Brand Identity Guidelines Document

01

Visual Identity

Visual Identity

- **Logo**
- **Colour Palette**
- **Typography**
- **Visual Device**
- **Image Style**
- **Pattern**

All of the above make Indorama's visual identity. Each component creates an identity that is much bigger than the sum of its parts.

This can only happen if we implement each facet correctly. The guidelines in this document will help you do that.
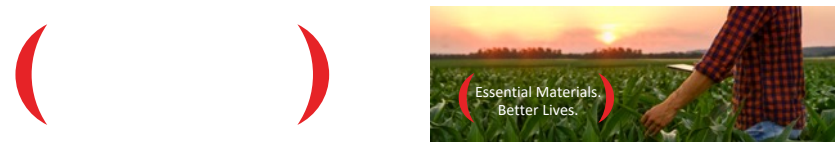
LOGO

COLOUR PALETTE

TYPOGRAPHY

Noto Sans   Noto Sans Display   Arial

VISUAL DEVICE

IMAGE STYLE

PATTERN

Our Logo

Our logo

Our logo consists of a custom-crafted wordmark, with a red arc intersecting the space between the 'O' and the 'R.'

The red arc signifies innovation, growth and the ever-expanding world of Indorama.

The letterforms are italicised to create a sense of forward motion. The forms are well-spaced for legibility and the last four letters have a ligature. This makes the logo compact and easier to implement in small spaces like digital channels.

Our tighter-knit new logo also communicates a closer bond amongst our companies and our people.

**We are 'One Indorama,' working and progressing together.**

Logo colours

INDO)RAMA

Colour plays an important role in establishing a unique brand personality. Colours set a distinct tone to the entire visual identity system and help evoke brand values.
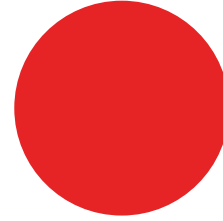
The Indorama logo has the solidity of blue and energy of red. Colour tones have been modified so they work equally well on screens and in the offline world.
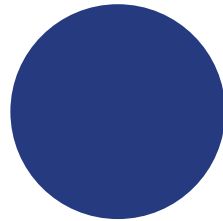
Indorama Blue

Pantone 485 C
C:100 **M**:85 **Y**:0 **K**:20
R:0 **G**:47 **B**:135
HEX: 263A7F

Indorama Red

Pantone 287 C
C:0 **M**:100 **Y**:100 **K**:0
R: 225 **G**:37 **B**:27
HEX: E62426

Pantone colours are used for offset printing, which allows the specification of Pantone inks. This has the highest fidelity of all.

CMYK printing is used in digital printing, where the colours are created by using a combination of 4 inks.

RGB colours are associated with electronic displays.

Web or hexadecimal codes are used in HTML, CSS, SVG, and other computing applications to represent colors.

Logo with slogan

Our slogan "Essential materials. Better lives." sums up what we do and why we do it.

A master artwork has been created for the lockup of the slogan and logo.

Please use the artwork whenever the logo with slogan is required to be used.

Do NOT attempt to recreate the lockup by typing in the slogan below the logo.

INDORAMA
Essential materials. Better lives.

Logo orientation

The primary orientation of the logo is horizontal.

It can be used vertically as an exception in cases where the horizontal space is severely constrained. For instance, exhibition banners

The logo with slogan must not be used in the secondary orientation, because it will be hard to read.

Exclusion zone

Exclusion zone is the free space that must be maintained around our logo. The exclusion zone maintains the sanctity of the logo by not cluttering the space around it. Care must be taken that no graphic element or text intrudes within this area.

A minimum exclusion zone equal to the height of the letter 'I' in the wordmark is recommended.

x=height of alphabet 'I' in the wordmark.

The only exception to this is when the logo is used in environments we cannot control and must be encased in a white rectangle. See Page 16 for more details.

Brand mark

x

x

✕ DO NOT place text or visual elements within the exclusion zone

✕ DO NOT use the brand mark as part of a sentence

Maximum and minimum size

Our logo must be seen clearly whenever it is used.

Therefore, it should not be reproduced smaller than the minimum size. It can however, be scaled proportionately to any large size.

The minimum size for the horizontal mark is 3 mm in height for print applications or 14.5 pixels in height for digital applications.

INDO)RAMA

3mm
8.5 pixels

Actual minimum size

INDO)RAMA

Maximum and minimum logo size with slogan

The logo with slogan should not be reproduced smaller than the minimum size. It can however be scaled proportionately to any large size.

The minimum size for the logo with slogan is 6 mm in height for print applications or 17 pixels in height for digital applications.

INDO)RAMA
Essential materials. Better lives.

6 mm
17 pixels

Actual minimum size

INDO)RAMA
Essential materials. Better lives.

03

Brand Colours

Colour palettes

Colour plays a critical role in establishing our brand personality.

Primary Palette
What colour is Indorama?

We want the answer to that question to be 'Blue.'

