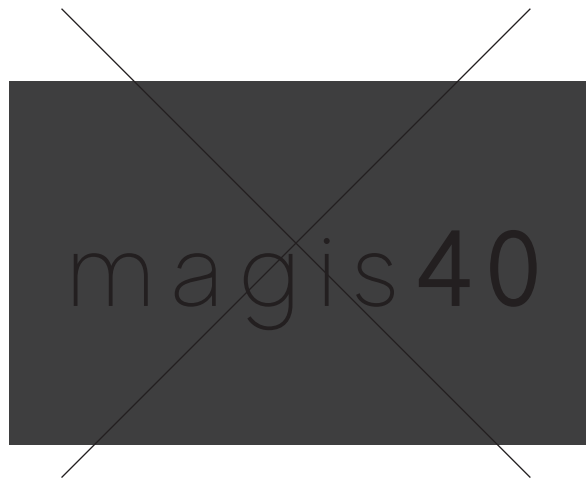
EXAMPLE 1



EXAMPLE 2



EXAMPLE 3



EXAMPLE 4

As regards insertion of the logo in coloured backgrounds, you must consider, in addition to using the negative version (blank lettering), also using the positive version on colours only when the association of the background colour better accentuates the lines and chromatic values of the logo.

4.1.3 Buffer zones of the trademark



■ MINIMUM BUFFER ZONE

4.1.4 Minimum dimensions of use



The trademark must be at least 25 mm wide.

4.1.5 Improper use of logo



Do not deform the logotype



Do not change the colours
of the logotype



Do not modify the position
of any element of the logotype

Some rules must be followed to guarantee the correct application of the logotype and to avoid committing processing errors.
This page points out some incorrect uses of the logotype.

4.1.6 Typography

MADE EVOLVE SANS Thin

A B C D E F G

a b c d e f g

1 2 3 4 5 6 7

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

MADE EVOLVE SANS Regular

A B C D E F G

a b c d e f g

1 2 3 4 5 6 7

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

4.1.7 Use of trademark in combination with uni_one

magis40

As the brand magis40 is a trademark of uni_one, it must always be combined to the uni_one trademark.
The uni_one trademark must be applied on the same page, or side of the communication, always positioned below the “ magis40 ” brand, with a 50% proportion.



When used in combination with magis40 (namely on the same page or same side of the communication) the uni_one trademark must always include the wording “Produced with uni_one”.

Minimum size of uni_one trademark
3.5 cm wide.

4.2 Brochure

The brochure is supplied in executive pdf format for printing, already customised according to the indications which the Licensee sent Uniform. All modifications will be agreed between Uniform and the Customer. Uniform must have given its final approval before printing.

4.2.1 The cover

The vector logo of the Licensee (black-white / positive-negative) shall be positioned at the top right and justified on the same side. The maximum size that can be inserted is with the base 4.5 cm and must not be larger than the magis40 logo.



The logo must be inserted in the yellow space



Example of insertion of Licensee's logo.

