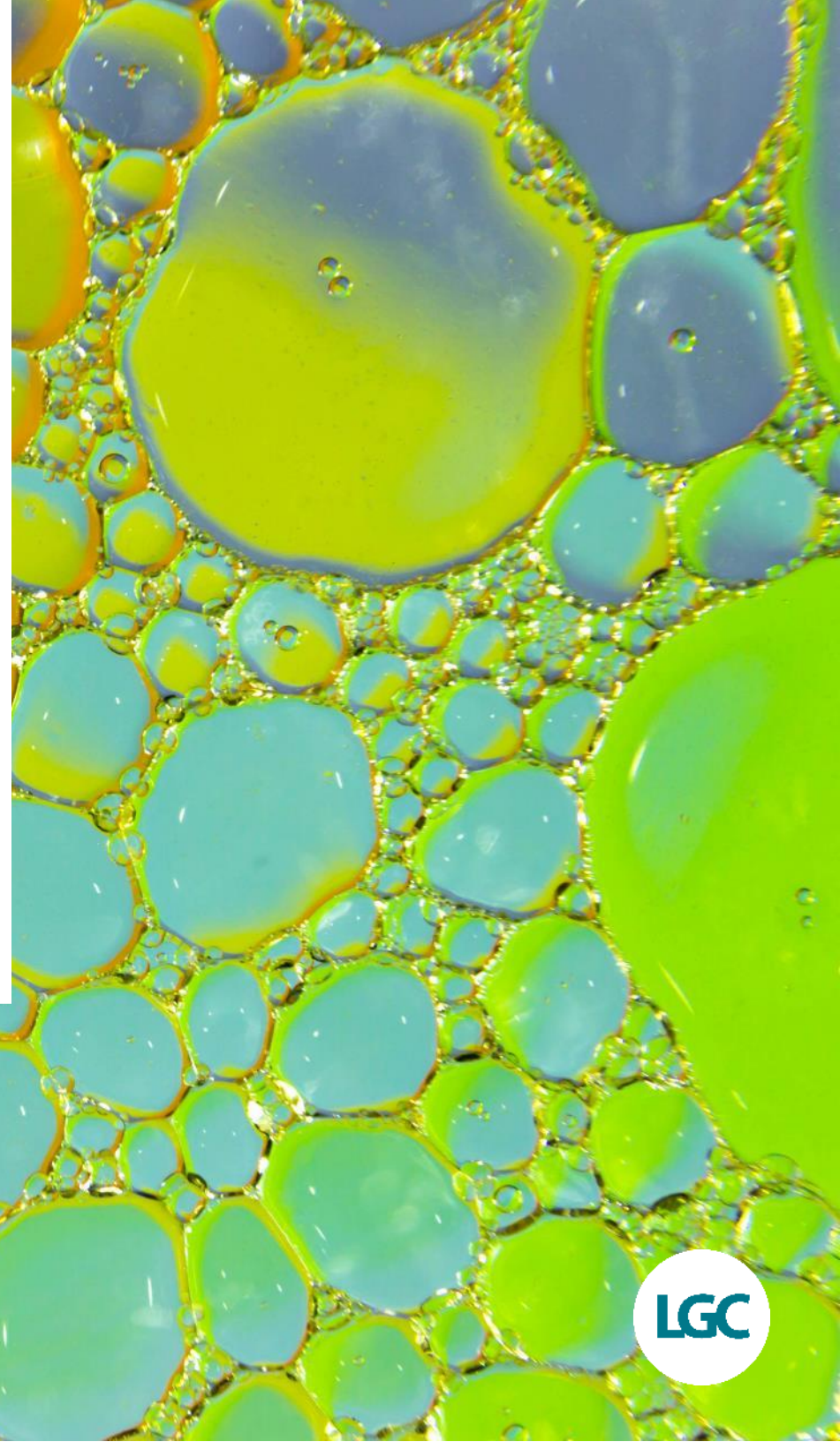




# Brand Guidelines

May 2020

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LGC





# Brand Assets

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The LGC logo, consisting of the letters 'LGC' in a bold, teal, sans-serif font, enclosed within a white circular background.

## Logo Mark

The logo mark is a vital component of the company's visual identity and must be used in a consistent manner in order to work effectively.

The logo mark color should never be altered. Black is timeless, elegant, and sophisticated. A black logo is a bold move, letting customers know that our product stands for itself.

NEVER use the VHG logo mark without the trademark™ symbol.

To preserve the integrity and visual impact of the VHG logo mark, always maintain adequate clear space around it.

The clear space around the logo is an integral part of its design, and ensures the logo can be seen.

The logo should never be replicated smaller than the minimum size.

## Master logo mark



## Reverse logo mark



## Logo mark safe area



## Minimum size



0.4 inch in print  
14px in digital

## Logo mark "don'ts"

The VHG logo mark should always be used in its approved format. It must never be modified. Altering the logo weakens the integrity and consistency of the brand.

**Never use the VHG logo mark without the trademark™ symbol.**

Here are examples of what NOT to do with the logo.

1. Do not stretch the logo



5. Do not place an image inside the logo



9. Do not put a gradient in the logo



2. Do not alter the color of the logo



6. Do not rotate the logo



10. Do not place the logo on similar colored backgrounds



3. Do not recreate the VHG wordmark



7. Do not apply effects



11. Do not place the logo on similar colored images



4. Do not outline the logo



8. Do not place in a holding device



12. Do not encroach into the logo's safety area



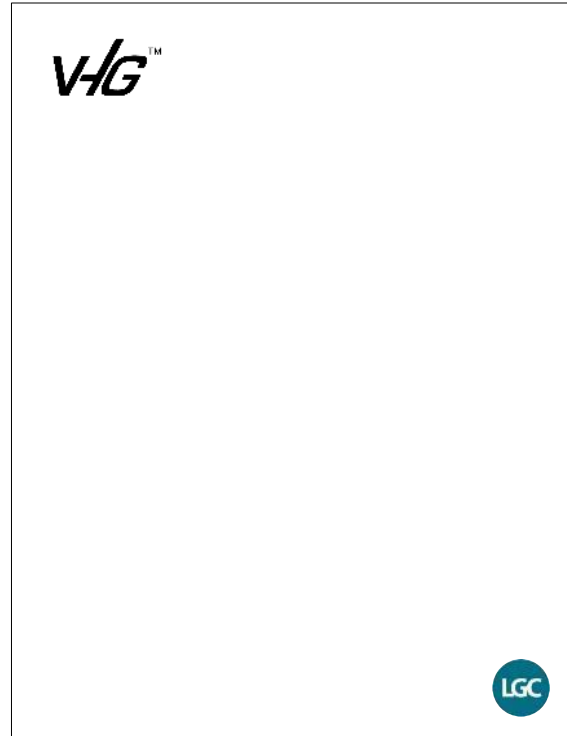
## Logo positioning

For consistency, the VHG™ logo mark should appear in the top left corner of communications. In some instances, such as presentation headers, it may be located in the upper right corner.

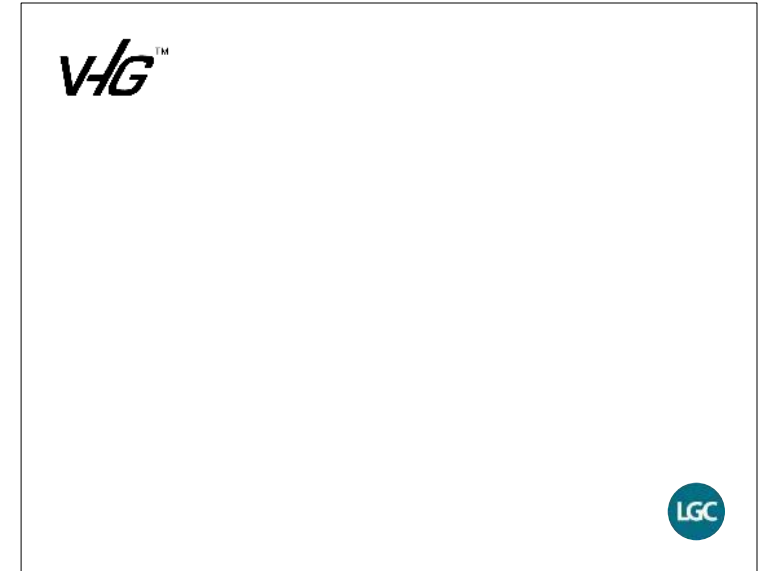
The LGC logo should be located in the lower right corner of the layout. Always adhere to the specifications in the LGC Brand Guidelines for space around the logo.

In situations where a document is image-heavy on the right side, it is permissible to locate the LGC logo in the lower left of the page.

