



# Hexion Corporate Identity Standards

January 2015



# Hexion Corporate Identity Standards

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*In Progress*

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## Communicating the Hexion Brand

Dear Hexion Associate:

Building awareness of the Hexion name and our unique value proposition in the marketplace takes discipline. It's critical that all of us present our company in the most positive and consistent way possible.

To this end, we have developed the following Corporate Identity Standards. These are very stringent guidelines for how we use the Hexion name and logo in the marketplace.

It has been our intention to address the vast majority of situations in which the Hexion logo will be used. By following the practical instructions in this guide, you will be doing your part to help us build awareness for our brand.

The accompanying guidelines and standards will be published on the Hexion Intranet and should be used, effective immediately. Please contact the Marketing Communications department if you need additional information or guidance. If you would like printed copies for your location, please e-mail Marketing Communications with your request.

Best,



Craig O. Morrison  
Chairman and Chief Executive Officer

## Corporate Logo

As the Hexion logo is new to the marketplace, it requires a consistent and controlled application to all of our products and services. The logo, for our reference, will be known as the Corporate Logo. Its primary purpose is for use on stationery, marketing/corporate collateral, signage and sales promotional items.

The Corporate Logo is the primary visual identity device which conveys the ownership of, and responsibility for, all Hexion properties, functions, products, services and personnel. The correct usage of this logo helps to promote and reinforce brand identity while at the same time build brand equity.

The Hexion Corporate Logo is *always* used alone. It is never combined with any descriptive identifiers. The Corporate Logo may not be altered or modified in any way.

### Logo Mark

A stylized and custom-designed “X” symbol creates a strong and memorable focal point next to the custom Logo Type used to represent the name “Hexion”. The letters and spacing of the Logo Type have been uniquely crafted, along with the position and proportion to the “X” symbol. The elements of this Logo Mark, or their relative proportion must not be altered. The “X” symbol must never be used separately from, or in place of, the entire Logo Mark.

**For questions or concerns contact the Hexion Marketing Communications Department.**

**NOTE:** *Exceptions to this Logo Mark must be approved by the Hexion Marketing Communications Department.*

### Hexion Corporate Logo



## Logo Configurations – Signature Entities

The Signature Entity configuration serves as the primary identification for Corporate and all Division/Business Unit locations. Variations are created by combining the Hexion Corporate Logo and Corporate Entity, with the appropriate complete legal name of the Division/Business Unit, including the local mailing address.

The configuration is used primarily in the “legal sign-off” of various business collateral and marketing/advertising materials.

### Acceptable Applications:

- Corporate Advertising
- Corporate Marketing/Collateral
- Divisions/Business Unit Sales Collateral

The Signature Entity may only be used in this configuration of font style, size and color. The Signature Entity may not be altered or modified in any way.

*For questions or concerns contact the Hexion Marketing Communications Department.*

### Hexion Corporate Signature Entity



**Hexion Inc.** Corporate Entity  
 180 East Broad Street  
 Columbus, OH 43215  
 (To only be used for corporate applications)

### Hexion Divisional/Business Unit Signature Entity



**Hexion Inc.** Corporate Entity  
 Forest Products Division Division/Business Unit Identifier  
 180 E. Broad Street  
 Columbus, Ohio 43215

### Hexion Divisional/Business Unit Signature Entity (International)



**Hexion Inc.** Corporate Entity  
 Epoxy, Phenolic and Division/Business Unit Identifier  
 Coatings Resins Division  
 Port Park  
 Seattleweg 17, Building 4  
 3195 ND Pernis - Rotterdam  
 The Netherlands

## Trademark Usage

### Logo Trademark Usage

The Hexion logo is protected by trademark law in the countries in which we operate. This provides Hexion with protection against others who might use a similar name or mark in our marketplace to gain entry. By law, Hexion has the right to actively pursue those who would intend to do so and views infringement or dilution of the mark, by commercial entities, as legally actionable.

We have created this logo to show a strong, visually distinctive mark that is easily protected.

Please keep in mind that these usage standards are in place to ensure that the Hexion Corporate Logo remains a strong and identifiable mark. Only by consistent use of the logo do we continue to strengthen our right to

this mark. Any dilution of the mark (see “unacceptable configurations” on pages 3.8 and 3.9) may weaken our right to such protection.

### The Trademark “TM” Symbol

For most logo applications, Hexion uses the “TM” symbol to indicate our right to this mark; however, on applications where a “TM” becomes obtrusive because of logo enlargement, or too small because of reduction, options exist (see “Logo Sizes” page 3.5).

- The Signature Entity is always required on the back of printed literature as part of the “legal sign-off.”
- The “TM” must appear on all print materials.

- The “TM” is not used on electronic presentations or on specialty items such as clothing, pens, pencils, etc., or on large materials such as banners, signage, etc., where the symbol becomes obtrusive.

### Trademark Usage with Body Copy

The Hexion Corporate Logo may never be used within body copy situations. When used in text, the Hexion name should appear in the same font and size as the surrounding body copy.

Within collateral, advertising and other related marketing communications, the *first* mention of Hexion Inc. must be trademarked “TM”. For all remaining Hexion references within the same document, the “TM” is not used. Do not use the “TM” in title or headline situations.

*For questions or concerns contact the Hexion Marketing Communications Department.*

### Hexion Corporate Logo with “TM”



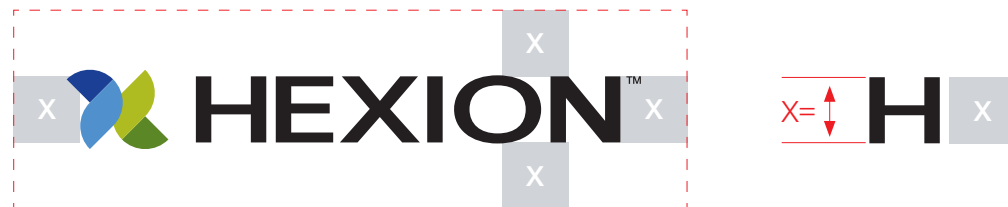
## Logo – Isolation Area

An *Isolation Area* around the Hexion Corporate Logo has been established to ensure ease of legibility for all applications.

No other elements including typography, other logos, graphics or photos may intrude upon this Isolation Area.

**For questions or concerns contact the Hexion Marketing Communications Department.**

### Hexion Corporate Logo



*THE dotted "frame" represents the Isolation Area*

### Hexion Corporate Signature Entity



*THE dotted "frame" represents the Isolation Area*

#### **Hexion Inc.**

180 East Broad Street  
Columbus, OH 43215

## Logo Sizes

### Size Usages

The Hexion Corporate Logo has been designed to be reduced or enlarged (within set limits) to accommodate different application needs.

All Hexion printed collateral and marketing materials require one or more of the Hexion Corporate Logo configurations. To determine the appropriate choice, see Logo Configurations on pages 3.2.

Size is always determined by the width of the Hexion logo (excluding "TM").

**For questions or concerns contact the Hexion Marketing Communications Department.**

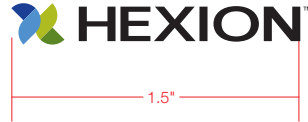
### Small format applications:

For specialty items such as clothing, pens, golf balls, electronics, etc., the Hexion Corporate Logo without a "TM" is preferred.

### Large format applications:

For oversized posters, banners, vehicles, signage and trade show displays, etc., the "TM" should be removed.

### Hexion Corporate Logo Minimum size with "TM"



### Hexion Signature Entity Configurations



**Hexion Inc.**  
180 East Broad Street  
Columbus, OH 43215

### Hexion Corporate Logo Minimum size without "TM"



**Hexion Inc.**  
Oilfield Technology Group  
15366 Park Row  
Houston, TX 77084

**NOTE:** There is no maximum size limitation, however; when using the "TM" version beyond 2" in width, the "TM" should be reduced to remain unobtrusive and in the same position.



## Corporate Logo Color Requirements

The Hexion Corporate Logo has been designed to accommodate certain print reproduction limitations. In all cases, the logos must use the established Hexion Corporate Color Palette.

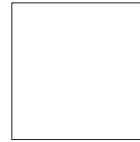
The preferred color choice has been designated as “standard.” Whenever possible, the “standard” color scheme should be used on a bright white background.

- When four-color printing is not available, Black is the acceptable one-color option.
- In situations where a dark background is dictated, legibility becomes the key concern and the entire logo should be reversed out in White.
- On light backgrounds, other than White, the Hexion logo should print in one-color, Black.

### Hexion Corporate Color Palette



Black



White

**NOTE:** When matching PANTONE® swatches in 4/C process, be aware that this is a color-critical application. The formulas given in this guide may differ slightly from your printer’s output. Please manage the 4/C match so it is color correct.



**CMYK:** 100/97/3/3  
**HEX:** #000F9F  
**RGB:** 0/15/159  
**PANTONE** Blue 072



**CMYK:** 68/34/0/0  
**HEX:** #3B8EDE  
**RGB:** 75/146/219  
**PANTONE** 279



**CMYK:** 23/0/100/17  
**HEX:** #B9BF15  
**RGB:** 168/180/0  
**PANTONE** 583



**CMYK:** 49/0/100/39  
**HEX:** #799C4B  
**RGB:** 105/146/58  
**PANTONE** 576

### Hexion Corporate Logo Four-color process “standard”



### One-color option



### Reverse option



*For questions or concerns  
contact the Hexion Marketing  
Communications Department.*

## Logo Applications – Acceptable

The Corporate Logo must follow the examples below for correct usage. The color options must follow the below examples and may not be altered. Refer to “Corporate Logo Color Requirements” on page 3.6 for acceptable color usage.

*For questions or concerns contact the Hexion Marketing Communications Department.*

**Hexion Corporate Logo**  
Four-color process “standard”



One-color option



Reverse option



Reverse option



**Hexion Corporate Signature Entity**  
Four-color “standard”



**Hexion Inc.**  
180 East Broad Street  
Columbus, OH 43215

One-color option



**Hexion Inc.**  
180 East Broad Street  
Columbus, OH 43215

Reverse option



## Logo Applications – Unacceptable

The Hexion Corporate Logo may never be altered beyond its acceptable usage requirements; see page 3.7. Below are some examples of unacceptable distortions and colorations.

