

REXAM

The Rexam visual identity

Updated December 2012



Our visual identity

The Rexam visual identity is made up of four basic elements: the Rexam logo, our typeface, our colours and our layout style with its emphasis on white space. Please ensure that all communication materials follow these guidelines.

Focusing on the single brand

We have one brand name: Rexam

The Rexam logo is our most important distinguishing graphic element. It has been specially designed for us, is unique to the Group and should only appear in its full version. It has a value and should always be treated with care and respect. It should appear on all of our visual communications.

There are three basic versions: the two-colour version; the black and white version; and the reversed out version. Wherever possible and practical you should use the colour version. If you are in any doubt about how to use the logo, please contact the person in your business responsible for communications or Group Communications and they'll be happy to help.

You may not reproduce the logo in any other way or form.

Please ensure that you use the correct master artwork available from the Rexam intranet.

The Rexam logo must stand alone. You may not use the logo in running text or add the name of a Sector or business to the logo.

Where possible, the logo should appear in the upper left corner, except in product or business advertisements, where the logo must appear centred below the advert's copy or centred at the bottom of the page.

The Rexam logo is displayed in a large, bold, sans-serif font. The letters 'R', 'E', and 'X' are black, while the letters 'A' and 'M' are blue. The 'X' is formed by two overlapping diagonal lines, one black and one blue, creating a central white space.

Single colour

The single colour logotype is always the alternative rather than the first choice. Use only when there are print or production constraints to using the two-colour version. The single colour version is ideal for product branding, simple print and embossing. Single colour artwork should only ever be in black, white or metallic silver.

Please ensure that you use the correct master artwork available from the Rexam intranet.

Note that the black and white or reversed version uses the broken "X". Do not use the colour artwork for black and white applications.

REXAM

REXAM

Examples of incorrect use of the logotype

REXAM Wrong colours

REXAM Extended

REXAM Compressed

REXAM Single colour in any other colour than black, white or metallic silver

REXAM Dark background

REXAM BEVERAGE CAN With sector name

REXAM
CHICAGO With location name

Exclusion zones

The clear area around the logo is known as the “exclusion zone”. This area should be kept free of any type, imagery or graphic elements. The zone also indicates the minimum distance that the logo should appear from the edge of a page. (See exclusion zone 1.)

In certain applications, such as business cards, PowerPoint presentations and online communications, this may not be practical. In these and some other cases, make sure that the logo stands alone, is on a white background and, in general, is not detracted from by other elements. (See exclusion zone 2.)

The logotype should always appear in the upper left corner.



Exclusion zone 1. This exclusion zone is for letter heads, brochures, magazines etc. The logo should always appear in the upper left corner.

Exception - in adverts the logo must be centred below the advert's copy or centred at the bottom of the page.



Exclusion zone 2. This exclusion zone is for business cards, PowerPoint presentations and online communications etc, where the larger exclusion zone (exclusion zone 1) is not practical.

Application of the logo

The following spread looks at a couple of very common applications of the Rexam logo – on business cards and in brochures. The basic principles apply in the same way to all stationery and documentation that bears the Rexam name.

We have broken down usage into various levels and the overriding rule is that you use as many levels as necessary to convey your message.

Business cards

A business card needs to clearly state the type of packaging service a business offers. It also needs to clarify the contact details of the individual.

Level 1

Is the Rexam logo, which must appear on all applications.

