



**BTC**  
Chemical Distribution

Welcome to  
our BTC Europe  
Brand World

At BTC Europe, our customers are at the center of all our actions. With years of industry expertise and market know-how, we provide our customers with sustainable solutions that help them shape the trends of the future.

# Our brand

BTC Europe GmbH is part of the BASF Group and is BASF's European distribution organization for specialty chemicals. The brand name BTC, introduced in 2002, has become a renowned brand in the chemical distribution business in Europe.

The BTC Europe brand has been evaluated according to the BASF brand architecture. As an individual brand with its own value proposition and a clearly defined connection to the umbrella brand, BTC Europe helps BASF to market its products and meet specific market needs. Our personality is reflected in our values, which can be summarized in one word – PACE – which stands for Passionate, Agile, Customer-Focused and Entrepreneurial.

Driven by ever-changing market demands and an increasingly digitalized business environment, we have adapted our BTC branding to the latest trends in order to create added value for our customers across all brand touch points.

The redesign of the BTC brand follows our brand guidelines while providing more flexibility and versatility. This is reflected in the cleaner version of the BTC logo, the color grading of our corporate colors and the new font. All elements contribute to a strong brand appearance that creates authenticity and trust and conveys BTC's brand promise: expertise.

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# Basic elements

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## Logo

### Basic design

Our BTC Europe logo has proven itself over the past 10 years and has established itself in the market. Therefore, in the course of the rebranding, a simple modernization of the well-known brand face was undertaken.

With its new one-dimensionality, the revised logo has gained in boldness and thus more clarity and power.

Visually learned characteristics remain, such as the special sweep in the letter "C."



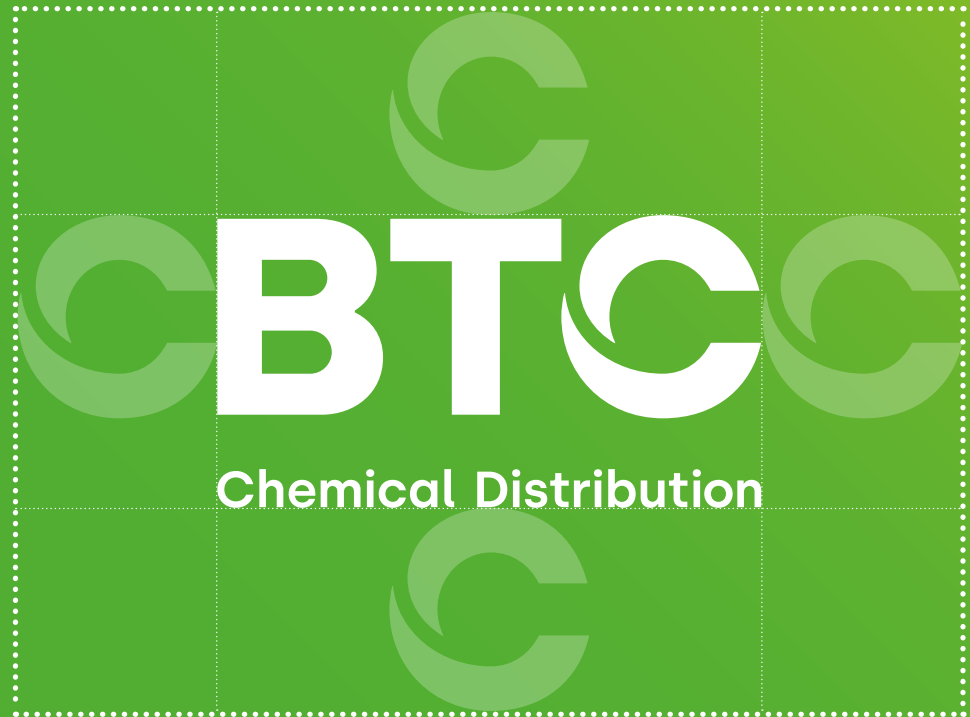
**Chemical Distribution**

## Logo

### Exclusion zone

For an optimal effect of the BTC logo, a specific minimum distance (= exclusion zone) has been defined. No other graphic elements may be placed in the layout within this protection zone.

The protection zone is determined by the dimensions of the letter "C" and can also be reduced by half in exceptional cases (e.g. in particularly small applications) (see p. 8).

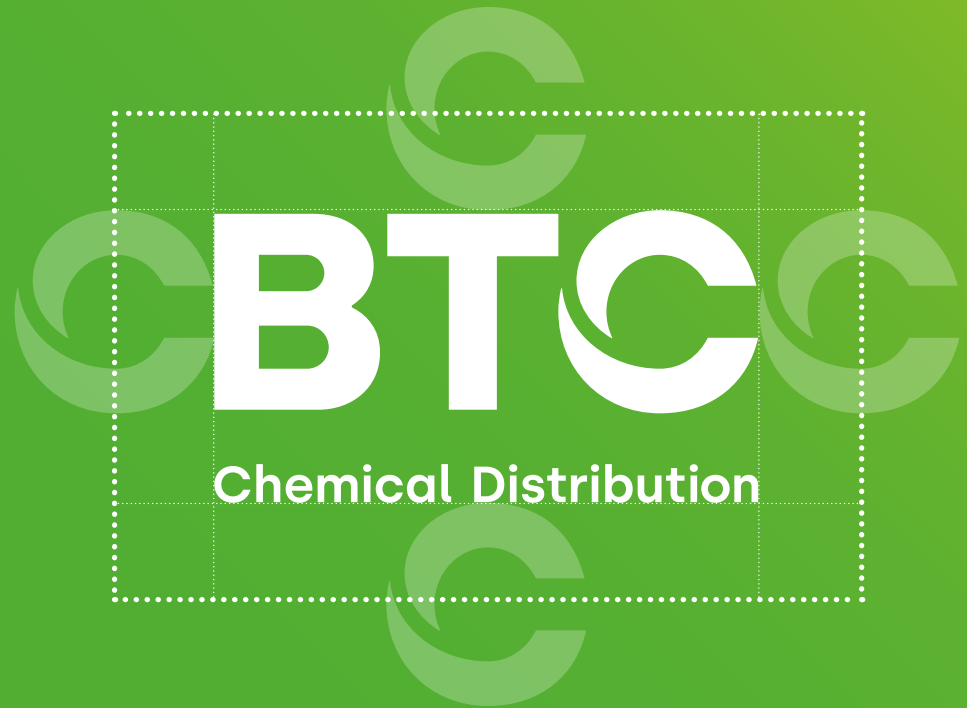


## Logo

### Minimum exclusion zone

The exclusion zone is generally determined by the dimensions of the letter "C" (see p. 7).

In exceptional cases, such as in small file formats, the dimensions are reduced by half.



## Logo

### Color versions

The BTC logo mainly appears in the primary color "BTC-Green."

In certain color combinations, however, it can also be used in the secondary colors "BTC-Light Green" or "BTC-Dark Green" as well as in black, white or as a stencil.

Exceptional cases allow for display in the defined accent colors, but never in reference colors (cf. pp. 19, 20).

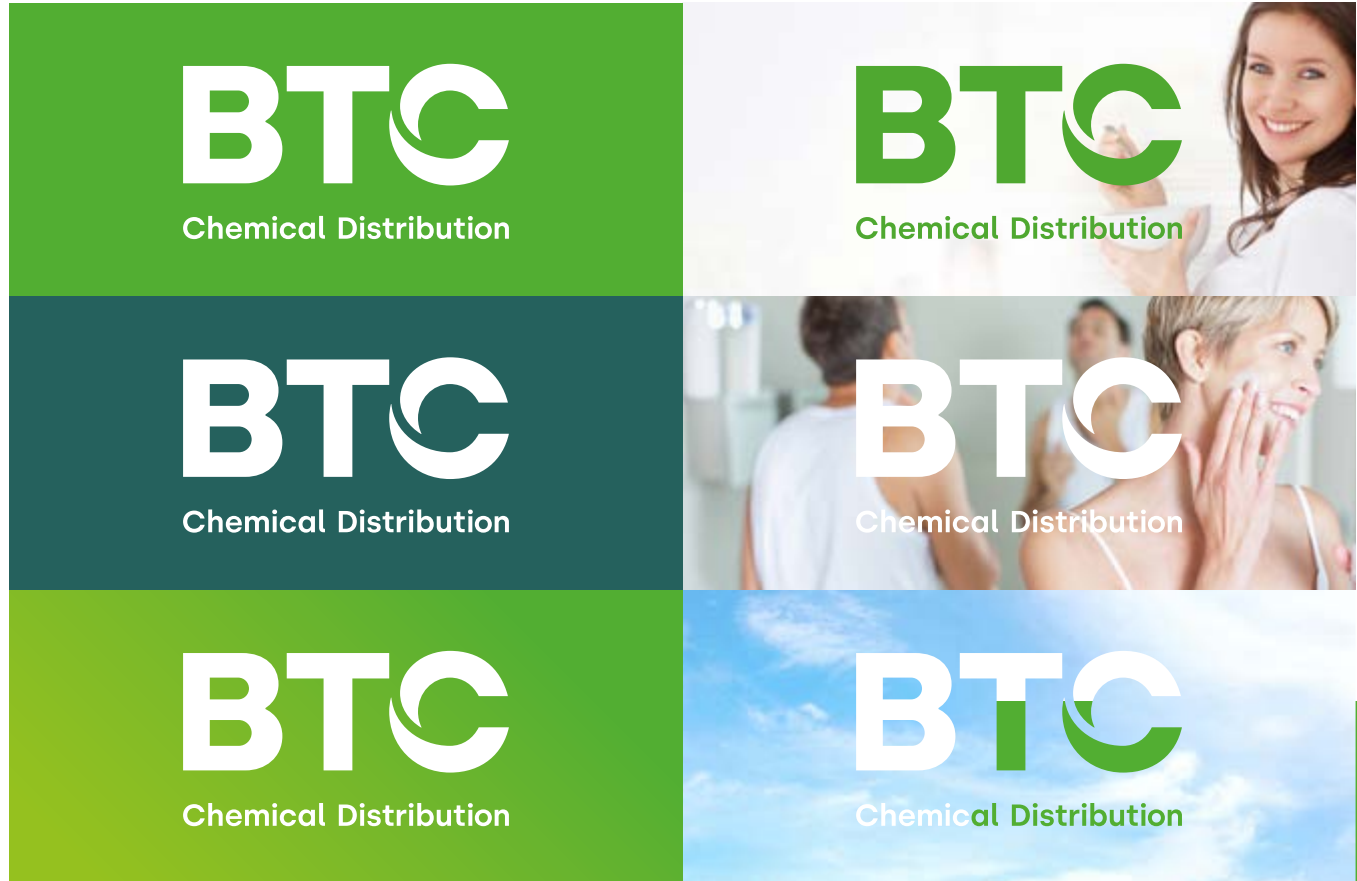


## Logo

### Background versions

Often the choice of logo color version results from the background used. The BTC logo should always be clearly visible and not blur with the background.