4.2.2 Uniform Group - pages 2/3

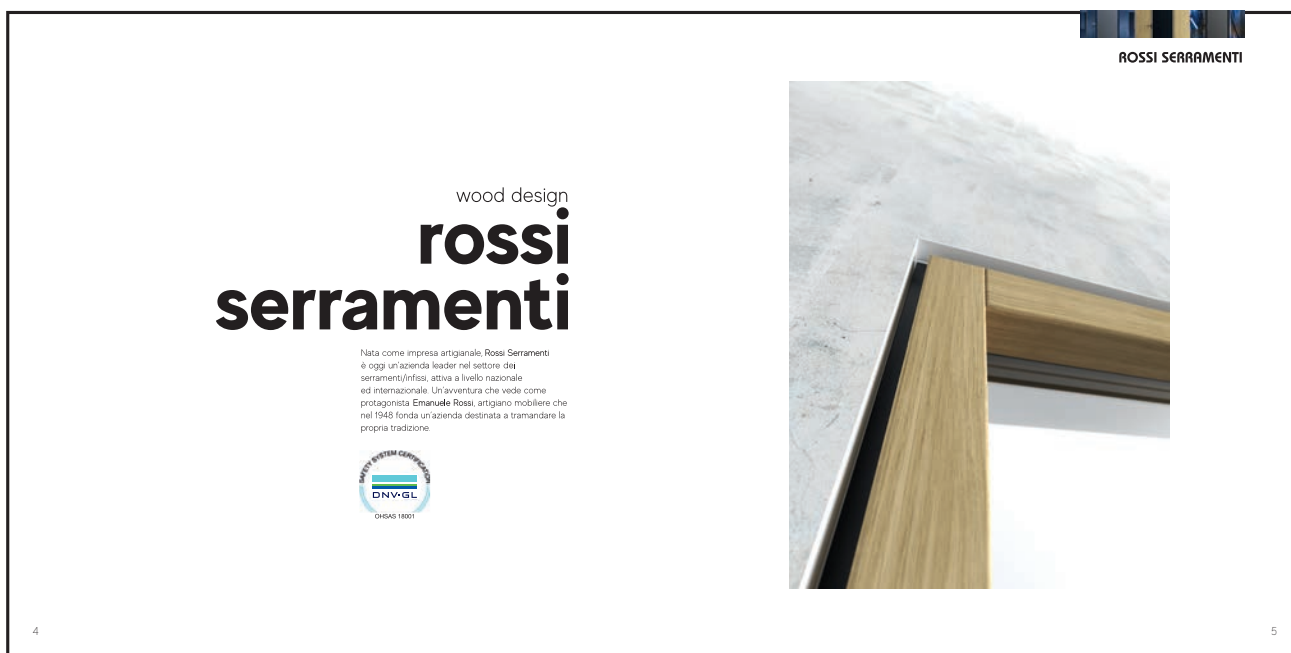
This double page is available for the presentation of one's own company.

It is mandatory to keep the following graphical features unchanged:

- fonts and sizes thereof;
- graphical structure of the layout and position of titles, texts and images;
- keep the same image in the same position and dimension;
- one's own DNV-GL certification or other certifications possessed by the Licensee can be inserted.



In yellow: modifiable texts, titles and slogans, keeping the sizes and justifications unchanged. The text with the Licensee's customised contents must be approximately 250 characters including spaces



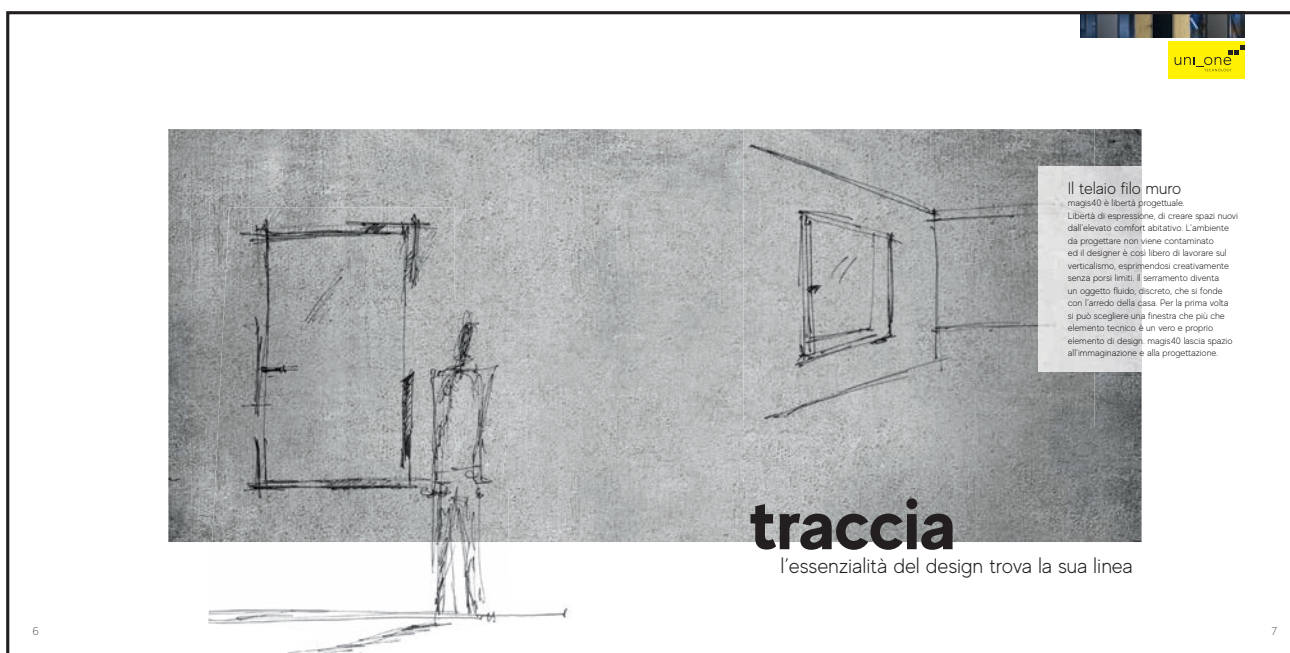
Example of page layout with a Licensee's contents

