

# BASIC ELEMENTS GUIDELINE

Version 1.0

**SIBUR**

# HELLO.

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

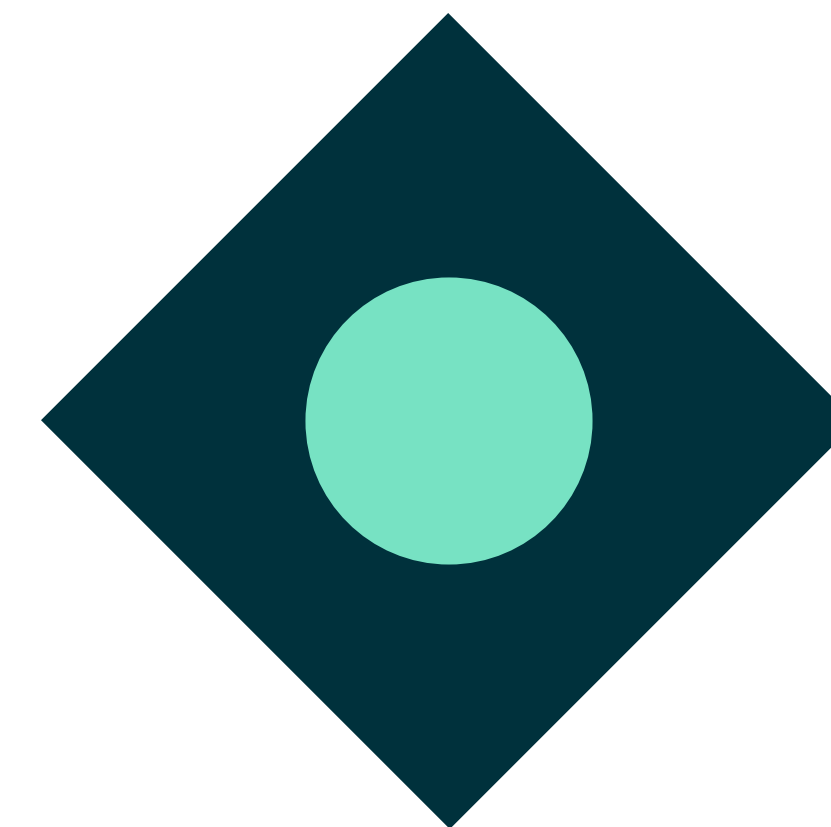
**This guideline aims to ensure the brand's visual identity is expressed consistently and coherently.**

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

<b>1</b>	<b>Our brand</b>	<b>03</b>
<b>2</b>	<b>Brand identity</b>	<b>14</b>
<b>3</b>	<b>Contact &amp; disclaimer</b>	<b>59</b>

# 1 OUR BRAND

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



# Brand architecture

# SIBUR

SUBSIDIARY LOGOS

**SIBUR**  
INTERNATIONAL

PLANT LOGO

**SIBUR**  
ZAPSIBNEFTEKHIM

PROJECT LOGOS

**SIBUR** ERP

TRADEMARK LOGOS

**SIBEX**



# 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 photograph of two men in a professional setting. The man on the left is wearing a white button-down shirt and has a slight smile. The man on the right is wearing a light blue button-down shirt and is looking towards the first man. They appear to be in a meeting or discussion.

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 innovation 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:**

---



**SIBUR** **MADE BY US**  
EMPLOYEE AWARDS

---

# 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**

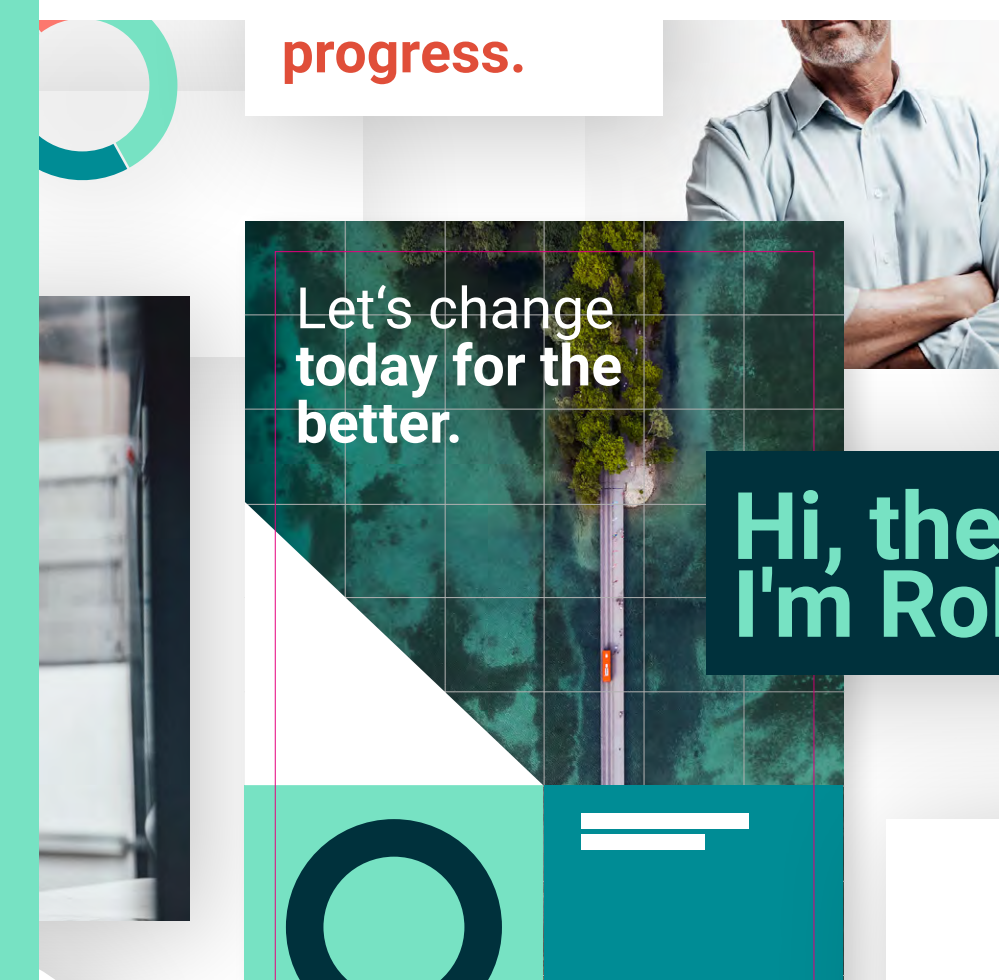
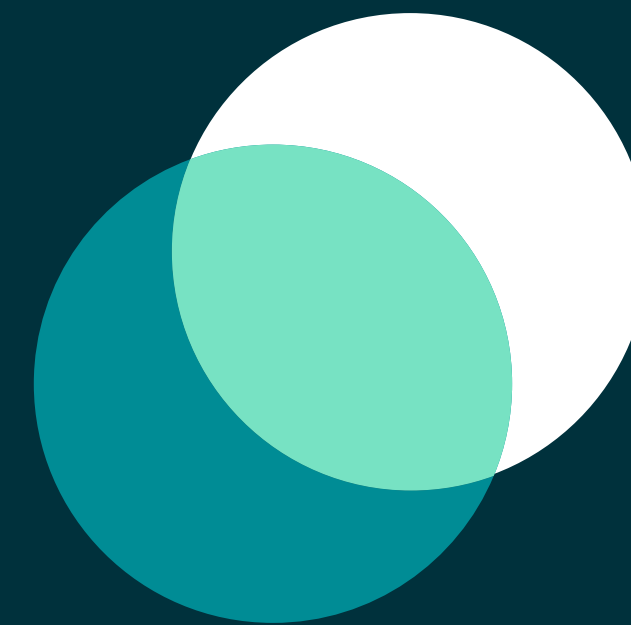
**Made by us**

## 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.

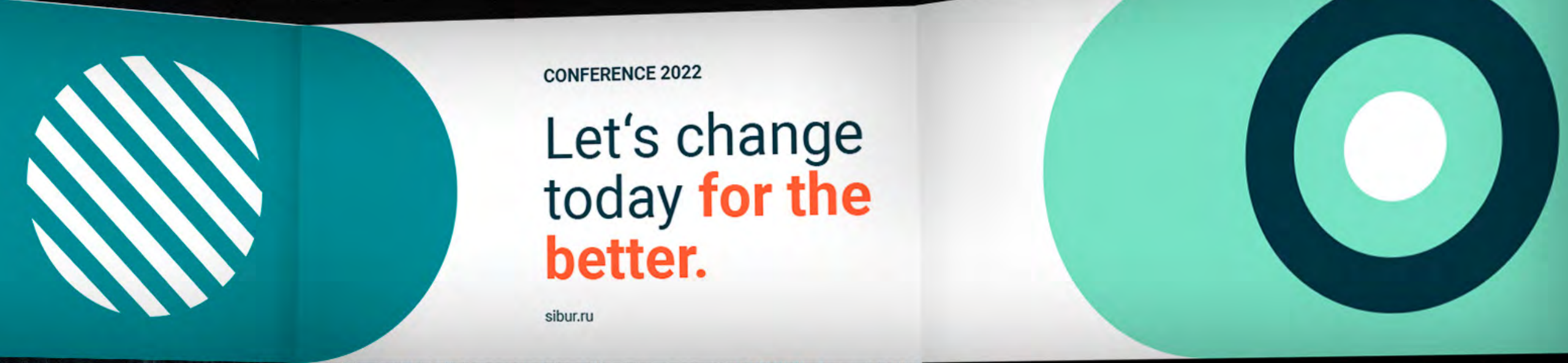
The principles regarding the use of the basic elements are explained in detail on the following pages.





3.1 Introduction

# Look & feel



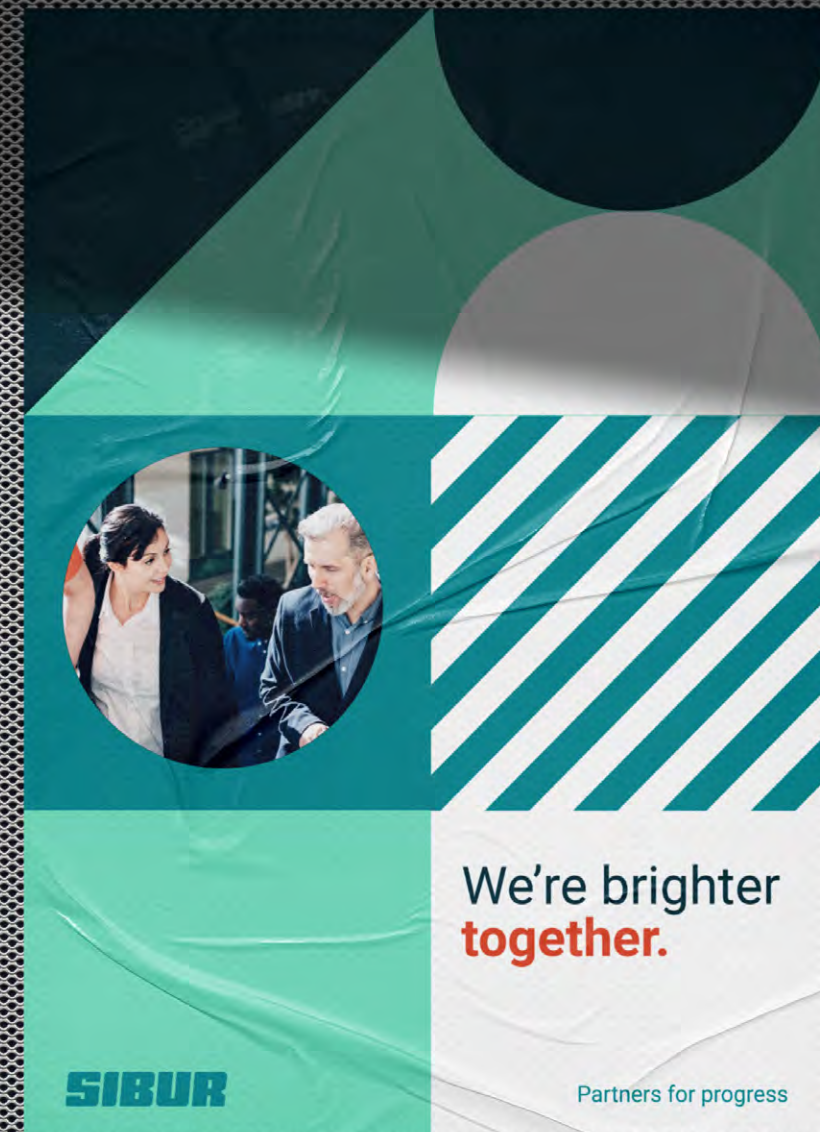
2 Brand identity



Let's change today for **the better.**

**SIBUR**

Partners for progress





# 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**

## 2.2 Logo

# Size and clear spaces

### CLEAR SPACE

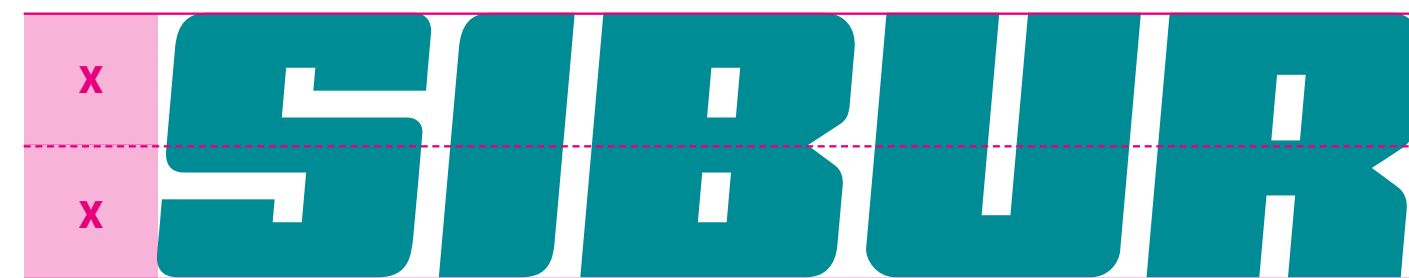
Our logo is often used in combination with other visual elements. To ensure that the surrounding graphics don't interfere with our logo, a defined clear space needs to be kept.

### 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.**

## 2 Brand identity

### BASE UNIT DEFINITION



### CLEAR SPACE



### 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

**SIBUR**

15 mm

**СИБУР**

15 mm

### MINIMUM SIZE DIGITAL

**SIBUR**

150 px

**СИБУР**

150 px

# Size and clear spaces

To proportionally resize the logo on different formats, you need to **set the height of the logo to 8% of the dimension of the shortest side of the format.**

Examples:

A4 (29.7 x 21 cm)

8% of 21cm = 1.68 cm = h of the logo.

### EXCEPTIONS

For formats whose shorter side is too shorter than the long format, for example digital banners (> 21:9), you can set the height of the logo up to 20% of the measurement of the shorter side.

Examples:

LEADERBOARD (728x90 pixel)

18% of 90pixel = 16.2pixel = h of the logo.

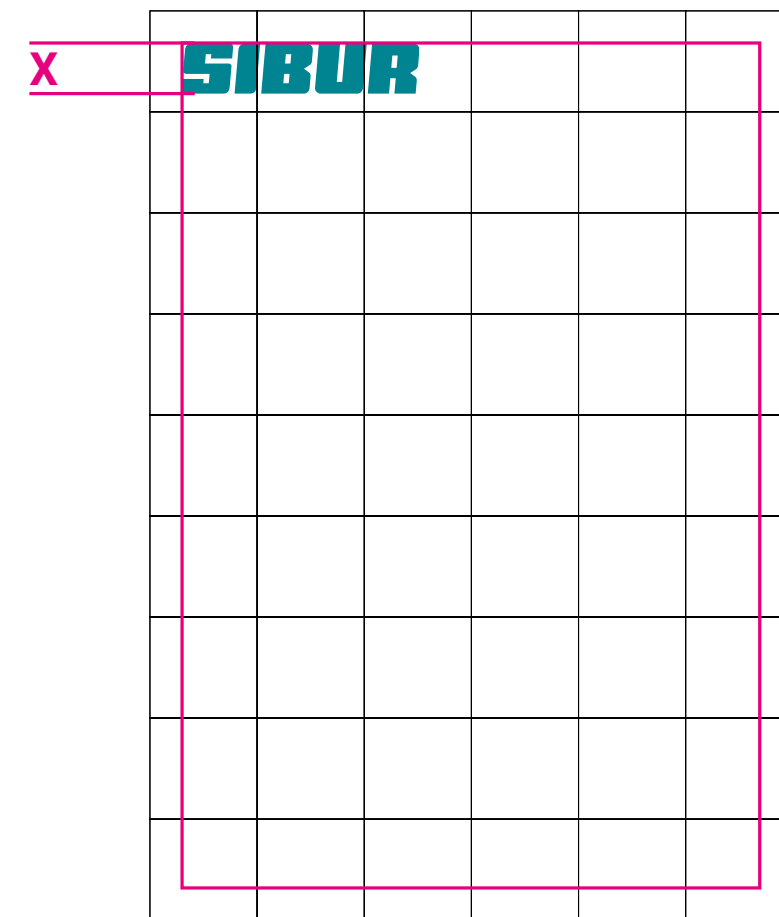
For formats larger than 2 meters, (for example a 3x6 meter banner) it is possible to set the height of the logo up to 10% of the measurement of the shortest side.

### RECOMMENDATIONS

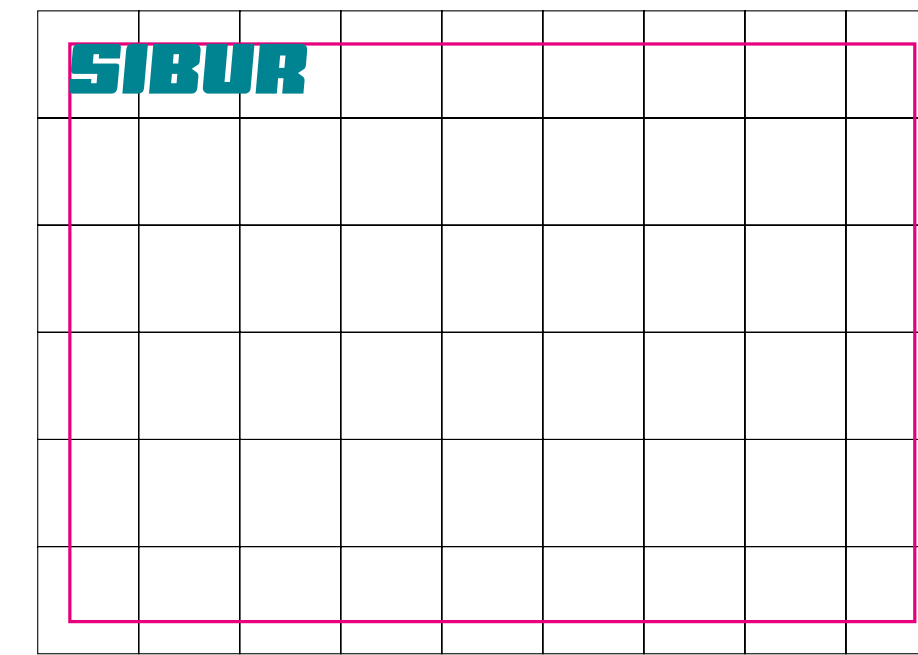
it is important to resize the logo also according to the communication of the touchpoint being designed.

It is important to refine the dimensions of the logo to make it fit within a basic module of the layout. See chapter 2.2 Logo> Placement in the guidelines layout.

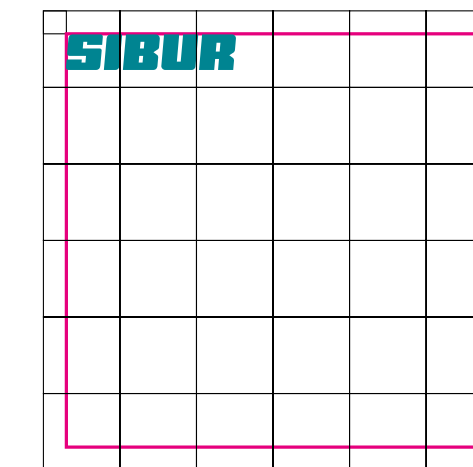
A4 VERTICAL (21x29,7 cm)



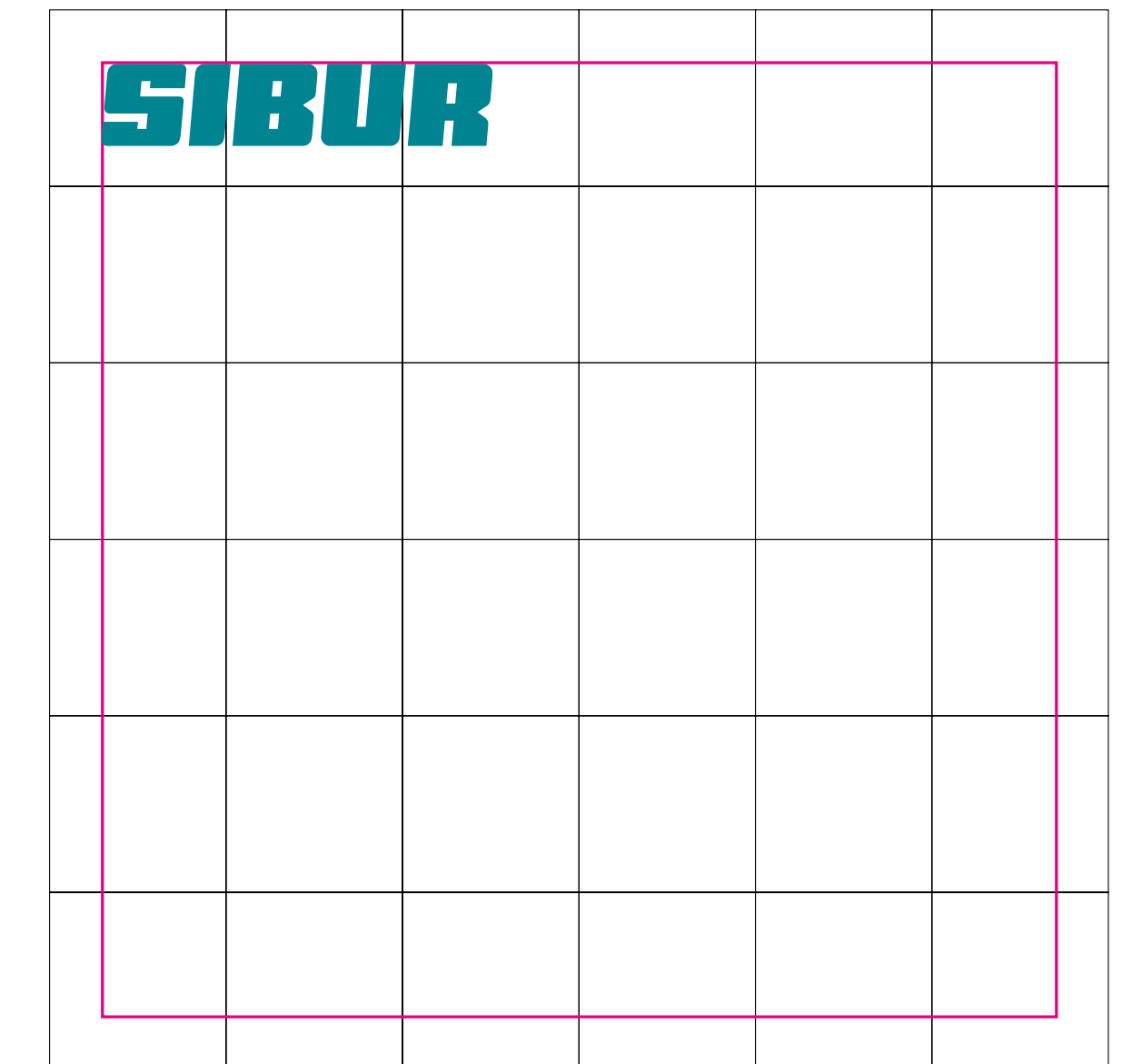
A4 HORIZONTAL (21x29,7 cm)



CARD (15x15 cm)



INSTAGRAM POST (1080X1080 PIXEL)



LEADERBOARD 728X90





## 2.2 Logo

# 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.

The word "SIBUR" in a bold, black, sans-serif font with a slightly irregular, blocky appearance.

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

The word "SIBUR" in white, bold, sans-serif font, set against a dark, textured background of a forest stream.

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

The word "SIBUR" in a bold, teal, sans-serif font on a plain white background.

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

The word "SIBUR" in white, bold, sans-serif font on a dark teal background.The word "SIBUR" in white, bold, sans-serif font on a light teal background.The word "SIBUR" in white, bold, sans-serif font on a dark teal background.The word "SIBUR" in teal, bold, sans-serif font on a light teal background.The word "SIBUR" in teal, bold, sans-serif font on a dark teal background.

## 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 **corresponds 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. It could also be used in vertical formats under the logo, aligned either to the left or the right of the logo.
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 in the horizontal version and 2X in the vertical one. The X base unit corresponds of 1/2 height of the logo).

