

Indorama Ventures Public Company Limited

BRAND BOOK

www.indoramaventures.com

September 2021



DOCUMENT HISTORY

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Change of download link and contact email

Revision to vision statement

INTRODUCTION

Indorama Ventures Brand Book aims to provide useful and practical reference materials on the consistent use of the visual elements of Indorama Ventures' identity. This book contains approved standard graphic elements of the Indorama Ventures visual identity system. It has been prepared and distributed to ensure the success of the Indorama Ventures identity.

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Section 1

Our Brand

1.1 Brand Architecture

- Corporate
- Sub-Brands
- Endorsed Brands
- Product Brands

1.2 Brand Decision

1.1

BRAND Architecture

With operating business in more than 21 countries worldwide, we aim to strengthen our market positions and brands around the world.

The individual entities are integral part of Indorama Ventures, therefore, the branding must communicate clearly the relationship of the corporate brand and individual entities.

The Indorama Ventures brand sits at the top of sub-brands, endorsed brands and product brands.

Corporate Brand

Company name and legal entity.

Sub-brands

Sub-brand indicating individual entities that sits below the corporate brand. The Indorama Ventures brand name becomes part of the subsidiary name. Therefore, sub-brand must adhere to Indorama Ventures identity standards.

How are they identified?

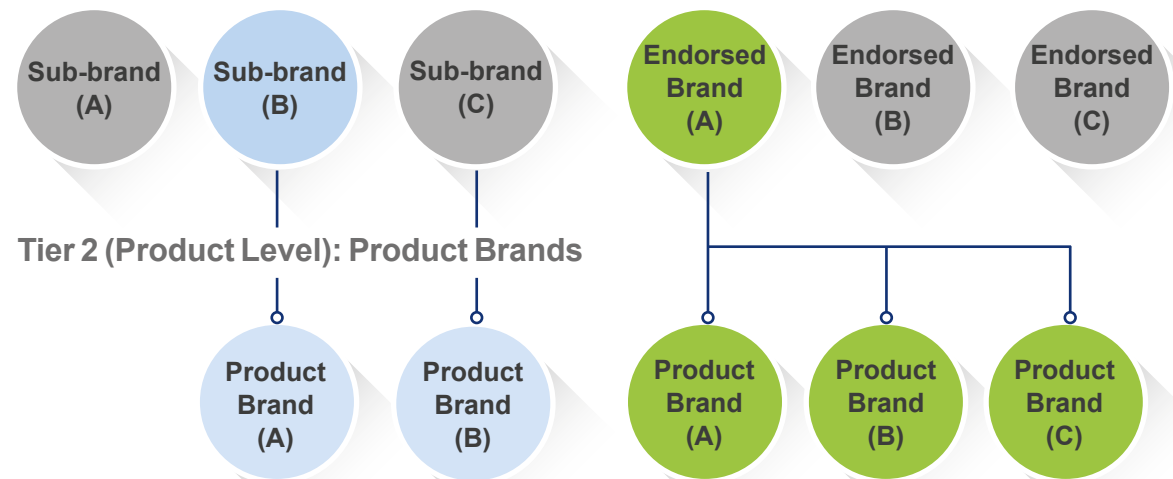
Sub-brands are linked to the corporate brand by visual association. See section 2.1 Sub-brand logo.

Corporate Level : Corporate Brand



Subsidiary Identity Level :

Tier 1 (Business Level): Sub-brands or Endorsed Brands



1.1

BRAND Architecture

Endorsed Brands

In certain cases when senior management of Indorama Ventures believe it would be an advantage to maintain the legacy brand name, that company will become an endorsed brand of Indorama Ventures.

The endorsed brand is a brand that has been granted permission to use its own logo as an extension of the Indorama Ventures branding for operational, communications and/or marketing purposes.

Each of these brands has exceptional value in its respective markets. Therefore, the endorsed brands will each have their own brand attributes, including a name, logo and position.

How are they identified?

Own logo with the endorsement term, “An Indorama Ventures Company” appears below the endorsed brand logo. See section 2.3 Endorsed Brand Logo.

Overview of Visual Architecture

Example of the correct visual representation of the brand mark for Indorama Ventures, subsidiaries and products (See section 2.1 Logo)



Corporate Level:
Corporate Brand



Subsidiary Name

Tier 1A (Business Level):
Sub-brands

LOGO

An Indorama Ventures Company

Tier 1B (Business Level):
Endorsed Brands

Product Logo

Tier 2 (Product Level):
Product Brands

1.1

BRAND Architecture

Product Brands

Indorama Ventures offers a broad product portfolio. These products may have individual trademarks which have excellent recognition in its markets.

Each product brand is managed independently of the Indorama Ventures Visual Identity System with their own visual elements, colors and identity standards.

New product brand names development must be done under the supervision of a business unit or marketing team with final approval of the Indorama Ventures Corporate Communications Department.

Example of Product Brands



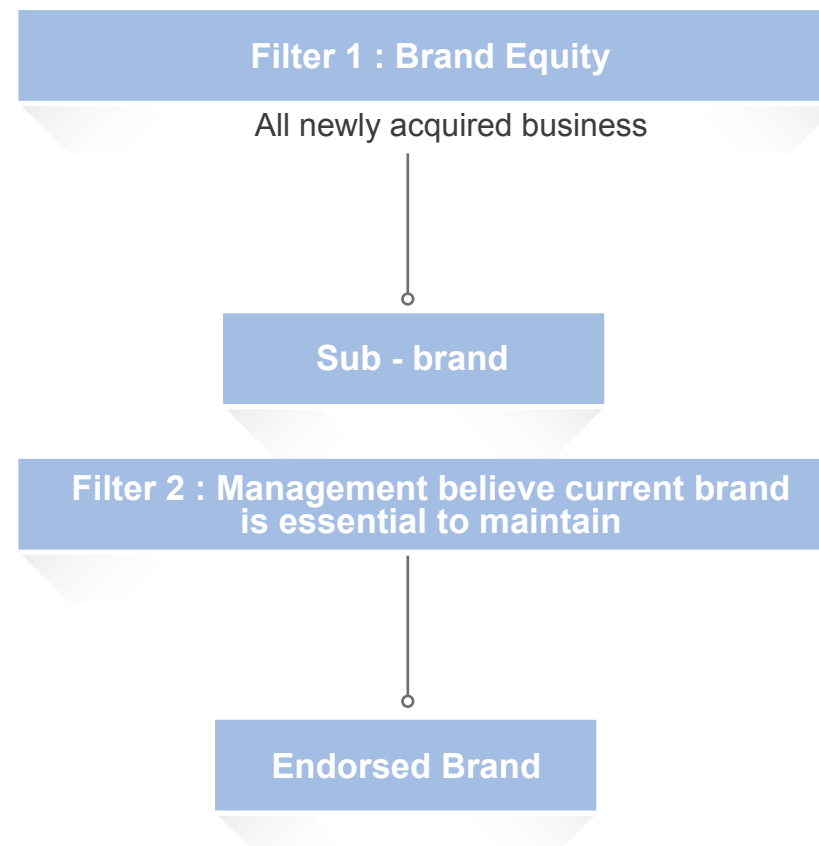
General Rules

All acquired companies must adopt the Indorama Ventures brand name and identity over a suitable period of time depending on the decisions of senior management of Indorama Ventures.

Criteria for Brand Decisions

All new acquisitions should become sub-brand.

In certain cases where managements acquire businesses for its brand name, managements may consider making it as an endorsed brand.



1.3

SUBSIDIARY COMPANY Naming Structure

Various parts of the business may be run by different subsidiaries. Each subsidiary is a separate legal entity. This systematic approach to naming must be embraced any time an entity is named to drive a brand consistency.

Each name should consist of:

- **Indorama Ventures**

- **Business**

Nature of business/ activity the company engages.

- **Location**

Name of location the company operate

- **Partner**

Name of joint venture partner

- Wholly/ majority owned company



Examples:

Indorama Ventures (Oxide & Glycol)
Indorama Ventures Xylene & PTA
Indorama Ventures Packaging (Ghana)
Indorama Ventures PET Nigeria
Indorama Ventures Polymers (Rayong)

- Partnership/ joint venture company



Section 2

Identity Elements

2.1 Logo

- Corporate
- Sub-brands
- Endorsed Brands

2.2 Colors

- Corporate
- Sub-brands and Endorsed Brands

2.3 Typeface

- Corporate
- Sub-brands and Endorsed Brands

2.1

LOGO: Corporate

The Indorama Ventures Logo

Our logo is a symbol of Indorama Ventures' dynamism, sustainability and global footprint.

The Indorama Ventures name is presented in simple yet sturdy font, conveying the strong foundation in which the company is built upon, as well as our firm stand in the international environment. The font color is a softer and more contemporary blue, communicating the company's mindset of adaptability and continuous development. Indorama Ventures understands the need to change with the times and is constantly improving upon itself.

As a whole, Indorama Ventures' logo is a representation of our values and commitment towards being dependable, dynamic, and sustainable.



“I” stands more prominently than the others, illustrating Indorama Ventures' position as a leading player at the forefront of its industry. All of the characters are placed in italic and slanting to the right, depicting Indorama Ventures' forward-thinking and proactive business approach.

“O” placed in the middle of the logo expresses the dynamic and evolving nature of the company. The hint of red symbolizes a boldness and passion, whereas the green communicates sustainability and a social responsibility for our environment and community.

To maintain consistent use of the logo, the Indorama Ventures logo is available in a variety of formats (EPS, PDF, JPG, PNG, AI). You may not be able to open the files directly on your computer without specific software. All logo files can be downloaded from SharePoint (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>) or on Indorama Ventures' website.

2.1

LOGO: Corporate

Color Variations

To provide flexibility, there are a number of different color versions of the logo. Choice of color depends on application, technical limitation and the environment in which the logo appears.

Full Color Logo

The full color logo is the preferred logo and should be used on a white background wherever possible.

Single Color

Where color is limited, a one color logo is acceptable, IVL blue (PMS 288C).

Reversed Color

Utilize the reversed version on the solid colored background.



2011_05_01_corp_ivl_logo_full.eps

● Full Color Logo (3 color):



2011_05_01_corp_ivl_logo_gry.eps

● Gray Color Logo:



2011_05_01_corp_ivl_logo_oc.eps

● Single Color Logo:



2011_05_01_corp_ivl_logo_rv.eps

● Reversed Color Logo:

2.1

LOGO: Corporate

Black and White Applications

If color reproduction is not available or is not a viable option, the logo should be reproduced in solid black or reverse in white.



0% 10% 20% 30% 40%

2011_05_01_corp_ivl_logo_k.eps

Use black color on background 0% - 40%



50% 60% 70% 80% 90% 100%

2011_05_01_corp_ivl_logo_rv.eps

Use white color on background 50% - 100%

2.1

LOGO: Corporate

Clear Space

To maintain the logo's visual impact, the area around the logo must be protected from text or other graphic elements.

"X" equals the height of the word "ventures" in the Indorama Ventures logo. A minimum clear space X must equal twice of the "X" on all sides.

Recommended Size

Minimum Size

The minimum reproduction size of the logo is 27 mm in width, measured from the "I" to the right side edge of the "A". The logo should scale proportionally.

Maximum Size

No restriction



Minimum Size :



2.1

LOGO: Corporate

Incorrect Use of Logo

To maintain the equity and value of Indorama Ventures brand, the logo should not be altered under any circumstances. Here are some examples of things to avoid when using our logo.



Do not distort or stretch the logo



Do not recolor the logo except for blue, black or gray as defined on section 2.1



Do not modify the logo with promotional language



Do not stage the logo on colors that do not provide sufficient contrast

2.1

LOGO: Corporate



Do not position the logo at an angle



No additional unauthorized type added to the logo



Do not place the logo on a complex background



Do not add effects to the logo e.g. bevel and emboss or drop shadow

The "O" Mark

Follow the same guidelines as the Indorama Ventures logo, the "O" mark may be used.

1. When there is a limited amount of space available (e.g. Shortcut graphic or icon)
2. As a design element, the entire "O" mark may be shown or enlarged in such a way that only part of the "O" mark is visible.
3. As part of the Indorama Ventures seal



2009_09_24_corp_ivl_Omark_full.jpeg

2.1

LOGO: Sub-brands

Sub-brand logos are made up of two components: the Indorama Ventures logo and subsidiary name.

Sub-brand Logo Lockup

The sub-brand type should be set in Arial, K80 (RGB 83 83 83 or #535353). The Indorama Ventures logo should always appear in the official brand colors. The one color version of the Indorama Ventures logo should only be used when it is not possible to use the full-color version. See section 2.1 Corporate Logo.

Sizing

The size of the Indorama Ventures logo is relative to the size of the subsidiary name and can be changed as appropriate but keep the ratio when scaling.

The example here shows the visual relationship of the elements. The relative scale/ relationship of the elements should be maintained.

Indorama Ventures Corporate Communications will provide all logos in the proportions provided under this brand book.

Sub - brand Logo lockup :

Corporate
Brand/Master
Brand



Sub - brand
Name

Subsidiary Name

Center - align

Scale :



Arial Bold
K80
(RGB 83 83 83
or #535353)

Subsidiary Name

Center - align

2.1

LOGO: Endorsed Brands

Use of the Endorsed Brands Logos

The endorsed brands logos must carry the term “**An Indorama Ventures Company**” to clarify the relationships with corporate brand. This term must be center-aligned and placed below the endorsed brand logo.

All signage, collateral materials, publications, website and/or promotional items identifying the endorsed brand must not dominate any display of the Indorama Ventures brand within the same publication or materials.

Endorsed brand logos should be treated as artwork, not as typography. Logo files are available for download at the Sharepoint (<https://indoramaventures.sharepoint.com/Sites/IV/home/Sitepages/Branding.aspx>).

IMPORTANT

Any new endorsed brand logo must be submitted to the Indorama Ventures Corporate Communications Department before being printed or published.

Examples of Endorsed Brands Logos:

The logo for Trevira, featuring the word "Trevira" in a bold, red, sans-serif font.

An Indorama Ventures Company

2015_10_01_endor_tg_logo_full.jpg

The logo for FiberVisions, featuring a green circular icon with white lines and the word "FiberVisions" in a grey, sans-serif font, with "An Indorama Ventures Company" below it.

2015_10_01_endor_fv_logo_full.jpg

The logo for PHP, featuring the letters "PHP" in a bold, red, sans-serif font.

An Indorama Ventures Company

2015_10_01_endor_php_logo_full.jpg

The logo for Performance Fibers, featuring the word "Performance" in a grey, sans-serif font, a small orange icon, and the word "Fibers" in a grey, sans-serif font, with "An Indorama Ventures Company" below it.

2015_10_01_endor_pf_logo_full.jpg

2.1

LOGO: Endorsed Brands

Endorsed Brand Logos Lockup

The endorsed brand logo lockup must be used as a uniform system. Each endorsed brand should use only the approved logo. The endorsed brand logo must not be altered or added to in any way when reproduce in promotional materials, information brochure or stationery.

Recommended Size

Minimum Size

The minimum reproduction size of the endorsed brands logos are 26 mm in width.

Endorsed brands logo files have been produced to support consistency and ease of use at the SharePoint (<https://indorama-ventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>).

Endorsed Brand Logo Lockup:

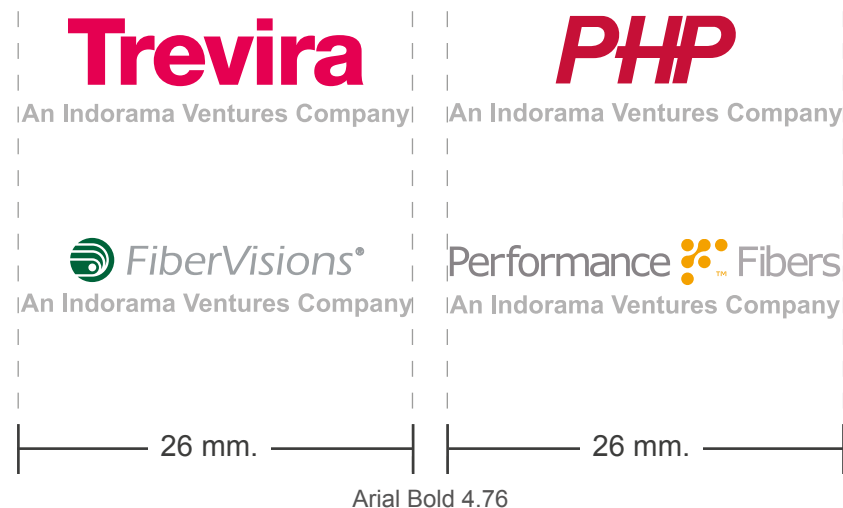
Endorsed term
Arial Bold
K40
(R153 G153 B153
or #999999)

Endorsed Brand Logo

An Indorama Ventures Company

Center - align

Minimum Size:



2.2

COLORS: Corporate

Primary Color Palette

Blue, green and red are the official colors and the primary palette to represent Indorama Ventures. Our primary colors should dominate all communications, including digital and print advertisements, publications, trade shows and website.

Equivalent color formulas for a four-color process printing and pantone numbers are provided here.

Indorama Ventures Logo:



Primary Colors:



IVL BLUE

PMS : 288C

CMYK : C100 M80 Y6 K30

RGB : R0 G46 B97

HEX : #002E61



IVL GREEN

PMS : 355C

CMYK : C97 M2 Y98 K12

RGB : R0 G153 B51

HEX : #009933



IVL RED

PMS : 199C

CMYK : C2 M100 Y82 K6

RGB : R204 G0 B51

HEX : #CC0033

2.2

COLORS: Corporate

Secondary Color Palette

A secondary color palette has been developed to provide additional range of the brand experience, while still staying loyal to the Indorama Ventures brand.

The secondary colors may be used on all communications such as headline, subheads, charts and graphs. See section 3.2 for example of secondary color use.

The CMYK and RGB values are provided here.

Sub-brands and Endorsed Brands

All sub-brand colors must follow the same set of corporate colors. See section 2.2 Corporate Colors.

Primary Color Palette

IVL BLUE

IVL RED

IVL GREEN

Secondary Color Palette

Dark blue, Text 2,
Lighter 80%
R196 G215 B245

Aqua, Accent 5
Lighter 40%
R147 G205 B221

Red, Accent 2
Lighter 25%
R230 G185 B184

Olive, Accent 3,
Lighter 40%
R195 G214 B155

Dark blue, Text 2,
Lighter 60%
R137 G176 B235

Aqua, Accent 5
R75 G172 B198

Red, Accent 2,
R192 G80 B77

Olive, Accent 3,
R155 G187 B89

Dark blue, Text 2,
Lighter 40%
R77 G136 B224

Light blue,
R0 G176 B240

Red
R255 G0 B0

Light Green
R118 G158 B97

Dark blue, Text 2,
R24 G70 B139

Blue
R0 G112 B192

Dark Red
R192 G0 B0

Green
R0 G176 B80

Neutrals

In addition to black and white, gray tones may be used as a complementing color to both primary and secondary color palette.

