

SABIC

Certified Circular Polyolefins Initiative

Brand Manual

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About SABIC

Sabic is a global diversified chemical engineering company, founded in 1976 and headquartered In Riyadh Saudi Arabia. The company operates 18 affiliates in 50 countries with 31,000 employees, generating an annual net profit of \$4.41 billion. Through a share purchase deal with Public Investment Fund, Saudi Aramco acquired a 70% ownership in the business; private investors and the Saudi stock exchange retained the remaining shares. Sabic’s main specialization is in chemicals, industrial polymers, fertilizers, Agri-nutrients, and metals. Moreover, It is renowned for its versatility as it supplies advanced materials and solutions to a wide range of industries, including automotive, construction, packaging, and healthcare. Furthermore, the integration between Sabic and Aramco, combines the strengths and interests of two global harmonious companies to accelerate leverage for petrochemical and oil industry growth opportunities and to produce product offerings for new markets. Overall, this allows SABIC to focus on innovation, sustainability, and global expansion whilst also demonstrating environmental responsibility.

The Initiative

Sabic has collaborated with a Malaysian based company called HHI to up-scale sustainable material manufacturing and afford high-quality procedures. Their aim is to generate verified circular polymers through the use of mechanical and feedstock recycling of ocean bound plastic. A circular polymer is a type of polymer produced by recycling used plastics, aligning with the principles of a circular economy to reduce waste and promote sustainability. The process starts off with HHI’s collection of plastic waste from inlands and waterways within a 31 radius of the ocean, the recovered plastic is then sent to SABIC in Saudi Arabia to turn the plastics into Pyrolysis oil by the process of pyrolysis. Pyrolysis breaks down difficult-to-recycle plastics by heating them in an oxygen-free atmosphere, refining them for use as feedstock, thus creating circular polymers.

Logo Concept

In my logo, each element serves a purpose, The Malaysian hornbill represents HHI’s role in actively collecting ocean-bound plastic waste, the choice of the national bird of Malaysia underlines the local and national significance of HHI’s contribution to the project. Dates are known for their nutritional value and energy, in this context, the date signifies the resources and energy that SABIC contributes towards the initiative. The blossoming flower can also be seen as the spreading of the hornbill’s wings. This signifies optimism, and the broad reach of the collaborations environmental impact, as well as the birth of new possibilities against plastic pollution.

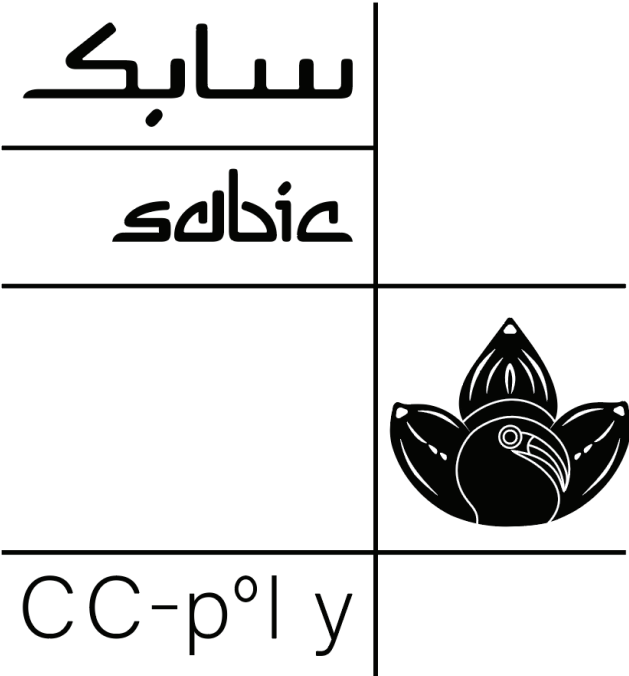


This logo is the central element in the SABIC, Certified Circular (CC) Polyolefins Initiative's visual communications system. Through consistent and repetitive use as a signature device and design element in all of this Initiative's visual communications, the logo becomes a visual shorthand which identifies the Initiative and symbolically embodies its activities, achievements and goals.

In the logo, the concept of the Initiative is reduced to its most simplified form. The logo is composed of three main graphic elements, The first component is a simplified version of a blossoming lotus flower. The first element is the second component which is formed by thick curved strokes that represent the Saudi Arabian date fruit. Lastly in the center of the logo, is hornbill bird, representing the national bird of Malaysia.

The logo should never be altered or distorted in any way. It must not be re-drawn, but rather shared digitally from the central artwork file managed kept at SABIC'S corporate headquarters.

