Corporate Identity Manual

V 2.0 • 15 03 2016

Introduction

Corporate Identity manual

A brand is unique.

It is an emotional tie that binds all stakeholders, establishing an expectation of quality and consistency, and ultimately adds value over and above our products and services.

The Corporate Identity Manual (CIM) strengthens brand quality by providing a unique, strong and consistent image of Aludium in the minds of all our stakeholders.

The CIM will will guide you in the application of the corporate identity in all of your communication activities.

If you have any questions about the corporate identity, do not hesitate to contact marketing@aludium.com.

I wish you every success in the daily building of our corporate image.

Arnaud de Weert
CEO
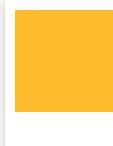
Logotype
Color Standards

The following colours are the only ones which may be used for the *aludium* logotype. No other colours may be used or substituted for the *aludium* logo.

PMS 116 C
CMYK 0, 20, 100, 0
RGB 255, 205, 0
Hex #ffcd00
RAL 1018
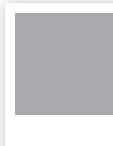
PMS 1235 C
CMYK 0, 28, 89, 0
RGB 255, 184, 28
Hex #ffb81c
RAL 1003
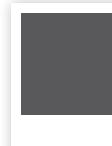
PMS 289 C
CMYK 100, 76, 12, 70
RGB 12, 35, 64
Hex #0c2340
RAL 5026
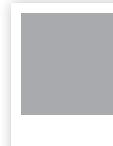
PMS 426 C 20%
CMYK 22, 16, 17, 1
RGB 208, 207, 207
Hex #cdcdcd
RAL 7047

PMS 426 C 40%
CMYK39, 30, 30, 9
RGB 161, 161, 162
Hex #9f9f9f
RAL 9006

PMS 426 C 80%
CMYK 64, 53, 50, 47
RGB 75, 77, 78
Hex #4d4d4d
RAL 7043

40% black for greyscale logotype

Logotype
Dimensions

The following are specific guidelines related to the sizing of the *aludium* logotype.
The minimum logo size in all usages is 2 cm wide.

The baseline (premium aluminium) is not used if the logo needs to be smaller than 2 cm. The logo cannot be smaller than 1 cm wide (without baseline).

Logo size with baseline

2cm

Minimum logo size with baseline

1 cm

Minimum logo size without baseline

Logotype
Clear Space Requirements
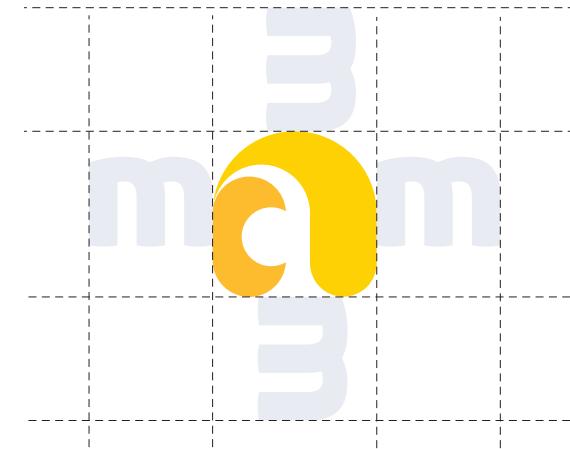
The aludium logo

The Aludium logo must stand out in all uses. Maintain clear space on all sides of the logo. The free zone stops the logo competing with other elements and graphic expressions.

The minimum clear space above and under the logo is equal to the height of the letter **m**. The clear space to the left and right of the logo is equal to the width of the letter **m**.

The aludium pictogram

The clear space on all sides of the pictogram is equal to the width of the letter **m** .

Logotype
Proper use of the *aludium* Logotype

Every application of the Aludium brand identity should strengthen and reinforce the organisation's positive image. Development of the identity should be done with care and with the highest quality standards possible.

The logo is a fixed design element that may not be edited or changed in any way. The logotype may only be reproduced graphically as described in this document.

The brand identity, in all its forms, is the exclusive property of Aludium.

3-Colour PMS presentation
Using 3 PMS Colours

Mono Colour PMS presentation
Using 1 PMS Colour

2-Colour PMS + 40% grayscale presentation
Only used when the colour logotype isn't legible on the background used (for example, on dark coloured backgrounds).

