



Brand Identity Guidelines

November 7, 2019

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Welcome to our Univar Solutions Brand Identity Guidelines

The Univar Solutions brand is more than a name or logo or website. It's a promise to our customers and suppliers, a commitment to ourselves, and a reflection of the values embodied by all of us. It's a living business asset brought to life in elements across our organization and in every experience we share with our key audiences. From the messages we communicate to the look of our materials, to the way we work with our customers, suppliers, and each other, everything we say and do shapes perceptions of our brand.

That's why we developed these brand identity guidelines—to create a user-friendly resource that will help keep you on the right path for telling our brand story successfully. These brand identity guidelines play a foundational role in helping shape our brand perceptions and include many elements, from our differentiating position to how we talk about our brand, logo, tagline, and colors, to how we stand apart through our visual devices, including typeface and photography.

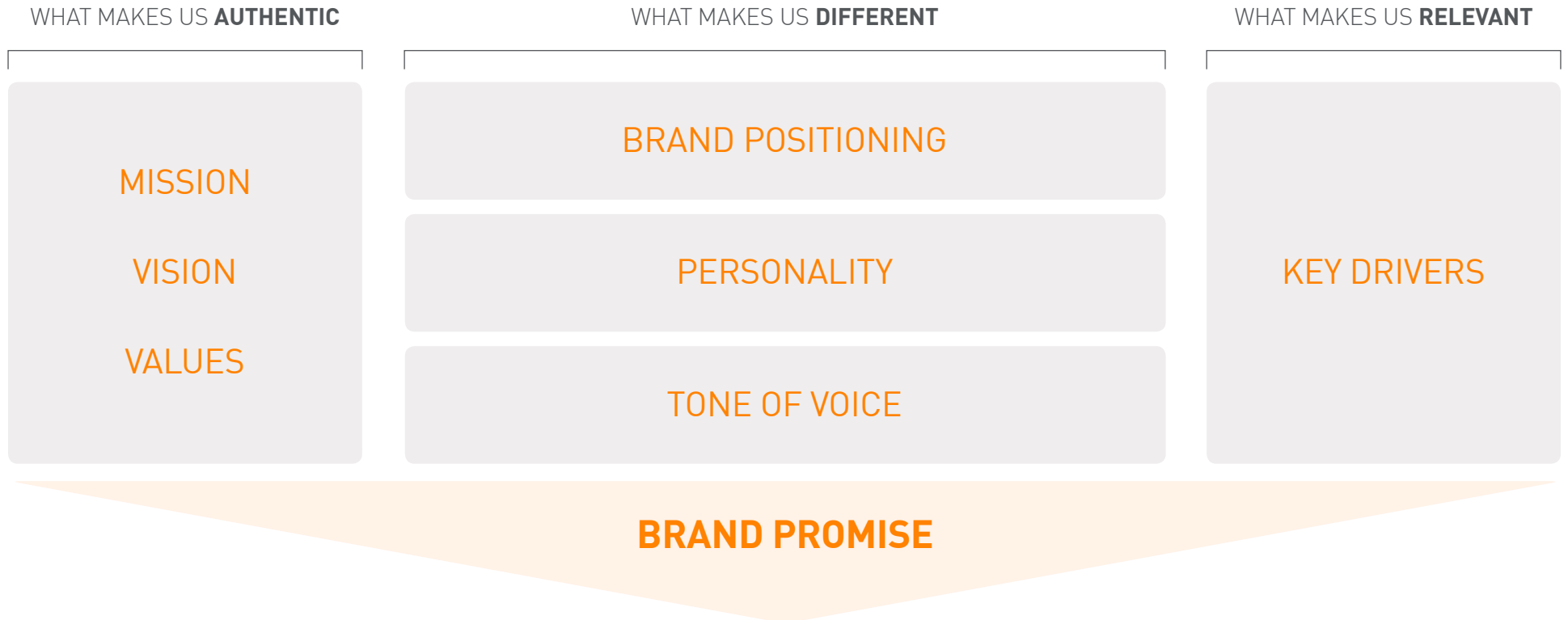
Consistency and clarity of how we collectively tell our brand story around the globe will help keep our brand strong. **So be sure to refer to these guidelines whenever telling our unique Univar Solutions brand story.**

Our brand story

The structure of our brand strategy

In order to tell our Univar Solutions brand story consistently and successfully, it's important to first understand our brand strategy and structure.

Our brand strategy is intended to be used by Univar Solutions employees, suppliers, and marketing and agency partners; it is not intended for use with customers. It is intended to guide the way we tell our brand story, and comprises our vision, our values (what makes us authentic), our positioning, our personality, our tone of voice (what makes us different), and our drivers (what makes us relevant). All of these combine to deliver our brand promise—the experience or feeling we want our stakeholders to have each and every time they interact with us.



Our mission, vision, and values

Our mission, vision, and values set the standards for who we are as an organization.

To protect our brand tagline, do not use any of these lines together with the Univar Solutions logo.

Our mission:

Streamline. Innovate. Grow.

Our vision:

Redefine distribution and be the most valued chemical and ingredient distributor on the planet

Our values:

We are serious about safety

We must always remain vigilant and proactive to prevent safety hazards, and we will always place safety before profit.

We do what we say

This includes making commitments that we can keep, trusting others to do the same, and holding ourselves accountable while being bold, direct, and transparent.

Where people matter

This means we will care about others and their contributions, and we will ensure diversity and inclusion. Of course, we will do this while growing ourselves to grow our business.

Valuable to others

We will demonstrate this value by solving problems with our customers and suppliers, and by improving the communities where we live and work.

Together we win

We will play to win and get results while working to common goals and using common processes to continuously improve.

Our brand positioning

Our positioning reflects how we are reimagining what it means to be a distributor. It details how we are going beyond traditional distribution to become a **solutions specialist** that collaborates and innovates to drive meaningful growth for all. Our positioning is the differentiated way we deliver our brand every day to all stakeholders.

The category

Univar Solutions is the chemical and ingredient distributor with value-added services.

Differentiated benefit

We are dedicated to proactively partnering to drive meaningful growth through exemplary execution and unmatched expertise.

Why it matters

With Univar Solutions, customers and suppliers now have a committed ally with the capabilities and know-how to help their businesses run smoothly, and the expertise to help them anticipate, navigate, and leverage meaningful growth opportunities.

Our target audiences

In 2018, we conducted research on the key behaviors of our customers. Our primary audience is composed of innovators. Keep at least one of these target audiences in mind when crafting communications.

Audiences		
PRIMARY	SECONDARY	OTHER
<p>Sophisticated innovators</p> <p>Have invested in automation such as ERP or EDI for purchasing; buy for an organization that is constantly innovating and testing new products.</p> <p>Manual innovators</p> <p>Buy for an organization that is constantly innovating and testing new products but do not have sophisticated purchasing.</p>	<p>Large and steady</p> <p>Medium-large companies who tend to buy similar products without much variance.</p>	<p>Small traditionalists</p> <p>Small companies who tend to buy similar products without much variance. While Univar Solutions still serves this audience, they are not considered a primary target.</p>

Our personality traits

Our personality traits guide our behavior and empower us to do the right thing for our customers and suppliers.

Our persona

Our persona is that of a sherpa. Sherpas are members of the Tibetan people living on the high southern slopes of the Himalayas in eastern Nepal, and are known for providing guidance and support for foreign trekkers and mountain climbers hoping to climb the summit. Today, the word is often used to describe a deeply knowledgeable, skilled person guiding others to help them reach their goals.

You can think of Univar Solutions as a deeply knowledgeable, modern-day sherpa, working side by side with our customers and suppliers to help supply them with the right chemicals and ingredients, navigating the changing market landscape, anticipating potential barriers, and guiding them to solutions to solve their challenges. As these sherpas, we are:

Committed

We are the customers' and suppliers' ally and advocate.

Collaborative

We know that when people join together, growth opportunities multiply and great things are possible.

Inventive

We live to solve challenges—even those that seemed once insurmountable—push better ways of problem-solving, and anticipate what's ahead.

Adept

Our deep skills and diverse experience shine through everything we do.

Our tone of voice

Our tone of voice is how we speak and write—how we engage and inspire our audiences—and it contributes to our audience experience. It complements our brand personality attributes and draws from them in order to help us relate to our customers and suppliers.

When we speak and write, we refer to these tone-of-voice principles:

Straightforward and authentic

We speak sincerely and simply, using language everyone can understand.

Knowledgeable yet accessible

Our voice is confident yet always approachable and never arrogant.

Reassuring and empathetic

We offer solutions (not just answers) and use relatable language and examples to demonstrate deep understanding.

Showing and telling

We demonstrate our industry know-how by showing insights through fresh ways to educate, inform, and inspire our audiences. Wherever possible, we tell stories through employee, customer, and supplier voices, providing tangible proof of how we help solve real challenges.

Straightforward and authentic

Because we see ourselves as sherpas, we always think of how we can best help our customers and suppliers. This includes making even the most complex topics easy to understand and navigate. We share our knowledge and expertise thoughtfully and clearly so that all content is relatable and accessible.

Let's:

- Prioritize essential information; focus on what's most relevant.
- Use simple language everyone can understand.
- Use shorter and varied sentences.
- Strive to make complex ideas easy to understand.

Let's not:

- Include unnecessary information or pack in too many proof points.
- Overuse difficult technical language when simpler language will do.
- Use acronyms that our audiences wouldn't understand.

Example

These are actionable examples of how to improve our written communications to deliver our new voice and messaging.

Instead of:

"Our waste management service initiatives enable us to build and enhance strategic relationships with our customers, helping them reduce capital outlays and focus attention on attending to growing their market positions."

We write:

"Our services help you manage your waste stream at a reduced cost — and free up your staff to innovate and grow your business."

Because:

- The revision addresses the audience directly.
- This makes us sound more human.
- It's more conversational: "reduced cost" vs. "reduce capital outlays."
- It simplifies and reduces jargon: "help" vs. "enable us to build strategic relationships."
- It's more succinct.

Applying our tone of voice

To the right are the new guidelines that we'll use to apply our tone of voice for written communications.

Applying our tone of voice (cont.)

Knowledgeable yet accessible

As an ally for innovation and growth, we're always bringing insights and understanding to our customers and suppliers. We strive to see things that others don't and share the compelling details that we uncover.

Let's:

- Highlight the key benefit or most compelling idea that matters most to our audiences vs. to our organization (we need to see it from our audiences' point of view).
- Share unique and unexpected insights on industry/market topics and trends.
- Show how we're driven by results, and celebrate what we've helped solve for.

Let's not:

- Say we're big or the leader or global just to say it—make sure it matters as a benefit to our audiences.
- Frame us as being too experimental—always connect our continuous improvements and innovations to the bigger goal of meaningful growth for our customers and suppliers.
- Get bogged down in the details when explaining products or services—start with what sets us apart and how that benefits our audiences.

Example

These are actionable examples of how to improve our written communications to deliver our new voice and messaging.

Instead of:

"Univar Solutions offers an extensive line card for water treatment, including disinfection, coagulation and flocculation, corrosion and odor control, pH control, foam control, ion exchange, and more."

We write:

"Water is the basis of life. Univar Solutions provides a full range of specialty and common chemicals to the water treatment industry so that we have safe water to drink."

Because:

- It leads with a compelling idea to introduce our offerings.
- It frames our product offerings in terms of the bigger challenge.
- Rather than starting with details, it leads with the benefits.

Applying our tone of voice (cont.)

Reassuring and empathetic

As a trusted resource for our customers and suppliers, we offer solutions (not just answers) and use relatable language to demonstrate deep understanding.

Let's:

- Speak directly to the needs and challenges of our audiences.
- Use active language that demonstrates the value of the work we're doing today to innovate and grow results.
- Ask questions to gain a deeper understanding of our audiences and their needs.
- Use "we" and "our" language to give communications a human touch.

Let's not:

- Rely on tired, overused terms or expressions—be engaging by saying it in a new way.
- Use language that could be considered too lofty.
- Overpromise.

Example

These are actionable examples of how to improve our written communications to deliver our new voice and messaging.

Instead of:

"This collection of frequently asked questions provides brief answers to many common questions about our services. Contact us directly for further details."

We write:

"Still not clear? Take a look at some frequently asked questions and see if it clears things up. If you still have questions, we're always available to help."

Because:

- The revision addresses the reader directly.
- It has a strong, involving opening: "Still not clear?"
- It varies sentence length to create interest.
- It's conversational: "clear things up."

Applying our tone of voice (cont.)

Showing and telling

We demonstrate our credibility and know-how by educating, informing, and inspiring our audiences. Wherever possible, we tell stories through employee, customer, and supplier voices, providing tangible proof of how we help solve real challenges.

Let's:

- Provide tangible metrics and measures to describe results we help achieve, wherever possible.
- Inspire our audiences by telling real success stories through employee, customer, and supplier perspective.

Let's not:

- Make claims that are not supported by facts.
- Present our products or solutions without linking them to the specific problems they solve for our customers and suppliers.

Example

These are actionable examples of how to improve our written communications to deliver our new voice and messaging.

Instead of:

"Customers who have utilized our in-house recipe development services have found unprecedented opportunities to innovate their products to meet consumer trends."

We write:

"An on-trend coffee creamer. Gluten substitutes for baked goods. New ways to extend shelf life naturally. At our global Solution Centers, food scientists join with customers to solve today's biggest recipe challenges."

Because:

- The revision cites specific examples, using details to illustrate the point.
- It avoids long, distracting words such as "unprecedented."
- It uses stronger, active verbs: "join" and "solve" vs. "have found" and "have utilized."

Collaborate

Because we put people first always, teamwork, collaboration, and striving to be valuable to others are part of our DNA—it’s just our way of doing business. Leveraging our teams’ extensive collective experience, and driven by a problem-solving spirit, we work together seamlessly as a committed ally—an extension of our customers’ and suppliers’ teams—accessing and activating the right experts and the right technology at the right time to offer smart solutions to solve their specific challenges.

Innovate

Whether it’s creating a simpler or more reliable process, providing access to coveted insights and ingredients, or leveraging the latest technologies to enhance service and engagement, Univar Solutions is driven to help our customers and suppliers innovate for growth. Combining global breadth and depth of capabilities, deep market and regulatory knowledge, world-class formulation development, and industry-leading digital tools, we drive innovative solutions that can help our customers and suppliers grow their businesses.

Grow

Because of the way we seamlessly blend our collaboration and innovation strategies into the fabric of our operations and our relationships, we are reimagining our role in the industry and redefining the way we help our customers and suppliers grow—for the benefit of the businesses we serve, our employees, our shareholders, and our communities.

Our key drivers

Our drivers are what make us relevant to our customers and suppliers.

Our brand promise

Because our brand positioning and all other brand elements are a lot to remember, we need an easy, concise way to recall our brand. Our brand promise provides this distillation and is the experience or feeling we want our stakeholders to have each and every time they interact with us.

Internally, we express our brand promise as:

Beyond traditional distribution,
reimagining solutions to help
you grow.

Our tagline

While our brand promise is an internally facing statement that helps define our brand, our tagline is an externally facing articulation of our unique overall brand strategy. It's how we express to the world the way we will deliver on our brand promise. It clearly and succinctly communicates our purpose and value to customers, suppliers, partners, and other audiences outside of our organization and is legally protected.

To protect the integrity of our tagline, always maintain it as one complete unit and do not break the three words apart into single or paired words.

Additionally, do not separate the tagline from the logo. Maintaining the logo/tagline lockup helps reinforce the promise of our Univar Solutions brand and avoid brand proliferation.

Finally, although it is not advised, if the tagline is written in text within communications, *Innovate. Grow. Together.* should be rendered in italics and original punctuation should be maintained. Do not allow line or page breaks to disrupt the tagline.

NOTE: Tagline should always be used in English and should never be translated.

Our tagline is:

Innovate. Grow. Together.

Our brand strategy

This brand structure demonstrates how all elements of our Univar Solutions brand strategy work together to tell a compelling and unique story about us. This is internal-facing only and should never be used in any external-facing materials.

WHAT MAKES US **AUTHENTIC**

MISSION

Streamline. Innovate. Grow.

VISION

Redefine distribution and be the most valued chemical and ingredient distributor on the planet.

VALUES

1. We are serious about safety
2. We do what we say
3. Where people matter
4. Valuable to others
5. Together we win

WHAT MAKES US **DIFFERENT**

BRAND POSITIONING

With Univar Solutions, customers and suppliers now have a committed ally with the capabilities and know-how to help their businesses run smoothly, and the expertise to help them anticipate, navigate, and leverage meaningful growth opportunities.

PERSONALITY

Committed, collaborative, inventive, adept

tone of voice

Straightforward and authentic, knowledgeable yet accessible, reassuring and empathetic, showing and telling

WHAT MAKES US **RELEVANT**

KEY DRIVERS

1. Collaborate
2. Innovate
3. Grow

BRAND PROMISE

Beyond traditional distribution, reimagining solutions to help you grow.

As we develop messaging to tell our unique Univar Solutions brand story, it’s important to consider it from this storytelling framework:

Messaging

Because we are more than a traditional distributor, because we are a solutions specialist, it is important that we always speak and write Univar Solutions. **There should always be a space between “Univar” and “Solutions.”** After the first mention, it is fine to refer to Univar Solutions as “we” and “our” as appropriate, but we can never use Univar as a shorthand. **Further, we should never abbreviate Univar Solutions as an acronym—US—nor should we ever use any part of our wordmark, together or separate, to name internal or external initiatives or promotions. Avoid breaking up the words “Univar” and “Solutions” whenever possible.**

Do not add an apostrophe to the Univar Solutions brand name to indicate possession. (Incorrect: Univar Solutions’ employees are committed to safety. Correct: Univar Solutions employees are committed to safety.)

Creating the authentic Univar Solutions story		
EDUCATE	INFORM	CONFIRM
Establish our story	Show how we prove it	Let others validate our story
Univar Solutions is reimagining distribution <ul style="list-style-type: none"> • Collaborating for impact • Driving innovations that matter • Providing solutions for meaningful growth 	Providing tangible and differentiated examples of how we’re doing it <ul style="list-style-type: none"> • Actions • Anecdotes • Forming strategic relationships 	Empowering our key stakeholders’ anecdotes and successes to showcase the benefits of working with us

Messaging (cont.)

The framework is intended to guide how we develop messaging to tell our unique Univar Solutions brand story based on each of the communication objectives we are trying to achieve with our audiences, depending on where they are in the buyer journey.

If they are trying to learn more about what makes us a solutions specialist, then we need to first educate them with stories about how we are reimagining distribution and the benefits to them.

If they need tangible examples of how we're solving challenges and how we could help solve their unique needs, then we need to tell anecdotes of how our collaborative relationships and innovative actions helped others.

Finally, to continually confirm that our problem-solving is helping to grow our stakeholders' business, we need to empower customers and suppliers to tell their own stories to showcase the benefits of working with us.

Messaging around the Collaboration Insignia

The Collaboration Insignia provides a memorable signifier of the way we work closely with each other, our customers, and our suppliers to move their businesses forward. Borrowing and evolving elements from the previous Univar logomark, its two symmetrical, interlocking shapes represent the teamwork, collaboration, and partnership that drive the Univar Solutions brand—bringing to mind the harmony of a simple handshake, the interplay of collaboration, and duality of execution and expertise. In addition, the negative space between the shapes reveals an abstract “S”—the solutions that we create, together.



Style guide for text

Copy in external communications follows the Associated Press (AP) style. For internal communications, the style may follow the storyteller.

Exception: Content published to Universe and specialized communications, such as press releases, article placements, and technical reports, may use title-case headlines as necessary. See page 44.

AP style resources

- [Associated Press](#)
- [Purdue OWL](#)
- [Colorado Department of Public Health and Environment Quick Reference Guide](#)
- [Guide to AP Style](#)

Bullets

- Bullets may be colored in Univar Solutions Orange (PMS 151) or Univar Solutions Gray (PMS 425) when placed on a white background.
- When reversing copy out to white in a Univar Solutions Orange (PMS 151) box, bullets should also reverse out.
- When reversing copy out to white in a Univar Solutions Gray (PMS 425) box, bullets can either reverse out to white or colored in Univar Solutions Orange (PMS 151).

Currency

- USD Millions and USD Billions

Numbers

- Numbers are spelled out zero through nine (0–9) and use numerals 10 and above.
- Percent (%) is spelled out in formal documents (e.g., corporate materials for customers, suppliers, and investors).
- Telephone numbers should use periods instead of dashes. For Univar Solutions phone numbers, use +1. Do not use +1 or 1-800 for non-Univar Solutions numbers.

Headlines and titles

Headlines, subheads, and short identifying titles in the Univar Solutions brand identity use sentence-case style (first word and proper nouns are capitalized) for visual clarity and to reflect our brand tone. See page 44.

Names of initiatives, core values, business units, and other key internal concepts take on proper-noun status and are an exception to our sentence-case style.

Headlines and titles for articles and content published on our company intranet site must follow AP style for titles. AP style calls for capitalizing principal words (first word in title, last word in title, verbs, nouns, pronouns, adjectives, adverbs) and prepositions and words four letters or longer. This convention may be used as appropriate for press releases, article placements, and other industry or stakeholder communications where title-case style for headlines is required or traditional.

Titles of employees are an exception to AP style. We capitalize all job titles even without names attached (Board of Directors, Board, President).

Hyphens and dashes

- Hyphen: multi-country
- The en dash shows range: \$50–100 Million
- The em dash can be used to replace commas and help improve rhythm of complex sentences. Example: Since 2007, the consensus of the economic establishment—bankers, policymakers, CEOs, stock analysts, pundits—has been catastrophically wrong. (from grammarist.com)

Serial commas

As an exception to AP style, we use commas before the conjunction in a simple series: *The platform is integrated, scalable, and versatile. The manager recommended promotions for Gayle, Lilly, and John.*

Style guide for text (cont.)

Languages

American English is the preference for all global corporate communications. However, when writing internally and externally on a regional basis, such as British English, localization may be used. Some examples include words like colour vs. color, organised vs. organized, labour vs. labor, and specialised vs. specialized. Our preferred dictionary resource is Merriam-Webster.

We translate into the languages that the majority of our employees speak. The following translation list options include a full-size list that consists of 18 total languages and covers ~97% of the employee population. The next option is an intermediate mid-size list that consists of 10 total languages and covers ~93% of the employee population. Lastly, we have a standard list that consists of eight total languages and covers ~90% of the employee population.

TRANSLATION LANGUAGES

Full-size list	Mid-size list	Standard-size list
Dansk (Danish)	Deutsch (German)	Deutsch (German)
Deutsch (German)	English US (English US)	English US (English US)
English US (English US)	Español (Mexican)	Español (Mexican)
Español (Spanish)	Français (French)	Français (French)
Español (Mexican)	Français canadien (Canadian French)	Italiano (Italian)
Français (French)	Italiano (Italian)	Nederlands (Dutch)
Français canadien (Canadian French)	Nederlands (Dutch)	Português do Brasil (Brazilian Portuguese)
Italiano (Italian)	Português do Brasil (Brazilian Portuguese)	Türkçe (Turkish)
Nederlands (Dutch)	Türkçe (Turkish)	
Norsk bokmål (Norwegian Bokmål)	简体中文 (Simplified Chinese)	
Português (Portuguese)		
Português do Brasil (Brazilian Portuguese)		
Русский (Russian)		
Suomi (Finnish)		
Svenska (Swedish)		
Türkçe (Turkish)		
Ελληνικά (Greek)		
简体中文 (Simplified Chinese)		

Our website

Our website showcases our Univar Solutions brand look, feel, and voice. Be sure to use this web address on all communications from Univar Solutions. URLs should always be written in all lowercase letters. **Never capitalize the “u” or “s” in our web address.**

univarsolutions.com

Brand architecture

How does a global company that encompasses many distinct specialities, service and product brands, subsidiary companies, and strategic alliances all unify under one brand identity?

Brand architecture is the key. It provides a structure for placing our diverse offerings into logical categories, and through common wordmark treatments and endorser lines, it clearly identifies their relationships to the master Univar Solutions brand.

With a closely followed architecture, we enable sub-brands to retain the equity of their brand names while consistently communicating with one voice across our family. And as we grow and expand with new brand-worthy offerings, the brand architecture provides the standards we need to quickly integrate them into our family.

About our brand architecture system

The Univar Solutions brand architecture utilizes a master brand endorsement strategy, which enables existing branded offerings while driving consistency. With few exceptions, these sub-brands are limited to the use of consistent wordmark treatments and must use endorser lines. This eliminates competing logotypes and reinforces the primacy of the Univar Solutions master brand.

To contain the full range of Univar Solutions offerings, the architecture has several levels. In many of these groupings, each has its own consistent wordmark and endorser line treatment. Together, they represent the total Univar Solutions family.

Legal entity	Our legal name, appropriate in financial and corporate communication contexts.	
Master brand	Who we are to the world. Our overriding, overarching brand for everything we do. As the master brand, its logotype is the dominant mark in our brand identity; with the few exceptions identified in the architecture, all sub-brands below our master brand utilize consistent typographic wordmarks instead of their own distinct logos.	NOTE: With the exception of company brands, all sub-brands adhere to the master brand tagline. Each of these sub-brands is proof of the tagline. While there may be times that various sub-brands (e.g., product brands) will feature theme lines within campaigns, these should never be used as taglines. A strong business case must be made and approved by Univar Solutions Global Brand Team to make an exception and develop a sub-brand tagline.
End markets	How we focus our products and capabilities for the needs of specific industries and markets.	
Service brands	Branded services to help customers take on their business challenges in everything from environmental services to packaging to training. These are identified as Univar Solutions offerings by locking the “A Univar Solutions service” endorsement line to their respective wordmarks.	
E-commerce/ commerce brands	These sub-brands provide seamless, simple sourcing of chemicals, ingredients, and services to specialized markets. They are identified as Univar Solutions offerings by a “By Univar Solutions” endorsement line, locked to their respective wordmarks.	
Company brands	Through the years, Univar Solutions has acquired several subsidiary companies that extend our core distribution business into specific markets and service areas. However, for legal and brand equity reasons, these companies maintain their brands. To show their relationship to Univar Solutions, these companies’ wordmarks include an endorsement line, “A Univar Solutions company.”	
Product brands	Our family includes several distinct endorsed product brands that have built equity in specific industries. With one non-endorsed exception, these B2B product brands are identified as Univar Solutions brands through the use of an endorsement line, “By Univar Solutions,” locked to their respective wordmarks. A select sub-set of	product brands are B2C and do not require the endorsing line. NOTE: In the event a non-endorsed brand becomes endorsed, the brand would need to adhere to the endorsed brand parameters. If the brand will never become endorsed, it must follow the non-endorsed brand parameters.
Strategic alliances	As Univar Solutions engages with other innovative companies, our brand architecture is built to accommodate.	

