

MCPB PowerPoint template 2018

Three cover options...



EUROCHEM





EUROCHEM

Title

date

1. **EUROCHEM** is a leading global supplier of potash and urea fertilizers, with a strong presence in the Americas, Europe, and Asia.

2. **EUROCHEM** is committed to sustainable growth and innovation, focusing on expanding its production capacity and improving operational efficiency.

3. **EUROCHEM** is a member of the **EUROCHEM** group, which includes several other companies in the chemical and fertilizer sectors.

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Basic elements



To keep in mind (please refer to MCPB style recommendations)

Headlines font – Arial, 20, bold, RGB 16/37/63.

General copy – Arial, 12-16 (depending on amount), black.

Annotations – Arial, 8, RGB 82/87/89.

An upcoming (next 12 months) revision to the master brand book will seek to further harmonize color use across products & functions. Please strive to follow these recommendations until then.

Color palette

Primary corporate colors

RGB: 5-56-104

RGB: 0-176-240

Represent our company most of the time and should prevail whenever possible.

RGB: 81-87-89

RGB: 255-194-17

RGB: 149-193-31

Serve as supporting colors and can be applied to most corporate media when primary colors are not enough.

Supportive palette for charts and diagrams

RGB: 25-138-244

RGB: 93-212-255

RGB: 149-155-157

RGB: 255-218-112

RGB: 198-231-107

This palette is derived from primary and secondary corporate palette by correcting brightness (+40%).

