

Corporate brand guidelines

These guidelines contain Infineum proprietary and confidential information. Infineum policies require that such information is not disclosed to third parties without prior consent. Violation of these policies may lead to disciplinary action up to and including dismissal. In case of doubt, please contact your local Global Communication colleague.

Performance you can rely on.



Contents

The Infineum brand is not just a logo, it is the reason why people should choose us. It represents our culture, our personality, our services - and the way in which these services are delivered.

We need our brand to be understood and reflected by everyone connected with Infineum so that we not only send the right messages, but also live up to them. It's more than just the look of our materials, it's about the way we interact with people and how we want them to feel about Infineum. These guidelines explain the core elements of the brand and contain practical guidance and examples for using it.

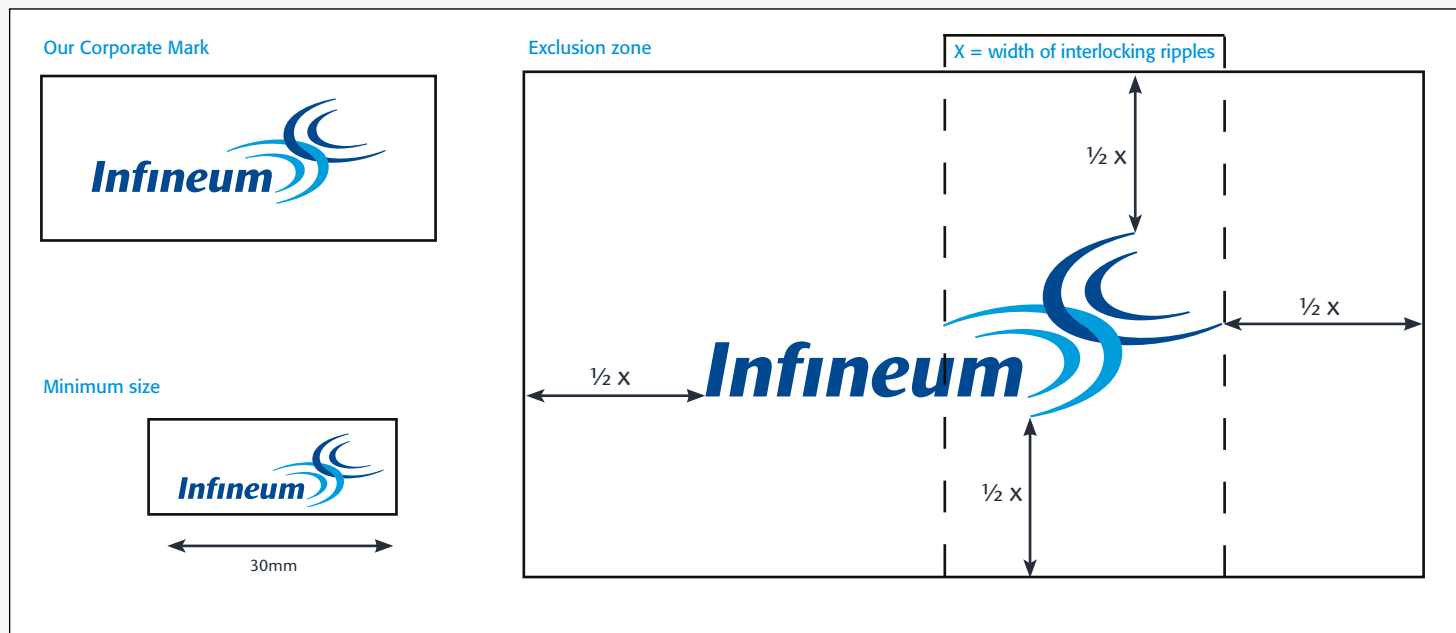
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Corporate Mark

1.1

Our Corporate Mark is the predominant Trade Mark for the Infineum Group of Companies and consists of our brand name Infineum and the interlocking ripple device and the two elements must always appear together.

The relationship between these elements is fixed and should not be altered in any way.



The interlocking ripple device

In exceptional circumstances permission may be given to use the interlocking ripple device separated from the word Infineum. For example, on promotional materials where there is not sufficient space for the full Corporate Mark. In all instances Global Communication must be contacted before arranging for the Corporate Mark to be used in this manner.

The Infineum Corporate Mark

Corporate Mark is the fundamental identifier of who we are and consists of two elements:

- the logotype (name)
- the symbol (interlocking ripples)

Colours

Name – Infineum dark blue (PMS 280)
Interlocking ripples –
Infineum light blue (PMS 299)
& Infineum dark blue (PMS 280)

Positioning and appearance

The preferred position of our Corporate Mark is the bottom right corner of any item.

Exclusion zone

Our Corporate Mark should sit in as much clear space as possible. It is important to keep the Corporate Mark clear of any graphic elements or text. To regulate this an exclusion zone has been established which is the minimum space that should be left around the Corporate Mark. This exclusion zone is $\frac{1}{2}$ the width of the interlocking ripple device.

Minimum size

The minimum size for our Corporate Mark is 30mm edge-to-edge. For some digital media this may need to be reduced. Please obtain approval from your local Global Communication colleague.

Corporate Mark – what to avoid

1.2

Our Corporate Mark is an important asset of our brand and must never be altered or misused in any way. When used consistently it has more impact and builds recognition. That is why the relative size and component parts must never vary or be redrawn. Please avoid placing any text in the close vicinity of the Corporate Mark.



Don't scale or distort the Corporate Mark in any way



Don't alter the colours of the Corporate Mark in any way



Don't place the Corporate Mark on any non-corporate coloured background.



Don't alter the relationship between the Corporate Mark and the symbol in any way



Don't place the Corporate Mark over a complicated or detailed image



Don't place the Corporate Mark over a gradient background

Corporate Mark – variants

1.3

Our Corporate Mark is an important asset of our brand and must never be altered or misused in any way. When used consistently it has more impact and builds recognition. That is why the relative size and component parts must never vary or be redrawn. Please avoid placing any text in the close vicinity of the Corporate Mark.

Note that the Corporate Mark varies depending on the colour combination used and that there is a small gap within the inner interlocking ripple when used as a negative or black positive.

First preference
Corporate colours



Second preference
Corporate colours negative



Third preference
Black tinted positive



Fourth preference
Negative



Fifth preference
Black positive



Strapline

2.1

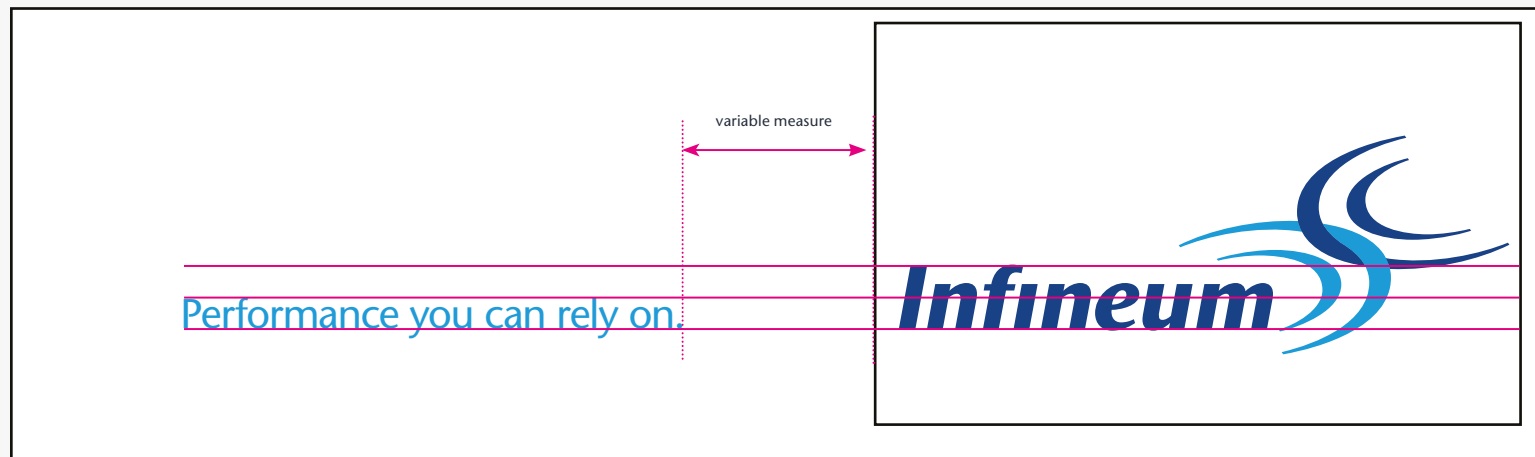
The strapline should appear on communications, but not on products and product labels. The strapline is intended to be a statement of Infineum's brand promise or mode of doing business. It is not a Trade Mark and should not be used as a stand-alone indicator of the Infineum group of companies. Our primary identifier remains the Corporate Mark, which should always be used with the strapline and should always be the dominant mark on a page.

In exceptional circumstances it is possible to move the Performance you can rely on (PYCRO) statement. For example on the corporate advert/brochure template or if the area is too narrow to have both elements side by side - then the statement could move to the right or change position to the top right corner.

If it is an event poster featuring another organisation's Corporate Mark we would not put the PYCRO statement on at all.

From a design standpoint the font style or size in relationship to the Corporate Mark should not change – unless the statement has been moved within the design area and therefore changing the font style would work better with the design (eg. for corporate advert).

All of these instances need to be agreed by Global Communication before implementing.



Our strapline

The strapline should always appear in sentence case with a capital letter at the beginning of the sentence and a full stop at the end.

You need to be especially careful about how the strapline relates to the Infineum Corporate Mark in order to preserve the integrity of the Corporate Mark.

The strapline should always be spaced apart from the Corporate Mark – never underneath it.

When the two elements appear together on a document. The height of the strapline should be half the height of the Infineum 'I', as shown. In order to ensure the Corporate Mark remains the dominant mark on the page.

Position and colour

The preferred position for our strapline is as a heading, in the body text or bottom left and should always be set in Formata and coloured using our primary corporate light blue, Pantone 299, black or white out to ensure maximum legibility.

The strapline must not be used with the separated interlocking ripple device.

Strapline – what to avoid

2.2

Our strapline is an important asset of our brand and must never be altered or misused in any way. When used consistently it has more impact and builds recognition. That is why the relative size and position must never vary.

