



Strength. Performance. Passion.

# Brand Identity Directives and Recommendations.

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Holcim IP Ltd



# Holcim Brand Identity Directives and Recommendations.

Please note that these are Directives unless otherwise stated as Recommendations or Exceptions.

Directives are specifications that have to be applied and implemented as detailed in this document.

Recommendations, as highlighted in red, are guidelines and technical specifications that we recommend are applied but will not be enforced.

Exceptions to the rules, as highlighted in gray, are those elements that due to specific circumstances or depending on the nature of the application, are allowed in order to ensure the Holcim identity still retains its integrity in application.

For the corresponding templates and tools please refer to the enclosed CD or the Holcim portal

<https://portal.holcim.com/irj/portal>

For further information contact HGRS Branding at  
[branding.secretariat-hgrs@holcim.com](mailto:branding.secretariat-hgrs@holcim.com)

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# 1 Basic elements

Everything must be done in the spirit of our premium brand and our values. When applying our brand always remember: The objective of any branding activity is to create brand equity with all of our stakeholders. Our positioning is to be the leading premium brand in our industry.

The quality of materials used under local circumstances, and the standards of application and maintenance of our brand should always be above those of our competitors. We should set the standards wherever we go. It is not only our branding strategy but also a matter of pride.

The Basic elements – the Holcim logo, color palette, typography, tone of voice and images – are fixed elements which all work together to present a consistent image of the brand. At the same time they give you enough flexibility to create your own designs and cope with any situation you are likely to come across.

In the following pages you will find descriptions of the principal elements used in a wide range of applications. In addition there are a number of specialist Directives that address specific applications in more detail.

## 1 Basic elements

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## 1.1 Holcim logo

The Holcim logo is a key element of our brand identity. It is our signature, our quality seal and our calling card wherever we go. As such it needs to be treated with the respect it deserves ensuring the correct application at every customer touch point.

To be very clear: The Holcim logo is the only logo to be used by all of those companies branded as Holcim, internally and externally. We have built and are continuing to build much equity in the Holcim brand. Projects, products, services and other initiatives must never have their own logos or identities under the Holcim brand. No part of the Holcim logo should ever be used outside the options shown in these Directives. Please note the only approved exception to this rule is the Holcim Foundation For Sustainable Construction.

The Holcim logo is made up of the words 'Holcim' and the symbol (arc and parallel bands) placed to the left. 'Hol' is a reminder of the Group's origins in the village of Holderbank, Switzerland. 'cim' from ciment (French for cement) refers to the core of our business. The arc and parallel bands are synonymous of our global reach and presence – bridging the world.



## 1.1.1 Logo principles

### The Holcim master logo

The Holcim logo is made up of the Holcim logotype and the Holcim symbol (arc and parallel bands). The relative size and position of the logotype and symbol is fixed and neither element can ever be separated or used independently from the other in application.

Only use the official artwork provided by HGRS Branding downloadable from the Holcim Portal. Do not recreate, reportion or alter the logo in any way.

The logo is never to be used in a three-dimensional application.

### Minimum size

The minimum size of the Holcim logo is 2mm of the 'H'.

### Exception:

The only visible place our symbol is used alone is on our screen saver where confidentiality is paramount.

### Logo alternate versions:

#### Vertical version

This logo version is for vertical formats such as exterior identification. Always place the logo with the 'H' at the base and never use this logo horizontally.

#### Registration mark

Your market may legally require that you include the 'circle R' registration mark when the Holcim logo appears on advertising or product packaging.

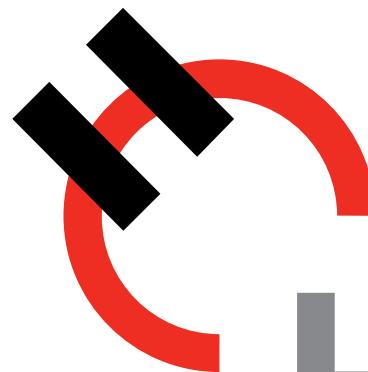
Holcim IP Ltd has taken care of trademark registration in all markets. Group companies do not need to undergo the trademark registration process.

#### Exception: Centered version

The centered version of the Holcim logo may be used as the exception to the Holcim master logo in order to ensure the highest visibility possible where space is very limited. For example promotional materials.

#### Logos for different purposes

Dependent upon the printing process determines which logo is placed into your artwork. For pages with 1 color use the black (K) logo, for 2 colours use the 2 color spot logo. For three color spot printing use the 3 color spot logo. For four color printing process (CMYK) ie. multiple colors, use the CMYK logo. For electronic publications use the RGB color logo.



# Holcim

Master logo



2mm minimum size



Master logo with registration mark



Vertical version



Centered version

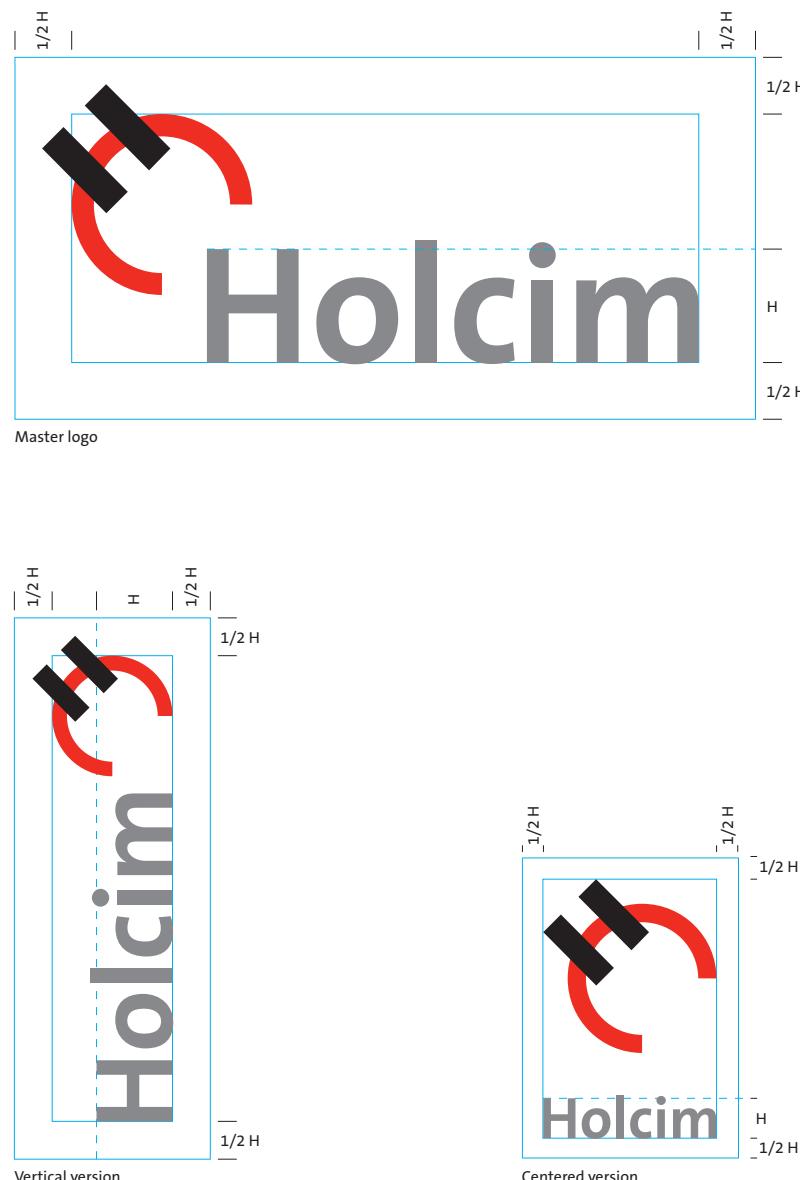
## 1.1.2 Logo clear space

### Minimum space

To maintain its visual integrity, the Holcim logo should not appear to be crowded by, or linked to other words, graphics or images within the minimum space. As shown here, the half height of the letter 'H' from the word Holcim is used as the rule for measuring the minimum space around the Holcim logo. Please note where the minimum space around each logo variant is located.

### Exception:

For most applications the minimum space is adhered too but a greater clear space is required for specific applications such as signage, publications, and advertising. Please note the minimum space is then increased to include additional clear space.



## 1.1.3 Logo color options

In principle we mainly use our logo in its full three color version on white background.

### Alternate colors

Where Holcim colors are not available, for example on laser printed documents, fax and black and white adverts, the logo may appear in black on white or light background or in white on dark backgrounds.

The same principles apply for positioning our logo on images. In this particular case it is important to make sure that the image area in which we place the logo is 'clean' and does not interfere with our logo.

### Printing information

To avoid having the arc stain the parallel bands, be sure to print the red arc first. Then layer the black parallel bands to overprint on top.

Holcim logo



Alternate logo colors



Logo black



Logo black on light background



Logo white out of grey background



Logo white out of red background



Logo white out of black

Core colors



CMYK 0/0/0  
RGB 255/255/255  
Hex #FFFFFF



\*Pantone® Cool Gray 8  
CMYK 0/0/56  
RGB 139/141/142  
Hex #8B8D8E



\*Pantone® Warm Red  
CMYK 0/95/100/0  
RGB 255/17/0  
Hex #FF1100



\*Pantone® Process Black  
CMYK 100/100/0/100  
RGB 0/0/0  
Hex #000000

### Our logo colors

The sample \*Pantone colors on this page cannot be used to accurately match a color. Refer to the official \*Pantone book to accurately match a color. You can order a \*Pantone book online [www.pantone.com](http://www.pantone.com)

## 1.1.4 Symbol and cropped symbol

The symbol part of our logo is a highly distinctive feature. Used selectively in the right places it can give our brand identity more life and dynamism. However, we should not use the symbol on its own as we also need to create the connection of the name and the logo in our stakeholders' minds. This is especially important in markets in which our brand awareness is low.

When formatting the symbol, make the symbol large enough to create a bold and dramatic effect. Do not enlarge the symbol beyond recognition and do not crop it to too small a size.

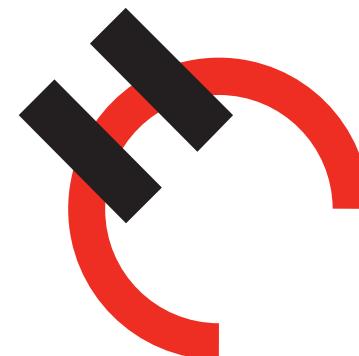
Make sure you position the edge as shown in the examples and crop the arc on the right and on the bottom side.

### Symbol on two-dimensional surfaces

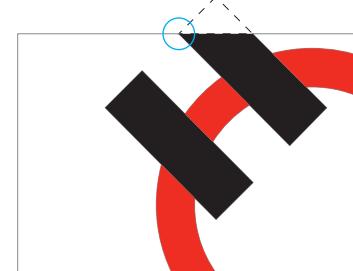
On flat surfaces the symbol is cropped as shown here. There are special cropping instructions for exterior building signs and vehicles. Please also refer to the signage section.

### Symbol on cylindrical surfaces

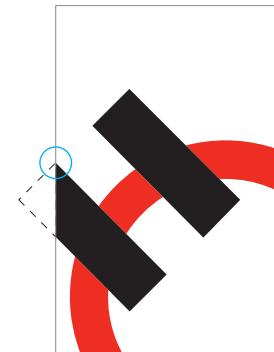
On cylindrical surfaces such as trucks and silos, the whole symbol is used. The cropped effect is achieved by only viewing part of the symbol. Please also refer to the vehicles and signage section.



The symbol only

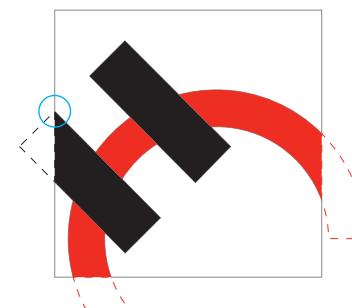


Symbol on horizontal format

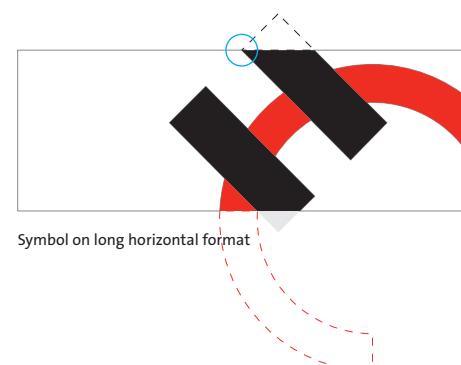


Symbol on vertical format

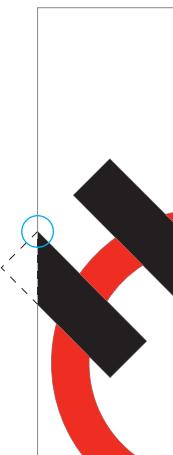
Make sure you position the edge as shown in the examples and crop the arc on the right and on the bottom side



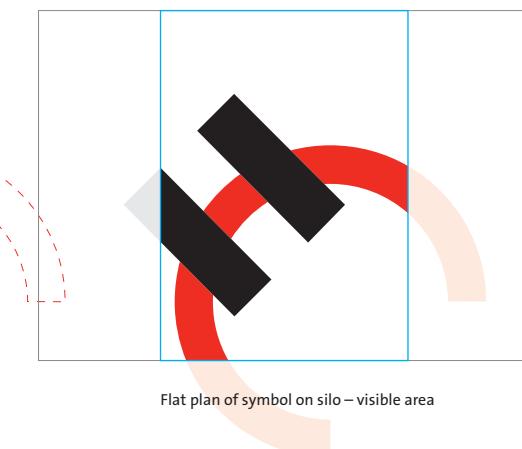
Symbol on a square format



Symbol on long horizontal format



Symbol on high vertical format



Flat plan of symbol on silo – visible area

## 1.1.5 Language variants of logo

The Chinese and Arabian Holcim composite logos shown here are two examples of language variants created to fulfill local requirements in countries where it is mandatory to have a local translation of a brand's name. As such, a language variant is only permissible where legally necessary.

Should you need to develop new language variants, the new name should match the Holcim logo in look and feel. Each case will have to be approved by HGRS Branding prior to launch.

### Minimum size

The minimum size of the Holcim logo in the Holcim composite logo is 2mm of the 'H'.

### Exception: clear space rule

Holcim composite logos are an exception to the minimum clear space rules. However note the minimum space is applied outside of the overall Holcim composite logo area. Please note that the height of the Chinese characters are larger than the recommended 2/3 'H' rule due to character visibility.



Chinese logo version



Arabian logo version

## 1.1.6 Holcim logo and tagline

A tagline does not need to tell the entire business model but most of all should intrigue and give us the starting point and opportunity to tell our story. It should also remind people of what we stand for. The best taglines are emotive and not descriptive. In case of doubt, please contact HGRS Branding.

We can build our messages around the tagline and it allows us to start a conversation with any stakeholder. It also has great potential towards internal communication and gives pride to our people. The tagline is locked up to the Holcim logo in all applications where the design grid is used. Examples are advertising and publications. This maximizes impact and ease of use.

All taglines should be the same type size. Base the type size of all taglines on the half height of the 'H' in the Holcim logo. The type size of a tagline will be consistent but the length of a tagline may vary depending on how many words make up this tagline. The tagline may be longer than the Holcim logo but may never be used over more than one line.

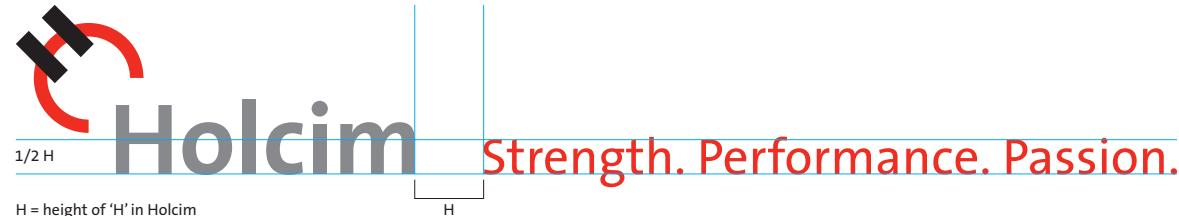
**Exception:** The only time the tagline appears in more than one line is when the Holcim logo and tagline are aligned vertically on vehicles, as shown.

The preferred layout for publications is for the tagline to appear to the right of the Holcim logo. However, on some applications such as advertising the tagline can appear to the left of the Holcim logo.

Try to keep as much space as possible between the Holcim logo and tagline. When this is difficult to achieve always use the minimum 'H' distance rule illustrated.

H = height of 'H' in Holcim

Minimum distance between logo and tagline on a horizontal alignment



Reverse horizontal alignment which typically occurs on advertising



Vertical alignment which also typically occurs on vehicles



H = height of 'H' in Holcim

## 1.2 Colors

The Holcim brand identity has two sets of colors:

1. Our core colors:

White, Cool Gray, Holcim Red and Black.

2. Our secondary color palette

consists of an additional six colors: warm gray, brown, orange, blue, green, red. These colors are used to differentiate communications to different audiences and as a means of categorizing products. They are also used as a means of connecting and engaging with different audiences in a more emotive way.

The colors shown in these recommendations and directives are the only colors to be incorporated into the Holcim brand identity.

## 1.2.1 Core color palette and secondary color palette

### Color philosophy

White, Cool Gray, Holcim Red and Black are our core colors. They carry much of our visual brand equity and should be given as much presence as possible in our brand applications.

Our most important core color is white. It is clean and fresh.

White reflects our values and what we stand for. In principle we recommend to use white as much as possible and to not over use the secondary colors.

The core colors and secondary color palettes can be used to distinguish our different publications and to give our identity more depth and life. The secondary colors have been print tested across a wide range of materials and can be applied from 100% to 10% tints depending on the application.

With the exception to Holcim Red in order to facilitate consistency in the reproduction of secondary colors, the CMYK values are the same as those found on computer design software packages. These values should be used at all times and should not be changed unless the type of material (e.g. coated or uncoated) you print on changes the tonality of the color. If so then use the PMS values to match the colors to, thus ensuring color consistency is maintained.



## 1.2.2 Product and services color palette specifications

In principle all of our colors can be used for product branding, but not as tints. In order to ensure color coding works, the customer needs to be able to clearly name the color e.g. blue, brown, etc. As such, in order to avoid confusion, we do not have variants of the same color e.g. light blue and dark blue adding a level of complexity to product navigation.

This palette of secondary colors should be used at 100% on packaging, product brochure covers and advertising for the purpose of color coding. For color coding products or product lines it is important to note that as a directive, only one red or gray should be used at one time. The Mondi, Klabin and PSS Cool Gray and Warm Gray color values on the Kraft bag are the same. Product brochure inside spreads can incorporate tints of the core and secondary color palettes from 10%-100% tints. For further guidance on the use of these colors please refer to the Product branding section.

	Kraft bag				White bag			
	PANTONE/CMYK	MONDI	KLABIN	PSS	PANTONE/CMYK	MONDI	KLABIN	PSS
White	PMS® White	901	NA	NA	PMS® White	NA	NA	NA
Cool Gray	PMS® Process Cool Gray 8 56K	9904	P430	950	PMS® Process Cool Gray 8 56K	9904	P430	950
Holcim Red	PMS® Warm Red 95M 100Y	4902	E208	335	PMS® Warm Red 95M 100Y	4006	E370	335
Black	PMS® Process Black 100C 100M 100K	9001	Black	Black	PMS® Process Black 100C 100M 100K	9001	Black	Black
Warm Gray	PMS® Warm Gray 10 14M 28Y 55K	9904	P430	950	PMS® Warm Gray 10 14M 28Y 55K	9903	R85	950
Brown	PMS® 732 55M 100Y 64K	8001	P469	560	PMS® 732 55M 100Y 64K	8001	P469	550
Orange	PMS® 152 51M 100Y	3904	E023	290	PMS® 152 51M 100Y	3903	R23	230
Blue	PMS® 281 100C 72M 32K	6904	E571	636	PMS® 281 100C 72M 32K	6015	E571	656
Green	PMS® 364 65C 100Y 42K	7010	E672	730	PMS® 364 65C 100Y 42K	7016	E672	730
Red	PMS® 201 100M 63Y 29K	5001	P235	430	PMS® 201 100M 63Y 29K	4011	Same as colour testing	430

## 1.3 Typography

Our primary typeface expresses our character and helps distinguish us from our competitors. When used consistently it can create a powerful and instantly recognizable identity for Holcim worldwide.

TheSans font family has been selected to provide flexibility and to complement the Holcim logo and design style. TheSans is used for all printed communications whilst Arial remains the default font for computer generated communications. Text is ranged left and not hyphenated. This is more readable and engaging for the reader than the justified text style. The word Holcim is not to appear in capitals. Never abbreviate Holcim or the Group Company name in external publications.

The red frame is no longer permissible to highlight text or frame images.

**Exception:** The Power point title slide is the only area where the red frame remains.

## 1.3.1 Font family

A consistent use of typography is essential to the integrity of our brand.

We use TheSans font family for all our professionally typeset communications such as marketing materials, publications, packaging and advertising. The font family shown here and available for download is TheSans Basic. Alternatively you may use TheSans Classic.

We recommend TheSans Basic over TheSans Classic since the TheSans Basic numerals naturally align to the baseline. However if you are using numerals from TheSans Classic make sure they align to the baseline by using the Caps version.

**Exception:** TheSans Classic numerals in body text do not need to align to the baseline.

For electronic applications, internet, intranet and PowerPoint, we use the system font Arial.

Only use the font styles shown from TheSans and Arial font families. Do not use any other typefaces or font styles.

### Ordering typefaces

HGRS has a global license for TheSans Basic downloadable from the Holcim Portal available in either PC or Mac formats.

The font family shown here and available for download is TheSans Basic. Alternatively you may use TheSans Classic.

# TheSans

TheSans B7 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

TheSans B7 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

TheSans B5 Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

TheSans B5 Plain Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

TheSans B4 SemiLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

TheSans B4 SemiLight Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Arial

Arial Regular, Bold or Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## 1.4 Tone of voice

Our tone of voice expresses who we are and what we believe in, our values: Strength, Performance and Passion. Using language consistently across all communications reinforces our values and our promise.

As an overall rule our language is simple, direct and real; it engages with our audiences and conveys a sense of confidence.

We aim to draw audiences in with our distinctive tone of voice and to clearly differentiate Holcim from other brands in our category.

## 1.4.1 Engaging and building confidence

Our three values directly translate into aspects of our language and tone of voice:

### Strength

- Talk to the reader as you would to a working partner
- Convey confidence and trust
- Be real and authentic by using direct and simple language, no jargon or clichés

### Performance

- Keep it short and easy to understand
- Cut the copy to remove superfluous words
- Correct spelling and grammar are signs of professionalism

### Passion

- Be engaging and informative
- Use the active voice rather than the passive voice – ‘Holcim decided...’ rather than ‘It has been decided by Holcim...’
- Take the local cultural context into account (not sterile corporate language)
- Never be offensive to any stakeholder who might read your copy (even if the particular piece of communication is not directed at them)

### Hints for good writing

It is beyond the scope of these Directives to provide a guide to good writing. However, the most important rule is to make life easy for your readers. You should always assume that they are busy people who have other things to do. Your writing should tell them what they need to know in a concise and inviting way.

### Know your audience

Our audiences are defined by their relationship to Holcim (employees, customers, partners, media etc.), how they interact with us and what matters most to them. Any engaging copy needs to take into consideration the audience (the reader) it is intended for. They give us their time and consideration, and in return should receive an experience that's worth their while.

### Know the context

The context of your copy is critical to its success. As such it is important to consider that no piece of communication stands on its own. Whether you write for a product brochure which will sit next to a range of others in a shop or an ad in a technical magazine, the context influences whether your writing style, the length and layout of the copy and the key messages will engage the potential reader.

No one size fits all and even if you may have a piece of copy which worked well for you in one publication, it may not work elsewhere. As a basic rule - always analyze the context of your copy before starting to write it, don't copy and paste.

### Organizing messages and information:

- Any writing should start with a clear concept. Before writing, develop a clear understanding of the key messages you want to convey. Try to define one leading thought for the entire piece and keep to three key messages
- Try to only use messages and information which is really important to your audiences. Ask yourself if it is really relevant for the audience intended
- Generally break up long sections of text with subheadings
- The use of lists can be very effective, don't be afraid to use bullet points where appropriate

## 1.4.2 Writing styles

In general we can distinguish five types of writing styles:

### 1. Writing publications for corporate and business to business communications

In these instances our primary objective is to inform. Our tone of writing style should be fact based, clear, concise and to the point. But not dull in tone for the reader.

### 2. Writing publications for end-user/consumer communications

Our primary objective here should be to actively engage with the reader at the same time as informing them. A publication for an end-user interested in our products and services should be more personal and consist of their terminology. This is in contrast with a business to business publication which would be more fact based and technical when talking about our solutions.

### 3. Writing advertising copy

Whatever we write for publications or the web is normally not necessarily appropriate for advertising copy.

More than any other writing style, advertising copy requires absolute discipline and reduction to what really matters. In particular for advertising, we need to engage the reader to our story in a minimum amount of time. This is to convey the clearest message quickly. Body copy for print advertising is there only to further support and communicate the key message already conveyed.

### 4. Writing editorial, magazine style publications (internal and external use)

The editorial magazine writing style of publications for both internal and external audiences should adopt an appropriate writing style which is quite different from brochures or any other copy style. Readers typically do not read magazines from beginning to end - they browse. As such magazines are very similar to web content, they are 'democratic'. Writing for a magazine requires the most engaging style of all other publications. The reader should be drawn into the experience.

Critical factors to success in this medium are balance and pacing. This is achieved with a good combination of shorter feature articles with more in-depth articles.

The writing style between these different features should vary to keep the reader engaged. Their careful combination and spread across the publication pages make up the pacing of a magazine.

### 5. Web content writing

By nature writing web content is becoming very similar to editorial magazine writing style. It is being seen as the ultimate 'democratic' medium with the reader fully in charge. Long gone are the days when web content was simply a brochure transferred online. Web content varies across all the writing styles but should normally be shorter and formatted differently than publications and advertising copy for print ads. Never overload web advertising with too much information. As a rule of thumb, always look at what you have written in the web format in the place you intend the copy to go.

## 1.5 Image concept and style

Our distinctive style of imagery has been defined to draw audiences in and to clearly differentiate Holcim from other brands in our category. It expresses who we are and what we believe in, our values: Strength, Performance and Passion. Using imagery consistently across all communications reinforces our values and our promise.

All of our three values directly translate into image content and style and are to be used as a check list for any image. Every image should reflect those. Naturally, not every value is of equal importance depending on the particular message we want to convey.

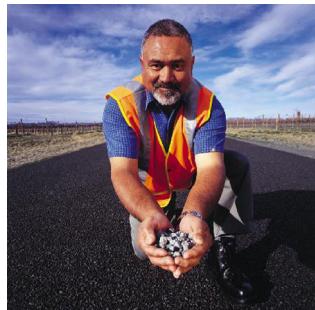
All images have to comply with the Holcim Occupational Health and Safety Standards.

Use full color, duotones (created from our core and secondary color palette) or black and white photographs. When considering the imagery consider the tone of the communication. Consider the size of image relative to the information it depicts. Large images should be content rich. Images of details only need to be small. Always remember images need to be of good quality, OH&S compliant, in line with our environmental standards and stand as examples of best practise.

## 1.5.1 Imagery and our brand values – Strength

### Strength

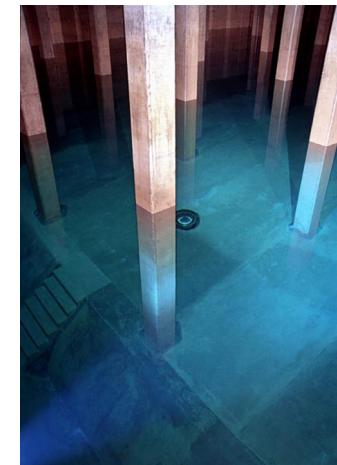
- Convey confidence and trust (i.e. when showing people, make sure they convey confidence or even pride through body language and engagement with the photographer)
- Display partnership and teamwork (where applicable)
- Be real and authentic (no over-staged images, people's poses should be natural)



## 1.5.2 Imagery and our brand values – Performance

### Performance

- Images should concentrate on the outcomes and/or benefits of our work and products and services and show their context (delivering on promises)
- Products and services displayed should be of high quality and convey professionalism
- Images and the environment are to be relevant to our audiences and local markets
- Images must be orderly (especially construction sites and Holcim facilities to demonstrate best practice)

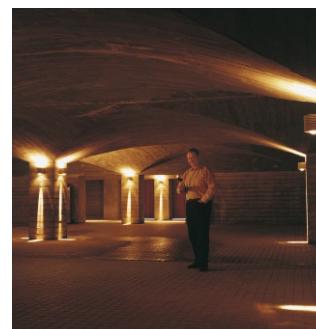


## 1.5.3 Imagery and our brand values – Passion

### Passion

- Our images should be engaging. The most engaging images include dynamic close-up shots of a person or persons interacting with each other, the product, or the project. However, not every image has to feature a person to be engaging and impressive. For pure architectural shots, engagement can be achieved through interesting angles, scale, and lighting
- Take the local cultural context into account and the balance of age and gender
- Show projects and perspectives that underline our commitment to preserving the environment (e.g. filter equipment or quarry re-naturalization)

- Do not show aerial shots of plants and quarries, quarry excavation and highly visible emissions
- Socially responsible (e.g. display care for local communities; generally show the community perspective rather than boasting about our involvement)
- Compliance with Holcim Occupational Health and Safety standards – Always check that the Holcim employee is correctly attired in PPE for their situation.



## 1.5.4 Technical guidance for imagery

As an overall rule our images are simple, direct and real; they engage with our audiences and convey a sense of confidence.

We should choose images with strong visual impact and communication that relate to our specific audiences and enhance our messages. Images should always be considered in context with the copy and the position in the layout of the piece of communication they are intended for. Our image style employs the use of well constructed composition, drama through appropriate and creative control over photographic technique and content which feels real and emotive.

### Color control

Where possible the core Holcim brand colors white, gray, Holcim Red, and black should predominate and not compete with strong opposite or clashing colors. Deliberate use of monochrome (neutral) settings allow red to act as a spot or hero color. In post production, competing colors need to be minimised to maintain emphasis on the brand colors.



### Depth of field

Appropriate selective focus through wider aperture settings allows the key subject matter to stand out from the background and/or foreground. It also downplays any unwanted visual information and creates a sense of depth to an image.



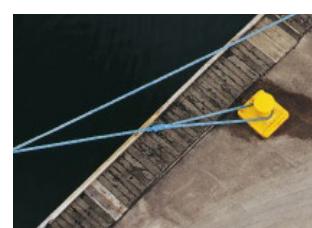
### Details

Capturing details and simplifying a shoot to isolated components creates symbolic and abstract imagery, which is useful for illustrating a wide range of topics. Again selective focus and the use of dynamic lines need to be considered.



### Graphic

Holcim imagery is carefully constructed making full use of the visual elements combined and crafted with good lighting to create images with; pattern, shape, form, line and texture to create strong impact and graphic appeal.



## 1.5.4 Technical guidance for imagery (continued)

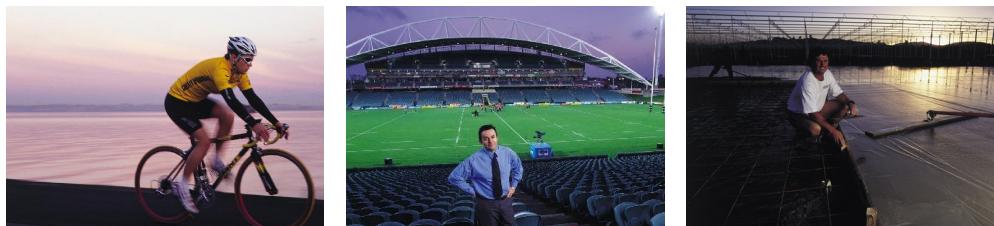
### Lens choice

A part of the process of story telling a shoot generally needs to be comprised of wide or establishing shots, medium descriptive shots and smaller detailed cameos. The use of wide through to medium and long lenses combined with macro shots on any given shoot will in general cover a broad range of subject matter.



### Lighting control

Where required introduced lighting or control of the existing light is vital in bringing a shot to life. Lighting should be used to emphasize the subject, reveal texture form and shape, and to create mood and drama. Controlled lighting can take time and needs to be considered accordingly in scheduling and logistics.



### Movement

Movement brings a strong dynamic to an otherwise static scene. Using long shutter speeds when movement is an obvious component of the shot, illustrates energy, direction and action.



### Keeping it real

Maintaining a documentary approach to a shoot and not over staging action, people and events will allow the rawness and a keen sense of reality to flavour the brand imagery. Keep people engaged, natural and enthused in the body language and expression. Maintain a sense of action, passionate human effort and authority in the use of plant and technology. Let the grit, the unusual and the fascinating temper a shoot.



## 1.5.4 Technical guidance for imagery (continued)

### Scale

The use of scale by placing people, buildings machinery or objects against a wider context gives a sense of magnitude and detailed interest to a shot. Again controlling the action of the person or machinery gives a sense of real purpose.



### Time of day

Shooting at the extreme ends of the day and into the night bring mood, atmosphere and a sense of 24 hr operation. The color shifts and quality of light need to be used to the best advantage in photographing structures, buildings and operational activities. Adverse weather and the seasons can equally influence and shape the outcome of a shoot.



# 1.6 Taxonomy

## Digital file naming

In order to instill a more effective way of naming and coding files from various sources we have created a simple and easy to apply taxonomy system for digital file naming. This will enable Holcim employees to be able to recognise, share and efficiently catalogue digital files.

## HGRS Branding template codes

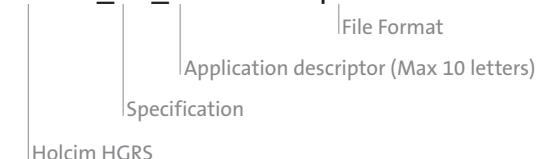
Master downloadable templates developed by HGRS Branding follow this naming convention. Broadly speaking they start with the HGRS company code, have a size specification followed by the application descriptor. These templates are downloadable from the Holcim Portal under the Branding section or on the CD accompanied with the Holcim Brand Identity Directives and Recommendations.

## Group Company naming

New files developed from the master templates by the different Group Companies should also follow a similar taxonomy system. The Group Company file naming convention starts with the two letter ISO country code, followed by a ten letter maximum personal descriptor of its content and the date.

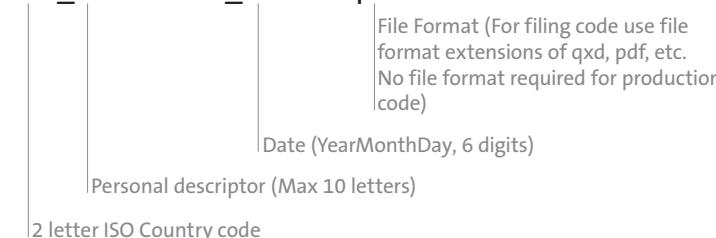
## Template Code

**HGRS\_A4\_BROCURE.qxd**



## File naming

**XX\_CEMENTEE\_080101.pdf**



## **2 Stationery**

Stationery is the means we use to talk personally to our audiences and to each other. It can give customers an important impression of the Holcim brand. This section includes basic rules for forms which are often our most frequent points of interaction with our customers.

Certificates have been included. Name tags, delivery notes and invoices are available as templates but not itemised in this chapter. All measurements here are given in millimetres. Applications are shown at reduced size (unless otherwise stated). The paper weight is determined by the relevant application.

We must use environmentally responsible papers ie. recycled and chlorine free whenever possible. Our printing practises should be biodegradable and recyclable ie. no metallics, UV overgloss or laminates.

- 2 Stationery**
  - 2.1 Letterhead (A4)
  - 2.2 Letterhead continuation sheet (A4)
  - 2.3 Letterhead (US letter)
  - 2.4 Letterhead continuation sheet (US letter)
  - 2.5 Message card
  - 2.6 Compliment slip
  - 2.7 Envelopes
  - 2.8 Mailing labels
  - 2.9 Business card
  - 2.10 Business card (US)
  - 2.11 Fax (A4)
  - 2.12 Fax (US letter)
  - 2.13 Memo
  - 2.14 Report
  - 2.15 Meeting minutes
  - 2.16 Certificates

## 2.1 Letterhead (A4)

### Format size

A4, 210 x 297mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to  
Basic elements)

#### 2 Addressee, date and body text

11/14pt Arial  
Layout to follow local postal  
requirements

#### 3 Sender's address, department/name or division and personal e-mail

8/10pt Arial  
Note: Arial bold for name in  
personalized corporate  
letterhead

#### 4 Letter subject or title

11/14pt Arial Bold

#### 5 Tagline

8pt TheSans B5 Plain  
Color – Holcim Red  
You may use the country tagline  
as an option

### Printing

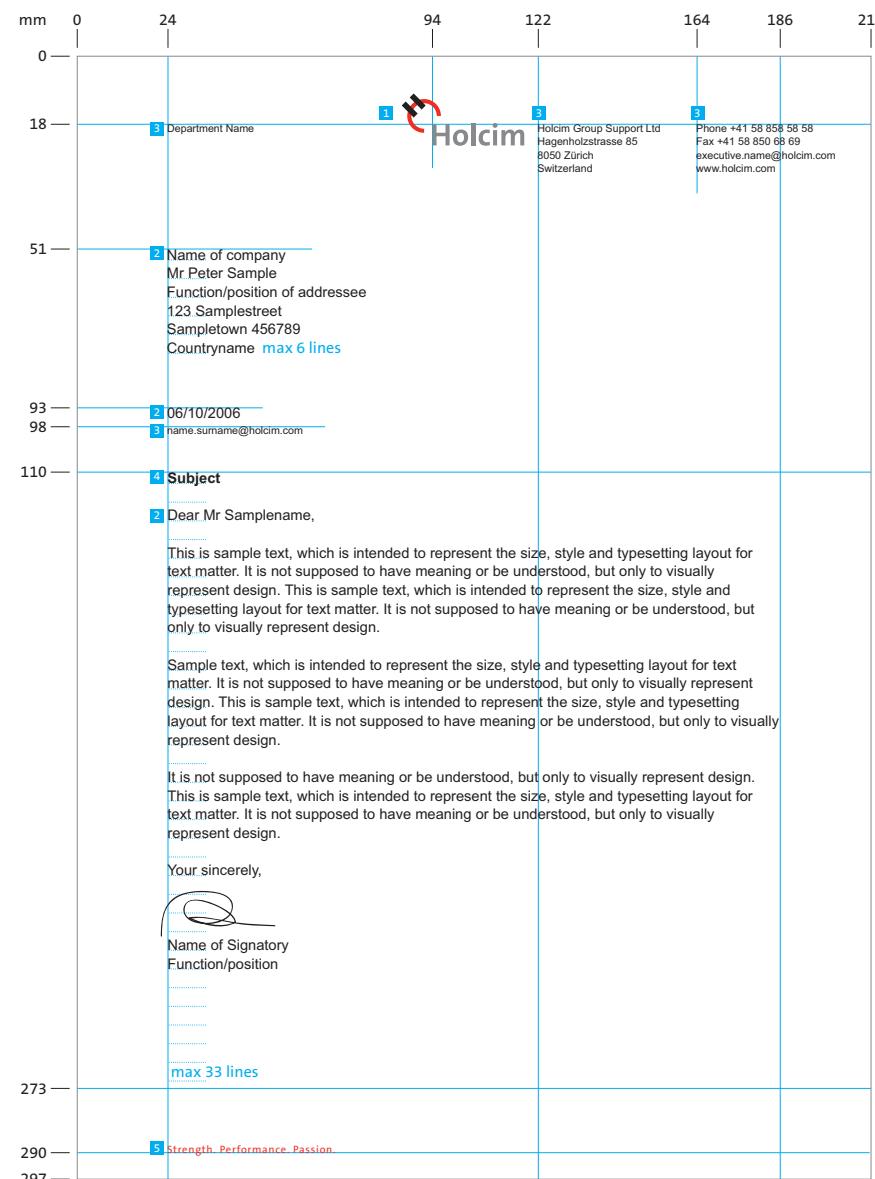
*Preprint* (offset lithography)

Holcim logo and tagline.

*Imprint* (laser print) the address and  
personalized information in black  
from electronic template when you  
laser print the letter.

### Paper stock

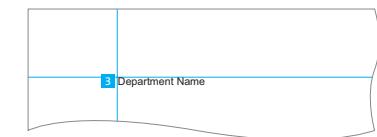
Bright white uncoated paper stock.



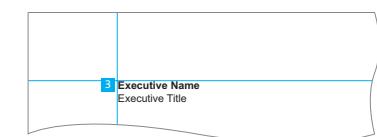
### 2 Stationery > 2.1 Letterhead (A4)

Holcim Brand Identity Directives and Recommendations  
Version 4.0 Release 08/01/01

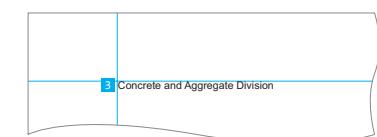
### Letterhead variations



Corporate letterhead



Personalized corporate letterhead



Group company division letterhead

## 2.2 Letterhead continuation sheet (A4)

### Format size

A4, 210 x 297mm

In general, continuation sheets can be either plain white or branded.

For cost and practicality reasons plain white paper is preferred.