### MINIMUM SIZE PRINT

Partners for progress

40 mm

### MINIMUM SIZE DIGITAL

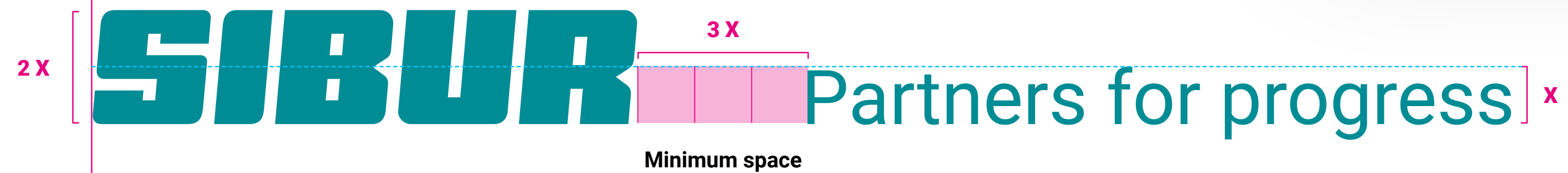
Partners for progress

60 mm

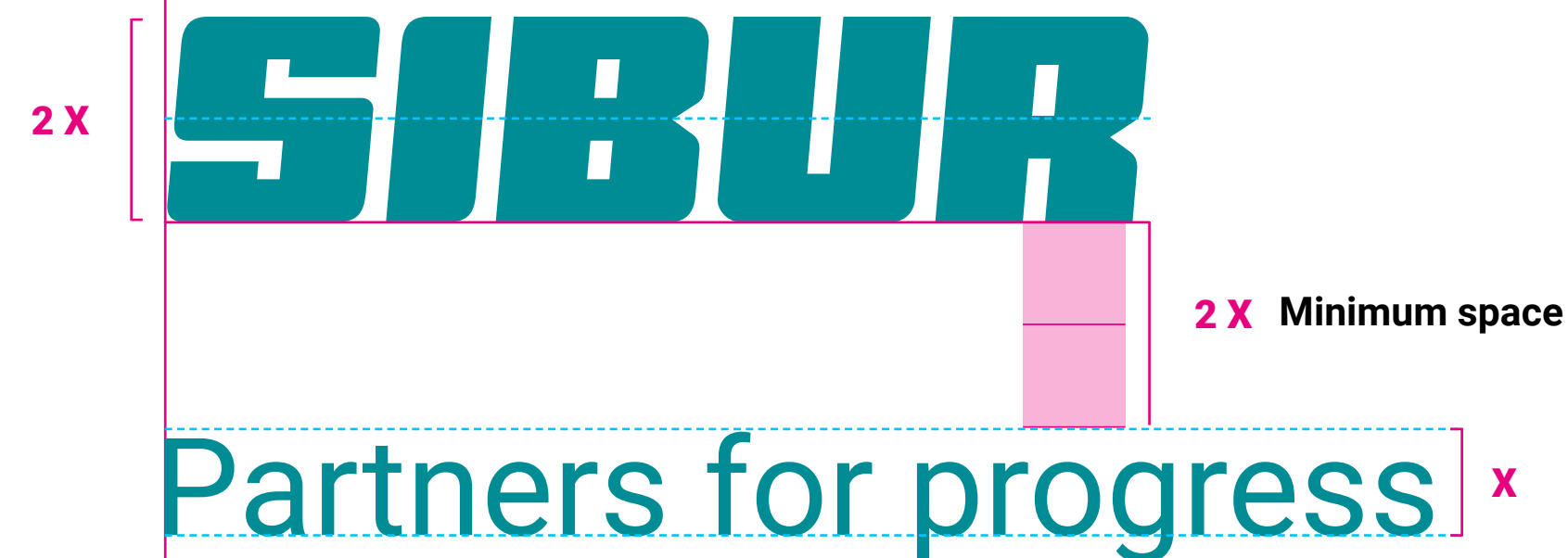
### TOPLINE ALIGNMENT

**SIBUR** Partners for progress

### BASELINE ALIGNMENT



### LEFT ALIGNMENT



### RIGHT ALIGNMENT



## 2.2 Logo

# Placement

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

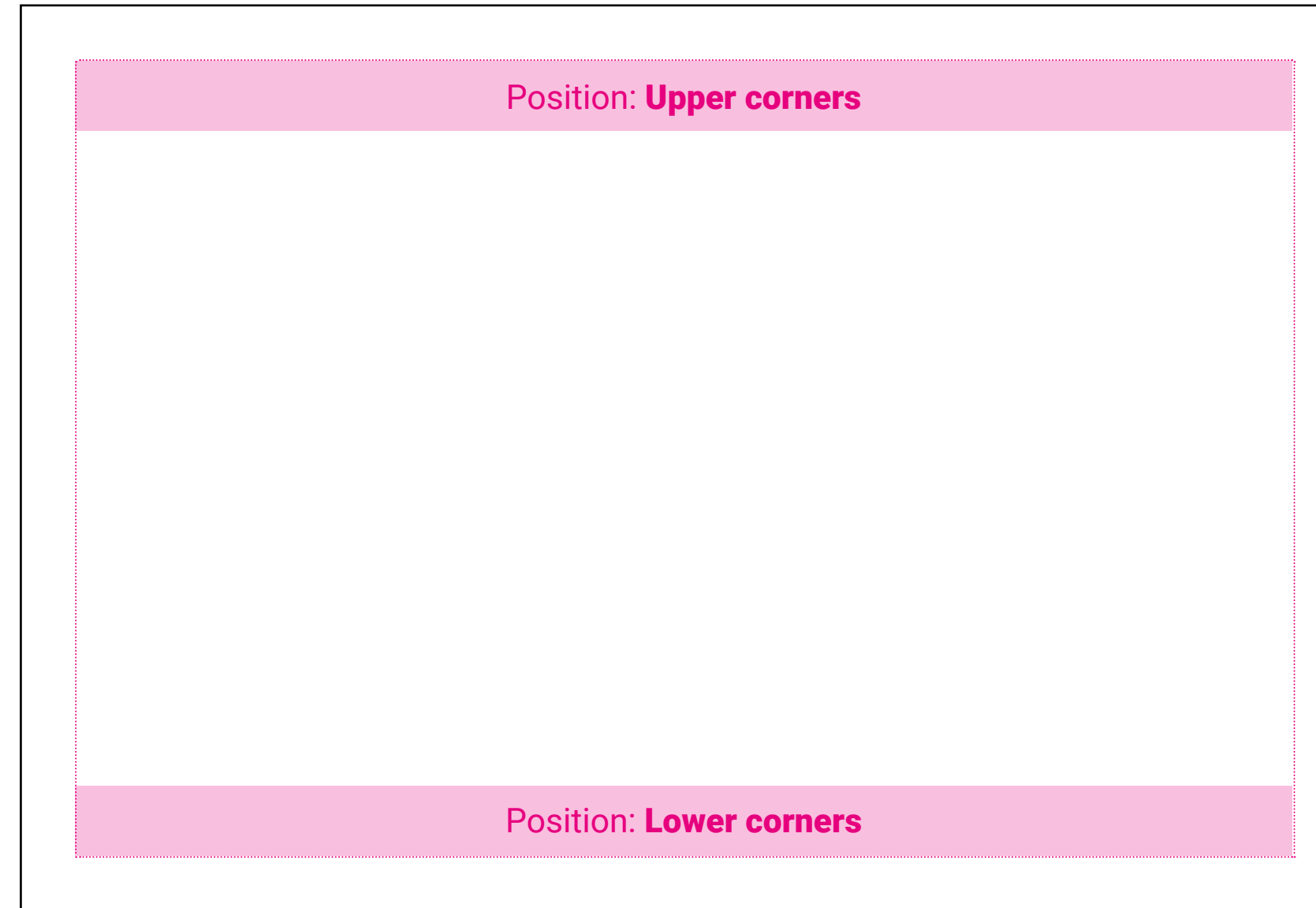
The order of logo and tagline is interchangeable depending on the medium and position of the text

### Exceptions

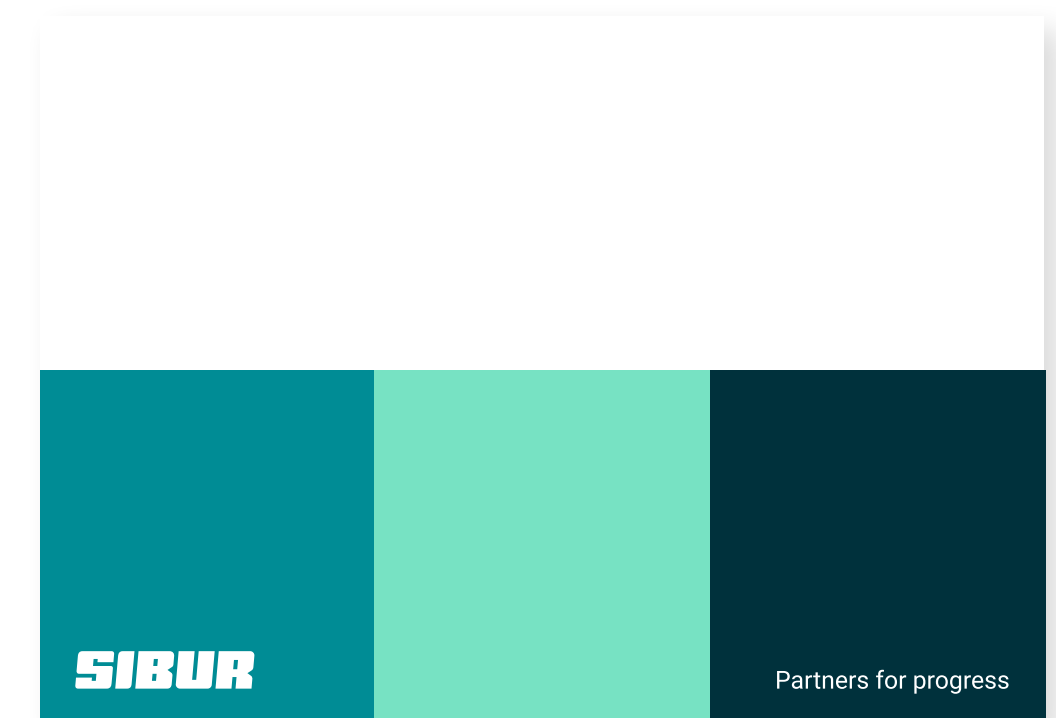
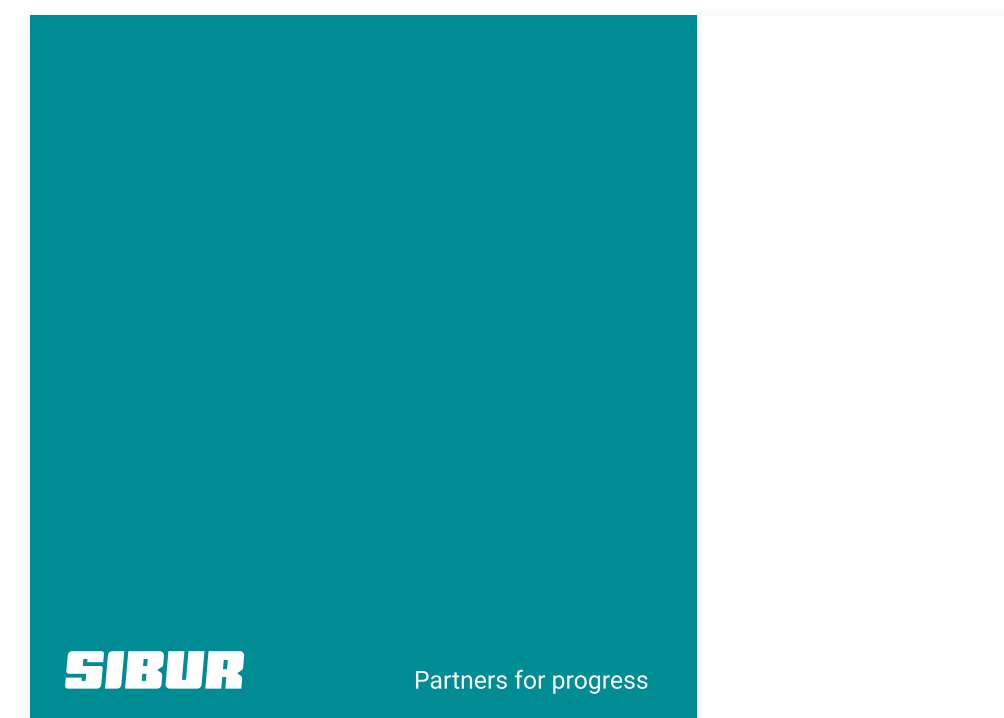
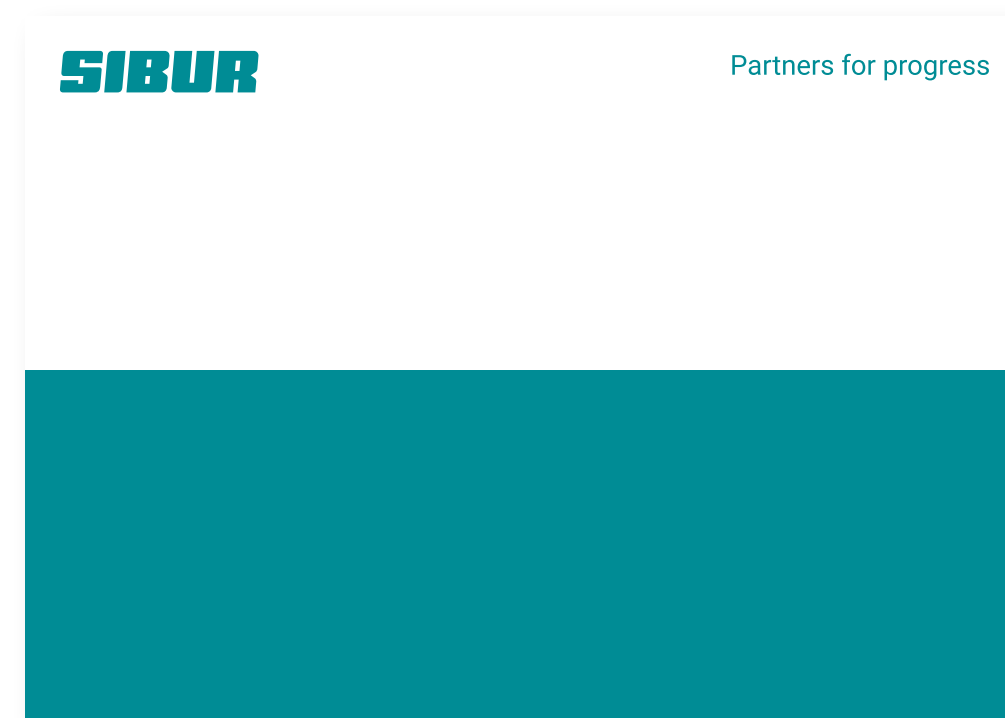
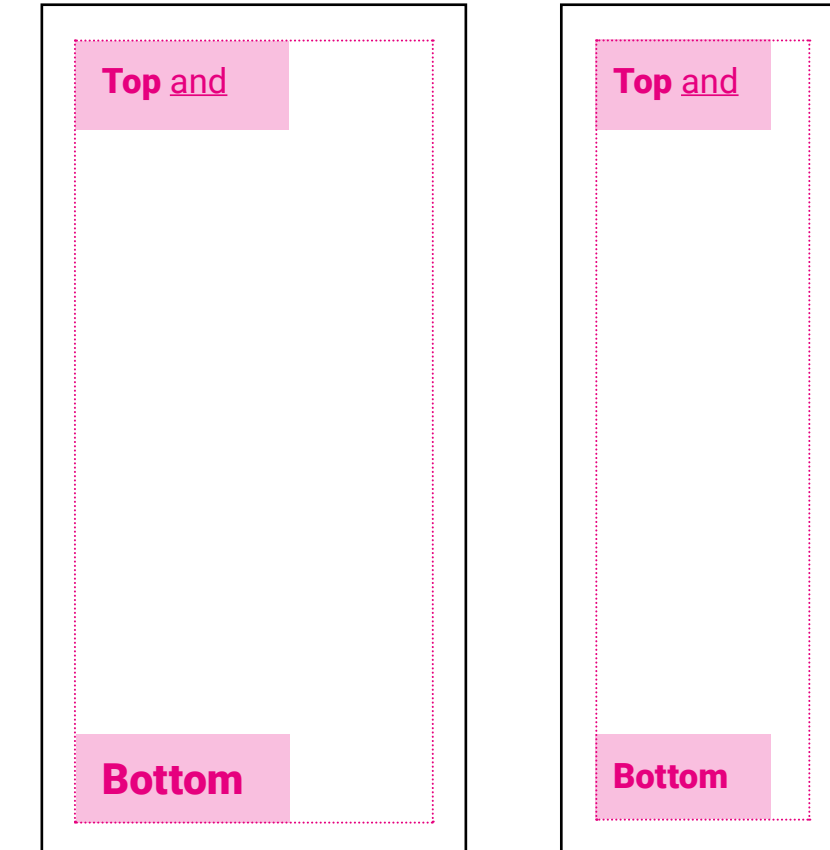
If the positioning described above is not possible due to the position and size of the modules, the lockup can be positioned in the module itself.

## 2 Brand identity

### 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!



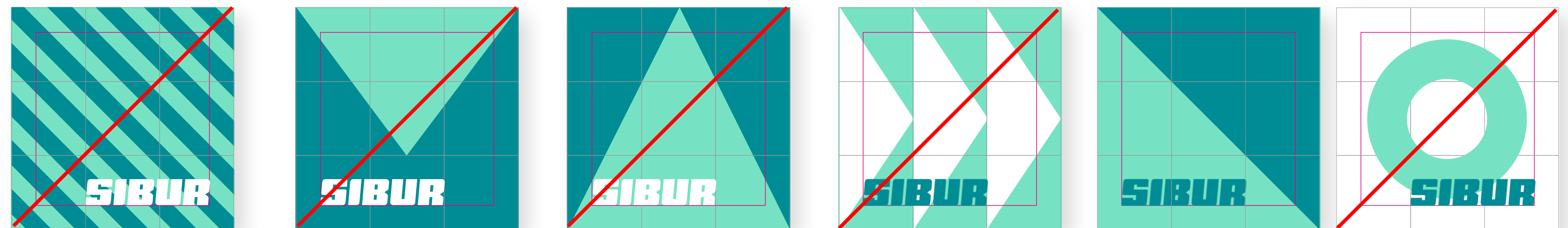
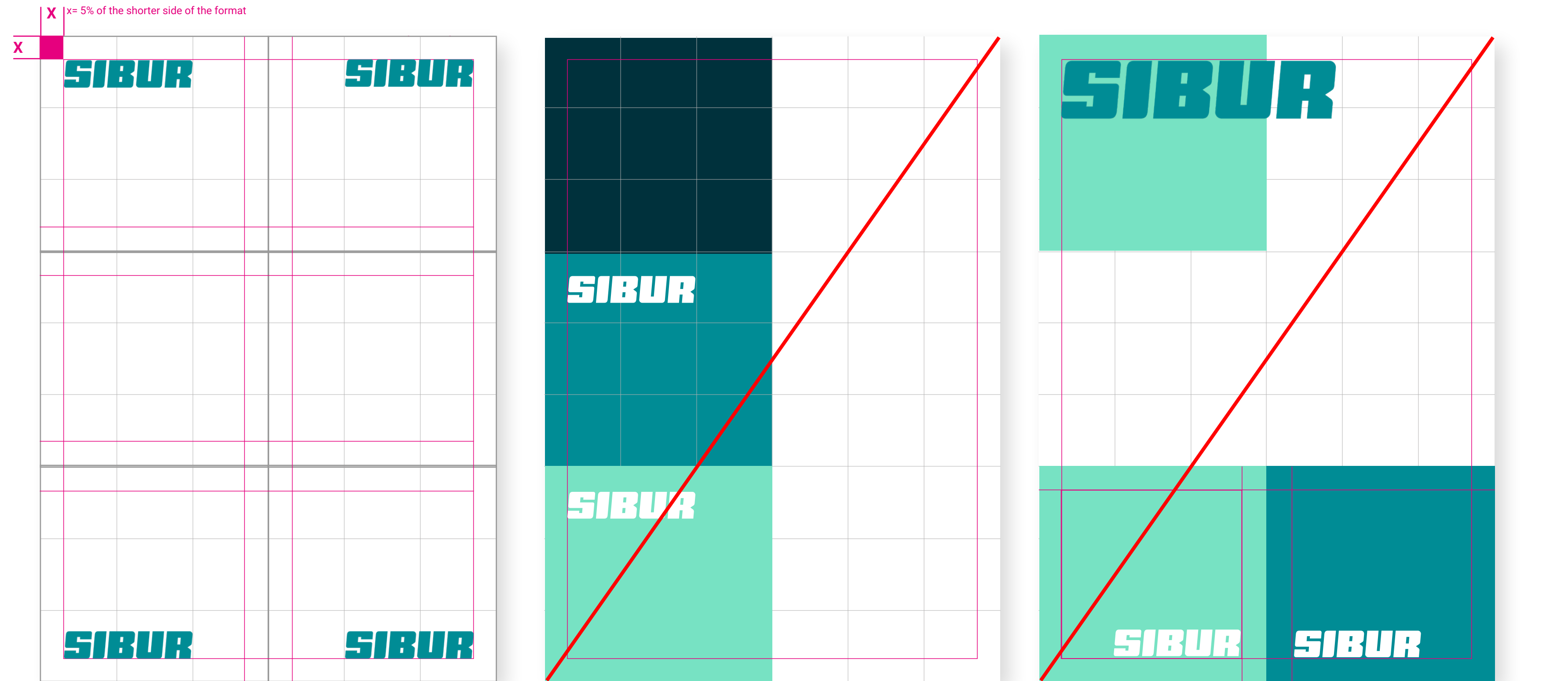
# Placement in layout

The logo should be placed inside a singular base module (3x3 units) depending on the size of the format and respecting the margins defined by the base unit (x) equivalent to **5% of the shorter format size**.

**Do not place the logo in different positions than the lower or upper corners, left or right depending on the composition.**

**If the logo is placed in the upper corners, is not possible to place any other element above it.**

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



# Incorrect use

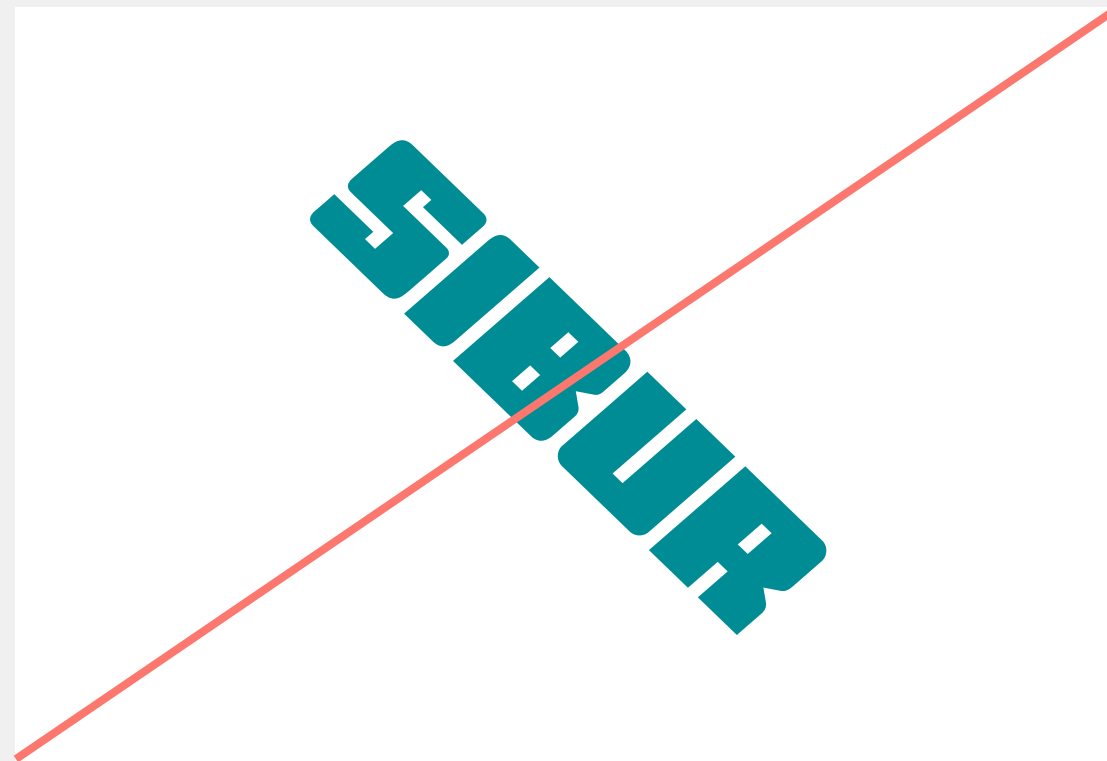
**NO COLOR CHANGE**

Don't use undefined colors.



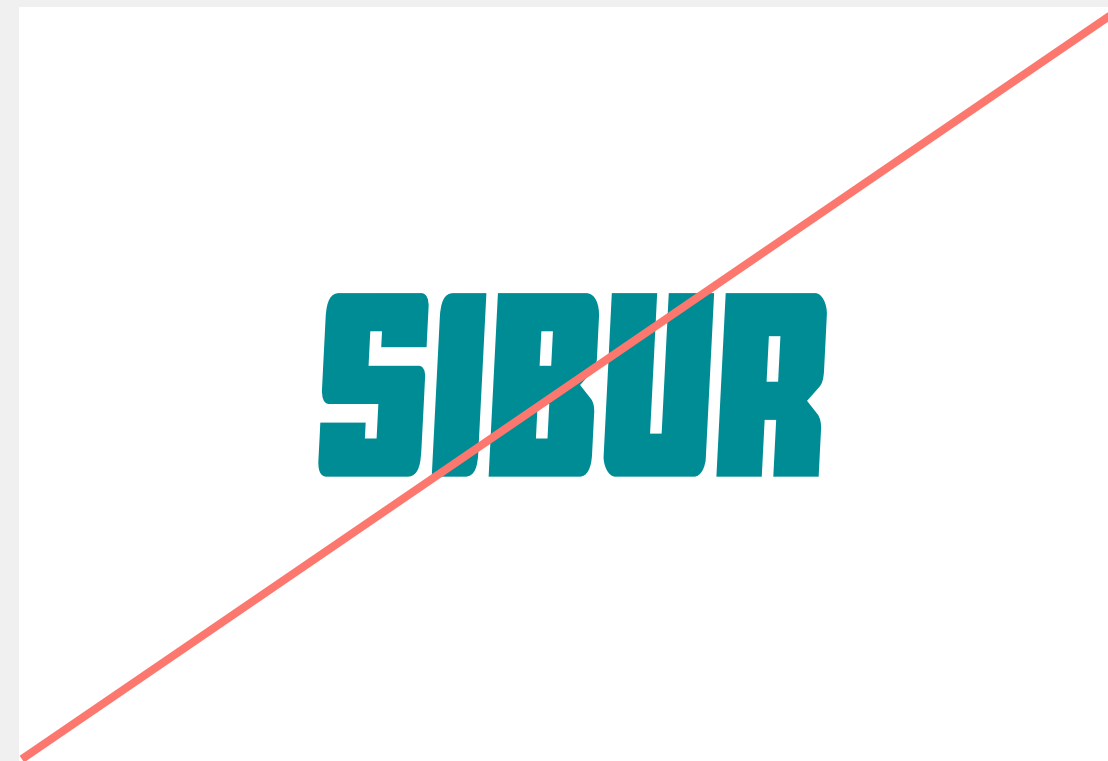
**NO ROTATION**

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



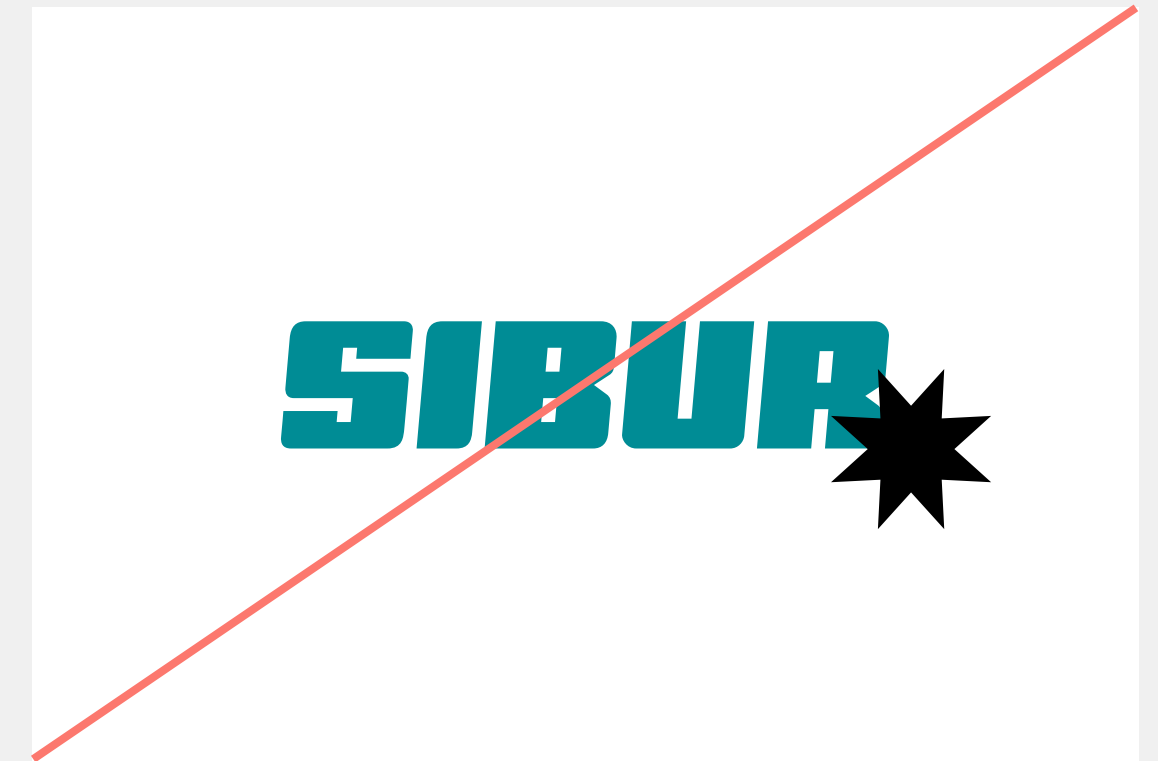
**NO DISTORTION**

Don't distort, squeeze or transform the logo.



**NO ADDITIONAL ELEMENTS**

Don't add any elements to the logo.



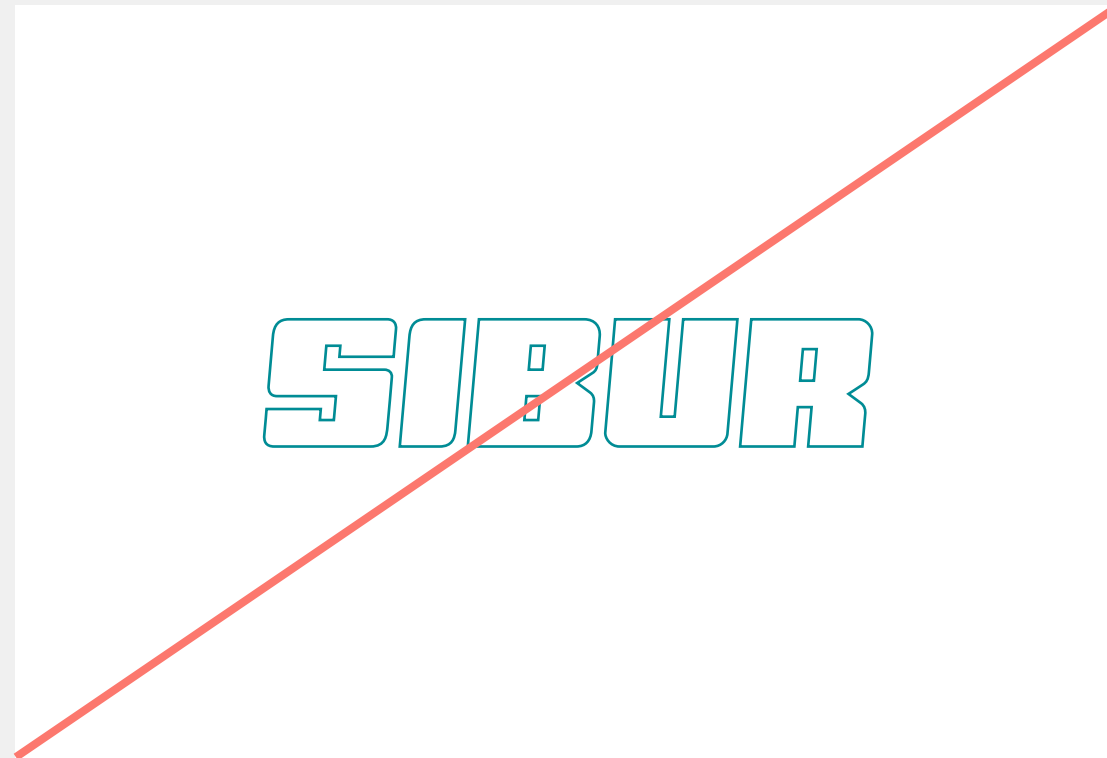
**NO EFFECTS**

Don't use any effects.