4.2.3 Uni_one technology logo at top right

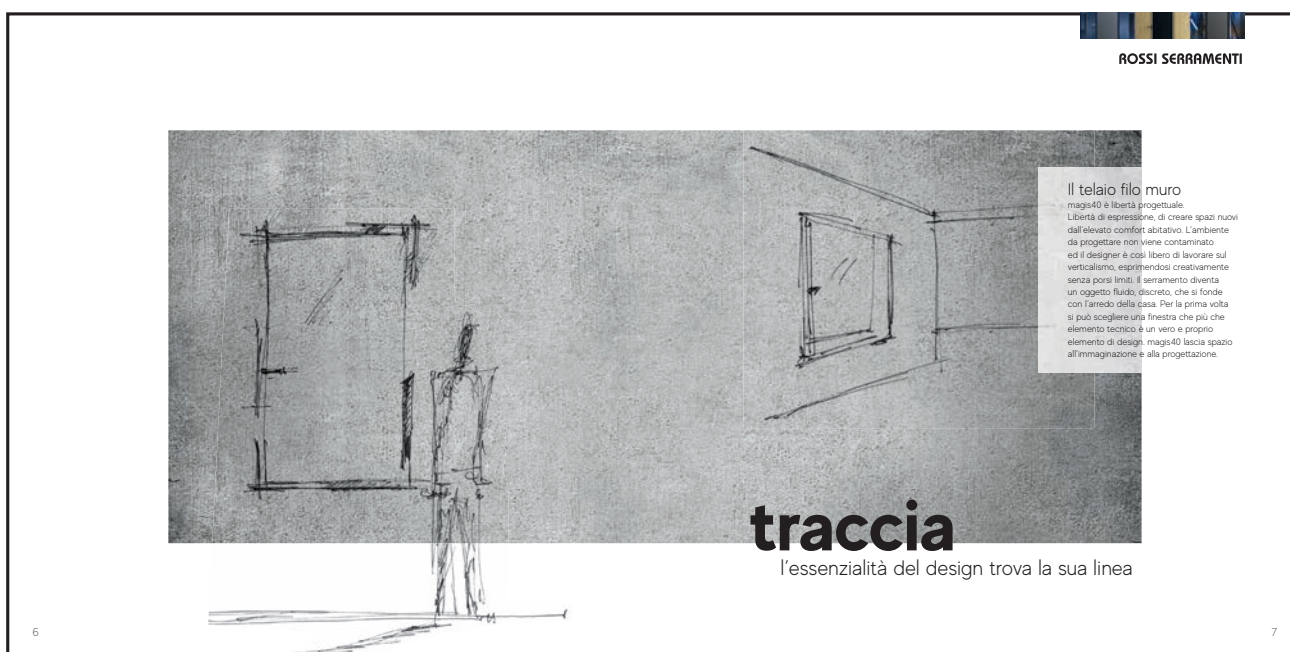
pages: 6/7-8/9-10/11-12/13-14/15-16/17-18/19-34/35-38/39

The uni_one technology logo that appears at the top right on odd-numbered pages can:

- a) be left unchanged as in the magis40 brochure (recommended);
- b) deleted;
- c) replaced with the Licensee's logo.



