Axens has evolved into a multi-specialist group with an ever-greater international dimension. One of our challenges is to act as one company, offering multiple and combined solutions on a worldwide scale, to better meet global market needs.

This identity unites all employees under a powerful, easy-to-remember brand name and further aids in strengthening our global image with a coherent brand architecture.

These “Corporate Identity Guidelines” bring together all the elements that contribute to our new identity. It is the reference tool for each employee and contributor.

Respecting these guidelines guarantees a consistent, coherent image. Putting these practices to use will foster a quick understanding and adoption of our new corporate identity.
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INTRODUCTION TO THE LOGOTYPE
What is the meaning of the new logo?
› The logotype suggests expertise and know-how
› The emphasis is placed on the “A” forming a triangle. Each side of the triangle represents Axens, Heurtey Petrochem and Prosernat
› The rounded edges of the font emphasize strength and stability

What does the shape represent?
› The green shape named "Squash" expresses agility, dynamism, as well as future environmental challenges

Why were these colors chosen?
There are two colors on the logo:
› A warm purple to reflect the corporate stature
› An intense mint green to reflect the environmental approach

Powering integrated solutions
› As an integrated group, Axens now offers one of the most comprehensive ranges of solutions with the highest level of performance through multi-specialist integrated offers
› It provides clients with tailor-made support throughout their projects
INTRODUCTION TO THE LOGOTYPE

BRAND ORGANIZATION

The identity reflects the brand architecture, which links the Axens corporate name to various commercial brands and establishes them in their markets. The Axens Group’s brand architecture includes:

- **Commercial Brand** for:
  - Technology Licensing incl. Natural Gas Processing
  - Process Design Packages
  - Commissioning, Start-up, Tech. Services
  - Training
  - Revamping
  - Equipment
  - Modular Units and Spare Parts
  - Production & Sales of Catalysts & Adsorbents
  - Technical Proposals and Assistance for Catalysts & Adsorbents
  - Catalyst Management

- **Commercial Brand** for:
  - Process Furnaces: from process design to turnkey Engineering, Procurement and Construction
  - Furnace Studies
  - Furnace Revamps
  - Spare Parts
  - Technical Support
  - Training

- **Commercial Brand** for:
  - Audit & Consulting:
    - Asset Optimization
    - Configuration Development
    - Project Execution
  - Digital Applications:
    - Operations Monitoring & Optimization
    - Proprietary Simulation & Design Software
  - Energy Efficiency:
    - Optimization Studies
    - Air PreHeaters

**Umbrella Brand** bringing together all the Group’s activities.
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THE GRAPHIC UNIVERSE BEYOND THE LOGOTYPE
LOGOTYPE CONSTRUCTION

Axens Solutions

Axens Horizon

Heurtey Petrochem Solutions
THE GRAPHIC UNIVERSE BEYOND THE LOGOTYPE

SAFETY ZONE

A safety zone must always be kept all around the logotype. This space is equivalent of the height of the “n” of Axens and the “m” of Heurtey Petrochem.

It’s important to follow the spacing and placement of the logo in order to protect its visual integrity. In order to be more flexible, the logo is bordered by two zones:

› The first one, the “Safety zone” is equal to the full height of the letter “n” for Axens and “m” for Heurtey Petrochem; graphic elements shouldn’t be placed in this area when possible.

› The second, the “Prohibited zone” is equal to half the height of the letter “n” for Axens and “m” for Heurtey Petrochem. This area doesn’t accept any other graphic elements than the logotype.
LOGOTYPE, BASELINE & MENTION

Our visual identity is also linked to the logo colors and must absolutely be complied with and used with the greatest precision. The full-color version should be used whenever possible and placed on a white background.

This logo without the baseline is used for documents or media that may be kept for a long time.

The logo with the baseline is the default logo. To be used in most cases. Our baseline “Powering Integrated Solutions” is the reflection of our marketing position. It is our new brand signature.

This logo with the mention “an IFP Group company” is for institutional communication only. Its use is limited to IFPEN and Axens’ Marketing & Communications departments. The mention “An IFP Group company” is a reference to our affiliation with the IFP Group.
A monochromatic version of the logo exists. It is used when the quadri version becomes illegible because of the background color on which the logo is affixed. A distinction by form was used to continue to distinguish the Squash shape of “A” and “H”.

