

SUPERFORM

Chemistry creates new futures powers
sustainable solutions feeds a growing
population transforms medicine inspires
creativity changes everything

Index



[Strategy](#)
[Purpose](#)
[Proposition](#)
[Idea](#)
[Change principles](#)



[Messaging](#)
[Our voice](#)
[The Dos](#)
[Name](#)
[Tagline](#)
[Messages using the construct](#)
[Messages by theme](#)
[Messages by audience](#)
[Final check](#)



[Wordmark](#)
[Overview](#)
[Clear space](#)
[Minimum size](#)
[Positioning](#)
[In use](#)
[Co-branding](#)



[Symbols](#)
[Overview](#)
[Full symbol](#)
[Crop](#)
[Close-ups](#)
[Social icon](#)



[Applications](#)
[Out of home](#)
[Office](#)
[Stationery](#)
[Merchandise](#)
[Social media](#)
[Digital](#)
[Presentation](#)
[Packaging](#)
[Event](#)



[Colour](#)
[Primary colours](#)
[Secondary colours](#)
[Monochrome colours](#)
[Master gradients](#)



[Typography](#)
[Typeface](#)
[Weights](#)
[Headlines](#)
[Hierarchy](#)
[Fallback font](#)



[Photography](#)
[People](#)
[Partners](#)



[Animation](#)
[Brand film](#)
[Symbol animation](#)
[Wordmark animation](#)

Strategy

Our brand strategy powers the entire business, giving clarity and energy to everything we do, every day.

It defines our purpose, proposition and values, shaping how we make decisions and driving how we create value for all of our audiences.

Purpose

Our purpose is the driving force behind every company decision.

To reinvent chemistry
as the world's
most powerful force
for positive change.

— The way chemistry is approached and used is outdated, the world needs a new approach.

— Chemistry is in everything, if we use it in new ways it will transform our future for the better.

— To create a greater, safer, more prosperous, more equal world.

Proposition

A succinct expression of our core business activity and what sets us apart.

Superform delivers
high performance
chemistries at scale to
create wonderful impact
for the world.

- We are making chemistry real, from lab into lives.
- Chemistry that solves problems, is greener, has impact, that enriches lives.
- Key to our unique position to bring chemistry into the world.
- All of the wondrous things that chemistry unlocks for the world and people, elevating life everywhere.

Idea

A long-term aspiration for how we move forward and the future we hope to create. Our vision helps clearly identify our ambition and reason for being.

Change chemistry. Change everything.

Change principles

Core beliefs that shape our internal culture and how we show up in the world.



START WITH SAFETY

We ensure the safety and security of our employees, our partners & our customers above and before everything else.



MOVE WITH VELOCITY

We make things happen by being responsive, adaptive and moving quickly, applying our agility with focus and intention.



CHANGE TOGETHER

We work in partnership with colleagues, customers and partners to change chemistry for the better and unleash its potential for the world.



SOLVE WHAT MATTERS

We create value through solutions that have maximum impact on our customers and the lives of their customers.



THINK BIG

We look beyond convention and 'how things have always been done' to transform the category and find new ways for everyone to win.



USE CHEMISTRY FOR GOOD

We are committed to always making chemistry better and using it for the benefits of people, communities, and the planet.

Messaging

Index

[Our voice](#)

[The Dos](#)

[Name](#)

[Tagline](#)

[Messages using the construct](#)

[Messages by theme](#)

[Messages by audience](#)

[Final check](#)

Our brand is about change.

Our voice reflects how we're changing things:

- The speed we're moving.
- The impact we're having.
- The way we're shaking up chemistry.

1. Super fast

There's no time to waste, reinventing chemistry. So we don't. We get to the point with everything we say.

What does that mean?

Think short: for sentences and paragraphs. Use one idea per sentence.

Cut: there will always be words you can lose from your draft.

2. Super positive

We're a positive force for change. We reinforce that by always being upbeat and warm.

What does that mean?

Find the bright side: of your message—the good news, the breakthrough.

Informality: use contractions like 'you're' as they're warmer.

3. Super clear

We're doing things differently. We show that by making things simple and easy for all our audiences.

What does that mean?

Explain things: don't assume everyone knows scientific and technical terms.

Precision: as that's clearer. If a change is 'significant' can you quantify it?

The Dos

To make your words super impactful.

Do avoid clichés

Change and impact needs fresh phrases, not overused ones.

Do use the active voice

‘The chemist did the experiment’ not ‘The experiment was done by the chemist.’

Do be direct

Address readers as ‘you’ as much as possible. It’s more inviting.

Do go easy on the idioms

As they don’t necessarily resonate with international audiences.

Do dial down hyperbole

We’re confident but don’t shout. No exclamation marks.

Do use British English

For spelling, grammar, and punctuation to maintain consistency.

Do check it

Get someone to read it to check if it makes sense, and to spot any mistakes.

Do edit

Keep refining your words, until they get shorter and clearer.

Do say it out loud

You’ll then hear if what you’ve written sounds natural.

Do have fun

When you write, as that’ll come through in your words.

Name

This is our brand name.

In copy, we always write it like this;
one word and in capitals.

SUPERFORM

Tagline

This is our tagline. It reminds everyone of what we're here to do. The impact that we'll have.

If you're creating a communication which doesn't use the tagline, then your headline or lead message MUST mention the word 'change'.

Change chemistry. Change everything.

Messages Using the construct

We can make greater use of our tagline, so it becomes the main way we get our impactful messages across.

We do this by swapping out the word 'everything' for a word that's relevant for the audience we're aiming to reach.

This is our main messaging construct.

Change chemistry. Change [this].

When talking to partners in industry.

Be direct and refer to the industry, or the aspect of it, that your communication is about.

Change chemistry. Change energy.

Change chemistry. Change sustainability.

Change chemistry. Change health.

You can also be more creative.

Change the word to create a less literal, more evocative effect in your message.

Change chemistry. Change futures.

Change chemistry. Change imaginations.

Change chemistry. Change performance.

Messages by theme

Solution platform

A platform for change.
Solutions that change everything.
Change starts here.

Wonderful impact

Change for the good.
Game-changing chemistry.
One reaction can change the world.

Velocity + Agility

Change it up.
Change the pace.
Move fast and change things.

Human powered

When we change, everything is possible.
Change starts with all of us.
Change chemistry. Change minds.

Enriching everything

All change.
Make change work for everyone.
The shape of change to come.

