SYENSQO

This guidance document is intended for anyone who uses the Syensqo logotype.

It brings together the **rules** for using the logotype in its different forms in order to **ensure consistency** in the visual identity of the brand.

If you have any questions about the usage of logotypes, **please contact** :

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Summary

Introduction

We are explorers, who envision the impossible, solve the unsolvable, partnering to pioneer the future of science. Because a sustainable future starts with our commitment, our solutions and innovations are the catalysts that open new frontiers for the planet and its people. We are Syensqo, explorers creating breakthroughs that advance humanity.

Syensqo's logo is inspired by the 1911 Conference, where 24 of the world's most brilliant minds came together to collaborate on the future of science. It is made of 24 elements, arranged in perspective to illustrate our commitment to explore the future of science, seek new perspectives and enable breakthrough innovations that advance humanity.

Syensqo logotype is composed with an icon, the Spark, on the left of wordmark typo.

Brand Colors

Color is an important element in the visual identity of the Syensqo brand.

The palette is composed up of orange («Inovative Orange»), darker grey («Contrast Silver»), lighter grey («Technical Silver») as well as pure black and white to ensure diversity of use and add nuance.

Correct use of colors will help maintain a consistent brand image.

For web usage, please refer to the RGB values of each color.
For other usages, RGB references have a correspondence in CMYK and Pantone® values.

Innovative Orange

CMYK
C=0 M=71 Y=71 K=O
RGB
R=255 G=101 B=66
#FF6542
PANTONE
171 C

Contrast Silver

CMYK
C=78 M=63 Y=48 K=50
RGB
R=53 G=60 B=71
#353C47
PANTONE
432 C

Technical Silver

CMYK
C=62 M=48 Y=37 K=24
RGB
R=98 G=105 B=118
#626976
PANTONE
431 C

Logotype with tagline

The Syensqo logotype with tagline is the Syensqo Horizontal logo on which the tagline "Advancing Humanity" is affixed. The text is aligned with Syensqo wordmark and its distance from Syensqo is fixed and non alterable.

This logo should not become the main logo. It can be used for advertising purpose.

It should never be used at a size less than **40 mm wide in print** (the Spark and wordmark included) and **72px large – 75 dpi in digital**.

The tagline can also be detached from the logo when used as a claim. It's built with Poppins Medium typeface, with kerning 210. The protection zone is the width of the «N» letter from the text. Please always ensure that tagline is legible/printable. It should not be smaller than type size 5,5pts.
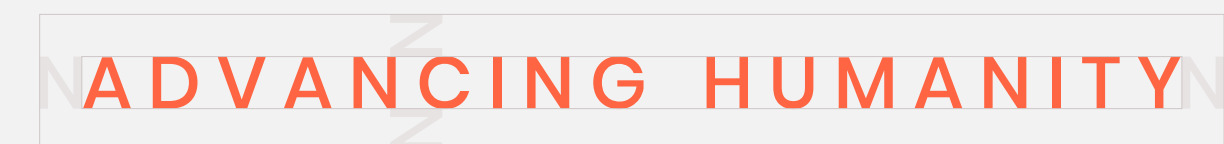

COMPLETE LOGOTYPE

40 mm – 72px

ISOLATED TAGLINE

POPPINS MEDIUM TYPEFACE
kerning: 210
≥ Typeface size 5.5pts

ADVANCING HUMANITY

6

Logotype with tagline on backgrounds

Logotype with tagline with white wordmark should be used when «Innovative Orange» is used as the background color.
Then the wordmark turns white.
In case when (for technical or aesthetic reasons) «Innovative Orange» cannot be used, please use present logotype.

There is also the positive and negative black & white version. It must only be used for black/white printing, some partnership, and embossing/engraving as well.

PRIVILEGED

SECONDARY BACKGROUND COLORS

BLACK & WHITE

Logotype with tagline Dont's

This page reflects in a non-exhaustive manner erroneous uses of the Syensqo logo. Please, pay attention when applying.

LOGOTYPE COLOR & SHAPE

BACKGROUND COLORS

Horizontal Main Logotype

Horizontal logotype to be privileged. It is used in «Innovative Orange» color on white background.

This logo should be given priority on all media (web and print).

This is the legally registered version of the logo.

