


Section 3

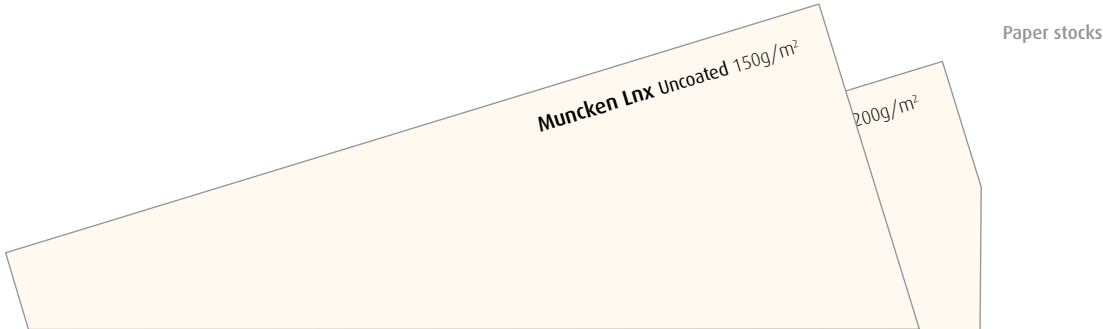
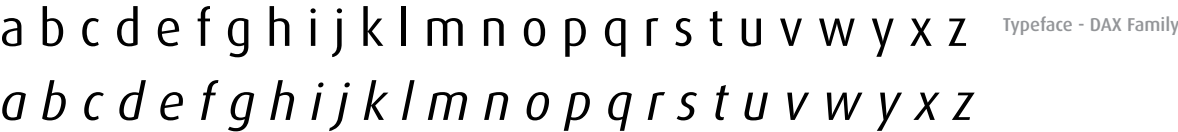
# The basic elements

A close-up photograph of a worker in a blue uniform and white gloves handling electronic waste on a workbench. The worker is using a yellow tool to work on a mobile phone. The workbench is covered with various types of electronic waste, including mobile phones, circuit boards, and other components. The background is slightly blurred, showing a yellow safety railing.

Umicore is the world's largest recycler of precious metals from old mobile phones, laptops, electronic scrap or spent catalyst materials.

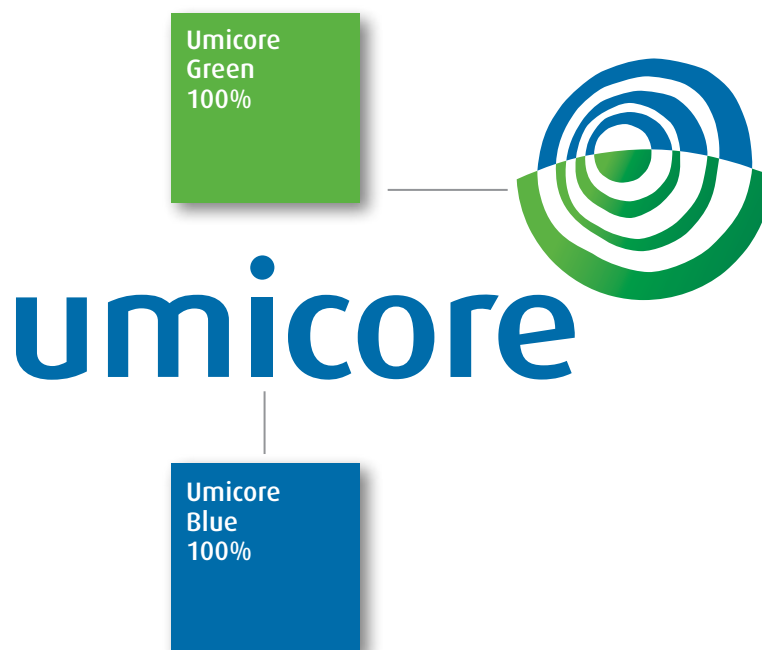
# The basic elements

Our Umicore identity is made up of a number of different basic elements: colour palette, typeface, horizon line device, photography, paper stocks. Together with the Umicore marque they form the building blocks of our identity and should be used correctly to make sure our brand is communicated powerfully and consistently all over the world.