For lives

Be on the right side of change.
Positive change for all of us.
Change chemistry. Change lives.

Messages by audience

Internal

You can also use our Change Principles as headlines.

Open to change.

Change how you think.

Change it up.

Customers

Change chemistry. Change your results.

Get ahead of change.

Change today—and tomorrow.

Talent

The wonder of chemistry.

Change your career for the better.

What will you change?

Join the company changing everything.

World

Change the planet.

Change chemistry with AI.

From lab to life, we're changing chemistry.

Final check

If you can say yes to all the questions, your words are good to go.

1. Is what you've written:

Super fast?

Super positive?

Super clear?

2. Do you have change — as a word or an idea — somewhere in what you're saying?

Wordmark

The wordmark is the primary identifier of our brand. It's not just our name; it's a promise of quality and innovation, serving as a constant reminder of our mission to drive change.

Overview

In most cases, we use the wordmark with tagline as it keeps our brand idea central to the identity.

We use our wordmark on our own when placed alongside similar messaging and when it visually feels appropriate.

*See brand examples for reference

Wordmark

DOWNLOAD



Asset downloaded

DOWNLOAD



Asset downloaded

Clear space

Don't crowd the logo. When placing other elements nearby, ensure minimum clear space for brand consistency.

Wordmark with tagline



Minimum size

To maintain the clarity of the logo, a minimum size requirement is established. This ensures that the logo remains legible and impactful, regardless of the application.

Minimum size should 28px, 5mm



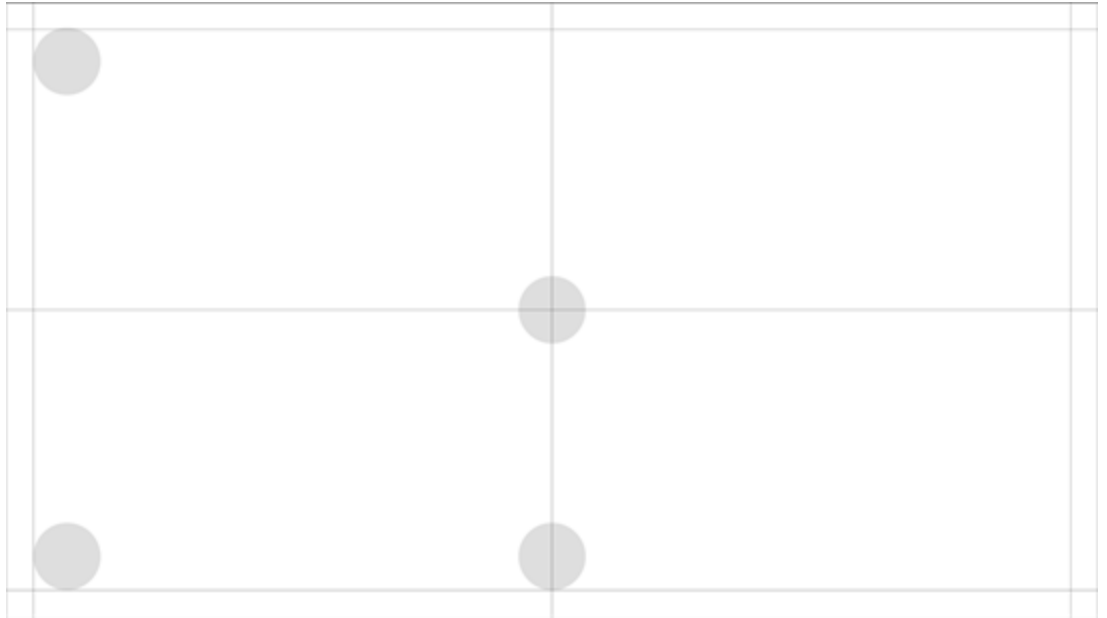
Minimum size should be 18px, 2.5mm



Positioning

The wordmark is typically positioned in the top left, bottom left or bottom center. Especially when the content is full bleed in the canvas.

When we don't have any content and the visual conditions of the background allow, we can center the logo in the screen and enlarge it appropriately to emphasize the brand.



In use



Wordmark with tagline in the email signature

Public



Wordmark in use, centered and bold to present the brand

Co-branding

For co-branding, we use a single line as a divider. Use our wordmark with tagline as a template giving an equal space to place partner logo.

Wordmark alongside
partner wordmark

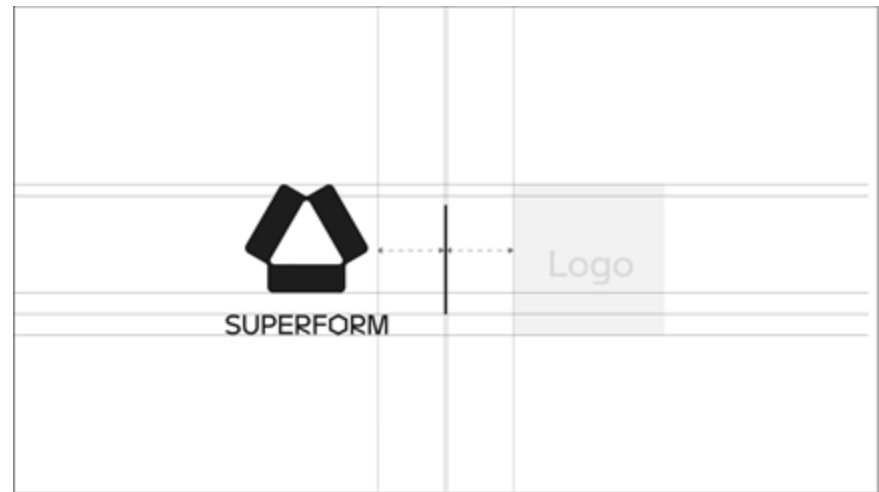


Symbols

Our brand symbols represent continuous transformation, reflective of the industry-changing potential of our company.

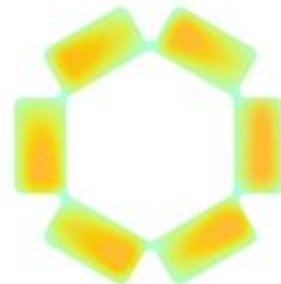
Stacked lockup used alongside partners with similar lockup

*Limited use logo



Symbols overview

These are our four brand symbols.



Full symbol

We use our symbols boldly and confidently. Our main application style is one symbol at a time, centred in the canvas.

