

Brand guidelines

The new Italmatch brand and visual identity stem from the need to communicate - also through appropriate visual tools - the evolution of the company and the Group in terms of strategic positioning and communication.

This evolution reflects a broader transformation, which the brand now aims to express in a clear, consistent, and recognizable way

The Brand Guidelines document defines and codifies the rules for applying all visual identity elements.

These guidelines are intended to serve as a reference for everyone - internal teams and external partners - involved in developing communication materials and initiatives for Italmatch, the Group, and its companies and divisions.

It is essential that the rules governing the use of the visual identity are applied accurately and consistently. This ensures a coherent and coordinated development of the company's image over time, strengthening brand recognition and supporting the growth of the Italmatch brand.

If you have any questions regarding the correct application of the visual identity, please contact g.ciarapica@italmatch.com

Brand guidelines

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Version

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The Italmatch Chemicals brand represents the visual identity of the company, expressing solidity, expertise and innovation through a clear and recognizable visual language.

The icon evolves from two historical elements of the previous logo – the laboratory flask and the molecular structure – reinterpreted in a contemporary way to support the brand's evolution.

The **flask**, a universal symbol of the chemical and scientific world, has been simplified in its shape to appear more modern and versatile.

Inside it, the central geometry recalls a **molecular structure**, evoking connections, reactions and specialist expertise – core elements of the Italmatch identity.



Logo versions

The logo is available in two colour versions:

- a colour version with yellow details on the icon
- a blue monochrome version

Both versions ensure visual consistency and brand recognition.

For reasons of uniformity, clarity and applicability across different media, the colour version is the preferred option.

Usage

Primary use: colour logo in positive and negative

Secondary use: monochrome logo in positive and negative

Improper use of secondary versions may compromise brand recognition.

Primary use

Positive in color



Negative in color



Secondary use

Positive monochrome



Negative monochrome



In addition to the primary versions, the logo is also available in a special version with the lettering arranged on a single line.

This configuration has been designed to ensure maximum legibility in contexts with limited vertical space, such as PowerPoint presentation footers or specific digital materials.

To preserve visual consistency and brand identity, this version should be used only when strictly necessary, always giving preference to the primary logo versions.



The primary logo is accompanied by the tagline “Bonded by Chemistry. Driven by People.” written below in the corporate blue color.

Standard version



Single line version



The secondary logo is accompanied by the tagline “Bonded by Chemistry. Driven by People.” written below in the corporate blue color.

Standard version



Single line version



Business Unit logos are based on the institutional Italmatch Chemicals logo and maintain identical graphic structure, proportions and visual standards.

Each logo features a Business Unit descriptor acting as a payoff, combined with a dedicated colour assigned to the relevant business area, as defined in the colour palette.

The institutional Italmatch Chemicals logo remains the reference identity.

Business Unit logos may only be used in contexts related to the corresponding business area and must not be modified in any way.



Each business unit of Italmatch Chemicals may use a dedicated payoff to support its communication and reinforce its positioning.

These payoffs are not part of the corporate logo and should never be visually attached to it as a permanent element.

They are used independently within communication materials, such as presentations, brochures, digital assets or division-specific content, to highlight the strategic focus of each business unit.

The payoffs should always be treated as supporting communication elements, maintaining visual coherence with the overall brand identity.

Advanced
Water Solutions
Payoff

Lubricant
Performance
Additives

Specialty,
Energy/Electrification
and Oleochemicals

Water's future

The difference is chemistry

Future ready

The graphic symbol may be used as a standalone mark, separated from the logotype, exclusively in the versions defined in this manual.

The symbol may only be used in contexts where the full Italmatch Chemicals logo is already present, such as:

- internal website pages
- presentations
- brochures and editorial materials

Standalone use of the symbol is not permitted in institutional or primary brand contexts.

The circular version is allowed exclusively as a social media profile icon.

Icon



Circular icon

For social profile icon use only





It consists of two primary colours, aligned with the corporate logo, and four secondary colours, each associated with a specific business area or support function.

USAGE GUIDELINES

The primary colour should be used predominantly, especially for institutional identity, official documentation and digital presence.

Secondary colours must be applied consistently across materials related to the relevant divisions (presentations, brochures, charts, interfaces). Yellow, in particular, may also be used as a transversal accent colour to highlight key elements and convey energy and dynamism.

It is recommended to avoid indiscriminate or purely decorative use of secondary colours outside the intended contexts, in order not to compromise the clarity and visual consistency of the brand.

PRIMARY COLOURS

The primary colour represents the core of the brand's visual identity and is used across all institutional and corporate contexts.

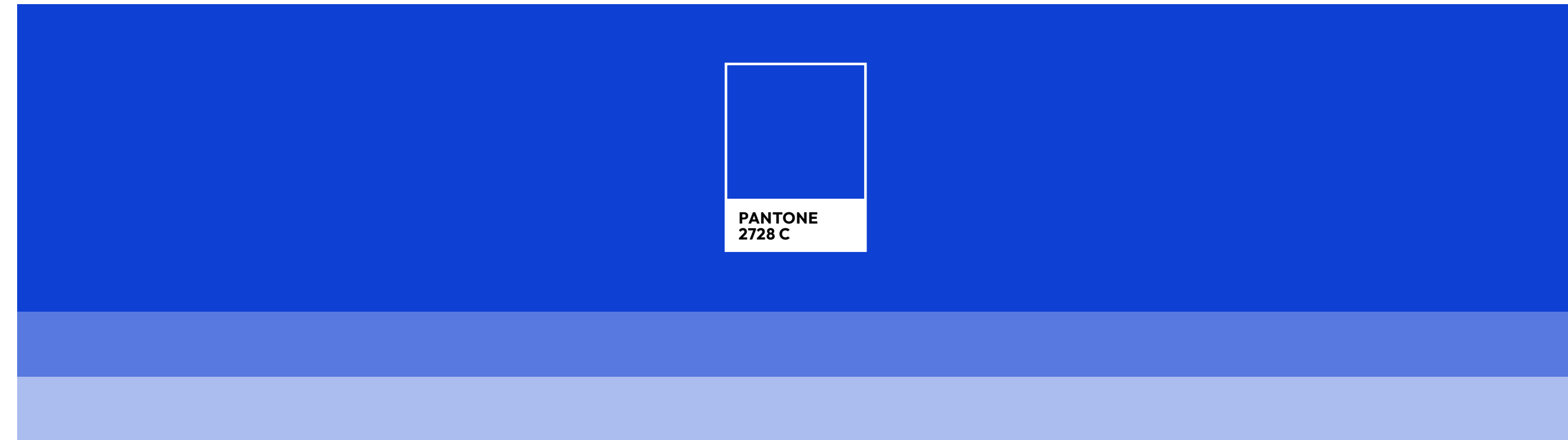
BLUTIFUL

Blutiful is a shade of blue introduced by Crayola in 2017, derived from a pigment discovered in 2009. It is known for being a bright, modern blue strongly associated with the scientific and technological fields. This connection reinforces the brand's positioning as technologically advanced, competent and forward-looking.

SECONDARY COLOURS

Secondary colours are intended to visually distinguish the company's main business divisions. Their use is designed to strengthen recognition of the different areas without compromising the unified identity of the brand.

Yellow is also included as an accent colour, expressing energy, positivity and a focus on progress. It can be used to highlight key elements in institutional, digital or communication materials, in coherence with the primary palette.



CMYK 99, 76, 0, 0

RGB 15, 64, 212

HEX #0f40d4

Advanced Water Solutions

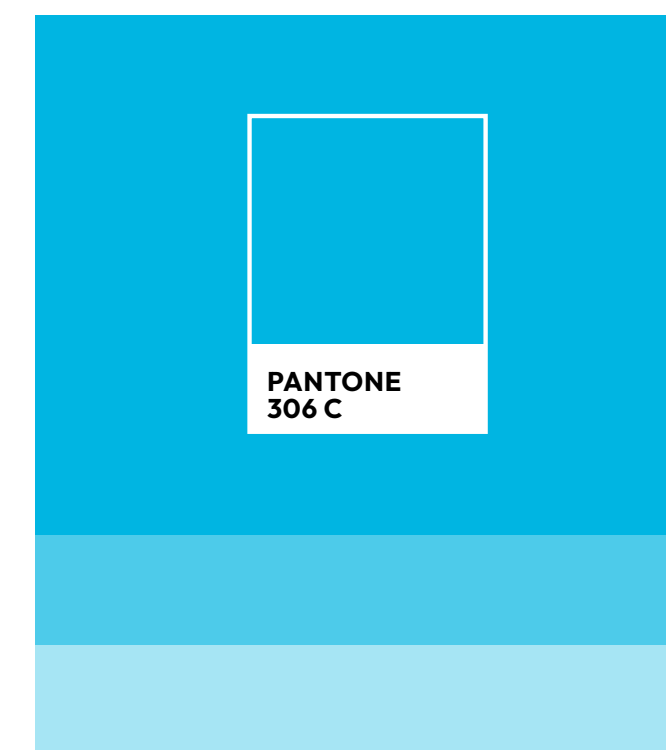


CMYK 0, 10, 98, 0

RGB 255, 205, 0

HEX #FFCD00

Lubricant Performance Additives

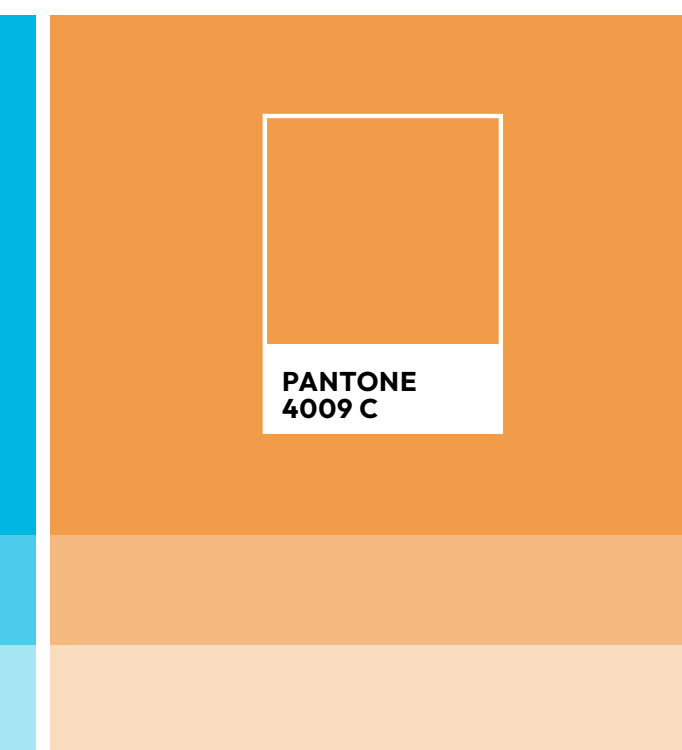


CMYK 76, 0, 0, 0

RGB 0, 181, 226

HEX #00B5E2

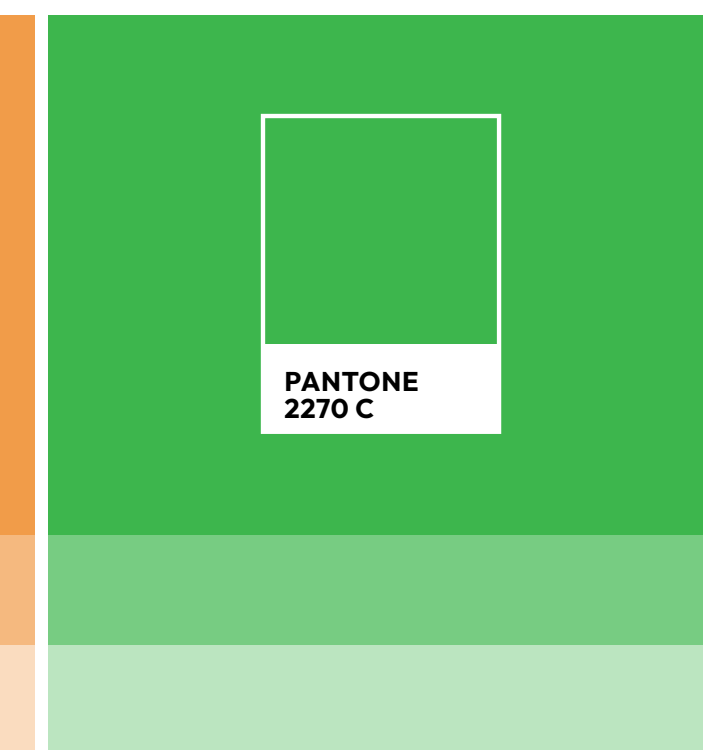
Specialty, Energy/Electrification and Oleochemicals



CMYK 0, 42, 76, 0

RGB 241, 156, 73

HEX #F19C49



CMYK 74, 0, 100, 0

RGB 61, 182, 77

HEX #3db64d

PRIMARY FONT

Outfit is an open-source Google Font designed to be clean, geometric and versatile.

