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# Marketing guidelines 2023

This document describes the way we present the PHAradox brand, wholly owned by Helian Polymers BV, both internally and externally. These guidelines are to be followed closely to present a uniform and consistent way of messaging to partners, customers and other relations and to avoid any confusion.

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*All content of this document, the PHAradox brand name, associated logos and other related marketing materials cannot be shared externally without consent of Helian Polymers BV. Contact us for more information at sales@helianpolymers.com*

## NAME

The name is to be spelled **PHAradox** - stylized to highlight the PHA content of the name. As an abbreviation we use PHAx (this is also part of the product names we develop internally).

PHAradox is a fully owned trademarked brand of Helian Polymers BV. When introducing the brand in articles, blogs, etc. always refer to "PHAradox, brand of Helian Polymers" when first mentioning it. After that the name PHAradox will suffice, but it needs to be stressed, whenever the situation requires, that Helian Polymers is the legal entity (company) behind the brand and that customers and partners will legally deal with Helian Polymers, not PHAradox.

## DESCRIPTION

The following can be used as a general description of the brand and company for partner marketing, press releases, etc.

PHAradox is a brand of Helian Polymers BV, specialized in PHA biopolymer solutions. With strategic partnerships and active material development Helian is able to offer bespoke solutions to meet customers' specific needs. PHAradox' emphasis on innovation and high quality application development make it an ideal partner in a rapidly changing social, environmental and regulatory landscape. With PHAradox we help partners to make the transition from plastics to PHA based solutions.

Helian Polymers, a trading company located in the south of the Netherlands, has had over a decade-and-a-half experience with biopolymers and PHA specifically. Operating both regionally and internationally Helian utilizes its global network to develop the most sustainable materials.

<https://pharadox.com>  
<https://helianpolymers.com>  
[sales@helianpolymers.com](mailto:sales@helianpolymers.com)

## KEYWORDS

Keywords we use in marketing (these can be mixed):

Sustainable -- Material innovations -- PHA based material developments -- PHA based solutions -- Meeting customers' needs -- Biobased materials -- Custom made PHA blends -- Tailor-made materials -- Bespoke biobased developments -- Reliable -- Customer-centric -- High service level

For instance: *We develop sustainable PHA based material solutions to meet our customers' needs.*

We currently focus on **Knowledge - Material - Solutions** as the basis of our marketing in 2023.

## TRUTH IN ADVERTISING

All marketing efforts will be based on truth, on actual commitments to sustainability & intentions will be followed up by actions and transparent reporting - even if the outcome is not 100% favorable for the company. Mentioning the negative from time to time builds trust since nobody is perfect. ***Greenwashing is forbidden.***

## LOGO

The PHAradox logo is available in various formats, all of which can be found on Sharepoint (Helian Polymers Team - Documenten\PHARADOX\PHAradox marketing\LOGO). The available formats are .ai, .eps, .jpg and .png






The Helian Polymers logo can be found there as well.

## CONTENT

Helian employees are encouraged to actively bring in ideas for marketing purposes (for LinkedIn posts, website content, blogs and the bi-weekly Mailchimp newsletters). Also when in touch with partner companies we always seek to publish and highlight cooperations to our network.

## COLORS

The PHAradox colors are specific and you can use the references here for color schemes in publications, presentations, etc.

	RGB 144 211 240 CMYK 46 0 4 0 HEX 90D3F0		RGB 63 95 39 CMYK 76 39 100 35 HEX 3F5F27
	RGB 51 101 174 CMYK 84 58 0 0 HEX 3365AE		RGB 110 110 109 CMYK 54 44 43 29 HEX 6E6E6D
	RGB 223 218 112 CMYK 18 6 67 0 HEX DFDA70		

## FONTS

For visualizations in marketing we use Roboto, Roboto Slab (for titles) and Lato, Helvetica Neue and - sometimes - Calibri exclusively.

Roboto	Helvetica Neue
Lato	Roboto Slab
Calibri	

## WEBSITES

At the moment two websites are maintained: PHAradox.com and helianpolymers.com. The Helian Polymers website will be a landing page with some basic information. The content-driven website is PHAradox.com where all traffic is lead to in our communications. This website is in constant development. All input and feedback is appreciated.

## SOCIAL MEDIA

The only social media outlets are two LinkedIn pages:

- Helian Polymers BV (a company page) <https://www.linkedin.com/company/helian-polymers/>
- PHAradox (a showcase page) <https://www.linkedin.com/showcase/pharadox/>

Posts and content are being simultaneously fed with similar content and share each other's content alike. The team is free to tag both Helian and PHAradox sites in their own posts, in a positive and work-related manner. Please respect NDAs and other agreements when publishing about cooperations we have with partners before publishing. Tagging means that the company can share the post and its content on the public pages.

Note that by linking to the Helian page you choose the one with **BV** at the end. There is another Helian Polymers page on LinkedIn (without BV) which is not actively maintained. When posting publicly and in doubt about something, please contact marketing.

## CONDUCT

When expressing themselves publicly or online during work and/or work related events, employees of Helian Polymers are required to conduct themselves in a professional manner and in the best interest of the company Helian Polymers and its brand PHAradox. Although personal opinions may be voiced, controversial ones should never be associated with the company and the brand in any way which can cause any harm to both, other employees and/or working relations with partners (customers, suppliers and other partners).