



Corporate Identity

Basic corporate identity components
Logo | Colors | Typography | Photography

lyondellbasell
Advancing Possible

HOW WE LOOK

The “face” of LyondellBasell is a combination of our logo, typeface selection, color palette, and the way we apply photography and images. A consistent look and feel in our communication materials will create a lasting impression on our employees and stakeholders.

WHY WE HAVE TWO VERSIONS OF OUR LOGO

- “Advancing Possible” is the tagline for our current campaign. The logo with this tagline acts as a banner under which most of our communication is done
- The logo with our innovation elements is our standard corporate logo.

When should I use each version of the logo?

- If the placement is a fixed installation or will be seen outside the context of the company, it should use the standard corporate logo.
- If the communication is temporal or commercial in nature, the logo with tagline is preferred.

For logo usage questions, please contact employee.communication@lyondellbasell.com



OUR STANDARD CORPORATE LOGO

The LyondellBasell logo is made up of the name of our company in a customized type style along with the innovation elements. The style, size and positioning of the innovation elements and the letters of our name are what make the logo unique. You should always use and display the logo as it is shown here. Always download ready-to-use, approved LyondellBasell logos rather than create your own or alter an existing one.

1. LyondellBasell primary color

The full-color version of the logo is the primary version and is made from LyondellBasell Gray (Pantone 7545C) and LyondellBasell Blue (Pantone 2925C). This version should be used in most standard applications, i.e., signage, packaging and stationery, and placed on a white background.

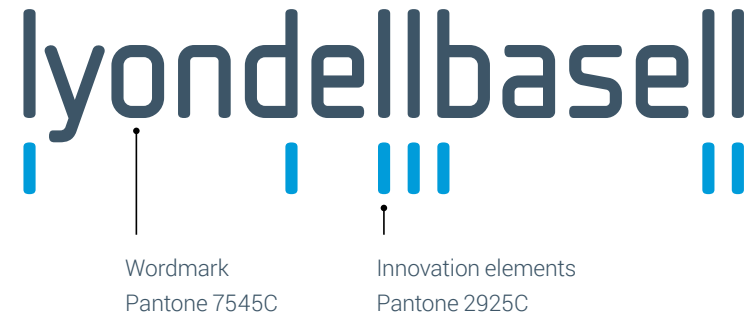
2. Logo - single color

This version should be used when the logo will be displayed on a background that would otherwise render the primary mark illegible.

LYONDELLBASELL LOGO CLEAR SPACE

Clear space is an area around the logo that separates the logo from other pictures, symbols, words, etc. To ensure prominence and legibility, the logo must always be surrounded by an area of isolation that remains free of other elements, such as type and imagery. The minimum area of clear space is shown (x) and is the height of the letter "L" in the LyondellBasell logo.

1. Logo - primary color



2. Logo - single color



OUR LOGO WITH A TAGLINE

3. LyondellBasell Logo with the “Advancing Possible” Tag Line

Because the LyondellBasell logo with the tag line does not utilize the innovation elements, the logo and tag line should be used in conjunction with the innovation bar placed as an accent at the bottom of the design.

4. Innovation bar

The LyondellBasell innovation bar has been created for designers as a secondary graphic device to tie the look together and make the brand more recognizable. The bar may be extended to the left and/or right as appropriate for the design. The relative size and position of the innovation elements within the bar should not be modified.

5. Rules for using this logo with the innovation bar

- The ascenders in "lyondellbasell" always line up with the gaps in the bar.
- The logo usually sits right above the bar, but can also be separated, with the logo at the top of the design and the bar at the bottom. Either way, the ascender rule still applies.
- The thickness of the bar should be the same as the x-height of the logo.
- Likewise, when the logo sits above the bar, the space between the logo and the bar is the same as the x-height of the logo.
- The color of the bar can be changed to LyondellBasell secondary colors, i.e., LyondellBasell Orange for company culture, LyondellBasell Green for health and safety and LyondellBasell Fuchsia for community service.

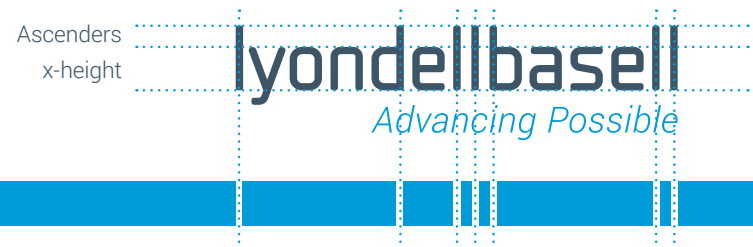
3. Logo - with tag line

lyondellbasell
Advancing Possible

4. Innovation bar



5. Rules for using this logo with the innovation bar



LYONDELLBASELL LOGO DO'S AND DON'TS

The best way to make sure our logos remain professional and consistent globally is to follow these guidelines without any changes. Here are some examples of correct and incorrect uses of our logo that will help you stay on track.

Do's:

Use the primary logo on a light background.

Don'ts:

1. Do not use the secondary colors for the logo
2. Do not reverse the colors of the logo
3. Do not move or rearrange the innovation elements
4. Do not disproportionately scale or stretch the logo
5. Do not recreate the logo using another typeface
6. Do not place the logo in a closely defined field
7. Do not insert visual elements inside the clear space area



APPLICATIONS

When applied consistently, our positioning, personality and look can convey a powerful, positive message about who we are, who we aspire to be and the many ways our company is helping to advance the big ideas our world needs.

LYONDELLBASELL COLOR PALETTE

The official LyondellBasell colors are LyondellBasell Gray (Pantone 7545C) and LyondellBasell Blue (Pantone 2925C). To keep the logo proprietary to LyondellBasell, always make sure you accurately reproduce these colors. The LyondellBasell color palette also contains several secondary, or accent colors, to enhance the aesthetic.