For more information or help choosing a color palette, please contact the Indorama Ventures Corporate Communications Department.

Neutrals

10% Gray
HEX #F2F2F2
R242 G242 B242
C0 M0 Y0 K10

60% Gray
HEX #666666
R102 G102 B102
C0 M0 Y0 K60

25% Gray
HEX #CCCCCC
R204 G204 B204
C0 M0 Y0 K25

90% Gray
HEX #333333
R51 G51 B51
C0 M0 Y0 K90

2.3

TYPEFACE: Corporate

Primary

Arial is our primary typeface and should be used on all Indorama Ventures communications. Different weights, styles, sizes and colors are allowed to create a unique design style within your documents.

Arial

ABCabc123

ABCabc123

ABCabc123

ABCabc123

Secondary

In cases where Arial is not possible, Calibri may be used as an alternative to Arial.

Serif forms are not allowed anywhere.

Foreign Language Fonts

On occasion when foreign language fonts are required. Try to use a font that is clear and uncomplicated.

Calibri

ABCabc123

ABCabc123

ABCabc123

ABCabc123

Hierarchy

For primary headings, Century Gothic or Antonio may be used for headlines or title.

The Antonio font is available for download on the SharePoint (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>) to install on windows, first download the Antonio font and unzip. Drag the file to “My Computer”>“Windows”>“Fonts” folder.

Century
Gothic

ABCabc123

ABCabc123

ABCabc123

ABCabc123

Alternate

Antonio

ABCabc123

ABCabc123

ABCabc123

2.3

TYPEFACE: Corporate

Unacceptable Use of Typography

We must maintain the typographic system we have established.

The examples shown here demonstrate some of the more common misunderstandings of using our typographic systems.

Sub-brands and Endorsed brands

All sub-brands and endorsed brands typeface must follow the same set of corporate typeface.

PET Resins

Do not distort type

PET Resins

Do not curve type

PET Resins

Do not use serif fonts
(fonts with a foot
and head as shown)

PET Resins

PET Resins

Do not use special
effects with type

Section 3

Applications

Electronic Standards

3.1 Email Signature

- Corporate
- Sub-Brands
- Endorsed Brands
- Set up an Email Signature

3.2 PowerPoint Presentation

- Corporate
- Sub-brands
- Endorsed Brands

3.3 Video

3.1 EMAIL SIGNATURE: Corporate

All employees are required to use a standard email signature provided here for all outgoing emails which includes new email, replies and forwarded email.

Colored text, complicated fonts, images, clip art, personal quotes or slogans are not permitted. Avoid adding degrees or other certifications.

The use of the Indorama Venture vision statement is recommended.

All email sent via company system should have plain white background. This will ensure that the email signature will look the same across the board from desktop to mobile and tablet. A disclaimer will be included on all email sent to outside addresses.

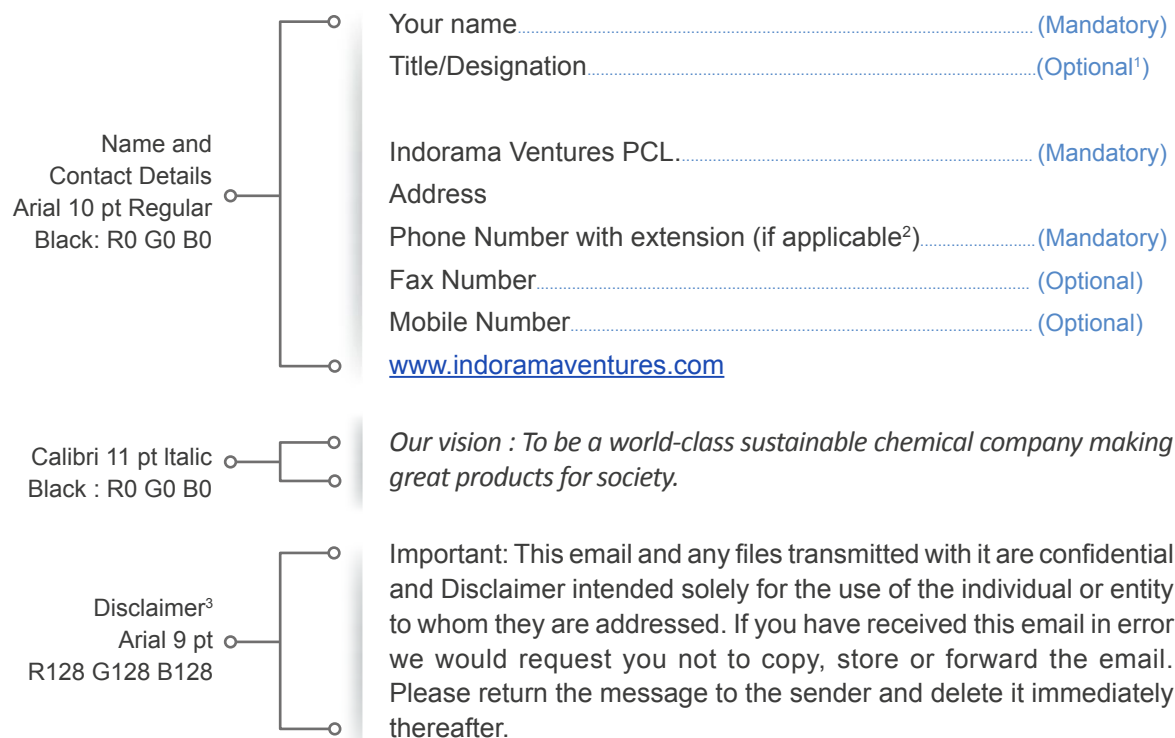
Logo

It is not recommended to include a logo within the email signature. Many email clients and mobile devices block the appearance of images. Images can also increase the size of email inboxes.

For celebrations and trade shows, a line can be added to the bottom of signature, for example, see us at Heimtextil on 12-15 January 2016.

Example of Standard Corporate Email Signature:

All email signature must follow the format below exactly.



Please note:

⁽¹⁾ Except some countries where a designation of any individuals not allowed in email signature.

⁽²⁾ The phone number must begin with the country code and separated by spaces (no dots or dashes).

⁽³⁾ The disclaimer is added by the server and made compulsory by the IT department for legal, not branding reasons.

Managers will be responsible for employee implementation of email signatures.

3.1 EMAIL SIGNATURE: Corporate

Reply and Forwarded Email Signature

For replying to email, MS Outlook allows a second signature for reply. Name and telephone number/ ext. may be used.

Email signatures for replies to email can either include your complete contact information (See page 26) or condensed contact information. Your condensed contact information should include your name and telephone number/ ext.

Example of Reply and Forwarded Email Signature

All email signature must follow the format below exactly

Name and
Contact Details
Arial 10 pt
RGB: Black
0 0 0

Your name.....(Mandatory)

Phone Number with extension (if any).....(Optional)

Calibri 11 pt Italic
Black : R0 G0 B0

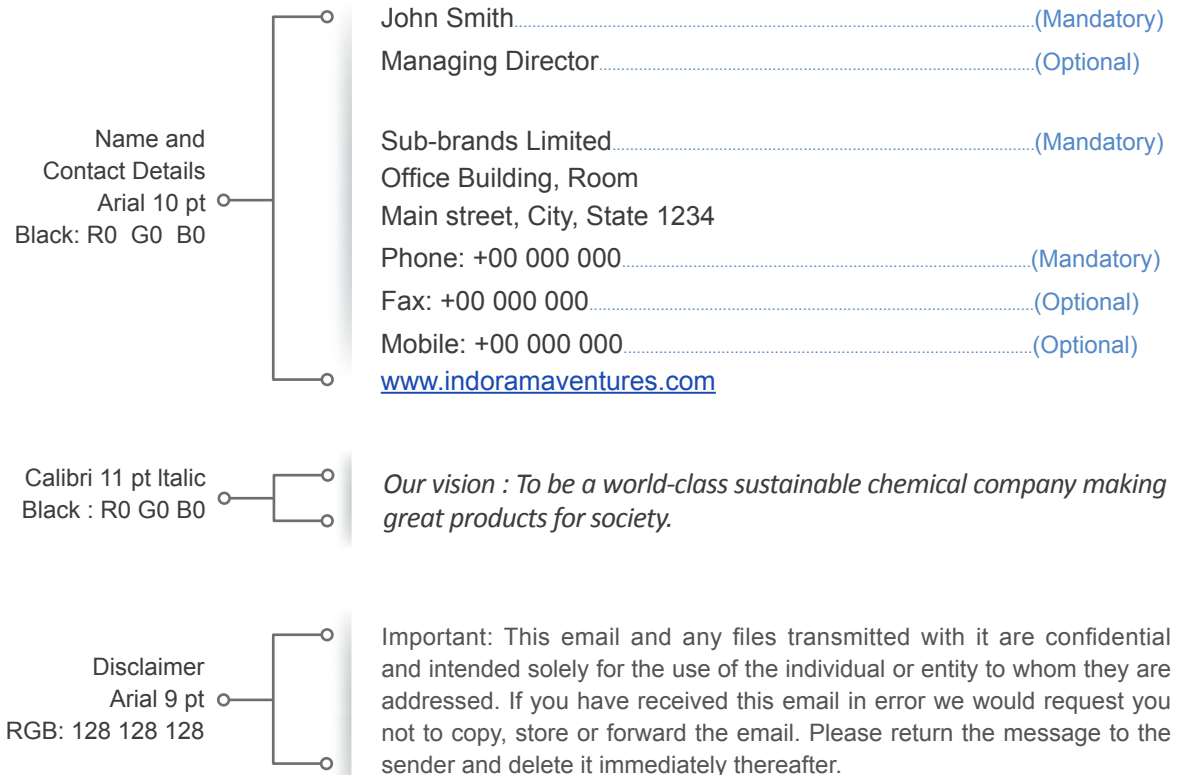
Our visions: To be a world-class sustainable chemical company making great products for society.

3.1

EMAIL SIGNATURE: Sub-Brands

Sub-brand email signatures should follow the same guideline as the corporate email signature to fit the overall branding standard.

Example of Sub-brands Email signature:



3.1

EMAIL SIGNATURE: Endorsed Brands

Endorsed brands email signatures should follow the guideline shown on this page.

Example of Endorsed Brands Email Signature:

Name and
Contact Details
Arial 10 pt
Black: R0 G0 B0

John Smith.....(Mandatory)
Managing Director.....(Optional)

Endorsed Brands Limited.....(Mandatory)
(An Indorama Ventures Company).....(Mandatory)
Main street, City, State 1234
Phone: +00 000 000.....(Mandatory)
Fax: +00 000 000.....(Optional)
Mobile: +00 000 000.....(Optional)
Website

Calibri 11 pt Italic
Black : R0 G0 B0

Our vision : To be a world-class sustainable chemical company making great products for society..

Disclaimer
Arial 9 pt
RGB: 128 128 128

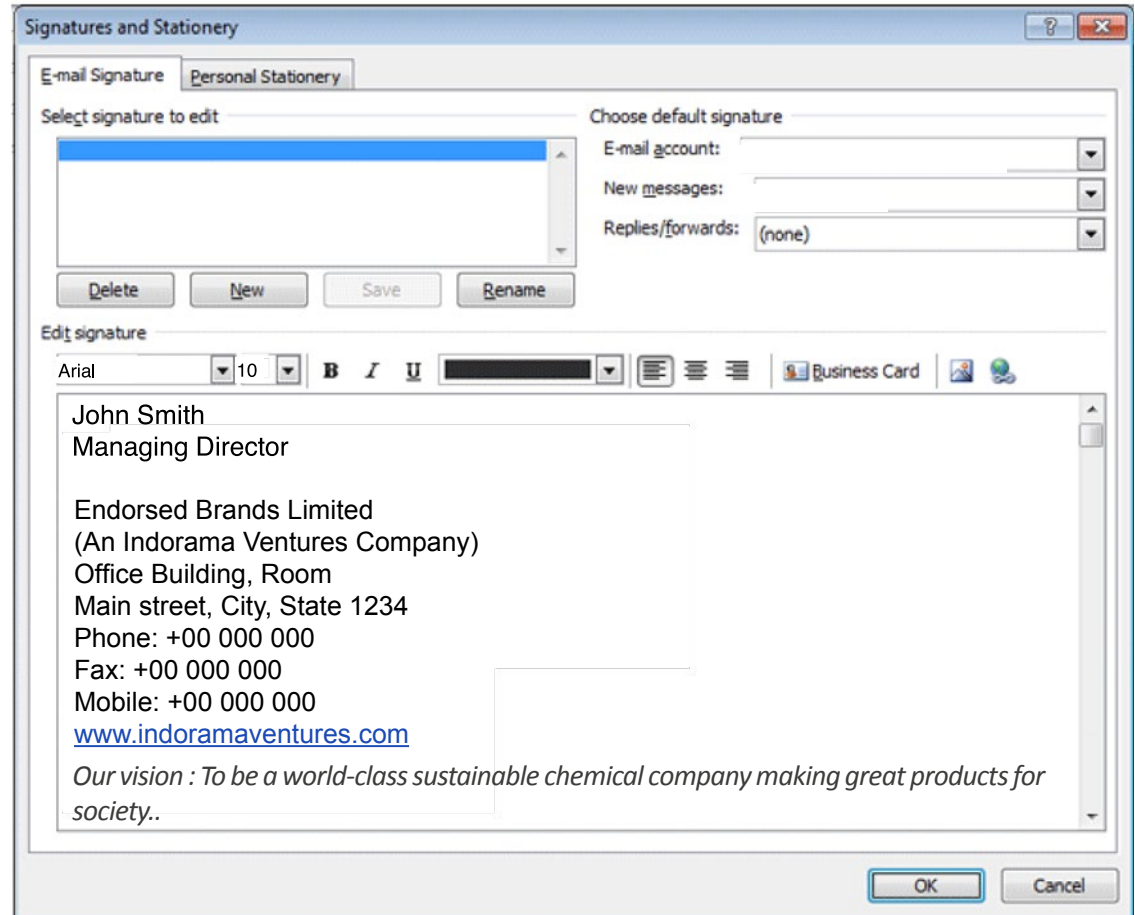
Important: This email and any files transmitted with it are confidential and intended solely for the use of the individual or entity to whom they are addressed. If you have received this email in error we would request you not to copy, store or forward the email. Please return the message to the sender and delete it immediately thereafter.

3.1

EMAIL SIGNATURE: Set up

In Outlook

- (1) Click “New Email”
- (2) In new email, click “Signature” in the toolbar. From the drop down menu, select “Signature”
- (3) Click the “New” button
- (4) Type in your new signature in the window
- (5) Under “Default Signature”, select this new signature for both “New Messages” and “Replies/forwards”.
- (6) Click “OK” to save and close the window
- (7) Your new email signature is now ready.



3.2

PRESENTATIONS: Corporate

We have developed a basic set of PowerPoint templates to demonstrate how the Indorama Ventures identity should be used correctly in a presentation. The PowerPoint template should be used for all presentations carried out on behalf of Indorama Ventures.

Template

Use the primary color of Indorama Ventures Blue as a theme color. The look is simple and clean, allowing for clear display of information in both text and imagery.

Theme Colors:

Dark blue, Text 2, Lighter 80% R196 G215 B245	Light blue, Accent 3 R170 G192 B242	Blue Gray, Accent 2 Lighter 80% R209 G223 B236	Ice Blue, Accent 5 R197 G200 B217	R227 G227 B227
Dark blue, Text 2, Lighter 60% R137 G176 B235	Light blue, Accent 3 Darker 25% R81 G126 B228	Blue Gray, Accent 2 Lighter 60% R164 G191 B216	Ice Blue, Accent 5 Darker 25% R134 G141 B176	R170 G170 B170
Dark blue, Text 2, Lighter 40% R77 G136 B224	Light blue, Accent 3 Darker 50% R27 G74 B179	Blue Gray, Accent 2 Lighter 40% R118 G158 B197	Ice Blue, Accent 5 Darker 50% R82 G88 B125	R114 G114 B114
Dark blue, Text 2, Lighter 40% R24 G70 B139	Light blue, Accent 3 Darker 75% R14 G37 B89	Blue Gray Accent 2 R55 G93 B129	Ice Blue, Accent 5 Darker 75% R41 G44 B63	R57 G57 B57



2021_08_30_corp_ivl_PowerPointTemplate.pptx

3.2 PRESENTATIONS: Corporate

Font

- Headline: Arial, bold, 24 pt., dark blue text (R0 G32 B96 or #000033)
- Sub-headline: Arial, bold, 20 pt. gray 50%(R0 G112 B192 or #0066CC)
- Chart title: Arial, bold, 14 pt., black text (R127 G127 B127 or #666666)
- Regular text: Arial, 10-16 pt., black text (R0 G0 B0 or #000000)

Example of options for title, content and charts



Increased capacity in WEST with higher Core ROCE over Asia



Focused Portfolio in the Polyester Value Chain with committed total capacity of approximately 9 million tonnes by 2016



3.2 PRESENTATIONS: Corporate

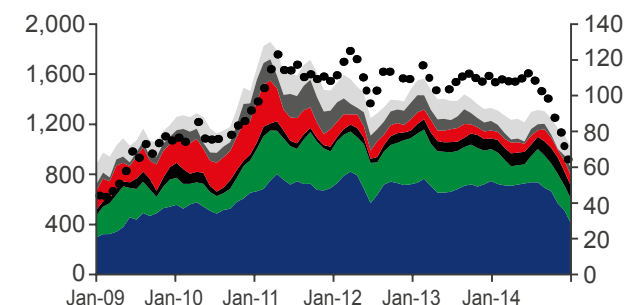
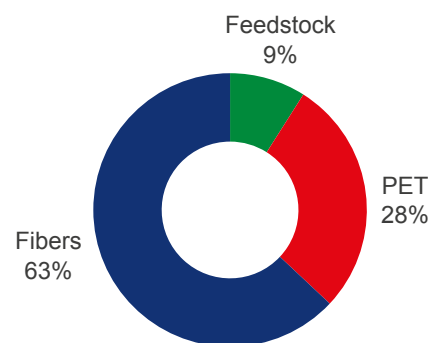
Charts and Graphs

Color Usage

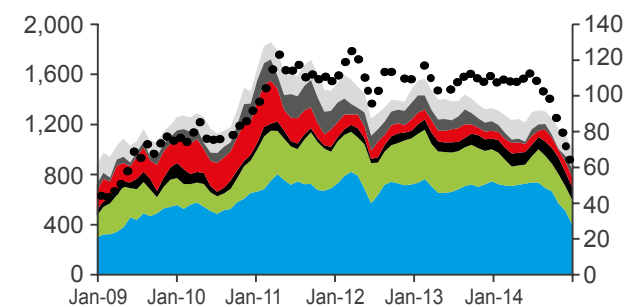
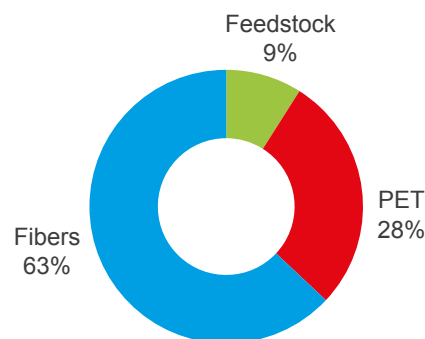
Corporate colors should be used on all charts and graphs.