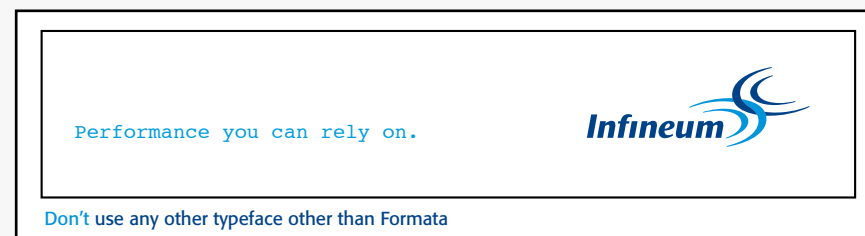
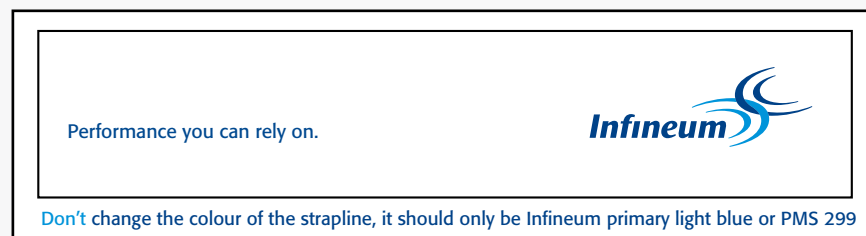
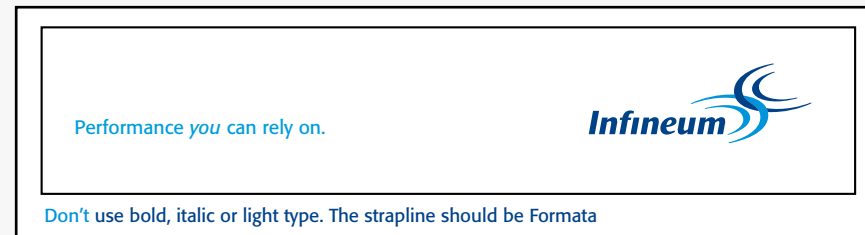
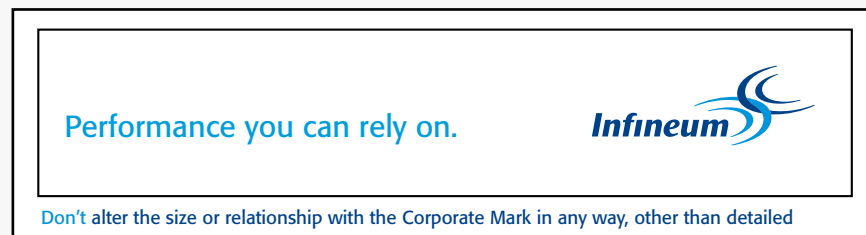
In exceptional circumstances it is possible to move the PYCRO statement. For example on the corporate advert/brochure

template or if the area is too narrow to have both elements side by side – then the statement could move to the right or change position to the top right corner.

If it is an event poster featuring another organisation's Corporate Mark we would not put the PYCRO statement on at all.

From a design standpoint the font style or size in relationship to the Corporate Mark should not change – unless the statement has been moved within the design area and therefore changing the font style would better work with the design (eg. for corporate advert above).

All of these instances need to be agreed by Global Communication before implementing.

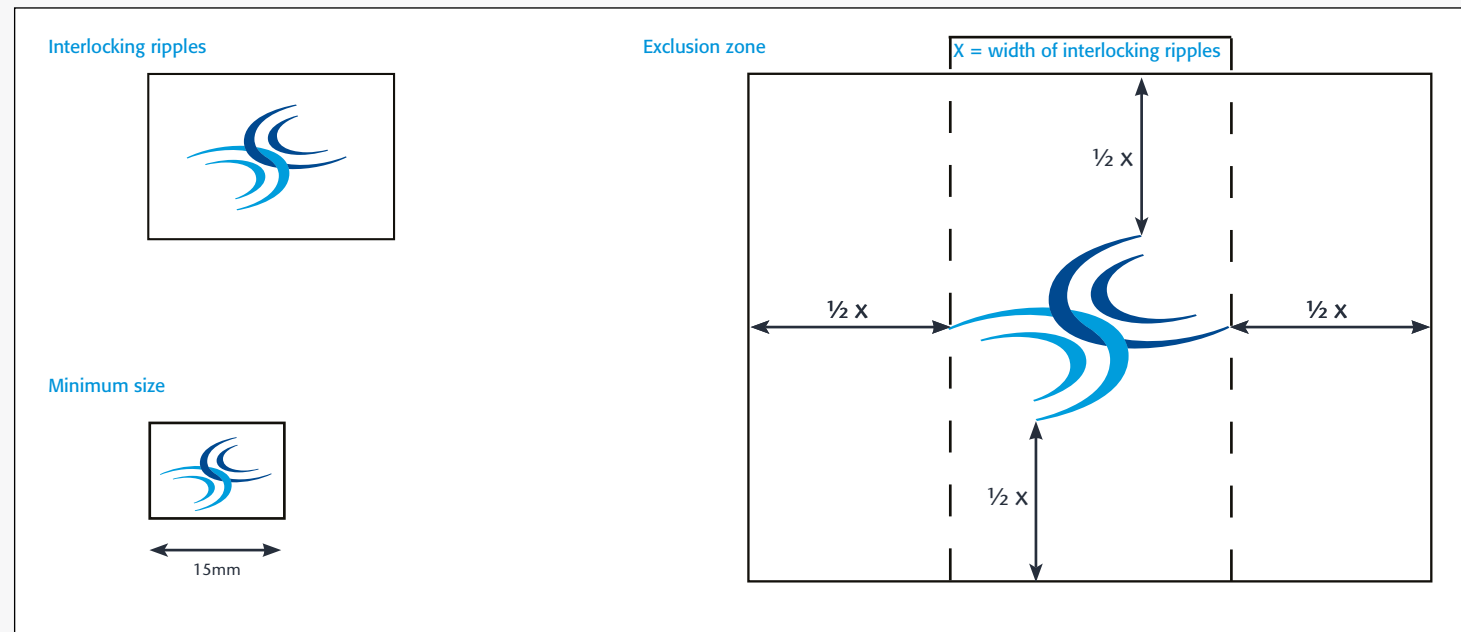


Interlocking ripples

3.1

In exceptional circumstances permission may be given to use the interlocking ripple device separated from the word Infineum. For example, on promotional materials where there is insufficient space for the Corporate Mark. In all instances Global Communication must be contacted before arranging for the Corporate Mark to be used in this manner.

Use of the interlocking ripple device in isolation will follow the same guidelines as the full Corporate Mark with regard to the exculsion zone, minimum size, what to avoid and variants.



Exclusion zone

The interlocking ripple device should sit in as much clear space as possible. It is important to keep the interlocking ripple device clear of any graphic elements or text. To regulate this an exclusion zone has been established which is the minimum space that should be left around the interlocking ripple device. This exclusion zone is $\frac{1}{2}$ the width of the interlocking ripple device.

Minimum size

The minimum size for our Corporate Mark is 15mm edge-to-edge. For some digital media this may need to be reduced.

Repeating pattern

A repeated array of the interlocking ripple device may be acceptable in some circumstances where needed to create visual impact.

In all of these instances please obtain approval from your local Global Communication colleague.

Interlocking ripples – what to avoid

3.2

Our Corporate Mark is an important asset of our brand and must never be altered or misused in any way. When used consistently it has more impact and builds recognition. That is why the relative size and component parts must never vary or be redrawn. Please avoid placing any text in the close vicinity of the corporate Corporate Mark.



Don't scale or distort the interlocking ripples in any way



Don't alter the colours of the interlocking ripples in any way



Don't place the interlocking ripple on any non-corporate coloured background



Don't alter the relationship of the interlocking ripple in any way



Don't place the interlocking ripple over a complicated or detailed image



Don't place the interlocking ripple over a gradient background

Interlocking ripples – variants

3.3

Our interlocking ripple device is an important asset of our brand and must never be altered or misused in any way. When used consistently it has more impact and builds recognition. That is why the relative size and component parts must never vary or be redrawn. Please avoid placing any text in the close vicinity of the interlocking ripple device.

Note that the Corporate Mark varies depending on the colour combination used and that there is a small gap within the inner interlocking ripple when used as a negative or black positive.

First preference
Corporate colours



Second preference
Corporate colours negative



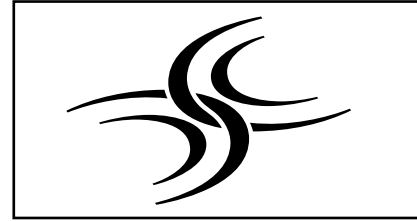
Third preference
Black tinted positive



Fourth preference
Negative



Fifth preference
Black positive



Brand attributes

4.1

Our brand is underpinned by three core attributes that determine the way we do things and what it is like to do business with Infineum. These are all strengths that help to set us apart from our competitors and are valued by our customers. They also have meaning for all our colleagues. These attributes are Technology Excellence, Reliability and Collaboration.

To obtain the brand attribute icon graphic please contact your Global Communication colleague.



TECHNOLOGY EXCELLENCE

Our Technology Excellence is backed by rigorous processes that ensure consistency, quality and dependability from initial development through the manufacturing process to end delivery.



RELIABILITY

At Infineum we are focused on delivering performance you can rely on. That means everything we do is based on the foundation of Reliability.



COLLABORATION

We pride ourselves on delivering close working relationships, a can do attitude, with a commitment to long-term partnerships, helping our customers to achieve their technical and business goals.

Attribute icons

The attribute icons should preferably be used when communicating our brand attributes. The use of the supporting brand attribute text underneath the icon is optional.

The three brand attribute icons should always be displayed together and never singularly. If one of the brand attributes needs greater emphasis then that particular brand attribute icon and text can be increased in size.

The brand attributes should always be positioned from left to right: Technology Excellence, Reliability, Collaboration.



TECHNOLOGY
EXCELLENCE



RELIABILITY



COLLABORATION



TECHNOLOGY
EXCELLENCE



RELIABILITY



COLLABORATION



TECHNOLOGY
EXCELLENCE



RELIABILITY



COLLABORATION

Brand attributes – what to avoid

4.2



TECHNOLOGY
EXCELLENCE



RELIABILITY



COLLABORATION

Don't stack the attributes



TECHNOLOGY
EXCELLENCE

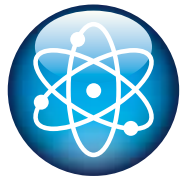


RELIABILITY



COLLABORATION

Don't position the attributes in any way,
other than line them up in order



TECHNOLOGY
EXCELLENCE

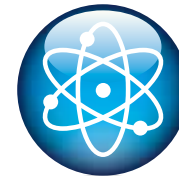
Don't use a single attribute, they
must appear together



RELIABILITY



COLLABORATION



TECHNOLOGY
EXCELLENCE

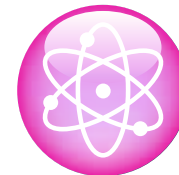
Don't change the order, they should line up as follows: Technology
Excellence, Reliability and Collaboration



RELIABILITY



COLLABORATION



TECHNOLOGY
EXCELLENCE

Don't change the colours or opacity of the attributes

Product names and brand naming conventions

How the naming system works

Each product designation will begin with 'Infineum' followed by a letter corresponding to the product's main application (P for Passenger Car Motor Oils, D for Heavy-Duty Diesel Oils, etc.) and a three- or four- digit product code number.

Name usage guidelines

When writing our product names, we should always include the prefix Infineum, eg Infineum P5510. Infineum should always be written in upper and lower case. Furthermore, NO SPACE OR GAP should appear between the Product Category letter and its respective numbers as in the example below. They should always appear together on the same line of text.

Websites

We always refer to our websites as Infineum.com and InfineumInsight.com.

We use initial capital and lowercase letters and our standard is not to precede the website name with www.

<p>Correct</p> <p>Infineum P5510</p> <p>The benefits of using Infineum P5510 are as follows:</p> <p>Infineum.com</p> <p>InfineumInsight.com</p>	<p>Incorrect</p> <p>INFINEUM P5510</p> <p>Infineum P 5510</p> <p>Inf P5510</p> <p>Infi P5510</p> <p>P5510</p> <p>The benefits of using Infineum P5510 are as follows:</p> <p>www.infineum.com</p> <p>infineum.com</p> <p>http://infineum.com</p> <p>www.infineuminsight.com</p> <p>infineuminsight.com</p> <p>http://infineumInsight.com</p>
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Infineum should protect such works in its publications by ensuring that it asserts copyright in every publication of any kind, including electronic publications, such as works on the Infineum.com site. In all internal and external publications of Infineum, copyright should be asserted by including the following statement in the publication:

© [year] Infineum International Limited. All Rights Reserved.