Company & Initiative Identification



The examples shown here illustrate standard configurations for SABIC’s corporate and initiative identification.

Corporate Identification

To identify the corporation with the initiative, as a total entity, the SABIC wordmarks are shown in conjunction with the Initiative, in both its vertical and horizontal configuration, as shown below. The lettering style used in the Arabic SABIC wordmark clearly denotes the company, as does the custom Roman lettering, SABIC wordmark. The size of the corporate name has a specific relationship to the size of the co-brand logo and wordmark as indicated.

Initiative Identification

To identify any of the Initiatives, the SABIC wordmarks are shown in conjunction with the abbreviated name of the Initiative (CC-p^oly) as shown below. The lettering style used in the Initiative’s abbreviated name is Acumin Variable Concept Extra Light, upper and lower case. This thin lettering style compliments the line stroke of the grid, while clearly demarcating the Initiative as a co-brand to that of the SABIC wordmarks. It receives secondary emphasis to both SABIC wordmarks and the Initiative’s logo.

Co-Brand Colors

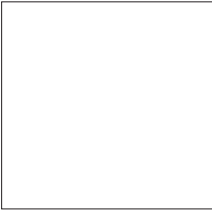


The correct color for use in the SABIC and initiative wordmark, logo and brand frame is shown below. The bright orange and blue are very active colors which bring a light dimension to the letterforms and graphic symbols. The colors reflect the lively and future oriented character of SABIC. They are intended to be used only on a white background.



Color Standards

The correct colors for use in the SABIC and initiative wordmark, logo and brand frame is shown below.

SABIC Blue	SABIC Orange	100K Black	White
			
C: 95% M: 73% Y: 00% K: 00%	C: 00% M: 48% Y: 93% K: 00%	C: 00% M: 00% Y: 00% K: 100%	C: 00% M: 00% Y: 00% K: 00%

Typography - Source Sans Variable

Source Sans Variable is the most important family of type in the SABIC visual communications system. Source Sans Variable is used in combination with the initiative wordmark, logo and brand frame to form the fundamental elements of identification. In addition, this typeface can be used in numerous media and in a variety of situations to create a clean and contemporary visual program. The simple san-serif letterforms make it extremely legible, even at very small sizes.

Headings which accompany Source Sans Variable Regular text settings are set in Source Sans Variable Bold. Headings are set in upper and lower case.

Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 \$ & ? ! % . , : ; - ()

Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 \$ & ? ! % . , : ; - ()

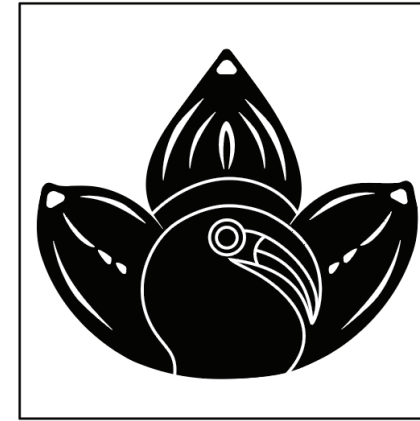
Logo Misuse

The logo and brand frame are designed to be shown freestanding both vertically and horizontally against a white background.

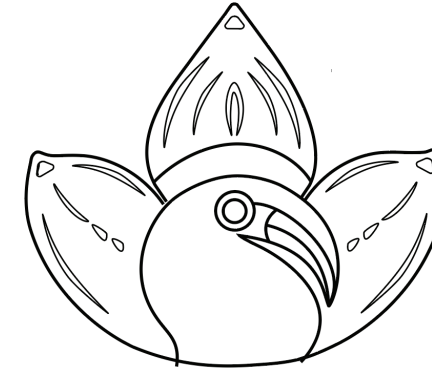
The logo must not be altered or distorted in any way. The effectiveness of the logo depends on consistently correct useage as outlined in this manual.

The examples shown below illustrate some incorrect uses of the Logotype:

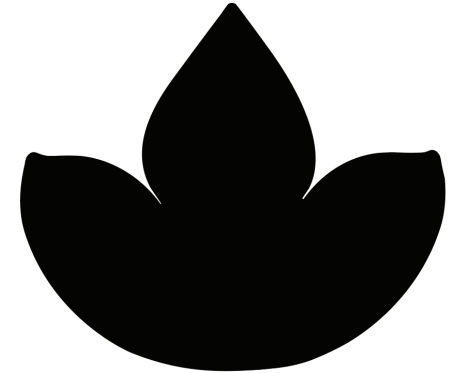
1. The logo must not be placed in grid
2. The logo should never be outlined.
3. The logo elements should never be removed.
- 4.The logo should never be digitally distorted.
5. The logo opacity should never be changed.
6. The logo must never be flipped



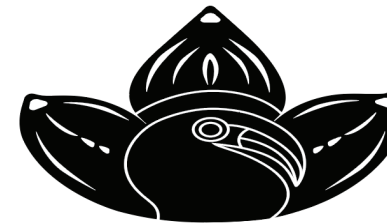
1.



