



THIS IS WHO WE ARE.

Brand Standards & Style Guide

UPDATED DECEMBER 2018

a brand of
 FREUDENBERG



Thank you for consulting the Chem-Trend Brand Standards and Style Guide. This important document will help ensure consistent use of the components that make up the Chem-Trend brand, affecting all touchpoints. The rules dictating the Chem-Trend brand should be shared and followed by internal staff, external agencies, and related entities in order to build one experience across all areas we represent.



00

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01

Positioning

The following pages detail our positioning: message consistency, concept shift, message focuses, brand characteristics, statement of brand, and brand expression.



Message Consistency

We have selected elements that are core to the Chem-Trend brand. No matter what is changed, these will always remain.

Performance	→ → →	Performance
Dependability	→ → →	Dependability
Value	→ → →	Value

Performance, Dependability, and Value will remain key to our structure and to the brand's DNA.

Strength	→ → →	Strength
Insight	→ → →	Insight
Hands-On	→ → →	Hands-On
Focus	→ → →	Focus

Strength, Insight, Hands-On, and Focus will also remain intact. These are inherent to who we are and how we work.

Because these are concepts that our competitors are using, we will present them through a new lens, as seen in the following pages.



Concept Shift

Looking forward, we look to solidify our leadership position in the world. These are concepts that should shift the way we speak about our brand.

Regional/niche/specific	→ → →	One global company with specific capabilities
One-offs	→ → →	Systems
Quiet leadership	→ → →	Embodying a leadership position
Humble	→ → →	Bold/confident (but never arrogant)
Regional brands	→ → →	One brand, expressed locally
Supplier	→ → →	Partner
Vendor	→ → →	Partner
Manufacturing	→ → →	Engineering
Reactive to the marketplace	→ → →	Proactive + Innovative
Product case	→ → →	Business case
Trouble-free	→ → →	Certainty
Expensive	→ → →	Premium Value
Sales	→ → →	Consultants



Message Focuses

These are the never-wavering statements that set the Chem-Trend brand apart. These five terms, when used together, make up our brand DNA that is specifically us. These terms are not necessarily to be used in materials; rather, these are the concepts that should come across in every brand touchpoint.

Expertise

FOR INTERNAL:

Our people are what set us apart. The intelligence, energy, and drive of the Chem-Trend team provide more than products/solutions. They come complete with a global network of the very best minds in release agents.

FOR CUSTOMERS:

To reinforce their decision, Chem-Trend's continuing knowledge and support should make this message ring more true as time goes on.

FOR PROSPECTS:

When you can't leave anything to chance (which should be true 100% of the time), Chem-Trend exhibits a deeper understanding, helping educate as it sells.

FOR DISTRIBUTION PARTNERS:

Chem-Trend provides confidence, knowing your customers will always be in excellent hands.

Innovation

FOR INTERNAL:

We're preparing for your next innovation with you. And we're doing so in a sustainable, forward-looking way. Always with performance as our goal.

FOR CUSTOMERS:

We work with you to innovate. We share our innovations from other industries and clients. If you're with Chem-Trend, you can be confident that you're experiencing the very best solution.

FOR PROSPECTS:

In an industry thought to be a commodity, there is a world of opportunity to get smarter and more productive — simply by shifting from your current vendor to a true partner.

FOR DISTRIBUTION PARTNERS:

When it comes to challenges, you know you have a go-to partner who will understand and respond.



Message Focuses

These are the never-wavering statements that set the Chem-Trend brand apart. These five terms, when used together, make up our brand DNA that is specifically us. These terms are not necessarily to be used in materials; rather, these are the concepts that should come across in every brand touchpoint.

Leadership

FOR INTERNAL:

We proudly hold a leadership position in our space, and we are proud to use our resources to help educate the manufacturing world, improving results and reducing issues before they even happen.

FOR CUSTOMERS:

You're with the best. You should feel confident in your choice. Your lack of issues in this one realm of your world is testament to Chem-Trend's products and support. If you switch to another, you know it's a risk.

FOR PROSPECTS:

In a world that is full of promises and confusion, Chem-Trend is the obvious light in the darkness. You will not make a mistake by choosing us. In fact, it may prove to uncover opportunities.

FOR DISTRIBUTION PARTNERS:

You will never go wrong offering Chem-Trend. It is the established and known leader.

Premium Value

FOR INTERNAL:

We are not the least expensive solution. We don't want to be. But, in the long run, visionary manufacturers understand the risks of using a lower-cost solution, and the stunning value of a dependable solution that doesn't simply work better — it adds value.

FOR CUSTOMERS:

You should recognize that you're paying more for Chem-Trend, but also recognize why. It's innovation. It's support. It's confidence. It's assurance. You should understand our value.

FOR PROSPECTS:

It's not the lowest-priced option, but it comes with numerous advantages that outweigh the risk. Simply put, it's Chem-Trend, or it's a compromise. Your choice.

FOR DISTRIBUTION PARTNERS:

Even though it isn't the lowest-cost solution, I know that I will have fewer issues in the long run.



Message Focuses

These are the never-wavering statements that set the Chem-Trend brand apart. These five terms, when used together, make up our brand DNA that is specifically us. These terms are not necessarily to be used in materials; rather, these are the concepts that should come across in every brand touchpoint.

Customer-Centric

FOR INTERNAL:

We are laser-focused on our customers and their specific needs. We exist for the betterment of their business, helping them become more productive, more efficient, safer, more sustainable, and more prepared for what's to come.

FOR CUSTOMERS:

Chem-Trend is one of your go-to partners. It has that unique ability to both deeply understand your needs and anticipate where you need to go. Our customers should not want to imagine working with another source — we are too embedded in what you do.

FOR PROSPECTS:

You might never have considered release agents and purging products to be opportunities before. Chem-Trend's people take their time, educate rather than sell, and are genuine in their desire to help you improve.

FOR DISTRIBUTION PARTNERS:

You'll receive the same love and attention as Chem-Trend's direct customers; plus, we remain a trusted resource.



Brand Characteristics

These are the characteristics that express how brand communications should be approached, meant to steer decisions both large and small.

Simple

A global company with localized markets. Multiple applications in dozens of industries. A list of products. With all the complexity associated with this brand, we must find a way to present it simply from the top down.

Confident

All communications must be concise. Definitive. Fact-based. We are leaders. Let us communicate from that enviable position.

Organized/systemized

We must organize and systemize the Chem-Trend brand. It is imperative that we build a cascading system that begins with a simple, compelling story, adding detail and specifics as it is applied.

Big Picture

We cannot build this brand on features and benefits. It must be created on partnerships, stories, value, and outcomes. Features and benefits must come second. The brand's story must begin at a 30,000-foot level.



Statement of Brand

WHAT

Chem-Trend is the most proven partner in the world for release agents, purging compounds, and other process chemical specialties.

HOW

Using a customer-centric approach and deep research and development, we listen and deliver.

WHY

To help create certainty and success.

Chem-Trend is the most proven partner in the world for release agents, purging compounds, and other process chemical specialties. Using a customer-centric approach and deep research and development, we listen and deliver, helping create certainty and success.



Statement of Brand

Chem-Trend is the most proven release agent partner in the world. Using a customer-centric approach and deep research and development, we listen and deliver, helping create certainty and success.

WHAT IT MEANS FOR INTERNAL:

We must continue to live up to this.

WHAT IT MEANS FOR CUSTOMERS:

I have made the correct choice, and Chem-Trend proves it every day.

WHAT IT MEANS FOR PROSPECTS:

This is the premium/value leader for a long-term partner. I understand the risks of NOT choosing Chem-Trend.

WHAT IT MEANS FOR DISTRIBUTORS:

The clear choice. The one that will help me build my business.



Brand Expression

At Chem-Trend, we are more than producers of release agents and purging compounds. We are agents of change, passionately helping to define the future of manufacturing. What many consider an unimportant element in the manufacturing process, we consider vital. Why?

Because it represents efficiency. Less waste. Greater sustainability. More possibilities.

It starts with our people, the most capable in the industry, who begin each day focused on your business, your challenge, your future.

Born from an entrepreneurial spirit and backed by global powerhouse Freudenberg, we are both big and responsive. Bold and caring. Premium and a tremendous value.