The secondary color palette is encouraged to create interest. See section 2.2 Corporate Colors.

Example of charts and graphs Use of Primary Color Palette



Use of Secondary Color Palette



3.2 PRESENTATIONS: Sub-brands

Sub-brands are not allowed to have their own PowerPoint template or use their sub-brand logo on the template.

The template can be downloaded from SharePoint (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>).

Template



2021_08_30_corp_ivl_PowerPointTemplate.pptx

3.2

PRESENTATIONS: Endorsed Brands

Endorsed brands may have their own design for PowerPoint but the existing logo needs to be replaced with the endorsed brand logo. See section 2.1 Logo.



3.3 VIDEO

Video is an important and effective communications medium. It should create a consistent look and feel that builds awareness of the Indorama Ventures brand.

Opening

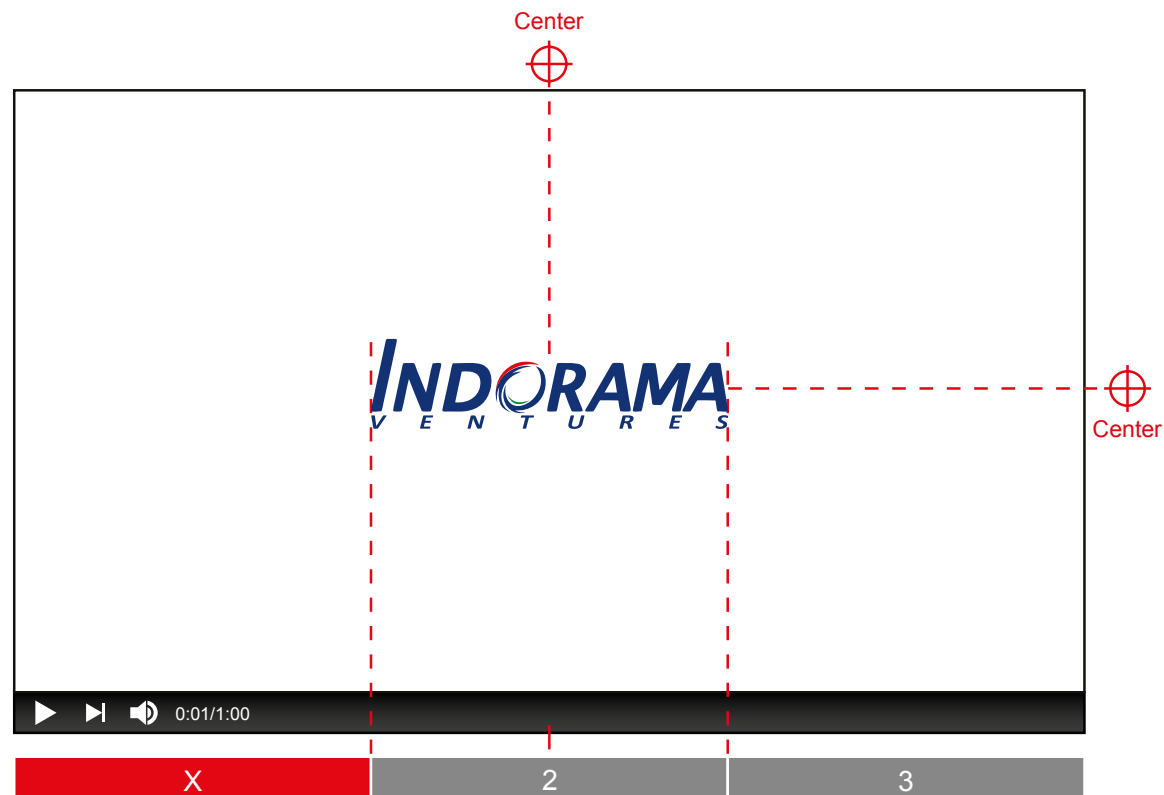
Videos should contain an opening slide with the title, using Arial bold for the main heading and Arial regular for sub-headings on a plain background, accompanied by the Indorama Ventures logo.

Transitions

Transition effects should be used sparingly. The preferred transition effects are fade in and fade out.

Closing

In certain cases, information such as a URL or brief credit may be used at the end of videos to encourage and direct viewers. Text accompanying the company logo at the end of videos must use either Arial or Century Gothic fonts.



Sample : HD 720

3.3 VIDEO

Logo

In order to establish strong brand recognition, each video should display the Indorama Ventures logo. See examples on the right. If the preferred versions are not appropriate to the material, other background and font colors may be used as long as they adhere to the overall brand standards regarding color. Position the Indorama Ventures logo equidistant from the top and right of the screen by a distance equal to the height of the logo itself.

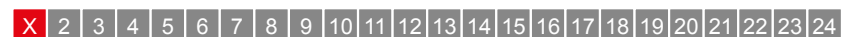
Logo



Logo : Color



Logo : White, Opacity 80%



3.3 VIDEO

Title Bar

Title bars are often used to introduce and identify people, places and things in the video. In any cases where executives are speaking in a video, their name, surname and title must be given in a title bar placed in the bottom of the screen. The name and surname should be written in IVL blue and Arial bold and IVL blue Arial regular used for the title, using upper and lower case letters. The Indorama Ventures logo should appear in white on the left next to the title bar as shown.

In the event that the background is too bright to distinguish white text, a navy blue bar may use as a separation element. The color values for the navy blue bar should adhere to the brand standards:

When compositing a navy blue bar into video, opacity should be set at 80%.

Font

Font selection for titles and on-screen graphics should adhere to the standards established for print and online materials.

Title Bar



Section 3

Applications

Printed Standards

3.4 Business Cards

- Corporate
- Sub-Brands
- Endorsed Brands

3.5 Letterheads

- Corporate
- Sub-brands
- Endorsed Brands

3.6 Envelopes

- Corporate
- Sub-Brands
- Endorsed Brands

3.4

BUSINESS CARDS: Corporate

All name cards MUST be made from recycled PET.

It accommodate multiple lines of address and contact information. Telephone and fax number are mandatory. Use a third line for additional numbers when necessary, but do not list more than three lines in total.

Font and Color

- Employees' Name:
First name followed by last name with no comma Arial, bold, 12pt., blue (R23 G70 B139 or Pantone 288C)

Local script can be added below the English name as an option but if not use please leave the line blank

- Employees' Title followed by department in the line below but if not use please move the following line up and email address on the last line Arial, regular, 9 pt. grey (K50%)
- Company Name: Arial, bold, 8 pt., blue (R23 G70 B139 or Pantone 288C)
- Company Address (list in full), Website: Arial regular, 8 pt., grey (K50%).

Business Card

Front

INDORAMA

First Name M. Last Name
Local Language Name (option)
Title
Department Name
Email Address

Company Name
Address
State, City, Zip Code, Country
State, City, Zip Code, Country
www.indoramaventures.com

Tel.
Fax
Mob.

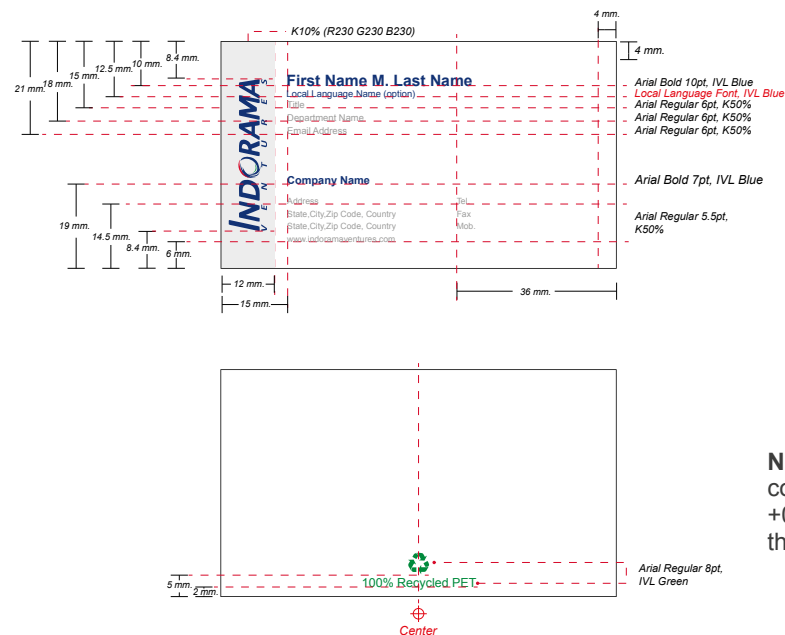
Back

100% Recycled PET

2015_07_17_corp_ivl_BusinessCard.ai

Detail of Business Cards

Size : 89 x 51 mm (3.5 x 2 Inch).



3.4 BUSINESS CARDS: Corporate

Endorsed Branding Business Card

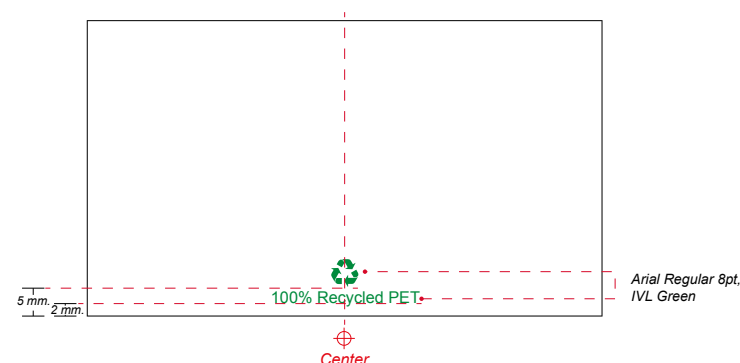
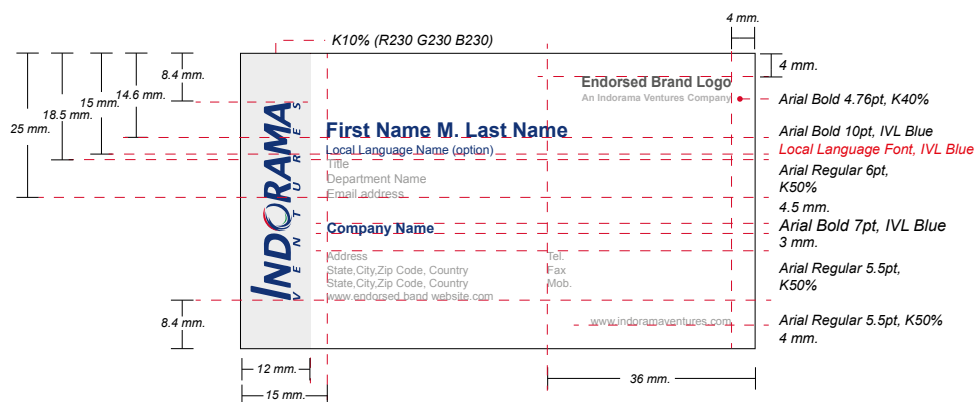
Front



Back



Detail of Endorsed Branding Business Card



3.4

BUSINESS CARDS: Sub-brands

Sub-brand logos are not allowed for use on business cards.

Dual-language Business Cards

In some cases where dual languages business card is required, utilize both sides of the card with English on one side, and the translated language on the other. Local HR Departments are responsible for providing an accurate translation of text.

If dual-language is not required, the back of the card should follow the same design as corporate business card. See page 40.

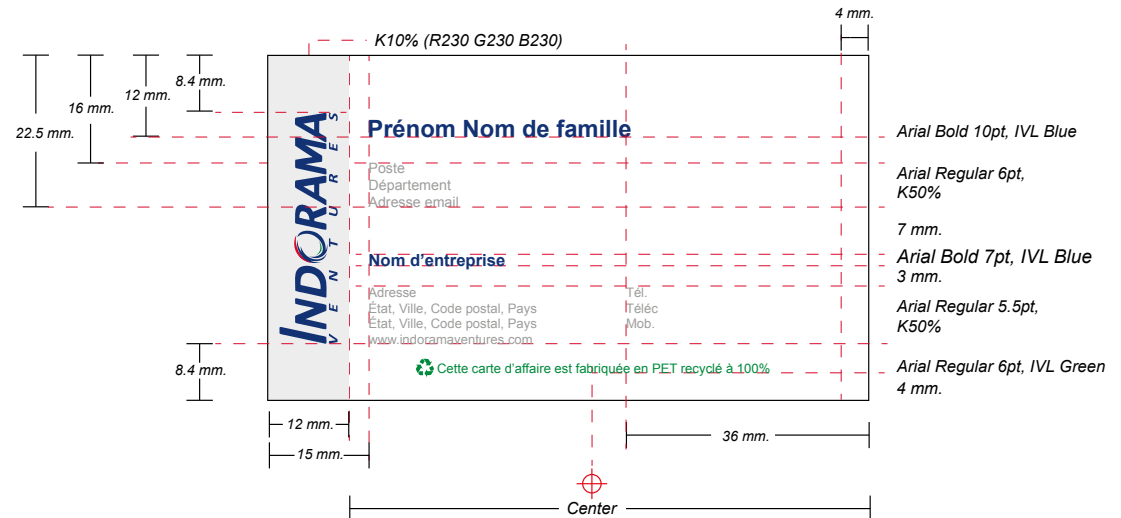
Any special formatting for business cards must be approved by the Indorama Ventures Corporate Communications Department.

Font and Color

Font and color should follow the same style as corporate business card.

Dual-Language Business Cards (in French)

Back



3.4

Endorsed brands logos are allowed for use on business cards.

Dual-language Business Cards

In some cases where dual languages business card is required, utilize both sides of the card with English on one side, and the translated language on the other. Local HR Departments are responsible for providing an accurate translation of text.

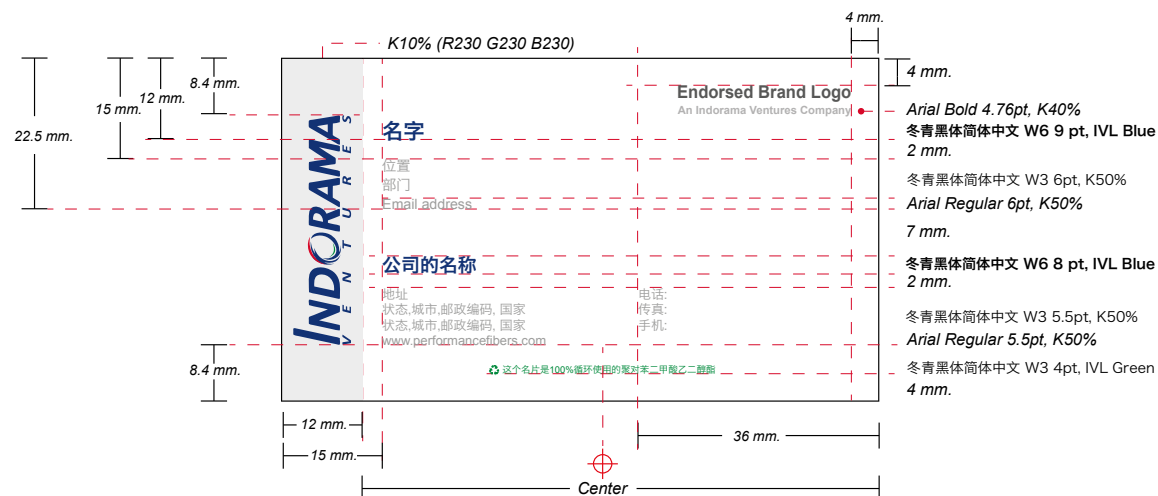
Any special formatting for business cards must be approved by the Indorama Ventures Corporate Communications Department.

Font and Color

Font and color should follow the same style as corporate business card. See page 40.

Dual-Language Business Cards (in Chinese)

Back



3.4

BUSINESS CARDS: Ordering Process

All business cards must be made from recycled PET. Use of local vendors is not permitted unless you have a vendor of recycled PET business cards. Please note, if you find a local vendor of recycled PET vendor, please send the artwork for your business cards the first time for approval. You may order business cards at any time but please make your request early enough to allow time for processing and delivery.

Local HR Managers have the responsibility to determine who has authority to order business cards.

The Business card order form will be initiated by the local HR requesting business cards for employees in their company.

To get started on your request for business cards, please fill out the Business card Order form and email to ivl_admin@indorama.net. This form is available for download from the SharePoint (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>).

3.5

LETTERHEADS: Corporate

The standard letterhead is for general communication purposes from Indorama Ventures. No images or logos other than the Indorama Ventures logo should be displayed on the letterhead.

Logo 48.4 mm, left margin 12 mm, top margin 12 mm.

The company name, address and any legal requirement (as required by law), such as registration/ VAT number, appear on the bottom of the letterhead in 6.5 pt, black. Arial is the type font used for all stationery. Publicizing your certification is not allowed on the letter head.

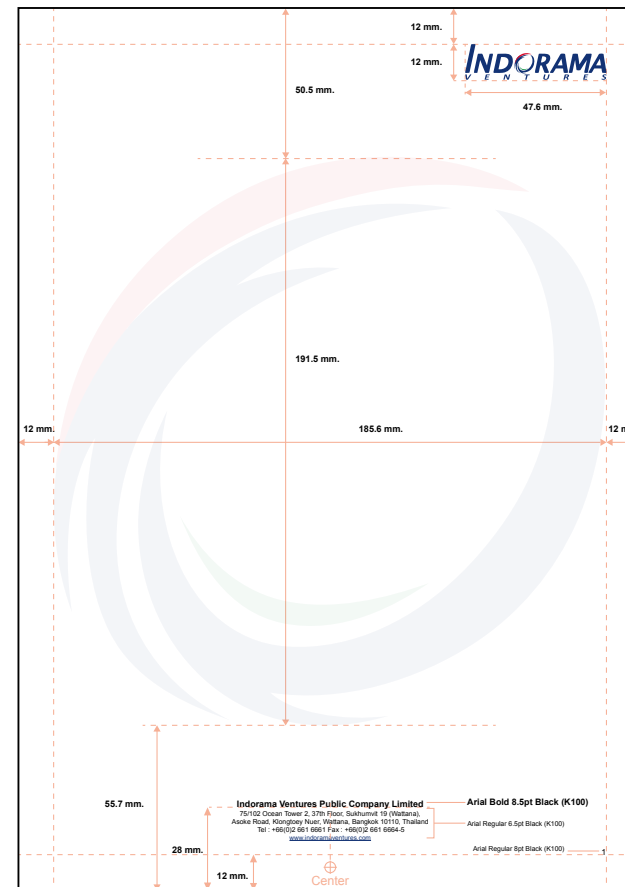
Second Sheet

The second sheet contains only Indorama Ventures logo and a watermark. Use the same margins as specified on the first sheet letterhead.

A preprinted letterhead is not required. The letterhead is provided as an MS Word/ Publisher template for printing on your office printer.

Black and white are allowed.