**Black monochromatic**
- Clear and light / plain background

**White monochromatic**
- Dark and busy / plain background
To ensure legibility, the Axens and Heurtey Petrochem Solutions logos cannot be reduced to less than the sizes defined below. The axens.net or heurtey.net URLs are used for sizes smaller than this rule.
THE GRAPHIC UNIVERSE BEYOND THE LOGOTYPE

PROHIBITED USES

The logo must always be enlarged and reduced to scale in keeping with its original proportions. It must not, under any circumstances, be deformed or modified.

1. Do not compress the logo
2. Do not extend the logo
3. Do not change the spaces between the letters
4. Do not change the size of any of the elements
5. Do not change the baseline according to your country need. For example, it is forbidden to add the name of your country
6. Do not move or change the size of the baseline
7. Do not use the mention alone without the baseline
8. Do not change the typography of the baseline
9. Do not add shadow under the logo
10. Do not change the colors of the logo
11 & 12. Do not convert the color version of the logo to white or black and use the available file of the one color logo
PROJECT LOGO

In-house project logos all use the same architecture. A minimalist symbol placed in a circle accompanies the project name to the right.

Symbol in two corporate colors, #01 and #02

The name is written in Proxima Nova Regular in corporate color #02

PHOENIX  HIBISCUS
THE “BY AXENS” LEADER LINE

For some of the technologies, products or services, the brand could be illustrated with a logo. This logo should be accompanied by the “By Axens” leader line when not accompanied by the Axens logo.

The distance between the logo and the leader has a height of x from a lower-case letter.

The leader line is aligned to the right of the logo.

The leader line uses one of the logo’s colors. It is printed in Proxima Nova Medium.

The height of the leader is between 1/3 and 1/2 the height of the logo’s typography.
THE GRAPHIC UNIVERSE BEYOND THE LOGOTYPE

AXENS TRADEMARKS

The symbols ® (Registered) and ™ (Trademark) inform third parties about Axens’ exclusive rights to the brand names concerned and enable Axens to obtain damages in the event of infringement by a third party in certain countries, particularly in the USA.

The ™ symbol must be used once the trademark has been filed in a country and is not registered in the USA.

› The ® symbol must only be used when the trademark is registered in the US, otherwise such use will be considered fraudulent by the US authorities.

› The service mark “SM” is part of the “TM” category, with the intention of emphasizing that the trademark designates services.

Trademark registered in the USA = the ® symbol is to be used.

› Trademark filed outside the US and not registered in the USA = the ™ symbol is to be used.

› Brand name not filed nor registered: No symbol.

• Please refer to the tables below.
THE GRAPHIC UNIVERSE BEYOND THE LOGOTYPE

DIAGONAL STRIP

The solid-colored diagonal strip can be used to position text in certain situations of difficult readability or to liven up the page layout.

The angle of the elements comprising the diagonal strip is the same as that used in the branches of the letter “X” in Axens. It is a 32° or -32° angle.

Depending on the needs, this shape can be resized so long as it complies with the angle of its components, which can be moved. The Warm Purple and Intense Mint colors can be inverted as shown in the non-exhaustive examples shown here.
**THE GRAPHIC UNIVERSE BEYOND THE LOGOTYPE**

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**FONTS**

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**Print & screen use**

Please use the *Proxima Nova font* for print and screen documents. This one is also a webfont and a paid version font, available on the Adobe TypeKit site for Adobe Creative Cloud users.

You can also buy this font on the [Mark Simonson Studio] website.

- Proxima Nova Thin
- Proxima Nova Thin Italic
- Proxima Nova Light
- Proxima Nova Light Condensed
- Proxima Nova Light Condensed Italic
- Proxima Nova Light Condensed Italic Russian
- Proxima Nova Light Condensed Italic Chinese
- Proxima Nova Regular
- Proxima Nova Regular Condensed
- Proxima Nova Regular Condensed Italic
- Proxima Nova Medium
- Proxima Nova Medium Condensed
- Proxima Nova Medium Condensed Italic
- Proxima Nova Semi Bold
- Proxima Nova Semi Bold Condensed
- Proxima Nova Semi Bold Condensed Italic
- Proxima Nova Bold
- Proxima Nova Bold Condensed
- Proxima Nova Bold Condensed Italic
- Proxima Nova Extra Bold
- Proxima Nova Extra Bold Condensed
- Proxima Nova Extra Bold Condensed Italic
- Proxima Nova Black
- Proxima Nova Black Condensed
- Proxima Nova Black Condensed Italic

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**Office use**

Please use the *Arial font* for office use.