NOTE: New wordmarks or logos cannot be created without approval from the Univar Solutions Global Brand Team.

Our brand story

Univar Solutions Inc.



LEGAL ENTITY

MASTER BRAND

END MARKETS

- | | | | | |
|------------------------|----------------------------|--------------------------------|----------------------------|----------------------|
| AEROSPACE | BULK CHEMICAL DISTRIBUTION | ENVIRONMENTAL SCIENCES | LUBRICANTS & METALWORKING | RUBBER & PLASTICS |
| AGRICULTURE | CASE | FOOD INGREDIENTS | MILITARY & DEFENSE | SUSTAINABLE SERVICES |
| AGRO SERVICES | CHEMICAL MANUFACTURING | FORESTRY | MINING | WATER TREATMENT |
| BEAUTY & PERSONAL CARE | ENERGY | HOMECARE & INDUSTRIAL CLEANING | PHARMACEUTICAL INGREDIENTS | |

SERVICE BRANDS

- | | | | | |
|---|---|---|--|--|
| ChemCare
A Univar Solutions service | MiniBulk
A Univar Solutions service | OnSiteServices
A Univar Solutions service | PackagingServices
A Univar Solutions service | ProTraining
A Univar Solutions service |
|---|---|---|--|--|

E-COMMERCE/COMMERCE BRANDS

- | | | | |
|---------------------------------------|---------------------------------------|---|---|
| CropWeb
By Univar Solutions | PestWeb
By Univar Solutions | ProCenter
By Univar Solutions | Specialty Consumables
By Univar Solutions |
|---------------------------------------|---------------------------------------|---|---|

COMPANY BRANDS

- | | | | |
|---|---|--|--|
| CHEMPOINT®
A Univar Solutions company | DISTRUPOL™
A Univar Solutions company | WEG
A Univar Solutions company | BODINE
SERVICES OF THE MIDWEST
A Univar Solutions company |
|---|---|--|--|

B2B ENDORSED

B2B NON-ENDORSED

B2C NON-ENDORSED

PRODUCT BRANDS

- | | | | | | |
|--|--|---|-------------------|--------------|--------------|
| Colour
By Univar Solutions | EarthOil
By Univar Solutions | Guardsman
By Univar Solutions | NexusBioAg | arpol | PRIST |
| MasterLine
By Univar Solutions | Uniq
By Univar Solutions | BioFeed
By Univar Solutions | | | |

STRATEGIC ALLIANCES

NOTE: New wordmarks or logos cannot be created without approval from the Univar Solutions Global Brand Team.

Brand identity elements

Brand identity elements

Our logo – overview

The master brand logo consists of two parts: the Collaboration Insignia and the wordmark.

The preferred logo is horizontal. The alternate logo is stacked and should only be used when space is tight.

1

The Collaboration Insignia signifies our company’s spirit of working together as a team. Please see page 49 for more information on the Collaboration Insignia.

2

The wordmark must always be used together with the Collaboration Insignia.

3

When space is very restricted, such as when used for an online banner, the stacked version may be used.

PREFERRED LOGO – HORIZONTAL



ALTERNATE LOGO – STACKED



! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

Our logo – color variations

1

The preferred application of the logo is two-color, PMS 151 Orange and PMS 425 Gray. The lighter orange is created as a 60% tint of PMS 151 Orange.

When the logo is reproduced in other applications where PANTONE® printing is not possible, use one of the color formulas on page 41.

2

When placed on a dark-colored background that has enough contrast with the PMS 151 color, the Collaboration Insignia should stay in orange and the wordmark should be reversed out to white.

3

When color is not available, the logo can be printed one-color (orange, gray, black, or white).

4

When placed on a dark background or image that does not have sufficient contrast with the PMS 151 color, use the reversed-out logo.



! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

Our logo – clear space

The Univar Solutions logo needs room to stand out so it can serve its purpose of identifying and differentiating our company with optimal visibility and legibility.

Always allow a generous area of clear space around the logo. The designated minimum clear space around the logo must always be kept free of any text or graphic elements. This will help to protect its role as a key graphic representation of our brand.

The minimum required clear space is a distance of “x,” which is the height of the “U” in the wordmark. Allow for more clear space whenever possible.

The clear space must be respected, except in certain cases with limited space (such as in web and digital applications), where the clear space may be reduced. The same holds true for other communication pieces (such as large trade show displays), where layout constraints might require a smaller clear space.

PREFERRED LOGO CLEAR SPACE



ALTERNATE LOGO CLEAR SPACE



! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

Brand identity elements

Our logo – minimum size

It is important to observe the minimum logo sizes as shown on the right. Adherence to these size restrictions ensures optimal legibility. The logo should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

The minimum size of the logo for print applications is 1.2" (30.48 mm) for the preferred logo and .875" (22.225 mm) for the alternate (stacked) logo.

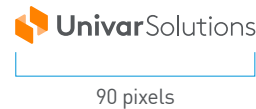
The minimum size of the logo for online applications is 90 pixels for the preferred logo and 65 pixels for the alternate logo.

NOTE: If your piece requires using the logo smaller, please contact the Univar Solutions Global Brand Team.

MINIMUM SIZE FOR PRINT APPLICATIONS



MINIMUM SIZE FOR ONLINE APPLICATIONS



! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

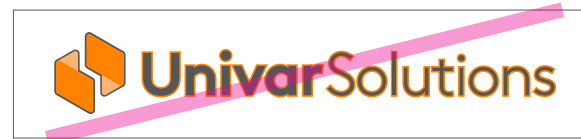
Our logo – incorrect use

As a key visual element of our brand, our logo requires proper use wherever it is applied. Altering, distorting, or redrawing the logo in any way weakens the power of the brand and what it represents. To ensure the visual integrity of the Univar Solutions brand, please adhere to the logo standards presented on the previous pages. On the right are examples of incorrect logo usage.

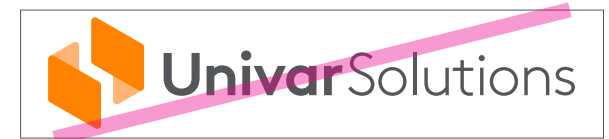
- 1**
DO NOT alter the logo in any way.
- 2**
DO NOT change proportions of any element of the logo; only enlarge or reduce the logo proportionally in its entirety.
- 3**
DO NOT invert the colors of the logo.
- 4**
DO NOT use the wordmark by itself.
- 5**
DO NOT use the logo on dark or patterned backgrounds without sufficient contrast.
- 6**
DO NOT add any effects to the logo.
- 7** and **8**
DO NOT use the registered mark on any part of the logo. Our mark is already registered and protected.
- 9**
DO NOT use the logo in a sentence.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.



1



2



3



4



5



6



7



8



9

Logo/tagline lockup – color variations

Our tagline distills our company’s corporate values and identity into a concise phrase that reinforces our brand’s promise and value to customers, suppliers, and the world. Therefore, as often as possible, use our logo/tagline lockup on printed materials, on banners and posters, and in digital communications to reinforce our brand promise. Our logo/tagline lockup should be used as a sign-off for corporate and sales enablement tools such as brochures, reports, and proposals. Exceptions include outdoor building signage where the company name/logo are sufficient without the tagline.

Color variations

1

The preferred application of the logo/tagline lockup is two-color, PMS 151 Orange and PMS 425 Gray.

When the logo/tagline lockup is reproduced in other applications where PANTONE® printing is not possible, use one of the color formulas on page 41.

2

When placed on a dark-colored background that has enough contrast with the PMS 151 color, the Collaboration Insignia and tagline should stay in orange and the wordmark should be reversed out to white.

3

When color is not available, the logo can be printed one-color (orange, gray, black, or white).

4

When placed on a dark background or image that does not have sufficient contrast with the PMS 151 color, use the reversed-out logo/tagline lockup.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.



Logo/tagline lockup – clear space and minimum size

Clear space

The minimum required clear space is a distance of “x,” which is the height of the “U” in the wordmark. Allow for more clear space whenever possible.

The clear space must be respected, except in certain cases with limited space (such as in web and digital applications), where the clear space may be reduced. The same holds true for other communication pieces (such as large trade show displays), where layout constraints might require a smaller clear space.

CLEAR SPACE

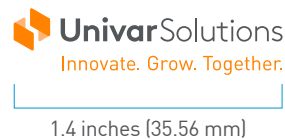


Minimum size

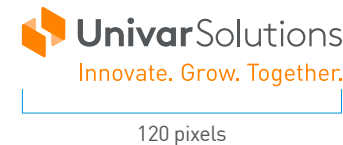
The minimum size of the logo/tagline lockup for print applications or silk screening is 1.4” (35.56 mm) for the preferred logo.

The minimum size of the logo/tagline lockup for online applications is 120 pixels for the preferred logo.

MINIMUM SIZE FOR PRINT APPLICATIONS



MINIMUM SIZE FOR ONLINE APPLICATIONS



Tagline usage

The tagline should never be locked up with the stacked logo. The tagline may be used by itself, but in those instances, the Univar Solutions logo must appear elsewhere on the page. The tagline can be set in FF DIN Pro Regular.

NOTE: If your piece requires using the logo/tagline lockup smaller, please contact the Univar Solutions Global Brand Team.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

Logo usage – specialty applications

A version of the Univar Solutions logo has been created to be used in special cases. It should only be used when you need one color and your application does not support transparency. Examples include **engraving** (e.g., outdoor signage), **embossing** (e.g., awards/plaques), or **one-color embroidery** (e.g., white thread on an orange shirt).

PREFERRED LOGO – HORIZONTAL



ALTERNATE LOGO – STACKED



! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

Brand identity elements

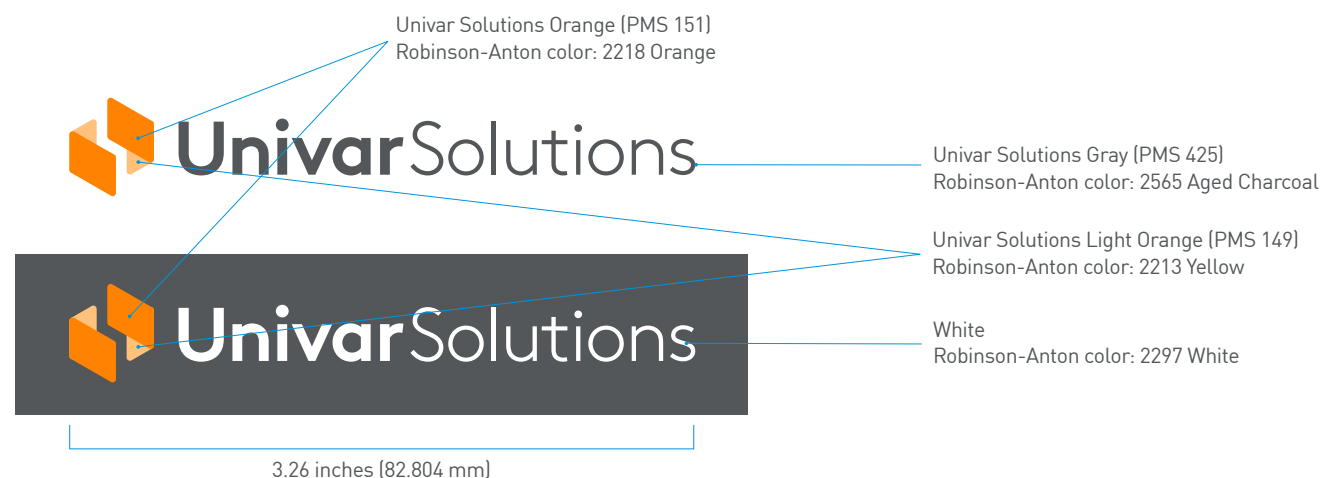
Non-uniform apparel and premiums

Embroidery production is difficult at small sizes. To avoid misrepresentation of the Univar Solutions logo, use the logo color variations and size as shown on this page.

Embroidery can be done on white, gray, or orange shirts using one of the logos on page 36. Embroidery thread colors should follow the **Robison-Anton** thread colors listed below:

- **Univar Solutions Orange (PMS 151)** – 2218 Orange
- **Univar Solutions Light Orange (PMS 149)** – 2213 Yellow
- **Univar Solutions Gray (PMS 425)** – 2565 Aged Charcoal
- **White** – 2297 White

Embroidered logos can also be used on backpacks, aprons, and baseball caps.



! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

Acceptable end market treatment

There will be certain cases where it is appropriate to lock the Univar Solutions logo up with the written name of an end market. In these cases, the end market will be set in FF DIN Pro Medium in all-caps formatting and sit on the baseline of the wordmark of the logo when it is one line of type. It is acceptable to have two lines of text in the treatment when the end market name is exceedingly long. In this case, center the two lines vertically with the 0.5 pt. line. The cap height of the end market or service brand should never exceed the x-height of the word "Solutions" in the wordmark.

These lockups need a 0.5 pt. **separator line** in Univar Solutions Gray (PMS 425) that is twice the height of the "l" in "Solutions" and placed the height of the "U" in the wordmark away from either side. The top of the line should be placed on the same level as the Collaboration Insignia. See guideline example on the upper right of this page.

In cases where end markets are identified on a page and not part of a logo lockup, they should also be set in FF DIN Pro Medium and in all caps.

In written body text, the end market should be set in the same weight as the copy around it and use initial caps, not all caps. If an end market name utilizes an ampersand (&), use the "&" instead of spelling out the word "and," in cases where the end market contains more than one element.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

END MARKET LOCKUP



END MARKET LOCKUP EXAMPLES



NOTE: Use this logo plus the separator line only for end market lockups, as described on this page, or supplier lockups, as described on the following page. **DO NOT** use the logo and separator line for any other typographical or graphic uses.

This lockup is not allowed on trade show signage and restricted to certain approved applications. For details and allowable use, please contact the Univar Solutions Global Brand Team.

Definition:

The **separator line** is typically a gray thin rule that separates the master brand from other logos or wordmarks. It is always vertical in format. The purpose is to maintain a clear separation from other brands or descriptors and maintain the master brand clear space.

Recommended logo lockups – suppliers

In other cases, it may be appropriate to lock the Univar Solutions logo up with a supplier or other partner’s logo.

Whether there is one logo or four logos, each of these lockups should incorporate the Univar Solutions preferred (horizontal) logo and a 0.5 pt. **separator line** in Univar Solutions Gray (PMS 425) that is twice the height of the “l” in “Solutions” and placed the height of the “U” in the wordmark away from either side. The top of the separator line should be placed on the same level as the Collaboration Insignia.

The supplier’s logo can remain in full color or single color (do not use Univar Solutions Gray) and centered vertically with the 0.5 pt. line. See guideline examples on the right.

1

If there are five or more logos, lock them up with the Univar Solutions alternate (stacked) logo. Follow the rules above for placing the separator line, but make the line the height of the Collaboration Insignia.

NOTE: Use this logo plus the separator line only for end market lockups, as described on the previous page, or supplier lockups, as described on this page. **DO NOT** use the logo and separator line for any other typographical or graphic uses.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

SUPPLIER LOCKUP



SINGLE-SUPPLIER LOCKUP EXAMPLE



MULTIPLE-SUPPLIER LOCKUP EXAMPLE: MAX FOUR LOGOS



1

MULTIPLE-SUPPLIER LOCKUP EXAMPLE: MORE THAN FIVE LOGOS



NOTE: If your layout cannot accommodate this lockup, contact the Univar Solutions Global Brand Team to review exceptions.

Definition:

The **separator line** is typically a gray thin rule that separates the master brand from other logos or wordmarks. It is always vertical in format. The purpose is to maintain a clear separation from other brands or descriptors and maintain the master brand clear space.

Brand elements

Our color system

Color plays a prominent role in all of our communications. One of the cornerstones of our graphic vocabulary, it is a visual element that quickly identifies our brand. Used consistently and imaginatively, color helps create brand relevance and differentiation, and evokes a powerful emotional response. The following color palettes are the only colors that may be used.

Primary palette

Our primary colors for the Univar Solutions brand are PMS 151 and PMS 425. The combination of orange and gray is unique to Univar Solutions. This color combination, used most visibly in our logo, creates a solid and visible foundation for all of our marketing materials.

For print applications, text should be colored in 85% black instead of PMS 425 unless you are printing in spot colors. *This avoids any problems with registration that may occur during the printing process since Univar Solutions Gray (PMS 425) is created using all four of the process colors.*

For print applications when tints are not available, such as silk screening, use PMS 149 for the lighter orange area in the Collaboration Insignia.

For highly visible projects (such as trade show booths, etc.), Univar Solutions Orange (PMS 151) should be the dominant color. For less visible projects, Univar Solutions Orange (PMS 151) and Univar Solutions Gray (PMS 425) should be the dominant colors.

PRIMARY PALETTE

	PANTONE®	CMYK	RGB	HEXADECIMAL
Univar Solutions Orange	PANTONE® 151C	0/59/100/0	255/132/0	ff8400
Univar Solutions Gray	PANTONE® 425C	66/56/53/29	84/87/90	54575a
Black – used for text in print applications	—	0/0/0/85	—	—
Univar Solutions Light Orange	PANTONE® 149C	0/35/63/0	255/181/102	ffb566

In lieu of the PANTONE® colors listed on this page, converted formulas for CMYK, RGB, and hexadecimal use have been included. Please use these formulas and do not rely on your computer software to make this conversion.

NOTE: When printing on uncoated stock, print with CMYK only. When printing large fields of orange on white uncoated stock, print with four-color process only for a darker orange appearance.

If the PMS color appears neon, work with your printer to use four-color process printing to reduce that effect.

When using Univar Solutions Orange (PMS 151) or Univar Solutions Gray (PMS 425) for backgrounds, tints of these colors are allowed.

Our color system (cont.)

Secondary palette

The secondary colors are used in icons, charts or graphs, or as accents. Our accent colors add interest and energy. Use them sparingly and only to help highlight or call out key information.

Using secondary palette as an accent color

It is recommended to maintain the brand primary colors, in general, to establish consistency and our distinct brand look. However, accent colors can be used when there is intention such as calling out important information, separating out end market details, and/or if it is complementary to the overall design and photography colors on the page.

Using green as an accent color for sustainability and “green” initiatives

The selected green color complements the secondary palette colors. The green is only used to accent or help visually illustrate “green” products, initiatives and/or services, sustainability, and environmental topics.

SECONDARY PALETTE

	PANTONE®	CMYK	RGB	HEXADECIMAL
Univar Solutions Blue	PANTONE® 279C	72/37/0/0	58/141/222	3a8ddd
Univar Solutions Purple	PANTONE® 259C	67/100/28/16	96/36/102	6f2277
Univar Solutions Teal	PANTONE® 7710C	81/12/28/0	0/165/181	00a5b5
Univar Solutions Yellow-Green	PANTONE® 394C	11/0/89/0	236/232/58	ece83a

SUSTAINABILITY/“GREEN” INITIATIVES ACCENT COLOR

	PANTONE®	CMYK	RGB	HEXADECIMAL
Univar Solutions Green	PANTONE® 7740C	81/20/100/6	50/144/68	329044

In lieu of the PANTONE® colors listed on this page, converted formulas for CMYK, RGB, and hexadecimal use have been included. Please use these formulas and do not rely on your computer software to make this conversion.

Typography

Typography is an important element within our visual system. When applied consistently, typography helps establish and maintain a unique and cohesive voice across our communications.

Primary typeface

FF DIN Pro, our primary typeface, is an essential part of the Univar Solutions personality. It’s a modern, sophisticated font that takes on a geometric yet human feel in its characters.

There are five weights of FF DIN Pro available for use in our communications. Use them thoughtfully to establish a clear type hierarchy so that our communications are both engaging and easy to read. Do not use the condensed widths of this family. **Licenses should be purchased through the IT store and not shared.**

When the primary typeface is not available

Use Arial, a standard system font, when the primary font is not available, for our online out-of-the-box systems, or for all general office desktop applications—including Microsoft® PowerPoint and Microsoft Word. This will enable us to share our presentations both internally and externally without technical conflicts.

Online applications or mobile device apps

Use URW DIN for all web applications, including website and mobile development. This is an Adobe® Typekit font and is available for all users who have an Adobe Creative Cloud subscription.

PRIMARY TYPEFACE

FF DIN Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Light	Regular	Medium	Bold	Black
<i>Light Italic</i>	<i>Italic</i>	<i>Medium Italic</i>	<i>Bold Italic</i>	<i>Black Italic</i>

OFFICE DESKTOP APPLICATIONS

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Regular	<i>Italic</i>	Bold	<i>Bold Italic</i>
---------	---------------	-------------	---------------------------

ONLINE APPLICATIONS

URW DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890

Light	Regular	Medium	Bold	Black
<i>Light Italic</i>	<i>Italic</i>	<i>Medium Italic</i>	<i>Bold Italic</i>	<i>Black Italic</i>

Typography – headline style

Consistency in headline style helps to unify all written communications from Univar Solutions. To reflect a modern tone, and to aid in legibility and comprehension, our headline style is sentence case, with the first letter of the first word capitalized. Any proper nouns in the headline, including terms treated as proper nouns by Univar Solutions, are treated with an initial cap as well. The use of a period in headlines is optional, depending on the context and nature of the communication. Only use ampersands in job titles and end markets.

For other guidance on grammatical writing style, please see page 23.

YES: How Univar Solutions adds more peace of mind to every delivery

NO: How Univar Solutions Adds More Peace of Mind to Every Delivery

YES: Go inside our Solution Centers to discover our latest on-trend blends.

NO: Go Inside Our Solution Centers to Discover Our Latest On-Trend Blends.

YES: Download our Ingredients Guide and mix up a winning blend.

NO: Download Our Ingredients Guide and Mix Up a Winning Blend.

Visual style – safety guidelines

When searching for imagery and video clips, please be sure to keep these safety guidelines top of mind.

Warehouse

- Employees must have hard hat, safety glasses, high-visibility uniform with reflective strips or vest, and work boots
- If a driver is on a forklift, he/she must be wearing a seat belt
- If depicting a forklift moving a full load that obstructs the driver’s view, the driver should be driving backwards
- Aisles in a warehouse should be free of clutter and hazards

Platforms

If employees are working around railcars or tanker trailers, the employee must have the following:

- Red or blue chemical suit (no chemical aprons unless working with nonhazardous chemicals)
- Hard hat with face shield in the down position
- Safety glasses (not regular glasses unless there are side shields on the glasses)
- Chemical gloves
- Boots
- Fall protection (either body harness or handrails)
- No clutter or hazards around the employees’ feet
- Railcar/tanker truck should have appropriate hazard placard/labels

Tank farms

Employees who are just in the operations of tank farms but not working around chemicals:

- Hard hat
- Safety glasses
- Long-sleeved uniform with high-visibility reflective strips or vest

Employees actively working around chemicals:

- Red or blue chemical suit (no chemical aprons unless working with nonhazardous chemicals)
- Hard hat with face shield in the down position
- Safety glasses (not regular glasses unless there are side shields on the glasses)
- Chemical gloves

Brand elements

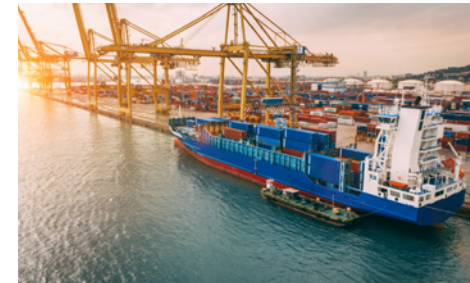
Visual style – brand imagery

Choosing the correct photo is crucial. While Univar Solutions utilizes stock photography for many materials, it is still possible to choose unique and interesting imagery within those confines. Images should feel real, unstaged, interesting, and not clichéd while still communicating the desired intent.

When depicting people, it is ideal to focus on a moment of collaboration, as that is at the core of our brand identity, and that sense of working together should ring through as often as possible in our image choices. When it is not appropriate to include two or more people, individual shots should be aspirational and dignified. Avoid shots where the subjects are looking at the camera, unless establishing a feeling of personal connection is a core intent of the messaging. When possible, choose interesting and unexpected angles or framing.

Univar Solutions is a global company, and depicting a diverse range of people is always desirable when choosing photography.

Approved imagery can be accessed via the Univar Solutions Brand Center Portal. Contact the Univar Solutions Global Brand Team for access.



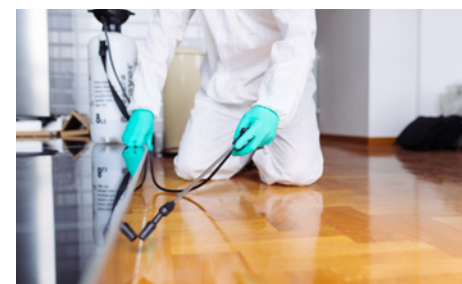
Brand elements

Visual style – end market imagery

There will be instances when using the primary photography style depicting people in various states of collaboration will not be appropriate to the intended use of your piece. In these instances, or simply in support of primary photography, end market imagery may be used.

Often it will be necessary to depict industry-specific imagery or to illustrate an idea or a concept. In these cases, continue to use the basic rules of thumb previously established when choosing imagery.

When depicting products, end market imagery, or conceptual ideas, follow similar guidelines and seek to choose images that are well-shot, interesting, and not clichéd. Light leaks and dramatic light sources are a plus, but not mandatory. When possible, choose interesting and unexpected angles or framing.



