



BASF
We create chemistry

FORWARD AM
Innovating Additive Manufacturing

Forward AM Brand Design Manual

Version 1, August 2019

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1. Brand Basics

These brand basics provide concise insights into the brand identity, brand strategy and brand classification of Forward AM, BASF's brand for the 3D printing industry.

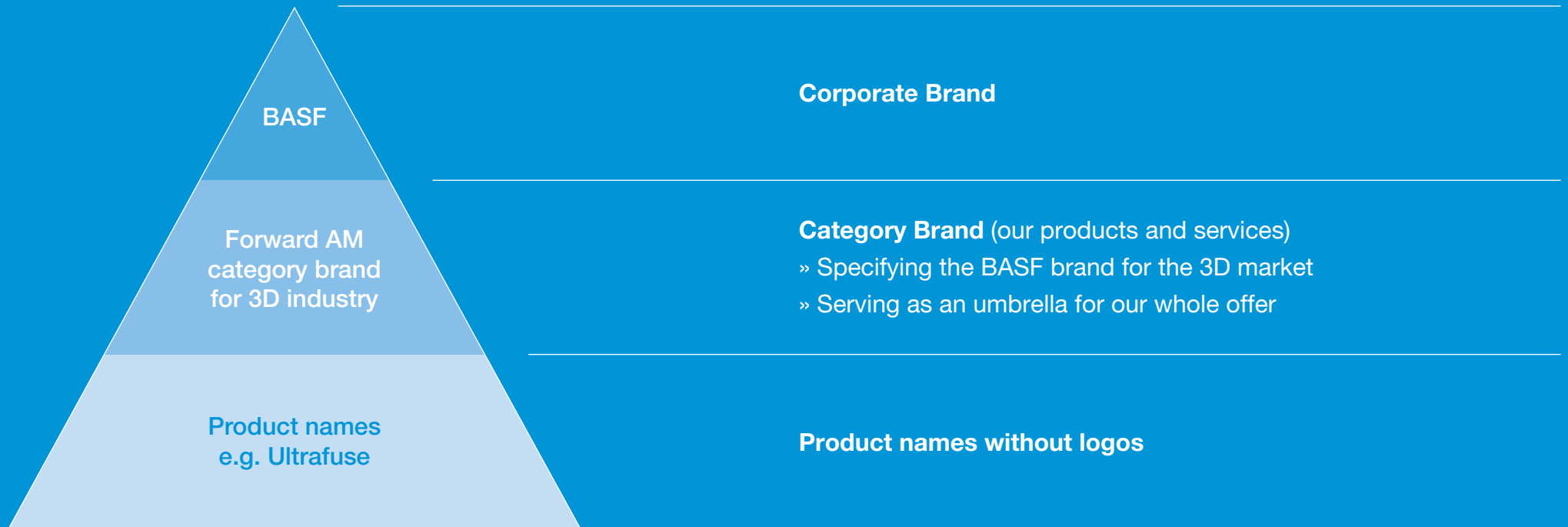
Brand Architecture

How is Forward AM categorized in the BASF Brand Architecture system?

Forward AM is a category brand classified as a Field 3 brand in the overall BASF brand architecture. Field 3 brands have their own logo, value proposition and individual brand strategy.

BASF and Forward AM will appear in equal proportions in all communication material (ratio 50 : 50).

Brand Architecture



Brand Value Proposition

We create chemistry
for a sustainable future

What we are best at

Innovation

We are BASF's dedicated 3D competence unit creating new raw materials, formulations & services. We leverage BASF's know-how for materials and applications to meet customer needs and scale-up possibilities.

Sustainable solutions

We are a committed and reliable partner offering solutions ready for industrial use. We always provide validated information through best-in-class quality management

Value-adding collaborations

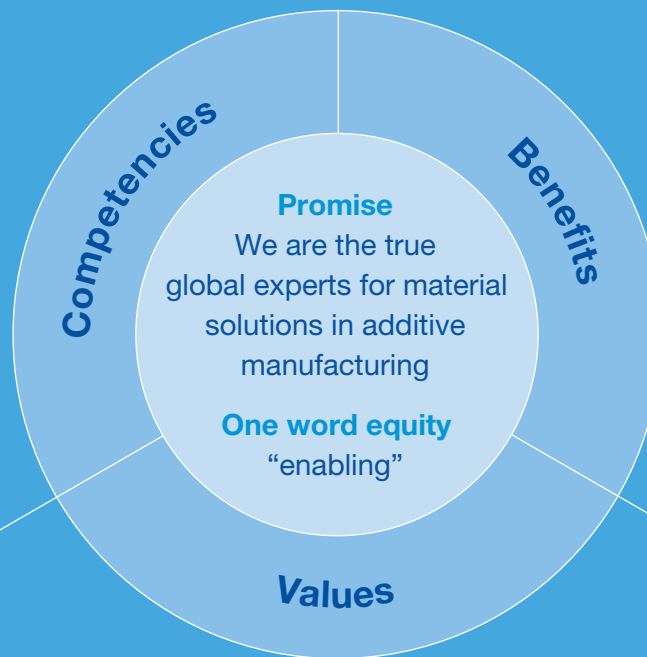
We are shaping the industry by partnering with hardware, materials and software companies globally. We are striving for open systems. We are building strategic partnerships beyond existing solutions and current limitations.

What we deliver to our stakeholders

A continually improved, broad product and service portfolio. This results in accelerated and tailored solutions for our customers.

Constant support for long-term success: Our partners can rely on us to support them throughout the whole lifecycle of their products.

The combined strength of an expert team that offers our comprehensive technical and commercial expertise. Our customers additionally benefit from our extensive industry network. We enable our customers to be first movers.



We are

Creative

passionate and dedicated,
realizing new ideas

Open

willing to share know-how;
we constantly push application
development

Responsible

we take responsibility for the
customer's 3D printing results
and are strongly customer
oriented

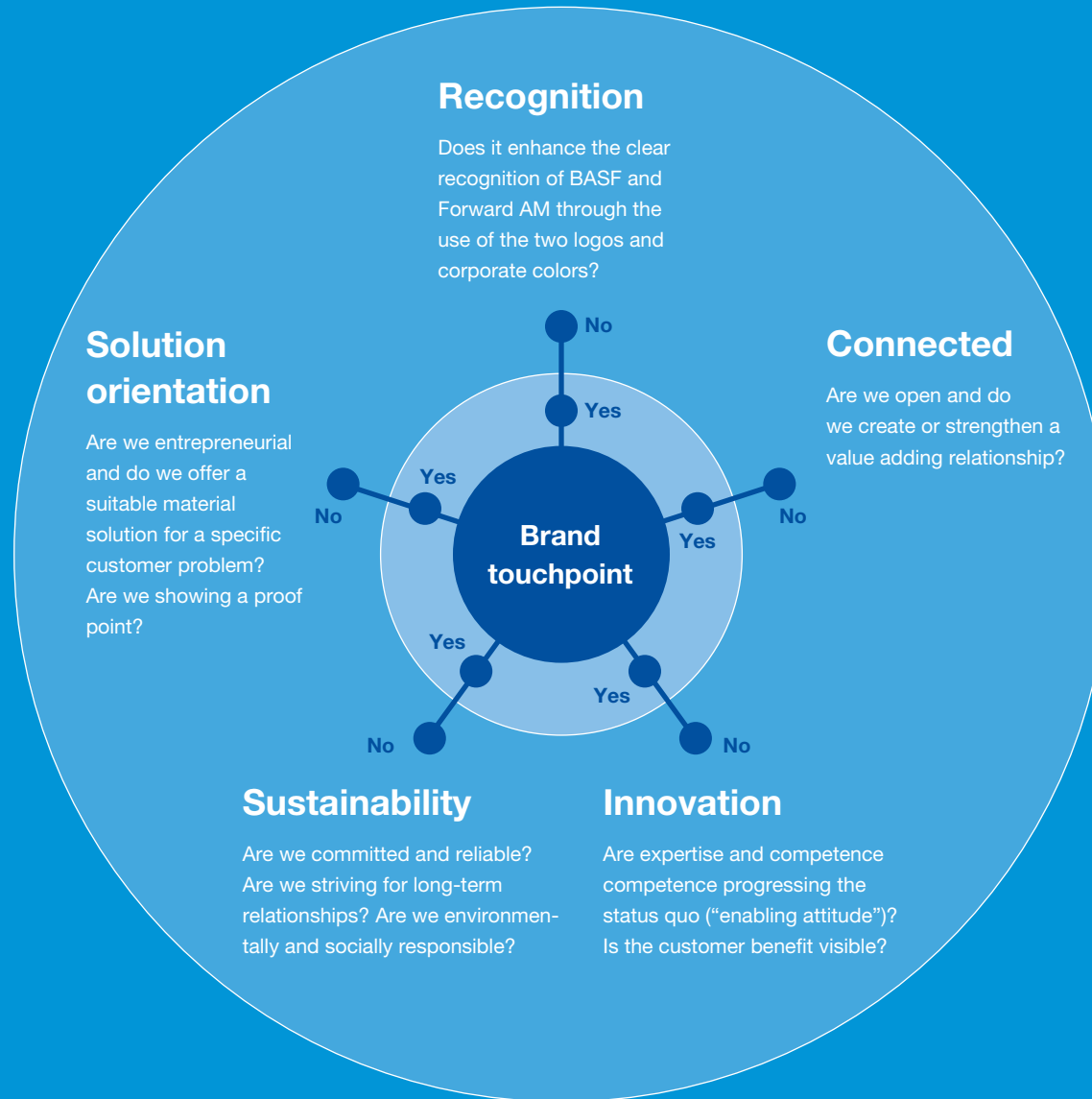
Entrepreneurial

seizing on opportunities
and willing to take risks;
courageous; enthusiastic;
quick and lean; easily
approachable

Brand Rules

Our target groups encounter our brand on a daily basis via various touchpoints. Each of these brand touch points needs to communicate and convey the values of our brand. Authentic and professional branding allows us to achieve this.

We have established five easy rules to help us in our daily work and which assist us in making the BASF and Forward AM brands and their claim to leadership tangible.



Our Mission, our Vision

Our Mission: Enabling our customers to shape the Additive Manufacturing industrial revolution.

Our Vision: Forward AM is the solution provider of choice for Additive Manufacturing actors shaping the future of industry.

2. Brand Elements

This chapter demonstrates how to use the basic elements of the Forward AM brand design.

The basic elements are the logo, logo bar, typography, color scheme and layout principles.

Existing BASF corporate design guidelines (please refer to brandweb.basf.com) are still valid — these guidelines are an amendment that defines the specific elements of the Forward AM brand.

Logos » Forward AM logo versions

Logo versions

- » The Forward AM logo consists of the “F-Arrow”, the “Forward AM” type and the claim “Innovative Additive Manufacturing”.
- » For small applications or certain production technologies where the readability of the claim cannot be guaranteed, a reduced version of the logo is applied.
- » The main version is used throughout this manual. Unless a separate rule is defined, the same specifications are applied to both logos.

Version with claim



Reduced version without claim

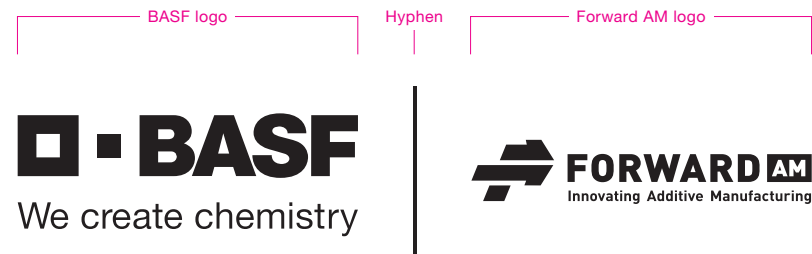


Logos » BASF and Forward AM logo versions

The display of the two brand logos BASF and Forward AM is defined as follows:

- » Depending on the application, there is a horizontal and vertical arrangement.
- » The horizontal arrangement is preferred.
- » There is always a hyphen between the two logos.

Horizontal arrangement logo with claim



Vertical arrangement logo with claim (exceptional version)



Logos » Sizes and spacing

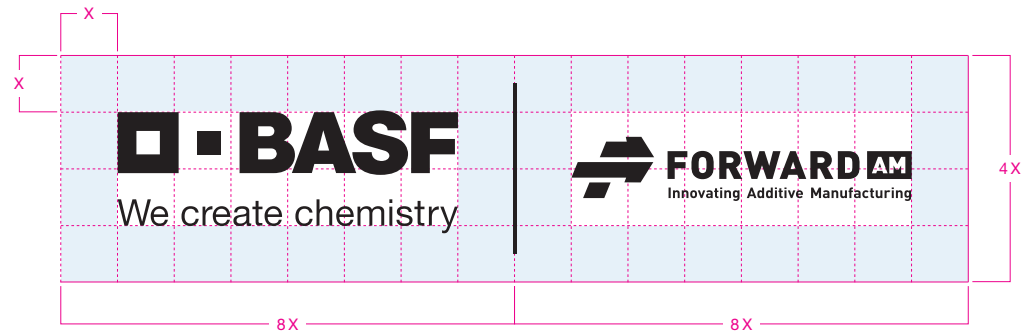
Minimum blank space

- » Always make sure that there is sufficient space between the BASF and Forward AM logo and other graphical elements such as images or text.
- » The circumferential protected space is 1/6 of the width of the BASF logo.
- » A distance equal to 1/6 of the width of the logo must also be maintained to the edge of the format.

Vertical alignment

- » The Forward AM logo is vertically centered within its defined space.

