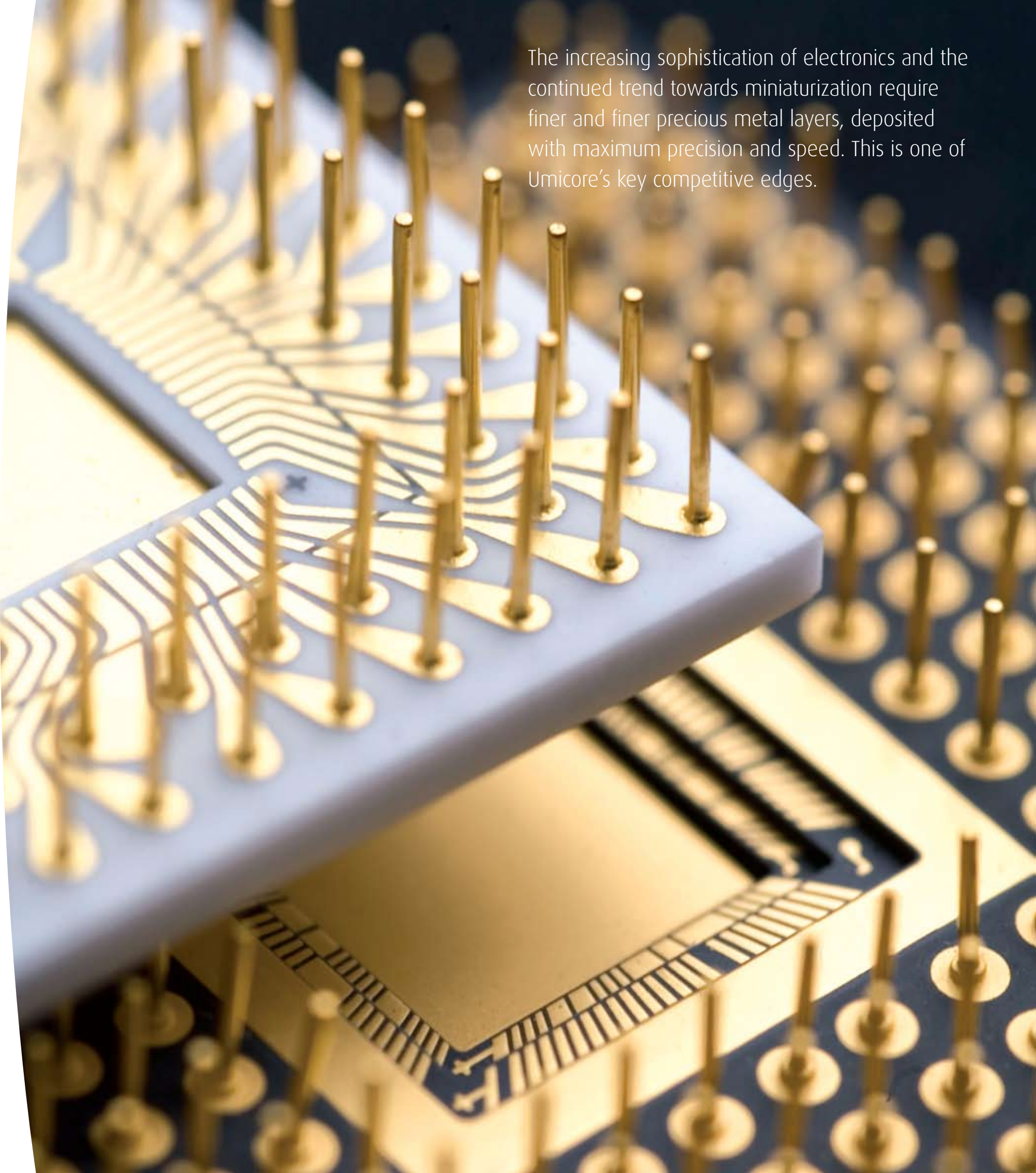


Section 8

Other applications



The increasing sophistication of electronics and the continued trend towards miniaturization require finer and finer precious metal layers, deposited with maximum precision and speed. This is one of Umicore's key competitive edges.

Promotional items

Promotional items help to make our brand visible in a much wider environment. They are often seen in isolation, therefore, to make the most of this opportunity to promote Umicore, the marque should appear with the strapline whenever possible.

