

MARKETING AND CORPORATE COMMUNICATIONS

SUMMARY OF CORPORATE DESIGN POLICY



The Chemical Company

Issue 1, August 2004

INTRODUCTION

Whether you are a BASF employee involved in commissioning or developing promotional materials, or an external designer, creative agency, production house or printer, this document is intended to support your creative and production work for BASF.

Please note that it is a summary of the key design and layout rules that must be taken into consideration when producing marketing and corporate communications materials.

The full corporate design policy is published in the BASF Brandweb <http://brandweb.basf.com> (access only through BASF Group Intranet).

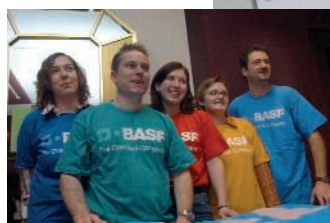
This document may be distributed to external suppliers, but it should not be viewed as a comprehensive information source or as a replacement for the full corporate design policy in the Brandweb.

For BASF employees who produce or order communications media, please note that you are finally responsible and accountable for ensuring that the full corporate design rules are met.

External partners are provided with BASF logo master files and typefaces only for the fulfillment of contracts placed by BASF Aktiengesellschaft, or other companies in the BASF Group that operate under the BASF name and logo. Use by third parties is only permitted subject to the written authorization of BASF Aktiengesellschaft, and in accordance with the permitted rules.

Based on BASF's Brand Architecture some group companies, even though they do not appear with BASF's name and logo, must use a BASF Group endorsement together with the basic corporate design elements. To find out if this applies to the group company you are working for, please refer to the relevant Brand Champion (**List available in the Brandweb**).

BASF is a registered trademark of BASF Aktiengesellschaft.



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THE BASF BRAND

When developing creative concepts for promotional materials, it is important to ensure that the message, content, imagery and presentation of the items fit with the BASF corporate strategy and positioning.

How we want to be seen

Positioning Statement

As the world's leader in the chemical industry, BASF opens up potential for success together with its partners.

To this end, BASF develops and maintains partnerships that are characterized by mutual trust and respect.

BASF helps shape the future successfully and sustainably by means of intelligent solutions.

Who we are and what we stand for.

BASF is The Chemical Company. We are a company that:

- is successful and creates value – in a powerful team together with customers, investors, neighbors and society;
- uses intelligent, innovative solutions to help secure competitive advantage and shape a successful future;
- thinks and acts in the long term, is reliable and trustworthy, and takes its responsibility for future generations seriously;
- acts in a spirit of partnership with all its direct and indirect stakeholders – employees, customers, shareholders, members of society and the people in our local communities.

Tonalities

BASF is:

- dynamic and drives issues forward
- likeable
- open
- fascinating

BASF is not:

- arrogant
- overbearing
- cumbersome
- playful
- boring
- inactive
- chaotic
- non-transparent
- unclear
- technical
- old-fashioned

CORPORATE DESIGN – BASIC ELEMENTS

■ General rules

The basic elements of the BASF corporate design are

- the BASF logo and claim
- the corporate colors
- the banner layout
- the corporate typeface

All companies that appear with BASF's name and logo must use all the basic corporate design elements in their communications media.

Every communications medium must show the BASF logo. The other corporate design elements may not be used without the logo.

■ Vanity symbols and company abbreviations

Only the BASF logo and the other basic corporate design elements are to be used for identification purposes. The names of units and companies must only be presented in text form and are to be placed outside the space allocated to the BASF logo.

Symbols, signs or graphical elements (vanity symbols) that identify a specific business unit, department or group company would weaken the effect of the BASF trademark and are therefore not permitted.

Abbreviations of the company trademark in company names, such as "BIS" instead of "BASF IT Services B.V." are not permitted.

THE BASF LOGO AND CLAIM

■ The BASF logo

The BASF logo is the visual expression of our brand positioning. It consists of two components – the squares and the four letters “BASF”.

■ The claim

As a basic rule, the BASF logo is always accompanied by the claim “The Chemical Company”.

The message asserts our claim to be the world’s leading chemical company and supplements the BASF logo.

■ Reproduction of the logo and claim

The logo components and claim must not be redrawn or recreated from separate graphic and type elements. The correct reproduction of the logo and claim can only be achieved by using the official master artwork files (available in vector and bitmap formats).

The official master artwork files for the BASF logo and claim can be downloaded from the following Internet address (unrestricted access):

<ftp://download.brandweb.basf.com>

The BASF logo must appear at least once on all communication media.