# Primary colour palette

The primary colours are derived from the Umicore marque, and reflect the colours of the natural world. These colours must be matched accurately to ensure that they always appear consistently.



## Important note

The dark green graduation is not a primary colour, it is achieved by overprinting Umicore Blue (of which the lower part of the symbol is a white to blue graduation) on top of Umicore Green.

There is no three-colour version of the marque.

Please refer to section 1.2 for the other colour versions of the marque.

Primary colours	Spot colours	CMYK	RGB	Web	Environment
■ For Umicore Blue	Use PANTONE® 301	100, 38, 0, 18	0, 91, 153	#006699	RAL 5010
■ For Umicore Green	Use PANTONE® 369	65, 0, 100, 5	86, 170, 28	#00CC00	RAL 6017

## The dark green breakdown below may be needed for certain applications e.g. painted signs

■ For dark green graduation	Use PANTONE® 348	100, 0, 91, 27	0, 135, 81	#009933	RAL 6029
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The colours shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standard. Consult current PANTONE Publications for accurate colour.

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# Secondary colour palette

The secondary colours are derived from the rich and vibrant colours found in nature, capturing the energy of 'materials for a better life'. They are **not** business unit or department specific, but a palette of colours for everyone to use to complement photography, enhance typography and show the diversity of the brand. Tints of these colours can be used in the horizon line device, charts, diagrams and as backgrounds. These colours must be matched accurately to ensure they always appear consistently.



The colours shown on this page and throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Colour Standard. Consult current PANTONE Publications for accurate colour.

PANTONE® is the property of Pantone, Inc.

	Secondary colours	Spot colours	CMYK	RGB	Web	Environment
	For Umicore Sky	Use PANTONE® 2925	85, 25, 0, 0	0, 142, 214	#0099CC	RAL 5015
	For Umicore Aqua	Use PANTONE® 3135	100, 0, 15, 10	0, 155, 170	#00CCCC	RAL 5018
	For Umicore Sand	Use PANTONE® 617	0, 5, 50, 15	204, 196, 124	#CCCC99	RAL 1000
	For Umicore Grass	Use PANTONE® 397	10, 0, 100, 10	193, 191, 10	#CCCC00	RAL 1016
	For Umicore Sun	Use PANTONE® 124	0, 30, 100, 0	224, 170, 15	#FFCC33	RAL 1003
	For Umicore Flame	Use PANTONE® 138	0, 45, 100, 0	216, 140, 2	#FF9900	RAL 2000
	For Umicore Terracotta	Use PANTONE® 173	0, 70, 100, 5	209, 68, 20	#FF6633	RAL 2002
	For Umicore Cherry	Use PANTONE® 1085	0, 90, 100, 25	175, 38, 38	#CC3333	RAL 3013
	For Umicore Ruby	Use PANTONE® 2425	40, 100, 0, 25	135, 0, 91	#990066	RAL 4006
	For Umicore Violet	Use PANTONE® 527	75, 100, 0, 0	122, 30, 153	#660099	RAL 4008



## Using colour tints

Colour tints of the secondary palette can be used to enhance layout. Three different percentages of tints are recommended: 60% - 30% and 10% of each secondary colour can be used.

For backgrounds supporting text the 10% tint should be used by preference.

# Corporate typeface

The corporate typeface is Dax, the same typeface on which the marque is based. It has been specially selected because it is very easy to read, and feels clean and engineered. Dax should be used on all applications where possible. Dax can be used in 4 weights: light, regular, medium and bold, and in italics with the same weight. Do not italicise the font when the original Dax Italic font is not installed.

Dax Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

Dax Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

Dax Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

Dax Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

Dax Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

Dax Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

Dax Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

Dax Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

## Non-Roman base typeface

Where Dax is not available (e.g. Cyrillic, Bulgarian, Japanese text etc.) Arial is the recommended alternative typeface. In the rare case that Arial is not available, we recommend using a similar sans-serif font.

