

Section 4

Applying the elements

Umicore is a world leader in the production of key materials for rechargeable batteries used in laptops and mobiles.



Applying the elements

Applying the basic elements effectively is essential to ensure we have a strong and consistent brand. This section shows some principles on how the elements should be used together.

The collage illustrates the Umicore brand identity elements in various contexts:

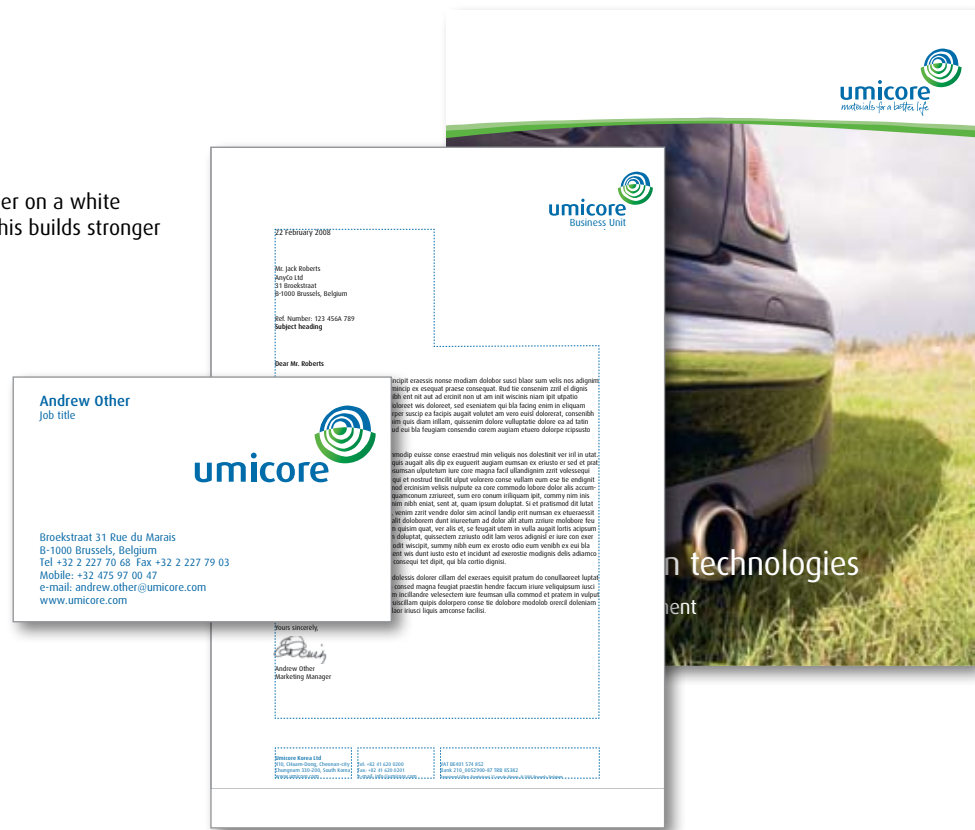
- Car Dashboard:** Shows the Umicore Business Unit logo in the top right corner of a car's infotainment system interface.
- Business Card:** Features the Umicore logo and contact information for Andrew Other, Marketing Manager, at Broekstraat 31, Brussels.
- Email:** A sample email header with the Umicore logo and recipient details for Mr. Jack Roberts.
- Signage:** A vertical sign for 'Entrance B Visitors' featuring the Umicore logo and a stylized 'B' icon.
- Photo:** A photograph of a worker in a blue uniform with the Umicore logo on the sleeve. A handwritten-style text overlay reads 'materials for a better life'.

Clarity and structure

The elements should create a sense of clarity and structure. This can be achieved through the position of the marque, the clarity of typography, and the use of the horizon line device.

Consistent position of the Umicore marque

The Umicore marque should appear in the top right corner on a white background, in most applications. Through consistency this builds stronger and more instant recognition.



Hierarchy of typography and information

Consistent typography style makes it easy to navigate through information.

- 1| Main picture: Liquid mixtures at the research and development facility at Olen
- 2| Insert: Liquid mixtures being prepared for tests

Umicore Precious Metals Refining

The elements should create a sense of clarity and structure. This can be achieved through the position of the marque.