The claim always appears beneath the BASF logo in the dimensions and font shown below. The graphic design of the logo components and the claim, and the relationship between them, must be kept the same in all applications.

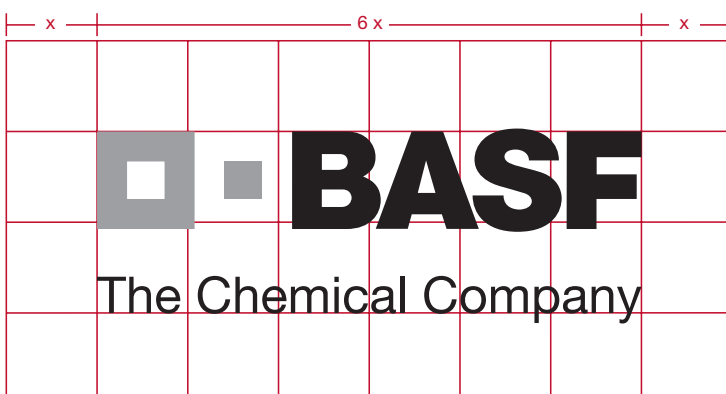
The claim may only be omitted on rare occasions when its legibility cannot be guaranteed due to size or reproduction techniques, or when items must be legible over extremely long distances.



The claim has already been successfully printed at very small sizes on pens, torches etc. Therefore, before omitting the claim, other production techniques or the possibility of increasing the logo size should first be considered.

Changes to the logo and claim design are not allowed (e.g. graphic effects, shadows or other graphic elements). The logo and claim may not be reproduced as an illustration.

As a basic rule, the logo and claim must be used horizontally. They may only be rotated through 90° if they are to be displayed on tall, narrow formats. They should always read from bottom to top.



■ Clear zone

A clear zone equal to one sixth of the logo width must be left free around the logo and claim. No other text, images or graphic elements may appear in this space.

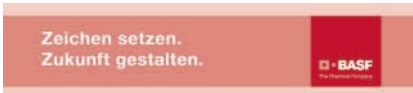
The same clear zone rule applies if the logo is used without the claim. An area equal to one sixth of the logo width must be left free around the logo.

THE CORPORATE COLORS

Six fresh colors express BASF's diversity and dynamism.

In contrast to companies with only a single corporate color, the six corporate colors are available for use on an equal basis throughout BASF's communications media.

One of the corporate colors should be incorporated into every communications medium where color can be used as a design tool, but several corporate colors should not be positioned closely together on individual items.



When a corporate color is used, it must always be used as a background color for the BASF logo.

The corporate colors can be used in two different ways:

- in the banner layout which is used for all marketing and corporate communication
- as a solid color occupying the whole background area – for example on flags



Color coding and corporate colors

The variety of different colors expresses the innovation and flexibility that the BASF brand represents in *all* spheres of our activity.

Therefore, the colors should not be assigned specific meanings or used for the color-coding of business units or divisions. All BASF units and companies may use any of the corporate colors.

There is no fixed allocation of corporate colors. They may be used to differentiate different topics or product groups.



THE CORPORATE COLORS

■ Definitions for four-color printing

Percentages C/M/Y/K (Cyan, Magenta, Yellow, Black) definitions

CMYK	Full tone	Squares in logo
Orange	0/47/100/0	45% orange
Red	0/100/80/20	40% red
Light blue	87/24/0/0	45% light blue
Dark blue	100/75/0/5	40% dark blue
Light green	70/0/100/5	45% light green
Dark green	100/0/91/28	40% dark green

■ Definitions for spot/special color printing

In the event that spot colors are to be used, the best approximations from the Pantone® color matching system are defined in the following section.

The following definitions are for printing on coated paper. Please note that if Pantone® definitions are used for uncoated paper or for items that are not printed on paper, i.e. plastics, ceramics, textiles, the supplier must ensure that the ink colors which will be used in the printing process, are an accurate match to the BASF corporate colors.

Pantone® Matching System

Pantone® is a trademark of Pantone Inc.

	Full tone	Squares in logo
Orange	144C	45% 144C or 156C
Red	187C	40% 187C or 486C
Light blue	2925C	45% 2925C 278C
Dark blue	Reflex Blue C	40% Reflex Blue C or 7445C
Light green	369C	45% 369C or 366C
Dark green	356C	40% 356C or 557C

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■ Definitions for black and white printing

On black or white solid tone backgrounds, the logo squares are to be printed in 45% black or Cool Grey 8 from the Pantone® Matching System.

