

Indorama

Packaging Guidelines

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Introduction

This document outlines rules for designing packaging for Indorama. It is of utmost importance, that the teams responsible for designing and approving the packaging fully understand and adhere to the guidelines outlined in this document. This would ensure a consistent look and feel for the brand and go a long way in increasing its impact and recall.

1.0
Product
Architecture

Indorama Product Mapping

Indorama products are classified into three verticals:

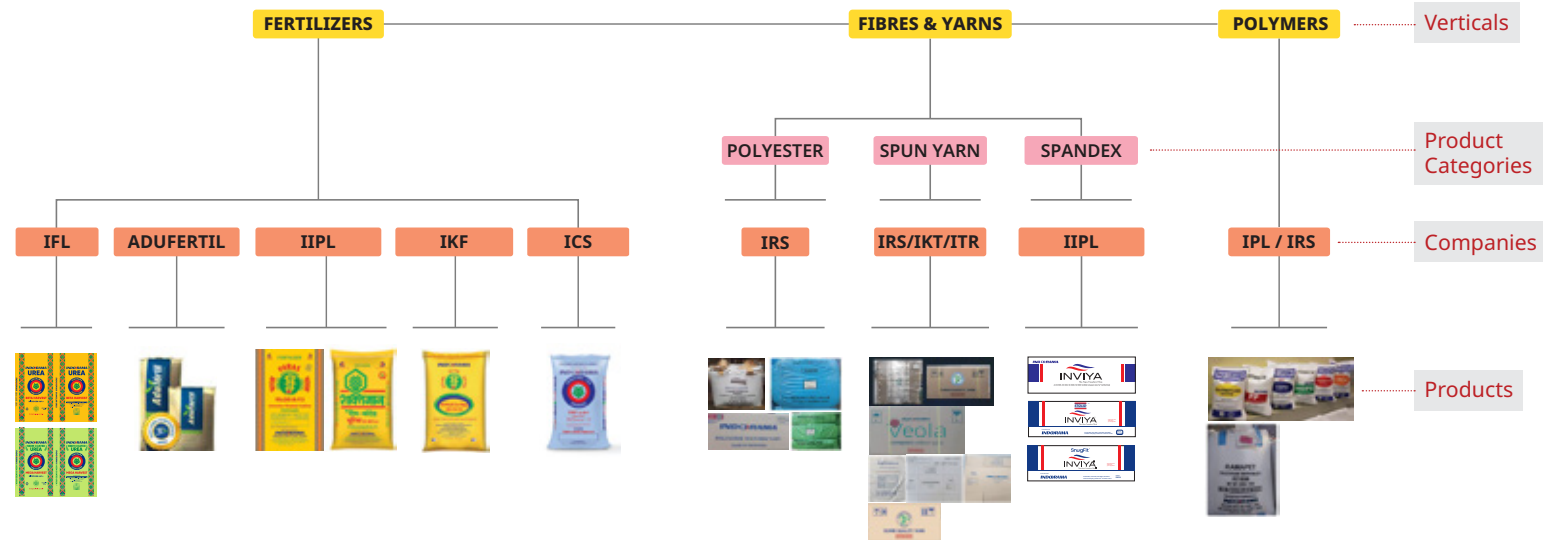
1. Fertilizers

2. Fibres & Yarns

- Polyester
- Spun Yarn
- Spandex

3. Polymers

Each of these verticals and product categories consists of a series of products from various companies.



LEGEND

- Verticals
- Product Categories
- Companies

Indorama Product Architecture

The product architecture of all Indorama products are divided into three categories:

1. Indorama as product brand

Only the Indorama logo is used as the key brand. No other product brand is mentioned.

2. Indorama as Corporate brand

Level 1

Indorama logo comes before the product brand on the pack

Level 2

Indorama logo is positioned at the bottom of the pack

3. Product without Indorama branding

Indorama logo is not used.

Indorama as Product Brand

(No separate product brand)



Indorama as Corporate Brand

LEVEL 1



LEVEL 2



Product without Indorama branding



2.0
Global Pack
Guidelines

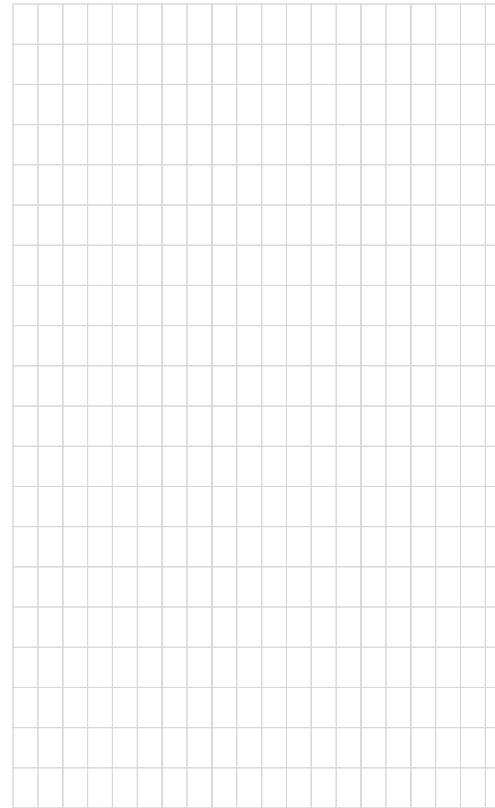
The Grid

All packs for Indorama are designed on a 20 × 20 grid. All elements on the pack have a designated area on this grid.

X = 1 unit

This grid is a guiding framework. At times, some of the elements on pack may need to be shifted a bit to accommodate for local printing requirements or specific content on pack.

← 20
UNITS →

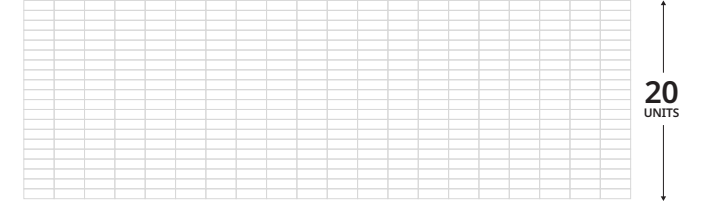


Vertical Grid

← 20
UNITS →



← 20
UNITS →



Horizontal Grid

Typography

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>



1. The address should be written in all caps
2. Name of company should be written in bold
3. Initials of the contact details should be in bold
Eg: Fax **(F)**, Telephone **(T)**



Product name should be prominent and in Noto Sans Black 256.2 points, and in Indorama blue

Product number should be prominent and in Noto Sans Black, and in 102.4 points



The product weight should be mentioned in Noto Sans ExtraBold, 31.6 points

The product weight should be mentioned in Noto Sans ExtraBold, 47.5 points

Colours

The brand colours are carefully selected to represent the brand attributes.

