

# QEMETICA<sup>®</sup>

## Brand guidelines

WE  
CHEM DO  
BETTER

2024

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Brand guidelines

# Brand logo

**WE  
CHEM DO  
BETTER**

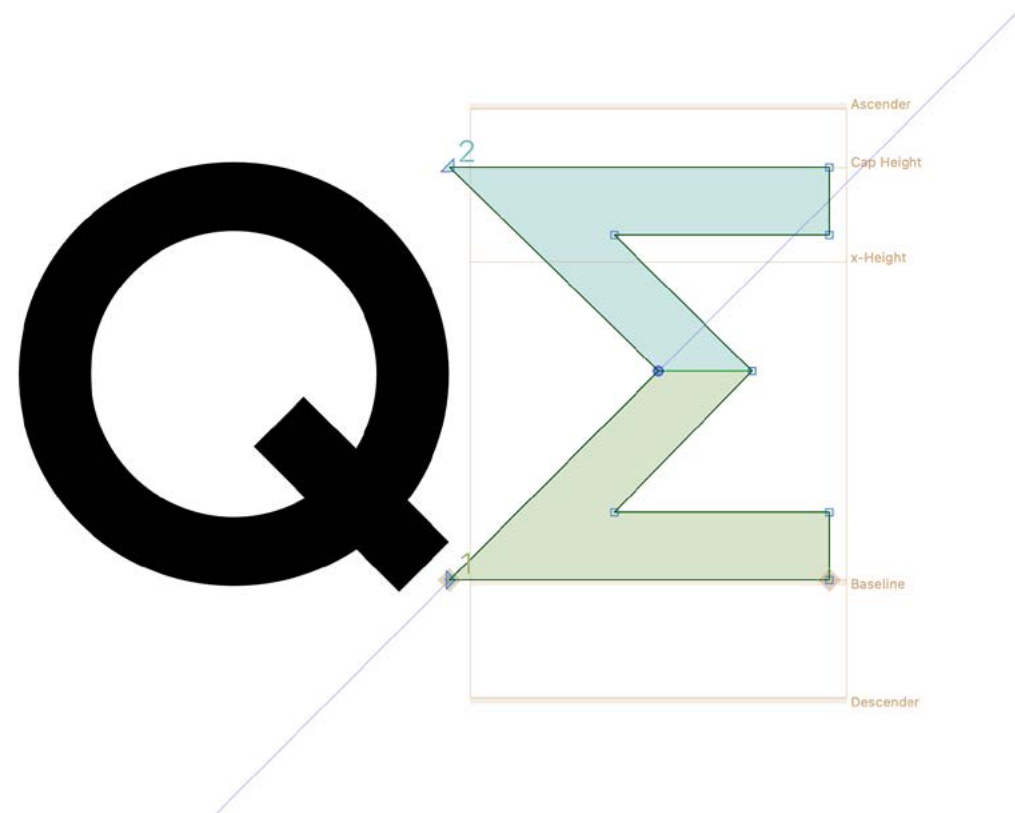
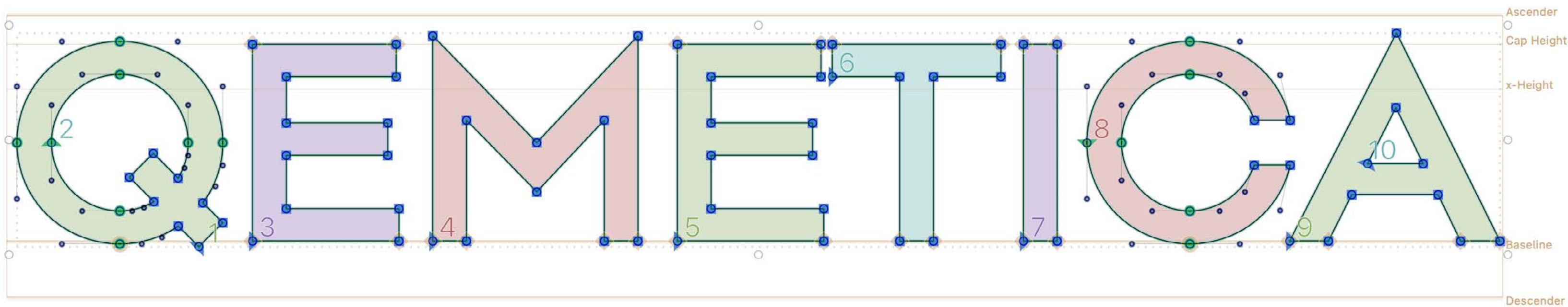
Brand logo

# Logotype

WE  
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# QEMETICA®

A strong and recognizable logo is the most important visual component in creating the „QEMETICA“ brand identity.



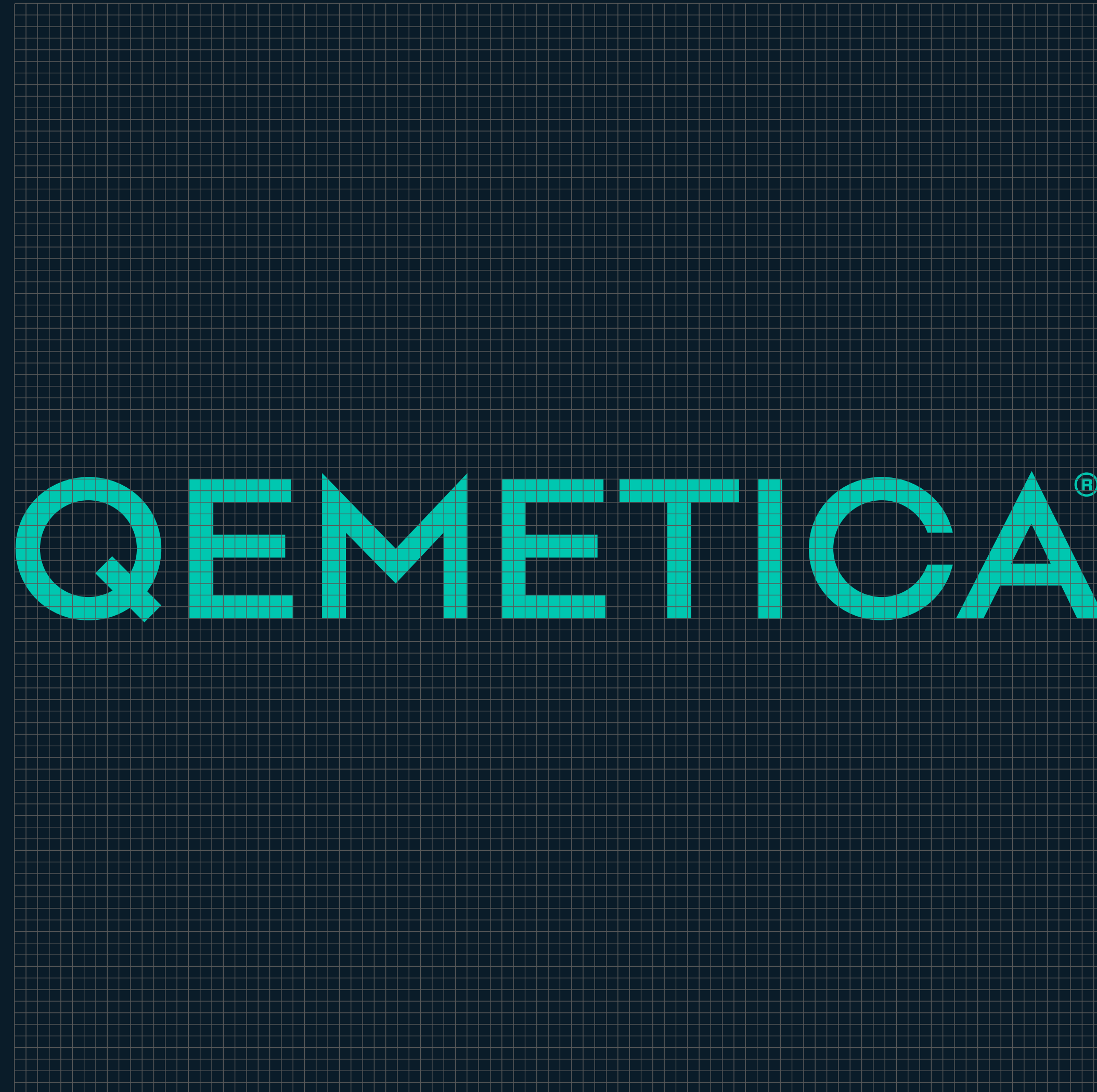
All the sign's components work together to form a coherent composition in terms of proportions, arrangement and colors. Therefore, any changes inconsistent with the brand identification book are not permitted.

## Logotype on a grid

The modular grid defines basic sizes and proportions in sign's construction.

It is used when reproducing the logotype on large format surfaces, where the use of its electronic form is not possible.

The structural module is a square with sides equal to half the width of the vertical structural element of the sign.

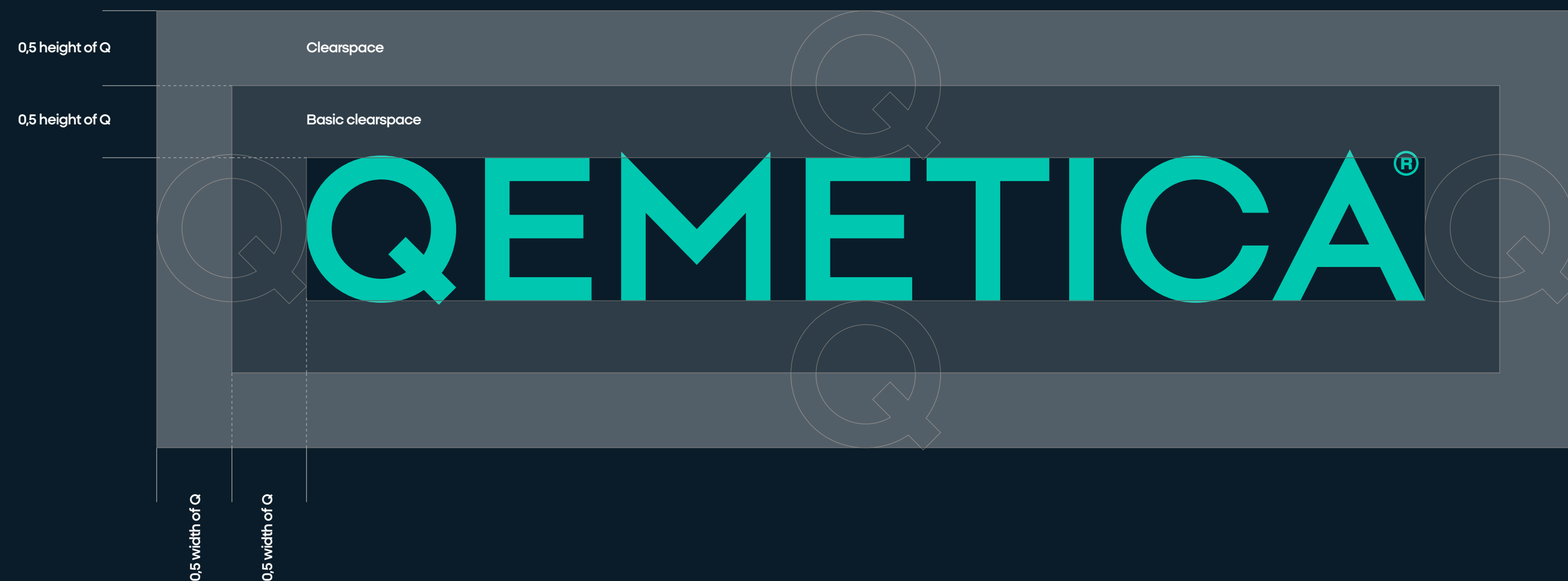


## Clearspace

The basic clearspace (0,5 Q) defines the minimal clear area around the logotype. It should be applied in brand materials such as banners, rollups, packaging, etc.

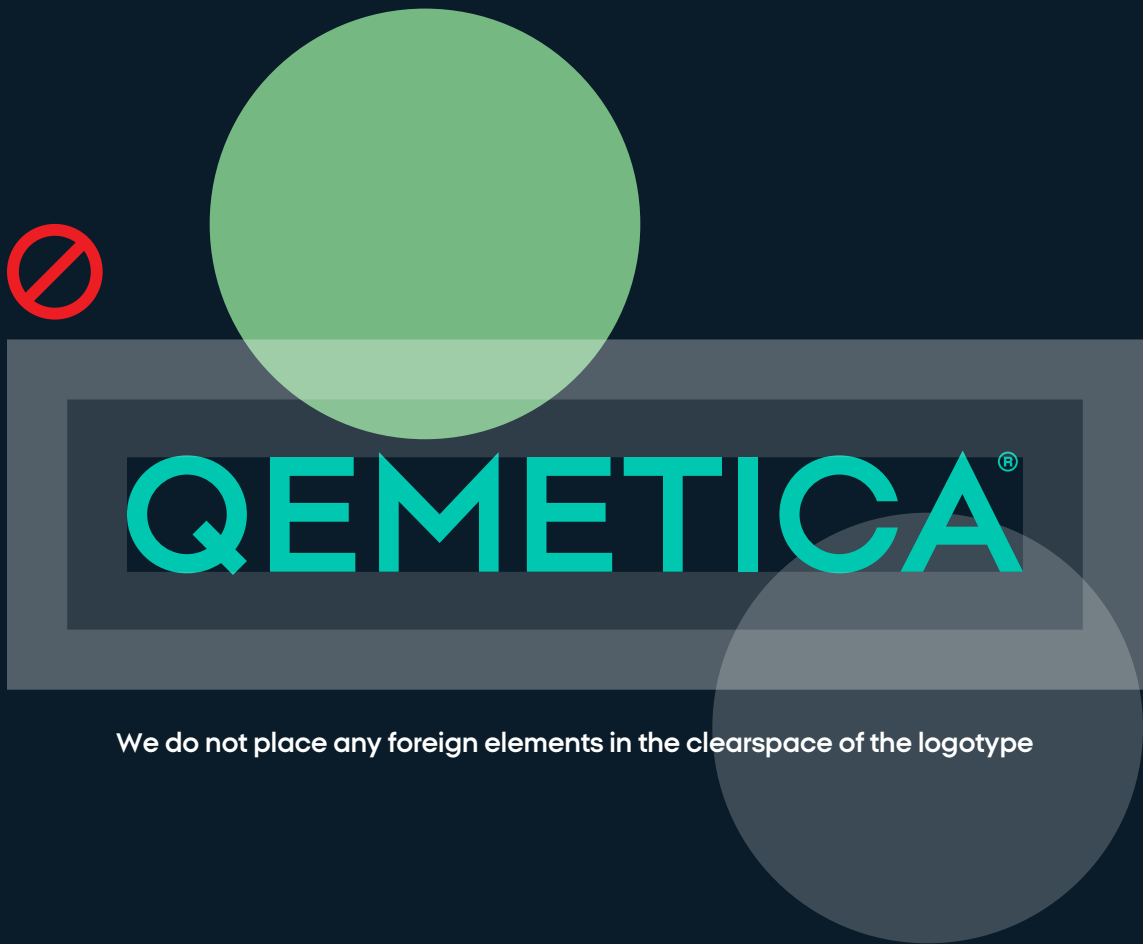
The clearspace (Q) defines the area around the logotype in which no foreign form may appear, graphical or textual.

