

SI Group
 The Substance Inside

THE BRAND BOOK

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SI GROUP'S BRAND

Our “brand” is more than a logo. Our brand is who we are and what we do. It's the world's perception of us. It's what we say and how we say it. It's our attitude and character; a consistent voice and message.

Building a brand for SI Group is tremendously important. It takes vision, teamwork, passion, and discipline throughout the organization.

We're all involved in creating and sustaining our brand, and that's why this book was created—to empower all employees with the brand tenets that make up our identity.

OUR LOGO



Our logo is a clean, fresh, bold and confident statement about who we are and where we're headed. From the custom logotype, to the Periodic Table-inspired color bar, it's the perfect foundation for our global marketing communications.

OUR TAGLINE

The Substance Inside

...three, simple words that speak volumes about who we are, what we do and how we do it. It speaks to the chemistry that we create—chemistry that becomes an essential part of, and improves, countless products and processes. It also speaks to the values, intelligence, curiosity and determination that each of our employees demonstrate at work and in their communities. We're proud of these three words and we strive to live up to them everyday.



WHAT WE DO

At SI Group, we create smart chemistry that solves global challenges and makes great things possible. Our innovations improve the performance and durability of aerospace, transportation, health & wellness, consumer goods, personal safety, food, beverage, home goods, construction and industrial products around the world.



WHILE WE WORK AT
THE MOLECULAR LEVEL,
THE POSITIVE IMPACT OF
OUR WORK IS MASSIVE.

OUR BRAND PROMISE

We are an inspired leader that solves global challenges and enables customer success.

As you can see, our Brand Promise says nothing about chemistry. That's intentional. While innovative chemistry is certainly something with which we provide our partners with every day, our objective goes far beyond manufacturing molecules. Ultimately, we create solutions that address the world's mobility, population, environmental and resource scarcity hurdles; solutions that drive long-term success for our customers and life-changing products for consumers.



WHO WE ARE

Our company unites us. So do our values and the approach that we bring into the workplace each day. There's more to a job than just the work—and we believe it's those “other things” that set us apart.

**HERE ARE 14
COMMONLY-OCCURRING
THEMES THAT DEFINE
WHO WE ARE >>**



1 ::

WE ARE SOCIALLY RESPONSIBLE

We embrace the idea that we have an obligation, not only to our economic success, but to the well being of the world and communities in which we all live. Our employees and our company actively take part in volunteerism that creates a positive relationship with the society in which we operate.

2 ::

WE ARE SOLUTIONS ORIENTED

Increasingly, we're partnering with our customers to find innovative solutions to complex problems. We're experts in our industry, allowing us to identify opportunities that others have yet to recognize.



3 ::

WE ARE HUMAN

Sure, we're a business—a global company with many locations. But we're also a family-owned company with strong roots; people who go out of their way to help each other and the communities in which we live and work.



4 ::

WE HIRE THE BRIGHTEST PEOPLE IN THE WORLD

We hire the best; people who have the vision, insight, intelligence, and passion to do great things.





5 ::

WE ARE COLLABORATIVE

Our culture and processes are inherently collaborative. Through discussion and teamwork, we work together to arrive at unique solutions that might otherwise prove elusive. Together, there is no challenge too complex to meet. No problem too difficult to solve.

6 ::

WE ARE ESSENTIAL

We are the Substance Inside—and absolutely integral to—improving peoples' lives around our globe. Cleaner, safer drinking water and food. Higher fuel efficiency. More durable, longer-lasting, higher-performing products across many categories. More energy efficient buildings. Our influence is far-reaching; our solutions invaluable.



7 ::

WE ARE EMPOWERED

Working here at SI Group means having the tools, guidance and freedom to reach your potential. It's a truly unique environment, one which we appreciate and take full advantage of.

8 ::

WE ARE CONFIDENT

After more than 100 years in business, our ability to succeed is proven. We are uniquely positioned to achieve our Vision 2020 objectives to strengthen our global standing through increased sales, product offerings, and market share.





9 ::

WE ARE INVENTORS

We're inquisitive, curious and always striving to create innovative new products, services, processes and value in our company. We don't wait for opportunities, we proactively find and meet them.

10 ::

WE CELEBRATE DIVERSITY

We are thousands of people in ten countries, speaking many languages. Our varying backgrounds, experiences and perspectives are what make us strong and capable of meeting any challenge. We embrace our differences and celebrate our collective achievements.

11 ::

WE ARE AGILE

The world, and our business, is changing quickly. We adapt quickly to change, seek out and embrace new opportunities and turn that flexibility to our advantage.



