INEOS

Brand Guidelines

Contents

These guidelines are here to ensure brand consistency across all INEOS, and should be followed as closely as possible.

However, they allow flexibility within the layouts and structure, as we know there needs to be some flexibility depending on the audience.

01

Our brand

02

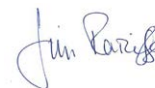### Tone of voice

03

Visual identity

An introduction

While we have a federated structure, we are seen to the outside world as a single INEOS brand. Our brand therefore represents every aspect of INEOS and demonstrates who we are, what we do and how we do it. It sets expectations of how we behave and the experience of working with us.

Our values – Safety, Excellence, Manners, Challenge and Winning - are the way we represent INEOS consistently to all our audiences. Everyone at INEOS has a responsibility to uphold these values.

The INEOS logo is the symbol for INEOS. It stands for challenge, for excellence, and for our no-nonsense approach. We like it, it works for us and we protect it – and have no intention of changing it!

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.

**Sir Jim Ratcliffe,
INEOS Chairman and CEO**

Our brand

01

Our brand story

INEOS is a global chemical, manufacturing and energy company. We make the raw ingredients for the products that enable and improve everyday life. We harness science and technology to solve complex problems on a local and global scale.

We are quick to identify opportunities with assets that are no longer seen as strategic by others to make them profitable businesses. And we also create new and exciting businesses to take on the challenges facing the world. We've evolved into new sectors such as automotive, fashion and healthcare. We're proud to invest and support a range of charitable initiatives, in the fields of health, education, conservation and our local communities.

We thrive on challenge and pushing the limits of what's possible. We encourage our people to do the same. We are resourceful and creative, and accept the challenge of reducing the impact of society and industry on the planet.

We are constantly learning whilst setting bold goals and making things happen. This is made possible because of our scale and our unique DNA – a privately-owned business with a federal structure, which thrives on clearly defined values and the desire to get things done.

Brand
overview

Our compass embodies our brand DNA

What defines us
OUR FOUNDING PRINCIPLES

Grit   Rigour   Humour

What unites us
OUR VALUES

Safety   Excellence   Manners   Challenge   Winning

How we come to life
OUR TONE OF VOICE

Honest   Grounded   Optimistic   Focused

The founding principles

Hard work and the belief that nothing is impossible is what makes INEOS people different from others. The founding principles – Grit, Rigour and Humour – are built on an understanding of science and engineering, and the passion and skill of our people.

Grit and rigour reflect the attitude that our people bring to their work and the achievements they make. Humour reflects the spirit of our people, with the desire to enjoy the work they do.
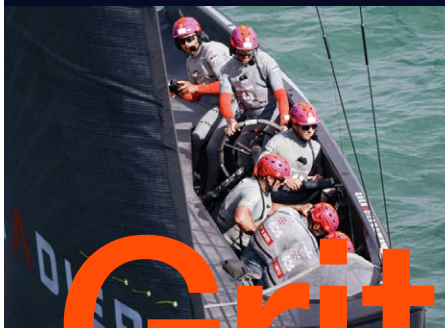
Grit Rigour Humour

Our core values

We are committed to delivering continuous improvement across all businesses and activities in all locations, and to working with local communities and stakeholders to be a responsible neighbour.

Safety

Safety is the top priority for everyone in INEOS.

Collectively and individually, we are committed to protecting and maintaining the quality of the environment to ensure the health and safety of our employees and of the communities in which we operate.

Excellence

We don't settle for less than excellence.

We have high expectations of ourselves, each other and our businesses because we have seen what's possible when we give it all we've got.

Manners

We value each other, we act with integrity and treat everyone with the respect and dignity that they deserve.

Good manners don't cost anything but are integral to forming and maintaining the long-term relationships that contribute to the success of our business.

Challenge

Challenge brings us together and demands the best from us. It gets us out of bed in the morning, gives us purpose and shows us what we are capable of.

Winning

Competition keeps us on our toes and our unwavering desire to be the best keeps us out in front.

It's amazing what people can achieve when they take the brakes off in their heads.

WHAT SETS US
APART AS A BRAND

We are a collection of diverse people, different businesses and unique initiatives, united by a shared DNA

We are diverse, ambitious and committed – we love a challenge and make things happen.

We are entrepreneurial, optimistic and empowered – we do extraordinary things together.

We are curious, open minded and tenacious – we challenge the way things are.

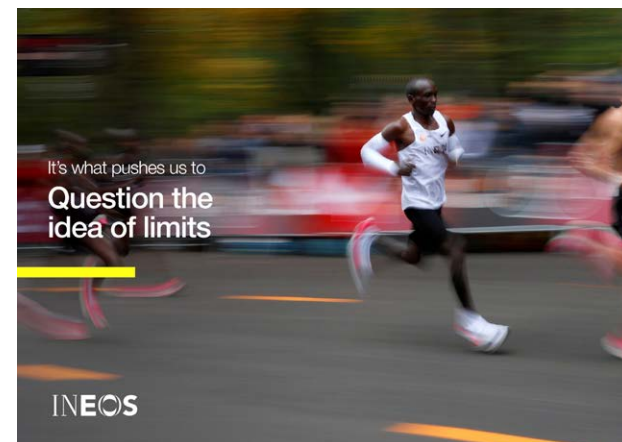We are bold, uncompromising and not easily satisfied – we aim high.

The alchemy of INEOS

big questions + **remarkable people** = **extraordinary outcomes**

with grit, rigour + humour

unlocks human potential

The alchemy of INEOS
unlocks human potential

It's what inspires us to
Build a 4x4 that works for the world

INEOS

It's what enables us to
Build pipelines without pipes

INEOS

It's what enables us to
Turn unwanted assets into world leaders

INEOS

It's what pushes us to
Question the idea of limits

INEOS

INEOS

Tone
of voice

02
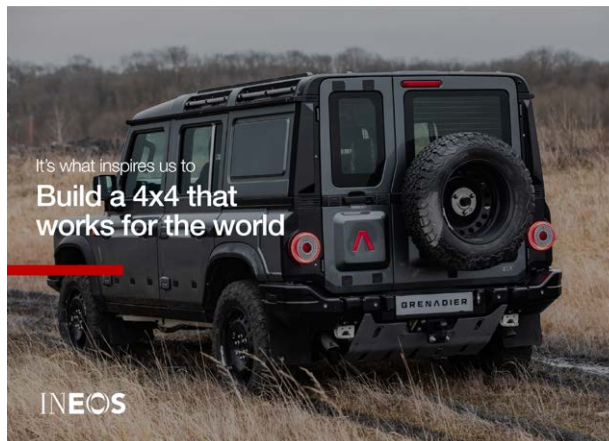
Tone of voice

Why it matters

This guide is to help our businesses define and express the brand's voice and tone so that we maintain a consistent and compelling character, no matter where or how people engage with us.

For more than 25 years, INEOS has transformed chemicals into the building blocks that create the world as we know it today.

Within our industry we are known and respected as leaders. But outside of this, few people recognise the value we bring.

This is changing. We are venturing into exciting new avenues across sport, philanthropy, and consumer brands. As a result, our brand is increasingly in the public eye.

We need to be ready to speak to all audiences with a consistent and compelling tone of voice.

The INEOS brand is moving forward into the next chapter of its story. Here's how we will write it…

What is voice?

Our voice is the distinct, consistent and recognisable personality of INEOS as a brand.

What is the tone?

Our tone sets the mood or attitude that we adopt in any particular piece of copy. It is straightforward, no nonsense and to the point.

Tone of voice principles

HONEST

We are straight-talking, credible and accountable.

GROUNDED

We are straightforward, we always put substance over style and we are driven by hard work and common sense.

OPTIMISTIC

We see opportunity where others see difficulty. We are future-focused, ambitious, and share a strong belief in our ability to accomplish remarkable things together.

FOCUSED

We are committed, rigorous, precise and clear.

Honest Grounded Optimistic Focused

Honest

Honesty and integrity have been an important part of how we do business since the beginning. They are a foundation of everything we do. A critical pillar of the brand affecting how we are perceived by stakeholders and customers alike.

We trust science and data. We remain factual and objective. We take a forthright approach to what we say, and how we say it.

When we make a mistake, we don't avoid the conversations that follow. We don't sugar coat, over-emphasise, or mislead with information.

EXAMPLE APPROACH

⊗ Instead of	✓ Write this
We've looked at the research and we absolutely guarantee that there aren't any and won't ever be any significant adverse effects of this project.	We are confident in the research that shows that this project can be done safely, as a way to address Britain's growing energy crisis. Exploring this project could have incredible benefits for the country, and we would welcome regular government checks while conducting a test pilot.

We get to the point.

Get to the point of each message quickly, and don't attempt to hide or omit any major details, even if they may seem unpalatable.

We avoid jargon.

Business or marketing speak can appear insincere and rarely adds to the message.

It can even confuse, distract, or alienate, especially with our consumer-facing brands. We don't dumb things down either.

We are straightforward.

We don't exaggerate or appear boastful. We don't need to oversell or overstate anything, our work speaks for itself. We are passionate, but not excitable.

We take accountability.

We take accountability for our work, both in how we do it and the impact that it creates. We are secure in the fact that the work that we are doing is to the benefit of society, and always at the highest level of safety, using research and science to ensure we remain at the forefront of this.

We know our audience.

We use common sense and have empathy when we write.

As you would change your tone slightly depending on whether you're speaking to your boss, your family or your best friend, so we adjust our tone depending on who needs to hear our message.

Grounded

We are proud of what we have achieved, but we remain true to our sense of who we are and where we have come from. Quietly confident, without being boastful.

Our common sense approach based on science has brought us to where we are, and we take that same no-nonsense approach to how we speak and the words we use.

EXAMPLE APPROACH

✗ Instead of

INEOS Automotive is driving a true revolution in off-road action, with the Grenadier set to outclass every one of its peers and deliver a whole new 4x4 experience.

✓ Write this

INEOS Automotive is on the road to deliver to market an uncompromising 4x4 that epitomises the INEOS spirit.

Named after the London pub in which Jim Ratcliffe conceived the idea, the Grenadier will be resilient and robust.

We maintain a steady pace and rhythm.

We are calm, unhurried and stable but we get to the point quickly.

This translates to a consistent cadence and rhythm that communicates our ideas efficiently and clearly.

We state facts without bragging.

We have a reputation and record that speaks for itself.

It's perfectly fine to reference big achievements and awards won in the right context, but we do so as a matter of fact. We never brag, overstate or seek the spotlight.

We are humble.

We are aware that we'll never know it all. There is always a lesson to be learnt, or an improvement to be made.

We are confident in ourselves and our ability, but we remain humble in our demeanour.

We have respect.

We are polite, and inclusive, and we have the same respect for everyone.

Our manners are a mark of our humility and respect for others. We're polite in our speech and in our writing.

Optimistic

While we have enjoyed success as a business, grown, diversified and taken on some big challenges, we believe the best is yet to come.

We are excited about where our business is going. Our scale makes it possible for us to tackle some of the world's challenges. From climate change and the circular economy, to improving people's health and well-being.

EXAMPLE APPROACH

⊗ Instead of	✓ Write this
INEOS has been working on several exciting initiatives that aim to solve a variety of issues including research around new antibiotics, saving the endangered Icelandic salmon, and tackling poor performance in primary schoolchildren from deprived homes.	Thanks to INEOS, scientists are currently researching new, life-saving antibiotics to ensure we are not plunged back into the dark ages. Our experts are also working on saving the Icelandic salmon from extinction, and headteachers are involved in a radical scheme to try to tackle the root causes of poor performance.

We are realistic optimists.

Taking on new things can be challenging, we can't change that. There will always be setbacks. But even setbacks can be seen in a positive way as opportunities to grow, lessons learned, and things to improve upon.

That doesn't mean sounding like a motivational speaker all the time, but rather that we express a growth mindset.

We are endlessly curious.

We don't assume we know everything. We are always curious and learning, and our language and tone reflects this mindset.

We challenge the norm.

We look ahead, we express what is possible and how we can achieve it.

We talk about sustainable ways of making the products that society needs and how to tackle the issues that society continues to face. We challenge the way things are and we embrace how things could be and the opportunities ahead.

We are direct.

We operate with certainty about what we want to achieve.

We are direct, we are forthright, and we are transparent. We use active sentences which reflects our 'can-do' attitude.

We express our passion.

Our passion for what matters – innovation, great science and engineering, good craftsmanship, dedication and training, sportsmanship and design – is clear from the language we use.

Focused

Our success is built upon balancing a rigorous approach with a laser focus on the task at hand. We don't waffle. We're as meticulous in our speech as we are in everything else.

We don't do presentations of 30 slides filled with information that say nothing at all, rather we have three slides that have a more meaningful impact.

Our language is always clear, concise and considered.

EXAMPLE APPROACH

⊗ Instead of	✓ Write this
We are aware that the use of single use plastics is creating huge problems across the globe, ending up in the ocean and doing untold damage to marine life and the environment. We want to do what we can to combat this, so we have decided to join with other leading businesses to work towards reusable plastics that are used over and over again, retaining their value and avoiding the mountains of waste that single-use plastics leave behind.	INEOS has joined with other leading businesses to transform today's take, make, dispose economy into one where plastics are designed to be used over and over again – and, in doing so, retains their value and keeps them out of the ocean.

We get to the point.

We say what we mean and we mean what we say. While we endorse keeping complex conversations and subjects as simple as possible, we don't dumb things down to the point that context or accuracy is lost or the message is diluted.

We communicate our point with precision.

We give copy structure.

We ensure that our content is laid out in a way that is easy to read. Heading, subheadings, short paragraphs, and bullet points help us to avoid using complex sentences.

We are pragmatic.

The pragmatism in our actions is reflected by pragmatism in our words. We remain straightforward, clear and precise.

We fact check.

In our blogs, articles, on social media, everywhere. We make sure that what we write is accurate and that our claims can be backed up by science and research.

We avoid speculation and baseless assumptions.

We check our spelling and grammar.

We are rigorous in our attention to detail and that includes in our content and copy across businesses, industries and platforms.

We don't publish writing that is sloppy with spelling mistakes and poor grammar.

Visual identity

03

Our logo

Our logo

COLOUR

The minimum width for
the logo is 28mm.

REVERSED

The minimum width for
the logo is 28mm.

Britannia Blue

CMYK	100 | 40 | 0 | 82
RGB	7 | 22 | 55
HEX	#071637
PMS	2965C

Note:

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

White

CMYK	0 | 0 | 0 | 0
RGB	255 | 255 | 255
HEX	#FFFFFF

Note:

The reverse INEOS
logo should be used on
all dark backgrounds
and images.

Our logo

MONOCHROME

INEOS

INEOS The minimum width for
the logo is 28mm.

	Black		Note:
	CMYK	0	0	0	100	The monochrome logo should only be used when colour is not available, such as in black and white newsprint
	RGB	0	0	0	
	HEX	#000000	

MONOCHROME REVERSED

INEOS

INEOS The minimum width for
the logo is 28mm.

	White		Note:
	CMYK	0	0	0	0	The monochrome logo can also be used in reverse form in one colour applications.
	RGB	255	255	255	
	HEX	#FFFFFF	

Our logo

Logos need space around them so that they don't clash with text, imagery or graphics.

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 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.

Full INEOS 'O' will be used as a spacer.

Our logo

The INEOS logo should never be altered in any manner,
including modifying the official colours, or the order of the
colours. Always use supplied artwork (never recreate the logo).

1. Don't alter the colours

2. Don't apply effects

3. Don't twist and turn the INEOS logo

4. Don't stack the elements of the INEOS logo

5. Do not apply special effects such as drop shadows

Correct usage

Incorrect usage

Don't apply additional effects
such as drop shadows

Don't distort or
stretch the logo

Don't replace or move the
INEOS 'O' in the logo

Don't make the logo
multiple colours

'INEOS' written in text

In all written cases, 'INEOS' should be in capital letters.
All business names should be written as a proper noun in
English, that is, each word starts with a capital letter. For
example: INEOS Energy Trading.

Never write 'INEOS' as a proper noun, for example, 'Ineos', or a
business name in capital letters, for example, 'INEOS INOVYN'.

**Correct
usage**

For more than 25 years, INEOS
has transformed chemicals into the
building blocks that create the world
as we know it today.

