

Brand Identity Guidelines

Contents

You can access all chapters from this page.
Click or tap a specific page to start with.

Our brand

The Borealis brand stands for progress. It is continuously finding new ways to change the world for the better. This is why we're shifting towards a more human brand. The brand (identity) of Borealis is a valuable asset in this process and a tangible expression of the business for the people.



Our brand

Our purpose

Our shared group purpose expresses why we exist as a business and provides us all with the motivation of getting up each morning to come to work. Our shared belief guides each of us in our contributions to society.

We want to help everyone use and consume resources in a mindful, more sustainable way. By constantly re-thinking, re-inventing and re-designing our products, services and solutions, we can create a better, more sustainable life for everyone.



Re-inventing essentials for sustainable living

Our brand

Our tagline



Keep Discovering

'Keep' represents our long corporate history and commitment to lasting relationships.

'Discovering' encapsulates innovation and re-thinking the status quo.

'Keep Discovering' captures our mindset: Open-minded and curious, we are always striving to find better, more sustainable solutions.

It reflects our can-do-attitude. We are leading the movement for progress. We will never settle for anything less than excellence. Performance will never trump sustainability.

It is a call to action and warm invitation to join our journey as we find solutions together to the challenges we face – as an industry, and as a society.

Our brand

Our brand expression

Having a consistent looking brand is very important – but so is ensuring that we always evoke the same feeling across all touch points.

Experience principles

Any time people are attending events or trade shows, reading our communication, experiencing our products and services, or visiting our website, we want it to feel uniquely Borealis.

Our experience principles help us ensure that our target audience walks away with the same feeling whenever they come into contact with our brand.

Ultimately, these guiding principles define and strengthen our brand profile and brand reputation – in other words: how we are perceived by others.

We want our target audience to feel ...

Like our shared passion can lead a movement for positive change

Like a welcome and equal partner in an open-minded, collaborative effort

Well understood and cared for

Confident and empowered to make informed decisions with a lasting impact

Inspired to find fresh ideas and develop creative solutions

We're creating experiences that ...

Engage people by hearing what they have to say, making it easy for them to **join the movement and take action**

Seek and build meaningful relationships between all stakeholders along the value chain, from consumers and start-ups to big brand owners

Provide platforms that **encourage people to speak, listen and be heard** in a dedicated effort to anticipate and respond to people's individual needs

Provide stakeholders with **clear, concise and transparent information** that they can put to good use

Constantly inspire new thinking and provide **new impulses that shift perceptions**, changing (consumer) behaviour for the better

So we are perceived as ...

Committed

Collaborative

Considerate

Conscious

Curious

Our brand

Brand on a page

Our strategic foundation defines how we present our brand to the world.

These aspects define our brand expression, setting the direction for all brand activities and communication.

We need to implement them consistently. This is essential for us to be perceived as an authentic, approachable and trustworthy brand.

Our purpose

Driven by our shared belief, that ...
Re-inventing essentials for sustainable living,



... our ambition is to be ...

Our business ambition

A leader in advanced and sustainable chemicals and materials solutions



... by becoming ...

Our brand ambition

The most trusted and human brand spearheading the **transformation to become circular in plastic and in carbon.**



Thus, we're creating experiences that ...

Thus, we need to behave like this ...

Our brand expression

- ... empower to act (Committed)
- ... foster long lasting relationships (Collaborative)
- ... empathise, cater to individual needs (Considerate)
- ... enable informed – thus conscious – decisions (Conscious)
- ... inspire new thinking and give new impulses (Curious)

- Responsible
- Respect
- Exceed
- Nimblicity™



Ultimately, our mindset is conveyed through:

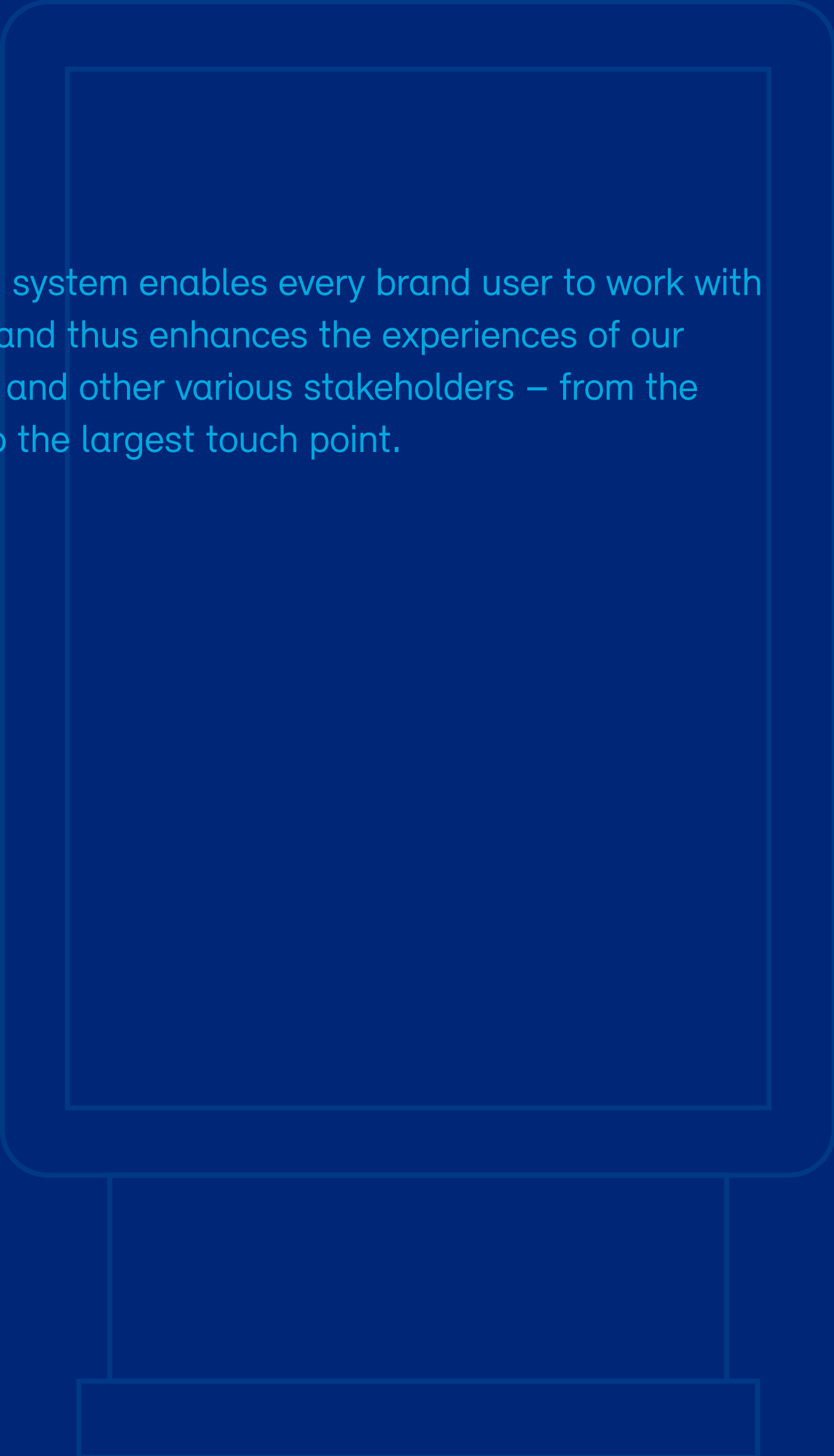
Our tagline

Keep Discovering

Brand identity



Our design system enables every brand user to work with our brand and thus enhances the experiences of our customers and other various stakeholders – from the smallest to the largest touch point.



Brand identity

Design philosophy

With our company's growth and new direction, we need a brand identity that reflects our brand ambition and personality. It should also be efficient, flexible across applications and capable of presenting consistent content to a global audience.

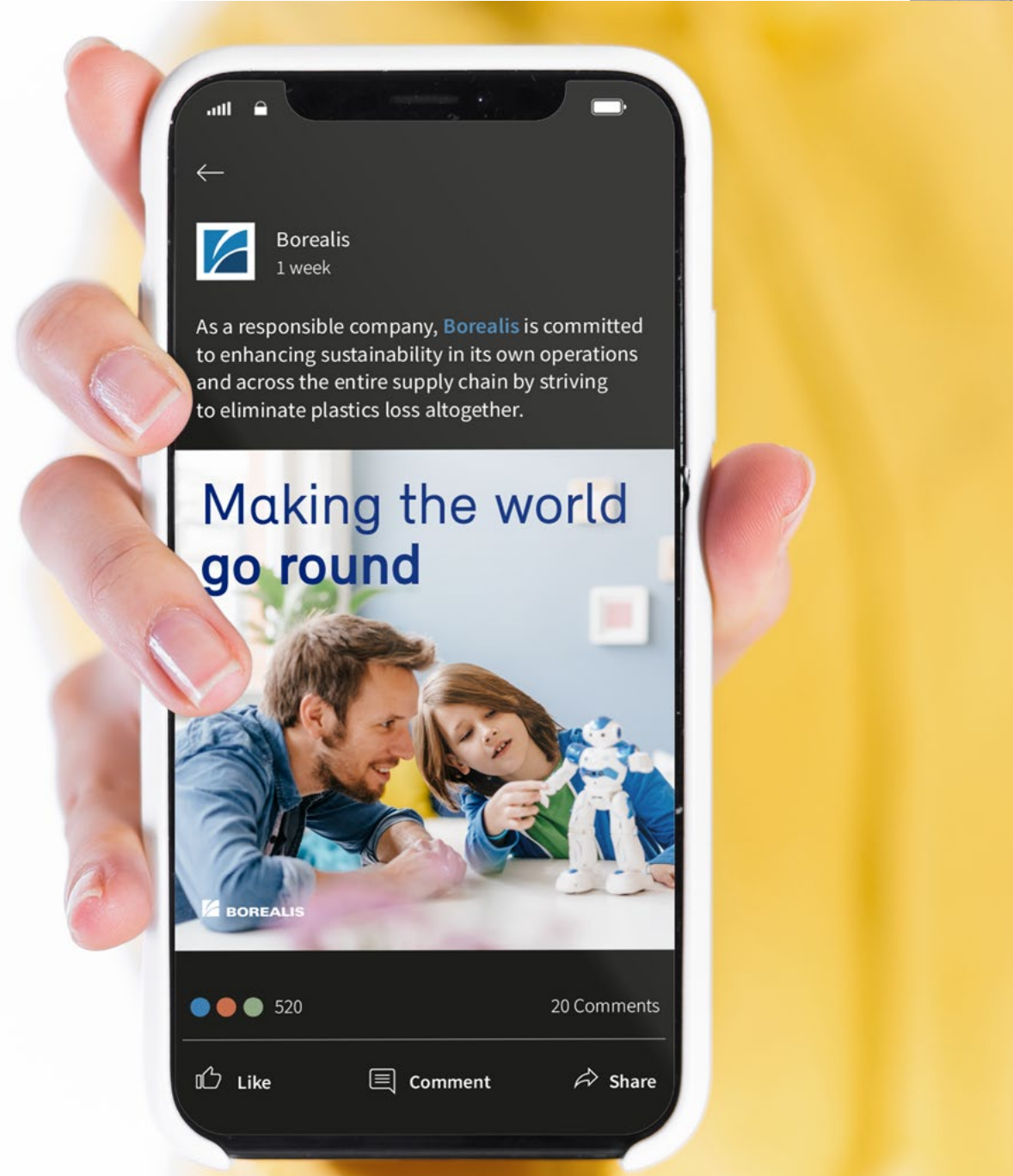
Our visual approach brings two contrasting elements together, which is key to bringing our Borealis brand to life. This duality is our basis. It is reflected in our core elements, such as colour, layout and typography.

Blue is our signature asset – Using our brand colours as a 'blue thread' creates identification across all touch points.



Brand identity

Look and feel



Layout

This is a headline

Every touch point can be designed to suit its communication purpose, whether it is a digital application or a print medium.

Our layout system can be used flexibly with simple rules – without losing consistency.

This is a headline

This is a headline

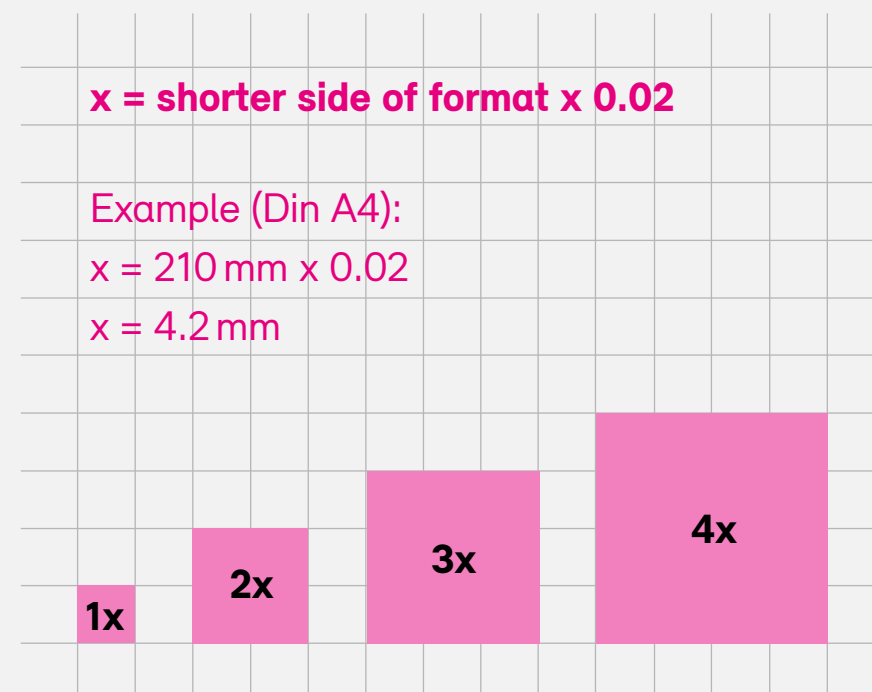
Layout

Base unit

Our modular design system takes the work out of creating strong layouts for a variety of purposes. Defining a uniform base unit provides a certain flexibility in arranging content while ensuring that the overall proportions are consistent across all media.

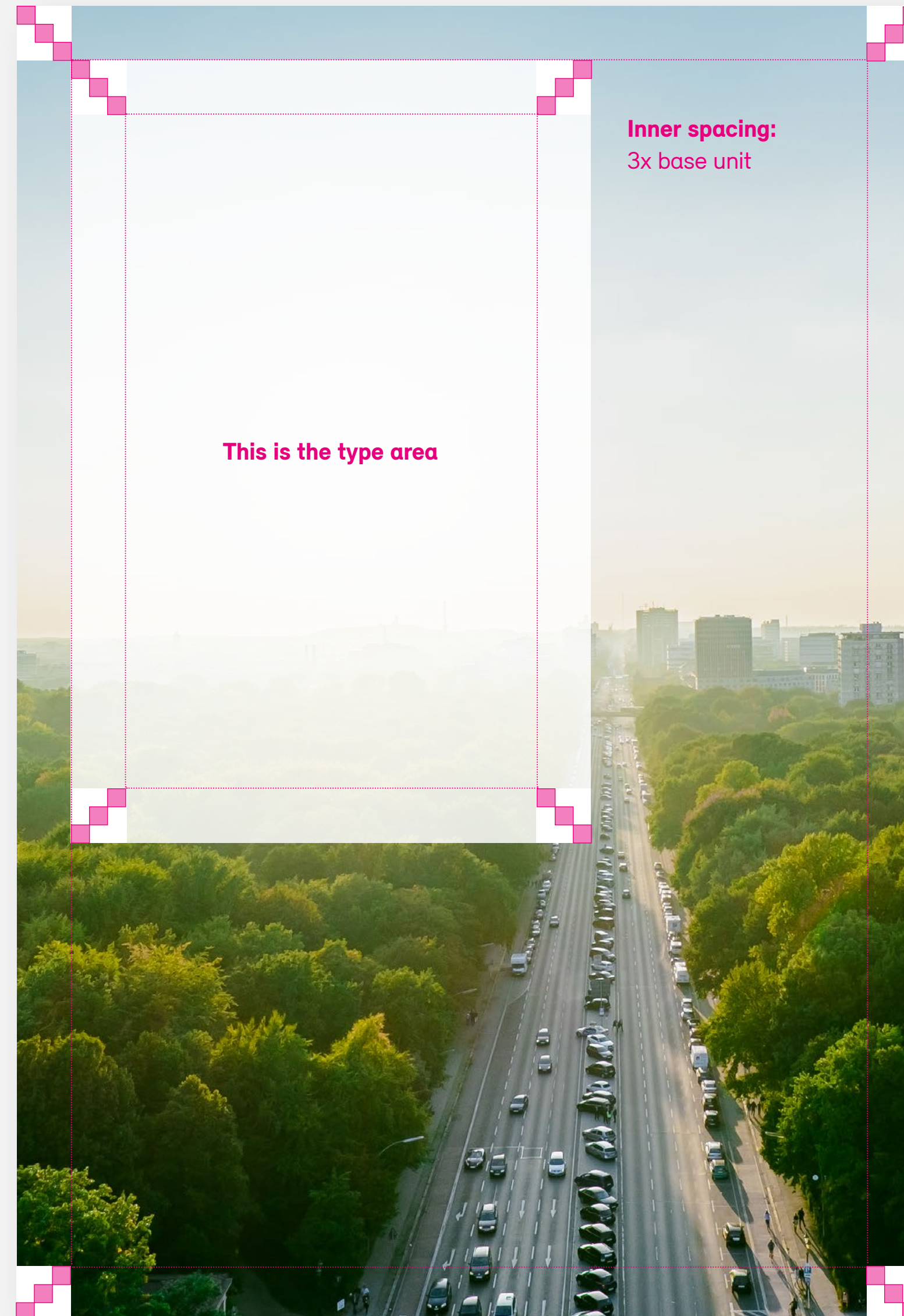
Base unit

The base unit 'x' is the smallest basic component of our layout system and determines margins, spacing and alignment. It is calculated based on 2 % of the shorter side of the format and can be scaled, depending on the respective usage.