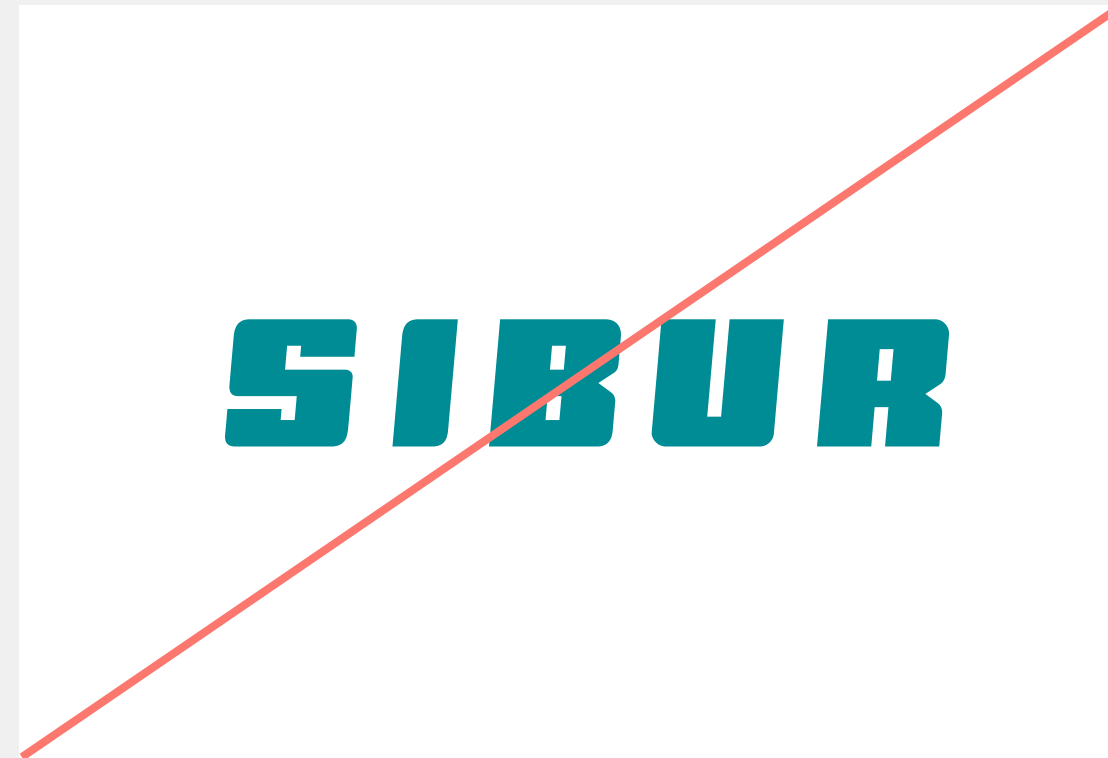
**NO OUTLINES**

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.

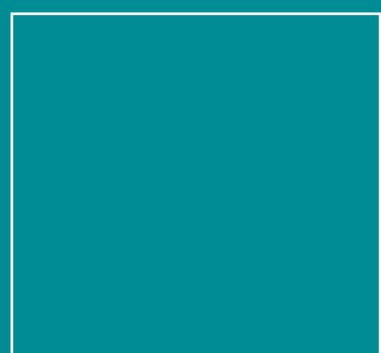


# 2.3 COLORS

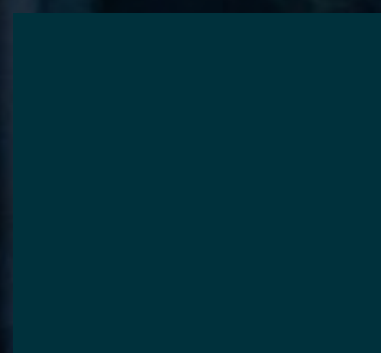
- 2.3.1 Inspiration
- 2.3.2 Brand colors
- 2.3.3 Color ratio
- 2.3.4 Exemplary use



# Inspiration



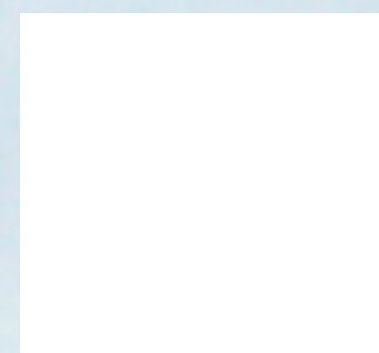
**SIBUR DNA**  
Legacy



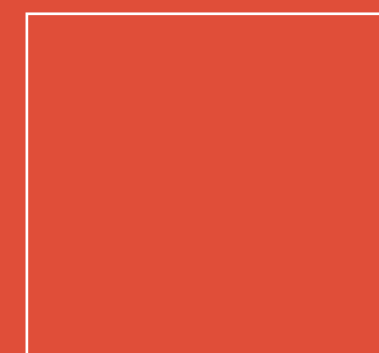
**DARK TEAL**  
Progress &  
Innovation



**MINT**  
Sustainability



**WHITE**  
Clarity & Focus



**BRIGHT ORANGE**  
Curiosity &  
Challenge

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



# 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  
**CMYK** 100, 0, 34, 23  
**RGB** 0, 140, 149  
**HEX** 008C95  
**RAL** 5021

### DARK TEAL

**PANTONE** 548 C  
**CMYK** 100, 36, 38, 72  
**RGB** 0, 49, 60  
**HEX** 00313C  
**RAL** 5020

### MINT

**PANTONE** 564 C  
**CMYK** 44, 0, 30, 0  
**RGB** 119, 226, 195  
**HEX** 77e2c3  
**RAL** 170 80 25 (RAL DESIGN SYSTEM plus)

### WHITE

**CMYK** 0, 0, 0, 0  
**RGB** 255, 255, 255  
**HEX** FFFFFFFF

### BRIGHT ORANGE (ACCENT COLOR)

**PANTONE** 172 C  
**CMYK** 0, 74, 80, 0  
**RGB** 224, 78, 57  
**HEX** e04e39  
**RAL** 2009

## 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%

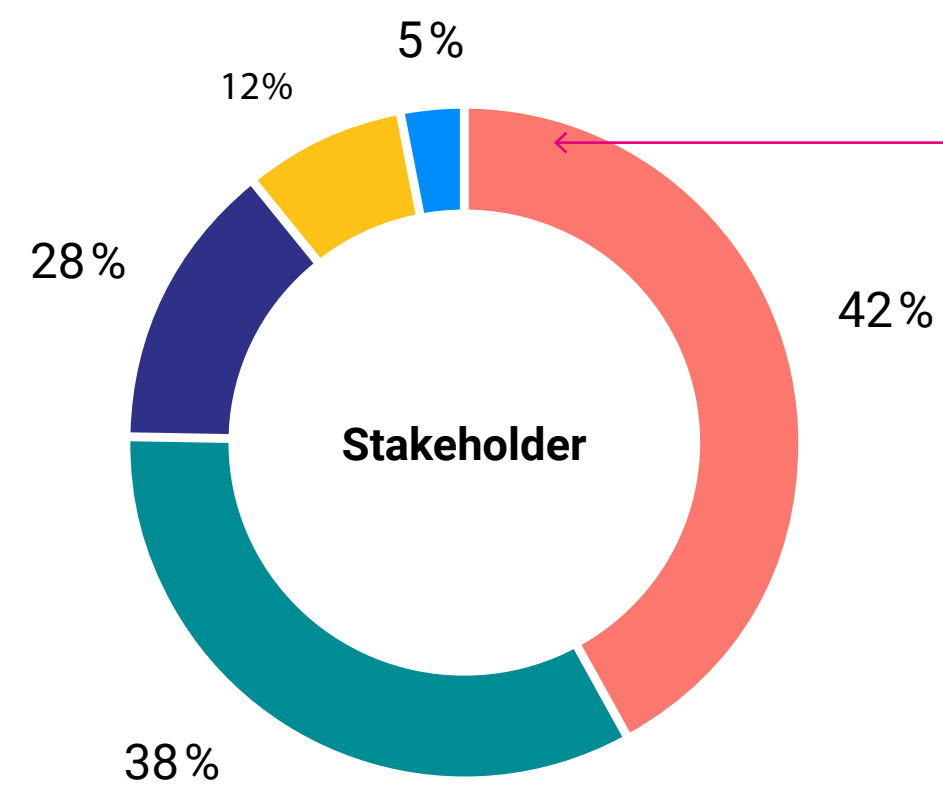
The percentages reflect the **relative distribution of the colors** in the overall impression of the SIBUR brand. Please notice that these are not absolute values which have to be applied in each medium and touchpoint.

# 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 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.



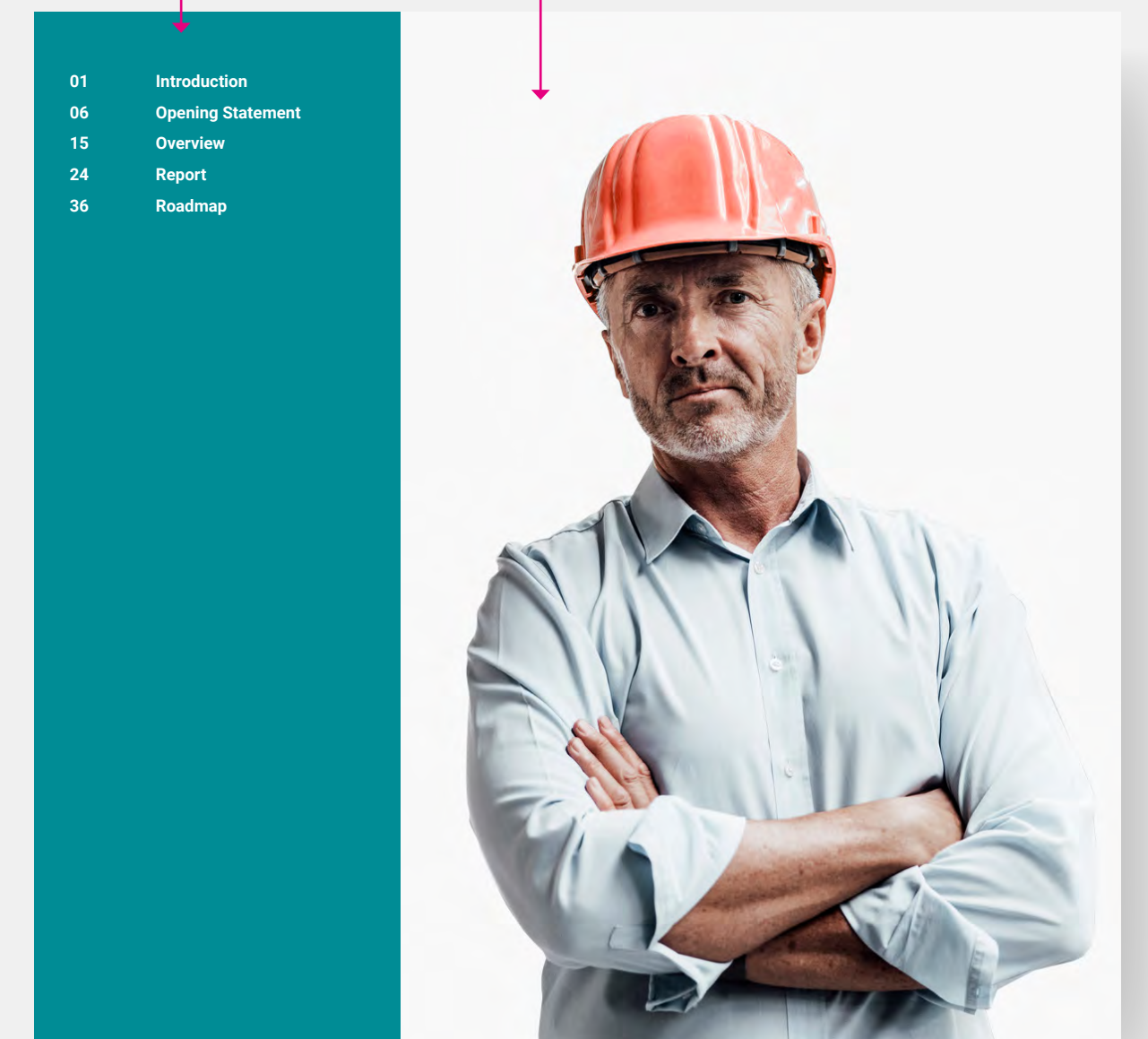
Secondary colors for infographics

PowerPoint presentation

Black as copytext color



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



## 2.4 Layout

# 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

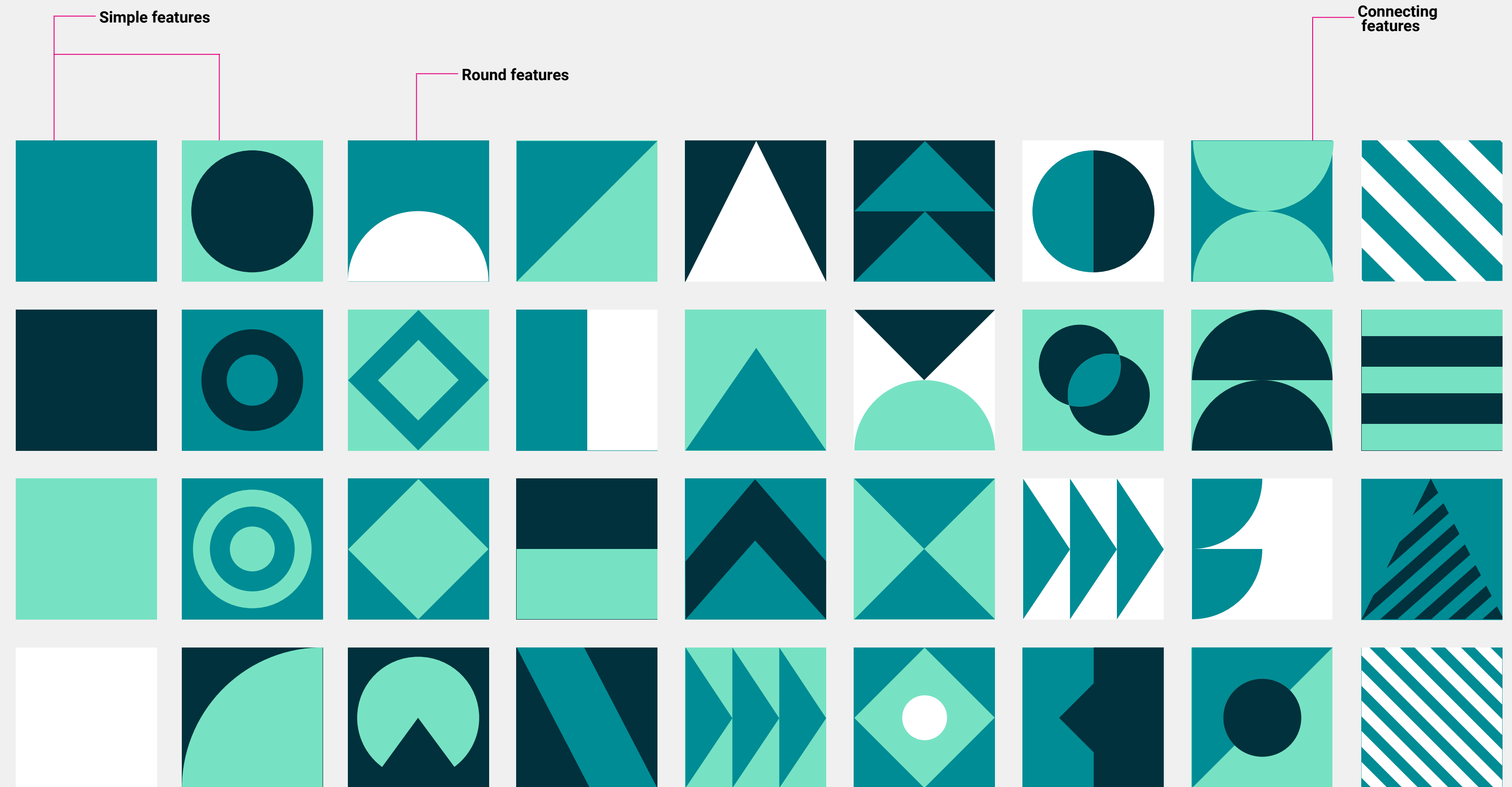
### CONNECTING FEATURES

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.

## 2 Brand identity

\*Exemplary pattern colorways



## 2.4 Layout

# 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.

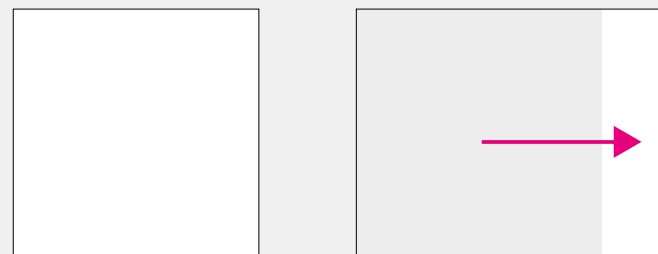
### TYPE AREA

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

### 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**.

### MAXIMUM DEFORMATION OF THE UNIT

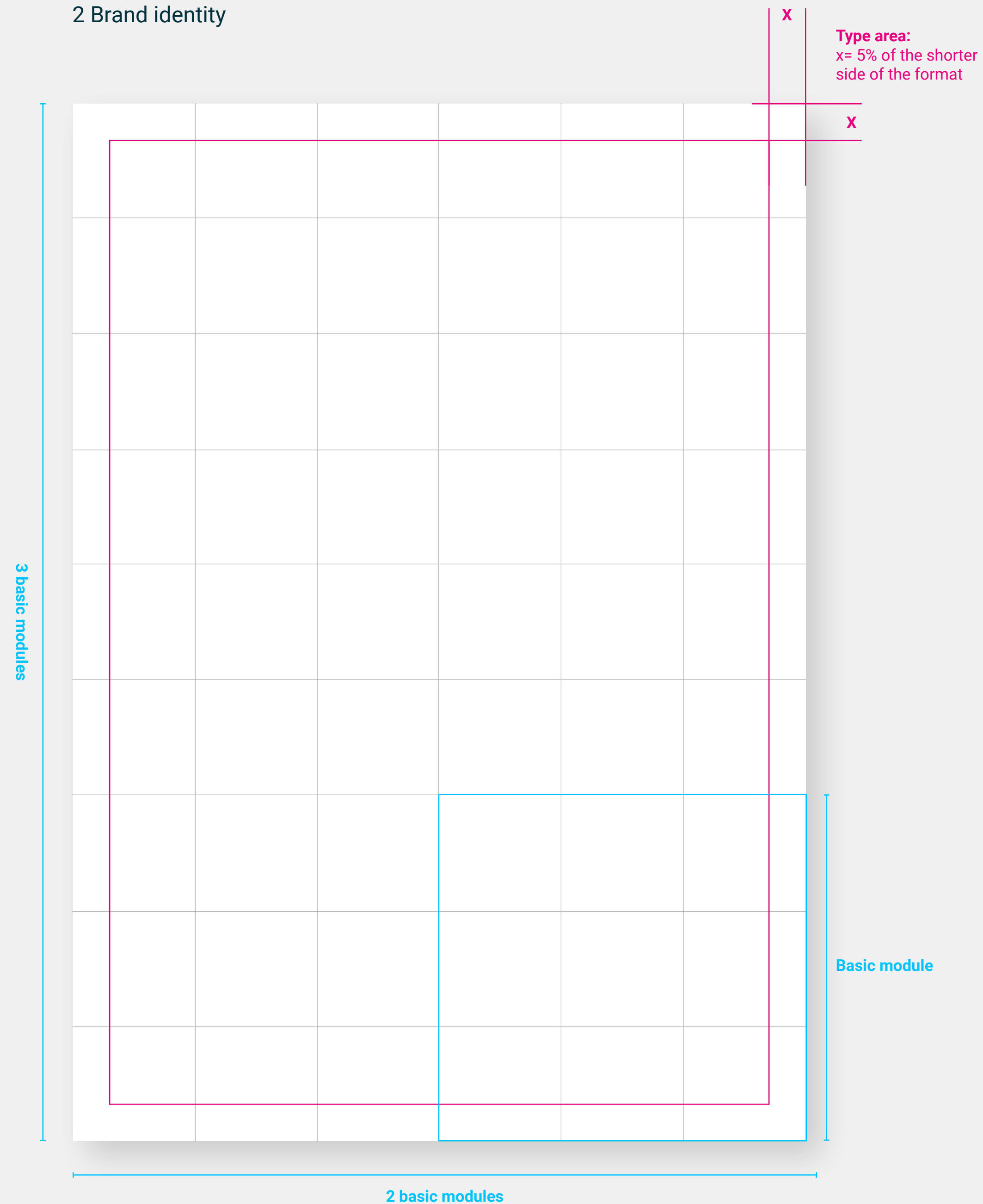


4:4

4:5

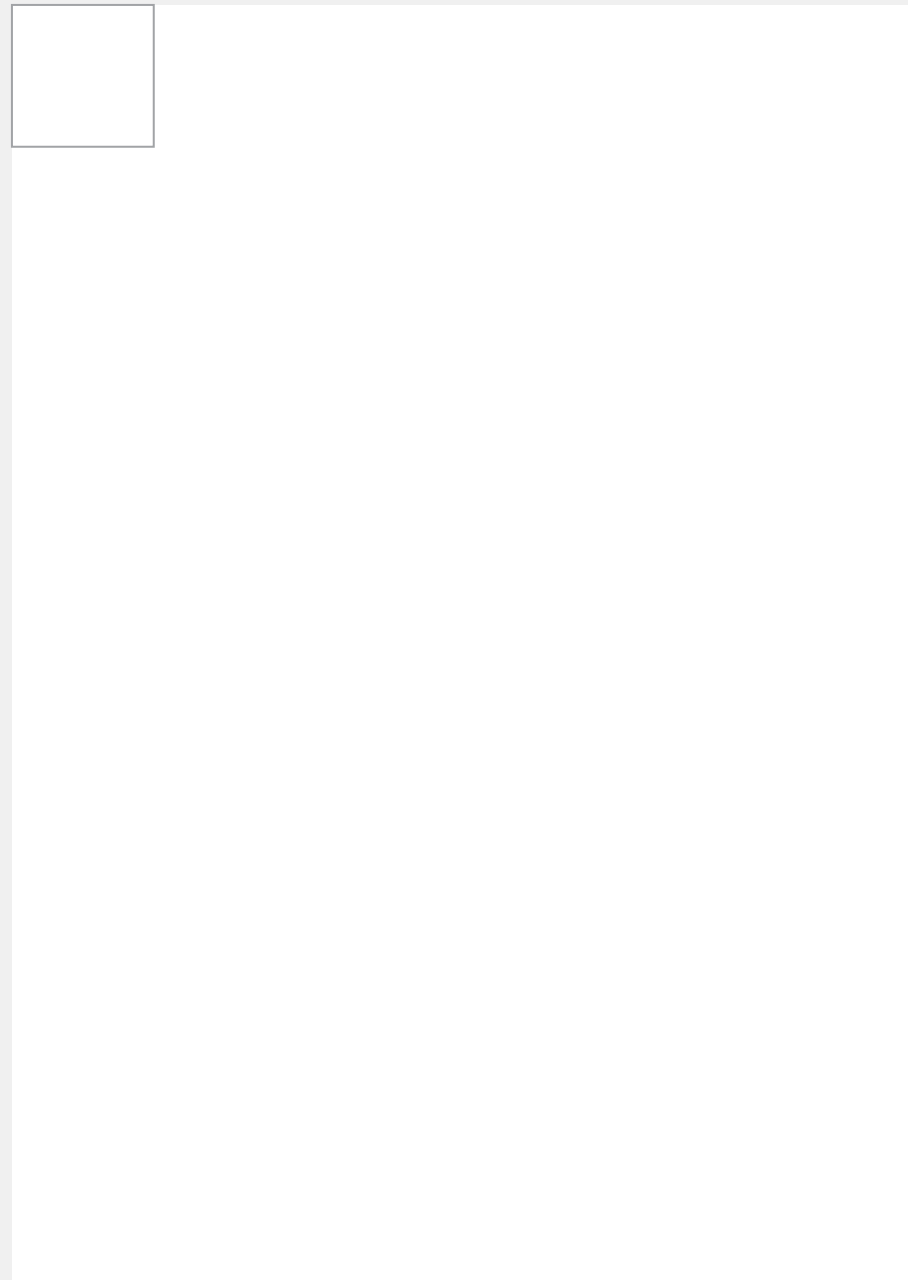
To adjust the grid to every format it is possible to deform the base 4:4 unit up to 4:5 ratio.

