Introduction
Signage and branding

Signage is an important part of the branding of our company so we have developed a coherent yet flexible system. It must be applied to all signage at every Aludium facility.

The care we take with signage reflects the quality standards Aludium applies to its products. That’s why every sign must remain in perfect condition. Torn or dirty signage damages the quality image of our business.

If you have questions about signage, do not hesitate to contact marketing@aludium.com.

Arnaud de Weert
CEO
Signage

Categories

There are three categories of signage:

1. **Wayfinding**: Signage which guides people to destination within the Aludium site.
2. **Safety, warning, and prohibition signs (known as SWP)**: Signs which alert people to a danger, potential accident, or explain how to protect yourself against workplace conditions.
3. **Traffic guidance**: Signs which help car and truck drivers find their way within the plant. These signs are functional and, where possible, copy existing signage from public roads to eliminate confusion.
Signage
The Grid

The grid has been developed to make all signage coherent.
Two different sized grids are used:
• For signs bigger than a sheet of A4: use a module size of 5 x 5 cm
• For signs smaller than a sheet of A4: use a module size of 2 x 2 cm.

If you have an extremely large or small sign, you can create an appropriate module size, but make sure you respect the proportions of the brand identity.

The use of the grid is mandatory in all signage applications. If you have any questions about its application, contact marketing@aludium.com
Wayfinding
Using the 5 cm grid

Wayfinding is helping people to find their way to a destination at the plant and to establish a brand identity at the same time.

The following basic elements are used to build the brand identity:
- Brand bars in blue and orange
- Brand icon
- Our tagline: premium aluminium

If the distance between the brand icon and the tagline becomes smaller than the width of the brand icon, the tagline can be dropped.

In addition you will need:
- Arrows
- Text elements in the Aller font
- Free space

The use of the grid is mandatory in all cases.
Wayfinding
Using 2 cm the grid

Wayfinding signs help people to find their way to a destination at the plant and establish our brand identity at the same time.

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- Brand icon
- Our tagline: premium aluminium

If the distance between the brand icon and the tagline becomes smaller than the width of the brand icon, the tagline can be dropped.
In addition you will need:
- Arrows
- Text elements in the Aller font
- Free space

The use of the grid is mandatory in all cases.
Wayfinding

Gate Numbers

Gate numbers are installed next to the corresponding gates.

Gate numbers are always stand alone. They are never combined on the same panel as other elements such as warnings or safety signs.
Wayfinding
Alignment with other signs

If a wayfinding sign is installed close to another sign, the space between the signs should be at least equal to the height of the yellow brand bar (one module of the grid).

Multiple horizontal signs should always be aligned to the top. Multiple vertical signs are aligned to the left and in line with the top sign. If possible, make additional signs the same size as the others.
Wayfinding
Example

- Brand icon: PMS 116 C and 1235 C
- Brand bar blue: PMS 289 C
- Aller Bold: 103 pt (5 cm), PMS 289 C
- Tagline: Aller Light, 26 pt (1/3 of a module), white

Alignment to the left of main title with the brand icon

Alignment to the right of main title with the 'a' of aluminium

Minimum free space

Width 2 pt (0.085 cm) PMS 289 C

OFICINAS GENERALES

Dirección De Fabrica
Seguridad - Medioambiente
Financiero Contable
Recursos Humanos
Compras

Dirección Comercial
Logística
Ingeniería

Corporate Identity Manual • V 2.0 - 15 03 2016
Branding

To create a homogeneous look and feel in the plants, some general agreements have been defined.

The activity bar has been developed to decorate and brand the walls in the entrance of the main building of a plant, or to decorate the most important meeting rooms.

If you want to receive the high definition files to print locally, please contact marketing@aludium.com.
Branding

Pictures of our products and production facilities can be used to decorate walls of offices, meeting rooms and hallways.

These pictures should have a blue brand bar at the bottom in the proportions shown.

If you want to receive the high definition files to print locally, please contact marketing@aludium.com.
Branding

To accentuate our brand identity, it might be useful to paint a compete wall in one of the brand colours, and to include the logo in colour.

The main entrance doors and gates can be painted completely in Aludium orange (PMS 116) to accentuate the main entrance. If the base of a wall was painted in a colour, it should be repainted in Aludium dark blue (PMS 289).

If you want to develop special decorative elements in your department, please contact marketing@aludium.com
SWP-Signs

Safety, warning and prohibition signs

SWP signs make everybody aware of the danger in a location. They show how to:

- Protect against harsh or dangerous conditions (safety)
- Prevent accidents (warning)
- Prohibit actions that are not allowed (prohibition)

All SWP-signs have the same style: a dark blue rectangle with rounded corners on a white background.

The colour of the sign follows this code:

- Safety: dark blue – PMS 289C
- Warning: orange – PMS Yellow 116C
- Prohibition: red – PMS 1797C

Order

SWP signs can appear individually, as a group of signs, or together with wayfinding signs. It is important to stress that the order of presentation is important. Safety always precedes a warning, and warnings appear before prohibitions.
A complete library of SWP-pictograms is available at aludium.com/corporate_identity. You can also download a PDF which gives an overview of all signs, and .eps files for use in graphic production.

The colour of the sign respects this colour code:
- Safety: dark blue – PMS 289C
- Warning: orange – PMS Yellow 116C
- Prohibition: red – PMS 1797C
SWP-Signs
Complete library - French

A complete library of SWP-pictograms is available at aludium.com/corporate_identity. You can also download a PDF which gives an overview of all signs, and .eps files for use in graphic production.

The colour of the sign respects this colour code:
- Safety: dark blue – PMS 289C
- Warning: orange – PMS Yellow 116C
- Prohibition: red – PMS 1797C
Emergency signs are never combined with SWP signs! They are put according to the instruction of the EHS-manager. Emergency signs can be downloaded at aludium.com/signs.
SWP-Signs

Single sign

Application of an individual sign.

A single SWP sign can be installed without the brand bars.

Where more than one SWP sign is installed, a brand bar is mandatory. This can occur at the entrance to a department.
SWP-Signs

Multiple signs

Applications with more than one SWP sign.

Where more than one SWP sign is installed, a brand bar is mandatory. This can occur at the entrance to a department.

The name of the department and the SWP signs are combined on one panel with the brand bars (see next page).
Large warning panels are considered to be a single SWP sign. Brand bars are not be used.

These signs are completely orange, and use official pictograms in PMS 289 C. The pictograms are available from aludium.com/signs.

Texts:
- Titles: Font size depends on the size of the panel but always use bold and capitals
- Body text: Font size depends on the size of the panel, but use always bold, initial capitals and lowercase.
- Alignment horizontal: centered
- Alignment vertical: centered
Because fence signs are considered a single SWP sign, brand bars are not to be used.

These signs are completely orange, and use official pictograms in black. The pictograms are available from aludium.com/signs

Texts:
- Titles: Font size depends on the size of the panel but always use bold and capitals
- Body text: Font size depends on the size of the panel, but use always bold, initial capitals and lowercase.
- Alignment horizontal: centered
- Alignment vertical: centered
Traffic guidance

Traffic signs help car and truck drivers find their way within the plant and remind them of traffic regulations.

These signs are purely functional and should copy signs that are installed on public roads where possible.

For arrows with text, we always use a white background with text in dark blue capitals. The font is Aller Bold and colour is PMS 289.

Warning signs are in yellow (PMS 116) with text in capitals and dark blue (Aller Bold/PMS 289).