

BASIC ELEMENTS GUIDELINE

Version 1.0 - November 2021

HELLO.

Our visual identity reflects our brand narrative and communicates who we are and what we do.

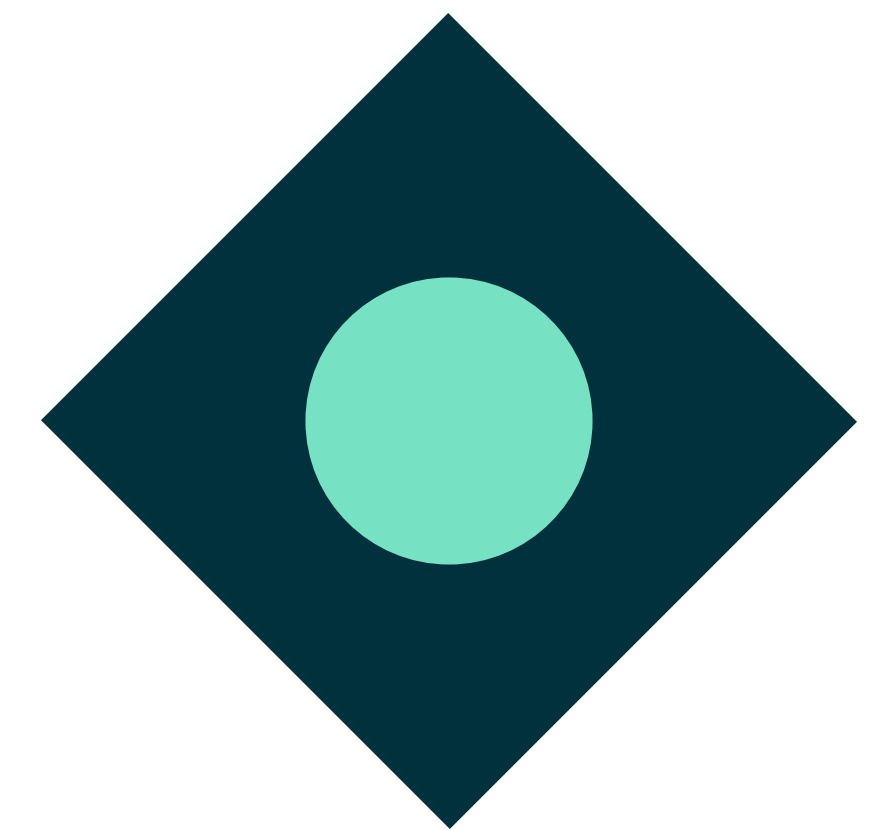
This guideline aims to ensure the brand’s visual identity is expressed consistently and coherently.

Please, ensure that all layouts are first approved by the brand manager.

1	Our brand	03
2	Brand identity	13
3	Contact & disclaimer	51

1 OUR BRAND

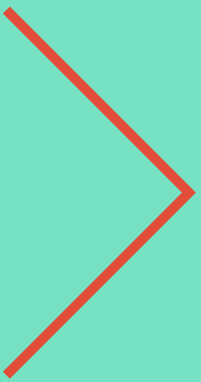
- 1.1 Introduction
- 1.2 Positioning
- 1.3 Experience principles
- 1.4 Brand slogan
- 1.5 Competitor comparison
- 1.6 Brand platform



What are we about?

CORE IDEA

Partnership



What makes us, us, as well as our recipe for future success. None of our competitors own this territory specifically.

SUPPORTING ELEMENTS

Growth



True to our legacy ambitious spirit and challenger mentality.

Sustainability



Conscious of ESG requirements and an overall key industry trend we are expected to perform on.

Vision

A future where people
help **each other flourish**
to achieve progress
for all.

Mission

To harness our mutual potential so that we can **enable sustainable personal and collective growth.**

Positioning

Bringing together our
**extraordinary talents to
create an eco-system of
smart solutions.**

IF WE WANT PEOPLE TO FEEL...

They can speak their minds and feel supported in their quest for the unknown.

THEN OUR EXPERIENCES NEEDS TO...

Transparently show what we are about - the team, our clients, the way we work, our impact on communities - as a basis to establish close relationships.

WE CALL THIS PRINCIPLE:

LIFT THE CURTAIN

Principle 1

e.g. Client in Residence Learning Program to generate a closer relationship
NOTE: indicative example.

**IF WE WANT PEOPLE
TO FEEL...**

Empowered and inspired to go
beyond by working as a team.

Principle 2

**THEN OUR EXPERIENCES
NEEDS TO...**

Evoke a sense of curiosity and
fluidity and foster a dialogue that
encourages new perspectives

e.g. Crowdsourcing Platform
where partners, employees and
customers can exchange ideas,
connect people and use collective
intelligence to go through new in-
novation challenges.

NOTE: indicative example.

**WE CALL THIS
PRINCIPLE:**

**EXCHANGE TO
ENRICH**

**IF WE WANT PEOPLE
TO FEEL...**

That their actions matter.

**THEN OUR EXPERIENCES
NEEDS TO...**

Celebrate the importance of people and their achievements as well as teamwork through conveying a spirit of fellowship and pride.

**WE CALL THIS
PRINCIPLE:**

MADE BY US

Principle 3

e.g. Employee/Best Work Award

NOTE: indicative example.

Brand slogan

Partners for
progress

Brand on a page

VISION

A future where people help each other flourish to achieve progress for all.

MISSION

To harness our mutual potential so that we can enable sustainable personal and collective growth.

POSITIONING

We bring together extraordinary talents to create an eco-system of smart solutions.

VALUES

One team
Mutual Respect
Continuous Improvement

Smart Solutions
Cooperation
Uncompromising Safety

EXPERIENCE PRINCIPLES

Lift the curtain

Exchange to
enrich

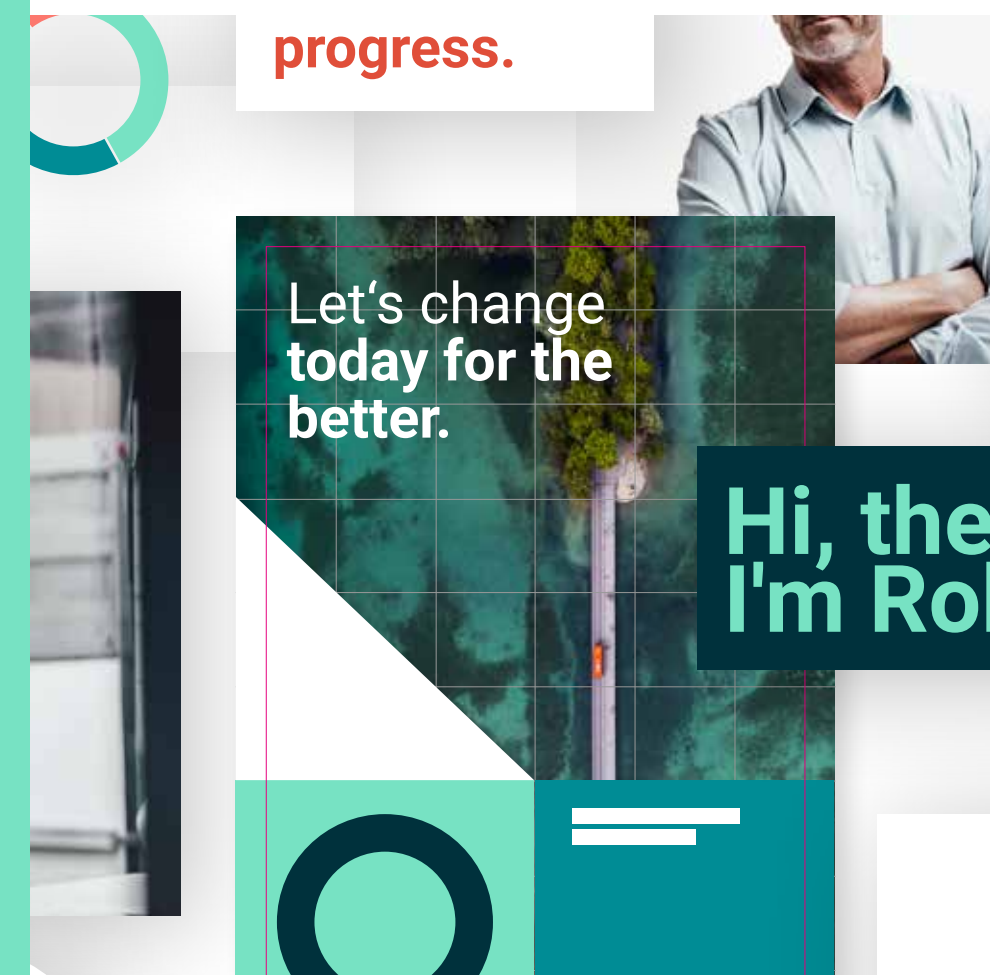
Made by us

BRAND SLOGAN

Partners for progress

2 BRAND IDENTITY

- 2.1 Introduction
- 2.2 Logo
- 2.3 Colors
- 2.4 Layout
- 2.5 Typography
- 2.6 Imagery



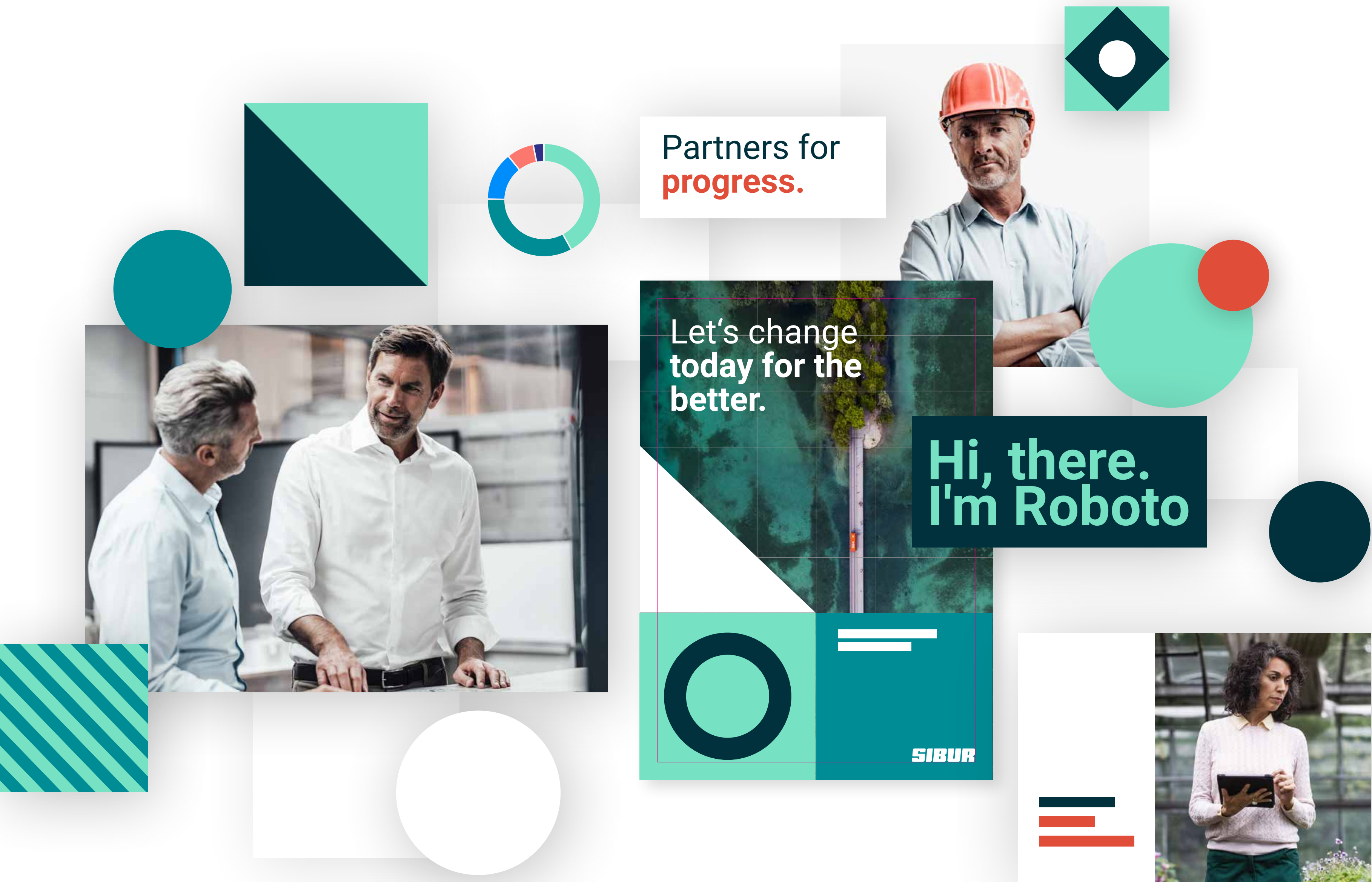
Design idea

With our company’s growth and new direction, we need a brand identity that reflects our brand ambition and personality.

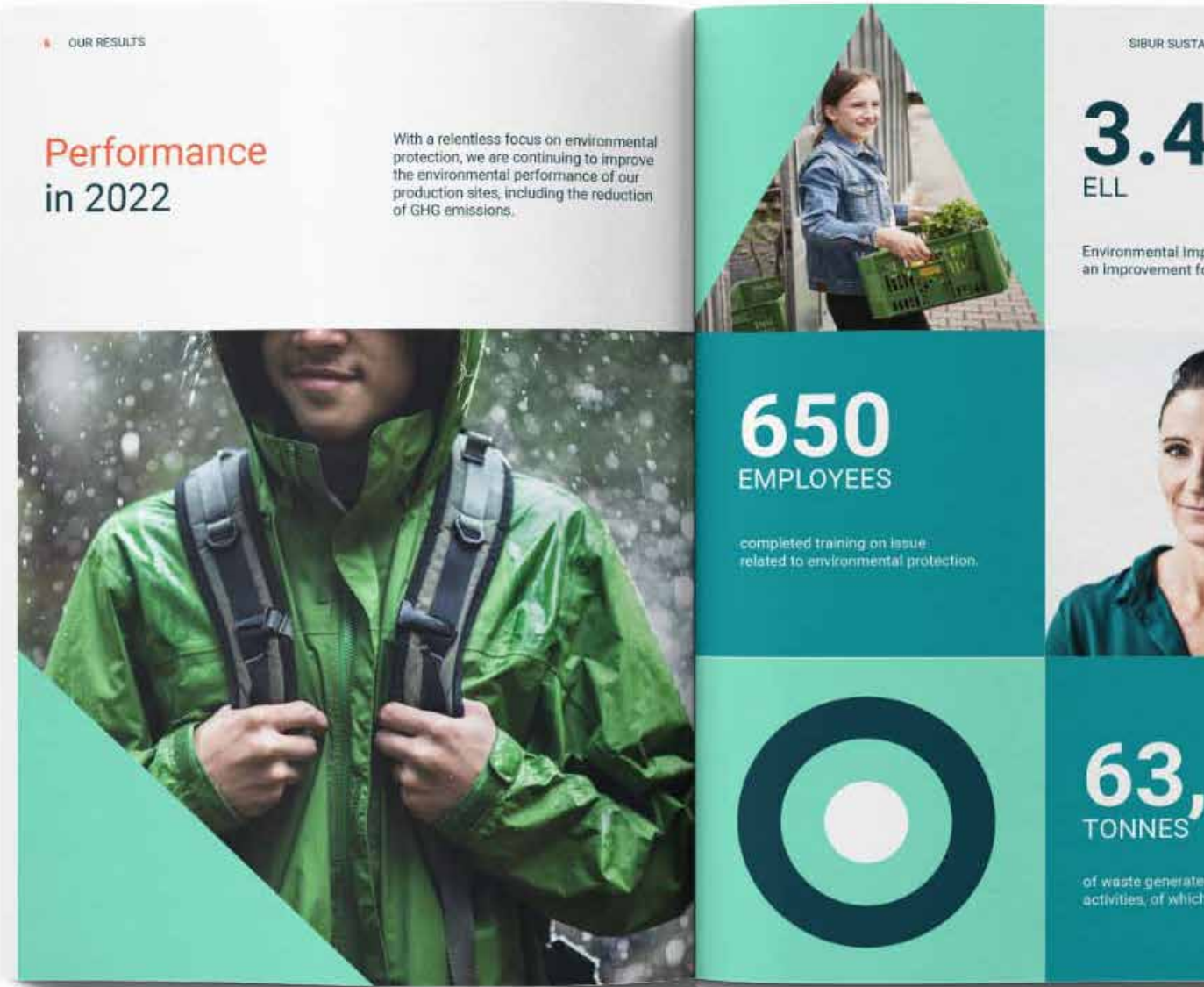
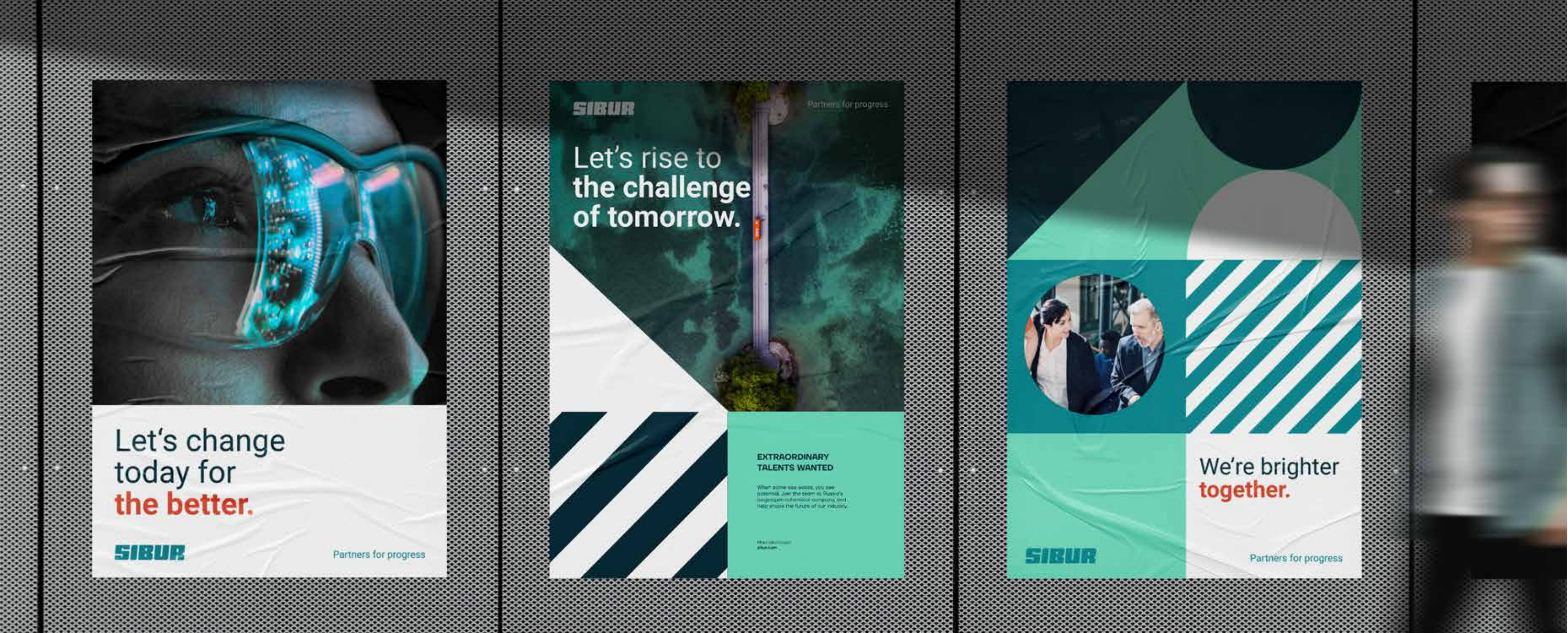
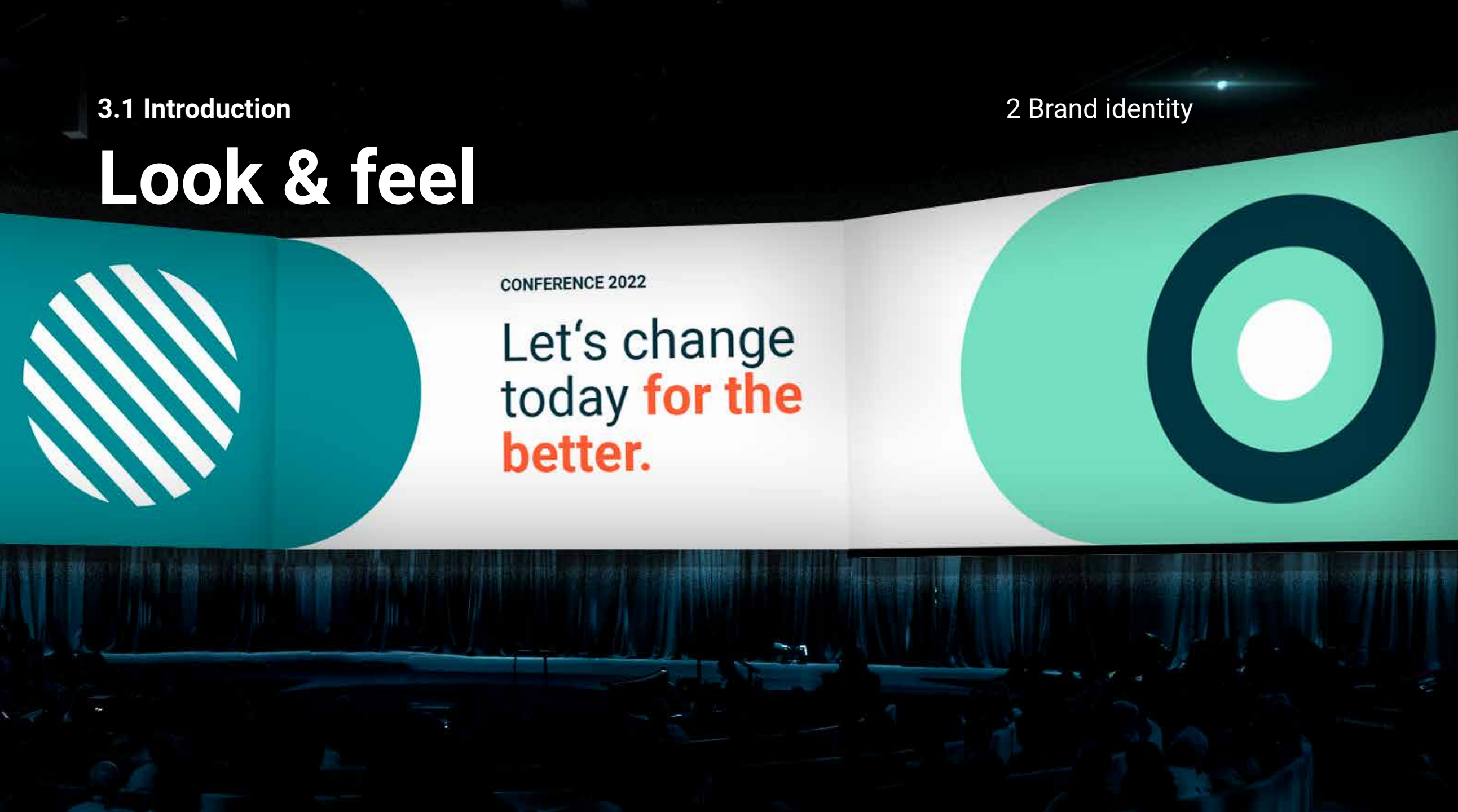
It should also be efficient, flexible across applications and capable of presenting consistent content to a global audience.

The basic elements of the SIBUR brand – logo, partnership patterns, color, typography and imagery – help to create a consistent and clearly recognizable visual identity.

The principles regarding the use of the basic elements are explained in detail on the following pages.



Look & feel



2.2 LOGO

- 2.2.1 Our logo
- 2.2.2 Size and clear spaces
- 2.2.3 Logo versions
- 2.2.4 Tagline
- 2.2.5 Placement
- 2.2.6 Incorrect use



Our logo

Our logo is the ambassador of our brand. As one of our key identifiers in our brand identity, it always appears consistent and clear in our communication. It represents us and helps to manifest our positioning in the global market.

It cannot be altered in any way.

LATIN VERSION

SIBUR

CYRILLIC VERSION

СИБУР

Size and clear spaces

CLEAR SPACE

Our logo is often used in combination with other visual elements. To ensure that the surrounding graphics don't interfere with our logo, a defined clear space needs to be kept.