The clearspace and basic clearspace is determined by the height of the letter Q.





We do not place a logotype in an area smaller than its basic clearspace



We do not place any foreign elements in the clearspace of the logotype



We do not place any text in the clearspace of the logotype

QEMETICA®

QEMETICA®

QEMETICA®

## Logotype scaling

There are no predetermined logo sizes. Scale and proportions should be determined by the available space, aesthetics, function and visibility.

QEMETICA®

10 mm | 60 px

# Minimal dimensions of the logotype

The page presents the minimum values that have been specified for both offset printing and digital versions.

Brand logo

# Simplified version of the logotype

WE  
CHEM DO  
BETTER



Simplified version of the logotype.

Brand logo

# Brand claim

WE  
CHEM DO  
BETTER

**QEMETICA®**  
WE CHEM DO BETTER

**WE CHEM DO BETTER**

**WE  
CHEM DO  
BETTER**

The brand slogan is usually placed at the bottom of the layout, under the brand logo.

Brand logo

# Colors of the logotype

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QEMETICA®

C: 98 M: 80 Y: 45 K: 60  
R: 9 G: 29 B: 42  
PANTONE: 539 C  
HEX: #091D2A

QEMETICA®

C: 70 M: 0 Y: 35 K: 0  
R: 0 G: 199 B: 177  
PANTONE: 3265 C  
HEX: #00C7B1  
RAL (system design): 180 70 40

QEMETICA®

C: 0 M: 0 Y: 0 K: 0  
R: 255 G: 255 B: 255  
#FFFFFF

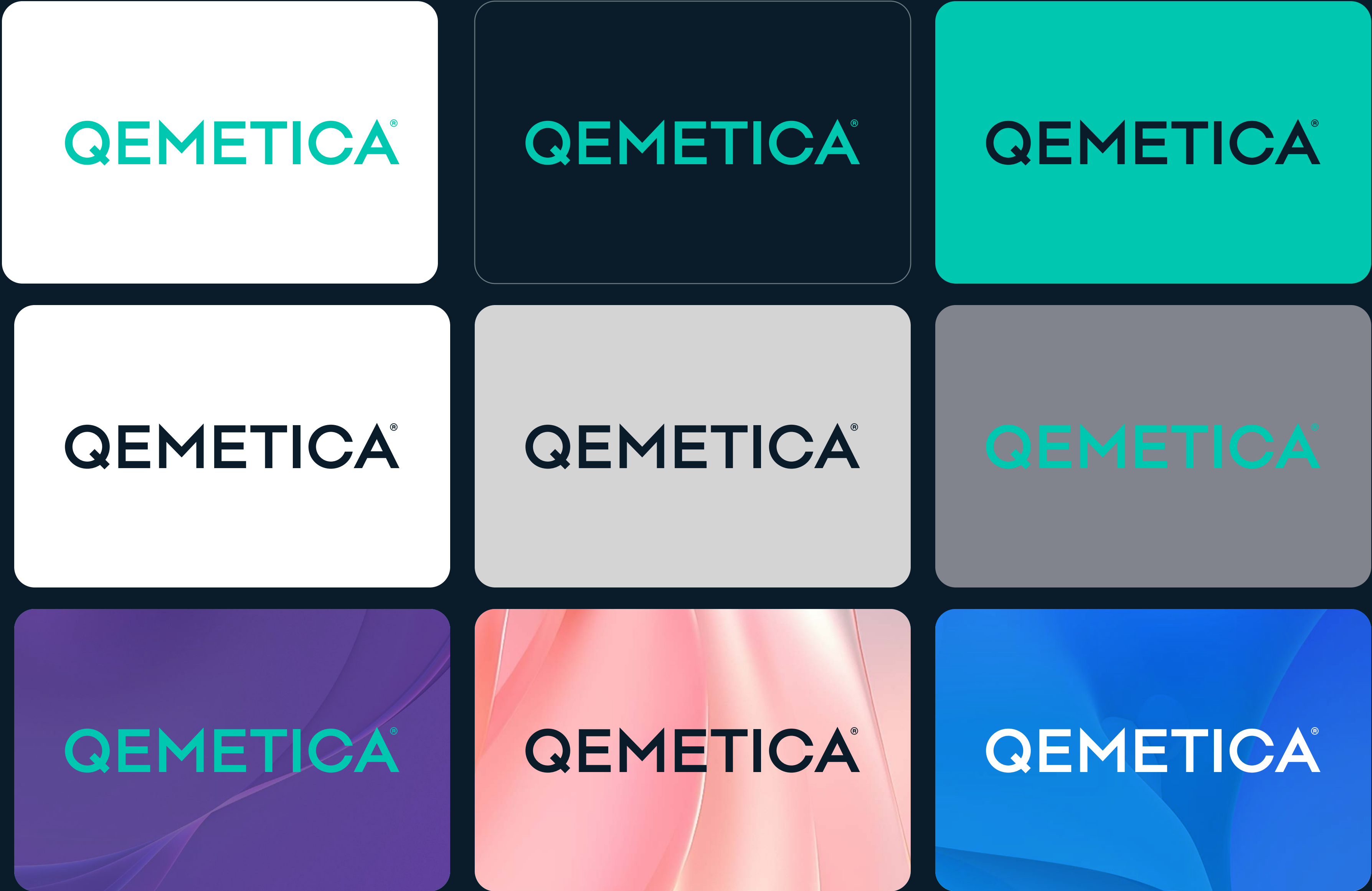
QEMETICA®

C: 0 M: 0 Y: 0 K: 100  
R: 0 G: 0 B: 0  
PANTONE: Black C  
#000000

Brand logo

# Use of the logotype on various backgrounds

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It is permissible to use the logotype on various backgrounds, including photographs.

The logotype is used on backgrounds in system colors. If we use the logotype on the uniform-colour background, its size should correspond to the size of the sign's clearspace.

The readability of a sign should be our priority when utilizing it in a photograph.

Brand logo

# Not allowed logotype modifications

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QEMETICA®

We do not change the proportions of the sign elements.



QEMETICA®

We do not change the arrangement of elements within the sign.



QEMETICA®

We do not rotate the sign.



QEMETICA®

We do not transform the sign disproportionately.



QEMETICA®

We do not use gradients within the sign.



QEMETICA®

We do not use a sign outline.



QEMETICA®

We do not use non-system colors.



QEMETICA®

We do not use shading within the sign.



QEMETICA®

We do not use mirror images of the sign.

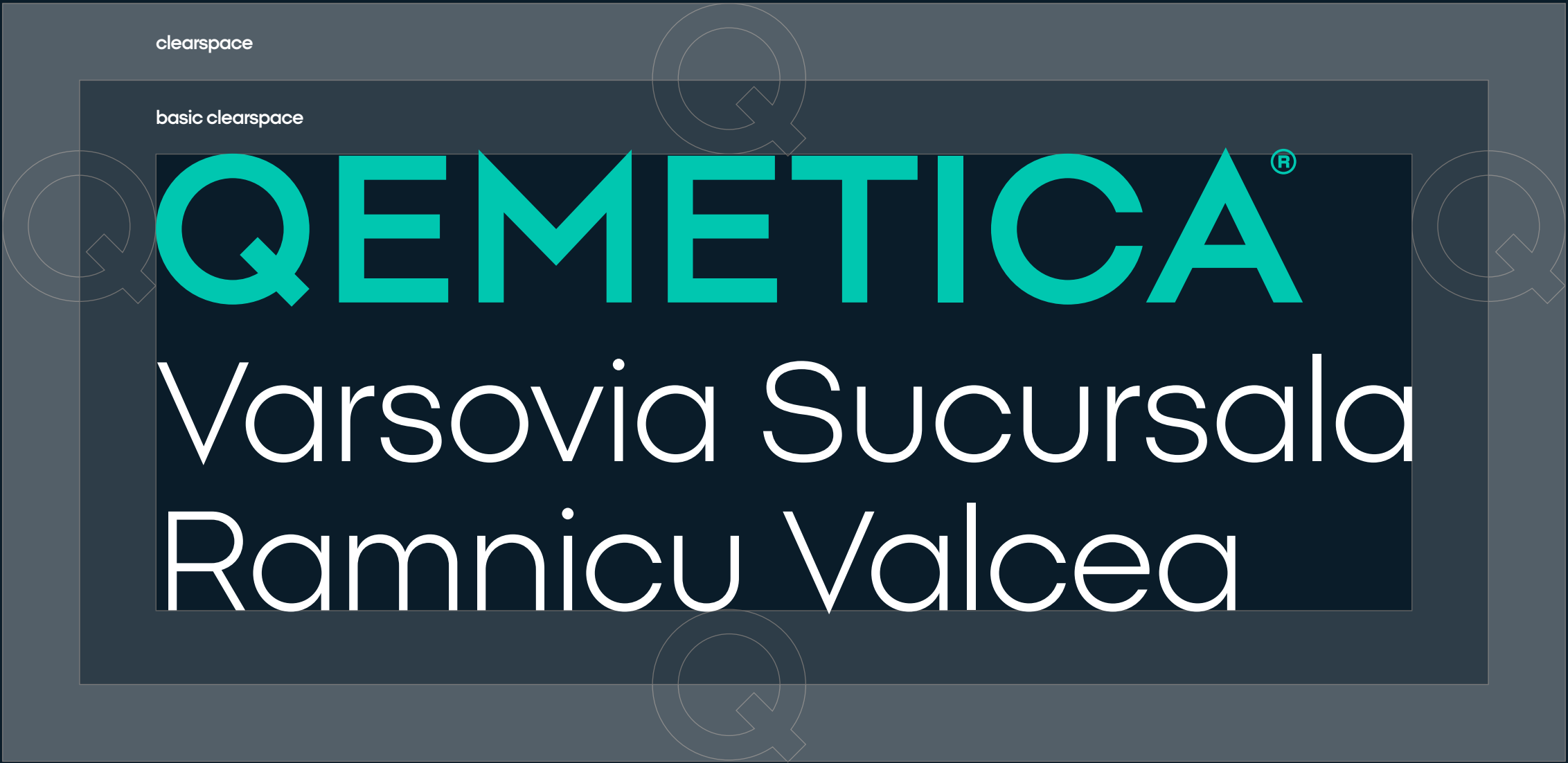
It is critical to use the logotype consistently and according to guidelines in order to preserve brand consistency and integrity.

The examples provided here highlight potential misuses, which need to be prevented.