*For questions or concerns contact the Hexion Marketing Communications Department.*



## Background Textures, Colors and Images

The preferred background for the Hexion Corporate Logo is white. In situations where the logo must be placed on a graphic background or photographic image, there must be sufficient contrast between the logo and the background to ensure legibility and impact.

The background must not be visually "busy" in the area around the logo.

*For questions or concerns contact the Hexion Marketing Communications Department.*

### Acceptable



### Unacceptable



## Corporate Typography

Hexion has defined Adobe® Helvetica Neue OpenType™ font as its typeface for design applications. Consistent use is key in creating the Hexion visual architecture and building brand equity for Hexion.

### Applications:

- In cases where Helvetica Neue is not available, such as PowerPoint® and Microsoft® Word documents, Arial or Helvetica may be used as substitute typefaces.
- Flush left alignment is preferred for text.
- Bullets reside within the text column.
- Make certain typography is legible (especially when combined with other design components).

*For questions or concerns, contact the Hexion Marketing Communications Department.*

### Adobe Helvetica Neue LT Std/Pro

45 Helvetica Neue Light

46 *Helvetica Neue Light Italic*

55 Helvetica Neue Roman

56 *Helvetica Neue Roman Italic*

65 Helvetica Neue Medium

66 *Helvetica Neue Medium Italic*

75 Helvetica Neue Bold

76 *Helvetica Neue Bold Italic*

85 Helvetica Neue Heavy

85 *Helvetica Neue Heavy Italic*

95 Helvetica Neue Black

95 *Helvetica Neue Black Italic*

## Business Cards – Americas

Business cards are one of the most prominent pieces of our Corporate Identity Standards. They not only tell people who you are, the role you play and how they can reach you, but they communicate a first impression of our company. That perception can be passed from person to person around the world.

Two organizational formats of business cards exist, depending on the Signature Entity for the associate (refer to page 3.2):

- Corporate
- Divisional/Business Unit

All business cards should be printed on one side only as shown in the examples. Where a second language is required, the opposite side of the card should be used—following the same standards.

Card specifications for the font, size, content, position, spacing and color have been predetermined and should not change.

- A maximum of four information lines exist below the individual name, to be used for (in order):
  - job title
  - business unit
  - specialty classification
  - region
- A maximum of six information lines are allocated for the address block, to be used for (in order):
  - local address
  - phone number
  - mobile number
  - fax number
  - e-mail address

The Hexion-approved vendor has all the printing specifications needed for production. Please contact Administrative Support for information on ordering business cards.

**The following examples illustrate the proper format of business cards for the majority of associates within the company.**

*For questions or concerns, contact the Hexion Marketing Communications Department.*

### Corporate Business Card – North America



### Divisional Business Card – North America



## Business Cards – Europe/Asia (Metric)

Business cards are one of the most prominent pieces of our Corporate Identity Standards. They not only tell people who you are, the role you play and how they can reach you, but they communicate a first impression of our company. That perception can be passed from person to person around the world.

Two organizational formats of business cards exist, depending on the Signature Entity for the associate (refer to page 3.2):

- Corporate
- Divisional/Business Unit

All business cards should be printed on one side only as shown in the examples. Where a second language is required, the opposite side of the card should be used—following the same standards.

Card specifications for the font, size, content, position, spacing and color have been predetermined and should not change.

- A maximum of four information lines exist below the individual name, to be used for (in order):
  - job title
  - business unit
  - specialty classification
  - region
- A maximum of six information lines are allocated for the address block, to be used for (in order):
  - local address
  - phone number
  - mobile number
  - fax number
  - e-mail address

The Hexion-approved vendor has all the printing specifications needed for reproduction. Please contact Administrative Support for information on ordering business cards.

***For questions or concerns, contact the Hexion Marketing Communications Department.***

**The following examples illustrate the proper format of business cards for the majority of associates within the company.**

### Divisional Business Card – Europe/Asia



## Letterhead/Envelopes – Americas

Like our business cards, letterhead and envelopes are also prominent pieces of our Corporate Identity Standards. All letterhead and envelopes are printed on one side only, as shown in the examples.

The Corporate Entity and Divisional/Business Unit options also apply to letterhead and envelopes.

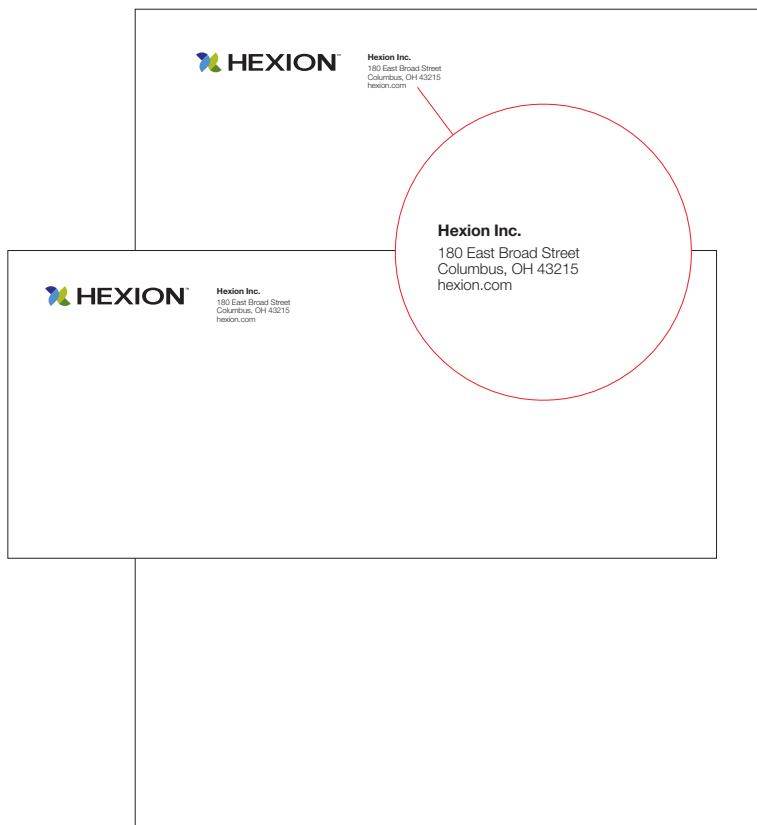
The Hexion-approved vendor has all the printing specifications needed for reproduction of both Americas-standard and metric-standard sizes.

Use of these preprinted stationery components are the preferred choice; however, Microsoft® Word templates are also available on the Hexion Intranet.

When using preprinted stationery, maintaining the correct margin settings and content organization is key to creating a consistent image. (See page 4.5 for requirements).

***For questions or concerns, contact the Hexion Marketing Communications Department.***

### Corporate Signature Entity





## Letterhead/Envelopes – Europe/Asia (Metric)

Like our business cards, letterhead and envelopes are also prominent pieces of our Corporate Identity Standards. All letterhead and envelopes are printed on one side only, as shown in the examples.

The Corporate Entity and Divisional/Business Unit options also apply to letterhead and envelopes.

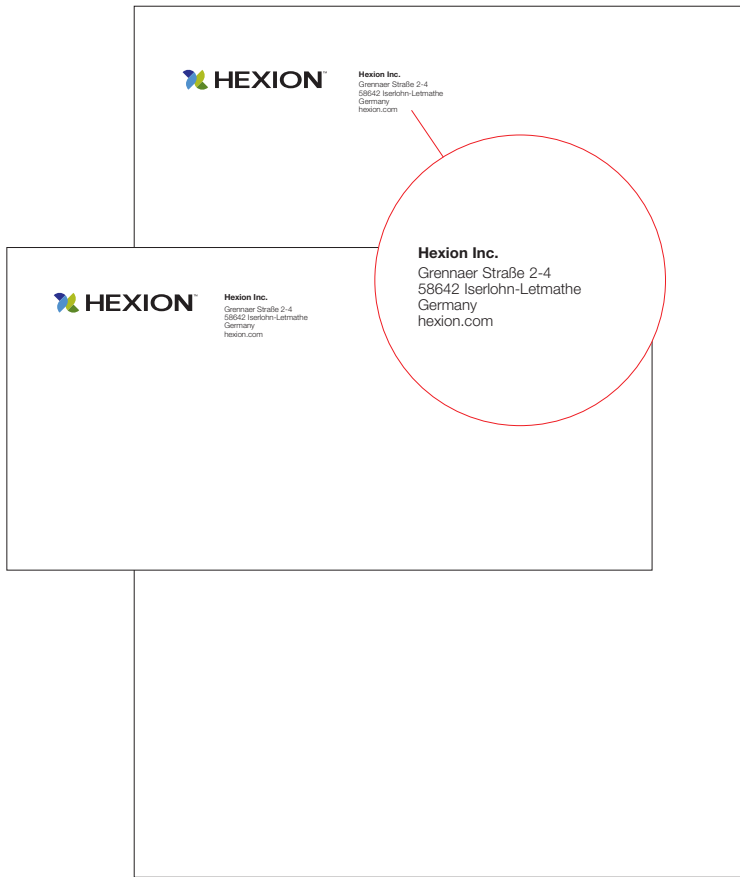
The Hexion-approved vendor has all the printing specifications needed for reproduction of both Americas-standard and metric-standard sizes.

Use of these preprinted stationery components are the preferred choice; however, Microsoft® Word templates also available on the Hexion Intranet.

When using preprinted stationery, maintaining the correct margin settings and content organization is key to creating a consistent image. (See page 4.6 for requirements).