Horizontal arrangement with Forward AM logo with claim



Horizontal arrangement with the reduced Forward AM logo without claim

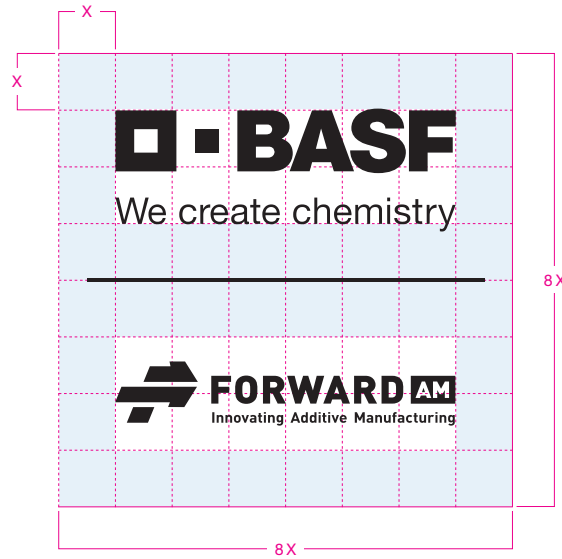


Logos » Sizes and spacing

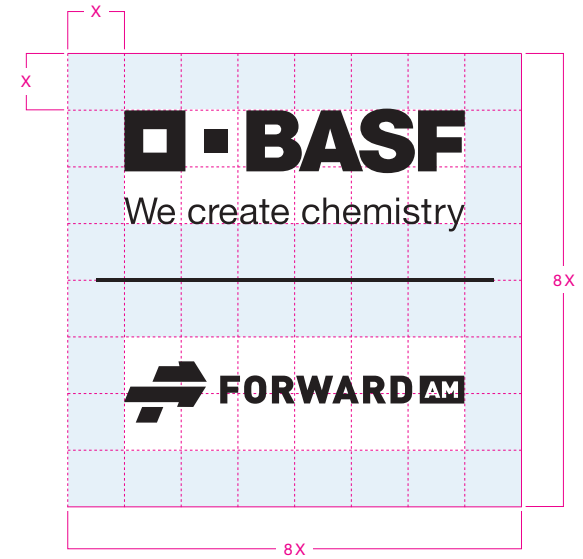
The vertical arrangement is intended only for exceptional cases with extremely narrow formats (e.g. app icon).

- » In the vertical arrangement the Forward AM logo or the brand icon is vertically centered within its defined space.

Vertical arrangement logo with claim (exceptional version)



Vertical arrangement logo without claim (exceptional version)

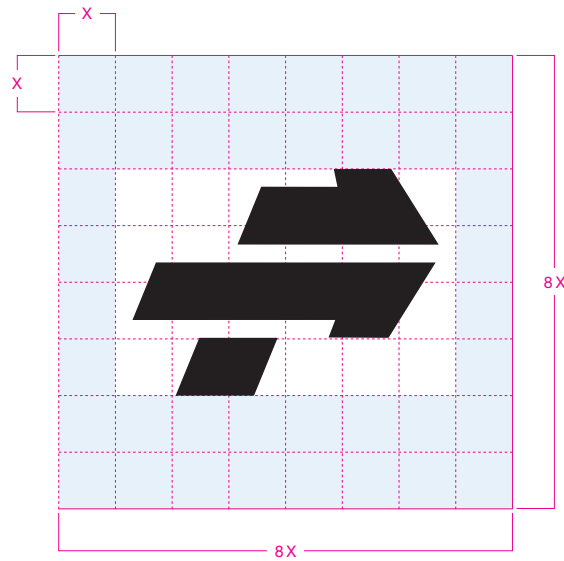


F-Arrow » Sizes and spacing

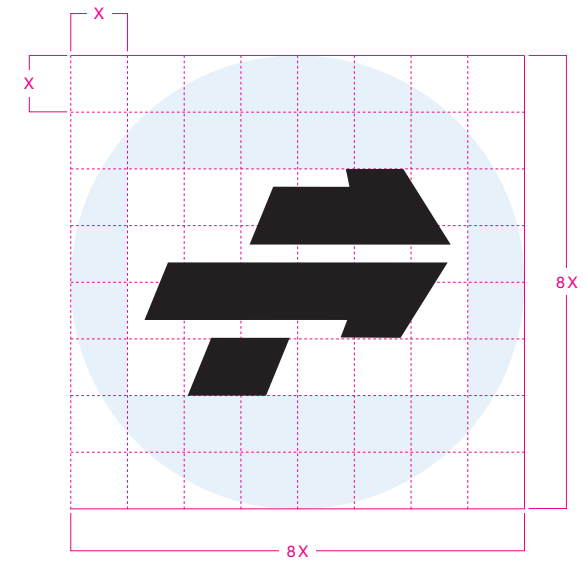
The simple brand icon is intended only for online social media avatar and app use. This is the only permissible case where the F-arrow may be used without the Forward AM logo.

- » The Forward AM brand icon is centered within its defined space.

Brand icon in avatar arrangement square version



Brand icon in avatar arrangement rounded version



Logos » Combination variants and colors

The main application of the logo is as a horizontal arrangement.

The logo on corporate color

In market and corporate communication, the BASF light blue is preferred but generally every other BASF corporate color is allowed as well.

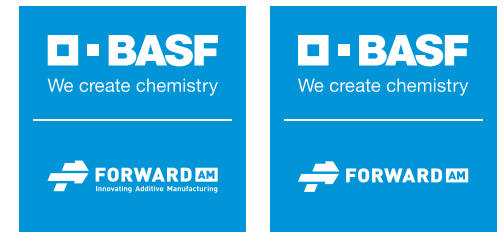
Logo bar / logo square



Logo bar with the BASF and Forward AM logo comes into the format from the left



Logo bar with the BASF and Forward AM logo comes into the format from the right



Vertical arrangement (exceptional version, e.g. app icon)

Color variants



Logos » Combination variants and colors

The logo on white background

On white backgrounds the logos are used in black. This options may be used on letterheads, business cards, technical data sheets or in any instance where a white background is needed.

The logo on gray (exceptional)

Only if there is no possibility of color printing, you can place the BASF and Forward AM logo in white on a gray colored logo bar / logo square (60 % black).

Black logos



Logo bar / logo square colored gray (60 % black)



Logo bar with the BASF and Forward AM logo comes into the format from the left



Logo bar with the BASF and Forward AM logo comes into the format from the right

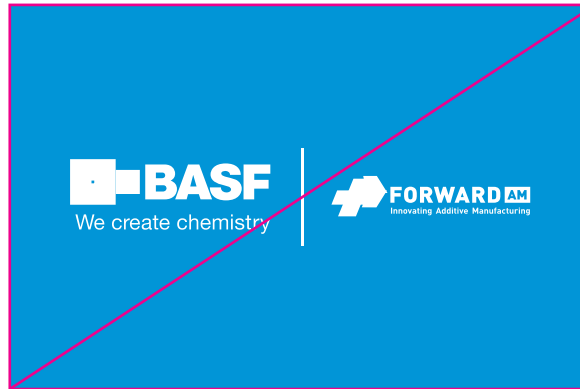


Vertical arrangement (exceptional version)

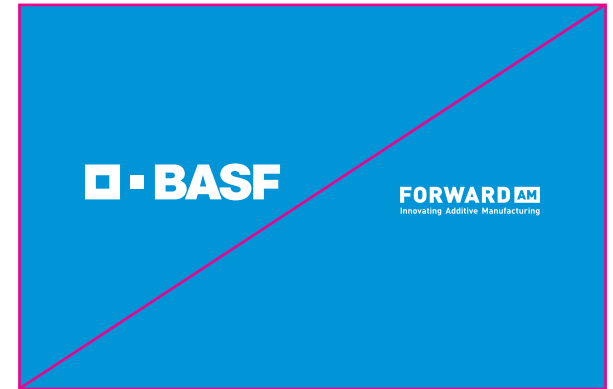
Logos » Don'ts

The logo is an integral component of the brand identity. It must not be changed or modified.

That means the logo must not be stretched, compressed, cropped or set in any colors but the corporate colors. Consistent, proper use of the logo enhances the impact of the brand's visual identity. Careless use diminishes its value.



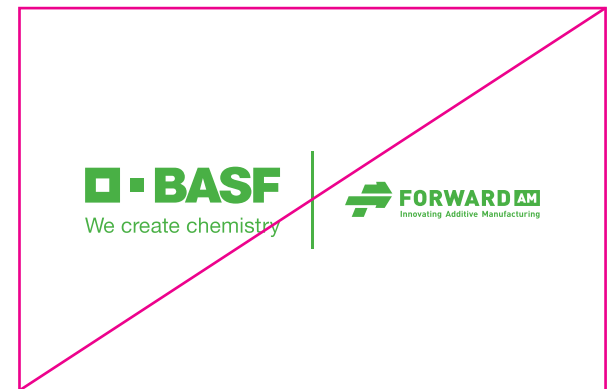
1. Use the original logo templates only.



2. Always use the logo together with all components: BASF logo with claim, hyphen and Forward AM logo with F-Arrow.



3. The background is always a single color and provides sufficient contrast to the logo. For the combination with images, always use the logo bar.



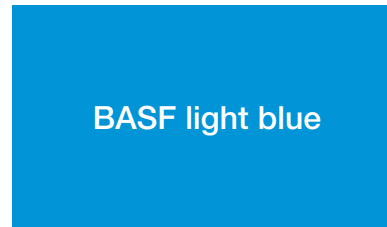
4. Do not re-color the logo.

Corporate colors » Overview

Use of color

- » The colors BASF light blue and white are at the preferred corporate colors of the Forward AM brand.
- » BASF dark blue can be used a color pair with BASF light blue when needed.

Primary color



BASF light blue is the preferred brand color



Gradations of BASF light blue (example only)









Color pair



More information is available at:
brandweb.basf.com

Corporate colors » Color definitions

Corporate color	CMYK coated, uncoated	PANTONE coated	PANTONE uncoated	HKS 3000 coated	HKS 3000 uncoated	sRGB decimal	Hexadecimal	RAL	NCS
 BASF orange	0 / 47 / 100 / 0	144 C **	144 U **	6 K-80-10 ***	6 N-80-10 ***	243 / 149 / 0	#F39500	RAL 1007 Daffodil yellow	S 1080-Y30R
 BASF red	0 / 100 / 80 / 20	187 C **	1797 U ***	15 K-100-10 *	15 N-100-10 *	197 / 0 / 34	#C50022	RAL 3031 Orient red	S1580-Y90R
 BASF light blue	87 / 24 / 0 / 0	2925 C *	2995 U *	47 K-70-30 **	47 N-90-0 *	33 / 160 / 210	#21A0D2	RAL 5012 Light blue	S 1560-R90B
 BASF dark blue	100 / 75 / 0 / 5	Reflex Blue C ***	Reflex Blue U ***	42 K-80-30 *	42 N-100-10 *	0 / 74 / 150	#004A96	RAL 5002 Ultramarine blue	S 4055-R70B
 BASF light green	70 / 0 / 100 / 5	369 C **	376 U ***	67 K-100-30 *	67 N-100-1 *	101 / 172 / 30	#65AC1E	RAL 6018 Yellow green	S 2075-G30Y
 BASF dark green	100 / 0 / 91 / 28	356 C *	355 U **	57 K-90-30 *	57 N-90-10 *	0 / 121 / 58	#00793A	RAL 6032 Signal green	S 3065-G10Y

The definition of the corporate colors is based on CMYK as most communication materials are produced in four-color printing. Other color systems merely allow approximations of these colors.

* Slight difference from CMYK color.

** Some difference from CMYK color.

*** Significant difference from CMYK color.



More information is available at:
brandweb.basf.com

Typefaces » Corporate typeface “Helvetica Neue”

Our corporate typeface is Helvetica Neue.
There are 12 variations approved for use.

- » Use the italic font to highlight individual words or phrases.
- » Use the condensed font for tables or if space is restricted.

1. Helvetica Neue

Helvetica Neue 45 Light – ABC abc 123

Helvetica Neue 55 Roman – ABC abc 123

Helvetica Neue 65 Medium – ABC abc 123

Helvetica Neue 75 Bold – ABC abc 123

2. Helvetica Neue Italic

Helvetica Neue 46 Light Italic – ABC abc 123

Helvetica Neue 56 Italic – ABC abc 123

Helvetica Neue 66 Medium Italic – ABC abc 123

Helvetica Neue 76 Bold Italic – ABC abc 1233

3. Helvetica Neue Condensed

Helvetica Neue 47 Light Condensed – ABC abc 123

Helvetica Neue 57 Condensed – ABC abc 123

Helvetica Neue 67 Medium Condensed – ABC abc 123

Helvetica Neue 77 Bold Condensed – ABC abc 123

Layout Principles

The Forward AM layout principles corresponds to the BASF layout for Field 3 brands.

Layout principles » Basic rules

A flexible color bar that is exclusively used to prominently display the logo is our distinctive design element. We prefer to use the “logo bar” from left to right on full-page motifs in all types of media. This enhances the recognizability of our brand.

1.



Position the BASF and Forward AM logo within the logo bar in the section that is farthest away from the format’s trimming. Place the logo in the bar at the maximum size possible, taking its protected space into account.

2.



The logo bar can either extend from the right or the left edge into the format – with a clearly visible spacing from top and bottom – and does not cover the entire width. When used in online media, the logo bar adapts to the width of the format. Spaces to the edge of the format are disabled.



3.



You can position the text in a white space to ensure that it is easy to read. This “logo bar box” is either aligned with the top or the bottom of the logo bar.

4.



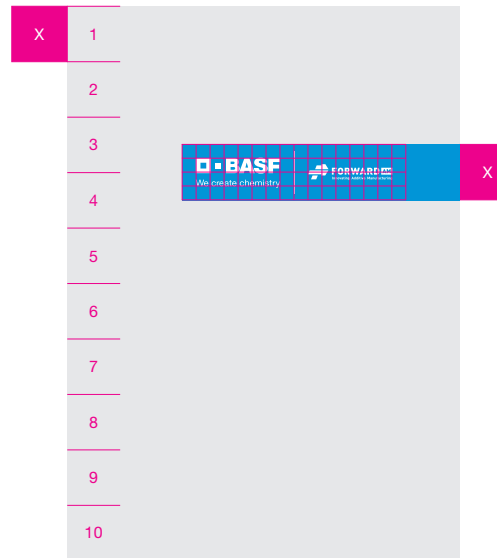
The size of this logo bar box is determined by the amount of text.