INEOS Acetyls Asia provides acetic
acid and commercial services across
the region.

**Incorrect
usage**

For more than 25 years, Ineos has
transformed chemicals into the
building blocks that create the world
as we know it today.

INEOS ACETYLS ASIA provides
acetic acid and commercial services
across the region.

Our logo: usage

The INEOS logo is to be displayed on a white background. However, it is sometimes necessary to display the logo on other backgrounds. This will depend on the design and layout of a particular application.

The examples show a selection of correct and incorrect logo uses on different backgrounds.

Dark background images will support a reverse INEOS logo. Light background images will support a colour INEOS logo. Any chosen background should be free of other obstructive elements.

Never apply the logo to a background that is too light or too dark to hold the reverse or positive signature.

Never display the logo over busy backgrounds or over backgrounds that compete with the logo colour.

Never attempt to recreate any positive or reverse logo. Use only the approved digital artwork.

Correct usage

Incorrect usage

Business entity logos

COLOUR

Stacked logo

INEOS Business

The minimum height for the stacked logo is 20mm.

INEOS Business

Horizontal logo

The minimum height for the horizontal logo is 10mm.

INEOS | Business

INEOS | Business

	Britannia Blue		**Note:**
	CMYK	100 | 40 | 0 | 82	The full colour INEOS logo should be used on all light backgrounds or images.
	RGB	7 | 22 | 55	
	HEX	#071637	
	PMS	2965C	

REVERSED

Stacked logo

INEOS Business

The minimum height for the stacked logo is 20mm.

INEOS Business

Horizontal logo

The minimum height for the horizontal logo is 10mm.

INEOS | Business

INEOS | Business

	White		**Note:**
	CMYK	0 | 0 | 0 | 0	The reversed INEOS logo should be used on all dark backgrounds or images.
	RGB	255 | 255 | 255	
	HEX	#FFFFFF	

Business entity logos

COLOUR

Stacked logo

INEOS
Business Region

The minimum height for the stacked logo is 22mm.

INEOS
Business Region

Horizontal logo

INEOS | Business Region

The minimum height for the horizontal logo is 10mm.

INEOS | Business Region

Britannia Blue

CMYK	100 | 40 | 0 | 82
RGB	7 | 22 | 55
HEX	#071637
PMS	2965C

Note:

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

REVERSED

Stacked logo

INEOS
Business Region

The minimum height for the stacked logo is 22mm.

INEOS
Business Region

Horizontal logo

INEOS | Business Region

The minimum height for the logo is 28mm.

INEOS | Business Region

White

CMYK	0 | 0 | 0 | 0
RGB	255 | 255 | 255
HEX	#FFFFFF

Note:

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

Business entity logos

When creating a stacked business entity logo, the size of the business name can be calculated by making sure **the lowercase letters are 50% height of the INEOS logo**.

Stacked business entity logos are always left aligned.

When creating a horizontal business entity logo, the size of the business name can be calculated by making sure **the lowercase letters are 50% height of the INEOS logo**.

Horizontal business entity logos are always middle aligned to the horizon line.

Stacked logo

Lowercase letters ('x-height') are equal to 50% height of INEOS logo

'x-height'

Full INEOS 'O' acts as the minimum clearance that should be applied around the logo

Half the INEOS 'O' logo mark is used as a spacer between the main logo and business name.

Examples

INEOS Joliet

INEOS Energy Trading

Horizontal logo

'x-height'

Lowercase letters ('x-height') are equal to 50% height of INEOS logo

Full INEOS 'O' acts as the minimum clearance that should be applied around the logo

The spacing between the INEOS logo, the dividing line and the business name is created from an 'O' the height of the central negative space of the large 'O'

Examples

INEOS | Joliet

INEOS | Energy Trading

Business entity logos

When creating a stacked business entity logo, the size of the 'Business' and 'Region' can be calculated by making sure **the top of the lowercase letters in the 'Business' name down to the baseline of the 'Region' combined are equal to the full height of the INEOS logo**.

Stacked business entity logos are always left aligned.

When creating a horizontal business entity logo, the size of the 'Business' and 'Region' can be calculated by making sure **the full height (from the top of the 'Business' name ascender to the baseline of the 'Region') is equal to the height of the INEOS logo**.

Stacked logo

Top of lowercase letters (or x-height) in 'business'

Baseline of letters in 'region'

'x-height'

Full INEOS 'O' will be used as a spacer.

Half the INEOS 'O' logo mark is used as a spacer between the main logo and business name (from the INEOS baseline to the top of the Business lowercase letters).

Horizontal logo

'ascender'
'x-height'

'baseline'
'descender'

Height of 'Business and Region' equal to height of INEOS logo

The height is from top of the 'Business' ascender to the baseline of 'Region'

Full INEOS 'O' will be used as a spacer.

The spacing between the INEOS logo and the business name is created from an 'O' the height of the central negative space of the large 'O'

Business entity
logos: usage

The examples below right show a selection of
incorrect logo uses of the INEOS business entities
logos. To ensure correct, consistent reproduction,
always use the approved electronic artwork.

Correct
usage

Incorrect
usage

Don't apply additional effects
such as drop shadows

Don't distort or
stretch the logo

Don't resize or create new
layouts of logo sections

Don't recolour
parts of the logo

The INEOS 'O'

The INEOS 'O' is used to strengthen our brand identity. It is an important brand element and as such it should be used sparingly and with great consideration for maximum impact.

The 'O' can be used where the logo may not be suitable, as a striking identifier for the brand.

The 'O' should be used at 100% opacity in a solid colour material. It should also be used on a contrasting background like the steering wheel shown here.

Where the O is used as a watermark, it is usually 10% tint (for example, in the PPT slide deck). We also encourage the O to be used as a quarter-crop, half-crop, or exceptionally whole.

The INEOS 'O': usage

Ideally, the INEOS 'O' is to be displayed on a dark background for contrast and effect. The original INEOS 'O' mark is mostly used as a pattern or as a watermark.

Any chosen background should be free of other obstructive elements.

Never apply the 'O' mark as bullet points or icons, never distort or recolour it. Do not apply special effects such as dropshadows.

Never display the 'O' mark over busy backgrounds or backgrounds that compete with the logo colour.

Correct usage

Apply as a pattern

Apply as a watermark at 10% opacity

Incorrect usage

Don't apply additional effects such as drop shadows

Don't distort or stretch the 'O' logo mark

Don't use the 'O' logo mark as bullet points or icons

Don't recolour the 'O' logo mark
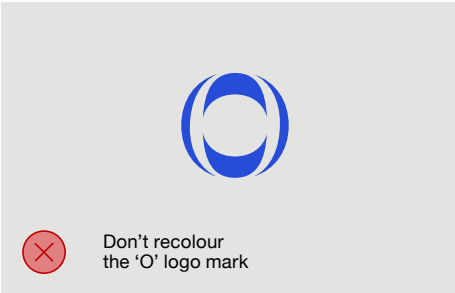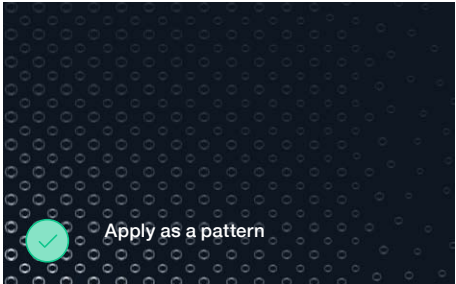
The INEOS 'O'
relative sizing

It's important to address the balance between the INEOS logo and the 'O' mark. If the core INEOS logo is the leading element on a page, then the 'O' mark should be secondary, if required at all.

When both are used with similar impact and presence, they compete rather than complement one another. Particularly as the 'O' mark stems from the logo, we end up with too much repetition and over-saturation of the same element.

If using a large INEOS logo, the 'O' mark isn't an essential addition. If required, apply a small 'O' mark or apply as a small pattern.

If using a small INEOS logo, a larger 'O' mark can be applied at a 10% opacity.

The INEOS 'O'

While the logo remains unchanged, to create more impact and avoid repetition or over-saturation there is potential to use its component parts to extend the graphic language.

Key themes here include: circles in photography that reflect the INEOS 'O'.

The INEOS compass | Our vision and perspective lens | Target | Focus | Foresight | Outlook ambition | Future-focused
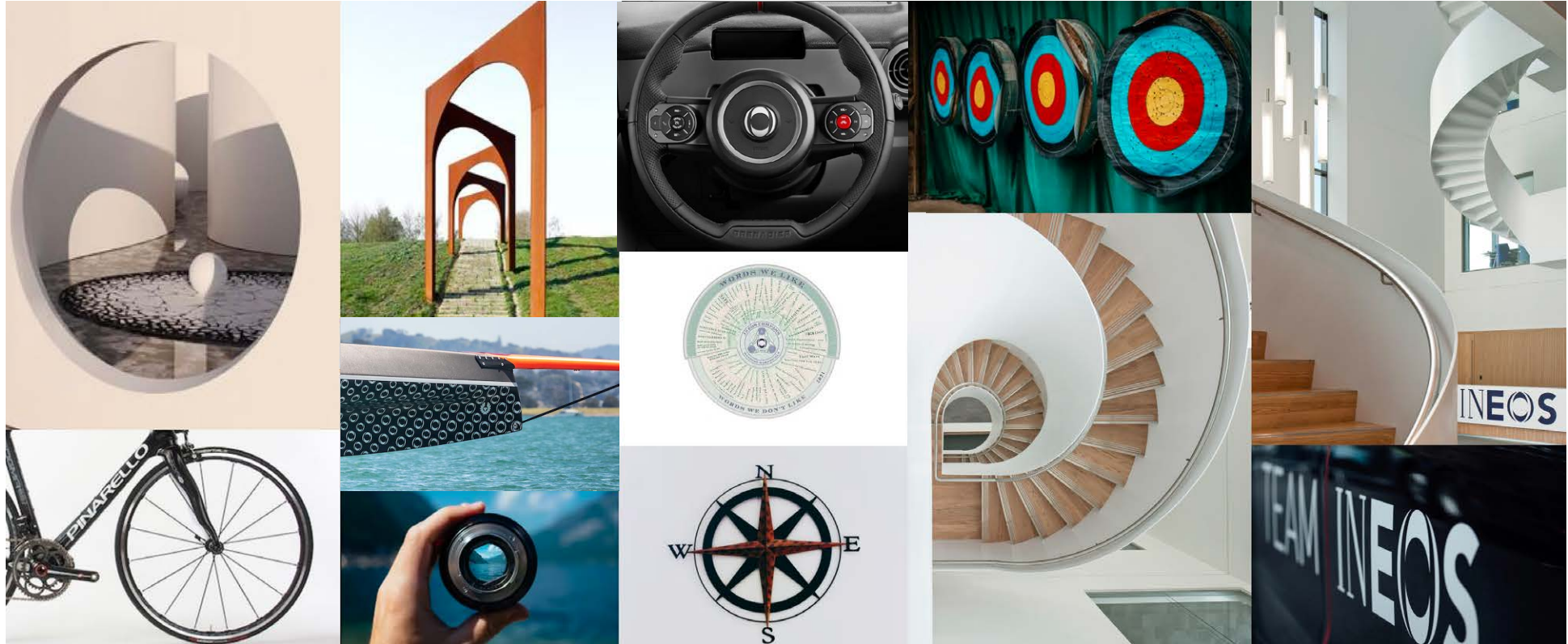
Graphic devices

While the core INEOS 'O' mark remains unchanged, to create more impact and avoid repetition or over-saturation, we have created new graphic devices to extend the visual language of the 'O'.

Here, we consider how the 'O' mark can exist as a device as part of a suite of assets, rather than the sole element to define the brand.

The INEOS 'O' mark
This is the standard 'O' mark derived from the main logo. It should be used sparingly and with consideration. This element can be used in layouts as a quarter-crop, half-crop, or (exceptionally) full crop. If the full INEOS logo is present and a prominent element on a page, consider using the following two devices instead.

The 'O' aperture
This device is constructed as a keyline adaptation of the outermost structures of the original 'O'. This element can be used in layouts as a quarter-crop, half-crop, or (exceptionally) full crop.

Directional line
A linear-inspired device representative of movement, direction and progress. This can be applied vertically or horizontally.

The INEOS 'O' mark

FULL CROP
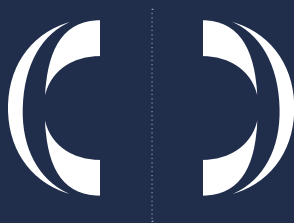
HALF CROP

QUARTER CROP

The 'O' aperture
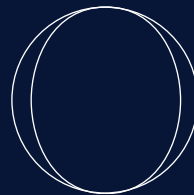
FULL CROP
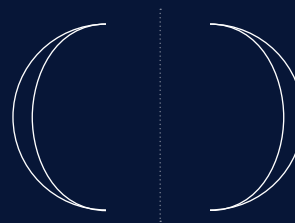
HALF CROP
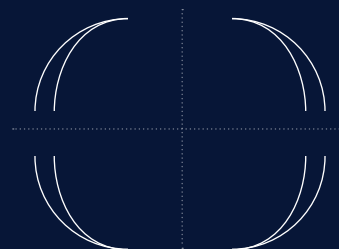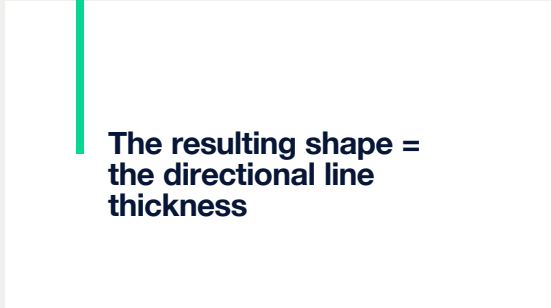
QUARTER CROP

Directional line

VERTICAL

HORIZONTAL

Graphic devices: directional line

Landscape layout
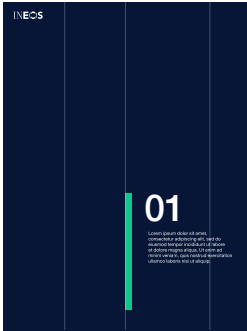
Follow this four-step guide to work out the thickness of the directional line. The directional line can be:
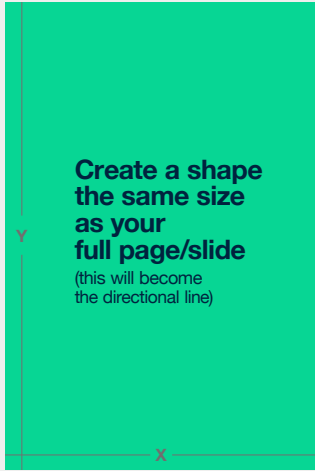
- a maximum length of *half the page width when displayed as a horizontal line*

- a maximum length of *half the page height when rotated 90° and displayed as a vertical line*

- shortened but not scaled (keep the thickness)

- positioned anywhere within the page area

- bled off the page

- coloured in any of the six secondary brand colours

Keep the number of directional lines on a page/ spread to a minimum to avoid loss of impact.

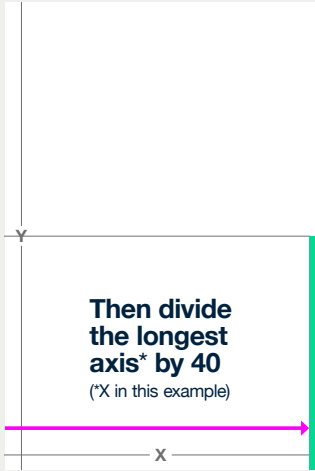Signage directional lines have slightly different rules. See the guidance at the start of that section.