It should never be used at a size **less than 30 mm wide in print** (the Spark and wordmark included) and **72px large – 75 dpi in digital**.

To ensure the legibility of the logotype and to protect the integrity of the brand, a specific restricted area has been defined around the logotype (width of the letter «N» of "Syensqo"). No graphic elements, text or visual, should interfere with the restricted area.

30 mm - 72px

Horizontal Logotype on backgrounds

Horizontal logotype with white wordmark should be used when «Innovative Orange» is used as the background color.
Then the wordmark turns white.
In case when (for technical or aesthetic reasons) «Innovative Orange» cannot be used, please use present logotype.

There is also the positive and negative black & white version. It must only be used for black/white printing, some partnership, and embossing/engraving as well.

PRIVILEGED

SECONDARY BACKGROUND COLORS

BLACK & WHITE

Horizontal Logotype Dont's

This page reflects in a non-exhaustive manner erroneous uses of the Syensqo logo. Please, pay attention when applying.

LOGOTYPE COLOR & SHAPE

BACKGROUND COLORS

Vertical Logotype

A vertical lockup of the Syensqo logo has been developed to meet certain uses **when horizontal version does not fit free space constraints**.

This vertical logotype should only be used when not expressed in its brand universe, especially for sponsoring and partnership.

This logo should not become the main logo. It can be used in cases presented on page 21.

It should never be used at a size less than **22 mm wide in print** (the Spark and wordmark included) and **72px large – 75 dpi in digital**.

22 mm - 72px

SYENSQO

SYENSQO

SYENSQO

Vertical Logotype
on backgrounds

Vertical logotype with white wordmark should be used when «Innovative Orange» is used as the background color. Then the wordmark turns white. In case when (for technical or aesthetic reasons) «Innovative Orange» cannot be used, please use present logotype.

There is also the positive and negative black & white version. It must only be used for black/white printing, some partnership, and embossing/engraving as well.

PRIVILEGED

SYENSQO

SECONDARY
BACKGROUND
COLORS

SYENSQO

SYENSQO

BLACK & WHITE

SYENSQO

SYENSQO

Vertical Logotype Dont's

This page reflects in a non-exhaustive manner erroneous uses of the Syensqo logo. Please, pay attention when applying.

LOGOTYPE COLOR & SHAPE

BACKGROUND COLORS

Application

For any logotype application please **prioritize horizontal lockup**.

When logotype should take the entire expression surface which has square or vertical shape please use vertical lockup.

MAIN USAGE
(HORIZONTAL LOCKUP)

SPECIFIC USAGE
(VERTICAL LOCKUP)

Co-Branding

The co-branding is built horizontally with the partner's logo on the left and Syensqo logo on the right. The two logos are aligned on a central axis and must visually have the same weight. Both Syensqo logo options can be used. The separator line includes the color «Technical Silver» grey. It has rounded ends. Its thickness can be between 0.2 and 0.4 mm (according to the size). Its height is equal to the height of the Spark.

Horizontal lockup: This construction is used when the partner logo is mainly horizontal. The distance between the separator line and the limit of each logotype is "N" along with Syensqo.

HORIZONTAL LOCKUP USAGE

VERTICAL LOCKUP USAGE

Icon

Usage of the Spark alone to represent the Syensqo brand is allowed **when there is not enough space for the entire logo** (i.e. the size of the logo is below the minimum size) on the communication media .