Layout principles » Scaling the logo bar

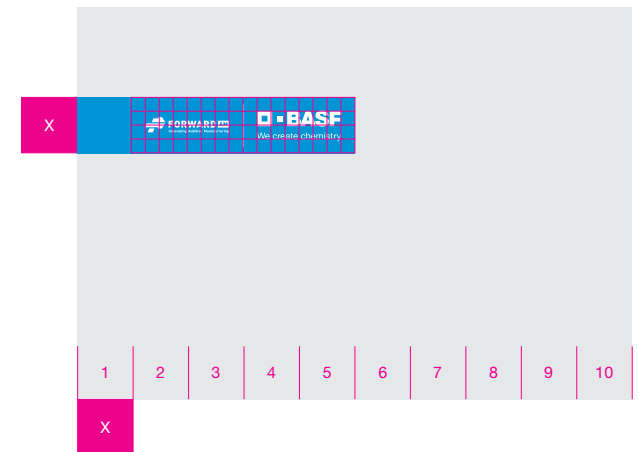
The height of the logo bar is determined by the longest side of the media on which you want to place it:

- » 10 % of the length of the longest side corresponds to the height of the bar.
- » For extreme portrait or landscape formats, the height of the logo bar can be adjusted.
- » The height of the logo bar determines the logo size including the protected space.
- » In case of special formats, please use an imaginary rectangle with a comparable area.
- » Even when the logo bar is placed extremely far to the top or bottom, it must be ensured that the background remains visible above and below the logo bar.
- » The BASF logo is always farthest from the edge of the format

Portrait



Landscape



Layout principles » Use of typography

Text alignment

» A left-aligned typesetting is recommended.

Optional transparency

» Unsettled or colored backgrounds can make the text harder to read. To avoid this from happening, you can place the title text on a white logo bar box.

» Choose the opacity for the text box to suit both the legibility of your text elements, and the desired visibility of the background image showing through the logo bar box.



1. Placement of the text directly on the background.



2. Placement of the text on a white logo bar box with reduced opacity.



3. Placement of the text on a white logo bar box.

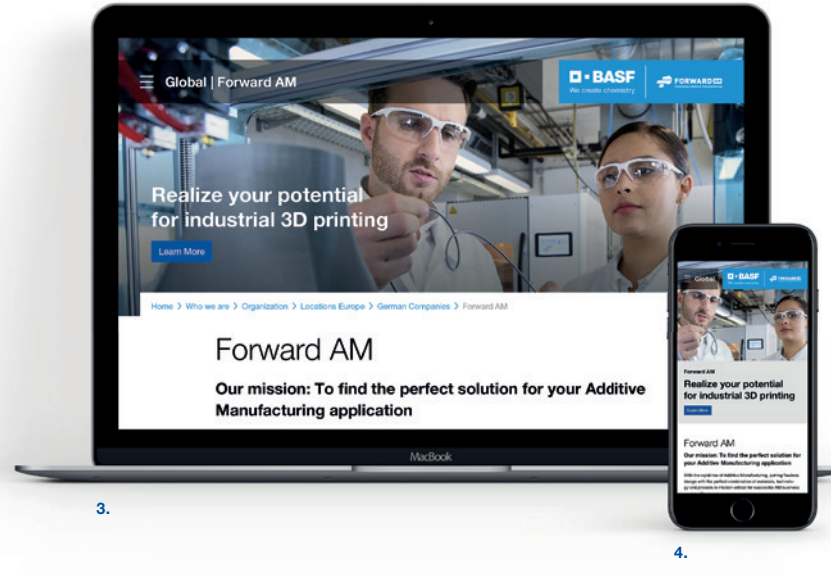
Layout principles » Application examples



1.



2.



3.

4.



5.



6.



7.

Layout principles » Don'ts



1. The logo bar may not be omitted and should be used on all media for market and corporate communication.



2. The size of the logo bar box is based on the amount of text.



3. The logo bar and the logo bar box are always flush.



4. The logo bar and logo bar box not be separated; instead they represent a compact unit.



5. The logo bar is only used for the placement of logos positioning brands.



6. The logo bar box is always rectangular.



7. The logo is always placed in the section of the logo bar away from the edge.



8. Our corporate color used in the logo bar is always in full-tone color.

3. Stationery

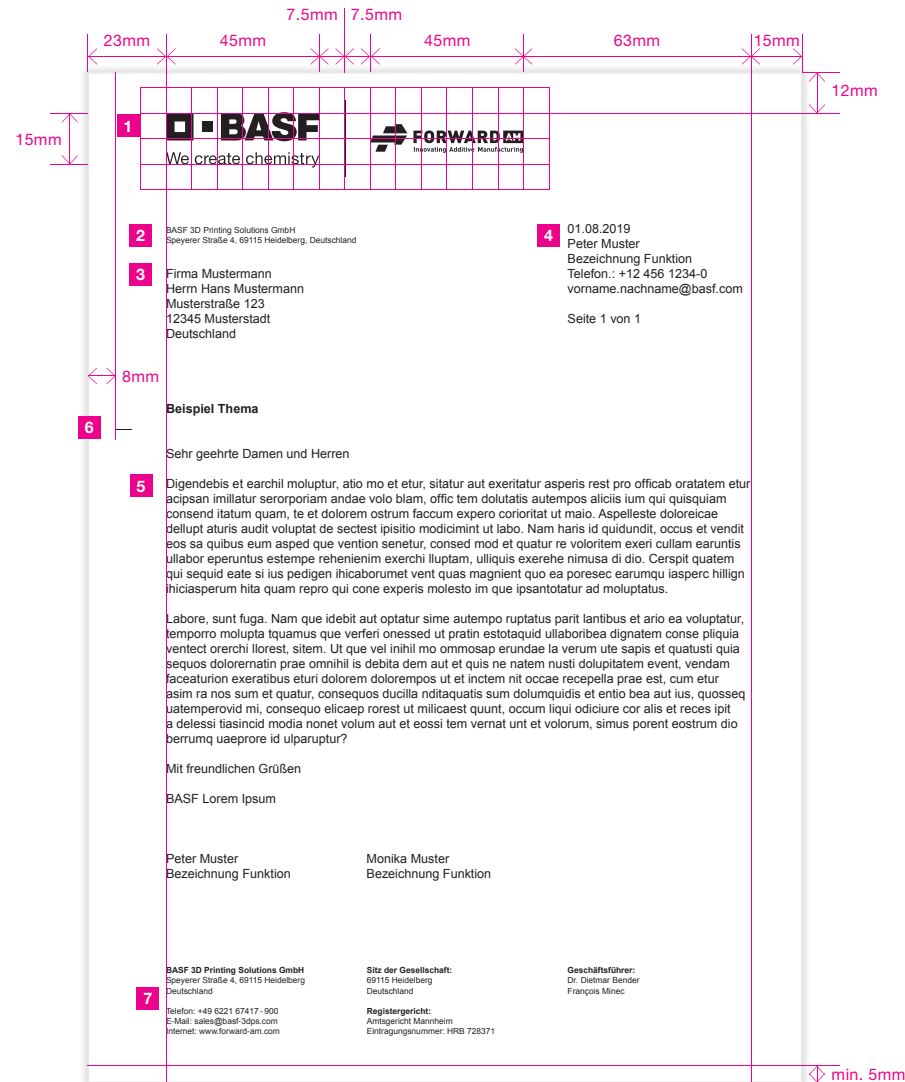
The stationery comprises our company letterhead, business cards, PowerPoint presentations, e-mail signatures and e-mail banners.

The Forward AM logo is inserted into the existing layouts for BASF stationery.

Stationery » Letterheads (German), letter paper, structure

Paper

- » We use white, uncoated, smooth paper in 80 – 90 g/m² for business letters.
- » Letter paper for company management should be heavy, coated, high-quality paper, which and also smooth and white.



Baseline grid: 12.5 pt
Beginning at 42.8 mm from top

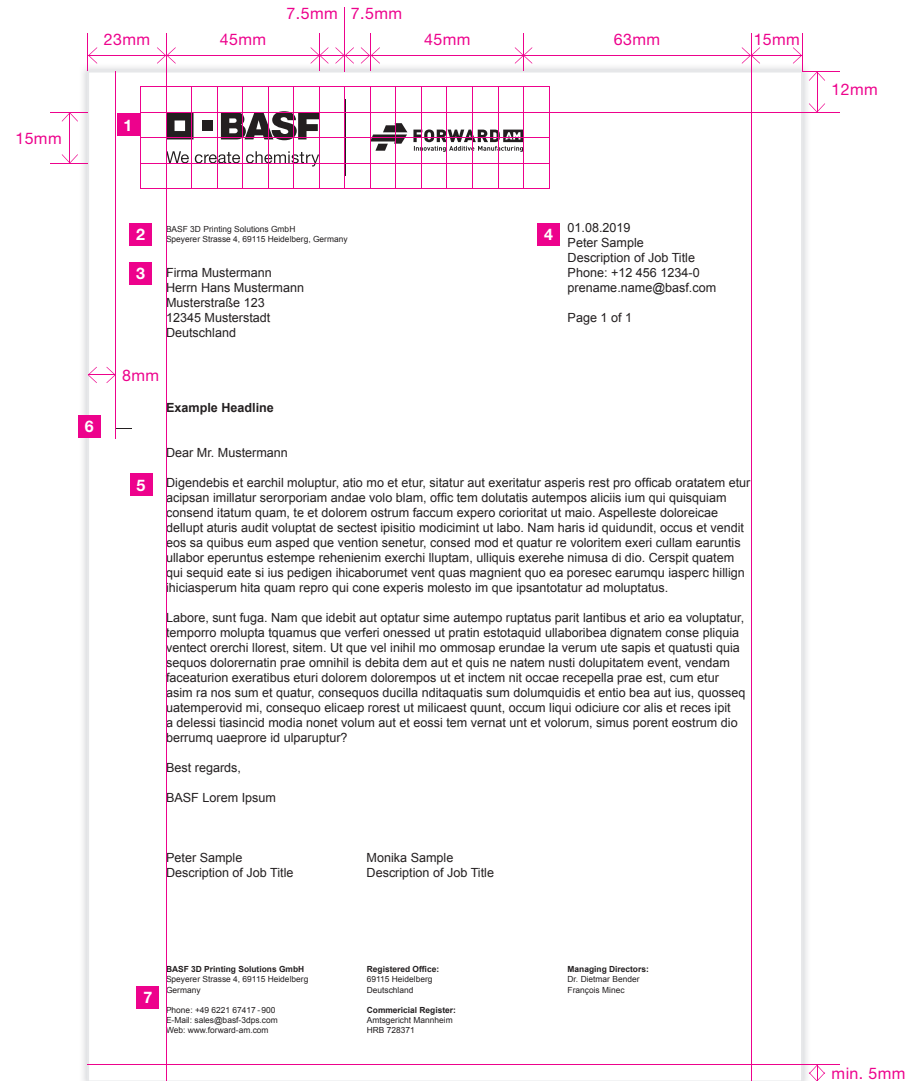
- 1 BASF and Forward AM logo**
- 2 Window row**
New Helvetica
55 Regular in 7 pt
- 3 Address**
Arial Regular
in 10.5 pt / line spacing 12.5 pt
- 4 Sender information**
Arial Regular
in 10.5 pt / line spacing 12.5 pt
- 5 Letter with salutation**
Arial Regular
in 10.5 pt / line spacing 12.5 pt,
2 lines space to subject
- 6 Folding mark**
Length: 5 mm
Thickness: 0.2 pt
- 7 Information block**
New Helvetica 55 Regular and 75 Bold
in 7 pt / line spacing 8.5 pt
Max. height of the footer: 33 mm

1. German letterhead

Stationery » Letterheads (English), letter paper, structure

Paper

- » We use white, uncoated, smooth paper in 80 – 90 g/m² for business letters.
- » Letter paper for company management should be heavy, coated, high-quality paper, which and also smooth and white.



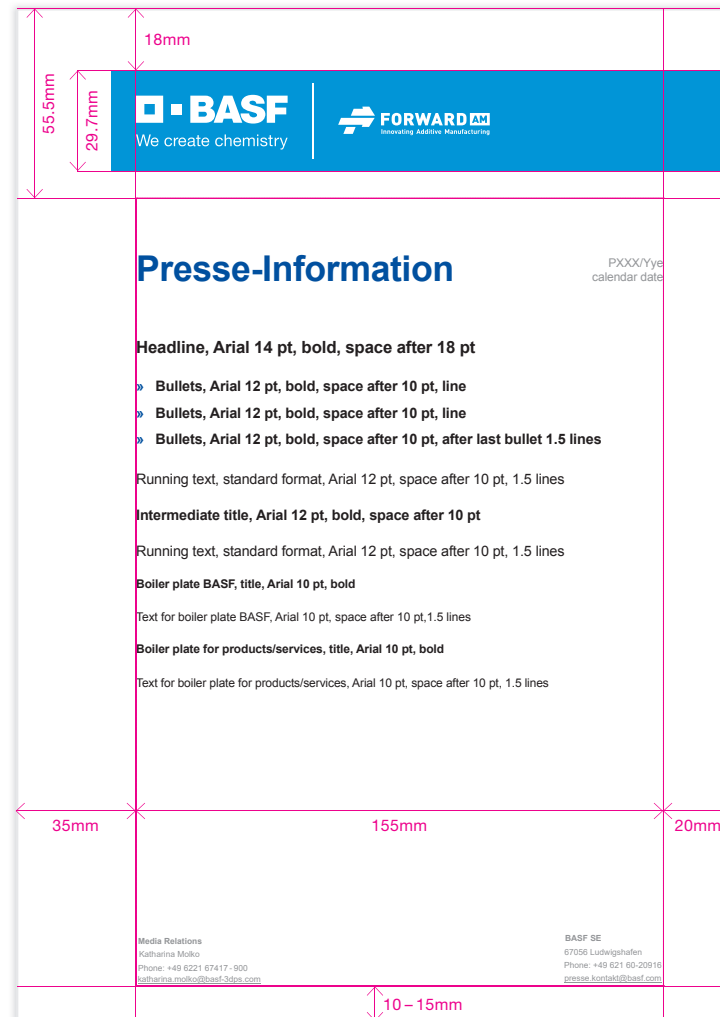
Baseline grid: 12.5 pt
Beginning at 42.8 mm from top