### Portrait



### Landscape



## Brand colors

Our core brand colors are integral to building brand recognition, and in how we communicate.

We should be consistent and clear with our color use and remember that white is very much a core color to how we show ourselves visually.

## Color codes

**VHG™ Royal Blue**  
PANTONE 287C  
RGB: 0, 48, 135  
CMYK: 100, 75, 2, 18  
HEX: #003087

**VHG™ Light Teal**  
PANTONE 122-13CC  
RGB: 90, 158, 163  
CMYK: 61, 0, 18, 22  
HEX: #5A9EA3

**VHG™ Teal**  
PANTONE 3155C  
RGB: 0, 120, 138  
CMYK 100, 0, 24, 38  
HEX: #00788A

**White**  
PANTONE N/A  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
HEX: #FFFFFF

**Black**  
PANTONE Black 6C  
RGB: 16, 24, 32  
CMYK: 0, 0, 0, 100  
HEX: #101820



## Brand colors

When creating charts, tables and diagrams tints of our color palette can be used. See the chart opposite for the percentage of tints that can be used.

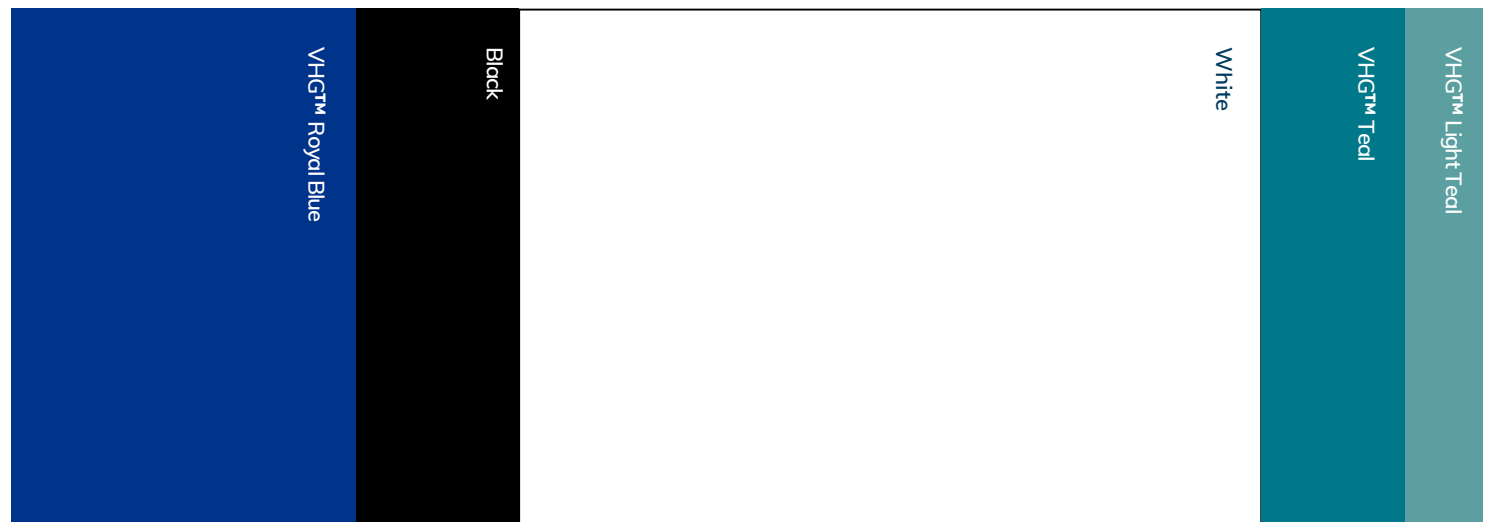
Color is an integral part of our brand. While vibrancy comes across in the imagery we use, we embrace the cleanliness of white in our layout designs, using the teal and royal blue colors to highlight key text.

## Tints

100%	80%	60%	40%	20%

## Color usage

Use the guide opposite as an indicator for how much color to use in applications.





## Typography

Our typefaces have been chosen for their flexibility and legibility.

Assistant Regular is clear and legible, and allows us to clearly communicate headlines and titles.

Muli is easily legible for content text and comes in a range of weights to help create a hierarchy in communications.

Both typefaces render well both in print and online.

They can be downloaded from the following links:

<https://fonts.google.com/specimen/Assistant>

<https://fonts.google.com/specimen/Muli>

### Our headline/title typeface

#### Assistant Regular

ABCDEabcde

1234567890 !@£\$%^&\*()-\_+=

### Our body text typeface

#### Muli

Light ABCDEabcde

1234567890 !@£\$%^&\*()-\_+=

Regular ABCDEabcde

1234567890 !@£\$%^&\*()-\_+=

SemiBold ABCDEabcde

1234567890 !@£\$%^&\*()-\_+=

ExtraBold ABCDEabcde

1234567890 !@£\$%^&\*()-\_+=

On colored background:

#### Assistant SemiBold

ABCDEabcde

1234567890 !@£\$%^&\*()-\_+=

On colored background:

#### Muli

Regular ABCDEabcde

1234567890 !@£\$%^&\*()-\_+=

SemiBold ABCDEabcde

1234567890 !@£\$%^&\*()-\_+=

ExtraBold ABCDEabcde

1234567890 !@£\$%^&\*()-\_+=





## Typography

Hierarchy is an important component when creating communications.

The example to the right shows how to use different colors, weights and sizes to separate and highlight specific text.

### Example of how our type styles should work

#### 1. Headline

Assistant Regular  
22pt  
100% VHG™ Royal Blue

#### 2. Body Text

Muli Light  
11pt  
100% Black

#### 3. Section highlight/intro

Muli SemiBold  
12pt  
100% VHG™ Teal

#### 4. Inner-section highlight

Muli Regular  
11pt  
100% Black

#### 5. Bullets

LEVEL 1	LEVEL 2
Muli Light	Muli Light
11pt - Dot	10pt - Dash
80% of font size	90% font size
100% VHG™ Teal	100% Black

#### 6. Hashtag

Muli Regular  
13pt  
100% VHG™ Royal Blue

#### 7. Website URL

Muli Regular  
11pt  
100% VHG™ Teal

#### 8. Quality Statement

Muli SemiBold/Light  
10pt/9pt  
100% Black

## 1 Petroleum standards for any application

2 LGC Standards is a division of the LGC Group, the UK's designated National Measurement Institute for chemical and bioanalytical measurements.

## 3 The UK's NML and Designated Institute for Chemical and Bio-measurement

4 Meeting your ISO/IEC 17025 Certified Reference Material, reference material and proficiency testing needs

- Leading ISO/IEC 17043 accredited international provider
- ISO 17034 metallo-organic, petrochemical and aqueous inorganic reference materials

Our product offering also includes:

- 5
- Metal reference materials
    - Sample number one
    - Sample number two
  - Solvents

## 6 #GoBeyondTheStandard

7 [lgcstandards.com/VHG](https://lgcstandards.com/VHG)

8 LGC Quality: ISO 17043 | ISO 17034 | ISO/IEC 17025 | ISO 9001



## Tables

VHG produces several product catalogs and brochures which contain tables of information.

To make using this information easier for customers, the tables should be formatted consistently and legibly.

Color is used in the tables to make sure all elements can be easily read and understood.

The table elements to the right are intended for letter (or larger) size print publications. They may be adjusted for smaller paper sizes as needed.

## Table elements

1. **Headline**  
Assistant Regular  
22pt  
100% VHG™ Teal
2. **Subline**  
Muli Regular  
11pt  
100% Black
3. **Table intro**  
Muli Light  
11pt  
100% Black
4. **Table header**  
Muli SemiBold / Regular  
10pt  
100% White on 100% VHG™ Teal
5. **Table sub-header 1**  
Muli Regular  
10pt  
100% White on 80% VHG™ Light Teal
6. **Table sub-header 2**  
Muli Regular  
9pt  
100% Black on 40% VHG™ Light Teal
7. **Table row content**  
Muli Light  
9pt  
100% Black  
Alternate rows: 10% Black shading  
Headline/Subline borders 1/4pt,  
100% White  
Row borders 1/4pt, 40% Black
8. **Table footnote**  
Muli Light  
9pt  
100% VHG™ Royal Blue

## 1 Metal Additives Standards

- 2 For ICP, RDE, XRF and other techniques
- 3 Suitable for use with ASTM D4927, D4951, D5185 and others.