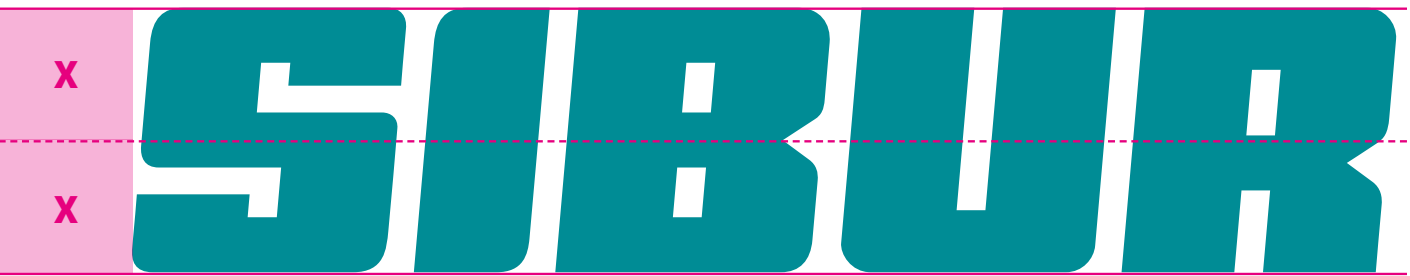
BASE UNIT DEFINITION

In order to create the clear space, a base unit has to be defined as shown on this page. The base unit X is **equivalent to half of the height of the SIBUR logo**.

LOGO SIZE

The size of the logo is, depending on usage and touchpoint, free to choose. It has to, nevertheless, harmonize adequately within our overall visual appearance.

BASE UNIT DEFINITION



CLEAR SPACE

X		X
	SIBUR	
X		X

X		X
	СИБУР	
X		X

MINIMUM SIZE

A minimum size for print as well as in digital applications is defined to ensure our logo is legible in all applications.

MINIMUM SIZE PRINT



MINIMUM SIZE DIGITAL



Logo versions

Our logo embodies one of the most important elements in our brand identity, we need to use it consistently in every application.

It may only appear in one of three colour versions to ensure clear visibility and coherence.

When placing the logo on an image, please make sure that the visibility of the logo is given.



Black logo version
Only used on special media with color restrictions.



Negative logo version
Primarily used on darker backgrounds such as images or on our Sibur DNA, Dark Teal or Mint brand colors.



Positive logo version
Primarily used on lighter backgrounds such as images or on our Mint, Dark Teal or White brand colors.



2.2 Logo

Tagline

Our tagline, ‘**Partners For Progress**’, is separate from the logo.

This creates a more balanced layout with clear hierarchies, ensuring better legibility and flexibility (especially in digital environments).

The size of the tagline is (similar to the logo clear space) built up from the base unit X which **correseponds to half of the height of the SIBUR logo**.

This results in a tagline height of 1X.

RULES TO REMEMBER

- 1. The tagline always runs on one line and is placed either to the left or right of the logo on the baseline or topline depending on placement of the logo in the layout.
- 2. Its type is our corporate font Roboto in the weight Regular.
- 3. The color of the tagline depends on the color of the logo (2.1.3 of this guideline).
- 4. The logo may be used without the tagline. However, the tagline may never be used without the logo to ensure that it is always recognised with the SIBUR brand.
- 5. Minimum space between logo and tagline is 3X. (The X base unit corresponds of 1/2 height of the logo).

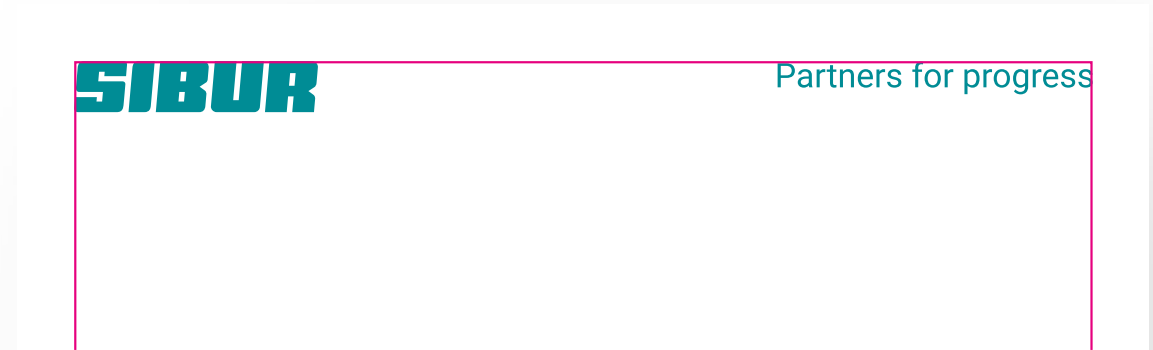
MINIMUM SIZE PRINT



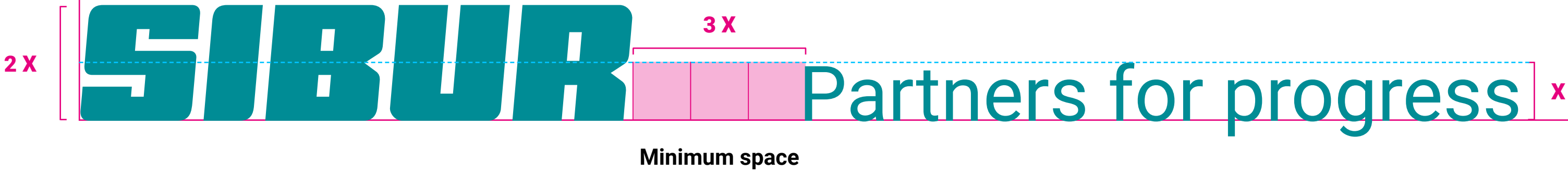
MINIMUM SIZE DIGITAL



TOPLINE ALIGNMENT



BASELINE ALIGNMENT



Placement

The SIBUR logo and the tagline should be placed in the lower or upper corners of the respective format, opposite each other.

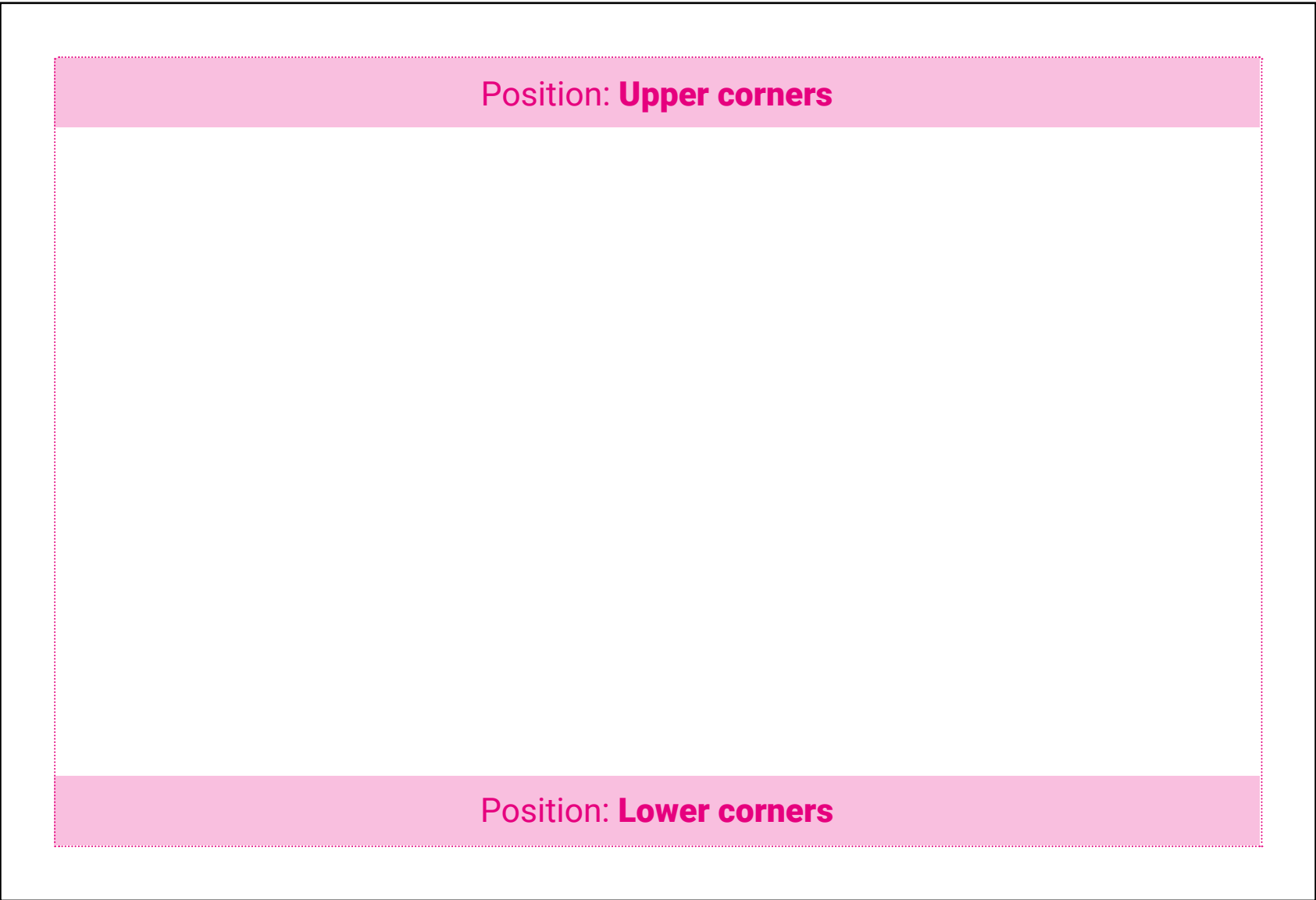
The order of logo and tagline is interchangeable depending on the medium and position of the text

Exceptions

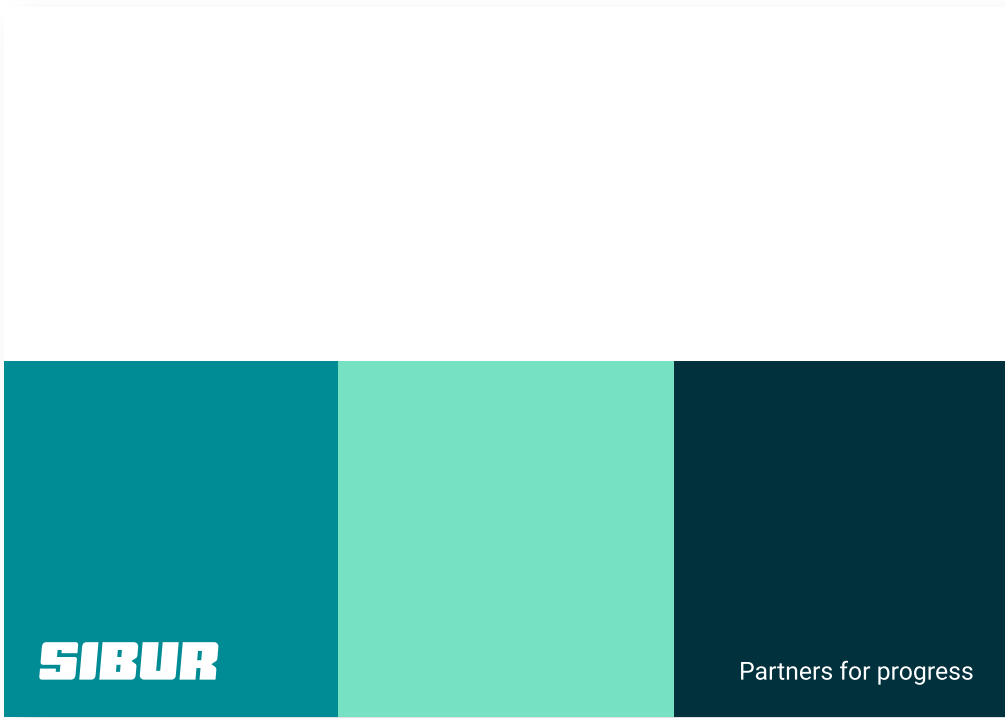
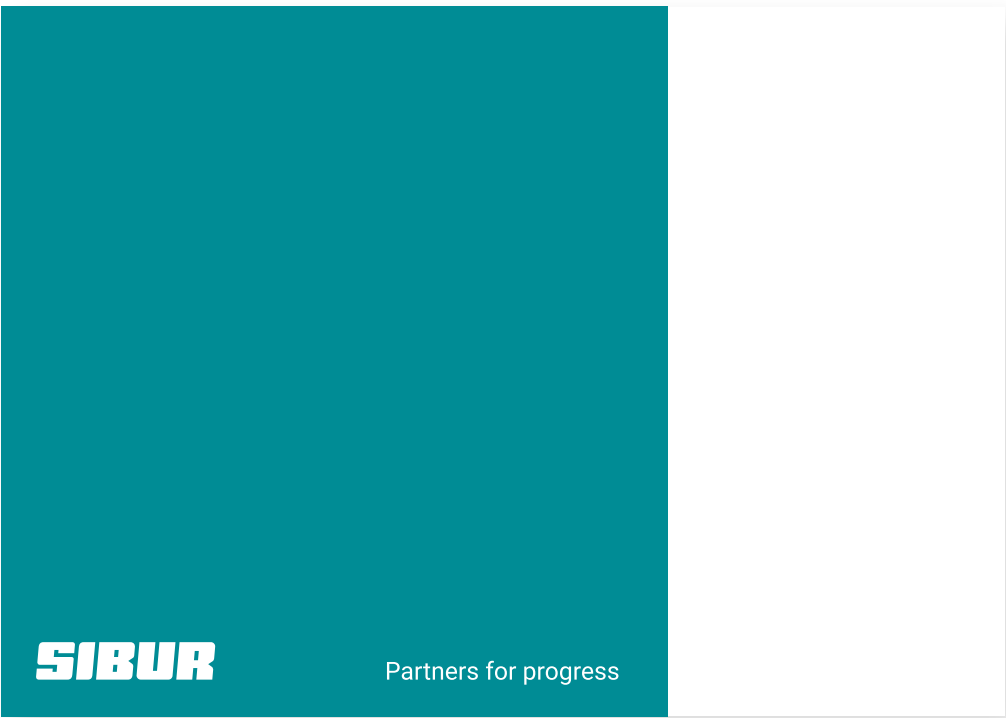
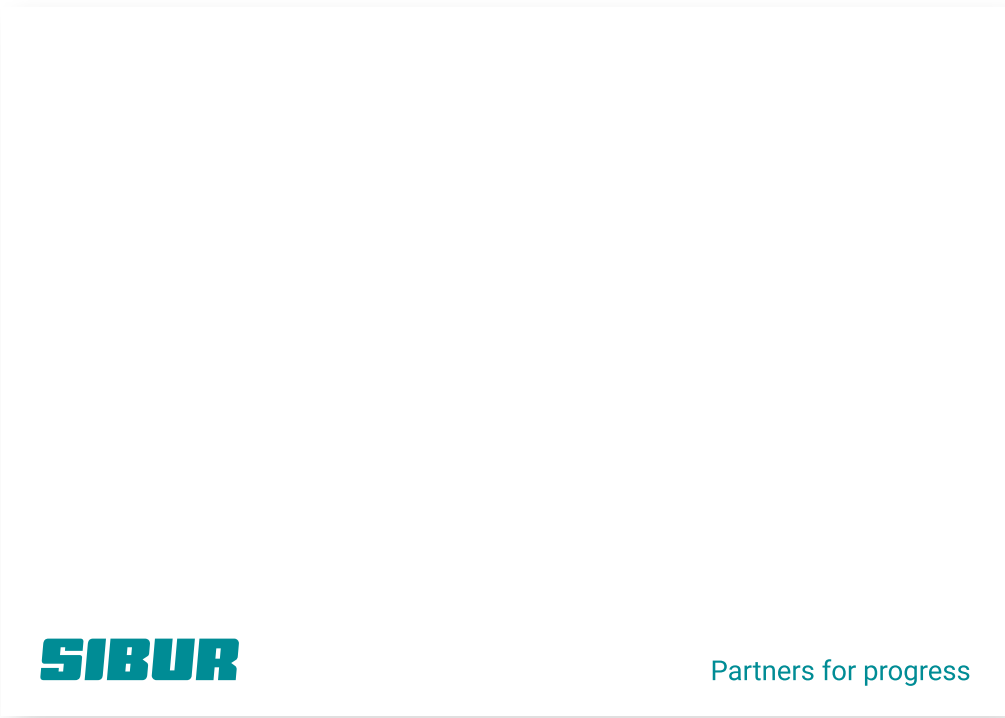
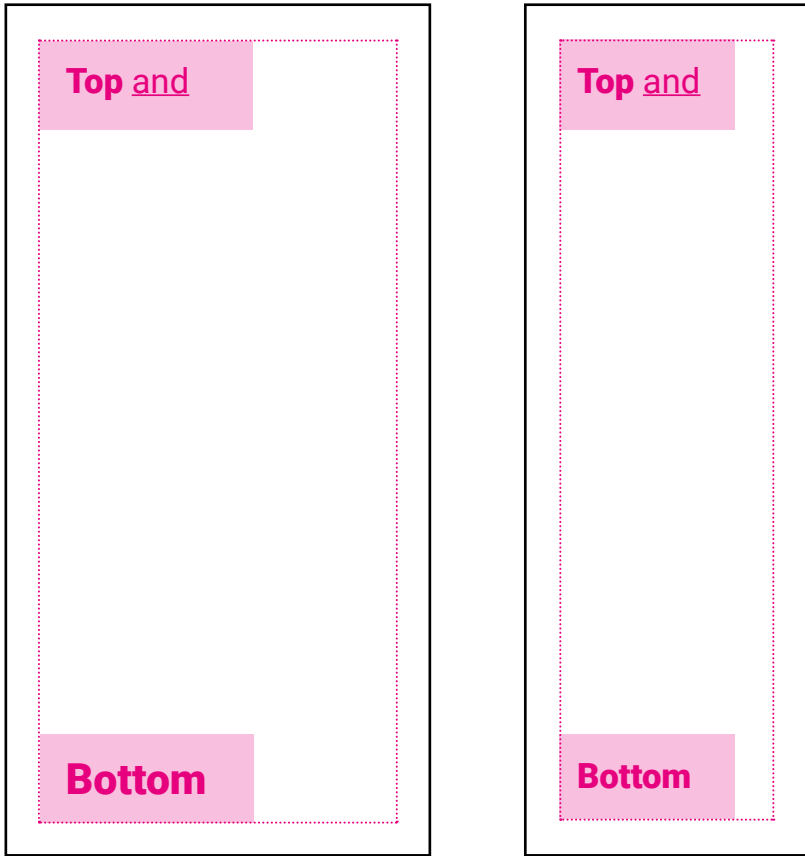
If the positioning described above is not possible due to the position and size of the modules, the lockup can be positioned in the module itself.

Please do only place the logo on basic modules or images where it does not interfere with other objects.

AREAS FOR LOGO AND TAGLINE PLACEMENT



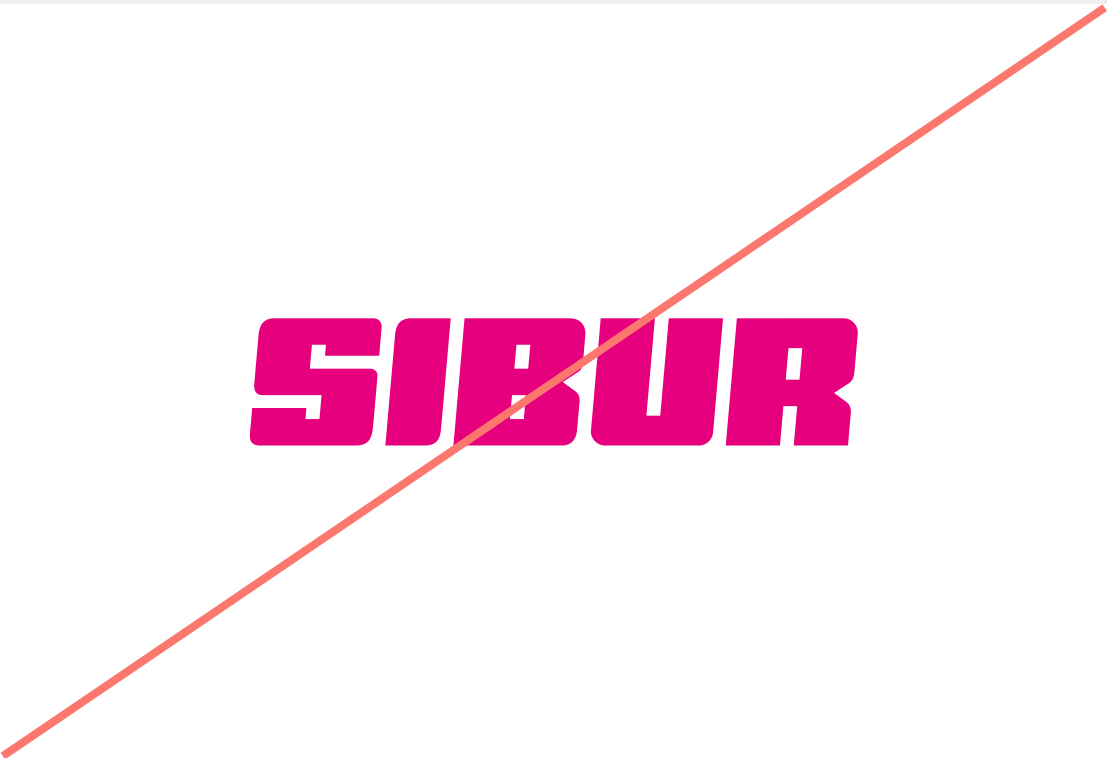
If you can't place the logo and the tagline next to each other due to a special format or module size, you can place them below each other. Restricted use only!



Incorrect use

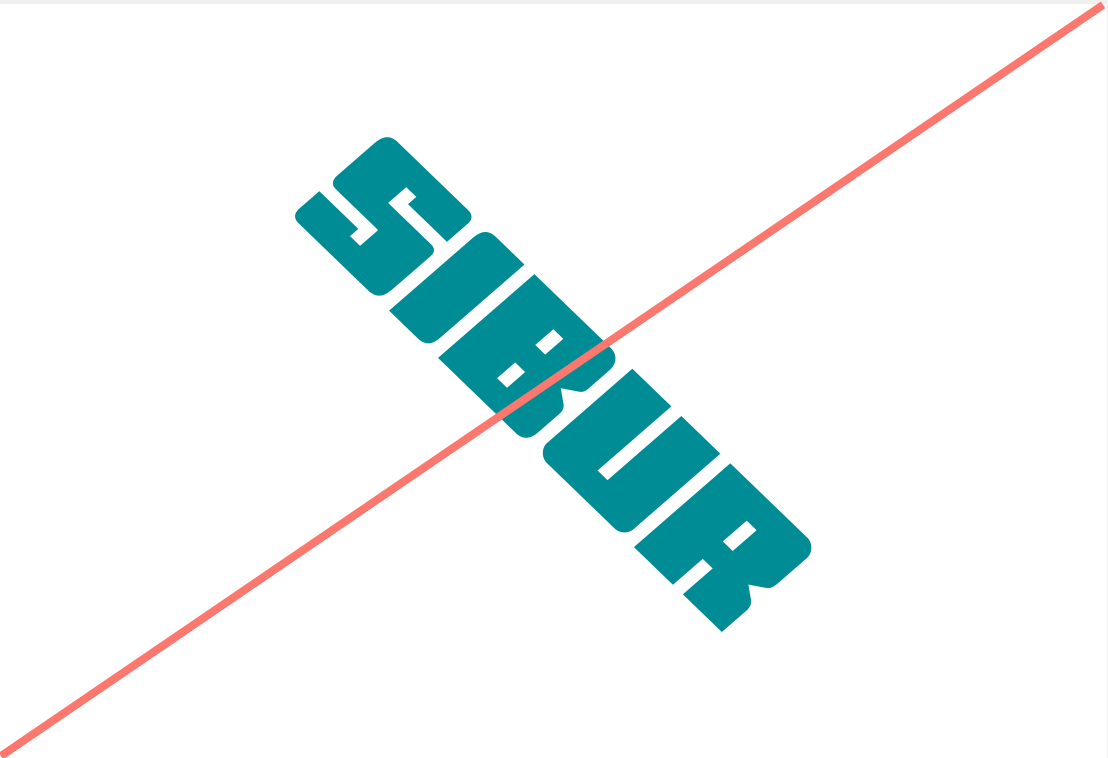
NO COLOR CHANGE

Don't use undefined colors.