For the black and white banner layout, the logo box is to be printed in 45% black and the logo squares component in 20% black.

THE CORPORATE COLORS

■ Definitions for screen colors

The following table shows RGB values that can be used for many application programs. The second table shows the same colors in the coding for web pages.

Screen colors		Full tone	Squares in logo
RGB values	Orange	R243/G149/B0	R250/G206/B143
	Red	R197/G0/B34	R234/G170/B142
	Light blue	R33/G160/B210	R164/G208/B235
	Dark blue	R0/G74/B150	R162/G170/B213
	Light green	R101/G172/B30	R187/G219/B144
	Dark green	R0/G121/B58	R150/G197/B147

Screen colors		Full tone
Hexcode for Internet	Orange	#F39500
	Red	#C50022
	Light blue	#21A0D2
	Dark blue	#004A96
	Light green	#65AC1E
	Dark green	#00793A

■ Definitions for RAL colors for coatings

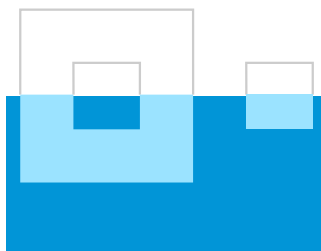
RAL colors		Full tone	
	Orange	1007	Daffodil yellow
	Red	3031	Orient red
	Light blue	5012	Light blue
	Dark blue	5002	Ultramarine blue
	Light green	6018	Yellow-green
	Dark green	6032	Signal green

RAL 7004 is used for reproducing the gray logo squares on white or on black surfaces.

USING THE BASF LOGO ON COLORED BACKGROUNDS



Frosted glass effect



The BASF logo is essentially not a colored logo. It is either white or black depending on the background color.

However, the squares component is intended to be semi-transparent, like frosted glass, allowing the background color to shine through. Thus, the effect of color comes from the **combination** of the logo with a background color, and not from the logo itself.

In all cases, the color of the small squares should appear to be a half/half* mixture of background color and the color of the BASF letters.

Whatever the color, the background on which the logo is placed must always be a single solid color surface without underlying structure, pattern, ornamentation or images.

The claim is always reproduced in the same color (white or black) as the BASF letters.

■ Corporate colored backgrounds

As a general principle, the BASF logo and claim should be reproduced in white against a background of one of the six BASF corporate colors. In this case, the “frosted glass” effect causes the small squares to appear in a paler shade of the background color.

■ Black, white and gray backgrounds

If the logo is used on black, grey or white backgrounds, the “frosted glass” effect causes the squares to appear in gray.

■ Non-corporate colored backgrounds

If, due to the display technology or reasons of cost-effectiveness, it is not possible to use one of the BASF corporate colors as a background color, for example on vehicles, helmets, buildings etc., then other background colors may be used. In these circumstances, the same “frosted glass” principle applies; the logo color – either black or white – is chosen so that the greatest possible contrast is achieved. The color of squares component must then be selected to achieve the appearance of a half/half mixture of the background color and the color of the BASF letters. Please refer to the Brandweb for the full guidelines concerning specific items such as vehicles, work clothing, etc.

If color is not available, the logo may also be etched, embossed, raised or molded as long as the original components and design are maintained.

* Due to optical effects which cause certain colors to appear stronger than they actually are, the colors of the small squares are not necessarily a **50%** tint of the background color. The defined percentages for the corporate colors have been adjusted to achieve the “visual effect” of a half/half mixture of logo color and background color. However, as the correct color values are already incorporated into the master logo artwork files, it should not be necessary to recreate the elements separately.

THE BANNER LAYOUT

■ General rules

The banner layout is to be used for all marketing and corporate communications media.

The formats used for marketing and corporate communications media should be chosen in order to make the most effective use of the banner layout.

The banner consists of a colored bar together with a colored square in which the BASF logo and claim appear. The banner is positioned either horizontally or vertically on whatever format is being used.

■ Color of the banner

The colored square always appears in one of the six corporate colors. It is always a single solid color without underlying structure, pattern, ornamentation or images.

The color of the bar is derived from the corporate color selected for the square area. This color must be a paler shade or tint of the corporate color in the square, but the exact shade may be freely chosen as long as the shape of the banner and the corporate color can be clearly recognized.

If desired, the bar may also be reproduced with a transparent effect, allowing the color of the bar to mix with the elements in the background.

■ Dimensions of the banner and position of the logo

The dimensions of the square are identical to the width of the colored bar, which is positioned flush with the edges of the square.