DOWNLOAD

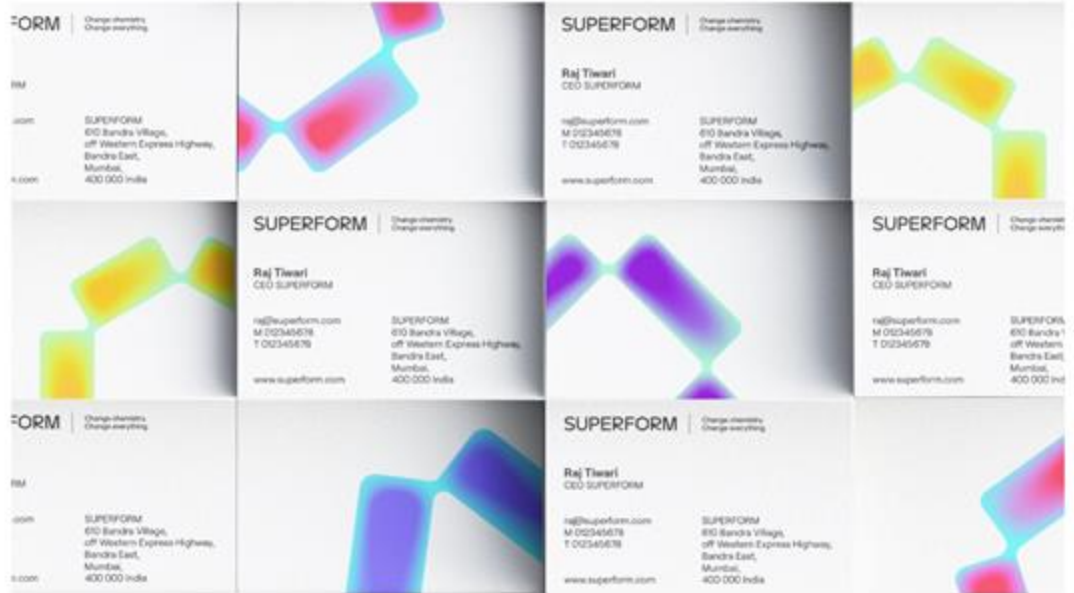
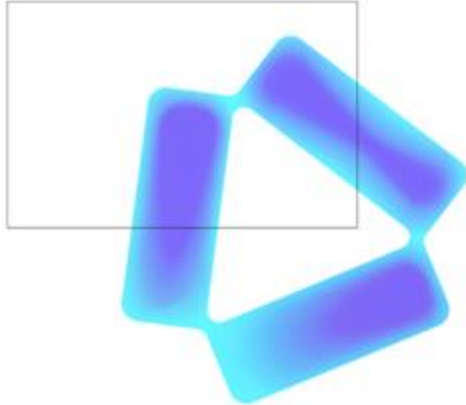
Symbol in use

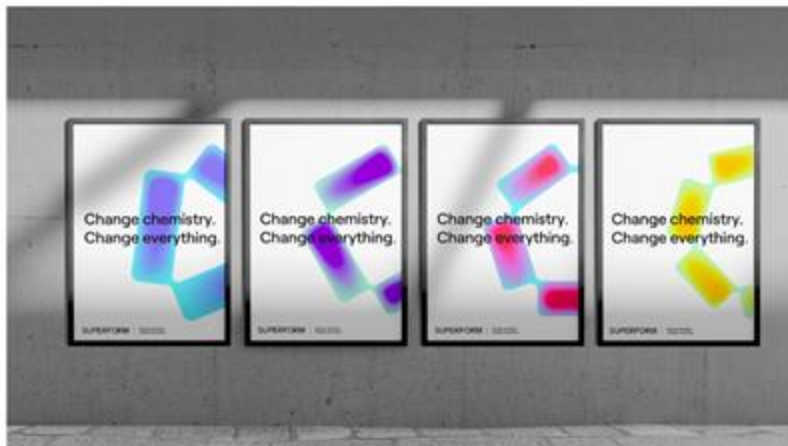
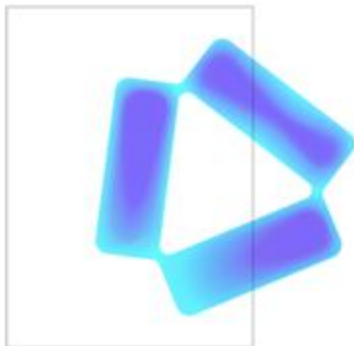


Crops

We can also crop our symbols. Showing different sections, bringing variety to the application of them.

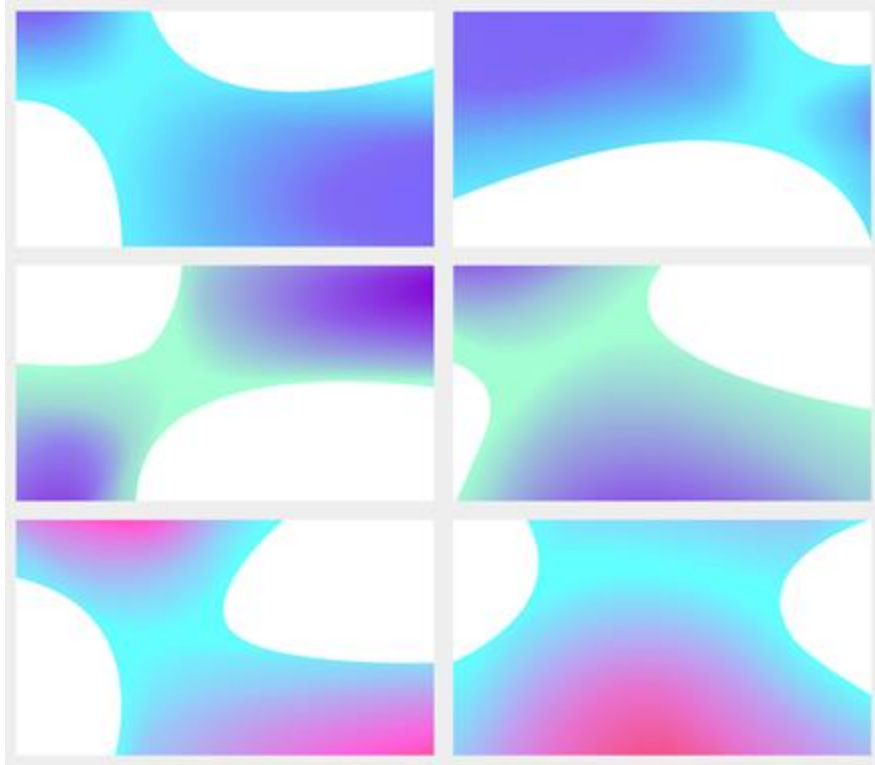
In any canvas, the cropped symbol should be maintained at 30%-40% of the frame, leaving a large amount of white background.