## 2 Brand identity

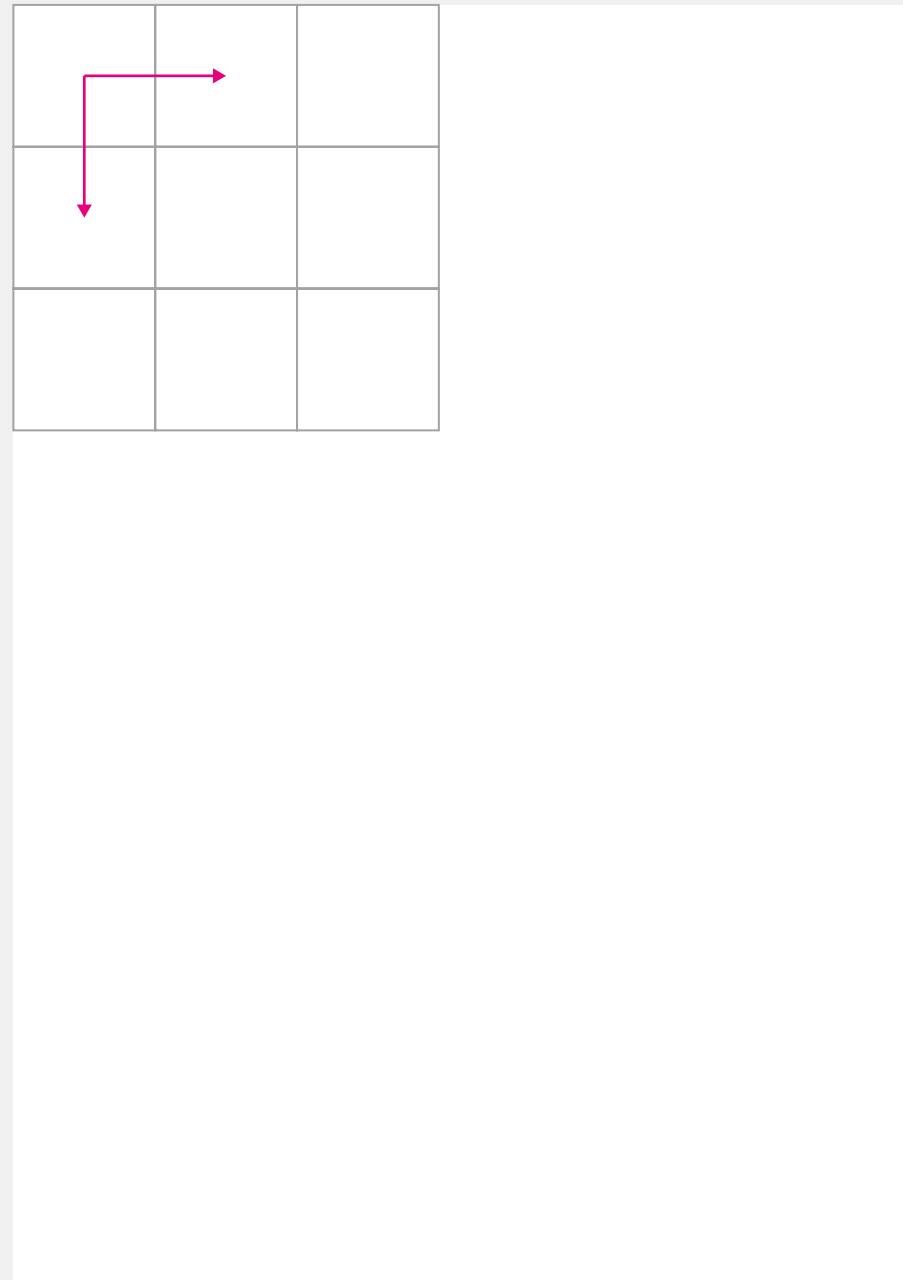


# Grid

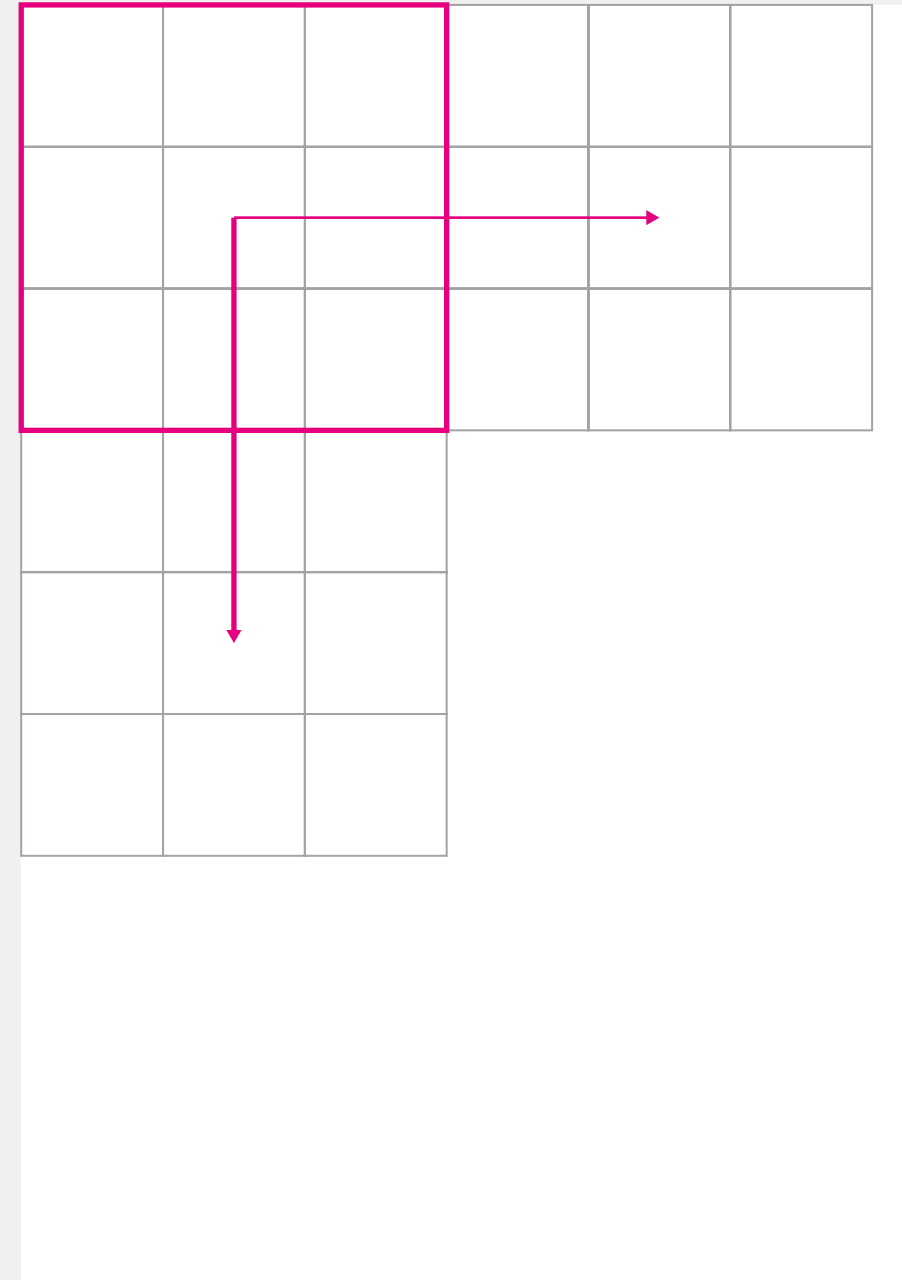
**DRAW THE FIRST UNIT 4:4**



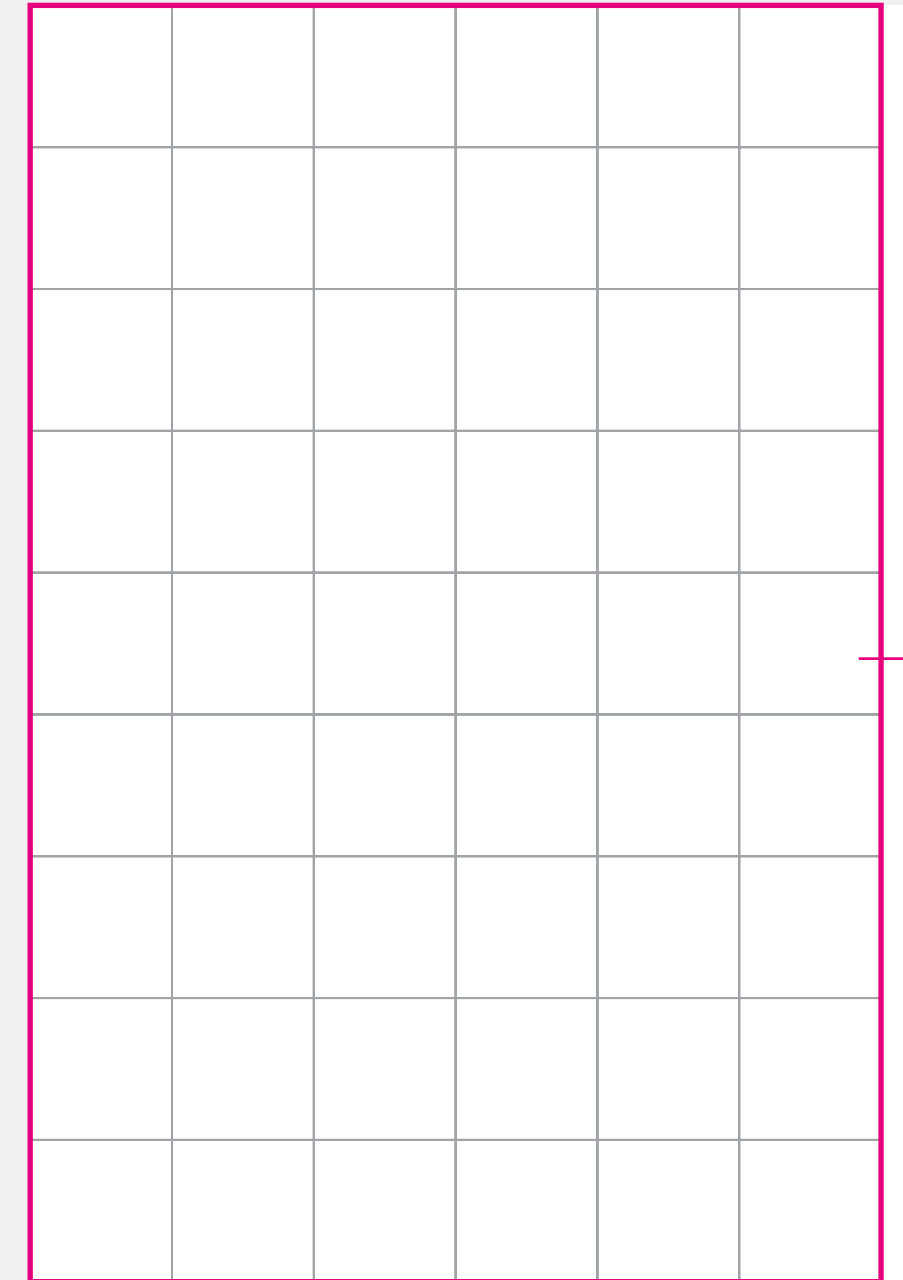
**DUPLICATE THE UNIT**



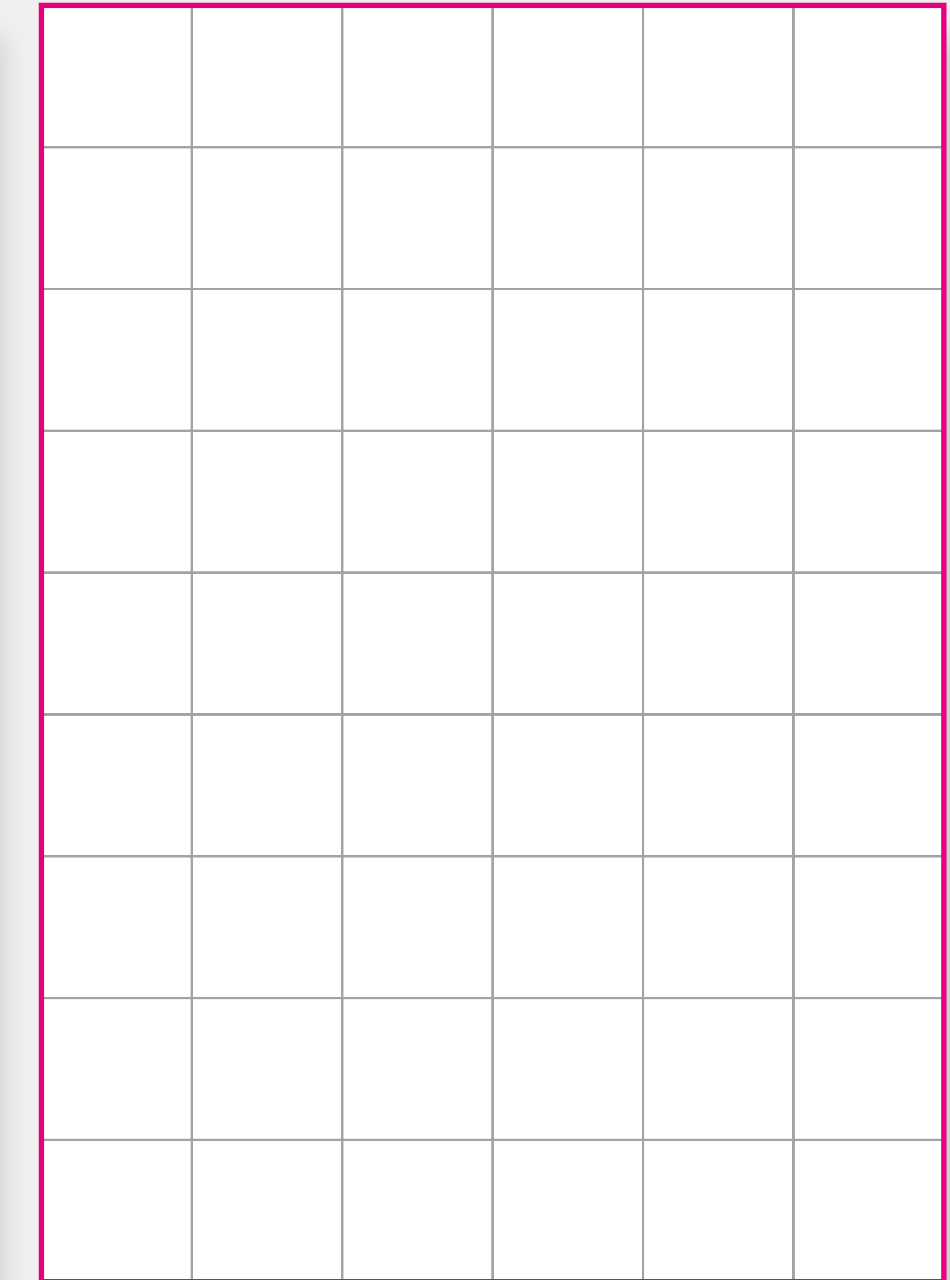
**DUPLICATE THE BASE MODULE**



**FILL THE PAGE**

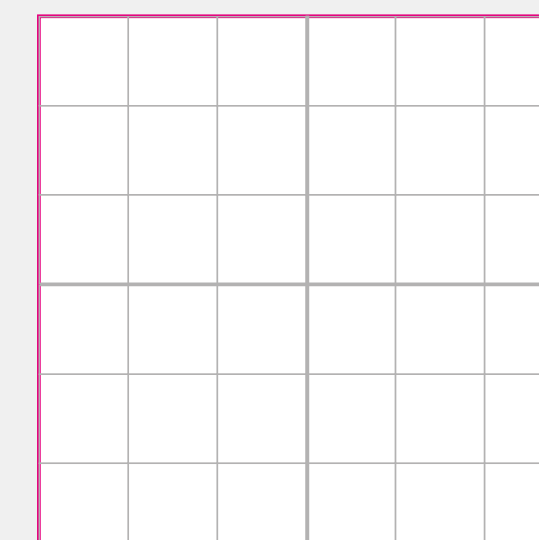


**RESIZE THE GRID**



1. Draw the basic unit 4:4.
2. Duplicate the unit 4:4 into a base module (3x3 unit square).
3. Duplicate the module to fill the format.  
It would be better to have two base modules on the short side, depending on the ratio and size of the format.  
For example, if the short side is too short it is ok to use only one base module.
4. Adjust the grid by selecting the full grid and deforming it in order to fill the total surface of the format, if needed.

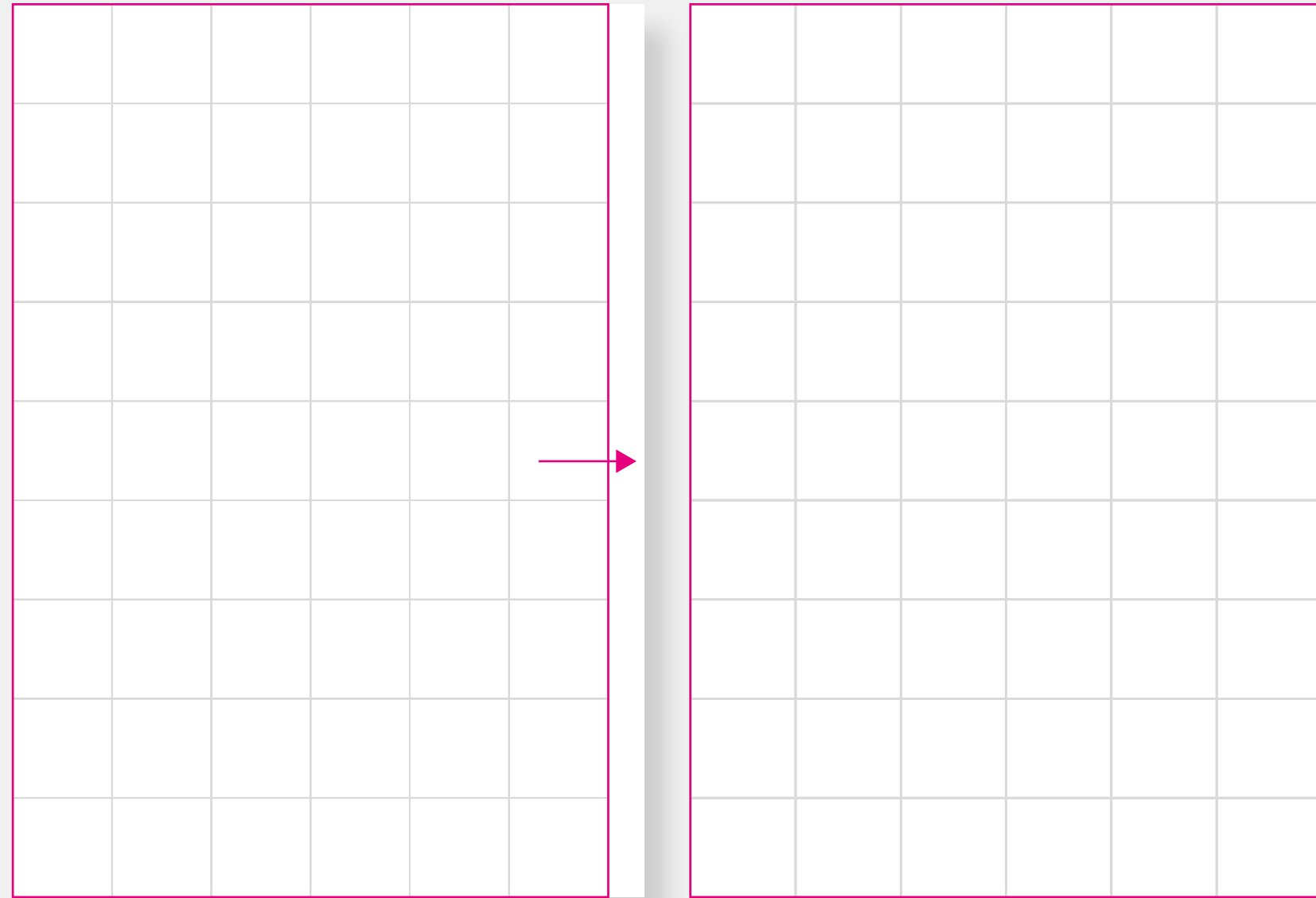
**DUPLICATION OF THE BASIC MODULE**



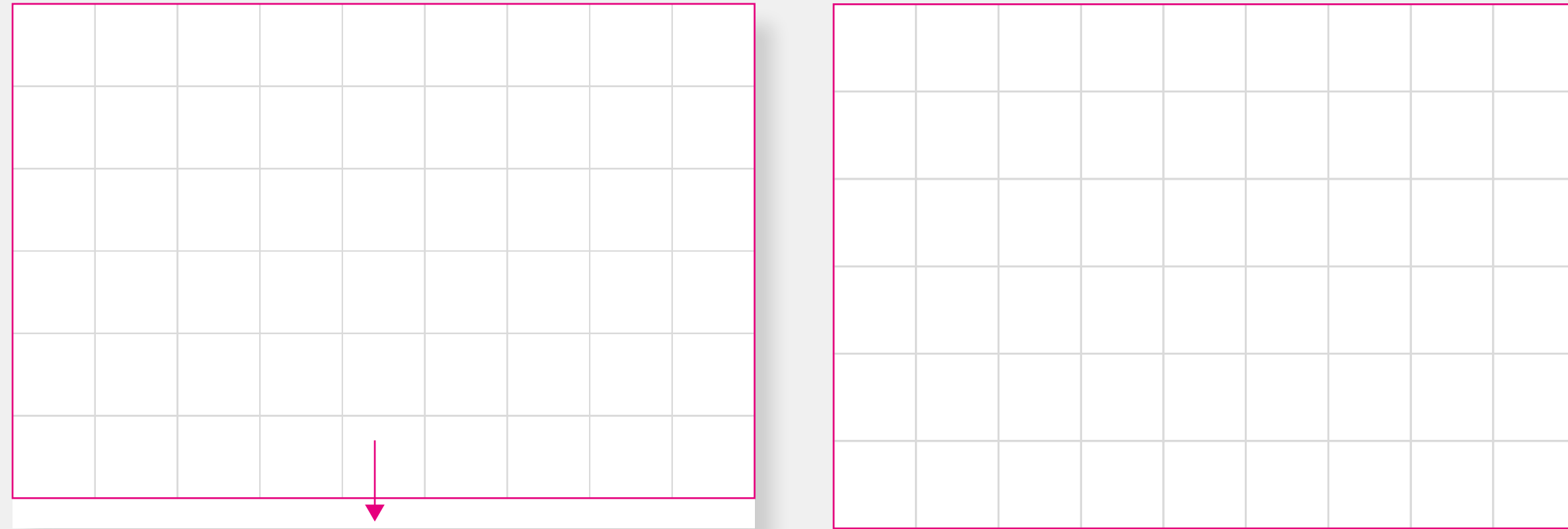
The grid could be composed by minimum a base module (3x3 units) for small formats, up to 10 modules on the longest side.

# Making the grid

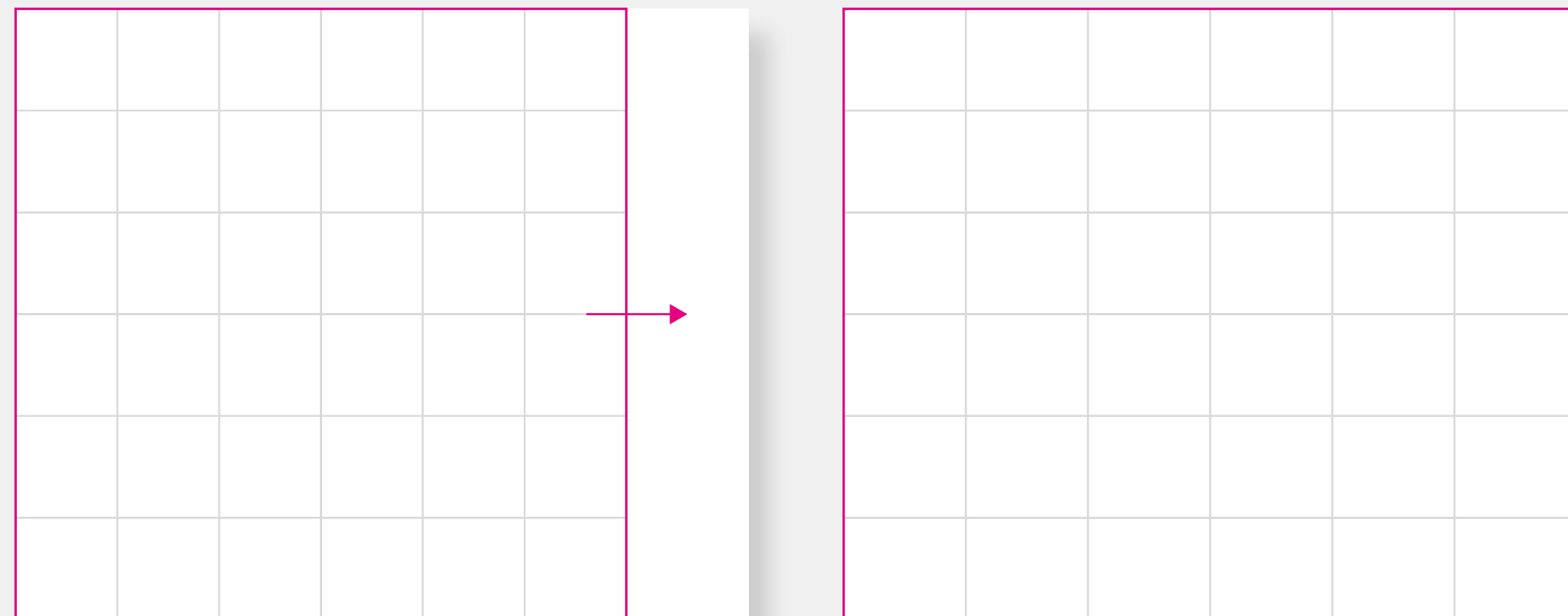
DIN A0-A7 (VERTICAL)



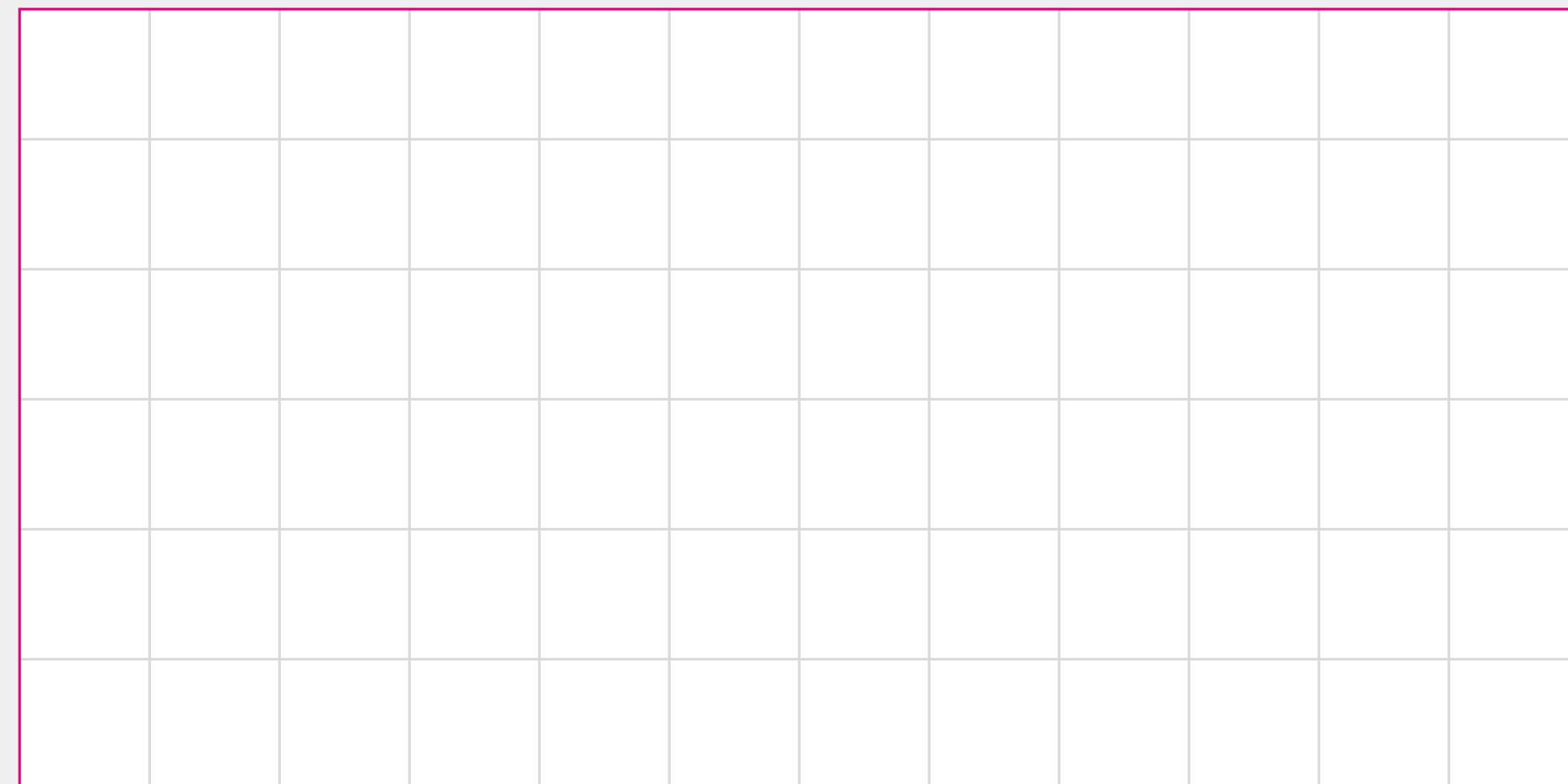
DIN A0-A7 (VERTICAL)



BASIC RECTANGLE 300x360px

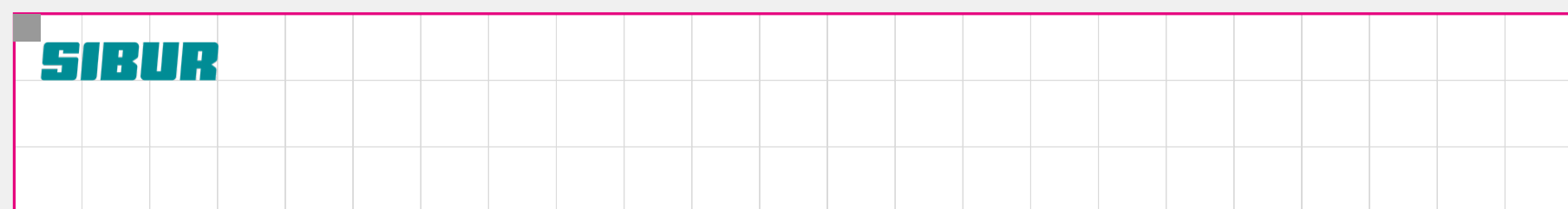
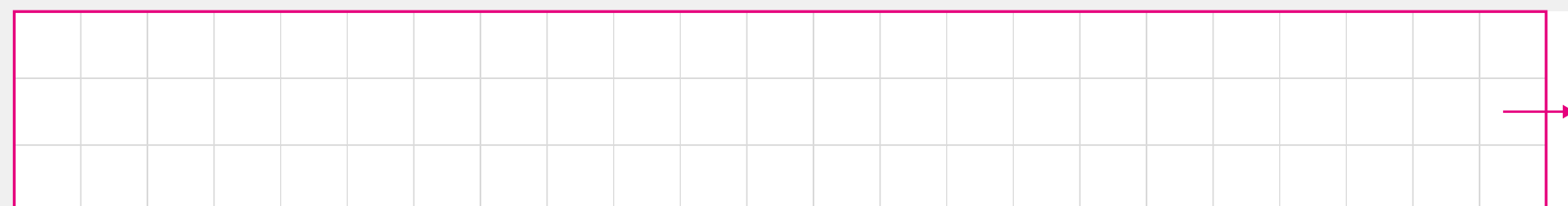


