



Brand Manual

IDENTITY GUIDE

Using the Elemica Brand Every Day

Each and every day we all have the opportunity to build positive perceptions of our brand. The touch points you create will go a long way towards delivering a consistent message and making a lasting impression. No matter how you communicate, we have one shared goal: to get people intrigued to learn more about Elemica.

Blend our guidance with your judgment to create materials, and consult the individual sections that follow for some key applications.

Building our Brand

Brand discipline is extremely important. Strong brands enhance revenue creation by driving demand, creating preference, enhancing margins and protecting against unavoidable failures or disappointments.

A brand is also a repository of trust and relationship building. The world's top brands grow strong by the on-brand choices their employees make every day. Each decision, action and expression you make on behalf of Elemica has the potential to grow our brand and reinforce the relationship between our customers and our company.

This guide provides practical guidance on how to meet the communication needs of your product or service in the context of the overall brand. It's not simply a list of rules but a directional document. It will help you balance the fundamentals with your own creativity.

Your common sense applies – your judgment is the most critical element in everything you do at Elemica. To help you balance the science and art of managing the Elemica brand, please feel free to turn to our Brand Advisors, as well as these additional resources.

Brand Advisors

Ed Rusch

ed.rusch@elemica.com

Charity Newsome

charity.newsome@elemica.com

Additional Resources

PowerPoint Master Deck

Elemica Wiki - Product Materials and Documentation

Brand Strategy

Elemica competes in an ever changing marketplace – and the pace of that change is not slowing.

Hundreds and even thousands of communications are happening every day internally amongst us and externally with our customers. And no matter how you create those communications, digitally or in person, you will always be presenting and representing Elemica to a variety of audiences. They will form an opinion of the company from what they see, hear and experience. Elemica audiences overlap and interrelate; they are all equally important to us. Customers are also shareholders and take an active part in groups; competitors may be partners, or even all of these simultaneously. With such a broad scope of potential audiences, consistency becomes more of a priority, even in the most ordinary, day-to-day communications.

A critical component of our ongoing and future success is leveraging every opportunity to enhance the impact of our brand on how we do business. A key component of this success is having a clear and defined message of what differentiates us in the marketplace.

We must now begin to consistently communicate the Elemica brand to all our audiences. As you approach each new opportunity, we are here to help.

Brand Personality

For customers, we are an indispensable business partner.
For us, it guides our path forward together.



Empowering, Thought Leading, Performance Focused, Innovative



Agile · Quick · Responsive · Extraordinary · Market Leading



Expressive · Industrious · Inquisitive · Established · Impressive



Bold · Confident · Gritty · Fresh · Inspirational



Commerce · Collaboration · Connectivity · Technology

Our corporate identity has been designed to project these qualities. The messages we send out should aim to reinforce them by emphasizing the understanding, integrity and passion of Elemica and by demonstrating how we can make a difference. We can go a long way towards achieving this through consistent usage of marketing materials and messaging.

Visual Brand

When placing the logo into various media, it is essential to follow the three guidelines below, in any layout setting regardless of media, including but not limited to:

Print Material
Public Web Presence
Outdoor Signage
Presentations
AudioVideo and other like media
Interoffice Communications
Email Marketing
Advertising

1. Exclusion zone: Nothing else in the layout may interfere with the logo inside the exclusion zone. A helpful tool is to use the visual height of the letter "E" to determine the periphery.



2. Written style: Any accompanying body text must use in order of preference: Futura T, Myriad Pro Regular, Calibri or Arial Regular.
3. Minimum Size: The logo text must always be legible.

Visual Brand

At Elemica, our logo is a critical element of our visual identity, and is not to be altered in any way, apart from the parameters within this guide. Our visual brand is defined here.

1. Blue (CMYK-100/21/0/21)
This needs to change to something different, that speaks to the icon and text black changing to white, and then add "on darker background environments"

and
2. The word '**Elemica**' using **FUTURA T BOLD** font

and
3. The use of the 'connector icon' graphic, either sits to the left of the word '**Elemica**' or attaches to the dot of the "i" of **Elemica**

To maintain brand strength, correct and consistent use of these definitions is paramount. The Elemica logo is used when representing all Elemica brand and corporate communications.



Visual Brand

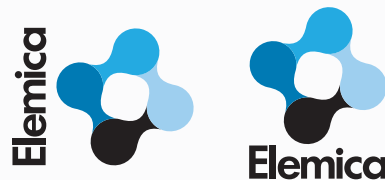
The new Elemica logo offers many variations for increased flexibility. With options that include vertical and horizontal orientations, icon options, and full white or full black, *logo usage should be a snap.*

The following list is the complete portfolio of the options and only these logos should be used.