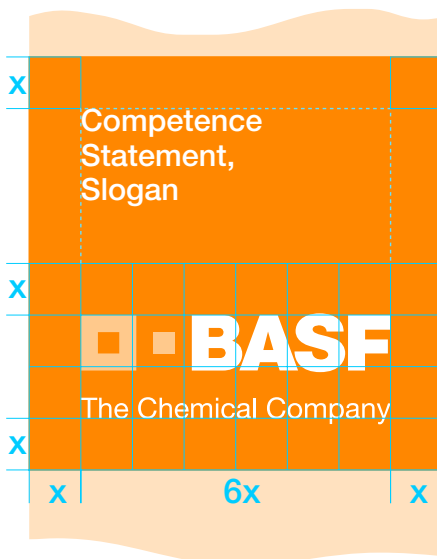
The BASF logo is positioned in the lower part of the square maintaining the clear zone around it, as shown in the illustration below.

■ Use of a competence statement or slogan with the BASF logo

As shown in the illustration, a competence statement or slogan may be positioned as a text element above the logo.

All words must be presented in the same type size and style, selected from the twelve defined New Helvetica fonts.

The text must be white. The height of the upper-case letters may not be larger than half the height of the BASF logo (excl. claim).

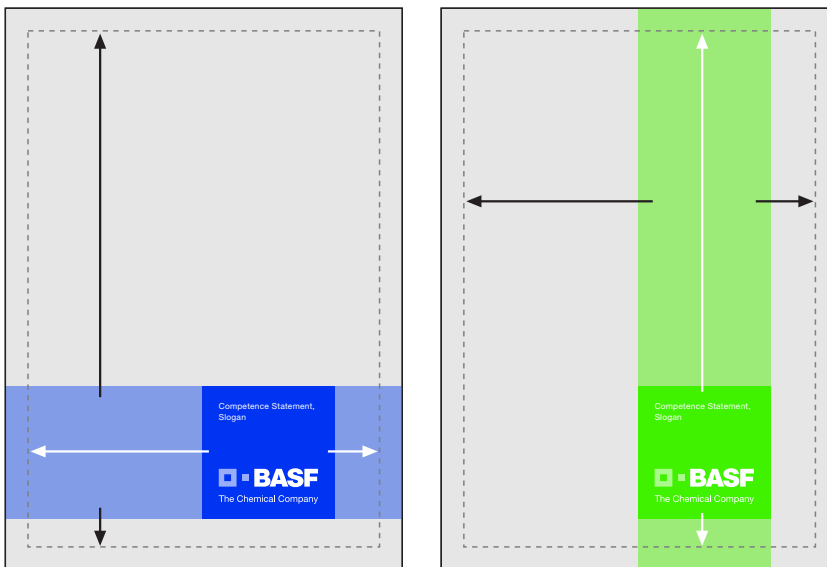


THE BANNER LAYOUT

■ Position of the banner

The position of the banner can be freely chosen, but must always be clearly recognizable as a banner. Therefore, a small section of the surrounding area must be visible on both the long sides of the banner.

The position of the square can also be freely chosen. In the same way, the square area may not be positioned at the end of the banner. It must be positioned so that the color of the bar is visible on both sides of the square.



The banner only appears once on each view of the promotional item – e.g. once on the title page.

CORPORATE TYPEFACES

■ New Helvetica

Twelve styles (bold, italic, etc.) from the New Helvetica font family have been selected as the official BASF typefaces to ensure sufficient opportunities for text design.

New Helvetica 45 (light)
New Helvetica 55 (roman)
New Helvetica 65 (medium)
New Helvetica 75 (bold)

New Helvetica 46 (light italic)
New Helvetica 56 (italic)
New Helvetica 66 (medium italic)
New Helvetica 76 (bold italic)

New Helvetica 47 (light condensed)
New Helvetica 57 (condensed)
New Helvetica 67 (medium condensed)
New Helvetica 77 (bold condensed)

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The selected typefaces can be downloaded from the Brandweb and may be provided to external suppliers. The suppliers must be informed that the typefaces may only be used to carry out assignments for BASF.

■ Long text passages

For very long text passages with few structural features (block text) such as in books, the Compatil Text font may also be used in addition to New Helvetica.

Compatil Text Regular may be used for continuous text and Compatil Text Bold for highlighting.

The Compatil Text font may also be used for newspapers, but only when they are produced in large-scale format, printed on low quality paper, and with page layouts of four or more narrow, flush-set columns.