- 1 BASF and Forward AM logo**
- 2 Window row**
New Helvetica
55 Regular in 7 pt
- 3 Address**
Arial Regular
in 10.5 pt / line spacing 12.5 pt
- 4 Sender information**
Arial Regular
in 10.5 pt / line spacing 12.5 pt
- 5 Letter with salutation**
Arial Regular
in 10.5 pt / line spacing 12.5 pt,
2 lines space to subject
- 6 Folding mark**
Length: 5 mm
Thickness: 0.2 pt
- 7 Information block**
New Helvetica 55 Regular and 75 Bold
in 7 pt / line spacing 8.5 pt
Max. height of the footer: 33 mm

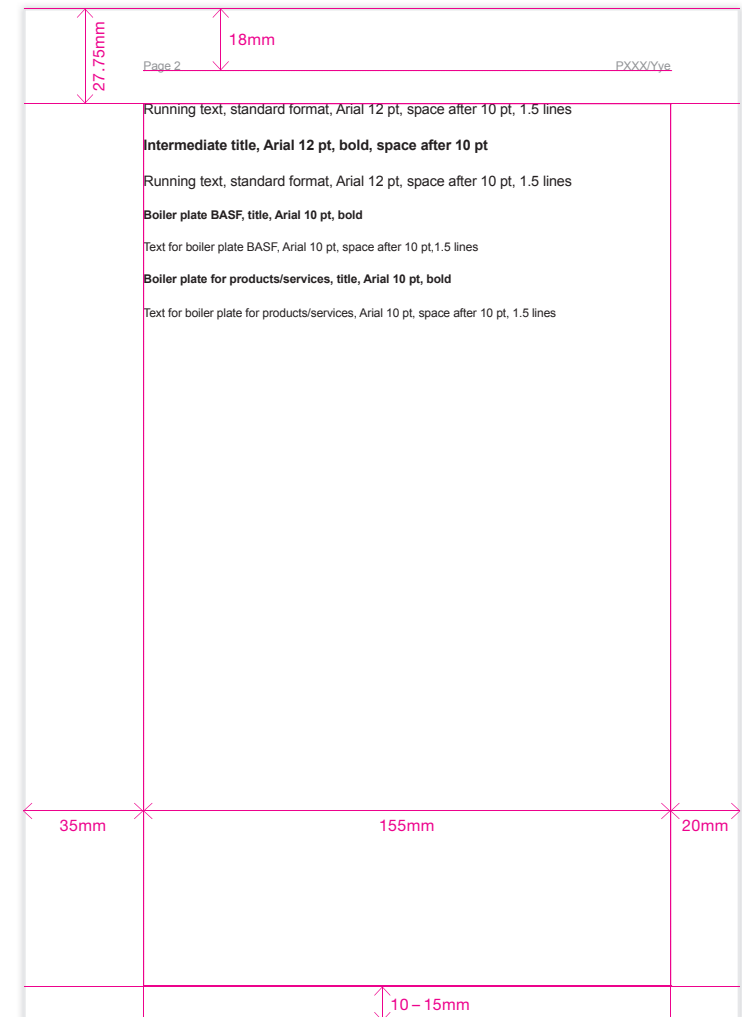
1. English letterhead

Stationery » Press releases, DIN A4

All CD adequate design elements and page types are provided in the Word templates.



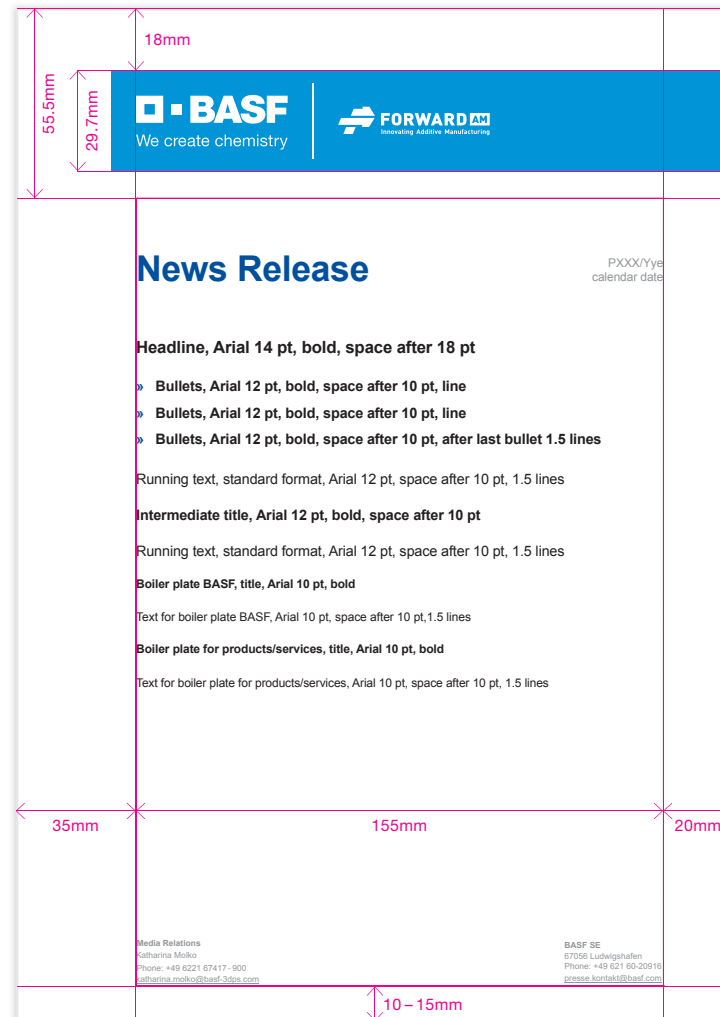
1. DIN A4 form, title



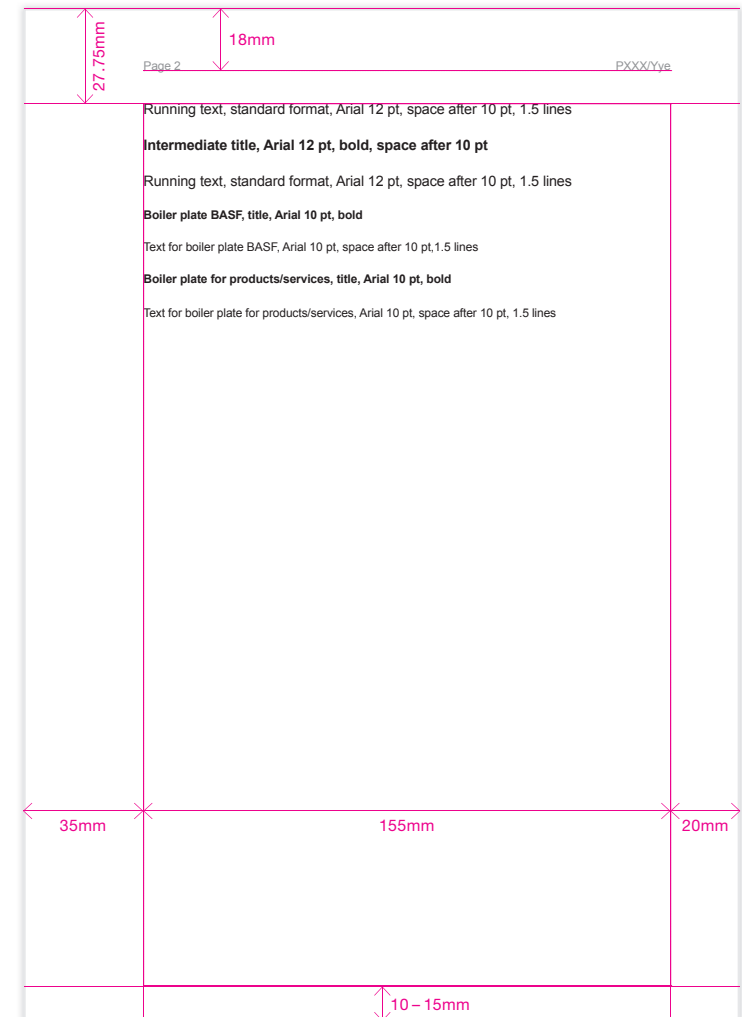
2. DIN A4 form, continuation pages

Stationery » News releases, DIN A4

All CD adequate design elements and page types are provided in the Word templates.



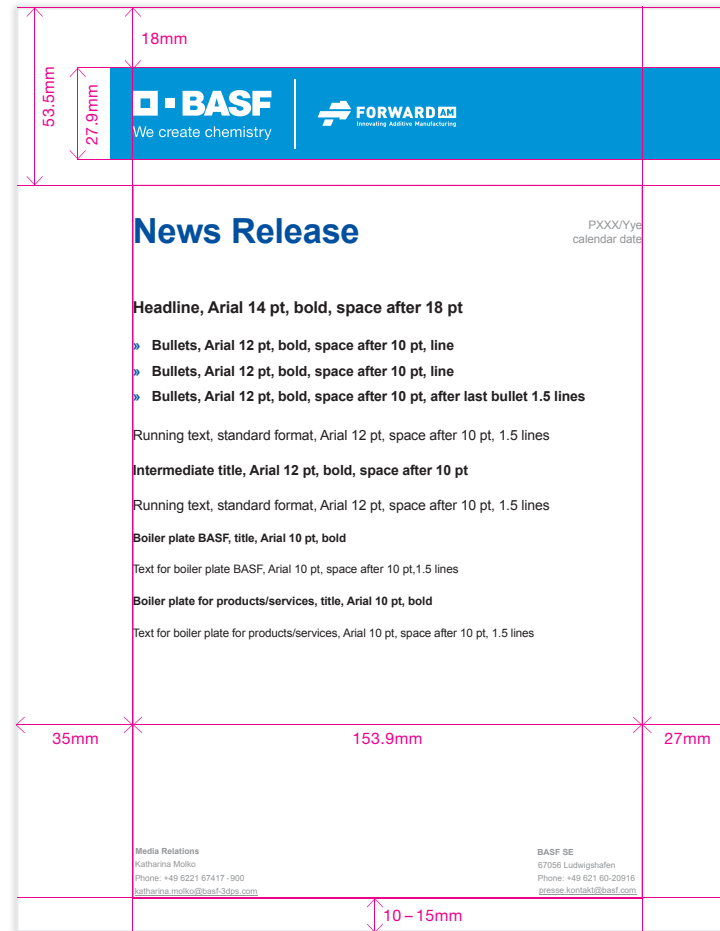
1. DIN A4 form, title



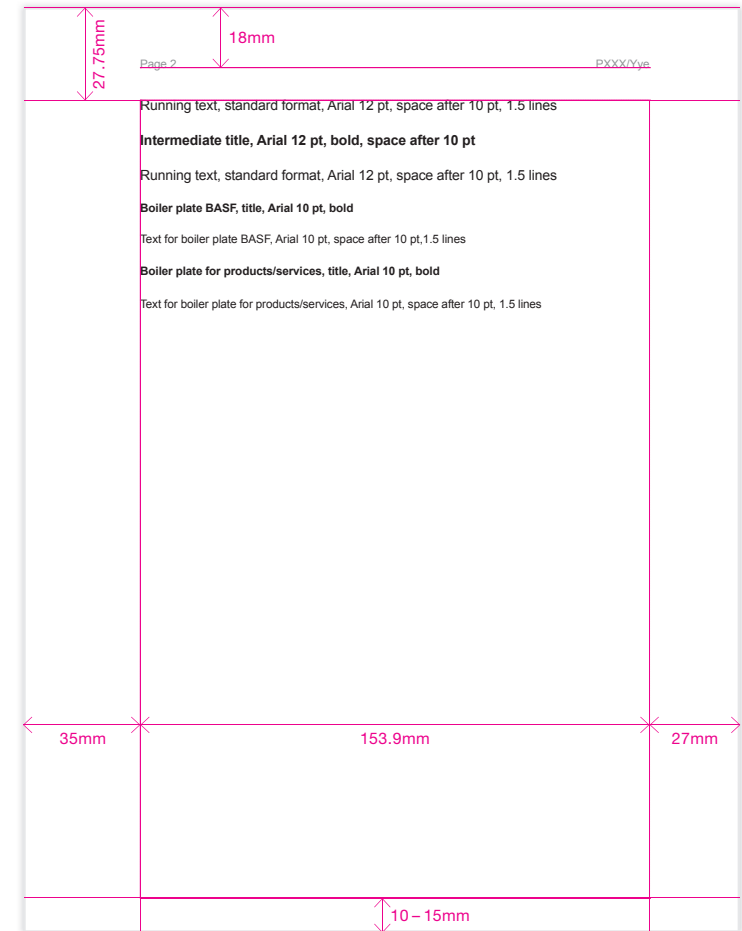
2. DIN A4 form, continuation pages

Stationery » News releases, US letter form

All CD adequate design elements and page types are provided in the Word templates.



1. US letter form, title



2. US letter form, continuation pages

Stationery » Business cards, front and back

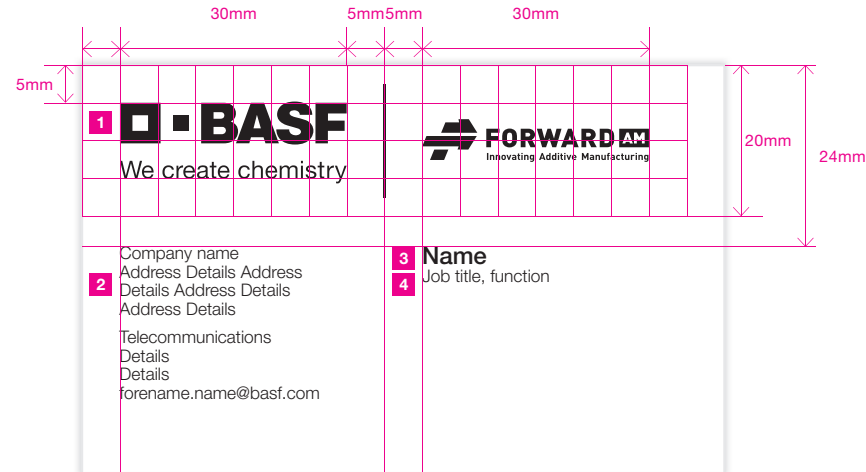
Format

» The format is 85 x 54 mm.

