

D S M B R A N D B O O K

Unlimited. **DSM**

DSM BRAND BOOK

Published by:

DSM, Corporate Communications

Heerlen, the Netherlands

Reproduction in part or in whole of this publication via printing, photocopying, microfilm or any other means, whether within DSM or externally, is expressly forbidden without the written authorization of the Design Manager of DSM's Corporate Communications Department.

© Copyright DSM, 2003

Our Brand

Our Brand proudly represents what we as a company stand for. To our customers and other stakeholders it is a visible assurance of the quality, reliability and performance they can expect from us and from our products and services. Which is why it deserves to be used carefully, consistently and with pride. This Brand Book will help you to observe our Brand identity in all kinds of communications with all our different stakeholders.

One company,
One style.

INTRODUCTION

Building the right image

A good image and reputation are vital assets for a company like DSM. Fortunately, these can be managed to a certain extent. Stakeholders will base their perception of DSM on what they see, hear and read about the company. This means we can positively influence their perception by a careful choice of the subjects and style we use in our communications.

To succeed in business, we need to maximize the visibility and recognizability of the DSM Brand by bringing it to life. This is where our Brand proposition '*Unlimited.DSM*' comes in. '*Unlimited.DSM*' reflects very well who we are, what we stand for and the ambitions we have as a corporation. It demonstrates the dynamics, the energy, the creativity, the constant drive for improving our products, our services, our processes and our practices; the passion for innovation. Shortly, that is us!

We need to ensure that all our communications support the perception of the DSM Brand and the DSM image that we want to create. That's why there are basic rules for the way in which the DSM Brand is presented and used. Anyone at DSM who is involved in the development of communication materials must comply with these rules. This is the only way to ensure that we achieve the necessary clarity and consistency across all our communication media, messages and materials. All over the world.



Peter Elverding,
Chairman of the DSM Managing Board.
Chairman of the Communications &
Advocacy Board.



John McLaren,
Vice President DSM Corporate Communications.

CONTENT

Chapter 1	
Our Corporate Brand	8
Branding	10
Our Brand	12
Our Brand values	14
Our Brand promise	18
Chapter 2	
The DSM Housestyle	20
Our House style	22
The logos	24
Our colors	30
Images	34
Typefaces	38
Company names	42
Corporate endorsement	48
Tone of voice	54
Chapter 3	
Applications	56
Appendices	
Light endorsement	108
Joint ventures	114





Chapter 1

Our Corporate Brand

It's a Brand's world

BRANDING



A world of Brands

Imagine a world without Brands. No Ikea. No Coca-Cola. No BMW. No DSM. Today, Brand image is not just important in the consumer market. Even in the business-to-business environment, Brand equity has become a highly important emotional connection between buyers and sellers. A connection that's as important to our business as the products and services we sell. Because Brands have become the visual and emotional shorthand on which our customers base their purchasing decisions.

A strong, unique Brand image that distinguishes us from the competition is also important in communications with suppliers, employees, neighbors, shareholders and the media. Because we want all these stakeholders to perceive us for what we are: a living, breathing, constantly changing company.

A Brand is more than a name,
a logo, a product or a service.
A Brand is an attitude, a way
of doing things, of behaving, of
communicating.
It is a consistent expression of
who we are as a company,
both visually and verbally.

OUR BRAND



Bringing our Brand to life

DSM's mission is to contribute, whether directly or indirectly, to our society. Our company plays a vital role in creating and supplying the innovative products and services that help to improve our lives. DSM is everywhere: in the food we eat, the telecommunications networks we use, the bumpers that protect our cars and the medicines and vitamins that keep us healthy. Our products and services help to promote a healthier, more sustainable, more pleasant more enjoyable and more efficient way of living.

To convey one of the most striking elements of our company's culture – the fact that the people of DSM don't accept any limits – we've chosen the concept *Unlimited*.DSM as our Brand driver. This concept is intended to make our brand recognizable, to give it a human dimension and, even more important, to bring it to life.

'*Unlimited*' stands for the fact that we – the people of DSM – are constantly working to push back the frontiers of scientific research. To develop even better products and services and to provide ever better answers to the needs of our customers and other stakeholders.

Our pride in our Brand is based on knowing that we develop, manufacture and market products and services that meet important human needs.

Our DSM Brand is just like you and me: living, breathing, constantly changing.

It's
Unlimited!

OUR BRAND VALUES



What makes us '*Unlimited*'?

The standards we set today in our work are our challenges for tomorrow. Because standards are there to improve upon. We are determined to find the best solutions for our customers, whether they are processes, applications, products or services.

This total dedication, and the success that it brings, are due to many factors, not least our four core Brand values:

Innovation

Ambition

The Ability to Change

Responsibility

Always remember our
four core Brand values.

The
fantastic four.

Innovation

Innovation stands for our constant and total focus on pushing back the boundaries of what is achievable by creating ever better products or services and providing ever better answers to our customers' needs.

Ambition

Just as important is ambition, and the DSM of today is as ambitious as ever. We are a company with *unlimited* drive. Our strategy is not only to build and further strengthen our existing leadership positions, but also to shift our portfolio, targeting activities that offer higher added value and greater earnings stability.

The Ability to Change

This core Brand value refers to our ability to respond fast and effectively to the ever-changing business environment; to be alert to what our markets, customers and end-users need, to mobilize our knowledge and resources and to take the required action.

That's what
we mean by '*Unlimited*'!

Responsibility

We are above all a solid company that all our stakeholders can trust and depend on; a good 'corporate citizen' in terms of the way we treat our employees and maintain relationships with the communities in which we operate. DSM is strongly committed to its social and environmental responsibilities, which it regards, together with achieving good and solid business results, as its key operational objectives and as essential prerequisites for sustainable business.

Last but not least, we will never lose sight of the fact that our goal is to enhance the quality of people's lives in all kinds of areas, such as health, food, packaging, transport, telecommunications, the environment and many more.

We have learned through experience that change is something to embrace. At a time when the world is changing faster than ever, we continue to take on new challenges with the same '*Unlimited*' drive that has characterized our company since we first started business, a century ago.

DSM strives for sustainable long-term growth through its global scale and presence, leading product range, strong research and development capability and marketing leadership.

OUR BRAND PROMISE



Living the '*Unlimited*' promise

When we say that DSM is '*Unlimited*', we mean that the search for innovation, the application of brilliant ideas, the insatiable appetite to solve problems – big and small – are what drives DSM.

This is what we want to communicate – and what we want people to think of – when they see our Brand. That's what the DSM Brand is all about.

We are already living the '*Unlimited*' promise by striving to embody our Brand values in our everyday work. But it's equally important for us to express the Brand values in all the different communications associated with our company, with our Brand and with our products and services. And the way to do that is for all of us to follow the logical and clear rules which are detailed in this Brand Book.

DSM's vision is to be the leading global provider of innovative products and solutions to companies in the business-to-business environment.

There's no limit to what we can achieve!



Chapter 2

The DSM House Style

A Question of Style



OUR HOUSE STYLE



Unity in diversity

DSM wants to be recognized around the world as a company with a positive and clear image. Achieving that demands a distinctive and recognizable presentation of our company across the wide diversity of communication media and materials. The image that DSM projects is to a large part determined by our corporate identity. This part of the Brand Book contains the basic elements we have developed and a set of rules and guidelines to ensure that this corporate identity is used consistently.

Our corporate identity is the visual manifestation of the DSM Brand. It includes a name, a logo and a visual style. This identity enables our customers or other stakeholders to recognize us; it helps us to stand out from the competition.

On the internet toolbox www.dsmidentity.com and on the CD-ROM that is included with this Brand Book you can find several templates for letters, envelopes, business cards, brochures, etc., all in QuarkXpress format. Designers and printers should use these templates to ensure consistent application of our corporate identity; in other words, to create unity in diversity.

THE LOGOS



Reflection of DSM's identity

At the heart of the DSM corporate identity are our two logos. The image logo represents our Brand personality while the official logo identifies DSM as one company. However, both the image logo and the official logo symbolize the quality of DSM, our products and our services.

The DSM image logo

The DSM image logo should be used in communications intended to convey the distinctive Brand identity of DSM. The Brand identity that reflects who we are and what we stand for: the fact that we don't accept any limits. Whenever we want to convey this message, for example in showing the world the DSM of today and tomorrow, explaining our vision, describing our products or demonstrating our commitment to innovation and improvement, we should use the image logo '*Unlimited.DSM*' in a prominent way.

The official DSM logo

The wordmark 'DSM' and the company symbol (the hexagon) are used to identify the DSM Company. We use the official logo on items and image carriers that do not directly express the '*Unlimited*' concept.

The two DSM logos – the DSM image logo and the official DSM logo – are trademarks which belong to DSM's most valuable assets. They are used to identify DSM as the source of a wide variety of products and services.

One company, two logos.

Reproducing the DSM image logo

The rules shown in this section will ensure that the DSM image logo is always presented in a consistent and clear way. Whenever our DSM image logo is used, it should be presented in such a way that it is immediately recognized. To enable the DSM image logo to be given maximum prominence wherever it appears, four presentations are available.

The DSM image logo

Scale 1:1

*Minimum size:
'Unlimited' 10 pt.*

***Unlimited.* DSM**

DSM image logo
Black and PMS 294 version

This is the standard version and must be used wherever possible. Suitable in most applications (print, advertising and e-media). It is reproduced in either Black and PMS 294, CMYK or RGB.

***Unlimited.* DSM**

DSM image logo in black
Single color black version

Used only if half-toning cannot be reproduced accurately and color cannot be used (e.g. single color advertisements, fax header, blind embossing, stamping, casting).

*Clear space area**

*Clear space square unit,
based on the height of the
letters DSM.*



Unlimited. **DSM**

DSM image logo in PMS 877 *Silver color version*

The silver version of the logo can be used wherever suitable. Used preferably on high-quality and special products such as corporate gifts or promotional items.

The silver logo can be printed on either light or very dark backgrounds.

Unlimited. **DSM**

DSM image logo in white *Diapositive version*

Used only if the dark blue or silver logo cannot be used.

A combination of the silver and diapositive versions of the image logo is permitted: 'Unlimited' in white and 'DSM' in silver.

***Clear space area**

An area of clear space must be maintained on all sides of the DSM image logo. To help designers in implementing this rule, we have constructed a framework for clear space based on the height of the letters DSM.

The only permissible deviation from a plain tonal area around the logo is where it appears in an overall photograph or illustration.

Reproducing the official DSM logo

The official DSM logo is made up of the letters 'DSM' together with the company symbol. Neither of these components should ever be used in isolation. Whenever the official DSM logo is used it must always be presented in a way that ensures immediate recognition, regardless of the type of communication media or material. To allow this to be achieved, four different presentations of the official DSM logo are available. The rules shown in this section will ensure the official DSM logo is always presented in a consistent and clear way. The logo should only be used in the colors dark blue, silver, black or white.

The official DSM logo

Scale 1:1

Minimum size:
'DSM' 10 pt.
(as shown below)



Official DSM logo in PMS 294
Dark blue version

This is the standard version and must be used wherever possible. Suitable for most applications (print, advertising and e-media). It is reproduced in either PMS 294, CMYK or RGB.



Official DSM logo in black
Single color black version

To be used only if half-tones cannot be reproduced accurately and color cannot be used (e.g. in single-color advertisements, fax headers, blind embossing, stamping, casting).

Clear space area*

Clear space square unit,
based on the height of the
letters DSM.



Official DSM logo in PMS 877
Silver color version

The silver version of the logo can be used wherever suitable. Use preferably on high-quality and special products like corporate gifts or promotional items.

The silver logo can be printed on either light or very dark backgrounds.



Official DSM logo in White
Diapositive version

Use only if the dark blue or silver logo cannot be used.

***Clear space area**

An area of clear space must be maintained on all sides of the official DSM logo. To help designers in implementing this rule, we have constructed a framework for clear space based on the space unit between the word and the DSM company symbol.

The only permissible deviation from a plain tonal area around the logo is where it appears in an overall photograph or illustration.

OUR COLORS



The DSM colors

The colors selected for our company's identity form an integral part of it. To ensure clear and immediate recognition, we use two main colors to represent the DSM Brand: dark blue and silver. These colors are generally associated with quality, value and reliability. In addition, the DSM blue is easily reproducible by a wide variety of processes onto an even wider variety of materials. Always with a consistent result.

All signal colors from the entire spectrum can be used as additional colors to distinguish a particular Business Group, product, service, Brand, etcetera in brochures, leaflets, e-media or other publications. However, colors used for this purpose should preferably be chosen to harmonize with the corporate identity colors that represent our DSM Brand: silver and dark blue.



The *unlimited*
colors of DSM.

Reproducing the DSM colors

The use of the correct colors is defined on these pages. To enable successful color matching of our corporate colors blue PMS 294 and silver PMS 877 (the latter can be replaced by PMS Cool Gray 7) swatch sheets are supplied with this Brand Book. The DSM corporate identity colors should also be applied to media such as internet websites and Powerpoint presentations.



DSM corporate colors

Blue / Silver / Black

Primary DSM colors: use wherever possible and necessary. For most applications (print, advertising and e-media). Reproduced in PMS, CMYK or RGB.



DSM cluster colors

Yellow / Red / Purple

Secondary DSM colors: use where possible to emphasize the DSM clusters: Life Science Products (yellow), Performance Materials (red) and Industrial Chemicals (purple).



DSM Blue
PMS 294 / RAL 5010

C 100%
M 56%
Y 0%
K 18.5%

R 000
G 075
B 140



DSM Silver*
PMS 877 / RAL 9006

C 100%
M 100%
Y 100%
K 100%

R 125
G 130
B 170

Silver foil code: 10s



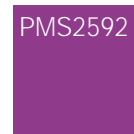
DSM Yellow
(Life Science Products)

C 0%
M 30%
Y 100%
K 0%



DSM Red
(Performance Materials)

C 0%
M 100%
Y 80%
K 0%



DSM Purple
(Industrial Chemicals)

C 60%
M 90%
Y 0%
K 0%

**Where necessary the Silver color can be replaced by PMS Cool Gray 7.*

IMAGES



Picture this !

