

2022



graphene  
nanotubes  
for global  
industry

# OCSiAl Brand manual

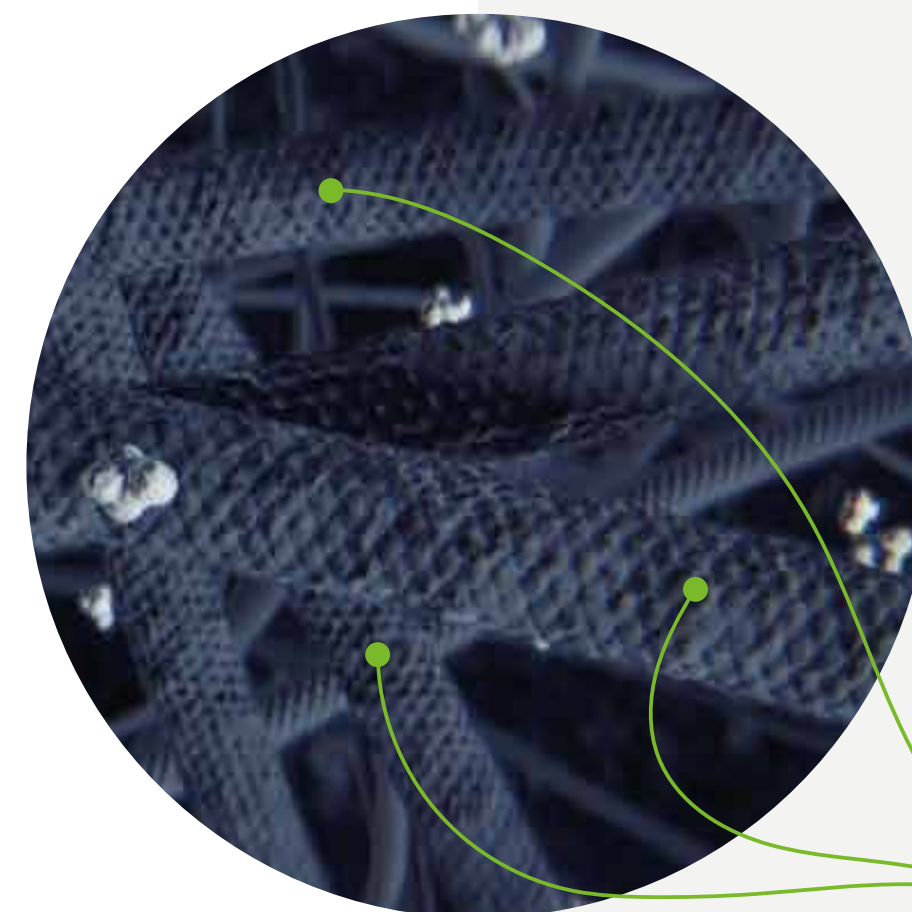
Positioning and visual guidelines

01

# About OCSiAl

# How do we feel about OCSiAl?

Our own perceptions of the company that our founders created and where we work



OCSiAl is a company that develops and produces next-generation materials for the next industrial revolution

OCSiAl's key product is the first universal base material discovered in the last 50 years that can fundamentally change all other materials and enable various urgently needed technological transitions

Graphene  
Nanotubes

# OCSiAl achievements

Important milestones  
in the company's  
history that we are  
most proud of

- Invented technology for continuous synthesis of graphene nanotubes
- Created a suite of unique industrial equipment for scalable graphene nanotube synthesis
- Launched industrial production of graphene nanotubes on a scale sufficient for them to be used in hundreds of thousands of tonnes of enhanced end products
- Developed a wide range of technologies allowing the use of graphene nanotubes in existing technological processes
- Fostered the world's leading graphene nanotube center of expertise
- Established a worldwide network of partners and customers at over 1,500 technology companies who are developing and mass-producing end products that incorporate graphene nanotubes



# OCSiAl's next steps

Significant milestones  
for us to achieve  
in the future

- Development of key components, based on graphene nanotubes, that lead to breakthroughs in the aerospace, automotive and medical technology industries
- Transition to direct business relationships with aerospace, automotive, and medical technology end-product companies
- Production growth, sufficient to produce tens of millions of tonnes of materials with new properties
- Playing an effective role in reducing greenhouse gas emissions around the world

# Our unique selling proposition

What makes OCSiAl special and different from others?

We have successfully transitioned from inventing our synthesis technology to enabling our graphene nanotubes to be used in end products on an industrial scale around the world

We have established a highly effective culture of two-way communication, continual feedback and information exchange between scientists, industry and the market

# Our business vision

Our outlook on the future of the company and its global role



**Improving materials for the benefit of humanity**



# **Our business mission**

Our company's purpose

**Guiding industrial leaders to develop the products they want but were previously unable to create**



# Our promise

Our public declaration,  
which we promise  
to fulfill and which  
unites our vision,  
strategy and team



**Improving  
the properties  
of materials  
to raise standards  
of living around  
the world**

# OCSiAl's values

The core values  
that guide our plans  
and actions

## Courage

Not being afraid to tackle challenges that might seem impossible to others

## A passion for discovery

Applying science in the search for technology solutions

## People are the key

Bringing exceptional people together and promoting a culture of effective communication throughout the company

## Being globally oriented

Focusing on solving problems that can significantly improve the people's quality of life



graphene  
nanotubes  
for global  
industry

### **Brand character**

Our brand character is the expression of our fundamental values and characteristics, described and experienced as human personality traits

It is the psychological nature of OCSiAl's brand, giving it a recognizable and unique quality

# Why are we called OCSiAl?

The name OCSiAl consists of the symbols of four chemical elements

Three of them are the most abundant elements in the Earth's crust: oxygen (O), silicon (Si), and aluminum (Al)

The fourth element, carbon (C), is a special element, fundamental to life. It is undoubtedly destined to change the face of modern-day technology in the very near future.

4 Be Beryllium	5 B Boron	6 C Carbon	7 N Nitrogen	8 O Oxygen	9 F Fluorine
12 Mg Magnesium	13 Al Aluminum	14 Si Silicon	15 P Phosphorus	16 S Sulfur	17 Cl Chlorine
20 Ca Calcium	31 Ga Gallium	32 Ge Germanium	33 As Arsenic	34 Se Selenium	35 Br Bromine



# Nature & recommendations

All promotional materials produced on behalf of the company are delivered through the language of a modern successful person of about 40 years old. He is empathic, talented, well educated, and has good communication skills. His passion for technology does not contradict with his interest in humanitarian issues and understanding of humankind. He considers himself responsible not only for improving the physical world for people, but also for explaining to them how exactly the world works. An important skill is to explain everything in simple terms, in easily understandable language.

Superlatives like “revolutionary,” “breakthrough,” etc. are allowed to be used, but not more than 1 time per unit of a short form text. And no more than 2 times for the entire long-read article / video voiceover.

In all cases, we are talking about physical MATERIALS with an emphasis on improving their properties.

Any material element is ideologically related to one of the four most important areas of human life:

<b>Transportation</b>	Starting from EVs and up to drones
<b>Environment</b>	Ecology questions and CO <sub>2</sub> emission issues
<b>Health</b>	Safety and medicine
<b>Production</b>	Industries, technologies, equipment
<b>Leisure and sport</b>	Sports, culture, entertainment

An important focus of the new communication stage is the increase in the share of video content in the overall volume of materials. The main platform is Youtube.

There are 3 main types of video materials:

- **Popular science videos with animation** – long pop-science explanations of an educational nature (around 3–10 minutes), explore physical processes in the most understandable language for the mass audience
- **Emotional videos** – short videos (around 40–60 seconds) that evoke not a rational, but an emotional reaction, empathy; “nanotubes help people”
- **Industrial solutions videos** – rational videos (around 90–120 seconds), give a quick dive into a specific problem; “nanotubes are effective and profitable”

02

# Style elements

## Logo

In all materials, the spelling of the company name should be written only as in the OCSiAl logo, where:

- O, C, S, and A are capital letters
- i and l are lowercase letters

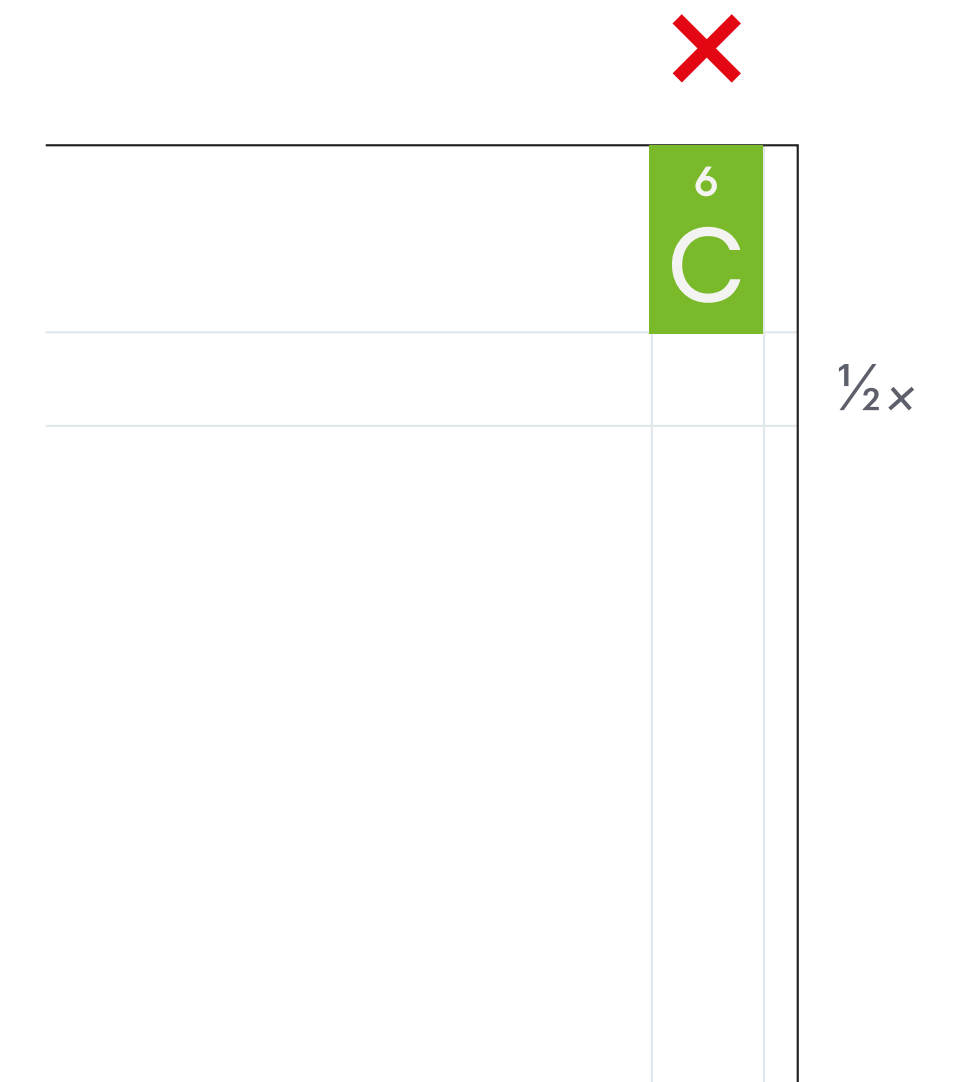
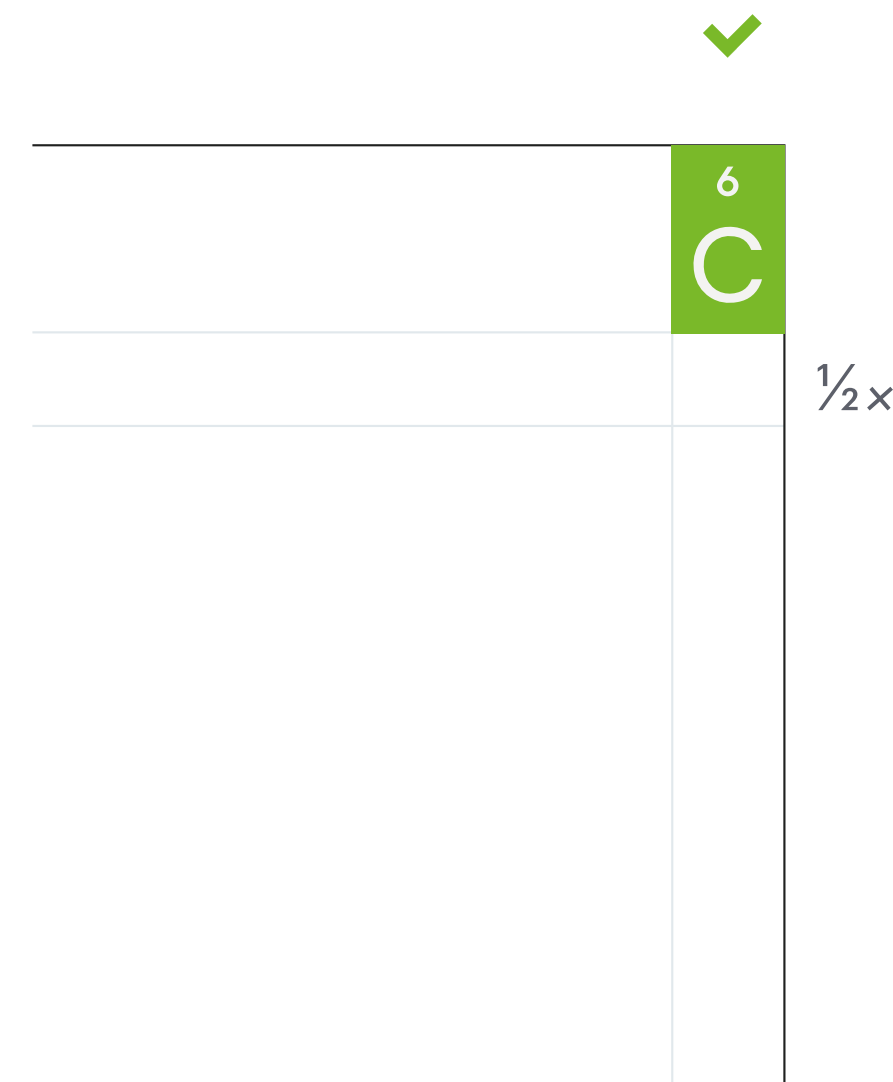


**When working with the logo,  
you must always use the templates  
in these Guidelines. The arrangement  
and proportions of the logo elements  
must not be changed**

## Logo

The C6 logo symbol can also be used on its own in marketing materials. It can occupy a small area in the format

Such positioning is used in digital documents, such as presentations and advertising; in one page documents and covers it is preferable to use the full logo



**When working with the logo, you must always use the templates in these Guidelines. The arrangement and proportions of the logo elements must not be changed**

# Logo

Basic options:

1. without the strapline
2. with the strapline  
vertical version
3. with the strapline  
horizontal version