For papers delivered at conferences and presentations to third parties, the above statement should appear as a footer to each page. A further additional warning should be added at

the foot of the back page regarding the storage and onward distribution of the information.

"Permission is given for storage of one copy in electronic means for reference purposes. Further reproduction of any material is prohibited without prior written consent of Infineum International Limited."

For further guidance please refer to Infineum legal briefing note number 4 regarding copyright.



Copyright statement

The copyright statement should always be in the format with initial letter capital followed by lowercase letters. The [year] quoted in the copyright statement should be the year in which the work is created or substantially modified.

Observance of the copyrights of others

Just as Infineum seeks to protect its copyrighted works, so do others, and Infineum does not knowingly wish to infringe the legitimate rights of others.

In all cases, should you wish to use a third party written document, picture, chart, photograph, sound recording or video, the copyright restrictions should first be checked and a licence obtained if necessary.

Trade Mark

7.1

In the same way that we should protect our work by asserting our copyright we should also protect our Trade Marks as they are valuable assets in establishing the identity of Infineum and its brands. In all internal and external publications of Infineum, Infineum Trade Marks should be identified as being owned by Infineum International Limited through the inclusion of the full Trade Mark statement. Where the products in the Trade Mark are not referred to in the document in which they appear then the short version of the Trade Mark can be used.

For further guidance please refer to Infineum legal briefing note number 12 regarding Trade Marks.



Full Trade Mark statement:

INFINEUM, 润英联, PARATAC, SYNACTO and the interlocking ripple device are Trade Marks of Infineum International Limited.

Short Trade Mark:

If less than the full list of Infineum Trade Marks are referred to in a publication then the list may be amended so that it includes only the Infineum Trade Marks actually used in the publication.

Normally the Trade Mark and Copyright statement appear together:

INFINEUM, 润英联, PARATAC, SYNACTO and the interlocking ripple device are Trade Marks of Infineum International Limited.
© [year] Infineum International Limited. All rights reserved.

The following disclaimer should be used by colleagues whenever a publication, paper, etc. makes any claims or includes any testing or other data:

Disclaimer

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Where should it be

It is normally on the back page of brochures or the final slide of a PowerPoint presentation and should appear above the Trade Mark and Copyright statements.

Infineum regional sales offices

Brasil

Infineum Brasil Ltda,

Praia da Ribeira, 01

Ilha do Governador

Rio de Janeiro

21930-050

Brasil

Tel: + (55) 21 3386 4790 Fax: + (55) 21 2467 2020

Distributed by

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Linden NJ 07036,

USA

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Asia Pacific

31 International Business Park

Creative Resource #04-08

Singapore 609921

Tel: + (65) 6899 1661

Fax: + (65) 6895 6900

Not all offices are listed.

To locate your local sales office please contact

the nearest address above or visit our website:

Infineum.com

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The information contained in this document is based upon data believed to be reliable at the time of going to press and relates only to the matters specifically mentioned in this document. Although Infineum has used reasonable skill and care in the preparation of this information, in the absence of any overriding obligations arising under a specific contract, no representation, warranty (express or implied), or guarantee is made as to the suitability, accuracy, reliability or completeness of the information; nothing in this document shall reduce the user's responsibility to satisfy itself as to the suitability, accuracy, reliability, and completeness of such information for its particular use; there is no warranty against intellectual property infringement; and Infineum shall not be liable for any loss, damage or injury that may occur from the use of this information other than death or personal injury caused by its negligence. No statement shall be construed as an endorsement of any product or process. For greater certainty, before use of information contained in this document, particularly if the product is used for a purpose or under conditions which are abnormal or not reasonably foreseeable, this information must be reviewed with the supplier of such information.

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Infineum

Signage

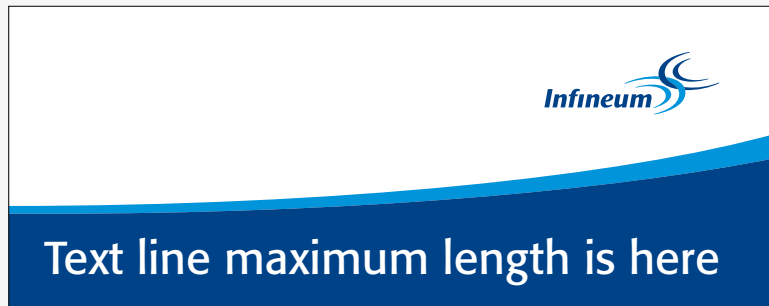
9.1

Signage

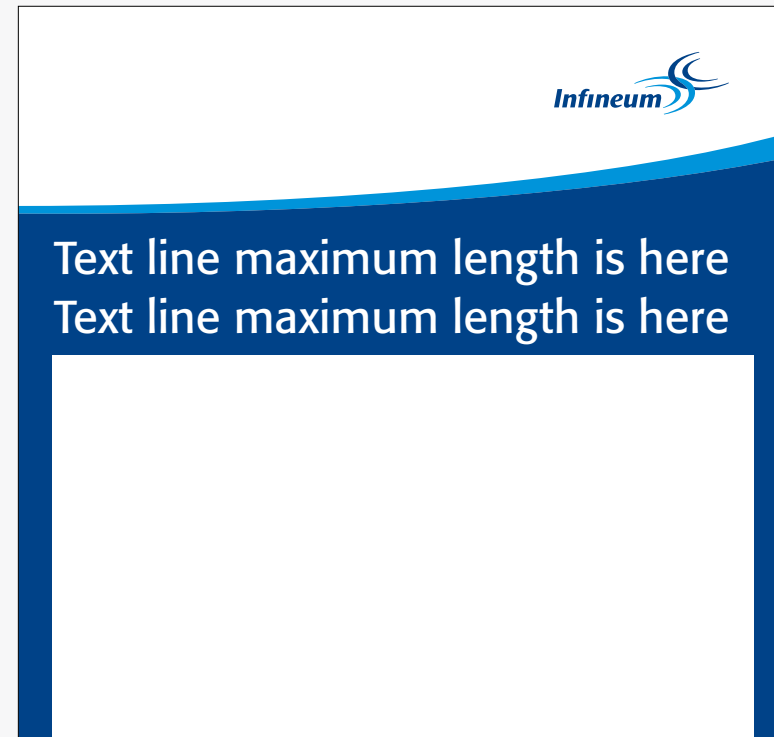
For all signage requirements please consult your nearest Global Communication colleague.

These visuals are for reference only.

Wall mounted signage



Slat signage



Stainless steel signage



First principles

Stationery is used for one-to-one communication and represents a unique opportunity to communicate the aspects of our brand that focus on customer relationships.

Carefully considered well-printed stationery gives customers the right impression about our business.

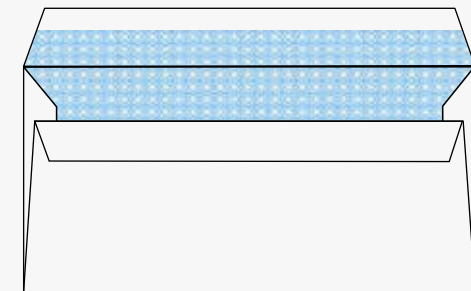
Logo position

The logo is always positioned to the top right on any document (except envelopes where it sits top left as the postage imprint must go top right). Always make sure the logo is clear of any other graphic elements.



Confidentiality

Use security patterned envelopes when sending confidential information to ensure there is no show through from the enclosed documents.



Type

The corporate typefaces should be used on all stationery items.

Colour

Corporate colours should be used on all stationery items.

Formata regular
Lowercase

Formata regular

Formata light
Lowercase

Formata light

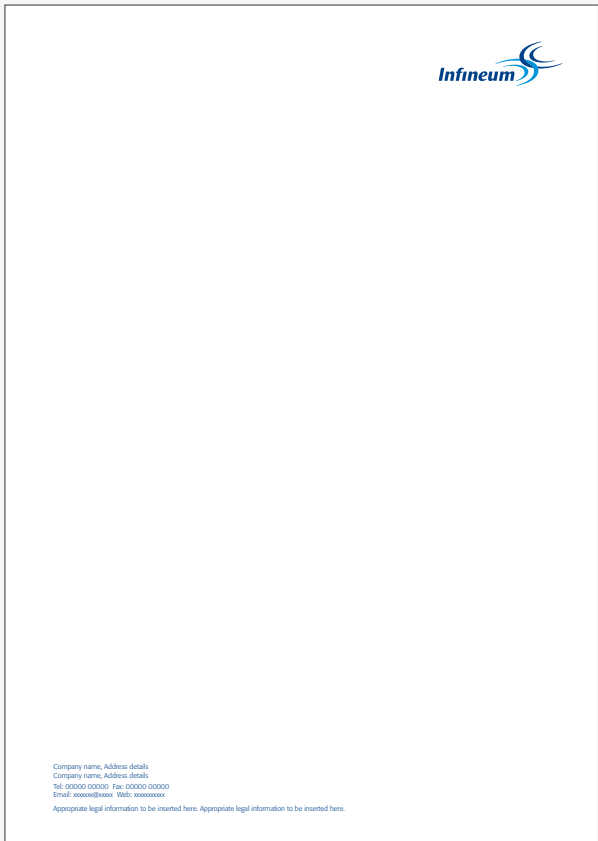
Paper

White is the third colour of our identity and white paper should be used for all stationery.

white

Stationery – european items

European letterhead – H 297 x W 210



European compliment slip – H 99 x W 210



European mailing label – H 110 x W 220



Business card – H 52 x W 85

Front



Back

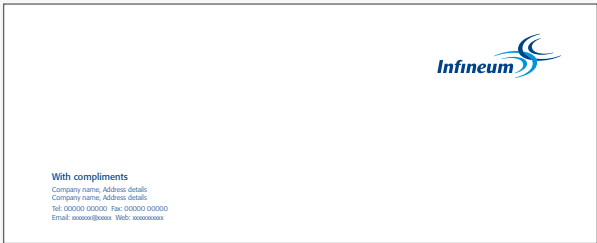


Stationery – U.S. items

US letterhead – H 11" x W 8.5"



US compliment slip – H 3.65" x W 8.5"



US mailing label – H 5.5" x W 4.5"



Business card – H 3.346 x W 2.047

Front



Back



Our corporate language is English (UK). All communications should be created in English. In some instances, where materials are being created for a local audience, items may be translated. Please check with Global Communication before undertaking any translations.

Make it simple.

We made it simple!

"We use the WeChat platform to promote Infineum branding instead of hardcopy posters and brochures, which saves cost and improves efficiency and also communicate more effectively with potential employees."

Laney Liu

Laney Liu,
Plant HR Coordinator

Performance you can rely on.

Infineum

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Make it simple.

We made it simple!

"Usamos a plataforma WeChat para promover a Infineum ao invés de cartazes impressos e catálogos, economizando custos e melhorando a eficiência, assim como tomando a comunicação mais eficiente com potenciais candidatos."

Laney Liu

Laney Liu,
Plant HR Coordinator

Performance you can rely on.

Infineum

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Style guide

In order to keep all our communications consistent there is a style guide which advises on the spelling of some words which may be open to interpretation.

For example, Antiwear will be one word and Anti-Settling will be hyphenated.

Please contact Global Communication for a copy of the most up-to-date version of the style guide.

The way we speak as an organisation shapes the way people think about us and reinforces our brand. So we must convey the right tone in all the communications we produce, from the web, to corporate literature and advertisements. Having an agreed 'tone of voice' helps you to bring the Infineum brand to life in words. This tone of voice is just as vital as our brand colours or Corporate Mark.