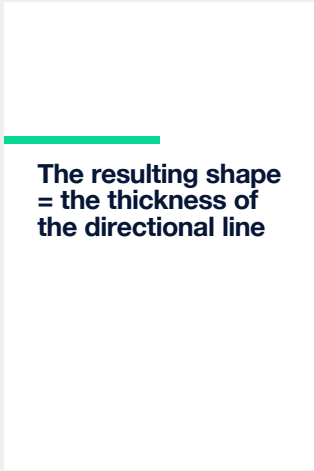**01**

**Create a shape
the same size as
your full page/slide**
(this will become the directional line)

02

**Divide the
longest axis*
by 2**
(*X in this example)

03±

**Then divide
the longest
axis* by 40**
(*Y in this example)

04

**The resulting shape =
the directional line
thickness**
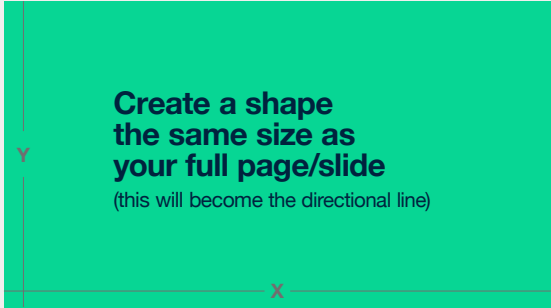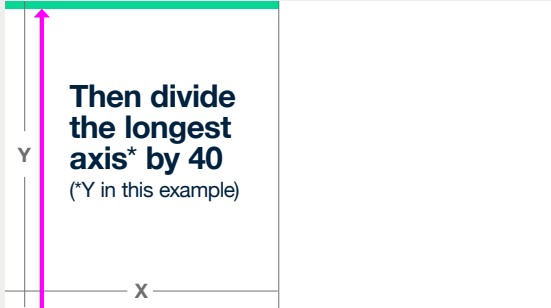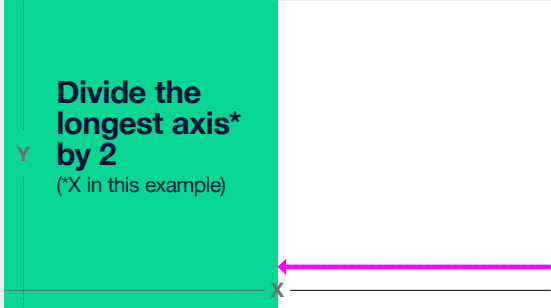
Graphic devices: directional line

Portrait layout

Follow this four-step guide to work out the thickness of the directional line. The directional line can be:

- a maximum length of *half the page height when displayed as a vertical line*

- a maximum length of *half the page width when rotated 90° and displayed as a horizontal line*

- shortened but not scaled (keep the thickness)

- positioned anywhere within the page area

- bled off the page

- coloured in any of the six secondary brand colours

Keep the number of directional lines on a page/spread to a minimum to avoid loss of impact.

Signage directional lines have slightly different rules. See the guidance at the start of that section.

01

Y

Create a shape the same size as your full page/slide
(this will become the directional line)

Y

X

02

Y

Divide the longest axis* by 2
(*Y in this example)

X

03±

Y

Then divide the longest axis* by 40
(*X in this example)

X

04

The resulting shape = the thickness of the directional line
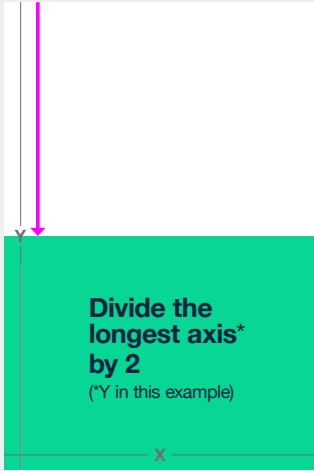
Typeface

Helvetica Neue (pronounced 'Noy-ya') is the primary typeface across documentation and communication produced by design companies. The font presents a single, consistent typeface for the business, reinforcing the practical, straightforward and focused nature of INEOS. It requires the purchase of a license, which is possible when printing or designing specific marketing material. It is not part of Microsoft 365. For material produced in-house please use Arial.

Arial is our preferred typeface to be used across all documentation and communication produced or created in-house. It is our fallback font that is available in Microsoft 365. It is to be used where Helvetica Neue is not accessible.

External typeface

Helvetica Neue

Medium weight

Letters	AaBbDdEeFfGgHhIiJjKk LlMmNnOoPpQqRrSsTt UuVvWwXxYyZz
Numbers and glyphs	1234567890 !@£$%^&*()°C^2
Key characteristics	Simple. Rational. Pragmatic. Accessible. Transparent. Neutral.

Internal typeface

Arial

Regular weight

Letters	AaBbDdEeFfGgHhIiJjKk LlMmNnOoPpQqRrSsTt UuVvWwXxYyZz
Numbers and glyphs	1234567890 !@£$%^&*()°C^2
Key characteristics	Simple. Rational. Pragmatic. Accessible. Transparent. Neutral.

Weights

Listed here are the full range of available weights for Helvetica Neue and Arial. The next page demonstrates which weights to apply across a hierarchy of type styles.

External typeface

Helvetica Neue

Bold

AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Medium

AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Regular

AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Light

AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Thin

AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Ultra Light

AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Light Italic

*AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz*

Internal typeface

Arial

Bold

AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Regular

AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz

Italic

*AaBbDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTt
UuVvWwXxYyZz*

Typographic hierarchy

Example hierarchy for external typeface

HELVETICA NEUE REGULAR
OVER-LINE TEXT

Helvetica Neue Medium Headline style

**Helvetica Neue Medium.
Subheading style.**

**Helvetica Neue Medium. Body copy
introductory paragraph standard.**

Helvetica Neue Light. Body copy style.

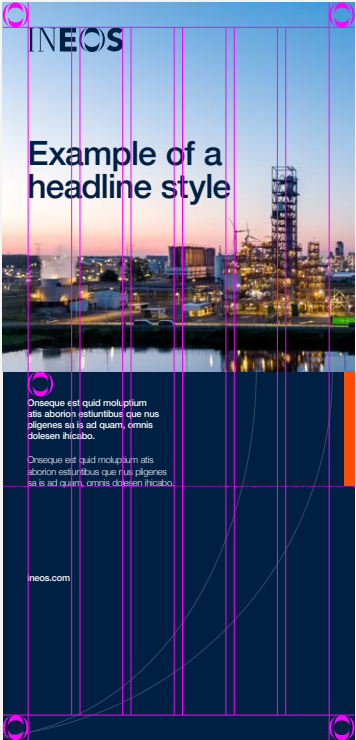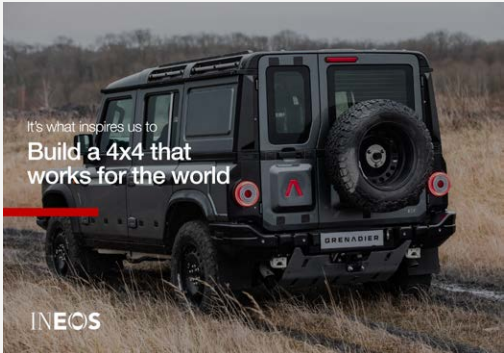| Sizing	Notes
7pt Helvetica Neue Regular Uppercase. Tracking: +120 thousandths of an em.	Small over-line titles or 'tags' are the only examples of uppercase lettering set with wider tracking (the space between the letters). This style should not be used for full sentences or longer paragraphs, but rather as a precursor to a headline.
28pt Helvetica Neue Medium. Tracking: -8 thousandths of an em. Leading: minus 1pt from the font size.	Headlines set to Helvetica Medium with a reduced tracking.
12.5pt Helvetica Neue Medium. Tracking: -8 thousandths of an em. Leading: plus 1.5pt from the font size.	Sub-heading style acts as a follow on from the main headline. This can also be applied to lead in sentences or short paragraphs for greater impact.
8.25pt Helvetica Neue Medium. Tracking: -8 thousandths of an em. Leading: plus 1.75pt from the font size.	Introductory body copy set to a medium weight for greater definition. Apply to lead in sentences or short paragraphs.
7.75pt Helvetica Neue Light. Tracking: -8 thousandths of an em. Leading: plus 2.5pt from the font size.	Standard body copy set to a light weight for contrast and legibility.

Typographic hierarchy

Example hierarchy for internal typeface

OVER-LINE TEXT

Arial Regular Headline style

Arial Regular.
Subheading style.

Arial Bold. Body copy introductory paragraph standard.

Arial Regular. Body copy style.

Sizing	Notes
7pt Arial Regular Uppercase. Tracking: +120 thousandths of an em.	Small over-line titles or 'tags' are the only examples of uppercase lettering set with wider tracking (the space between the letters). It should not be used for full sentences or longer paragraphs and rather as a precursor to a headline.
28pt Arial Regular. Tracking: -8 thousandths of an em. Leading: minus 1pt from the font size.	Headlines set to Helvetica Medium with a reduced tracking.
12.5pt Arial Regular. Tracking: -8 thousandths of an em. Leading: plus 1.5pt from the font size.	Sub-heading style acts as a follow on from the main headline. This can also be applied to lead in sentences or short paragraphs for greater impact.
8.25pt Arial Bold. Tracking: -8 thousandths of an em. Leading: plus 1.75pt from the font size.	Introductory body copy set to a medium weight for greater definition. Apply to lead in sentences or short paragraphs.
7.75pt Arial Regular. Tracking: -8 thousandths of an em. Leading: plus 2.5pt from the font size.	Standard body copy set to a light weight for contrast and legibility.

Typography and images

Text over photographic images can be used to striking effect – providing it is legible.

Ideally, the selected image will have an area that is uncluttered (for example, the sky, as in the two designs far right), so that any text positioned within it can be easily read; but using a semi-opaque tint over a more complex image can also be successful and create drama (see the two images, first column right).

Also see *03 Visual identity, grid system: landscape, full-page image layout* in these guidelines.

It's what inspires us to
Build a 4x4 that works for the world

INEOS

It's what enables us to
Turn unwanted assets into world leaders

INEOS

INEOS

Example of a headline style

Onseque est quid molupium atis aborion estiuntibus que nus piigenes sa is ad quam, omnis dolesen ihicabo.

Onseque est quid molupium atis aborion estiuntibus que nus piigenes sa is ad quam, omnis dolesen ihicabo.

ineos.com

INEOS

Example of a headline style

Quidundusam eius et officimi, omni si beratet erferna tatatem que nobitio temporenspid.

ineos.com
Call to action | sign off line

The story of INEOS

▶ Play Video

Colour inspiration

Our brand palette is reflective of the colours found within the wider business. Here we look at the vibrancy of colours across all elements of INEOS to construct an evolved palette that extends and modernises our original colours.

Key themes here include:

Cohesion | Energy | Balance | Bold | Punchy Reflective | Complementary | Striking

Colour
ratio

Britannia Blue

White

Neon Yellow

Chalk Grey

Cerulean Blue

Green

Neon Orange

Brigade Red
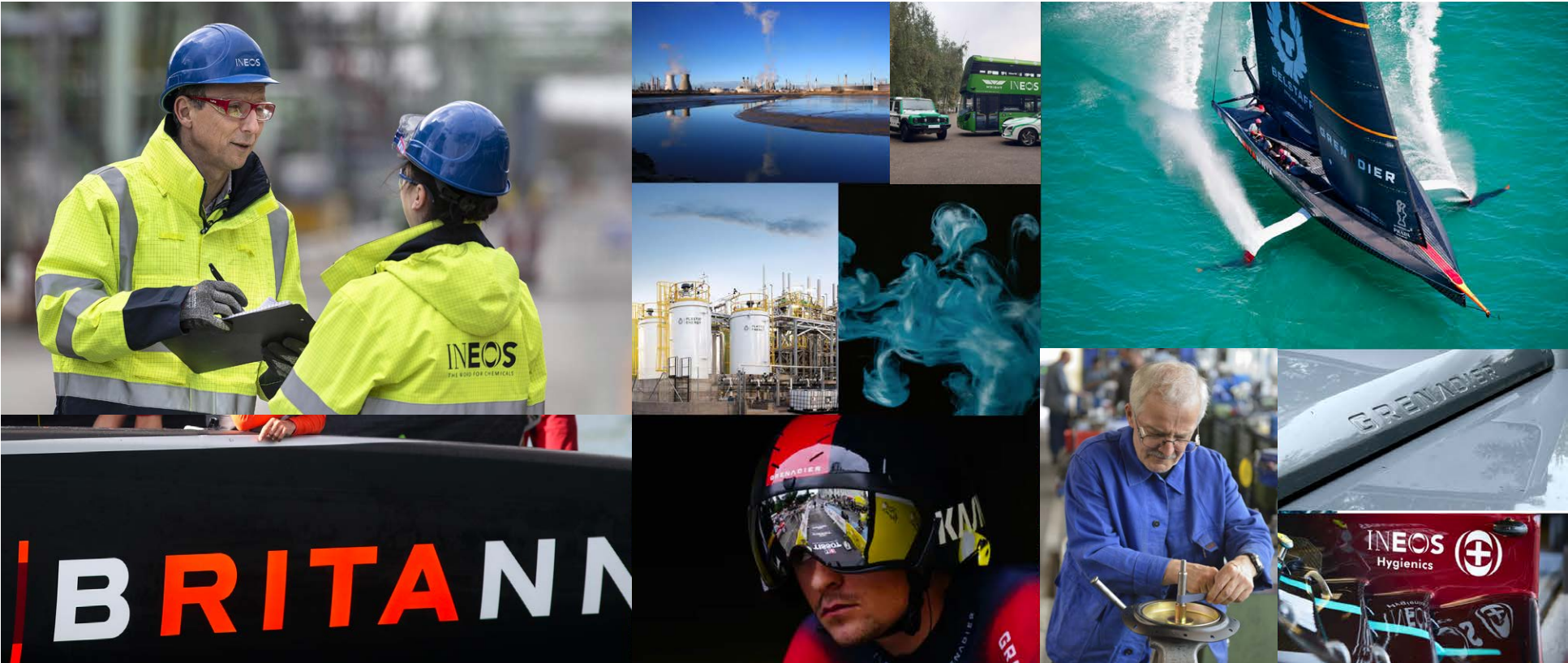
Toto Rosso
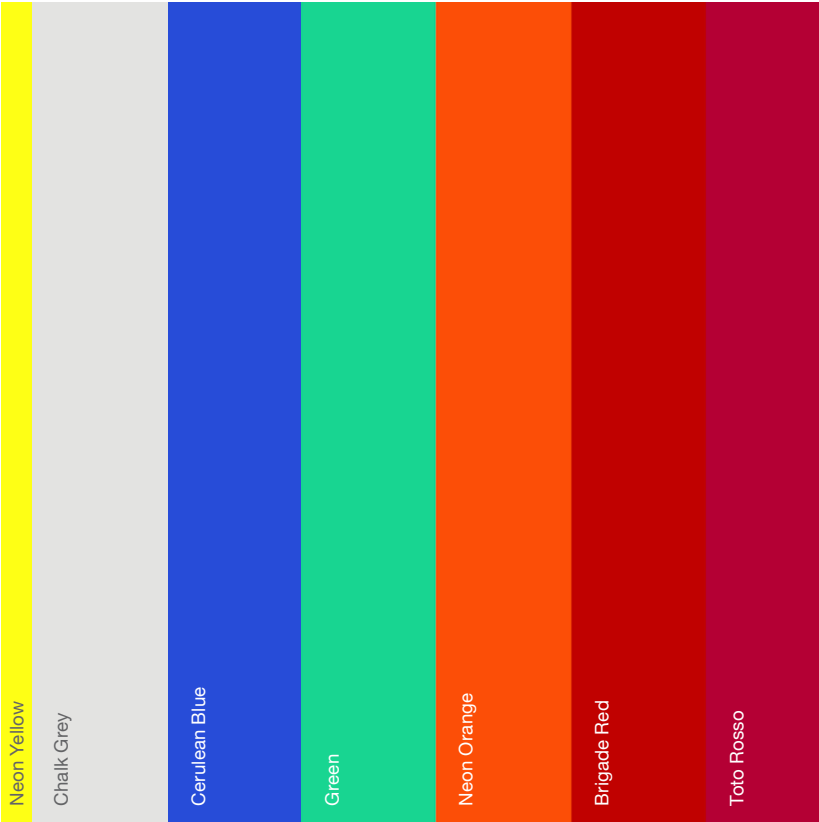
Colour values

Legacy Blue is the original INEOS Blue, which is being phased out and replaced with Britannia Blue.
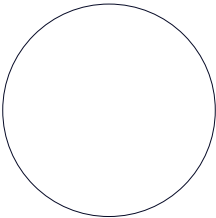
White
CMYK	0 | 0 | 0 | 0
RGB	255 | 255 | 355
HEX	#FFFFFF