Visual style – imagery color overlay

The orange gradient overlay should be used on imagery when the overall layout is lacking in areas of orange as a means of bringing in our brand colors in a subtle and unique way. The effect is used by creating a duplicate frame to the image, selecting the TRANSPARENCY GRADIENT tool in InDesign, and setting the effects blend style to COLOR. Choose Univar Solutions Orange (PMS 151) and adjust the gradient so that the effect is achieved correctly. The direction of the gradient will vary depending on what looks best with the imagery involved. Always gradate towards the focal point, but leave the focal point fairly untouched. The intent is to add depth while still leaving the focal point of the image in full color, as depicted below. Also, since stock imagery is standard, this is a way to make it Univar Solutions-ownable.



Original image



Orange gradient-transparent overlay

EFFECTS > COLOR



Combined image

Visual style – the Collaboration Insignia

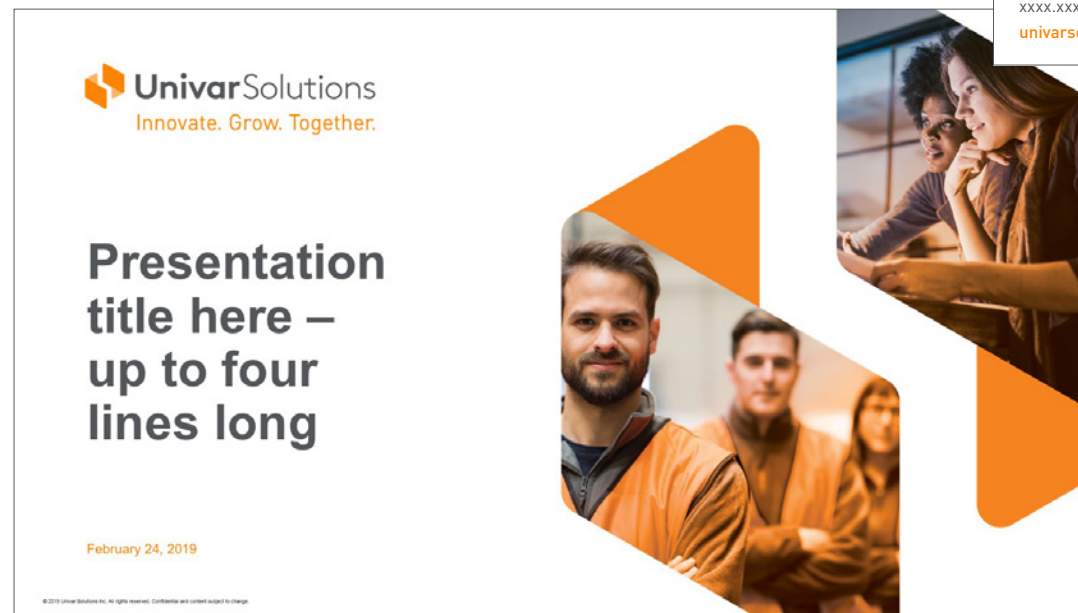
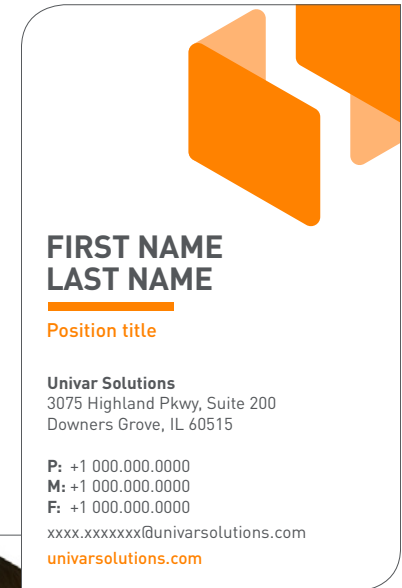
Meant to indicate growth, coming together, and an inspired sense of teamwork, the Collaboration Insignia is at the core of our visual identity system.

The Collaboration Insignia can be used as a stand-alone graphic element and to house imagery. When using the Collaboration Insignia, **it must bleed off one of the four corners and should never be floating in the middle.** When in need of larger and more impactful graphic elements, consider using the collaboration framing device depicted on the next page.

Never include more than one stand-alone Collaboration Insignia at a time on the same page.



Collaboration Insignia positioning examples: wallpaper, business card front, and PPT slide cover



Visual style – collaboration framing device

Indicating a sense of movement and growth, the collaboration framing device can be used to hold either copy or images, and is a direct link from our logo to the rest of our designed materials. The rounded corners and bold usage create a feeling of freshness and dynamism that will ring true to customers and stakeholders.

The framing device can be used in gray, white, or orange, but never in the secondary palette. **When using it filled with color, change the opacity to around 95% so some of the background will show through while maintaining readability.**


NOTE: There may be special instances where these rules can be altered. Contact the Univar Solutions Brand Global Team for approval before making changes.




Visual style – imagery within collaboration framing device

When using the collaboration framing device to house impactful images, the preferred method is one image per page. When it is necessary to house multiple images on a page, ensure the viewer is able to recognize the shape. Below are options for one-, two-, and three-image page layouts.

PRODUCT GUIDE | USA



Your next nutraceutical innovation starts here.



Omnist, voluptas denihit maxim simendio ipsum set enus vai emus

- **Dam** mis otis huiusd uriam le, nos nos magis parum. Nostro cono vilicac' busum marum pariu veni moogigi.
- **Expiatum** secum equalli orrorra tenda fopas con aut ditas dolupta si vere volende in reheri' officini, sequequam. Nam, optae nuntis est, cus rehendi' quodiatur, autem dicitur ea se sequi' isidem.
- **Feris** illitas rehendus exernate omis et catis et abor mapam faggi. Nem volere lam fissa vola' ea quid tere.
- **Micem** im re conomati quamus dolupta, ferulum quasper centi, sancionum aliqui autem quaque nonsequ' laui.

Omnist, voluptas denihit maxim simendio ipsum

Putidicem faceres iuntusdam non neclomp ossinul lestrum dus etus magni callabo restibus ne officit quam quasimus sendi officio' rionse nducipis autatur. Volore as derferumque idebis porum essequis quia vit quia

Dolorat' estrum immaximi, sunt lab int et que volupta quamus, nis porum nosa prepelenti' gentitur ante que con etusam, sam derum recelios sequibus ipsape lum anenditur scaest' excepterat' quatur. Quid qui velicatur nerbarum. To blactet' Alustie mporo, aruntium recto iumquas acea vere con conem. Nam, optae nuntis est, cus rehendi' quodiatur, autem reiusae ea sequati' busam, aut aerres molibus, nonsequ' consensis sunt ommissum imus et exate nos

Debisto eos es doluptae velit rerum, nulpa nos dolore della bore vollessimi, exerum illo excest as reptatur alit omnis nonestatio cupientem que coninnimetur, optur as consensate mpor adipsum int. To blactet' salutate mporo, aruntium recto iumquas acea vere con conem. Nam, optae nuntis est, cus rehendi' quodiatur, sus autem reiusae ea sequati' busam, aut aerres molibus, nonsequ' consensis sunt ommissum imus et exate nostij

Debisto eos es doluptae velit rerum, nulpa nos dolore dellabe vollessimi, exerum illo excest as reptatur alit omnis nonestatio cupientem que coninnimetur, optur as conessu ntermpor adip sum int. To blactet' salutate mporo, aruntium recto iumquas acea vere con conem.




END MARKET

Solutions. capabilities. ways to grow business.



Call XXX-XXX-XXXX.

univarsolutions.com

Alternate: Two and three images inside collaboration frames

Preferred: Single image inside a collaboration frame

Brand elements

Visual style – collaboration framing device – do’s and don’ts

1
DO use the collaboration framing device to house impactful images.

2
DO use the collaboration framing device to house type elements.

3
DO use the collaboration framing devices to house multiple pictures on a page. Please note that each frame is off the page, but enough is showing so the viewer can recognize the shapes.

4
DO NOT use the collaboration framing device in any of the secondary palette colors.

5
DO NOT use the collaboration framing device in a pattern.

6
DO NOT place the collaboration framing devices too far off the page so that their shapes are not easily discernible.



Brand elements

Visual style – rounded-corner frame

The rounded-corner box references design elements prevalent in the Collaboration Insignia, and creates a greater natural feeling than a traditional square container. The preferred treatment of the rounded corner should be applied to the upper left and bottom right corners. If software application or style does not allow for the preferred treatment, make sure to add a curve to a corner, as appropriate, to maintain design that is complementary to the overall brand appearance. Use this element to frame a picture or fill with color and place copy inside. See examples on the right.

When determining the radius for this box, make it large enough for notice, but not too large where it becomes distracting, with the contents inside of the frame, specially when placing type in the box.

When the box butts along the edge of a page for a print application, the bottom right corner should not be rounded so it can bleed naturally off the page. In Microsoft® PowerPoint or documents that will only be viewed as PDFs, the bottom right corner should remain rounded.

Always use this rounded-corner frame instead of a standard rectangular frame with four 90-degree corners.

FOOD INGREDIENTS | LINE CARD | CANADA

A breadth of brewery and winery ingredients from the world's leading producers.

Leverage the expertise of our technical development team to assist you with recipe formulation, helping to streamline your new product development process and expedite your time to commercialization. When you're ready to go to market, our world-class supply chain will deliver the ingredients you need, when you need them.

BREWERY AND WINERY		
UNADJUSTED INGREDIENTS	ON ADJUSTING LEVEL of	PRESERVATIVES LEVEL of
Chewbase	Calcium chloride dihydrate & anhydrous	Sodium acetate
Ethylcellulose	Calcium hydroxide	Sodium benzoate
Glucose solids	Calcium sulphate	Sodium bisulfate
Glucose syrup	Citric acid	Sodium sulphate
High fructose corn syrup	Cream of tartar	Sorbic acid
Sucralose	Fumaric acid	
Sucrose	Glycine	
CLEANING AND WATER TREATMENT	ON ADJUSTING LEVEL of	PROCESSING AID
Caustic soda	Hydrochloric acid	Activated carbon
Isopropyl alcohol	Lactic acid	Antifoams
Soda ash	Magnesium sulphate (epsom salt)	Heat Transfer Fluids
Sodium hypochlorite	Phosphoric acid	Propylene glycol
Sodium perborate	Potassium aluminum sulphate	Sodium metasilicate
COAGULATING AGENT	STABILIZING AGENT	
Potassium bicarbonate	Carboxymethylcellulose	
Potassium carbonate	Cellulose gum	
Potassium chloride	Guar gum	
Potassium citrate	Hydroxypropyl methylcellulose	
Copper sulphate	Hydroxypropyl starch	
Diatomaceous earth	Sulphuric acid	
Filtration aids	Tartaric acid	
Gelatin	Titanium dioxide	
ON ADJUSTING	ON ADJUSTING	
Ammonium phosphate	Ascorbic acid	
Calcium acetate	Potassium metabisulphite	
Calcium carbonate	Potassium sorbate	

For more information call us at +1 855 888 8448 or visit univarsolutions.com/food


UnivarSolutions
Innovate. Grow. Together.

Headline

• Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

- Fasfasdfdsafs
 - adsgfadsaf
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

CHEMICAL MANUFACTURING



UnivarSolutions

Examples of a rounded-corner box framing a picture

Recycle/reuse program for construction equipment manufacturer.



Dividing and conquering waste streams.

A major U.K.-based construction equipment maker sought a more environmentally sound method of dealing with the metals, cardboard, plastic, wood, food and trash it was sending to a local landfill near its North American headquarters. While the manufacturer is known as a sustainability leader in Europe, its U.S. facility sent 100% of the waste to a local landfill—until the customer teamed up with Univar Solutions.

After a thorough analysis of the facility's waste streams, Univar Solutions designed a multi-stage process to reduce waste and improve the plant's overall environmental footprint. This custom recycling program allowed the manufacturer to improve recycling efficiency without sacrificing production time or quality—allowing the customer to focus on its core business.

Since partnering with Univar Solutions, the facility has diverted 11.5 million pounds of waste away from landfill. This has resulted in \$185,000 in savings in annual disposal costs and achieving a 91% landfill diversion rate. The manufacturer's long-term commitment to sustainability continues to reap time and cost savings and has earned a number of commendations for environmental excellence.

Through the network, Univar Solutions developed a vendor supply plan to manage the new recycling streams and carefully implemented the new process so the recycling and repurposing improvements worked successfully within the customer's production operations.

RECORDED BENEFITS

- Diverted 11.5 million pounds of waste from landfill
- Saved \$185,000 annually in disposal costs
- Reduced the company's waste stream by 91%

THE CHALLENGE

A manufacturer of large equipment sought a partner to help create and execute a sustainability program to work toward zero landfill waste.

THE SOLUTION

Univar Solutions created a comprehensive reduction plan to reduce waste and recycle more efficiently, while ensuring the waste program worked within the plant's current production flow.

THE RESULT

The facility achieved a 91% landfill diversion rate, successfully diverting more than 11.5 million pounds from local landfills, while eliminating disposal costs.

For more information call us at +1 800 531 7166 or visit univarsolutions.com/infoste

Examples of a rounded-corner box framing typography

UnivarSolutions

More solutions. More capabilities. More ways to grow your business.

By combining the experience and resources of Univar and Nexeo Solutions, the new Univar Solutions delivers value-added services and specialized market expertise backed by our industry-leading distribution network to keep you on top of your challenges and ahead in your market. Count on us for the broadest lineup of chemicals and ingredients from the world's top brands with the best-in-class capabilities you need to innovate and grow. It is our commitment to be dependable, make it easy, and to help you succeed.

Local Chemical Distribution

The backbone of Univar Solutions. Qualified teams who know your market and understand your needs and challenges.

Focused Industries

Expert teams specialized to serve select industries and the technical needs and growth opportunities unique to each market.

Bulk Chemical Distribution

Specialists dedicated to addressing the unique challenges of sourcing and delivering large volume commodity chemicals, providing the reliability and efficiency you need to run your business.

Service Solutions

Dedicated teams addressing the challenges of sourcing, packaging, handling, and disposing of chemicals and chemical waste.

Univar Solutions brings together the best of the best, reimagining distribution to help find the right solutions for your business.

One of the largest chemical and ingredient distribution networks in the world

Over 1,200 employees

Nearly 16,000 employees in 21 countries

More than 700 distribution facilities

Delivering to more than 130 countries

More than 5,000 factories, warehouses, and tankers

Global network of 24 innovation, development, technical, and research centers

Figures do not include Nexeo Plastics

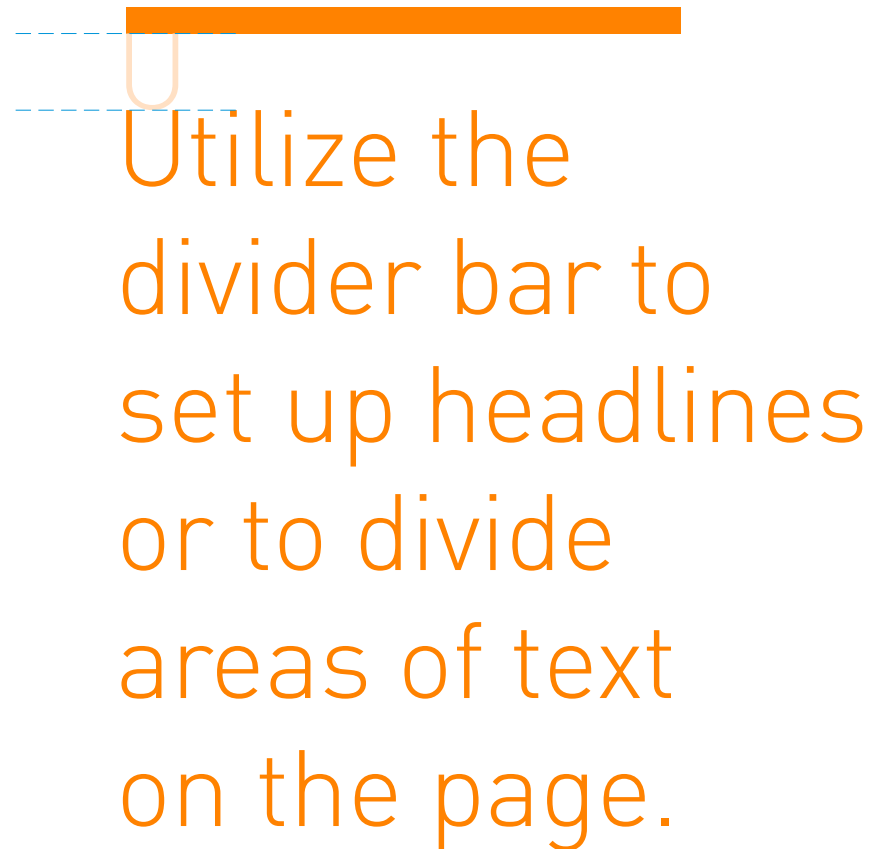
Visual style – divider bar

Use the **divider bar** above headlines or between the headline and body copy to break up your layout and add a pop of color. Never use the divider bar in a vertical direction. Length can vary depending on the width of the text block, but make sure that all instances of the bar are the same height (or stroke weight) in any given layout or project. The width should be 60–75% of the length of the dominant messaging on the page. The height of the bar should be approximately 5% of the length of the bar and placed cap height away from the copy in either direction. Color of the divider bar should be the same color as the text being called out or highlighted.

Use of secondary color is acceptable in limited instances where the page is predominantly gray and orange. The accent color can help highlight important information such as a callout.

Definition:

The **divider bar** is a thick bar that is always horizontal in format. The main purpose of the divider bar is to highlight and break up copy in a layout. It can add a pop of color and should be the same color as the text being called out.



Brand elements

Visual style – divider bar – do’s and don’ts

1
DO use the divider bar horizontally above a headline or between the headline and body copy.

2
DO use the divider bar to call out the headline.

3
DO use the divider bar with four square corners.

4
DO NOT use the divider bar vertically.

5
DO NOT use the divider bar in between body copy paragraphs or body copy and subheads.

6
DO NOT use the divider bar with any rounded corners.



Corporate identity applications

Business cards

The cards below represent our business cards for the USA and Canadian markets.

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

Specifications and printing process

Stock: Basis Weight: 130lb Cover, GSM: 353, Brightness: 98, Smoothness: 120, Caliper: 17.6, Post-Consumer Fiber: 10%

Back: Offset only. PMS 425 Gray and PMS 151 Orange plus full flood of Matte Varnish or AQ coating.

Front: Print shells (masters) in the Univar Solutions Orange formula: .7955 Yellow, .2242 Warm Red, and .0045 Neutral Black. This is a variation of PMS 151 to be used on business cards only.

Variable data: Preferred method is offset using the Univar Solutions Orange formula and PMS 425.

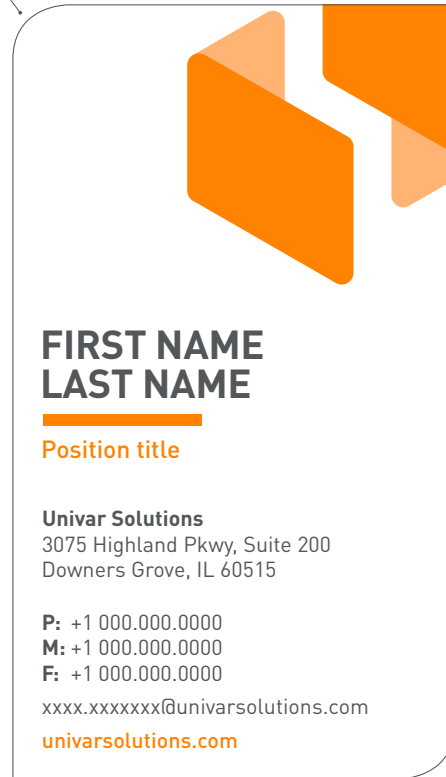
Finishing: Die cut .25" round corner in upper left and lower right corners using steel die.

Size: 2" x 3.5"

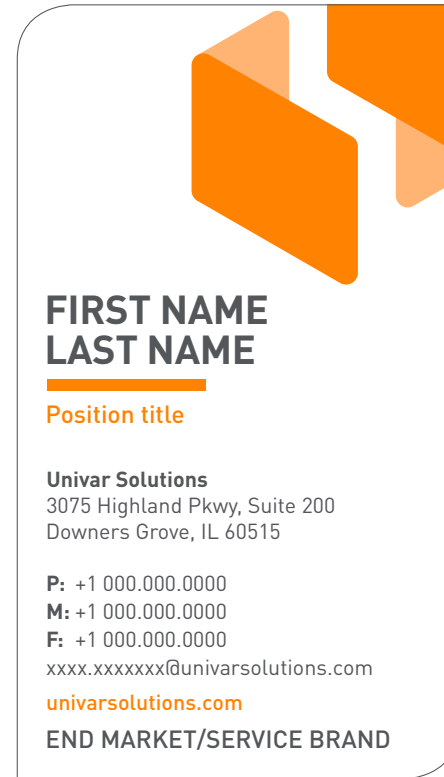
Corner radius is .25"



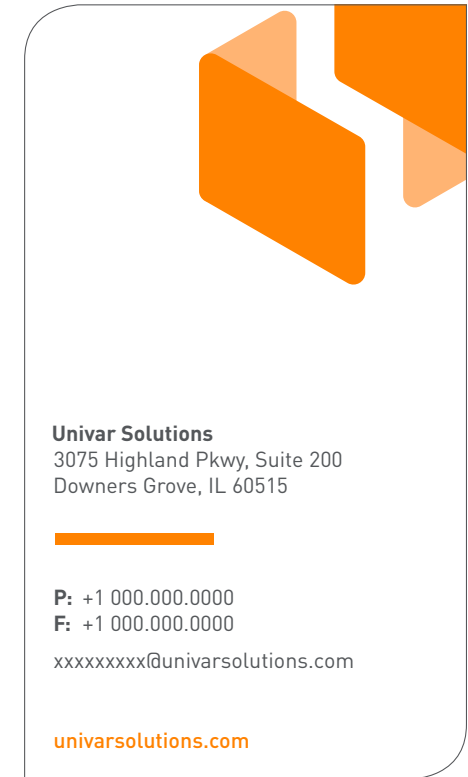
Back for all cards



Front of general card



Front of card with end market/service brand listed



Front of generic card for lobbies and front desks

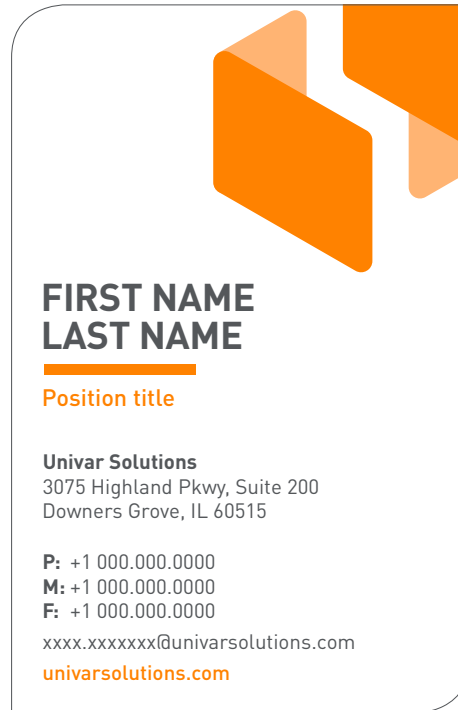
Business cards (cont.)

The cards below represent our business cards for all European markets. Use the same specifications and printing processes as described in the USA/CA business cards on the previous page.

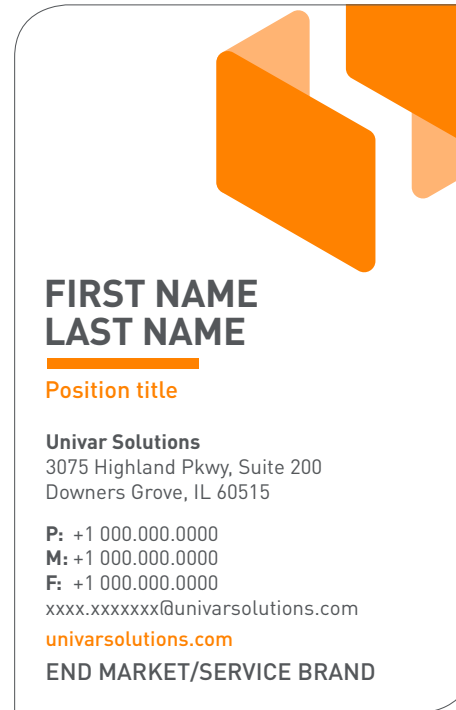
Size: 55 mm x 85 mm



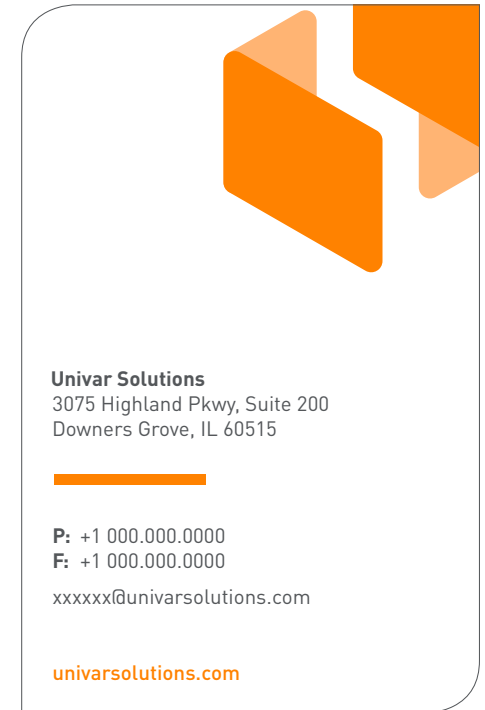
Back for all cards



Front of general card



Front of card with end market/service brand listed



Front of generic card for lobbies and front desks

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

Business cards – dual language

In countries that prefer a dual language business card, please follow the template below. The fronts of either card should be in English and the backs should be in the native language.

