



**METAFRAX  
GROUP**



**BRAND GUIDELINES**



**16.08.2019**



## Introduction to the guidelines

Corporate style of the Metafrax Group brand is thought out to the smallest of details, since the brand has to be memorable and easy to recognize. It reflects the Company mission and its close relationship with a wide network of organizations and business partners.

These guidelines detail the basic principles of effective use of the Metafrax Group corporate style, and contain instructions on designing and creating Company-branded products.

Here, you will get acquainted with examples of using the corporate style, and the quality standard that all private and legal entities working with the Metafrax Group brand have to adhere to.

This guide also explains how the elements of corporate branding, such as the logo, fonts, color palette and visual style, form a unique visual identity of the brand. Clear instructions on using these elements are also given within. This information and guidelines have to be understood and followed rigorously, since this is the only way to guarantee the quality and integrity of all types of corporate-branded items, from documents to visual communications and three-dimensional objects or installations.

These guidelines are available in PDF (A4 format). It contains all the essential information and recommendations on its uses. Layouts are available in digital form, too.

1

## 4 Metafrax Group History

Metafrax Group first appeared on the Russian market in 1955 and is well known to the chemical industry members. The Metafrax brand has been first established in 1991.

Metafrax Group is a dynamically growing Company, one of the leading chemical manufacturers in the modern Russia and the largest producer of methanol and its derivatives. Over 25 years, Metafrax Group has grown from a plant with a single product into a diversified Group of Companies with assets in the Urals and far beyond, with an annual turnover of over 55 billion rubles and more than three thousand employees.

**Philosophy  
and Policy  
of the Company**

**2**

## **6** **Philosophy and Policy of the Company**

Methanol plays an increasingly important role in the chemical industry worldwide. Metafrax Group implements new ways of utilizing methanol derivatives. This provides for an increase in the quality of the product, consumed by people every day, and lower the impact the industry has on the environment.

Metafrax Group is constantly working on improving the manufacturing process and expanding the range of products. By developing breakthrough product formulae and improving the provision of services, the Group always remains at the forefront of the industry, attaining the status of a technology leader.

By entering this new age of development, Metafrax Group takes on additional responsibilities to society and the world. The Company significance has far exceeded a simple manufacturing line, for it has become a reliable partner in the development of territories and an important participant in people's lives.

It now has a new role to play — Metafrax Group is to become the guardian, entrusted with developing and maintaining the environmental, social and business spheres at the local, regional and global levels.

Brand  
Platform

3



## **Vision**

To shape up the future ecological, social and business environment through responsible approach to the chemical industry development

## **Mission**

To maintain the sustainable development and to create favorable ecosystem for the generations to come

## **Values**

**Innovation** – For us, being a leader means being an innovator, finding new opportunities for the development of our business and our surroundings. We always follow our own path, but are willing to be an example for others

**Responsibility** – In our strives to improve the effectiveness of business processes, we always take a responsible approach to improving and modernizing equipment, and are able to meticulously assess the impact our chosen strategy will have on the environment within and without

**Sustainability** – By focusing on business sustainability, we are able to pursue a flexible and balanced policy when it comes to manufacturing and distributing our products



**10**  
**Brand**  
**Architecture**



5

This section of the guidelines looks into the elements of the Metafrax Group brand. Corporate style of the Metafrax Group brand includes a range of visual and text components, such as the Company logo, fonts, color palette and visuals. To ensure the quality and integrity of brand communications, the rules of brand element composition have to be followed meticulously. These rules can be found on the following pages.

