

SOLVAY

ENDORSEMENT GUIDELINES



For more information, please contact the Group Branding Team:
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We want to initiate the use of the |by Solvay endorsement as a unifying element of external brands or projects. Solvay has a vast and differentiated brand landscape in which products logos, websites, apps, software, all have very distinctive history, graphic identity, communication. In some cases, their visual link with Solvay is either weak or nonexistent.

| by Solvay is a first step in the direction of re-align and fix this situation.

We aim to have this endorsing element tied to new initiatives and products (or to existing ones whenever possible and affordable). Its inclusion will assure our stakeholders that a strong, high-quality brand stands behind what’s proposed. It will provide credibility and legitimacy to a new offering while allowing it to operate independently.

At Group Comm. level, this element will become a standardized “signature” for all future branding and identity initiatives.

When it has to be used:

MANDATORY

- For **all new external-facing** product brands which include a logo, software and initiatives, product websites, apps: being these Business or Group related.
The rule applies when all the above include a graphic logo element.
- For **already existing brands and projects**, **| by Solvay** should be adopted when feasible from a budget standpoint.
To take a brand as an example, we are NOT asking to include | by Solvay on SOLVAir®: assets such as packaging, unless you need to create a new line or design.
On the other side, we ask to include it on its website, future digital campaigns, and assets.

OPTIONAL

When communicating about brands (eg. Solef® PVDF) or initiatives that have no logo. In this case | by Solvay can be integrated on different assets such as advertisements, tradeshow graphics, Social Media posts, etc.

WHEN IT SHOULDN'T BE USED

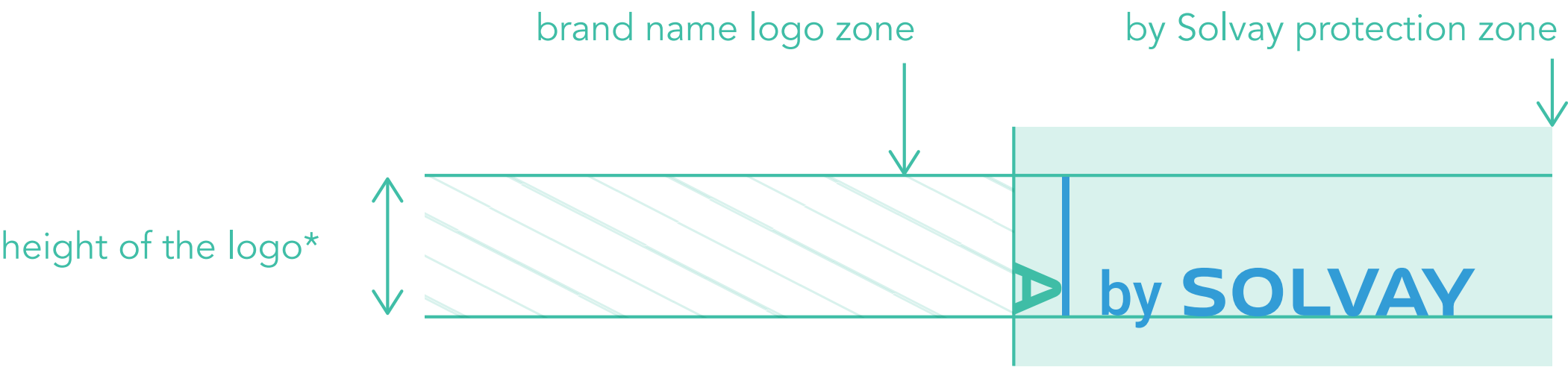
- For **internal projects**, eg. Solvay Citizen Day
- For **Partnerships combined logos** such as the Solar Impulse Alliance Foundation.
In both cases, the current rule remains valid, in which the Initiative / Partner logo is combined with our Solvay logo, roundel included.
- When the **Group logo** is prominently displayed in its **immediate vicinity**

How to build the signature:



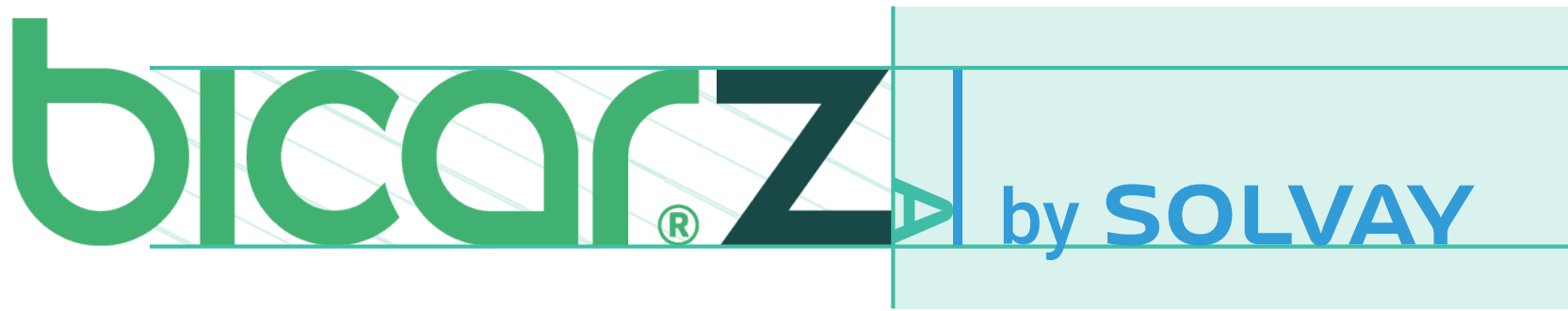
Endorsement Guidelines - "by Solvay"

