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
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.
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 market. 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)
**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**

- oxyclear
- polyclear
- Ecorama
- X Flame
- eco-core
- trevira
- FutuRe-PET
1.2 BRAND Decisions

**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.

- **Filter 1: Brand Equity**
  - All newly acquired business

- **Sub-brand**

- **Filter 2: Management believe current brand is essential to maintain**

- **Endorsed Brand**
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 operates.
- **Partner**
  Name of joint venture partner

### Wholly/ majority owned company

<table>
<thead>
<tr>
<th>Indorama Ventures</th>
<th>+</th>
<th>Business</th>
<th>+</th>
<th>Location</th>
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**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

<table>
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<tr>
<th>Indorama Ventures</th>
<th>+</th>
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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 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.
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.
**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:

27 mm
**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**
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

- 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
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.
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/Ivlhome/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:

- **Trevira**
  - 2015_10_01_endor_tg_logo_full.jpg
  - An Indorama Ventures Company

- **FiberVisions**
  - 2015_10_01_endor_fv_logo_full.jpg
  - An Indorama Ventures Company

- **PHP**
  - 2015_10_01_endor_php_logo_full.jpg
  - An Indorama Ventures Company

- **Performance Fibers**
  - 2015_10_01_endor_pf_logo_full.jpg
  - An Indorama Ventures Company
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).
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
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.

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.
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.

**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.

Arial
ABCabc123
ABCabc123
ABCabc123
ABCabc123

Calibri
ABCabc123
ABCabc123
ABCabc123
ABCabc123
Hierarchy

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

---

- Do not distort type
- Do not curve type
- Do not use serif fonts (fonts with a foot and head as shown)
- 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.

