



INVISTA™

BRAND STANDARDS

# TABLE OF CONTENTS

- 1** About INVISTA, legal lines & licensing
- 2** Corporate logos
- 4** Business & site logos
- 5** INVISTA (a Koch Company)
- 6** Logo integrity
- 7** Logo usage
- 8** Business stationery
- 9** Email signature
- 10** Brand colors
- 11** Brand fonts
- 12** Corporate imagery

# ABOUT INVISTA

INVISTA is a global manufacturer of chemical intermediates, polymers and fibers. From parts for the automotive industry to medical equipment, air bags, food packaging and clothing, our ingredients in the nylon 6,6 and polypropylene value chains help bring many of life's essential products to market. A subsidiary of Koch Industries since 2004, INVISTA is committed to innovation and responsibly creating more value for its customers and society while consuming fewer resources to make these products.

## LEGAL LINES AND LICENSING

When referring to INVISTA as a company, do not use the trademark symbol ™.

**Correct:** INVISTA is a global producer of nylon polymers.

**Incorrect:** INVISTA™ is a global producer of nylon polymers.

### Legal lines and licensing

Copyrights protect our creative work, so it is imperative a copyright line appear on all of our communications (printed and electronic). The approved copyright line is:

© [year] INVISTA. All rights reserved.

The company name in the copyright line should always be INVISTA, and the year listed should always be the year in which the piece was printed (or, for electronic communications, the year of creation).

### Legal lines for registered trademarks

The current approved legal line for registered product brands is as follows:

"[Product brand name] [generic] is a registered trademark of INVISTA."

# CORPORATE LOGOS

As the brand for our company, you should only use the official INVISTA logo on all your materials and promotional items. The logo is a registered trademark around the world and bears the ™ symbol, which follows the logo.

The logo consists of two elements – the INVISTA symbol (the Rings of Innovation) and the name, “INVISTA.” Do not separate these two elements. The INVISTA logo should not be reproduced in any form without prior approval from Koch Communications Marketing or INVISTA Public Affairs.

If you have questions or need logo artwork, please look on [INVISTAnet](#) or contact Koch Communications Marketing.



# CORPORATE LOGOS




The full-color logo should be used as often as possible to help build brand recognition.

For one-color usage, the logo may also appear in black against a light background, or in white against a dark background.

For promotional apparel and giveaway items, like T-shirts, coffee mugs, hats and totes, use the proper Pantone colors. Use a one-color version of the logo where necessary to ensure proper contrast between the logo and the item it is being screened onto.

## Preferred logo



-  Pantone® 1945 PC
-  Pantone® 152 PC
-  Pantone® 123 PC

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## Secondary 1-color logos



# BUSINESS & SITE LOGOS

An INVISTA group may have its own logo that includes the name of the business, sub-business or site. These are the only allowed variations of the logo.

If you have questions or need logo artwork, please look on [INVISTAnet](#) or contact Koch Communications Marketing.

## INVISTA business logo

Business names are placed in ALL CAPS

Business name aligns with the bottom of the rings



## INVISTA sub-business logo

Sub-business names are placed in ALL CAPS

Business name aligns with the bottom of the rings



## INVISTA site logo

Site names are placed in Title Caps

Site name aligns with the bottom of the rings



# INVISTA (A KOCH COMPANY)

To make a clear connection between Koch Industries and INVISTA, we've developed a separate logo lock-up, shown here. Use this logo on externally facing communications when introducing INVISTA to a new contact or customer.



# LOGO INTEGRITY

A minimum clear space should always surround the logo, as shown in the example below. This area is important because it allows the logo to stand out from other elements. Always keep the logo separate from any graphics or text to protect its identity and visibility. The minimum clear space around the INVISTA logo should be equal to the height of the capital "I" in the INVISTA logo, as shown below.

It is important to consider the scale and appearance of the logo – a logo used too small lacks presence and legibility. The minimum size is 38 mm or 1.5 in. For small promotional items such as pens, the logo may be used smaller, but ensure proper contrast is achieved.



Minimum size



# LOGO USAGE

In order to build a strong brand identity, it is important to use the INVISTA logo appropriately. Avoid changing or manipulating the logo in its application. Below are examples of potential mistakes to avoid when using the INVISTA logo.