Creating a tone

The words you choose (long/short, formal/chatty, flowery/restrained), the structure (commands, sentences, statements) and length of your sentences, and your choice of phrase all work together to create a tone that can be edgy, fun, businesslike, knowledgeable – the list goes on.

We've developed each of these themes, outlining how we should and shouldn't sound in our communications.

Our tone of voice is

Clear, confident
and concise

Clear

By being clear we avoid misunderstanding and appeal to all our audiences. We are a technology company but we use plain English and the necessary technical language only when we know the audience will understand it. We should talk with the end customer in mind. We don't assume all our audiences

have a PhD. Our goal is to make what we do accessible and to facilitate conversations, not confuse people with technical jargon. The way we consider the needs of all our audience complements our value of collaboration.

	No	Yes
Use words your audience will understand. If you have to use technical terms for a non-technical audience, explain the terms and any acronyms	Recently, more fuel efficient alternatives to conventional stepped automatic transmissions have emerged in the shape of CVTs and DCTs in the European market.	Recently, more fuel efficient alternatives to conventional stepped automatic transmissions have emerged in the shape of continuously variable transmissions (CVT) and dual clutch transmissions (DCT) in the European market.
Use 'you' and 'us'	Each year Infineum asks its employees to complete the online Colleague Goal survey, giving the company their thoughts, views, opinions and ideas about how Infineum can become an even better place to be.	Each year we ask you to complete the online Colleague Goal survey, giving us your thoughts, views, opinions and ideas about how we can make Infineum an even better place to be.
Use bullets, numbering and boxes to break up text and make it more accessible	Our products can improve your refining economics, offer an attractive economical alternative to dilution with kerosene and significantly lower the fuel pour point for improved fuel handling	Our products can: <ul style="list-style-type: none">▪ Improve your refining economics▪ Offer an attractive economical alternative to dilution with kerosene▪ Significantly lower the fuel pour point for improved fuel handling

Speaking confidently

13.2

Confident

We speak with confidence and authority. We're technical experts and substantiate what we say with facts and figures. We don't venture opinion but give expert advice. We avoid hyperbole and exaggeration. Staying grounded and realistic echoes our value of reliability.

Communicating in a confident manner will allow all our communications to be genuine and reflect our high level of experience.

	No	Yes
Avoid clauses at the beginning of a sentence as these can weaken your point	While a long-term specialisation in performance additives is core to Infineum, our strengths lie in our people, production assets, systems and processes that come with being a truly global organisation.	A long-term specialisation in performance additives is central to what we do. But our strengths also lie in our people, production assets, systems and processes.
Use a variety of statements, questions and commands to create pace	At Infineum we use a very basic principle to assess and forecast your needs. First we listen to you to find out where your company is positioned today so we can help determine where you want to be in the future.	How do we assess your needs? It starts with us listening to you. Tell us where your company is positioned today and we'll help determine where you want to be in the future.
Avoid using words like 'possibly', 'might', 'generally', 'fairly', 'sometimes' as these will introduce doubt	It seems fairly clear that China's economy will continue to grow in the long-term, creating a bigger demand for higher quality lubricants.	With China's economy set to grow further, there'll be a bigger demand for higher quality lubricants.

	No	Yes
Use (up to date) facts and figures to support claims	Infineum is committed to achieving superior customer satisfaction at all times and in every country in which we operate.	We're committed to delivering superior customer satisfaction. We strive for continuous improvement and apply the Infineum Quality Management System (IQMS) to everything we do. This is independently audited to ensure that it meets the requirements of the prestigious international ISO 9001: 2000 standard.
Avoid unsubstantiated or exaggerated claims	The scope of our research into new additive technologies is extraordinarily diverse.	The scope of our research into new additive technologies is extraordinarily diverse – for example, in lowering SAPS (sulphated ash, phosphorous and sulphur) in passenger car lubricants...
Use the present tense to sound active and engaged	We've achieved these advances because we've kept our customers' requirements in view.	We achieve these advances by keeping our customers' needs in view.
Include testimonials and short case studies to reassure potential clients of our abilities		"They speak our language and anticipate our needs sometimes before they exist." Infineum Fuels

Concise

What we say and what we do is thought through. This allows us to be specific and concise. This reflects the efficiency and precision with which we run all our operations, and the technology excellence that we pride ourselves on delivering.

We don't waste words or time on puff. Being succinct allows us more time to listen and to develop the best solution.

What we have to say can sometimes be exhaustive. We can communicate more concisely if we make better use of listed information.

	No	Yes
Make every word easy to understand and specific. Don't use woolly words and phrases.	Over the past two decades requirements regarding vehicle emissions in Europe have become more and more demanding.	European emission requirements have become increasingly stringent since the early 1990s.
Break long sentences up into shorter ones.	With headquarters in Milton Hill, UK, and with regional business and technology centres in the UK, US and Singapore, Infineum is a developer, manufacturer and marketer of lubricant additives used primarily in automotive, heavy-duty diesel and marine engines, along with additives for fuels and refineries.	Infineum develops, manufactures and markets lubricant additives used mainly in automotive, heavy-duty diesel and marine engines. We also make additives for fuels and refineries. As well as our base in Milton Hill, UK we've regional business and technology centres in Europe, the US and Singapore.
Rather than long swathes of text, use graphs, tables and pictures to demonstrate what you mean.		

Avoid exhaustive lists – include only the best three points

No

Highlights from the Heartbeat Survey:

- Infineum rated as very good to excellent across all regions
- Improvements have been seen from 2007 in Documentation and Order placements
- Other six categories reported as similar to 2007, with some slightly above and some slightly over in 2008
- Best in Competition rated marginally higher to Infineum in all categories apart from Problem Resolution
- Infineum continues to be viewed very positively...

Yes

Highlights from the Heartbeat Survey:

- Infineum rated as very good to excellent across all regions
- Other six categories reported as similar to 2007, with some slightly above and some slightly over in 2008
- Best in Competition rated marginally higher to Infineum in all categories apart from Problem Resolution

We can't use blue for everything so we have created a secondary palette as support to create contrast and expression. These colours can be used as tints to give flexibility, and can be used across all communications.

Our colour palettes must be followed exactly at all times. It is important to match the corporate colours to Pantone colour swatches.

Primary colours

Infineum Dark Blue

Pantone 280

C	M	Y	K
100	72	0	18
R	G	B	
0	39	118	

Infineum Light Blue

Pantone 299

C	M	Y	K
100	11	0	0
R	G	B	
0	161	222	

Infineum White

C	M	Y	K
0	0	0	0
R	G	B	
255	255	255	

Infineum

PPT Blue

R	G	B
23	60	93

Secondary colours

Green

Pantone 7473

C	M	Y	K
74	5	46	3
R	G	B	
30	157	139	

Lime

Pantone 584

C	M	Y	K
21	0	85	0
R	G	B	
206	214	75	

Orange

Pantone 1585

C	M	Y	K
0	63	97	0
R	G	B	
255	109	34	

Yellow

Pantone 120

C	M	Y	K
0	5	64	0
R	G	B	
248	222	110	

Dark Red

Pantone 222

C	M	Y	K
20	100	20	63
R	G	B	
106	26	65	

Red

Pantone 7426

C	M	Y	K
5	99	42	21
R	G	B	
170	25	72	

Marine Blue

Pantone 7468

C	M	Y	K
90	18	7	29
R	G	B	
0	117	154	

Mint

Pantone 630

C	M	Y	K
48	0	10	0
R	G	B	
133	205	219	

Purple

Pantone 269

C	M	Y	K
82	98	5	26
R	G	B	
75	48	106	

Mauve

Pantone 7445

C	M	Y	K
40	32	0	2
R	G	B	
165	162	198	

Grey

Pantone 432

C	M	Y	K
65	43	26	78
R	G	B	
55	66	74	

Light Grey

Pantone 429

C	M	Y	K
21	11	9	23
R	G	B	
165	172	175	

Primary colour palette

Blue is our primary corporate colour which defines our business – it's both fresh and vibrant and should be used to signpost all our communications, making them instantly recognisable.

Secondary colour palette

Our secondary palette is used to break up the use of blue. These colours must never be used on any corporate level cover documents.

The secondary colours are used in the corporate PowerPoint template as accent colours for graphics.

Infineum PPT Blue

For PowerPoint presentations we have developed a screen-friendly version of Infineum Dark Blue. This is only to be used for PowerPoint and is not to be used as a substitute for Infineum Dark Blue in any other instance.

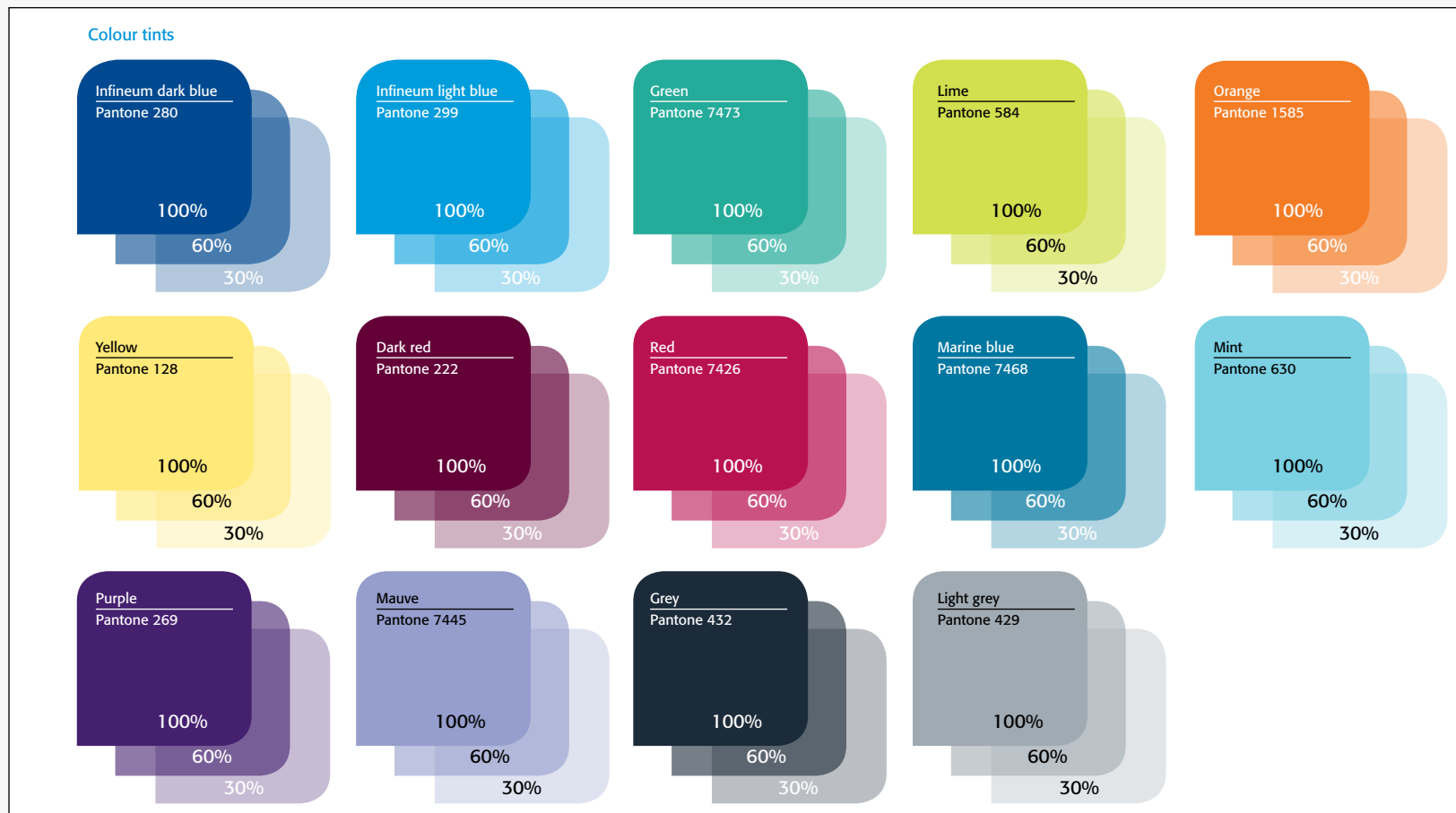
The colours shown throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Publications for accurate colour: PANTONE® is the property of Pantone, Inc.