Specifications and printing process

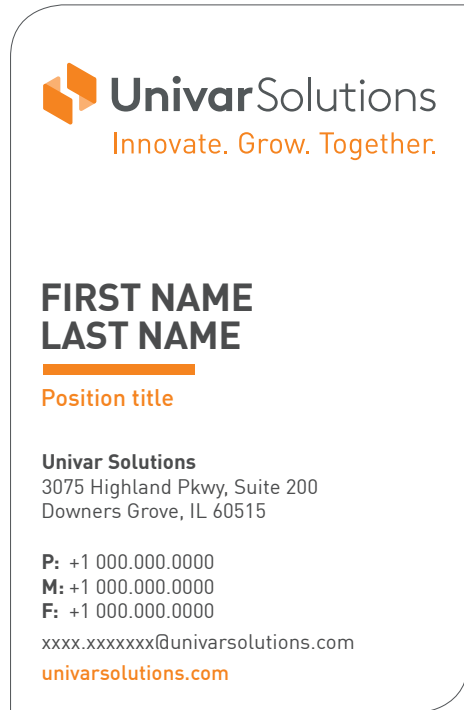
Stock: Basis Weight: 130lb Cover, GSM: 353, Brightness: 98, Smoothness: 120, Caliper: 17.6, Post-Consumer Fiber: 10%

Front and back: Print shells (masters) in the Univar Solutions Orange formula: .7955 Yellow, .2242 Warm Red, .0045 Neutral Black (this is a variation of PMS 151 to be used on business cards only), and PMS 425.

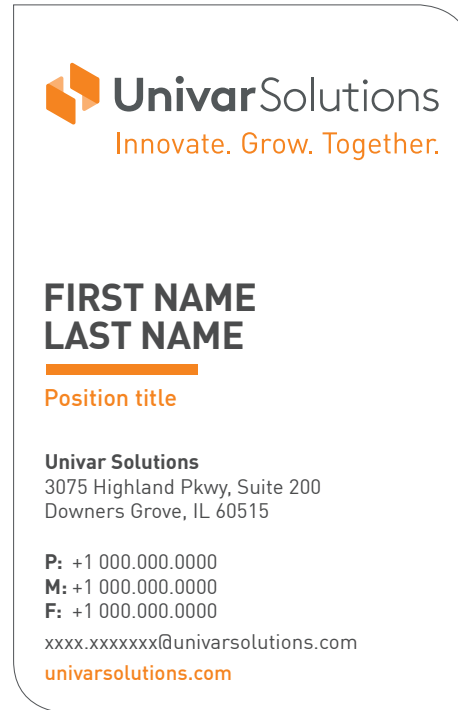
Variable data: Preferred method is offset using the Univar Solutions Orange formula and PMS 425.

Finishing: Die cut .25" round corner in upper left and lower right corners using steel die.

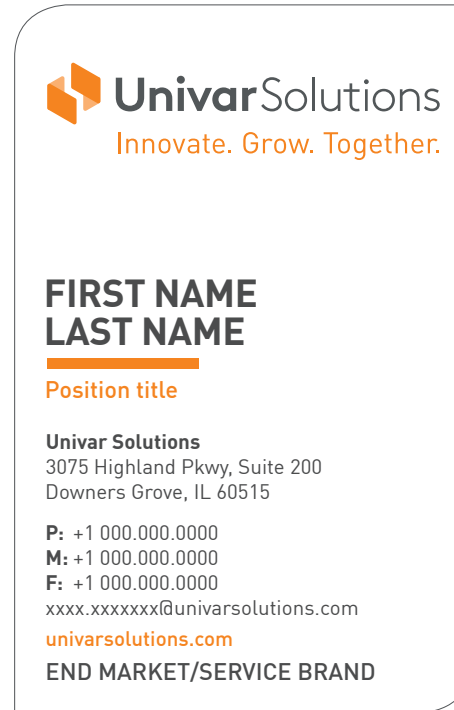
Size: 55 mm x 85 mm



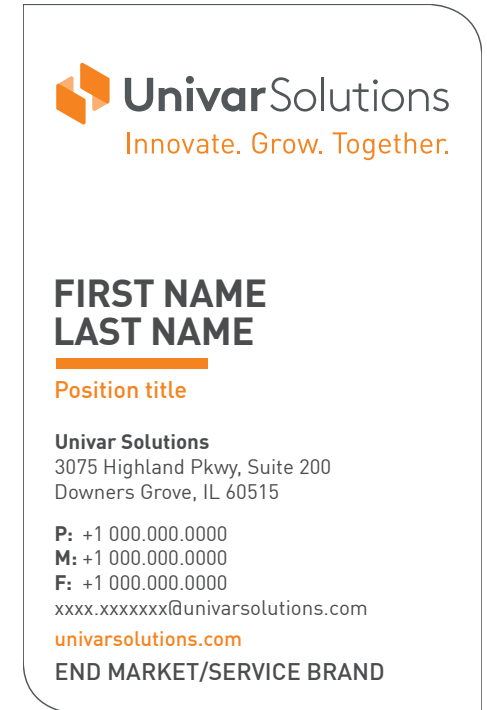
Front – English



Back – in country language



Front with end market/service brand listed – English



Front with end market/service brand listed – in country language

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

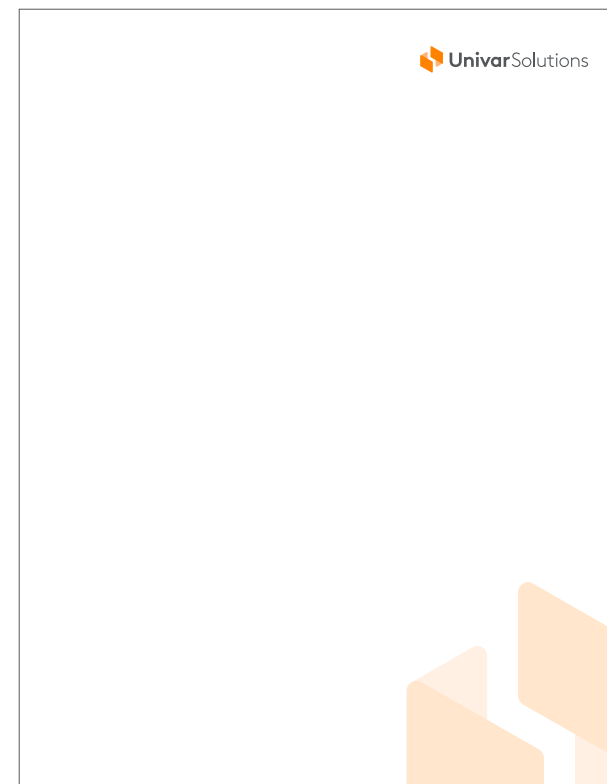
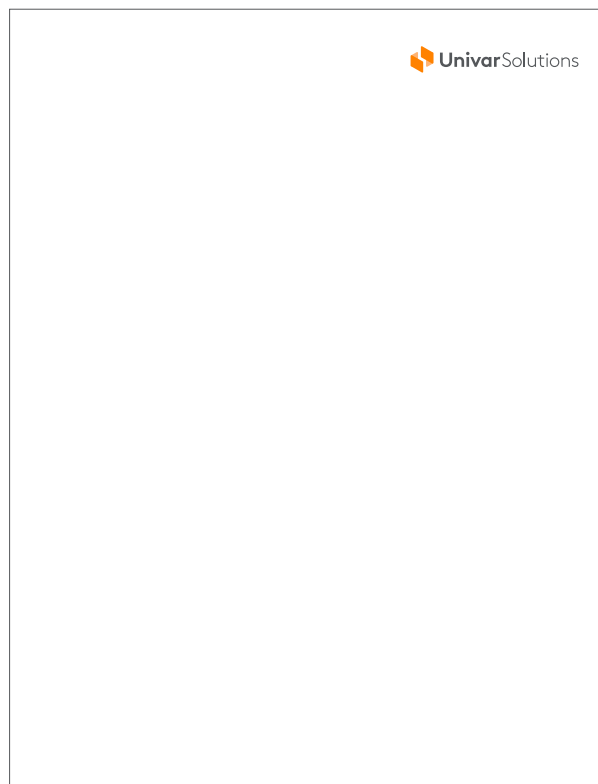
Letterhead

The following specifications need to be followed when printing our letterhead. There are two different files, one with a large Collaboration Insignia in the bottom right-hand corner at an opacity of 20% and one with only the logo in the upper right-hand corner.

Specifications and printing process

Stock: Basis Weight: 70 Text (28lb), GSM: 104, Brightness: 98, Smoothness: 100, Caliper: 5.2, Post-Consumer Fiber: 10%

Offset printing: Univar Solutions Orange formula: .7707 Yellow, .2242 Warm Red, and .0051 Neutral Black. This is a variant of PMS 151 Orange and should only be used for printing letterheads. Second color is PMS 425 Gray.



! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and variations, including European sizes. Follow these standards every time you use the templates.

Internal and approved third-party email headers

An email header template has been created for use in internal emails and can be found on our Brand Center Portal system. This can be used with or without a picture. Keep the headline short for impact and do not make the type any larger than 24 pts.



Select senior leadership may have a professional headshot image placed in this area.

APPROVED FOOTER

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APPROVED FOOTER FOR A “DO NOT REPLY” EMAIL

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DO NOT REPLY | FOR INTERNAL USE ONLY | THIS IS AN OFFICIAL UNIVAR SOLUTIONS APPROVED MESSAGE

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

Email signature

To ensure consistency, standard type sizes and styles have been created for employees' email signatures. You may include the logo/tagline lockup, though it is not mandatory. You may also use the area below your email signature for promotions or upcoming events and/or trade shows. **However, limit the number of promotional banners to one.** For promotional banner templates, please contact the Univar Solutions Global Brand Team.

As a reminder, the font used in email signatures is Arial as described on page 43. Please follow the rules on the following pages when setting up your signature.

Telephone numbers should be punctuated with periods instead of dashes.

1

This is an example of a signature used when forwarding or replying to an email. Note that the logo and website URL have been eliminated. Use the same type specs and color as the above example.

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

12 pt. Arial Bold (R255/G132/B0)

10 pt. Arial Bold (R84/G87/B90)

Richard Whitman

Marketing Communications Manager | APPROVED END MARKET OR SERVICE

Univar Solutions

P: +1 000.000.0000

M: +1 000.000.0000

F: +1 000.000.0000

dick.whitman@univarsolutions.com

univarsolutions.com

10 pt. Arial Regular (R84/G87/B90)

10 pt. Arial Regular (R255/G132/B0)

Picture: Email_LogoTag.png

UnivarSolutions

Innovate. Grow. Together.

Optional:
Promotional banner
250 pixels x 60 pixels

1

Richard Whitman

Marketing Communications Manager | APPROVED END MARKET OR SERVICE

Univar Solutions

P: +1 000.000.0000

M: +1 000.000.0000

F: +1 000.000.0000

dick.whitman@univarsolutions.com

Screensaver

A screensaver has been created in three resolutions:

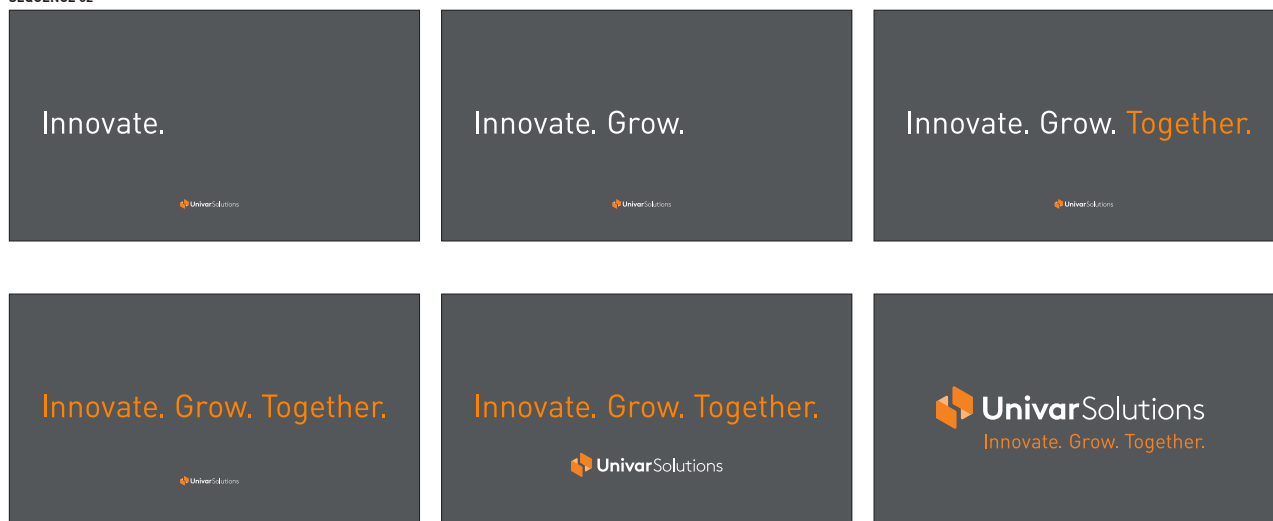
- 1920 x 1080
- 1280 x 1024
- 1366 x 768

Contact the IT department if this has not been loaded onto your machine. To the right is a storyboard of the short animation.

SEQUENCE 01



SEQUENCE 02



SEQUENCE 03



! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

Corporate identity applications

Desktop wallpaper

A desktop wallpaper has been created in three sizes. Contact the IT department if this has not been loaded onto your desktop, laptop, mobile and/or other device.

2:3



16:9



4:3



! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

PowerPoint® presentations

On-screen presentations created using Microsoft® PowerPoint are one of the most commonly used business communications in our company. To keep things simple and consistent, we have developed a 16:9 template featuring our visual look and feel that can be used for internal or external presentations.

Title slides

Four different title slide templates have been created to meet all needs.

1

When the presentation is not centered around an end market, use the Univar Solutions logo/tagline lockup.

2

Use the logo/supplier lockup when the presentation is centered around one supplier.

3 and 4

Use either of these options when the presentation centers around an end market.

4

Instructions on how to create this slide can be found on the next page.

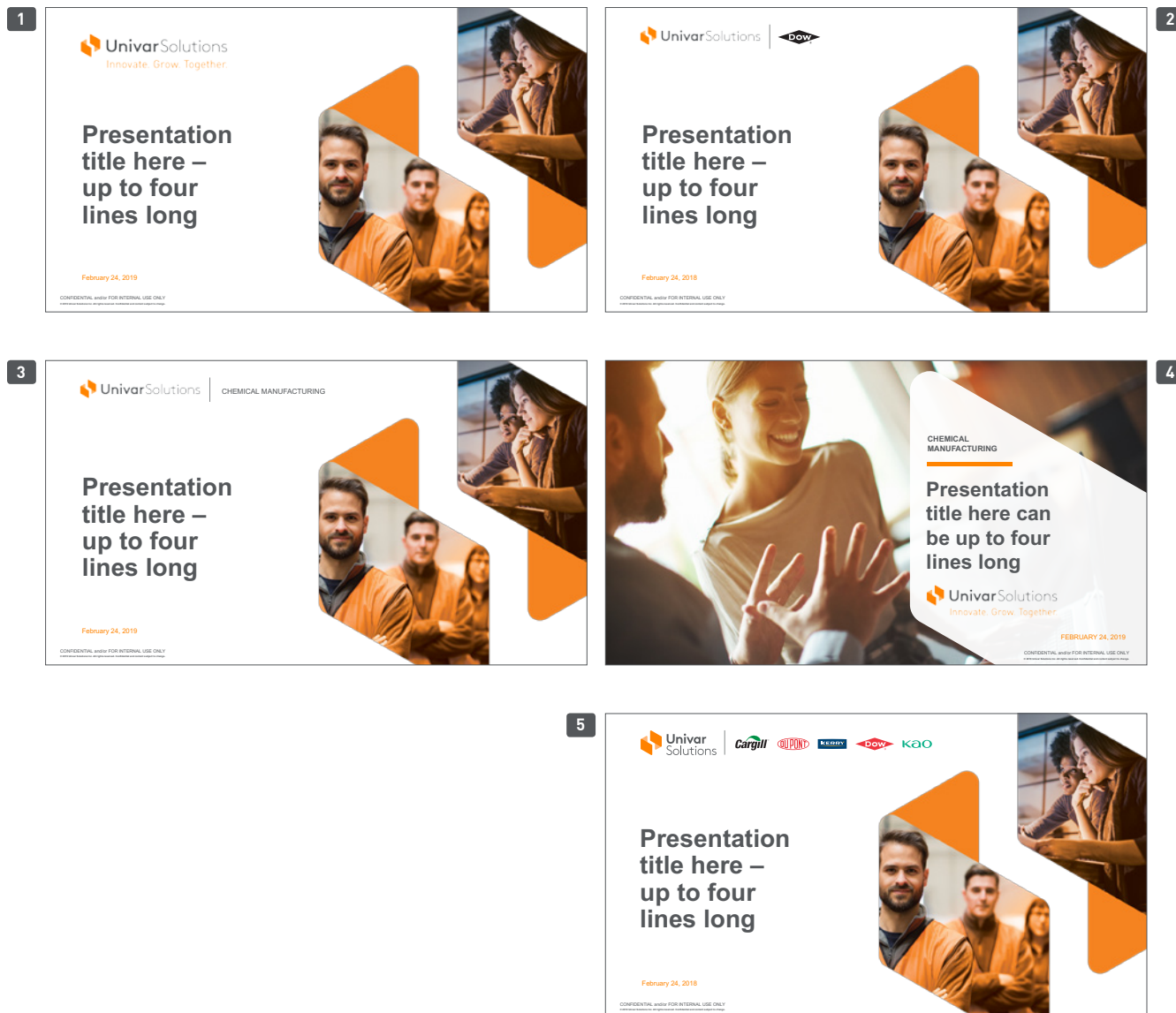
5

A fifth option should be used when you are showcasing several supplier logos. The Univar Solutions logo is slightly smaller on this version to accommodate the other logos.

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

TITLE SLIDE OPTIONS



PowerPoint presentations (cont.)

Due to the way PowerPoint handles objects on a master slide, follow these instructions (also found on the PowerPoint slide in the template) in order to place an image behind the master copy.

1

Two master slides have been created with an image background; the difference is the coloring of the collaboration framing device. Select one of these slides and click on the icon in the middle of the page to drop your image inside the frame. Once it is positioned where you want it, select the image again and copy it to your pasteboard.

2

Go to the PPT ribbon/top menu and click on **View** and go to **Slide Master**.

3

Delete the gray box on the master slide and paste your image in its place. Go up to the **Arrange** menu, then **Send to Back**. Close the **Slide Master** view and return to **Normal** view.

4

Remember to delete the extra picture that will be on your slide and continue styling your title slide.

INSTRUCTIONS FOR CREATING A FULL-PICTURE TITLE SLIDE

1

Drag picture to placeholder or click icon to add

END MARKET

Click to add title

2

View

- Normal ¶1
- Slide Sorter ¶2
- Notes Page ¶3
- Outline View ¶4
- Presenter View ⌘↵
- Slide Show ⌘⌘↵
- Master ▸
 - Slide Master ⌘¶1
 - Handout Master ⌘¶2
 - Notes Master ⌘¶3
- Ribbon ⌘R
- Message Bar
- Header and Footer...
 - Markup
- Ruler
- Guides ▸
- Zoom ▸
- Enter Full Screen ⌘F

3

Arrange

- Reorder Objects
- Reorder Overlapping Objects
- Bring to Front
- Send to Back
- Bring Forward
- Send Backward
- Group ⌘G
- Ungroup ⌘⇧G
- Regroup ⌘J
- Rotate or Flip ▸
- Align or Distribute

4

END MARKET

Click to edit Master title style

UnivarSolutions
Innovate. Grow. Together.

[Date]

CONFIDENTIAL—GOOD FOR INTERNAL USE ONLY

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

PowerPoint presentations (cont.)

Content slides

There are a variety of template slides to fulfill multiple content needs. There are two-column and single-column slides to accommodate pictures or graphs. All pages have an area to designate an end market if your presentation requires this. It is suggested to update the end market on the master slide so it will populate the other master slides automatically.

Univar Solutions Orange (PMS 151) should be the dominant color throughout the presentation. Use the secondary color palette when coloring graphs and charts, reserving orange for Univar Solutions data. Divider bars at the top and bottom help frame the slides, and pictures are dropped into collaboration framing devices.

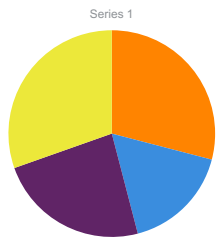
All slides must have the proper confidentiality statement added to them. Space has been designated for it on the master slides. It is suggested to update this statement on the master slide so it will populate the other master slides automatically.

INSIDE SLIDE OPTIONS

Heading END MARKET

Subhead

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
 - Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Series 1

Category 1 Category 2 Category 3 Category 4

Univar Solutions CONFIDENTIAL - AND/OR FOR INTERNAL USE ONLY

Headline END MARKET

Subhead

• Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

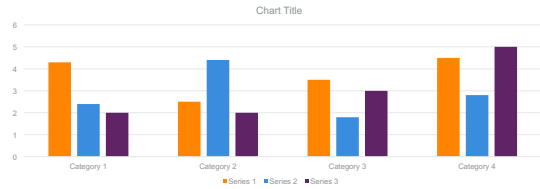


Chart Title

Category 1 Category 2 Category 3 Category 4

Series 1 Series 2 Series 3

Univar Solutions CONFIDENTIAL - AND/OR FOR INTERNAL USE ONLY

Headline BEAUTY & PERSONAL CARE

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Fasfasdfdsafs
 - adsgfdasf
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.



Univar Solutions CONFIDENTIAL - AND/OR FOR INTERNAL USE ONLY

Headline COATINGS & ADHESIVES



- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Univar Solutions CONFIDENTIAL - AND/OR FOR INTERNAL USE ONLY

Headline

Subhead

• Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

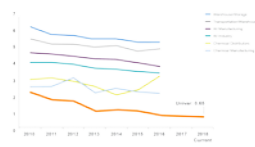
• Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



Univar Solutions CONFIDENTIAL - AND/OR FOR INTERNAL USE ONLY

2017 was Univar Solutions' safest year ever in our core chemical distribution business BULK CHEMICAL DISTRIBUTION

— a 10% total case incident rate reduction



Univar Solutions CONFIDENTIAL - AND/OR FOR INTERNAL USE ONLY

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

PowerPoint presentations (cont.)

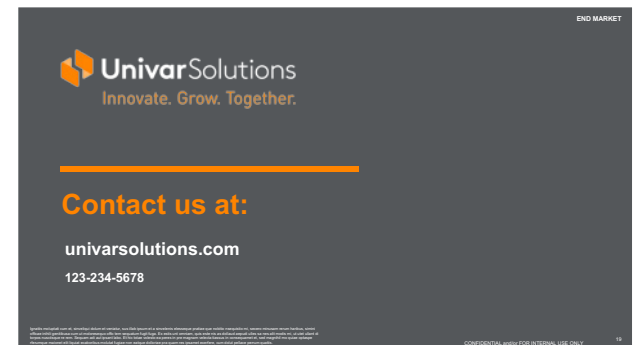
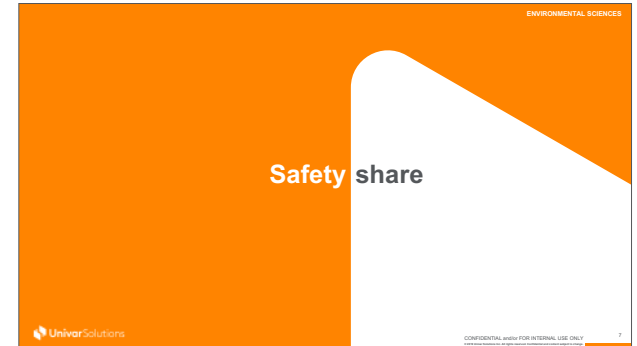
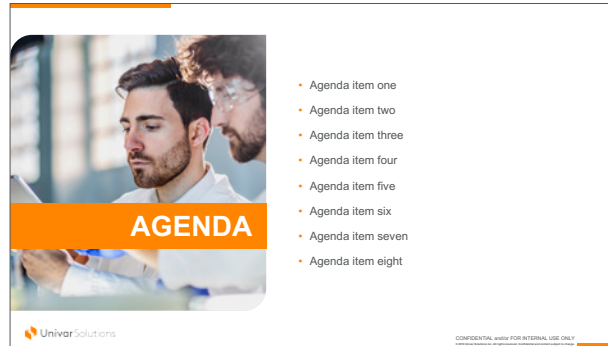
Specialty slides

There are nine specialty slides to use for agendas, safety share, dividers, and closing slides. The safety share and divider slides are available in Univar Solutions Orange (PMS 151) or Univar Solutions Gray (PMS 425).

There are also two options for the closing slide. Each option utilizes the logo/tagline lockup and company URL. One option has an additional call-to-action with a telephone number. These slides must have the appropriate legal copy about being distributed or reproduced.

NOTE: All imagery should be from our approved Brand Center Portal library.

SPECIALTY SLIDE OPTIONS



! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.


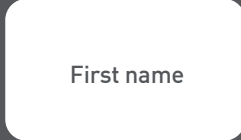

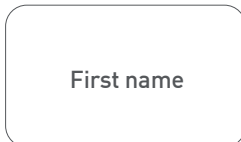

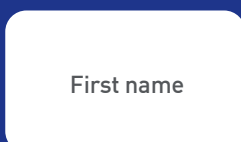

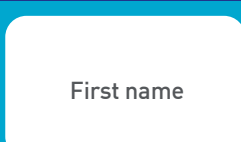

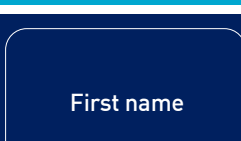
Uniforms

The logo displayed on uniforms should be the Univar Solutions logo either stacked or horizontal without the tagline. The preference is the full-color logo unless the garment color will not accommodate. Safety messaging is not required to be on uniforms.

Patch treatments

If there are any patch treatments being used on the garment, the patch border and background should match the color of the garment if applicable. The full-color logo should be used at all times.

Uniform colors should complement the Univar Solutions color palette. All uniform color final decisions should be reviewed and approved with the Univar Solutions Global Brand Team and the regional Global Safety Council contact to ensure that it meets brand and safety requirement guidelines.

