

Section 6

The literature system

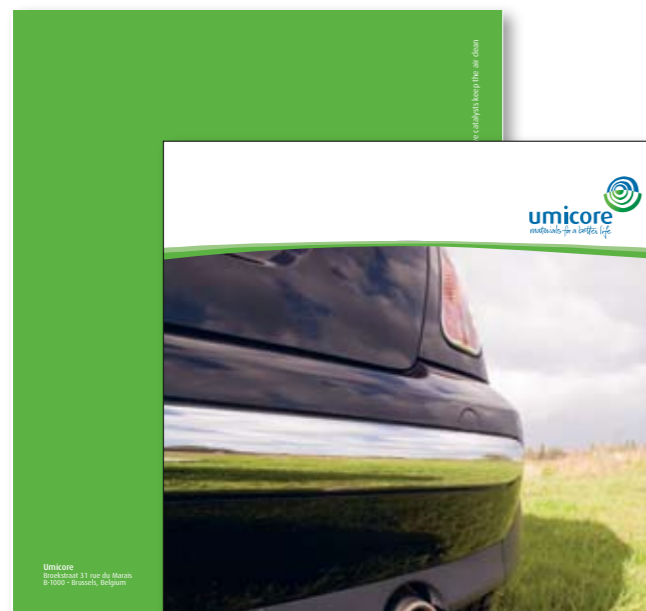
Umicore is committed to sustainable development.
As main sponsor of the Belgian Solar Team it
supports 'green energy' initiatives.



The literature system

The literature system outlines the visual style for Umicore’s corporate and product brochures, and sets the style for other publications not covered in these guidelines, such as newsletters. Umicore literature should build a strong and consistent style, working with the Umicore marque and basic elements. This section illustrates how the system works through examples of covers, back covers and spreads.

Example of back cover



Example of cover



Example of spread



Corporate brochure covers

Corporate brochures are for public consumption and should therefore widely communicate Umicore’s mission, ‘materials for a better life’. To emphasise their importance, corporate brochures are designed in a special format (210 x 260mm), slightly shorter than A4.

Examples of corporate brochure covers



These brochures should always use the Umicore marque with the strapline. The position and size of the marque and horizon line device should always follow the example above. Imagery should be selected so that each brochure is individual, but all brochures together should create a better understanding of ‘materials for a better life’.

(For further details on selecting photography, please go to the Group image bank available on the Group Intranet). Headings and sub-headings may be used when required. See detailed guidelines overleaf.



