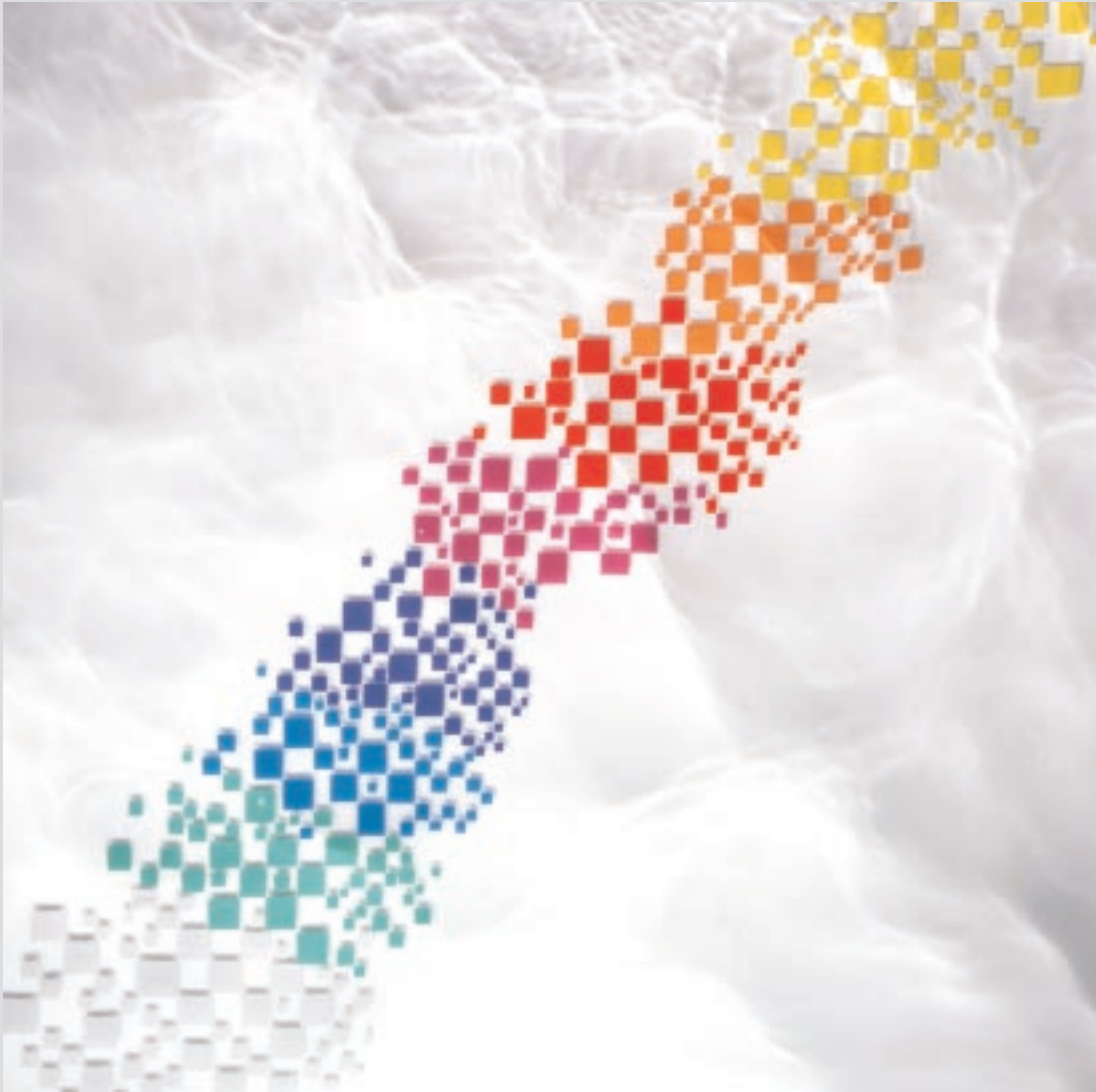


Design guide

**Specifications for
Lubrizol Coating
Additives**

2nd edition



Coating Additives
design guide

Contents

Introduction	1
Coating Additives logo	2
Logo use	3
Typeface	4-5
Company names	6
Addresses	7-8
Business unit and product segments	9
Business unit/product segment identification	10-11
Product segment identification	12
Product segment images	13
Colour use	14
Literature style - special conditions	15
Left-hand page grid - A4	16
Right-hand page grid - A4	17
Left-hand page grid - AQ (letter)	18
Right-hand page grid - AQ (letter)	19
Right-hand page grid - 210 mm square	20
Position of logo	21
Business unit identifier position	22
Colour code thin bar	23
Colour code strip	24
Front & back cover examples	25-27
Product data sheet	28-29
Information sheet	30
Application data sheet	31
Stationery	32-35
Slides and overheads	36-39
Product labels	40-41
Sample labels	42
Advertisements	43
Appendix:	
A - Glossary	

Introduction

This document sets out the design style and specifications used by Coating Additives worldwide.

It builds on the style used by Coating Additives in Europe and Asia with the Lubrizol Langer & Co logo. As part of the change to a unified worldwide image from January 1998 and the introduction of the Lubrizol Coating Additives logo, it is intended that the design style used worldwide should also be unified, in particular in the area of promotional literature.

This design guide is intended to be used in conjunction with the design guide issued by Visual Communications in Hazelwood, which covers many of the basic elements from which these specifications have developed. The core design guidelines (dealing mainly with use of the logo and stationery) are to be found in the Corporate identity manual issued by Wickliffe.

Where the Coating Additives and Hazelwood design guides contradict one-another, this guide should take precedence. If any points are unclear, please do not hesitate to contact us for help.

Coating Additives logo

The Lubrizol Coating Additives logo is comprised of the main Lubrizol logotype with the addition of the business unit name below.

NB - the new logotype is a single entity and should not be constructed using italicised text. Always work from the original artwork/files available from Lubrizol.

The logo should be used whenever possible within Coating Additives, for stationery, promotional literature, advertising etc. In some cases however this is not possible (eg invoices, packaging), and here the normal Lubrizol logo is used.

Allowed colour combinations are shown below:

Pantone Red 032 and black - on a white or light grey background

Black - on a light coloured background

Pantone Red 032 and white - on a black or dark grey background

White (reversed out) - on a dark coloured background



Spot colour printing is preferable whenever possible, however, when printing using only process colours, Pantone Red 032 is specified as 91% magenta + 87% yellow.

Note that the 'LZ' disk is not solid, the background colour should always show through.

Logo use

The logo should normally be used in the following sizes:



| 52 mm |

Use: promotional literature, most stationery and packaging labels.



| 40 mm |

Use: advertisements, some stationery and stickers.



| 30 mm |

Use: business cards, sample labels and anywhere with little space.

Text below the logo, such as an address, should be aligned to the bottom-left corner of the L in Lubrizol:



Lubrizol Coating Additives GmbH
Max-Planck-Straße 6
D-27721 Ritterhude
Germany

— 5 mm minimum

As with the normal Lubrizol logo, there should be enough space around the logo to avoid a cluttered appearance.

Typeface

There is one house typeface, Adobe Neue Helvetica, which is used in three weights:

Adobe Neue Helvetica 85 Heavy
Adobe Neue Helvetica 65 Medium
Adobe Neue Helvetica 45 Light

This combination of weights allows for distinction between text and headings. Variations in type size are kept to a minimum. The following are preferred weights and sizes:

Helvetica 85 Heavy 15/18 point
Helvetica 45 Light 15/18 point

Helvetica 85 Heavy 11/15 point
Helvetica 45 Light 11/15 point

Helvetica 85 Heavy 8.5/15 point
Helvetica 45 Light 8.5/15 point

Helvetica 65 Medium is normally reserved for presentations, subheadings in body text, and small type sizes when reversed out of dark colours.

Type is always printed black or reversed out, never in colour. Type used graphically is often grey (20% black).

Type always aligns left, never right or centred.

Type should always be used in upper and lower case, using only proper capitalisation.

Hyphenation should only be used when absolutely necessary.

Helvetica 85 Heavy or **Helvetica 65 Medium** should be used to highlight certain words, rather than underlining or using capitals.

Italics are acceptable to create emphasis/differentiation in certain circumstances, such as dual-language labels.

On systems where 8.5 point is not an available type size, 9 point should be used instead.

Other forms of Helvetica (eg. Windows 'Helv' or 'Arial') should only be used in an emergency, and never for external communications.

Other type sizes are occasionally used, often to create emphasis, or when used as a graphic. Presentations use larger sizes as well. Some are shown here for guidance:

72 pt

60 pt

30 pt

Company names

The logo is not a company name, and on any official document the relevant company name should also appear. These are:

Lubrizol Coating Additives GmbH

The Lubrizol Corporation

Lubrizol France

Lubrizol Japan Ltd

Lubrizol Southeast Asia (Pte) Ltd

Addresses Ritterhude

Street address

German printed matter

Lubrizol Coating Additives GmbH
Max-Planck-Straße 6
D-27721 Ritterhude
Telefon (04 21) 69 33-3
Telefax (04 21) 69 33-400

PO box address

used together with street
address on some German
printed matter

Lubrizol Coating Additives GmbH
Postfach 11 55
D-27717 Ritterhude
Telefon (04 21) 69 33-3
Telefax (04 21) 69 33-400

Street address for deliveries

labels etc.

Lubrizol Coating Additives GmbH
Gewerbepark Ihlpohl
Max-Planck-Straße 6
D-27721 Ritterhude
Telefon (04 21) 69 33-3
Telefax (04 21) 69 33-400

Street address

bilingual or English
printed matter

Lubrizol Coating Additives GmbH
Max-Planck-Straße 6
D-27721 Ritterhude, Germany
Telephone +49 421 69 33-3
Fax +49 421 69 33-400

Addresses
Coating Additives offices

Wickliffe

The Lubrizol Corporation
29400 Lakeland Boulevard
Wickliffe, Ohio 44092-2298, USA
Telephone +1 (216) 943 4200
Fax +1 (216) 943 5337

Paris

Lubrizol France
Elysées la Défense 7, 19 Le Parvis
92073 Paris la Défense, France
Telephone +33 1 41 25 13 00
Fax +33 1 47 74 73 66

Singapore

Lubrizol Southeast Asia (Pte) Ltd
44 Tanjong Penjuru
Singapore 609032
Telephone +65 264 1644
Fax +65 264 2105

Japan

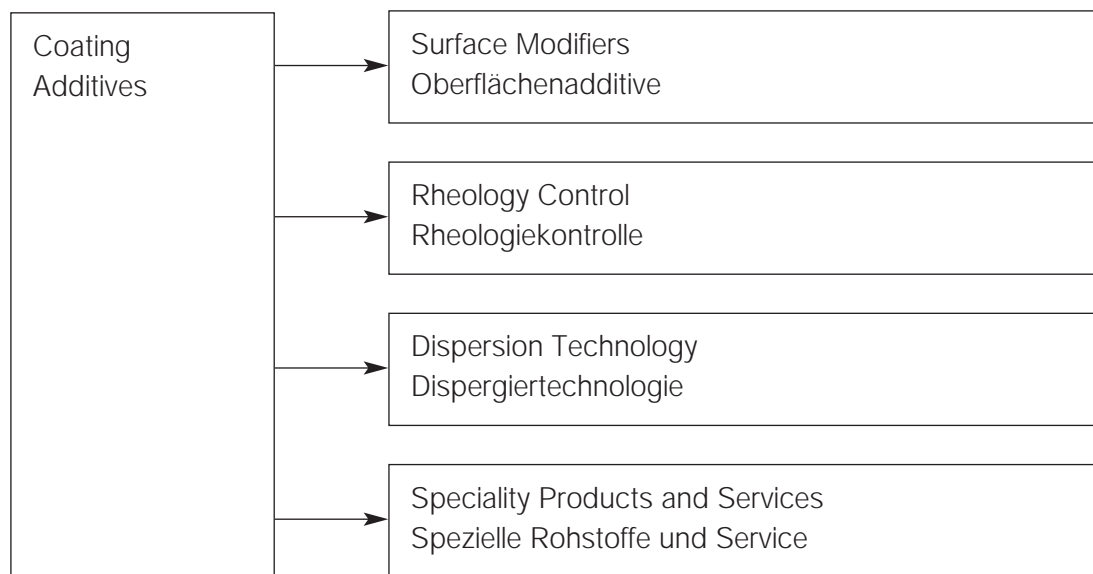
Lubrizol Japan Ltd
8F, Toranomom 37 Mori Building
5-1, Toranomom 3-Chome
Minato-Ku, Tokyo 105, Japan
Telephone +81 3 5401 4170
Fax +81 3 5401 4178

London

Lubrizol Limited
Palm Court, 4 Heron Square
Richmond-upon-Thames
Surrey TW9 1EW, United Kingdom
Telephone +44 181-940 6060
Fax +44 181-332 0476

Business unit and product segments

The Coating Additives business unit is divided into four product segments:



When used as the name of the business unit or product segment, letters should be capitalised as above.

Note: Coating Additives is written the same in English and German. 'Surface Additives' has changed to 'Surface Modifiers', but remains 'Oberflächenadditive' in German.

Business unit/product segment identification

Coating Additives do not use 'Lubrizol' in the vertical text that appears on covers. The business unit or product segment is used instead, see the examples below.

These always appear on the cover of documents/single sheets in a vertical position.