Close-ups

For use as backgrounds we have a fixed set of close-ups inspired by our symbols.



[DOWNLOAD](#)



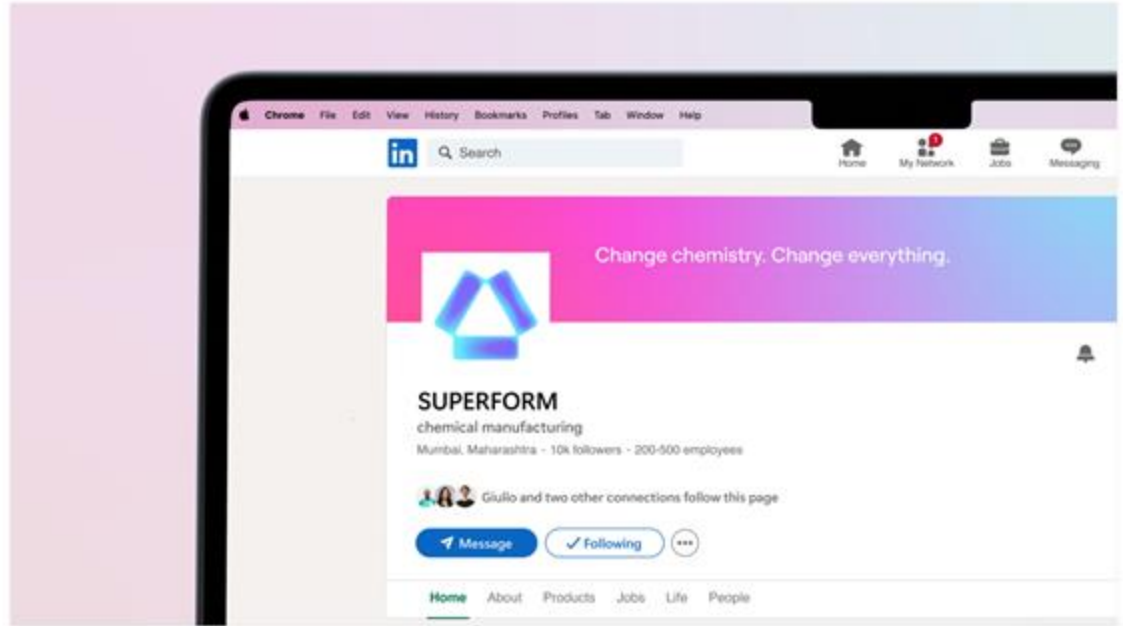
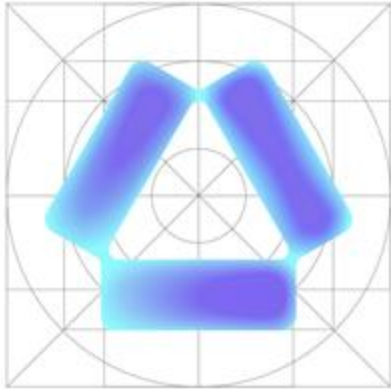


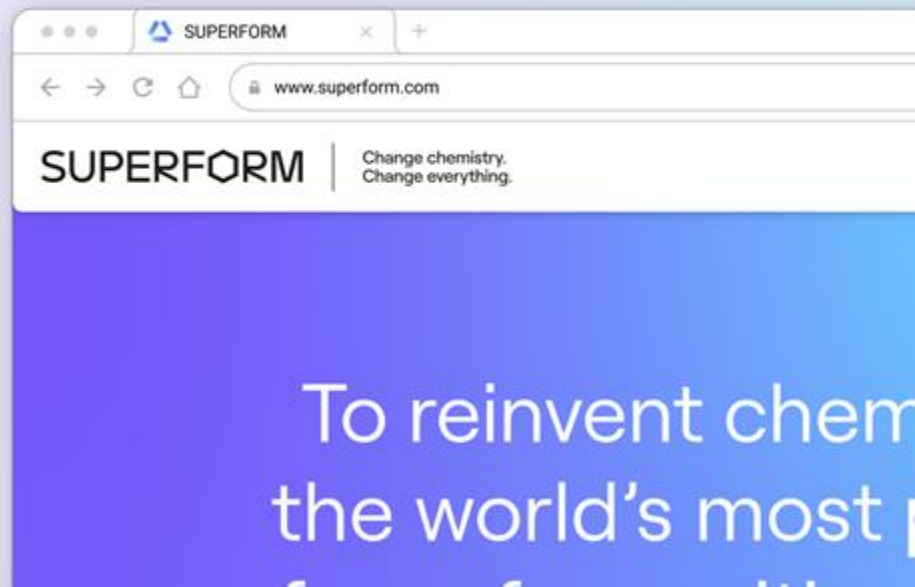
SUPERFORM

Unit 12

Social icon

When only a single symbol is required, such as on social profiles or a favicon, we use our triangle symbol, and it should always be set straight.





Colour

Index

[Primary colours](#)

[Secondary colours](#)

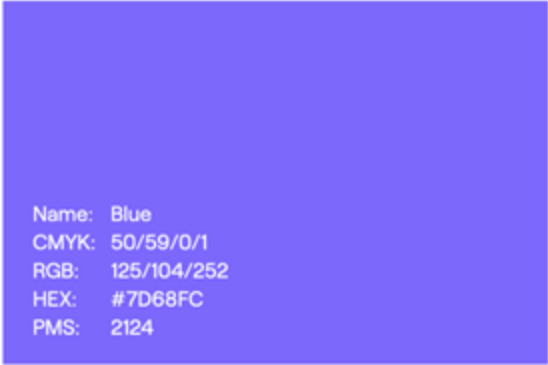
[Monochrome colours](#)

[Master gradients](#)

Colour plays an important role in how our brand comes to life. Our palette has been chosen to provide visual impact and flexibility across communications.

Primary colours

Our primary colours are our core brand elements and are used in our symbols. We can also use them as single colours for certain applications.