2-Colour PMS + white presentation
Only used when the colour logotype isn't legible on the background (mostly on dark coloured backgrounds).

Grayscale presentation
The colour logotype should be used whenever possible. Use only when budget does not allow for three-colour printing or the colour logotype isn't legible on the used background.

aludium
premium aluminium

Logotype
Incorrect use of the *aludium* logo

To ensure that our logo is always recognisable, it must be used consistently, with discipline, and withprecision. The power of a logo is easily weakened by misuse. We can avoid this problem by guarding against poor or incorrect usage.

The correct usage of the Aludium logo is defined on pages 5 and 6.

Do not use drop shadows

3-colour logo is not
suitable for this dark background

Incorrect use

Clear space around the logo is not respected

Logo is incorrectly scaled

Typefaces

The following fonts are acceptable for Aludium's brand imaging. Guidelines are provided for the use of each version.

Corporate identity

The baseline of the Aludium logo, and our address or other co- ordinates should be typeset in Aller Light.

Headings

Headings are used in print and web materials. All headlines should be typeset in Calibri

Body Copy

Use Calibri for body copy (blocks of text or paragraphs). No other font families or typefaces may be used or substituted

ABCDEFGHIJKLMNOPQRTUVWXYÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

123456789.,;:"()!?

Aller Light

ABCDEFGHIJKLMNOPQRTUVWXYÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

123456789.,;:"()!?

Calibri Regular

ABCDEFGHIJKLMNOPQRTUVWXYÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

123456789.,;:"()!?

Calibri Italic

ABCDEFGHIJKLMNOPQRTUVWXYÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

123456789.,;:"()!?

Calibri Bold

ABCDEFGHIJKLMNOPQRTUVWXYÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö

123456789.,;:"()!?

Calibri Bold

Pictogram

The pictogram can be used as a decorative element. It can be trimmed according to the following instructions.
The trimmed version of the pictogram must always be used in combination with the full logotype (see page   11).
Don't forget to take into account the clear space required around the pictogram (see page 4).

Brandnames

Brand names are not just a name to differentiate us from competition.

A brand name is also an emotional tie establishing an expectation of quality and consistency.

Brand names used by Aludium are registered and must carry the ® symbol.

The brand name is written in capitals. It is always accompanied with the signature 'by Aludium'.

The company signature should always be on a blue background and is always the same length. The blue bar should be aligned with one of the capitals in the brand name (if possible).
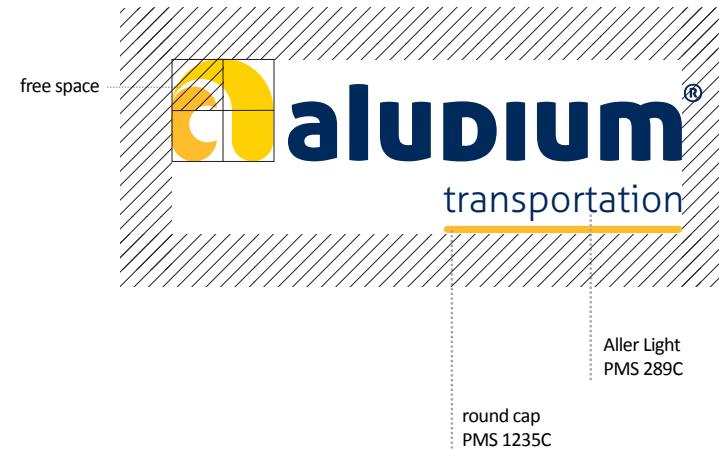
The different lengths of the brand names are reflected in the length of the yellow bar.

free space

TEXTURANDUM®
by Aludium

Aller Display Regular
PMS 289C

PMS 1235C

Aller Bold
White

free space

DECORANDUM®
by Aludium

Aller Display Regular
PMS 289C

PMS 1235C

Aller Bold
White

Divisions

A division is a market segment in which Aludium operates.
The name of the division must follow the same rules as our
core brand identity.

