



INEOS BRAND GUIDELINES

INEOS

The INEOS logo is displayed in a bold, dark blue, sans-serif font. The letter 'O' is stylized with a white circle inside, creating a globe-like effect. The logo is positioned on the left side of the page, set against a background of large, light grey, curved shapes that resemble stylized waves or a globe. A thin horizontal line runs across the page, with vertical tick marks separating the logo area from the text columns on the right.

# INEOS

Our company is a very devolved organisation, we are seen in the outside world trading under the single INEOS brand. Our brand therefore represents the way in which we are seen to do business. We put health, safety and the environment first, and our success will follow. We focus on our customers' needs and progress our business through continuous improvement in efficiency, products, performance, people and relationships.

Internally, the logo represents our approach to managing INEOS: our belief in sharing rewards, our focus on growth and profit, and our aim to develop top quartile economics on all of our sites.

In some large corporations, the company logo can take on a level of importance way beyond their relevance to doing business well and I hope we never get too neurotic about the INEOS logo.

That said, the INEOS brand is becoming increasingly important, and I would ask that you stick to the guidelines to ensure that we look professional to both our inside and outside audiences.

**Jim Ratcliffe, Chairman**

# CONTENTS

These guidelines are intended to ensure brand consistency across all INEOS touchpoints. They should be followed as closely as possible.

They do however, allow flexibility within the layouts and structure as we know that no two communication touchpoints are identical. If in any doubt, please contact [richard.longden@ineos.com](mailto:richard.longden@ineos.com).

The logo	4
The INEOS 'O'	13
The fonts	14
Colour	17
Grid and visual system	19
Imagery	25
Exhibitions	29
Website	31
Stationery	33
Advertisements	37
Technical sheets	39
PowerPoint slides	40
Signage	41
Service vehicles	61
Uniforms	64
Contact	68

## THE RETIRED LOGO



'The Word For Chemicals' is a strapline that was added to the INEOS logo some ten years ago. Its purpose was to provide more information about the business at a time when very few people knew about the INEOS brand.

Things have changed a lot. Whilst our core business remains chemicals, we have moved upstream into Oil & Gas, we have an automotive business, a fashion brand and a number of sports teams. And the INEOS brand has significantly improved recognition.

As a consequence, **the strapline will be removed from now on from new branding and, over time, will be naturally replaced from existing applications as materials are renewed and replaced.**

### Removing 'The Word For Chemicals'

- All new branding, printed or online, will be produced without the strapline from now onwards.
- There should not be any online references using the retired strapline.
- All existing printed material will be replaced as and when stock items come up for reprint.
- All signage will be left as is until replaced or refreshed.



### THE REVISED LOGO

The revised INEOS logo stands alone without any strapline.

# THE LOGO

COLOUR

The full colour INEOS logo should be used on all light backgrounds or images.

The INEOS logo is displayed in a large, dark blue font. The letters 'I', 'N', 'E', and 'S' are in a bold, sans-serif typeface. The 'O' is a stylized sphere with a white equator and two curved lines on either side, giving it a three-dimensional appearance.

**Logo blue**  
PMS 275c  
CMYK 100/90/0/40  
RGB 0/24/66

The INEOS logo is shown in a smaller, medium-sized format, centered horizontally. It consists of the letters 'I', 'N', 'E', and 'S' in a bold, sans-serif font, with a stylized 'O' in the center.

The minimum width for the logo is 28mm.

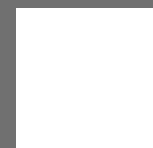
# THE LOGO

REVERSED

The reversed out INEOS logo should be used on all dark backgrounds or images.



INEOS



**White**  
CMYK 0/0/0/0  
RGB 252/252/252



INEOS

The minimum width for the logo is 28mm.

# THE LOGO

MONOCHROME

The monochrome logo should only be used when colour is not available, such as in black and white newsprint.

INEOS



**Black**  
CMYK 0/0/0/100  
RGB30/30/30

INEOS

The minimum width for the logo is 28mm.

# THE LOGO

MONOCHROME REVERSED

The monochrome logo can also be used in reversed out form in one colour applications.

INEOS



**White**  
CMYK 0/0/0/0  
RGB 252/252/252

INEOS

The minimum width for the logo is 28mm.



# THE LOGO

## PROPORTIONS AND CLEAR SPACE

Logos need space around them, so they don't clash with text, imagery or graphical features. The logo must always appear in the correct

proportions as shown, based on the height of the INEOS 'O'. The minimum required clear space on all sides of the logo is half of the 'O' height.



Always use an original, authorised vector eps or ai file of the 'locked up' logo for print. Do not try to recreate the logo in any way, except for large format work where the logo may need to be reconstructed in application, such as on building signage.

# THE LOGO

BUSINESS IDENTITIES: COLOUR

The INEOS business identities (logos) are represented as a combination of the INEOS logo and the subdivision name.

These logos are created in two formats:  
1. Horizontal  
2. Vertical.



## 1. Horizontal

The subdivision name is set to the right of the INEOS logo and there should be spacing of  $\frac{1}{2}X$  where X is the height of the INEOS logo.

The first letter of the subdivision name must be a capital letter 85% of the height of the INEOS logo.

The lowercase letters of the subdivision name should be  $\frac{1}{2}X$  where X is the height of the INEOS logo.



### Logo blue

PMS 275c  
CMYK 100/90/0/40  
RGB 0/24/66



## 2. Vertical

The subdivision name is set below the INEOS logo. The height of the subdivision name should be  $\frac{1}{2}X$  where X is the height of the INEOS logo.

There should be spacing of  $\frac{1}{4}X$  between INEOS and the subdivision name.



### Logo blue

PMS 275c  
CMYK 100/90/0/40  
RGB 0/24/66

# THE LOGO

BUSINESS IDENTITIES: MONOCHROME

The monochrome business identities should only be used when colour is not available, such as in one colour newspapers.

INEOS <sup>1/2X</sup> Business <sub>1/2X</sub>

## 1. Horizontal

The subdivision name is set to the right of the INEOS logo and there should be spacing of  $\frac{1}{2}X$  where X is the height of the INEOS logo.

The first letter of the subdivision name must be a capital letter 85% of the height of the INEOS logo.

The lowercase letters of the subdivision name should be  $\frac{1}{2}X$  where X is the height of the INEOS logo.



**Black**

CMYK 0/0/0/100  
RGB 30/30/30

INEOS <sub>x</sub>  
Business <sub>1/4X</sub>  
<sub>1/2X</sub>

INEOS <sub>x</sub>  
Business & <sub>1/4X</sub>  
Business <sub>1/4X</sub>  
<sub>1/2X</sub>

## 2. Vertical

The subdivision name is set below the INEOS logo. The height of the subdivision name should be  $\frac{1}{2}X$  where X is the height of the INEOS logo.

There should be spacing of  $\frac{1}{4}X$  between INEOS and the subdivision name.



**Black**

CMYK 0/0/0/100  
RGB 30/30/30

# THE LOGO

BUSINESS IDENTITIES: REVERSED

The monochrome logo can also be used in reversed out form in one colour applications.



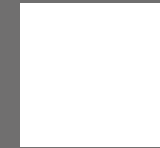
INEOS  $\frac{1}{2}X$  Business  $\frac{1}{2}X$

## 1. Horizontal

The subdivision name is set to the right of the INEOS logo and there should be spacing of  $\frac{1}{2}X$  where X is the height of the INEOS logo.

The first letter of the subdivision name must be a capital letter 85% of the height of the INEOS logo.

The lowercase letters of the subdivision name should be  $\frac{1}{2}X$  where X is the height of the INEOS logo.



### White

CMYK 0/0/0/0  
RGB 252/252/252



INEOS  $X$   
Business  $\frac{1}{4}X$   
 $\frac{1}{2}X$



INEOS  $X$   
Business &  $\frac{1}{4}X$   
Business  $\frac{1}{4}X$   
 $\frac{1}{2}X$

## 2. Vertical

The subdivision name is set below the INEOS logo. The height of the subdivision name should be  $\frac{1}{2}X$  where X is the height of the INEOS logo.

There should be spacing of  $\frac{1}{4}X$  between INEOS and the subdivision name.



### White

CMYK 0/0/0/0  
RGB 252/252/252

# THE INEOS 'O'

The INEOS 'O' is a secondary graphical element. The 'O' should always be on a flat plain and cropped off the page. The 'O' should not be used as bullet points in lists.

The 'O' should reproduce as a 5–10% tint and overlay the background colour or image.

The 'O' should always be cropped off the page, rather than sit within it. It can be cropped off any corner of the page.



# THE FONTS

PRIMARY: PRINT AND ONLINE

Our corporate typefaces are DIN Light and Helvetica Neue. Do not substitute for any other typeface except in electronic files where the recipient will not have DIN or Helvetica Neue installed.

Where possible in professional design packages such as Adobe Indesign, Illustrator, or QuarkXpress, set justification preferences as... Ranged left, and word spacing to 80%.

Do not install DIN or Helvetica Neue on any in-house computer, instead see our tertiary fonts for in-house use.

## DIN LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Use for all main headings and headlines. Always use in caps for short headings; for longer headings, upper and lower case is acceptable.

Track to -30 thousandths of an em.

## DIN BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890!@£\$%^&\*()**

Can be used for emphasis of key words or phrases in short main headings and headlines. Always use in capitals.

Track to -30 thousandths of an em.

## Helvetica Neue 75 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@£\$%^&\*()**

Use for all sub-headings. Always set in upper and lower case.

Track to -30 thousandths of an em.

## Helvetica Neue 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Use for all text. Always set in upper and lower case.

Track to 0.

# THE FONTS

SECONDARY: PRINTED STATIONERY

For stationery, use our secondary font Futura as specified below.

For all other print and online applications always use the primary typefaces, DIN and Helvetica Neue.

Note that Futura and Helvetica Neue are also used for signage. See the Signage section for details.

## Futura Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()**

Use for stationery applications only.

Track to -30 thousandths of an em.

## Futura Book

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()**

Use for stationery only.

Track to -30 thousandths of an em.

## Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@£\$%^&\*()

Use for stationery only.

Track to -30 thousandths of an em.

# THE FONTS

TERTIARY

Our primary typefaces should always be used in print applications. For online use, DIN and Helvetica Neue should be embedded to ensure brand consistency online and offline.

Our tertiary typeface, Arial should only be used in applications generated in-house, such as in Powerpoint and Word documents. Do not use Arial in print or online.

## Arial Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**vwxyz****  
**1234567890!@£\$%^&\*()**

Use for headings and text highlights.

Track to -30 thousandths of an em if possible.

## Arial Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
**abcdefghijklmnopqrstu**vwxyz****  
**1234567890!@£\$%^&\*()**

Use for body text.

Track to -30 thousandths of an em if possible.



# PRIMARY COLOURS

INEOS is a fresh, vibrant, clean, and predominantly 'white' brand. The other primary colours support this clean approach and can be used in areas such as highlights, backgrounds and headings.

The logo blue should not be overly used in application but instead reserved for the INEOS logo to ensure it always stands out.

## White

CMYK 0/0/0/0  
RGB 255/255/255

## Grey

PMS Cool Gray 11c  
CMYK 0/0/0/70  
RGB 77/79/83

## Orange

PMS 1375c  
CMYK 0/40/90/0  
RGB 246/167/35  
RAL 1033

## Logo blue

PMS 275c  
CMYK 100/90/0/40  
RGB 0/24/66  
RAL 5022

CMYK 0/0/0/50

CMYK 0/0/0/30

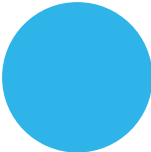
# SECONDARY COLOURS

Our secondary palette of colours should only be used as minor highlighting colours, such as in diagrams, charts, tabbing systems, etc.