Name: Blue
CMYK: 50/59/0/1
RGB: 125/104/252
HEX: #7D68FC
PMS: 2124



Name: Red
CMYK: 0/77/64/0
RGB: 255/59/92
HEX: #FF3B5C
PMS: 2040



Name: Yellow
CMYK: 0/25/92/1
RGB: 253/190/21
HEX: #FDBE15
PMS: 7406



Name: Purple
CMYK: 38/100/0/16
RGB: 132/0/214
HEX: #8400D6
PMS: 2090



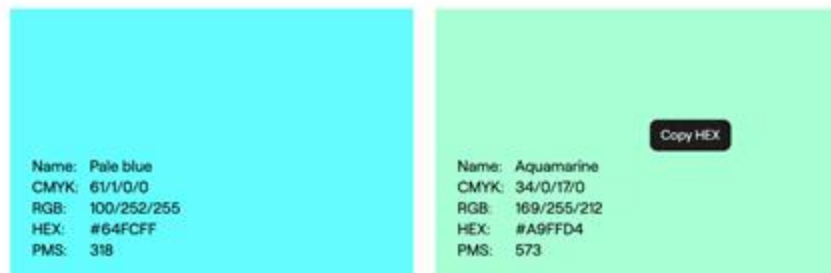
Name: Pink
CMYK: 0/62/12/1
RGB: 252/97/221
HEX: #FC61DD
PMS: 235



Name: Lime green
CMYK: 10/0/65/5
RGB: 218/241/85
HEX: #DAF155
PMS: 380

Secondary colours

Our secondary colours provide flexibility and are complementary to our primary colours.



Monochrome colours

These are essential to framing our brand. White is used as our main background colour and type over colour. Black for type over white.

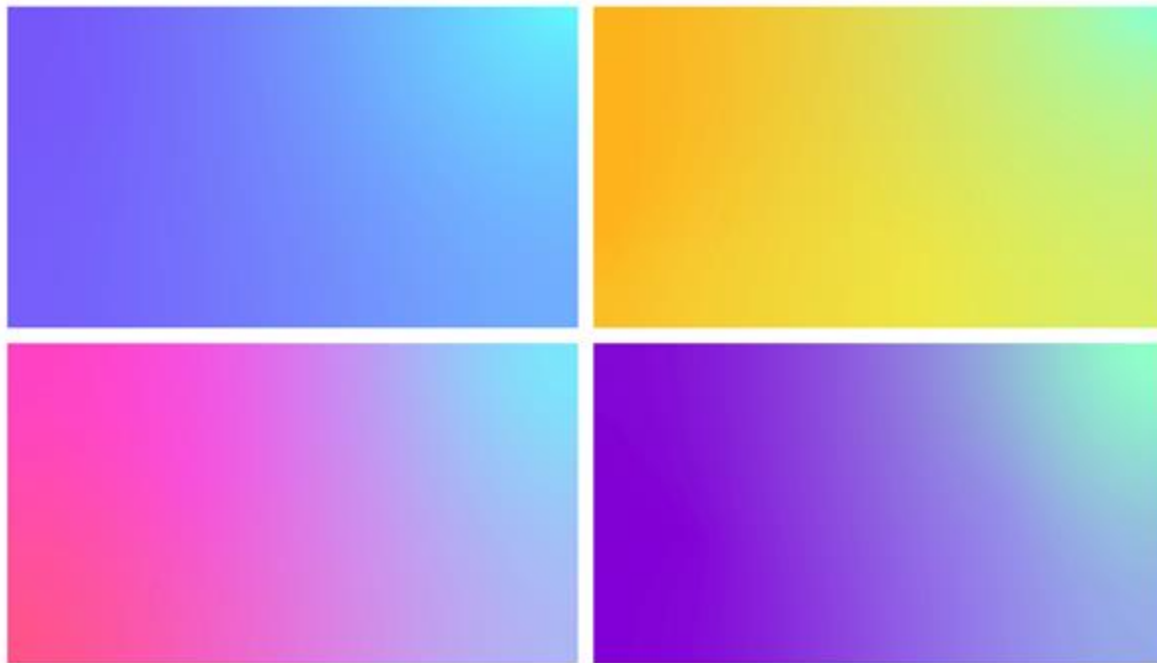


Master gradients

Our master gradients blend our primary and secondary colours giving us further depth across digital applications such as presentations and our website.

*Not for use in print.

DOWNLOAD



Typography

At the heart of the brand
is our typographic voice.
Type influences the tone
and brand expression.

Typeface

Roobert is our typeface. Where possible we should use this across all communications.