***For questions or concerns, contact the Hexion Marketing Communications Department.***

### Corporate Signature Entity



# Letter Content Specifications – Americas

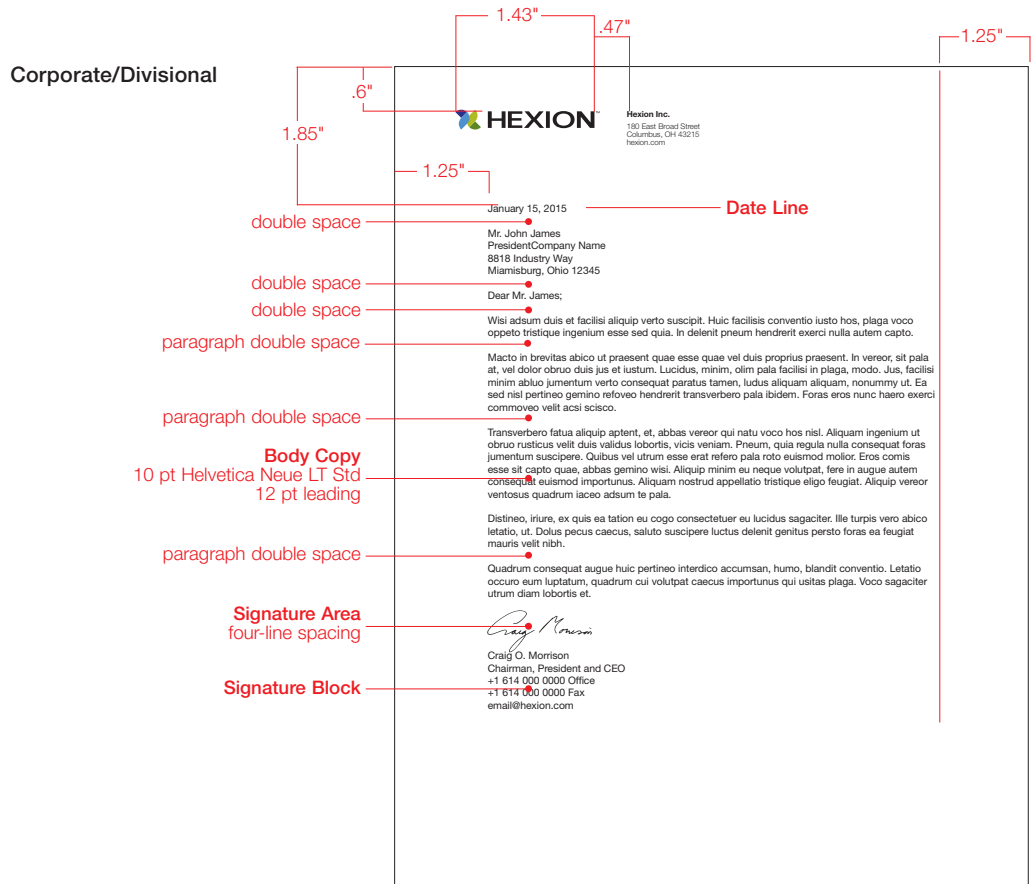
The following example demonstrates the appropriate way to compose a document on Hexion letterhead. This format is used for all organizational levels – Corporate and Divisional/ Business Units.

- Margin settings must be applied when using preprinted letterhead stationery. No content may be placed outside the margin requirements.

- Body Copy font is Helvetica Neue LT Std, 10 point with 12 point leading.
- The Date Line position is the starting point for all content. No elements, type or graphics are permitted above this line. This ensures clear space and the required Isolation Area for the Hexion Corporate Logo.
- All date, address, salutation and paragraph separation is double spaced.
- The preferred Signature Area is four-line spacing.

- The Signature Block is located directly below the Signature Area and is the designated location for the following information (when needed), in the order shown:
  - sender’s name
  - sender’s title
  - sender’s phone number
  - sender’s fax number
  - sender’s mobile number
  - sender’s e-mail address

**For questions or concerns, contact the Hexion Marketing Communications Department.**

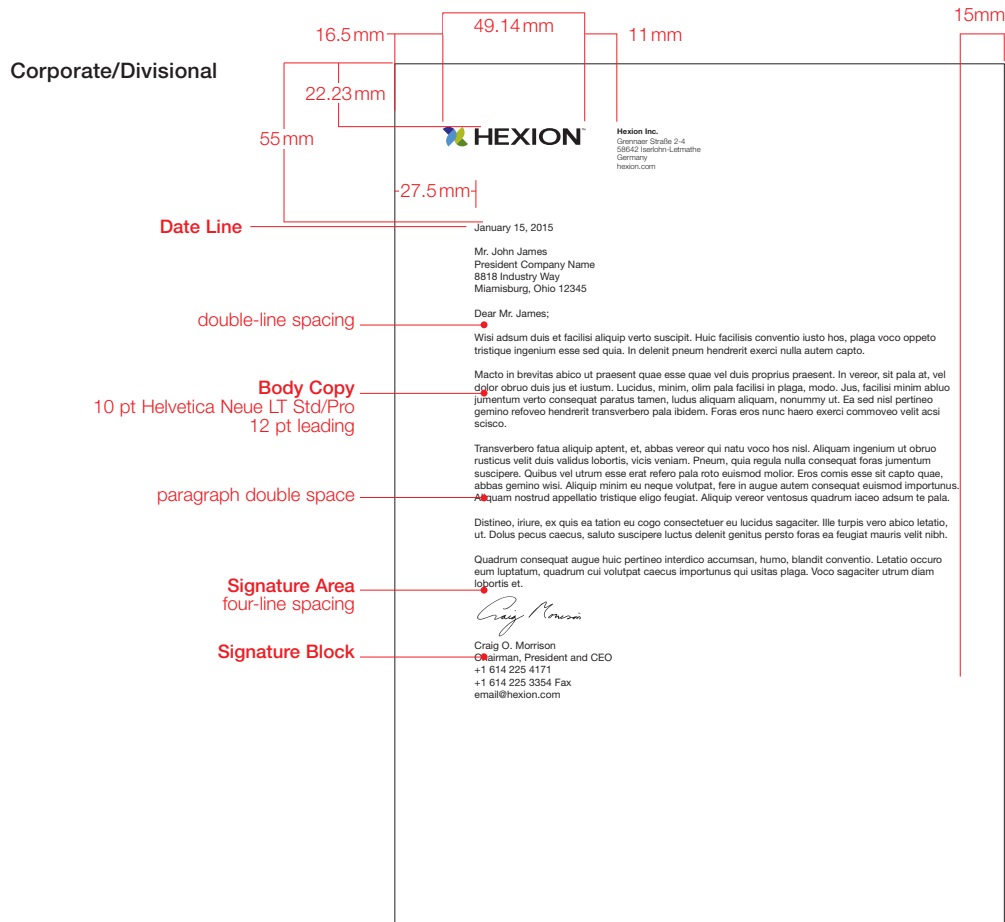


# Letter Content Specifications – Europe/Asia (Metric)

The following metric example demonstrates the appropriate way to compose a document on Hexion A4-sized letterhead. This format is used for all organizational levels – Corporate and Divisional/Business Units.

- Margin settings must be applied when using preprinted letterhead stationery. No content may be placed outside the margin requirements.
- Body Copy font is Helvetica Neue LT Std, 10 point with 12 point leading.
- The Date Line position is the starting point for all content. No elements, type or graphics are permitted above this line. This ensures clear space and the required isolation area for the Hexion Corporate Logo.
- All date, address, salutation and paragraph separation is double or triple spaced (see example).
- The preferred Signature Area is four-line spacing.
- The Signature Block is located directly below the Signature Area and is the designated location for the following information (when needed), in the order shown:
  - sender’s name
  - sender’s title
  - sender’s phone number
  - sender’s fax number
  - sender’s mobile number
  - sender’s e-mail address

**For questions or concerns, contact the Hexion Marketing Communications Department.**



## Correspondence Forms – Signature Blocks

Signature Blocks within e-mail, letters, and memos have historically been a “personal” expression of an associate’s role within the company. The Signature Block should follow the look and feel of the Hexion business cards. The Hexion Logo, or other graphic elements, should not be included in the Signature Block.

The examples demonstrate the correct format and usage requirements for creating e-mail/letter/memo Signature Blocks. These formats are used for all organizational levels – Corporate, Divisional and Business Units.

- Body Copy font is Helvetica Neue LT Std, 10 point with 12 point leading.
- The Signature Block is located directly below the sender’s name and is the designated location for the following optional information, in the order shown:
  - sender’s name
  - sender’s title
  - sender’s corporate/divisional/ business unit address (used only in e-mail signature)
  - sender’s e-mail address (not used on e-mail signature)
  - sender’s phone number
  - sender’s mobile number
  - sender’s fax number

*For questions or concerns, contact the Hexion Marketing Communications Department.*

**E-mail – Signature Block**

Last line of message content.

Craig O. Morrison  
Chairman and CEO

Hexion Inc.  
180 East Broad Street  
Columbus, OH 43215  
+1 614 000 0000  
+1 614 000 0000 Mobile  
+1 614 000 0000 Fax  
email@hexion.com

● double space

● double space

**Letter – Signature Block**

Last line of message content.



Craig O. Morrison  
Chairman and CEO  
+1 614 000 0000  
+1 614 000 0000 Mobile  
+1 614 000 0000 Fax  
email@hexion.com

● Signature Area  
four-line spacing

● single space

**Memo – Signature Block**

Last line of message content.

Craig O. Morrison  
Chairman and CEO

+1 614 000 0000  
+1 614 000 0000 Mobile  
+1 614 000 0000 Fax  
email@hexion.com

● double space

● double space

## Identity Badges

Identity badges have been designed to allow easy recognition of Hexion personnel while clearly separating these individuals from visitors.

Employee badges are required and must be obtained through the Human Resources Department.

Preprinted, numbered visitor badges are to be used by all non-employee personnel within Hexion "secure locations." These badges are distributed and controlled by Hexion security personnel.

***For questions or concerns, contact the Hexion Marketing Communications Department.***

Employee Identity Badge



Visitor Identity Badge



## Identity Apparel

Apparel requirements can vary widely based on any number of issues, including: climate, safety, work environment and durability. In addition, color can also play a role.

While we cannot anticipate every unique situation, a clean White “ground color” is the preferred choice for most apparel items such as: soft hats, short and long-sleeve uniform shirts, jackets, lab coats, etc. In cases where White is not an option, the remaining Corporate Color Palette should be the first consideration.

