

## Logo

Our logo is made up of two elements: the Sadara typography and the Sadara symbol. The Sadara typography is a bespoke design reflecting the approachable and energetic personality of our brand.

The convergence of The Dow Chemical Company and Saudi Aramco have been captured in a mark of great strength and dynamism.



## Logo variations

There is only one Sadara logo but there are a number of versions you may use, depending on the application and background.

Our logo works best in full color against a white background. This is the primary (preferred) version of the logo and should be used wherever possible.

When color printing is not available, or in situations where the quality of color reproduction cannot be guaranteed, a greyscale or solid black version of the logo should be used.

On black or dark backgrounds, the greyscale or reversed out white version of the logo should be used.



Primary logo for white  
or light backgrounds



Secondary (greyscale) logo for  
light and dark background



Black positive logo for  
minimal use

Note: Special consideration for which logo to implement will be required when determining logo usage and its application to photographic or textured backgrounds. In these instances, all logo variants are permitted but careful consideration must be given to ensure clarity and legibility of the logo. In certain instances, darkening or lightening an area of the photographic image may be required to ensure maximum visibility of the logo.



White reversed logo for minimal use

# Logo

## Incorrect uses

Our logo is an important brand asset and should always appear in its correct form. The examples below show the more common mistakes made when implementing the logo and should be avoided at all cost.

- 01 | Never change the approved colors of the logo typography and symbol
- 02 | Never change the position of the logo elements
- 03 | Never place the logo on a non-specified background color
- 04 | Never add a communicative line to the logo (i.e. tagline)
- 05 | Never add a drop shadow to any component of the logo
- 06 | Never alter or distort the angle of the logo or add 'special effects' such as three-dimensional techniques

Brand consistency has the advantage of recognition. With recognition comes familiarity. With familiarity comes trust and confidence, clarity and purpose.



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The examples below show the more common mistakes made when implementing the logo and should be avoided at all cost.

- 07 | Never outline the logo typography and symbol
- 08 | Never use patterned or photographic treatment within the logo and symbol
- 09 | Never use the S symbol on its own
- 10 | Never flip the logo typography and symbol
- 11 | Never place the logo on our gradient background color
- 12 | Never use the Sadara typography on its own

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# Logo clear space and minimum sizes

To ensure legibility, the logo should not be overshadowed by any other design elements or be reproduced at a size where printing processes cannot uphold the integrity of line and gradation.

## Clear Space

The logo should always be surrounded by an area of clear space which remains free of other elements, such as type and imagery. This area of clear space is also referred to as 'an area of isolation'.

The example on the right illustrates the minimum recommended clear space area surrounding the logo. This area of clear space is a minimum requirement and should be increased wherever possible.

## Minimum Size

To ensure we retain the integrity of the Sadara logo, there are a set of pre-determined minimum sizes for print and digital applications. The Sadara logo should never appear in sizes smaller than those specified.

We use the capital S-height of the wordmark as a unit of measurement for the clear space area.



For Print



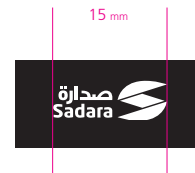
Minimum size for  
4 color logo



Minimum size for  
greyscale logo



Minimum size for single color logo



For Screen



Minimum size for  
4 color logo



Minimum size for  
greyscale logo



Minimum size for single color logo



# Typography

The approved corporate typeface for Sadara Frutiger, a modern font associated with clarity and legibility. To ensure creative flexibility, the following weights may be used in conjunction with one another to create visual interest and informational hierarchies. Frutiger Roman, Bold and Light.

The examples in the “Applying our identity” section of this document demonstrate some of the effective uses of typography in Sadara communications.

AaBb  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger LT Std – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger LT Std – Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Frutiger LT Std – Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890**

# Colors

The Sadara color palette comprises both a primary and secondary color palette to be used in conjunction with one another on branded communications.

The primary color palette comprises Sadara Red, Blue, Green and Grey. The secondary color palette consists of Sadara Light Blue to be used as a key accent color.

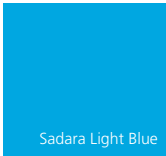
The examples in the “Applying our identity” section of this document demonstrate how effective use of white space helps to create a unique look and feel for Sadara.

To ensure creative flexibility, Sadara brand colors can be used as tints in 10% increments from 10% to 100%. Color tints can be put to tactical use, for example in informational graphics as blocks or patterns to visually express concepts for example, ‘building’ or ‘progression’.

Primary Colors



Secondary Color



Color	C	M	Y	K	R	G	B	Hexadecimal web color ref.	Pantone® equivalent	Pantone® equivalent
Sadara Red	0	91	76	0	239	62	66	Hex: EF3E42	185 C	185 U
Sadara Blue	97	80	0	0	26	78	162	Hex: 1A4EA2	288 C	288 U
Sadara Green	97	0	63	0	0	169	137	Hex: 00A989	3282 C	3282 U
Sadara Grey	0	0	0	65	119	120	123	Hex: 77787B	C.Grey 9 C	C.Grey 9 U
Sadara Light Blue	75	15	0	0	0	167	225	Hex: 00A7E1	299 C	299 U

Tints