In yellow, the logo it refers to



Example of Licensee's brochure page layout

4. MAGIS40 SALES KIT CUSTOMISATION

4.2.4 Nature - pages 12/13

The changes are distinguished between licensees with FSC certification and those without.

- For those with FSC certification: the text must be maintained, except for the sentence: "For uni_one bars, Uniform uses wood from FSC® certified forests only". This sentence can be replaced with "Thanks to using wood from controlled management certified forests, Rossi windows are FSC® certified"
Attention!! The FSC trademark must be updated with that of the customer.
- For those without FSC certification: an alternative text must be used, removing the logo of the FSC certification relative to Uniform.

Alternative text to be inserted:

Sustainable

magis40 has a core made of glued laminated timber, because, for us, natural materials are always the trend. The glued laminated timber bar optimises the use of trees, without waste. Moreover, the use of eco-friendly, planned reforestation techniques makes the magis40 window a sustainable product. Wood: natural and technological.

Attention!! The FSC trademark must be removed (because it has the Uniform code)

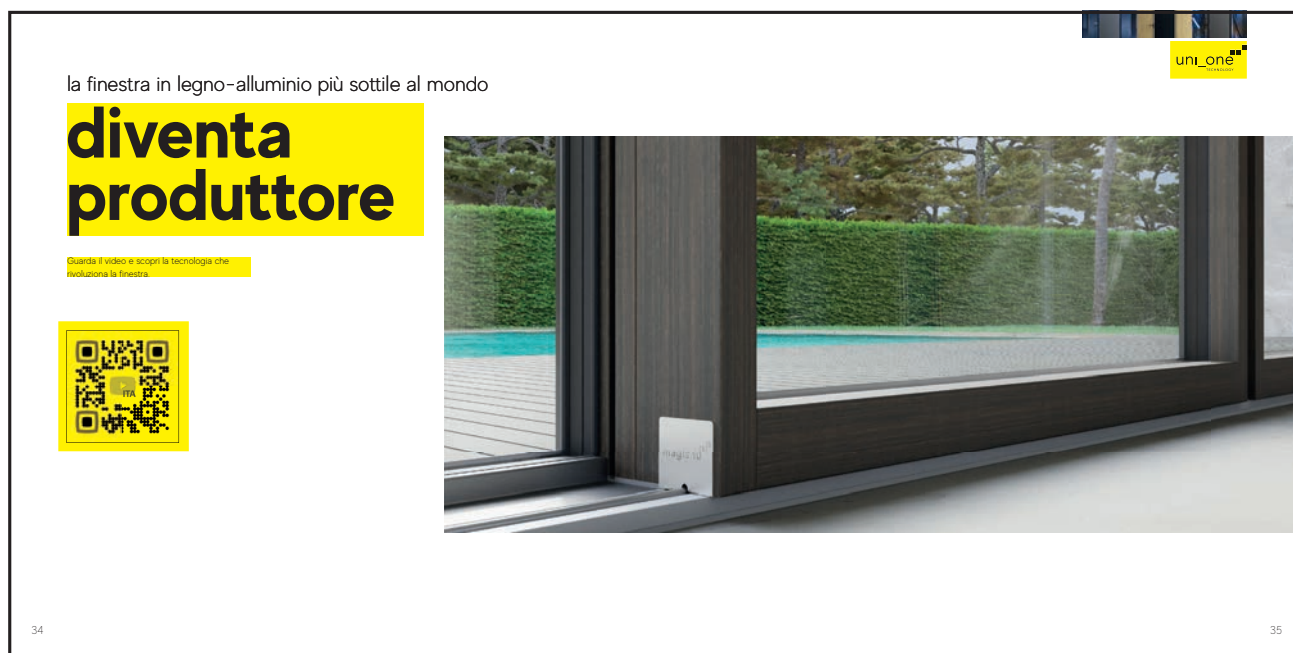


4. MAGIS40 SALES KIT CUSTOMISATION

4.2.5 Become a Producer – pages 34/35

These two pages must be dedicated to one's own shops or dealers in the zone, to the presentation of showrooms and provide information on where to find magis40.

The layout, font and graphical weights must remain as unchanged as possible. The image cannot be deleted or replaced.