Base unit (scalable)

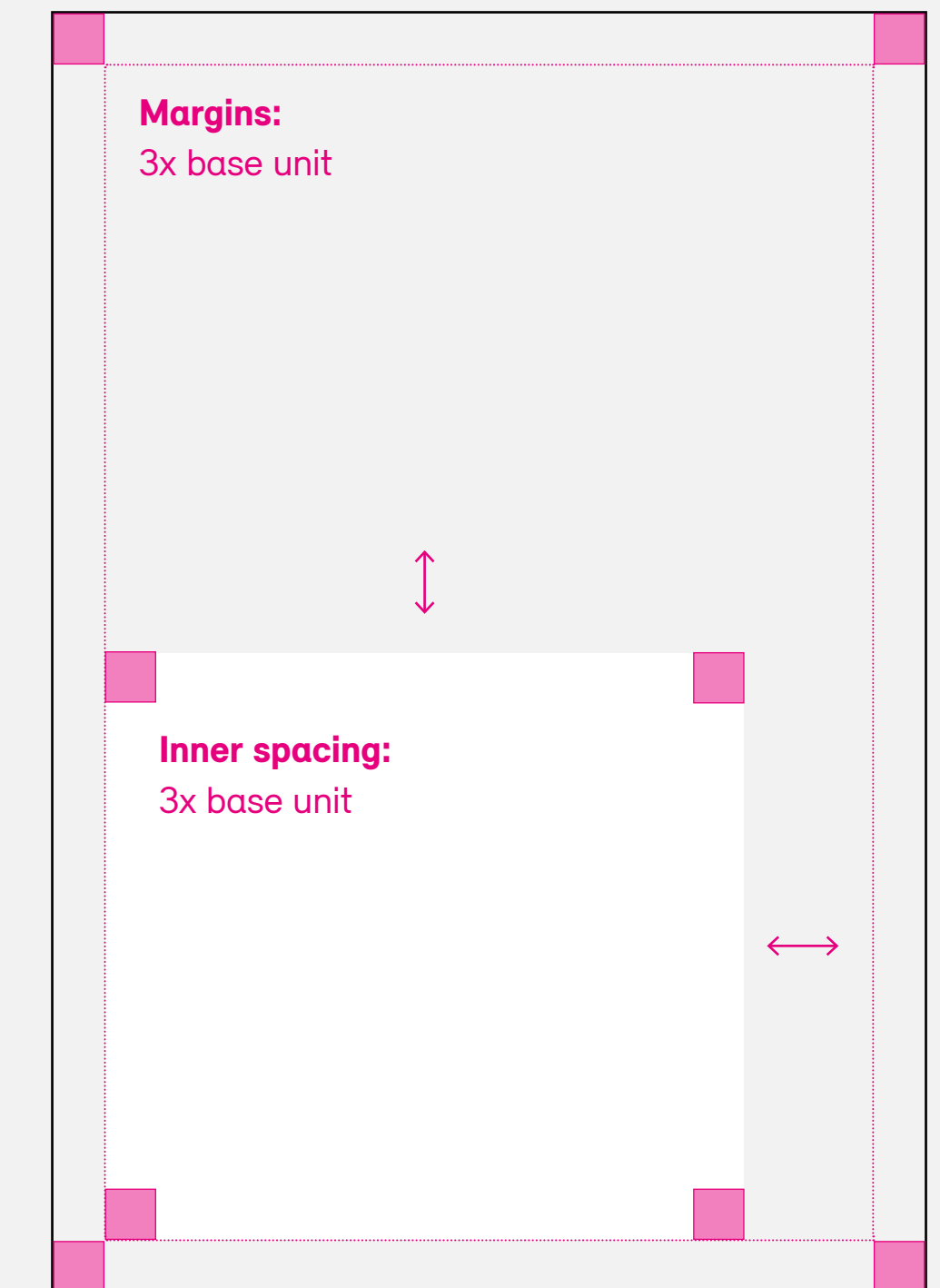
Margins:
3x base unit



Measurements

The margins for standard DIN formats are built from the size of the base unit, which is scaled 3 times for optimal spacing. It's possible to change the size and placement of the module depending on its content.

Size and placement of the module



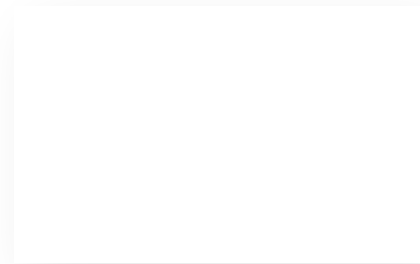
Layout

Layout system

Our layout consists of two different modules that can be placed in the format. There are overall eight different application options of placing a colour box or image module on the canvas for maximum flexibility.

Modules

There is the layout canvas (solid colour background or image) and a flexible module on which text can be applied:



Box (module)



Image (module)



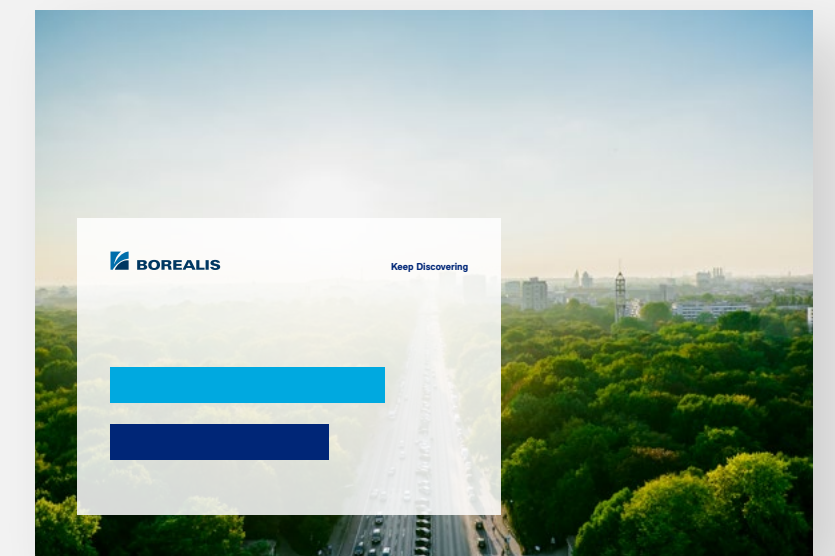
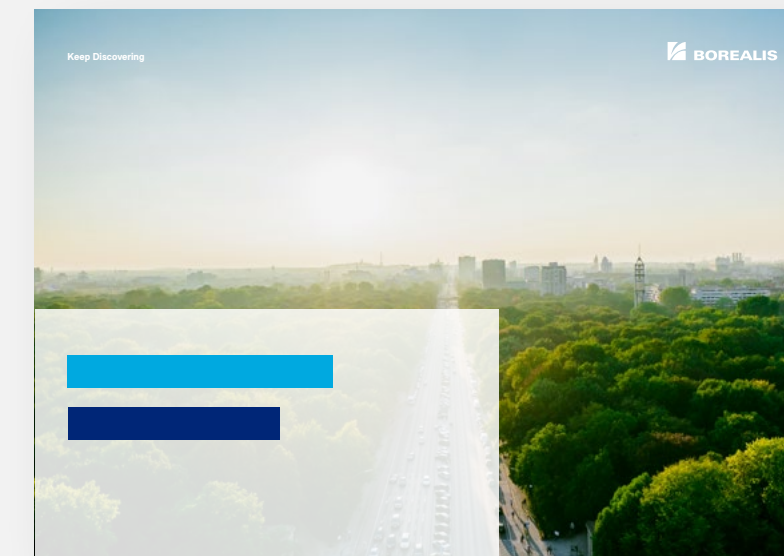
Text

A. Full-bleed module to highlight images or typographic approaches



If you use the modules please make sure to generate layouts that **follow simple division ratios** to create asymmetry, such as 1:2, 2:3 or the golden ratio.

B. Box module can be placed flexibly on imagery

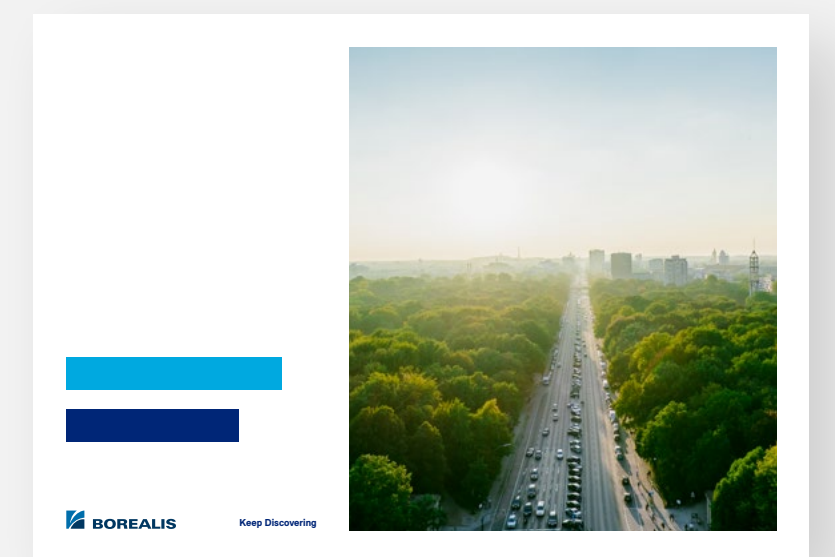
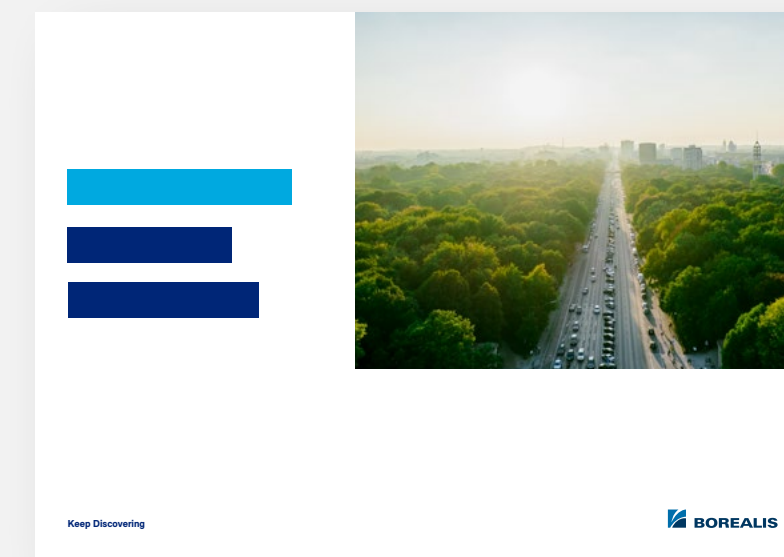
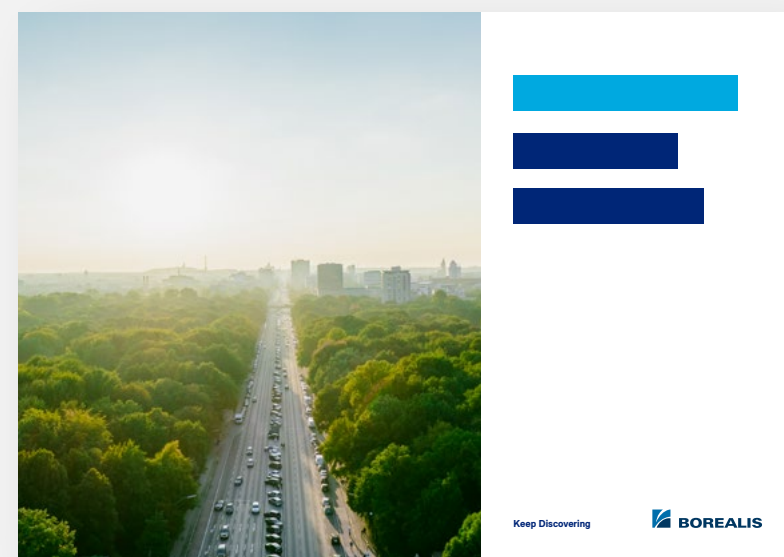


bled-off

cut

in the layout (default)

C. Image module can be placed flexibly on blue or white backgrounds



bled-off

cut

in the layout

Layout

Box module

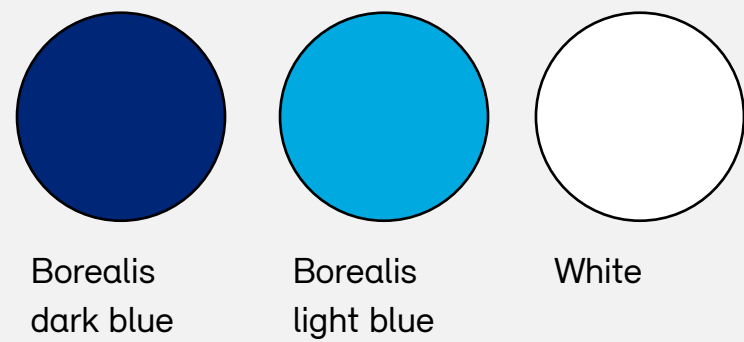
The box modules are used as an overlay on an image to ensure the best contrast and legibility for the type.

Style

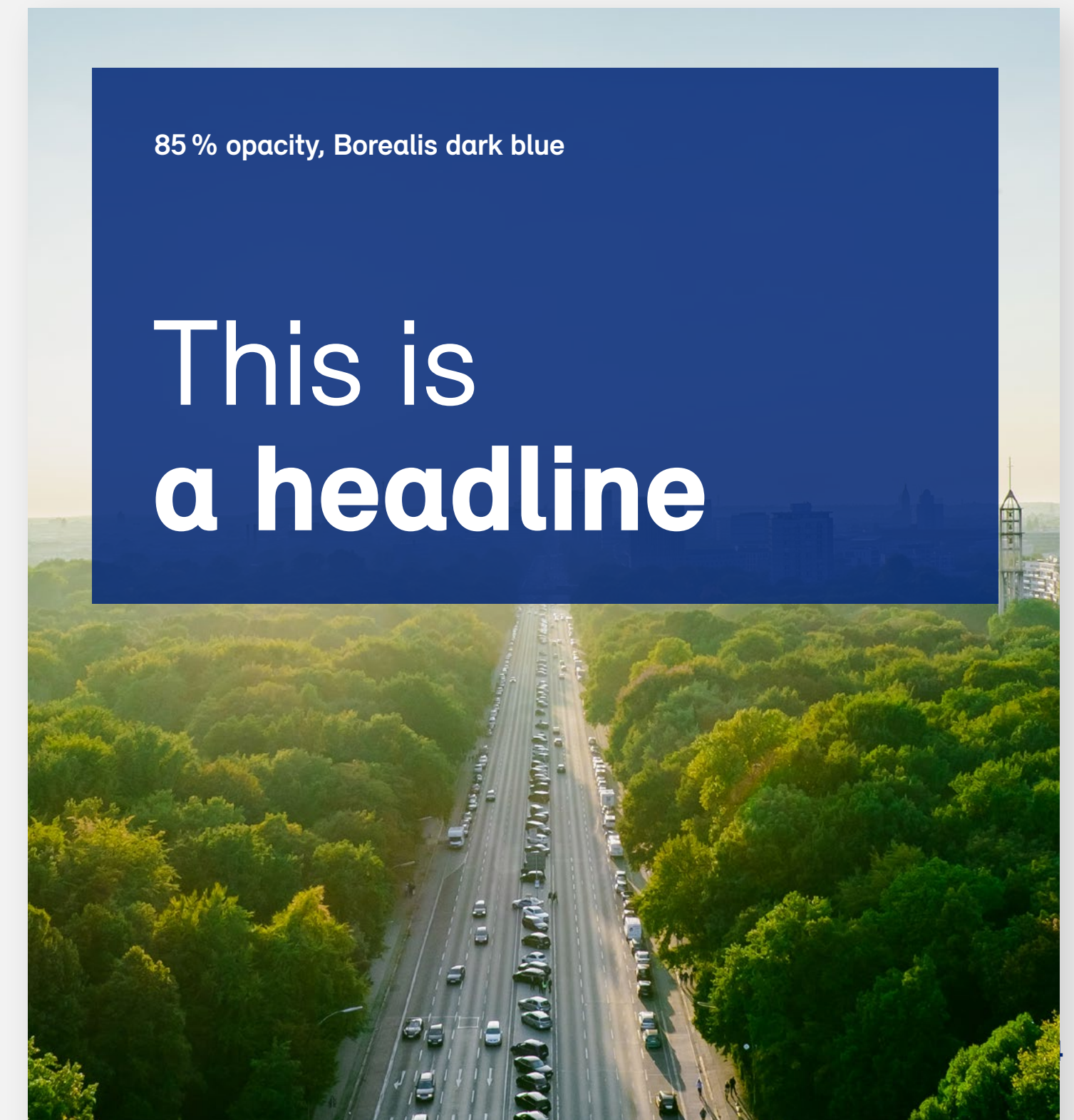
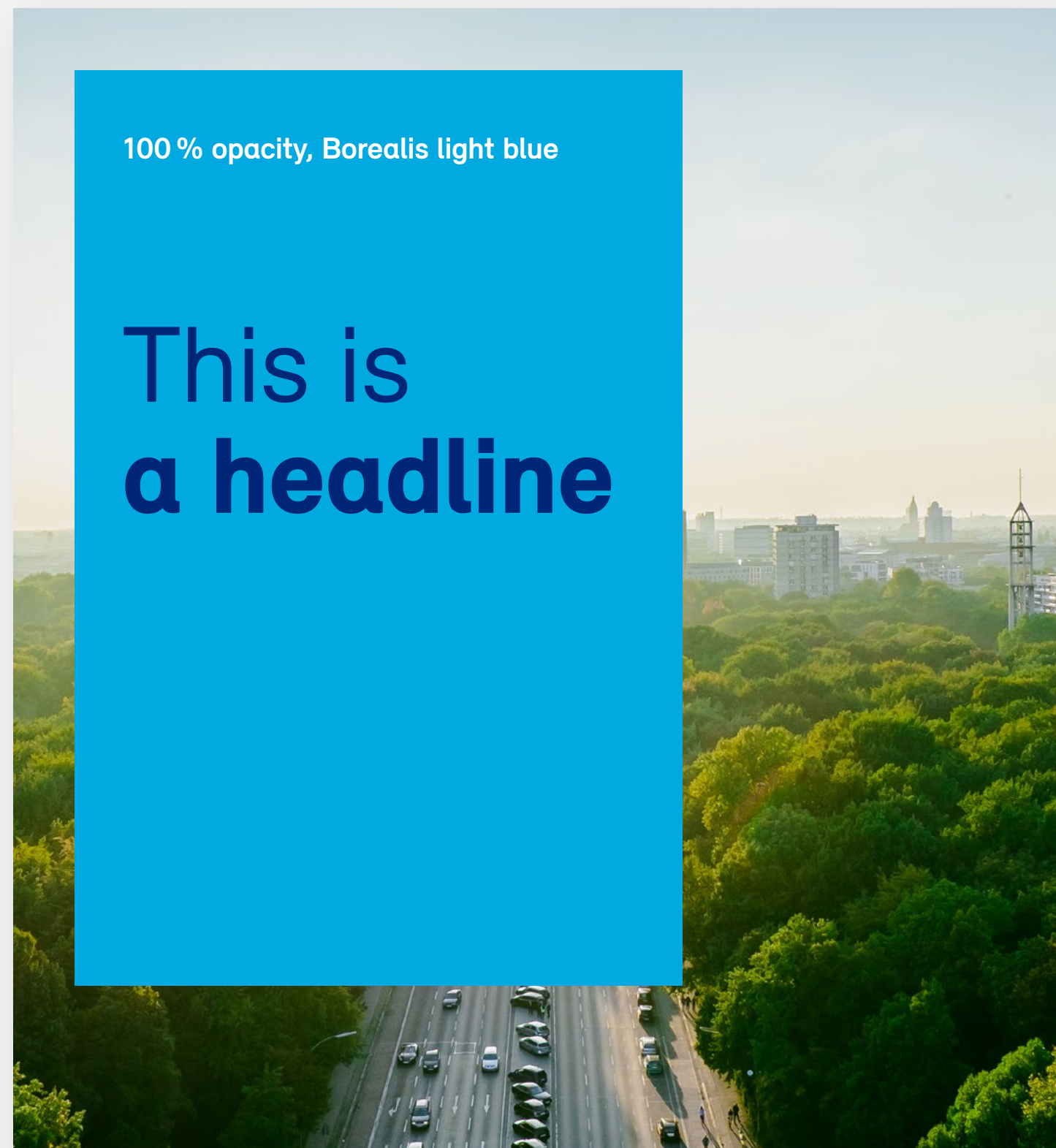
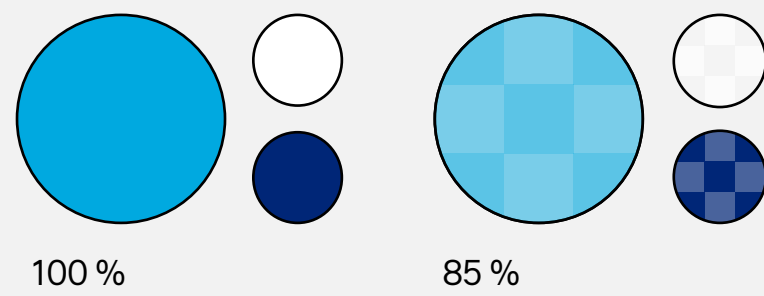
The module can be either used with an opacity of 85 % or with a 100 % opacity, if the background image is too busy or unclear.

