



Corporate Style Guidelines

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 concision.

In all materials, the spelling of the name TUBALL™ should be written only in full capital letters. In official documents, the name TUBALL™ must be written with the sign™.

Other sub-names should be spelled as follows:

Products

TUBALL™ MATRIX
TUBALL™ Suspensions
TUBALL™ COAT_E IPA
TUBALL™ COAT_E H₂O
TUBALL™ BATT NMP
TUBALL™ BATT H₂O
TUBALL™ LATEX

Projects

GET TUBALL
TUBALL AWARDS
TUBALL CENTER Shanghai
TUBALL CENTER Novosibirsk
TUBALL CENTER Luxembourg

Note! Only the company Tuball Energy should be written with initial capitals only, as a separate case.

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 logo symbol without the text can also be used on its own without text in marketing materials.



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.

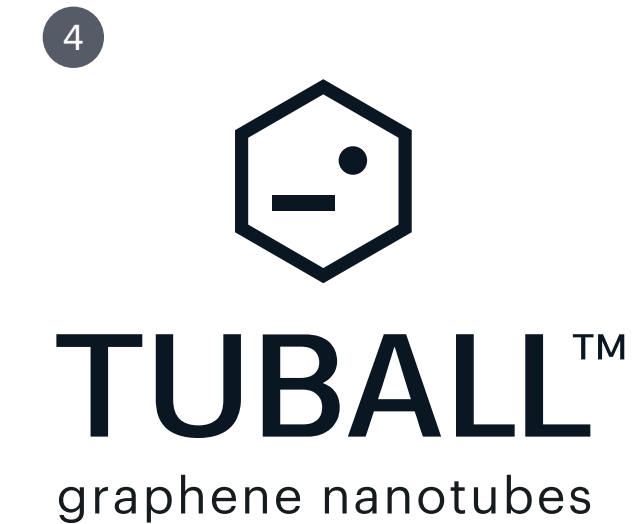
Logo

Basic options:

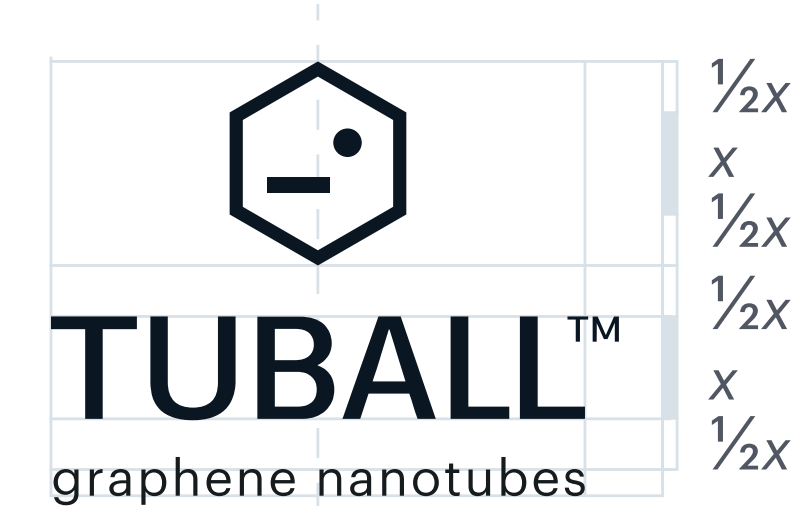
1. without the strapline
2. with the strapline
3. with the strapline, horizontal version
4. with the strapline, vertical version

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.