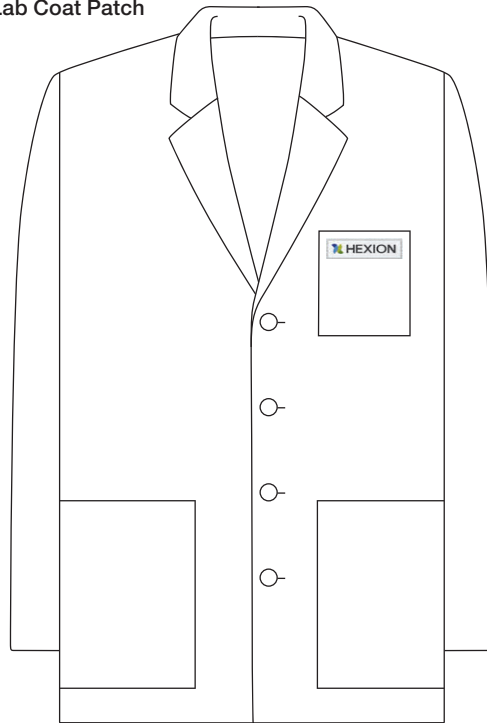
- The four-color plus black Hexion Corporate Logo on a White background is to be used on uniform patches and other sewn or embroidered applications (refer to page 3.6, Corporate Logo Color Requirements).
- When using any background color other than white, the Hexion Logo must be reproduced in all white or black only (refer to page 3.6, Corporate Logo Color Requirements).

***For questions or concerns, contact the Hexion Marketing Communications Department.***

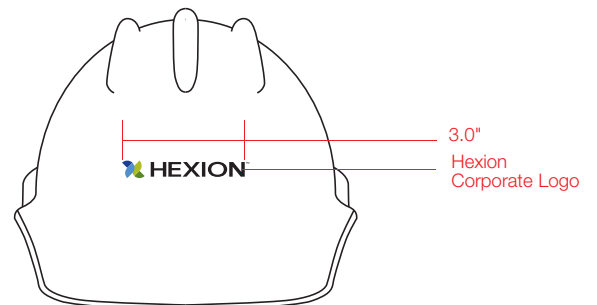
Uniform Patch – Embroidered



Lab Coat Patch



Hard Hat

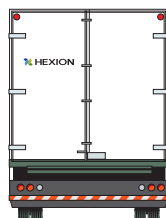
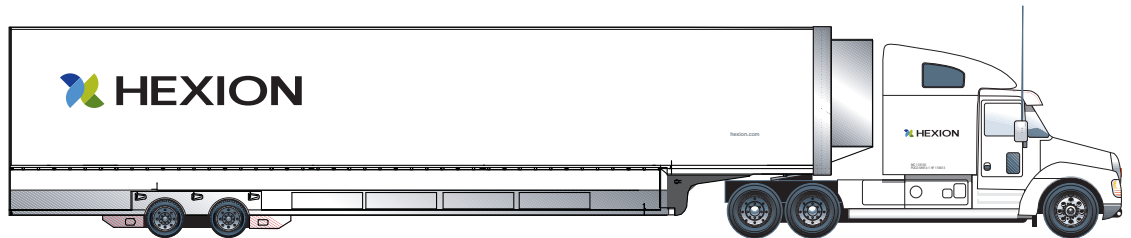
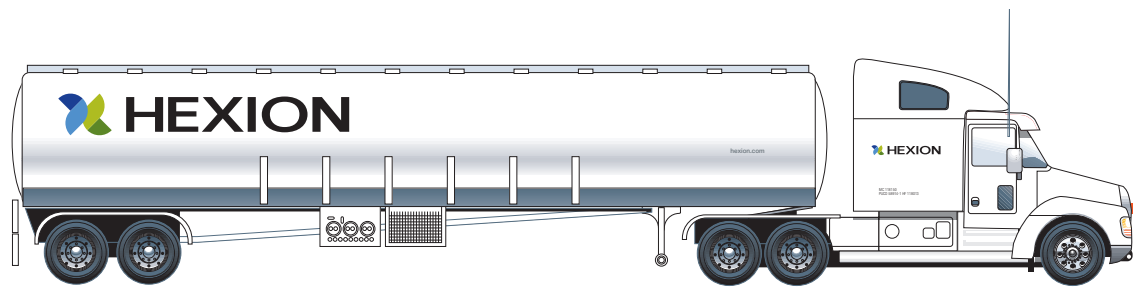


## Vehicle Graphics

The Hexion Corporate Logo is the appropriate logo configuration for all vehicles. Please use these examples as reference to determine the appropriate size for your particular vehicle application.

- The base color of all vehicles must be bright white for overall fleet consistency.
- Mandated state transportation information must be displayed away from the Hexion Corporate Logo as shown in the examples below.
- The Hexion Corporate Logo must be reproduced in a four-color process.
- The inclusion of the Web address: hexion.com is preferred but not required for all vehicles. When used, its preferred position is on the same baseline as the Hexion Corporate Logo, placed on the opposing side of the same common panel and printed in PANTONE 431 Gray.

***For questions or concerns, contact the Hexion Marketing Communications Department.***



***NOTE:*** On rear vehicle applications, do not split the Hexion Corporate Logo. For dual vertical cargo doors, reduce the logo to fit comfortably on one panel. For garage door types, enlarge and center; however, do not split the logo on a panel seam.

# Signage – Ground Mounted

Signage must use the Hexion Corporate Logo in the approved four-color logo “standard” (refer to page 3.6, Corporate Logo Color Requirements).

The face panels are satin-finish Bright White. The base panels are satin-finish PANTONE 431 Gray. A narrow matte Black band separates the face and base panels.

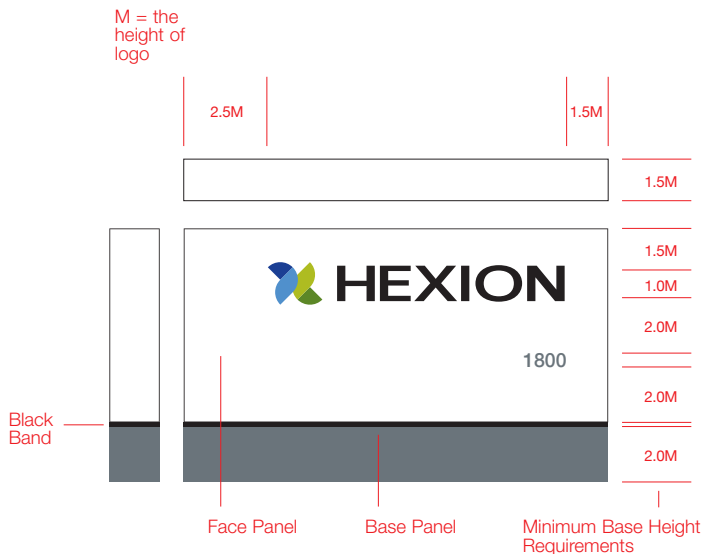
- Whenever possible, the face panel of these structures should be illuminated by internal or exterior lighting.
- Signage may be single- or double-sided based on location needs.

- Corporate signage may not include any Divisional or Business Unit names.
- Aluminum and/or plastic is the preferred surface material for face/base panels.
- Structure assembly should be designed to conceal mounting hardware from sight.
- Visible structural support legs or hanging signs are not permitted for free-standing ground applications. Where height is a requirement or advantageous, a pillar-mount option should be used. See the example below.
- While we are aware that structure size may be influenced by physical location and/or local code requirements, a 10-foot width is preferred for all ground-mounted applications.

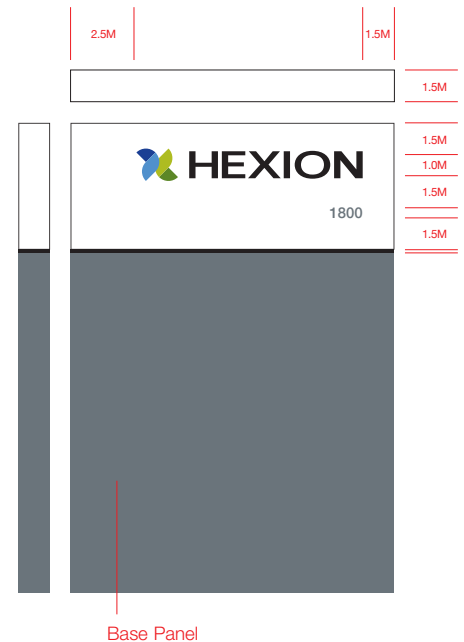
**NOTE:** The Isolation Area requirements for the Hexion Corporate Logo and address number will dictate the size proportions for the face panel, and that in turn will determine the size of all the remaining signage components.

**For questions or concerns, contact the Hexion Marketing Communications Department.**

**Free-Standing Structure**  
(Minimum Base Height Shown)



**Free-Standing Structure**  
(Pillar-Mount Base Option Shown)





## Signage – Facility Mounted

In situations where a ground sign is not appropriate, a sign may be mounted to the exterior of a facility.

Signage must use the Hexion Corporate Logo in the approved four-color logo “standard” (refer to page 3.6, Corporate Logo Color Requirements).

The face panels are satin-finish Bright White.

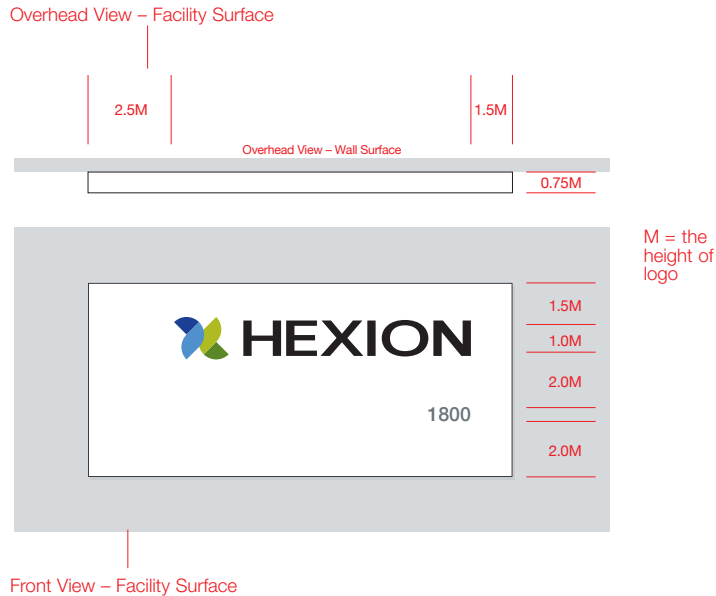
- Whenever possible, the face panel of these structures should be illuminated by internal or exterior lighting.
- Corporate signage may not include any Divisional or Business Unit names.
- Aluminum and/or plastic is the preferred surface material for face panels.
- Structure assembly should be designed to conceal mounting hardware from sight.

- While we are aware that structure size may be influenced by physical location and/or local code requirements, a 10-foot width is preferred for all ground-mounted applications.