Water solubles
RGB: 147-194-239

WSF | Balanced
RGB: 232-17-45

WSF | High N
RGB: 0-163-221

WSF | High P
RGB: 158-79-165

WSF | High K
RGB: 150-147-142

WSF | Balanced low P
RGB: 30-181-58

WSF | High K Med N
RGB: 249-86-2

Division / other colors

Nitrogen
0 / 176 / 240

Potash
119 / 147 / 60

Phosphates
149 / 55 / 53

Logistics
112 / 48 / 160

Sustainability
149 / 193 / 31

Distribution / quotes
255 / 192 / 0

Text shading
217 / 217 / 217

Products

standard products:
RGB 81-87-89

Entec
RGB: 88-150-57

Utec
RGB: 240-172-0

Nitrophoska S
RGB: 125-25-42

Nitrophoska C
RGB: 189-128-81

Crenel
RGB: 78-0-142

UMG
RGB: 212-85-0

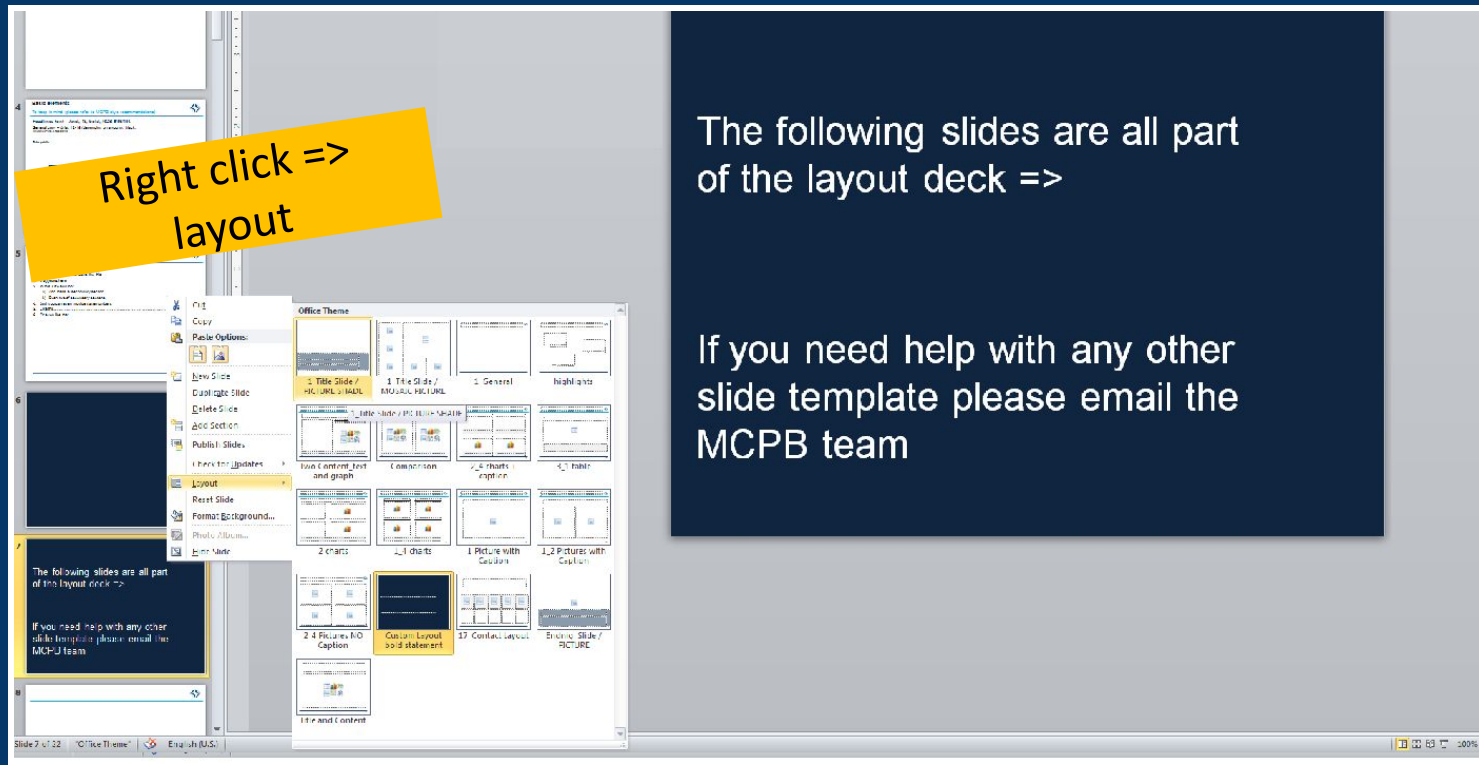
Here's how a table of contents should look like....



When needed

1. The table of contents looks like this
2. It appears here
3. In this size and font
 - a) And that's a secondary section
 - b) Even two of secondary sections
4. And you can even provide page numbers
5. Like this.....14
6. Or even like that.....79

The following slides are all part of the layout deck =>



If you need help with any other slide template please email the MCPB team

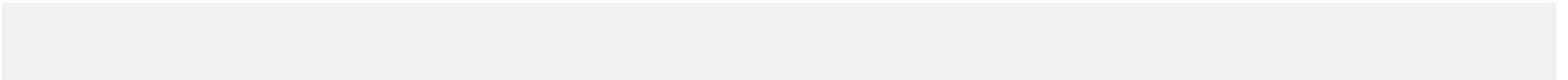




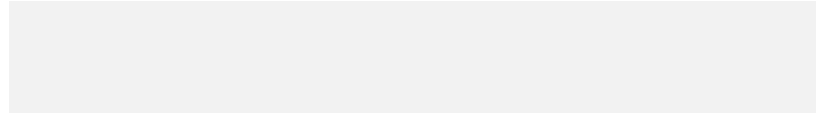
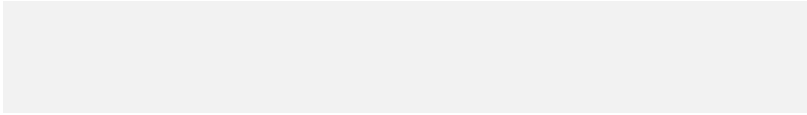