**Example of Standard Corporate Email Signature:**

All email signature must follow the format below exactly.

```
Your name                        (Mandatory)
Title/Designation               (Mandatory)
Indorama Ventures PCL.          (Mandatory)
Address
Phone Number with extension     (Mandatory)
Fax Number                      (Optional)
Mobile Number                   (Optional)
www.indoramaventures.com

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

Important: This email and any files transmitted with it are confidential and Disclaimer 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.

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.

*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.
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

![Format](image)

Your name .................................................................................................................... (Mandatory)
Phone Number with extension (if any) ................................................................. (Optional)

Our visions: *To be a world-class chemical company*
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:

John Smith ..................................................................................................................... (Mandatory)
Managing Director .................................................................................................. (Mandatory)
Sub-brands Limited ............................................................................................... (Mandatory)
Office Building, Room
Main street, City, State 1234
Phone: +00 000 000 ............................................................................................ (Mandatory)
Fax: +00 000 000 .................................................................................................... (Optional)
Mobile: +00 000 000 ............................................................................................ (Optional)
www.indoramaventures.com

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

**Example of Endorsed Brands Email Signature:**

- **John Smith** (Mandatory)
- **Managing Director** (Mandatory)
- **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**

---

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

---

**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.
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. Two versions of the PowerPoint template are available:

**Template 1**

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.
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

2015_09_02_corp_ivl_PowerPointTemplate1.potx
**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 1

2015_09_02_corp_ivl_PowerPointTemplate1.potx
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.
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.
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.
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.
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%).

Detail of Business Cards

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

Note: Phone numbers should be consistent with the following format: +00 000 0000 000 (+00 represents the country code)
### Endorsed Branding Business Card

**Front**

- **Endorsed Brand Logo**
- **First Name M. Last Name**
- **Local Language Font, IVL Blue**
- **Company Name**
- **Address**
- **Email address**
- **Department Name**
- **Title**
- **Mob.**
- **Fax**
- **Tel.**

**Back**

- **Details of Endorsed Branding Business Cards**

**Detail of Endorsed Branding Business Card**

- **Endorsed Brand Logo**
- **First Name M. Last Name**
- **Local Language Font, IVL Blue**
- **Company Name**
- **Address**
- **Email address**
- **Department Name**
- **Title**
- **Mob.**
- **Fax**
- **Tel.**

- **100% Recycled PET**
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.
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.
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).
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 letterhead.

**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.
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.)

All measurements in mm., not actual size.
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](image_url)
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.

All measurements in mm., not actual size.
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.
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.)

All measurements in mm., not actual size

2015_11_23_endor_USLetterhead_guide.pdf
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)"
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
**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.

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.

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.

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.

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.
3.6 \textbf{ENVELOPE: Corporate}

\textbf{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.

\textbf{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

\textbf{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).

\textbf{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.

\begin{itemize}
  \item \textbf{Company Address}
    \begin{itemize}
      \item Name : Arial Bold 8 pt. K100% (Black)
      \item Address : Arial 8 pt. K100% (Black)
    \end{itemize}
  \end{itemize}

\begin{itemize}
  \item \textbf{Mailing address Area}
    \begin{itemize}
      \item Name : Arial Bold 8 pt K70% (Black)
      \item Address : Arial 8 pt K70% (Black)
    \end{itemize}
\end{itemize}

2015_10_06_corp_ivl_envelope_monarch_guide_template2.pdf

Size: 10 Envelope 241.3 x 104.8 mm.

\begin{itemize}
  \item \textbf{Company Address}
    \begin{itemize}
      \item Name : Arial Bold 8 pt K50% (R119 G119 B119)
      \item Address : Arial 8 pt K50% (R119 G119 B119)
    \end{itemize}
  \end{itemize}

\begin{itemize}
  \item \textbf{Mailing address Area}
    \begin{itemize}
      \item Name : Arial Bold 8 pt K70% (Black)
      \item Address : Arial 8 pt K70% (Black)
    \end{itemize}
\end{itemize}

2015_10_06_corp_ivl_envelope_size10_guide_template2.pdf

All measurements in mm., not actual size.
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.

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

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

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
An advertisement should not be changed frequently if the information has not changed: use frequently to establish recognition. All advertising materials adhere to the same visual principles that are set out throughout this book. Advertising slogan can be tailored to a specific publication or campaigns. Keep a consistent style and format across multiple different languages.

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.
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.
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
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.
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

Full page ad example

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

Quarter page ad example

Half page ad example
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.
**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.
### 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 ¾ 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].
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.
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.
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**

**Alternative: Bi-fold color logo on white bar**

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2015_10_02_corp_ivl_bifold_brochure_template_1_guide.jpg

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**

![Tri-fold white logo on blue bar](image1)

**Alternative: Tri-fold color logo on white bar**

![Tri-fold color logo on white bar](image2)
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 SharePoint (https://indoramaventures.sharepoint.com/sites/IVLHome/SitePages/Branding.aspx).

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**Main Heading**

Sub-heading

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

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About Indorama Ventures

Indorama Ventures Public Company Limited [IVL] is a world-class chemical company, headquartered in Bangkok, Thailand. The Company grew phenomenally from a small listed company in Thailand to become a leading integrated chemical company with consolidated revenue of US$ 7 billion in 2015, driven by the excellence of its people, processes and technologies. We hold a leading position in key markets globally and organize our core business in three complementary segments; Feedstock; PET and Fibers. Our global manufacturing footprint and diversified range of products are unmatched in the industry; enabling us to deliver innovative and unique value added solutions to our customers. We have 14,500 passionate employees worldwide who are committed to driving the business in a responsible way by aligning profitable growth with social and environmental responsibility while creating value for our stakeholders.

# # #
Product photography should be taken by a professional photographer 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.
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.
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
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.
Section 3

Applications
Online Standards

3.11 Website
- Corporate and Sub-Brands
- Endorsed Brands

3.12 Social Media
- Corporate
- Sub-Brands
- Endorsed 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.
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.
**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.
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.
3.12 SOCIAL MEDIA:
Sub-Brands

Sub-brands are not allowed to create 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 depending 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 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
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
  - White

**Corresponding Logo Colors**

- Black or Full colors

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

- Aluminum
  - Black or Full colors

- Chrome
  - Black or Full colors

- White Marble
  - Black or Brass or Full colors

- Stainless Steel
  - Black or Full colors

- Brass
  - Black or Full colors

- Black Granite
  - White or Silver Metal or Brass

- Black
  - 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:**