Therefore the Indorama Blue should be the predominant colour in all our applications, with the Indorama Red used for accents.
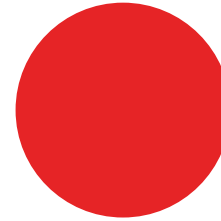
Secondary Palette
The secondary brand colour palette should be used to create applications with large amounts of real estate or content, where the primary colour palette is not sufficient. For example brochures or websites.
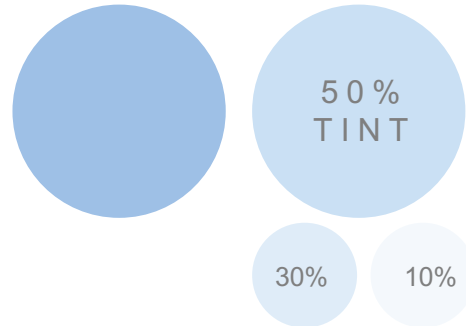
Primary
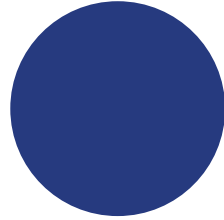
Indorama Blue

Indorama Red

Pantone 287 C
C:100 **M**:85 **Y**:0 **K**:20
R:0 **G**:47 **B**:135
HEX: 263A7F

Pantone 485 C
C:0 **M**:100 **Y**:100 **K**:0
R: 225 **G**:37 **B**:27
HEX: E62426

Secondary

50%
TINT

30%   10%

50%
TINT

30%   10%

50%
TINT

30%   10%

Sky Blue & Its tints

Cool Grey and its tints

Warm Grey and its tints

Pantone 283 C
C:40 **M**:13 **Y**:0 **K**:0
R:146 **G**:192 **B**:233
HEX: 9EC0E6

Pantone 423 C
C:50 **M**:38 **Y**:38 **K**:0
R:136 **G**:139 **B**:141
HEX: 8A8C8C

Pantone 2330 C
C:13 **M**:10 **Y**:15 **K**:0
R:220 **G**:218 **B**:210
HEX: DDDAD3

Permitted logo colours

Logo in Full Colour
Must be used as far as possible.

Logo in Indorama Blue
This should be used for exceptional cases where only single colour reproduction is possible.

Logo in Greyscale
This should be used for exceptional cases where colour reproduction is not possible. For example, black and white newspaper ads

Logo in Black
This must be used in exceptional cases when only black is used for printing a brand application. For example, forms on coloured backgrounds.

Full Colour

Greyscale

Indorama Blue Colour

Black

Permitted background colours

The logo must ideally appear in full colour only on white or pale backgrounds. We recommend 30% tints of the secondary colours for use as backgrounds in brand collateral where an alternative to white is required.

The logo can appear in full colour on tinted financial newspapers.

The logo can be be used in reverse on the Indorama Blue for specific applications that need a high visual contrast such as signage and merchandise.

There may be instances where merchandise is black, like backpacks or pens. In this case use the logo as shown. As an exception, the logo can appear in black on coloured envelopes or forms when colour reproduction is not possible.

On white

On 30% or lighter tones of secondary colours

Reverse

On Indorama blue

On black

Exceptions

Brown paper envelopes

Green paper envelopes

Financial newspapers

Permitted background colours - exceptions

There may be products, like the fertiliser bags shown alongside, when the logo must be printed on directly on coloured backgrounds.

These exceptions are permitted, provided that there is sufficient contrast between the background of the product and the logo.

Blue fertilizer bag

Yellow fertilizer bag

Green fertilizer bag

Rules for co-branding

When the logo is being used in external environments, along with other logos, it may not be possible to apply our guidelines for exclusion zone (See Page 9).

In this case we recommend two scenarios, as shown alongside.

The first scenario is preferred, but if no other choice is available, insist that the Indorama logo appear in a white box where there is the minimum padding as shown (half of the letter I in the logo)

Co-branding scenario 1 with logos on white band:
Ensure that the Indorama logo is given due prominence in comparison with the other logos

Co-branding scenario 2 with boxes for each logo:
This is an exception for representing the Indorama logo where it is placed in a white box. An exclusion zone of half the height of the letter I of Indorama must be maintained on all sides of the logo.

x = half the height of alphabet 'I' in the logo

Logo in different materials

The logo can be reproduced on different materials like wood, stone and leather, using techniques like laser cutting, foiling, blind embossing etc.

Laser cut logo

Foil stamped logo (prefer a silver foil)

Blind embossed logo

Debossed logo

04

Improper Usage

Improper usage

Here are few indicative, but not exhaustive examples of improper use of the logo.

X

Do not stretch, condense or change the dimensions of the mark.

X

Do not give a shadow to the mark.

X

Don't reverse colours of the mark.

X

Introducing

Do not place any element (text or graphic) within the clear space area.

X

Don't use colours other than those specified in this document.

X

Do not use effects like extrude and bevel on the logo.

X

Do not place logo on a busy background

05

Typography

Primary typefaces

The primary typefaces for Indorama are Noto Sans and Noto Sans Display, both open source fonts from Google.

Noto Sans is an elegant variable sans serif font with multiple weights.

Noto Sans Display is a variable font that has a large number of weights and therefore can be used effectively to create text hierarchy.

Any weight from these families can be used

https://fonts.google.com/noto/specimen/Noto+Sans+Display

https://fonts.google.com/noto/specimen/Noto+Sans

Noto Sans
Noto Sans Display
an unmodulated sans serif typeface

Noto Sans Regular

Noto Sans Italic

Noto Sans Bold

Noto Sans Bold Italic

Noto Sans Display ExtraLight

Noto Sans Display Thin

Noto Sans Display Thin Italic

Noto Sans Display Light

Noto Sans Display Light Italic

Noto Sans Display Regular

Noto Sans Display Italics

Noto Sans Display Medium

Noto Sans Display Medium Italic

Noto Sans Display SemiBold

Noto Sans Display SemiBold Ital

Noto Sans Display Bold

Noto Sans Display Bold Italic

Noto Sans Display ExtraBold

Noto Sans Display ExtraBold It

Noto Sans Display Black

Noto Sans Display Black Italic

System default typeface

System default typefaces are native to computer systems and come pre-installed.

Arial should be used only for documents that are shared electronically. Eg. Powerpoint presentations, MS office files, emails etc, when it is possible that the recipient may not have Noto Sans installed.

Any weight of Arial is permitted for use.

