TUBALL™

Corporate Style Guidelines

TUBALL™

SINGLE WALL CARBON NANOTUBES

Company symbols and logo

The logo is the main element.

Trademark visual representation should be lightweight and laconic in expressing the idea.

Distortion of the logo shape or its individual elements and misalignment of the block elements are not allowed.

TUBALL™

TUBALL™
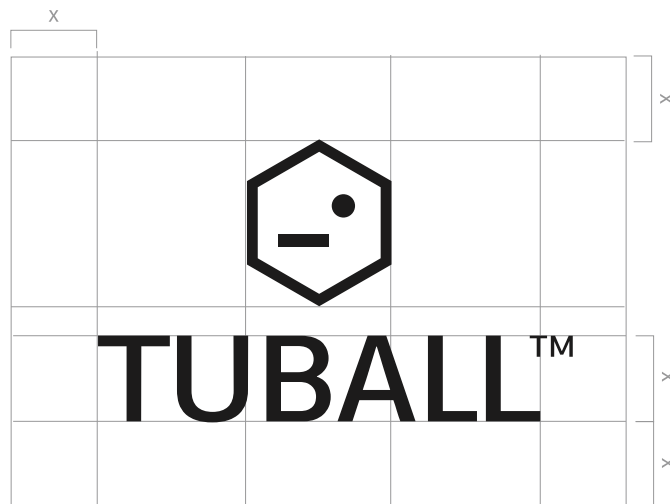
TUBALL™ logo, basic options

1. Vertical
2. Horizontal (used in cases where space is limited)
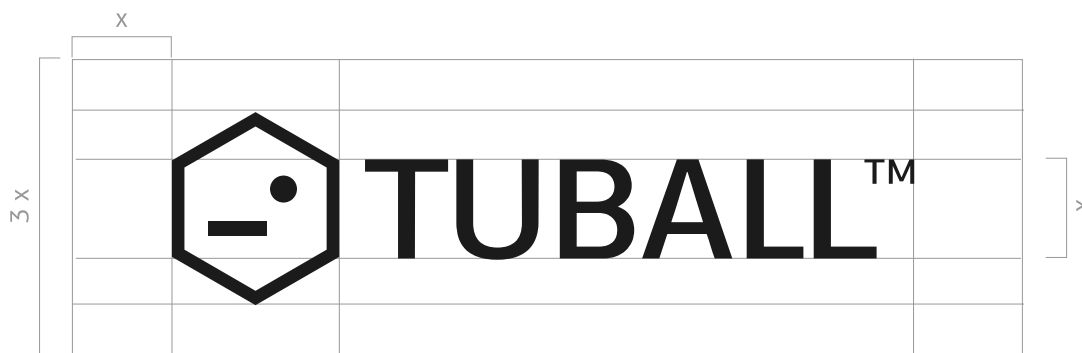
Logo options provided here are templates.

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

Arrangement and proportions of the logo elements must not be changed. The scheme is given only to verify that the logo layout is correct.

X

X

Boundary of the logo clear space

X

X

X

Logo clear space

1. Vertical option
2. Horizontal option

This is the minimum logo clear space. It is relevant when the reproduction space is limited or when it is necessary to enlarge the logo as much as possible.

There must be no active elements or foreign bright colours within the clear space.
The minimum size of the symbol background should be the same as the size of the clear space.

3 x

X

X

Boundary of the logo clear space

PF Agora Sans Pro

This is the primary font that must be used, if possible, for all company layouts.
PF Agora Sans Pro Medium is used as a display type font (for headings and modifier names).
PF Agora Sans Pro Regular is used for large text blocks and sub-lines in modifier logos.

When it is not possible to use the above fonts, Arial may be used as an additional one (for documents in Word, etc.).

PF Agora Sans Pro
Medium

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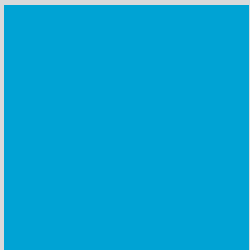**1234567890«»;:?!#%?*()**

PF Agora Sans Pro
Regular

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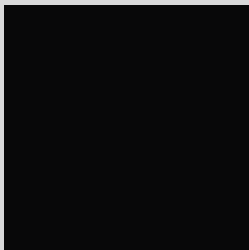1234567890«»;:?!#%?*()

Using fonts

PF Agora Sans Pro is used when typing all text on the labels and logos of modifiers.
Proxima Nova – OCSiAl's corporate font – is used when creating other advertising products and printed materials (booklets, leaflets, etc.). Regular typeface is used for typing the main text (e.g. in booklets), Bold is for highlighting important points within the text, Black and uppercase Bold are for headings.