Compatil Text LT regular
Compatil Text LT bold

CORPORATE TYPEFACES

■ Non-latin scripts

For languages that do not use Latin script systems, the responsible departments of the respective regional units will define the fonts that match both the objectives of BASF's brand positioning and the selection criteria for fonts based on the Latin alphabet.

The details of these fonts will be published in the Brandweb, and their use is mandatory across the BASF Group.

■ Using BASF as a word in text

The most common appearance of the BASF brand is as a proper name used in text.

In text, the name BASF must always be written as four capital letters and must not appear as a graphic or as a logo.

A ~~■-BASF~~ Company

– Company names

Company names are always written in the way they are listed in the respective trade register. Examples:

BASF IT Services B.V., BASF Corporation, BASF Aktiengesellschaft.

For all languages, the name BASF must always be used in accordance with the spelling and grammatical rules of the respective country.

Example: the possessive form i.e. "BASF's North American activities".

The trademark symbol ® is not needed for simple use of BASF as a name. The company names are of course protected under trademark laws but, in contrast to product names, they are sufficiently protected without having to append the ® sign.

– BASF with product/service brands

The corporate brand and product or service brands may be referred to together, but not directly linked together. Wordings such as "BASF Acronal® ..." are not permitted, as the specific nature of each brand or trademark does not come across and no clear distinction is drawn between the two trademarks being used.

~~BASF Acronal®~~

Acronal® by BASF

The corporate brand and product or service trademarks should appear independently of one another, as follows: "Acronal® by BASF".

The names of BASF products should not contain "BASF". This is for the purposes of clarity and to enable distinctions to be drawn between products while additionally allowing the strategic flexibility that is necessary for example when selling brands to third parties.

■ Using the claim in text

The claim may also be used in text, separated from the word BASF with a hyphen. It is written as follows

BASF – The Chemical Company.

PRINT MEDIA

General rules

All the basic corporate design elements are employed in the presentation of the BASF brand in print media, and the banner layout is particularly important.

The banner layout must always be used for market and corporate communications media, and for media which could have a strong influence on BASF's image.

The size of the BASF logo and banner is defined in the following sections according to the type and format of the item used.

If the format being used is not covered by the details given in the following tables, the banner width may be determined as follows:

- If the format deviates only slightly from one of the standard formats, the banner width for the standard format may be adopted;
- For other formats, the banner should be proportionally enlarged or reduced to the format in order that the visual impression remains the same.

Advertisements

The size of the banner and logo for advertisements is given in the following table.

Advertisement Format	Width of banner, mm	Width of BASF logo, mm
A3 (double-sided A4)	70	52.5
A4 (210 x 297 mm)	70	52.5
A5 (148 x 210 mm)	48	36 (45 mm logo master x 80%)
A6 (105 x 148 mm)	36	27 (30 mm logo master x 90%)



PRINT MEDIA

■ Brochures, magazines, leaflets, books, spiral-bound books, video covers

The dimensions below apply to print items, such as brochures, magazines, leaflets etc. that have a cover or title page, and where the main content of the item starts on the following pages.



The banner must appear on all title pages. There may also be a banner on the back page – either as a continuation of the title page, or an independent one.

The size of the banner, and therefore of the logo, for different formats is given in the following table:

Title/Cover Page Format	Width of banner, mm	Width of BASF logo, mm
A4 (210 x 297 mm)	70	52.5
US letter (8.5 x 11") (220 x 275 mm)	70	52.5
B5 (176 x 250 mm)	60	45
210 x 210 mm	60	45
A5 (148 x 210 mm)	48	36 (45 mm logo master x 80%)
Long (105 x 210 mm)	48	36 (45 mm logo master x 80%)
A6 (105 x 148 mm)	36	27 (30 mm logo master x 90%)
CD Booklet (121 x 120 mm)	36	27 (30 mm logo master x 90%)
CD Inlay (151 x 118 mm)	36	27 (30 mm logo master x 90%)

The logo may also be depicted within the content of brochures. In that case it is not necessary to use the banner.

■ Spines of books, videos, CDs

It is possible to depict the BASF logo on the spine of a book, video or CD, as long as the minimum free space around the BASF logo is also maintained here.

The logo appears in white on the same full tone color as on the title page. The size and positioning of this area is coordinated with the positioning of the banner on the title page.

PRINT MEDIA

■ Handouts, information leaflets, flyers, press releases, advertising letters, newsletters

In contrast to brochures, magazines, books etc, the front page of items such as newsletters, press releases and flyers, is used simultaneously for both title and text content. These communications media are generally A4 or US Letter format.



To allow more space for the text content on these items, a smaller banner width has therefore been specified.