Back

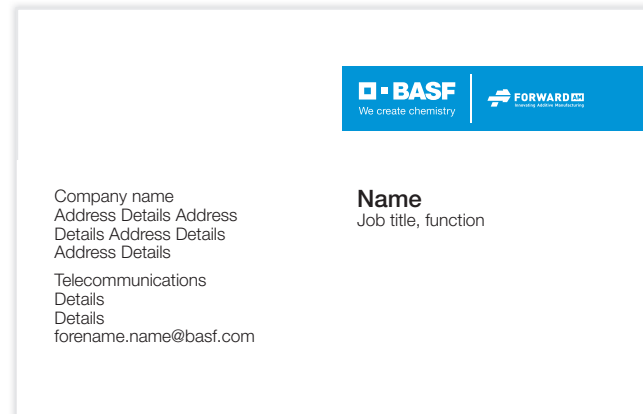
The back of the business card may remain blank. However, you may also use the back for the following additional information:

- » Second address
- » Additional language versions
- » Advertising information (advertisement layout)
- » Social media references (advertisement layout)



1. Front

- 1 BASF and Forward AM logo**
- 2 Information block**
New Helvetica 45 Light in 6.5 pt / line spacing 7 pt
Blank line between paragraphs: 3.5 pt
- 3 Title/name**
New Helvetica 65 Medium in 9 pt
- 4 Designated function**
New Helvetica 45 Light in 6.5 pt / line spacing 7 pt



1. Front, optimally with logos in corporate color.



1. The back of the business card may remain blank. Text and picture are optional.

Stationery » E-mail signatures

Color

The logo in the e-mail signature is black only.
There is no color option.

Position

The e-mail signature is placed between postal
address and the company legal information.

Jana Flommersfeld
Head of Marketing and Communications

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Postal Address: BASF 3D Printing Solutions GmbH, Speyerer Strasse 4, 69115 Heidelberg, Germany

 **BASF**
We create chemistry



BASF 3D Printing Solutions GmbH, Registered Office: 69115 Heidelberg, Germany
Commercial Register: Amtsgericht Mannheim, HRB 728371
Managing Directors: Dr. Dietmar Bender, François Minec

Stationery » E-mail banners

Position

The e-mail banner is located at the bottom of the e-mail.

Versions

There are three versions of the e-mail banner. In the third variant, there is the possibility to omit the logo. The logo is already in the e-mail signature visible.

Jana Flommersfeld
Head of Marketing and Communications

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Postal Address: BASF 3D Printing Solutions GmbH, Speyerer Strasse 4, 69115 Heidelberg, Germany

BASF
We create chemistry



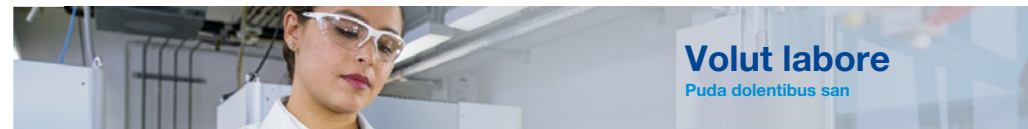
BASF 3D Printing Solutions GmbH, Registered Office: 69115 Heidelberg, Germany
Commercial Register: Amtsgericht Mannheim, HRB 728371
Managing Directors: Dr. Dietmar Bender, François Minec



1. E-Mail Banner 728 x 90 px



2. E-Mail Banner, optional, 728 x 90 px



3. E-Mail Banner, optional, 728 x 90 px

Stationery » Presentations / PowerPoint

All CD-approved design elements and page types are provided in the PowerPoint templates. The same sizes are valid for pages of 16:9 and 4:3 ratio if they have the same height.

» When creating a presentation, make sure to present the contents in a simple and eye-catching way. The examples depicted here provide guidance.



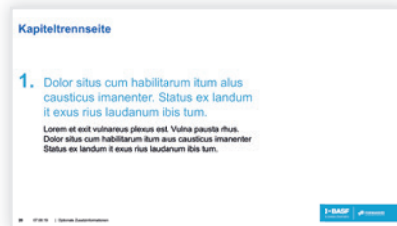
1. Title with image



2. Title with image (variant)



3. Full-page image



4. Chapter markers



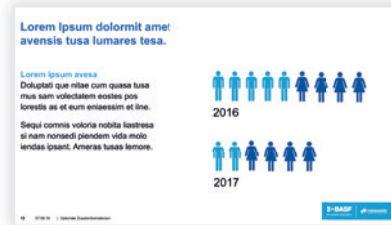
5. Text/image combination



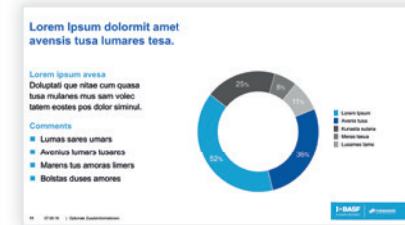
6. Infographic with image



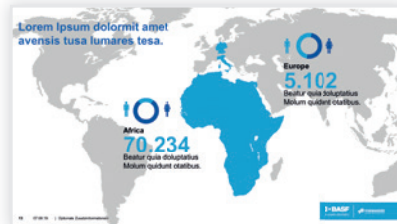
7. Text/image combination



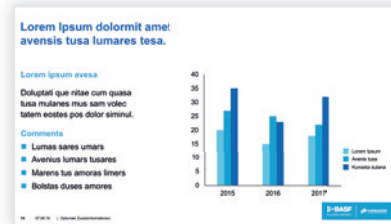
8. Infographic



9. Pie chart



10. Full-page infographic



11. Bar chart



12. Closing chart

4. Communication Materials

Communication material includes layouts for brochures, technical data sheets, a press kit and a writing pad.

Communication materials » Folders for onepager / flyers / brochures

Folders for Onepager / Flyers / Brochures

Information and content are often changing in the 3D printing industry and in our product portfolio. Folders instead of a traditional brochure are the best communication material for our business, so we can stay as flexible as possible. Folders are equipped with onepagers. Onepagers give us the flexibility to quickly exchange the content.

Thanks to the business card slot on the folders, you have your business card always given directly to the customer.



1. Folder for communication material and business card

Communication materials » Business line onepagers

Onepagers are based on the layout of the letterheads. To increase awareness you should place a full size image on the other side.

Front

A business line onepager consists of the following elements:

- » Name of the business line
- » Subheadline
- » Description of the business line
- » Benefits at a glance
- » Field of application
- » Technologies at a glance
- » Product range

Reverse side

If possible, use a full size image

FORWARD AM
Innovating Additive Manufacturing

D-BASF
We create chemistry

Photopolymers and Inks
Ultracur3D – Reactive Urethane Photopolymer

Our Liquid Formulations & Systems experts provide you with opportunity to print your parts with close attention to details, creating a prototype with a production close to the original design. The UltraCur3D product range offers the possibility to cover a wide area of uses reaching from applications which demand transparent, flexible or rough properties.

Benefits at a Glance

- Impeccable quality of the printed parts
- Optimal texturing ability
- Outstanding surface finishing
- Increased production output rate

Field of Application

- High-Performance Prototype prints
- Fully functional end-use parts
- Fluid flow models
- Transparent Multi-Color & -Material print

Our Product Range

- Flexible Ultracur3D FL**
- Tough Ultracur3D ST**
- Rigid Ultracur3D RG**
- Low viscosity Ultracur3D LV**

Photopolymer Technologies Overview
We have the largest offering of photopolymer technologies.

- SLA**
Stereolithography provides optimal capabilities for the creation of detailed large parts bottom up or top-down.
- DLP**
Digital Light Processing provides optimal capabilities for quickly printing undetailed large as well as small, complex parts
- LCD**
Liquid Crystal Display provides the opportunity to replace low & medium series injection molds with large parts.
- Jetting**
Ink Jetting provides optimal capabilities for highly accurate prints with an exceptional resolution and a very smooth surface.
- Extrusion**
Extrusion provides optimal capabilities for large parts with fast printing speeds and less post-processing costs.

www.forward-am.com ♦ sales@basf-3dps.com ♦ Phone: +49 6221 67417 900

1. Front

High-End Quality of your Demand

D-BASF
We create chemistry

www.forward-am.com ♦ sales@basf-3dps.com ♦ Phone: +49 6221 67417 900

2. Reverse side, If possible use a full-size image

Communication materials » Product onepagers

Onepagers are based on the layout of the letterheads. To increase awareness you should place a full size image on the other side.


Front


A product Onepager consists of the following elements:

- » Name of the product
- » Subheadline
- » Description of the product
- » Benefits at a glance
- » Example applications
- » Main material properties
- » Example project reference


Reverse side

If possible, use a full size image





BASF
We create chemistry



Ultracur3D RG 35

Rigid Reactive Urethane Photopolymer

Ultracur3D RG (Rigid product line) is a medium-viscous, highly reactive photopolymer for stereolithography applications resulting in rigid multipurpose parts. It can be used to produce high performance functional parts by using stereolithography (SLA), digital light processing (DLP) or Liquid Crystal Display (LCD) machines. Parts produced with this resin show no water uptake.

Benefits at a Glance

- High accuracy
- No water uptake
- Low shrinkage

Example Applications


- Glasses
- Air Dupt
- Snapper

Material Properties


Tensile Strength	49 MPa
Flexural Modulus	2330 MPa
Elongation @ break	3 %
Impact Strength Izod	18 J/m
HDT @ 0.45	61 %

Project reference


- **Project name:** Snapper
- **Used material:** Ultracur3D RG 35
- **Description of the project & challenge:** BASF Adhesive Research division contacted the team from Forward AM. The Customer have used tape to build the snappers. The problem is that this method takes long time for preparation, is not robust enough and sometimes falls apart. An important point is also that it is not exact enough.
- **Our solutions and added value for the customer:** Virtual engineering approach has been used to understand the problem, develop a solution and show feasibility by using numerical methods.




1st by customer



Some quick design ideas
Numerical Free Shape Optimization used for optimization. A good Snap-Fit design depends on the homogeneity of surface stress.



1st by concept Snapper
Using Snap-fits and inter-locking fixations.



The result:
beautiful functional parts

www.forward-am.com ◆ sales@basf-3dps.com ◆ Phone: +49 6221 67417 900





2. Reverse side, If possible use a full-size image

Communication materials » Technical data sheets

Technical data sheets are based on the layout of the letterheads.

Heading

The technical data sheet should have the heading „Technical Data Sheet“ and the name of the product.

Ultrafuse 316L

Technical Data Sheet

Date / Revised: 05/2019
Version No.: 2.0

General information

Components

BASF Polymer and 316L stainless steel composite filament

Product Description

Metal-polymer composite filament to produce metal components in a stainless steel type 316L using standard FFF printer systems and subsequently an industry standard debinding and sintering process. The filament has a non-slip surface allowing its application in any Bowden or direct drive extruder. Its high flexibility allows it to be funnelled through complex idler pulleys as well as many guide roller filament transportation systems in any printer.

Typical applications are:

- Tooling
- Jigs and fixtures
- Series production
- Functional parts and prototypes

Delivery form

Ultrafuse 316L is delivered on 3KG spools. The two products have 1.75 mm and 2.85 mm diameters. The filament is available in both diameters.

Product safety

Recommended industrial hygiene procedures and the relevant industrial safety precautions for the handling of polymers must be followed whenever these products are being handled and processed. For additional information please consult the corresponding material safety data sheets.

For your information

Standards: DIN 1.4404, X 2 CrNiMo 17 13 2, AISI 316L; UNS S31603



Notice

The data contained in this publication are based on our current knowledge and experience. In view of the many factors that may affect processing and application of our product, these data do not relieve processors from carrying out their own investigations and tests; neither do these data imply any guarantee of certain properties, nor the suitability of the product for a specific purpose. Any descriptions, drawings, photographs, data, proportions, weights etc. given herein may change without prior information and do not constitute the agreed contractual quality of the product. It is the responsibility of the recipient of our products to ensure that any proprietary rights and existing laws and legislation are observed.

The safety data given in this publication is for information purposes only and does not constitute a legally binding Material Safety Data Sheet (MSDS). The relevant MSDS can be obtained upon request from your supplier or you may contact BASF 3D Printing Solutions directly at sales@basf-3dps.com.

www.forward-am.com
sales@basf-3dps.com
Phone: +49 6221 67417-900

1. Front, only text, no images

Recommended 3D-Print processing parameters

Nozzle Temperature	230 – 260 °C
Build Chamber Temperature	-
Bed Temperature	90 – 120 °C
Bed material	Glass + approved glues* / polyimide tape (*Dimaflex® suggested)
Nozzle Diameter	± 0.4 mm
Print Speed	15 – 50 mm/s

Filament Properties

Filament Diameter	1.75 mm	2.85 mm
Tolerance	±0.050 mm	±0.075 mm
Roundness	±0.050 mm	±0.075 mm
Bending Radius	5 ± 1 mm	10 ± 3 mm
Length per Spool	250 m	95 m
Weight per Spool	3 kg	3 kg

Drying Recommendations


Under normal conditions no drying is required.