Example of A4 (210 x 297 mm.) Corporate Letterhead



2015_11_23_corp_ivl_A4Letterhead_guide.pdf

3.5

LETTERHEADS: Corporate

General US Corporate Letter-sized paper should follow the layout shown here. All templates can be downloaded from SharePoint (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>).

Example of US Corporate Letter - sized Paper (216 x 279 mm.)



2015_11_23_corp_ivl_USLetterhead_guide.pdf

All measurements in mm., not actual size

3.5

LETTERHEADS: Sub-brands

The sub-brand logo is not allowed on the Indorama Ventures letterhead. The position and size of the Indorama Ventures logo should remain the same as in the corporate letterhead.

Logo 48.4 mm, left margin 12 mm, top margin 12 mm.

The contact information can be modified. The company name, address and any legal requirement (as required by law), such as registration/ VAT number, appear on the bottom of the letterhead in 6.5 pt., black. Arial is the type font used for all stationery. Publicizing your certification is not allowed on the letter head.

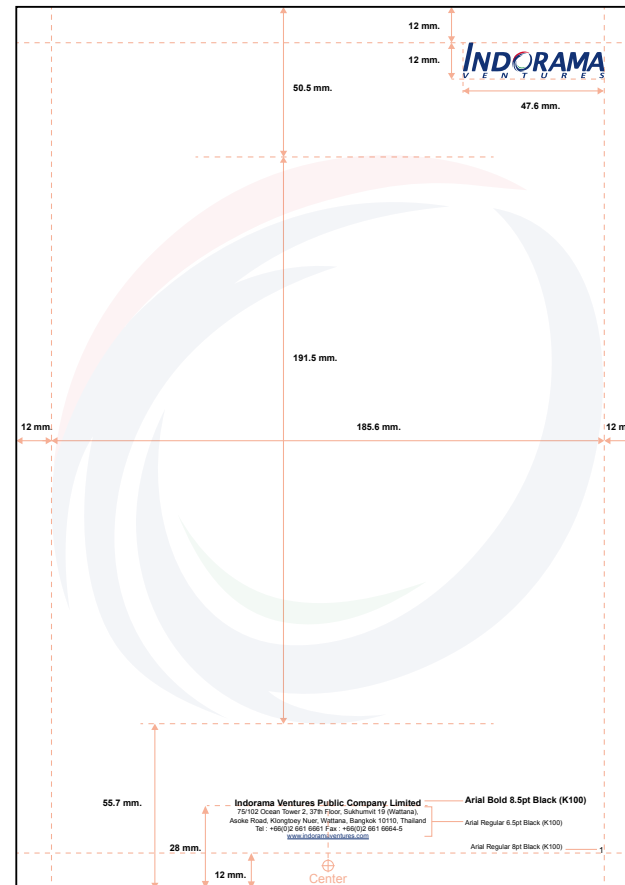
Second Sheet

The second sheet contains only Indorama Ventures logo and a watermark. Use the same margins as specified on the first sheet letterhead.

Preprinted letterhead is not required. The letterhead is provided as an MS Word/ Publisher template for printing on your office printer.

Black and white are allowed.

Example of A4 (210 x 297 mm.) Sub - brands Letterhead



2015_11_23_corp_ivl_A4Letterhead_guide.pdf

All measurements in mm., not actual size

3.5

LETTERHEADS: Sub-brands

General US Corporate Letter-sized paper should follow the layout shown here.

Example of US Sub-brands Letter - paper sized 216 x 279 mm.



2015_11_23_corp_ivl_USLetterhead_guide.pdf

All measurements in mm., not actual size

3.5

LETTERHEADS: Endorsed Brands

The position and size of the endorsed logo should remain the same as the Indorama Ventures logo in the corporate and sub-brand letterhead.

Logo 48.4 mm, left margin 12 mm, top margin 12 mm.

The company name, address and any legal requirement (as required by law), such as registration/ VAT number, appear on the bottom of the letterhead in 6.5 pt. Arial is the type font used for all stationery. Publicizing your certification is not allowed on the letter head.

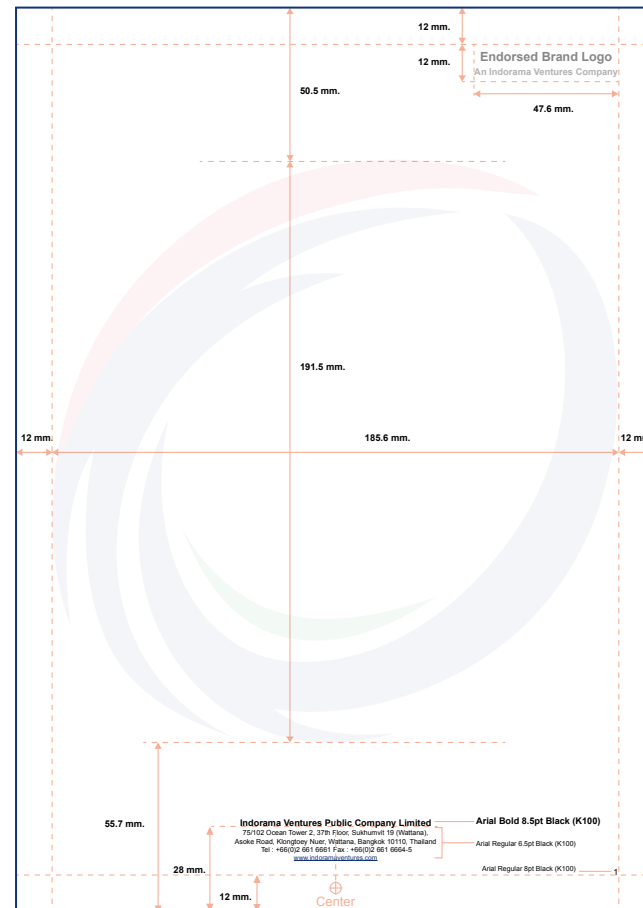
Second Sheet

The second sheet contains only the endorsed logo. Use the same margins as specified on the first sheet letterhead.

A preprinted letterhead is not required. The letterhead is provided as an MS Word/ Publisher template for printing on your office printer.

Black and white are allowed.

Example of A4 (210 x 297 mm.) Endorsed Brands Letterhead



2015_11_23_endor_A4Letterhead_guide.pdf

3.5

LETTERHEADS: Endorsed Brands

General US Endorsed Brands Letter-sized paper should follow the layout shown here.

Example of US Endorsed Brands Letter - paper sized (216 x 279 mm.)



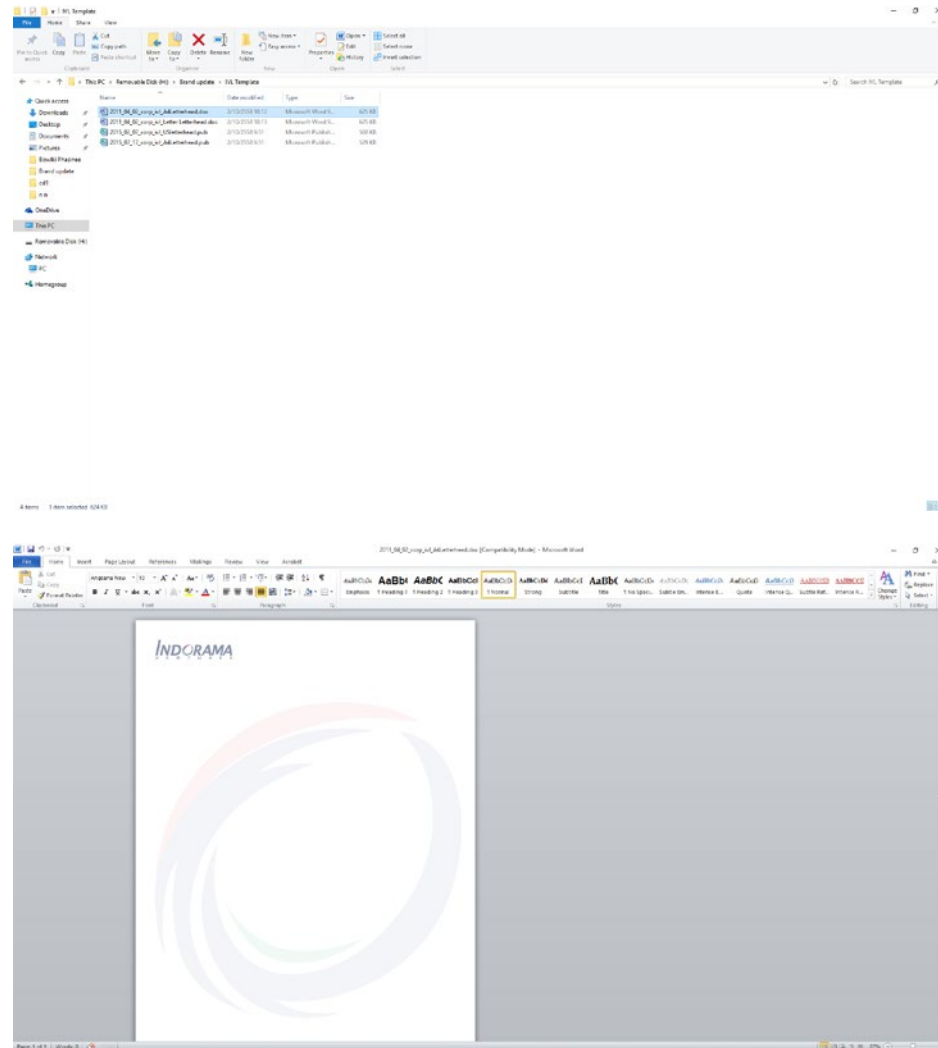
2015_11_23_endor_USLetterhead_guide.pdf

All measurements in mm., not actual size

3.5 LETTERHEADS: How to set letterhead template

(1) Open the letterhead template file in MS Word

(2) Click the “Save as” menu and choose “Word Macro Enable Template (*.dotm)”

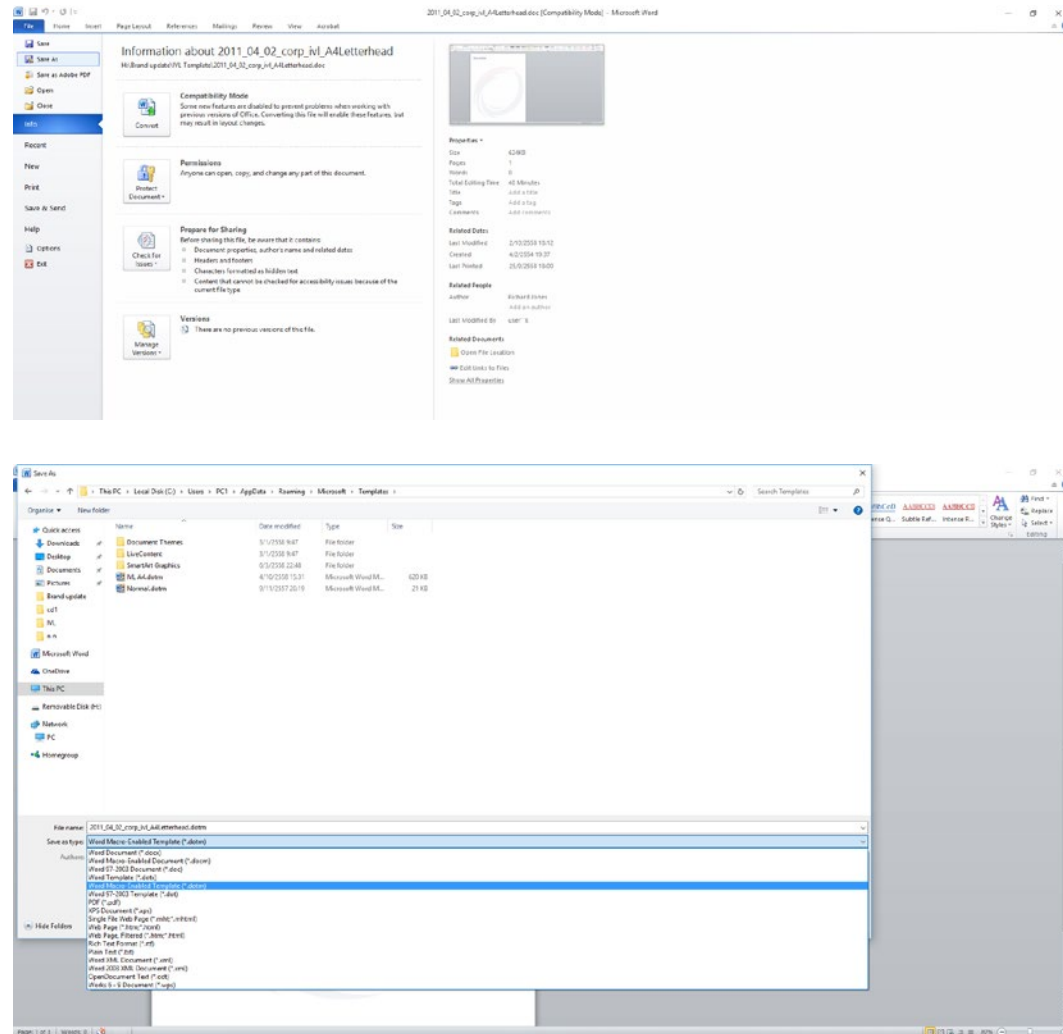


3.5

LETTERHEADS: How to set letterhead template

- (3) Choose location for saving the file
Select
“This PC> Local Disk (C:)> Users> You
Computer Name > AppData> Microsoft
> Templates

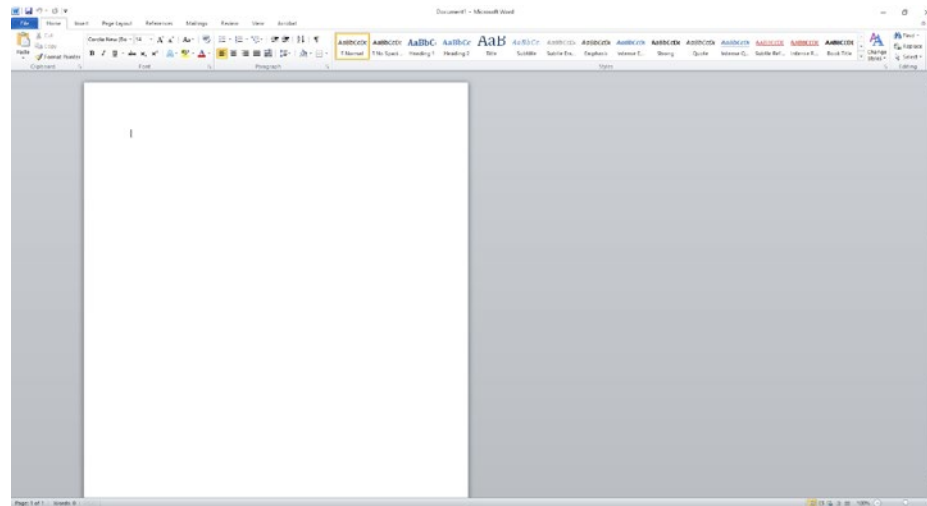
- (4) Reopen Microsoft Word



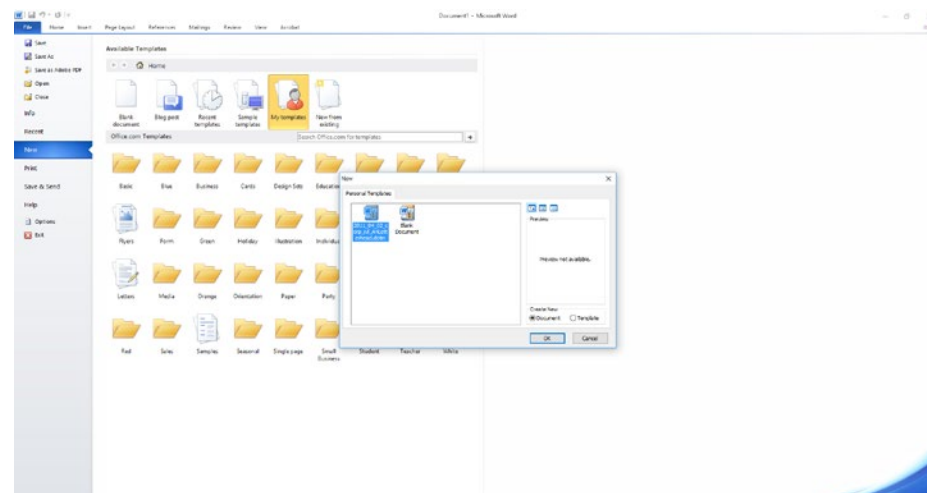
3.5

LETTERHEADS: How to set letterhead template

(5) Click the “File” tab and choose “New”



(6) Click on “My Templates” and choose the letterhead file



3.6

ENVELOPE: Corporate

The position of the logo is always in the upper left corner. No tag line or other business, subsidiary, award or certification logos are permitted.

Logo 42.5 mm, left margin 12 mm, top margin 12 mm.

Template 1

The address block should be in the bottom left as shown.

Receiver's Name and Address

Name/ Company Name: Arial Bold, 8 pt (K100 or black) Address: Arial Regular, 8 pt (K100 or black) Left align

Sender's Address

The company name, address, phone and fax number.

Company Name: Arial Bold, 8.5 pt (K50 or R128 G128 B128)

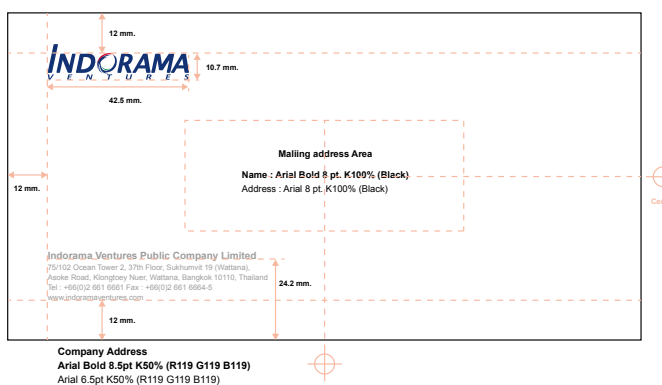
Address: Arial Regular, 8 pt (K50 or R128 G128 B128)

Left align with the top logo

Example of corporate envelope,

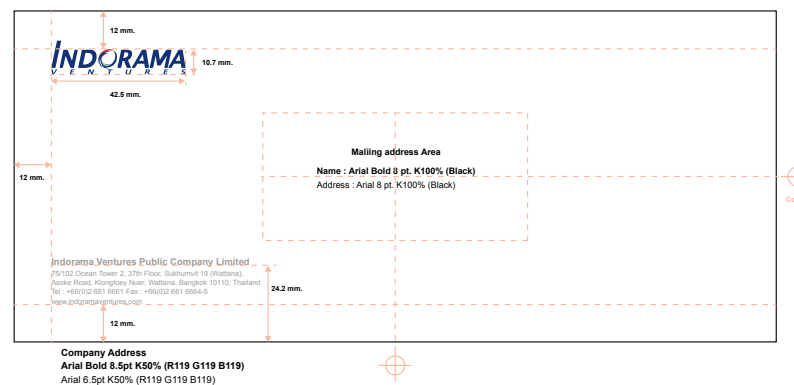
Template 1: Return address on the bottom left of the front of the envelope

Size: Monarch Envelope 190.5 x 98.4 mm.