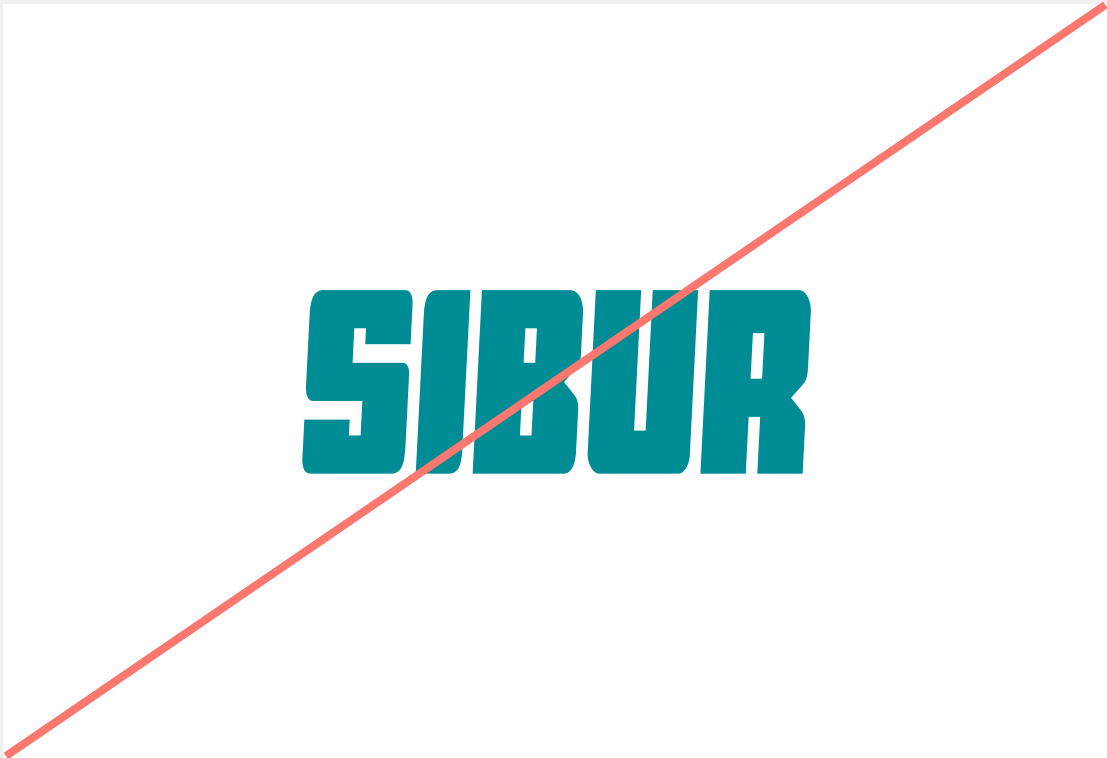
NO ROTATION

Don't rotate the logo in any way unless defined.



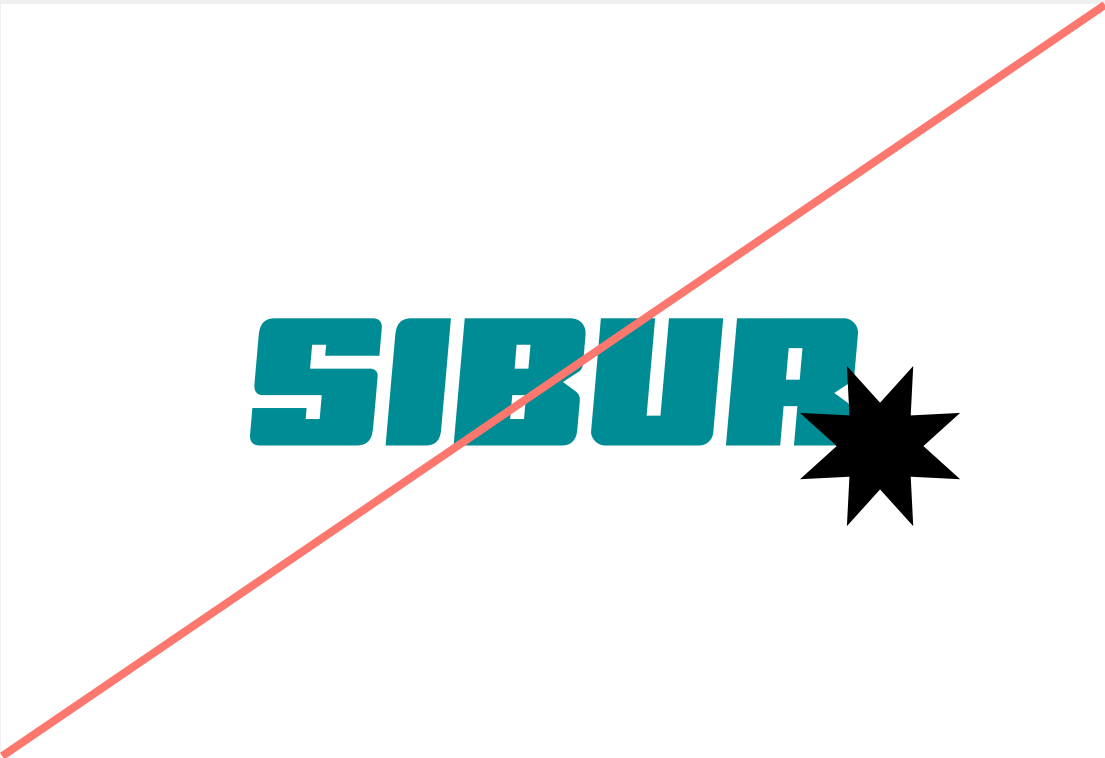
NO DISTORTION

Don't distort, squeeze or transform the logo.



NO ADDITIONAL ELEMENTS

Don't add any elements to the logo.



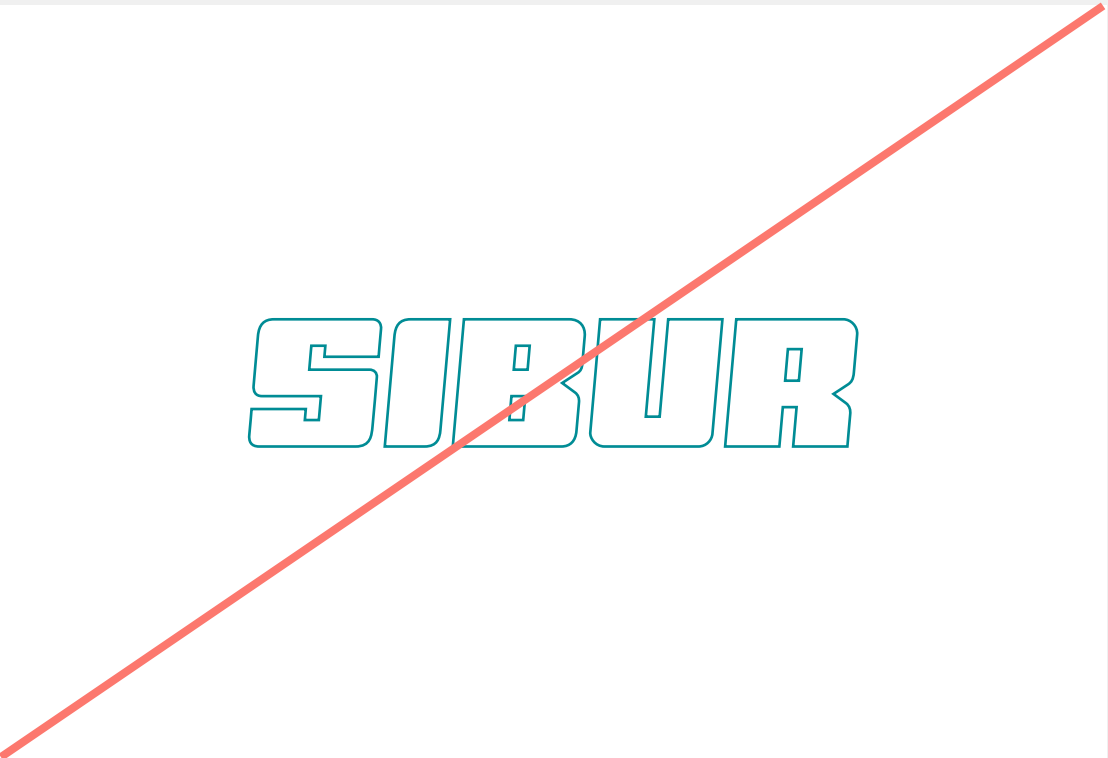
NO EFFECTS

Don't use any effects.



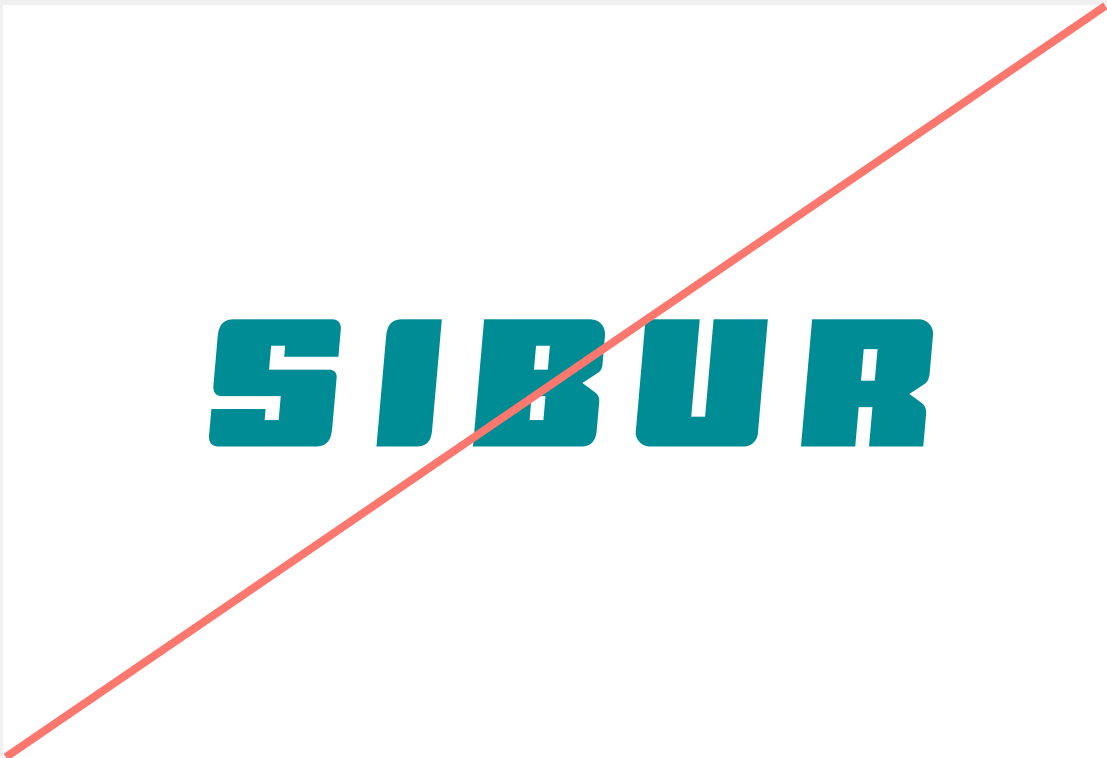
NO OUTLINES

Don't use outlines.



NO CHANGES

Don't change the logo in any way.



NO IMAGES

Don't place any objects inside the logo unless defined.



2.3 COLORS

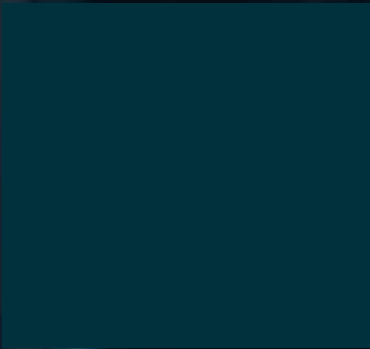
- 2.3.1 Inspiration
- 2.3.2 Brand colors
- 2.3.3 Color ratio
- 2.3.4 Exemplary use

Inspiration



SIBUR DNA
Legacy

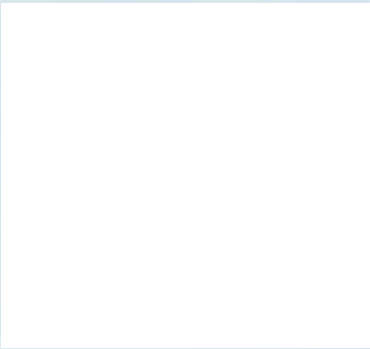
Our colors represent who we are
and what we stand for.



DARK TEAL
Progress &
Innovation



MINT
Sustainability



WHITE
Clarity & Focus



BRIGHT ORANGE
Curiosity &
Challenge

Brand colors

PRIMARY COLORS

Our brand is prominently represented through the combination of our primary brand colors: **SIBUR DNA, Dark Teal, Mint and White.**

Unfolding their full potential combined in our Partnership Patterns as well as typography. They are used to provide consistency throughout all brand communications and are the most important colors in our visual identity.

ACCENT COLOR

In addition to our primary tones, we established **Bright Orange** as an accent color, to set highlights and emphasize important information. It plays a prominent role in our distinctive look if used correctly, for example highlighting typography, parts of our Partnership patterns or as set focal point in parts of our imagery style.

ADDITIONAL COLORS

Black and its shades are reserved for texts and infographics.



Please ensure to always use the right colour specifications for the respective touch point (digital or print).

For print always try to use **PANTONE** colors for consistent and best representation.

SIBUR DNA	
PANTONE	321 C
PANTONE	121-16 C
CMYK	100, 0, 34, 23
RGB	0, 140, 149
HEX	008C95
DARK TEAL	
PANTONE	548 C
CMYK	100, 36, 38, 72
RGB	0, 61, 76
HEX	003D4C
MINT	
PANTONE	564 C
CMYK	44, 0, 30, 0
RGB	119, 226, 195
HEX	77e2c3
WHITE	
CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	FFFFFF
BRIGHT ORANGE (ACCENT COLOR)	
PANTONE	171 C
CMYK	0, 74,80, 0
RGB	224,78,57
HEX	E64B38

Secondary colors

can be used only as an addition in infographics or illustrations.

CMYK	0, 25, 100,0
RGB	250, 190, 25
HEX	FCC217
CMYK	75, 40, 0, 0
RGB	0, 140, 250
HEX	008DFC
CMYK	0, 68, 50, 0
RGB	250, 120, 110
HEX	FC786E
CMYK	100, 100, 10, 0
RGB	45, 50, 135
HEX	2E3187

100%
70%
50%
30%
10%

Color ratio

20%

20%

20%

35%

5%

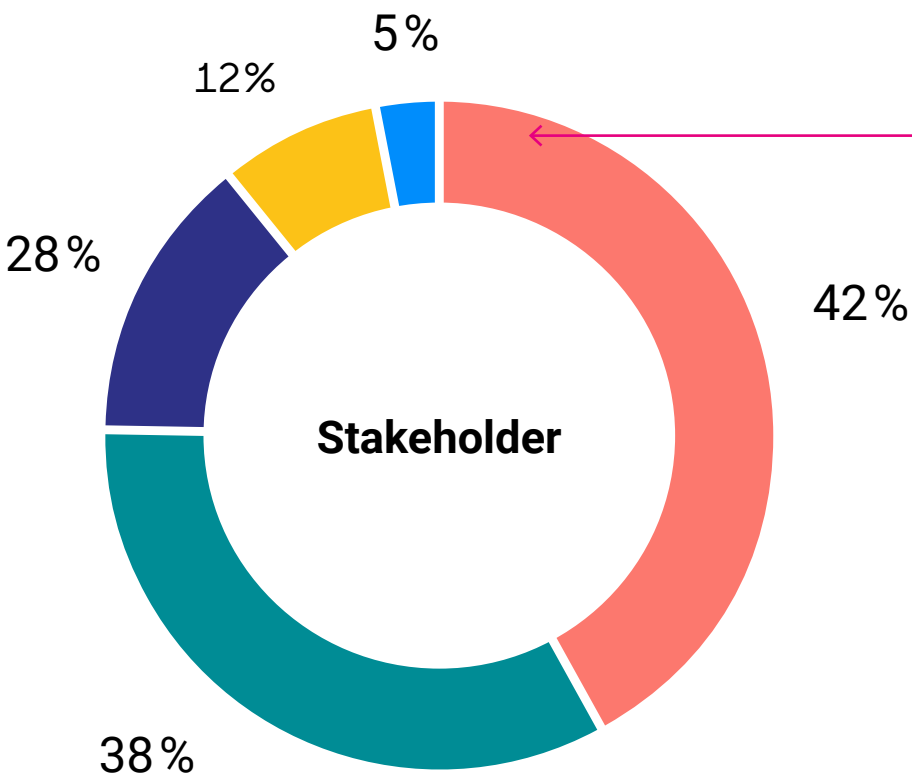
The percentages reflect the **relative distribution of the colors** in the overall impression of the SIBUR brand. Please notice that these are not absolute values which have to be applied in each medium and touchpoint.

Exemplary use

Creating solutions that move people forward.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligul eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligul eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem.



Secondary colors for infographics

Black as copytext color

PowerPoint presentation



Brochure



White as text color

Accent Color as highlight in an image

2.4 LAYOUT

- 2.4.1 Partnership pattern
- 2.4.2 Grid
- 2.4.3 Usage



Partnership pattern

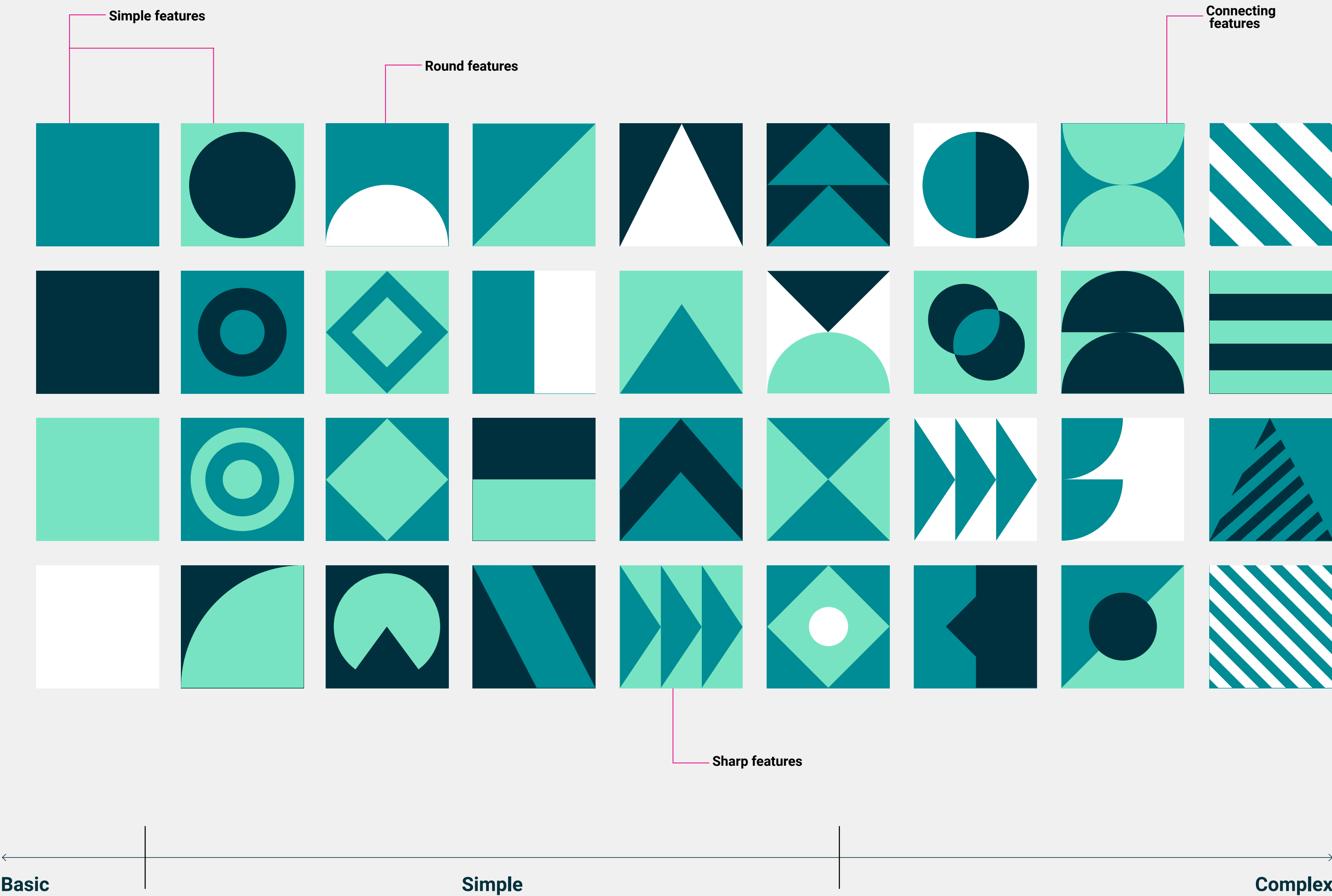
We are all about partnership and dialogue, and our passion for this exchange is embedded in our visual identity, coming to life through our **"Partnership patterns"**. Different forms and shapes are coming together reflecting different opinions, partners and minds united by a common goal – ultimately creating new solutions and unleashing new possibilities by working together.

Our Partnership patterns are the heart and foundation of our layout system and represent our signature element. It embodies our own language to communicate what we are about and what we stand for.

We use the geometrical patterns (ranging from basic to simple to more complex), to create unique, flexible layouts. Certain graphical features in those patterns reflect themes that manifest who we are:

- ROUND FEATURES**
express sustainability, circular economy, people
- SHARP FEATURES**
express innovation, growth and progress
- SIMPLE FEATURES**
express clarity and focus
- CONNECTING FEATURES**
express partnership, dialogue and exchange

These geometric patterns can be flexibly positioned in the layout according to a defined system. This creates a unique and recognizable appearance without losing its consistency, as explained on the following pages.



Grid

Our modular design system takes the work out of creating strong layouts for a variety of purposes. In order to maintain consistency as well as flexibility throughout our touchpoints, a grid and a type area is defined.

TYPE AREA

The base unit (X) is equivalent to **5% of the shorter format size**.

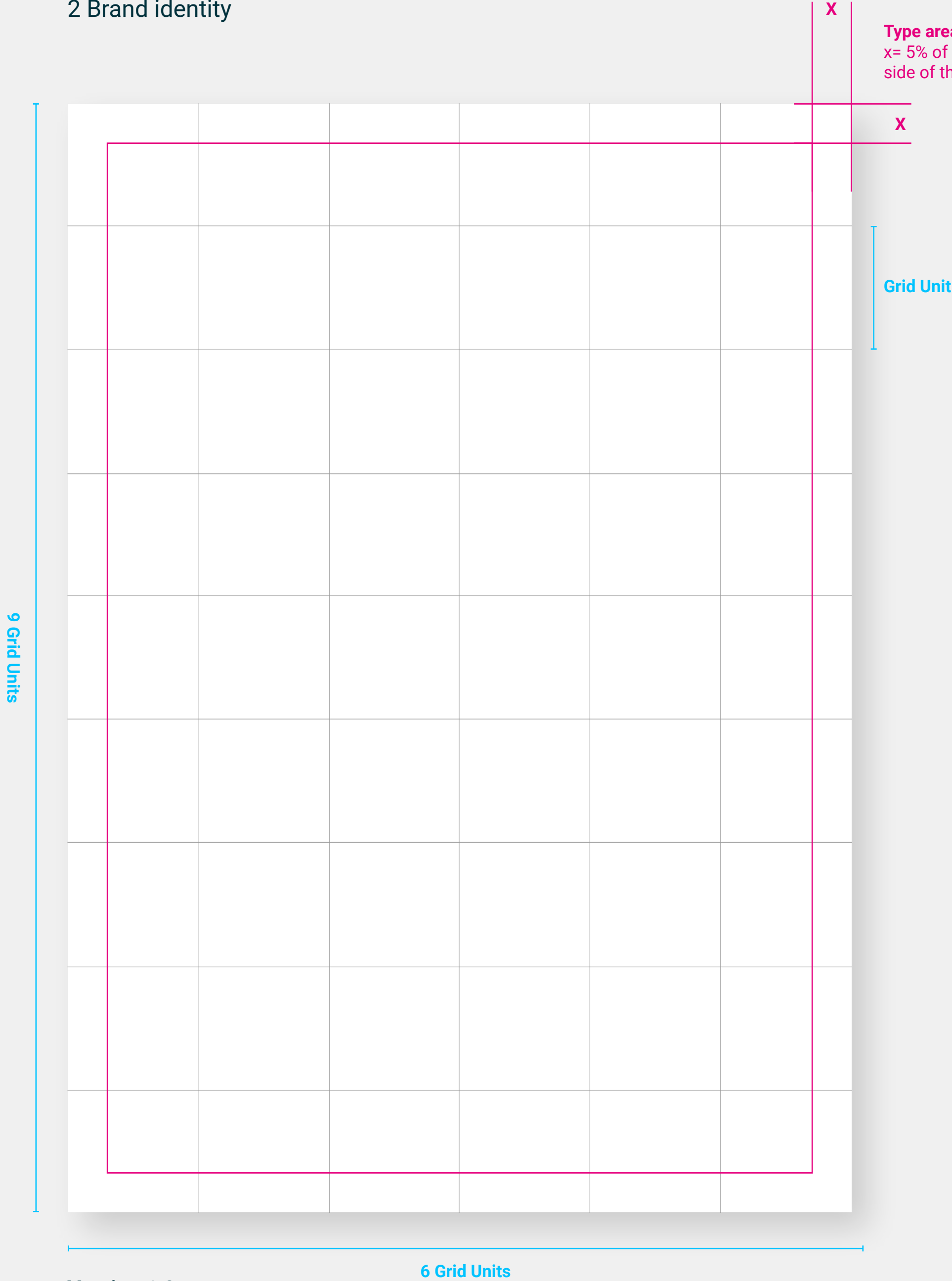
GRID UNIT

You can find the grid units for the respective formats listed in the table opposite. If there appear to be special formats not included in the list, please make sure to come as close to the shown grid ratio as possible.