We only use our core brand colours dark blue, light blue and white, depending on the colour mood of the image.

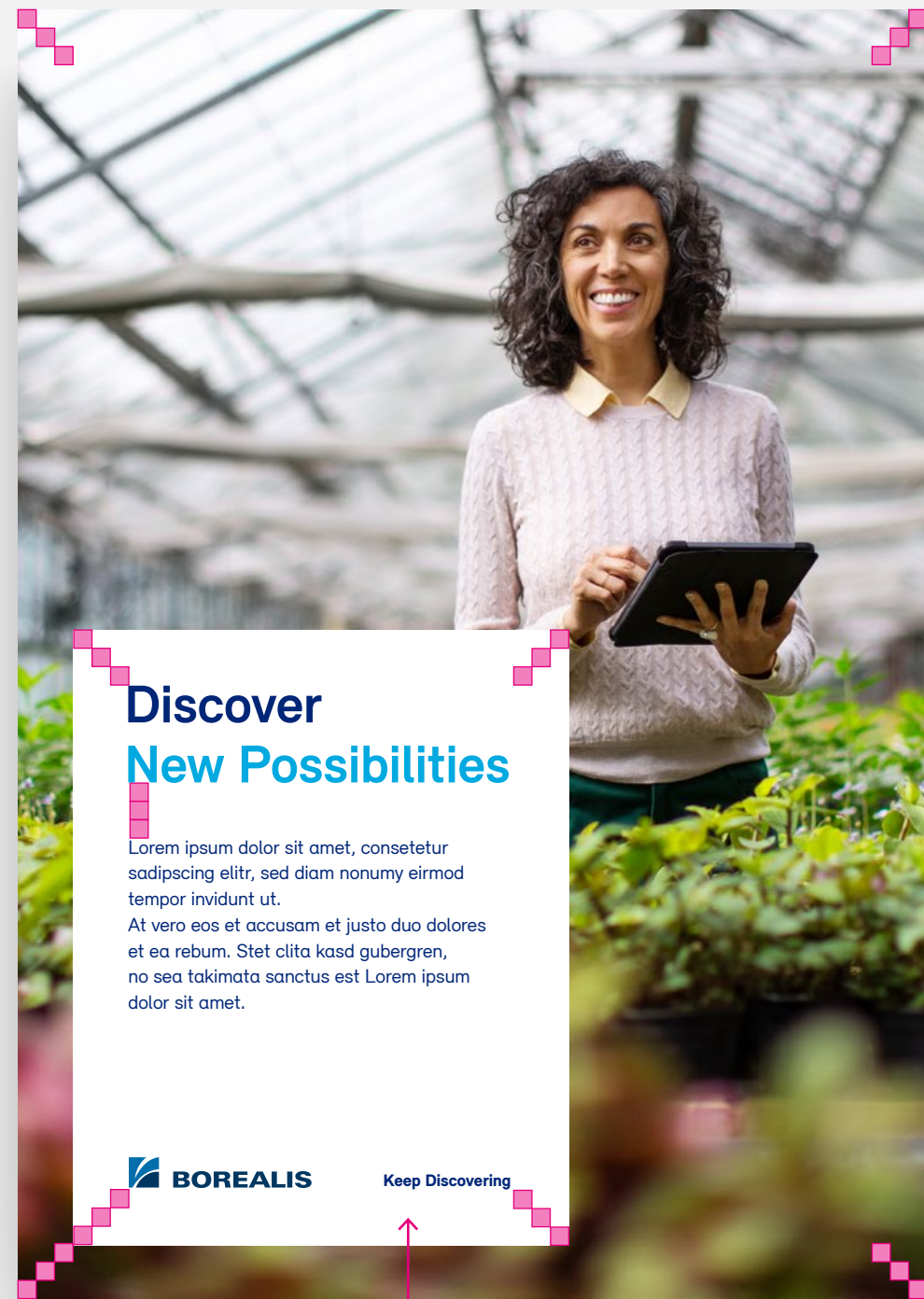
Colours



Opacity



Sample applications



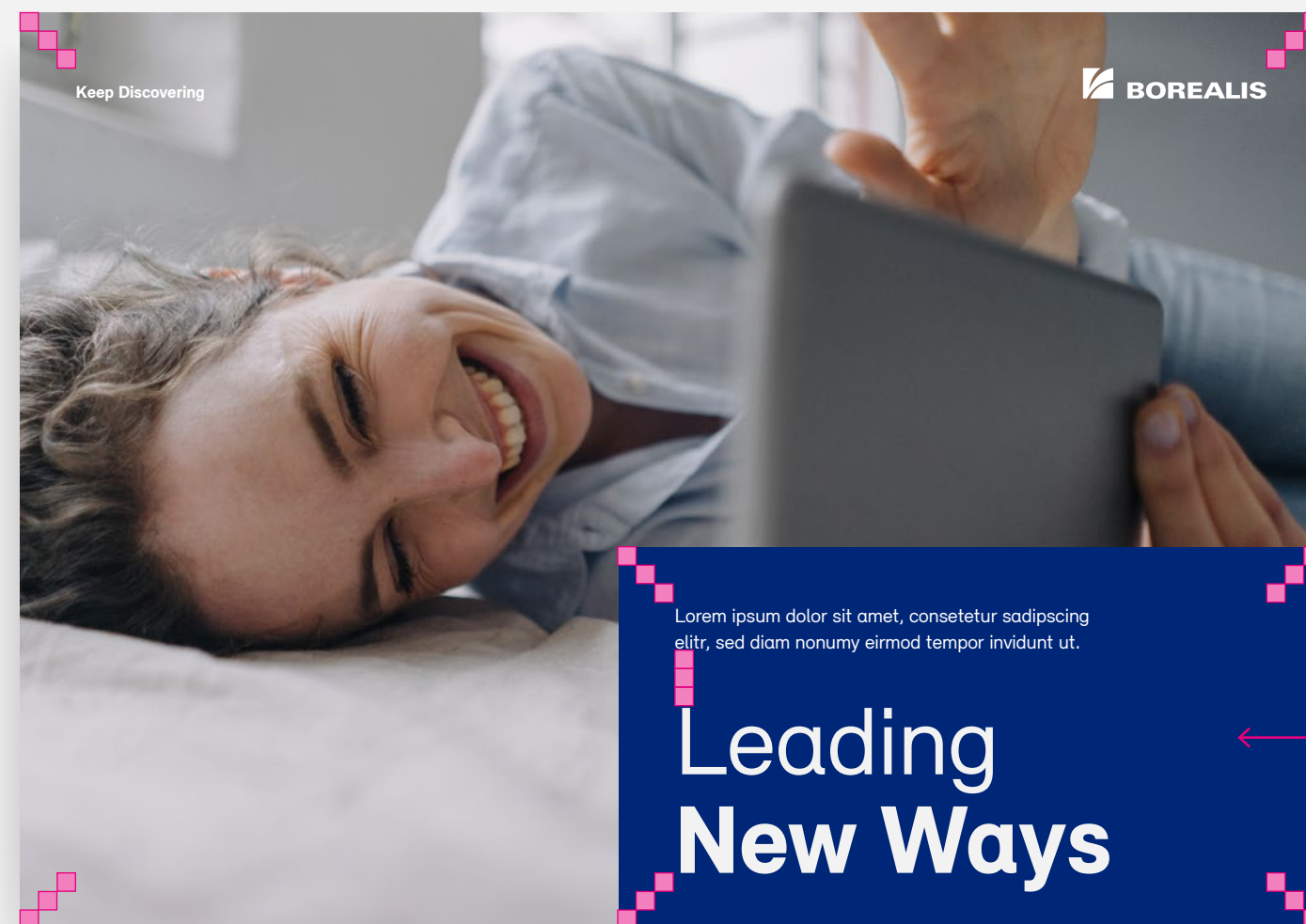
Poster with a box module in layout

100 % opacity in white



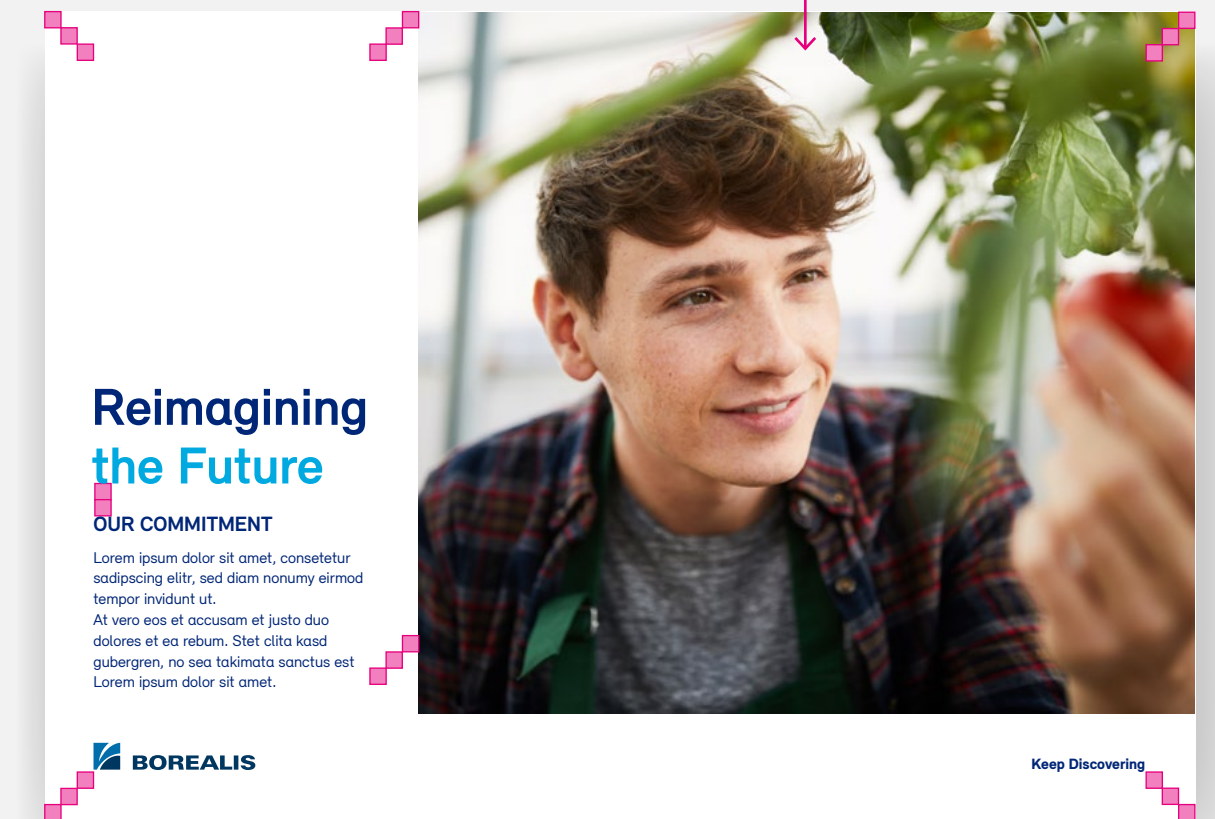
85 % opacity in light blue

PowerPoint title with box module in layout



Poster with a cut box module

100 % opacity in dark blue



Advert with a cut image module

Cropped image on white canvas

Our logo

Our logo is the ambassador of our brand. As one of our key identifiers in our brand identity, it always appears consistent and clear in our communication. It represents us and helps to manifest our positioning in the global market.



Our logo

Logo

Our logo is composed of our symbol, the 'Aurora', and the word mark 'Borealis'. The colour version of the Borealis logo is used on white backgrounds. The logo is white on imagery and blue backgrounds.

Minimal size



20 mm/150 px

A minimum size and clear space ensure our logo is legible in all applications.

The usual size of the logo is built up from the defined base unit (2 % of shorter side of the format). The width of the logo is 10 base units in standard formats.

Size and minimum clear space



10x base unit



Symbol 'Aurora'

BOREALIS

Word mark



Please note that we haven't touched the colours of the logo for the new brand identity.

Don't adjust the colours yourself.

Logo colour specifications for final check:

● CMYK **100, 50, 0, 60**
 RGB **0, 45, 90**

● CMYK **100, 30, 0, 20**
 RGB **0, 93, 154**

Our logo

Logo versions

If we want our logo to be one of the most recognisable elements in our brand identity, we need to use it consistently in every application. Our logo only appears in one of three colour versions to ensure clear visibility.

If legibility cannot be guaranteed, please change the position of the image or use an alternate logo version instead.



Our entire logo suite can be downloaded on Picturepark:



Black logo version

Only used on special media with colour restrictions

Asset name:

Borealis Logo_Black



Negative logo version

Primarily used on blue and darker backgrounds such as images

Asset name:

Borealis Logo_White



Positive logo version

Primarily used on light backgrounds

Asset name:

Borealis Logo_4C or Borealis Logo_3C

Our logo

Tagline

Our tagline, **'Keep Discovering'**, is separate from the logo. This creates a more balanced layout with clear hierarchies, ensuring better legibility and flexibility (especially in digital environments).

The size of the tagline is, equivalent to the logo, built up from the base unit. The width is 7 base units for standard formats.

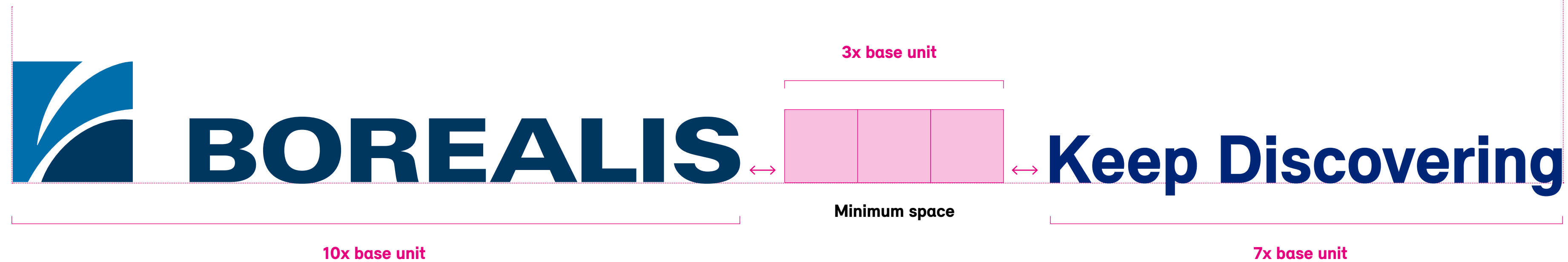
Minimal size

Keep Discovering

20 mm/150 px

Rules to remember:

1. The logo version with tagline will no longer be used.
2. The tagline always runs on one line and is placed either to the left or right of the logo on the same baseline.
3. Its type is our corporate font Borealis Relevant in the weight Black, set in dark blue or white for the best legibility.
4. The logo may be used without the tagline. However, **the tagline may never be used without the logo** to ensure that it is always recognised with the Borealis brand.