2015_10_06_corp_ivl_envelope_monarch_guide_template1.pdf

Size: 10 Envelope 241.3 x 104.8 mm.



2015_10_06_corp_ivl_envelope_size10_guide_template1.pdf

3.6

ENVELOPE: Corporate

Template 2

In some countries there might be different guideline for the mailing address, for instance, when stamps are not traditionally stick to the top right corner. If this is a case, you are allowed to have a return address on the top left corner next to Indorama Ventures logo.

Receiver's Name and Address

Name/Company Name: Arial Bold, 8 pt
(K100 or black) Address: Arial Regular, 8 pt
(K100 or black) Left align

Sender's Address

The company name, address, phone and fax number.

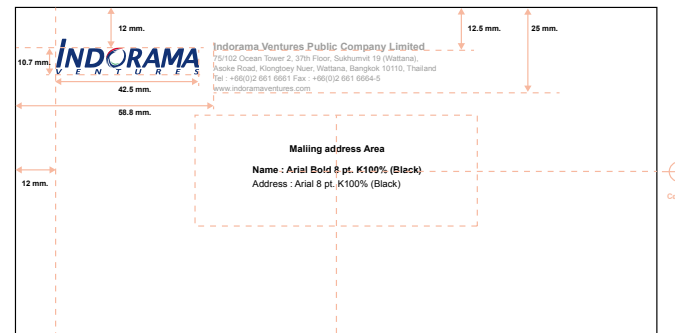
Company Name: Arial Bold, 8.5 pt
(K50 or R128 G128 B128)
Address: Arial Regular, 8 pt
(K50 or R128 G128 B128)
Left align

All templates can be downloaded from SharePoint (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>).

Example of corporate envelope,

Template 2: Return address on the top left of the front of the envelope

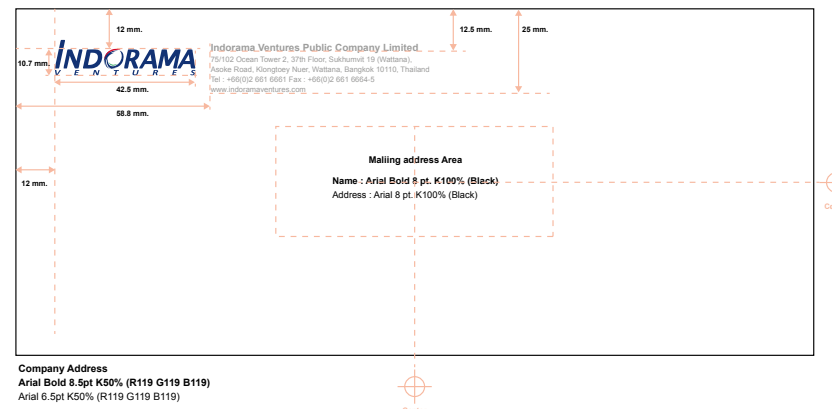
Size: Monarch Envelope 190.5 x 98.4 mm.



Company Address
Arial Bold 8.5pt K50% (R119 G119 B119)
Arial 6.5pt K50% (R119 G119 B119)

2015_10_06_corp_ivl_envelope_monarch_guide_template2.pdf

Size: 10 Envelope 241.3 x 104.8 mm.



Company Address
Arial Bold 8.5pt K50% (R119 G119 B119)
Arial 6.5pt K50% (R119 G119 B119)

2015_10_06_corp_ivl_envelope_size10_guide_template2.pdf

All measurements in mm., not actual size

3.6

ENVELOPE: Sub-brands

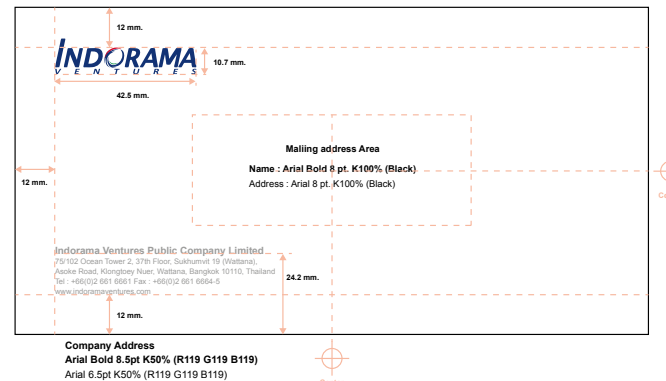
The corporate brand standards are to be used by all sub-brand. Sub-brands logo is not allowed on envelope.

All templates can be downloaded from SharePoint (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>).

Example of sub-brands envelope,

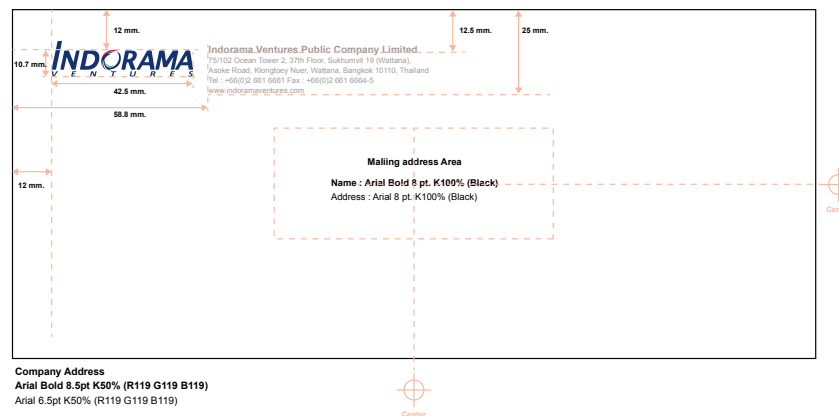
Template 1: Size: Monarch Envelope 190.5 x 98.4 mm.

Size: Monarch Envelope 190.5 x 98.4 mm.



2015_10_06_corp_ivl_envelope_monarch_guide_template1.pdf

Template 2: Size: 10 Envelope 241.3 x 104.8 mm.



2015_10_06_corp_ivl_envelope_size10_guide_template2.pdf

3.6

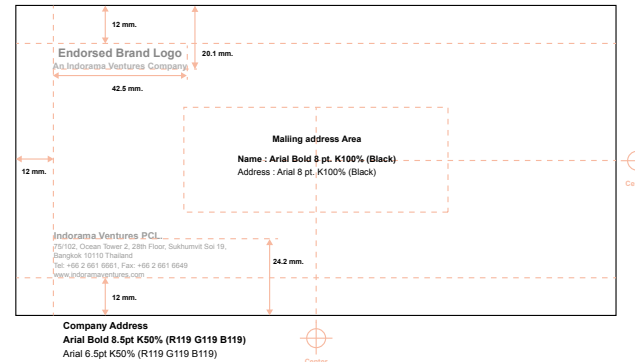
ENVELOPE: Endorsed Brands

Endorsed brands logos are allowed on the envelope but the position and the address block should remain the same as the corporate brand envelope. See page 54-55.

Example of endorsed brands envelope,

Template 1: Size: Monarch Envelope 190.5 x 98.4 mm.

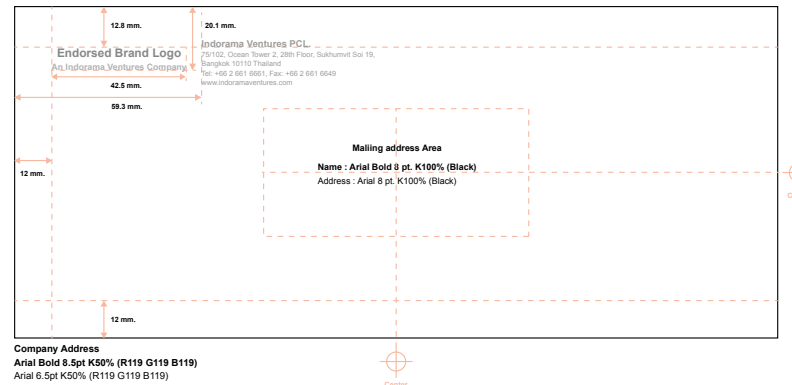
Envelope Monarch 190.5x98.4 mm.



2015_10_09_endor_envelope_monarch_guide_template1.pdf

Template 2 : Size: 10 Envelope 241.3 x 104.8 mm.

Type B Envelope#10 241.3x104.8 mm.



2015_10_09_endor_envelope_size10_guide_template2.pdf

All measurements in mm., not actual size

Section 3

Applications

Printed Standards

3.7 Advertising

- Corporate
- Sub-Brands
- Endorsed Brands
- Third Parties

3.8 Banners and Posters

- Corporate
- Sub-Brands
- Endorsed Brands

3.9 Publications

- Magazine
- Brochure
- Press Release

3.10 Photography

3.7

Ads layouts can be used for print or electronic media.

The examples shown here illustrate preferred positions for the Indorama Ventures graphic elements - the Indorama Ventures color palette, typography, logo and imagery.

Corporate Ads Examples:

Print Ads-Vertical

See it from our point of view

Indorama PET (Nigeria) Limited & Indorama Ventures Packaging (Nigeria) Limited

Not all packaging is created equal. That's why Indorama PET (Nigeria) Limited & Indorama Ventures Packaging (Nigeria) Limited produces world-class PET resin, bottles and closures without ever compromising quality and service.

Indorama PET (Nigeria) Limited & Indorama Ventures Packaging (Nigeria) Limited

When only the best packaging is good enough.

Indorama PET (Nigeria) Limited & Indorama Ventures Packaging (Nigeria) Limited
East West Expressway, Epe, Port Harcourt, River State, Nigeria
Tel: +234 705 450 0205 www.indoramaventures.com

INDORAMA

Print Ads-Horizontal

มุ่งมั่นในการปรับปรุงและพัฒนาคุณภาพ อย่างต่อเนื่องเพื่อความยั่งยืน





บริษัท อินDRAM ไลน์ดรัม จำกัด (มหาชน) มุ่งมั่นที่จะพัฒนาผลิตภัณฑ์ให้มีความปลอดภัยและประสิทธิภาพสูง เพื่อตอบสนองความต้องการของลูกค้าได้อย่างเต็มที่ โดยบริษัทฯ ได้ให้ความสำคัญกับการวิจัยและพัฒนาผลิตภัณฑ์อย่างต่อเนื่อง เพื่อให้สามารถแข่งขันในตลาดได้อย่างมีประสิทธิภาพ

บริษัทฯ ได้ให้ความสำคัญกับการพัฒนาบุคลากรอย่างต่อเนื่อง เพื่อให้สามารถปฏิบัติงานได้อย่างมีประสิทธิภาพ และมีความรู้ความสามารถในการแข่งขันในตลาดได้อย่างมีประสิทธิภาพ



บริษัท อินDRAM ไลน์ดรัม จำกัด (มหาชน)
 15 หมู่ 10 ต.บ้านใหม่ อ.เมือง จ.นนทบุรี 11000
 โทรศัพท์ : 02-556-8811 โทรสาร : 02-556-8812
 E-mail : info@indoram.com Web : www.indoram.com

3.7

ADVERTISING: Corporate

A corporate advertising should all use the IVL blue in a prominent way.

Logo

Logo placement is flexible, on the right top or bottom of the page layout. Logo must be placed within the bar

- In a blue bar (IVL blue), the Indorama Ventures logo must be reversed in white only.
- In a white bar, the Indorama Ventures logo should be in full color.

Other logos should appear in a less prominent or at a smaller size than the Indorama Ventures logo and placed within the content area.

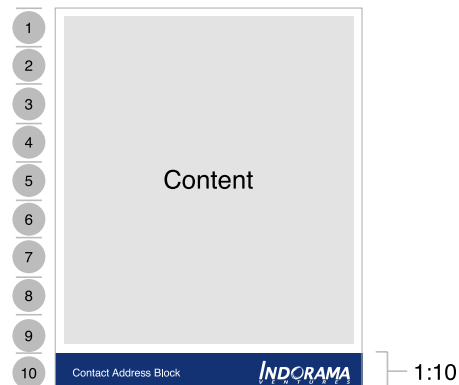
Headlines

Headlines should always be prominent and set in the largest type size on the page. Headline fonts use Century Gothic or Antonio See section 2.3 Corporate Typeface.

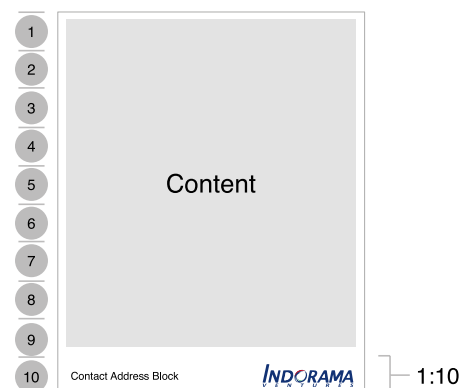
Body Text

Body text should be set in the content area, with bold paragraph headings. All type is set in Arial. Do not use more than one font style or weight in a sentence unless it is for special emphasis. 10pt is considered a standard size on an A4 ad.

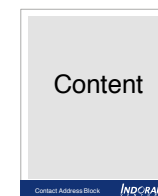
Print Ad Layout: White logo on blue bar (bottom) Full page ad example



Alternative: Color logo on white bar (bottom) Full page ad example



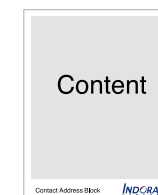
Quarter page ad example



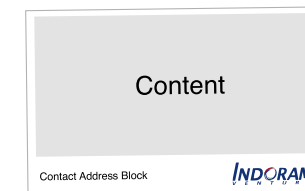
Half page ad example



Quarter page ad example



Half page ad example



3.7

ADVERTISING: Corporate

Contact Address Block

The address block must be placed within the bar.

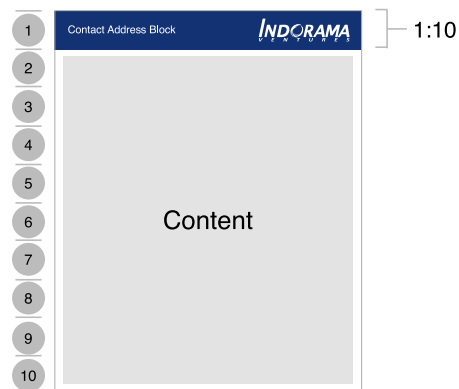
Image/ Photography

Image choice should follow the photography guideline. See section 3.10 Photography. Where possible, use cut-out photographs or partially cropped photographs on white backgrounds.

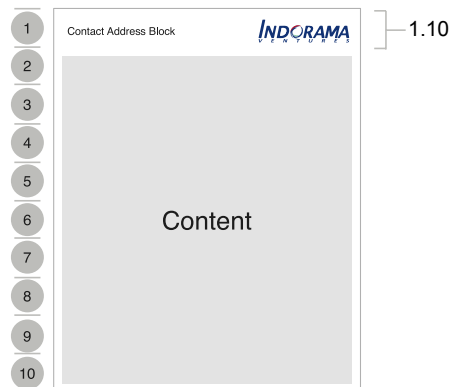
Illustrations

Use illustrations where photography is neither practical nor appropriate.

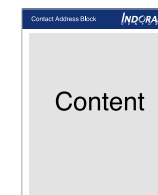
Print Ad Layout: White logo on blue bar (top) Full page ad example



Alternative: Color logo on white bar (top) Full page ad example



Quarter page ad example



Half page ad example



Quarter page ad example



Half page ad example



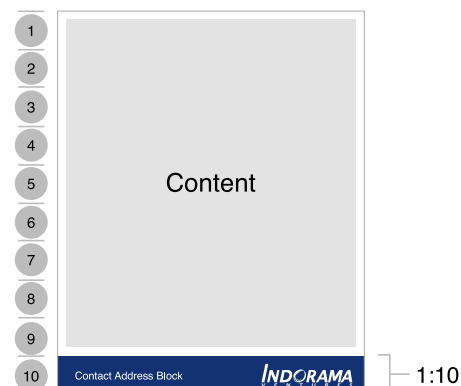
3.7 ADVERTISING: Sub-brands

Sub-brand advertising should have a common look and be consistent with corporate advertising brand guide. Therefore, the design and layout should follow the same guidelines as all the corporate ads.

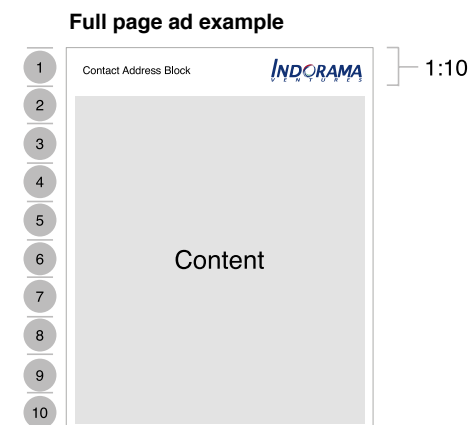
Sub-brand logos are not allowed for use on advertising. The sub-brand name will be in the contact address block.

Use Indorama Ventures' primary typeface. See section 2.3 Corporate Typeface.

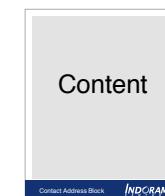
Print Ad Layout: White logo on blue bar (bottom) Full page ad example



Alternative: Color logo on white bar (bottom) Full page ad example



Quarter page ad example



Half page ad example



Quarter page ad example



Half page ad example



3.7

ADVERTISING: Endorsed Brands

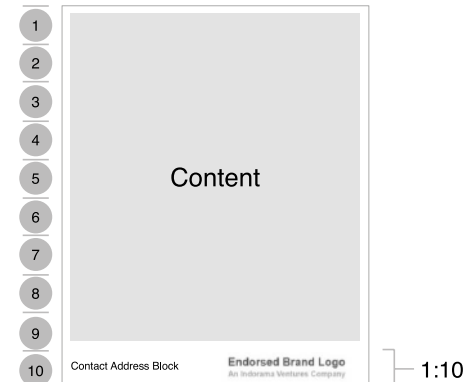
When endorsed brand logos are included in the advertisement, they should appear on the white bar either at the top or bottom with the term “An Indorama Ventures Company” below the endorsed logo to clarify the relationship with Indorama Ventures.

The endorsed logo should be positioned at the top or bottom of the page.

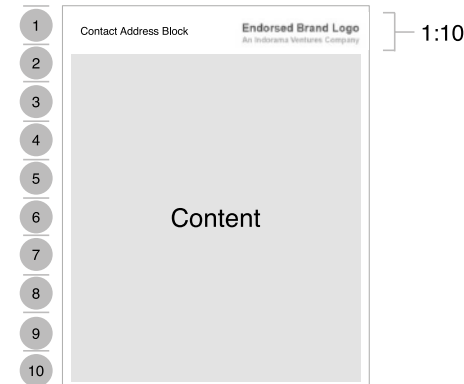
The endorsed logo can be used on its own.

