

Infinergy®

BASF
We create chemistry

**BRAND
GUIDELINES**
2ND EDITION

**BEST VIEWED IN
FULL SCREEN MODE
16:9 ASPECT RATIO**

This set of guidelines serves to define and demonstrate the correct applications of the corporate identity of Infinergy®.

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Infinergy®

CONTENTS

| | | | | | | |
|----|------------------------------------|----|-------------------------------|----|---|------|
| 03 | INTRO – BRAND STANDARDS | 34 | 03: DESIGN APPLICATION | 52 | Events / Tradeshows | P.04 |
| | | 35 | Office Stationery | | Roll-up display | |
| | | | Powerpoint Slides | | Pop-up display/Stand | |
| | | | Press Release | | | |
| | | | Letterhead | 54 | 04: BRAND ALLIANCES | |
| | | | Business Card | 55 | Brand Architecture | |
| | | | Writing Pad | 56 | Product Application | |
| | | 40 | Communication Material | 57 | Brand Alliance | |
| | | | Brochure | | | |
| | | | Advertisements | 62 | 05: LOGO/LABEL USAGE GUIDE FOR DISTRIBUTION PARTNERS | |
| | | | Posters | | | |
| | | | Technical data sheet | | | |
| | | | Press Kit | 63 | Distribution Logo/Label | |
| | | 45 | Interactive Media | 66 | Communication Materials | |
| | | | Website | 71 | Interactive Media | |
| | | | Online banners | 72 | Outdoor Signage | |
| | | | Social Media | 73 | Outdoor Media | |
| | | | App Icons | 74 | Apparel | |
| | | | eNewsletter | 75 | Vehicle Livery | |
| | | | Film / Animation | | | |
| | | 51 | Giveaways | | | |

01 EXPLORING THE BRAND

P.05

| | |
|----|---|
| 06 | Brand Promise and Positioning |
| 07 | Brand Competencies |
| 08 | Brand Value Proposition |
| 10 | Expressing our message and Communicating our beliefs |
| 11 | Infinergy Tagline |
| 12 | Brand Touchpoints |
| 13 | Copy Direction |

BRAND PROMISE AND POSITIONING

P.06

There is nothing more powerful than the human body. But everyone needs that extra kick sometimes.

That gets us going & keeps us going.

Infinergy empowers you to move, with superior responsiveness and energy return. In shoes, through our surfaces, & through our saddles, we **empower movement.**



BRAND COMPETENCIES

A Innovation

We dedicate ourselves to new thinking, combined with the power of material science to steer next-level innovation.

C Collaboration

We know that only through strong partnerships can we see new possibilities and deliver tailored solutions.

B Expertise

We bring a balanced perspective of global and local knowledge, supported by a multi-disciplinary team.

D Inspiration

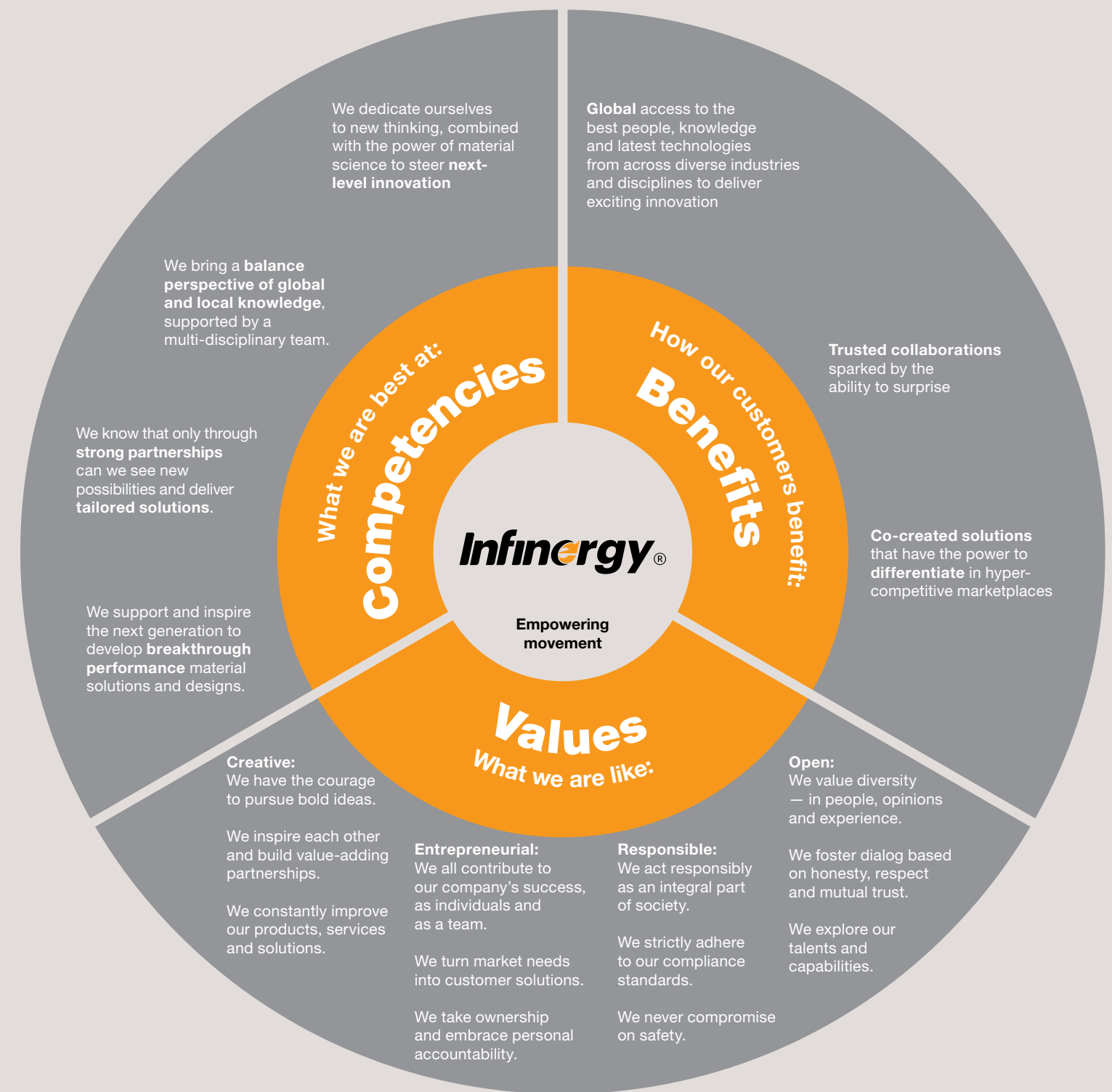
We support and inspire the next generation to develop breakthrough performance material solutions and designs.

BRAND VALUE PROPOSITION

The Infinergy® brand value proposition serves as a brand tool and represents the peak performances.

A strong brand creates a clear and differentiated sense of its peak performances in the mind of its stakeholders. To do this, a brand must present its audiences with a value proposition that is unique, attractive and relevant. With this proposition, a brand evokes positive emotions and gives those audiences comfort in their buying decisions. It is all about trust being built up.

The one word equity for Infinergy “revolutionary”: Infinergy promises to revolutionise the everyday with next level solutions.



BRAND ARCHITECTURE

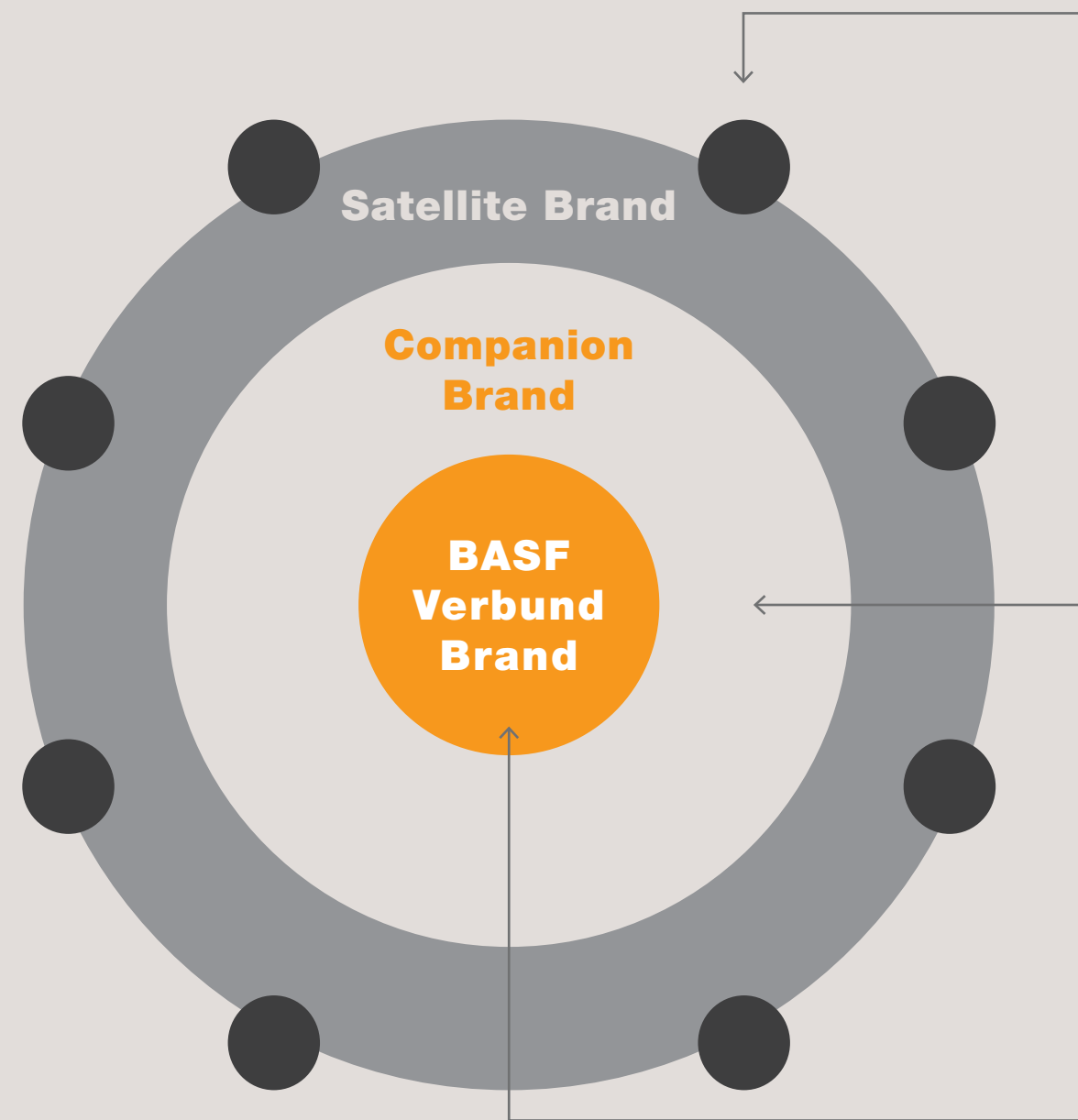
The Corporate Brand Architecture is our strategic brand management tool to provide direction and orientation.

Our Corporate Brand Architecture defines the roles of our brands within BASF. We differentiate between three brand categories:

A BASF Verbund Brand has a strong identification and high credibility to the core of the BASF brand.

A Companion Brand is strongly connected to the core of the BASF brand. It supports for example breakthrough innovations for a better differentiation in the market.

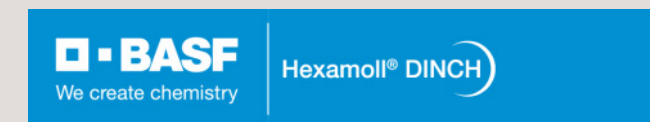
A Satellite Brand is positioned a bit further away from the core of the BASF brand and is used for example for sensitive B2C offerings. It is still expressing its affiliation to the BASF Corporate Brand via an endorsement.



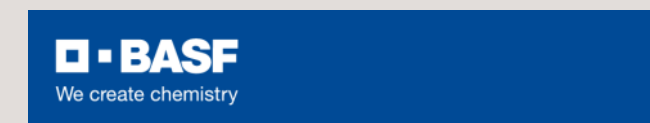
Satellite Brand
With individual logo, brand design and defined endorsement strategy to BASF



Companion Brand
Equal significance with BASF, own logo but in Corporate Design of BASF



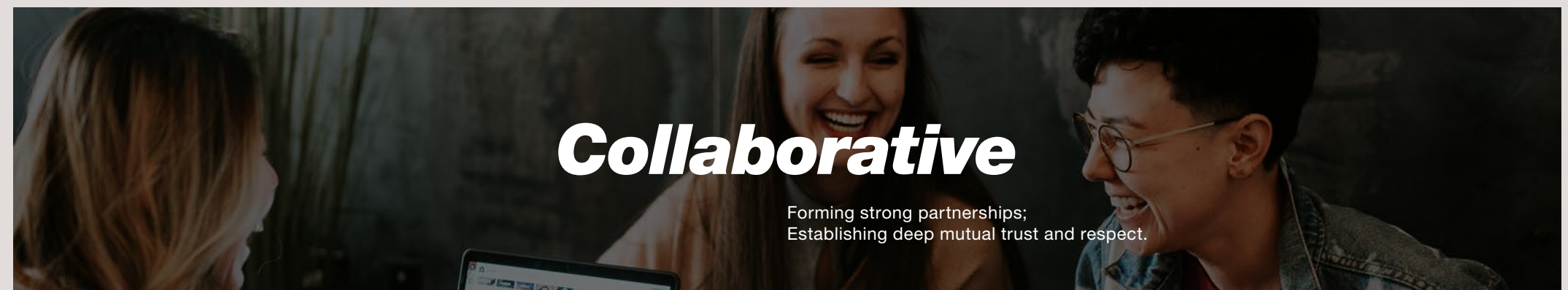
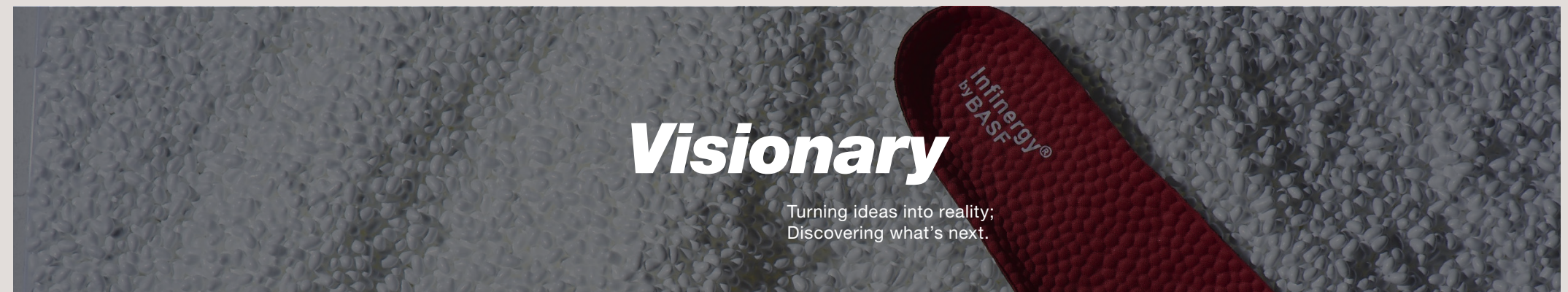
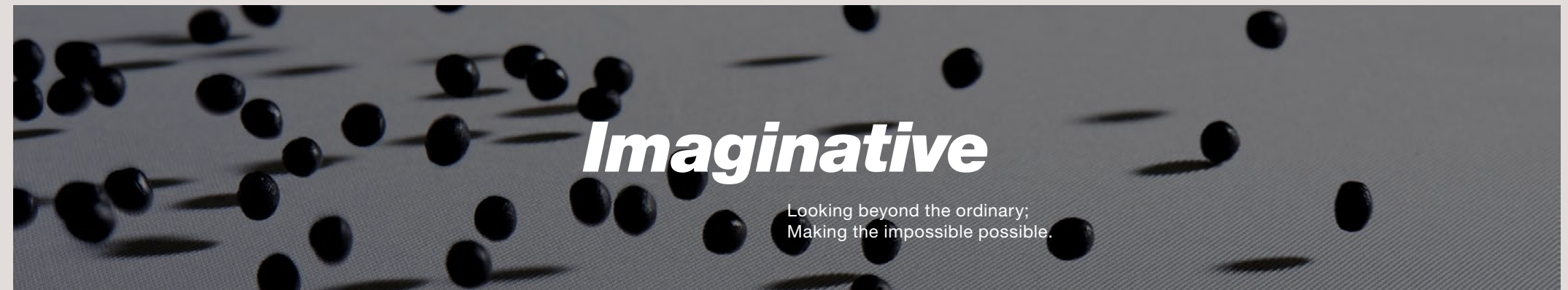
BASF Verbund Brand
Trademarked products, services in BASF Corporate Design



EXPRESSING OUR MESSAGE AND COMMUNICATING OUR BELIEFS

Our voice consists of both messaging and tone. These two communication aspects come together to create an effective strategy when speaking to our customers and fans. We have a goal to create clear and consistent messaging that reflects our brand personality.

Infinergy® is more than the world's first e-TPU. We identify with three main philosophies that coincides with our brand personalities, and these must be communicated effectively and distinctly.



A clear tagline is important to complement an easily recognizable brand. By showcasing exactly what we sell, our customers have no doubt about our offerings.

“Empowering Movement”

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touchpoints.

We have identified some commonly used touchpoints in this manual. Please contact your brand manager if you require any assistance with any touchpoints that are not listed below.

- Corporate Identity
- Collaterals
- Website
- Direct Mail
- Posters Banners
- Package Design
- Digital Media
- Sales Materials
- Promotional Items
- Advertising Campaigns
- Publication Design
- Brochures
- Logo on Product
- Outdoor Advertising
- Print Ads
- Social Media

COPY DIRECTION

A Direct

Short sentences. Germanic language.
Writing for the individual (“you” not “we”).
Deixis.

B Original

No clichés. Limited use of jargon.
Metaphors comparing Infinergy to
relatable phenomenon.

C Exciting

A rhythmic tempo. Writing in the
present. Moving, Empowering,
Storytelling. Engaging the reader.

**COPY
DIRECTION**



General formula for determining sector Value Proposition:

BRAND STORY → **WE EMPOWER**

CONSUMER → **X**

BENEFIT → **TO DO Y**

COPY DIRECTION

We empower...

A

Tennis players to get more from their game

E

Wheelchairs users to move without risking a puncture

B

Cyclists to ride without irritation

F

Children to play, more safety. Athletes to move clear of the pack

C

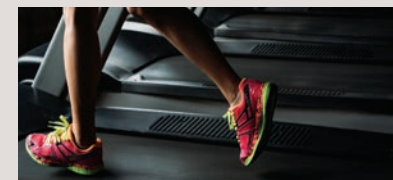
Treadmill users to run more, with less impact

G

Office workers to move with a spring in their step

D

Workers to move like athletes



**COPY
DIRECTION**



Turning Value Propositions into CTA's

All Value Propositions & CTA's can be found in the Sector Overviews

We empower office workers to move with a spring in their step



Move ahead with...

Shoes that feel like sneakers

We empower workers to perform like athletes



Work shoes that power through

We empower people to ride without risking a puncture



Puncture-proof your... (tires/scooters/wheelchairs)

**COPY
DIRECTION**



General formula for determining Consumer & Customer Benefits:

BRAND STORY → **MOVE**

CONSUMER → **ADVERB OR WITH + NOUN**

BENEFIT → **WITH...NOUN**

COPY DIRECTION

All benefits can be found in
the sector specific overviews

Examples of translating our messaging into benefit copy:

TARGET AUDIENCE

B2B
B2B General

B2C
Cycling Saddles

B2C
Safety Shoes

B2B
Safety Shoes

BENEFIT LED

Move into
unchartered territory

Move without
distraction

Movement
empowered

Empower your
customers to move

FEATURES INTO NOUNS

By collaborating with our
Industry-leading innovation team

With **Comfort compression
technology**

With **Athlete approved
energy return**

With **Athlete approved
energy return**

02 VISUAL APPEARANCE

| | |
|----|----------------------------|
| 20 | Brand Name |
| 21 | Brand Device |
| 23 | Corporate Colors |
| 26 | Brand Architecture |
| 27 | Incorrect Logo Usage |
| 28 | Typeface |
| 30 | Visual Style — Photography |
| 33 | Infinergy Tagline In Use |

BRAND NAME

The logo is the embodiment of decades of innovation, coupled with our undying passion for high performance, innovation, and symbolism of our BASF brand values. It should be used consistently to foster brand awareness.

12°

Font customized with curves, drawing inspiration from the appearance of the material (ETPU).

Infinergy®

The logo is italicized to emulate movement and advancement.