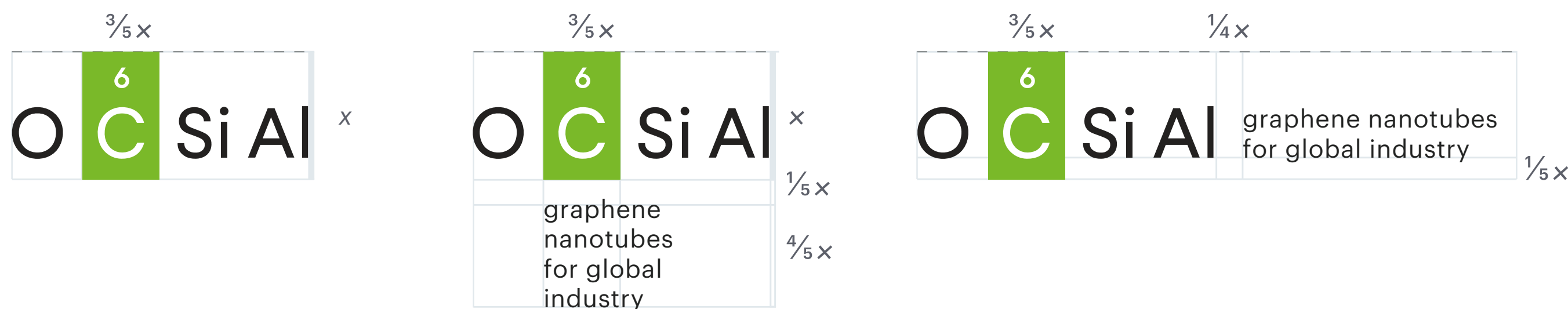
The option of the logo in a block together with the strapline is always preferable. The logo options provided here serve as templates

The arrangement and proportions of the logo elements must not be changed. The layout breakdown is given here only to allow verification of the correct layout of the logo

**When working on layouts, always use the samples of symbols and blocks provided in the electronic version of these Guidelines**

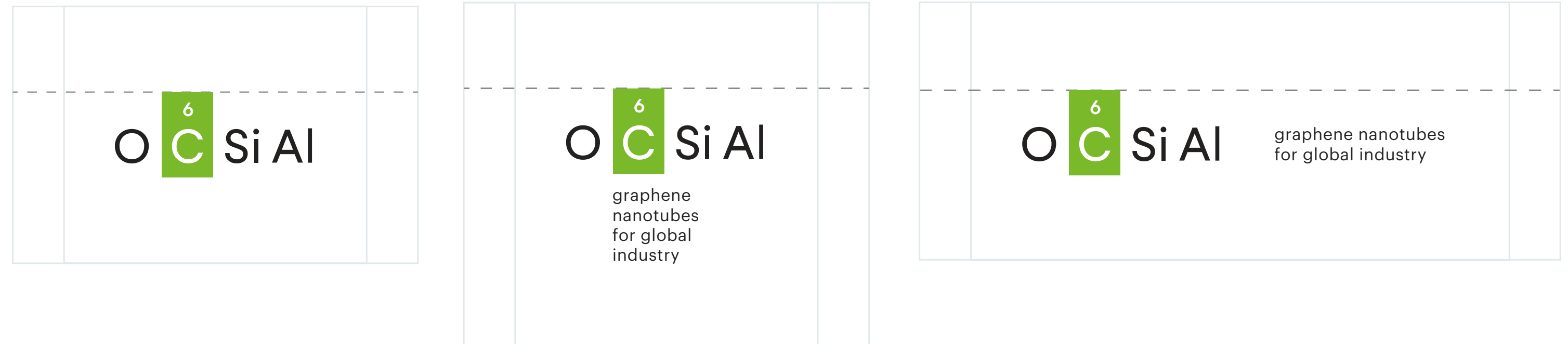


construction



## Logo. Layout and use best practices

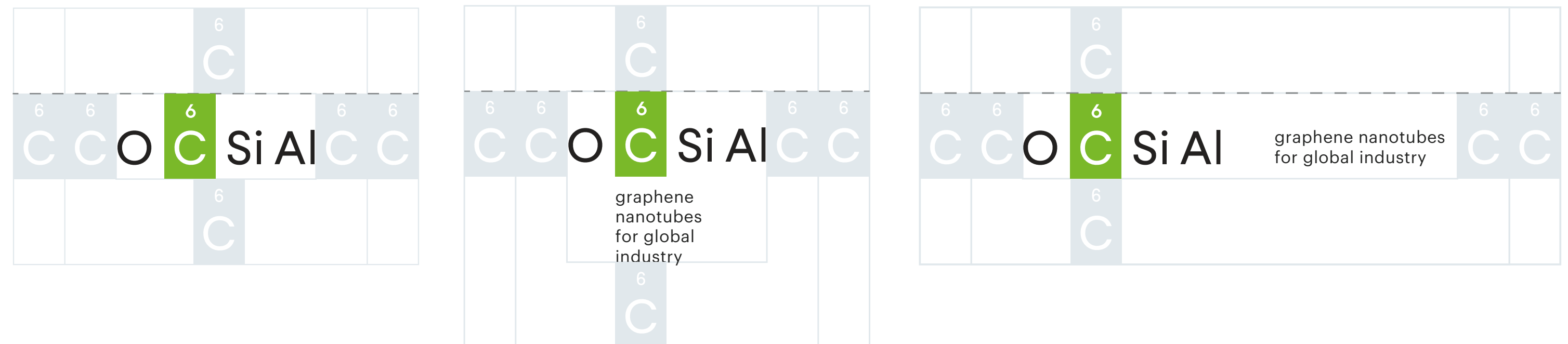
The required clear area surrounding the logo is calculated from the proportion of the logo element. There must be no other graphics or text in this area



### Edge of layout



construction



**When working on layouts, always use the samples of symbols and blocks provided in the electronic version of these Guidelines**

## Reproduction of the logo

It is desirable to reproduce the logo on a background that is one of the company brand colors:

1. white
2. black
3. graphite
4. green

The logo reproduction options provided here serve as templates

**When working on layouts, always use the samples of symbols and blocks provided in the electronic version of these Guidelines**



03

# Typography



## Slogan



on four lines

**Redefining  
materials  
Reinventing  
technologies**

The general slogan is: “Redefining materials  
Reinventing technologies”

Examples of how to set the corporate slogan:

1. on two lines, align center
2. on two lines, align left
3. on four lines

When setting the corporate slogan,  
use the font Graphik LCG

The options presented here serve as templates



on two lines

**Redefining materials  
Reinventing technologies**



on two lines

**Redefining materials  
Reinventing technologies**

# Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890“”!?\$#%:;(){}/-+\*

All presentations and administrative documents must be set in Arial (Regular, Medium, Semibold, or Bold).

Not less than 6-point size.

Font scale-up in steps of 2 points.

- Microsoft JhengHei UI is used for documents in Chinese
- MS Gothic for documents in Japanese
- Malgun Gothic for documents in Korean

OCSiAl is the world's largest manufacturer of graphene nanotubes and owns the only scalable technology that can synthesize them in industrial volumes.

A graphene nanotube (also known as a single wall carbon nanotube) is a rolled-up sheet of graphene.

High electrical and thermal conductivity, strength and flexibility — altogether, these exceptional properties make it a universal additive for improving the properties of most known materials. When embedded into a material, the nanotubes create a 3D reinforcing and conductive network. OCSiAl produces high-purity graphene nanotubes under the TUBALL™ brand name.

OCSiAl calls out to all investors, researchers, scientists, inventors, businesspeople, innovators, and manufacturers to join efforts in solving the materials and energy gap.

We invite global industry to create materials using the unique properties of nanotubes.

# Graphik LCG

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890""!?\$#%:;(){}/-+\*

All headings and statements must be set only in Graphik LCG (Regular, Medium, Semibold or Bold).  
Not less than 20-point size with tracking -35.  
Font scale-up in steps of 4–8 points.

- Microsoft JhengHei UI is used for documents in Chinese
- MS Gothic for documents in Japanese
- Malgun Gothic for documents in Korean

**Civilization can overcome its challenges.**

**The world of materials will change beyond recognition.**

**Welcome to the age of carbon.**

**Header fonts 20**

**Header fonts 24**

**Header fonts 32**

**Header fonts 40**

**Header fonts 48**

# Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890“”!?\$#%:;(){}/-+\*

All body texts must be set in Proxima Nova  
(Regular, Medium, Semibold or Bold).

Not less than 6-point size.

Font scale-up in steps of 2 points.

- Microsoft JhengHei UI is used for documents in Chinese
- MS Gothic for documents in Japanese
- Malgun Gothic for documents in Korean

OCSiAI is the world's largest manufacturer of graphene nanotubes and owns the only scalable technology that can synthesize them in industrial volumes.

A graphene nanotube (also known as a single wall carbon nanotube) is a rolled-up sheet of graphene.

High electrical and thermal conductivity, strength and flexibility — altogether, these exceptional properties make it a universal additive for improving the properties of most known materials. When embedded into a material, the nanotubes create a 3D reinforcing and conductive network. OCSiAI produces high-purity graphene nanotubes under the TUBALL™ brand name.

OCSiAI calls out to all investors, researchers, scientists, inventors, businesspeople, innovators and manufacturers to join efforts in solving the materials and energy gap.

We invite global industry to create materials using the unique properties of nanotubes.

04

# Color

## Company brand colors

Corporate style is based on five main brand colors: green, black, graphite, light gray, and cool gray

When working with the logo, you must always only use these brand colors and combinations of them

It is prohibited to use any other colors in general corporate materials

The main brand colors are the colors of the symbols, as well as color accents and brand backgrounds

The company's color scheme is also used in the design of interiors, branded clothing, souvenirs, etc

## Green

Print	Pantone Color Bridge
C — 59	PANTONE 376 CP
M — 0	
Y — 100	
K — 0	

---

Digital	HEX
R — 121	HEX #75C044
G — 183	
B — 41	

## Light gray

Print	Pantone Color Bridge
C — 6	PANTONE Cool Gray 1 CP
M — 4	
Y — 6	
K — 0	

---

Digital	HEX
R — 242	HEX #F2F2F0
G — 242	
B — 240	

## Graphite

Print	Pantone Color Bridge
C — 44	PANTONE Cool Gray 11 CP
M — 34	
Y — 22	
K — 78	

---

Digital	HEX
R — 57	HEX #393b41
G — 59	
B — 65	

## Cool gray

Print	Pantone Color Bridge
C — 44	PANTONE Cool Gray 10 CP
M — 34	
Y — 22	
K — 54	

---

Digital	HEX
R — 93	HEX #5d606a
G — 96	
B — 106	

## Black

Print	Pantone Color Bridge
C — 40	PANTONE BLACK 7 CP
M — 35	
Y — 33	
K — 92	

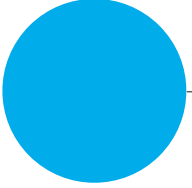
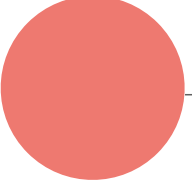
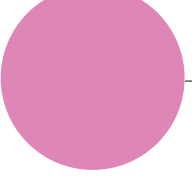
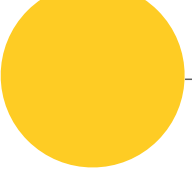
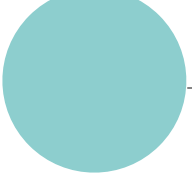
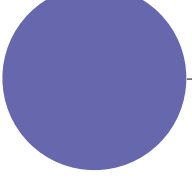
---

Digital	HEX
R — 34	HEX #222120
G — 33	
B — 32	

## Additional brand colors

Only white should be used for wording on a color background

Color and application mapping:

-  TUBALL™ and batteries
-  Quality control
-  Elastomers
-  Composites
-  Plastics
-  Coatings