We develop and manufacture products and services that meet important human needs. Our range of products and services from the Life Science Products, Performance Materials and Industrial Chemicals clusters all contribute to making our world a better and healthier place to live. By including images in our publications showing how our products and services are used in everyday life we can enhance people's perception of our DSM Brand.

Selecting cutting-edge images helps fuel the company's success in presentations in print media, e-media and all other forms of communication. There are strong worldwide networks of distributors of images which provide exciting, high quality and versatile images which reflect our *Unlimited* concept.

The objective behind the images being used in publications is simply to show what we – DSM as a company – are making possible.

Spectrum of human experience.

The image spectrum

DSM's businesses and end markets are so varied that it is impossible to give strict rules for the use of images in DSM publications or presentations. All we can say to users is: challenge the conventional, be different, be daring and choose the image that best fits your Brand vision. For users' convenience we distinguish three classes of images on this page and give a few general guidelines for their use.

Applications and products

Using classic photography of state of the art products can be useful for showing our pride in developing, manufacturing and marketing products and services that meet important human needs.



DSM collection

Show the world of DSM by selecting (or producing) sophisticated images that tell the story of our innovation, ambition and responsible way of doing business.



Unlimited images

Make sure to use immaculate imagery that captures the diversity and excitement of the world of our products and services by using a variety of images that encapsulate lifestyle, commerce or industry. Always focus on end-products and markets.



Unlimited. DSM

TYPEFACES



The Helvetica typeface

As DSM is an international corporation, its visual identity should be globally applicable. This means that in prime areas of presentation DSM should use a typeface that is both internationally legible and available to designers and those concerned with the production of material on which the identity is to appear.

The approved DSM typeface is the Helvetica. This typeface has proved to be easy to read and is available almost everywhere. All versions can be used as necessary and appropriate for the specific items being produced.

For standard office software and printers the Arial typeface should be used if Helvetica is not available. The Verdana typeface is used as a replacement font for Helvetica or Arial in internet browsers.

The Swiss
family Helvetica.

Using the Helvetica family

The freedom with which the Helvetica typeface can be used is virtually *unlimited*, except that there are rules for letter spacing, line spacing, alignment and any other aspects relating to the use of the typeface on items like stationery and signage. These are specified in the chapter 3 of this Brand Book.

Helvetica

The Helvetica family of typefaces presents an attractive, easy-to-read and consistent visual impression. The various members of the Helvetica family can be used with *unlimited* design freedom to produce a wide range of specific materials.

Neue Helvetica Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neue Helvetica Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neue Helvetica Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Arial example

AaBbCcDcEe

Verdana example

AaBbCcDcEe

Neue Helvetica Light Italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ*

Neue Helvetica Roman Italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ*

Neue Helvetica Bold Italic

***abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ***

COMPANY NAMES



Our company names

One of the prime objectives of any corporate identity program is to ensure clear recognition of the company, wherever it is presented. The following information and guidelines relate to the way in which the names of various entities of DSM should be written and integrated into the overall DSM corporate identity to comply with legal requirements. The name DSM is a constantly recurring element in the names of the all business groups or operating companies within the group. Apart from being a legal requirement, this also serves to maintain unity and a recognizable identity and structure.

Koninklijke DSM N.V. (Royal DSM) is the statutory name of the company and is only to be used for legal requirements for the presentation of the registered name.

Koninklijke DSM N.V. (Royal DSM) is the statutory name of the company, and is registered as such in the company registration files of the Dutch Chamber of Commerce and Industry. According to the Dutch Civil Code it is a legal obligation to clearly present the full registered company name and the place of registration on all written and printed material or on official announcements relating to the holding company.

What is in a name.

DSM Agro
DSM Anti-Infectives
DSM Bakery Ingredients
DSM Coating Resins
DSM Composite Resins
DSM Elastomers
DSM Energy
DSM Engineering Plastics
DSM Fibre Intermediates
DSM Fine Chemicals
DSM Food Specialties
DSM Nutritional Products
DSM Melamine
DSM Pharmaceutical Products
DSM Venturing & Business Development

Official Documents

In conditions of sale, purchase agreements and other documents to which contractual obligations or legal considerations might apply, the correct presentation of the registered name, place of registration and registration number must be stated on the top sheet and continuation sheets of the document.

Letter headings

The information indicated above must also be stated in letter headings.

General

In items used for external communication, such as estimates, invoices, advice notes, etc., the official registration data must be presented.

Apart from publications related to financial matters which may be intended for external publication, it is not required for the registered name and registration data to appear on publicity material.

Business groups and other entities

DSM has strict rules for the use of company names. The letters DSM may be placed before the name of a company unit or department only if the DSM Managing Board has approved this composite name. The name change from DSM N.V. to 'Koninklijke DSM N.V.' in 2003 had no consequences for business groups and other associated companies. Each of these entities has its own legal name and place of registration, and its own approved trading name and identity.

Royal reference

The use of the name 'Koninklijke DSM N.V.' or 'Royal DSM' in speeches, to emphasize DSM's royal status, should preferably be restricted to speeches held in countries that are kingdoms themselves, such as Belgium, Brunei, Denmark, Japan, Jordan, Liechtenstein, Luxembourg, Monaco, Morocco, the Netherlands, Norway, Saudi Arabia, Spain, Sweden, Thailand and the UK.

Use of 'Koninklijke DSM N.V.' or Royal DSM

In items used for external communication, such as estimates, invoices, advice notes, etc., the official registration data must be presented. Apart from publications related to financial matters which may be intended for external publication, it is not required for the registered name and registration data to appear on publicity material. Who can use and when we use 'Koninklijke DSM N.V.' or 'Royal DSM' is shown in the overview on these pages.

	Official documents	Letterheads	Footers on stationery	Business cards	Envelopes	Annual reports	Brochures	Newsletters	Powerpoint presentation	Internet	Intranet	Vehicles	Signage	Exhibitions
Managing Board of Directors	●	●	●	●	○	●	N.A.	N.A.	●	●	●	N.A.	N.A.	N.A.
Corporate Staff	●	○	●	○	○	○	●	○	○	●	●	○	○	○
Corporate Departments	●	○	●	○	○	○	●	○	○	●	●	○	○	○
DSM Business Groups	○	○	○	○	○	○	○	○	○	○	○	○	○	○
Other activities	○	○	○	○	○	○	○	○	○	○	○	○	○	○

	Trade fairs	Clothing	Sponsorship	PR-activities	Promotional items	Company gifts	Flags	Crockery	Press Releases	Speeches
	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	N.A.	●	●
	○	○	○	○	○	○	○	○	●	●
	○	○	○	○	○	○	○	○	●	●
	○	○	○	○	○	○	○	○	○	●
	○	○	○	○	○	○	○	○	○	●

- Use of Koninklijke DSM N.V.
- Refer to 'Royal DSM' or 'Koninklijke DSM N.V.'

N.A. Not Applicable

CORPORATE ENDORSEMENT



Corporate endorsement

Branding is important for the DSM group as a whole, but it is also an effective tool to create added value for the individual Business Groups and their products and services. It is important to carefully evaluate the relationship between the corporate Brand and individual product Brands to create maximum synergy and mutual reinforcement. Introducing and applying product branding as a business and marketing tool is a responsibility of the Business Groups.

Endorsement consolidates our combined strength in our shared corporate Brand. Via endorsement, each product and service contributes to, and benefits from, the DSM Brand in its own way.

For endorsement only, product managers can choose between strong or light endorsement. Strong endorsement applies to those products that communicate in the DSM House Style. Light endorsement (page 108) applies to those products that have their own Brand identities, own visual style and own way of communication. A product can migrate from strong to light, or vice versa, over time according to the individual brand strategy.

We will use the strength of the DSM corporate Brand to endorse all our products and services. Endorsement of our products and services is required in all communications, from sales collateral and advertising to websites and packaging.

One company, many products.

Using the endorsement element

The graphic element used to endorse DSM sub-brands, products or services is referred to as 'the endorsement element'. The endorsement element consists of a rectangle containing a lower case letter 'a' and the wordmark 'DSM', plus a word: Brand, Product or Service*. Whenever the element is used it must be presented in a way which emphasizes the fact that we are dealing with a brand, product or service of DSM. In the chapter on applications it is explained how to use the element on various items.

The endorsement element

Minimum scale 1:1

The minimum size of the endorsement element is related to the width of the three letters DSM in the ('Unlimited') DSM image logo, see page 59.

The image shows the endorsement element for 'Brand'. It consists of a grey rectangular box containing a lowercase 'a' followed by the word 'DSM' in a bold, sans-serif font, and the word 'Brand' in a lighter, sans-serif font to its right.The image shows the endorsement element for 'Product'. It consists of a grey rectangular box containing a lowercase 'a' followed by the word 'DSM' in a bold, sans-serif font, and the word 'Product' in a lighter, sans-serif font to its right.The image shows the endorsement element for 'Service'. It consists of a grey rectangular box containing a lowercase 'a' followed by the word 'DSM' in a bold, sans-serif font, and the word 'Service' in a lighter, sans-serif font to its right.

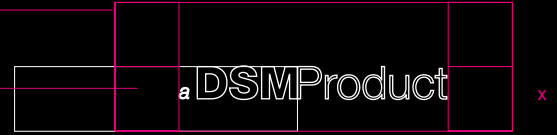
***Brand endorser,
Product endorser and
Service endorser in PMS 877***
Silver versions

The silver version of the element can be used wherever suitable. Use on all communication items accompanying high-quality products, services or Brands of DSM.

** Translation of the words 'Brand', 'Product' and 'Service' is allowed as long as the same typeface, font size, colors and endorsement element structure are maintained. Changes should be authorized by DSM's Corporate Communications Department.*

Clear space area*

Clear space square unit
whose sides measure
exactly twice the height of
the letters DSM.



a **DSM** Brand

a **DSM** Product

a **DSM** Service

**Brand endorser,
Product endorser and
Service endorser in PMS Cool grey 7
Cool grey versions**

The rectangle is preferably printed in PMS 877 silver. If silver is not available or not an option you can use PMS Cool Grey 7 (37% black in four-color printing) as alternative version.

***Clear space area**

The endorsement element should be surrounded by an area of clear space, though it is permitted to blend the element into a part (or all of a) photograph or illustration.

Implementing the element

On the internet toolbox www.dsmidentity.com and on the CD-ROM included with this Brand Book you will find all the masterfiles of the endorsement elements – Silver PMS 877, Cool Grey 7, the grey versions with the words ‘Brand’, ‘Product’ and ‘Service’ in black, the blue versions in PMS 294 and the 100% black versions – for use by designers and printers.

Endorsement in body copy

In body copy, the first time the product is mentioned an endorsement phrase should be added:

‘..the well-known product X – a DSM Product – is to be...’.

For more information on trademarks see the manual issued by DSM Intellectual Property, which is designed to help you properly use and protect our trademarks. It explains why trademarks are so important to the continued success of DSM and sets out what all of us can do to keep our trademarks strong and our rights protected.

The element of endorsement.

Endorsement phrase

An endorsement phrase may be added to a DSM product logotype, e.g. when suppliers use DSM product logotypes on their leaflets or other communication means. The phrase is written as: 'a DSM Brand', 'a DSM Product' or 'a DSM Service'. The typeface should always be Helvetica.



The font size of the phrase is always 1/3 of the font size of the product logotype. The baseline of the phrase is placed one x-height down from the baseline of the product name. The phrase is right aligned with the product name.

VOICE OF



Always focused on the reader

At DSM we speak with people rather than at people. So whether we address people through written communication or in person, our tone of voice should reflect this attitude. The communications we produce within DSM convey our Brand identity not only through their subject matter, but also through their tone of voice and style.

To support the DSM Brand, the tone of voice we use in our communication tools should be:

Customer-oriented:

- use the right tone for your readers
- put your readers' interest first
- be concise but clear
- be personal, not impersonal
- use inclusive language

Dynamic:

- use the active rather than the passive voice
- use action verbs rather than nouns
- be positive
- be specific

Forward-looking:

- choose the most logical starting-point
- focus on the present and the future, rather than the past

We should ensure our messages are clear, compelling and memorable.

The way
we speak.





Chapter 3

Applications

Show team spirit

APPLICATIONS

Practical examples

How should the DSM identity be used? Consistently of course. In all communications. Every time we use the DSM corporate identity, we should strive to achieve maximum recognizability for DSM by consistently using our logos, colors, typefaces, graphic elements and image spectrum.

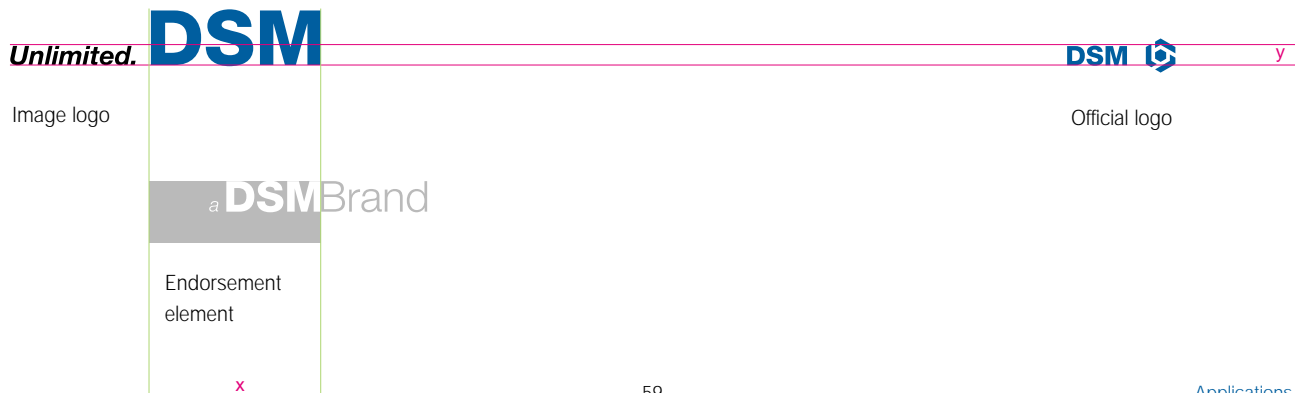
This section presents instructions and practical examples of how the DSM corporate identity is applied across a wide range of communication materials and media. These examples will show how a consistent and positive Brand identity can be created and maintained.