Brand logo

# Company logotypes

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**QEMETICA®**  
Soda Polska

**QEMETICA®**  
Soda Deutschland

**QEMETICA®**  
Soda Romania

**QEMETICA®**  
Polyurethanes

**QEMETICA®**  
Sól Polska

**QEMETICA®**  
Salz Deutschland

**QEMETICA®**  
Silicates

**QEMETICA®**  
Agricultural Solutions  
Poland

**QEMETICA®**  
Agricultural Solutions  
Spain

**QEMETICA®**  
Agricultural Solutions  
Romania

**QEMETICA®**  
Agricultural Solutions  
Mexico

**QEMETICA®**  
Glass

**QEMETICA®**  
Grunty Rolne

**QEMETICA®**  
Nieruchomości  
Rolne

**QEMETICA®**  
Nieruchomości

**QEMETICA®**  
Serwis

**QEMETICA®**  
Global Solutions

**QEMETICA®**  
Finance

**QEMETICA®**  
Ventures

**QEMETICA®**  
Cargo

**QEMETICA®**  
Zweigniederlassung  
Deutschland

**QEMETICA®**  
Energy Deutschland

**QEMETICA®**  
Deutschland GmbH

**QEMETICA®**  
Romania Srl.

**QEMETICA®**  
Varsovia Sucursala  
Ramnicu Valcea

Brand guidelines

# Brand colors

WE  
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Brand colors

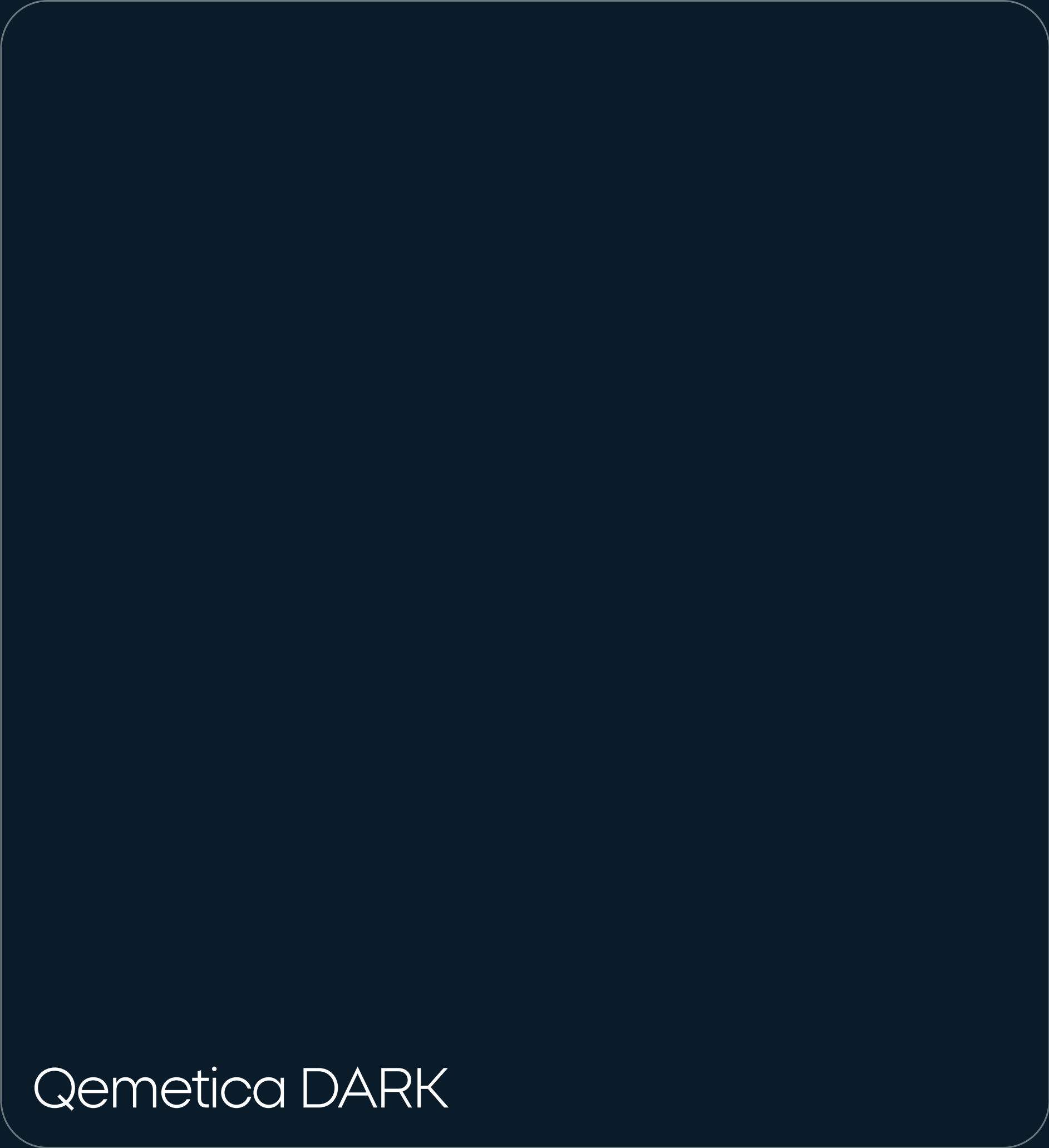
# Primary colors

WE  
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BETTER



Qemetica GREEN

C: 70 M: 0 Y: 35 K: 0  
R: 0 G: 199 B: 177  
PANTONE: 3265 C  
HEX: #00C7B1  
RAL (system design): 180 70 40



Qemetica DARK

C: 98 M: 80 Y: 45 K: 60  
R: 9 G: 29 B: 42  
PANTONE: 539 C  
HEX: #091D2A



Qemetica LIGHT

C: 0 M: 0 Y: 0 K: 0  
R: 255 G: 255 B: 255  
HEX: #FFFFFF

Brand colors

# Secondary colors

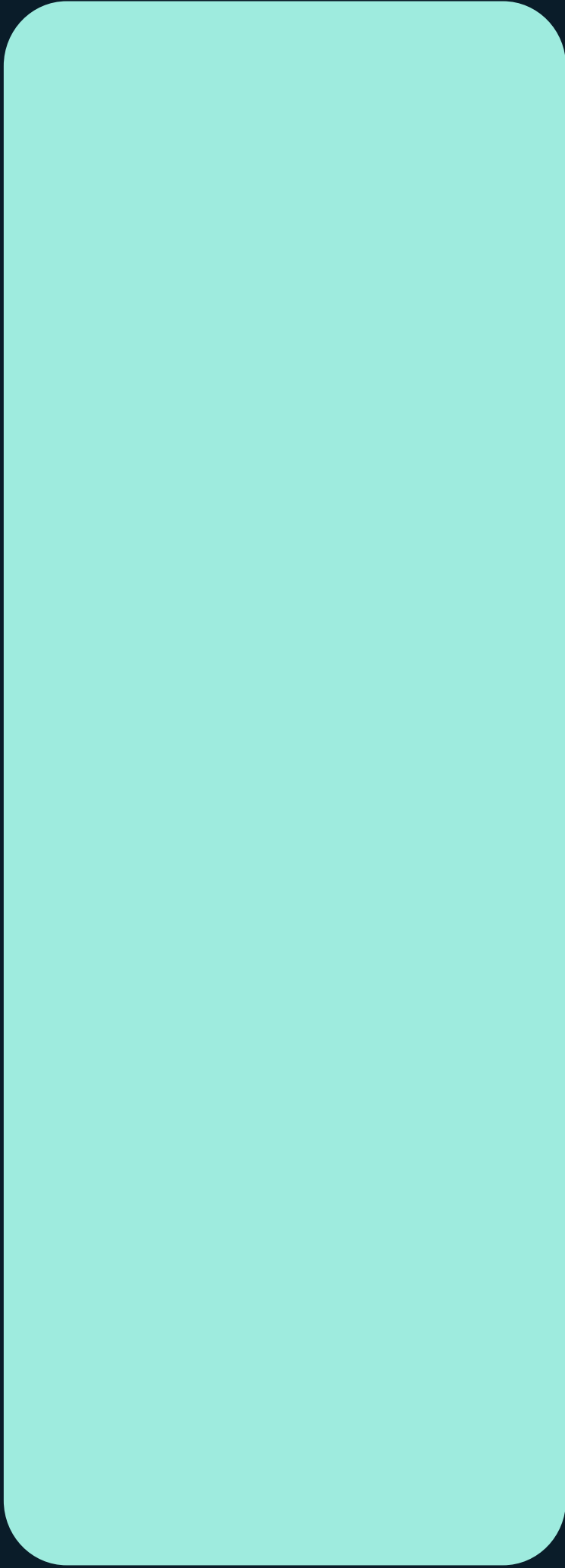
WE  
CHEM DO  
BETTER



C: 100 M: 45 Y: 55 K: 0  
R: 0 G: 82 B: 90  
HEX: #00525A



C: 70 M: 20 Y: 38 K: 15  
R: 44 G: 143 B: 141  
HEX: #2C8F8D



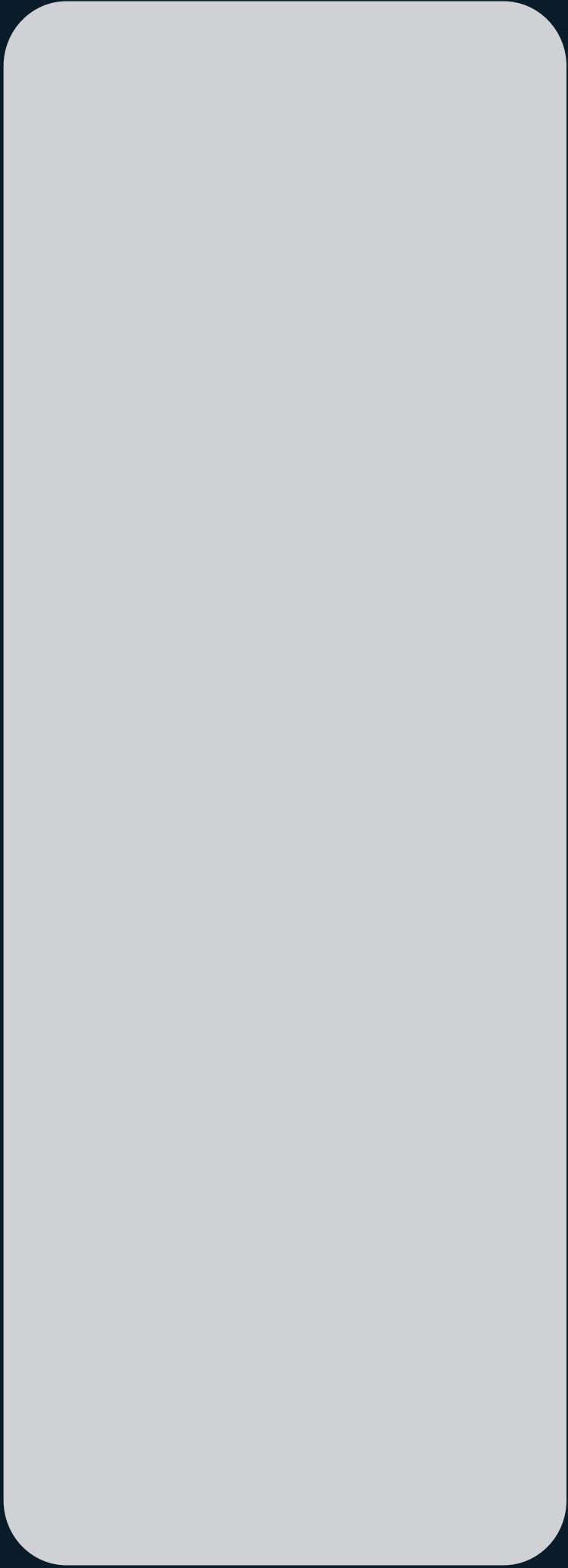
C: 30 M: 10 Y: 0 K: 0  
R: 159 G: 235 B: 223  
HEX: #9FEBDF



C: 65 M: 15 Y: 30 K: 0  
R: 58 G: 74 B: 85  
HEX: #3A4A55



C: 55 M: 15 Y: 25 K: 0  
R: 107 G: 119 B: 127  
HEX: #5CACB6



C: 30 M: 10 Y: 0 K: 0  
R: 206 G: 210 B: 212  
HEX: #CED2D4

Brand guidelines

# Typography

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Typography

# Brand typeface

WE  
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BETTER

Qemetica Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+ (.,:;)

Qemetica Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+ (.,:;)

Qemetica Sans Regular Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*0123456789 — &\*#@?!/+ (.,:;)*

Qemetica Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 — &\*#@?!/+ (.,:;)**

Typography is an important aspect of brand identity.  
It contributes to maintaining unique brand's aesthetics.

To ensure consistency across all communications,  
the use of the Qemetica Sans font family is required.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
LMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz  
lmnopqrst  
uvwxyz

Qemetica  
Sans

We are a  
future-focused  
global chemical  
company

1.033

EBITDA

565

MLN

2024

Salt  
Soda  
Silicates

Salt  
Soda  
Silicates

Salt  
Soda  
Silicates

Salt  
Soda  
Silicates

Salt  
Soda  
Silicates

Salt  
Soda  
Silicates

Salt  
Soda  
Silicates

Salt  
Soda  
Silicates

Salt  
Soda  
Silicates

WE  
CHEM DO  
BETTER

Typography

# Secondary typeface

WE  
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Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(.,:;)

*Arial Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(.,:;)*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(.,:;)**

**Arial Bold Italic**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 — &\*#@?!/+(.,:;)***

To avoid inconsistencies arising from necessity to use system fonts company's documents, the recommended font is Arial family.

ABCDEFGHIJKL  
MNOPQRST  
UVWXYZ

abcdefghijkl  
mnopqrst  
uvwxyz

1234567890

Arial

**Alique nihilist facestrum santet omnis  
es nos doluptaturis explitaecae aspeliat  
aut verumquis verum vent.**

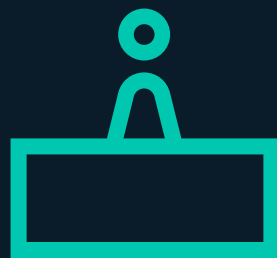
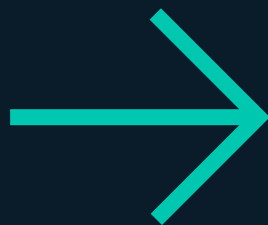
Menihic temperion net ma is essitendae. Nam earuptatem fuga. Nam, quodia netur? Qui dolupta sed ullabo. Nam aut qui ut accae accullabor se volendi aecum, sunt et ilitatur? Aditiscias modi consequi dolentia que repra prat lab iumqui teceper natectur am quo eum int omnimil itianduciat. Orem adiscim uscipsum evel ipiet il magnis et a dolorpore vollit, ipsum fugia qui comniandest es dent. Evelit ut verumet lab ium liat estios quas imincto quaspienisi dolupta tinum, net omnistium num fuga. Ut optas nisci utecera voloren ihillatetus. Et lania con nim autaspis sunt quat elliatempor modiati beatus si doluptatur? Ro ipsam, ium num et, cus eos milluptame ea dissiniendit fugiae natis am rectati oditi nam, abo. Nam exceaquossi imus moloratur, ius rem voluptatur? Core nullisq uiaectusda di blautem iust eum quation nossi to veliasitibus eat quatquo tem fugit dissi delitent, saectur sin nobitias pos et dolest, consequam reptiunt, quam velent a niminul latibus et, volene velit aut quae nobit quo blatiatquis intio quis dolectio eos essint lati rerumquam magnihitat latur reperum esciis aria quiaeptaturi temquiaest peliquibus sitiosam, sunt, aut occum volor rae doluptaturem quiberi tatur?

Mus quas min con cusdant pore min pe eossecusda volendi pissus eatibus cimuste es cus. Et am, utatur aria diatem fugiasped quodis volorerum eum reium quamus minto quo que coremol uptae. Me rem voluptati nimusan dentiun ducillab id maioren dandae volum aut isquiam eium fuga. Liquas ut maxim solo blatur? Rioremoloris dolestin coriosaestia quam quasper eperiae perspellent. Vel ium ium re rerererate voluptur as num quas adist, se evenemp elecepudae pa dolorita cusanim aximaio blanimi litatus et exera dolore non nessi quunt volut as idendunda volupti quibus is ea ipsae sectio cullab ipsum est disit resecabor saperep ernate volestiozem faccatumque de vent, core voluptiunt fugiam ventur, sitatiore imus, in cum harum esti volorum fugiae landae latquodis estruptatur, to ipicipi sitatende cus. Ut eaque quistius, cus eosandus non nimendam, volendae pra coreius torehendam debitatios id quam volo etum quost optur, utet, omnimi, voluptiist quam, volores eum est, consequem sitaque inciis aliciis eaquass equam, con nimin pro eatempo ratus. Ulpa doloriam aciatia ducitas ea pelicim explab ius serion el.