UNIT SHAPE

The Unit should be a square. **If the format does not allow it, it is possible to deform the square** (for example in DIN A0-A5 formats) and obtain a rectangle. However, **it is important that the proportions of the Unit are as close to a square as possible**.

2 Brand identity



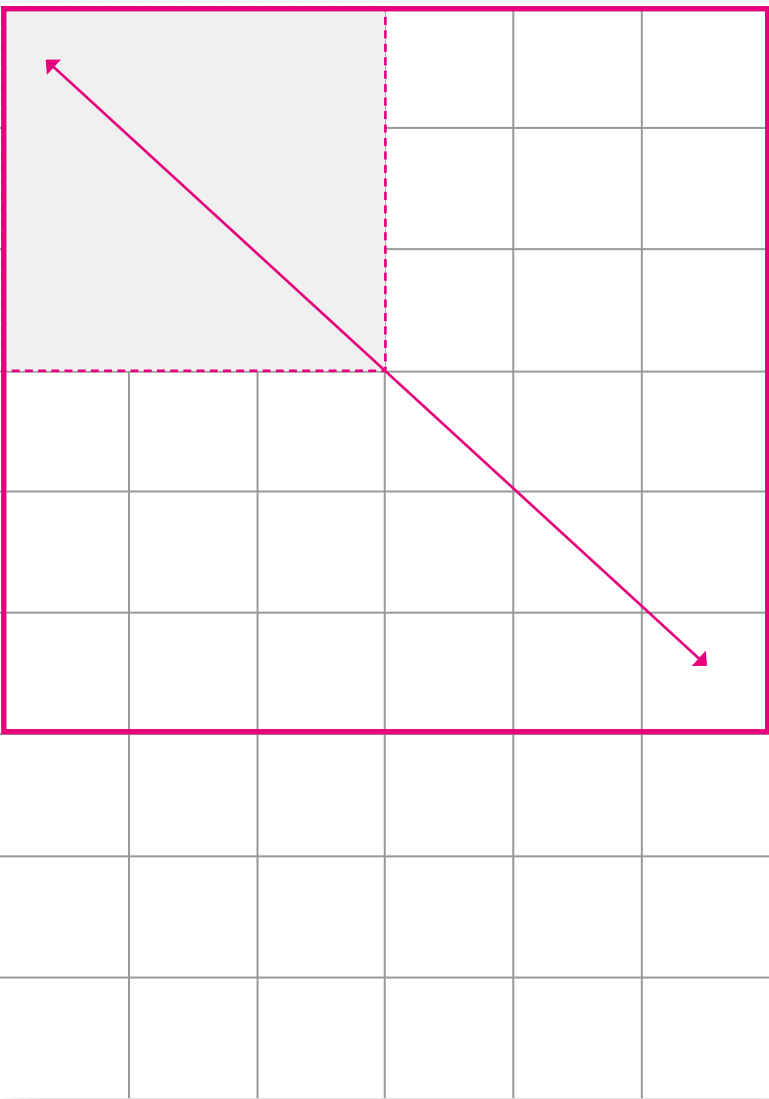
Type area:
x= 5% of the shorter
side of the format

Format	Grid Units (hor x ver.)
DIN A0-A7 (Portrait)	6x9 Units
DIN A0-A7 (Landscape)	9x6 Units
DIN B0-B7 (Portrait)	8x6 Units
DIN B0-B7 (Landscape)	6x8 Units
DIN C0-C7 (Portrait)	8x12 Units
DIN C0-C7 (Landscape)	12x8 Units
Square Format	4x4 Units
Banner (Landscape) 468 x 60	22x4 Units
Skyscraper (Portrait) 120 x 600	4x20 Units
Wide Skyscraper (Portrait) 160 x 600	4x14 Units
Leaderboard (Landscape) 728 x 90	34x22 Units
Mobile Leaderboard (Landscape) 320 x 50	34x6 Units
Halfpage (Portrait) 300 x 600	6x12 Units
50 x 90 mm (Landscape)	9x6 Units
1280 x 720	12x8 Units

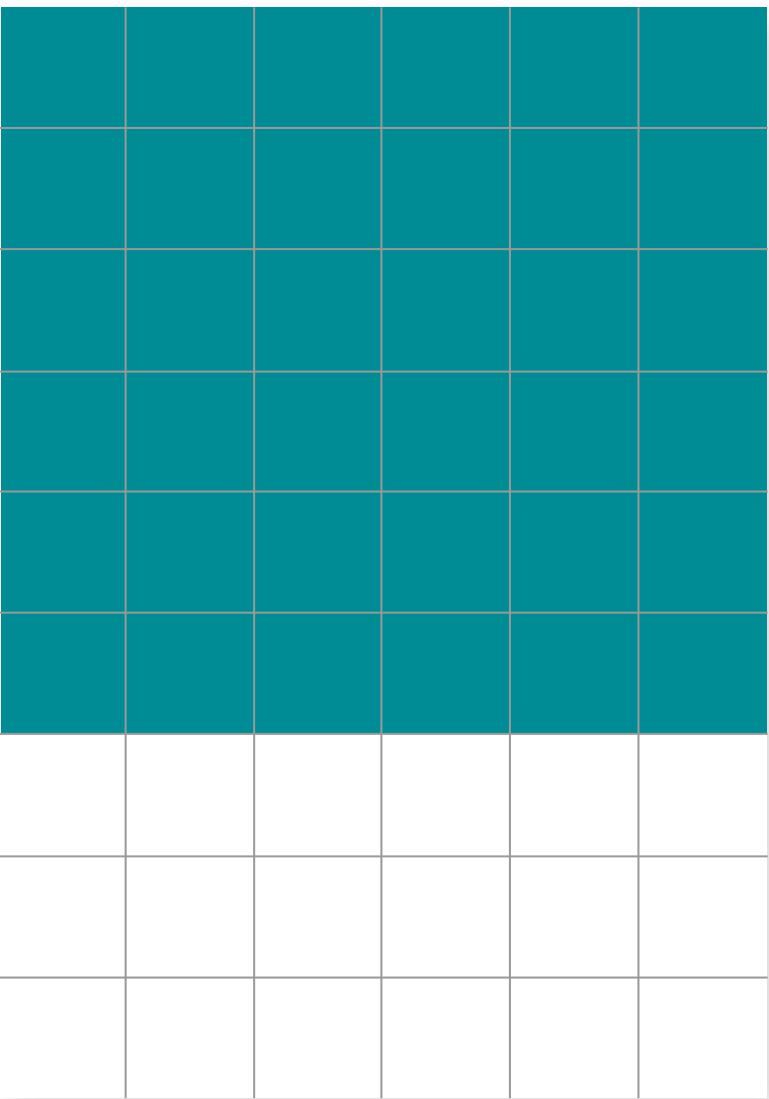
Usage – Step 1

Basic module

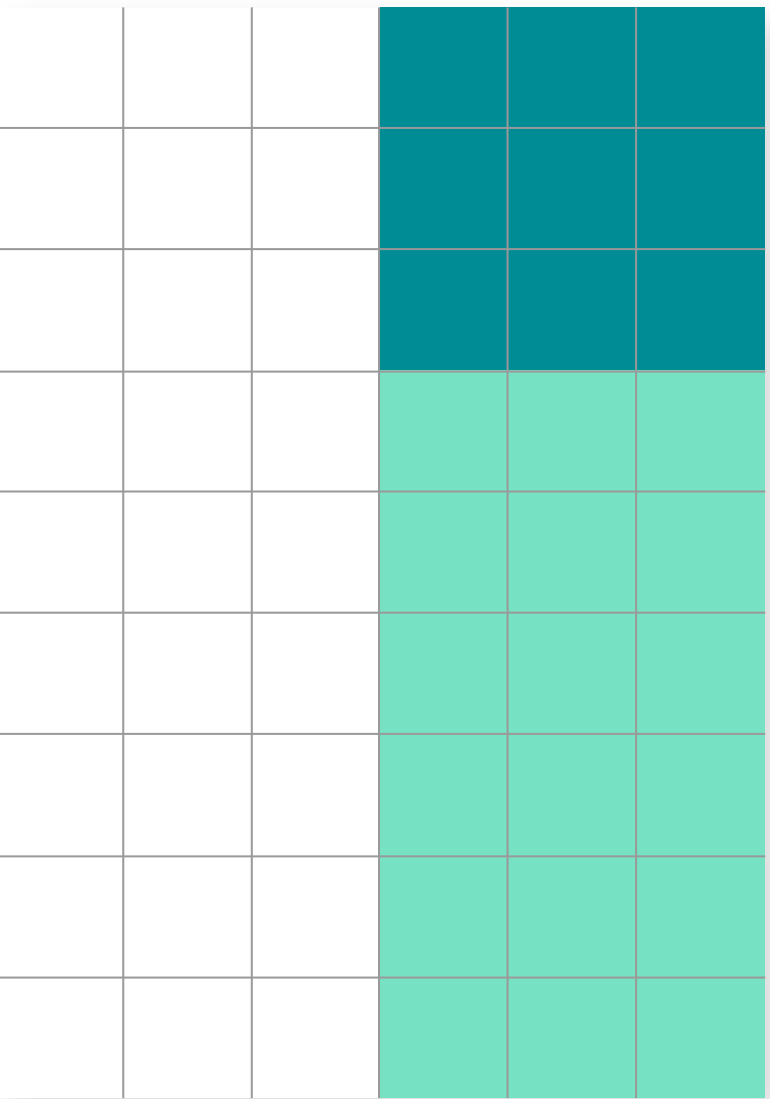
DRAWING THE RECTANGLE



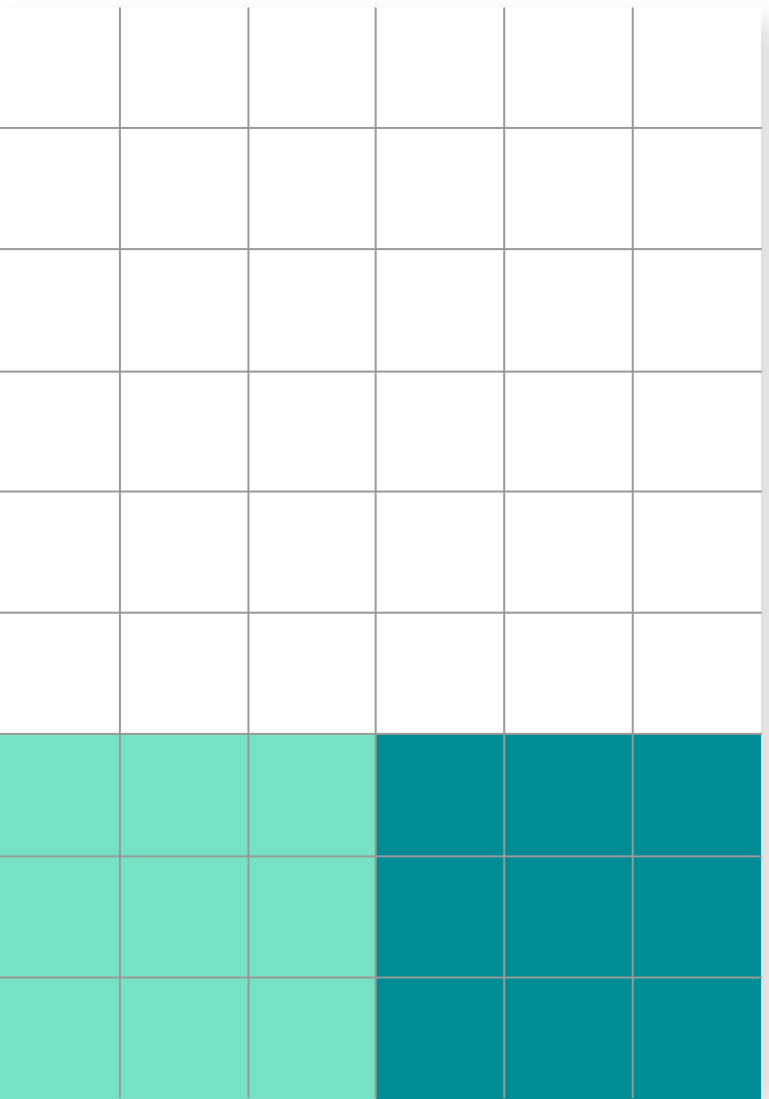
EXAMPLE 1



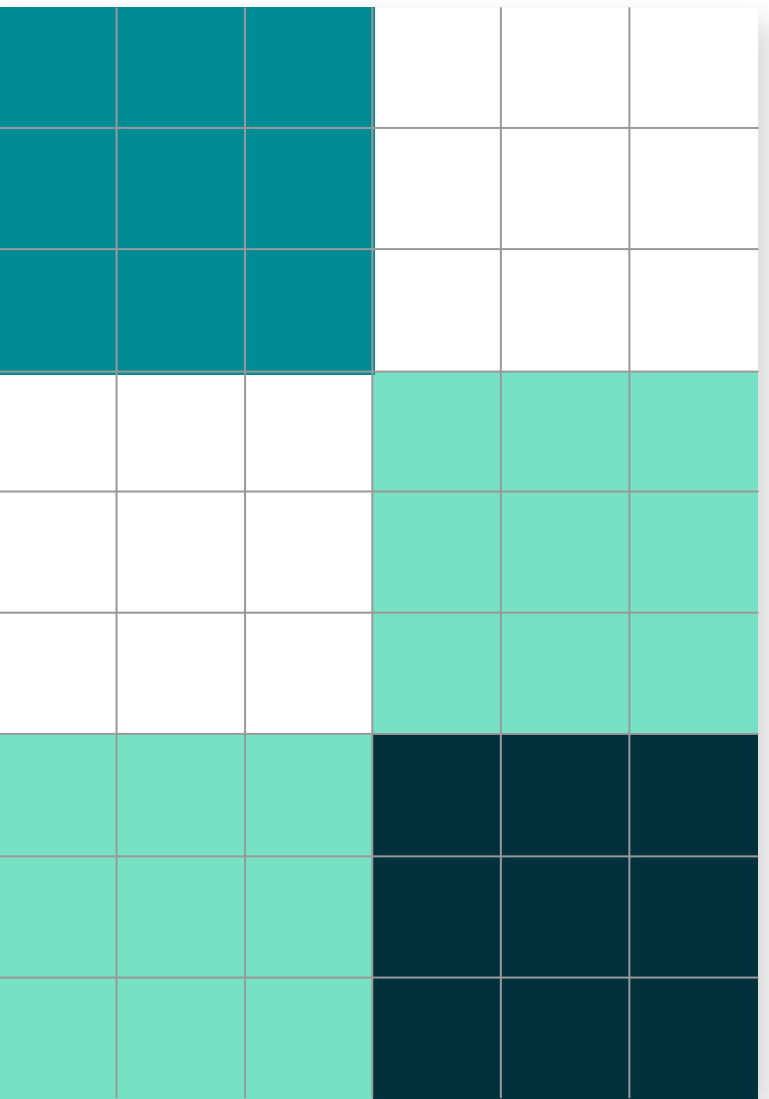
EXAMPLE 2



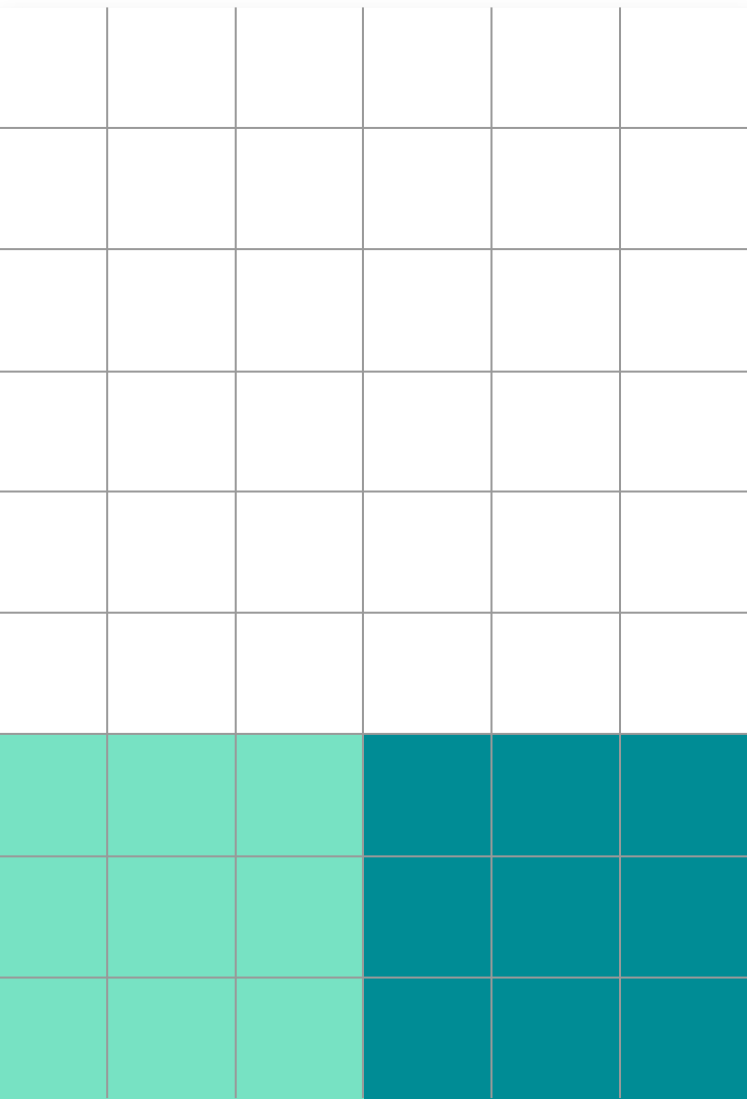
EXAMPLE 3



EXAMPLE 4



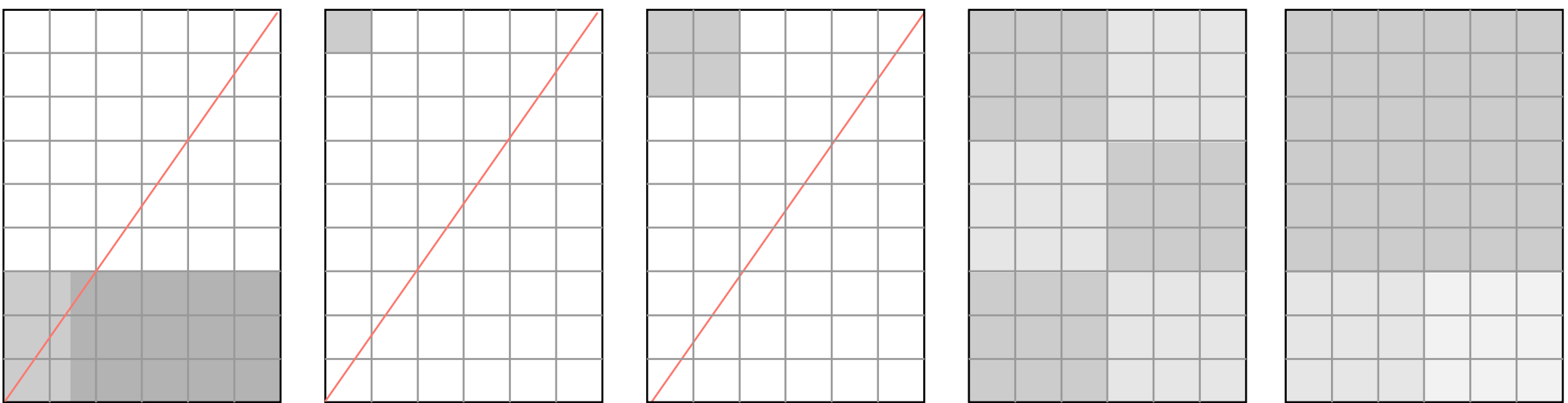
EXAMPLE 5



The first step for the design of the SIBUR modular system is to **use the basic modules (full brand colors)**.

Therefore draw the rectangle, according to the gridline and units. The format could be divided from one only big module (full page) up to 6 modules. The smallest module arrangement should always consist of 3x3.

The basic modules can be merged together by making use of the same color (Example 2).



