

Section 1

The Umicore marque

Umicore's high-efficiency germanium-based solar cells are used in the bulk of the satellites launched today.



The Umicore marque

Our marque is made up of a "wordmarque" - the name Umicore - and a symbol. These 2 elements have been designed to bring to life visually the idea of 'materials for a better life'.



The Umicore wordmarque

Our name reflects our position at the core of the material world, and retains a subtle reference to our heritage as UM.

The wordmarque is based on the Dax typeface but has been modified to give optimum legibility, clarity and strength.

The Umicore symbol

The symbol incorporates several ideas. Firstly, the circular shape suggests that we are at the core of the material world. Secondly, the ripple effect symbolises our widespread influence on people's lives. Finally, the colours suggest earth and sky, to illustrate our responsibility towards the natural world.



Important note

It is absolutely not allowed to break down the Umicore marque (logo) into separate elements. Neither the 'wordmarque' [umicore] nor the symbol can be used separately.

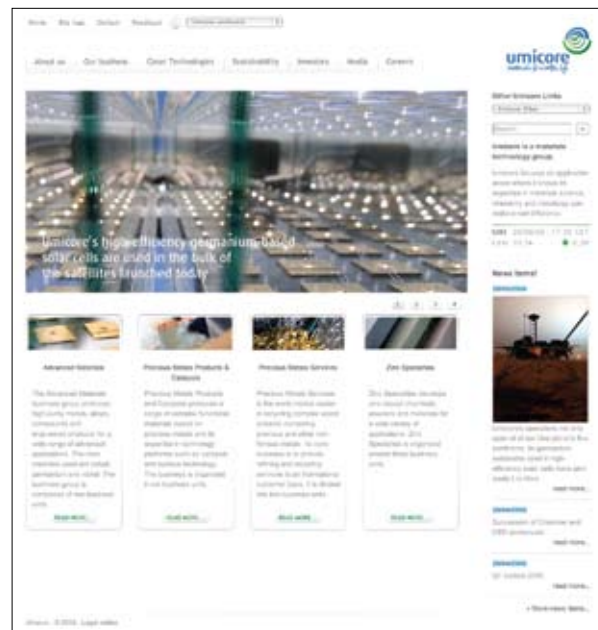
Colour versions

The Umicore marque is available in a series of different colour versions. These pages explain where to use each version. The marque should usually appear on a white background. However, on certain applications where the background cannot be changed to white, such as drums, standard brown envelopes, etc., the white version or the black version should be used according to the most appropriate harmony with the background.



CMYK version

This version is used for full colour printed applications, such as literature and advertising.



Digital version

This version is used on all digital applications, such as website, PowerPoint® presentations, and for television (video). To ensure optimum resolution and clarity, the marque is available in a series of sizes and formats, including GIF & JPEG for website, WMF for PowerPoint® and Word®, and BMP, EPS, TIFF for other applications.

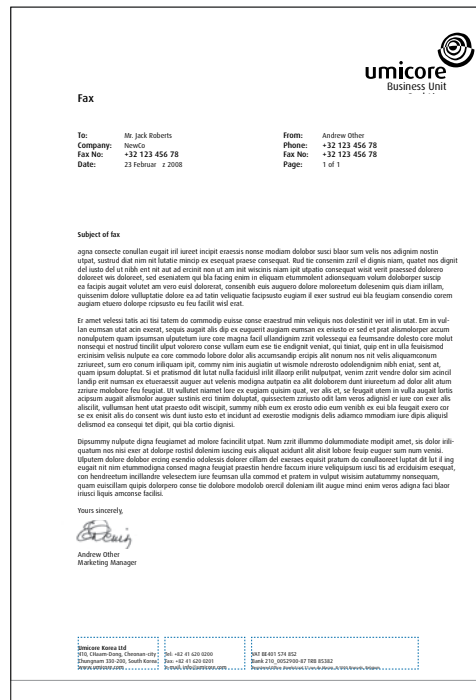
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2-colour version

This version is used on all 2-colour applications such as stationery. The 2 spot colours are Umicore Blue and Umicore Green. The darker green graduation is achieved by overprinting Umicore Blue (lower part of the symbol is a graduation of white and blue) on top of Umicore Green.