**NOTE:** The Isolation Area requirements for the Hexion Corporate Logo and address number will dictate the size proportions for the face panel.

**For questions or concerns, contact the Hexion Marketing Communications Department.**

### Surface-Mount Structure



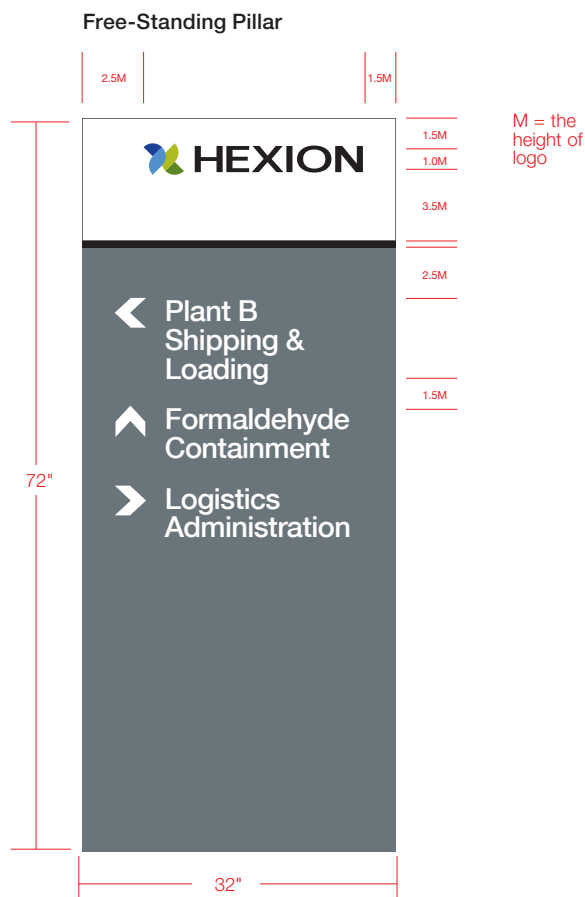
## Signage – Directional (Free-Standing)

Directional signage must use the Hexion Corporate Logo in the approved four-color logo “standard” (refer to page 3.6, Corporate Logo Color Requirements).

- A narrow band in a matte Black finish separates the face and base panels.
- Painted, flat-panel facings are acceptable for all directional applications.
- Signage may be single- or double-sided based on location needs.
- Directional copy is Helvetica Neue LT Std Med, 200 point with solid leading (200/200pt), and prints White on a satin-finish PANTONE 431 Gray base panel.
- To conserve space and ensure readability, content should always be as concise as possible.
- Face panels may not include any Divisional or Business Unit names.
- Aluminum and/or plastic is the preferred surface material for face/base panels.
- Structure assembly should be designed to conceal mounting hardware from sight.
- Visible structural support legs or hanging signs are not permitted on free-standing signage.
- While we are aware that structure size may be influenced by physical location, local code requirements and message content, the preferred dimensions for Free-Standing Pillar signage is 30"w x 72"h x 2.75"d.

**NOTE:** In all directional signage applications, the Isolation Area requirements for the Hexion Corporate Logo will dictate the size proportions for the face panel.

**For questions or concerns, contact the Hexion Marketing Communications Department.**



## Signage – Directional (Surface Mount)

Surface-mounted directional signage must use the Hexion Corporate Logo in the approved four-color logo “standard” (refer to page 3.6, Corporate Logo Color Requirements).

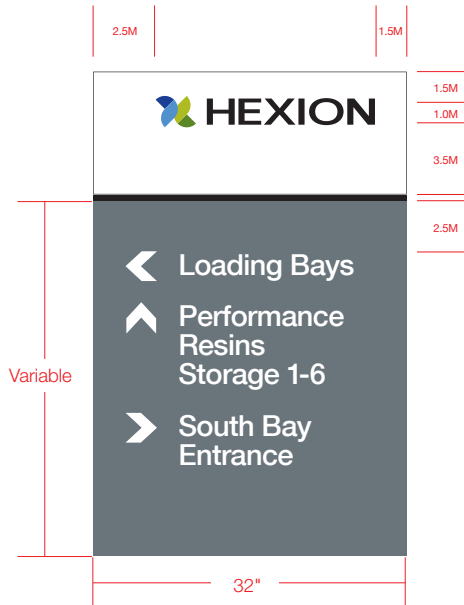
- A narrow band in a matte Black finish separates the face and base panels.
- Painted, flat-panel facings are acceptable for all directional applications.
- Directional copy is Helvetica Neue LT Std Med, 200 point with solid leading (200/200pt), and prints White on a satin-finish PANTONE 431 Gray base panel. Exceptions to this standard must be approved by Hexion Marketing Communications Department.

- Face panels may not include any Divisional or Business Unit names.
- Aluminum and/or plastic is the preferred surface material for face/base panels.
- Whenever possible, mounting system/hardware should be concealed from sight.
- While we are aware that structure size may be influenced by physical location, local code requirements and message content, the preferred dimensions for Surface Mounted signage is 30" width, with depth determined by the content.

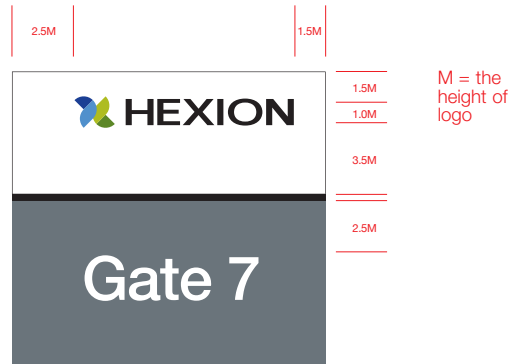
**NOTE:** In all directional signage applications, the Isolation Area requirements for the Hexion Corporate Logo will dictate the size proportions for the face panel.

**For questions or concerns, contact the Hexion Marketing Communications Department.**

Surface-Mounted – Directional



Surface-Mounted – Informational



**NOTE:** This example demonstrates an approved exception to the preferred type size requirements.

## Signage – Doors

### Interior/Exterior Door Signage

- These applications use the Hexion Corporate Logo.
- As always, the proper Isolation Area (see Section 3.4) must be applied when using the Hexion logo.
- In certain cases, additional information may be required (address, Business Unit, suite number, directional information, etc.). This information must be displayed in Helvetica Neue LT Std Lt (see example below).
- Informational text and graphics are aligned and flush left with the Hexion Corporate Logo. Be sure to maintain the appropriate Isolation Area around the text for optimum legibility.

- Most standard doors will accommodate the Hexion Corporate Logo at 13" in width. In cases where there are two entry doors, the logo and additional information must be placed on the right-side entry door.

### Glass/Transparent Doors

For these applications, the preferred logo color is white. The logo should be centered horizontally and positioned 60" from the floor (to baseline of logo).

### Wood/Metal Doors

For these applications, the standard three-color logo is the preferred choice, placed on a bright white background or panel. Use the required Isolation Area (see Section 3.4) as the minimum clear space when determining an appropriate panel size.

### Facility Directories

In facility directories, use references to Hexion in the body copy type style—do not use the Hexion logo or its configurations.

### Leaseholder Agreement/ Local Signage Codes

When necessary, check leaseholder agreements and local signage codes to ensure compliance with local restrictions and/or approval processes.

*For questions or concerns, contact the Hexion Marketing Communications Department.*



## Foundation Design Components – Introduction

The Hexion design system was developed to establish a unique and recognizable visual identity that sets itself apart from all others. When used consistently, it will form a strong, identifiable architecture that will be part of the overall Hexion brand.

One prominent characteristic of the design system is the tiled grid structure with radiused corners.

The system is flexible enough to accommodate multiple layers, or minimal elements. In addition, its architecture enables communication pieces to be grouped together to unify a specific campaign or a suite of literature.

The following mandatory Foundation Design Components form the base upon which all other design and content is layered:

Alignment Grid (for text)

- Tile Grid
- Tile Block
- White Space
- Typography
- Color Palette

With the addition of the following Support Design Components, when asymmetrically layered over the Alignment Grid, we can construct a strong grid-based composition that will be effective for all types of communication tools across the Hexion landscape:

- Tile and Feature Blocks
- Pinwheel Mark
- Pinwheel Wireline
- Photography



***For questions or concerns, contact the Hexion Marketing Communications Department.***

# Foundation Design Components – Alignment Grid

The Alignment Grid serves as the foundation for typographical elements that are placed on a page. The Alignment Grid—which has been customized for specific collateral items—is the starting point for any page layout. Its use ensures consistent placement and helps to create the visually distinct architecture unique to Hexion communications, while allowing for design flexibility.