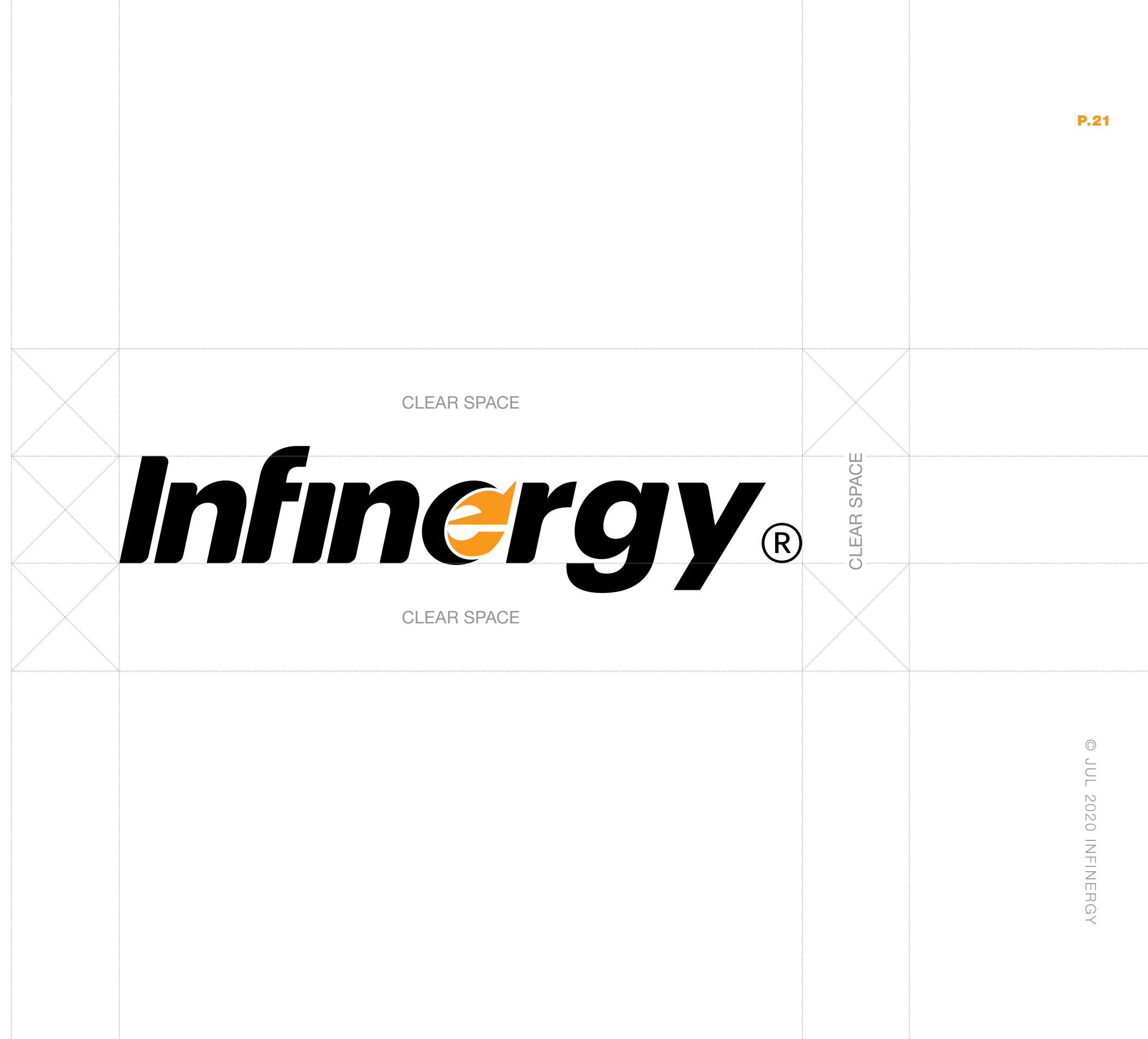
The “e” crafted with an arrow to illustrate endless loop.

Orange—enthusiasm, creativity, determination, attraction, success, encouragement and stimulation which matches the essence of the brand.

BRAND DEVICE

MINIMIUM CLEAR SPACE

- Always make sure that there is sufficient space between the logo and other graphical elements such as images or text.
- The circumferential protected space is 1 X of the height of the logo.
- A distance equal to 1 X of the height of the logo must also be maintained to the edge of the format.



BRAND DEVICE

LOGO VARIANTS

These are all the approved Infinergy® logos, to be used in their respective situations. Each logo has been carefully crafted to uphold the Infinergy and BASF brand while providing enough flexibility to encompass all of our endeavors.

Note that you have the flexibility to use the colours based on respective themes or campaigns. The colours do not have symbolic meaning behind it.

It is also mandatory to use the solid / full colours in the logos. Colour gradients are only allowed in imagery and other touchpoints

For mandarin campaigns and collaterals, please use the mandarin logo.

Infinergy®

MASTER LOGO

P.22

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Infinergy®

SECONDARY
LOGOS

Infinergy®

Infinergy®

Infinergy® 赢飞力

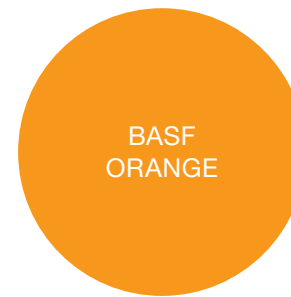
MANDARIN
LOGO

CORPORATE COLORS

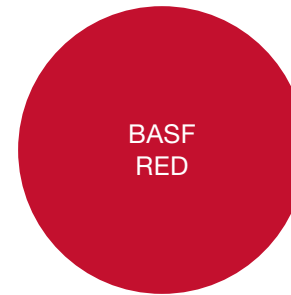
Consistent use of the Infinergy® and BASF brand colors will ensure consistency of the brand across all mediums. The brand colors should be utilized across all messaging mediums. You are also allowed to use the 6 colours including gray for the arrows in the Infinergy logo.

Each of these colors may be used equally in communication materials.

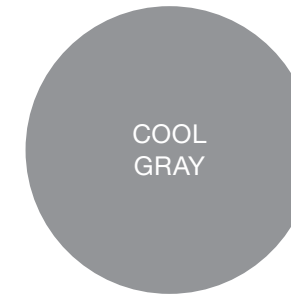
- The colors have no designated meaning or order.
- Make sure to always use prominently one of the colors for each communication material.
- Different colors for a series of communication materials.
- Thus, a diverse and varied impression can be achieved.



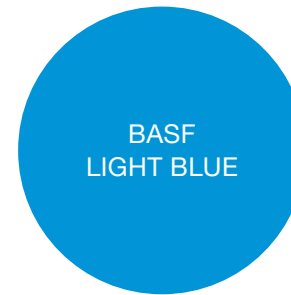
C0 M47 Y100 K0
PANTONE 144C**
PANTONE 144U**
HKS 3000C 6 K-80-10***
HKS 3000U 6 N-80-10***
R243 G149 B0
Hexadecimal #F39500
RAL 1007, Daffodil yellow
NCS S 1080-Y30R



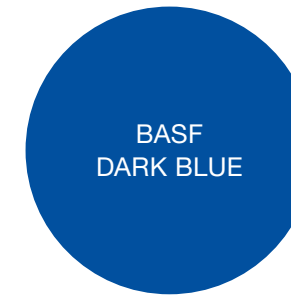
C0 M100 Y80 K20
PANTONE 187C**
PANTONE 1797U***
HKS 3000C 15 K-100-10*
HKS 3000U 15 N-100-10*
R197 G0 B34
Hexadecimal #C50022
RAL 3031, Orient red
NCS S1580-Y90R



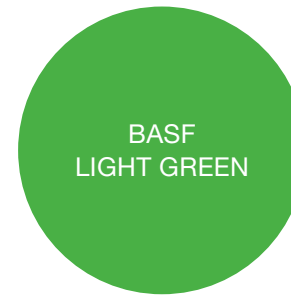
C38 M29 Y24 K5
PANTONE COOL GRAY 7C**
PANTONE COOL GRAY 7U**
R151 G153 B155
Hexadecimal #97999B



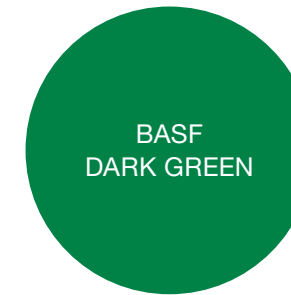
C87 M24 Y0 K0
PANTONE 2925C*
PANTONE 2995U*
HKS 3000C 47 K-70-30**
HKS 3000U 47 N-90-0 *
R33 G160 B210
Hexadecimal #21A0D2
RAL 5012, Light blue
NCS S 1560-R90B



C100 M75 Y0 K5
PANTONE Reflex Blue C***
PANTONE Reflex Blue U***
HKS 3000C 42 K-80-30*
HKS 3000U 42 N-100-10*
R0 G74 B150
Hexadecimal #004A96
RAL 5002, Ultramarine blue
NCS S 4055-R70B



C70 M0 Y100 K5
PANTONE 369C**
PANTONE 376U***
HKS 3000C 67 K-100-30*
HKS 3000U 67 N-100-1*
R101 G172 B30
Hexadecimal #65AC1E
RAL 6018, Yellow green
NCS S 2075-G30Y



C100 M0 Y91 K28
PANTONE 356C*
PANTONE 355U**
HKS 3000C 57 K-90-30*
HKS 3000U 57 N-90-10*
R0 G121 B58
Hexadecimal #00793A
RAL 6032, Signal green
NCS S 3065-G10Y

The definition of the corporate colors is based on CMYK as most communication materials are produced in four-color printing. Other color systems merely allow approximations of these colors.

* Slight difference from CMYK color. ** Some difference from CMYK color. *** Significant difference from CMYK color.

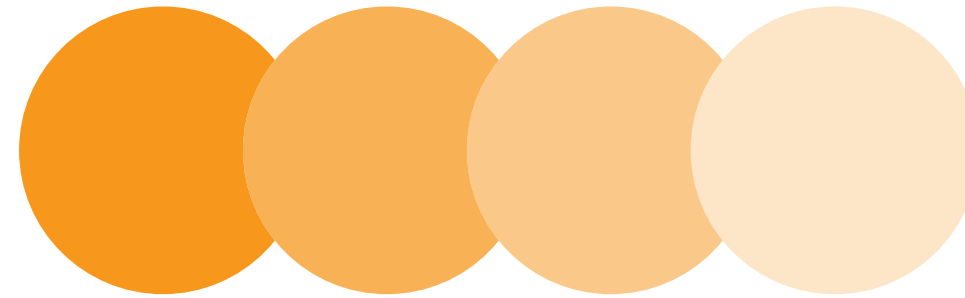
CORPORATE COLORS

USE OF COLOR

Use only one corporate color per communication material whenever possible. Additional corporate colors are only used for the effective differentiation of respective contents.

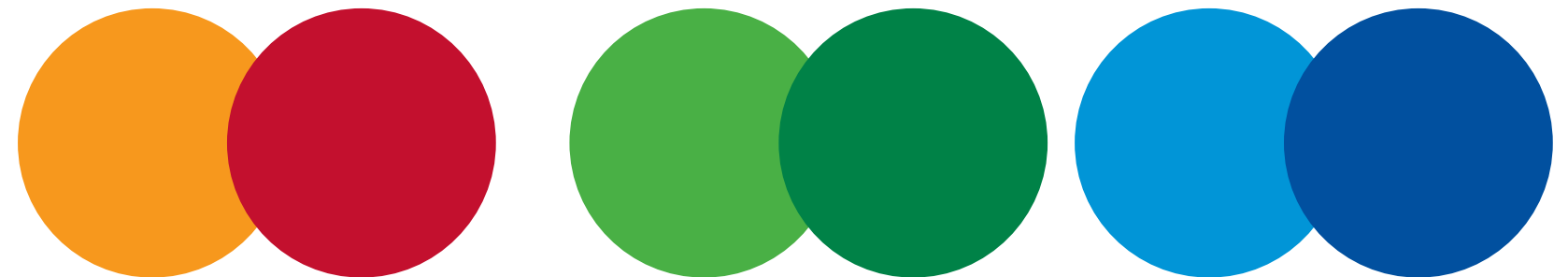
- ✎ You can use all gradations of a single corporate color, as long as the differences between the gradations are clearly visible.
- ✎ If you require a second corporate color to support your message, please use a color from the color pair.
- ✎ You may also supplement the color pair by using gray gradations.

Gradation of a corporate color — BASF orange



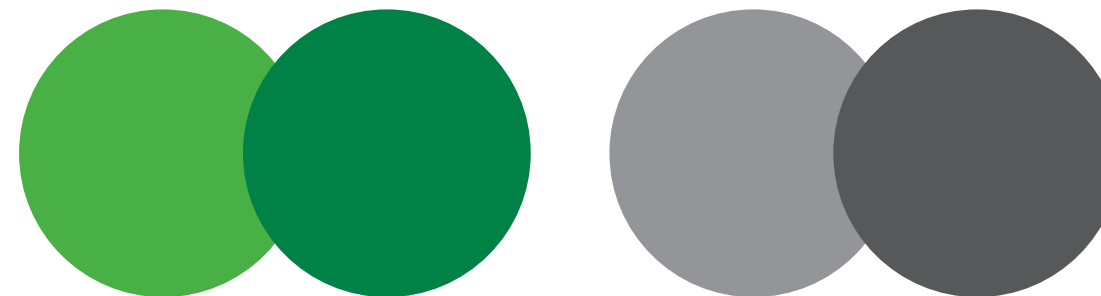
1.

Color pairing



2.

Color pairing with gray colors
(Example light green and dark green combined with gray)



3.

CORPORATE COLORS

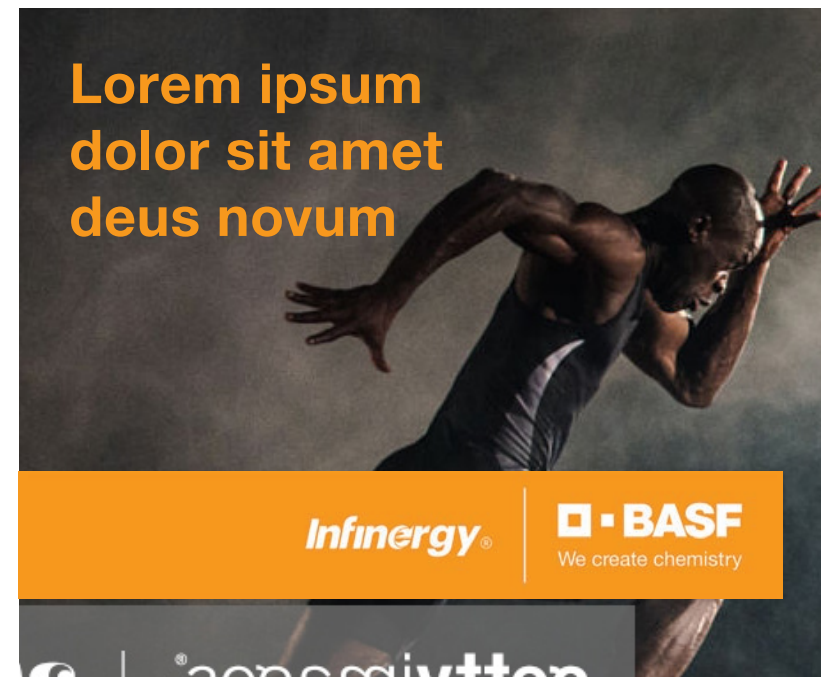
USE OF COLOR

The brand colors should be the same across all messaging mediums in a set.

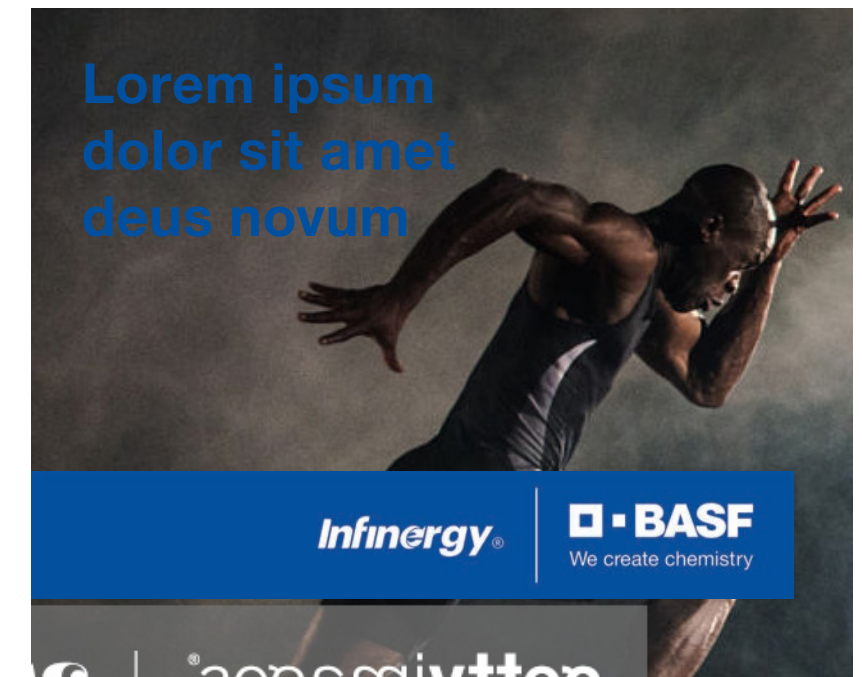
Infinergy®



Infinergy®



1



2

1 Example of 1 Set

2 Example of Different Set

BRAND ARCHITECTURE

LOGO STRUCTURE FOR FIELD 2 AND 3

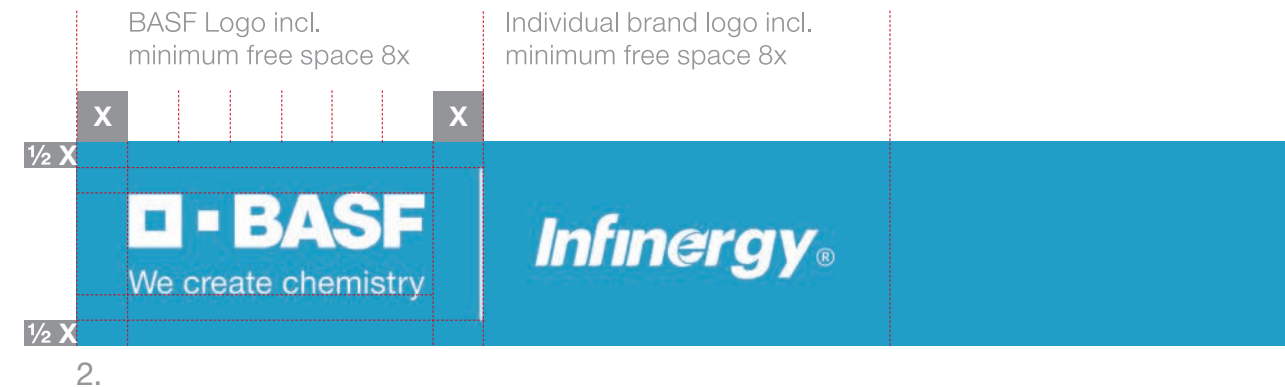
Always illustrate individual field 2 and 3 brands together with the BASF logo in the logo bar.

- Place a white line between the BASF logo and the individual logo as a vertical or horizontal divider. The width of the line should be similar to the letter width of the BASF claim.

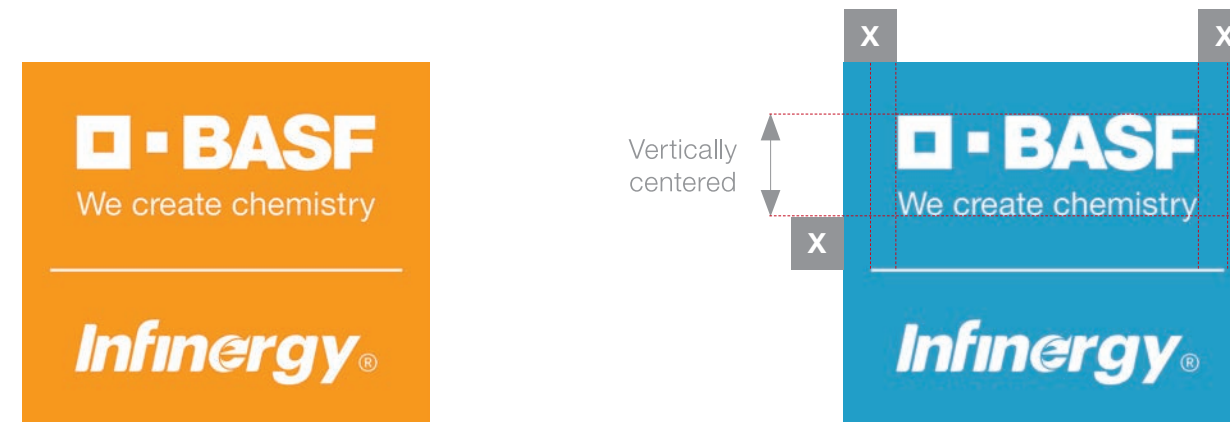


Logo bar with the BASF logo comes into the format from the left.

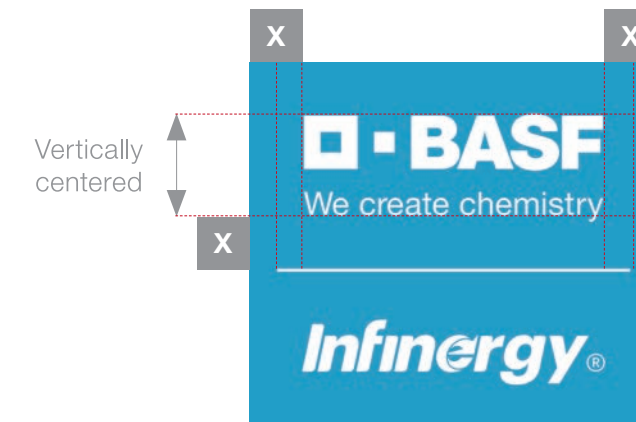
P.26



Logo bar with the BASF logo comes into the format from the right.



3.



4.

Use vertical arrangements only in case of limited available space (e.g. app icons)

INCORRECT LOGO USAGE

The logo is an integral component of the brand identity. It must not be changed or modified.

The logo should never be compressed, stretched, altered or otherwise manipulated. If the size of the logo needs to be modified in any way, be sure to scale the height and width of the artwork proportionately.