BANNER 300x600cm

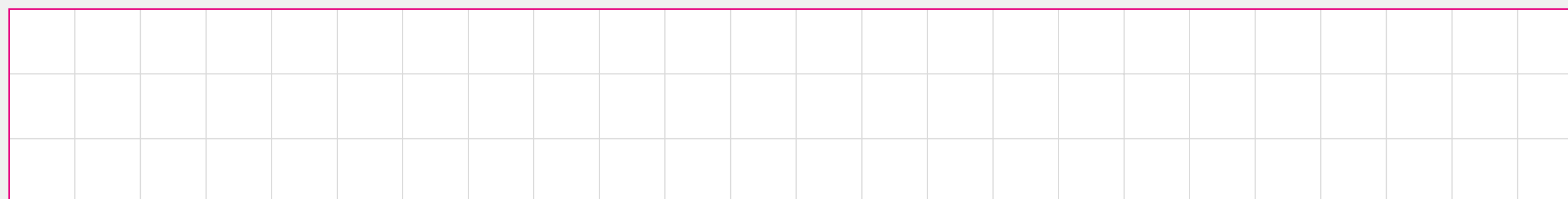
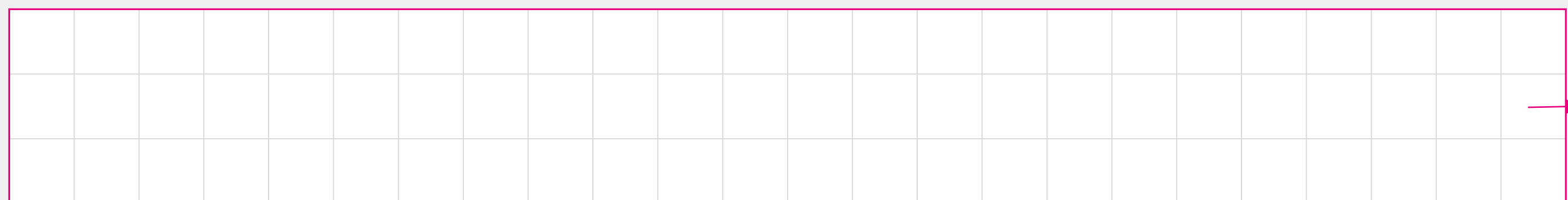


# Making the grid

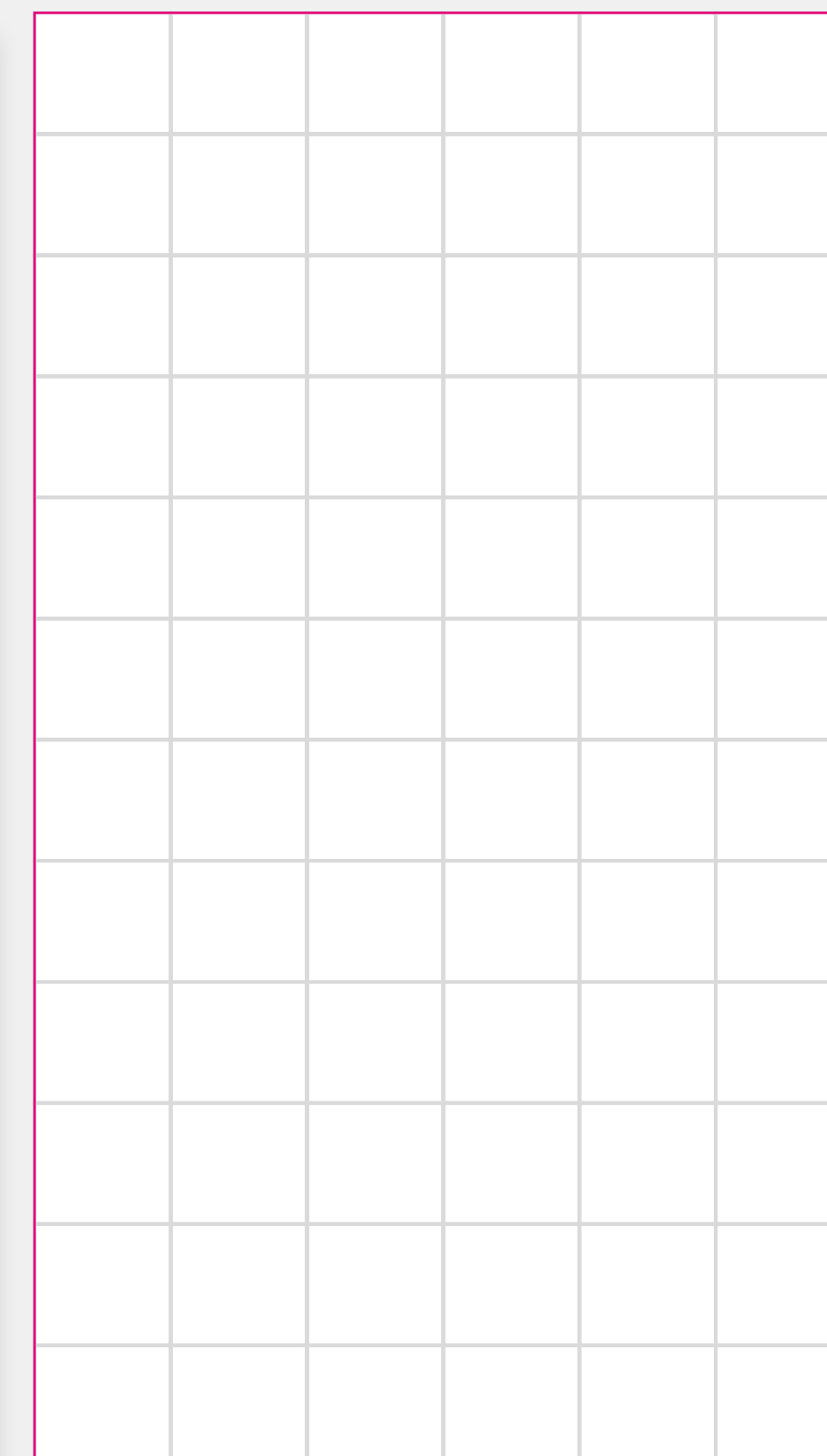
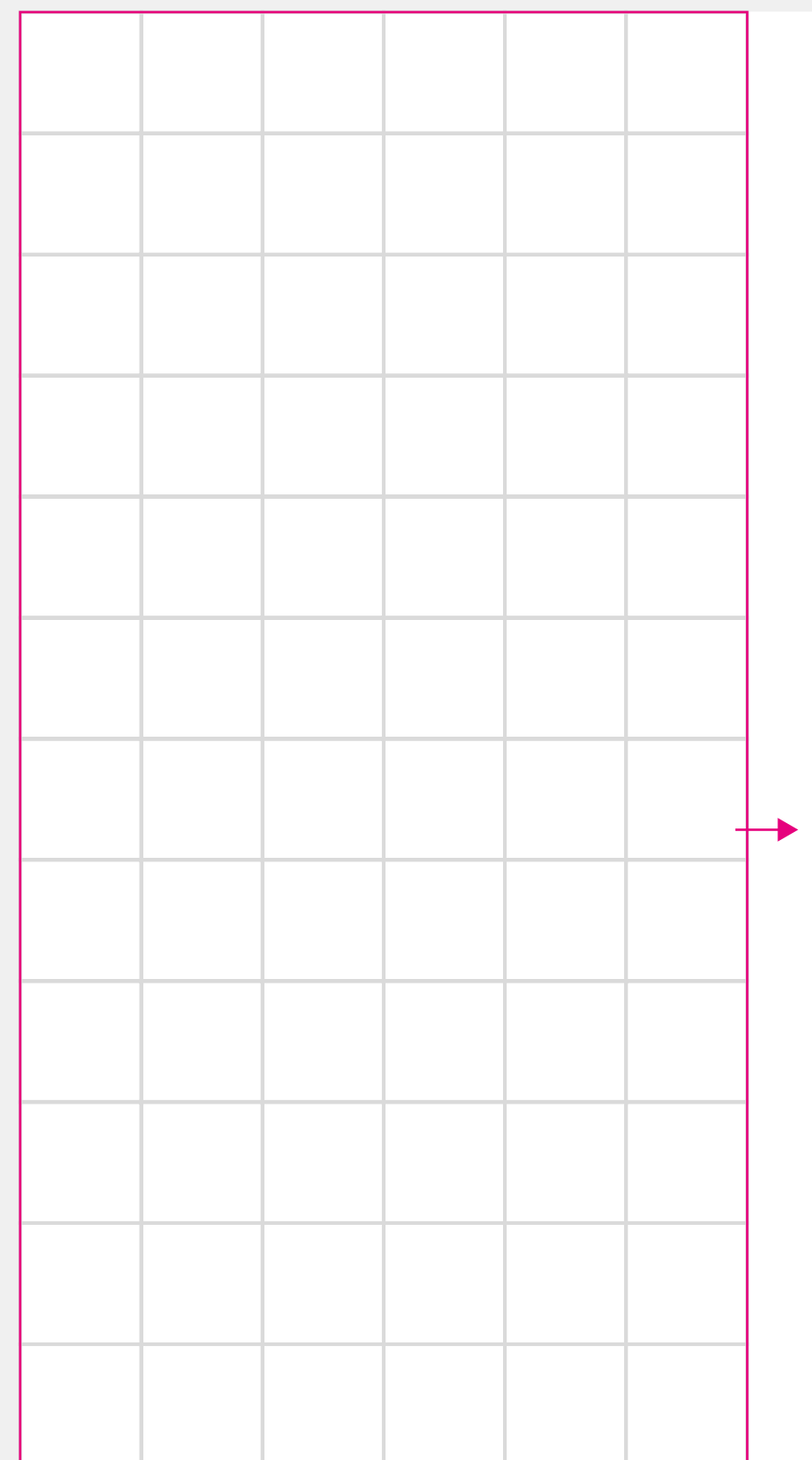
**FULL BANNER 468x60**



**LEADERBOARD 728X90**

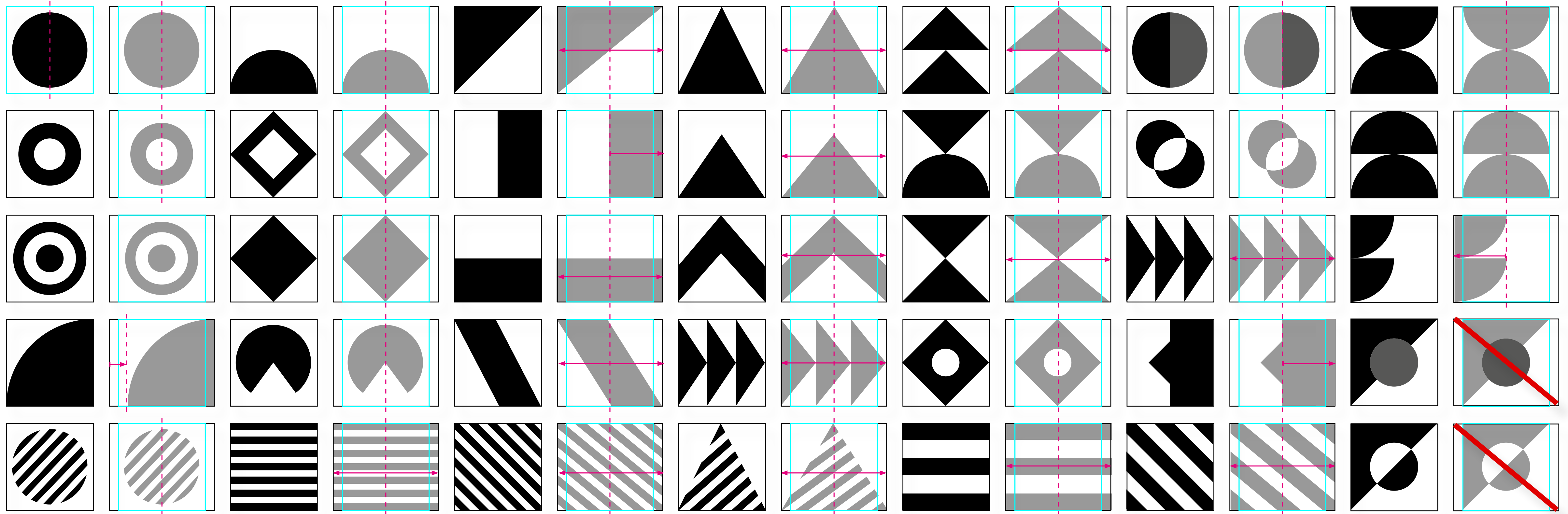


**IPHONE 6/7/8**





# Simple shapes in 4:5 modules

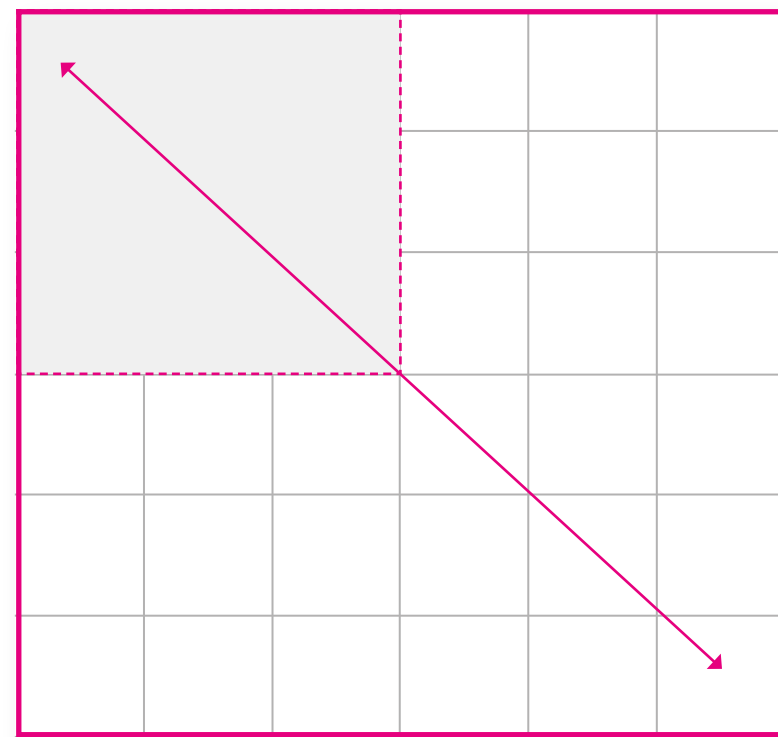


In case the ratio of the grid does not allow to have a square 4:4 module, it is important to modify the pattern as shown in this page.

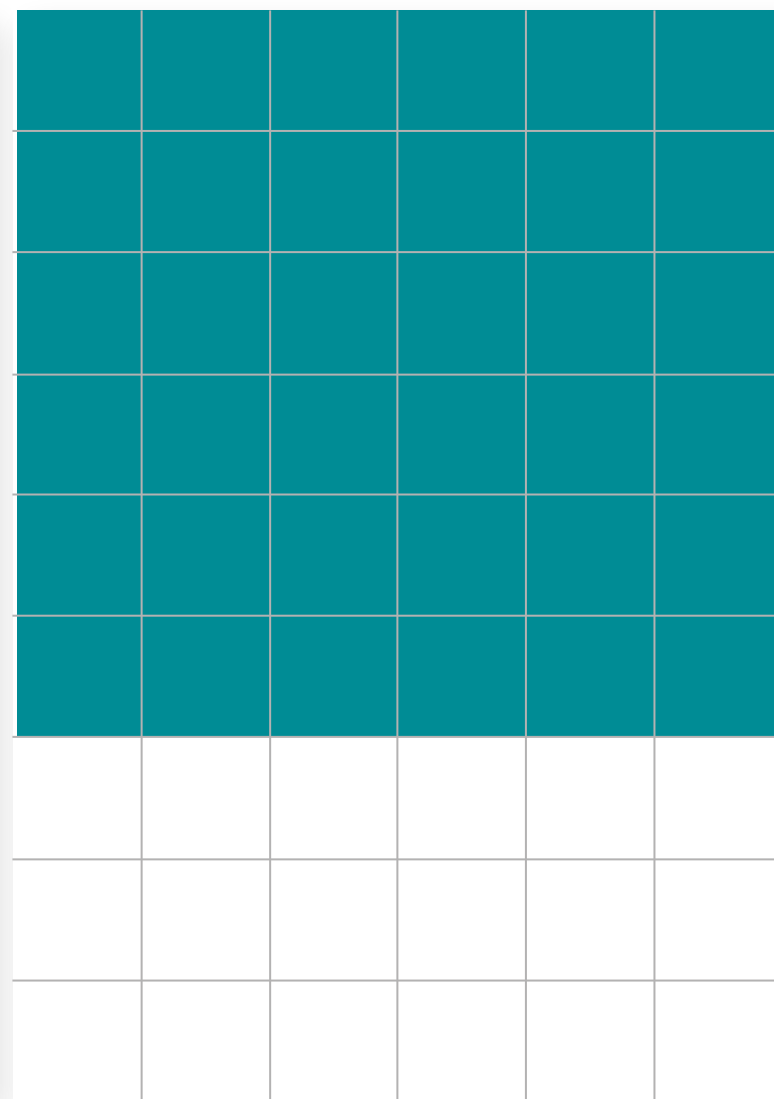
It is possible to deform some geometric figures, like the triangular shapes but is never possible to deform the circular shapes.

# Usage – Step 1 Basic module

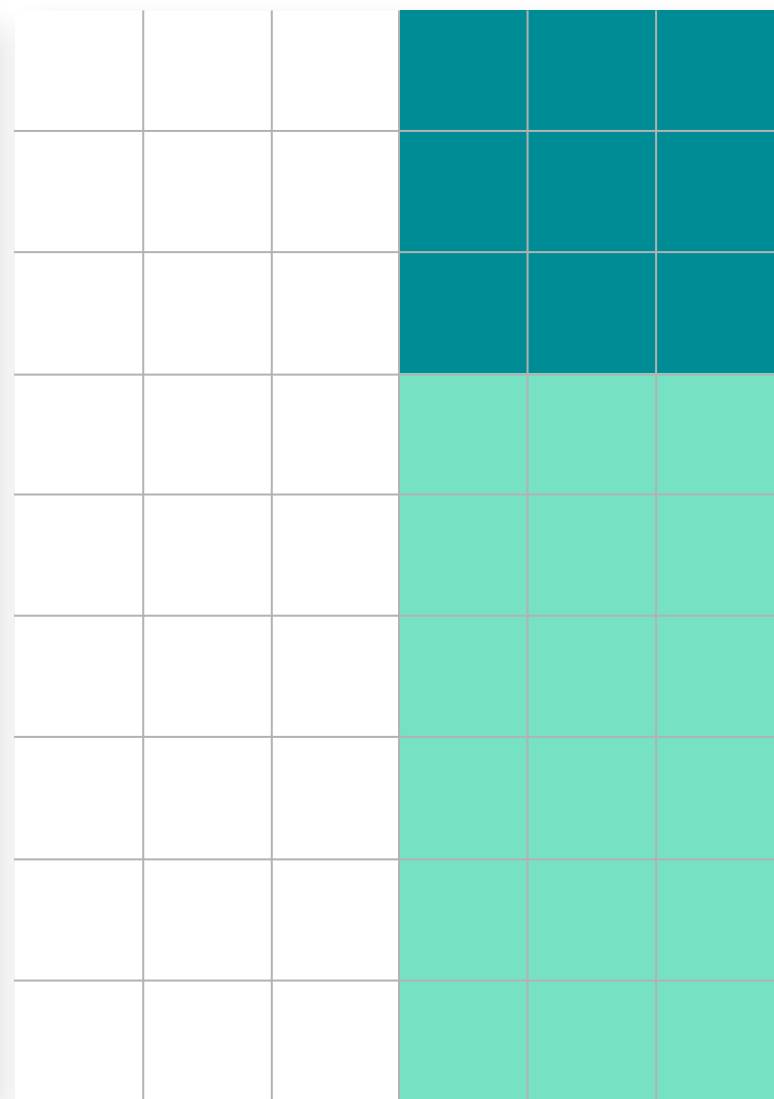
DRAWING THE RECTANGLE



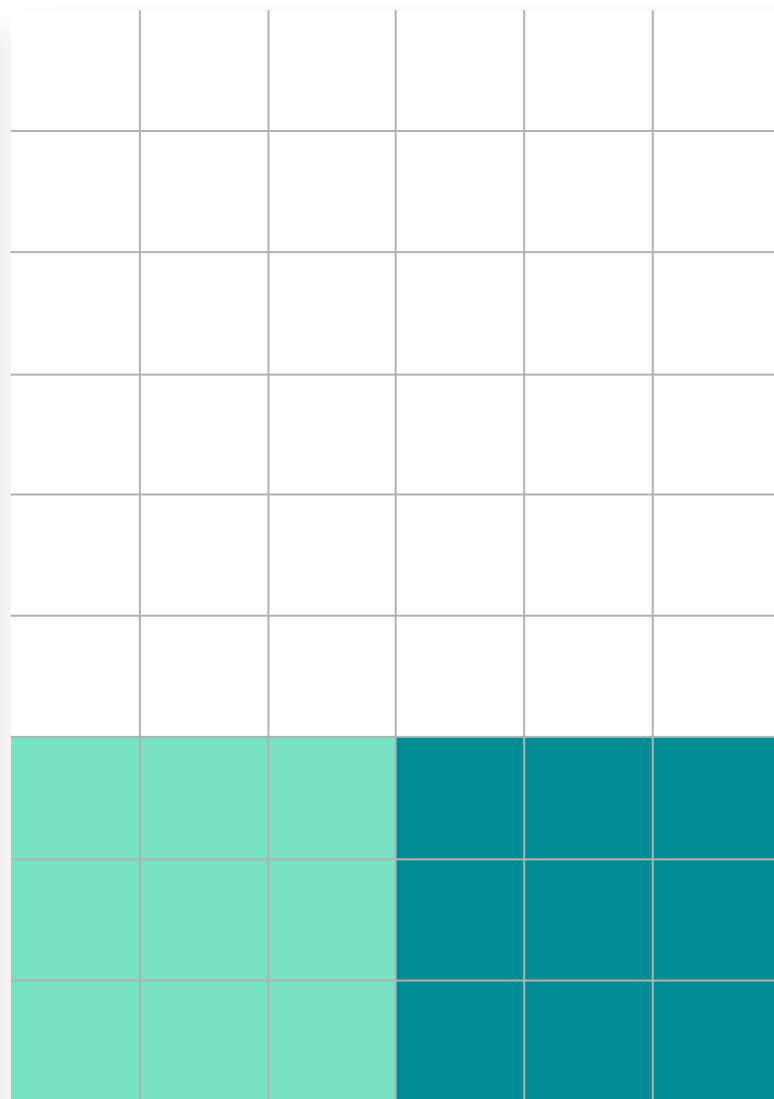
EXAMPLE 1



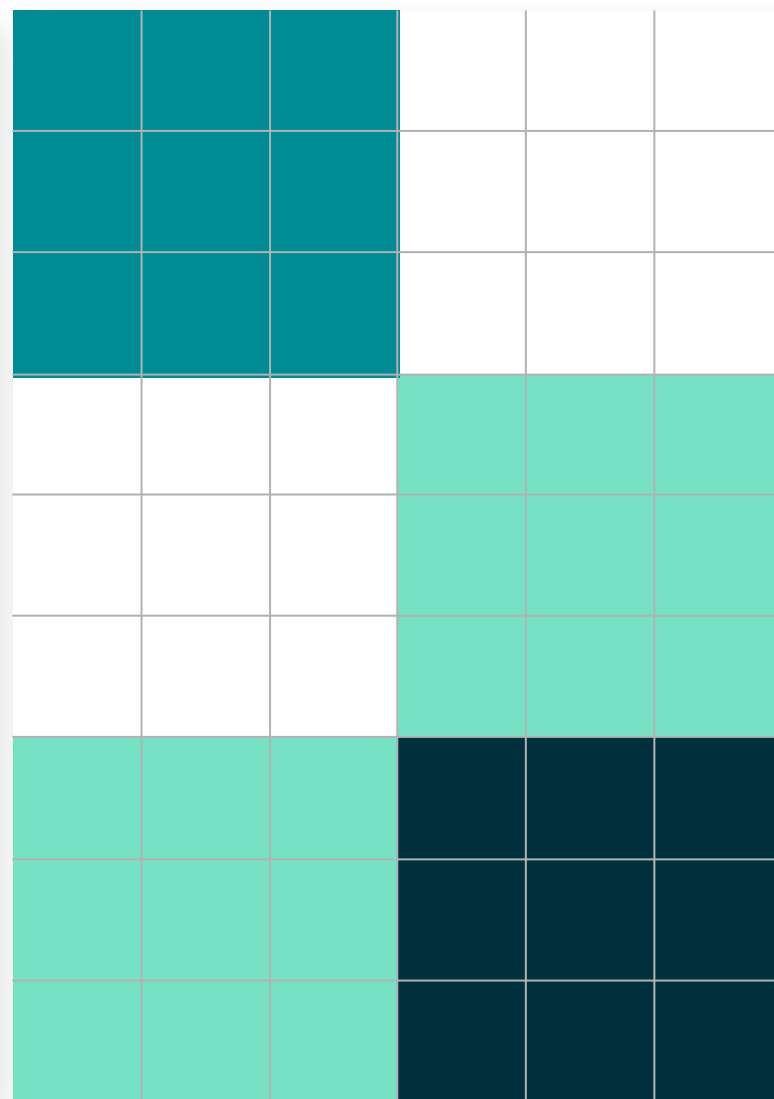
EXAMPLE 2



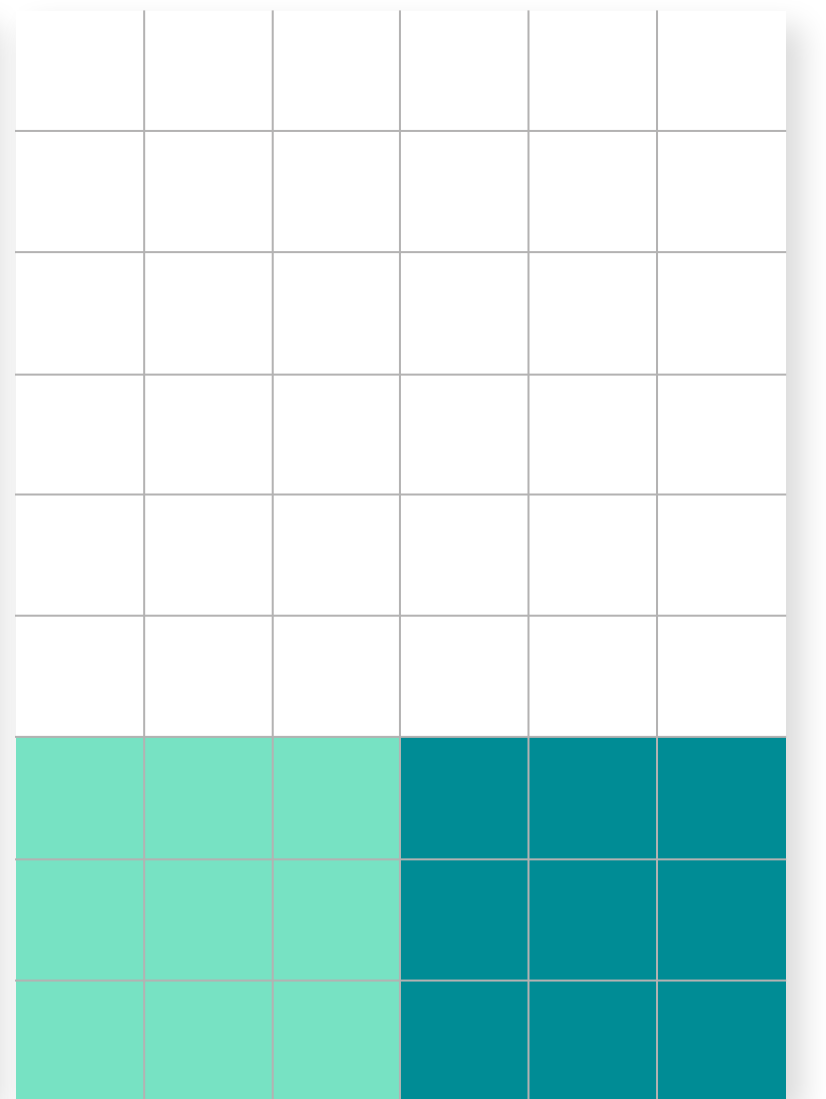
EXAMPLE 3



EXAMPLE 4



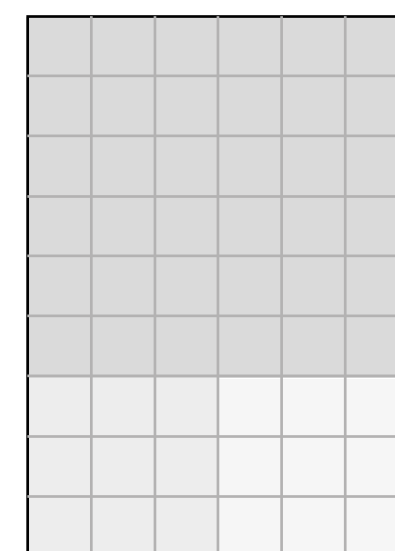
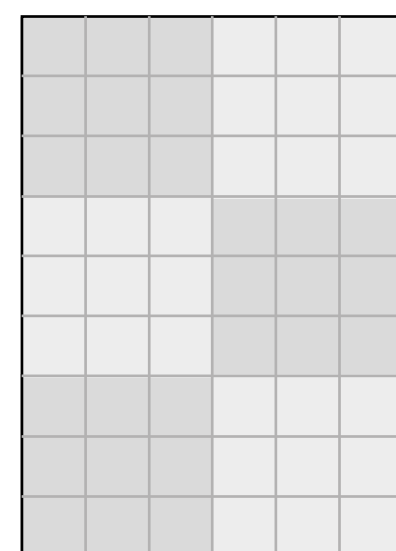
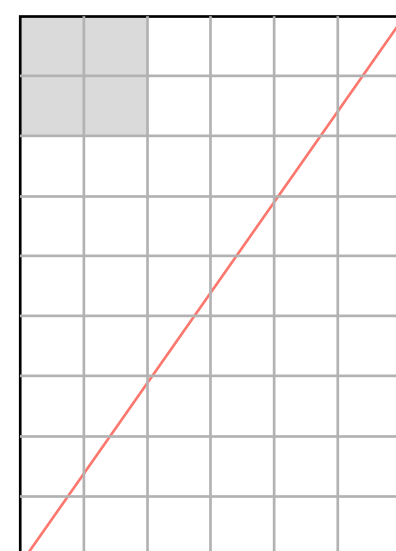
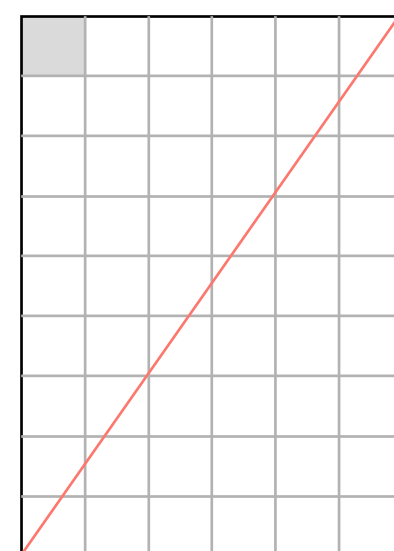
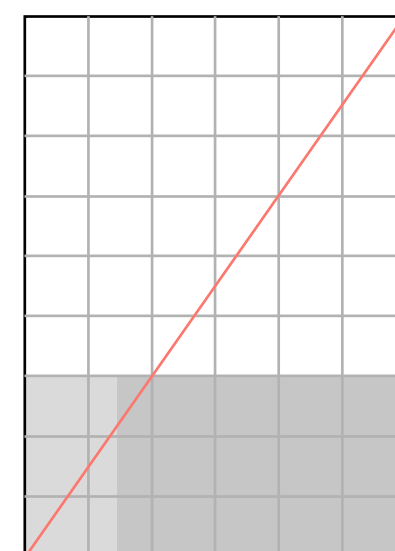
EXAMPLE 5



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).

