AMINOL

Brand Guidelines

About brand | Aminol Lubricants

AMINOL Lubricants opened on December 15th, 2017 in the section of the Sumgayit Chemical Industrial Park allotted to ALCO LLC.

With a total investment of 12 million USD, the plant has a yearly production capacity of 60,000 tons. Production is focused on motor oils for passenger and industrial vehicles; motorcycle, hydraulic, transmission, compressor, turbine, and marine oils. Antifreeze, AdBlue and other liquid engineering solutions are also manufactured.

In order to provide high quality at a suitable price, direct contracts have been signed with trusted names including Lubrizol, Afton Chemical, Chevron, Eni, Evonik, Infineum, B.A.S.F, BRB and ExxonMobil for the procurement of base oils and additives.

To provide a competitive product, the company has obtained ISO 9001, ISO 14001, ISO 17025, API (American Petroleum Institute), ATIEL (The Technical Association of the European Lubricants) certificates.

Considering the demands of our end-users and to improve the products export potential, AMINOL lubricants acquired approvals from global giants such as Mercedes-Benz, General Electric, Volvo, Mack, Renault and others.

The main advantage of AMINOL Lubricants is the ability to produce high quality, ecologically sustainable products at suitable prices due to tax cuts provided to Sumgayit Chemical Industrial Park residents. These products are delivered to local and global client with a door-to- door principle.

The Logo

The Aminol logo has two versions and consists of two elements:

1. Portrait version | Landscape version

2. The icon | The Wordmark.

It's an instantly recognisable brand element and should be represented consistently throughout our product and marketing efforts.

The logo should always try to exist with the symbol and wordmark together. In no one way should the logo be modified, distorted, or redrawn.

The Smallest Aminol Logo

Recommended sizes ensure that the logo is legible when printing a small layout.

The minimum recommended size is 21 mm. / 60 px. wide. This size allows you to print the brand name with minimal losses.

70px x 60px (24mm x 21mm)

50px x 20px (52mm x 20mm)

21 MM. / 60 PX.

20 MM. / 50 PX.

⬇ Click for Download Aminol Logo

The Logo

Area of exclusion / Safe zone

This is the distance from other items positioned closed by.

No graphic or typographic element that could reduce readability should fall within the safe zone around the logo. The measured distance of the safe zone of the logo is the Capital letter A. If the sign is reduced, the zone is reduced proportionally.

To ensure the right amount of breathing space around the Aminol logo the following process should be applied:

Step 1.
Pick the letter "A"

Step 2.
Duplicate it
x=AA

Placement Logo & Tagline/Slogans

Whenever the logo and tagline are used together, follow the same grid as the clear space lockup. The text size of 'LUBRICANT MANUFACTURER' is defined by the x-height of the wordmark A.
1. Horizontal logo & tagline lockup
2. Vertical logo & tagline Lockup
The vertical logo and tagline lockup is default option. However, when working with small heights, horizontal alternative can be use.

AMINOL

AMINOL LUBRICANT MANUFACTURER

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AMINOL LUBRICANT MANUFACTURER

Color | Primary Palette

Our color palette provides distinctiveness and differentiation through the consistent use of Aminol's most iconic and recognizable colors: Traffic Blue and Bright Red.

Our primary palette are the colors that are most instantly recognizable as Aminol: Shades of Blue, Bright Red, and White. Our accent blues bring warmth and depth to our system. Cobalt Blue is used for typography, while Sky Blue and Soft Cyan help with hierarchy in presentations, graphs, infographics, and charts.

Pantone 7687 C

Cmyk 100 85 15 3
RGB 26 66 138
HEX #273b86

Pantone 2935 c

Cmyk 92 72 0 0
Rgb 0 85 184
Hex #0055b8

Pantone 298 C

Cmyk 65 10 2 0
Rgb 49 193 221
Hex #31c1dd

Pantone 7461 C

Cmyk 85 44 4 0 | Rgb 0 117 184
Hex #0075b8

Pantone 485 C

Cmyk 6 98 100 1 | Rgb 236 28 39
Hex #ec1c27

Pantone 663 C

Cmyk 2 1 1 0 | Rgb 249 249 249

Usage successful logo examples

Here are some recommended examples of how the Aminol logo should be integrated

1. Use the preferred logo. Our preferred logo consists of our symbol and wordmark associated to traffic blue, the core brand color, and with the right amount of whitespace.

2. use the smaller version of our logo in formats with limited space. For favicons we prefer to use our symbol.

3. Use the Aminol logo on top of key visuals. Only place the logo on-top of key visuals when the space allows it and when it's legiblee.