Arial
a sans-serif typeface

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ancdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ancdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ancdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ancdefghijklmnopqrstuvwxyz
0123456789

Indorama Arcs

Indorama arcs

We have replicated the red arc from our logo to create a space for our message and emphasise our commitment to our purpose: *Essential materials. Better lives.*

This usage is for situations where the slogan is not locked up with the logo, but used as a headline on collateral like billboards, brochures or reports.

Do not use the logo with slogan, when the slogan is being used in this manner.
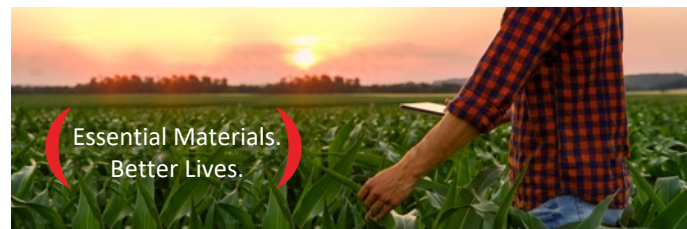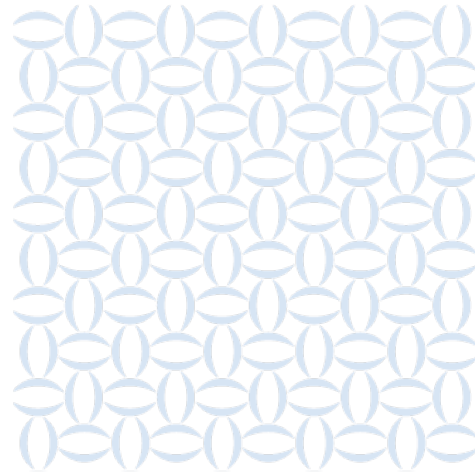
The Indorama patterns

Two patterns have been added to the brand toolkit and can be used to create a texture to make a plain background more interesting.

Pattern 1 is derived from the warp and weft of fibres. Pattern 2 is derived from the Indorama Arcs. The patterns may span an entire surface, or they can be anchored on the top, bottom or sides as shown.

The patterns should be 20% lighter or darker than the colour they appears on so they are visible, but not distracting.

They can appear on the Indorama Blue or any of the secondary colours. Text or images can be placed over the pattern.
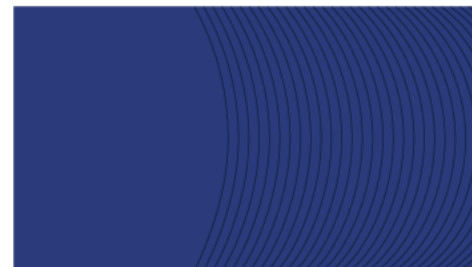
Pattern 1

Can be used either on the top, bottom, sides or the entire surface

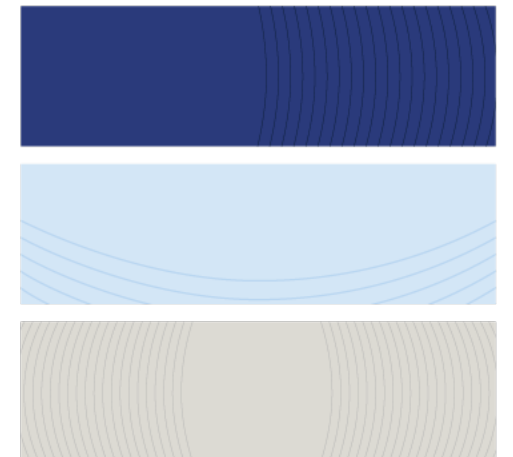It can appear on the Indorama lue or any secondary colour

Pattern 2

Can be used either on the top, bottom, sides or the entire surface

It can appear on the Indorama lue or any secondary colour

07

Image
Style

Image style: People

Candid and not stiff
The images should be natural and not posed. Subjects must appear professional and positive.

A sense of purpose
Images that show people immersed in a task or communicate that they are just starting or finishing one, create movement and life in our collateral.

Long-shots vs close-ups
Use a mix of long shots and close-ups to create visual rhythm.

Image Style: Spaces

Depth of field
The images should be shot with a good depth of field, but always with a focus on the subject and not so distant that the photo loses impact.

Uncluttered Backgrounds
The images should not be busy or cluttered. We use images to make a point or substantiate a claim. Always ask if the image you have chosen is doing that effectively.

Image Style:
Detail

Textures and details
Balance images that show the scale and cutting-edge capabilities of our facilities, with close-ups that show textures and detail.

Close-ups add interest and visual variety to our brand collateral.

Image Style:
General donts

These are broad guardrails for the kind of images that must be avoided.

X DO NOT use busy or cluttered imagery

X DO NOT use clip art images

X DO NOT use poorly cropped images

X DO NOT use images with harsh / unnatural lighting

X DO NOT use computerised digital renders & images

08

Brand Architecture

Brand architecture

A system has been created to establish the relationship between our group, subsidiary companies and endorsed products.

Whenever an endorsement is required, please use the lock-ups shown alongside.

Master artworks for these have been created.

To see the approved stationery layouts for a subsidiary company, please refer to the section on Stationery.

GROUP

INDO)RAMA

ENDORSED SUBSIDIARY
(USE EITHER VERSION AS REQUIRED)

Adufértil

Adufértil
Part of Indorama Corporation

ENDORSED PRODUCT
(USE EITHER VERSION AS REQUIRED)

Veola

Veola
An **INDO)RAMA** Product

09

Compass

Compass

The Indorama Compass is a visual depiction of our vision, values and capabilities.

The open files for the Indorama Compass are in the master artworks drive.