Font = 15 point Helvetica 85 Heavy

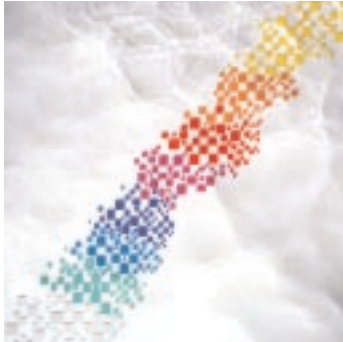
Tracking = normal

Coating Additives

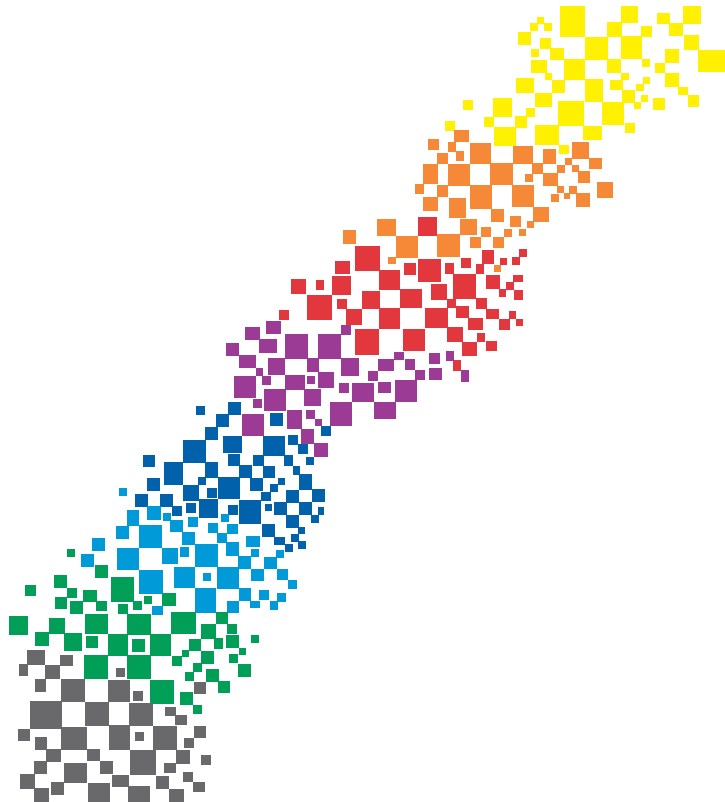
Speciality Products and Services

Dispersion Technology









Dispergiertechnologie



The pattern of rainbow-coloured squares may be used to signify the Coating Additives business unit as a whole. It can be used graphically or photographically.



The colours for printing are as follows:

	Spot colour	C / M / Y / K process
 Yellow	Pantone Yellow	0 / 10 / 100 / 0
 Orange	Pantone 1585	0 / 47 / 76 / 0
 Red	Pantone 186	0 / 91 / 76 / 6
 Purple	Pantone Purple	29 / 80 / 0 / 0
 Deep blue	Pantone 286	100 / 60 / 0 / 6
 Light blue	Pantone Process Blue	100 / 9 / 0 / 6
 Green	Pantone 355	100 / 0 / 91 / 6
 Grey	Pantone Cool Grey 10	0 / 0 / 0 / 72

The electronic artwork for this graphic is available from Hazelwood or Wickliffe Visual Communications.

Product segment identification

The product segments are colour coded using some of the colours defined by the coloured-squares graphic. This colour coding is used for all promotional literature and direct mail when a particular segment is referred to.

The colours for the segments are as follows:

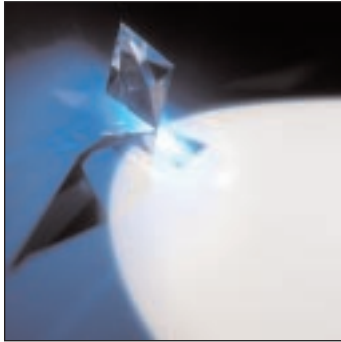
	Spot colour	C / M / Y / K process
■ Surface Modifiers	Pantone Process Blue	100 / 9 / 0 / 6
■ Rheology Control	Pantone 355 (green)	100 / 0 / 91 / 6
■ Dispersion Technology	Pantone 186 (red)	0 / 91 / 76 / 6
■ Speciality Products ...	Pantone Purple	29 / 80 / 0 / 0

Spot colour printing is preferable wherever possible.

The colour codes should not be used in conjunction with the coloured squares graphic.

Product segment images

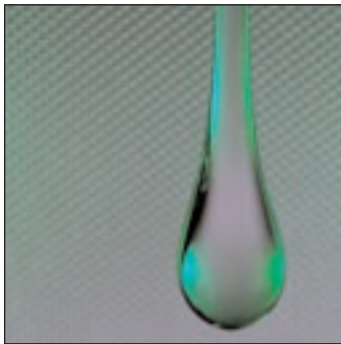
Each product segment has an associated image:



Surface Modifiers

Products for affecting the surface properties of coatings, such as slip, scratch and mar resistance and gloss.

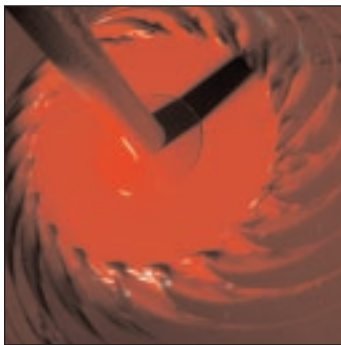
The diamond is representative both of a 'perfect' object, and of a surface's resistance to damage from it.



Rheology Control

Sag control, flow and levelling, anti-settling, thickening - all these can be controlled by a variety of additives.

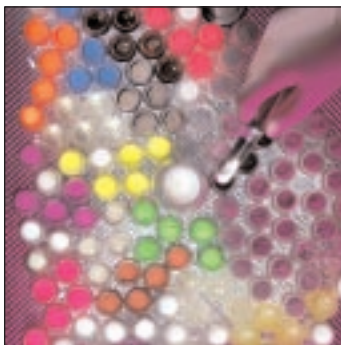
The teardrop represents a viscous fluid flowing in a controlled manner.



Dispersion Technology

Production of pigmented coatings can be made easier in various ways by our Dispersion Technology range.

The spinning blades of the mixer show the process familiar to everyone in the industry.



Speciality Products and Services

Additives for a variety of solvent- and water-based coatings applications.

The array of pots shown represents the wealth of different products available, while the hand represents service and support.

These images are all square format. The originals are held on file at Hazelwood.

Colour use

It is possible to use colour as a tool to highlight areas of the page. If this is necessary the following points should be considered:

- Text is always black or white reversed out.
- The page should still work in black and white (eg when photocopied can you still read it?)
- Avoid confusing the product segment colour code system.

An example of colour use:

A publication has a complex table that would benefit from colouring sections. One solution would be to highlight areas of the table with a single colour, such as that of the product segment. If two colours are needed then it may be possible to add Lubrizol red. If more than two colours are necessary then it may be best to avoid product segment colours completely.

It is rare for a publication to require colour use in this way. Most things can be achieved using the typographic tools available. Additional colours should be seen as a last resort.

Literature style

Special conditions for Coating Additives

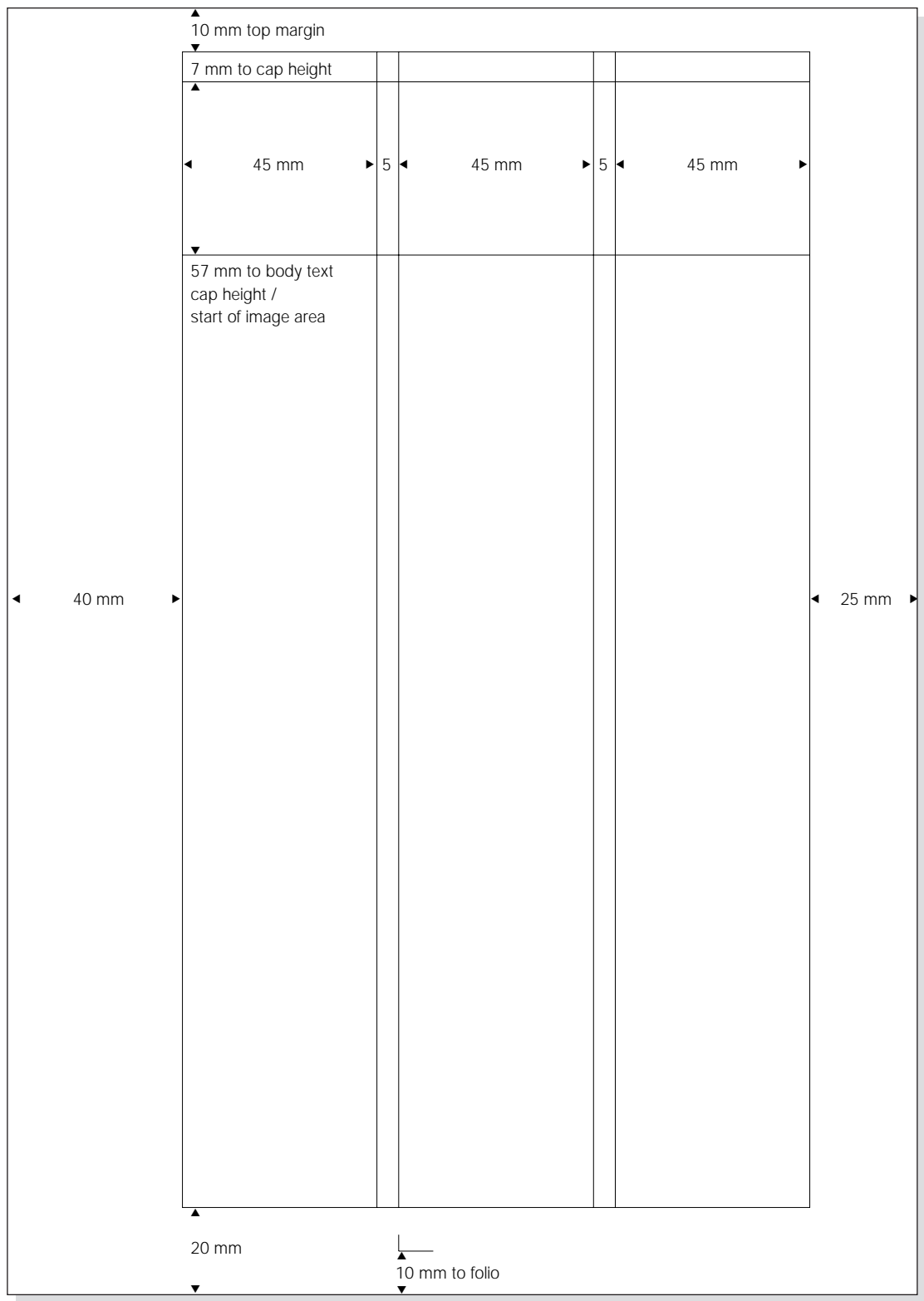
The Lubrizol 'red disk' symbol is not normally used on its own for Coating Additives in Europe, only the full Lubrizol Coating Additives logo. This leads to some special conditions that apply to Coating Additives literature:

- The Lubrizol Coating Additives logo should **always** appear on the front and back cover of a document. It should not normally appear on the inside pages of a document.
- The Lubrizol Coating Additives logo is normally placed in the lower left corner of the page. This places constraints on the space available on covers/single sheet documents.
- A colour code system (where used) uses either a broad strip or a thin bar device depending on the application. This is currently unique to Coating Additives.

See the page layout examples and grids on the following pages for a more detailed explanation. Only those elements that are unique to Coating Additives are fully detailed. Use these in conjunction with the Hazelwood design guide, which contains full details and dimensions of the standard grid system.

Left-hand page grid - A4

Inside pages

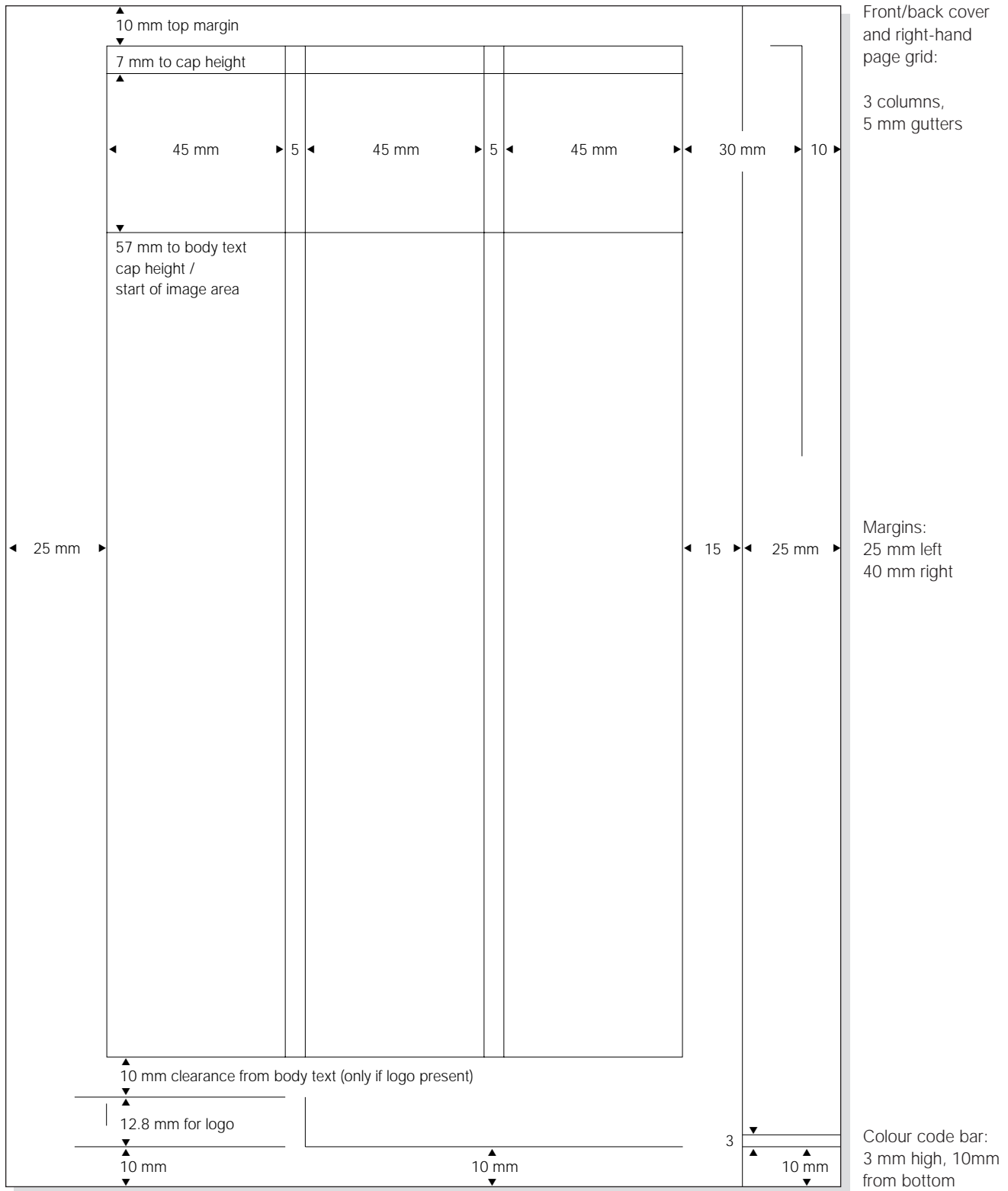


Left-hand page grid:
3 columns, 5 mm gutters.
Where a gatefold brochure needs clearance at the centre (to allow opening in a ring-binder) the gatefold pages are cut back by 20 mm.
Margins:
40 mm left
25 mm right