4 Metal Additives Standard MA5 – Ba, Ca, Mg, P, Zn combined in hydrocarbon oil		
5 Table sub-header 1		
6 Conc.* (µg/g)	Size (grams)	Product No.
7 900	100	VHG-MA5-900-100G
	200	VHG-MA5-900-200G
	400	VHG-MA5-900-400G
1000	100	VHG-MA5-1000-100G
	200	VHG-MA5-1000-200G
	400	VHG-MA5-1000-400G
3000	100	VHG-MA5-3000-100G
	200	VHG-MA5-3000-200G
	400	VHG-MA5-3000-400G
5000	100	VHG-MA5-5000-100G
	200	VHG-MA5-5000-200G
	400	VHG-MA5-5000-400G

- 8 \* For catalog purposes, nominal concentrations (µg/g) are provided.





# Imagery

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## Imagery

Imagery is a key part of telling our story to the world.

We use three styles of image to highlight the diverse nature of VHG's product portfolio.

### Our different image styles



#### Laboratories

These images reflect the science of our business, showing scientists in their everyday environment. These images should feel light and natural in their composition.

Page 13



#### Photography & backgrounds

Our products and services affect a vast number of sectors and industries. When we show these images they should feel epic in their scale and help reflect the variety of our portfolio.

Page 14-15



#### Descriptive images

Focusing in on specific liquids, materials, instruments, etc. to help tell the story about what is used in the laboratories.

Page 16

## Imagery

These images reflect the science of our business.

They show scientists in their everyday environment and images should feel light and natural in their composition.

We prefer to use images of VHG employees at work, but appropriate stock images may also be used.

## Laboratory photography





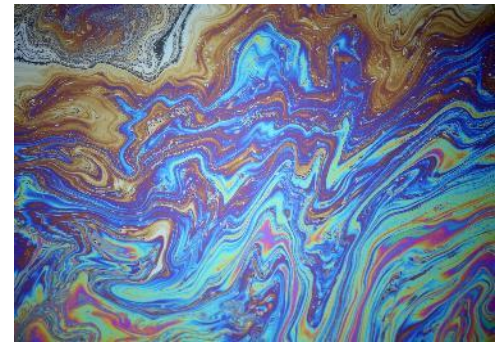
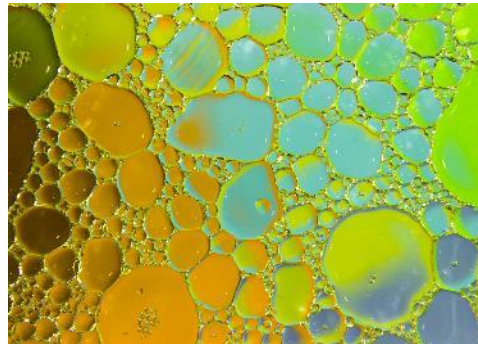
## Imagery

Our petroleum products and services affect a vast number of new and in-service oil industries.

The use of abstract images allows us to reach all audiences, while we can narrow our field of communication by utilizing more sector-specific imagery.

When we show these images they should help reflect the variety of our portfolio.

## Petroleum photography & backgrounds





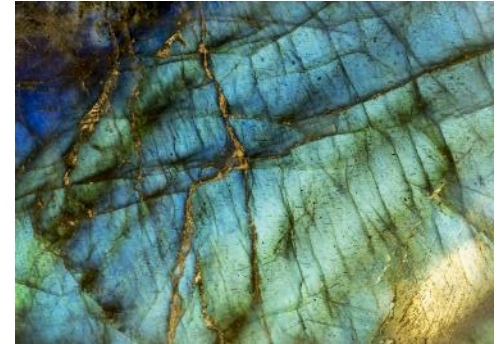
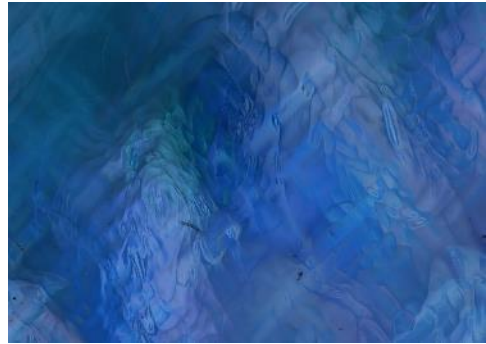
## Imagery

Our aqueous inorganic product portfolio affects a vast number of sectors and industries.

The use of abstract images allows us to reach all audiences, while we can narrow our field of communication by utilizing more sector-specific imagery.

When we show these images they should help reflect the variety of our portfolio.

## Aqueous inorganic photography & backgrounds

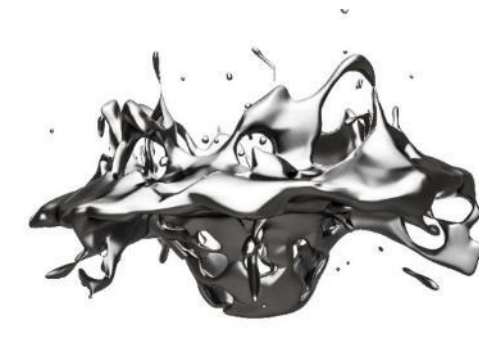
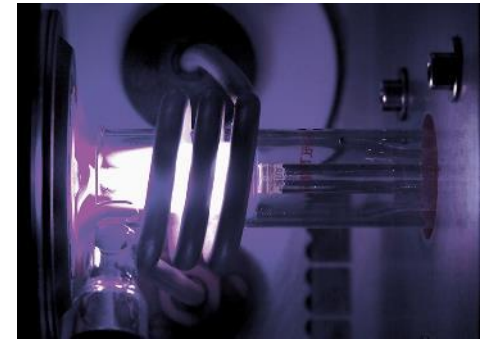


## Imagery

These images help to give a more focused reflection of what areas we work in with reference standards.

They are used to highlight the specific sectors or industries being discussed in the content.

### Descriptive images





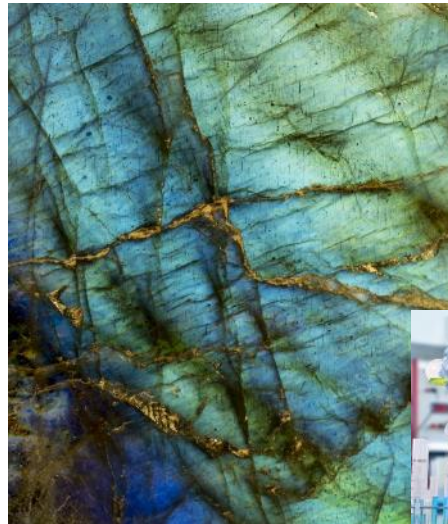
## Imagery

In our communications we can combine images together. There are a few guidelines to help you to choose the correct pairings.

To begin, always combine images from different photography styles.

Images should have enough contrast between them to ensure they can be clearly seen.

## Combining images together



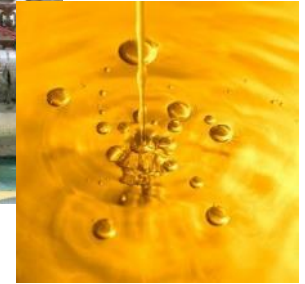
**Background**  
Abstract  
imagery

**Laboratory**  
Scientists



**People**  
Worker checking  
gauge

**Descriptive**  
Oil



**Place**  
Mountain  
environment

**Descriptive**  
Vial wash



**Laboratory**  
Scientist talking

**Descriptive**  
Test tubes



## Imagery

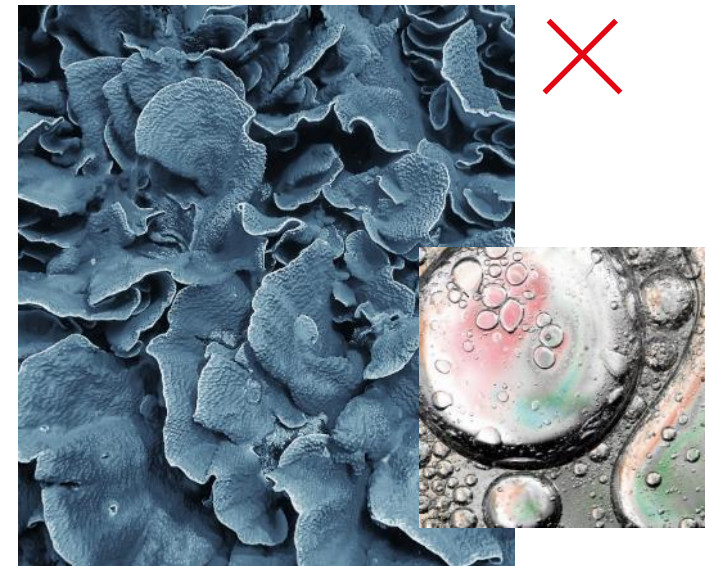
There are some clear things to avoid when using multiple images in a spread.

Avoid using two images that are communicating the same thing - for example layering two scientists or charts.

Avoid combining two particularly busy images.