Horizontal logo

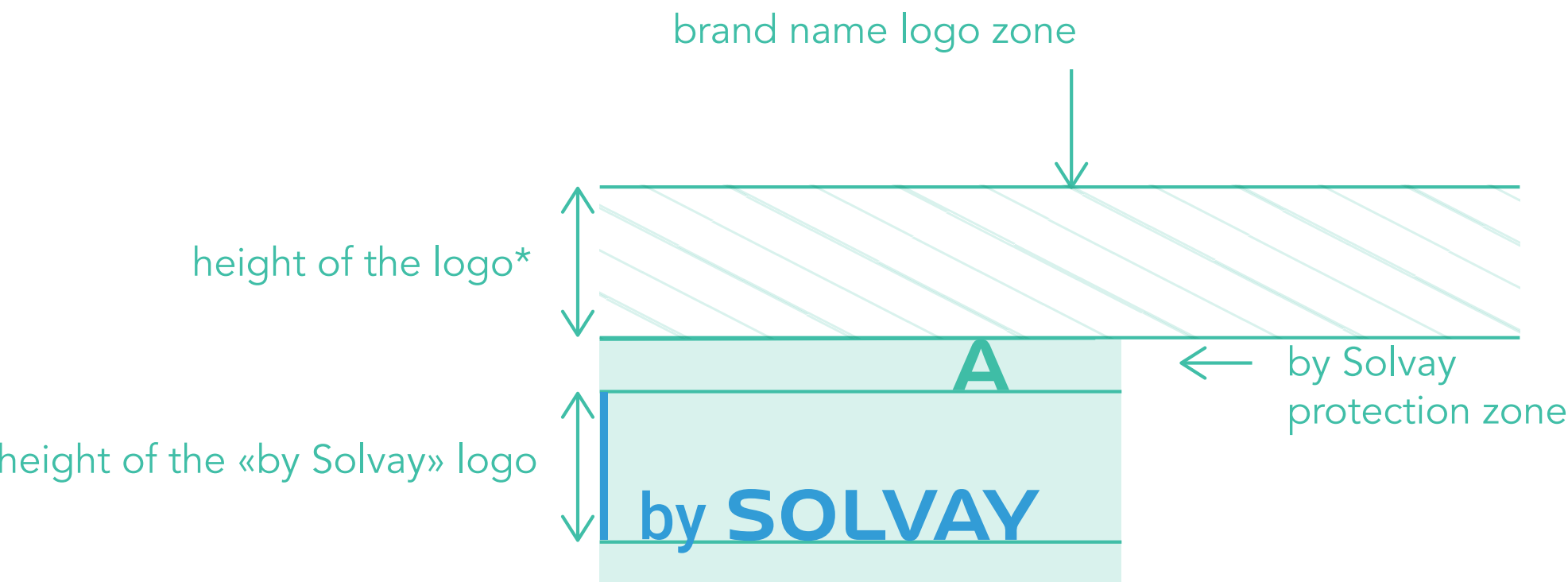


* logo with / without baseline = height of the typography of the logo (not the baseline)
logo with symbol / baseline = use the height of the text not the whole logo / symbol see RhoVanil example in the guidelines

Example



Vertical logo



Example



Endorsement Guidelines - "by Solvay"

Example: Horizontal

Logo with symbol



Example: Vertical

Logo with symbol



“by Solvay” use on brand websites.



Acidose & Stress Thermique

Toujours Bicar®Z

Calculateurs

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Où commander



by SOLVAY EN FR DE IT ES

Pour un meilleur élevage, faites confiance à Bicar®Z chaque jour

Aujourd'hui, plus que jamais, votre ferme doit être gérée comme une entreprise. La concurrence s'est accrue. La production s'intensifie. De nouvelles réglementations environnementales et sanitaires ne cessent d'être introduites. Être éleveur semble plus complexe et plus incertain que jamais.

Grâce à 40 ans de recherche et d'innovation dans le domaine de l'alimentation animale, Bicar®Z est un complément alimentaire pour les animaux simple, minéral et efficace, à base de bicarbonate de sodium, qui améliore la productivité et le bien-être du bétail.

Qui sommes-nous ?