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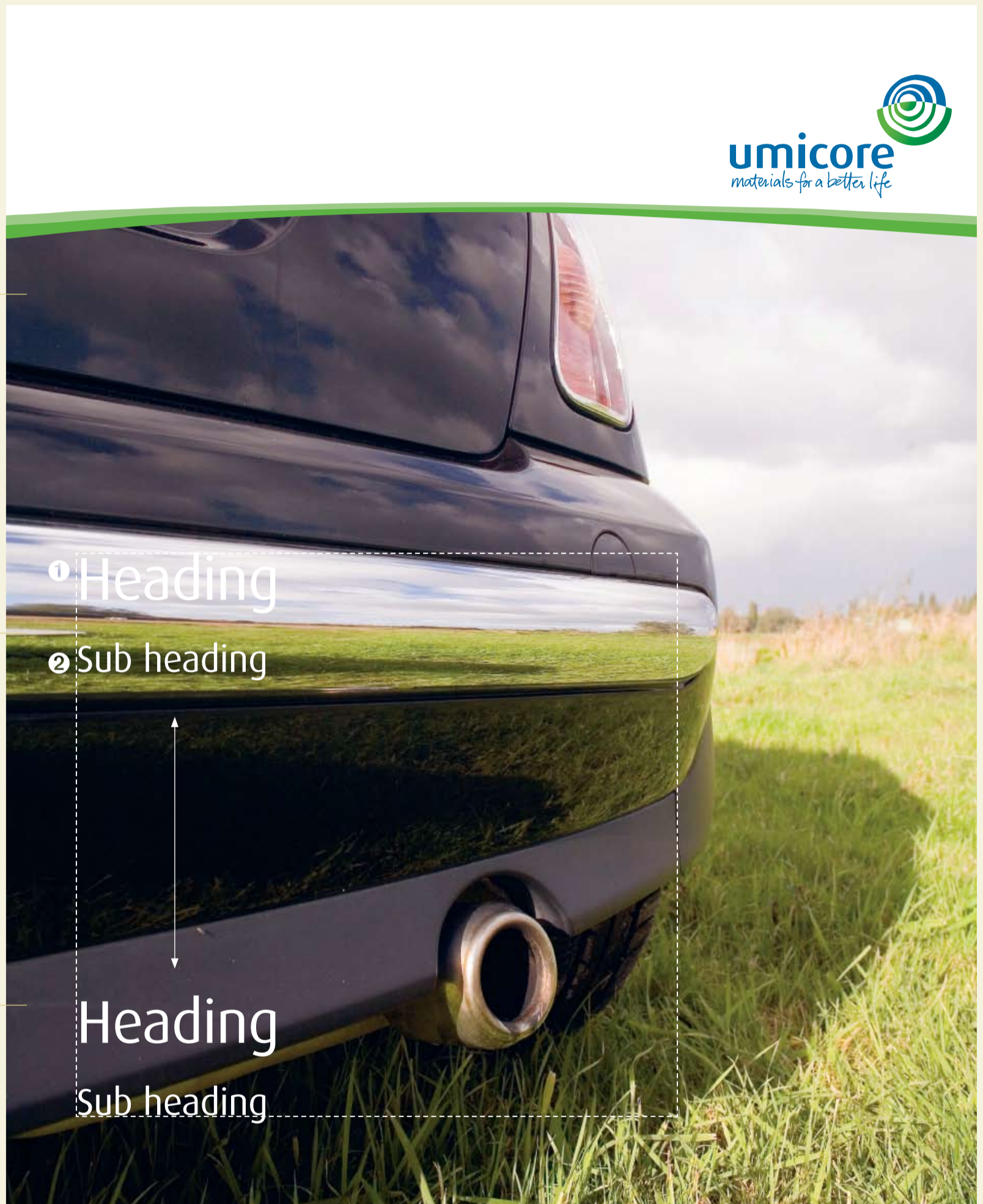
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1 On corporate brochures the horizon line should always be Umicore Green. Refer to page 3.7 for further tint specifications.

1 Corporate brochure cover imagery should always reflect materials for a better life. Select imagery that works in harmony with Umicore Green in the horizon line device.

1 Make sure when using the heading, that you position it in a clear space within the image and use either Umicore Green or white.



68

20

All measurements in millimeters

Artwork specifications

Format: 210 x 260mm
Print: 4-colour CMYK

- 1 Heading: Dax Regular 37/46pt
- 2 Sub-head: Dax Regular 23/30pt

Stock specifications

Front and back cover: Munken Lynx Uncoated 300 g/m²
Brochure spreads: Munken Lynx Uncoated 150 g/m²

Fully recycled stocks may be used instead of Munken Lynx. See page 3.15 on recommended stocks.

1 Product brand



! The colour of the horizon line device should be taken from the secondary colour palette.

! Make sure when using the heading, that you position it in a clear space within the image and use the same colour as the horizon line device or white.

! Product brochure cover imagery should always reflect Umicore products and plants. Select imagery that works in harmony with the secondary colour in the horizon line device.

2 Heading

3 Sub heading

2 Heading

3 Sub heading



All measurements in millimeters

Artwork specifications

Format: 210 x 297mm
Print: 4-colour CMYK

Stock specifications

Front and back cover: Munken Lynx Uncoated 300 g/m²
Brochure spreads: Munken Lynx Uncoated 150 g/m²

1 Umicore product brand (where appropriate):
Dax Medium 21/24pt (aligned with master brand)

2 Heading: Dax Regular 37/46pt

3 Sub-head: Dax Regular 23/30pt

4 Business unit/line marque artwork should be created from the master file found on the CD-Rom artwork in this guidelines manual.

Fully recycled stocks may be used instead of Munken Lynx. See page 3.15 on recommended stocks.

Product brochure covers

All product brochures for business units, business lines, departments and products of Umicore have a similar look and feel to corporate brochures. However they should be standard A4 format.

Examples of product brochure covers



These brochures should use either the Umicore marque with the strapline, or the appropriate business unit marque. The position of the marques is fixed. The colour of the horizon line device should work in harmony with the cover image and not contrast with it. Make sure you achieve clarity and legibility when using headings, by taking care when choosing the position and the colour of the text.

Only white or Umicore secondary colours (used in the horizon line device) should be used for the headings and sub-headings.

