

Corporate brand identity guidelines



Corporate brand identity guidelines



We are at the core of people's lives,
and at the heart of future progress.

Umicore
Broekstraat 31 rue du Marais
B- 1000 Brussels, Belgium
www.umicore.com

Tel +32 2 227 71 11
Fax +32 2 227 79 00
e-mail info@umicore.com

Contents

1 The Umicore marque

- 1.1 The Umicore marque
- 1.2 Colour versions
- 1.4 The business unit marque
- 1.6 The strapline
- 1.7 Exclusion zone and minimum size
- 1.8 Please do not ...

4 Applying the elements

- 4.1 Applying the elements
- 4.2 Clarity and structure
- 4.4 A unified look
- 4.6 Please do not ...

7 Flags, signage, banners

- 7.1 Flags
- 7.2 Signage - offices
- 7.3 Signage - plants and factories
- 7.4 Banners
- 7.6 Fairs and exhibitions

2 Brand architecture

- 2.1 What is brand architecture?
- 2.2 The Umicore architecture
- 2.11 Please do not ...

5 Stationery and forms

- 5.1 Stationery and forms
- 5.2 Letterheads
- 5.4 Business cards
- 5.5 Compliment slip
- 5.6 Stationery templates
- 5.8 Notepaper and stickers
- 5.9 Labels
- 5.10 Envelopes
- 5.12 Please do not ...

8 Other applications

- 8.1 Promotional items
- 8.2 Web applications
- 8.4 Advertising
- 8.9 Vehicle livery

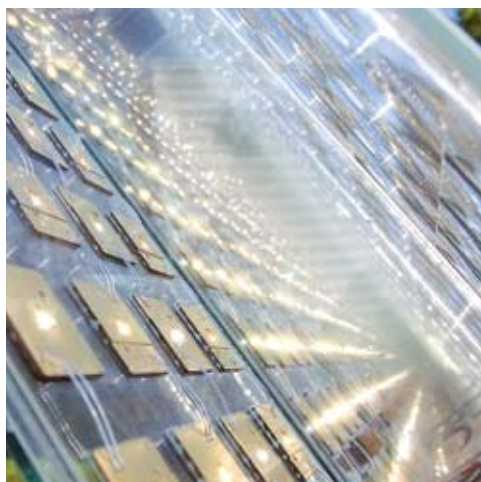
3 The basic elements

- 3.1 The basic elements
- 3.2 The colour palette
- 3.4 Typefaces
- 3.6 The horizon line device
- 3.7 Using the horizon line device
- 3.8 The Umicore image bank
- 3.15 Paper stocks

6 The literature system

- 6.1 The literature system
- 6.2 Brochure covers
- 6.4 Brochure back covers
- 6.6 Brochure spreads
- 6.8 Spreads - typography
- 6.10 Spreads - photography
- 6.12 Please do not ...

The Umicore Corporate Brand Identity Guidelines illustrate and explain how to use the different elements of the Umicore visual identity: wordmarque (see page 1.1), symbol (see page 1.1), colour palette (see page 3.2), typeface (see page 3.4-5) and photography (see page 3.8-14). They also cover 'brand architecture' - how the different divisions should appear in relation to the main Umicore brand. These will provide clear foundations on which to build any visual material. By following these guidelines whenever you want to produce visual material, we will ensure Umicore is always sending a strong, recognisable message about who we are.



- 1] Umicore's high-efficiency germanium-based solar cells are used in the bulk of satellites launched today
- 4] Umicore is the world's largest recycler of precious metals from old mobile phones, laptops, electronic scrap or spent catalyst materials

- 2] Umicore is one of the world's biggest suppliers for automotive catalysts for passenger cars
- 5] Umicore is a world leader in the production of key materials for rechargeable batteries used in laptops and mobiles

- 3] Umicore is co-founder for the zero-emission polar station Princess Elizabeth
- 6] Umicore is committed to sustainable development. As the main sponsor of the Belgian Solar Team it supports the 'green energy' initiatives

Dear Colleague,

As a materials technology group, Umicore uses its competences in chemistry, metallurgy and material science to develop materials that can make a real difference. Although not always visible, our materials are found in products that are essential to every day life or those at the cutting edge of technology development. Our overriding goal of value creation is based on the ambition to develop, produce and recycle materials in a way that fulfills our mission: "materials for a better life".

We have developed a comprehensive set of guidelines to promote the image and brands of Umicore in a manner that is consistent with our mission and identity. These guidelines address all visual elements that are required in any written internal and external communication, be it with customers, suppliers, investors, the community around our sites or the public at large, such as the use of colours, typography, photographs or logos. The guidelines have been designed in a way to contribute to building and projecting an appealing image of a technology-driven, innovative company with a clear focus on sustainability. It is essential that we all follow these guidelines in a very consistent manner, across businesses and across regions.

Our Corporate Communication team is there to help you apply these guidelines in a manner that best meets your business needs. I count on your support to ensure that your organization follows these guidelines, thereby contributing to the promotion of Umicore's image.

Thank you.

November 2008



Marc Grynberg
Chief Executive Officer