## Blue

Print	Pantone Color Bridge
C — 85	PANTONE 2995 CP
M — 0	
Y — 0	
K — 0	

Digital	
R — 0	HEX #00ACE9
G — 172	
B — 233	

## Coral

Print	Pantone Color Bridge
C — 0	PANTONE 178 CP
M — 66	
Y — 51	
K — 0	

Digital	
R — 238	HEX #ee756c
G — 117	
B — 108	

## Light pink

Print	Pantone Color Bridge
C — 10	PANTONE 2375 CP
M — 60	
Y — 0	
K — 0	

Digital	
R — 223	HEX #df84b5
G — 132	
B — 181	

## Yellow

Print	Pantone Color Bridge
C — 0	PANTONE 7406 CP
M — 20	
Y — 92	
K — 0	

Digital	
R — 225	HEX #ffcc07
G — 204	
B — 7	

## Mint

Print	Pantone Color Bridge
C — 49	PANTONE 3252 CP
M — 0	
Y — 23	
K — 0	

Digital	
R — 139	HEX #8bcdce
G — 205	
B — 206	

## Purple

Print	Pantone Color Bridge
C — 71	PANTONE 7669 CP
M — 64	
Y — 0	
K — 0	

Digital	
R — 98	HEX #6263AA
G — 99	
B — 170	



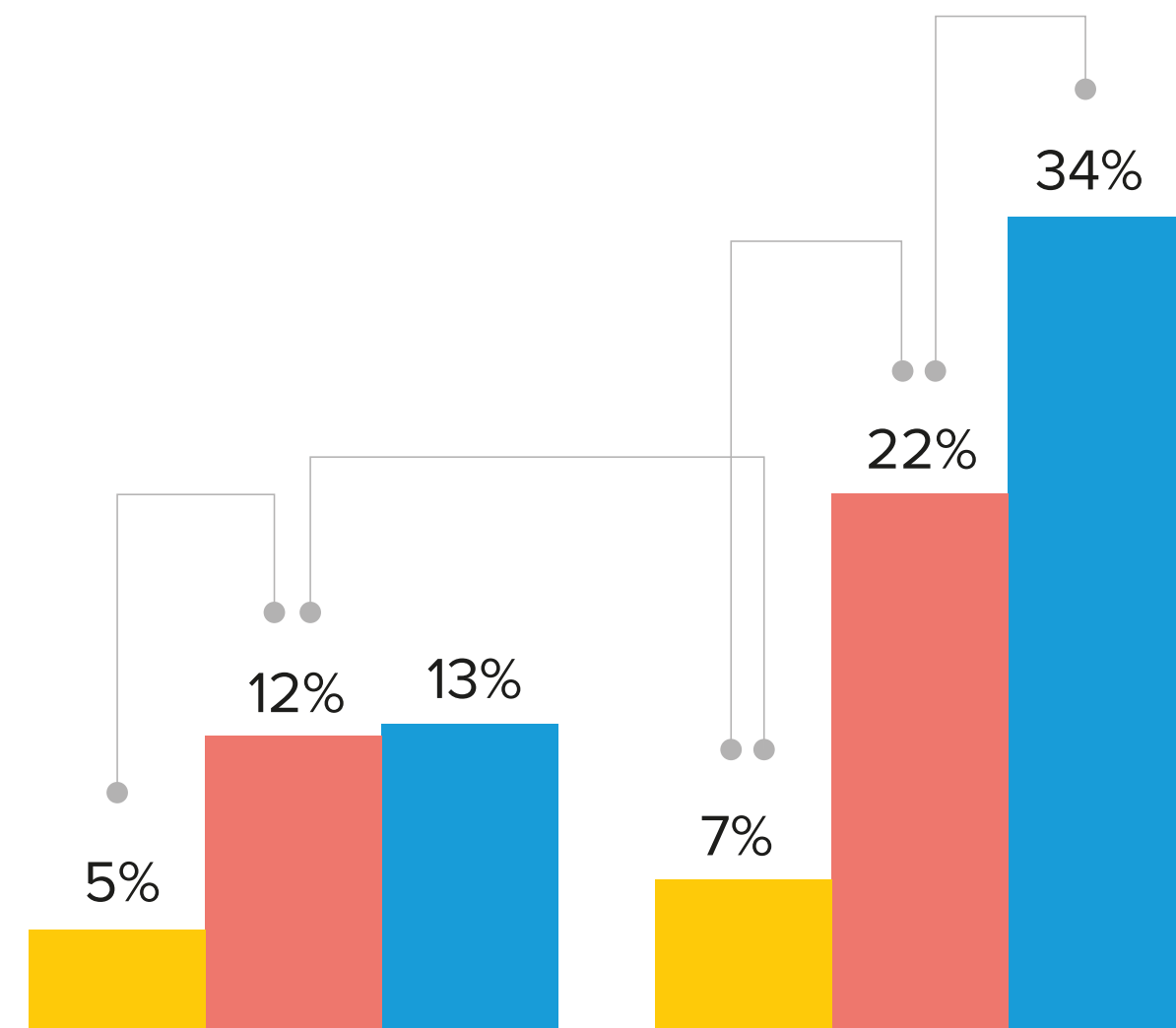
05

# Graphics

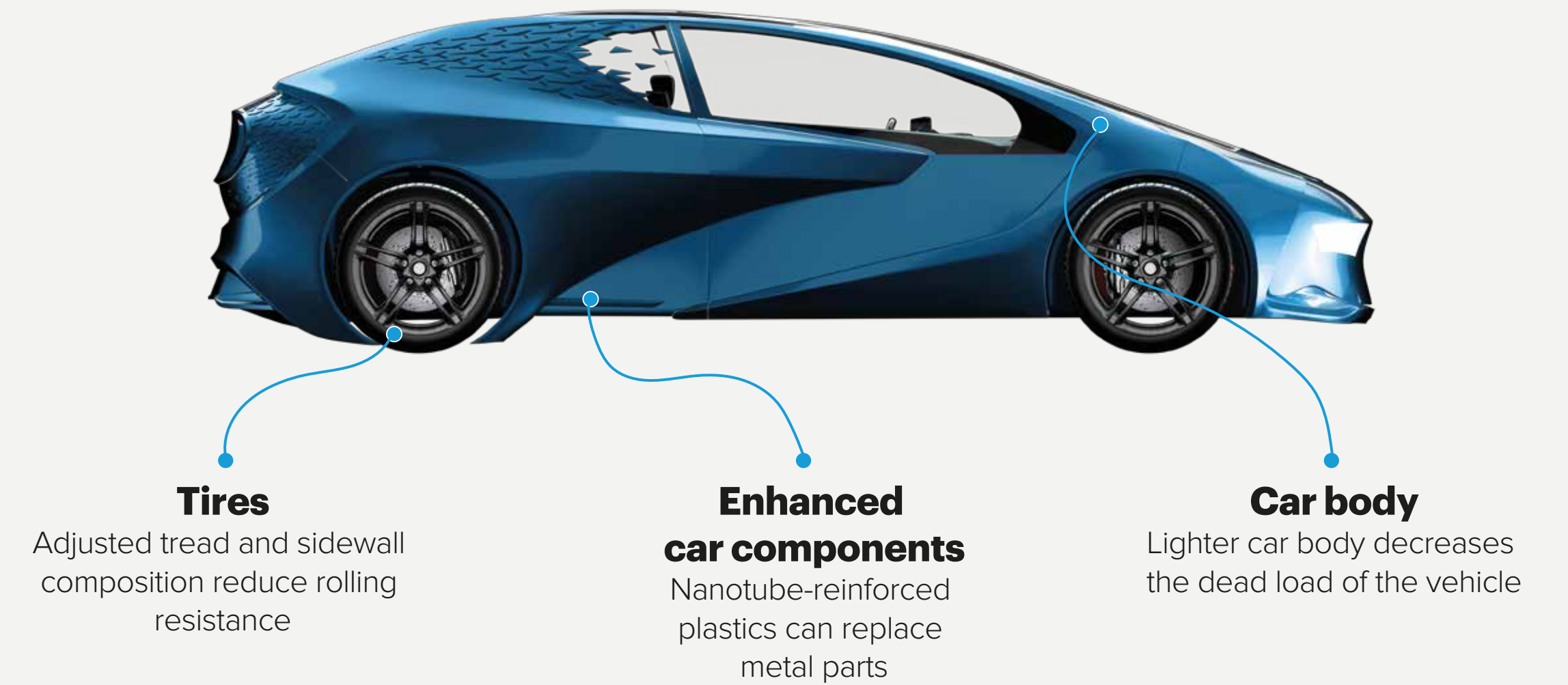


## Company brand graphics

Graphs and tables.  
Straight lines and blocks



Infographics and visualizations.  
Smooth lines and rounds



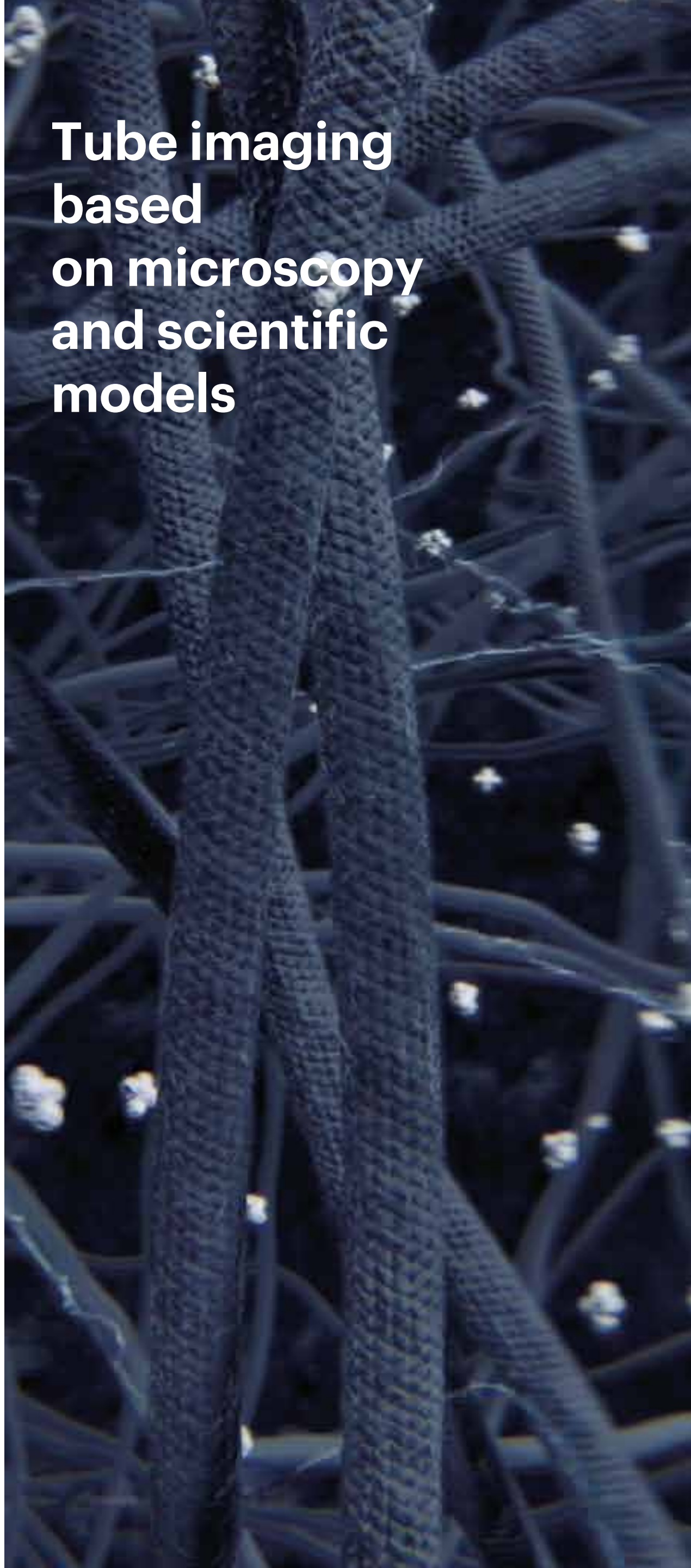


## Graphene nanotube visualizations

Graphene nanotubes visualizations are used for all types of marketing materials, basically as a background.

They can also be used in the design of interiors, branded clothing, souvenirs, etc.

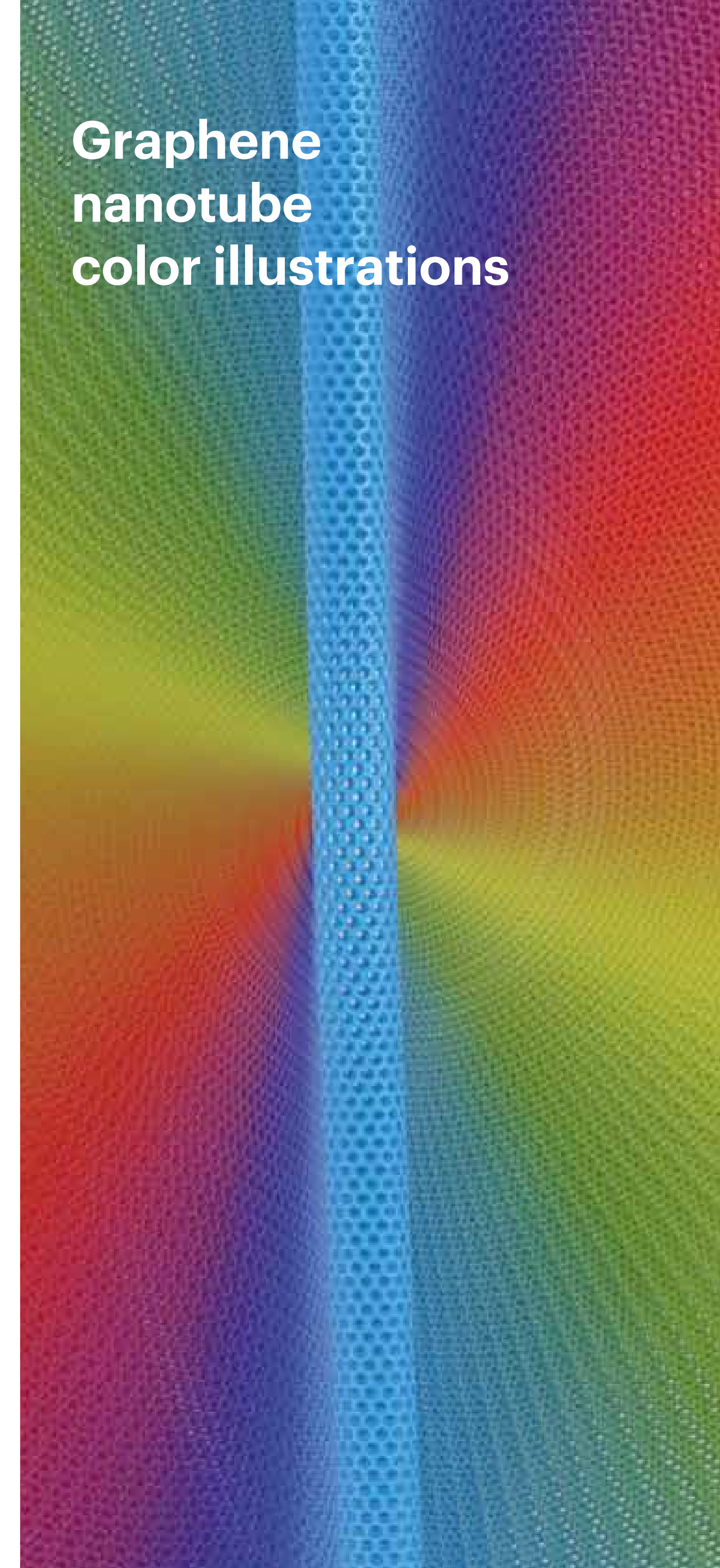
## Tube imaging based on microscopy and scientific models