Approx. 70% actual size

Right-hand page grid - A4

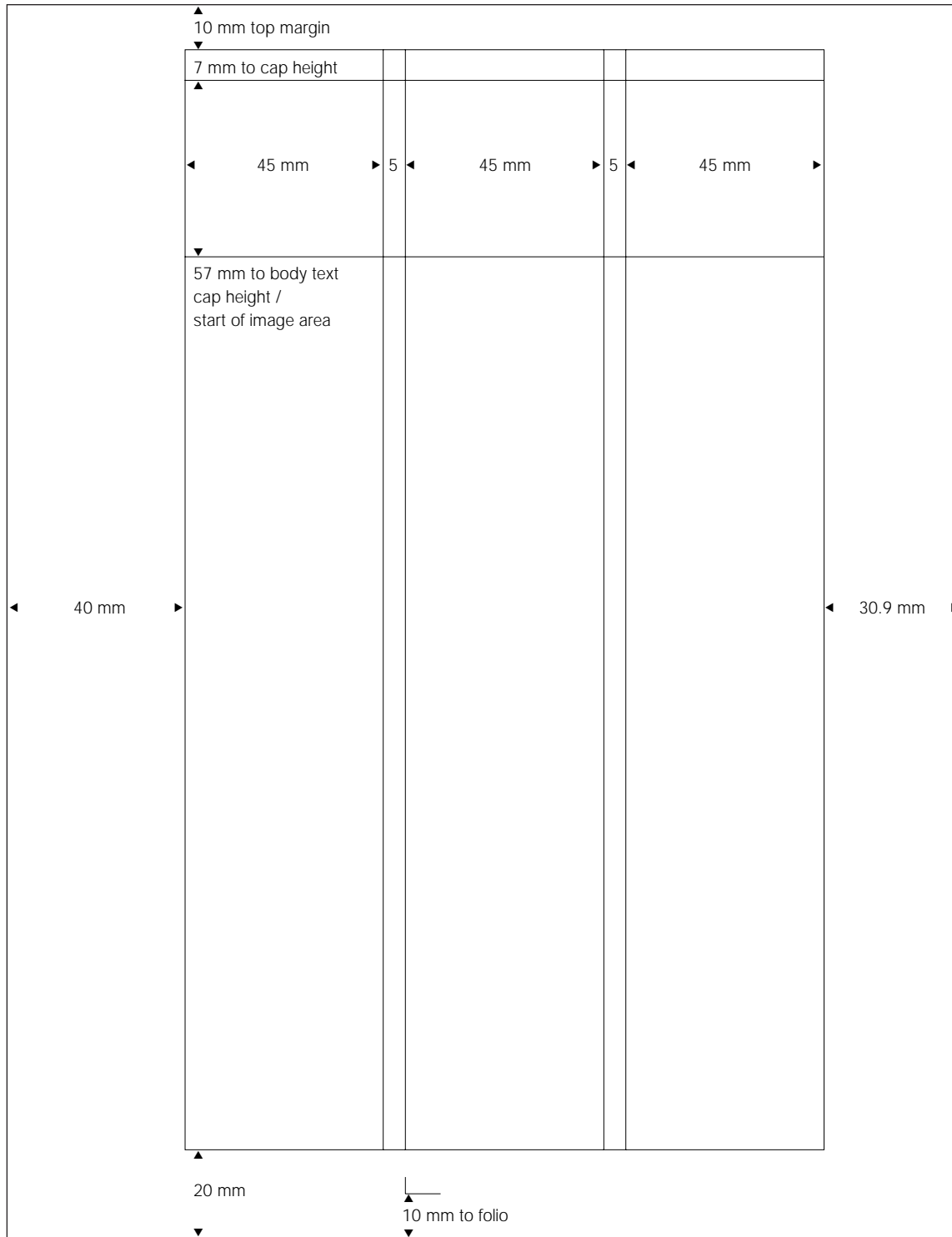
Inside pages, front and back covers



Approx. 70% actual size

Left-hand page grid - AQ (letter)

Inside pages



Left-hand page grid:

3 columns, 5 mm gutters.

Where a gatefold brochure needs clearance at the centre (to allow opening in a ring-binder) the gatefold pages are cut back by 20 mm.

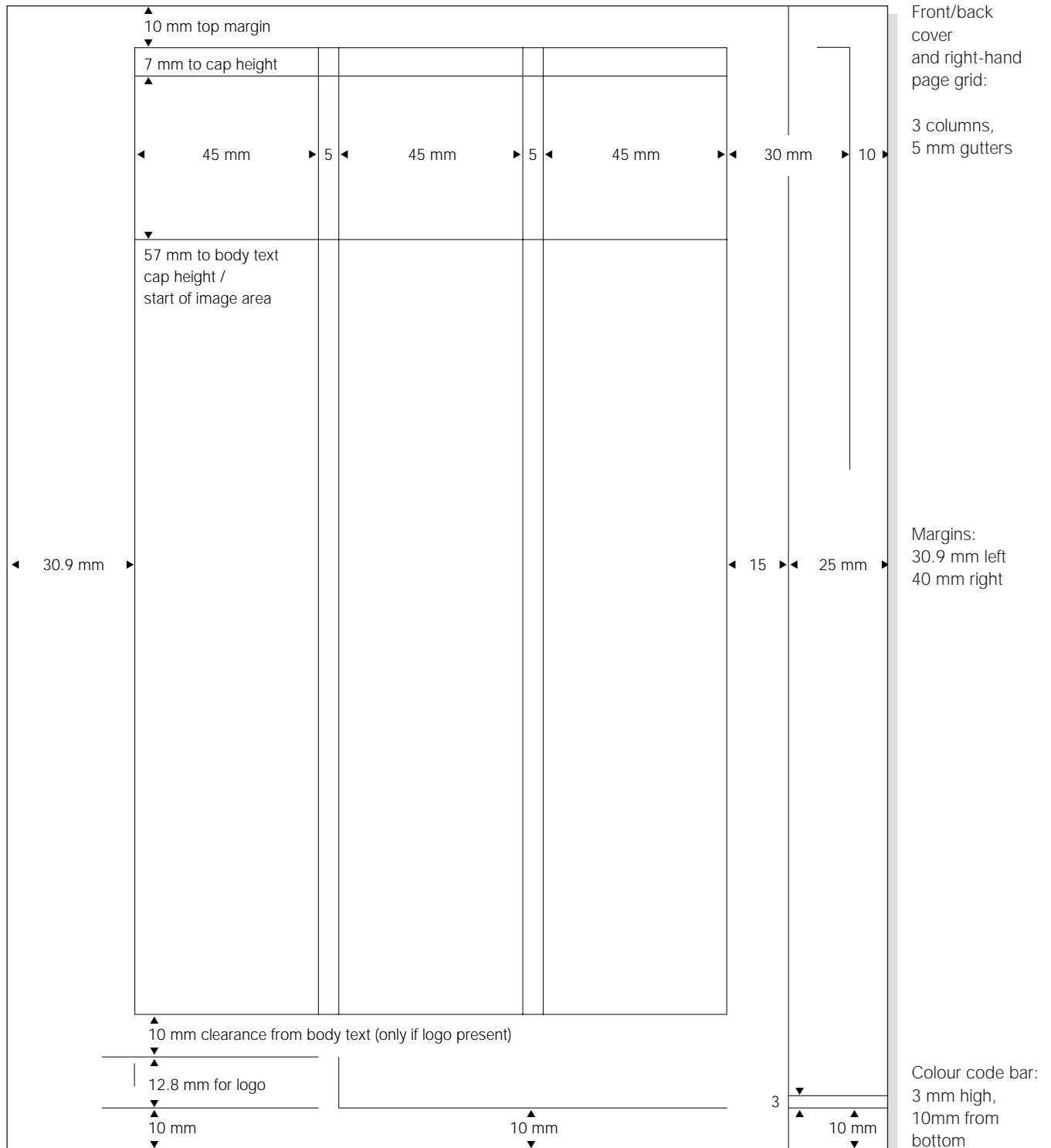
Margins:
40 mm left
30.9 mm right

NB: main difference between A4 and A3 is the inside margin

Approx. 70% actual size
Divide all dimensions by 25.4 to obtain size in inches

Right-hand page grid - AQ (letter)