From microscopic parts to massive turbine blades, from tires to composites, from aerospace to packaging, from North

America to Asia and beyond, we are with you. In your facility. In our lab. On call.

To us, this is more than a solution. It is a passion.

And we strive to be the most dependable, trouble-free part of the entire manufacturing process.

Building value with every solution. Creating dependability each day. Defining performance with each opportunity.

We are Chem-Trend. And together, we create certainty. We enable success. And we release innovation.



02

Personas

The following Personas are representative of the Chem-Trend audience we are attempting to influence. We must understand their mindset, pain points, and goals in order to properly communicate with them and create marketing elements that speak directly to them.

Note: These are representative, but not comprehensive. There are many nuances within each audience and region. This serves as a starting point only, to which communications must be even further customized by exact position, industry, and region.



Process/Technical Engineer



WHO AM I?

- Male in 20s-40s
- Lean Six Sigma Black Belt

MINDSET:

- Fact-based
- Likes a steady state/no surprises
- If it's not broken, don't fix it
- Unaffected by marketing, affected by truth
- If innovating, needs vendors to keep up

INFLUENCED BY:

- Math
- Chemistry
- Logic
- Results
- Relationships

SEEKS OUT:

- Measurement tools, KPIs, data. Their own answers first, others' second.
- Peers they admire
- Best practices (to verify existing hypotheses)
- Partners who can approach innovation boldly and professionally

INUNDATED WITH:

- Problems — constantly
- Internal requests
- Unreasonable goals

CHEM-TREND STORY:

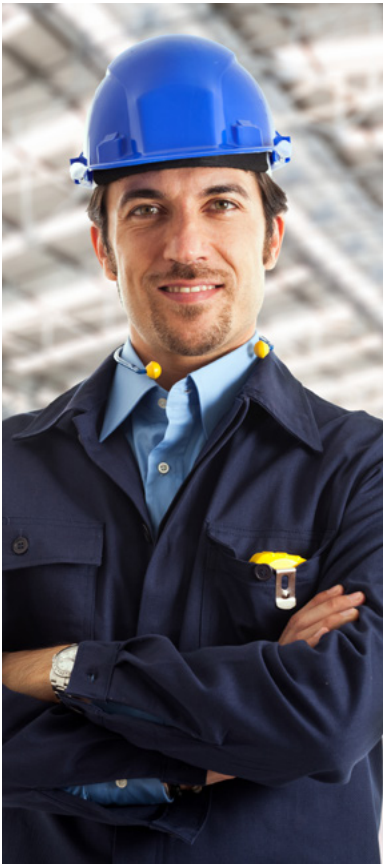
This person requires a logical approach. "If/then" statements. No room for flowery language. This individual wants perfection, seeks like minds, and doesn't believe in sales and marketing. "If you use Chem-Trend, you should expect X. If you use another, you should expect Y." There is also a strong innovation/partnership story to tell.

HOW TO DELIVER:

- Case studies
- Email
- Interesting, provable knowledge content
- Peers/current customers
- Search (SEM, SEO)



Production Manager



WHO AM I?

- Male in 40s-60s

MINDSET:

- Busy/distracted
- Process-driven
- Uptime obsessed; Machines = \$
- Judged by lack of problems
- Believes an investment in consistency is greater than a lower-cost solution

INFLUENCED BY:

- The pain of experience
- The competitive environment
- Mandates from C-Suite
- Their team's frustrations

SEEKS OUT:

- Best practices
- Opinions and experiences of peers and operators
- Productivity information
- Better/faster/cheaper — all three

INUNDATED WITH:

- Audacious goals, numbers
- Issues from the floor/their team
- Knowledge content
- A staff and culture that demands status quo

CHEM-TREND STORY:

We must present a story based on peace of mind, uptime, and making any other option feel extremely risky. We don't want to use fear tactics; just the opposite. We want them to feel like they can finally sleep at night.

HOW TO DELIVER:

- Simple, bold marketing messages which provide certainty that we have them covered



Operator



WHO AM I?

- Male in 30s

MINDSET:

- Keep things moving
- Keep equipment maintained and ready
- Make sure I am not a barrier — ever
- Concerns about HSE, especially Health and Safety

INFLUENCED BY:

- Threat of problems
- Goals of my superiors
- Problems. If they see any, they want them solved immediately.

SEEKS OUT:

- Solutions that give me zero issues
- Responsive support from partners (let me call you and get help ASAP)
- Ways to ensure consistency in my day to day (status-quo-oriented)

INUNDATED WITH:

- Goals from my superiors
- Pressure to keep it all going
- Equipment and supplier salespeople

CHEM-TREND STORY:

This is who uses the product on a daily basis. They may have some initial influence over the decision to choose a partner. They definitely will have major issues if a change is mandated that may threaten their fine-tuned machine. “Don’t mess with what’s working.” The support/customization story will be big here.

HOW TO DELIVER:

- In person
- Influenced more by relationships than marketing materials



Owner/Partner



WHO AM I?:

- Male in 40s-60s

MINDSET:

- Deliver on time. Deliver on time. Deliver on time.
- No mistakes
- Avoid problems and create sustainable growth

INFLUENCED BY:

- Customers and clients
- Internal voices they trust
- Business sustainability
- The bottom line

SEEKS OUT:

- Trust and consistency
- Competitive advantages
- Solutions before there are problems
- Industry information/experts/consultants
- Long-term partnerships

INUNDATED WITH:

- Everything, from every side, all the time
- More problems than solutions
- Threats from competitors
- The market/megatrends

CHEM-TREND STORY:

Value and sustainability, with a partner who is constantly innovating and providing trusted support. One less thing to worry about.

HOW TO DELIVER:

- Influence those below them
- High-level thought leadership/presentations
- Case studies in their specific industry



Technical Purchasing



WHO AM I?

- Primarily male (but a great number of females in comparison to other positions)
- Age varies greatly
- Likely long tenure

MINDSET:

- Responsible for offers, supplier selections, negotiations, contracts, and other agreements
- Seeks out external suppliers that can deliver quality at a low cost
- Able to scrutinize partners' value a bit more than general purchasing agent
- More innovation-minded than general purchasing agent

INFLUENCED BY:

- Leadership initiatives
- Innovative techniques
- Directives to use certain vendors over others
- Proof of success of vendor (CYA)

SEEKS OUT:

- Lower-cost alternatives
- Innovation (around productivity)
- Value
- Tangible results (I closely track my influence over the bottom line)

INUNDATED WITH:

- Internal mandates
- Desires/requests from the floor/their team
- Industry information/best practices

CHEM-TREND STORY:

There is an opening here. The more technical the mindset, the more likely we are to break through with a bigger-picture message about how release innovation can lead to lower overall cost.

HOW TO DELIVER:

- Case studies from other situations
- More technical information that shows the "how" and the "why"



General Purchasing



WHO AM I?

- Male or female (starting to become more female)
- Generally younger in their careers

MINDSET:

- Not focused on release agents — thinks more about machinery/equipment
- Primarily looks at cost — somewhat quality-agnostic
- Doesn't necessarily see bigger picture
- Not looking for innovation or investment, prefers the expenses side of the ledger
- Doesn't grasp engineering processes, doesn't need to
- Wants ease of process/onboarding

INFLUENCED BY:

- Cost
- Leadership initiatives
- Operations (looking for higher productivity)
- Directives to use certain vendors over others
- Reputation of vendor (CYA)
- Relationships

SEEKS OUT:

- Lower-cost alternatives
- Information about new options
- Dependable suppliers

INUNDATED WITH:

- Audacious goals, numbers
- Issues from the floor/their team
- Knowledge content
- Supply-chain issues

CHEM-TREND STORY:

This is a difficult group to influence, particularly since release agents are not necessarily on their radar. Instead, we must work on the influencers around them, creating a story built on overall cost vs. commodity cost.

HOW TO DELIVER:

- Knowledge content
- Internal influence from Production Manager
- Internal influence from Engineering



03

Messaging

In order to simplify, we must create systems and discipline to our marketing materials. The following pages are examples of what we will do, and what we must avoid as an organization.



Brand Shift: Advertising

Puns



Alignment

WHY?

- Puns do not convey the leadership position we are establishing
- Puns do not translate well

WHY?

- Consistency creates a unified brand experience
- Cross-selling and upselling become possible
- International usage provides a better international face forward

Metaphors



Immediacy

WHY?