```
INDORAMA
VENTURES

COMPANY NAME
```

**Example: Multiple Languages Signage**

```
INDORAMA
VENTURES

GUANDONG IVL PET POLYMERS CO., LTD.
```

English Capital Letter: Arial Bold

Center
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**

**Endorsed Brand Logo**

An Indorama Ventures Company

Center-align

**Example of Endorsed brand Signage**

FiberVisions®
An Indorama Ventures Company

Performance Fibers
An Indorama Ventures Company
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:

<table>
<thead>
<tr>
<th>Height of Flag Pole</th>
<th>Recommended Flag Size</th>
<th>Maximum Flag Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 m</td>
<td>9 x 150 cm</td>
<td>120 x 180 cm</td>
</tr>
<tr>
<td>7.6 m</td>
<td>120 x 180 cm</td>
<td>150 x 240 cm</td>
</tr>
<tr>
<td>9.1 m</td>
<td>150 x 240 cm</td>
<td>180 x 300 cm</td>
</tr>
<tr>
<td>10.7 m</td>
<td>180 x 300 cm</td>
<td>240 x 360 cm</td>
</tr>
<tr>
<td>12.2 m</td>
<td>240 x 360 cm</td>
<td>300 x 460 cm</td>
</tr>
<tr>
<td>13.7 m</td>
<td>240 x 360 cm</td>
<td>300 x 460 cm</td>
</tr>
<tr>
<td>15.2 m</td>
<td>300 x 460 cm</td>
<td>360 x 550 cm</td>
</tr>
<tr>
<td>18.3 m</td>
<td>360 x 550 cm</td>
<td>460 x 760 cm</td>
</tr>
<tr>
<td>21.3 m</td>
<td>460 x 760 cm</td>
<td>610 x 910 cm</td>
</tr>
<tr>
<td>24.4 m</td>
<td>610 x 910 cm</td>
<td>610 x 910 cm</td>
</tr>
<tr>
<td>27.4 m</td>
<td>610 x 910 cm</td>
<td>610 x 910 cm</td>
</tr>
<tr>
<td>30.5 m</td>
<td>610 x 910 cm</td>
<td>610 x 910 cm</td>
</tr>
</tbody>
</table>
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.
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

All measurements in mm., not actual size
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
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.
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.
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
### NUMBERS

**Numbers**

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Any number below 10 (i.e. 1-9) must be written as a word.</td>
<td>Two PET resin facilities</td>
</tr>
<tr>
<td>Use figures for any number 10 or over.</td>
<td>19 countries</td>
</tr>
<tr>
<td>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.</td>
<td>197,600</td>
</tr>
</tbody>
</table>

**Dates and Times**

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do not use ordinals in dates.</td>
<td>April 30, 2015</td>
</tr>
<tr>
<td></td>
<td>30 April 2015</td>
</tr>
<tr>
<td>Do not abbreviate the month or year.</td>
<td>30 April 2015</td>
</tr>
<tr>
<td>If you are including days, write the day in full.</td>
<td>Thursday April 30, 2015</td>
</tr>
</tbody>
</table>

**Money**

<table>
<thead>
<tr>
<th>Do</th>
<th>Don’t</th>
</tr>
</thead>
<tbody>
<tr>
<td>Write money in figures</td>
<td>329</td>
</tr>
<tr>
<td>Numbers in the millions should be written out as a combination of words and figures.</td>
<td>US$ 5 million</td>
</tr>
<tr>
<td>Use lower case ‘m’ for millions and lower case ‘k’ for thousands</td>
<td>690 m</td>
</tr>
<tr>
<td></td>
<td>200 k per annum</td>
</tr>
<tr>
<td>One billion</td>
<td>One thousand million</td>
</tr>
</tbody>
</table>
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 (IVL) is a world-class chemical company, headquartered in Bangkok, Thailand. The Company grew phenomenally from a small listed company in Thailand to become a leading integrated chemical company with consolidated revenue of US$ 7 billion in 2015, driven by the excellence of its people, processes and technologies. We hold a leading position in key markets globally and organize our core business in three complementary segments; Feedstock; PET and Fibers. Our global manufacturing footprint and diversified range of products are unmatched in the industry; enabling us to deliver innovative and unique value-added solutions to our customers. We have 14,500 passionate employees worldwide who are committed to driving the business in a responsible way by aligning profitable growth with social and environmental responsibility while creating value for our stakeholders.
Questions on applying the standard?

CONTACT

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Wattana Bangkok 10110
Tel: +66 (0)2 661 6661