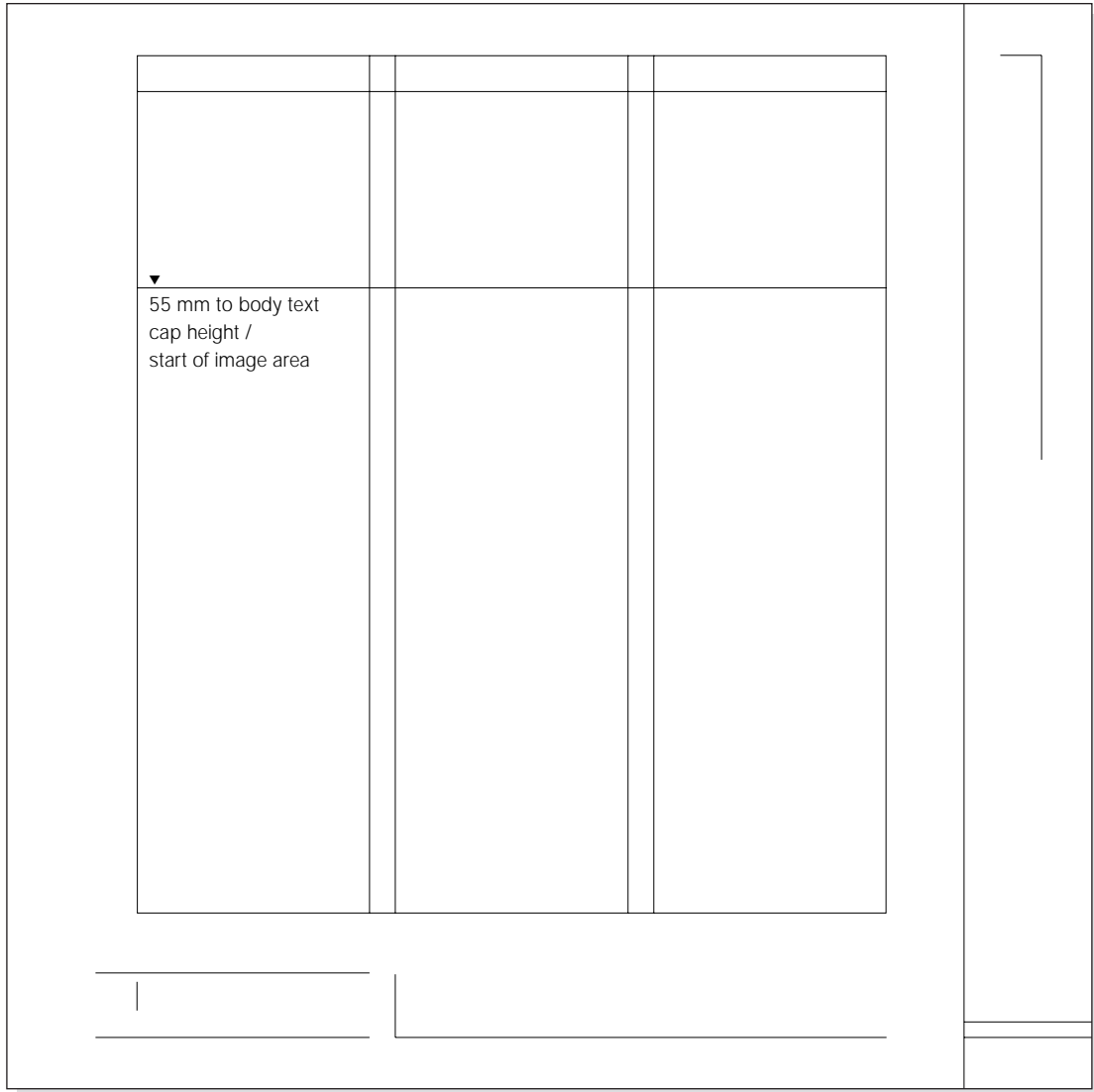
Inside pages, front and back covers



Approx. 70% actual size

Divide all dimensions by 25.4 to obtain size in inches

Right-hand page grid - 210 mm square
Business level and Corporate brochures

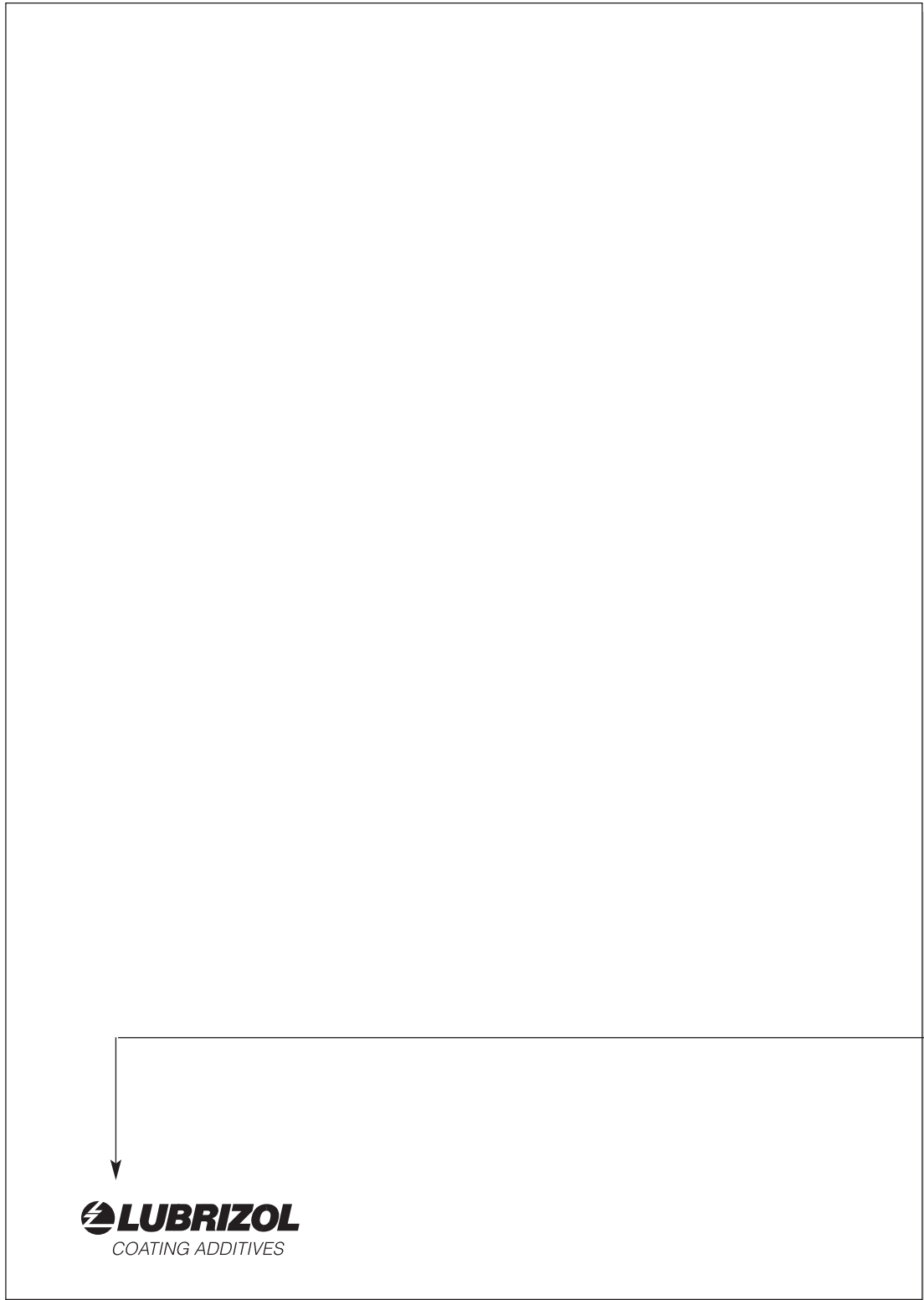


Only difference is text shoulder = 55 mm.

Left-hand page grid as for A4 version, with differences shown.

Approx. 70% actual size

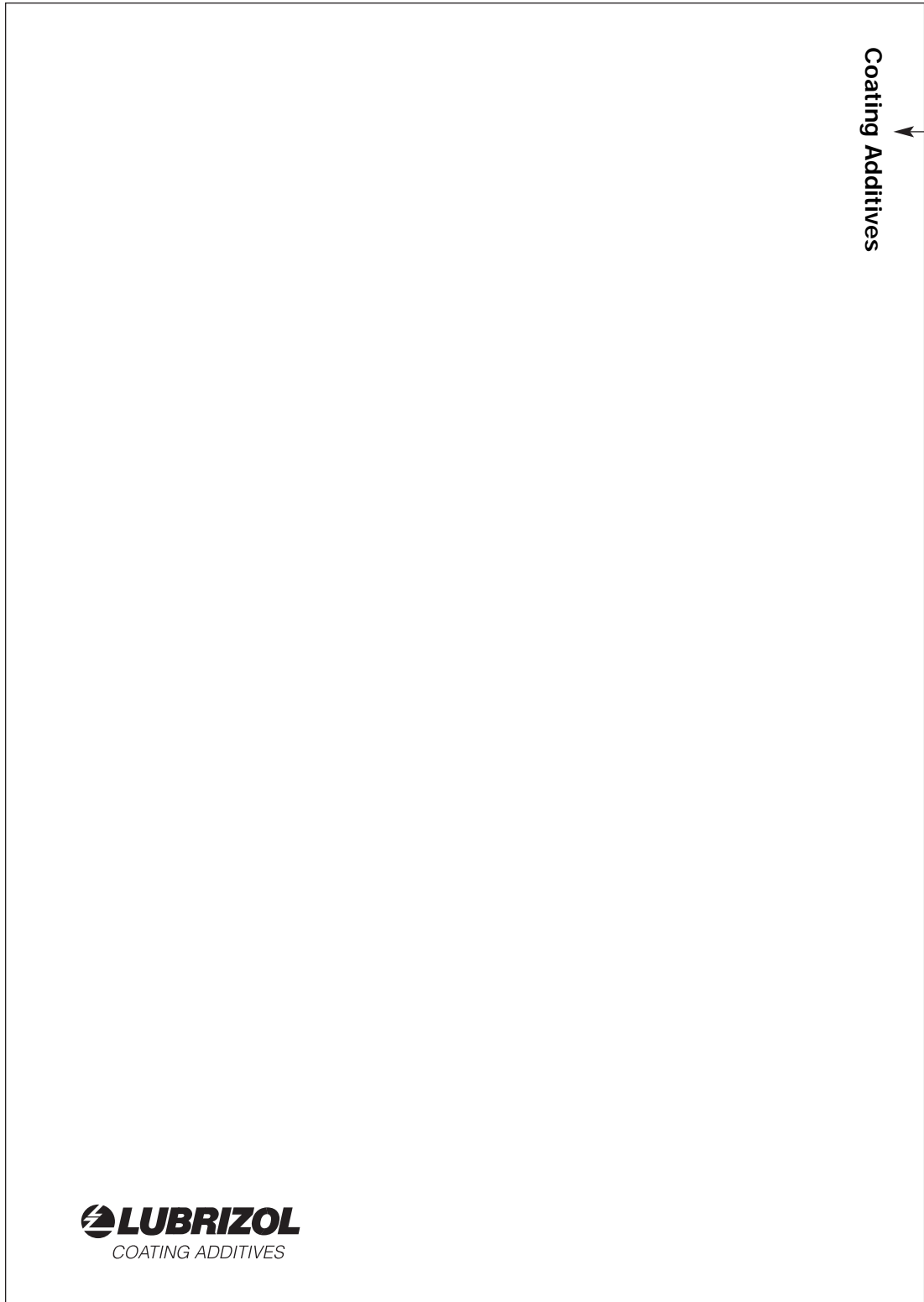
Position of logo



52 mm logo:
First L of Lubrizol
aligned left to 25
mm (30.9) grid line.
Baseline of Coating
Additives 10 mm
from bottom.

Approx. 70% actual size

**Business unit/product segment identifier
Vertical text**



Business unit/
product segment
identifier appears on
all front covers/
single sheets in this
position:

10 mm from top
10 mm from right

Type specs:
15 pt Helvetica
85 Heavy.

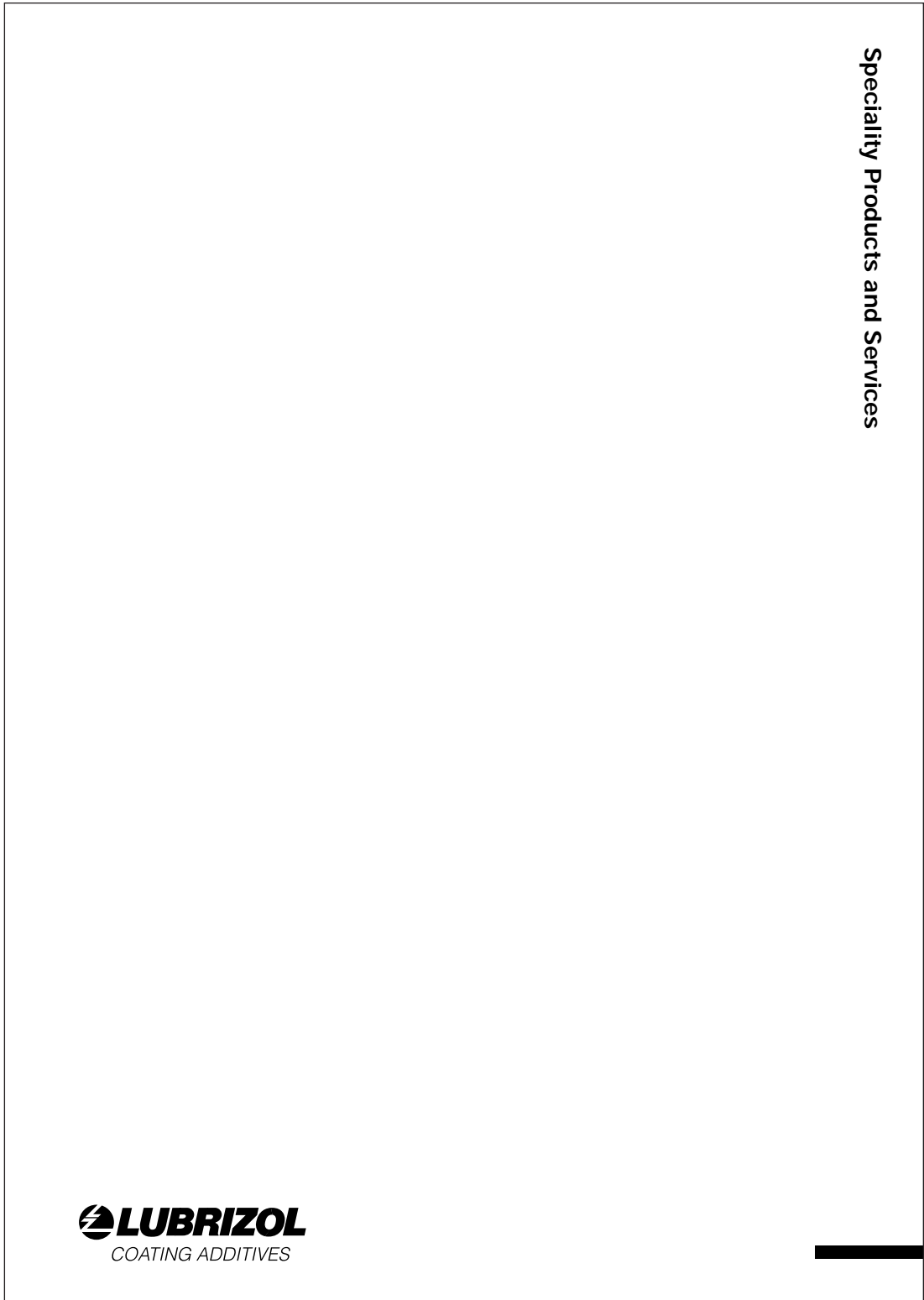
Letterspacing:
Normal tracking

This type only prints
black on, or white
reversed out
(no colours).

Vertical text is only
ever used on covers
and right-hand
pages.

Approx. 70% actual size

**Product segment identifier
Colour code thin bar**



Specialty Products and Services

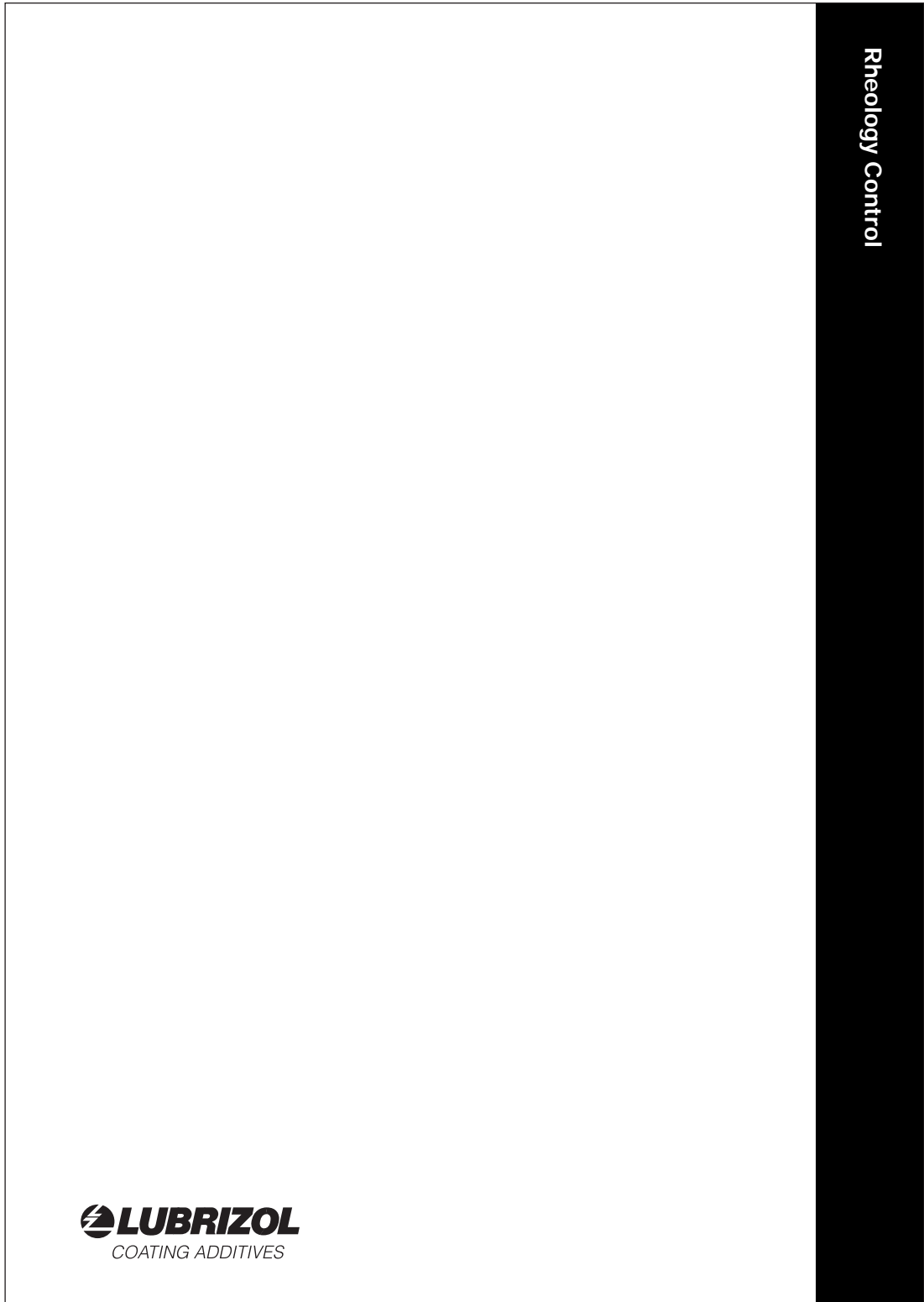


Colour code bar:
3 mm high,
25 mm wide

Position:
10 mm from
bottom, bleed off
right-hand edge.