- We are becoming more straightforward in our messaging
- Metaphors do not translate well

WHY?

- Creating clarity through simplicity
- Allowing for a single layer of messaging

Themes



Literal

WHY?

- Creating temporary themes necessitates isolated marketing pushes
- Moves away from the consistency we are establishing

WHY?

- With low attention spans, being clear is paramount
- Literal is more translatable and international in style and scope



Example Ads Full-page (Breakdown)

INSET PHOTOGRAPHY (OPTIONAL)

Telling an additional story of application, environment, and/or end product. (See Photography section for full details.)

MINIMAL BODY COPY

Conveying the top line of information, and building high-level interest

FREUDENBERG LOGO

Size and placement based on Freudenberg standards

The advertisement features a large central photograph of a woman in a white lab coat, resting her chin on her hand in a thoughtful pose. Overlaid on the image is the headline "Think responsibly." in a large, white, sans-serif font. Below the main image is a horizontal strip of three smaller inset photographs: a person working in a factory, a person in a lab coat, and a close-up of a tire tread. At the bottom of the ad, there is a white background containing the Chem-Trend logo, the Freudenberg logo, and a call to action.

Think responsibly.

Silicone-free tire paints, made without compromise. At Chem-Trend, it's more than a good idea. It's a responsibility. Our water-based products eliminate the need for harsh chemicals. Reducing hazardous waste, providing a safer workplace and a greener future.




[VISIT US AT CHEMTREND.COM](http://www.chemtrend.com)

Release Innovation™

MAIN PHOTO

Should relate to the headline, but be interesting and bold. The combination of photography and headline should create an instant sense of confidence and innovation. People should be featured. Ideally Chem-Trend's people. If there is an outstanding/interesting shot of an application, an exception may be made. (See Photography section for full details.)

BOLD HEADLINE

Conveying strength and confidence

LOGO

Logo should pop out of white for maximum impact.

STRONG CALL TO ACTION

Leaving an obvious next step



Example Ads Full-page with QR Code (Breakdown)

INSET PHOTOGRAPHY (OPTIONAL)

Telling an additional story of application, environment, and/or end product. (See Photography section for full details.)

MINIMAL BODY COPY

Conveying the top line of information, and building high-level interest

FREUDENBERG LOGO

Size and placement based on Freudenberg standards

Think responsibly.

Silicone-free tire paints, made without compromise. At Chem-Trend, it's more than a good idea. It's a responsibility. Our water-based products eliminate the need for harsh chemicals. Reducing hazardous waste, providing a safer workplace and a greener future.





VISIT US AT BOOTH 8888
Release Innovation™

MAIN PHOTO

Should relate to the headline, but be interesting and bold. The combination of photography and headline should create an instant sense of confidence and innovation. People should be featured. Ideally Chem-Trend's people. If there is an outstanding/interesting shot of an application, an exception may be made. (See Photography section for full details.)

BOLD HEADLINE

Conveying strength and confidence

QR CODE

Optional space for QR code directing audience to a specific URL.

LOGO

Logo should pop out of white for maximum impact.

STRONG CALL TO ACTION

Leaving an obvious next step



Example Ads Full-page with Product (Breakdown)

PRODUCT AS DETAIL

Chem-Trend products should only be shown in their respective packaging. If shown in an ad, the product should be secondary to the overall message. It is a result, not the focus.

MINIMAL BODY COPY

Conveying the top line of information, and building high-level interest

FREUDENBERG LOGO

Size and placement based on Freudenberg standards

Think
beautifully.

Chemlease
PMR EZ
Release Agent
COMPOSITES
INDUSTRY

Chemlease™ and ZyvaX™ water-based release systems were created to perform as well or better than solvent-based systems. Now providing advantages to the workplace, to the environment and to us all. Without compromise.

a brand of
FREUDENBERG

VISIT US AT CHEMTREND.COM

**Chem
Trend**
Release Innovation™

MAIN PHOTO

Should relate to the headline, but be interesting and bold. The combination of photography and headline should create an instant sense of confidence and innovation. (See Photography section for full details.)

BOLD HEADLINE

Conveying strength and confidence

LOGO

Logo should pop out of white for maximum impact.

STRONG CALL TO ACTION

Leaving an obvious next step



Example Ads Quarter-page (Breakdown)

MINIMAL BODY COPY

Conveying the top line of information, and building high-level interest

FREUDENBERG LOGO

Size and placement based on Freudenberg standards



Silicone-free tire paints, made without compromise. At Chem-Trend, it's more than a good idea. It's a responsibility.



VISIT US AT CHEMTREND.COM

BOLD HEADLINE

Conveying strength and confidence

LITERAL BUT STYLIZED IMAGE

Creating immediacy and scale of solution

STRONG CALL TO ACTION

Leaving an obvious next step



Testimonials/ Endorsements

Chem-Trend does not promote the use of testimonials in advertising, on our website, or in any publicly accessible format. Chem-Trend is in a very fortunate position as a partner to many manufacturers. We are allowed to spend time on the shop floors of some of the world's largest and most respected manufacturers. We see first-hand their processes and the trade secrets related to their manufacturing capabilities. We are privileged to see things that many others cannot, and therefore, it is our position that we should not do anything which might undermine the trust that they have instilled in us. By allowing us to see first-hand what it is from a manufacturing standpoint that might provide them with a competitive advantage within their industry, we have a fiduciary duty to protect their intellectual property. Therefore, we do not even publicly mention who our customers are; this is considered a trade secret of Chem-Trend.

By publicly providing testimonials, even ones that have been agreed upon by our customers, we would create an impression that we are open about discussing the specifics of our interactions with all of our customers, and this would diminish the level of trust that we have developed with our customers. Therefore, our policy is not to utilize customer testimonials in our marketing, advertising, or public relations efforts.

It is completely understandable that this concept is the opposite of what is expected, or even beneficial, from a marketing standpoint, and that this policy creates a very large barrier to the use of a significant marketing tool. However, it is a strong principle which we stand by, and which our customers have come to respect.

Similarly, the use of the Chem-Trend name is not frequently allowed for use by another company on behalf of or as an endorsement for the company, its products, or its services. While there is no official policy on the matter, caution must be taken, as an endorsement of this nature can potentially put the Chem-Trend brand at risk if any negative association exists with the company in question. Endorsements are only recommended in cases where there is a long-standing relationship with the company and its culture, philosophy, and quality are a positive match with those of Chem-Trend's.



Co-branding

Chem-Trend as a guest.

Wherever the Chem-Trend mark appears, it is vital to maintain correct usage. Presenting our brand together with others or in foreign industries should always be discussed with Chem-Trend Global Marketing. Each application of the Chem-Trend logo by outside organizations needs to be discussed with Chem-Trend Global Marketing prior to usage. No distributor/reseller is allowed to use any Chem-Trend design element other than the logo. To guarantee an optimal presentation of Chem-Trend, we support our partners as much as possible by providing them with guidelines or logo files as necessary.

GUESTS CAN BE:

1. Other companies or brands
2. Resellers/distributors
 - Reselling various product ranges
 - Reselling products only from Chem-Trend



04

Logos

The Chem-Trend logo must be used consistently according to the following standards to ensure premium representation.



Corporate Mark

The Chem-Trend corporate mark, as shown, is the primary element of the Chem-Trend identity. It has been created by carefully linking the corporate symbol and logotype together. It is an official symbol that identifies our company and its products and services in all media. The corporate mark was designed with a fixed spacing relationship between the symbol and the logotype and cannot be altered in any way. The letterforms themselves, and the spacing between them, are fixed and may not be altered.

IN TEXT

When the word "Chem-Trend" appears alone (not as part of the logo) in written or printed form, take care that it is correctly spelled with a capital "C" and "T," joined without spaces by a hyphen between the two words. Also note that in written or printed form, the Chem-Trend name must remain together as one word on one line and must not be split across two lines.

LOGO REPRODUCTION

The logo must be reproduced using the approved colors wherever possible. When these colors are not available or inappropriate, the logo should appear in black or reversed to white on black, Chem-Trend orange, or dark gray. See page 32 for one-color logo options.

SIGNAGE

Please note that for clear glass or acrylic applications, such as signage or door decals, the full two-color logo should be used. For frosted glass or acrylic, use the reversed white logo. Please consult with Global Marketing for approval prior to installation.