**Green**  
PMS 382c  
CMYK 29/0/100/0  
RGB 193/216/47



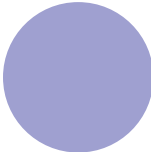
**Cyan**  
PMS 298c  
CMYK 69/7/0/0  
RGB 19/181/234



**Red**  
PMS 485c  
CMYK 0/95/100/0  
RGB 213/43/30



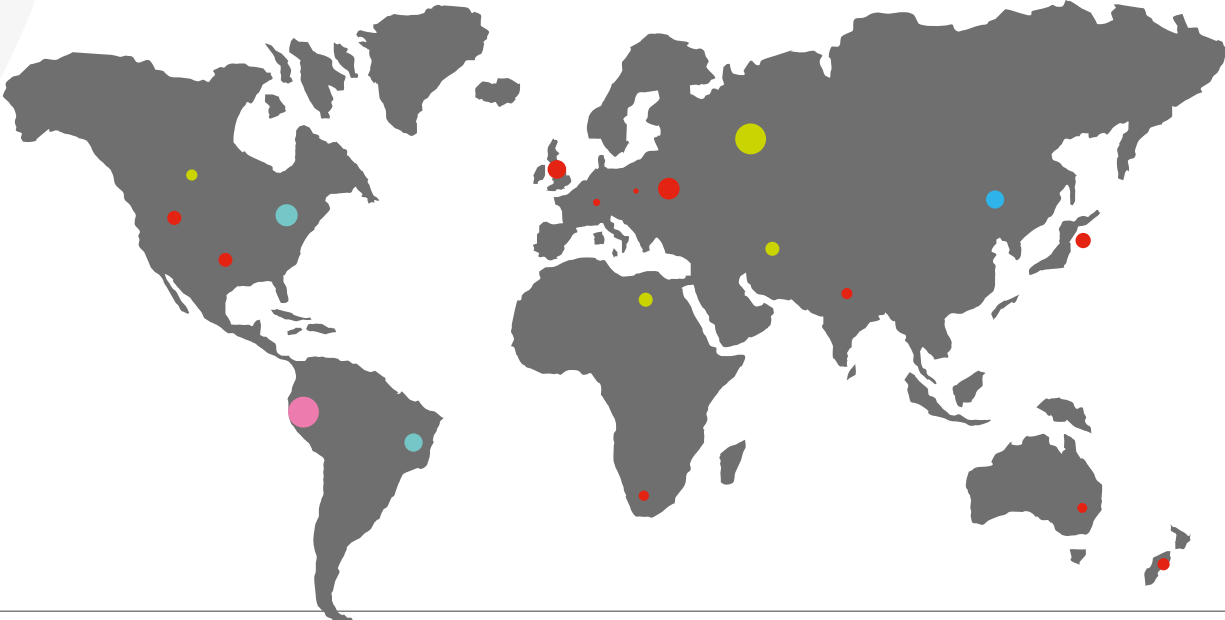
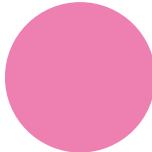
**Lilac**  
PMS 271c  
CMYK 43/37/0/0  
RGB 147/152/204



**Turquoise**  
PMS 325c  
CMYK 56/0/26/0  
RGB 104/200/198



**Pink**  
PMS 224c  
CMYK 0/65/0/0  
RGB 238/128/179

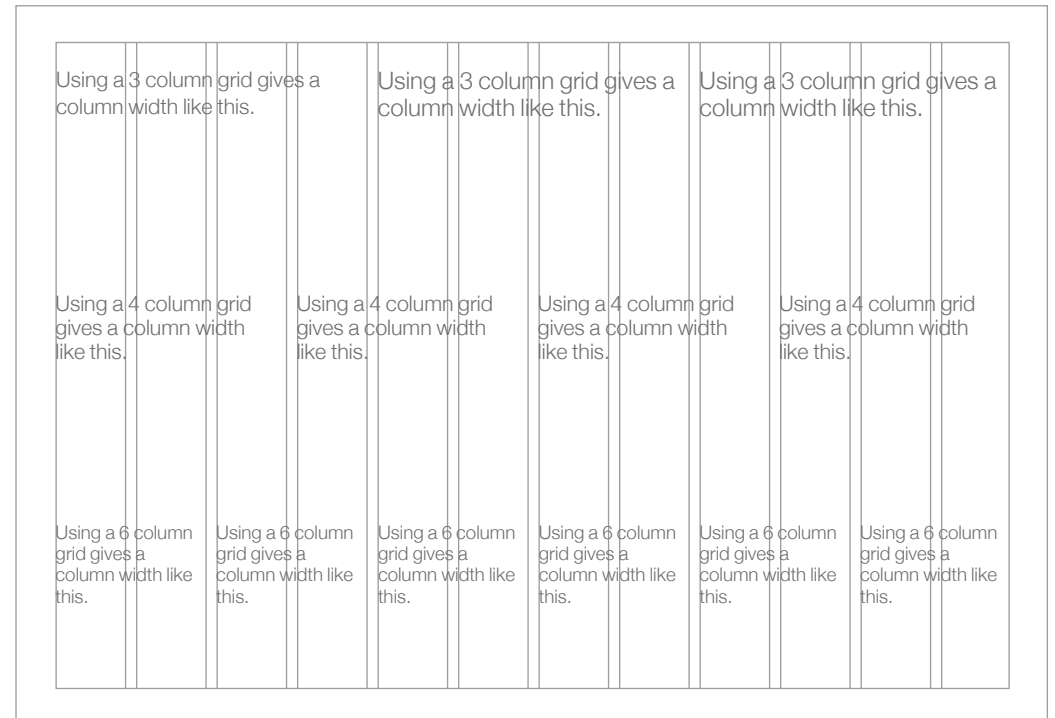
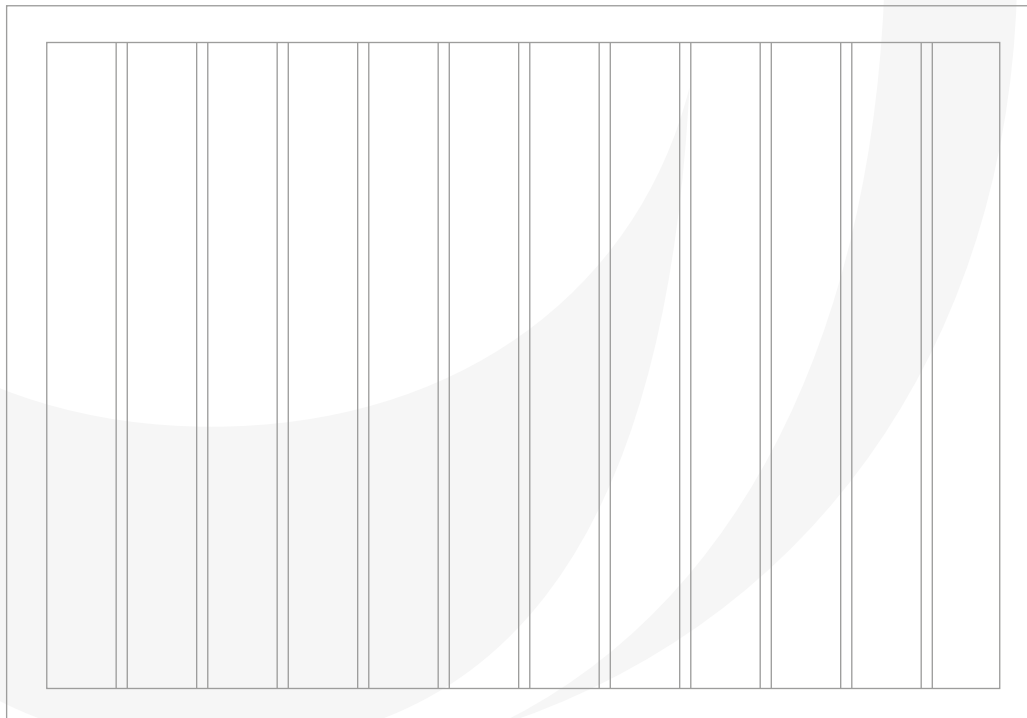


# THE GRID SYSTEM

LANDSCAPE

Where possible use a 12 column grid as the basis of any document. Using 12 columns gives layouts flexibility as well as structure, allowing for 3 column, 4 column, and 6 column grid systems.

More advanced layouts using a range of column widths can also be derived from a 12 column grid.

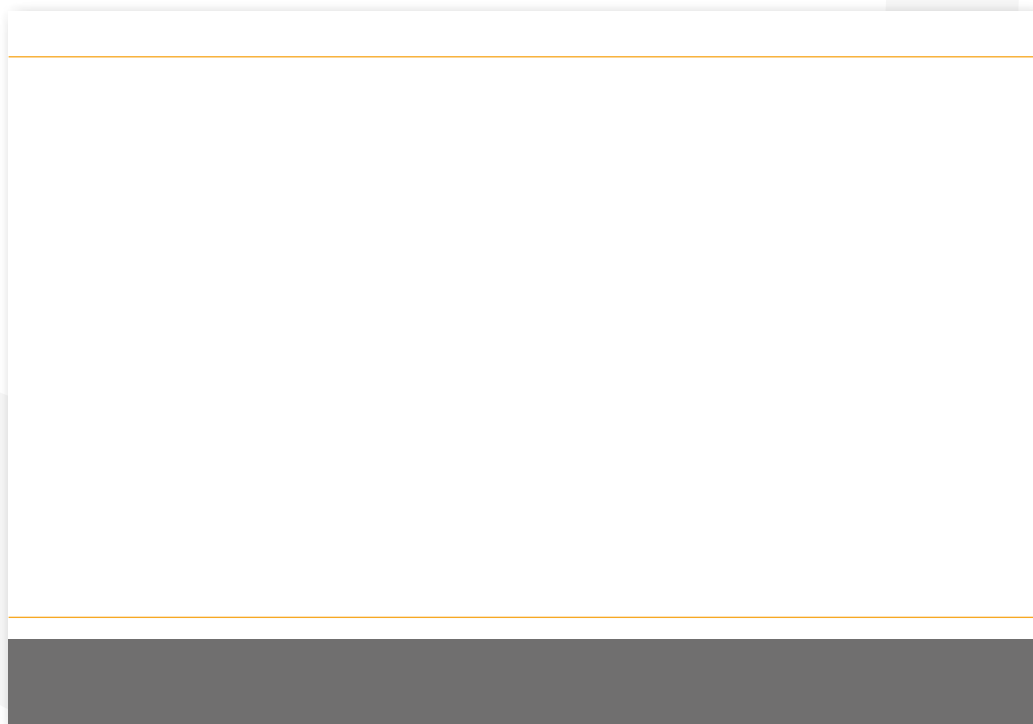


# THE VISUAL SYSTEM

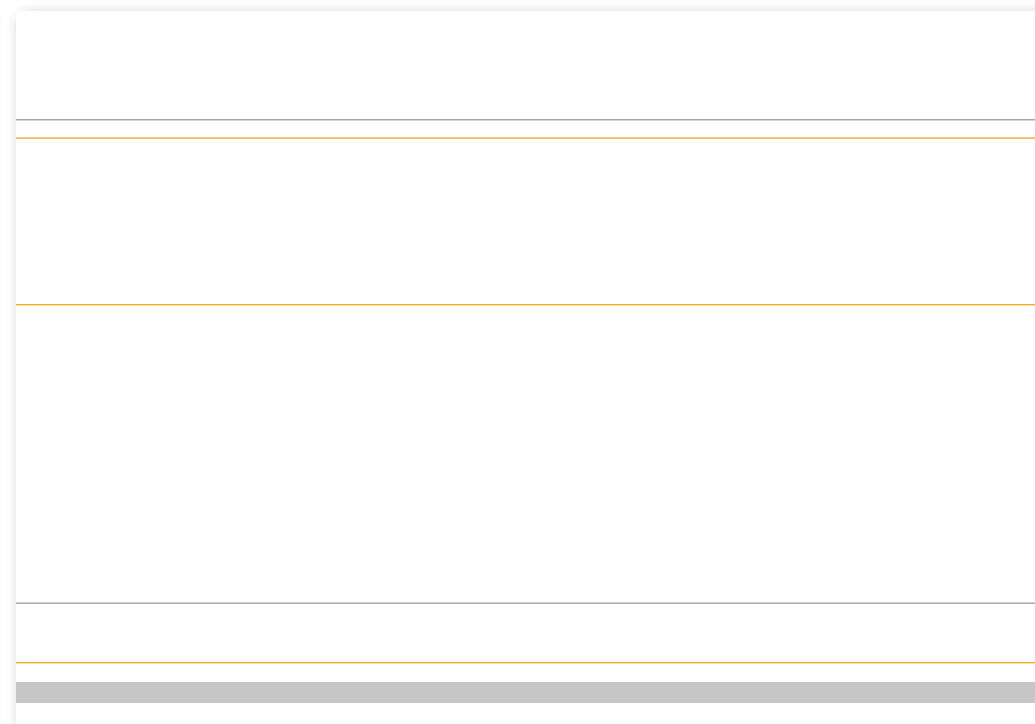
## LANDSCAPE

The visual system is the combination of our typography, colours, graphics and layout that make the INEOS brand unique. Our system is consistent, simple and flexible to use.