Approx. 70% actual size

**Product segment identifier
Colour code strip**



Rheology Control

Product segment
type reverses out.

Colour code strip:
Can be solid colour
or tinted image.

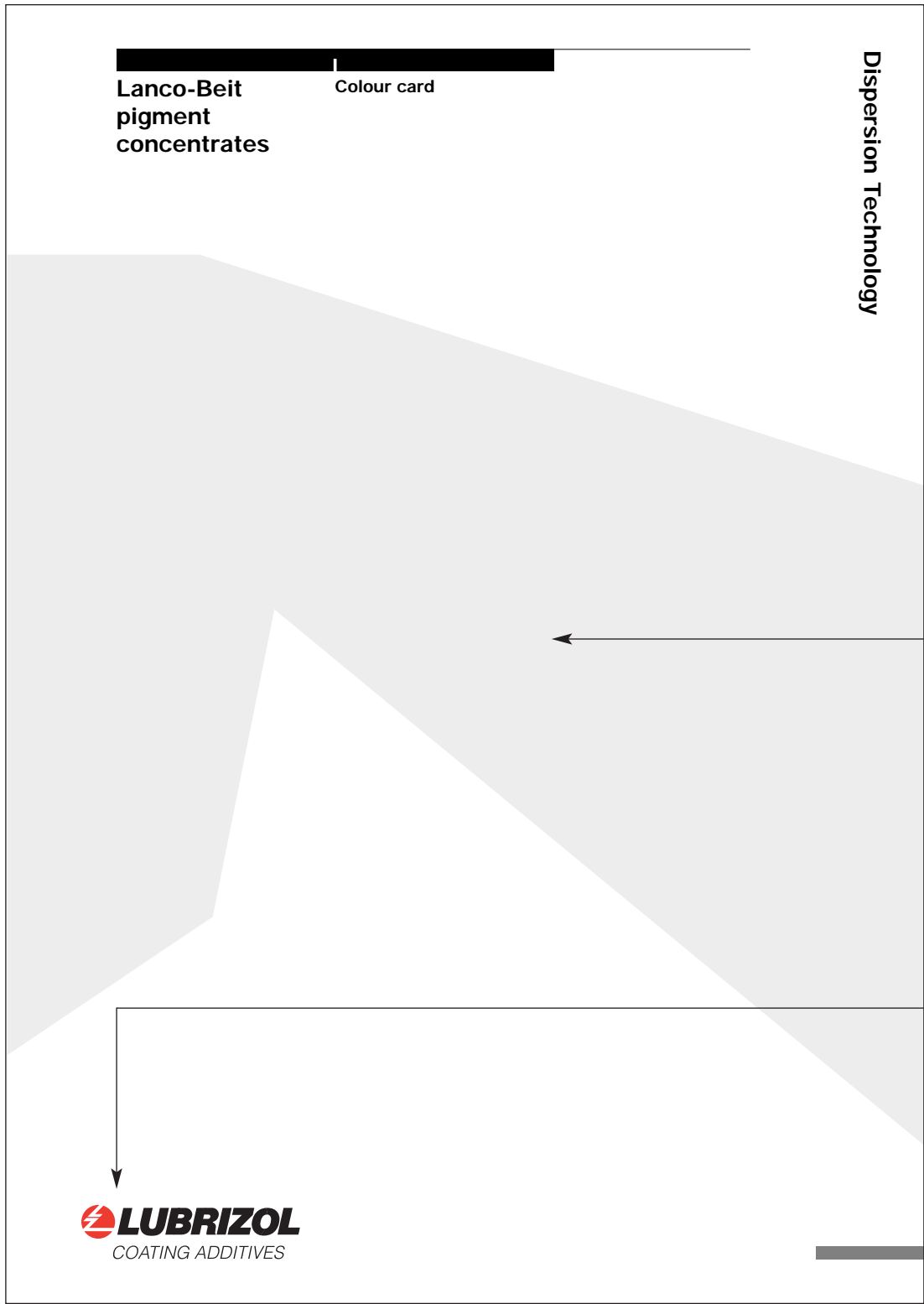
25 mm wide.

Position:
bleed off 3 edges.

 **LUBRIZOL**
COATING ADDITIVES

Approx. 70% actual size

Front cover example
Lanco-Beit colour card



Three column bar system:
2 columns heavy,
1 column light.
See main design guide for full details.

Type specs:
Main heading/
segment identifier in
15/18 pt Helvetica
Heavy U/lc ranged left.

Subheading in
11/15 pt Helvetica
Heavy U/lc ranged left.

Type prints black.

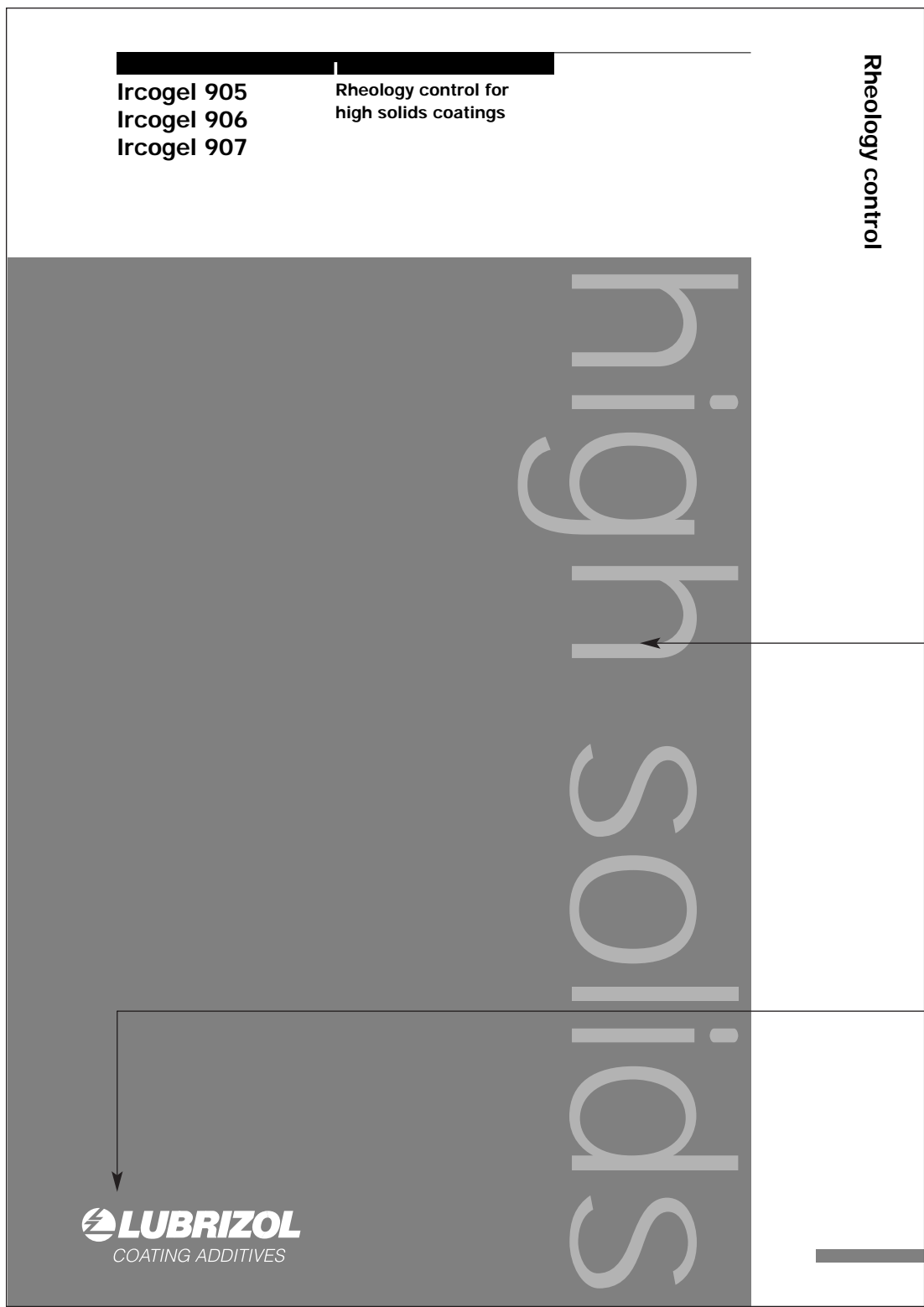
Cover image:
ghost graphic of
spray gun.
Bleeds off left and
right edges of page.
Starts 57 mm
down.

On a white
background logo
prints in Pantone
032 Red and black.

Colour code bar
prints in Pantone
186 (Dispersion
Technology).

Approx. 70% actual size

Front cover example
Ircogel brochure



Three column bar system:
2 columns heavy,
1 column light.

Type specs:
Main heading/
segment identifier in
15/18 pt Helvetica
Heavy U/lc ranged
left.

Subheading in
11/15 pt Helvetica
Heavy U/lc ranged
left.

Type prints black.

Cover image:
Deep blue abstract
swirl with graphic
devices (text and
chart).

Bleeds off bottom
and wraps around
spine onto back
cover. Starts 57
mm down.

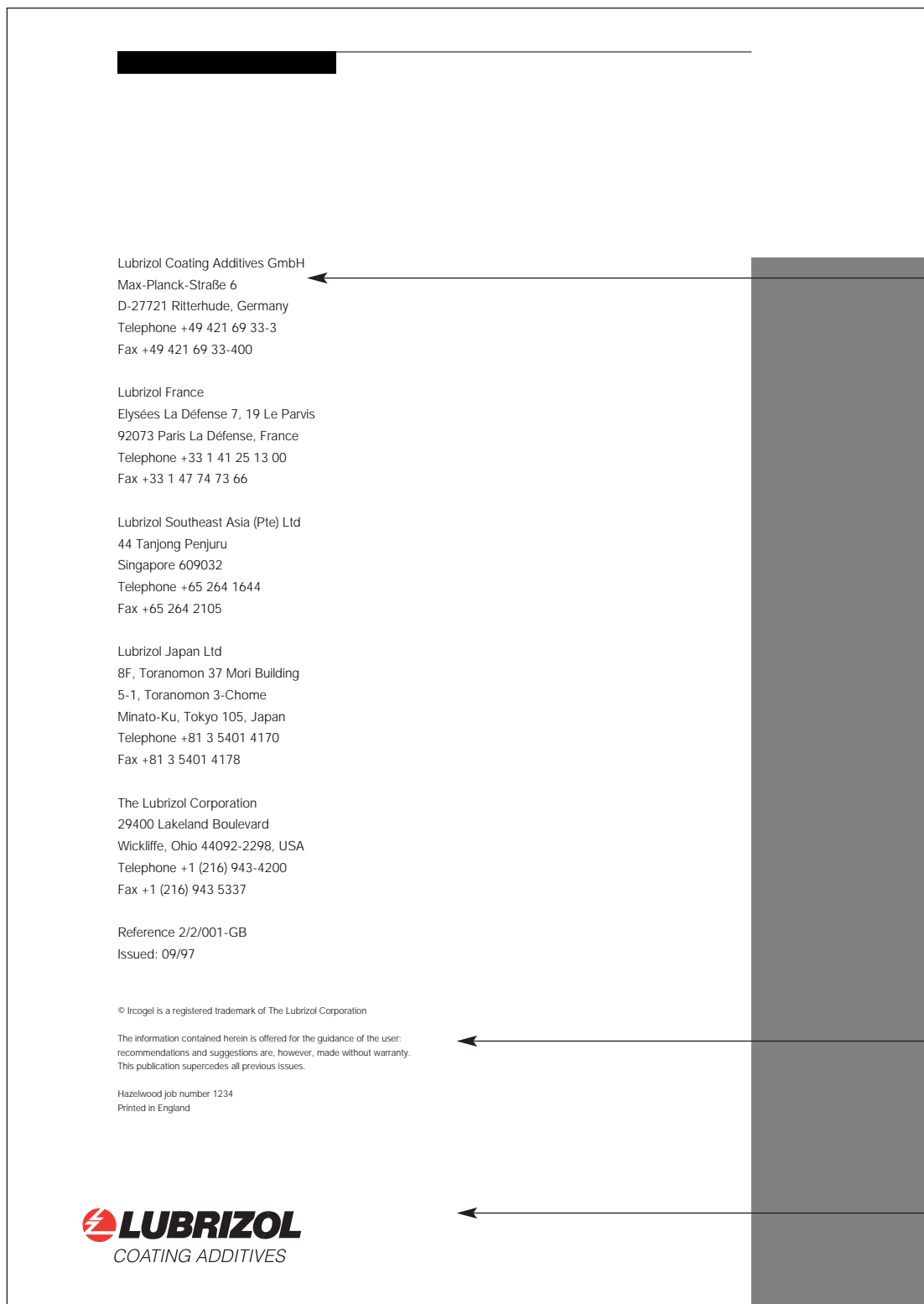
On a dark
background logo
prints white
reversed out.

Colour code bar
prints in Pantone
355 (Rheology
Control).

Approx. 70% actual size

Back cover example Ircogel brochure

Note:
back covers use the
left-hand page grid.



Thick/thin rules:
as defined in
Hazelwood design
guide.

Address block
hangs from 57 mm
line.

Type specs:
8.5/14 pt Helvetica
45 Light upper and
lower case.

Type prints black.

Cover image may
wrap around spine
onto back cover.