Its sans-serif structure ensures excellent readability both in print and digital environments, making it suitable for multiple applications: headlines, body text, user interfaces and presentations.

It should be used for all printed corporate materials such as business cards, letterheads, official documentation and related assets.

Outfit

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj	Kk	Ll	Mm	
Nn	Oo	Pp	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
£	%	&	?	()	01	02	03	04	05	06	07	08	09
Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj	Kk	Ll	Mm	
Nn	Oo	Pp	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
£	%	&	?	()	01	02	03	04	05	06	07	08	09

POWERPOINT FONT

Verdana is a system sans-serif typeface, meaning it is pre-installed on most computers and widely available across devices.

It is used exclusively for the PowerPoint template to ensure maximum compatibility and correct display in all presentation environments.

Verdana

Aa	Bb	Cc	Dd	Ee	Ff	Gg	Hh	Ii	Jj	Kk	Ll	Mm	
Nn	Oo	Pp	Qq	Rr	Ss	Tt	Uu	Vv	Ww	Xx	Yy	Zz	
£	%	&	?	()	01	02	03	04	05	06	07	08	09

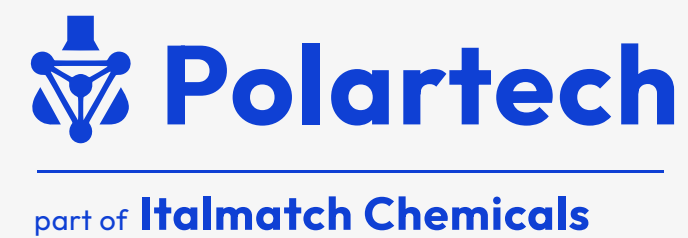
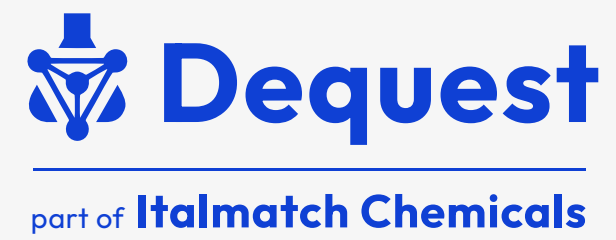
The logos of Italmatch Chemicals' subsidiaries follow a visual structure consistent with the group's identity.

The “part of Italmatch Chemicals” lock-up reinforces group affiliation and ensures clear and uniform recognition.

The Italmatch brand must always be present in:

- institutional contexts
- corporate communications
- official materials

Independent use of a subsidiary brand is permitted only in specific or local contexts and subject to approval.






Front

Alessandro Leone
Corporate Communication
Specialist

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T +39 02 315830
E a.leone@italmatch.com



Italmatch Chemicals
Via Magazzini del Cotone
Modulo 4
Genova - 16128 - Italy

italmatch.com

Back



**Italmatch
Chemicals**
Bonded by Chemistry.
Driven by People.







Italmatch Chemicals S.p.A. with single shareholder

Arese Plant

Via E. Vismara, 114
20044 Arese (MI) - Italy
T +39 02 93525.1
F +39 02 93525.212

Registered address

Via E. Vismara, 114 - 20044 Arese (MI) - Italy
Share Capital subscribed and paid € 10.420.470,00
Tax Code and Milano Monza Brianza Lodi Business Register n. 13471010150
VAT number: IT 13471010150 - R.E.A. Milano n. 1862341
Italmatch Chemicals S.p.A. is directly controlled by Fire (BC) Holdco Limited



PRESS RELEASE

Incident at Unión Deriván S.A. facility in Zuera (Zaragoza)

No injuries following the incident and the situation is now under control

Zuera, 28th July 2025 – An incident occurred at our Zuera manufacturing plant tonight, Monday 28th July. At around 3:00 am, a fire broke out in the tank farm area where we store fatty acids raw materials. We can confirm that there have been no injuries and that the fire was fully extinguished this morning at around 9:00 am. The smoke generated by the fire was not toxic, due to the nature of the raw materials involved.

Contacts

Italmatch Chemicals S.p.A.

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Corporate Communication Officer

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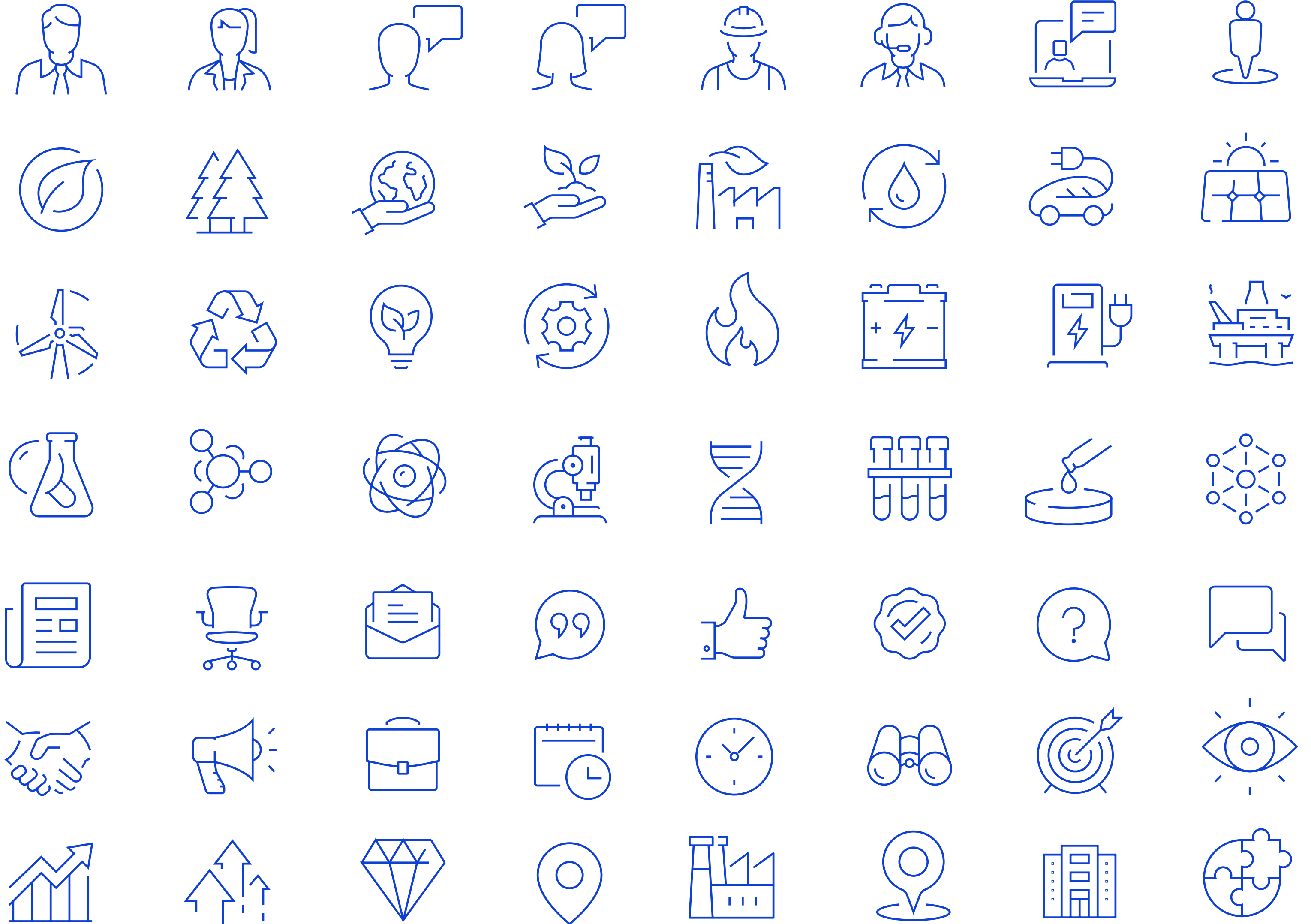
This e-mail and any attachments are confidential and are intended solely for the use of the named addressee. If you are not the intended recipient of this email, please notify the sender at the numbers above, and delete it from your system immediately: you should not copy, disclose or use either it or its attachments in any way whatsoever.