When the Spark is used as a favicon, an icon used for the web and associated with a website or a window, you must make sure to use the specific version which is slightly greased and which ensures more readability (expanded formats: 16x16px and 32x32px). Please refer to sypplied logo library.
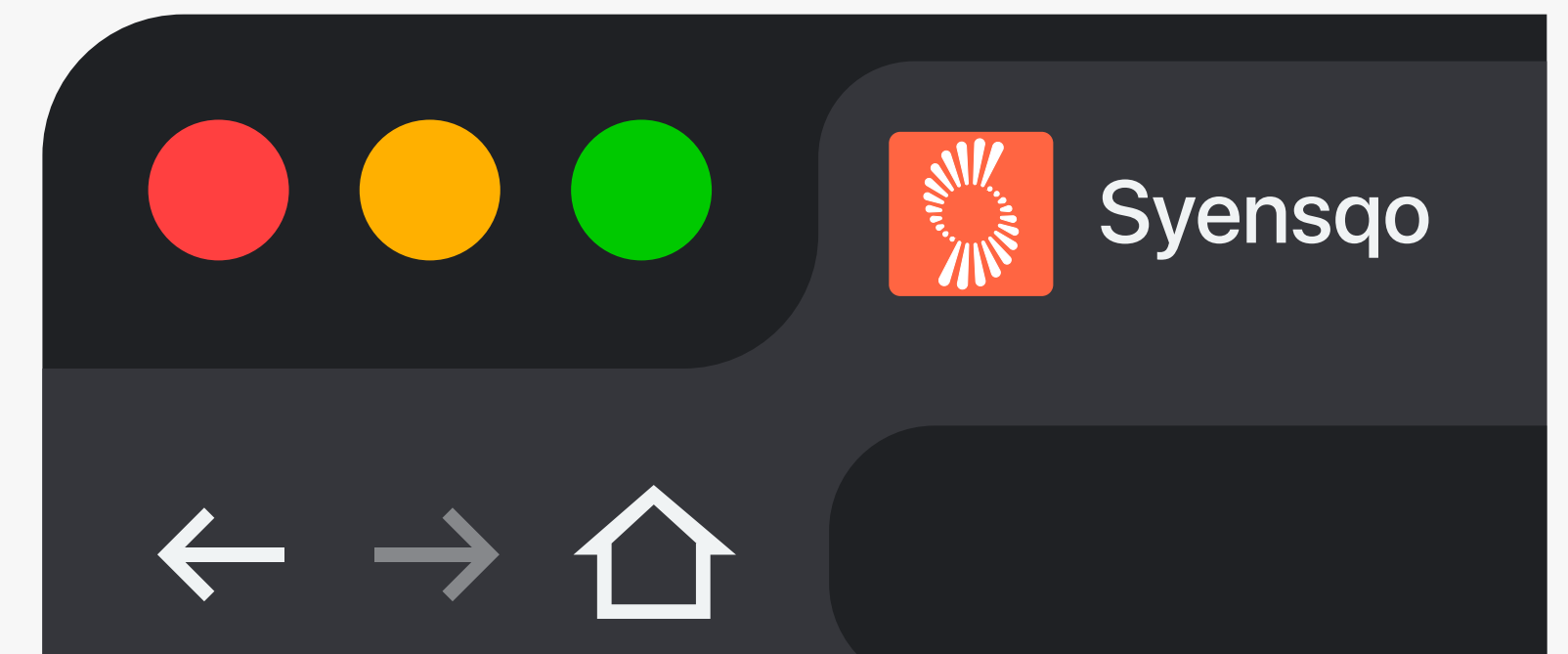
MAIN ICON USAGE