Legal/disclaimer
type specs:
6/9 pt Helvetica
45 Light.

On a white
background logo
prints in Pantone
032 Red and black.

Approx. 70% actual size

**Product data sheet
Front**

Heavy rule:
14 pt (5 mm) across
three columns.
Notch at start of
column 2.

Text in bar:
8.5/15 pt Helvetica
85 Heavy, white
reversed out.
Centred vertically, 2
pt from left.

Product name:
22/26 pt Helvetica
85 Heavy, ranged
left across columns
2 and 3.

Supplier name:
11/15 pt Helvetica
45 Light

Body text hangs
from 57 mm grid
line.

Section titles
ranged left in
column 1, body text
ranged left over
columns 2 and 3.

Type specs:
11/15 pt Helvetica
85 Heavy and 45
Light.

Start of each
section has a 0.5 pt
rule 1 mm above
cap height.

Bullets:
centred in 5 mm
gutter.

Background image:
Abstract swirl,
7/12% tint of black.

Colour code strip:
continuation of
image, 80/100%
tint of group colour.

Reference/date:
8/9 pt Helvetica 45
Light, ranged left in
column 3, 10 mm
from bottom of
page.

Logo: Pantone 032
Red and black.

Product Data Sheet
Supplier name

Lanco-Wax PP 1362 D

Surface Modifiers

Product type Modified polypropylene wax, micronized and classified

Properties Lanco-Wax PP 1362 D is a readily dispersible wax with a homogeneous particle size distribution. It is used primarily for reduction of coefficients of friction, matting and improvement of scratch resistance. In paints, foil coatings and printing inks, the following characteristics are achieved:

- Silky smooth surfaces by means of a special polymer combination
- Good anti-blocking properties due to high melting point
- Scratch resistance and metal marking resistance
- Matting
- Minimal settling of silica matting agents

Applications

- Wood coatings
- Varnishes
- Industrial coatings
- Powder coatings
- Architectural coatings

based on:

- Acrylics
- Alkyds and urethane alkyds
- N/C and N/C combination finishes
- 2-pack polyurethanes
- Oil-free polyesters
- Epoxy and polyester powder systems

Use Lanco-Wax PP 1362 D is very easily dispersible. It can be incorporated using normal stirrers. In very low viscosity systems high shear mixers such as dissolvers or bead mills may be required.

For production of pastes, the concentration range of the wax should be approx. 25-30%.

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Reference: 1/1/002-GB
Issued: 10/95

Approx. 70% actual size

**Product data sheet
Back**

Note: backs of data sheets use left-hand page grid.

Backs do not use the swirl image.

Product Data Sheet Lanco-Wax PP 1362D ←

Addition levels For matting, addition rates of 1-5% Lanco-Wax PP 1362 D should be used based on total formulation of the coating. In combination with silica products, mixtures of 1:1 to 1:4 wax/silica have given the best results.
To improve surface properties such as slip and scratch resistance, addition levels of 0.1 to 2.5% can be used, based on total formulation.


Technical data Chemical type: modified polypropylene wax

Particle size, max. (µm)	12
Particle size ø (µm) (Coulter Counter)	<3
Melting point (°C)	140
Density (g/cm ³)	0.94
Acid value (mg KOH/g)	<3
Hardness (ASTM D 1321)	1-2

Packaging and storage Lanco-Wax PP 1362 D is packed in 12.5 kg paper sacks. Sacks should be stored on pallets in enclosed areas. In relatively warm storage areas the sacks should not be stacked too high. A storage temperature of 30°C should not be exceeded.

Food contact status The raw material composition of Lanco-Wax PP 1362 D complies with the following Positive Lists and Recommendations, relating to its use as an additive in coatings for food packaging:
FDA: CFR 21 – § 175.300
BGA: Empfehlungen der Kunststoffkommission – XL + III (part in each)
However, the assessment as to the suitability for use, according to the food contact regulations, must always be made based on the total composition of the coating, and its use.

The information contained herein is offered for the guidance of the user; recommendations and suggestions are, however made without warranty.
This data sheet supersedes all previous issues.
Lanco is a trademark of The Lubrizol Corporation.

 **LUBRIZOL**
COATING ADDITIVES

Lubrizol Coating Additives GmbH
Max-Planck-Straße 6
D-27721 Ritterhude, Germany
Telephone +49 421 638 97-0
Fax +49 421 638 9798

Type specs:
11/15 pt Helvetica Heavy.

Tabular text:
0.5 pt rules below lines.

Position: centred between lines.

Tabs positioned as necessary.

8.5/15 pt Helvetica 45 Light.

Disclaimer/
subsidiary text:
7/11 pt Helvetica 45 Light.

Address block:
8/9 pt Helvetica 45 Light, ranged left in column 3, 10 mm from bottom of page.

Logo: Pantone 032 Red and black.

Approx. 70% actual size

Information sheet

Mai 1995
MIL/SG/1594

Antifloat D-14
Antifloat F-113

Zum Thema
Ausschwimmen,
Streifenbildung und
Bernard'sche Zellen

Beim Einsatz verschiedener Pigmente kann es an der Oberfläche des feuchten Lackfilmes zu Pigmentmischungen kommen, die sich durch Farbtonveränderungen bemerkbar machen. Gerade bei organischen Pigmenten tritt das Problem der Pigmentmischung relativ häufig auf.

Durch die Mitverwendung von **Antifloat D-14 Pulver** wird eine kolloidale Dispergierung der Pigmente im Bindemittel erreicht und damit eine effektive Beseitigung der Ausschwimmerscheinungen erzielt.

Anti-float D-14 Pulver kann in lösemittelhaltigen, lösemittelfreien, wäßrigen und High Solid Lacksystemen eingesetzt werden. In den meisten oxidativ trocknenden Systemen werden noch zusätzlich Glanz und Glanzhaltung verbessert.


Zur späteren Korrektur des Ansatzes eignet sich unser silikonfreies **Anti-float F-113 flüssig** für lösemittelhaltige Systeme.

In Einbrennlacken zeigt dieses Additiv zusätzlich eine entlüftende Wirkung.

Mustermaterial und technische Unterlagen stellen wir Ihnen gern zur Verfügung.

Mit freundlichen Grüßen
Ralph Köhler

Technische Auskünfte erfolgen unverbindlich und nach bestem Wissen und Gewissen

**LUBRIZOL**
COATING ADDITIVES

Lubrizol Coating Additives GmbH
Max-Planck-Straße 6
D-27721 Ritterhude
Telefon (0421) 638 97-0
Telefax (0421) 638 9798

Spezialrohstoffe und Service
Information

Heavy rule:
14 pt (5 mm) across three columns.
Notch at start of column 2.

Date/reference:
11/15 pt and 7/15 pt Helvetica 45 Light.

Product name:
22/26 pt Helvetica 45 Light, ranged left across columns 2 and 3.

Body text hangs from 57 mm grid line.

Extract/intro text ranged left in column 1, body text ranged left over columns 2 and 3.

Type specs:
11/15 pt Helvetica 85 Heavy and 45 Light.

Vertical 'information' used as a graphic:
60/66 pt Helvetica 85 Heavy.
15% black tint.

Salutation always in this position:
between 34 mm and 65 mm from bottom of page.

Address block:
8/9 pt Helvetica 45 Light, ranged left in column 3, 10 mm from bottom of page.

Logo: Pantone 032 Red and black.

Approx. 70% actual size

Applications data sheet

Heavy rule:
14 pt (5 mm) across
three columns.
Notch at start of
column 2.

Text in bar:
8.5/15 pt Helvetica
85 Heavy, white
reversed out.

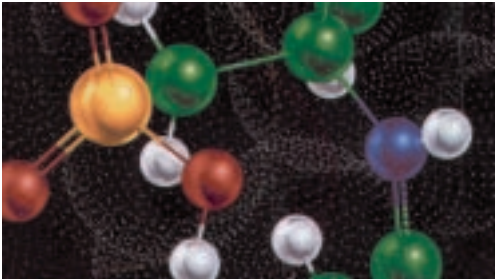
Anwendungsdatenblatt

AMPS®

2-acrylamido-2-methylpropane sulphonic acid

Why use AMPS?

- **Stability**
Mechanical
Cation
- **Reduced surfactant demand**
Pigment acceptance
Scrub resistance
Water resistance
Adhesion
- **Rheology**



Formulation

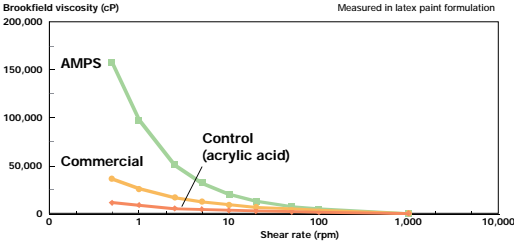
	Control	AMPS
Methyl methacrylate	53.8	54.4
Butyl acrylate	44.2	44.6
Acrylic acid	2.0	
Lubrizol 2405 (active part)		1.0
Total monomers	100.0	100.0
Sodium lauryl sulphonate	0.5	0.1
Nonyl phenyl ethylene oxide	1.5	
Sodium bicarbonate	0.2	0.2
Sodium persulphate	0.6	0.6
Total additives	2.8	0.9
Total water	100.0	100.0
Total	202.7	200.8


Two methyl groups
Provide steric hindrance
against attack on the amide
group
Resistance to acid and base
hydrolysis
Good heat stability

Acrylamide group
Very reactive with free radical
initiators
Incorporates AMPS into the
polymer backbone
Good hydrolytic stability

Sulphonic acid group
Very water soluble
Water retention effect
Improves dispersancy of the
polymer
Stable against coagulation by
divalent cations

AMPS gives excellent shear thinning properties to paint





LUBRIZOL
COATING ADDITIVES

Ref. 1/1/001X-D
Issued 22/8/95

Spezialrohstoffe urtd Service

Body text hangs
from 57 mm grid
line.

Layout can be
adapted to suit
contents.

Type specs:
11/15 pt Helvetica
85 Heavy and 45
Light.

Colour code strip:
the same image as
on the product data
sheet, 80/100% tint
of group colour.

Approx. 70% actual size

Stationery

The following pages set out the stationery specifications for Ritterhude. Other offices within Coating Additives may use this style, or the normal style used in that office but with the Lubrizol Coating Additives logo.

Paper specifications:

- Letterhead, compliments slip, etc:
Schneider Offset Plus
white
90 g/m² (24 lb)
- Business card:
Diplomatenkarten
white
matt
chlorine-free
246 g/m² (80 lb)
- Data sheet (offset printed):
Hansa-Profistar
white
chlorine-free
135 g/m²
- Data sheet (laser printed):
Stora Fine. Special Offset
white
matt
90 g/m²

Letterhead

Stationery uses the grid defined in the corporate identity manual.

Lubrizol Coating Additives GmbH
Postfach 11 55 •D-27717 Ritterhude

Ihr Schreiben <i>Your letter</i>	Ihr Zeichen <i>Your reference</i>	Unser Zeichen <i>Our reference</i>	Durchwahl <i>Direct line</i>	Datum <i>Date</i>
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(04 21) 69 33-

Hausanschrift
Lubrizol Coating Additives GmbH
Max-Planck-Straße 6
D-27721 Ritterhude
Telefon (04 21) 69 33-3
Telefax (04 21) 69 33-400

Bankverbindungen
Postgiro Hamburg
(BLZ 200 100 20) Kto. 332 53-205
Deutsche Bank AG, Bremen
(BLZ 290 700 50) Kto. 2 405 397
Kreissparkasse Osterholz
(BLZ 291 523 00) Kto. 401 372

Sitz der Gesellschaft Ritterhude
Amtsgericht Osterholz-Scharmbeck
HR B 2093
Geschäftsführer: Hans-Hugo Bremkamp

Technische Auskünfte erfolgen unverbindlich und nach bestem Wissen und Gewissen

Reg. Nr. 2880/001

52 mm logo:
Pantone 032 Red
and black.

Type specs:
8/9 pt Helvetica
45 Light.

Helvetica 46 Light
Italic is used to
differentiate
between languages.

Page area between
margins can be
divided into as
many columns as
required, with 5 mm
gutters.

Address block:
8/9 pt Helvetica 45
Light, ranged left in
3 columns, with
5 mm gutters.

Approx. 70% actual size

Compliment slip Business card

 <p>Lubrizol Coating Additives GmbH Postfach 11 55 • D-27717 Ritterhude</p>	<p>Kurzmitteilung <i>Message</i></p> <p>Sie erhalten anbei <i>Please find enclosed</i></p> <hr/> <p>Datum <i>Date</i></p> <hr/> <p>Zeichen <i>Reference</i></p> <hr/> <p>Mit freundlichen Grüßen <i>With compliments</i></p>	<p>Mit der Bitte um <i>Please</i></p> <p><input type="checkbox"/> Kenntnisnahme <i>Take notice</i></p> <p><input type="checkbox"/> Prüfung/Genehmigung <i>Check/approve</i></p> <p><input type="checkbox"/> Anruf <i>Call</i></p> <p><input type="checkbox"/> Beantwortung <i>Reply</i></p> <p><input type="checkbox"/> Erledigung <i>Handle</i></p> <p><input type="checkbox"/> Rückgabe <i>Return</i></p> <p>Lubrizol Coating Additives GmbH Max-Planck-Straße 6 D-27721 Ritterhude Telefon (04 21) 69 33-3 Telefax (04 21) 69 33-400</p>
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50 mm colour logo.

Type specs:
8/9 pt and 11/15 pt
Helvetica 45 Light
and 85 Heavy.

0.5 pt rules 1 mm
above text.

Approx. 70% actual size

	<p>Guido Armin Friedriszk Account Manager</p>
<p>Lubrizol Coating Additives GmbH Max-Planck-Straße 6 D-27721 Ritterhude Telefon (04 21) 69 33-3 Telefax (04 21) 69 33-400</p>	<p>Privat: Telefon (0 42 02) 6 34 10 Telefax (0 42 02) 6 34 09 Auto- Telefon (0172) 2892 104</p>

30 mm colour logo.

Type specs:
Name: 10 pt
Helvetica 85 Heavy.
Title: 8 pt Helvetica
45 Light.