They must never be altered. The packs predominantly use the red and blue colours.

The packs in this document are based on the production constraints given by the OpCos. It is strongly recommended that wherever possible, the Indorama logo is used in full colour.



Indorama Blue

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



Indorama Red

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

The Indorama logo in full color, featuring the word "INDORAMA" in a bold, blue, sans-serif font. The letter "O" is stylized with a red and blue gradient.

Logo in full colour

The Indorama logo in Indorama Blue, featuring the word "INDORAMA" in a bold, blue, sans-serif font. The letter "O" is stylized with a red and blue gradient.

Logo in Indorama Blue

3.0
Pack Guidelines
For Fertilizers

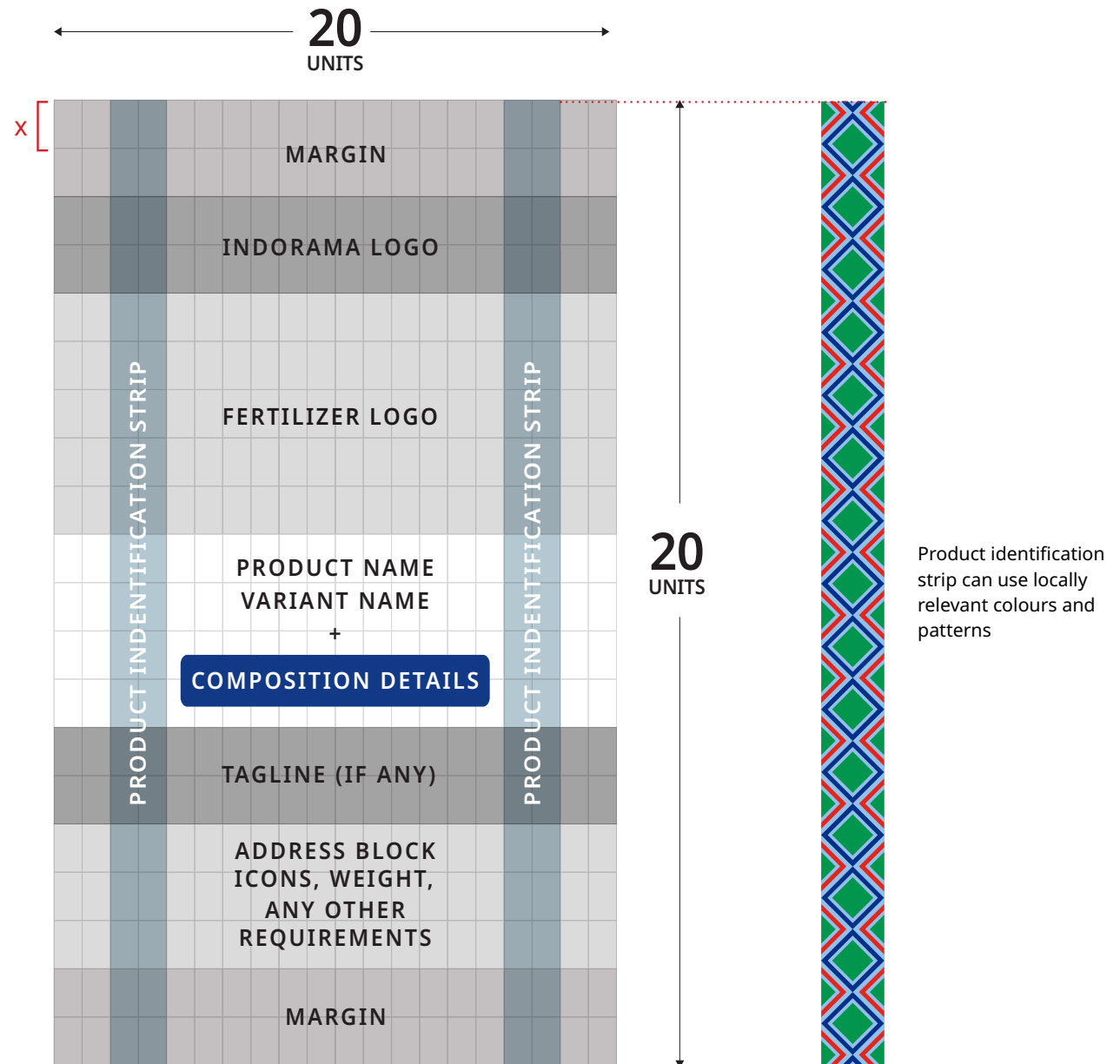
The Grid

All packs for Indorama are designed on a 20 × 20 grid vertical and horizontal. All elements on the pack have a designated area on this grid.

Given the diversity of products and packaging formats, a simple device like a band in the Indorama blue can serve to create unity and brand recall. Where the band is not used, the Indorama blue should be used prominently in typography and other graphic elements.

X = 1 unit

This grid is a guiding framework. At times, some of the elements on pack may need to be shifted a bit to accommodate for local printing requirements.



Granular Urea Beta Harvest

Shown alongside is the
Granular Urea Beta Harvest
pack with a grid



Granular Urea Beta Harvest

Shown alongside is the Granular Urea Beta Harvest pack without a grid



Neem Coated Urea Mega Harvest

Shown alongside is the Neem Coated Urea Mega Harvest pack with a grid.

It is mandatory to use all icons and company logos on this pack.



Neem Coated Urea Mega Harvest

Shown alongside is the Neem Coated Urea Mega Harvest pack without a grid.

It is mandatory to use all icons and company logos on this pack.



ICS: DAP 18-46-0

Shown alongside is the ICS:
DAP 18-46-0 pack with a grid.

This packaging consists of a
product identification strip
which uses local relevant
colours and patterns.



Front

Back

ICS: DAP 18-46-0

Shown alongside is the ICS:
DAP 18-46-0 pack without a
grid.

This packaging consists of a
product identification strip
which uses locally relevant
colours and patterns.