Do not stretch or size the logo disproportionately.



Do not screen the logo.



Do not recreate or modify any elements of the logo.



Do not place the logo on a textured background or photograph that reduces readability and prominence.



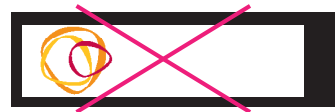
Do not change the colors or grayscale the logo. Use only one of the three acceptable versions.



Do not use the full-color logo on a black background.



Do not reproduce the logo on a slant, vertically or any other non-specified way.



Do not use a white logo with colored rings.



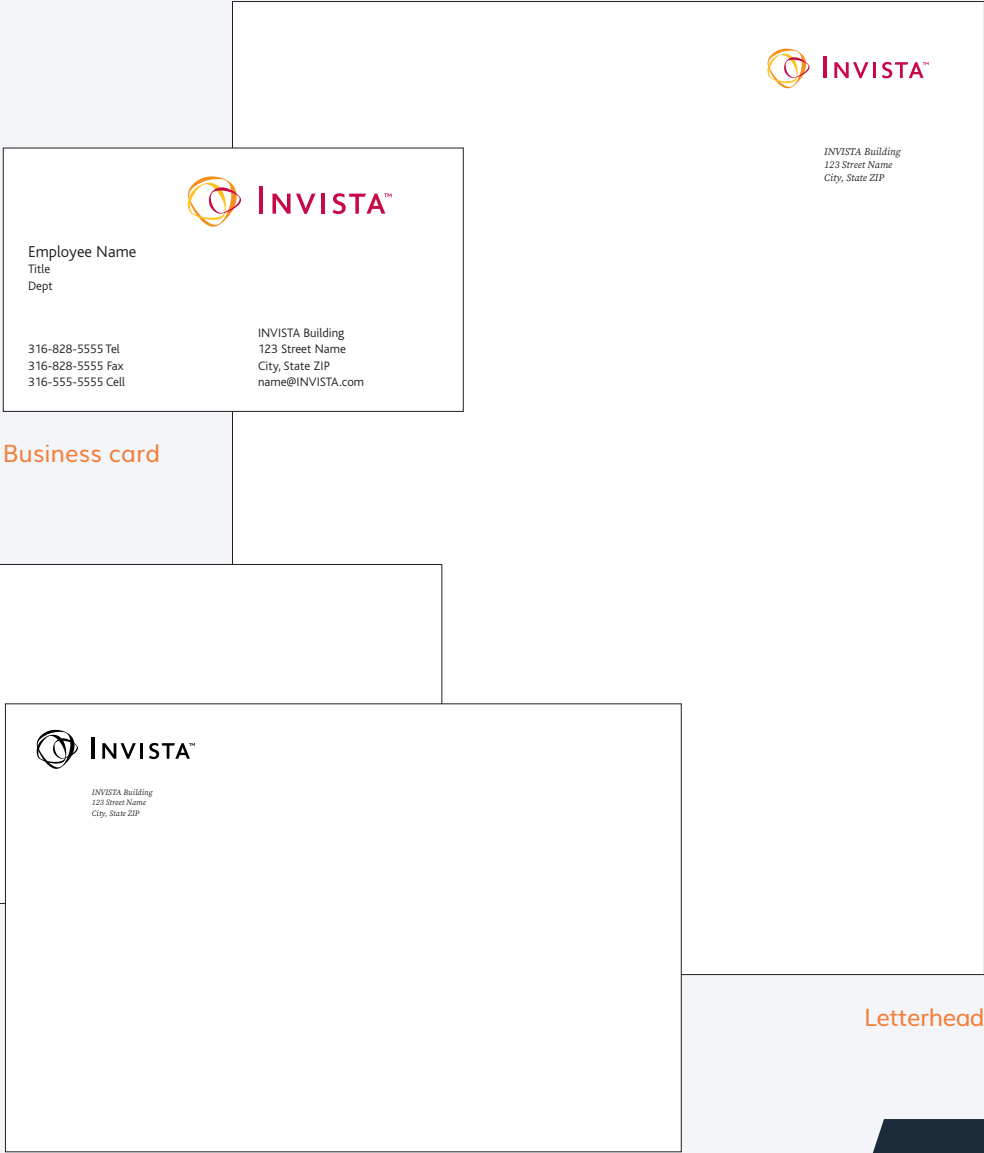
Do not use the INVISTA Rings mark alone.