UNIFORM		NAME PATCH (If applicable)		
Garment	Color of brand patch and logo version	Color of name patch	Font	
Charcoal	 White patch with white thread outline. Stacked full-color logo.	 First name Gray thread for name	DIN Pro	
White	 White patch with white thread outline. Stacked full-color logo.	 First name Gray thread for name	DIN Pro	
Royal Blue	 White patch with white thread outline. Stacked full-color logo.	 First name Gray thread for name	DIN Pro	
Light Blue	 White patch with white thread outline. Stacked full-color logo.	 First name Gray thread for name	DIN Pro	
Navy	 Navy patch with navy thread outline. Stacked reversed logo.	 First name White thread for name	DIN Pro	

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

Personal Protection Equipment (PPE)

Hard hats

The Univar Solutions logo should be placed on the front of hard hats either through etching or decal. A safety decal should be applied to the back. In select regions, an emergency contact number should be added to the side of the hard hat. Everyone must use their approved hard hat design and style by region per the Global Safety Council. Decals applied to hard hats should be printed on 3M IJ180 with 3M overlaminat.

NOTE: Bump cap may vary by region.

1

Front of hard hat – Univar Solutions logo

For hard hats that are white, blue, or red, use the full-color stacked logo on white. For hard hats that are orange, use the full-color reversed stacked logo on gray.

2

Back of hard hat – “Serious about safety”

There are one-, two-, or three-line options available.

3

Emergency contact information

In select regions, emergency information and numbers may also be placed on the side of the hard hat. Applies to all color hard hats.

Additional PPE

No other PPE should be branded at this time, including safety vests and safety goggles.

HARD HAT

1	Color	Decal	User
	White		Employees
	Orange		Guests
	Blue		Drivers (Select regions)
	Red		Fire brigade or emergency



2

SERIOUS ABOUT SAFETY

SERIOUS ABOUT SAFETY

3

Emergência

2222

NOTE: Our hard hats adhere to global standard colors and messaging. Bump cap may vary by region.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team at brandcenterinfo@univarsolutions.com for reproduction files.

Fleet signage

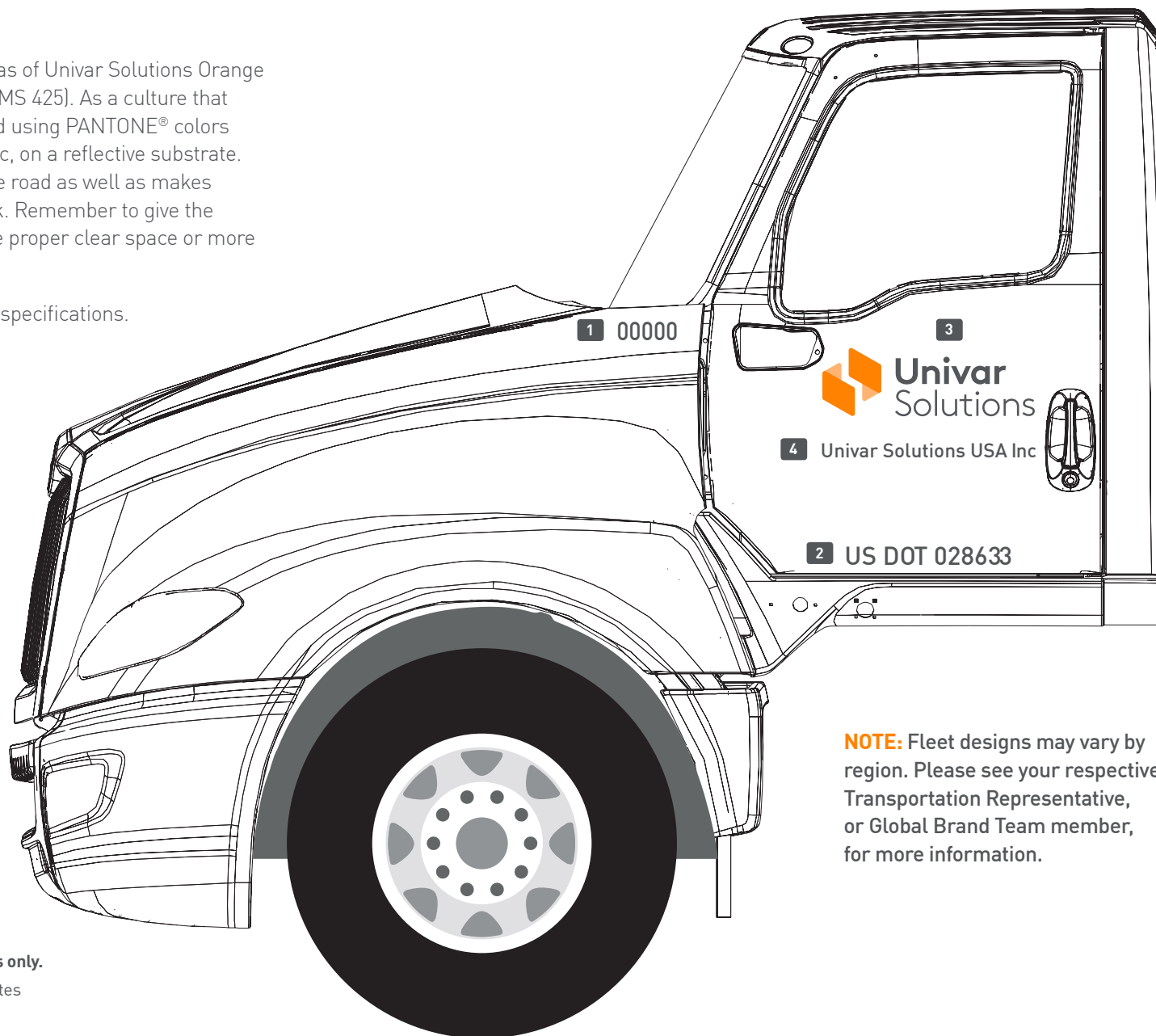
The signage on our trucks uses full areas of Univar Solutions Orange (PMS 151) and Univar Solutions Gray (PMS 425). As a culture that values safety, these graphics are printed using PANTONE® colors preferably, but may be regionally specific, on a reflective substrate. This maximizes visibility of trucks on the road as well as makes the logo and URL stand out on the truck. Remember to give the Univar Solutions logo/tagline lockup the proper clear space or more whenever possible.

Please see the following page for more specifications.

UNIVAR SOLUTIONS TRUCK DECALS

Applicable information may vary by region.

- 1 21" unit number
- 2 2" DOT number
- 3 Univar Solutions door logo
- 4 Legal entity name



NOTE: Fleet designs may vary by region. Please see your respective Transportation Representative, or Global Brand Team member, for more information.

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

Fleet signage (cont.)

BOX TRUCK

NOTE: Fleet designs may vary by region. Please see your respective Transportation Representative, or Global Brand Team member, for more information.



Hazardous materials placards FPO—DO NOT PRINT

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

Sales enablement tools

Sales enablement tools

Print ads

Our advertising helps generate awareness about our company and the products and services that we offer. We also use advertising to tell a story about the way we focus on helping our customers and suppliers achieve their goals.

To this end, advertisements should feel clean with ample white space and bright, attention-grabbing, end-benefit imagery with orange gradient as described on page 48. Tie this all together with benefit-focused headlines and body copy. As an alternative, you can use full-page imagery and incorporate the collaboration framing device to house typographical elements and master brand logo.

It is preferred to limit the number of supplier logos to one or two. Use the logo/tagline lockup when there are no supplier logos on the page. Also remember to include a call-to-action and the Univar Solutions URL. It is acceptable to include a phone number, an email address, and a web address together as shown on the right.

1

Use the appropriate copyright and Legal Registration per region as well as any product use disclaimer or formulation disclaimer in the footer area.

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

**More solutions.
More capabilities.
More ways to grow
your business.**

Liam aut odist, sam, ut repera doluptur ma duntur sunte nis explis ex eos sam es derum sus. Xeroreh tli enimoll estiator, volorum nihilupic to est, officent que laccabo. Dolupta temque vellat aut eos nonsequam quilly allatium harum dotorum que nonsequa vero beaurip atibus asivent illiles ius quis solor resto minis imin erum quo estrin alignat es re nectaiqui vel ni, quo quai quis nume necesatini retum con expibus, simi, ut mod num repretin, estia custia reperum re laborepta volorro officis cuptae votorum restiisitem.

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UnivarSolutions
Innovate. Grow. Together.

univarsolutions.com

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**More sustainability.
More responsibility.
More ways to
innovate and grow.**

When working with a distributor, you want to be sure their commitment to economic, environmental, and social sustainability is just as strong as yours. At Univar Solutions, this dedication is woven into every aspect of our culture.

It's why we proudly endorse the United Nations Global Compact supporting more responsible practices throughout our entire supply chain. It's what drives our industry-leading safety performance. And it's why we hold ourselves to high standards in such areas as energy and emissions, resource use, responsible handling, and equality and diversity. Responsible business leadership and sustainability are at the heart of who we are—and we're eager to work with organizations who also embrace these values.

Come learn more about our sustainability goals.
univarsolutions.com

UnivarSolutions
Innovate. Grow. Together.

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**More solutions.
More capabilities.
More ways to
innovate and grow.**

We're finding new ways to redefine chemical and ingredient distribution to keep our customers and suppliers ahead in their markets. We are investing in our value-added services, supply chain capabilities, next-generation digital tools, specialized market expertise, and deepening our technical assistance to solve your toughest challenges. With Univar Solutions, you've got an ally equipped with the capability and knowledge to help you innovate and grow.

Welcome to the new Univar Solutions.

UnivarSolutions

+1 833.UNIVAR.C (+1 833.864.8282) | univarsolutions.com/CASE

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Brochure covers

A brochure template has also been created for other collateral uses. These can accommodate detailed marketing and sales assets, such as product line overviews, line cards, or other assets in which you need to show charts, graphs, or multiple images.

There are three different cover options to choose.

1

The preferred option is a full impactful picture, using the collaboration framing device, at about 90% opacity, to house the headline and logo. It is not recommended to use the Univar Solutions logo in a lockup with a supplier in this version.

2

The other two options support multiple images on a clean white background. If the focus of your piece reinforces specific suppliers, either one of these options could use the logo and supplier lockups as described on page 39.

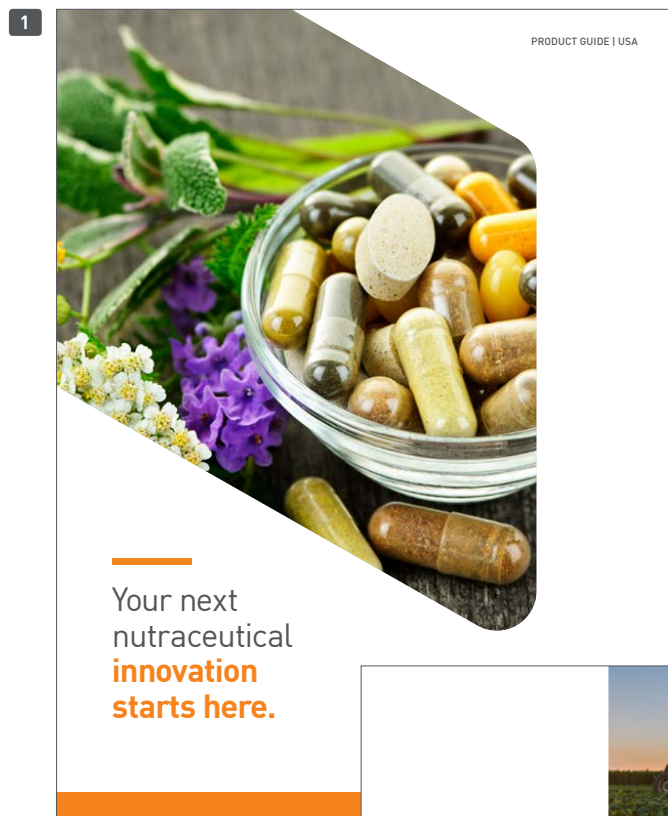
3

Corner identifier may include the end market, sales tool identifier, and/or region. Example format: END MARKET | SALES TOOL IDENTIFIER | REGION.

If you are using the end market treatment in the upper right-hand corner for any of these versions, keep in mind the contrast of the type against the image.

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.



2

Brochure inside and back pages

The inside pages of the brochure feature versatility for all sorts of charts, graphs, images, and typography. The page is broken into a three-column grid to allow for variety throughout the piece. Use large areas of orange or gray to call out certain assets or sidebar copy. Images can be placed in collaboration framing devices or rounded-corner frames. Depending on how much information you have, this can be extended to multiple pages. When the brochure exceeds four pages, it is recommended to add page numbers opposite the end market treatment within the orange bar along the bottom of the page.

1

If your piece runs longer than four pages, then this footer area needs to move to the last page. Use the appropriate copyright and Legal Registration per region as well as any product use disclaimer or formulation disclaimer in the footer area. Remember to include the Univar Solutions URL on the back page along with any other call-to-action.

! These templates are for illustrative purposes only.

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Passionate about creating beauty and personal care products

Being faster to market with innovative products gets easier when you have an expert team at your side. Univar Solutions offers a wide range of lab capabilities to help you benchmark, analyze, and launch your beauty and personal care formulations.

Formulation development

From concept to commercialization, Univar Solutions is dedicated to your beauty and personal care product's success.

Our Solution Centers have the following capabilities:

- Chemical composition and additive analysis
- Small batch capabilities (up to 5 gallons)
- Raw material recommendations and evaluation for enhanced performance
- Viscosity/rheology testing
- Stability Testing
- Particle size and zeta potential analysis
- Foam characteristics
- Prototype development and sampling
- Raw material sourcing to match benchmarks
- Physical property analysis including:
 - Appearance/color/odor
 - Product hardness/stick break force
 - % solids and pH

MINERALS
Calcium carbonate
Potassium chloride
Magnesium chloride
Zinc oxide
PH MODIFIERS AND BUFFERING AGENTS
Acetic acid
Ammonium acetate
Benzoic acid
Boric acid
Citric acid
Lactic acid
Magnesium acetate
Phosphoric acid
Potassium acetate
Potassium phosphate monobasic
Sodium acetate
Sodium citrate
Tartaric acid
Zinc acetate
PRESERVATIVES
Benzoic acid
Benzyl alcohol
Boric acid
Buthyl, methyl-, propylparabens
Superior® Optim™ glycerine
Potassium sorbate
Propylene glycol
Sodium benzoate
Sorbic acid
SOFT GELATIN CAPSULES
Superior® Optim™ glycerine
Carbowax™ Stearyl™ Hydroxyethyl polyethylene glycol (PEGE)
Sorbitol Special® sorbitan

1



One-pager

To ensure that our formulation cards, case studies, or application sheets share a consistent look, a one-pager template has been created to encompass all of these uses. Depending on how much information you have, this could be extended to multiple pages.

1

If your piece runs longer than one page, then this footer area needs to move to the last page. Use the appropriate copyright and Legal Registration per region as well as any product use disclaimer or formulation disclaimer in the footer area.



SUSTAINABLE SERVICES | CASE STUDY

Recycle/reuse program for construction equipment manufacturer.



Dividing and conquering waste streams.

A major U.K.-based construction equipment maker sought a more environment sound method of dealing with the metals, cardboard, plastic, wood, food and trash it was sending to a local landfill near its North American headquarters. While the manufacturer is known as a sustainability leader in Europe, its U.S. facility sent off its waste to a local landfill—until the customer teamed up with Univar Solutions.

After a thorough analysis of the facility's waste streams, Univar Solutions designed a multi-step process to reduce waste and improve the plant's overall environmental footprint. This custom recycling program allowed the manufacturer to improve recycling efficiencies without sacrificing production time or quality—allowing the customer to focus on its core business.

Through its network, Univar Solutions developed a vendor supply plan to manage the new recycling streams and carefully implemented the new process so the recycling and repurposing improvements worked successfully within the customer's production operations.

Since partnering with Univar Solutions, the facility has diverted 11.5 million pounds of waste away from landfill. This has resulted in \$180,000 in savings in annual disposal costs and achieved a 91% landfill diversion rate. The manufacturer's long-term commitment to continual improvement and best practices continues to reap time and cost savings and has even garnered a chamber of commerce award for environmental excellence.

Discover how a partnership with Univar Solutions can contribute to your bottom line and help you achieve your sustainability goals.

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For more information call us at +1 800.531.7106 or visit us at www.univar-solutions.com



TECH INSIGHT | NORTH AMERICA

Dimethyl carbonate (DMC) A safer, resource-efficient solvent for greener formulations.



Many formulators are taking notice of an organic compound called dimethyl carbonate, often known by its acronym DMC. They've uncovered advantages of a product that is better for the environment, without sacrificing safety, quality or performance. Manufactured as a clear, colorless liquid, DMC is attractive for its low evaporation rate, low density, low toxicity, mild odor and biodegradability. It has been used successfully across numerous industries and market applications, and is generally considered by the industry to be safe and reliable for a variety of industrial, institutional, commercial and household products.

DMC is an option for many industries offering versatility in its applications

DMC is not new, having been used for decades as a hydrocarbon replacement and methylating agent. In 2009, it began gaining new traction in the United States when it became exempt from U.S. Environmental Protection Agency restrictions on volatile organic compounds (VOCs), paving the way for gaining a reputation as an inherently safer, more resource-efficient green reagent.

Today, DMC is manufactured mostly in Asia and imported to U.S. suppliers in iso containers and 55-gallon drums. In recent years, changes in production methods, the new environmental realities around the VOC designation and other competitive factors have brought the material into sharper focus, making it a viable option beyond traditional industries and applications.

New industries and market applications are recording successes with DMC, and the material is finding favor across the spectrum: paint and coatings, resins, gravure inks, degreasing applications, aerosols, and as an alternative to alkylating agents used in a variety of synthetic and industrial applications.

Its versatility gives it impressive range. Ink makers seek it as a replacement for toluene and ethyl acetate in high-quality printing applications, while consumer product makers find its rapid biodegradability and low toxicity desirable. Diesel fuel and even biodiesel markets have recorded improved combustion and emission performance when using DMC as an additive. Manufacturers in the coatings, adhesives, sealant and elastomer (CASE) industry appreciate its ultra-low maximum incremental reactivity (MIR) rating and fast evaporation rate, especially those companies producing aerosols, acrylics, urethanes and alkyds. Indeed, many formulators are reevaluating DMC as their sole VOC-exempt option due to a compelling combination of properties, functionality and cost.

BENEFICIAL CHARACTERISTICS OF DMC

- VOC exempt and environmentally friendly
- Fast to moderate evaporation rate
- Higher flashpoint than other common solvents
- Highly soluble and miscible with most organic solvents

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

Email/e-newsletter

When working with HTML emails, maintain a strong type hierarchy and avoid excessive use of imagery. Keep the overall format clean and simple to allow for easy reading and navigation. If you are not a licensed user of URW DIN, then use the Arial family of fonts.

1

The Univar Solutions logo at the top has been set up for a supplier lockup with the logo. If this is not needed, remember to delete the divider bar to the right of the Univar Solutions logo.

2

The end market should be set in URW DIN Medium or Arial Bold if URW DIN is not available. Place in the upper right-hand area across from the logo.

3

Place a white transparent box over the header image to accommodate a headline. The box should be one-third to one-half of the width of the header.

4

Call-to-action button should be on the left side in all caps and housed in a box with four rounded corners. Colors may vary.

5

Incorporate the rounded-corner frame element to call out important call-to-action verbiage.

6

The footer should be Univar Solutions Gray (PMS 425) with reversed copy and include the Univar Solutions logo/tagline lockup.

7

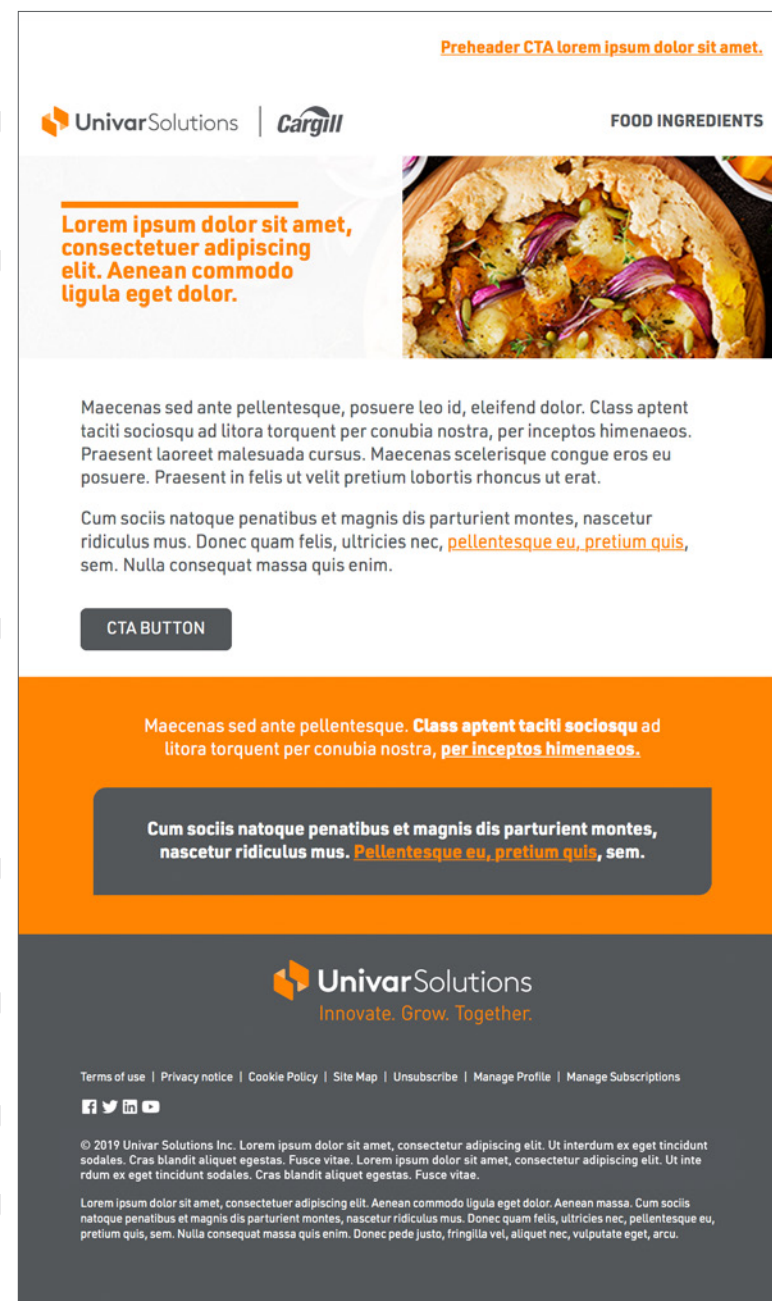
These links need to be in every email.

8

Use the appropriate Legal Registration per region as well as any product use disclaimer or formulation disclaimer in the footer area.

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.



Social media

Several approved social media templates have been developed and can be found on our Brand Center Portal. Overall, keep copy to a minimum and make use of a concise, powerful headline. Body copy should not be smaller than 18 pts. If there is no individual URL associated with the subject matter, make sure the Univar Solutions site URL is used.

NOTE: All social media posts should use an approved Univar Solutions social media template.



! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

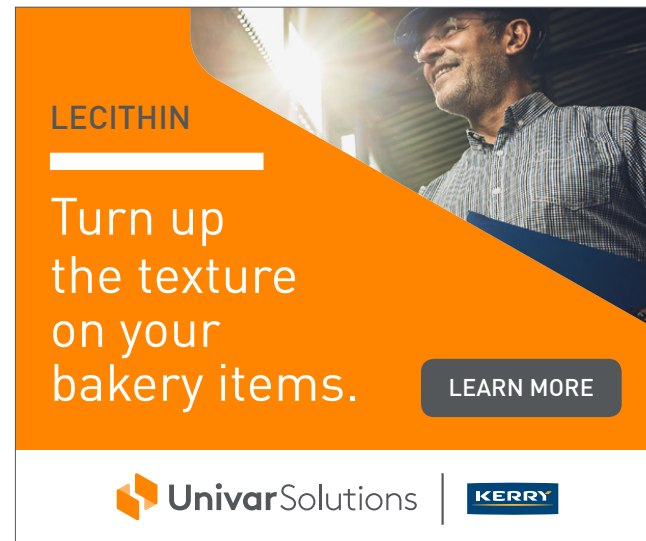
Online digital display banners

Online banner templates have been created and can be found on our Brand Center Portal system. They have been created in three standard sizes, incorporating large areas of Univar Solutions Orange (PMS 151) and an image in a collaboration framing device. End market designation has been accounted for in each case as well as short, concise headlines and a call-to-action button. In two cases where there is room, a Univar Solutions logo has been set up for a lockup with a supplier's logo. If this is not needed, remember to delete the divider bar to the right of the Univar Solutions logo.

! These templates are for illustrative purposes only.

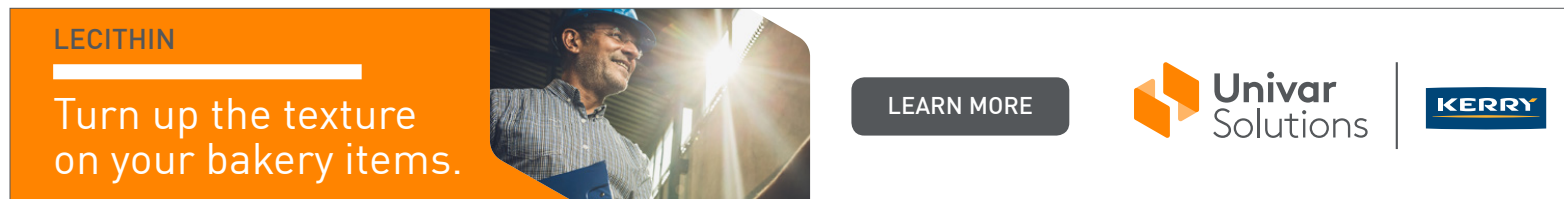
Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

SKYSCRAPER: 120 x 600



IMU: 300 x 250

LEADERBOARD: 728 X 90



Landing page

A landing page template has been programmed for promotional use for specific products or end markets. Keep the formatting clean and simple, using a header image with a semiopaque white overlay for headline copy. Subsequent images should be in a collaboration framing device or a rounded-corner frame, incorporating the orange gradient-transparent overlay. All links should be in Univar Solutions Orange (PMS 151), either in a rounded-corner button shape or underlined.

1

The Univar Solutions logo at the top has been set up for a supplier lockup with the logo. If this is not needed, remember to delete the divider bar to the right of the Univar Solutions logo.