In drawing up the basic rules our main aim was to ensure consistency in the presentation of the company's visual image in all areas. To facilitate their implementation we have made the rules as straightforward as possible.

Relative proportions of the image logo, the endorsement element and the official logo:

Height of 'Unlimited' in image logo = height of wordmark DSM in official logo

Width of letters DSM (in image logo) = length of rectangle part of the endorsement element



STATIONERY



First impressions count

Letters or other forms of company stationery are still in many cases the first contact that customers have with DSM. First impressions count. It is therefore essential that our identity is presented in a clear, correct and consistent way on every single item of stationery, whether for external or internal use.

The *Unlimited*.DSM concept is not applied to stationery or business cards. The following pages detail the correct presentation of the DSM identity on all items of company stationery. No other forms of presentation are allowed.

You never get a second chance for a first impression!

On the internet toolbox www.dsmidentity.com and on the CD-ROM included with this Brand Book you will find masterfiles for the various forms of stationery (in QuarkXpress format) for use by designers and printers.

The DSM standard desktop environment includes templates and style sheets enabling you to use our corporate identity properly.

General

In order to ensure a correct lay-out of the letterhead and all the other elements, it is essential that information such as addresses, telephone numbers, etc. is presented as shown in the various examples and in the digital formats on the CD-ROM.

General letterhead and departmental letterhead

Scale 1 : 3

Size: 210 x 297 mm

Color: PMS 294

Paper: 90 g/m² rag matt white, without watermark

DSM logo and name of

Business Group:

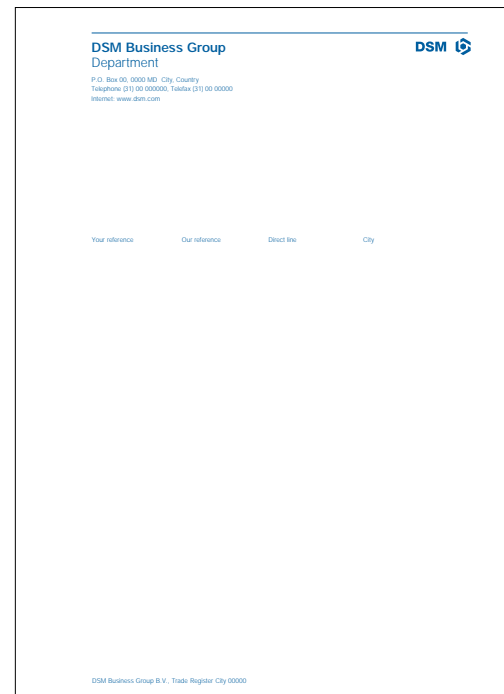
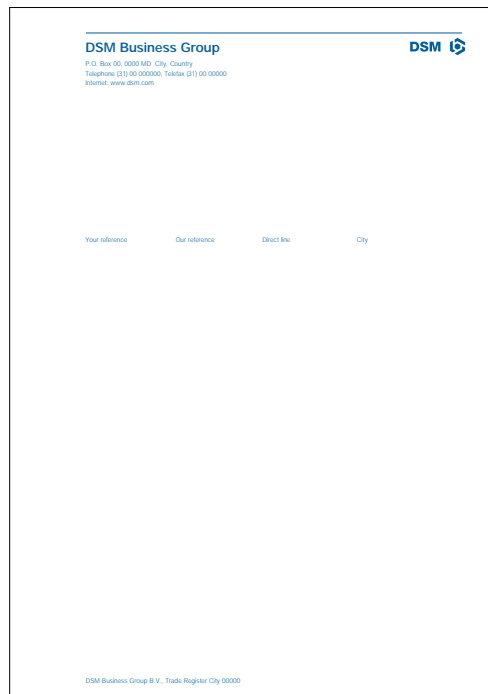
Neue Helvetica Bold 16 pt.

Name of department:

Neue Helvetica Light 16 pt.

Other information:

Neue Helvetica Light 8/11 pt.



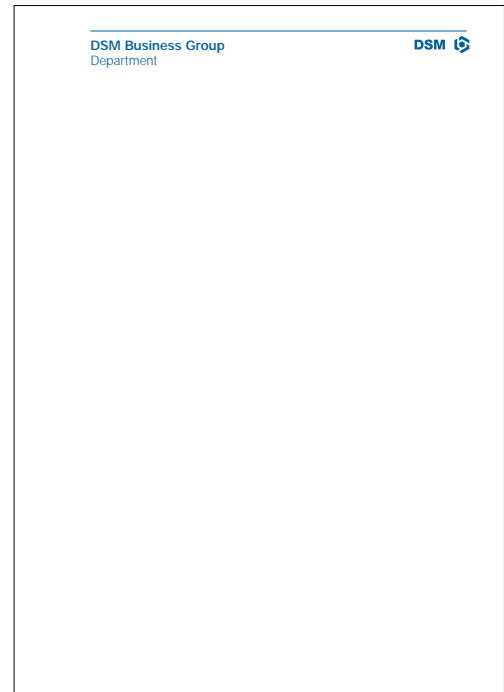
Continuation sheets

Only the information shown in the example below should appear on continuation sheets. This enables it to be used for a variety of purposes, such as internal and external memos, telefax messages and reports.

Continuation sheets

Scale 1 : 3

*Size, color, paper,
DSM logo and name of
Business Group: same
specifications as general
letterhead.*



Personal letterheads

Personal letterheads may be used by the directors of Business Groups, Corporate Staff Departments and Corporate Services.

Personal letterhead and continuation sheets

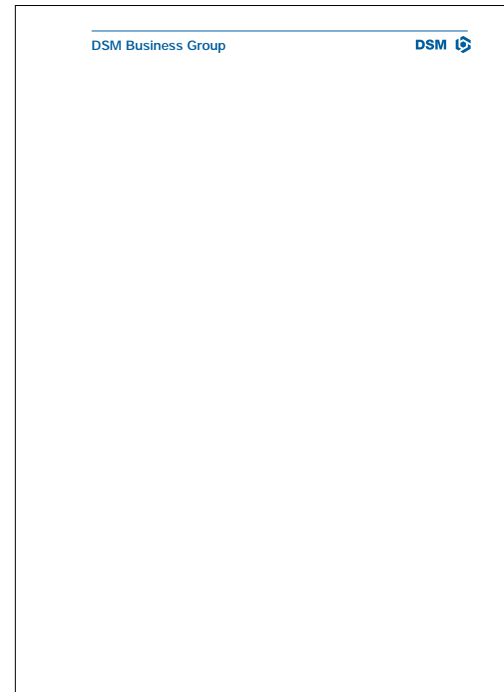
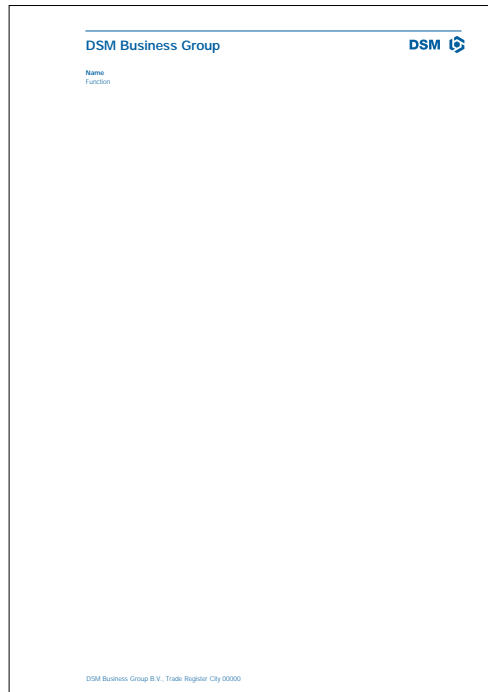
Scale 1 : 3

*Size, color, paper,
DSM logo and name of
Business Group: same
specifications as general
letterhead.*

Name of person:
Neue Helvetica Bold 8/11 pt.

Job title:
Neue Helvetica Light 8/11 pt.

Other information:
Neue Helvetica Light 8/11 pt.



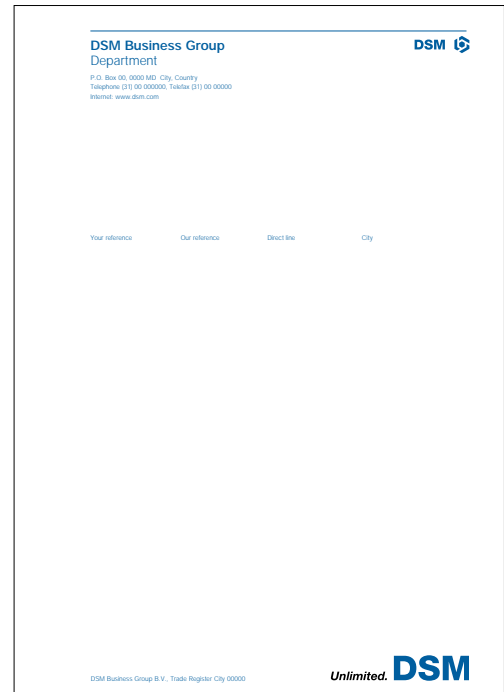
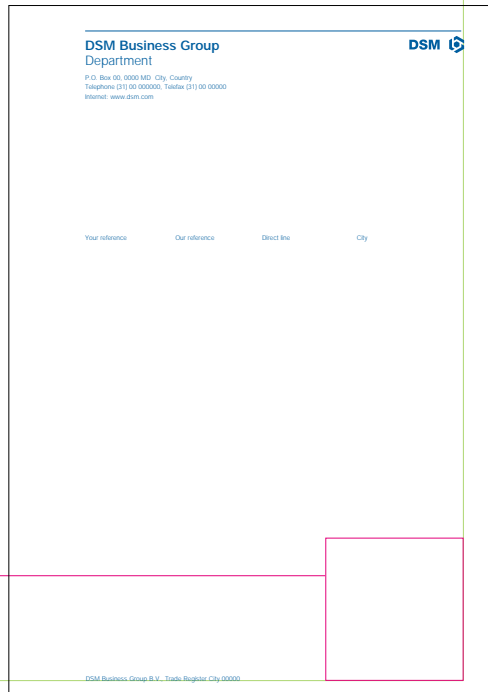
Special images or logos

The positioning of temporary action logos (or our image logo) on stationery should, as a general rule, be at the right hand bottom of the page. These elements may only be placed on the general or departmental letterheads and not on the continuation sheets.

Special imagery on letterhead and/or departmental letterhead

Scale 1 : 3

Maximum space for positioning imagery (60 x 60 mm)



Envelopes

The standard (A5) DSM envelope may be used with or without a window. Different envelope sizes can be used as well. In all these cases the size, color specification and positioning of the name of the business group or activity and the DSM logo beneath it stay exactly the same, leaving maximum clear space for franking.

Envelopes

Scale 1 : 3

Size: 220 x 256 mm

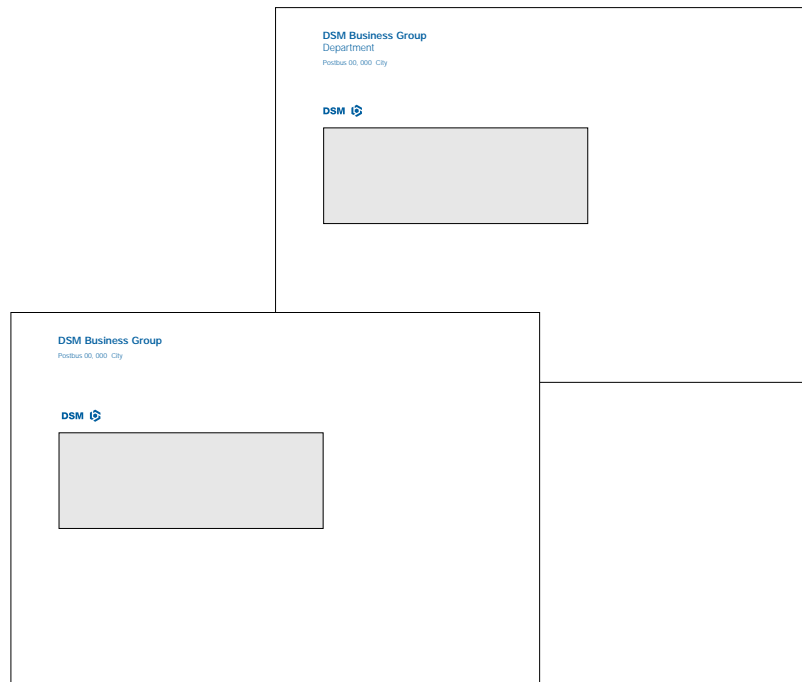
Color: PMS 294

Paper: similar to specifications for letterhead.

DSM logo and name of Business Group:
Neue Helvetica Bold 12 pt.