**For questions or concerns, contact the Hexion Marketing Communications Department.**

## Alignment Grid Four-column grid (standard or A4)

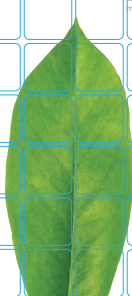

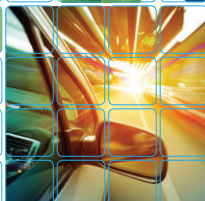

<p><b>Reducing Environmental Footprint</b></p> <p>Meeting the demand for improved environmental performance of today's autos is an ongoing challenge for supplier and manufacturer alike. With its commitment to reducing the environmental impact of its products in the value chain, Hexion is the materials supplier of choice.</p> <p>At Hexion, we strive to reduce the impact of our products along the value chain by producing more environmentally preferable products that enable reduced volatile organic compounds (VOCs), lower embodied energy and consumption, and improved end-of-life impacts without compromising manufacturability.</p> 	<p><b>Lower Environmental Impact: Demanded, Delivered</b></p> <p>In addition to helping auto manufacturers improve fuel efficiency through lightweighting materials, Hexion offers materials that are helping OEMs meet emissions and energy consumption targets. Hexion has taken a leadership role in producing resin technologies with lower emissions under today's fast cure cycle times. From lowering VOCs in resin systems to enabling low temperature cure coating systems, Hexion continues to deliver materials that help manufacturers reach sustainability goals. In addition, Hexion materials can provide lower VOCs from finished parts, thus helping to improve the completed vehicle's interior air quality.</p> <p><b>Tires</b></p> <p>Hexion's NXT silane additives are formulated to improve the wet traction of low rolling resistance tires, resulting in a better driving experience while enhancing fuel efficiency. Lower VOC NXT silane additives also can help tire manufacturers reduce ethanol emissions during manufacture by more than 80 percent. In addition, NXT silanes help increase production efficiency for tire manufacturers through improved silica dispersion, faster mixing, and faster processing.</p> <p><b>Composites</b></p> <p>Thermoset composites contribute to vehicle weight savings and fuel economy improvements during vehicle life. Recycling methods for thermoset composites exist that meet the EU Waste Frame Work Directive (Directive 2008/98/EC) and the End-of-Life of Vehicles Directive (Directive 2000/53/EC).</p> <p><b>Interior</b></p> <p>Hexion's NNAK™ additives are used in modified foam for automotive seating and for polyurethane based headliners, headrests, dashboards, and noise dampers. NNAK™ additives offer reduced VOC emissions, less fogging, and enhanced processing characteristics, while helping to reduce foam weight.</p> <p><b>Other Technologies</b></p> <p>Hexion offers a broad range of products that help reduce or eliminate VOCs in high performance automotive electrocoat coatings, primers, and clear coats.</p> <p><b>As a global leader in the chemical industry, Hexion believes in responsible stewardship of our assets, our products, and the environment. Key tenets of our environmental and sustainability initiatives include:</b></p> <p><b>EXCELLENCE IN SAFETY, HEALTH, AND ENVIRONMENTAL PROTECTION</b></p> <p>Hexion's people strive to operate efficiently and create a safe environment for ourselves, our customers, and our global communities.</p> <p><b>INNOVATIONS THAT IMPROVE THE QUALITY OF LIFE, SUSTAINABLY</b></p> <p>Hexion is committed to advancing technologies for the future. Investing innovative, high-performance, sustainable technologies that enable our customers to deliver efficient, renewable, environmentally suitable end-products.</p> <p><b>CORPORATE RESPONSIBILITY</b></p> <p>We are keenly aware of our interdependence with the world around us. We advocate for sound science and we support value-added projects that benefit our local communities.</p> 
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# Foundation Design Components – Tile Grid

The Tile Grid serves as the foundation for all Tile Block graphic elements that are placed on a page. The Tile Grid—which has been customized for specific collateral items—is used in collaboration with the Alignment Grid for any page layout.

**For questions or concerns, contact the Hexion Marketing Communications Department.**

## Tile Grid Standard and A4

<h3>Reducing Environmental Footprint</h3> <p>Meeting the demand for improved environmental performance of today's autos is an ongoing challenge for supplier and manufacturer alike. With its commitment to reducing the environmental impact of its products in the value chain, Hexion is the materials supplier of choice.</p>    										<table border="1"> <tr> <td> <p><b>Lower Environmental Impact: Demanded, Delivered</b></p> <p>Additional manufacturers improve fuel efficiency through lightweighting materials. Hexion offers <b>nanotechnology</b> solutions that reduce emissions and energy consumption targets. Hexion has taken a leadership role in developing <b>nanotechnology</b> solutions for lower emissions under today's last cure cycle times. From lowering VOCs in resin systems to <b>nanotechnology</b> life coating systems, Hexion continues to deliver materials that help manufacturers reach sustainability goals. In addition, Hexion can provide lower VOCs from finished parts, thus helping to improve the completed vehicle's interior air quality.</p> </td> <td> <p><b>Tires</b></p> <p>Hexion's NXT additive is formulated to improve the traction performance of tires, resulting in a better driving experience while enhancing fuel efficiency. Lower VOC NPHT silane additives also help reduce ethanol emissions during manufacture by more than 80 percent. In addition, NPHT silanes help increase adhesion between tire manufacturers through improved silane dispersion, faster mixing and faster curing.</p> </td> <td> <p><b>Interior</b></p> <p>Hexion's NAK additive is used in foams for automotive seating and dashboards, and noise dampers. NAK additives offer reduced VOC emissions, fast curing characteristics, while helping to reduce foam weight.</p> </td> <td> <p><b>Other Technologies</b></p> <p>Hexion offers a broad range of products that help reduce or eliminate VOC emissions. Automotive electrocoat coatings, primers, and clear coats.</p> </td> </tr> <tr> <td> <p><b>Composites</b></p> <p>Thermoset composites contribute to vehicle weight savings and performance improvements using recycled materials. Recycling methods for thermoset composites are being developed.</p> </td> <td> <p><b>Waste From Operations</b></p> <p>Waste From Operations Directive (Directive 2008/98/EC) and the End-of-Life of Vehicles Directive (Directive 2000/53/EC).</p> </td> <td> <p><b>EXCELLENCE IN SAFETY, HEALTH, AND ENVIRONMENTAL PROTECTION</b></p> <p>Hexion's products are safe for our customers, our employees, and our environment. Hexion is committed to providing safe, high-performance, sustainable products.</p> </td> <td> <p><b>INNOVATIONS THAT IMPROVE THE QUALITY OF LIFE, SUSTAINABLY</b></p> <p>We are keenly aware of our responsibility to the world around us. 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# Foundation Design Components – White Space

White Space refers to areas void of graphic components or patterns, shading, typography and imagery. It allows elements of the Hexion Design System to exist upon a clean, white background. Use of White Space is key to a properly balanced Hexion composition.

**Applications:**

- A consistent ratio must be achieved between White Space and content to ensure continuity of the Hexion Design System for literature.

**MINIMUM WHITE SPACE OBJECTIVE: 35 percent White Space to 65 percent content.**

**Note:** While 35 percent White Space is the minimum objective, a larger percentage of “well-balanced white space” can be very effective and is encouraged.

- White Space for the Hexion Design System works primarily as the framing device in the margin areas of page spreads and ads.

White Space usage is demonstrated throughout application examples in Sections 6.15–6.19.

**System Built on White Space**

Do not clutter compositions by over use of the Support Design Components. Your design goal is to enhance the messaging while creating visual simplicity. The effective use of White Space within the Alignment Grid and optional design components determines the success of a design.

*For questions or concerns, contact the Hexion Marketing Communications Department.*

**White Space Example**

### Improving Performance

Since the inception of the automotive industry, Hexion has supplied original equipment manufacturers with the technologies and specialty engineered materials systems to make both evolutionary and revolutionary improvements in cars.

Today, Hexion's industry specialists work closely with auto manufacturers and their suppliers to develop materials that solve complex engineering challenges and enable lighter weight, higher performing cars with lower environmental impact throughout their life cycle.

**Performance: Demanded, and Delivered**

Hexion's engineered materials help automotive manufacturers meet the demanding performance requirements of today's automobiles. Whether the need is for resistance to chemicals, heat, UV light, weather or wear, Momentive has the technologies and materials to help. Some examples:

**Powertrain and Underhood**

**BAKULITE®** engineering thermoset compounds are used to produce high performance water, oil and vacuum pumps, pulleys, and housings that provide outstanding chemical, heat and wear resistance. Parts can be injection or compression molded with **BAKULITE®** engineering thermosets, and feature dimensional stability at elevated temperatures and outstanding fatigue properties.

**SILOPREN®** silicone elastomers are used to produce reliable seals in electrical connectors, spark plug boots, turbocharging systems and other underhood part applications that require resistance to heat and automotive fluids.

**Lighting**

**SILOPREN®** Liquid Silicone Rubber, designed for cost effective, high volume production in fully automated injection molding, can serve as a replacement for glass and transparent thermoplastics in high power LED lighting.

**SIFORT®** UV curable hardcoats provide superior resistance against abrasion, chemical damage and degradation caused by UV radiation in polycarbonate forward lighting applications.

**CoolFlow®** boron nitride fillers, and **CoolFX®** hybrid fillers for thermally conductive plastics are used in LED lighting and other applications for improved heat management, increasing the thermal conductivity of thermoplastics, yet allowing them to retain electrical resistance and remain suitable for injection molding.

**Other Performance Applications**

Momentive's proven technologies extend into many other performance applications. Its phenolic resin systems are widely used in friction applications in brakes and clutches, while its epoxy resin systems can be found in drivetrain components and LPG and hydrogen fuel tanks. Whatever performance characteristics needed in your finished part, chances are Momentive has an advanced material to meet your requirements.

Phenolic injection moldable thermoset resins for chemical, heat and wear resistance

Silicone elastomers for heat resistant electronics

Silicone hardcoats for UV and scratch resistance

Boron nitride fillers for improved thermal management

Epoxy resin systems for strength and durability



## Foundation Design Components – Typography

Hexion has defined Adobe® Helvetica Neue OpenType™ face as its typeface for design applications. Consistent use is key in creating the Momentive visual architecture and building brand equity for Hexion.

### Applications:

- In cases where Helvetica Neue is not available, such as PowerPoint® and Microsoft® Word documents, Arial or Helvetica may be used as substitute typefaces.
- Flush left alignment is preferred for text.
- Bullets reside within the text column.
- Make certain typography is legible (especially when combined with other design components).

*For questions or concerns,  
contact the Hexion Marketing  
Communications Department.*

**Adobe Helvetica Neue LT Std/Pro**

**45 Helvetica Neue Light**

**46 *Helvetica Neue Light Italic***

**55 Helvetica Neue Roman**

**56 *Helvetica Neue Roman Italic***

**65 Helvetica Neue Medium**

**66 *Helvetica Neue Medium Italic***

**75 Helvetica Neue Bold**

**76 *Helvetica Neue Bold Italic***

**85 Helvetica Neue Heavy**

**85 *Helvetica Neue Heavy Italic***

**95 Helvetica Neue Black**

**95 *Helvetica Neue Black Italic***

## Foundation Design Components – Color Palette

A set of colors has been defined to best complement the Hexion identity and to visually express the brand. Each color formulation has been provided in Pantone®, CMYK and RGB formats. Using these formulas ensures color consistency across a variety of media.

**Foundation Colors** are the primary hues used in large fields across all communications. A background field may use a full-bleed of Pantone 431, black or white.

**Neutral Colors** are the secondary hues and may be used selectively as background fields. However, care should be taken not to exceed more than 60% of the visual page using these colors independently or collectively.

**Accent Colors** are used as visual accents and must not be applied in large proportions. No more than 10% of the visual page may be covered with an Accent Color.

**NOTE:** *The formulas given in this guide may differ slightly from your printer's output. Please manage the 4/C match so it is color correct.*

For questions or concerns, contact the Hexion Marketing Communications Department.