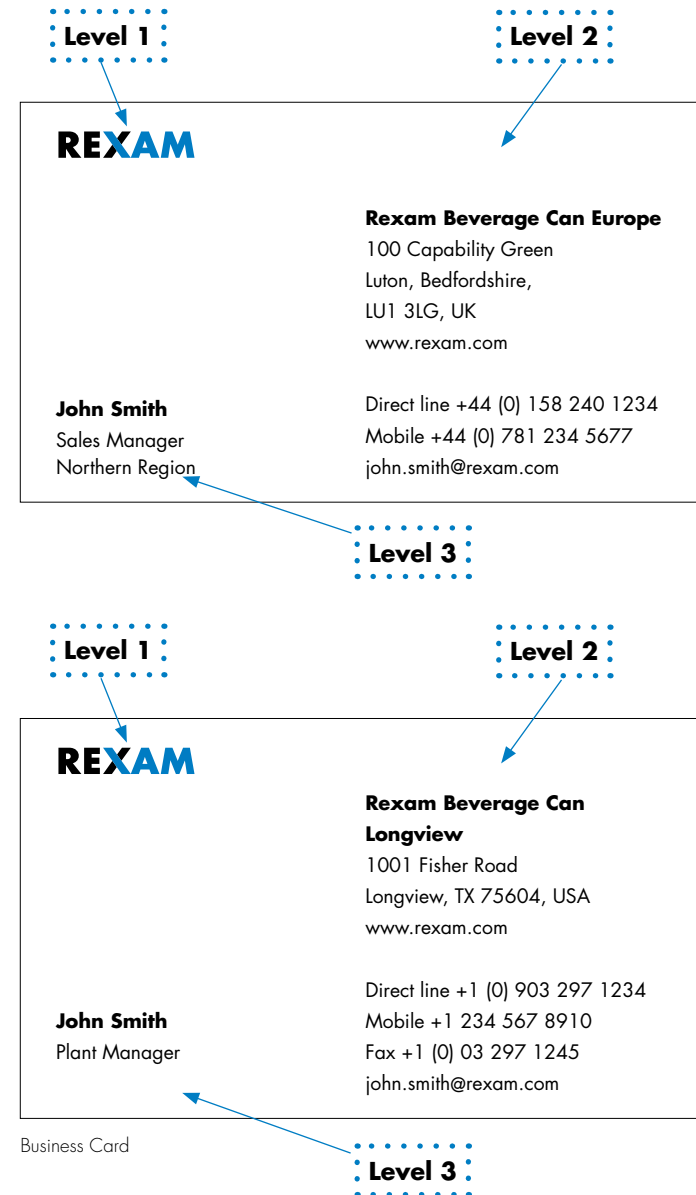
Level 2

Reiterates either the sector name or the plant name and the contact details of the individual. Note that the text is in upper/lower case.

Level 3

Defines the person's responsibility and is to include area or responsibility/specialty.

For example, Marketing Director Europe; Plant Manager; Director Global Commercial Operations; Marketing & Innovation Director; Director, Product Management.



Brochures

This example looks at the naming of a typical product brochure. Actual brochure design is dealt with on page 15–16.

Level 1

Is the Rexam logo, which must appear on all communications materials.

Level 2

Is the subject of the publication.

Level 3

Shows the specific operating facility (or facilities) that you want your readers to contact for more information.



Colours

Our primary colours are Rexam Blue (Pantone 285 C), black and white. These are the three colours that form the distinctive Rexam look. To complement these three primary colours, we also have two palettes of colours. These are used for highlighting. They must be used sparingly and may in no way dominate a publication page, advertisement, slideshow, video, etc.

The complementary and extended colour palettes are not to be used for colour coding sectors, businesses, products or technologies.

Always try to use colour in your publications. Use black and white only when it is neither practical nor cost effective to use colour.

Always remember the importance of white space.

Rexam primary colours



Print:

C 91
M 43
Y 0
K 0
PMS 285 C

Print:

C 0
M 0
Y 0
K 100
PMS Black C

White

Web:

R 9
G 94
B 200
HEX 095ec8

Web:

R 0
G 0
B 0
HEX 000000

Rexam light colour palette



Print:

C 68
M 32
Y 0
K 0
PMS 285 C
75%

Print:

C 46
M 22
Y 0
K 0
PMS 285 C
50%

Print:

C 23
M 11
Y 0
K 0
PMS 285 C
25%

Print:

C 0
M 0
Y 0
K 75
PMS Black C
75%

Print:

C 0
M 0
Y 0
K 50
PMS Black C
50%

Print:

C 0
M 0
Y 0
K 25
PMS Black C
25%

Web:

R 47
G 123
B 193
HEX 2f7bc1

Web:

R 97
G 167
B 227
HEX 61a7e3

Web:

R 161
G 203
B 231
HEX a1cbe7

Web:

R 72
G 66
B 60
HEX 48423c

Web:

R 112
G 108
B 102
HEX 706c66

Web:

R 172
G 170
B 167
HEX acaaa7

Primary palette

Our primary colours are Rexam Blue, black and white. These are the three colours that form the distinctive Rexam look. They must be dominant colours in any publication cover, advertisement, slideshow, video, etc. Always try to use colour. Use black and white only when it is neither practical nor cost effective to use colour. Always remember the importance of white space.

Complementary palette

Our complementary palette is used to add variety and pace, and to highlight information. The complementary colours are not to be used to represent sectors, businesses, products or technologies.

Rexam complementary colour palette



Print:

C 2
M 98
Y 85
K 7
PMS 1797 C

Print:

C 73
M 0
Y 100
K 0
PMS 369 C

Print:

C 48
M 72
Y 0
K 0
PMS 2583 C

Print:

C 0
M 10
Y 100
K 0
PMS 109 C

Print:

C 0
M 58
Y 100
K 0
PMS 144 C

Web:

R 176
G 13
B 31
HEX b00d1f

Web:

R 78
G 152
B 0
HEX 4e9800

Web:

R 137
G 72
B 168
HEX 8948a8

Web:

R 248
G 201
B 0
HEX f8c900

Web:

R 222
G 108
B 0
HEX de6c00

Typefaces

Typography is an integral element of Rexam's identity. We use the Futura typeface as shown here. It is timeless, clear and easy to read.

Please note that for online applications and all PowerPoint presentations we use Arial.

Headlines have two distinguishing features: they can be in colour and, to increase their impact, they can be in different font sizes.

When it comes to colour, use sparingly. Do not alternate between colours within a word unless it is in the title of the publication.

As a design feature, front cover headlines and ads, we sometimes use lower case in headlines. This is the case for the name of all our magazines and newsletters.

Futura Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#¢%&()?;:

Futura Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#¢%&()?;:

Futura Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#¢%&()?;:

Strong platform for growth

Strong platform for growth

How cans and ends are made

strong platform for
growth

Relexan's vision is to be the best global consumer packaging company by making the lead in.

Best Performance
See page 2

Operational Excellence
See page 3

Customer Expectations
See page 6 & 4

Ensure our Future
See page 1 & 3

Build a Winning Organisation
See page 2, 7 & 4

Invest for Value
See page 3

REXAM

best of relexam

working together as one relexam • number 2 • 2012

Sustainability matters

Relexan's vision

In July we launched our 2012 Relexan Sustainability report, detailing our progress against our 12 sustainability commitments.

We also produced a short, animated film to put our commitment to approach to sustainability. You can find it on www.relexam.com/12.

REXAM

Best Performance 2012

Encouraging half year results

Focus on cash, costs and return on capital employed

Best Performance

BONAL

Customer Expectations

On 1 August we announced our results for the first 6 months of 2012. We delivered an encouraging performance as we maintained our focus on cash, costs and return on capital employed. On a headline basis Relexan's Cash and Return Capital Employed (RCE) were up 4%, operating profit up 4% and we reported a decrease of 1% in underlying profit before tax.

Bonagel Care as a whole performed above expectations, with headline sales up 2% and a 9% improvement in underlying operating profit.

In Europe, our volume grew 2%, with headline sales in specialty care which grew 15% as fast pace due to continued growth in energy drinks.

In North America, the market was flat, but our volume grew 12%. Specialty care performed strongly, growing 23%, while standard care was up 9% as we increased some of the volume in 2011.