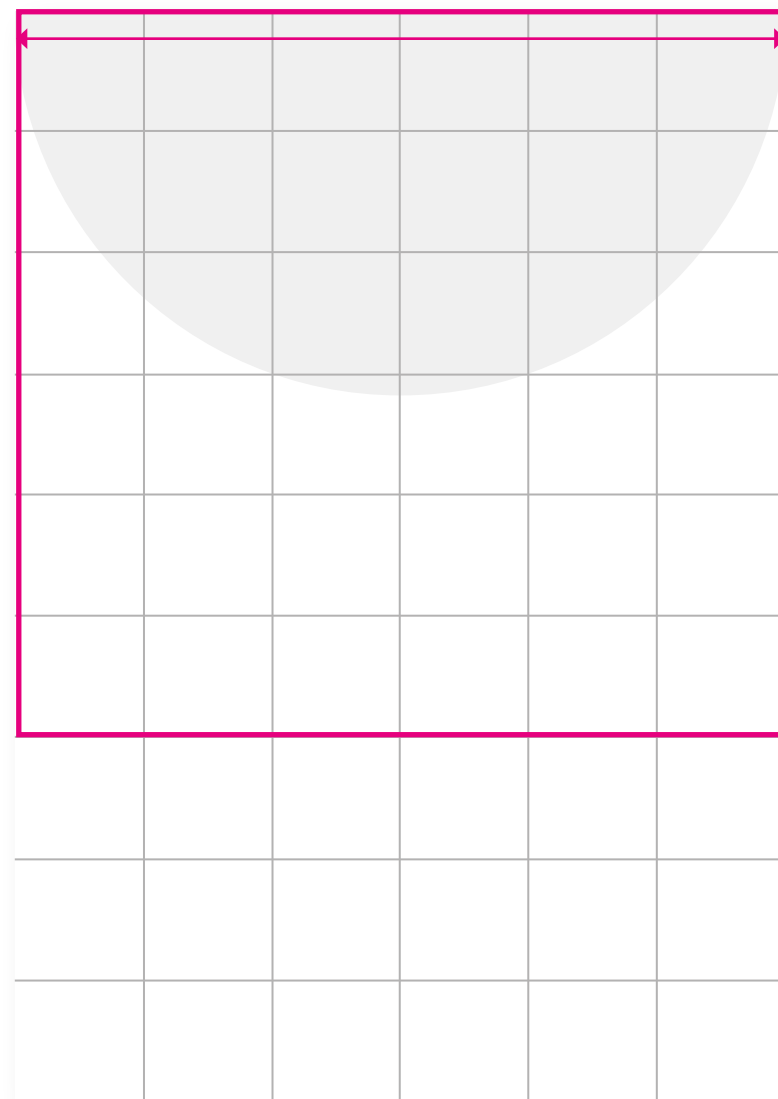


BASIC MODULES

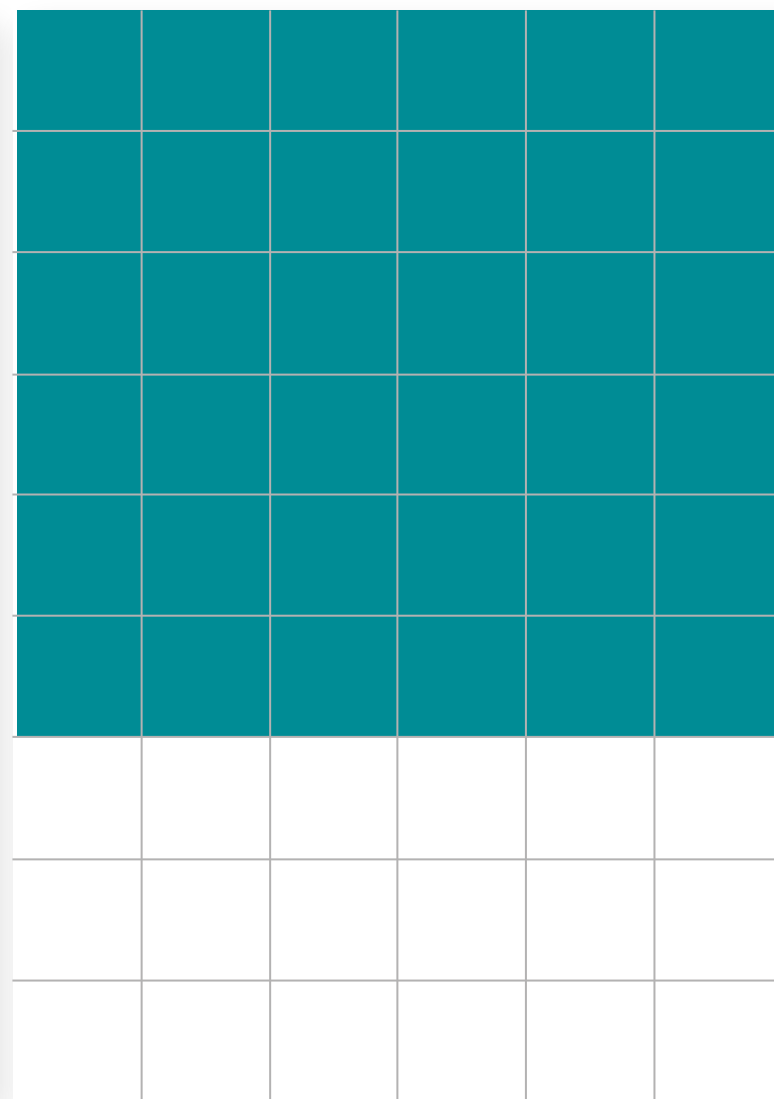


# Usage – Step 2 Simple module

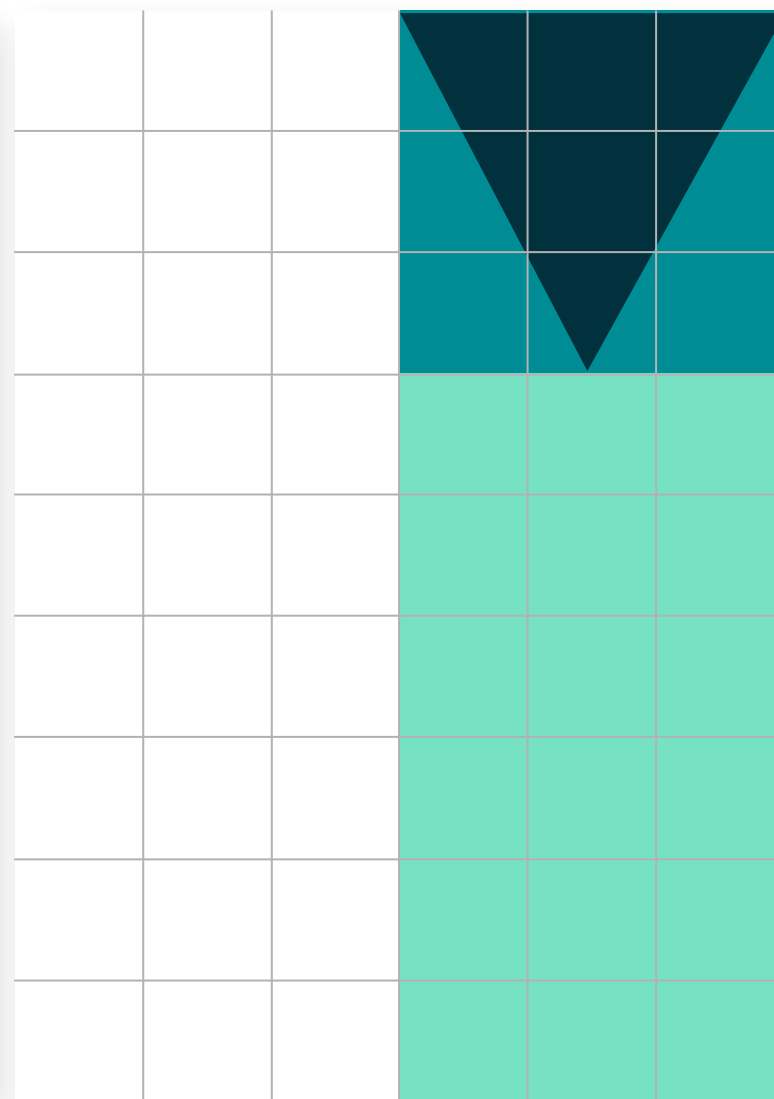
PLACING THE MODULE



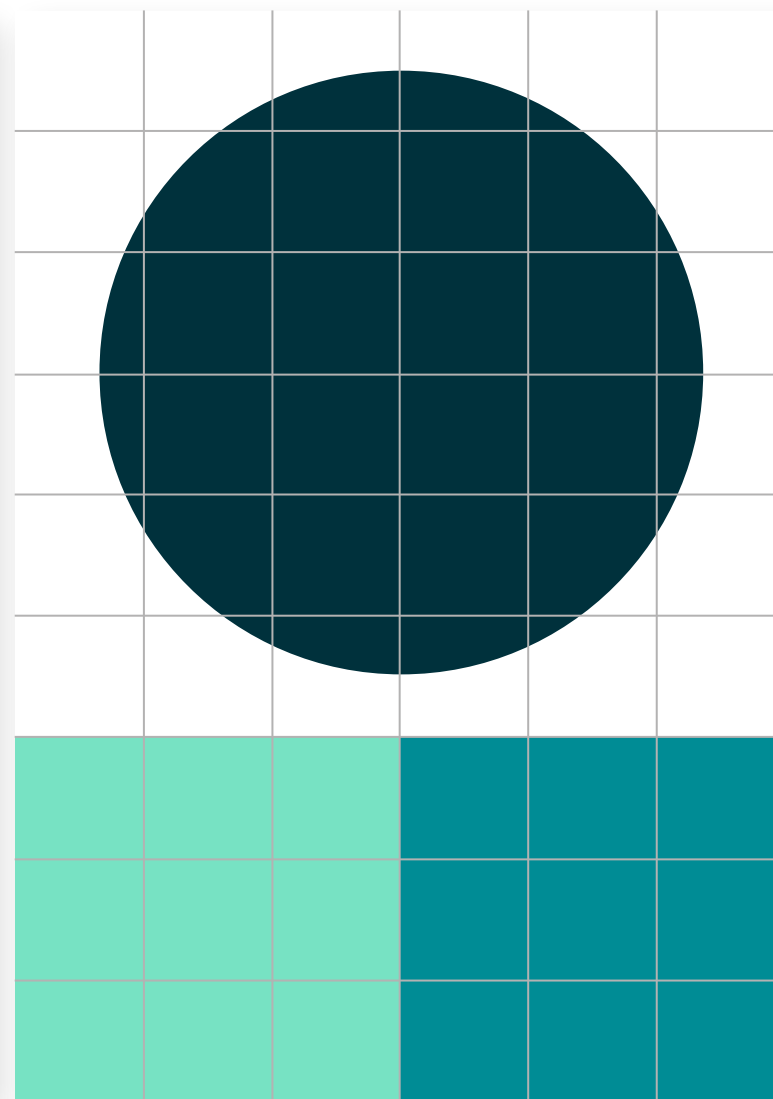
EXAMPLE 1



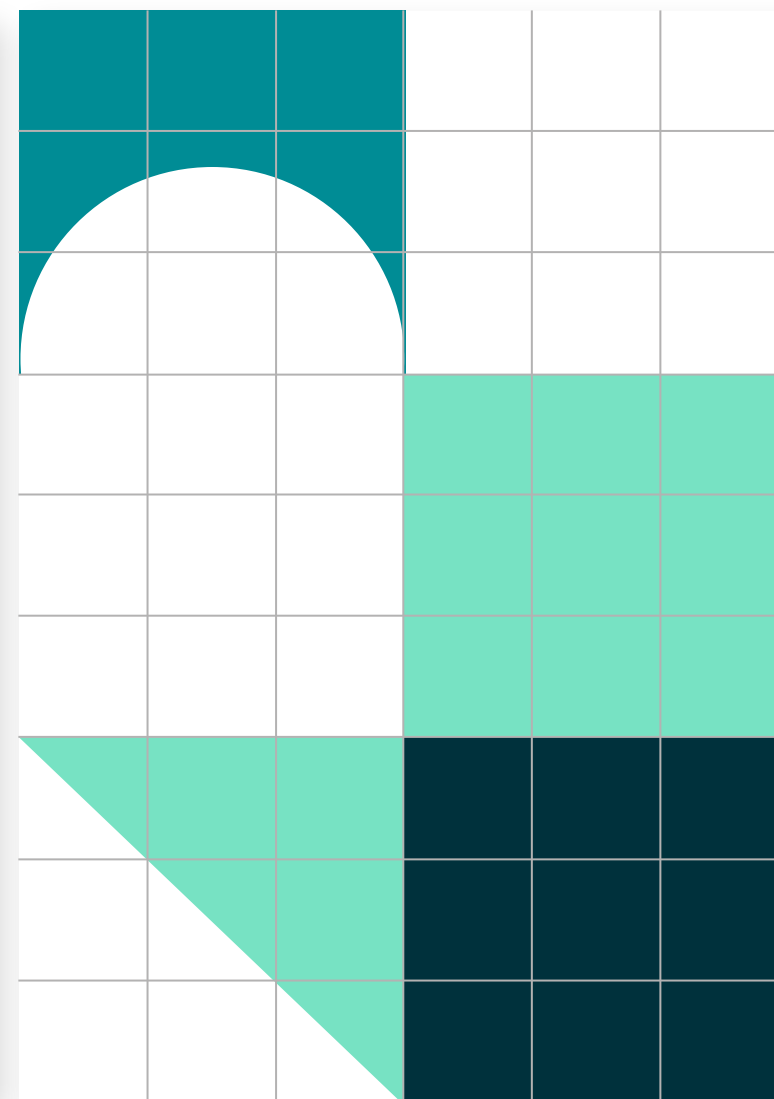
EXAMPLE 2



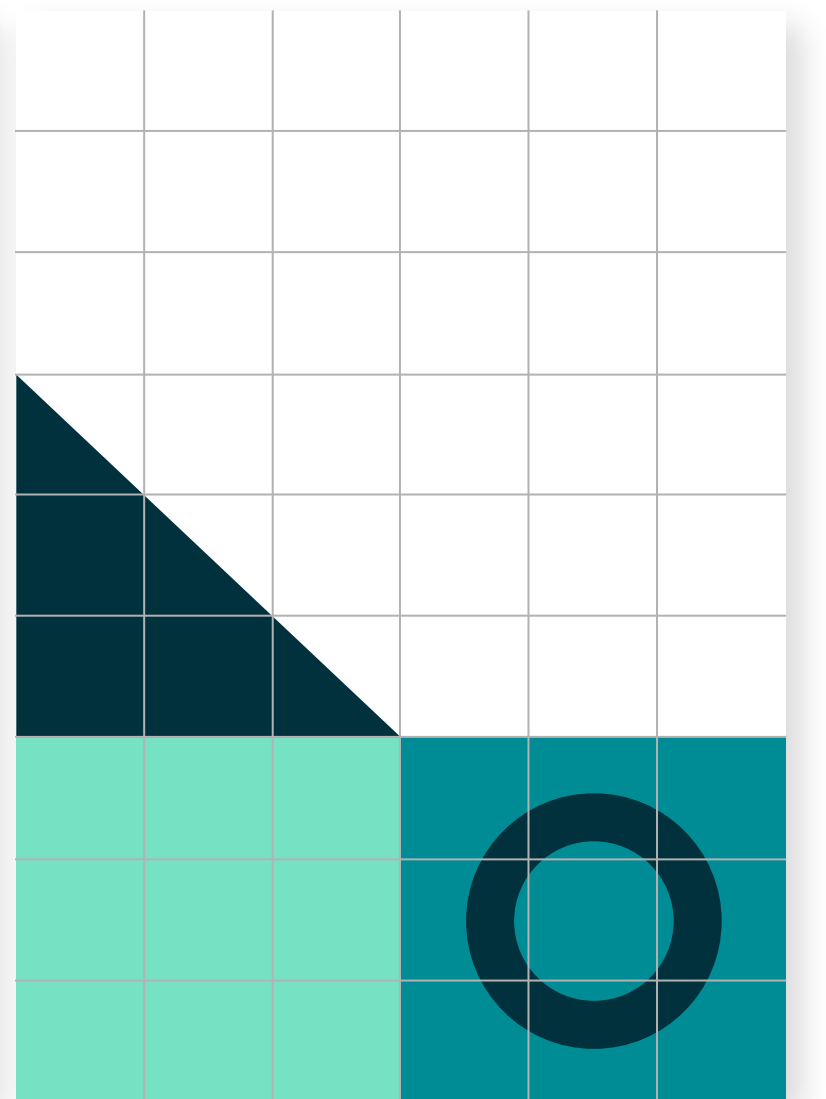
EXAMPLE 3



EXAMPLE 4



EXAMPLE 5

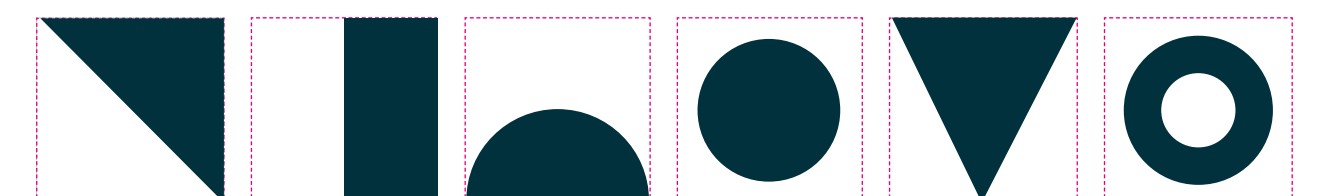


The second step consist of **filling the basic modules** with **simple modules** of the SIBUR Pattern. More information on how to place the modules in detail is provided on the following pages.

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

## COMBINATION OF SHAPES

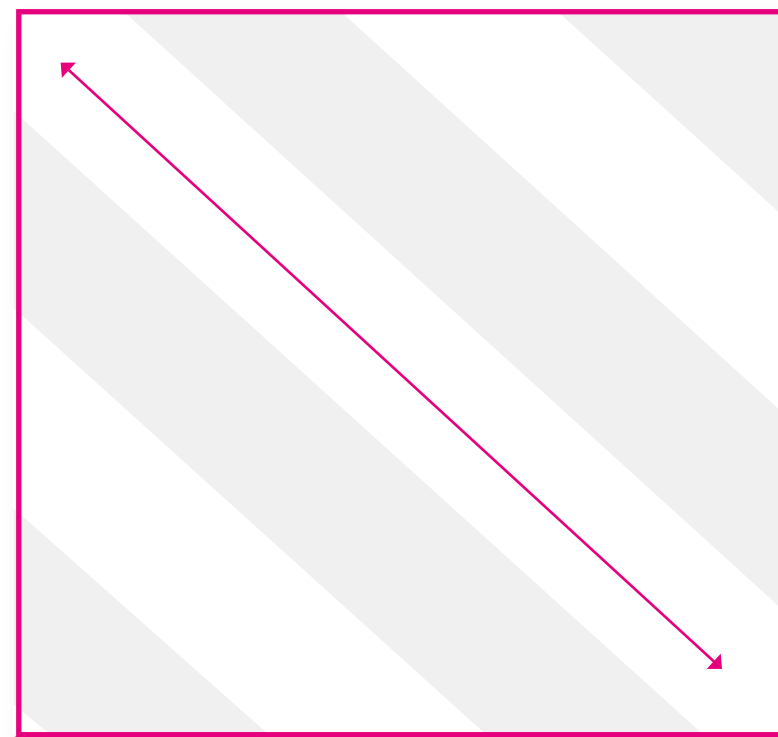
Do not combine multiple triangles or semicircles with different orientations.

Do not use the semicircle in conjunction with a triangle or other semicircles.