construction



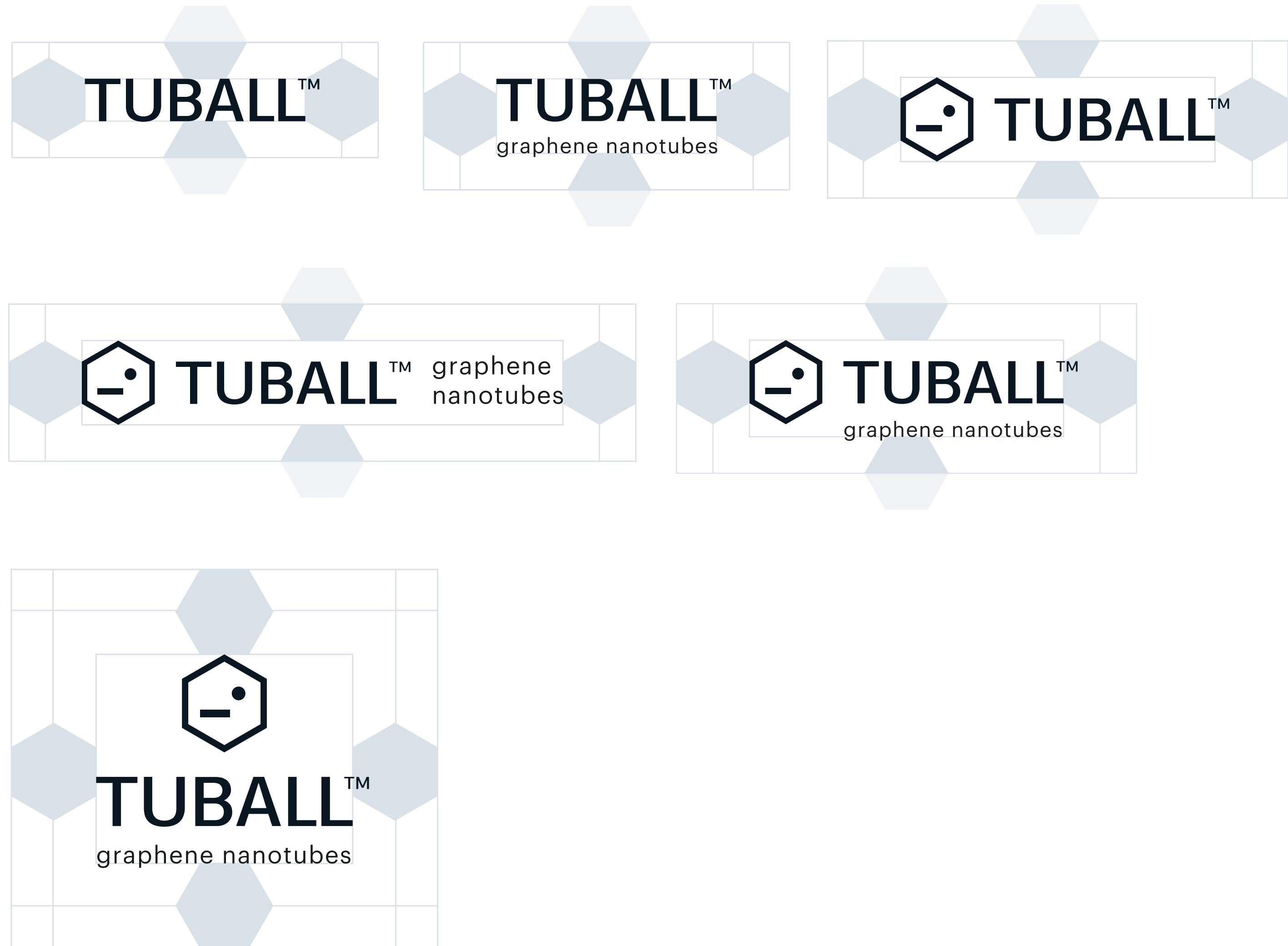
When working with the logo, you must always use the templates in these Guidelines. The arrangement and proportions of the logo elements must not be changed.

Logo. Layout and use best practices

The required clear area surrounding the logo is calculated from the proportions of the symbol. No graphic elements or text may be present in this area.

Within the boundaries of the protected area, there should be no active elements or bright colors.

The minimum size of the protected spacing is equal to the half size of the symbol.