Be sure the smaller image is cropped in a way that doesn't make them feel too cluttered.

## What to avoid when combining images





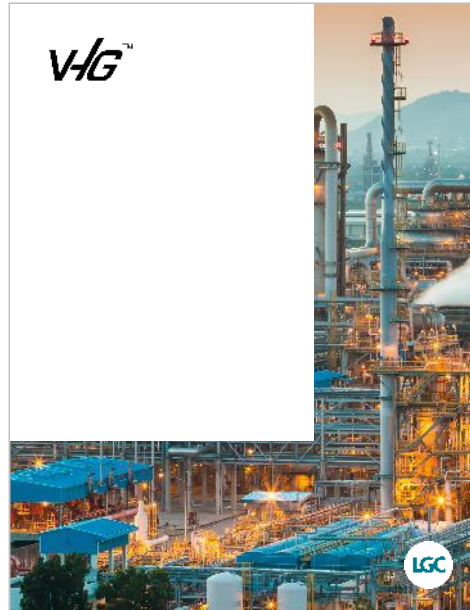
## Design system

These examples demonstrate ways imagery can begin to be used in layouts.

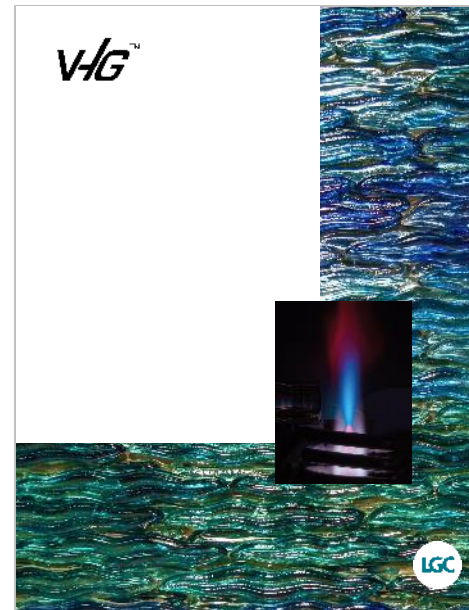
White is a key color for our brand. It should always be included in communications to contain key messaging and our logo.

Imagery can be used in multiple ways to create engaging material, always ensuring the crop of images works in the layout.

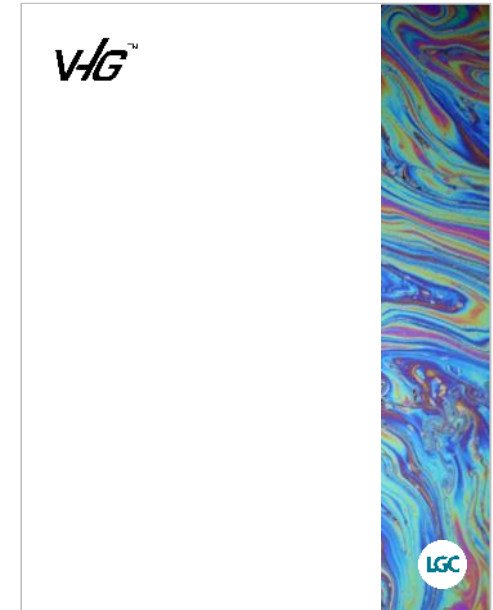
## Using imagery in our layouts



One large hero image



Large hero image with supporting image



Large white area with one hero image



# Digital Applications

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## PowerPoint

Presentations should be created following the same principles as our other communications.

So that they can be printed and shared, all PowerPoints should be created at standard letter size, landscape.

Cover and divider slides should introduce the topic and various sections of the presentation and should utilize a large hero image.

## Example cover and divider slides





## PowerPoint


You can create a range of different slides, always ensuring that content is presented in a clear and legible way.

Images can be used to support the text or act as backgrounds to help add interest to your presentation.


Always be sure the colors, fonts and formatting on all slides is consistent.

## Example content slides

### Why VHG™ Aqueous Inorganic Standards?



Accurate	Aligned	Customized
<p>Our solutions are used in applications that require unquestionable accuracy:</p> <ul style="list-style-type: none"> <li>• Validation of analytical measurements</li> <li>• Calibration of instruments</li> <li>• Key inputs for mission critical decision making</li> </ul>	<p>We offer stock solutions aligned with industry uses and methods, including:</p> <ul style="list-style-type: none"> <li>• Sample composition</li> <li>• Contamination quantification &amp; identification</li> <li>• Material purity determination</li> <li>• Other ongoing regulatory or quality activities</li> </ul> <p>Solutions available for common analysis techniques: ICP-OES, ICP-MS, AA, IC</p>	<p>We understand that every lab has unique needs. We specialize in custom mixtures and will produce the standard to meet your lab's specific needs.</p> <p>Contact us today to get started!</p>



⑤ VHG Quality: ISO 17043 | ISO 17034 | ISO/IEC 17025 | ISO 9001

### Key Industries Served



VHG™ reference materials are designed to meet the unique application needs of the many industries. Common applications include:

- Elemental Analysis
- Instrument Set Up & Calibration
- Materials Analysis
- Ore testing
- USP 232
- Ion Analysis
- Water Analysis
- QC Check Samples




④ VHG Quality: ISO 17043 | ISO 17034 | ISO/IEC 17025 | ISO 9001

### About VHG™


- Trusted partner for providing aqueous inorganic standards for more than 30 years
- Continuous expansion and refinement of product portfolio to meet the evolving needs of the industries we serve
- Our production facility is accredited to ISO 17043, ISO 17034 and ISO 9001
- We specialize in custom aqueous inorganic mixtures to suit any unique application need





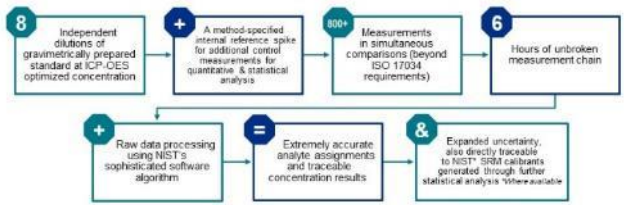
⑤ VHG Quality: ISO 17043 | ISO 17034 | ISO/IEC 17025 | ISO 9001

### Why VHG™ Aqueous Inorganic Standards?




As part of our long term commitment to continuous improvement and quality, VHG™ participated with the U.S. National Institute of Standards and Technology (NIST) to provide a more accurate instrument method for metals determination and traceability.

The result: High Performance ICP-OES technique (HP-ICP-OES)



VHG™ utilizes this technique to Go Beyond the Standard™ of other CRM manufacturers



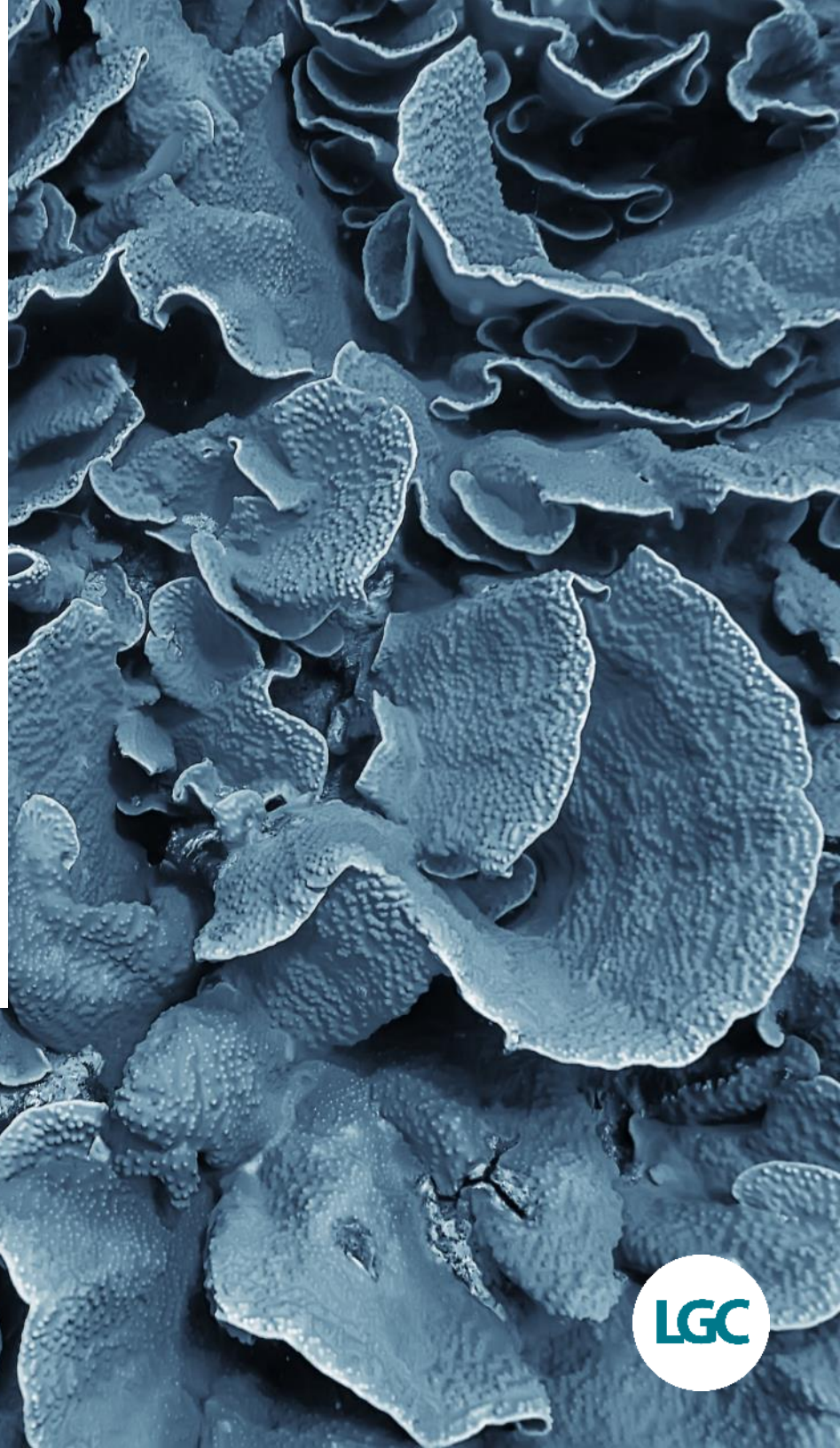
⑤ VHG Quality: ISO 17043 | ISO 17034 | ISO/IEC 17025 | ISO 9001