This version can be used to print the Compass for use as a poster or in a brochure / handbook.
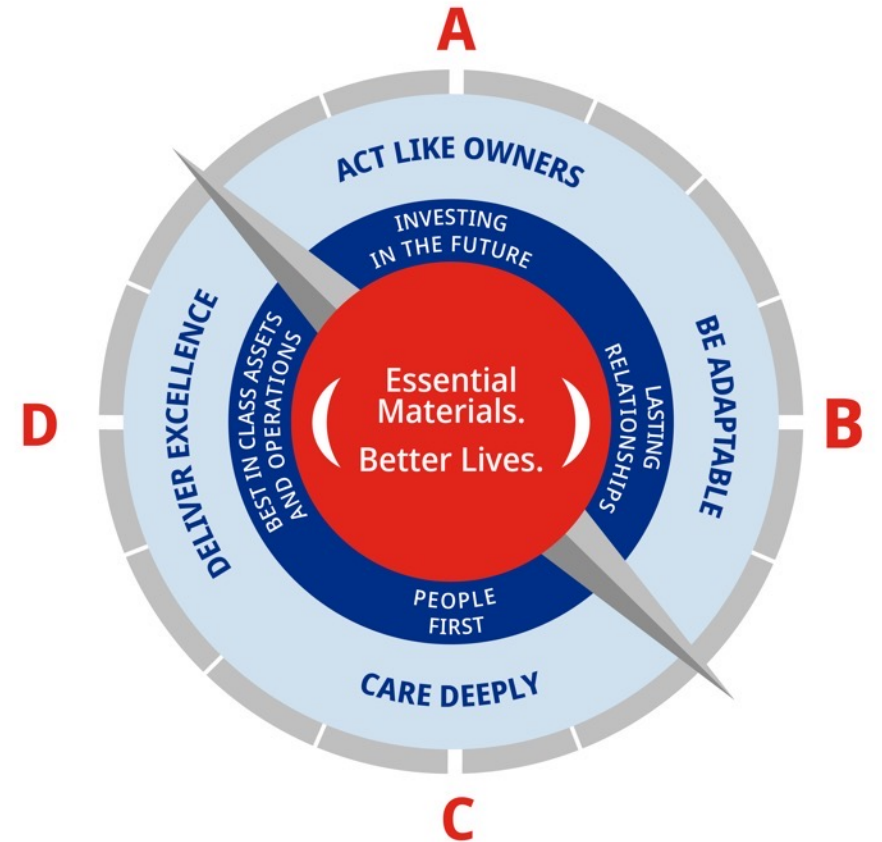
Compass as table

This is an alternative depiction of the Compass that can be used in presentations.

The open files for this version are in the master artworks drive.

10

Stationery

Business card

The permitted business card layouts are shown alongside for both cases: Card carrying one address or card carrying two addresses.

Our slogan is printed at the back within the Indorama arcs.

The open files for the visiting card are in the master artworks drive.

The fonts used are Noto Sans Display Light and Medium.

The paper should be matt white, with a minimum grammage of 300 gsm.

Template with 1 address.

INDO RAMA

Name Surname
Designation

Indorama Corporation Pte Lte
143 Cecil Street
#14-00 GB Building
Singapore 069 542

T + 65 00000 00000
M + 65 00000 00000
name@indoramacorp.com
www.indorama.com

Template with 2 addresses.

INDO RAMA

Amit Lohia
Vice Chairman

Indorama Corporation Pte Lte
143 Cecil Street
#14-00 GB Building
Singapore 069 542
T + 65 6222 1347
www.indorama.com

86 Jermyn Street, 6th Floor
London SW 1Y 6JD
United Kingdom
T + 44 20 3637 3333
alohia@indoramacorp.com

Letterhead

The fonts used in the letterhead are Noto Sans Display Light and Medium.

The paper should be matt white, with a minimum grammage of 120 gsm.

Two sets of open files are available for the letterhead

1. The artwork for the printed letterhead to be used by the vendor carrying out the production

2. The E-letterhead, which is an editable MS-Word file. This is for use within the company, when a letter must be printed on an internal printer.

INDORAMA

Indorama Corporation Pte Lte

143 Cecil Street, #14-00 GB Building, Singapore 069 542 | **T** + 65 00000 00000 | **www.indorama.com**

Envelope

The open files for the envelope are in the master artworks drive.

The fonts used are Noto Sans Display Light and Medium.

The paper should be matt white, with a minimum grammage of 120 gsm.

A4 Envelope

The open files for the A4 envelope are in the master artworks drive.

The fonts used are Noto Sans Display Light and Medium.

The paper should be matt white, with a minimum grammage of 120 gsm.