When product brands need to be applied to product brochures, they should be placed in the top left corner on the same level as the wordmarque.

Only product brands (e.g. Nanograin®, Zano®) can be placed above the horizon line device.

See detailed guidelines overleaf.

Back covers

Back covers of all brochures should work in harmony with the front covers. The colours should be the same as the horizon line device on the front, and not contrast with it. All formats follow the same grid measurements and typographic specifications.

Example of corporate brochure



Corporate brochure back cover

The corporate brochure back cover should always use the Umicore Green from the horizon line device. Do not use illustration, photography or the Umicore marque. The only information that should appear is the appropriate Umicore address, and where suitable, a caption about the cover image.

The horizon line device and photography should not be used on the back page.

Example of product brochure

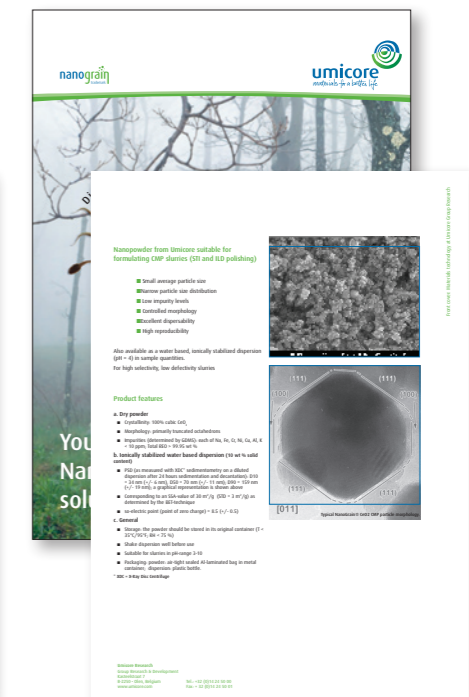


Product brochure back cover

The product brochure back cover should always use the colour of the horizon line device on the front cover. Do not use illustration, photography or the Umicore marque. The only information that should appear is the appropriate Umicore address, and where suitable, a caption about the cover image.

The horizon line device and photography should not be used on the back page.

Example of product sheet



Product card back cover

For product sheets (or 4- to 6-page leaflet brochures) the back can be used like an internal spread. The address must still appear on the bottom in the same position as on all other brochure back covers. Also, the optional cover shot caption can appear on this back cover, but can not move up or down to suit the design. Colour should take reference from the secondary colour in the used horizon line device.

The horizon line device should not be used on the back page.

Back cover measurements

Artwork specifications

Format:

Corporate brochure 210 x 260 mm
All other brochures 210 x 297 mm

Print: 4-colour CMYK

- 1 Departments or subsidiaries of Umicore (where appropriate):
Dax Medium/Regular 7/8pt
Postal and web address: Dax Regular 7/8pt
(groups of numbers 6.75/8pt)

- 2 Company telephone, fax and e-mail or personal telephone and fax:
Dax Regular 7/8pt
(groups of numbers 6.75/8pt)