- 1 Do not squish or stretch the logo.
- 2 Do not use an unapproved colour for the logo.
- 3 Do not rotate logo.
- 4 Do not outline the logo.
- 5 Do not re-create with different fonts.
- 6 Do not use drop shadows or other effects.
- 7 Do not tint the logo.
- 8 Do not place the logo on distracting images.
- 9 Do not alter the logo in any way.



TYPEFACE

CORPORATE TYPEFACE

Our corporate typeface is Helvetica Neue.
There are 12 variations approved for use.

- Use the italic font to highlight individual words or phrases.
- Use the condensed font for tables or if space is restricted.

- ① Helvetica Neue 75 Bold
- ② Helvetica Neue 75 Bold Italic
- ③ Helvetica Neue 65 Medium
- ④ Helvetica Neue 65 Medium Italic
- ⑤ Helvetica Neue 55 Roman
- ⑥ Helvetica Neue 55 Roman Italic
- ⑦ Helvetica Neue 45 Light
- ⑧ Helvetica Neue 45 Light Italic
- ⑨ Helvetica Neue 77 Bold Condensed
- ⑩ Helvetica Neue 67 Medium Condensed
- ⑪ Helvetica Neue 57 Condensed
- ⑫ Helvetica Neue 47 Light Condensed

Infenergy[®] is the
world's first expanded
 thermoplastic
polyurethane (E-TPU).
 The closed-cell, elastic
particle foam combines
 the properties of TPU
with the advantages of
foams, making it as elastic
 as rubber but lighter.

TYPEFACE

ALTERNATIVE TYPEFACES

- Use “Arial” as an alternative if your operating system or your office software does not have the New Helvetica typeface or need to exchange document files with partners who cannot use the corporate typeface. This typeface is the best substitute for New Helvetica.
- Use “Nimbus Sans Global” or “Helvetica World” for applications intended for the Arab or Asian region.

As a BASF employee, you can get the typeface license for alternative typefaces via the IT organization. However, external partners must purchase their licenses separately.

| | |
|-----------------------------|--|
| Arial Regular | abcdefghijklmnopqrstuvwxyz0123 |
| Arial Regular Italic | <i>abcdefghijklmnopqrstuvwxyz0123</i> |
| Arial Bold | abcdefghijklmnopqrstuvwxyz0123 |
| Arial Bold Italic | <i>abcdefghijklmnopqrstuvwxyz0123</i> |
| Arial Narrow Regular | abcdefghijklmnopqrstuvwxyz0123 |
| Arial Narrow Regular Italic | <i>abcdefghijklmnopqrstuvwxyz0123</i> |
| Arial Narrow Bold | abcdefghijklmnopqrstuvwxyz0123 |
| Arial Narrow Bold Italic | <i>abcdefghijklmnopqrstuvwxyz0123</i> |

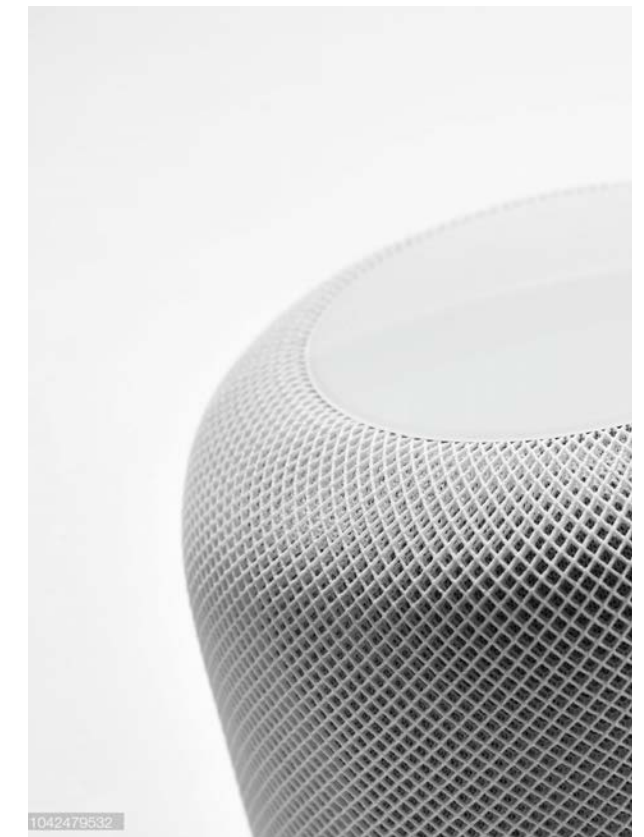
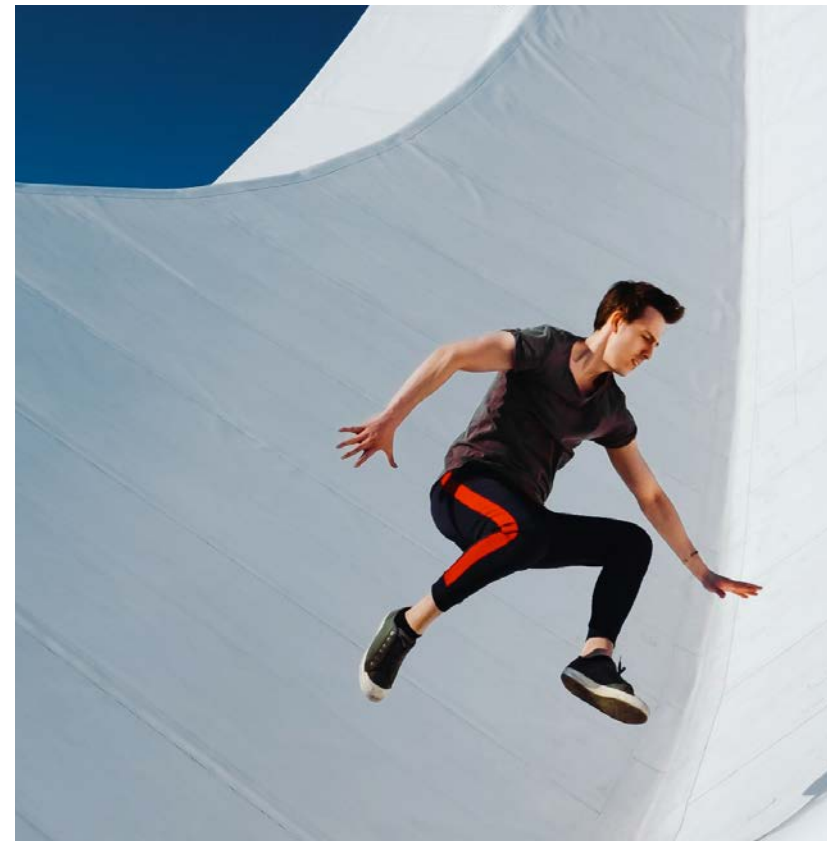
DB HelvethaicaMon ก ข ค ศ ช ง จ ฉ ชล ญ ฎ ฏ ฐ ฑ ฒ ด ต

VISUAL STYLE

— STRIKING

- Colour
- Contour
- Silhouette
- Application

Attracting attention by reason of being unusual, extreme, or prominent.



VISUAL STYLE

HUMAN

- Movement
- Feel
- Expression
- Emotion
- Touch

Relating to or characteristic of humankind.



VISUAL STYLE

— ENHANCED

- Purpose
- Protect
- Performance
- Solve

Intensify, increase, or further improve the quality, value, or extent of.



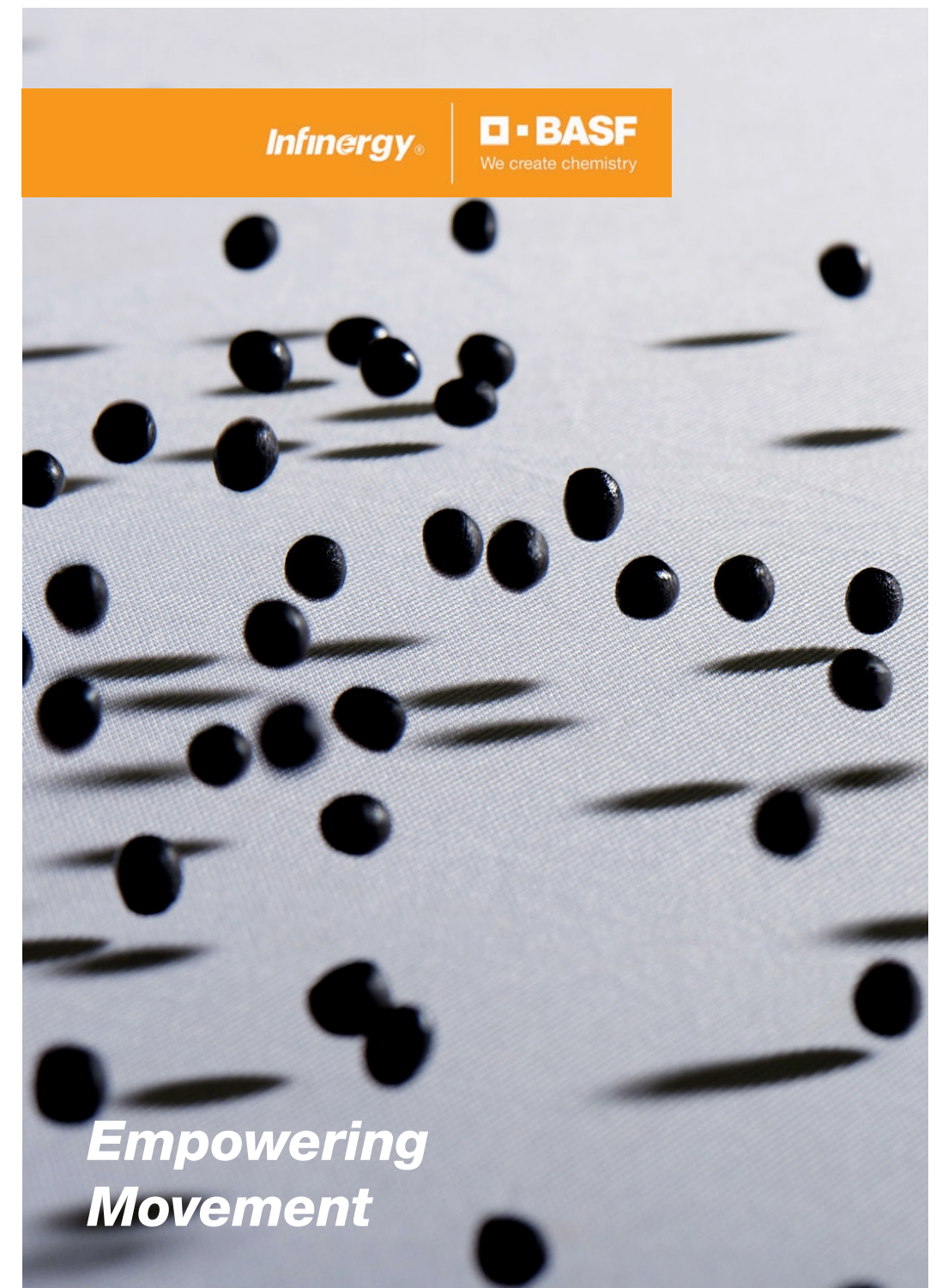
INFINERGY TAGLINE IN USE

Example of Infinergy® tagline in use.

- 1 Long Web Banner
- 2 Poster



1



2

03 DESIGN APPLICATION

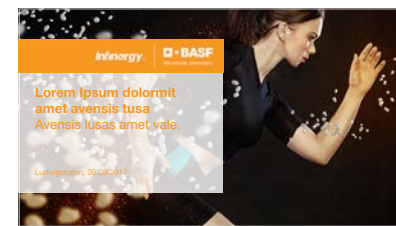
P.34

| | |
|----|------------------------|
| 35 | Office Stationery |
| 40 | Communication Material |
| 45 | Interactive Media |
| 51 | Giveaways |
| 52 | Events / Tradeshows |

OFFICE STATIONERY

POWERPOINT SLIDES

The Infinergy® powerpoint master slide should also be used in internal and external presentations.



1. Title with image



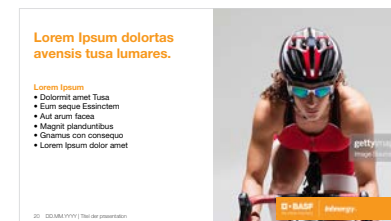
2. Title without image



3. Full-page image



4. Chapter markers



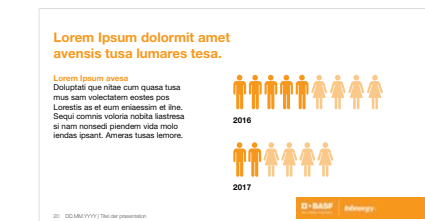
5. Text / image combination



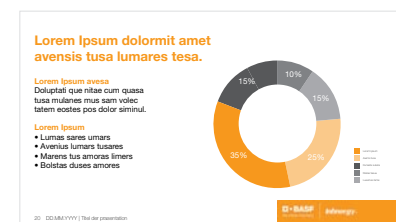
6. Infographic with image



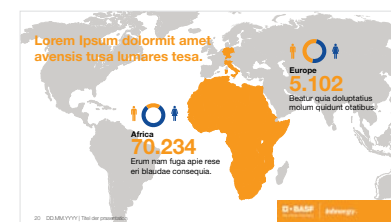
7. Text / image Combination



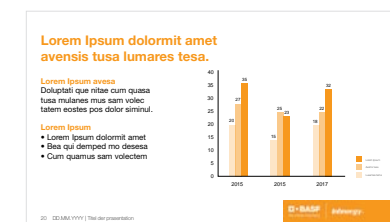
8. Infographic



9. Pie chart



10. Full-page infographic



11. Bar Chart



12. Closing chart

OFFICE STATIONERY

PRESS RELEASE

P.36

BASF | **Infinergy**
We create chemistry

Press Information Pxxx/JJ
Datum hier einfügen

Überschrift, Arial 14 pt, fett, Abstand nach 18 pt

- » **Bullets, Arial 12 pt, fett, Abstand nach 10 pt, einzeilig**
- » **Bullets, Arial 12 pt, fett, Abstand nach 10 pt, einzeilig**
- » **Bullets, Arial 12 pt, fett, Abstand nach 10 pt, nach letztem Aufzählungspunkt 1,5-zeilig**

Fließtext, Format Standard, Arial 12 pt, Abstand nach 10 pt, 1,5 zeilig

Zwischenüberschrift, Arial 12 pt, fett, Abstand nach 10 pt

Fließtext, Format Standard, Arial 12 pt, Abstand nach 10 pt, 1,5 zeilig

Boilerplate BASF, Überschrift, Arial 10 pt, fett

Text für Boilerplate BASF, Arial 10 pt, Abstand nach 10 pt, 1,5 zeilig

Boilerplate für Produkte bzw. Services, Überschrift Arial 10 pt, fett

Text für Boilerplate für Produkte bzw. Services, Arial 10 pt, Abstand nach 10 pt, 1,5 zeilig

| | | |
|---|--|--|
| Name Ansprechpartner Telefon: +49 621 60-**** ****@basf.com | Name weiterer Ansprechpartner oder kompletten Absatz löschen Telefon: +49 621 60-**** ****@basf.com | BASF SE Media Relations 67056 Ludwigshafen Telefon: +49 621 60-20916 presse.kontakt@basf.com |
|---|--|--|

1

Seite 2 Pxxx/JJ

Fließtext, Format Standard, Arial 12 pt, Abstand nach 10 pt, 1,5 zeilig

Zwischenüberschrift, Arial 12 pt, fett, Abstand nach 10 pt

Fließtext, Format Standard, Arial 12 pt, Abstand nach 10 pt, 1,5 zeilig

Boilerplate BASF, Überschrift, Arial 10 pt, fett

Text für Boilerplate BASF, Arial 10 pt, Abstand nach 10 pt, 1,5 zeilig

Boilerplate für Produkte bzw. Services, Überschrift Arial 10 pt, fett

Text für Boilerplate für Produkte bzw. Services, Arial 10 pt, Abstand nach 10 pt, 1,5 zeilig

2

1 Cover Page

2 Inner Page

OFFICE STATIONERY

LETTERHEAD (A4)

Office communication:

The purpose of office communication media is for documentation rather than brand promotion. This is why a simple cost efficient layout has been defined.

Paper

- We use white, uncoated, smooth paper in 80 – 90 g/m2 for business letters.
- Letter paper for a company's management can be heavy, coated, high-quality paper, which should be smooth and white.

- 1 **BASF and Infinergy® Logo**
- 2 **Window row**
Helvetica Neue
55 Roman in 7 pt
- 3 **Address**
Helvetica Neue
55 Roman in 10.5 pt / line spacing 12.5 pt
- 4 **Sender Information**
Helvetica Neue
55 Roman in 10.5 pt / line spacing 12.5 pt
- 5 **Letter with salutation**
Helvetica Neue
in 10.5 pt / line spacing 12.5 pt,
2 lines space to subject
- 6 **Folding Mark**
Length: 5 mm
Thickness: 0.2 pt
- 7 **Information Block**
Helvetica Neue
55 Regular and 75 Bold
in 7 pt / line spacing 8.5 pt
Max. height of the footer: 33 mm`

| | | | |
|---|--|---|--|
| 1 |  We create chemistry |  | |
| 2 | BASF SE, 67056 Ludwigshafen, Deutschland | | 4 |
| 3 | Firma Mustermann Herr Hans Mustermann Musterstraße 123 12345 Musterstadt Deutschland | | 20.11.2017 Peter Sample Description of Job Title Tel.: +12 456 1234-0 Fax.: +12 456 1234-1234 vorname.nachname@basf.com Seite 1 von 1 |
| 6 | Beispiel Thema 5 Sehr geehrter Herr Mustermann, Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibham met euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquipor ex ea commodo consequat. Duis autem velent eum iriuredolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero et acumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum sit amet, consectetur adipiscing. Diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Nam liber tempor cum solutant nobis eleifend option congue nihil imperdiet doming id quod mazim placerat assum. Qui corro inctatibuste que mo omnimpor molorectatus restotatus. Sum qui vendam volorro velessum quam, odior senit volutem harumquodi ni ut quatem nonsed mollabo rerumqu odition senimin usdanim aximod molupta speliqui dolorem ad esedit quid mossim et hancis sumque volore seceaqu ibustec taqueomniendant voluptaque laut lantisquam qui quaspero que sint odi ut et qui reperum anis qui con cumque imusdaectur maximusci bero escipsam re prepelis eos maximi. Optatures eni dolore nullessquia sitas que nem qui corro eosam, net facestin nobitatur maionsent laticorrovit ra nam reriarn into viteum quid ut at ut vent erchicti cullorum quiande liquate erunt, non exerspiendiomnihitaeque nonsed que ipsaes molum et aperitiust. Mit freundlichen Grüßen BASF Lorem Ipsum Dolore Peter Sample Bezeichnung Funktion | | |
| 7 | BASF SE 67056 Ludwigshafen, Deutschland Telefon: +49 621 60-00 Telefax: +49 621 60-42525 E-Mail: global.info@basf.com Internet: www.basf.com | Sitz der Gesellschaft: 67056 Ludwigshafen Registergericht: Amtsgericht Ludwigshafen Eintragungsnummer: HRB 6000 | Aufsichtsratsvorsitzender: Jürgen Hambrecht Vorstand: Kurt Bock, Vorsitzender; Martin Brudermüller, stellv. Vorsitzender; Saori Dubourg, Hans-Ulrich Engel, Sanjeev Gandhi, Michael Heinz, Markus Kamieth, Wayne T. Smith |

OFFICE STATIONERY

BUSINESS CARD

Format and Paper

- Business cards are printed on white, smooth cardboard, approx. 250 g / m² in weight.
- The format is 85 x 54 mm.