 Environmentally friendly. Do not print this email unless it is necessary

15 Icons



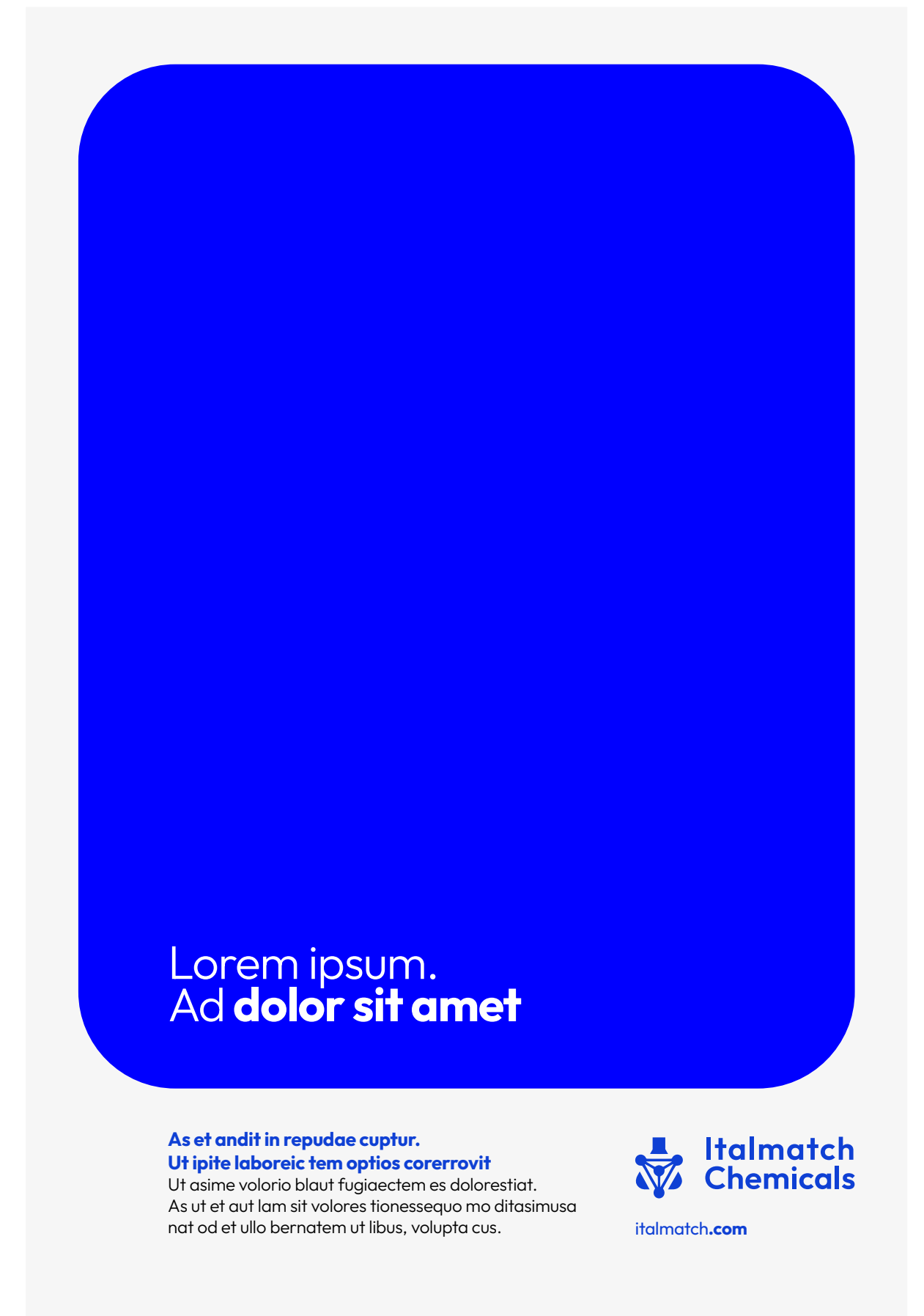
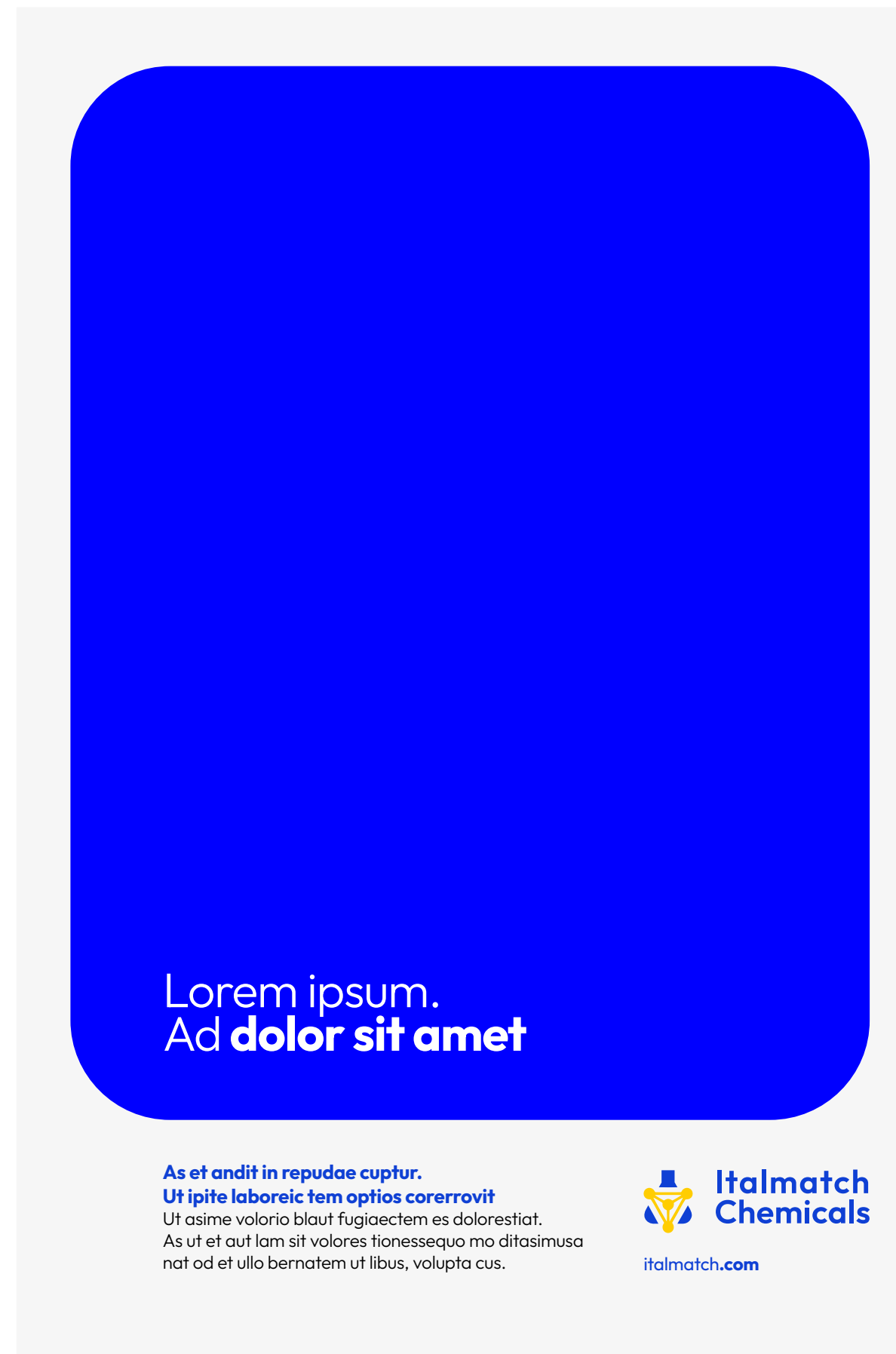
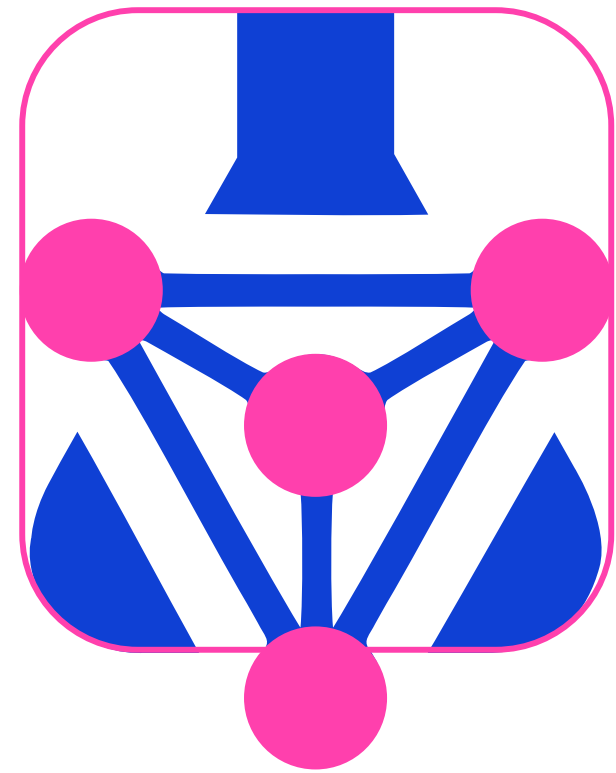
The icons have been designed following the same visual language as the logo, maintaining soft lines, rounded corners and balanced proportions.



The visual system originates directly from the logo mark, from which two core shapes have been extracted: the rounded-corner rectangle and the circle.

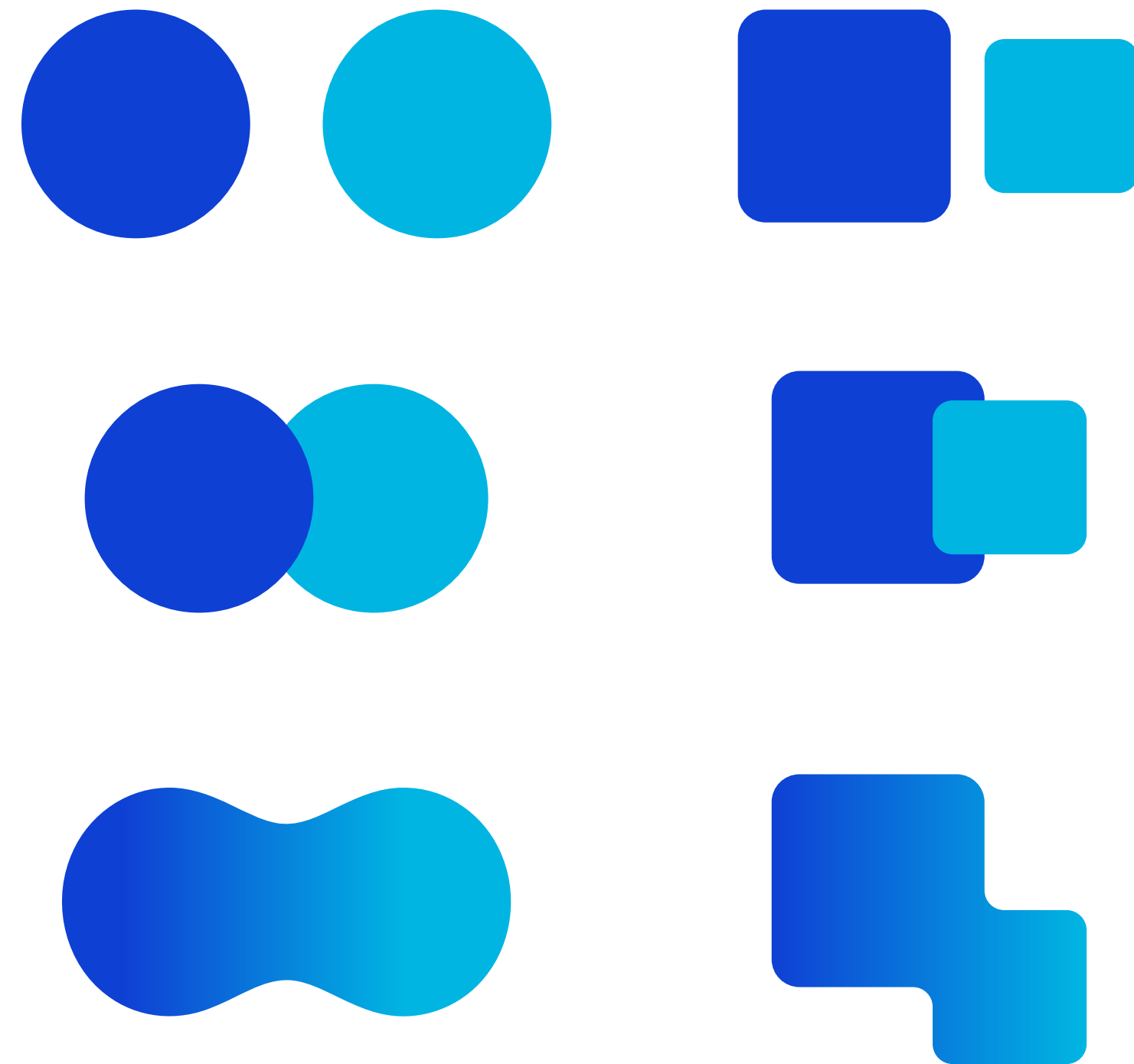
The **rectangle** is a flexible space, able to adapt and reshape depending on the content. With its soft and inclusive edges, it becomes a container that welcomes images, words and emotions, transforming them into visual stories. It is a frame that both protects and enhances, giving centrality to the message.

The **circle**, instead, represents movement. When used on its own, it acts as a point that highlights and emphasizes; when repeated, it creates graphic rhythms — a visual sequence that guides the eye and supports the narrative.



When two elements (circles or rectangles) meet, new shapes emerge: symbols of fusion and growth, evoking the vitality and energy of a brand in constant evolution.

Through these simple yet powerful forms, the brand's visual language is enriched with tools that ensure visual consistency while also opening up new expressive possibilities, keeping the dialogue between identity and creativity alive.





Italmatch Chemicals


Chemical Manufacturing Genova, Genova 23K followers 1K-5K employees

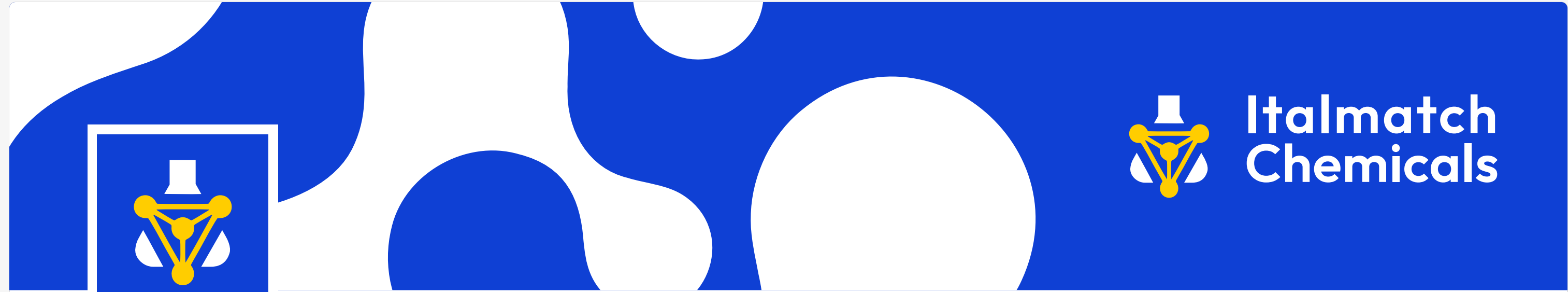
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Italmatch Chemicals

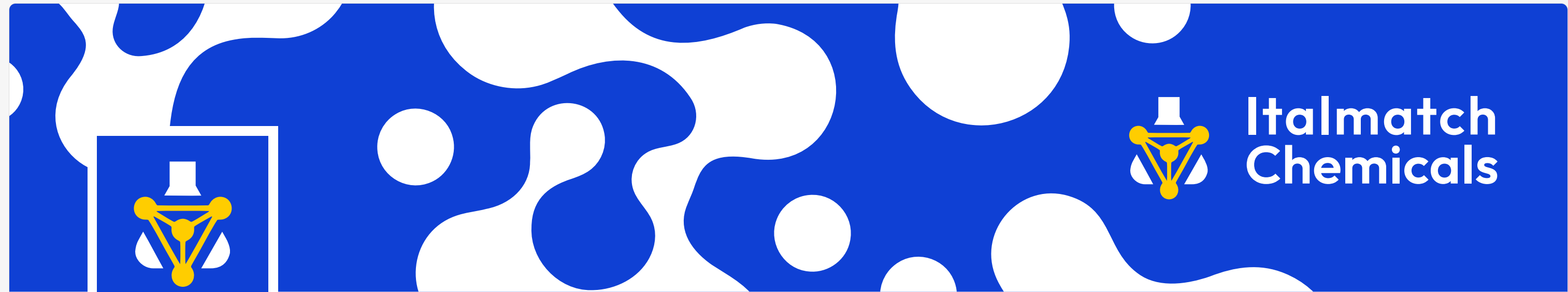
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From polluting
to pioneering, from
challenge to **solution**.