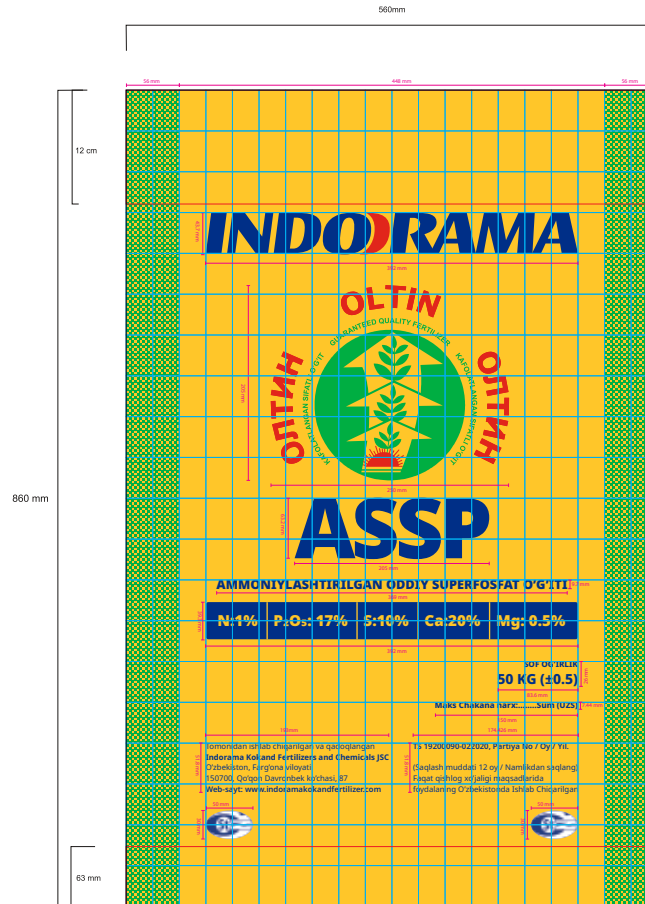


Front

Back

OLTIN ASSP

Shown alongside is the OLTIN
ASSP pack with a grid



OLTIN ASSP

Shown alongside is the OLTIN
ASSP pack without a grid



Shaktiman

Shaktiman follows the system designated by the Government of India. This should be followed as per directives.

Indorama logo should be used as showcased alongside.

वास्तविक लागत = ₹1961.27 प्रति बोरी
भारत सरकार द्वारा सम्मिती = ₹1714.77 प्रति बोरी
अधिकतम खुदरा मूल्य (सभी करों सहित) = ₹266.50 प्रति बोरी
अधिकतम खुदरा मूल्य (सभी करों सहित) = ₹5.92 प्रति किलोग्राम

प्रधानमंत्री ज
**भारतीय
जन उर्वरक
परियोजना**

भारत यूरिया 46% नाइट्रोजन
BHARAT UREA 46% Nitrogen

नीम लेपित यूरिया उर्वरक केवल कृषि उपयोग के लिए | **उर्वरक FERTILIZER** | Neem Coated Urea for Agriculture purpose Only

Manufactured and Marketed by
INDORAMA
Indorama India Private Limited
शक्तिमान इंडस्ट्री
Jagdishpur Industrial Area,
Amethi, Uttar Pradesh, Pin - 227817

शुद्ध वजन = 45 किलोग्राम | सकल वजन = 45,125 किलोग्राम

किसी भी शिकायत हेतु संपर्क करें: 1800 180 5244
iipiagri.customercare@in.indorama.com
सशक्त किसान, आत्मनिर्भर भारत

4.0

Pack Guidelines
For Fibres & Yarns



4.1 Polyester

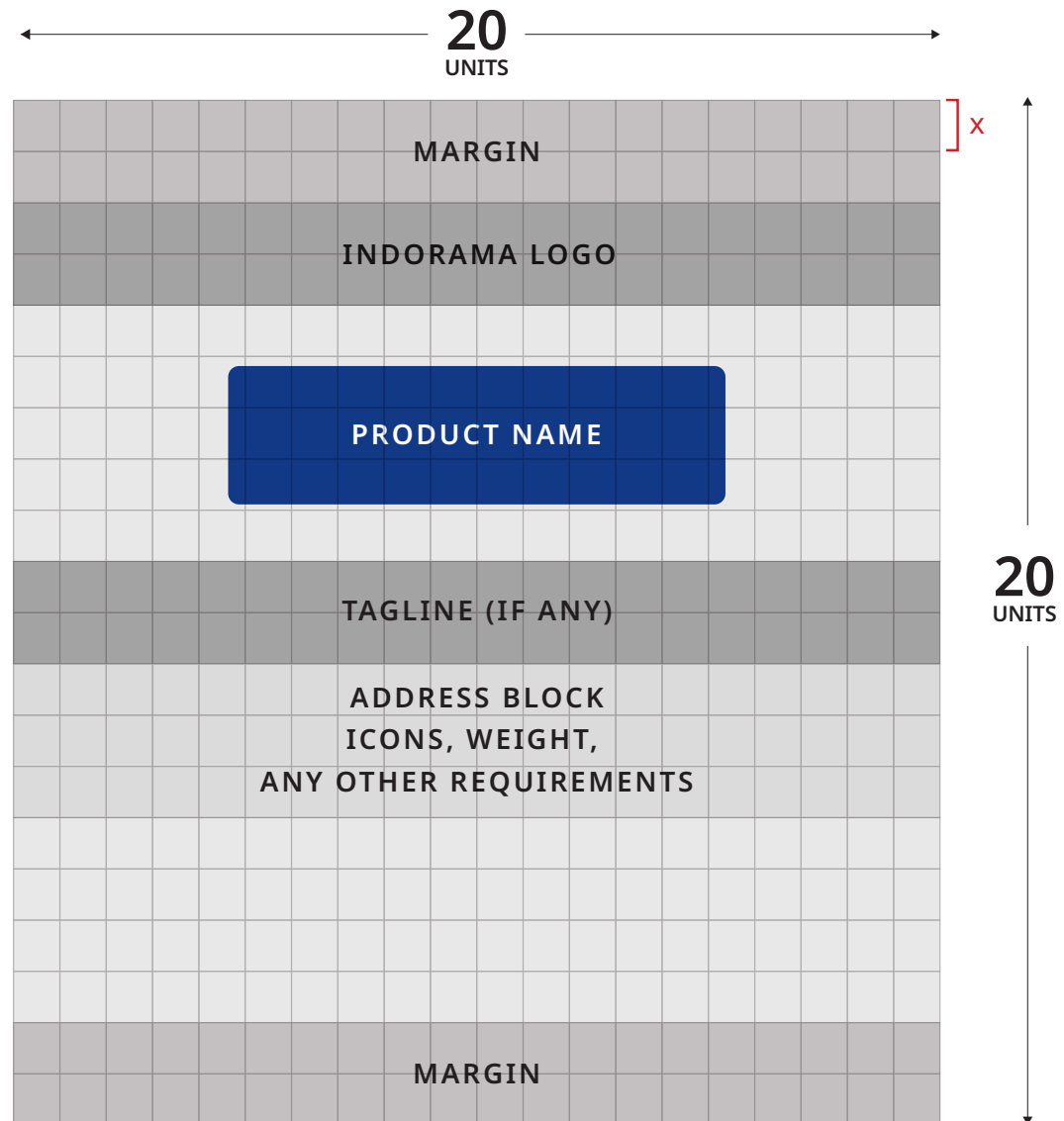
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X = 1 unit