IMPORTANT

Chem-Trend units producing materials including this logo should only use the digital artwork provided in the Digital Asset Management (DAM) files or by downloading from the link below.





Two-Color Logo

TWO-COLOR LOGO:

The Chem-Trend logo may only be reproduced in its approved colors on backgrounds ranging from white to 15% black, or on a black background with type reversed to white.

Please consult with Global Marketing for approval of any logo usage not outlined here.



Two-color on white



Two-color on 15% black



Two-color reversed on black



Two-color on image



One-Color Logo

ONE-COLOR LOGO:

An all-black logo may be used for one-color printing, but it must be 100% solid black throughout and must have significant contrast with the background color.



One-color on white



One-color on 15% black



One-color reversed on black



One-color reversed on orange



Incorrect Usage

Do not change the color, rotate, skew, or apply effects to the logo. Never attempt to create the logo yourself, change the font, or alter the size or proportions. In order to maintain legibility, the logo should never be reproduced over a complex or visually congested background.



Do not use unapproved colors.



Do not recreate the logo or change the fonts.



Do not apply effects.



Do not rotate, skew, or distort.



Do not change proportions of logo elements.



Do not use on a complex background.



Corporate Symbol

The Chem-Trend corporate symbol, as shown, can be used without the full corporate mark only if the full corporate mark is used either elsewhere on the page or at the beginning of a multi-page document.

Please consult with Global Marketing for approval.





Tagline Usage

The tagline “Release Innovation™” usually appears under the Chem-Trend logo. Note that “Release Innovation” is a registered trademark in certain countries, so the ™ symbol is required here rather than the ®. The logo version with the tagline should be used on promotional items, print advertisements, trade-show graphics, data sheets, brochures, and other collateral. The tagline will help solidify Chem-Trend’s position as a leader in our established market segments, and help build awareness for our company’s value as we enter new markets.

While the tagline is most often used with the logo, in a few cases, it may appear apart from the logo in its own space. Spatial considerations may prohibit use of the tagline with the logo (for example, in the case of small promotional giveaway items) and are up to user discretion.

The tagline should not be used in conjunction with most applications of the logo related to use for the thermoplastics industry.





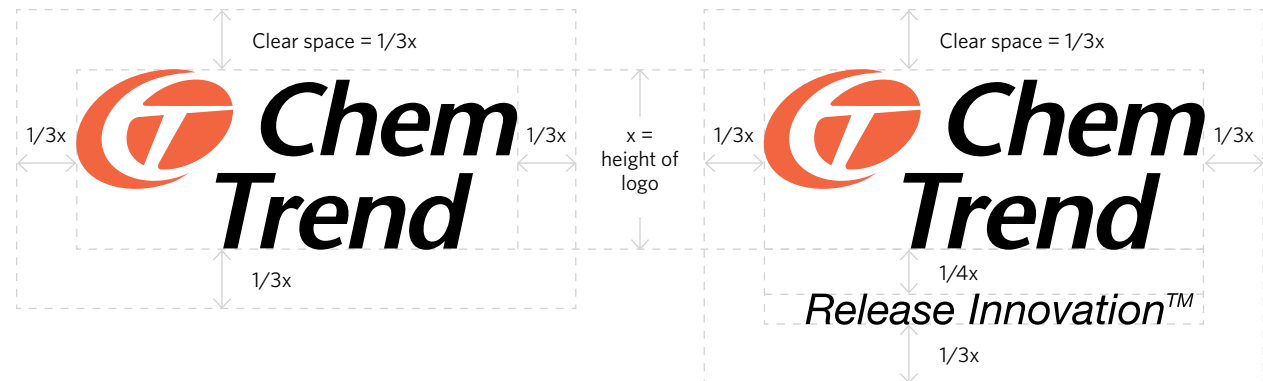
Clear Space & Minimum Size

CLEAR SPACE

The logo must be surrounded by a generous amount of open or white space, free from interference or close association with words or other graphic elements. The minimum open space is the distance required between the Chem-Trend logo and other elements, such as typography, illustrations, photographs, or the trim edge of a printed item. If x is equal to the height of the logo, the surrounding elements should never be closer than $1/3x$, except for the tagline ($1/4x$).

MINIMUM SPACE

Assuming readability, the logo should be reduced to no less than 0.5 inch (.75 with tagline) in width for print or 80 pixels for web.



**Chem
Trend**

.5" (print) or 80 pixels (web)

**Chem
Trend**

Release Innovation™

.75" (print) or 80 pixels (web)



Product Brands

Chem-Trend's brand-name products of Chem-Trend®, Chemlease®, Lusin®, Ultra Purge™, and Mono-Coat® are not represented through logos. These brands should be represented using text alone and use the same standard typeface (Whitney) as other text used in headlines and body copy, except where trademark symbols are required. No logos exist for product lines, nor should they ever be created for this purpose.

Symbols must be used in conjunction with the brand name when it refers to products. An important distinction must be made when referencing Chem-Trend as a brand of products, where the symbol is required. All symbols should be superscripted next to their respective brands.

When referencing brand names, trademark protection rules state to use the name as a proper adjective, followed by a generic noun that defines the product. Chem-Trend's trademarks are valuable assets for the company and the brand, and must be protected with the utmost care. Similarly, if the ™ and ® symbols cannot be applied for whatever reason, then the product brand names should be written in all-caps (e.g. LUSIN). This format is recognized by most legal courts as trademark identification.

When referring to either the Chem-Trend or Ultra Purge™ websites, the full URL must be written, e.g. CHEMTREND.COM and UltraPurge.com. Do not refer to either as the "[brand] site."

CORRECT	INCORRECT
We recommend Lusin® purge compound.	We recommend Lusin.
Chem-Trend is a global leader in the development of release agents.	Chem-Trend® is a global leader in the development of release agents.
Chem-Trend® products are sold across the globe.	Chem-Trend products are sold across the globe.
Ultra Purge™ brand products are highly efficient purging compounds.	Ultra Purge brand products are highly efficient purging compounds.
For more information, please visit CHEMTREND.COM.	For more information, please visit the Chem-Trend website.

REFERRED TO:	AS A COMPANY	AS A PRODUCT BRAND
Chem-Trend	No symbol	® (superscript) or CHEM-TREND
Chemlease	No symbol (former company)	® (superscript) or CHEMLEASE
Lusin	No symbol (former company)	® (superscript) or LUSIN
Mono-Coat	N/A (does not apply)	® (superscript) or MONO-COAT
Ultra Purge	No symbol (former company)	™ (superscript) or ULTRA PURGE
Zyvax	No symbol (former company)	® (superscript) or ZYVAX



a brand of Freudenberg Logo

All companies in the Freudenberg Group must use the designated brand identity in certain printed and digital media to indicate their affiliation. All usage must be in accordance with specifications outlined here and in the Implementation Guidelines for the **New Freudenberg Branding document**.

SIZE

The Freudenberg-affiliated brand logo should be approximately 25% and no greater than 33% the size of the Chem-Trend logo. The Freudenberg-affiliated brand logo should not compete with the logo of Chem-Trend in terms of size and spatial dimensions, but should be subordinate.

PLACEMENT

Placement of the Freudenberg-endorsed logo should always be relative to the placement of the Chem-Trend logo. The Freudenberg-endorsed logo should never be placed above or directly to either side of the Chem-Trend logo. The Freudenberg-endorsed logo should be placed in the lower corner diagonally opposite to the Chem-Trend logo if the Chem-Trend logo appears in the top half of any printed or digital media. Alternatively, if the Chem-Trend logo is centered, or in the lower half of a media, then the Freudenberg-endorsed logo can be placed either directly below the Chem-Trend logo, or in the opposite lower corner from where the Chem-Trend logo appears.

For detailed logo placement guidelines specific to application, download the **New Freudenberg Branding document**.