Behind every
innovation
there is a **story**
worth **telling**.



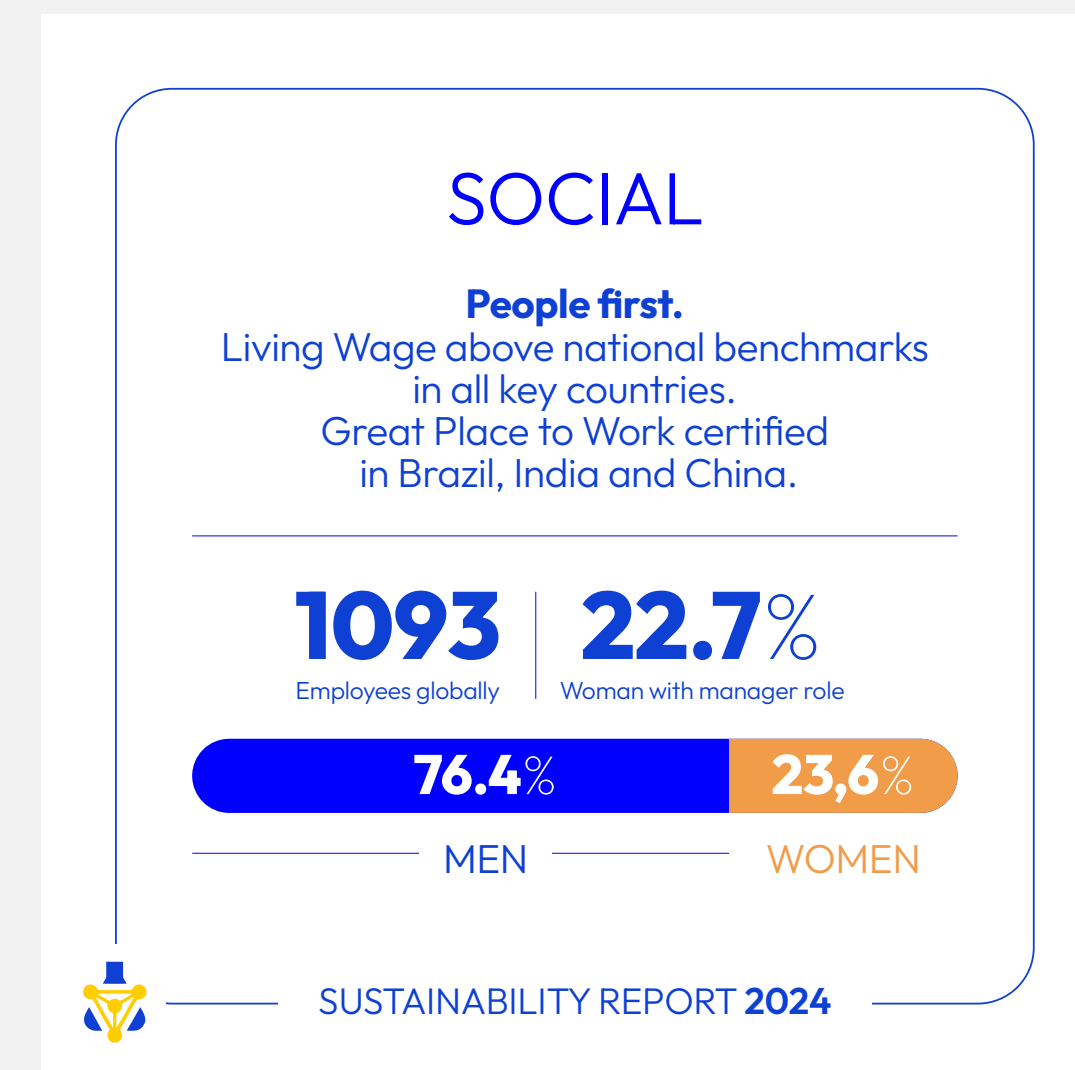
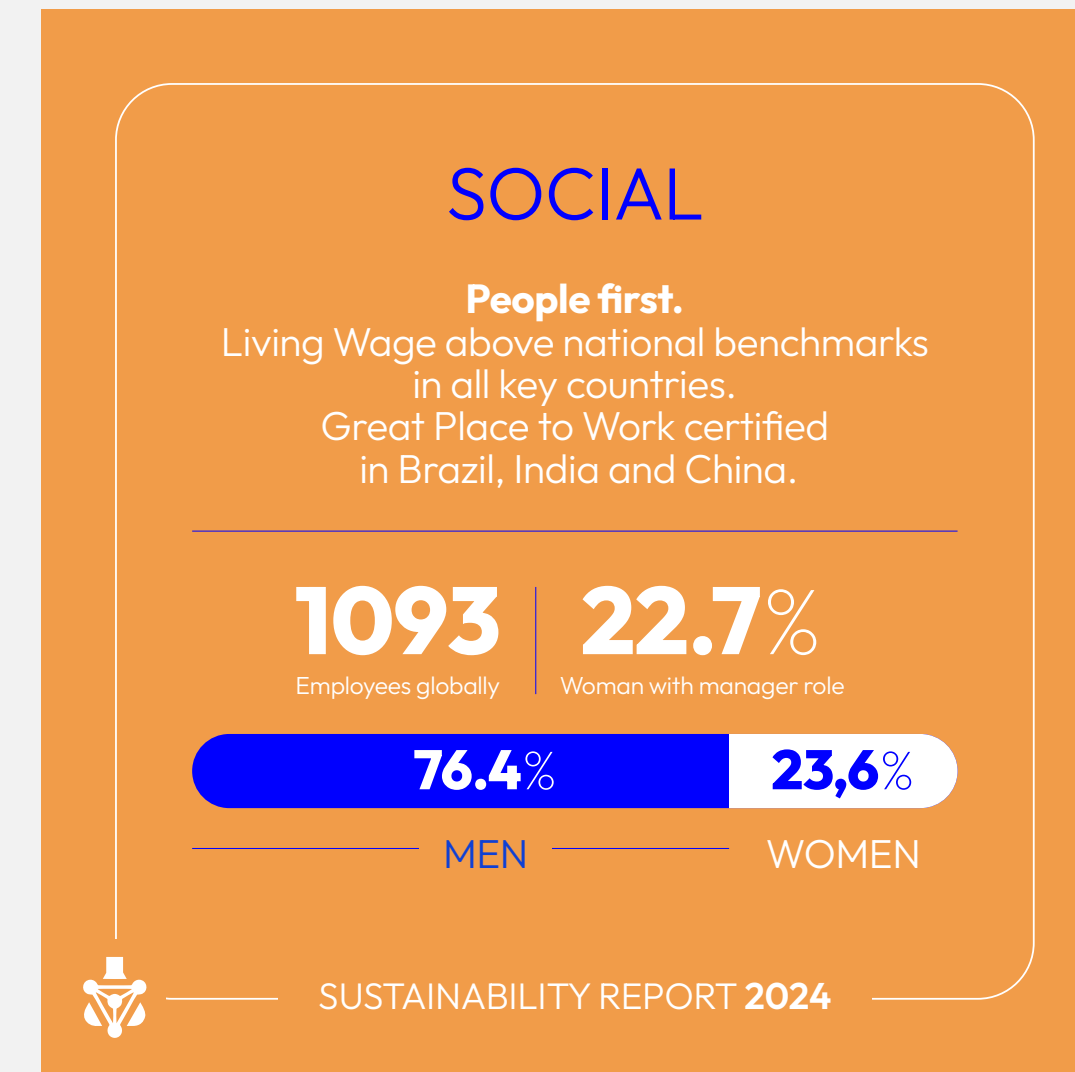
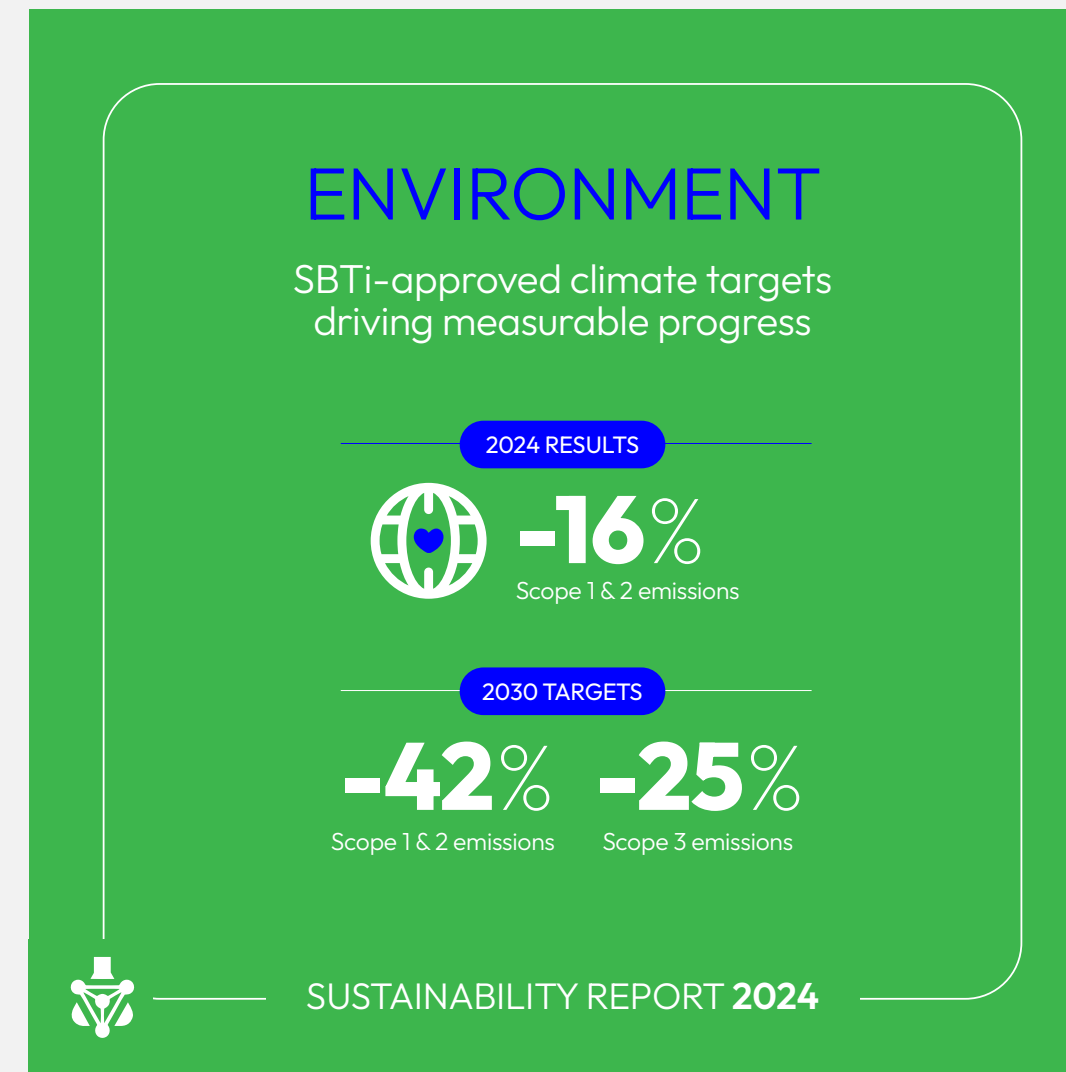
Sergio Iorio
CEO & Founder



WEBINAR 

**Anticipate,
Plan and Optimize:**
the Supply Chain
enters the AI Era










Cover

The visual is contained within a frame with rounded edges, inside which a portion of the image intentionally extends beyond the boundary, creating an effect of dynamism and visual continuity.


The same format can also be applied on colored backgrounds, preferably defined and codified within the guidelines, in line with the identifying color of the relevant division.

