



OCSiAl Corporate Style Guidelines



carbon
nanomaterials
for the global
industry

Company symbols and logo

The logo is the main element of the corporate style.

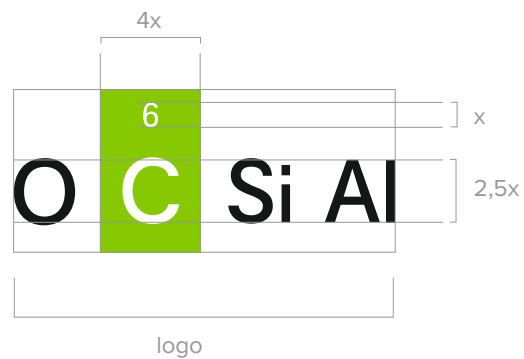
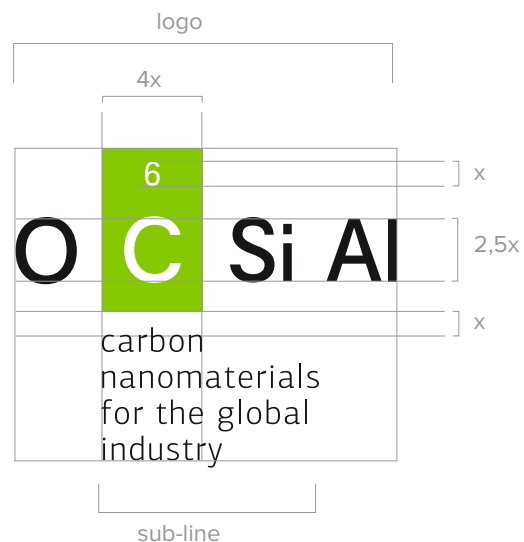
All of the company's visual materials should express the idea of lightness and laconism.

It is prohibited to distort the shape of the logo or its individual elements, or violate the mutual arrangement of the block elements.

Logo with the sub-line



Logo without the sub-line



Logo: basic option

1. with the sub-line;
2. without the sub-line (used in cases where space is limited).

The option of the logo in a block with the sub-line is always preferable.

The provided logo options serve as templates.

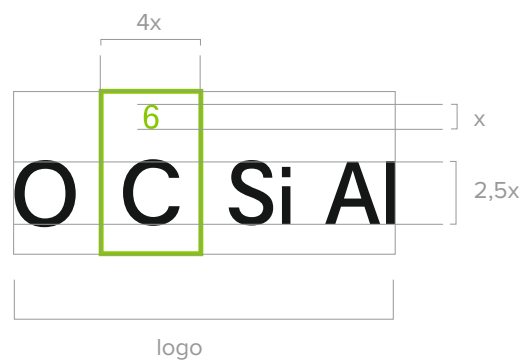
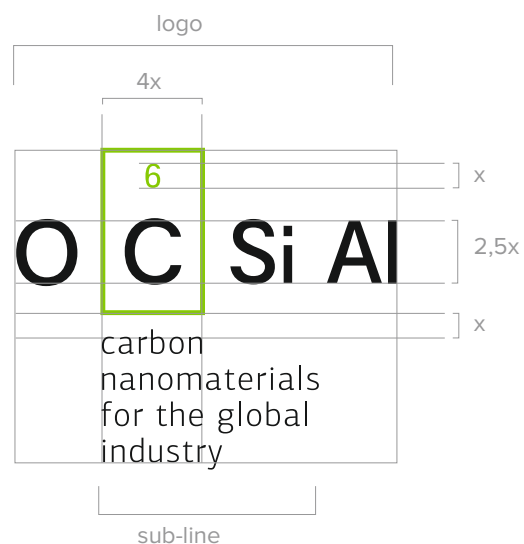
In working on layouts, always use samples of symbols and blocks provided in the electronic version of the Guidelines.

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

Logo with the sub-line



Logo without the sub-line



Logo: additional option

1. with the sub-line;
2. without the sub-line (used in cases where space is limited).

The option of the logo in a block with the sub-line is always preferable.

The provided logo options serve as templates.

In working on layouts, always use samples of symbols and blocks provided in the electronic version of the Guidelines.