Chalk
CMYK	1 | 1 | 1 | 0
RGB	250 | 250 | 250
HEX	#FAFAFA
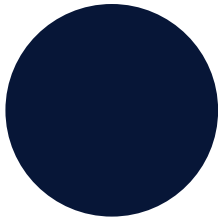
Britannia Blue
CMYK	100 | 40 | 0 | 82
RGB	7 | 22 | 55
HEX	#071637
PMS	2965C
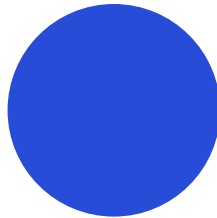
Cerulean Blue
CMYK	85 | 75 | 0 | 0
RGB	39 | 76 | 216
HEX	#274CD8
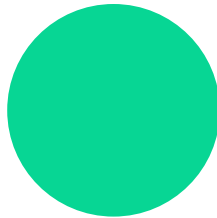
Green
CMYK	67 | 0 | 60 | 0
RGB	7 | 214 | 148
HEX	#07D694
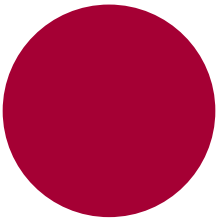
Toto Rosso
CMYK	24 | 100 | 77 | 18
RGB	165 | 0 | 52
HEX	#A50034
PMS	207C
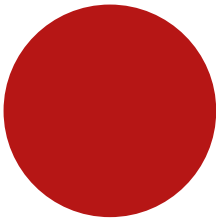
Brigade Red
CMYK	15 | 100 | 100 | 15
RGB	182 | 22 | 21
HEX	#B61615
PMS	186C
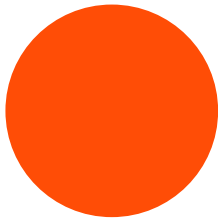
Neon Orange
CMYK	0 | 70 | 100 | 0
RGB	255 | 77 | 6
HEX	#FF4D06
PMS	811C
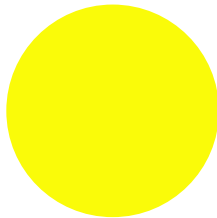
Neon Yellow
CMYK	8 | 0 | 95 | 0
RGB	250 | 251 | 9
HEX	#FAFB09
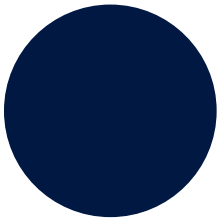
Legacy Blue
CMYK	100 | 90 | 0 | 40
RGB	0 | 24 | 66
HEX	#001842
PMS	275C

Legacy Blue: The retired blue logo. All digital assets must be updated with the new Britannia Blue logo. All print/physical assets must be updated when next produced.

Photography

Precision

Imagery here demonstrates how INEOS creates the building blocks of everyday modern life. This is a chance to show these inner workings, the macro detail with close-up, focused shots.

Building blocks | The detail | Component parts | 'Behind the Scenes' | Macro | Intricacies
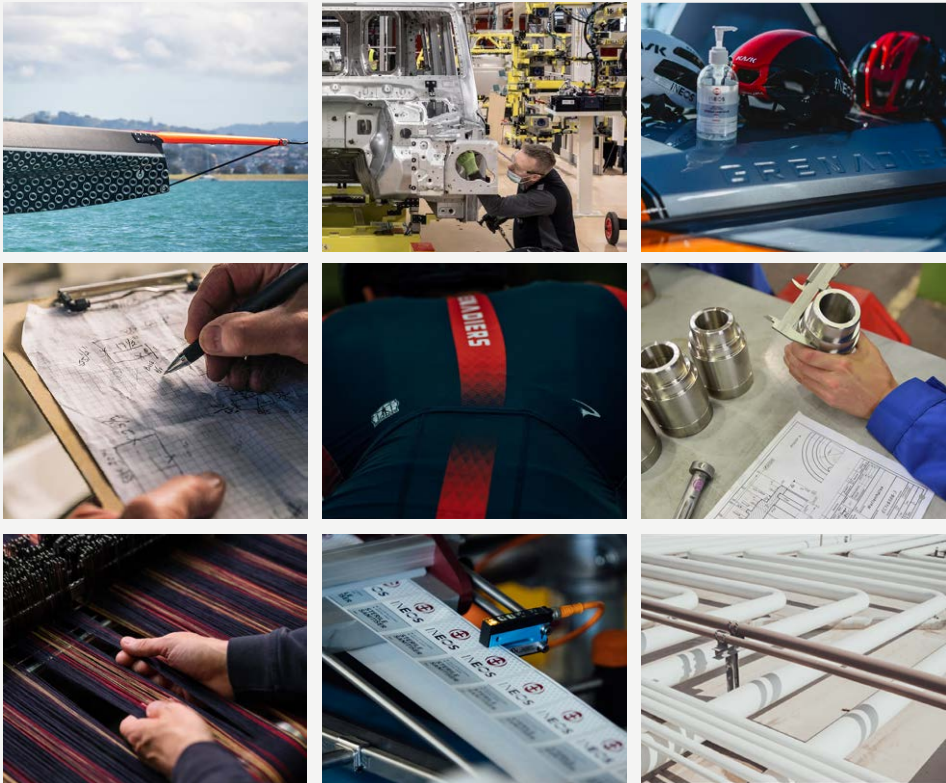
Pursuit

The idea of pursuit can be represented within our imagery by capturing wide angle scenes, extended viewpoints, and wide-set crops with an engaging depth of field.
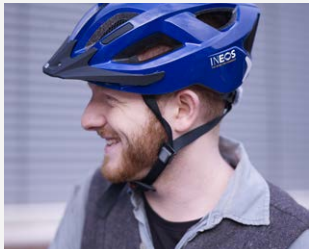
Ambition | Determination | Path | Travel | Drive | Goals | Aims | Target
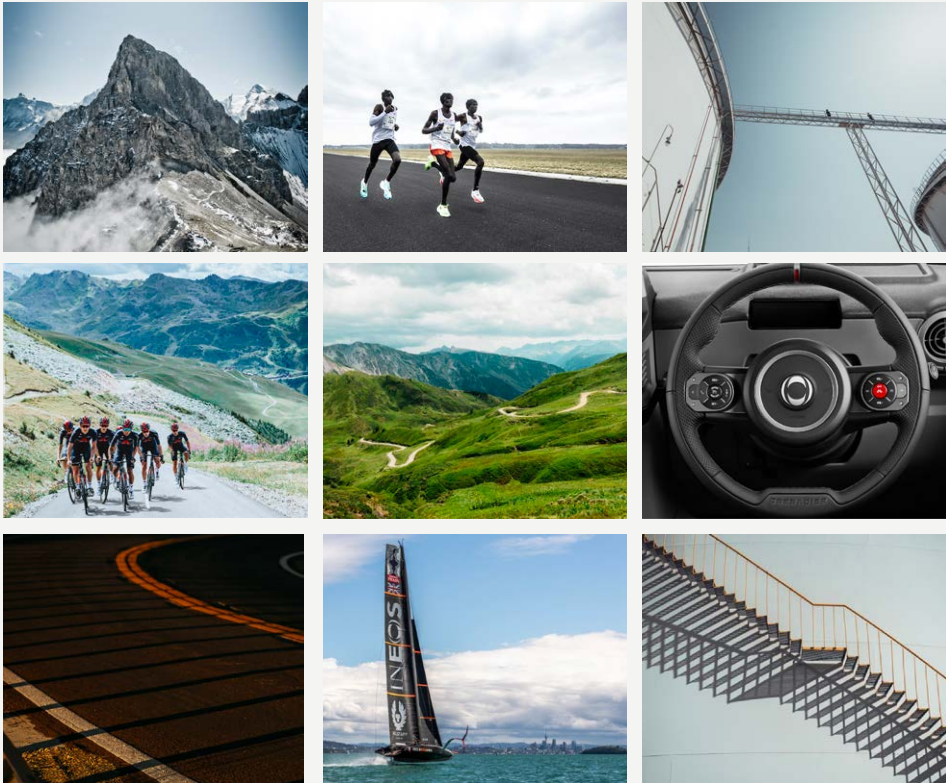
Photography

People   Our people imagery should capture engaging scenes of life at INEOS, with real people and authentic environments. Our photography should not feel clichéd, overly corporate or conventional.

Human | Natural | Real life | Grit | Rigour | Humour | Drive | Determination | Genuine

Perspective   To represent the forward-thinking nature and alternative perspectives that INEOS holds, our imagery has the chance to capture alternative angles, viewpoints and intriguing crops.

Viewpoint | Perspective | Alternative angles | Outlook | Interest and intrigue

Logo sizes
on printed materials

The recommended logo size in relation to page size are detailed right. The logo size remains the same for both portrait and landscape formats.

Recommended logo height

Format		Logo height
DL Leaflet	99 x 210 mm	7.35 mm
A6	105 x 148 mm	7.35 mm
A5	148 x 210 mm	8 mm
A4	210 x 297 mm	11 mm
A3	297 x 420 mm	16 mm
A2	420 x 594 mm	22.5 mm
A1	594 x 841 mm	32 mm
A0	841 x 1189 mm	45 mm
Pull-up banner	800 x 2000 mm	45 mm minimum (maximum = half the banner's width)

The recommended logo size remains the same for landscape and portrait formats.

Note:

Your page size may differ from the sizes shown in the table. For other formats, use this simple fomula: the height of the logo equals 5% of the document's shortest side.

Remember that the minimum logo width is 28mm, which is 7.35mm in height.

Grid system: margins

Most of our print layouts (sized A5 and over) are structured using a 12-column grid, which allows flexibility but also ensures consistent alignment of elements.

Outer margins are equal to the recommended INEOS logo height (see previous page: *Logo sizes on printed materials*), and the width of the column gutters is half the logo height.

For example, on an A4 page (both landscape and portrait formats):

the recommended logo height is 11mm

the outer margins are 11mm

the column gutter is set to 5.5mm

Note that though the base grid is 12 columns, your text needn't be set over all 12 columns, you have creative freedom with the space.
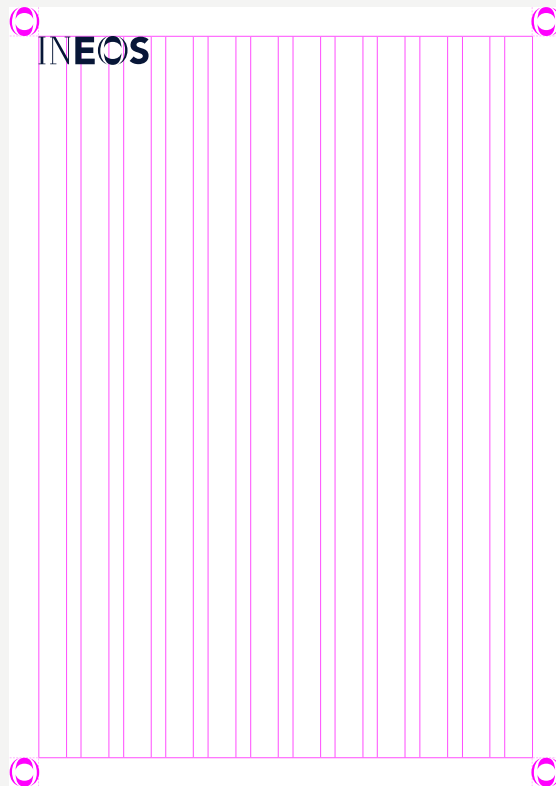
The outer margins are equal to the height of the INEOS 'O' (see the recommended logo height table). The column gutters are half the INEOS 'O' height.
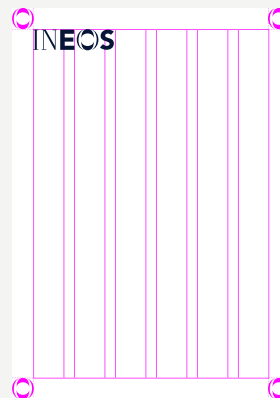
On an A6 page and smaller, we use a 6-column base grid with the INEOS logo at the minimum height of 7.35 mm (28mm width).

The outer margins are equal to the height of the INEOS 'O' (see recommended logo height table). The column gutters are half the INEOS 'O' height.
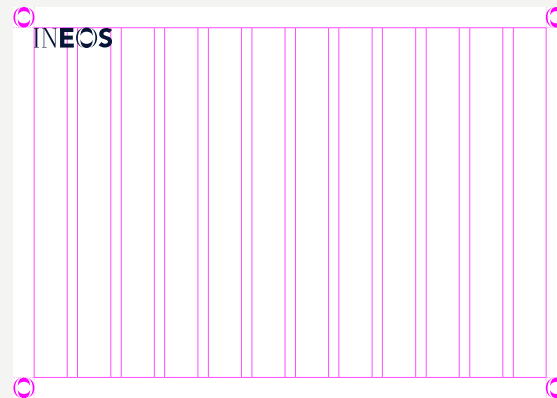
Landscape formats have the same logo : margins : gutter ratio as portrait formats.

Grid system: landscape

For our visual communications, we apply defined columns and clear typography.

Our landscape layouts are structured using a 12-column base grid, allowing for flexibility and range when it comes to the varying types of content, but will also ensure consistency overall.

Landscape designs can adopt variables of two, three or four columns of body text to add visual interest. This allows the option to embrace the white space for ease of reading and an engaging layout.

Our layouts aim to be precise, clear, and focused. We look to avoid overfilling or cluttering the page with too much content.

Note:

The following layouts are examples only. All visual communications should consider their unique brief, the intention and purpose.

These layouts give some guidance on how to begin and structure the information in a visual format, rather than giving a specific template.

INEOS

TEXT SET TO THE WIDTH OF TWO COLUMNS

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam

4-COLUMN GRID (TEXT SET TO THE WIDTH OF THREE COLUMNS)

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga. Solupta sitas nobitiisque recta delessum quat qui

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga. Solupta sitas nobitiisque recta delessum quat qui

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga. Solupta sitas nobitiisque recta delessum quat qui

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga. Solupta sitas nobitiisque recta delessum quat qui

3-COLUMN GRID (TEXT SET TO THE WIDTH OF FOUR COLUMNS)

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga. Solupta sitas nobitiisque recta delessum quat qui que volorest quidit vellaborit eni inus explaut arum quam que que pa ni

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga. Solupta sitas nobitiisque recta delessum quat qui que volorest quidit vellaborit eni inus explaut arum quam que que pa ni

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga. Solupta sitas nobitiisque recta delessum quat qui que volorest quidit vellaborit eni inus explaut arum quam que que pa ni

Grid system: landscape

Split-screen image layout

Full-page image layout

Half-page image layout

Layered image layout

Grid system: landscape

Split-screen image layout

This example includes:

Clear typographic hierarchy.

Alignment of text to key anchor points on the page (e.g. headline text aligns with the top of the image in this instance).

Page furniture acts as a helpful descriptor to the content and adds visual interest. This avoids overloading the main passages of text with further information.

A colour directional line graphic device is applied here.

A split screen of images staggered across the right-hand side of the layout portrays the idea of the many perspectives INEOS holds.

INEOS

Page furniture
title example

Example of a headline style

Quidundusam eius et officimi, omni si beratet erferna tatatem que nobitio temporerspid.

Borem fugia velignissim ventus autem verio bea poribus quis cus dusdae ex et dolum dolum utatur? Ulpa quam auda veliaep erumqui re si blab ipsum nos incto dolupta nobis re pro opta idilat et quis accume que nonsero molestis ltatur, corrum sime eatus voluptatem qui dolupti andigenima

ineos.com
Call to action | sign off line

Grid system: landscape

Full-page image layout
This example includes:

Full bleed imagery applied as a background. Image selection is chosen to consider ample clearance space for text overlays and ease of legibility.

Clear typographic hierarchy.

Graphic device applied: example here applies the directional line (in colour).

Grid system: landscape

**Half-page image layout**
This example includes:

A half-page image that runs full bleed off the page, and a half-page for text layout. This example shows an application of a dark background with light text. The layout could equally work using a light background with dark text.

Clear typographic hierarchy.

Page furniture acts as a helpful descriptor to the content and adds visual interest. This avoids overloading the main passages of text with further information.