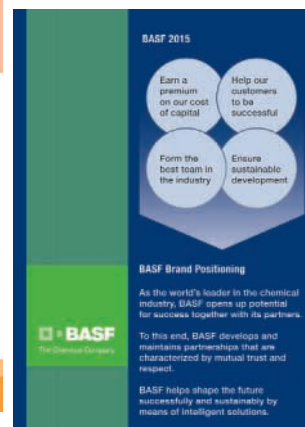
For A4/US letters, the width of the banner is 48 mm. The logo is 36 mm wide (corresponding to 80% of the logo master 45 mm).

For other formats, please refer to the table in the previous section, (brochures, magazines, etc.) but use the size for the next smallest format.

■ Posters

The size of the banner and the logo for individual poster formats is given in the following table.

Poster Format	Recommended sizes for banner and logo		Minimum sizes for banner and logo (the recommended sizes for the next smallest format are the minimum sizes for the banner and logo)	
	Width of banner, mm	Width of BASF logo, mm	Width of banner, mm	Width of BASF logo, mm
A0 (841 x 1188 mm)	280	210 (52.5 mm master logo x 400%)	192	144 (45 mm master logo x 320%)
A1 (594 x 841 mm)	192	144 (45 mm master logo x 320%)	140	105 (52.5 mm master logo x 200%)
A2 (420 x 594 mm)	140	105 (52.5 mm master logo x 200%)	96	72 (45 mm master logo x 160%)
A3 (297 x 420 mm)	96	72 (45 mm master logo x 160%)	70	52.5



TRADE FAIRS AND EXHIBITIONS

■ General rules

When exhibiting at trade fairs and exhibitions, all the basic corporate design elements are used.

The design features, and related guidelines, are structured into zones that relate to the way in which visitors see an exhibition stand.

- Upper zone – 2.5 m to 6 m above the floor
Visibility from a distance is the most important function of this zone.
- Central & lower zones – 1 m to 2.5 m
These zones are used to convey messages and content.



■ Use of the basic elements

BASF logo and claim

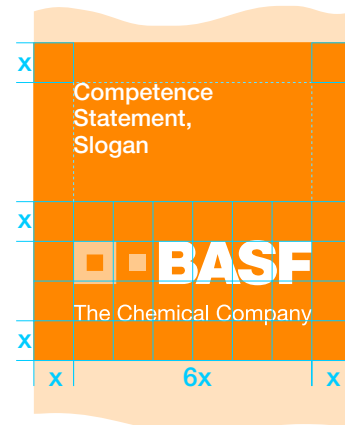
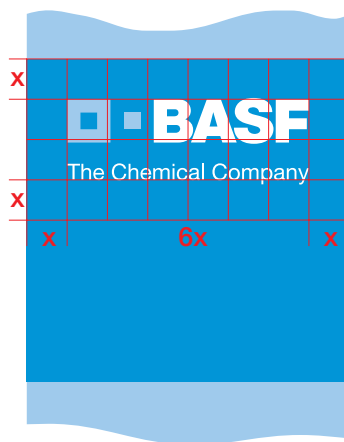
BASF stands at trade fairs and exhibitions must display the BASF logo as the most prominent element. The claim is always used together with the logo.

- Upper zone: only the BASF logo with claim may be displayed here; it can either be within the banner layout or on its own. The size and number of logos should be selected so that the BASF logo can be easily recognized from all directions and from a distance.
- Central and lower zones: the logo and claim are always used together with the banner layout in these zones.

In addition, on tall narrow surfaces, the BASF logo and claim may be rotated through 90° (they must always read from bottom to top). One of the six corporate colors should be selected as the background color.

The appearance of the logo and claim must not be changed with light effects, 3D effects or animation.

When the logo box inside the banner appears above head height, the BASF logo and claim may be moved to the upper position in the box, in order to improve visibility from a distance. Only these two logo positions are permitted. If the upper position is used, no additional competence statement or slogan may be displayed.



TRADE FAIRS AND EXHIBITIONS

Colors

All six corporate colors may be used for trade fair stands and exhibition design. The colors should however, be positioned a sufficient distance away from each other, so that each color appears individually.

Typeface

All permitted New Helvetica typefaces may be used.

Layout

In order to ensure a consistent BASF appearance, the banner layout should be used with the BASF logo and claim as a prominent element in the design, visible from every side of the trade stand.

The dimensions of the banner should relate to the surface area of the individual display and are to be calculated proportionately and applied in exactly the same way as for print media.