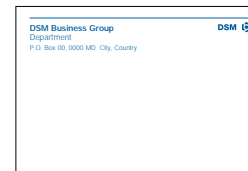
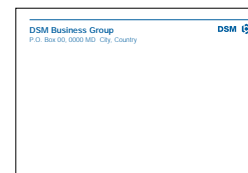
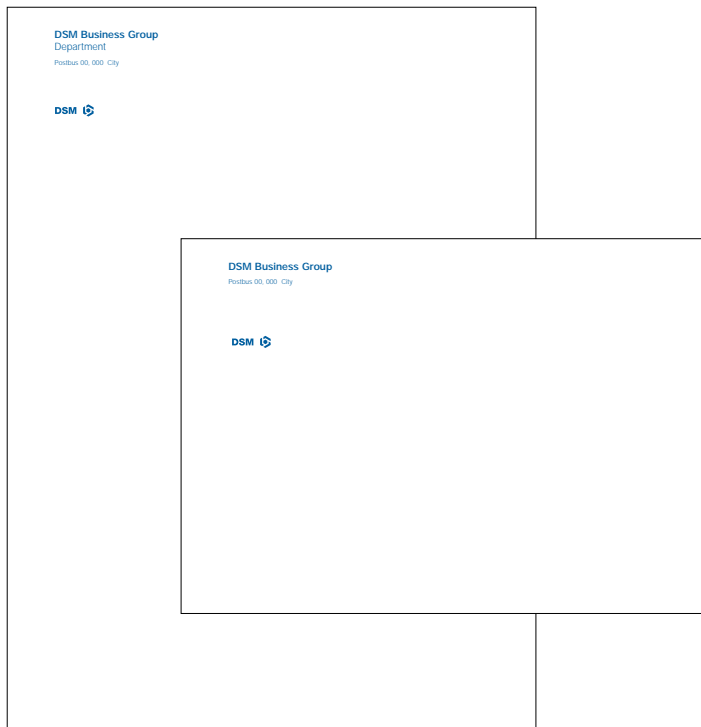
Name of department:
Neue Helvetica Light 12 pt.

Other information:
Neue Helvetica Light 8 pt.



Labels

Address labels are used to avoid unnecessary printing costs for large envelopes. The lay-out of the eight labels on each A4 sheet is designed to enable them to be printed using a word processor.



Address labels

Scale 1 : 3

Size: 105 x 72 mm
(8 per A4 sheet).

Color: PMS 294

Paper: 100% rag matt white,
self adhesive.

*DSM logo and name of
Business Group:*
Neue Helvetica Bold 10 pt.

Name of department:
Neue Helvetica Light 10 pt.

Other information:
Neue Helvetica Light 8/11 pt.

Telefax forms

To ensure optimal legibility the information on a telefax form is presented in a larger typeface than that used on general letterheads.

Telefax forms

Scale 1 : 3

Size: 210 x 297 mm


Color: Black


Paper: 90 g/m² rag matt
white, without watermark.

DSM logo and name of
Business Group:
Neue Helvetica Bold 16 pt.

Name of department:
Neue Helvetica Light 16 pt.

Other information:
Neue Helvetica Light 9/11 pt.

DSM Business Group	DSM 
<small>P.O. Box 00, 0000 MD, City, Country Telephone (31) 00 000000, Telefax (31) 00 00000 Internet www.dsm.com</small>	
Telefax	
Company	_____
For the attention of	_____
Fax number	_____
Date	_____
From	_____
Number of pages (inc. this page)	_____
Our reference	_____
Subject	_____
E-mail	_____

DSM Business Group	DSM 
Department	
<small>P.O. Box 00, 0000 MD, City, Country Telephone (31) 00 000000, Telefax (31) 00 00000 Internet www.dsm.com</small>	
Telefax	
Company	_____
For the attention of	_____
Fax number	_____
Date	_____
From	_____
Number of pages (inc. this page)	_____
Our reference	_____
Subject	_____
E-mail	_____

Compliment cards

To leave maximum space for typed or handwritten messages, compliment cards should feature no preprinted text such as 'with compliments'.

Compliments card

Scale 1 : 3

Size: 210 x 100 mm

Color: PMS 294

Paper: 250 g/m² dull coated white card.

DSM logo and name of Business Group:

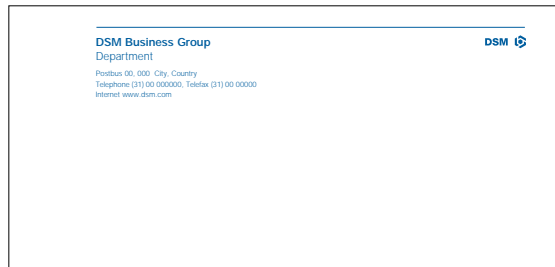
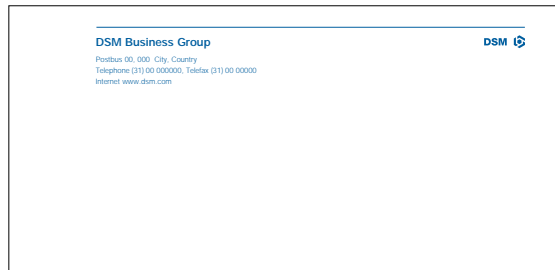
Neue Helvetica Bold 12 pt.

Name of department:

Neue Helvetica Light 12 pt.

Other information:

Neue Helvetica Light 8/11 pt.



Information cards

It is often convenient to use a standard information card
(see illustrations below).

Information cards

Scale 1 : 3

Size: 210 x 100 mm

Color: PMS 294

Paper: 90 g/m² dull coated
white card.

DSM logo and name of
Business Group:

Neue Helvetica Bold 16 pt.

Name of department:

Neue Helvetica Light 16 pt.

Other information:

Neue Helvetica Light 8/11 pt.

DSM Business Group DSM

City:

<input type="checkbox"/> For your information	<input type="checkbox"/> Returned with thanks
<input type="checkbox"/> As requested	<input type="checkbox"/> Please return after study
<input type="checkbox"/> For your approval	<input type="checkbox"/> For comment

DSM Business Group DSM

Name
Function

City:

<input type="checkbox"/> For your information	<input type="checkbox"/> Returned with thanks
<input type="checkbox"/> As requested	<input type="checkbox"/> Please return after study
<input type="checkbox"/> For your approval	<input type="checkbox"/> For comment

DSM Business Group
Department DSM

City:

<input type="checkbox"/> For your information	<input type="checkbox"/> Returned with thanks
<input type="checkbox"/> As requested	<input type="checkbox"/> Please return after study
<input type="checkbox"/> For your approval	<input type="checkbox"/> For comment

Business cards

For DSM business cards one standard size has been internationally specified. Information should be presented 'working upwards' from the bottom of the card.

Business cards

Scale 1 : 2

Size: 55 x 90 mm

Color: PMS 294

Paper: 250 g/m² dull coated white card.

DSM logo and name of Business Group:

Neue Helvetica Bold 10 pt.

Name of department:

Neue Helvetica Light 10 pt.

Name of person:

Neue Helvetica Bold 8 pt.

Other information:

Neue Helvetica Light 8/11 pt.



PRINTED MEDIA & PACKAGING



Projecting the visual image

DSM produces a wide variety of printed communications, from press releases to annual reports, brochures and leaflets. Whatever the content of the publication, it should effectively and consistently represent the company's corporate identity and visual image as explained in this Brand Book. To enable successful color matching of our corporate colors swatch sheets are supplied with this Brand Book.

For brochures and leaflets a special grid has been developed within the '*Unlimited.DSM*' concept. It is a revolutionary design based on the latest design techniques and technology. This helps us to portray the uniqueness of the DSM Brand in each of our design projects and to highlight specific Business Groups, departments, products, brands, services or technologies.

The aim is to achieve maximum recognition in printed media by following a consistent approach to lay-out, typography and the use of the design elements.

One of the basic rules to ensure consistency in the presentation of the company's visual image is the consistent use of colors.

Ratio of colors on printed media:
Silver PMS 877 (or cool grey 7): 35%
DSM Blue PMS 294: 65%

Guidelines for brochures

Brochure covers must be designed in the DSM dark blue and silver colors in harmony with the signal color and graphic elements used, such as the (optional) dotted grid. There are different grids for various modifications to allow more space to be used for images. Photos and other images can be used in the black colored area on the grids.

On the internet toolbox www.dsmidentity.com and on the CD-ROM included with this Brand Book you find masterfiles for these applications (all available in QuarkXpress format).

Brochure covers

Scale 1 : 3

Size: 210 x 297 mm

Basic colors: PMS 294 /
PMS 877 (or PMS cool grey 7)

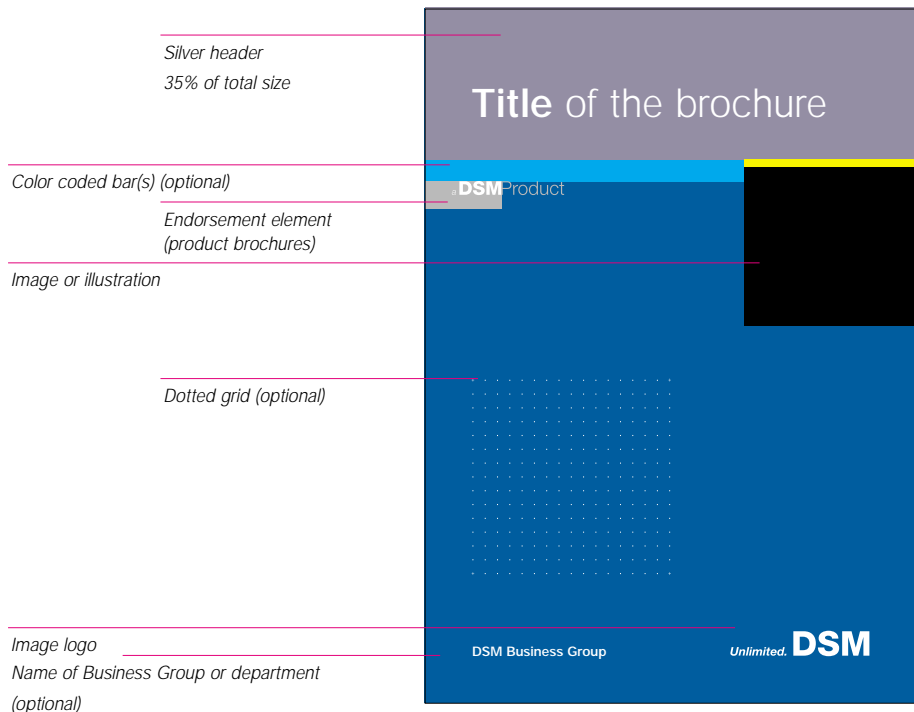
Image logo and DSM logo: 16 pt.

Endorser element:
in proportion to image logo

Title: Neue Helvetica Bold
Subtitle: Neue Helvetica Light

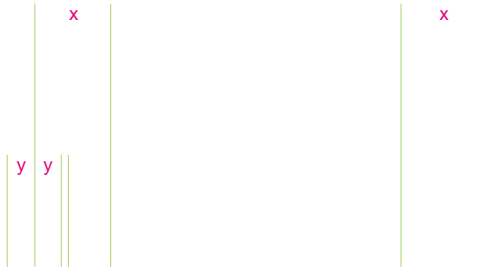
Name of Business Group:
Neue Helvetica Bold 16 pt.

Other information:
Neue Helvetica Light 8/11 pt.



Unlimited. **DSM**

DSM  y



Official DSM logo

DSM 

Title of the brochure

Endorsement element overlap
(the overlap or wrap width should
be at least equal to the rectangle
height, making it a square).

DSM Product

Place for address or information

DSM Business Group

Unlimited. **DSM**

Brochure covers

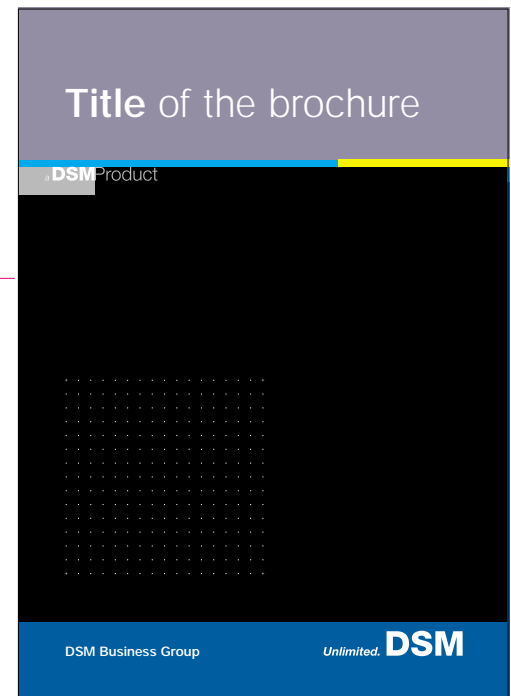
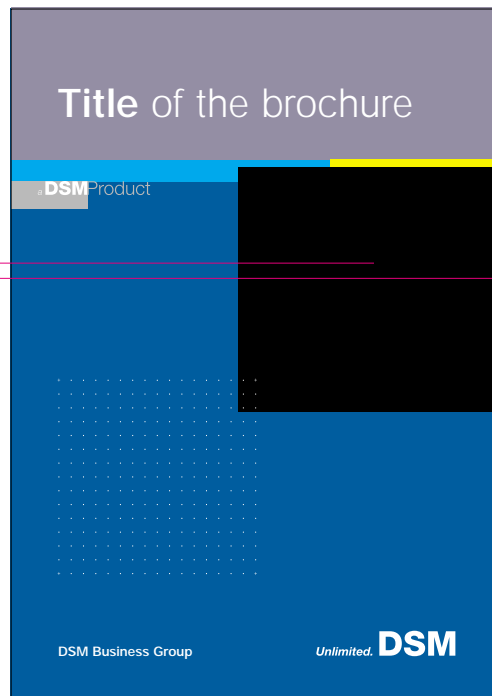
There are different grids for various modifications for larger or more images.