- Arial regular
- Arial regular italic
- Arial bold
- Arial bold italic

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**Chinese use**

Please use the *Microsoft YAHEI font* for your print and office documents. It is available in the Microsoft Office Suite.

- Regular 一二三四五六七八九十百千万上中下左右大小春夏
- Bold 一二三四五六七八九十百千万上中下左右大小春夏
- Arial regular
- Arial regular italic
- Arial bold
- Arial bold italic

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**Russian**

Please also use the *Proxima Nova font* in Russian documents for print & screen use.

- Proxima Nova Thin
- Proxima Nova Thin Italic
- Proxima Nova Light
- Proxima Nova Light Condensed
- Proxima Nova Light Condensed Italic
- Proxima Nova Light Condensed Italic Russian
- Proxima Nova Light Condensed Italic Chinese
- Proxima Nova Regular
- Proxima Nova Regular Condensed
- Proxima Nova Regular Condensed Italic
- Proxima Nova Medium
- Proxima Nova Medium Condensed
- Proxima Nova Medium Condensed Italic
- Proxima Nova Semi Bold
- Proxima Nova Semi Bold Condensed
- Proxima Nova Semi Bold Condensed Italic
- Proxima Nova Bold
- Proxima Nova Bold Condensed
- Proxima Nova Bold Condensed Italic
- Proxima Nova Extra Bold
- Proxima Nova Extra Bold Condensed
- Proxima Nova Extra Bold Condensed Italic
- Proxima Nova Black
- Proxima Nova Black Condensed
- Proxima Nova Black Condensed Italic

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**RETURN TO THE MENU**
COLORS

The colors are classified by numbers to be able to distinguish between them more easily. The color palette has two levels, level 1 from #01 to #02 and level 2 from #03 to #22.

Level 1, which we need to capitalize on, includes the two colors appearing in the Axens logo: **Warm Purple** and **Intense Mint**. They are given priority of use. We always find at least one of the two shades, even if just in touches of color.

The level-2 colors are accompanying colors used to enrich the brand expression and sometimes in details. They are not used as the main colors. All the colors on this level were designed based on the level-1 colors.
MARKET ICONS

The icons for the markets in which Axens is present are available in several colors so as to cover the different possible cases. The 3 markets in which Heurtey Petrochem Solutions is present are in the brand color.

Axens market icons only

Axens market icons with mention

The market icon with mention takes on the form of a centered text under the mention, in a text aligned to the left or to the right, as appropriate. In the last 2 cases the text is centered vertically on the icon. The markets are written in out in Proxima Nova Regular capitals and presented in the following order:

- Oil Refining
- Petrochemicals
- Gases
- Alternatives & Renewables
- Water
ICONS

Two kinds of icons are used alongside the market icons: the key figure icons and the schematic icons. The first ones are always represented in two-color formats (references #01/#02 for Axens and #01/#22 for Heurtey Petrochem Solutions) to highlight the data with impact. The second ones are often monochromatic and can be used occasionally in smaller sizes.

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**Key figure icons**

**Axens**

- Over 70,000 tons of catalysts and adsorbents each year coupled with catalysts services

**Heurtey Petrochem Solutions**

- More than 3,500 furnaces sold (with more than 2,000 references)

The key figure icons are often used on a white background. They can also be used on backgrounds in solid colors. In this case, they are presented in a white disc.

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**Schematic icons**

The icons are presented in a circle. It can hold a legend to symbolize the brands, for example.

These icons can be applied in reserve for positioning on a solid dark background.
DESIGN PRINCIPLES FOR ILLUSTRATIONS

A distinction is made between 2 types of images – flat illustrations and split illustrations.

**Split illustrations**

So-called “Split” visuals are a pillar of our group’s visual identity.

Two pictures, each cut in half, are put together by subtly joining their curves to make one single object or original situation.

This hybrid produces a symbolic representation of a market or one of our professions.

These images are used for large-format communication: stands, rollup banners and brochure covers, as well as on our website.
Flat illustrations

Illustrations are regularly created to add to the document’s page layout. These images are simplified drawings used to make an often technical explanation more accessible. The final format chosen, called a vector format, is used to export digital documents that are much lighter than if photos were used instead, for example. The image processing technology is also faster, thus avoiding excess waste of CO₂ during file transfers.
THE GRAPHIC UNIVERSE BEYOND THE LOGOTYPE

DESIGN PRINCIPLES FOR DIAGRAMS AND TABLES

Pie-type graphs found on the same page are drawn with the same thickness even if they are of different sizes.

The colors used in the tables can be inverted if necessary.