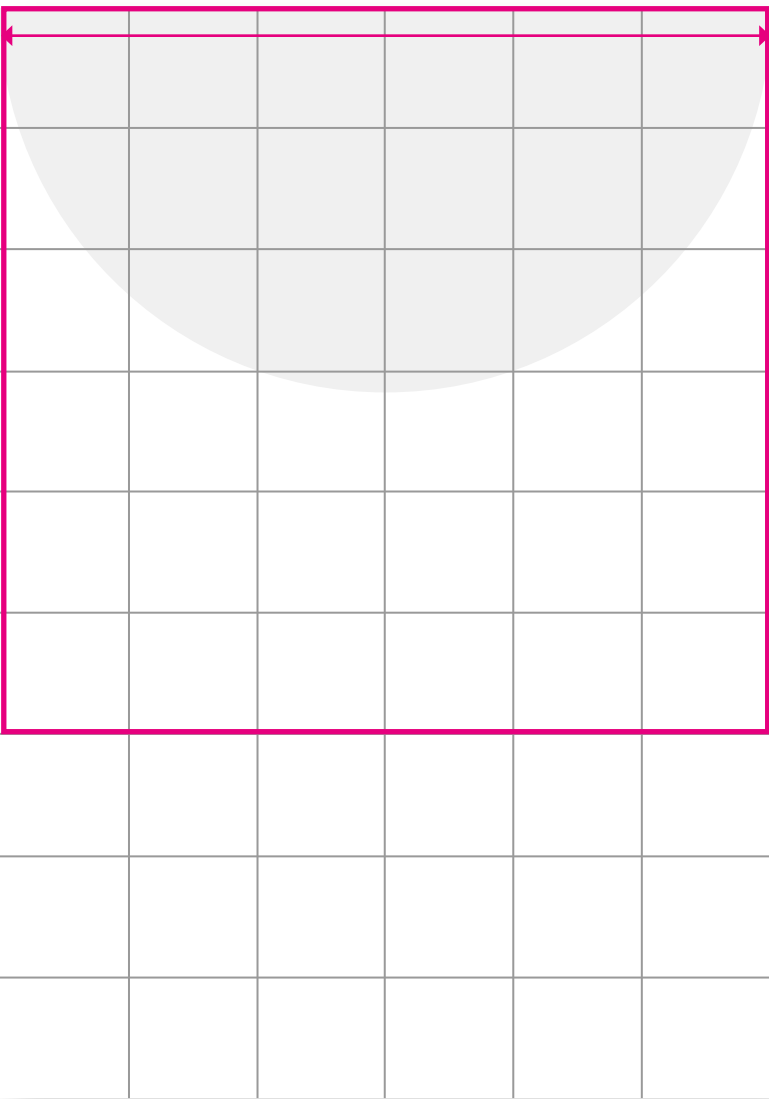
BASIC MODULES



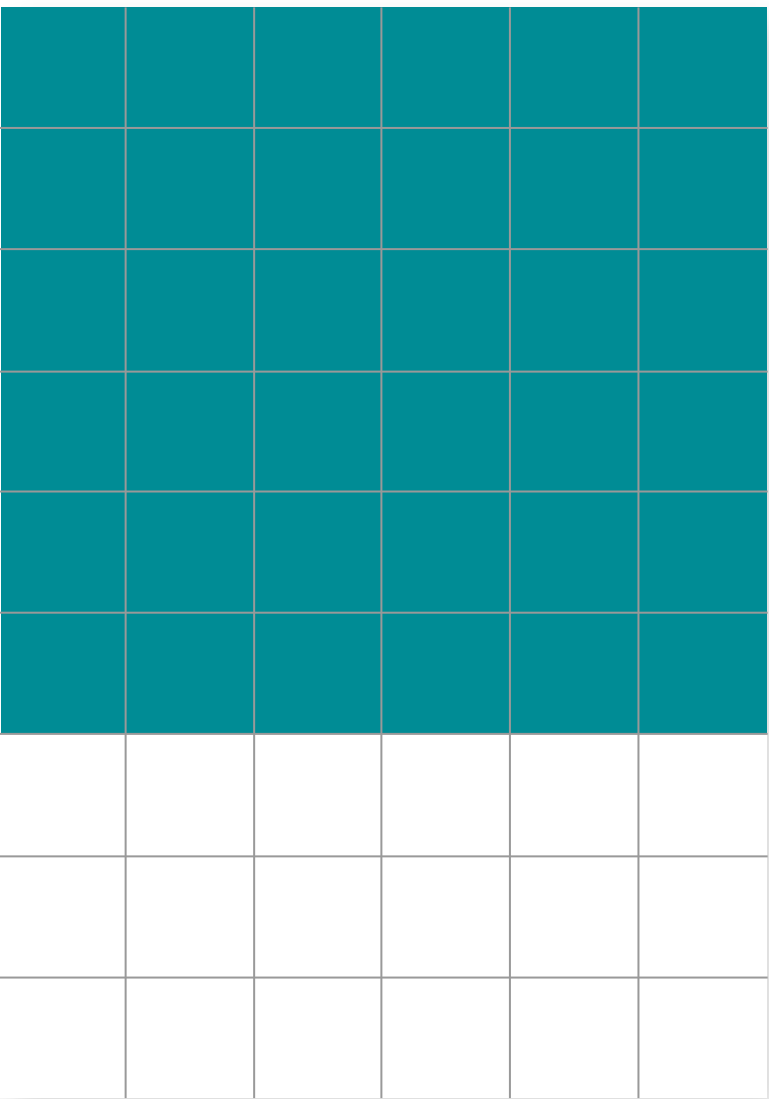
Usage – Step 2

Simple module

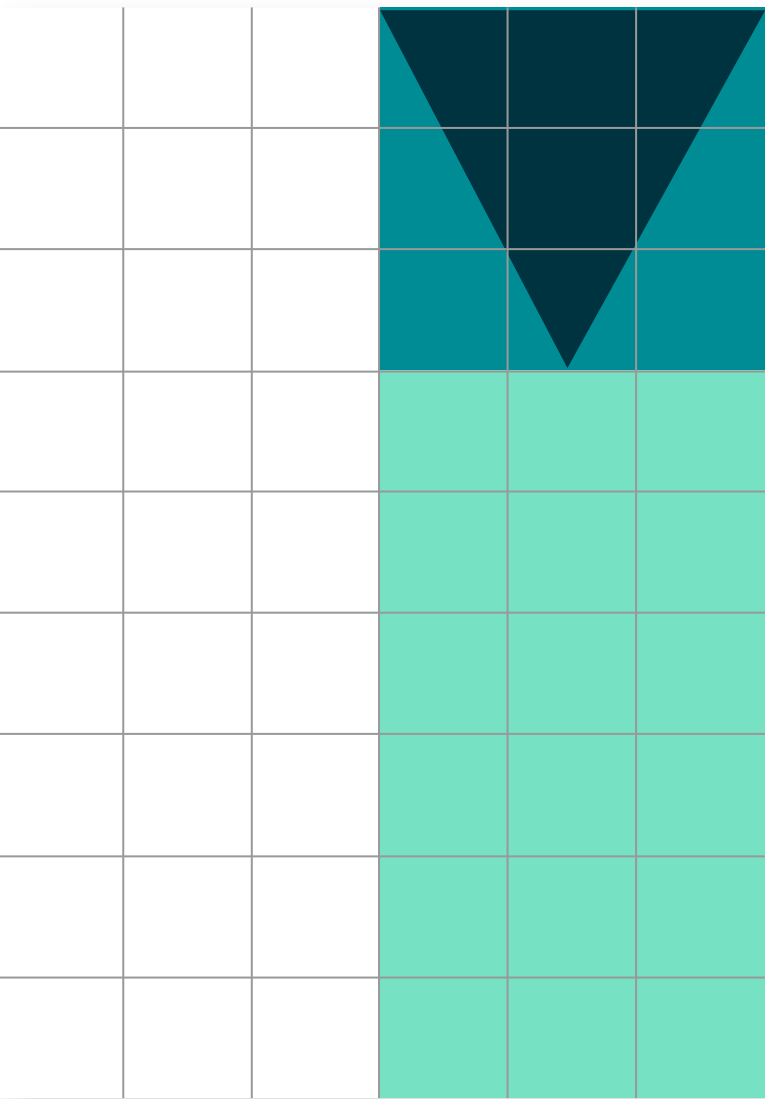
PLACING THE MODULE



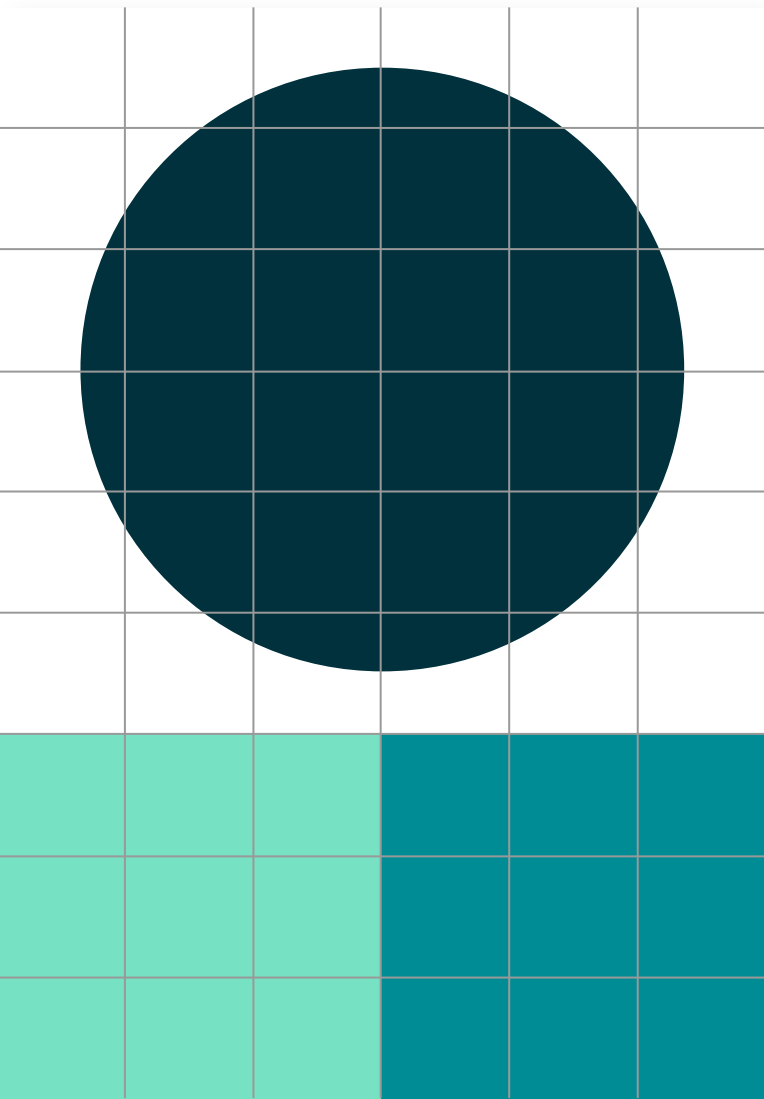
EXAMPLE 1



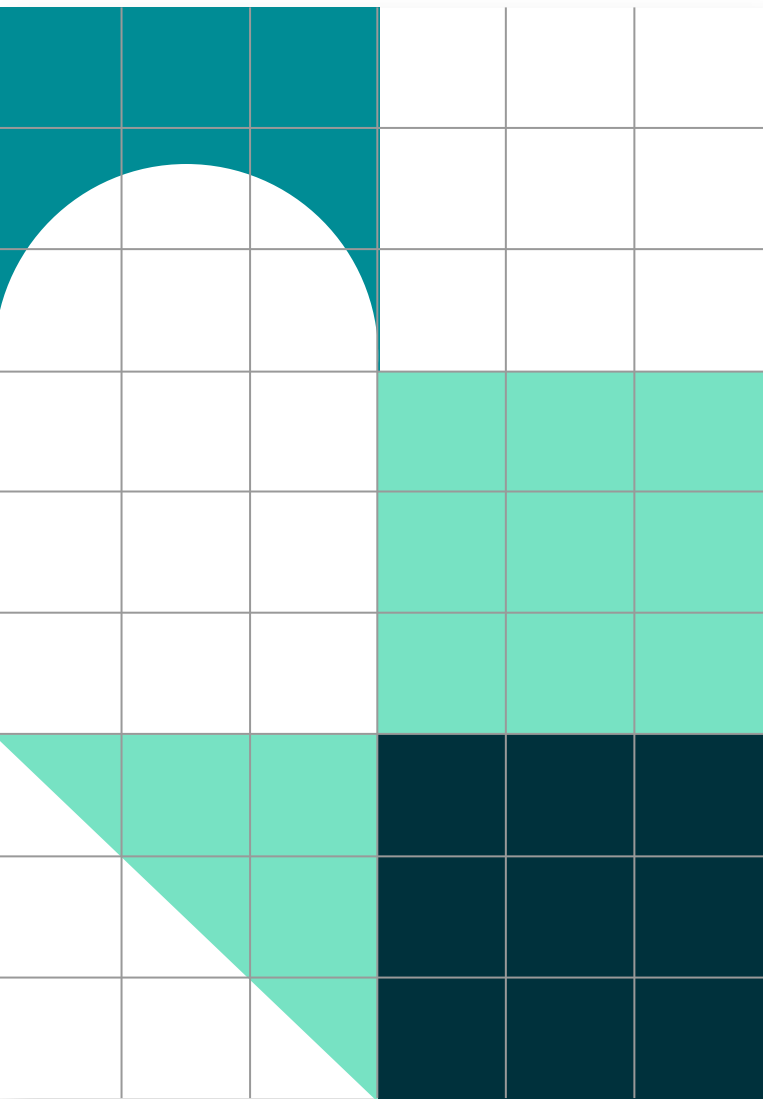
EXAMPLE 2



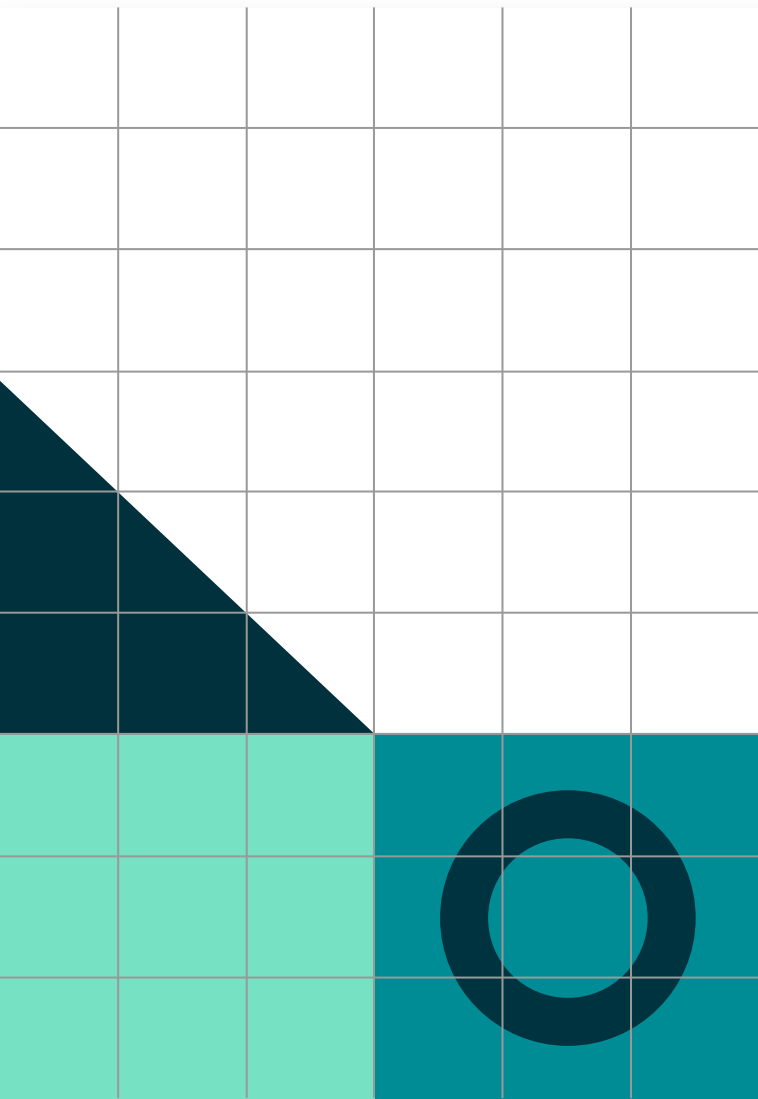
EXAMPLE 3



EXAMPLE 4



EXAMPLE 5

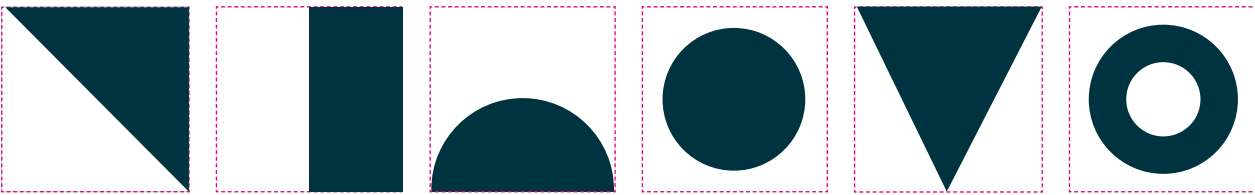


The second step consist of **filling the basic modules** with **simple modules** of the SIBUR Pattern. More information on how to place the modules in detail is provided on the following pages.

It is not necessary to fill all the basic modules with simple modules, basic module layouts only, are possible as well.

Colorways are flexible and can be chosen out of our primary brand color palette.

SIMPLE MODULES E.G.



Usage – Step 2

Simple module

Dos & Dont's

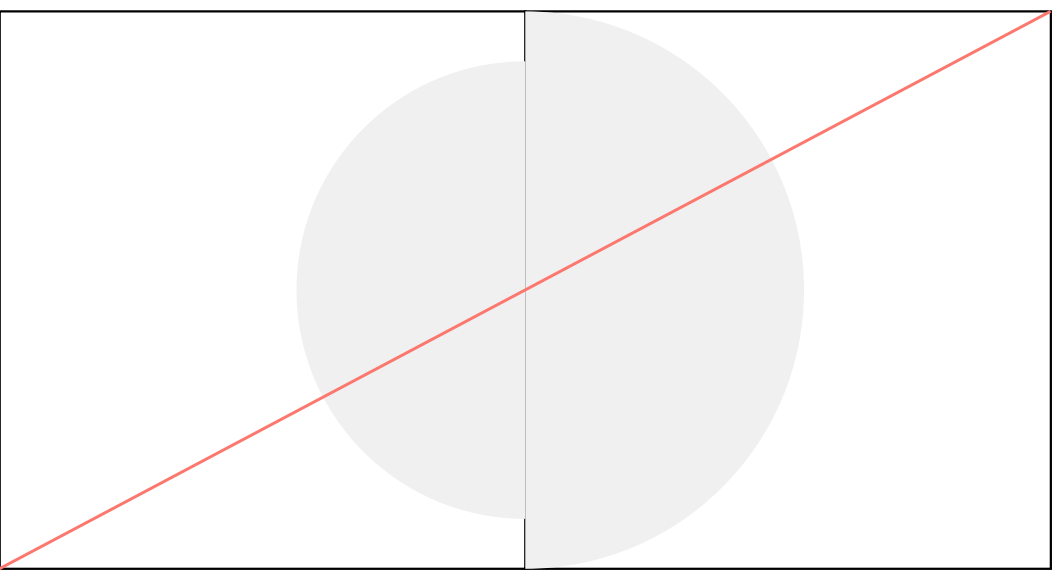
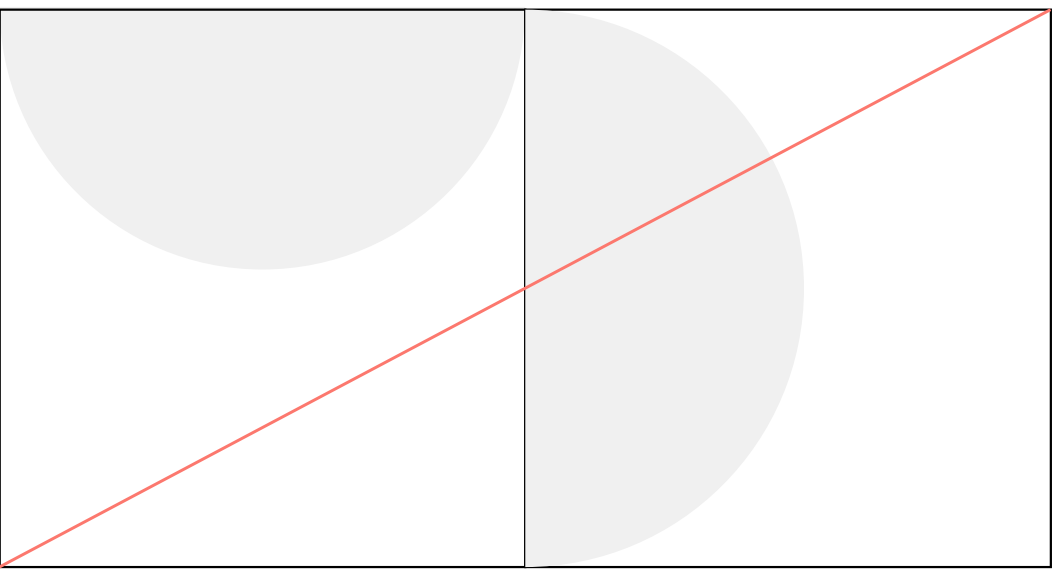
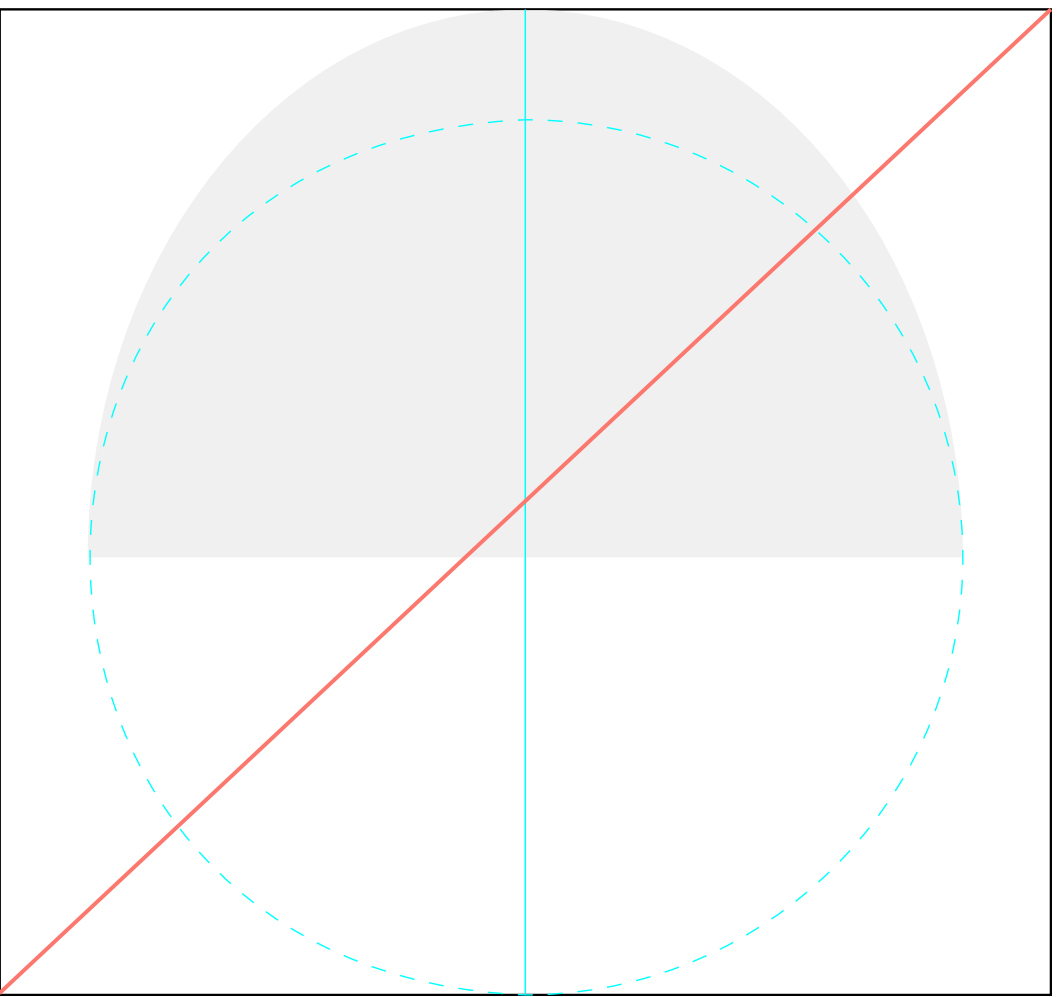
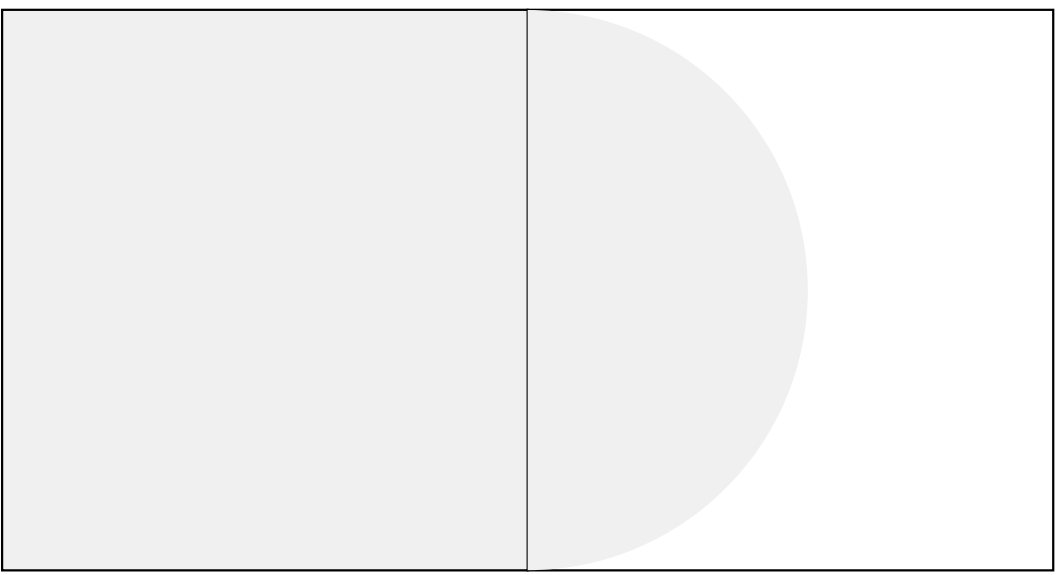
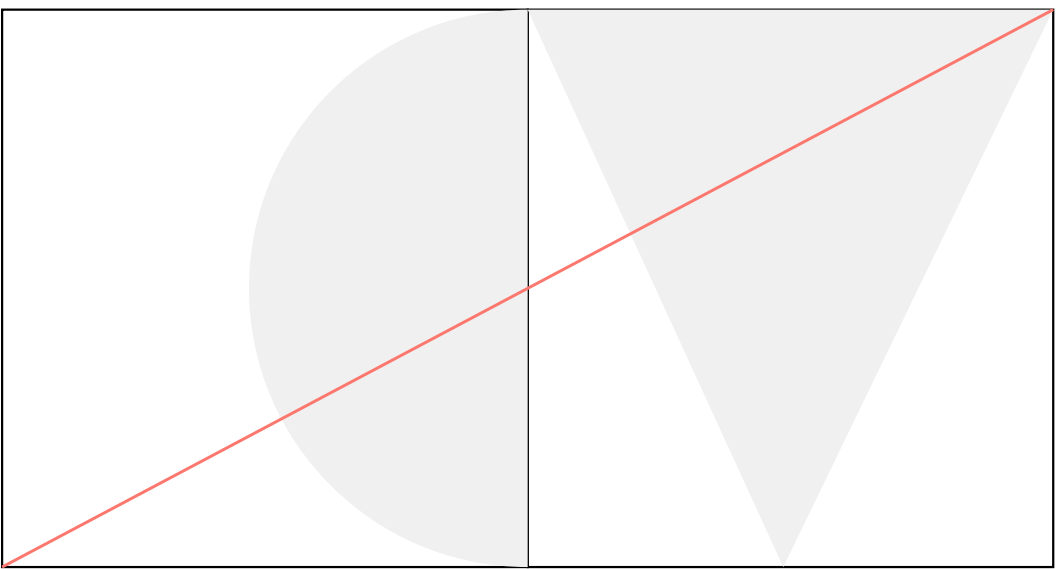
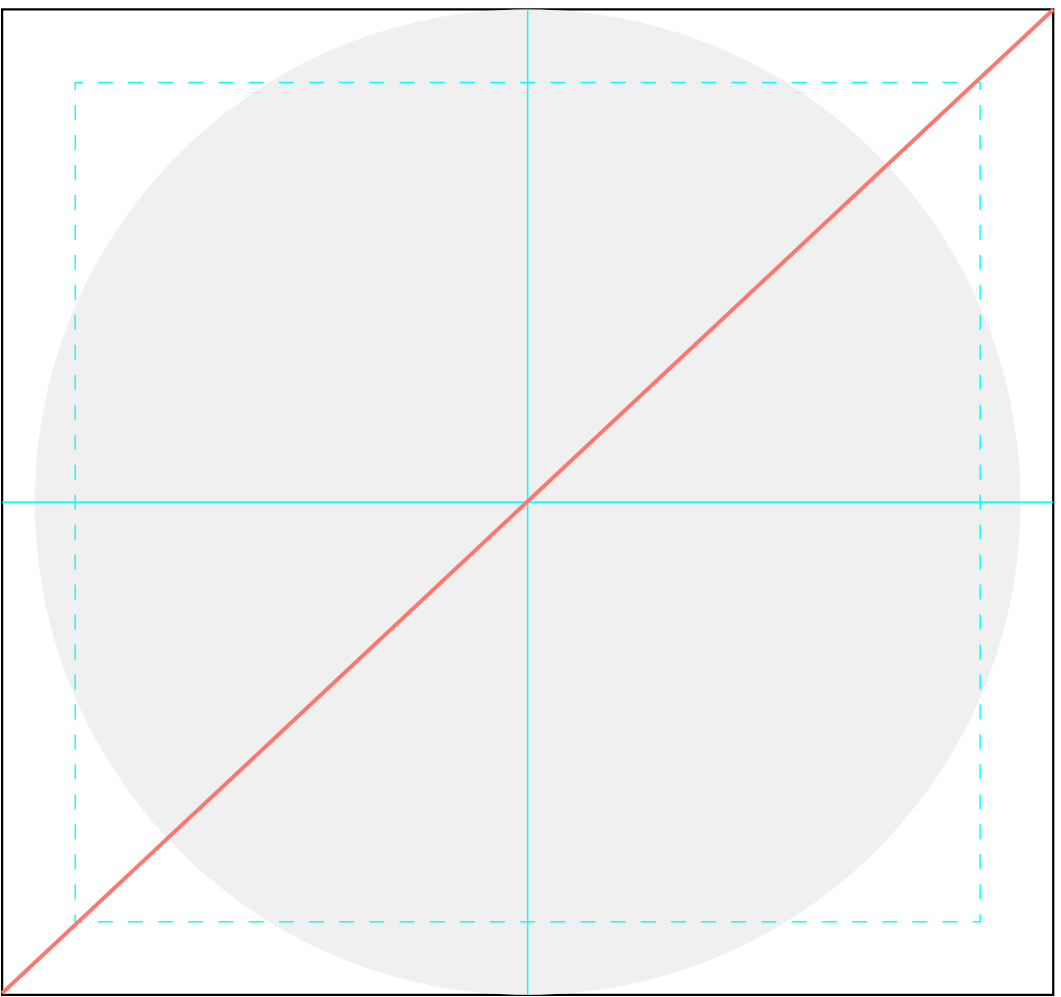
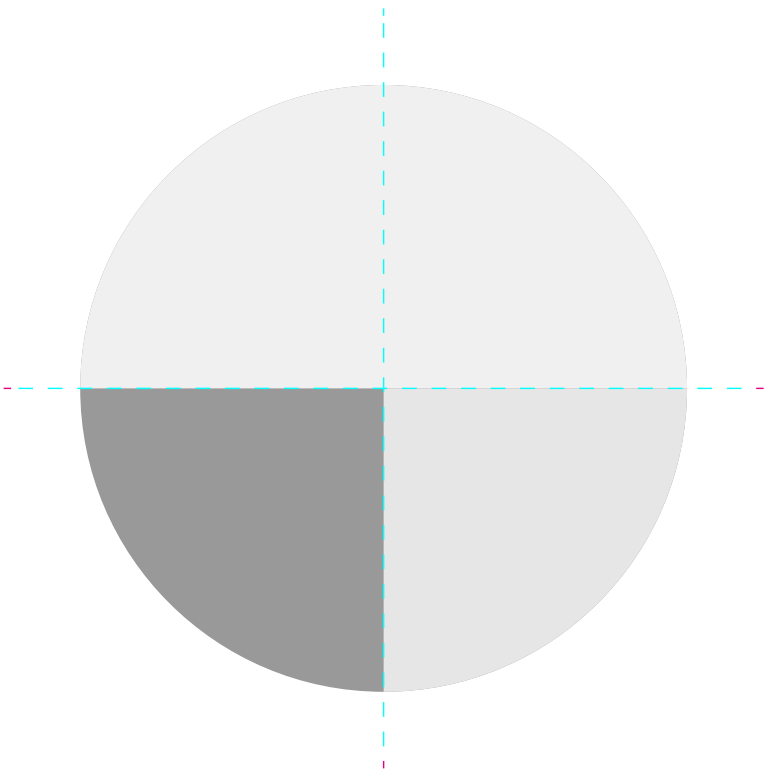
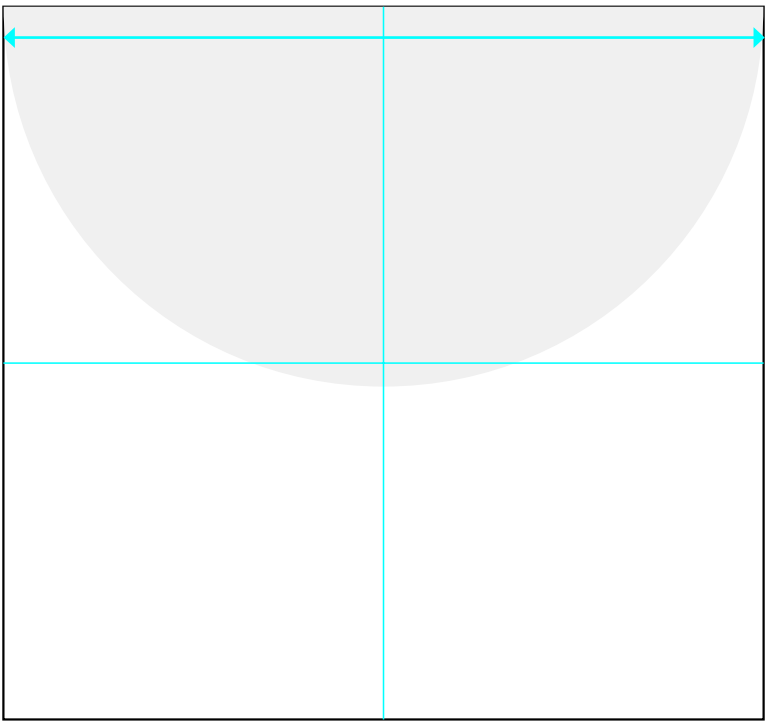
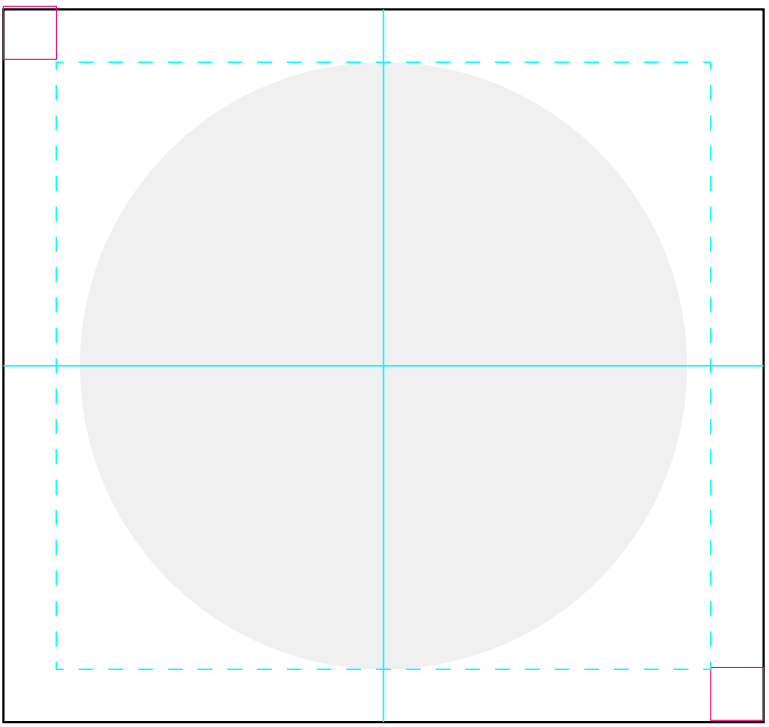
CIRCULAR SHAPES