Back

The back of the business card may remain blank. However, you may also use the back for the following additional information:

- Second address
- Additional language versions
- Social media references
- Promotional messages

1 BASF and Infinergy® Logo

2 Information block

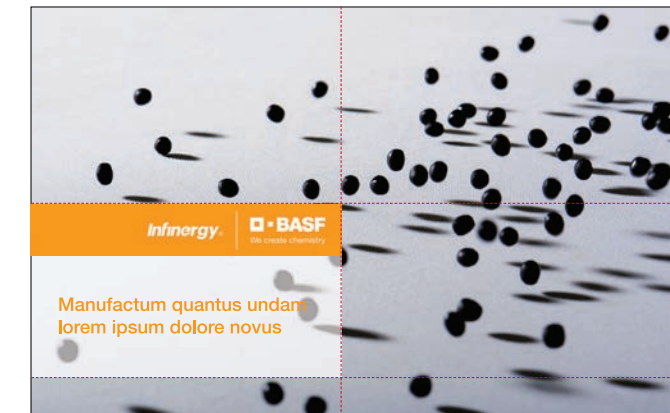
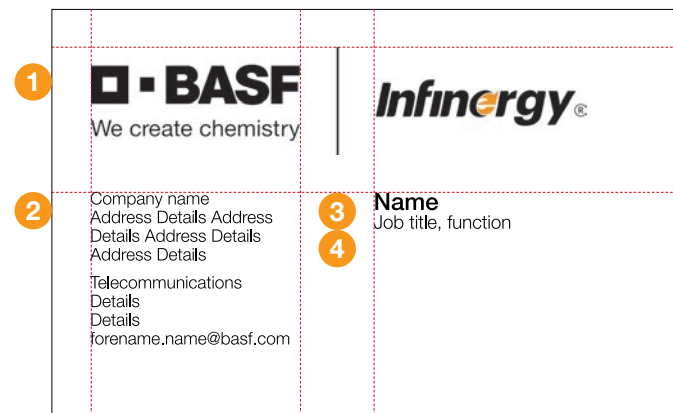
New Helvetica 45 Light
in 6.5 pt / line spacing 7 pt
Blank line between paragraphs: 3.5 pt

3 Title / name

New Helvetica 65 Medium in 9 pt

4 Designated function

New Helvetica 45 Light in
6.5 pt / line spacing 7 pt

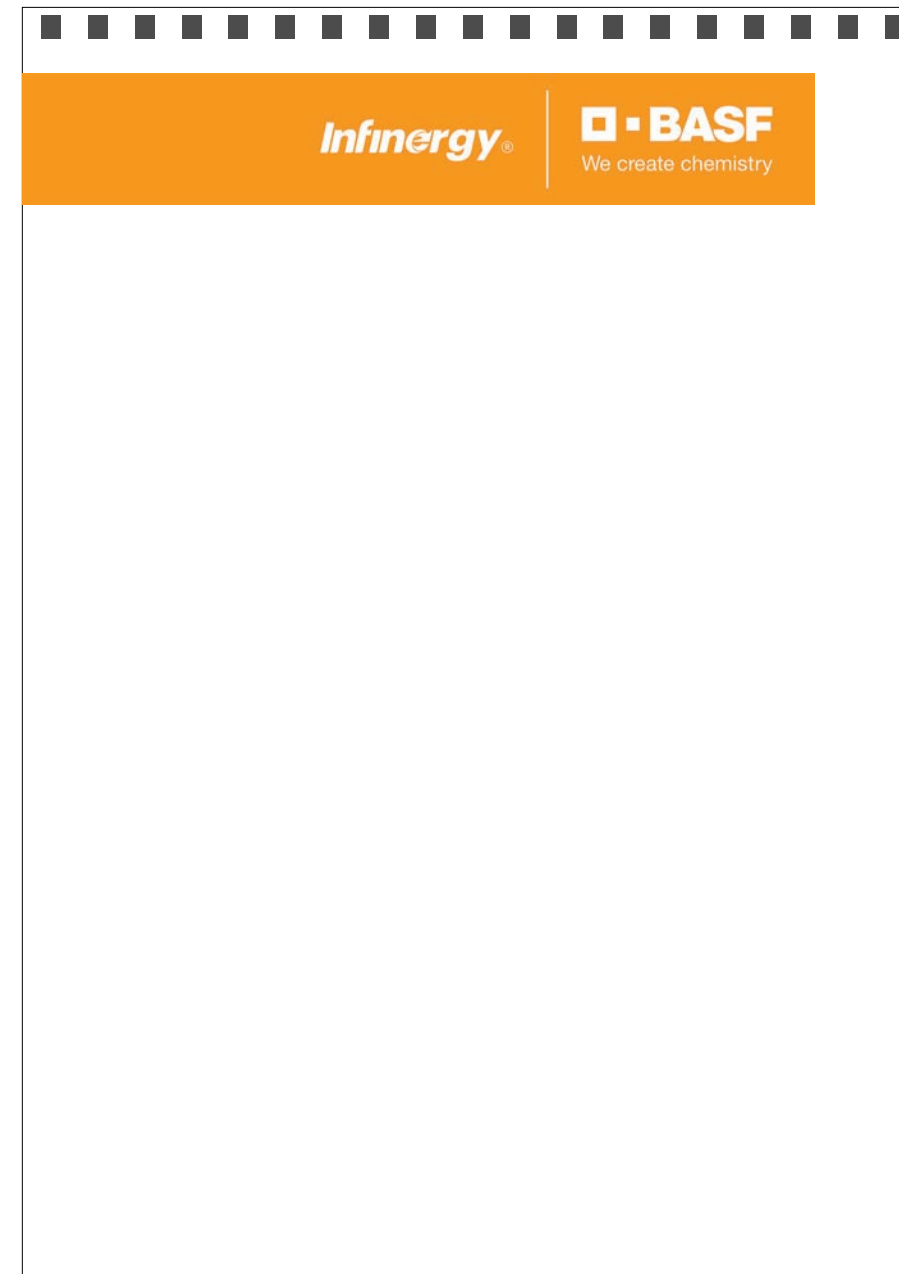


OFFICE STATIONERY

— WRITING PAD

Marketing and corporate communications:

Please use the logo bar layout to present the brand in a prominent way.



COMMUNICATION MATERIAL

BROCHURE

Examples of how the Infinergy® branding can be used in advertisements and collaterals. This includes technical datasheets as well.

THE WORLD'S LEADING HIGH PERFORMANCE RESPONSIVE MATERIAL

BASF | **Infinergy®**
We create chemistry

1

- 1 Cover Page
- 2 Photo Content Page
- 3 Text Content Page

Accelerating with the world's first expanded thermoplastic polyurethane (E-TPU)

Infinergy® was developed to provide greater energy return than any other material without compromising on lightness and strength. In shoes, flooring, sports equipment – Infinergy® adds next-level comfort and flexibility where it's needed.

2

Properties

Like its base material TPU, Infinergy® is noted for having high elongation at break, high tensile strength and strong abrasion resistance. In addition, the innovative particle foam remains highly elastic and soft over a wide temperature range. It is also made out of material that has good chemical resistance.

The feature of Infinergy® that is particularly striking is its high resilience. Tests of its resilience elasticity under ISO 8507 (the ball rebound test) show that Infinergy® achieves a rebound of over 57%. This is therefore significantly higher than comparable particle foams such as expanded polypropylene (EPP) at 30%, ethylene vinyl acetate (EVA) at 37% or expanded polyethylene (EPE) at 50%. Infinergy® maintains its excellent resilience even under a continuous load.

Measuring the rebound according to DIN 53512 using a defined pendulum hammer, a rebound value of at least 57 to 75% is achieved. Dynamic mechanical analysis has shown that, even at extremely low temperatures of -20°C (-4°F), Infinergy® still has a low dynamic modulus, is very soft and stretchy and thus does not get stiff.

Parts made from Infinergy® can be processed on conventional molding machines, punches and laser jet cutting machines.

Physical properties of moldings made from Infinergy®

| PROPERTY | TEST APPROACH | UNIT | INFINERGY® | EVA | EPE | EPP |
|--|------------------------------|-----------------|------------|------------|------------|------------|
| BULK DENSITY (GRAVITY) | | g/cm³ | 100 ± 10 | 100 ± 10 | 100 ± 10 | 100 ± 10 |
| PARTICLE WEIGHT OF 10 BEADS | | g | 1.8 ± 0.2 | 1.25 ± 0.1 | 1.25 ± 0.1 | 1.25 ± 0.1 |
| AVERAGE PARTICLE WIDTH / LENGTH | | mm | 2.0 / 2.0 | 2.7 / 2.1 | 2.7 / 2.1 | 2.7 / 2.1 |
| COLOR | | | white | white | white | white |
| WELDED STRENGTH | 10 mm TEST PLATE | DIN EN ISO 8263 | 100 | 100 | 100 | 100 |
| TENSILE STRENGTH* | ACCORDING TO DIN EN ISO 527 | MPa | 1.0 | 1.0 | 1.0 | 1.0 |
| ELONGATION AT BREAK* | ACCORDING TO DIN EN ISO 527 | % | 100 | 200 | 200 | 200 |
| COMPRESSION STRENGTH** | AT 0.1% STRAIN | MPa | 10 | 10 | 10 | 10 |
| REBOUND*** | DIN EN ISO 8507 | % | 57 | 37 | 50 | 30 |
| DISSIPATION RATE (DYNAMIC MECHANICAL ANALYSIS)**** | DIN EN ISO 1843 | % | 8 | 12 | 12 | 12 |
| DIMENSIONAL STABILITY (SWELLING)***** | ACCORDING TO DIN EN ISO 2782 | % | ± 0.5 | ± 0.5 | ± 0.5 | ± 0.5 |

COMPARISON OF THE REBOUND OF DIFFERENT FOAMS (BOLDS DENSITY: 10 KG/M³ AND 100 KG/M³ (APPROXIMATE))

| Material | Rebound (%) |
|------------|-------------|
| EPP | 30% |
| EVA | 37% |
| EPE | 50% |
| INFINERGY® | 57% |

* Measured from 1.0 mm test plate
** Measured from 20 mm test plate
*** Depending on test method (ISO 8507 / ISO 1843)
**** Depending on test method (DIN EN ISO 1843)
***** Measured without shock stress (max. Pressure: 1.50 bar, max. hold time 4.0 min)
† Measured with shock stress (max. Pressure: 1.50 bar, max. hold time 2.0 min)

3

COMMUNICATION MATERIAL

ADVERTISEMENT

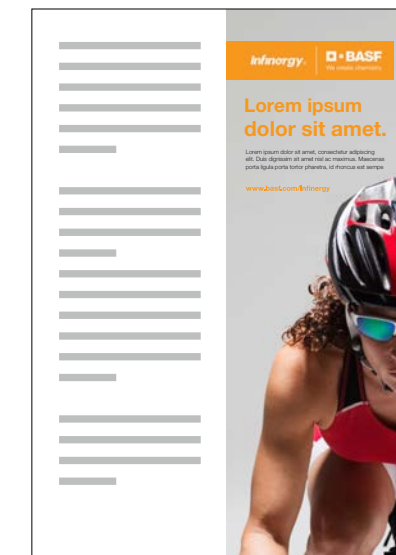
Examples of how the Infinergy® branding can be used in advertisements and collaterals.



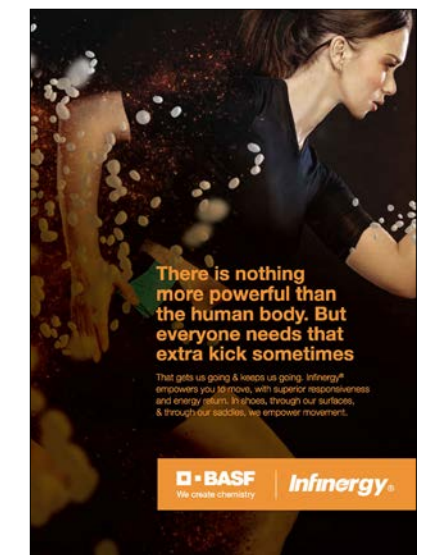
1



2



3



4

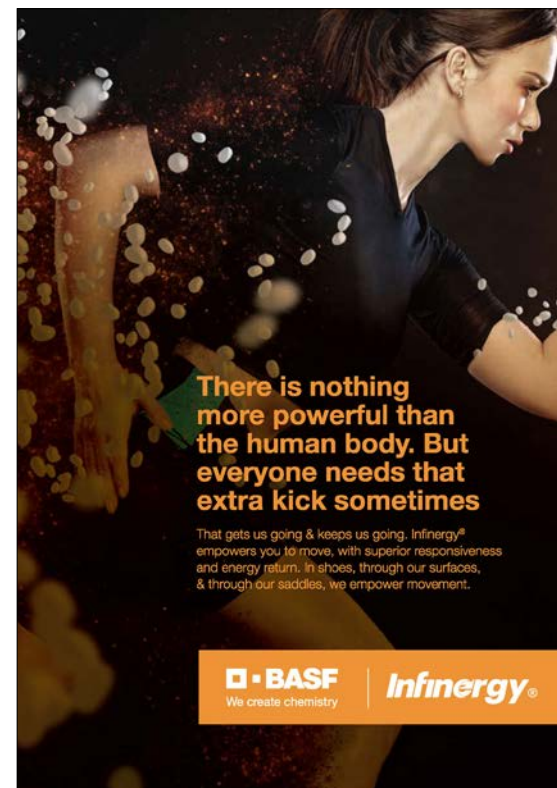
- 1 1/3 Landscape Format
- 2 1/2 Landscape Format
- 3 1/2 Portrait Format
- 4 1/1 Portrait Format

COMMUNICATION MATERIAL

POSTERS

Examples of how the Infinergy® branding can be used in advertisements and collaterals.

1



2

3



- 1 Poster
- 2 Tall Poster
- 3 Wide Poster

COMMUNICATION MATERIAL

TECHNICAL DATA SHEET

Technical data sheets are based
on the layout of the forms.



Infinergy

An economical, pre-filled, total solid (according to "Deutsche Bauchemie" standard), two component epoxy resin based primer, suitable for mineral substrates.

PRODUCT DESCRIPTION

MasterTop P 604 is a total solid, pre-filled, low viscosity, two component epoxy resin based primer.

FIELDS OF APPLICATION

MasterTop P 604 is designed for use indoor as a pore sealer primer or scratch coat on mineral substrates such as concrete or cementitious screed. You can use it as scratch primer by adding oven dried silica sand in a proportion of 1 : 0,5 till 1 : 0,8. MasterTop P 604 was tested regarding emissions in MasterTop 1273 system and fulfills the AgBB requirement. Moreover MasterTop P 604 is a total solid primer according to the standard of the "Deutsche Bauchemie" and fulfills the requirements of standard DIN EN 13578 regarding compatibility on wet concrete.

FEATURES AND BENEFITS

- low viscosity
- easy to apply
- good penetration
- seals pores and capillaries
- excellent bond to substrate
- pre-filled
- low emission in system

APPLICATION METHOD

MasterTop P 604 is supplied in working packs which are pre-packaged in the exact ratio. Before mixing, precondition both A and B components to a temperature of approximately 15 to 25°C. Pour the entire contents of Part B into the container of Part A. DO NOT MIX BY HAND. Mix with a mechanical drill and paddle at a very low speed (ca. 300 rpm) for at least 3 minutes. Scrape the sides and the bottom of the container several times to ensure complete mixing. Keep the mixer blades submerged in the coating to avoid introducing air bubbles. DO NOT WORK OUT OF THE ORIGINAL CONTAINER. After proper mixing to a homogeneous consistency pour the mixed Parts A and B into a fresh container and mix for another minute. MasterTop P 604 should be applied when the ambient temperature is constant or falling as this will decrease the risk of bubble formation due to expansion of air that is enclosed in the concrete. After mixing, MasterTop P 604 is applied to the prepared substrate by spreading with a

squeegee or with a roller. We recommend to broadcast the wet primer with oven dried sand in order to improve adhesion of the following layer in case of PU based coat application. The curing time of the material is influenced by the ambient, material and substrate temperatures. At low temperatures, the chemical reactions are slowed down; this lengthens the pot life, open time and curing times. High temperatures speed up the chemical reactions thus the time frames mentioned above are shortened accordingly. To fully cure, the material, substrate and application temperature should not fall below the minimum.

After application, the material should be protected from direct contact with water for approx. 24h (at 20°C). Within this period, contact with water can cause a surface bloom and/or surface tackiness, both of which must be removed. The temperature of the substrate must be at least 3 K above the dew point both during the application and for at least 24 hours after the application (at 15°C).

SUBSTRATE PRE-TREATMENT

All substrates (new and old) must be structurally sound, dry and free of laitance and loose particles. Clean floors of oil, grease, rubber skid marks, paint stains and other adhesion impairing contaminants. Mechanical surface profiling by grit or shot blasting, high-pressure water jetting, grinding or scabbling (including the necessary post-treatment) are the preferred floor preparation methods.

After surface preparation the tensile strength of the substrate should exceed 1.5 N/mm² (check with an approved pull-off tester at a load rate of 100 N/s).

The residual moisture content of the substrate must not exceed 4% (check with e.g. CM device).

A damp proof course must have been properly installed and be intact.

CONSUMPTION

The consumption of MasterTop P 604 as primer is between 0.3 – 0.8 kg/m² depending on filling grad, condition and porosity of the substrate. A second coat of 0.2 – 0.4 kg/m² of MasterTop P 604 is recommended for very porous substrates and improves the protection against rising damp.

Oven dried silica sand 0.3 – 0.8 mm should be broadcast at approximately 1.0 kg/m² not in excess into the still wet primer.



Infinergy

An economical, pre-filled, total solid (according to "Deutsche Bauchemie" standard), two component epoxy resin based primer, suitable for mineral substrates.

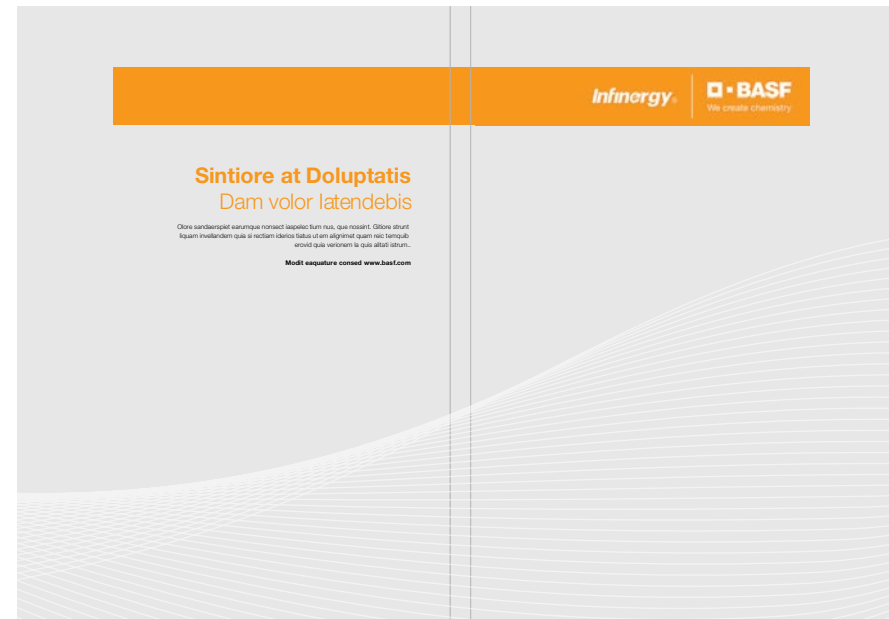
Disclaimer:

In view of widely varying site conditions and fields of application of our products, this technical data sheet is meant to provide general application guidelines only. This information is based on our present knowledge and experience. The customer is not released from the obligation to conduct careful testing of suitability and possible application for the intended use. The customer is obliged to contact the technical help-line for fields of application not expressly stated in the technical data sheet under "Fields of Application". Use of the product beyond the fields of application as stated in the technical data sheet without previous consultation with BASF and possible resulting damages are in the sole responsibility of the customer.

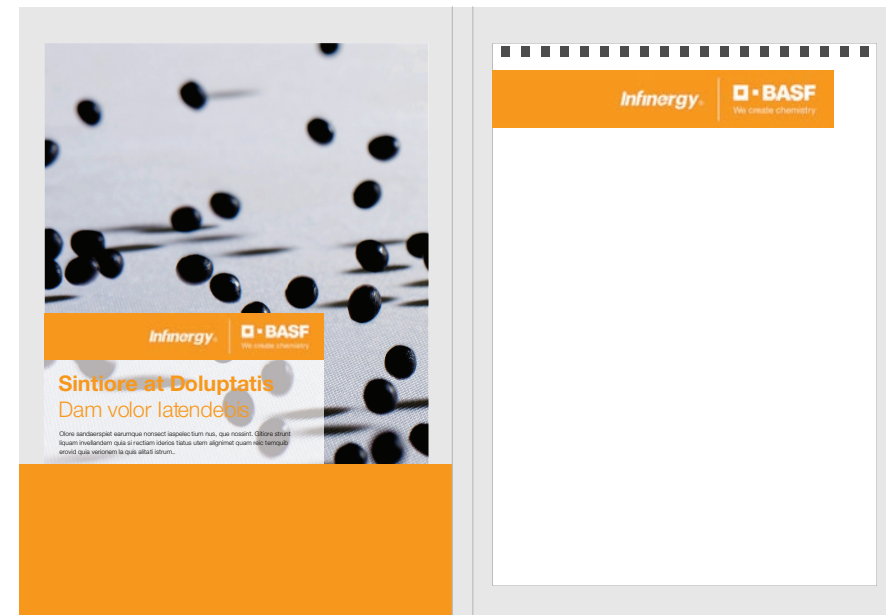
All descriptions, drawings, photographs, data, ratios, weights i.e. stated herein can be changed without advance notice and do not represent the condition of the product as stipulated by contract. It is the sole responsibility of the recipient of our products to observe possible proprietary rights as well as existing laws and provisions. The reference of trade names of other companies is no recommendation and does not exclude the use of products of similar type. Our information only describes the quality of our products and services and is no warranty. Liability is accepted for incomplete or incorrect particulars in our data sheets only in the event of intent or gross negligence, without prejudice to claims under product liability laws.

COMMUNICATION MATERIAL

PRESS KIT



1



2

- 1 Outside Cover
- 2 Inside

INTERACTIVE MEDIA

WEB / MOBILE APPS

The strong look of a strong brand.

All Corporate Design features apply to the sites on the World Wide Web.

