

CASE STUDY

Crystal Petrokimiya, Türkiye

Brand Strategy and Development for a New Lubricants and Grease Company



SEIGELL
CONSULTANTS



THE CHALLENGE

Bridging Legacy and Innovation to Build a Bold New Brand

An established Oil & Gas company in the UAE sought to expand its footprint by launching a new venture focused on lubricants and grease in the Turkish and broader European market.

However, the group faced a significant challenges: **a lack of in-house branding expertise to conceptualize, position, and build a compelling new brand tailored to this region.**

The core need was to **crystallize a brand strategy, positioning, and visual identity that would not only resonate with the target market but also uphold the parent company's longstanding legacy and reputation.**



WHAT WE DO

With an unwavering commitment to excellence, we meticulously developed a comprehensive range of lubricants tailored to meet the diverse requirements of various industries, from manufacturing to transportation, while actively investing in community-driven initiatives for skill development and environmental conservation.

Continuously pushing the boundaries of innovation, our dedicated research and development teams tirelessly explore cutting-edge technologies, ensuring that our automotive and industrial lubricant solutions not only enhance efficiency and endurance but also contribute to the sustainable development and prosperity of the communities we serve.

Crystal Petrokimya produces a wide range of lubricants and grease products from heavy-duty engine oil and transmission oils to brake fluids and coolants that is developed for enhancing performance in automobiles, industries and heavy-vehicles.

WHO WE ARE

Nestled within Türkiye's industrious landscape, Crystal Petrokimya Ticaret Şirketi journey began with a resolute mission to engineer lubricant solutions surpassing the rigorous demands of contemporary machinery while fostering community empowerment and economic prosperity. Grounded in a deep understanding of intricate mechanics of the automotive lubricant industry, we embarked on a quest to redefine lubrication standards, infusing advanced formulations with a strong emphasis on both technical precision and sustainable impact.



OUR VISION

Our vision is to be the foremost catalyst in setting the standard for excellence in lubrication technology through:

- Continuous Innovation
- Exceptional Product Quality
- Contribution Towards Economic Growth

OUR MISSION

Our mission is to make a mark as an emerging brand in Turkey, Africa, Middle East, and European markets by empowering customers with:

- Superior Lubrication Solutions
- Commitment to Innovation
- Technical Know-How

We are committed to becoming a strong pillar in the economic growth of all markets we operate in.



OUR BRAND VALUES

PERSONALIZATION

We approach every project with a personalized touch, understanding the unique requirements of each client to deliver tailored lubrication solutions that ensure optimal performance and longevity for their machinery.

TRANSPARENCY

Upholding a culture of transparency, we prioritize open communication and clarity in all our operations, fostering trust and credibility with our partners and stakeholders.

INNOVATION & TECHNOLOGY

Driven by a passion for innovation, we constantly explore and integrate cutting-edge technologies, ensuring that our lubricant solutions remain at the forefront of industry standards, efficiency, and sustainability.

ADAPTABILITY

Recognizing the dynamic nature of industrial demands, we remain agile and adaptable, swiftly responding to evolving market needs and challenges with flexible lubrication solutions that guarantee seamless integration and performance.

CUSTOMER SERVICE

Committed to unparalleled customer service, we prioritize building strong relationships with our clients, providing comprehensive support, expert guidance, and responsive assistance at every step to ensure their utmost satisfaction and success.

UNCOMPROMISED QUALITY

We are dedicated to delivering uncompromising quality and exceptional value through our lubricant products, emphasizing reliability, durability, and performance, while offering competitive pricing that aligns with the diverse needs of our partners.

UPLIFT COMMUNITIES

Beyond business, we actively engage in initiatives that support and uplift our local communities, contributing to sustainable development, education, and environmental conservation efforts, fostering a positive impact and growth for communities.

INTEGRITY

We uphold the utmost integrity and honesty in all our interactions, transactions, and communications, fostering a culture of trust and ethical conduct that forms the foundation of our relationships with partners, clients, and the community at large.



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While we are fresh entrants to the Türkiye market, our parent company, Al Bahr Al Akabi Group, has a rich legacy of over 25 years in the Gulf region with a robust foundation in the Oil and Gas sector and a presence in the lubricant business. Now, we are dedicated to expanding our presence and contributing to the growth of the Türkiye market.