This grid is a guiding framework. At times, some of the elements on pack may need to be shifted a bit to accommodate for local printing requirements.



IRS: Optically Bright Fibre


Shown alongside is the IRS
Optically Bright Fibre pack
with a grid.



IRS: Optically Bright Fibre

Shown alongside is the IRS
Optically Bright Fibre pack
without a grid.





4.2 Spun Yarn

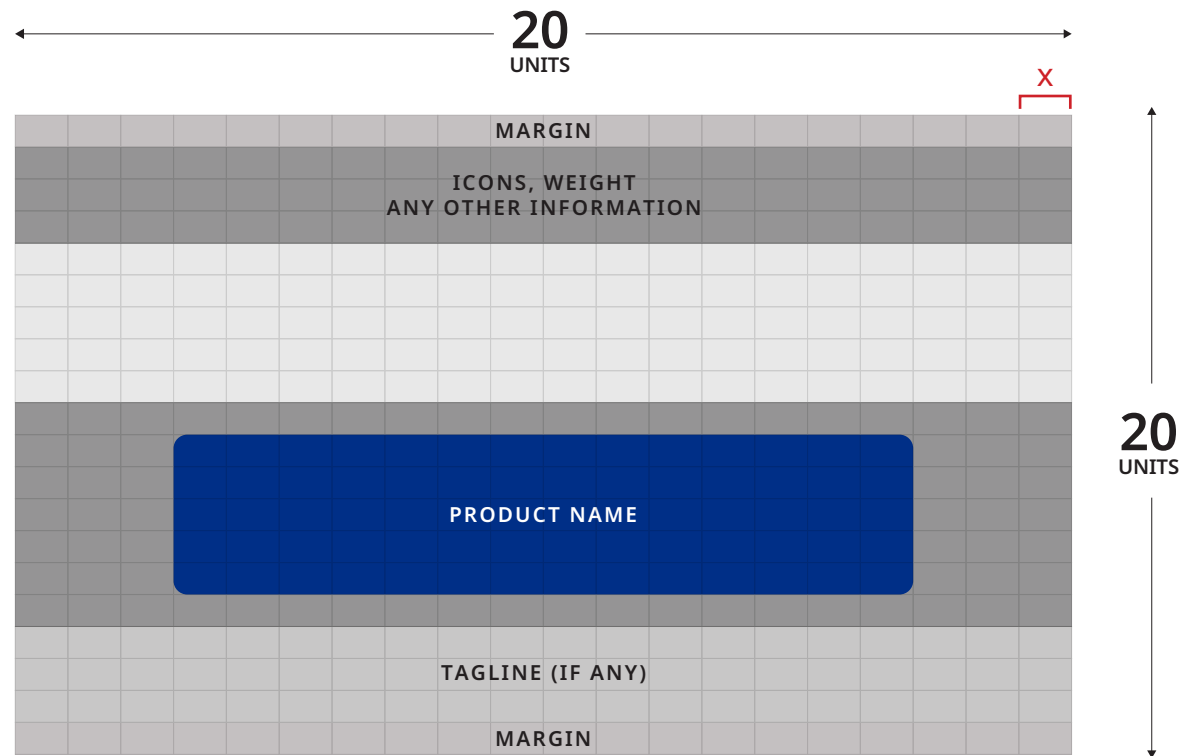
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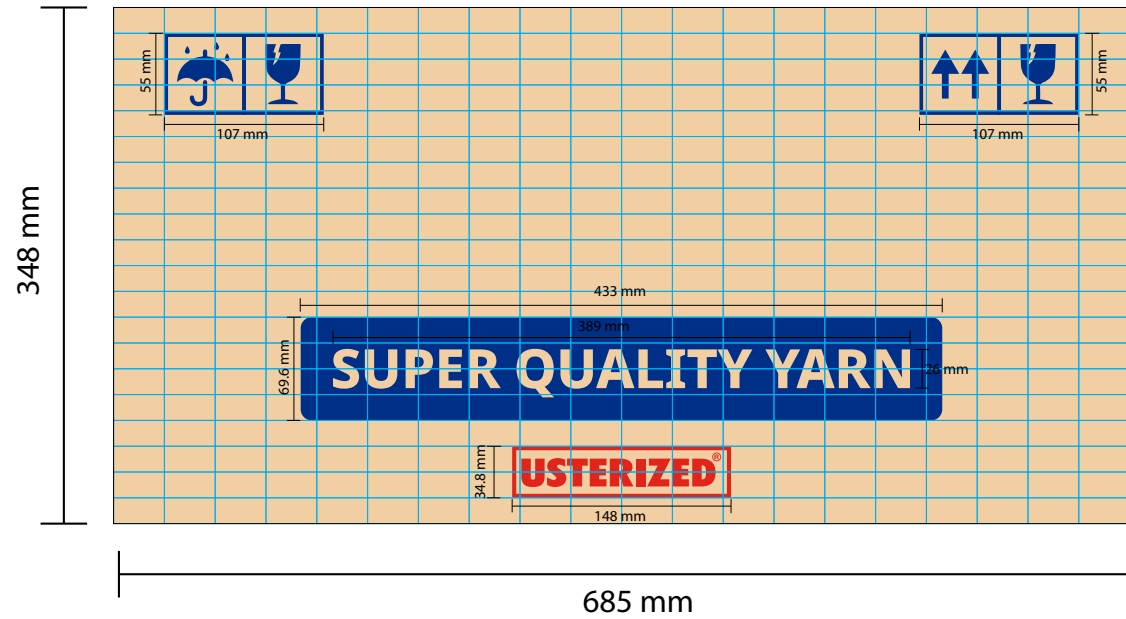
This grid is a guiding framework. At times, some of the elements on pack may need to be shifted a bit to accommodate for local printing requirements or specific content on pack.