Thermal Desalination

Advanced water treatment additives for efficient and sustainable desalination processes



italmatch.com



Italmatch Chemicals
ADVANCED WATER SOLUTIONS

Oleochemical Products

Integrated solutions for personal care, household and plastic applications




italmatch.com



Italmatch Chemicals
SPECIALTY, ENERGY/ELECTRIFICATION AND OLEOCHEMICALS

Flame Retardants

Masteret – Melagard – Phoslite



italmatch.com



Italmatch Chemicals
SPECIALTY, ENERGY/ELECTRIFICATION AND OLEOCHEMICALS

Cover
white background



Cover
Coloured background





Inner pages

Flame Retardants

Masteret — Melagard — Phoslite








Italmatch Chemicals
 SPECIALTY, ENERGY/ELECTRIFICATION AND OLEOCHEMICALS

italmatch.com

Sustainability and regulatory compliance

We are passionately committed to helping our customers meet today's (and tomorrow's) increasingly demanding sustainability targets and regulatory requirements, especially by conserving water, minimising waste and promoting energy efficiency.

Why partner with us?

-  Fresh synergies
-  Dedicated R&D and Technical Support teams
-  Innovative solutions
-  Worldwide production facilities

 **20%**
Of our products have been developed in the last 5 years



Italmatch in numbers


4
Resilient markets
We are a leading global player in each

€850m
Annual pro forma sales

1200+
Employees

19
Manufacturing sites around the world

7
State-of-the-art R&D sites driving innovation

 **100**
Patents granted with 30 patent families

Albrivap® 141

Novel, high-performance multifunctional scale inhibitor designed to specifically meet the stringent scale and particulate fouling conditions when operating Multi-Effect Distillation (MED) Evaporators at elevated temperatures (up to 90°C).

Benefits:

Albrivap® 141 is a novel formulation addressing the needs of high temperature MED units without increasing the cost of treatment, allowing full exploitation of the increased performance and reduced produced water cost.

Industry standard dose rates also at maximum TBT.

Excellent CaSO₄, CaCO₃ and Mg(OH)₂ scale deposition control.

Superior dispersing characteristics assuring smooth operation at high temperature MED conditions also in case of high seawater turbidity.

Long operating time allowing for the maximization of production cycles between cleanings.

Considerations on high temperature MED

Thermal energy is a major operational expenditure in MED. Increasing the top-brine temperature (TBT) allows a significant increase in Gain Output Ratio (GOR) and overall MED efficiency.

Increasing the TBT results however in more and faster alkaline scale formation and exposes the unit to an operating condition with significantly reduced solubility of nonalkaline scale.

Foam control and priming

Belite® M8

Belite® M8 forms a micro-emulsion and during evaporation is incorporated into the surface liquid film of bubbles where it acts as a surfactant and reduces the film strength. The result is that the film readily ruptures, and stable foam does not form. In this way a uniform boiling or flashing action is achieved and carry-over is minimized.

Highly effective liquid product, particularly suitable for use in multi-stage flash plant.





Inner pages

Introducing Italmatch Advanced Water Solutions - AWS

Advanced Water Solutions is one of six business units of Italmatch, a global specialty chemicals company founded in Italy, and active throughout the world.




Proven products, world-leading research, dedicated support: the innovative force in specialty water management additives

Italmatch is a leading innovator, manufacturer and supplier of effective chemical solutions. As well as product solutions, we provide expert laboratory-based support for your projects.

Manufacturing Plants and Laboratory locations

- Center of Excellence Italy
- Manchester UK
- Arese Italy
- Naples Italy
- Birmingham USA
- Smyrna USA

- Vitality Index: 20% of sales
- 30 patent families and more than 100 granted patents
- > 40 trademarks
- Global R&D and Technical Support team
- Global Technical Support
- 19 manufacturing plants
- 35 distribution and sales locations

TURPINAL® products are high purity grades of etidronic acid and sodium etidronate which are suitable for use in cosmetics or any applications requiring a very low metal content.

The high purity of TURPINAL® is guaranteed by thorough quality control procedures (including testing for microbiological contamination). Moreover, the certificate of analysis accompanying each batch contains detailed information covering chemical purity and trace metal content.

TURPINAL® SL and TURPINAL® 4NL are respectively the acid form and the tetra sodium salt of etidronic acid. They are colourless to slightly yellow liquids with a neutral odour. TURPINAL® 4NP is the tetrasodium powder form of etidronic acid.

These products can be mixed with water in all ratios and have a strong complexing capacity in relation to polyvalent cations. The excellent complexing capacity for metals is exploited for the stabilization of H₂O₂-containing preparations and other preparations with active oxygen. The product is also suited for application in mercaptan -containing formulations and enhances the colour stability of bar soaps. It is recommended that TURPINAL® be added during production with a concentration of 0.1 - 2% with reference to the finished preparation.

Properties and Applications

The chelating properties of TURPINAL® products make them outstanding candidates for the chelation of metal ions, in particular the transition metals (Fe, Cu, Mn, Zn) and the water hardness ions (Ca, Mg).

The high chelation strength of TURPINAL® allows it to limit, or even prevent, the precipitation of iron hydroxide. Copper also is very strongly chelated by TURPINAL® and the formation and precipitation of copper oxide can often be significantly reduced or sometimes totally prevented.

To prevent calcium scaling and precipitation, it is not always necessary to work with stoichiometric chelant concentrations. Indeed, in many instances, calcium scale formation can also be prevented with sub-stoichiometric amounts of TURPINAL®. This property is known as "threshold effect".

Owing to these chelating properties and threshold effect, and added to its chemical stability in oxidizing environment, TURPINAL® can bring substantial benefits in many application fields and more specifically in the cosmetics industry.

TURPINAL® products are ideal chelants or additives in the following applications:

- In the stabilization of peroxide bonds, in alkaline media specifically.
- As a chelant in hair cosmetics containing mercaptan groups, i.e. thioglycolic acid, thiolactic acid.
- As a means of limiting hair damage caused by bleaching or colouring.
- In the stabilization of bar soaps, where TURPINAL® is used as antioxidant and prevents discolouration and rancidity, in particular under the influence of day light.
- In the stabilization of fragrances, which would otherwise lose their strength over time during storage of cosmetic formulations.

Italy

Via E. Vismara, 114
Arese (MI) - 20020

Spain

Comte D'Urgell, 240 - 4ª D
Barcelona - 08840

China - Shanghai

Room 20L, Cross Region Plaza,
No.899 Lingling
Road, Xuhui District
Shanghai - 200030 - P.R. China

USA

5544 Oakdale Rd SE
Smyrna, GA - 30082

Singapore

101 Thomson Road, #09-01
United Square - 307591

Japan

Burex Kajimachi 2F, 3-5-2 Kajimachi,
Chiyoda-ku Tokyo - 102-0083

Brasil

Av. Prof. Alceu Maynard Araújo, 153 room 31 São Paulo - SP
04726-160

UK

2 Brightgate Way, Cobra Court,
Stretford, Manchester - M32 0TB

United Arab Emirates

Office 1802, Level 18, Jumeirah Bay
X3 Tower, Cluster X, Jumeirah Lake
Towers Dubai - 263164

More information

If you would like to obtain more detailed information about our products or are interested in obtaining a sample for evaluation in your system, please contact your nearest Italmatch Chemicals S.p.A. representative or visit our website aws.italmatch.com

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Manufacturing Plants and Laboratory locations



- Vitality Index: 20% of sales
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- > 40 trademarks
- Global R&D and Technical Support team
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- In the stabilization of fragrances, which would otherwise lose their strength over time during storage of cosmetic formulations.