On the internet toolbox www.dsmidentity.com and on the CD-ROM included with this Brand Book you find masterfiles for these applications (all available in QuarkXpress format).

Alternative lay-outs for brochure covers

Scale 1 : 3

The basic grid allows images of almost any size to be placed on the cover. It also allows the use of more than one image.



Guidelines for leaflet lay-outs

Leaflets must be designed in the DSM dark blue and silver colors or PMS cool grey 7. There are two basic grids available.

On the internet toolbox www.dsmidentity.com and on the CD-ROM included with this Brand Book you find masterfiles for these applications (all available in QuarkXpress format).

Leaflets

Scale 1 : 3

Size: 210 x 297 mm

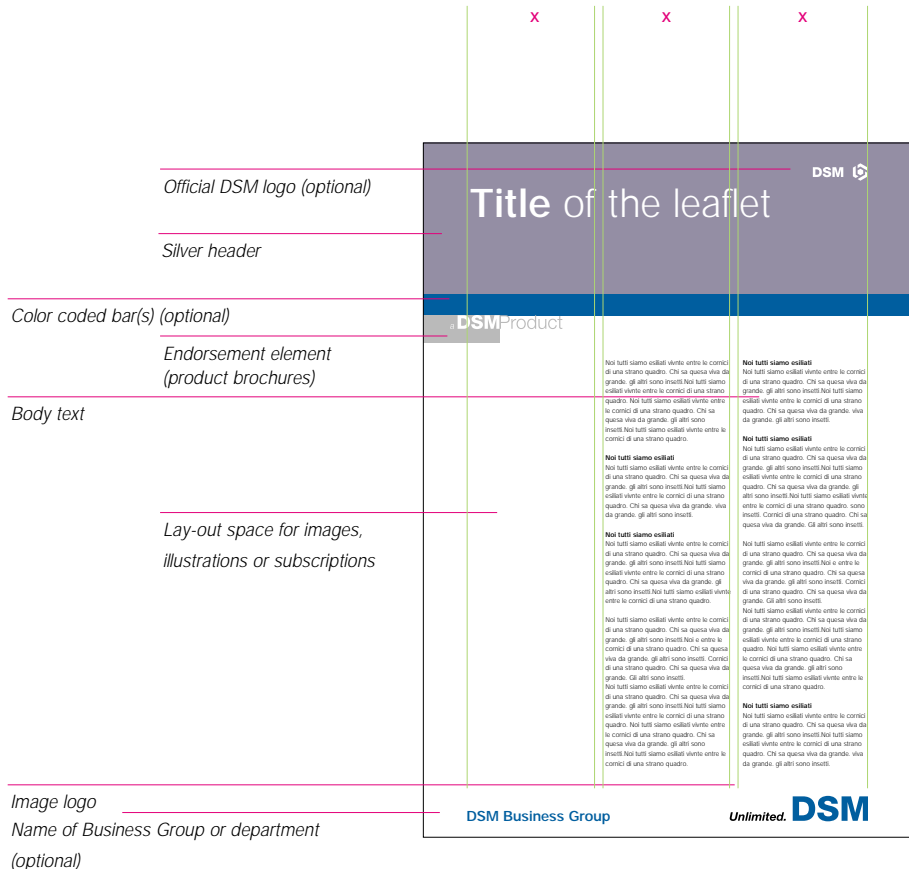
Basic colors: Black / PMS 294 / PMS 877 (or PMS cool grey 7).

Basic information:

Neue Helvetica Bold 8/11 pt.
Neue Helvetica Light 8/11 pt.
or
Neue Helvetica Bold 9/11.5 pt.
Neue Helvetica Light 9/11.5 pt.

Headers and subheaders:

Helvetica (Bold or Light).
There are no limits to their size.



Packaging (1)

Because of the wide diversity in packaging types, sizes and materials, it is impossible to give universally applicable rules. For this reason only generally applicable guidelines and examples are given here. We strive to maximize product and brand recognition by using our corporate colors, typefaces and other basic lay-out elements.

Within *Unlimited* concept* (left)

Without *Unlimited* concept (right)

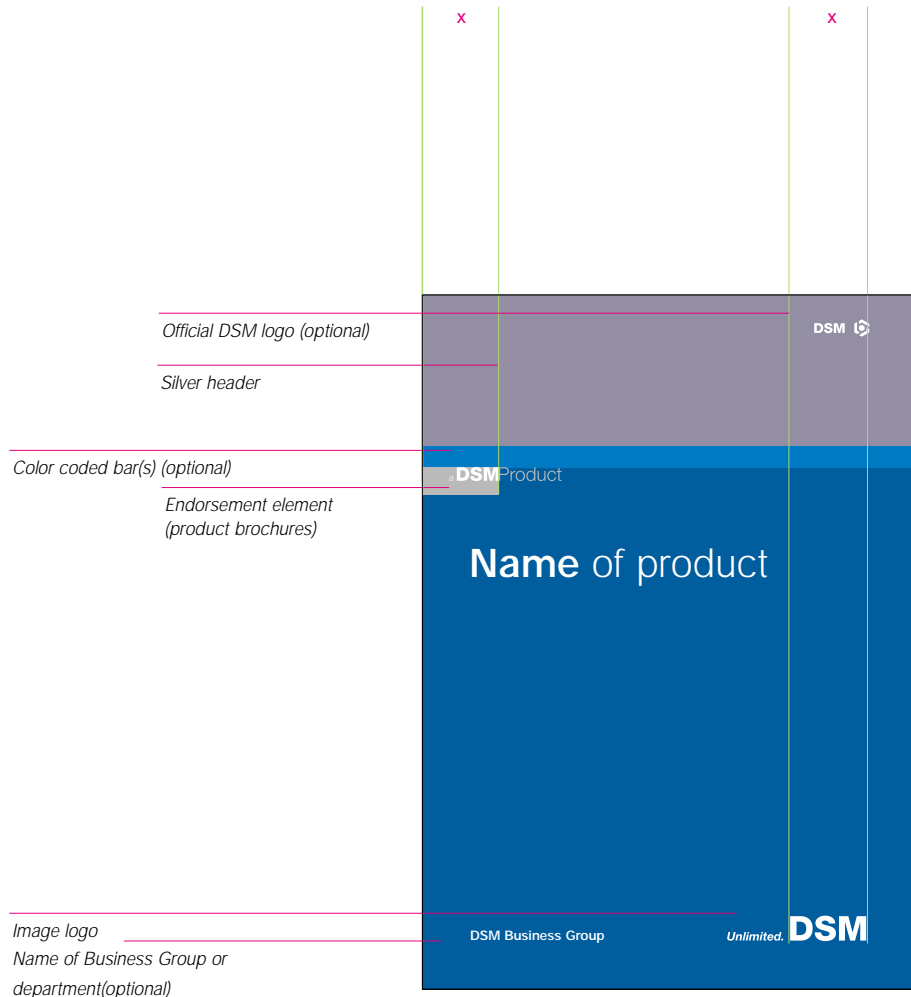
Scale version N.A.

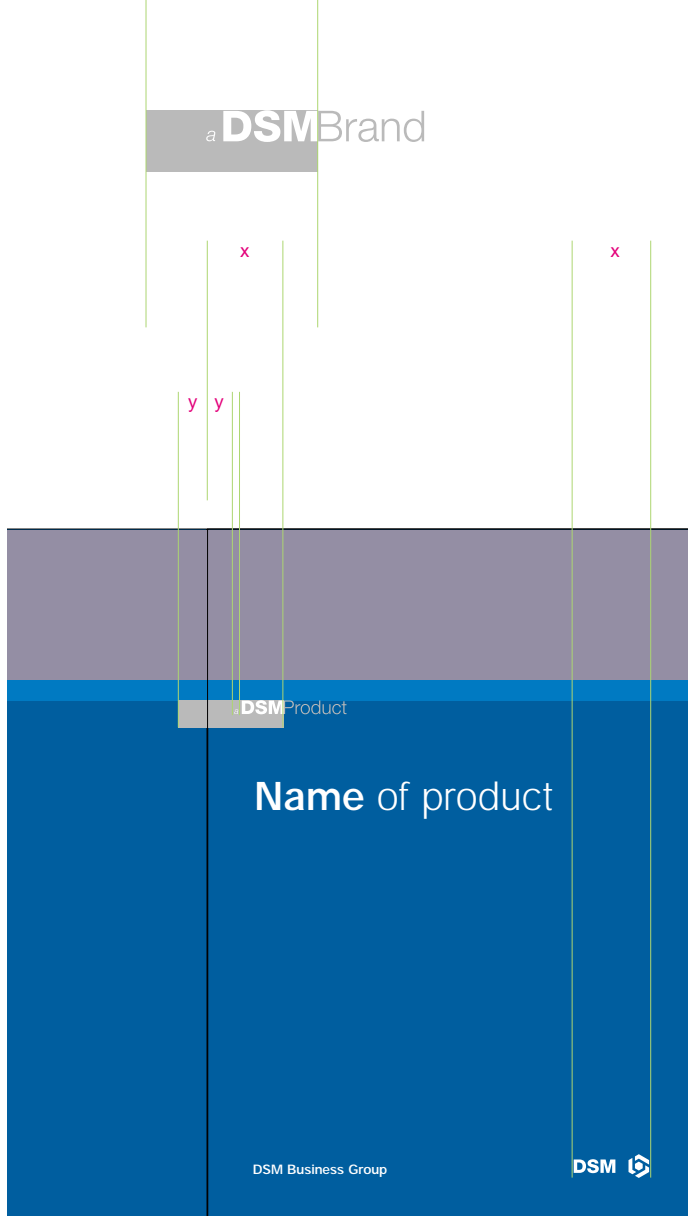
*Basic colors: PMS 294 /
PMS 877 (or PMS cool grey 7)*

*Image logo and DSM logo,
Endorser element: in accordance with
general rule for sizes.*

*Name of Business Group and other
information:
Neue Helvetica Light or Helvetica Bold*

* optional





The sizing of logos depends on the items on which they are placed. Never make DSM logos smaller than instructed (see chapter about the use of our company logos).

DSM image logo

Based on the size of the word Unlimited

Minimum A-standard sizing:

A5 (width 148) = 10 pt

A4 (width 210) = 14 pt

A3 (width 297) = 20 pt

A2 (width 420) = 28 pt

Official DSM logo

Based on the size of the three letters DSM

Minimum A-standard sizing:

A5 (width 148) = 10 pt

A4 (width 210) = 14 pt

A3 (width 297) = 20 pt

A2 (width 420) = 28 pt

Packaging (2)

Although we strive to maximize product and brand recognition by using our corporate colors, typefaces and other basic lay-out elements, for costs reasons we have developed an alternative design concept for packaging that uses less colors.

Within *Unlimited* concept* (left)

Without *Unlimited* concept (right)

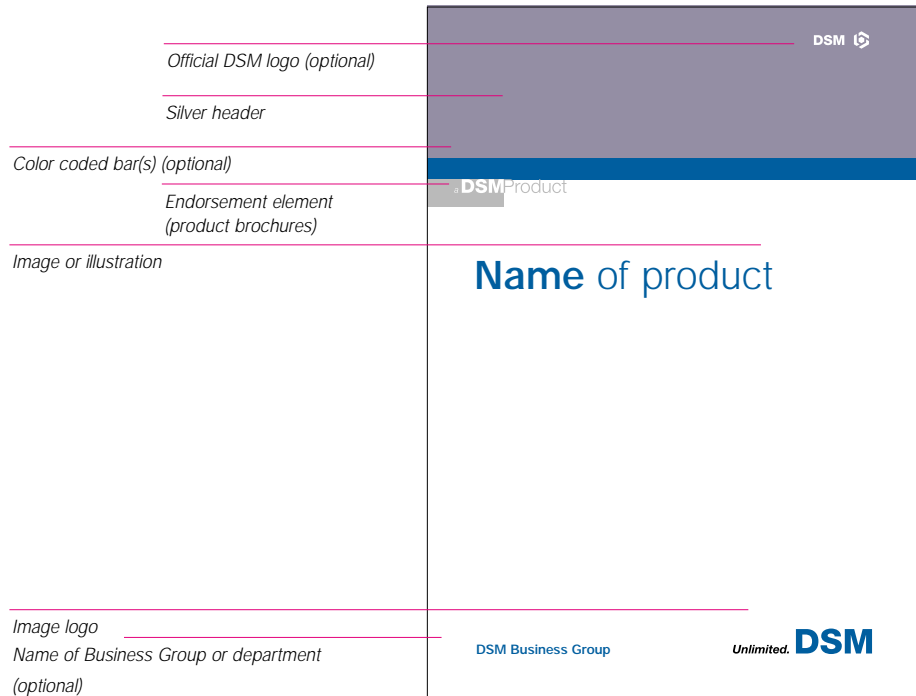
Scale version N.A.

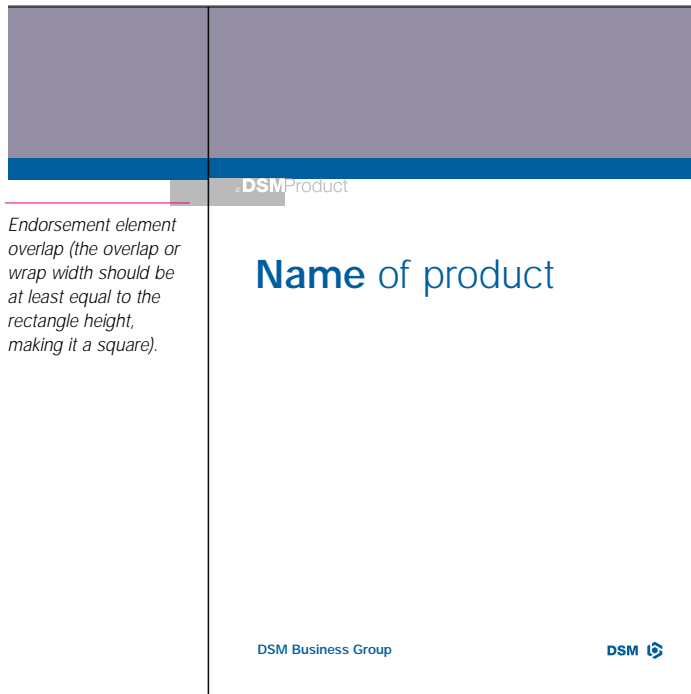
Basic colors: PMS 294 /
PMS 877 (or PMS cool grey 7)

Image logo and DSM logo,
Endorser element: in accordance with
general rule for sizes.