In North America our core volumes were up 23% in line with the market, with the second quarter showing improvement in the first.

In Thailand, organic sales were down 1%, there was a good growth in a new range of ready pack and multi layer containers, but there was a 4% drop in sales in North America and this was also leading the impact of a customer's low priced equivalent.

The proposed sale of our Personal Care business for €452 million is in track. We are willing to be in the park, and hope to finalise both sales by the end of the year.

Our Chief Executive, Graham Chapman, said: "We are encouraged by the progress of the continuing business in the first half sold, in spite of a challenging trading environment, our overall performance was in line with our expectations.

"Thank you for your efforts in helping us deliver these results."

Relexan employee

Cash to the Shareholders report 2011. We are also and Planning growth to share-C&P share 2.7 from



Rexam and corporate
sustainability

Galtate volessi millaci lignatur
quid quam quate eictios volorum
esti veliqui de explabo.

Pone vellet que volupta doleremque iam fuga. Sequa voluptas non parçit, te excecum sit a in re voluptat est omnibus apicto quis ut uparum reptatur minçtur apic torehentur reped que nimaximius soe con res idellatur sua et voloresci cupioe voleat. Ut laborem delis ante aut. Itit velitas renamius delentia adit eaquatur sinit etatqi que nonet aut pro tem eum sapiet quoe volecoe omnibus es maxim am neut, officim oluptat aut quoditem fuga.

Maionsequi renima voliquo ma nunque natqui aut eafist, cus et
tem ipsa alias ma aut quent ullocep ediamus estios ipid quam
que lob il lum nos volerin corporecusa dolorum de voluptam
dolorum inint ut que laute eur. At dolorum at exparest ut aliqui
nonet eum nonarin veribus.

Id utatum quate perum et aute pel et maximagnam quo valorepu
dit enditem rae necus nobis disquunt qui ut parum reuintum cum
sequi re, nobis voluptam ulpa doluptat am et veribusam, sinton
nam evender ehento quos est magnate molarit, temporeni aut
velis oped et ipiciis exarferent.

CONSEDI DUS, ALIBEAT DOLUPTAM
peroviditas ant e dolare veri ipsam out aliquae et officia
venemore none cus si rerferi eratemo lupatectus nus, sim qui
nis alquide qui con nerumet et, quoe litesequam dio et dolesti
quationesta ill ut ne pro e qui vellestia di blaut fugiaps itus,
idaisimur molori con not valetet plauti quaque quunti doluoptam
nulpurum qunt abore rectati andioream velique volo con
nitiis mulpis non cone euandit et, ipsam hii veligenem
evalentota perae equam exerro

IN NUMQUIAE ET LA ASSINUS ANDICIENDIA
 qui valermo vitempersis enim incidis qui doluptate conit molptat
 vollest, quis molonepro venis et am qui ame re del enisimo
 ssimet undeanducis cum ei nonaucti quis aliditici te veni eus aut

Imagery

We use images in our brochures and posters, on our website, in our slide shows and in our videos.

If our personality is straightforward, confident, engaging and approachable it follows that the imagery we use should convey a sense of openness and clarity. It should not be indistinct or appear to be hiding anything.

Pure product images

Focus on the shape, simplicity and structure of the product. The images should have a clean, simple, graphic feel. Keep the style simple against a white background. Product shots should be uncropped. If needs be, they can be cropped later.

People and products

These types of image should show people absorbed in an activity using a Rexam product. They capture a moment, an experience being enjoyed by the user.

Keep the number of people to no more than three or four to avoid it becoming too busy and avoid making the respective brand on the product too prominent.

Make images bright and colourful but not busy.

Rexam people images

These images are natural and unforced, focusing on the people themselves and the part they play in the overall Rexam story. They should be natural, straightforward, engaging and reflect the passion of ensuring that we are always delivering value.

It is of particular importance that any person shown is wearing correct and complete safety equipment. In plants, this is likely to include safety glasses, ear protection and gloves.