Super Quality Yarn (Common Pack)

Shown alongside is the Super Quality Yarn (Common Pack) with a grid.

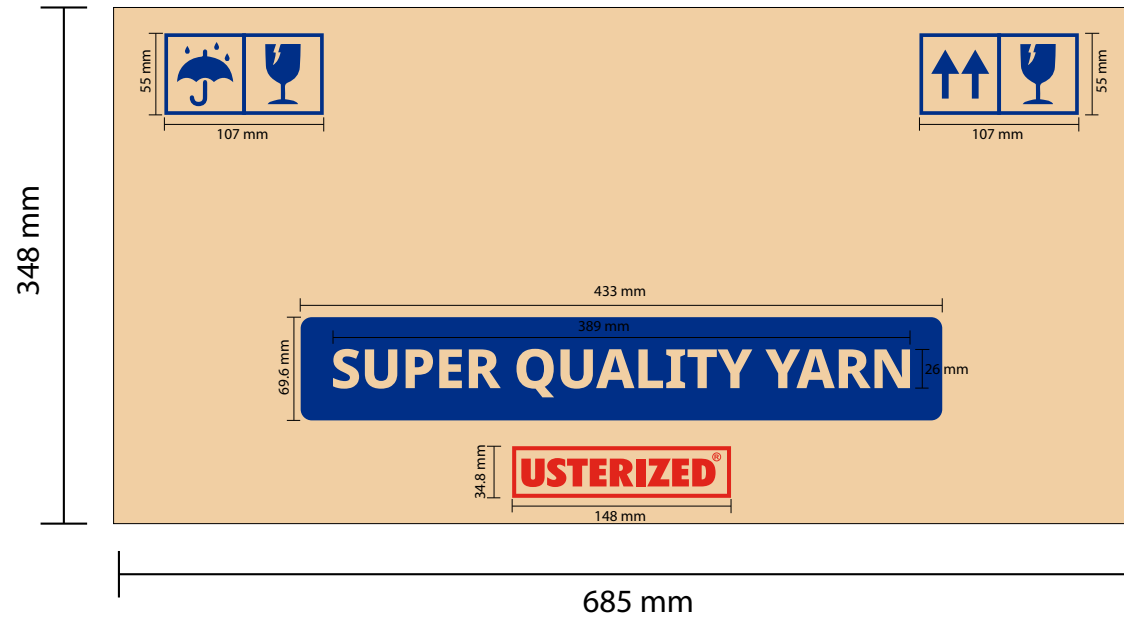
This is a generic pack, without Indorama branding



Super Quality Yarn (Common Pack)

Shown alongside is the Super Quality Yarn (Common Pack) without a grid.

This is a generic pack, without Indorama branding



Super Quality Yarn

Shown alongside is the Super Quality Yarn pack with a grid.



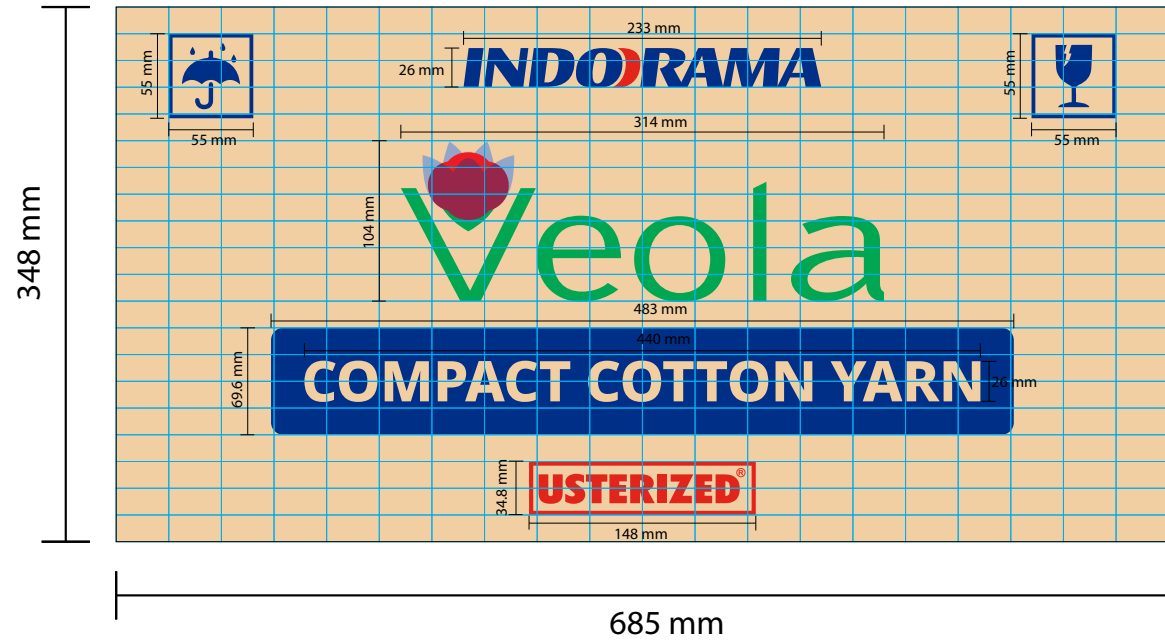
Super Quality Yarn

Shown alongside is the Super Quality Yarn pack without a grid.