The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing and packaging color language for the selection, marketing and control of color.

Colours – how to use

14.2

Tints of our colours are used most effectively in charts, tables and forms or to differentiate hierarchies of information. The selection of tints must be carefully considered. Some tints may be inappropriate to use as typography or may be too recessive for certain applications.



The colours shown throughout this document have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE® Publications for accurate colour: PANTONE® is the property of Pantone, Inc.

The PANTONE MATCHING SYSTEM® is a worldwide printing, publishing and packaging color language for the selection, marketing and control of color.

The kind of imagery that we use says a lot about us as a company. In the creative platform we use imagery that is inspiring and which captures unique and inspirational moments in cinematic detail. It showcases the global breadth and depth of Infineum, the precision of the day-to-day work across all functions, the ways in which facilities are put to use, and the colleagues who make it all possible.

We always seek to ensure that we do not infringe third party copyright. Therefore, all imagery, and other copyright material, should be checked for copyright restrictions. Preferably, non-copyright imagery should be used. Otherwise, permission for use should be sought from the copyright holder, before first use. Where necessary, and in consultation with your local Global Communication colleague, a license should be obtained.



Image library

To make sourcing images easier for Colleagues, Global Communication have set up the Image Library which contains a wide range of images, for which the licences are either already in place or not required. The Image Library is a developing resource. If the image you need is not available, please contact your local Global Communication colleague, who will arrange for a suitable image to be made available.

The Image Library can be found in the Colleagues Toolkit on the Communications Inifinet pages.



Our typeface is the sans serif face Formata. When viewed in larger point sizes, it becomes clear that lines that appear straight in smaller points are actually slightly curved. Formata works well as both body and display type – it has distinct characteristics at smaller and larger point sizes and demonstrates a lot of flexibility and range.

Typeface print

Formata regular Lowercase

abcdefghijkl
nopqrstuv
wxyz

Formata light Lowercase

abcdefghijkl
nopqrstuv
wxyz

Formata regular Uppercase

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

Formata light Uppercase

ABCDEFGHI
JKLMNOPQR
STUVWXYZ

Formata regular numbers and punctuation

1234567890
&?!£(,")@

Formata light numbers and punctuation

1234567890
&?!£(,")@

Typeface digital

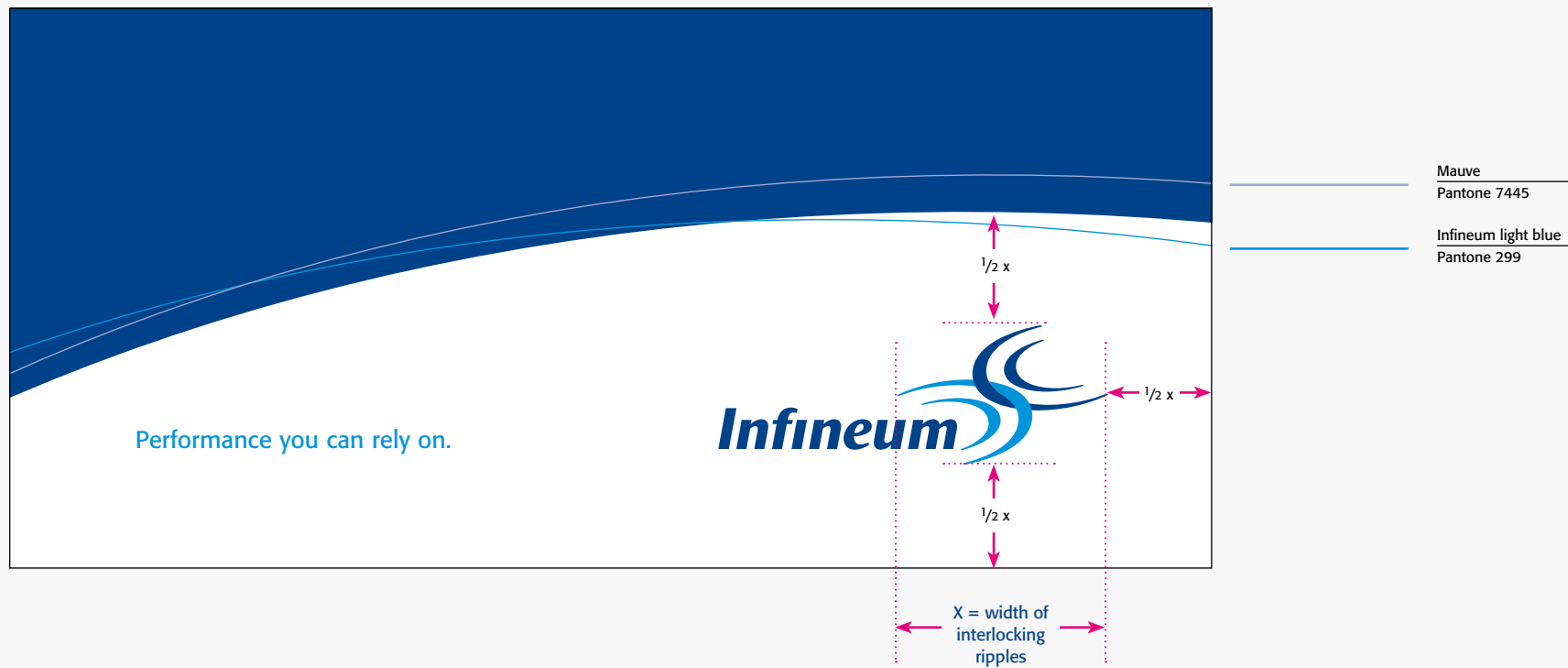
Arial regular

Arial is our preferred digital typeface and comes in two weights regular and bold.

Arial bold

Arial is our preferred digital typeface and comes in two weights regular and bold.

The arc is the device we use to separate the Corporate Mark and strapline from the main graphic giving them a clear area and prominence on the page. The arc is created from three lines and is derived from the interlocking ripple device of our Corporate Mark.



Arc – how to use

17.2

The main use of the arc is on the front cover of communication pieces and for advertising. The arc should not be used in any other colours other than those it is provided.

Advert



Performance you can rely on.

PROTECTION. FUEL ECONOMY.
EXTRAORDINARY BALANCE.

PC-11 sets a huge challenge: deliver heavy duty diesel lubricants with the durability to provide outstanding engine protection at viscosity grades that improve fuel economy. With the Infineum D3500 Series, your engine oils are supported by proprietary additive chemistry and over 100 million miles of field experience to deliver the perfect balance of engine durability and fuel economy. Infineum D3500 Series - meeting the demands of PC-11 and beyond. Reach out to us today to learn more.

InfineumInsight.com/PC-11

Infineum

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Poster



Expectations contract
Leader commitments

BEHAVIOURS ("I will...")

- Encourage and be open to constructive challenge
- Be sensitive to different levels of English comprehension
- Model the right behaviours with my own leader
- Seek feedback on my leadership and related behaviours
- Make a long-term commitment to realising the AP OE Phase II Vision

ACTIONS (Examples of how I will demonstrate the above behaviours)

- Clearly state (and re-state) the expectations for colleagues
- Coach my direct reports to improved performance
- Seek opportunities for my direct reports to develop
- Ensure that a systematic training programme is available for my team
- Champion mentoring as an opportunity for all colleagues
- Recognise and reward the right behaviours, actions and achievements
- Proactively seek day-to-day input from everyone in my team
- Capture my planned actions in my personal goals
- Establish metrics to measure my team's progress

Performance you can rely on.

Infineum

Roll up



Driving Technology Excellence

Nuloree tlassa eum repellem in quo exortur eum verumunda sus rehendi cende prodatat aut adicent.
Cui? Eibus non cum vidus, omniat odds volum voluptas sam volent, volos abor milab sum, nullist volaptentia ad fuga sum ut audame volos et enim volotto iust optaga boudandei quos qui apisan cliqi sedtem harum volut harchilla.
commissum sitemqui comis arum vidusam et nec, nullabo. Ec-
apientis saria autes num enpeli genior escort et et optaped-
quasporbus elure nobis maimentia volupte temologues in cus-
daemo conset etus saestio isurirecat.

Performance you can rely on.

Infineum

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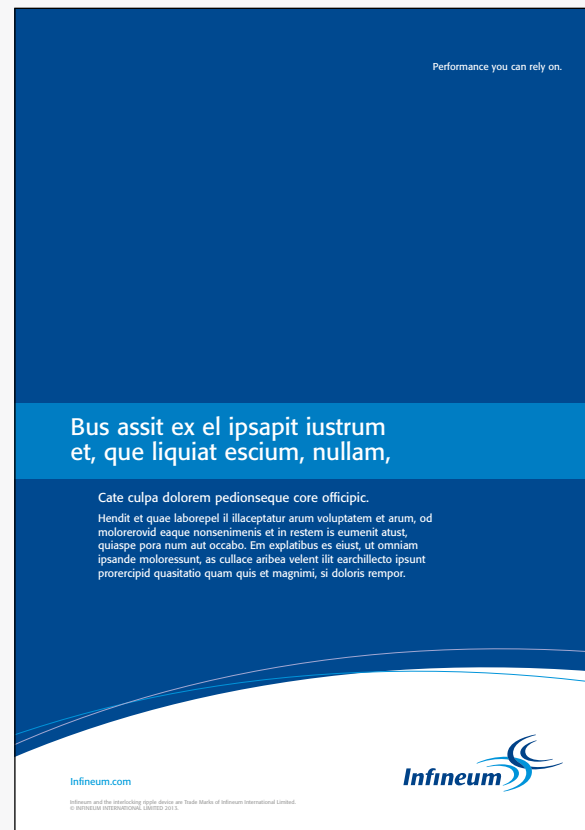
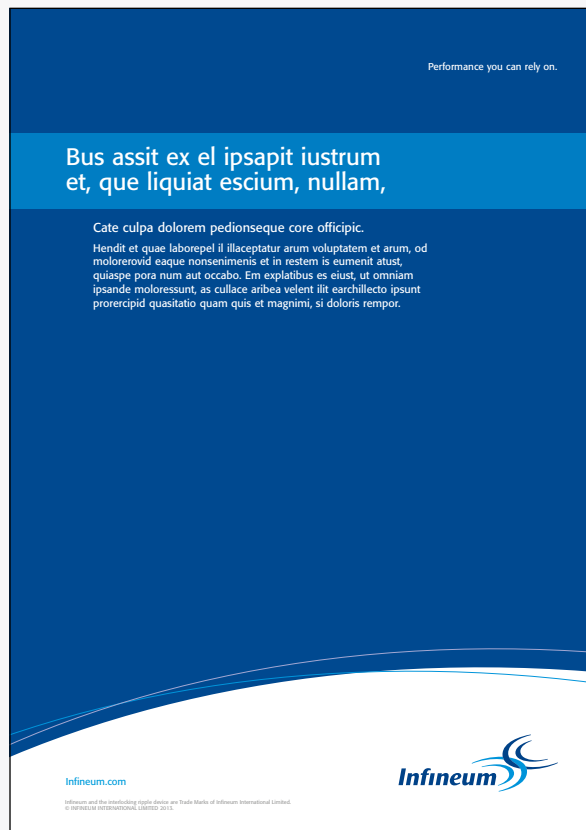
Title bar

18.1

The title bar holds either the title on a brochure or PowerPoint or the headline on an advertisement.