Conceivable backgrounds are colored solids in primary, secondary, neutral or accent colors, color gradients and photos.



## Logo

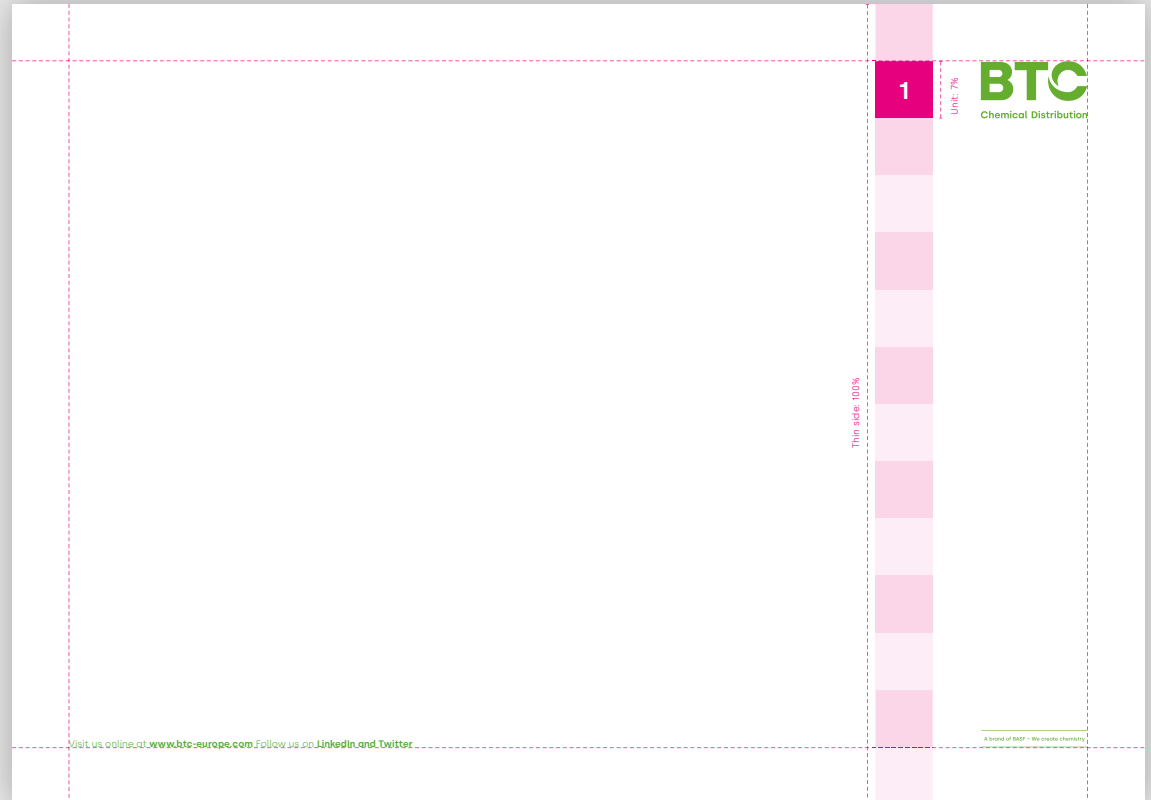
### Size

The logo height is 7% of the shortest media side in each case. All specifications correspond to the height of the logo without the protection zone. The logo should always be used in the defined sizes in all formats.

The BTC logo should not fall below a height of 15 mm (print) or 57 pixels (digital).

This results in the following heights of the common DIN formats:

- A5** 15 mm
- A4** 15 mm
- A3** 21 mm
- A2** 29 mm
- A1** 42 mm

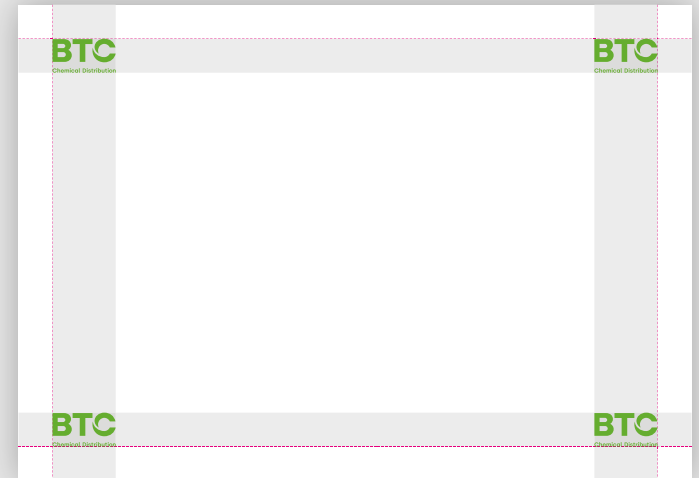
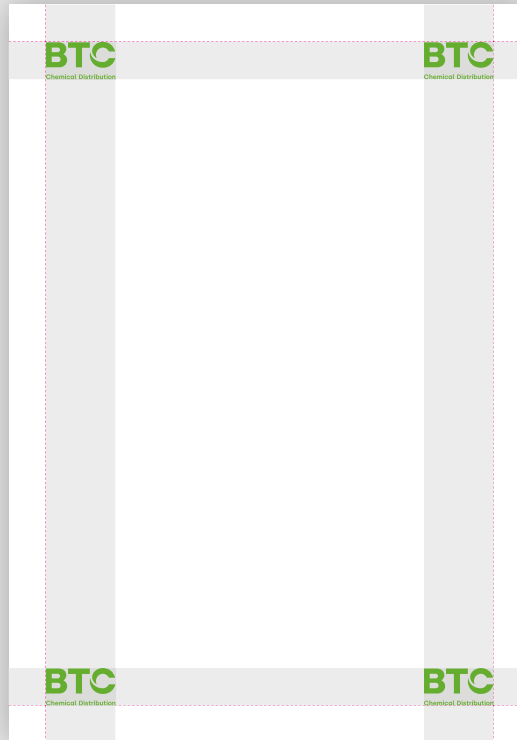


## Logo

### Placement

The BTC logo can be used in any corner while respecting the format margin and the logo protection space.

This determines the orientation of the endorsement (see p. 15).



## Logo

### **BASF Endorsement**

As a satellite brand of BASF, BTC Europe must always clearly communicate this affiliation by means of the BASF Endorsement.

The width of the endorsement corresponds to the width of the BTC logo itself, whereby a minimum height of the endorsement of 4.5 mm should not be undercut.

The color of the endorsement is based on the color of the BTC logo. Color combinations are not desired.

Several options for the placement of the different variants are available for the placement of the endorsement (see p. 14-15).



# BTC

## Chemical Distribution

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A brand of BASF – We create chemistry

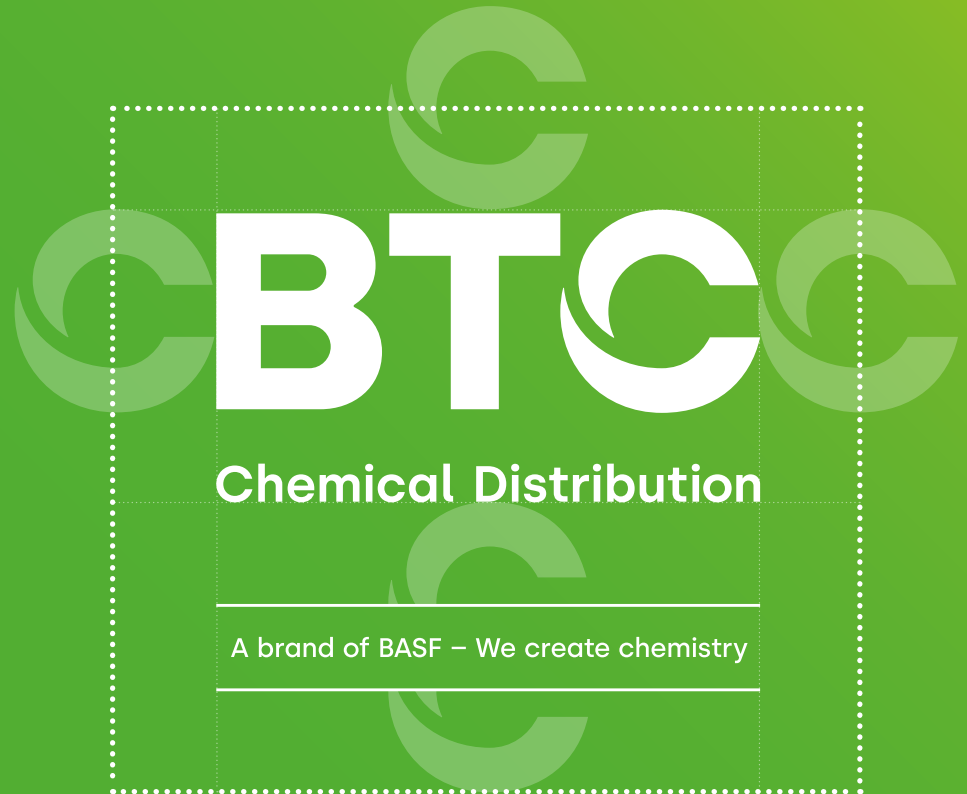
---

## Logo

### **BASF Endorsement alignment**

For the placement of the endorsement, there are different variants to choose from:

- 1 Directly on the logo with a defined distance of half a "C" height.
- 2 In the layout on one of the opposite sides of the placed logo.