Align the circles in the center of the module, remembering to leave some margins between the module and the circle.

It is possible to divide the circle in 4/4. Make sure to always divide it along the x and y axes passing through the center of the circle.

Under no circumstances it is allowed to deform the circle or semicircle.

Do not use rims of different sizes one next to the others.



Usage – Step 2

Simple module

Dos & Dont's

TRIANGLE SHAPES

For triangular shapes it is allowed to deform the figure to fill the basic module.

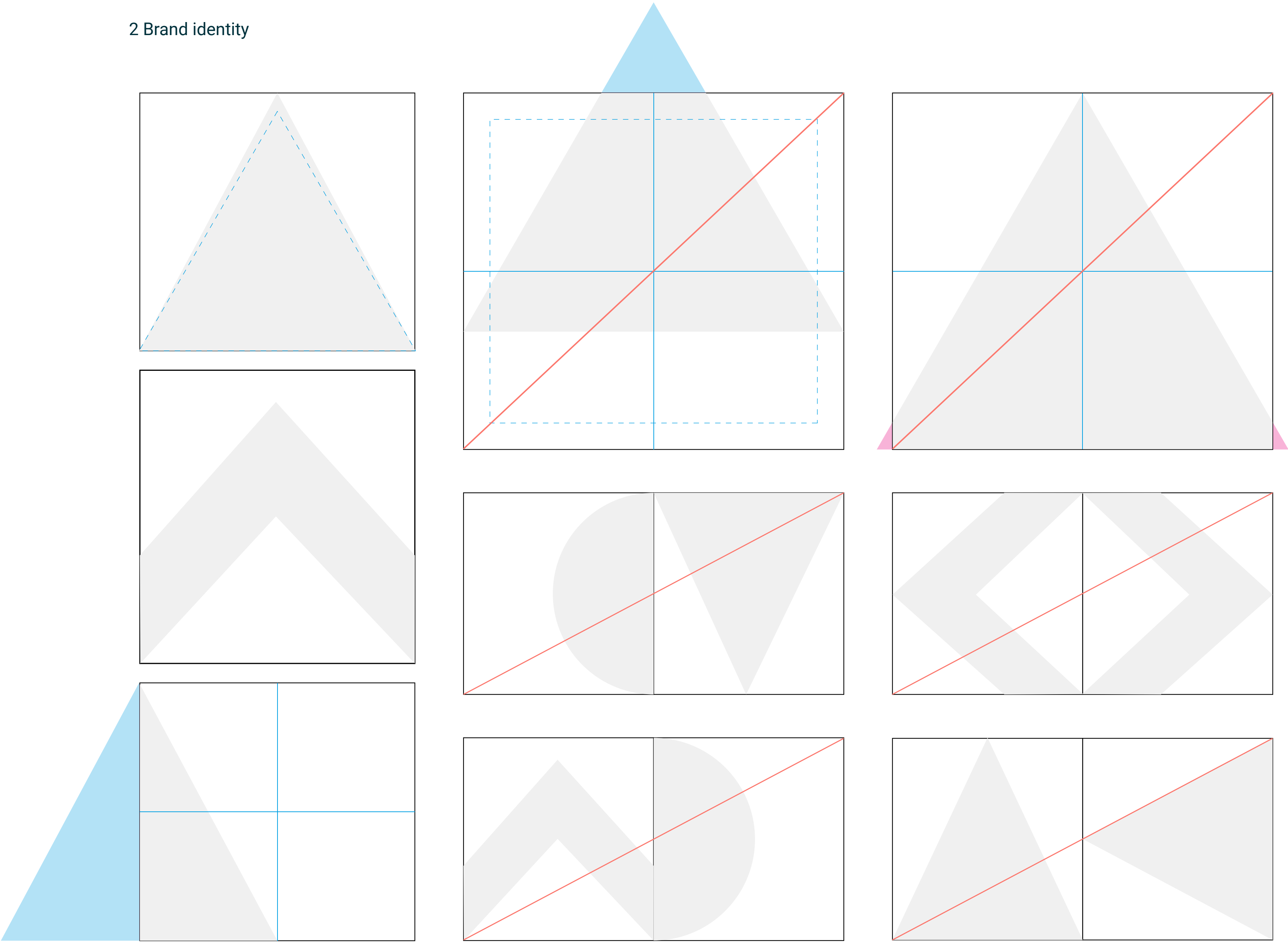
It is possible to divide the triangle in half along the vertical axis.

You can use the triangle in outline.

It is not possible to cut the corners at the base of the triangle under any circumstances. Always make sure to push all corners inside the module.

Do not combine multiple triangles with different orientations.

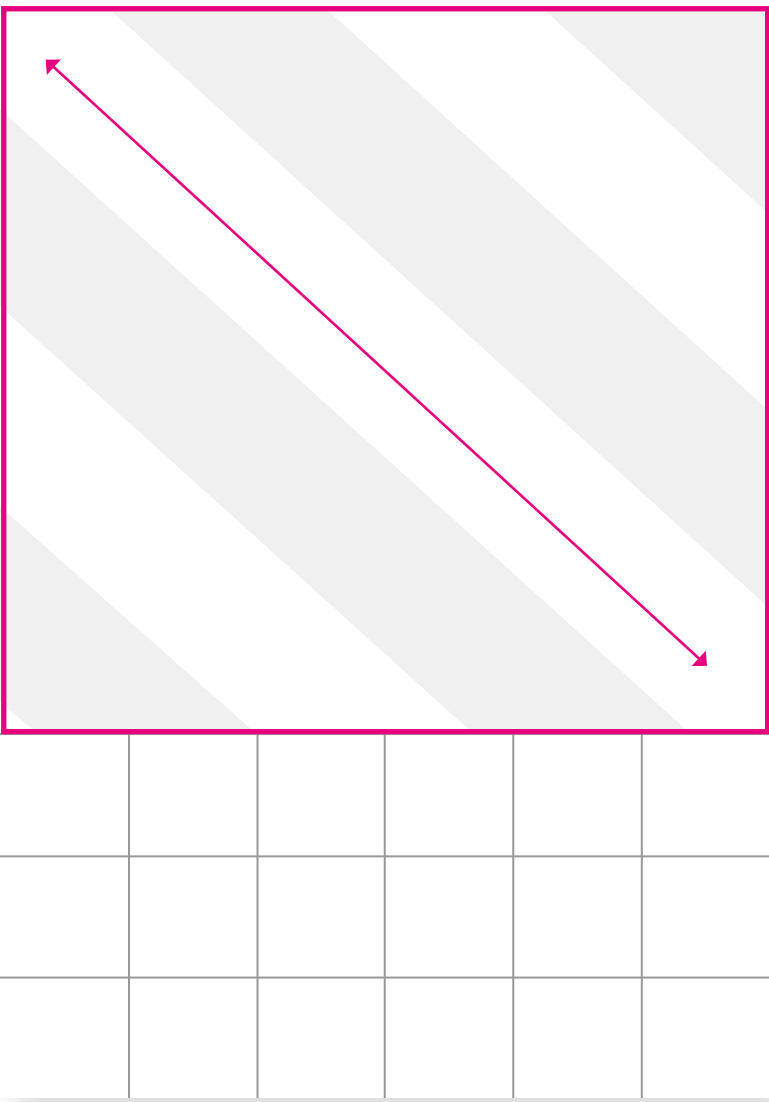
Do not use the semicircle in conjunction with a triangle.