Weights

Roobert Light

AaBbCc

Roobert Regular

AaBbCc

Roobert Medium

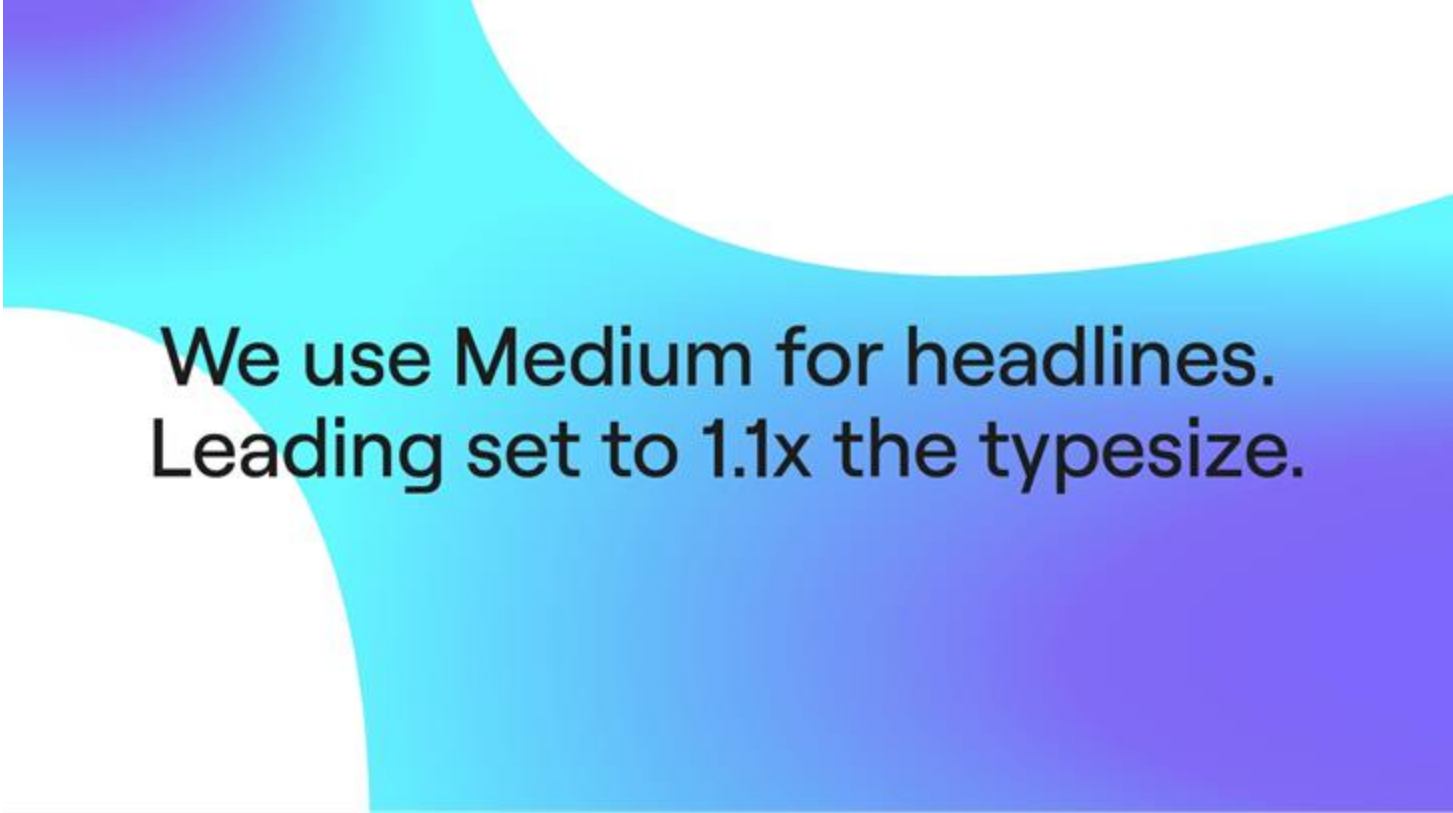
AaBbCc

Roobert Semibold

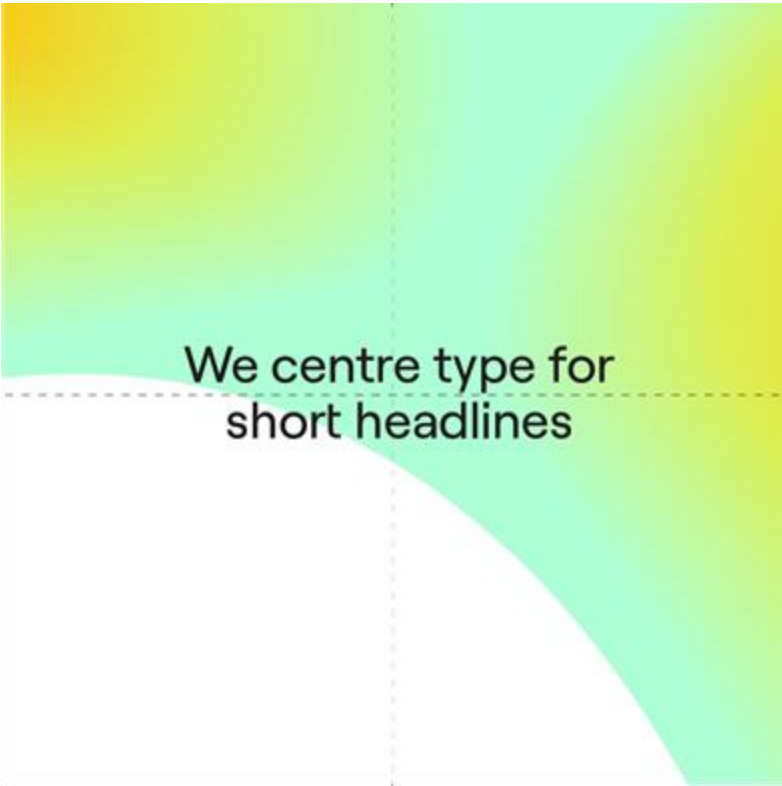
AaBbCc

Headlines

For communications keep things bold and simple. Use Roobert Medium with the leading set to 1.1x the type size.



We use Medium for headlines.
Leading set to 1.1x the typesize.



We centre type for
short headlines



And left align headlines
when messaging is longer,
running over several lines.

As well as when using additional copy
within the same layout.

Hierarchy

For longer copy ensure there is a purposeful difference between type sizes. Size, scale and position all play a factor in how information is read. Type sizes are for example only.

We use Semibold for titles.

And we use Light for subtitles:

For body copy we use Regular with leading set to x1.3 the type size. When we want to **highlight text** we use **Semibold** within body copy.

For buttons we set tracking to 100 in Illustrator or 10% in Figma

MEDIUM IN CAPS

Fallback font

When Roobert is not available (e.g. Emails) use Arial.

Arial Regular

AaBbCc

Photography

Index

People

[Partners](#)

Photography plays an important role in communicating stories of change internally and by our partners.

People

When highlighting individual stories of change we use photographs of people. They should feel positive and brightly lit on a white background.

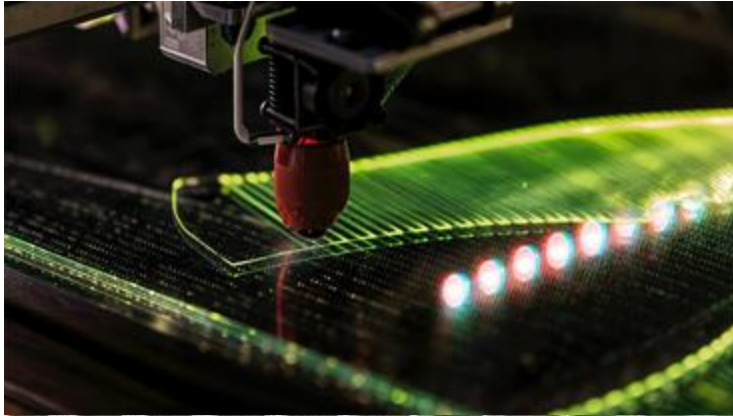
*All of the images below are for illustrative purposes only



Partners

To capture the stories of customers we use imagery showcasing their innovations.

*All of the images below are for illustrative purposes only



Animation

Index

[Introduction](#)

[Brand film](#)

[Symbol animation](#)

[Wordmark animation](#)

Change is constantly moving. Animation brings this to life, showcasing change in action.