4. Use the Aminol logo when first introducing the brand. For example on covers.
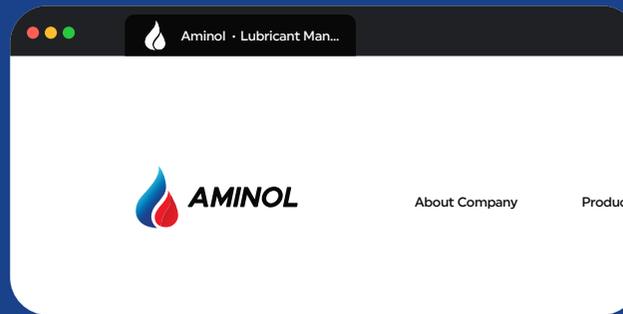
Usage unsuccessful logo examples

Avoid the examples mentioned below at all times.

1. Don't use unsuccessfull color mix.
2. Don't apply effects. Glowing edges, drop shadows and gradients are forbidden.
3. Don't twist and turn the logo around. Use it within the provided ratios.
4. Also, you cannot

- place logos or graphic objects close to each other, violating the safe zone of the logo;
- change the proportions between the sign and the inscription;
- change the typography in the logo;
- translate into other languages;

- use colors other than the main ones for the logo;
- use other shades of blue;
- use an outline in the logo;
- use elements on the background that would interfere with the visibility of the logo.

Color | Secondary Palette

Our Secondary Color Palette complements the primary brand colors and is designed to add variety and flexibility to our visual identity. These colors are intended to be used across a variety of applications, including product packaging, presentations, and marketing materials, to support and enhance the overall brand aesthetic while maintaining consistency and coherence.

The secondary colors should be used strategically on products to highlight specific features, differentiate product variations, or create visual interest. Use them to complement the primary brand colors while maintaining readability and clarity.

On brochures, flyers, posters, and other marketing materials, secondary colors can be used to emphasize different sections of the content, including headings, subheadings, and other graphical elements. They help in creating a balanced, vibrant layout that supports the main messaging.
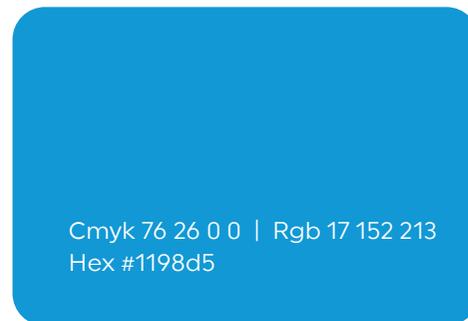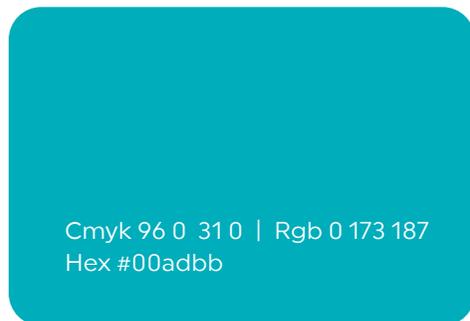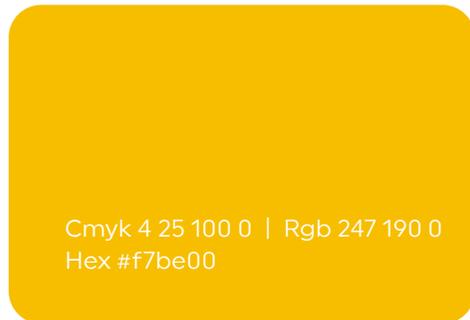
Cmyk 4 25 100 0 | Rgb 247 190 0
Hex #f7be00

Cmyk 6 98 100 1 | Rgb 225 37 27
Hex #e1251b

Cmyk 91 0 97 0 | Rgb 0 180 81
Hex #00b451

Cmyk 45 99 0 0 | Rgb 157 29 150
Hex #9d1d96

Cmyk 96 0 31 0 | Rgb 0 173 187
Hex #00adbb

Cmyk 17 0 96 0 | Rgb 224 230 33
Hex #e0e621

Cmyk 76 26 0 0 | Rgb 17 152 213
Hex #1198d5

AMINOL Special Generation
SLG 4 0W-16 LONG LIFE FUEL ECONOMY

HAS BEEN AROUND FOR ALMOST TWO DECADES IN JAPAN
AND IS AN OIL THAT IS DESIGNED TO INCREASE ENGINE
EFFICIENCY AND REDUCE ENGINE WARMUP TIME.

100 reasons to choose
AMINOL. **Reason 13**

Uniform PRO

⬇ Click for Download Font Family

Aa

0123456789!%

abcdefghijklm
nopqrstuvwyz

Our primary typeface is Uniform Pro, chosen for its clean, modern, and highly legible design. It reflects our brand's professional, yet approachable personality. Use

Font Usage
Headings and Titles: Use Uniform Pro Bold for headings and titles to create strong visual impact and emphasize key messages.
Body Text: For body text, use Uniform Pro Regular or Uniform Pro Light to ensure clarity and readability. The clean lines of this font make it ideal for longer passages of text.