Brand guidelines

# Icons

WE  
CHEM DO  
BETTER



Brand guidelines

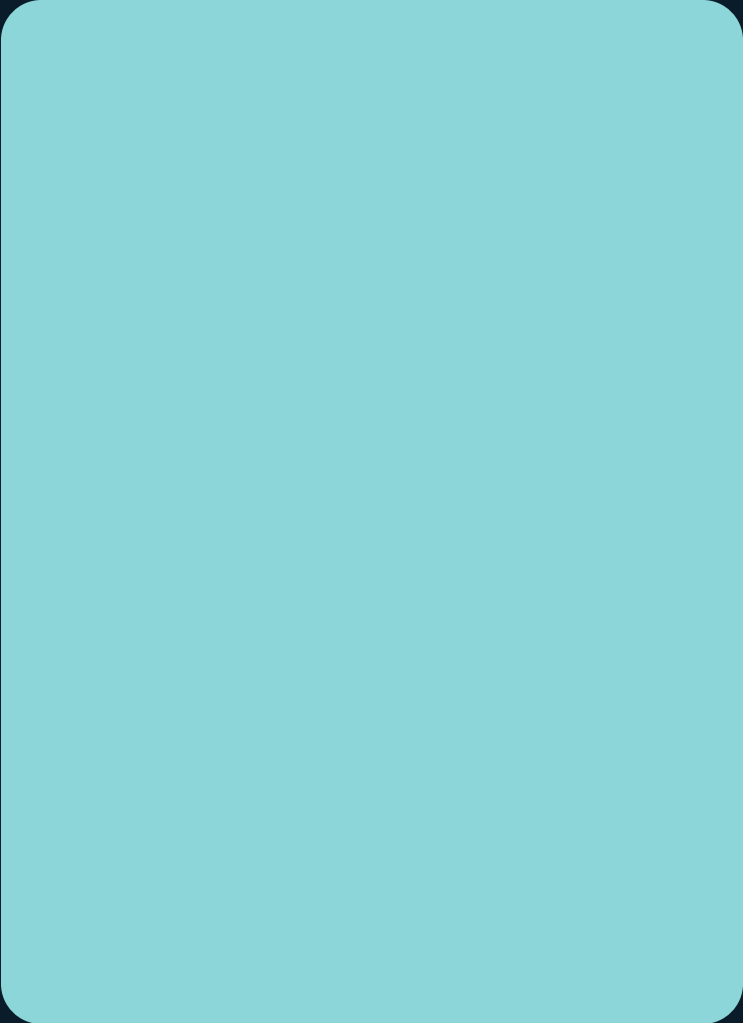
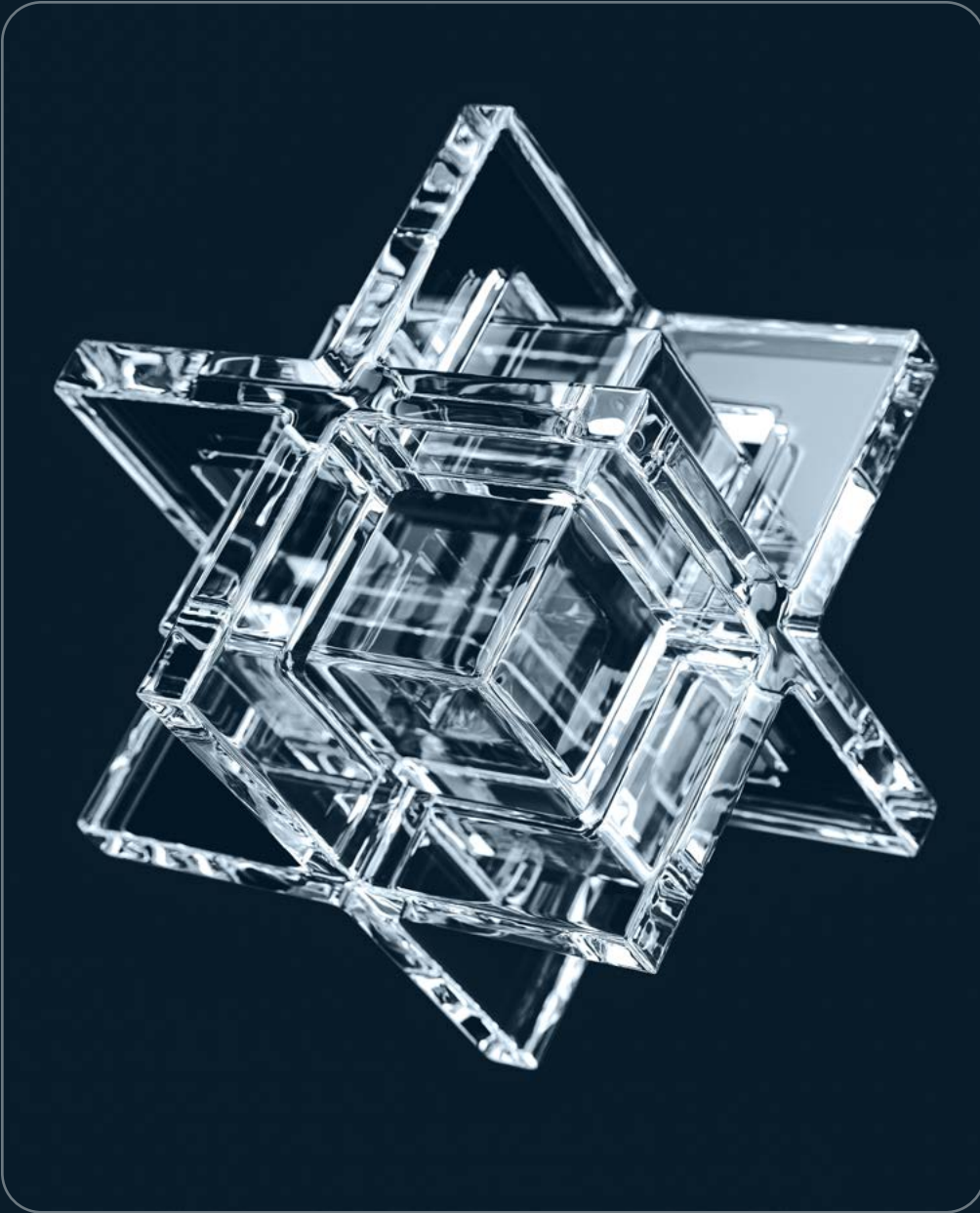
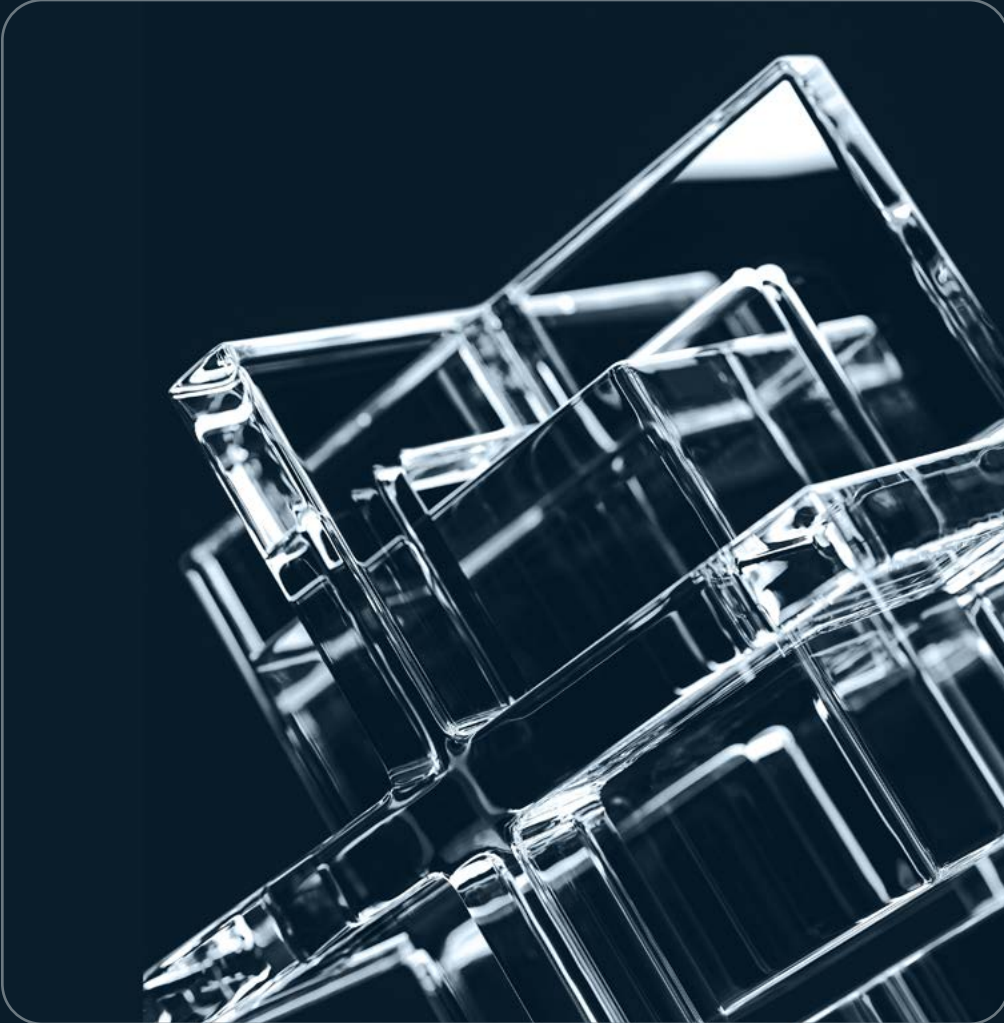
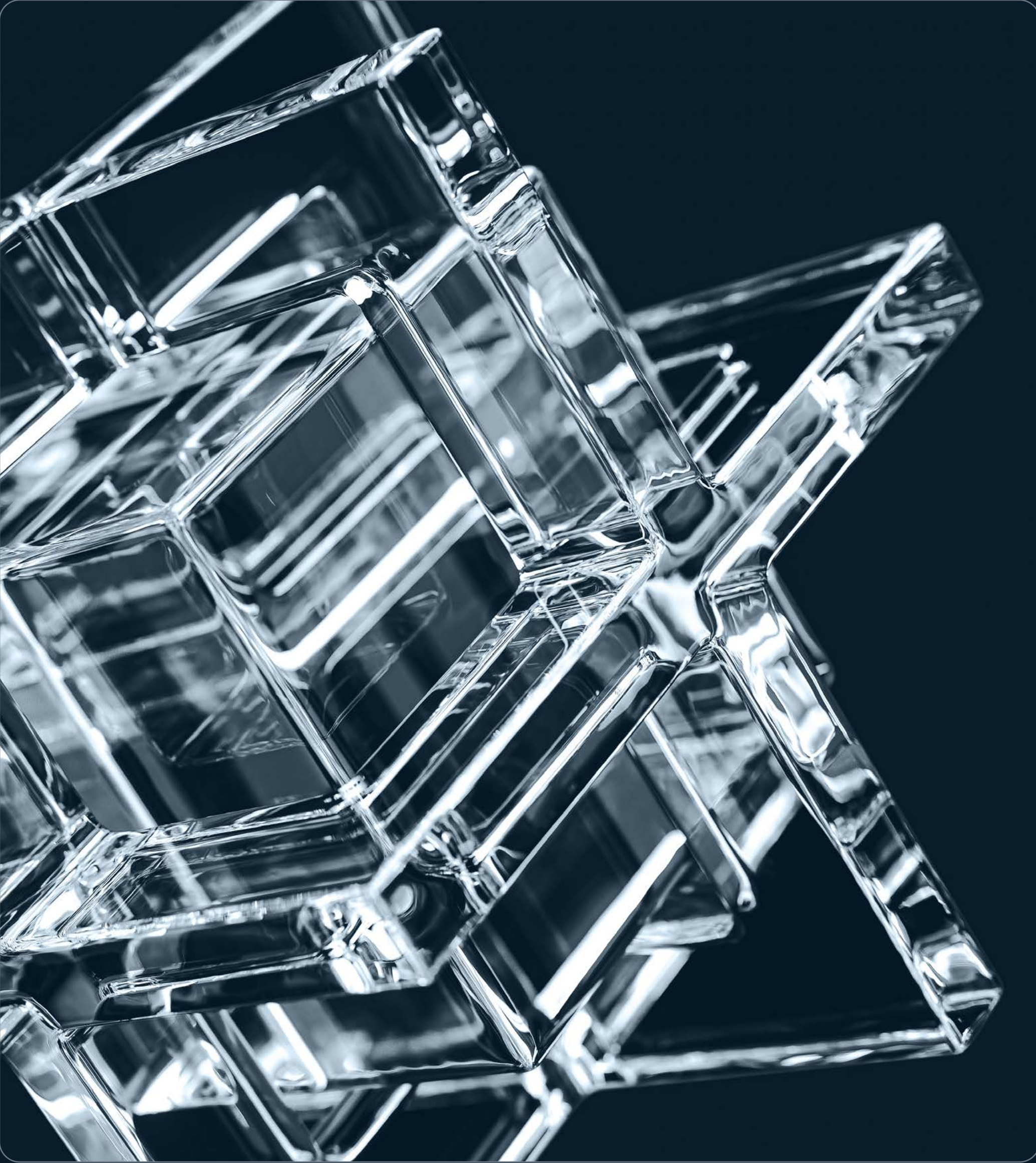
# Business Units