### 1 Holcim logo

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to  
Basic elements)

### 5 Tagline

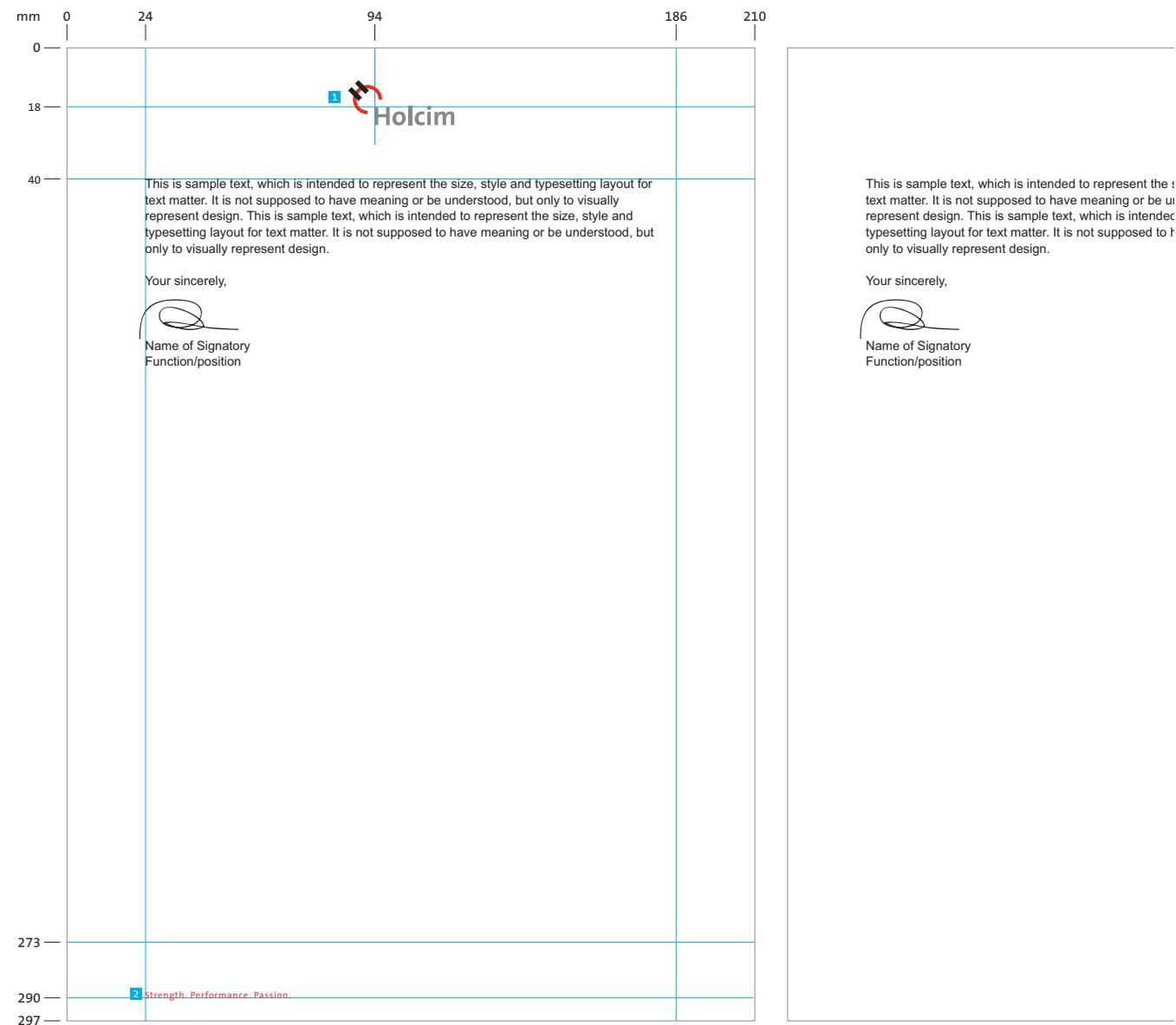
8pt TheSans B5 Plain  
Color – Holcim Red  
You may use the country tagline  
as an option

### Printing

Preprint (offset lithography)  
Holcim logo and tagline.

### Paper stock

Bright white uncoated paper stock.



## 2.3 Letterhead (US letter)

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

### **1 Holcim logo**

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to  
Basic elements)

### **2 Addressee, date and body text**

11/14pt Arial  
Layout to follow local postal  
requirements

### **3 Sender's address, department/name or division and personal e-mail**

8/10pt Arial  
Note: Arial bold for name in  
personalized corporate  
letterhead

### **4 Letter subject or title**

11/14pt Arial Bold

### **5 Tagline**

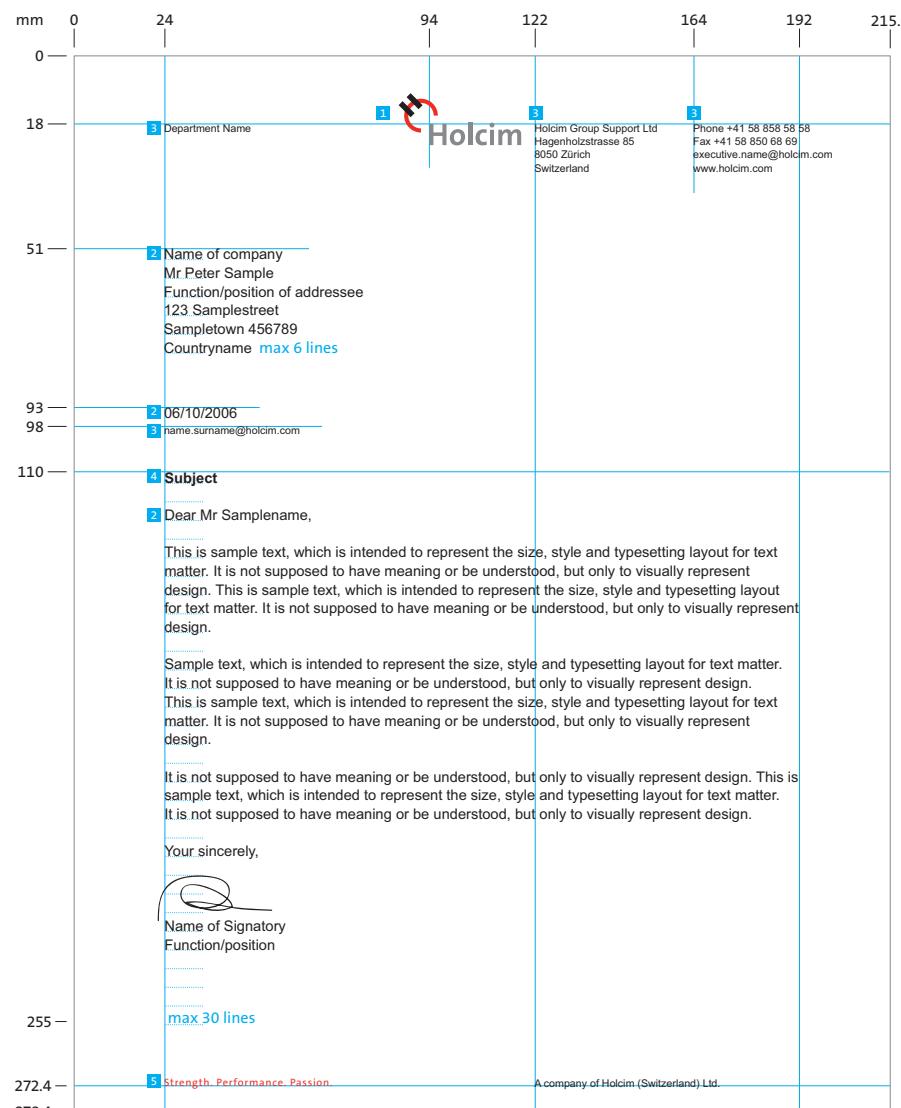
8pt TheSans B5 Plain  
Color – Holcim Red  
You may use the country tagline  
as an option

### Printing

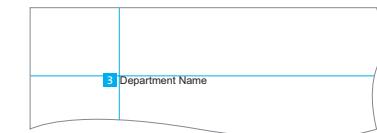
*Preprint* (offset lithography)  
Holcim logo and tagline.  
*Imprint* (laser print) the address and  
personalized information in black  
from electronic template when you  
laser print the letter.

### Paper stock

Bright white uncoated paper stock.



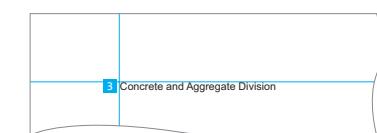
### Letterhead variations



Corporate letterhead



Personalized corporate letterhead



Group company division letterhead

## 2.4 Letterhead continuation sheet (US letter)

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

In general, continuation sheets can be either plain white or branded. For cost and practicality reasons plain white paper is preferred.

### 1 Holcim logo

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to  
Basic elements)

### 5 Tagline

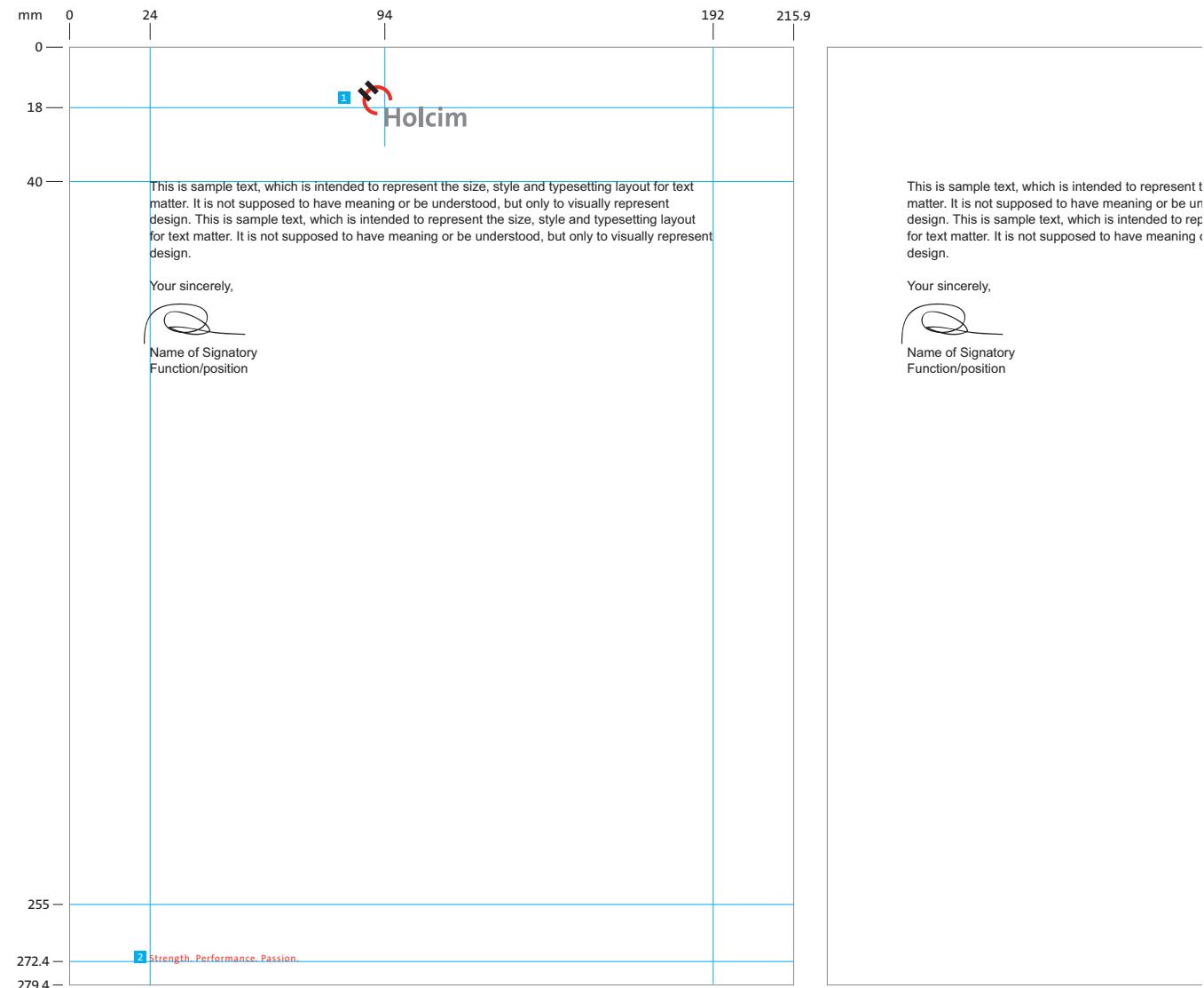
8pt TheSans B5 Plain  
Color – Holcim Red  
You may use the country tagline  
as an option

### Printing

Preprint (offset lithography)  
Holcim logo and tagline.

### Paper stock

Bright white uncoated paper stock.



## 2.5 Message card

### Format size

A5, 210 x 148mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to  
Basic elements)

#### 2 Addressee, date and body text

11/14pt Arial  
Layout to follow local postal  
requirements

#### 3 Sender's address, department/name or division and personal e-mail

8/10pt Arial  
Note: Arial bold for name in  
personalized message card

#### 4 Imprinted text

11/21pt Arial

#### 5 Tagline

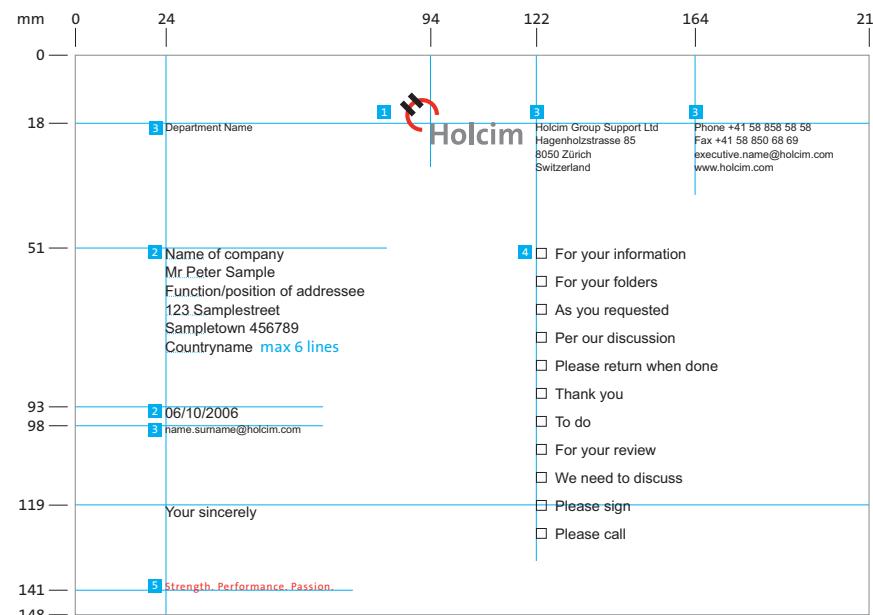
8pt TheSans B5 Plain  
Color – Holcim Red  
You may use the country tagline  
as an option

### Printing

*Preprint* (offset lithography)  
Holcim logo and tagline.  
*Imprint* (laser print) the address and  
personalized information in black.

### Paper stock

Bright white uncoated paper stock.



### 2 Stationery > 2.5 Message card

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## 2.6 Compliment slip

### Format size

210 x 105mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to  
Basic elements)

#### 2 With compliments

11/14pt Arial

#### 3 Sender's address

8/10pt Arial

#### 5 Tagline

8pt TheSans B5 Plain  
Color – Holcim Red  
You may use the country tagline  
as an option

### Printing

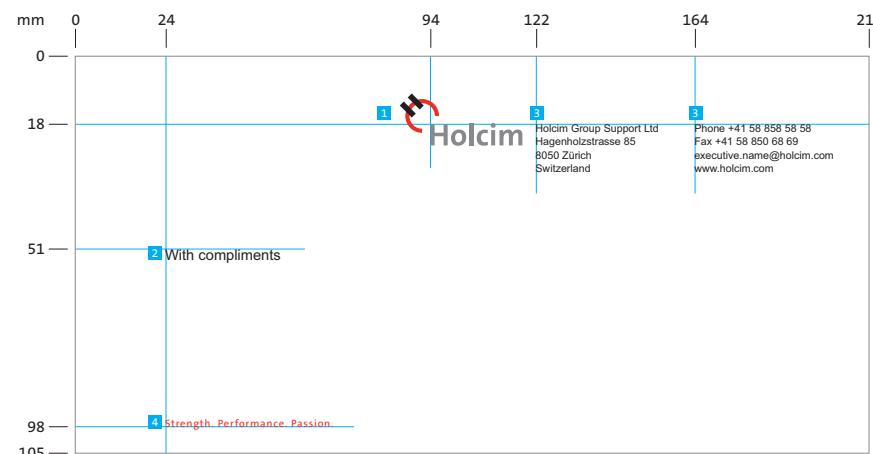
*Preprint* (offset lithography)

Holcim logo and tagline.

*Imprint* (laser print) the address and  
personalized information in black.

### Paper stock

Bright white uncoated paper stock.



## 2.7 Envelopes

### Format sizes

C5, 229 x 162mm

C6/5 (DL), 224 x 114mm

Envelopes American sizes:

(6.5" x 9.5")

(4.125" x 9.5")

(11.5" x 14.5")

(13" x 10")

Note, the position of the Holcim logo and address is the same for American size envelopes as the principles are the same and not based on the different formats.

#### 1 Holcim logo

Height: 5.6mm of 'H'

3 color version

(for colors refer to

Basic elements)

#### 2 Sender's address

8/10pt Arial

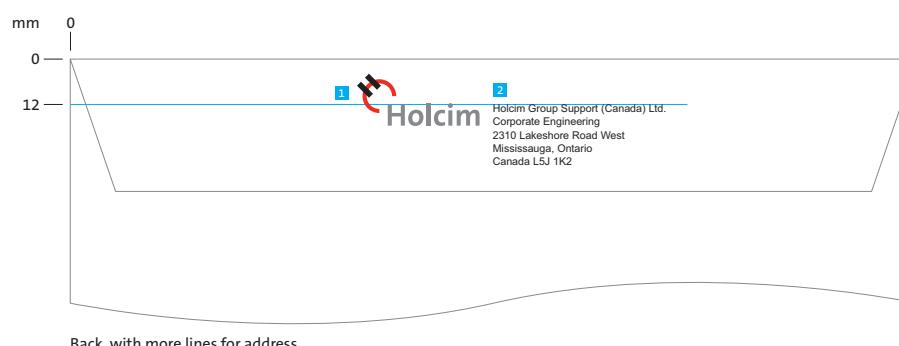
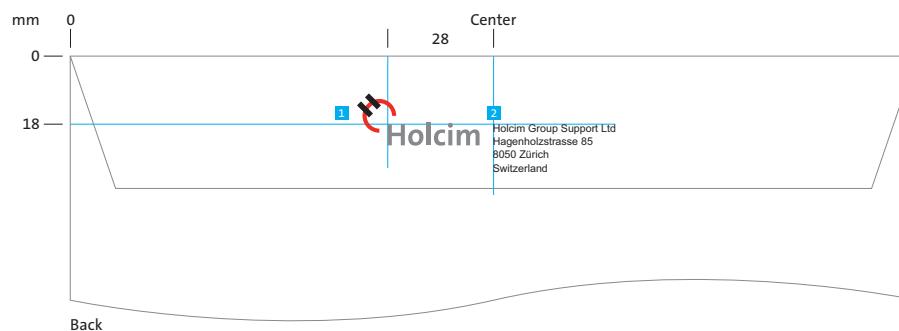
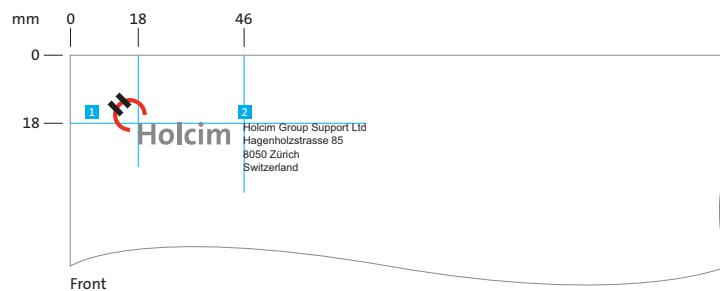
### Printing

*Print (offset lithography)*

Holcim logo and address information.

### Paper stock

Bright white uncoated paper stock.



### 2 Stationery > 2.7 Envelopes

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## 2.8 Mailing labels

### Format sizes

A6, 148.5 x 105mm

Optional, 130 x 92mm

### 1 Holcim logo

Height: 5.6mm of 'H'

3 color version

(for colors refer to

Basic elements)

### 2 Addressee

11/14pt Arial

### 3 Sender's address

8/10pt Arial

### Printing

*Preprint* (offset lithography)

Holcim logo and address

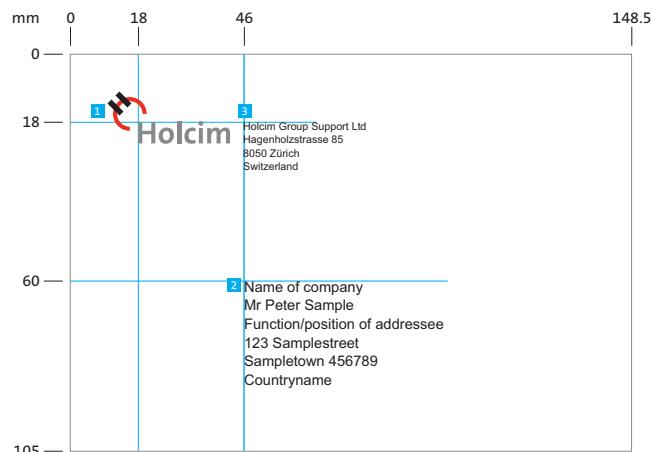
information.

*Imprint* (laser print) the addressees  
name and address.

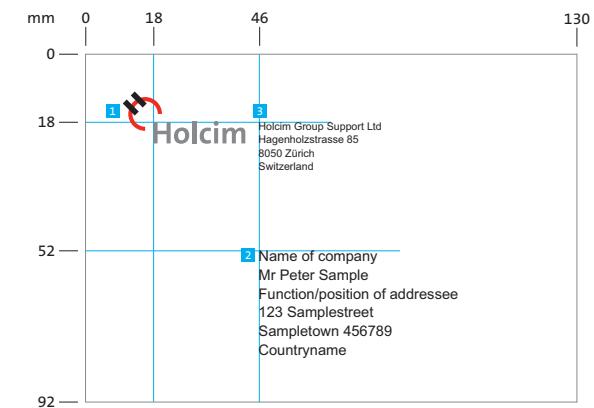
### Paper stock

Bright white uncoated paper stock.

Mailing label A6



Mailing 130 x 92mm



## 2.9 Business card

### Format size

85 x 54mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to  
Basic elements)

#### 2 Name

7/10pt Arial Bold

#### 3 Title and address information

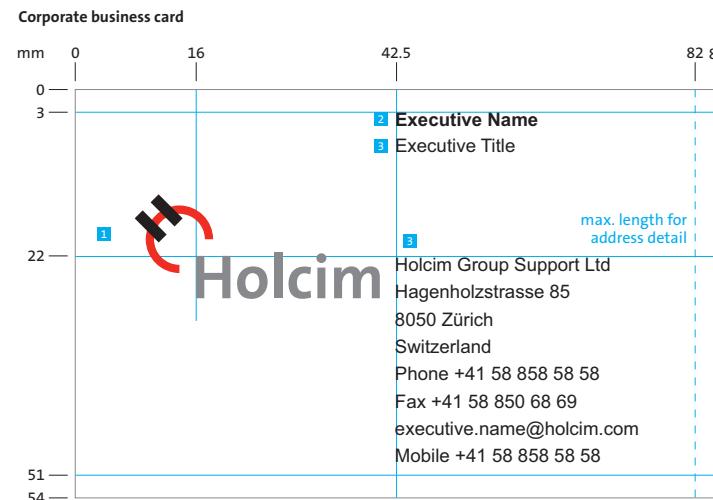
7/10pt Arial

### Printing

*Print* (offset lithography)  
Holcim logo and address  
information.

### Paper stock

Bright white uncoated paper stock,  
min. 200gsm.



## 2.10 Business card (US)

### Format size

US, 89 x 51mm (3.5" x 2")

### 1 Holcim logo

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to  
Basic elements)

### 2 Name

7/10pt Arial Bold

### 3 Title and address information

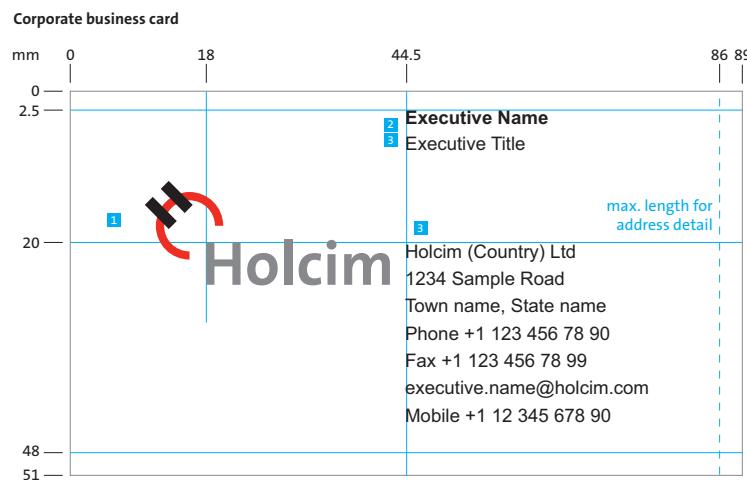
7/10pt Arial

### Printing

*Preprint* (offset lithography)  
Holcim logo and address  
information.

### Paper stock

Bright white uncoated paper stock,  
min. 200gsm.



## 2.11 Fax (A4)

### Format size

A4, 210 x 297mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
1 color version

#### 2 Body text

11/14pt Arial

#### 3 Sender's address, department/name or division, personal e-mail and foot note

8/10pt Arial  
Note: Arial bold for name in  
personalized corporate fax

#### 4 Document title

16pt Arial Bold

### Printing

Print all information in black from  
electronic template when you laser  
print the fax cover-sheet.

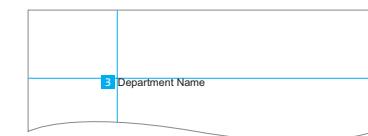
### Paper stock

Bright white uncoated paper stock.

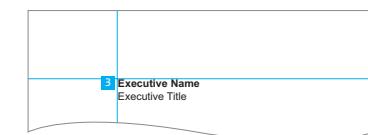
The diagram illustrates the layout of an A4 fax cover sheet. The top section shows a horizontal scale from 0 to 210 mm and a vertical scale from 0 to 297 mm. Key elements include:

- Logo:** Holcim logo at [94, 186] with a callout [122, 186].
- Department Name:** [24, 186] (blue box).
- Holcim Group Support Ltd** [122, 186] with address: Hagenholzstrasse 85, 8050 Zurich, Switzerland.
- Phone:** +41 58 858 58 58, Fax: +41 58 850 68 69, executive.name@holcim.com, www.holcim.com [164, 186].
- Fax:** [4, 68] (blue box).
- To:** [2, 79], **Name Surname** [2, 79].  
**cc:** [2, 79], **Name Surname** [2, 79].  
**Company:** [2, 79], **Name of Company** [2, 79].  
**Fax number:** [2, 79], +41 12 345 67 89 [2, 79].  
**From:** [2, 79], **Name Surname** [2, 79].  
**Date:** [2, 79], 06/10/2006 [2, 79].  
**Total pages:** [2, 79], 2 [2, 79].  
**Subject:** [2, 79], Sample subject line [2, 79].
- Dear Mr Samplename,** [2, 10] (blue box).
- Text:** This is sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design. This is sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design.
- Text:** Sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design. This is sample text, which is intended to represent the size, style and typesetting layout for text matter.
- Text:** Your sincerely, followed by a signature icon [450, 680].
- Name of Signatory:** [450, 710], **Function/position:** [450, 710].
- Text:** max 27 lines [450, 780].
- Text:** This fax is confidential and intended only for the use of the above named addressee. If you have received this fax in error, please immediately notify us by phone. [450, 810].

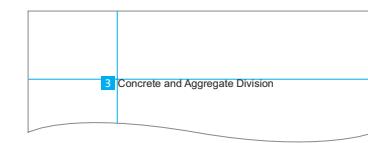
### Fax variations



Corporate fax



Personalized corporate fax



Group company division fax

## 2.12 Fax (US letter)

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

#### 1 Holcim logo

Height: 5.6mm of 'H'  
1 color version

#### 2 Body text

11/14pt Arial

#### 3 Sender's address, department/name or division, personal e-mail and foot note

8/10pt Arial

Note: Arial bold for name in  
personalized corporate fax

#### 4 Document title

16pt Arial Bold

### Printing

Print all information in black from  
electronic template when you laser  
print the fax cover-sheet.

### Paper stock

Bright white uncoated paper stock.

The diagram illustrates the layout of a fax cover sheet on US letter paper (215.9 x 279.4mm). The page is oriented vertically with dimensions in mm on both sides. The top margin is 0mm, and the bottom margin is 279.4mm. The left margin is 24mm, and the right margin is 215.9mm. The header area (18mm to 51mm) contains the Holcim logo at the top center. Below the logo is the word 'Fax' in bold. The body text area (51mm to 272.4mm) includes fields for 'Department Name' (at 18mm), 'To:', 'cc:', 'Company:', 'Fax number:', 'From:', 'Date:', 'Total pages', and 'Subject'. A note section follows, starting at 10mm, with a salutation 'Dear Mr Samplename,' and two paragraphs of sample text. A signature line is shown with a handwritten signature and a placeholder 'Name of Signatory Function/position'. A note at the bottom states 'max 27 lines'. The footer area (272.4mm to 279.4mm) contains a confidentiality notice.

mm 0 24 94 122 164 192 215.9

0 ————— 18 ————— 51 ————— 62 ————— 10 ————— 272.4 ————— 279.4

18 ————— 3 Department Name ————— 4 Fax ————— 2 To: Name Surname  
cc: Name Surname  
Company: Name of Company  
Fax number: +41 12 345 67 89  
From: Name Surname  
name.surname@holcim.com  
Date: 06/10/2006  
Total pages 2  
Subject: Sample subject line

10 ————— 2 Dear Mr Samplename,  
This is sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design. This is sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design.  
Sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design. This is sample text, which is intended to represent the size, style and typesetting layout for text matter.  
Your sincerely,  
  
Name of Signatory Function/position  
max 27 lines

3 This fax is confidential and intended only for the use of the above named addressee. If you have received this fax in error, please immediately notify us by phone.

## 2.13 Memo

### Format size

A4, 210 x 297mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
1 color version

#### 2 Body text

11/14pt Arial

#### 3 Sender's address, department/name or division, personal e-mail and page number

8/10pt Arial

Note: Arial bold for name in  
personalized corporate memo

#### 4 Document title

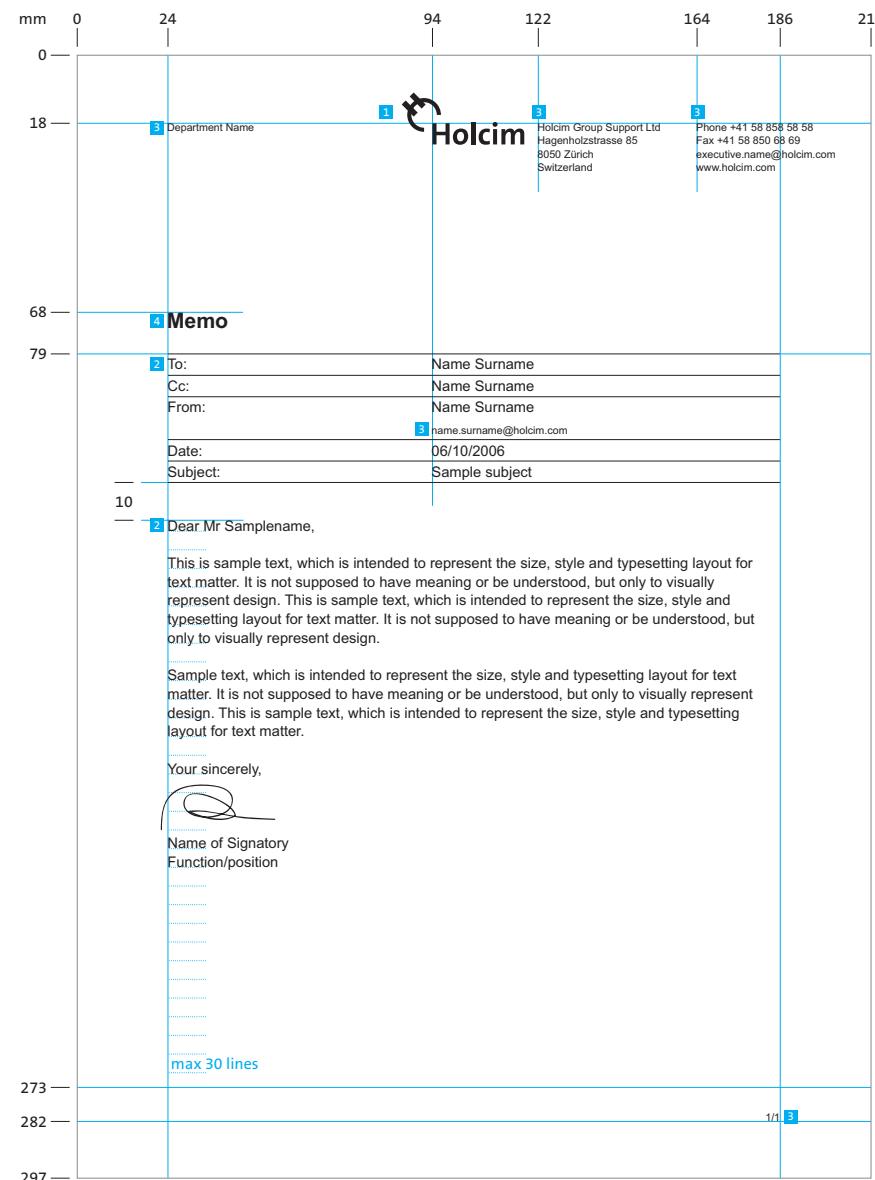
16pt Arial Bold

### Printing

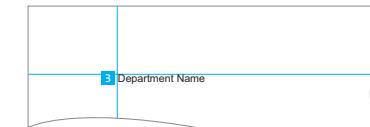
Print all information in black from  
electronic template when you laser  
print the cover-sheet.

### Paper stock

Bright white uncoated paper stock.



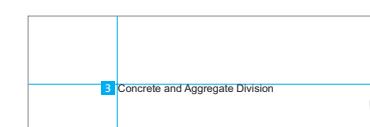
### Memo variations



Corporate memo



Personalized corporate memo



Group company division memo

## 2.14 Report

### Format size

A4, 210 x 297mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
1 color version

#### 2 Body text

11/14pt Arial

#### 3 Sender's address, department/name or division, personal e-mail, foot note and page number

8/10pt Arial  
Note: Arial bold for name in  
personalized corporate report

#### 4 Document title

16pt Arial Bold

#### 5 Subheadline

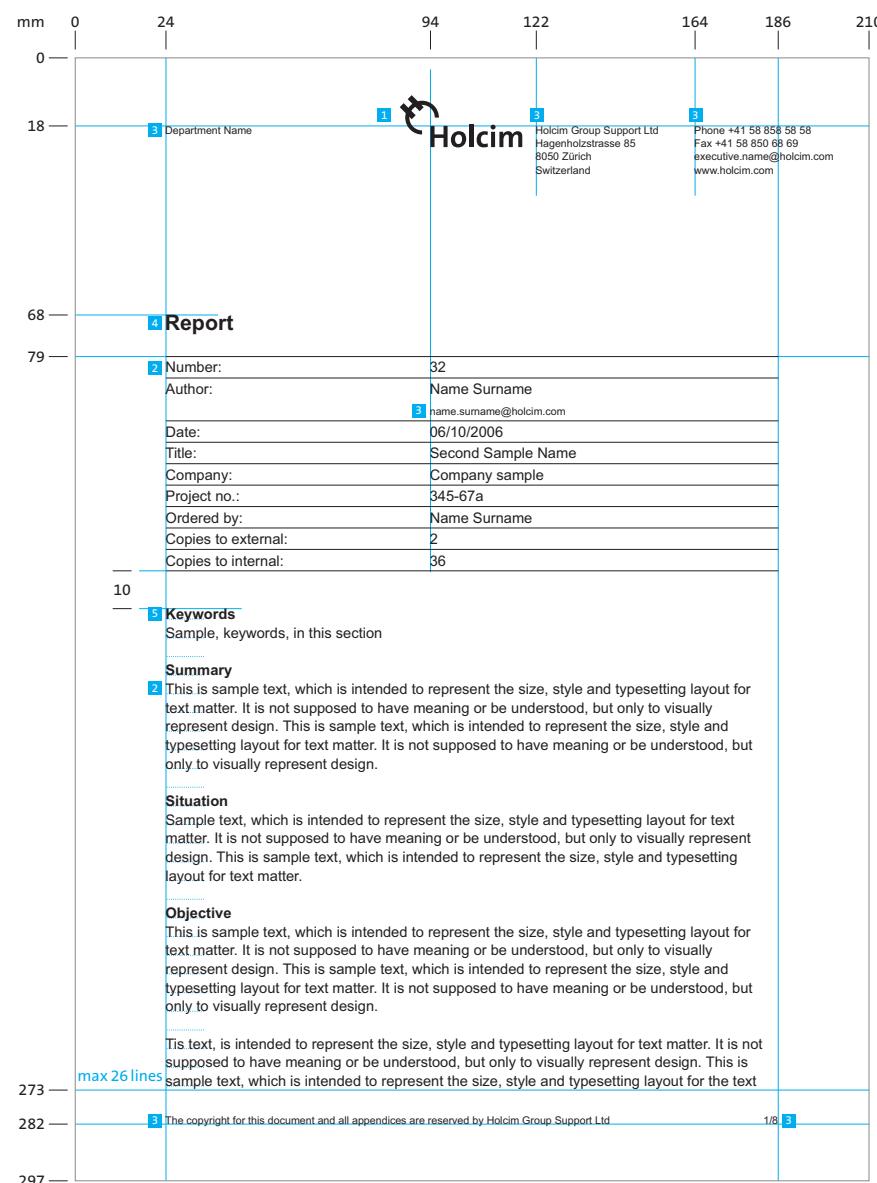
11/14pt Arial Bold

### Printing

Print all information in black from  
electronic template when you laser  
print the cover-sheet.

### Paper stock

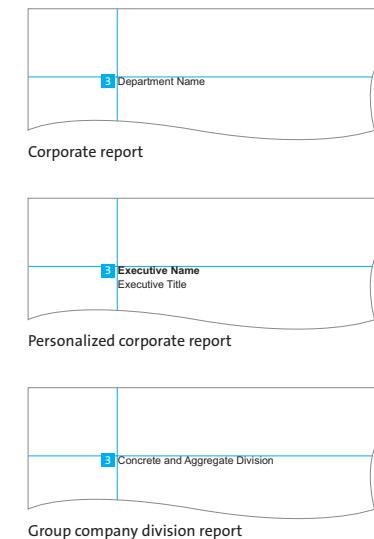
Bright white uncoated paper stock.



### 2 Stationery > 2.14 Report

Holcim Brand Identity Directives and Recommendations  
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### Report variations



## 2.15 Meeting minutes

### Format size

A4, 210 x 297mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
1 color version

#### 2 Body text

11/14pt Arial

#### 3 Sender's address, department/name or division, personal e-mail and page number

8/10pt Arial  
Note: Arial bold for name in  
personalized corporate meeting  
minutes

#### 4 Document title

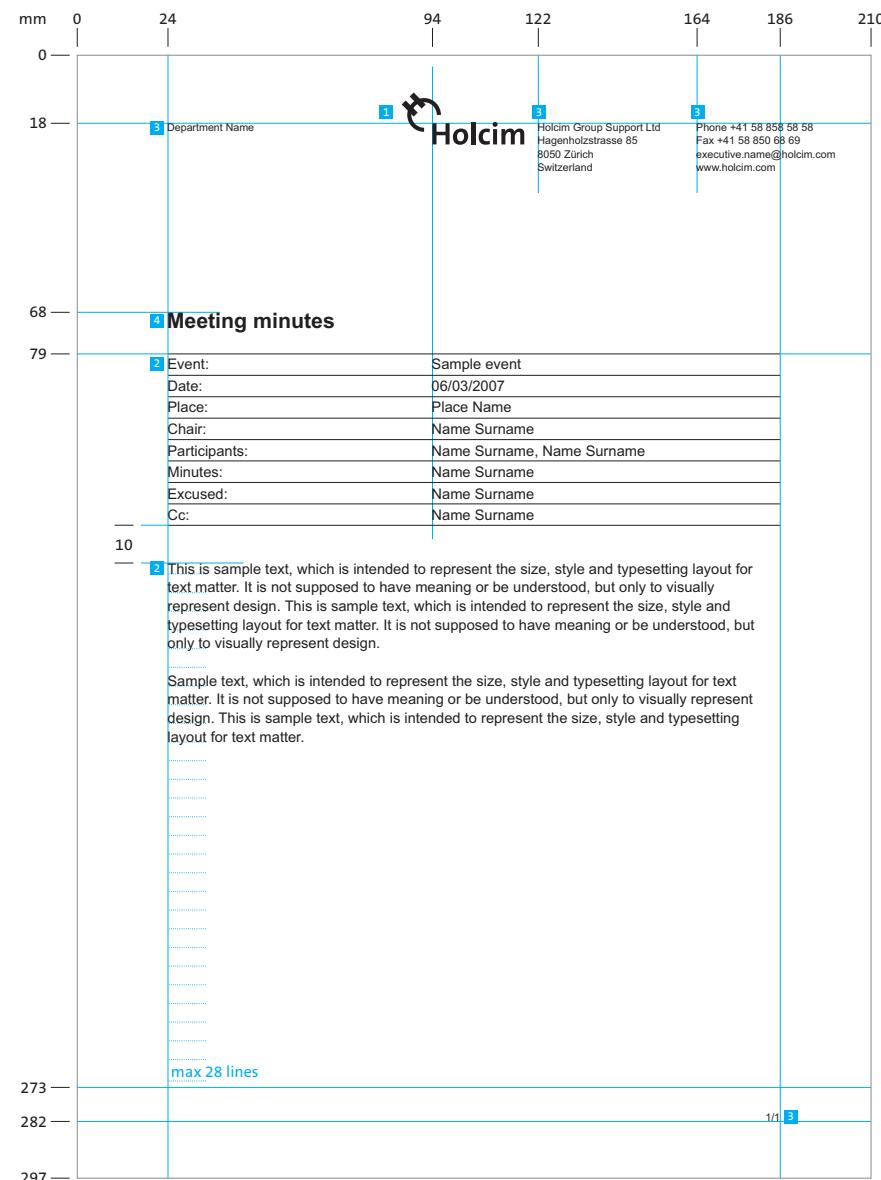
16pt Arial Bold

### Printing

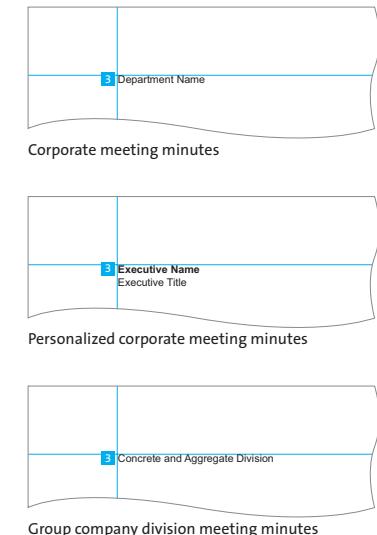
Print all information in black from  
electronic template when you laser  
print the cover-sheet.

### Paper stock

Bright white uncoated paper stock.



### Meeting minutes variations



## 2.16 Certificates

### Format size

A4, 210 x 297mm

### 1 Holcim logo

Height: 7mm of 'H'  
3 color version  
(for colors refer to  
Basic elements)

### 2 Sample certificate presented to:

12pt TheSans B4 SemiLight  
Color – Holcim Red

### 3 Group company or name

Maximum size 30pt  
TheSans B4 SemiLight  
Color – Holcim Grey

### 4 In recognition of the successful...

12pt TheSans B4 SemiLight  
Color – Holcim Black

### 5 Company name, name and title

8pt TheSans B4 SemiLight  
Color – Holcim Black

### 6 Text cut-off point

The text should not go beyond  
the inner edge of the arc.