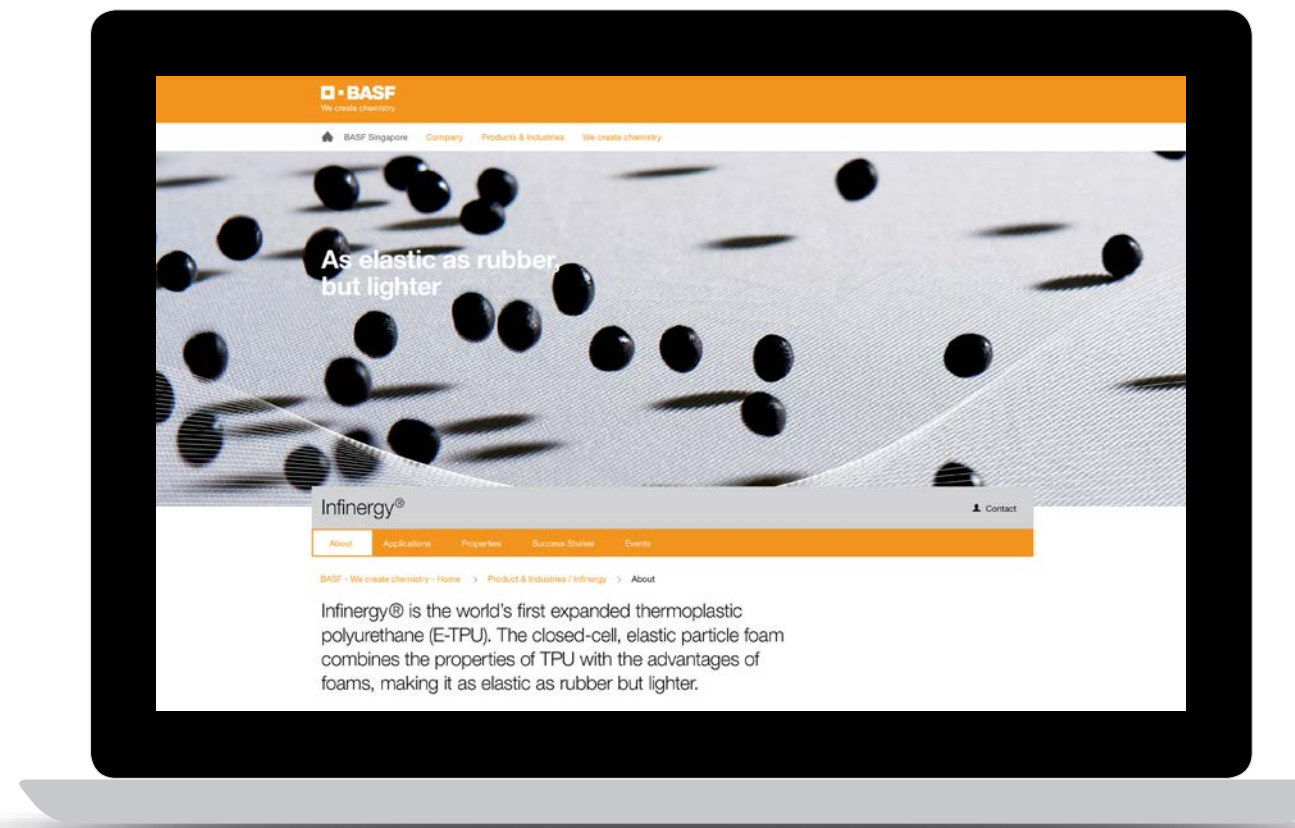
The core elements of the design were incorporated in the modules and templates with the introduction of the content management system (Adobe AEM) – this means the editor of websites automatically follows the Corporate Design correctly.

Our web content is displayed using the responsive design method on four viewports: Different layouts are displayed depending on the size of the mobile device used.

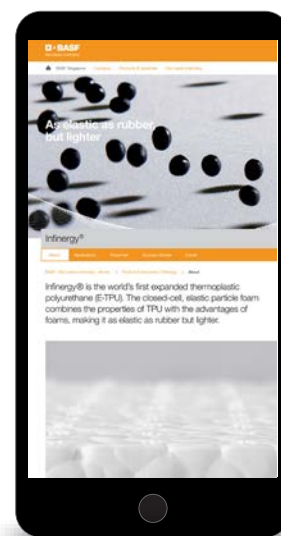
The BASF logo bar is displayed on computer monitors, tablets and smartphones. In the logo bar the field 2 or 3 brand is placed next to the BASF brand and separated by a divider.

Photos, illustrations, icons, cards and info graphics follow the definitions of the visual style.

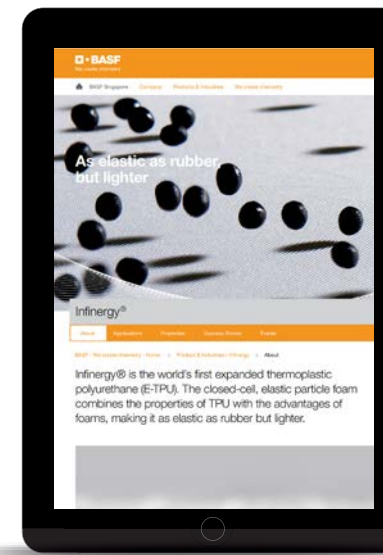
- 1 On Web
- 2 On Mobile
- 3 On Tablets Portrait and Landscape



1



2



3

INTERACTIVE MEDIA

ONLINE BANNERS

Various online banners can be used on external websites. On landscape formats the BASF and the Infinergy® logo is placed on the right. On portrait formats (Skyscraper) the portrait form of the BASF and Infinergy logo is placed at the bottom or the top.

- 1 **Boombox**
300 x 250px
- 2 **Leaderboard**
728 x 90px
- 3 **Wide Skyscraper**
160 x 600 px
- 4 **Skyscraper**
120 x 600 px



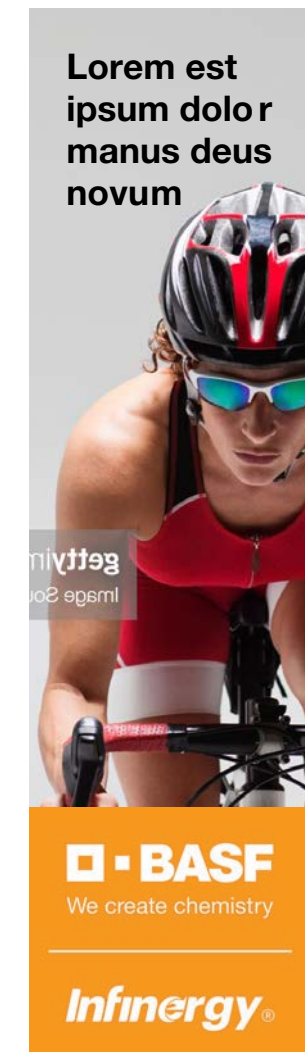
2



1



3



4

INTERACTIVE MEDIA

SOCIAL MEDIA

Even in social media the BASF brand and the Infinergy brand are placed in the logo bar. If it's not possible, then the BASF logo appears in white in the color field which appears in the corporate color.

BASF Corporate Design is not the only factor which determines how the BASF brand is displayed in social media, as the design options given by the publishers of such media also play an important role.

- 1 Mobile
- 2 Web
- 3 Logo Cropping Sample



INTERACTIVE MEDIA

APP ICONS

App icons only allow for a small communication area. Take full advantage of this format and focus your message on the most essential information.

Alternatively, the Infinergy® brand can be displayed on its own without the BASF logo.

- 1 App on Mobile
- 2 App Icon
- 3 Alternate App Icon

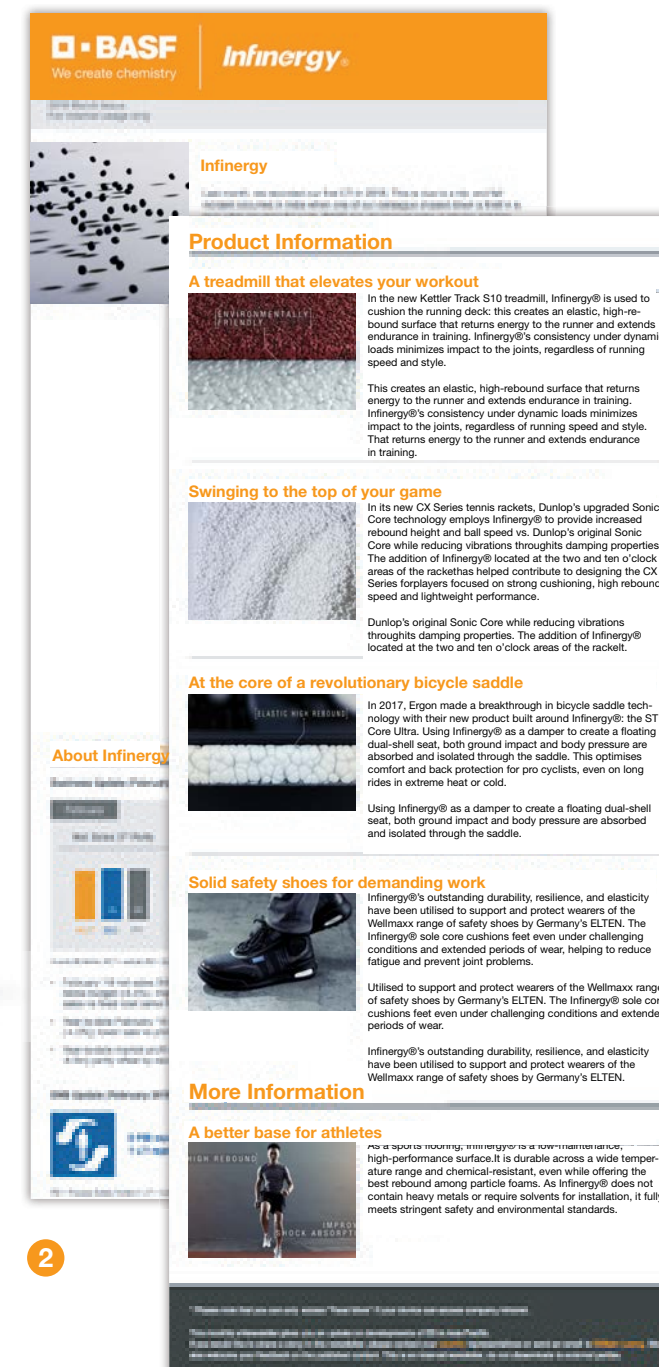


INTERACTIVE MEDIA

E-NEWSLETTER



1



2

1 eNewsletter on Mobile

2 eNewsletter

INTERACTIVE MEDIA

FILM / ANIMATION

The guidelines for films / videos help to shape all moving image formats in a professional and corporate way.

- BASF films always begin with a starting panel displaying the logo bar, the title and a still frame from the film. Starting panels are not included in commercials.
- BASF films end with the logo. The ending with the BASF logo appears full-screen in one of the six corporate colors. The BASF logo is displayed in white.
- Text / messaging board, subtitles and lower third are defined. They contribute to the recognition of BASF as the sender. They are defined graphically and typographically.



1. BASF films always begin with a start screen which follows our design principles. Example for the adaptation of a field 3 Brand.



2. Infinergy films feature the Infinergy logo before the BASF logo. The ending with the Infinergy logo appears full-screen in black. The BASF logo is displayed in one of the approved Infinergy logo colors.



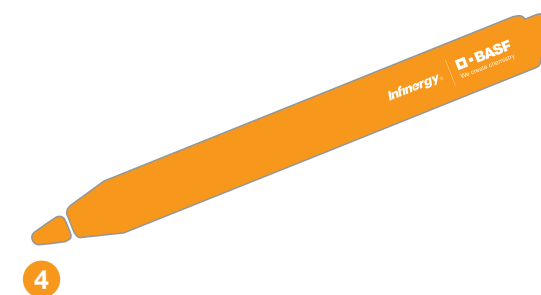
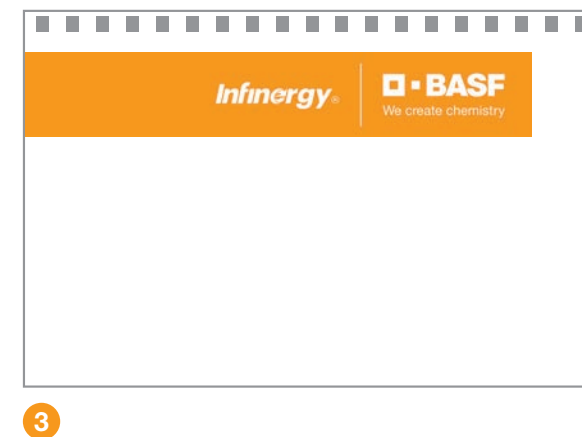
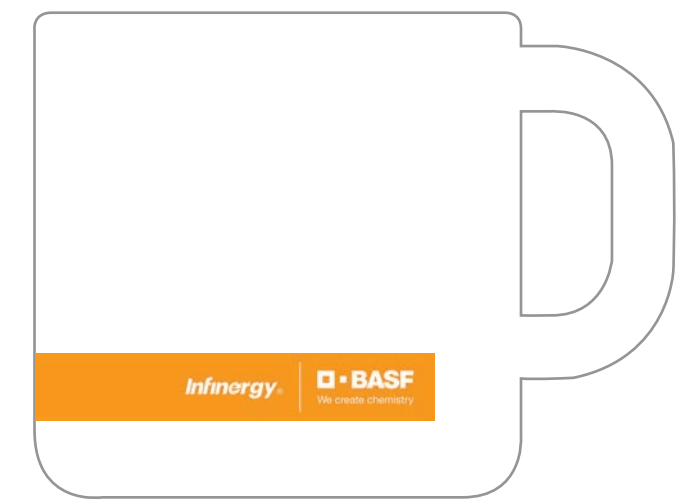
3. BASF films end with the logo. The ending with the BASF logo and Infinergy logo appears full-screen in one of the six corporate colors. The BASF logo and Infinergy logo are displayed in white.

GIVEAWAYS

As an advertising medium, giveaways represent BASF and the Infinergy® brand in a consistent manner.

- For all promotional materials, you should assess whether the layout principle with the logo bar can be applied on a case-by-case basis depending on the selected item. If the objects are too small (e. g. USB stick), the BASF and Infinergy logo can be placed separately on the front and back.
- Only in exceptional cases, when only one color is permitted, the logo may be shown completely in white. The original logo colors should always have priority in order to strengthen the brand image.

- 1 Cap
- 2 Cups in 2 Versions
- 3 Post-It Notes
- 4 Pen
- 5 Thumbdrive



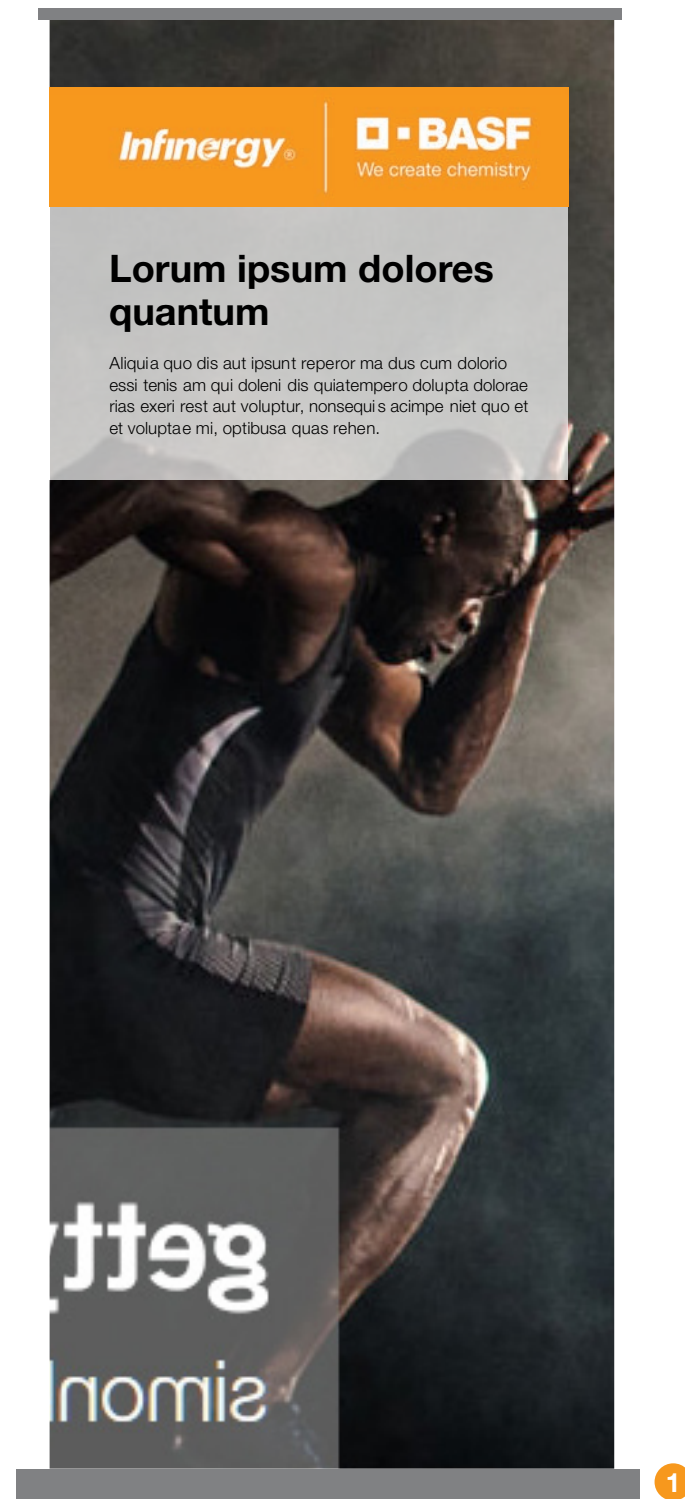
EVENTS / TRADESHOWS

ROLL-UP DISPLAY

Always check how the logo bar can be placed within the exhibition space for communication:

- The BASF and Infinergy® logo should be easily recognizable from a great distance. Check the size and placement according to these aspects.

- 1 Roll-up with communicative message
- 2 Roll-up without communicative message



EVENTS / TRADESHOWS

POP-UP DISPLAY / STAND

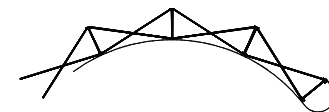
Each BASF and Infinergy® booth has to be considered individually.

Please contact BASF for specific information.

At the left and right edge the pop-up is curved (A). It is important to ensure that all relevant elements of the layout are placed in the optimally visible area.

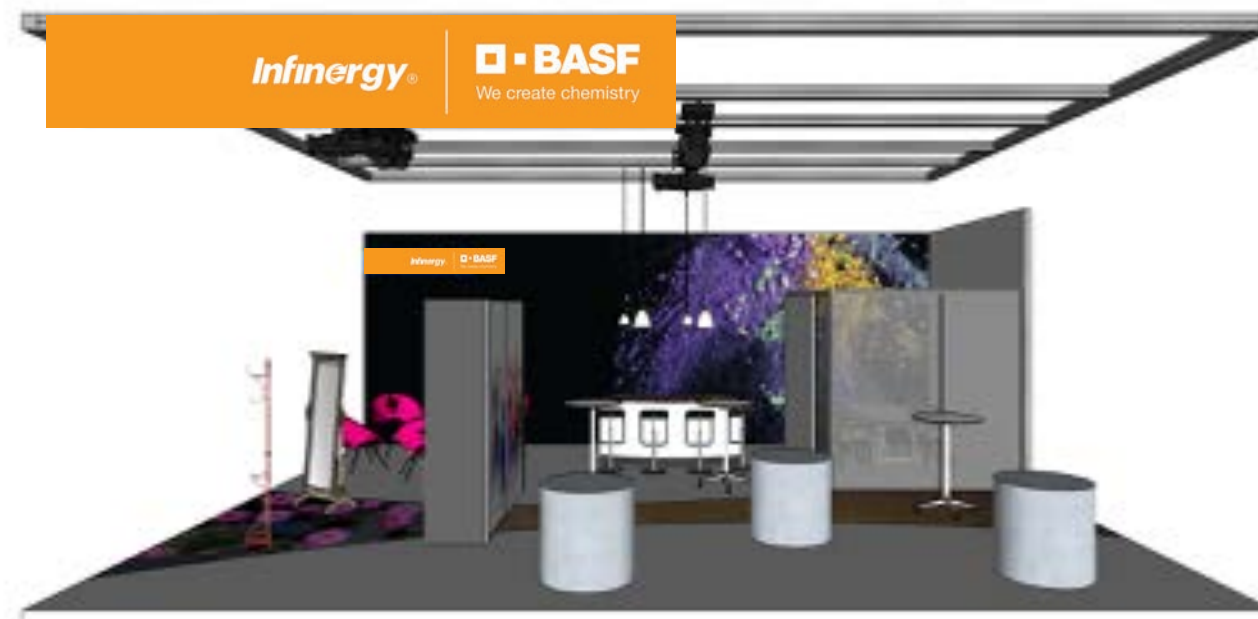
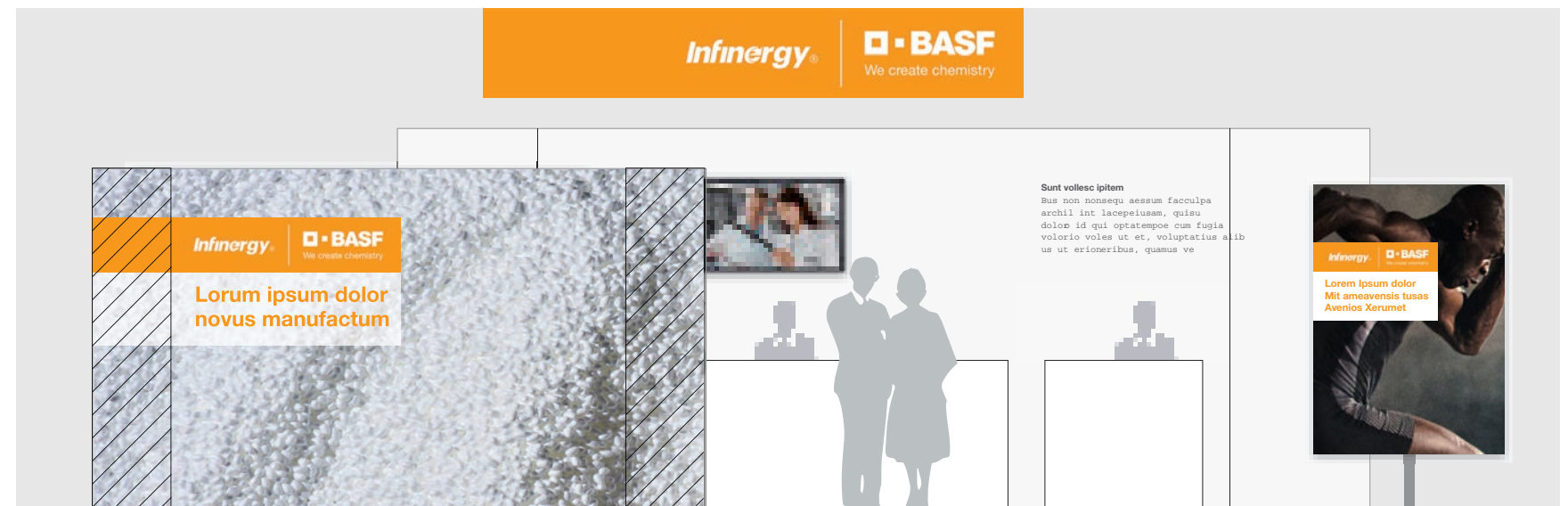
It is always important to ensure that BASF and Infinergy is the first thing visitors notice as they approach the stand.