Born in Italy

●
|
●

Grown worldwide



italmatch.com




Born in Spoleto - Italy

Grown worldwide




italmatch.com




Water's future

The difference is chemistry

Future ready




italmatch.com


 **Italmatch
Chemicals**

Born in
Spoleto - Italy

**Grown
worldwide**




italmatch.com

 **Italmatch
Chemicals**

Born in
Italy

●
|
●

**Grown
worldwide**



italmatch.com



italmatch.com



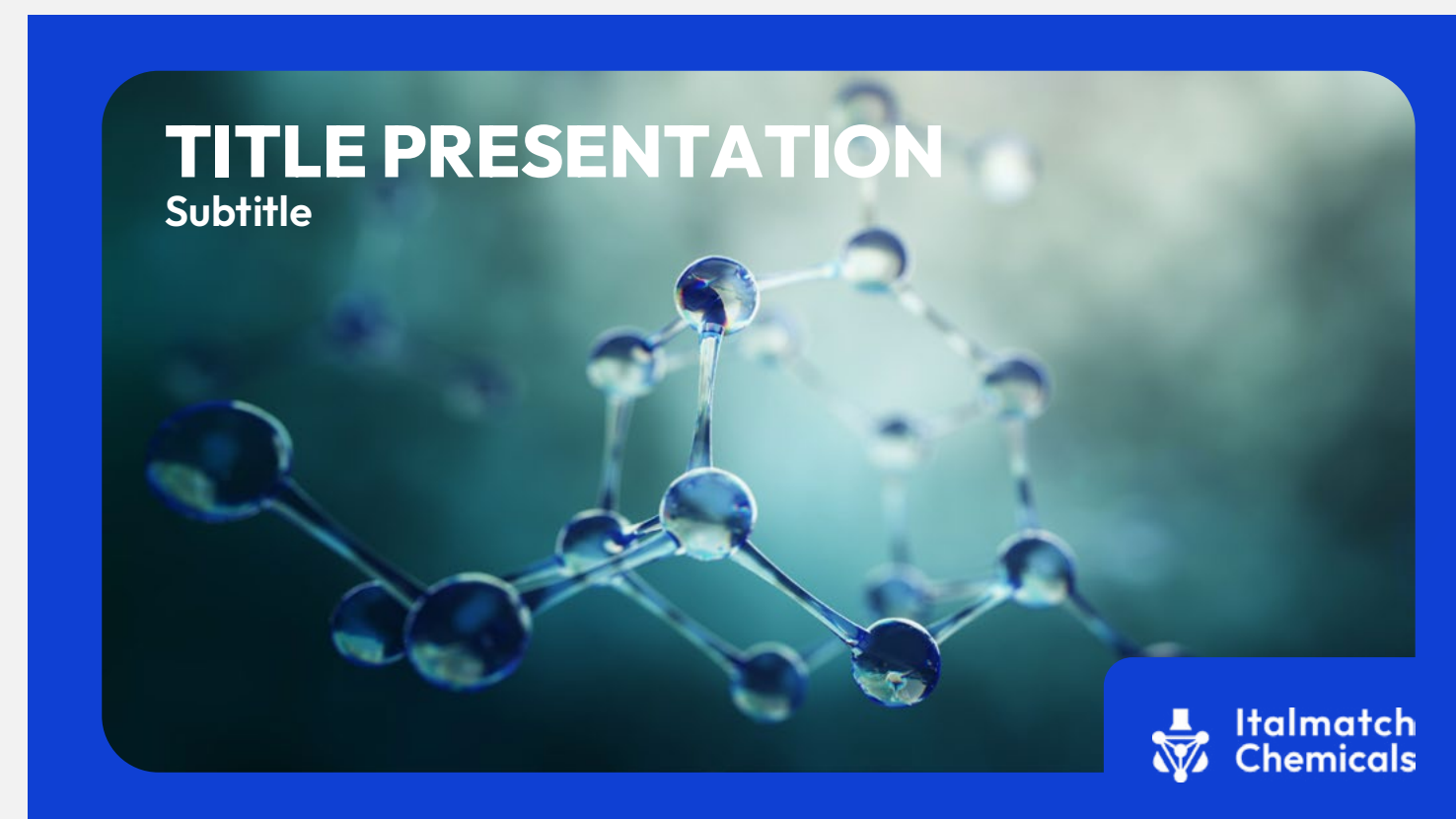
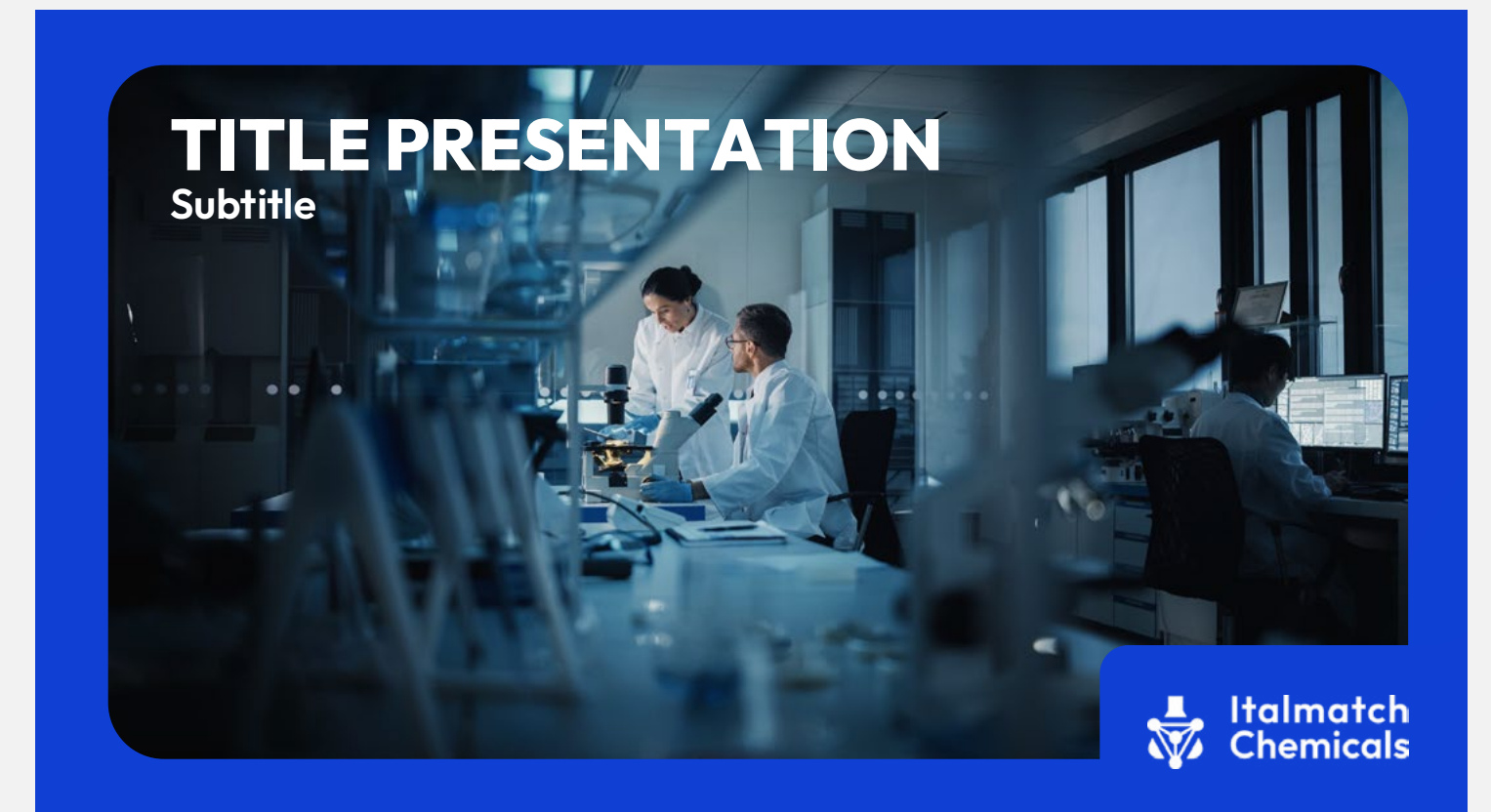
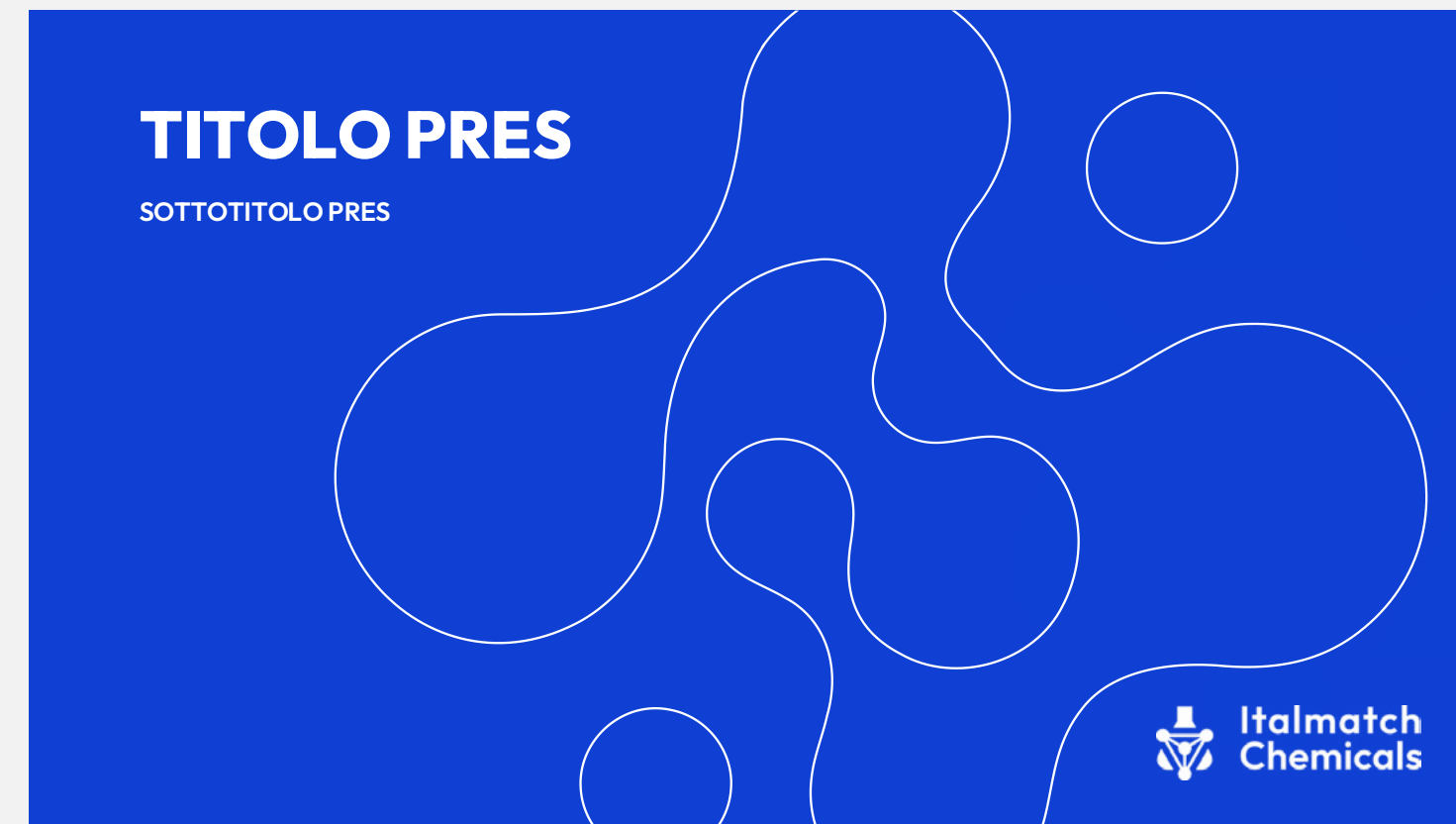
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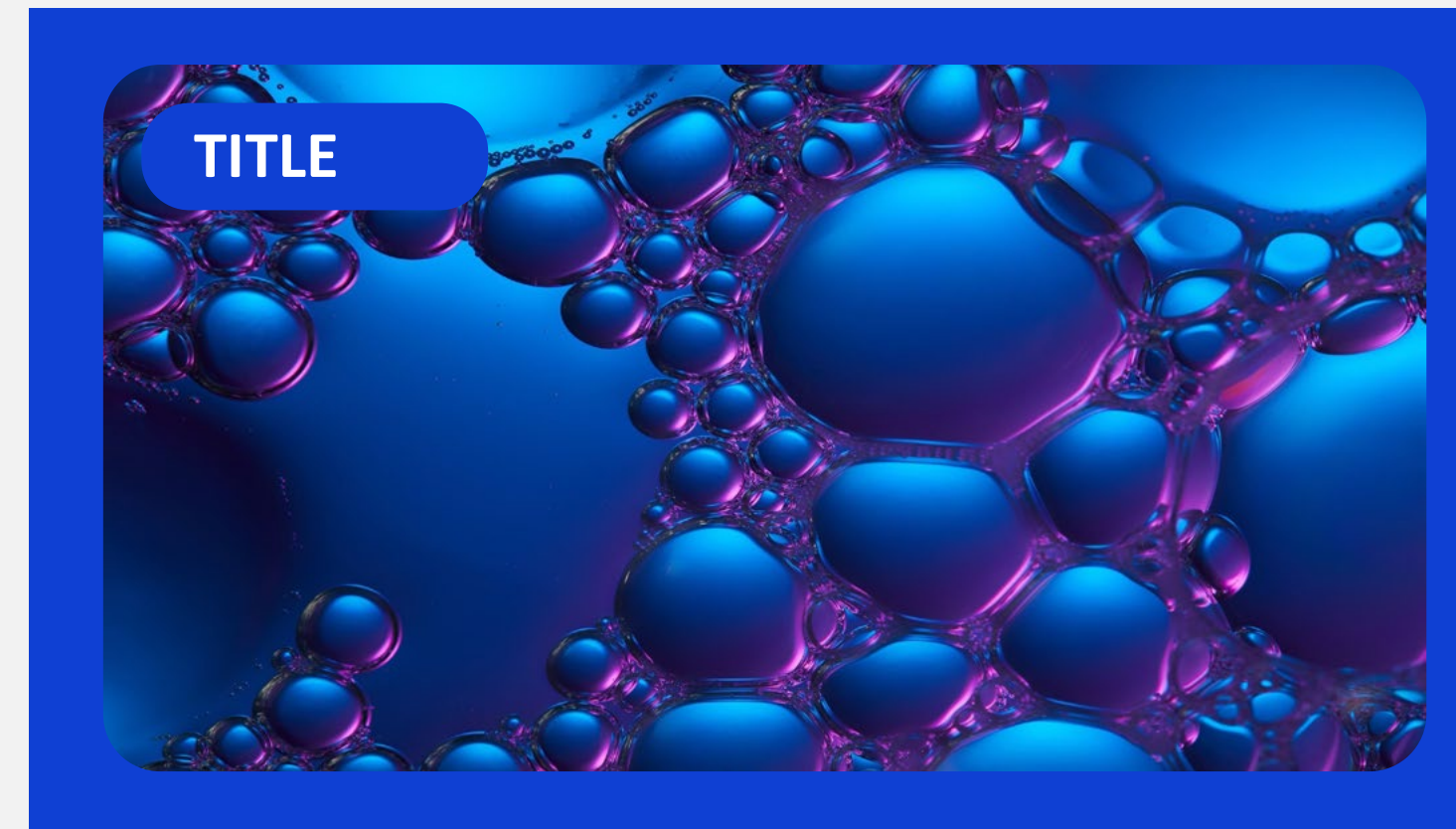
Corporate cover