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## 14 Company Logo

En



The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

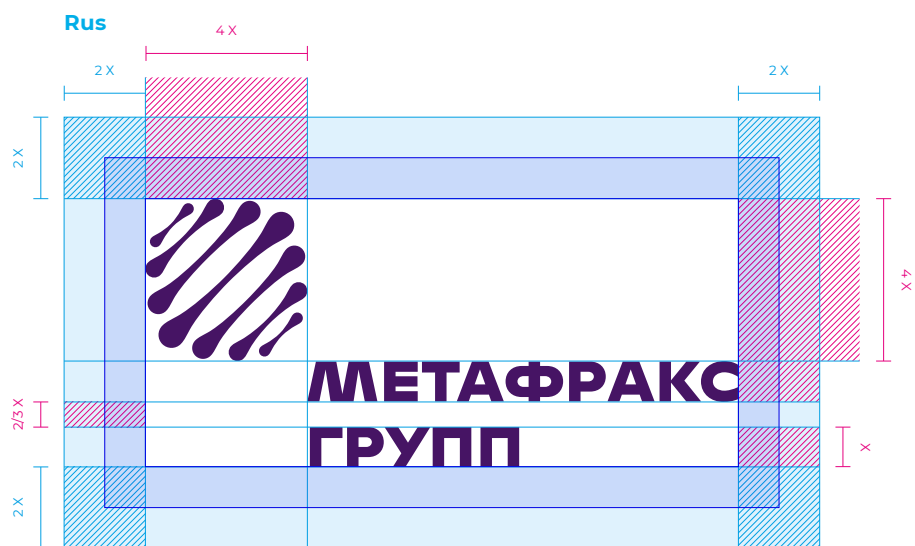
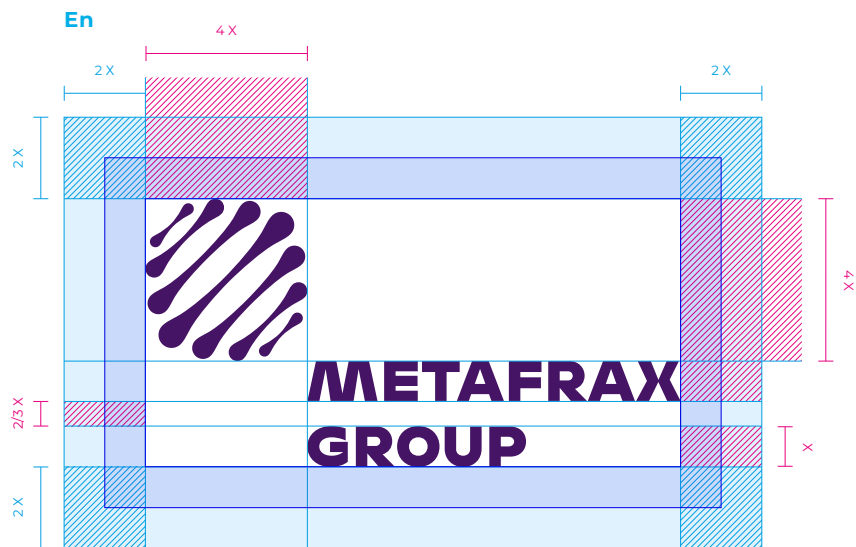
The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.

Rus



# 15 Company Logo Safe Zone



When using the Company logo, the ratio of its elements has to be strictly observed in accordance with these guidelines.

For better visual emphasis on the Company logo, a safe zone has to be maintained around it. No text or graphical elements are to be present in the safe zone.

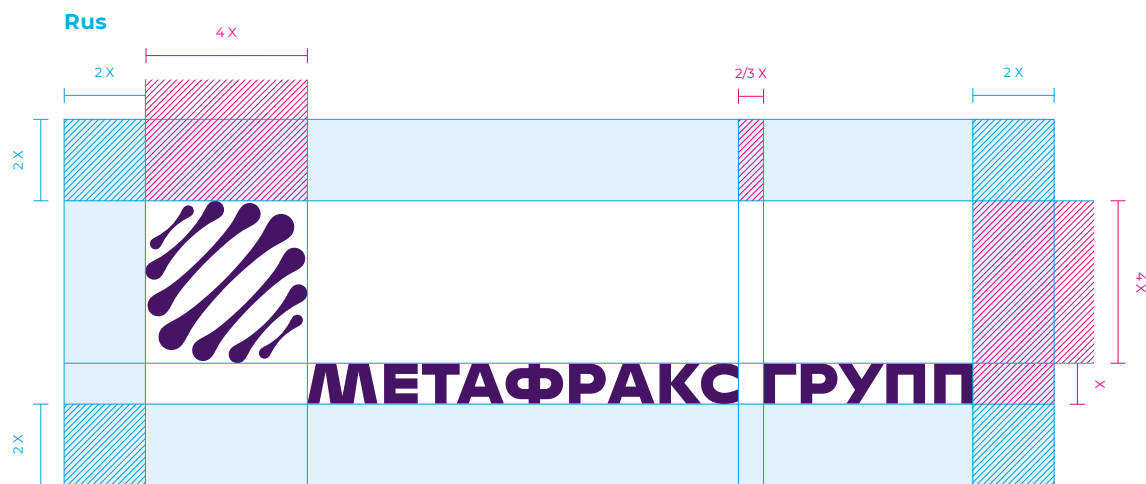
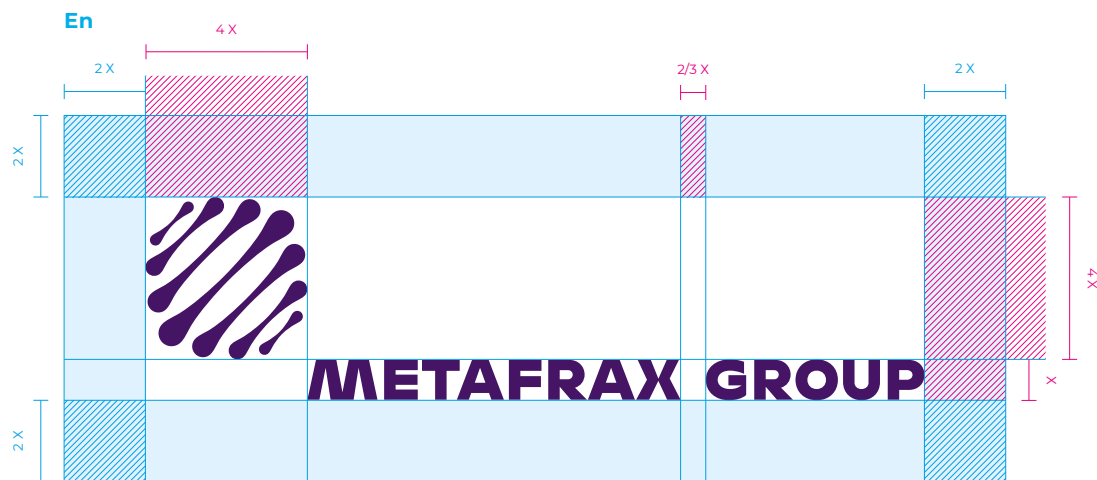
The minimum safe zone is to be determined using the method shown here.