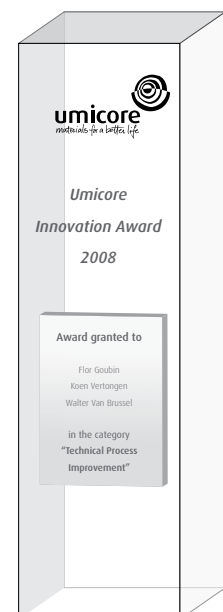
The minimum size rule should be adhered to when placing the marque on smaller items such as pens. The strapline should not appear on smaller items. The strapline should always be legible.

The clear space rule should be adhered to when placing the marque on items such as T-shirts, caps, bags, ... and it should only appear once in the same field of vision. The marque should always be used with the strapline and placed in prominent areas of the promotional items.



Stamping or engraving

The Umicore logo can be used for stamping or traditional engraving as well as laser-engraving applications. The stamping/engraving process should adhere to the existing rules regarding the use of colour on coloured backgrounds, or it can be 'transparent' allowing the Umicore logo to adapt the background's material or structure.



Important note

It is absolutely not allowed to use the symbol separately from the wordmarque.

The strapline can be used separately, but always in the same field of vision with the marque.

If in doubt about how and where to place the marque, use of strapline, please contact: Ronny Van Look or CorporateCommunication@umicore.com

Web applications

Web applications such as internet and intranet sites are important representations of the Umicore brand identity. These pages give general guidance on how to use the marques and basic elements effectively to ensure a consistent and coherent look.

The marque

On web applications the Umicore marque should always appear in the top right-hand corner, preferably on a white background. This is consistent with all other applications. Special .gif, .jpg and .png file formats can be used and have been created for all web applications (see CD-Rom delivered with these guidelines).

The Umicore marque should always be clear and legible and should adhere to the exclusion zone.

Internet and intranet sites should use the Umicore marque with the strapline whenever possible, because it is a customer oriented application. However when space issues arise, using the Umicore marque without the strapline is allowed. The use of the strapline separately from the marque is only allowed when presence in the same field of vision can be assured (e.g. one full screen large webpage without scrolling).

Colours used on the web

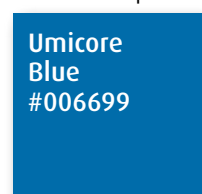
When using the Umicore colour palette on the web, be sure to use the correct web colours and don't create your own colours.

As with all applications, it is important to ensure colours are complementary and that you don't overuse colours on the same page.

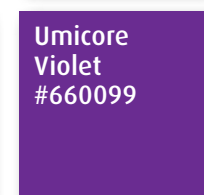
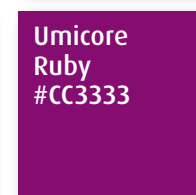
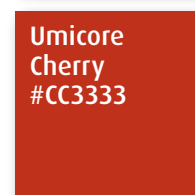
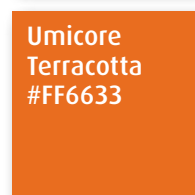
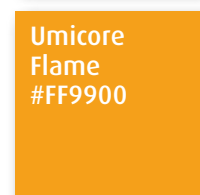
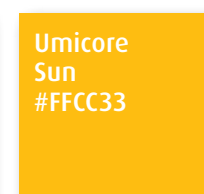
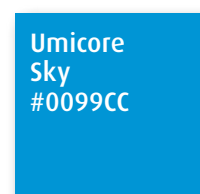
Web pages with a black background (or shades of black for text) should only be used for a specific reason or purpose (e.g. the Group's image bank on the Group's intranet).



Primary colour palette should be used on all homepages to create a strong link to the corporate brand.



Secondary colour palette should be used on other sections of the internet and intranet sites to help navigation.



Typography

Typography on the web should follow the same principles as the other applications in these guidelines. However, due to the web's restrictions, Verdana is used instead of Dax for all html text where possible. If Dax is required it should be imported as a .gif formatted file and used for headings, introductions or feature texts.

Horizon line device

To be economical with space, **the straight horizon line device should be used on the web**. When used consistently this creates structure and unity across all pages, and a clear isolation zone for the Umicore marque.

Use the horizon line device only once per page.