Horizontal Options



Icon, Avatar, Square & Vertical Options Monochromatic Options



Visual Brand

Do's and Don'ts in brand identity treatment

The following illustration demonstrates correct and incorrect ways to present the use of our brand identity. Although every possible scenario is not covered below, you should be able to formulate an understanding of what is, or is not, acceptable. If in doubt, please contact your brand advisor.

THE GOOD
correct display of all brand marks



THE BAD
using corporate colors incorrectly



THE UGLY
downright wrong

including but not limited to:
stretching, distorting, resizing icon only, moving position of icon,
rotating icon, lacking contrast, rotating entire logo,
use of colors other than branding set on p.9



Visual Brand

Brand identity treatment (as applied to the icon variations)

Applying the same principles of the previous page, the icons below are the only acceptable ways of displaying Elemica's brand. These icons are both useful and essential in social media sites, use of avatars, and other like applications including mobile app technology.



Brand identity treatment (as applied to monochromatic variations)

The Elemica brand may be presented monochromatically. Below illustrates the only ways acceptable. Should there be a requirement that does not fit within the visuals below, please contact the Brand Manager for further information.

Jet Black

Corporate Blue

Bright White or Off White
over a dark background

 **Elemica**

 **Elemica**



Corporate Color

Elemica has a specific range of corporate color. These colors carry the weight of our brand and should be used prolifically throughout any media, internally or in sales.

High level corporate swatches



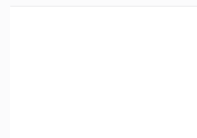
"Corporate Blue"
 HEX: 2CA7E5
 RGB: 44/167/229
 CMYK: 70/15/0/0
 PANTONE: 298C



"Jet Black"
 HEX: 000000
 RGB: 0/0/0
 CMYK: 0/0/0/100
 PANTONE: Process Blk C



"Off White"
 HEX: FAFafa
 RGB: 250/250/250
 CMYK: 1/1/1/0
 PANTONE: 7541C



"Bright White"
 HEX: FFFFFFFF
 RGB: 255/255/255
 CMYK: 0
 PANTONE: None

Mid level corporate swatches - to be used as primary accents



"Cobalt Blue"
 HEX: 007BB4
 RGB: 0/123/180
 CMYK: 100/21/0/21
 PANTONE: 7461C



"Sky Blue"
 HEX: A0CFF0
 RGB: 159/206/239
 CMYK: 35/7/0/0
 PANTONE: 291C



"Steel Grey"
 HEX: 5D5D5D
 RGB: 93/93/93
 CMYK: 62/54/53/26
 PANTONE: 425C



"Mid Grey"
 HEX: CACBCC
 RGB: 203/204/204
 CMYK: 20/15/15/0
 PANTONE: Cool Gray 3 C

Low level corporate swatches - to be used sparingly and **only** as accent & complimentary color



"Brick Red"
 HEX: BD202E
 RGB: 189/32/46
 CMYK: 18/100/91/8
 PANTONE: 200C



"Rouge Brown"
 HEX: 9B8579
 RGB: 155/133/121
 CMYK: 40/45/50/5
 PANTONE: 8021C



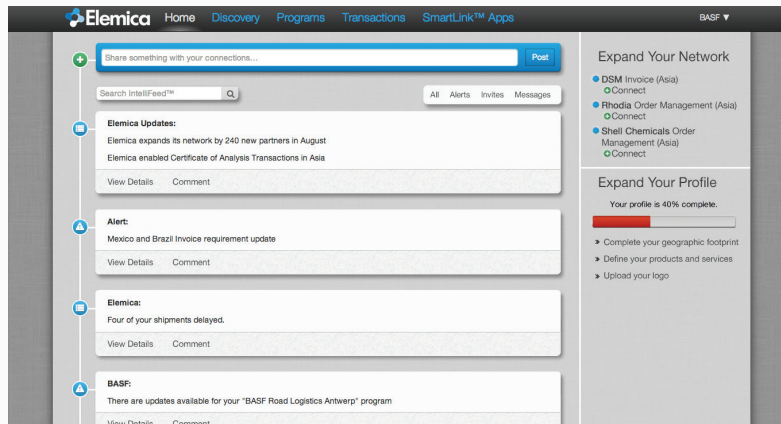
"Eco Green"
 HEX: 4EAE77
 RGB: 78/174/120
 CMYK: 70/8/70/0
 PANTONE: 3405C