### 7 The cropped symbol

The cropped symbol should be  
sized and positioned exactly.  
The actual height of the cropped  
symbol for this application is  
233mm. The small diagram on  
the top right shows how the first  
of the parallel bands determines  
the symbols position. Once the  
cropped symbol is in position the  
Holcim logo and text are range  
with the top point of the second  
parallel bar.

### 8 Alternative design – image area

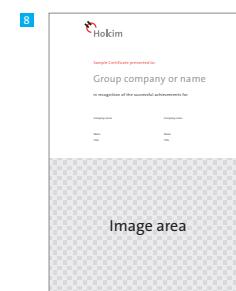
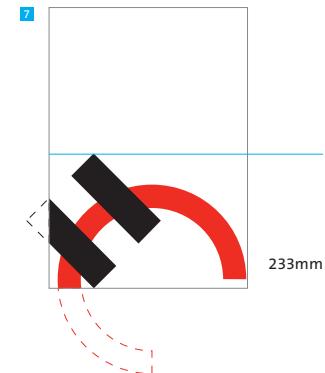
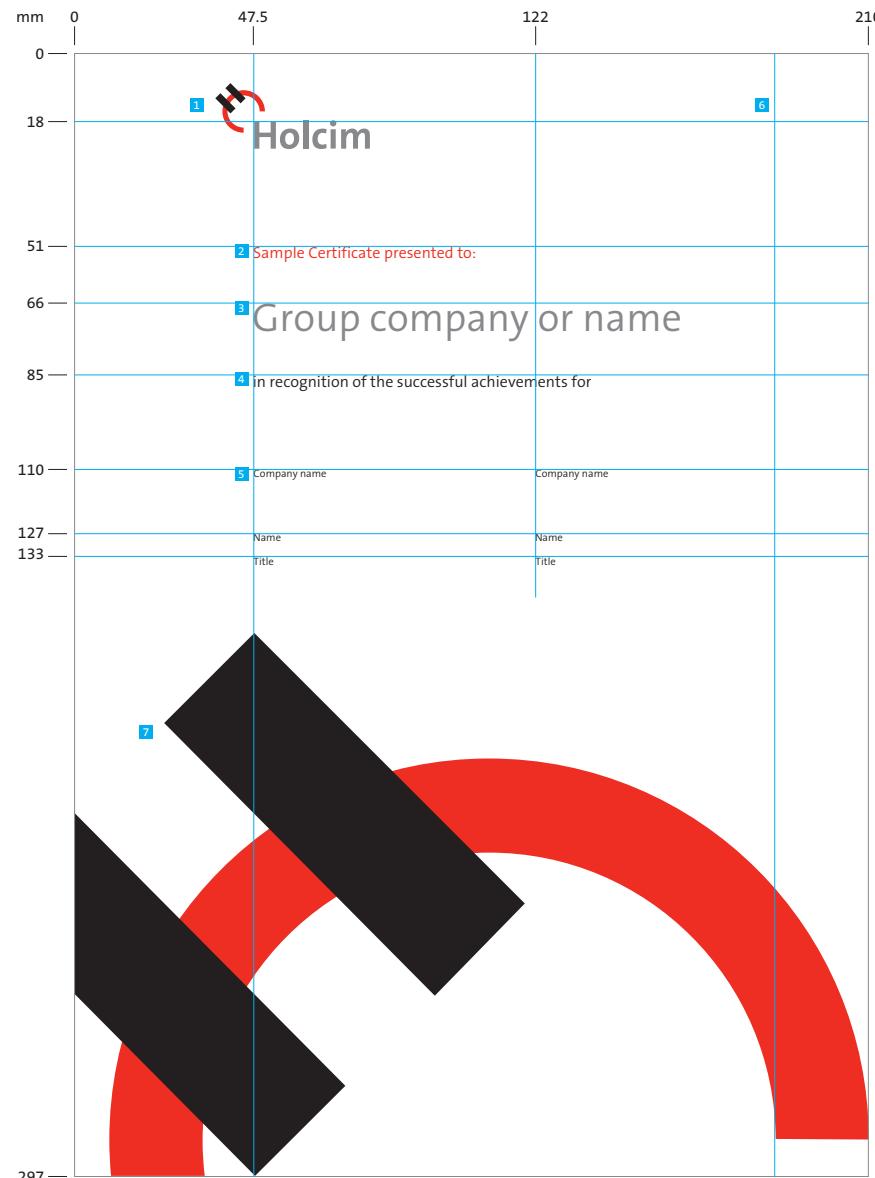
The image area on certificates  
may adopt any of the core or  
secondary colors available at  
either 50%, 70% or 100% tints  
or an image.

### Printing

*Preprint* (offset lithography)  
Holcim logo and cropped symbol.  
*Imprint* (laser print) all other  
information.

### Paper stock

All certificates should be produced  
on high quality, bright white  
uncoated paper.



## 3 Corporate signage

Signage gives our brand presence. Consistent signage means consistent recognition by the public and by our customers.

These Directives will help you produce and place exterior and interior signs at Holcim facilities, buildings and trade shows, as well as other forms of outdoor presence like flags.

Key to placement of signs is ensuring you achieve maximum exposure by applying them to areas of high visibility. Although consistent throughout Holcim worldwide, our system of signs is flexible enough to take account of local planning restrictions and site circumstances.

### 3 Corporate signage

#### 3.1 Exterior signage

- 3.1.1 Exterior silo signage
- 3.1.2 Exterior building signage – overview
- 3.1.3 Exterior building signage with cropped symbol – façade and projecting signs
- 3.1.4 Exterior building signage with Holcim logo – façade and projecting signs
- 3.1.5 Exterior building totem signage
- 3.1.6 Exterior site entrance signage
- 3.1.7 Exterior building direction signage
- 3.1.8 Flags

#### 3.2 Interior signage

- 3.2.1 Interior building signage – overview
- 3.2.2 Interior building signage – landing and door signs
- 3.2.3 Interior building signage – bilingual example

#### 3.3 Occupational Health and Safety signage

- 3.3.1 Occupational Health and Safety signage – overview
- 3.3.2 Occupational Health and Safety signage – bilingual example
- 3.3.3 Occupational Health and Safety signage icons

#### 3.4 Exhibitions, events and trade fairs

- 3.4.1 Exhibition vertical hanging banners
- 3.4.2 Exhibition horizontal panels
- 3.4.3 Exhibition booth and information panels
- 3.4.4 Horizontal booth backdrops

## 3.1 Exterior signage

Exterior signage identifies our locations and helps people find their way around our sites. It is both a matter of pride and safety to keep our signage in good condition and free of clutter.

## 3.1.1 Exterior silo signage

Holcim signage is applied to exterior silos in varying combinations depending on the format of the silo and the level of impact you want to achieve locally.

The Holcim logo or cropped symbol can be applied directly to the white steel or applied to a concrete silo body with a white painted area.

Only the Holcim logo or cropped symbol may be placed on any one silo. Only one version (Holcim logo or cropped symbol) may be used in any one market at any one time.

### RAL

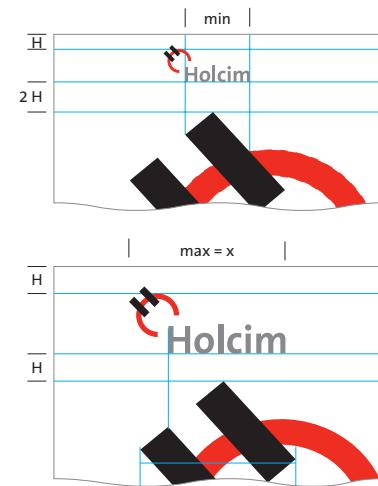
Holcim Red: Design 0 40 50 70

Black: Classic 9017 (Traffic Black)

Gray: Classic 7046 (Tele Gray 2)

White: Classic 9016 (Traffic White)

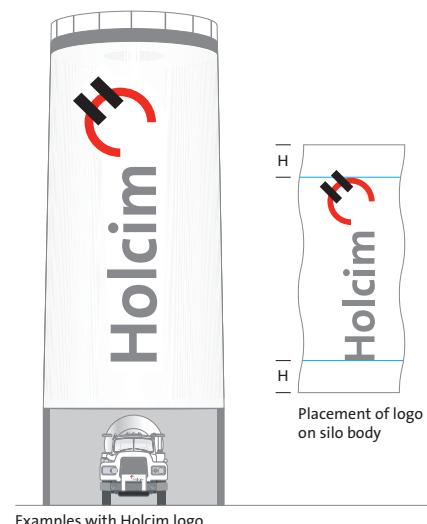
**Exception:** As an exception to the rule, the background color of the Holcim logo on ready mix concrete silos can be painted a light gray – RAL 9002. This color is easier to maintain yet is light enough to ensure the integrity of the Holcim logo colors is sustained.



Placement of Holcim logo and cropped symbol on silo body. Minimum and maximum size of Holcim logo.



Examples with Holcim symbol



Examples with Holcim logo



Exception to the rule -  
Ready mix concrete silo in light gray RAL 9002

## 3.1.2 Exterior building signage – overview

Exterior building signage consists of a range of elements which share a common style. These elements are applied to buildings in varying combinations depending on the following considerations:

- Viewing position and distance
- Size and type of building
- Local planning restrictions
- Available space for signs

The elements of the exterior signage system are:

### High level signage

- 1 Façade sign
- 2 Projecting sign

### Low level signage

- 3 Totem
- 4 Directional sign
- 5 Flags

### Colors

#### 3M™ Scotchcal vinyl – series 100

Holcim Red: Red Orange 100-266  
Black: Black 100-12  
Gray: Traffic Gray 100-038

### RAL

Holcim Red: Design 0 40 50 70  
Black: Classic 9017 (Traffic Black)  
Gray: Classic 7046 (Tele Gray 2)  
White: Classic 9016 (Traffic White)

### Application

Use paint for large scale and vinyl for small scale, e.g. 'Strength. Performance. Passion.'



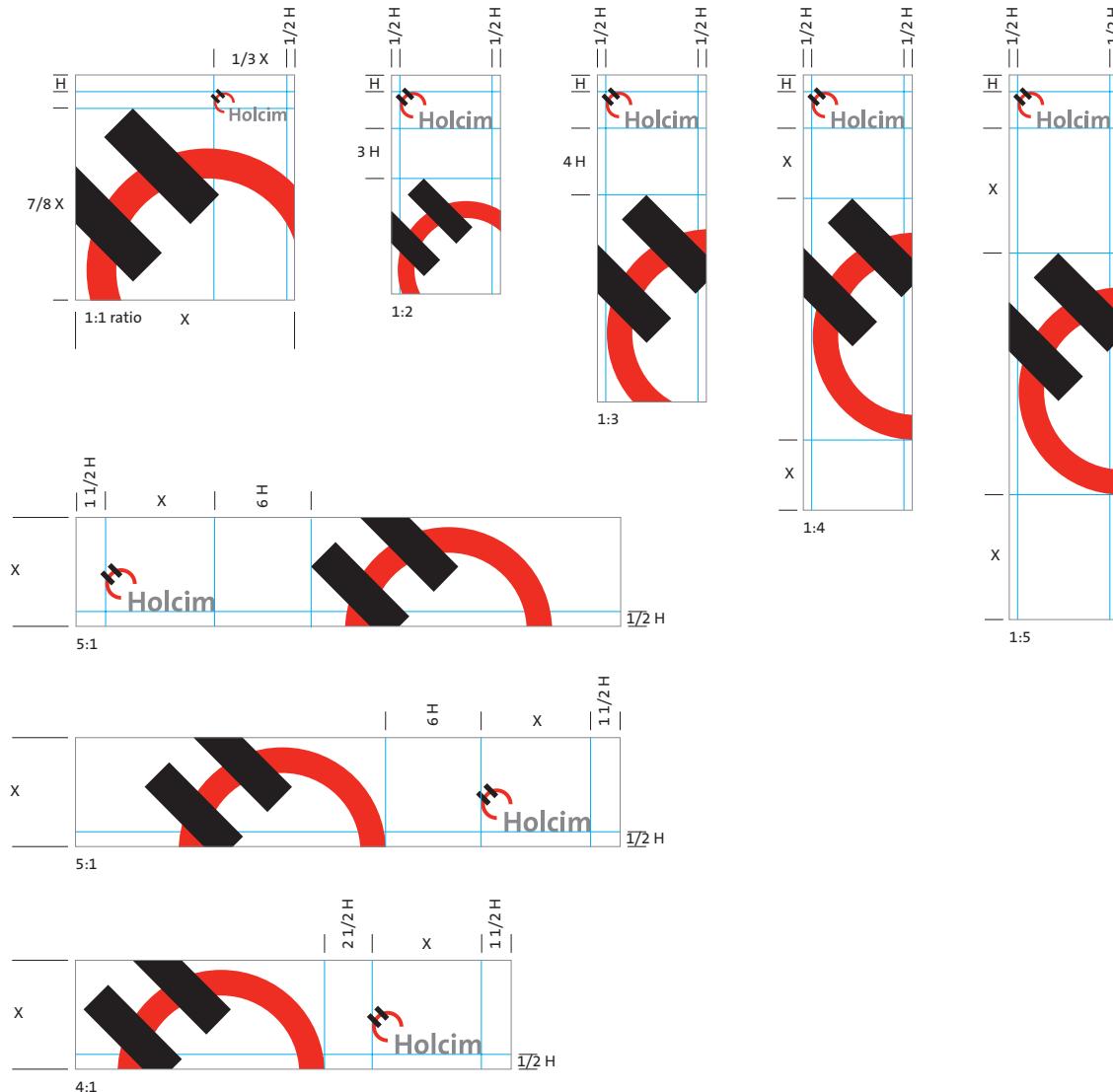
### 3.1.3 Exterior building signage with cropped symbol – façade and projecting signs

The Holcim logo in its entirety and the Holcim cropped symbol can co-exist in the same market. It is, however, not advisable to overuse the cropped symbol in markets with low awareness of the Holcim brand with the exception of totems.

For added impact, the Holcim symbol may be used on façades and/or projecting signs on the exterior of buildings and facilities.

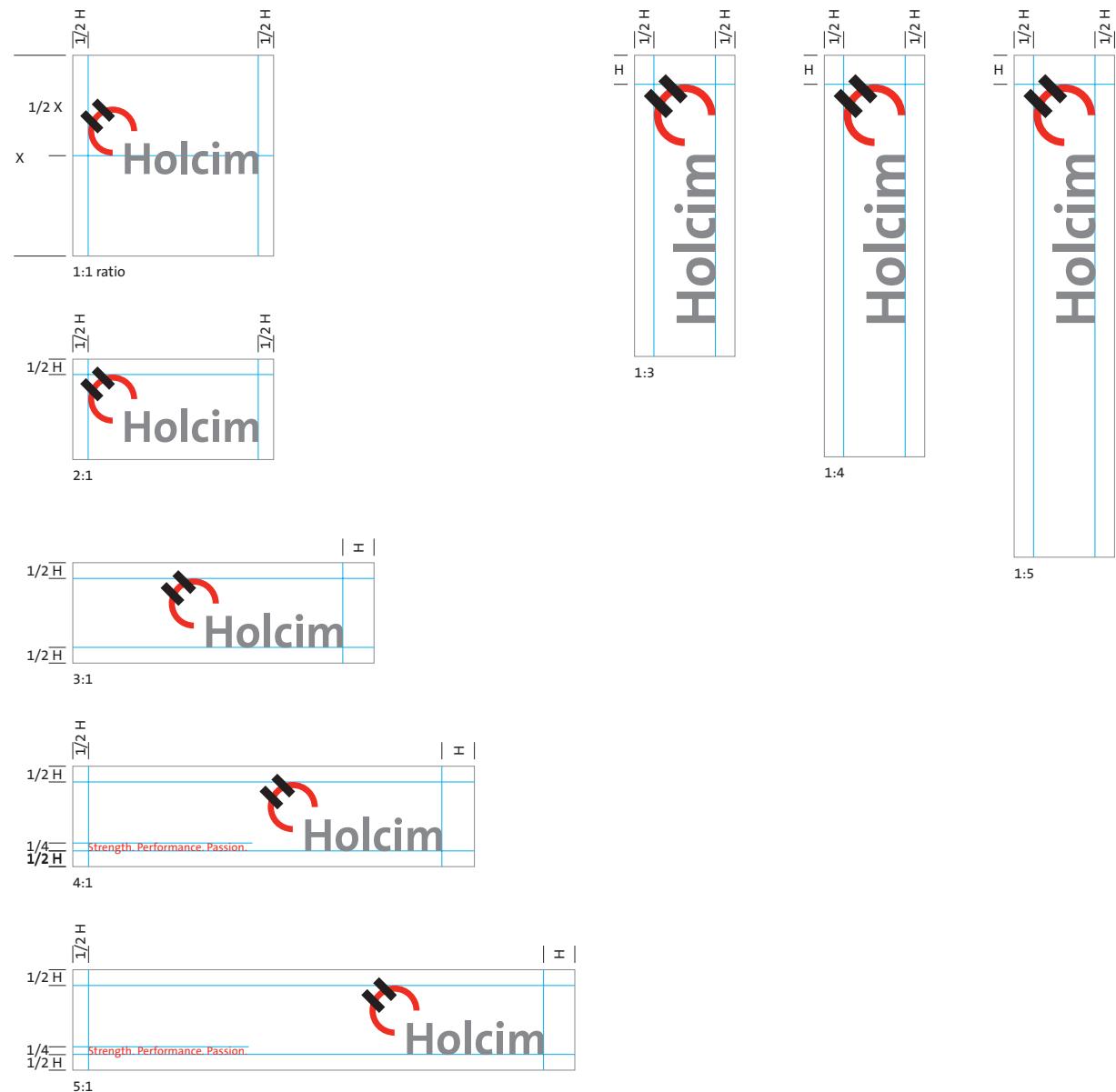
The proportion of your signage should be chosen from the ratios shown here.

**X = a notional size which may vary from application to application but is always the same within the same application.**



### 3.1.4 Exterior building signage with Holcim logo – façade and projecting signs

If a plant or facility requires exterior identification via façade and/or projecting signs, use the ratios shown on this page. One or all of these formats can be used at any one location. The country tagline is optional to 'Strength. Performance. Passion' and should appear in Holcim Red.

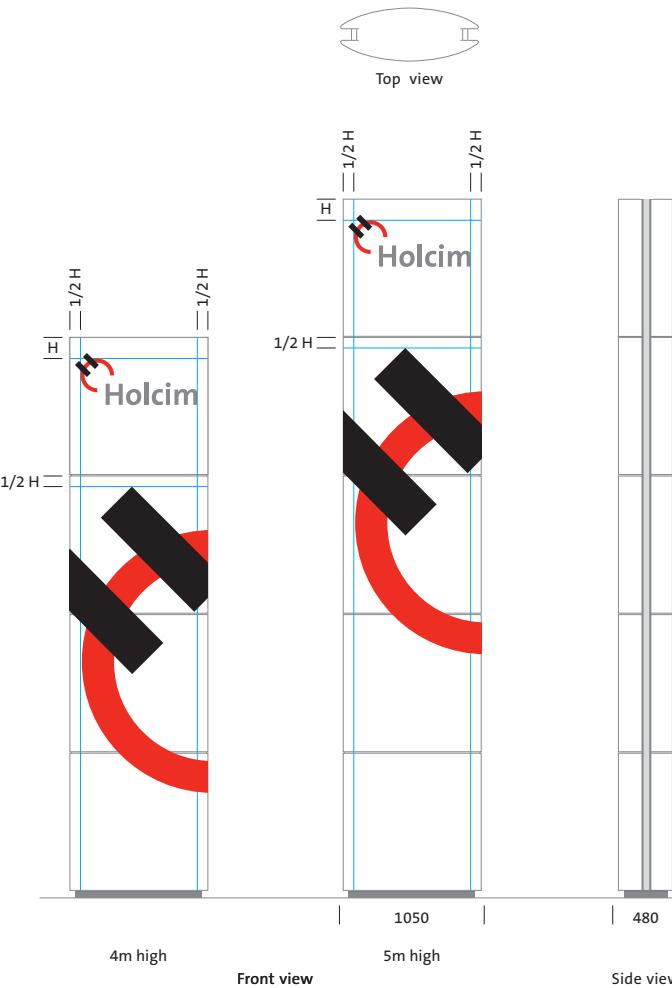


## 3.1.5 Exterior building totem signage

We use this modular signage system for our totems.

For totems follow the dimensions shown with the diagram. Please note that the Holcim logo in its entirety and the Holcim cropped symbol can co-exist in the same market.

More detailed construction designs are available from HGRS Branding. HGRS Branding can also organize production of columns in Switzerland.



## 3.1.6 Exterior site entrance signage

The signs at site entrances feature a large Holcim logo, the name of the site and a contact telephone number (if appropriate). The width of the sign is variable to accommodate different site name lengths and to ensure clear visibility from a distance.

- 1 Holcim logo**  
Red, gray and black on white
- 2 Site name**  
TheSans B7 Bold  
in black on white
- 3 Contact telephone number**  
TheSans B5 Plain  
in black on white



**Examples**



## 3.1.7 Exterior building directional signage

We use this modular signage system for our directional signs.

On the directional sign, the directional arrows align with the left side of the Holcim symbol whilst text aligns with the left side of the Holcim name. The two sizes shown here are examples. Locations vary greatly in layout. You need to make sure directional signage is of the right size to be seen in your locations.

Follow dimensions as shown with the diagram.

### 1 Holcim logo

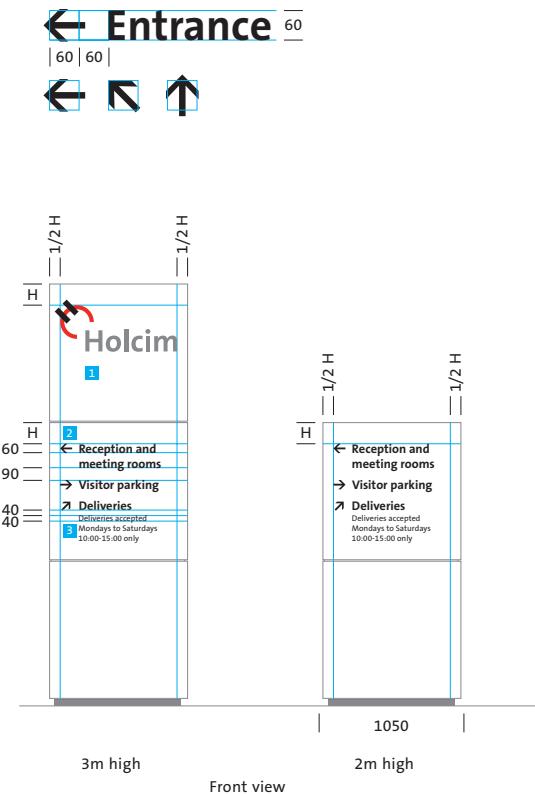
Red, gray and black on white

### 2 Primary information

TheSans B7 Bold  
black on white

### 3 Secondary information

TheSans B5 Plain  
black on white



## 3.1.8 Flags

If a plant or facility requires exterior identification via flags, use the rules shown on this page.

The proportion of your flags should be chosen from the range shown here.

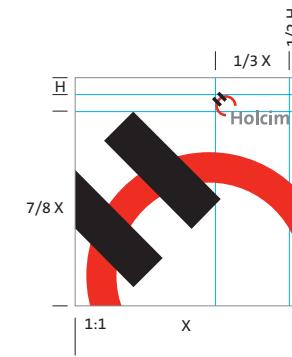
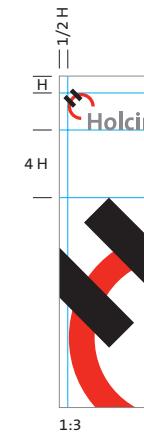
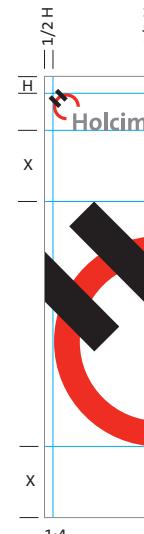
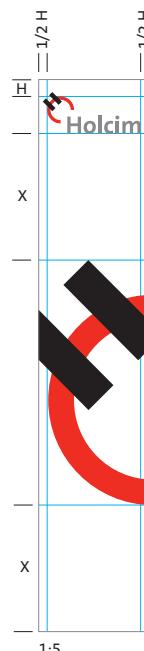
One or all of these formats can be used at any one location.

### Colors

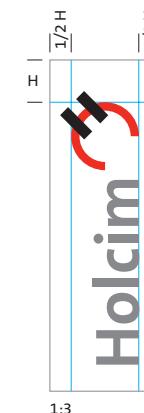
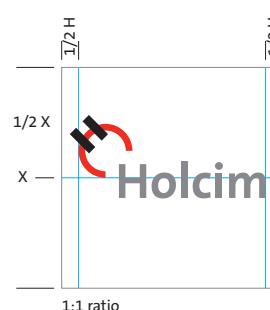
For printing use the core color specifications outlined in the Basic elements section.

**X = a notional size which may vary from application to application but is always the same within the same application.**

Options with Holcim symbol



Options with Holcim logo



## 3.2 Interior signage

Interior signage helps people navigate inside our buildings. We are only using our logo with restraint in a more secondary position here as it is clear to our visitors they are within a Holcim location.

## 3.2.1 Interior building signage – overview

Interior building signage consists of a range of elements which share a common style. These signs are to be applied internally to a building in varying combinations.

The elements of the interior signage system are:

- 1 Landing signs
- 2 Door signs
- 3 Door signs with room number

Use the minimum number of signs necessary. The number, size and placement of individual signs should be determined at local level. Care should be taken to maintain consistency throughout a site and to adhere to any local regulations.

### Colors

#### 3M™ Scotchcal vinyl – series 100

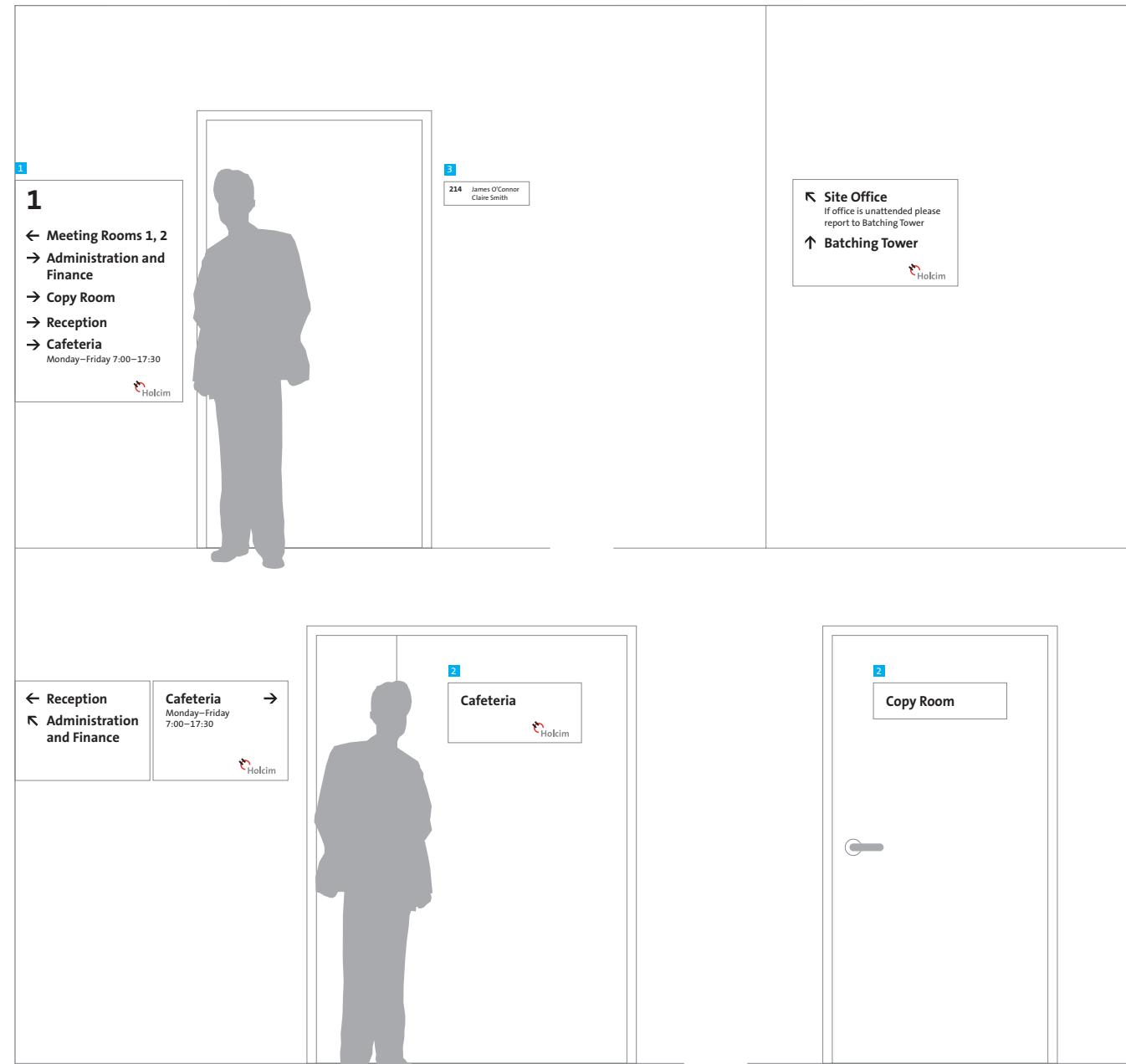
Red: Red Orange 100-266

Black: Black 100-12

Gray: Traffic Gray 100-038

#### RAL

White: Traffic White 9016



## 3.2.2 Interior building signage – landing and door signs

The size of the text is to be chosen depending on the size and location of the sign. Sizes should be standardized within the same system.

The placement of the arrow, to the left or right of the text, is dependent on where the sign is applied in relation to the location it is directing you to. Either one is correct and neither is an exception to the rule.

### 1 Floor and room specification

TheSans B7 Bold  
in black on white

### 2 Location name

TheSans B7 Bold  
in black on white

### 3 Location description

TheSans B5 Plain  
in black on white

### Room numbering system

#### 4 Room number

TheSans B7 Bold in caps  
in black on white

#### 5 Location name

TheSans B7 Bold  
in black on white

#### 6 Staff names

TheSans B5 Plain  
in black on white

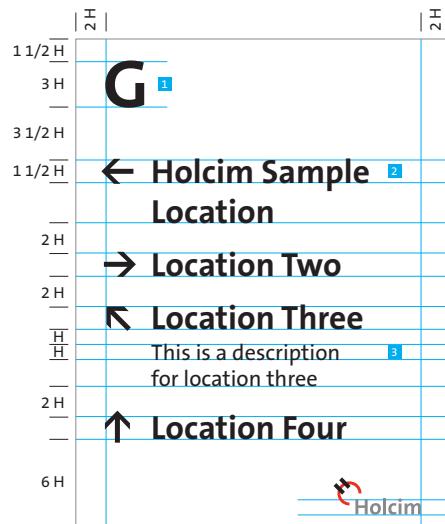
### Layout principles



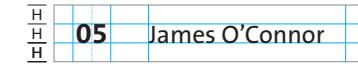
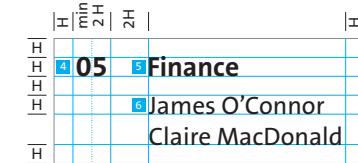
Location



Directional wayfinding



Directional wayfinding with floor indication panel and Holcim logo panel for public areas



Room numbering system



Placement of arrows and floor numbers

### 3.2.3 Interior building signage – bilingual example

The bilingual interior building signage on this page is shown as an example of how bilingual signage would appear. The primary or local language should always appear more visible.

As length of text varies from language to language, it is advisable to keep the amount of text on any one sign to a minimum thus easing legibility.

The size of the text is to be chosen depending on the size and location of the sign. Sizes should be standardized within the same system.

#### 1 Floor and room specification

TheSans B7 Bold in caps in black on white

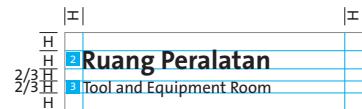
#### 2 Location name in local language

TheSans B7 Bold  
in black on white

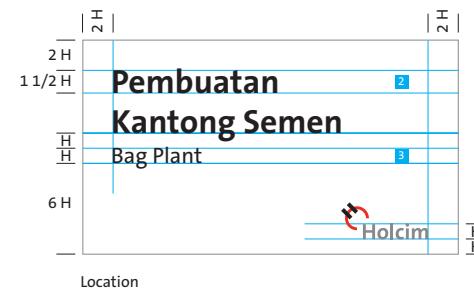
#### 3 Location name translated

TheSans B5 Plain  
in black on white

#### Bilingual layout principles



Small location sign on door



Location

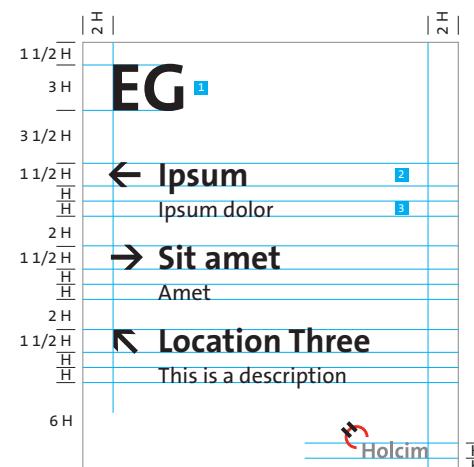
#### Bilingual examples

**Ruang Kompressor**  
Compressor Room

**Pembuatan Kantong Semen**  
Employee Housing



**Dolor sit amet**  
All Enquiries



Directional wayfinding with floor indication panel and Holcim logo panel for public areas

← **Ipsum dolor**  
Ipsum dolor sit amet, consectetuer adipiscing elit

Site Office If office is unattended please report to Batching Tower

↖ **Dolor sit amet**  
Batching office



## 3.3 Occupational Health and Safety signage

We have standardized our Occupational Health and Safety (OH&S) signage. It needs to stand out and is the only signage to appear in red at a Holcim location. Never clutter our OH&S signage and make sure to pick high visibility locations – it could save lives.

## 3.3.1 Occupational Health and Safety signage overview

Occupational Health and Safety signage is present to ensure people visiting or working at a Holcim site do not come to harm and do not put others at risk. To encourage people to fully abide to our OH&S standards is one of our highest priorities and comes before any other signage need.

The size of the text is to be chosen depending on the size and location of the sign. Sizes should be standardized within the same system.

**1 Headline**  
TheSans B7 Bold  
white on red

**2 Safety Instructions**  
TheSans B5 Plain  
white on red

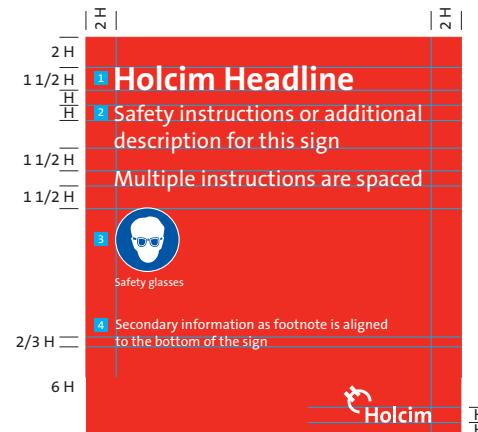
**3 Safety symbol and description**  
Symbol: Blue on red/white  
Description: TheSans B5 Plain  
white on red  
For more details, see page 3.11

**4 Secondary information**  
TheSans B5 Plain

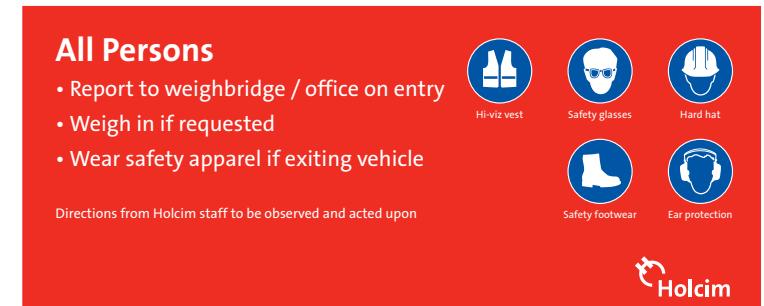
### Application

It is recommended to paint the base plate Holcim Red and then apply the white vinyl lettering and the blue OH&S symbols (over top of a white circle).

### Layout principles



### Examples

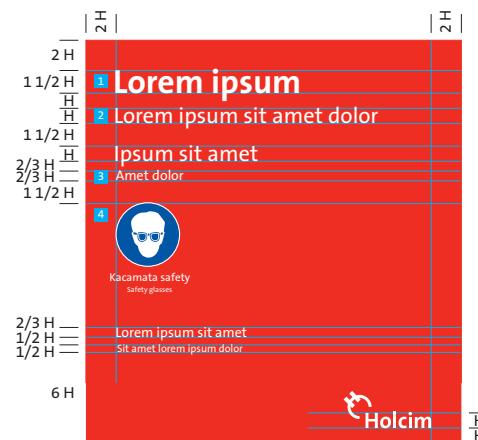


## 3.3.2 Occupational Health and Safety signage – bilingual example

The bilingual Occupational Health and Safety signage on this page is shown as an example of how bilingual signage would appear. The primary or local language should always appear more visible.

As length of text varies from language to language, it is advisable to keep the amount of text on any one sign to a minimum thus easing legibility.

Layout principles



Examples



### 3.3.3 Occupational Health and Safety signage icons

The following family of icons is the Holcim Occupational Health and Safety standard for signage used globally. Only icons from this family should be used as and when appropriate.

#### Application

Blue vinyl is to be applied on a circle of white vinyl and on the red background.

Blue vinyl:  
3M Scotchcal Traffic Blue 100-002



The proportion of icon and its description can vary according to the final size and nature of the application



Icons on red background can be used with white key lines or without, depending on local market regulation and customs.

## 3.4 Exhibitions, events and trade fairs

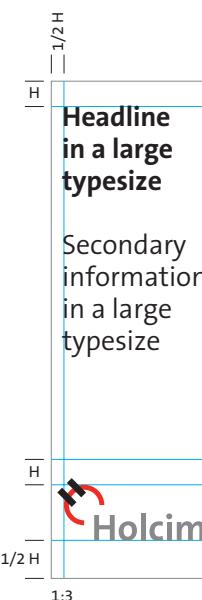
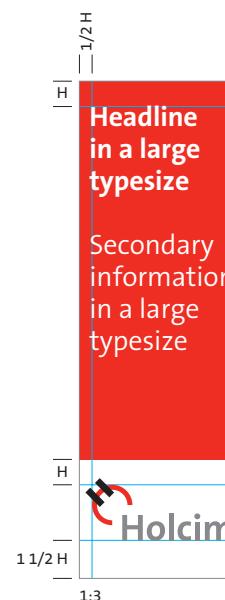
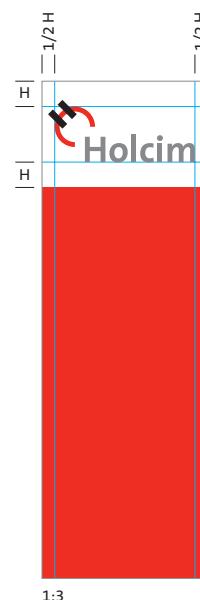
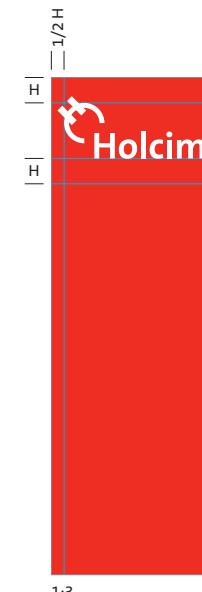
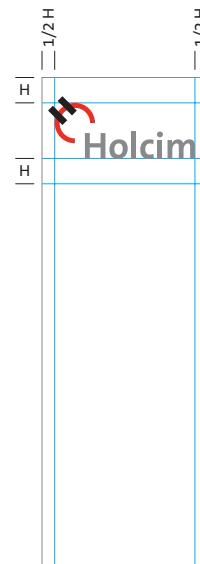
The range of formats and setups for physical space presence such as trade shows, events and fairs varies greatly. Even more important than with many other applications of the brand is that you understand the space and environment you will exhibit in.

The challenge is to take two dimensional advertising and brochure concepts and convert them into three dimensional exhibitions. This section gives you some Directives on how to apply our brand on core visual elements but is not meant as a comprehensive system. Always work in conjunction with our Basic elements section.

### 3.4.1 Exhibition vertical hanging banners

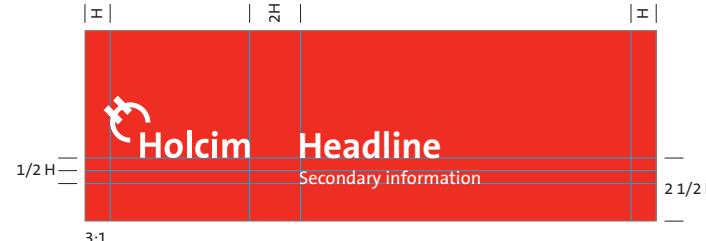
Complementary to our façade and projecting signs (with cropped symbol 3.1.3 or with Holcim logo 3.1.4) and flags (3.1.8) we have compiled a variation of exhibition banners based on corporate signage and our publications system. This is a starting point for your banners in your exhibition design.

Banners can feature images and the plain white or colored panels which can be lengthened accordingly, depending on the height of the ceiling. Here you may use the core or secondary colors for navigation purposes but always try to keep the appearance as clean and uncluttered as possible (remember, white is our most prominent core color). Note, however, that we should never use our symbol in full or as a cropped version on its own or reversed out of a color in white.



## 3.4.2 Exhibition horizontal panels

Horizontal panels may appear in Holcim red or in white with the Holcim logo in white out of red or in full color.

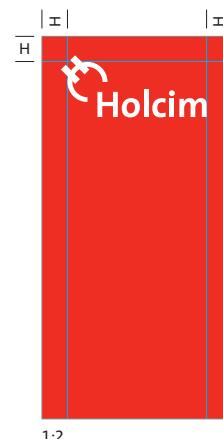
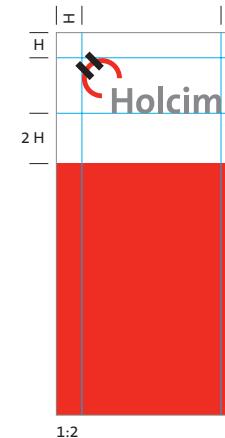
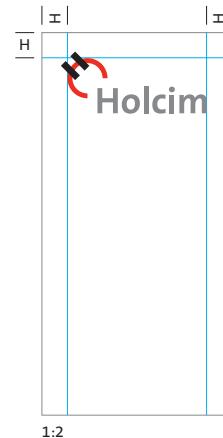


### 3.4.3 Exhibition booth and information panels

Here we have compiled a variation of booth and information panels as a further starting point for your exhibition booth.