WE  
CHEM DO  
BETTER

Business Units

Soda

WE  
CHEM DO  
BETTER



C: 50 M: 0 Y: 20 K: 0  
R: 139 G: 214 B: 216  
HEX: #8BD6D8



C: 65 M: 15 Y: 30 K: 0  
R: 61 G: 130 B: 139  
HEX: #2D828B

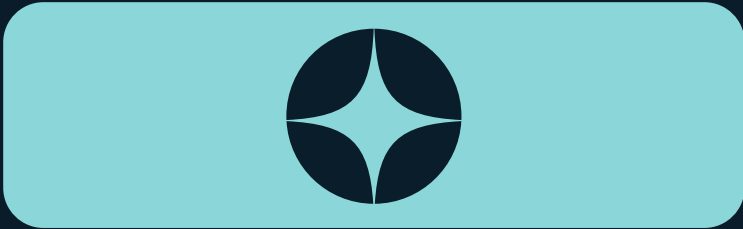


C: 55 M: 10 Y: 25 K: 0  
R: 92 G: 172 B: 182  
HEX: #5CACB6



C: 30 M: 10 Y: 0 K: 0  
R: 175 G: 225 B: 230  
HEX: #AFE1E6

2D



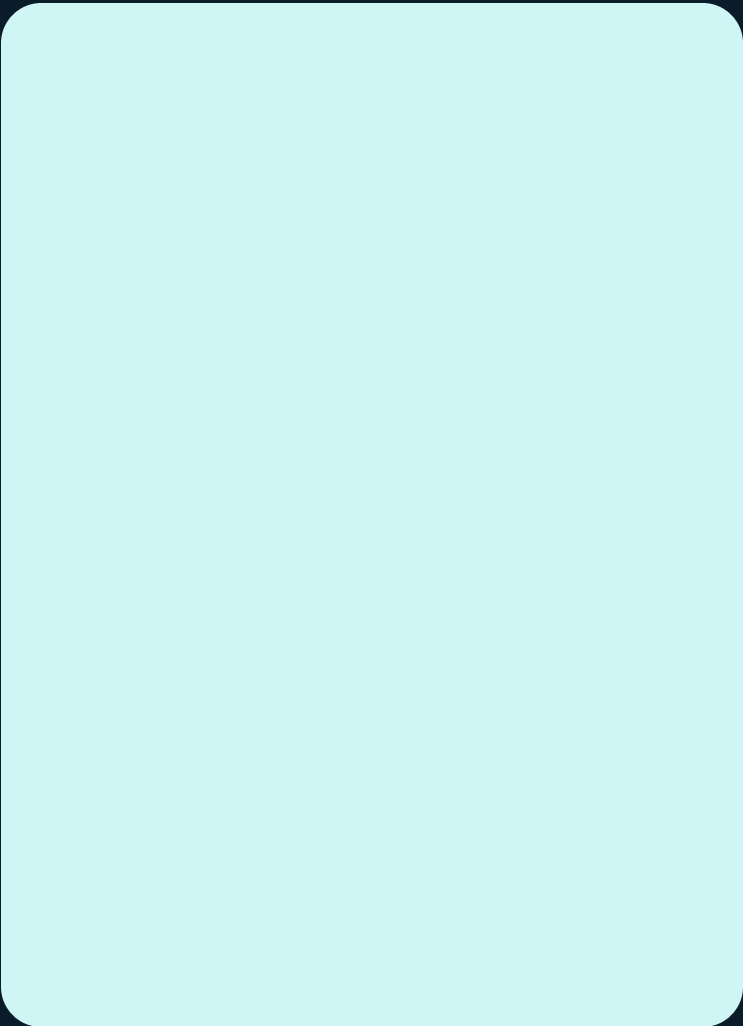
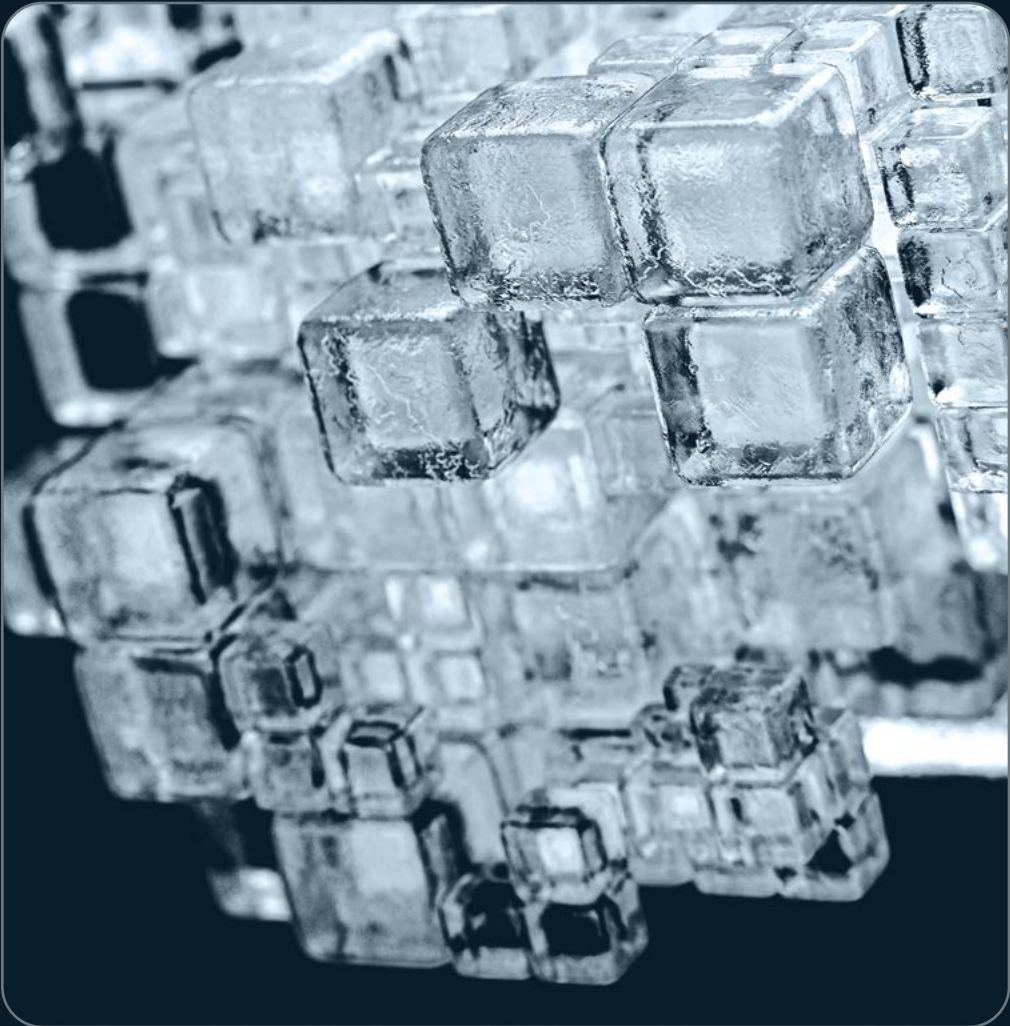
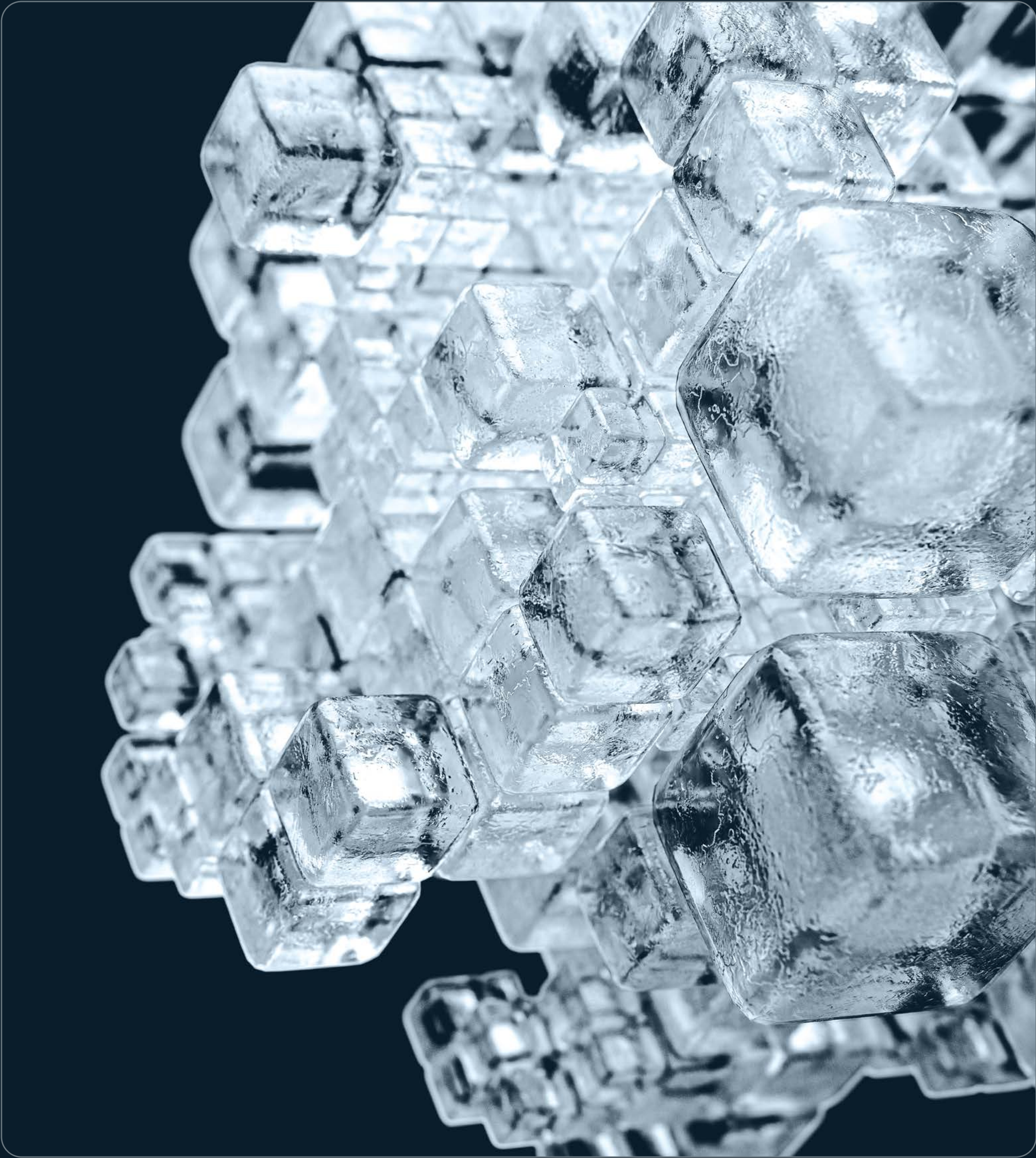
3D



Business Units

Salt

WE  
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BETTER



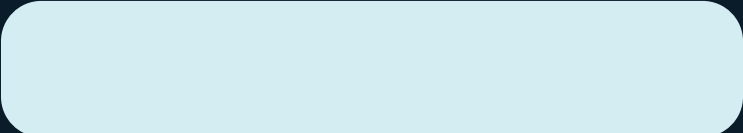
C: 25 M: 0 Y: 10 K: 0  
R: 206 G: 244 B: 244  
HEX: #CEF4F4



C: 50 M: 15 Y: 20 K: 0  
R: 115 G: 170 B: 178  
HEX: #73AAB2



C: 45 M: 5 Y: 15 K: 0  
R: 162 G: 217 B: 220  
HEX: #A2D9DC

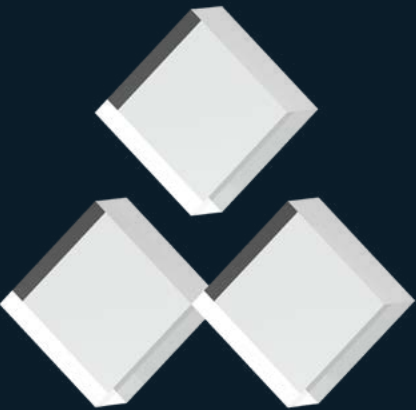
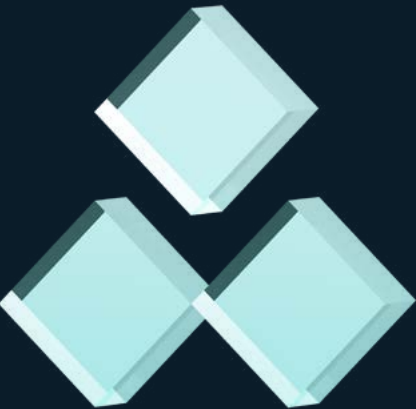