## Graphene nanotube base illustrations



## Graphene nanotube color illustrations

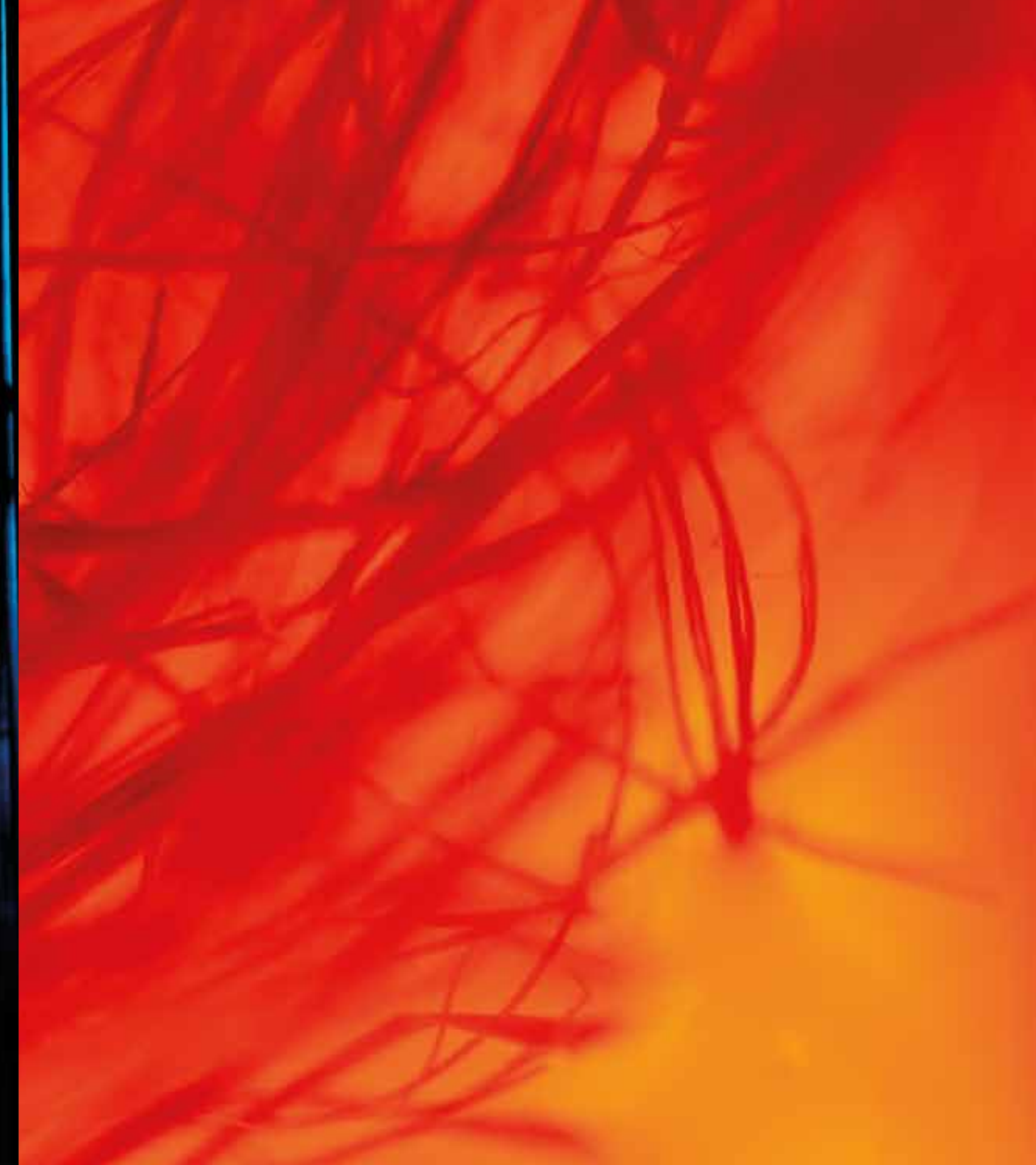
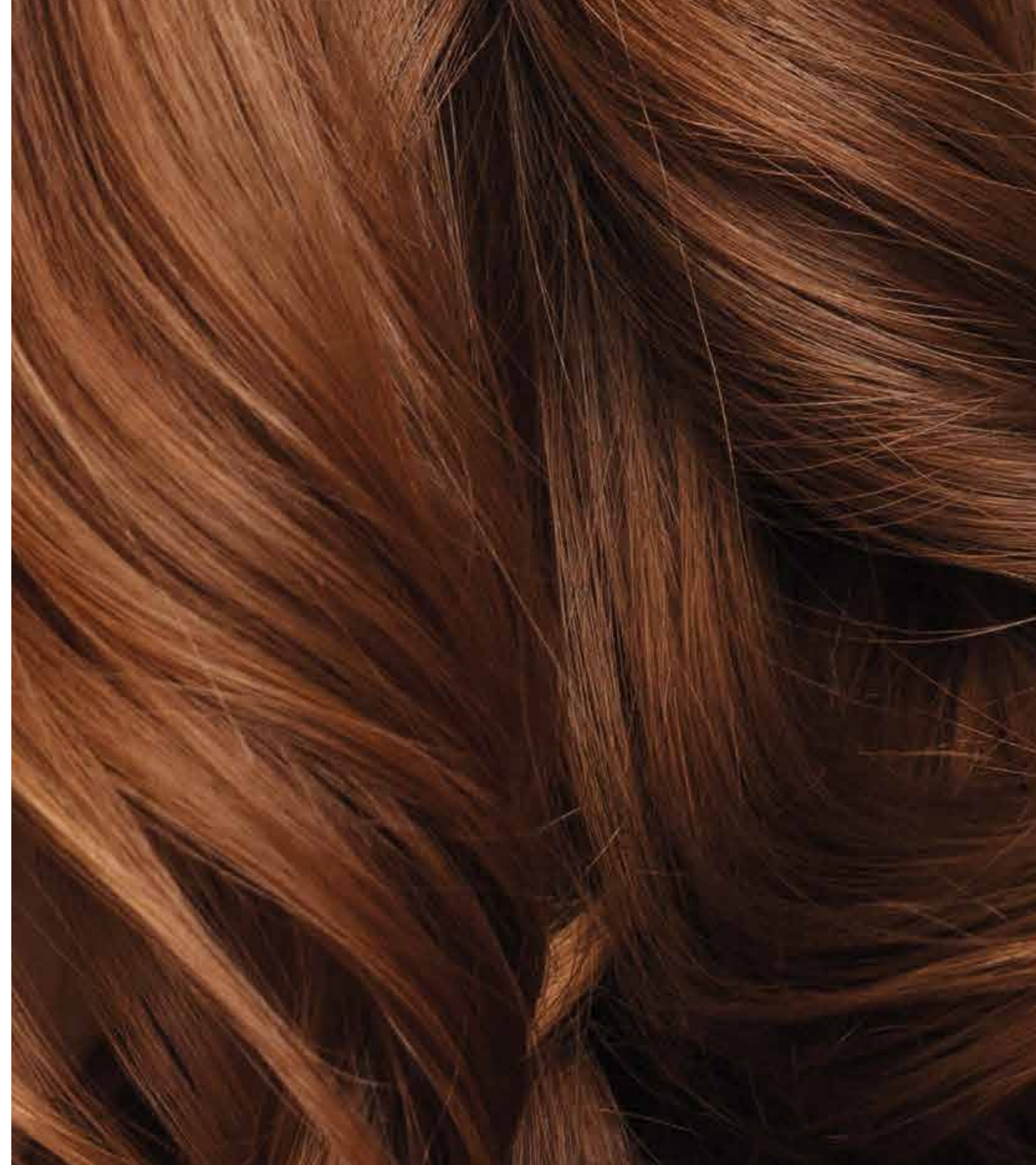
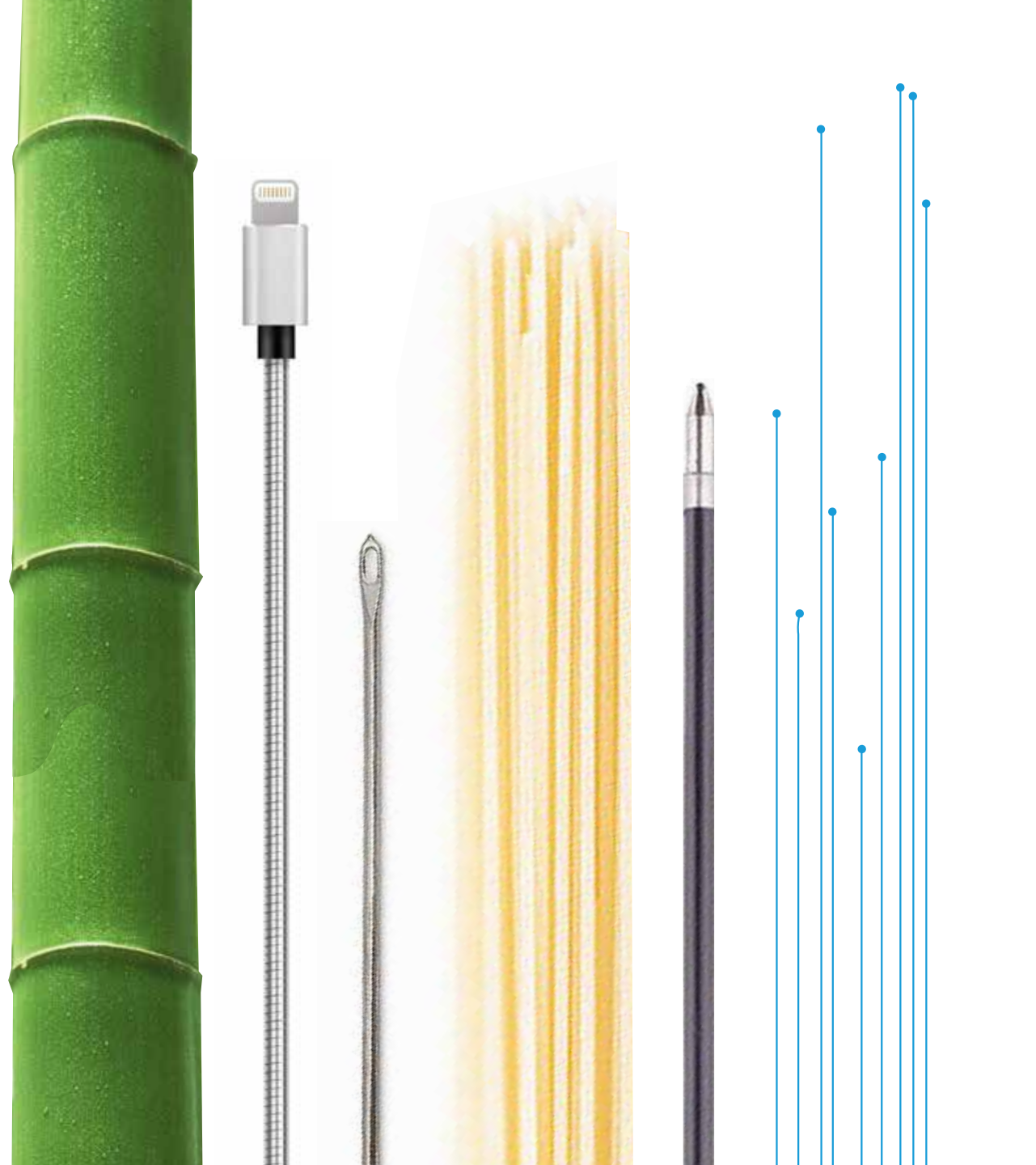




## Images

In branding the company's materials and visuals, the use of images morphologically and visually close to the concept of "tube" is welcomed.

"Tube" can be presented as long and thin, straight or flexible, but needs to be circular in cut and greater in length to the diameter ratio.



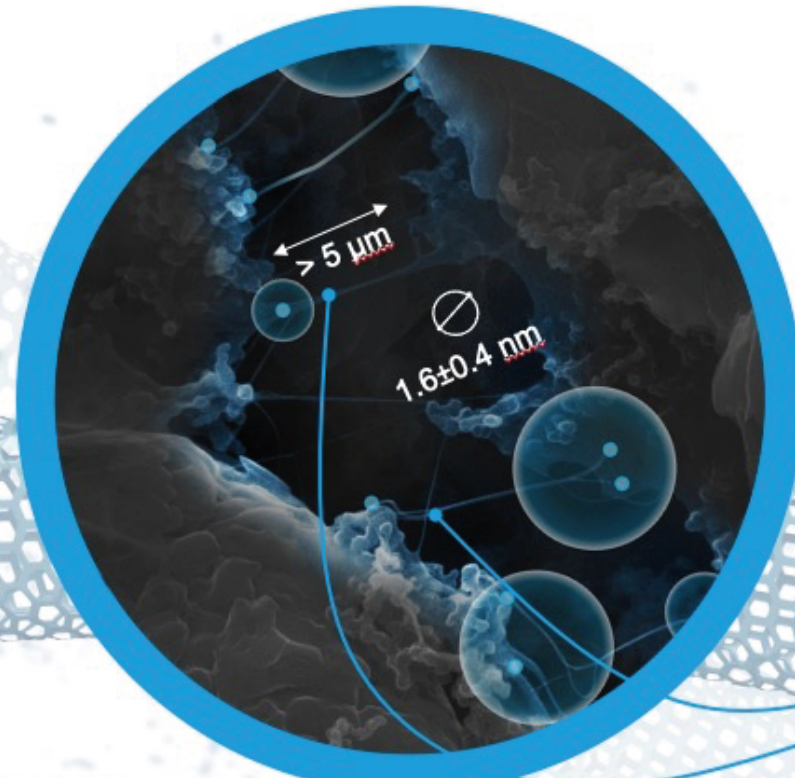


## Graphene nanotube visualizations

Nanotube images based on microscopy or scientific models.

Examples of use

# Graphene nanotubes have revolutionary properties



TUBALL™ in anode material of battery, 200 nm

<b>Excellent conductor</b>	high specific conductivity and current density
<b>100 times stronger than steel</b>	one of the strongest and stiffest materials discovered
<b>Ultralow working dosage</b>	no negative impact on other non-targeted properties of the materials, which GNTs enhance

Graphene nanotubes create a 3D network that yields an unprecedented set of properties that are game-changing for electric vehicles and many other industries.

No other competitor can produce this product at scale like OCSiA. TUBALL™ is the brand name of single wall carbon nanotubes, or graphene nanotubes, produced by OCSiA

Copyright OCSiA S.A., 1, rue de la Poudrerie, L-3364 Leudelange, Grand Duchy of Luxembourg 11

# TUBALL™ enables an EV battery breakthrough

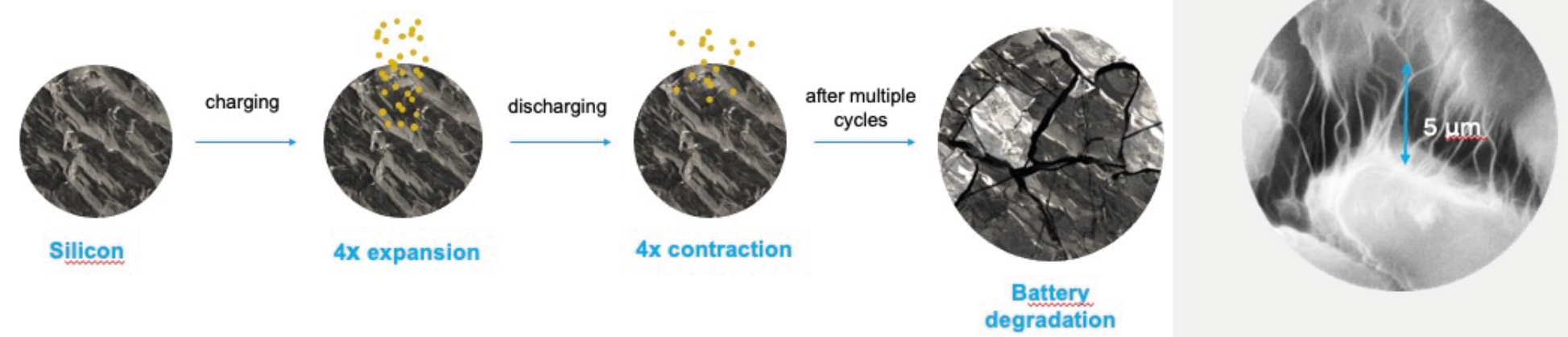
**PROBLEM**

Tesla Battery Day 2020:  
"The challenge with silicon is that it expands 4x when fully charged with lithium ... the particles start cracking, they start electrically isolating and lose capacity"

Silicon is a highly desirable anode material for EV batteries as it has over ten times the energy density of current graphite anodes, allowing for faster charging rates

**SOLUTION**

TUBALL™ is the only material today that creates long, flexible, conductive and strong bridges to keep silicon anode particles well connected to each other even during severe volume expansion and cracking



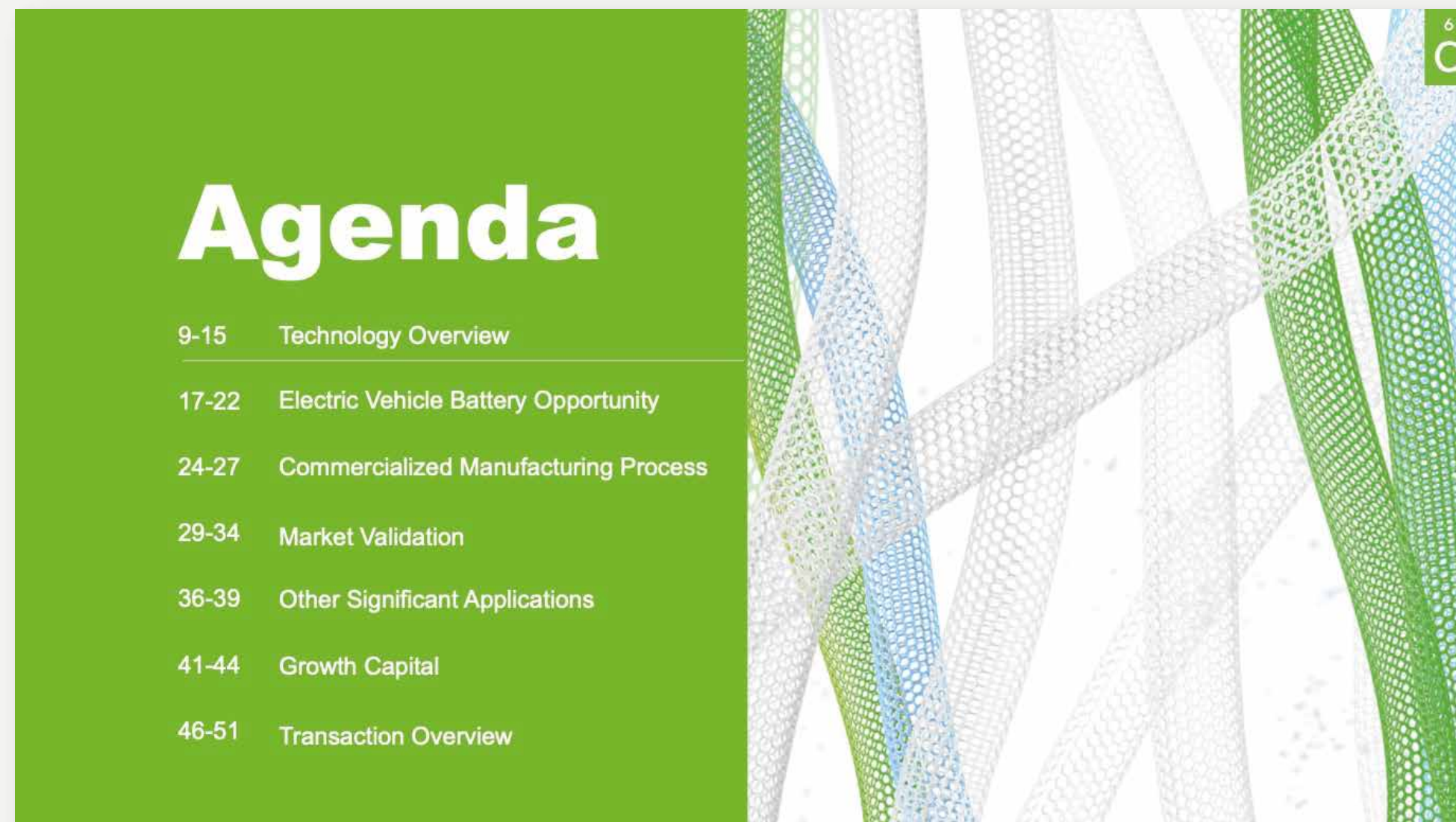
**EV batteries with TUBALL™ are already in serial production by a number of leading Li-ion battery makers**