1

## Logo

### BASF Endorsement alignment

For the placement of the endorsement, there are different variants to choose from:

- 1 Directly on the logo with a defined distance of half a "C" height.
- 2 In the layout on one of the opposite sides of the placed logo.

#### Note:

To the right or left of the logo, the endorsement is centered. If it is above or below the logo, it is placed at the margin of the format.

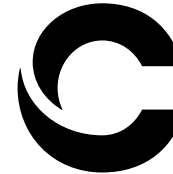
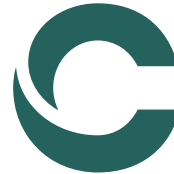


## Logo

### Short form

A short form of the logo is used for the most concise representation on small applications.

Typical applications include: app icons, avatars in social media channels or as a favicon on websites.







## Colors

### BTC primary color

Colors are sometimes the most important component of a corporate design and accordingly, attention is paid to accurate color representation.

The BTC corporate primary color "BTC Green" corresponds to BASF's light green and illustrates BTC Europe's close ties to its origins. It has been a major distinguishing feature of BTC for years and continues to be used primarily within the corporate design.

				
	<b>BTC Green</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>
RGB	101 / 172 / 30	120 / 189 / 100	165 / 211 / 152	210 / 233 / 203
HEX	#65ac1e	#78bd64	#a5d398	#d2e9cb
CMYK	70 / 0 / 100 / 5	59 / 0 / 77 / 0	41 / 0 / 53 / 0	21 / 0 / 27 / 0
Pantone	369 C / 376 U	–	–	–
RAL	6018 (Yellow green)	–	–	–

#### Info:

The RAL color palette only has a limited number of color shades available, which means that the RAL color shades mentioned here only come close to the original shades. The RAL color palette should only be used if other color systems are out of the question.



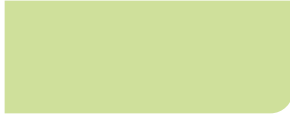




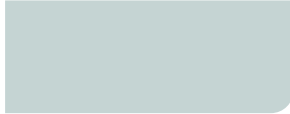
## Colors

### BTC secondary colors

Secondary colors help us structure content and create orientation.

Combining the BTC green with the BTC corporate secondary colors "BTC light and dark green" and the BTC accent colors creates a uniform and varied color world that expresses freshness, vitality, flexibility and modernity.

Particular attention should be paid to accurate color representation in all applications.

				
	<b>BTC Light green</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>
<b>RGB</b>	146 / 193 / 30	173 / 209 / 86	201 / 224 / 143	228 / 240 / 199
<b>HEX</b>	#92c11e	#add156	#c9e08f	#e4f0c7
<b>CMYK</b>	50 / 0 / 100 / 0	41 / 0 / 83 / 0	27 / 0 / 57 / 0	13 / 0 / 30 / 0
<b>Pantone</b>	2292 C	–	–	–
				
	<b>BTC Dark green</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>
<b>RGB</b>	33 / 97 / 92	88 / 137 / 133	144 / 176 / 174	199 / 216 / 214
<b>HEX</b>	#21615c	#588985	#90b0ae	#c7d8d6
<b>CMYK</b>	66 / 0 / 35 / 62	50 / 0 / 26 / 47	33 / 0 / 18 / 31	17 / 0 / 9 / 16
<b>Pantone</b>	626 C	–	–	–




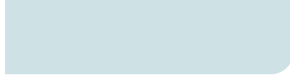



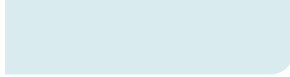




## Colors

### BTC accent colors

Accent colors help us to bring more liveliness into the design through targeted use.

Combining the BTC green with the BTC corporate secondary colors "BTC light and dark green" and the BTC accent colors creates a uniform and varied color world that expresses freshness, vitality, flexibility and modernity.

Particular attention should be paid to accurate color representation in all applications.













				
	<b>BTC Turquoise</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>
<b>RGB</b>	1 / 142 / 150	65 / 170 / 176	128 / 199 / 202	192 / 227 / 229
<b>HEX</b>	#018e96	#41aab0	#80c7ca	#c0e3e5
<b>CMYK</b>	74 / 0 / 29 / 28	70 / 6 / 32 / 0	52 / 0 / 23 / 0	28 / 0 / 13 / 0
<b>Pantone</b>	2236 C	–	–	–
				
	<b>BTC Water</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>
<b>RGB</b>	70 / 173 / 192	116 / 194 / 208	163 / 214 / 224	209 / 235 / 239
<b>HEX</b>	#46adc0	#74c2d0	#a3d6e0	#d1ebef
<b>CMYK</b>	64 / 2 / 19 / 10	56 / 2 / 18 / 0	40 / 0 / 13 / 0	20 / 0 / 7 / 0
<b>Pantone</b>	631 C	–	–	–
				
	<b>BTC Blue</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>
<b>RGB</b>	1 / 94 / 140	64 / 130 / 169	128 / 172 / 198	188 / 211 / 226
<b>HEX</b>	#015e8c	#4082a9	#80acc6	#bcd3e2
<b>CMYK</b>	93 / 56 / 24 / 8	73 / 33 / 14 / 9	51 / 18 / 13 / 4	29 / 9 / 8 / 0
<b>Pantone</b>	2152 C	–	–	–

## Colors

### BTC highlight colors

Especially for digital applications (the website, apps, etc.), highlight colors are available for certain purposes, such as notices, alerts and error messages. These refer particularly strongly to noteworthy content.





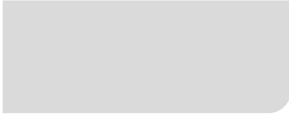
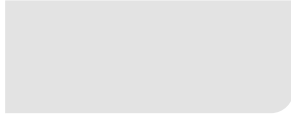
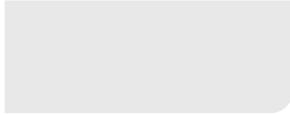
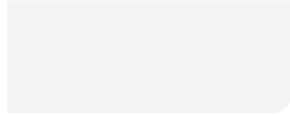
These colors are only used very specifically and are not to be used in image communication.

				
	<b>BTC Orange</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>
<b>RGB</b>	192 / 118 / 7	211 / 151 / 78	227 / 184 / 135	240 / 218 / 194
<b>HEX</b>	#c07611	#d3974e	#e3b887	#f0dac2
<b>CMYK</b>	0 / 49 / 93 / 27	0 / 37 / 70 / 20	0 / 25 / 47 / 14	0 / 12 / 23 / 7
<b>Pantone</b>	7511 C	–	–	–
				
	<b>BTC Red</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>
<b>RGB</b>	149 / 27 / 51	174 / 82 / 91	202 / 137 / 138	229 / 196 / 195
<b>HEX</b>	#951b33	#ae525b	#ca898a	#e5c4c3
<b>CMYK</b>	0 / 92 / 52 / 46	0 / 69 / 39 / 35	0 / 46 / 26 / 23	0 / 23 / 13 / 12
<b>Pantone</b>	7427 C	–	–	–
				
	<b>BTC Violet</b>	<b>75%</b>	<b>50%</b>	<b>25%</b>
<b>RGB</b>	78 / 64 / 108	123 / 112 / 145	170 / 162 / 183	201 / 198 / 216
<b>HEX</b>	#4e406c	#7b7091	#aaa2b7	#c9c6d8
<b>CMYK</b>	60 / 64 / 0 / 49	45 / 48 / 0 / 37	30 / 32 / 0 / 25	15 / 16 / 0 / 12
<b>Pantone</b>	4126 C	–	–	–

## Colors

### Neutral colors

In addition to the specific BTC corporate colors, shades of black are also used for backgrounds, in tables or as text colors.

				
	<b>Black 100%</b>	<b>80%</b>	<b>60%</b>	<b>40%</b>
<b>RGB</b>	0 / 0 / 0	51 / 51 / 51	102 / 102 / 102	153 / 153 / 153
<b>HEX</b>	#000000	#333333	#666666	#999999
<b>CMYK</b>	0 / 0 / 0 / 100	0 / 0 / 0 / 80	0 / 0 / 0 / 60	0 / 0 / 0 / 40
<b>Pantone</b>	7547	7546	7545	7544
				
	<b>20%</b>	<b>15%</b>	<b>10%</b>	<b>5%</b>
<b>RGB</b>	204 / 204 / 204	217 / 217 / 217	230 / 230 / 230	242 / 242 / 242
<b>HEX</b>	#cccccc	#d9d9d9	#e6e6e6	#f2f2f2
<b>CMYK</b>	0 / 0 / 0 / 20	0 / 0 / 0 / 15	0 / 0 / 0 / 10	0 / 0 / 0 / 5
<b>Pantone</b>	7543	7542	Grey (cool) 1	7541