Where possible the title bar should be at the top of the page, however in an advertisement this can move to allow for greater prominence of the image and for type to be positioned in the most readable position.

When writing a heading or title, the Infineum house style is to ensure that the initial letter is CAPITAL and that all subsequent letters are featured in lower-case. Please note: this does not however include proper nouns such as names, places or Trade Marks.



Ideally the title bar should be an 80% transparency of the Infineum light blue with white out text. If the image behind changes the colour of the transparency drastically the Infineum dark blue can be used, again at 80% transparency.

There are set positions for the title bar and these are described on the following template pages.

Templates – advertisements

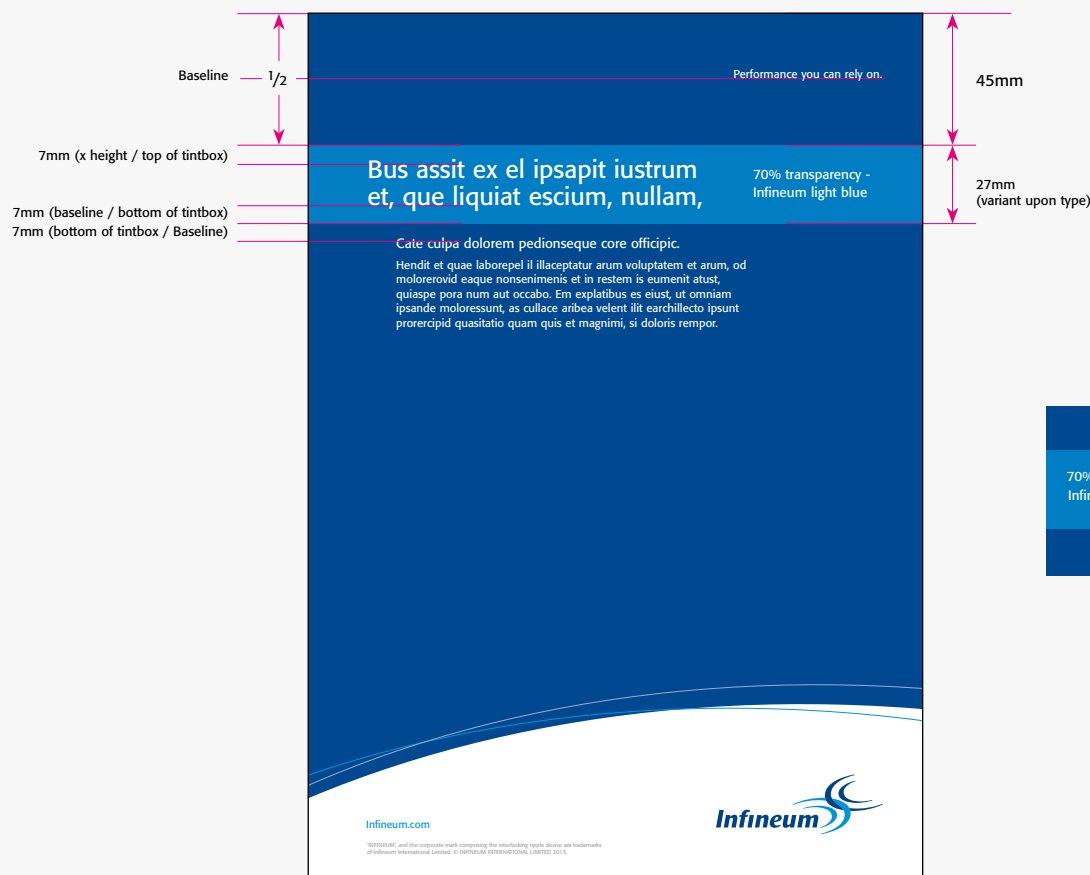
19.1

This advertisement template shows how the title bar, copy and arc are used in relationship to each other on an A4 advertisement. This version has the Performance you can rely on strapline in the top right position with the web address at the bottom in the set position to the Corporate Mark. When the strapline is removed from the Corporate Mark in this way,

it must still maintain the correct relationship to the Corporate Mark i.e. the P should be half the height of the I of the Corporate Mark.

On advertisements the title bar and copy can be moved to allow for better legibility of text.

A4 'standard' advert



A4 'variable' advert

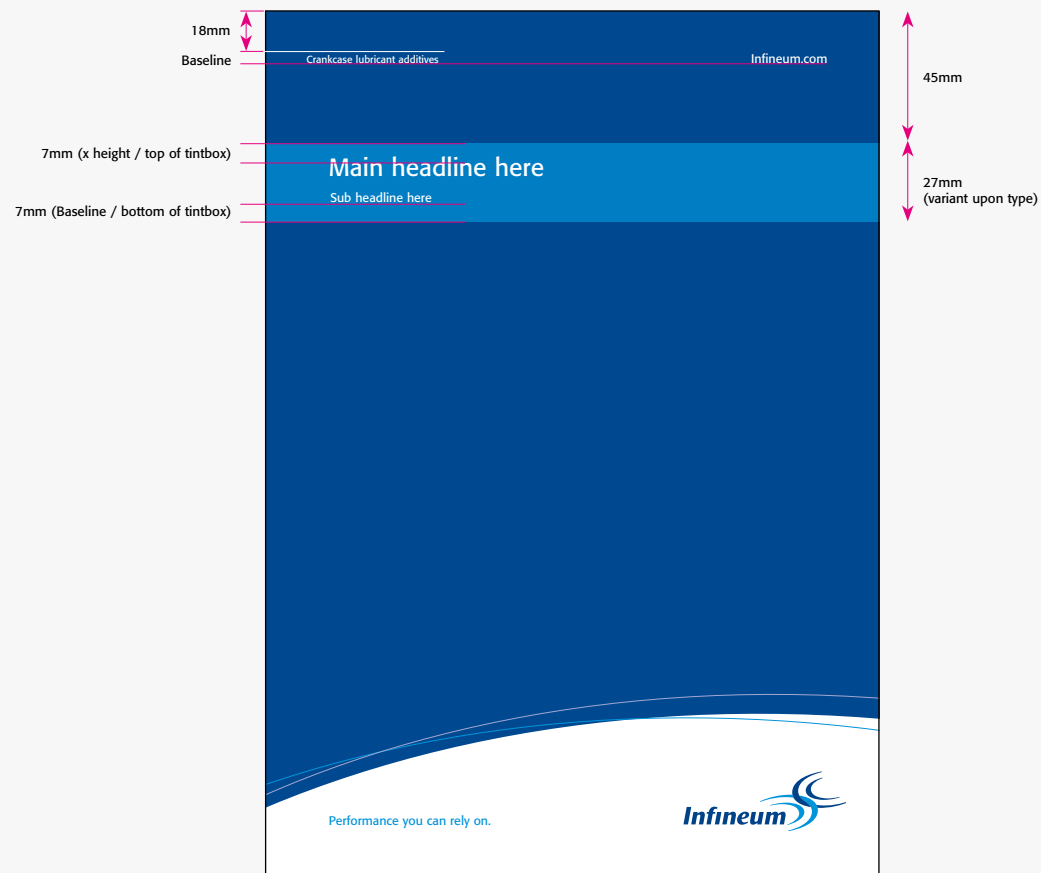


Templates – cover v1

19.2

This cover template shows how the title bar, copy and arc are used in relationship to each other on an A4 document. This version has the web address in the top right position with the Performance you can rely on. strapline at the bottom in the set position to the Corporate Mark.

A4 Cover – with product information



A4 Cover – extended headline and subheading

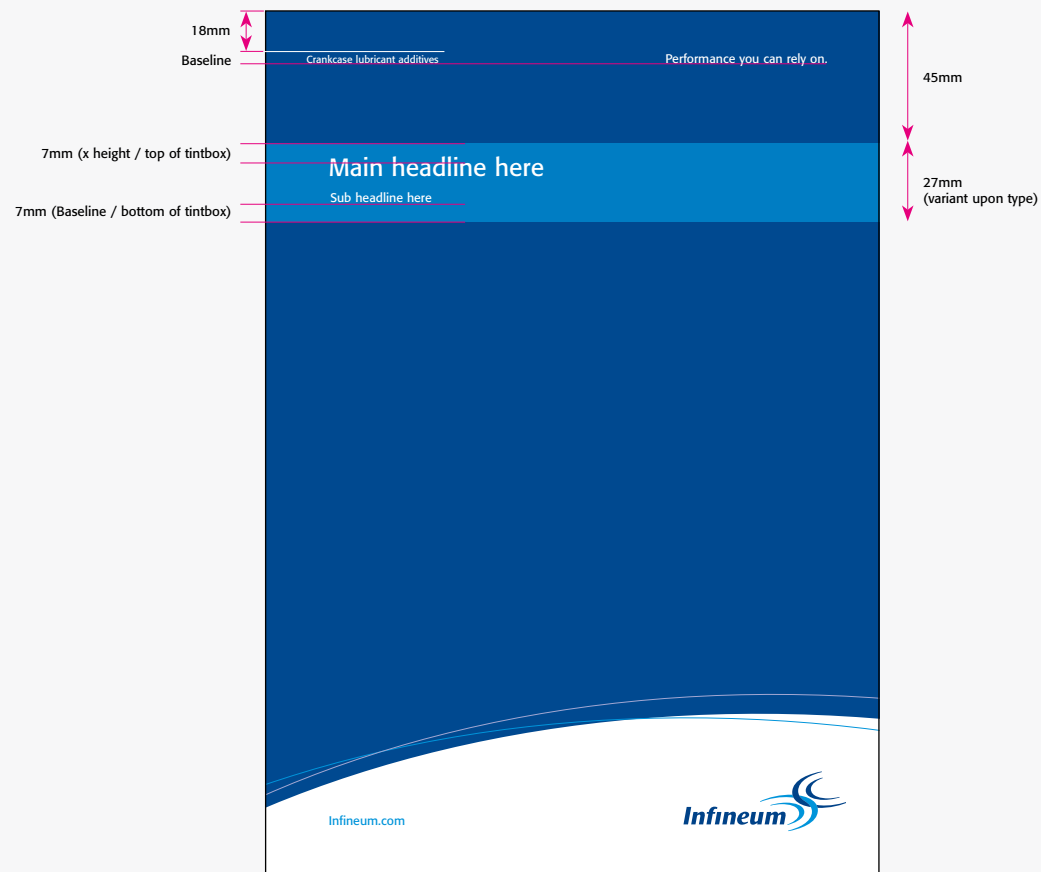


Templates – cover v2

19.3

This cover template shows how the title bar, copy and arc are used in relationship to each other on an A4 document. This version has the Performance you can rely on. strapline in the top right position with the web address at the bottom in the set position to the Corporate Mark. When the strapline is removed from the Corporate Mark in this way, it must still maintain the correct relationship to the Corporate Mark ie the P should be half the height of the I of the Corporate Mark.