A division is added below the official horizontal Aludium
logo . The name of the division is always underlined with an
orange line.

free space

aludium®

transportation

Aller Light
PMS 289C

round cap
PMS 1235C

Signature in Microsoft Outlook

Aludium's auto signature in MS Outlook

Signatures can be used to automatically add text to an outgoing message sent by email. Signatures should be used if you send multiple emails to contacts outside Aludium. This makes the message more personal and the recipient has access to your contact information.
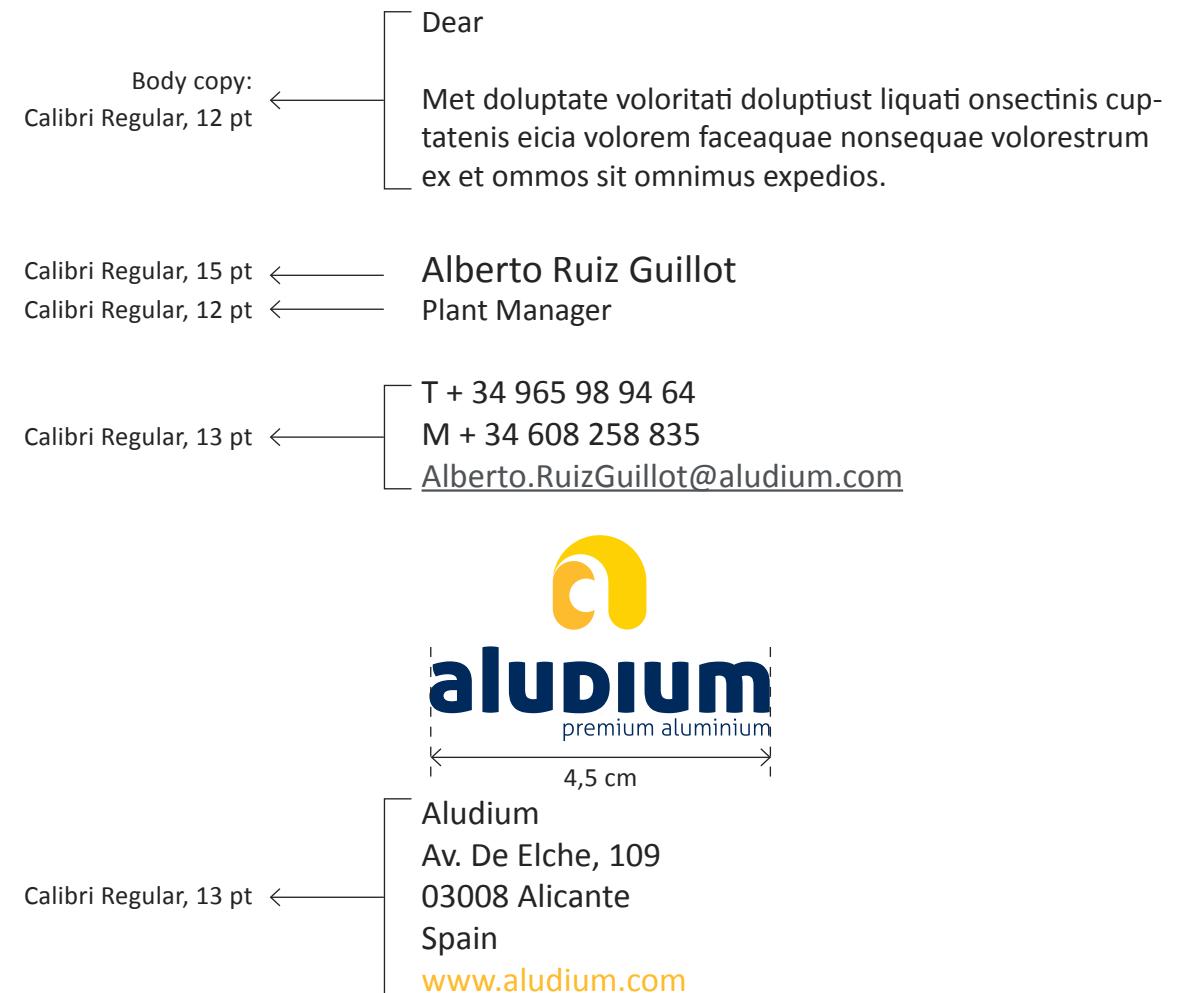
Signatures sent from Aludium should have a uniform appearance. No background colour or background images may be used.

Content in signature

The content of a signature consists of the sender's name, title, telephone and mobile number, email address, and Aludium's company name, address and web address.

Setting the signature in MS Outlook

Auto signature is set under Options – Mail Format – Signatures. Insert the signature in the email message by going to Insert – Signature.