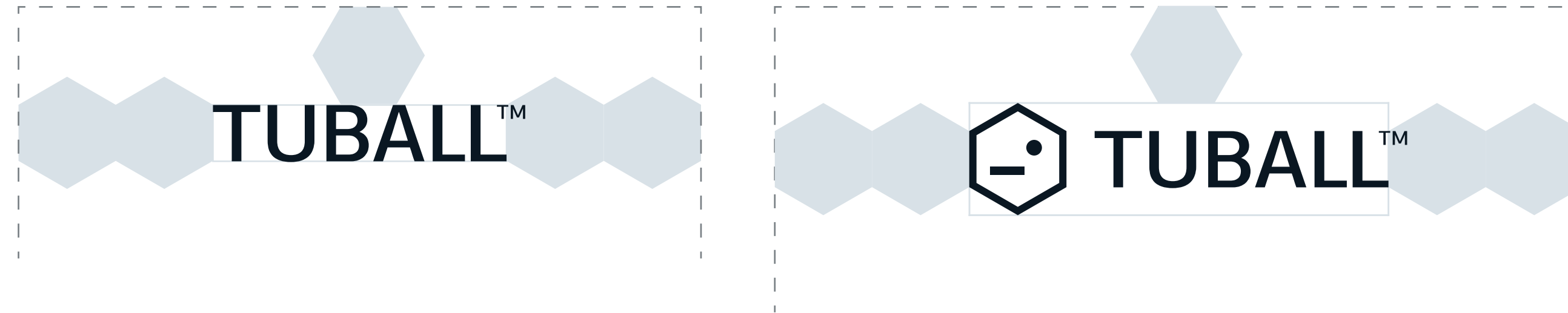


When working with the logo, you must always use the templates in these Guidelines. The arrangement and proportions of the logo elements must not be changed.