Please refer to page 3.2 for acceptable spot colour standards.



Single colour version

This version is used where only 1 colour printing is possible, such as faxes and forms. It should only appear in black or Umicore Blue (spot colour).

The black version may also be used on lightly coloured backgrounds (e.g. standard brown envelopes).

Always ensure there is enough contrast for the marque to appear clear and legible.

Please refer to page 3.2 for acceptable spot colour standards.



The white version

This version is used only on coloured backgrounds, such as packaging and promotional items.

Always ensure there is enough contrast for the marque to appear clearly and legibly.

The business unit marque

Our business units have names incorporated into the Umicore name. In this way the business units have marques of their own which are consistent with the Umicore visual identity. Note that only business units can have their own marque (business groups, departments, services, subsidiaries, etc. cannot have their own marque, they should use the Umicore marque).



Dax Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Dax Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



The business unit marque consists of two elements: the Umicore marque and the name of the business unit. The business unit name uses the typeface Dax Regular, to complement the Umicore marque. These two elements should be used together for all Umicore business unit applications.

The business unit names are sized and positioned as shown above, with the letter spacing adjusted to match aesthetically the Umicore wordmarque. The business unit marque is available in the same colour versions as the Umicore marque. The business unit name should never pass the Umicore wordmarque at the left, a second line has to be used.



Important note

Refer to relevant sections for information on applying the marques. Only corporate communication can create or adapt logos!

The strapline

The strapline 'materials for a better life' is a simple, clear expression of Umicore's mission - producing materials which improve quality of life around the world, whilst respecting the natural world. Please note that the strapline is a special artwork and not a typeface.

materials for a better life

Lock-up

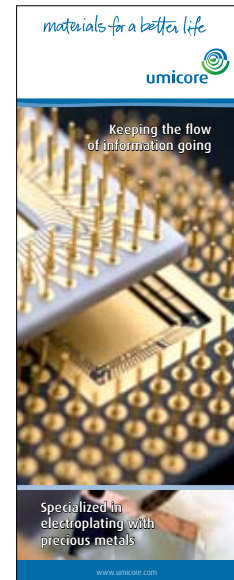
The preferred way of using the strapline, is in a special 'lock-up' with the Umicore marque. The size and position of the strapline are fixed and should not be altered. This marque is used on all corporate literature, advertising, exhibitions and promotional items, and is available in the same colour version as the Umicore wordmarque. The strapline cannot appear with the business unit marques. Nor should it appear on stationery or forms.



Same field of vision

To emphasize the strapline, it can be used separately from the Umicore marque. It can appear vertically or horizontally, but should always be **in the same field of vision** - this means the strapline should not appear in isolation. Also make sure it does not appear in the clear space at the top of applications next to the Umicore marque.

As a general rule, the strapline should appear in the opposite corner to the Umicore marque, and should be between 2x and 4x the width of the marque. If smaller, the strapline will not be prominent enough. If larger, the strapline will dominate the Umicore marque.



Example of a business unit strapline

Clean air is our business



Important note

Straplines on business unit level are possible, respecting the rules about using the Group strapline. Business unit straplines can never replace "materials for a better life" and should also be used in conjunction with the business unit logo. They should also be created in the same style as the Group's strapline. Creation of business unit straplines is the responsibility of the Corporate Communication department.