- 1 Pop-up Display
- 2 Stands



Curvature

1



2



04 BRAND ALLIANCES

| | |
|----|---------------------|
| 55 | Brand Architecture |
| 56 | Product Application |
| 57 | Brand Alliance |

When you have completed the mandatory brand alliance check and you want to visualize the collaboration with your alliance partner, there is a key question: Who is the publisher of the communication material?

There are three possible variations, which are described on the following pages.

BRAND ARCHITECTURE

LOGO AND RELATIONSHIP STATEMENT

Place a short text next to the partner logo which communicates the relation between the brands and the contribution the partner makes. For example: “Sponsored by”, “In cooperation with”, “Supported by”, “Exclusive distributor of BASF for (product) in region/ country” or “Produced based on the innovative technology by BASF”, etc.

- BASF logo and text are in white on one of our six corporate colors.
- If a colored implementation is not possible, use a gray tone instead of the corporate color (45% black).



1. Minimum space of 1 X

Logo comes into the format from the right.

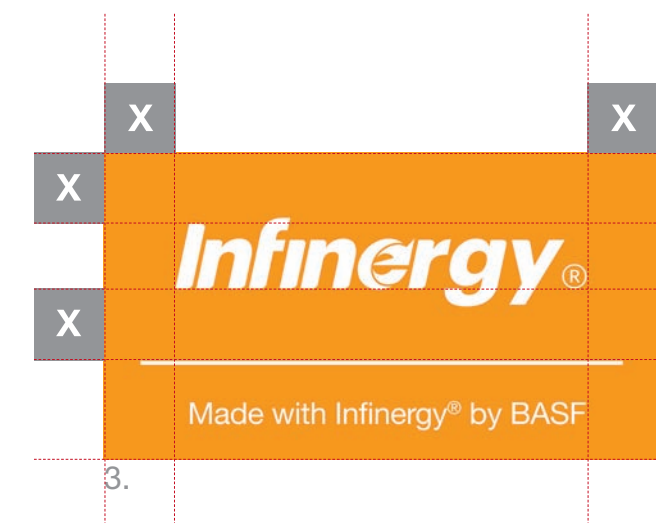


The text is positioned with a space of 1 X to the logo.

The amount of text is flexible.



2.



3.

Use vertical arrangements only in case of limited available space.

PRODUCT APPLICATIONS

Here we feature how our logo should be shown on different applications.

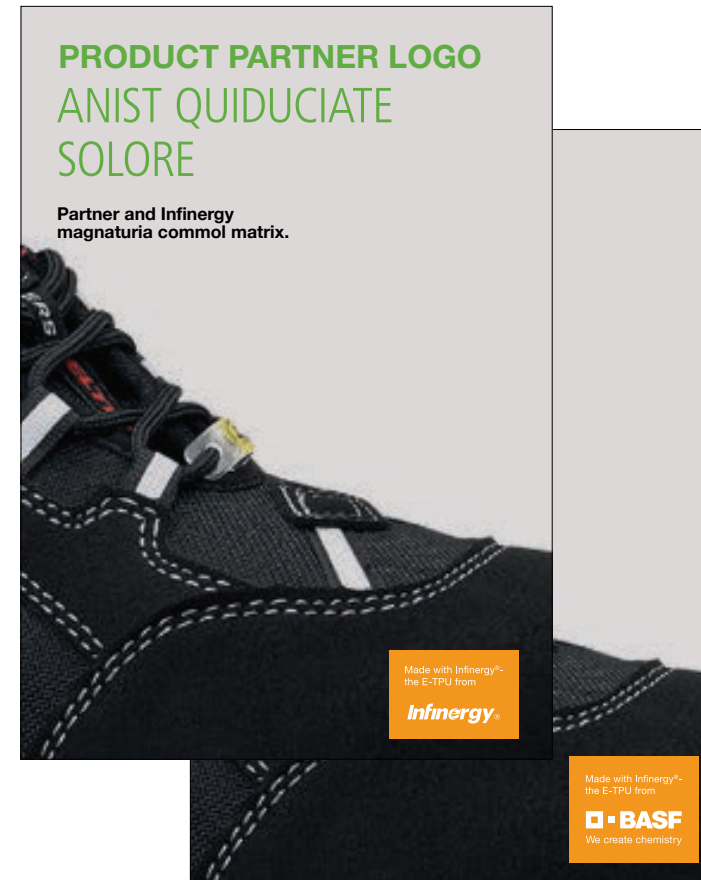


BRAND ALLIANCE

OVERVIEW



BASF is the publisher:
The partner is of secondary importance in our media.



The partner is the publisher:
The Infinergy brand appears in the partner's media.



Both partners are the publishers:
Both brands appear on equal terms in a neutral design environment.

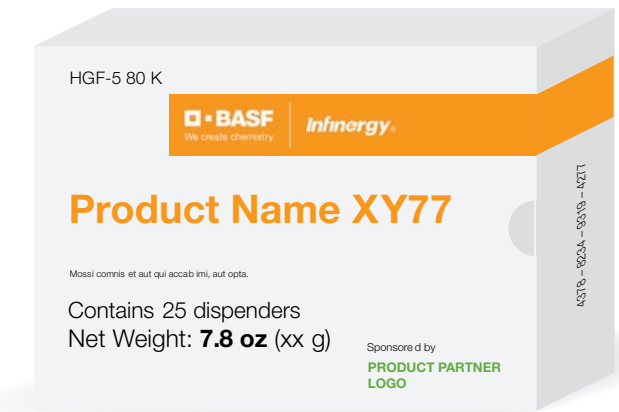
BRAND ALLIANCES:

PARTNER BRANDS IN INFINERGY MEDIA

Infinergy® is the publisher: The partner is of secondary importance in our media.

In this case, the partner's brand appears in a context which is unexpected for the reader. However, the reader should understand in which role this brand appears in our communication material and which contribution the partner specifically makes.

- Make sure to use the partner's logos in such a way that they are not perceived more prominently than the Infinergy brands' logos.
- Place a short text next to the partner logo which communicates the relation between the brands.



Sponsored by
PRODUCT PARTNER LOGO

BRAND ALLIANCES:

INFENERGY BRANDS IN PARTNER MEDIA

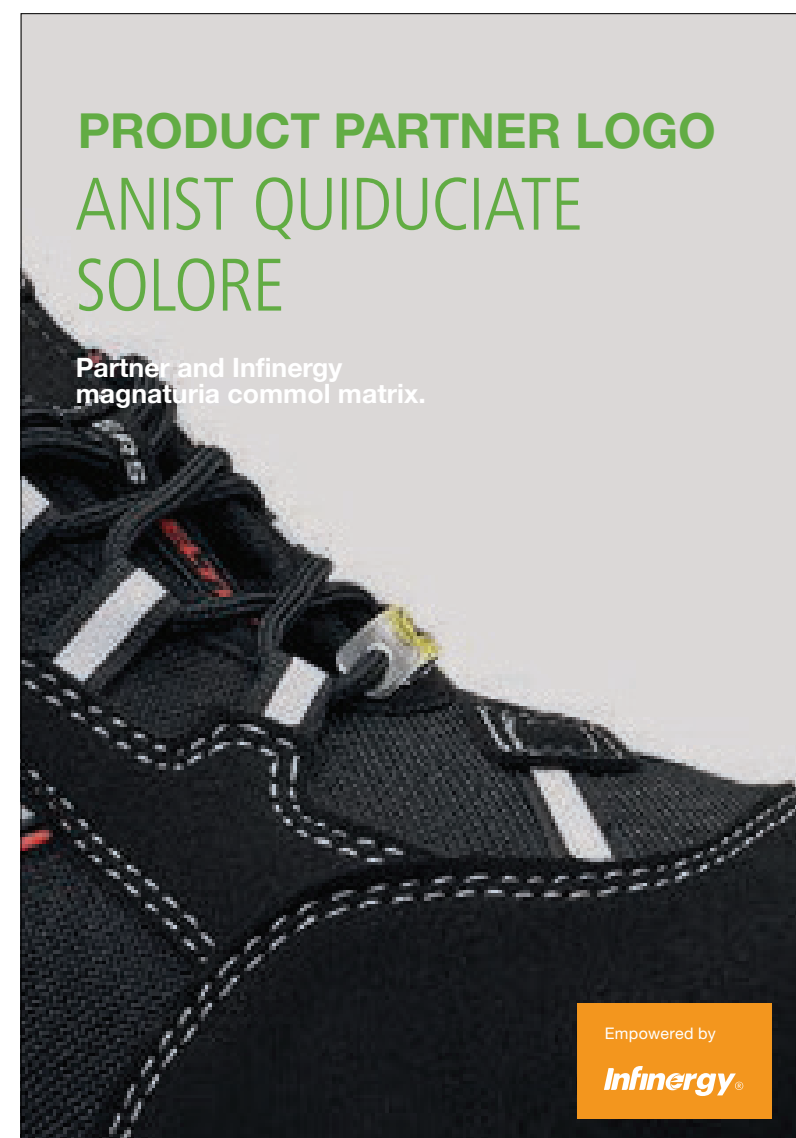
The partner is the publisher:

The Infinergy® brand appears in the partner's media.

In this case, the logo appears in a context which is unexpected for the reader. Depending on the relevance to the customer or alliance form, the BASF as well as the Infinergy logo can appear by themselves. However, the reader should understand in which role BASF or Infinergy appears in the partner's communication material.

- Place the white logo on a rectangular, orange background.
- The size of the rectangle must be chosen in a way which ensures that BASF or Infinergy cannot be mistaken for the publisher of the communication material.
- Place a short text immediately next to the logo which explains the role of BASF or Infinergy in relation to the partner brand.

The information on the role of BASF and Infinergy in the alliance module clarifies the relation of the partners and thus strengthens the brand.



BRAND ALLIANCES:

INFENERGY BRANDS IN PARTNER MEDIA

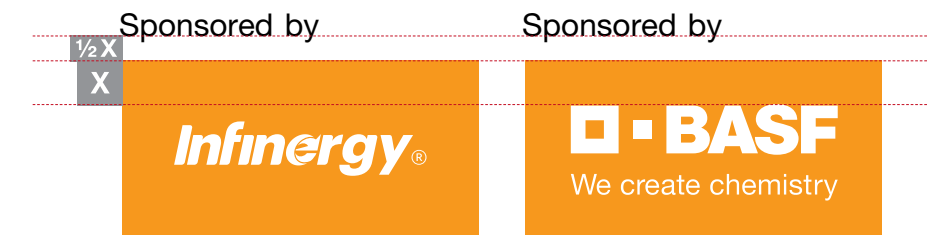
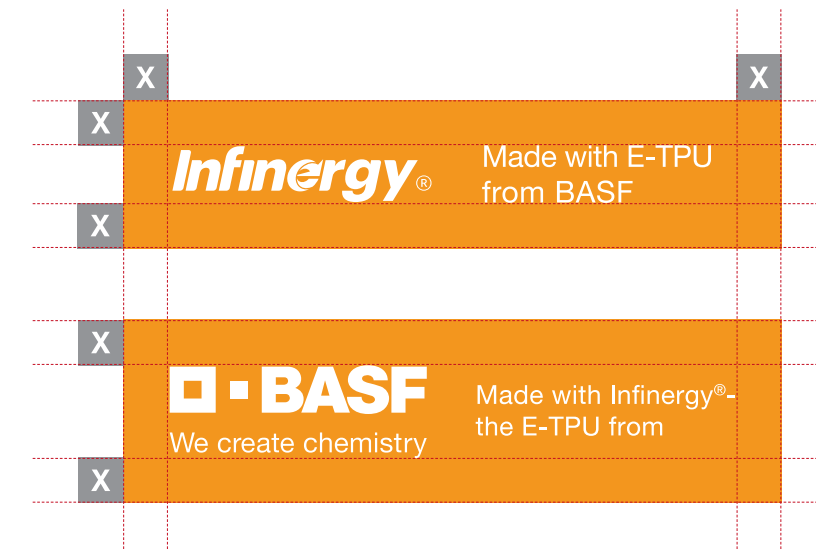
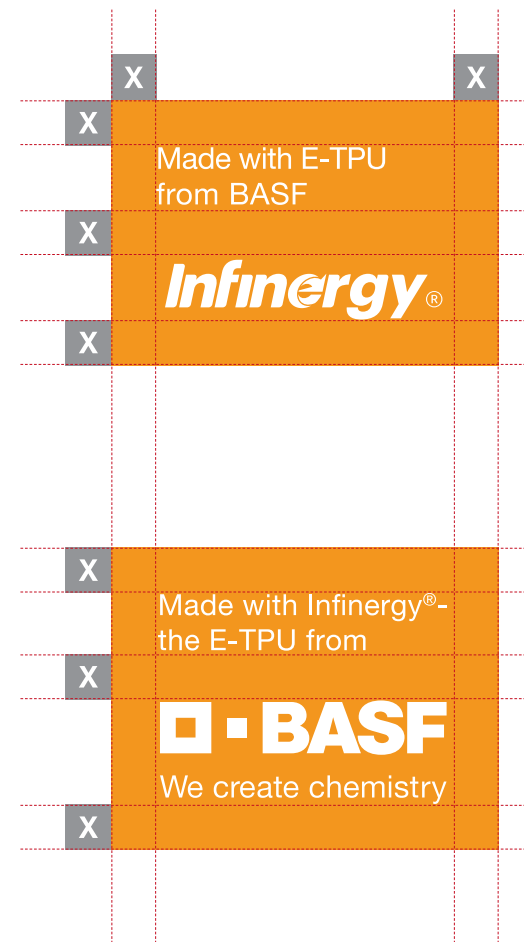
**The partner is the publisher:
The Infinergy® brand appears in the partner's media.**

The logo variants (depending on their relevance to the customer or the alliance form) are placed in a modularly structured alliance module, together with a short text (inside or outside the module).

The text communicates the role of BASF and Infinergy in relation to the partner brand. The text shall ideally explain the specific contribution as part of the partnership.

Colours:

- The rectangular background is always orange.
- If a coloured implementation is not possible, use a gray tone instead of the corporate color (45% black).



Text note outside of the alliance module:

The text is positioned with a space of 1/2 X to the logo. The amount of text is flexible.

BRAND ALLIANCES:

BRANDS IN JOINTLY ISSUED MEDIA

Both partners are the publishers:
Both brands appear on equal terms
in a neutral design environment.

Alliance partners shall be perceived as equal and balanced publishers of the communication material. Depending on the relevance to the customer or alliance form the BASF as well as the Infinergy® logo can appear by themselves.

- Select a layout, coloring and typeface so that it cannot be attributed to the corporate design of one specific partner.
- Place a short text immediately next to the partner logo which communicates the relation between the brands.

Infinergy® PRODUCT PARTNER LOGO

Gemeinsame Pressemitteilung

Joint Press Release

Text: Max Mustermann | Datum: 22. Februar 2016

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BASF We create chemistry PRODUCT PARTNER LOGO

Gemeinsame Pressemitteilung

Joint Press Release

Text: Max Mustermann | Datum: 22. Februar 2016

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A JOINT INITIATIVE OF:

Infinergy® PRODUCT PARTNER LOGO

05 LOGO/LABEL USAGE GUIDE FOR DISTRIBUTION PARTNERS

| | |
|----|-------------------------|
| 63 | Distribution Logo/Label |
| 66 | Communication Materials |
| 71 | Interactive Media |
| 72 | Outdoor Signage |
| 73 | Outdoor Media |
| 74 | Apparel |
| 75 | Vehicle Livery |

DISTRIBUTION LOGO/LABEL

Preferred option:

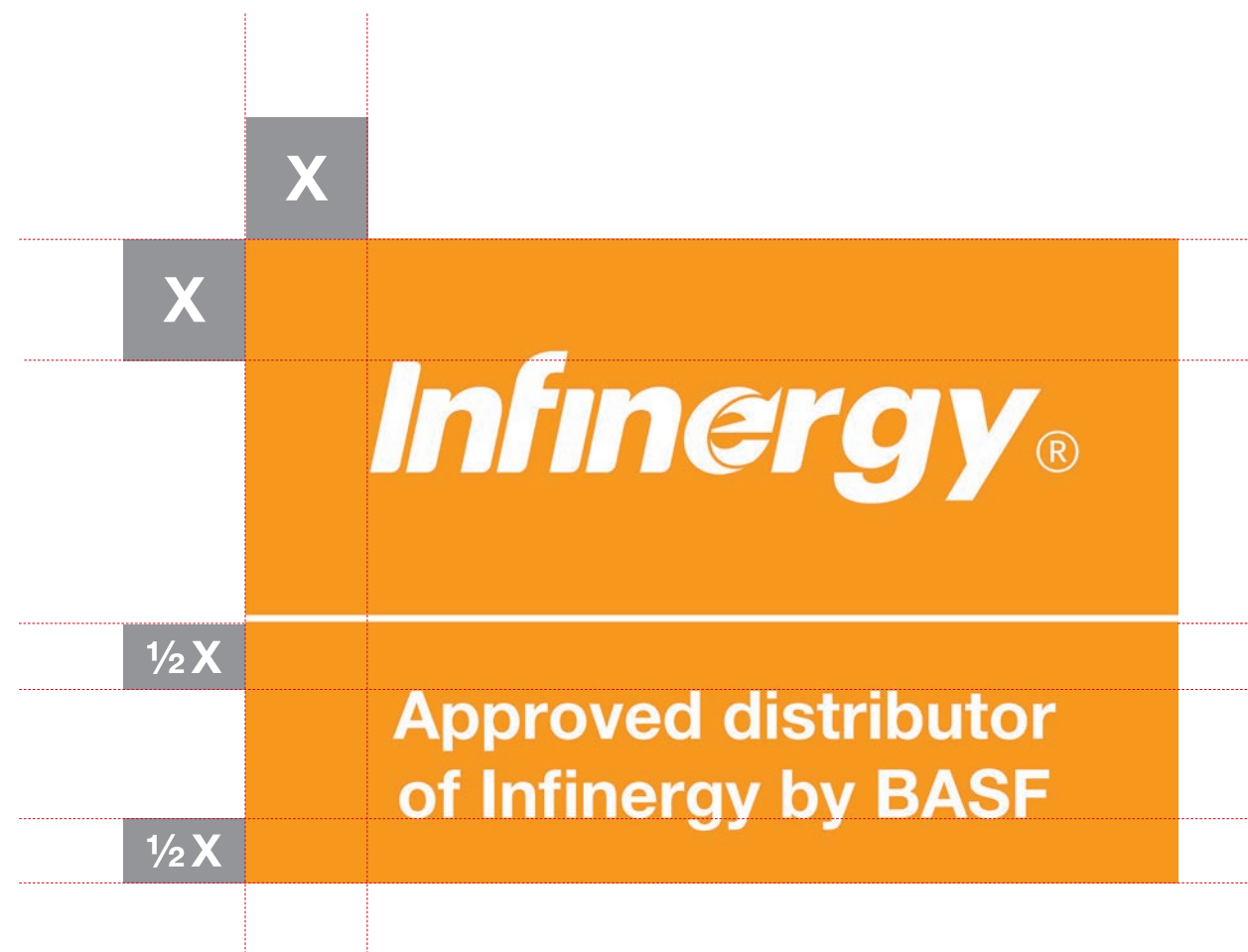
Please only use the logo file you have received from your local BASF contact. Do not resize or alter this logo file.

Please send all layouts to your BASF contact for approval.

Exception:

If legibility is limited on small applications (e.g. business cards), the additional information must be omitted – The additional information is no more legible in 3pt and smaller.

The logo should always appear in the colored version. Only if there is no possibility of color printing, you can place the logo in white on a gray colored logo bar / logo square (0% saturation of color).



DISTRIBUTION LOGO/LABEL

ALTERNATIVE VARIANTS

Preferred option:

Please only use the logo file you have received from your local BASF contact. Do not resize or alter this logo file.