Our logo

Placement

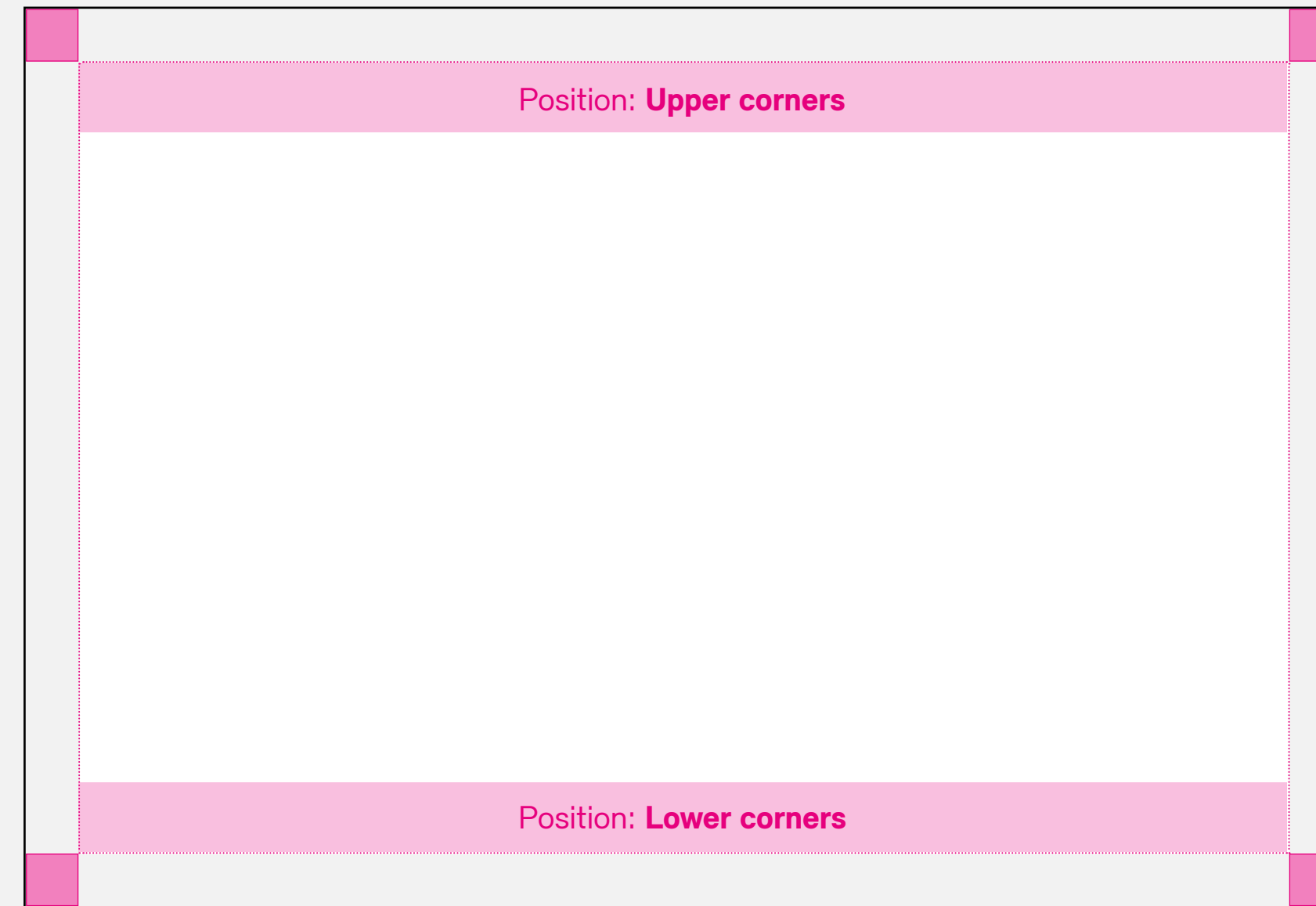
The Borealis logo and the tagline should be placed in the lower or upper corners of the respective format, opposite each other.

The order of logo and tagline is interchangeable depending on the medium and position of the text (logo left-aligned or as sender bottom right).

Exceptions

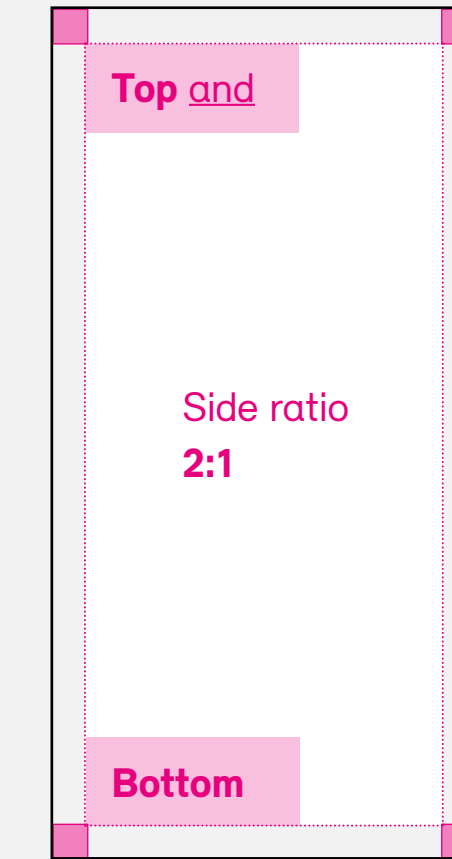
If the positioning described above is not possible due to the position and size of the box module, the lockup can be positioned in the module itself. This is particularly relevant for the floating box module in the layout.

Areas for logo and tagline placement

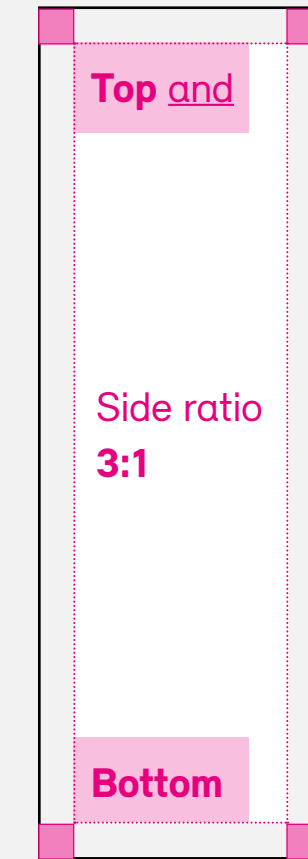


If you can't place the logo and the tagline next to each other due to a special format, you can place them below each other.

Restricted use only!

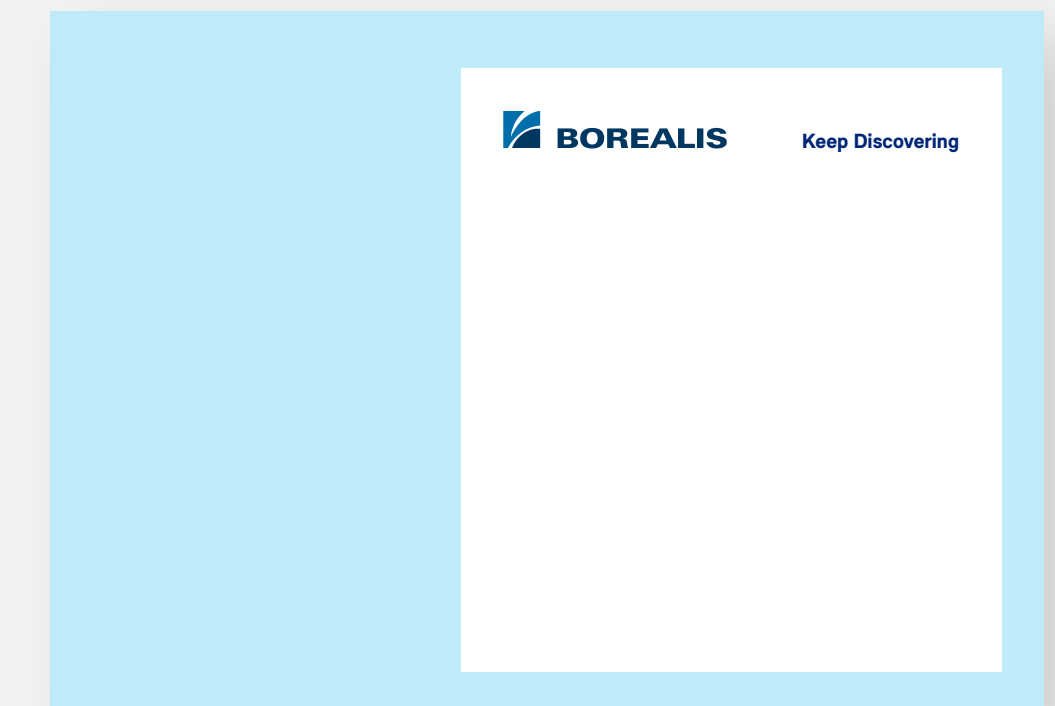
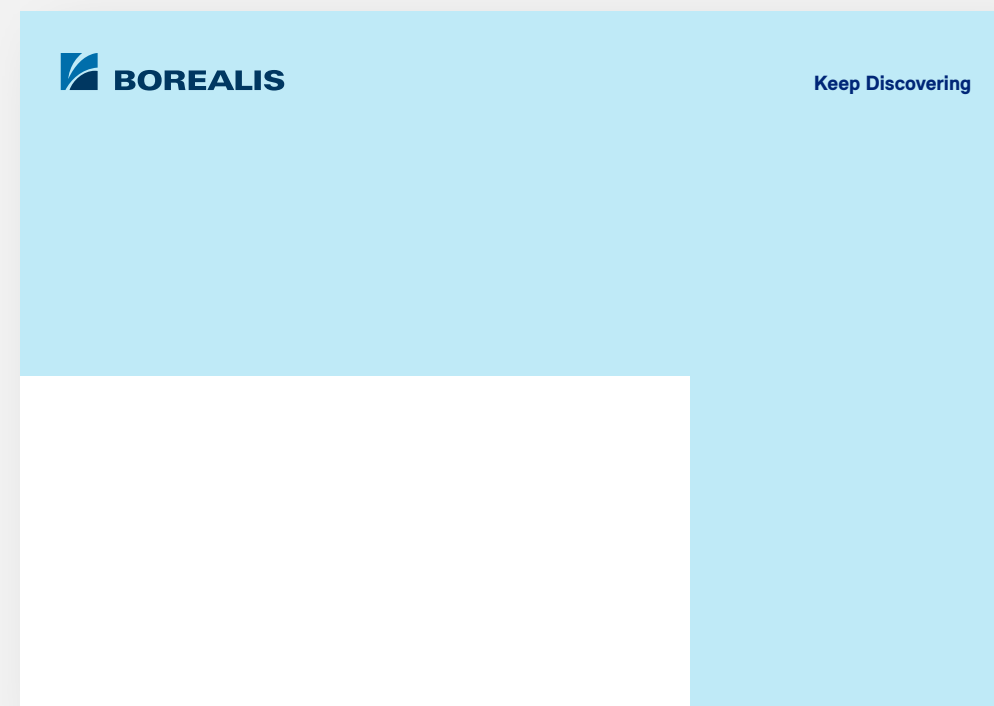


Logo size
14x base unit



Logo size
20x base unit

Exceptions



Partner logos

Partner logos are placed next to the Borealis logo with a fixed distance of 2 base units. Both logos should look visually equal in size; the construction area derived from the height of the Borealis logo helps to balance the proportions. These are recommended ratios and may be adapted, if necessary:

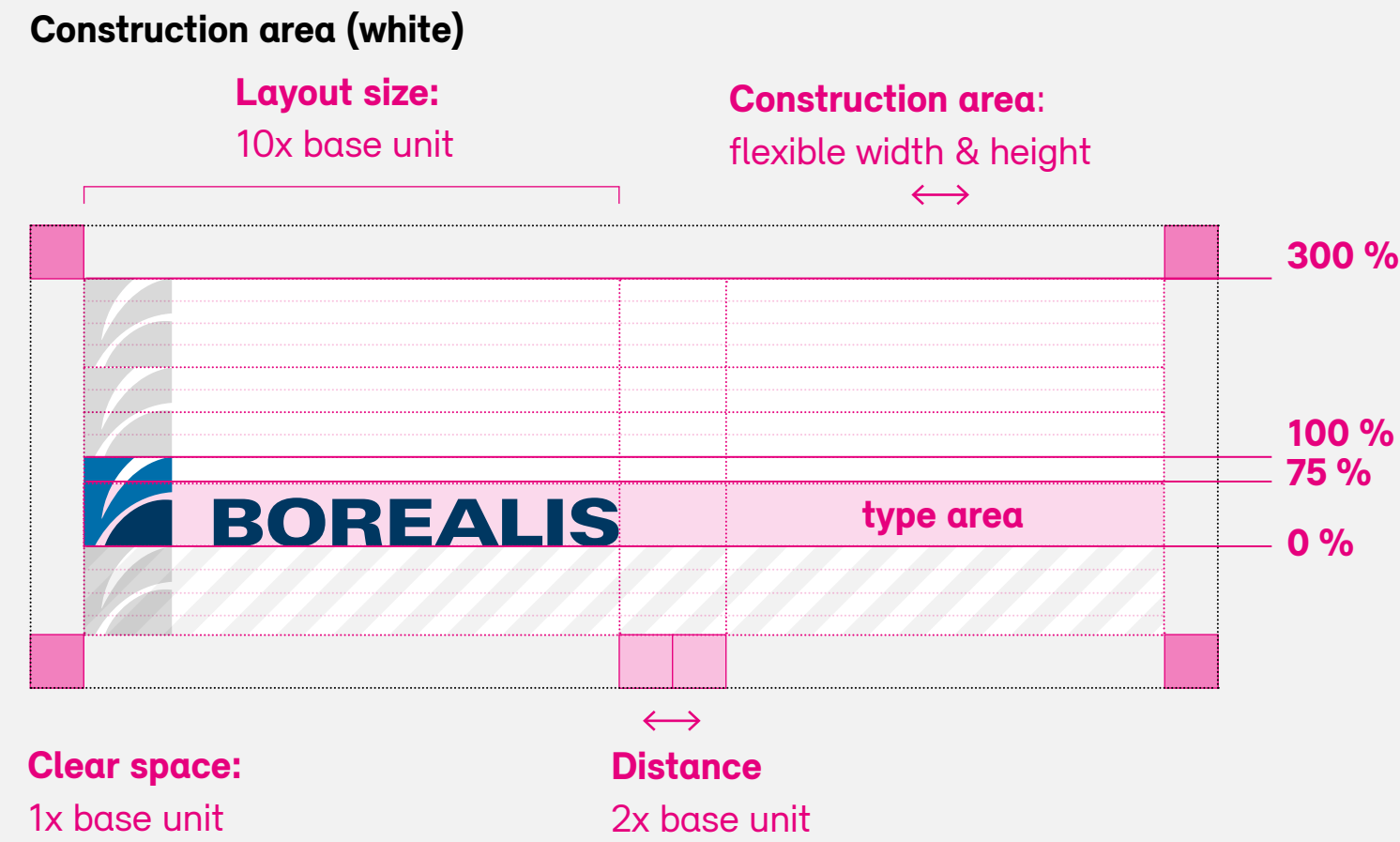
- A. Word marks** (~ 75% height)
(positioned on same baseline)
- B. Symbols or shapes** 100 – 200 % height
(horizontally aligned)
- C. Stacked logos** 200 – 300% height
(positioned on same baseline)

Dual branding with Borouge

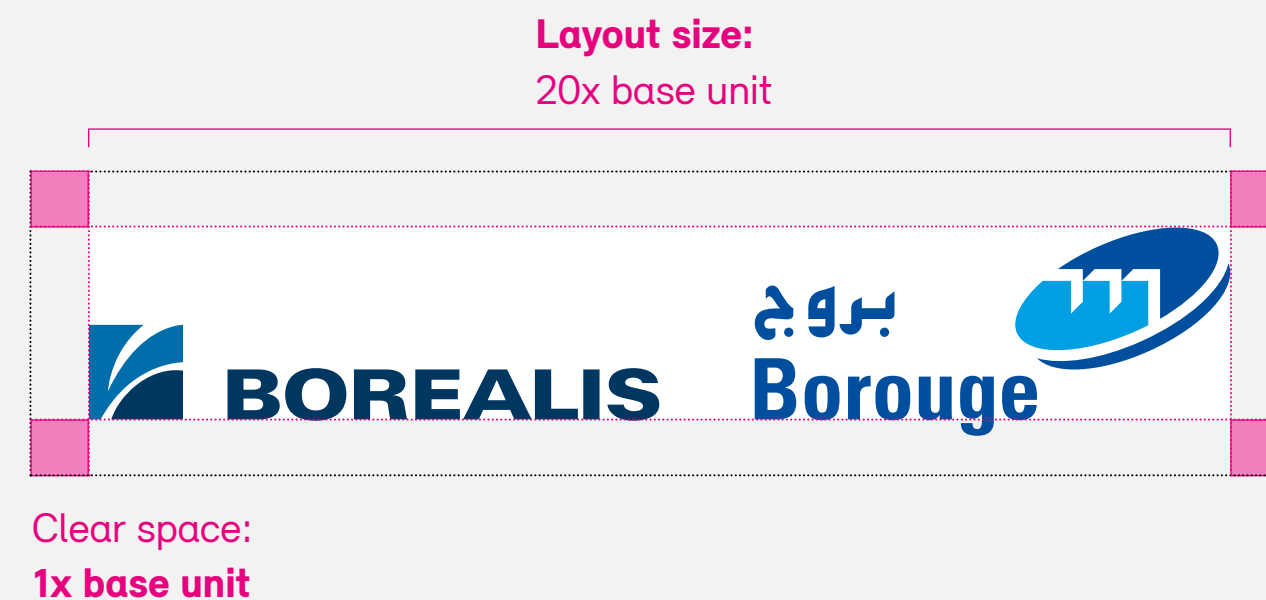
In case of a dual branding with Borouge there is a fixed lock-up version available on Picturepark that follows the rules shown on the right. Don't create the logo lock-up yourself. When used in a layout, the lock-up has the width of 20 base units (28 base units in special formats).



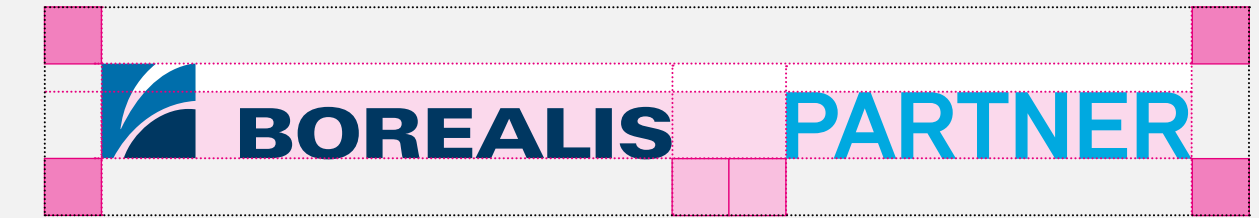
Borealis and Borouge dual logo on Picturepark:



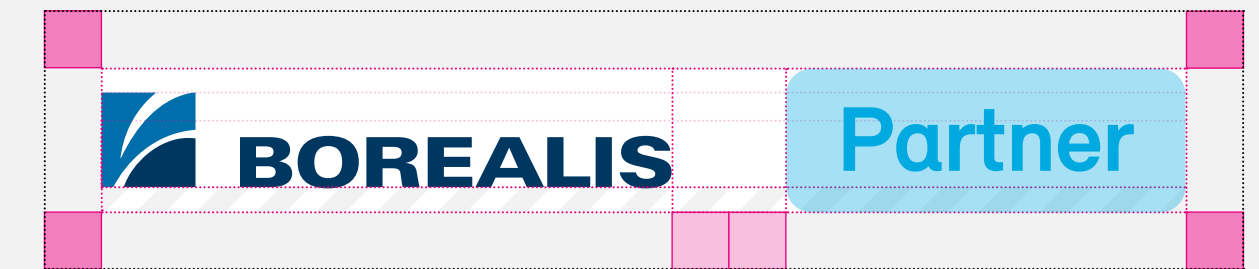
Dual branding with Borouge



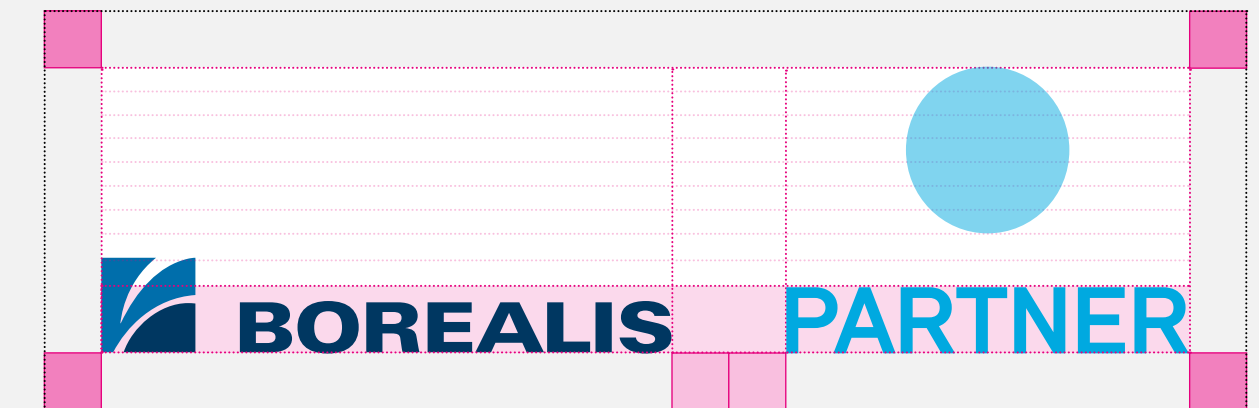
A. Word marks (~ 75 % Borealis height)



B. Symbols or shapes (100 – 200 % Borealis height)



C. Stacked logo (200 – 300 % height)



Typography

Typography is an important pillar for a unique visual identity. Our use of typography reflects our brand at every touch point by making the applications impactful, easy to read and highly recognisable.