## Colors

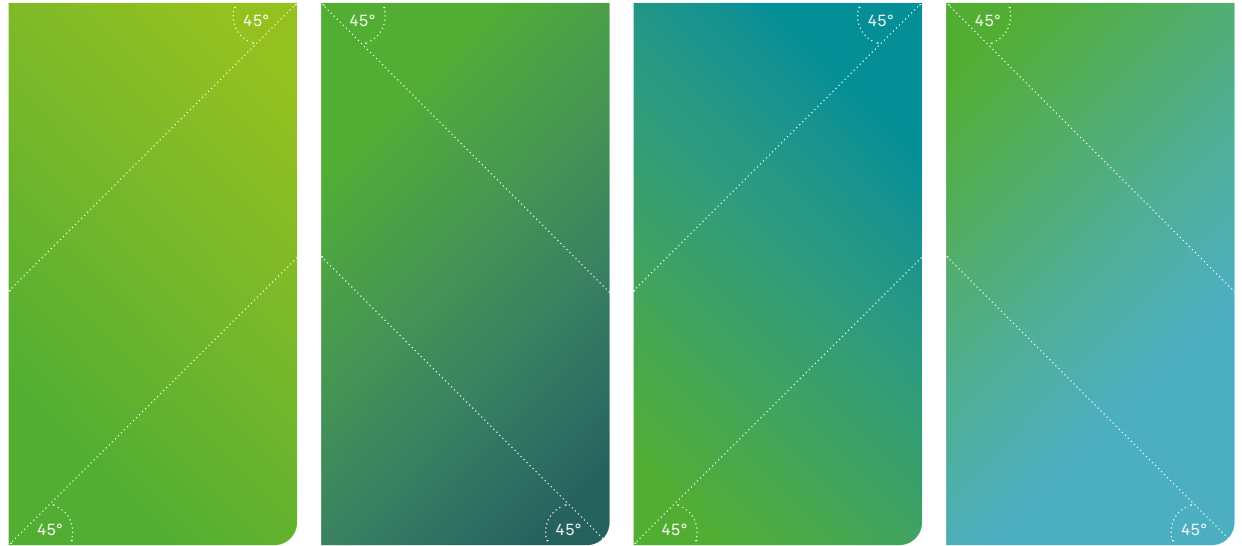
### Color gradients linear

Defined color gradients can be used for highlight areas and emphasis.

These always consist of BTC Green and one of the following colors:

- 1 BTC Green + **BTC Light green**
- 2 BTC Green + **BTC Dark green**
- 3 BTC Green + **BTC Turquoise**
- 4 BTC Green + **BTC Water**

Color gradients are built up evenly and with high contrast. A gradient angle of 45°/- 45° or 135°/- 135° is recommended here, but can be adjusted in appropriate exceptions.



	<b>BTC Gradient 1 GHG</b>	<b>BTC Gradient 2 GDG</b>	<b>BTC Gradient 3 GT</b>	<b>BTC Gradient 4 GW</b>
<b>Colors</b>	Green + Light green	Green + Dark green	Green + Turquoise	Green + Water
<b>Angle</b>	45°	45°	45°	45°
<b>Position</b>	Green 20% Center 50% Light green 90%	Green 20% Center 50% Dark green 90%	Green 10% Center 50% Turquoise 80%	Green 10% Center 50% Water 70%

## Colors

### Color gradients two-dimensional

In addition to linear color gradients, irregular gradients are also used. These can be created for example using a gradient grid in Adobe Illustrator.

The basis here is also always BTC Green.

- 1 BTC Green + **BTC Light green**
- 2 BTC Green + **BTC Turquoise**
- 3 BTC Green + **BTC Light green** + **BTC Dark green**
- 4 BTC Green + **BTC Water** + **BTC Light green**



## Typography

### Primary typeface "Silka"

The primary corporate typeface of BTC Europe GmbH is "Silka" from the Spanish typeface foundry atipo®.

As an important brand-defining element within the corporate design of BTC Europe GmbH, "Silka" appears exclusively in all external communications.

"Silka" can be licensed on the atipo® website:  
[www.atipofoundry.com/fonts/silka](http://www.atipofoundry.com/fonts/silka)

Regular *Italic*

12 Styles, 6 Weights

ttf und otf "  
**Desktop und App**  
woff, woff2 und  
eot " **Web**

èé Silka & 980 Glyphs

150 Languages

## Typography

### Typefaces

The BTC typeface "Silka" is used in different weights to create typographic variety and hierarchies within communications.

#### Light

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  
1234567890

#### *Light Italic*

*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  
1234567890*

#### 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  
1234567890

#### *Regular Italic*

*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  
1234567890*

#### Medium

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  
1234567890

#### *Medium Italic*

*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  
1234567890*

#### Semibold

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  
1234567890

#### *Semibold Italic*

*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  
1234567890*

#### 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  
1234567890

#### *Bold Italic*

*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  
1234567890*

#### Black

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  
1234567890

#### *Black Italic*

*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  
1234567890*

## Typography

### Secondary font "Arial"

If the primary font "Silka" is not available for technical reasons, the system font "Arial" is used.

Applications of "Arial" include, for example, letterhead or e-mail signatures.

### 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  
1234567890

### Regular Italic

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  
1234567890

### 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  
1234567890

### Bold Italic

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  
1234567890

## Typography

### Line spacing

The spacing between two lines is determined by the selected font size.

### Tracking

Specifies the spacing between two letters.

### Font color

Mainly we use a font against a white background. For readability reasons, the font color is adjusted accordingly on colored surfaces.

### Typesetting

Exemplary representation of the font details

<b>Line spacing</b>	<b>Headlines</b>	<b>Body text</b>
<b>Tracking</b>	120%	150%
<b>Font color</b>	V/A = 0	V/A = -10
<b>Typesetting</b>	BTC primary and secondary colors	BTC Dark green
	with a font size of 30 pt, spacing 36 pt:	with a font size of 9 pt, spacing 13,5 pt:

Lorem est  
Ipsum em.

Lorem est Ipsum em. Doluptam re disite coribus quat invelis ut ut lam quiatib us-andus exerro in rerae plibusc itatur modit etur sus. Inum acero velecerro consed et ad mo dolor Puda.

## Typography

### Highlighting

Text can be given special emphasis:

#### 1. Frame

Background with a colored area. The height of the area corresponds to 170% of the versal height and is centered. Transparencies are also possible.

#### 2. Underlined

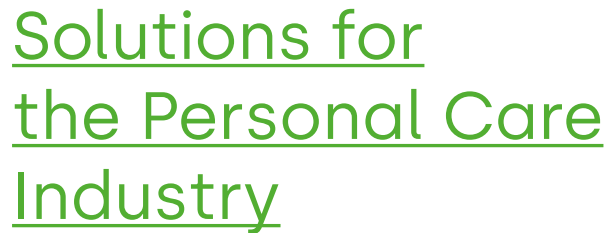
The signature is underlined.

- 1 white frame
- 2 frame with a color gradient
- 3 underlined
- 4 underlined + frame with a color gradient



Solutions for  
the Personal Care  
Industry

1



Solutions for  
the Personal Care  
Industry

3



Solutions for  
the Personal Care  
Industry

2



Solutions for  
the Personal Care  
Industry

4

## Tonality

### **Language**

English is not only the world's leading language but also the language of BTC Europe. In written form, we generally use US spelling.

Country-specific communication can be adapted according to the respective language.



# Design principle

## Basics

Format margin  
Content grid  
Content box  
Area principle  
Combinations  
+ Elements  
+ Headlines  
+ Text

→ Page 31

## Print media

Business cards  
Letterhead  
Compliment cards  
Envelopes  
Onepagers/Fact sheets  
Brochures  
Roll ups

→ Page 42

## Digital media

PowerPoint  
Web banners  
Social media  
E-mail signatures

→ Page 48

# 2

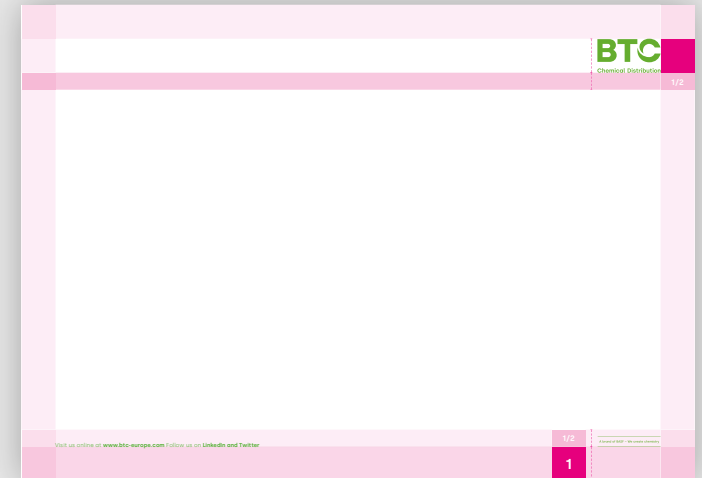
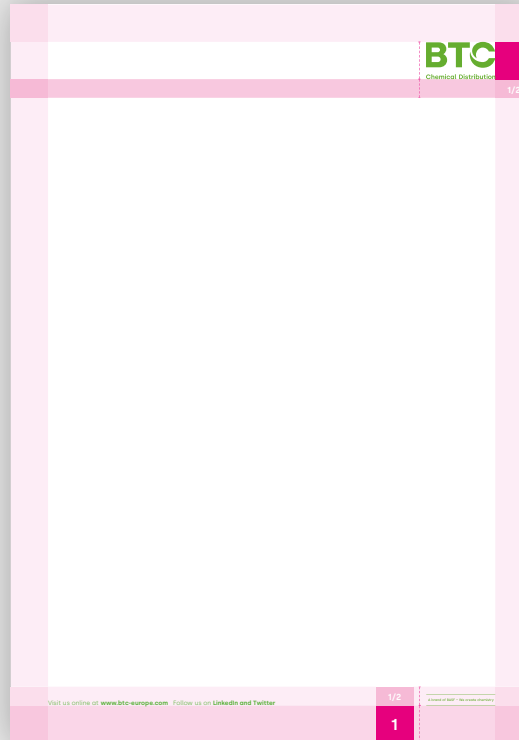
## Basics