Arial font is used when it is not possible to use the above fonts and also for executive documents.
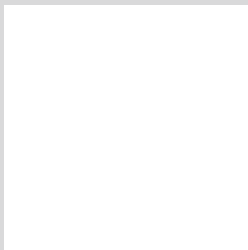
Basic colour scheme (colours of the TUBALL™ trademark)

Pantone 298 EC
C100 M0 Y0 K0
R0 G160 B227

Pantone 426 C
C38 M35 Y33 K100
R35 G34 B33

Pantone White
C0 M0 Y0 K0
R254 G254 B254

Company brand colour

The TUBALL™ brand style provides
for three main brand colours – deep
light blue, black and white. The main
brand colours can be used in any
combination.

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

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

Additional colours are used for
sub-lines in modifier logos and in the
design of the corresponding branded
products.
The TUBALL™ symbol and letters
in modifier logos are printed in black
(if the background is light) or white
(if the background is dark).

Additional colour scheme (colours of modifier trademarks)

TUBALL™ BATT/FOIL
C100 M0 Y0 K0
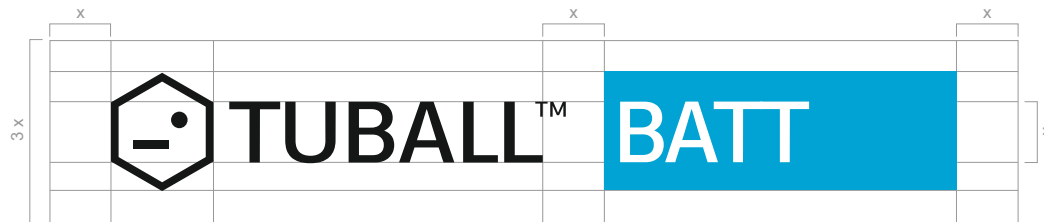R0 G160 B227

TUBALL™ INK
C0 M94 Y19 K0
R231 G43 B119

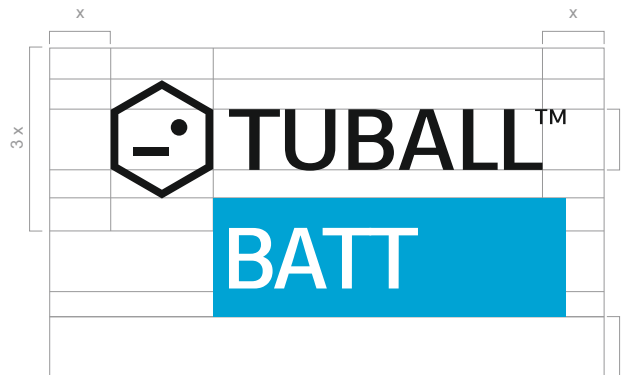TUBALL™ LATEX
C22 M100 Y80 K15
R175 G40 B54

TUBALL™ COMP_E
C9 M30 Y96 K0
R234 G181 B30

TUBALL™ COAT_E
C100 M75 Y0 K0
R27 G78 B155

TUBALL™ BATT logo, basic options, logo clear

1. Horizontal
2. Vertical

Logo options provided here are templates.

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

Arrangement and proportions of the logo elements must not be changed. The scheme is given only to verify that the logo layout is correct.

There must be no active elements or foreign bright colours within the clear space. The minimum size of the symbol background should be the same as the size of the clear space.

Boundary of the logo clear space

Boundary of the logo clear space

Using the logo on a light background

Using the logo on a dark background

Using the logo on a coloured background

Reproduction of the
TUBALL™ BATT logo
(horizontal option)

Logo reproduction options provided
here are templates.

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

Using the logo on a light background
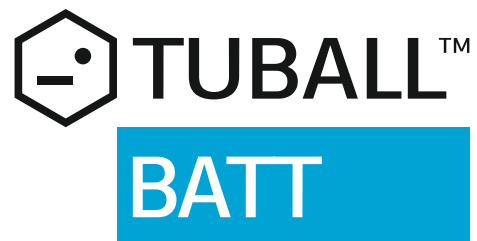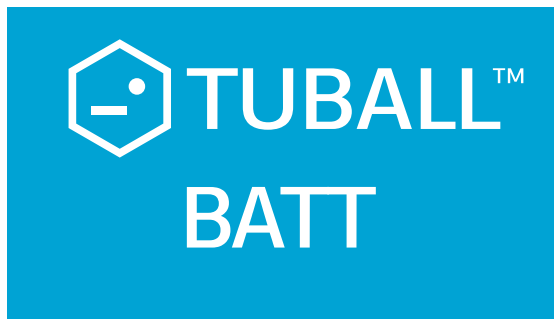