Corporate Color Application

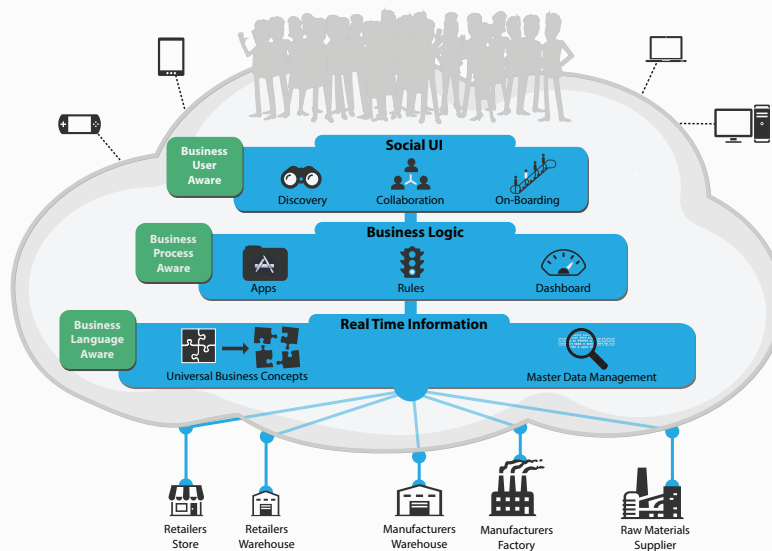
How colors are to be used in a visual representation

- A. Sample Web Application
- B. Sample Process Graphic

A.



B.



Digital, Web, Multimedia and Video

Our increasingly digital world brings new opportunities to showcase our brand and it's value. It's important that all our electronic and digital materials are organized and prepared correctly to present a consistent brand image.

Electronic, digitally formatted, and online collateral materials help us deliver messages faster and more accurately to targeted audiences around the world. Solid branding practices apply here in the digital world just as they do in print vehicles. Consistency will strengthen our brand.

Our document preparation and digital standards will assist you in aligning with our digital requirements when creating materials. However, we acknowledge that the digital world is not static! Thus, these standards are subject to change as technology advances and our needs expand.

PowerPoint

A master PowerPoint template has been prepared for you as a starting point to creating dynamic and engaging presentations. Also, an array of prepared slides is available for your use to ensure consistency and the most updated information is included in your presentations

We suggest you do not save to your hard drive. These slides can be updated at any time and you are responsible for always using the latest version in your presentations.

Remember, less is more and if the audience is overwhelmed by your presentation slides, they are not engaged with you and your message. Un-branded audio or excessive visual clutter will detract from our brand.

The master template and other prepared slides are located in the wiki on the Product Materials and Documentation page.

Email Signature

Your Email signature is an extension of your business card. Your name, title, company name, business address, phone (including country code), fax (if you use it), and company web address are all Email signature elements customers expect to see. Other enhancements can include:

- Hyperlink address to Google Maps
- Event Promotional Links
- Social Media Account Links
- Award Icons

Sample Email Signature:

Ed Rusch - Director, Corporate Marketing
Elemica
1455 Lincoln Parkway East, Suite #650, Atlanta, GA 30346
678.514.3748 office - 678.514.3750 fax - 678.516.5855 mobile - Skype: ed.rusch

We trust you'll use your best judgment to always project professionalism and confidence. Look for ways to use digital media in a way that complements – and does not compete with – the Elemica brand. And if you have specific questions, please contact:

Charity Newsome, Brand Advisor
charity.newsome@elemica.com.

Additional Tips for Successful Application

Powerpoint

Please ensure you are using the latest powerpoint template, it can be downloaded from the wiki. Make sure fonts and colors are consistent throughout the presentation.

If possible, please refrain from changing any of the template's design elements (font, colors, spacing, slide design, etc).

Make sure any images/photos are high quality and do not appear pixelated.

When using bullets, no more than 7 lines per slide, and 7 words per line.

Great animations tell a powerful story but be careful you don't over do it.

Any presentations needing to be updated with the new template can be sent to the corporate marketing team.

Email

To add a hyperlink:

Go to the signature edit window of Outlook, and find the icon that looks like a globe with infinity/sideways figure 8 in front of it.

To add an image:

In the same signature edit window, find the icon that looks like a square with a mountain and sun.