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Keep heading brief and to the point.

Create structure in information by consistently using secondary colour to separate introductory text and sub-heads from more detailed body copy.

Clearly separate and distance captions away from other text.

Using the horizon line device to structure other elements

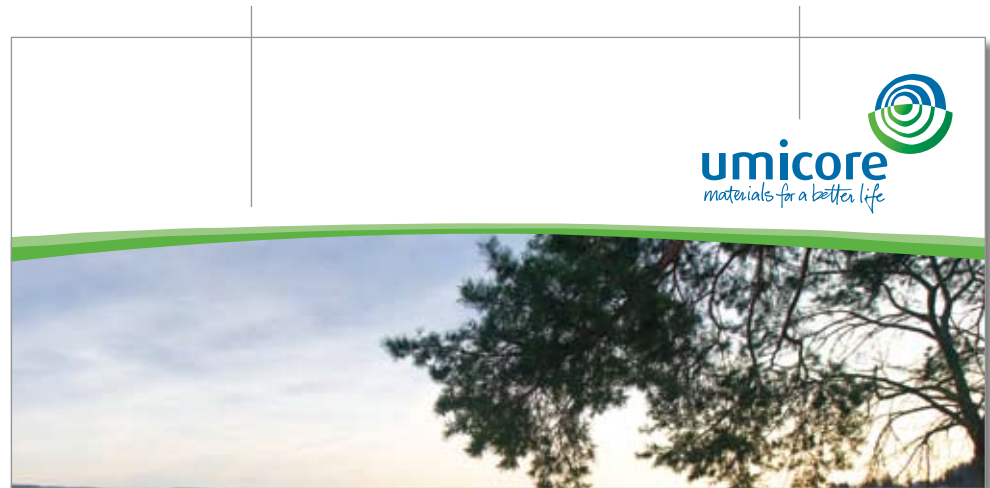
Using the horizon line device is an effective way of creating a strong and clear structure, to all applications and information.

The curved horizon line device is preferably used on covers of brochures, magazines, etc. No imagery should be used above the curved horizon line device.

For inside pages and spreads use the straight horizon line device to separate photography from other information.

Create a clear isolation zone for the marque through the use of the horizon line device.

When the marque is used in this position, no other text or imagery should appear above the horizon line, except for a product brand name (See page 2.4 Co-branding section).

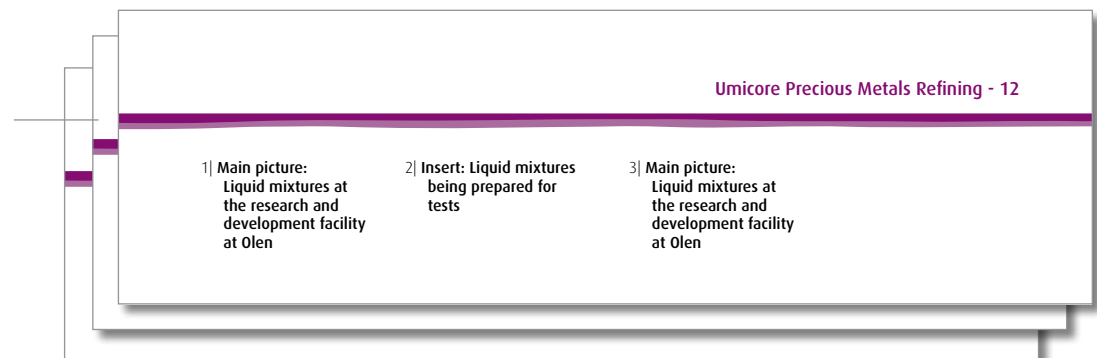


Separate photography from other information through the use of the horizon line device.



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Sometimes you may want to create unity across a large series of pages. This can be done through the use of the horizon line device. Subtitles and folio can be placed above the straight horizon line device on inside pages and spreads.



A unified look

When using the elements together, try to create a unified look for each application. This can be done by building on our unique graphic style, and creating synergy through the use of colour.

Building on our unique graphic style

The Umicore marque and horizon line device have a distinctive style. When creating other graphic elements, try to reinforce this style by using the same organic line of style.



Our unique graphic style already exists in our marque and horizon line device.