The system follows the basic principle of horizons. Using horizontal structures or rules to help hold information together or apart gives us a strong and recognisable system for layouts.



This system shows how a simple layout may look for a landscape page, website, sign, banner, emailer, table or other.



The horizontal bars can move up or down depending on spacial requirements. The areas between the bars can also be filled with solid colours or tints.

# LAYOUT EXAMPLES

## LANDSCAPE

<h3>EXAMPLE HEADING</h3>	<p>Erum a ditem cultatur molupta bonsequae volupta ssmagnimin cum, estrumet iudam, sit a quis explitatur am fugaspelles veligna toruptis.Ut eat! Et doloruptas et aruntota pe simlignia quia con natempore natur rest eturapr eperum, et officie himoluptio bonectam aspi! a iunt quamet iwendae aut isiniye ligenientam hist harum as alvid magnatisi volent. Um nimus id et exceptedi corrovit lalia ecossimin erro mo ipide magnitis corjurm facea solorepel is ut excissequam hectis aut et it quis repudam videl inullaut quia yellecto volupti dolore, tecusci esplabore, que sunducius, exerisquam.</p>
<h3>EXAMPLE HEADING</h3>	<p>que pa sequibu saperiassi dia idita volor sit mi, sintem quid quasplittat. Um laccull orrum, alicto cusdaerero cupta de. Ique pa sequibu saperiassi dia idita volor sit mi, sintem quid quasplittat. Um laccull orrum, alicto cusdaerero cupta de.</p>
<p>Cistisita volest omnite aut ute odias erae voluptatqui aut qua prae nonseidi genienia aut et magnist, volendella con comnihl ide si que niendit ped moleseq.</p>	<p>Erum a ditem cultatur molupta bonsequae volupta ssmagnimin cum, estrumet iudam, sit a quis explitatur am fugaspelles veligna toruptis.</p>

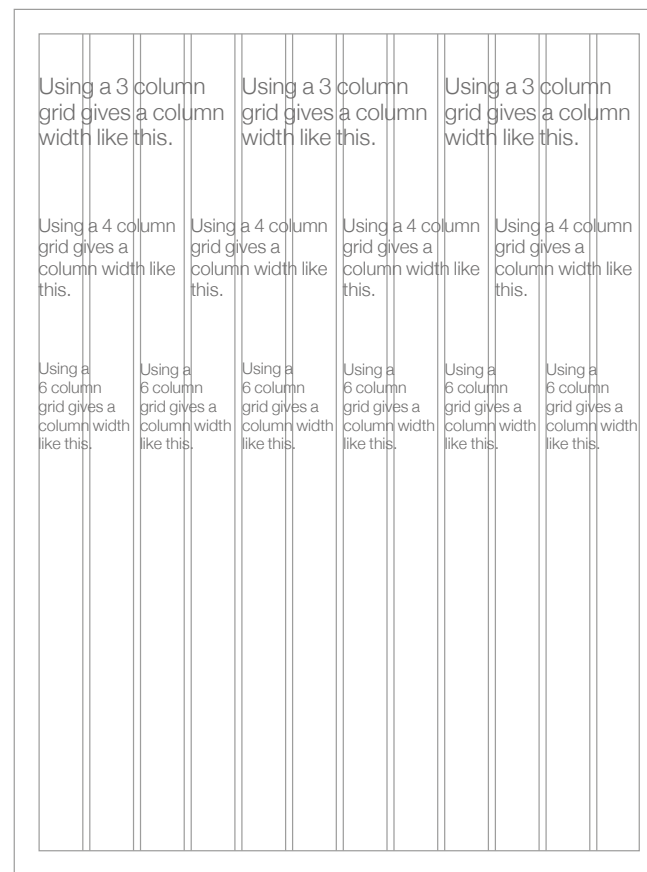
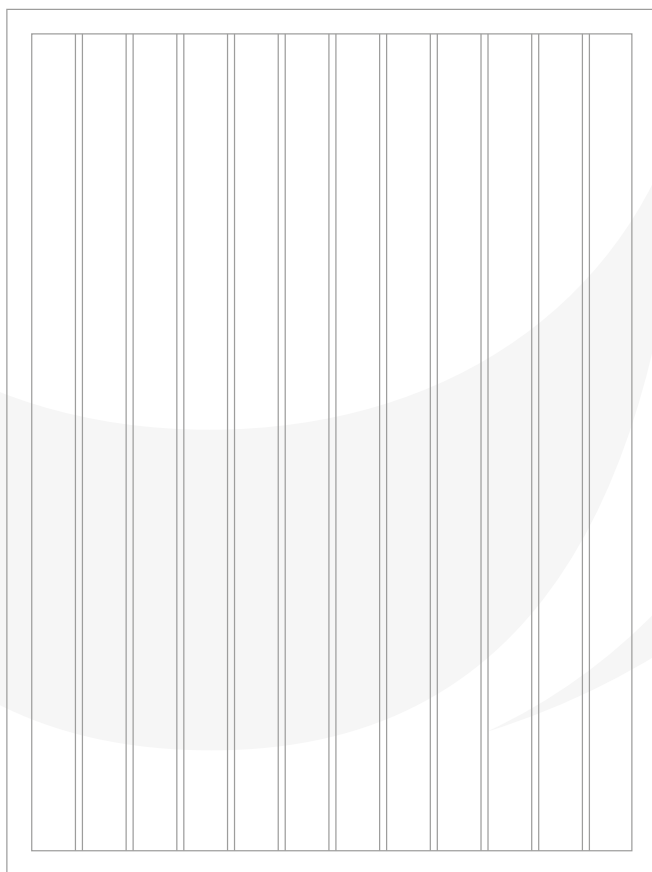


# THE GRID SYSTEM

PORTRAIT

Where possible use a 12 column grid as the basis of any document. Using 12 columns gives layouts flexibility as well as structure, allowing for 3 column, 4 column, and 6 column grid systems.

More advanced layouts using a range of column widths can also be derived from a 12 column grid.

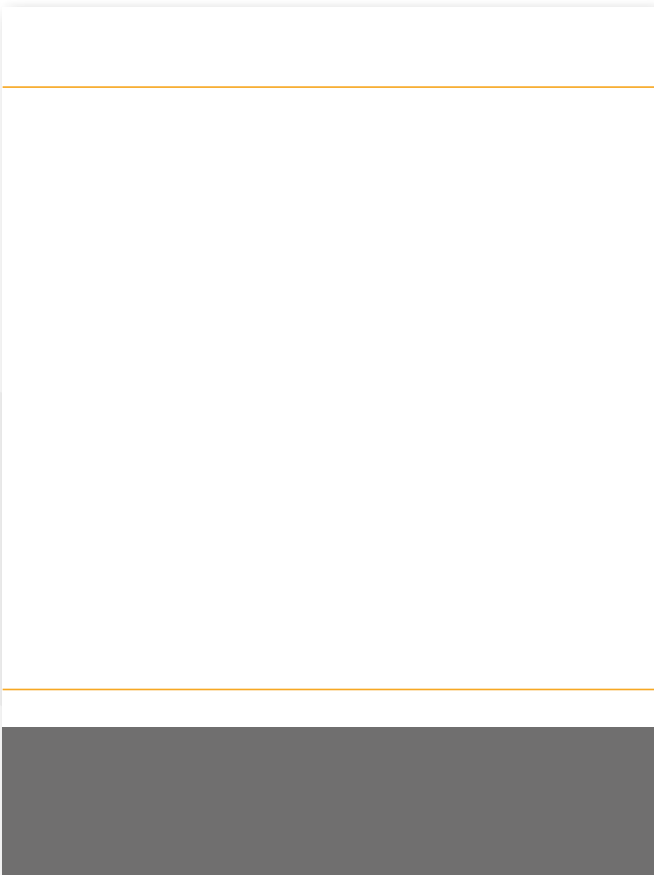


# THE VISUAL SYSTEM

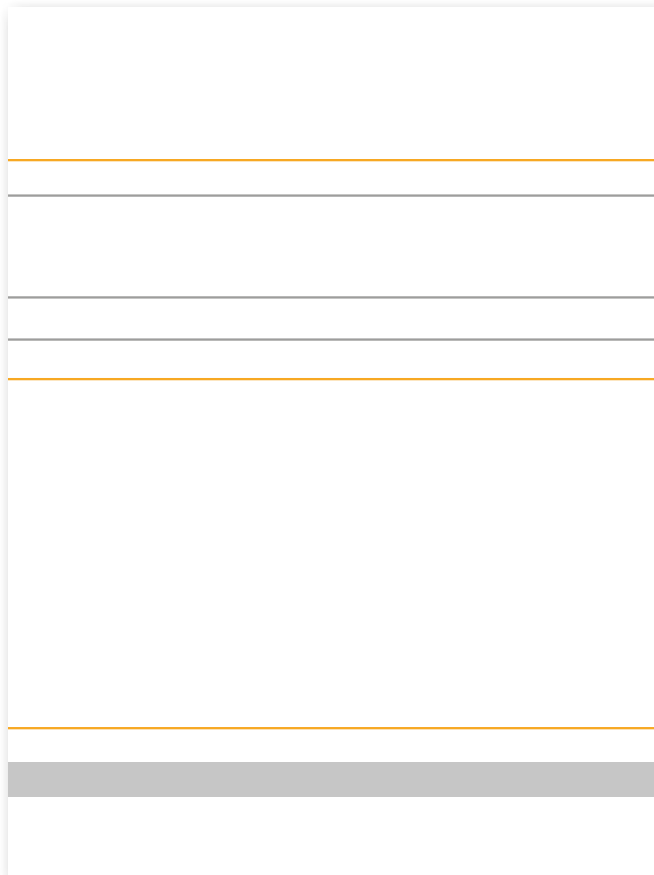
## PORTRAIT

The visual system is the combination of our typography, colours, graphics and layout that make the INEOS brand unique. Our system is consistent, simple and flexible to use.

The system follows the basic principle of horizons. Using horizontal structures or rules to help hold information together or apart gives us a strong and recognisable system for layouts.



This system shows how a simple layout may look for a portrait page, sign, banner, emailer, table or other.



The horizontal bars can move up or down depending on special requirements. The areas between the bars can also be filled with solid colours or tints.

# LAYOUT EXAMPLES

## PORTRAIT

Erum a ditem cullatur molupta tionsequiae volupta ssmagninin cum, estrumet audam, sit a quis explitatur am fugiaspeles veligna tioruptis. Ut eat. Et hboruptas et aruntota pe similigenia quia con natempore natur rest eturepr eperum, et officie nimoluptio conectem aspit a dunt quamet evendae aut issive ligenientiam rist harum as a vid magnatai volent. Um nimus id et excepedi corrovit lalia eossimin erro mo ipide magnitis coreium/facea solorepel is ut excessequam nectis aut et lit quis repudam videl inultat quia vellecto volupti dolore, tecuscit explabore, que sunductus, exeris quam

Erum a ditem cullatur molupta tionsequiae volupta ssmagninin cum, estrumet audam, sit a quis explitatur am fugiaspeles veligna tioruptis. Ut eat. Et hboruptas et aruntota pe similigenia quia con natempore natur rest eturepr eperum, et officie nimoluptio conectem aspit a dunt quamet evendae aut issive ligenientiam rist harum as a vid magnatai volent. Um nimus id et excepedi corrovit lalia eossimin erro mo ipide magnitis coreium/facea solorepel is ut excessequam nectis aut et lit quis repudam videl inultat quia vellecto volupti dolore, tecuscit explabore, que sunductus, exeris quam

### EXAMPLE HEADING

Ique pa sequibu saperiassi dia idita volor sit mi, sintem quid quaspeilitat. Um laccull orrum, alicto cusdaerero cupta de.