In some cases, a blue field can be used – minimum safe zone equal to  $X/2$  of the standard safe zone).

It is possible to use on branded media where there is no additional text, image or other logos (for example, on facade signs).



## 16 Company Logo Safe Zone



The landscape layout of the logo is to be used in advertising and corporate materials. This is the complementary layout, appropriate in cases when the application area does not allow for the primary layout of the logo to be used.

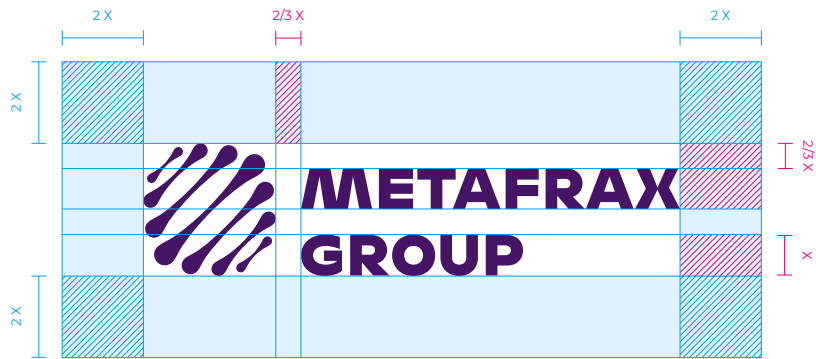
When using this layout of the logo, the ratio of the sides has to be strictly observed in accordance with these guidelines.

# 17 Company Logo Safe Zone

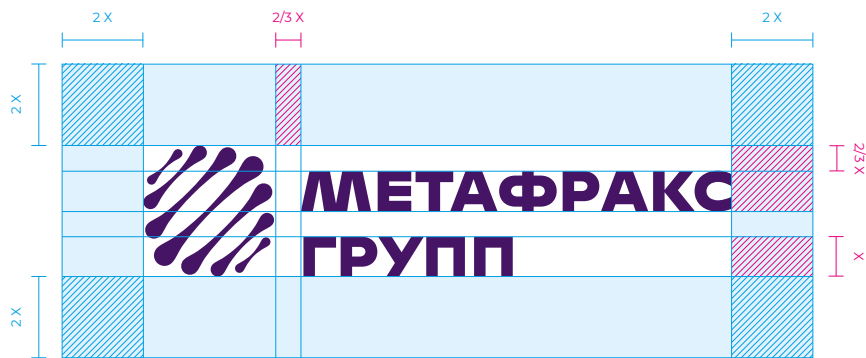
The landscape layout of the logo is to be used in advertising and corporate materials. This is the complementary layout, appropriate in cases when the application area does not allow for the primary layout of the logo to be used.

When using this layout of the logo, the ratio of the sides has to be strictly observed in accordance with these guidelines.