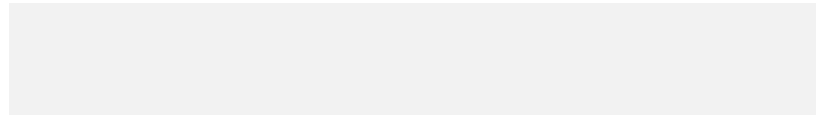
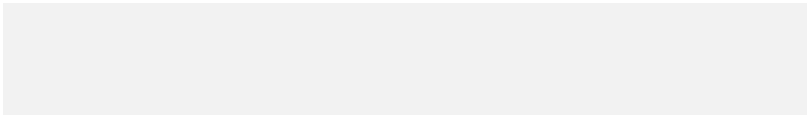


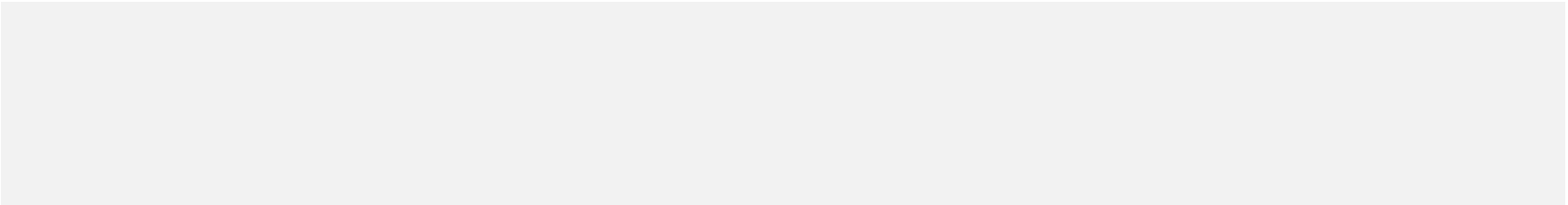
















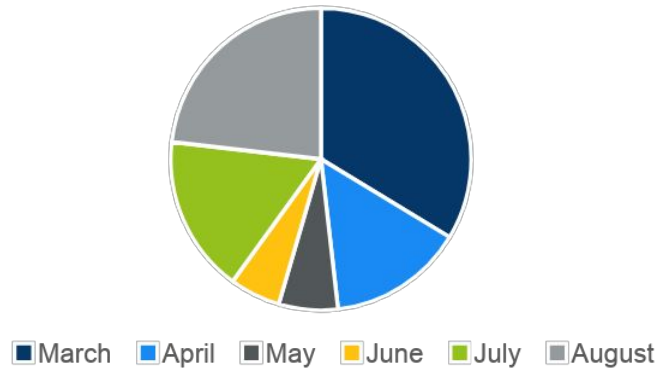


Selected sales volumes (KMT)

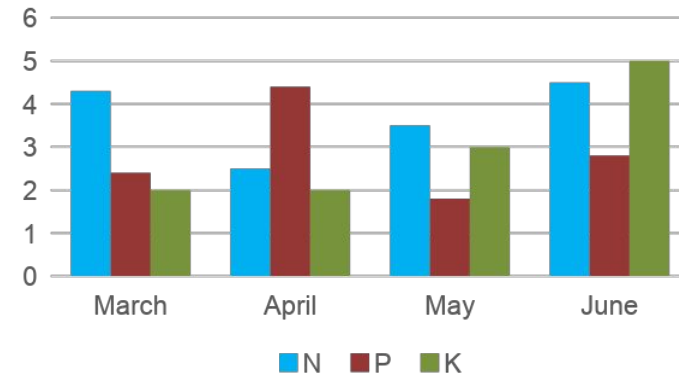
Product	2016	2015	Change, %	Excluding third party products		
				2016	2015	Change, %
Urea	4 751	3 841	+19	3 715	2 987	+21
MAP	2 175	2 081	+9	1 689	1 852	-11
DAP	1 942	3 475	-48	1 563	1 154	+16
Total	8 452	8 175	+7	6 874	6 071	+11