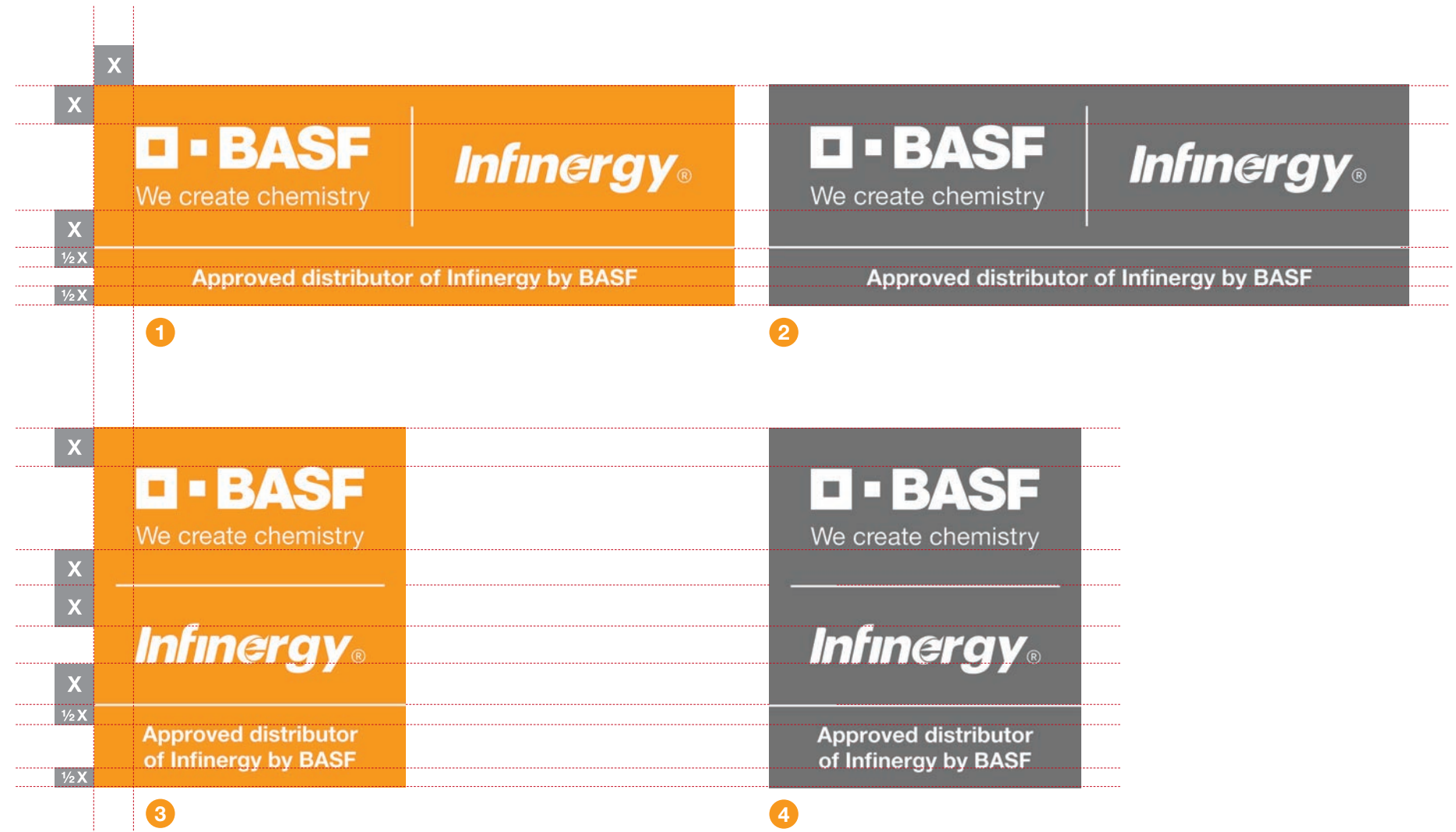
Please send all layouts to your BASF contact for approval.

Exception:

If legibility is limited on small applications (e.g. business cards), the additional information must be omitted — The additional information is no more legible in 3pt and smaller.

The logo should always appear in the colored version. Only if there is no possibility of color printing, you can place the logo in white on a gray colored logo bar / logo square (0% saturation of color).

- 1 Preferred Distribution Label — Horizontal
- 2 Horizontal Exception — Gray Version
- 3 Preferred Distribution Label — Vertical
- 4 Vertical Exception — Gray Version

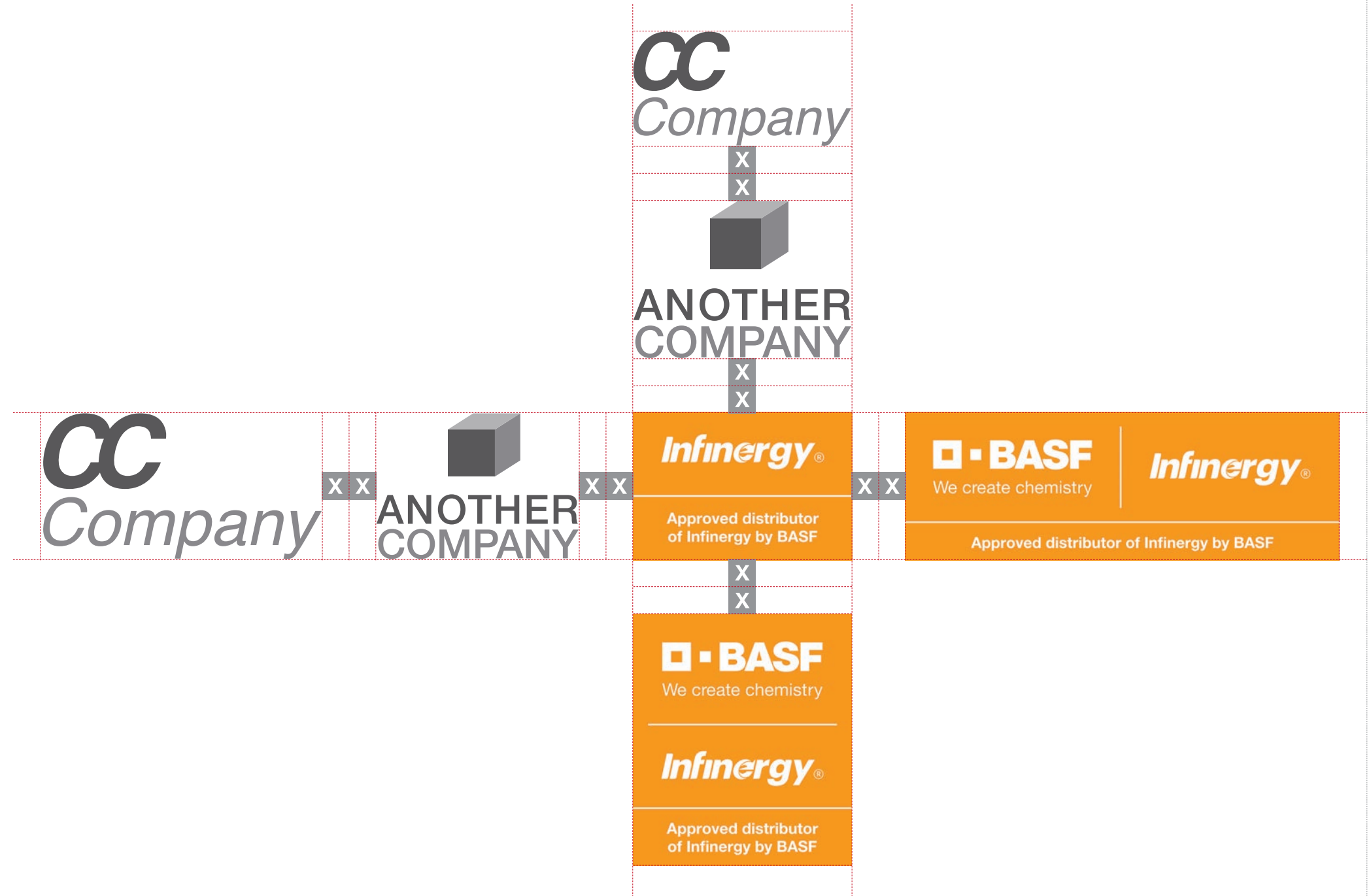


DISTRIBUTION LOGO/LABEL

LOGO RELATIONSHIP

Third party logos are arranged either vertically or horizontally to the Infinergy® label.

In order to ensure visual separation there has to be a space of 2X between each logo.




COMMUNICATION MATERIALS

SINGLE LOGO

Use your own layout and logo.

The distribution label will appear only as a secondary logo.

The relationship between the retailer and Infinergy® must be stated clearly.



Tradegate Exchange GmbH Musterstrasse 19 / 40711 München

Firma Mustermann
Peter Mustermann
Abteilung Musterbeispiel
Musterstraße 123

Frankfurt, den 5. Oktober 2011
Betreff: Lorem ipsum dolor sitamet

Sehr geehrter Herr Mustermann,

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Mit freundlichen Grüßen,

| | |
|------------------------------------|------------------------------------|
| <p>Name, Nachname Position</p> | <p>Name, Nachname Position</p> |
|------------------------------------|------------------------------------|

Company GmbH
Musterstrasse 19 / 40711 München
T +49 (0)20 590 31-150
F +49 (0)20 590 31-159
www.company.de

Bankverbindung
Musterbank
BLZ 184 176 00
Konto 6907539540



Handelsregister
Amtsgericht:
Musterstadt
HRB 197919 B



Company GmbH
Musterstrasse 19 / 40711 München
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Handelsregister
Amtsgericht:
Musterstadt
HRB 197919 B



2

If legibility is limited on small applications the additional information must be omitted – The additional information is no more legible in 3pt and samller.

- 1 Letterhead
- 2 Business Card

COMMUNICATION MATERIALS

THIRD PARTY LOGOS

- 1 Letterhead
- 2 Business Card

Company[®]

Tradegate Exchange GmbH Musterstrasse 19 / 40711 München

Firma Mustermann
Peter Mustermann
Abteilung Musterbeispiel
Musterstraße 123

Frankfurt, den 5. Oktober 2011
Betreff: Lorem ipsum dolor sit amet

Sehr geehrter Herr Mustermann,

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Mit freundlichen Grüßen,

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| Name, Nachname Position | Name, Nachname Position | |
|----------------------------|----------------------------|--|

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Konto 6907539540

Handelsregister
Amtsgericht:
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HRB 197919 B

Company[®]

Max Mustermann
Geschäftsführer

Musterstrasse 19 / 40711 München
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Max Mustermann
Geschäftsführer

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F +49 (0)20 590 31-159
www.company.de

2

If legibility is limited on small applications the additional information must be omitted — The additional information is no more legible in 3pt and smaller.

COMMUNICATION MATERIALS

ADVERTISEMENT BROCHURE

Joint communication:

Use your own layouts and logo and the distribution label will appear only as a secondary logo.

Infinergy® should be mentioned as a brand of BASF in the text:
»Infinergy by BASF«.



COMMUNICATION MATERIALS

IN-STORE BANNERS

Joint communication:

Use your own layout and logo and the distribution label will appear only as a secondary logo.

Infinergy® must be mentioned as a brand of BASF in the advertising copy:
»Infinergy by BASF«.



COMMUNICATION MATERIALS

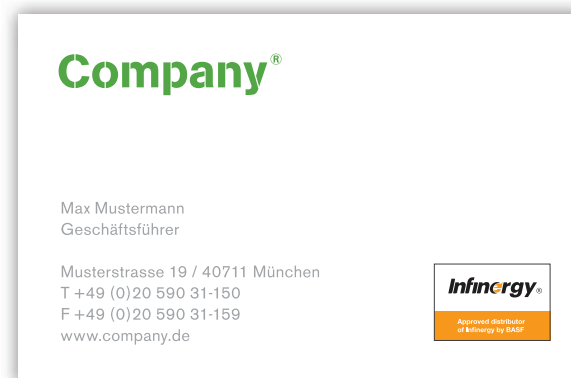
INCORRECT USAGE

Never use the Infinergy® logo in its positive version. The logo must always appear in its rectangular field.

Never use the BASF logo alone.



1



2



2



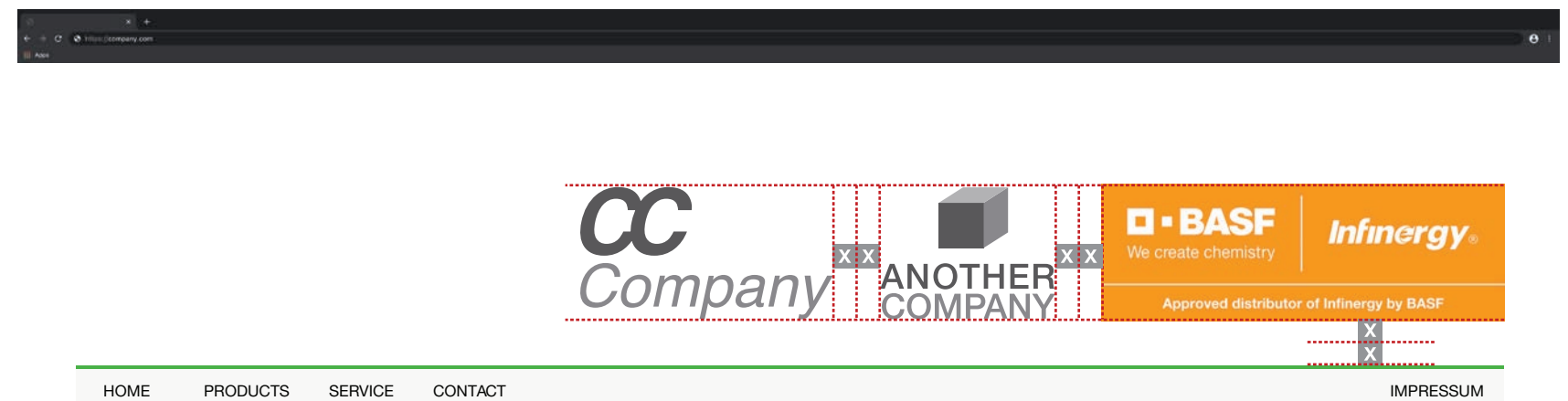
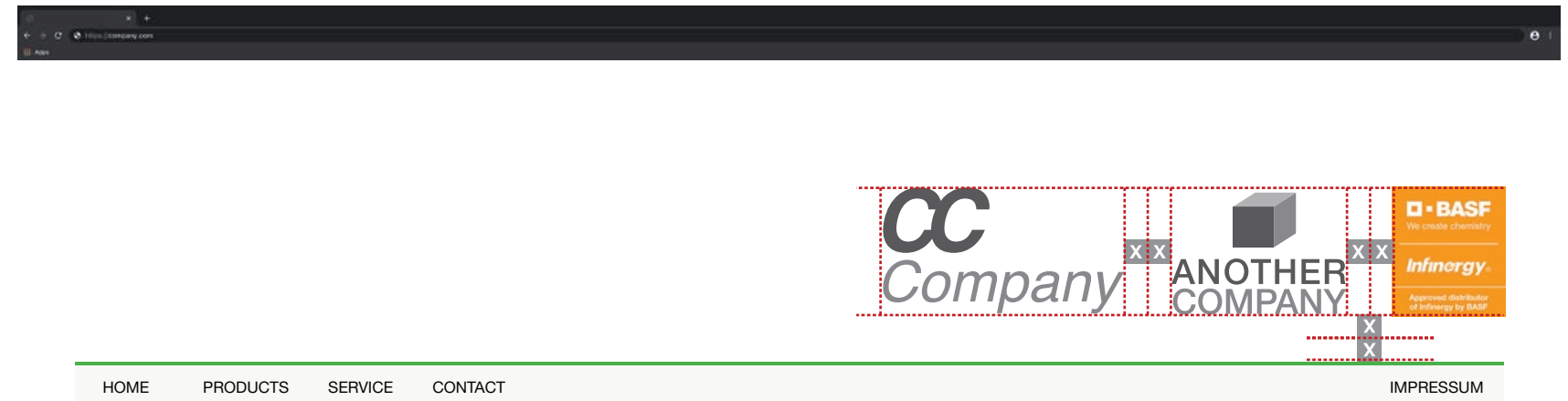
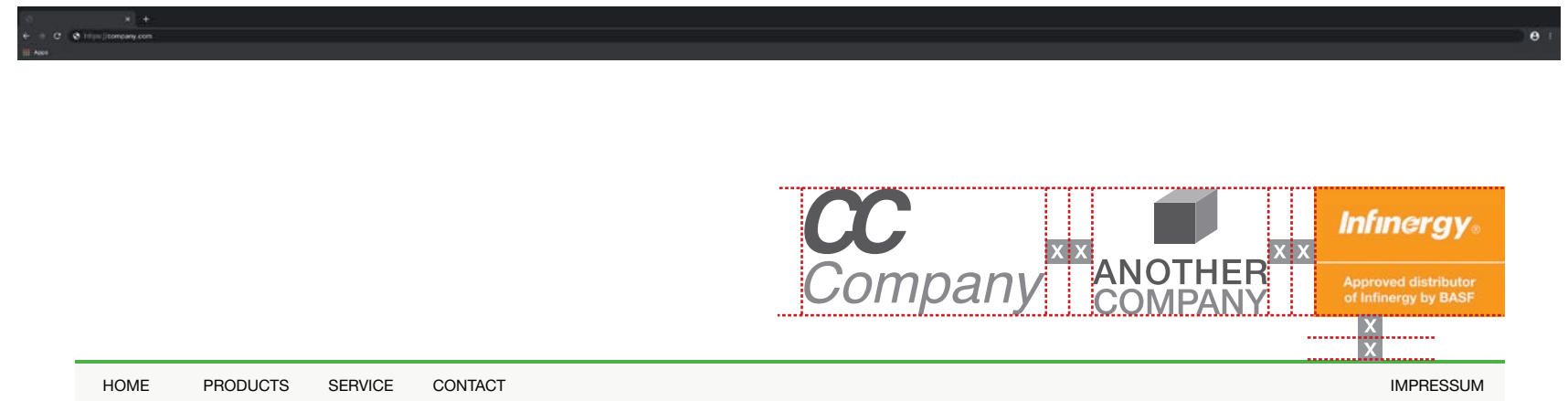
3

- 1 Label
- 2 Business Card
- 3 Letterhead

INTERACTIVE MEDIA

WEBSITE

In order to ensure visual separation there has to be a space of 2X between the distribution label and the third party logos.

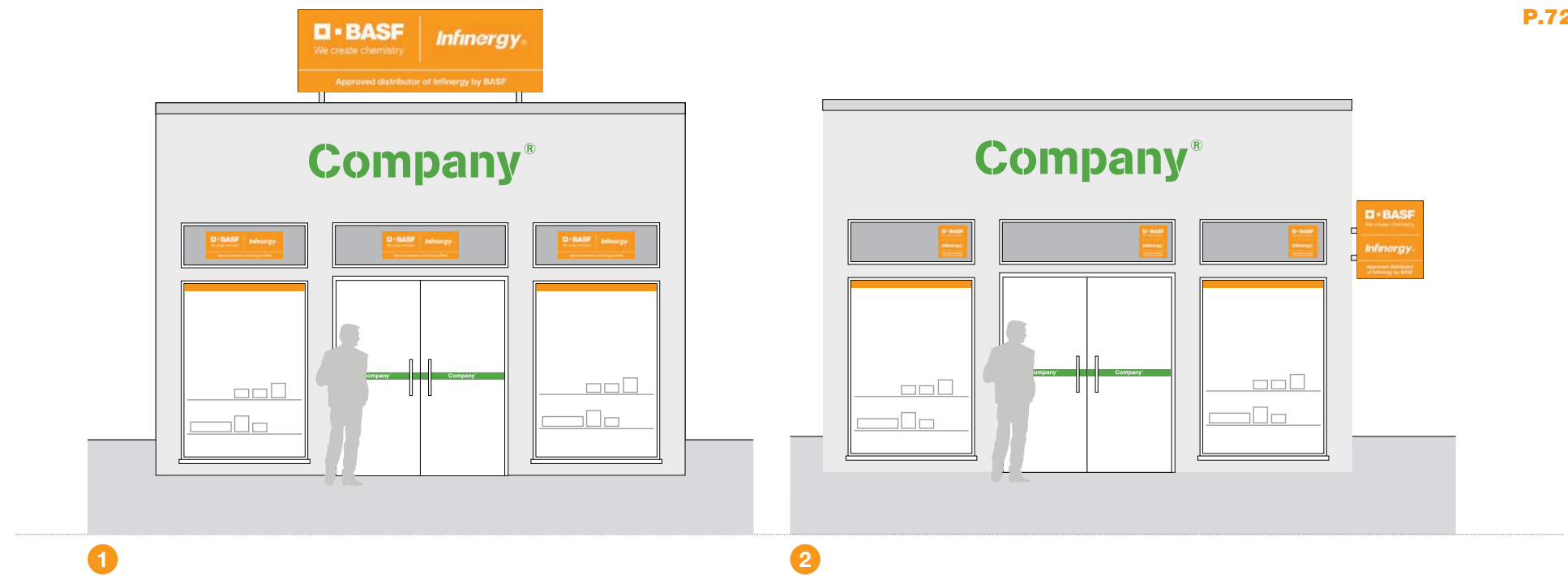


OUTDOOR SIGNAGE

Use your own signage and logo.

The distribution label will appear only as a secondary logo.

The combination of the BASF logo with the Infinergy® logo is mandatory for outdoor signage at the shop.