Name of Business Group and other
information:
Neue Helvetica Light or Helvetica Bold

* optional





The sizing of logos depends on the items on which they are placed. Never make the DSM logos smaller than instructed (see chapter about the use of our company logos).

DSM image logo

Based on the size of the word Unlimited

Minimum A-standard sizing:

A5 (width 148) = 10 pt

A4 (width 210) = 14 pt

A3 (width 297) = 20 pt

A2 (width 420) = 28 pt

Official DSM logo

Based on the size of the three letters DSM

Minimum A-standard sizing:

A5 (width 148) = 10 pt

A4 (width 210) = 14 pt

A3 (width 297) = 20 pt

A2 (width 420) = 28 pt

PRINTED ADVERTISING



The DSM Brand in advertising

DSM sets great store by its brand. The consistent use of this brand is of course as important in advertising as in any other activity. This part of the Brand Book covers advertisements in various forms for printed media such as newspapers and magazines. We aim to achieve maximum recognition in printed advertising by following a consistent approach to the use of the DSM logo(s), lay-out and typography and the use of our company colors and images. This is why we have created a series of standard ads that meet all the requirements and should always be used.

The enclosed CD-ROM and this chapter of the Brand Book contain tools and guidelines for general advertising (within the *Unlimited.DSM* concept), product advertisements and standard recruitment ads. The lay-out of advertisements has been made simple and logical. Photos and other images can be used in the black area on the grids.

Remember: make sure to use immaculate imagery that captures the diversity and excitement of the world of our products and services by using a variety of images that encapsulate lifestyle, commerce or industry. Always focus on end-products and markets.

For recruitment ads: show the world of DSM by selecting (or producing) sophisticated images that tell the story of our innovation, ambition and responsible way of doing business.

Unlimited ads / landscape

In general advertising we use the 'Unlimited.DSM' concept. A few examples are shown here for guidance. The dynamic image should always be dominant. We can use tag lines like 'Faster? Can do', 'Further? Can do', 'More extreme? Can do' as part of the 'Unlimited.DSM' advertising concept. These tag lines express our commitment to constant innovation and improvement. The relationship between the tag line, the image and DSM must be explained by the copy.

General ad / landscape

Scale version 1 : 3

Size: 420 x 297 mm

Basic colors: Black / PMS 294 /
PMS cool grey 7.

Basic information:

Neue Helvetica bold 8/11 pt.

Neue Helvetica light 8/11 pt.

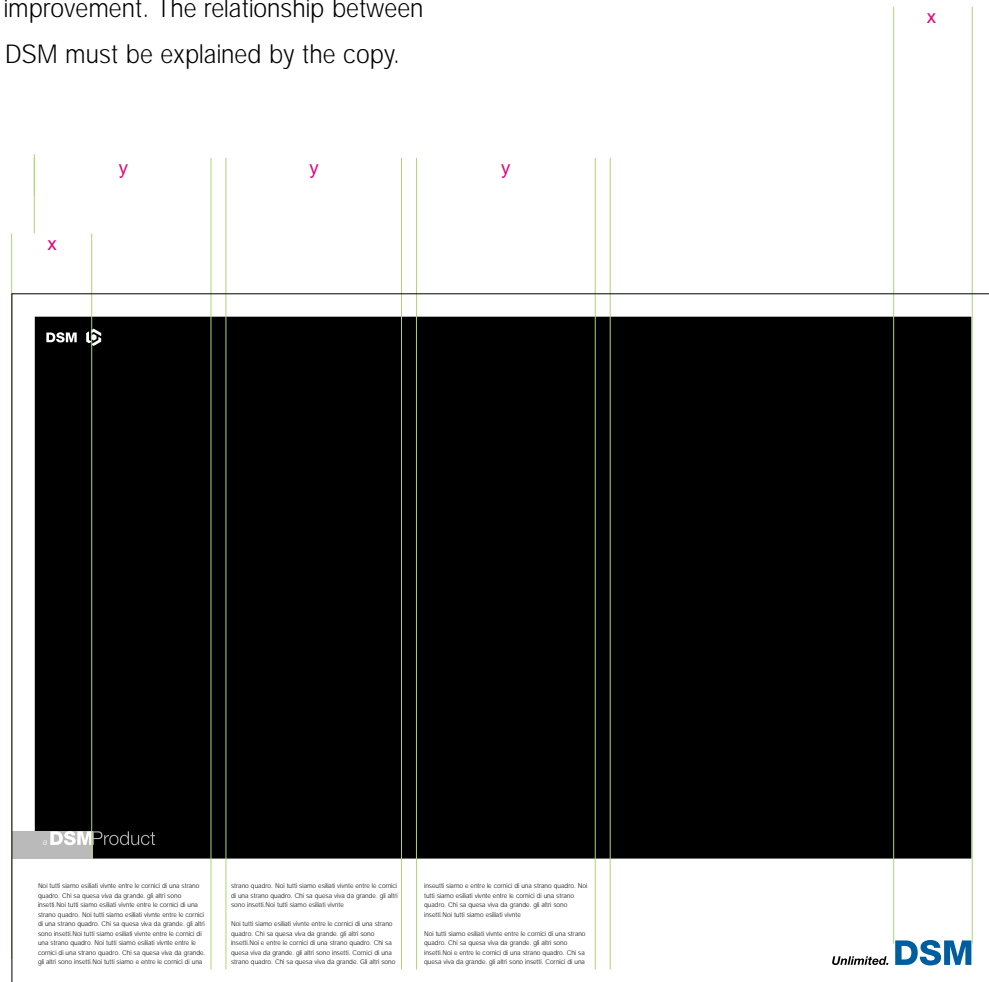
or

Neue Helvetica bold 9/11,5 pt.

Neue Helvetica light 9/11,5 pt.

Headers and subheaders should
always be in Helvetica (bold or light).

There are no limits to the size.



Unlimited. **DSM**

DSM  y

a **DSMBrand**

x

x

y

y

y

x

Official logo
(optional)

Image or illustration

Endorsement element
(only in product advertisements)

Copy / Text

Image logo

Official logo
(optional)




Image or illustration

Endorsement element
(only in product advertisements)

Copy / Text

Image logo

DSMProduct

Nei tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei.

strano quadro. Nei tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei.

invertei niente e entro le cornici di uno strano quadro. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei. Noi tutti siamo volati niente entro le cornici di uno strano quadro. Chi sa quanta via da grande. gli altri sono invertei.

DSM Business Group
Department

P.O. Box 00, 0000 MD City, Country, www.dsm.com

Unlimited. DSM

Unlimited ads / portrait

The *Unlimited*.DSM concept can be used for all forms of advertising; including for special recruitment campaigns. For standard recruitment ads we have developed the grid shown on the next two pages.

General ad / portrait

Scale 1 : 3

Size: 420 x 297 mm

Basic colors: Black / PMS 294 /
PMS cool grey 7.

Basic information:

Neue Helvetica bold 8/11 pt.

Neue Helvetica light 8/11 pt.

or

Neue Helvetica bold 9/11,5 pt.

Neue Helvetica light 9/11,5 pt.

Headers and subheaders should
always be in Helvetica (bold or light).

There are no limits to their size.

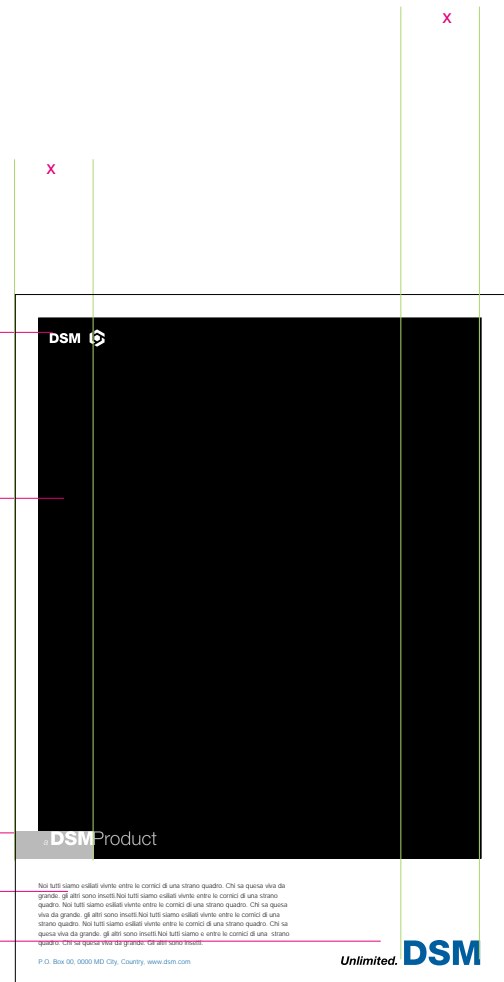
Official logo
(optional)

Image or illustration

Endorsement element
(only in product advertisements)


Copy / Text

Image logo



X

X



DSM Product

DSM Business Group


Unlimited. DSM

Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti.

P.O. Box 00, 0000 MD City, Country, www.dsm.com

X

X



DSM Product

DSM Business Group
Department

Unlimited. DSM

Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti. Noi tutti siamo collati insieme entro le cornici di uno stesso quadro. Chi sa questa via da grande, gli altri sono insetti.

P.O. Box 00, 0000 MD City, Country, www.dsm.com

Recruitment ads

The basic lay-out of the recruitment ads in this manual and in the digital file on the CD-ROM are based on standard newspaper columns. When copy is longer, the grid can be adjusted to the maximum width needed. It can also easily be adapted to the ad sizes used in magazines.

It is useful to include an image of a person in a recognizable working environment in these recruitment ads. Photos and other images must be placed in the black colored area on the grids.

Recruitment ads

Scale 1 : 3

Size:

158 x 297 mm

420 x 297 mm

Basic colors: Black / PMS 294 /

PMS cool grey 7.

Basic information:

Neue Helvetica bold 8/11 pt.

Neue Helvetica light 8/11 pt.

or

Neue Helvetica bold 9/11,5 pt.

Neue Helvetica light 9/11,5 pt.

Headers and subheaders should always be in Helvetica (bold or light).

There are no limits to their size.

Official logo

Corporate text Business Group

Image or illustration

Corporate text DSM

Body text vacancy

Image logo

The advertisement is structured as follows:

- Header:** DSM logo and a large block of repetitive text: "Noi tutti siamo esiliati vivente entro le cornici di uno strano quadro. Chi sa questa viva da grande: gli altri sono insetti. Noi tutti siamo esiliati vivente entro le cornici di uno strano quadro. Chi sa questa viva da grande: gli altri sono insetti. Noi tutti siamo esiliati vivente entro le cornici di uno strano quadro. Chi sa questa viva da grande: gli altri sono insetti. Noi tutti siamo esiliati vivente entro le cornici di uno strano quadro. Chi sa questa viva da grande: gli altri sono insetti. Noi tutti siamo esiliati vivente entro le cornici di uno strano quadro. Chi sa questa viva da grande: gli altri sono insetti." Below this is the subheader "Chi sa questa viva da grande:".
- Job Description Section:** A black background with the text "Job description" in white. It contains several columns of the same repetitive text as the header.
- Footer:** "DSM Business Group" logo, contact information (P.O. Box 00, 00200 MD, City, Country; Telephone (31) 00 00000; Telex (31) 00 00000; Internet www.dsm.com), and the "Unlimited. DSM" logo.

E-MEDIA AND NEW MEDIA



Maintaining our style

E-media and especially the internet have become an important element in the communication mix. Many customers and prospects first visit our website before they get in touch with us. Therefore, it is only logical that the corporate style should also be applied to new media and 'e-media' such as internet websites.

We are one company with one style. That is why we have made a customized design and an overall look and feel for our complete internet site. On the next few pages we give an overview of the family structure of our web. The DSM Webpublishing and Communication User Manual clearly explains how to create and maintain DSM websites.

For all other e-media such as Powerpoint and digital newsletters we apply the basic rules of the DSM corporate identity, we should also strive to achieve maximum recognizability for DSM on Powerpoint slides or in cyberspace by consistently using our logos, colors, typefaces, graphic elements and image spectrum. The masterfile for Powerpoint is available via DSM's Corporate Communications Department or the link on the included CD-ROM.

The DSM identity and 'look & feel' should be maintained in new media and internet applications to ensure immediate recognition and communication of the DSM identity at corporate, brand and product levels.

Internet site

It is only logical that the way in which we present ourselves on the internet should reflect our corporate identity. On these pages we give an overview of the 'look and feel' of our internet.



The *unlimited* worlds of DSM

Home page and content pages

Home pages of the DSM worlds are always in blue and grey (to match the silver of our corporate color spectrum).



Our Business Groups

Home page and content pages

Home pages of business groups are always more blue than grey, but the lay-out and basic design stay exactly the same.



Our products

Home page and content pages

Home pages for DSM products and Brands are more blue than grey, just like the home pages for business groups.

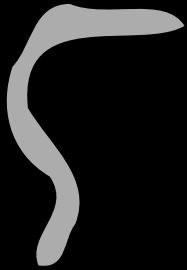


E-business pages

Home page and content pages

The style for E-business pages should be in line with the style and function of all other internet sites of DSM.