C: 20 M: 0 Y: 5 K: 0  
R: 212 G: 236 B: 241  
HEX: #D4ECCF1

2D



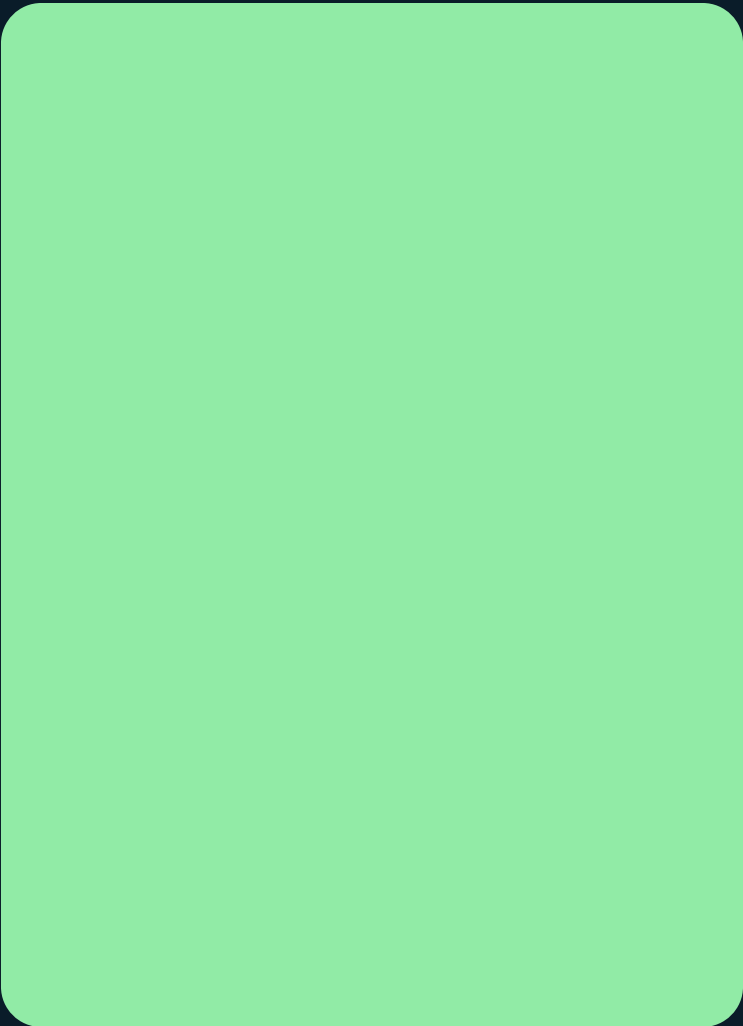
3D



Business Units

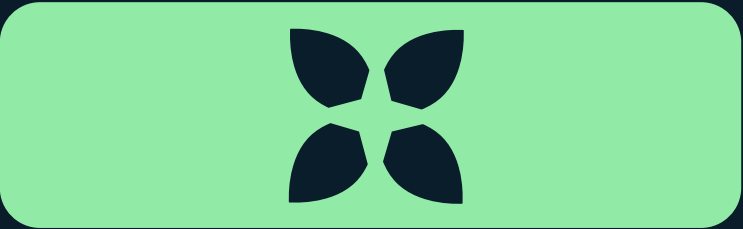
Agro

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BETTER



C: 45 M: 0 Y: 50 K: 0  
R: 146 G: 234 B: 167  
HEX: #92EAA7

2D



3D



C: 80 M: 0 Y: 80 K: 0  
R: 83 G: 157 B: 100  
HEX: #539D64



C: 60 M: 0 Y: 60 K: 0  
R: 117 G: 183 B: 131  
HEX: #75B783



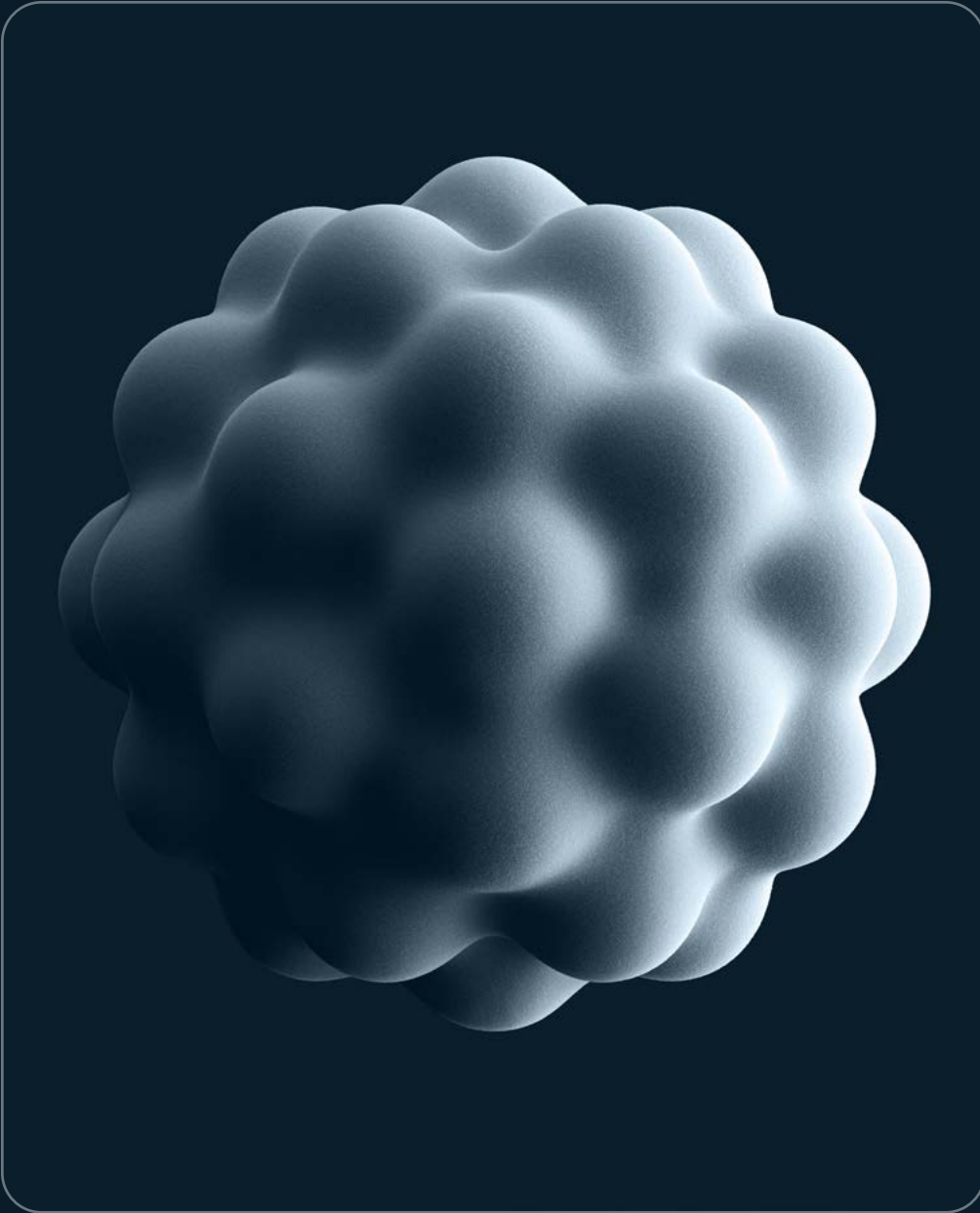
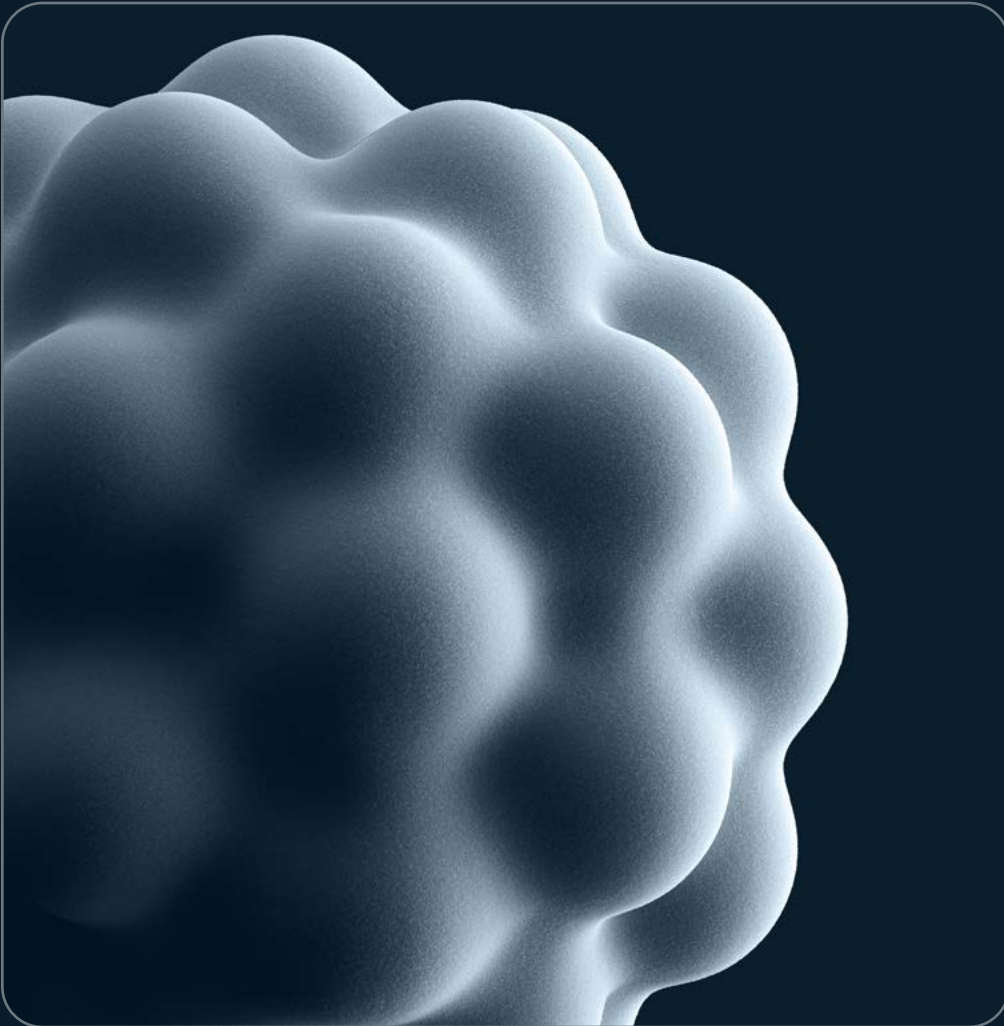
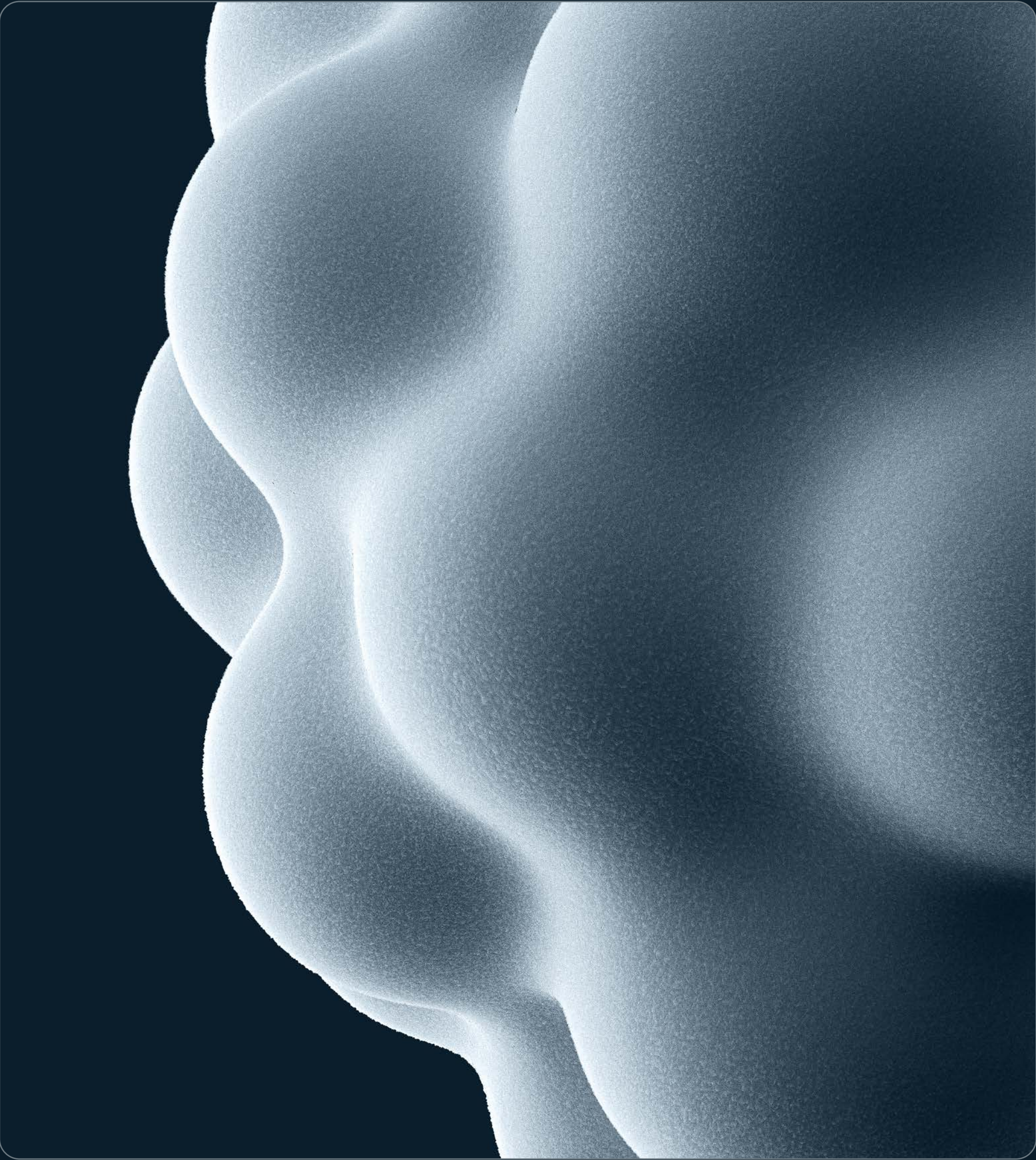
C: 25 M: 0 Y: 25 K: 0  
R: 187 G: 243 B: 188  
HEX: #BBF3BC