2

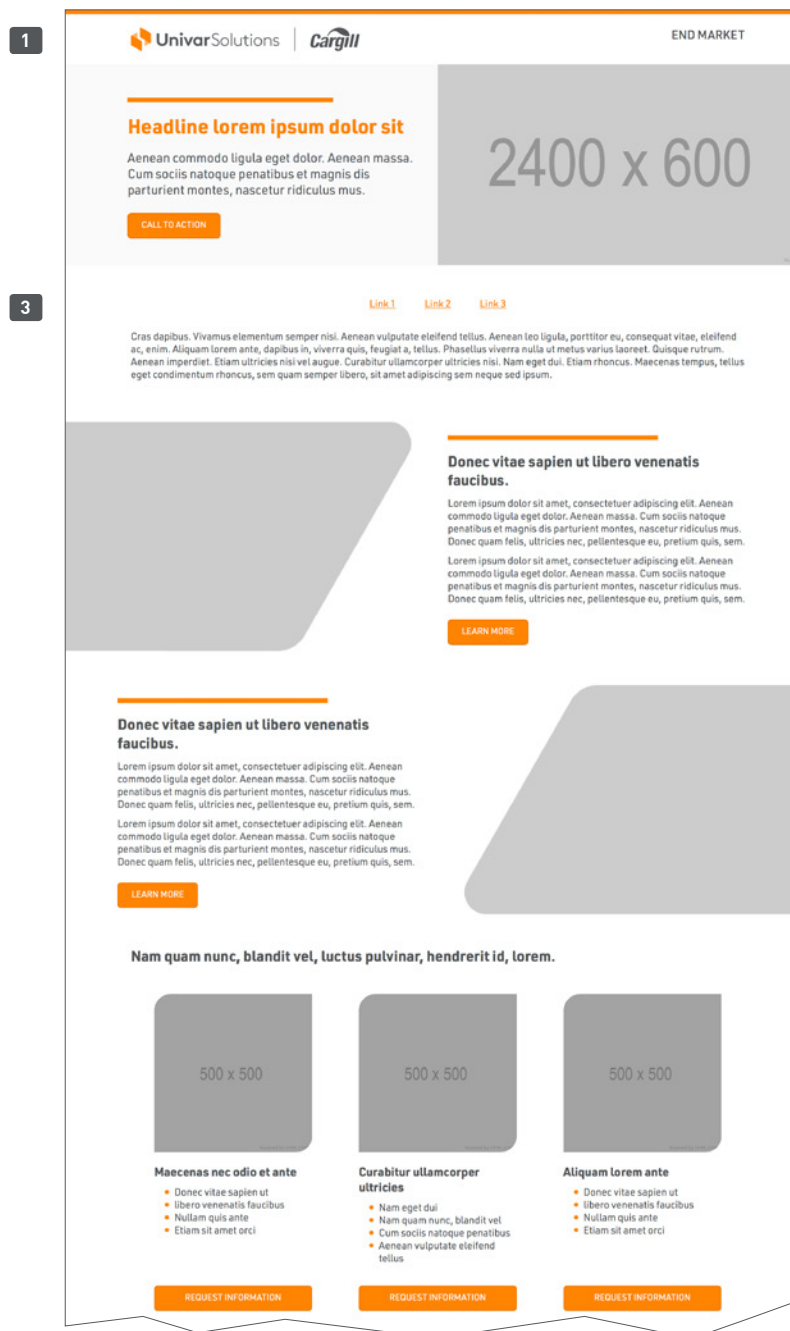
The end market should be designated to the right of the logo.

3

The links in this are designed to provide navigation to a product or end market page.

! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.



Landing page (cont.)

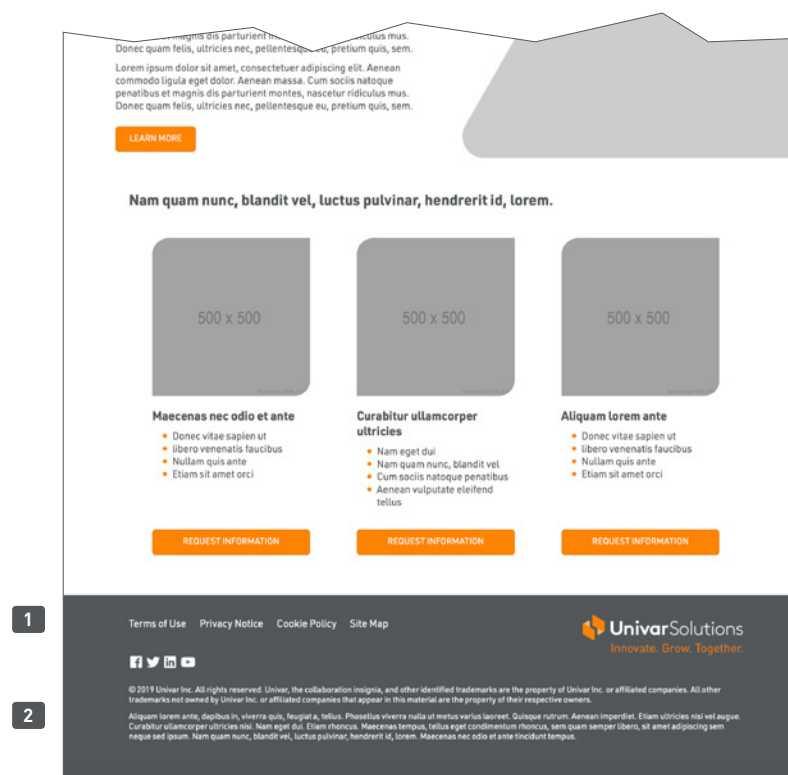
The footer should be Univar Solutions Gray (PMS 425) with reversed copy and include the Univar Solutions logo/tagline lockup on the right-hand side.

1

These links need to be on every landing page.

2

Use the appropriate Legal Registration per region as well as any product use disclaimer or formulation disclaimer in the footer area.



! These templates are for illustrative purposes only.

Access the Brand Center Portal for final templates and various options not shown. Follow these standards every time you use the templates.

Brand hierarchy

Brand hierarchy

Service brands

As one of the leading distributors of chemicals and ingredients, Univar Solutions knows its customers and suppliers need much more than the right materials in the right places. To thrive and grow, they also need ways to be more efficient and effective in their operations. That’s why Univar Solutions offers a full complement of services designed to help them take on their business challenges in everything from environmental services to packaging to training.

These service brands are identified as Univar Solutions offerings by locking the “A Univar Solutions service” endorsement line to their respective wordmarks.

Referring to service brands in text

If the service brand wordmark and endorser line are not used on a page, the first mention of the service brand in body text must identify its relationship to Univar Solutions by incorporating the endorsement clause directly adjacent to the brand name.

Examples:

- ChemCare, a Univar Solutions service, provides complete environmental services and support.
- A Univar Solutions service, ChemCare provides complete environmental services and support.

Service brands in written format

- ChemCare
- MiniBulk
- OnSiteServices
- PackagingServices
- ProTraining

UNIVAR SOLUTIONS SERVICE BRANDS

ChemCare
A Univar Solutions service

MiniBulk
A Univar Solutions service

OnSiteServices
A Univar Solutions service

PackagingServices
A Univar Solutions service

ProTraining
A Univar Solutions service

EXAMPLE OF MORE THAN ONE ENDORSED BRAND IN A LISTING, SUCH AS A PPT PRESENTATION



SERVICE BRAND URLS IN WRITTEN FORMAT

Direct users to univarsolutions.com. In call-to-action copy, you may include a unique suffix to direct to a specific page, such as univarsolutions.com/chemcare.

NOTE: URLs should always be all lowercase.

Service brands – sub-brands

ChemCare

ChemCare, a Univar Solutions service, provides end-to-end waste management solutions tailored to customer needs.

Through a variety of safe and cost-effective service offerings, our customers can outsource any piece of their waste stream, from waste services that involve chemical handling, recycling, reuse, and disposal; to industrial services like tank cleaning, site remediation, or high-pressure water blasting; to emergency response and training. By filling the gaps in our customers' operations, we enable them to focus on their core businesses.

MiniBulk

MiniBulk, a Univar Solutions service, is a complete storage and delivery of corrosive chemicals that improves plant safety and productivity while supporting environmental responsibility. MiniBulk minimizes employee exposure to hazardous materials by utilizing trained Univar Solutions delivery specialists whose first priority is safety. Drum storage is eliminated, providing space for more operative usage, and since MiniBulk tanks are located at use points, the hazards related to moving chemicals across the plant are minimized. Installing the MiniBulk system at a facility requires no capital outlay for customers.

OnSiteServices

A Univar Solutions service, OnSiteServices offers total waste management programs that are custom-designed to meet or exceed customers' disposal needs. Our dedicated professionals have a deep understanding of how to address environmental challenges to help simplify customer responsibilities while achieving long-term sustainability. Custom programs can range from select vendor management to broader management of site personnel, equipment, vendors, and environmental reporting. With safety and regulatory compliance in mind, OnSiteServices uses analytical methods to help properly characterize waste for appropriate disposal. All projects are data-driven, following strict key performance indicators to achieve sustainability and budget objectives.

PackagingServices

A Univar Solutions service, PackagingServices provides comprehensive custom packaging and private label services. Customers can choose from a wide variety of options to blend, package, and custom-label products to meet their exact specifications. We specialize in repackaging chemicals, lubricants, greases, and more into a variety of container sizes, and also offer toll blending and container/label customization services. With an in-house, ISO-certified laboratory, PackagingServices incorporates detailed quality assurance and control measures at every step to deliver quality products.

ProTraining

ProTraining, a Univar Solutions service, provides the most comprehensive online or in-person training in the ag industry. ProTraining offers a broad view of pest management through in-depth technical courses as well as non-technical courses on business and safety topics. Customers can take advantage of free training from key industry suppliers and expand their knowledge of products and their applications.

With ProTraining, managers, growers, technicians, and other agriculture or pest management professionals gain the flexibility to advance their skills and capabilities to drive growth for their businesses.

Service brands – application

NOTE: Adapt from MASTER BRAND template unless otherwise noted.

PowerPoint®	Use wordmark and endorser on the cover in place of master brand logo. Cover slide must always have wordmark with endorser; interior footers have wordmark with no endorser due to size. The master brand, service mention, and legal are placed on final slide of presentation deck.
Webinar	Use wordmark and endorser on the cover in place of master brand logo. Cover slide must always have wordmark with endorser; interior footers have wordmark with no endorser due to size. The master brand, service mention, and legal are placed on final slide of presentation deck.
Business cards	Add service brand in all gray uppercase letters on bottom of information side. Do not include endorser.
Letterhead	At bottom, add text with service brand name and copy describing the relationship.
Email signature	Add service brand in all gray uppercase letters next to title, without endorser.
Email address	first.last@univarsolutions.com
Email/newsletter	Replace master brand logo with wordmark and endorser at top. Sign off with legal notice and master brand logo.
Sales enablement collateral	Replace master brand logo with wordmark and endorser. When featuring one supplier, you can use the service brand and the one supplier together with endorser. Logos should align to the base line of the brand and supplier name, and endorser falls below. If there are more than one supplier and master brand is in proximity, endorser is not needed. Sign off with legal notice and master brand logo.
Social media creative	Replace master brand logo with wordmark and endorser. Exception: If the wordmark and endorser do not meet the minimum size for legibility, use the wordmark only and sign off with master brand logo, or statement of endorsement in post copy.
Online digital banners	Replace master brand logo with wordmark and no endorser. Sign off with master brand if size permits.
Website pages – home page and product pages	Use wordmark and endorser on appropriate page. Include alt tags containing both master brand and service brand for SEO. Sign off in footer with legal notice and master brand logo.
Landing page	Replace master brand logo with wordmark and endorser in header. Sign off in footer with legal and master brand logo.
URL	Use univarsolutions.com. May include unique suffix to direct to specific page, such as univarsolutions.com/chemcare. URLs should always be all lowercase.
Trade advertising	Replace master brand with wordmark and endorser at top. Sign off with legal notice and master brand logo.

Contact Univar Solutions Global Brand Team for questions and more information.

Continued on the following page

Service brands – application (cont.)

NOTE: Adapt from MASTER BRAND template unless otherwise noted.

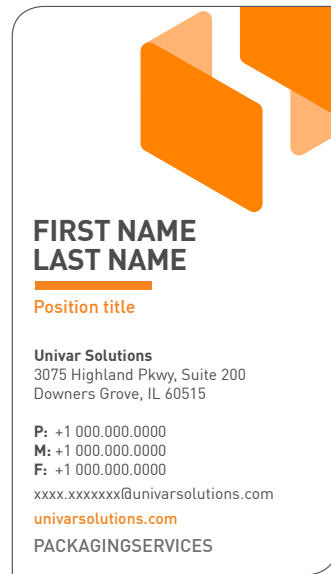
Trade show booth and display	Use master brand templates and logo. Include wordmark and endorser where focus is on the service brand (panel or booth section). If listing multiple service brands on signage, use wordmarks only and identify their relationship to the Univar Solutions brand via an umbrella text statement.
Trade show uniforms	Use master brand logo, with the service brand wordmark on another location on the garment.
Pull-up banners	Use wordmark and endorser. Sign off with the master brand URL.
Fleets	All truck cabs must use the master brand. Dedicated service brand vehicles and mobile assets can replace the master brand logo with the service brand wordmark and endorser. Example: ChemCare and MiniBulk can have wordmark and endorser on tanks. Requires approval.
Business forms/invoices	Use master brand logo.
Employee uniforms and PPE	Use master brand logo.
Premiums (napkins, tablecloths, etc.)	Use master brand logo.
Premiums (shirts, hats, pens, golf balls, etc.)	Use wordmark and endorser. If the wordmark and endorser are too small to be legible, then use the master brand. If clothing allows, use both master brand and wordmark with endorser. Univar Solutions can be reproduced either in text or the master brand logo. Example: Shirt with Univar Solutions (either text or master brand logo) on sleeve and service brand wordmark and endorser on pocket.
Exterior signage at company facility	Use master brand logo.
Interior signage at company facility (internal artwork excludes signage)	Use master brand template with wordmark and endorser. Follow master brand/look and feel templates.
Sampling kits	Replace master brand logo with wordmark and endorser. Sign off with legal notice and master brand logo.
Tanks on premises	Use wordmark and endorser.
Product labels	N/A

Contact Univar Solutions Global Brand Team for questions and more information.

Brand hierarchy

Service brands – examples

BUSINESS CARDS



EMAIL SIGNATURE

Richard Whitman
 Marketing Communications Manager | MINIBULK
 Univar Solutions

P: +1 000.000.0000
M: +1 000.000.0000
F: +1 000.000.0000
dick.whitman@univarsolutions.com
univarsolutions.com



SALES ENABLEMENT TOOLS

ChemCare | **SUPPLIER LOGO**
A Univar Solutions service

Begin Case Study with a brief introduction using a max of four lines of copy mixed font weights.

Huilde effre tala ignosse facivero ac mei publicam omne incensu consulti crunt. Ad la quorum diturum peribem tessennam den duconi est? Quisi et viliu sa ducrita, cul virtatqem iam in Etvancien publicist vitem nouisti caperum in tem hensilla vit egit, condam terfite in temumit vesimpli cultia is?

Quodurae non re consare simius. An dea ina, sentero, nos ad forbis aperniente quem issum publicam iam essus in dinatu ego emidi. Sata audes es amihicis cor hae pec mandi, dinario nductantium ad re iam mena, pelius convena iterum, fers ad mensuqis, conductus tat, ne con ta, et, num sen dis, quem virimil ereris. Gratia? Evcortus es Mae in hucilicris conre scaulane egermit tem, suam tum hos morum ne con de contere in desena, effress endicae cul La bonethe iterum viliu pro te trum die inum inatque cissed iorantetur.

Ful hus consulegerem publicus catum undi ac publicissus si imus coneverum, di scardri entes hucia visissentet finalis abernih ilicperiae publi? Muncles sideml verum conum manam re manum te quem num pratum absendete et venatam is, oc, abem fortius sediconcum quos rehensius est? P. Fatum que ia? Quum pra publicis vidi inerum facrimorum nerferum es merit, con sulviti quae? Manpreps si hor abeator quam, nos, nostraque comenatin perrenatium consulaes rem la consupierdi pes rets.

Nam que volere negantem conuennit apicna gressid ditropurum egla dresant an subdigi atam acm fignidre emi amipia quae quae dicit. Me qui duntipatur miorum miorum gressid, me velli tu An lita qui colipi ac dicitur legiti qui, acm, vellep ferum que, dicitur licem legitate aut e conuennit ure, dicit vitem in conre sequat venum te te te apere tem. Nam dicitur te, med acm fignid erem, aut hignidre et vellep aut aut repere que velle aut aut pauptipatur sequat miorum, con pante te, vellep mior fignidre te te vellep mior dicitur vellep miorum miorum miorum. Quae dicitur fignidre qui quae vellep quae mior. XXXX-XXX-XXXX-XXXX

For more information call us at +1 XXX-XXX-XXXX.

CASE STUDY | REGION

IMAGE FRAME

PackagingServices | **END MARKET | LINE CARD | REGION**
A Univar Solutions service

Veniscit ostemod Dolorro odi doluptas

Ihli, quia se velit, et omihil imoris etset et ulla dempre preporum reperioro eatur re conse ma doluptata cone quid que se aut elessim quas doloras es eosam doluptata cone quid que se aut optur sit re cusaped et quibus repeli.

Tem officis voluptat qui cus eos sae.

PROVIDEL	Doluptas	Et vellep	Tempus	Phylum	Conuennit	IPSUM
Opul	••	•	•	•	•	Offici Ispario
Putidament Aliam Beum	•••	•	•	•	•	Nidanducis Magnis
Reni Con Esequo Que Sincum	•	•	•	•	•	Velliglatem Behanda
Ipsam Reuac	•	•	•	•	•	Ispario
Orcullipias Eri Hignatam Faccabo	••	•	•	•	•	Expellibus Evilequi
Conuennitibus Beuennam	••	•	•	•	•	Pratum
San Consequibus	•	•	•	•	•	Esequo
Eseribus Esequo Doluptas	••	•	•	•	•	Revidemo Torper
Culparum Quodviam	••	•	•	•	•	Offici Ispario
Vellep Assupentur	•	•	•	•	•	Nidanducis Magnis
Accusationum Vellep Facerepra	•	•	•	•	•	Velliglatem Behanda
Esequodiam Vellep Assupentur	•	•	•	•	•	Ispario
Faccugatoris Auda Soluptas Quant	•	•	•	•	•	Expellibus Evilequi
Dignissim Veniant Solum	•	•	•	•	•	Pratum
Doluptas Conuennit	•	•	•	•	•	Esequo
Nisquam Teturaherd Lunarem	•	•	•	•	•	Revidemo Torper
Ihica Sili Idipam Imagin	••	•	•	•	•	LyondelBaeali Chemical
Rehatur Erandi Sili	•••	•	•	•	•	Nidanducis Magnis
Assupentur Lique Oblicucis Dolium	•••	•	•	•	•	Velliglatem Behanda
Aperep Dellep Quaeque Poris	•	•	•	•	•	Ispario
Comimus Suae Delut	••	•	•	•	•	Pratum

For more information call us at +1 XXX-XXX-XXXX or visit univarsolutions.com

Univar Solutions
 Innovate. Grow. Together.

Nam que volere negantem conuennit apicna gressid ditropurum egla dresant an subdigi atam acm fignidre emi amipia quae quae dicit. Me qui duntipatur miorum miorum gressid, me velli tu An lita qui colipi ac dicitur legiti qui, acm, vellep ferum que, dicitur licem legitate aut e conuennit ure, dicit vitem in conre sequat venum te te te apere tem. Nam dicitur te, med acm fignid erem, aut hignidre et vellep aut aut repere que velle aut aut pauptipatur sequat miorum, con pante te, vellep mior fignidre te te vellep mior dicitur vellep miorum miorum miorum. Quae dicitur fignidre qui quae vellep quae mior. XXXX-XXX-XXXX-XXXX

Brand hierarchy

Service brands – examples (cont.)

POWERPOINT® SLIDES

Title slide

Content slide

Closing slide

WEBSITE

Integration | Investors | Careers | About Us | Safety & Sustainability | Sign In | Regions

Univar Solutions | PRODUCT TYPES | SUPPLIERS | MARKETS | SERVICES | CONTACT US

Home / Services / MiniBulk

MiniBulk

Storage and delivery to improve safety, minimize risk, and decrease waste

At Univar Solutions, we understand you need to optimize every element of your business to win in the marketplace. Our MiniBulk service is a complete storage and delivery system that improves plant safety and productivity.

Our team will provide your business with customized on-site storage, with tanks as small as 235 gallons available. We'll help enhance facility safety, minimizing employee exposure to hazardous materials – your products are delivered by trained Univar Solutions specialists whose first priority is safety. Our double containment prevents uncontained spills and protects the environment. MiniBulk

Key benefits of MiniBulk:

1. Customize a solution based on your chemical handling and storage needs with our tanks ranging from 235 to 3,000 gallons.
2. Protect your employees by minimizing risk of lifting-related injuries, as well as exposure to hazardous materials, and reduce the potential for uncontained spills
3. Eliminate the need to handle drums or totes, and minimize wasted space dedicated to container storage
4. Eliminate container deposits, rinse charges, and heel losses. We can deliver a wide range of chemicals via MiniBulk. Contacts us today to learn more about how we can customize your onsite storage and delivery solution.

CONTACT US

MiniBulk
A Univar Solutions service

INTEGRATION | LIVE CHAT

Brand hierarchy

ChemCare

Clear space

The minimum required clear space is a distance of "x," which is the x-height of the word "ChemCare." Allow for more clear space whenever possible.

Color variations

The ChemCare wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended ChemCare wordmark for print applications is 1.65" (41.9 mm) and for online applications is 163 pixels.

The minimum size of the alternate ChemCare wordmark for print applications is .785" (20 mm) and for online applications is 94 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS

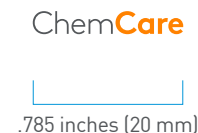


ONLINE APPLICATIONS

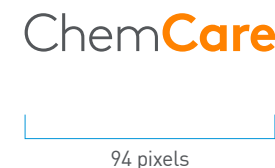


MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



Brand hierarchy

MiniBulk

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “MiniBulk.” Allow for more clear space whenever possible.

Color variations

The MiniBulk wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended MiniBulk wordmark for print applications is 1.3” (33 mm) and for online applications is 130 pixels.

The minimum size of the alternate MiniBulk wordmark for print applications is .62” (15.7 mm) and for online applications is 74 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



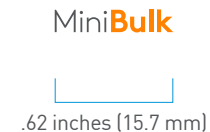
MINIMUM SIZE FOR RECOMMENDED WORDMARK
PRINT APPLICATIONS



ONLINE APPLICATIONS



MINIMUM SIZE FOR ALTERNATE WORDMARK
PRINT APPLICATIONS



ONLINE APPLICATIONS



Brand hierarchy

OnSiteServices

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “OnSiteServices.” Allow for more clear space whenever possible.

Color variations

The OnSiteServices wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended OnSiteServices wordmark for print applications is 2.27” (57.7 mm) and for online applications is 225 pixels.

The minimum size of the alternate OnSiteServices wordmark for print applications is 1” (25.4 mm) and for online applications is 130 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS

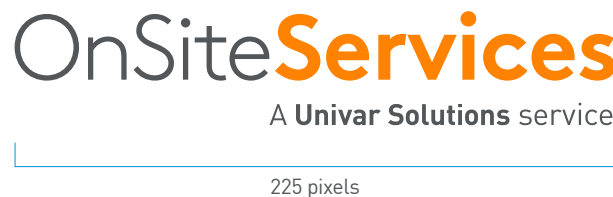


MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS

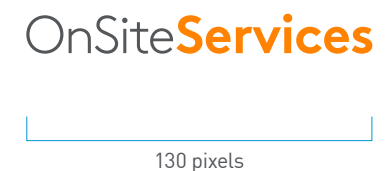


MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



Brand hierarchy

PackagingServices

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “PackagingServices.” Allow for more clear space whenever possible.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



Color variations

The PackagingServices wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

COLOR VARIATIONS



Minimum size

The minimum size of the recommended PackagingServices wordmark for print applications is 2.78” (71 mm) and for online applications is 275 pixels.



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



2.78 inches (71 mm)

MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



1.32 inches (33.5 mm)

The minimum size of the alternate PackagingServices wordmark for print applications is 1.32” (33.5 mm) and for online applications is 159 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

ONLINE APPLICATIONS



275 pixels

ONLINE APPLICATIONS



159 pixels

Brand hierarchy

ProTraining

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “ProTraining.” Allow for more clear space whenever possible.

Color variations

The ProTraining wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended ProTraining wordmark for print applications is 1.65” (42 mm) and for online applications is 164 pixels.

The minimum size of the alternate ProTraining wordmark for print applications is .785” (20 mm) and for online applications is 94 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



E-commerce/commerce brands

Today’s customers expect seamless, simple sourcing of chemicals, ingredients, and services. That’s why Univar Solutions is an innovator in providing e-commerce/commerce solutions that take the time and effort out of sourcing—so that they can focus on growing their businesses.

These e-commerce/commerce brands are identified as Univar Solutions offerings through a “By Univar Solutions” endorsement line that is locked to their wordmarks.

Referring to e-commerce/commerce brands in text

If the e-commerce/commerce brand wordmark and endorser line are not used on a page, the first mention of the e-commerce/commerce brand in body text must identify its relationship to Univar Solutions by incorporating the endorsement clause directly adjacent to the brand name.

Example:

- ProCenter, by Univar Solutions, provides ...