Ique pa sequibu saperiassi dia idita volor sit mi, sintem quid quaspeilitat. Um laccull orrum, alicto cusdaerero cupta de.

Clistista volest omnito aut ute odias erae voluptatqui aut quia prae nonseodi genienia aut et magnist, volendella con comnhil ide si que niendit ped moleseq.

Erum a ditem cullatur molupta tionsequiae volupta ssmagninin cum, estrumet audam, sit a quis explitatur am fugiaspeles veligna tioruptis.

Clistista volest omnito aut ute odias erae voluptatqui aut quia prae nonseodi genienia aut et magnist, volendella con comnhil ide si que niendit ped moleseq.

Erum a ditem cullatur molupta tionsequiae volupta ssmagninin cum, estrumet audam, sit a quis explitatur am fugiaspeles veligna tioruptis.

Clistista volest omnito aut ute odias erae voluptatqui aut quia prae nonseodi genienia aut et magnist, volendella con comnhil ide si que niendit ped moleseq.

Erum a ditem cullatur molupta tionsequiae volupta ssmagninin cum, estrumet audam, sit a quis explitatur am fugiaspeles veligna tioruptis. Ut eat. Et hboruptas et aruntota pe similigenia quia con natempore natur rest eturepr eperum, et officie nimoluptio conectem aspit a dunt quamet evendae aut issive ligenientiam rist harum as a vid magnatai volent. Um nimus id et excepedi corrovit lalia eossimin erro mo ipide magnitis coreium/facea solorepel is ut excessequam nectis aut et lit quis repudam videl inultat quia vellecto volupti dolore, tecuscit explabore, que sunductus, exeris quam

Erum a ditem cullatur molupta tionsequiae volupta ssmagninin cum, estrumet audam, sit a quis explitatur am fugiaspeles veligna tioruptis. Ut eat. Et hboruptas et aruntota pe similigenia quia con natempore natur rest eturepr eperum, et officie nimoluptio conectem aspit a dunt quamet evendae aut issive ligenientiam rist harum as a vid magnatai volent. Um nimus id et excepedi corrovit lalia eossimin erro mo ipide magnitis coreium/facea solorepel is ut excessequam nectis aut et lit quis repudam videl inultat quia vellecto volupti dolore, tecuscit explabore, que sunductus, exeris quam

### EXAMPLE HEADING

Ique pa sequibu saperiassi dia idita volor sit mi, sintem quid quaspeilitat. Um laccull orrum, alicto cusdaerero cupta de.

Ique pa sequibu saperiassi dia idita volor sit mi, sintem quid quaspeilitat. Um laccull orrum, alicto cusdaerero cupta de.

Clistista volest omnito aut ute odias erae voluptatqui aut quia prae nonseodi genienia aut et magnist, volendella con comnhil ide si que niendit ped moleseq.

Erum a ditem cullatur molupta tionsequiae volupta ssmagninin cum, estrumet audam, sit a quis explitatur am fugiaspeles veligna tioruptis.

Clistista volest omnito aut ute odias erae voluptatqui aut quia prae nonseodi genienia aut et magnist, volendella con comnhil ide si que niendit ped moleseq.

Erum a ditem cullatur molupta tionsequiae volupta ssmagninin cum, estrumet audam, sit a quis explitatur am fugiaspeles veligna tioruptis.

Clistista volest omnito aut ute odias erae voluptatqui aut quia prae nonseodi genienia aut et magnist, volendella con comnhil ide si que niendit ped moleseq.

## EXAMPLE OF A LARGER HEADING

Ique pa sequibu saperiassi dia idita volor sit mi, sintem quid quaspeilitat. Um laccull orrum, alicto cusdaerero cupta de.

Ique pa sequibu saperiassi dia idita volor sit mi, sintem quid quaspeilitat. Um laccull orrum, alicto cusdaerero cupta de.

Clistista volest omnito aut ute odias erae voluptatqui aut quia prae nonseodi genienia aut et magnist, volendella con comnhil ide si que niendit ped moleseq.

Erum a ditem cullatur molupta tionsequiae volupta ssmagninin cum, estrumet audam, sit a quis explitatur am fugiaspeles veligna tioruptis.

Clistista volest omnito aut ute odias erae voluptatqui aut quia prae nonseodi genienia aut et magnist, volendella con comnhil ide si que niendit ped moleseq.

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Clistista volest omnito aut ute odias erae voluptatqui aut quia prae nonseodi genienia aut et magnist, volendella con comnhil ide si que niendit ped moleseq.

**INEOS**

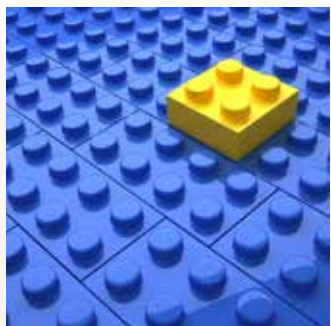


# IMAGERY

## APPLICATIONS

One of our greatest assets is that our chemicals go into making some of life's essential, everyday or lifestyle products.

When highlighting these everyday, end-user applications, images should be tightly cropped, taken from an interesting angle or be almost abstract in composition.



# IMAGERY

## STOCK PHOTOGRAPHY DO'S AND DONT'S

If stock imagery is required (and it often is), ensure that the chosen image is a true reflection of INEOS. Consider image angle, depth, lighting and tone. Avoid grey skies during the day, and images that look 'cheesy', staged or superimposed.

When using third-party images, make sure you have a signed property and model release.

Some stock agencies rarely check releases for ownership of copyrights; the legal responsibility for copyright infringement lies with the publisher of the photograph.

When using a stock image, make sure you have the correct image licence for its usage – and keep a record of the licence.



Also available for download: [INEOS Photography Brand Guidelines](#).

# IMAGERY

## PEOPLE

Photography of people should always be crisp and clear with a short depth of field, so that backgrounds can drop out of focus.

Do not muddle people into backgrounds, look for clear space around people. Be dynamic with the cropping and try to avoid filling the whole shot with people and locations. Allow breathing space.



Also available for download: [INEOS Photography Brand Guidelines](#).

# IMAGERY

## PORTRAITS

Always ensure the highest level of quality and consistency across all portrait images. Use consistent lighting and backgrounds to ensure a strong suite of shots.

Portrait shots should be crisp and clear with a short depth of field, so that backgrounds can drop out of focus. Keep the backgrounds light in tone.

If shooting portraits, get a couple of variants. One with tie, one without; one with jacket, one without. It only takes a couple of minutes to organise and gives more options in the future.



# EXHIBITION STANDS

Use space on exhibition stands wisely. Keep it asymmetric and dynamic. Avoid smaller text overlapping panel breaks. Use rules to divide bullet points, and avoid bullet point dots.

Keep it dynamic and remember that a headline should be big enough to see from a distance, and that information shouldn't be too large to read on closer inspection.



## INEOS IN THE UK

The UK's largest chemicals producer.

6 Sites.

9 businesses.

Employing over 3,500 people in the UK's manufacturing heartlands.

Contributing £600m VAT and over £70m PAYE/NI.

Investing in skills with links to schools and universities.

Producing essential raw materials for UK manufacturing.

Generating 19% of our global turnover.



INEOS

## THE CHEMICALS INDUSTRY

The UK's second largest manufacturing exporter.

Adding over £60 billion to the country's GDP with a trade surplus of around £400m.

Supporting 600,000 jobs.

Paying employees 40% more than other manufacturing sectors.

Saving over twice as much CO2 as our processes emit.

Making the raw materials for green and emerging technologies.



INEOS

## INEOS AND SKILLS

INEOS invests in skills for the future.

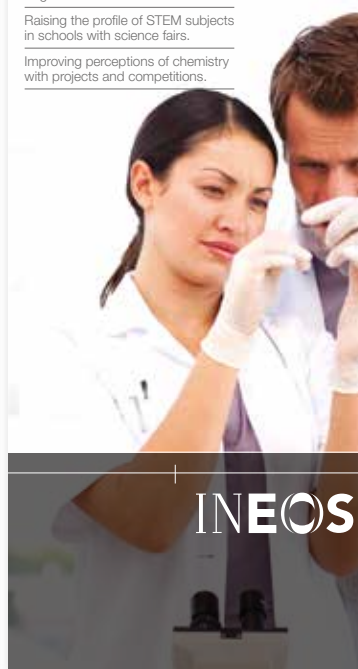
Providing highly skilled jobs in industrial heartlands, boosting regional economies.

Offering high quality Graduate and Apprenticeship programmes.

Operating the award-winning Engineers of the Future scheme.

Raising the profile of STEM subjects in schools with science fairs.

Improving perceptions of chemistry with projects and competitions.