■ Displaying other brands and trademarks

If several BASF group companies are exhibiting on one BASF exhibition stand, their individual company logos must be positioned lower than the BASF corporate logo. The central and lower zones may be used to display group company logos and trademarks.

When displaying product and service brand names, it is important to ensure that these brand names are less prominent than the corporate brand. These are also to be displayed in the central and lower zones.

■ Portable displays and display boards

When producing portable displays, temporary exhibition units or display boards, the same rules apply as for trade fairs and exhibitions.

PROMOTIONAL GIFTS

■ General rules

- The basic rules for the logo, claim, color, layout and typeface also apply to promotional gifts.
- As a general principle, the BASF logo with the claim – The Chemical Company – must appear on all promotional gifts. The claim must always be used, unless it will be too small to read or if the production process will not be able to reproduce it in a legible or high quality way i.e. small size embroidery etc.
- The claim has already been successfully printed in extremely small sizes. Before deciding to omit the claim, other production techniques or the possibility of increasing the logo size should first be considered.
- The logo clear-zone must be respected.



■ Use of the corporate colors

The corporate colors may be used on promotional gifts in the following ways:

Corporate colors as (all-over) background colors

If the promotional gift can be purchased in one of the corporate colors, the relevant colored logo can be overprinted, allowing for the clear zone.

Or the full background area of the promotional gift can be printed in one of the corporate colors, incorporating the relevant colored logo, allowing for the clear zone.



Sections of the article in corporate colors

If the promotional gift can be purchased with sections which are already in the BASF colors, or which can be printed in the BASF colors, the relevant colored BASF logo can be overprinted onto the section, allowing for the clear-zone.

The colored section may not “float” in the middle of a promotional gift (unless it is a free-standing square – see below), but must take its shape from the form and structure of the item. The aim is to make the colored area look like an integral part of the item.

If the colored section cannot be derived from the form and structure of the item (as described above), a free-standing colored square may be printed on the promotional gift in one of the corporate colors. The rules for the size and position of the logo or other text within the square are detailed on page 11.

PROMOTIONAL GIFTS

■ Matching the corporate colors

If a promotional item is colored or features colored elements, the six BASF corporate colors are to be used. If standard items are not available in the exact corporate colors, a color may be selected which is a very close match to the defined corporate color.

In exceptional circumstances, i.e. sports team jerseys, it may be necessary to print the BASF logo on a colored item, which is completely different to the BASF corporate colors. This should be avoided wherever possible. If it is however essential, the logo and claim should be printed as detailed in the previous section "Using the BASF logo on colored backgrounds" – page 10. In these circumstances, it is also acceptable to print the logo completely in white or black.

■ Use of the banner

The banner layout may be used on giveaways in the same way as for brochures and other print items.

It must always be printed either vertically or horizontally, not at an angle. The banner must run the full width or length of the item or section.

The logo square must be printed in one of the corporate colors. The rules for the size and position of the logo or other text within the square, and for the color of the bar are the same as described in the Banner Layout section – page 11.



■ Use of advertising slogans

Advertising slogans may be used on promotional items both in text and graphic form.

If a slogan is used with a banner layout or in the logo box, the rules for the size and position of the text within the square are the same as described in the Banner Layout section – page 11.



PROMOTIONAL GIFTS

■ Use of black and white

On black or white backgrounds, the white or black logo versions, with the squares component in gray, are to be used.



The Chemical Company



The Chemical Company



The Chemical Company



In exceptional circumstances where, due to cost or technical reasons, it is absolutely not possible or practical to reproduce the corporate logo correctly, the following options are available.

Please note that the following options are for exceptional situations only and we recommend that before selecting one of these options, you carefully consider alternative items or production techniques.

- Reproduce the complete logo and claim all in black on a light background.
- Reproduce the complete logo and claim all in white on a dark background.

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■ Etching, engraving and embossing