Our font

We use the Borealis Relevant font as our corporate font whenever possible. The typeface represents our company’s character by being accessible and friendly.

We use the following font weights for consistency reasons: Normal, Bold and Black.

To ensure a consistent look, we defined clear rules for how to use the different weights on the next page.



If it's not possible to use our corporate font due to technical requirements, please **use the system font Arial as a supplement** instead.

Borealis Relevant Normal
Borealis Relevant Bold
Borealis Relevant Black

R R R **Relevant**

for People!

Borealis Relevant Normal

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Borealis Relevant Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Borealis Relevant Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

Typography

Usage of the font

Headlines best represent our design philosophy by visualising the principle of duality through blue colour or different combined type weights. An important word or part of the headline can be highlighted either with light blue colour or, if one-coloured, with the font weight Black.

If there are colour restrictions, it is possible to use black type on white background. No other colour combinations are allowed.

The line spacing is based on the font size and differs slightly, depending on the text category to which it should be applied:

Big headlines (from 80 pt)	100 %
Small headlines & subheadlines	110 %
Copy text (up to 24 pt)	130 %

The spacing between the characters may not be adapted for normal use.

Topline
Bold

(Optional topline)

**This is
a headline**

Headline
Bold or
Black and Normal

Subheadline
Bold,
primarily upper cased

AND THIS IS A SUBHEADLINE

variable

Copy
Normal

Lorem ipsum dolor sit amet, consetetur
sadiptscing elit, sed diam nonumy eirmod
tempor invidunt ut labore et dolore magna
aliquyam erat, sed diam voluptua.



Please make sure to always provide enough **contrast between different type hierarchies**. They should be different sizes to guide the reader throughout the page.

(Optional topline)

**This is
a headline**

variable

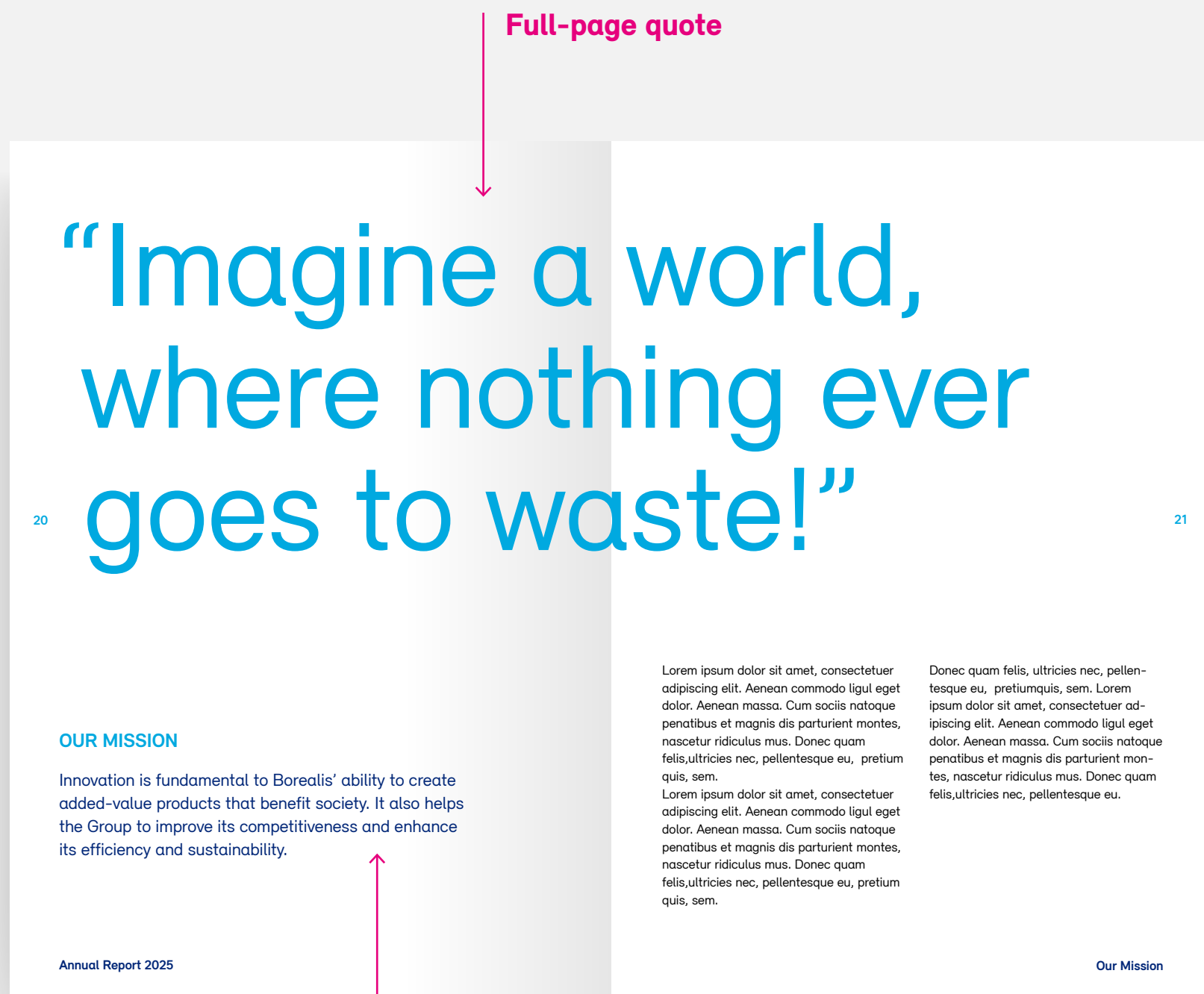
AND THIS IS A SUBHEADLINE

Lorem ipsum dolor sit amet, consetetur
sadiptscing elit, sed diam nonumy eirmod
tempor invidunt ut labore et dolore magna
aliquyam erat, sed diam voluptua.

Colour combinations

Aa	Aa
Aa	Aa
Aa	Aa
Aa	Aa

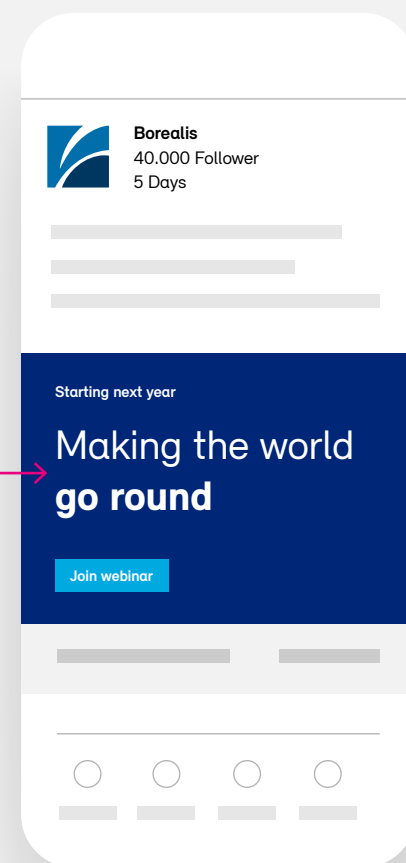
Sample applications



Brochure two-page spread

Subheadline with introduction text

Full-page quote



Social media post

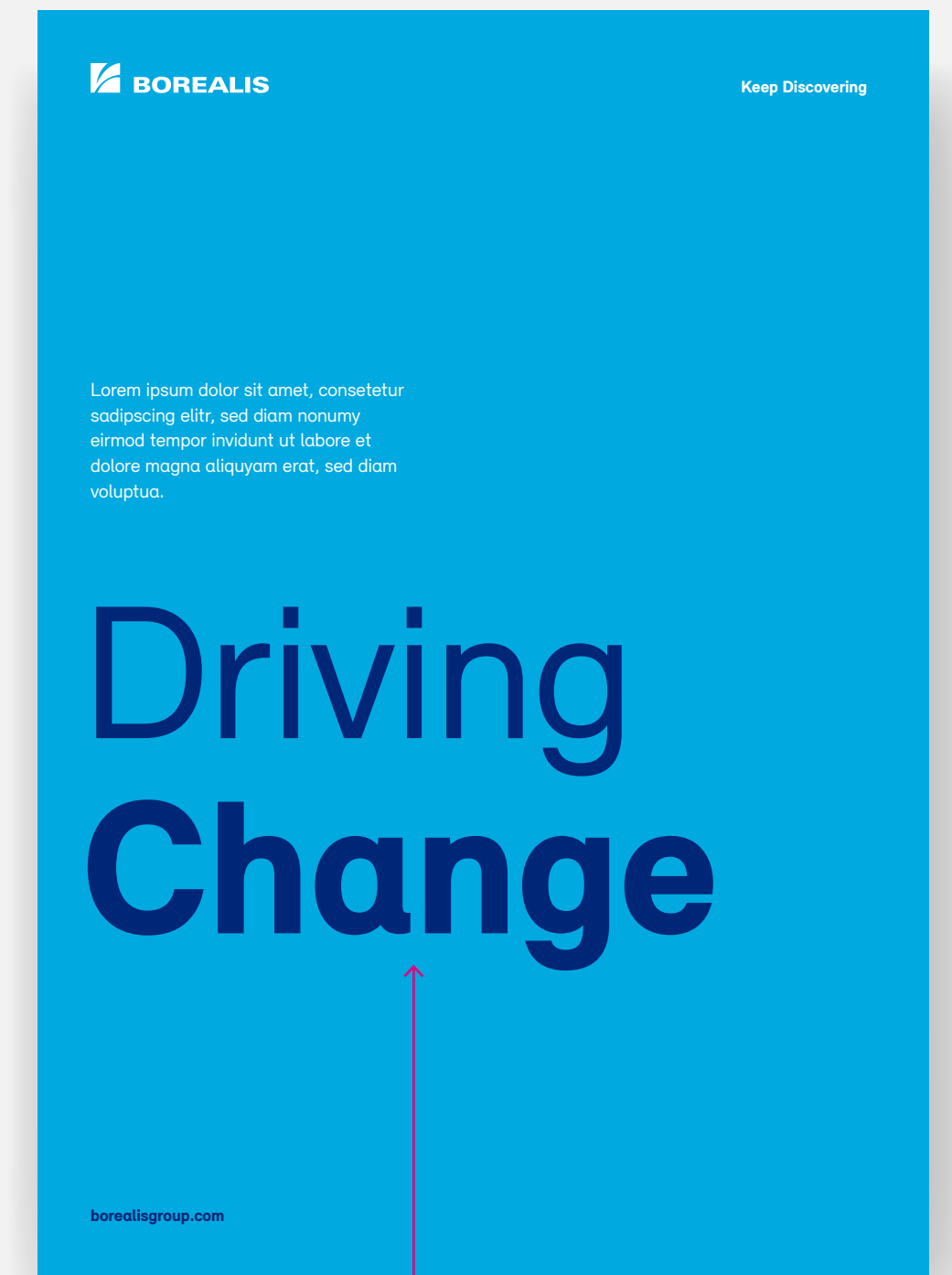
One-colour headline in white



Headline on an image

Topline

Two-colour headline



Typographic poster

One-colour headline in Normal and Black



Signpost

Colour restricted usage

Colours

Colour is a way of self-expression. Its effect is subtle but real. The primary colour palette consists of Borealis dark blue and light blue. Together, they create our recognisable identity with some warmer accents from our design colours.

Colours

Inspiration

To honour the Nordic roots of Borealis, our brand colours were inspired by our heritage in Copenhagen, Denmark.



Colours

Colour ratio

20%

20%

30%

5%

5%

5%

5%

10%

The percentages reflect the relative distribution of the colours in the overall impression of the Borealis brand.

Please notice that these are not absolute values which have to be applied in each medium and touch point.

Colours

Brand colours

Primary colours

Our brand is 'Blue at its core': prominently represented by a combination of our primary colours, dark blue and light blue. They are used to provide consistency throughout all brand communications and are the most important colours in our visual identity.

In addition to the blue tones, the Borealis brand design is characterised by its proper use of white space. Black and its shades are reserved for texts and to set accents (*).

Design colours

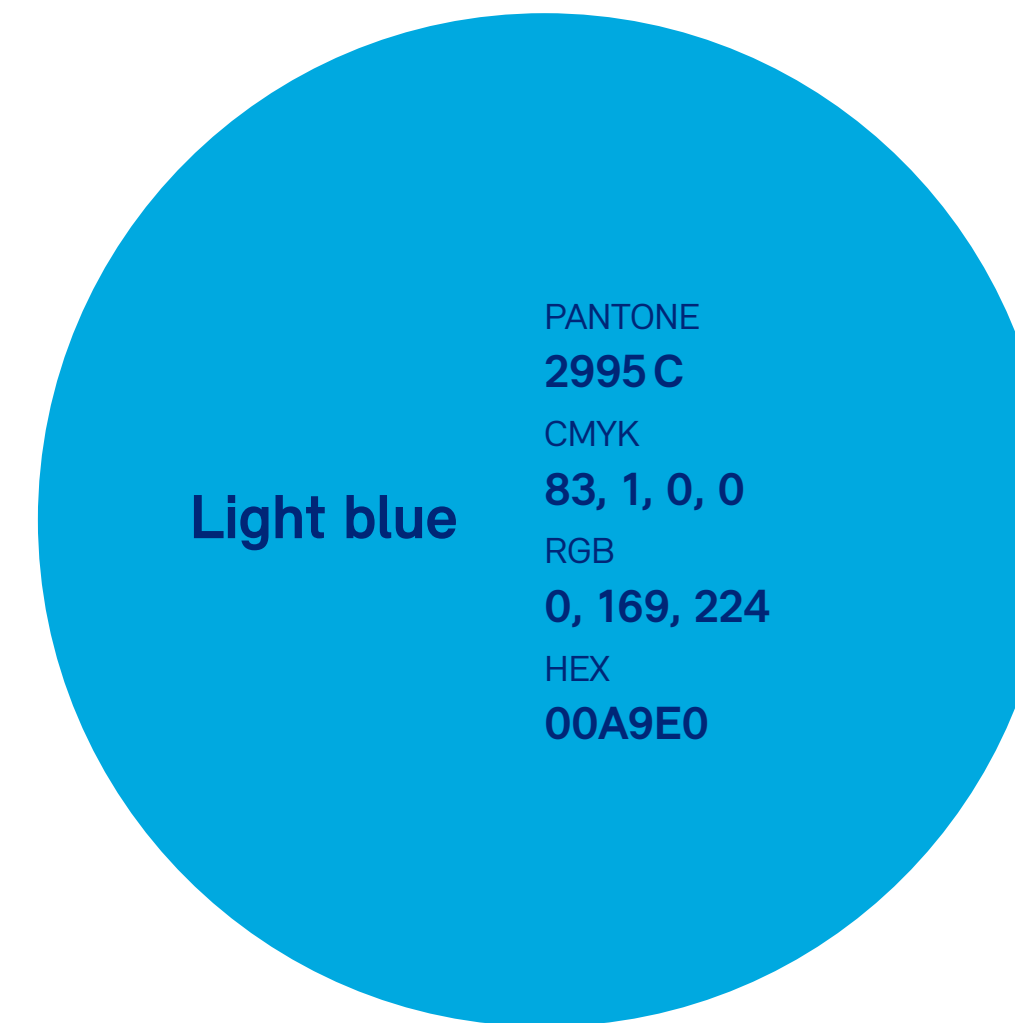
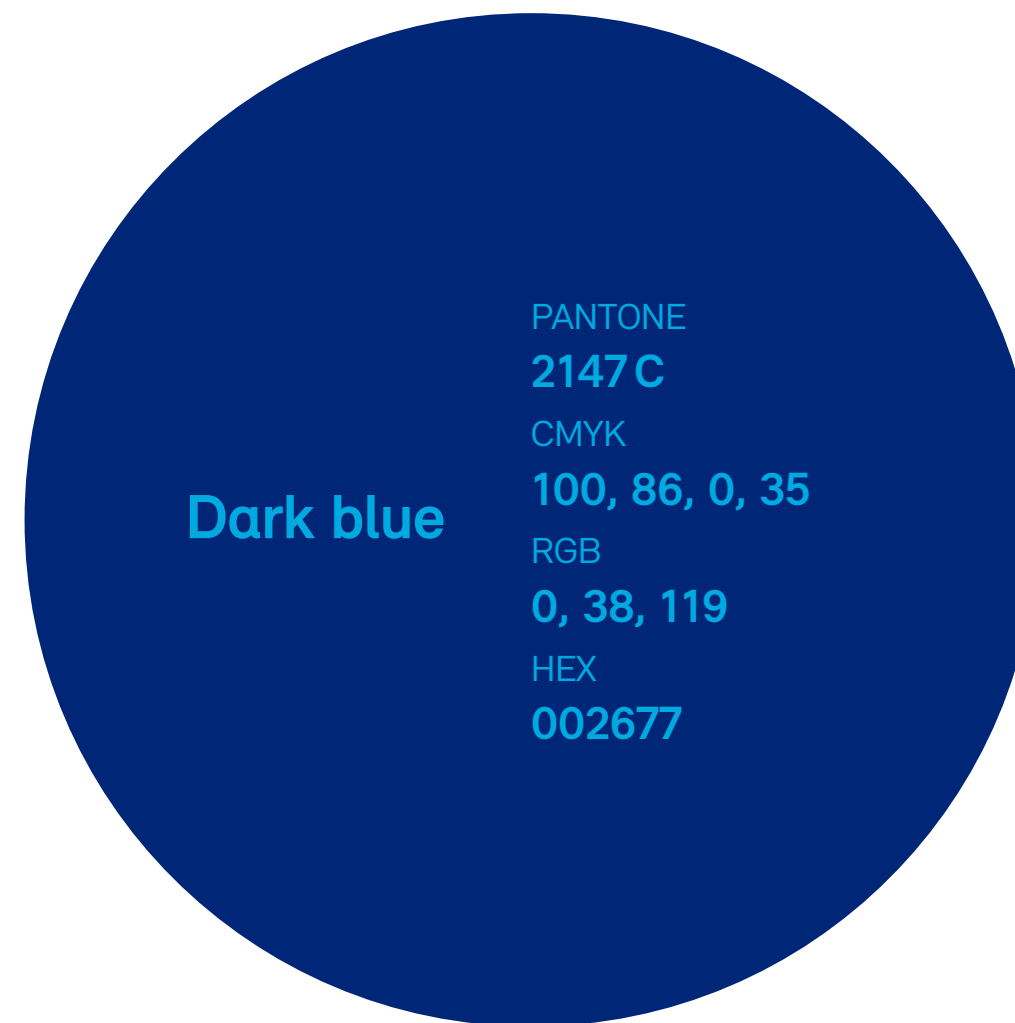
In addition to blue, there is a palette of design colours that includes more vibrant colours such as orange and green. These design colours only support our blue tones if they're needed e.g. for infographics or visual accents.