Brand film

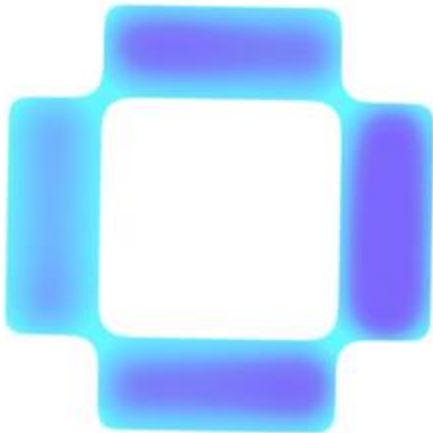
Our brand film is a leading communications tool. We use it to inspire internal and external audiences. It serves as one of the first introductions to our brand.



Chemistry creates new futures

Symbol animation

Triangle to square



DOWNLOAD

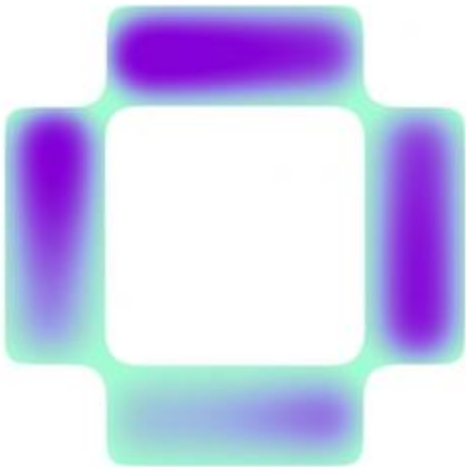
Symbol animation

Triangle to square

Change chemistry. Change everything.

[DOWNLOAD](#)

All symbols



DOWNLOAD

Wordmark animation

SUPERFORM

[DOWNLOAD](#)

Applications

Index

[Out of home](#)

[Office](#)

[Stationery](#)

[Merchandise](#)

[Social Media](#)

[Digital](#)

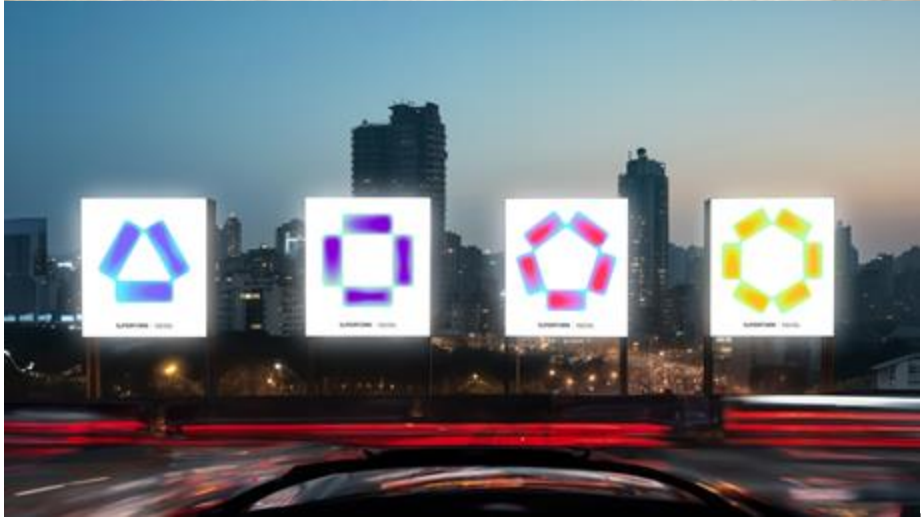
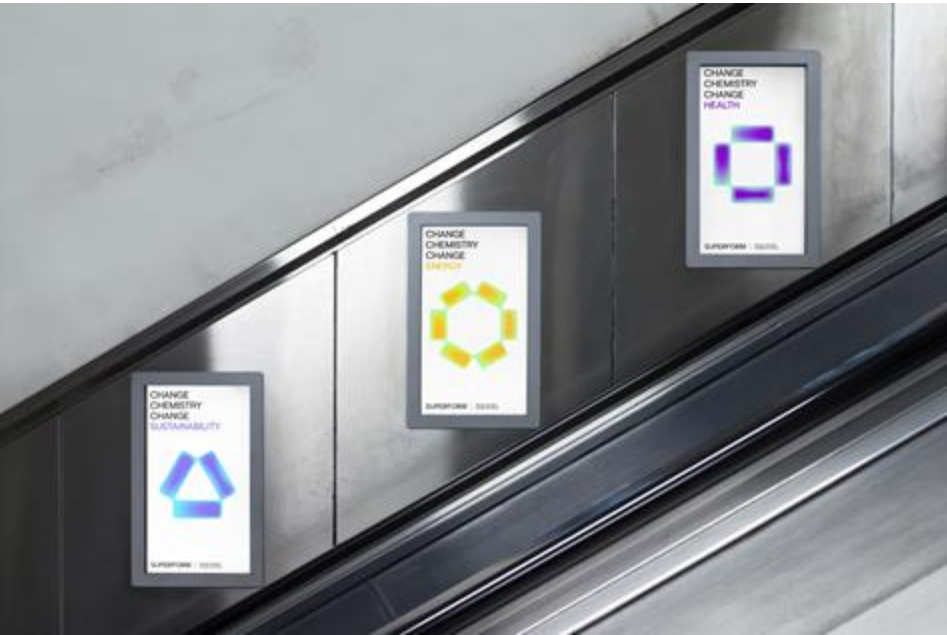
[Presentation](#)

[Packaging](#)

[Event](#)

From physical communication materials to digital platforms, these applications demonstrate the versatility and coherence of our brand identity in real-world scenarios.