INDORAMA

Indorama Corporation Pte Lte
143 Cecil Street, #14-00 GB Building, Singapore 069 542 | **T** + 65 00000 00000 | **www.indorama.com**
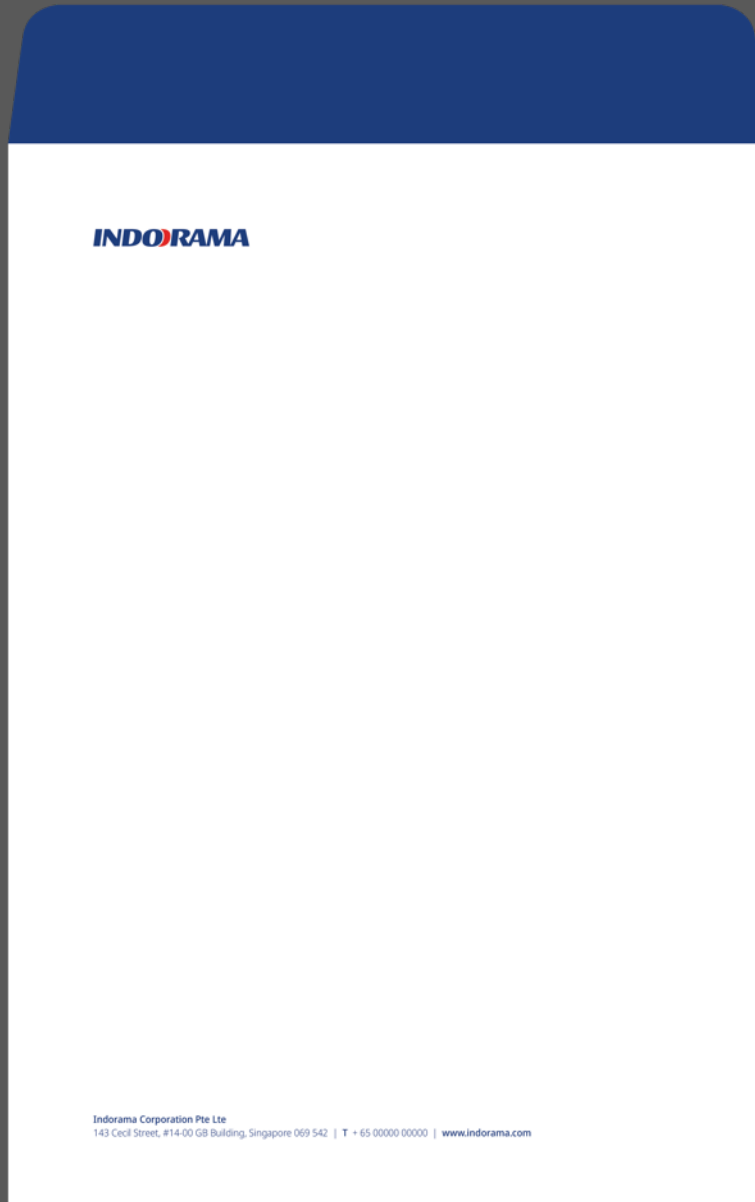
With compliments cards

The open files for the With Compliments card are in the master artworks drive.

The fonts used are Noto Sans Display Light and Medium.

Either of these options is permitted.

The paper should be matt white, with a minimum grammage of 300 gsm.

Subsidiary company business card

The permitted layouts for the stationery of a subsidiary company are shown alongside.

Master artworks for these are available.

The paper should be matt white, with a minimum grammage of 300 gsm.

Adufértil

Douglas Fontanini
CEO

Adufertil Fertlizantes Ltda
Part of Indorama Corporation

v.Beta, 461 - Distrito Industrial
Jundai - SP, 13213-070
www.adufertil.com

Subsidiary company letterhead

The permitted layouts for the stationery of a subsidiary company are shown alongside.

Master artworks for these are available.

The paper should be matt white, with a minimum grammage of 120 gsm.

Adufértil

Adufertil Fertlizantes Ltda
Part of Indorama Corporation

v.Beta, 461 - Distrito Industrial, Jundai - SP, 13213-070 | **www.adufertil.com**

Subsidiary company envelope

The permitted layouts for the stationery of a subsidiary company are shown alongside.

Master artworks for these are available.

The paper should be matt white, with a minimum grammage of 120 gsm.

Adufértil
Part of Indorama Corporation

To
Mr. Rajesh Kaul
21 Building name
Name of Street
City PIN 000 000
Country

Adufertil Fertlizantes Ltda
v.Beta, 461 - Distrito Industrial, Jundai - SP, 13213-070 | www.adufertil.com

Subsidiary company envelope

The permitted layouts for the stationery of a subsidiary company are shown alongside.

Master artworks for these are available.

The paper should be matt white, with a minimum grammage of 120 gsm.

Adufértil
Part of Indorama Corporation

To
Mr. Rajesh Kaul
21 Building name
Name of Street
City PIN 000 000
Country

Adufertil Fertilizantes Ltda
v.Beta, 461 - Distrito Industrial, Jundaí - SP, 13213-070 | www.adufertil.com

Subsidiary company compliments card

The permitted layouts for the stationery of a subsidiary company are shown alongside.

Master artworks for these are available.

The paper should be matt white, with a minimum grammage of 300 gsm.

With Compliments

Adufértil
Part of Indorama Corporation

Adufertil Fertlizantes Ltda
Part of Indorama Corporation
v.Beta, 461 - Distrito Industrial
Jundai - SP, 13213-070
www.adufertil.com

Subsidiary company compliments card

The permitted layouts for the stationery of a subsidiary company are shown alongside.

Master artworks for these are available.

The paper should be matt white, with a minimum grammage of 300 gsm.

With Compliments

Adufértil
Part of Indorama Corporation

Adufertil Fertlizantes Ltda
Part of Indorama Corporation
v.Beta, 461 - Distrito Industrial
Jundai - SP, 13213-070
www.adufertil.com

11

Billboard & Press Drop

Billboard

Since billboards offer large real estate, we recommend that wherever possible, the slogan be used within the red arcs as shown.

The position of the logo is not fixed and it must be placed wherever there is highest visibility

Using a white band for relief allows the logo to be highlighted.

The open files for the billboard are in the master artworks drive.

The fonts used are Noto Sans Display Light and Medium

Presss Backdrop

Whenever a press backdrop is required for an event or interview, use either of the configurations shown alongside.

The open files for the backdrop are in the master artworks drive.

11

E-mail

E-mail signature

We would like email signatures to be standardised across our group to ensure professional, uniform communication.

The permitted email signature is shown alongside.

This must be configured in Arial.

An MS Word document with an editable signature is provided in the master artwork drive.

Name of person
Designation

Indorama Corporation Pte Lte
143 Cecil Street, #14-00 GB Building, Singapore 069 542
T + 65 00000 00000 | **www.indorama.com**

E-mail Header

Internal or external emails in html should use the standard company e-mail header shown alongside.

The body text must be in Arial. Avoid backgrounds or embellishments in the body of the emailer.