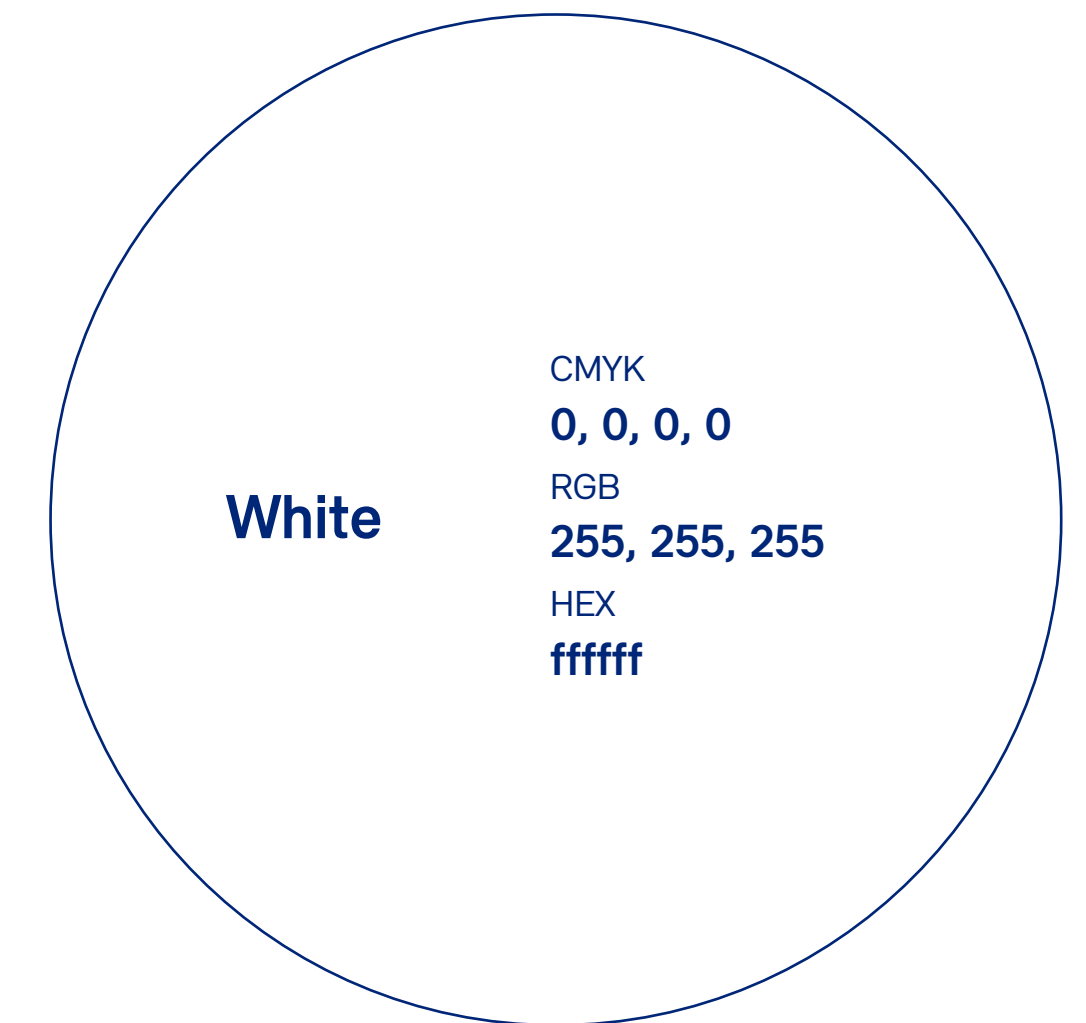
Please ensure to always use the right colour specifications for the respective touch point (digital or print).

For print always try to use PANTONE colours for consistent and best representation.

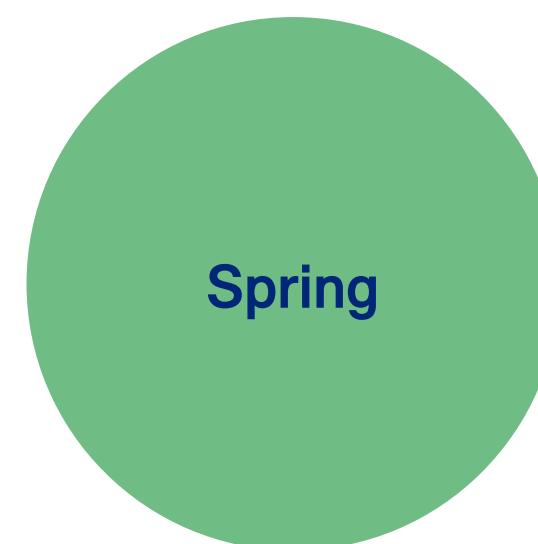
Primary colours



White space



Design colours



CMYK
60, 0, 60, 0

RGB
111, 188, 133

HEX
6FBC85



CMYK
0, 25, 85, 0

RGB
253, 197, 51

HEX
FDC533



CMYK
0, 70, 80, 0

RGB
236, 104, 57

HEX
EC6839

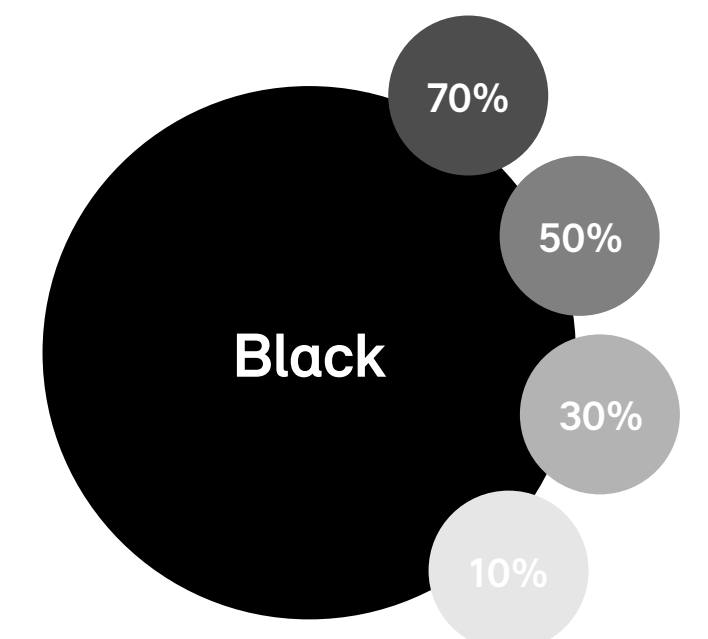


CMYK
70, 50, 0, 0

RGB
92, 121, 187

HEX
5C79BB

Additional colours (*restricted use)



CMYK
0, 0, 0, 100

RGB
0, 0, 0

HEX
000000

Sample applications



Design colours in imagery

Poster with box module

Light blue font on dark blue module

Black as copy text colour

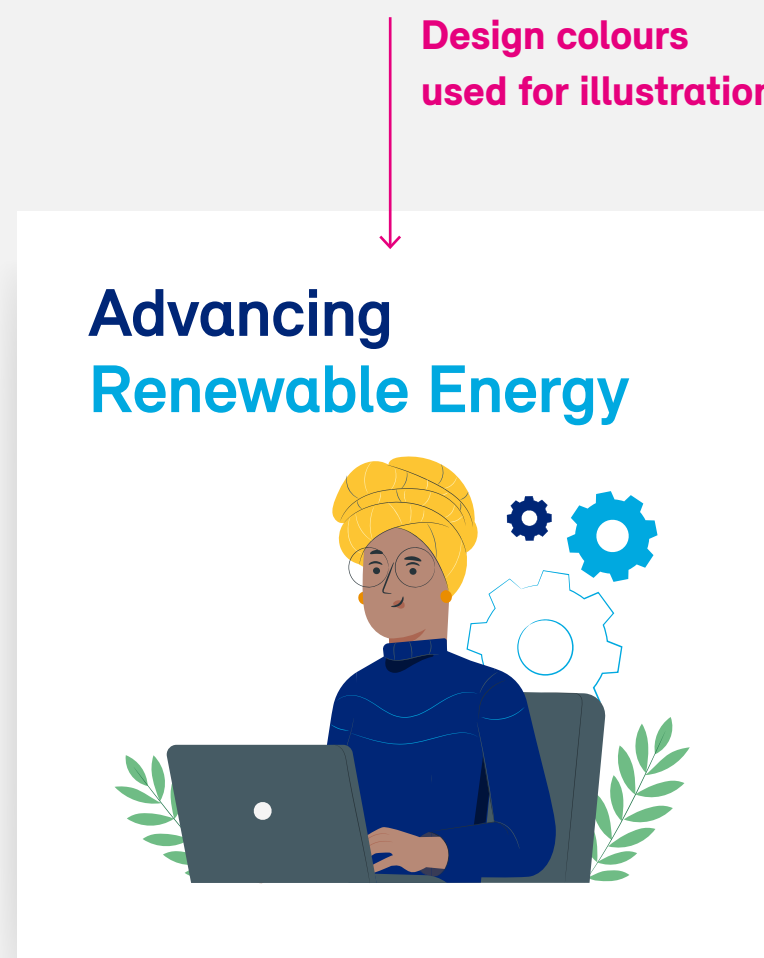
Pioneering Plastics Together

Black as copy text colour

Design colours for infographics

20 © Borealis | Presentation Title | Date

PowerPoint presentation

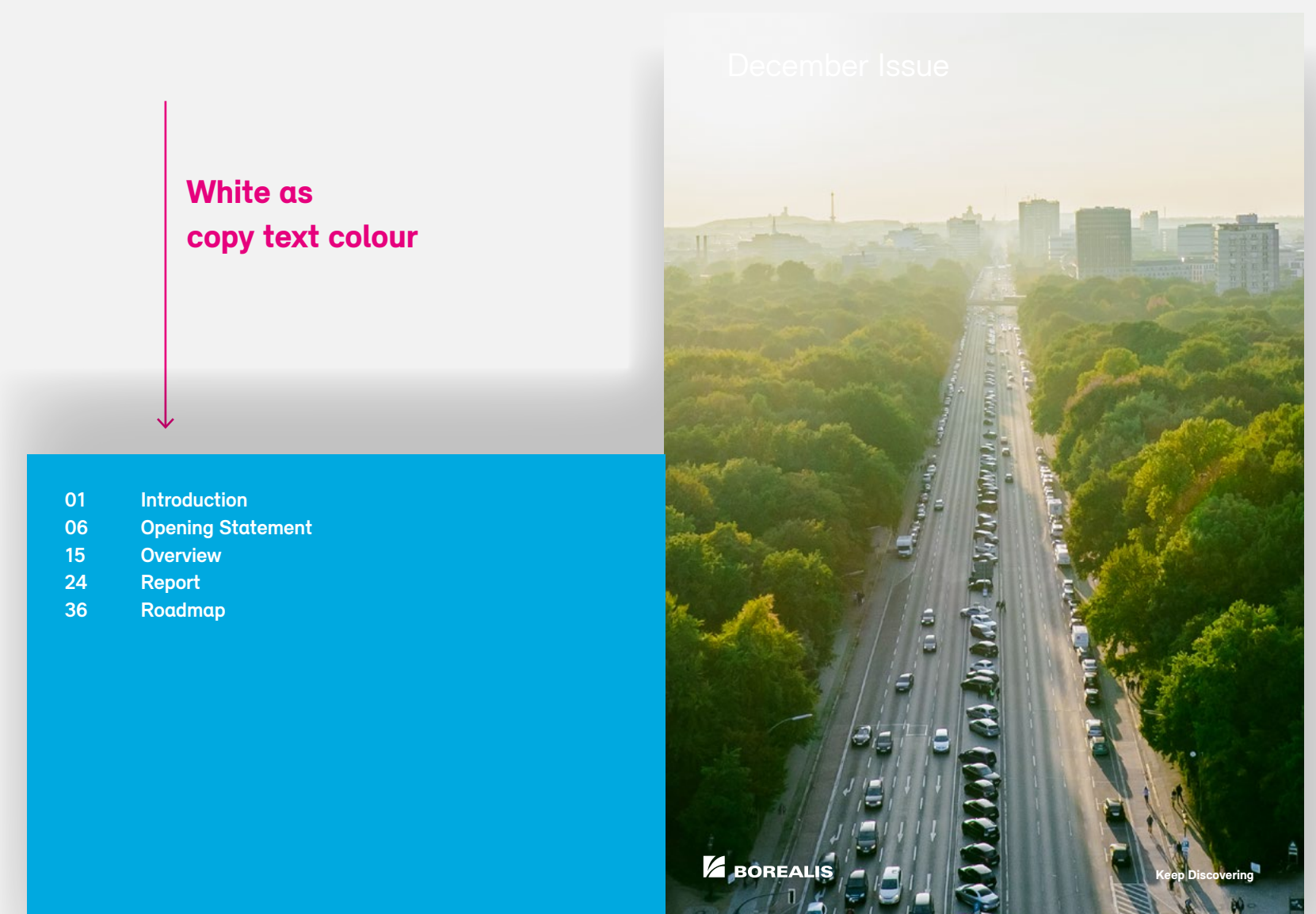


Design colours used for illustrations

Social media post



Magazine cover (physical colour application)



Gradient

Our simplified gradient symbolises progress and serves as a flexible and functional element in our brand identity. The gradient is strictly used in motion and in our digital ecosystem.

Gradient

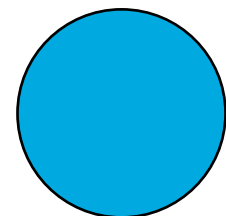
Use of the gradient

We use the gradient whenever we want to show progress or movement in our digital assets.

Its colour is always light blue to create the best and most powerful visibility and awareness.

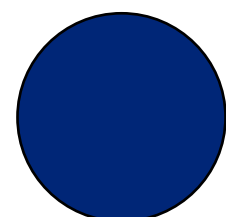
The gradient can move forward or up, circulate or scale up and down to highlight its meaning.

Gradient colour

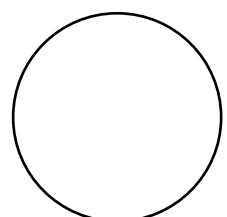


Borealis light blue

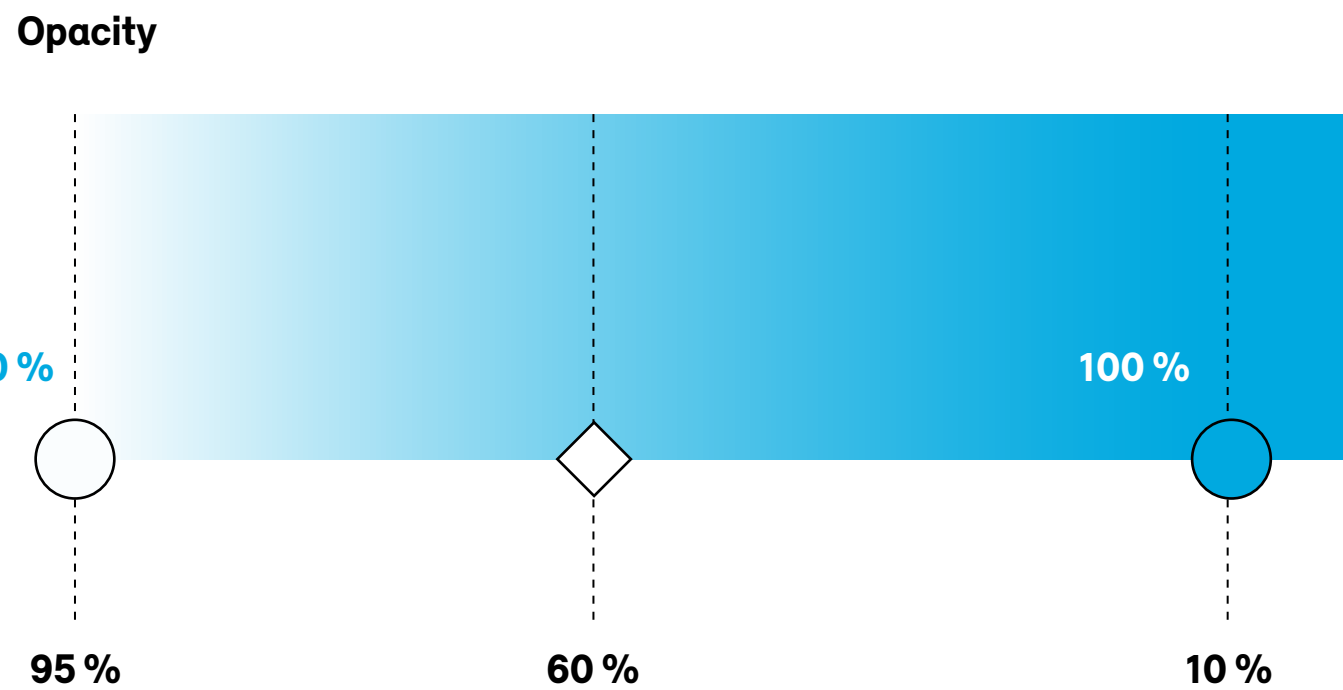
Background colours



Borealis dark blue
or
dark image



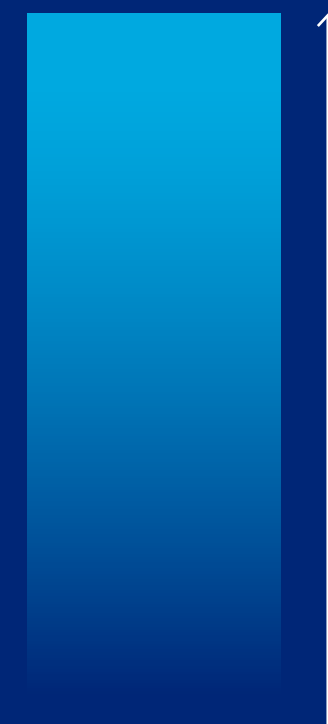
White
or
light image



Please **only use this specific composition** for the gradient to ensure consistency.