FAVICON USAGE
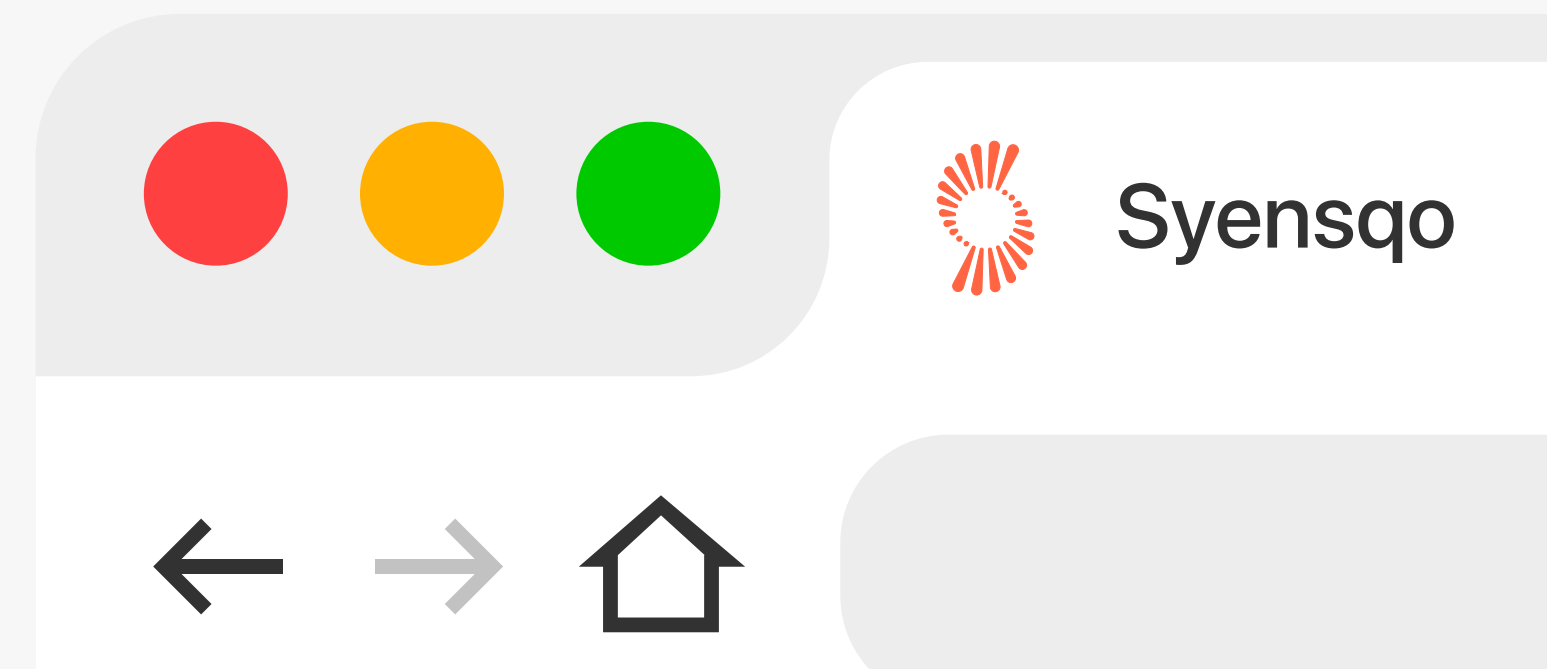
Light mode

Dark mode

The Spark usage

The use of the Spark alone is made possible for Syensqo brand recognition purposes.

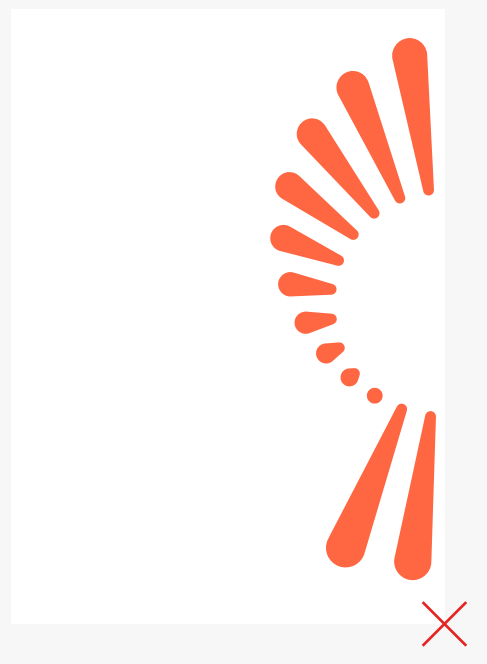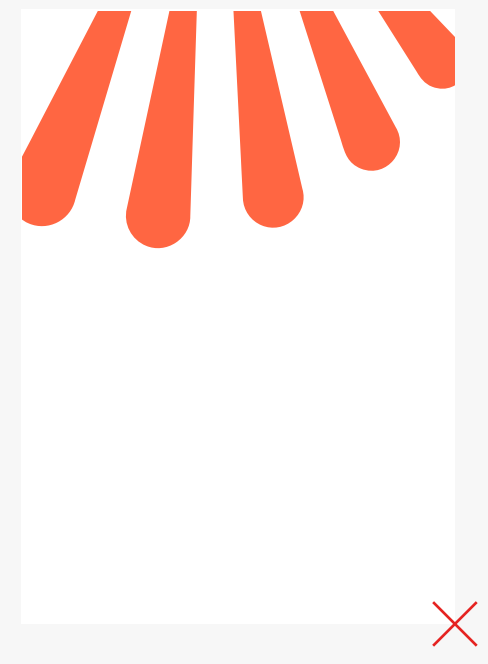It is possible to use the Spark in oversize, as well as cropped.

However, **the Spark must always remain recognizable and legible**.

On this page, you'll find a selection of possible uses for the Spark.