## Serif typeface

In some unusual circumstances such as charts or diagrams, you may need to use a serif typeface to complement Dax. In these instances please use 'Scala' which has been specially selected to complement Dax. Always ensure that Dax is the most prominent typeface used.



### Important note

When you are using any of these typefaces, please ensure you have the correct licence to do so.

# Digital and system typeface

On PC templates or digital applications Arial (or Verdana) is the preferred typeface, because it is readily available on all systems. Dax can still be used in combination with Verdana on websites in headings or feature text, when it is set up as .jpg, .png or .gif formatted images.

### Fields of application

- Arial : Word, Excel, PowerPoint, ...
- Verdana : Websites

Most PC templates and digital applications can use Arial as the main font (e.g. Microsoft Office). The website uses Verdana, this is the only exception.

For suggested layouts and typographic styling, refer to the literature and stationery sections of these guidelines. The stationery section gives detailed guidance on alternative typefaces for body text.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890&€@%?!()+-=:;,.**

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

### Serif typeface

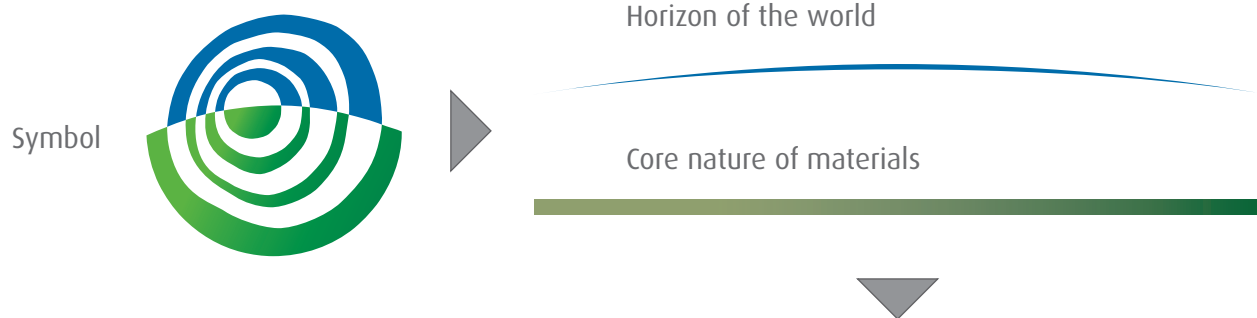
In some unusual circumstances such as charts or diagrams, you may need to use a serif typeface to complement Arial. In these instances please use 'Times New Roman'. Always ensure that Arial is the most prominent typeface used.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890&€@%?!()+-=:;,.

# The horizon line device

The Umicore design system uses a graphic horizon line device to build a unique and recognisable style across all applications. It is derived from the symbol, and is a combination of the world's horizon and the core of materials. The horizon line device comes in either a curved version (used mostly on covers, etc.) or a straight version (used in spreads, large formats, etc.), and uses two different tints (100% - 60% or 60% - 30%) of a single Umicore colour (primary or secondary).



## Curved horizon line device

The curved version should by preference be used when you first see the Umicore marque on any application. It is therefore used mostly on brochure covers, advertisements, livery, signage, banners, etc.

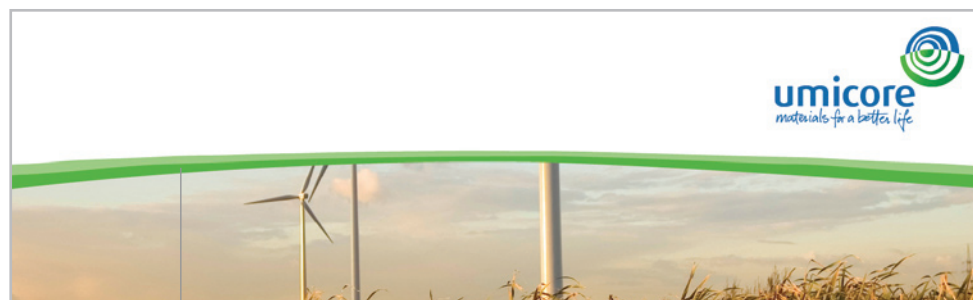
The device is used to create an isolation zone for the Umicore marque for optimum clarity.