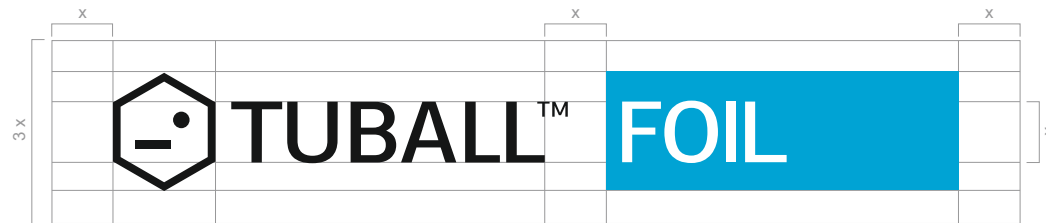Using the logo on a dark background

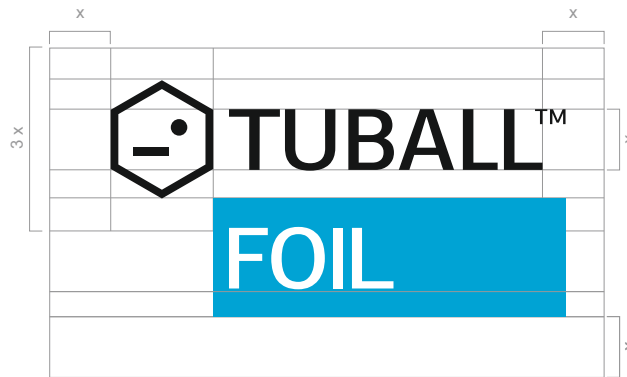

Using the logo on a coloured background

Reproduction of the TUBALL™ BATT logo (vertical option)

Logo reproduction options provided here are templates.

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

Boundary of the logo clear space

Boundary of the logo clear space

TUBALL™ FOIL logo, basic options, logo clear

1. Horizontal
2. Vertical

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There must be no active elements or foreign bright colours within the clear space. The minimum size of the symbol background should be the same as the size of the clear space.

Using the logo on a light background

Using the logo on a dark background

Using the logo on a coloured background

Reproduction of the TUBALL™ FOIL logo (horizontal option)

Logo reproduction options provided here are templates.

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

TUBALL™

FOIL

Using the logo on a light background

TUBALL™

FOIL

Using the logo on a dark background

TUBALL™

FOIL

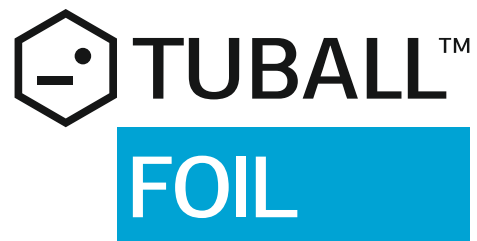Using the logo on a coloured background

Reproduction of the
TUBALL™ FOIL logo
(vertical option)

Logo reproduction options provided
here are templates.

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

Boundary of the logo clear space

Boundary of the logo clear space

TUBALL™ INK logo,
basic options,
logo clear

1. Horizontal
2. Vertical

Logo options provided here are templates.

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TUBALL™ INK

Using the logo on a light background

TUBALL™ INK

Using the logo on a dark background

TUBALL™ INK

Using the logo on a coloured background

Reproduction of the TUBALL™ INK logo (horizontal option)

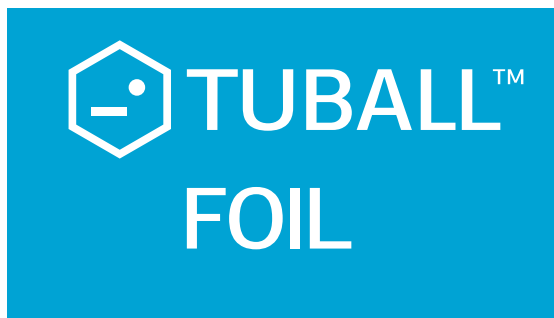Logo reproduction options provided here are templates.

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

Using the logo on a light background

Using the logo on a dark background

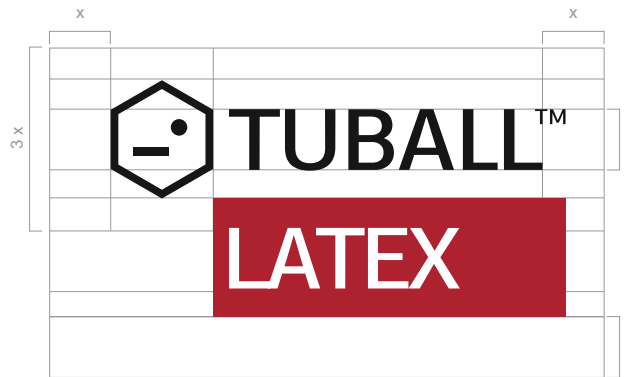

Using the logo on a coloured background

Reproduction of the TUBALL™ INK logo (vertical option)

Logo reproduction options provided here are templates.