### Foundation Colors



**PANTONE 279**  
CMYK: 68/34/0/0  
RGB: 75/146/219



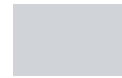
**PANTONE 431**  
CMYK: 11/11/0/64  
RGB: 94/106/113



**PANTONE 430**  
CMYK: 5/0/0/45  
RGB: 129/138/143



**PANTONE 429**  
CMYK: 3/0/0/32  
RGB: 165/172/175



**PANTONE 428**  
CMYK: 2/0/0/18  
RGB: 195/200/200

### Neutrals



**PANTONE 2707**  
CMYK: 17/6/0/0  
RGB: 197/215/235



**PANTONE 5595**  
CMYK: 7/0/8/7  
RGB: 203/217/209



**PANTONE 614**  
CMYK: 0/0/20/4  
RGB: 225/222/174



**PANTONE 4525**  
CMYK: 0/7/39/17  
RGB: 198/188/137

### Accents



**PANTONE 534**  
CMYK: 100/80/30/5  
RGB: 38/63/106



**PANTONE 145**  
CMYK: 0/47/100/8  
RGB: 202/119/0



**PANTONE 667**  
CMYK: 52/49/0/14  
RGB: 120/101/146



**PANTONE 7406**  
CMYK: 0/18/100/0  
RGB: 235/183/0



**PANTONE 7418**  
CMYK: 0/70/60/5  
RGB: 194/77/82



**PANTONE 583**  
CMYK: 23/0/100/17  
RGB: 168/180/0



**PANTONE 7458**  
CMYK: 40/0/5/6  
RGB: 114/181/204



**PANTONE 561**  
CMYK: 85/0/54/52  
RGB: 23/94/84



**PANTONE 1675**  
CMYK: 0/67/100/28  
RGB: 163/63/31



**PANTONE 262**  
CMYK: 45/100/0/55  
RGB: 83/40/79



**PANTONE 117**  
CMYK: 0/18/100/15  
RGB: 199/153/0



**PANTONE 1815**  
CMYK: 0/90/100/51  
RGB: 120/35/39



**PANTONE 576**  
CMYK: 49/0/100/39  
RGB: 105/146/58



**PANTONE 653**  
CMYK: 100/62/0/20  
RGB: 33/87/138



**PANTONE Blue 072**  
CMYK: 100/97/3/3  
RGB: 0/15/159



**PANTONE 285**  
CMYK: 91/52/0/0  
RGB: 0/113/206

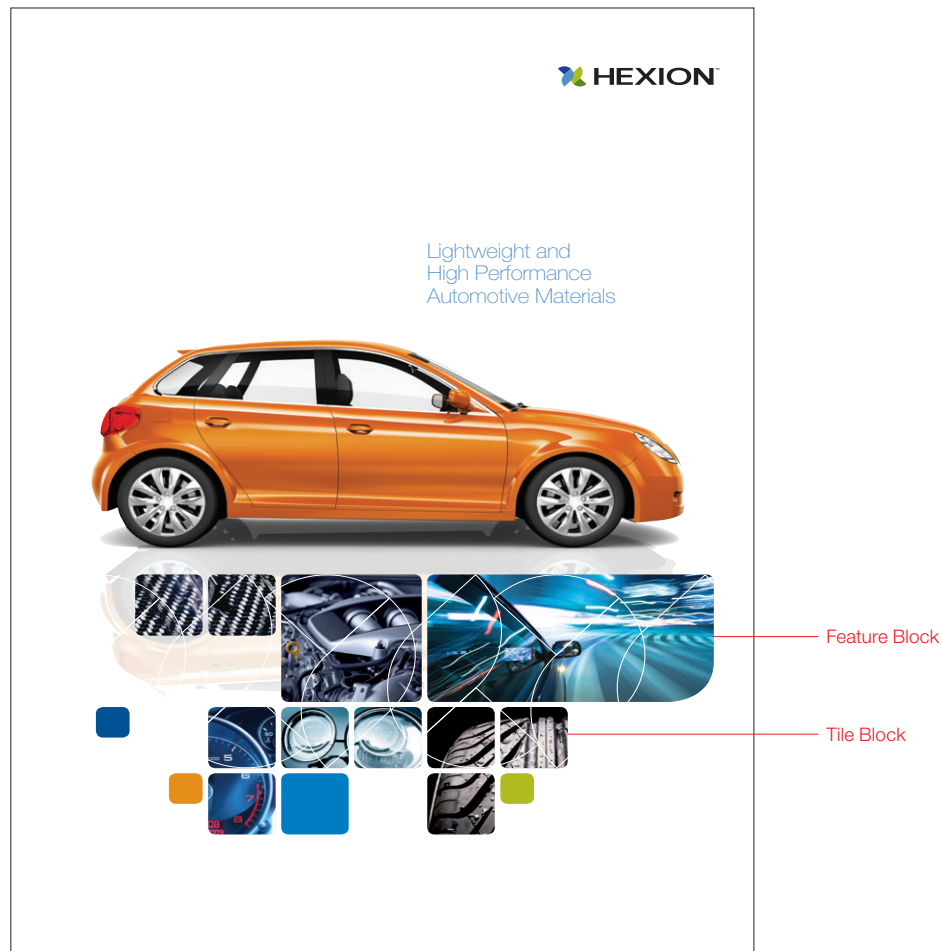
## Support Design Components – Tile Blocks and Feature Blocks

The **Tile Block** is a primary design feature comprised of a square based upon the Tile Grid. The corner radius is established from the template and must not be modified or changed. It is preferred that the designer use common sized squares from the grid and not use too many different sizes for a composition. Blocks may take the form of rectangles too. Simplicity of composition will be the signature style of Hexion communication tools. Images may be placed within the Tile Blocks in a variety of styles illustrated in this document.

The **Feature Block** design element is used to accent the composition and highlights a particular image or feature application of a product or service. The defining characteristic of the Feature Block is the large, singular radius corner. It must be used sparingly and the large radius should not interact with other, smaller radius tiles. This system's sophistication will rely on a balance of tiles to convey a grid structure and to present complementary radius interactions.

Do not use square corners and radius corners in an adjacent placement.

*For questions or concerns, contact the Hexion Marketing Communications Department.*



## Support Design Components – Pinwheel Mark

The “Pinwheel Mark” is our unique symbol, from the Hexion Corporate Logo. Use this description when referring to this design component with suppliers and colleagues. Over time, the Pinwheel Mark will have the ability to stand alone as a unique and recognizable representation of the Hexion brand.

Initially, as the Pinwheel Mark’s role is further defined, all usages must be pre-approved by the Hexion Marketing Communications Department.

### The Pinwheel Mark

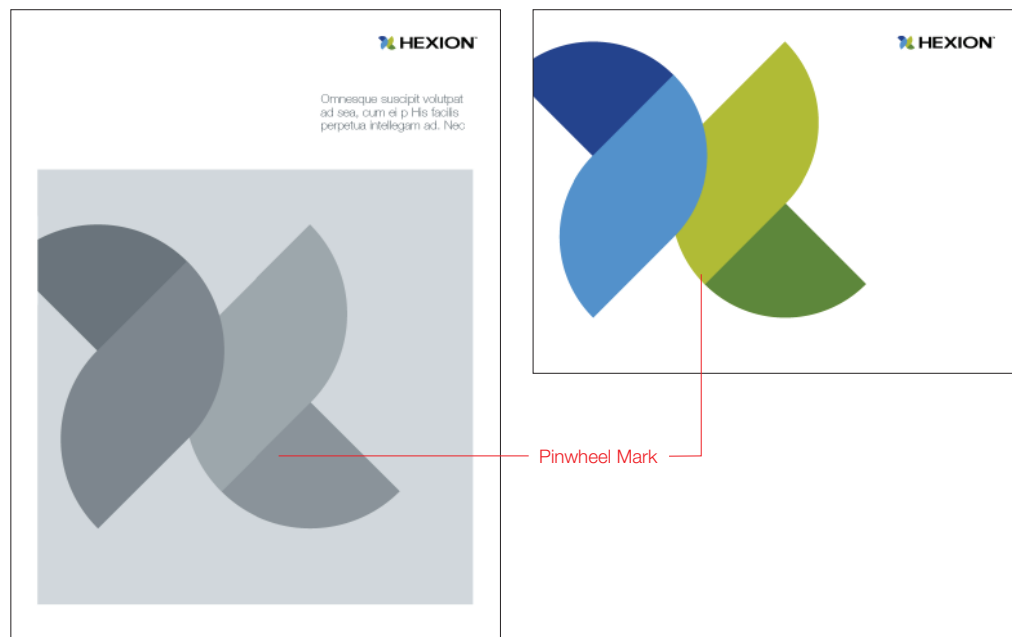
The Pinwheel Mark is designed primarily for use as a graphic background element applied as an oversized, unencumbered image for applications such as trade show displays, posters, banners and brochure covers.

The Pinwheel Mark should be an isolated graphic with no overlapping elements.

The Pinwheel Mark may be used alone when the intent is to represent the Hexion brand, however, the Hexion Corporate Logo must appear elsewhere within the composition.

Special cropping requirements have been established for use when placing the Pinwheel Mark inside a panel or beyond a trim edge (see page 6.9)

**For questions or concerns, contact the Hexion Marketing Communications Department.**



## Support Design Components – The Pinwheel Mark Cropping

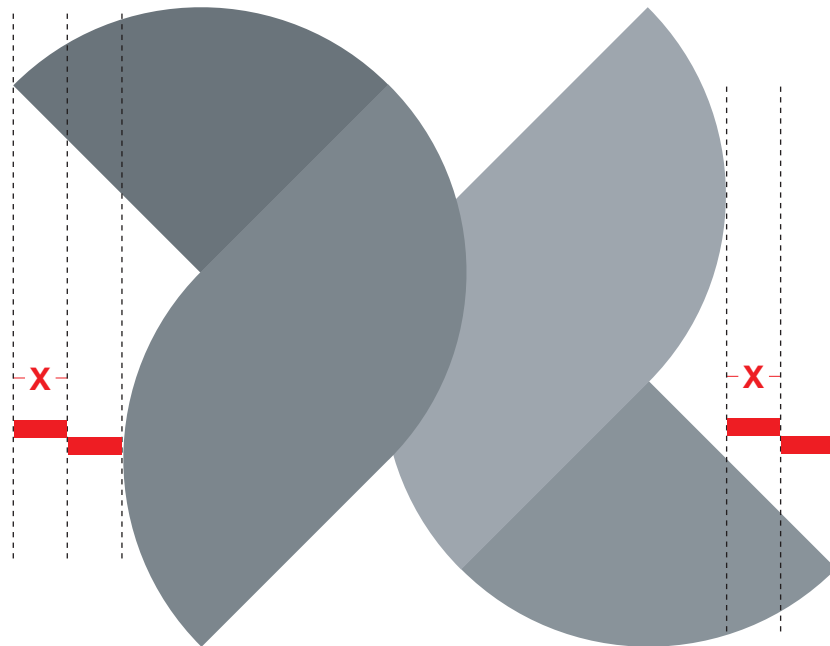
The “Pinwheel Mark” may be cropped at the left or right edge only of the structure/surface on which it appears or by the bottom edge of a graphic in which it is placed. This is the only acceptable cropping of the Pinwheel Mark. Because of the unique design of the Pinwheel Mark, any other cropping would compromise the integrity of the mark.