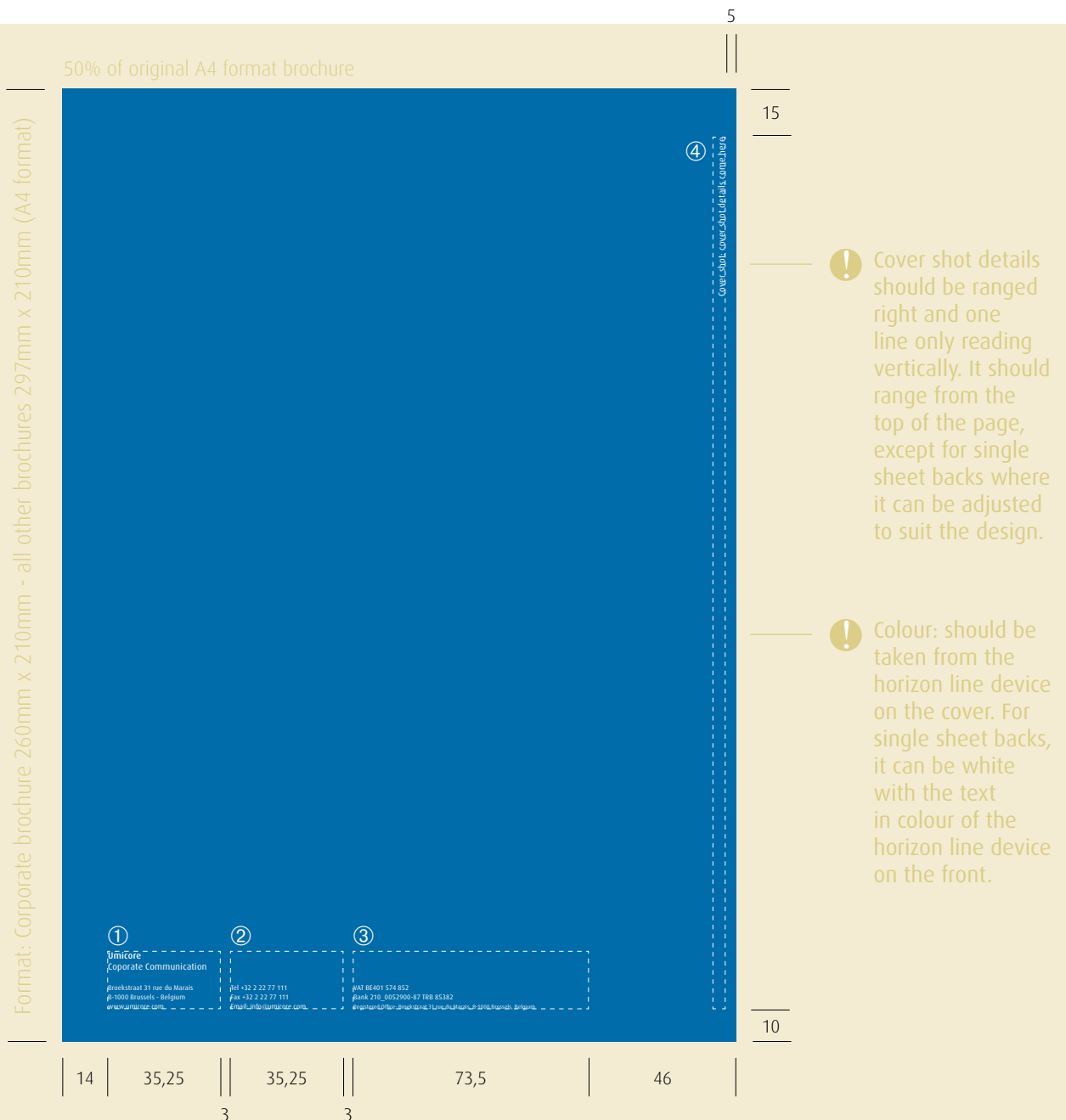
- 3 VAT, Bank references or personal e-mail:
Dax Regular 7/8pt
(groups of numbers 6.75/8pt)
Registered office address: Dax Regular 5/8pt

- 4 Cover shot details: Dax Regular 8/9pt

Stock specifications

Front and back cover: Munken Lynx Uncoated 300 g/m²
Brochure spreads: Munken Lynx Uncoated 150 g/m²

Fully recycled stocks may be used instead of Munken Lynx. See page 3.15 on recommended stocks.