Direction

Moving up



Moving forward

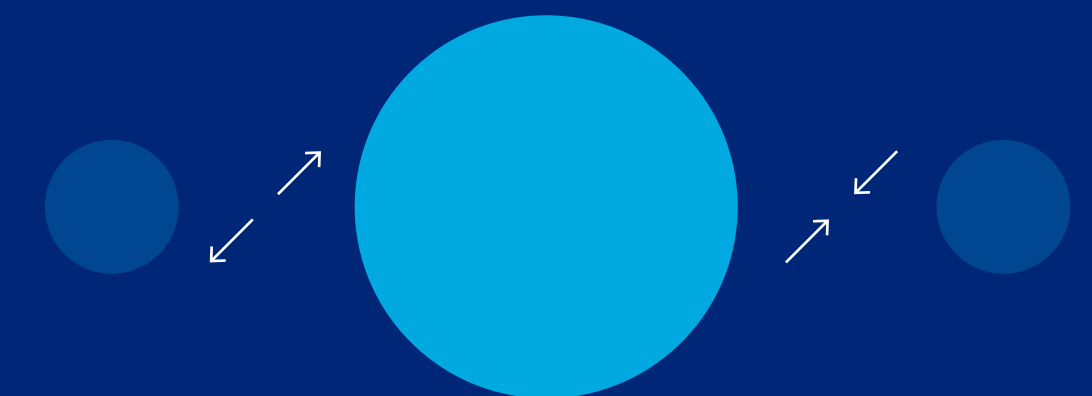


Further behaviours

Circulation

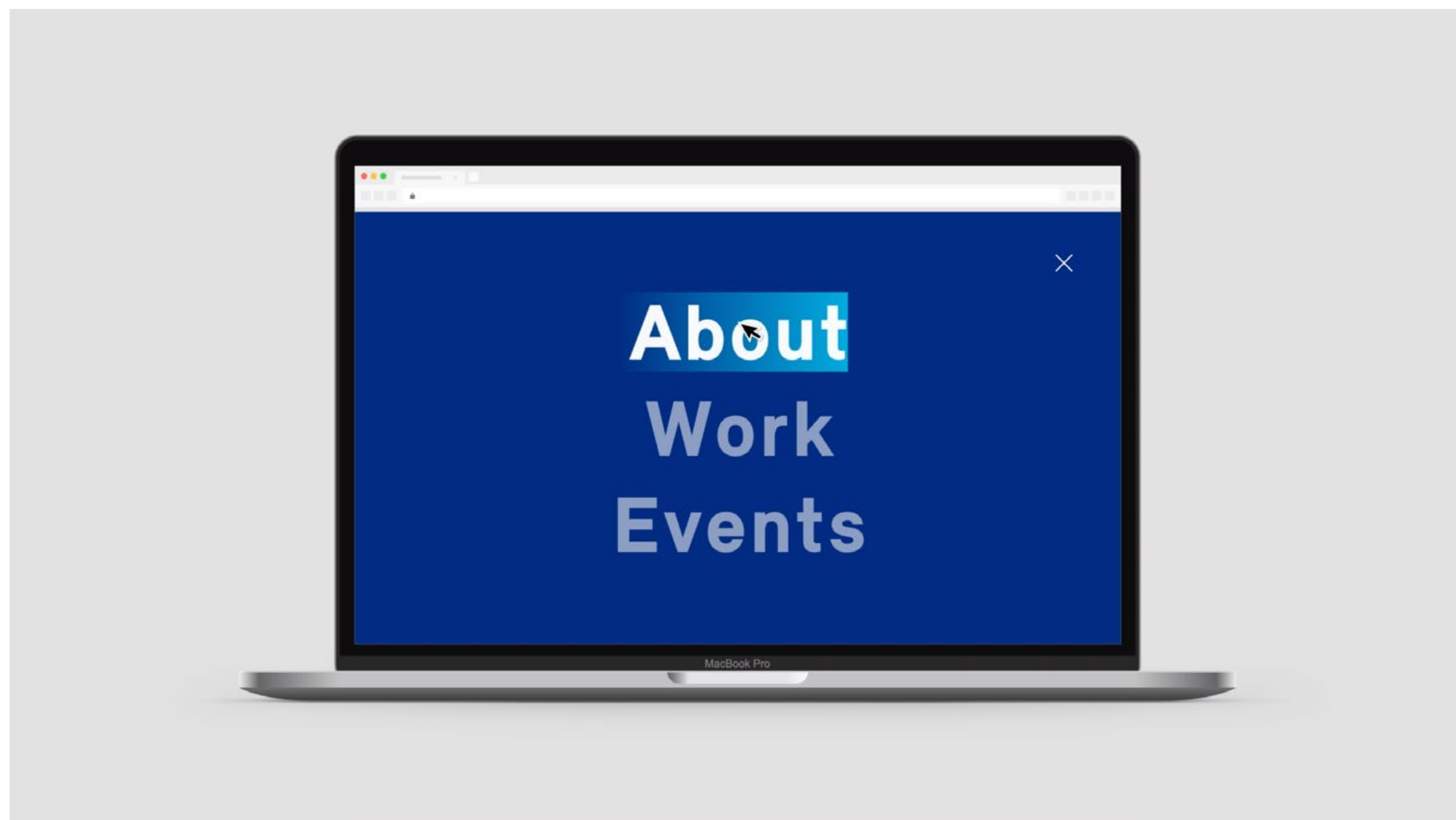


Scaling up and down



Gradient

Sample applications



Please note that these examples are only illustrative and not necessarily realistic.

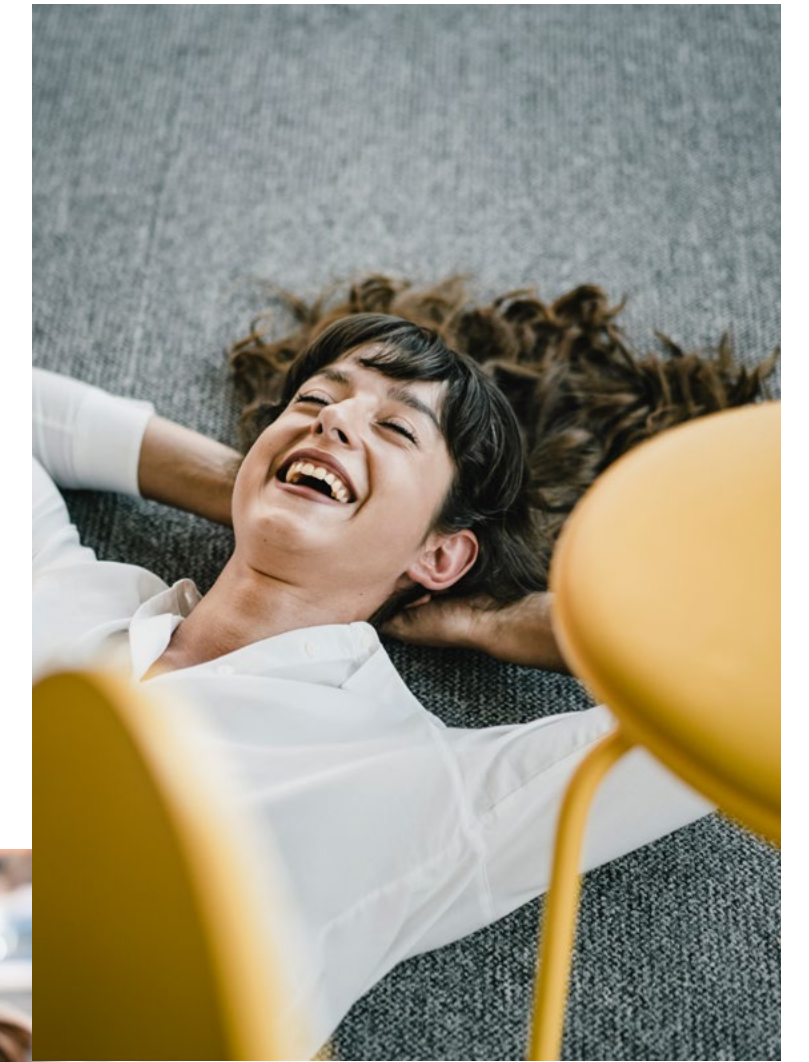


Imagery

Our imagery reflects who we are and the way we see the world around us. Every image of our communication is essential based on two key parameters: content and style. These parameters guarantee a consistent substance and point of view in our image selection.

Imagery

Lifestyle photography



The story told by the picture should reflect our brand purpose by showing people and their lives up close.

The content of the image should show at least one of our core topics:

- **People (Growth)**
- **Sustainability (Circularity)**
- **Innovation**
- **Performance**
- **Leadership & Partnership**

Imagery

Product photography

Borealis products can and should be included in the picture whenever possible, either as a staged object, like an accessory, in an everyday scene or as a single neutral product shot.

We want to demonstrate what consumers and stakeholders can expect from our products.

This is why we show:

- **Product (or service) context**
- **Product in use**
- **Product shot**

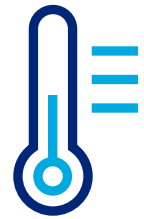


Imagery

Stylistic parameters

There are seven different formal characteristics of our imagery:

Temperature, saturation, contrast, brightness, depth of field*, colour accent and zoom.



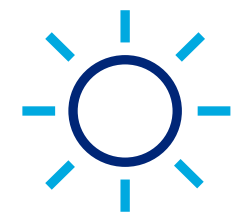
Friendly and warm colour tonality



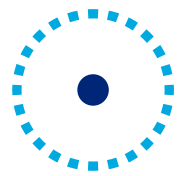
Slightly desaturated natural colours



High contrast of dark and light colours



Bright environments with visible light



Clear focus and visible depth of field*



Design colours as vibrant accents



Close to people, activities or objects

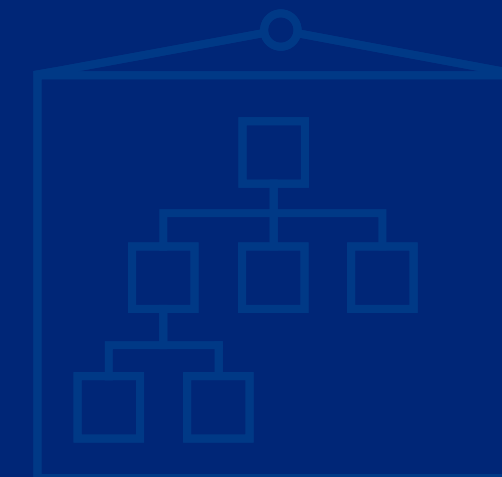


*Depth of field is the preferred stylistic element to create an interesting image composition that suggests closeness and intimacy with the protagonist, especially in lifestyle photography. However, it is not absolutely necessary to use it, e.g. for product or industry-related photography.

Icons



Our icons show simplified objects or topics that serve as universally understandable illustrations to convey important information as quickly as possible. Icons should only be used as functional elements.



Icons

Icon style

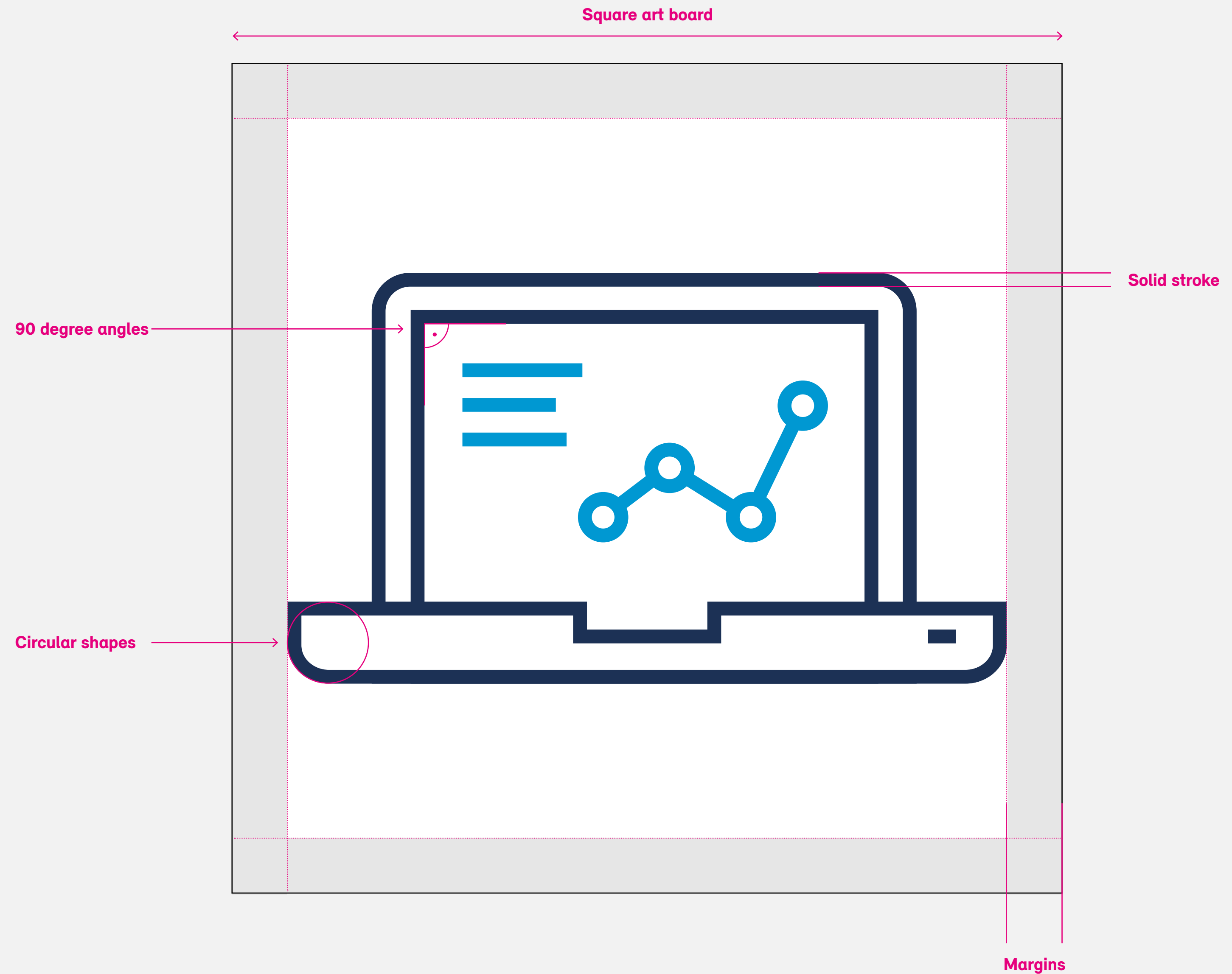
Our icon style based on simple and geometric shapes like circles, squares and diagonals. Each icon is composed of solid strokes (filled or outline) with sharp corners in combination with rounded edges. To create a consistent look, only our primary brand colours dark and light blue are used (preferable the combination of both; light blue serves as highlighting colour).

We always build our icons on a square art board with a size of at least 48 x 48px.

Sharp corners



Coloured highlights





Icons

Icon set

This is a selection of our icons that are currently available in four different styles.

If you have specific icon requests and you're not able to build them yourself, please contact the Communications department.

One-colour	Two-colour	
		Outline
		Filled



Our icons are available to download on Picturepark:



Social media

Social media helps us develop brand awareness and reputation online.

It is used as a communication platform to reach different target audiences with relevant and specific content.

Social media

Profile

We can easily apply our clear set of rules to the creation of social media content.

Our social media profile mostly consists of different elements such as the avatar (symbol), header (image) and posts across all channels.

Avatar

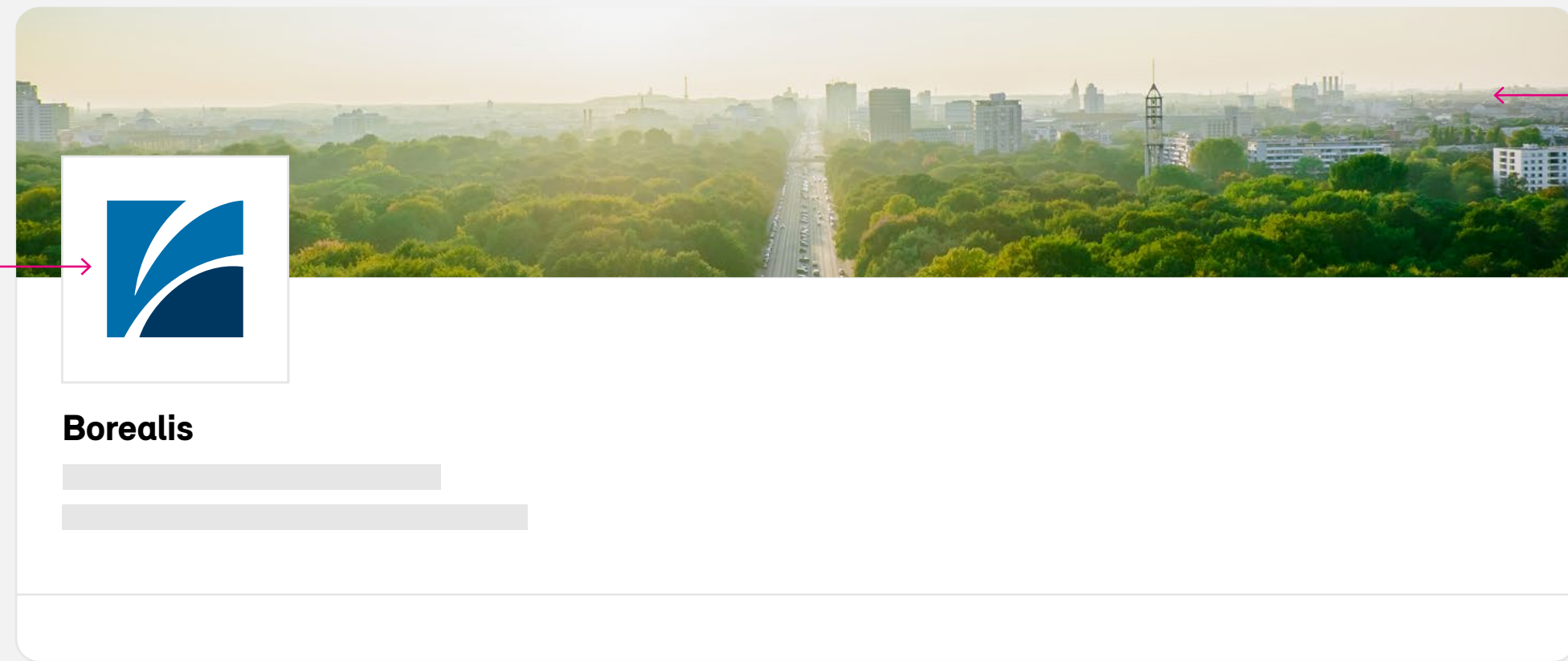
The 'Aurora' symbol of our logo is used on a white background for profile pictures and avatars. The 'Aurora' may be used as a standalone symbol in digital applications only if the regular Borealis logo cannot be used to identify Borealis as the sender.