Body copy:
Calibri Regular, 12 pt →

Dear

Met doluptate voloritati doluptiust liquati onsectinis cuptatenis eicia volorem faceaquae nonsequae volorestrum ex et ommos sit omnimus expedios.

Calibri Regular, 15 pt → **Alberto Ruiz Guillot**
Calibri Regular, 12 pt → Plant Manager

Calibri Regular, 13 pt →
T + 34 965 98 94 64
M + 34 608 258 835
Alberto.RuizGuillot@aludium.com

aludium
premium aluminium

4,5 cm

Calibri Regular, 13 pt →
Aludium
Av. De Elche, 109
03008 Alicante
Spain
www.aludium.com

Letterhead

The *Aludium* letterhead is printed on A4 paper (210 mm x 297 mm) with the three specified PMS colours (page 2) and black.
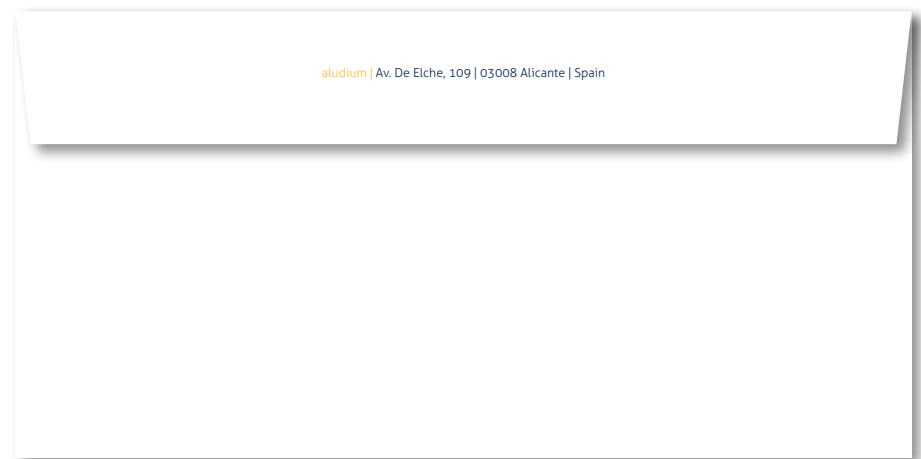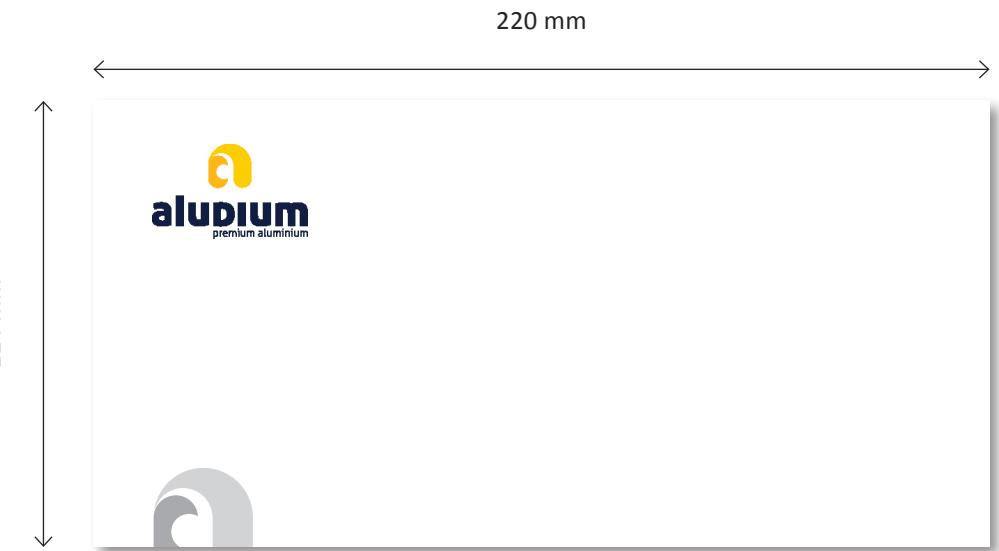
Bodytext: Calibri 10 pt and 12 pt leading

Address footer: Calibri 8 pt and 10 pt leading - 85% black

210 mm

297 mm

38 mm

15 mm   45 mm

30 mm

aludium
premium aluminium

Lorem Ipsum, ...