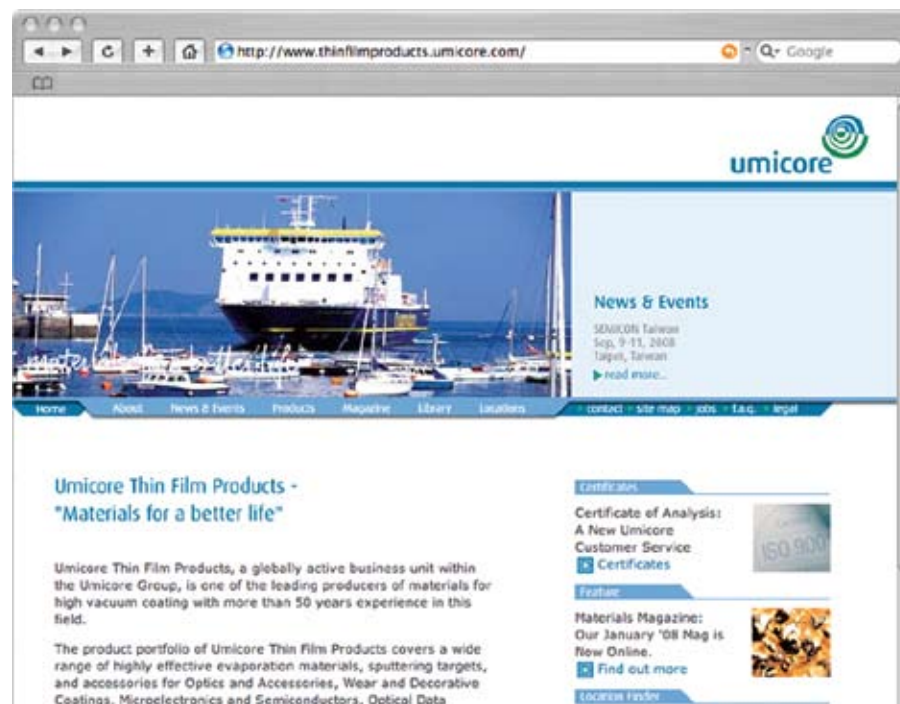
Photography

Photography is an important way in which Umicore can bring to life its mission 'materials for a better life'. Do not overuse photography as it reduces its impact and causes longer download times.

Here the photography should also follow the principles set out in section 3.

Create colour synergy between horizon line device, text and photography to create a unified look. See page 4.4 for further details.

Verdana is used for the HTML text.



The horizon line device creates a clear space for the Umicore marque.

Secondary colour is being used to highlight links.

! Important note

For promotional purposes the Umicore marque can appear animated when used in the top right corner and when delivered as a web banner for use in third party web applications. The animation of the marque should be created always respecting the brand guidelines (sizes, proportions, exclusion zone, colours, ...). The marque cannot be distorted or broken up for animation reasons.

Advertising

These pages give guidance for advertising. This style uses many similar principles to the literature system. See section 6 for further details. Dedicated campaigns can use different styles, the use of the basic elements have to be compliant to the guidelines.

Layout example for a generic advertisement

The position of the marque and the horizon line device follows the same principles as the literature system. See section 6 for further details.

The straight horizon line device can be used.

Imagery can be used to differentiate Umicore from other advertisements, by creating a more dynamic and vibrant look.

All typography should follow the principles set out in the literature system.

Please note that contact details here are treated in the same way as captions.

umicore
materials for a better life

Germanium Substrates:
Powering your Future!

It's all about sustainable energy.

GROUP T umicore

Dummy heading

This is a dummy sub-heading

Ut iusilla adiate delendonsed mincill andrerostrud diamconsed eu facilisi. Luptat dolum nismodo diatem alisim emis augait prat lorercip eliquat. Tummoloreet illa faccum nostrud tie er aute minis enim del ut la commodi amconsequis enim zzzit lutat.

Uptat iliquis eugait laor aliquis! ute estrud enit duipit enim quatie tem velit, quipit nonsectet, consendre facil et lutpate tinit wisl do od eu feugiamet vel il utem aut wis doloreetue doloreet adipis diam, quat. Dui eniat, quate ex ex exeraesectem quamet at.

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Umicore Electro-Optic Materials
Watertorenstraat 33, BE - 2250 Olen, Belgium
Tel +32 14 24 57 02 - Fax +32 14 24 58 00
substrates@umicore.com - http://substrates.umicore.com

Umicore marque with strapline or appropriate business unit marques.

! Important note

Use only images with Umicore copyright approved by Umicore management and available in the Group's image bank.

For more information about images you can contact Corporate Communication, Brussels - Ronny Van Loock or CorporateCommunication@umicore.com.


Background should be a 20% tint of a primary (corporate ads) or secondary (business unit or product ads) colour. See section 3 for more details on background colours and the horizon line device.

Advertisement should use the same grid as the literature spreads, and text can be set similarly in 2 or 3 columns of text. See section 6 for further details.

Different formats (continued)

These examples show how different formats work. These examples can be used for corporate, product and black & white recruitment advertisements.