Header

Our header features full-bleed images from our image pool. The use of text on the header is optional.

Post

There are various types of posts that promote our thinking and efforts through relevant and interesting news, articles, information, events, products and solutions. This can be done through images, videos and links to our offerings (e.g. webinars).

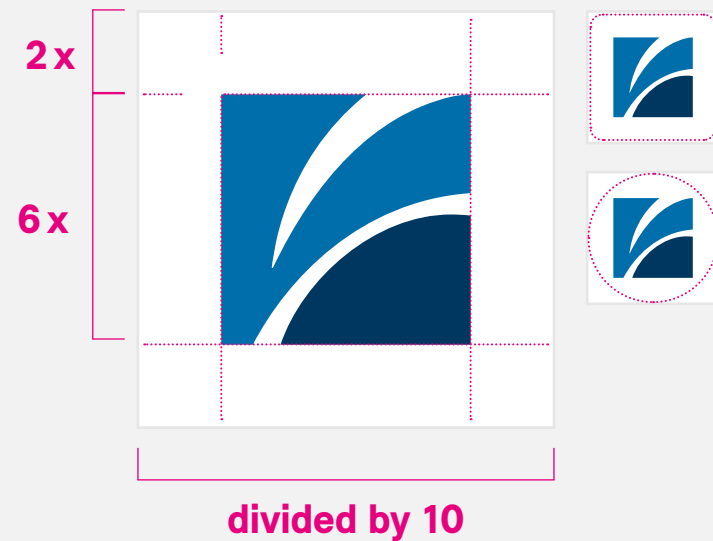
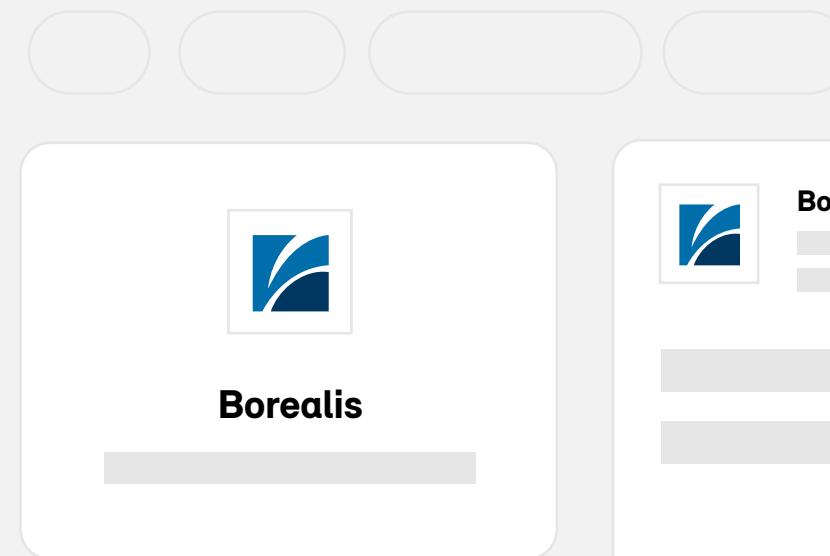


Header
Highlights our personality and purpose

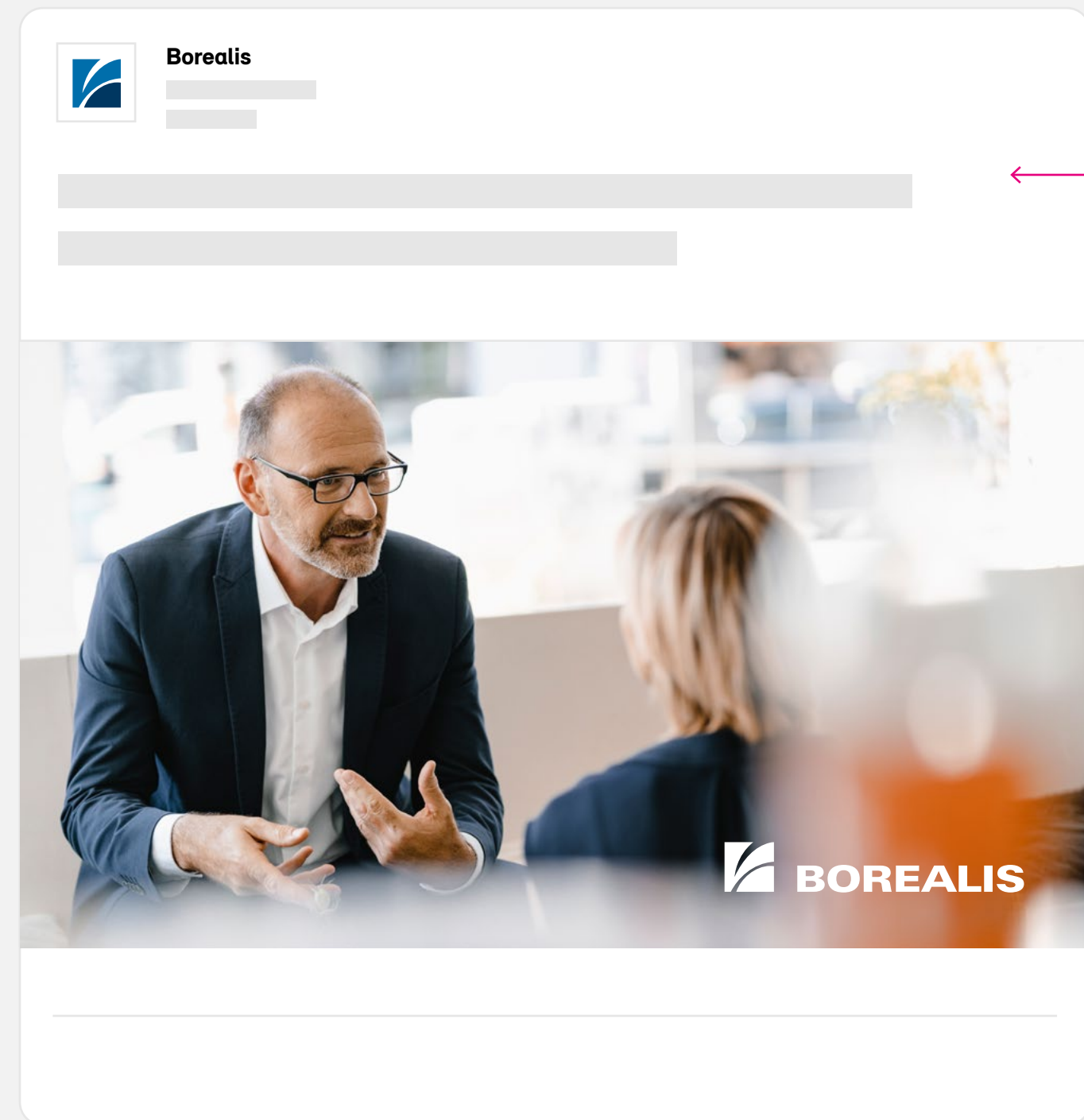
Avatar
Marks our company as the sender.

The symbol is constructed to be used on various social media platforms without additional scaling.

x = Canvas size divided by 10
Symbol size: **6 x**
Clear space: **2 x**



Example (400 x 400 px):
x = 40 px
Symbol size: 240 px
Clear space: 80 px



Post
Communicates our thinking and efforts

Elements

Keep in mind that we always look at two dimensions: verbal and visual. These two dimensions are defined by our brand guidelines and can be adapted to the respective format: square, landscape and portrait format.

1. Verbal

Keep your writing focused and as simple as possible, applying our defined brand voice principles:

- We are clear
- We are driven
- We are approachable

Avoid covering too many topics in the same post. If persons, companies or events are mentioned, they can be linked – to trigger more engagement.

We use **‘Keep Discovering’** in the description of the post, but never on the post itself, unless it is part of the headline.

Hashtags that resonate with our desired target audiences can be used to promote the post.



Please read the Brand Voice Guidelines for more details:
GL_Brand_Voice_Version 1.5



2. Visual

The visual should always be related to the content of the post and clearly consist of our visual brand elements. Our corporate font, colours and imagery style create a coherent brand expression and look across channels.

The layout system follows the same rules as defined in the respective chapter ‘Layout’ – with only one exception, except for the logo size:

The size of the logo (14x base unit) is slightly larger to ensure better legibility on small displays and is based on a square format (to guarantee the same logo dimensions across landscape, portrait and square formats).

A variety of sample posts for inspiration is shown on the next pages.

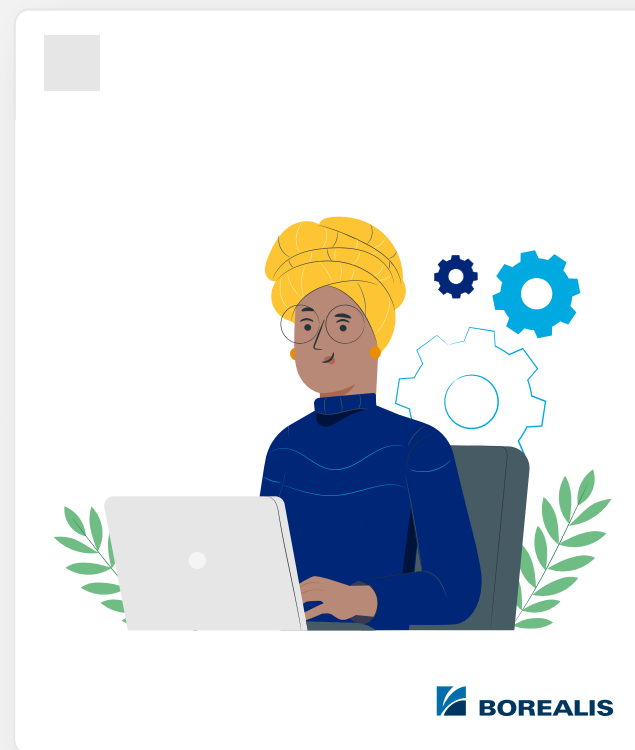
Sample posts

A. Full-bleed images or graphics

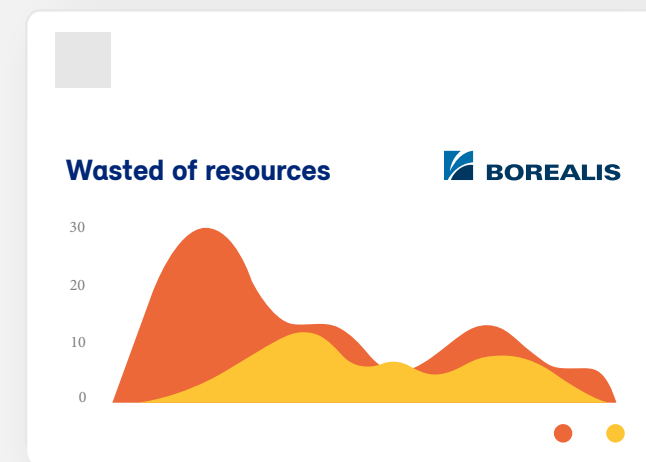
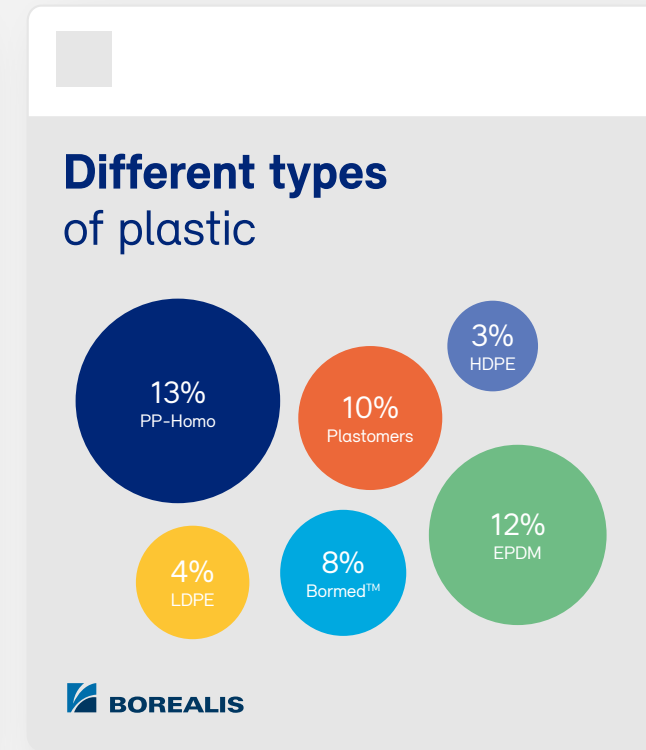
Reduced and highly visual form to illustrate and support information



Single image



Illustrations



Infographics

B. Text only

Convey our passion through strong typographic statements



Brand colour





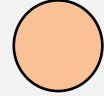

Two-colour 'split'



Colour backgrounds (light spectrum only)

We can use an additional range of light background colours (based on the design colours) to create a more playful, engaging look and feel for our text posts:

Light background colours (exceptions)

- 
Light Spring
 RGB 100, 50, 0, 60
 HEX 0, 45, 90
- 
Light Summer
 RGB 100, 30, 0, 20
 HEX 0, 93, 154
- 
Light Autumn
 RGB 100, 30, 0, 20
 HEX 0, 93, 154
- 
Light Winter
 RGB 100, 30, 0, 20
 HEX 0, 93, 154



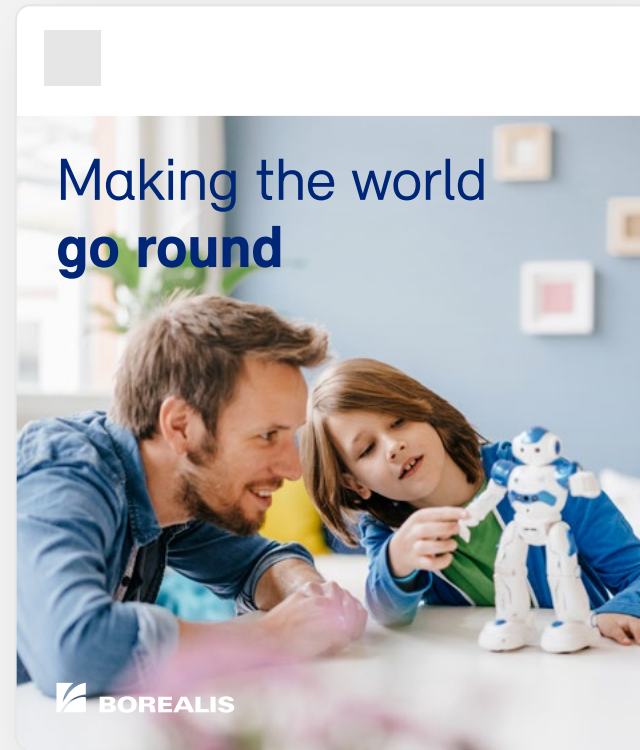
Always make sure that the image is licensed. You can search for images on Picturepark or request new pictures from the Communications department.

Social media

Sample posts

C. Image + text

Combination of image and text to emphasize the story being told



Full-bleed layout



Divided layout

D. Box modules

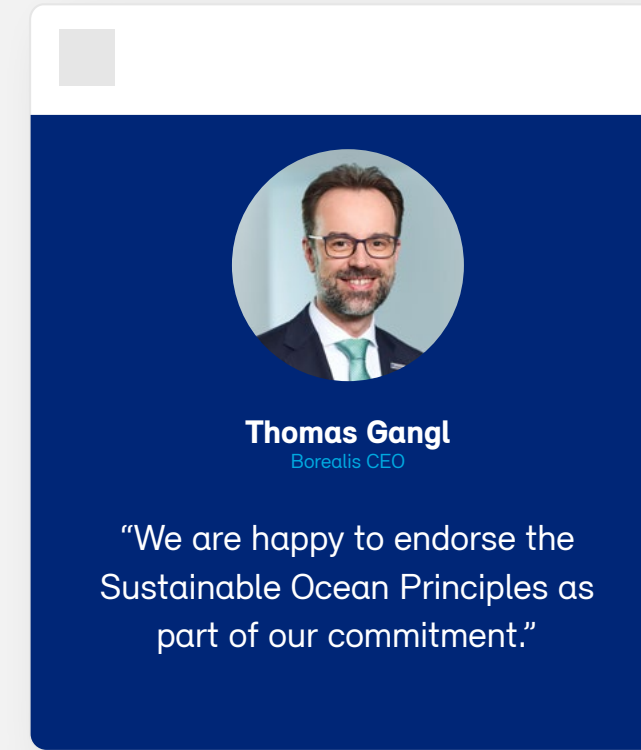
Combination of image and semi-transparent box for high impact and legibility



Transparent box module

E. Quotes with images

Combination of image and text to highlight the quote giver



Circular shape



Modified box module



Always make sure that the image is licensed. You can search for images on Picturepark or request new pictures from the Communications department.

Assets

This is an overview of other relevant guidelines, our logo and font formats that are essential for working with our brand.

Our logo suite can be downloaded on Picturepark:

Simply click or tap on the specific logo format you need and you will be directed to the download link.

Guidelines

Imagery Guidelines

GL_Imagery_Version 3.0

Brand Voice Guidelines

GL_Brand Voice_Version 1.0

Logos

Borealis logo

RGB (digital use)

CMYK (use for print)



3C
Black
White

4C
Black
White

Typography

Borealis Relevant Font

Normal	OTF, TTF, EOT, Woff, Woff2
Bold	OTF, TTF, EOT, Woff, Woff2
Black	OTF, TTF, EOT, Woff, Woff2

Contact details

If you have any questions, or need help implementing any aspect of the Borealis brand identity please contact the Communications, Brand and Reputation team at