Quisque iaculis leo vitae ipsum. Integer nonummy porta elit. Sed pede sapien, tempor eget, sagittis id, laoreet quis, felis. Curabitur eu ipsum. Sed id arcu vel ante posuere adipiscing. Vestibulum dignissim.

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec elit risus, pulvinar id, auctor sed, feugiat sed, tortor. Nam dapibus elementum felis. Proin viverra ultrices elit. Nullam at ipsum quis dolor consequat hendrerit. Duis tristique. Mauris id augue eget turpis faucibus egestas. Nunc pulvinar vulputate nisi. Sed sagittis. Sed pretium, orci id rutrum sodales, justo lectus ultricies ipsum, id eleifend enim arcu et risus. Duis arcu neque, pulvinar lacinia, pharetra at, accumsan ut, tellus.

Pellentesque sagittis, ipsum vel faucibus convallis, massa nisi tempor mauris, quis ullamcorper tellus dolor et ante. Nulla lorem est, ullamcorper eu, rhoncus a, bibendum sed, odio. Curabitur nonummy porta est. Quisque porttitor lectus ac odio. Nunc risus orci, suscipit in, molestie sed, vulputate sed, lacus. Duis est arcu, rhoncus vitae, volutpat vitae, varius at, nibh. Pellentesque vestibulum sagittis felis. Suspendisse imperdiet neque et tortor. Quisque justo magna, volutpat sed, convallis eu, consequat ornare, dui. Sed purus arcu, posuere ut, sagittis in, volutpat non, lacus. Nam porta scelerisque purus.

15 mm   30 mm

aludium   Barrio Ibarguren s/n | 48340 Amorebieta (Vizcaya) | Spain | T +34 944 887 500
info@aludium.com | www.aludium.com

5 mm

Business envelopes

The *Aludium* business enveloppe is (220 mm x 114 mm) printed with the four specified PMS colours (see page 2).

220 mm

114 mm

aludium | Av. De Elche, 109 | 03008 Alicante | Spain

Business card

The *Aludium* business card is (85 mm x 55 mm) printed with the three specified PMS colours (page 2).

The fontface used on the business card is "Aller":
Name: Aller Bold 8 pt and 12 pt leading
Function: Aller Light 7 pt and 12 pt leading
Address: Aller Light 7 pt and 12 pt leading
Phone and e-mail: Aller Light 8 pt and 12 pt leading

85 mm

55 mm

aludium
premium aluminium

3 mm

Pedro Escudero Castejón
Plant Director

Barrio Ibarguren s/nº
48340 Amorebieta
Bizkaia

3 mm

T +34 94 488 75 49
M +34 627 438 742
Pedro.Escudero@aludium.com

Greeting card

The *Aludium* greeting card is (220 x 110 mm) printed with the three specified PMS colours (page 2).

220 mm

110 mm

aludium
premium aluminium

aludium | Av. De Elche, 109 | 03008 Alicante | Spain

Un cordial saludo,
Kind regards,
Cordialement,
Met vriendelijke groeten,
Mit freundlichen Grüßen,
Cordiali saluti,

aludium | Av. De Elche, 109 | 03008 Alicante | Spain
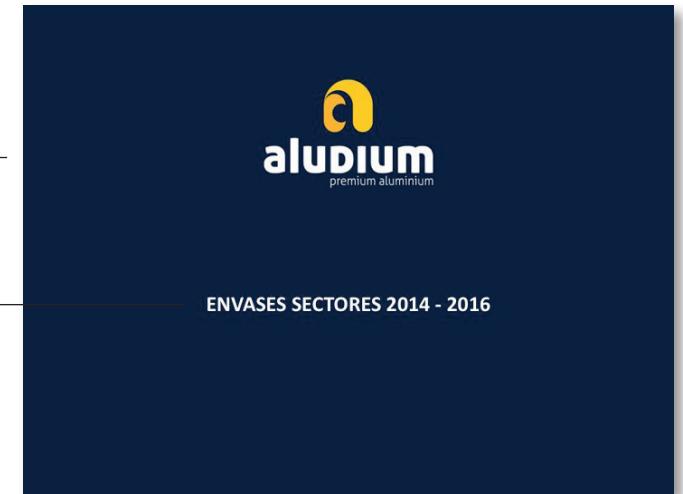
Powerpoint