Business Units

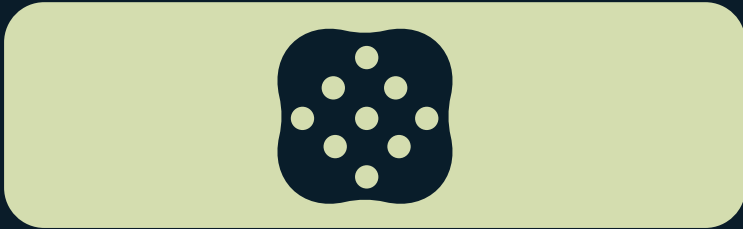
# Polyurethanes

WE  
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BETTER



C: 22 M: 5 Y: 40 K: 0  
R: 212 G: 221 B: 175  
HEX: #D4DDAF

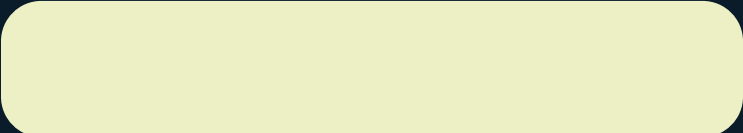
2D



C: 25 M: 20 Y: 55 K: 0  
R: 136 G: 144 B: 100  
HEX: #889064



C: 20 M: 10 Y: 50 K: 0  
R: 168 G: 180 B: 135  
HEX: #A8B487



C: 10 M: 0 Y: 30 K: 0  
R: 58 G: 240 B: 197  
HEX: #EDF0C5

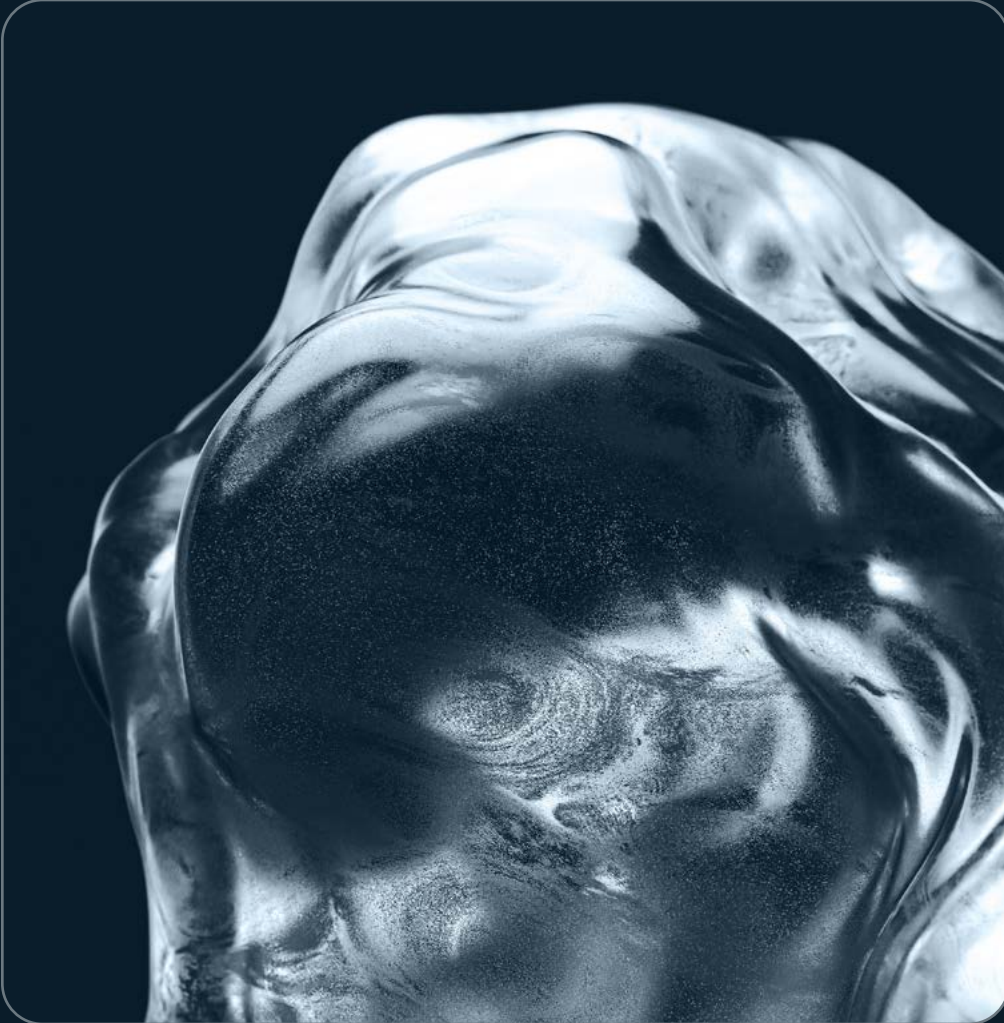
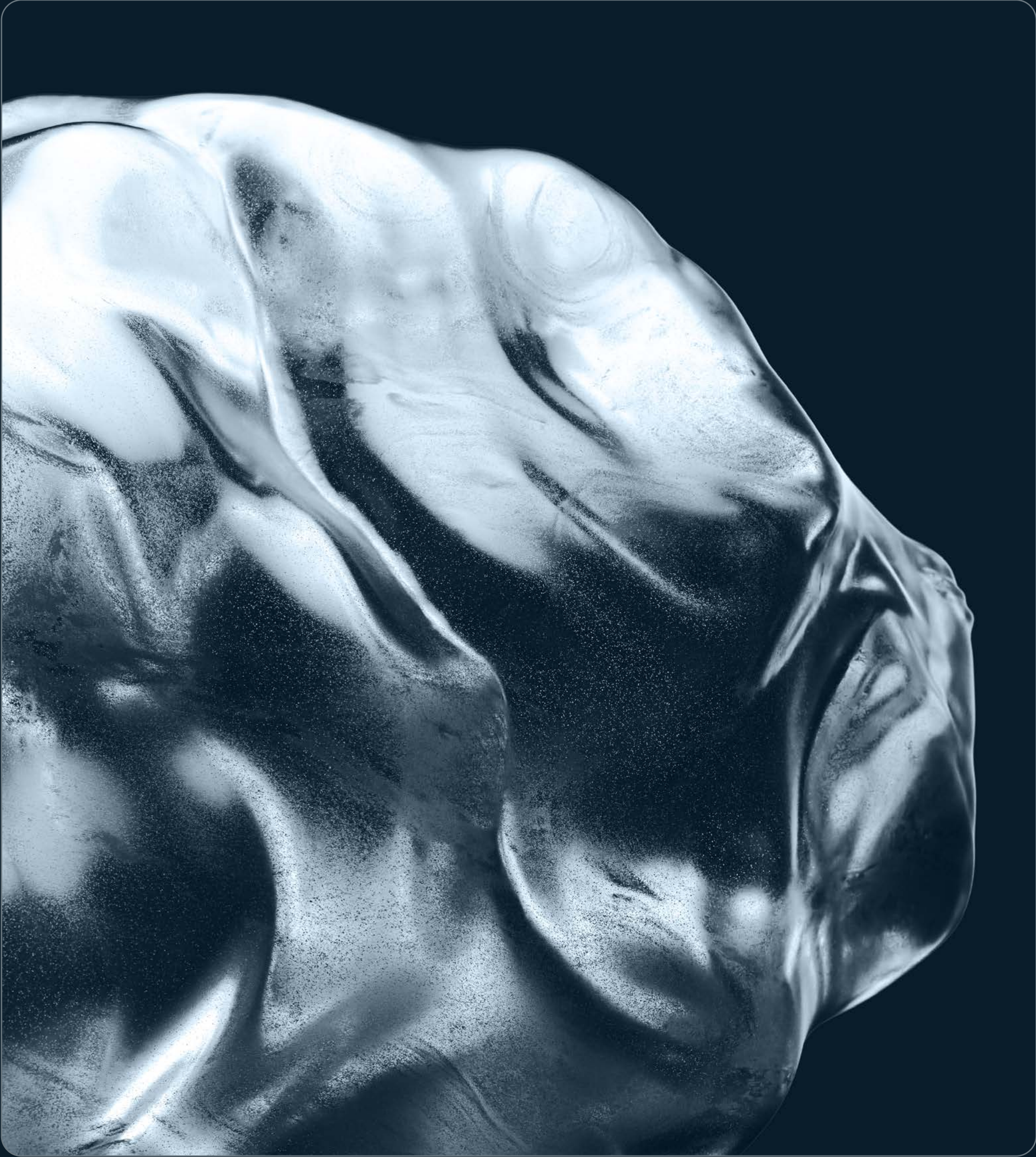
3D



Business Units

# Silicates

WE  
CHEM DO  
BETTER



C: 30 M: 35 Y: 0 K: 0  
R: 188 G: 176 B: 224  
HEX: #BCB0E0



C: 55 M: 70 Y: 0 K: 0  
R: 113 G: 94 B: 147  
HEX: #715E93

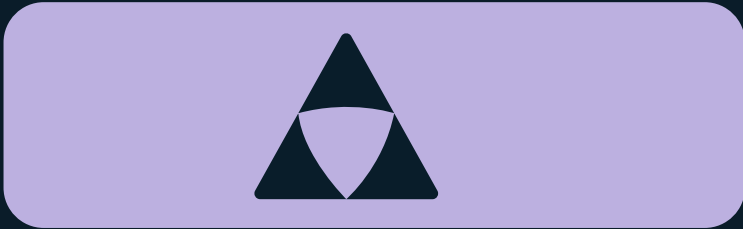
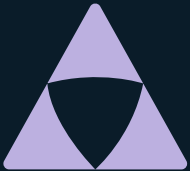


C: 45 M: 50 Y: 0 K: 0  
R: 146 G: 127 B: 183  
HEX: #927FB7

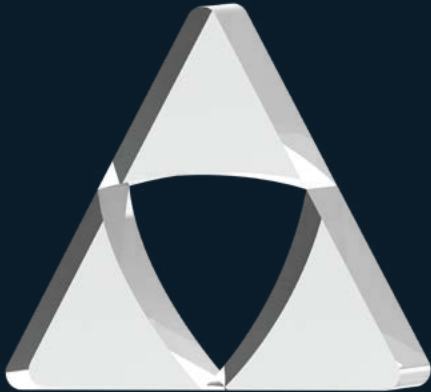
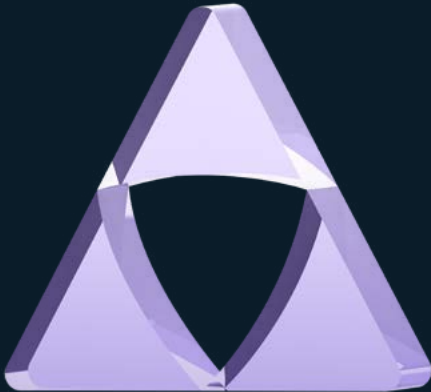


C: 15 M: 20 Y: 0 K: 0  
R: 220 G: 208 B: 229  
HEX: #DCD0E5

2D



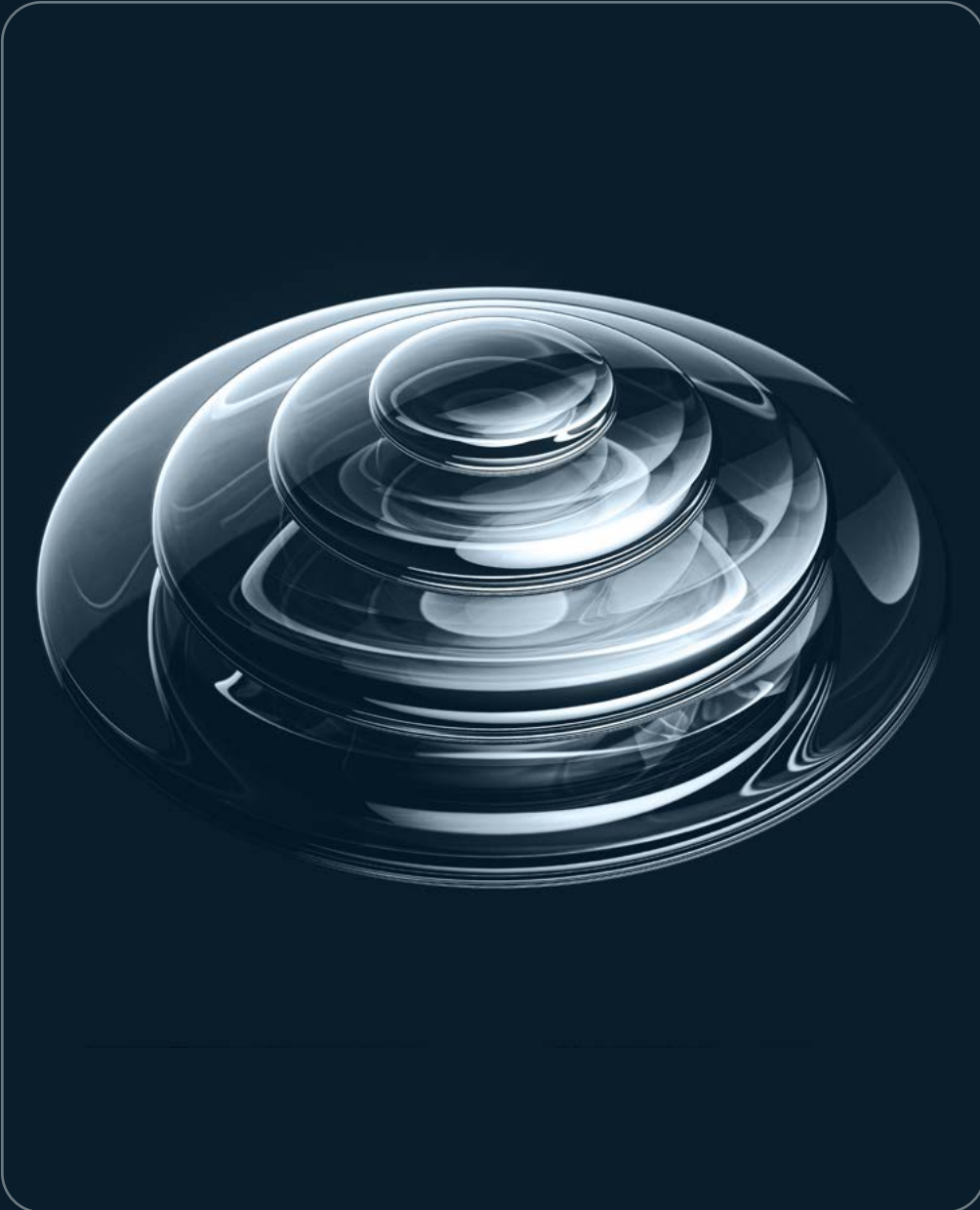
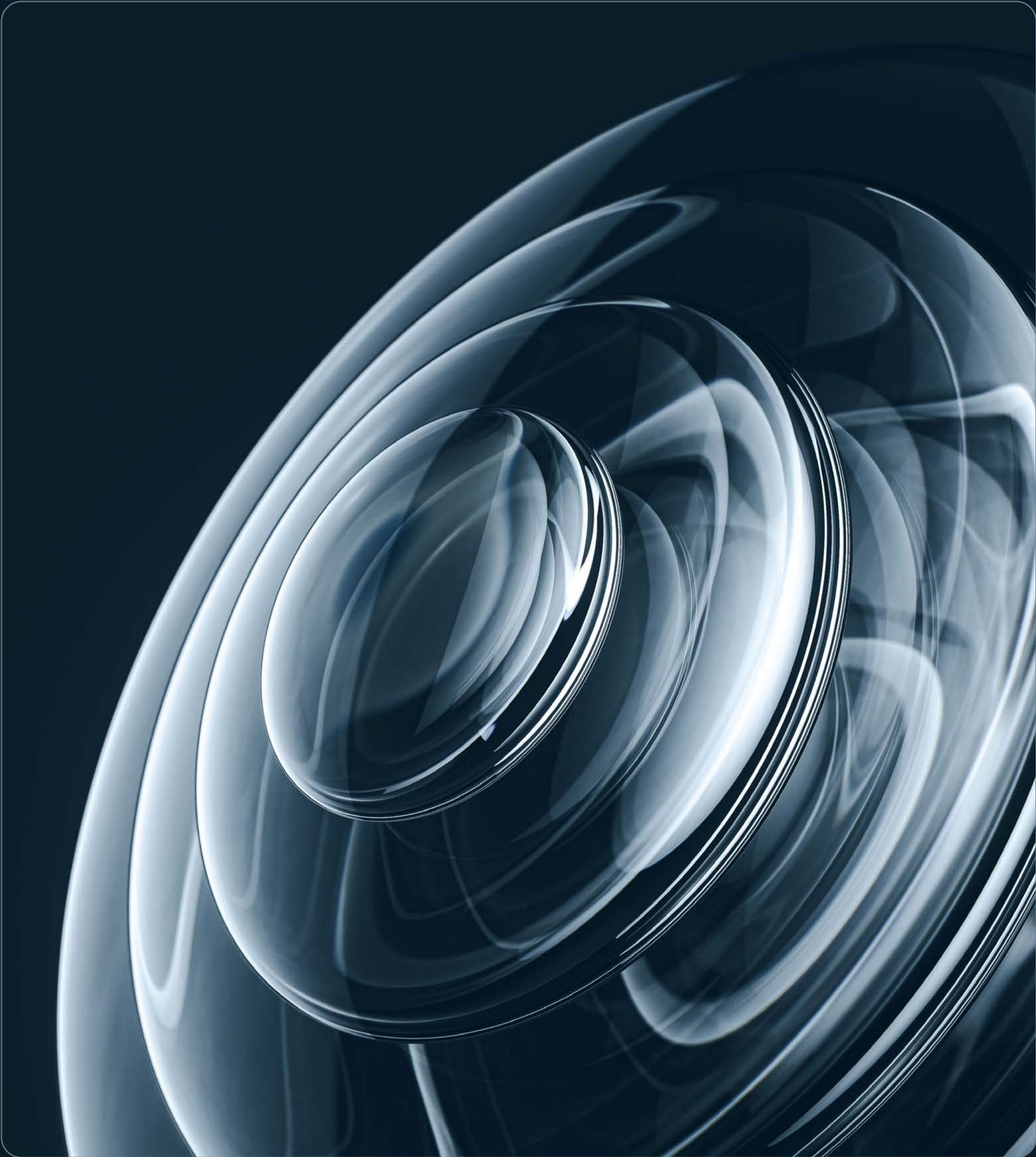
3D