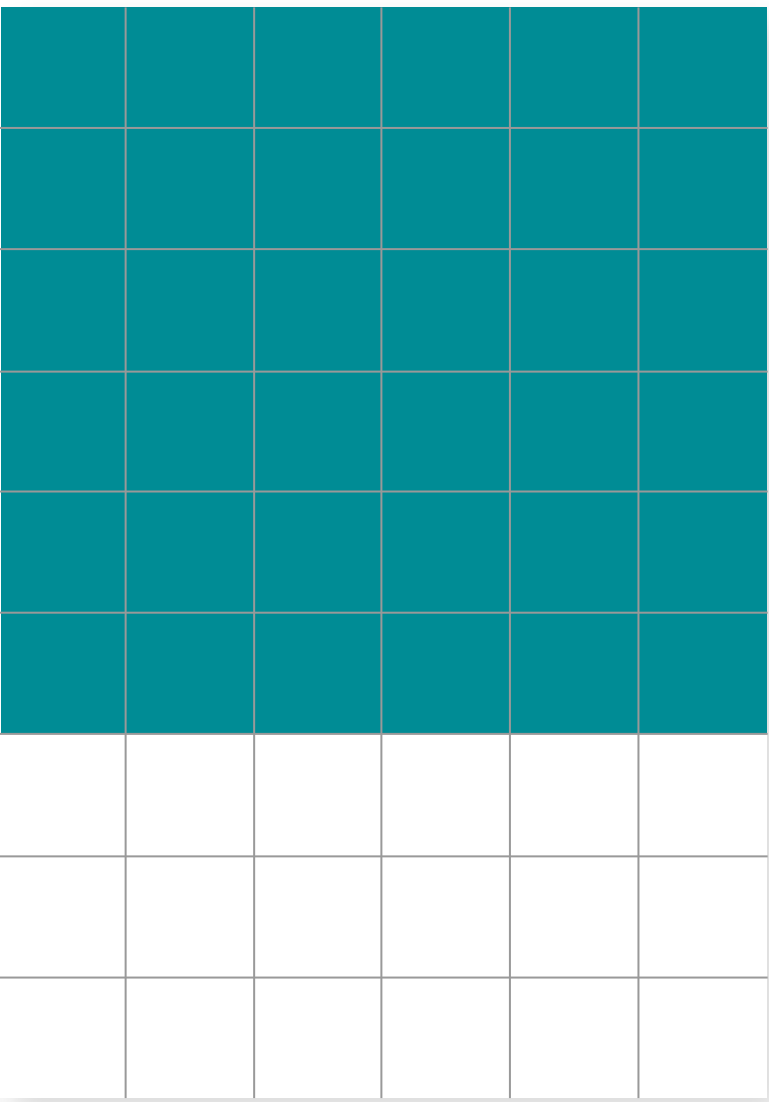
Usage – Step 3

Complex module

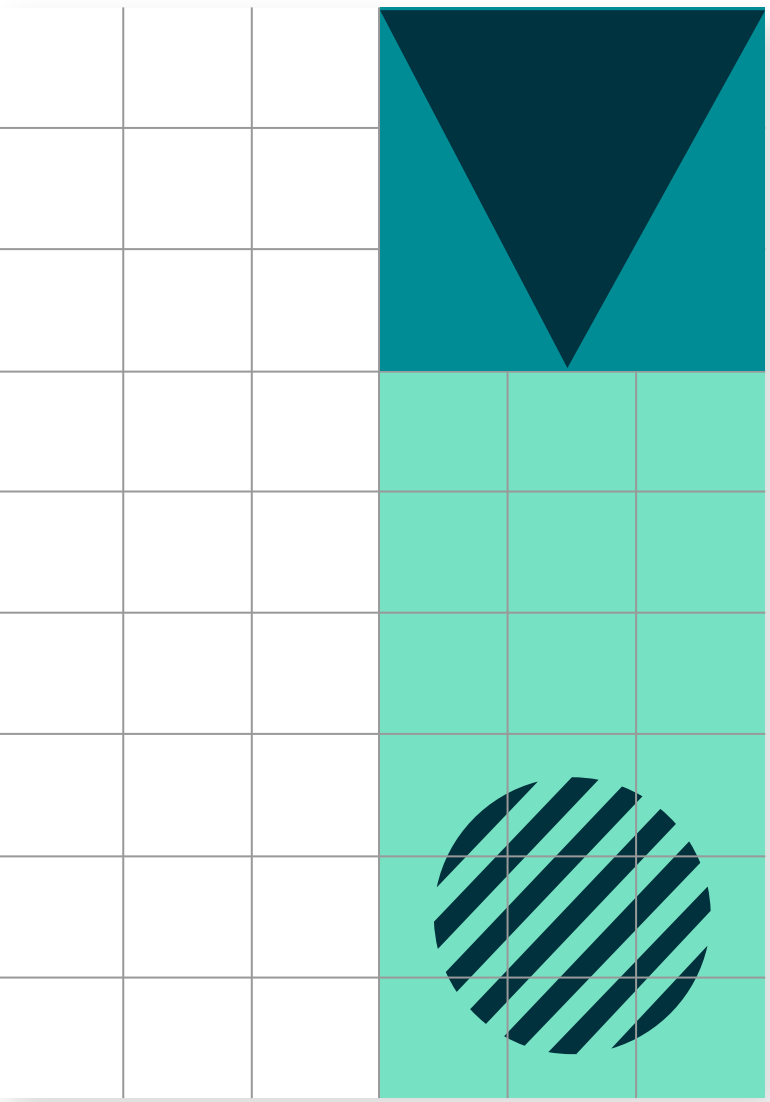
PLACING THE MODULE



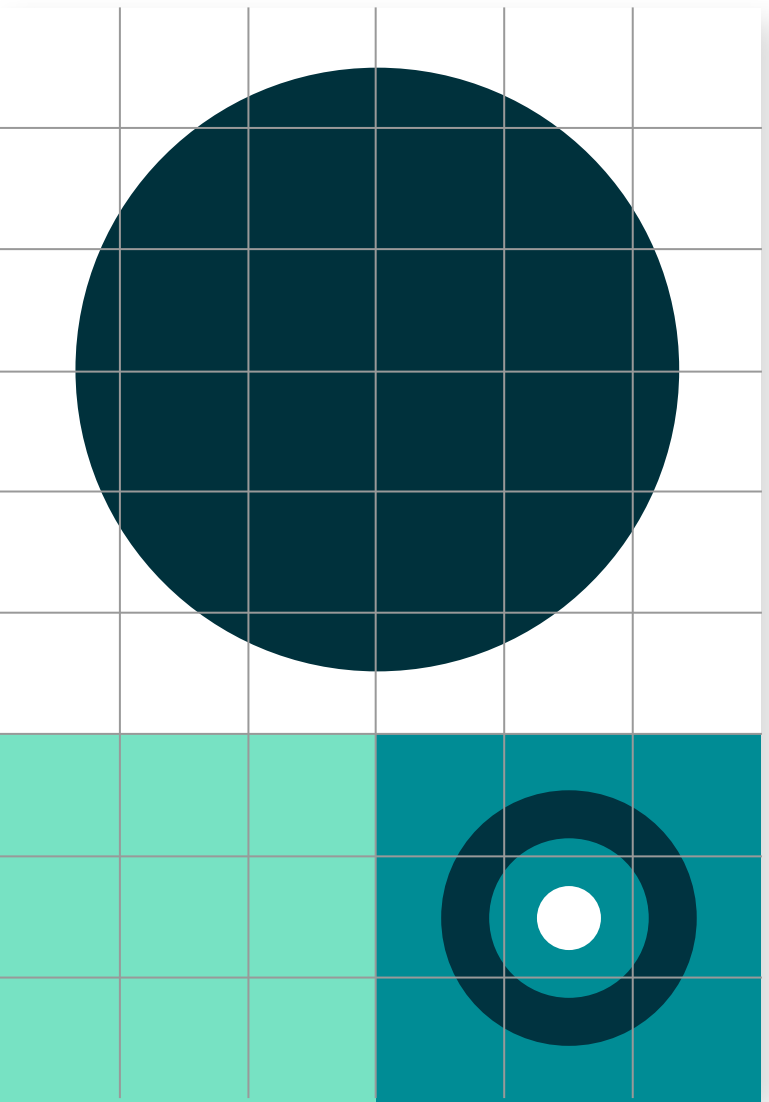
EXAMPLE 1



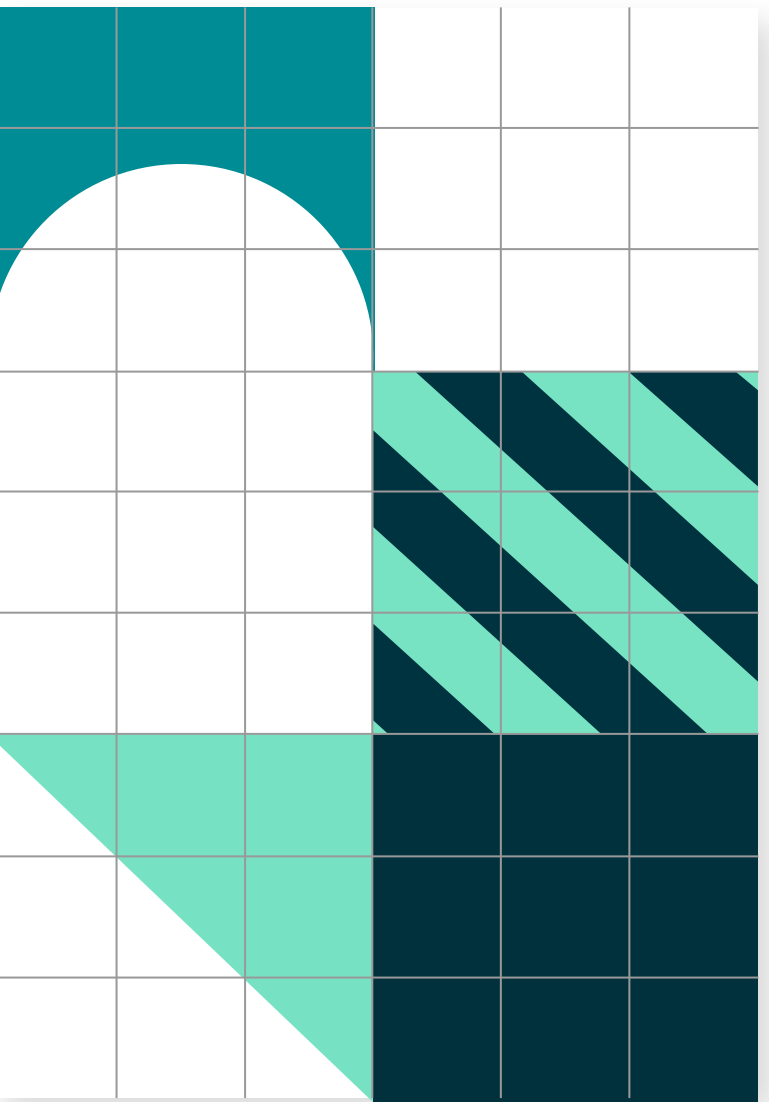
EXAMPLE 2



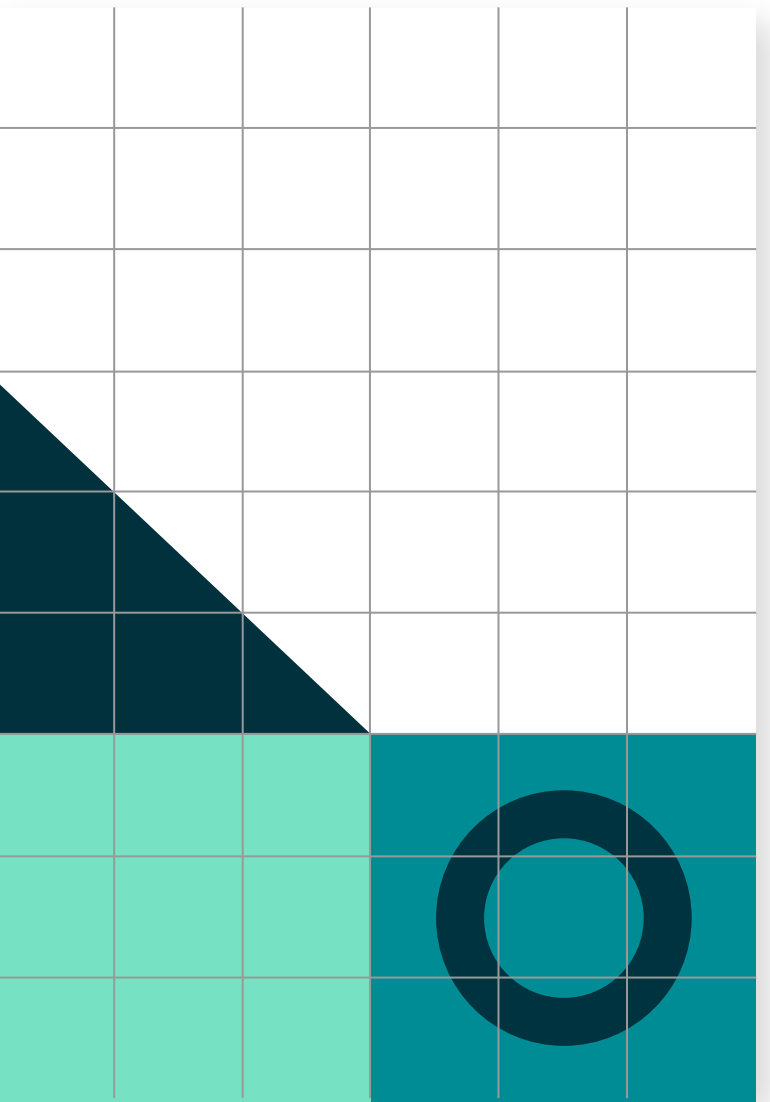
EXAMPLE 3



EXAMPLE 4



EXAMPLE 5



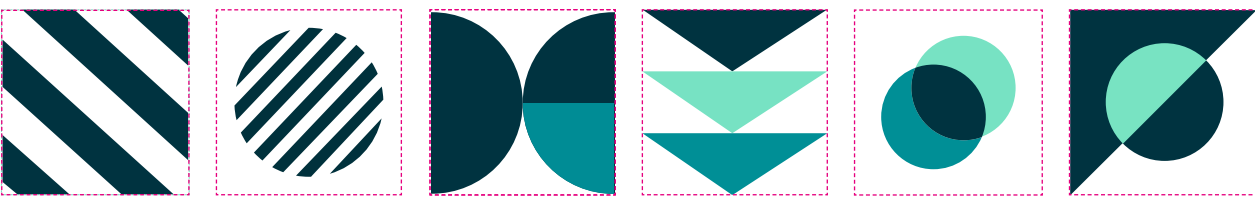
After using the simple modules of the pattern, it is possible to add some of the **complex modules** in order to have a more dynamic result.

Simply scale the module proportionally into the basic module.
When placing circular and triangular complex shapes, the same rules as for the simple modules applies.

If adding complex modules, make sure to use them in a moderate way without getting too busy in the overall appearance.

Colorways are flexible and can be chosen out of our primary brand color palette.

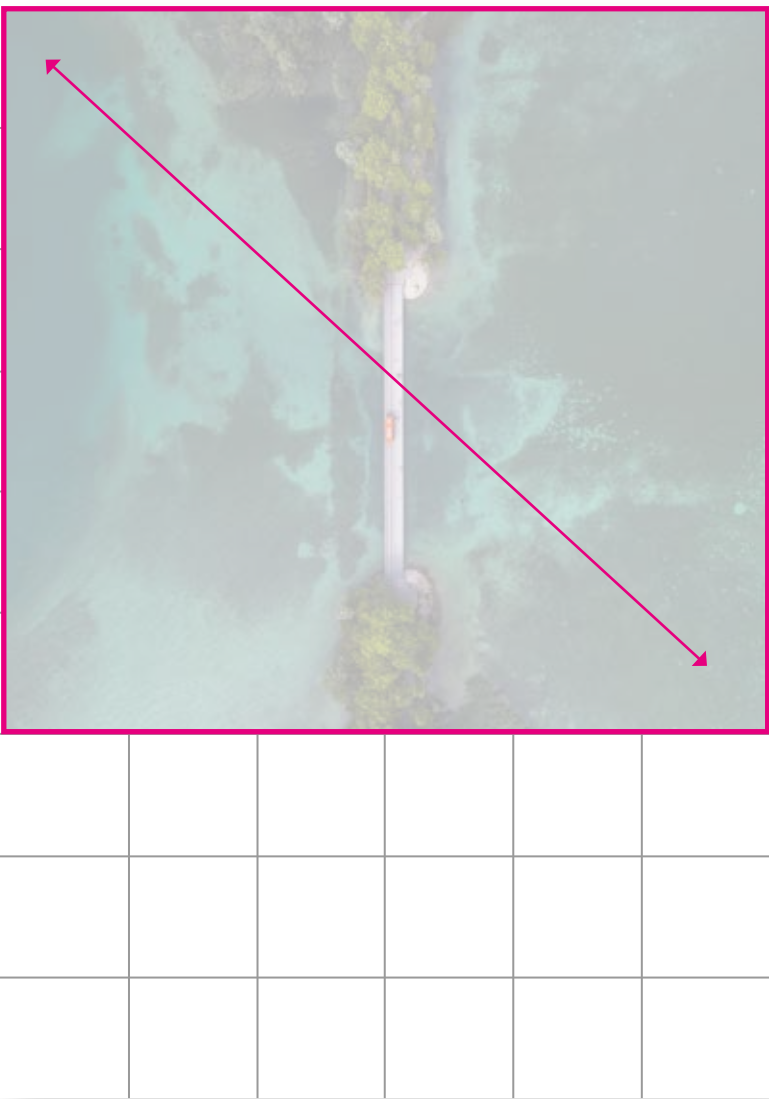
COMPLEX MODULES E.G.



Usage – Step 4

Image module

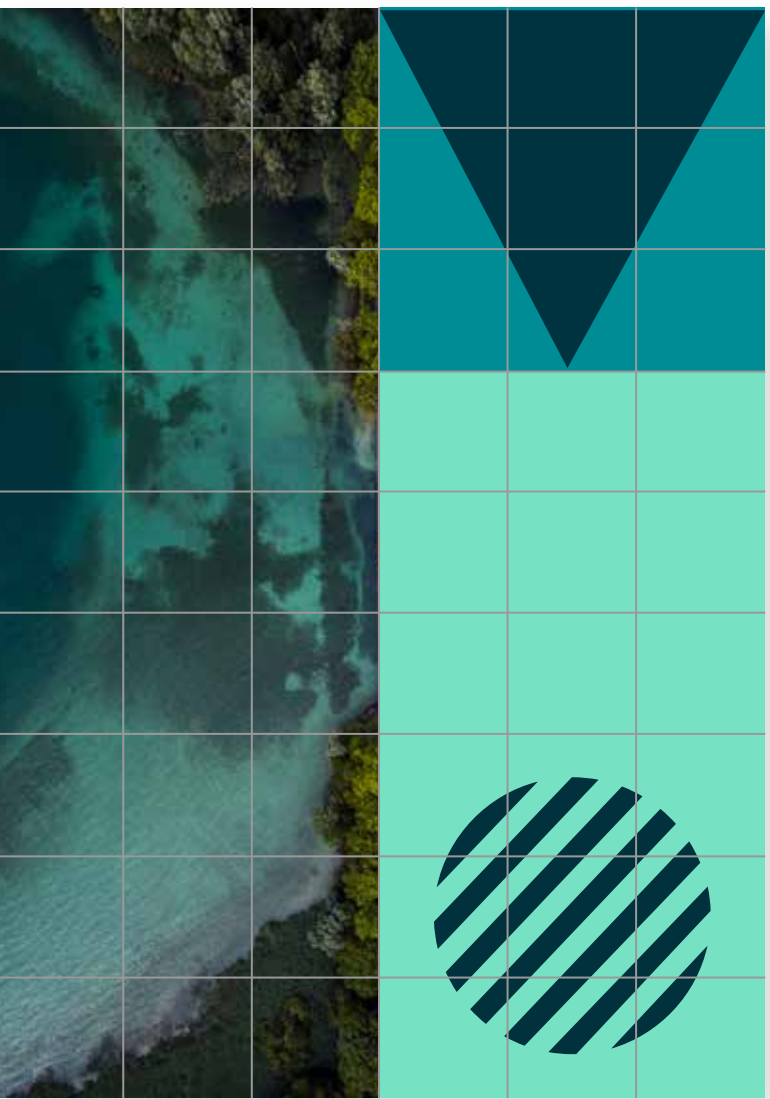
PLACING THE IMAGE



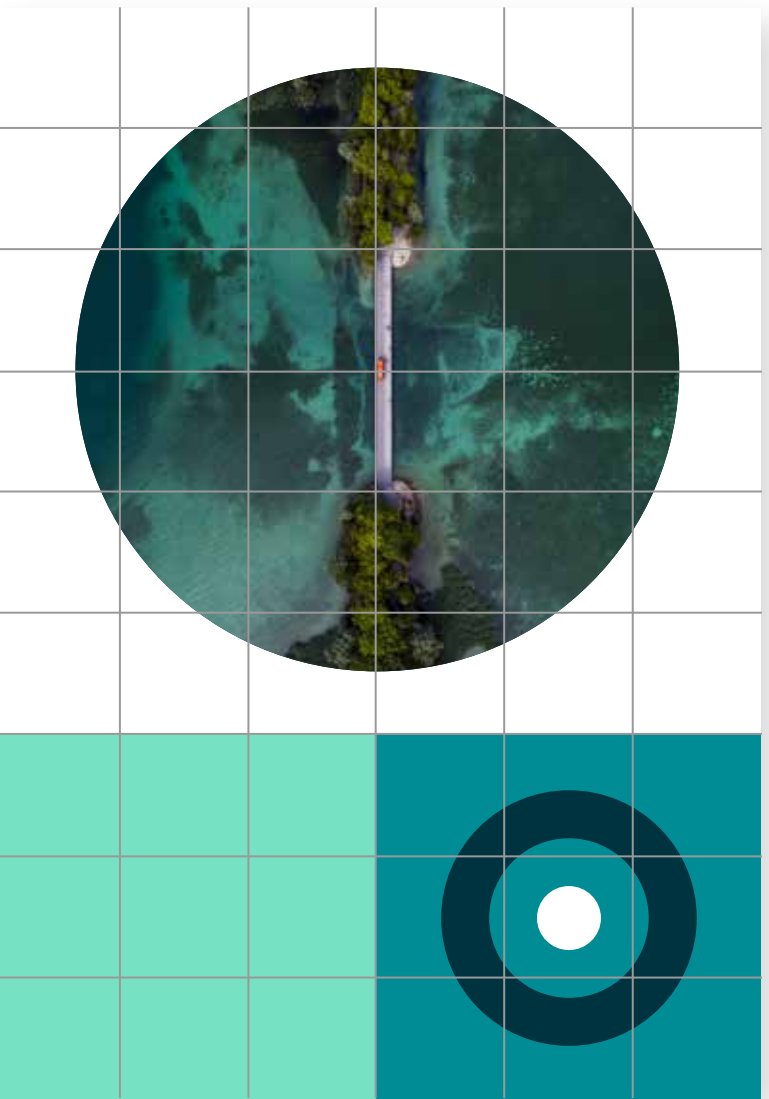
EXAMPLE 1



EXAMPLE 2



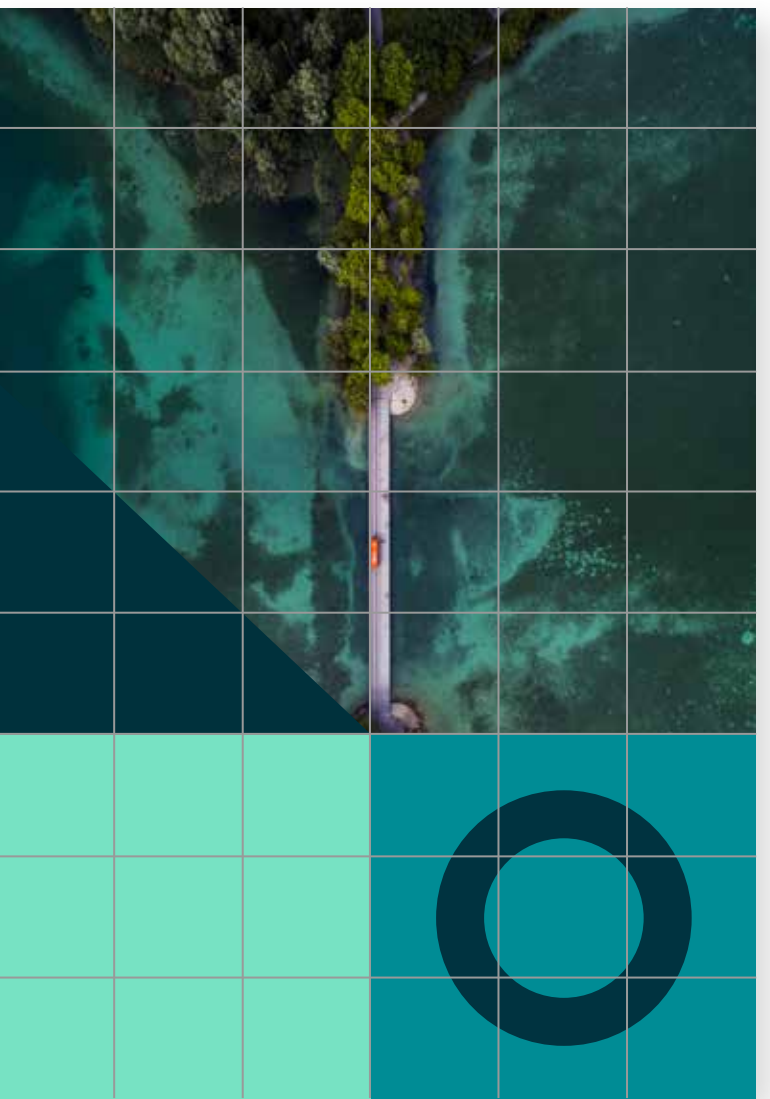
EXAMPLE 3



EXAMPLE 4

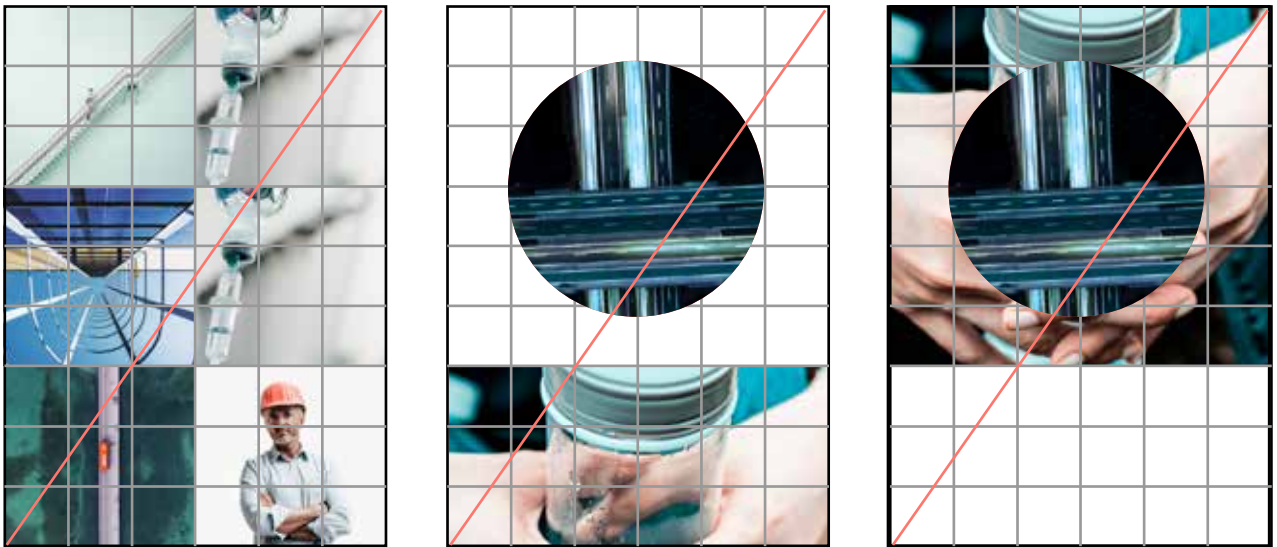


EXAMPLE 5



It is possible to fill some of the basic and simple modules with images. The images can be placed in either one of them and are allowed to be scaled freely within the module. Please make sure that important parts of the pictures are vivid.

The number of images within the overall layout should not be exceed 3 images. Depending on the number of modules in the overall layout, please make sure the overall composition is not too busy.



IMAGERY MODULES E.G.



2.5 TYPOGRAPHY

- 2.5.1 Our typeface
- 2.5.2 Usage
- 2.5.3 Placement
- 2.5.4 Exemplary use



Our typeface

We use the Roboto font as our corporate font whenever possible.

The Roboto family is a contemporary, geometric, sans serif typeface, focused on ease of readability. The shapes of the typeface make it straightforward yet approachable, ultimately reflecting what we stand for: **partners for progress**.

Hi, there.
I'm Roboto



Openess & Readability



Geometrically constructed

Roboto Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Roboto Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Roboto Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz



If it's not possible to use our corporate font due to technical requirements, please use the system font Arial as a supplement instead.

2.5 Typography

Usage

Headlines best represent our design philosophy by visualising the principle of partnership through our orange accent color and different combined type weights. An important word or part of the headline can be highlighted with orange, if one-colored, with the font weight Bold.

OPTION 1 is preferably used if we want to emphasize and highlight an important word or sentence in an extraordinary manner. Please always highlight the important word in bold and the accent color.

OPTION 2 applies when our accent color is already incorporated in other assets like layout or imagery (to emphasize special topics), or if there appear to be color restrictions.

Copytext should be either black, white or dark teal, depending on touchpoint and application.

The line spacing is based on the font size and differs slightly, depending on the text category to which it should be applied:

Big headlines (from 80pt)	100%
Small headlines & subheadlines	110%
Copy text (up to 24 pt)	120%

2 Brand identity

OPTION 1

Topline
Regular or
Light

Headline
Combination
Regular and
Bold plus color
accent

Subheadline
Regular or
Bold,
primarily upper
cased

Copy
Regular and
Bold

(Optional topline)

This is a headline

AND THIS IS A SUBHEADLINE

Milis di ute parum laborru pturia di deni am ren-
dae dolenisquam id mi, quunt incte di consequ
atatqui volupta cusdae rerorehent.

Color Combinations



OPTION 2

Topline
Regular or
Light

Headline
Combination
Regular and
Bold

Subheadline
Regular or
Bold,
primarily upper
cased

Copy
Regular and
Bold

(Optional topline)

This is a headline

AND THIS IS A SUBHEADLINE

Milis di ute parum laborru pturia di deni am ren-
dae dolenisquam id mi, quunt incte di consequ
atatqui volupta cusdae rerorehent.

Color Combinations



2.5 Typography

Placement

The typography is consistently aligned within the defined grid and can be placed on the chosen layout pattern or imagery. The typography is not allowed to overreach the defined layout shapes.

1. ON AN IMAGE MODULE

Typography can be placed on an image within the defined type area. Please make sure that the typography is always legible and prominent.

2. ON BASIC MODULES

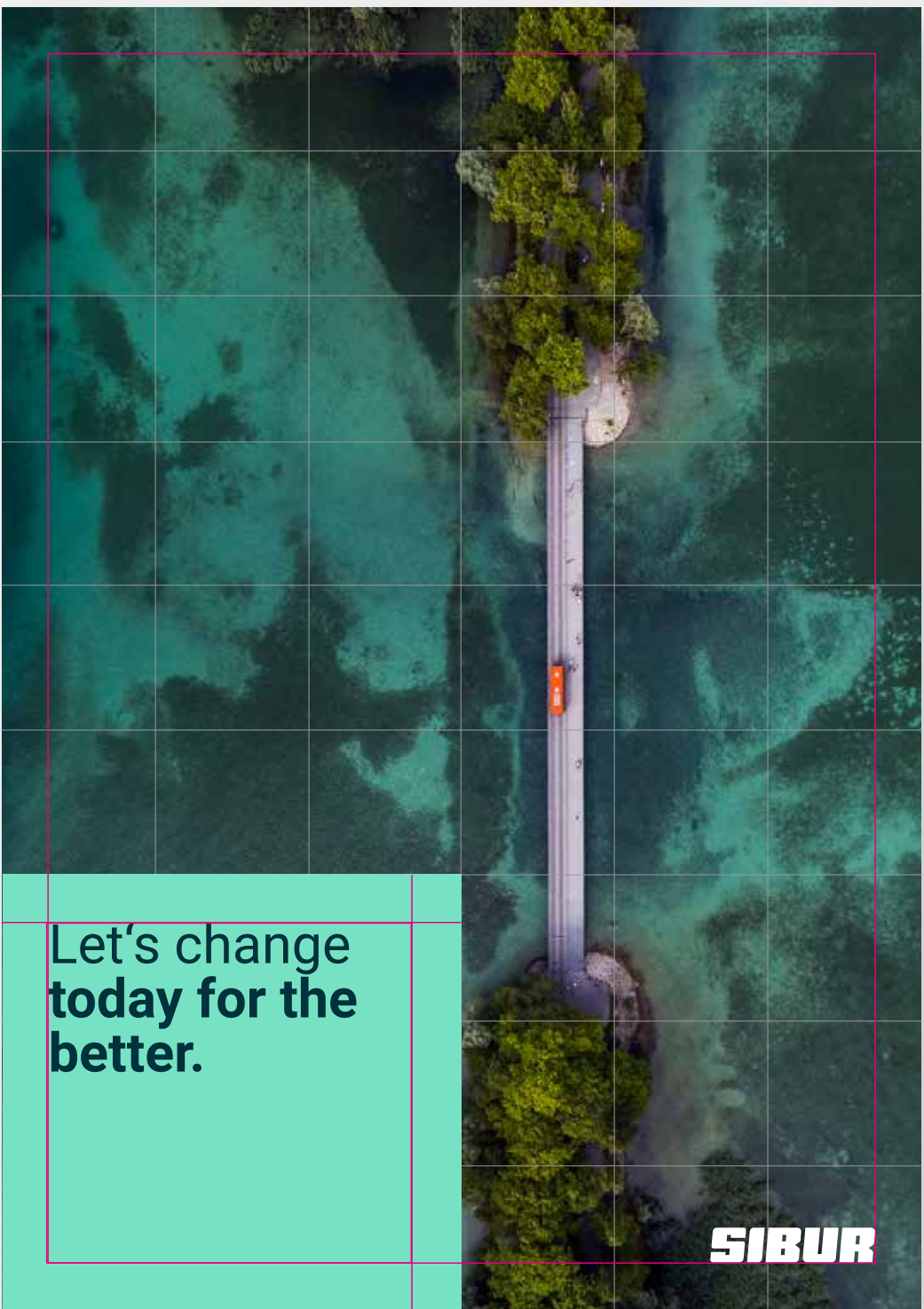
Typography can be placed on a base shape within the defined type area. The margins of the type area are also valid for the base shape.