Rus



En

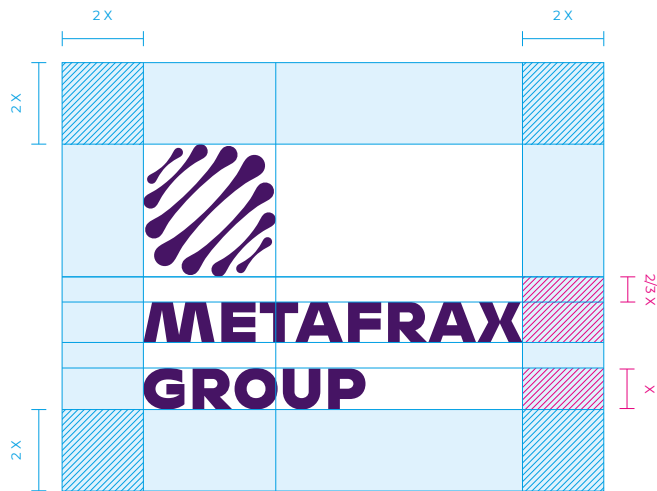


# 18 Company Logo Safe Zone

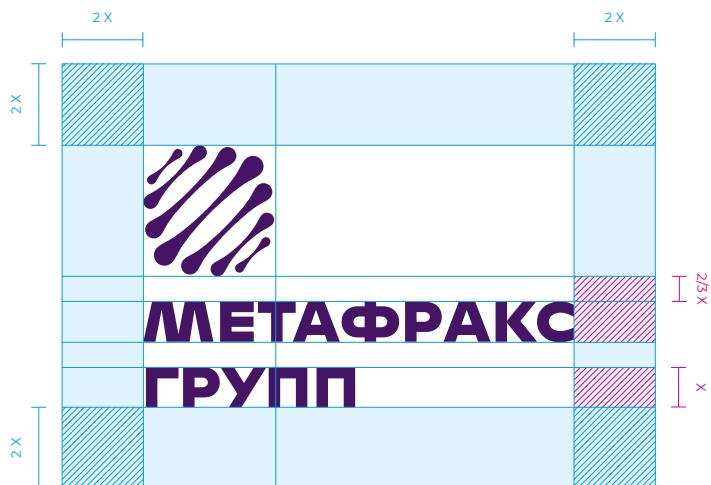
The portrait layout of the logo is to be used in advertising and corporate materials. This is the complementary layout, appropriate in cases when the application area does not allow for the primary layout of the logo to be used.

When using this layout of the logo, the ratio of the sides has to be strictly observed in accordance with these guidelines.

En



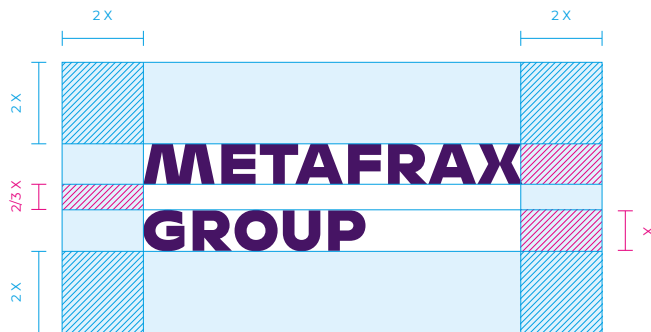
Rus



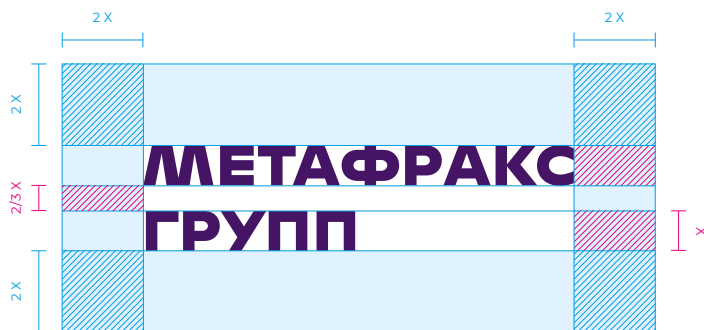
# 19 Company Logo Safe Zone

The use of the wordmark without an emblem is not recommended; however, when the Company logo is to be printed on a relatively small area, this usage is appropriate.