Business Units

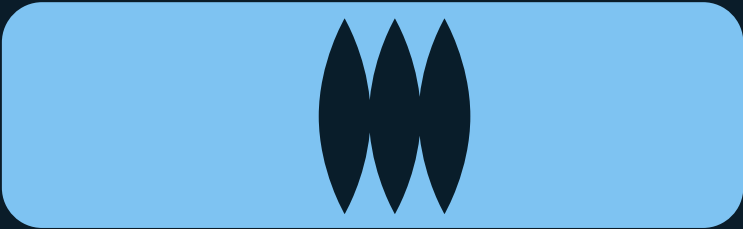
Glass

WE  
CHEM DO  
BETTER



C: 50 M: 10 Y: 0 K: 0  
R: 126 G: 195 B: 242  
HEX: #7EC3F2

2D



3D



C: 75 M: 40 Y: 0 K: 0  
R: 63 G: 121 B: 165  
HEX: #3F79A5



C: 75 M: 25 Y: 0 K: 0  
R: 85 G: 152 B: 200  
HEX: #5598C8

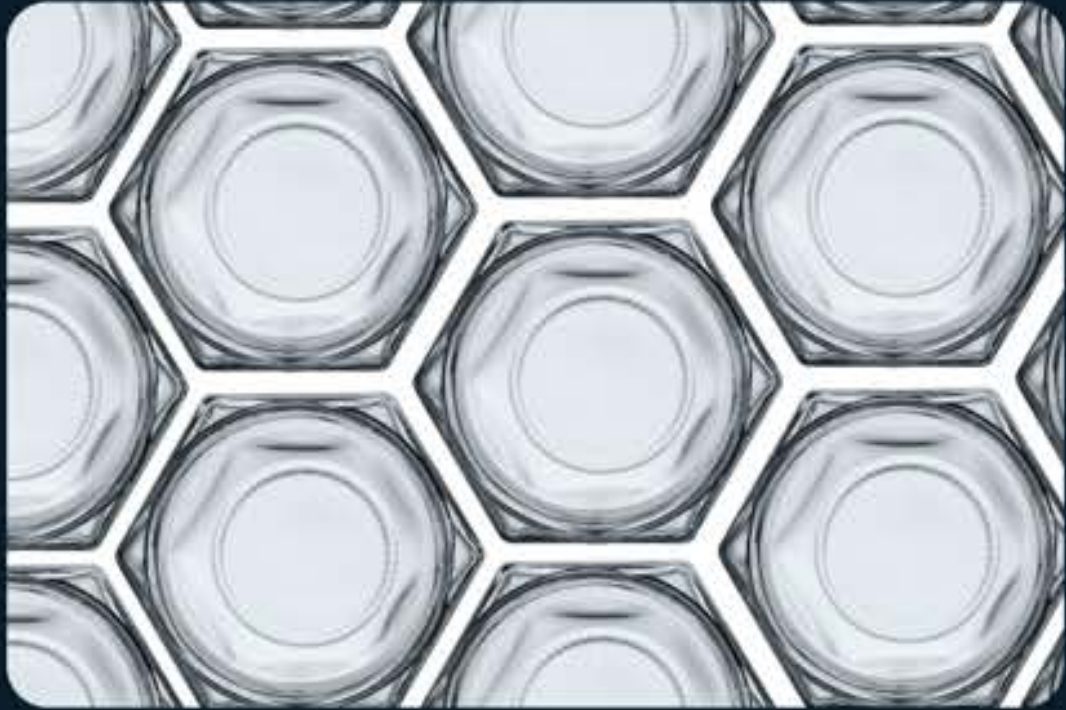
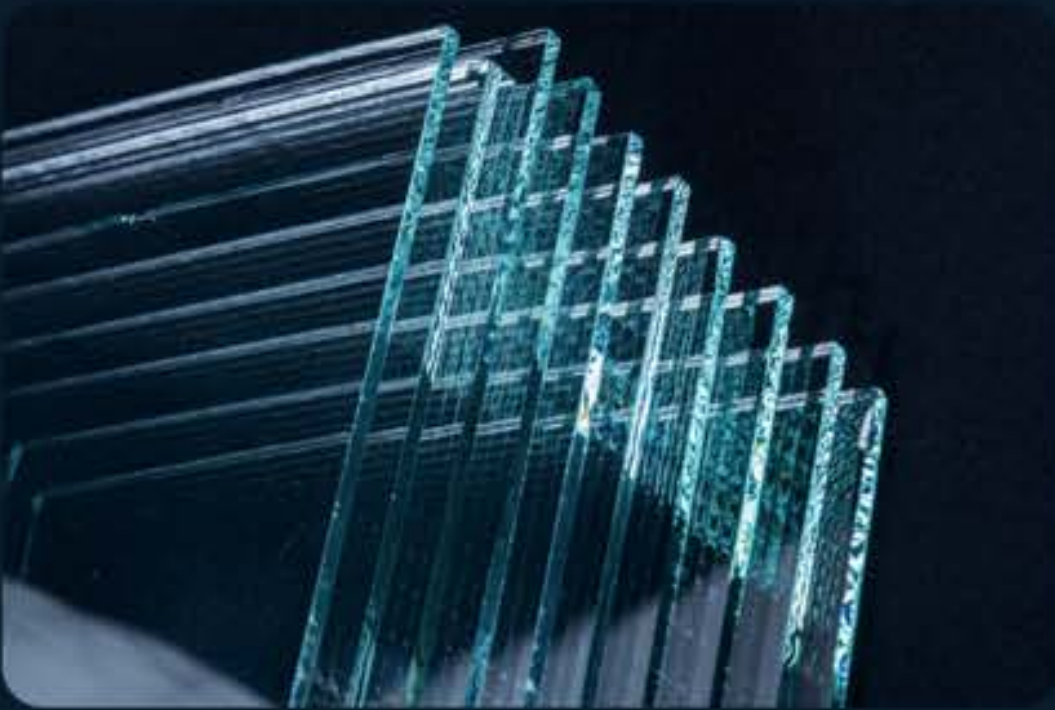
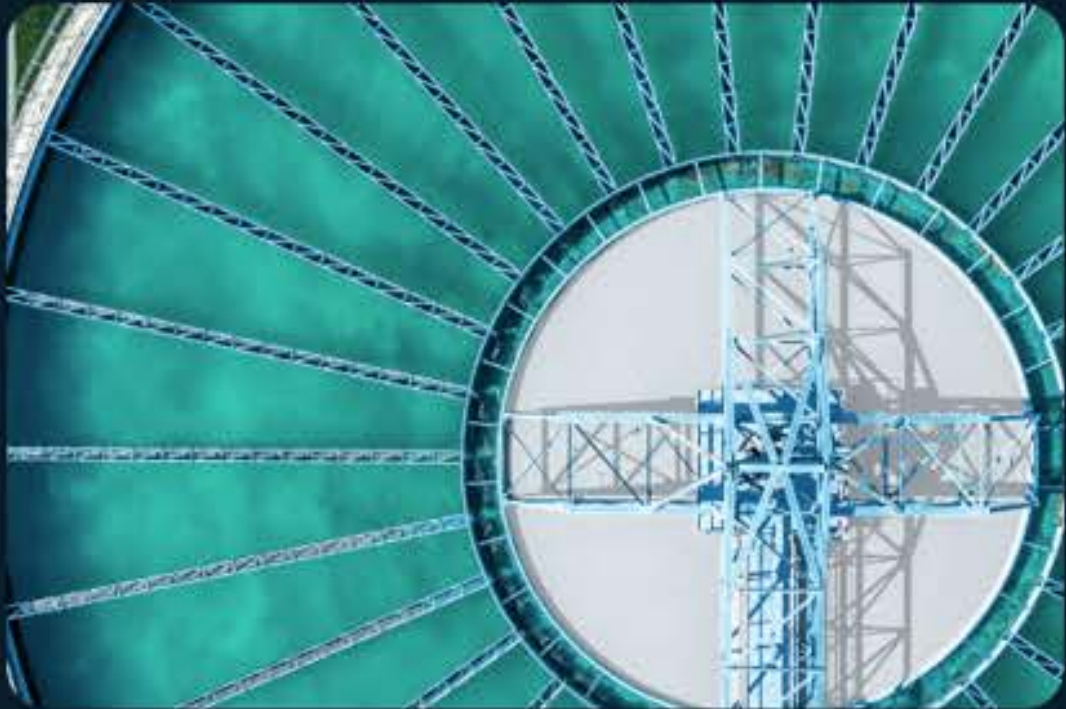


C: 40 M: 05 Y: 0 K: 0  
R: 162 G: 211 B: 238  
HEX: #A2D3EE

Brand guidelines

# Imagery

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Brand guidelines

# PPT presentation template

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QEMETICA®

Corporate Report

WE  
CHEM DO  
BETTER

2024

QEMETICA®

01 | Our  
company  
in numbers

WE  
CHEM DO  
BETTER

QEMETICA®

SLIDE TITLE 12

Headline

Headline 2 Our products reach all continents, almost 80 countries around the world.

Text  
Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability. They also have anti-allergic properties and provide proper thermal insulation during sleep.

WE  
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BETTER

Additional description & text

QEMETICA®

SLIDE TITLE 5

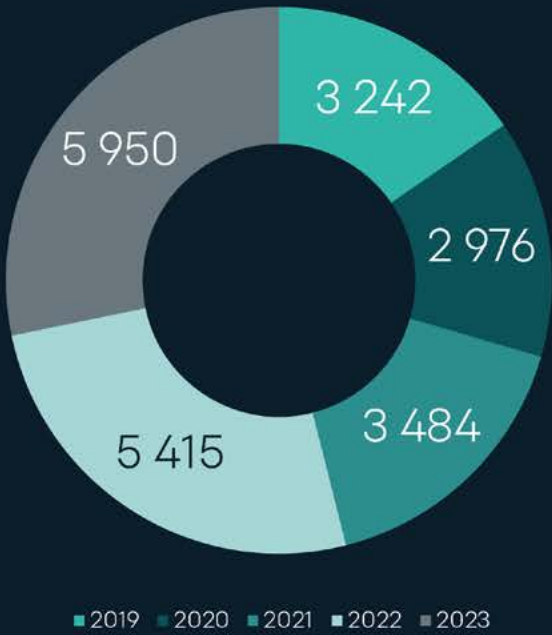
Headline

Headline 2 Our products reach all continents, almost 80 countries around the world.

Text  
Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability. They also have anti-allergic properties and provide proper thermal insulation during sleep.

WE  
CHEM DO  
BETTER

Additional description & text



QEMETICA®

SLIDE TITLE 26

Headline

Headline

Headline 2 Our products reach all continents, almost 80 countries around the world.

Text

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Text

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

They also have anti-allergic properties and provide proper thermal insulation during sleep. Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

They also have anti-allergic properties and provide proper thermal insulation during sleep. Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Numbers

140 mln

acquisition of the Spanish company Proplan, a supplier of plant protection products operating on three continents.

44 mln

evaporated salt plant in Stassfurt (Germany), the largest greenfield investment in the history of CIECH.

<200 mln

invested in the development of soda production outside Poland.

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Additional description & text

QEMETICA®

SLIDE TITLE 21

Headline

Headline

Headline 2 Our products reach all continents, almost 80 countries around the world.

Text

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Text

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

They also have anti-allergic properties and provide proper thermal insulation during sleep. Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

They also have anti-allergic properties and provide proper thermal insulation during sleep. Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Headline

Headline

Headline 2 Our products reach all continents, almost 80 countries around the world.

Text

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Text

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They also have anti-allergic properties and provide proper thermal insulation during sleep. Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

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Additional description & text

QEMETICA®

SLIDE TITLE 24

Headline

MARKET POSITION

Headline 2 Our products reach all continents, almost 80 countries around the world.

Text

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Text

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

They also have anti-allergic properties and provide proper thermal insulation during sleep. Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Headline

MARKET POSITION

Headline 2 Our products reach all continents, almost 80 countries around the world.

Text

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Text

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

They also have anti-allergic properties and provide proper thermal insulation during sleep. Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

Our mattresses are made of the highest quality foam characterised by excellent air permeability and high durability.

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Additional description & text

QEMETICA®

Thank You

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KONFEDERACJA LEWIATAN

PIPC POLISH CHAMBER OF CHEMICAL INDUSTRY

cefic

Pracodawcy RP

Global Compact Network Poland

# QEMETICA<sup>®</sup>

## Every detail is important!

If you've just read these tips, we applaud you. Means, that you share our belief in detail and quality. We know that mastering these rules takes time and effort, but it will improve your brand's image in all areas operation will be much stronger.

Thank you.

WE  
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BETTER