# Print Assets

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## Pull up banners

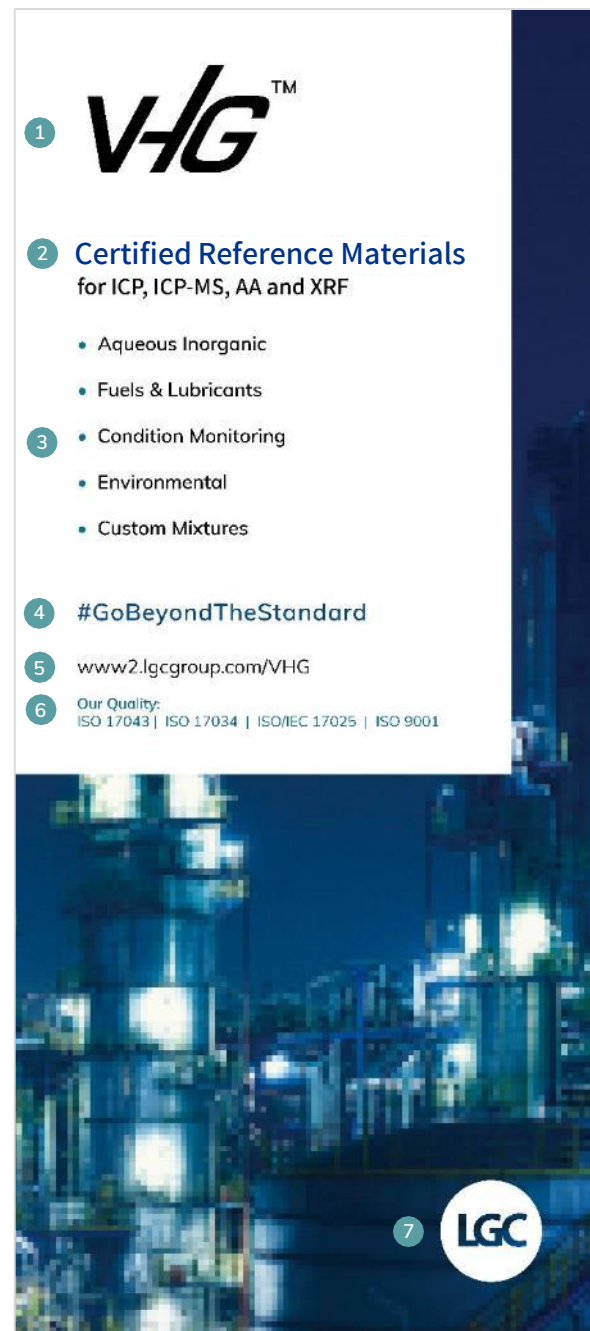
Pull up banners are a key display tool to highlight our product portfolios and industries served at events and trade shows.

All key information should be close to eye level. Always remember not to put text too low on the layout as it could be overlooked or blocked by booth furniture.

The layout can flex depending on the specific information being included, or if the banner is being used in conjunction with other display banners.

## Layout and elements

- 1. VHG™ Logo**
- 2. Headline**  
Assistant SemiBold  
Dependent on size of banner  
VHG™ Teal
- 3. Product area**  
Multi Regular  
Dependent on size of banner  
100% Black  
Bullets:  
Multi Light  
11pt – Dot 80% of font size  
100% VHG™ Teal
- 4. Hashtag**  
Multi SemiBold  
Dependent on size of banner  
VHG™ Royal Blue
- 5. Call to Action/URL**  
Multi Regular  
Dependent on size of banner  
Black / VHG™ Royal Blue
- 6. Quality Statement**  
Multi SemiBold / Light  
Dependent on size of banner  
VHG™ Teal
- 7. LGC Logo**



## Large banners

Large banners are key for communicating our message at trade shows and events.

As with pull up banners, they should use clear messaging and relevant imagery to draw attention from passersby.

## Layout and elements

### 1. VHG™ Logo

### 2. Headline

Assistant SemiBold  
Dependent on size of banner  
VHG™ Teal

### 3. Product area

Muli Regular  
Dependent on size of banner  
100% Black  
Bullets:  
Muli Light  
11pt – Dot 80% of font size  
100% VHG™ Teal

### 4. Hashtag

Muli SemiBold  
Dependent on size of banner  
VHG™ Royal Blue

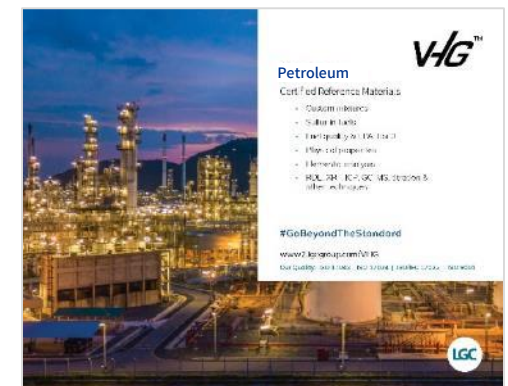
### 5. Call to Action/URL

Muli Regular  
Dependent on size of banner  
Black / VHG™ Royal Blue

### 6. Quality Statement

Muli SemiBold / Light  
Dependent on size of banner  
VHG™ Teal

### 7. LGC Logo



## Publications

Within VHG we have a range of different publications. To help create consistency and make them identifiable they have been divided into different tiers.

### Tier 1 Product brochures

These communications talk about a family of products or service offerings.

### Tier 2 Product catalogs

These contain the main details about our product portfolios.

### Tier 3 Marketing sheets

These are 2-4 page publications covering a specific topic or product.

### Tier 4 Technical papers

These are used as promotional materials that are used to communicate thought leadership, research or opinion pieces relevant to our industry.

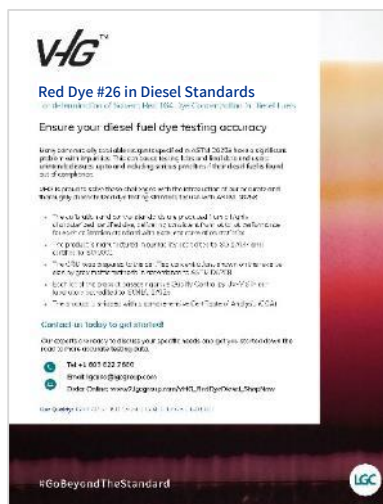
## Tier 1 – Product brochures



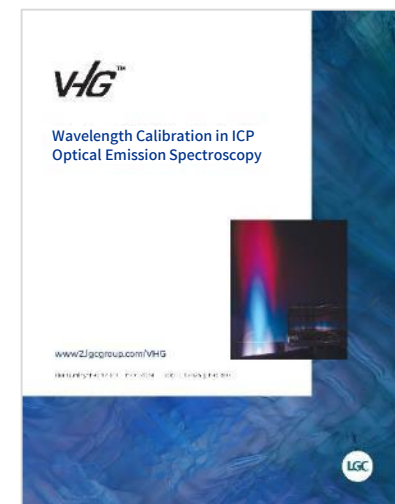
## Tier 2 – Product catalogs



## Tier 3 – Marketing sheets



## Tier 4 – Technical papers



## Publications

Across our publications we use consistent rules to structure our layout and elements. This helps to create a recognizable look and ensures a clear hierarchy of information.