En

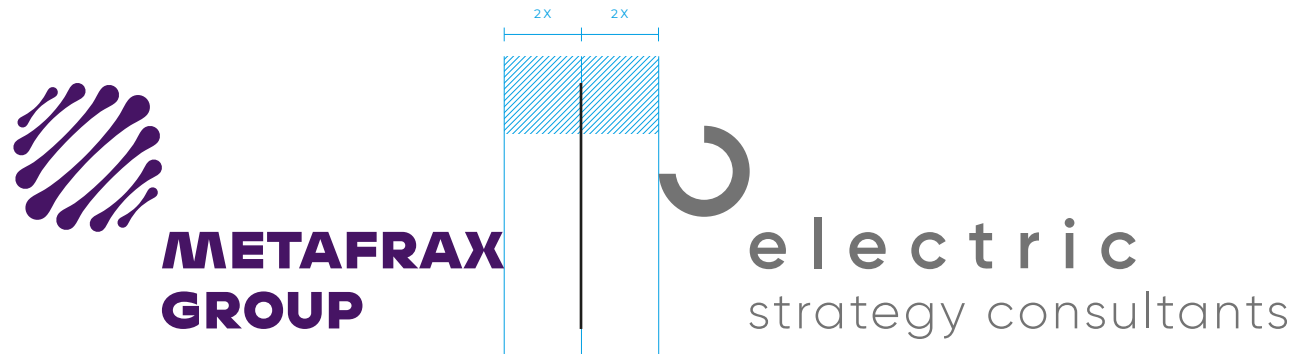


Rus



## 20 Company Logo Co-branding

### Кобрендинг



## 21 Scaling of the Logo

For convenience and integrity of using the Metafrax Group brand, a unified system of the Company logo sizes on media of various dimensions is provided.



Наружная реклама



A1 — 30 mm



A2 — 15 mm



A3 — 21 mm



A4 — 15 mm



A5 — 10,5 mm

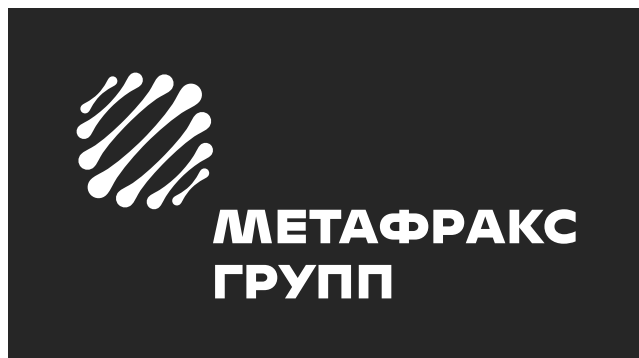
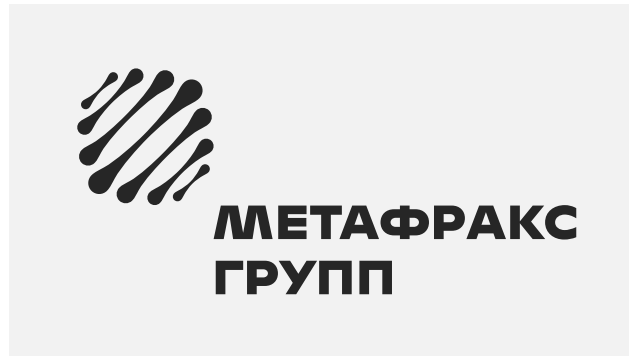


Basic corporate colors are an integral part of the corporate identity.

The primary color of the Metafrax Group corporate identity is purple. Noble and unique, this color signifies both stability and liveliness; it is a symbol of change, of transformation from one state to another. Purple also helps attain inner focus. The purple-colored logo may only be used on white background.

The white-colored logo may be used on backgrounds of other corporate colors of the Metafrax Group brand.

In rare cases and only if necessary, it is possible to use the logo in purple on the surface of light gray (5-15% black).

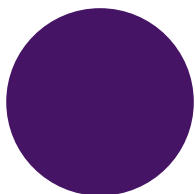


For black and white prints, we recommend using the black-colored logo with 85% saturation.

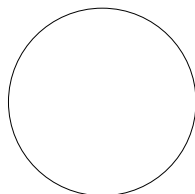


## 24 Corporate Colors

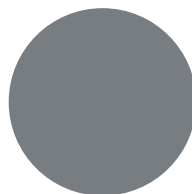
### Базовые цвета



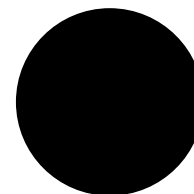
HEXA #461464  
RGB 70/20/100  
CMYK 85/100/25/15  
PANTONE 2617C



HEXA #FFFFFF  
RGB 255/255/255  
CMYK 0/0/0/0  
PANTONE WHITE



HEXA #787D82  
RGB 120/125/130  
CMYK 55/40/35/20  
PANTONE COOL GRAY 8 C



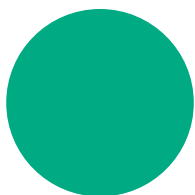
HEXA #000000  
RGB 0/0/0  
CMYK 0/0/0/100  
PANTONE BLACK

We recommend shades of green and pale blue, as well as basic black and shades of gray as secondary colors.

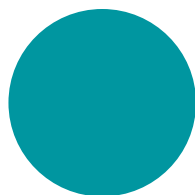
Secondary colors are used as accents to a lesser extent.

The recommended ratio of primary to secondary colors is 80/20%.

