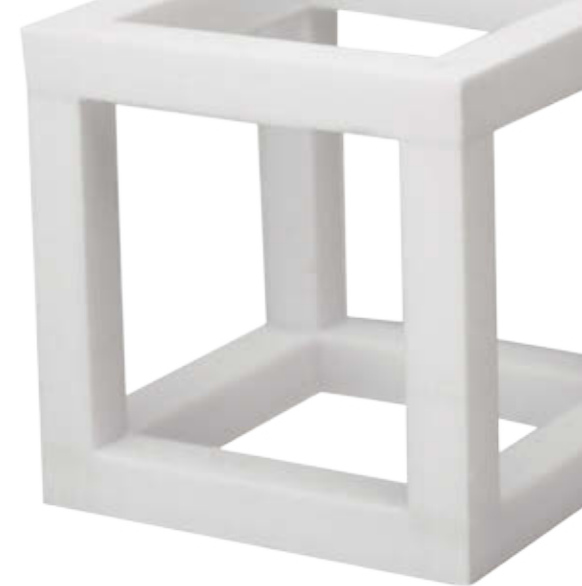




Ingredient brand guidelines

By using our logos and trademarks, you agree to the guidelines for their use contained in this document.

EASTMAN



CONTACT

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Marketing Communications
Representative
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Introduction

Material innovation for materializing ideas

Because of its exciting attributes, great potential, and encouraging initial reception, the Amphora brand provides great potential for differentiating your products. To maximize this potential, it's important to deliver a consistent and positive message with every impression.

Therefore, this document supports you with brand guidelines for Eastman Amphora™ 3D polymer, including key messages and prescribed use of logos and trademarks. By using our logos and trademarks, you agree to the guidelines for their use contained in this document.

If you need more information or have questions, contact Stacie Gillespie, Marketing Communications Representative, at sgillespie@eastman.com.





Language and graphics

Two critical components of brand impression

Language and graphics. The lasting impression of your products depends on such things as quality, reliability, and customer service. But the initial impression is born from a combination of memorable visual images and relevant language. You nurture and refine these in your brands and will find that your brand can receive a halo effect by drawing on the growing equity in graphics and messaging developed for the Amphora brand.

Language

Eastman has developed messaging that presents the optimal benefits of Eastman Amphora™ 3D polymer for enhancing your brand impression. High level messages, as well as key brand attributes, to use whenever promoting how Amphora adds value to your product, can be found in this document.

Graphics

Special package and collateral graphics have been developed for Eastman Amphora™ 3D polymer in your market segment. Guidelines on how these graphics should be used and integrated with your brand iconography can be found in this document.

- ▣ Font
- ▣ Color usage and references
- ▣ Relationship of brand name to other graphic elements
- ▣ Relationship of Amphora logo elements to your logo

NOTE: Before any product applications or marketing materials "go public," you are required to submit all product applications and marketing materials to Stacie Gillespie for approval.



Key messages

Product messages

Main message

Eastman Amphora™ 3D polymers are low-odor and styrene-free materials that are uniquely suited for 3D printing applications. With Amphora, makers can create items that are more functional, durable, efficient, and attractive compared to using ABS or PLA materials.

What you can do is fulfill your vision with 3D creations that exhibit attractive gloss and superior toughness. With superior melt strength and dimensional stability, Amphora delivers bridging capabilities to create strong, detailed items—with lower odor and nanoparticulate emissions.

That means, with Amphora, you'll be able to make a lot of things you can't with other materials. Best of all, you'll be able to make certain your final product meets your expectations.

Key attributes and benefits

Low-odor, styrene-free—with low-odor, styrene-free solutions, Eastman can help you bring additive manufacturing into new markets—such as homes, schools, health care facilities, and manufacturing sites with limited ventilation.

Dimensional stability—Eastman polymers are trusted for their toughness, superior melt strength, and dimensional integrity, allowing makers to create durable, more useful, better looking items.

Ease of processing—our polymers are easy to work with, ideal for filament extrusion and other additive manufacturing.



Key messages

Key consumer messages

Main message

Eastman Amphora™ 3D polymers are low-odor and styrene-free materials that are uniquely suited for 3D printing applications.

Extended message

With Amphora, you can create items that are more functional, durable, efficient, and attractive. Eastman Amphora™ 3D polymers are low-odor and styrene-free materials that are uniquely suited for 3D printing applications.

Full consumer messaging

Eastman Amphora™ 3D polymers are low-odor, styrene-free materials that are uniquely suited for 3D printing applications. With Amphora, you can create items that are more functional, durable, efficient, and attractive.

Fulfill your visions with 3D creations that exhibit attractive gloss and superior toughness. With a superior melt strength and dimensional stability, Amphora delivers bridging capabilities to create strong, detailed items—with lower odor and nanoparticulate emissions.

With Amphora, you'll be able to make a lot of things you can't with other materials. Best of all, you'll be able to make certain your final product meets your expectations.



Logos and trademarks

Use of logos and trademarks

- ❖ Amphora is not to be used as your product name. Instead, you may say “made with Eastman Amphora™ 3D polymer.”
- ❖ You may only feature the Amphora name and logo with products—and marketing materials for products—made from 100% Eastman Amphora™ 3D polymers.
- ❖ Do not imply the material composition of Amphora. EXAMPLE: PET, ABS, PLA, etc.
- ❖ The graphic presentations on this page are approved for use in packaging and marketing materials, subject to the guidelines offered beside each element.
- ❖ You may feature the Amphora logo on your product and on all marketing materials.



Logos for packaging

The logo may be printed on packaging for the product.

Use of trademark

- ❖ The full product name should be used in headlines and first use in every paragraph. EXAMPLE: Eastman Amphora™ 3D polymer
- ❖ On subsequent mentions in a paragraph, the product name may be shortened. EXAMPLE: Amphora



Logos and trademarks

Use of logos and trademarks

Standards

- ❏ The Amphora logo must be used alone so that it is clearly separated from all other text, taglines, graphics, or design elements.
- ❏ It should never be used as an adjective or to modify any products, organizations, or service names.
- ❏ The logo should never be altered.
- ❏ The preferred font for the Amphora logo is Avenir.

Standards

- ❏ It is important that the logo be displayed only in the appropriate colors.

The colors of the logo are:

Eastman orange

PMS 137
RGB (255, 162, 0)
CMYK (0, 35, 90, 0)

Eastman muted blue

PMS 5425
RGB (127, 160, 182)
CMYK (30, 4, 0, 31)

It may be displayed in grayscale or black and white by reversing it out of dark colors.

Logos and trademarks

Use of logos and trademarks

Size

- ❏ Sizing the logo is relative to the item on which the logo appears.
- ❏ Size may be increased or decreased proportionately to maintain the appropriate ratio and integrity of the logo.

Examples:



Correct proportion



Incorrect proportions

- ❏ When used on a web page, the logo size should be no less than 2 in. (51 mm) in width.
- ❏ On a 30 × 40 in. (762 × 1016 mm) poster, the logo size should be no less than 4 in. (102 mm) in width. If it is a title poster, size may be increased proportionately.

Zone of isolation

The preferred zone of isolation (area isolating the logo from other elements or text, including the edge of the page) is two “A” character spaces of the logo horizontally and one “A” character space of the logo vertically.