Always make sure that text is given ample white space and is clearly legible.

## Layout and elements

### 1. VHG™ Logo

### 2. Title

Assistant Regular  
22pt/24pt  
VHG™ Teal

### 3. Subline

Muli Light  
12pt/16pt  
Black

### 4. Hashtag

Muli SemiBold  
10pt/12pt  
VHG™ Royal Blue

### 5. URL

Muli Bold  
12pt/14pt  
Black or VHG™  
Royal Blue

### 6. Quality text

Muli SemiBold/Light  
8pt/10pt  
Black

### 7. LGC Logo

### 8. Document title

Muli SemiBold  
12pt/14pt  
VHG™ Royal Blue

### 9. Headline

Assistant Regular  
14pt/16pt  
VHG™ Teal

### 10. Text

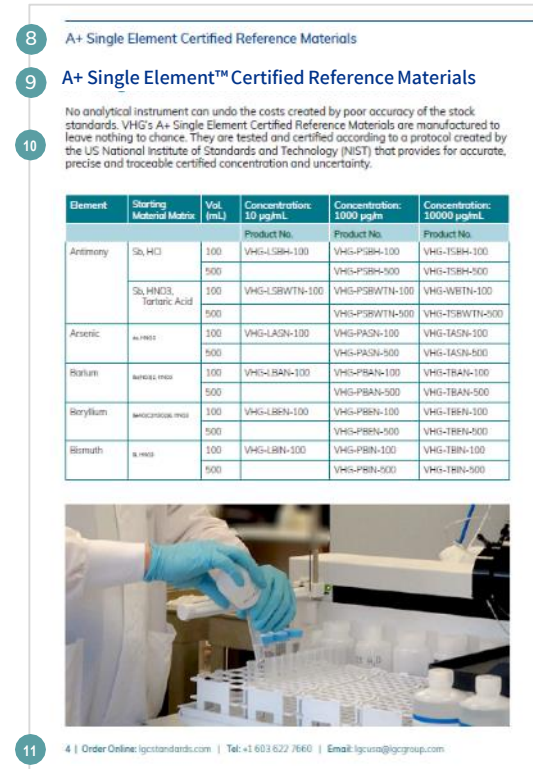
Muli Light  
9pt/11pt  
Black

### 11. Page information

Muli Light  
8pt/10pt  
VHG™ Teal



Covers



Text spreads





## Brochures and catalogs

Brochure front covers should utilize one hero image that reflects the topic of the publication.

The back cover can incorporate additional supporting images.

### Covers



Front cover



Back cover



# Brochures and catalogs

## Spreads

Using the flexibility of the design system, images, text and white space, engaging spreads can be created that are interesting for the reader and clearly communicate our message.

### A+ Single Element Certified Reference Materials

**Our A+ Single Element Certified Reference Materials (CRMs) Go Beyond the Standard™** to give you absolute confidence in your ICP-AA and ICP-OES analysis, enabling accuracy, economy and consistent testing results from your laboratory instrumentation.

As the only manufacturer of spectrometry solution standards to use the NIST High Performance ICP-OES technique, VHG provides you with a level of quality and confidence in your analysis that is unique to us.

**Developed to provide the highest levels of accuracy and traceability available today.**

**Contact us today to get started!**  
Our experts are ready to discuss your specific needs and get you started down the road to more accurate testing data.

Tel: +1 603 622 7600 | Email: lgstandards@lggroup.com

### Custom Aqueous Inorganic Standards

For element: Cd, Cr, Cu, Fe, Ni, Pb, Se, Zn

No trace laboratory contamination, precisely prepared, or have precisely prepared inorganic standards, traceable to NIST, for use in all types of analysis for research and development, or for quality control and process control.

You need a certified inorganic aqueous standard material with the IGC standard to trace back the quality of the standard to NIST.

Contact us today to get started!  
We have a variety of aqueous inorganic standards, traceable to NIST, for use in all types of analysis for research and development, or for quality control and process control.

For aqueous inorganic standards, contact us at:  
lgstandards@lggroup.com  
1 603 622 7600

Or contact: 1 800 333 1 800 333 1 800 333 1 800 333

#### A+ Single Element Certified Reference Materials

Element	Matrix	Concentration (ppm)	Concentration (ppm)	Concentration (ppm)
Al	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ba	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Be	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Bi	H <sub>2</sub> O	100	100	100
		1000	1000	1000
B	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ca	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Cd	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ce	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Co	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Cr	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Cu	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Fe	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ga	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ge	H <sub>2</sub> O	100	100	100
		1000	1000	1000
In	H <sub>2</sub> O	100	100	100
		1000	1000	1000
K	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Li	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Mg	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Mn	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Mo	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ni	H <sub>2</sub> O	100	100	100
		1000	1000	1000
P	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Pb	H <sub>2</sub> O	100	100	100
		1000	1000	1000
S	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Se	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Si	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Sr	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Te	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Tl	H <sub>2</sub> O	100	100	100
		1000	1000	1000
V	H <sub>2</sub> O	100	100	100
		1000	1000	1000
W	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Zn	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Zr	H <sub>2</sub> O	100	100	100
		1000	1000	1000

### NIST High Performance ICP-OES Technique

Delivering unequaled confidence in your analytical testing results.

The NIST High Performance ICP-OES Technique is the core element of our A+ Single Element Certified Reference Standards.

VHG utilizes this technique to go beyond the standard of accuracy and traceability, with every certified reference standard in our A+ Single Element Certified Reference Standards.

As part of our commitment to accuracy and traceability, VHG collaborates with the NIST on original research to provide a more accurate instrument-based methodology for metals determination, and the use of this methodology to certify the accuracy of assay and associated uncertainty to NIST standard reference materials.

**Key features of the NIST High Performance ICP-OES Technique:**

- 8. Advanced detection system for improved accuracy and traceability.
- 6. Instrumentation and methodology for improved accuracy and traceability.
- 4. Instrumentation and methodology for improved accuracy and traceability.
- 2. Instrumentation and methodology for improved accuracy and traceability.

#GoBeyondTheStandard

### A+ Single Element Certified Reference Materials

Element	Matrix	Concentration (ppm)	Concentration (ppm)	Concentration (ppm)
Al	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ba	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Be	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Bi	H <sub>2</sub> O	100	100	100
		1000	1000	1000
B	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ca	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Cd	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ce	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Co	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Cr	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Cu	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Fe	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ga	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ge	H <sub>2</sub> O	100	100	100
		1000	1000	1000
In	H <sub>2</sub> O	100	100	100
		1000	1000	1000
K	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Li	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Mg	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Mn	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Mo	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Ni	H <sub>2</sub> O	100	100	100
		1000	1000	1000
P	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Pb	H <sub>2</sub> O	100	100	100
		1000	1000	1000
S	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Se	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Si	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Sr	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Te	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Tl	H <sub>2</sub> O	100	100	100
		1000	1000	1000
V	H <sub>2</sub> O	100	100	100
		1000	1000	1000
W	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Zn	H <sub>2</sub> O	100	100	100
		1000	1000	1000
Zr	H <sub>2</sub> O	100	100	100
		1000	1000	1000