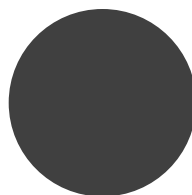
### Дополнительные цвета



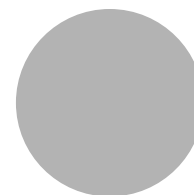
HEXA #00AA82  
RGB 0/170/130  
CMYK 75/0/60/0  
PANTONE GREEN C



HEXA #00959E  
RGB 0/150/160  
CMYK 80/15/35/0  
PANTONE 7467 C



HEXA #404040  
RGB 64/64/64  
CMYK 0/0/0/75



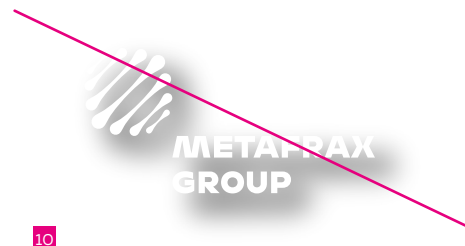
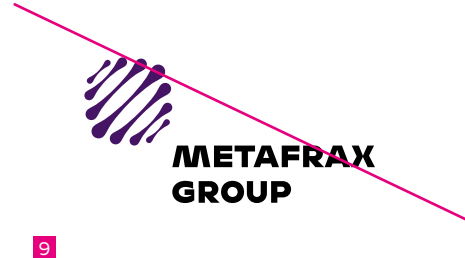
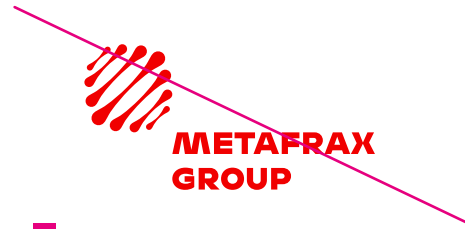
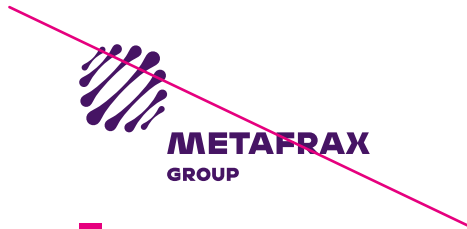
HEXA #B2B2B2  
RGB 178/178/178  
CMYK 0/0/0/30

## 25 Incorrect Applications

Any uses of the Company logo that distort its layouts and violate rules of application are prohibited.

The examples of incorrect applications of the landscape layout given below are also applicable for portrait and complementary layouts.

1. Not observing the wordmark proportions
2. Distortion of the wordmark and emblem (i.e., vertical/horizontal compression)
3. Using a different font or a different type from the font family
4. Not observing the wordmark and emblem proportions
5. Not observing the composition of the Company logo
6. Incorrect use of colors
7. Incorrect use of colors
8. Incorrect use of colors
9. Incorrect use of colors
10. Incorrect use of colors and using visual effects (shadow and gradient)



Mohol Metafrax

EN

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**

RU

**АБВГДЕЁЖЗИЙКЛМН**  
**ОПРСТУФХЦЧШЩЪЫЬЭЮЯ**  
**1234567890**

Fonts are an essential element of corporate identity. They are used in advertisements, business documents, outdoor signs, souvenirs, etc.

Mohol font family is to be used as the corporate font of the Metafrax Group brand.

Mohol is a sans-serif, contrast and slanted font meant to represent integration of technology and industrialism into art.

This font was specifically designed for the Metafrax Group brand. It is meant to be used in titles and headlines.