PROMOTIONAL ITEMS & SPONSORING



Promotional items & gifts

At DSM, a wide variety of promotional articles are available. Their function is to present DSM to the public on a wide scale. It is essential that in these articles the most important elements of our visual style are used to maximum effect. Needless to say, the shape and size of individual articles strongly determine the way in which the style is presented.

Sponsoring

Sponsoring gives DSM the opportunity to bring the DSM brand to the attention of the outside world. The brand should be presented in such a way as to produce the maximum impact. In sponsoring we always use the image logo. It is very important to observe the rules regarding minimum size, clear space and the use of the correct logo and the right colors.

The sizing of logos depends on the items on which they are placed. Never make DSM logos smaller than instructed in this Brand Book.

DSM image logo

Based on the size of the word Unlimited

Minimum A-standard sizing:

A5 (width 148) = 10 pt

A4 (width 210) = 14 pt

A3 (width 297) = 20 pt

A2 (width 420) = 28 pt

Official DSM logo

Based on the size of the three letters DSM

Minimum A-standard sizing:

A5 (width 148) = 10 pt

A4 (width 210) = 14 pt

A3 (width 297) = 20 pt

A2 (width 420) = 28 pt

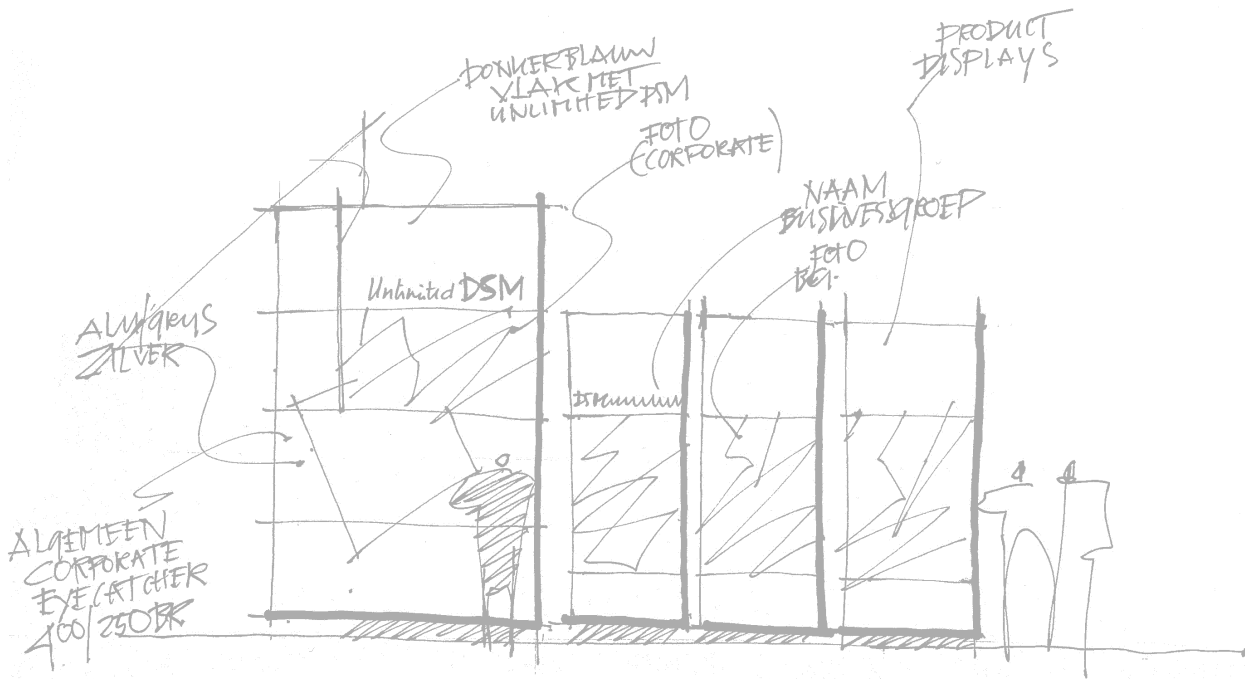


EXHIBITIONS & TRADE FAIRS



Making a strong impression

Exhibitions and trade fairs give DSM the opportunity to make a strong impression on customers and prospects. DSM uses exhibitions to introduce new products or ideas or to give a general overview of its activities. A multifunctional, flexible and modular concept has been created for these applications within the 'Unlimited. DSM' concept.



Use of the *Unlimited* stand

A coherent and harmonious presentation is important when one or more Business Groups or products of DSM are represented at an exhibition. That is why we have developed a modular and flexible system for presentation (as shown on these pages, photos and other images can be used in the black colored area on the grids).

The guidelines of this Brand Book form the basis for its design.

Other forms of design for exhibitions are possible as long as they follow the rules for the use of logos, color etc.

Unlimited.

Modulair system

Scale N.A.

Basic colors: PMS 294 /
PMS 877 (or PMS cool grey 7)

The *Unlimited DSM* logo:
'Eyecatcher' size

The official DSM logo and the
Endorser element:
in proportion to image.

Title: Neue Helvetica Bold
Subtitle: Neue Helvetica Light

Name of Business Group
Neue Helvetica Bold.

Other information:
Neue Helvetica Light.

Silver header

Image logo

Color coding
(optional)

Image or illustration

Name of the Business
Group or department

Endorsement element
(product stands)



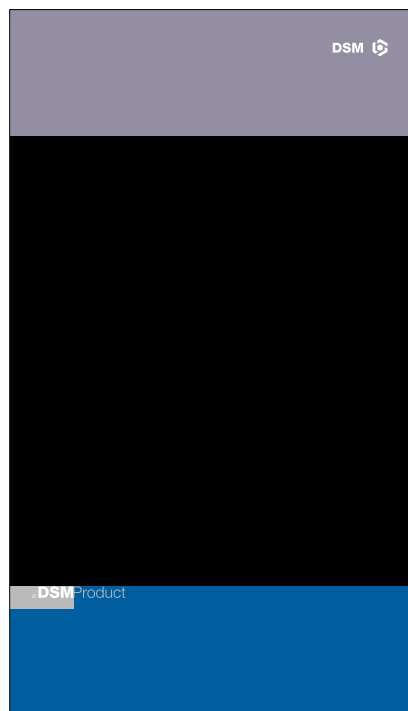
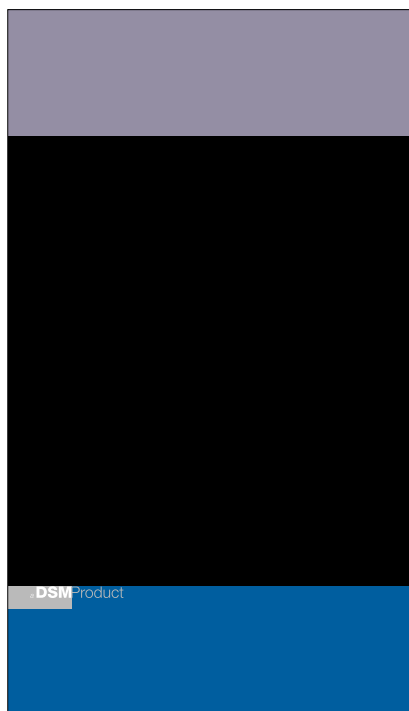
DSM

a **DSM**Brand

x

Standard relative proportions of the image logo, the endorsement element and the official logo:
Height of 'Unlimited' in image logo = height of wordmark DSM in official logo
Width of DSM (in image logo) = length of rectangle of endorsement element

Relative proportions of the image logo, the endorsement element and the official logo on stands:
Width of 'M' in image logo = length of rectangle of endorsement element



FLAGS, SIGNAGE & VEHICLES



Giving clear directions

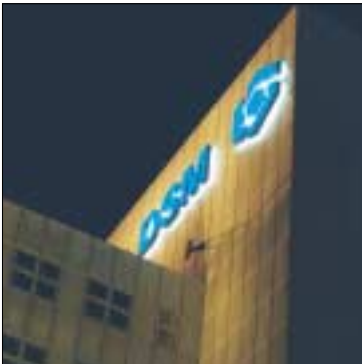
Since DSM aims to present itself to the world as a single corporation, a single company-flag design has been developed for all DSM units. The main elements of this flag are the official DSM logo and our blue color. It is forbidden to include names of divisions, departments or any other graphics or text elements on our company flag.

Transport by road or rail provides the opportunity to present the company's visual image in an eye-catching manner. On cars and railway wagons the DSM logo should be surrounded by a wide margin. The name of a Business Group and department can also be displayed if required. Directional signs outside and inside DSM premises must of course be clear and easy to read.

The '*Unlimited.DSM*' concept should not be applied to flags or signs on buildings. On vehicles the use of the *Unlimited.DSM* concept can serve to increase brand awareness because most vehicles have extensive public exposure. But this use is not a general rule.

Signs on buildings

On outdoor signs it is allowed to use either the official DSM logo or the official DSM logo in combination with the name of a Business Group. For architectural or costs reasons, the ultimate design may not be the one initially selected. The available space and distance from which the sign(s) need to be readable or recognizable will be an important factor. The colors of the logo and the name of a Business Group for neon signs or normal signage can be Blue, White, Black or Silver.



If you have any questions about how and when to use the DSM logos on signage on buildings please contact: the Design Manager of DSM's Corporate Communications Department in Heerlen, the Netherlands.

Vehicles

The standard colors for DSM vehicles are the company blue (RAL 5010) or white. The official DSM logo should be surrounded by the prescribed clear space margin. The name of a Business Group and department can be displayed as well.

Standard rules

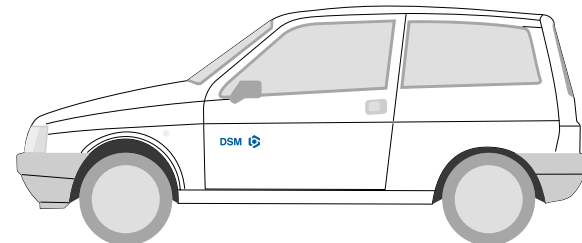
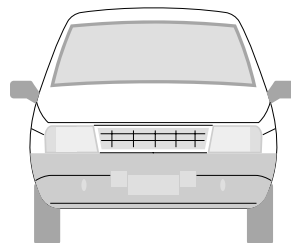
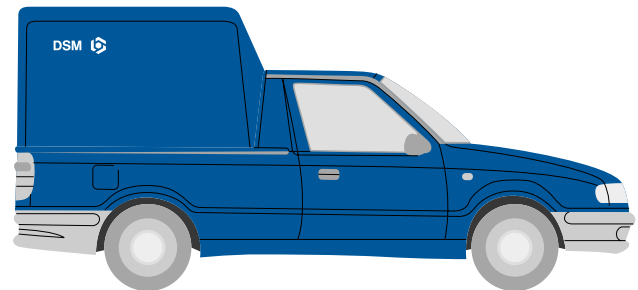
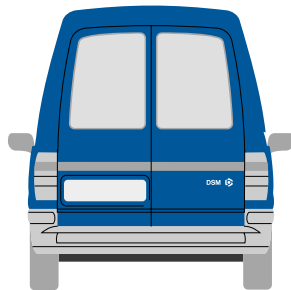
Scale N.A.

Basic color:

Ral 5010 or White

Text:

Should always be in Helvetica (bold or light).
There are no limits to its size.



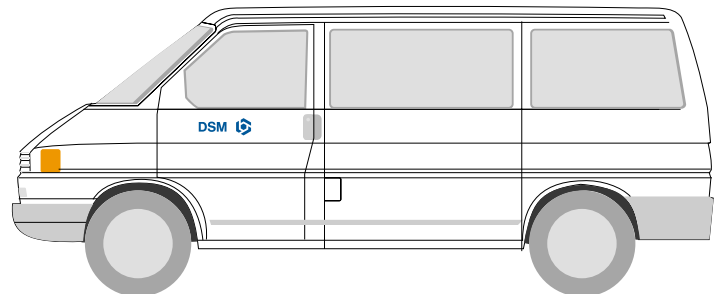
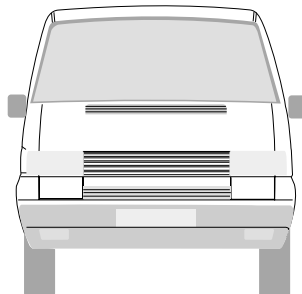
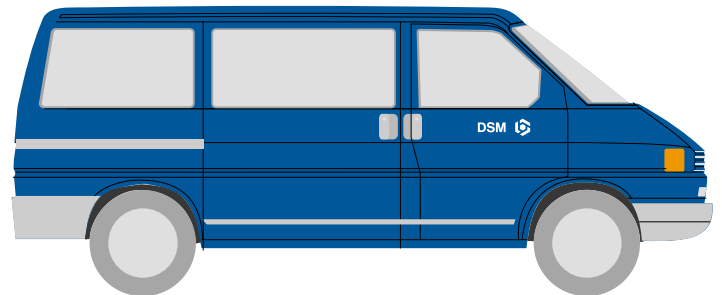
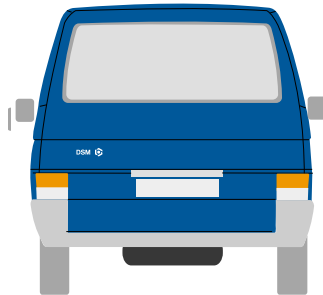