General Properties

Sintered Part Density	7.85 g/cm ³	Standard
<small>Density values obtained from tensile and fracture samples.</small>		ISO 1183-1

*Specimen shape Form E26Bz2 according to DIN 50125

†Undersized impact test specimen according to DIN EN ISO 148-1



Print direction	Standard	XY	ZX
Orientation	File	File	Upright
Tensile strength	DIN EN ISO 6892-1	561 MPa	221 MPa
Yield Strength, R _{0.2}	DIN EN ISO 6892-1	251 MPa	234 MPa
Elongation at Break	DIN EN ISO 6892-1	53 %	36 %
Impact Strength Charpy (notched)	DIN EN ISO 148-2017 (CF: Charpy V-notch)	111 J/cm ²	-
Vickers Hardness	DIN EN ISO 6507-1	128 HV10	128 HV10

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sales@basf-3dps.com
Phone: +49 6221 67417-900

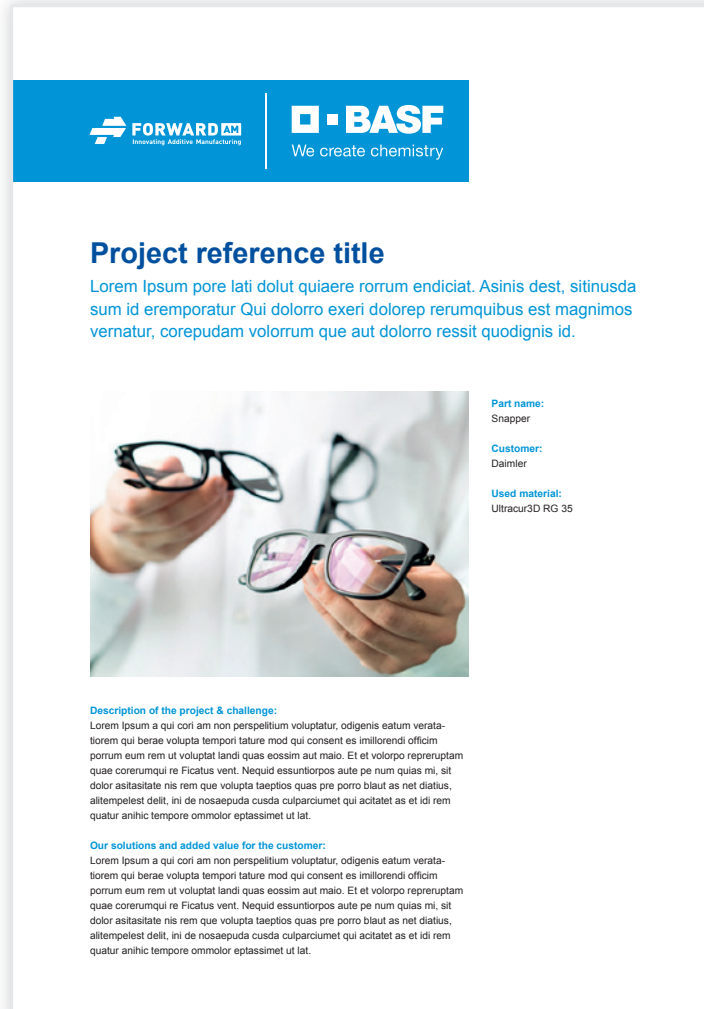
2. Reverse side, text, a table is possible

Communication materials » Use-case sheets

Use case sheets are based on the layout of the letterheads.

Use cases

The use-case sheet is briefly presented on the product onepager. However, if you want to describe a particular use case in detail, the use case sheet gives you the opportunity.



1. Front, use-case sheet



2. Reverse side, If possible use a full-size image

Communication materials » Job reference sheets

Job reference sheets are based on the layout of the letterheads.

Header

In the header, an image is placed showing friendly people in order to better address potential candidates.



FORWARD AM
Innovating Additive Manufacturing

BASF
We create chemistry

Specialist Internal Communications (m/w/d)

Wir sind das führende Chemieunternehmen der Welt, weil wir intelligente Lösungen bieten - für unsere Kunden und für eine nachhaltige Zukunft. Dazu vernetzen und fördern wir Menschen mit den unterschiedlichsten Talenten - weltweit. Das eröffnet Ihnen vielfältige Entwicklungschancen. Bei uns zählt Ihre Leistung ebenso wie Ihre Persönlichkeit, unabhängig von Alter, Herkunft, Geschlecht, sexueller Identität, Behinderung oder Weltanschauung. So werden aus Chancen Karrieren. Bei BASF.

Die BASF 3D Printing Solutions GmbH ist eine 100-prozentige Tochtergesellschaft der BASF New Business GmbH. In start-up-ähnlichen Strukturen betreuen wir unsere Kunden der Automobil-, Luft- und Raumfahrt- sowie Konsumgüterbranche in einem dynamischen Markt. Wir bauen das Geschäft mit Materialien, Systemlösungen, Bauteilen und Serviceleistungen im Bereich 3D-Druck auf und arbeiten eng mit den globalen Forschungsplattformen sowie Anwendungstechnikern der BASF zusammen.

Weitere Informationen auf www.basf-3dps.com.

Was Sie erwartet
Innerhalb unserer Kommunikationseinheit gestalten Sie unser Unternehmensimage mit Blick auf unsere Kultur und Identität.

- » Sie haben unsere interne Kommunikationsstrategie im Blick und kreieren passende Kampagnen zu standortspezifischen sowie BASF-weiten Themen, inklusive klarer Ziele, Maßnahmen und Auswertungen.
- » Sie beraten unsere wichtigsten Stakeholder und stellen ihre Services gekonnt ins Rampenlicht.
- » Mediate Aktionen verbinden Sie gekonnt und setzen Sie über verschiedene Kanäle um, wie zum Beispiel unser Social Intranet, unsere Videoplattform, Screens, Poster, Flyer, (Online) Events uvm.
- » Darüber hinaus unterstützen Sie bei kleinen und großen Veranstaltungen.
- » Sie werden Teil unseres Berliner Kommunikationsteams und arbeiten auch global mit den anderen Standorten der BASF Shared Services Organisation eng zusammen.

Was wir erwarten
» Sie haben einen wirtschafts- oder sozialwissenschaftlichen Abschluss mit Schwerpunkt Kommunikation, Medien oder verwandten Fachgebieten und/oder verfügen über Berufserfahrung in den Bereichen Unternehmenskommunikation.
» Ihre Kreativität können Sie bereits mit Design-Tools wie Photoshop, Adobe Illustrator und InDesign umsetzen. Der Begriff Content Management ist für Sie kein Fremdwort.

Einsatzgebiet:
PR / Kommunikation

Standort:
BASF 3D Printing Solutions GmbH,
Heidelberg

Arbeitszeit:
Vollzeit

Vertragsart:
Unbefristet

Referenzcode:
DE57931760_ONLI_2

Ihre Bewerbung erreicht uns online über
www.human-resources.basf.net/joboption-europe_DE

oder schriftlich an
BASF Services Europe GmbH
Recruiting Services Europe
Postfach 11 02 48
10832 Berlin, Deutschland

Ihre Fragen beantworten wir gern:
Tel.: 00800 33 0000 33
E-Mail: jobs@basf.com

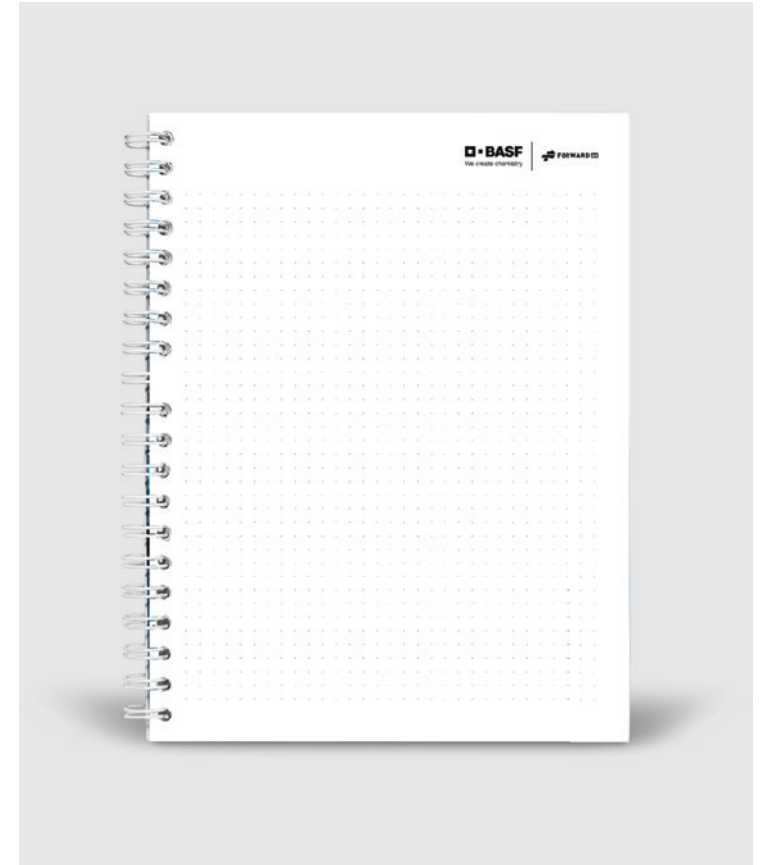
1. Job reference sheet

Communication materials » Writing pads

The cover of the writing pad is based on our layout principles. Inner pages should have a grid and logo in one-colour print.



1. Cover



2. Inner pages

Communication materials » Posters

Format

Care should be taken to choose formats that are clearly arranged with enough white space and are not overloaded.

Components

It should always contain the logos, title, image and a company URL.



1. Poster



2. Poster

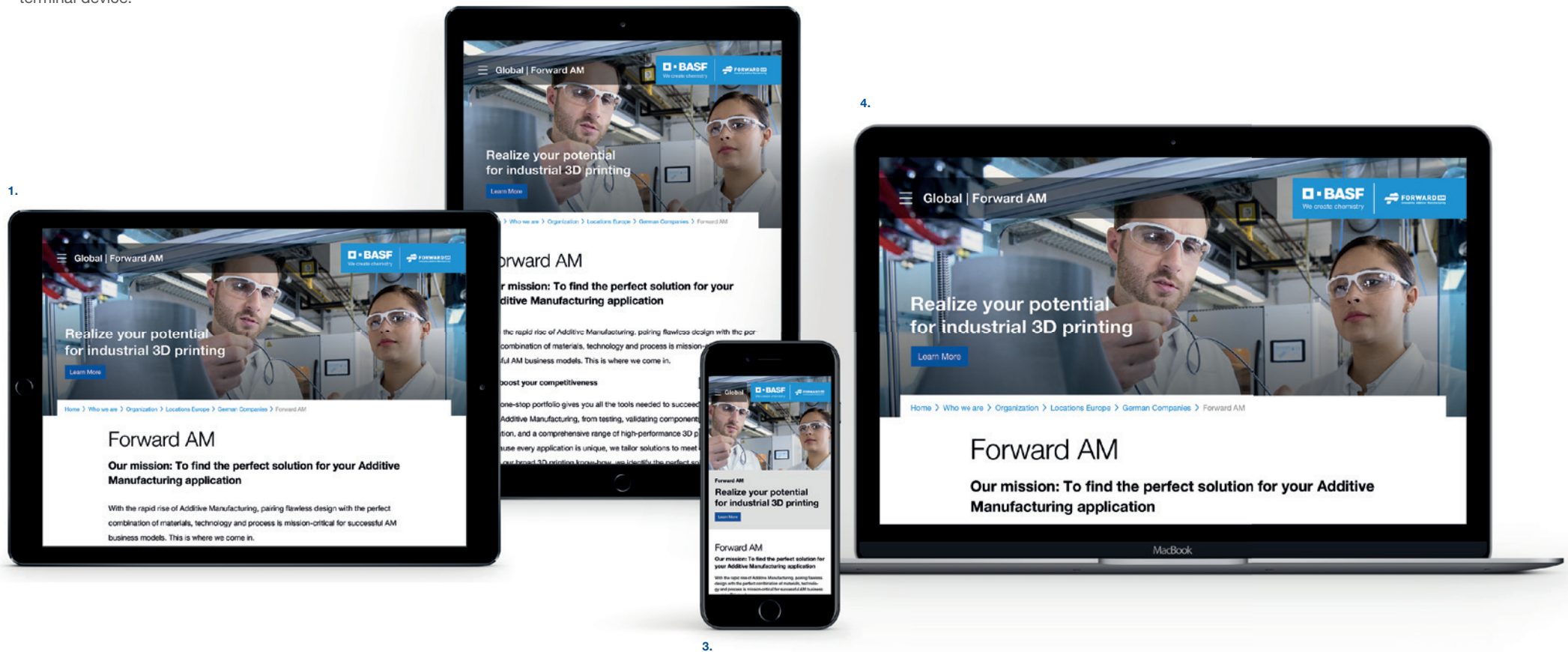
5. Interactive Media

This chapter illustrates the basic design concepts used to create Forward AM websites, newsletters, online banners, vodcasts and social media applications.

Interactive media » Websites

Websites

- » The logo bar must be placed across the entire format width to ensure consistent brand design for any device. All depictions must have a height of 80 pixels.
- » The depiction of the contents of the respective website always adapts to the size of the terminal device.



Interactive media » E-mail newsletters

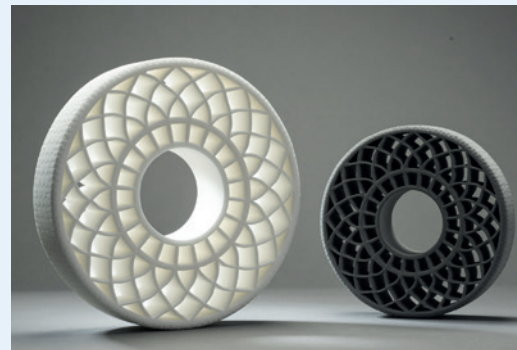
Newsletters

- » The newsletter design follows the layout principles. The height of the logo bar is defined with 80 pixels according to the website's definition.



Forward AM Newsletter

August 2019



Id minim quibe

corae pliqui beaque inumquibea num labor am ni as-
sint. Lo corporio. Tur aut pedicab ipsantem hillant es
sam, tem exeror ma conempellaut quo dolupta que
consectur, sequame et labo. Corpostia alicat.

At quo qui aciatus essin conescid mi, sinvel id eritinctur? Assi restis ea-
quian tempos corporeptat occatiist eumquae. Itatur? Giam rescima gni-
must rest veribus arum et fugia sunt dolo blaut quas restibuscim cus,
eum experiberunt quas doluptas vellaudae derum siti doloratus di officae
rferchil ius. Lo corporio.

[Learn More](#)

Interactive media » Online banners

Various online banners can be used on external websites.

- » In landscape formats the BASF and the Forward AM logo is placed on the right.
- » In extremely portrait formats (skyscraper) the portrait form of the BASF and Forward AM logo is placed at the bottom or the top.



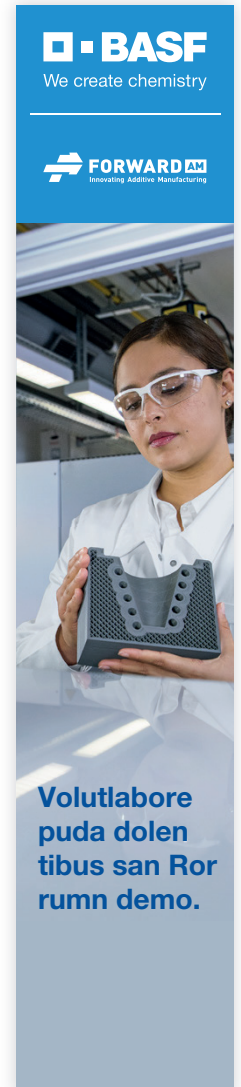
2. Boombox 300 x 250 px



1. Leaderboard 728 x 90 px



3. Wide Skyscraper 160 x 600 px



4. Skyscraper 120 x 600 px

Interactive media » Icons for apps and social media

Avatars on social media channels and app icons only allow for a small communication area. Take full advantage of this format and focus your message on the most essential information.