The responsive html file for the e-mail header is available in the master artworks drive.
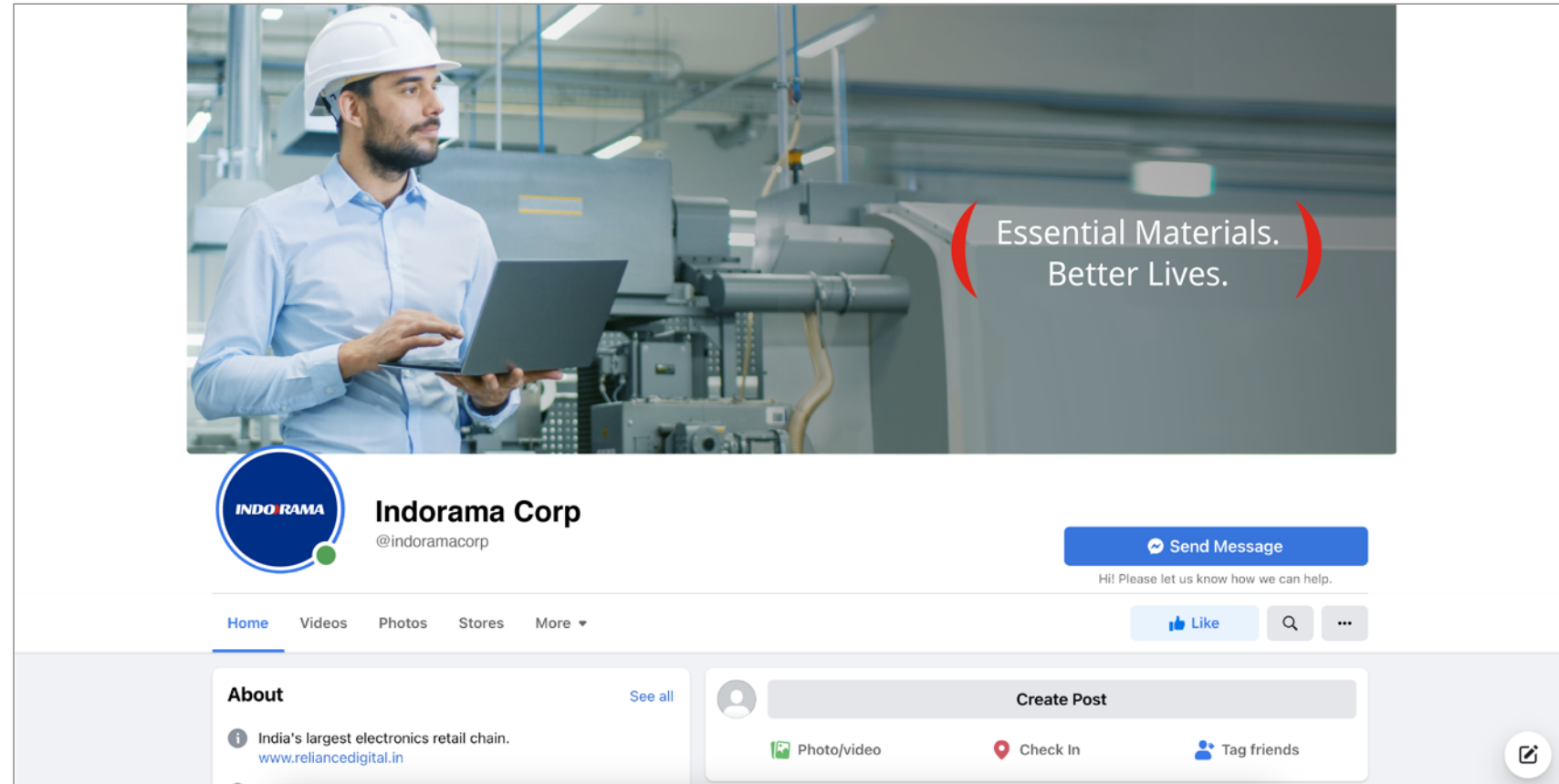
12

Social media

Facebook icon
and banner

The Facebook icon must use the logo in reverse for maximum visibility.

Remember that most people view social media on their phones.

Do not use the logo with the slogan in the icon, as it will be cramped and hard to read. Instead, use the slogan with the red arcs over an appropriate header image.