### Format margin

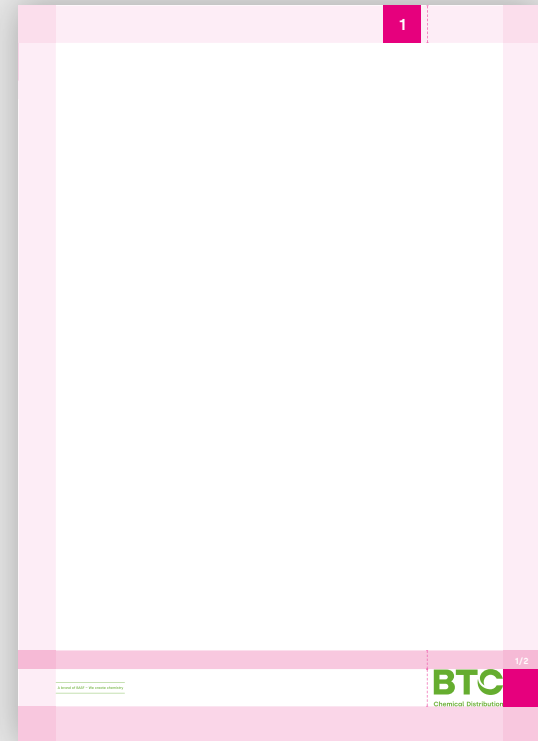
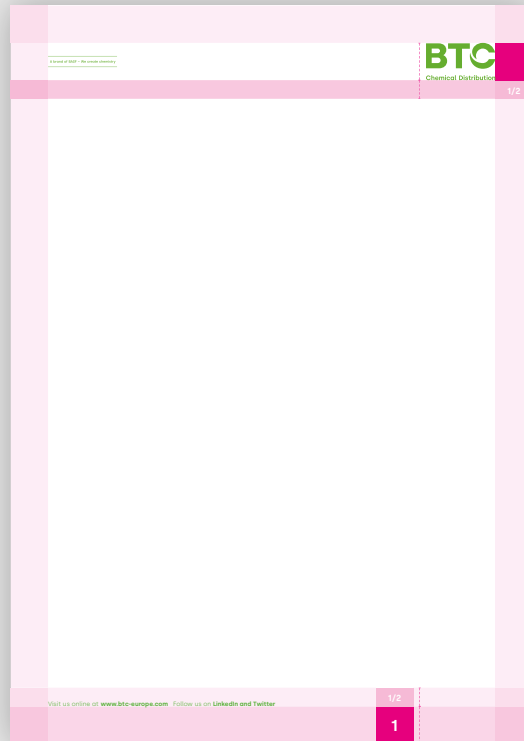
The format margin is circumferential and corresponds to the height of a logo unit (see p. 11).

After the logo and endorsement placement, another half unit is kept as a distance to the content.

If the minimum size of the logo is reached or if the format is extremely narrow, the circumferential format margin is reduced by half (cf. p. 32).



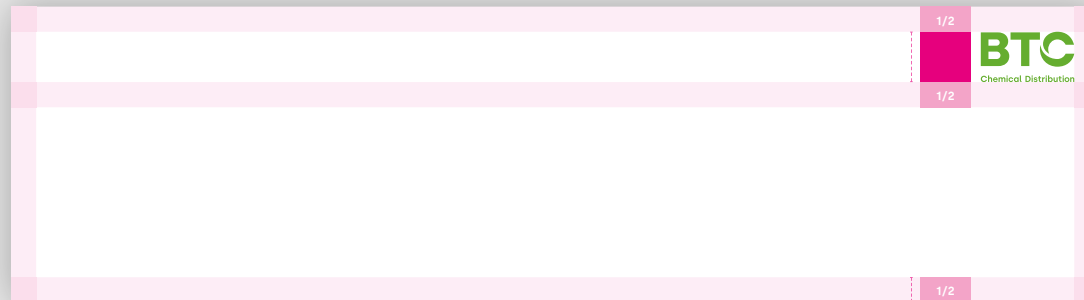
Design principle → Basics → Format margin → Examples



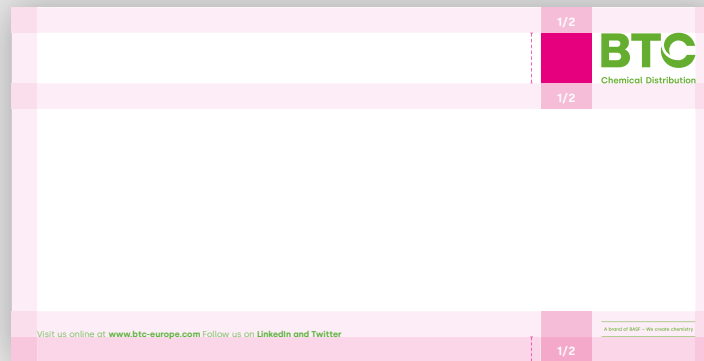
Design principle → Basics → Format margin → Examples of reduced distance



DIN A5



Billboard 970 x 250 px



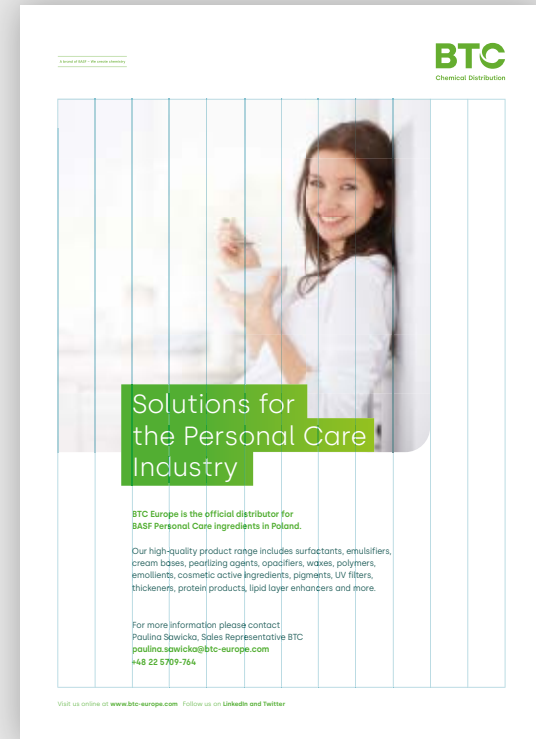
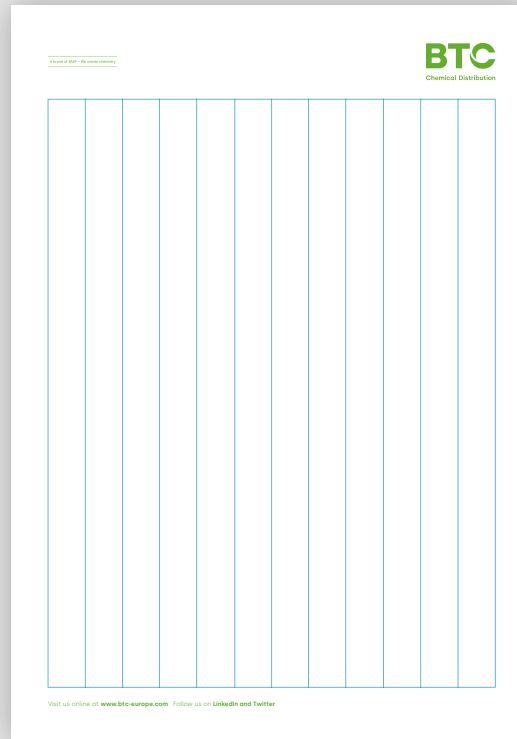
DIN long

## Basics

### Content grid

In addition to the format margin, other principles are available for orientation, which can be used to make the layouts more appealing and clearer.

For example, the content area is divided horizontally into 12 equal columns after adhering to the format margin. All additional design elements are oriented to these columns.



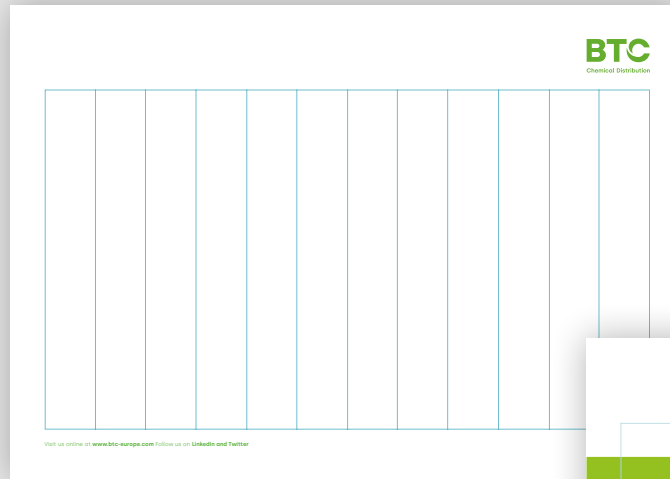
Design principle → Basics → Content grid

## Basics

### Content grid

This grid is also adhered to in landscape format and other formats.

All other spacing is ideally based on these scales and serves as a starting point.



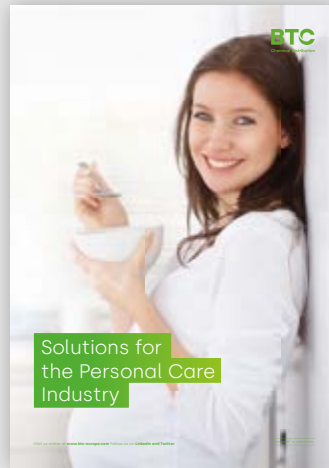
## Basics

### Content box

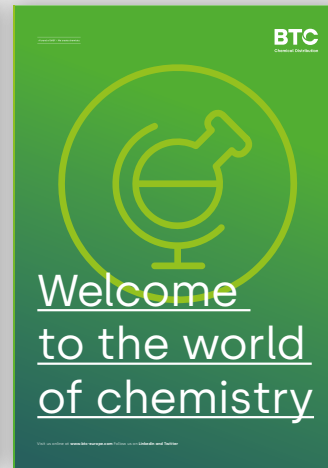
The basis of every layout is a content box. This is filled with either color, text or an image (see examples). All elements of a page should be composed with this.