Interactive media » Social media contents

Avatars and content elements on social media channels follow the guidelines for icons and banners.



1. Example: Twitter cards

6. Films/Videos

This chapter shows how Forward AM appears in films/videos.

Films/Videos

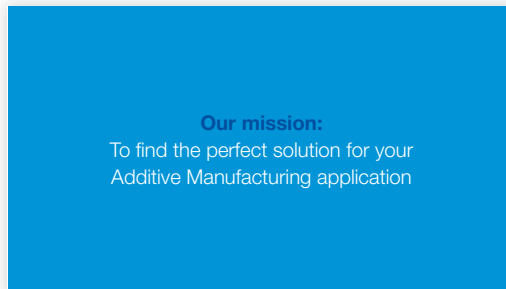
All guidelines also apply to animated films and videos.



1. BASF films always begin with a start screen which follows our design principle.



2. Lower third



3. Text screen



4. Subtitles



5. Forward AM films end with the two logos BASF and Forward AM. The ending appears full-screen in one of the six corporate colors. The logos are displayed in white.



You can find more information in the brand manual for moving images from BASF SE.

7. Signages

From company signboards, through flags, to the branding of vehicles – this chapter illustrates how the Forward AM brand is applied alongside the BASF logo.

Signages » Signboards

Material

- » The panels should consist of white plates and should be mounted between two gray square pipes.

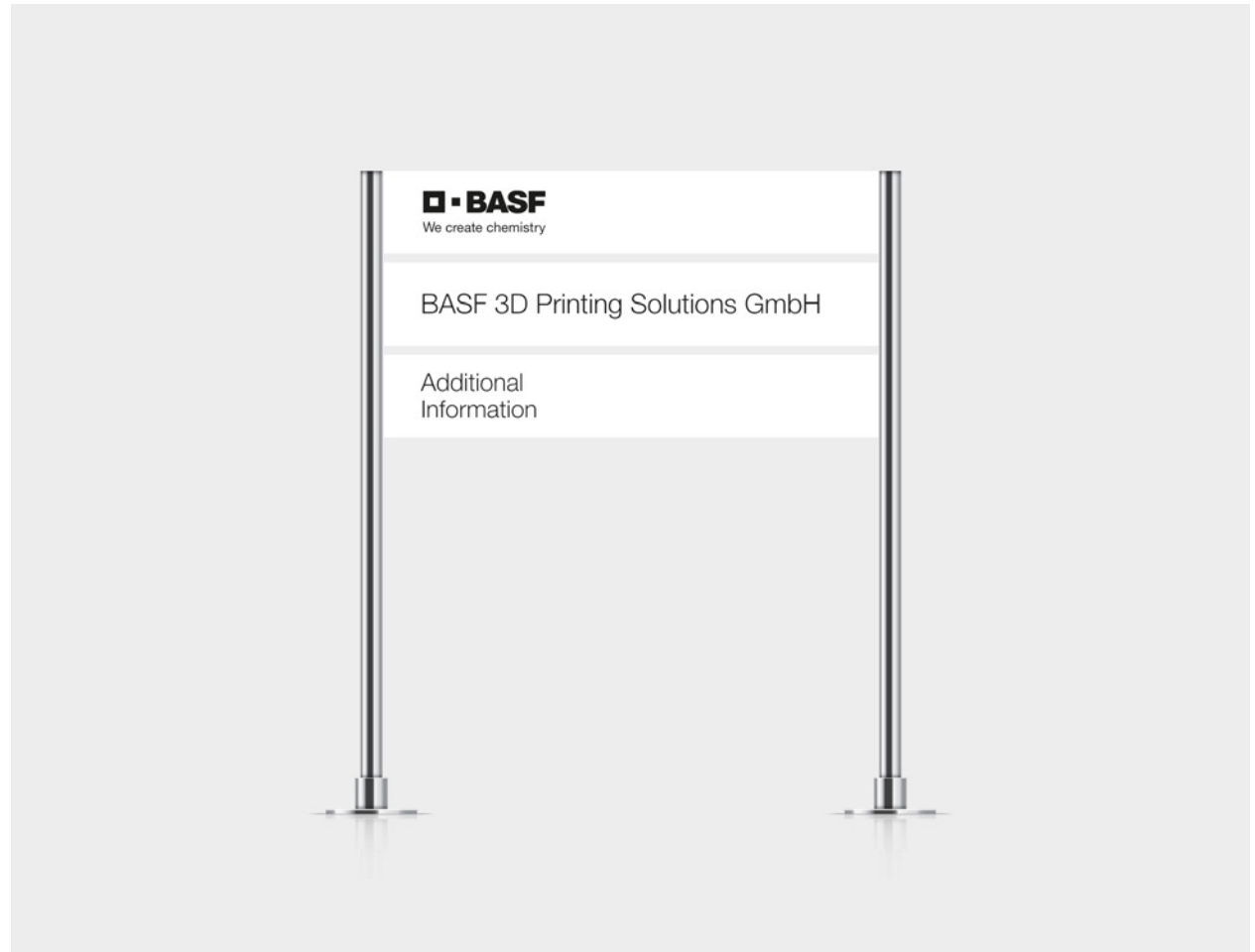
Display of individual brands

- » We do not use the logos of individual brands on panel systems. Brand names may be used as part of a unit's designation in the text.

Exceptions

- » If local conditions do not allow for the use of free-standing panel signs, the panels can be attached to a wall.
- » If special formats are needed, pay attention to a proportional scaling of the system to ensure recognizability.

Position the BASF logo on the left-hand side of the upper panel. The second panel contains site-specific information. Use additional panels, if needed, to provide more information on the organizational unit or the function of the building.



1. Signboard

Signages » Site flags

Flags are a striking visual signal with a touch of sovereignty. Every BASF site should therefore have a number of flags marking entrances that are relevant for visitors.

- » Regardless of existing individual brands, BASF sites are always equipped with flags which only present the BASF logo.
- » Depending on national commercial practice, national, state or regional flags can be displayed together with BASF flags.



1. BASF flags

Signages » Event flags

Smaller flags such as dropflags or beachflags can be used at trade shows as additional eyecatchers.

- » To maximize logo impact, the BASF and Forward AM logo may be placed individually on the flags. Flags with the Forward AM logo may only be used in conjunction with a BASF flag – never on their own.



1. Droptags

Signages » Vehicles

Vehicles

The logos are clearly visible on the vehicle. It's still not too big for the whole door. It is possible to place the logo on the lower part of the vehicle, or in the middle. The two logos should not stretch further than the first door of the vehicle.



1. Car in BASF blue color



2. Car in white or other color

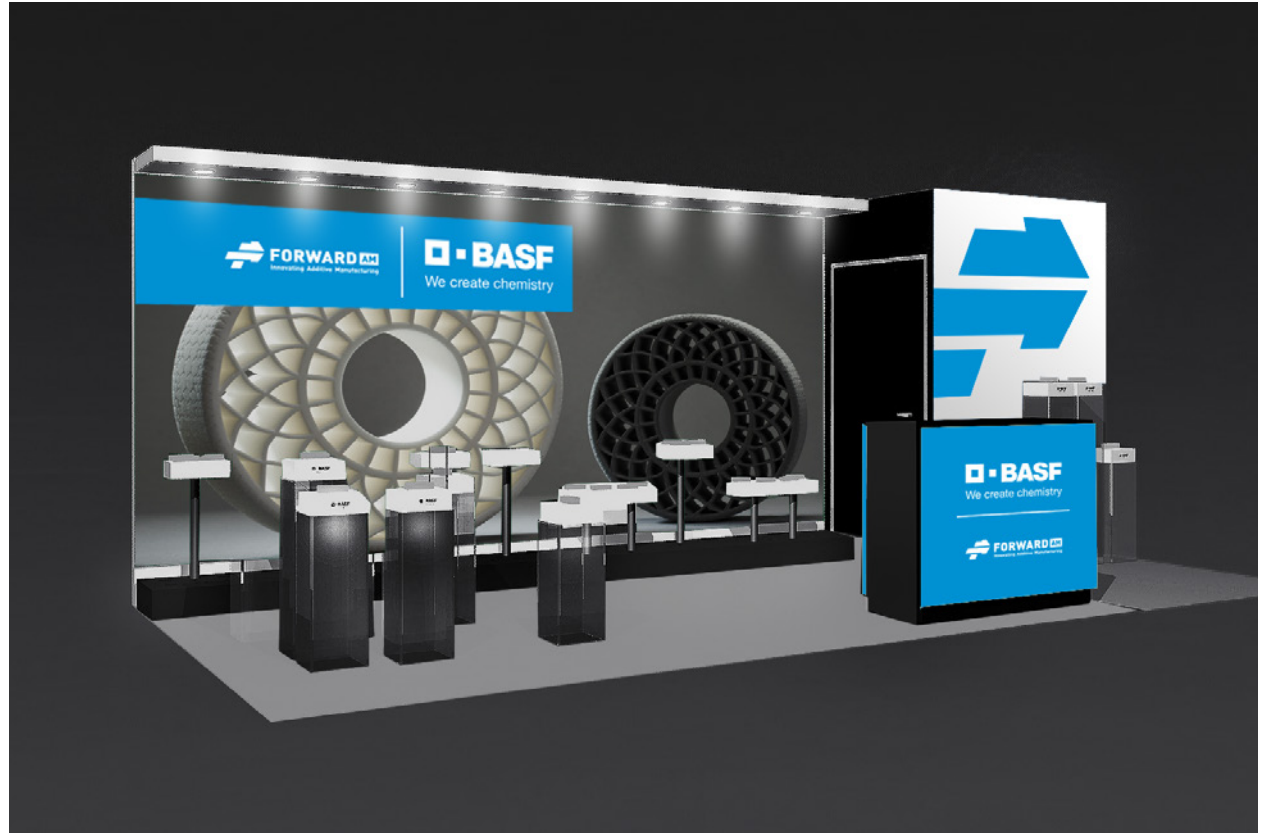
8. Trade Shows and Events

This chapter sets out the basic concepts for exhibition and event media that comply with the Forward AM brand design.

Trade shows and events » Booths

Each BASF and Forward AM booths are to be considered individually. Please contact BASF for specific information.

» It is always important to ensure that the BASF and Forward AM brand is the first thing visitors notice as they approach the booths.



1. Trade show booth, example



The BASF and Forward AM logo should be easily recognizable from a great distance. Check the size and placement for this aspect.

Trade shows and events » Roll-up displays

Always check how the logo bar can be placed within the exhibition space for communication:

- » If the logo bar cannot be used in a striking and eye-catching manner, place the logo on an area in the defined corporate color.



1. Roll-up with communicative message (text and image)



2. Roll-up without communicative message (text and image)



The BASF and Forward AM logo should be easily recognizable from a great distance. Check the size and placement for this aspect.

Trade shows and events » Pop-up displays

At the left and right edge the pop-up is curved (A). It is important to ensure that all relevant elements of the layout are placed in the optimally visible area.



1. Pop-up display with communicative message (text and image)



The BASF and Forward AM logo should be easily recognizable from a great distance. Check the size and placement for this aspect.

9. Brand Apparel

This chapter illustrates how the Forward AM brand is used on clothing and equipment.

Brand apparel » Polo shirts

Apparel should be simple, unpretentious
and not too promotional.



1. Polo shirt front



2. Polo shirt back

Brand apparel » Lab coats

Apparel should be simple, unpretentious and not too promotional.

White lab coats to promote the high-tech image of Forward AM.



1. Lab coat front and back

Brand apparel » 3D printed shoes

Special application 3D printed parts

On white textiles the BASF and Forward AM logo may be used in the color black. There is the opportunity to place the logo of the designer in an invisible place. In this case we placed the designer “Zebra” on the inside of the shoe.



1. External side view / right foot



2. Medial side view / right foot



3. Top view

Brand apparel » 3D printed parts

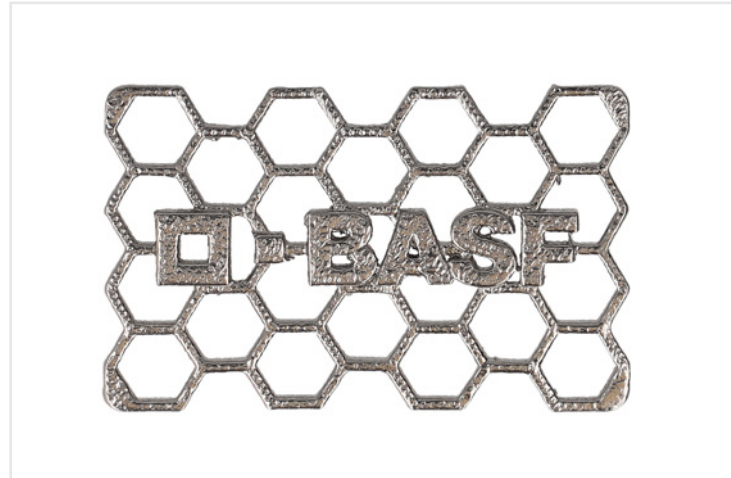
Exemption

In 3D printing with the technologies of Powder Bed Fusion and Filaments, there is a special regulation that the BASF claim can be omitted on small parts. If you use the claim on small parts, you would not be able to read the small text of the claim and it would visually affect the logo.

1.

Small part by 20 cm wide – filament and powder technology

High resolution is not possible with this technologies – the BASF claim may only be removed in the special case mentioned above.



1. Small part, key chain – metal filament, without BASF claim possible

2.

Larger parts from 20 cm wide – all 3D printing technologies

In the case of large 3D printed parts, use the BASF logo with claim for all technologies.

4.

Forward AM logo on parts

If there is enough space on the 3D printed part, it should be possible to place the Forward AM logo together with the BASF logo. However, the “Forward AM” and “BASF” logos may also be used individually and not in combination.