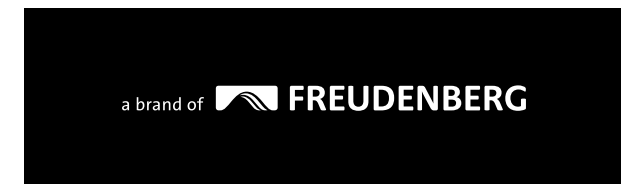




a brand of Freudenberg Logo

COLOR

The primary Freudenberg logo is the blue logo, but this logo can only be placed on a white background. An all-white logo is available for use on dark-colored backgrounds. An all-black logo is available for use on light-colored backgrounds.





a brand of Freudenberg Logo

MINIMUM CLEAR SPACE

A predefined blocked area must always surround the Freudenberg-affiliated brand logo. The distance from other elements prescribed by this area highlights the precedence of the logo in terms of corporate design. The minimum distance surrounding the logo should correspond to the space taken up by the width and height of the sine curve symbol.



25 mm (print)



brands of Freudenberg Logo

For facilities that house more than one FCS Business Unit, a special logo has been created to be used for signage. These facilities are required to use the “brands of ... ” logo instead of the “a brand of ... ” logo.

This logo should also be used when multiple FCS or Freudenberg companies are exhibiting together at a trade show in the same booth space or are collaborating at a customer tech day.

The files for this special logo are available from the Freudenberg brand portal, and, as always, should you have questions about specific applications of this logo, please contact Global Marketing.

brands of  **FREUDENBERG**



brands of Freudenberg Logo

COLOR

The primary Freudenberg logo is the blue logo, but this logo can only be placed on a white background. An all-white logo is available for use on dark-colored backgrounds. An all-black logo is available for use on light-colored backgrounds.

brands of  **FREUDENBERG**

brands of  **FREUDENBERG**

brands of  **FREUDENBERG**



05

Visual Identity

The following pages detail the brand's core elements: colors, typography, grid, photography, identity, templates, and more.



Color Palette

PRIMARY

Correct and consistent use of the official colors is an essential element of corporate identity. The Chem-Trend identity system features two primary colors, orange and black, which are to be used for all marketing communications materials. All Chem-Trend communications should follow the master color palette.

NOTE

Please provide your printer or other material producers with the information as follows, relative to the communication medium of choice.

Please note that the paper stock used and whether the paper is coated or uncoated affects color outcome and appearance.

You should ALWAYS get a print sample to review against a color standard before giving final approval for a print run.

<p>PANTONE 1665</p> <p>CMYK C 0 M 75 Y 80 K 0</p> <p>RGB R 255 G 102 B 51</p> <p>HEX FF6633</p> <p>HKS 10</p> <p>RAL 2004</p>	<p>PANTONE BLACK</p> <p>CMYK C 0 M 0 Y 0 K 100</p> <p>RGB R 0 G 0 B 0</p> <p>HEX 000000</p> <p>HKS 88</p> <p>RAL 9005</p>
---	---



Color Palette

NEUTRAL GRAY TONES

While all shades of gray may be used, from 0-100% black, our preferred shades are listed here.

NOTE

Please provide your printer or other material producers with the information as follows, relative to the communication medium of choice.

Please note that the paper stock used and whether the paper is coated or uncoated affects color outcome and appearance.

You should ALWAYS get a print sample to review against a color standard before giving final approval for a print run.

WHITE

CMYK
C 0
M 0
Y 0
K 0

RGB
R 255
G 255
B 255

HEX
FFFFFF

HKS
??

RAL
????

5%

CMYK
C 0
M 0
Y 0
K 5

RGB
R 242
G 242
B 242

HEX
F2F2F2

HKS
??

RAL
????

25%

CMYK
C 0
M 0
Y 0
K 25

RGB
R 200
G 200
B 200

HEX
C8C8C8

HKS
??

RAL
????

50%

CMYK
C 0
M 0
Y 0
K 50

RGB
R 150
G 150
B 150

HEX
969696

HKS
??

RAL
????

80%

CMYK
C 0
M 0
Y 0
K 80

RGB
R 90
G 90
B 90

HEX
5A5A5A

HKS
??

RAL
????



Color Palette

SECONDARY

These colors are not to be used extensively, and should never be used as a primary color in any materials or for any promotional items. These are only for "limited" use to either add small amounts of visual interest or in other limited circumstances, such as in graphs and charts, etc.

NOTE

Please provide your printer or other material producers with the information as follows, relative to the communication medium of choice.

Please note that the paper stock used and whether the paper is coated or uncoated affects color outcome and appearance.

You should ALWAYS get a print sample to review against a color standard before giving final approval for a print run.

<p>PANTONE 3385</p> <p>CMYK C 43 M 0 Y 28 K 0</p> <p>RGB R 71 G 215 B 172</p> <p>HEX 47D7AC</p> <p>HKS ??</p> <p>RAL ????</p>	<p>PANTONE 146</p> <p>CMYK C 7 M 50 Y 100 K 34</p> <p>RGB R 167 G 109 B 17</p> <p>HEX A76D11</p> <p>HKS ??</p> <p>RAL ????</p>
---	--



Typography

Our primary type family is Whitney, and it is available in multiple weights. Our primary weights used in materials are Light, Book, and Semibold.

Whitney provides a familiar yet unique typeset that is bold in form, but presents an understated confidence. The sans-serif creates a sense of approachability and professionalism, with a geometric nature of shapes symbolizing precision.

The consistent use of an official typeface is an essential element of corporate identity. All Chem-Trend communications should adhere to the type families that have been chosen for their appearance, compatibility with our logotype, legibility, and universal availability. Marketing communications materials developed for external audiences, including all print materials, will use this typeface.

HEADLINE

Whitney
Light

SUBHEAD

**WHITNEY
SEMIBOLD**

BODY COPY

Whitney Book ... Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam blandit orci auctor, tristique nulla porta, euismod ligula. Pellentesque a nibh et metus ornare molestie. Nulla interdum eu libero nec rutrum.



Typography

PLEASE NOTE

Agencies may need to purchase the rights to use these fonts, which are copyright-protected. Chem-Trend is not authorized to distribute these fonts.

LANGUAGES

Whitney can be used for English as well as Latin-based character languages, including: German, Portuguese, Spanish, Italian, French, and Polish. See font suggestions for other languages on pages 54-55.

Whitney

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789&%@%(:;!)

Light

Light Italic

Book

Book Italic

Medium

Medium Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Available for purchase at: <https://www.typography.com/fonts/whitney/overview/>



Typography

Whitney characters available:

CHARACTERS

A	B	C	D	E	F	G	H	I	J	K	L
M	N	O	P	Q	R	S	T	U	V	W	X
Y	Z	a	b	c	d	e	f	g	h	i	j
k	l	m	n	o	p	q	r	s	t	u	v
w	x	y	z								

ALTERNATIVES

A	E	F	G	K	L	M	Q	Q	R	T	U
V	W	W	W	X	Y	Z	f	g	k	t	v
w	x	y	z								

SMALL-CAPS

A	B	C	D	E	F	G	H	I	J	K	L
M	N	O	P	Q	R	S	T	U	V	W	X
Y	Z										

ALTERNATIVE SMALL-CAPS

A	E	F	G	K	L	M	Q	Q	R	T	U
V	W	W	W	X	Y	Z					

LINING FIGURES

0	1	2	3	4	5	6	7	8	9		
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ALTERNATIVE LINING FIGURES

2	3	3	3	4	4	5	7				
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OLD-STYLE FIGURES

0	1	2	3	4	5	6	7	8	9		
---	---	---	---	---	---	---	---	---	---	--	--

ALTERNATIVE OLD-STYLE FIGURES

2	3	3	5	7							
---	---	---	---	---	--	--	--	--	--	--	--

TABULAR FIGURES

0	1	2	3	4	5	6	7	8	9		
---	---	---	---	---	---	---	---	---	---	--	--

ALTERNATIVE TABULAR FIGURES

1	2	3	5	7							
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Typography

Whitney characters available:

PUNCTUATION

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†	‡	*	©	®	®	™	SM	®	®	—	—
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>	"	'	°	¶	§	\$	£	€	¥	f	¢
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ALTERNATIVE PUNCTUATION

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»	<	>	®	®	™	™	™	SM	®	®	#
%	£	€	¥	()	[]	{	}		

OLD-STYLE PUNCTUATION

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£	€	¥	f	¢							

ALTERNATIVE OLD-STYLE PUNCTUATION

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TABULAR PUNCTUATION

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±	×	÷	=	<	>	"	'	°	¶	§	\$
£	€	¥	f	¢							

ALTERNATIVE TABULAR PUNCTUATION

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SMALL-CAP PUNCTUATION

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}											

ALTERNATIVE SMALL-CAP PUNCTUATION

&	«	»	<	>	()	[]	{	}	
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FRACTIONS