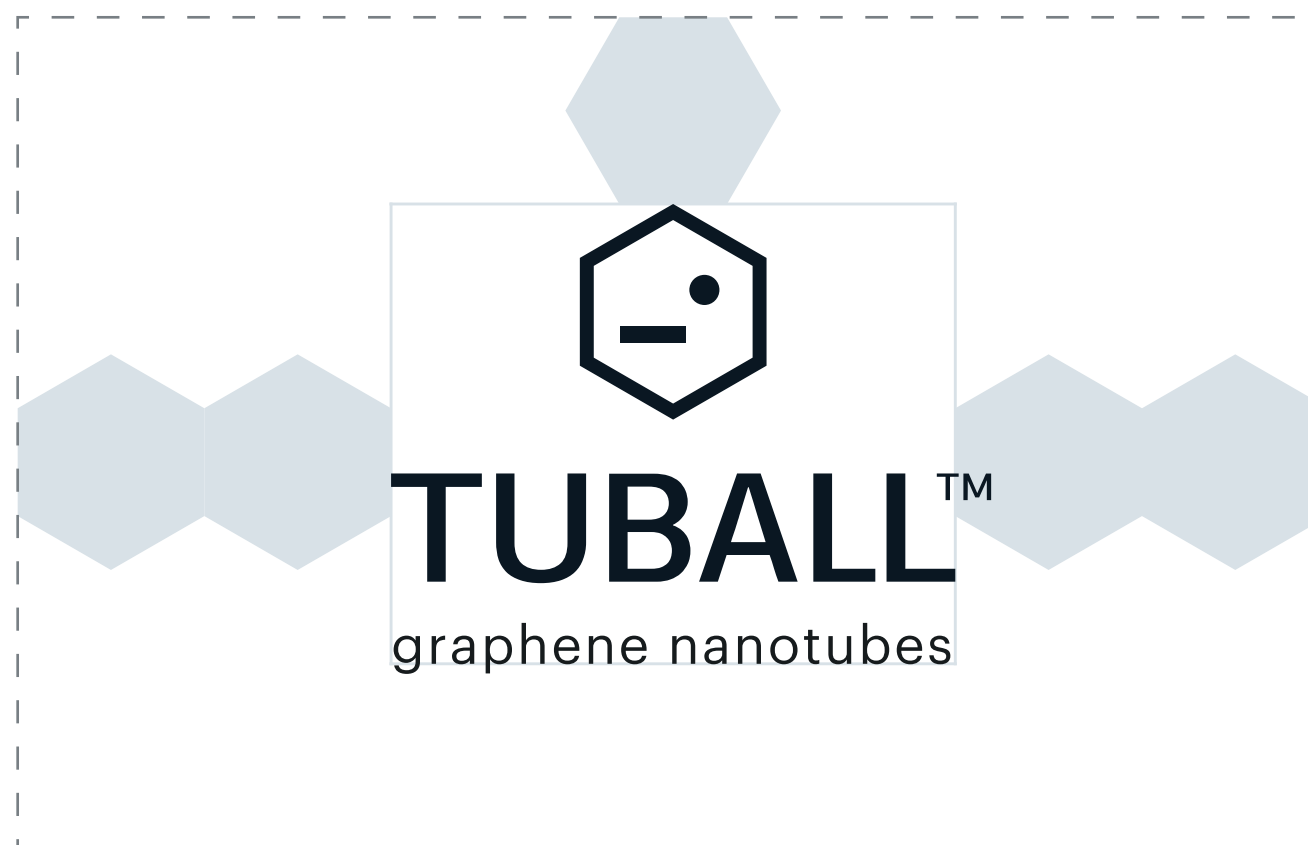
Logo. Layout and use best practice

The required clear area of the logo is calculated from the proportions of the symbol. No graphic elements or text may be present in this area.

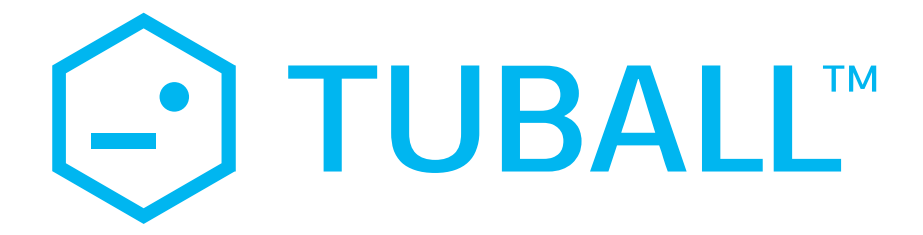
Within the boundaries of the protected area, there should be no active elements or bright colors.



Edge of layout



Reproduction of the logo



Company brand colors

TUBALL™ style is based on four main brand colors: blue, black, graphite, and cool gray.

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

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.

Use only white color for wording on a color background.

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	

Black

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

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

Graphite

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

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

Company brand colors

Complementary colors are used in the TUBALL CENTERS for decoration where we need to compare or demonstrate different applications and solutions.

It is prohibited to use any other colors in general corporate materials except the complementary colors.

Use only white color for wording on a color background.

Color and application mapping:

- coral – quality control
- light pink – elastomers
- yellow – composite materials
- mint – plastic materials
- purple – coatings
- green – company

Historically, the main blue TUBALL™ color is used for batteries.

Coral

Print

Pantone Color Bridge

C — 0
M — 66
Y — 51
K — 0
PANTONE 178 CP

Digital

R — 238
G — 117
B — 108
HEX #ee756c

Light pink

Print

Pantone Color Bridge

C — 10
M — 60
Y — 0
K — 0
PANTONE 2375 CP

Digital

R — 223
G — 132
B — 181
HEX #df84b5

Yellow

Print

Pantone Color Bridge

C — 0
M — 20
Y — 92
K — 0
PANTONE 7406 CP

Digital

R — 225
G — 204
B — 7
HEX #ffcc07

Mint

Print

Pantone Color Bridge

C — 49
M — 0
Y — 23
K — 0
PANTONE 3252 CP

Digital

R — 139
G — 205
B — 206
HEX #8bcdce

Green

Print

Pantone Color Bridge

C — 59
M — 0
Y — 100
K — 0
PANTONE 376 CP

Digital

R — 121
G — 183
B — 41
HEX #75C044

Purple

Print

Pantone Color Bridge

C — 71
M — 64
Y — 0
K — 0
PANTONE 7669 CP

Digital

R — 98
G — 99
B — 170
HEX #6263AA

Slogan

The general slogan is:
“One additive for thousands
of materials”.

Examples of how to set
a corporate slogan:

1. on one line
2. on two lines, align left
3. on two lines, align center
3. on three lines

When setting the corporate slogan,
use the font Graphik LCG.

The options presented here
serve as templates.



on one lines

One additive for thousands of materials



on two lines

**One additive
for thousands of materials**



**One additive
for thousands of materials**



on three lines

**One additive
for thousands
of materials**

Fonts. Presentations and corporate documents

Arial

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890“”!?\$#%:;(){}/-+*

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 – all together, 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 reinforced 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

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

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

**TUBALL™ graphene nanotube
high-performance additive**

**TUBALL™ is the first graphene nanotube additive
to be available for the commercial application
of this novel material in a wide range of industries.**

Proxima Nova

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890“”!?\$#%:;(){}/-+*

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