Don't crop, distort or use it more than once in the same field of view.

The horizon line device is **mandatory** on covers of brochures, magazines, product sheets, etc.

### Remark:

The isolation zone can also be created by leaving out the horizon line device and just using the white space on inner pages or ads.



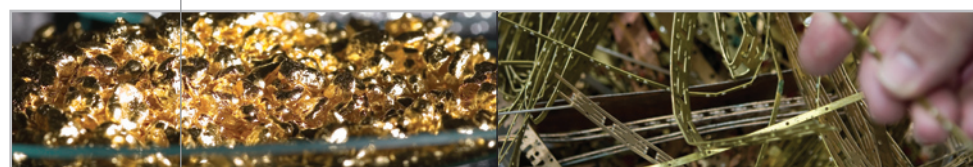
Two different tints of a single Umicore colour

## Straight horizon line device

The straight version should by preference be used when you have seen the curved horizon line on an application. It is therefore used within spreads.

The straight horizon line is used mostly in brochures to separate images from text or to help organise a page.

Don't overuse it (only once per page), don't crop it, distort it, or use it on the same page as the curved horizon line.



The Umicore design system uses a graphic horizon line device to build

The horizon line device comes in either a curved version (used most

# Using the horizon line devices









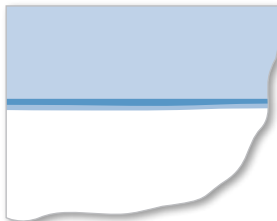



There are 4 ways of using the lines: with an image, with flat colours, with tinted colours or on white. To maintain clarity and consistency there are different tint values that need to be applied to each version.

### Primary colours

When using the line devices with the primary colours, only the colour combinations shown below should be used.

### Secondary colours

When using the line devices with the primary colours, only the colour combinations shown below should be used.

<p>With images Applies to curved and straight line</p>		<p><b>Horizon line:</b> 60% and 100% of Umicore Green</p>			<p><b>Horizon line:</b> 60% and 100% of chosen secondary colour</p>
<p>With solid colours Applies to curved and straight line</p>		<p><b>Horizon line:</b> 60% and 100% of Umicore Green</p> <p><b>Solid colour:</b> 100% of Umicore Blue</p>			<p><b>Horizon line:</b> 30% and 60% of chosen secondary colour</p> <p><b>Solid colour:</b> 100% of chosen secondary colour</p>
<p>With tinted colours Applies to curved and straight line</p>		<p><b>Horizon line:</b> 30% and 60% of Umicore Green</p> <p><b>Tint colour:</b> 20% of Umicore Green</p>			<p><b>Horizon line:</b> 30% and 60% of chosen secondary colour</p> <p><b>Tint colour:</b> 20% of chosen secondary colour</p>
<p>On white Applies to curved and straight line</p>		<p><b>Horizon line:</b> 30% and 60% of Umicore Green</p>			<p><b>Horizon line:</b> 30% and 60% of chosen secondary colour</p>

# The photographic library

Photography is integral to the Umicore brand identity and helps position Umicore in its sector. It is an important way in which Umicore can bring to life and express its mission 'materials for a better life'. The photographs should always follow the principles set out below.

## Worldly



The scenes shown could be anyone, anywhere in the world, rather than specific people or places.

## Reportage style



Show people in real-life situations, rather than staged scenarios.

## Vibrant



Contain a sense of energy and rich colours.

## An updatable (online) library

It is our aim to create a photographic library that is constantly up-to-date, and will reflect that we are in touch with the needs of our customers in our various markets. The images that follow are examples from our online photographic library. If you cannot find a suitable image or have any question regarding the library you can always contact: Ronny Van Loock, Umicore Corporate Communication, Brussels (CorporateCommunication@umicore.com).