In addition to color or white panels, we introduce the use of imagery either taking up part of the panel or appearing in full bleed. This is done to create diversity and impact in the exhibition booth. The majority of items that you will need to produce will include the Holcim logo. However do not overuse this element.

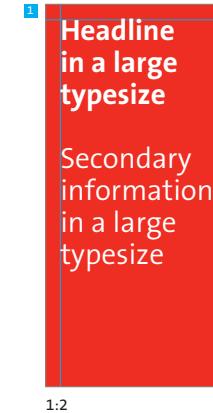
**Exception:** The Holcim logo may appear in reverse on an image.



### 3.4.3 Exhibition booth and information panels (continued)

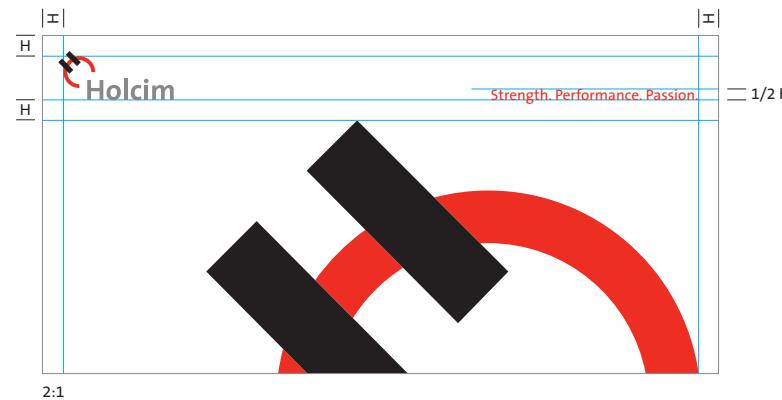
#### 1 Without the Holcim logo

The majority of items that you will need to produce will include the Holcim logo. However, there are special circumstances when the Holcim logo doesn't appear. These examples show panels which follow those that are already Holcim branded. When the logo isn't used the Holcim brand style can still be maintained with consistent use of typography and color.

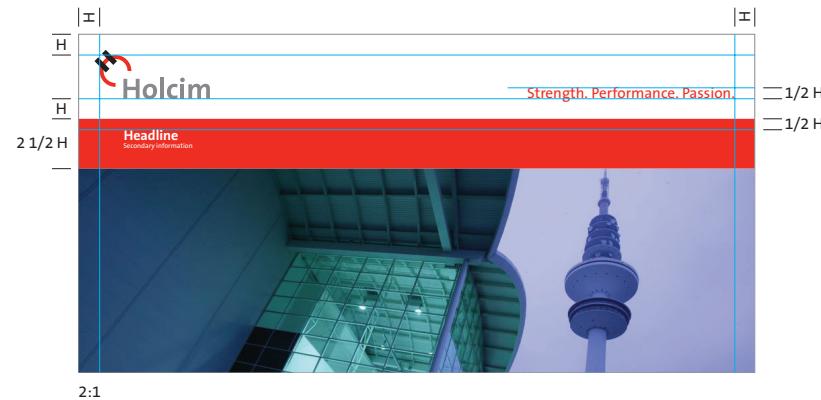


### 3.4.4 Horizontal booth backdrops

The backdrops of booths are designed to create a strong brand presence. This can be achieved through repetitive use of Holcim graphic elements, such as the symbol and Holcim logo, our core colors, typefaces and strong images. These examples show only some horizontal options for backdrops.



### 3.4.4 Horizontal booth backdrops (continued)



## 4 Vehicles

A vehicle's livery is a message on the move. It is an effective method of building awareness and establishing presence in the marketplace.

In general, when branding vehicles, you need to put procedures in place to maintain them well and keep them clean. Our drivers should be well aware that they are our image on the road and have clear standards to adhere to. Third party drivers should have clear contracts binding them to our standards of maintaining and keeping the vehicle clean as well as our OH&S standards and good conduct on the road. If you are unable to put such contracts in place and enforce them, you may not brand third party vehicles.

The way you apply the Holcim logo to a vehicle will depend on the vehicle's size, shape and purpose. However, it is critical that the artwork of the standard Holcim logo is never compromised. Only one cab color should be used in any one market at a time.

- 4      Vehicles
  - 4.1     Branding vehicles
  - 4.2     Branding for cabs
  - 4.3     Bulk cement and aggregates trucks
  - 4.4     Ready mix concrete truck
  - 4.5     Pump truck
  - 4.6     Delivery truck, van, pickup and car
  - 4.7     Heavy equipment

## 4.1 Branding vehicles

There are a number of Holcim brand elements that are used to brand vehicles. How and where these elements are applied is covered in detail in the following pages. This page provides an overview of some of the options available in applying the brand elements.

### Use of the Holcim logo, symbol and cropped symbol

The Holcim logo in its entirety and the Holcim symbol co-exist in the same market.

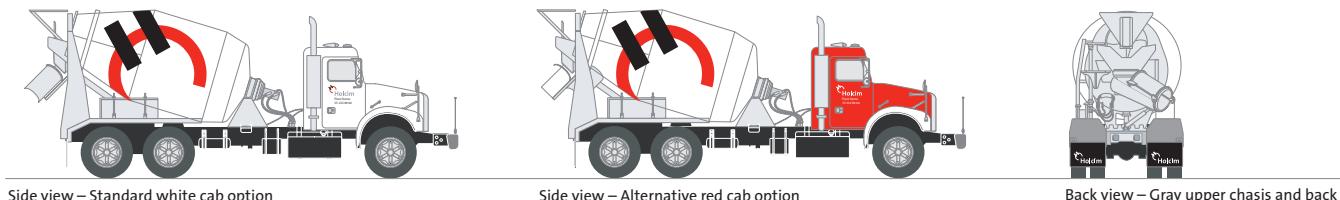
### Use of a descriptor/tagline

A descriptor (e.g. cement, aggregates, concrete) may be used on vehicles provided there is sufficient space to ensure clear visibility and the minimum clear space rule is observed.

#### Cab color

White is the standard cab color. Alternatively red can be used in a market where white is the prevalent competitor color.

Globally, Holcim currently has both white and red vehicle cabs in the fleet. This can continue provided only one color is used in any one country. It is not permissible, therefore, to use both white cabs and red cabs in the same country.



Side view – Standard white cab option

Side view – Alternative red cab option

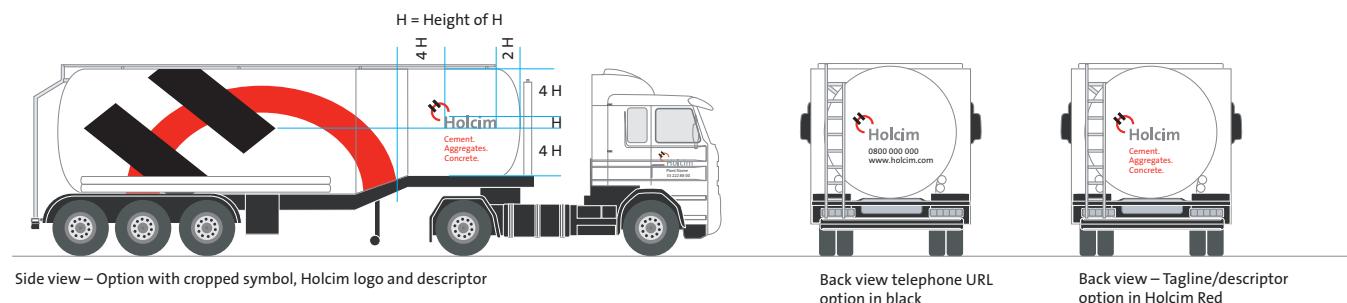
Back view – Gray upper chassis and back end with Holcim branded truck flaps

#### Base and chassis color

Base color: White RAL 9016  
Chassis: Black RAL 9017 or OR upper chassis in gray RAL 7046 with lower chassis in black.  
Wheel hubs: Remain plain steel or gray RAL 7046

#### Application

Use paint for large areas and vinyl for smaller graphic areas such as cabs and the back views.



Side view – Option with cropped symbol, Holcim logo and descriptor

Back view telephone URL option in black

Back view – Tagline/descriptor option in Holcim Red

#### Vehicle colors

3M™ Scotchcal vinyl –  
Series 100: 100-10  
RAL: Classic 9016 (Traffic White)

3M™ Scotchcal vinyl –  
Series 100: Traffic Gray 100-038  
RAL: Classic 7046 (Tele Gray 2)

3M™ Scotchcal vinyl –  
Series 100: Red Orange 100-266  
RAL: Design 0 40 50 70

3M™ Scotchcal vinyl –  
Series 100 – Black 100-12  
RAL: Classic 9017 (Traffic Black)

## 4.2 Branding for cabs

### Front of cab – logo application

The Holcim logo may be applied to the front of a vehicle cab provided the minimum space rule around the logo is adhered to. The usable space is the area at the front of the cab that is free of manufacturer identifications, grills, body mouldings, etc.

Should there be sufficient usable space, the left edge of the 'H' in the Holcim logo should align with the center line of the cab front and the Holcim name should have a minimum height of 70mm. Do not apply the Holcim logo if the usable space is inadequate to maintain the minimum height.

### Side of cab – logo application

The Holcim logo should be applied to the usable space available on both the driver and passenger doors of all vehicles with additional information such as plant name, core product, phone number, legal information etc. The usable space is the area of the door free of handles, mirrors, body mouldings, etc.

The Holcim logo and any additional information are to be centered, horizontally and vertically, in the usable door space. The Holcim name should have a minimum height of 70mm. Additional information is to be set in TheSans typeface, with a letter height equal to half the height of the 'H' in the Holcim name.

Line spacing between the Holcim logo and additional information should be half of the 'H' height. The diagram to the right illustrates these guidelines.

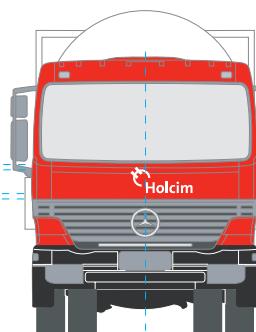
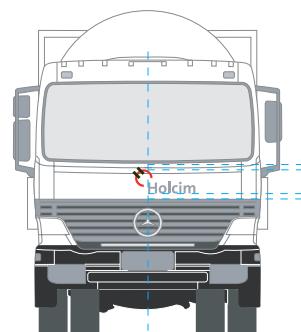
The Holcim logo decal should be supplied in full color vinyl for white cabs, and white out of red for red cabs.

### Front and side of cab – application of fleet numbering

The vehicle fleet number should be applied to the usable space available on the front right and back side of a vehicle cab. On the front right the number should appear horizontal, on the back side it may appear in horizontal or vertical format depending on usable space available. Regardless of the shape of the surface (e.g. undulated), the numbering must be clearly visible and in capitals ie. so the numbers are in a straight line top and bottom.

The number should be supplied in black vinyl for white cabs and white vinyl for red cabs. The recommended minimum size of the numbering is 100 mm in height and the font should be TheSans B7 Bold or Arial as an alternative.

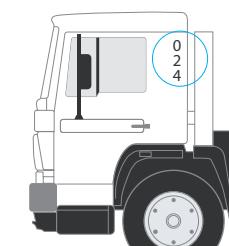
### Holcim logo on front



### Cab door



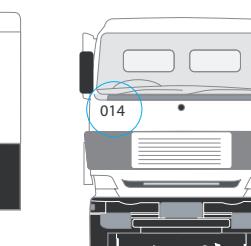
### Fleet number



Side view – Vertical fleet number



Side view – Horizontal fleet number



Front view – Horizontal fleet number



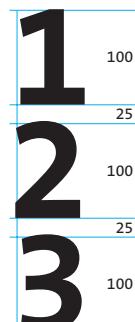
Alternative cab door using a strapline to describe the relationship with Holcim

### Fleet number vertical and horizontal

Numbers should appear optically equally spaced.

The font is TheSans Basic B7 Bold or Arial Bold. Numbers always in capitals. Minimum height 100mm.

**123** 100mm



## 4.3 Bulk cement and aggregates trucks

### Application of the Holcim cropped symbol to side of truck

The Holcim cropped symbol should be applied at the largest permissible size away from the cab, while the first corner is aligned to the base of the logo and the 'H' distances outlined for the different side views are respected. When used, the Holcim logo also has to appear on the side of the truck nearest to the vehicle cab.

**Application of the tagline or descriptor to side of truck (e.g. 'Strength. Performance. Passion.' or 'Cement. Aggregates. Concrete.')** can appear underneath the Holcim logo on the side nearest to the vehicle cab with adherence to the minimum space rule.

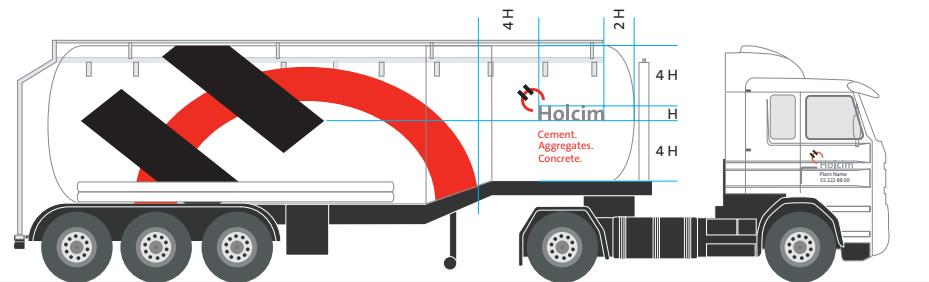
### Alternative application of the Holcim logo to side of truck

If the shape and space are limited, the Holcim logo should be applied at the largest permissible size away from the cab, whilst respecting the minimum clear space rule. The tagline or descriptor (e.g. 'Strength. Performance. Passion.' or 'Cement. Aggregates. Concrete.') can be positioned in one line to the left or right of the Holcim logo, but always nearest to the vehicle cab.

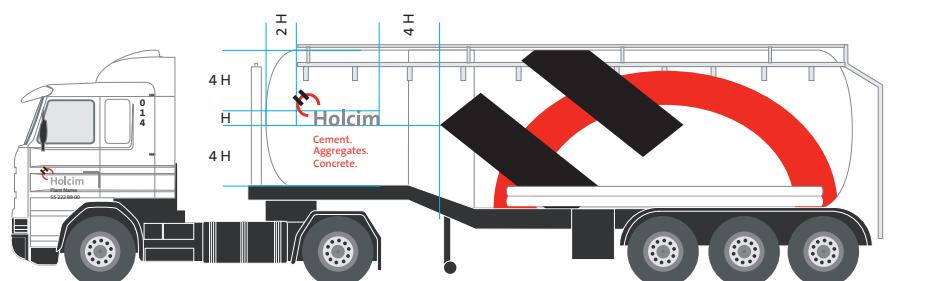
### Application of the Holcim logo, information and descriptor to back of truck

Space permitting, the Holcim logo in horizontal format is applied to the back of trucks together with telephone number and URL, or descriptor (e.g. 'Strength. Performance. Passion.' or 'Cement. Aggregates. Concrete.'). The Holcim logo is to be applied ensuring maximum visibility whilst respecting the minimum space rule. The descriptor or tagline should appear in Holcim Red while general information is to appear in black.

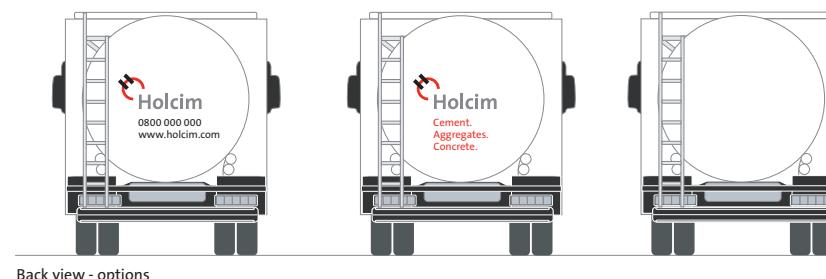
H = Height of H



Side view – Descriptor/tagline option with cropped symbol



Side view – Descriptor/tagline option with cropped symbol



Back view - options

## 4.4 Ready mix concrete truck

### Application of the Holcim symbol to the ready mix drum

Only the Holcim symbol must be displayed on the drum. The full Holcim logo is to be represented on the cab door.

The usable space of the drum is defined by the circumference and the width of the drum.

Circumference = diameter x 3.14

Width = the horizontal distance on the drum which is relatively free of body mouldings etc.

The Holcim symbol should be applied at the largest permissible size horizontally on each half of the usable space of the drum. In some special cases optical cropping of the symbol may need to occur. In this case HGRS Branding are to give approval.

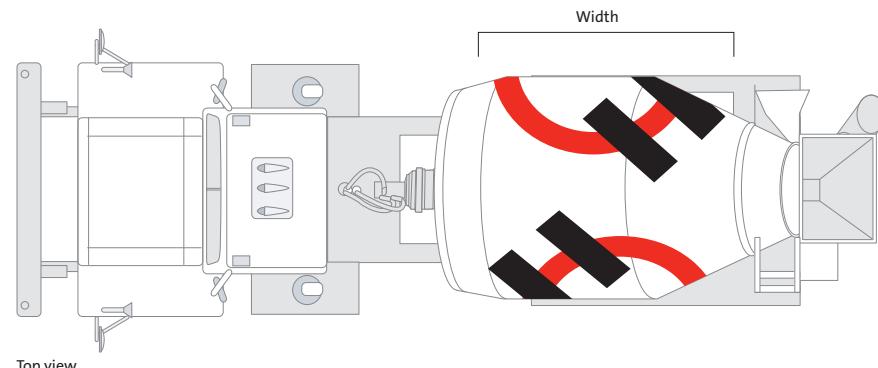
A minimum space of 100 mm should be maintained between the two symbols on either side of the drum to avoid overlapping.

Avoid placing the symbols near moving parts.

The illustration on the right is a graphic representation of the drum in a flat position and every effort should be made to match these illustrations. Note that the drawings are not to scale, therefore dimensions should be verified prior to manufacture. Preparing a full-size pattern is strongly suggested prior to final manufacture.

### Application of the Holcim logo to the front of cab and side of cab

Please refer to 4.2 Branding of cabs and 4.4 Ready mix concrete truck as the same principles apply.



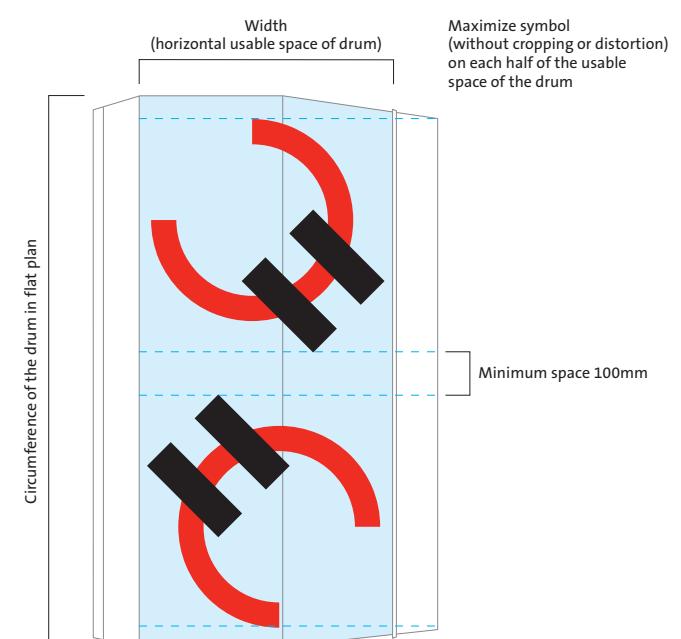
Top view

#### Vehicle with Holcim symbol

The symbol is applied on the center line of the axis of the mixing drum



Side view – Option with Holcim symbol on left side



Developed view of drum not to scale

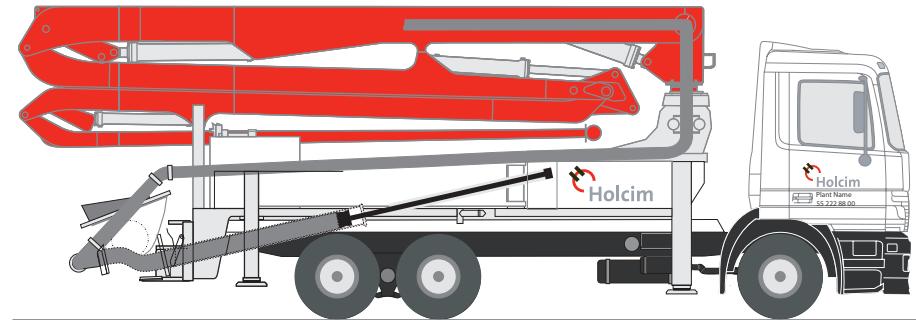
## 4.5 Pump truck

### Application of the Holcim logo to the front of cab and side of cab

Please refer to 4.2 Branding of cabs and 4.4 Ready mix concrete truck as the same principles apply.

### Color of the pump truck upper arm

The pump truck upper arm always appears in red. See color specifications on page 4.1 Branding vehicles. However in some markets we understand this is not legally permissible.



## 4.6 Delivery truck, van, pickup and car

All Holcim delivery trucks, vans, pickups and cars are white.

### Application of the Holcim logo, cropped symbol, tagline or descriptor to delivery truck

For application of the Holcim logo, cropped symbol, tagline or descriptor to the delivery truck, please refer back to page 4.3 Bulk cement and aggregates truck as in essence the same principles apply.

### Application of the Holcim logo to side, front and back of van

The Holcim logo on the side of a van should be applied at the largest permissible size whilst respecting the minimum clear space surrounding the logo.

The Holcim logo may be applied at a minimum height of 70mm to the front and back of a van provided there is sufficient 'usable' space. The usable space is the area at the front or back of the van that is free of manufacturer identifications, grills, body mouldings, etc.

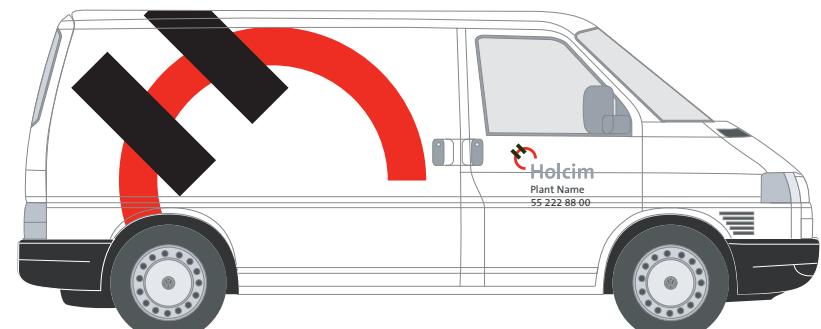
Should there be sufficient usable space at the front of the van ie. 1/2 'H', the left edge of the 'H' in the Holcim logo should align with the center line of the front and the Holcim name should have a minimum height of 70mm. Do not apply the Holcim logo if the usable space is inadequate to maintain the minimum height.

### Application of plant name and number to side of van

For application of the plant name and number to side doors of van, please refer to 4.2 Branding of cabs. The Holcim cropped symbol should be applied at the largest permissible size whilst respecting the cropping rules as detailed in the Basic elements section. When the cropped symbol is used, the Holcim logo also has to appear on the driver and passenger doors.



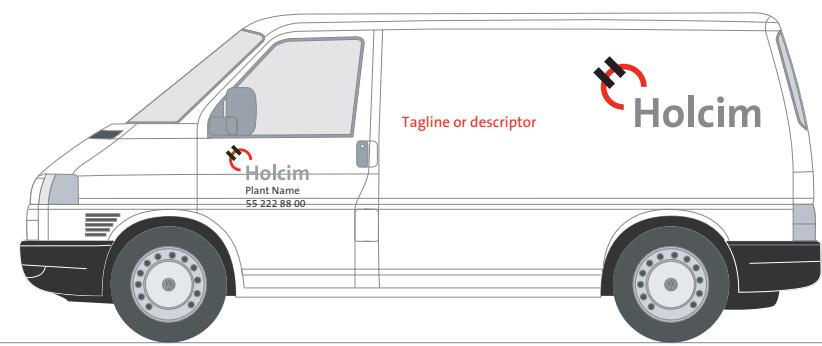
Front



Side view – Option with cropped symbol



Back

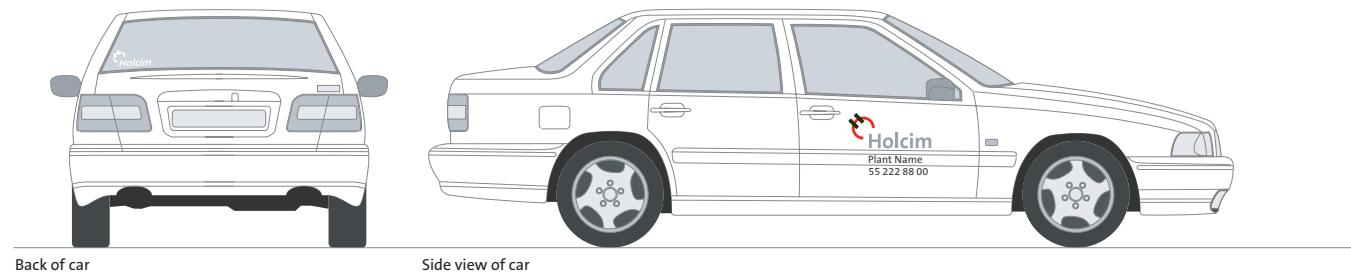
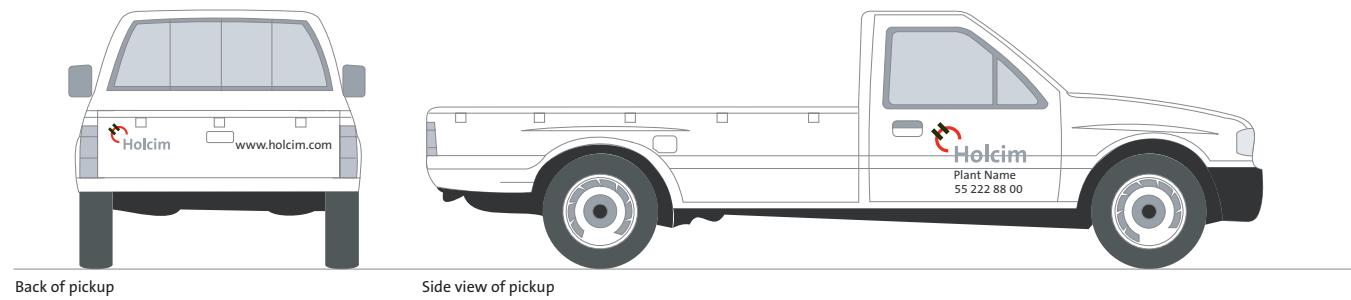


Side view – Option with Holcim logo

## 4.6 Delivery truck, van, pickup and car (continued)

### Application of the Holcim logo on window of car

A white Holcim logo can be placed on the bottom left hand corner of the back windscreens of a car or front left, whilst ensuring visibility to the driver is not impared.



White vinyl decal, left bottom corner of the back window

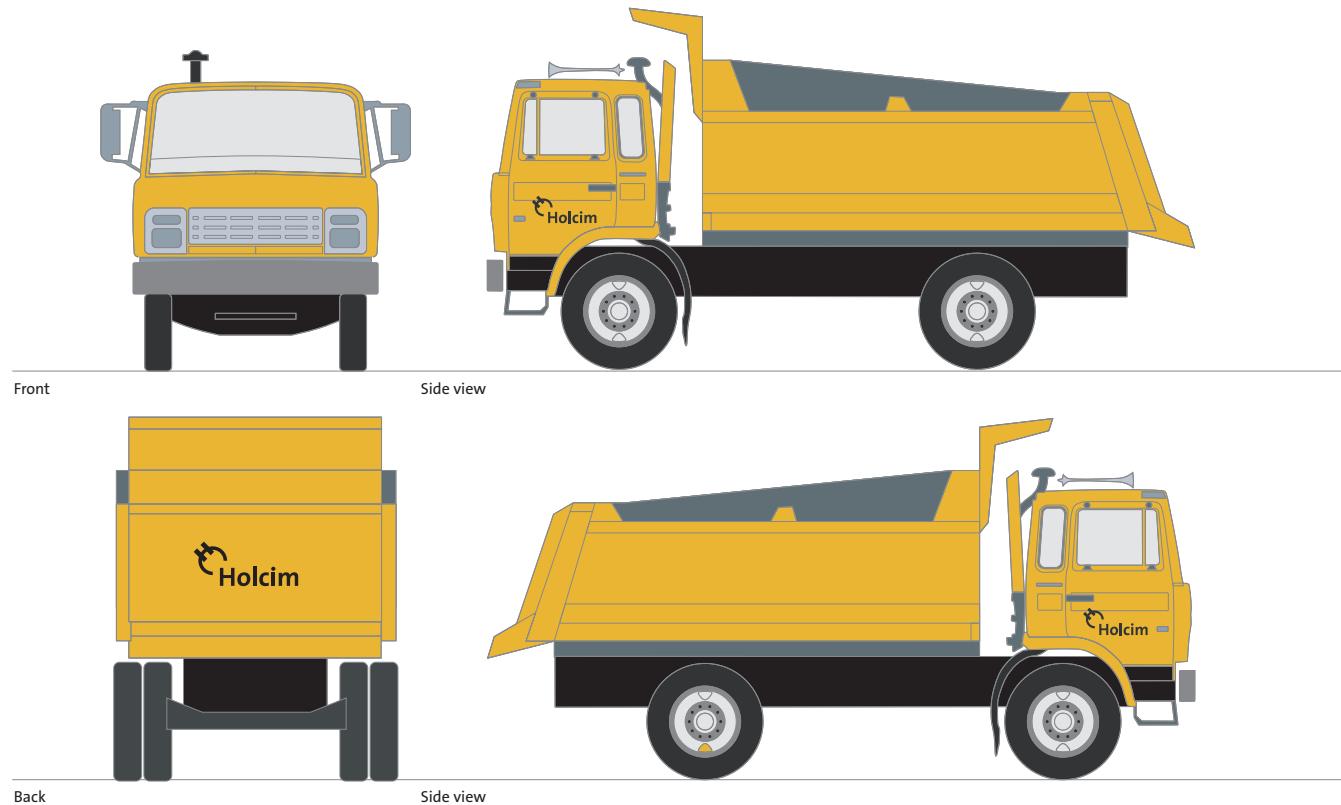
## 4.7 Heavy equipment

### Application of the Holcim logo to side doors of heavy equipment

For internally used vehicles not normally visible to the public eye the Holcim logo should be applied to the usable space available on both cab sides/doors of heavy equipment. No other information is to appear on these surfaces.

The Holcim logo in black is to be centered, horizontally and vertically, in the usable door space and should be applied at the largest permissible size, whilst respecting the minimum space around the logo.

If appropriate and also space permitting, the Holcim logo in black is to be applied to the back of heavy equipment at the largest permissible size, whilst respecting the minimum space rule around the logo.



## **5 Uniforms and corporate clothing**

Branded wear such as uniforms or corporate clothing are a physical representation of belonging to a Group or organization. The Holcim uniform creates a perception of the Holcim brand and what it stands for: our values.

Of highest importance, the uniform is critical to the safety of our people and needs to adhere to our global Occupational Health and Safety standards and local laws.

For further information on Occupational Health and Safety standards please contact [ohs-hgrs@holcim.com](mailto:ohs-hgrs@holcim.com)

Holcim is positioned as a premium brand: please ensure that Holcim branded wear is of good quality, worn with pride and treated with care.

Material, design and style of work wear should take into account local conditions (e.g. climate and culture).

However it is good practice that long sleeves are worn in all climates for safety.

### **5 Uniforms and corporate clothing**

- 5.1 Application of the Holcim logo – corporate clothing
- 5.2 Application of the Holcim logo – uniforms
- 5.3 Hard hats
- 5.3 Identification cards – Holcim employees
- 5.4 Identification cards – external parties

## 5.1 Application of the Holcim logo – corporate clothing

The Holcim logo is fixed and neither of the two elements (logotype and symbol) can ever be separated or used independently of each other on applications.

### Application

The logo should be embroidered.

### Colors

When applied on white or light colors materials always use the Holcim logo in full color. When applied on dark materials such as black use the logo in white. When placing the full color logo on light gray if there is not enough contrast between the gray in the logo and the material revert to full black.

**Exception:** For corporate clothing the logo can be embroidered tone on tone (e.g. blue logo on a blue shirt).

**Size of logo on corporate uniforms**  
On the front of corporate shirts and blouses the logo size recommended is 70mm wide and positioned on the pocket or left breast.



Example of corporate shirt



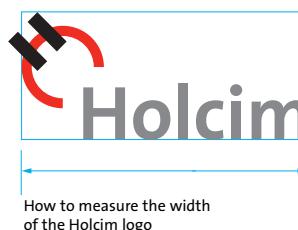
Example of tone on tone exception



Example of corporate blouse



Example of tone on tone exception



## 5.2 Application of the Holcim logo – uniforms

The Holcim logo is fixed and neither of the two elements (logotype and symbol) can ever be separated or used independently of each other on applications.

### Material

The logo should be embroidered on heavy duty fabrics and heat set on lighter fabrics such as hi-vis vests.

### Colors

On uniforms our logo should always be well visible and applied with contrast.

When applied on hi-vis colors such as signal yellow, orange or gray use the logo in full black.

### Size of logo on uniforms

On uniforms the front logo size recommended is 90mm wide. On the back of overalls is recommended 190mm wide.



Example of day/night hi-vis overalls



Example of hi-vis lined jacket



Example of hi-vis vest



## 5.3 Hard hats

### White hard hat – Holcim employees

The recommended size for the Holcim logo is 60mm wide (but is dependant upon the helmet) and positioned centered as shown with the minimum space around the logo.

### Colored hard hats – external parties

Colored hard hats are to be used for navigation of external parties. For example, blue for visitor, red for security, yellow for contractor. Dependent upon the hard hat color the logo appears in white on a dark color or in black on a light color.

### Hard hat back and sides

Our hard hats should always be kept clean of other stickers, decals or logos unless required by local regulations. On the back of the hard hat you may opt too:

- leave blank
- alternatively place a strip of reflective vinyl
- alternatively place your tagline in Holcim Red in TheSans typeface in vinyl
- alternatively place a person's name in TheSans typeface in black in vinyl
- alternatively place a functional safety related description (e.g. 'Security' or 'Fire Marshal') in TheSans typeface in black in vinyl

### Application

The full Holcim logo is the only logo to be used. In full color this can be applied and cut from non-reflective or reflective vinyl material.

Always remember to apply the red arc as one piece and overlay the black.

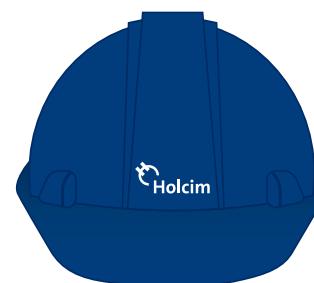
### Colors

#### 3M™ Scotchcal vinyl – series 100

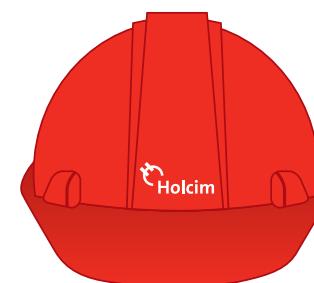
Holcim Red: Red Orange 100-266

Black: Black 100-12

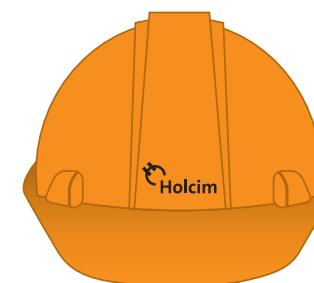
Holcim Gray: Traffic Gray 100-038



Visitor



Security



Contractor

## 5.4 Identification cards – Holcim employees

The Holcim identification cards help identify where and how someone belongs into the Holcim family.

### Employee identification card

Along with a good quality photo of the employee, the card displays the legal company name, employee name, area of employment or plant name and employee number.

#### Format size

Landscape or portrait  
85mm x 54mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to Basic elements)

#### 2 Legal company name

11pt Arial or made to fit

#### 3 Employee's name, plant name and ID number

11/14pt Arial. Note: Arial bold for employee's name

#### 4 Information on the back of card

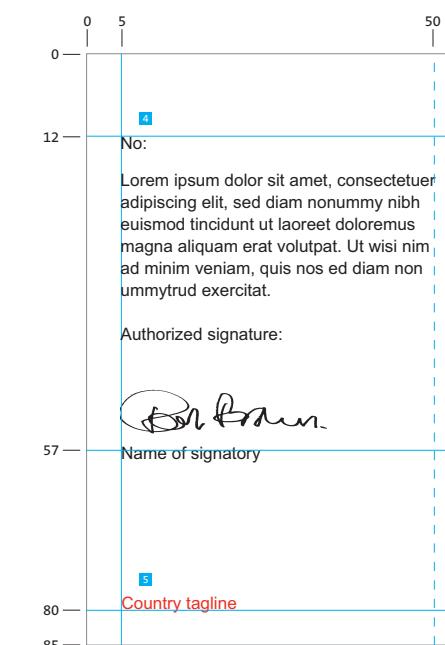
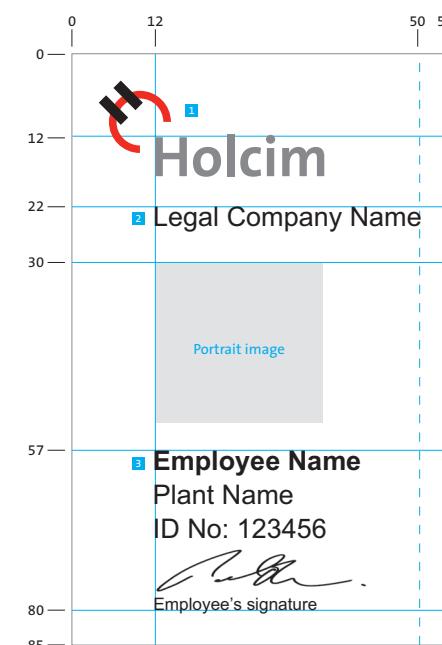
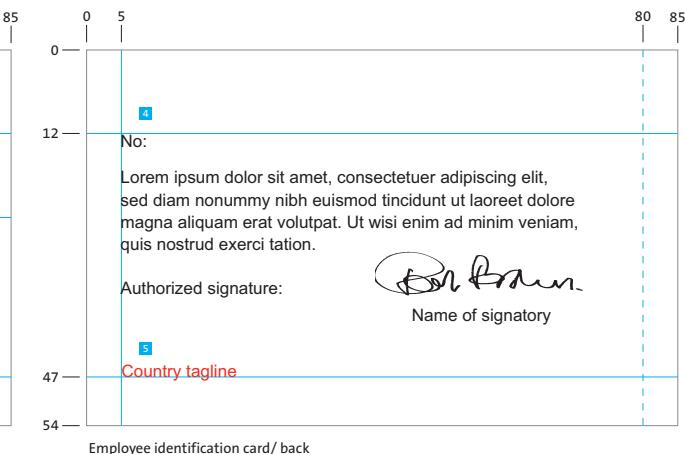
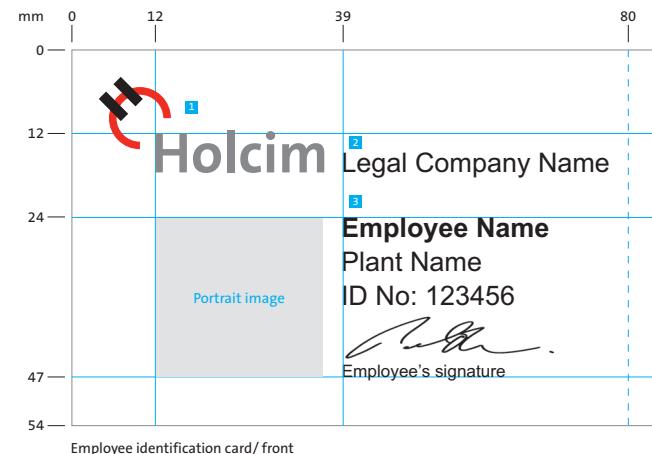
8/10pt Arial

#### 5 Country tagline

8pt Arial in Holcim Red

#### Printing

Print on plastic material.



## 5.5 Identification cards – external parties

The Holcim identification cards for external parties help identify where and how someone relates to the Holcim family.

### Colors

The Holcim core and secondary colors are to be used to differentiate one external party from the other. The information shown is to be a guide only and is open to local interpretation.

### Format size

Landscape or portrait  
85mm x 54mm

#### 1 Holcim logo

Height: 5.6mm of 'H'  
3 color version  
(for colors refer to Basic elements)

#### 2 External party descriptor

Preferably 26pt Arial Bold

#### 3 ID number and location

11pt Arial

#### 4 Information on the back of card

11/14pt Arial

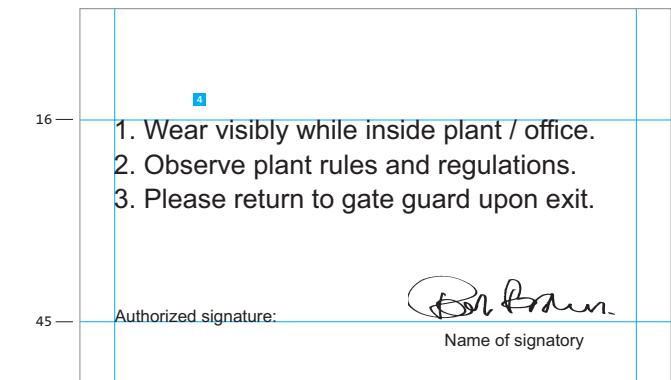


Examples of identification cards for visitors, security and contractors



### Printing

Print on plastic material.



Identification cards for visitors, security and contractors/ back

# 6 Product branding

The Holcim brand is the defining part of our offering. It should always be the leading premium brand within each market.

Thus, products and services should never have strong brand identities of their own (e.g. own logos and typefaces). They should always be positioned as solutions from Holcim.

In co-branded situations, certain elements (e.g. the symbol and name) of a heritage product or a corporate brand can be used for a limited period.

Product branding should be based on a clear product portfolio strategy that defines which products are offered to which target groups or segments, for which applications, through which channels and at what price. Making navigation and choice of the right solution for their problem simple for our customers is critical to market success. Consider your Product Portfolio Management (PPM) analysis as a basis for Product branding.

For further support refer to the Value Management Team of Commercial Services at HGRS.

As a recommendation please follow these principles:

Breadth:

The range of products or product families facing a particular customer group should not exceed seven.

Depth:

The levels of branding should not exceed three (Holcim + product family + specific solution).

<b>6</b>	<b>Product branding</b>
6.1	Product and services naming principles
6.2	Product color coding principles
6.3	Product and services icon principles
6.4	Two approaches to icons
6.5	Secondary icons – style guide and usage
6.6	Product branding consistency – fully Holcim branded
6.7	Product branding consistency – option A Holcim and proprietor branded
6.8	Product branding consistency – option B Holcim and proprietor branded

## 6.1 Product and services naming principles

Simple, descriptive names work best. Research shows that customers appreciate if we simply state the product category as part of a name (e.g. 'Cement', 'Sand', 'Mortar', 'Lime', 'Concrete' etc.).