3. Small parts, dental molds – photopolymer technology, high resolution with this technology possible, so BASF claim need to be used



2. Big part, ring – powder technology, BASF claim need to be used



4. Game plate stl file – 1 mm raised Forward AM and BASF logo

Design by Tobias Häfle

Brand apparel » 3D printed parts – raised and lowered logos

There is the possibility to raise the Forward AM logo as well as the BASF logo by 1 mm, or to lower it by 1 mm

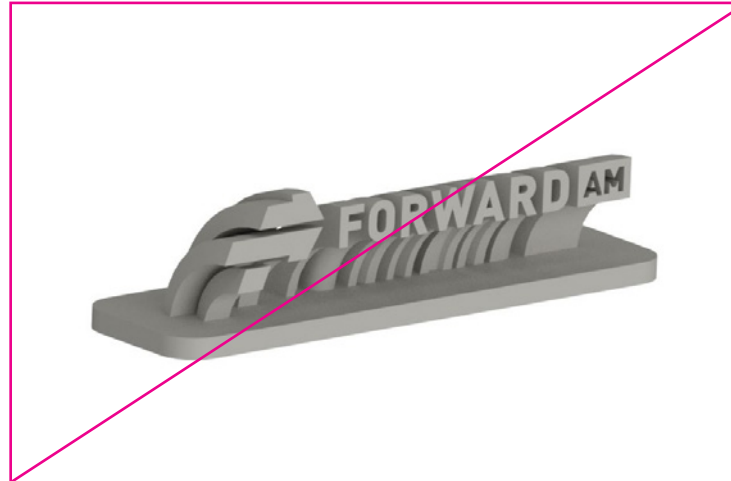


1. Game plate stl file – 1 mm raised Forward AM and BASF logo

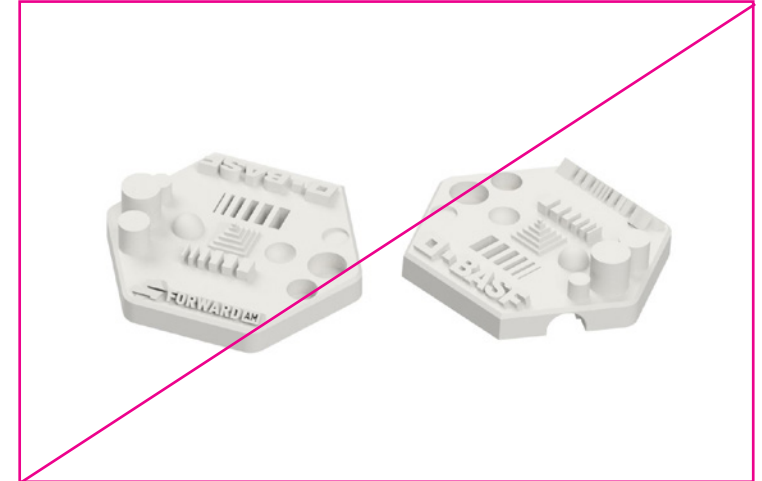


2. Flip flop sole – 1 mm lowered BASF logo

Brand apparel » 3D printed parts – Don'ts



1. The Forward AM and BASF logo in a 3D rainbow effect is not permitted.



2. The BASF and Forward AM logo in beveled form is not permitted.



3. The BASF claim is not readable. I therefore prefer to omit the claim for the technologies powder and filaments.

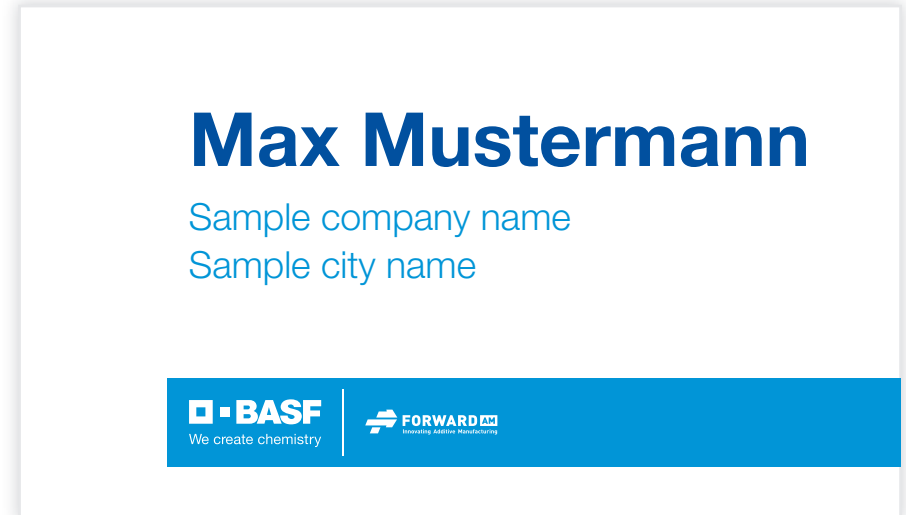
Brand apparel » Name badges

Name badges

» The logo bar layout is to be applied.



1.



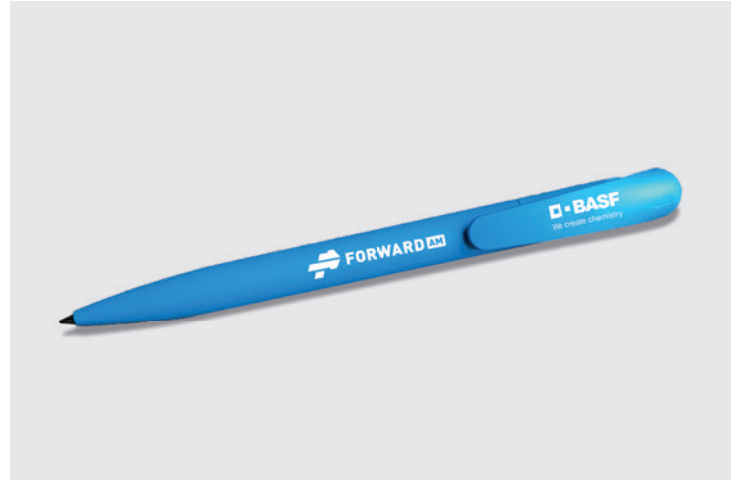
2.

10. Giveaways

As an advertising medium, giveaways represent BASF and the Forward AM brand in a consistent manner.

Giveaways

All promotional gifts for Forward AM should be light blue or white. If the objects are too small, the BASF and Forward AM logo can be placed separately on the front and back.



1. Ballpoint pen



2. Cup



3. USB stick



4. Messenger Bag

Giveaways

All promotional gifts for Forward AM should be light blue or white. If the objects are too small, the BASF and Forward AM logo can be placed separately on the front and back.



1. Lanyard



2. Fabric bag, front and reverse side



3. License plate holder

11. Packages and Labels

This chapter illustrates how the Forward AM brand is used on labels and packages.

Packages and labels » Design for labels

Labels

At the moment we have no influence on the design of the labels. In the future, we may get more design freedom for labels of each product group.

In this case, the labels could look as follows:

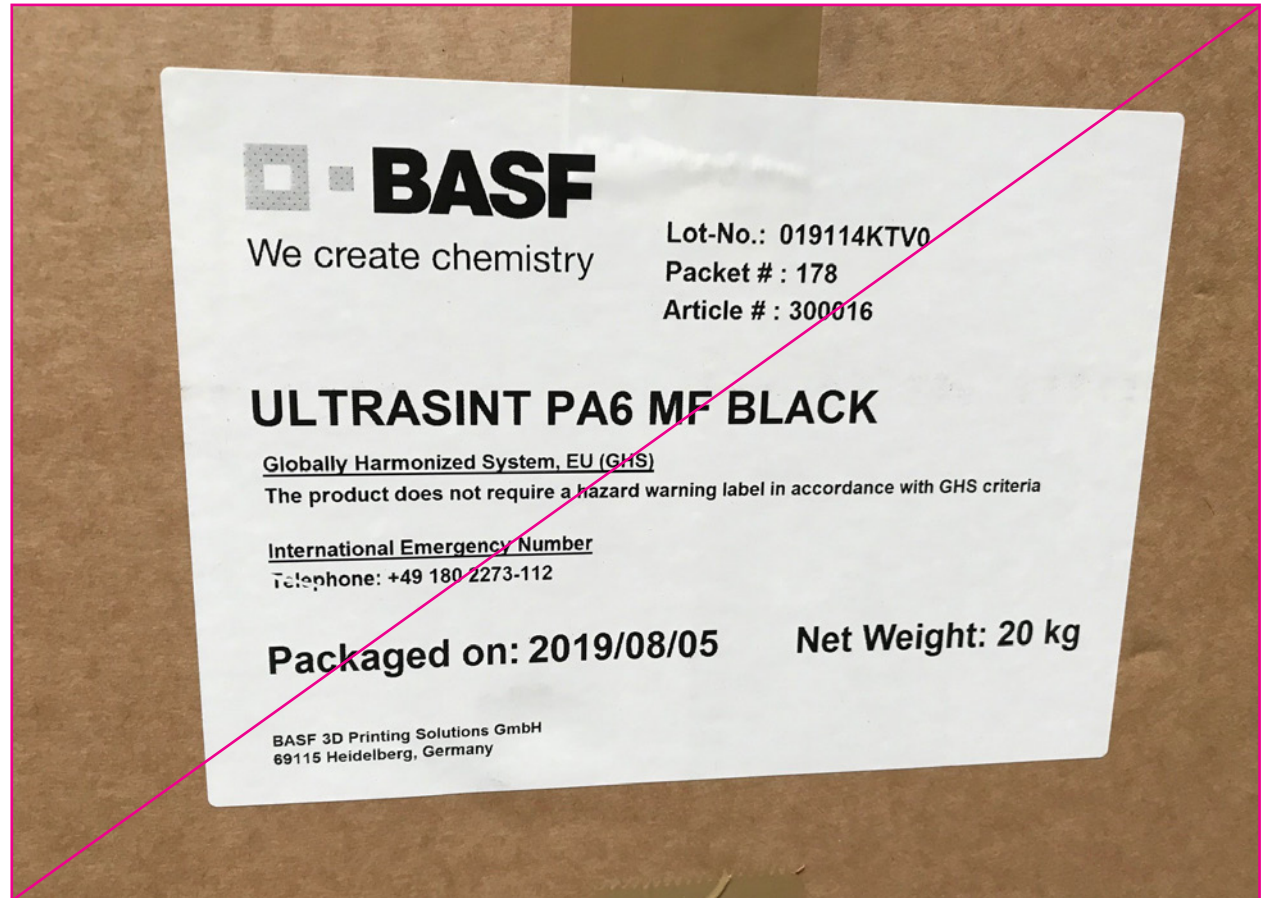


1. Front and Back View

Packages and Labels » Don'ts

Labels

At the moment we have no influence on the design of the labels. In the future, we may get more design freedom for labels of each product group.



1. Old BASF logo, colorless and not appealing to customers, no structure.



Please update labels regularly!

12. Brand Alliances

When you have completed the mandatory brand alliance check and you want to visualize the collaboration with your alliance partner, there is a key question: Who is the publisher of the communication material? There are three possible variations, described on the following pages.

Brand alliances » Overview

A) BASF is the publisher:

- » The partner is of secondary importance in our media.



1.

B) The partner is the publisher:

- » We have two options; either the Forward AM logo or the BASF logo appears in the partner's media.



2.

C) Both partners are the publishers:

- » We have two options; either the Forward AM logo or the BASF logo appears with the partner logo in this case.



3.

Brand alliances » A) Partner brands in Forward AM media

In this case, the partner's brand appears in a context which is unexpected for the reader. However, the reader should understand in which role this brand appears in our communication material and which contribution the partner specifically makes.

- » Make sure to use the partner's logo in such a way that they are not perceived more prominently than the Forward AM logo.
- » Place a short text next to the partner logo which communicates the relationship between the brands.



1.

Sponsored by
PARTNERLOGO®



2.



The cooperation notice clarifies the relationship between the partners, thus strengthening the Forward AM brand.

Brand alliances » B) Forward AM in partner's media

In this case, the logo appears in a context which is unexpected for the reader.

Depending on the relevance to the customer or alliance form, the BASF as well as the Forward AM logos can appear by themselves.

However, the reader should understand in which role BASF or Forward AM appears in the partner's communication material.

- » Place the white logo on a rectangular, light blue background.
- » The size of the rectangle must be chosen in a way that ensures that BASF or Forward AM cannot be mistaken for the publisher of the communication material.
- » Place a short text immediately next to the logo which explains the role of BASF or Forward AM in relation to the partner brand.



1.



2.



The information on the role of BASF and Forward AM in the alliance module clarifies the relationship between of the partners and thus strengthens the brand.

Brand alliances » B) Forward AM in partner's media

The logo variants (depending on their relevance to the customer or the alliance form) are placed in a modularly structured alliance module, together with a short text (inside or outside the module).

The text communicates the role of BASF and Forward AM in relation to the partner brand. Ideally, the text should explain our specific contribution within the partnership.

Colors

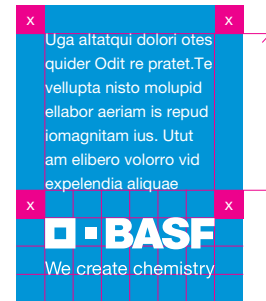
- » The rectangular background is always light blue.
- » If a colored implementation is not possible, use a gray tone instead of the corporate color (45% black).

Text note within the alliance module:

The text is positioned with a space of 1 X to the logo. The amount of text is flexible.



1



2



3



4

Text note outside the alliance module:

The text is positioned with a space of 1/2 X to the logo. The amount of text is flexible.



5



6

Brand alliances » C) Brands in jointly issued media

Alliance partners shall be perceived as equal and balanced publishers of the communication material.

- » Select a layout, coloring and typeface that cannot be attributed to the corporate design of one specific partner.
- » Place a short text immediately next to the partner logo that communicates the relationship between the brands.



1.



2.



Be sure to inform the Marketing and Communications team regarding every topic concerning jointly published media.

Should you have any further questions please contact your **Marketing and Communications team in Heidelberg**

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Status
August 2019