Reinforce the graphic style through the use of the same organic line of style, in other elements such as image borders, text insets, charts etc.

Umicore Precious Metals Refining



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1| Main picture: Liquid mixtures at the research and development facility at Olen

Where our precious metals are used

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Create colour synergy

When choosing colour for applications, aim to create synergy between the dominant colour of photography, typography, the horizon line device and other graphic elements.



Research & Development

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Create colour synergy between the photography, the horizon line device and the photography.

The feature colour.

For small details, use the feature colour.

For the main body of text use black to emphasise the colour synergy between the other elements.



Precious Metals Refining

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¹⁾ Main picture: Liquid mixtures at the research and development facility at Olen

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Precious Metals Management

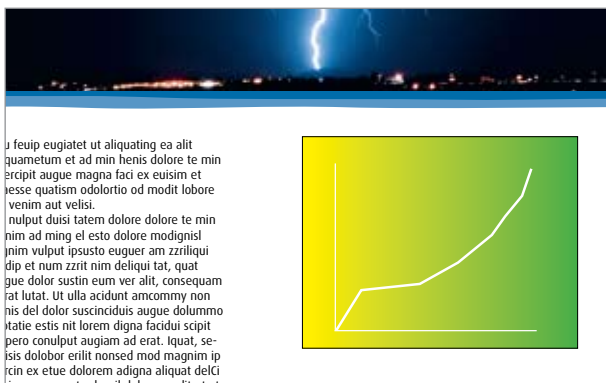
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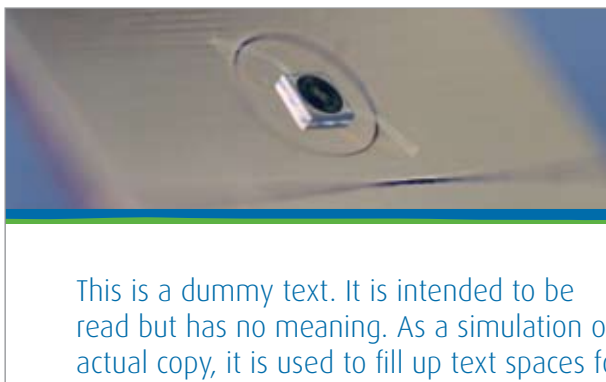
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Precious Metals Services

Please do not...



X Do not use graphic styles that clash with the style of the horizon line device.



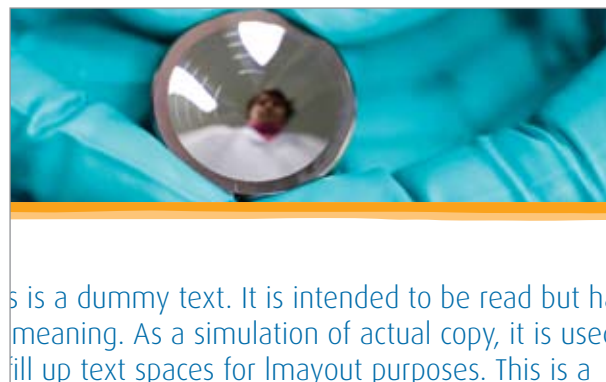
X Do not mix colours within the horizon line device.



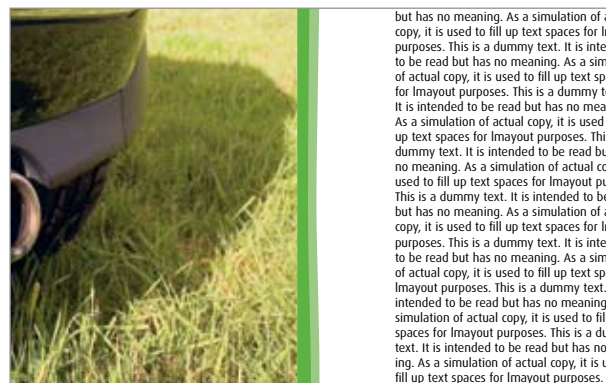
X Do not place images on top of the horizon line device.



X Do not use the curved horizon line device on spreads, and do not try to squash too much text onto a spread.



X Do not choose colours that don't create a colour synergy with the image.



X Only use the horizon line device horizontally.