The ultimate online source for reference materials

100,000 reference materials in your search criteria

your reference standards

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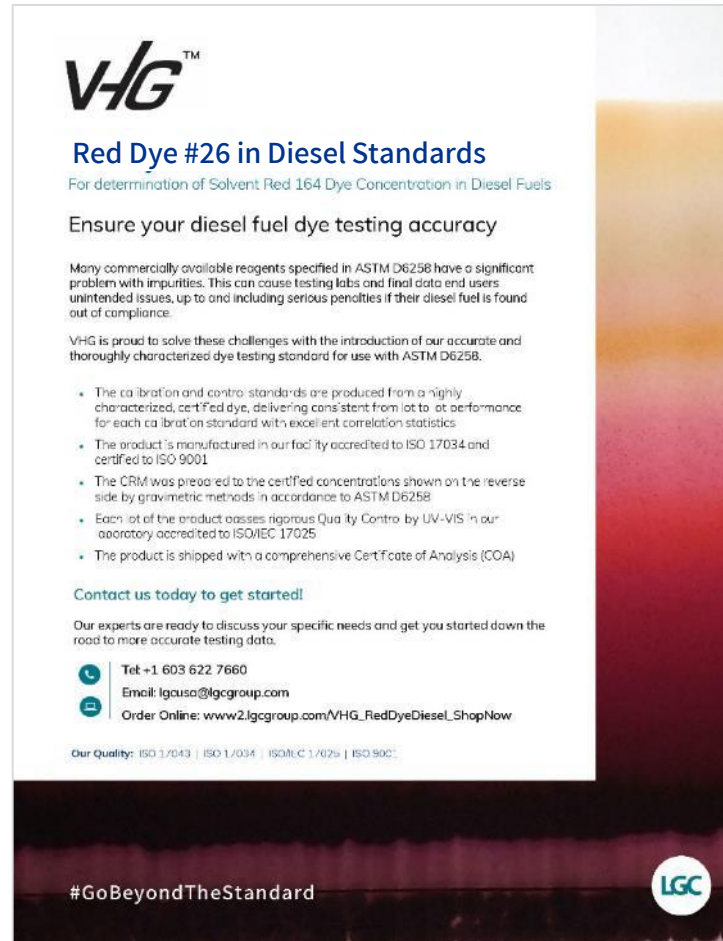
Contact Us  
Tel: +1 603 622 7600  
Email: lgstandards@lggroup.com  
Order Online: lgstandards.com



## Marketing sheets

Marketing sheets should use a full-page hero image on the front and a large white space to hold the introduction content.

## Marketing sheet layout



**VHG™**

### Red Dye #26 in Diesel Standards

For determination of Solvent Red 164 Dye Concentration in Diesel Fuels

#### Ensure your diesel fuel dye testing accuracy




Many commercially available reagents specified in ASTM D6258 have a significant problem with impurities. This can cause testing labs and final data end users unintended issues, up to and including serious penalties if their diesel fuel is found out of compliance.

VHG is proud to solve these challenges with the introduction of our accurate and thoroughly characterized dye testing standard for use with ASTM D6258.


- The calibration and control standards are produced from a highly characterized, certified dye, delivering consistent from lot to lot performance for each calibration standard with excellent correlation statistics.
- The product is manufactured in our facility accredited to ISO 17034 and certified to ISO 9001.
- The CRM was prepared to the certified concentrations shown on the reverse side by gravimetric methods in accordance to ASTM D6258.
- Each lot of the product passes rigorous Quality Control by UV-VIS in our laboratory accredited to ISO/IEC 17025.
- The product is shipped with a comprehensive Certificate of Analysis (COA).

**Contact us today to get started!**

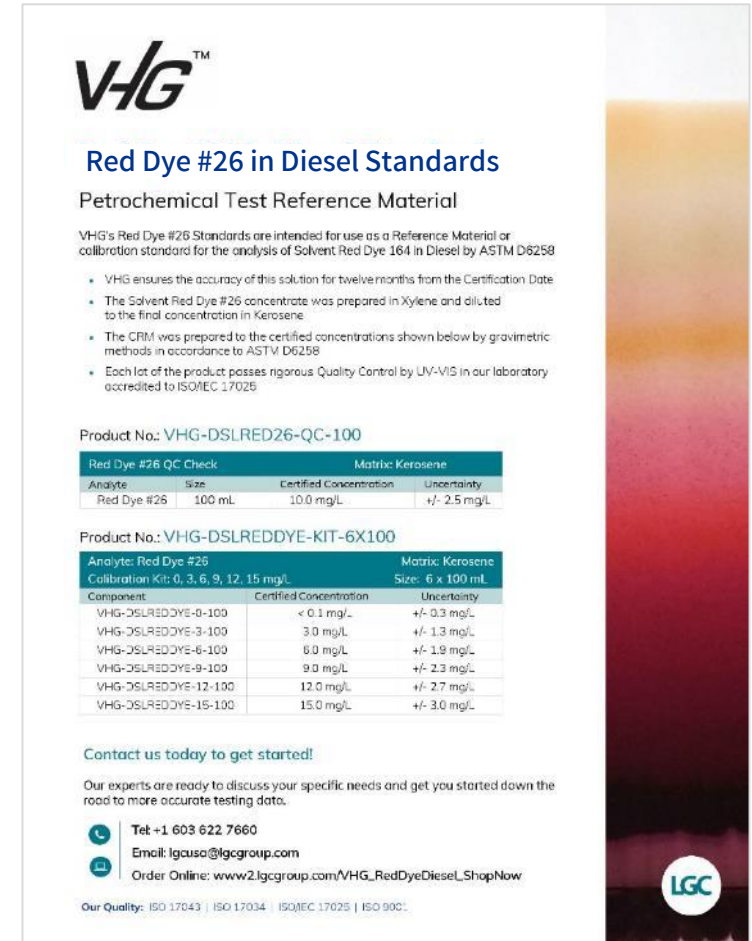
Our experts are ready to discuss your specific needs and get you started down the road to more accurate testing data.

 **Tel +1 603 622 7660**  
 **Email: [lgusa@lgcgroup.com](mailto:lgusa@lgcgroup.com)**  
 **Order Online: [www2.lgcgroup.com/VHG\\_RedDyeDiesel\\_ShopNow](http://www2.lgcgroup.com/VHG_RedDyeDiesel_ShopNow)**

Our Quality: ISO 17043 | ISO 17034 | ISO/IEC 17025 | ISO 9001

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Front



**VHG™**

### Red Dye #26 in Diesel Standards

#### Petrochemical Test Reference Material

VHG's Red Dye #26 Standards are intended for use as a Reference Material or calibration standard for the analysis of Solvent Red Dye 164 in Diesel by ASTM D6258

- VHG ensures the accuracy of this solution for twelve months from the Certification Date.
- The Solvent Red Dye #26 concentrate was prepared in Xylene and diluted to the final concentration in Kerosene.
- The CRM was prepared to the certified concentrations shown below by gravimetric methods in accordance to ASTM D6258.
- Each lot of the product passes rigorous Quality Control by UV-VIS in our laboratory accredited to ISO/IEC 17025.

**Product No.: VHG-DSLRED26-QC-100**




Red Dye #26 QC Check		Matrix: Kerosene	
Analyte	Size	Certified Concentration	Uncertainty
Red Dye #26	100 mL	10.0 mg/L	+/- 2.5 mg/L

**Product No.: VHG-DSLREDDYE-KIT-6X100**


Analyte: Red Dye #26 Calibration Kit: 0, 3, 6, 9, 12, 15 mg/L		Matrix: Kerosene Size: 6 x 100 mL	
Component	Certified Concentration	Uncertainty	
VHG-DSLREDDYE-0-100	< 0.1 mg/L	+/- 0.3 mg/L	
VHG-DSLREDDYE-3-100	3.0 mg/L	+/- 1.3 mg/L	
VHG-DSLREDDYE-6-100	6.0 mg/L	+/- 1.9 mg/L	
VHG-DSLREDDYE-9-100	9.0 mg/L	+/- 2.3 mg/L	
VHG-DSLREDDYE-12-100	12.0 mg/L	+/- 2.7 mg/L	
VHG-DSLREDDYE-15-100	15.0 mg/L	+/- 3.0 mg/L	

**Contact us today to get started!**

Our experts are ready to discuss your specific needs and get you started down the road to more accurate testing data.

 **Tel +1 603 622 7660**  
 **Email: [lgusa@lgcgroup.com](mailto:lgusa@lgcgroup.com)**  
 **Order Online: [www2.lgcgroup.com/VHG\\_RedDyeDiesel\\_ShopNow](http://www2.lgcgroup.com/VHG_RedDyeDiesel_ShopNow)**