It is acceptable to use the Pinwheel Mark without any cropping, showing it in entirety. The limitations for cropping shown on this page are the only acceptable configurations.

The X measurement equals half the distance between the upper and lower side “leaf” shape of the Pinwheel Mark as shown and is used to determine the position of the crop.

The top and bottom edge of the Pinwheel Mark may be tangent to the edge of a surface or panel, but may not be cropped.

***For questions or concerns, contact the Hexion Marketing Communications Department.***

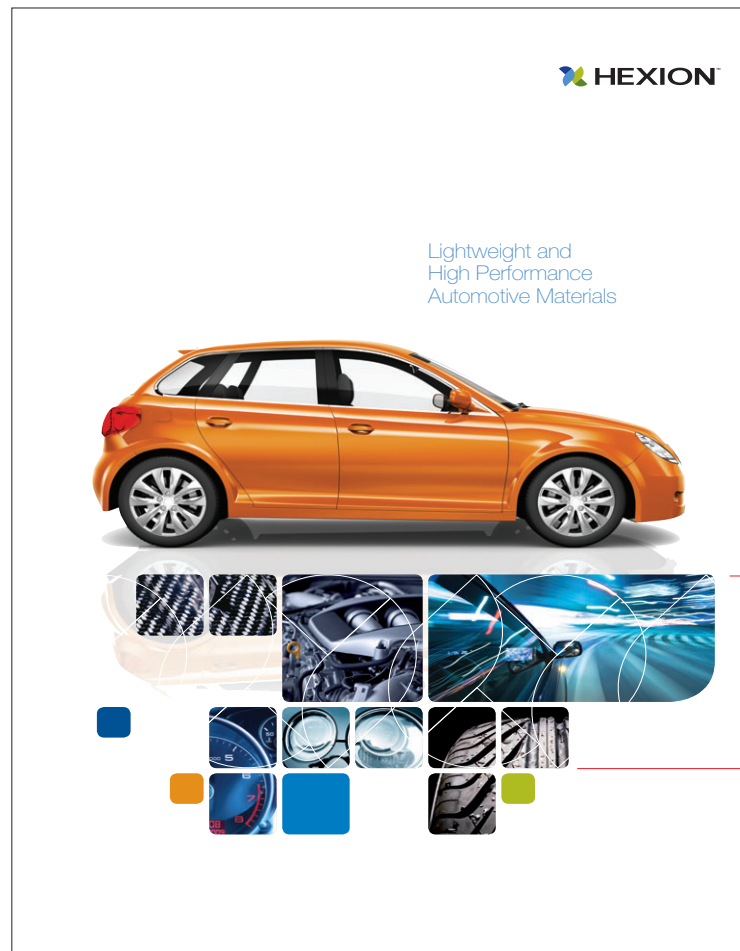


## Support Design Components – Pinwheel Wirelines

The Pinwheel Wireline artwork is a continuous band of line art created by outlining the Pinwheel Mark and repeating the symbol side-by-side.

- The Pinwheel Wireline artwork must only be used in its proper scale—equivalent to 3–4 tiles high (see page 6.3). It may be cropped in width, but never top to bottom. It must only be placed as a horizontal accent, and may be used as a layered element, reversing to white from a photographic image or color tile block.
- In printed collateral, the Pinwheel Wireline must always use a 1 pt. line weight. When used in larger applications, such as posters or trade show panels, the Pinwheel Wireline must scale appropriately based on other design elements.
- The Pinwheel Wireline artwork must be used sparingly—typically once per composition. It cannot be overlapped to create additional patterns.
- The Pinwheel Wireline may bleed off the page or butt to other images to create visual tension.

***For questions or concerns, contact the Hexion Marketing Communications Department.***



Pinwheel Wireline  
Scale = 3–4 Tiles High

# Support Design Components – Photography

The design system incorporates and encourages the use of photography as a key visual anchor around which many of the design system components are tied. With the wide range of image usage, subject matter and global applications, Hexion has and continues to create, collect and build its Photography Library. This Photography Library is managed and maintained by the Hexion Marketing Communications Department and requests for images must be made through Marcom in order to ensure proper usage rights and credits.

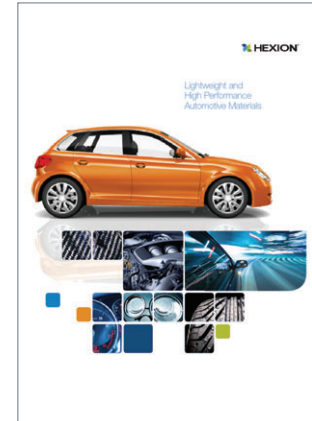
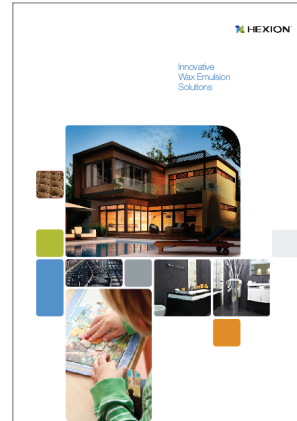
*For questions or concerns,  
contact the Hexion Marketing  
Communications Department.*



# Marketing Collateral – Tier 1 Examples

For more detailed information on Hexion's literature tiers, please contact the Hexion Marketing Communications Department.

## Industry/Market Brochures



## Brand Brochures







# Marketing Collateral – Tier 3 Examples

For more detailed information on Hexion’s literature tiers, please contact the Hexion Marketing Communications Department.

## Safe Handling Guidelines

**Safe Handling Guidelines**

**Formaldehyde**



**Summary of Safe Handling Guidelines**

The following guidelines are to be followed when working with Hexion’s Specialty Resin, Epoxy Resins and Epoxy Resin Solutions. Local conditions may require additional precautions. These guidelines are intended as a minimum requirement and do not constitute a substitute for applicable regulatory requirements, such as those published in OSHA’s Safety Data Sheet (SDS) and other applicable regulations.

Safe handling of Hexion’s Specialty Resin, Epoxy Resins and Epoxy Resin Solutions involves the use of appropriate personal protective equipment. The guidelines below the header production you should consult with Hexion’s Safety Department. Please consult your local regulatory requirements for Hexion’s Specialty Resin, Epoxy Resins and Epoxy Resin Solutions for specific regulatory requirements.

**Introduction**

All the hexion products of Hexion’s Specialty Resin, Epoxy Resins and Epoxy Resin Solutions, Hexion’s Specialty Resin, Epoxy Resins and Epoxy Resin Solutions are intended for use in the production of epoxy resin systems. Hexion’s Specialty Resin, Epoxy Resins and Epoxy Resin Solutions are intended for use in the production of epoxy resin systems. Hexion’s Specialty Resin, Epoxy Resins and Epoxy Resin Solutions are intended for use in the production of epoxy resin systems. Hexion’s Specialty Resin, Epoxy Resins and Epoxy Resin Solutions are intended for use in the production of epoxy resin systems.

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**Safe Handling Guidelines**

**Handling Epoxy Resins and Curing Agents**



**Summary of Safe Handling Guidelines**

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**Safe Handling Guidelines**

**Facilities for Storage and Handling of EPON® Resins, EPON Resin Solutions and EPONOL® Resins**



**Summary of Safe Handling Guidelines**

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## White Paper

**White Paper**



**Efficiency breakthrough in rotor blades: new epoxy systems enable direct infusion (no prepreg) of thick carbon fiber structures**

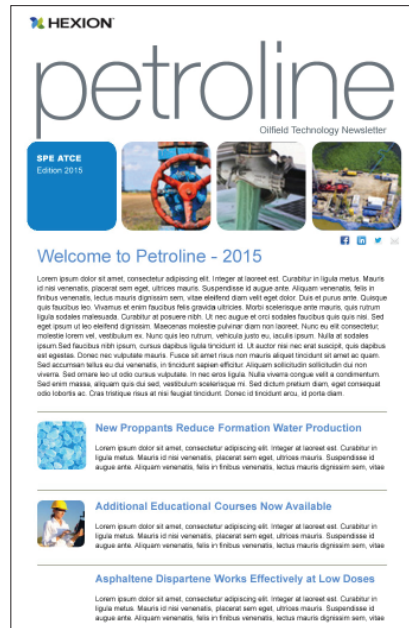
Christoph Schwan  
Marketing Specialist/Chemical Sales  
Chemical Sales

# Marketing Collateral – Additional Applications

## Internal E-newsletter



## External E-newsletter



# Web Banners


Web banner formats for the Hexion Corporate website and related sites must follow the Tile Block system illustrated below.

 <p>Advanced Resins for Composite Manufacturing</p>		 <p>Click here to learn more &gt;</p>
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	<p>Taking Coatings to the Next Level</p>	<p>CHINACOAT 2015 12.3-5, Guangzhou, China</p>	
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 <p>Longer Blades. Larger Turbines. Lower Costs.</p> <p>Click to learn about the latest rotor blade technology from Hexion.</p>	
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	<p>Learn more at our Petroline website</p>	<p>Videos Webinars Newsletters Product information</p>	<p>petroline.com</p>
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	<p>Learn more about our new product offerings</p>	<p>Performance Additives Production Chemicals Hydrogen Sulfide Scavengers</p>
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