Graphic devices are applied: including the directional line (in colour) and the keyline 'O' mark, which adds visual interest and dynamism to the page.
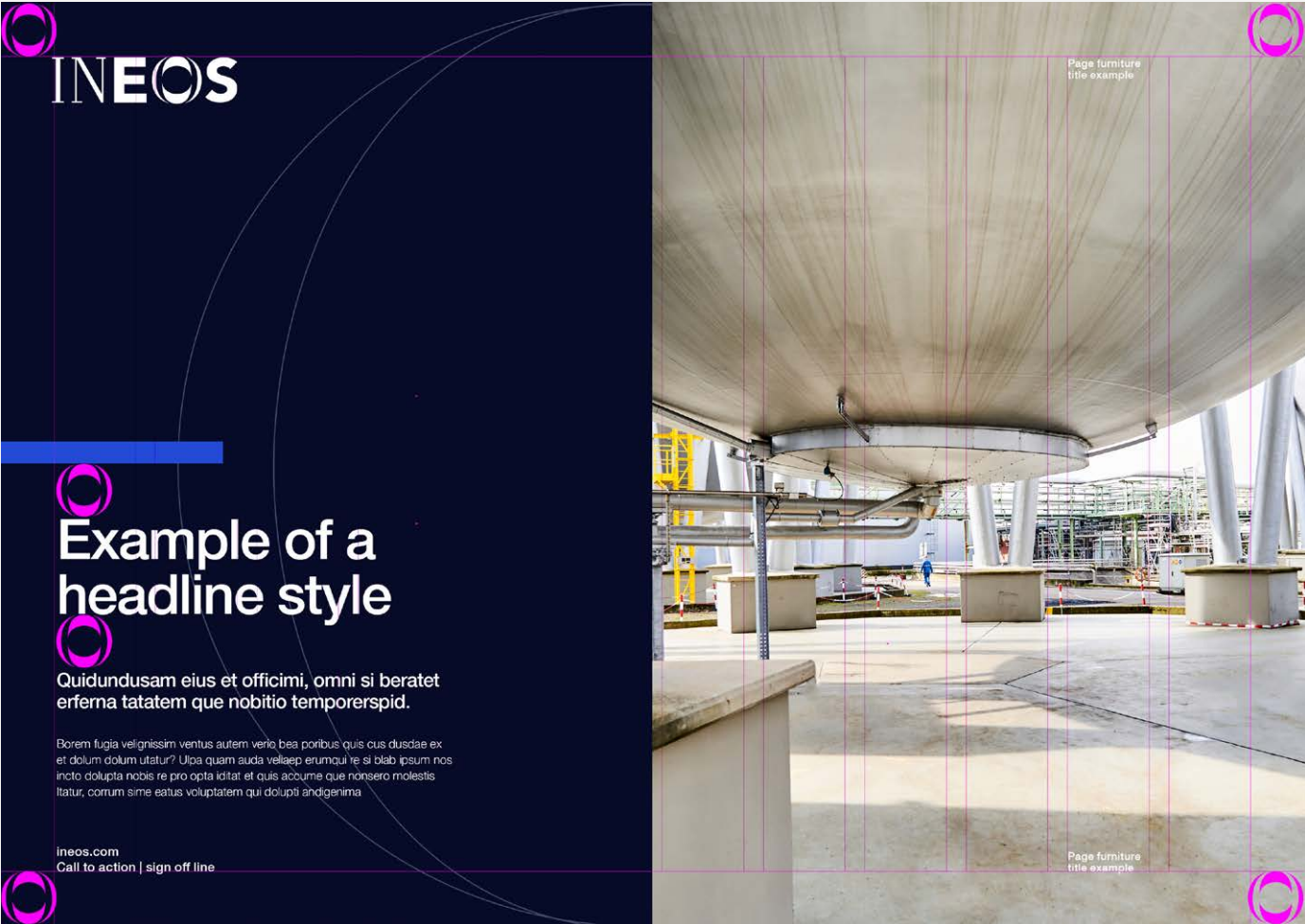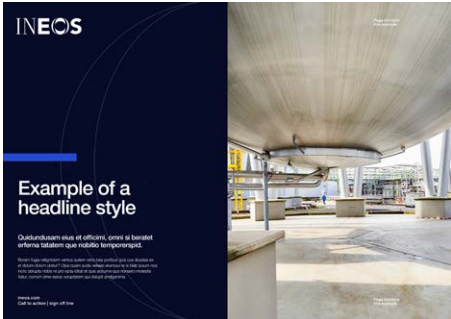
Grid system: landscape

Layered image layout

This example includes:

A horizontal split using both a light and dark background. This layout could equally work using a completely light background with dark text, or a completely dark background with light text.

The layering of two images offers a dynamic layout, and gives a multi-view of the content being presented. It also portrays the idea of the many perspectives INEOS holds.

Clear typographic hierarchy.

Page furniture acts as a helpful descriptor to the content and adds visual interest. This avoids overloading the main passages of text with further information.

Graphic device applied: example here applies the directional line (in colour).
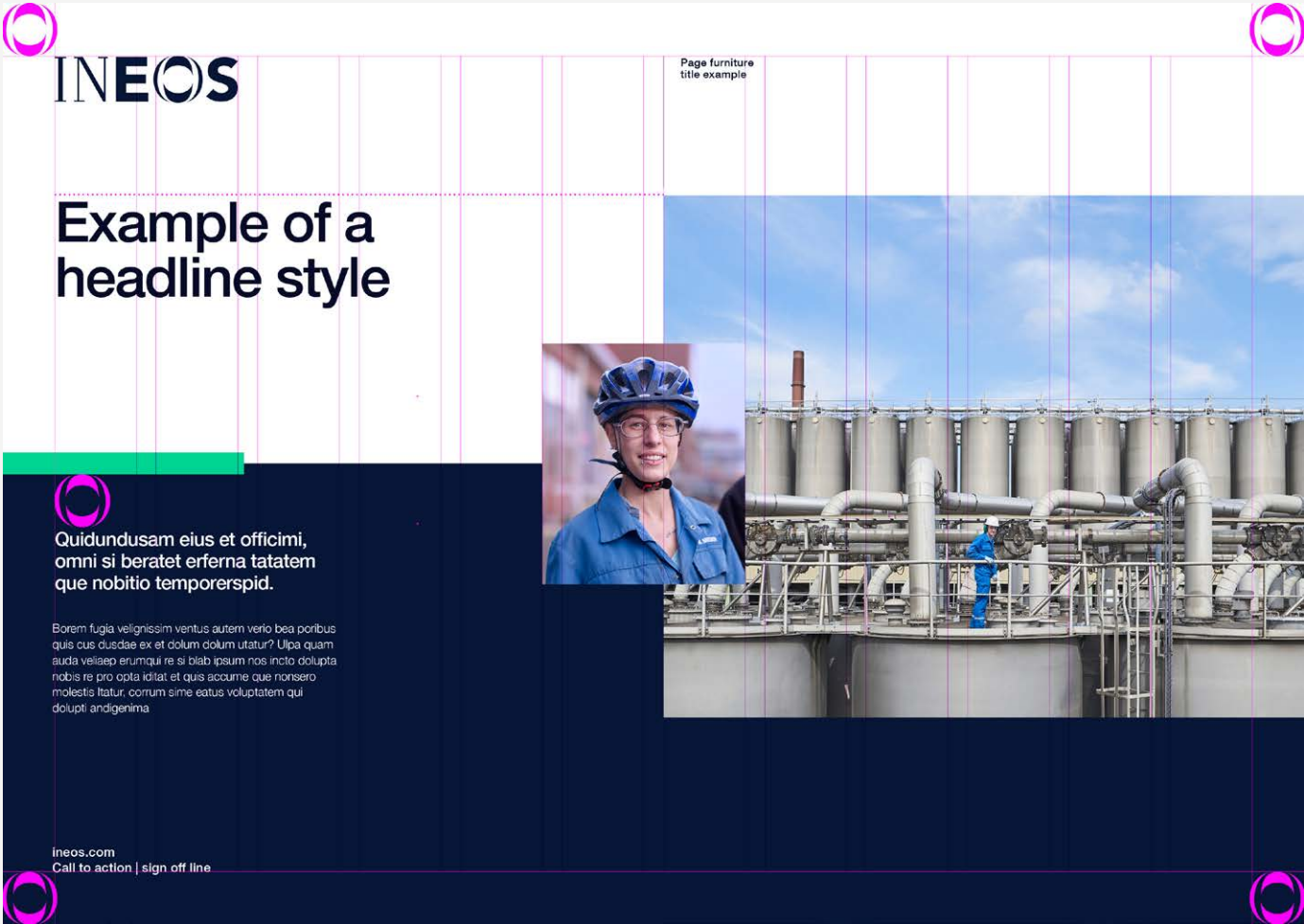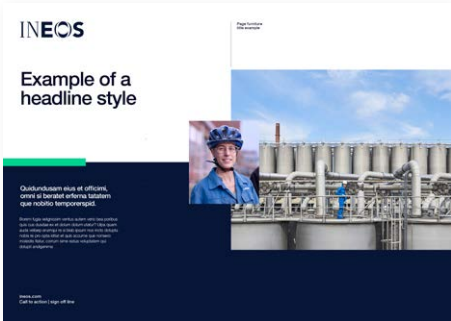
Grid system: portrait

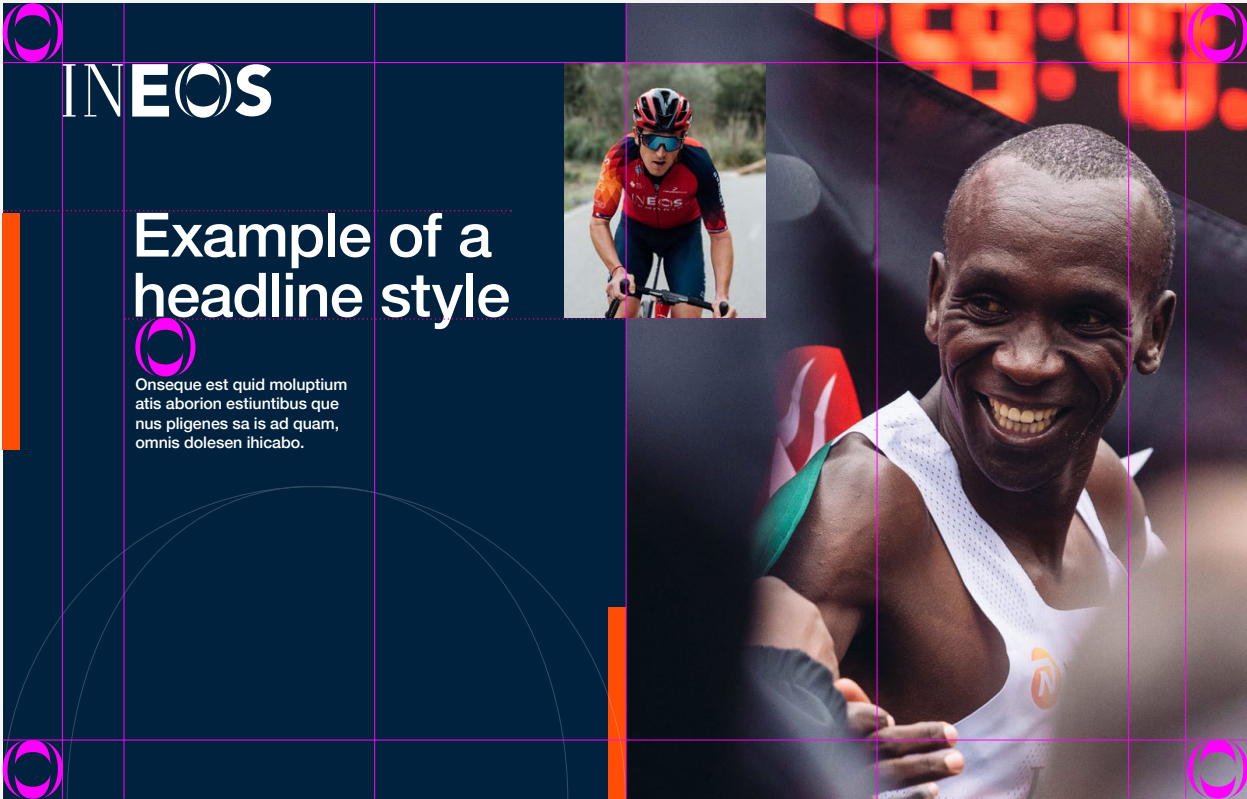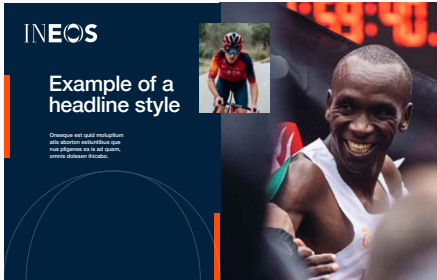For our visual communications, we apply defined columns and clear typography.

Our portrait layouts are structured using a 12-column grid, allowing for flexibility and range when it comes to the varying types of content, but still ensuring overall consistency.

Designs can adopt variables of two, three or four columns of body text to add visual interest. This allows for the option to embrace the white space, for ease of reading and an engaging layout.

Our layouts aim to be precise, clear, and focused. We look to avoid overfilling or cluttering the page with too much content.

Note:

The following layouts are examples only. All visual communications should consider their unique brief, the intention and purpose.

These layouts give some guidance on how to begin and structure the information in a visual format, rather than giving a specific template.

INEOS

2-COLUMN GRID (TEXT SET TO THE WIDTH OF SIX COLUMNS)

Nos vid et lacii illabo. Net accae net, sit, sectem hitatem quae nus reiusciae eicia dictureni iditaqui quati ape quid quasped maximin velessin nimodis Sincto dus, occus, ut fuga. Licit, solupta tempos venisin cillaceprae que vitem int volorep eleseque.

Nos vid et lacii illabo. Net accae net, sit, sectem hitatem quae nus reiusciae eicia dictureni iditaqui quati ape quid quasped maximin velessin nimodis Sincto dus, occus, ut fuga. Licit, solupta tempos venisin cillaceprae que vitem int volorep eleseque.

3-COLUMN GRID (TEXT SET TO THE WIDTH OF FOUR COLUMNS)

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga.

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga.

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo magnient, cuscid estest hit fuga.

4-COLUMN GRID (TEXT SET TO THE WIDTH OF THREE COLUMNS)

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo

Moluptaquam velit omniet experum rehendi pitaerro doloriant quam quo omnimet aut volupti aectasped quam volo

Grid system: portrait

Split-screen image layout

Full-page image layout

Quarter-page image layout

Layered image layout

Grid system: portrait

Split-screen image layout

This example includes:

Clear typographic hierarchy.

Alignment of text to key anchor points on the page (e.g. headline text aligns with the top of the image in this instance).

Page furniture acts as a helpful descriptor to the content and adds visual interest. This avoids overloading the main passages of text with further information.

Graphic device applied: example here applies the directional line (in colour).

A split screen of images staggered across the layout portrays the idea of the many perspectives INEOS holds.

Grid system: portrait

Full-page image layout

This example includes:

Full bleed imagery applied as a background. Image selection is chosen to consider ample clearance space for text overlays and ease of legibility.

Clear typographic hierarchy.

Graphic devices are applied: example here applies the directional line (in colour).

Grid system: portrait

Quarter-page image layout
This example includes:

A quarter-page image that runs full bleed off the page, and a three-quarter page for text layouts.

This example shows an application of a dark background with light text. This layout could equally work using a light background with dark text.

Clear typographic hierarchy.

Page furniture acts as a helpful descriptor to the content and adds visual interest. This avoids overloading the main passages of text with further information.