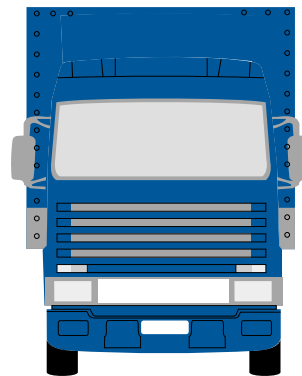
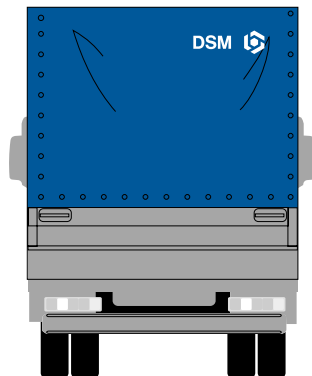
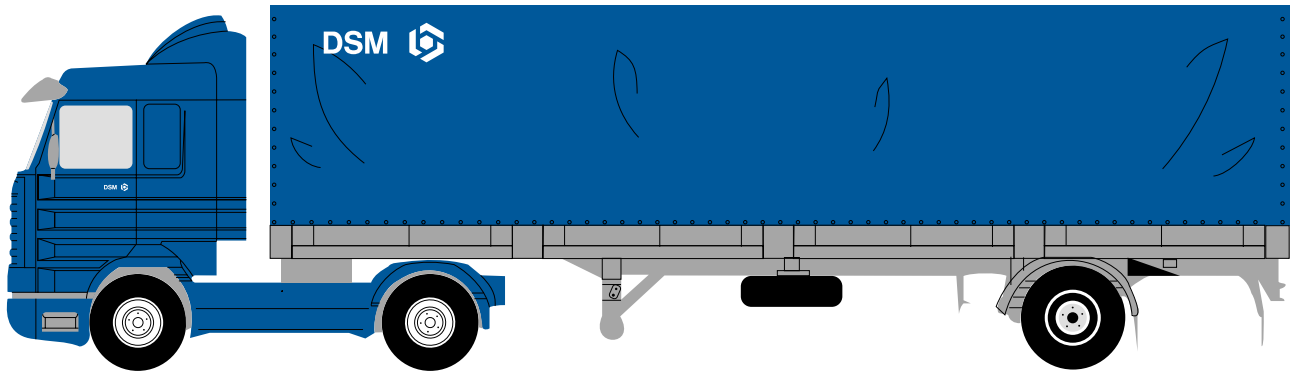
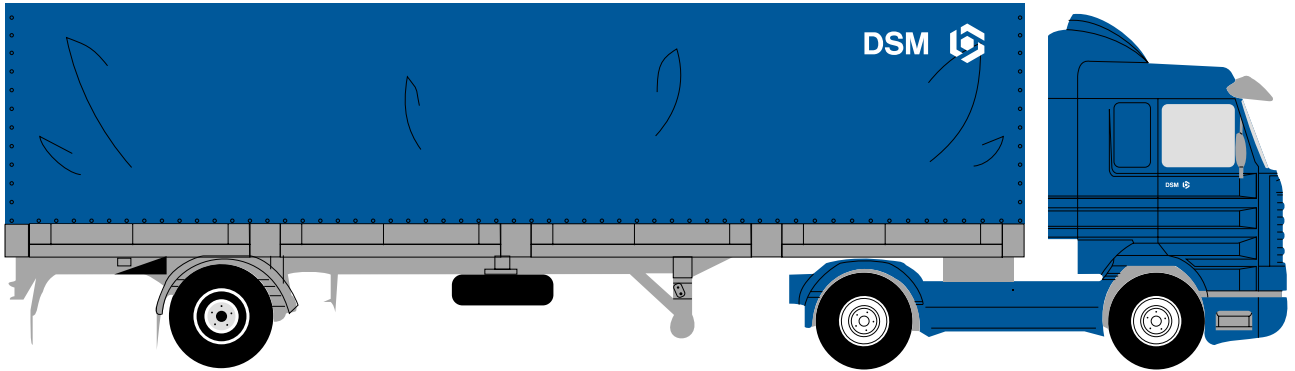
Standard rules

Scale N.A.

Basic color:
Ral 5010 or White

Text:
Should always be in
Helvetica (bold or light).
There are no limits to its
size.





LIGHT ENDORSEMENT

The minimum requirement

This chapter describes how we use the DSM Brand to endorse our products in the light endorsement version. Endorsement is required in all product communications, from sales collateral to advertising and packaging. Strongly endorsed products are true to the DSM visual style. Lightly endorsed products have their own visual style and identity but the DSM endorsement element has to be used in all communications about them.

The endorsement element

Minimum scale 1:1

The image shows the 'DSM Brand' endorsement element. It consists of a solid blue rectangular block on the left, containing a small white lowercase letter 'a' followed by the word 'DSM' in white. To the right of this block, the word 'Brand' is written in a blue, sans-serif font.The image shows the 'DSM Product' endorsement element. It consists of a solid blue rectangular block on the left, containing a small white lowercase letter 'a' followed by the word 'DSM' in white. To the right of this block, the word 'Product' is written in a blue, sans-serif font.The image shows the 'DSM Service' endorsement element. It consists of a solid blue rectangular block on the left, containing a small white lowercase letter 'a' followed by the word 'DSM' in white. To the right of this block, the word 'Service' is written in a blue, sans-serif font.

Brand endorser,
Product endorser and
Service endorser in PMS 294

The blue or standard version for light endorsement.

This blue version of the element must be used for light endorsement wherever suitable. Use on all communication items accompanying high-quality product, services or brands of DSM.

Many products, one company.

Positioning the endorsement element

The endorsement element should, as a general rule, always be positioned in the lower left hand corner (exceptions are made for internet websites). When the endorsement element is placed on three-dimensional objects or on brochure covers, the rectangle should be enlarged to the left so that it wraps around the corner. The wrap width should be at least equal to the rectangle height, making it a square.

Size

Sizes for light endorsement differ from the sizes used in strong endorsement.

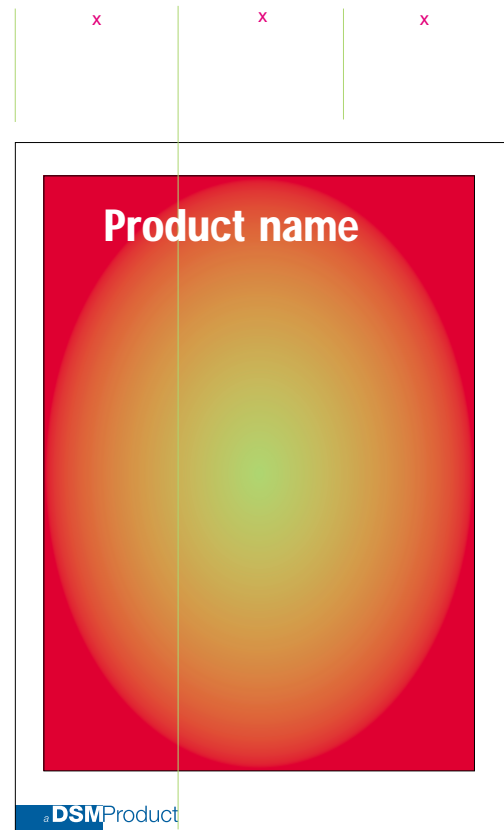
The sizing element for light endorsement depends on the item on which the element is placed. Always use a minimum of 1/3 of the size of the item for the endorsement element and never make the width of the rectangle of the endorsement element narrower than 22.5 mm.

Minimum A-standard sizing:

A5 (width 148) = 49.5 mm

A4 (width 210) = 70 mm

A3 (width 297) = 99 mm



Endorsement element

***Clear space area**

The endorsement element should be surrounded by an area of clear space, though it is permitted to blend the element into a part (or all of a) photograph or illustration.

Clear space area*

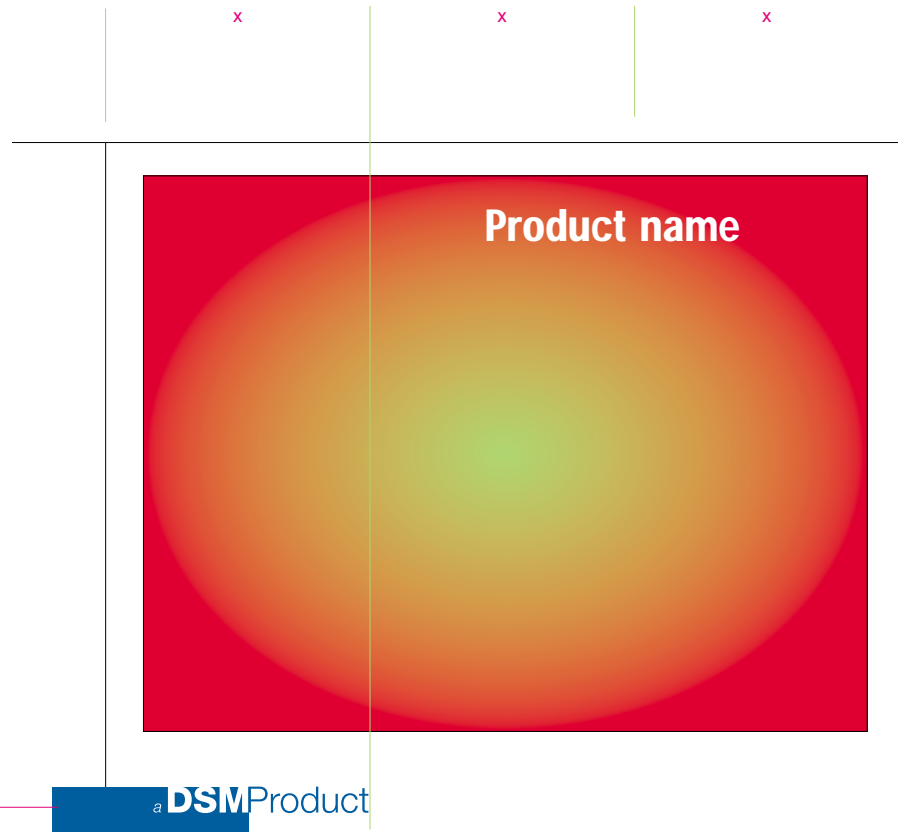
Clear space square unit whose sides measure exactly twice the height of the letters DSM.

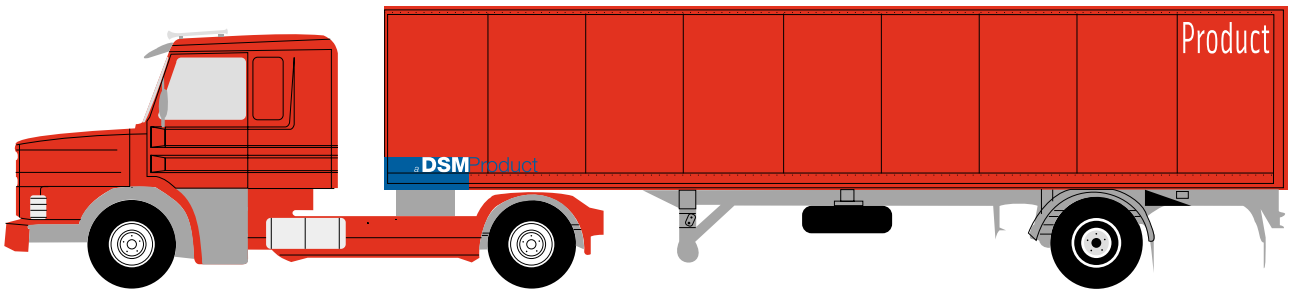
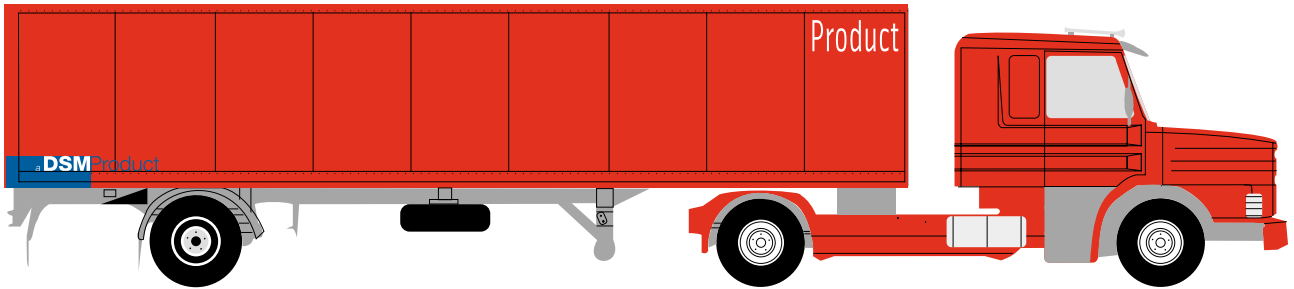


Packaging / Brochures / Billboards or other image carriers.

Scale N.A.

Endorsement element (the overlap or wrap width should be at least equal to the rectangle height, making it a square).





Internet

The endorsement element should be incorporated on the home page environment of the product brand web design in accordance with the rules for light endorsement set in this Brand Book. The design should always be authorized by DSM's Corporate Communications Department.

Optional endorsement phrase

An endorsement phrase may be added to a DSM product logotype e.g. when suppliers use DSM product logotypes on their leaflets or other communication means. The phrase is written as: 'a DSM Brand', 'a DSM Product' or 'a DSM Service'. The typeface should always be Helvetica.



The font size of the phrase is always 1/3 of the font size of the product logotype. The baseline of the phrase is placed one x-height down from the baseline of the product name. The phrase is right aligned with the product name.

JOINT VENTURES

Protecting the DSM brand

The DSM Brand Book applies to all companies in which DSM has a majority shareholding and which operate under the name DSM.

The arrangements and agreements made in joint ventures are not always the same. If you are involved in a joint venture which plans to use the DSM brand, make sure that this use complies with the relevant rules and procedures, because it is important to protect the DSM Brand. For advice on the use of the DSM Brand and corporate identity elements in specific situations, please contact the Design Manager or Brand Marketing Officer of DSM's Corporate Communications Department in Heerlen, the Netherlands.

Use the force!