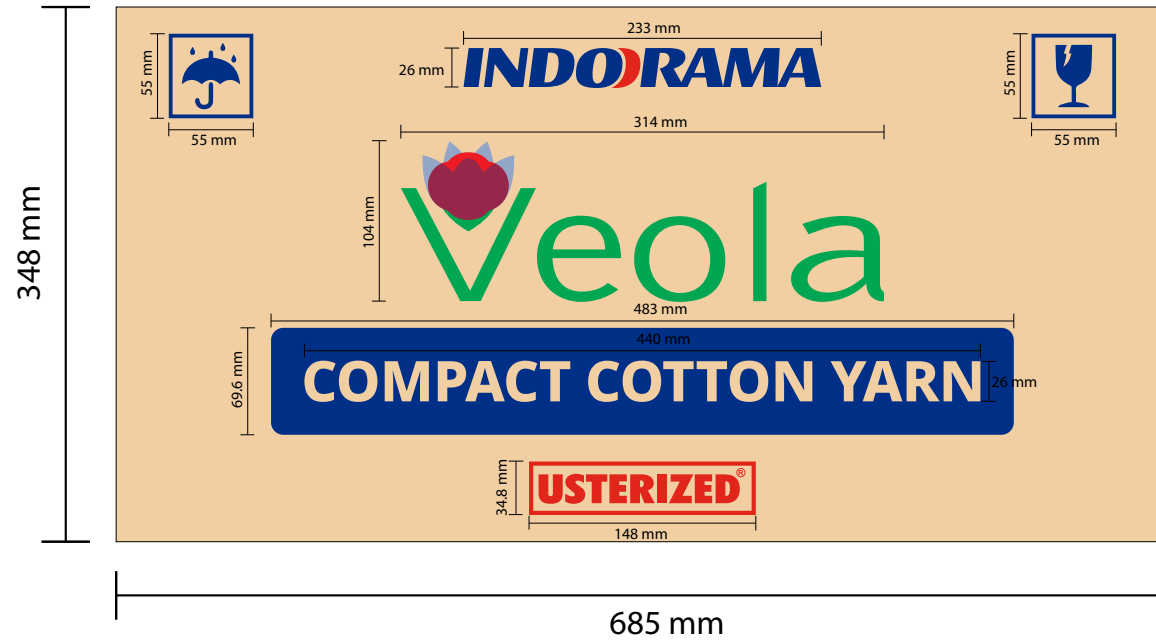
Veola

Shown alongside is the Veola pack with a grid.



Veola

Shown alongside is the Veola pack without a grid.



Iplik

Shown alongside is the Iplik pack with a grid.



Iplik

Shown alongside is the Iplik pack without a grid.





4.3 Spandex

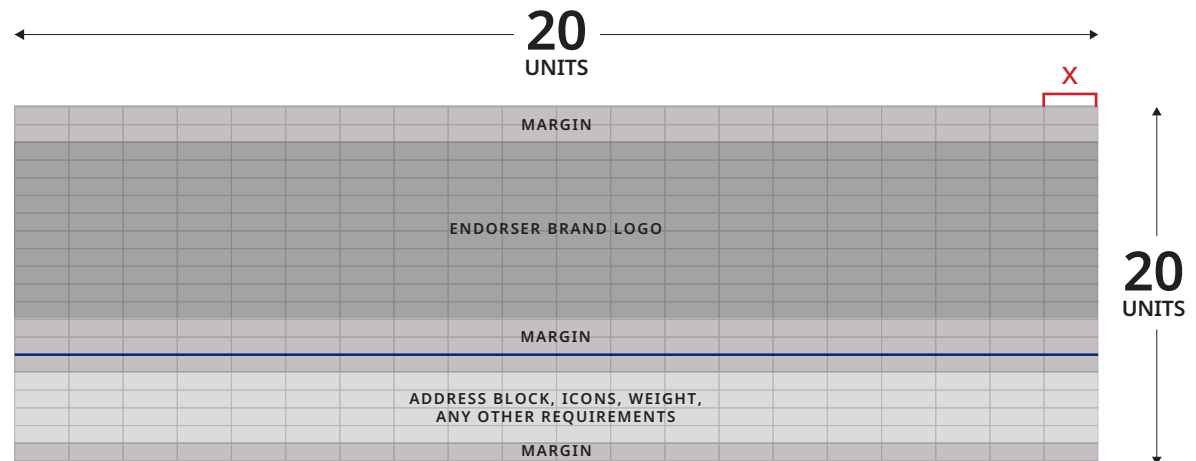
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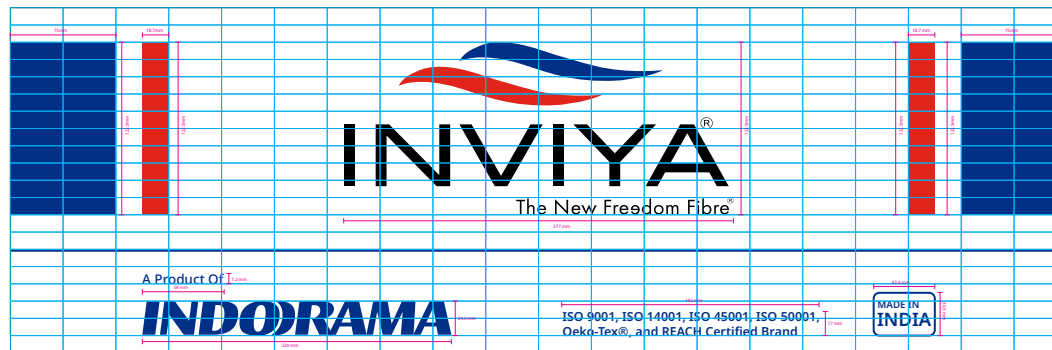
X = 1 unit

This grid is a guiding framework. At times, some of the elements on pack may need to be shifted a bit to accommodate for local printing requirements or specific content on pack.



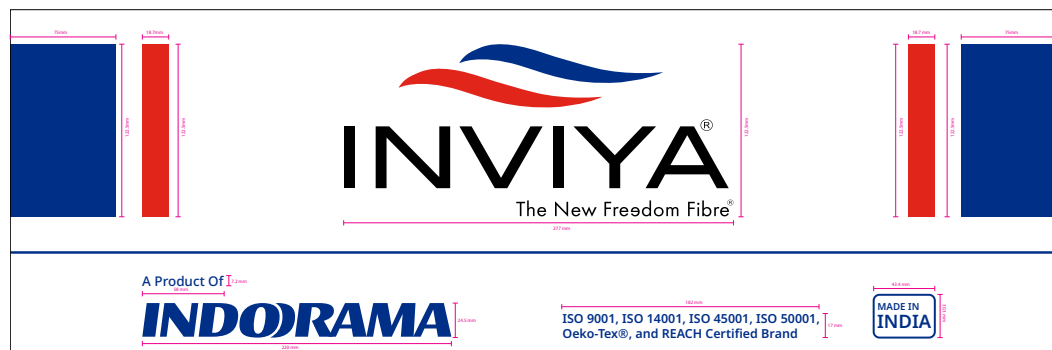
Inviya

Shown alongside is the Inviya pack with a grid.