- 1 Image format-filling
- 2 Colored area format-filling
- 3 Image
- 4 Colored area + text

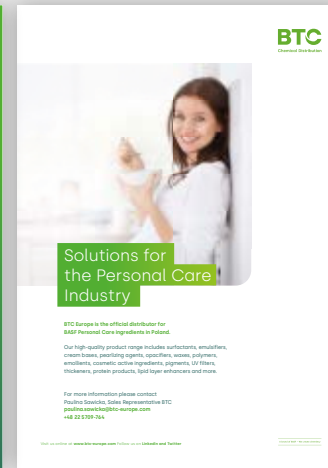
Visually, the box picks up the BTC logo and therefore has a rounded corner on one of the edges. The exception to this is format-filling use (see example 1).



1



2



3



4

Design principle → Basics → Content box → Area principle

## Content box

### Area principle

Percentage pairs are used to determine the appropriate height of the box in combination with other design elements. These pairs always result in 100%, which corresponds to the content area after subtracting the format border.

- 1 full format
- 2 100%
- 3 50% : 50%
- 4 70% : 30%

The width of the box is based on the grid and can be chosen variably. However, the size of the box should always be based on the content shown in it.



1

2

3

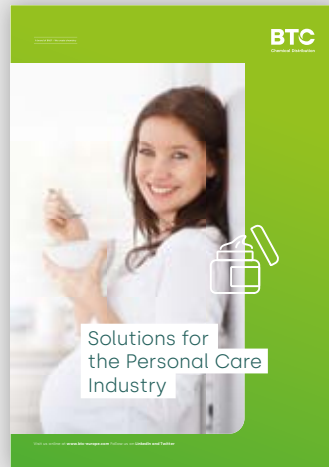
4

## Content box

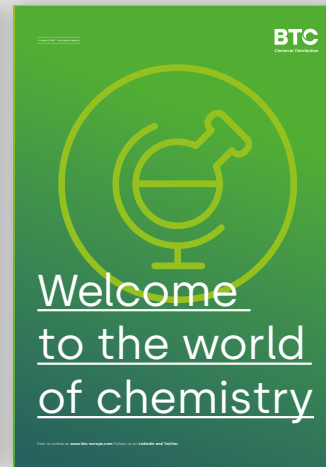
### Content box and other elements

The box is a flexible element that allows us to make a lot of different variations in the design (see examples).

- 1 **Image box** 100% + headline + icon
- 2 **Colored box** format-filling + headline + icon
- 3 **Text box** 30% + headline + images
- 4 **Image box** format-filling + headline + icon + text



1



2



3



4

## Content box

### Content box and headlines

Headlines can be placed variably inside the box or at its edge. However, they should follow the grid used (see p. 34).



1

2

3

4

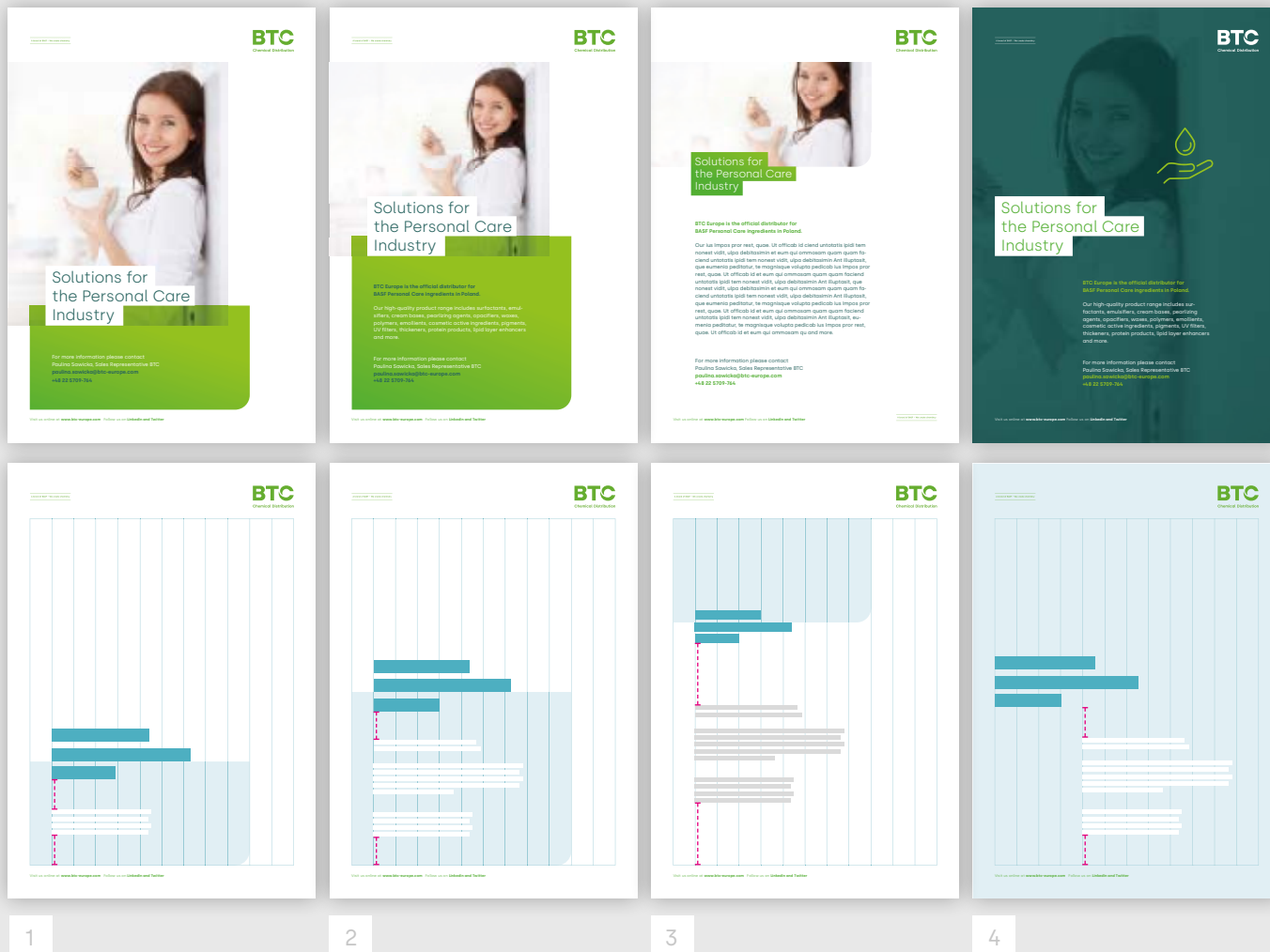
## Content box

### Content box and text

Texts always follow the grid (see p. 34).

If the layout is a text box + colored area combination, the text is vertically centered.

Overlapping elements, such as a headline, are also included in the alignment (see example 4).



Application examples

# Applications

Design principle → Print media

Print media

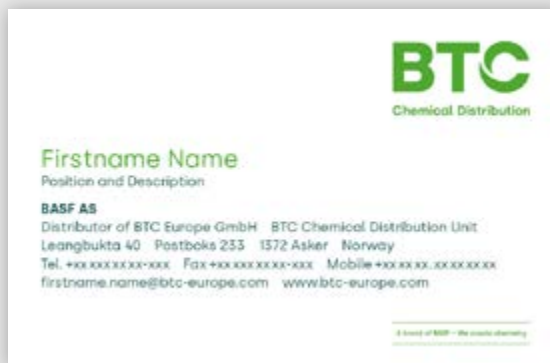
## Business cards



Back business card



Variant



Front business card

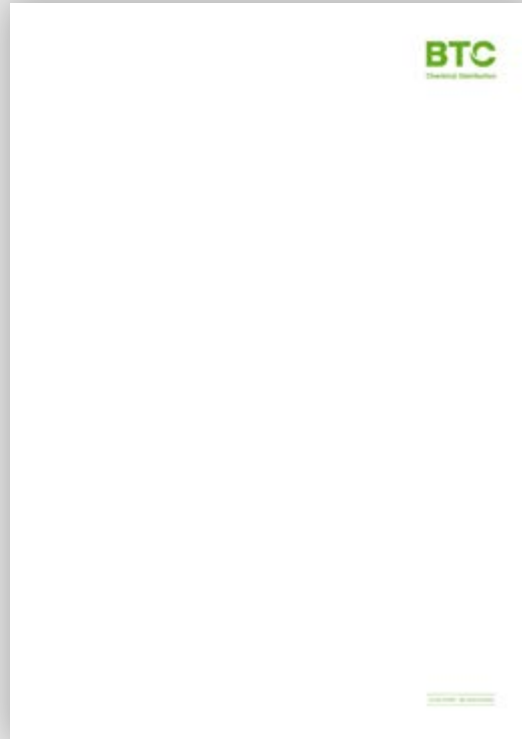


Variant

Design principle → Print media

Print media

## Letterhead



Letterhead



Example with text

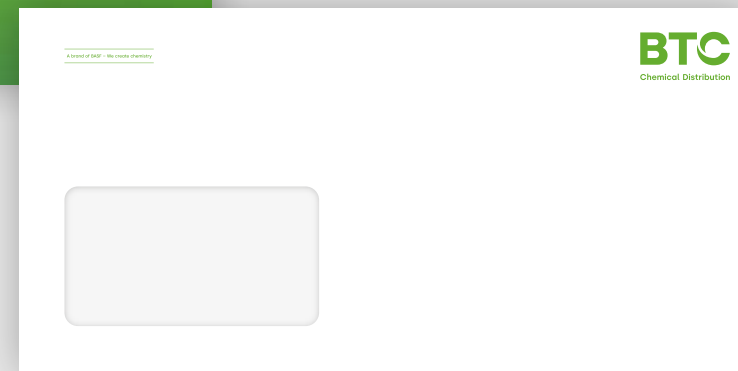
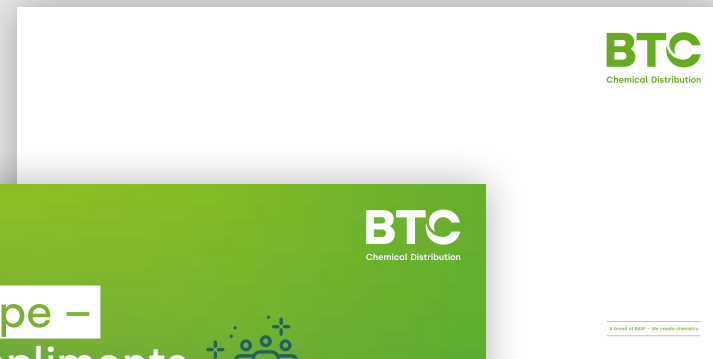
Design principle → Print media

Print media

## Compliment cards & envelopes



Compliment card



Letter envelope business letter DIN lang

Design principle → Print media

Print media

## One pagers/Fact sheets

**Portfolio News**

### Folic Acid – The Newcomer in our Portfolio

As part of our continuing efforts to provide enhanced services to you, we would like to inform you about the complementation of our portfolio with Folic acid.