Copyright OCSiA S.A., 1, rue de la Poudrerie, L-3364 Leudelange, Grand Duchy of Luxembourg 17



## Graphene nanotube visualizations

Base visualization.  
Examples of use



- 9-15 Technology Overview
- 17-22 Electric Vehicle Battery Opportunity
- 24-27 Commercialized Manufacturing Process
- 29-34 Market Validation
- 36-39 Other Significant Applications
- 41-44 Growth Capital
- 46-51 Transaction Overview

example of graphene nanotubes in a presentation



OCSiAl  
graphene nanotubes for global industry

# CERTIFICATE

Awarded to

**John Black**

for excellent completion of training courses on [Learning.ocsial.com](https://learning.ocsial.com)

**Konstantin Notman**  
Chief Executive Officer,  
OCSiAl Group

2021

example of a certificate



## Graphene nanotube visualizations

Color visualization.  
Examples of use





## Company brand icons

The language of icons should be flat, simple, and with only two colors: color background and white lines

Green color is used for infographics about company

Icons can be used as independent objects in infographics

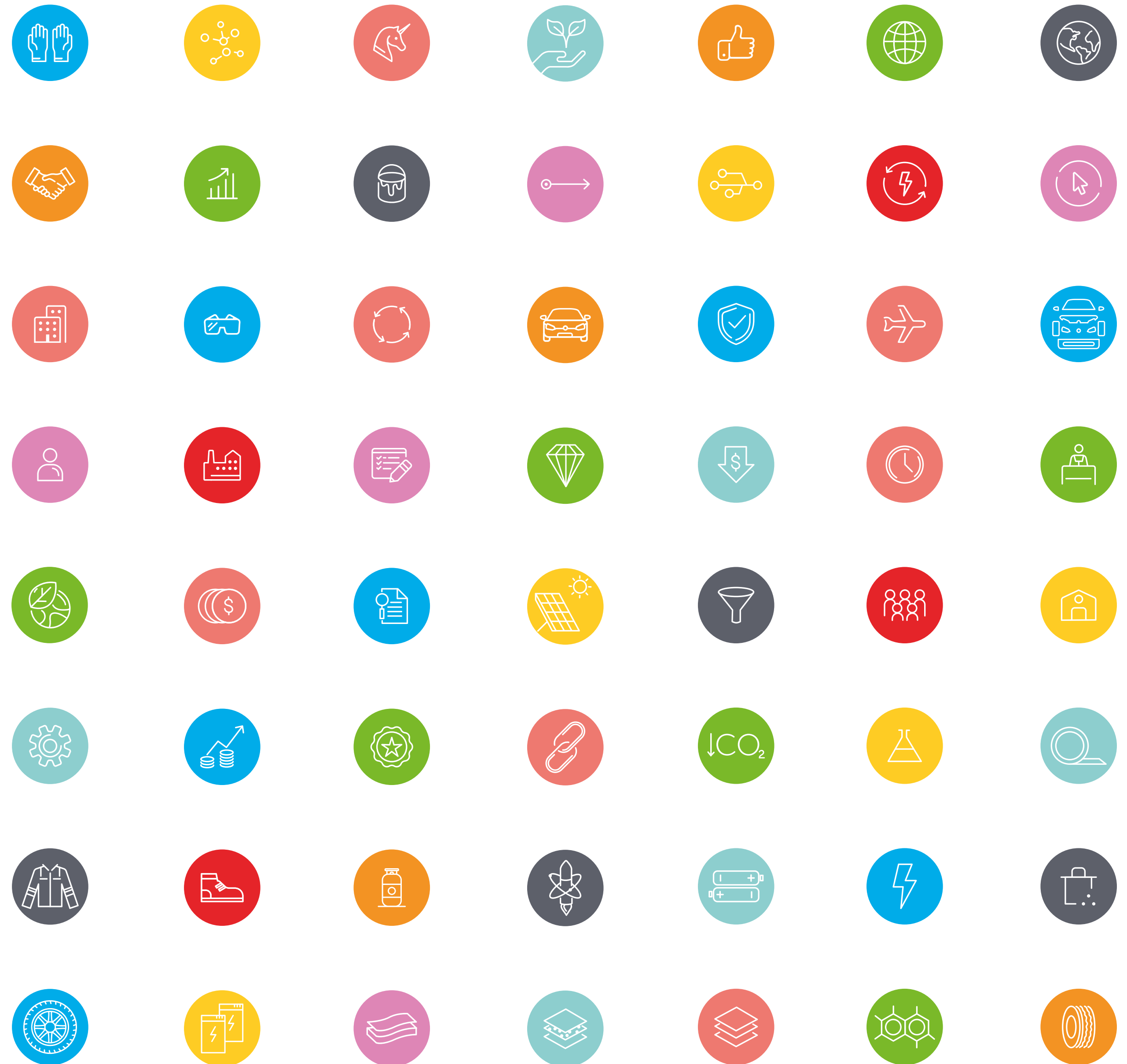


## Company brand icons

The language of icons should be flat, simple, and with only two colors: color background and white lines

Additional colors for pictographs should be used in materials about applications, markets and our products