# BUSINESS STATIONERY

Business stationery is created using specific logos, fonts, templates, inks and papers. Do not attempt to recreate stationery or have outside vendors print from a sample, as it will invariably differ from our corporate standards.

To place an order in the U.S., visit our corporate tools site on [INVISTAnet](#).

Printer files include layout as well as typographic style guides. Do not alter this artwork.



Business card

No. 10 Envelope

Letterhead

6x9 Envelope

# EMAIL SIGNATURE

As your digital business card, consistent signatures achieve a coherent experience for our stakeholders. No personal statements or quotations should be used in your signature. Match the format as in the provided templates. Do not create your own artwork or stylized fonts for an INVISTA email signature.

Full signature available to download from INVISTAnet.

Full signature



**Name** | Title  
Department  
O XXX-XXX-XXXX | C XXX-XXX-XXXX

Calibri  
Size 11

Simple signature

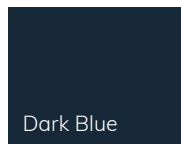
**Name**  
INVISTA | Title | Office phone

Calibri  
Size 11

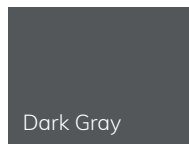
# INVISTA CORPORATE BRAND COLORS

The INVISTA color palette uses tones of gray, orange and blue. Color values are listed in the graphic below. If you have questions about approved colors or need help matching colors, please contact Koch Communications Marketing.

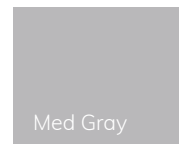
## PRIMARY COLORS



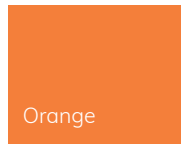
Dark Blue  
#1C2B39  
RGB 28,43,57  
PMS 432  
CMYK 65,43,26,78



Dark Gray  
#54575a  
RGB 84,87,90  
PMS 425  
CMYK 66,56,53,29



Med Gray  
#b7b8b9  
RGB 183,184,185  
PMS Cool Gray 4  
CMYK 29,22,22,0



Orange  
#f57f3a  
RGB 245,127,58  
PMS 1505  
CMYK 0,62,86,0

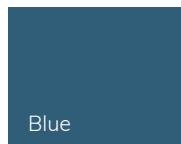


Dark Yellow  
#f5a81c  
RGB 245,168,28  
PMS 130  
CMYK 2,38,100,0

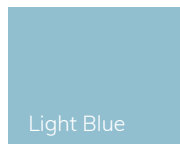
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## ACCENT COLORS

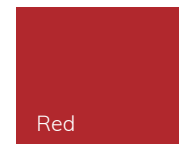
*\* use red sparingly and primarily for international use*



Blue  
#2c5875  
RGB 44,88,117  
PMS 302  
CMYK 84,58,37,15



Light Blue  
#94bfcf  
RGB 148,191,207  
PMS 551  
CMYK 41,13,14,0



Red  
#b22b2e  
RGB 178,43,46  
PMS 1805  
CMYK 21,96,90,12

# BRAND FONTS

**Azo Sans Bold**

**Azo Sans Medium**

**Proxima Bold**

**Proxima Medium**

**Proxima Regular**

**Poppins Regular** (Google font)

**Creating Value.  
Transforming Lives.**

Our life's work is to help people improve their lives by making and innovating products and services our customers value. Our focus is on delivering mutual benefit: Win-win outcomes that make life better for customers and employees alike.

**invista.com**

**Azo Sans Bold or Medium**

Use for headlines and larger text

**Proxima Regular or Medium**

Use for body copy and smaller text

**Azo Sans Bold or Medium**

Use for secondary lines, like URLs

Use for all print, social and digital ad applications.

# CORPORATE IMAGERY

Below are samples of approved images from the INVISTA photo library. Images used in branded communications should have a lifestyle focus that matches the look established here – imagery that evokes a positive connotation featuring people engaging with INVISTA ingredients and technologies.

Find approved images and wall art on [INVISTAnet](#) or contact Koch Communications Marketing.