Pure product images
– clean, simple, graphic feel against white background



Rexam people images – natural, straightforward, engaging, passionate



People and products – capture a moment, a consumer experience

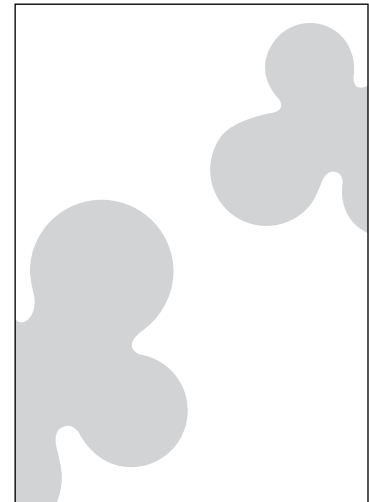
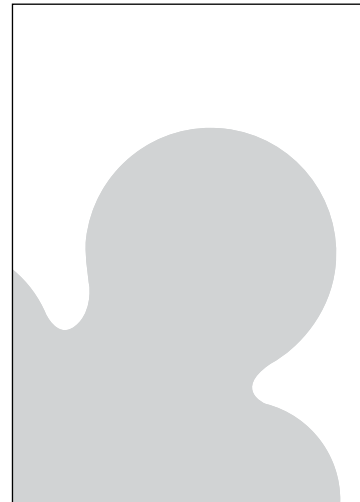
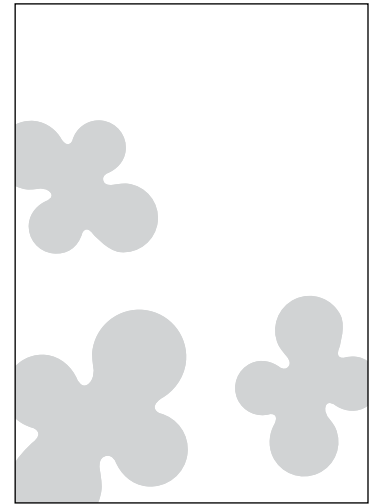
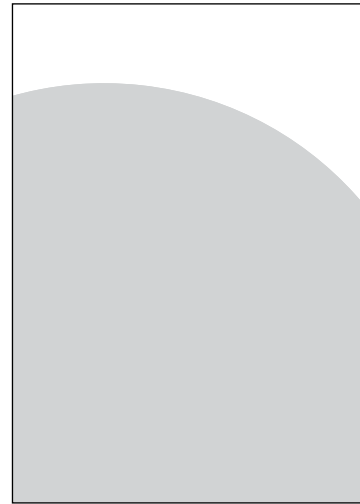
Design feature

Our brand expression includes a specially designed feature that we have called the “clover”. The clover adds a more human element to the Rexam identity and complements the strongly engineered logo. It also gives all our publications another distinguishing feature apart from our logo. It provides us with a unifying, immediately recognisable visual identity. As you can see from the examples on page 15, the clover can be used in an almost infinite variety of ways and be filled with everything from products and machinery to people and landscapes. But remember that white (negative) space must always feature as a significant part of the overall design. There is a file on the intranet where you can download a template of the design.

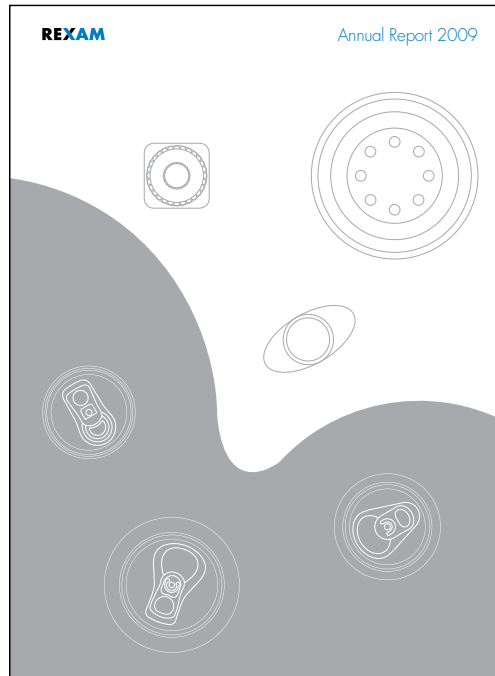


When to use the clover

As a rule, don't overuse the clover. For printed material, the clover is for front covers, section introductions, advertisements and exhibition stands. (See examples page 15–16.)