Our Quality: ISO 17043 | ISO 17034 | ISO/IEC 17025 | ISO 9001

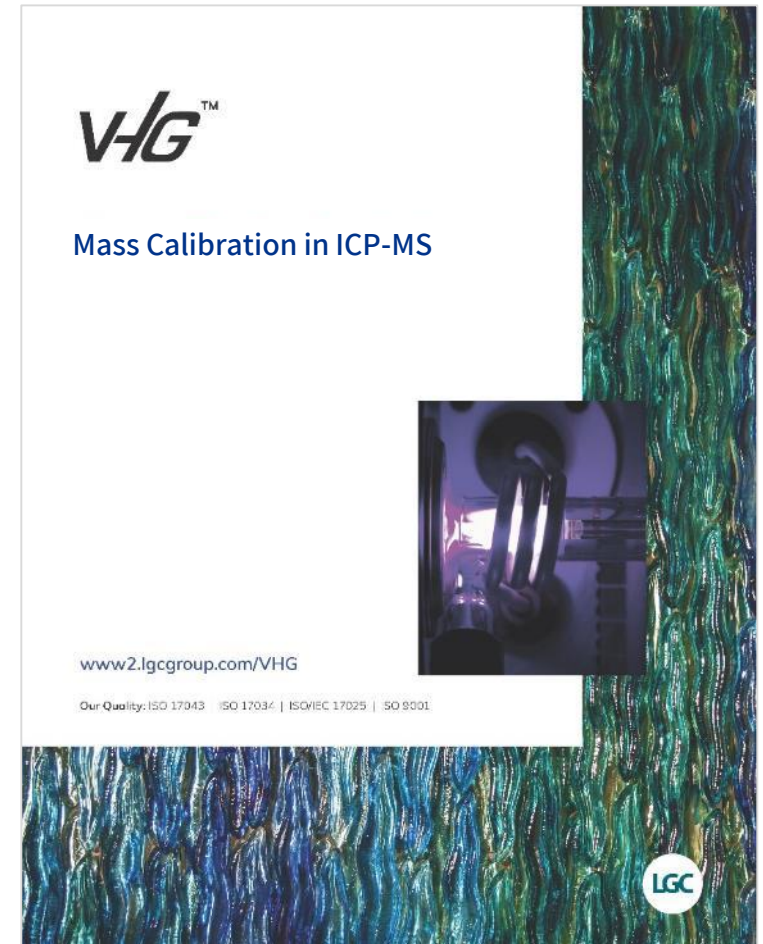
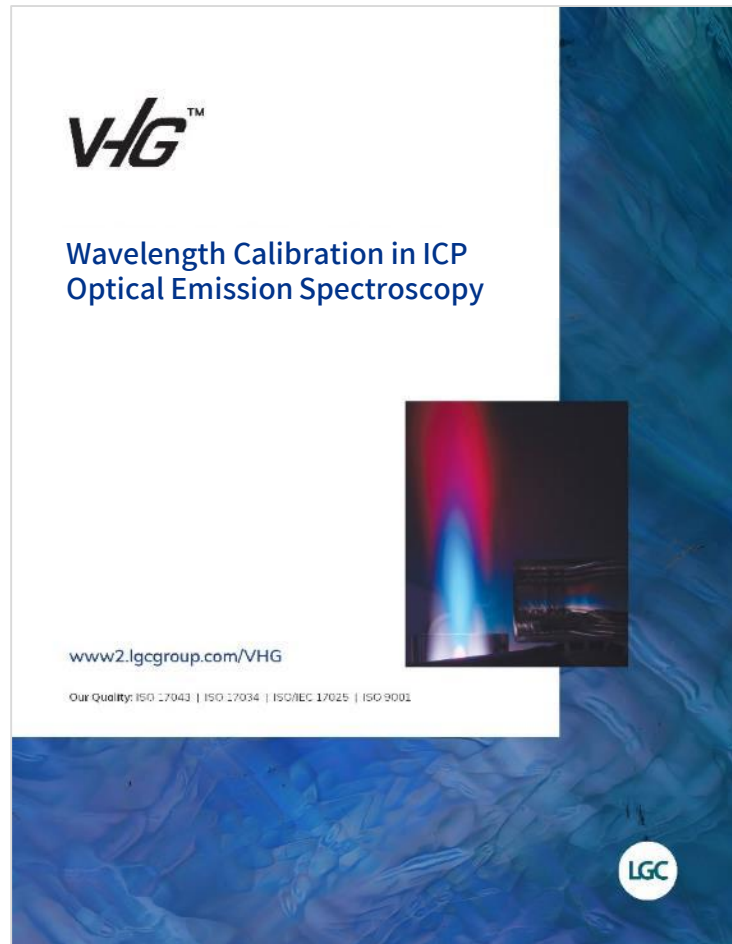


Back



## Technical papers Covers

Technical papers need to utilize imagery in an engaging way, and should make the most of our design system with layered images.







## CoAs

Due to the unavailability of the Brand fonts, Arial or Arial Narrow should be used for Certificates of Analysis and other business forms.

## Certificates of Analysis

276 Abby Road, Manchester, NH 03103 USA  
 Tel: 1+ 603 622 7690 | Fax: 1+ 603 622 5180  
 Email: [lgcusa@lgcgroup.com](mailto:lgcusa@lgcgroup.com) | Web: [www.lgcstandards.com](http://www.lgcstandards.com)

Certificate of Analysis

Petrochemical Test Reference Material

ISO  
17034

ISO  
17025

ISO  
9001

**Product Name:** Red Dye #26 QC Check:10 mg/L

**Product No.:** VHG-DSLRED26-QC-100      **Lot No.:** 1031481

**Matrix:** Kerosene

**Intended Use**  
This solution is intended for use as a reference material or calibration standard for the analysis Solvent Red Dye #164 in diesel by ASTM D6258.

Analyte	Certified Concentration	Uncertainty
Red Dye #26	10.0 mg/L	±/ 2.5

**Certification & Traceability**  
VHG™ RMs are manufactured and certified under a quality management system that is accredited to ISO 17034 and ISO/IEC 17025 and certified to ISO 9001. This RM was prepared to the certified concentrations shown above by gravimetric methods in accordance to ASTM D6258. A well-characterized, certified Solvent Red Dye #26 was used in all preparations. Analytical measurements for the dye certification include the following: Nuclear Magnetic Resonance Spectroscopy, High Performance Liquid Chromatography, Ultraviolet-Visible Spectroscopy, Infrared Spectroscopy, Liquid Chromatography Mass Spectrometry, and Karl Fischer Titration. The Solvent Red Dye #26 concentrate was prepared in xylene and diluted to the final concentration in kerosene. The balances used in the preparation of VHG RMs are calibrated regularly with traceability to NIST by a calibration provider accredited to ISO/IEC 17025 by a mutually recognized accreditation body. Secondary verification of the certified concentrations was performed by VHG using UV-VIS by ASTM D6258. The uncertainty associated with each certified concentration represents the expanded uncertainty at the 95% confidence level using a coverage factor of k=2.

**Instructions for Use**  
We recommend that the solution be thoroughly mixed by repeated shaking or swirling of the bottle immediately prior to use. Store protected from light. To achieve the highest accuracy the analyst should: (1) use only pre-cleaned containers and transferware, (2) not pipette directly from the RM's original container, (3) use a minimum sub-sample size of 600 µL, (4) make dilutions using calibrated balances or certified volumetric class A flasks and pipettes, (5) dilute with the same matrix as the original CRM, and (6) never pour used product back into the original container. The solution should be kept tightly capped and stored under normal laboratory conditions. Fresh solutions should be prepared daily. Do not freeze, heat, or expose to direct sunlight. Minimize exposure to moisture or high humidity.

**Period of Validity**  
VHG ensures the accuracy of this solution for 12 Months from the Certification date shown below on page 1, provided the instructions for use are followed. During the period of validity, the purchaser will be notified if this product is recalled due to any significant changes in the stability of the solution.

Chuck Goodreau, Certifying Officer

8 November 2019  
 Certification Date

**Conditions of Sale and Supply:** All CRMs & RMs sold are subject to applicable LGC Standard Terms and Conditions of Sale.

Page 1 of 2

**Quality Certifications**  
This RM was prepared under a quality management system that is accredited to the following:

- ISO 17034 Accredited: Reference Materials Producer, Certificate No. 2846.02 – General Requirements for the Competence of Reference Material Producers
  - ISO 17034 references additional requirements specified in ISO Guide 31 and ISO Guide 35
- ISO/IEC 17025 Accredited: Chemical Testing, Certificate No. 2849.01 – General Requirements for the Competence of Testing and Calibration Laboratories
- ISO 9001 Certified: Quality Management Systems, Certificate Registration No. 56 100 19560101 – Requirements (Registrar: TÜV ACRD)

**Quality Manual Rev.:**  
No 7, 7/24/2019

**Health and Safety Information**  
Refer to the Material Safety Data Sheet (MSDS), which can be obtained at [www.lgcstandards.com](http://www.lgcstandards.com)

**Homogeneity**  
This solution was determined to be homogeneous by procedures consistent with the requirements of ISO 17034 and ISO Guide 35. Replicate samples of the finished solution were analyzed to confirm its homogeneity, in accordance with VHG GSP 8-15 Assessment of Homogeneity and Stability. To ensure homogeneity, users should not take a smaller sub-sample than specified in the Instructions for Use, as doing so will invalidate the certified values and uncertainties.

**Further Information**  
Please contact VHG for further information about this RM.

Front

Back





# Brand Guidelines

For more information on applying the VHG™ Brand Guidelines, please contact:

[Amy.Dillon@lgcgroup.com](mailto:Amy.Dillon@lgcgroup.com)

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The LGC logo, consisting of the letters 'LGC' in a bold, teal, sans-serif font, enclosed within a white circular background.