**Why do we need folic acid?**  
Natural food folates and the synthetic folic acid are water-soluble B-vitamins which are generally termed as folate, folacin or vitamin B9.

Folate in general plays an important role in the synthesis of RNA and DNA and metabolizes amino-acids which are required for cell division. Especially pregnant women should take care of consuming enough folates and supplement with folic acid. This helps prevent the fetus from developing major congenital deformities of the brain or spine, including neural tube defects, such as spina bifida and anencephaly.

**Examples of health claims:**

- Folate contributes to maternal tissue growth during pregnancy
- Folate has a role in the process of cell division.
- Supplementing folic acid intake improves maternal folate status. Low maternal folate status is a risk factor in the development of neural tube defects in the developing fetus.

Product name	Form	Application	Package	Request
Folic acid food	Granules	Dietary Supplement Food Fortification	25kg combed paper	25 kg within an bag

**Why to choose BTC as your partner:**

- Wide range of different health ingredients available
- Consistent & excellent product quality
- Highest supply reliability through own warehouses
- Small quantity packaging available through refilling possibility on site
- Small volumes delivery
- Local BTC customer service

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Front

Please contact your well-known Account Manager or Customer Service Office. If you don't have a direct contact, please get in touch with:

**Mr. Nina Rottke**  
Customer Service Office  
Tel. +49 9442 40 20 000  
nina.rottke@btc.europa.com

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<b>BTC for Central Europe</b> Tel. +48 22 520 100 000	<b>BTC for Italy</b> Tel. +39 02 52 52 52 52
<b>BTC for France</b> Tel. +33 1 47 24 22 22	<b>BTC for Nordic/Scandinavia</b> Tel. +45 33 33 33 33 33
<b>BTC for Germany</b> Tel. +49 944 40 20 000	<b>BTC for Poland</b> Tel. +48 22 520 10 10
<b>BTC for Denmark</b> Aarhus/Bornholm Hedehusene/Århus Tel. +45 33 33 33 33 33	<b>BTC for UK/Ireland</b> Tel. +44 1454 400 33 33

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Back cover

Design principle → Print media

Print media

Brochures



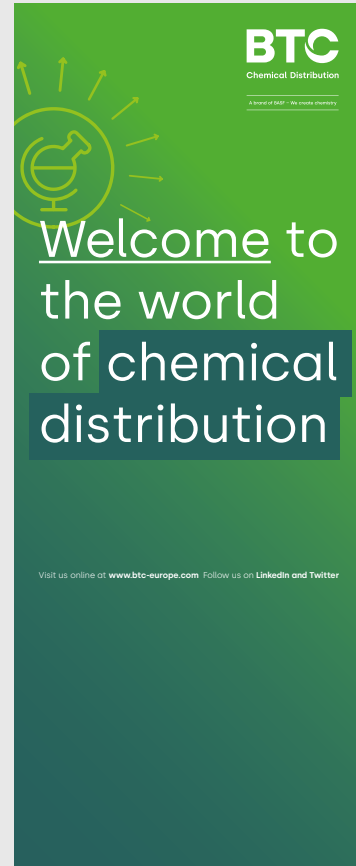
Front page

Inner side

Design principle → Print media

Print media

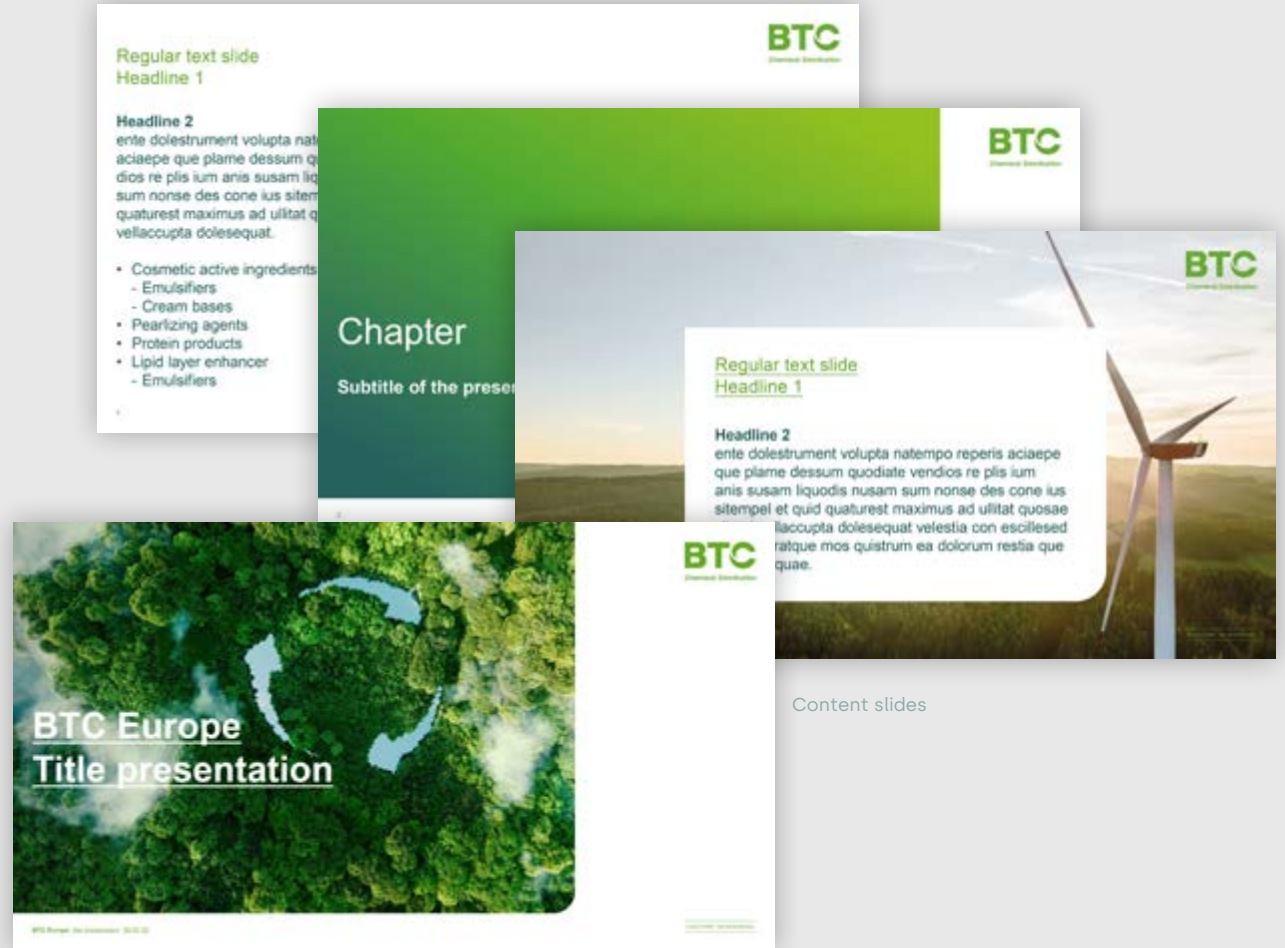
**Roll ups**



Design principle → Digital media

Digital media

PowerPoint



Title slide

Content slides

Design principle → Digital media

Digital media

## Web banners



Billboard 920 x 250px



Social media 1080x1080px

Design principle → Digital media

Digital media

**Social media**



Design principle → Digital media

Digital media

## E-mail signatures

Secus Occus, Ibus volore parum et odionsed quia nonet mosseque sitat.

Im fuga. Et laccumque sit laborenis illuption inihici endenihit accatibuscil modi autas delenit, cus re provide ssitate pro quibuscis vid qui cupta voluptaes as ium, odistium cupta pror sit, estis magnis consequi sitio comniti torerior mossam re mo con cum re rate enienis dipid eium nus sitium autem dentem si tem quamet rere, omnihil luptatis mossus ut vellam unt optaquibus magnam et voloriamus del il inihillatia cum ressim et modipient. Molum estist alibus nis et quunt.

Les es volo eos sint volupissunt valuptur?  
Id erum inverrovit laboreferum am et, cone non percipsa cusdaecto cores iunt ute lat ex et aut voluptaqui dis aut.

**Name Surname**  
Position

Phone: +49 (0) XXXX XXXX XXX, Mobile: +49 (0) XXX XXXX XXXX, Email: firstname.name@btc-europe.com  
Postal Address: BTC Europe GmbH, BTC/DC, Street 1, XXXXX City, country

**BTC**  
Chemical Distribution

**BTC Europe GmbH - A BASF Group Company**  
Sitz der Gesellschaft / Registered Office: 40789 Monheim am Rhein  
Registergericht / Company's Register: Amtsgericht Düsseldorf - HRB 69802  
Geschäftsführer / Managing Director: Jose Corral Montilla

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## Photography style

**Image photography**

→ Page 54

**Detail photography**

→ Page 56

**Product photography**

→ Page 57

**Employee photography**

in a real environment  
classic portrait  
Extract

→ Page 58

# 3

Since pictures are always the first element to be perceived by the viewer, they represent the most important asset within any communication. Because of this primacy, a lot of attention is placed on **high-quality and meaningful visual material.**

## Photography style

### **Image photography**

Image material should always be created by a professional and briefed photographer or be purchased from high-quality stock agencies upon submission.

