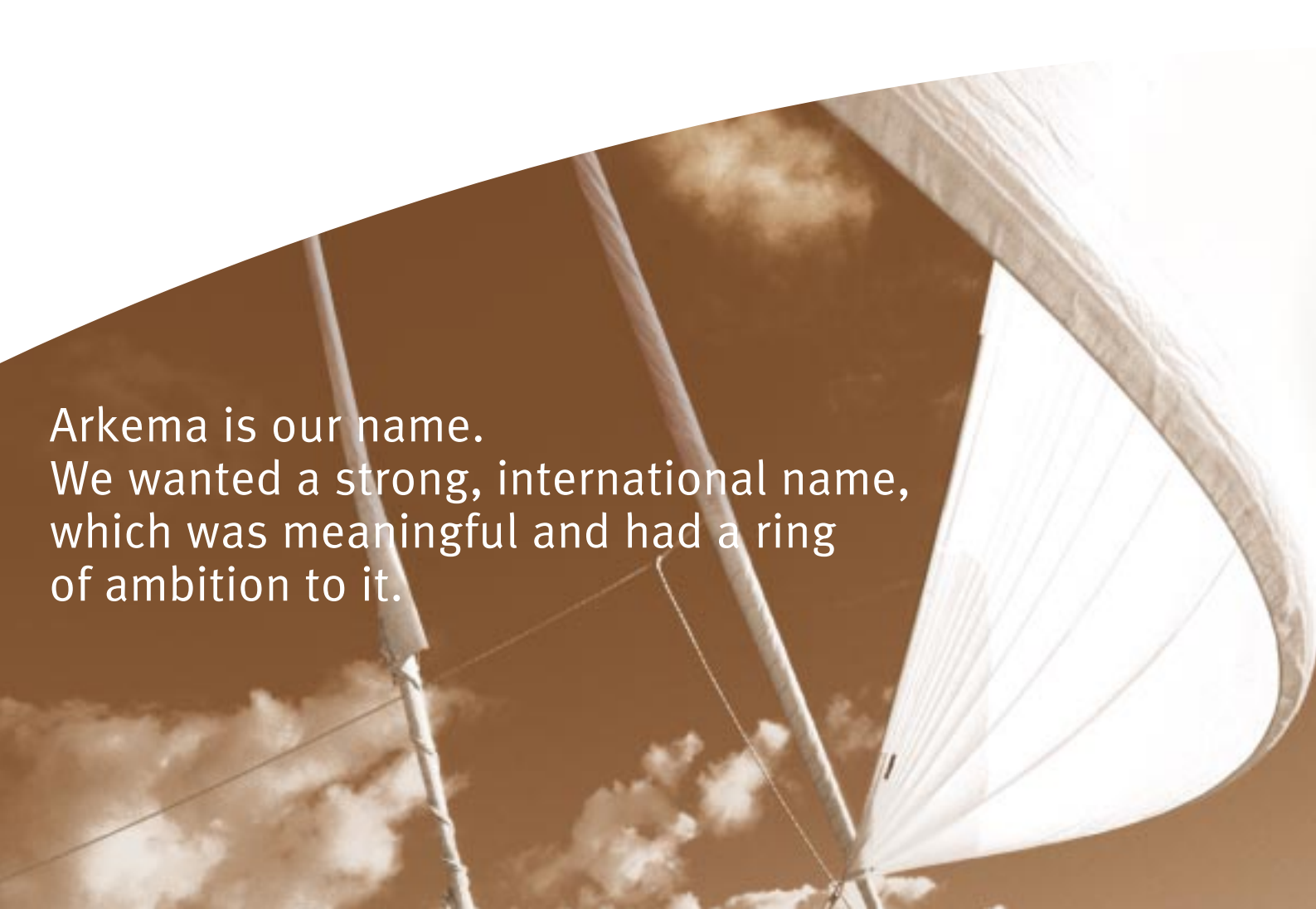


The identity of a new player in the global chemical industry





Arkema is our name.
We wanted a strong, international name,
which was meaningful and had a ring
of ambition to it.