WAYS OF CROPPING

DONT'S

Logotype usage

This is an overview of the different versions of the Syensqo logotype.

Logo with tagline should be used for advertising purpose.
The tagline can also be detached from the logo when used as a claim.
It should not be used at a size less than 40 mm wide in print and 72px large – 75 dpi in digital.

Vertical logotype should be used when the logo is not expressed in its brand universe, especially for sponsorship and partnership.
It should not be used at a size less than 22 mm wide in print and 72px large – 75 dpi in digital.

Horizontal logotype is the main logo, to be privileged when possible.
It should not be used at a size less than 30 mm wide in print and 72px large – 75 dpi in digital.

LOGO WITH TAGLINE	VERTICAL LOGO	HORIZONTAL LOGO
Used for advertising purpose	Used when the logo is not expressed in its brand universe, especially for sponsorship and partnership.	**To be privileged**
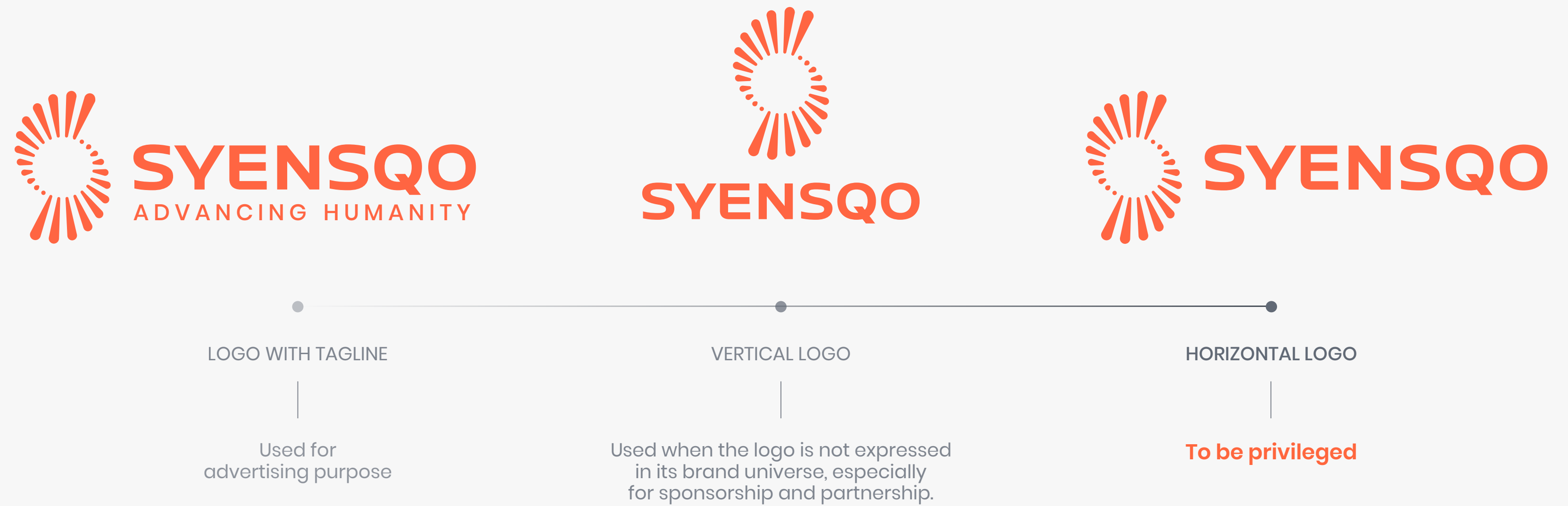
Logotypes file librairy

A complete library of all the logos described in this guide in following formats is also provided:
- .AI
- .EPS
- .JPG
- .PDF
- .PNG
- .SVG

for following colorspaces:
- PANTONE®
- CMYK
- RGB
- BLACK
- WHITE

«Not For Print» (NFP) PDF file is joined to each logotype folder as an informative document with:
- Protection area construction
- Colors guide

Files are in vector mode (no resolution existing), and Raster (bitmap) mode being in 300dpi commonly requested for High Resolution usages. However, feel free to decrease the resolution when needed:
- For the Net usage – down to 72dpi (for 100% of the dimension sizes)
- For PPT usage – around 150dpi

Warning:
Do not decrease the resolution for the images for printing matters. This can considerably damage the render quality.

Thank you

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