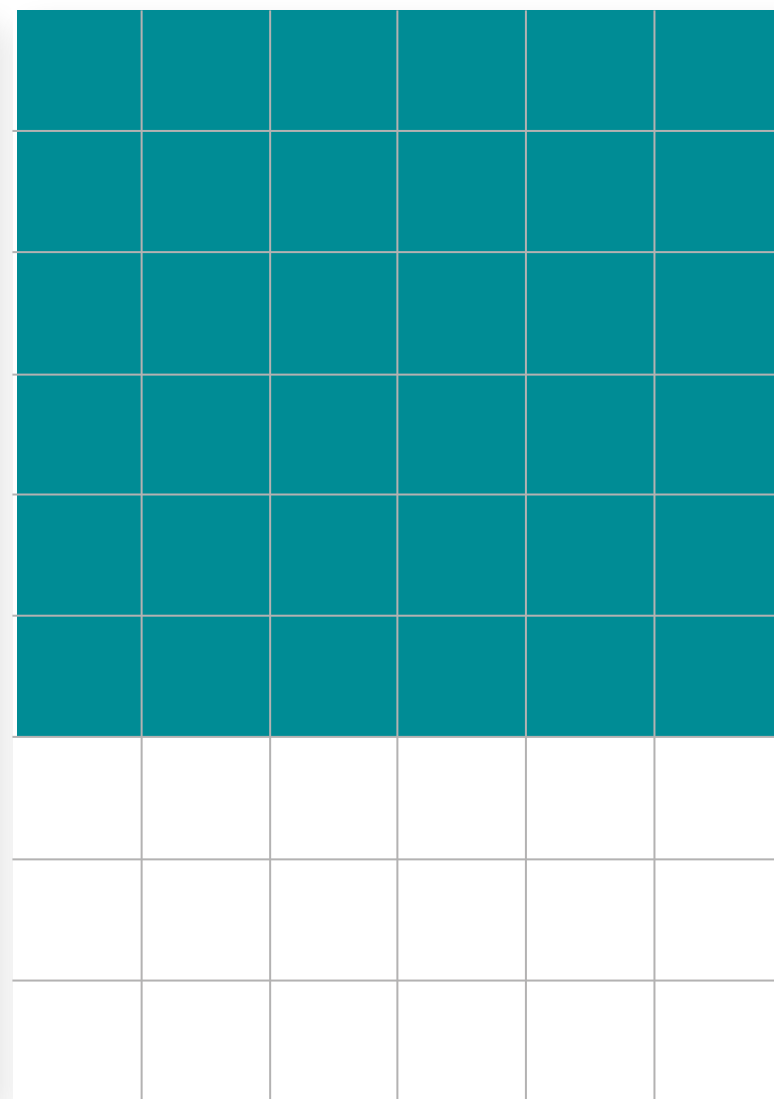


# Usage – Step 3 Complex module

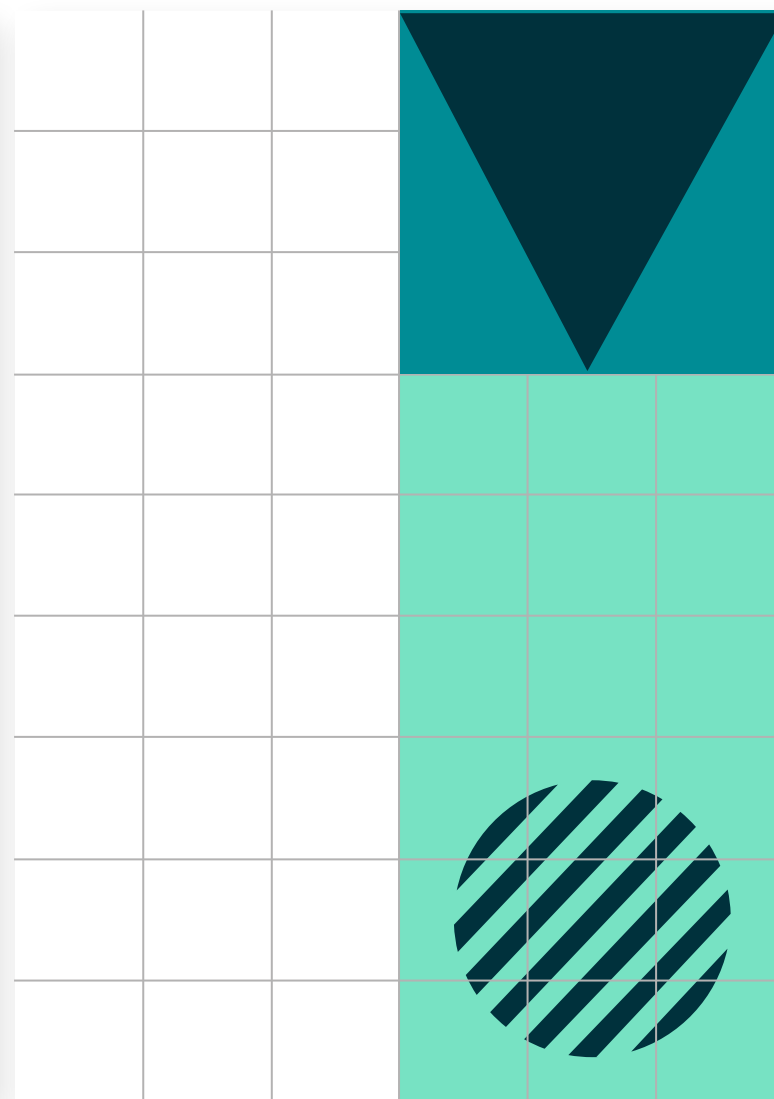
PLACING THE MODULE



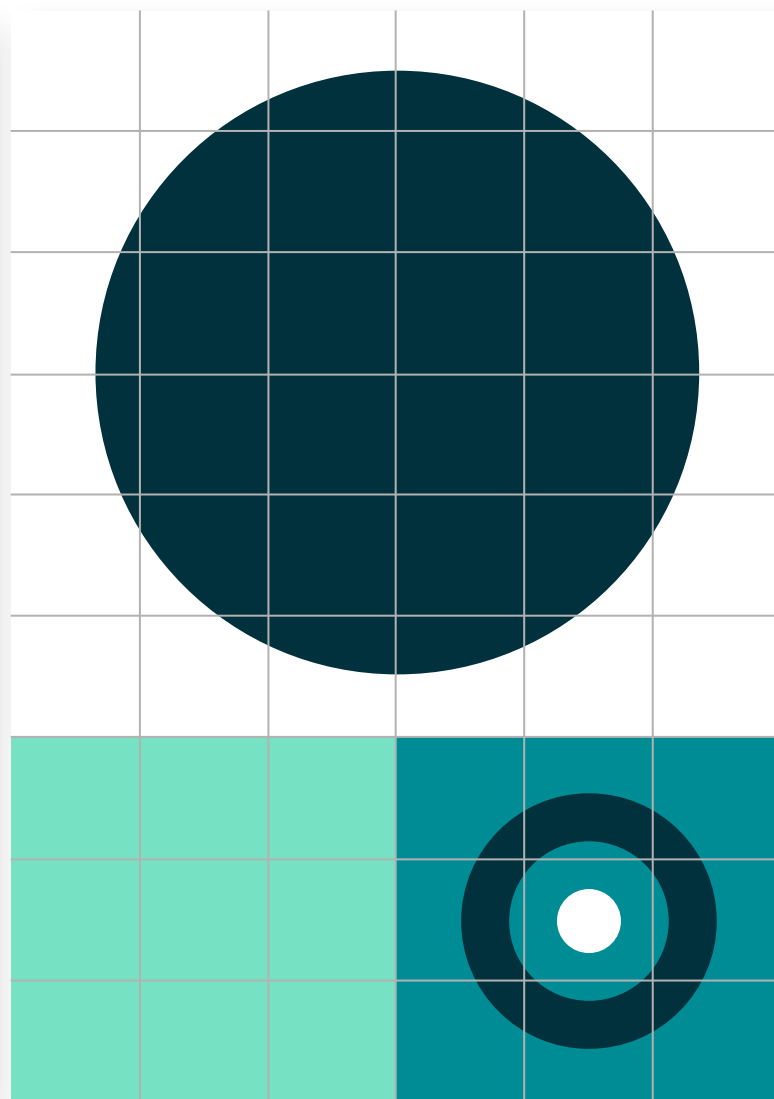
EXAMPLE 1



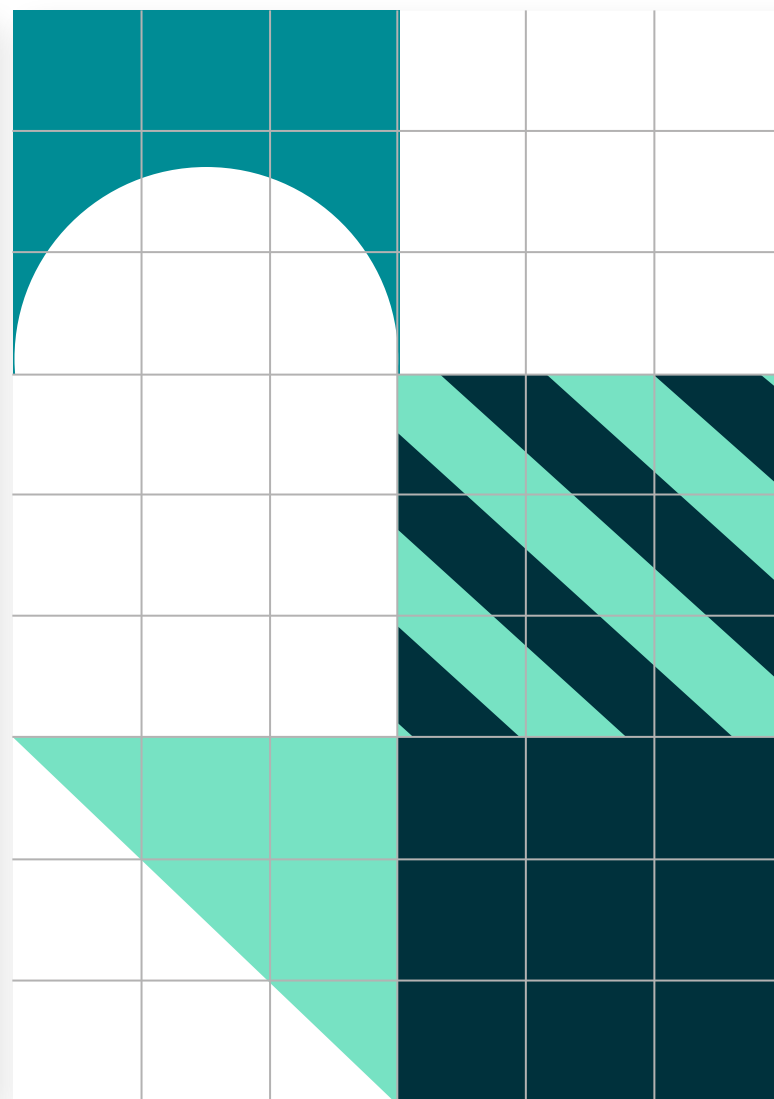
EXAMPLE 2



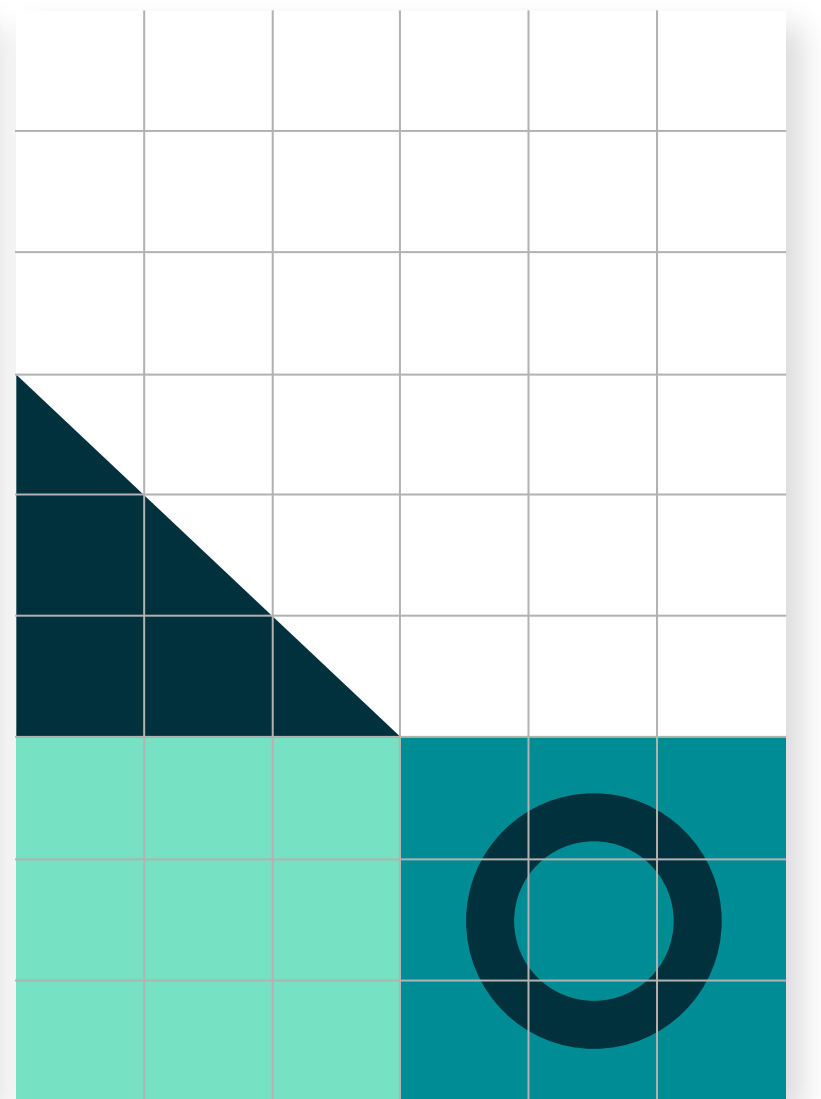
EXAMPLE 3



EXAMPLE 4



EXAMPLE 5



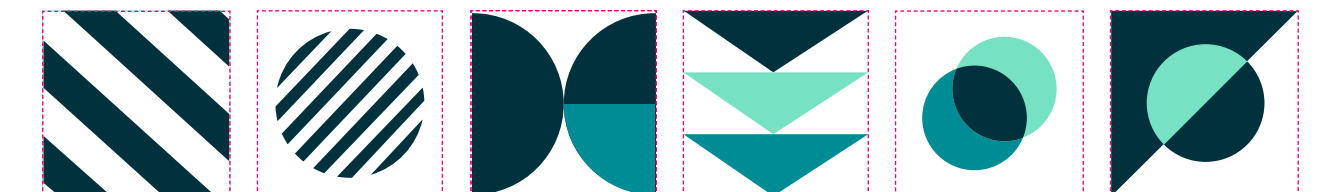
After using the simple modules of the pattern, it is possible to add some of the **complex modules** in order to have a more dynamic result.

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

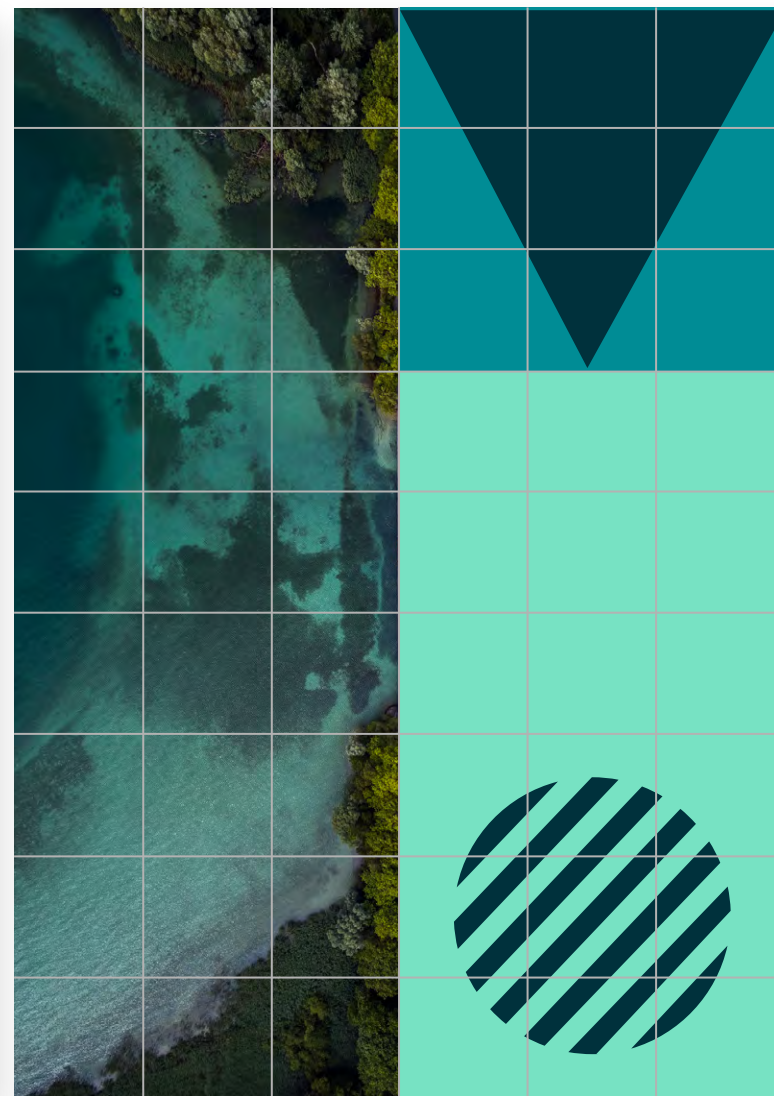
## PLACING THE IMAGE



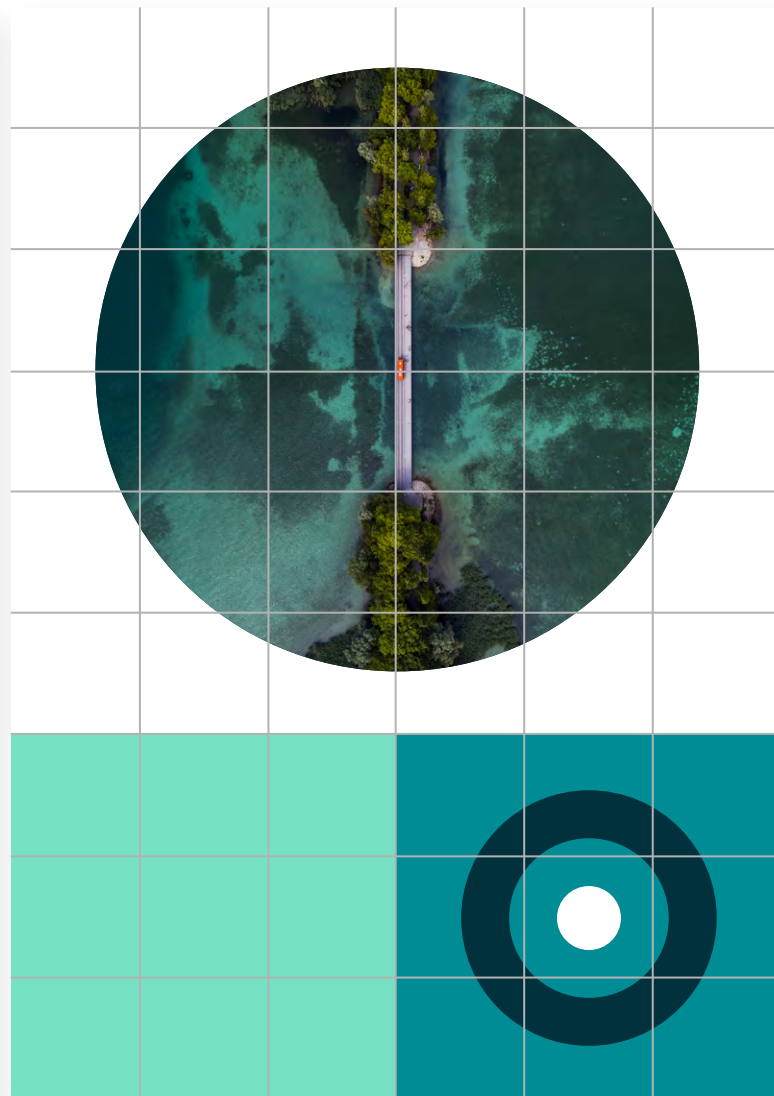
## EXAMPLE 1



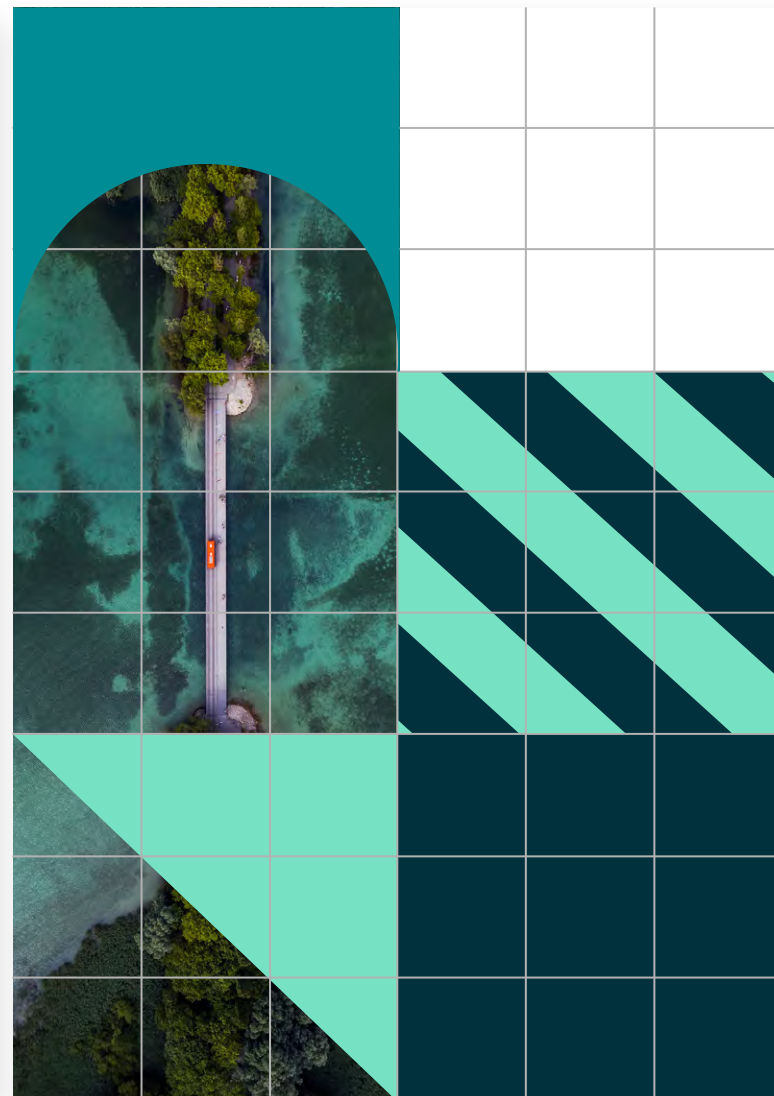
## EXAMPLE 2



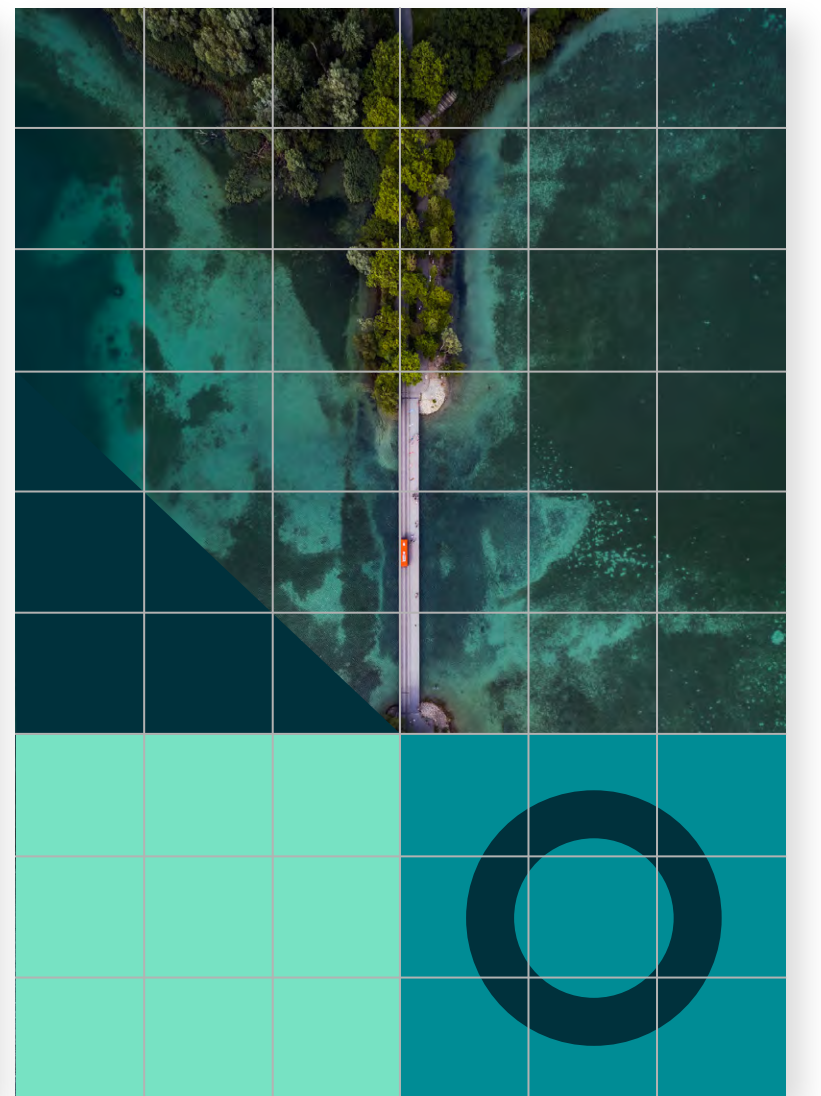
## EXAMPLE 3



## EXAMPLE 4

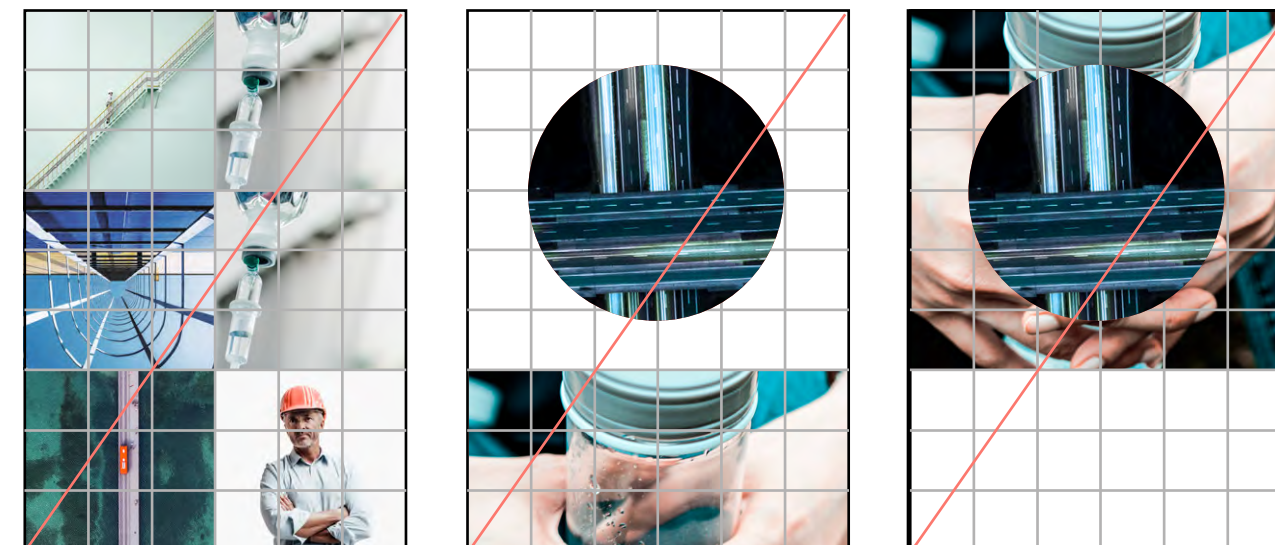


## EXAMPLE 5



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 exceeded 3 images. Depending on the number of modules in the overall layout, please make sure the overall composition is not too busy.



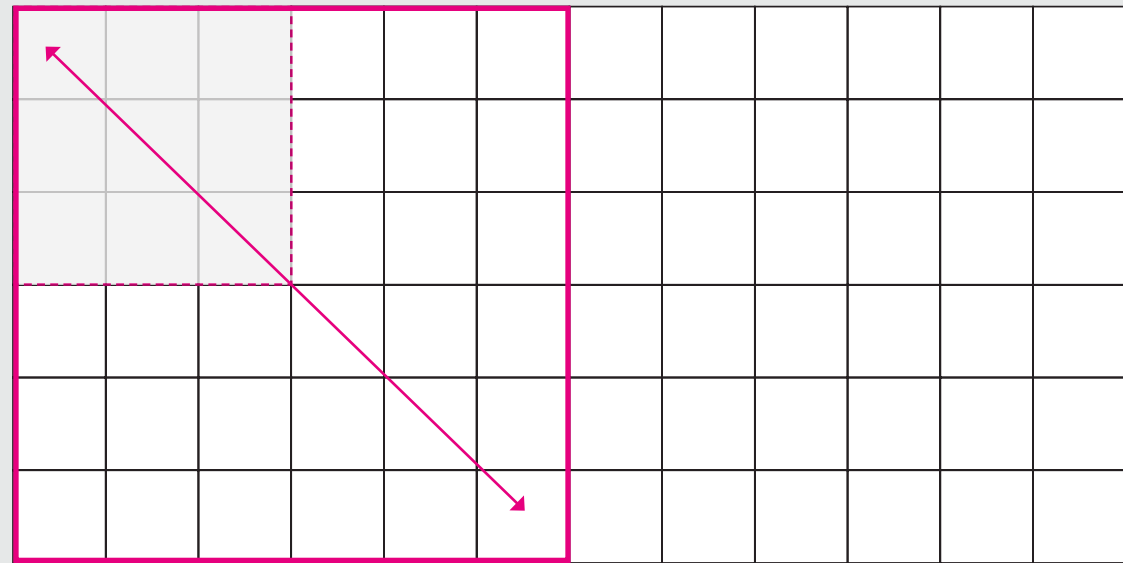
## IMAGERY MODULES E.G.



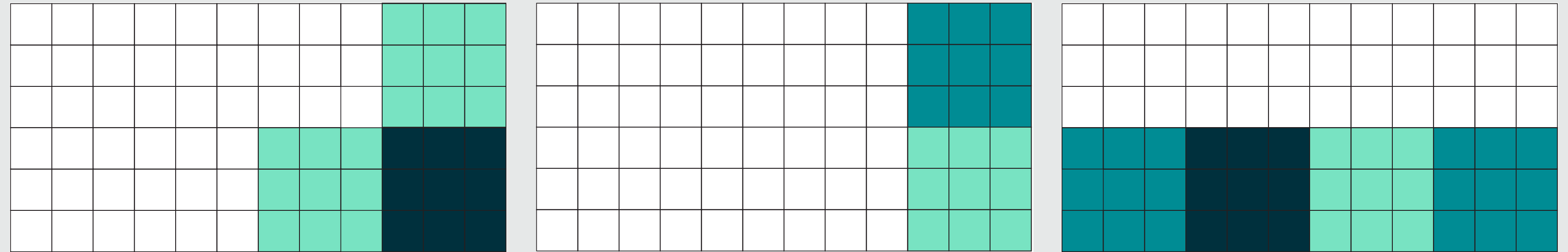


# Usage Examples

## STEP 01: MAKING THE GRID - BANNER 3X6m



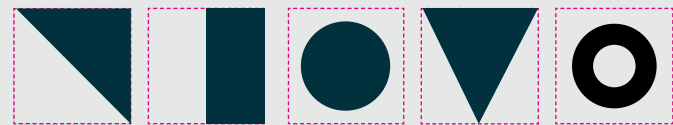
## STEP 02: PLACE THE SIMPLE MODULES



### BASIC MODULES



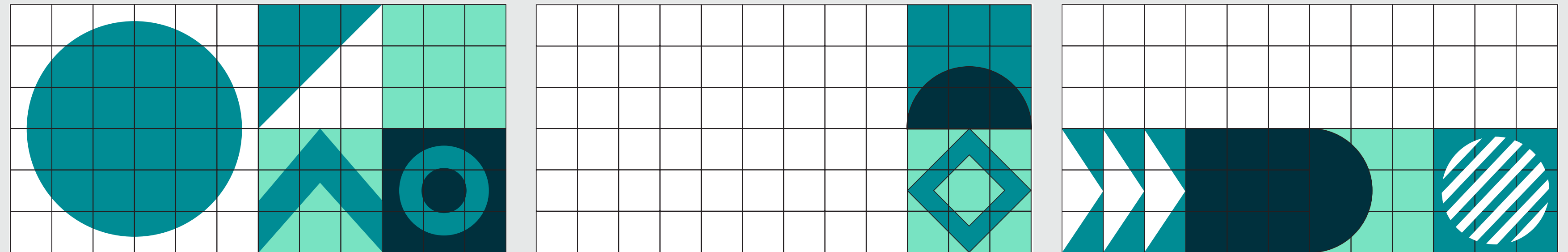
### SIMPLE MODULES E.G.



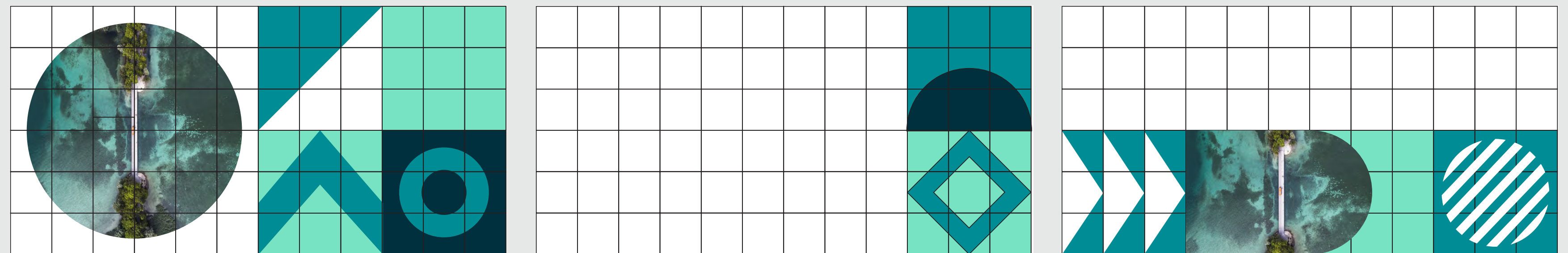
### COMPLEX MODULES E.G.