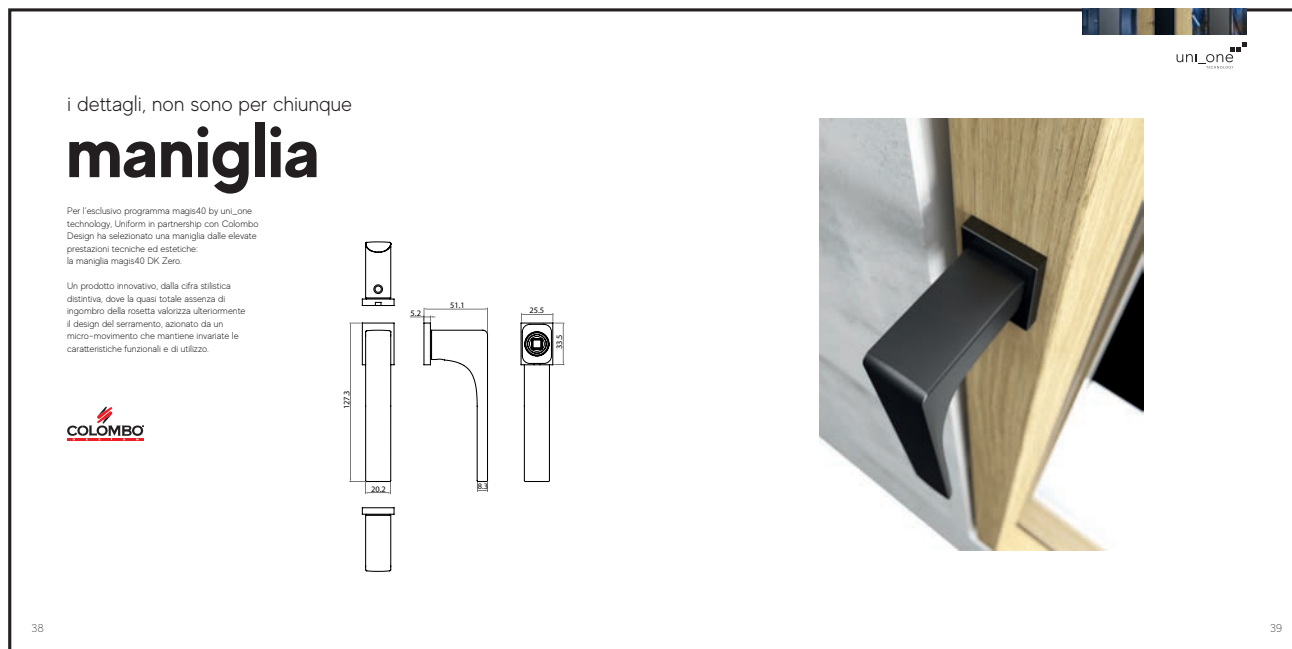
In yellow, elements to be modified.



Example of a Licensee's page layout.

4.2.6 Handle - pages 38/39

Uniform has selected the Colombo Design handle with high technical and aesthetic performance. If a Licensee has exclusive partnerships with other brands of handles and accessories, these two pages can be eliminated. In any case, the designer and end customer are free to choose the brand/type of handle they prefer.



However to have the correct amount of sheets for printing, you are also authorised to eliminate pages 36/37 which present a render of a contextualised magis40 window.



4.2.7 Back cover

The back cover of the magis40 brochure is designed with a space, at the bottom right corner, where licensees can insert their trademark.

Logos and references to uni_one and Uniform, including indications of the websites, can be inserted on the bottom left.

No other intervention or addition is allowed on this page.



4. MAGIS40 SALES KIT CUSTOMISATION

4.3 Adv Page customisation for Community40

The adv page in A4 format dedicated to magis40 can only be customised at the bottom right where the company trademark appears, together with data relating to addresses and phone numbers.



In yellow, modifiable elements of the advertising page



Example of a licensee's page layout

4.4 Box customisation for Community40

The elegant plasticized cardboard box containing the magis40 section will only be modifiable where the Uniform trademark appears, replacing it with one's own. All plant and printing expenses will be borne by the Licensee.



In yellow, modifiable elements of the box



Example of insertion of Licensee's logo

magis40

Create, design, deliver.