2.



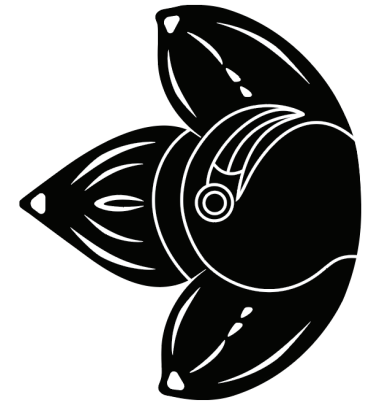
3.



4.



5.



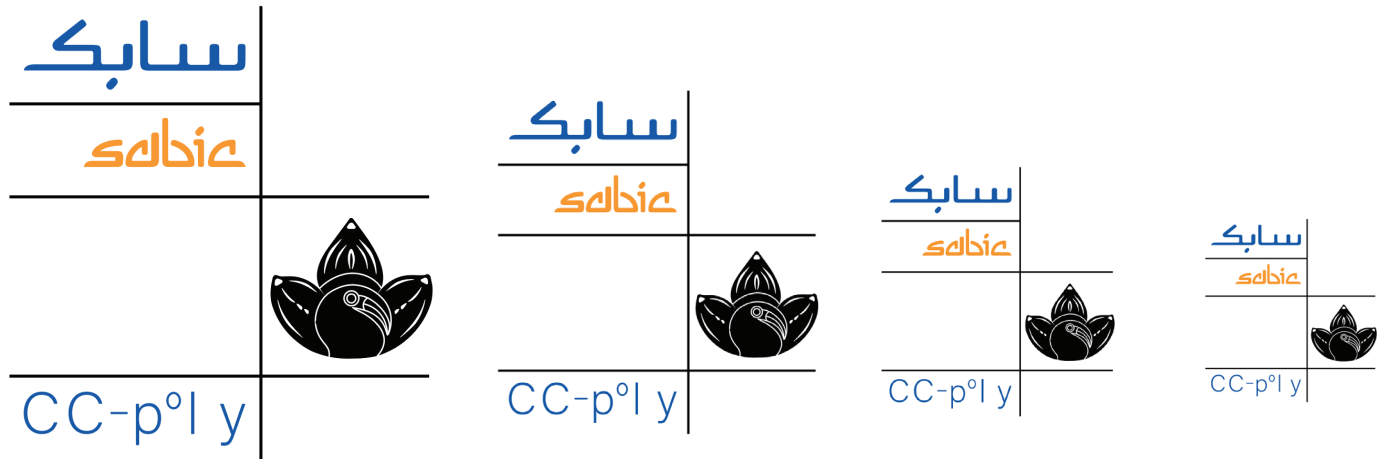
6.

Variable Sizes: Logo

The digital artwork for Sabic can be reduced and enlarged for any purpose. For additional directions on how best to reproduce the logo contact the graphics coordinator at SABIC Headquarters.



Variable Sizes: Co-Brand



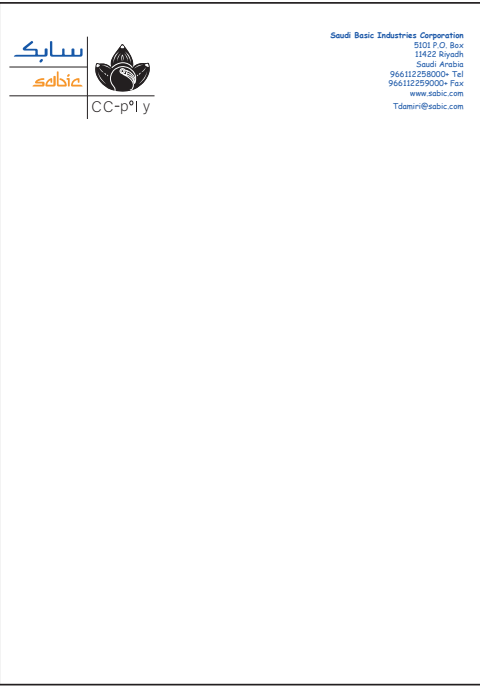
Stationery – Letter Head & Envelope



The SABIC and Company Initiative letterhead and envelope are standard sizes: A4 (W 210 x H 297 mm) letterheads and DL (W 220 x H 110 mm) envelope.