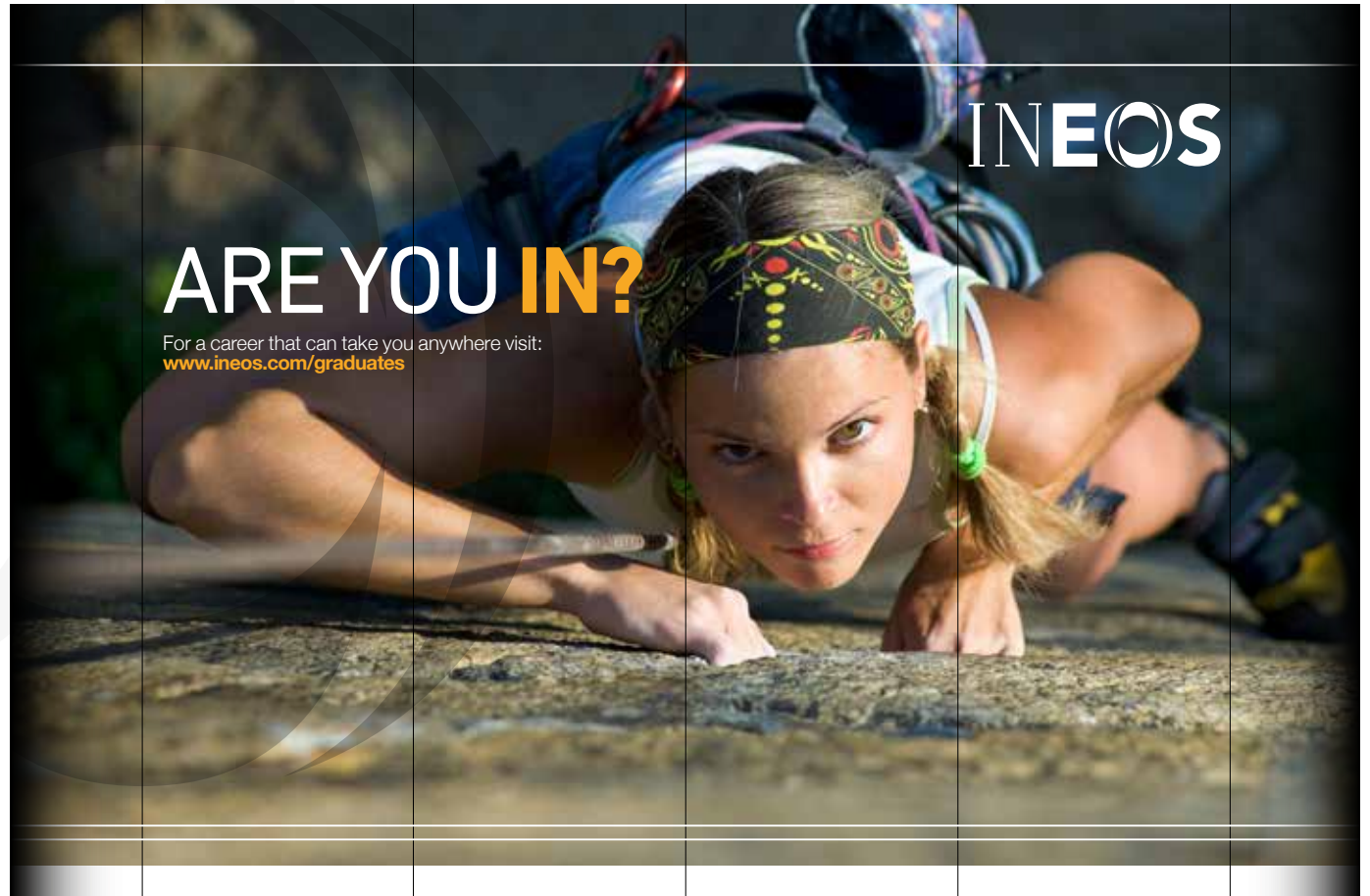


INEOS

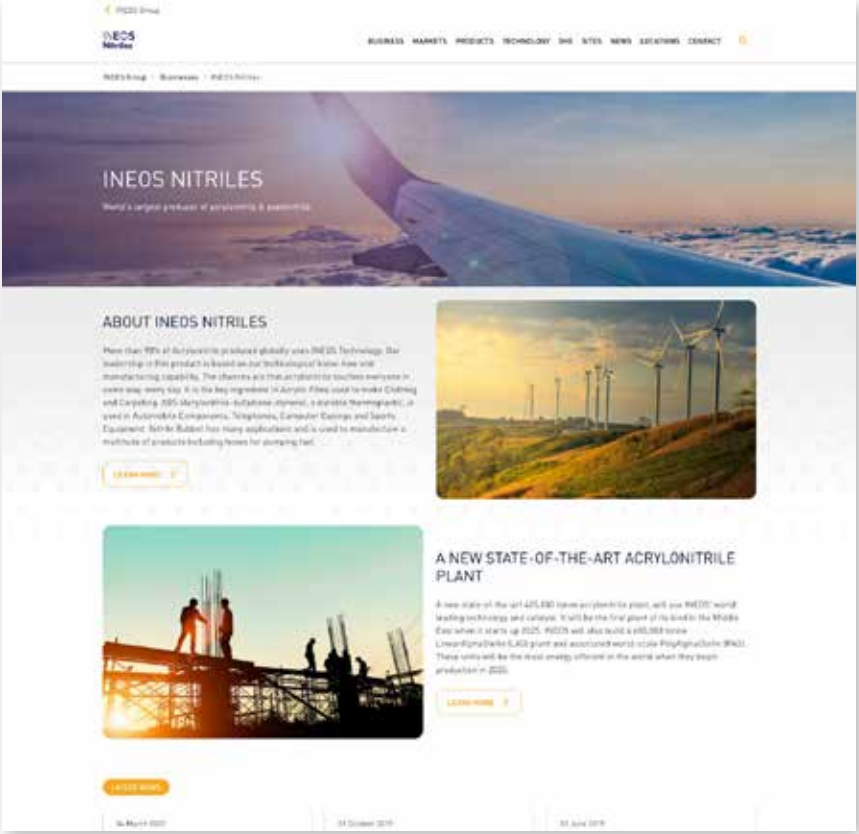
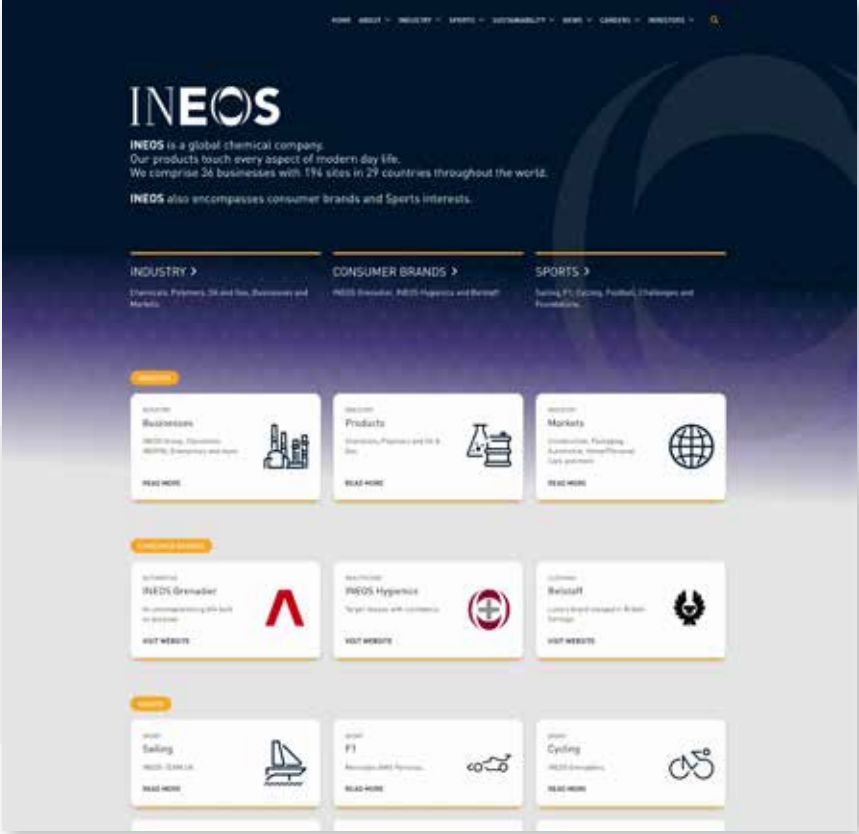
# EXHIBITION STANDS

Use space on exhibition stands wisely. Keep it asymmetric and dynamic. Avoid smaller text overlapping panel breaks. Use rules to divide bullet points, and avoid bullet points dots.

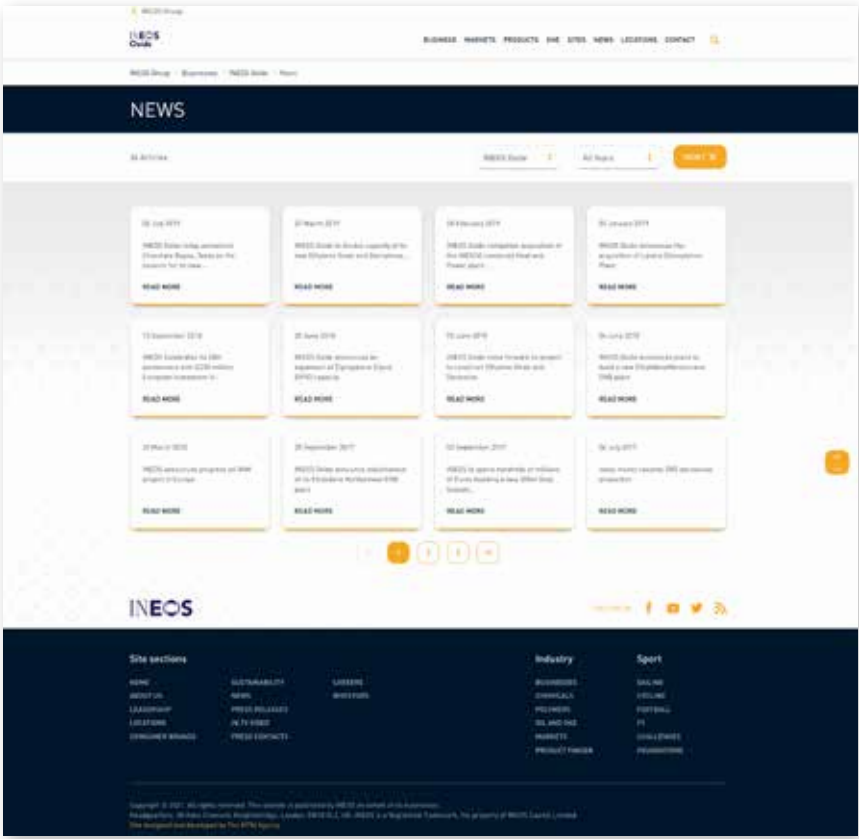
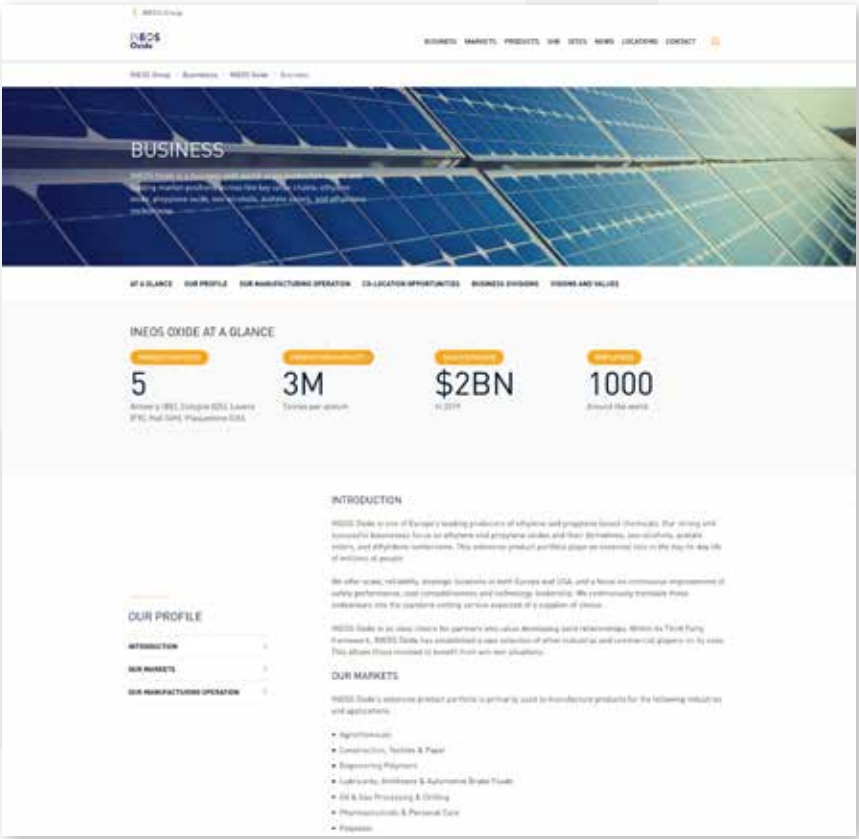
Keep it dynamic and remember that a headline should be big enough to see from a distance, and that information shouldn't be too large to read on closer inspection.



# WEBSITE



# WEBSITE





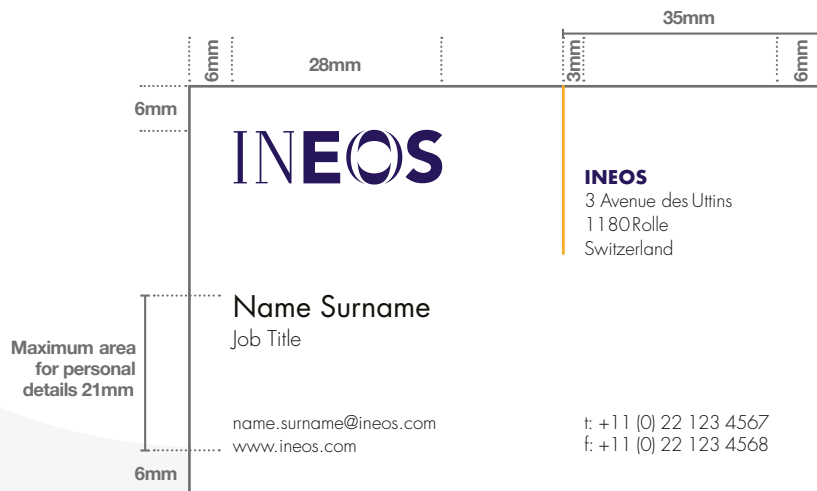
# STATIONERY

## BUSINESS CARDS: EUROPE

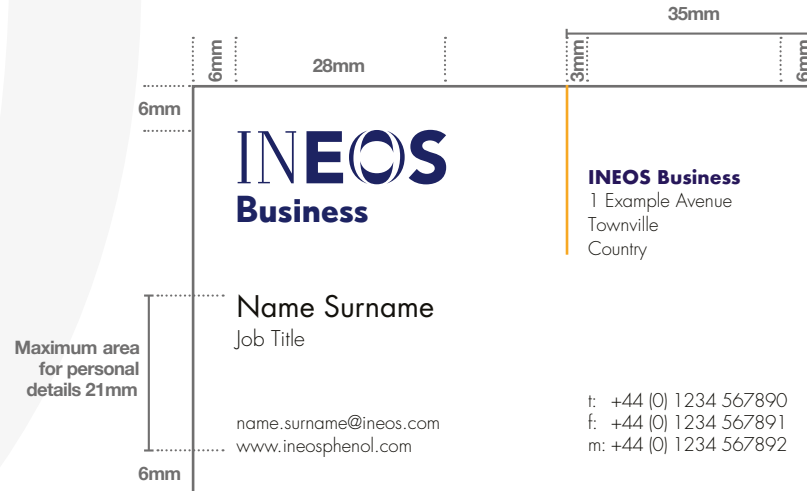
All group business cards across Europe are produced at a trim size of 85mm x 55mm on Conqueror Brilliant White (320gsm).