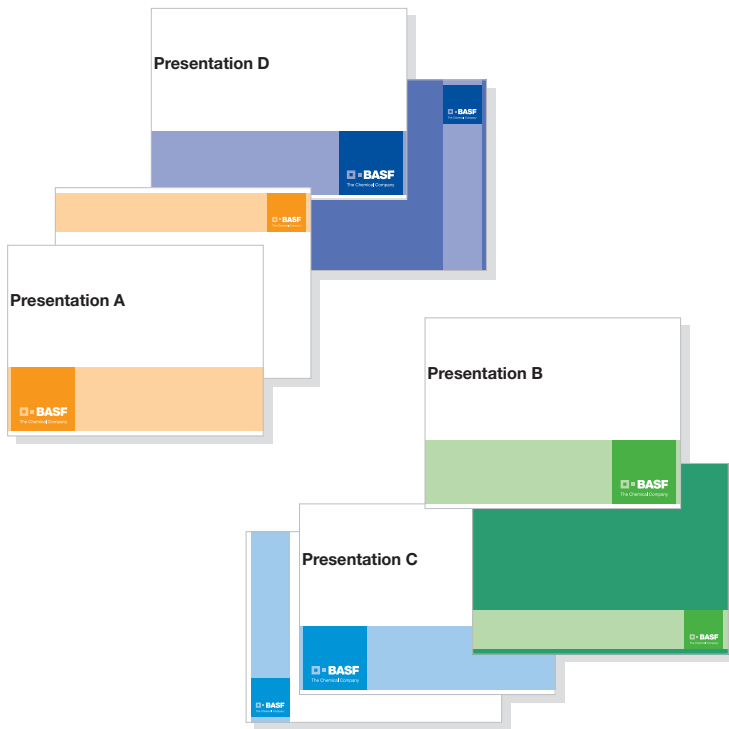
The logo may be etched, stamped, engraved or embossed on metal, leather or similar materials.



PRESENTATION GRAPHICS

■ General rules

All presentation charts whether projected onto a screen, presented directly from a computer or printed as overhead transparencies must use the banner layout.



A range of templates for title charts and content charts incorporating the approved banner sizes, colors and positions, together with different background options, is available in the BASF Powerpoint Wizard. A limited selection of templates is also available in the Brandweb.

The Powerpoint Wizard is installed on many normal BASF office computer systems. If you do not have the Powerpoint Wizard, please contact the relevant Brand Champion for your business for further details (*list available in the Brandweb*).

Color or black and white

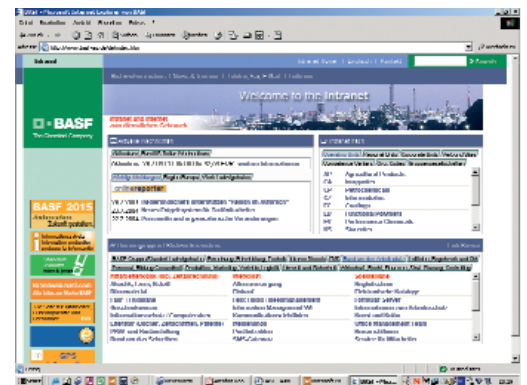
We recommend that all presentations are always produced in color. If black and white overhead transparencies or hard copies are required, the normal color charts should simply be printed out using a black & white laser printer.

Portrait-format

The use of portrait-format Powerpoint charts is generally not necessary. Portrait-format charts cannot be clearly or effectively presented either on a computer screen or a projection screen due to the small image area and perspective distortion. The production of portrait-format charts is therefore not possible using the Powerpoint Wizard.

INTERNET AND INTRANET

All BASF Group Internet and Intranet sites must conform to the global web standards set by the Global Web Standards Team. A copy of the standards is available on the Brandweb. A list of contacts for Internet and Intranet enquiries is listed on the following pages.



For enquiries about the BASF Internet:

The Global Web Standard Team coordinates all Internet activities (design, structure and technical support) for the entire BASF Group. Group companies can contact any of the contact persons listed below for advice and support on Internet related topics.

Europe

Corporate Communications	Kerstin Krause ZOA/CP	Phone +49 621/60-99706 BCN 8-1-99706 Fax +49 621/60-20548 kerstin.krause@basf-ag.de
e-commerce	Tina Klenk GS/BC	Phone +49 621/60-97125 BCN 8-1-97125 Fax +49 621/60-43735 martina.klenk@basf-ag.de
IT	Beate Zissel GS/AA	Phone +49 621/60-92706 BCN 8-1-92706 Fax +49 621/60-21951 beate.zissel@basf-ag.de

Asia Pacific

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e-commerce	Ginny Lee AS/EC	Phone +65 6432-3630 BCN 8-65-3630 Fax +65 6430-9807 leeywg@basf-sea.com.sg
IT	Li San Sim AS/IE	Phone +65 6432-3674 BCN 8-65-3674 Fax +65 6430-9828 simls@basf-sea.com.sg

NAFTA

United States of America

Corporate Communications	Glenn Majeski NO/C	Phone +1 973 426-2848 BCN 8-426-2848 Fax +1 973 426-2318 majeskg@basf-corp.com
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For enquiries about the BASF Intranet:

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