The SABIC and Company Initiative wordmark, logo and brand frame are always used in combination with 8/9 pt type and 10/11 pt leading. Source Sans Variable Regular Bold and Regular are used in all upper and lower case instances.

The letterhead and envelope are printed in the standard color schemes on white paper stock. All typography and postal indicia are in Black, Sabic Blue, and Sabic Yellow.



Stationery – Business Card



The SABIC and Initiative business cards are standard size: W 89 x H 50 mm

The SABIC and Initiative wordmark, logo and brand frame are always used in combination with 6/7 pt type and 8/9 pt leading. Source Sans Variable Regular Bold and Regular are used in all upper and lower case instances.

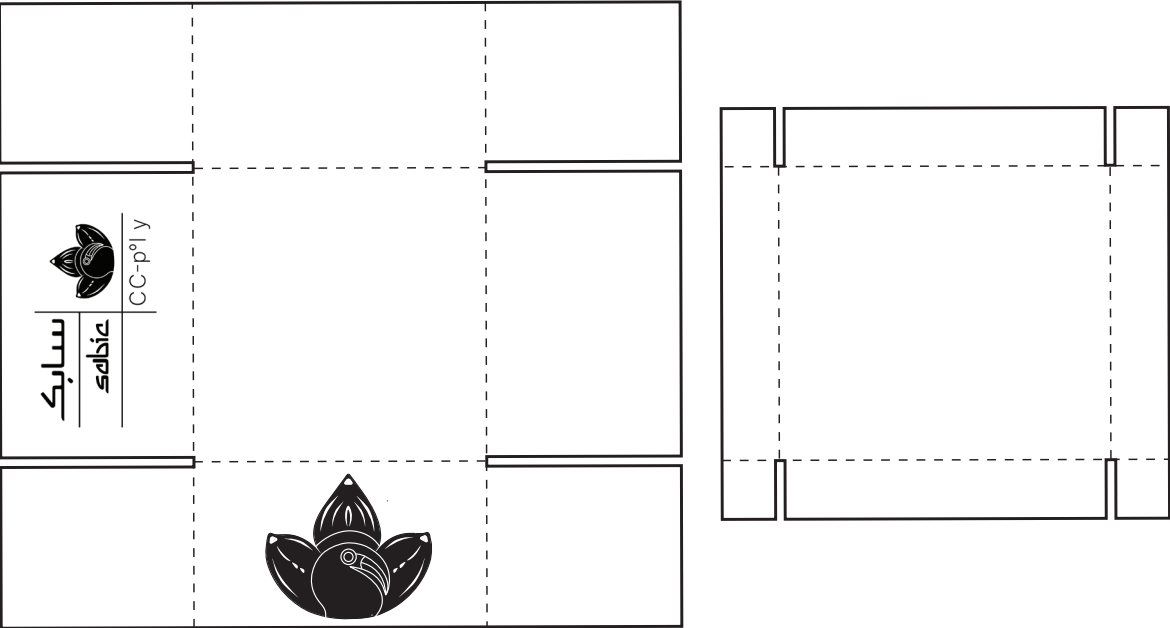
The letterhead and envelope are printed in the standard color schemes on white paper stock. All typography is in Black, Sabic Blue, and Sabic Yellow.



Stationary – Packaging



Shipping boxes are an important facet of the SABIC’s identification program. The logo and brand frame are printed always in black on the cardboard box and lid. This achieves a simple, visually striking, and effective identification on all types of cardboard shipping boxes.



Signage



The SABIC and Company Initiative visual communications system is used on all exterior and interior signs. The models shown in this signage section feature the single logo and vertical brand frame.