Graphic devices are applied: including the directional line (in colour) and the keyline 'O' mark which adds visual interest and dynamism to the page.
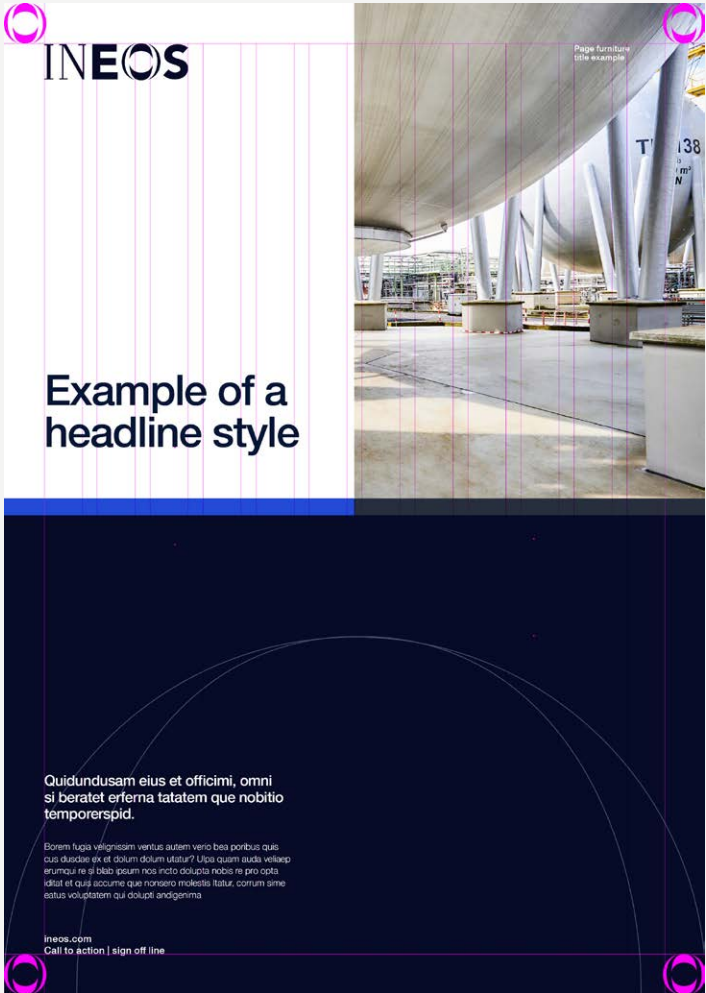
Grid system: portrait

Layered image layout

This example includes:

A horizontal split using both a light and dark background. This layout could equally work using a completely light background with dark text, or a completely dark background with light text.

The layering of two images offers a dynamic layout, and gives a multi-view of the content being presented. It also portrays the idea of the many perspectives INEOS holds.

Clear typographic hierarchy.

Page furniture acts as a helpful descriptor to the content and adds visual interest. This avoids overloading the main passages of text with further information.

Graphic devices are applied: example here applies the directional line (in colour).

Brand collateral: website
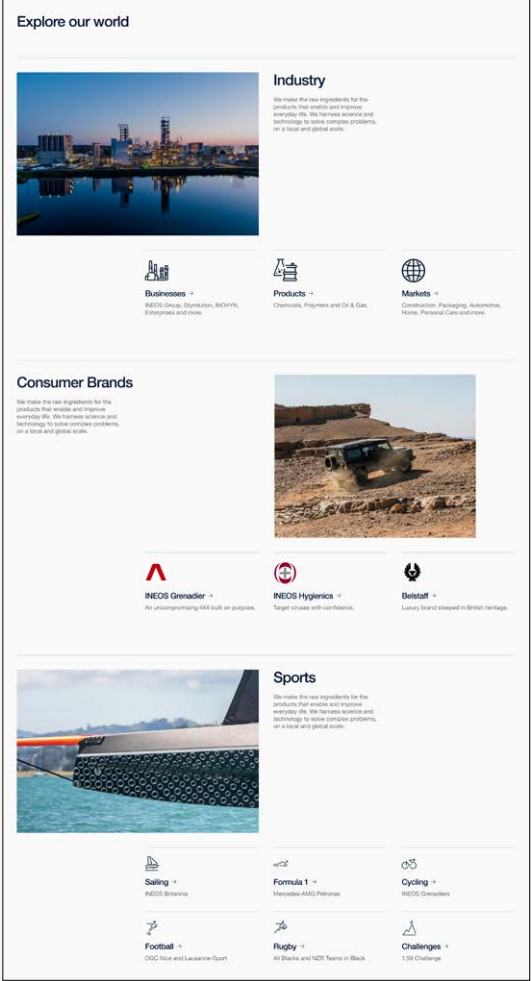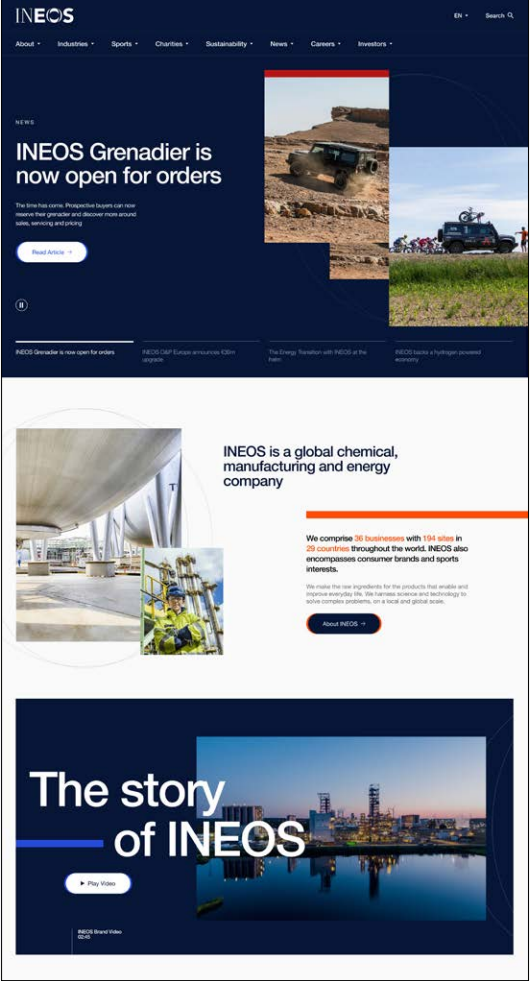
Brand collateral:
exhibition stands

Image selection is chosen to consider ample clearance space for text overlays, wrapping and trimming of the pop-up stand.

Avoid smaller text overlapping panel breaks. Use rules to divide bullet points rather than dots.

Avoid using text in the bottom quarter of the banner.

Example of a headline style

Onseque est quid moluptium atis aborion estiuntibus que nus pligenes sa is ad quam, omnis dolesen ihicabo.

Brand collateral:
pull-up banners

A horizontal split using both a light and dark background. This layout could equally work using an image or Britannia Blue bottom half.

The layering of two images offers a dynamic layout and gives a multi-view of the content being presented. It also portrays the idea of the many perspectives INEOS holds.

Clear typographic hierarchy.

Avoid using text in the bottom quarter of the banner.

Example of a headline style

Onseque est quid moluptium atis aborion estiuntibus que nus pligenes sa is ad quam, omnis dolesen ihicabo.

ineos.com

Example of a headline style

Onseque est quid moluptium atis aborion estiuntibus que nus pligenes sa is ad quam, omnis dolesen ihicabo.

ineos.com

Example of a headline style

Onseque est quid moluptium atis aborion estiuntibus que nus pligenes sa is ad quam, omnis dolesen ihicabo.

Onseque est quid moluptium atis aborion estiuntibus que nus pligenes sa is ad quam, omnis dolesen ihicabo.

ineos.com

Brand collateral: technical sheets

A technical sheet template has been created for use by all INEOS businesses.

Produced in MS Word for ease of editing.

The INEOS Business positional logo should be replaced with the relevant business logo.

Available for download in two sizes: A4 and US letter (8.5 x 11 inches).

INcat™ P620

INEOS
Polyolefin Catalyst

Technical DataSheet

Product Benefits

INcat™ P620 is a supported high activity catalyst for the manufacture of polypropylene. It utilises a nonphthalate based internal donor system resulting in a high activity and high hydrogen response, enabling production of high MFR straight reactor grades without the need to change the external donor or use peroxides.

Main customers' applications span from HPP, excluding high XS grades, up to high rubber content impact copolymer (ICP). High catalyst ethylene response allows for production of high ethylene rubber phases without stressing condenser capacity. INcat™ P620 is particularly well suited for advanced ICP applications.

The advantageous large particle size and porosity combination of INcat™ P620 allows a significant increase of rubber tolerance whilst retaining a superior polymer powder flowability.

Detailed information about INcat™ P catalysts process responses, such as hydrogen and silane responses, as well as product and application reach, can be supplied upon request.

Packaging

INcat™ P catalysts are supplied suspended in mineral oil in non-returnable low-pressure containers. Dry catalyst can be supplied upon request.

Specifications

INcat™ P620 is supplied with the following specifications:

Property	Range	Test Methods
Productivity (kg PP/g catalyst)	≥ 42	1 h, Bulk Polymerisation, 70°C, 450 psi
Polymer Bulk Density (kg/m³)	≥ 350	ASTM 1895B
Fines < 150 µm (wt %)	≤ 1	Laser Diffraction
Catalyst Solids Concentration in Mineral Oil (wt %)	26 - 32	Gravimetric
Bulk Titanium in Catalyst (wt %)	2.0 – 3.5	ICP (Induction Coupled Plasma)
Catalyst Particle Size: D50 (µm) D90 (µm) Span	28 - 32 ≤ 40 < 1.2	Laser Diffraction

Contact us:
+XX XXXX XX XXXX
info@ineos.com
www.ineos.com

Page 1 of 3
Revision Date: XX.XX.2023

Brand collateral: business cards

All business cards use the same reverse design (INEOS logo and 'O mark' in Britannia Blue on white.

The front design of the business cards uses a two-column structure of information.

The colour bar at the top right is interchangeable: there are six colour variations to select from (see later in this section).

Text and INEOS logo mark all in Britannia Blue

Colour bar: 3mm h x 42 mm w (excluding 3mm bleed for print)

Reverse

Front

INEOS

Name Surname
Job title

name.surname@ineos.com
t: + 11 (0) 22 123 4567
f: + 11 (0) 22 123 4567
ineosbusiness.com

Address line 1
Address line 2
Address line 3
Address line 4

6mm margin

Name Surname
Job title

name.surname@ineos.com
t: + 11 (0) 22 123 4567
f: + 11 (0) 22 123 4567
ineosbusiness.com

Helvetica Neue Bold 9 pt
Helvetica Neue Regular 9 pt

Helvetica Neue Regular 7 pt

Brand collateral: business cards

Layout variants

We have three variations on the front design for business cards, which includes:

INEOS logo only

INEOS + Business

INEOS + Business + Region

Front: INEOS only

INEOS

Name Surname
Job title

name.surname@ineos.com   Address line 1
t: + 11 (0) 22 123 4567   Address line 2
f: + 11 (0) 22 123 4567   Address line 3
ineosbusiness.com   Address line 4

Front: INEOS + Business

INEOS
Business

Name Surname
Job title

name.surname@ineos.com   Address line 1
t: + 11 (0) 22 123 4567   Address line 2
f: + 11 (0) 22 123 4567   Address line 3
ineosbusiness.com   Address line 4

Front: INEOS + Business + Region

INEOS
Business
Region

Name Surname
Job title

name.surname@ineos.com   Address line 1
t: + 11 (0) 22 123 4567   Address line 2
f: + 11 (0) 22 123 4567   Address line 3
ineosbusiness.com   Address line 4

Brand collateral: business cards

Colour variations

We have six colour variations on the front design for business cards.

The range of colours is not exclusive to any one business, and can be adopted and used freely.

INEOS Business

Name Surname
Job title

name.surname@ineos.com
t: + 11 (0) 22 123 4567
f: + 11 (0) 22 123 4567
ineosbusiness.com

Address line 1
Address line 2
Address line 3
Address line 4

Cerulean Blue

INEOS Business

Name Surname
Job title

name.surname@ineos.com
t: + 11 (0) 22 123 4567
f: + 11 (0) 22 123 4567
ineosbusiness.com

Address line 1
Address line 2
Address line 3
Address line 4

Neon Orange

INEOS Business

Name Surname
Job title

name.surname@ineos.com
t: + 11 (0) 22 123 4567
f: + 11 (0) 22 123 4567
ineosbusiness.com

Address line 1
Address line 2
Address line 3
Address line 4

Green

INEOS Business

Name Surname
Job title

name.surname@ineos.com
t: + 11 (0) 22 123 4567
f: + 11 (0) 22 123 4567
ineosbusiness.com

Address line 1
Address line 2
Address line 3
Address line 4

Toto Rosso

INEOS Business

Name Surname
Job title

name.surname@ineos.com
t: + 11 (0) 22 123 4567
f: + 11 (0) 22 123 4567
ineosbusiness.com

Address line 1
Address line 2
Address line 3
Address line 4

Brigade Red

INEOS Business

Name Surname
Job title

name.surname@ineos.com
t: + 11 (0) 22 123 4567
f: + 11 (0) 22 123 4567
ineosbusiness.com

Address line 1
Address line 2
Address line 3
Address line 4

Neon Yellow

Cerulean Blue	Neon Orange	Green
Toto Rosso	Brigade Red	Neon Yellow

Brand collateral: letterheads

Any of the six brand colours can be used for the horizontal colour bar.

Text and INEOS logo mark
all in Britannia Blue

Size: 10mm h for
INEOS logo mark

Clearance: At least 10mm
around logo mark

Business address
and contact details:

Arial Reg 7 pt
Grey (111/111/110)

Horizontal colour bar: 30 x 3 mm

INEOS

Address Line 1   name.surname@ineos.com
Address Line 2   t: +44 (0) 22 123 4567
Address Line 3   t: +44 (0) 22 123 4567
Address Line 4   Lorem ipsum dolor
Address Line 5   ineos.com

Recipient Name
Street Address 1
Street Address 2
Street Address 3
City, Zip/Postcode

Date

Dear Recipient Name

Re: **INEOS letterhead MS Word template requirements**

All the letter text styles can be found in Home > Styles pane > List [see dropdown menu found below the list of available styles]: Styles in use. The styles for the letter content are:

- Letter recipient name/address
- Letter date
- Normal, Normal letter content
- Your name [includes space for signature above]
- List bullet
    - List bullet 2

The text is set in 10.5 Arial with single line spacing. All paragraph styles have the appropriate paragraph spacing inbuilt, so it isn't necessary to enter a double return or more at the end of a paragraph.

Note: the INEOS Business logo, top left, should be replaced with your actual INEOS business logo, and the INEOS Business name should be entered in the INEOS address detail top right.

Thanks

Your name

PS Also see continuation sheet overleaf.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh
Euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut consectetuer
adipiscing elit, sed diam nonummy ni

1

Brand collateral: letterheads

Layout variants

We have three variations on the design for letterheads, which includes:

- INEOS logo only
- INEOS + Business
- INEOS + Business + Region

Any of the six brand colours can be used for the horizontal colour bar.

INEOS only
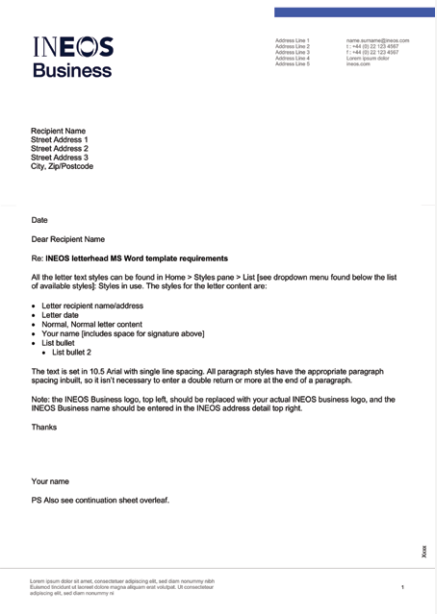
INEOS + Business

INEOS + Business + Region
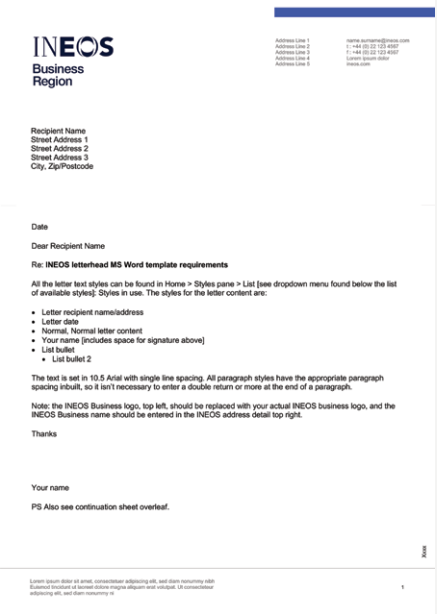
Brand collateral:
internal communication

Any of the six brand colours can be used for the horizontal colour bar.