## Important note

Images, photographs, illustrations used in any kind of publication related to Umicore should be approved by Umicore. Also the copyright of this imagery should be owned by Umicore.

Any other legal issues (copyright relating to items in the picture; protection of individual rights to identification) should be settled in writing with the concerned parties before the picture is used.

# Cropping the images

All Umicore images have been purposefully shot. Therefore, it is important not to change the intention of the images when cropping.

✓ Crop contains both the application of Umicore's work and people.



✗ Crop only contains people, and does not show how Umicore is involved.



✗ Crop only contains the product, and does not capture the benefit of people.



✓ Crop contains both person and the product in Umicore environment.



✗ Crop only contains the person, and does not show how he is working with the product.



✗ Crop only contains the product being produced, and does not show the person.



✓ Crop shows clearly that product/material is the focus.



✗ Do not crop the outline of material/product photography in a bad way.



✓ Right crop clearly shows the material/product texture and shape.



✗ When using material/product photography avoid dull or cluttered backgrounds



# Using the images

The graphic library has been split into four areas for ease of use. These areas cover the range of Umicore's activities: real world applications, our plants and our people, material and product applications, and environmental shots.

## Umicore image bank (for internal use)

All the images on the following pages are examples of what is available in the corporate image bank in the Group intranet. These images are in a low resolution format only and should only be used for visualising, selection and PowerPoint® presentations.

Please note that this is only a very limited selection of images presented.

They are not suitable for printing.

## Umicore image bank (for external use)

If you require a high resolution version of an image for print shop use, you can consult the external online corporate image bank (access authorization is needed). If necessary please contact: Ronny Van Loock, Umicore Corporate Communication, Brussels ([CorporateCommunication@umicore.com](mailto:CorporateCommunication@umicore.com)).



# Real world applications

The Umicore real world photography is used on all corporate applications to communicate Umicore's mission 'materials for a better life'. These shots illustrate Umicore's presence in everyday situations, and how Umicore's materials touch people's lives.



## Image criteria

- ✔ People are the focus
- ✔ Materials in real world applications
- ✔ People enjoying their daily lives

- ✔ A sense of movement and dynamism
- ✔ Vibrant colours and lighting
- ✔ Interesting angles, crops and perspectives

Above a checklist of the qualities real world application photography should contain. Depending on content, not all photographs can meet all checklist points, but should cover as many as possible.

# Our plants and our people

This is the world of Umicore's people captured in their daily environments. This area covers all Umicore's activities, from plants and factories, to research and head office.



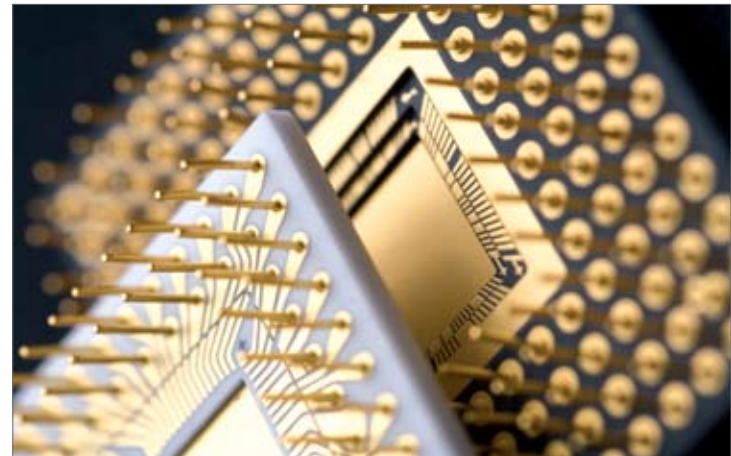
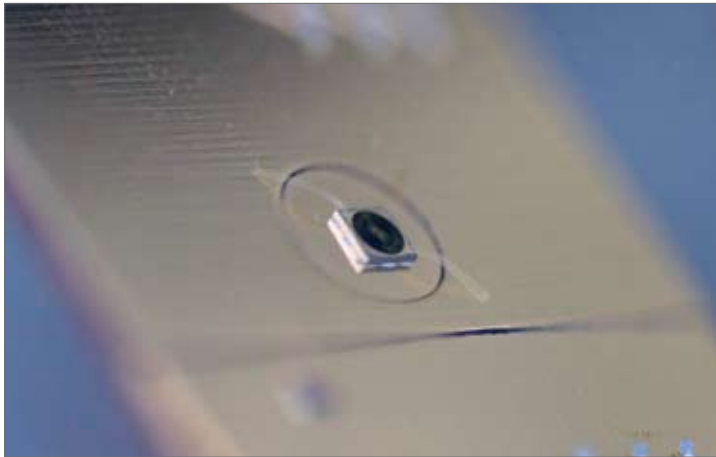
## Image criteria