Address: 7/8 pt
Helvetica 45 Light.

Actual size (85 x 55 mm)

Facsimile sheet



Lubrizol Coating Additives GmbH
Max-Planck-Straße 6
D-27721 Ritterhude
Telefon (04 21) 69 33-3
Telefax (04 21) 69 33-400

Telefax

<hr/>	<hr/>	<hr/>
An/ <i>To</i>	z.Hd./ <i>Attention</i>	Fax-Nr.
<hr/>	<hr/>	<hr/>
Seiten/ <i>Pages</i>	Von/ <i>From</i>	Datum/ <i>Date</i>
<hr/>	<hr/>	<hr/>

50 mm black logo.

Address block:
11/13 pt Helvetica
45 Light aligned left
to margin.

Telefax text:
15/18 pt Helvetica
85 Heavy.

Fax info text:
11/13 pt Helvetica
45 Light and 46
Light italic.

0.5 pt rules 1 mm
above text.

Approx. 70% actual size

Slides and overheads

Presentations for Coating Additives differ from those in the core Market Segments, mainly in the use of the logo. Instead of having the 'red disk' LZ symbol in the bottom right corner, all slides have the Lubrizol Coating Additives logo in the bottom left corner.

Because slides need to be readable from a distance, the type sizes used are larger. Title slides are 72 point and the main text is 30 point. These sizes should be taken as the starting point, adjustments being made as necessary. Under no circumstances make text smaller than 14 point. Type always aligns left.

There are two main colour schemes for presentations; 35mm slides are best with white text on a dark background (eg black or deep blue); overheads and handouts can also work with black text on a light background (white or a 'ghost' image). Text should always be black or white reversed out. If possible the presentation should be prepared in such a way that the handouts are legible when photocopied in black and white.

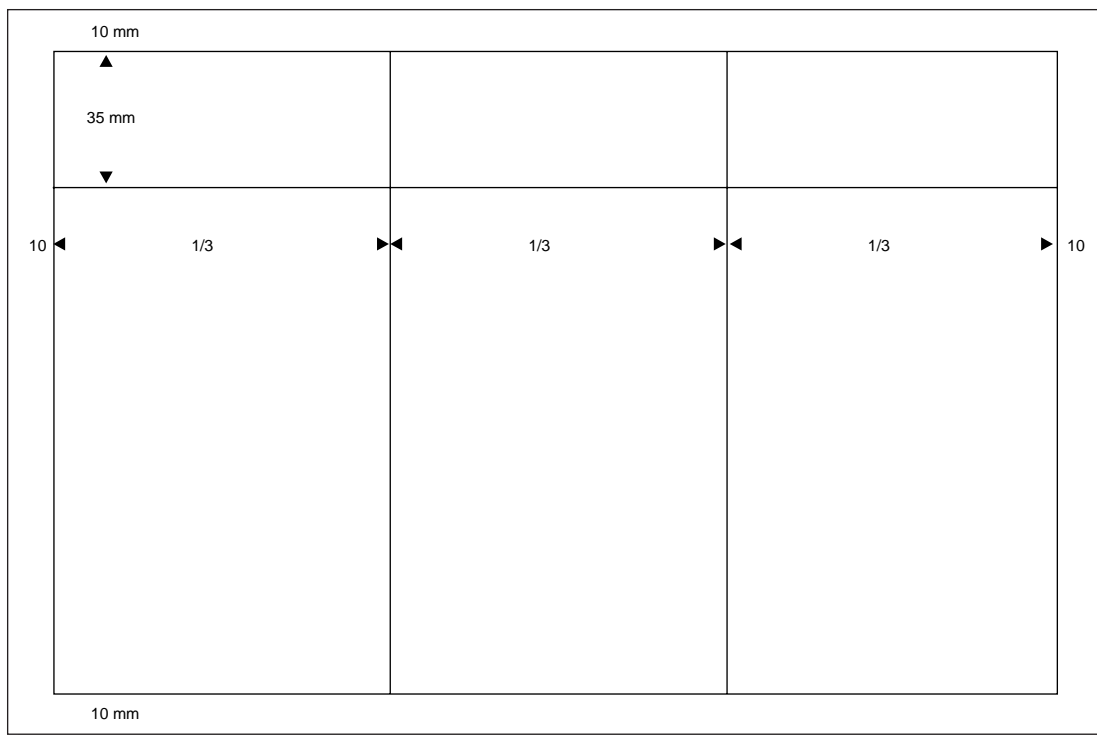
The adopted standard for Lubrizol is Powerpoint and a template is available, however, here are the basic guidelines for preparing a show:

- Format: 35mm slide landscape (even for overheads).
- Make margins 10 mm on all sides.
- Divide remaining area vertically into three equal areas.
- Make the body text shoulder approx. 1/4 of the way down the slide.
- Draw a thin rule across the length of the top margin.
- Align the logo to the lower left margins.
- Add placeholders for titles and main text as appropriate.

Slides and overheads

Dimensions given here are for guidance only, as various presentation packages differ in implementation.

NB: only the actual slide area is shown, not the page area.

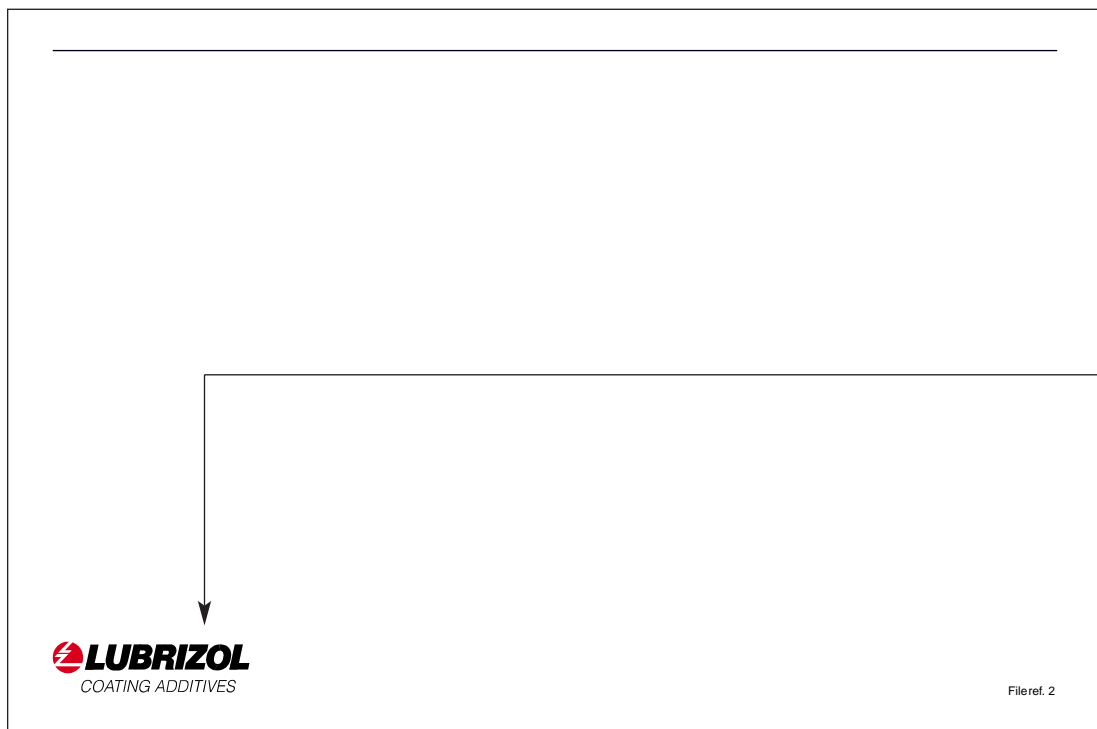


Always use 35 mm landscape slide format (2/3 aspect ratio),

Margins:
10 mm to edge of slide.

Grid divides slide into three equal areas. No gutters.

Approx. 50% actual size



All slides have a thin rule (black or white) across the top, 10 mm from the edge.

All slides use 52 mm colour logo, 10 mm from bottom left corner.

Light background:
Full colour logo
Dark background:
Reversed logo

File reference and slide number:
9 pt Helvetica
45 Light.

Approx. 50% actual size

Coating Additives

Developments in Europe



File ref. 3

Title slide

Title:
60 pt Helvetica 85
Heavy and 45 Light.

All type is black or
white reversed out.

Approx. 50% actual size

Overall growth strategies

- **Focus on key product areas and strengths**
 - Surface Modifiers
 - Rheology Control
 - Dispersion Technology
 - Speciality Products and Services
- **Problem solving approach using specialists**
- **Expand to all major regions**
- **Focus on key customers**



File ref. 4

Text across
three columns

Text:
30 pt Helvetica 85
Heavy and 45 Light.

0.2 line spacing
after paragraphs.

Approx. 50% actual size

Customers



- **Selling to over 1000 customers and distributors worldwide**
- **Focusing on key accounts and problem solving**
- **Providing extensive customer and technical service**



File ref. 5

Text across two columns

Text:
30 pt Helvetica 85 Heavy and 45 Light.

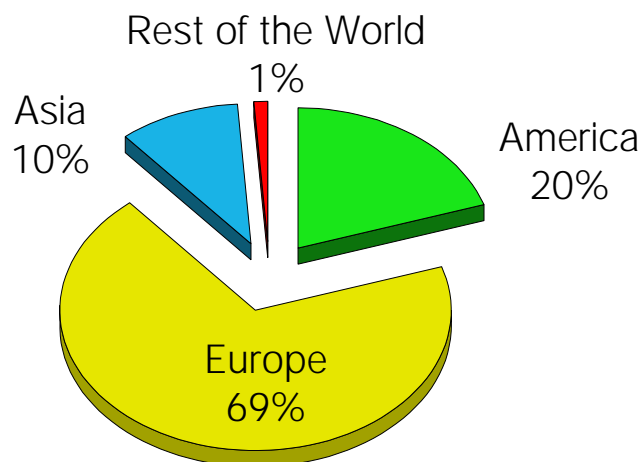
0.2 line spacing after paragraphs.

Images should align to grid where possible.

Approx. 50% actual size

Coating Additives

Worldwide sales \$ 40 million



File ref. 6

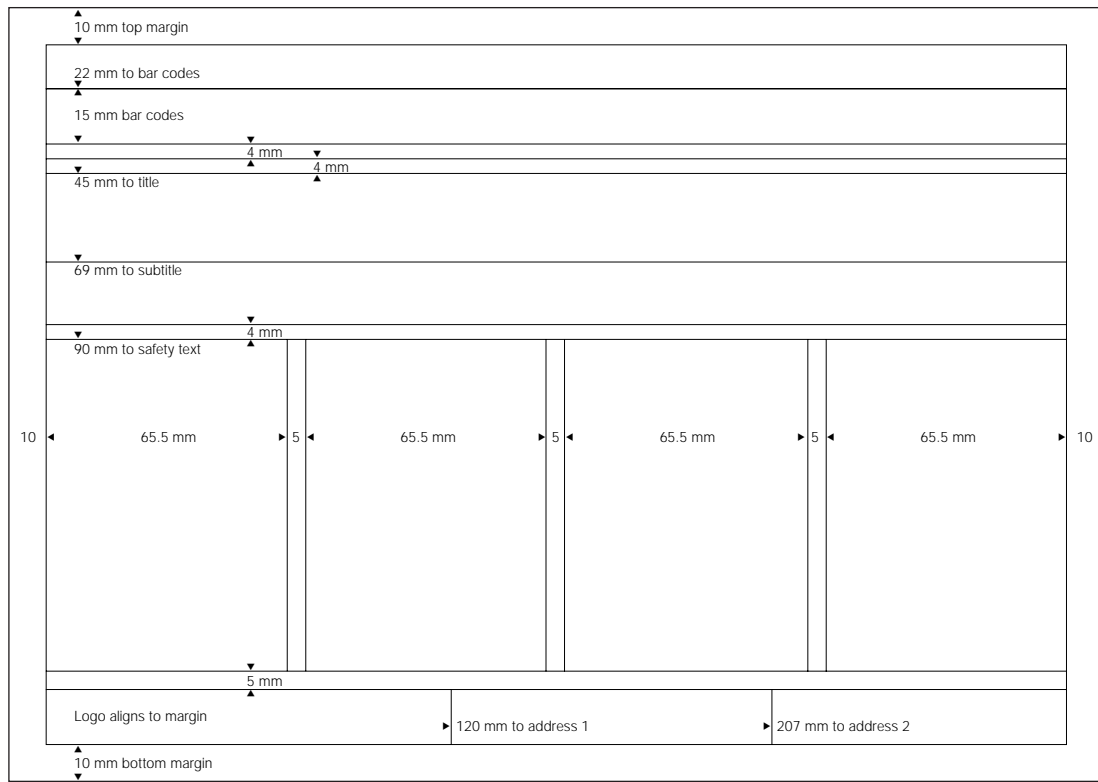
Charts

Chart can be aligned to grid or centred on slide.

The smallest text size that is still legible is 14 pt Heavy.