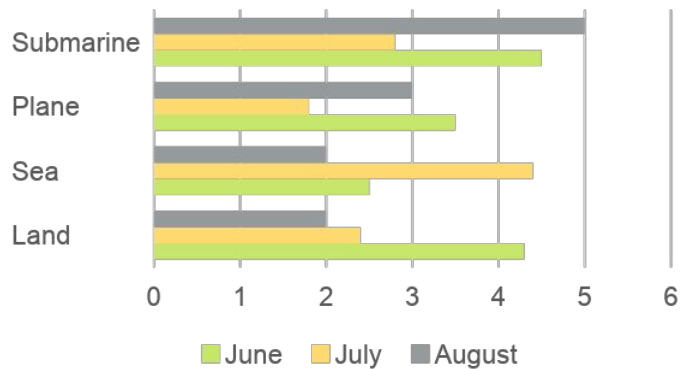
Sales



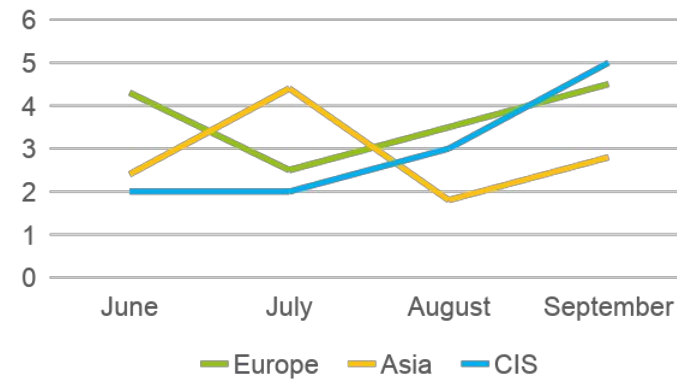
Distribution



Transportation



Volumes



Other useful slides

- Disclaimer
- Selected logos



Because nothing you say should be taken at face value

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Main logo version



Secondary logo version



Secondary logo version



Black version for technically limited media



Transparent background version



Standard fertilizers

Logo collection



BASAMMON®
BY EUROCHEM

UREA
BY EUROCHEM

NP
BY EUROCHEM

MAP
BY EUROCHEM

SA
BY EUROCHEM

MOP
BY EUROCHEM

DAP
BY EUROCHEM

As
BY EUROCHEM

NSA
BY EUROCHEM

CAN
BY EUROCHEM

ASN
BY EUROCHEM

UAN
BY EUROCHEM

KAS
BY EUROCHEM

ASS
BY EUROCHEM

NAC
BY EUROCHEM

Premium fertilizers

Logo collection



Main versions

NITROPHOSKA
BY EUROCHEM

NITROPHOSKA
BY EUROCHEM

ENTEC
BY EUROCHEM

UTECH
BY EUROCHEM

UMG
BY EUROCHEM

CRENEL
BY EUROCHEM

Spanish market adaptation

NITROFOSKA
BY EUROCHEM

NITROFOSKA
BY EUROCHEM

ENSOL
BY EUROCHEM

Soluble line

NITROFOSKA
BY EUROCHEM

NITROPHOSKA
BY EUROCHEM

ENTEC
BY EUROCHEM

NOP
BY EUROCHEM

MAP
BY EUROCHEM

CN
BY EUROCHEM

SOP
BY EUROCHEM

Other fertilizer products

Logo collection



GRANAMMON®
BY EUROCHEM

NITROPHOS®
BY EUROCHEM

NPK
BY EUROCHEM

GRAMIX
BY EUROCHEM

NK
BY EUROCHEM

FLEXAMMON®
BY EUROCHEM

NITROFOS®
BY EUROCHEM

SULFO TOP®
BY EUROCHEM

NITROPHOS®
BY EUROCHEM

NITROSULF®
BY EUROCHEM