A NAME, AN AMBITION

ARK, link and support

The first syllable ARK conjures up an ark, an architectural structure that links and supports. This idea is reinforced by the symmetrical construction between two “A”s placed like two pillars. This is the image we are going to build, solid and founded on the link between various entities that go into it and the men and women who will be making it work.

The root of our name comes from the old Greek radical *ARKhÈ* which expresses primacy, authority and therefore control. It is found in such words as HIERARCHY and ARCHITECTURE. The choice of a root from Antiquity also places emphasis on our European origin. With this idea of control and authority, the industrial group that we are building is founded on a long-term vision and ambition that places it at the forefront of the global chemical industry.

KEM, the business

The syllable KEM, placed in the centre of our name, gives a clear indication of our business and our pride, chemistry.

To ensure that our name will be understood and accepted by all, we tested it in 32 countries belonging to the major language groups (tests on legibility, pronunciation and meaning). Its smoothness and resonance spontaneously conjure up a universe that is scientific, technical and full of humanism in all the different cultures.

A LOGO, A SIGN OF ALLIANCE



The ark, movement and link

The ark that is our symbol takes its root at the first letter “A” to hit the heart “KEM” of our name and our business. It reinforces the association with an arch, a bridge, a support. The dynamic outline symbolises the path of a booming company heading towards its future.



Typography, balance

The typography used for Arkema has been created specially for this name. Its design makes it very easy to read. It is written in upper case, thus expressing a principle of stability and balance.



Colours, solidity and vitality

Mn: the manganese blue of the name commands trust and evokes reliability.

It is a reference in the scientific world.



Cu: the coppery orange of the arch expresses vitality, modernity and optimism.



ARKEMA,
a vision, a destiny

OUR AMBITION

Our objective is to make the Arkema group one of the foremost players in the industry right from the start, and to make it an example in terms of security, sustainable development, innovation and competitiveness.

OUR STRENGTHS

To meet this challenge, the Arkema group is starting off with an exceptional potential. Born from the chemistry business of Total, but in full control of its destiny, Arkema can draw immediately upon the commitment and energy of its 20,000 employees, 90 industrial sites, 6 research and development centres.

The Group is divided into three balanced and complementary business segments: Vinyl Products, Industrial Chemistry and Performance Products. For each of these sectors, the products and brands of the Arkema group are already leaders or co-leaders on all their markets. With operations in more than 40 countries, Arkema also has a strong global presence.

Our identity is the reflection both of our ambition and our will to work together to build our future.



BALANCE AND

Condition of stability,

MOVEMENT,
control and vitality



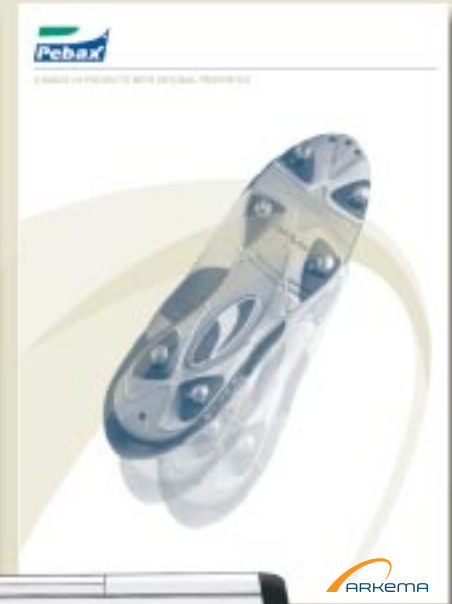
SOLIDITY,

More than just power, a question of trust

LINK AND LOCAL PRESENCE,

Behind every adventure
are the men and women

The new visual identity







Public Affairs division

4-8, cours Michelet - La Défense 10 - F-92091 Paris La Défense Cedex

Tel.: +33 (0) 1 49 00 80 80 - Fax: +33 (0) 1 49 00 83 96