Cell phone photos, snapshots and unedited image material should not be used in any of the communication of BTC Europe in the interest of maintaining a professional brand appearance.

The visual material of the  
BTC Europe is characterized by  
authenticity and quality.

Real and authentic people:  
Friendly, fun-loving and  
approachable.

Photography style → Image photography

## Photography style

### Image photography

We use images to tell stories from everyday life. To give the viewer the opportunity to recognize himself in them. Accordingly, we prefer snapshots and avoid posed situations.

Our style is natural, genuine and positive. The motifs shine in warm colors.



## Photography style

### Detail photography

If detail photos are used, quality should be emphasized here as well. A pronounced depth of field with a clear focus guides the viewer through the image to the actual subject, helping to communicate and understand more quickly.

Again, everyday situations should create connections, so we prefer snapshots.



## Photography style

### Product photography

Products and packaging should be placed on a calm background to better illustrate the content and should largely avoid decorative accessories.

The backgrounds can be white, light gray or a matching BTC Color. Packaging is placed on this with sufficient white space and should be optimally illuminated.



## Photography style

### Employee photography

At BTC, people with character work in a real environment. This should also be expressed in the employee photos.

The employees show themselves on location in a bright and appealing environment. They face the viewer in a friendly manner, giving the picture an inviting and open character.



## Photography style

### **Employee photography**

If the representation in a real environment is not possible, our photographic style is complemented by classic portrait photography.

The portrait photos should be bright and clearly focused shots up to the waist, embodying eye level.



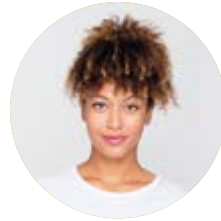
Photography style → Employee photography

## Photography style

### **Employee photography**

A crop of the photo is used for the most concise presentation on small applications.

Typical applications include contacts on websites or social media channels.





# Graphic style

## Icons

Basic construction  
Color versions

→ Page 62

## Illustrations

→ Page 64

## Infographics

→ Page 65

## Structuring

Tables  
Enumerations

→ Page 66

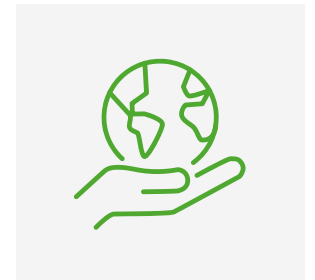
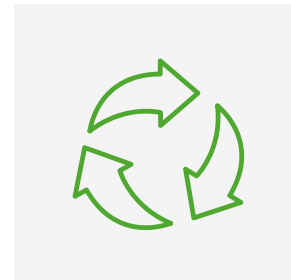
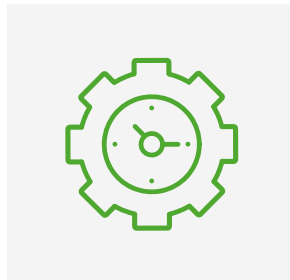
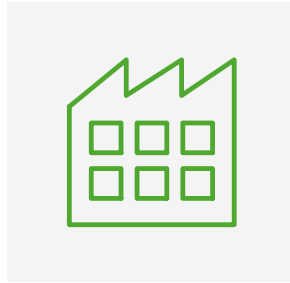
# 4

## Graphic style

### Icons

Icons are suitable for simplification or for the visual support of complex content, which can then be presented in a clear and easily understandable way.

The icons of BTC Europe are always two-dimensional and in shapes that are kept as simple as possible. Corners and edges are rounded.



## Graphic style

### Icons

Icons are used in all defined BTC colors. However, we primarily use primary and secondary colors.

Icons in reference colors are used exclusively on the web and never in image communication.



## Graphic style

### Illustrations

With the help of the icon style, we create illustrations to present processes and information. Like photography, BTC illustrations should be friendly, lively and close to everyday life.

They are used on all defined backgrounds, a combination of an icon and an image can also be used for illustration.



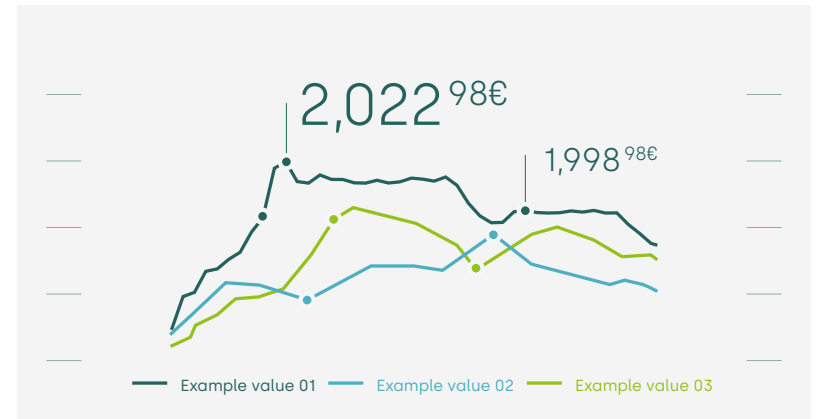
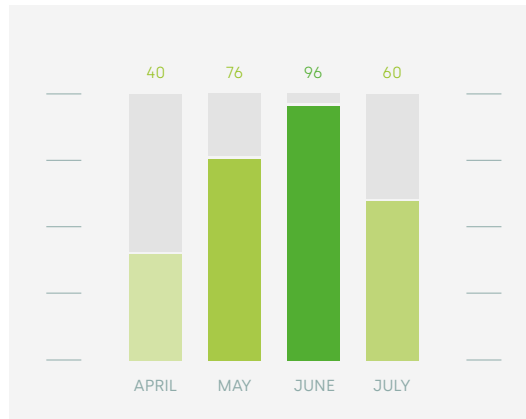
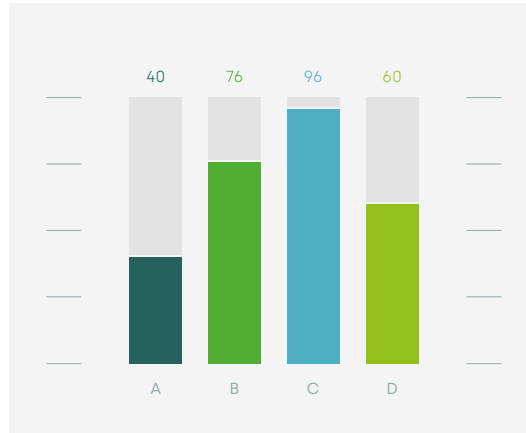
## Graphic style

### Infographics

Graphics help us to illustrate data and figures, they support the viewer in an informative way to better understand information.

Infographics from BTC Europe GmbH are clear, concise and do without decorative elements.

They are mostly used in presentations, fact sheets or brochures.



## Structuring

### Tables

Like all elements that comprise the corporate design of BTC Europe, tables are to be designed as simply and clearly as possible.

The focus is on conveying the content. Therefore, attention is paid to optimal readability and purely decorative elements are avoided.

Phase	Ingredients	INCI	% by	Function
<b>A</b>	Water, demin	Aqua	60.70	–
	Glycerin	Glycerin	4.00	Humectant
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
<b>B</b>	Emulgade® PL 68/50	Cetearyl Glucoside, Cetearyl Alcohol	3.00	Emulsion base
	Cegesoft® VP	Olus oil, Hydrogenated Vegetable Oil, Candelilla cera [EU], Vegetable Oil, Hydrogenated Vegetable Oil, Euphorbia Cerifera (Candelilla) Wax	4.00	Consistency agent
	Cegesoft® PS 6	Olus Oil [EU], Vegetable Oil [CTFA]	2.00	Emollient
<b>C</b>	Glycerin	Glycerin	4.00	Humectant
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative

Phase	Ingredients	INCI	% by	Function
<b>A</b>	Water, demin	Aqua	60.70	–
	Glycerin	Glycerin	4.00	Humectant
	Rheocare® XGN	Xanthan Gum	0.30	Rheology modifier
	Sodium Benzoate	Sodium Benzoate	0.50	Preservative
<b>B</b>	Emulgade® PL 68/50	Cetearyl Glucoside, Cetearyl Alcohol	3.00	Emulsion base
	Eumulgin® SG	Sodium Stearoyl Glutamate	0.50	Emulsifier (O/W)
	Lanette® O	Cetearyl Alcohol	3.50	Consistency agent
	AEC Hemp Oil (Local Supplier)	Cannabis Sativa Seed Oil	7.00	Emollient
	Myritol® 318	Caprylic/Capric Triglyceride	5.00	Emollient
	Coconut Oil (Gustav Hees)	Cocos Nucifera (Coconut) Oil	5.00	Emollient

## Structuring

### Enumerations

Content should be structured as uniformly as possible in order to clearly delineate hierarchies.

This mainly concerns external communication in the form of presentations, flyers and brochures.

### Our high-quality product range:

- Cosmetic active ingredients
  - Emulsifiers
  - Cream bases
- Pearlizing agents
- Protein products
- Lipid layer enhancer
- Thickeners

1. Cosmetic active ingredients
  - a. Pearlizing agents
    - Emulsifiers
    - Cream bases
  - b. Pearlizing agents
2. Protein products
  - Lipid layer enhancers
  - Thickeners

### **Why to choose BTC as your partner:**

- ✓ Wide range of different health ingredients
- ✓ Constant & excellent product quality
- ✓ Highest supply reliability
- ✓ Small quantity packaging through refilling
- ✓ Small volume delivery
- ✓ Local BTC customer service

### **Why to choose BTC as your partner:**

- ➔ Wide range of different health ingredients
- ➔ Constant & excellent product quality
- ➔ Highest supply reliability
- ➔ Small quantity packaging through refilling
- ➔ Small volume delivery
- ➔ Local BTC customer service

---

A brand of BASF – We create chemistry

---



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