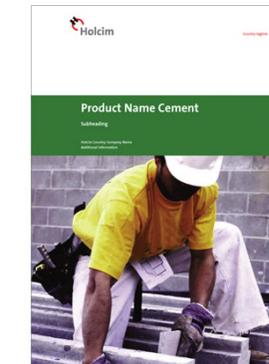
Ideally product names also describe specific solutions/applications (e.g. 'Masonry Cement'). Where a product has more than one application, the most important product benefit related to customer needs should be emphasized (e.g. 'High Strength Cement').

Even if specific markets have their own standard description for product quality and characteristics, there are still opportunities to stand out by using descriptive product names. Market norms can always be added as secondary descriptions.

The same applies to services.

Service names should be clear and descriptive. Graphically, service names are created typographically in the same way as product names. For example, *Performance Principle*.

The Holcim logo or derivatives of the Holcim name may never be used as part of product or service names (e.g. HolcimXYZ). Always apply our clear space rule between the Holcim logo and product names. In written text the name Holcim should be placed before a product or service name (e.g. in a brochure or press text: '...We offer Holcim XYZ in the following regions...').



## 6.2 Product color coding principles

Color-coding is another powerful tool to create more brand preference. It is especially useful in markets with low literacy levels. As a general rule, try not to apply more than seven colors at the same time within your market. Research shows that customers can only distinguish between a few primary colors when choosing a product (e.g. 'I'd like a blue bag of cement and a green one please ...').

If you have more than seven products aimed at the same customer group you should bundle some product lines under the same colors.

The first step before applying color coding is to take into account how many products the target group could be exposed to at the same time and which colors are being used by competitors. You should also market-test before launch to ensure you do not use colors that are offensive or inappropriate in your particular market.

The product color family displayed here are the only colors to be used for product branding. They have been tested for printing on kraft bags and have been matched for printing on communications materials.

In reproducing these colors please ensure you match them to the PMS values in order to get the best possible impact and consistency.

The Mondi, Klabin and PSS Cool Gray and Warm Gray color values on the Kraft bag are the same.



Kraft bag				White bag			
PANTONE/CMYK	MONDI	KLABIN	PSS	PANTONE/CMYK	MONDI	KLABIN	PSS
PMS® White	901	NA	NA	PMS® White	NA	NA	NA
PMS® Process Cool Gray 8 56K	9904	P430	950	PMS® Process Cool Gray 8 56K	9904	P430	950
PMS® Warm Red 95M 100Y	4902	E208	335	PMS® Warm Red 95M 100Y	4006	E370	335
PMS® Process Black 100C 100M 100K	9001	Black	Black	PMS® Process Black 100C 100M 100K	9001	Black	Black
PMS® Warm Gray 10 14M 28Y 55K	9904	P430	950	PMS® Warm Gray 10 14M 28Y 55K	9903	R85	950
PMS® 732 55M 100Y 64K	8001	P469	560	PMS® 732 55M 100Y 64K	8001	P469	550
PMS® 152 51M 100Y	3904	E023	290	PMS® 152 51M 100Y	3903	R23	230
PMS® 281 100C 72M 32K	6904	E571	636	PMS® 281 100C 72M 32K	6015	E571	656
PMS® 364 65C 100Y 42K	7010	E672	730	PMS® 364 65C 100Y 42K	7016	E672	730
PMS® 201 100M 63Y 29K	5001	P235	430	PMS® 201 100M 63Y 29K	4011	Same as colour testing	430

## 6.3 Product and services icon principles

Icons are also powerful tools to help branding and make identification easier, especially in markets where literacy levels are low. They can be used instead of, or as well as, color coding.

As a principle icons should be clear and simple but are mostly determined by local culture. Icons should be illustrative of the solution the product offers (e.g. the application) and be relevant to the specific market. Icons should never compete with the Holcim logo in size and placement. Where a product has more than one application, multiple icons can be used next to each other (however, you should never use more than four icons next to each other). Avoid composite icons which try to combine more than one application or characteristics.



## 6.4 Two approaches to icons

### Recommendations

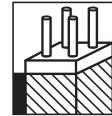
The icons shown in these Directives are not an exhaustive list but recommendations. We have created a style guide for developing icons which are appropriate for your market along the lines of product applications, positioning Holcim as a solution provider. Newly developed icons require approval by HGRS Branding.

There are two alternative approaches to icons: One focusing entirely on applications and another adding a human element. Either approach can be used and may be appropriate to your market. These approaches are divided into basic applications and specialized applications.

The frame of product icons should be square, not rectangular or any other shape.

The use of Service icons is not recommended. Any reference to a service should be done using TheSans B7 Bold Italic text only. If the text runs over two lines however, eg a double word, the two words can be joined with the first word written in TheSans B7 Bold Italic and the subsequent word in TheSans B4 SemiLight.

### Basic applications

Feature	Application description	Straight forward application	Human element
Foundations	Foundation applications		
Strong structure	Strong structures		
Extra durability	Construction projects where resistance to aggressive environments is required		
Bricklaying	Masonry / bricklaying		
Plastering	Masonry / plastering		
High early-strength	Precast components, concrete blocks and other concrete products where high early-strength is required		
Service	Product use education and support	<i>Typographical solution in TheSans B7 Bold Italics</i>	
		<i>Performance Principle</i>	

## 6.4 Two approaches to icons (continued)

### Recommendations

The product applications illustrated within the square frame should be clearly understandable. The way the elements of the product application e.g. a trowel, brick, foundation, etc. are presented needs to be neat, simple and uncluttered.

The product application should always appear in the background color out of the product color i.e. product application in a kraft bag color coming through the product colored frame.

Any lines from within the square frame should always flow from bottom left to top right of the square.

As an indication, if the icon has a width of 100mm, the size of the keyline around the square frame is 4pt.

Whilst we mostly use the Holcim 'H' as a basis for measurement, as an exception to the rule, we have used the Holcim 'm' for this particular application. As such, the size of the icon on a cement bag is determined by the maximum height of the Holcim 'm' located in the top brand area of the bag. Please refer to the Packaging section for more detailed guidelines on the application of product icons onto bags.

### Specialized applications

Feature	Application description	Straight forward application	Human element
Low heat of hydration	Projects requiring low heat of hydration concrete for large pour applications		
Ready Mixed Concrete	Projects requiring multi-purpose / various concrete applications like slabs, columns, beams and floors		
Road Stabilization	Underground stabilization of roads		
Concrete Paving	Concrete road building / paving		
Oil well	Oil well construction		
Smooth fibre	Concretes for board and internal ceiling applications		

## 6.5 Secondary icons – style guide and usage

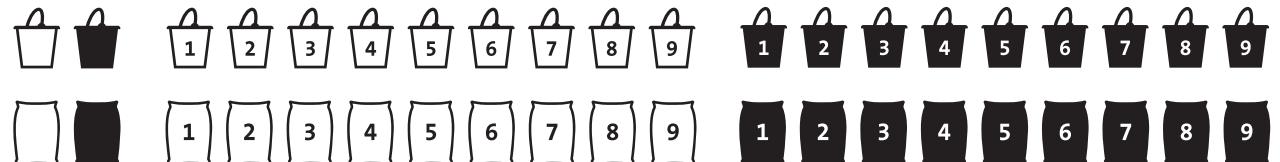
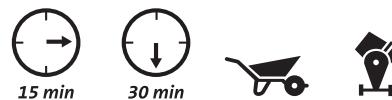
### Recommendations

The secondary icons shown in these examples are illustrative of the type of information that will appear on the back of packaging. Please note, however, that these may vary according to local laws and regulations.

### Informative icon examples (no exposure to the sun, keep dry, telephone information, lift with care, caution)



### Mixing icon examples (time:15min, time:30min, wheelbarrow, cement mixer, bucket, number of buckets to be used, bag, number of bags to be used)



### Informative icon examples reversed



### Mixing icon examples reversed

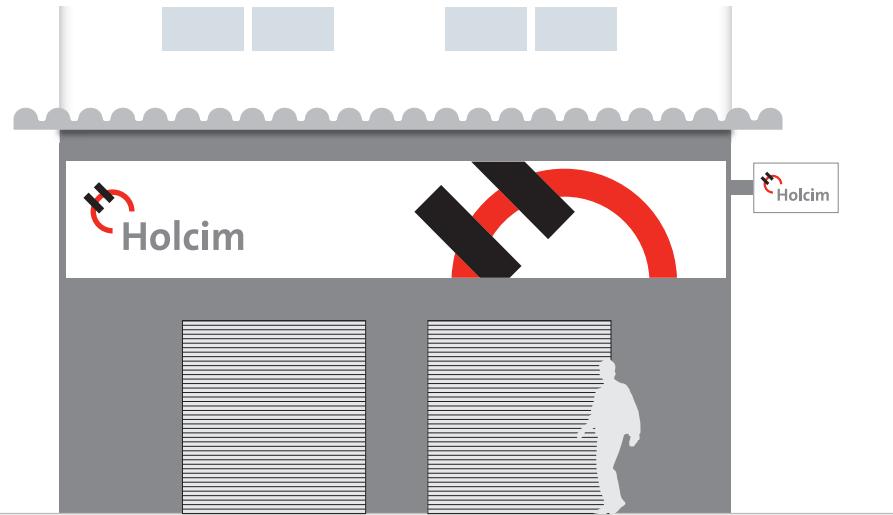


## 6.6 Product branding consistency – fully Holcim branded

It is vital to be consistent in the branding of products and services across the marketing mix whether you are designing packaging, brochures, point of sale merchandizing materials or advertising.

The value proposition and price point of each should be based on a clear product portfolio strategy and then consistently applied through the marketing mix.

Corporate, services and product brand communication should be coordinated wherever possible to create synergies.



## 6.7 Product branding consistency – option A Holcim and proprietor branded

Refer to the Third party and retail use section for detailed Directives on the application of the Holcim brand to shopfronts.



## 6.8 Product branding consistency – option B Holcim and proprietor branded

Refer to the Third party and retail use section for detailed Directives on the application of the Holcim brand to shopfronts.



# 7 Packaging

Packaging forms an integral part of our brand identity and experience. It is the face of the Holcim brand at many construction sites and retailers. As explained in the product branding section, the Holcim brand should be positioned as a premium brand. All packaging needs to build brand equity in the Holcim brand at the same time as helping our customers navigate our product offer in the easiest way possible.

Acknowledging this need for local variation we have only defined general Directives for packaging, and added a recommended design solution with detailed specifications which markets are free to use.

## **Global strategy vs local standards and market customs**

As a global brand, it is important that the Holcim brand is presented consistently and to the same high standards in every market we operate in.

At the same time, packaging standards and market customs differ greatly from country to country. This includes preferences for bag designs as well as colors, product icons and secondary icons.

- 7      Packaging**
  - 7.1 General Directives for packaging
  - 7.2 Product color codes for packaging
  - 7.3 Packaging design recommendation
  - 7.4 Packaging front and sides – key principles
  - 7.5 Packaging front – hierarchy of information
  - 7.6 Packaging sides – hierarchy of information
  - 7.7 Packaging back – key principles
  - 7.8 Packaging – kraft bag three colors
  - 7.9 Packaging – kraft bag two colors
  - 7.10 Packaging – kraft bag two colors alternative
  - 7.11 Packaging – kraft bag one color
  - 7.12 Packaging – white bag three colors
  - 7.13 Packaging – white bag two colors
  - 7.14 Packaging – white bag one color

## 7.1 General Directives for packaging

1. A clear information hierarchy following clear principles must be displayed on each package both on front and side panels.

2. The leading and visually most prominent brand on each package has to be Holcim.

3. Do not separate the Holcim symbol and word Holcim as this weakens the Holcim brand recognition.

4. Product names should follow Holcim and be less strong visually (type size and weight).

5. Product logos or icons with strong character of their own and competing with the Holcim brand are not permissible.

6. Colors other than those defined in this Directive are not permissible. The pre-defined colors are all print-tested with our main bag suppliers and offer sufficient choice for local markets to pick colors that match local customs. Color coding with more than those colors is not effective.

7. Only 'The Sans' typeface should be used.

8. The back of the bag needs to present information as clearly as possible. It should adhere to our global standards in terms of safety information, even if local legislation does not require this.

## 7.2 Product color codes for packaging

The following colors have been tested with Mondi and Klabin for the best colors on kraft and white bags. Please note these colors differ according to the packaging materials. For color coding of products or product lines it is important to note that as a directive only one red or gray should be used at any one time. The Mondi, Klabin and PSS Cool Gray and Warm Gray color values on the Kraft bag are the same.

Also color specifications for Pantone/CMYK are provided to align to these colors for other printing of communications materials.

In reproducing these colors please ensure you match them to the PMS values in order to get the best possible impact and consistency.

These color values are to be used in reproducing packaging according to the region and or print supplier. No other color should be used on Holcim packaging unless it is listed on this page.

	Kraft bag				White bag			
	PANTONE/CMYK	MONDI	KLABIN	PSS	PANTONE/CMYK	MONDI	KLABIN	PSS
White	PMS® White	901	NA	NA	PMS® White	NA	NA	NA
Cool Gray	PMS® Process Cool Gray 8 56K	9904	P430	950	PMS® Process Cool Gray 8 56K	9904	P430	950
Holcim Red	PMS® Warm Red 95M 100Y	4902	E208	335	PMS® Warm Red 95M 100Y	4006	E370	335
Black	PMS® Process Black 100C 100M 100K	9001	Black	Black	PMS® Process Black 100C 100M 100K	9001	Black	Black
Warm Gray	PMS® Warm Gray 10 14M 28Y 55K	9904	P430	950	PMS® Warm Gray 10 14M 28Y 55K	9903	R85	950
Brown	PMS® 732 55M 100Y 64K	8001	P469	560	PMS® 732 55M 100Y 64K	8001	P469	550
Orange	PMS® 152 51M 100Y	3904	E023	290	PMS® 152 51M 100Y	3903	R23	230
Blue	PMS® 281 100C 72M 32K	6904	E571	636	PMS® 281 100C 72M 32K	6015	E571	656
Green	PMS® 364 65C 100Y 42K	7010	E672	730	PMS® 364 65C 100Y 42K	7016	E672	730
Red	PMS® 201 100M 63Y 29K	5001	P235	430	PMS® 201 100M 63Y 29K	4011	Same as colour testing	430

## 7.3 Packaging design recommendation

### Recommendations

These recommended bag designs are based on our branding strategy and was researched with customers and suppliers in several markets. It gives you several design options and tools for various areas involved with packaging.



## 7.4 Packaging front and sides – key principles

### Recommendations

The way information appears on packaging is key to ensuring we achieve the right level of impact, gain quick recognition of our brand and allow customers to easily understand what is the product and its application.

We use color, the Holcim logo, product name and product icons in ensuring our bag products are seen, understood and consequently purchased.

We split the hierarchy of information on the front and sides of our packaging into three segments. The top segment calculated as 3/8 of the total height of the bag is exclusively for the Holcim logo. The mid segment calculated as 2/8 of the total height of the bag is used mainly for the product name but other information such as a technical code and strap-line may also appear here. The bottom segment also calculated as 3/8 of the total height of the bag, may be used for weight details, placement of icons and a technical code.

### D = printing restriction distance

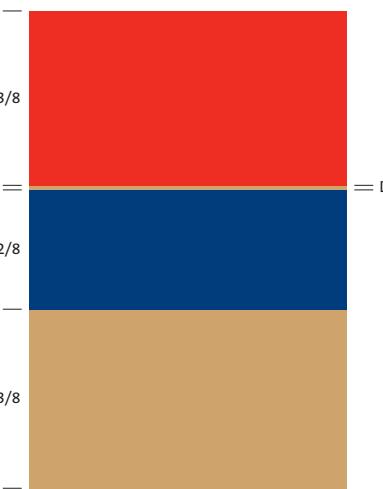
The line shown as 'D' indicates the non-printed area that appears between two printed colors. Perfect alignment of touching color blocks cannot be guaranteed and can result in overlapping colors which creates an undesirable effect. 'D' should be no less than 2mm and no more than 5mm deep. The recommended depth is 4mm. 'D' can also be used as a divider line, as shown in the second example, and should be 4mm deep when used this way.

### Colors

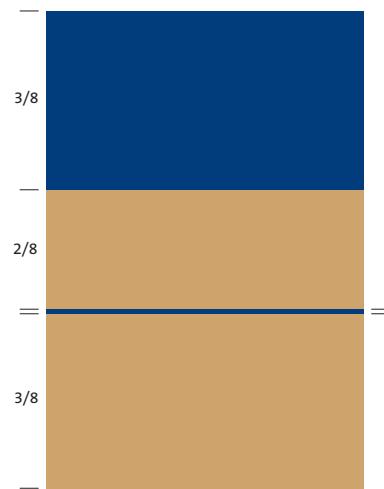
On kraft bags the top segment always appears on red with the Holcim logo in kraft out of red on one and two color bags, and printed white out of red on three color bags. The middle segment appears in product colors on two and three color bags but remains in kraft color on the one color bag.

On premium white bags, the top segment remains white with the Holcim logo in full color. The middle segment is color coded with the product color.

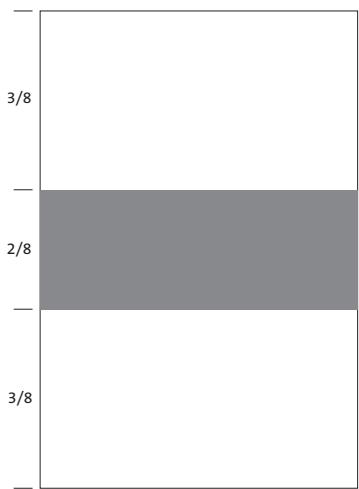
The third segment remains in the bag color (kraft or white) regardless of the number of colors a bag is being printed in.



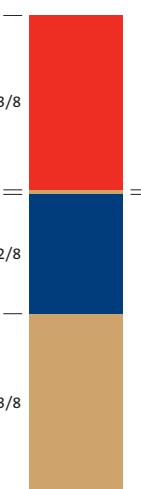
Kraft paper, two color printing



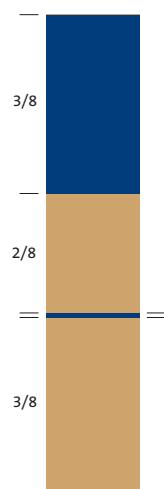
Kraft paper, one color printing



White paper



Kraft paper, two color printing



Kraft paper, one color printing



White paper

## 7.5 Packaging front – hierarchy of information

### Recommendations

#### Brand area

This area is kept exclusively for the Holcim logo and nothing else is to appear within this space.

#### Product area

The product area is for product information only. Type sizes are determined by the amount of information needed on each type of bag. The product name should always be the most dominant element in the product area.

The product name is set in TheSans B7 Bold Italic. All other information in the product area is set in TheSans B7 Bold.

#### Clear area

Information set in the clear area (eg Technical code) is set in TheSans B4 SemiLight. A maximum of four product icons can also be positioned in this area.

#### Holcim logo and different bag dimensions

When producing a range of cement bags with a variety of dimensions, try to work with one logo size only, in order to maintain brand consistency.

#### Exception

The only exception in terms of logo size is when the size of the bags vary so much that the Holcim logo has to be reduced proportionately to the reduction in size of the brand area.

#### **H = height of Holcim 'H'**

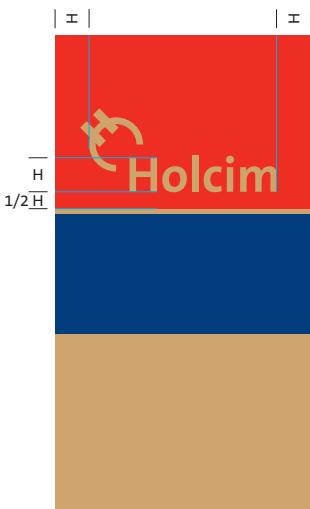
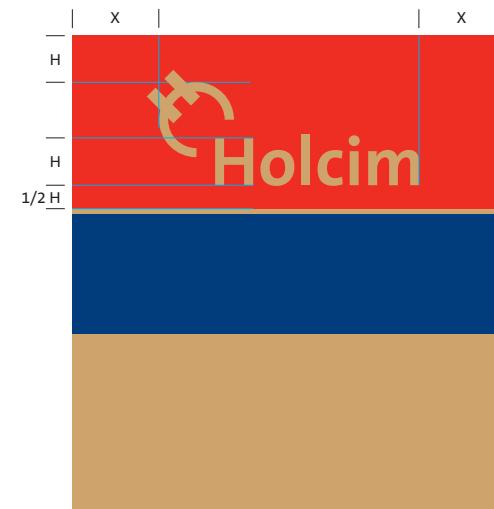
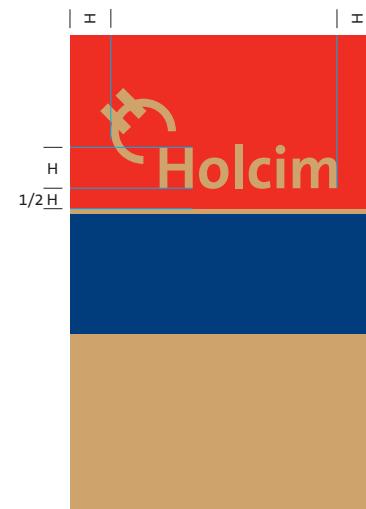
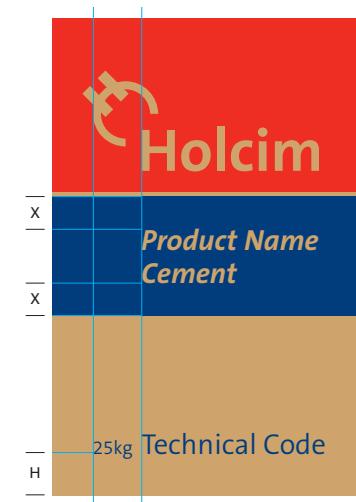
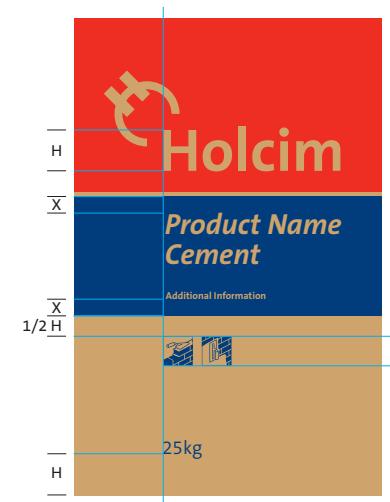
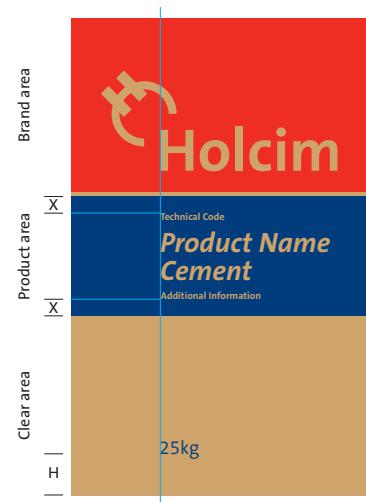
The Holcim logo centers horizontally within the brand area from the edge of the arc to the edge of the 'm' within Holcim as shown. The recommended clear space between the Holcim logo and the edge of the bag is the full height of the 'H' within Holcim. The distance from the bottom of the Holcim logo to the edge of the brand area is 1/2 of the 'H'.

#### **m = height of Holcim 'm'**

This height is used to determine the size of the icons as shown in the second example.

#### **X = equal distance**

This is between the product information and the product area borders and varies on each example due to the amount of information. 'X' is to be no smaller than 1/3 'H'.



These examples show how the Holcim logo is sized and positioned when applied to regular, wide and narrow bags.

## 7.6 Packaging sides – hierarchy of information

### Recommendations

It is important to position the Holcim logo and additional information on the sides as shown. This ensures that when the cement bags are stored correctly (eg in-store with the front facing upwards) the information is the right way up and easy to read.

### Top end and top side

The Holcim logo is centered horizontally and vertically within this space. The size of 'X' varies according to the size or amount of information in that particular area. Remember to include a clear space for glueing where appropriate.

### Mid-side

The size of the product name on the side will vary but should not go beyond the defined area which is determined by half the 'H' in Holcim. If this information runs over two lines then it should be centered as shown. The Holcim logo should be the same size as the version on the top end.

### Base

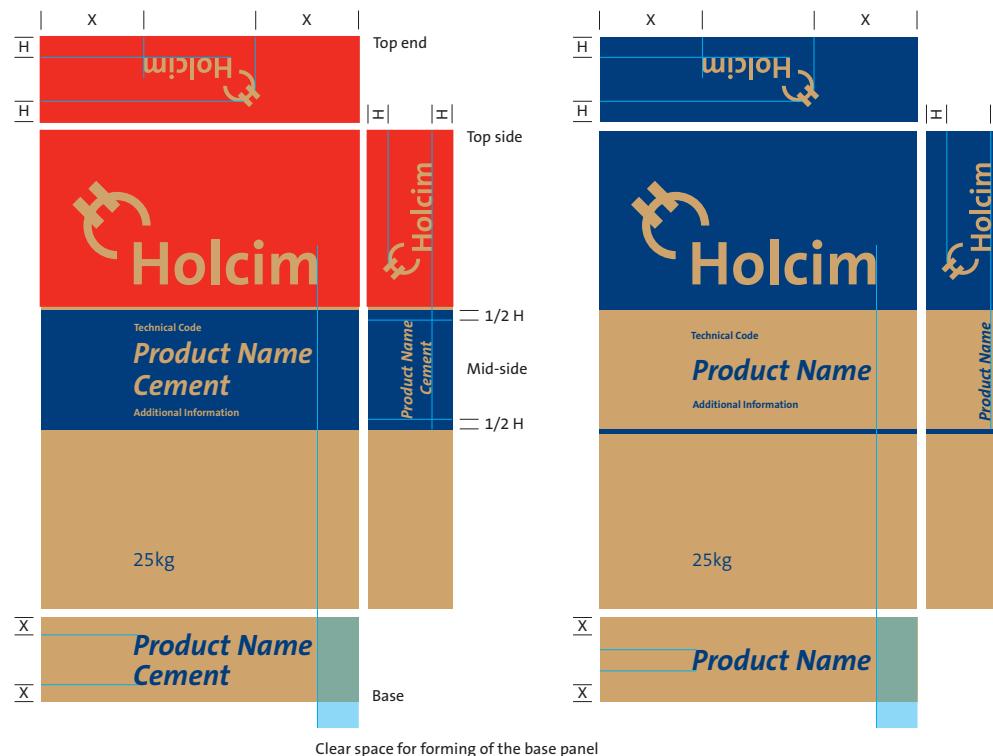
The recommended point size for the product name is the same as the version on the front of pack. The product name on the base should not exceed the length of the main Holcim logo in the brand area.

### H = height of Holcim 'H'

This is taken from the Holcim logo on the side of the bags.

### X = equal distance

This is between the Holcim logo and the borders of the top end of the pack, and the product name and the borders of the base of the pack.



## 7.7 Packaging back – key principles

### Recommendations

We split the hierarchy of information on the back of our packaging into two segments. The top segment calculated as 3/8 of the total height of the bag holds the Holcim logo, country tagline and company information.

The bottom segment calculated as 5/8 of the total height of the bag holds product and any mandatory information. Ultimately, how the back is layed out is influenced by the amount and style of the content and the clear space allowed for glueing.

These examples show the majority of information working across one or two columns. Whichever layout you are working with make sure that the product information is aligned with the left side of the 'H' within the Holcim logo. This will give the layout of the back of bags a clear structure and consistency.

Always use the darkest color available for small text. The product description should appear in the product color. The country tagline on white bags is in the Holcim Red. Always use the darkest color available for small text.

### Type style

Main headlines are always in TheSans B7 Bold Italic.

Subheadings are set in TheSans B7 Bold. When text is set in TheSans B7 Bold or in TheSans B4 Semilight the typesize should never be smaller than 14pt.

The country tagline is set in TheSans B5 Plain. The length will vary but the height, which is an eighth of the 'H' in the main Holcim logo on the front of the pack, is fixed.

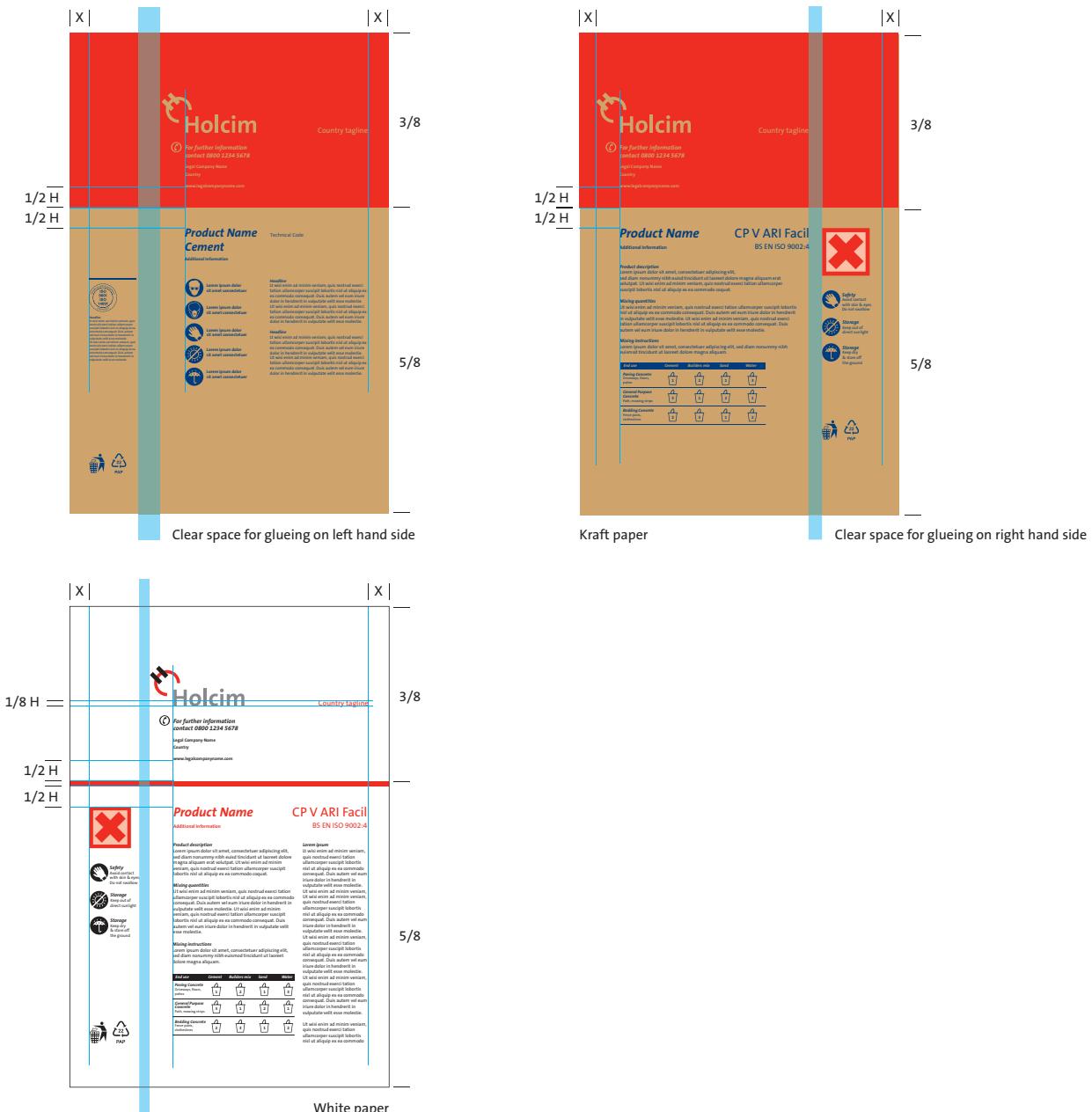
To ensure good readability if text is reversed out of a solid background use TheSans B5 Plain instead of TheSans B4 Semilight.

### H = height of Holcim 'H'

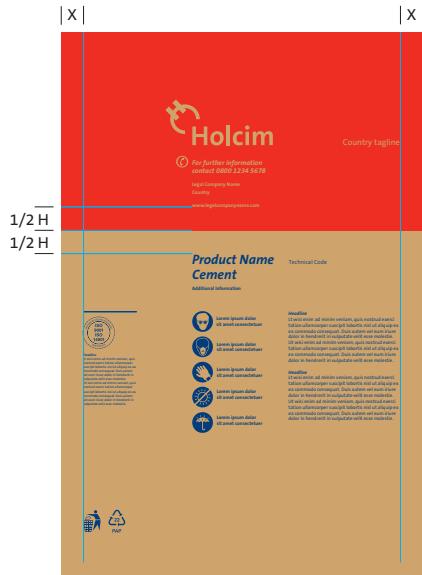
This is taken from the main Holcim logo on the front of the bags.

### X = equal distance

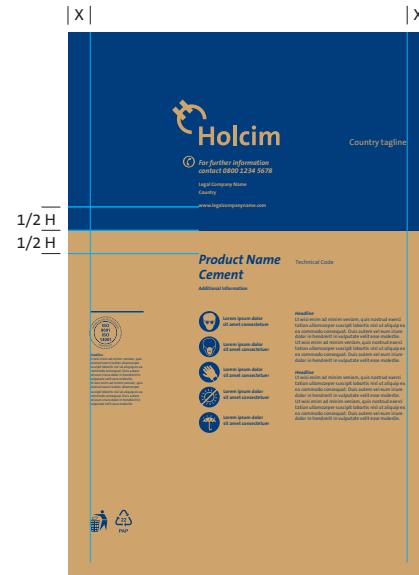
This is between the information and edges of the bag and varies on each example due to the amount and style of information.



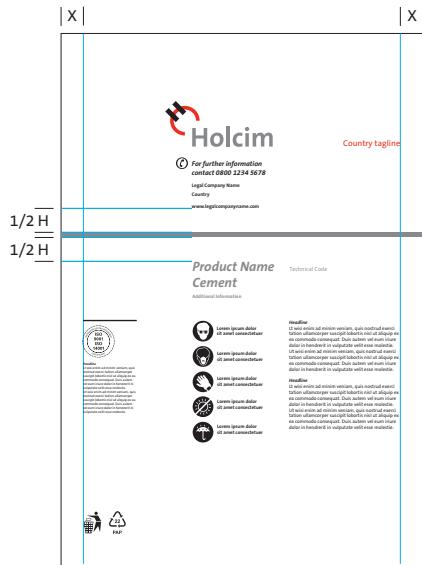
## 7.7 Packaging back – key principles (continued)



Two color printing



One color printing



Three color printing



One color printing

## 7.8 Packaging – kraft bag three colors

### Recommendations

These examples have been printed on kraft paper in three colors:

Holcim Red

Product color

White



## 7.9 Packaging – kraft bag two colors

### Recommendations

These examples have been printed on kraft paper in two colors:

Holcim Red

Product color



## 7.10 Packaging – kraft bag two colors alternative

### Recommendations

For alternative products such as Mortar the relevant product color is applied to the branding area in place of the Holcim Red.

These examples have been printed on kraft paper in two colors:

Product color  
White



## 7.11 Packaging – kraft bag one color

### Recommendations

These examples have been  
printed on kraft paper in one color:

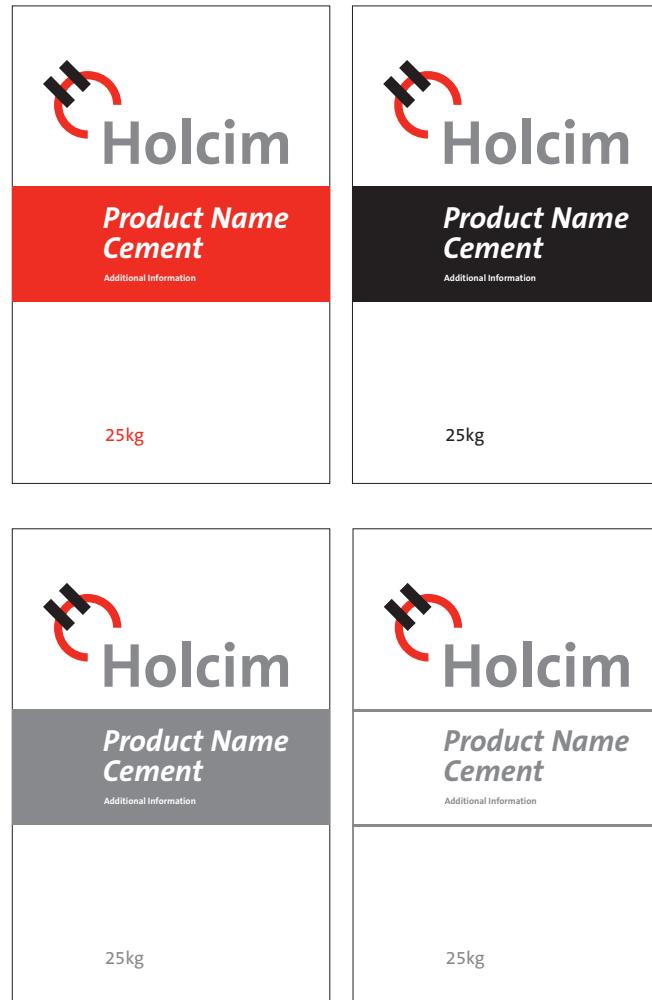
#### Product color



## 7.12 Packaging – white bag three colors

### Recommendations

These examples have all been printed on white paper in the three Holcim core colors:  
Holcim Red  
Holcim Black  
Holcim Cool Gray



## 7.13 Packaging – white bag two colors

### Recommendations

These examples have been printed on white paper in two colors:

Holcim Red

Product color



## 7.14 Packaging – white bag one color

### Recommendations

These examples have been  
printed on white paper in one color:  
**Product color**



# 8 Publications

Publications play a vital role in presenting our brand to different audiences, selling our products and services and informing about our company. The Holcim brand is always presented in its full color version out of a white background on the top of any publication. The only exception to this rule is the 'editorial' type style of publications such as customer and internal magazines. In those publications the Holcim brand takes on a more active dialogue style.

Internal audiences should be made to feel proud about being part of the Group. For this reason, internal publications should be designed and aligned to the same high standard as external ones.

These Directives explain which elements are mandatory and which ones are open to your creative interpretation. Cover and page design will depend on the type of publication. Spreads will need to respond differently to different needs in order to ensure communications are interesting and engaging. Using the key elements of grid, type, images and color palette, you can begin building covers and spreads that address a particular audience and communicate your desired messages.

We must use environmentally responsible papers ie. recycled and chlorine free whenever available. Our printing practices should be biodegradable and recyclable ie. no UV overgloss or laminates.

## 8.1 General brochures – basics

- 8.1.1 General brochure – formats
- 8.1.2 General brochure – grids
- 8.1.3 General folder – front cover
- 8.1.4 General folder – back cover
- 8.1.5 A4 general brochure – front cover
- 8.1.6 A4 general brochure – back cover
- 8.1.7 A4 general brochure – inside pages
- 8.1.8 A4 landscape general brochure – front cover
- 8.1.9 A4 landscape general brochure – back cover
- 8.1.10 A4 landscape general brochure – inside pages
- 8.1.11 US letter general brochure – front cover
- 8.1.12 US letter general brochure – back cover
- 8.1.13 US letter general brochure – inside pages
- 8.1.14 A5 general brochure – front and back cover
- 8.1.15 A5 general brochure – inside pages
- 8.1.16 A6/5 general brochure – outside pages
- 8.1.17 A6/5 general brochure – inside pages
- 8.1.18 General brochure examples – formats
- 8.1.19 General brochure examples – image and color use
- 8.1.20 General brochure examples – inside spread styles
- 8.1.21 General folder examples – image and color use

## 8.2 Editorial – basics

- 8.2.1 Editorial – formats
- 8.2.2 Editorial – grids
- 8.2.3 A3 tabloid – front cover
- 8.2.4 A3 tabloid – back cover
- 8.2.5 A3 tabloid – inside pages
- 8.2.6 A4 magazine – front cover
- 8.2.7 A4 magazine – back cover
- 8.2.8 A4 magazine – inside pages
- 8.2.9 US magazine – front cover
- 8.2.10 US magazine – back cover
- 8.2.11 US magazine – inside pages
- 8.2.12 A4 digital newsletter – first page with large image
- 8.2.13 A4 digital newsletter – one page
- 8.2.14 A4 digital newsletter – following pages
- 8.2.15 US digital newsletter – first page with large image
- 8.2.16 US digital newsletter – one page
- 8.2.17 US digital newsletter – following pages
- 8.2.18 Editorial examples – formats
- 8.2.19 A3 tabloid examples – inside spread styles
- 8.2.20 A4 magazine examples – front cover
- 8.2.21 A4 magazine examples – inside spread styles
- 8.2.22 A4 digital newsletter examples – formats

## 8.1 General brochures – basics

### Visual elements

#### Background colour

In our general brochures, type is set on a white background, with generous use of space in the layout. In exceptional cases, white lettering may be used on colored background or over an image. The colored background must be a tint taken from the Holcim secondary color palette.

#### Images

Generous use of photographs is encouraged; they can be either flush to the layout grid or bled to the edges.

#### Charts and graphs

These are most effective when simple and clearly structured. The use of colors from the core and secondary colour palettes enhances the visual impact.

### Typography

#### Baseline grid

To ensure consistency and accurate layout alignment, all publications work with a baseline grid (see 8.1.2). Headings and text order is flexible as long as it does not go above the first title shown and stays on the baseline grid.

#### Font

TheSans Basic is the recommended font however TheSans Classic can also be used. Italics can be used for quotes and captions but this is dependent upon how formal the brochure is and if it is more of an informative style of writing.

#### Ranged left

Text layout in any Holcim branded publication should always be ranged left. This is more readable and engaging for the reader than justified text style.

#### • Bullet points

A round bullet point symbol is created with the same typeface that you are using. This is set in our core or secondary colors and is used as a marker for unnumbered lists.

#### Numerals

We recommend TheSans Basic over TheSans Classic since the TheSans Basic numerals naturally align to the baseline. However if you are using numerals from TheSans Classic make sure they align to the baseline.

**Exception:** TheSans Classic numerals in body text does not need to align to the baseline.

#### Rules

Fine horizontal rules can be used as separators, for example in tables a thickness of 0.5pt. Vertical rules between columns are to be avoided.

**Exception:** Horizontal and vertical divider rules can be used in A3 tabloid spreads to visually separate different articles. These should be 0.5pt in thickness and shown in black or Holcim Gray.

#### Panels

To highlight an area of text you can place it within a colored panel as shown on 8.1.7. The panel extends beyond the grid and halfway into the gutter but the text must always remain aligned to the grid. The minimum weight for text that is reversed out of a colored panel is TheSans B5 which guarantees legibility when shown in white.