Icons can be used as independent objects in infographics



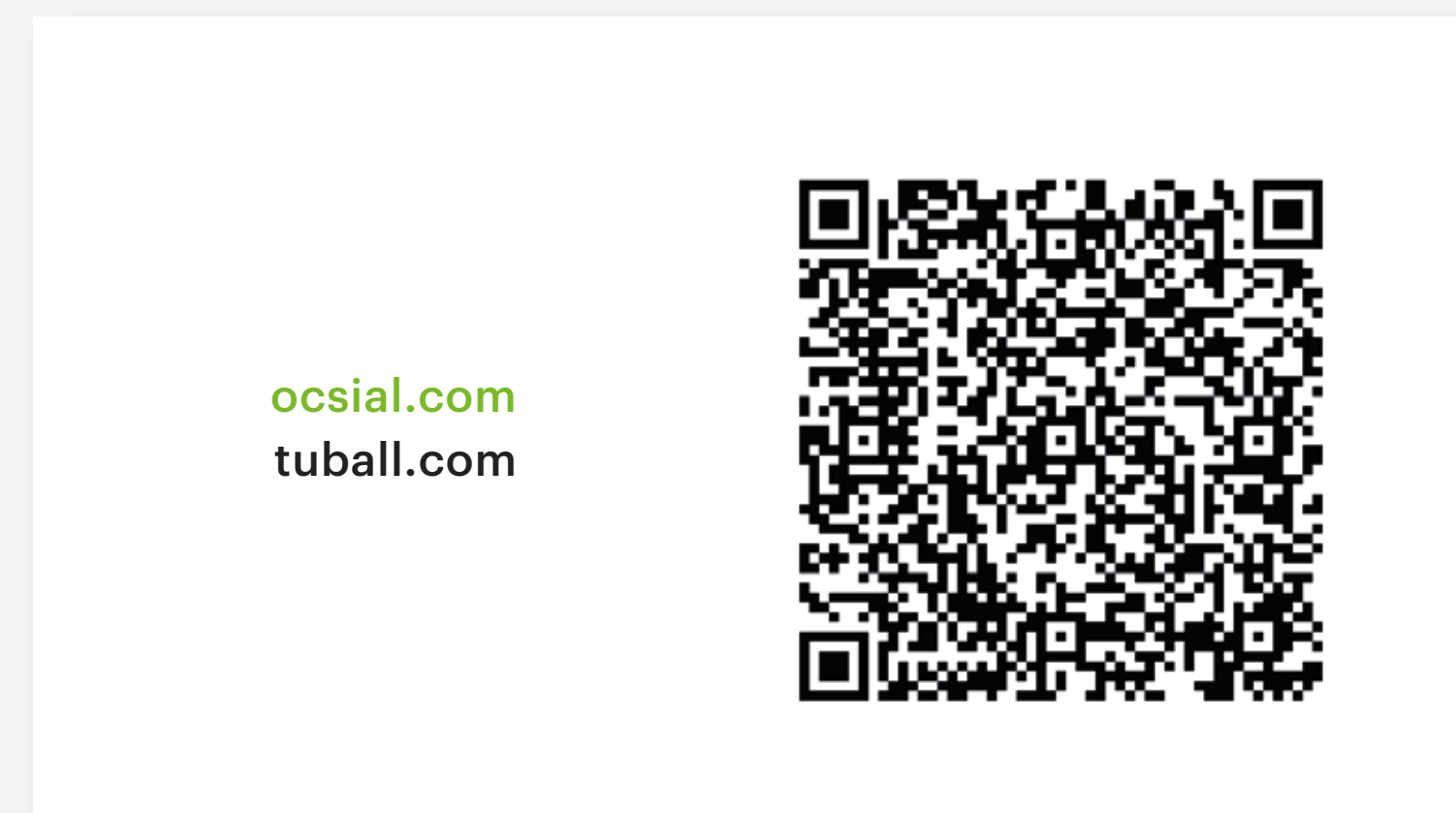


05

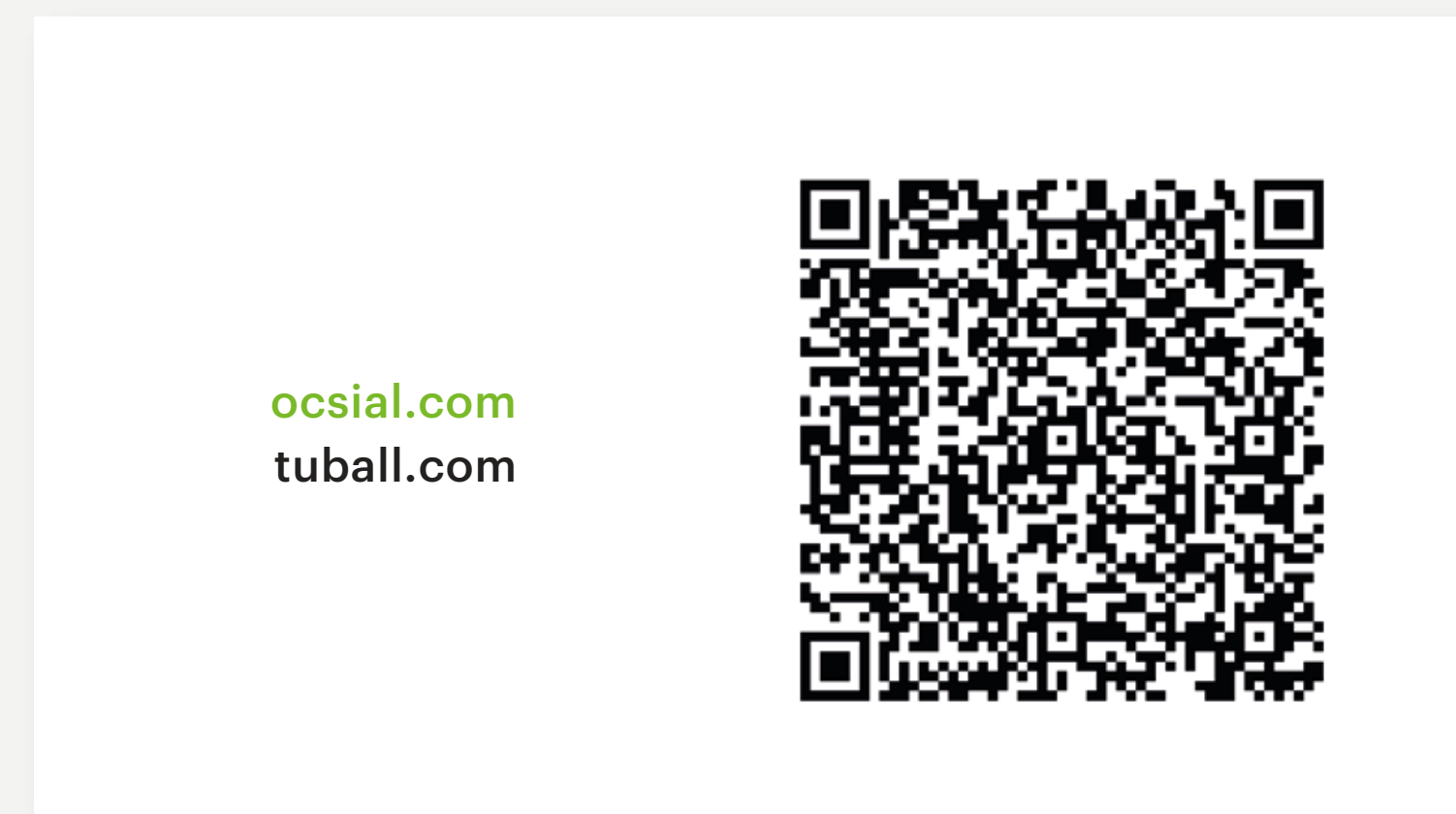
# Corporate documents

## Business card

### Company business card

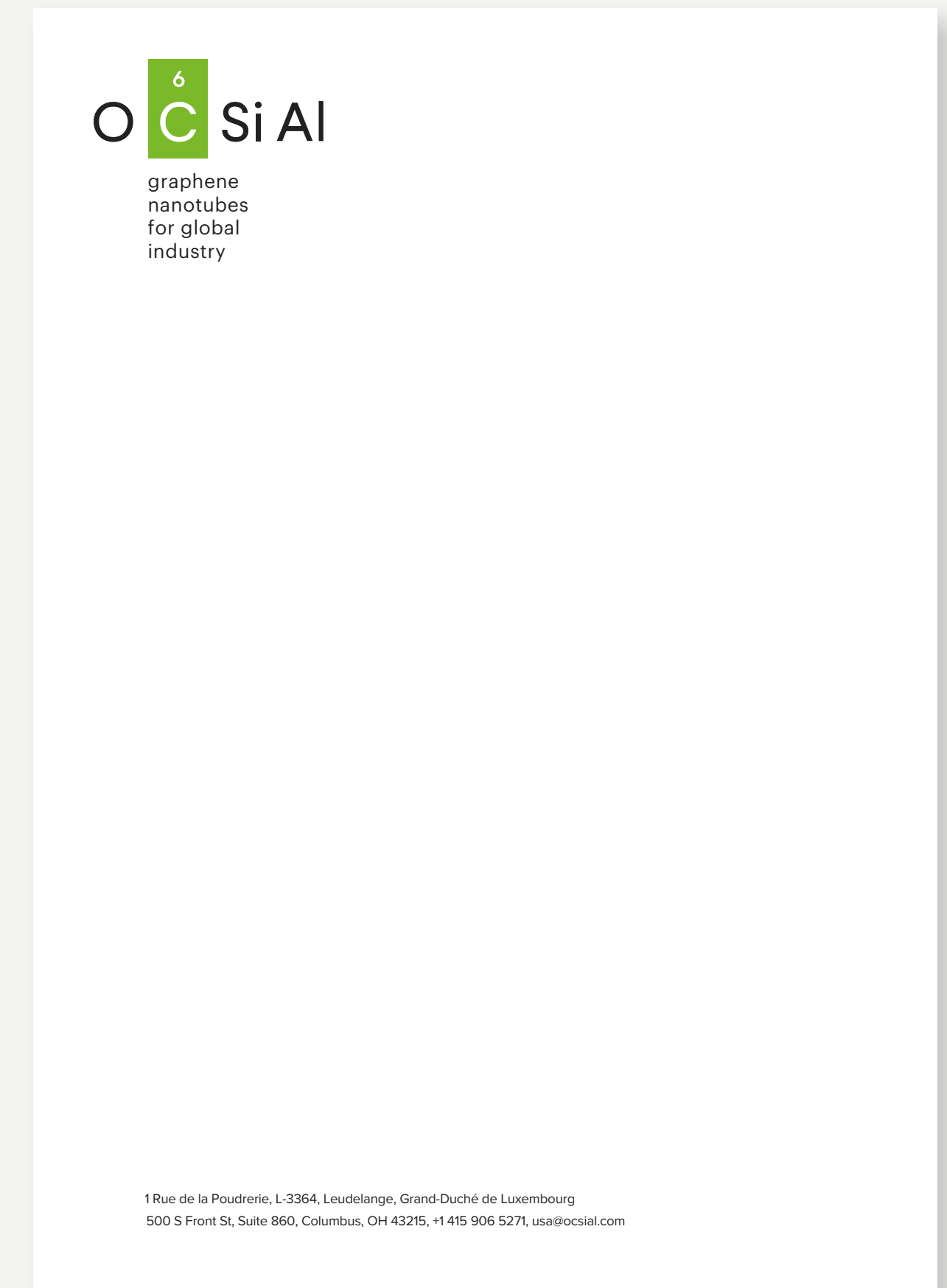
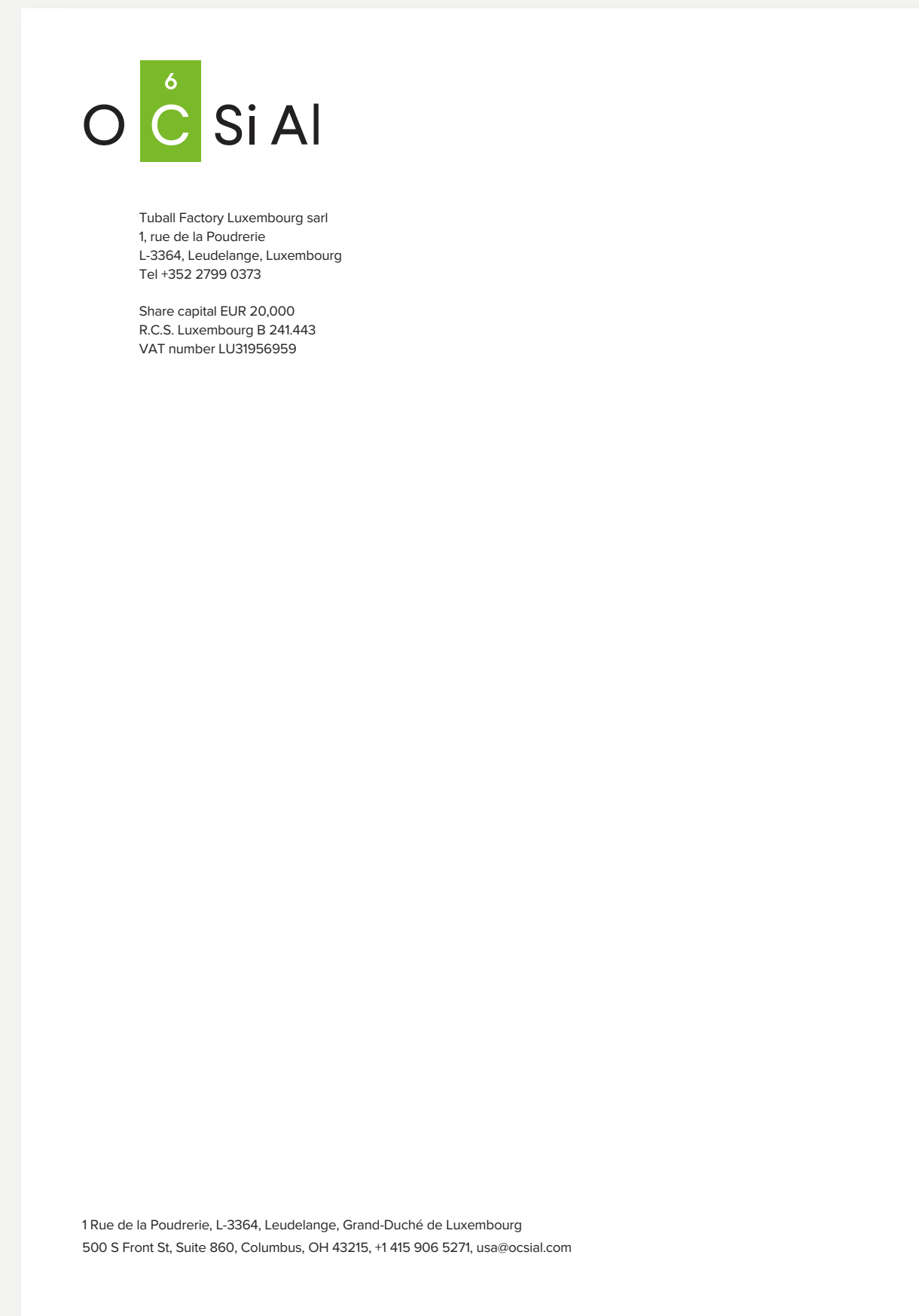
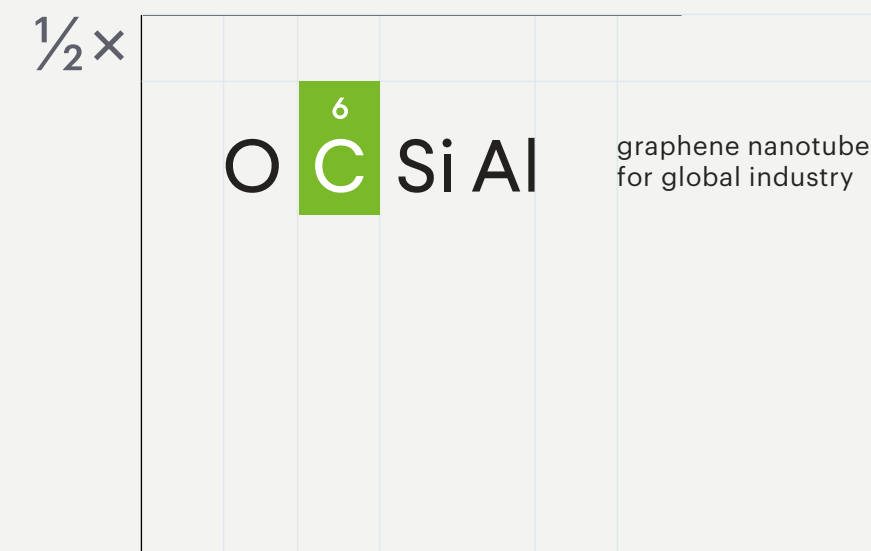
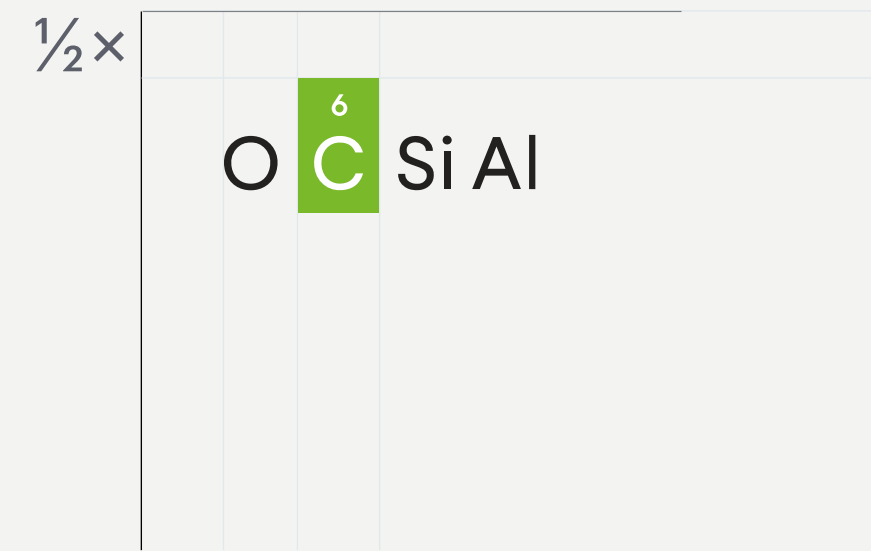


### Regional office business card



# Official documents

## Recommendations for layout of official documents



## Official documents

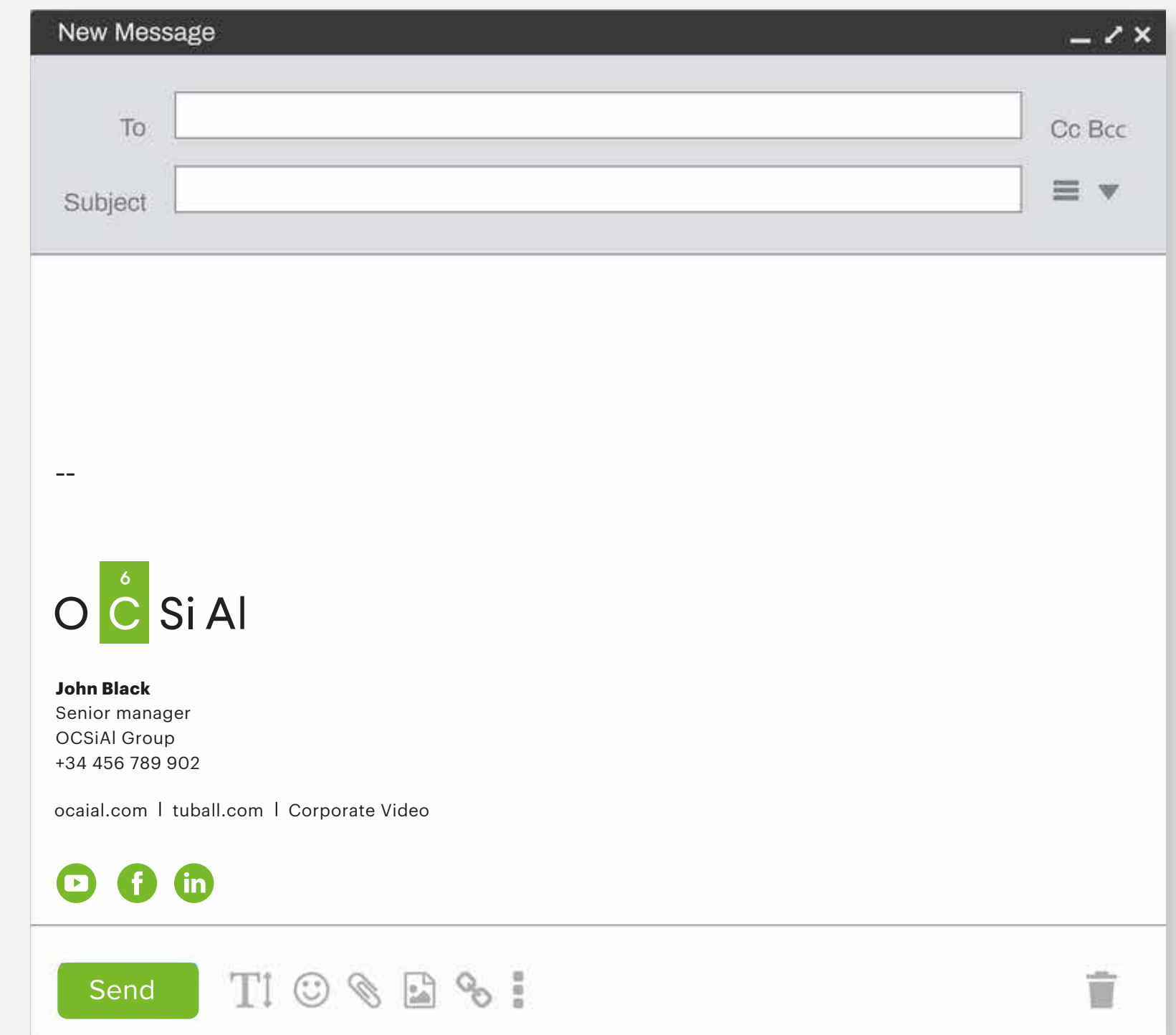
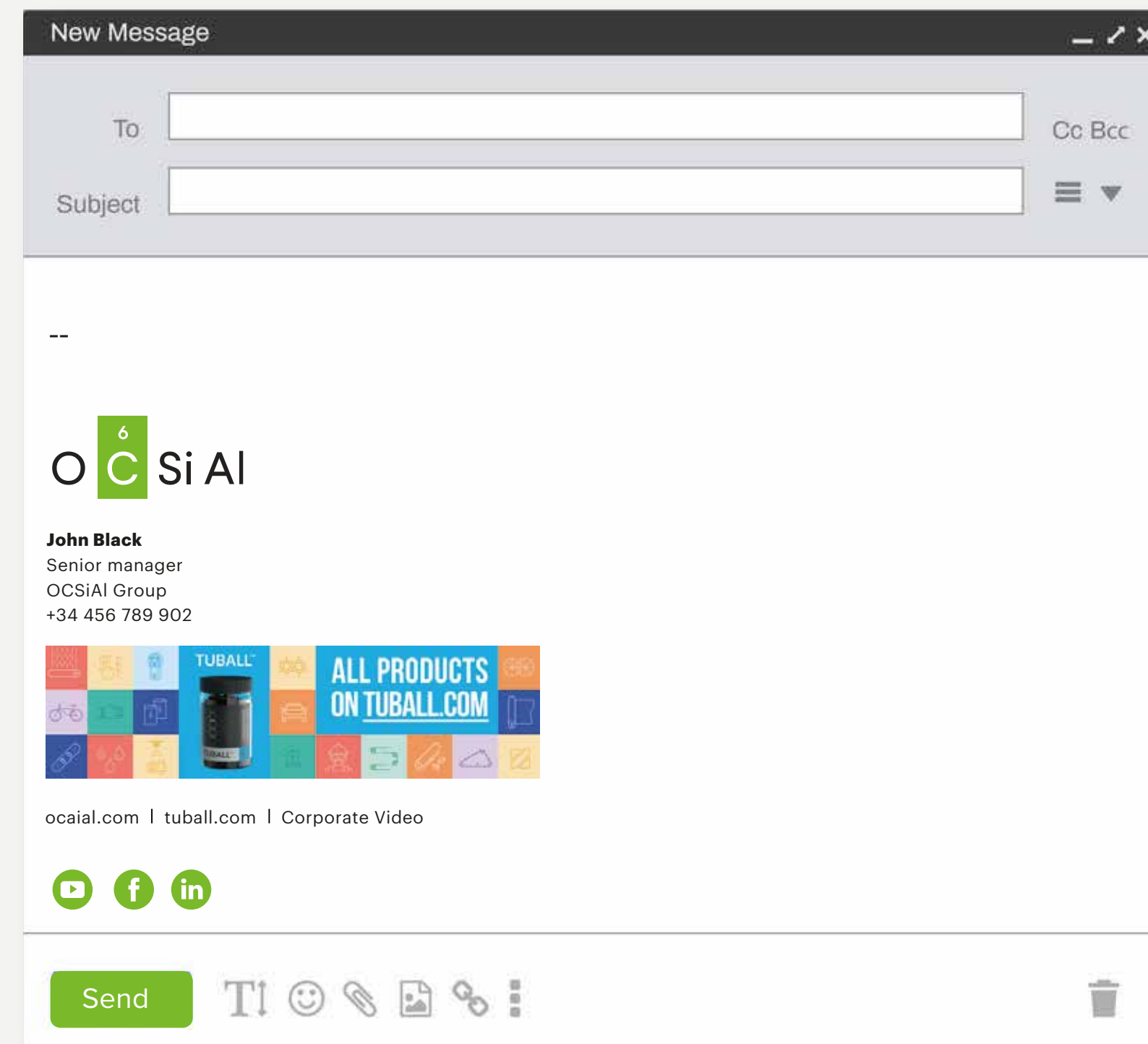
### Postcard and envelope