Primary colors

The primary color palette is comprised of two colors:

LyondellBasell Gray and LyondellBasell Blue, as seen in our logo.

100%
Pantone 7545C

Typically used for
body text

LyondellBasell Gray
Pantone 7545C
CMYK: 58, 32, 18, 54
RGB: 66, 85, 99
HEX: 425563

100%
Pantone 2925C

Typically used as a primary
color, including in headers,
bullet points and icons

LyondellBasell Blue
Pantone 2925C
CMYK: 81, 21, 0, 0
RGB: 0, 156, 222
HEX: 009CDE

Secondary Colors

The secondary color palette is comprised of LyondellBasell Dark Blue, LyondellBasell Orange, LyondellBasell Green and LyondellBasell Fuchsia. Together, they comprise a set of accent colors that can be used for a variety of purposes, such as charts, diagrams and graphics.

100%
Pantone 281C

Typically used for
manufacturing sites

LyondellBasell Dark Blue
Pantone 281C
CMYK: 100, 85, 5, 36
RGB: 0, 32, 91
HEX: 00205B

100%
Pantone 376C

Typically used for
health and safety

LyondellBasell Green
Pantone 376C
CMYK: 54, 0, 100, 0
RGB: 132, 189, 0
HEX: 84BD00

100%
Pantone 151C

Typically used for
company culture

LyondellBasell Orange
Pantone 151C
CMYK: 0, 60, 100, 0
RGB: 255, 130, 0
HEX: FF8200

100%
Pantone 239C

Typically used for
community services

LyondellBasell Fuchsia
Pantone 239C
CMYK: 16, 82, 0, 0
RGB: 219, 62, 177
HEX: DB3EB1

Color Use in PowerPoint

The LyondellBasell corporate PowerPoint template provides the primary and secondary color palettes and information on their makeup.

Color Construction Formulas

The formulas of LyondellBasell primary and secondary colors are shown in CMYK (print process: Cyan, Magenta, Yellow, Black), RGB (Red, Green, Blue), and HTML (onscreen).

Pantone System

The Pantone Color Matching System is a standardized color-reproduction system used by the graphic arts industry worldwide to specify color consistently.

LYONDELLBASELL TYPEFACES

STANDARD FONT FOR ALL EMPLOYEES: MICROSOFT OFFICE PROGRAMS

In the course of normal business, for example when working in Word templates or PowerPoint presentations, employees must use Arial, a standard system font in Windows OS. This ensures we can email and/or collaborate on presentations without experiencing any issues.

Arial Regular

ABCDEFGH
IJKLMNOP

Arial Italic

*ABCDEFGH
IJKLMNOP*

Arial Bold

**ABCDEFGH
IJKLMNOP**

Arial Bold Italic

***ABCDEFGH
IJKLMNOP***

PROFESSIONALLY PRODUCED MATERIALS

This section refers to the typefaces used by LyondellBasell graphic designers for professionally produced materials only. Our primary typeface for these enhanced design printed materials is Roboto. This type family is specified for all materials requiring professional design, such as displays, brochures, flyers and printed newsletters. Roboto is not required for general staff purposes using MS Office programs. The secondary design font is Tungsten, that may be used in print ads and other specialty pieces that require large, bold headlines.

Roboto Light

ABCDEFGHIJK
LMNOP

Roboto Light Italic

*ABCDEFGHIJK
LMNOP*

Roboto Regular

ABCDEFGHIJK
LMNOP

Roboto Italic

*ABCDEFGHIJK
LMNOP*

Roboto Medium

**ABCDEFGHIJ
KLMNOP**

Roboto Medium Italic

***ABCDEFGHIJ
KLMNOP***

Tungsten Book

**ABCDEFGHIJ
KLMNOP**

Tungsten Medium

**ABCDEFGHIJ
KLMNOP**

PHOTOGRAPHY/IMAGERY

People say a picture is worth a thousand words. In our complex industry, pictures can both tell the story and exhibit the values of excellence, ownership and teamwork without the need for an explanation.

Here is a guide to how we should represent our company through images:

- Choose shots that will create an emotional connection with the viewer.
- Include action and reaction shots.
- Make the shoot style lifestyle/candid/active, rather than static or posed. Posed shots with the subject looking into the camera are acceptable when trying to gain an emotional connection with the viewer.
- Include a variety of shot compositions (a mix of medium, detail, close-up shots) that help tell the story.
- Select natural lighting.



For photos featuring employees or contractors at a site, verify that the employee/contractor follows the proper safety and image requirements.

SAFETY REQUIREMENTS

| |
|---|
| Hard hat (current with updated LyondellBasell logo, no offensive stickers, no ball cap under hard hat) |
| Safety glasses with side shields (no tinted glasses for photos, even if allowed in process unit) |
| Hearing protection (field employees should be photographed with hearing protection in) |
| Nomex with LyondellBasell logo (clean LyondellBasell nomex buttoned and zipped up, no rips or tears at the ends) |
| Gloves (gloves should be on when touching equipment or near equipment; gloves should always be visible even if not wearing) |
| Proper foot protection (steel-toe boots) |
| Follow all safety rules in the field |

IMAGE REQUIREMENTS

| |
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| No chewing tobacco or gum |
| Employees should be tied-off in any photo above ground for appearance sake |
| Hair should be tied up under hard hat in all company photos in the field |
| No jewelry (earrings, necklaces, bracelets) |
| Radio should be properly secured |
| Employee badge should not be visible |
| No casts or braces |
| Clean shaven, no facial hair on employees in the field |
| Goggles (visible on hard hat) |

All photos below reflect examples of LyondellBasell's corporate style.