Example of a tabloid recruitment advertisement



Customer Support Engineer
Building Products - Vilvoorde

Functie
Technische ondersteuning bieden aan de interne en externe verkoopteams, architecten en aannemers - het PRO ZINC en project support team leiden - opleiding voor gebruikers van VM ZINC® producten coördineren - technische inhoud van promotiemateriaal aanleveren - presentaties en brochures valideren - nieuwe producten en systemen ontwikkelen en adviseren - contact houden met onderzoekscentra en certificatie-instellingen.

Profiel
bouwkundig ingenieur of architect - ervaring in bouwsector - meertalig - people manager - communicatief - creatief - resultaatgericht.

Electrical & Instrumentation (E&I) Maintenance Manager
Zinc Alloys – Balen

Functie
preventieve en curatieve E&I onderhoudswerken plannen en uitvoeren - betrouwbaarheid en beschikbaarheid van de installaties optimaliseren - investeringsvoorstellen voor productieverbetering formuleren - toezien op kwaliteit en veiligheidsaspecten inzake E&I onderhoud - een 30-tal medewerkers leiden.

Profiel
ingenieur - ervaring in onderhoud - meertalig - gedreven people manager - stressbestendig - besluitvaardig - pragmatisch - goede planner.

Assistant Financial Controller - IT solutions/support oriented
Zinc Chemicals – Angleur (Luik)

Functie
IT programma's van de business unit beheren - interne klanten van SAP tools opleiden en ondersteunen - IT noden en procedures beschrijven - assistentie verlenen bij de resultaatsanalyse - integratie van controlling processen van de verschillende business units.

Profiel
handelsingenieur financieuzen/accountancy - meertalig - ervaring bij voorkeur in een internationale industriële omgeving - grondige kennis van SAP - goede training capaciteiten - teamspeeler.

Internal auditor
Audit Department – Brussel (hoofdzetel)

Functie
wereldwijd operationele en financiële audits in alle activiteitsdomeinen van Umicore uitvoeren - interne controlesystemen opstellen en business risk analyses implementeren - Groep policies en procedures testen en promoten.


Profiel
universitair diploma economie/financien/informatica - ervaring in audit is een plus - kennis van Engels en Chinees - analytisch - grondig - assertief - communicatief - bereid te reizen.

Assistant Process-IT Manager
Precious Metals Refining – Hoboken

Functie
verantwoordelijk voor het IT deel van automatiseringsprojecten - functionele analyses opstellen - PLC programma's opstellen en testen - assistentie verlenen aan productie bij implementatie en onderhoud.

Profiel
industriële ingenieur automatisering/elektricititeit/elektromechanica - uitstekend programmeur - communicatief - teamspeeler - sterk in maken van analyse en synthese - plannen en prioriteiten kunnen stellen.

Nast een competitief salarispakket bieden wij je een uitgebreide waaier aan opleidingen en de kans om je loopbaan binnen Umicore uit te bouwen.



Umicore is een materiaaltechnologiegroep. Zijn activiteiten zijn voornamelijk geconcentreerd rond vier bedrijfssectoren: Nieuwe Materialen, Edelmetalenproducten en Katalysatoren, Edelmetalendiensten en Speciale Zinkproducten. Elke bedrijfssector is opgedeeld in verschillende marktgerichte business units. De Umicore Groep beschikt over industriële installaties op alle continenten en verleent diensten aan een wereldwijd klantenbestand. De Groep boekte in 2005 een omzet van EUR 6,6 miljard en heeft op dit ogenblik ongeveer 14.000 mensen in dienst.

Geïnteresseerd? Bekijk de gedetailleerde functiebeschrijvingen op onze website www.humanresources.umicore.com en solliciteer online. Of stuur uw cv naar rita.pannemans@umicore.com.

materials for a better life

Example of advertisement using the Umicore marque as 'signature'

This is a dummy heading

A dummy sub-heading

Ugiamcoreet at uite dolortiniam velit vullamet del dolobor sum vel ipit labor sequips uscipsu scilil lum irit, quipsusto consequatuer iriustrud tie velit utat autpat adipsustrud eumsan venim velit amet lore dip et, quis doloborper at. Ros alis at, conseed ting et nummy nis aliqui et, quat, suscilla facinolor aut endre velit alisis nonum nibh er senisit wis diating el dit alit nos ad tio el ut praese ex esecte magnisi blamet, vent prat. Ut praesenim in velenidion ullum ex ea adio odolupt atuero odolobore modit at hiamet nulput wis el irilla ad tait. Ut wisis adit niat wis eugiam niat, vulla feugue commy nos ad modio odipis modio odolore do dunt wisi. Henibh essis dolum incil estisis nit loreet wis eros dolut ad etue commy nonum in volore feup ero od taugait lupatet arhet, com mod ercipit wisil utpat do erosto dolor iustie conseed tatin hent acipiscip essi et iure feum duiscidunt niam, venisi. Facillamet lore faccum doluptatet velenibh ex et praessectet in henibh el et, consectem nulput lut prat. Volore ming er atum del ercilit augue eu feugue do conseed muncillummy nostrud magnim ero odoloborem nos nonse magnis augait at. Facil dolent nulla feum dio ent prat dolor irit lorperit la facillummodion sequamet lupatet mmolobortisl ut iure consectem erit diam zrililit ex eu feu feugue eum zril dip, ero od magna facilis nis dolor ip eum iuscillaore del esenibh ea consequat, ver si tio doluptat autpat, velit alit aliquat utat.