Corporate cover



Section Break Slides




Division Break Slides





Inner slides

TITLE
Subtitle



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Nome presentazione 27

TITLE
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Nome presentazione 5

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Nome presentazione 11

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Nome presentazione 7

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Nome presentazione 9

TITLE
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Nome presentazione 10



Inner slides

TITLE

Subtitle

Logo

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Nome presentazione 14

TITLE

Subtitle

Logo

Nome presentazione 16

TITLE

Subtitle

Logo

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Nome presentazione 26

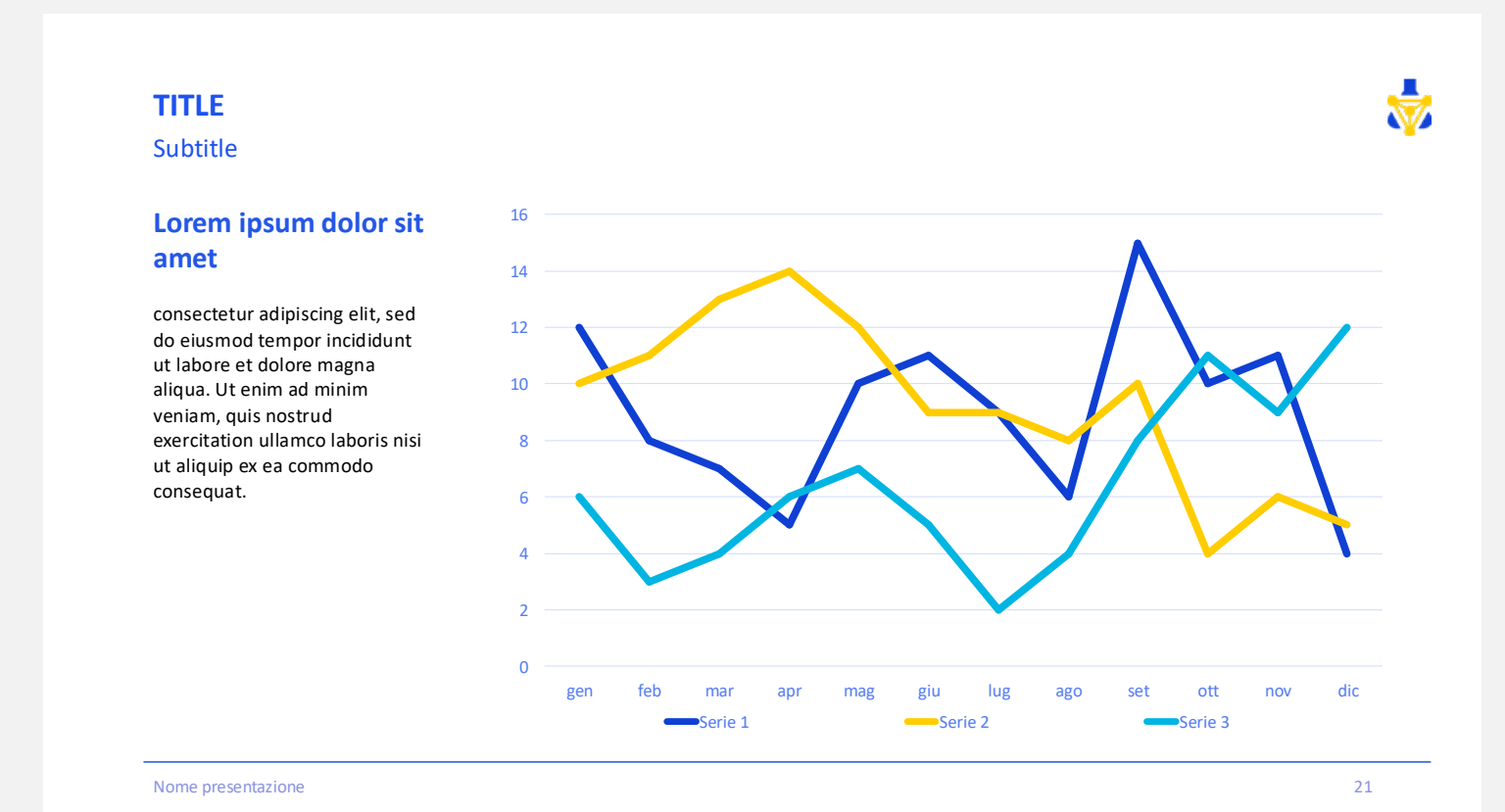
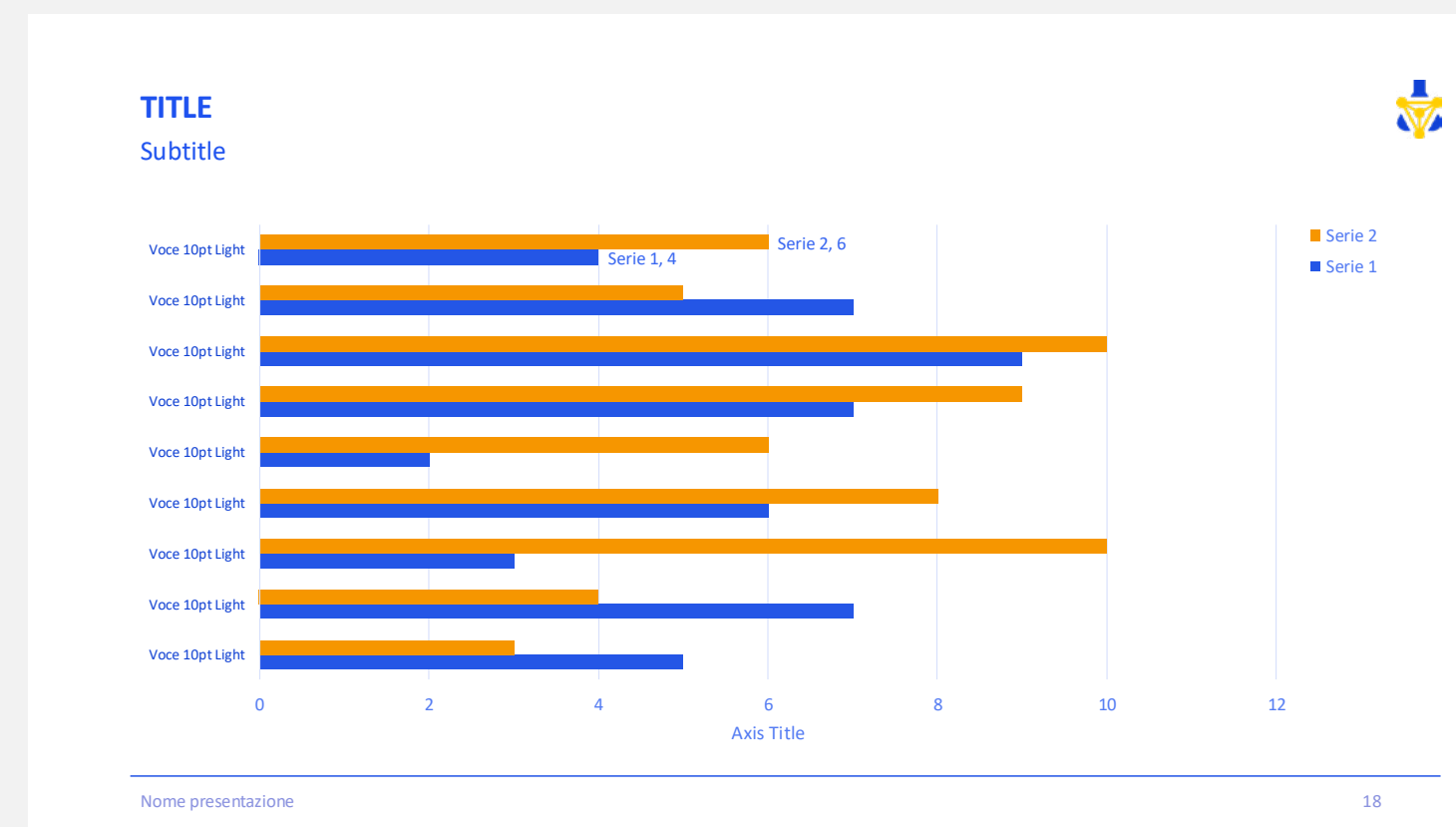
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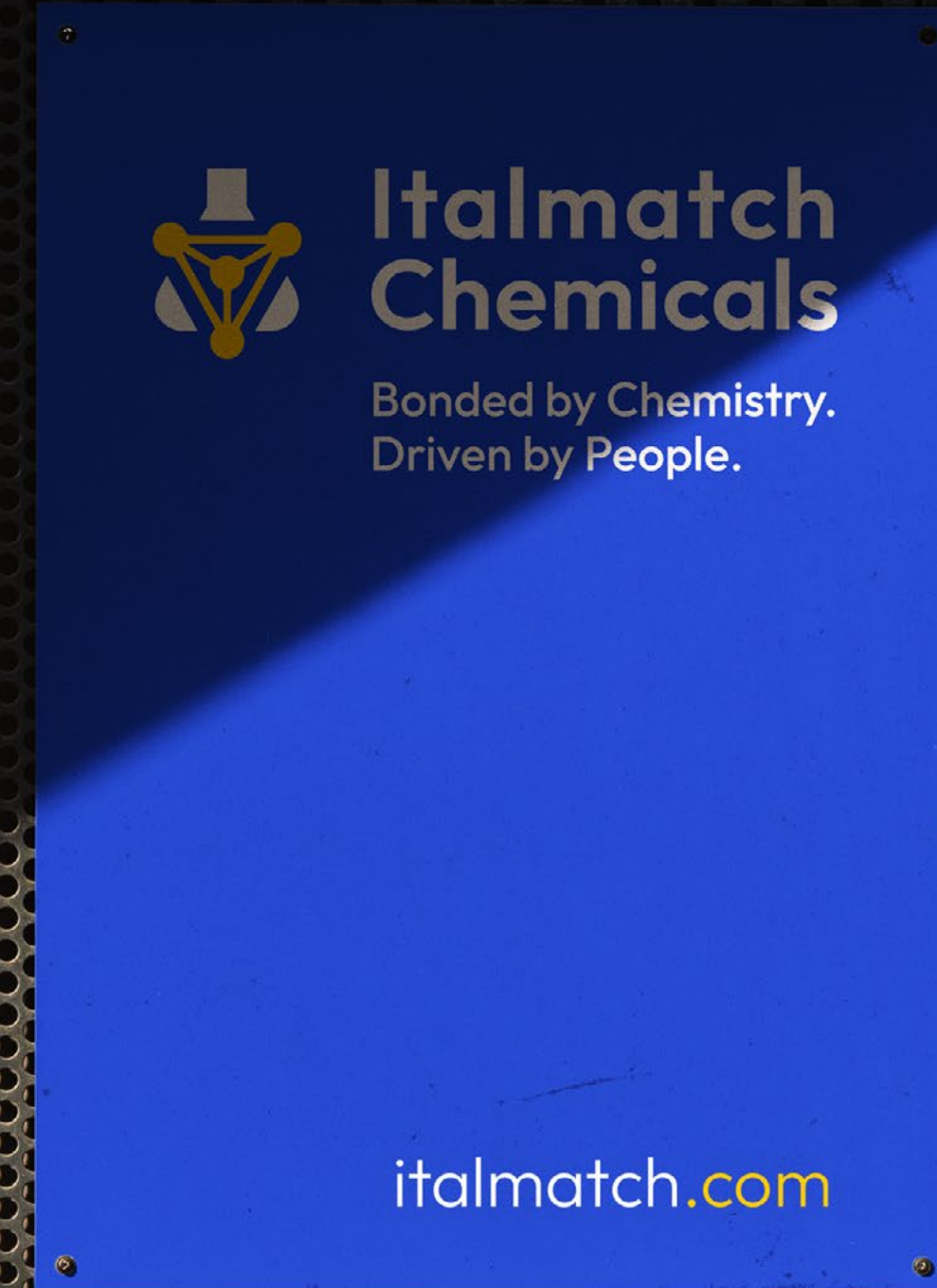
Nome presentazione 25