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

Boundary of the logo clear space

Boundary of the logo clear space

TUBALL™ LATEX logo,
basic options,
logo clear

1. Horizontal
2. Vertical

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templates.

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of the Guidelines.

Arrangement and proportions of the
logo elements must not be changed.
The scheme is given only to verify
that the logo layout is correct.

There must be no active elements
or foreign bright colours within the
clear space. The minimum size of the
symbol background should be the
same as the size of the clear space.

TUBALL™ LATEX

Using the logo on a light background

TUBALL™ LATEX

Using the logo on a dark background

TUBALL™ LATEX

Using the logo on a coloured background

Reproduction of the TUBALL™ LATEX logo (horizontal option)

Logo reproduction options provided here are templates.

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

Using the logo on a light background

Using the logo on a dark background
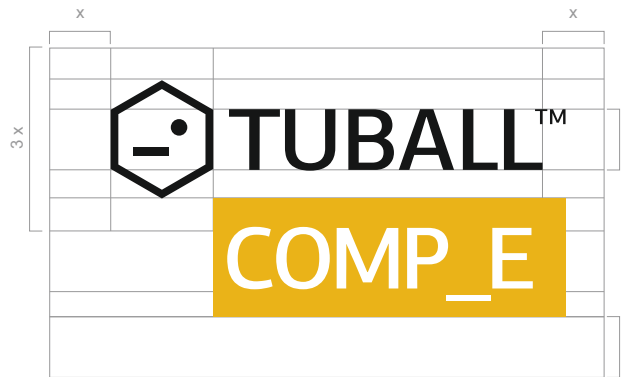

Using the logo on a coloured background

Reproduction of the
TUBALL™ LATEX logo
(vertical option)

Logo reproduction options provided
here are templates.

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

Boundary of the logo clear space

Boundary of the logo clear space

TUBALL™ COMP_E logo,
basic options,
logo clear

1. Horizontal
2. Vertical

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TUBALL™ COMP_E

Using the logo on a light background

TUBALL™ COMP_E

Using the logo on a dark background

TUBALL™ COMP_E

Using the logo on a coloured background

Reproduction of the TUBALL™ COMP_E logo (horizontal option)

Logo reproduction options provided here are templates.

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

Using the logo on a light background

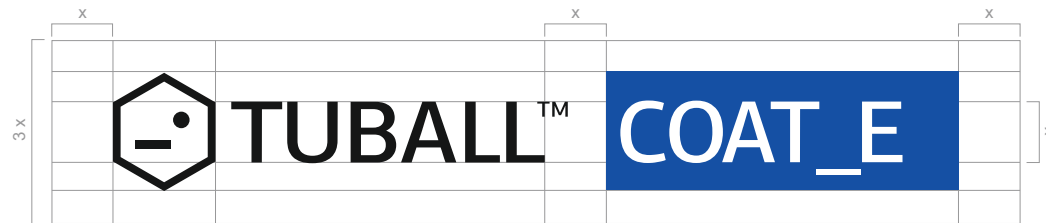Using the logo on a dark background

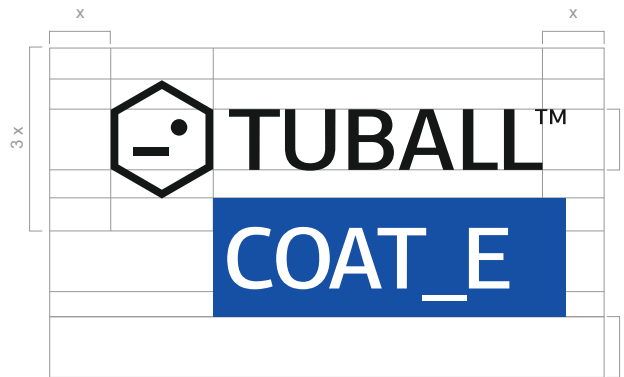

Using the logo on a coloured background

Reproduction of the
TUBALL™ COMP_E logo
(vertical option)

Logo reproduction options provided
here are templates.

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

Boundary of the logo clear space

Boundary of the logo clear space

TUBALL™ COAT_E logo,
basic options,
logo clear

1. Horizontal
2. Vertical

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TUBALL™ COAT_E

Using the logo on a light background

TUBALL™ COAT_E

Using the logo on a dark background

TUBALL™ COAT_E

Using the logo on a coloured background

Reproduction of the TUBALL™ COAT_E logo (horizontal option)

Logo reproduction options provided here are templates.

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

TUBALL™
COAT_E

Using the logo on a light background

TUBALL™
COAT_E

Using the logo on a dark background

TUBALL™
COAT_E

Using the logo on a coloured background

Reproduction of the TUBALL™ COAT_E logo (vertical option)

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O C Si Al

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carbon
nanomaterials
for the global
industry