The open files for the icon and header, in the correct size for Facebook, are available in the master artworks drive.
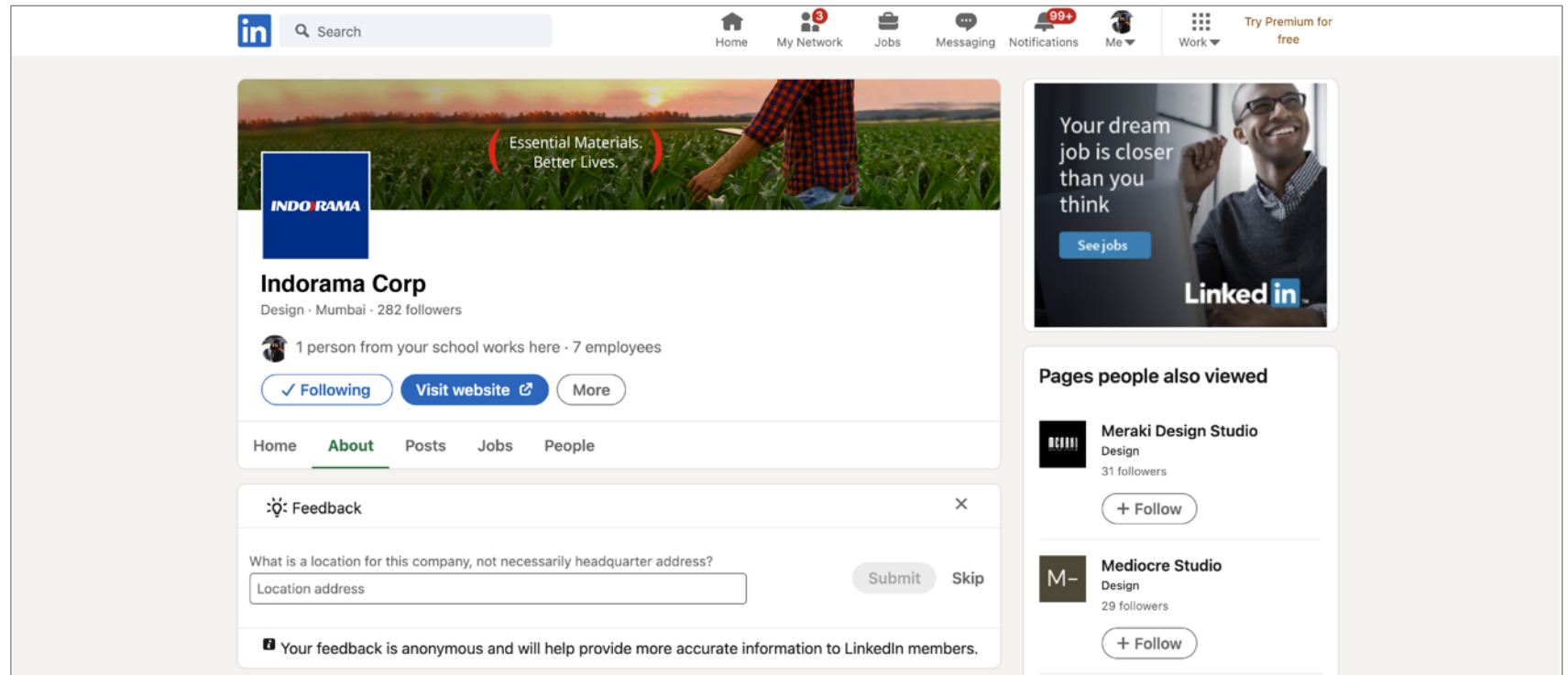
Linkedin icon and banner

The LinkedIn icon must use the logo in reverse for maximum visibility.

Remember that most people view social media on their phones.

Do not use the logo with the slogan in the icon, as it will be cramped and hard to read. Instead, use the slogan with the red arcs over an appropriate header image.

The open files for the icon and header, in the correct size for LinkedIn, are available in the master artworks drive.

Twitter icon
and banner

The Twitter icon must use the logo in reverse for maximum visibility.

Remember that most people view social media on their phones.

Do not use the logo with the slogan in the icon, as it will be cramped and hard to read. Instead, use the slogan with the red arcs over an appropriate header image.

The open files for the icon and header, in the correct size for Twitter, are available in the master artworks drive.
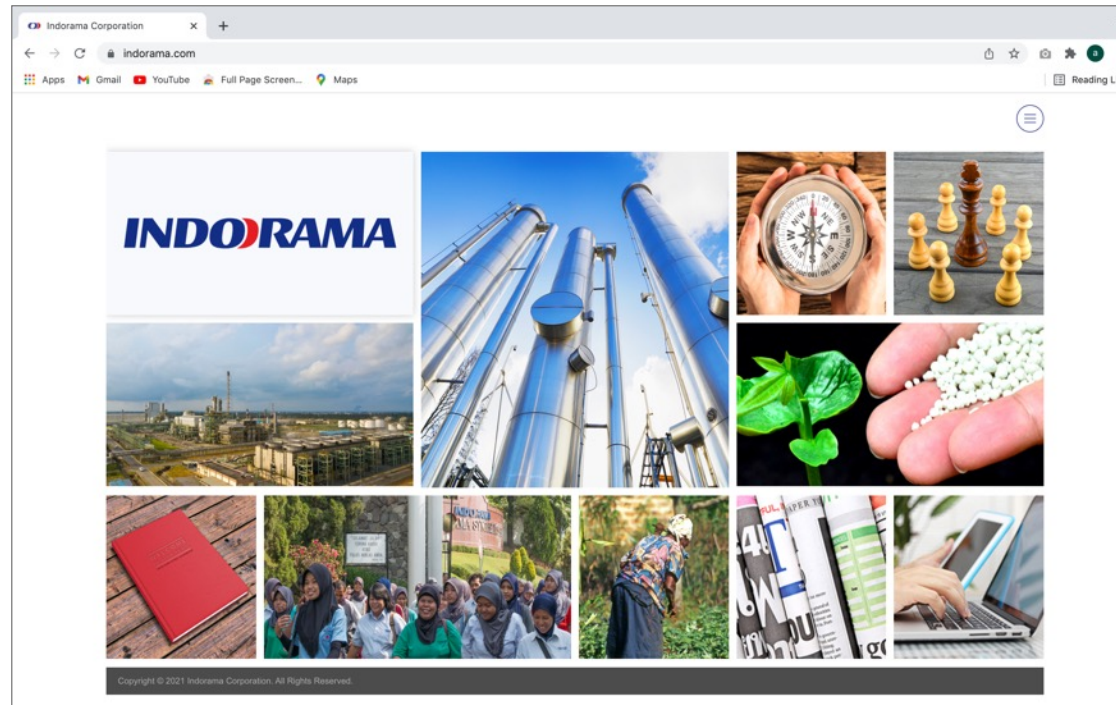
Favicon

A favicon is a small 16×16 pixel icon that serves as branding for our website and allows help visitors locate our page when they have multiple tabs open.

Our favicon uses the 'O' with the distinctive red arc against a white background so it is easy to spot.

The open file for the favicon is available in the master artworks drive.

13

Uniforms & Merchandise

Uniforms
(Logo with slogan)

The various permitted uniform colours are shown alongside.