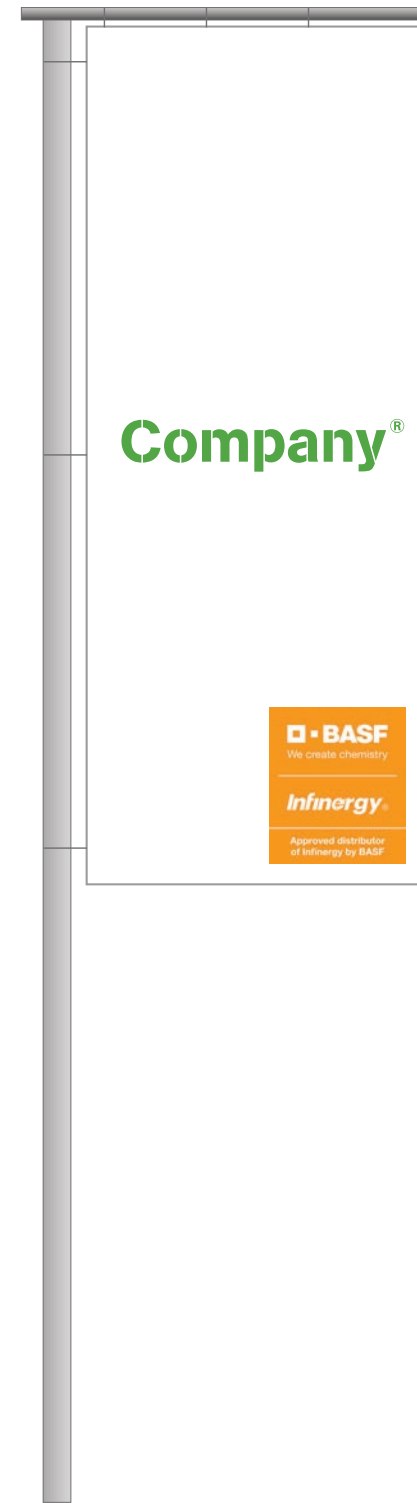
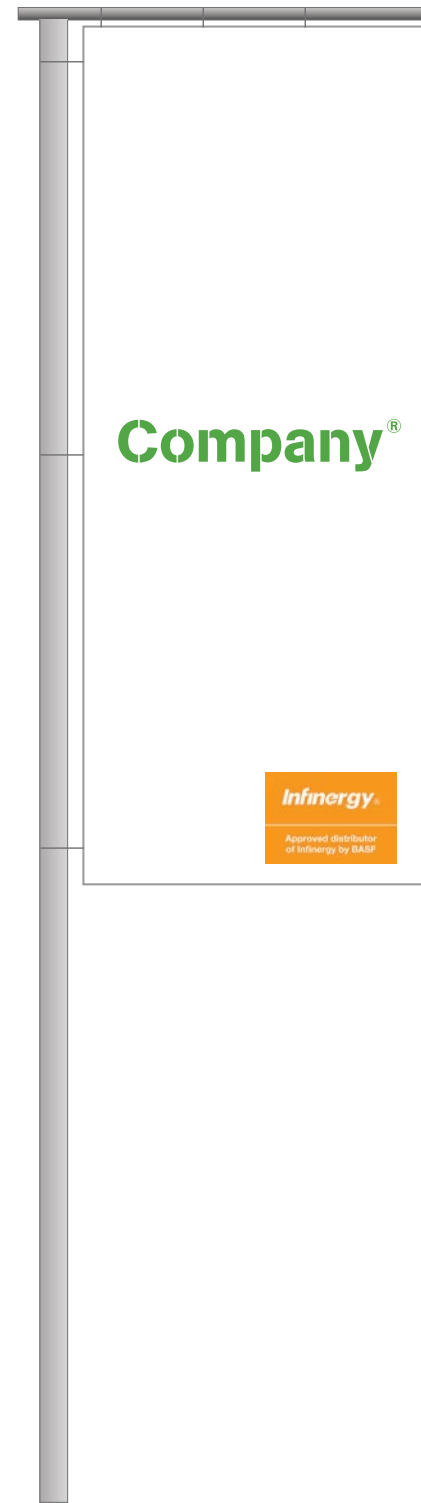
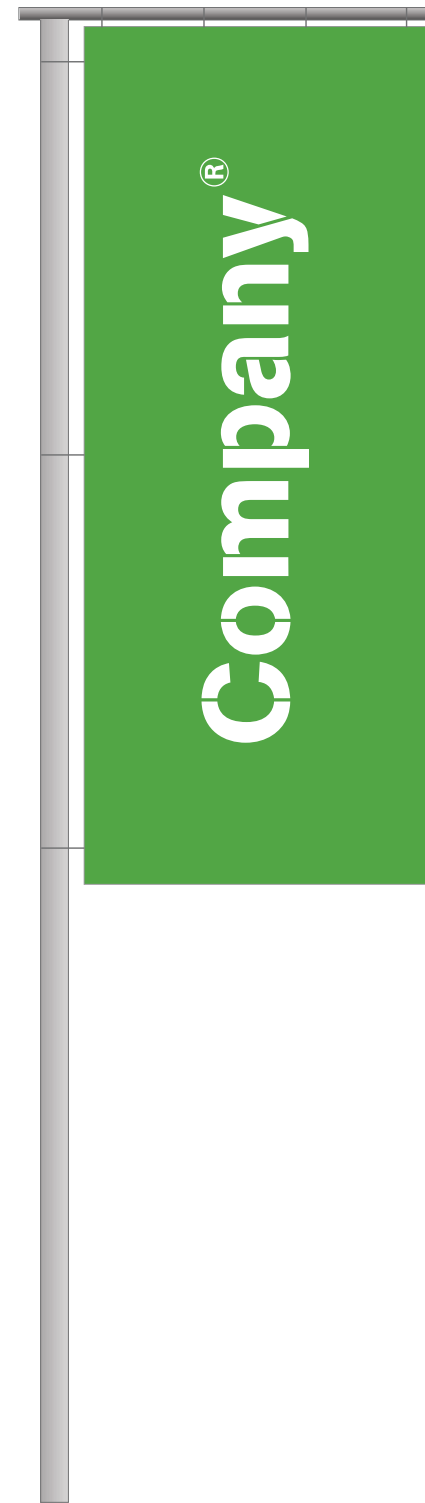


- 1 Distribution Label — Horizontal
- 2 Distribution Label — Vertical
- 3 More than one logo



OUTDOOR MEDIA

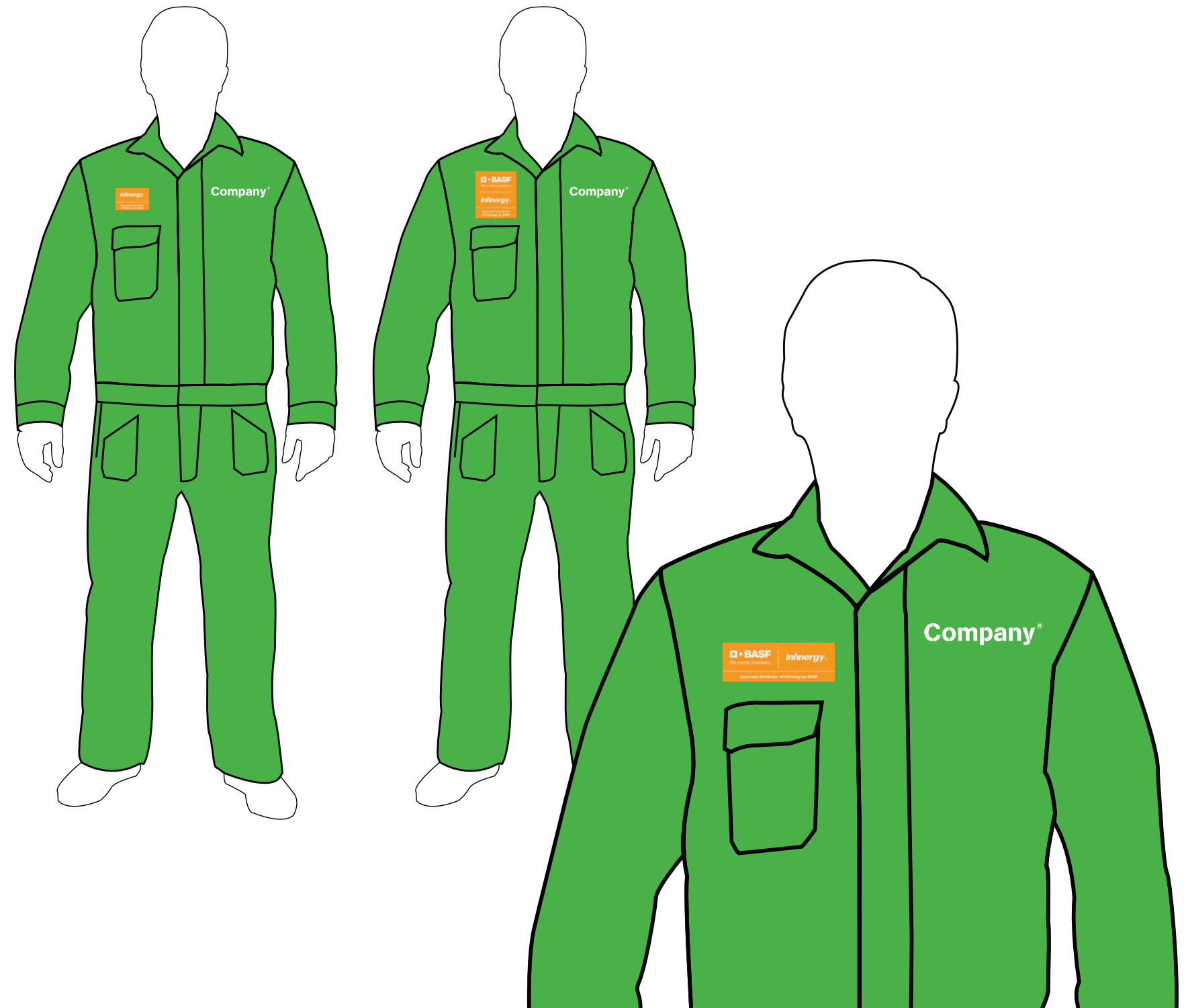
— FLAGS



APPAREL

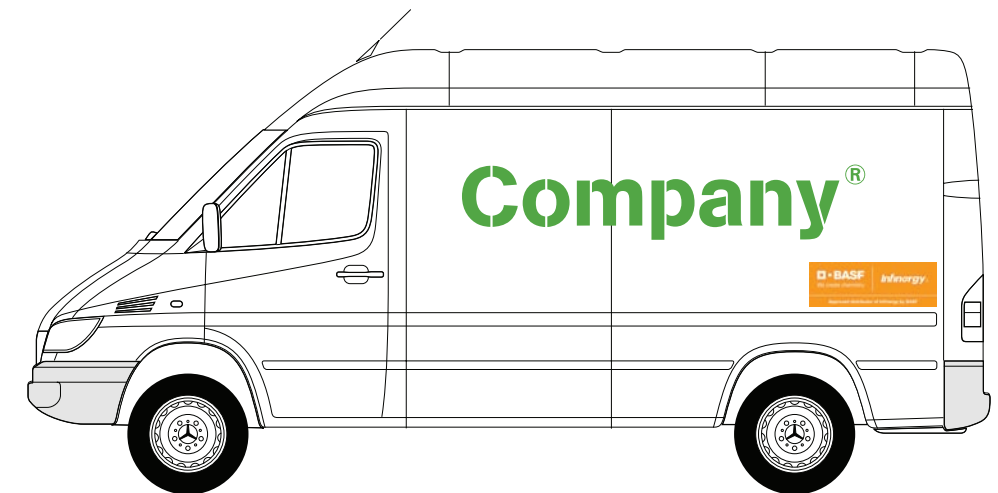
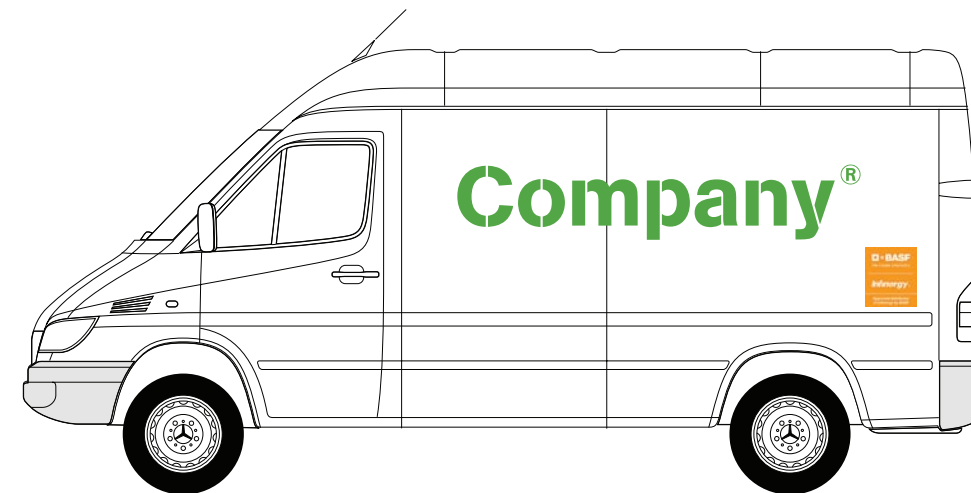
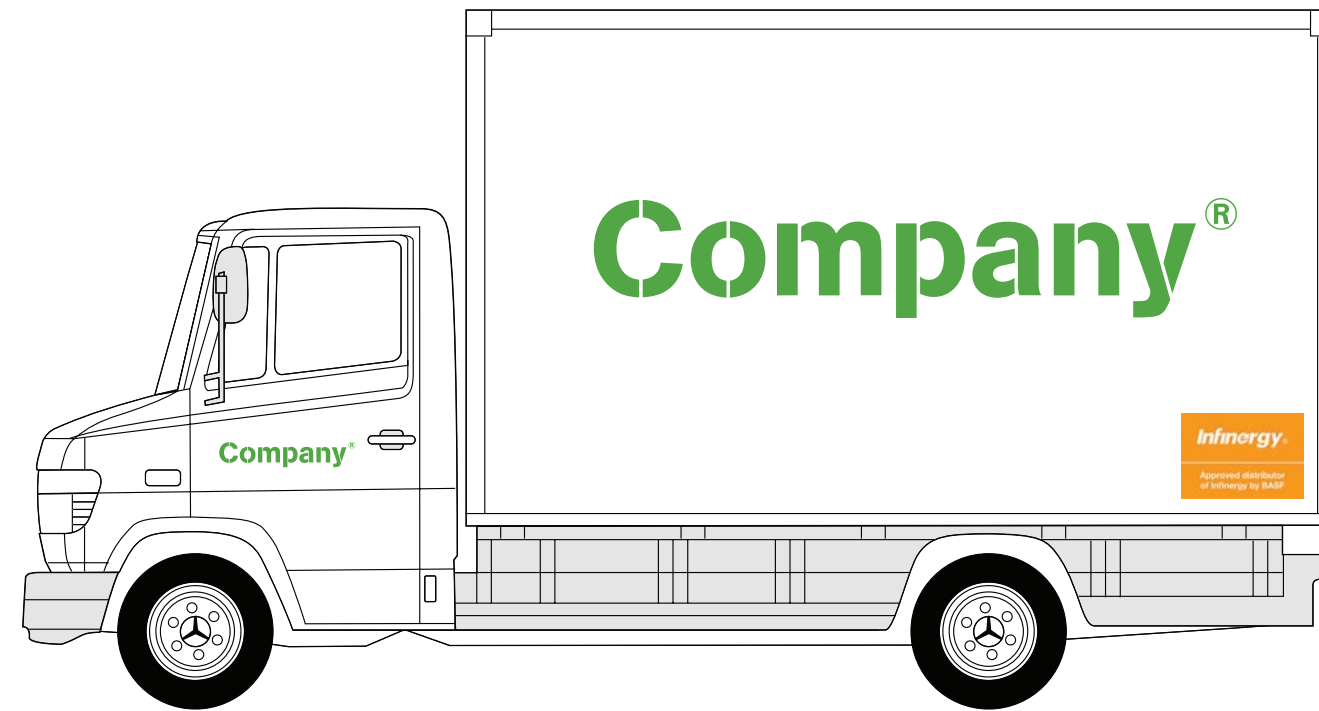
Use your own apparel and logo.

The distribution label will appear only as a secondary logo.



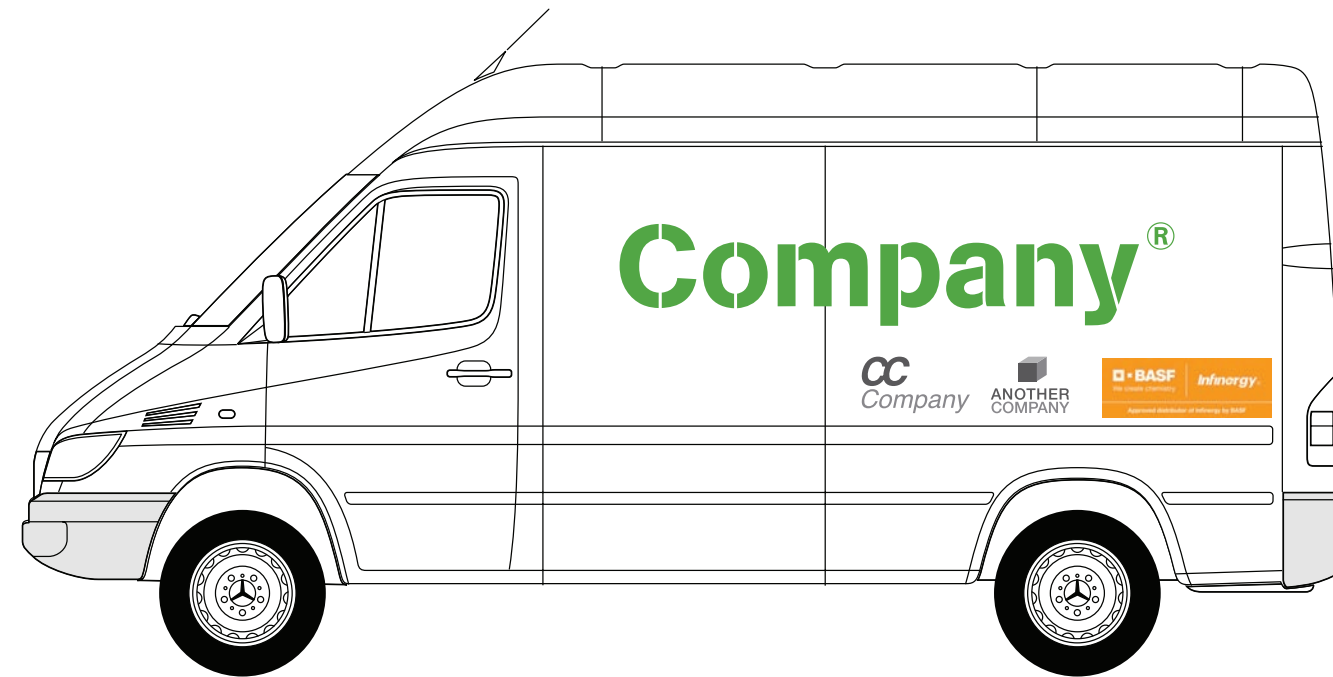
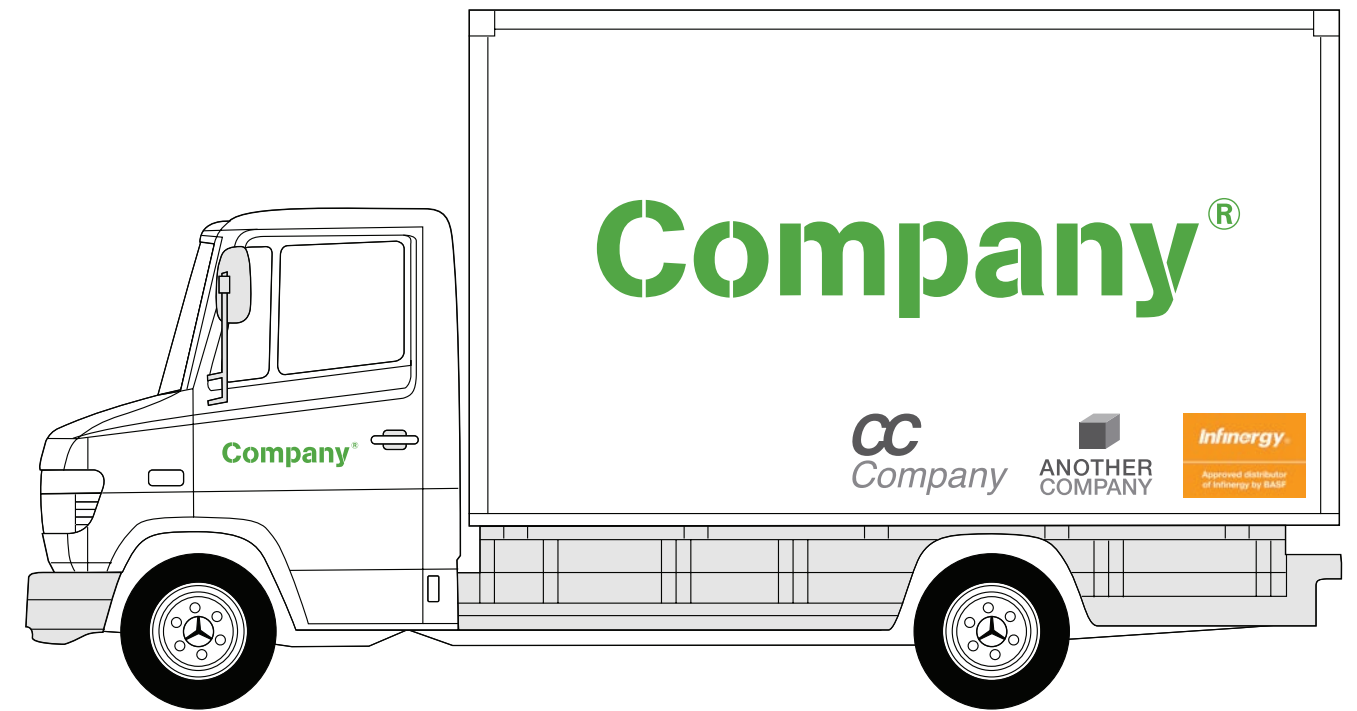
VEHICLE LIVERY

—
SINGLE LOGO



VEHICLE LIVERY

THIRD PARTY LOGOS





If you have any further questions,
please contact the Infinergy
communication team.

Responsible Brand Managers:

Margaret Zhang
Email: margaret.j.zhang@basf.com

Matthew Canoy
Email: matthew.canoy@basf.com

www.infinergy.basf.com

END.