The every-other line option uses one of the corporate colors with 10% shading.
THE GRAPHIC UNIVERSE BEYOND THE LOGOTYPE

DESIGN PRINCIPLES FOR FLOW CHARTS

Boxes and arrows are drawn with a light border corner radius.

Uppercase Proxima Nova Light is used in boxes whenever possible.

Blank spaces are left when placing 2 arrows one above the other.

First Entry

Item 1
+ Item 2

Caption 1

Caption 2

The rounded tip is used on the arrows from Adobe Illustrator.

Arrows use shape No. 11 from Adobe Illustrator.

Always separate arrows from the boxes.

Outlines boxes are drawn with a light border corner radius.

Always separate arrows from the boxes.
APPLICATIONS
PRINT APPLICATIONS
LETTERHEAD

Letterheads are available for each affiliate and each brand in the local paper format.

**A4 format**
- Logo aligned into the top left-hand corner
- Address and legal details are centered at the bottom of the page

**US letter format**
- Address and legal details are centered at the bottom of the page

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**Axens North America Inc.**
- 1800 Saint James Place - Suite 500 - TX 77056 USA - Tel.: +1 713 840 1133 - Fax: +1 713 840 8375 - www.axens.net

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- 8, Bd Franklin Roosevelt - 92500 Rueil-Malmaison – France – Tél. : +33 1 47 14 21 00 – www.axens.net
BUSINESS CARDS

Business cards are available for each affiliate and each brand. The source files are available upon request.

Front Axens Corporate

First Name LAST NAME
Job Title
Business Partner Name
firstname.lastname@axens.net
Tel.: +33 1 XX XX XX XX – Mob.: +33 6 XX XX XX XX

www.axens.net
85, Bd Franklin Roosevelt – 92500 Rueil-Malmaison – France

Front Heurtey Petrochem

First Name LAST NAME
Job Title
Business Unit Name
firstname.lastname@heurtey.net
Tel.: +1 XXX XXX XXXX – Mob.: +1 XXX XXX XXXX

www.heurtey.net
1800 Saint James Place – Suite 500 – TX 77056 USA

Back Axens Corporate

Back Heurtey Petrochem
LANYARDS

Lanyards bear the Axens logo and market icons, with these components presented in the diagonal strip graphic principle.
PRINT APPLICATIONS

TOTE BAG

The tote bag echoes the Axens logo with the baseline, with the graphic decoration using broken down diagonal strip elements.
CORPORATE BROCHURE

The corporate brochure is the document that presents Axens’ general business. It has a different format so to differentiate it from other brochures.

PRINT SPECIFICATIONS

**Format:**
- 190 x 297 mm

**Inner pages 1 x 4 pages format 380 x 297 mm (open):**
- Semi-mat paper 150 g/m²
- Two-sided quadri printed

**Inner pages 1 x 8 Pages format 297 x 740 mm (open):**
- 4 folds
- Semi-mat paper 150 g/m²
- Two-sided quadri printed

**Cover:**
- Format 190 x 297mm (open)
- Semi-mat paper 250 g/m²
- Two-sided quadri printed

**Finished options:**
- Two metal staples
- Cover mat laminated on one side

PRINT APPLICATIONS
CORPORATE LEAFLET

This document sums up the content of the corporate brochure. Its format is designed to be slipped into a commercial envelope or, for example, into a jacket pocket during a trade show. The file can be printed out on an office printer.

PRINT SPECIFICATIONS

Format:
- 280 x 217mm (open)
- 93 x 217mm (closed)
- Semi-mat paper 250g/m²
- Two-sided quadri printed
PRINT APPLICATIONS

BROCHURES WITHOUT INNER PAGES

Different brochures are designed for the markets, brands and certain products. All of them are in pocket form that can hold documents in A4 paper format and smaller. Commercial fliers are usually inserted in them to round out the brochure’s content. There are several models: 2 folds with a flap and 3 folds with a flap. Inside pages can be added.