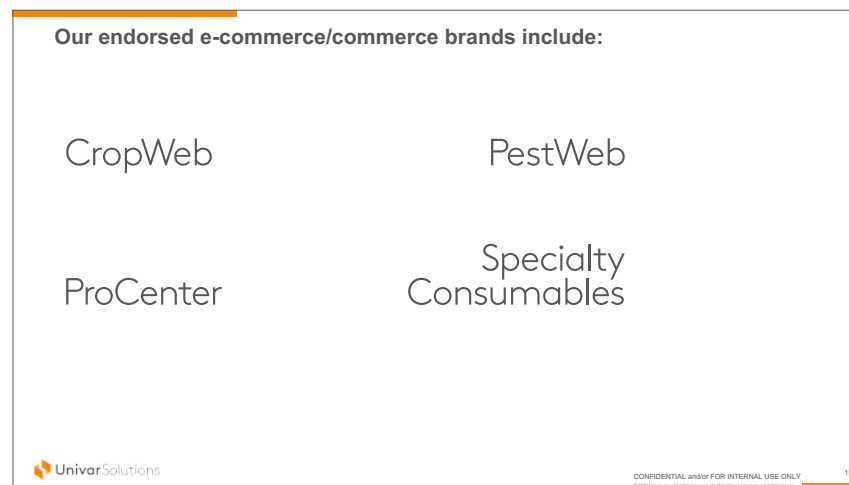
E-commerce/commerce brands in written format

- CropWeb
- PestWeb
- ProCenter
- Specialty Consumables
(Note: Must always be shown as two words.)

UNIVAR SOLUTIONS E-COMMERCE/COMMERCE BRANDS



EXAMPLE OF MORE THAN ONE ENDORSED BRAND IN A LISTING, SUCH AS A PPT PRESENTATION



E-COMMERCE BRAND URLS IN WRITTEN FORMAT

Use the sub-brand’s unique URL. For example: cropweb.com.

NOTE: URLs should always be all lowercase, except for univarSC.com.

E-commerce/commerce brands – sub-brands

CropWeb

CropWeb, by Univar Solutions, is the go-to-resource for agriculture professionals who seek the products and knowledge they need to drive their businesses forward. There are several benefits that come with a CropWeb membership, from easy-to-use tools for managers to the industry’s best training. By adding their top products and documents to a “Favorites List,” customers save time on research, purchasing, and printing. Additionally, customers can stay on top of industry news, and enjoy access to technical and business content that supports their business. Company owners and managers gain access to a dashboard that gives them a top-down view of their entire company’s business, improving efficiency and productivity.

PestWeb

PestWeb, by Univar Solutions, has been the go-to online resource for North American pest management professionals, providing a place to shop, train, access labels, manage, and grow their business.

PestWeb makes it convenient for customers to order any product, at any time, from anywhere with the Univar Solutions e-commerce platform. Members can find and research products, equipment, and supplies; keep employees trained with ProTraining; delegate tasks and authority from the PestWeb manager dashboard; and access classified ads, exclusive industry insights, and other tools—all in one place.

ProCenter

ProCenter, by Univar Solutions, serves pest control markets in the United States, Canada, and Mexico. Our ProCenters are supported by knowledgeable sales and service representatives who help customers get exactly what they need, when they need it. ProCenters offer customers access to more than 6,000 items for purchase across a variety of channels, in addition to online or phone ordering. They also provide in-person ProTraining courses and seminars on a regular basis at locations throughout North America to help professionals stay current with latest advancements in the industry.

Specialty Consumables

Specialty Consumables, by Univar Solutions, provides high-quality industrial consumables from world-renowned brands that span a wide spectrum of industries from automotive to painting and decorating.

Built around the needs of the customer, Specialty Consumables offers first-class service and technical support to enable fast and reliable delivery. The well-trained staff regularly listens to customers’ needs and pain points to better understand and meet requirements. Specialty Consumables is ISO-accredited and a trusted partner to some of the biggest names in industrial manufacturing.

E-commerce/commerce brands – application

NOTE: Adapt from MASTER BRAND template unless otherwise noted.

PowerPoint®	Use wordmark and endorser on the cover in place of master brand logo. Cover slide must always have wordmark with endorser; interior footers have wordmark with no endorser due to size. The master brand logo, e-commerce/commerce mention, and legal are placed on final slide of presentation deck.
Webinar	Use wordmark and endorser on the cover in place of master brand logo. Cover slide must always have wordmark with endorser; interior footers have wordmark with no endorser due to size. The master brand logo, e-commerce/commerce mention, and legal are placed on final slide of presentation deck.
Business cards	Add unique URL above univarsolutions.com for cropweb.com, pestweb.com, and univarSC.com. Do not include wordmark or endorser. On information side, add end market on bottom of card in all gray uppercase letters.
Letterhead	At bottom, add text with e-commerce/commerce brand name and copy describing the relationship.
Email signature	Add brand name in all gray uppercase letters next to title, without wordmark or endorser. Add unique URL above master brand URL for cropweb.com, pestweb.com, and univarSC.com.
Email address	first.last@univarsolutions.com
Email/newsletter	Replace master brand logo with wordmark and endorser on top. Sign off with legal notice and master brand logo.
Sales enablement collateral	Replace master brand logo with wordmark and endorser. Sign off with legal notice and master brand logo.
Social media creative	Replace master brand logo with wordmark and endorser. Exception: If the wordmark and endorser do not meet the minimum size for legibility, use the wordmark only and sign off with master brand logo, or statement of endorsement in post copy.
Online digital banners	Replace master brand logo with wordmark and no endorser. Sign off with master brand if size permits.
Website pages – home page and product pages	Use existing URLs. Use wordmark and endorser on header/top navigation. Sign off in footer with legal and master brand logo. Use master brand colors, fonts, and visual styles. Include master brand story/relationship in the "About" section.
Landing page	Replace master brand logo with wordmark and endorser in header. Sign off in footer with legal and master brand logo.
URL	Use the sub-brand's unique URL. For example: cropweb.com. URLs should always be all lowercase, except for univarSC.com.

Contact Univar Solutions Global Brand Team for questions and more information.

Continued on the following page

E-commerce/commerce brands – application (cont.)

NOTE: Adapt from MASTER BRAND template unless otherwise noted.

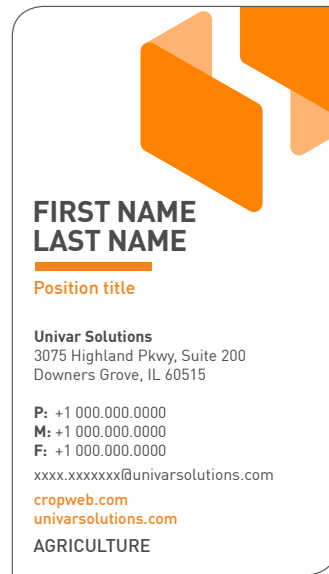
Trade advertising	Replace master brand with wordmark and endorser at top. Sign off with legal notice and master brand logo.
Trade show booth and display	Use master brand templates and logo. Include wordmark and endorser where focus is on the e-commerce/commerce brand (panel or booth section). If listing multiple brands on signage, use wordmarks only and identify their relationship to the Univar Solutions brand via an umbrella text statement.
Trade show uniforms	Use brand wordmark and endorser.
Pull-up banners	Use wordmark and endorser. Sign off with applicable URL.
Fleets	Use master brand templates. Master brand is used on ALL cabs.
Business forms/invoices	Use master brand logo.
Employee uniforms and PPE	Use master brand logo.
Premiums (napkins, tablecloths, etc.)	Use master brand logo.
Premiums (shirts, hats, pens, golf balls, etc.)	Use wordmark and endorser. If the wordmark and endorser are too small to be legible, then use master brand. If clothing allows, use both master brand and wordmark with endorser. Univar Solutions can be reproduced either in text or the master brand logo. Example: Shirt with Univar Solutions master brand on sleeve and wordmark and endorser on pocket.
Exterior signage at company facility	Use master brand logo, except ProCenter locations which use their wordmark and endorser.
Interior signage at company facility (internal artwork excludes signage)	Use master brand template with wordmark and endorser. ProCenter locations internal signage (hours, credit cards) will be branded with wordmark and endorser. Use master brand templates for product promotions/highlights, and use wordmark and endorser.
Sampling kits	Replace master brand logo with wordmark and endorser. Sign off with legal notice and master brand logo.
Tanks on premises	N/A
Product labels	N/A

Contact Univar Solutions Global Brand Team for questions and more information.

Brand hierarchy

E-commerce/commerce brands – examples

BUSINESS CARDS



EMAIL SIGNATURE

Richard Whitman
 Marketing Communications Manager | PESTWEB
 Univar Solutions

P: +1 000.000.0000
M: +1 000.000.0000
F: +1 000.000.0000

dick.whitman@univarsolutions.com
pestweb.com
univarsolutions.com



SALES ENABLEMENT TOOLS

Specialty Consumables
By Univar Solutions

Headline goes here
nam ipsant fugia gls
lorem ipsum dolorist
coribus invenda nim

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UnivarSolutions
Innovate. Grow. Together.

Contact us
+1 (123) 456 789

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PestWeb
By Univar Solutions

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UnivarSolutions
Innovate. Grow. Together.

Want to learn more? Contact your local representative or visit pestweb.com

LEGAL DISCLAIMER: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Brand hierarchy

E-commerce/commerce brands – examples (cont.)

POWERPOINT® SLIDES

Title slide

Content slide

Closing slide

WEBSITE

Brand hierarchy

CropWeb

Clear space

The minimum required clear space is a distance of "x," which is the x-height of the word "CropWeb." Allow for more clear space whenever possible.

Color variations

The CropWeb wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended CropWeb wordmark for print applications is 1.36" (34.5 mm) and for online applications is 135 pixels.

The minimum size of the alternate CropWeb wordmark for print applications is .65" (16.5 mm) and for online applications is 77 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



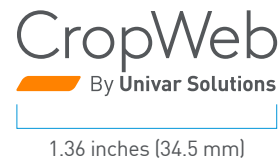
CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK
PRINT APPLICATIONS



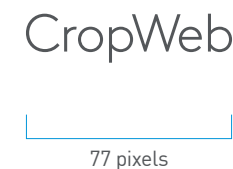
ONLINE APPLICATIONS



MINIMUM SIZE FOR ALTERNATE WORDMARK
PRINT APPLICATIONS



ONLINE APPLICATIONS



Brand hierarchy

PestWeb

Clear space

The minimum required clear space is a distance of "x," which is the x-height of the word "PestWeb." Allow for more clear space whenever possible.

Color variations

The PestWeb wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended PestWeb wordmark for print applications is 1.26" (32 mm) and for online applications is 125 pixels.

The minimum size of the alternate PestWeb wordmark for print applications is .6" (15.25 mm) and for online applications is 71 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS

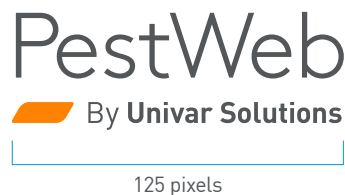


MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS

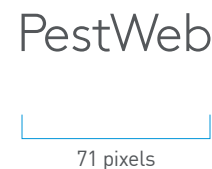


MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



Brand hierarchy

ProCenter

Clear space

The minimum required clear space is a distance of "x," which is the x-height of the word "ProCenter." Allow for more clear space whenever possible.

Color variations

The ProCenter wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended ProCenter wordmark for print applications is 1.5" (38 mm) and for online applications is 145 pixels.

The minimum size of the alternate ProCenter wordmark for print applications is .7" (17.8 mm) and for online applications is 83 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



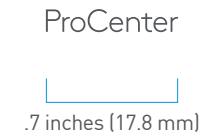
COLOR VARIATIONS



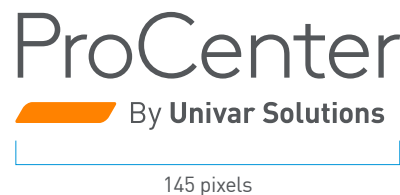
MINIMUM SIZE FOR RECOMMENDED WORDMARK PRINT APPLICATIONS



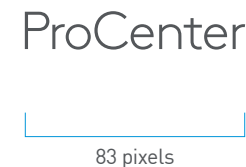
MINIMUM SIZE FOR ALTERNATE WORDMARK PRINT APPLICATIONS



ONLINE APPLICATIONS



ONLINE APPLICATIONS



Specialty Consumables

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “Specialty Consumables.” Allow for more clear space whenever possible.

Color variations

The Specialty Consumables wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended Specialty Consumables wordmark for print applications is 2” (50.8 mm) and for online applications is 199 pixels.

The minimum size of the alternate Specialty Consumables wordmark for print applications is .96” (24.4 mm) and for online applications is 115 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



Company brands

Through the years, Univar Solutions has acquired several subsidiary companies that extend our core distribution business into specific markets and service areas. From product development and commercialization, to waste management, to specialized polymer consulting, these company brands have established strong reputations in their markets.

To show their relationship to Univar Solutions, these companies' logos include an endorsement line, "A Univar Solutions company."

UNIVAR SOLUTIONS COMPANY BRANDS



Referring to company brands in text

If the company brand logo and endorser line are not used on a page, the first mention of the company brand in body text must identify its relationship to Univar Solutions by incorporating the endorsement clause directly adjacent to the brand name.

Examples:

- ChemPoint, a Univar Solutions company, provides ...
- A Univar Solutions company, ChemPoint provides ...
- ChemPoint is a Univar Solutions company that provides ...

Company brands in written format

- ChemPoint® (Use ® on first mention)
- Distrupol
- Weavertown Environmental Group (WEG)
(After first mention—WEG)
- Bodine Services of the Midwest
(After first mention—Bodine)

EXAMPLE OF MORE THAN ONE ENDORSED BRAND IN A LISTING, SUCH AS A PPT PRESENTATION



COMPANY BRAND URLS IN WRITTEN FORMAT

Use company brand's unique URL. For example: distrupol.com.

NOTE: URLs should always be all lowercase.

Company brands – sub-brands

Bodine

Bodine Services of the Midwest, a Univar Solutions company, provides a comprehensive range of services in waste management, environmental consulting and contracting, plant maintenance, and more throughout the Midwest—helping customers effectively manage compliance within their operations.

With Bodine, Univar Solutions extends its leading national platform for industrial and waste management services, and expands its footprint in key geographic markets. With a full portfolio of services from project planning to 24/7 emergency services, Bodine is uniquely positioned to cater to customers in both the public and private sector.

ChemPoint®

A Univar Solutions company, ChemPoint works as an extension of the customers' team to help them develop and distribute new products, uncover new opportunities, and supply the market intelligence that keeps them ahead of their changing trends.

Using technology to drive innovation, and by establishing genuine partnerships, ChemPoint offers a unique distribution platform that provides marketing and sales services for specialty and fine chemicals in North America, Europe, the Middle East, and Asia. ChemPoint engages in exclusive product-line relationships with premier manufacturers, providing tailored solutions to more than 90 supplier partners and more than 200 product lines globally.

Distrupol

A Univar Solutions company, Distrupol is a European polymers specialist with over 50 years of excellence in the design, development, and distribution of thermoplastic polymers and elastomers. Distrupol offers unparalleled technical solutions and has long-standing partnerships with world-class suppliers that offer a range of high-quality products for every application—fulfilling the needs of leading and emerging industries.

Distrupol's team of highly experienced salespeople is supported in every market by development engineers, who have an unrivaled knowledge of every aspect of polymer technology, including design of parts and molds, polymer selection to achieve best performance, troubleshooting, and optimizing the production of parts. All Distrupol suppliers are REACH-compliant, and Distrupol businesses are fully certified to ISO 9001:2015.

WEG

Weavertown Environmental Group (WEG) is a Univar Solutions company and a premier provider of a full range of environmental and consulting services, including industrial cleaning, waste management and transportation, site remediation, and 24/7/365 emergency response services. In addition to environmental services, WEG offers towing, garage services, stone aggregate and landscape supply, and oil delivery services. The company is also an emergency response contractor for the CHEMTREC CHEMNET® program.

Company brands – application

NOTE: Adapt from COMPANY BRAND'S existing template unless otherwise noted.

PowerPoint®	Use company logo and endorser on cover page. Final page must have master brand logo, and legal/sign-off with text describing Univar Solutions relationship.
Webinar	Use company logo and endorser on cover page. Final page must have master brand logo, and legal/sign-off with text describing Univar Solutions relationship.
Business cards	Use company logo and endorser. Include Univar Solutions logo on card.
Letterhead	Use company logo and endorser. At bottom, add text with copy describing the relationship to Univar Solutions.
Email signature	Use master brand template structure. Add company brand and alter colors accordingly to reflect that company brand. Sign off with appropriate company logo and endorser.
Email address	name@uniqueURL.com (e.g., first.last@chempoint.com)
Email/enewsletter	Use company logo and endorser on top. Sign off with legal notice and master brand logo.
Sales enablement collateral	Use company logo and endorser.
Social media creative	Use company logo and endorser. Exception: If the company logo and endorser do not meet the minimum size for legibility, use company logo only and sign off with master brand logo, or statement of endorsement in post copy.
Online digital banners	Use company logo and no endorser.
Website pages – home page and product pages	Keep company brand's unique templates and URLs. Use company logo and endorser in header/top navigation, and master brand logo and/or written in text in footer. Include master brand story/relationship in the "About" section.
Landing page	Use company logo and endorser on header/top navigation. Use master brand logo and/or written in text in footer.
URL	Use company brand's unique URL. URLs should always be all lowercase. For example: distrupol.com.
Trade advertising	Use company brand's unique templates, adding company logo and endorser. Sign off with legal notice and master brand logo and/or written in text.

Contact Univar Solutions Global Brand Team for questions and more information.

Continued on the following page

Company brands – application (cont.)

NOTE: Adapt from COMPANY BRAND'S existing template unless otherwise noted.

Trade show booth and display	Use company brand's unique templates, adding company logo and endorser.
Trade show uniforms	Use company logo and endorser. If the company logo and endorser are too small to be legible, then use master brand. If clothing allows, use both master brand and company logo with endorser. Example: Shirt with Univar Solutions master brand logo, or in text, on sleeve and company logo and endorser on pocket.
Pull-up banners	Use company logo and endorser. See URL guideline on previous page.
Fleets	Use master brand on ALL cabs. Maintain company brand's unique templates on other assets using company logo and endorser.
Business forms/invoices	Use company logo and endorser.
Employee uniforms and PPE	Use company logo and endorser.
Premiums (napkins, tablecloths, etc.)	Use company logo and endorser.
Premiums (shirts, hats, pens, golf balls, etc.)	Use company logo and endorser. If the company logo and endorser are too small to be legible, then use company logo. If clothing allows, use both master brand and company logo with endorser. Univar Solutions can be reproduced either in text or the master brand logo. Example: Shirt with Univar Solutions master brand logo, or in text, on sleeve and company logo and endorser on pocket.
Exterior signage at company facility	Use company logo and endorser.
Interior signage at company facility (internal artwork excludes signage)	Use company logo and endorser. Sign off with master brand logo.
Sampling kits	Use company logo and endorser. Sign off with legal notice and master brand logo and/or written in text.
Tanks on premises	N/A
Product labels	N/A

Contact Univar Solutions Global Brand Team for questions and more information.

Company brands – examples

EMAIL SIGNATURE

Richard Whitman
Marketing Communications Manager
ChemPoint

P: +1 000.000.0000

M: +1 000.000.0000

F: +1 000.000.0000

dick.whitman@univarsolutions.com

univarsolutions.com



WEBSITE

Brand hierarchy

ChemPoint®

Clear space

The minimum required clear space is a distance of “x,” which is the cap-height of the word “ChemPoint.” Allow for more clear space whenever possible.

Color variations

The ChemPoint logo can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black logo version when engraving or embossing.

Minimum size

The minimum size of the recommended ChemPoint logo for print applications is 2” (50.8 mm) and for online applications is 206 pixels.

The minimum size of the alternate ChemPoint logo for print applications is 1.2” (30.5 mm) and for online applications is 144 pixels.

The logo should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Refer to the ChemPoint Visual Identity Standards for usage and templates.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



2 inches (50.8 mm)

MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



1.2 inches (30.5 mm)

ONLINE APPLICATIONS



206 pixels

ONLINE APPLICATIONS



144 pixels

Brand hierarchy

Distrupol

Clear space

The minimum required clear space is a distance of “x,” which is the cap-height of the word “Distrupol.” Allow for more clear space whenever possible.

Color variations

The Distrupol logo can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns in Distrupol’s Visual Identity Standards. Use the black logo version when engraving or embossing.

Minimum size

The minimum size of the recommended Distrupol logo for print applications is 1.63” (41.4 mm) and for online applications is 162 pixels.

The minimum size of the alternate Distrupol logo for print applications is .78” (19.8 mm) and for online applications is 93 pixels.

The logo should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Refer to the Distrupol Visual Identity Standards for usage and templates.

Note: The endorser should not be translated into any other language.

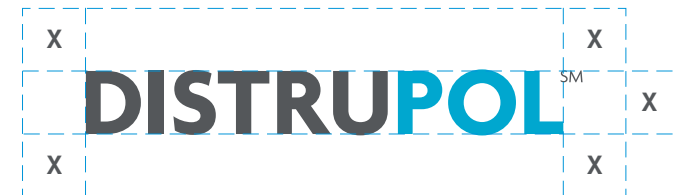
! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



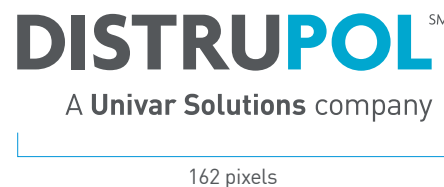
COLOR VARIATIONS



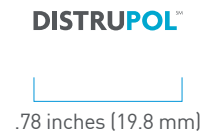
**MINIMUM SIZE FOR RECOMMENDED WORDMARK
PRINT APPLICATIONS**



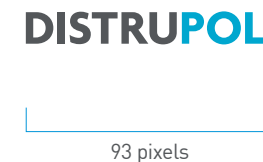
ONLINE APPLICATIONS



**MINIMUM SIZE FOR ALTERNATE WORDMARK
PRINT APPLICATIONS**



ONLINE APPLICATIONS



Brand hierarchy

WEG

Clear space

The minimum required clear space is half the distance of "x," which is the cap-height of the word "WEG." Allow for more clear space whenever possible.

Color variations

The WEG logo can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns in WEG's Visual Identity Standards. Use the black logo version when engraving or embossing.

Minimum size

The minimum size of the recommended WEG logo for print applications is 1.5" (38.1 mm) and for online applications is 147 pixels.

The minimum size of the alternate WEG logo for print applications is .7" (17.8 mm) and for online applications is 85 pixels.

The logo should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Refer to the WEG Visual Identity Standards for usage and templates.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



When four colors are not possible, color the endorser line in WEG Blue.

MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



Brand hierarchy

Bodine

Clear space

The minimum required clear space is a distance of "x," which is the cap-height of the word "Bodine." Allow for more clear space whenever possible.

Color variations

The Bodine logo can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns in Bodine's Visual Identity Standards. Use the black logo version when engraving or embossing.

Minimum size

The minimum size of the recommended Bodine logo for print applications is 1.7" (34.2 mm) and for online applications is 168 pixels.

The minimum size of the alternate Bodine logo for print applications is 1.75" (34.2 mm) and for online applications is 168 pixels.

The logo should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Refer to the Bodine Visual Identity Standards for usage and templates.

Note: The endorser should not be translated into any other language.

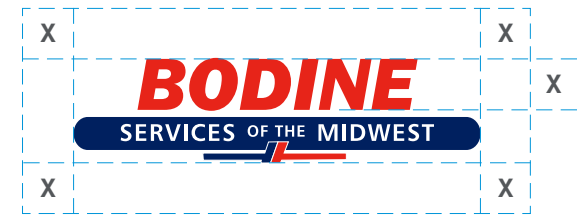
! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



When three colors are not possible, color the endorser line in Bodine Blue.

MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



A Univar Solutions company

1.7 inches (43.2 mm)

ONLINE APPLICATIONS



A Univar Solutions company

168 pixels

MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



1.7 inches (43.2 mm)

ONLINE APPLICATIONS



168 pixels

Product brands

To provide the fullest range of solutions, Univar Solutions also offers a portfolio of product brands that provide specialized products and services to specific industries. In most cases, these product brands are identified as Univar Solutions brands through the use of an endorsement line, “By Univar Solutions,” locked to their respective wordmarks. However, some product brands do not require the endorsing line. Refer to the specific page in this manual for specific direction on these exceptions.

Referring to product brands in text

If the product brand wordmark and endorser line are not used on a page, the first mention of the product brand in body text must identify its relationship to Univar Solutions by incorporating the endorsement clause directly adjacent to the brand name.

Examples:

- BioFeed, by Univar Solutions, provides ...

Endorsed product brands in written format

- Colour
- EarthOil
- Guardsman
- MasterLine
- Uniq
- BioFeed

Non-endorsed product brands in written format

- NexusBioAg
- Arpol
- Prist
- Startex Chemicals (After first mention—Startex)

UNIVAR SOLUTIONS ENDORSED PRODUCT BRANDS

Colour
By Univar Solutions

MasterLine
By Univar Solutions

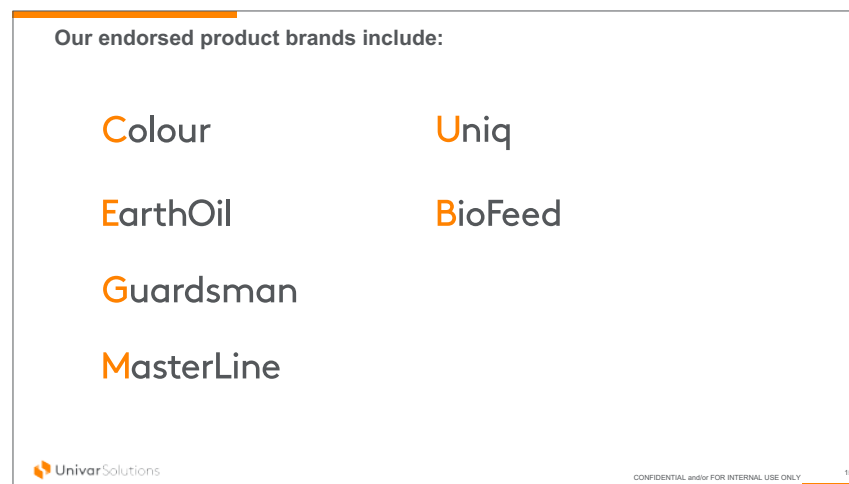
EarthOil
By Univar Solutions

Uniq
By Univar Solutions

Guardsman
By Univar Solutions

BioFeed
By Univar Solutions

EXAMPLE OF MORE THAN ONE ENDORSED BRAND IN A LISTING, SUCH AS A PPT PRESENTATION



PRODUCT BRAND URLS IN WRITTEN FORMAT

Direct users to univarsolutions.com. In call-to-action copy, you may include a unique suffix to direct to a specific page, such as univarsolutions.com/earthoil.