Inviya

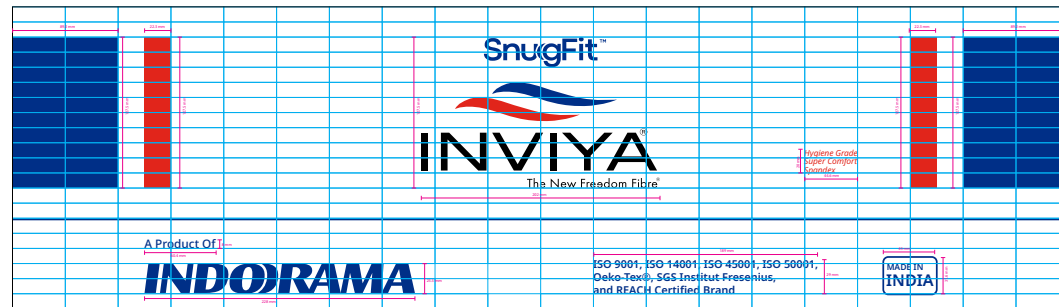
Shown alongside is the Inviya pack without a grid.



Inviya: SnugFit

Shown alongside is the Inviya SnugFit pack with a grid.

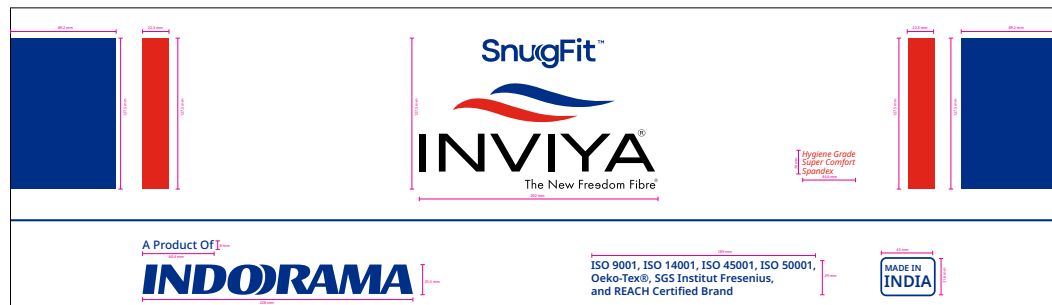
SnugFit is a sub-brand. Various sub-brand logos can be developed in the best interest of the business. However size and placement must be adhered to.



Inviya: SnugFit

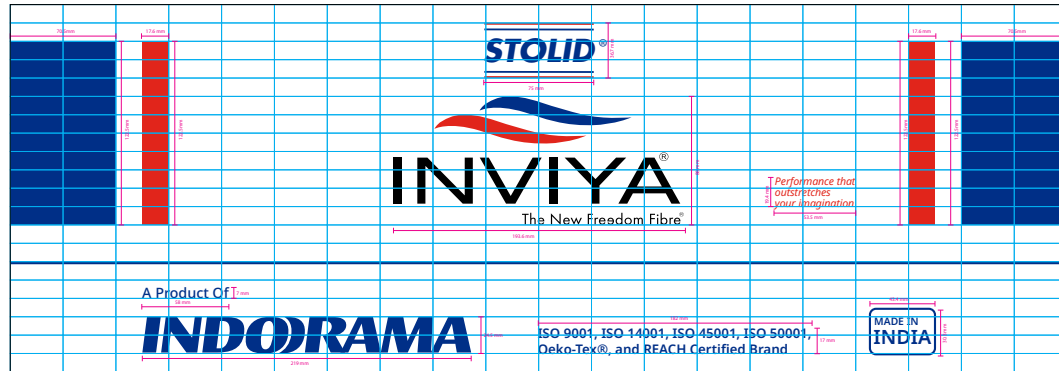
Shown alongside is the Inviya SnugFit pack without a grid.

SnugFit is a sub-brand. Various sub-brand logos can be developed in the best interest of the business. However size and placement must be adhered to.



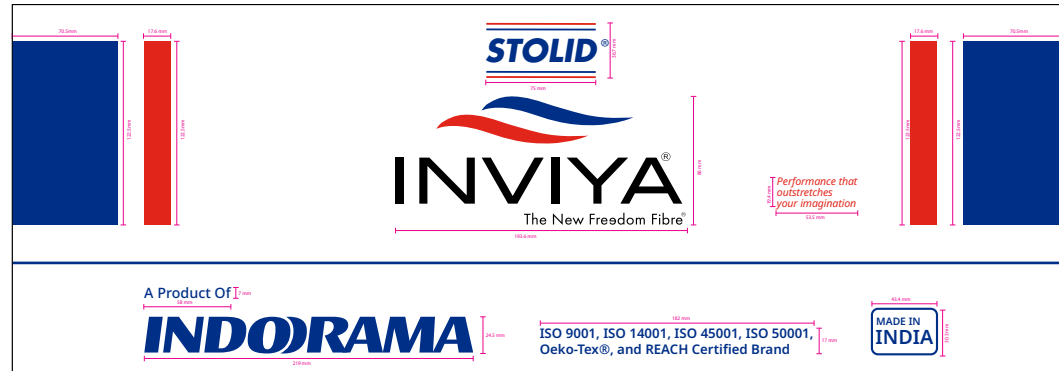
Inviya: Stolid

Shown alongside is the Inviya Stolid pack with a grid.



Inviya: Stolid

Shown alongside is the Inviya Stolid pack without a grid.