3. ON SIMPLE MODULES

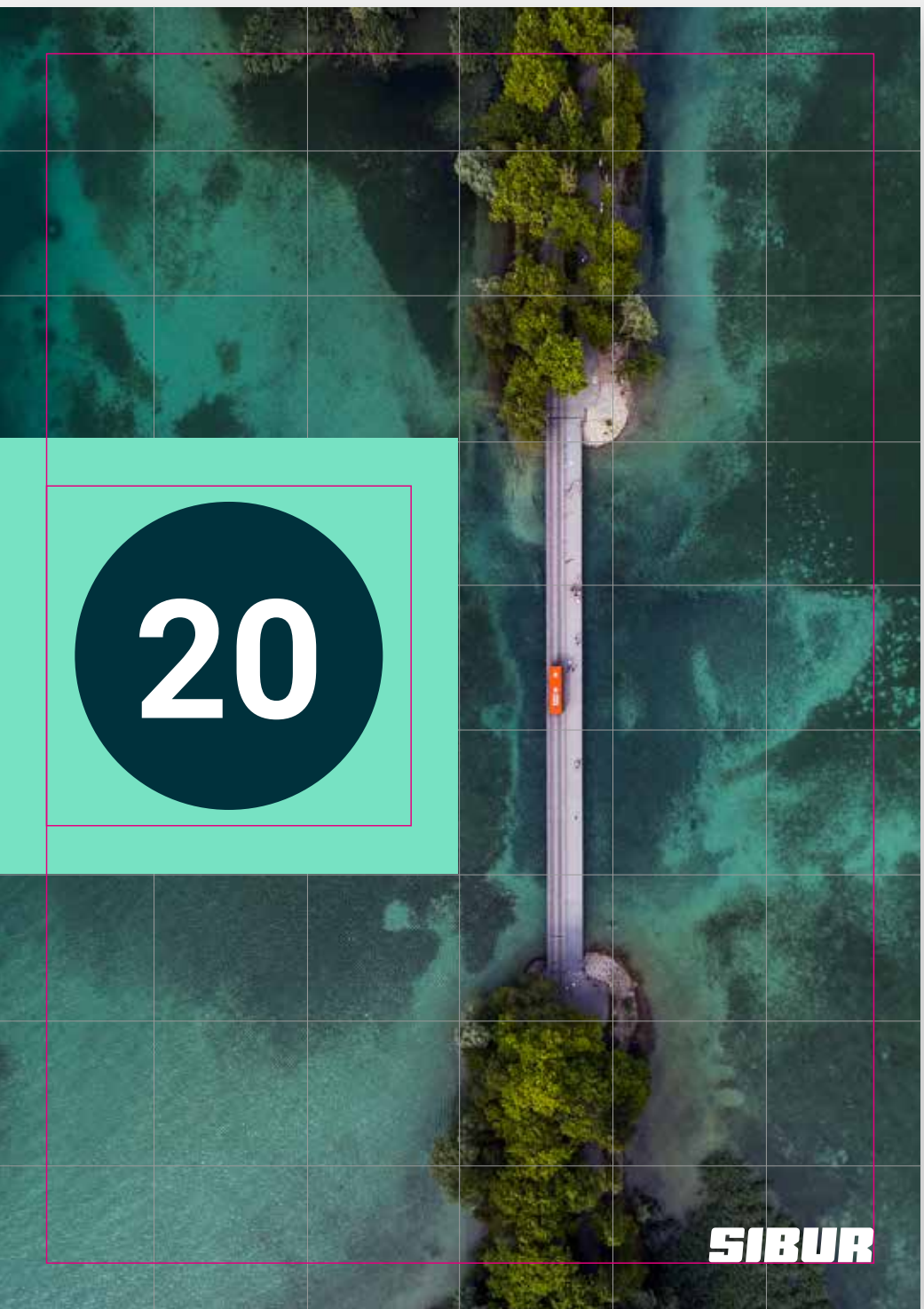
Typography can be placed on a simple shape within the defined type area. It is not allowed to overreach the modules.



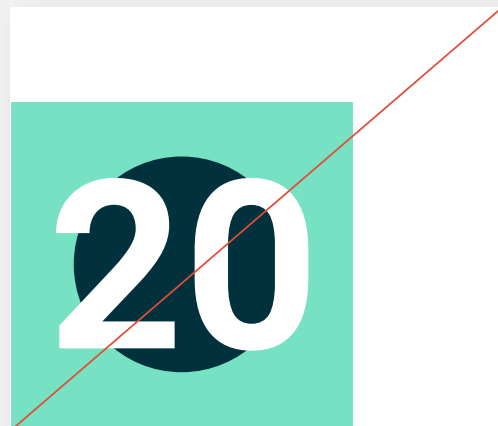
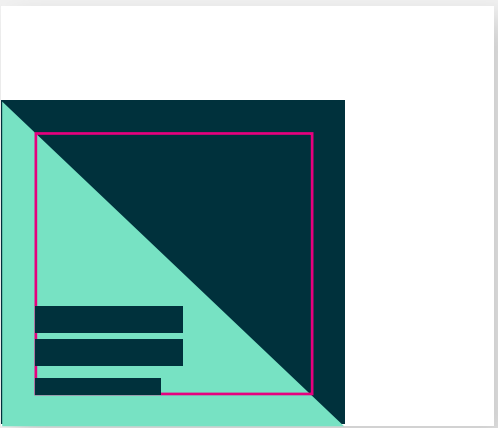
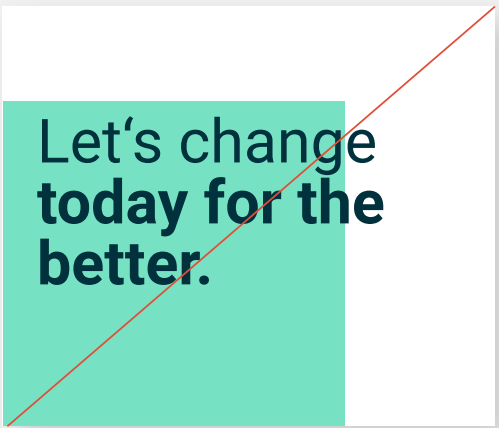
1. ON AN IMAGE MODULE



2. ON BASIC MODULES



3. ON SIMPLE MODULES

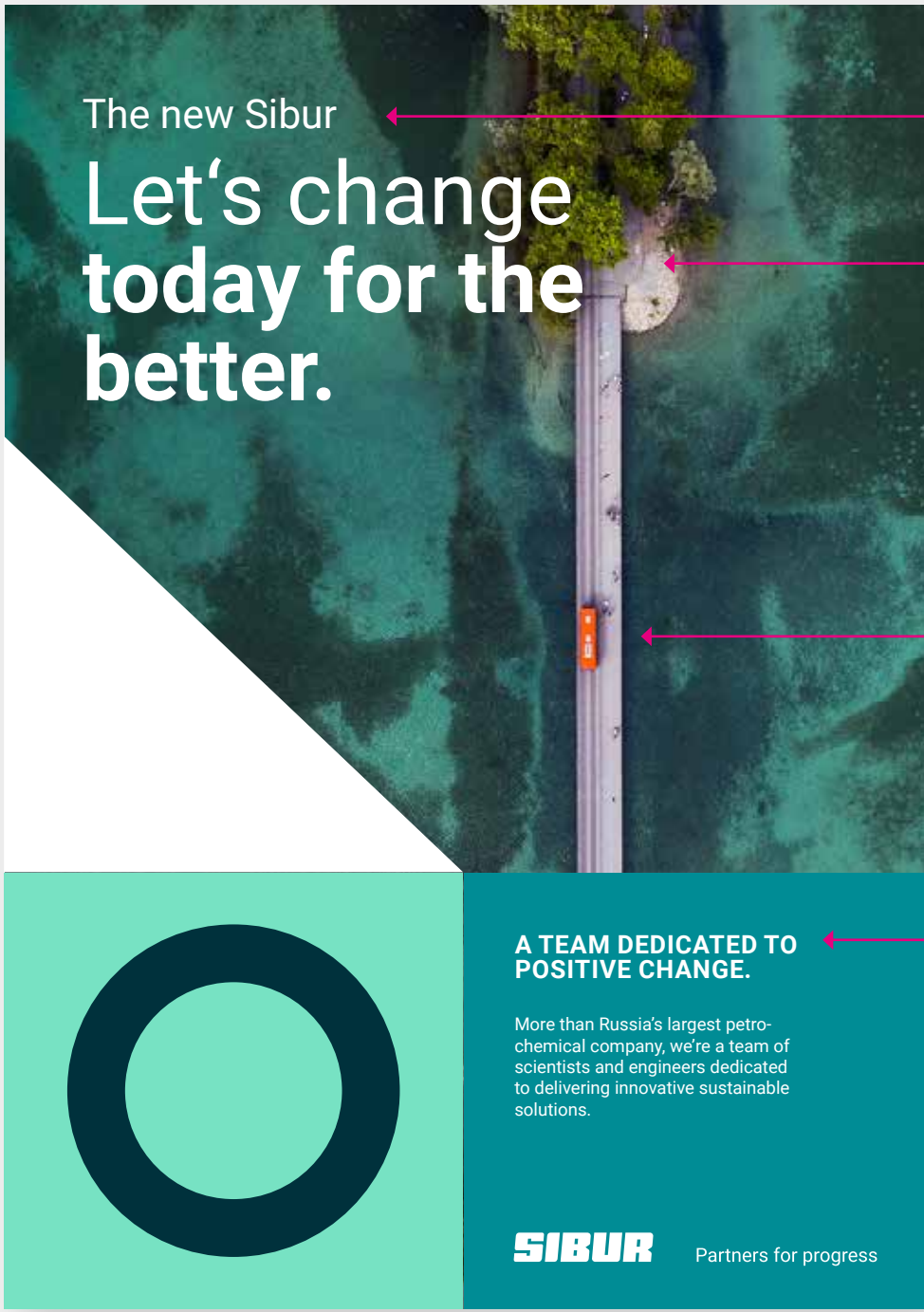


Exemplary use



Two-color headline

Subheadline



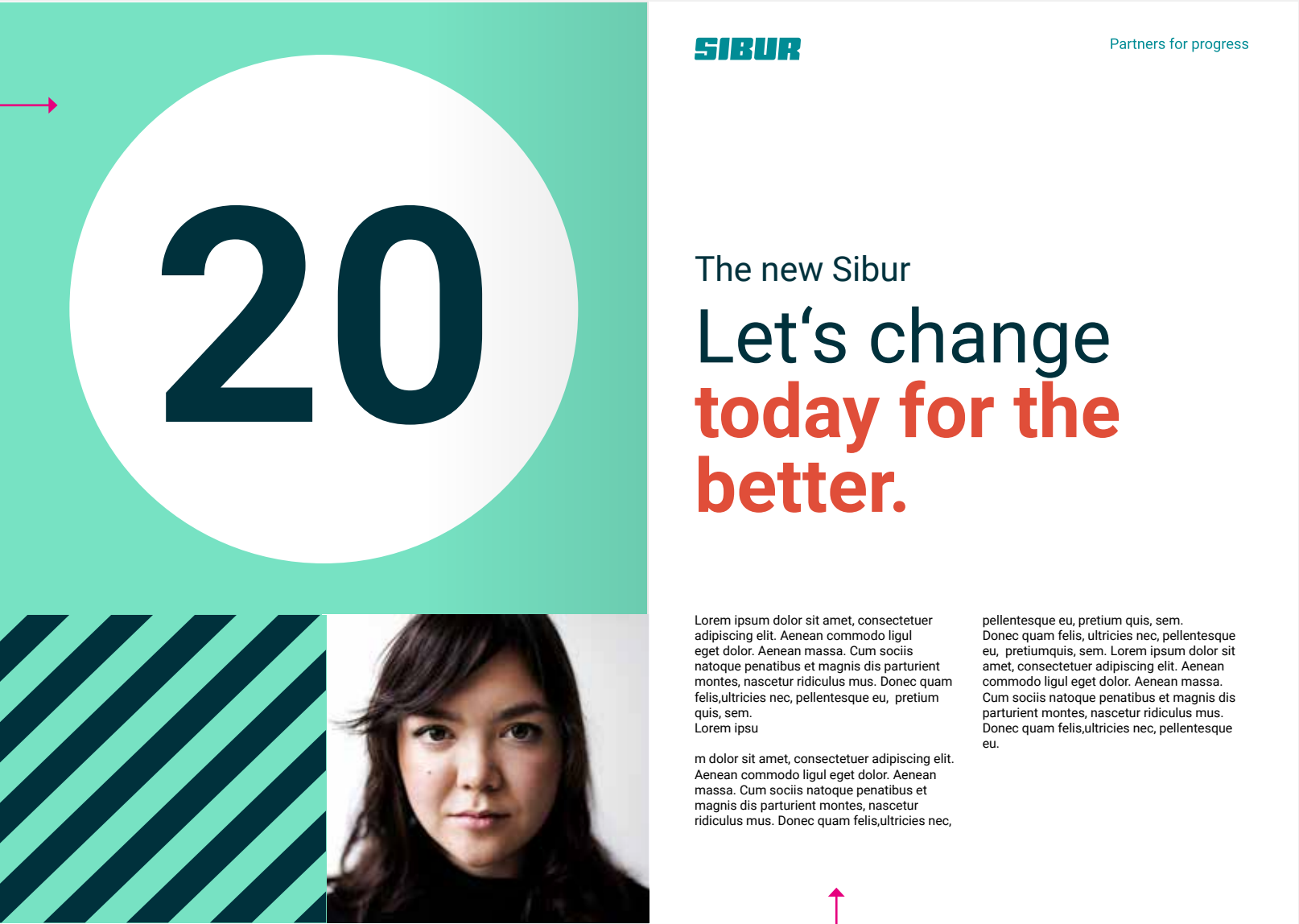
Topline

One-color headline

Accent colour already embedded in image

Subheadline

Poster



Placement on simple shape

Brochure

Black copytext



Color restricted usage

Signpost

2.6 IMAGERY

- 2.6.1 Overview
- 2.6.2 Corporate – Our people
- 2.6.3 Corporate – Our spaces
- 2.6.4 Corporate – Environment
- 2.6.5 Corporate – Innovation & digitalization
- 2.6.6 Business units
- 2.6.7 Products
- 2.6.8 Incorrect use



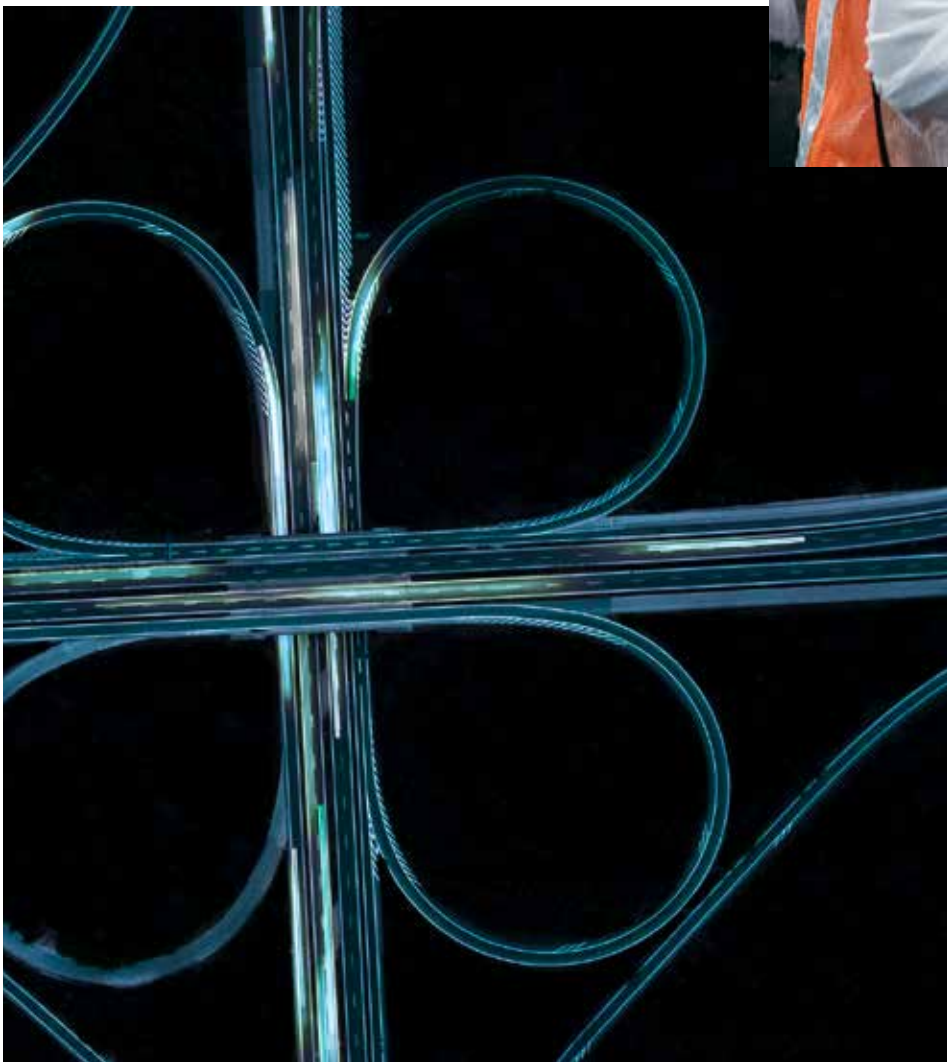
2.6 Imagery

Overview

Our imagery style reflects our strong focus on collaboration: From showcasing our employees as trusted experts, to staging our partners and their products as the main protagonists in communications.

To address every possible application, we have defined three imagery categories:

- CORPORATE
- BUSINESS UNITS
- PRODUCTS




2.6 Imagery

Corporate – Our people


CONTENT

Our employees are portrayed in a way that enhances both their humanity and professionalism. They should always be looking at the camera, with a confident - yet approachable - posture, showing their pride to be part of the Sibur team.


STYLE PARAMETERS




Temperature: Slightly colder tonality



Saturation: Neutral to slightly desaturated




Contrast: High contrast of darker & lighter colours




Background
People/main object

Depth of field: focused on people



Brightness: Slightly lighter than natural light



Extreme close-up
Extreme long shot

Framing: Flexible, from close-ups to mid shots



2.6 Imagery

Corporate – Our spaces

CONTENT

We use photography to explore our facilities at a micro and macro level. Close-ups capture structures, materials and architectural details in a compelling way, offering a different view point on spaces. When possible, people is included at the center of the compositions. Mid-shots are focused on simpler compositions with clear geometrical structures, setting the focus on specific areas. Wide shots are used to showcase the magnitude of our facilities.

STYLE PARAMETERS

Temperature: Slightly colder tonality

Saturation: Neutral to slightly desaturated setting the focus on shapes and structures

Contrast: High contrast of darker & lighter colours

Depth of field: Flexible, focused on people or architectural details, depending on composition

Brightness: Slightly lighter than natural light
Preferred light: in the daytime

Framing: Flexible, from close-ups to extreme long shots



← **Close-up** **Mid-shot** **Extreme long shots** →

2.6 Imagery


Corporate – Environment

CONTENT


Our environmental responsibility is communicated through the future-oriented solutions from our partners. Outdoor situations and natural environments combined with the focus on recycled economy and products can reinforce the communication idea.

Ultimately showing our positive impact on people’s life and the world in an authentic, documentary and human way.


STYLE PARAMETERS




Temperature: Slightly colder tonality



Saturation: Neutral to slightly desaturated




Contrast: High contrast of darker & lighter colours




Background People/main object

Depth of field: focused on people and/or the main object in the composition



Brightness: Slightly lighter than natural light



Extreme close-up Extreme long shot

Framing: Flexible, from close-ups to extreme long shots




2.6 Imagery

Corporate – Innovation


CONTENT

We are leaders of smart solutions and always striving for more – making the future a better place for everyone. We are passionate about exploring and working with emerging technologies and leveraging their full potential. This should also be reflected in our images. People working together, creating new innovative solutions, interacting with technologies in an accurate and convincing way, environments that radiate the innovative atmosphere. When possible, include brand colors in the composition as link to our color palette idea.


STYLE PARAMETERS




Temperature: Slightly colder tonality



Saturation: Neutral to slightly desaturated




Contrast: High contrast of darker & lighter colours




Background People/main object

Depth of field: focused on people and/or the main object in the composition



Brightness: Lighter than natural light, Dark surroundings, Protagonists illuminated by digital light sources



Extreme close-up Extreme long shot

Framing: Flexible, from close-ups to extreme long shots



2.6 Imagery


Business units

CONTENT


People are portrayed, captured in authentic moments of creation and exchange, reflecting transparency, trust and our innovative spirit.

We show all kind of different partnerships between colleagues, enterprises, clients & partners.Our documentary photography style actively seeks to capture natural, non-staged images through the working day of our protagonists. When possible, include orange objects in the composition as link to our colour palette idea.


STYLE PARAMETERS




Temperature: Slightly colder tonality



Saturation: Neutral to slightly desaturated




Contrast: High contrast of darker & lighter colours




Background

People/main object

Depth of field: Flexible, focused on people or the main objects in the background



Brightness: Slightly lighter than natural light



Extreme close-up

Extreme long shot

Framing: Flexible, from close-ups to long shots




2.6 Imagery

Products

CONTENT


Our products stand out as long as our clients do. This is why our Product Photography shows how end consumers interact and benefit from our partners' products, keeping the focus on the products themselves. With this, our offer becomes more approachable and closer to people's daily life.

STYLE PARAMETERS




- +

Temperature: Slightly colder tonality




- +

Saturation: Neutral to slightly desaturated



- +


Contrast: High contrast of darker & lighter colours



Background


People/main object

Depth of field: focused on people and/or the main object in the composition



- +

Brightness: Slightly lighter than natural light



Extreme close-up

Extreme long shot

Framing: Flexible, from close-ups to mid shots



Incorrect use

OTHER GRAPHICAL ADDITIONS

Don't use any graphical additions incorporated in the image.



EXTREMELY STAGED PICTURES

Don't use images that feel unauthentic or posed and transport the feeling of stock images.



CONTENTUALLY NOT FITTING

Don't use images that do not reflect our main topics.



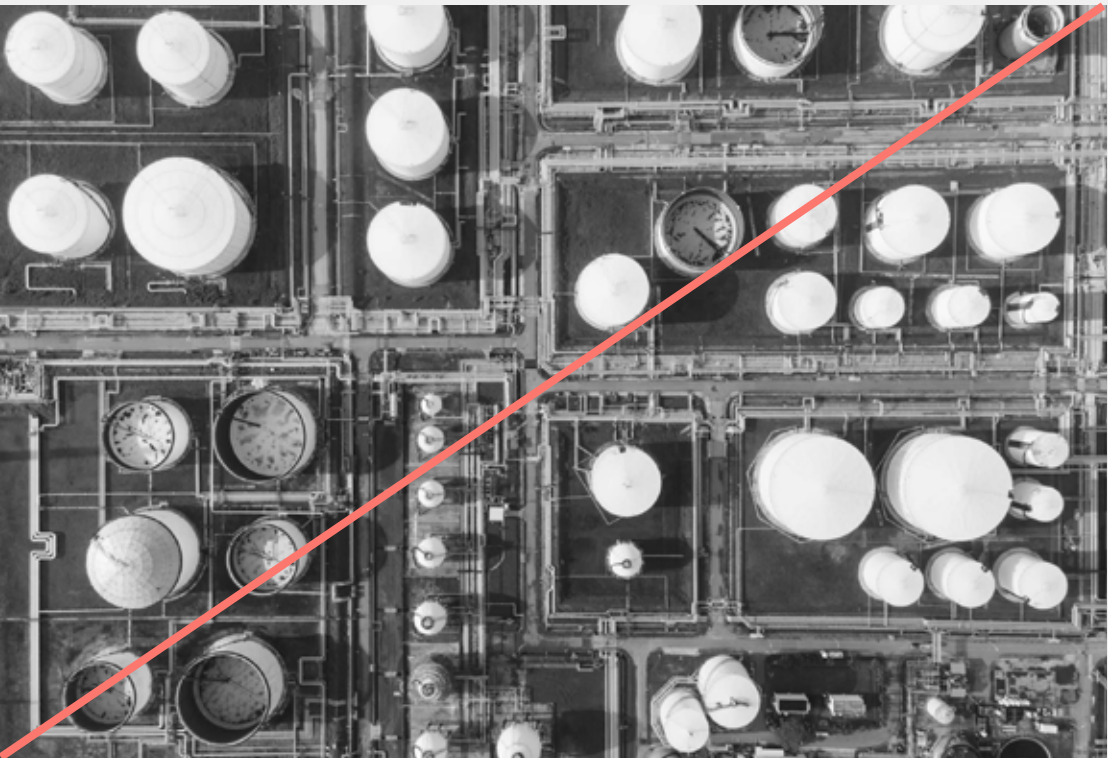
EXTREMELY EDITED IMAGES

Don't use any images that are not in line with our rules of editing.



BLACK & WHITE PHOTOGRAPHY

Don't use black & white images.



SHOWING PEOPLE FROM BEHIND

Don't use images that show people from behind without being surrounded by other people or focussing on the object of interest.



3. CONTACT & DISCLAIMER

If you have any questions, or need help implementing any aspect of the SIBUR brand identity please contact the Sibur Brand Team.

*Please note, that all images used are used for illustrative purposes only. SIBUR does not own the rights for these images.

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