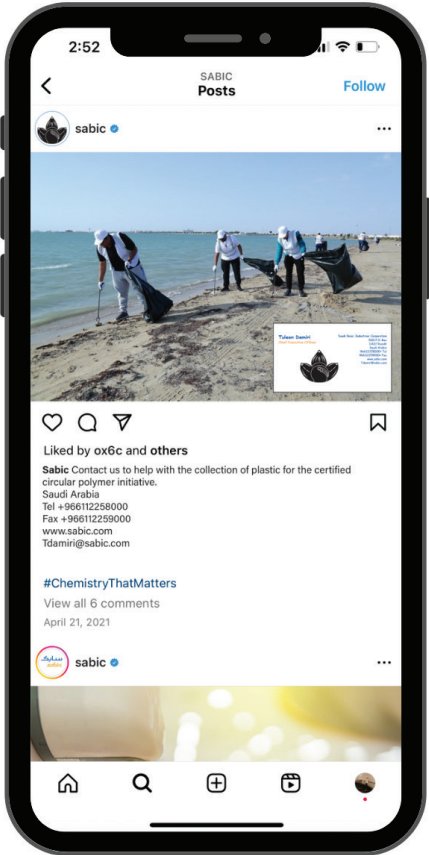
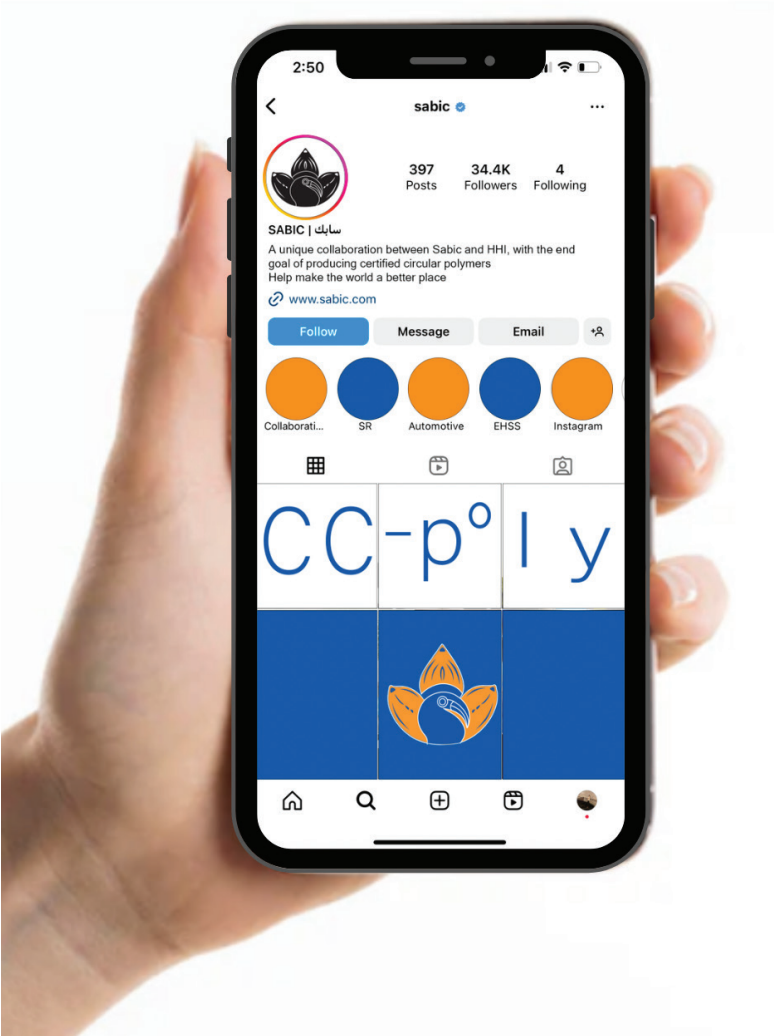
Signs function on many different levels, but their basic purpose is to communicate to a specific audience. They identify facilities, guide to a desired location, warn, notify, or announce something to the sign user. This signage is divided into two fundamental parts, exterior and interior, certain principles apply to both categories.

Employ a systems approach to signing. Begin by developing an overall plan of signage based on a logical sequence of events which includes: arriving at a facility, going to a specific building, then seeking a floor and room number. Relating the specific sign to a larger context will yield the best results.

A sign should be thought of as a largescale headline; therefore, the language should be clear and concise. Consider environmental factors when developing signage. Weather conditions should determine the material selected and the fabrication technique.

The placement of the sign is very important. The sign should be placed for optimum viewing distance. It is good to test these conditions by creating mockup signs out of inexpensive materials, and thus determine their effectiveness before fabricating the finished product.

Social Media



The SABIC and Company Initiative online brand standards leverage the existing offline presence in a meaningful way that adds value and reinforces the overall SABIC brand and Company Initiative co-brand. Online branding should resonate with customers as a logical extension of the SABIC and Company Initiative offline brand while adding value in ways unique to the online medium.

The wordmark, logo and brand frame must always be used on all of the SABIC and Company Initiative on-line communications. The wordmark, logo and brand frame must clearly stand out within the header. Please ensure that clear space around the logo is maintained to reinforce brand standards.