In the case where different endorsed brand logos are presented in the same layout, the Indorama Ventures logo should be the main logo and must be placed within the bar. Other endorsed brand logos should appear in a less prominent or at a smaller size than the Indorama Ventures logo and placed within the content area.

Print Ad Layout: color logo on white bar (bottom) Full page ad example



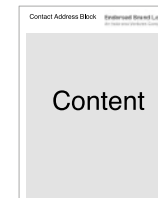
Alternative: Color logo on white bar (bottom) Full page ad example



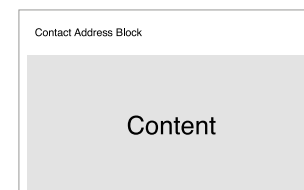
Full page ad example



Quarter page ad example



Half page ad example



ADVERTISING: Third Parties

Third Party Advertising

In the case where a product is shown in a third party or customer advert, the customer's branding scheme will prevail. If our corporate logo is to be used by a third party or customer, then written permission can only be given after the Indorama Ventures Corporate Communications Department has seen and approved the use of the logo in the advertisement, catalog or other materials. Approved should be given within 24 hours.

However, in an advertisement for products of a company within the Indorama Ventures group, this brand book will prevail in terms of colors, position of the corporate brand logo and message, etc.

3.7

BANNERS AND POSTERS : Corporate

Banner is used in small size events, tabletop events, HR/recruiting activities, charity events, partner promotions, and more.

Layout

These layouts are designed to be flexible to banner size: 85 x 200 cm accommodate multiple languages.

“O” Mark Banner

The “O” mark is a graphic element used in this layout. The Indorama Ventures logo should be placed at the top right-hand corner. The image is placed in the center within the “O” mark. Contact information including website URL should be placed at the bottom of the banner. The lowest line must be approximately 10 cm from the bottom edge.

Photography and Data Stream Banner

The Indorama Ventures logo should be placed on the top of a banner.

A single image for the whole banner is preferred on white background. Photography used for banners should follow the photography standards. See section 3.10 Photography.

Option 1: “O” mark banner



Banner Size: 85 x 200 cm

Option 2: Photography and data stream banner



3.7

BANNERS AND POSTERS : Corporate

Colors

Indorama Ventures corporate colors must be used. See section 2.2 Corporate Colors. Keep background colors light.

Title Text

Use Impact or Century Gothic Bold at least $\frac{3}{4}$ to 1 inch high (72 pt bold) for title/header. Increase text size if appropriate. Avoid shadowed or outlined text.

Content

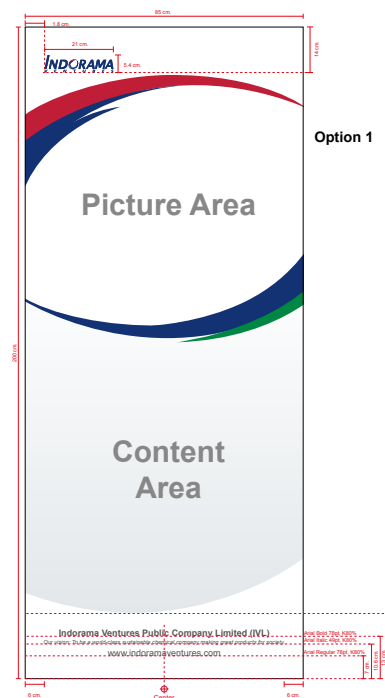
Use Arial in a minimum size of 24 pt for main body. Keep it clean and simple. Use short phrases and bulleted text throughout the banner. Avoid long narrative paragraphs.

Image

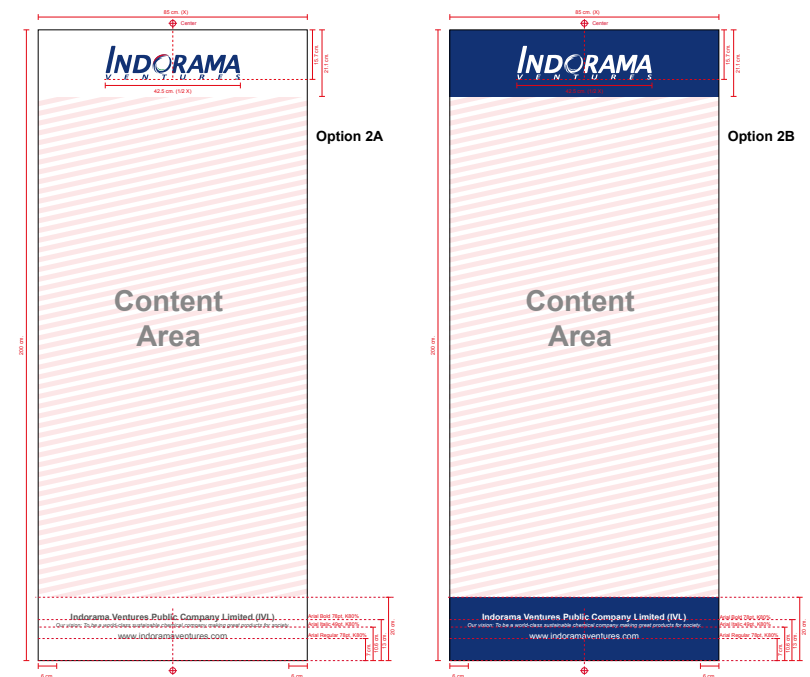
When creating an exhibition banner, either choose a dominant image that is relevant to the message you need to convey, or use a collection of images that combine to tell a compelling story. All templates can be downloaded from SharePoint (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>).

Basic Layout

Option 1: "O" mark banner



Option 2: Photography and data stream banner



3.9

BANNERS AND POSTERS : Sub-brands and Endorsed Brands

Sub-brands and Endorsed Brands should follow the layout of corporate banners and posters. See page 65-66.

3.9

PUBLICATIONS: Magazine

Consistent placement is key to a cohesive visual brand. There are four main graphic elements to the Indorama Ventures publication cover.

- (1) Logo
- (2) Full bleed photograph
- (3) Headline
- (4) Content/Index

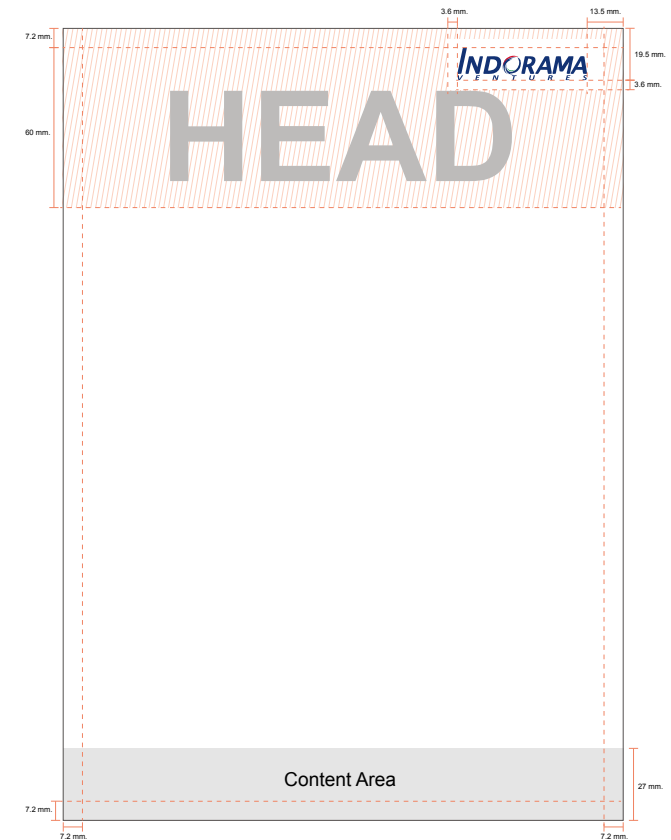
Applying the Logo

On brochures, leaflets and other publications, the Indorama Ventures logo should be placed at the top right-hand corner on the front cover of the brochure.

Example of the Beacon cover



Layout



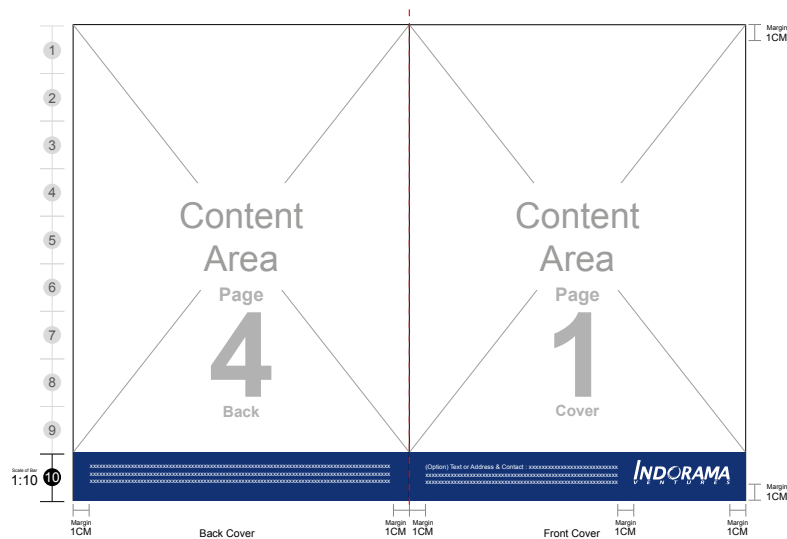
All measurements in mm., not actual size

3.9 PUBLICATIONS: Brochures and Leaflets

Bi-fold Brochure

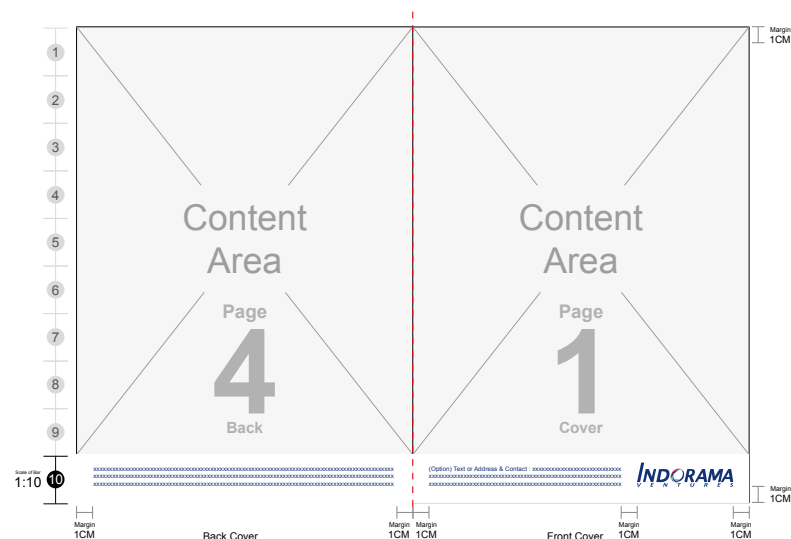
- Logo and address should be placed 10 mm from the edge of the cover.
- Use Arial in black or white.
- Background should follow corporate colors. See section 2.2 Corporate Colors.

Layout: Bi-fold white logo on blue bar



2015_10_02_corp_ivl_bifold_brochure_template 1_guide.jpg

Alternative: Bi-fold color logo on white bar



2015_10_02_corp_ivl_bifold_brochure_template 2_guide.jpg

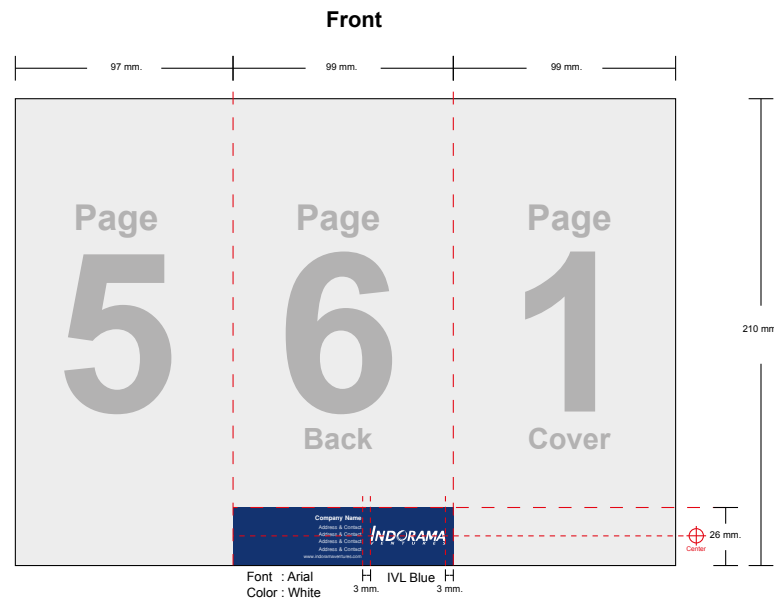
3.9

PUBLICATIONS: Brochures and Leaflets

Tri-fold Brochure

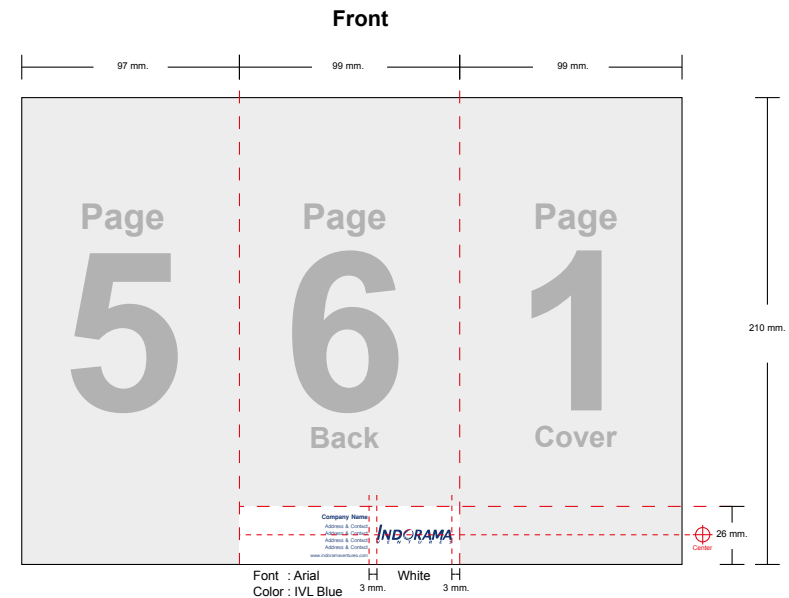
The tri-fold brochure should follow the layout shown here. All templates can be downloaded SharePoint (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>).

Layout: Tri-fold white logo on blue bar



2015_10_02_corp_ivl_trifold_brochure_template 1_guide.jpg

Alternative: Tri-fold color logo on white bar



2015_10_02_corp_ivl_trifold_brochure_template 2_guide.jpg

3.9

PUBLICATIONS: Press Releases

Only Indorama Ventures Corporate Communications Department may issue press releases about the business. Corporate press releases must be reviewed and approved by the Group CEO.

The press release template is a customized template. Each section can be edited to address specific needs.

Contact Information

Include contact person, company name phone and email.

The release should be kept to one side of an A4 page whenever possible. Always include the approved Indorama Ventures boilerplate at the end of any press release.

*Please note that details of the boilerplate do change now and then to reflect business growth. An update can be received from the Corporate Communications Department.

Template can be downloaded from Share-Point (<https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx>).

Contact details
Arial 10 pt, black

Heading
Arial 16 pt, black
Sub-heading
Arial 12 pt, black

Body text
Arial 10 pt
black

About/ Boilerplate
Calibri 10 pt, black



Media Contacts:

Stuart Kelly
Indorama Ventures PCL
+66 2 661 6661 ext. 508
stuart.k@indorama.net

Naweensuda Krabuanrat
Indorama Ventures PCL
+662.661.6661 ext. 247
naweensuda@indorama.net

Main Heading Sub-heading

Thailand – XX XXXX 2016 – Indorama Ventures Public Company Limited (IVL), a world-leading producer of intermediate petrochemicals,

About Indorama Ventures

Indorama Ventures Public Company Limited, listed in Thailand (Bloomberg ticker IVL.TB), is one of the world's leading petrochemicals producers, with a global manufacturing footprint across Europe, Africa, Americas, and Asia Pacific. The company's portfolio comprises Combined PET, Integrated Oxides and Derivatives, and Fibers. Indorama Ventures products serve major FMCG and automotive sectors, i.e., beverages, hygiene, personal care, tire and safety segments. Indorama Ventures has about 24,000 employees worldwide and consolidated revenue of US\$10.6 billion in 2020. The Company is listed in the Dow Jones Emerging Markets and World Sustainability Indices (DJSI).

2015_07_17_corp_ivl_Press Releases.dotx

PUBLICATIONS: Product Releases

Subsidiaries are restricted to releases about products or marketing e.g. trade shows.

Logo Placement

Indorama Venture logo and endorsed brand logo must be placed on the same line at the top of the page and visually equal.

Contact Information

Include contact person, company name phone and email.

Boilerplate

Boilerplate text must be included at the bottom of all product release. Subsidiaries can add their own boilerplate text below the “About Indorama Ventures” section and above the #### marks. See Section 4.2 Boilerplate.

Note: All press and new releases must be reviewed and approved by the corporate communications Department.

Contact details
Arial 10 pt, black

Heading
Arial 16 pt, black
Sub-heading
Arial 12 pt, black

Body text
Arial 10 pt
black

About/ Boilerplate
Calibri 10 pt, black

Endorsed Brand Logo

An Indorama Ventures company



Contact for questions on the product:

John Smith
Endorsed Brands Limited
(An Indorama Ventures Company)
Tel: 000 000 000
john.s@endorsedbrands.net

Main Heading Sub-heading

City – Date – [Company], Insert body text here

Add additional paragraph(s) as necessary.

About Indorama Ventures

Indorama Ventures Public Company Limited, listed in Thailand (Bloomberg ticker IVL.TB), is one of the world's leading petrochemicals producers, with a global manufacturing footprint across Europe, Africa, Americas, and Asia Pacific. The company's portfolio comprises Combined PET, Integrated Oxides and Derivatives, and Fibers. Indorama Ventures products serve major FMCG and automotive sectors, i.e., beverages, hygiene, personal care, tire and safety segments. Indorama Ventures has about 24,000 employees worldwide and consolidated revenue of US\$10.6 billion in 2020. The Company is listed in the Dow Jones Emerging Markets and World Sustainability Indices (DJSI).

####

3.10

PHOTOGRAPHY: Products

Product photography should be taken by a professional photographers and should always be clear and straightforward, while emphasizing the high quality of Indorama Ventures products.

Products are shown on a plain background with clear lighting and subtle shadows.

Always ensure that photographs are in high resolution (minimum 300 dpi or more than 2 MB large) and good quality (not blurred or pixelated).

Indorama Ventures maintains a media library of many of our products which are available for use. Please contact the Corporate Communications Department.