Montserrat

Montserrat Extra Bold

**Extra bold**

Montserrat Bold

**Bold**

Montserrat Medium

**Medium**

Montserrat Regular

**Regular**

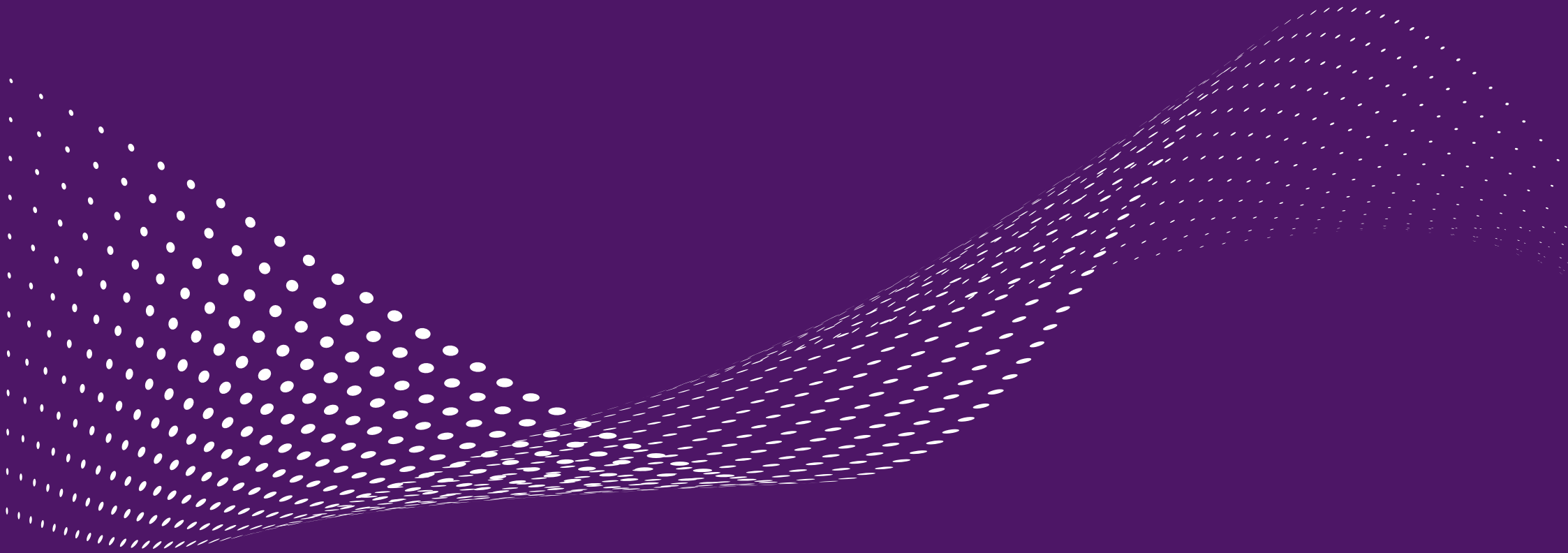
Montserrat Light

**Light**

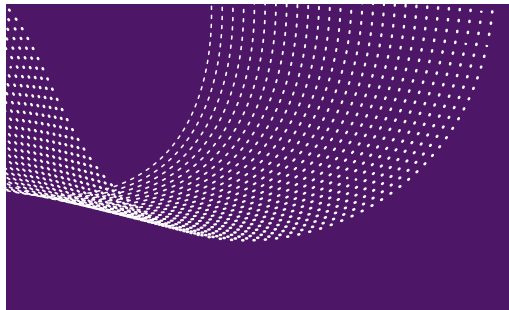
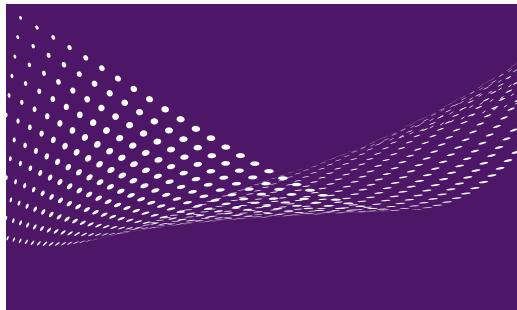
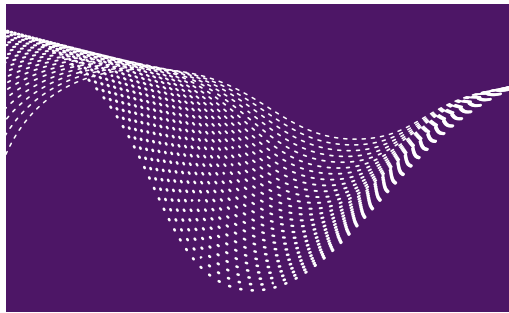
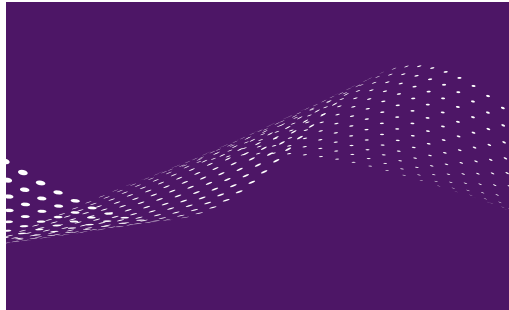
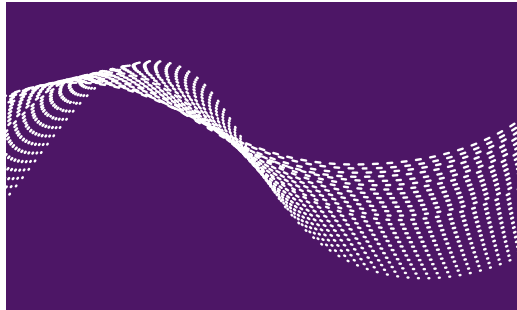
Montserrat Thin

**Thin**

Wherever the use of the Mohol font is neither possible nor appropriate (e.g., in presentations, email messages or on the website), an alternative font should be used — Montserrat font family, which is modern, firm and easy-to-read.