1/2	1/3	2/3	1/4	3/4	1/5	2/5	3/5	4/5	1/6	5/6	1/8
3/8	5/8	7/8	0	1	2	3	4	5	6	7	8
9	/	0	1	2	3	4	5	6	7	8	9

ALTERNATIVE FRACTIONS

1	1	2	2	3	3	5	5	7	7	1/2	1/3
2/3	1/4	3/4	1/5	2/5	3/5	4/5	1/6	5/6	1/8	3/8	5/8
7/8											



Typography

Whitney characters available:

SUPERIORS AND INFERIORS

0	0	1	1	2	2	3	3	4	4	5	5
6	6	7	7	8	8	9	9				

ALTERNATIVE SUPERIORS AND INFERIORS

1	1	2	2	3	3	5	5	7	7		
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EXTENDED MONETARY

β	Ϸ	₪	₧	₨	₪	₨	₪	₨	₪	₨	
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ALTERNATIVE EXTENDED MONETARY

₪	₧	₨	₪	₨	₪	₨					
---	---	---	---	---	---	---	--	--	--	--	--

LIGATURES

ff	fi	fl	ffi	ffl	ß						
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ALTERNATIVE LIGATURES

ff	fi	fl	ffi	ffl							
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LATIN ACCENTS

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đ	ð	é	ě	ě	ê	ë	è	è	ē	ę	ğ
ğ	ğ	ħ	í	ï	î	ï	ı	ì	ī	ĵ	ķ
ĺ	ł	ł	ł	ł	ń	ň	ŋ	ñ	ó	ö	ô
ö	ò	ó	õ	ø	ø	õ	œ	ř	ř	ŕ	ś
š	ş	ş	ţ	ţ	ţ	ú	ű	ű	ű	ű	ű
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Typography

Whitney characters available:

ALTERNATIVE LATIN ACCENTS

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SMALL-CAP LATIN ACCENTS

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Ņ	Ň	Ó	Ö	Ô	Ö	Ò	Ó	Ō	Ø	Ø	Ŏ
Œ	Ŕ	Ř	Ŗ	Ś	Š	Ş	Ş	Ť	Ţ	Ɔ	Ú
Û	Û	Ü	Û	Ū	Ū	Ů	Ů	Ŵ	Ŷ	Ŵ	Ŷ
Ý	Ŷ	Ÿ	ÿ	Ž	Ž	Ž					

ALTERNATIVE SMALL-CAP LATIN ACCENTS

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Ā	Ą	Å	Á	Ā	Æ	É	Đ	Đ	É	Ě	Ě
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Û	Ü	Ù	Ū	Ū	Ů	Ů	Ŵ	Ŵ	Ŵ	Ŷ	Ŷ
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Ž	Ž										



Typography

FOR OTHER LANGUAGES

Chinese, Japanese, and Korean characters are not included in the Whiteny font. Suggested options are outlined here to maintain consistency throughout all materials.

CHINESE

简化
Source Han
Sans Simplified
Chinese (CN)

简化 Extra Light
简化 Light
简化 Regular
简化 Medium
简化 Bold

CHINESE

繁體
Source Han
Sans Traditional
Chinese (TW)

繁體 Extra Light
繁體 Light
繁體 Regular
繁體 Medium
繁體 Bold

JAPANESE

永あ
Source Han
Sans Japanese
(JP)

永あ Extra Light
永あ Light
永あ Regular
永あ Medium
永あ Bold

KOREAN

한글
Source Han
Sans Korean
(KR)

한글 Extra Light
한글 Light
한글 Regular
한글 Medium
한글 Bold

Available for purchase/use through Adobe Typekit at: <https://typekit.com/lists/source-han-sans>



Typography

FOR OTHER LANGUAGES

Arabic characters are not included in the Whitney font. The suggested option is outlined here to maintain consistency throughout all materials.

ARABIC

بأ

Myriad Arabic

بأ Light

بأ Regular

بأ **SemiBold**

بأ **Bold**

بأ *Light Italic*

بأ *Italic*

بأ ***SemiBoldItalic***

بأ ***Bold Italic***

Available for purchase/use through Adobe Typekit at: <https://typekit.com/fonts/myriad-arabic>



Typography

ALTERNATIVE

When using Microsoft Office® documents, including Word®, PowerPoint®, and Excel®, and HTML-based text where Whitney is not available, use Arial/Arial Unicode MS as a replacement. Note that these guidelines do not apply to email correspondence, as default fonts are designated by the email client in use.

ENGLISH

Arial
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Regular
Italic
 Bold
Bold Italic

OTHER LANGUAGES

Arial Unicode MS
 ABCDEFGHIJKLMNOP
 OPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Regular
 中文
 日本語
 한국어
 русский

عربى



Photography

Our photography needs are varied. However, each image should be carefully selected to make certain it lives up to our standards and to our brand position.

Search for images with visual interest:

- Interesting backgrounds
- Depth of field
- Unique angles
- Appropriate personal protective equipment (PPE) is being used

The following pages show suggestions for each application.

NOTE

Always obtain and have on file proper releases from photography subjects.





Photography

PEOPLE

When showing people within photography, please strive to use Chem-Trend team members. Limit stock photography as much as possible.

Diversity is extremely important to Chem-Trend. People photography should reflect our world: diversity of race, age, gender, and humanity.

People should be pictured in the place where they work and operate wearing appropriate attire, including appropriate protective equipment. Context is important.

Expressions are important. A sense of confidence should exude from each person in the form of approachability, expertise, and friendliness.

Collaboration is important. Some photography should suggest working together with customers or with one another, engaged in solution building.

NOTE

Always obtain and have on file proper releases from photography subjects.





Photography

INNOVATION

Hands-on chemistry and customization are key to illustrating our hands-on innovation efforts. Therefore, chemistry and humanity should be combined whenever possible.

Our clean labs are unique in our industry. Photography of innovation should be clean, crisp, and suggest cleanliness and attention to detail.

Make sure the appropriate personal protective equipment (PPE) is being used in all photography.





Photography

APPLICATION

Whenever possible, use Chem-Trend people interacting with products and/or processes. If it's ever necessary to use industry application photography, avoid using images that are cliché. Prevent this by looking for impressive imagery with unique locations, angles, and environments.

Avoid placing any application on a plain white background. We are looking for products in use — not in a commodity form. For example: a tire on an automobile vs. just a tire.

If using application photography, choose ones that are demonstrative of the best of Chem-Trend. Examples: wind turbine for scale, tires for market dominance, etc.

While in the manufacturing process or facilities, all subjects must wear the proper personal protection equipment.





Photography

HOW TO ACHIEVE THE CHEM-TREND LOOK.

Our stylish, innovative photography should be matched whenever possible. Therefore, we have required photographer notes to achieve the proper conditions and settings.

Photography direction provided by Marek Dziekonski of Dziekonski Photography.

LIGHTING

We used two different sets of equipment at the shoot:

Studio strobes

This helps achieve the crisp, clean look. The corporate images used a wide range of modifiers depending on each setup. Many included a large 4' x 6' Profoto modifier. To imitate sunlight in appropriate situations, a gelled Profoto D2 1000 was used.

Constant LED lights

They make it easier to move quickly. We used Kinotechnik Practilite 602 lights. Most setups involved three of them. We also used Profoto Zoom reflectors to extend the reach. The important part here is that the LED lights are good-quality and high CRI (ideally 95 or higher). That helps with skin tones and the clean look.

There is no single recipe to achieve these images, as variables and conditions change dramatically from location to location. Engage with a photographer who can recognize and match the look by using the above as general guidelines. As a result, photography samples should be sent prior to committing to any photographer.



Photography

OUR PRODUCTS

Our product photography should be used sparingly. Ultimately, we are more than a product company; we are a solutions company.

However, in many cases, we can only be represented through our product photography. Often in these cases, we may be shown in context with competitors. Therefore, we must always put our best representation forward.

The images should create a sense of dimension by using a three-quarter angle, with our best representation of packaging possible. They should be shot on white for ease of use and/or cutting out of the background. Photoshop should be used to alter labels to produce images of multiple products.





Photography

THINGS TO AVOID

Avoid exaggerated staging, heavy editing, artificial filters, and poor lighting.