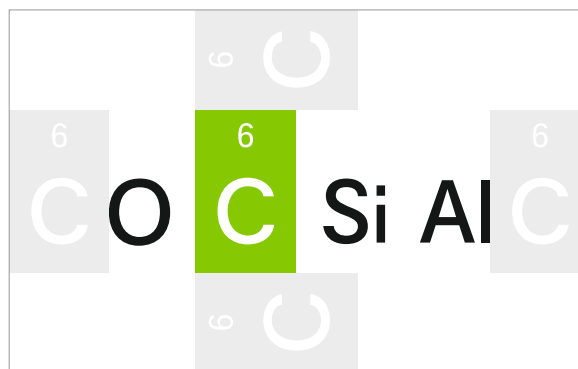
The arrangement and proportions of the logo elements must not be changed. The scheme is given only to allow verification of the correctness of the logo layout.

Logo with the sub-line



Boundary of the protective field of the logo

Logo without the sub-line



Boundary of the protective field of the logo

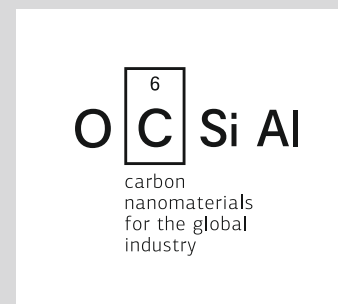
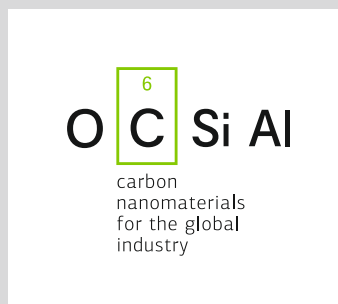
Protective field of the logo

1. with the sub-line;
2. without the sub-line.

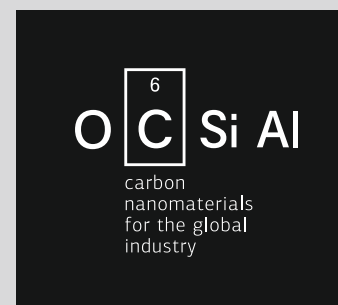
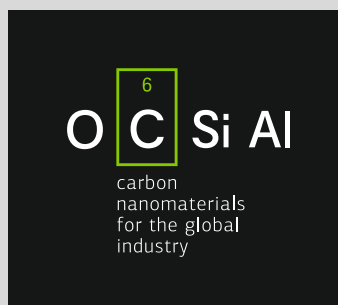
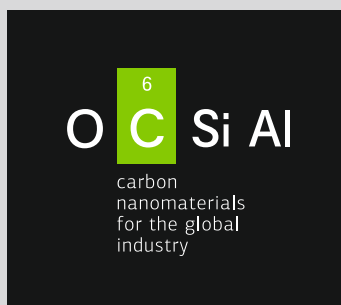
This is the minimum field of the logo. The protective field must be respected even when there is limited space for reproducing the logo, and also when it is necessary to enlarge the logo as much as possible.

There must not be any active elements or foreign bright colours within the protective field. The minimum size of the symbol background is equal to the protective field.

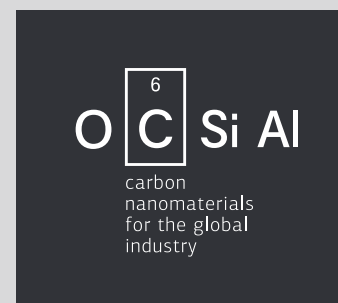
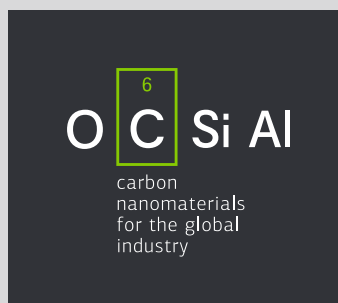
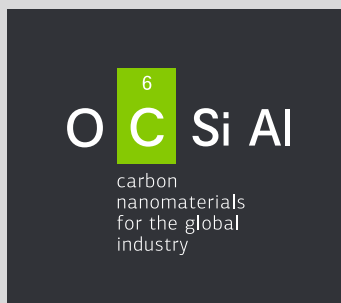
Reproduction options of the logo
on a white background