They should be printed ideally using black plus two Pantone spot colours as specified below. If Pantone inks are unavailable, please use the CMYK values below.

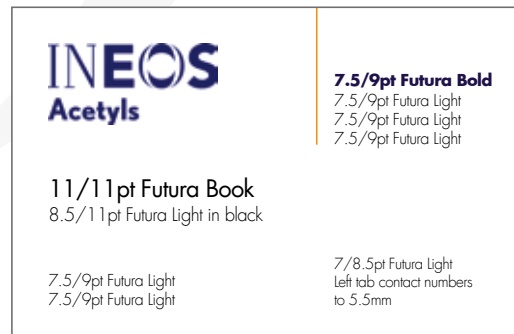
### INEOS corporate



### INEOS business



-  **Logo blue**  
PMS 275c  
CMYK 100/90/0/40
-  **Orange**  
PMS 1375c  
CMYK 0/40/90/0
-  **Black**  
CMYK 0/0/0/100



# STATIONERY

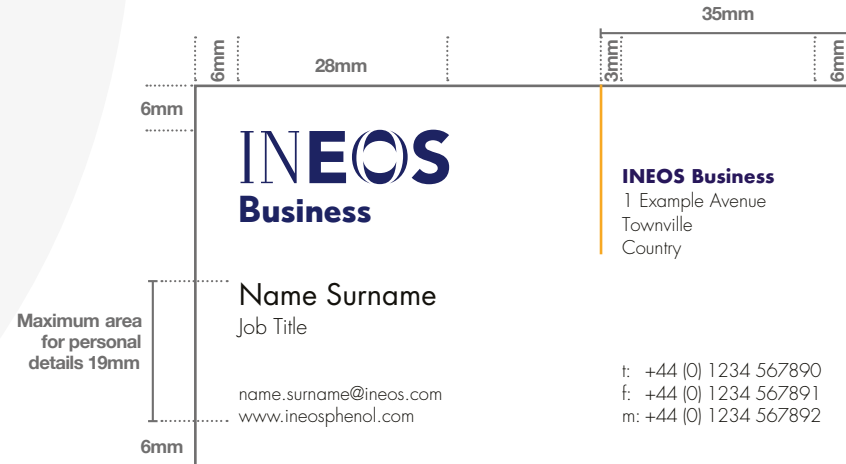
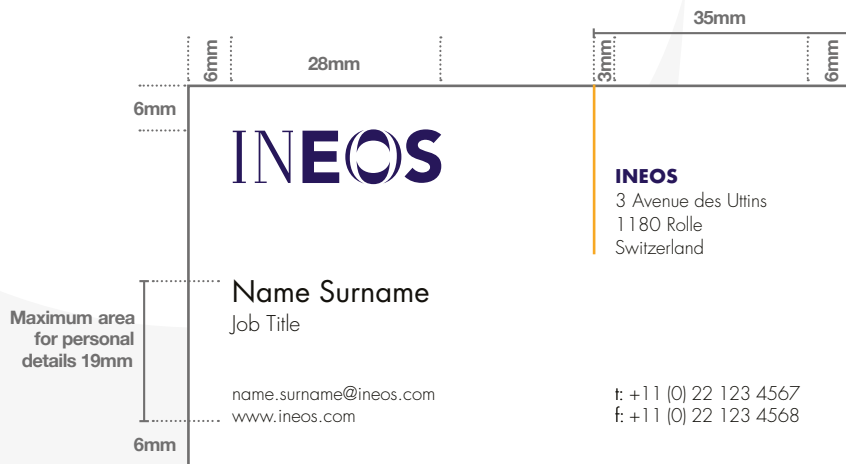
BUSINESS CARDS: AMERICA




All group business cards across the US are produced at a trim size of 3½" x 2" (89mm x 51mm) on Conqueror Brilliant White (320gsm).

They should be printed ideally using black plus two Pantone spot colours as specified below. If Pantone inks are unavailable, please use the CMYK values below.

INEOS corporate

INEOS business



-  **Logo blue**  
PMS 275c  
CMYK 100/90/0/40
-  **Orange**  
PMS 1375c  
CMYK 0/40/90/0
-  **Black**  
CMYK 0/0/0/100

# STATIONERY

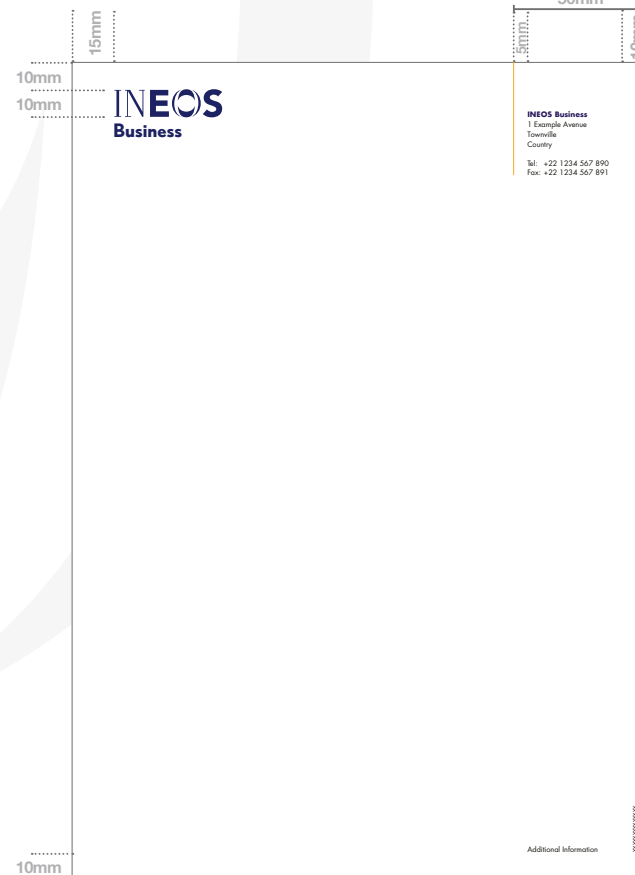
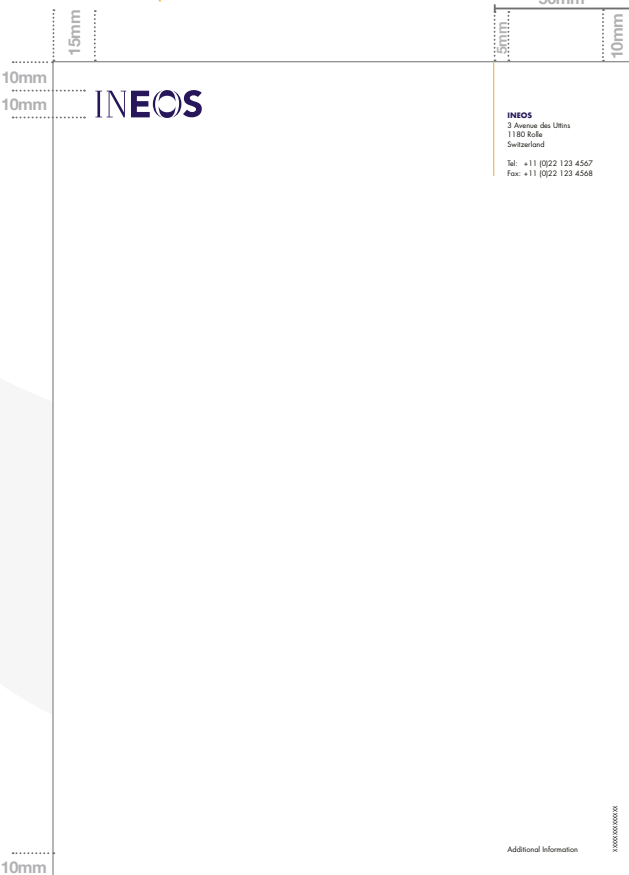
LETTERHEAD: EUROPE




European letterheads are printed at A4 (210mm x 297mm) on Conqueror Brilliant White (100gsm).

They should be printed ideally using black plus two Pantone spot colours as specified below. If Pantone inks are unavailable, please use the CMYK values below.

INEOS corporate

INEOS business



-  **Logo blue**  
PMS 275c  
CMYK 100/90/0/40
-  **Orange**  
PMS 1375c  
CMYK 0/40/90/0
-  **Black**  
CMYK 0/0/0/100

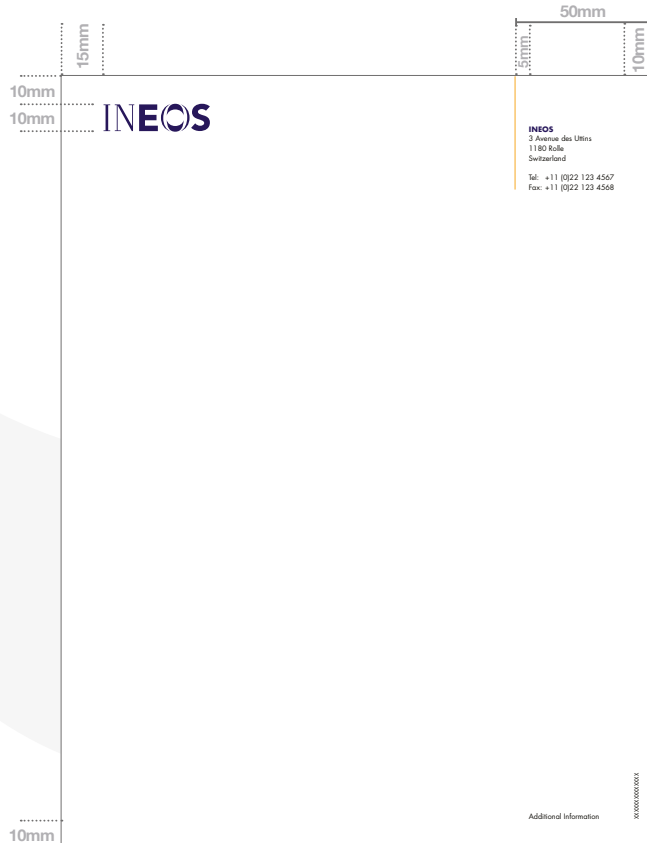
# STATIONERY

LETTERHEAD: AMERICA

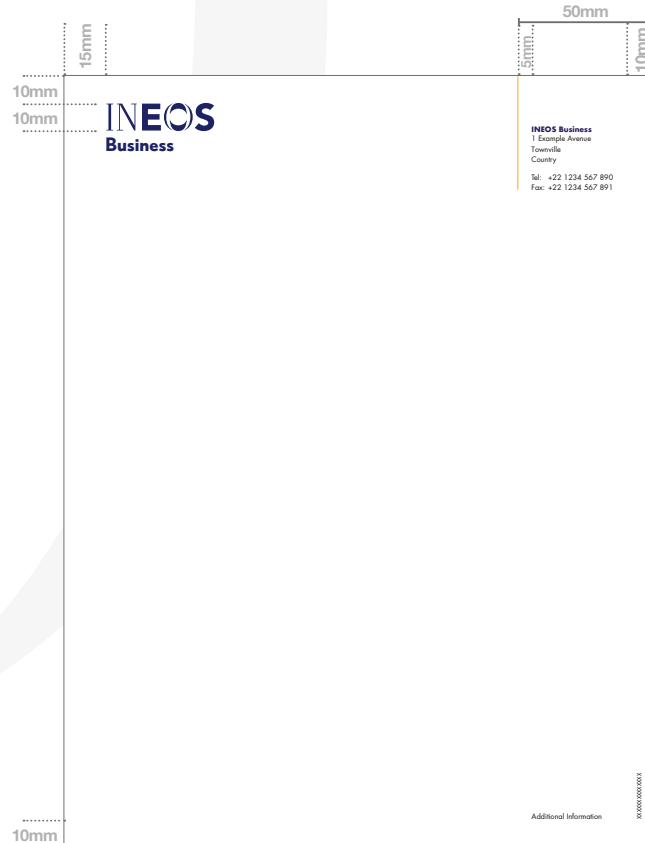
US letterheads are printed at 8.5 x 11 inches (215mm x 280mm) on Conqueror Brilliant White (100gsm).