INEOS

INTERNAL COMMUNICATION

Text and INEOS logo mark all in Britannia Blue

Size: 10mm h for INEOS logo mark

Clearance: At least 10mm around logo mark
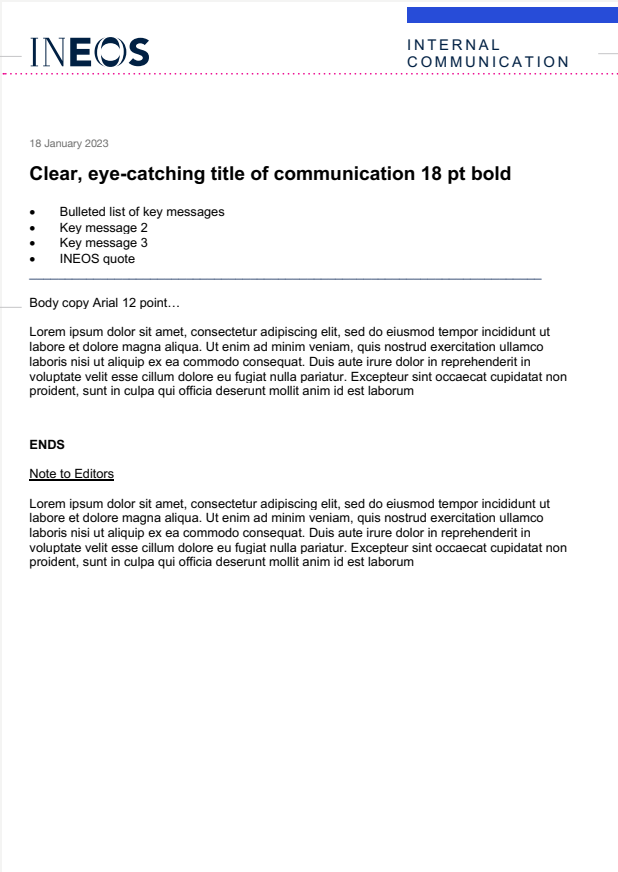
Internal communication heading

Arial reg 7 pt Britannia Blue

Horizontal colour bar: 30 x 3 mm

18 January 2023

Clear, eye-catching title of communication 18 pt bold

- Bulleted list of key messages
- Key message 2
- Key message 3
- INEOS quote

Text should be in Black

Body copy Arial 12 point…

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

ENDS

Note to Editors

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Brand collateral: internal communication

Layout variants

We have three variations on the design for internal communications, which includes:

INEOS logo only

INEOS + Business

INEOS + Business + Region

Note that the vertical stacked logo is used for the latter two layouts.

Any of the six brand colours can be used for the horizontal colour bar.

INEOS only

INEOS + Business

INEOS + Business + Region

Brand collateral:
News release

Any of the six brand colours can be used for the horizontal colour bar.

Text and INEOS logo mark all in Britannia Blue

Size: 10mm h for INEOS logo mark

Clearance: At least 10mm around logo mark

News release heading

Arial reg 25 pt
Britannia Blue

Horizontal colour bar: 30 x 3 mm

Text should be in Black

INEOS   News release

EMBARGO INFORMATION

[Date]

Clear, eye-catching title of the press release 15 pt bold

- Bulleted list of key messages
- Key message 2
- Key message 3
- INEOS quote
- List bullet
  - List bullet 2

The text is set in 10.5 Arial with single line spacing. All paragraph styles have the appropriate paragraph spacing inbuilt, so it isn't necessary to enter a double return or more at the end of a paragraph.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

ENDS

Media Contacts

firstname.secondname@ineos.com   +44 1234 5678
firstname.secondname@ineos.com   +44 1234 5678

Note to Editors

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

1

Brand collateral:
News release

Layout variants

We have three variations on the design for
News release, which includes:

INEOS logo only

INEOS + Business

INEOS + Business + Region

Any of the six brand colours can be used for
the horizontal colour bar.

INEOS only

INEOS + Business

INEOS + Business + Region

Brand collateral: PowerPoints

Use a simple 16:9 format design for PPT presentations.

Only use Arial Regular and Bold, as specified in the section on *Typographic hierarchy for internal typeface*.

Keep the slides dynamic and don't overload them with too much text. Remember, headlines and text should be big enough to see from a distance if being presented on a screen.

Stick with simple animations if you use them at all.

PPT templates are available for download.

Brand collateral: email signatures

INEOS only

A template is available, which will allow customisation within the email platform.

Brand collateral:
email signatures

**INEOS and
25-year emblem**

A template is available,
which will allow
customisation within the
email platform.
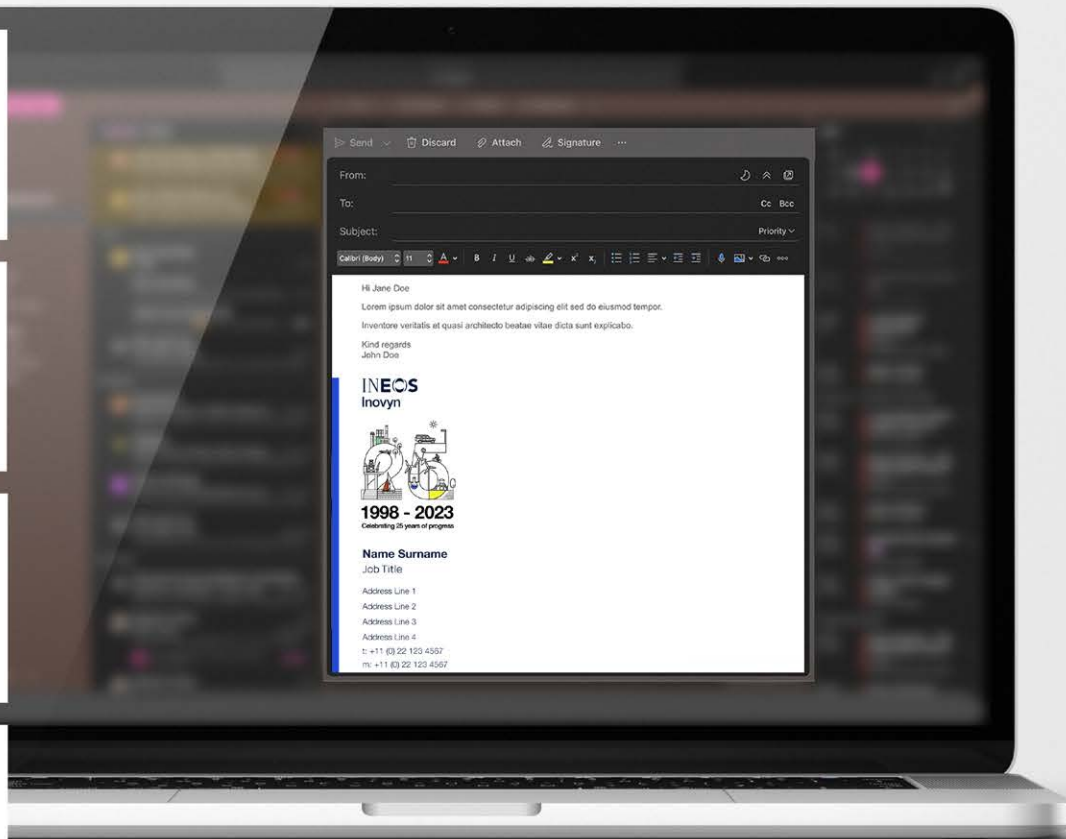
Brand collateral: signage

Directional line

Follow this four-step guide to work out the thickness of the directional line for a sign.

The directional line can be:

- lengthened or shortened – but not scaled (keep the thickness) – to the optimum length for the sign layout
- positioned anywhere within the sign area (as shown in the example layouts that follow)
- bled off the sign (as displayed in the example layouts)
- coloured in any of the six secondary brand colours

Directional lines for print and digital have slightly different rules. See: *03 Visual identity graphic devices: directional line, landscape layout* and *portrait layout*.
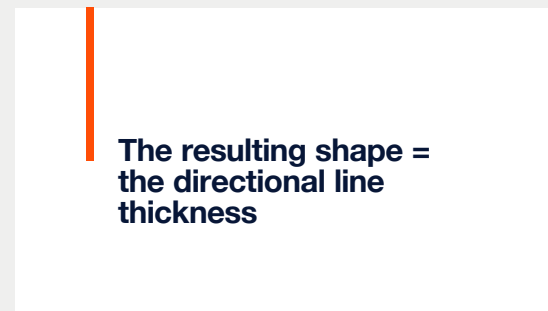
01

Create a shape the same size as the sign
(this will become the directional line)

Y

X

02

Divide the longest axis* by 2
(*X in this example)

Y

X

03

Then divide the longest axis* by 30
(*Y in this example)

Y

X

04

The resulting shape = the directional line thickness

Brand collateral: signage

Exterior ground-based signs

X is the height or width of the INEOS 'O' as illustrated. ½X is the height or width of the INEOS 'O' as illustrated.

Margins: the margin above and to the left of the logo is ½X; the margin to the right of the logo/business name (whichever is the wider) should be a minimum of ½X.

The distance between the baseline of the business name and the top of the Britannia Blue band = Y, where Y is the capital letter height of the business name (Aromatics in this example).

The directional line should be positioned ½X from the INEOS logo. It should align with the top of the INEOS 'E' and stretch to the right-hand edge of the sign.

The thickness of the directional line should be worked out following the four steps outlined at the start of the signage section.

Any of the six brand colours can be used for the directional line.

The 100% Britannia Blue band at the base of the sign must be a minimum depth of X.

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

The INEOS Business logo proportions and layout should be as directed in the *Business entity logos* section of these guidelines.
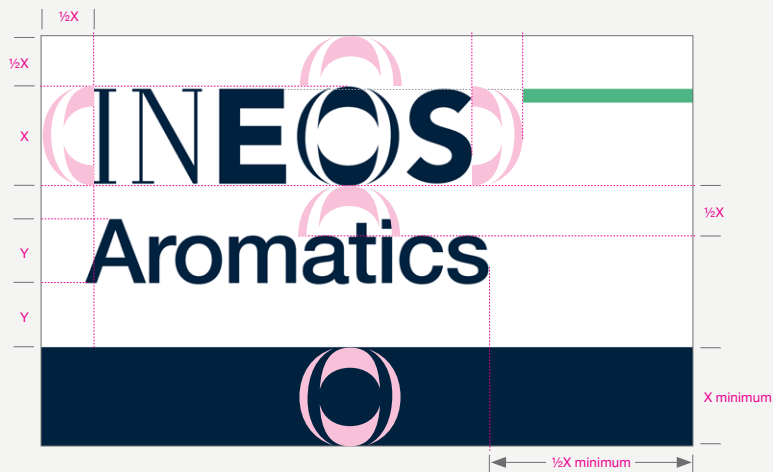
Where space is restricted, a vertical directional line can be used, fit to the right-hand edge from the INEOS baseline to the top of the sign.

Brand collateral: signage

Exterior ground-based 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, this should be positioned left of the blue panel.

The height of the business name (Aromatics in this example) = Y. The capital height of the location name (Cooper River in the example right) = ½Y.

The location name is inset ¼X from the top of the blue panel, with ½X margin on the left. The margin below the location name should be a minimum of ½X.

Helvetica Neue Regular should be used for the typeface of the location.

The thickness of the directional line should be worked out following the four steps outlined at the start of the signage section.

The thickness of the directional line should be worked out following the four steps outlined at the start of the signage section.

Exterior ground-based signage for businesses with site location detail
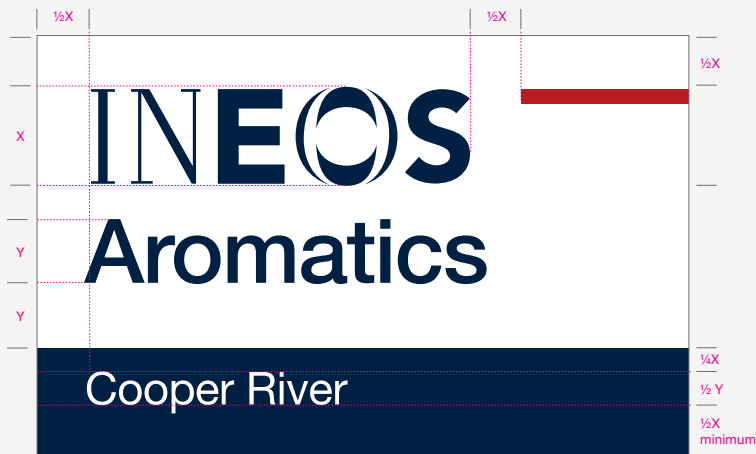
Brand collateral: signage

Exterior ground-based signs

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

The length of the address will dictate the capital letter height, which should be no greater than ½Y.

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.

Helvetica Neue Regular should be used for the address, with Helvetica Neue Medium for the full business name (PT INEOS Aromatics Indonesia in this example).

The business name/location/address is inset ¼X from the top of the blue panel, with ½X margin on the left. The margin below the location name/address should be a minimum of ½X.

The thickness of the directional line should be worked out following the four steps outlined at the start of the signage section.

Exterior ground-based signage for businesses

Brand collateral: signage

Exterior ground-based signs

For signs featuring the INEOS logo only, the margins are slightly different.

X is the height or width of the INEOS 'O' as illustrated. ½X is the height or width of the INEOS 'O' as illustrated.

The margin above and to the left of the logo is ½X; the margin below the logo is 1X.

The margin to the right of the logo should ideally be 1½X: this allows ½X between the logo and the directional line at a minimum width of 1X. If space is limited, then the minimum margin is ½X to the right of the logo, and the directional line runs vertically. (See illustrations at the start of the signage section.)

The directional line should be positioned ½X from the INEOS logo. It should align with the top of the INEOS 'E' and stretch to the right-hand edge of the sign.

The thickness of the directional line should be worked out following the four steps outlined at the start of the signage section.

Any of the six brand colours can be used for the directional line.

The 100% Britannia Blue band at the base of the sign must be a minimum depth of X.

The Britannia Blue band should be included on all exterior signage that is ground-based.
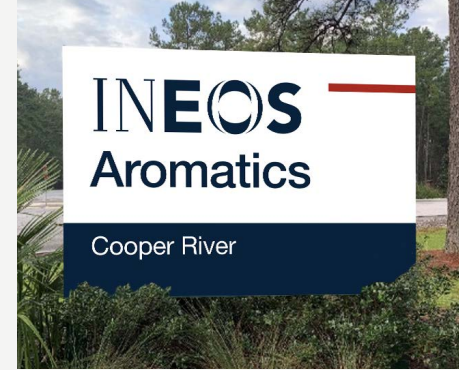
Exterior ground-based signage for INEOS Group

Dublin main entrance sign

Brand collateral: signage

Exterior signs - examples

Grangemouth, Gate 2 sign

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

Köln main entrance sign

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

Merak main entrance sign

Brand collateral: signage

Exterior signs - examples

Composites Fort Smith
main entrance sign

Composites Pittsburgh sign

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

Brand collateral: signage

Exterior signs - examples

The minimum ½X left-hand margin to the logo (permitted when space is restricted) has been used for the INEOS Aromatics Geel one x 3m signage.
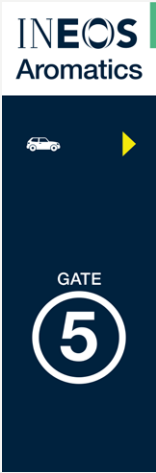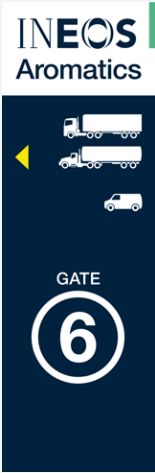
Geel site signage: one x 3 m

Geel signage:
no. 1

Geel signage:
no. 1A front

Geel signage:
no. 1A back

Geel signage:
no. 1B front

Geel signage:
no. 1B back

Geel signage:
no. 3

Brand collateral: signage

Exterior signs - examples

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

INEOS Composites sign, LA

Brand collateral: signage

Exterior signs - examples

INEOS group logo signage, Grangemouth

Brand collateral: signage

Exterior signs - examples

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

Texas City main entrance sign: 66 x 108.5"

Texas City administration building sign: 33 x 54.25"

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

Brand collateral: signage

Exterior signs - examples

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

Solo signage

Joint signage example

Brand collateral: signage

Directional signs

Where a business logo – either horizontal or stacked – forms part of the sign, it should be in line with the guidelines given in this section's *Business entity logos* page.
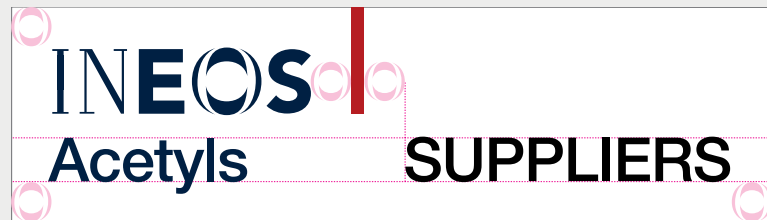
The thickness of the directional line should be worked out following the four steps outlined at the start of the signage section.