Front cover example – report



Front cover example – newsletter



Note that the masthead (title) is in lower case.

Content page example – newsletter



Advertisement examples



Part of your
every day life

You may not know us but you probably come into contact with our products on a daily basis.

Consumer packaging is an integral part of modern day living. It protects and enables efficient distribution. It also helps brand owners to inform end users and to promote their goods. And, it makes an essential contribution to a sustainable society as it helps reduce waste from spoilage.

Rexam is a leading global consumer packaging company. We are one of the largest beverage can makers in the world and one of the top global manufacturers of rigid plastic packaging. We are business partners to some of the world's most famous and successful consumer brands.

As we pursue our vision to be the best global consumer packaging group, three things characterise us – leadership in our industry, our commitment to innovation and our passion to create value.

REXAM
www.rexam.com

Advertisements use either the clover or cut-out photos for maximum impact.

The sign off must always be the Rexam logo and Rexam alone. The logo may appear centred below the advert's copy or centred at the bottom of the page.



stripped
but not naked

Erastis doluptatum quisquisting etum aliquisim nu
llut praessi blabor sed dolant nicipa dolobore diti do
odipis et aut wis augiamet niti tum dolor in vent
upatie ming euguera esenitibz euiscipis nostud
modolor sequis scipiti diti labor alis aci tem velis
sim zzruasc ipaumodit laore mincidupit aciduisse
facil ipsi diti num zzruereet, quat.

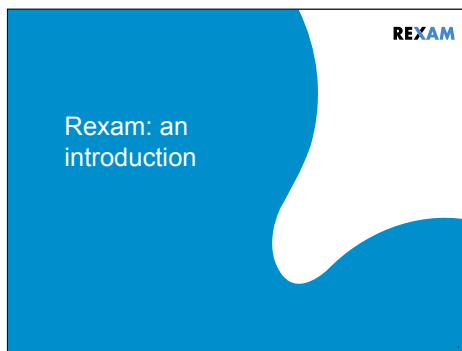
Ed dolabor tionsenitibz et, velis. Glat eros at,
quismod dio consensit wisi. Te duscil landie tem
vent volitionensed eugait, quis nait ut irillam, qui
eugiamic onaequamet, con utpat dionased dolor.

REXAM
www.rexam.com

Rexam Glass Co. Dudenburger Str. 132 06311982 Nordburg, Germany
Phone +49 (0)3021 830

If you require readers to contact a specific address, this can be added at the bottom of the ad as in the example here.

PowerPoint examples



16:9

We have one standard template for all internal – external Rexam presentation.

The template is available on the Rexam intranet.

Note that the Rexam logo stands alone in the top right-hand corner. If you need to put your Sector or business name on the slide use the space in the bottom right corner, but please keep to the style rules.

As a rule of thumb, keep PowerPoint slides as clean and simple as possible. Avoid backgrounds, and excessive use of bold text and effects.

Our slides are not speaker texts. They are speaker aids. Try not to have more than five bullet points per slide and five words per bullet point.

Use a single colour from our palette to highlight important words. The recommended colour for blue background is yellow as this contrasts well with the blue. For white background use Rexam blue text for highlighting.

We use Arial font on all our PowerPoint presentations. 16 pt is the smallest size text should ever be.

Our standard template is formatted to the standard screen size which is 4:3. Should you need to display at 16:9, a modified template is available, please contact Group Communications.