Approx. 50% actual size

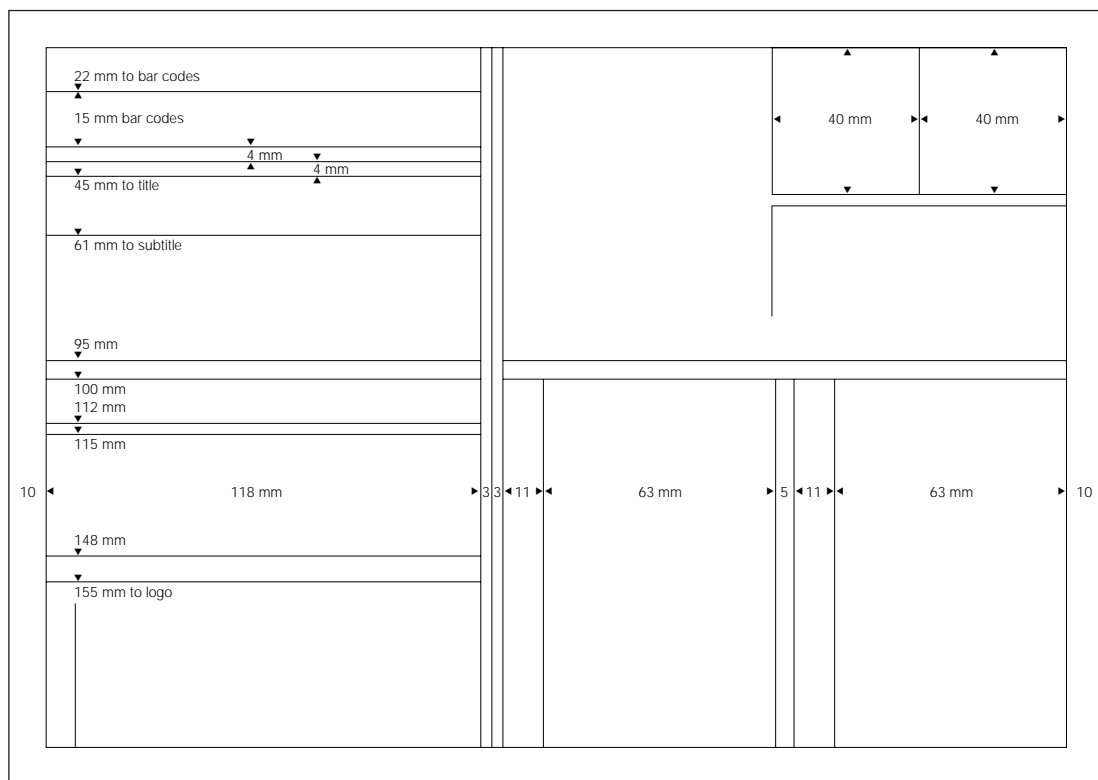
Product label grids - A4 landscape



Size: 297 x 210 mm
(A4 landscape)

Labels without hazard-warning symbols use this grid.

Approx. 50% actual size



Size: 297 x 210 mm
(A4 landscape)

Labels with hazard-warning symbols use this grid.

Approx. 50% actual size

Product label examples

Art. No. **LWP-2001** Batch No. **00000** Net **12,5 kg 28 lbs** Sack No. **00**

Lanco-Wax PP 1362 D

Mikronisiertes modifiziertes Polypropylenwachs
Micronized modified polypropylene wax

Made in Germany
Lanco is a trademark of The Lubrizol Corporation

Bei diesem Produkt handelt es sich um ein festes, brennbares Wachs, das keine Gefahrstoffe enthält.

Erste Hilfe-Maßnahmen
Hautkontakt: Haut mit Wasser und Seife reinigen.
Augenkontakt: Augenlider geöffnet halten und reichlich mit sauberem, fließendem Wasser spülen. Ärztlichen Rat einholen.
Einatmung: Für Frischluftzufuhr sorgen. Bei unregelmäßiger Atmung oder Reizung der Atemwege ärztlichen Rat einholen.
Verschlucken: Bei Verschlucken mit Wasser spülen und den Arzt konsultieren.

Brandbekämpfung
Geeignete Löschmittel: Schaum, Pulver, CO₂, Wasserschleimstrahl.
Maßnahmen beim Verschütten
Material trocken aufnehmen und nach den örtlichen Bestimmungen entsorgen. Staubbildung vermeiden!

This material has no known hazards.
Wash thoroughly after handling. Keep container closed when not in use.

First aid
Skin: Wash with soap and water. Launder contaminated clothing before re-use.
Eye: Flush with water at least 15 minutes. Get medical attention if eye irritation develops or persists.
Inhalation: Remove exposed person to fresh air if adverse effects are observed. If irritation persists or if toxic symptoms are observed, get medical attention.

Oral: Do not induce vomiting. If conscious, give 2 glasses of water. Get immediate medical attention.
Fire
Use CO₂, dry chemical, alcohol foam, water spray, water fog. Flooding with water may cause splattering. Material will float on water.
Spill
Pick up solid for recycle and/or disposal. Avoid raising a dust.

This product contains one or more of the following components (New Jersey Right To Know):
NJRTK#800967-5036P.
NJRTK#800967-5516P.
NJRTK#800967-5037P.
NJRTK#800967-5499P.

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Lubrizol Coating Additives GmbH
Gewerbepark Ihlpohl, Max-Planck-Straße 6
D-27721 Ritterhude, Germany
Tel +49 421 69 33-3, Fax +49 421 69 33-400

The Lubrizol Corporation
29400 Lakeland Boulevard, Wickliffe
Ohio 44092-2298, USA
Tel (216) 943 4200, Fax (216) 943 5337

Bar-code text:
11/15 pt Helvetica
85 Heavy and 45
Light.

Bar-codes: 15 mm
high, 35 or 40 mm
wide, 10 mm gap.

Title: 60/66 pt
Helvetica 85 Heavy.

Subtitle: 15/18 pt
Helvetica 85 Heavy
and 86 Heavy Italic.

Statutory text:
10/11 pt Helvetica
45 Light.

Safety text:
11/13 pt Helvetica
85 and 45.

Address text:
10/11 pt Helvetica
85 and 45.

Logo: Pantone 032
Red and black.

Approx. 50% actual size

Art. No. **LGL-0007** Batch No. **31073** Net **22 kg**

Lanco-Antifloat F 113

PE-Wachsdispersion in Xylol mit Weichmacheranteil
PE wax dispersant in xylene with something else

Made in Germany

Vor Gebrauch aufrühren/Stir well before use
Lagertemperatur/Storage temp. 5° - 25°C

Technischer Name **flammable liquids, n.o.s.**
Field Name **contains xylene** 01

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Enthält Xylol
Contains xylene
Contient xylène
Contiene xilene
Contiene xileno
Contem xileno
Bevat xyleen
Indeholder xylene

Gesundheitsschädlich
Harmful
Nocif
Nocivo
Nocivo
Schädlich
Sundhedsskadelig

D Entzündlich. Gesundheitsschädlich beim Einatmen und bei Berührung mit der Haut. Reizt die Haut. Bei Berührung mit den Augen sofort mit Wasser abspülen und Arzt konsultieren. Bei unzureichender Belüftung Atemschutzgerät anlegen. Nur in gut gelüfteten Bereichen verwenden. Gas/Rauch/-Dampf/Aerosol nicht einatmen.

E Inflamável. Nocivo por inalação e em contacto com a pele. Irritante para a pele. Em caso de contacto com os olhos, lavar imediatamente e abundantemente com água e consultar um especialista. Em caso de ventilação insuficiente, usar equipamento respiratório adequado. Use-se unicamente em lugares bem ventilados. No respiratório gases/humos/vapores/aerosols.

GB Flammable. Harmful by inhalation and in contact with skin. Irritating to skin. In case of contact with eyes, rise immediately with plenty of water and seek medical advice. In case of insufficient ventilation, wear suitable respiratory equipment. Use only in well-ventilated areas. Do not breathe gas/fumes/vapour/spray.

P Inflamável. Nocivo por inalação e em contacto com a pele. Irritante para a pele. Em caso de contacto com os olhos, lavar imediatamente e abundantemente com água e consultar um especialista. Em caso de ventilação insuficiente, usar equipamento respiratório ad quado. Utilizar somente em locais bem ventilados. Não respirar os gases/vapores/fumos/aerosols.

F Inflammable. Nocif par inhalation et par contact avec la peau. Irritant pour la peau. En cas de contact avec les yeux, laver immédiatement et abondamment avec de l'eau et consulter un spécialiste. En cas de ventilation insuffisante, porter un appareil respiratoire approprié. Utiliser seulement dans des zones bien ventilées. Ne pas respirer les gaz/vapeurs/fumées/aérosols.

NL Ontvlambaar. Schadelijk bij inademing en bij aanraking met de huid. Irriterend voor de huid. Bij aanraking met de ogen onmiddellijk met overvloedig water afspolten en deskundig medisch advies inwinnen. Bij ontoereikende ventilatie een geschikte ademhalingbescherming dragen. Uitsluitend op goed geventileerde plaatsen gebruiken. Gas/rook/damp/spuif nevel niet inademen.

I Infiammabile. Nocivo per inalazione e contatto con la pelle. Irritante per la pelle. In caso di contatto con gli occhi, lavare immediatamente e abbondantemente con acqua e consultare un medico. In caso di ventilazione insufficiente, usare un apparecchio respiratorio adatto. Usare soltanto in luoghi ben ventilati. Non respirare i gas/fumi/vapor/aerosol.

DK Brandfarlig. Farlig ved indånding og ved hudkontakt. Irriter huden. Kommer stoffer i øjnene, skylj straks grundigt med vand og søg lægekontakt. Bregt ændringsstraks, hvis effektiv ventilatorik er mulig. Må kun bruges på steder med god ventilation. Undgå indånding af gas/rog/dampe/aerosol-teger.

Details as above
except:

Contents text:
11/15 pt Helvetica
45 Light.

Hazard text: 8/10 pt
Helvetica 85 Heavy.

Title: 30/33 pt
Helvetica 85 Heavy.

Handling info. text:
11/15 pt Helvetica
85 Heavy and 45
Light.

Safety text:
8/9.5 pt Helvetica
45 Light.

Approx. 50% actual size

Sample labels

<p>Art. No. LWT-4002 Batch No. 50000 Date produced 30.12.95</p> <hr/> <p>Vor Gebrauchem aufrühren Lagertemperatur 5°-25°C</p> <hr/> <p>Lubrizol Coating Additives GmbH Max-Planck-Straße 6 D-27721 Ritterhude, Germany Tel +49 421 638 97-0 Fax +49 421 638 979</p>	<p>Lanco-Wax TF 1780 EF</p> <hr/> <p>Micronisiertes PTFE- modifiziertes Polyethylenewachs</p> <p> LUBRIZOL COATING ADDITIVES</p>	<p>Enthält Xylol</p> <p></p> <p>Gesund- heitss- chädlich</p> <p>Entzündlich. Gesundheitsschädlich beim Einatmen und bei Berührung mit der Haut. Reizt die Haut. Bei Berührung mit den Augen sofort mit Wasser abspülen und Arzt konsultieren. Bei unzureichender Belüftung Atemschutzgerät anlegen. Nur in gut gelüfteten Bereichen verwenden. Gas/Rauch/Dampf/-Aerosol nicht einatmen. Bei unzureichender Belüftung Atemschutzgerät anlegen. Nur in gut gelüfteten Bereichen verwenden. Gas/Rauch/-Dampf/Aerosol.</p>
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100% actual size

Dimensions:
155 x 55 mm.

40 mm logo.
Unique alignment:
LZ disc aligned
left with text.

Advertisement example

Half A4 page

It's just what
you've always
wanted...




An efficient reliable rheology
additive for long-oil alkyds that can
simply be stirred in? Does such
a thing exist?

It does now: **Ircothix 2000**.

A new name, new chemistry, a new
solution to some old problems.

And new interest: many paint
companies have already
successfully tested Ircothix 2000:
shouldn't you be as well?

Call us for a sample:
Telephone +49 421 69 33-3
Fax +49 421 69 33-400
Or visit us at European Coatings
Show, Nürnberg, **Stand K 111**.

 **LUBRIZOL**
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Lubrizol Coating Additives GmbH
Max-Planck-Straße 6
D-27721 Ritterhude, Germany

Dimensions: 90 x 270 mm.

Headline text:
15/18 pt Helvetica 85
Heavy, reversed out.

Abstract background
image: 90 x 90 mm.

Photo: 45 x 75 mm
centered vertically &
horizontally on dividing line.
White border 1 point.

Body text:
8.5/15 pt Helvetics 45 Light,
Heavy used for emphasis.

Background:
100% black + 40% cyan.

40 mm logo, using
process colours.

Margins top and bottom:
10 mm.

Approx. 80% actual size

baseline	The imaginary line at the bottom of a line of text, not including letters with a descender, such as y or p.
bleed-off	Extending an image completely off the page edge.
body text	The main paragraphs of text on a page.
business unit	An organisational division within Lubrizol. eg. Coating Additives.
cap-height	The distance to the top of a capital T in type specs.
column	A defined area of the page grid normally used for text. A three column layout breaks the page into three such areas, that can be used individually or in combination.
folio	A page number or similar footer.
gatefold	Where a document folds over into itself.
gutter	The vertical gap between columns of text, for Lubrizol the gutter is normally 5 mm.
gsm (g/m ²)	Grammes per square meter, a way of defining paper weight, 90 gsm is a thin paper, 300 gsm is a thick card.
leading	The vertical spacing between lines of text, normally measured in points (pt).
margins	The 'empty' space around the edges of a page grid.
Neue Helvetica	A specific version of the classic Helvetica typeface, produced by Adobe.
Pantone	A worldwide standard for specifying ink colours. Lubrizol's symbol is specified as Pantone Red 032.
process colour	The normal colours used in printing, these colours are made up from cyan, magenta, yellow and black inks, also abbreviated CMYK.

product segment	A group of products within the business unit. eg. Rheology Control.
pt	Abbreviation for point size, a way of measuring text size. eg. 11/15 pt = 11 point text with 15 point spacing.
ranged left	The text is aligned to the left of the column. This text is ranged left.
reversed out	Making text or a graphic appear as though it were a 'hole' in the darker image behind it.
shoulder	A grid marking, a consistent place for text to start on every page of a document.
spot colour	A special printing colour (not made up of the four process colours). Pantone Red 032 is an example.
tracking	The amount by which letters are 'closed-up', making the line of text shorter. Normally only applies to very large text sizes.
u/lc	Upper and lower case text, as opposed to ALL CAPS.
x-height	The distance to the top of a lower-case x in type specs.

Lubrizol Coating Additives GmbH
Max-Planck-Straße 6
D-27721 Ritterhude
Germany
Telephone +49 421 69 33-3
Fax +49 421 69 33-400

Lubrizol International Laboratories
The Knowle, Nether Lane, Hazelwood
Derbyshire DE56 4AN
United Kingdom
Telephone +44 1332-842211
Fax +44 1332-842303

The Lubrizol Corporation
29400 Lakeland Boulevard
Wickliffe, Ohio 44092-2298, USA
Telephone +1 (216) 943 4200
Fax +1 (216) 943 5337

Lubrizol Hazelwood job number 6882
Printed in England