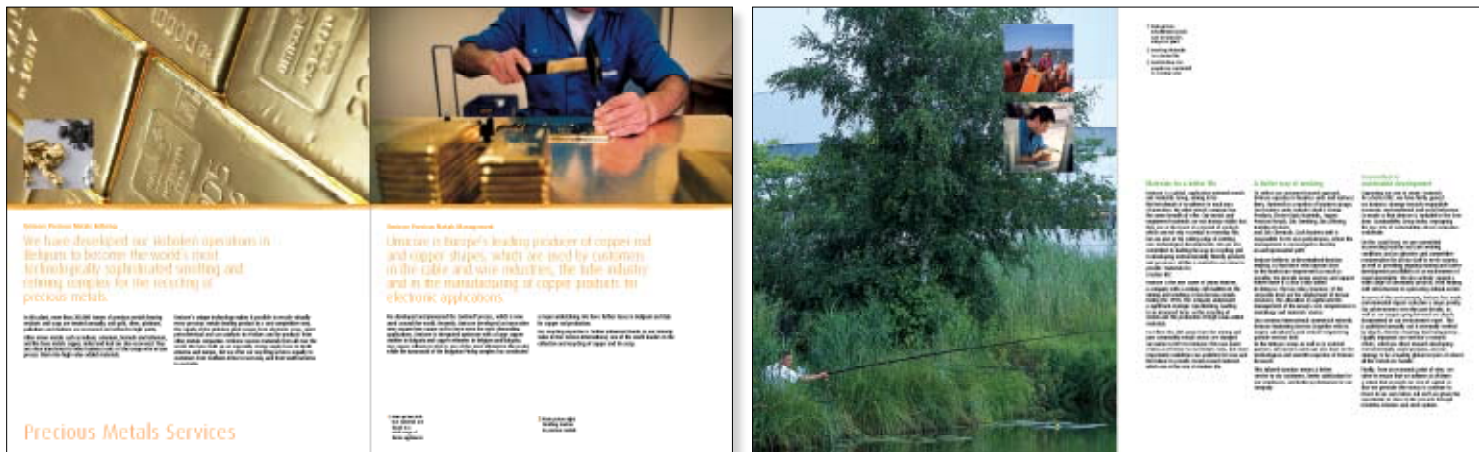


All measurements in millimeters

Spreads

Photography, illustrations, the straight horizon line device, typography and secondary colour palette can all be combined to create a distinctive style for corporate, business unit and product spreads. The way the elements are used can be adjusted to suit different types of brochures (from corporate to business unit or product).