- ✔ Products and people are the focus
- ✔ Products and people appear in their natural environment
- ✔ People captured in their daily working lives
- ✔ Shows a sense of human scale
- ✔ Shows a sense of movement and dynamism
- ✔ Vibrant colours and lighting
- ✔ Interesting angles, crops and perspectives

Above a checklist of the qualities our plants and our people photography should contain. Depending on content, not all photographs can meet all checklist points, but should cover as many as possible.

# Material and product application

Detailed photography is used to illustrate Umicore materials and products. They can be cropped either as a texture or as an item.



## Image criteria

- ✓ Captures the uniqueness of colour, shape, texture of products and applications
- ✓ Clean cut-outs or textures
- ✓ Shows a sense of movement and dynamism
- ✓ Vibrant colours and lighting
- ✓ Interesting angles, crops and perspectives

Above a checklist of the qualities material and product application photography should contain. Depending on content, not all photographs can meet all checklist points, but should cover as many as possible.

# Environmental shots

This area illustrates Umicore's environmental awareness. It falls into two groups; how Umicore supports the environment, and depicting the environment around us.

Examples how Umicore supports the environment



Examples depicting the environment around us



## Image criteria

- ✓ Captures the relationship between the environment and our plants
- ✓ Refers to about how Umicore has worked with the environment
- ✓ Interesting angles, crops and perspectives
- ✓ Shows a sense of movement, dynamism and of human scale

- ✓ Captures the natural environment and highlights the issues with which Umicore is concerned
- ✓ From details of the characteristics of nature, to a larger sense of the surroundings
- ✓ Shows a sense of human scale

Above a checklist of the qualities environmental shots should contain. Depending on content, not all photographs can meet all checklist points, but should cover as many as possible.

# Paper stocks

So that we can communicate a unified brand identity worldwide, it is important that the paper stocks are consistent. The paper should have a natural, organic, uncoated feel, which is neither too bright nor too dull. Below is a table illustrating our preferred choice of stocks:

Item	Paper stock	Finish	Weight
A4 Letterhead	Opale Premier	Pure white	100g/m <sup>2</sup>
A4 Letterhead continuation	Opale Premier	Pure white	100g/m <sup>2</sup>
Compliments slip	Opale Premier	Pure white	100g/m <sup>2</sup>
Business card	Opale Premier	Pure white	250g/m <sup>2</sup>
Press information	Opale Premier	Pure white	100g/m <sup>2</sup>
Envelope	Opale Premier	Pure white	80 - 100g/m <sup>2</sup>
Label	Match to Opale Premier	Pure white	
Brochure cover	Munken Lynx	Uncoated	300g/m <sup>2</sup>
Brochure spreads	Munken Lynx	Uncoated	150g/m <sup>2</sup>

## Recycled stocks alternatives

Item	Paper stock	Finish	Weight
Cover	Cameron Blanc	Offset white	240g/m <sup>2</sup>
Inside spreads	Cameron Blanc	Offset white	135g/m <sup>2</sup>