Sample of Photographic Style: Single Product



Sample of Photographic Style: Related Products may be shown together



3.10

PHOTOGRAPHY: People

We would prefer to feature our own staff wherever possible. Photography should be good quality to print. Photos of individuals or groups should

- Focus on a person or the activity they are engaged in.
- A minimal look. Do not try to include banners or signages.
- Eliminate unnecessary surroundings.
- High contrast.
- Reflect the diversity in gender, age and race.

Avoid standing in a straight line where possible. Try to have your subject interact with each other in an interesting setting.

To take good photos, try to follow these tips:

1. Divide the frame into thirds and put the interesting features along the lines and intersections.
2. Place people within triangles and ovals. These are geometric shapes that will make your photo look professional.

Sample of Photographic Style: Individual



Sample of Photographic Style: Group Photo



3.10

PHOTOGRAPHY: Sites

Site photography should share the same quality of product and people photography. When taking photos of sites, take the photos from an interesting angle. Follow the same geometric principles explained in 3.10 People Photography.

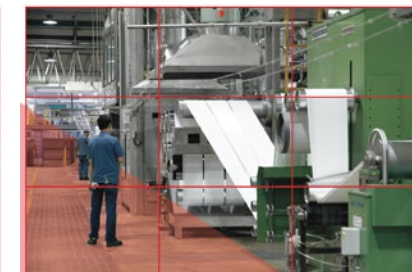
Site photography should feature

- Wide shots of the whole factory
- Clean shots focusing on a single or group of key elements

Sample of Photographic Style: Factory Photo



Sample of Photographic Style: Production Line Photo



3.10

PHOTOGRAPHY: Stock

When choosing images, we strongly advise staff to use our own photos from the Indorama Ventures media library or images taken by a professional photographer.

Stock photographs should only be used when photographs are not available or you have limited time to commission specific photography.

Stock photography purchased for Indorama Ventures purposes should:

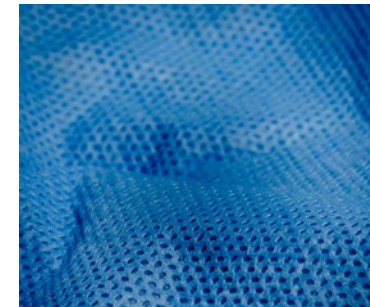
- Be purchased from a genuine stock photo site
- Have the same overall look and feel as the photos in our current publications in terms of color, exposure and composition.
- Be at the largest image size possible, especially if it will be used in a printed document.



Generic Photos



Close - cropped



Blurred Background

Section 3

Applications

Online Standards

3.11 Website

- Corporate and Sub-Brands
- Endorsed Brands

3.12 Social Media

- Corporate
- Sub-Brands
- Endorsed Brands

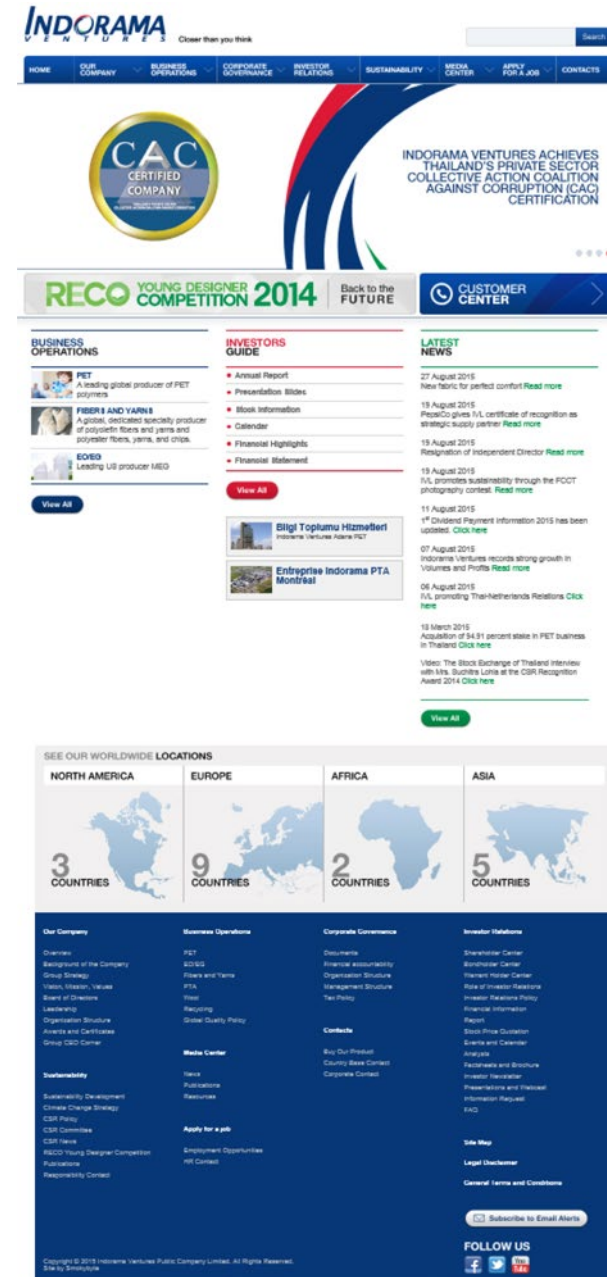
3.11

WEBSITE : Corporate and Sub-Brands

The Indorama Ventures Corporate Communications Department is responsible for supporting and maintaining the corporate website (www.indoramaventures.com).

To maximize the impact of the Indorama Ventures brand, individual entities are not allowed to have their own website. The corporate website will act as the portal to all subsidiaries' sections. Subsidiaries are encouraged to make their sections as complete as possible.

Information provided for the Indorama Ventures website must be accurate and must not be misleading (e.g. out of date, incomplete or incorrect). Slides of investor presentations, fact sheets and investor relations materials distributed to the public will generally be posted to the website.



3.11

WEBSITE : Endorsed Brands

Following the completion of an M&A, legacy subsidiary websites should be deleted and replaced with a pointer to the Indorama Ventures website. The Company must be the owner of all sites registered in the name of subsidiaries.

The Indorama Ventures Corporate Communications Department will provide guidance and support as needed.

The header has the endorsed logo placed at the top right of each page include endorsed tagline “An Indorama Ventures Company” locked to the logo. All subsidiaries should try to make the menu structure of their section as user-friendly as possible and avoid duplicate content with the corporate website.

Performance Fibers is one of the world's leading producers of industrial polyester fibers and fabrics and the only manufacturer with operations in North America, Europe and Asia. Our size and global reach give our customers a competitive advantage through a large supply of products, fast delivery, multi-plant sourcing, and both regional and global customer service and technical support.

For nearly a century, Performance Fibers has been at the forefront of the industrial fibers and fabrics industry, developing next-generation technologies and products used in a wide variety of industrial and consumer applications, from tires and offshore mooring ropes to seat belts and sewing thread. The industries we serve are some of the world's largest and most critical, including energy, transportation and safety. At Performance Fibers, our focus is on a future of endless possibilities for our industry, our customers and our employees.

Select a Language

Copyright © 2015 Performance Fibers. All rights reserved. [Disclaimer](#) | [Sitemap](#)

INDORAMA VENTURES Closer than you think

HOME OUR COMPANY BUSINESS OPERATIONS CORPORATE GOVERNANCE INVESTOR RELATIONS SUSTAINABILITY MEDIA CENTER APPLY FOR A JOB CONTACTS

Home > Our Businesses > Fibers and Yarns > Facilities > **FiberVision Textile Products Ltd.**

BUSINESS OPERATIONS

PET
EO/EG
FIBERS AND YARNS
Products
Facilities
PTA
WOOL
RECYCLING
GLOBAL QUALITY POLICY

FIBERS AND YARNS FACILITIES

Performance Fibers

About the Company
History
Leadership
Locations
Products & Markets
Contact us

Acquired April 2015

From "Performance Fibers Asia" to the new "Performance Fibers" and the integration into Indorama Ventures, we become global, more resourceful and get closer to our customers.

3.11

WEBSITE : Endorsed Brands

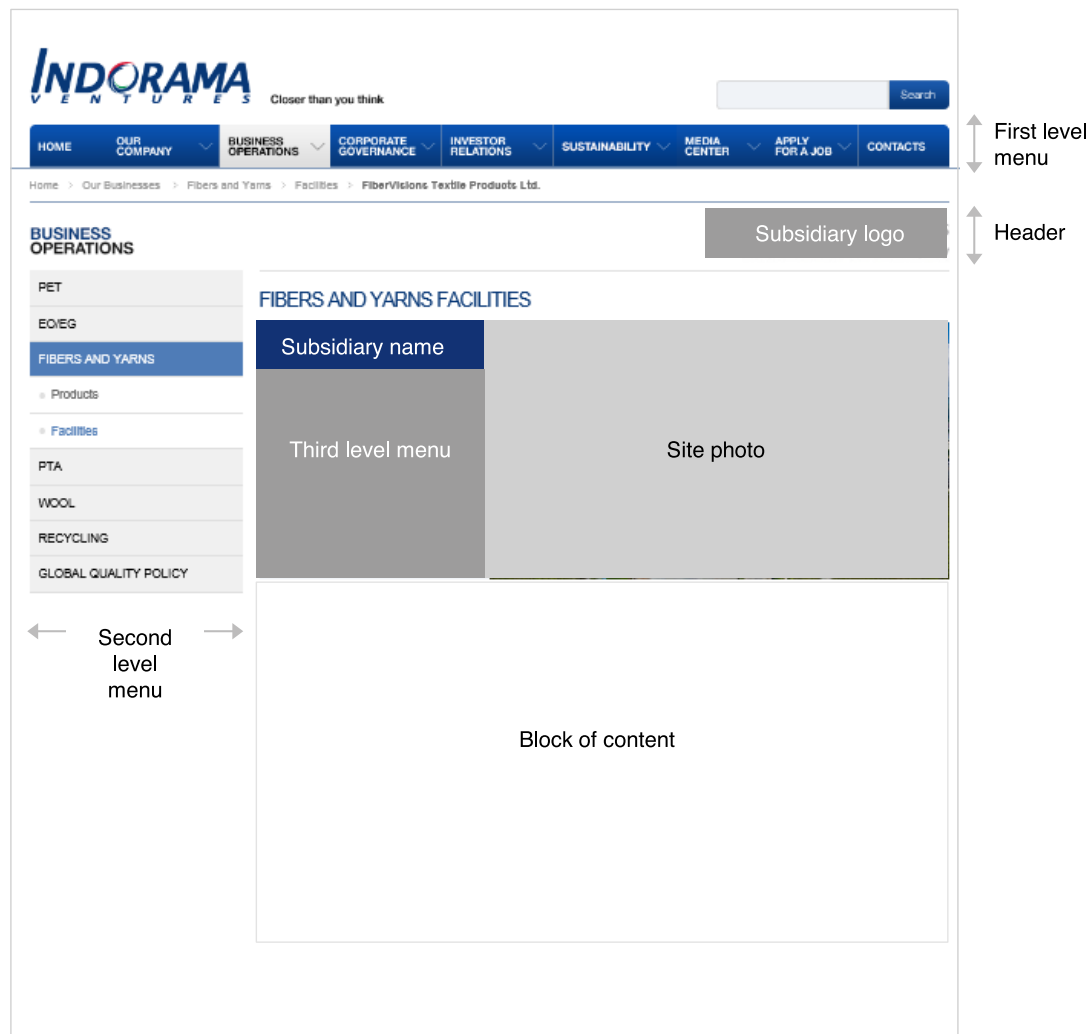
General rules for design and layout Header

The header has the endorsed logo placed at the top right of each page include endorsed tagline “An Indorama Ventures Company” locked with its logo.

Third Level Menu

The third level menu is laid vertically next to the second level menu. All subsidiaries should try to make the third level menu structure of their section as user-friendly as possible and avoid duplicate content with the corporate website. The number of items in this menu should not more than six.

If you have any further questions, please contact the Corporate Communications Department.



3.12 SOCIAL MEDIA: Corporate

The Indorama Ventures Corporate Communications Department oversees the central Indorama Ventures presence on several social networking sites. All social media releases are to be planned and made by the Indorama Ventures Corporate Communications Department only. Indorama Ventures will not allow any employee to create personal social media account using the company name, product name or logo.

When discussing Indorama Ventures on any social media site, employees should take care not to disclose or make public any confidential information. Do not engage in social media activities on behalf of Indorama Ventures unless you have been given permission by the Indorama Ventures Corporate Communications Department.

If your business wants to use social media to share information or enhance a communications campaign, please contact the Indorama Ventures Corporate Communications Department.

Social Media Pages created and maintained by the Company Corporate Facebook Page
www.facebook.com/indoramaventures



Corporate YouTube Channel
www.youtube.com/user/indoramaventurespcl



Twitter: @ivteam

3.12

SOCIAL MEDIA: Sub-Brands

Sub-brands are not allowed to create a their own social media pages.

3.12

SOCIAL MEDIA: Endorsed Brands

Endorsed brands may wish to establish a social media presence to share information or upcoming events with key audiences and stakeholders.

Contact the Indorama Ventures Corporate Communications Department.

Section 3 Other Applications

3.13 Trade shows

3.14 Signage

- Corporate
- Sub-Brands
- Endorsed Brands

3.15 Standard Flags

3.16 Vehicles

3.17 Packaging

3.18 Work Wear

**3.19 Corporate Wear for
Events**

**3.20 Promotional
Collateral**

3.13 TRADE SHOWS: Basic Elements

Main Display

To create the impact, the main display should not be crowded by a lot of images or detailed information e.g. pie or bar chart. The content must be minimal and relevant to the overall message. The size of main display may vary depend on booth size. Monitors with video content or relevant presentations can be mounted to the main display to create more interest.

Information Desk

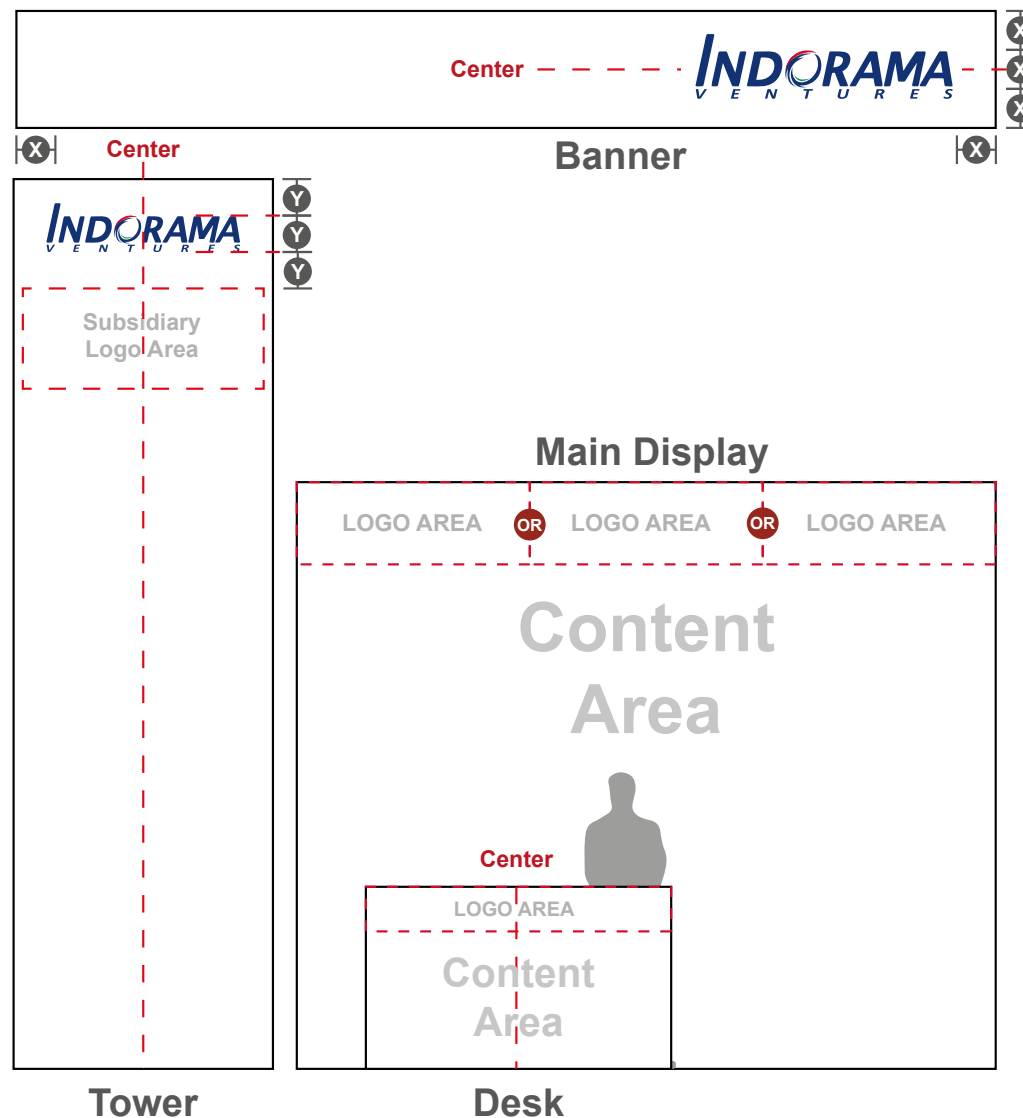
The information desk should be positioned in front of the booth.

Hanging Sign (optional)

A hanging sign offers high visual impact that draws attention to a company's booth or exhibit. It can be in different shapes; a triangle, square or circle. The design of hanging sign is restricted to Indorama Ventures logo only.

Product Display

The product display should only be used for selected or most relevant products. The design and size can be vary depending on space.



3.13 TRADE SHOWS: Design Guideline

Trade Show Design

All tradeshow designs should be approved through Indorama Ventures Corporate Communications Department before being implemented.

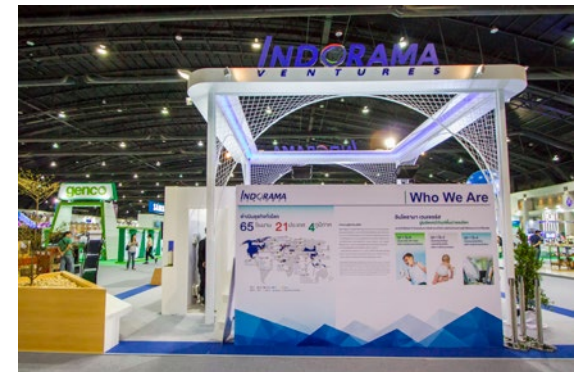
The following guidelines enable consistency in design for all trade shows.

Logo

The Indorama Ventures logo should be prominently displayed on all sides and above the booth. Always place Indorama Ventures logo on the background with good contrast and a clear space on all sides. Sub-brands and endorsed brand logo should be less prominent than the corporate logo or used in a subordinate position.

Color Usage

Exhibit color palettes should be the corporate colors as main color elements. See 2.4 Corporate Colors.