#### Pagination

As a rule, the pages of the publications are numbered (excluding page 1). Even numbers are always on the left.

## 8.1.1 General brochure – formats

### Formats

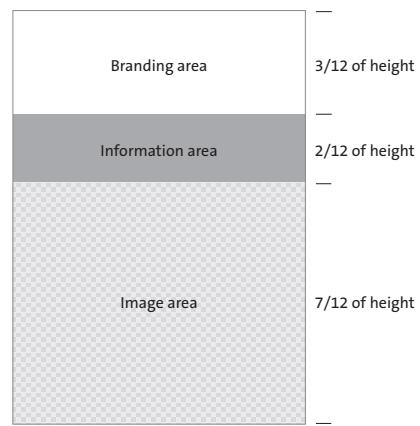
Different formats may be used for publications depending on the nature of the audience and content.

The following examples illustrate five typical applications and the proportionate areas given to the different areas. At the top, the 'brand area' is reserved for the Holcim logo and country tagline. The band below or 'information area' is reserved for the title and other required copy and the lower area is the 'image area'.

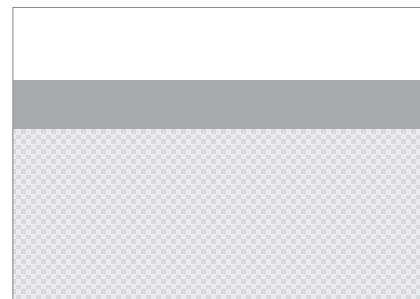
The following pages provide detailed specifications for a number of different formats.

### Formats with branding area 3/12 height of format

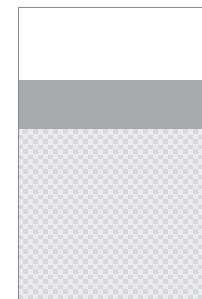
A4



A4 landscape



A5



A6/5 (DL)



US letter



## 8.1.2 General brochure – grids

### Baseline grid

To ensure consistency and accurate layout alignment, all publications work with a baseline grid. The baseline grid varies dependent upon the format of the publication. The baseline grid always starts at the top of each document and determines the size of the leading – this mainly applies to text.

The following examples are for A4 portrait publications. For all grid sizes please refer to the baseline grid information which can be found on each page under format size.

### Grid layout overview

We have used the A4 portrait format as the starting point for the grid layout. As such, we have used the 7 column grid approach with the columns spaced equally across the application. When applied to A4 landscape or A5 formats, the number of columns may increase or decrease accordingly provided the same grid principles are applied.

This approach provides greater flexibility and variety in designing page layouts and thus placement of text and imagery.

### Content heavy

For content heavy publications use the baseline grid with the following specifications (body copy leading / baseline grid):

General folder  
12.125pt

A4 general brochure  
8.5/11.69pt

A4 landscape general brochure  
8.5/12.4pt

US letter general brochure  
8.5/11pt

A5 general brochure  
8.5/12.4pt

A6/5 general brochure  
8.5/12.4pt

### Less content

For publications with less content use the baseline grid with the following specifications:

General folder  
12.125pt

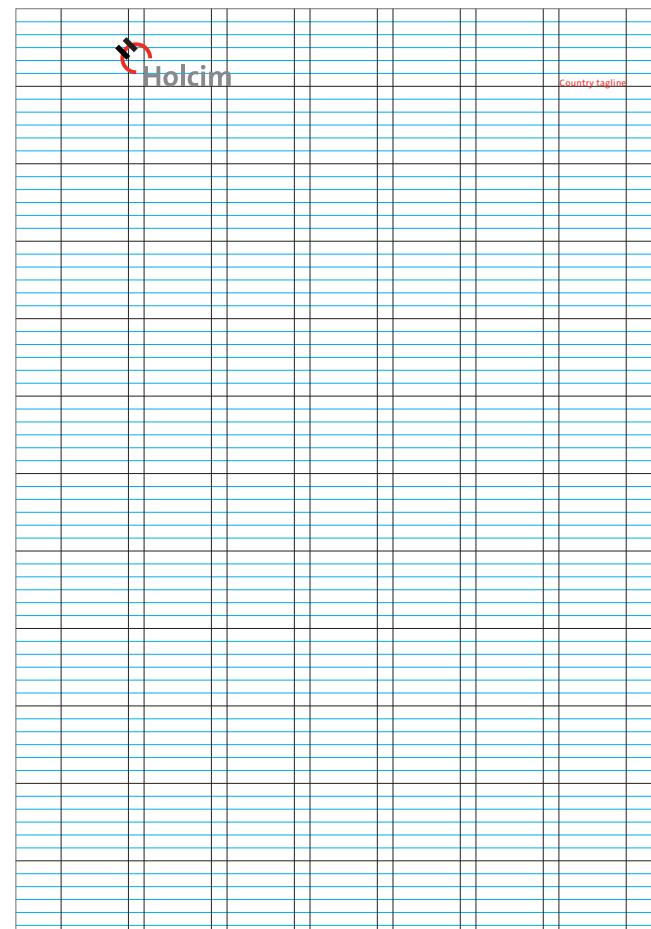
A4 general brochure  
8.5/14.6pt

A4 landscape general brochure  
8.5/13pt

US letter general brochure  
8.5/14.4pt

A5 general brochure  
8.5/13pt

A6/5 general brochure  
8.5/13pt



8.5/11.69pt grid – for an A4 content heavy publication



8.5/14.6pt grid – alternative for an A4 publication with less content

### **8.1.3 General folder – front cover**

## Branding area

The branding area on the front and back of general folders always remains white.

## Information area

The information area on the front and back of the general folders may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint.

## Image area

The image area on the front and back of the general folders may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint or an image.

## Format size

222 x 308mm

## Baseline grid

12.125pt – this starts from the top  
Please refer to 8.1.2 for grid overview

2 Cover title

28pt TheSans B7 Bold

Color:

White out of core or  
secondary colors

Holcim Gray or black on white

3 Subtitle

8 5/12 125pt TheSans B7 Bold

Color:

White out of core or secondary colors

Holcim Gray or black on white

## 4 Country descriptor

8.5/12.125pt

TheSans B7 Bold

Color:

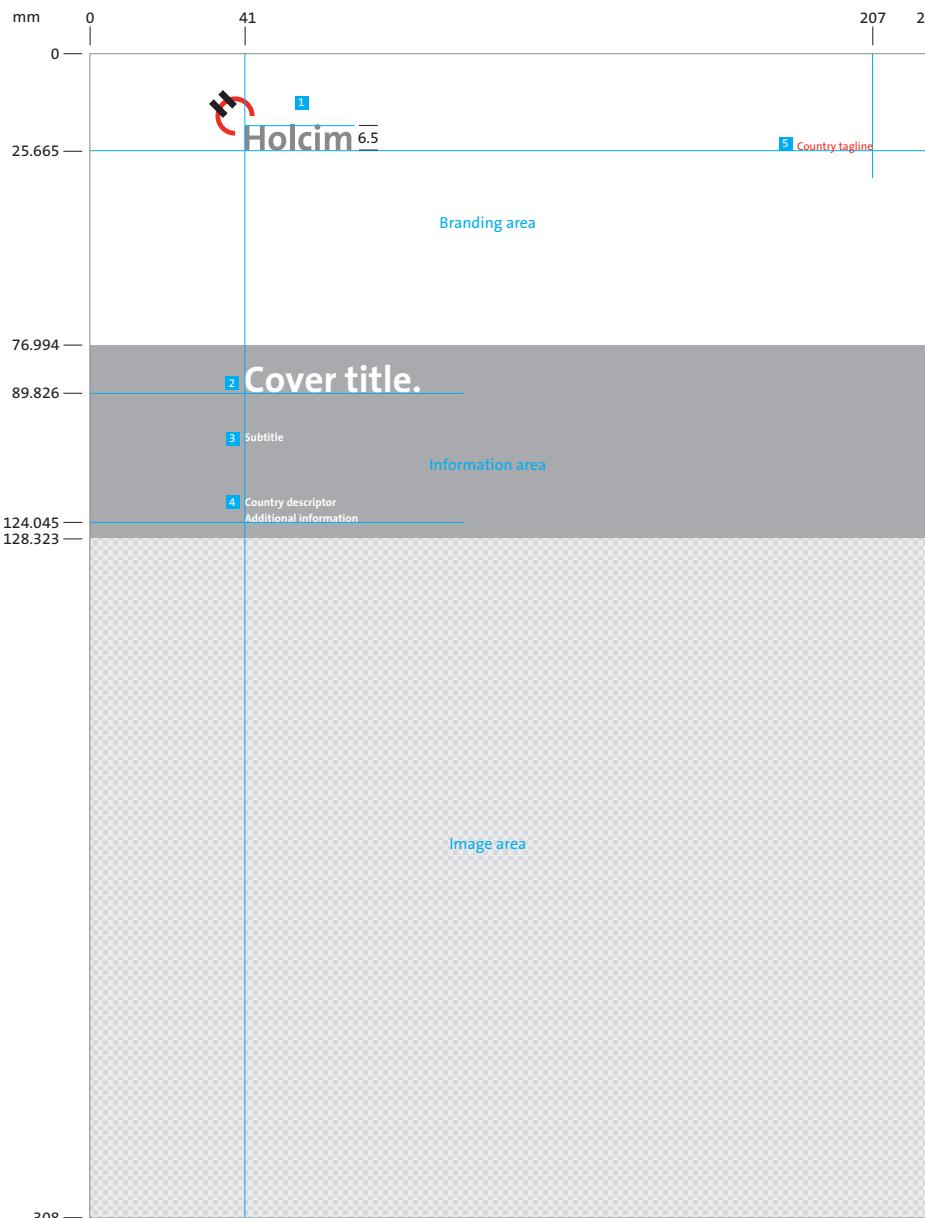
White out of core or  
secondary colors

Holcim Gray or black on white

## 5 Country tagline

8.5pt TheSans B5 Plain

Holcim Red



## 8.1.4 General folder – back cover

### Format size

222 x 308mm

### Baseline grid

12.125pt – this starts from the top

Please refer to 8.1.2 for grid overview.

On general folder back covers the information area color can be seen. Alternatively an image can also be applied as a continuation from the front cover image area.

#### 1 Address

Legal company name:

8.5/12.125pt

TheSans B7 Bold

Address information:

8.5/12.125pt

TheSans B5 Plain

Color:

White out of core or secondary colors

Holcim Gray or black on white

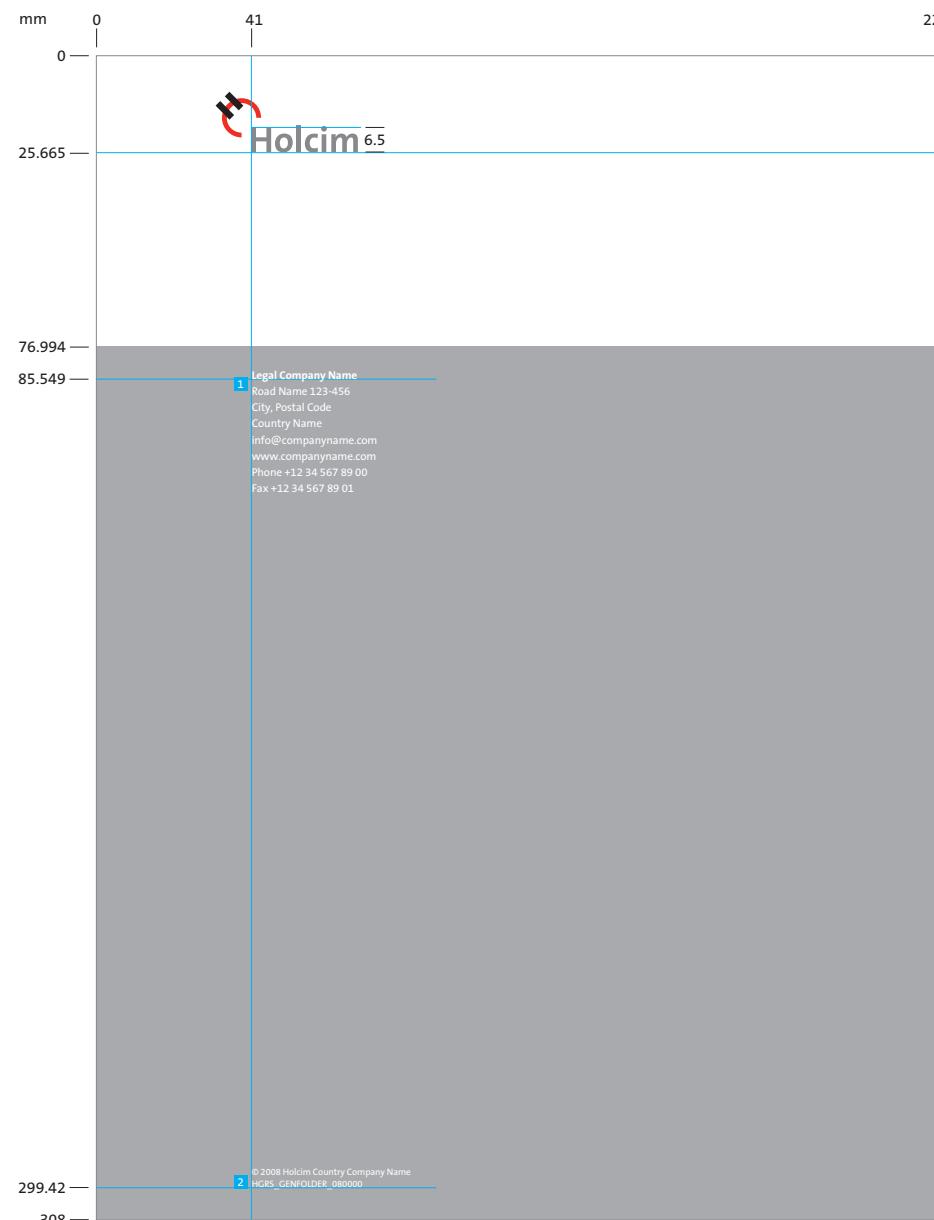
#### 2 Production code

7/9pt TheSans B5 Plain

Color:

White out of core or secondary colors

Holcim Gray or black on white



## 8.1.5 A4 general brochure – front cover

### Branding area

The branding area on the front and back of publications always remains white.

### Information area

The information area on the front and back of the publications may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint.

### Image area

The image area on the front and back of the publications may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint or an image.

### Grid layout overview

We have used the A4 portrait format as the starting point for the grid layout. As such, we have used the 7 column grid approach with the columns spaced equally across the application. When applied to A4 landscape or A5 formats, the number of columns may increase or decrease accordingly provided the same grid principles are applied.

This approach provides greater flexibility and variety in designing page layouts and thus placement of text and imagery.

### Format size

A4, 210 x 297mm

### Baseline grid

11.69pt – this starts from the top  
Please refer to 8.1.2 for grid overview.

#### 1 Holcim logo

Height 6.5mm of 'H'  
Full color logo (CMYK)

#### 2 Cover title

28pt TheSans B7 Bold

Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

#### 3 Subtitle

8.5/11.69pt

Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

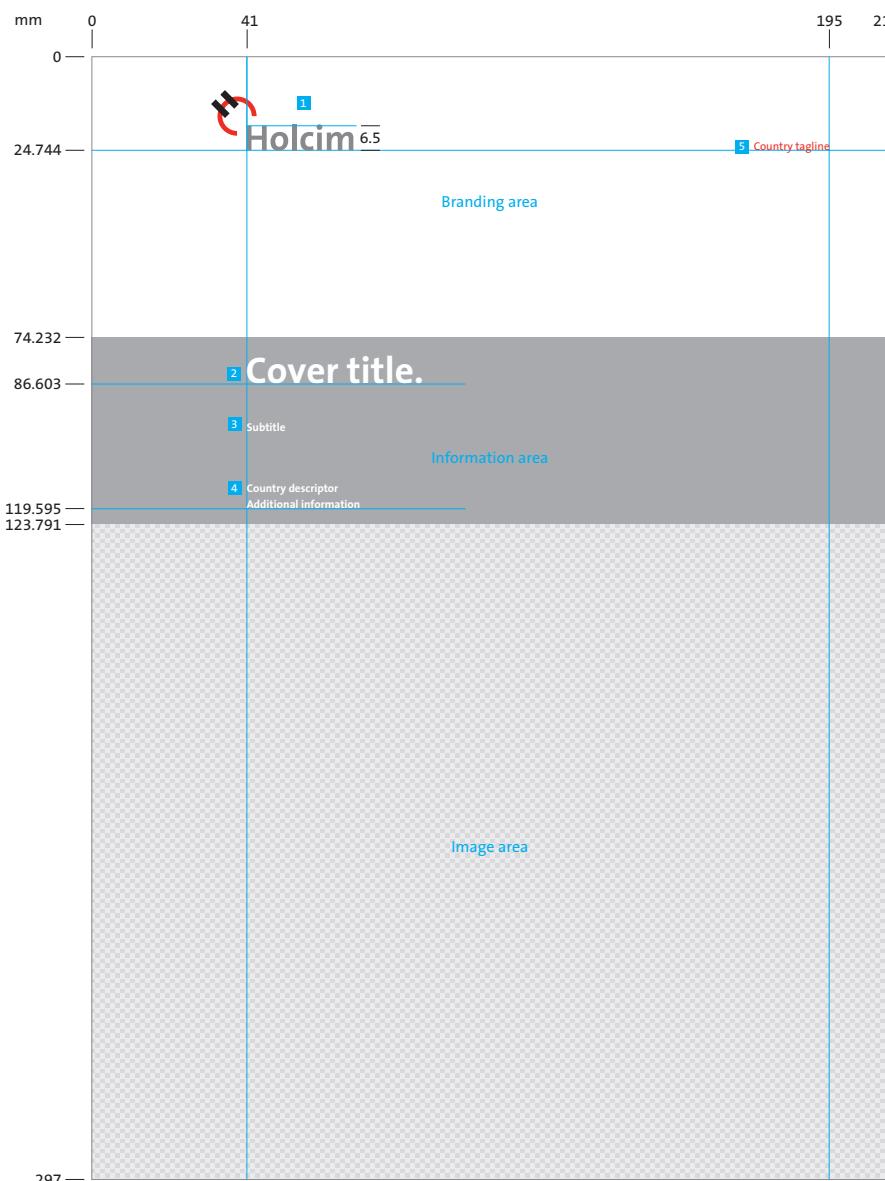
#### 4 Country descriptor

8.5/11.69pt  
TheSans B7 Bold

Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

#### 5 Country tagline

8.5pt TheSans B5 Plain  
Holcim Red



## 8.1.6 A4 general brochure – back cover

### Format size

A4, 210 x 297mm

### Baseline grid

11.69pt – this starts from the top

Please refer to 8.1.2 for grid overview.

On A4 publication back covers the information area color can be seen.

Alternatively an image can also be applied as a continuation from the front cover image area.

### 1 Address

Legal company name:

8.5/11.69pt

TheSans B7 Bold

Address information:

8.5/11.69pt

TheSans B5 Plain

Color:

White out of core or  
secondary colors

Holcim Gray or black on white

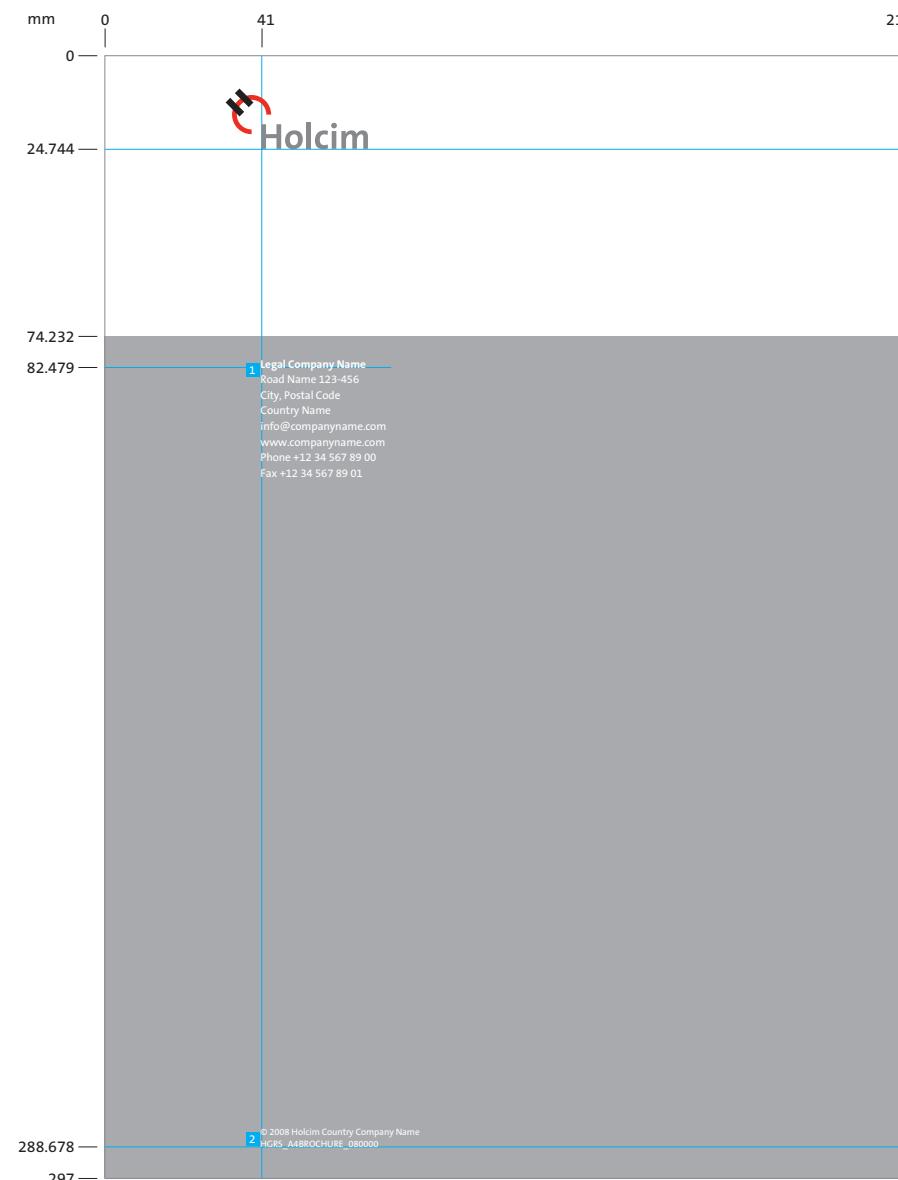
### 2 Production code

7/9pt TheSans B5 Plain

Color:

White out of core or  
secondary colors

Holcim Gray or black on white



## 8.1.7 A4 general brochure – inside pages

### Format size

A4, 210 x 297mm

### Baseline grid (content heavy shown)

11.69pt – this starts from the top

Please refer to 8.1.2 for grid overview and for grid size with less content.

### 1 Page header

9.5pt TheSans B7 Bold

Core or secondary colors

### 2 Main heading

Recommended 24pt

min. 18pt, max. 36pt

TheSans: B7 Bold, B5 Plain or B4 SemiLight may be used for headlines inside publications (but not Italic)

Core or secondary colors

### 3 Introduction/quote

8.5/11.69pt

max. 28/34pt

TheSans: B7 Bold, B5 Plain or B4 SemiLight

Quotes can use Italics but NOT introductions

Core or secondary colors

### 4 Heading

Recommended 16pt

min. 10pt, max. 18pt

TheSans B7 Bold (but not Italic)

Core or secondary colors

### 5 Subtitle

8.5/11.69pt

TheSans B7 Bold

(but not Italic)

Core or secondary colors

### 6 Body copy (black)

8.5/11.69pt

TheSans B4 SemiLight

### 7 Bullet points (black)

8.5/11.69pt

TheSans B7 Bold

Tab indents 3mm or 6mm

### 8 Body copy (white)

for use e.g. in highlight boxes

8.5/11.69pt

TheSans B5 Plain or B4 SemiLight

### 9 Bullet points (white)

for use e.g. in highlight boxes

8.5/11.69pt

TheSans B7 Bold

Tab indents 3mm or 6mm

### 10 Caption

7/9pt TheSans B7 Bold,

B7 Bold Italic or B4 SemiLight

Core or secondary colors

### 11 Pagination/folio

7pt TheSans B7 Bold

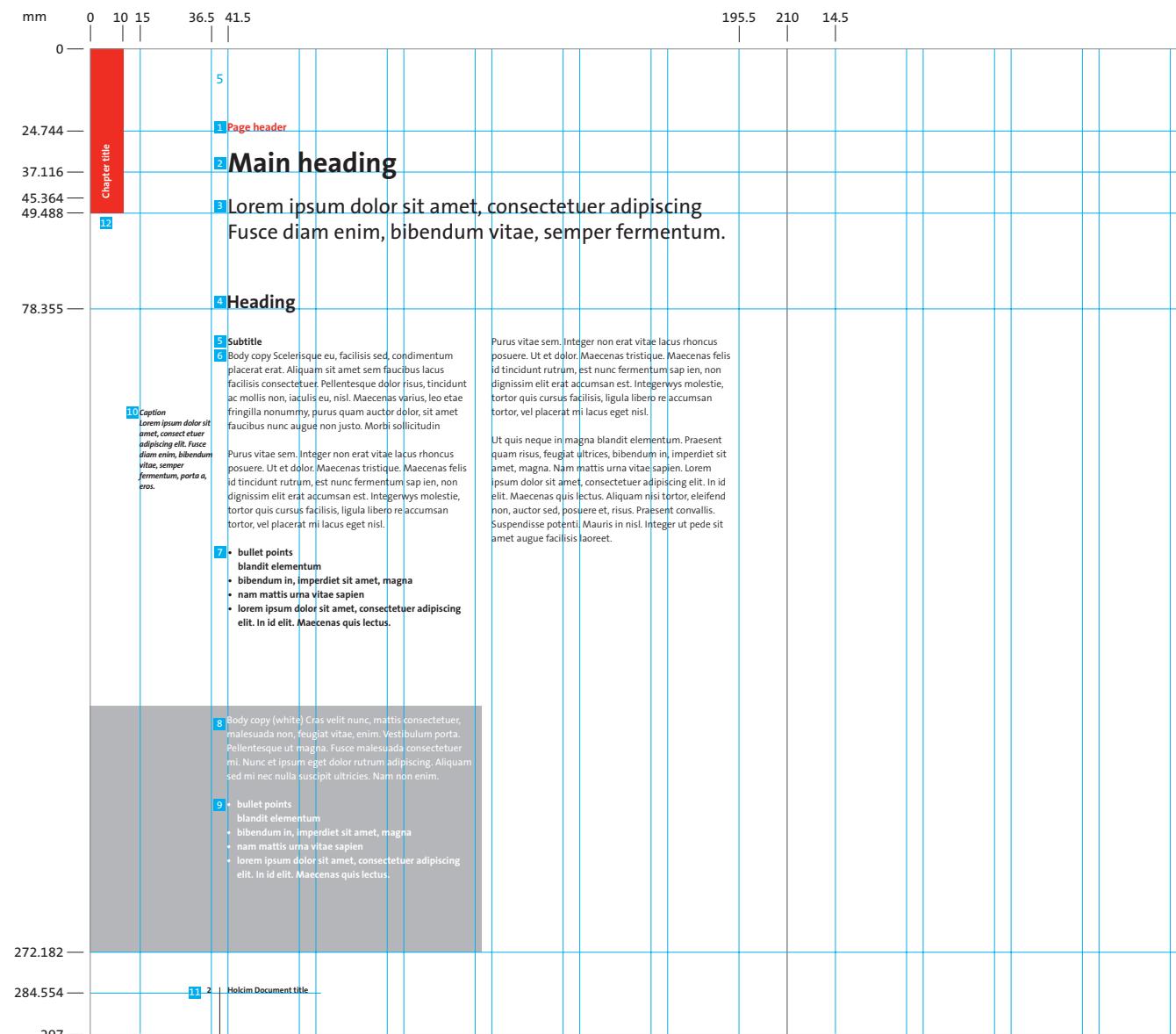
Black

Vertical rule 0.5pt

### 12 Chapter title (optional)

8.5pt TheSans B7 Bold

White out of core or secondary colors



## 8.1.8 A4 landscape general brochure – front cover

### Branding area

The branding area on the front and back of the publication always remains white.

### Information area

The information area on the front and back of the publication may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint.

### Image area

The image area on the front and back of the publication may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint or an image.

### Format size

A4, 297 x 210mm

### Baseline grid

12.4pt – this starts from the top  
Please refer to 8.1.2 for grid overview.

#### 1 Holcim logo

Height 6.5mm of 'H'  
Full color logo (CMYK) on white

#### 2 Cover title

24pt TheSans B7 Bold

Color:

White out of core or  
secondary colors  
Holcim Gray or black on white

#### 3 Subtitle

8.5/12.4pt

Color:

White out of core or  
secondary colors  
Holcim Gray or black on white

#### 4 Country descriptor

8.5/12.4pt

TheSans B7 Bold

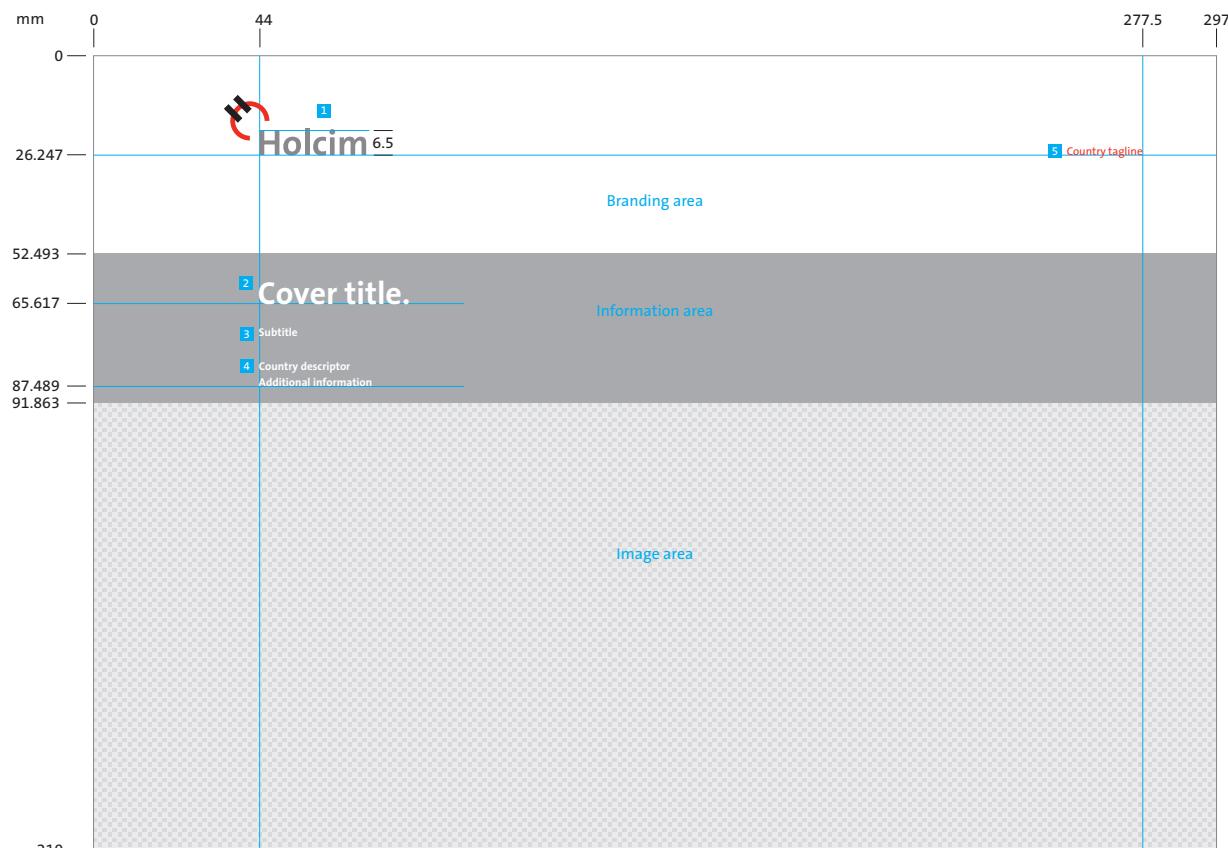
Color:

White out of core or  
secondary colors  
Holcim Gray or black on white

#### 5 Country tagline

8.5pt TheSans B5 Plain

Holcim Red



## 8.1.9 A4 landscape general brochure – back cover

### Format size

A4, 297 x 210mm

### Baseline grid

12.4pt – this starts from the top

Please refer to 8.1.2 for grid overview.

#### 1 Address

Legal company name:

8.5/12.4pt

TheSans B7 Bold

Address information:

8.5/12.4pt

TheSans B5 Plain

Color:

White out of core or  
secondary colors

Holcim Gray or black on white

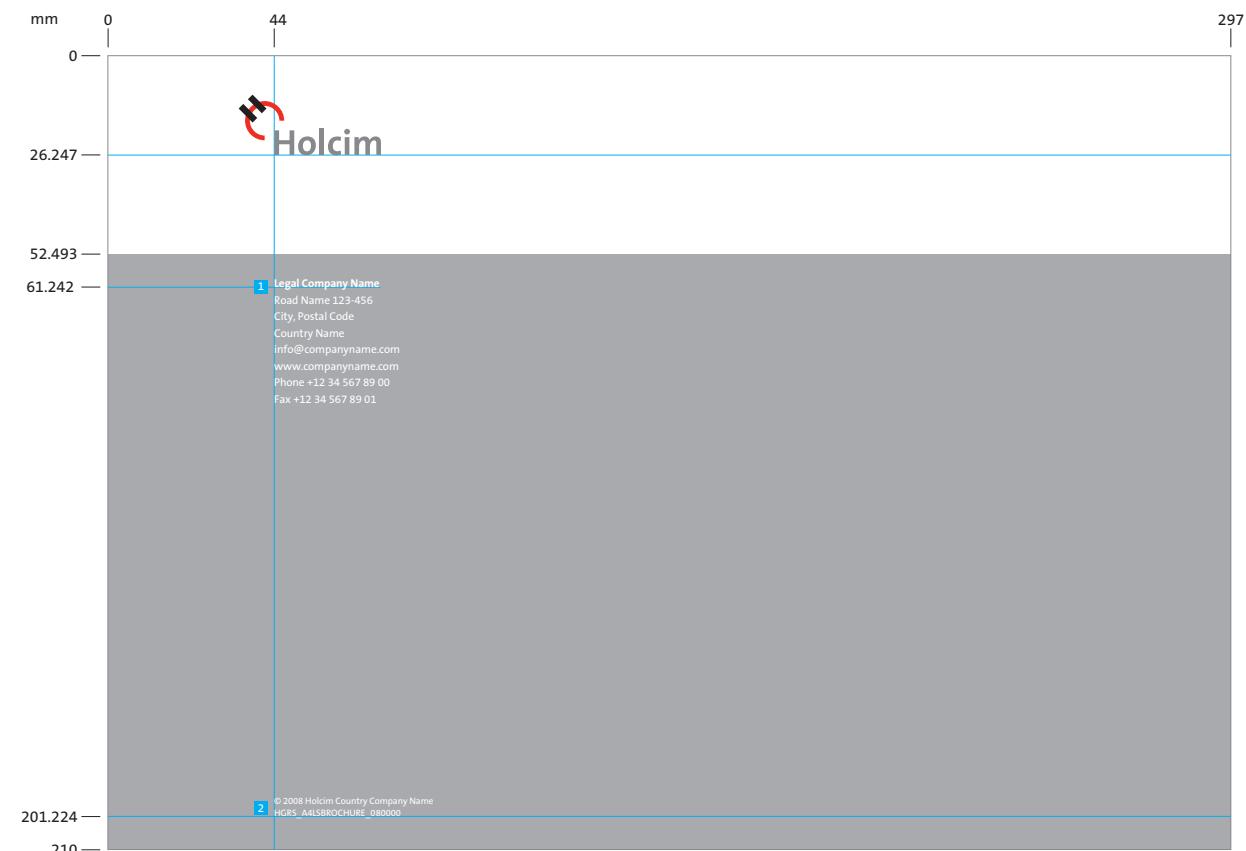
#### 2 Production code

7/9pt TheSans B5 Plain

Color:

White out of core or  
secondary colors

Holcim Gray or black on white



## 8.1.10 A4 landscape general brochure – inside pages

**Format size**  
A4, 297 x 210mm

**Baseline grid (content heavy shown)**  
12.4pt – this starts from the top  
Please refer to 8.1.2 for grid overview and for grid size with less content.

### 1 Main heading

Recommended 24pt  
min. 18pt, max. 36pt

TheSans: B7 Bold, B5 Plain or B4 SemiLight may be used for headlines inside publications (but not Italic)  
Core or secondary colors

### 2 Introduction/quote

Recommended 18/22pt  
min. 8.5/12.4pt, max. 28pt  
TheSans: B7 Bold, B5 Plain or B4 SemiLight  
Quotes can use Italics but NOT introductions  
Core or secondary colors

### 3 Heading

Recommended 16pt  
min. 10pt, max. 18pt  
TheSans B7 Bold (but not Italic)  
Core or secondary colors

### 4 Subtitle

8.5/12.4pt  
TheSans B7 Bold (but not Italic)  
Core or secondary colors

### 5 Body copy (black)

8.5/12.4pt  
TheSans B4 SemiLight

### 6 Bullet points (black)

8.5/12.4pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm

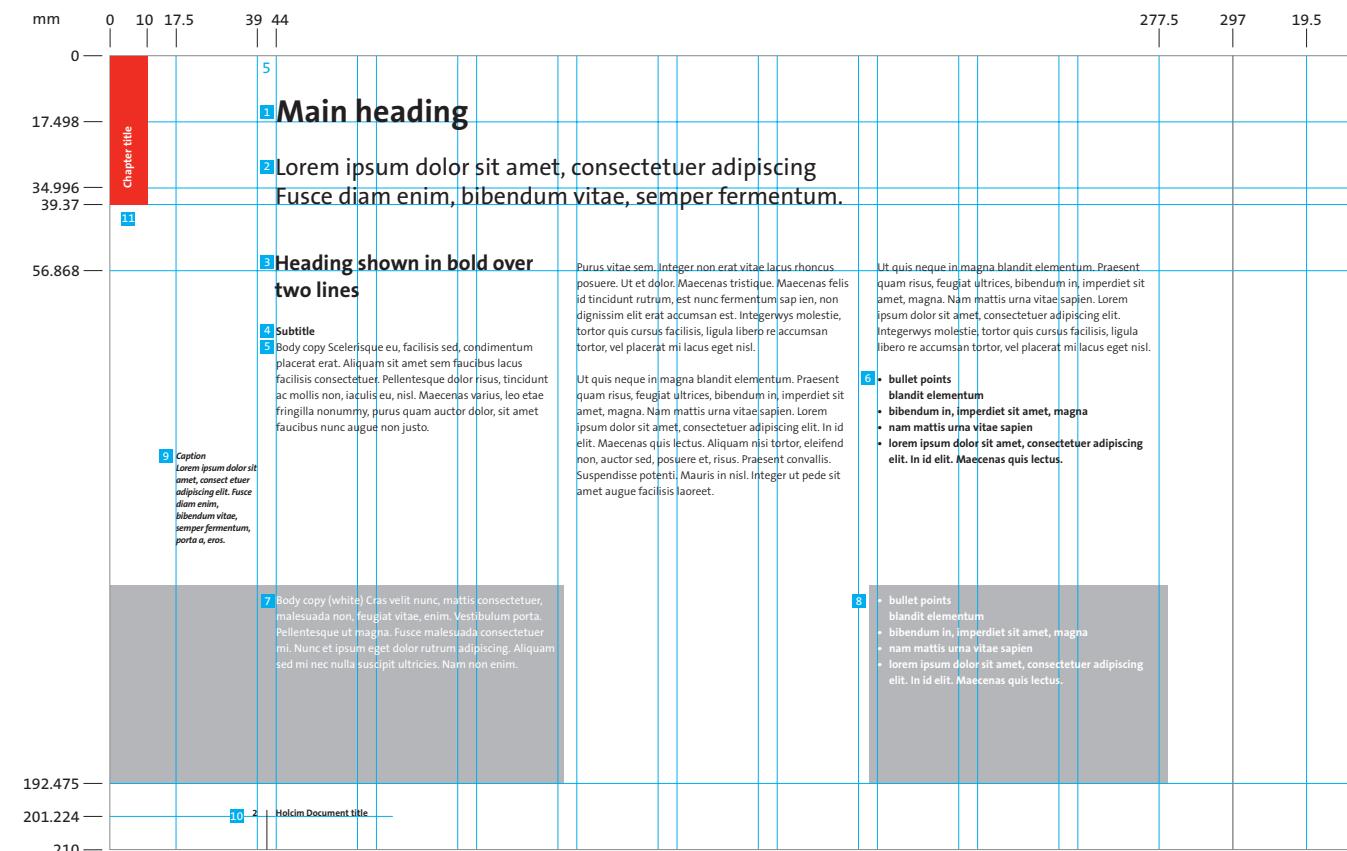
**7 Body copy (white)**  
for use e.g. in highlight boxes  
8.5/12.4pt  
TheSans B5 Plain or B4 SemiLight

**8 Bullet points (white)**  
for use e.g. in highlight boxes  
8.5/12.4pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm

**9 Caption**  
7/9pt TheSans B7 Bold,  
B7 Bold Italic or B4 SemiLight  
Core or secondary colors

**10 Pagination/folio**  
7pt TheSans B7 Bold  
Black  
Vertical rule 0.5pt

**11 Chapter title (optional)**  
8.5pt TheSans B7 Bold  
White out of core or secondary colors



## 8.1.11 US letter general brochure – front cover

### Branding area

The branding area on the front and back of the publication always remains white.

### Information area

The information area on the front and back of the publication may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint.

### Image area

The image area on the front and back of the publication may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint or an image.

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

### Baseline grid

11pt – this starts from the top

Please refer to 8.1.2 for grid overview.