Any of the six brand colours can be used for the directional line and arrow, but keep them the same colour.

Off-site directional panels

Indoor/outdoor signage panels

The margins on simple directional signs should be equal to the height of the central negative space of the large 'O' as illustrated above.
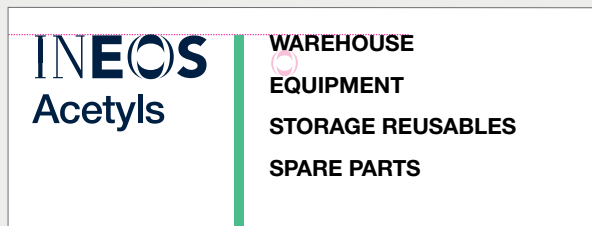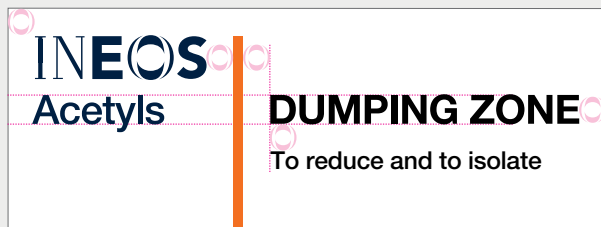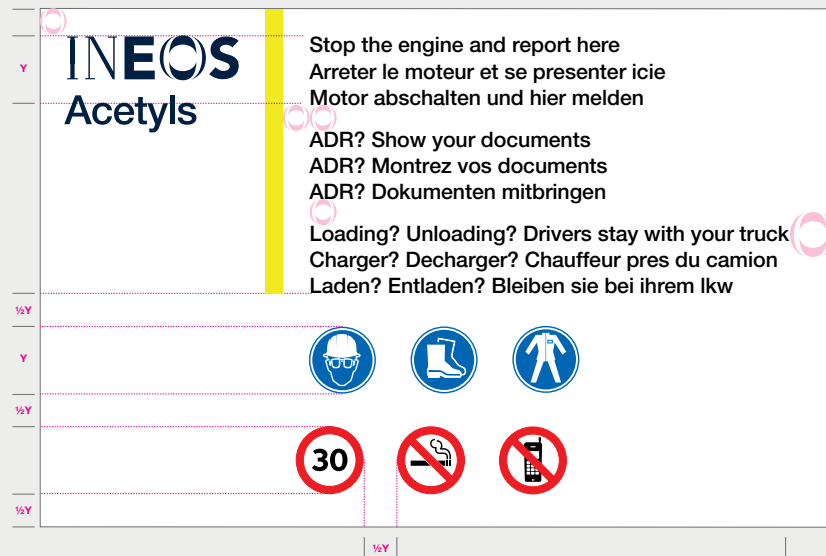
Brand collateral: signage

On-site signs

The thickness of the directional line should be worked out following the four steps outlined at the start of the signage section.

Any of the six brand colours can be used for the directional line.

INEOS Acetyls

DUMPING ZONE

To reduce and to isolate

INEOS Acetyls

WAREHOUSE

EQUIPMENT

STORAGE REUSABLES

SPARE PARTS

INEOS Acetyls

Stop the engine and report here
Arreter le moteur et se presenter icie
Motor abschalten und hier melden

ADR? Show your documents
ADR? Montrez vos documents
ADR? Dokumenten mitbringen

Loading? Unloading? Drivers stay with your truck
Charger? Decharger? Chauffeur pres du camion
Laden? Entladen? Bleiben sie bei ihrem lkw

30

In the examples above, the margins are equal to the height of the central negative space of the large 'O' as illustrated above.

Brand collateral: signage

Safety identification panels

The thickness of the directional line should be equal to the negative space between the INEOS I and N.

The logo size and thickness of the vertical directional line should be consistent across all safety identification panels on a site.

Any of the six brand colours can be used for the directional line.

Keep the directional line and arrow the same colour on a sign.

INEOS
Acetyls

HAZARDOUS WASTE

INEOS
Acetyls

PAPER

INEOS
Acetyls

METAL

The outer margins are equal to X. The inner margins are equal to the height of the central negative space of the large 'O' as illustrated.

Brand collateral: signage

Safety identification panels

The thickness of the directional line should be worked out following the four steps outlined at the start of the signage section.

Any of the six brand colours can be used for the directional line.

The outer margins are equal to X. The inner margins are equal to the height of the central negative space of the large 'O' as illustrated.

Brand collateral: signage

Interior signs examples

Grangemouth HQ interior signage

Cologne interior signage

Cologne interior signage

Brand collateral: signage

Interior wall graphics example
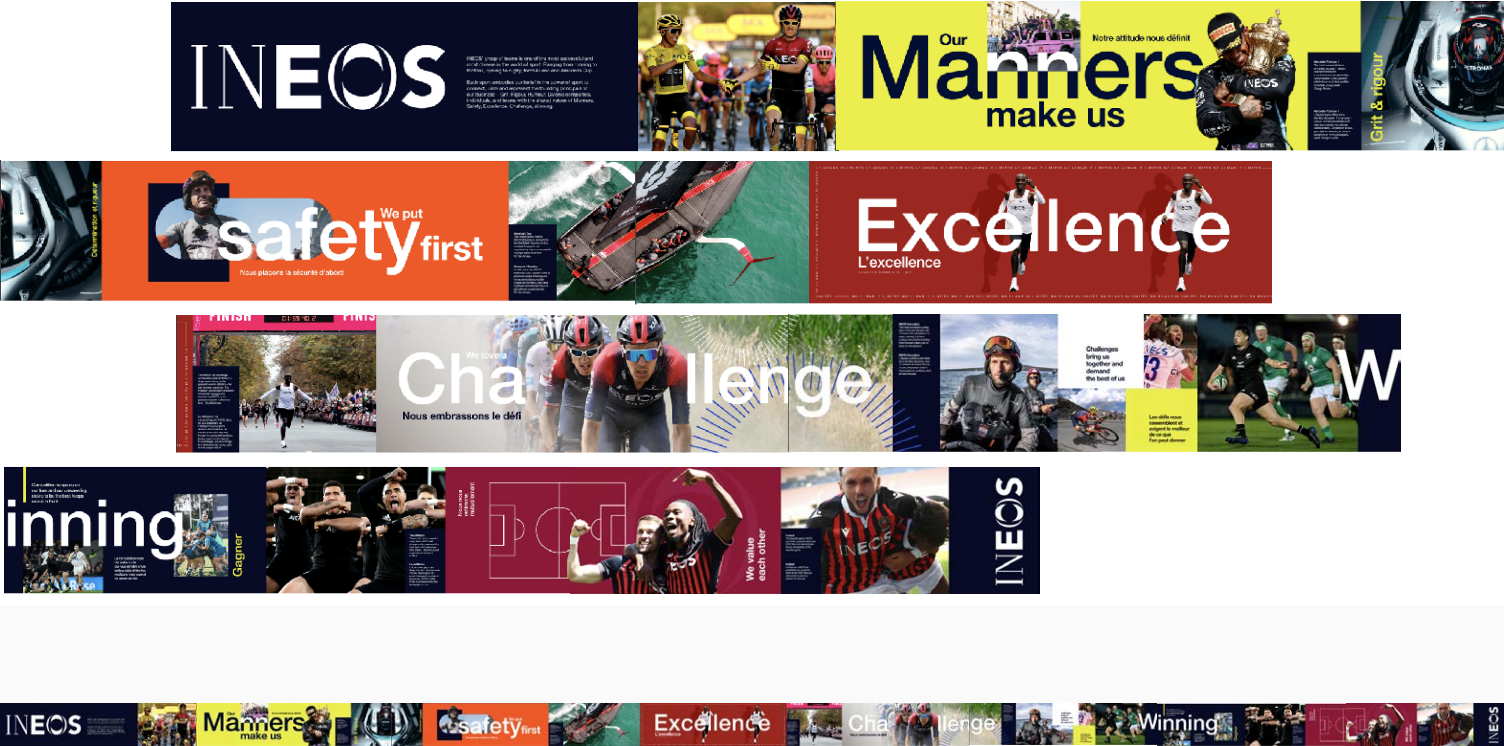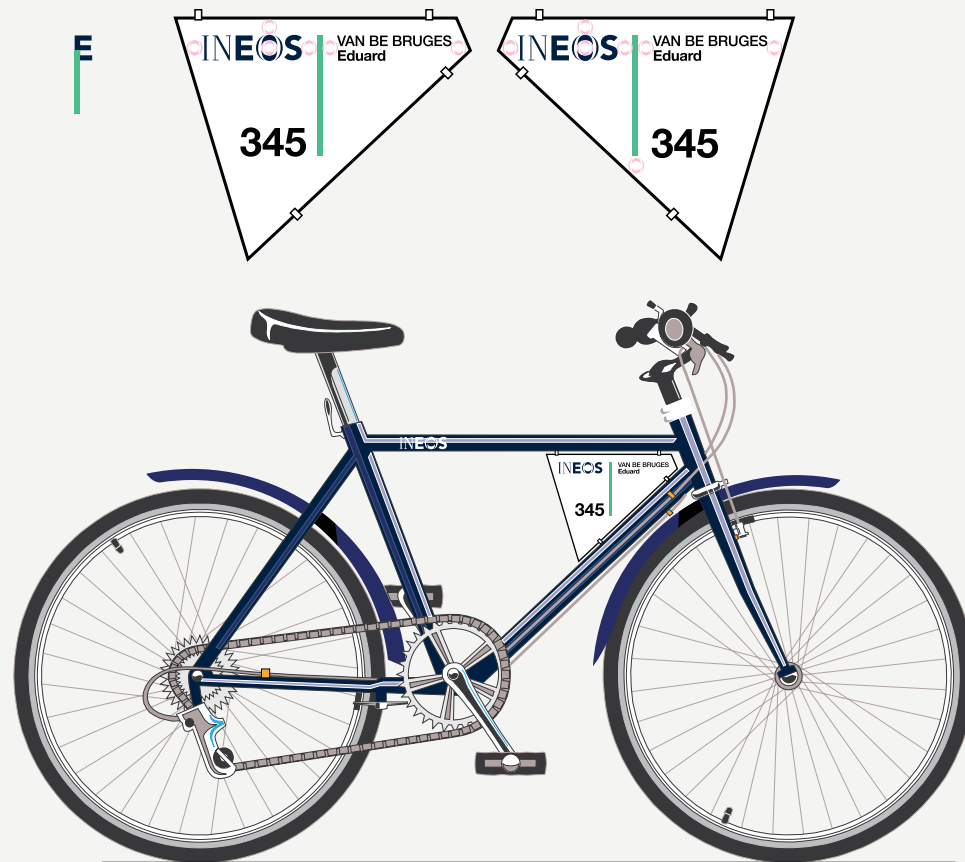
Brand collateral: signage

Interior signs examples

Brand collateral: service vehicles

Bikes

For service vehicles, the width of the colour bar is the same width as the vertical in the INEOS 'E'.

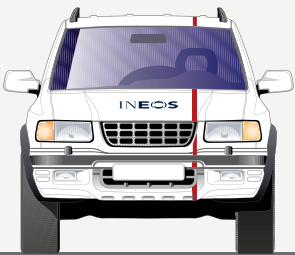Any of the six brand colours can be used for the directional line.

Brand collateral: service vehicles

Cars

For service vehicles, the width of the colour bar is the same width as the vertical in the INEOS 'E'.

Any of the six brand colours can be used for the directional line.

Brand collateral: service vehicles

Vans

For service vehicles, the width of the colour bar is the same width as the vertical in the INEOS 'E'.

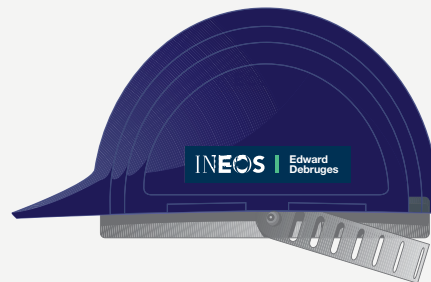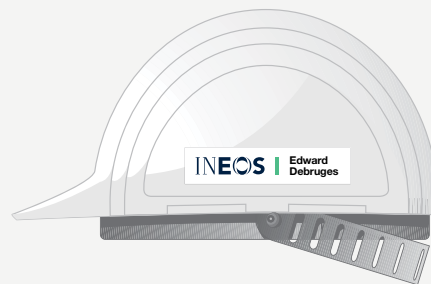Any of the six brand colours can be used for the directional line.

Brand collateral: uniforms

Helmets: corporate

For uniforms, the width of the colour bar is the same width as the vertical in the INEOS 'E'.

Any of the six brand colours can be used for the directional line.

INEOS

Brand collateral: uniforms

Helmets: business

For uniforms, the width of the colour bar is the same width as the vertical in the INEOS 'E'.

Any of the six brand colours can be used for the directional line.

Brand collateral: uniforms

Lab coats: corporate

For uniforms, the width of the colour bar is the same width as the vertical in the INEOS 'E'.

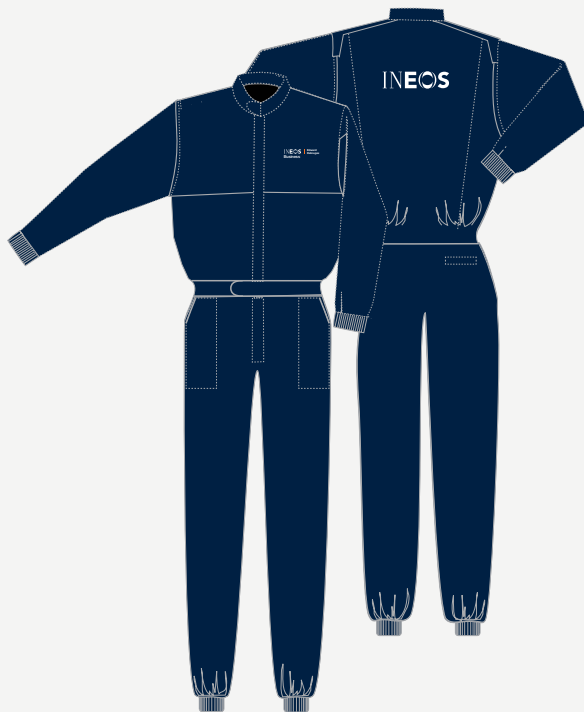Any of the six brand colours can be used for the directional line.

Brand collateral: uniforms

Overalls

For uniforms, the width of the colour bar is the same width as the vertical in the INEOS 'E'.

Any of the six brand colours can be used for the directional line.

INEOS

Brand
Guidelines

ineos.com

If there is any uncertainty on how to use these brand guidelines, please contact: brand.ineos@ineos.com

Copyright © 2023. All rights reserved.
This report is published by INEOS on behalf of its businesses.

Headquarters: 38 Hans Crescent, Knightsbridge, London, SW1X 0LZ, UK.
INEOS is a Registered Trademark, the property of INEOS Capital Limited.