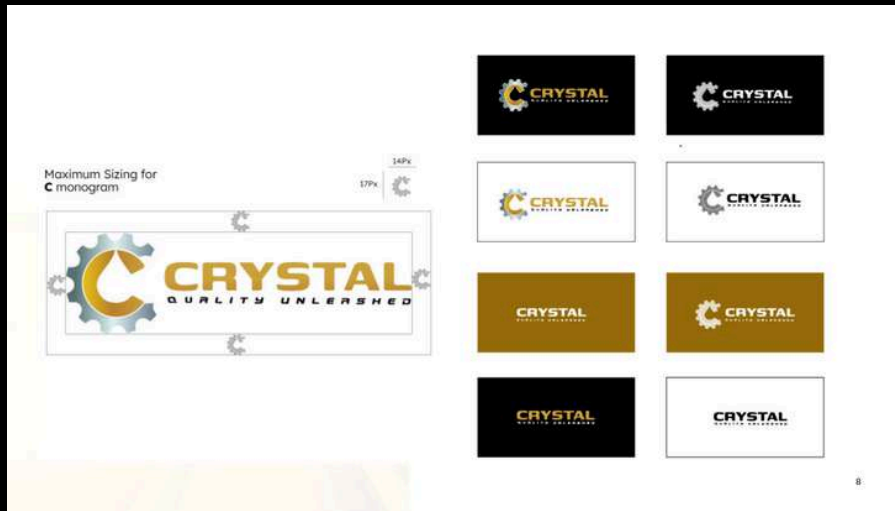
DELIVERY

Heritage-Inspired. Future-Ready Branding.

Our goal was to help them seamlessly transition from their strong Oil & Gas legacy into a new market focused on lubricants and grease in Turkey and Europe, while preserving the trust and credibility of the parent brand.

Taking on Crystal
Petrokimiya's challenge,
Seigell Consultants led a
**comprehensive brand-
building journey** to bring
their new identity to life.

- **Legacy Discovery:** Conducted in-depth research and stakeholder consultations to uncover core values and brand heritage.
- **Market Alignment:** Mapped future aspirations and regional market needs to define a compelling direction for brand expansion.
- **Brand Strategy & Narrative:** Developed a strategic brand framework that retained the parent company's credibility while highlighting innovation and adaptability.
- **Brand Creation:** Crafted a new identity for Crystal Petrokimiya and its product line ProQyon, blending modern aesthetics with industrial trustworthiness.
- **Visual Identity:** Designed a distinctive and scalable visual identity system to ensure brand consistency across mediums.
- **Product Design:** Produced high-impact 3D designs to bring the product range to life and enhance on-shelf presence.
- **Collateral Development:** Rolled out product branding, packaging design, and marketing materials aligned with the new identity.
- **Digital Experience:** Built and launched a user-centric website, positioning Crystal Petrokimiya as a strong digital-first player in its new geography.





Color Palette

PRIMARY COLORS

f 7 d c 9 e

PEACH YELLOW
#F7DC9E

f f d a 9 c

NAVAJO WHITE
#FFDA9C

9 0 7 5 4 8

CHAMOISEE
#907548



Maximum Sizing for
C monogram



BRAND STRATEGY

Clarifying Vision. Shaping Brand Futures.

Crystal Petrokimiya, a new venture by Crystal Petroleum, sought to enter the lubricants and grease market across Turkey and Europe. To support a strategic launch, we were tasked with shaping a clear, insight-led brand identity.

- Led **brand workshops** with leadership to define vision and goals.
- Aligned brand direction through **collaborative strategy sessions**.
- Conducted **market research** to identify trends and white spaces.
- **Benchmarked competitors** across Turkey and Europe to map opportunities.



BRAND STRATEGY

Clarifying Vision. Shaping Brand Futures.

Drawing from these insights, we identified core elements that could be retained from the parent brand while shaping a new, future-facing identity.

Our findings culminated in a set of strategic recommendations that formed the foundation for Crystal Petrokimiya's refreshed brand strategy and market positioning.



STORYTELLING

Strategic Storytelling. Builds Trust

Through strategic storytelling, we brought to life the brand's purpose—bridging decades of expertise from their parent company with a bold, forward-looking approach tailored for a dynamic new market.

We crafted a narrative that positioned Crystal Petrokimiya as a symbol of trusted performance and innovative engineering—**anchored in reliability yet driven by progress**. For the company, this meant establishing a voice that reflected credibility, consistency, and a long-term commitment to quality.

For the product line, ProQyon, the **positioning centered around high-performance, precision-formulated lubricants designed for modern industrial and automotive needs**, communicating a sense of cutting-edge innovation and uncompromising standards.



STORYTELLING

Strategic Storytelling. Builds Trust

The message **“Quality Unleashed”** now runs through the core of their brand,

By aligning the brand story across all touchpoints—internal culture, customer engagement, and marketing communications—we ensured that every stakeholder felt connected to the journey.

Whether it was a team member rallying behind a shared vision or a distributor exploring a new partnership, the storytelling created a unified narrative that invited the audience to not just observe, but become part of Crystal Petrokimiya’s growth story.



BRAND DEVELOPMENT

Shaping a distinctive presence

To bring Crystal Petrokimiya to life, we developed a bold and differentiated visual identity that reflected the brand's personality and helped it stand out in a competitive market.

From defining key brand messages to identifying relevant themes, we ensured every element aligned with the brand's positioning and market aspirations.



BRAND DEVELOPMENT

Shaping a distinctive presence

We designed custom 3D product bottle renders with a sleek, modern aesthetic that reinforced both functionality and premium appeal.