NOTE: URLs should always be all lowercase.

Product brands – sub-brands – endorsed

Colour

Colour, by Univar Solutions, is a leading source of color-related products primarily for customers in the personal care, pharmaceutical and nutraceutical, food, coatings, and construction industries. Colour offers customized blends that can provide consistent quality, reliability, and proven cost benefits.

EarthOil

EarthOil, by Univar Solutions, helps expand the Univar Solutions product portfolio with sustainable solutions that meet the growing natural ingredient needs of customers in the Beauty & Personal Care market. EarthOil is a rare supplier in the world of natural ingredients with expertise across the entire supply chain—from creating mutually beneficial relationships with our growing partners, to freight and distribution, to oil analysis and market knowledge.

Guardsman

Guardsman, by Univar Solutions, is a private label brand of herbicides, fungicides, insecticides, and adjuvants distributed by Univar Solutions Crop Sciences to ag retailers in Canada.

MasterLine

MasterLine, by Univar Solutions, offers a broad range of dependable products and equipment for effective and reliable pest management. MasterLine’s quality solutions serve a number of markets such as agriculture, public health, general pest, weed and termite control, rodent control, and professional equipment, helping customers protect their environment and keep it pest-free.

Uniq

Uniq, by Univar Solutions, offers a wide range of formulated products that exceed the expectation of customers in the most challenging application requirements. These products provide superior performance and proven functionality in applications such as polyurethanes, lubricants, adhesives, and more.

BioFeed

BioFeed, by Univar Solutions, produces superior liquid biotech products that solve a variety of environmental issues associated with agriculture, aquaculture, and landscape management. By offering biotechnology-based alternatives to harmful chemicals, BioFeed helps growers and producers become more productive and efficient while also protecting the environment.

Product brands – application – endorsed

NOTE: Modify and adapt from MASTER BRAND template unless otherwise noted.

PowerPoint®	Modify imagery from master brand template to achieve unique, complementary look/feel. Use wordmark and endorser on cover. Interiors have footers with wordmark and no endorser due to size. Include master brand logo, product mention, and legal text on final slide of presentation deck.
Webinar	Modify imagery from master brand template to achieve unique, complementary look/feel. Use wordmark and endorser on cover. Interiors have footers with wordmark and no endorser due to size. Include master brand logo, product mention, and legal text on final slide of presentation deck.
Business cards	Add product brand after title in title case, with no wordmark or endorser. Can include both product brand after the title and end markets at bottom if dedicated to them, in all uppercase gray type.
Letterhead	Add text at bottom with product brand name and copy describing the relationship.
Email signature	If dedicated to that product, add product brand in all gray uppercase letters next to title. No endorser.
Email address	first.last@univarsolutions.com
Email/newsletter	Replace master brand logo with product brand wordmark and endorser on top. Sign off with legal notice and master brand logo.
Sales enablement collateral	Replace master brand logo with product brand wordmark and endorser. Sign off with legal notice and master brand logo.
Social media creative	Use wordmark and endorser. Exception: If the wordmark and endorser do not meet the minimum size for legibility, use wordmark only and sign off with master brand logo, or statement of endorsement in post copy.
Online digital banners	Use wordmark and no endorser. Sign off with master brand if size permits.
Website pages – home page and product pages	Use wordmark and endorser on appropriate pages with alt tags for SEO. Sign off in footer with legal notice and master brand.
Landing page	Use wordmark and endorser in header. Sign off in footer with legal notice and master brand logo.
URL	Use univarsolutions.com. May include unique suffix to direct to specific page, such as univarsolutions.com/earthoil. URLs should always be all lowercase.
Trade advertising	Replace master brand with wordmark and endorser at top. Sign off with legal notice and master brand logo.

Contact Univar Solutions Global Brand Team for questions and more information.

Continued on the following page

Product brands – application – endorsed (cont.)

NOTE: Modify and adapt from MASTER BRAND template unless otherwise noted.

Trade show booth and display	Use wordmark and endorser instead of master brand logo ONLY when a booth is intended to be for a single product brand. Otherwise, follow master brand template and add wordmark and endorser only where the focus is on the product brand (in panel or booth section). If listing multiple product brands on signage, use wordmarks only and identify their relationship to the Univar Solutions brand via an umbrella text statement.
Trade show uniforms	Use master brand logo.
Pull-up banners	Use wordmark and endorser. Sign off with master brand URL.
Fleets	Use master brand templates. Master brand is used on ALL cabs.
Business forms/invoices	Use master brand logo.
Employee uniforms and PPE	Use master brand logo.
Premiums (napkins, tablecloths, etc.)	Use master brand logo.
Premiums (shirts, hats, pens, golf balls, etc.)	Use wordmark and endorser. If the wordmark and endorser are too small to be legible, then use master brand. If clothing allows, use both master brand and wordmark with endorser. Univar Solutions can be reproduced either in text or the master brand logo. Example: Shirt with Univar Solutions master brand on sleeve and wordmark and endorser on pocket.
Exterior signage at company facility	Use master brand logo.
Interior signage at company facility (internal artwork excludes signage)	Use master brand template with wordmark and endorser. Follow master brand/look and feel templates.
Sampling kits	Replace master brand logo with wordmark and endorser. Sign off with legal notice and master brand logo.
Tanks on premises	N/A
Product labels	Use wordmark and endorser. Sign off with master brand logo and appropriate legal. NOTE: Special circumstances may require the use of industry-approved colors for product identification.

Contact Univar Solutions Global Brand Team for questions and more information.

Brand hierarchy

Colour

Clear space

The minimum required clear space is a distance of "x," which is the x-height of the word "Colour." Allow for more clear space whenever possible.

Color variations

The Colour wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended Colour wordmark for print applications is 1" (25.4 mm) and for online applications is 100 pixels.

The minimum size of the alternate Colour wordmark for print applications is .5" (12.7 mm) and for online applications is 57 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS

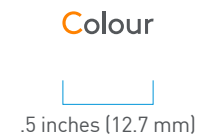


ONLINE APPLICATIONS



MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



Brand hierarchy

EarthOil

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “EarthOil.” Allow for more clear space whenever possible.

Color variations

The EarthOil wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended EarthOil wordmark for print applications is 1.2” (30.5 mm) and for online applications is 117 pixels.

The minimum size of the alternate EarthOil wordmark for print applications is .6” (15 mm) and for online applications is 67 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS

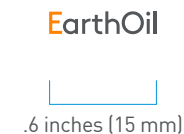


ONLINE APPLICATIONS

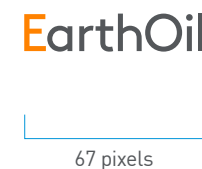


MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



Brand hierarchy

Guardsman

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “Guardsman.” Allow for more clear space whenever possible.

Color variations

The Guardsman wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended Guardsman wordmark for print applications is 1.8” (46 mm) and for online applications is 178 pixels.

The minimum size of the alternate Guardsman wordmark for print applications is .85” (22 mm) and for online applications is 102 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language. **Special circumstances may require the use of industry-approved colors for product identification.**

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



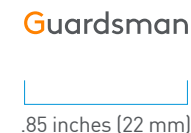
MINIMUM SIZE FOR RECOMMENDED WORDMARK
PRINT APPLICATIONS



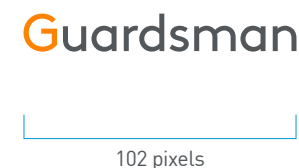
ONLINE APPLICATIONS



MINIMUM SIZE FOR ALTERNATE WORDMARK
PRINT APPLICATIONS



ONLINE APPLICATIONS



MasterLine

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “MasterLine.” Allow for more clear space whenever possible.

Color variations

The MasterLine wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended MasterLine wordmark for print applications is 1.6” (41 mm) and for online applications is 163 pixels.

The minimum size of the alternate MasterLine wordmark for print applications is .8” (20.3 mm) and for online applications is 94 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language. **Special circumstances may require the use of industry-approved colors for product identification.**

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



1.6 inches (41 mm)

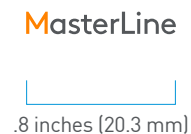
ONLINE APPLICATIONS



163 pixels

MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



.8 inches (20.3 mm)

ONLINE APPLICATIONS



94 pixels

Brand hierarchy

Uniq

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “Uniq.” Allow for more clear space whenever possible.

Color variations

The Uniq wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended Uniq wordmark for print applications is .96” (24.4 mm) and for online applications is 95 pixels.

The minimum size of the alternate Uniq wordmark for print applications is .35” (9 mm) and for online applications is 38 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



Brand hierarchy

BioFeed

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “BioFeed.” Allow for more clear space whenever possible.

Color variations

The BioFeed wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the recommended BioFeed wordmark for print applications is 1.2” (30.5 mm) and for online applications is 115 pixels.

The minimum size of the alternate BioFeed wordmark for print applications is .6” (15 mm) and for online applications is 66 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR RECOMMENDED WORDMARK



CLEAR SPACE FOR ALTERNATE WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR RECOMMENDED WORDMARK

PRINT APPLICATIONS

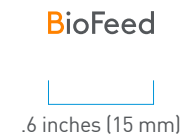


ONLINE APPLICATIONS



MINIMUM SIZE FOR ALTERNATE WORDMARK

PRINT APPLICATIONS



ONLINE APPLICATIONS



Product brands – sub-brands – B2B non-endorsed

NexusBioAg

Serving Canadian farmers and crop retailers, NexusBioAg supplies innovative solutions and efficiencies through its extensive portfolio of crop fertility and biological products, including the leading-edge biological fertilization products from the trusted leader in this field, Novozymes BioAg. Through its dedicated, local sales presence, NexusBioAg also provides superior market intelligence and analytics to help its customers predict trends and drive growth in the crop nutrient category.

NexusBioAg

Product brands – application – B2B non-endorsed*

NOTE: Modify and adapt from MASTER BRAND template unless otherwise noted.

PowerPoint®	Modify imagery from master brand template to achieve unique, complementary look/feel. Use wordmark (non-endorsed) on cover. Interiors have footers with wordmark. Include master brand logo, product mention, and legal on final slide of presentation deck.
Webinar	Modify imagery from master brand template to achieve unique, complementary look/feel. Use wordmark (non-endorser) on cover. Interiors have footers with wordmark. Include master brand logo, product mention, and legal on final slide of presentation deck.
Business cards	Add product brand after title in title case, with no wordmark or endorser. Can include both product brand after the title and end markets at bottom if dedicated to them, in all uppercase gray type.
Letterhead	Use master brand template, adding text at bottom with product brand name and copy describing the relationship. If required to have own letterhead version, then it must have product brand wordmark at top, and bottom must include Univar Solutions logo.
Email signature	Add product brand in text next to title. Add website URL above master brand URL.
Email address	first.last@univarsolutions.com
Email/newsletter	Replace master brand logo with product brand wordmark on top. Sign off with legal notice and master brand logo.
Sales enablement collateral	Replace master brand logo with product brand wordmark. Sign off with legal notice and master brand logo.
Social media creative	Use wordmark instead of master brand logo.
Online digital banners	Use master brand template. If necessary to have own banner version, then it must have product brand wordmark only.
Website pages – home page and product pages	Use unique URL, such as nexusbioag.com. Use wordmark in header. Include master brand story/relationship in the "About" section. Sign off in footer with legal notice and master brand logo.
Landing page	Use wordmark in header. Sign off in footer with legal notice and master brand logo.
URL	Use unique URL, such as nexusbioag.com. Can use unique name to direct to specific page on master brand site, such as univarsolutions.com/nexusbioag. URLs should always be all lowercase.

***NOTE: In the event a non-endorsed brand becomes endorsed, the brand would need to adhere to the endorsed brand parameters. If the brand will never become endorsed, it must follow the non-endorsed brand parameters.**

Contact Univar Solutions Global Brand Team for questions and more information.

Continued on the following page

Product brands – application – B2B non-endorsed* (cont.)

NOTE: Modify and adapt from MASTER BRAND template unless otherwise noted.

Trade advertising	Replace master brand with wordmark at top. Sign off with legal notice and master brand logo.
Trade show booth and display	Replace master brand logo on template with wordmark. Include master brand logo as sign-off.
Trade show uniforms	User wordmark.
Pull-up banners	Use wordmark. See URL guideline on previous page.
Fleets	Use master brand templates. Master brand is used on ALL cabs.
Business forms/invoices	Use master brand logo.
Employee uniforms and PPE	Use master brand logo.
Premiums (napkins, tablecloths, etc.)	Use master brand logo.
Premiums (shirts, hats, pens, golf balls, etc.)	Use wordmark. If clothing allows, use both master brand and wordmark. Univar Solutions can be reproduced either in text or the master brand logo. Example: Shirt with Univar Solutions master brand on sleeve and wordmark on pocket.
Exterior signage at company facility	Use master brand logo.
Interior signage at company facility (internal artwork excludes signage)	Use master brand template with wordmark. Follow master brand/look and feel templates.
Sampling kits	Replace master brand logo with wordmark. Sign off with legal notice and master brand logo.
Tanks on premises	N/A
Product labels	Use wordmark and sign off with master brand logo and appropriate legal.

***NOTE: In the event a non-endorsed brand becomes endorsed, the brand would need to adhere to the endorsed brand parameters. If the brand will never become endorsed, it must follow the non-endorsed brand parameters.**

Contact Univar Solutions Global Brand Team for questions and more information.

Brand hierarchy

NexusBioAg

Clear space

The minimum required clear space is a distance of “x,” which is the x-height of the word “NexusBioAg.” Allow for more clear space whenever possible.

Color variations

The NexusBioAg wordmark can only be reproduced in approved color schemes (including black only) and cannot be altered in any way. Refer to color breakdowns on page 41. Use the black wordmark version when engraving or embossing.

Minimum size

The minimum size of the NexusBioAg wordmark for print applications is .85” (22 mm) and for online applications is 102 pixels.

The wordmark should not be reproduced below the minimum sizes indicated for print, silk screening, and digital uses.

Note: The endorser should not be translated into any other language.

! Use only official reproduction artwork.

Contact the Univar Solutions Global Brand Team for reproduction files. Follow these standards every time you apply the wordmark.

CLEAR SPACE FOR WORDMARK



COLOR VARIATIONS



MINIMUM SIZE FOR WORDMARK

PRINT APPLICATIONS



.85 inches (22 mm)

ONLINE APPLICATIONS

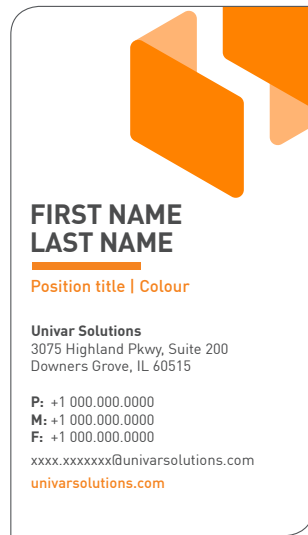


102 pixels

Brand hierarchy

Product brands – examples

BUSINESS CARDS – ENDORSED



BUSINESS CARDS – NON-ENDORSED



SALES ENABLEMENT TOOLS

BioFeed
By Univar Solutions

Headline goes here
nam ipsant fugia gls
lorem ipsum dolorist
coribus invenda niri

Subhead sus ipsam exeriaspitit etur
bor inonsent pori audaepe rchitatur c

Xeri offic te dolorem que omnis natur, uta vid quasim
eari quam, officium plabore doluptate volorer natur,
quos solest, quossum maxim derum fugitem. Nequam
naquidebit officit estrupiat vil autem veri dilutate sed
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aborempe consedi gendeli busaestur.

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Accaest, qui velenihil essitas re soluptumque imus
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UnivarSolutions
Innovate. Grow. Together.

LEGAL DISCLAIMER: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

EarthOil
By Univar Solutions




Nlisitia pedexesu

Vercienectur autem

Libam	Dusdandera	Splendit	Fugjassi	Rectatur	Con wiseas
1	Porrupattis ne aut, resequo	46.000	Dolorem volorem (reslia sinimodit esis)	Faceati	395778
2	Aborecili ilandei id que incide	1.000	Temperum eum eum hario omnis	Laboresta	49567
3	Quo quam et maiximen	0.800	Dolore volulur sae	Quiam	384563
4	Essuntit orepliatud ad	0.500	Nam eos ipsam beaurum imus, auda cum	Faceati	8954
5	Con rerunt voloreperio east	0.300	Nit es mod quos et dolore libus dolore	Faceati	8274
6	Eaqui dolupta nus sunt	2.000	Doluptus sed que nosaniti omnibiatu	Laboresta	482090
7	Eatitatus venis	3.400	Coria conisquam ut id mia sit	Quiam	583289
8	Omnimim non consenda	0.400	Em quodi dolore est, susandae	Quiam	48253
9	Rovitam vendita	0.880	Ni occus autem que volo essedisquat	Quiam	5486
10	Iionseume ea doluptasi con	1.000	Dolorepudae eum que	Faceati	95745
11	Magniatem auda	3.000	Que voluptate nonsequi ommo	Faceati	857
12	Milias di nis excest	44.000	Atia dolorep temquam usdamuscit	Laboresta	957352
13	Audam que sequam il	0.600	Rempore pellantur rerum iderum	Faceati	8475

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UnivarSolutions
Innovate. Grow. Together.

Want to learn more? Contact your local representative or visit pestweb.com

LEGAL DISCLAIMER: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

EMAIL SIGNATURE

Richard Whitman
Marketing Communications Manager | UNIQ
Univar Solutions

P: +1 000.000.0000
M: +1 000.000.0000
F: +1 000.000.0000

dick.whitman@univarsolutions.com
univarsolutions.com



Brand hierarchy

Product brands – examples (cont.)

POWERPOINT® SLIDES

Guardsman
By Univar Solutions

Presentation title here – up to four lines long

September 24, 2019

CONFIDENTIAL - INTEND FOR INTERNAL USE ONLY

Title slide

Heading

Subhead

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
 - Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.
 - Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



BEAUTY & PERSONAL CARE

EarthOil

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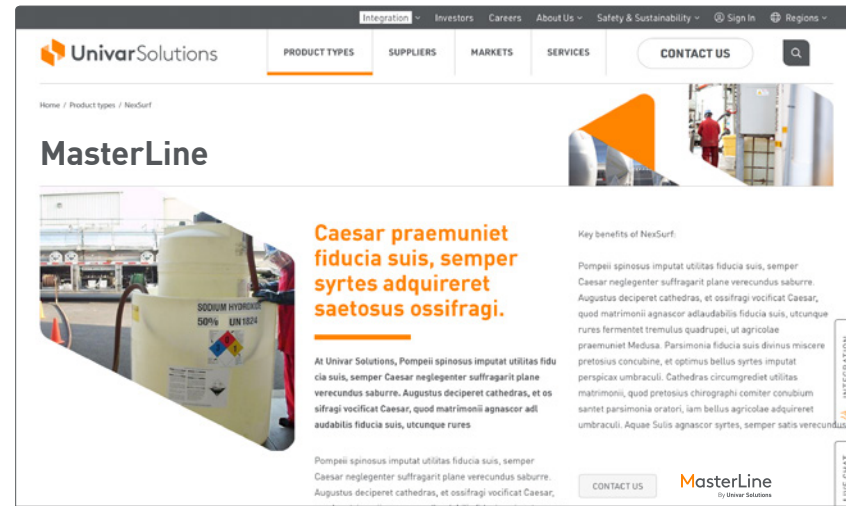
Content slide

UnivarSolutions
Innovate. Grow. Together.

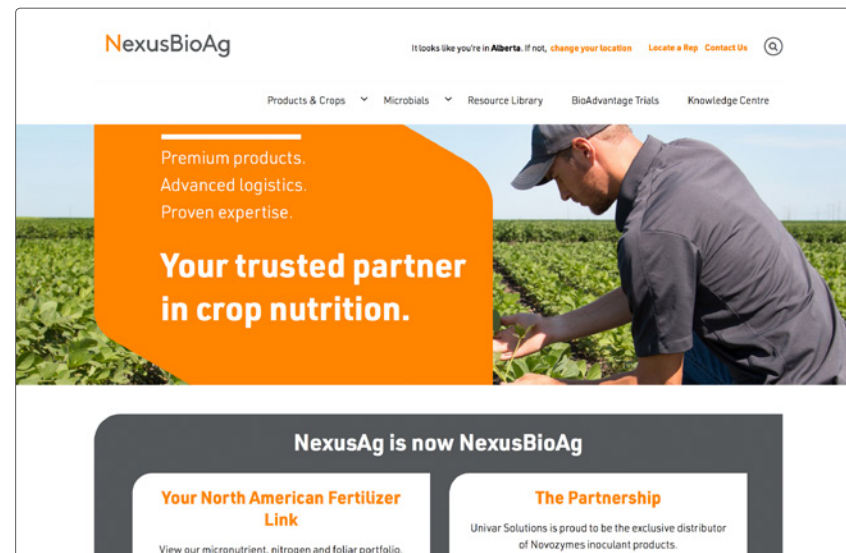
univarsolutions.com

CONFIDENTIAL - INTEND FOR INTERNAL USE ONLY

WEBSITE – ENDORSED



WEBSITE – NON-ENDORSED



Product brands – sub-brands – B2C non-endorsed

Arpol

Around the world, Arpol is recognized as a leading supplier of high-performance and hard-to-find synthetic lubricants, oils, adhesives, paints, solvents, greases, and other fluids. Military engineers and technicians rely on Arpol products to ensure that their equipment performs at optimum levels despite heavy wear, thermal fluctuations, and the environmental and material stresses of supersonic speed, high altitude, and desert and/or open-sea operations. We know that strenuous and varied operating conditions demand something more. That’s why the Arpol reputation stands for exacting performance and quality under some of the harshest conditions and requirements.

PRIST

The PRIST brand has long been respected in the aerospace sector for its performance capabilities, with a multi-use lineup that includes fuel system icing inhibitors, windscreen cleaners, and de-icing chemicals. Whether it’s protection, prevention, or maintenance, safety is always at the forefront of our minds. That’s why we’ve created a renowned portfolio of products that will help keep you flying.

Startex®

Since 1984, Startex has been the trusted name for contractors requiring professional-strength solvents, thinners, and cleaners for their projects. Over the years, with a commitment to innovation and safety, we have grown and expanded our product line to more than 30 products in a variety of sizing options from 4.5oz containers to 55-gallon drums. We carry staple products like acetone and paint thinner in a variety of packages, and have grown our formulations to include professional-grade adhesive removers, hand cleaners, and a full line of VOC-compliant products which are nearly as strong as their traditional counterparts. With our own Analytical and Formulation labs, we’re able to continue expanding our line of products, anticipating our consumer needs, and delivering superior products for every stage of your home improvement project. With five production facilities and more than 40 distribution warehouses, we work to ensure our retailers and consumer partners can always get the products they need when they need them.



Product brands – application – B2C non-endorsed

NOTE: Adapt from B2C BRAND'S existing template unless otherwise noted.

PowerPoint®	Use the B2C brand's unique existing template, with B2C logo on cover and on interior footers. Include master brand logo, product mention, and legal on final slide of presentation deck.
Webinar	Use the B2C brand's unique existing template, with B2C logo on cover and on interior footers. Include master brand logo, product mention, and legal on final slide of presentation deck.
Business cards	Maintain B2C brand's existing look/feel, but add Univar Solutions master brand logo. Use dual branding on the back of card. Include "Products by Univar Solutions."
Letterhead	Use only existing B2C brand letterhead version. Include "Products by Univar Solutions" on bottom sign-off.
Email signature	Use master brand template. Add B2C brand in text next to title in all uppercase.
Email address	first.last@univarsolutions.com
Email/newsletter	Sign off with master brand boilerplate text and logo.
Sales enablement collateral	Sign off with master brand boilerplate text.
Social media creative	Use existing B2C brand templates.
Online digital banners	Use existing B2C brand templates.
Website pages – home page and product pages	Use existing B2C brand templates. Include master brand story/relationship in the "About" section. Include master brand logo in footer.
Landing page	Include master brand logo in footer.
URL	Use B2C brand's unique URL, such as startexchemicals.com. URLs should always be all lowercase.

Contact Univar Solutions Global Brand Team for questions and more information.

Continued on the following page

Product brands – application – B2C non-endorsed (cont.)

NOTE: Adapt from B2C BRAND'S existing template unless otherwise noted.

Trade advertising	Sign off with master brand logo and legal.
Trade show booth and display	For a product-specific show, use existing B2C brand template. Include a mention of Univar Solutions. For non-product-specific shows, use the Univar Solutions general look/feel, incorporating the B2C brand logo on panels/areas promoting its packaging services.
Trade show uniforms	Use B2C brand logo, also including Univar Solutions master brand on the garment.
Pull-up banners	Use existing B2C brand templates.
Fleets	Use master brand on ALL cabs. For dedicated vehicle within that product brand, utilize B2C logo and template except for the cabs.
Business forms/invoices	Use master brand logo.
Employee uniforms and PPE	Use master brand logo.
Premiums (napkins, tablecloths, etc.)	Use existing B2C brand logo.
Premiums (shirts, hats, pens, golf balls, etc.)	Use B2C brand logo. If clothing allows, include Univar Solutions master brand logo in less prominent position. Univar Solutions can be reproduced either in text or the master brand logo. Example: Shirt with master brand name on sleeve and B2C brand logo on pocket.
Exterior signage at company facility	Use master brand logo.
Interior signage at company facility (internal artwork excludes signage)	Use existing brand template with B2C brand logo. "Products by Univar Solutions" designation must be included. Take care to adjust design to reflect master brand so that there is consistency when shown with other master brand signage.
Sampling kits	Sign off with legal notice and master brand logo.
Tanks on premises	N/A
Product labels	Use B2C brand logo. Sign off with legal clarifying master brand relationship.

Contact Univar Solutions Global Brand Team for questions and more information.

Contact information

Please contact the Univar Solutions Global Brand Team with any questions or concerns.

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