## 29 Corporate Pattern



The Idea for New Pattern represents a strong, yet flexible and living system, which has been envisioned after observing chemical processes and transformation of molecular compounds.

The pattern should be used in printed materials and souvenirs; it may be combined with any of the primary colors and works in both positive and negative images.

## Sub-brand Logos

<b>Sub-brand Logos</b>	
Metafrax Chemicals .....	31
Metafrax Trading Russia .....	32
Metafrax Trading International .....	33
Metadynea Metafrax Group.....	34
MetaTransStroy Metafrax Group .....	35
Metafrax Engineering and Technology Center.....	36
Metafrax-Inform .....	37
Karbolit Metafrax Group.....	38
Samyangmeta.....	39

## 31 Metafrax Chemicals

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To reinforce the perception of the Group of Companies as a single holding and avoid confusion of notions, the production facility is named Metafrax Chemicals. Its legal name is PJSC Metafrax.

This makes it so that the importance and the primary role of the production facility is clearly defined within the structure of the subsidiaries. Reinforcing the image of the production facility will emphasize the leading role of this business unit.

The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.



En



Rus



Trading Company Metafrax is changing its brand name to Metafrax Trading Russia (legal name is changing to LLC Metafrax Trading Russia).

The word trading reflects the core responsibility and competence of the company and does not bear any additional connotations that would take away from the perception of the parent brand. The name also includes a geographical descriptor: Russia.

The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.

Metadynea Trading is changing its brand name to Metafrax Trading International (legal name is changing to Metafrax Trading International SA).

The name also includes a geographical descriptor: International. The use of the English name is justified in this case, since the primary target audience of the organization would be foreign business partners of the Group.

The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.

En



**METAFRAX TRADING**  
**INTERNATIONAL**

Rus



**МЕТАФРАКС ТРЕЙДИНГ**  
**ИНТЕРНЕШНЛ**

**Metadynea  
Metafrax Group**

Metadynea and Metadynea Austria are merging under a single brand name, Metadynea Metafrax Group (legal names are LLC Metadynea and Metadynea Austria GmbH).

This merger of subsidiaries under a single name will make the brand architecture of the Group more structured and strengthen the connection to the parent brand.

The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.

**En****Rus**

## 35

### MetaTransStroy Metafrax Group

MetaTransStroy is changing its brand name to MetaTransStroy Metafrax Group (legal name is LLC MetaTransStroy).

Such a name of a subsidiary organization will make the brand architecture of the Group more structured and reinforce the focus on key brands.

The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.

En



Rus



## 36 Metafrax Engineering and Technology Center

Engineering and Technology Center is changing its brand name to Metafrax Engineering and Technology Center (legal name is LLC Metafrax Engineering and Technology Center).

Metafrax Engineering and Technology Center is of great importance to the Group and covers the entire scope of services provided by the Company. Metafrax Engineering and Technology Center will become an all-encompassing entity, which would soon take up its rightful place in the communications of the Group of Companies directed at its partners and consumers.

The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

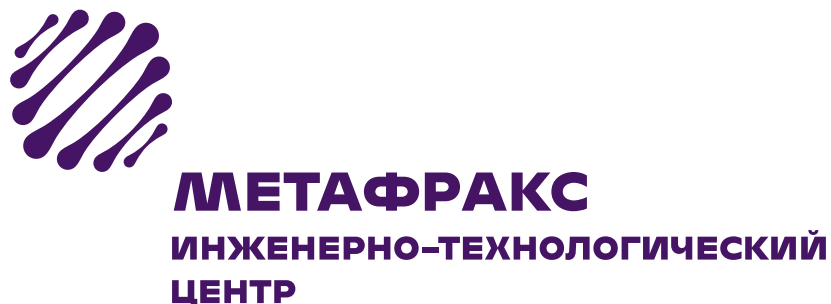
The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.

En



Rus



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Rus



The name Metafrax–Inform remains unchanged (legal name is LLC Metafrax–Infrom).

Metafrax–Inform optimizes the activities of Metafrax Group through the introduction of information technologies and creation of conditions for stable operation of the current enterprise information security

The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.

## 38 Karbolit Metafrax Group

Karbolit is changing its brand name to Karbolit Metafrax Group (legal name is JSC Karbolit).

The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.

En



Rus



## 39 Samyangmeta

En



The name Samyangmeta remains unchanged, since this brand is the result of a merger of two companies.

The Company logo is a constant of the brand identity; it has to be used in any and all communications of the Company.

The Cyrillic version of the logo is to be used in all communications in Russian.

The Latin version of the logo is to be used in all communications with foreign audiences.

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