They should be printed ideally using black plus two Pantone spot colours as specified below. If Pantone inks are unavailable, please use the CMYK values below.

INEOS corporate



INEOS business



-  **Logo blue**  
PMS 275c  
CMYK 100/90/0/40
-  **Orange**  
PMS 1375c  
CMYK 0/40/90/0
-  **Black**  
CMYK 0/0/0/100

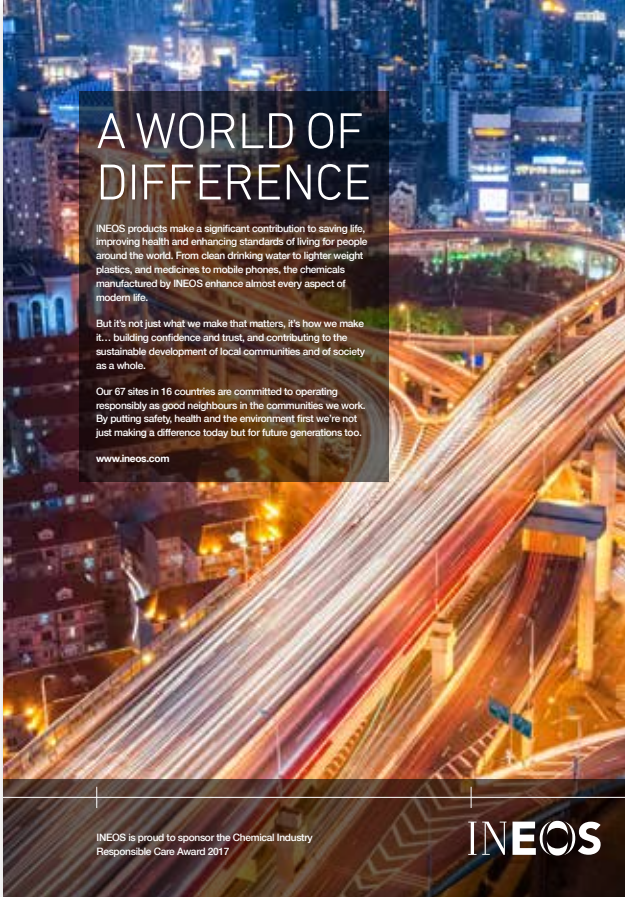
# ADVERTISEMENTS

Advertising is particular to the product, service, message and audience, and as such INEOS has no prescribed layout. It is important that each advert addresses each specific situation and

communications objectives. Nevertheless, there are times when an example layout helps to spark creativity and provides a degree of consistency across each of the INEOS businesses.

Here are some examples for consideration.

The design is based on the principle of a short and clear headline, and an eye-catching image used across the entire page with short text.



**A WORLD OF DIFFERENCE**

INEOS products make a significant contribution to saving life, improving health and enhancing standards of living for people around the world. From clean drinking water to lighter weight plastics, and medicines to mobile phones, the chemicals manufactured by INEOS enhance almost every aspect of modern life.

But it's not just what we make that matters, it's how we make it... building confidence and trust, and contributing to the sustainable development of local communities and of society as a whole.

Our 67 sites in 16 countries are committed to operating responsibly as good neighbours in the communities we work. By putting safety, health and the environment first we're not just making a difference today but for future generations too.

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

INEOS is proud to sponsor the Chemical Industry Responsible Care Award 2017

**INEOS**



**A WORLD OF DIFFERENCE**

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But it's not just what we make that matters, it's how we make it... building confidence and trust, and contributing to the sustainable development of local communities and of society as a whole.

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**INEOS**

# ADVERTISEMENTS

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**A WORLD OF DIFFERENCE**

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

INEOS is proud to sponsor the Chemical Industry Responsible Care Award 2017

**INEOS**

# TECHNICAL SHEETS

A technical sheet template has been created for use by all INEOS businesses, which is available for download in two sizes: A4 and US letter (8.5 x 11 inches).

Produced in MS Word for ease of editing, the INEOS Business logo should be replaced with the relevant business logo.

**INEOS Business**

**Product name (Heading 1)** TECHNICAL DATASHEET  
ACCORDING TO EC REGULATIONS X,Y AND Z

**Heading 2.2 for top of the page (no space before)**

This is Normal text set in Arial Regular. It has built-in paragraph spacing so there's no need for a double return. All the styles used in this document can be found in the Styles pane, to see only the approved text styles, select 'Styles in use' from the dropdown menu 'List'.


Normal text is set in Arial Regular. It has built-in paragraph spacing so there's no need for a double return.

This text style is 'Normal before table or picture'. It has extra paragraph spacing.

Table title	Table title	Table title	Table title
Style: Table normal. By default, ranged left. Adjust to centred or ranged right (suitable when you want to line up figures on a decimal point), as needed.	You can add columns to the table (or remove them) as needed. To adjust the table to its original width, as shown here, go to the top menu: Table> AutoFit and Distribute > Auto-fit to window	Table normal – ranged left	Table normal – centred
Table normal is the name of this style.	Table normal – ranged left	Table normal – ranged left	Table normal – centred
Table normal.	Table normal – ranged left	Table normal – ranged left	Table normal – centred
If the last row of the table is white, colour the bottom border in the light grey and make it 3pt width, as appears here.	Table normal – ranged left	Table normal – ranged left	Table normal – centred

**Heading 2 (paragraph space inbuilt)**

You can place an image into the text via the Insert menu: Insert > Picture from file. Click on the placed image to see Picture Format in the top menu; from Position, choose 'In line with text'. Also, with the picture selected, in Position you can adjust the picture size or adjust via Height/Width in the Picture Format top menu. Adjust how two pictures alongside each other are ranged – left, right or centred – by placing the cursor after them and selecting the paragraph icon in the Home top menu. To add space between the images, insert the cursor and hit the space return bar – try five spaces.



© This style is called Small print first paragraph. It has extra spacing above it. For use at the end of the document.  
This style is called Small print. The second paragraph on of small print text should be set in this style. This style is called Small print. The second paragraph on of small print text should be set in this style. This style is called Small print. The second paragraph on of small print text should be set in this style.  
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Contact us:  
+XX XXXX XX XXXX  
info@ineos.com  
www.ineos.com

Page 1 of 1  
Revision date: 19.03.2021





# SIGNAGE

## EXTERIOR SIGNS

The INEOS Business logo should be positioned to the right of the sign with a margin of  $\frac{1}{2}X$  above the logo and to the right of the logo, where X is the height of INEOS.

The margin to the left of the logo should ideally be 2X (or more). \*A minimum width of  $\frac{1}{2}X$  is acceptable where space is restricted.

The distance between the bottom of the business logo and the top of the grey band = Y, where Y is the distance from the baseline of INEOS to the baseline of the business name.

The grey band at the base of the sign must be a minimum depth of X. The grey is 80% black.

The grey band should be included on all exterior signage that is ground-based.

Note that external wall-mounted signage does not feature the grey band if only the logo appears, but can feature the grey band if additional information is included, such as site location/building name and/or address.

### Exterior ground-based signage for businesses



The left margin at the minimum width of  $\frac{1}{2}X$  is acceptable where space is restricted.



# SIGNAGE

## EXTERIOR SIGNS

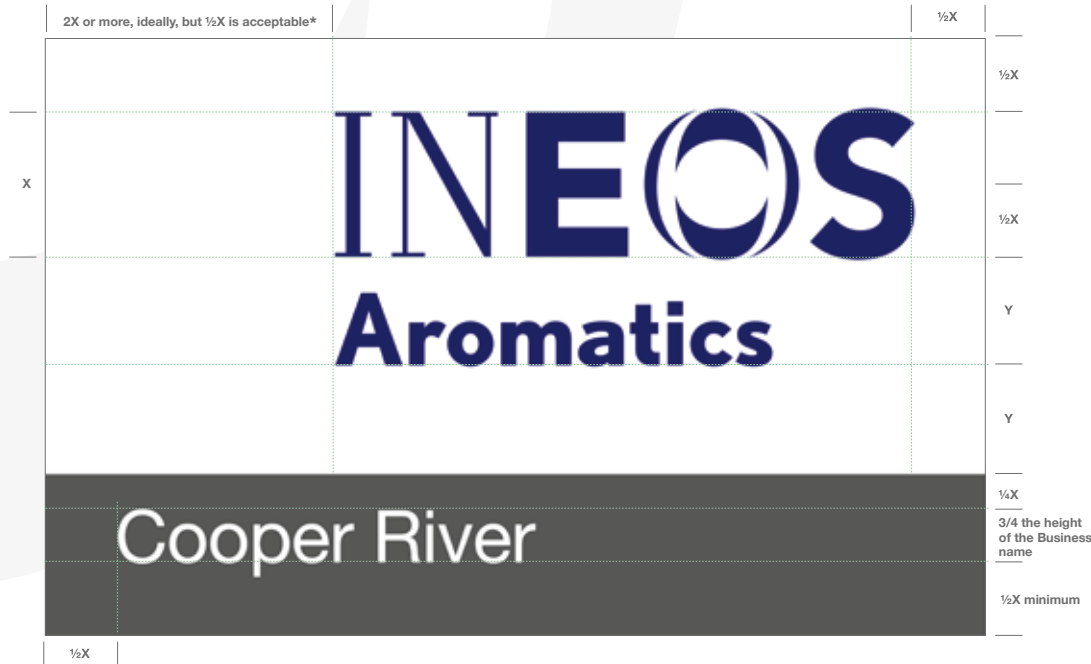
Should a sign need to include a location, for instance, a site name such as Cooper River or a specific on-site location such as Administration Building, then this should be placed in the grey panel, on the left.

The cap height of the location name is equal to three quarters the height of the business name (Aromatics in the example below).

Helvetica Neue Regular should be used for the typeface.

The location name is inset  $\frac{1}{4}X$  from the top of the grey panel, with  $\frac{1}{2}X$  margin on the left. The margin below the location name should be a minimum of  $\frac{1}{2}X$ .

Exterior ground-based signage for businesses with site location detail



# SIGNAGE

## EXTERIOR SIGNS

Should a sign need to include the site address, this should be placed in the grey panel to the left.

The length of the address will dictate the character height, which should be no greater than three quarters the height of the business name (Aromatics in the example below).

However, it is important that the address detail be legible and not too large that it dominates the sign. The business name in the address detail can be in a larger size than the street detail, etc.

Helvetica Neue Regular should be used for the typeface, with Helvetica Neue Medium for the business name in the address.

The address is inset  $\frac{1}{4}X$  from the top of the grey panel, with  $\frac{1}{2}X$  margin on the left. The margin below the location name should be a minimum of  $\frac{1}{2}X$ .

### Exterior ground-based signage for businesses with site address



# SIGNAGE

EXTERIOR SIGNS – EXAMPLES



Cooper River, no. 1 sign, entrance at Highway 98: 6 ft x 9 ft



Cooper River, no. 2 sign, entrance road: 6 ft x 4 ft, front and back



Merak main entrance sign: no. 1, 83 x 275 cm



# SIGNAGE

EXTERIOR SIGNAGE – EXAMPLES



Dublin main entrance sign



# SIGNAGE

EXTERIOR SIGNS - EXAMPLES



Grangemouth gate 2 sign



# SIGNAGE

EXTERIOR SIGNS – EXAMPLES



Composites Pittsburgh sign

Wall-mounted signage can feature the grey band when information such as site location/building name and/or address is included in addition to an INEOS logo.



# SIGNAGE

EXTERIOR SIGNS - EXAMPLES



Composites Fort Smith main entrance sign

**INEOS**  
**Composites**

5106 Wheeler Avenue



# SIGNAGE

EXTERIOR SIGNS – EXAMPLES



Köln main entrance sign

Several INEOS businesses are sited at Köln, Germany, so this sign does not feature a business name.