IF stock photos must be used, please review our original photography standards to find similar styles. Also, please obtain the proper usage category for any image that you purchase (region, media type, etc.).

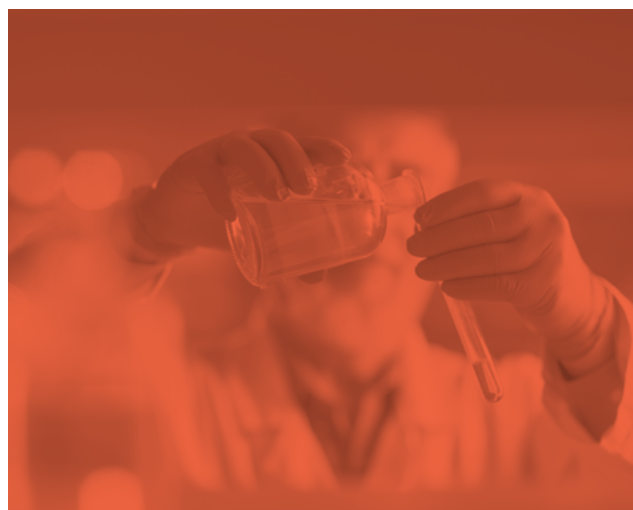




Photography

OVERLAYS

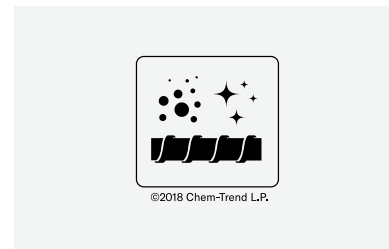
Photography overlaid with color may be used in order to tell a story, while giving a canvas for typography and allowing Chem-Trend to “own” colors when it adds to the story.



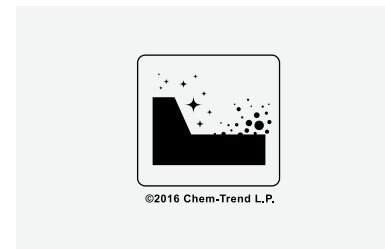


Iconography

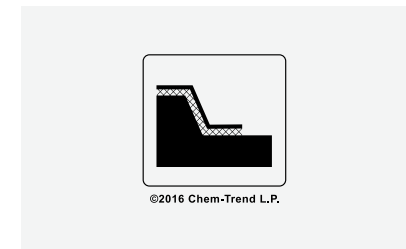
Iconography is used to simplify directions, distinguish product categories, and help tell the Chem-Trend story in such a way that transcends language and negates the need for translation. The icons here represent the Chem-Trend style and should be used as a guide for style when creating new icons.



Purging Compounds



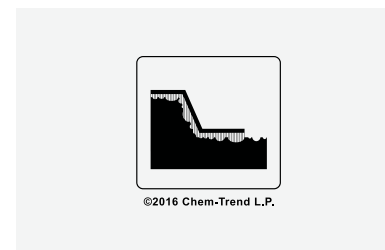
Cleaner



Primer



Release Agent



Sealer



Maximize Handprint



Minimize Footprint



Example Advertising

HEADLINE

A new day in thermoplastics processing.

SUBHEAD

Purging Compounds + Mold Maintenance Products + Ideas

BODY COPY

Let us help you maximize your thermoplastics processing potential. With a proven, reliable partner on your side, we will relentlessly innovate to help make your product more perfect, your production flow more efficient, and your organization more prepared for what's next.


CALL TO ACTION

Visit CHEMTREND.COM

A new day in
thermoplastics
processing.

PURGING COMPOUNDS + MOLD MAINTENANCE PRODUCTS + IDEAS

Let us help you maximize your thermoplastics processing potential. With a proven, reliable partner on your side, we will relentlessly innovate to help make your product more perfect, your production flow more efficient, and your organization more prepared for what's next.

 **Chem Trend**
Release Innovation™

a brand of
FREUDENBERG

VISIT CHEMTREND.COM



Stationery - Letterhead

The diagram below indicates the correct positions and colors for all the elements on letterhead used by Chem-Trend domestic and international offices. Specifications for open space, margins, and formatting are also presented.

RECOMMENDED PAPER STOCK

For letterhead printing, use 70- or 80-lb. text paper. Chem-Trend's recommended stock is Neenah Classic Crest Text® in Avon Brilliant White color.

NOTE

You should ALWAYS get a print sample to review against a color standard before giving final approval for a print run.

SIZE

US - 8.5" x 11.0"
A4 - 210mm x 297mm

NAME/TITLE

Name type style - Whitney Semibold, 8 point
Title type style - Whitney 6.5 point
Leading/Kerning - Auto/0

LETTER/BODY COPY

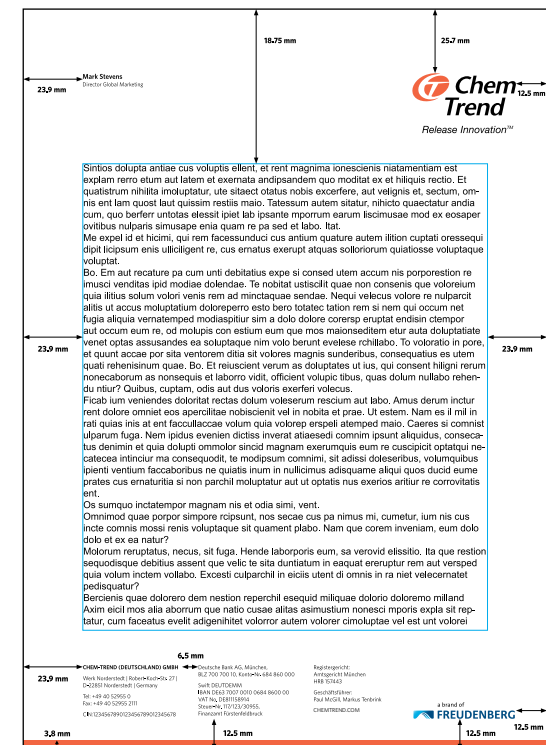
Type style - Arial, 11 point
Leading/Kerning - Auto/0

ADDRESS LINE

Office name type style - Whitney Semibold, 6.5 point
Address type style - Whitney 6.5 point
Leading/Kerning - 8 point/0
Space after return 1.588 mm

Note: Always use ALL CAPS in the website address and ensure that there is no hyphen used in the address.

These measurements will work with 8.5" x 11" paper as well as A4 paper.





Stationery - Business Cards

The diagram below indicates the correct dimensions, position, and color for the elements on domestic and international business cards. Specifications for open space and margins are also noted.

RECOMMENDED PAPER STOCK

For business cards, use Productolith® (from NewPage) 14pt C2S thickness with aqueous coating on the orange side only (no coating is necessary if the card being printed has English-language contact details on one side and local-language contact details on the other).

Always use coated inks. For the most consistent orange, use Pantone 1665 C.

NOTE

Always use ALL CAPS and no hyphen in the website address.

You should ALWAYS get a print sample to review against a color standard before giving final approval for a print run.

SIZE

Internationally recognized size standard
3.5" x 2.0" (90mm x 50mm)

NAME

Type style - Whitney Semibold, 9 point
Leading/Kerning - 10.8 point/0
Space after return 1mm

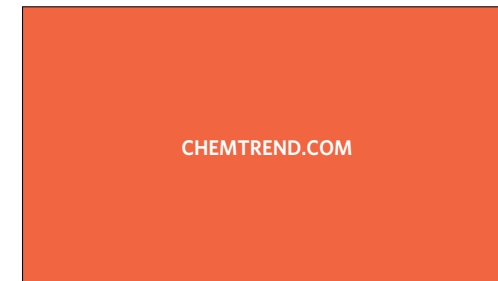
TITLE/ADDRESS/PHONE/EMAIL/URL

Type style - Whitney, 6.5 point
Leading/Kerning - 8 point/0
Space after return 1mm

FRONT



BACK





Stationery - Envelope

The diagram below indicates the correct dimensions, position, and color for the elements on domestic and international envelopes. Specifications for open space and margins are also noted.

RECOMMENDED PAPER STOCK

For envelopes, paper should be specified as 70- or 80-lb. text paper. Chem-Trend's recommended stock is Neenah Classic Crest Text® in Avon Brilliant White color in Writing grade.