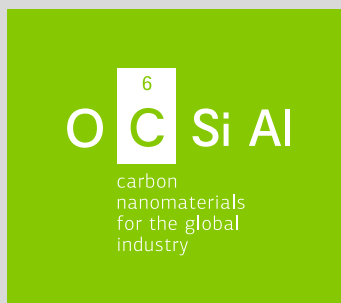
Reproduction options of the logo
on a black background



Reproduction options of the logo
on a graphite background



Reproduction options of the logo
on a green background



Reproduction of the logo

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

1. white;
2. black or graphite;
3. green.

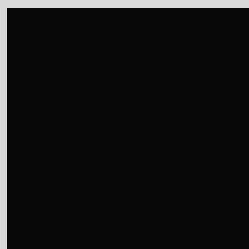
The provided logo reproduction
options serve as templates.

In working on layouts, always use
samples of symbols and blocks
provided in the electronic version of
the Guidelines.

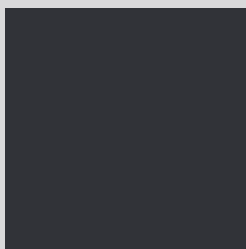
Basic colour scheme



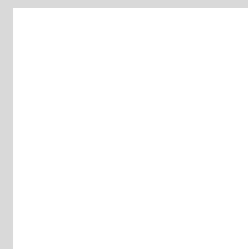
Pantone 375 EC
C38 M35 Y33 K100
R124 G185 B50



Pantone 426 C
C38 M35 Y33 K100
R35 G34 B33

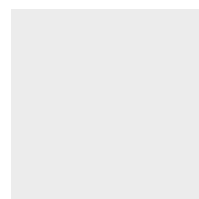
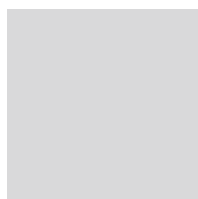
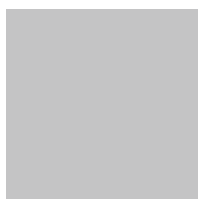
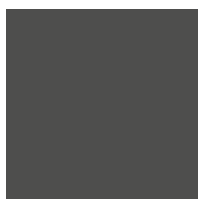
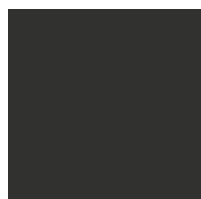


Pantone Cool Gray 11 C
C38 M35 Y33 K100
R65 G66 B72



Pantone White
C0 M0 Y0 K0
R254 G254 B254

Additional colour scheme (gradations of different shades of grey and silver)



Company brand colour

The corporate style provides for four main brand colours — black, graphite, green and white.

It is allowed to use any of the brand colours and their combinations in general corporate materials.

The main brand colours are the colours of the symbols, as well as colour accents and brand backgrounds.

The additional colours are merely accompanying.

The company's colour scheme is also used in the design of interiors, brand clothes, souvenirs, etc.

Proxima Nova

This is the basic font, and it must be used, if possible, in all company layouts.
Proxima Nova Black / Bold is used as a display type (for headings).
Proxima Nova Bold / Regular is used for large blocks of text.

If it is not possible to use these fonts, Arial may be used as an additional one
(for processing documents in Word, PowerPoint, etc.).

Proxima Nova Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890«»;:?!#%?*()

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890«»;:?!#%?*()

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890«»;:?!#%?*()

Using fonts

Proxima Nova, the corporate font, is used when typing all texts and headings in printed materials. The Regular typeface is used for typing the main text (e.g. in booklets), the Bold typeface is for highlighting important points within the text, and the Bold typeface in upper case and the Black typeface are for headings.

The Arial font is used if it is not possible to use these fonts, as well as for the typing of organisational and administrative documents.

Microsoft JhengHei UI is used to type documents in Chinese, MS Gothic to type documents in Japanese, and Malgun Gothic to type documents in Korean.