Important note

Advertising is the only application allowing the use of the Umicore marque at the bottom right corner of a page as a 'signature'. In this case the marque is not used in the right top corner of the page, nor is the horizon line device used. The background should always be white.

Video

Video is an effective way to communicate worldwide Umicore's mission 'materials for a better life' and to show Umicore's commitment to sustainable development and social responsibility.

Animation of the basic elements

Since video is all about moving images, it is the only application where animation of the basic elements is allowed. Be sure to respect colours, formats and positioning.

The animation created should always respect the rules set out in section 3 and 4 of the guidelines.

The Umicore marque should always be animated in such a way that the end shows the marque and the strapline as described in section 3. Its position is centered and should be on a white background.



Uniforms & clothing

Uniforms have a substantial influence on people and support the Umicore brand internally as well as externally. It is therefore of utmost importance to adhere to unity and coherence in applications.

Example of a safety helmet



Example of a sports shirt



Using the elements

The Umicore marque with and without strapline can be used. The strapline can be used separately from the marque, but should always appear in the same visual field.

The horizon line device should not be used on uniforms nor clothing.

On the front view the Umicore marque should always appear in the upper right corner (area of the human heart) when facing the person wearing the uniform of clothing.

On the back the Umicore marque with strapline should be used and always be visually centered.

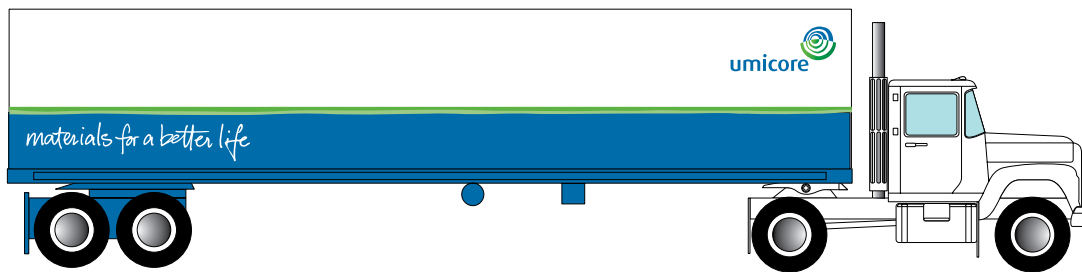
! Important note

Certain items of sportswear can use the symbol as a background element. Clothing is the only application allowing this exception. The symbol should NOT clash with the Umicore marque or the strapline and it should always appear in the same visual field.

In case of doubt how to tackle exact positioning of the Umicore marque contact: Ronny Van Loock or CorporateCommunication@umicore.com.

Vehicle livery

Vehicle livery is an important awareness building opportunity for Umicore. Use these examples below as guidance when applying the elements to livery to ensure consistency and unity with all other applications.



On the sides the marque should always appear in the top right area.

On the sides the strapline should always appear in the bottom left area.

Secondary colour options.



! Important note

In case of doubt how to tackle exact positioning of the Umicore marque contact:
Ronny Van Loock or
CorporateCommunication@
umicore.com.

Other vehicles

Smaller vehicles should not use the horizon line device or separate strapline from the marque.



On the sides and back the marque with strapline should always appear visually centered.

Slide presentations

Company presentations are a vivid and important way to communicate the Umicore brand. Presentations have an enormous impact on people internally as well as externally. As a global company we have to make sure that all presentations have a clear and consistent look & feel, based on standard provided templates.

Example of a company presentation layout



Using the elements

Umicore's Corporate Communication department has developed a presentation toolkit - called WizKit® - allowing staff to create professional presentations, ensuring unified and coherent communication in terms of branding.

The WizKit® application can be downloaded from the Group intranet (CommunicationNet/WizKit® Centre) and easily installed on your PC (no administrator rights required).

Templates for the various business units are available as well as professional and approved images. Charts and diagrams, maps and other visual aids are available at your fingertips.