Uniform Pro across all digital and print materials to maintain consistency and enhance brand recognition.

Headings: 30px and above, depending on the level of importance.
Subheadings: 24px-30px for clear hierarchy.
Body Text: 12px-16px for comfortable reading.
Line Spacing: 1.4x of the font size for clear readability, especially for body text.

Click for Download Font Family

SAN FRANCISCO PRO

0123456789!%

abcdefghijklm nopqrstuvwyz

Aa

SF Pro serves as our secondary typeface, offering a clean, modern design that complements our primary font. It's highly versatile, offering great readability across digital and print formats. Use SF Pro when a more contemporary or flexible appearance is needed, providing a clear contrast to the primary font while maintaining visual harmony within our brand.

We can use SF Pro Regular or SF Pro Light for body text, especially when you want a softer, less dominant tone. This will ensure readability while maintaining a contemporary aesthetic.

Line Spacing: For body copy, use 1.4x the font size for comfortable and easy reading. For headings, you may slightly reduce the spacing to maintain visual proximity. Letter Spacing: Default letter spacing should be used for SF Pro, but slight adjustments can be made for headlines or specific design elements that require extra emphasis.

Circular composition | Usage Guidelines

The Circular Composition is a key visual element in our brand identity, representing unity, motion, and balance. It is used across various brand touchpoints to create a cohesive and recognizable look. Below are the key principles for using circular elements effectively in our designs.

1. Logo & Iconography
• Circular elements should complement the logo structure without overwhelming it.
• When used in icons, circles should maintain proportional balance to ensure clarity and consistency.
• Avoid excessive layering of circles in small-scale applications to preserve legibility.

2. Layout & Composition
• Circles should be strategically placed to guide the viewer's eye and create visual flow.
• Use a modular circular grid when structuring layouts for presentations, posters, or digital assets.
• Maintain a balance between circular and straight-edged elements to avoid visual clutter.

3. Patterns & Backgrounds
• Circular patterns can be used as subtle textures in the background or as decorative elements.
• Ensure proper spacing between circles to maintain a clean and modern look.
• Use gradients and transparency to add depth and dimension to circular designs.

6. Packaging & Print Applications
• Circular die-cuts, embossed elements, and layered designs can add a tactile quality to packaging.
• Ensure that circular shapes are aligned properly with the package layout.
• Use circular patterns sparingly to avoid overwhelming the overall design.

Circular elements are a fundamental part of our brand's visual identity, adding fluidity, elegance, and balance. When applied correctly, they enhance aesthetics without overpowering functionality. Always ensure that circular compositions align with the brand's core values and maintain a consistent visual style across all platforms.
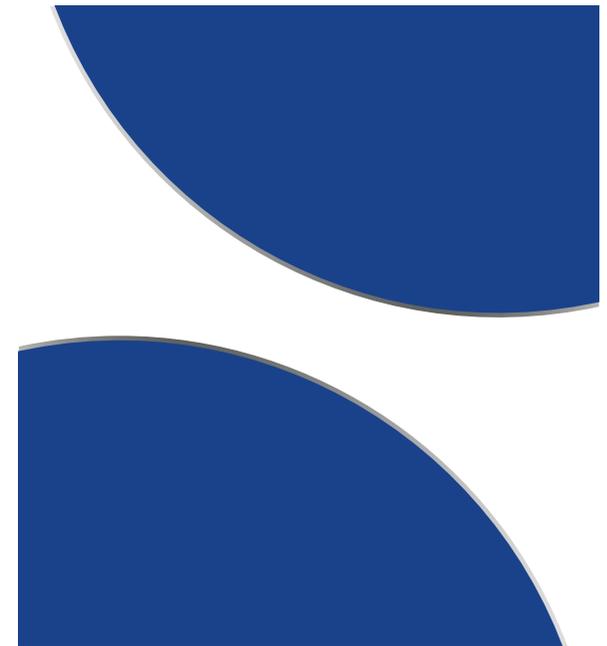
Aminol Brand – Visual Identity in Covers & Promotional Materials

AMINOL

MARINE PRODUCTS

TRIED AND TRUE.
**RELIABILITY YOU CAN COUNT ON.**

AMINOL

AUTOMOTIVE PRODUCTS

TRIED AND TRUE.
RELIABILITY YOU CAN COUNT ON.

AMINOL

INDUSTRIAL PRODUCTS

TRIED AND TRUE.
RELIABILITY YOU CAN COUNT ON.