A4 Cover – with product information



A4 Cover – extended headline and subheading



A4 grid

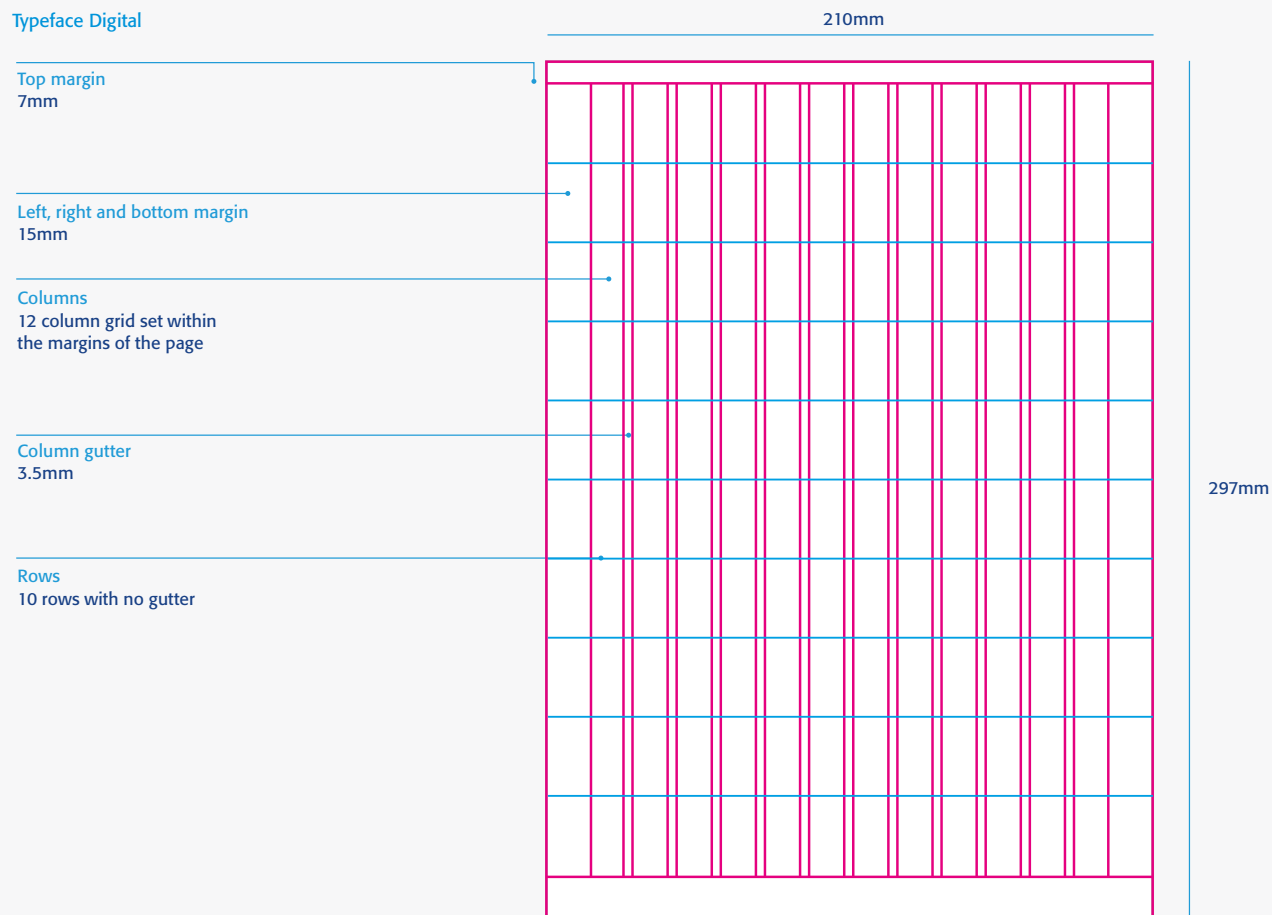
20.1

Our structured layouts are built from a series of graphic and typographic brand elements which come together in a simple grid. The final balance of a page layout will depend on how these elements are used and must be well considered. The products and services we offer can be complex and it requires an element of simplicity to communicate these ideas clearly and effectively.

The dimensions for A4 are 210mm x 297mm. The vertical grid has a top border of 7mm with an equal border of 15mm for the bottom, left and right edge.

The central area is sectioned equally into 12 columns with a 3.5mm gutter and a horizontal grid that is divided into 10 rows.

Typeface Digital

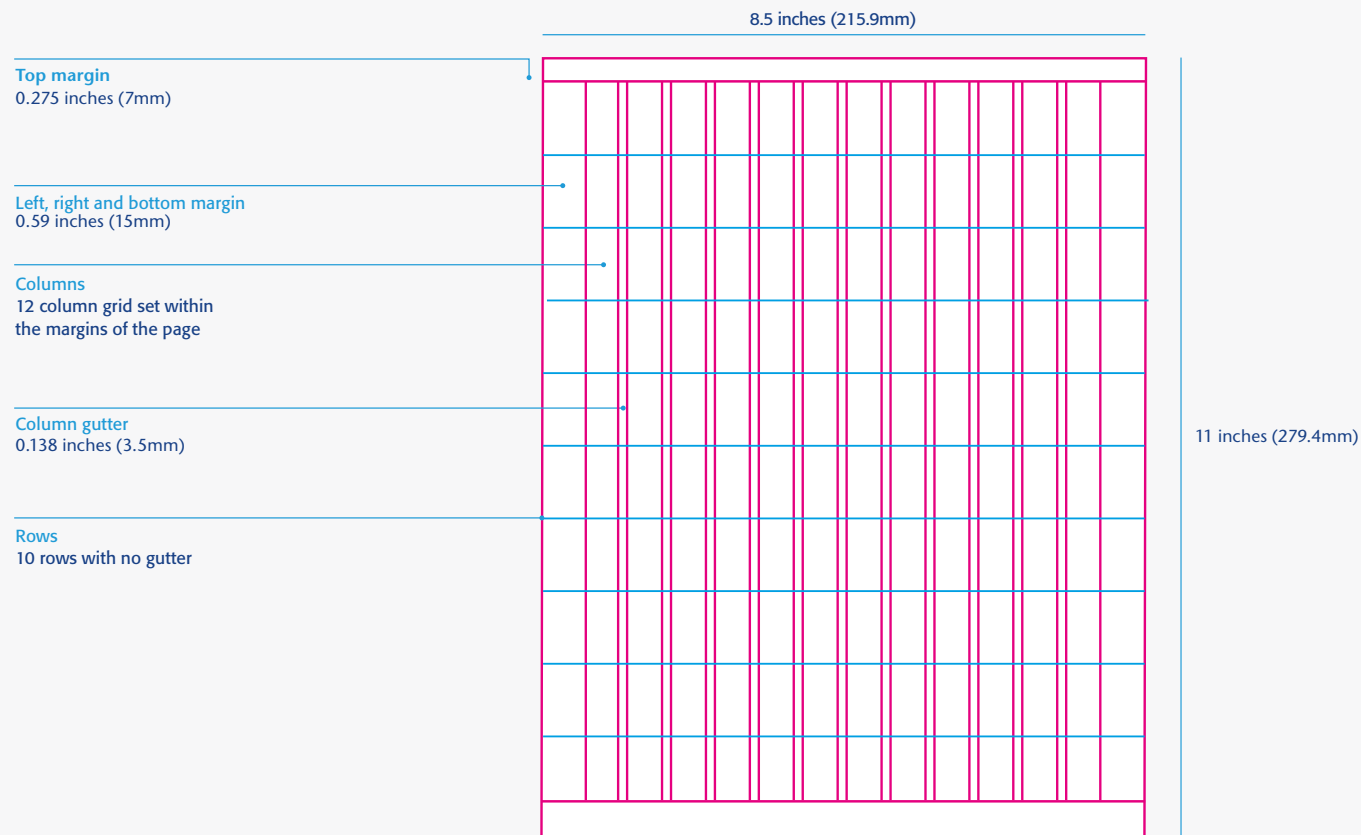


US letter

20.2

The dimensions for a US letter are 8.5 x 11 inches.
The vertical grid has a top border of 0.275 inches
with an equal border of 0.59 inches for the
bottom, left and right edge.

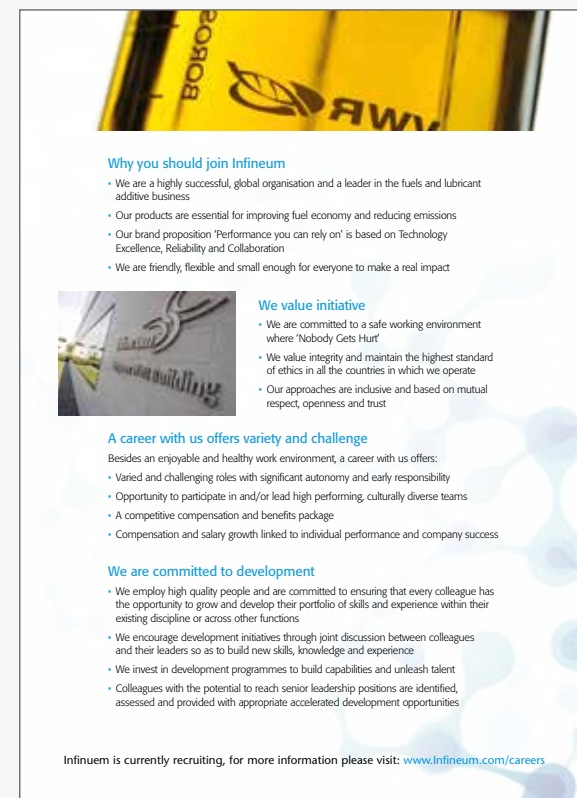
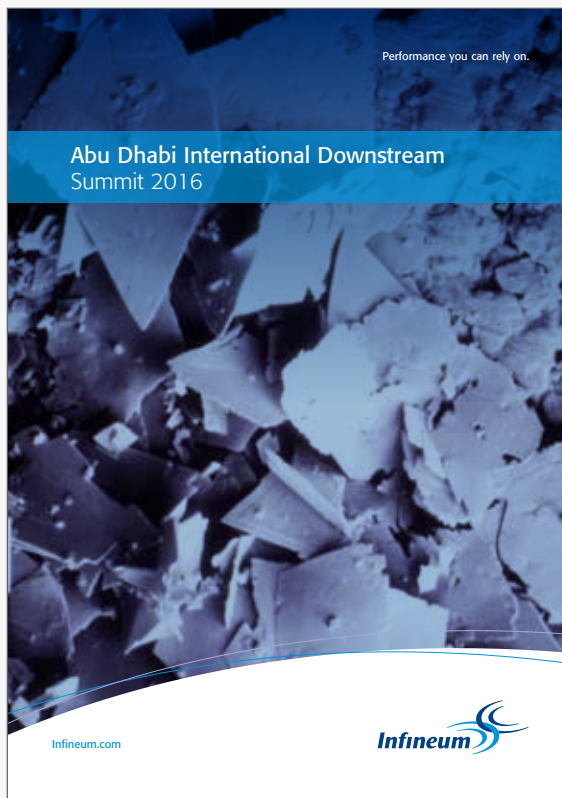
The central area is sectioned equally into
12 columns with a 0.138 inch gutter and a
horizontal grid that is divided into 10 rows.