2-FOLDS BROCHURE

Format:
- 225 x 305mm (closed)
- 640 x 330 mm (open)
- Semi-mat paper 300 g/m²
- Two-sided quadri printed

Finished options:
- Cover mat laminated on two sides
- Cutting shape
- One glued flap

3-FOLDS BROCHURE

Format:
- 225 x 305mm (closed)
- 695 x 495 mm (open)
- Semi-mat paper 300 g/m²
- Two-sided quadri printed

Finished options:
- Cover mat laminated on two sides
- Cutting shape
- One glued flap
PRINT APPLICATIONS

BROCHURES WITH INNER PAGES

2-FOLDS BROCHURE WITH INNER PAGES

Format:
- 225 x 305mm (closed)
4 Inner pages:
- Semi-mat paper 200 g/m²
- Two-sided quadri printed
Cover + fold:
- Format 640 x 330mm (open)
- Semi-mat paper 300 g/m²
- Two-sided quadri printed
Finished options:
- Two metal staples
- Cover mat laminated on two sides
- Cutting shape
- One glued flap

3-FOLDS BROCHURE WITH INNER PAGES

Format:
- 225 x 305mm (closed)
4 Inner pages:
- Semi-mat paper 200 g/m²
- Two-sided quadri printed
Cover + fold:
- Format 695 x 495mm (opened)
- Semi-mat paper 300 g/m²
- Two-sided quadri printed
Finished options:
- Two metal staples
- Cover mat laminated on two sides
- Cutting shape
- One glued flap

RETURN TO THE MENU
COMMERCIAL BULLETINS

The commercial bulletins are printable directly on your office printer without pre-printed paper. See below for the US version.

A4 format

US letter format

For the A4 format a margin of 16 mm should be placed at the top and the bottom of the document and a margin of 7 mm on both sides.

For the US format a margin of 10 mm should be placed at the top and the bottom of the document and a margin of 7 mm on both sides.
Print:

Printer: Printing_Machine
Copies:

Pages to Print:
- All
- Current Page
- Pages 1-18

Page Sizing & Handling:

Booklet subset: Both sides
Sheets from 1 to 4

Orientation:
- Portrait
- Landscape

Auto rotate pages with each sheet
Want to print colors as gray or black?

Printer:

Copies:

Pages to Print:
- All
- Current Page
- Pages 1-18

Page Sizing & Handling:

Booklet subset: Both sides
Sheets from 1 to 4

Orientation:
- Portrait
- Landscape

Auto rotate pages with each sheet
Want to print colors as gray or black?

Printer:

Copies:

Pages to Print:
- All
- Current Page
- Pages 1-18

Page Sizing & Handling:

Booklet subset: Both sides
Sheets from 1 to 4

Orientation:
- Portrait
- Landscape

Auto rotate pages with each sheet
Want to print colors as gray or black?
PRINT APPLICATIONS

BANNERS

› The files are prepared at 1/2 the final size.
› Only use the market icons and the logo in white versions.
› Upcoming for the country where the rollup banner is made; dimensions may vary.
Three different advertisements are available. All three can be customized depending on the advertising media chosen.

- The catch phrase is always written in capital letters, centered and vertical in the middle of the visual.
- The image is set in a block whose upper left and lower right corners are rounded.
- Presentation wording of the key visual.
SCREEN APPLICATIONS
E-MAIL BANNER

For in-house communication, a .png image can be imported into the e-mail header.

The angle of the elements comprising the diagonal banner is the same as the one used in the branches of the letter “X” in Axens.

Visual (photo)  Colored banner (see available colors, page 19)
SCREEN APPLICATIONS

E-MAIL SIGNATURE

E-mail signatures are available for each brand.

First name LAST NAME
Position
Entity 1
Entity 2
firstname.lastname@axens.net
Tel.: +33 1 XX XX XX XX – Mob.: +33 6 XX XX XX XX
Local address – Country
www.axens.net
An IFP Group company

First name LAST NAME
Position
Entity 1
Entity 2
firstname.lastname@heurtey.net
Tel.: +33 1 XX XX XX XX – Mob.: +33 6 XX XX XX XX
Local address – Country
www.heurtey.net
SCREEN APPLICATIONS

PPT TEMPLATE

The PowerPoint template uses the 16:9 slide size to meet the recurring needs for this type of format. A different template exists for each brand, only the cover slide and the Thank You slide change. Except for Heurtey Petrochem Solutions, for which everything has been revised.
Customized Templates for the Axens brands

The template is tailored to each brand. Only the cover page and the conclusion page are different.

Thank you!
SCREEN APPLICATIONS

MOVIE INTRO & OUTRO

This is used in the animated intro and conclusion with the most appropriate brand logo for the topic of the video.

Intro

Conclusion
SCREEN APPLICATIONS

MOTION GRAPHIC TEMPLATE

All Axens videos start with a panel using the shape of the diagonal strip and presenting the title of the presentation. Another panel at the bottom of the screen, also using the diagonal strip model, gives the first and last names of the speakers along with their positions.