NOTE

You should ALWAYS get a print sample to review against a color standard before giving final approval for a print run.

SIZE

#10 - 9.5" x 4.125" (105mm x 240mm)
 9" x 12" (230mm x 305mm) - Not pictured
 10" x 13" (255mm x 330mm) - Not pictured

ADDRESS LINE

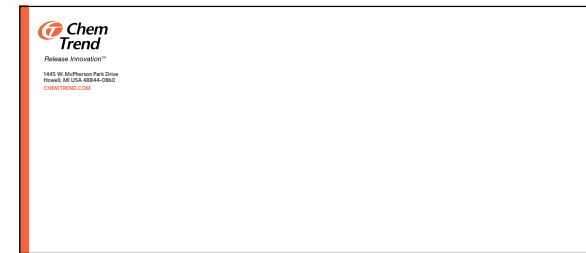
#10 - Type style - Univers Light, 8 point
 Leading/Kerning - 12 point/0
 Aligned left - all black

9" x 12" (230mm x 305mm); 10" x 13" (255mm x 330mm)
 Type style - Univers Light, 10 point
 Leading/Kerning - 14 point/0
 Aligned left - all black

URL

#10 - Type style - Univers Bold, 8 point
 Leading/Kerning - 12 point/0
 Type in PMS 1665 C, orange
 Note: Always use a capital "C" and "T" and no hyphen in the website address.
 9" x 12" (230mm x 305mm) 10" x 13" (255mm x 330mm)
 Type style - Univers Bold, 10 point
 Leading/Kerning - 14 point/0
 Type in PMS 1665 C, orange

FRONT



FRONT (TWO-SIDED)



BACK (TWO-SIDED)





Email Signature

Using a standard, consistent, and clean email signature is an opportunity to create brand alignment while relaying relevant contact information. Please use the recommended layout shown here.

NOTE

Please contact Chem-Trend IT for assistance in setting up your email signature.

Your Name Here
Your Title Here
 Chem-Trend
 PHN: 888.888.8888 | FAX: 888.888.8888
 EML: youremailaddress@chemtrend.com
 CHEMTREND.COM



NAME

Use Arial bold 11px (approx. 8pt.), which is a standard font on both Macs and PCs that works for all email clients. Non-standard fonts and HTML may not translate across email clients.

TITLE

Use Arial italic 11px (approx. 8pt.), which is a standard font on both Macs and PCs that works for all email clients. Non-standard fonts and HTML may not translate across email clients.

TYPE COLOR

Use RGB: 128,128,128 (Gray).

PHONE NUMBERS

Provide the phone and/or fax numbers that you most frequently use.

EMAIL

Be sure address is hyperlinked. Use all lowercase letters.

CHEM-TREND URL

Use ALL CAPS.

No need to use the www. or http:// in URL unless the URL won't work without it.

You may adapt the address to reflect your local language.

LOGO

Use an RGB Chem-Trend logo with no tagline (link included in this document) at a size of 110px x 50 x.

SOCIAL MEDIA LINKS

The icons of Chem-Trend's social links can be placed here (LinkedIn and/or WeChat).

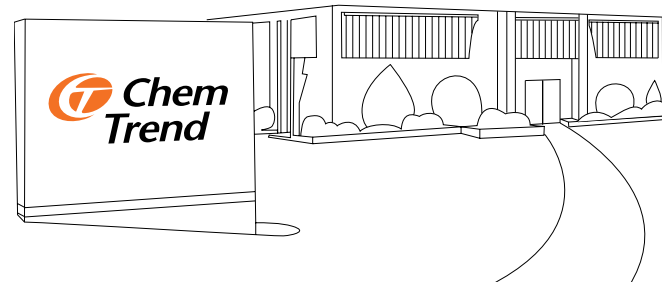
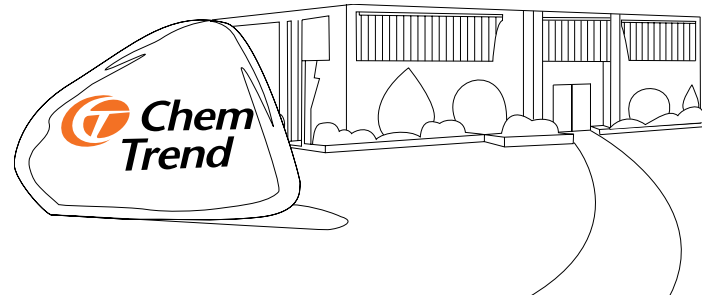
SPECIAL ANNOUNCEMENTS

From time to time, a banner or ad may be placed in the space below the signature. This should be provided and approved by Chem-Trend marketing. Do not create your own.



Signage

Chem-Trend often publicly communicates its brand identity via facility exterior or vehicle signage and to visitors through internal signage and guidance systems. This section provides basic guidelines for the most important signage elements. Please note that Freudenberg-affiliated brands are not required to include the endorsed logo on buildings or street-view signage; however, it is recommended to display the Freudenberg flag featuring the affiliated brand logo. For internal signage, Chem-Trend facilities are required to display the affiliated brand logo in conjunction with the Chem-Trend logo. Please refer to the Implementation Guidelines for New Freudenberg Branding document, which provides specific details for internal and external signage requirements and specifications.





Apparel & Promotional Items

The recommended styles and color treatments for Chem-Trend corporate apparel are shown on the following pages. The Chem-Trend logo can be featured with or without the tagline as illustrated in the examples shown. Please note that it is neither required nor recommended to add the Freudenberg logo on apparel items or uniforms. Fabric colors for apparel should only be black, white, or gray. In all cases, please follow the same specifications for logo, tagline, design, colors, and open space as defined earlier in this guide.

Always provide producers of Chem-Trend apparel with the approved corporate PMS colors for their color-matching purposes.

If apparel color cannot be black, gray, or white, you cannot use the logo. In these cases, CHEM-TREND should be typeset in all caps in Univers or Arial font, preferably in white or black.





Apparel & Promotional Items

HATS

Hats should display the Chem-Trend logo on the front and the tagline, if applied, on the side, as shown.

FABRIC COLORS

Fabric colors for apparel should only be black, white, or gray.

If apparel color cannot be black, gray, or white, you cannot use the logo. In these cases, CHEM-TREND should be typeset in all caps in Univers or Arial font, preferably in white or black.



Logo on front of white hat.



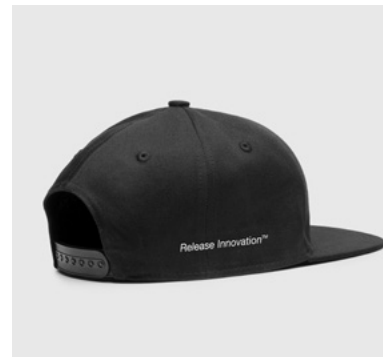
Logo on front of gray hat.



Do not place tagline on front of hat.



Logo on front of black hat.



Tagline on side.



Do not place logo on side of hat.



Apparel & Promotional Items

SHIRTS OR UNIFORMS

Shirts or uniforms should display the Chem-Trend logo on the front, and the tagline, if applied, should appear in the standard position below the logo or on the sleeve, as shown.

FABRIC COLORS

Fabric colors for apparel should only be black, white, or gray.

If apparel color cannot be black, gray, or white, you cannot use the logo. In these cases, CHEM-TREND should be typeset in all caps in Univers or Arial font, preferably in white or black.



Logo on white polo.



Logo on gray polo.



Do not place logo on unapproved colors or textures.



Logo on black polo.



Do not place logo on unapproved colors or textures.



Do not place logo on unapproved colors or textures.



Apparel & Promotional Items

Please follow the logo guidelines when ordering promotional products. Be sensitive to minimum sizing requirements, as well as the vendor's ability to accurately reproduce Chem-Trend colors. Refer to the color swatches in this guide when color matching, and follow the rules protecting the logo's open area as well as the requirements for logo use and background colors, as previously outlined.

Always use higher-quality materials and suppliers whenever possible.

All promotional items reflect the brand and must be held to the highest standards. Items selected must support and convey Chem-Trend's position as a global leader and innovator in the marketplace.

NOTE

You should ALWAYS get a print sample to review against a color standard before giving final approval for a print run.



Coffee mug



Pen



Umbrella



Tote



Water bottle



Golf ball



06

Marketing Contacts



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