## Email signature layout

Signatures should only be created by the special OCSiAl signature generator <https://s.ocsi.al.com/s/>

Banners used in signatures could be created based on special request sent to Central Marketing for the upcoming event or theme

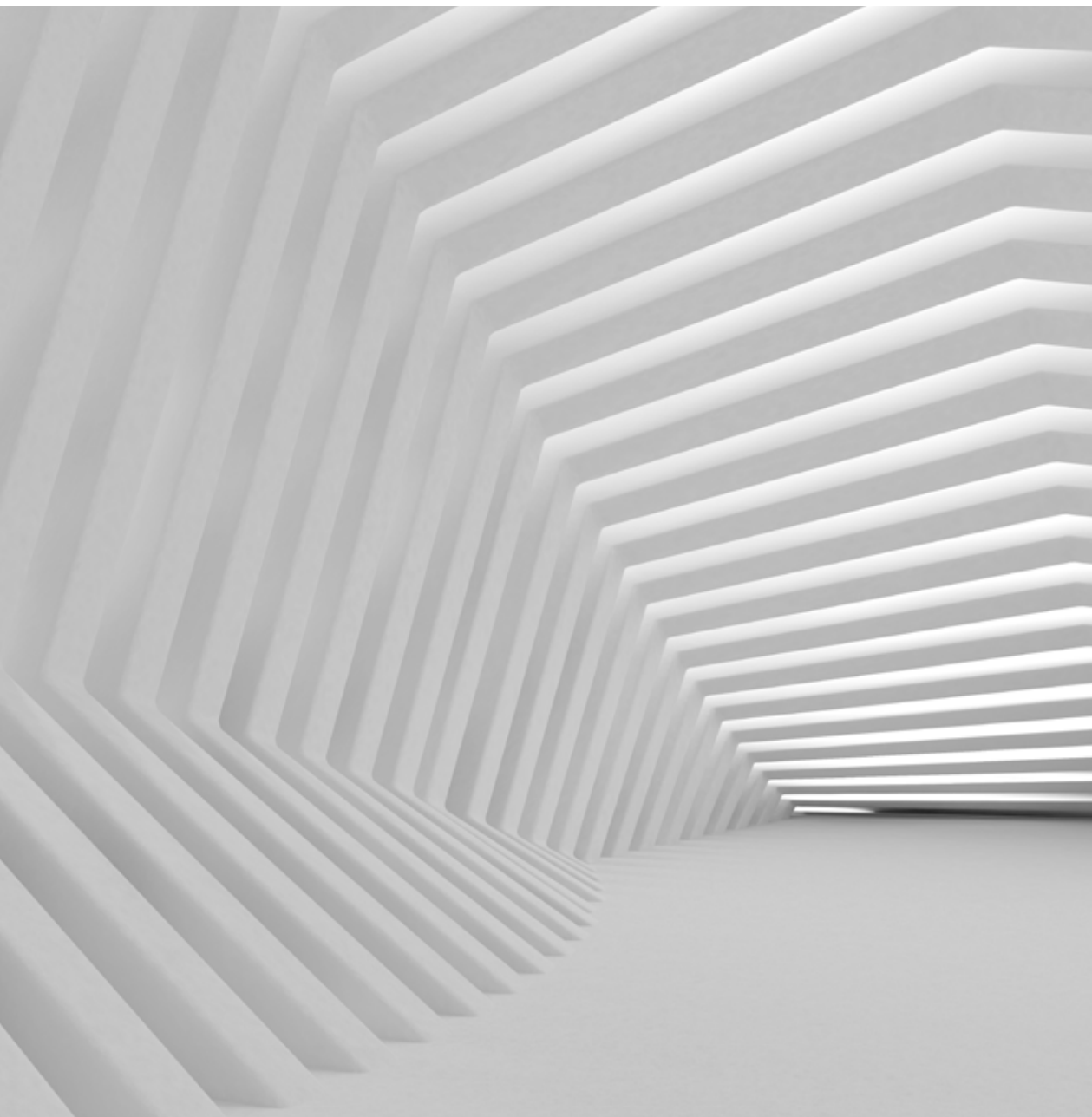


05

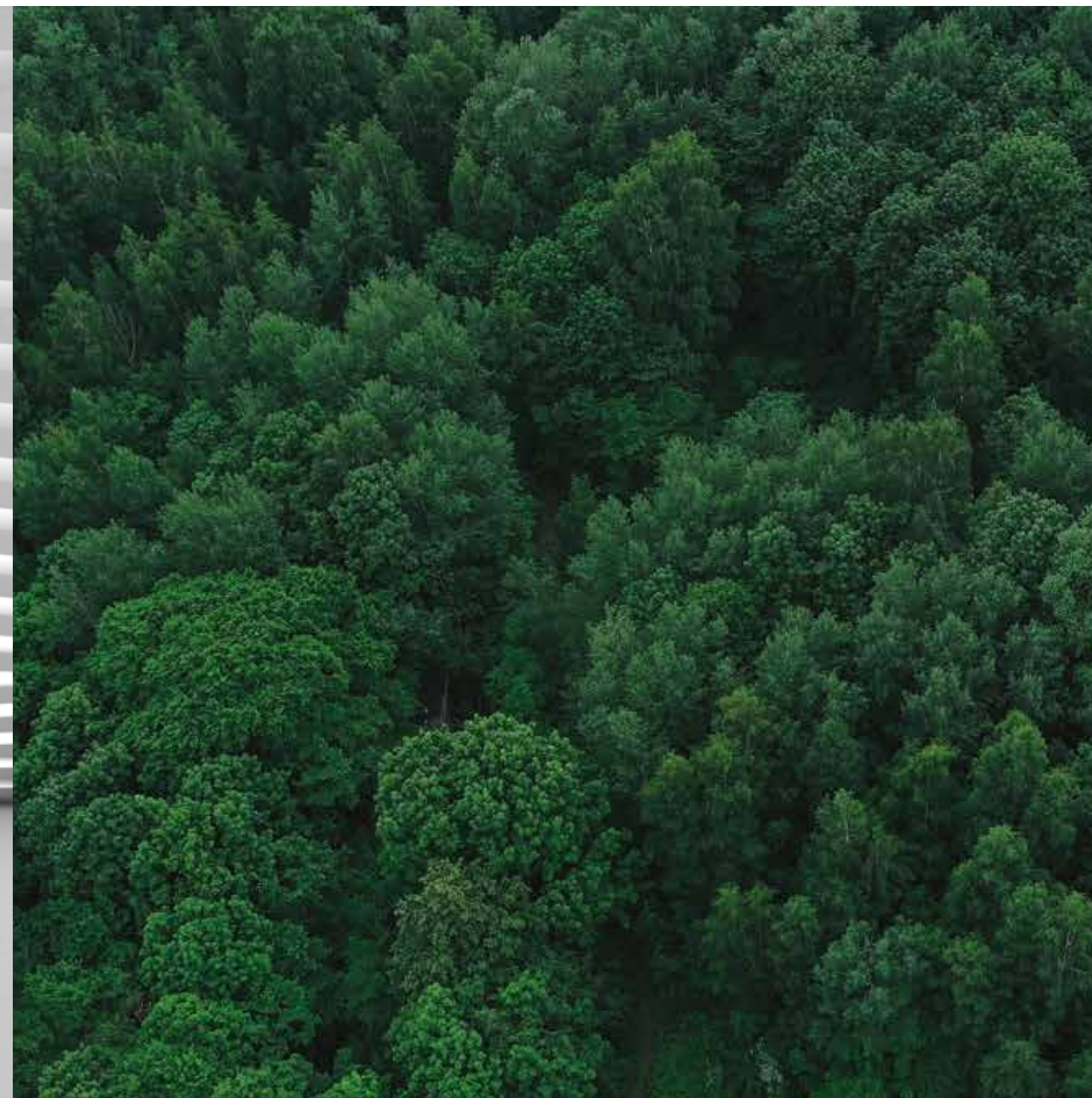
# Photo style



## Photo style



**Innovative  
materials**



**Nature**



**Corporate**



**Materials**



Photo style

Innovative materials.

Examples of use

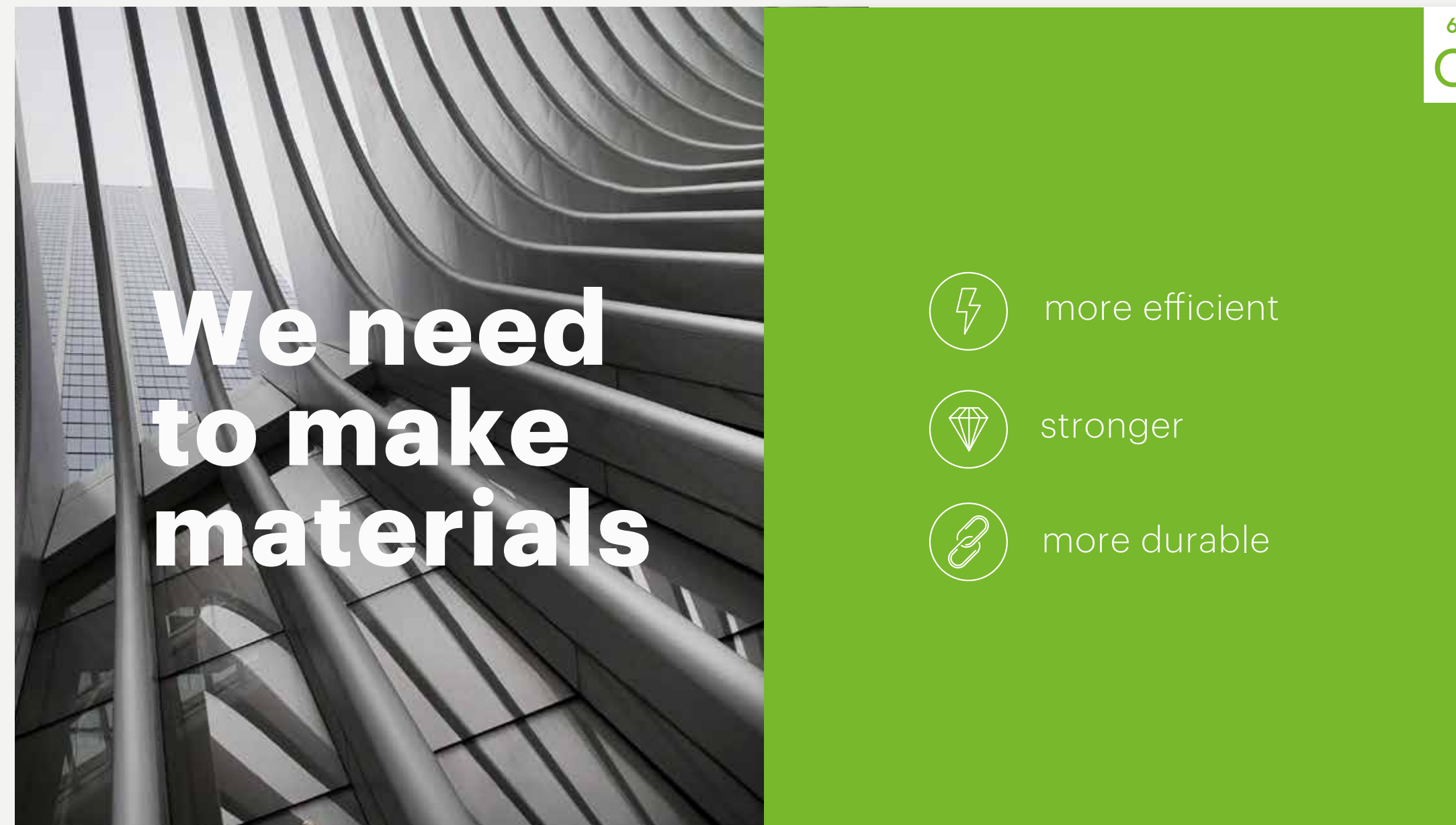




Photo style

Nature.

Examples of use




## BOOSTING THE CIRCULAR ECONOMY

**OCSiAI ENABLES PEOPLE TO BENEFIT FROM ADVANCED TECHNOLOGIES**

Materials—at all stages of their life cycle from extraction to recovery—contribute to one of the largest inputs of greenhouse gas emissions. And the production of materials to meet the needs of the increasing population will double in the next 40 years.

Additionally, materials and products are often used only partially to their full potential.

**USEFUL LOAD OF:**

 PASSENGER CARS <b>20%</b>	 AIRCRAFT <b>15-30%</b>	 OFFICE BUILDINGS <b>&lt;40%</b>
---	--	---

To reduce global materials consumption, we need to make materials more energy efficient, stronger, and more durable.

Graphene nanotubes improve the properties of most materials existing on Earth. As a result, less material can be used to achieve the same result. Enhanced products demonstrate higher energy efficiency and longer cycle life, decreasing the need for new products and thus the CO<sub>2</sub> emissions from their manufacture.

### LI-ION BATTERIES

High-performance Li-Ion batteries with TUBALL™ not only bring the mass adoption of EVs closer, they also enable a reduction in the number of battery cells to be sent for recycling.

### CAR BODY FRAMES

Thermoplastic compounds reinforced with TUBALL™ nanotubes improve durability and reduce weight, leading to higher energy efficiency of cars.

### TIRES

High-performance tires with TUBALL™ could avoid the need for about 600 g of carbon black per tire, leading to a significant reduction in CO<sub>2</sub> emissions from the manufacture of carbon black.

### INDUSTRIAL COATINGS

TUBALL™ enhances the properties of water-based coatings and allows them to overcome technological challenges, leading to reduced usage of solvent and other volatile organic compounds.

... and many other ongoing projects with TUBALL™ will also lead to significant reductions in greenhouse gases emissions.

6  
C





## Photo style


Corporate.

Examples of use

6  
C

### 03 Violations of this Policy

If you inadvertently make a mistake in one of your internet posts, the best approach is to report the incident, be upfront, and correct the post as quickly as possible.



**However, please be aware that a violation of this Policy may result in:**

- disciplinary action, up to and including termination of your employment with OCSiAl;
- legal exposure for OCSiAl to its customers, partners, investors, or other parties;
- loss of business, customers, and reputation for OCSiAl.

2022 SOCIAL MEDIA POLICY 8

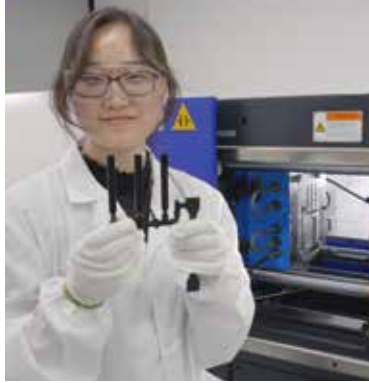
6  
C

### 03 Our mission


## To change all materials and make the world better

OCSiAl's mission is to improve the specific properties of all base materials,\* making the world a better place for all living beings.

We are pursuing this mission by developing universal nanoadditives and introducing them into the manufacturing industry. This is leading to the creation of a new generation of nanoaugmented materials and end products, whose previously unobtainable properties will become the standard for consumer expectations.