Design examples – brochures

21.1

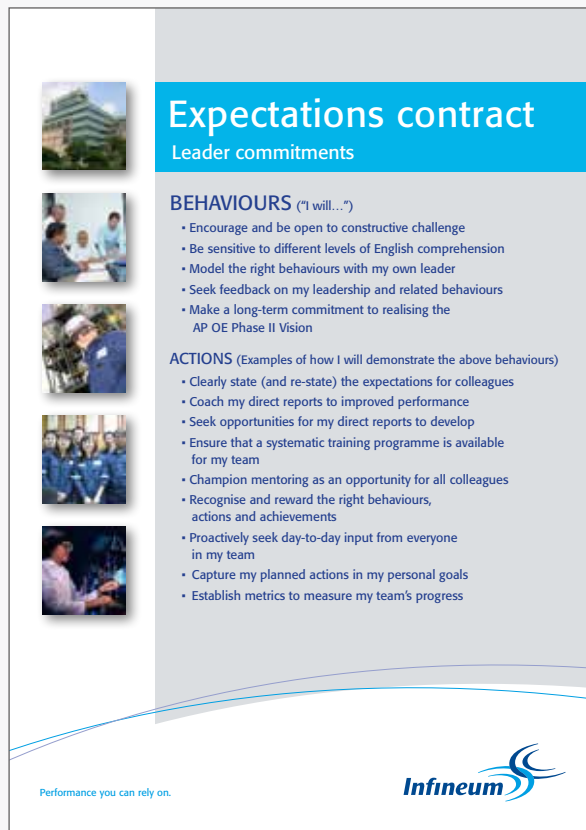
Brochure



Design examples – poster and cover spread

21.2

Poster



Expectations contract

Leader commitments


BEHAVIOURS ("I will...")

- Encourage and be open to constructive challenge
- Be sensitive to different levels of English comprehension
- Model the right behaviours with my own leader
- Seek feedback on my leadership and related behaviours
- Make a long-term commitment to realising the AP OE Phase II Vision

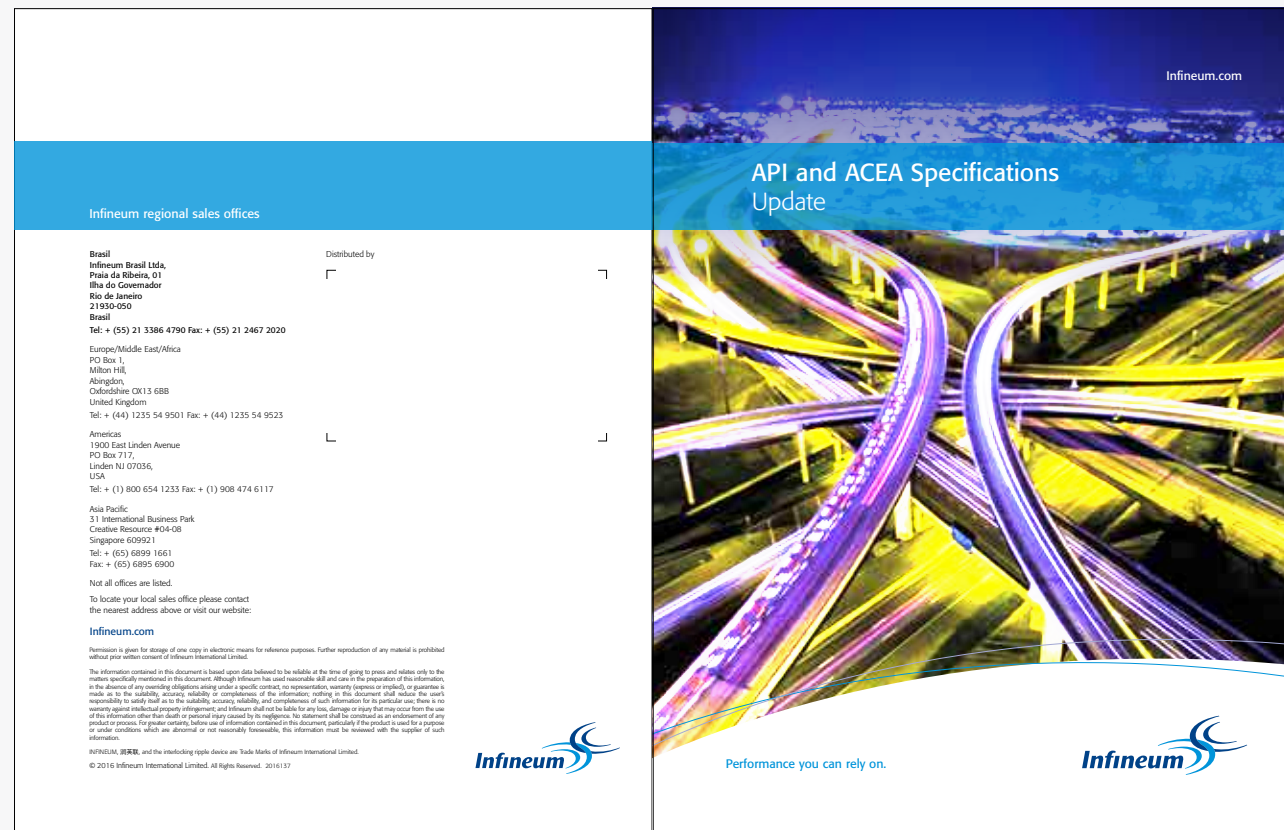
ACTIONS (Examples of how I will demonstrate the above behaviours)

- Clearly state (and re-state) the expectations for colleagues
- Coach my direct reports to improved performance
- Seek opportunities for my direct reports to develop
- Ensure that a systematic training programme is available for my team
- Champion mentoring as an opportunity for all colleagues
- Recognise and reward the right behaviours, actions and achievements
- Proactively seek day-to-day input from everyone in my team
- Capture my planned actions in my personal goals
- Establish metrics to measure my team's progress

Performance you can rely on.



Cover spread – brochure



API and ACEA Specifications Update

Infineum regional sales offices

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Praia da Ribeira, 01
Ilha do Governador
Rio de Janeiro
21950-050
Brazil
Tel: + (55) 21 3386 4790 Fax: + (55) 21 2467 2020

Europe/Middle East/Africa
PO Box 1,
Milton Hill,
Abingdon,
Oxfordshire OX13 6BB
United Kingdom
Tel: + (44) 1235 54 9501 Fax: + (44) 1235 54 9523

Americas
1900 East Linden Avenue
PO Box 717,
Linden NJ 07036,
USA
Tel: + (1) 800 654 1233 Fax: + (1) 908 474 6117

Asia Pacific
31 International Business Park
Creative Resource #04-08
Singapore 609921
Tel: + (65) 6899 1661
Fax: + (65) 6895 6900



Not all offices are listed.
To locate your local sales office please contact
the nearest address above or visit our website:
Infineum.com

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Performance you can rely on.



Design examples – exhibition materials

21.3

Exhibition



Roll up



Design examples – PowerPoint

21.4

Corporate PowerPoint example pages



Gas Vehicles: A new challenge?
UK Biomethane and Gas Vehicle Conference

Ryan Welton
5th June, 2013

Performance you can rely on.

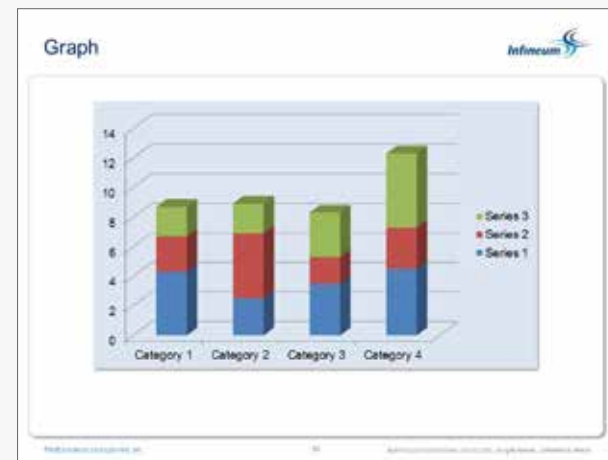


But which oil?



- Oils using our additives are formulated for specific environments,
 - Heavy-duty diesel formulation considers
 - Exhaust Gas Recirculation
 - Diesel Particulate Filters
 - Soot dispersion
 - Different challenges to a gas engine
- Heavy-duty diesel oil in gas engines..
 - Will my engine still work? Generally Yes
 - Infineum are investigating benefits and delots
 - Owners need ability to lubricate and keep engines clean no matter which engine type
- Current mobile approvals do exist;
 - e.g. Cummins CES 20074 & MAN 3271
 - Are more specifications likely to be forthcoming?

Performance you can rely on.



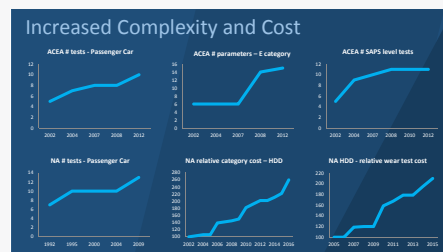
Event PowerPoint

ICIS Conference February 2016

Industry Lubricant Specifications
Time For A Time-Out

Chris Locke
Executive Vice President of Marketing and Technology

Performance you can rely on.



The Case For Change


- Largest change to specifications in our history
- Current processes delay release of new specifications
- Inclusion of developing economies is an emerging need
- Future developments may fail

We have reached a tipping point

Initiating Change

- Process for timely and cost effective development of new tests in relevant hardware
- Efficient process for defining specifications that meets global stakeholder needs
- Quality processes for developing oils

Incremental steps are not enough



Design examples – poster templates

21.5

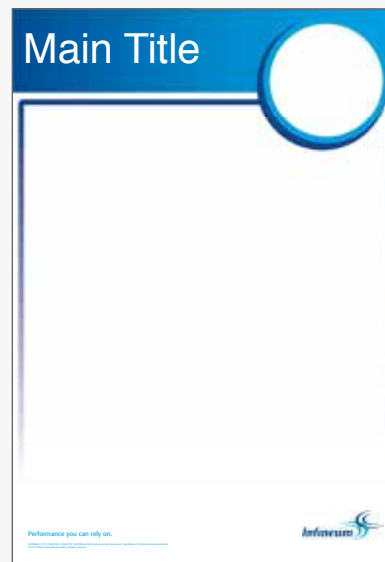
Poster templates

Our poster templates are intended for internal use and for external poster presentations at conferences. Please ensure you have all the correct approvals before release.

A1_A0 Plain White Landscape Poster Template



A1 Poster Template -
Dark Blue Background, Full Circle



A1 Poster Template -
Dark Blue MINUS Circle



There are a number of different templates:

- A1 Poster Template - Dark Blue Background, Full Circle
- A1 Poster Template - Dark Blue MINUS Circle
- A1 Poster Template - Dark Blue, Full Circle
- A1 Poster Template - Dark Blue, Half Circle
- A1 Poster Template - Green, Half Circle
- A1 Poster Template - Orange, Half Circle
- A1_A0 Plain White Landscape Poster Template

Use this checklist to ensure that all the elements of your communication have been used correctly.

Corporate Mark

Correct size, position, colour

Strapline

Correct font, size, position, colour

Interlocking ripples

Correct size, position, colour

Brand attributes

Are they needed, correct layout

Brand Product names and web addresses

Correct format

Copyright ©

Copyright statement to be on all documents and presentations

Trade Mark

Trade Mark statement to be on all documents and presentations

Disclaimer

Ensure correct disclaimer is on all documents and presentation

Signage

Consult local Communication colleague

Stationary

Correct principles

Product names

Infineum to appear in front of product name

Web addresses

Correct format

Contact details

Are they required?

Style guide

Style guide for copy followed

When you're responding quickly to an opportunity and time is against you it can be easy to print communications without checking them against the brand standards. Always allow some time to check that your work is on-brand. That way you'll be playing your part in ensuring that we continue to present a consistent brand image.

Below are the details of contacts who can help you if you need it.

[EMEA - George Hartless](#)

Email: george.hartless@infineum.com

[Asia Pacific - Vita Chen](#)

Email: vita.chen@infineum.com

[Americas - Marty Meyers](#)

Email: martin.meyers@infineum.com