**INEOS**

**Köln**  
Chemie von Menschen

# SIGNAGE

## EXTERIOR SIGNS – EXAMPLES

The minimum  $\frac{1}{2}X$  width for the left-hand margin, permitted when space is restricted, has been used for the INEOS Aromatics signage.

**INEOS**  
Aromatics

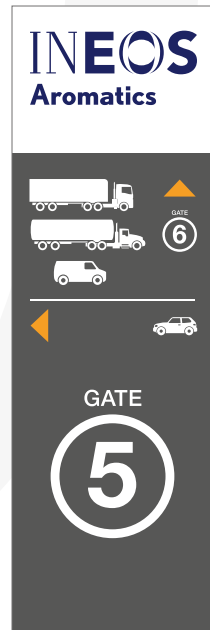
Hoofdingang  
Main entrance



Geel main entrance sign: 0.5 x 2.5 m



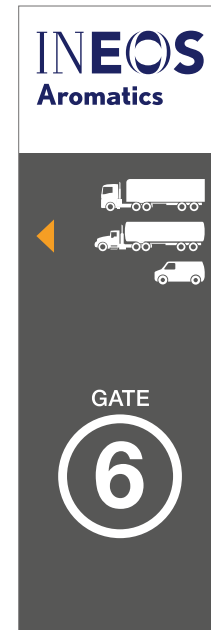
Geel signage: no. 1,  
1 x 3 m



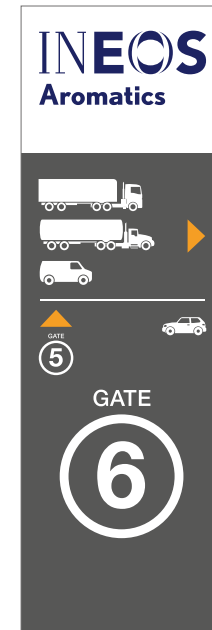
Geel signage:  
no. 1A front



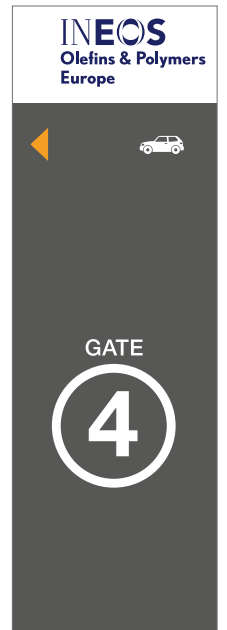
Geel signage:  
no. 1A back



Geel signage:  
no. 1B front



Geel signage:  
no. 1B back



Geel signage:  
no. 3

# SIGNAGE

EXTERIOR APPLICATIONS – EXAMPLES



Composites LA sign



This signage example does not feature the grey band as it is not a ground-based sign. However, note that the grey-banded format can be used for wall-mounted signs that include a building function and/or address in addition to an INEOS Business logo.



# SIGNAGE

EXTERIOR APPLICATIONS – EXAMPLES



Grangemouth building sign

# SIGNAGE

EXTERIOR SIGNS – EXAMPLES



Texas City main entrance sign: 66 x 108.5"



Texas City administration building sign:  
33 x 54.25"

Wall-mounted signage can feature the grey band when information such as site location/building name and/or address is included in addition to an INEOS logo.



Texas City docks on-site sign: 48 x 60"

# SIGNAGE

EXTERIOR SIGNS

Solo signage



**INEOS**

Joint signage example



**INEOS**

**petroineos**  
REFINING AND TRADING

Gate 2

# SIGNAGE

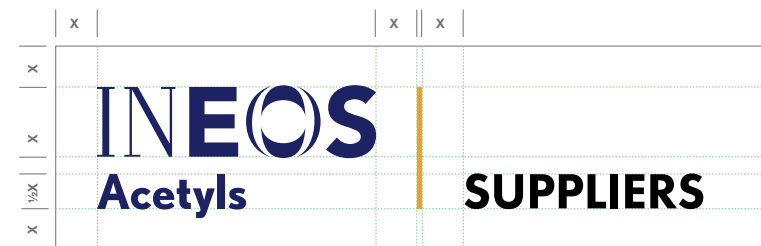
## DIRECTIONAL SIGNS

Futura Heavy is used for the text used for on-site signs.

Off-site directional panels



Indoor/outdoor signage panels







# SIGNAGE

SAFETY IDENTIFICATION PANELS



# SIGNAGE

INTERIOR SIGNS – EXAMPLES



Grangemouth HQ interior signage



Cologne interior signage



Cologne interior signage

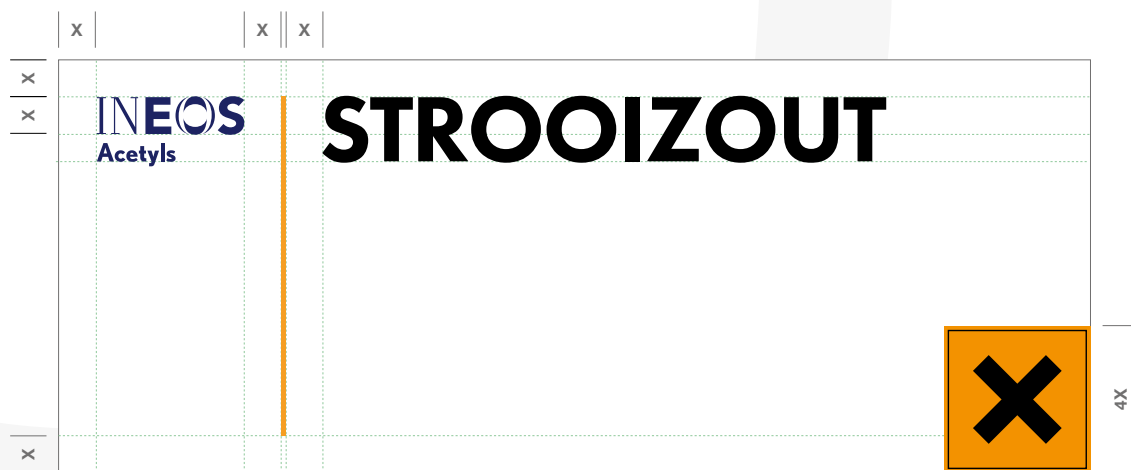
# SIGNAGE



Should interior office glass doors and walls need branding, centre the INEOS 'O' to crop into the frosted glass panel of a door. This will draw attention to the entrance/exit.

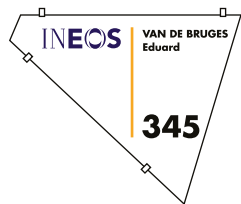
# SIGNAGE

## LABELS



# SERVICE VEHICLES

BIKES



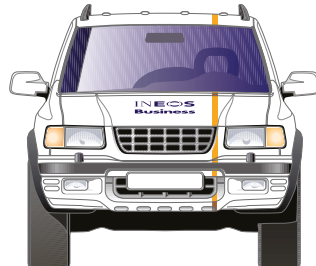
# SERVICE VEHICLES

CARS

1/2X | 1/2X | 1/2X | 1/2X  
X | INEOS | 546 | 0.85X  
1/2X



1/2X | 1/2X | 1/2X | 1/2X  
X | INEOS | 546 | 0.85X  
0.85X | Business | 546 | 0.85X  
1/2X



# SERVICE VEHICLES

VANS



1/1X | 1/1X | 1/1X | 1/1X  
X | INEOS | 546 | 0.85X  
1/1X

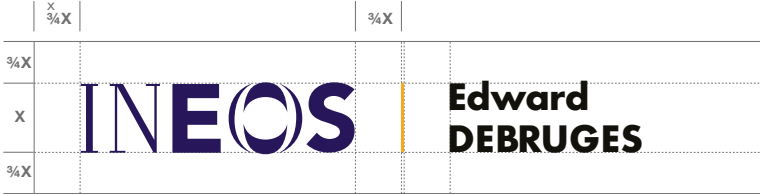
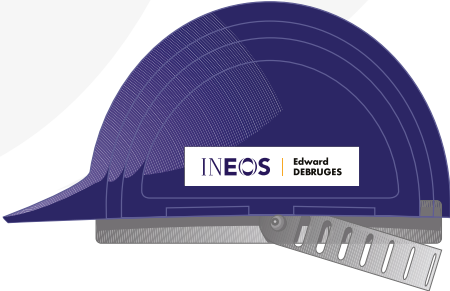


1/1X | 1/1X | 1/1X | 1/1X  
X | INEOS | Business | 546 | 0.85X  
1/1X



# UNIFORMS

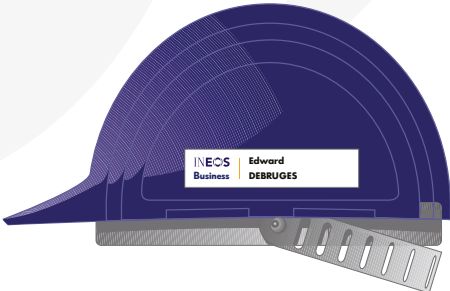
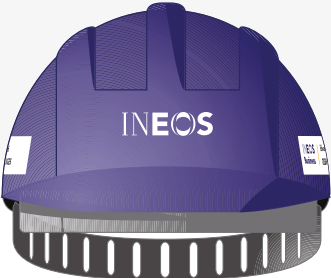
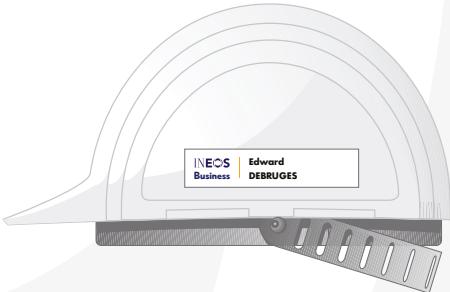
HELMETS: CORPORATE





# UNIFORMS

HELMETS: BUSINESS



	x		x	
x				
x	<b>INEOS</b>		<b>Edward</b>	
	<b>Business</b>		<b>DEBRUGES</b>	
x				

# UNIFORMS

LAB COATS: CORPORATE

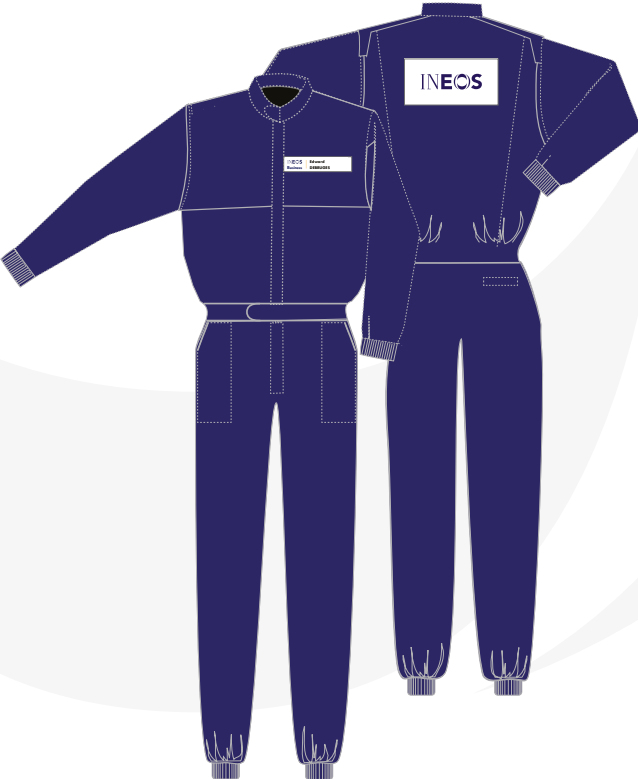


	x		x
x	INEOS		
x			
x			

	x		x
x	INEOS		Edward DEBRUGES
x	Business		
x			

# UNIFORMS

OVERALLS: BUSINESS



	x				x
x					
x	INEOS				
x					

	x				x
x					
x	INEOS		Edward		
	Business		DEBRUGES		
x					



# CONTACT

Please contact your Business Communication Manager or [richard.longden@ineos.com](mailto:richard.longden@ineos.com) for further information.