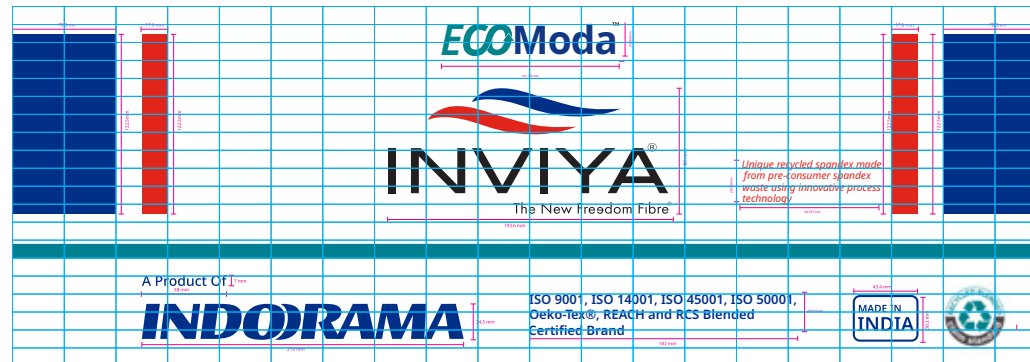


Inviya: EcoModa

Shown alongside is the Inviya EcoModa pack with a grid.

In exceptional cases like EcoModa, where the business objective is to communicate an eco-friendly product, it is permitted to add an accent of another colour as shown.

However this is only permitted for strategic reasons.



Inviya: EcoModa

Shown alongside is the Inviya EcoModa pack without a grid.

Shown alongside is the Inviya EcoModa pack with a grid.

In exceptional cases like EcoModa, where the business objective is to communicate an eco-friendly product, it is permitted to add an accent of another colour as shown.

However this is only permitted for strategic reasons.





5.0
Polymers

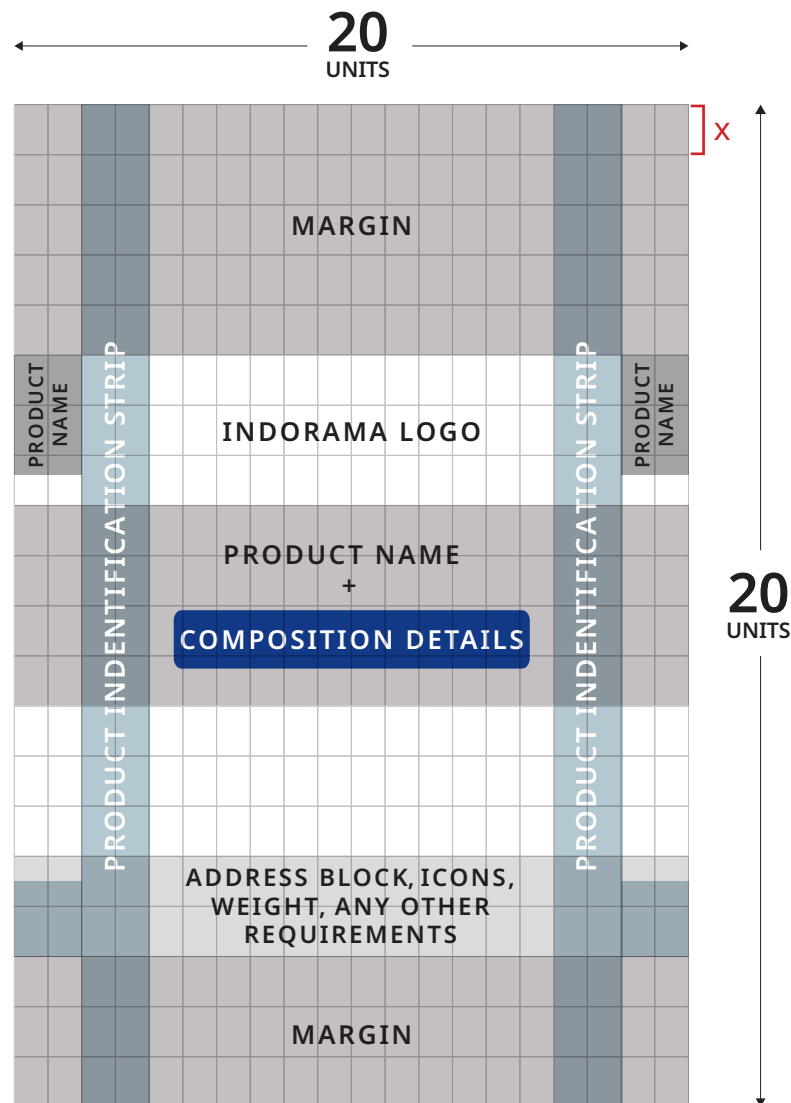
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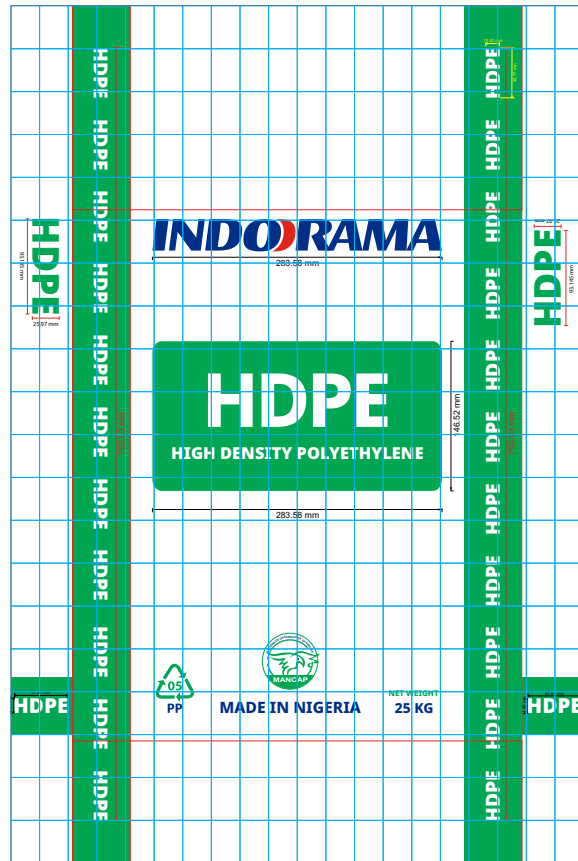
X = 1 unit

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HDPE: High Density Polyethylene

Shown alongside is the HDPE High Density Polyethylene pack with a grid.



HDPE: High Density Polyethylene

Shown alongside is the HDPE High Density Polyethylene pack without a grid.



PPHP: Polypropylene Homopolymer

Shown alongside is the PPHP Polypropylene Homopolymer pack with a grid.



PPHP: Polypropylene Homopolymer

Shown alongside is the PPHP Polypropylene Homopolymer pack without a grid.