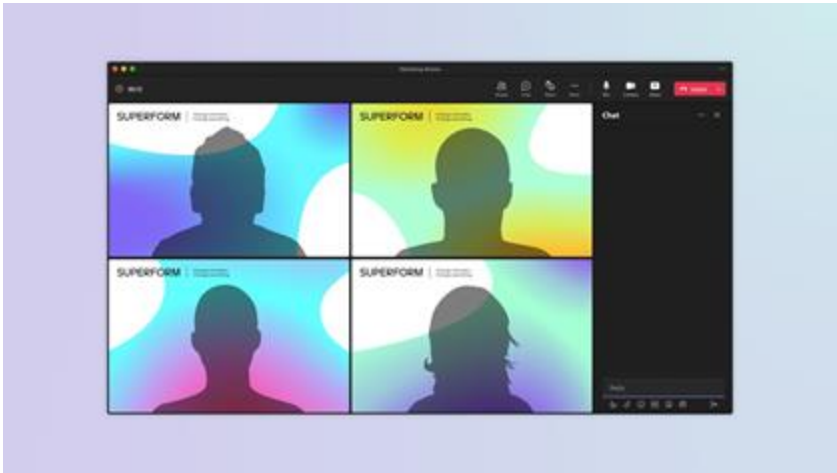
Out of home



Office



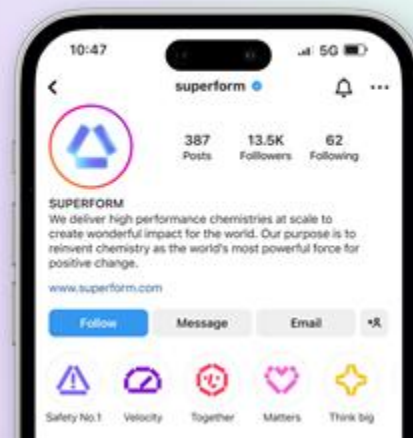
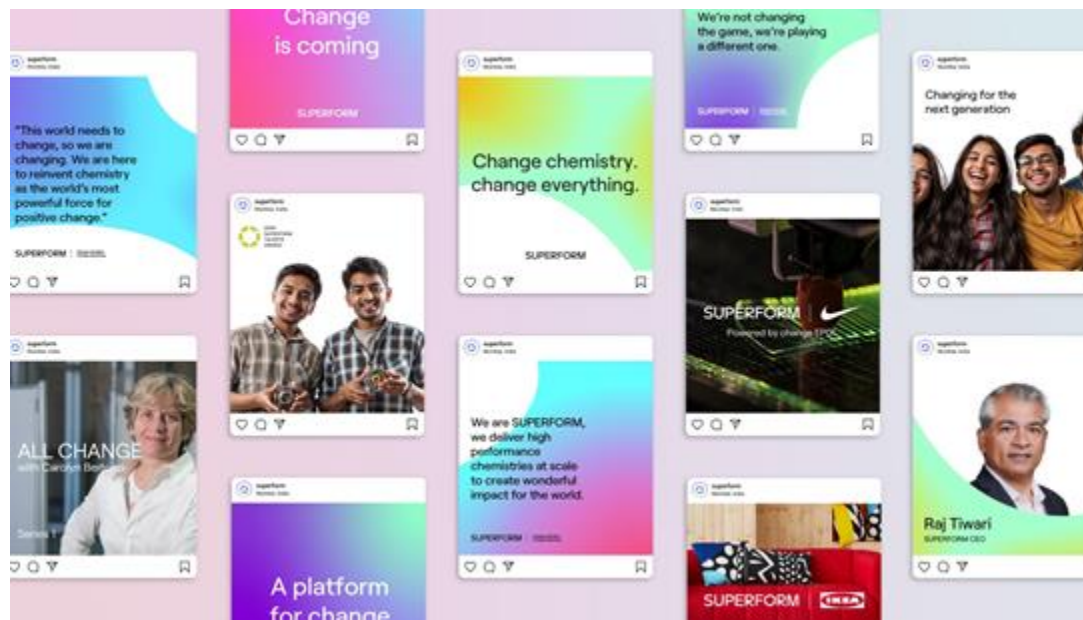
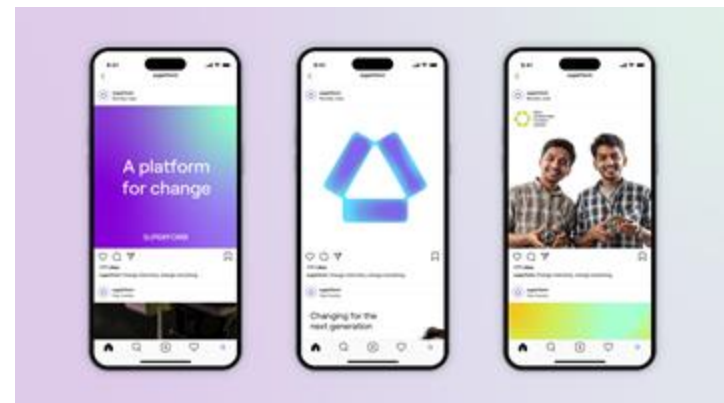
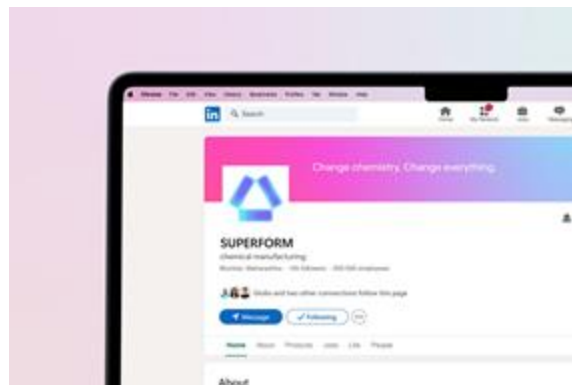
Stationery



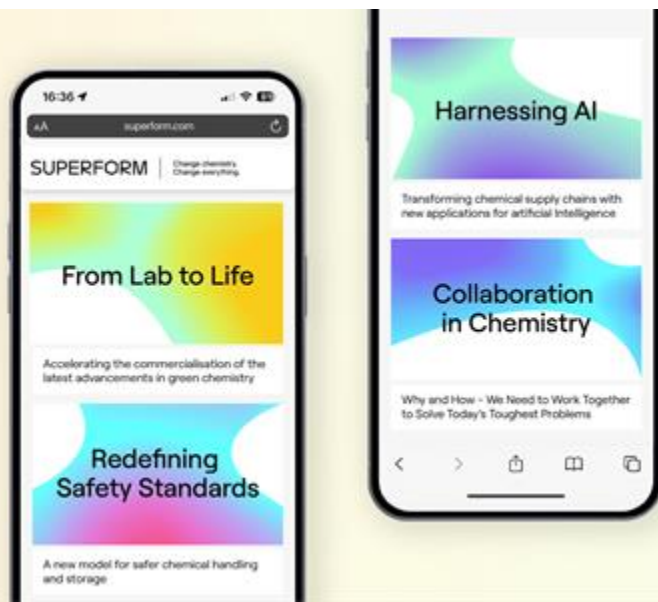
Merchandise



Social media



Digital



Presentation



Packaging



Event





Thank You