The logo with slogan can be used on the uniform.

Master artworks have been provided for this.

Uniforms
(Logo without slogan)

The various permitted uniform colours are shown alongside.

The logo without the slogan can be used on the uniform, only in the case that reproducing the slogan is diffiicult.

Master artworks have been provided for this, that speciy size and position.

Tshirt

The various permitted Tshirts are shown alongside.

The logo with slogan should be used on the Tshirt.

Master artworks have been provided for this.

Cap

The permitted cap colours are shown alongside.

The logo without the slogan should be used on the cap, because the curvature makes it difficult to read.

The open files for the cap branding are in the master artworks drive.

Pen

Most pens will be black and the reverse version of the logo must be used as shown.

The logo with slogan cannot be used here, because of lack of real estate.

Master artworks for this are available in the drive.

Bag

Most backpacks will be black and the reverse version of the logo must be used as shown.

The logo with slogan must be used here since it can be easily read in this size.

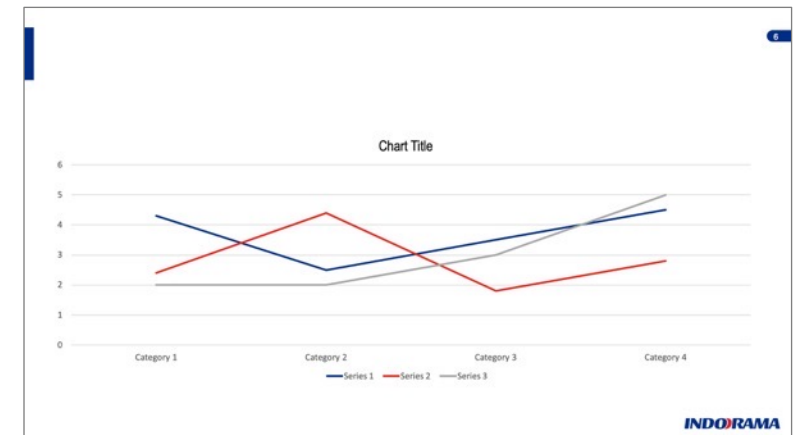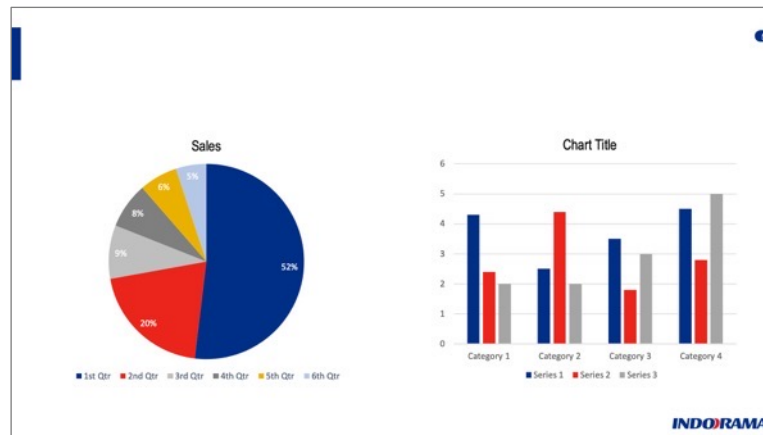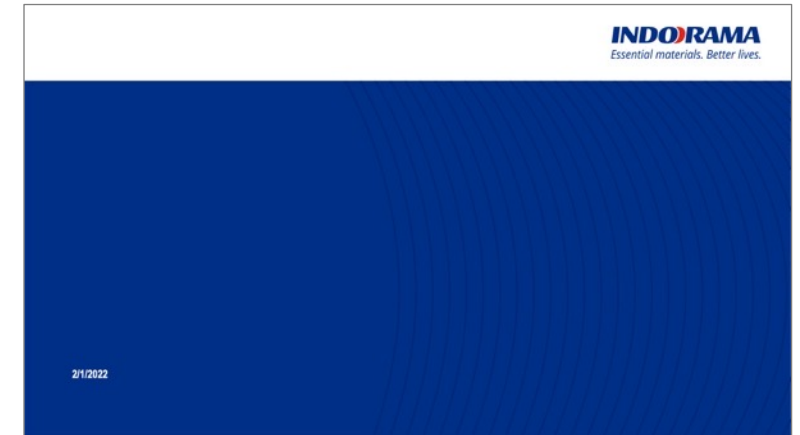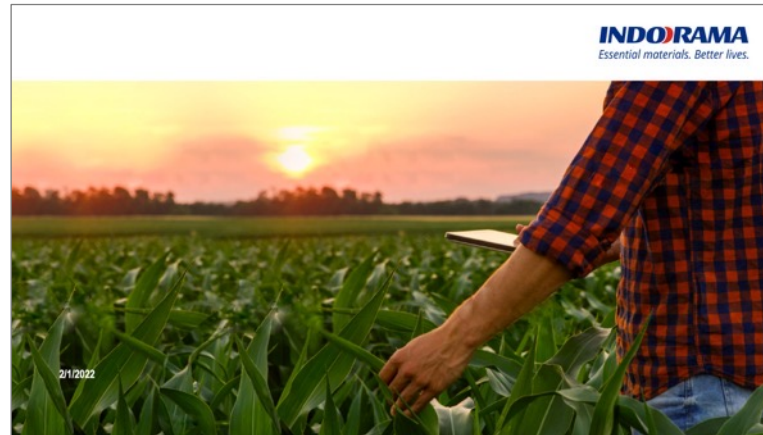Master artworks for this are available in the drive.

14

Presentation

Presentation Template

A Powerpoint presenation template has been created for internal and external presentations.

Additional colours for data visualisation have been provided, beyond the primary and secondary colour palettes.

Thank You