#### 1 Holcim logo

Height 6.5mm of 'H'

Full color logo (CMYK) on white

#### 2 Cover title

28pt TheSans B7 Bold

Color:

White out of core or  
secondary colors

Holcim Gray or black on white

#### 3 Subtitle

8.5/11pt

max. 16/20pt TheSans B7 Bold

Color:

White out of core or  
secondary colors

Holcim Gray or black on white

#### 4 Country descriptor

8.5/11pt

TheSans B7 Bold

Color:

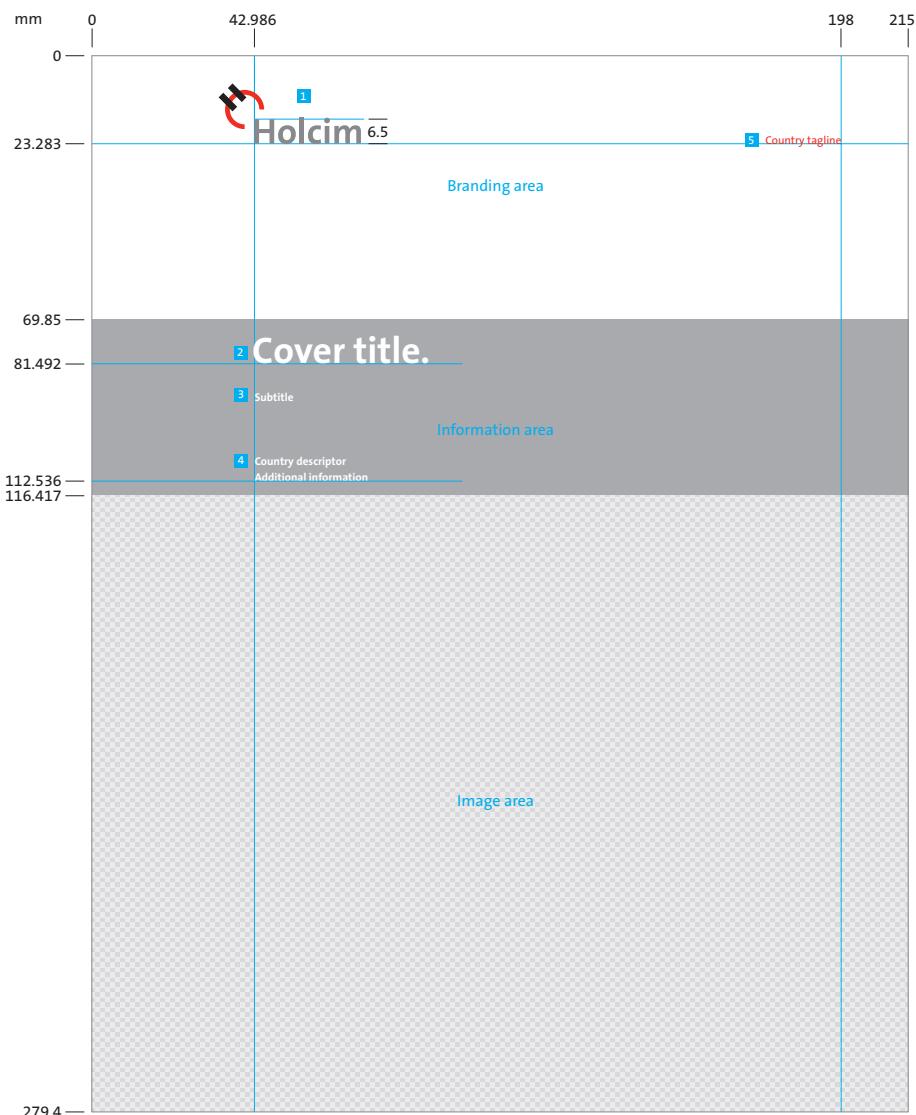
White out of core or  
secondary colors

Holcim Gray or black on white

#### 5 Country tagline

8.5pt TheSans B5 Plain

Holcim Red



## 8.1.12 US letter general brochure – back cover

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

### Baseline grid

11pt – this starts from the top

Please refer to 8.1.2 for grid overview.

### 1 Address

Legal company name:

8.5/11pt

TheSans B7 Bold

Address information:

8.5/11pt

TheSans B5 Plain

Color:

White out of core or  
secondary colors

Holcim Gray or black on white

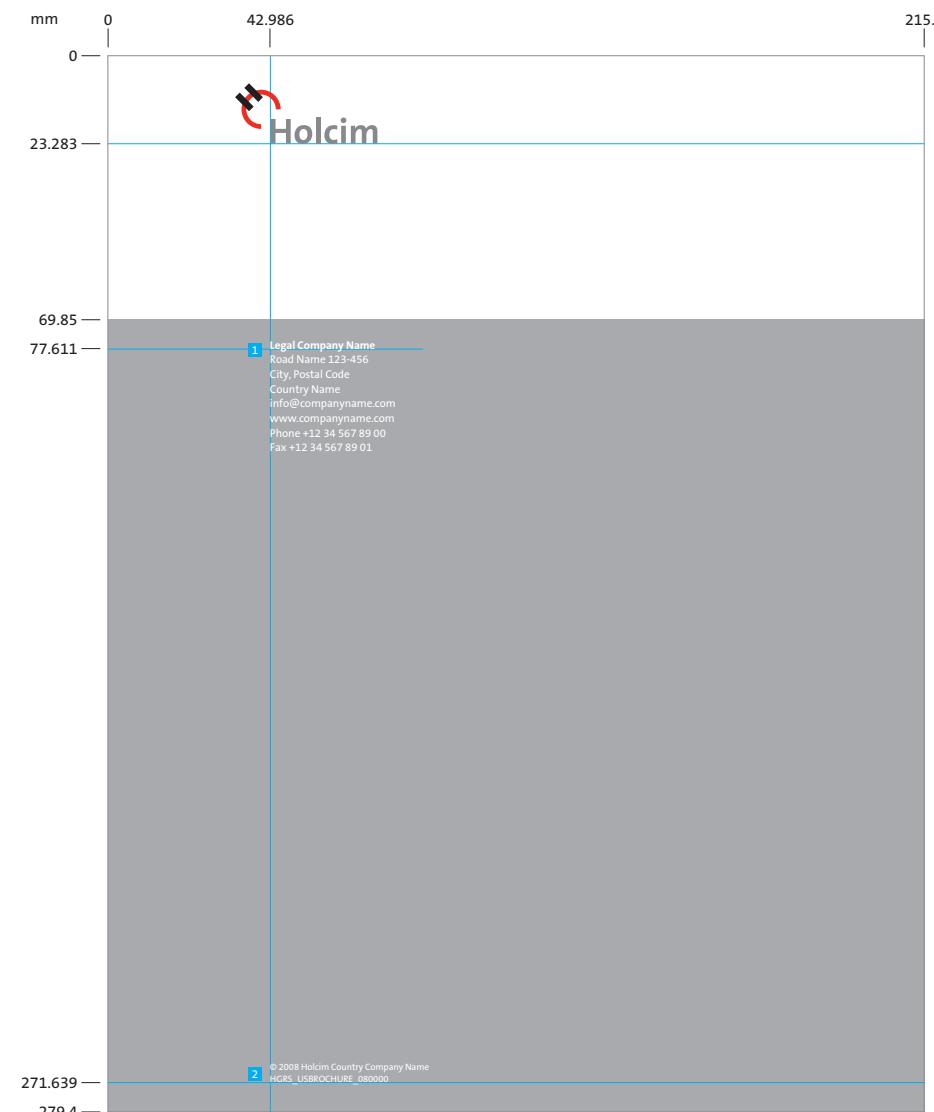
### 2 Production code

7/9pt TheSans B5 Plain

Color:

White out of core or  
secondary colors

Holcim Gray or black on white



## 8.1.13 US letter general brochure – inside pages

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

### Baseline grid (content heavy shown)

11pt – this starts from the top

Please refer to 8.1.2 for grid overview and for grid size with less content.

### 1 Page header

8.5pt TheSans B7 Bold  
Core or secondary colors

### 2 Main heading

Recommended 24pt  
min. 18pt, max. 36pt  
TheSans: B7 Bold, B5 Plain or  
B4 SemiLight may be used for  
headlines inside publications  
(but not Italic)  
Core or secondary color

### 3 Introduction/quote

Recommended 18pt  
min. 8.5/11pt, max. 28/34pt  
TheSans: B7 Bold, B5 Plain or  
B4 SemiLight  
Quotes can use Italics but  
NOT introductions  
Core or secondary colors

### 4 Heading

Recommended 16pt  
min. 10pt, max. 18pt  
TheSans B7 Bold (but not Italic)  
Core or secondary colors

### 5 Subtitle

8.5/11pt  
TheSans B7 Bold (but not Italic)  
– Core or secondary colors

### 6 Body copy (black)

8.5/11pt  
TheSans B4 SemiLight

### 7 Bullet points (black)

8.5/11pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm

### 8 Body copy (white)

for use e.g. in highlight boxes  
8.5/11pt  
TheSans B5 Plain or B4 SemiLight

### 9 Bullet points (white)

for use e.g. in highlight boxes  
8.5/11pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm

### 10 Caption

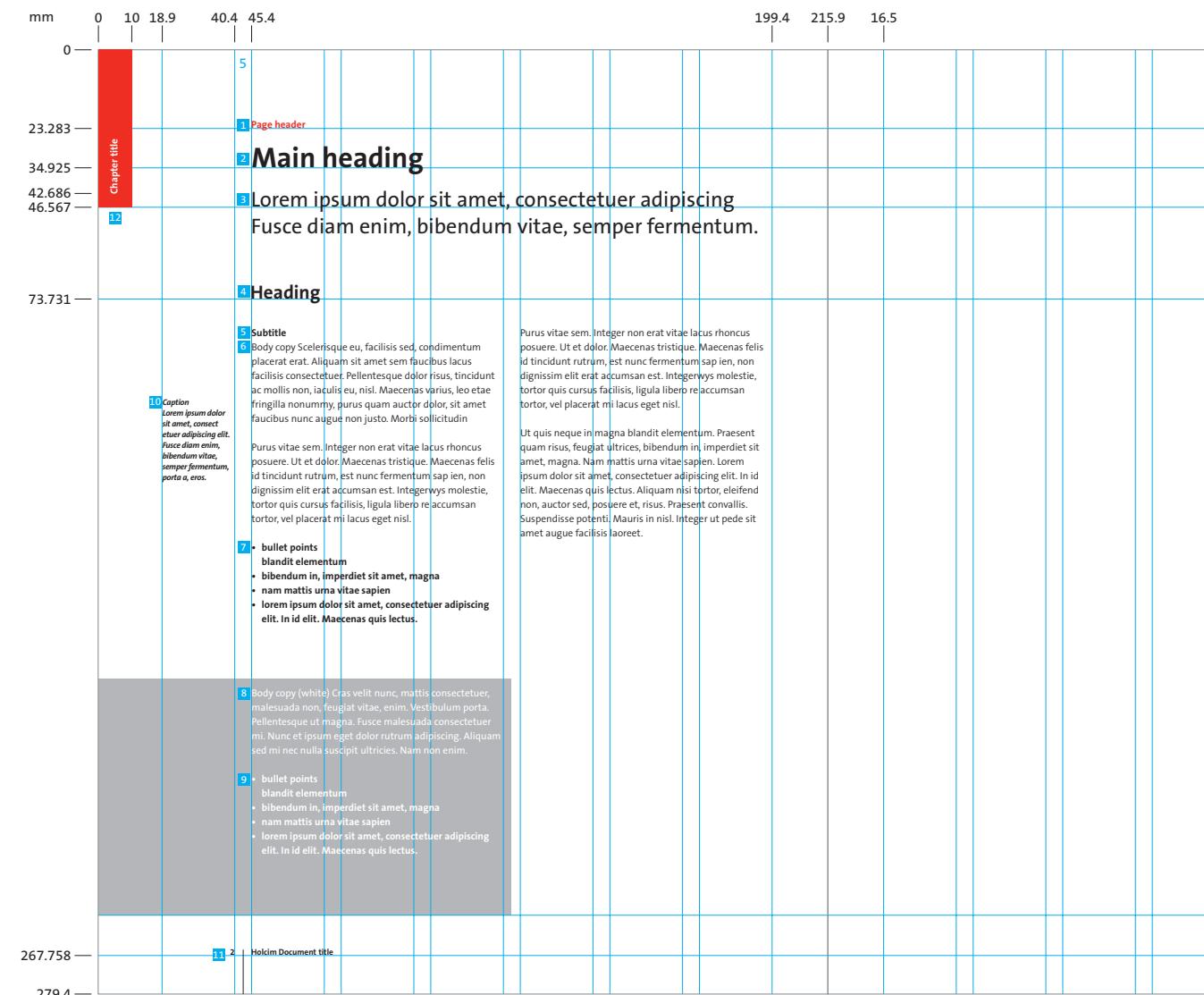
7/9pt TheSans B7 Bold,  
B7 Bold Italic or B4 SemiLight  
Core or secondary colors

### 11 Pagination/folio

7pt TheSans B7 Bold  
Black  
Vertical rule 0.5pt

### 12 Chapter title (optional)

8.5pt TheSans B7 Bold  
White out of Core or secondary  
colors



## 8.1.14 A5 general brochure – front and back cover

### Branding area

The branding area on the front and back of the publication always remains white.

### Information area

The information area on the front and back of the publication may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint.

### Image area

The image area on the front and back of the publications may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint or an image.

### Format size

A5, 148.5 x 210mm

### Baseline grid

12.4pt – this starts from the top  
Please refer to 8.1.2 for grid overview.

### 1 Holcim logo

Height 4.5mm of 'H'  
Full color logo (CMYK) on white

### 2 Cover title

18pt TheSans B7 Bold

Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

### 3 Subtitle

8.5/12.4pt TheSans B7 Bold

Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

### 4 Country descriptor

8.5/12.4pt TheSans B7 Bold

Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

### 5 Country tagline

8.5pt TheSans B5 Plain

Holcim Red

### 6 Address

Legal company name:

8.5/12.4pt

TheSans B7 Bold

Address information:

8.5/12.4pt

TheSans B5 Plain

Color:

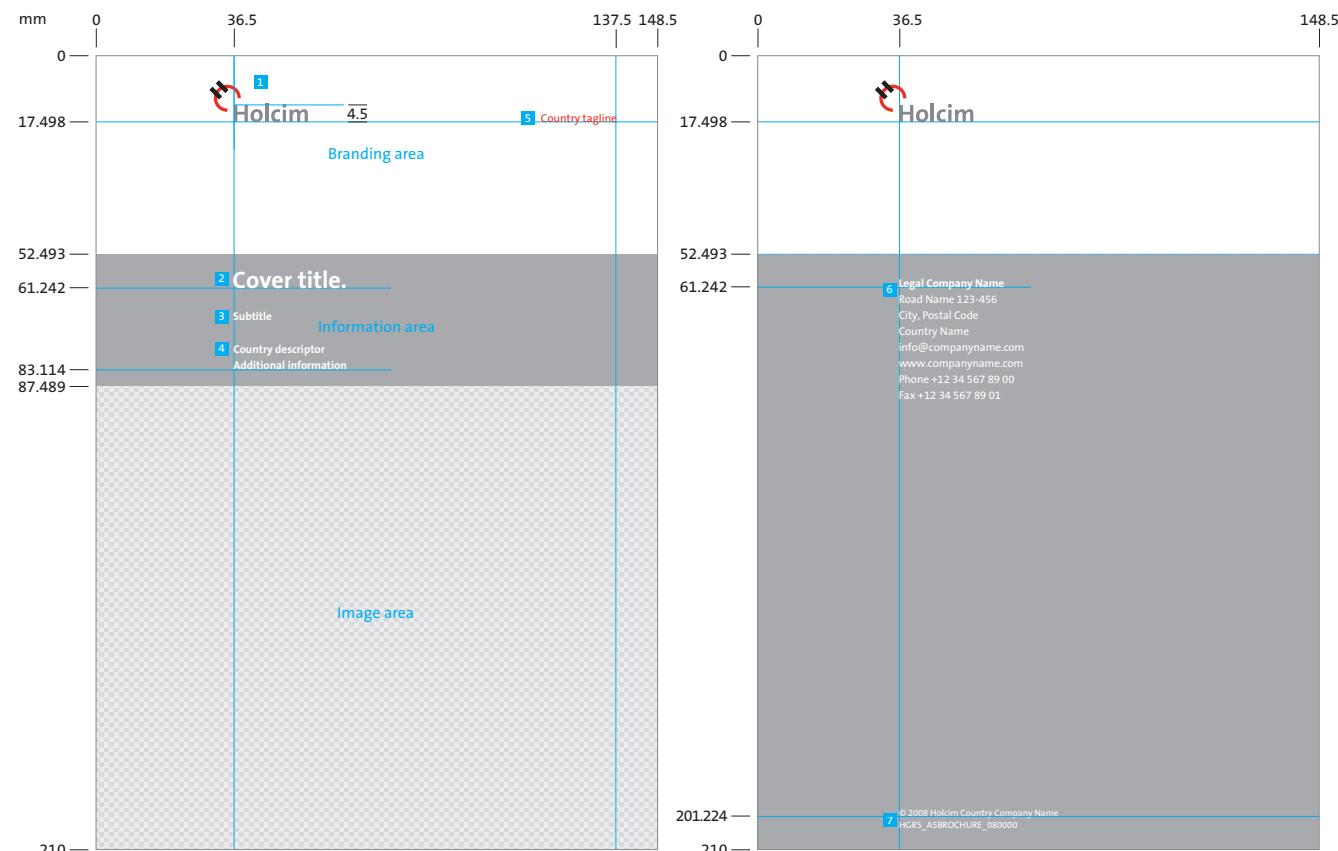
White out of core or  
secondary colors  
Holcim Gray or black on white

### 7 Production code

7/9pt TheSans B5 Plain

Color:

White out of core or  
secondary colors  
Holcim Gray or black on white



## 8.1.15 A5 general brochure – inside pages

**Format size**  
A5, 148.5 x 210mm

**Baseline grid (content heavy shown)**  
12.4pt – this starts from the top  
Please refer to 8.1.2 for grid overview and for grid size with less content.

**1 Page header**  
8.5pt TheSans B7 Bold  
Core or secondary colors

**2 Main heading**  
Recommended 18pt  
min. 12pt, max. 36pt  
TheSans: B7 Bold, B5 Plain or B4 SemiLight may be used for headlines inside publications (but not Italic)  
Core or secondary colors

**3 Introduction/quote**  
Recommended 12pt  
min. 8.5pt, max. 16pt  
TheSans: B7 Bold, B5 Plain or B4 SemiLight  
Quotes can use Italics but NOT introductions  
Core or secondary colors

**4 Heading**  
Recommended 16pt  
min. 10pt, max. 18pt  
TheSans B7 Bold (but not Italic)  
Core or secondary colors

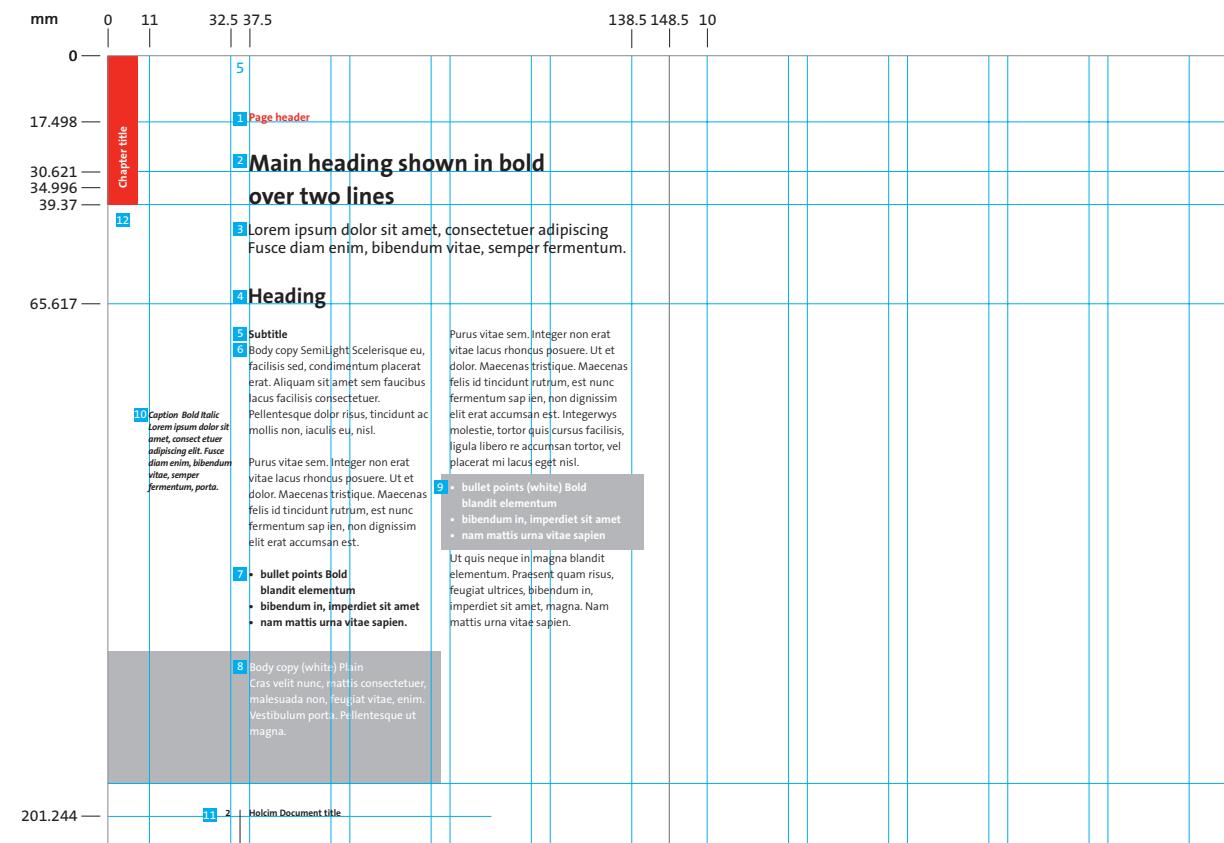
**5 Subtitle**  
8.5/12.4pt  
TheSans B7 Bold (but not Italic)  
Core or secondary colors

**6 Body copy (black)**  
8.5/12.4pt  
TheSans B4 SemiLight

- 7 Bullet points (black)**  
8.5/12.4pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm
- 8 Body copy (white)**  
for use e.g. in highlight boxes  
8.5/12.4pt  
TheSans B5 Plain or B4 SemiLight

- 9 Bullet points (white)**  
for use e.g. in highlight boxes  
8.5/12.4pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm
- 10 Caption**  
7/9pt TheSans B7 Bold,  
B7 Bold Italic or B4 SemiLight  
Core or secondary colors

- 11 Pagination/folio**  
7pt TheSans B7 Bold  
Black  
Vertical rule 0.5pt
- 12 Chapter title (optional)**  
8.5pt TheSans B7 Bold  
White out of Core or secondary colors



Gray area is an example for highlighting text

## 8.1.16 A6/5 general brochure – outside pages

### Branding area

The branding area on the outside pages always remains white.

### Information area

The information area on the front and back of the outside pages may adopt any of the secondary colors available at either 50%, 70% or 100% tint.

### Image area

The image area on the front and back of the corporate folder may adopt any of the secondary colors available at either 50%, 70% or 100% tint or an image.

### Format size

A6/5, 99 x 210mm

### Baseline grid

12.4pt – this starts from the top  
Please refer to 8.1.2 for grid overview.

#### 1 Holcim logo

Height 4.5mm of 'H'  
Full color logo (CMYK) on white

#### 2 Cover title

18pt TheSans B7 Bold  
Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

#### 3 Subtitle

8.5/12.4pt TheSans B7 Bold  
Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

#### 4 Country descriptor

8.5/12.4pt TheSans B7 Bold  
Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

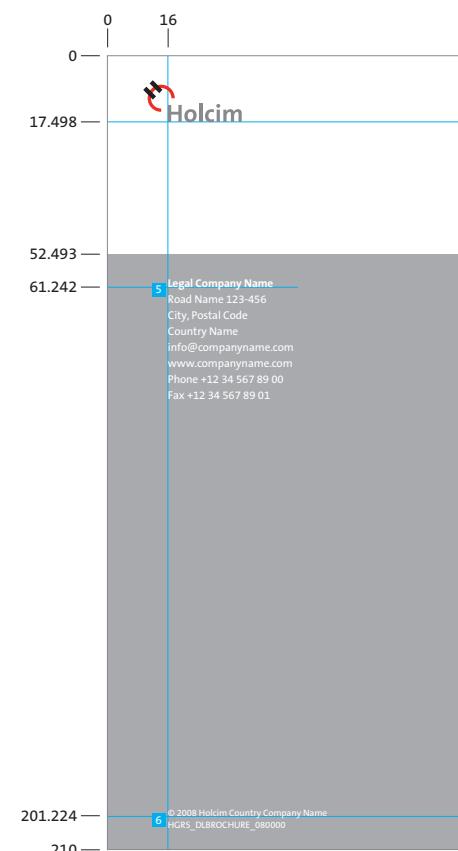
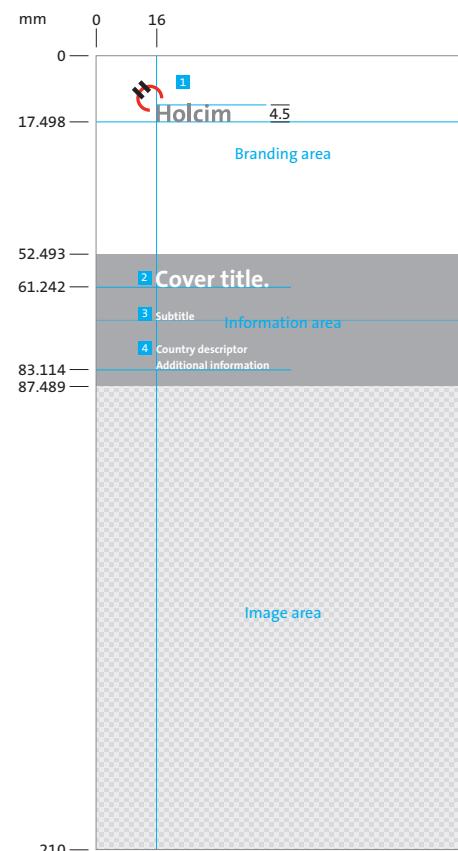
#### 5 Address

Legal company name:  
8.5/12.4pt  
TheSans B7 Bold  
Address information:  
8.5/12.4pt  
TheSans B5 Plain  
Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

#### 6 Production code

7/9pt TheSans B5 Plain  
Color:  
White out of core or  
secondary colors  
Holcim Gray or black on white

**Exception:** The country tagline is removed on this front cover due to the close distance between the Holcim logo and the length of the tagline.



## 8.1.17 A6/5 general brochure – inside pages

**Format size**  
A6/5, 99 x 210mm

**Baseline grid (content heavy shown)**  
12.4pt – this starts from the top  
Please refer to 8.1.2 for grid overview and for grid size with less content.

**1 Page header**  
8.5pt TheSans B7 Bold  
Core or secondary colors

**2 Main heading**  
Recommended 18pt  
min. 12pt, max. 36pt  
TheSans: B7 Bold, B5 Plain or B4 SemiLight may be used for headlines inside publications (but not Italic)  
Core or secondary colors

**3 Introduction/quote**  
Recommended 12pt  
min. 8.5pt, max. 16pt  
TheSans: B7 Bold, B5 Plain or B4 SemiLight  
Quotes can use Italics but NOT introductions  
Core or secondary colors

**4 Heading**  
Recommended 16pt  
min. 10pt, max. 18pt  
TheSans B7 Bold (but not Italic)  
Core or supporting colors

**5 Subtitle**  
8.5/12.4pt  
TheSans B7 Bold (but not Italic)  
Core or secondary colors

**6 Body copy (black)**  
8.5/12.4pt  
TheSans B4 SemiLight

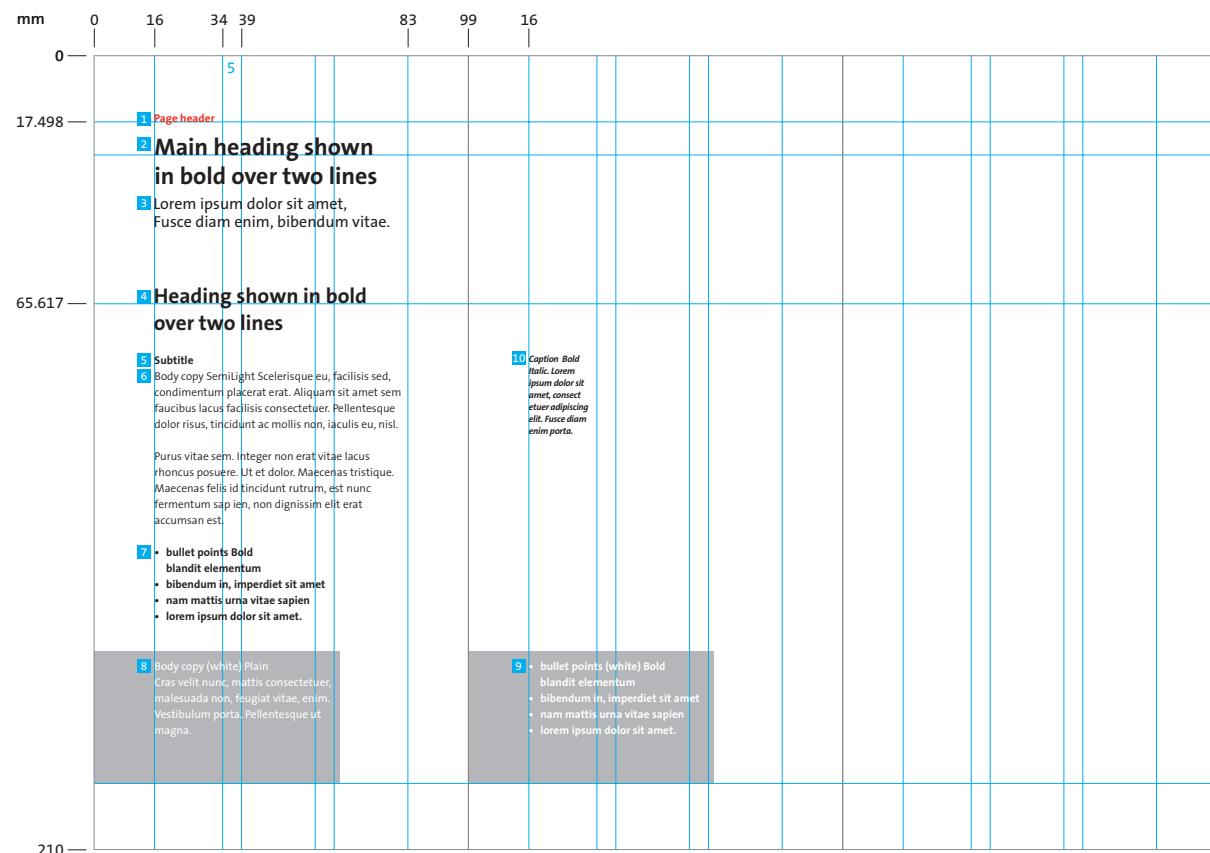
**7 Bullet points (black)**  
8.5/12.4pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm

**8 Body copy (white)**  
for use e.g. in highlight boxes  
8.5/12.4pt  
TheSans B5 Plain or B4 SemiLight

**9 Bullet points (white)**  
for use e.g. in highlight boxes  
8.5/12.4pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm

**10 Caption**  
7/9pt TheSans B7 Bold,  
B7 Bold Italic or B4 SemiLight  
Core or secondary colors

**Exception:** Pagination and chapter titles are removed and not appropriate for this format.



Gray area is an example for highlighting text

## 8.1.18 General brochure examples – formats

Whichever publications format the Holcim look and feel is applied to, it is done consistently ensuring there is a clear family feel and connectivity.



A4 portrait example



A4 landscape example



US letter example



A5 portrait example



A6/5 (DL) example

## 8.1.19 General brochure examples – image and color use

Our recommendation for brochure architecture and navigation is for the white band to be used for the highest level of corporate publications such as an Annual Report.

Use core colors for formal publications.

For other corporate publications use of the core or secondary core as tints of 70% or 50%.

For product brochures to use the secondary core colors at 100%.

If navigation is not applicable always consider selecting a color that is a highlight in the image.



A4 portrait examples using the core colors in the information area



A4 portrait examples using the secondary color palette in the information area

## 8.1.20 General brochure examples – inside spread styles

### Inside pages

Further to the specifications you have already seen detailing how to treat different elements within publications, this page shows visual examples of how content can be treated.

Provided you follow the grid, copy text can be laid out in many different ways. However, please ensure that ease of reading and the correct hierarchy of content is maintained.

This page shows an interesting way of treating copy text, color and image. Secondary colors may be used inside brochures in tints ranging between 10% and 100%.

Imagery chosen, should always be connected to the subject and should be used to reinforce a particular point or message. See the image style section in the Basic elements Directives for a detailed brief on how to make sure the correct imagery is used for communications purposes. When placing images, ensure the size is appropriate to the amount of information in the image ie. close ups in small format and image rich pictures in larger formats.



A4 portrait full image combined with small images inside spread



A4 portrait text and images inside spread



A4 portrait full bleed image inside spread

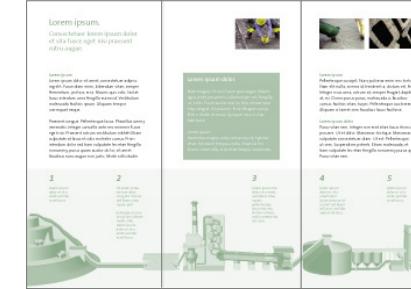
## 8.1.20 General brochure examples – inside spread styles (continued)

### Inside pages

This page shows more visual examples of how content can be treated across different formats.



US letter inside page spread



A6/5 (DL) concertina inside pages



A4 landscape inside page spread



A4 landscape inside spread

## 8.1.20 General brochure examples – inside spread styles (continued)



A4 product brochure inside front page spread



A4 product brochure inside page spread



A4 product brochure inside page spread

## 8.1.21 General folder examples – image and color use

This page shows a number of examples of different layouts of corporate folders.

Use the color white for the branding area at the top of the folder, with the Holcim logo in full color.

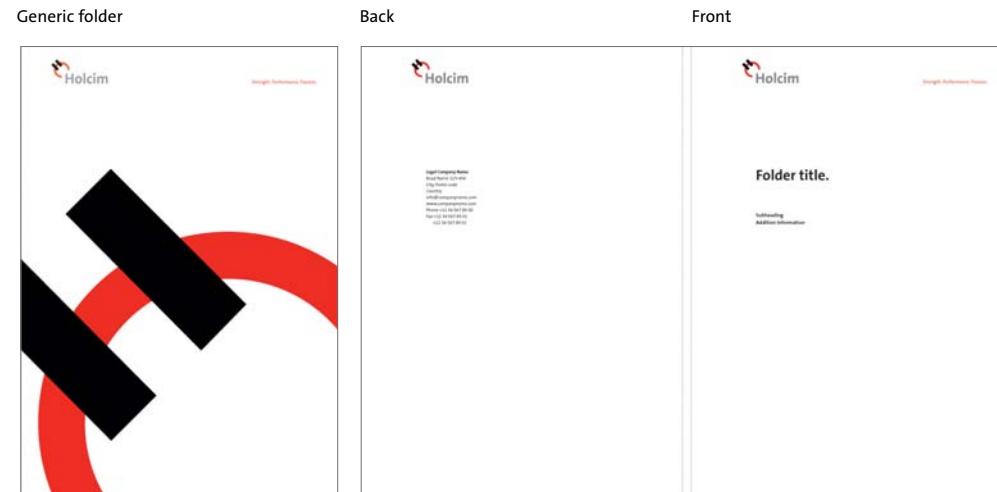
The information area may adopt any of the core colors or secondary colors available at either 50%, 70% or 100% tints.

In the information area white and core colors are recommended at the highest level of general folders. Core tints and secondary tints for other general folders.

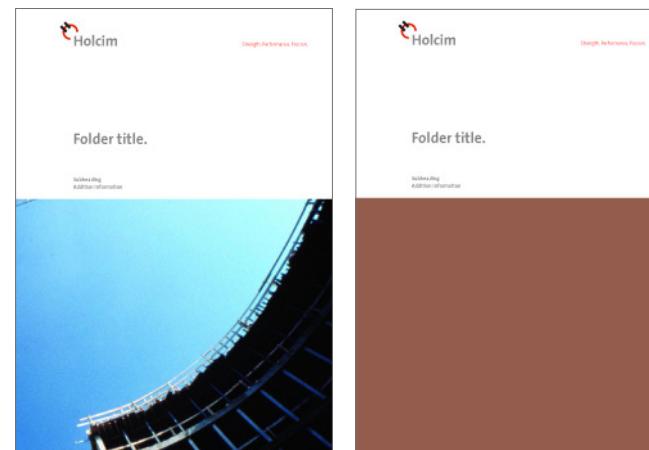
Product folders in product colors for good navigation. Whatever color you choose bear in mind that color can be used very effectively when it comes to navigation. If navigation is not applicable always consider selecting a color that is a highlight in the image.

For more information on the use of colors please refer to the Basic elements section.

The inside of folders is white.



White information area and image area, cover title and subhead in Holcim Black



White information area, Holcim Gray cover title and subhead

Information area in white, cover title and subhead in Holcim Gray, image area in secondary color

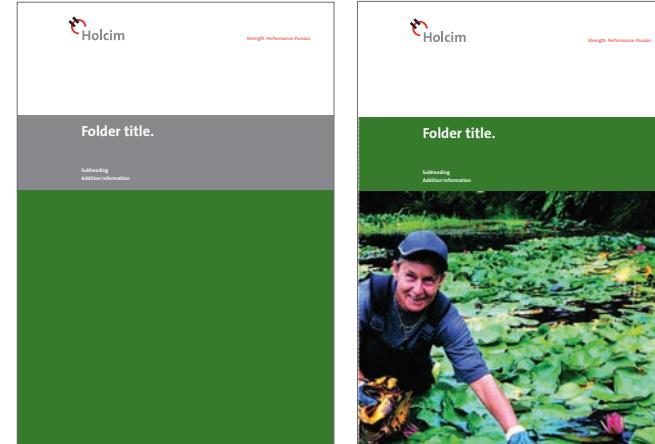
## 8.1.21 General folder examples – image and color use (continued)

For the backs of brochure and folders the information area there are four variations to color application:

1. The back is blank.
2. The information area continues onto the back and the image area remains white.
3. The information area color continues on the back and is also in the image area.
4. The information area color continues on the back and the image area color continues on the back.



Image area and information area combines on the back



Information area in secondary colors

Secondary color information area with image

## 8.2 Editorial – basics

### Visual elements

#### Background colour

In our editorial publications, type is set on a white background, with generous use of space in the layout. In exceptional cases, white lettering may be used on colored background or over an image. The colored background must be a tint taken from the Holcim secondary color palette.

#### Images

Generous use of photographs is encouraged; they can be either flush to the layout grid or bled to the edges.

#### Charts and graphs

These are most effective when simple and clearly structured. The use of colors from the core and secondary colour palettes enhances the visual impact.

### Typography

#### Baseline grid

To ensure consistency and accurate layout alignment, all publications work with a baseline grid (see 8.2.2). Headings and text order is flexible as long as it does not go above the first title shown and stays on the baseline grid.

#### Font

TheSans Basic is the recommended font however TheSans Classic can also be used. Italics can be used for quotes and captions to engage the reader.

#### Ranged left

Text layout in any Holcim branded publication should always be ranged left. This is more readable and engaging for the reader than justified text style.

#### • Bullet points

A round bullet point symbol is created with the same typeface that you are using. This is set in our core or secondary colors and is used as a marker for unnumbered lists.

#### Numerals

We recommend TheSans Basic over TheSans Classic since the TheSans Basic numerals naturally align to the baseline. However if you are using numerals from TheSans Classic make sure they align to the baseline.

**Exception:** TheSans Classic numerals in body text does not need to align to the baseline.

#### Rules

Fine horizontal rules can be used as separators, for example in tables a thickness of 0.5pt. Vertical rules between columns are to be avoided.

**Exception:** Horizontal and vertical divider rules can be used in A3 tabloid spreads to visually separate different articles. These should be 0.5pt in thickness and shown in black or Holcim Gray.

#### Panels

To highlight an area of text you can place it within a colored panel as shown on 8.1.7. The panel extends beyond the grid and halfway into the gutter but the text must always remain aligned to the grid. The minimum weight for text that is reversed out of a colored panel is TheSans B5 which guarantees legibility when shown in white.

#### Pagination

As a rule, the pages of the publications are numbered (excluding page 1). Even numbers are always on the left.

## 8.2.1 Editorial – formats

### Formats

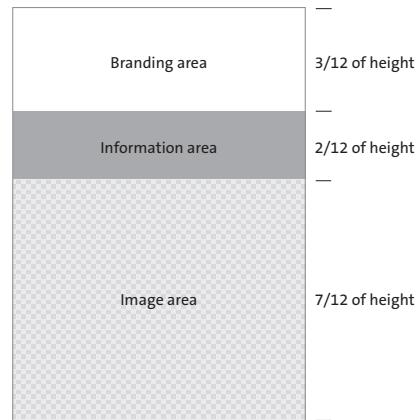
Different formats may be used for editorial depending on the nature of the audience and content. The following examples illustrate three typical applications and the proportionate areas given to the different areas. At the top, the 'branding area' is reserved for the Holcim logo and country tagline. The band below or 'information area' is reserved for the title and other required copy and the lower area is the 'image area'.

**Exception:** A3 editorial tabloid is the only case where the 'branding area' is not reserved for the Holcim logo and country tagline and feature articles can be highlighted.

The following pages provide detailed specifications for a number of different formats.

### Formats with branding area 3/12 height of format

A4



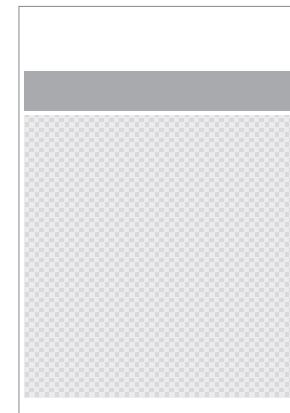
US letter



A3 tabloid



A4 digital newsletter



## 8.2.2 Editorial – grids

### Baseline grid

To ensure consistency and accurate layout alignment, all publications work with a baseline grid. The baseline grid varies dependent upon the format of the publication. The baseline grid always starts at the top of each document and determines the size of the leading – this mainly applies to text.

The following examples are for A3 tabloid and A4 magazine editorial publications. For all grid sizes please refer to the baseline grid information which can be found on each page under format size.

### Grid layout overview

We have used the A4 portrait format as the starting point for the grid layout. As such, we have used the 7 column grid approach with the columns spaced equally across the application.

This approach provides greater flexibility and variety in designing page layouts and thus placement of text and imagery.