3.13 TRADE SHOWS: Design Guideline

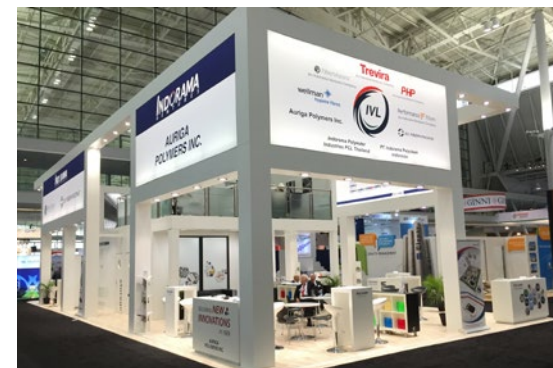
Typography

Fonts to use at trade shows should be from the same family of fonts specified for the Company. See 2.3 Corporate Typography. Type size is dependent upon priority of message, but all text should be legible from a distance.

Photography

Photography used in tradeshow displays should follow photography guidelines. See section 3.10 Photography.

Example : Product Display



3.13

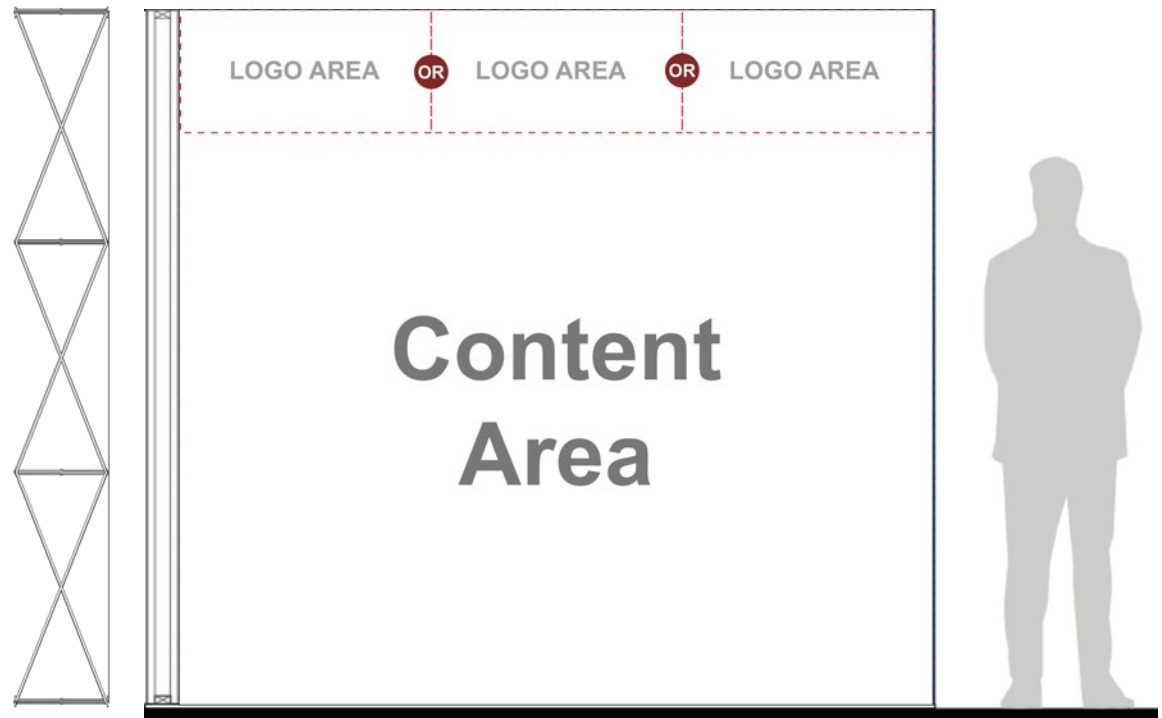
TRADE SHOWS: Portable Exhibits

Pop-up Display

A pop-up display allows for flexibility of use at many different types of trade shows and events. The pop-up display should still follow the brand guideline as larger stands. It should always provide an interesting or eye-catching graphics with a headline to further promote the company and businesses.

Roll-up System

See section 3.7 Posters and Banners.



3.14 SIGNAGE: Corporate

Logo

The Indorama Ventures logo is to be used horizontally only. The clear space around the Indorama Ventures logo should be maintained. See section 2.1 Corporate Logo.

Size

Every location might have site-specific requirements determined by architecture, visibility and local restrictions. Consult with the Indorama Ventures Corporate Communications Department when developing new signage or replacement signage.

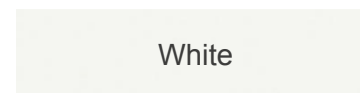
Signage Colors

The Indorama Ventures logo should be set in strong contrast to its background. The chart here provides a list of possible sign colors and corresponding logo colors.

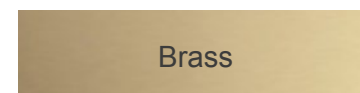
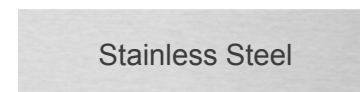
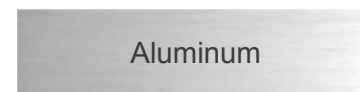
If your sign's background color is not in this list, please contact the Indorama Ventures Corporate Communications Department.

Signage Background Colors

Preferred signage background color



For companies that have already chosen a non-white background, e.g. stone or metal, please follow the logo colors below.



Corresponding Logo Colors

Black or Full colors

Black or Full colors

Black or Full colors

Black or Brass or Full colors

Black or Full colors

Black or Full colors

White or Silver Metal or Brass

White or Silver Metal or Brass

3.14 SIGNAGE: Sub-Brands

Elements

The sub-brand signage has three elements that will remain consistent throughout all sub-brand signage:

1. Indorama Ventures logo

2. Subsidiary name

The subsidiary name shall be in Arial bold, all capitals, and shall not be italic or highly decorative. The subsidiary name (X) must be placed with the proportion of scale of the Indorama Ventures logo (5X).

3. Subsidiary name in local language (if required) The local language text should be listed below the English text. The height of the local language text is equal to the English text. The interline spacing of the English text is half the height of the local language text.

Signage Colors

The color of sub-brand signage should follow the same guideline as the color of the corporate brand signage. See page 88.

Ordering and Purchasing

Each site is responsible for ordering and purchasing its own signage. Any new sign designs made under these standards shall have the written approval of the Indorama Ventures Corporate Communications Department.

Basic Layout:



Example: Multiple Languages Signage



3.14 SIGNAGE: Endorsed Brands

Components

The endorsed brand signage has two components

1. **Endorsed brand logo**
2. **The endorsed term**

The term “**An Indorama Ventures Company**” must be placed below the endorsed brand logo, center-aligned, using Arial Bold.

Signage Colors

The color of endorsed brand signage should follow the same guidelines as the color of the corporate brand signage. See page 88.

Scale

The size of the endorsed brand logo is relative to the size of the endorsed term and can be changed as appropriate but keep the ratio when scaling. See section 2.1 Endorsed Brands Logo.

Ordering and Purchasing

Each site is responsible for ordering and purchasing its own signage. Any new sign designs made under these standards shall have the written approval of the Indorama Ventures Corporate Communications Department.

Basic Layout :



Example of Endorsed brand Signage



3.15 STANDARD Flags

Company Flag

Where flag poles are available at Indorama Ventures' operational locations, an Indorama Ventures flag may be flown.

The flag must be maintained in a condition that does not impair the overall visual appearance of the site.

Sub-brands logos are not allowed on flags.

Endorsed Brands Flags

The logo as given in section 2.1 Endorsed Brand Logo must be used.

National Flags

When flying more than one national flag in front of a building, all national flags should be flown on individual poles of equal height.

When flying a national flag next to the company flag ensure that the company flag is not higher than the national flag.



Flag Size Chart:

Height of Flag Pole	Recommended Flag Size	Maximum Flag Size
6 m	9 x 150 cm	120 x 180 cm
7.6 m	120 x 180 cm	150 x 240 cm
9.1 m	150 x 240 cm	180 x 300 cm
10.7 m	180 x 300 cm	240 x 360 cm
12.2 m	240 x 360 cm	300 x 460 cm
13.7 m	240 x 360 cm	300 x 460 cm
15.2 m	300 x 460 cm	360 x 550 cm
18.3 m	360 x 550 cm	460 x 760 cm
21.3 m	460 x 760 cm	610 x 910 cm
24.4 m	610 x 910 cm	610 x 910 cm
27.4 m	610 x 910 cm	610 x 910 cm
30.5 m	610 x 910 cm	610 x 910 cm

3.16 VEHICLES

Vehicles need to be branded correctly to help people identify our services. All vehicles used in the delivery of our services must carry the Indorama Ventures logo. The logo should not be too small, nor should it be too large.

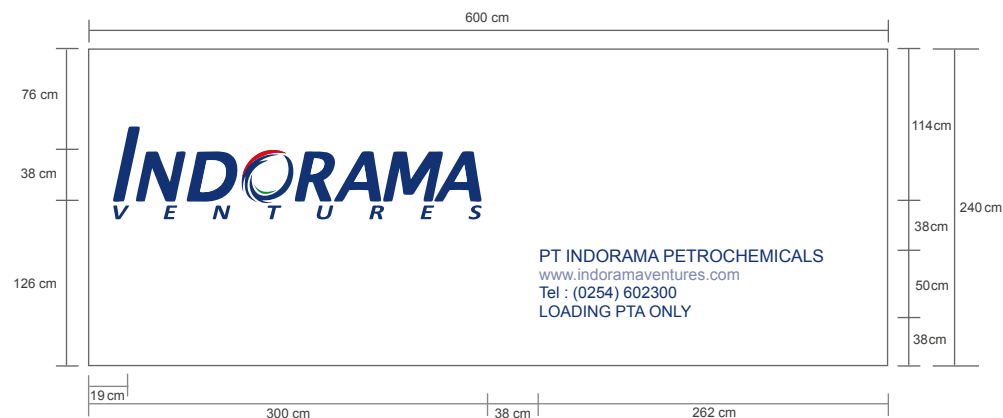
The logo size and proportions must harmonize with the vehicle size and space available.

A clearly-visible full color Indorama Ventures logo should be used. A solid white or black logo should be used on a dark-colored vehicle.

Sub-brand logos are not allowed on vehicles. The sub-brand name will be in the address block.

Endorsed Brands

The logo as given in section 2.1 Endorsed Brand Logo must be used.



3.17 PACKAGING

To ensure consistent use of “Indorama Ventures” in packaging, the basic principles for packaging apply to all globally produced Indorama Ventures brand products.

When designing packaging, please include the standard elements listed below.

- Indorama Ventures Logo
- Product Name
- Weight
- Manufacturer/ Company Name
- Any warnings mandated by law

Logo placement

The recommended position for the Indorama Ventures logo is on the front of the packaging. Logo size is judged visually in relation to the size of the packaging and other information on the packaging. To minimize complexity and cost, the Indorama Ventures logo may appear in black or IVL blue.

Packaging Example:

Woven Polypropylene Bag, 4 loops, top spout and bottom spout

Option 1: English only

INDORAMA V E N T U R E S		11x43.64 cm
		7.59 cm
RAMAPET		Arial, Bold, 179.12 pt, 4.54 cm
(POLYETHYLENE TEREPHTHALATE)		2.16 cm
NET WT. (KGS) : 0,000		Arial, Bold, 96.15 pt, 2.22 cm
		2.23 cm
		Arial, Bold, 88.56 pt, 2.23 cm
		2.91 cm
BAG NO.	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	Arial, Bold, 94.2 pt, 3.97 cm (Optional)
		20.2 cm
Manufactured in _____ by:		Arial, Bold, 74.4 pt, 1.37 cm
Factory		2.14 cm
		Arial, Bold, 89.54 pt, 1.69 cm
		5.45 cm
Certified _____		(Optional) Arial, Regular, 56.43 pt, 1.5 cm
		20 cm

All measurements in mm., not actual size

3.17 PACKAGING

Other information includes product name, weight, manufacturer date code, bag number, contact information etc. Where possible, keep the same color across all packaging.

Color Palette:



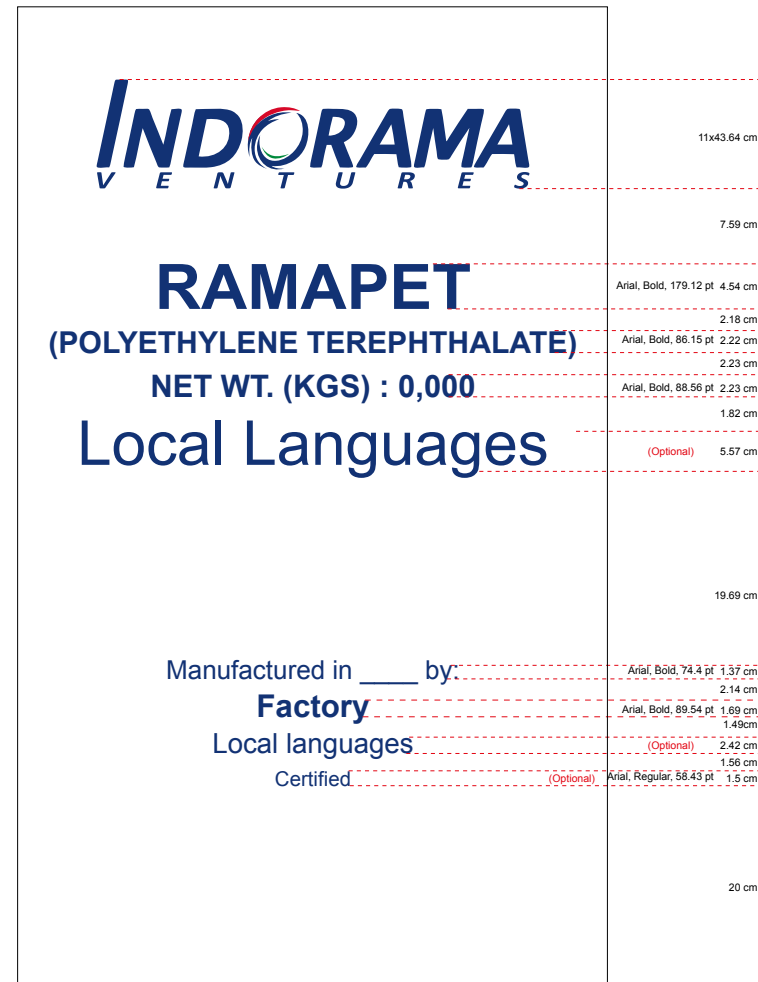
IVL BLUE
PMS : 288C
C100 M80 Y6 K20
R0 G46 B97
HEX: #002E61



IVL GREEN
PMS: 348C
C97 153 B51
HEX: #009933



IVL RED
PMS: 186C
C2 M100 Y82 K6
R204 G0 B51
HEX: #CC0033



2015_09_25_sub_bag_local_guide.jpg

3.18 WORK WEAR

The Indorama Ventures logo should be on all Indorama Ventures work wear (such as polo shirts, jackets, vests, hard hats) to identify employees onsite and ensure safety.

Some guidance on logo application is shown on this page in terms of recommended color and sizing.

Indorama Ventures' logo should be placed in a visible position at the back or front of a shirt. Follow the general rules of sizing and use of the exclusion zone set out in this document.

Logo may be printed or embroidered directly onto materials and ensure there is sufficient contrast.

Do not put slogans or any other words on the clothing. Factory or company name may be put on the sleeves of shirts or blouses.

Endorsed Brands

Endorsed brand logos are allowed to be used on work wear. Follow the same principle as corporate brand.

Companies that currently provide workers with a company uniform should begin to provide workers with uniforms in the corporate colors when replacing old uniforms.

Hard Hat (Front)



Polo shirt (Front)



Polo shirt (Back)



3.19 CORPORATE WEAR For Events

All members of staff are expected to dress appropriately in accordance with the duties of their post though variations to the dress code may be appropriate in certain circumstances.

All management at corporate events
Formal: suit, collar and tie for gents, suit and top or blouse for ladies
Smart Casual: polo shirts, shirts, blouses or tops with trousers/ skirts

The basic rules for the logo, color and layout should be applied.

Sales/Marketing and management attending exhibitions and trade shows must wear a company tie or pin badge.

Necktie Pin



Corporate Tie



Pin Badge



Name Badge



3.20

PROMOTIONAL Collateral

The basic rules for the logo, color, layout and typeface also apply to promotional gifts. When choosing colors, the Indorama Ventures color palette should be used. The color of the promotional collateral should not interfere with the Indorama Ventures logo and should allow for it to stand out. In case full color logo printing is expensive, a solid white or black logo is acceptable.

Approvals

If you are creating new promotional collateral, contact the Indorama Ventures Corporate Communications Department for approval.

Example of promotional collateral logo applications



Section 4

Writing Style Guide

4.1 Numbers

4.2 Boilerplate

4.1 NUMBERS

Numbers	Do	Don't
Any number below 10 (i.e. 1-9) must be written as a word.	Two PET resin facilities	2 PET resin facilities
Use figures for any number 10 or over.	19 countries	Nineteen countries
Standardize the use of commas to clarify numbers with four or more digits. In some European countries it is common to use a period. Please use a comma for internationalization purpose.	197,600	197600
Dates and Times	Do	Don't
Do not use ordinals in dates.	April 30, 2015	30 th April 2015
	30 April 2015	April 30 th , 2015
Do not abbreviate the month or year.	30 April 2015	30 Apr 2015
If you are including days, write the day in full.	Thursday April 30, 2015	Thurs., 30 April, 2015
Money	Do	Don't
Write money in figures	329	Three hundred twenty nine
Numbers in the millions should be written out as a combination of words and figures.	US\$ 5 million	US\$ 5,000,000
Use lower case 'm' for millions and lower case	690 m	690 M
'k' for thousands	200 k per annum	200K per annum
One billion	One thousand million	One million million

4.2 BOILERPLATE

Boilerplate information are included to ensure a consistent message throughout the Company. Use the following text as needed on your communications and publications pieces. This boilerplate serves as the official Indorama Ventures description.

Boilerplate Description of Indorama Ventures:

About Indorama Ventures

Indorama Ventures Public Company Limited, listed in Thailand (Bloomberg ticker IVL.TB), is one of the world's leading petrochemicals producers, with a global manufacturing footprint across Europe, Africa, Americas, and Asia Pacific. The company's portfolio comprises Combined PET, Integrated Oxides and Derivatives, and Fibers. Indorama Ventures products serve major FMCG and automotive sectors, i.e., beverages, hygiene, personal care, tire and safety segments. Indorama Ventures has about 24,000 employees worldwide and consolidated revenue of US\$10.6 billion in 2020. The Company is listed in the Dow Jones Emerging Markets and World Sustainability Indices (DJSI).

Questions on applying the standard?

CONTACT

Email: communications@indorama.net
or
Corporate Communications Department
Indorama Ventures PCL.
75/102-103 Ocean Tower
2, 28th Sukhumvit 19, Klongtoey Nua,
Wattana Bangkok 10110
Tel: +66 (0)2 661 6661

NOTE

NOTE

A large, light gray circular logo is centered in the background. It features a stylized 'I' or flame-like shape on the left side, composed of several curved segments. The rest of the circle is empty.

Indorama Ventures Public Company Limited

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