A comprehensive brand strategy document, detailed identity guidelines, and a full suite of product branding and marketing collaterals brought consistency, clarity, and impact to every touchpoint—translating the brand story into a tangible, memorable experience.



THE RESULT

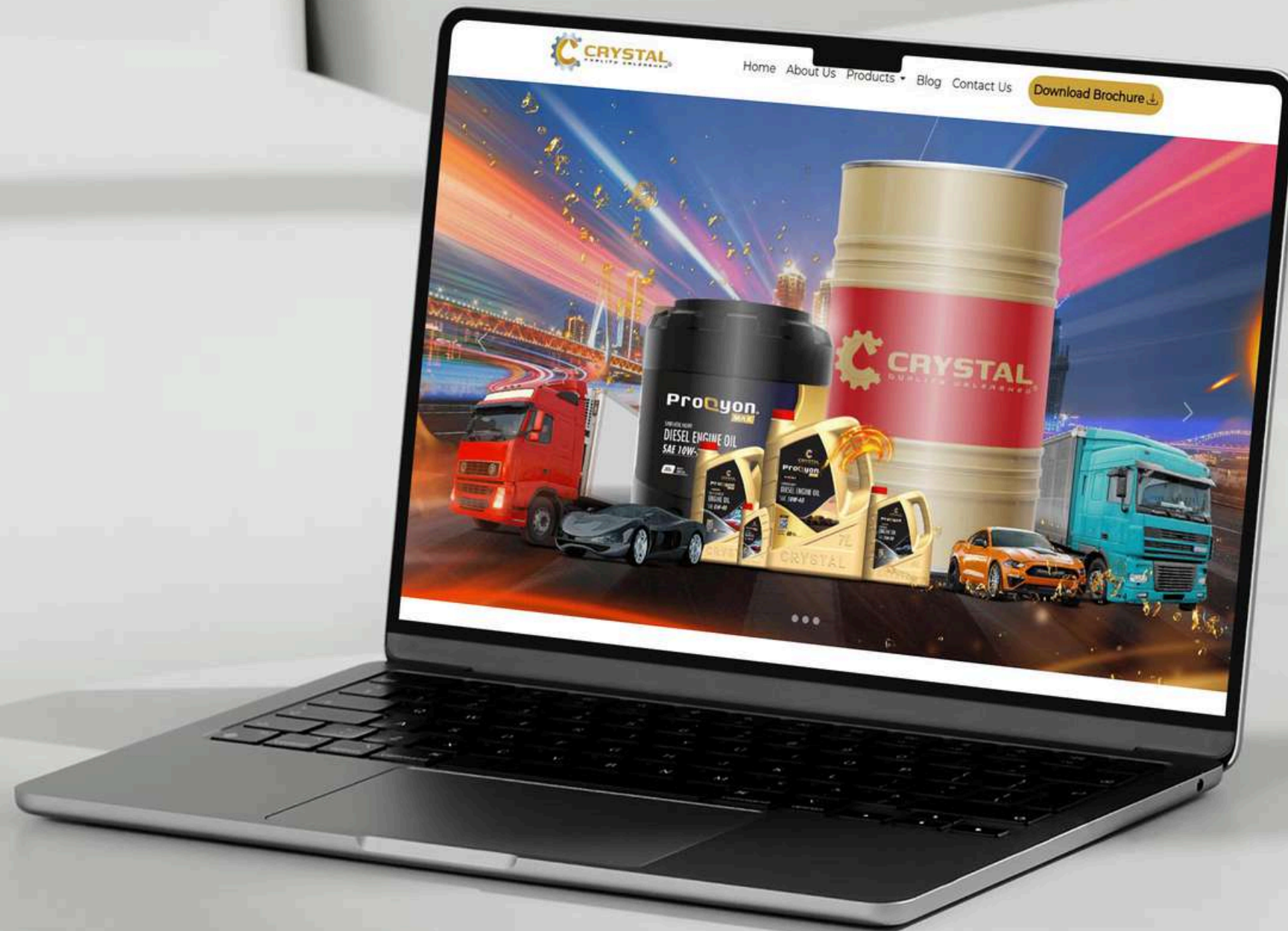
Positioned for market success

The result, a fully realized brand ecosystem—complete with strategic positioning, distinctive product design, unified product branding, and an engaging digital presence.

We equipped the brand with everything it needed to launch confidently, including **a full suite of assets such as a dynamic website, outdoor signage, social media templates, brochures, catalogues, and flyers**—ensuring consistency, credibility, and connection across every touchpoint.

From establishing clear brand pillars to crafting a compelling narrative and standout visual identity, Seigell Consultants delivered a cohesive and high-impact brand presence for Crystal Petrokimiya.

A well-defined brand strategy and positioning were developed for both the company and its product line, ProQyon—ensuring the corporate brand conveyed trust and legacy, while the product brand communicated innovation, performance, and quality.





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