## STEP 03 AND 04: PLACE THE BASIC AND COMPLEX MODULES (PATTERN P. 37)

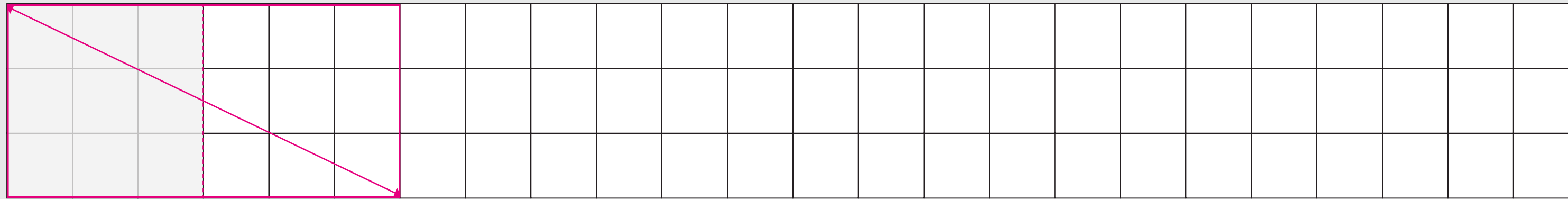


## STEP 05: PLACE THE IMAGERY

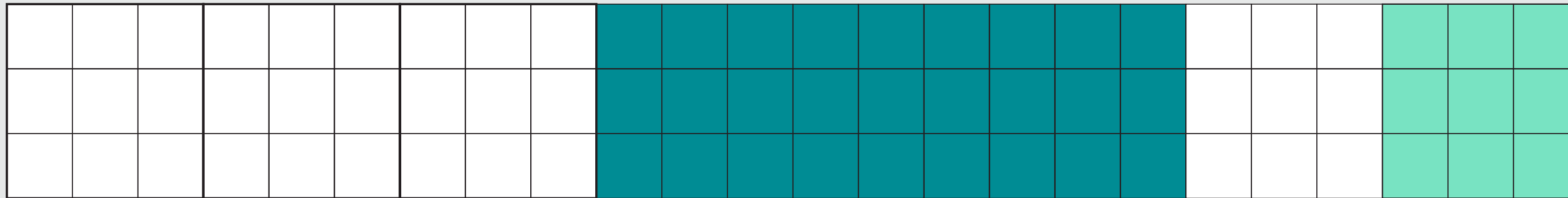


# Usage Examples

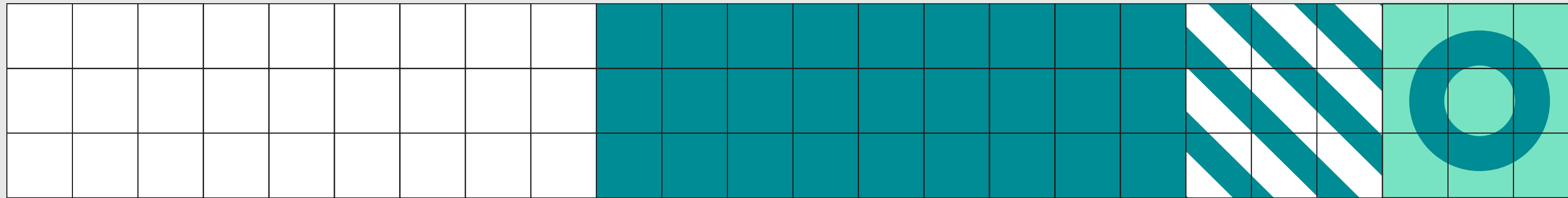
## STEP 01: MAKING THE GRID - LEADERBOARD 728X90 PIXEL



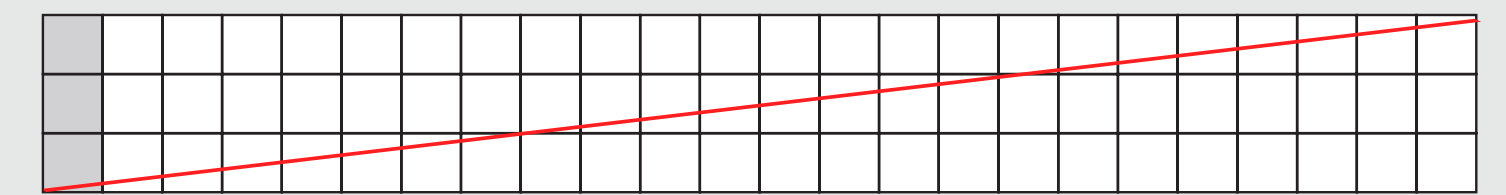
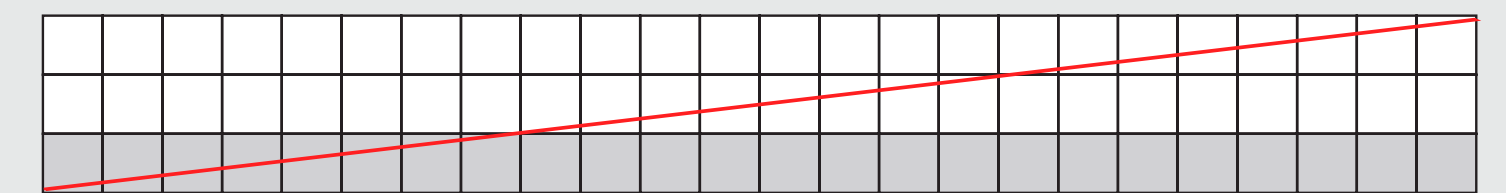
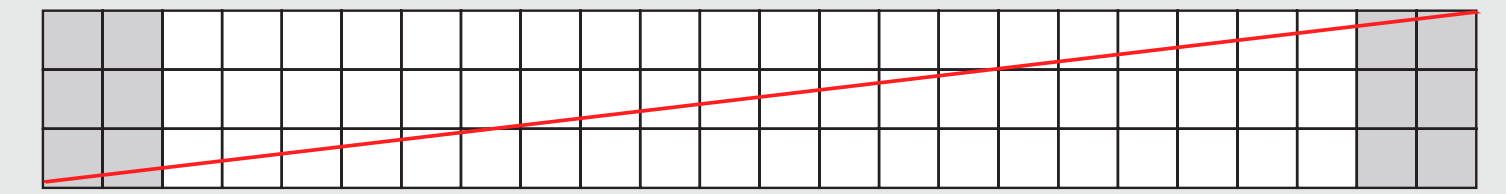
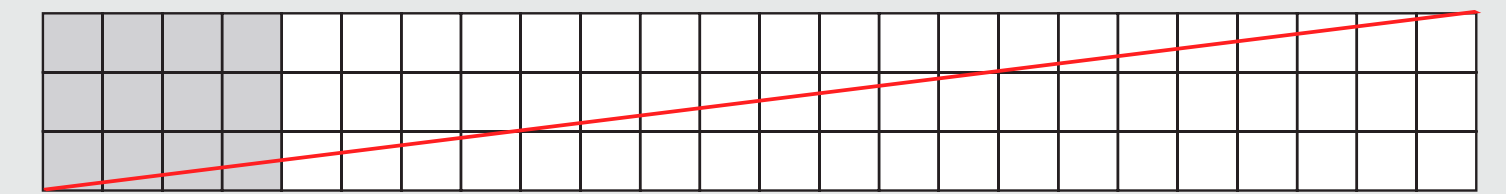
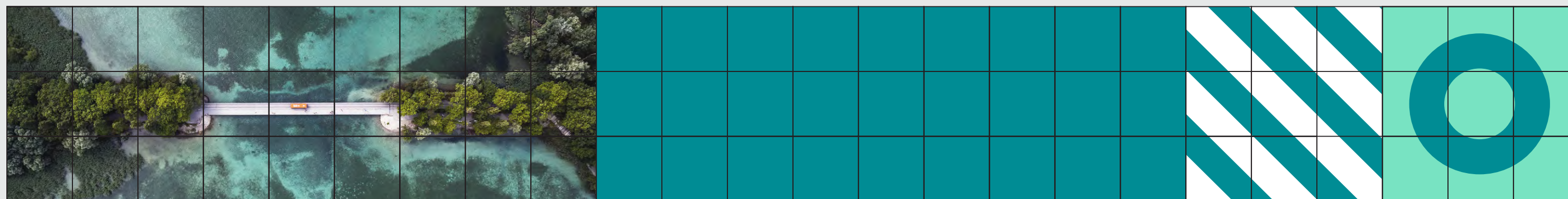
## STEP 02: PLACE THE BASIC MODULES



## STEP 03 AND 04: PLACE THE SIMPLE AND COMPLEX MODULES (PATTERN P. 37)



## STEP 05: PLACE THE IMAGERY



### BASIC MODULES



### SIMPLE MODULES E.G.



### COMPLEX 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**.



Openess & Readability



Geometrically constructed

# Hi, there. I'm Roboto

### 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:

<b>Big headlines (from 80pt)</b>	<b>100%</b>
<b>Small headlines &amp; subheadlines</b>	<b>110%</b>
<b>Copy text (up to 24 pt)</b>	<b>120%</b>

## 2 Brand identity

### OPTION 1

**Topline**  
Regular or  
Light

(Optional topline)

**Headline**  
Combination  
Regular and  
Bold plus color  
accent

This is  
**a headline**

**Subheadline**  
Regular or  
Bold,  
primarily upper  
cased

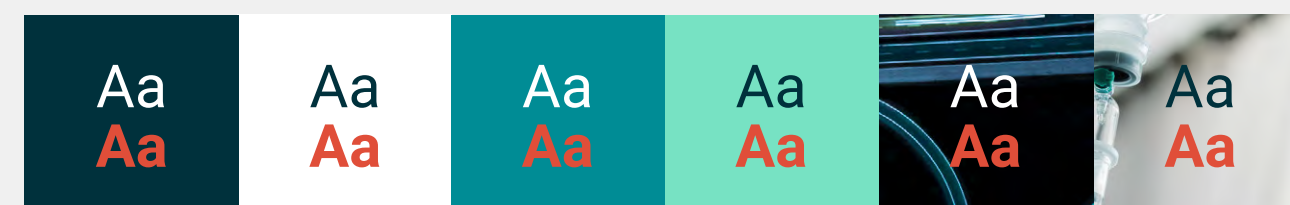
AND THIS IS A SUBHEADLINE

variable

**Copy**  
Regular and  
Bold

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

(Optional topline)

**Headline**  
Combination  
Regular and  
Bold

This is  
**a headline**

**Subheadline**  
Regular or  
Bold,  
primarily upper  
cased

AND THIS IS A SUBHEADLINE

variable

variable

**Copy**  
Regular and  
Bold

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

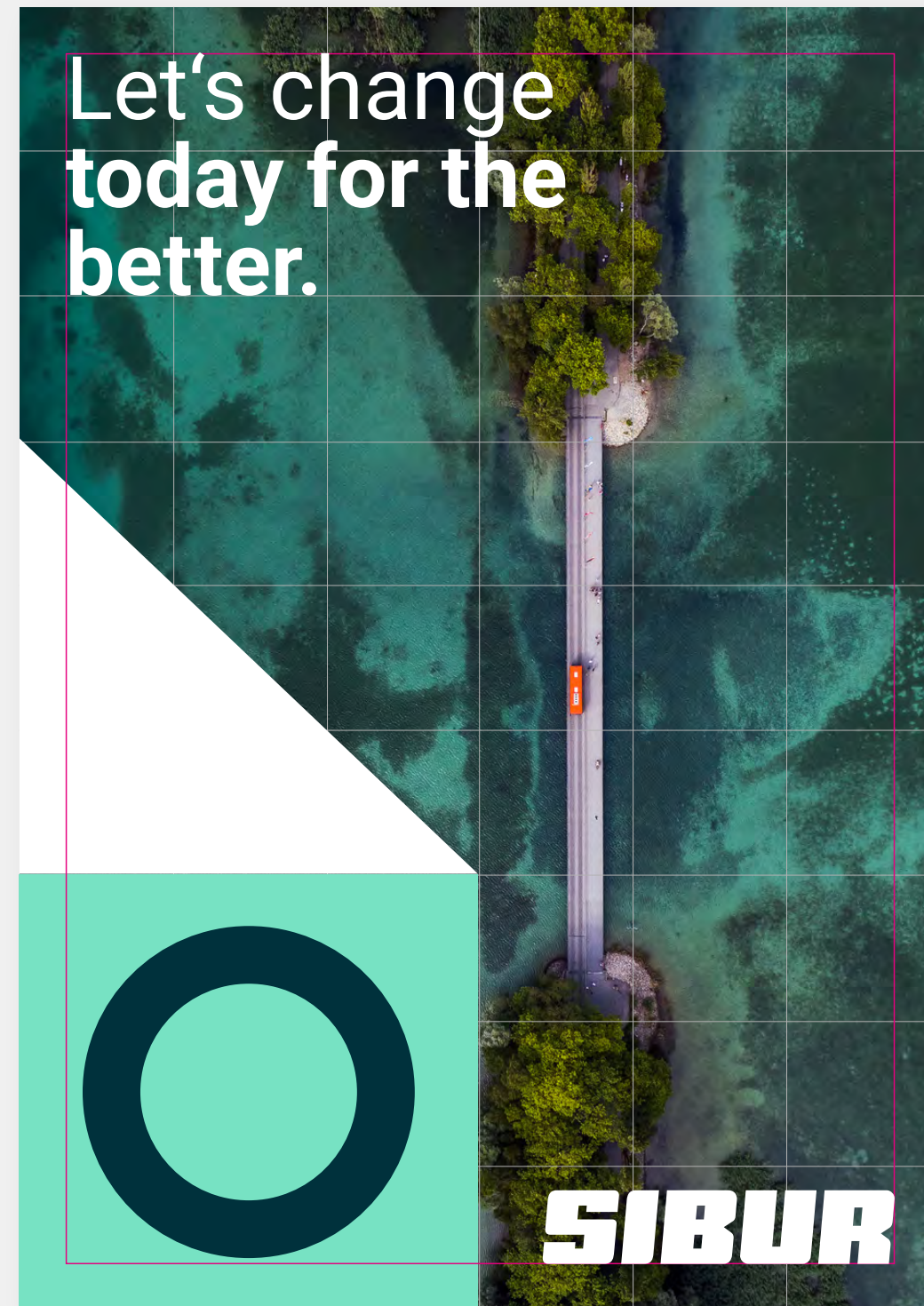
Typography can be placed on a simple shape within the defined type area. It is not allowed to overreach the modules.

### ALIGNMENT OF THE TEXT

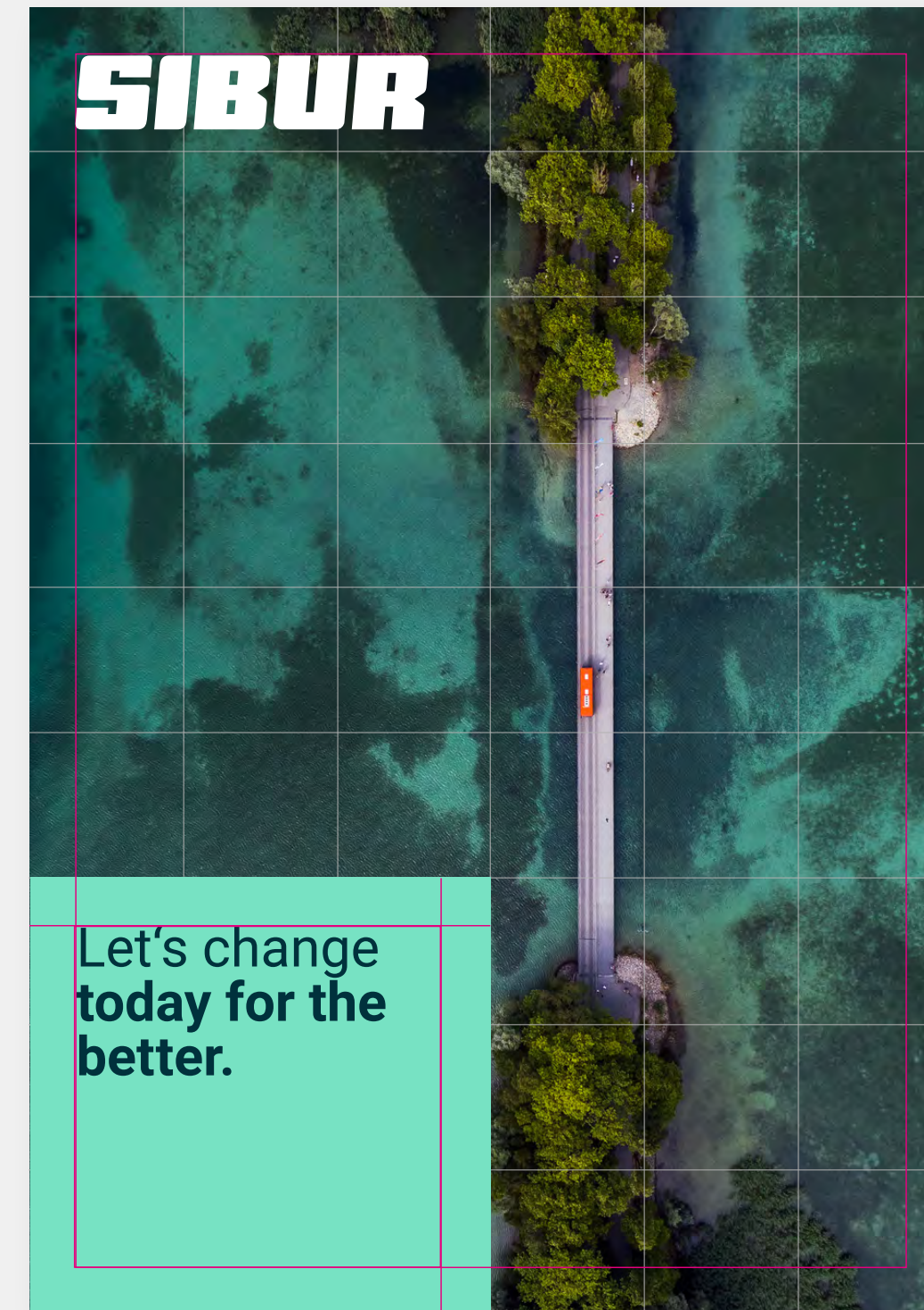
The text is always aligned to the left of the type area margins.

If the text is placed inside a basic module, it is important to align the text not only to the left edges of the type area margin but also to the top or bottom edges. Do not center in the middle of the module.

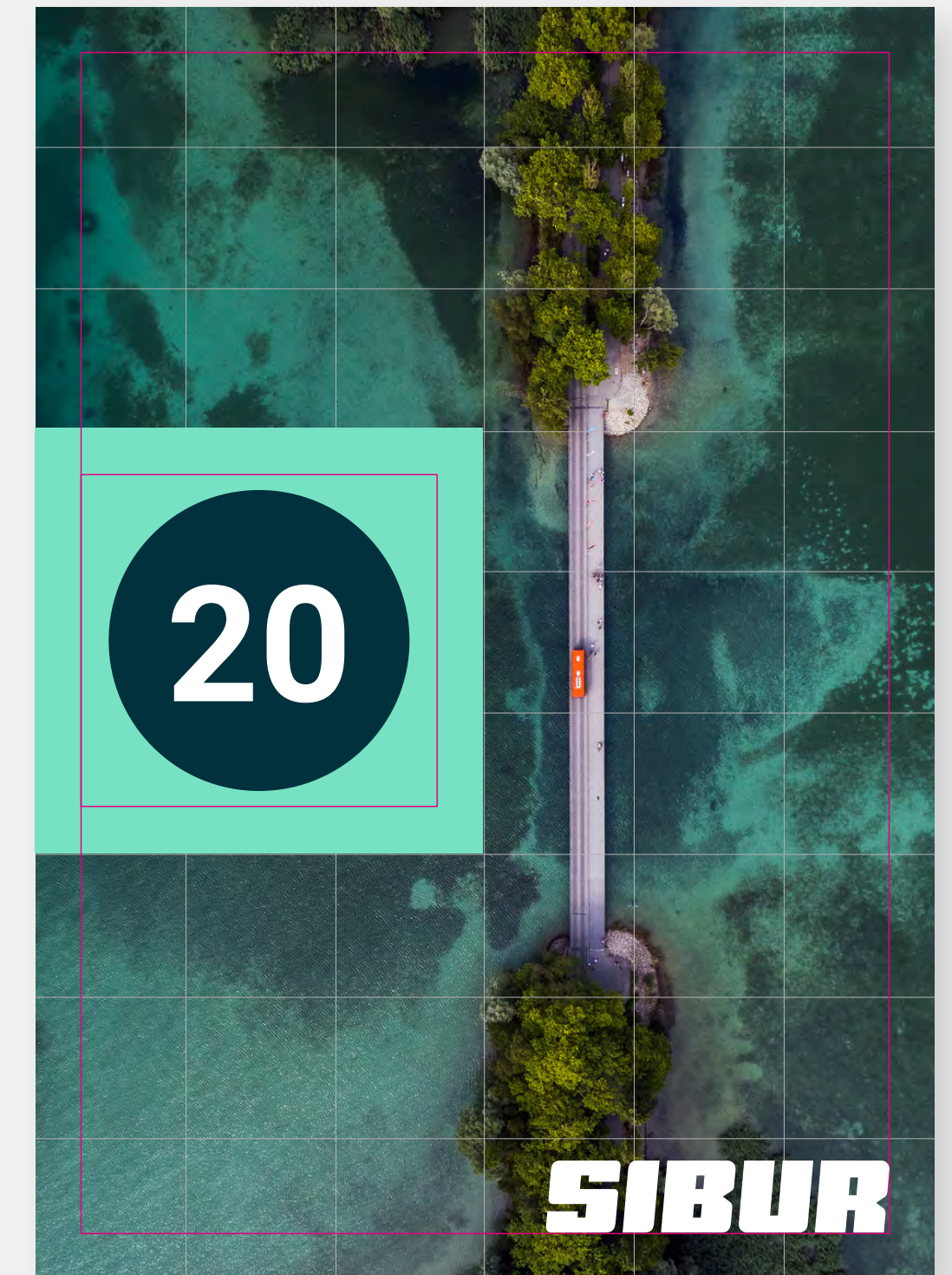
If the text is inserted inside several combination of modules (> 3x3), it is not necessary to align the text box to the upper or lower edge vertically but it is possible to align it to the center of the modules.



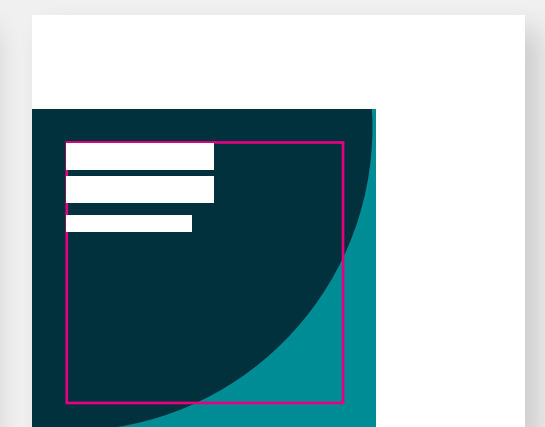
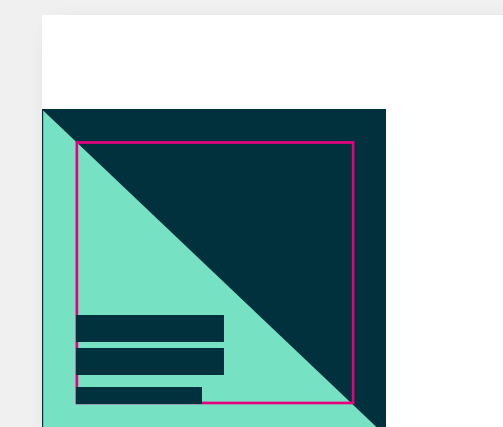
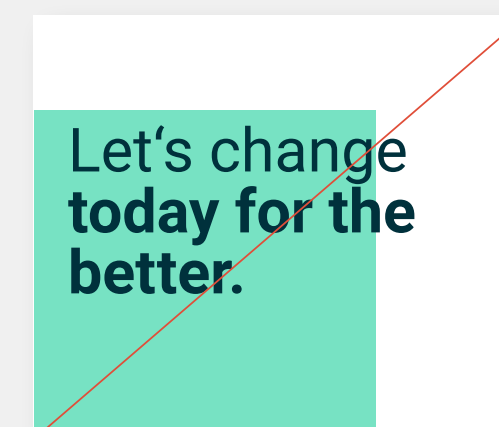
1. ON AN IMAGE MODULE



2. ON BASIC MODULES



3. ON SIMPLE MODULES





# Exemplary use



Let's rise to the challenge of tomorrow.

CREATING NEW SOLUTIONS

SIBUR

Subheadline

Two-color headline



The new Sibur  
Let's change today for the better.

SIBUR

A TEAM DEDICATED TO POSITIVE CHANGE.

More than Russia's largest petrochemical company, we're a team of scientists and engineers dedicated to delivering innovative sustainable solutions.

Poster

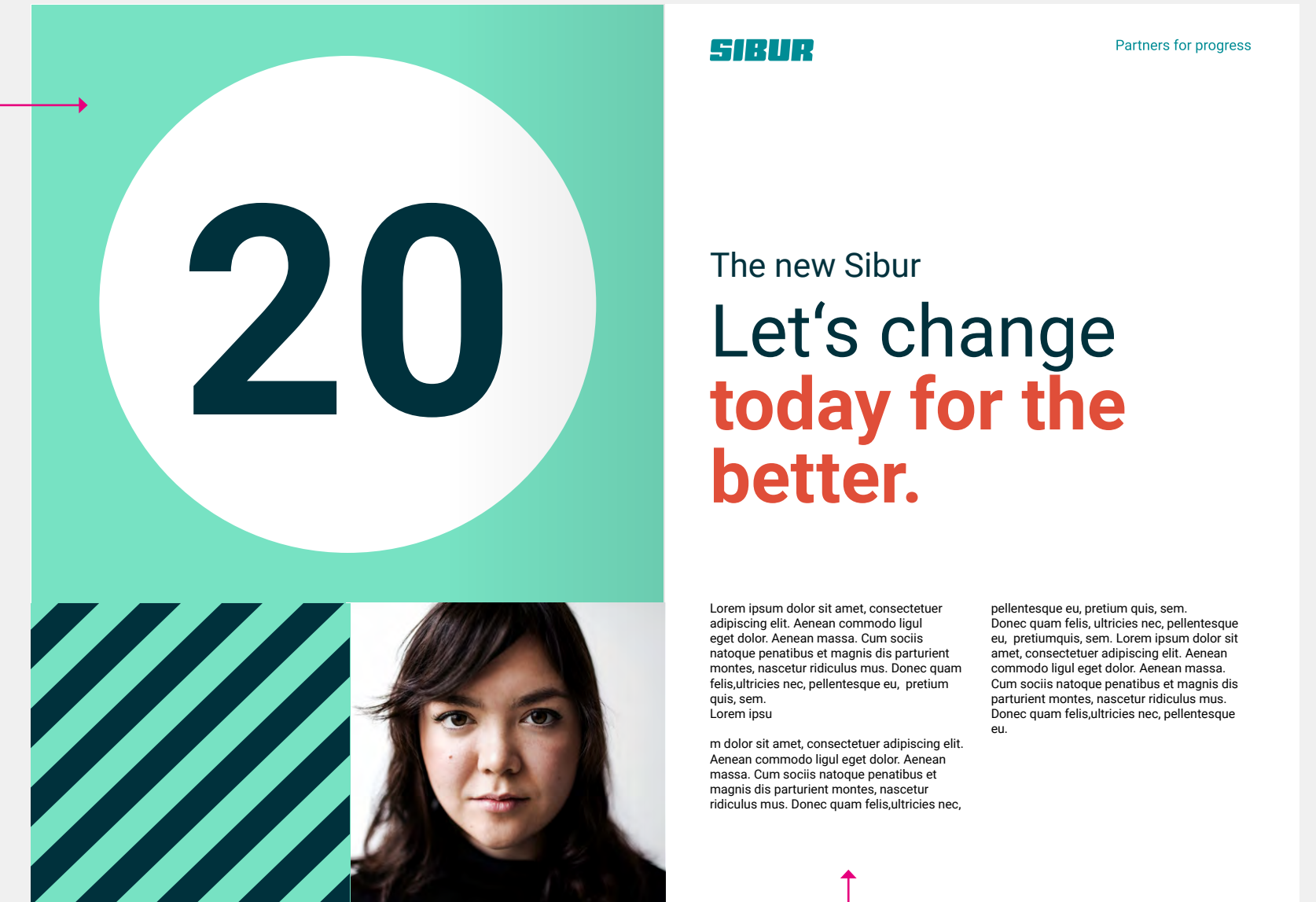
Placement on simple shape

Topline

One-color headline

Accent colour already embedded in image

Subheadline



SIBUR

Partners for progress

The new Sibur  
Let's change today for the better.

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Brochure

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Signpost

Color restricted usage



# 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.

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