Basic slides
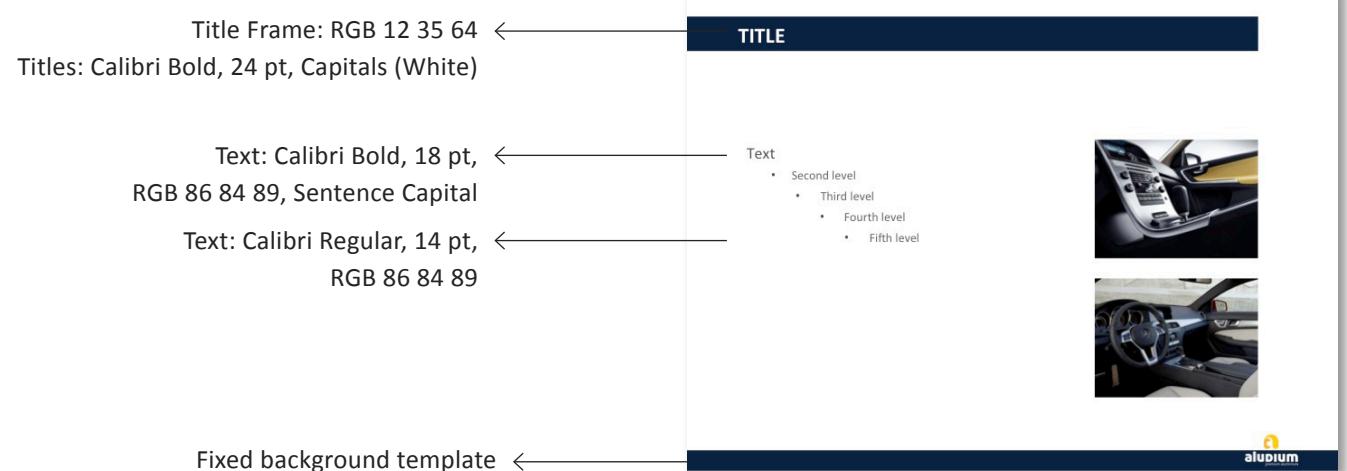
A standard template has been developed for use in all Aludium PowerPoint slides and presentations. The template may not be modified or edited in any way, in order to maintain a standard organisational image. Photos may be added to the presentation below the title bar.

The template consists of a Title slide, Text slide (with example of image positioning) and an End slide, all in Calibri font.

Templates are available.

fixed background template

Title: Calibri Bold, 24 pt,
Capitals (White)

ENVASES SECTORES 2014 - 2016

Text slide (Title)

Title Frame: RGB 12 35 64
Titles: Calibri Bold, 24 pt, Capitals (White)

Text: Calibri Bold, 18 pt,
RGB 86 84 89, Sentence Capital

Text: Calibri Regular, 14 pt,
RGB 86 84 89

Fixed background template

Powerpoint

Alternative slides

Title Frame: RGB 12 35 64
Titles: Calibri Bold, 24 pt, Capitals (White)

Subtitle Frame: RGB 12 35 64
Subtitles: Calibri Bold, 18 pt, Capitals (White)

Text: Calibri Bold, 18 pt,
RGB 86 84 89, Sentence Capital

Text: Calibri Regular, 14 pt,
RGB 86 84 89

Fixed background template

End slide

Corporate clothing
Helmets, overalls and T-Shirts

Corporate clothing increases awareness of the Aludium identity. Maintaining graphic consistency across the organisation enhances our image.

These examples show how the Aludium logo is to be used on helmets, overalls, or T-shirts

T-Shirts

Front of Shirt

Aludium logo must be placed to the left upper side of the white T-shirt in place of a pocket.

Back of Shirt

Aludium logo must be centered on the back of the white T-shirt, centered and in-line with the bottom of the sleeves.

Helmets

Front of helmet

Aludium logo centered on white helmet.

Overalls

Front of overall

Aludium logo (white version) must be placed to the left upper side of the blue overall in place of a pocket.

Back of overall

Aludium logo (white version) must be centered in the back of the blue overall.

Trucks

aludium®
premium aluminium

**Alicante
Amorebieta
Castelsarrasin**

www.aludium.com

aludium®
premium aluminium

**Alicante
Amorebieta
Castelsarrasin**

www.aludium.com