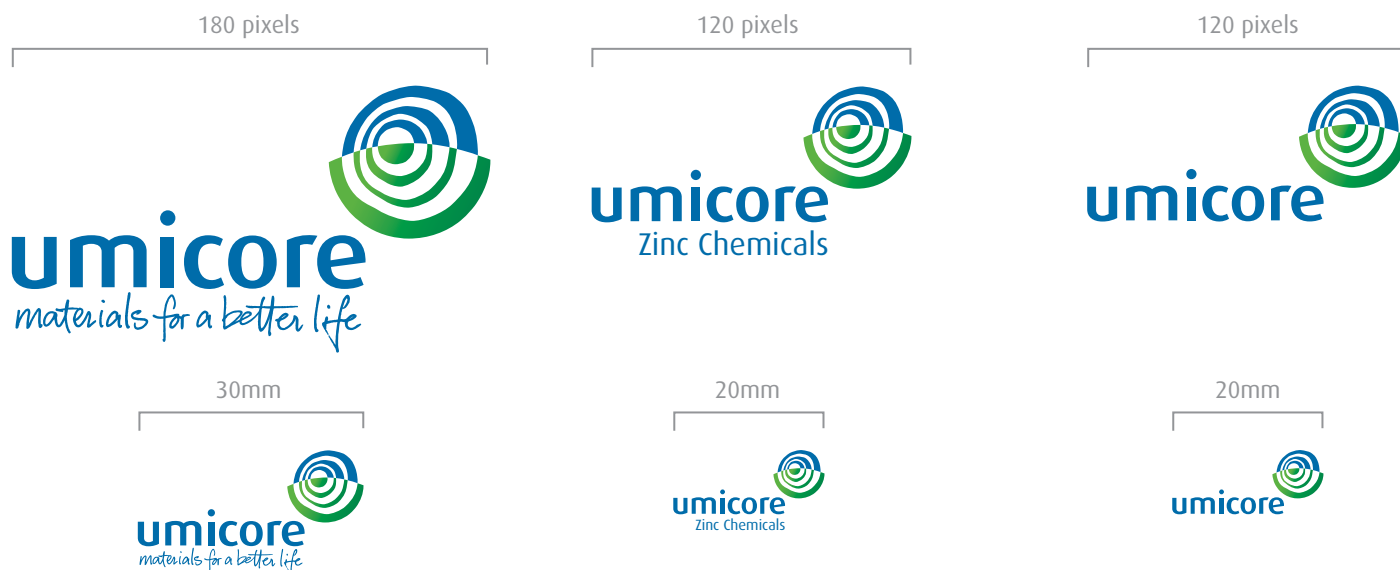
The exclusion zone

To ensure that Umicore marques are always clear and consistent, we use an 'exclusion zone'. The dotted line indicates the area where no other graphic elements or text should appear, such as department (e.g. Finance, Communication, etc.), subsidiaries (e.g. Korea, etc.), business lines (e.g. Substrates, etc.), or products (e.g. NanoGrain®, etc.).

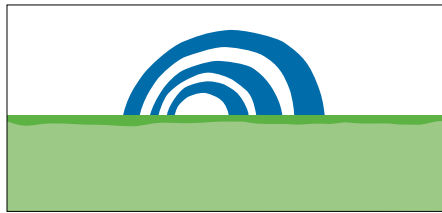


Minimum sizes

Again to ensure the Umicore marques are always clear and consistent, we have established the following minimum sizes for print and digital applications. Please note all measurements are based on the width of the Umicore marque.



Please do not...



X Do not use elements of the Umicore marque separately.



X Do not recreate the Umicore name in another typeface.



X Do not alter the colours in the Umicore marque.



X Do not modify or distort the Umicore marque.



X Do not enclose the Umicore marque within another shape.



X Do not alter the relationship between the Umicore wordmarque and the Umicore symbol.



X Do not create new lock-ups of the Umicore marque.



X Do not alter the relationship of the strapline to the Umicore marque.



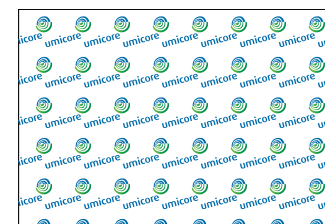
X Do not create new marques from the business unit names and symbol.



X Do not use the Umicore marque on black or coloured backgrounds. The only exception is on PC desktop screens.

This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye nor brain. This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye nor brain. This is dummy text. It is intended to be read but have no meaning. As a simulation of actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye nor brain. This is dummy text. It is intended to be read but have no meaning.

X Do not use the Umicore marque as a background.



X Do not use the Umicore marque as a pattern.