Examples of corporate brochure spread



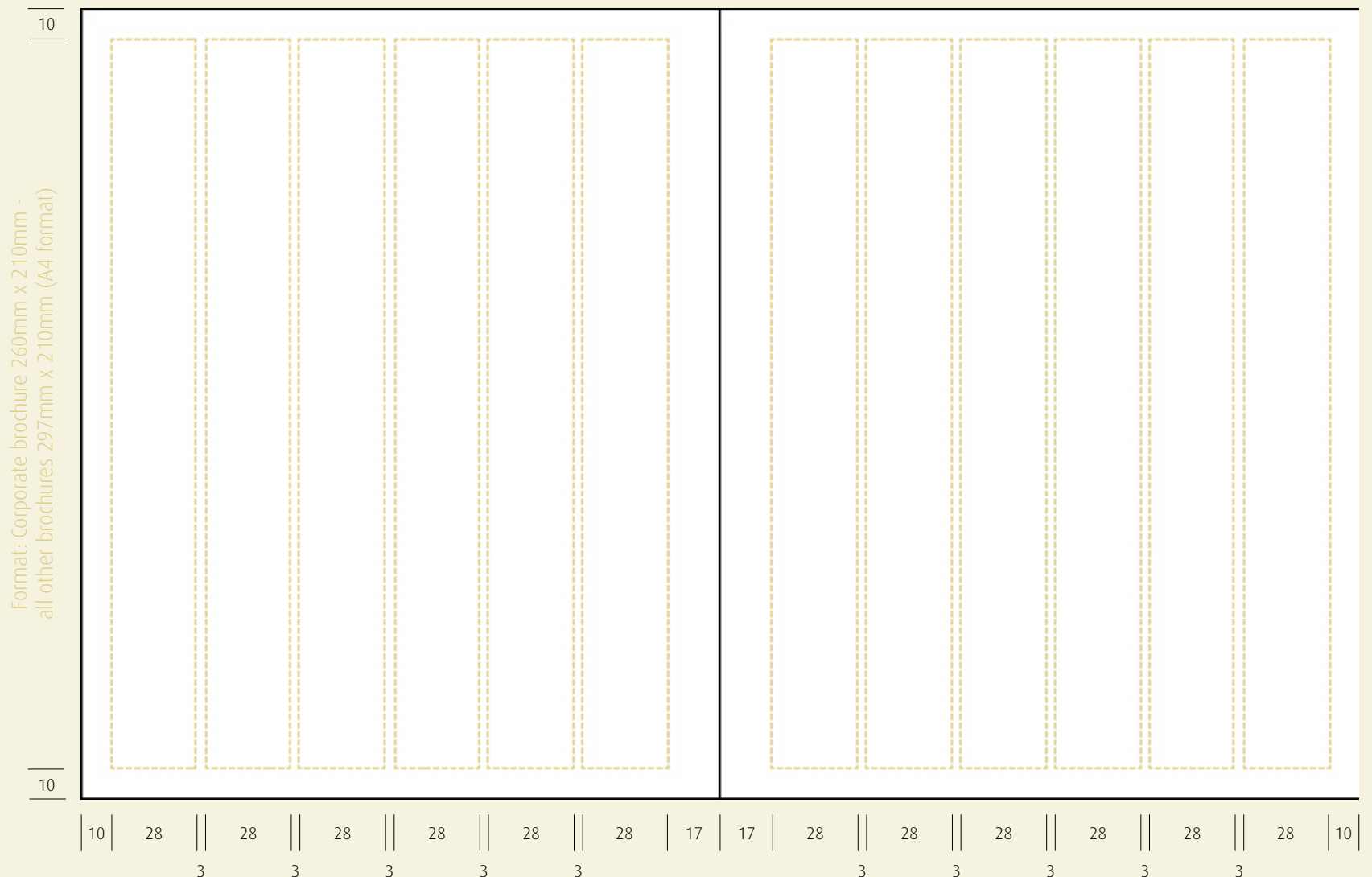
Examples of product brochure spread



Spreads - grids

A six column grid has been set up which should form the basis for all brochure spreads. The grid can be used to create different column combinations for text, and can be used to align photography, illustrations and charts. Using the grid will ensure that all brochure spreads have a common consistent style. By merging columns from the basic grid, 2- and 3-column layouts can be easily created.

50% of original corporate format brochure



All measurements in millimeters

Spreads - typography

Brochure typography should always work in harmony with the other basic elements, and should always be simple and clear. A series of type sizes and use of colours has been developed for headings, feature text, sub-headings, body copy and for captions. These should be used throughout brochure spreads to ensure all literature has a common consistent style.

Example of recommended typography sizes

Heading: Dax Regular 34/38pt

Option 1 feature text: Dax light 21/23pt, range left.
Any primary or secondary colour can be used.

Option 2 feature text: Dax Light 16/22pt, range left. Any primary or secondary colour can be used. Black should not be used.

Sub-heading, range bottom left: Dax Medium 10.5pt/11pt

Body copy: Dax Regular 8/9.5pt, range left. Space after body copy should be 4.75pt.

As a simulation actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. This is dummy text it is intended to be read but have no meaning. As a simulation actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. This is dummy text it is intended to be read but have no meaning. As a simulation actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. This is dummy text it is intended to be read but have no meaning. As a simulation actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. This is dummy text it is intended to be read but have no meaning. As a simulation actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. This is dummy text it is intended to be read but have no meaning.

Headings should not exceed more than four lines sub-heading, range bottom left

Body copy: Dax Regular 8/9.5pt, range left. Space after body copy should be 4.75pt.

As a simulation actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain.

Space before sub-heading: 9.5pt Space after sub-heading: 4.75pt

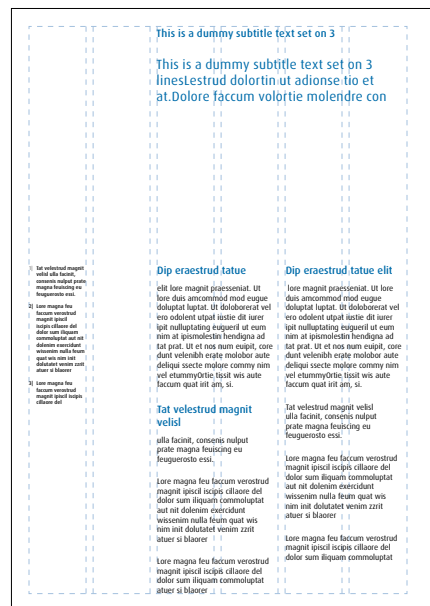
This is dummy text it is intended to be read but have no meaning. As a simulation actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. This is dummy text it is intended to be read but have no meaning. As a simulation actual copy, using ordinary words with normal letter frequencies, it cannot deceive the eye or brain. This is dummy text it is intended to be read but have no meaning.

1| Captions: Dax Medium
7/8.5pt, black.
Number & bracket: Dax
Regular 7/8.5pt, any
secondary colour/black.
All ranged left.