Italmatch Chemicals





1 Level lorem

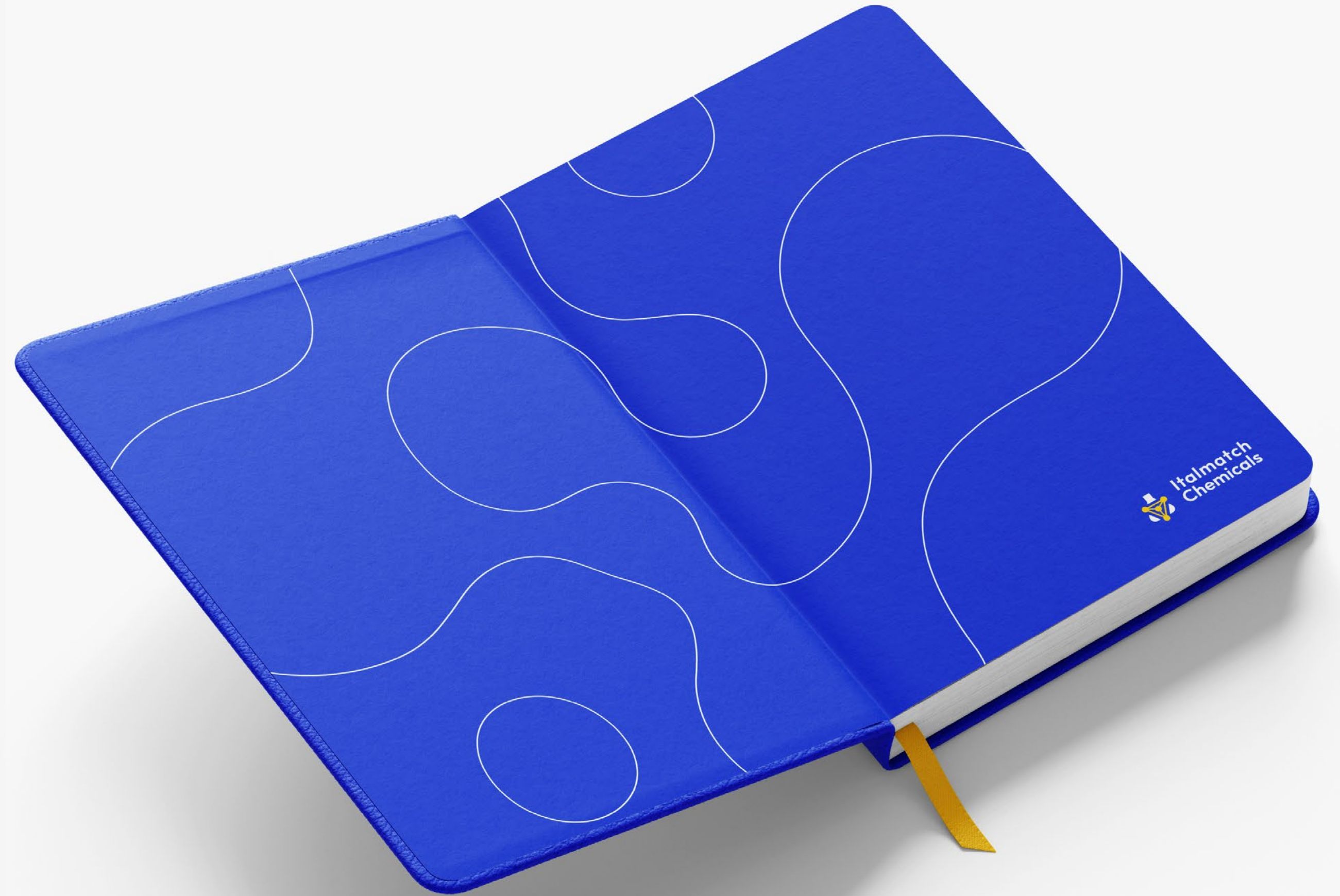
2 Level lorem

3 Level lorem















Tone of voice: a key element of our new identity

The company's tone of voice represents the way we choose to speak about ourselves. The way we tell our story.

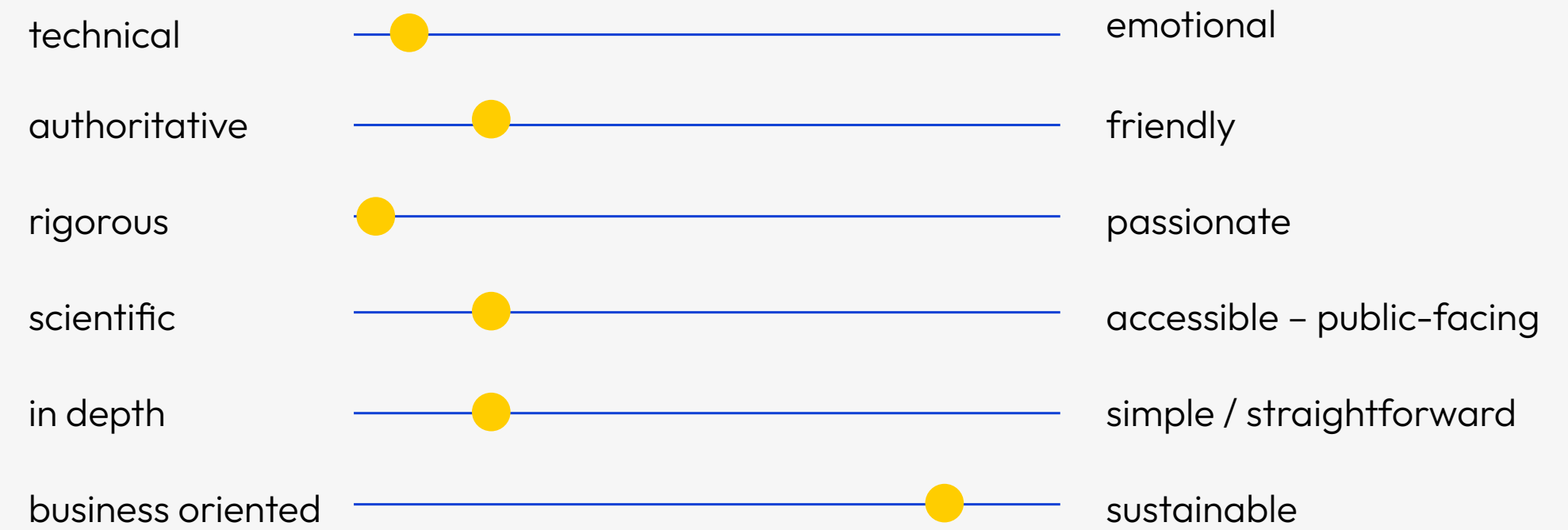
It is not just a matter of style or word choice, but the expression of a shared, consistent, recognizable, and distinctive communicative behaviour that reflects and reinforces the company's brand identity.

The principles and guidelines that define our new Tone of Voice must therefore be understood and applied as an integral part of the evolution of our identity, in alignment with the rebranding process and with the definition of our Mission, Vision, and Values Charter.

The Tone of Voice equalizer defines the balance levels between different communication styles, comparing the current situation with the desired evolution.

The tone of voice equalizer

The Tone of Voice of Italmatch today is...



The Tone of Voice of Italmatch aims to be...



Sample text 1

From:

Founded in 1998, Italmatch Chemicals is a global manufacturer of specialty chemicals, focused on the development of advanced and high-performance solutions for water treatment, lubricants, energy, specialties, and oleochemicals markets. Originally established in Italy, the Group has pursued a structured international expansion strategy, primarily through targeted acquisitions, progressively building a diversified and integrated product portfolio.

To:

Founded in 1998, Italmatch Chemicals has grown into a global company driven by innovation and a passion for finding better solutions for water, energy, lubricants, and specialty applications. Starting in Italy, the Group has expanded step by step around the world, bringing together different companies and expertise to build a strong and diverse portfolio.

Sample text 2

From:

Sustainability and circular economy principles are at the core of the Group's strategy.

To:

We are committed to developing responsible and efficient solutions for a more sustainable future.

Tone of Voice Operational Guidelines

Shared Values

Defining a tone of voice is essential to strengthen the company's identity and to build trust, closeness, and clarity in every context, channel, and tool – both in corporate communication (social posts, brochures, newsletters, presentations, websites, etc.) and personal communication (emails and one to one messages).

Our tone of voice reflects the values we share as a company and guides the way we communicate with all our stakeholders

Our communication is always:

Clear

- We prefer short sentences and direct information.
- Even though we operate in a technical/ specialized field, we avoid unnecessary jargon.
- When technical terms are required, we explain them in simple language, preferably connecting them to real-world application - what our products are used for and how they impact everyday life.

Authoritative but Accessible

- We communicate our expertise without sounding distant or self referential.
- We use professional language but never overly formal or rigid.
- We aim to be credible and knowledgeable while remaining approachable and understandable.
- We convey passion as the motivation for the concrete commitment that guides our work every day.

Empathetic but Not Overly Emphatic

- We adopt an approach that considers the needs and perspective of – understanding what our stakeholders think, need and value
- We avoid cold, impersonal, or bureaucratic tones.
- When we speak about our values, mission, and sustainability commitments we do so in a factually and balanced way, avoiding exaggeration or overly celebratory language.

For example:

Our products may not be visible, yet they are present in our world and our every day life; the “Melting Pot”: global dimension, inclusion, the value of diverse cultures, etc.

Propositive and Proactive

- We always show a solution oriented mindset.
- We prefer expressions such as: “We can...” rather than “It’s not possible...”.

Inclusive

We operate across the world and recognize diversity as a fundamental value.

We use language that is consistently respectful of different cultural, religious, political, and social sensitivities, as well as of gender and ethnic diversity.

We communicate our commitment to respecting workers' rights and, more broadly, the people and communities in which we operate in a clear, concrete, and factual way.

Finally, we are aware that we often need to describe our world to audiences that are not necessarily technical.

For this reason, clarity, accessibility, and relevance must always guide the way we explain what we do.

Maintain Stylistic Consistency, while adapting it to different channels and tools

- Avoid abrupt changes in tone, perspective, or grammatical person (for example switching between first and third person),
- Avoid alternating between overly formal and overly informal styles.
- Different channels and target audiences **require different communication approaches**. While adapting style and language to each context – social media, corporate communication, investor relations, commercial marketing, sustainability, etc. - **we must remain fully consistent with the shared values that define our Tone of Voice.**

Practical Writing Rules

Write in the First Person

- When speaking as a company, we use the first person plural “we”.
Example: “We support our clients...”
- When speaking as professionals or consultants, we may use the first person singular “I” when appropriate (such as in personal introductions or direct emails).

Address the Reader in the Second Person

- We speak directly to the reader using “you” to create closeness and engagement.
Example: “In this document, you will find the guidelines for...”

When appropriate, we prefer a friendly and approachable tone over a formal one.

Example

We help you find the solution that works best for your process.
Our team stays close to you at every step, so you can move fast and make confident decisions.

When excessive familiarity may not be advisable, we use a neutral but accessible professional tone.

Example

We support you with reliable, high quality solutions designed to improve your production efficiency.
Our experts work with you to identify the most effective approach for your specific requirements.

Choose Concrete Words

We prefer action verbs over abstract nouns.

- Yes: “We analyze”, “We design”, “We support”
- No: “Analysis”, “Design”, “Support”

Concrete language makes communication more direct, dynamic, and easier to understand.

Simplify

Organize content in a way that makes it easier and quicker to read, creating different levels of depth: from a short overview with essential information to detailed explanations.

In practice:

- Use a structure with titles, subtitles (abstracts), and supporting text.
- This creates multiple reading levels: title and subtitle provide essential message at a glance, while the body text offers insights. Even a quick read should convey the core idea.
- Use short paragraphs, break up long sections, avoid unnecessary clauses.
- Include bullet points to make content easier to scan and remember.
- Highlight key ideas in **bold** to create an additional, highly accessible reading level.
- When appropriate, structure content using a “problem – solution – proof” structures to clearly communicate the value proposition.

Explanation of the Example Above

The previous text is itself an example of how content can be structured to facilitate reading and recall:

- **Title and subtitle** (first and second reading level) introduce the topic (“Simplify”) and briefly explain how to apply it (create different reading levels): already conveying the key message while encouraging the reader to continue.

- **Bold text** (third reading level) highlights the most important practical actions .
- **Bullet points** (fourth reading level) make extended content easier to read, scan, and remember.

Maintain Stylistic Consistency

- Avoid abrupt changes in tone, perspective, or grammatical person (for example switching between first and third person),
- Avoid alternating between overly formal and overly informal styles.
- Maintain a consistent communication register across channels, adjusting only when necessary (for example, more direct for social media, more structured in institutional documents).

Don'ts

To keep our communication clear, credible, and effective, avoid the following:

- **Vague language**
generic or filler sentences add no real value.
- **Bureaucratic and overly formal expressions**
avoid terms like “hereby”, “the undersigned”, or other unnecessarily formal wording.
- **Too many adjectives**
concrete descriptions are more effective than superlatives or artificial emphasis.
- **A self celebratory tone**
we communicate our expertise and achievements through facts, data, and results, not empty slogans.

Example – To Avoid

Our company provides innovative services aimed at meeting customer needs with a professional and multidisciplinary approach.

Example – Correct

We support companies with clear and concrete solutions.
Our approach combines different areas of expertise to respond effectively to your needs.

Text Layout

Facilitating reading and understanding

The visual structure of a text is essential to:

- make content easier and faster to understand
- create a clear hierarchy of information, visually highlighting key content over secondary or in depth elements

In practice:

Both in professionally designed materials (brochures, websites, presentations, etc.) and in individual written communication (emails, one to one messages), it is good practice to think about text from a visual perspective:

- Use different font sizes and styles (regular, italic, bold, underline, etc.) to remark different levels of importance (titles, subtitles, body text etc.)
- Use institutional colors — as defined in the visual identity guidelines — to highlight or emphasize specific content
- Define spacing and line height between paragraphs to create clear text blocks and give the page visual “breathing room”, adding another level of reading hierarchy
- Use bullet points and bold text as described in the “Simplify” section to make content easier to scan and remember.

Mini Checklist Before Publishing

Before sharing or publishing a text, ask yourself:

- Is my writing clear and direct?
- Did I use “we” when speaking as the company?
- Am I addressing the reader in a simple and empathetic way?
- Are the sentences short and concrete?
- Does the text reflect our authoritative yet accessible tone?
- Did I remove unnecessary formalism or jargon?