12 ::

WE ARE SUSTAINABILITY

We are committed to advancing our manufacturing processes, not just for efficiency of our operations, but to care for the environment that surrounds us. We have our sights set on ZERO negative impacts on the environment. Within all of our locations, safety is our number one priority. On a global scale, it's clear that smart chemistry holds the key to reducing resource consumption and solving our world's environmental challenges.



13 ::

WE ARE DETERMINED

We don't sit back and hope that things will go our way. We forge our own future and proactively drive towards success.

14 ::

WE ARE FUTURE FOCUSED

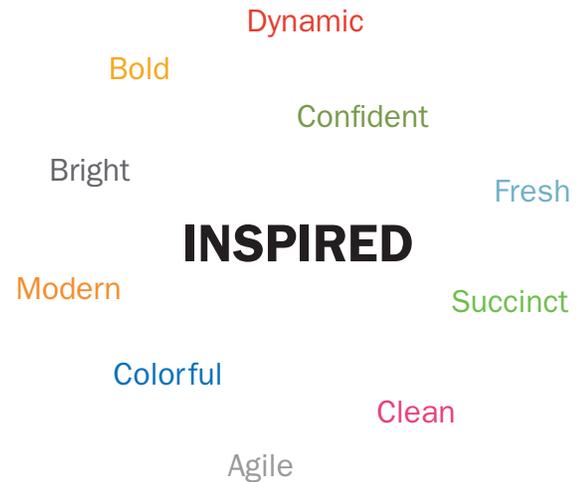
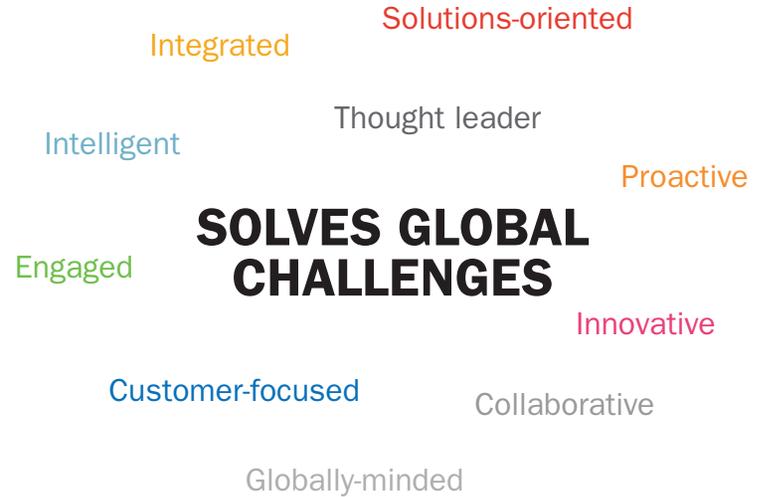
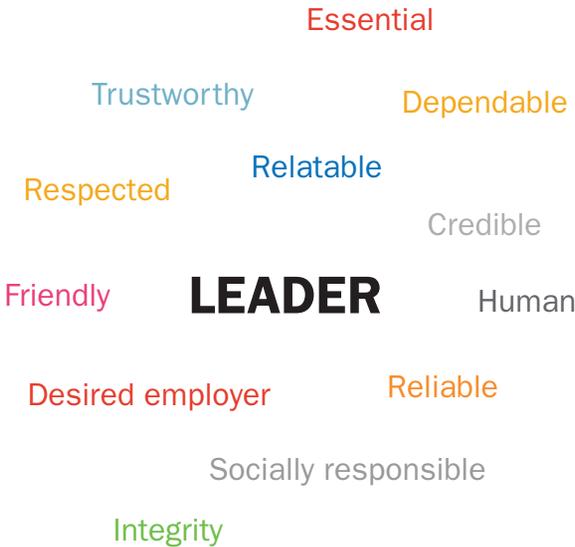
We embrace our history; more than a century of innovation and success. However, we have our sights securely set on meeting the challenges that our partners and world face today and well into the future. We know our future successes are dependent on today. The decisions we make as a company now, shape our future and we're excited to take that journey together.





BRAND CHARACTER

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lorem arcu, fringilla id enim eget, sollicitudin ornare felis.



SI Group[®]

Our brand is uniquely ours—a competitive advantage—and we're all responsible for cultivating it with every decision, action and communication. Our brand isn't just the responsibility of management and the Brand & Communications team. It's an integral part of the fabric of our company and we all own it.

**Thanks for choosing to be a part of
SI Group and for living our brand!**