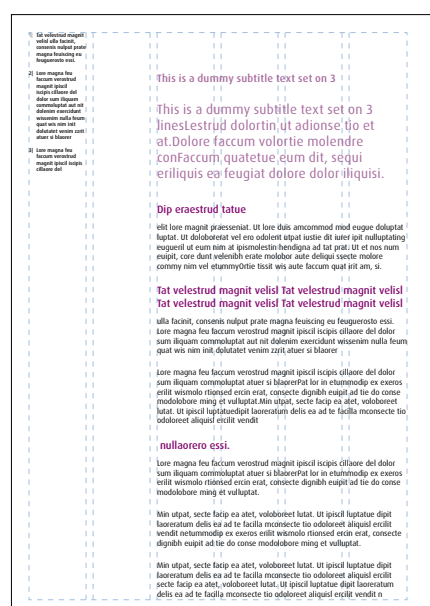
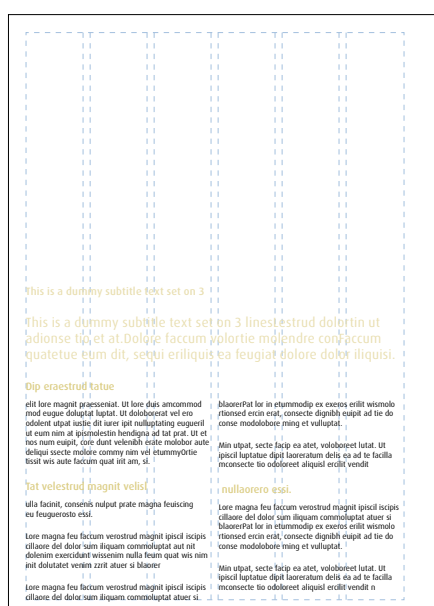
Spreads - typographic columns

The grid can be used to create either two or three column grids for general text. However, these do not always need to be set solidly. Create instead a more spacious design which will make the brochure more dynamic and exciting.

Examples of 3 column grid layouts



Examples of 2 column grid layouts



Spreads - photography/illustrations

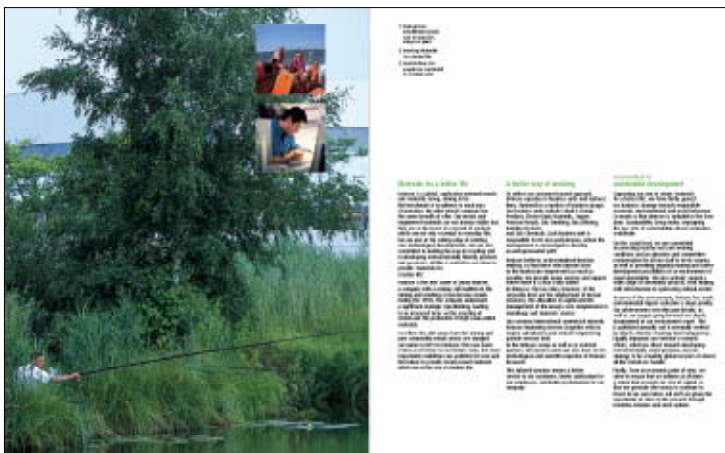
Photography and illustrations can be used throughout spreads in different ways: full page, as large graphical elements with a horizon line device, as full page images, as large images (e.g. 1/2, 1/4 page etc.) and as detail or inset images. On certain applications such as environmental and product brochures, illustration can be used instead of photography. Illustration is not used on the cover of the brochure.

Using full page photography

This maximizes the impact of the photography, and should always be full bleed.

Using photography with the horizon line device

This allows the photography to be powerful, whilst using the horizon line device as a way to separate it from all other elements.



Using photography freely, set to the grid

Always set to the grid to ensure a clean layout and a consistent look across all literature.



X Do not juxtapose clashing coloured photographs.



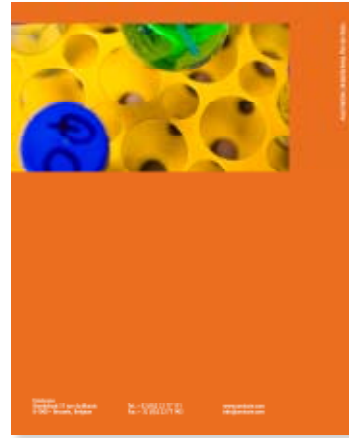
X Do not place large amounts of text or graphic elements on top of photography.



Please do not...



Do not put any other elements above the curve or headings over unclear backgrounds.



Do not use imagery on back covers, except for product sheets.



Do not misuse or use more than one horizon line device per spread.



Do not use colours for text which contrast with the colour of the photography, and always use the horizon line device across the whole spread.



Do not overuse secondary colours, especially as backgrounds.



Do not try and squash too much information into a spread, and do not split the horizon line device over a spread.