Enhancing the specific properties of materials radically reduces their "price per property." Fewer actual materials will be needed to create more effective products. This fundamental shift will play a crucial role in the necessary reduction of carbon emissions, helping to halt the degradation of our biosphere and allowing people throughout the world to raise their standard of living and reap the benefits of modern civilization.



\*Base materials are materials with a chemical composition substantially different from that of raw materials and with an annual worldwide production output exceeding 0.1 million tonnes.

2021 CORPORATE CODE OF ETHICS 5



Photo style

Materials.

Examples of use

# TUBALL is a game-changing material

TUBALL has potential applications across 50% of all known base materials on Earth

It provides significant benefits across a broad range of end uses:

- BATTERIES
- TIRES
- RUBBERS, SILICONE LATEX
- THERMOPLASTICS
- COMPOSITES
- ELECTRONICS
- COATINGS

9

## Next-generation materials with graphene nanotubes

### TIRES

# + 60% STRENGTH

6

05

# Layout recommendations



# Formats

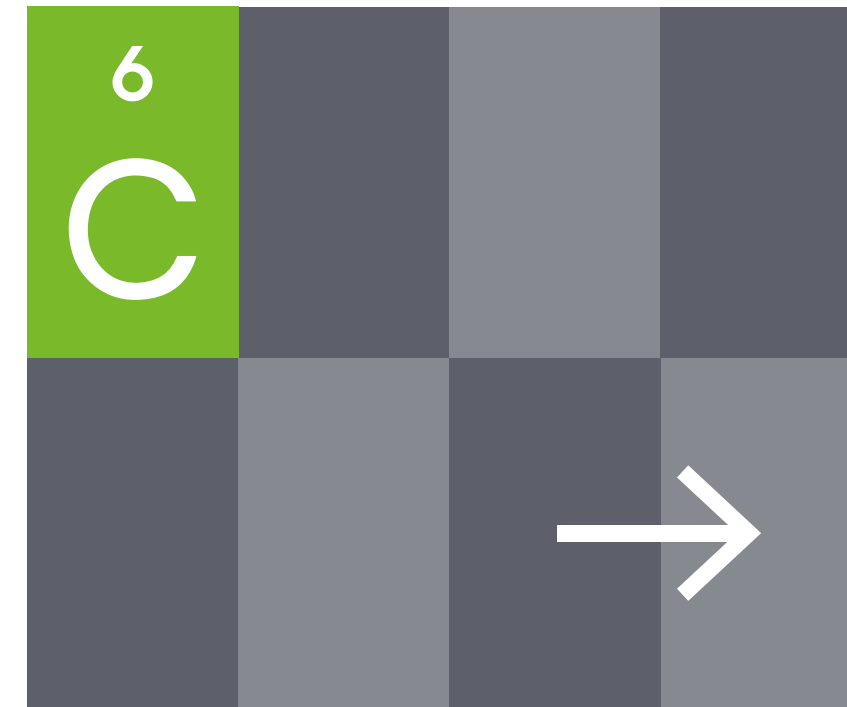
When creating your formats, you should be guided by the logo

The minimum usage format is 1x3, in this format you can place additional graphic elements or icons

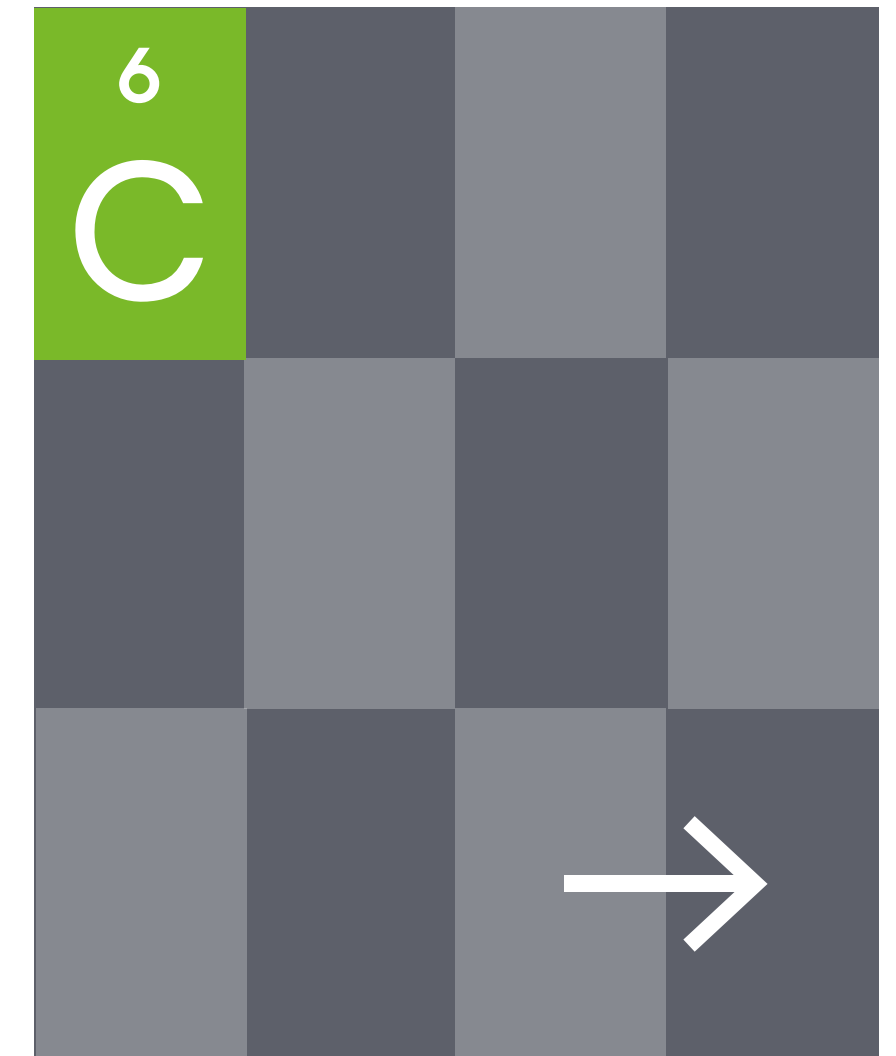
1x3



2x4



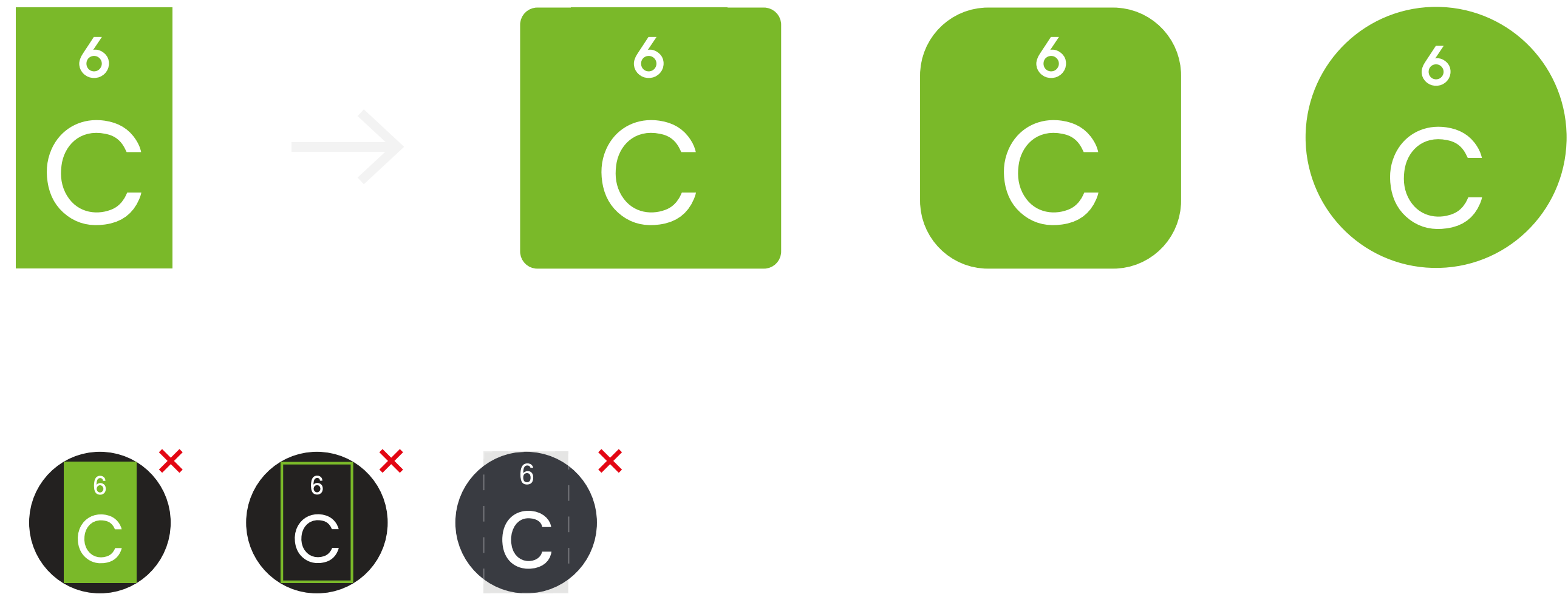
3x4



## Avatar for social media

Application icons  
and social media  
are developed individually

They are the exception  
from the guidelines  
in relation to free space  
and have a size that best  
fits each figure



# Presentations template

This layout only shows fields  
for the slides.

You can always get the most  
relevant up to date corporate  
presentation via request to Central  
Marketing Department

## What are graphene nanotubes (GNTs)?

Graphene nanotubes (GNTs), or single wall carbon nanotubes (SWCNTs), are carbon nanomaterials with break-through properties that can drastically enhance the physical properties of other materials

Graphene nanotubes (GNTs) are one-atom-thick rolled-up graphene sheets. Graphene nanotubes give advantages unachievable with other additives and make it possible to create revolutionary products and materials.

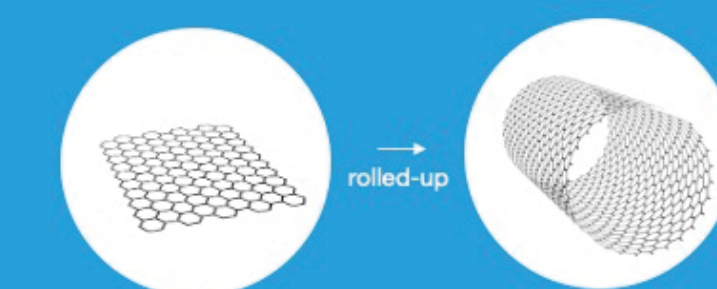
Key properties of GNTs include:

- Incredible strength and flexibility while being light-weight
- High electrical & thermal conductivity and stability
- Compatibility with almost all materials

Other common carbon-based materials (shown on the down right) differ fundamentally from GNTs in terms of origin, morphology and methods of production, yielding different properties.

GNTs have the potential to transform other materials in unprecedented ways compared to existing carbon-based materials.

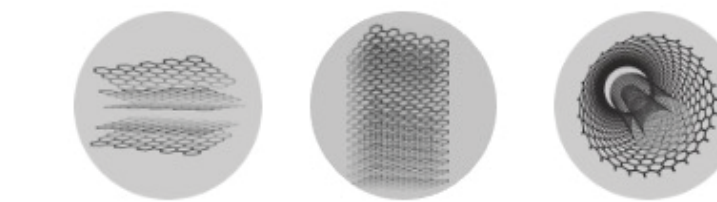
### GRAPHENE AND GNT: materials with ground-breaking properties



Graphene  
"Wonder material"  
Nobel Prize 2010  
difficult to produce at scale

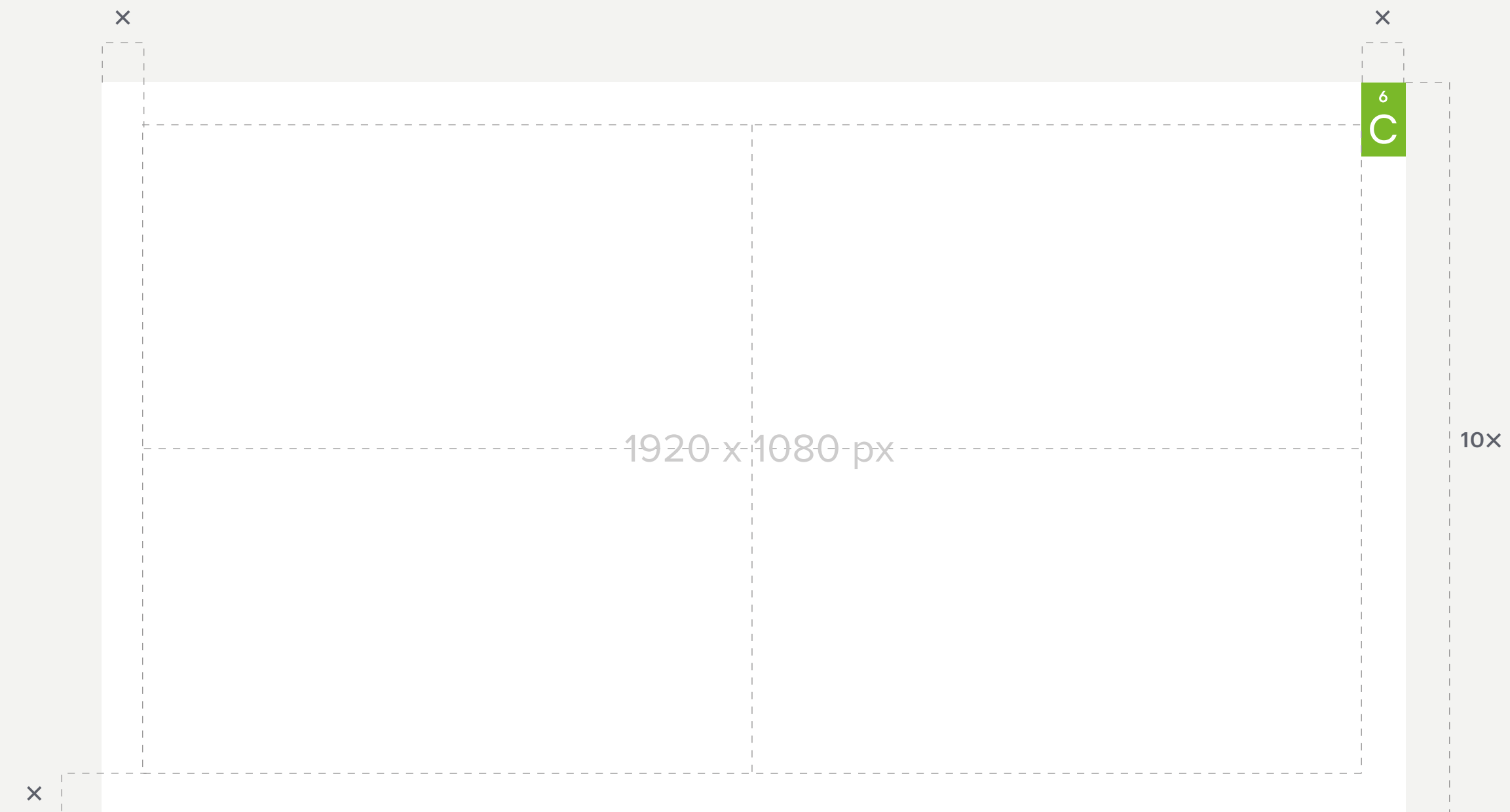
TUBALL™  
Graphene nanotubes  
produced by OCSiA  
can be mass-produced

### ALTERNATIVE CARBON MATERIALS: properties far behind graphene and GNT



Nanographite      Graphite structures      MWCNT

10



1920 x 1080 px

6 C

10x

## Template presentations

This layout only shows fields for the slides.

You can always get the most relevant up to date corporate presentation via request to Central Marketing Department