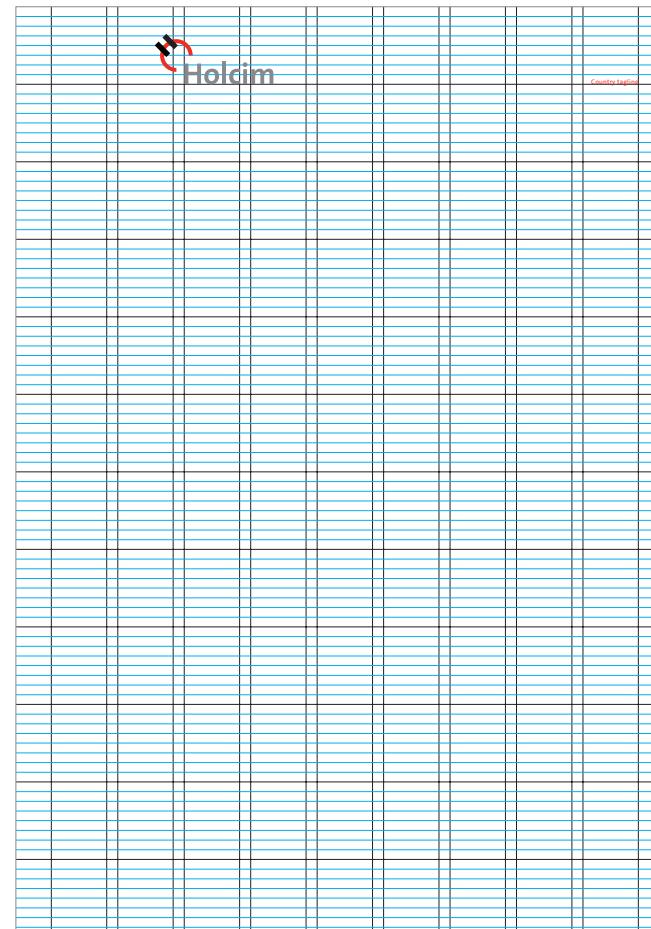
### Grid sizes

For editorial publications use the baseline grid with the following specifications (body copy leading / baseline grid):

A3 tabloid  
8.5/12.4pt

A4 magazine  
8.5/11.69pt

US letter magazine  
8.5/11pt



8.5/12.4pt grid – A3 tabloid publication



8.5/11.69pt grid – A4 magazine publication

## 8.2.3 A3 tabloid – front cover

### Branding and contents area

The branding and contents area on the front of an A3 tabloid publication always remains white.

### Title area

The title area on the front of an A3 tabloid publication may adopt any of the secondary colors available at either 50%, 70% or 100% tint.

### Text and image area

The text and image area on the front of an A3 tabloid publication always remains white. This area is used for the main article plus any accompanying imagery and supporting text. Other features such as the editors introduction, shown in section 8.31, can also go here.

### Format size

A3, 297 x 420mm

### Baseline grid

12.4pt – this starts from the top  
Please refer to 8.2.2 for grid overview.

#### 1 Holcim logo

Height 9mm of 'H'  
Full color logo (CMYK) on white

#### 2 Cover title

Size is flexible  
TheSans B7 Bold  
White out of core or  
secondary colors

#### 3 Date | Issue no

12pt TheSans B7 Bold  
White out of core or  
secondary colors

#### 4 Country tagline

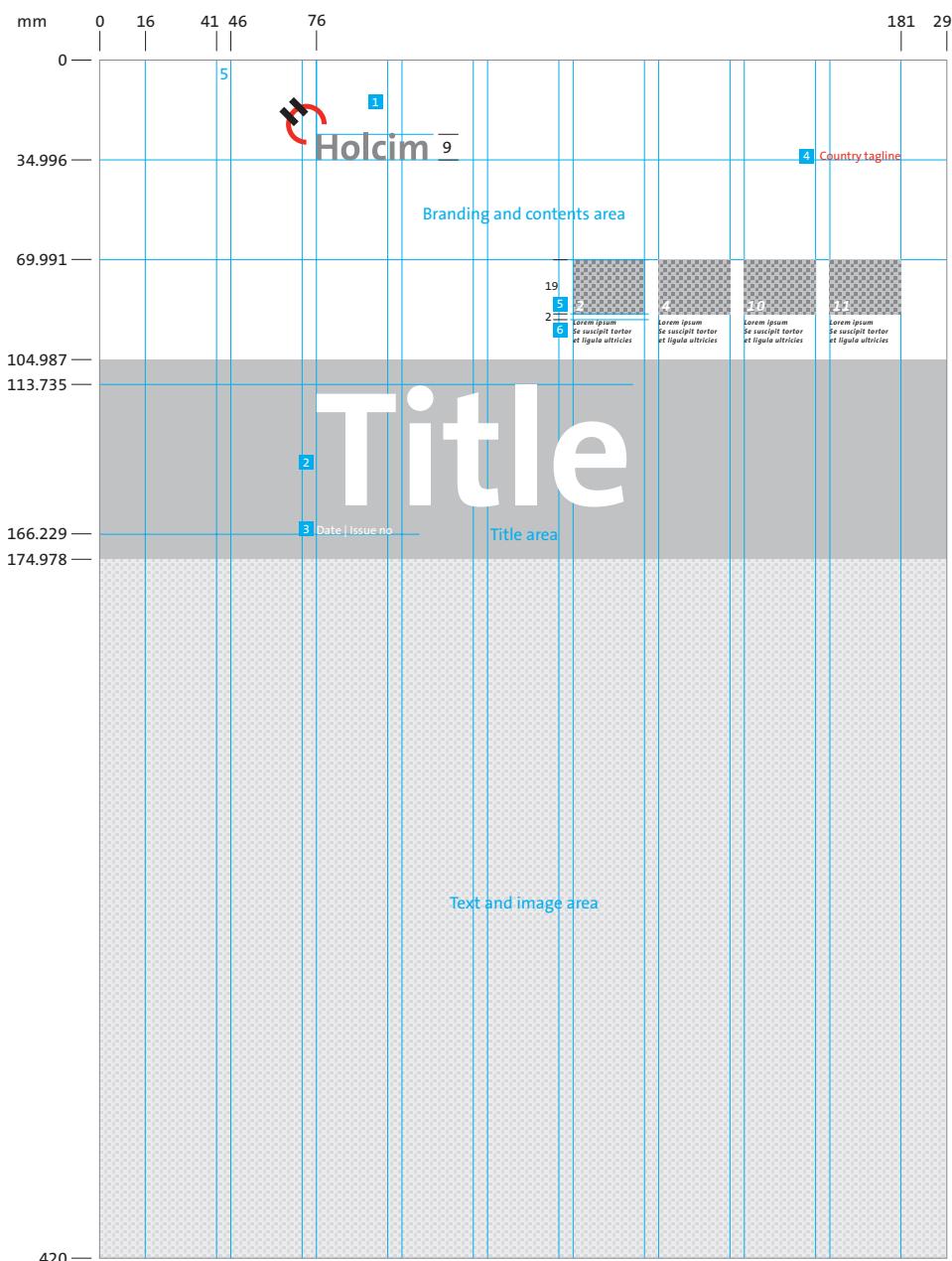
12pt TheSans B5 Plain  
Holcim Red

#### 5 Number in contents

15pt TheSans B7 Bold or  
B7 Bold Italic  
White or black out of image

#### 6 Contents

7/9pt  
TheSans B4 SemiLight Italic  
Core or secondary colors  
matching the information panel



## 8.2.4 A3 tabloid – back cover

### Format size

A3, 297 x 420mm

### Baseline grid

12.4pt – this starts from the top

Please refer to 8.2.2 for grid overview.

#### 1 Address / production code

Legal company name:

10/12.4pt TheSans B7 Bold

Address information:

TheSans B5 Plain

White out of core or  
secondary colors

#### 2 Company name

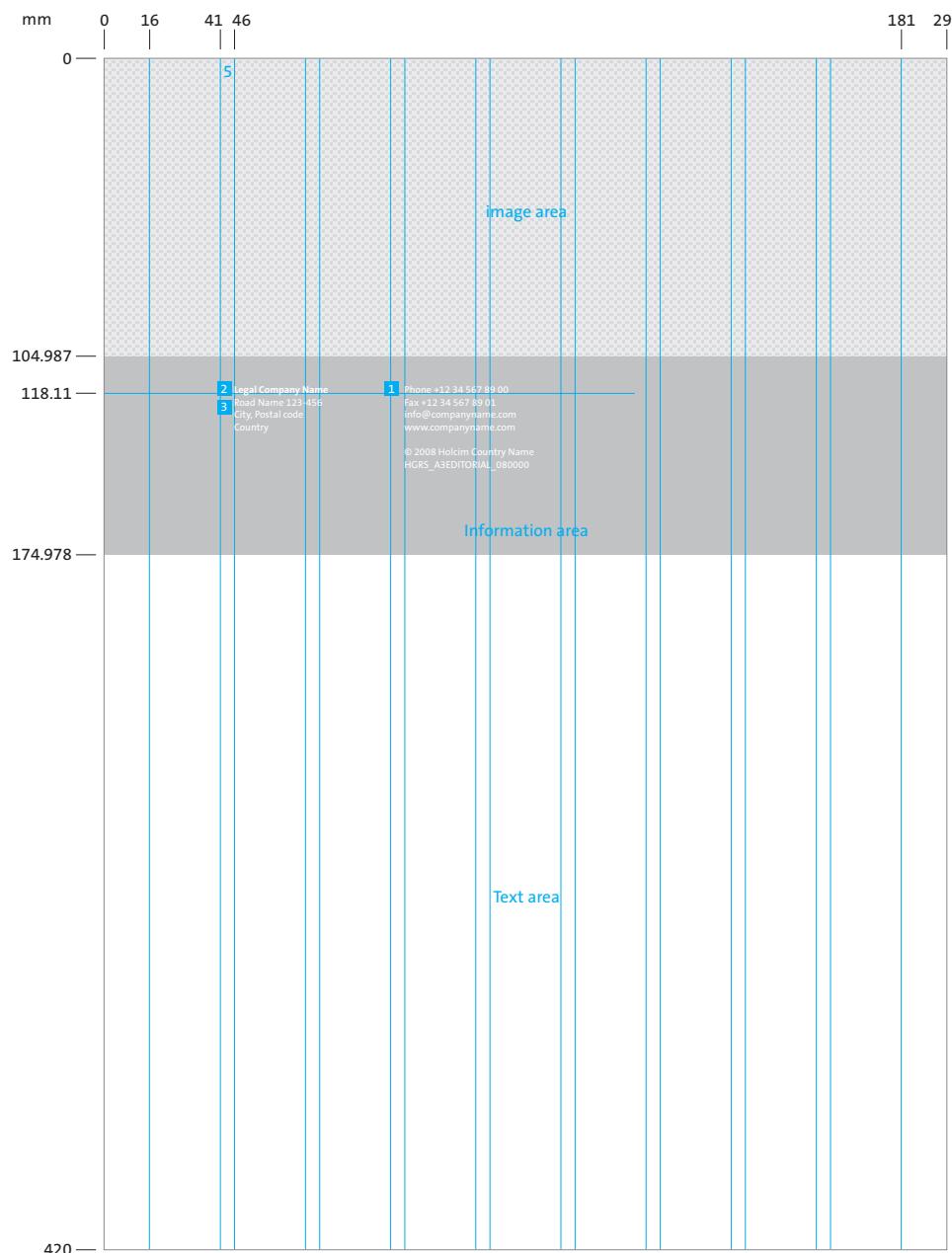
10/12.4pt TheSans B7 Bold

White out of core or  
secondary colors

#### 3 Company address

10/12.4pt TheSans B5 Plain

White out of core or  
secondary colors





## 8.2.6 A4 magazine – front cover

### Branding and contents area

The branding and contents on the front of an A4 magazine always remains white.

### Title area

The title area on the front of an A4 magazine may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint.

### Image area

The image area on the front and back of an A4 magazine may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint or an image.

### Format size

A4, 210 x 297mm

### Baseline grid

11.69pt – this starts from the top  
Please refer to 8.2.2 for grid overview.

#### 1 Holcim logo

Height 6.5mm of 'H'  
Full color logo (CMYK) on white

#### 2 Cover title

Size is flexible  
TheSans B7 Bold  
White out of core or secondary colors

#### 3 Date | Issue no

8.5 TheSans B7 Bold  
White out of core or secondary colors

#### 4 Subtitle (optional)

40pt TheSans B7 Bold  
White out of image or secondary color that complements image

#### 5 Rules

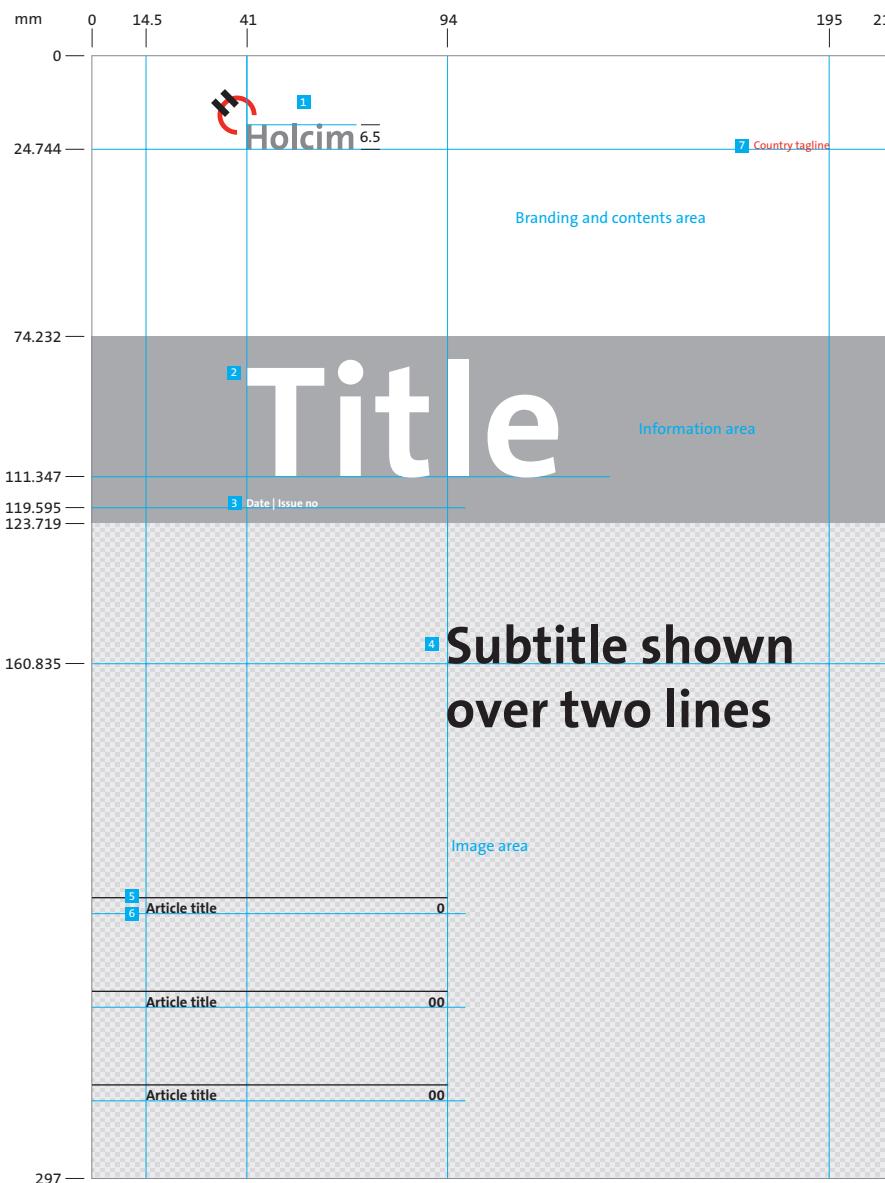
1pt  
White or black out of image

#### 6 Article title (optional)

11/11.69pt TheSans B7 Bold  
White or black out of image

#### 7 Country tagline

8.5pt TheSans B5 Plain  
Holcim Red



## 8.2.6 A4 magazine – front cover (continued)

### Exception:

#### Branding and contents area

The branding and contents on the front of an A4 magazine always remains white and here shows an option where feature articles are highlighted.

#### Title area

The title area on the front of an A4 magazine may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint.

#### Image area

The image area on the front and back of an A4 magazine may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint or an image.

#### Format size

A4, 210 x 297mm

#### Baseline grid

11.69pt – this starts from the top  
Please refer to 8.2.2 for grid overview.

#### 1 Holcim logo

Height 6.5mm of 'H'  
Full color logo (CMYK) on white

#### 2 Cover title

Size is flexible  
TheSans B7 Bold  
White out of core or secondary colors

#### 3 Date | Issue no

8.5 TheSans B7 Bold  
White out of core or secondary colors

#### 4 Subtitle (optional)

40pt TheSans B7 Bold  
White out of image or secondary color that complements image

#### 5 Number in contents

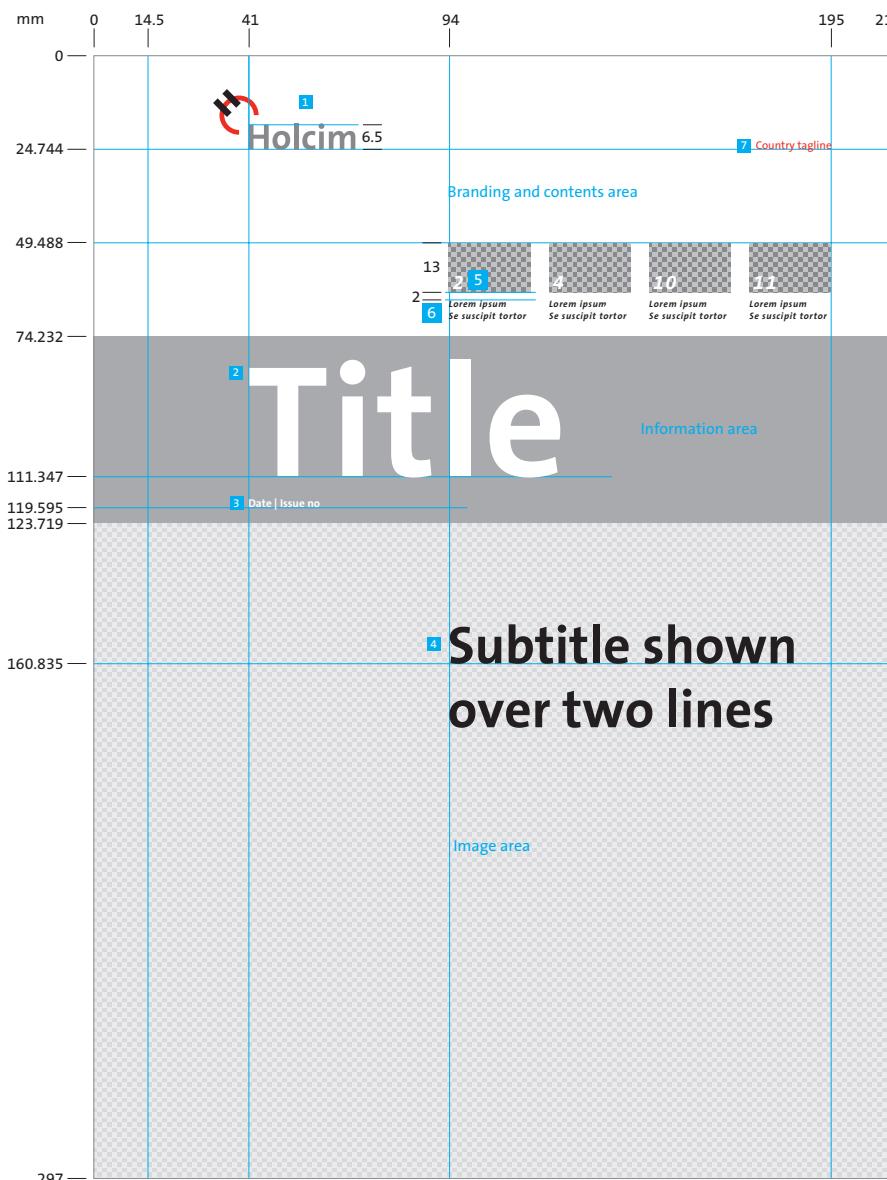
15pt TheSans B7 Bold or B7 Bold Italic  
White or black out of image

#### 6 Contents (optional)

7/9pt  
TheSans B4 SemiLight Italic  
Core or secondary colors matching the information panel

#### 7 Country tagline

8.5pt TheSans B5 Plain  
Holcim Red



## 8.2.7 A4 magazine – back cover

### Format size

A4, 210 x 297mm

### Baseline grid

11.69pt – this starts from the top

Please refer to 8.2.2 for grid overview.

#### 1 Address

Legal company name:

8.5/11.69pt

TheSans B7 Bold

Address information:

8.5/11.69pt

TheSans B5 Plain

Color:

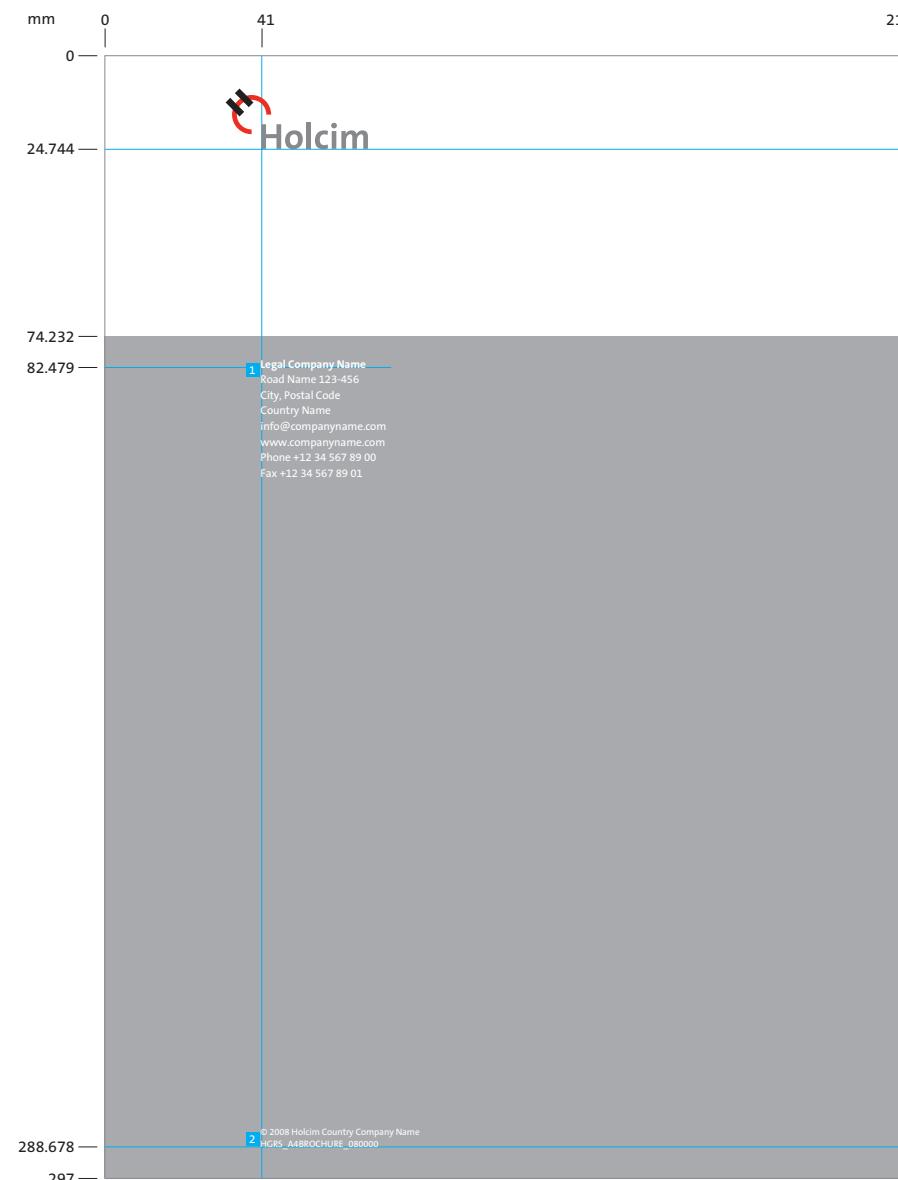
White out of core or  
secondary colors

#### 2 Production code

7/9pt TheSans B5 Plain

Color:

White out of core or  
secondary colors



## 8.2.8 A4 magazine – inside pages

### Format size

A4, 210 x 297mm

### Baseline grid (content heavy shown)

11.69pt – this starts from the top  
Please refer to 8.2.2 for grid overview  
and for grid size with less content

### 1 Page header

8.5pt TheSans B7 Bold  
Core or secondary colors

### 2 Main heading

Size and leading is flexible  
TheSans: B7 Bold, B5 Plain or  
B4 SemiLight may be used for  
headlines inside publications  
(but not Italic)  
Core or secondary colors, black  
or white out of core or secondary  
colors or an image

### 3 Introduction/quote

Recommended 18pt  
min. 8.5/11.69pt, max. 28pt  
TheSans: B7 Bold, B5 Plain or  
B4 SemiLight  
Quotes can use Italics but  
NOT introductions  
Core or secondary colors, black  
or white out of secondary colors  
or an image

### 4 Heading

Recommended 16pt  
min. 10pt, max. 18pt  
TheSans B7 Bold (but not Italic)  
Core or secondary colors, black or  
white out of secondary colors or  
an image

### 5 Subtitle

8.5/11.69pt TheSans B7 Bold  
(but not Italic)  
Core or secondary colors, black or  
white out of core or secondary  
colors or an image

### 6 Body copy (black)

8.5/11.69pt  
TheSans B4 SemiLight  
Paragraph indents 3mm or 6mm

### 7 Bullet points

8.5/11.69pt TheSans B7 Bold  
Tab indents 3mm or 6mm  
Black or white out of core or  
secondary colors

### 8 Body copy (white)

for use e.g. in highlight boxes  
8.5/11.69pt  
TheSans B5 Plain or B4 SemiLight  
Paragraph indents 3mm or 6mm

### 9 Bullet points (white)

for use e.g. in highlight boxes  
8.5/11.69pt TheSans B7 Bold  
Tab indents 3mm or 6mm

### 10 Caption

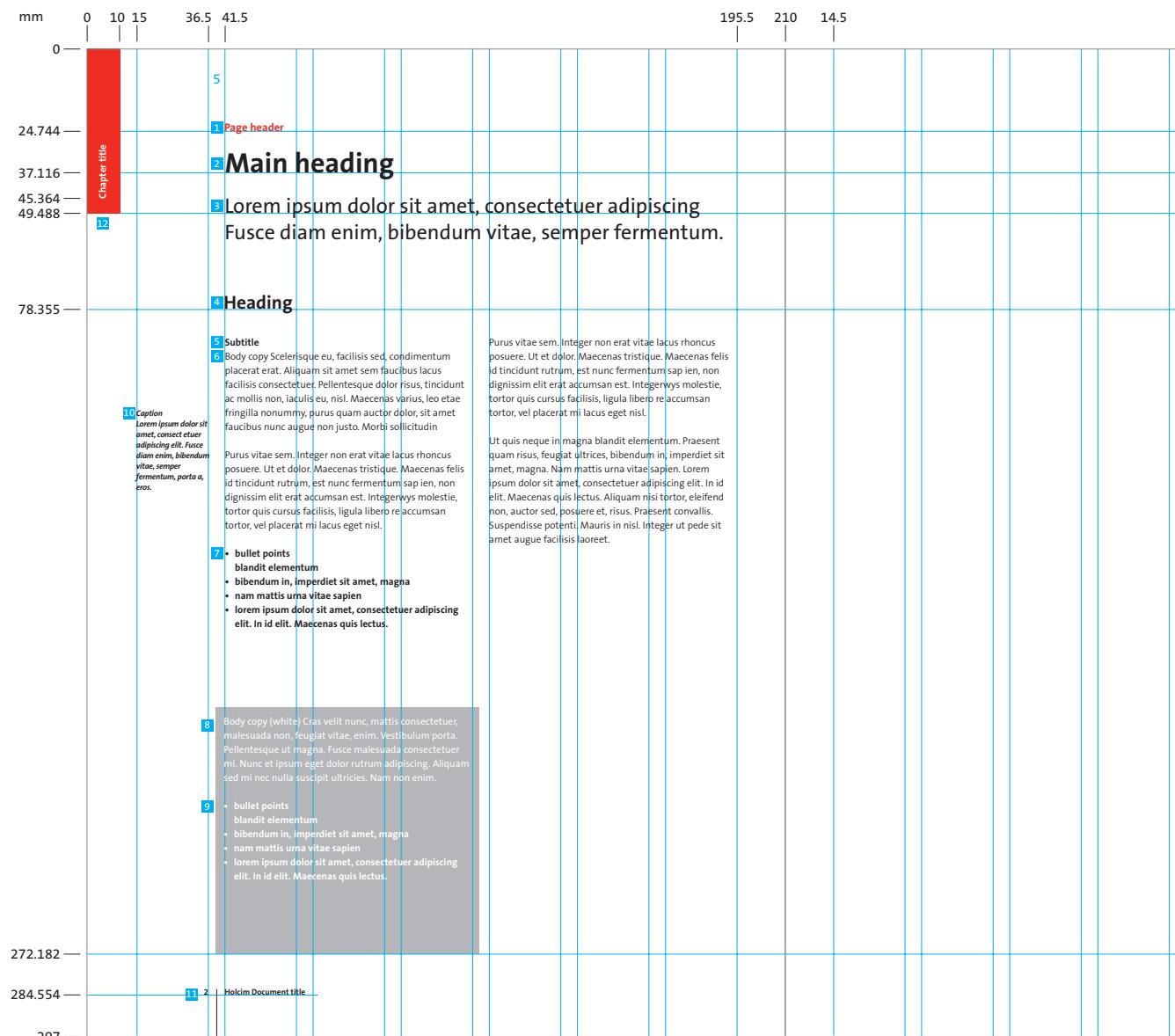
7/9pt TheSans B7 Bold,  
B7 Bold Italic or B4 SemiLight  
Core or secondary colors

### 11 Pagination/folio

7pt TheSans B7 Bold  
Black  
Vertical rule 0.5pt

### 12 Chapter title (optional)

8.5pt TheSans B7 Bold  
White out of core or secondary  
colors



## 8.2.9 US magazine – front cover

### Branding and contents area

The branding area on the front and back of a US magazine always remains white.

### Information area

The information area on the front and back of a US magazine may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint.

### Image area

The image area on the front and back of a US magazine may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint or an image.

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

### Baseline grid

11pt – this starts from the top

Please refer to 8.2.2 for grid overview.

### 1 Holcim logo

Height 6.5mm of 'H'  
Full color logo (CMYK) on white

### 2 Cover title

Size is flexible  
TheSans B7 Bold  
White out of core or secondary colors

### 3 Date | Issue no

8.5 TheSans B7 Bold  
White out of core or secondary colors

### 4 Subtitle

40pt TheSans B7 Bold  
White out of image or secondary color that complements image

### 5 Rules

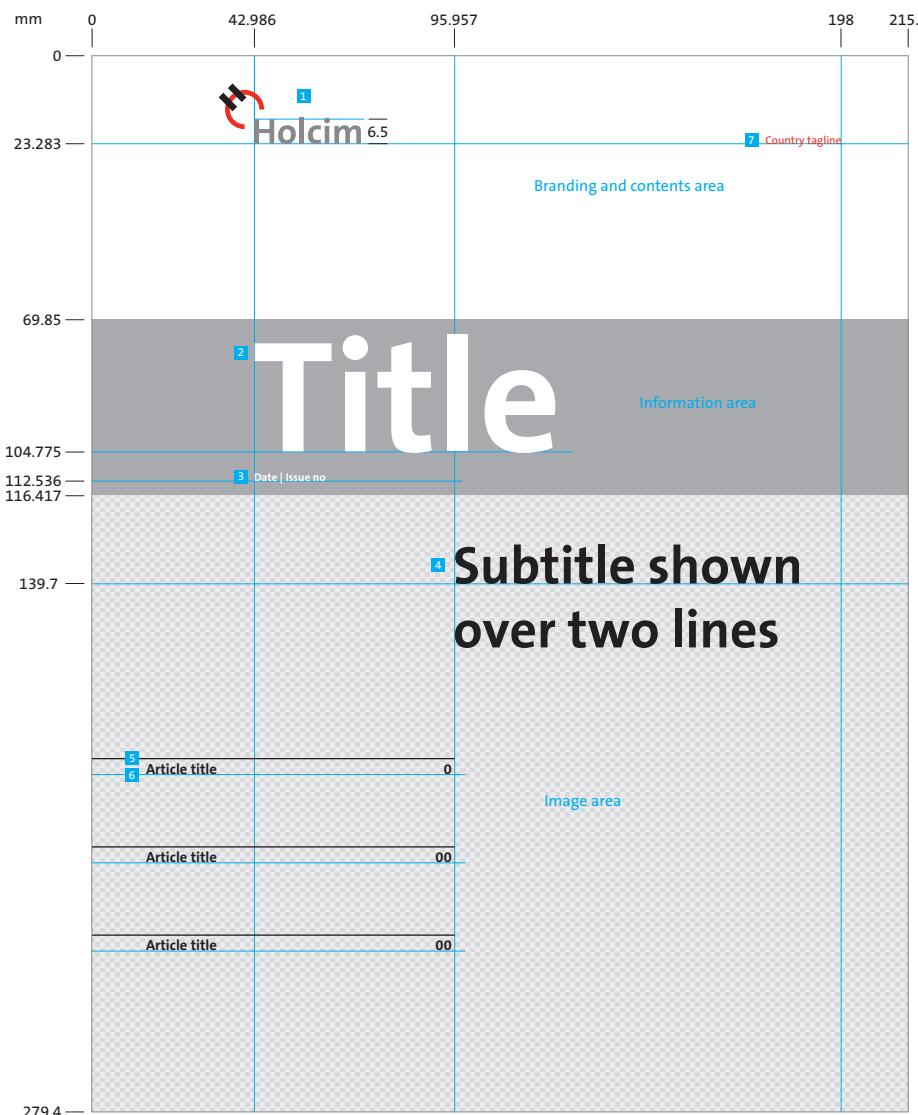
1pt  
White or black out of image

### 6 Article title (optional)

11/11pt TheSans B7 Bold  
White or black out of image

### 7 Country tagline

8.5pt TheSans B5 Plain  
Holcim Red



## 8.2.9 US magazine – front cover (continued)

### Exception:

#### Branding and contents area

The branding and contents on the front of an US magazine always remains white and here shows an option where feature articles are highlighted.

#### Information area

The information area on the front and back of a US magazine may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint.

#### Image area

The image area on the front and back of a US magazine may adopt any of the core or secondary colors available at either 50%, 70% or 100% tint or an image.

#### Format size

US, 215.9 x 279.4mm (8.5" x 11")

#### Baseline grid

11pt – this starts from the top

Please refer to 8.2.2 for grid overview.

#### 1 Holcim logo

Height 6.5mm of 'H'

Full color logo (CMYK) on white

#### 2 Cover title

Size is flexible

TheSans B7 Bold

White out of core or secondary colors

#### 3 Date | Issue no

8.5 TheSans B7 Bold

White out of core or secondary colors

#### 4 Subtitle

40pt TheSans B7 Bold

White out of image or secondary color that complements image

#### 5 Number in contents

15pt TheSans B7 Bold or B7 Bold Italic

White or black out of image

#### 6 Contents (optional)

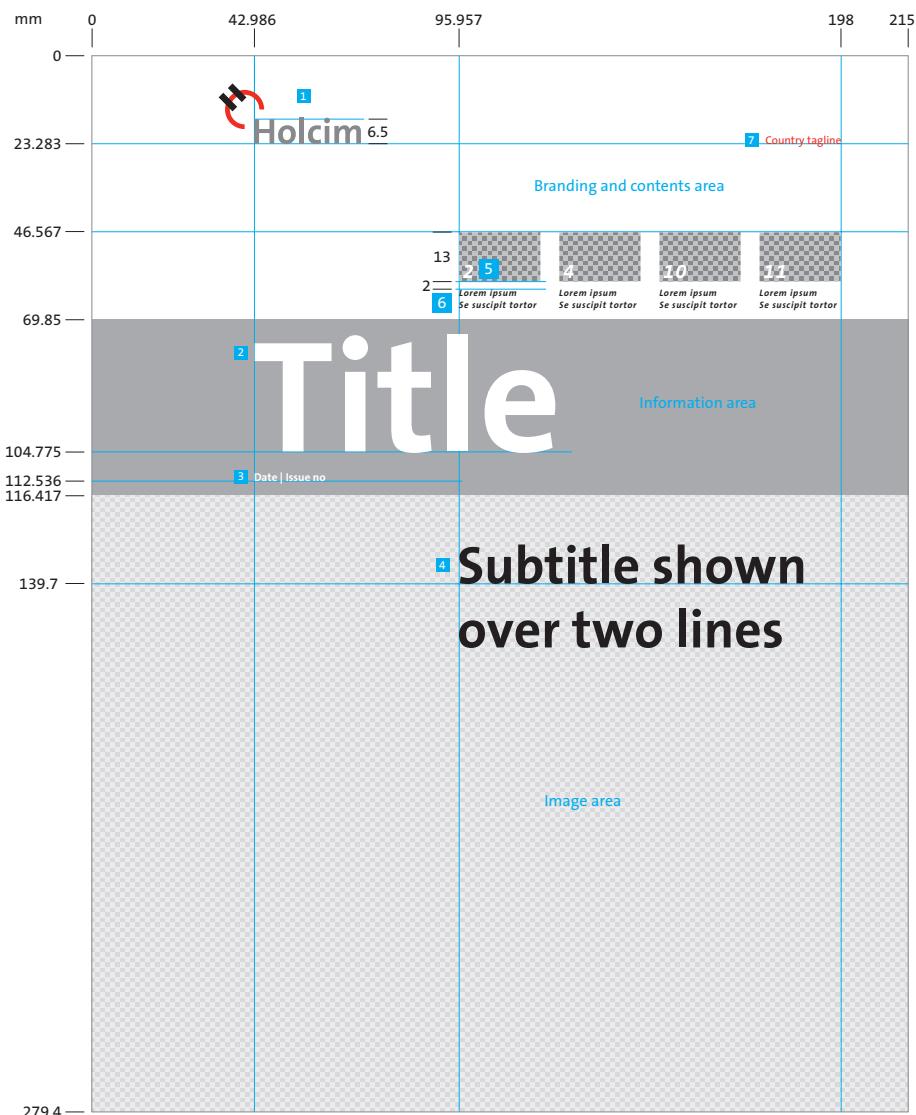
7/9pt

TheSans B4 Semilight Italic

Core or secondary colors matching the information panel

#### 7 Country tagline

8.5pt TheSans B5 Plain  
Holcim Red



## 8.2.10 US magazine – back cover

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

### Baseline grid

11pt – this starts from the top

Please refer to 8.2.2 for grid overview.

#### 1 Address

Legal company name:

8.5/11pt

TheSans B7 Bold

Address information:

8.5/11pt

TheSans B5 Plain

Color:

White out of core or  
secondary colors

Holcim Gray or black on white

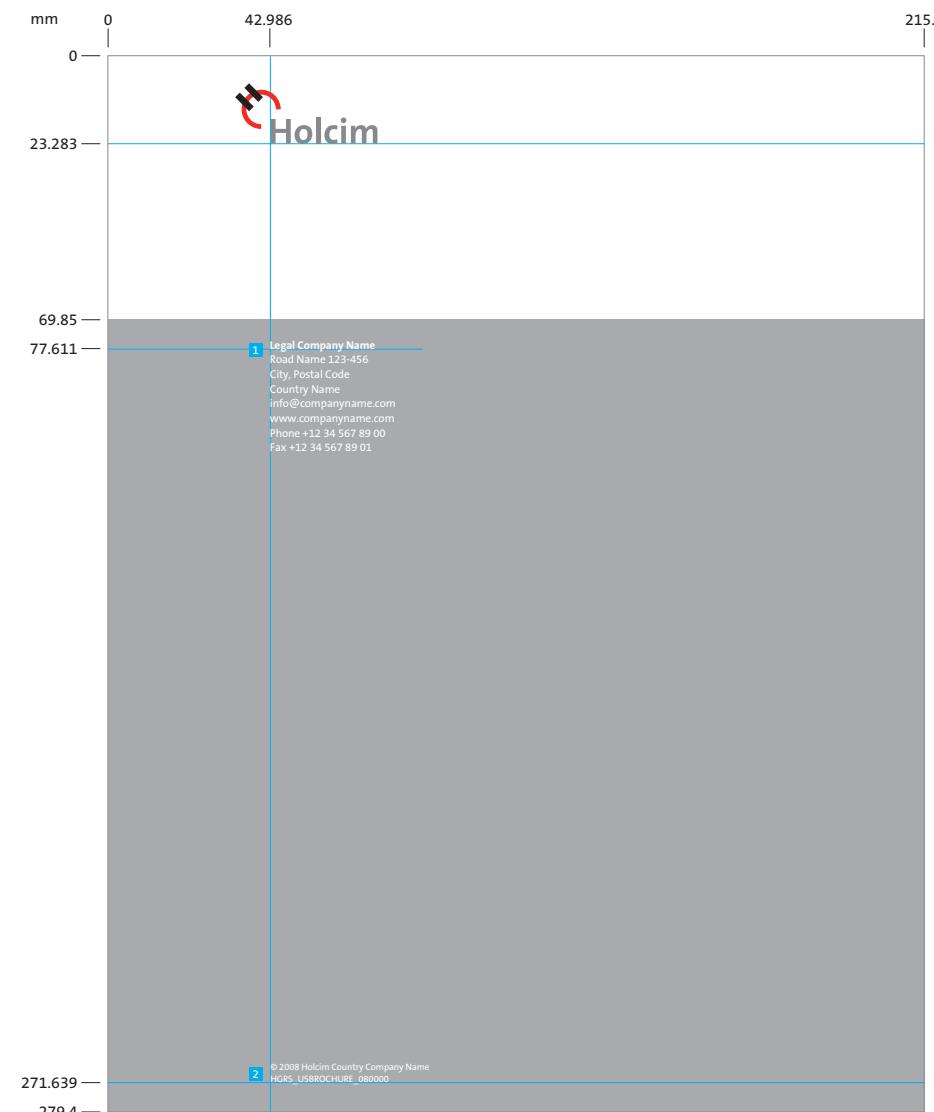
#### 2 Production code

7/9pt TheSans B5 Plain

Color:

White out of core or  
secondary colors

Holcim Gray or black on white



## 8.2.11 US magazine – inside pages

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

### Baseline grid (content heavy shown)

11pt – this starts from the top

Please refer to 8.2.2 for grid overview and for grid size with less content.

### 1 Page header

8.5pt TheSans B7 Bold  
Core or secondary colors

### 2 Main heading

Recommended 24pt  
min. 18pt, max. 36pt  
TheSans: B4, B5 or B7 may be used for headlines inside publications (but not Italic)  
Core or secondary color

### 3 Introduction/quote

Recommended 18pt  
min. 8.5/11pt, max. 28pt  
TheSans: B4, B5 or B7 Quotes can use Italics but NOT introductions  
Core or secondary colors

### 4 Heading

Recommended 16pt  
min. 10pt, max. 18pt  
TheSans B7 Bold (but not Italic)  
Core or secondary colors

### 5 Subtitle

8.5/11pt  
TheSans B7 Bold (but not Italic)  
– Core or secondary colors

### 6 Body copy (black)

8.5/11pt  
TheSans B4 SemiLight

### 7 Bullet points (black)

8.5/11pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm

### 8 Body copy (white)

for use e.g. in highlight boxes  
8.5/11pt  
TheSans B5 Plain or B4 SemiLight

### 9 Bullet points (white)

for use e.g. in highlight boxes  
8.5/11pt  
TheSans B7 Bold  
Tab indents 3mm or 6mm

### 10 Caption

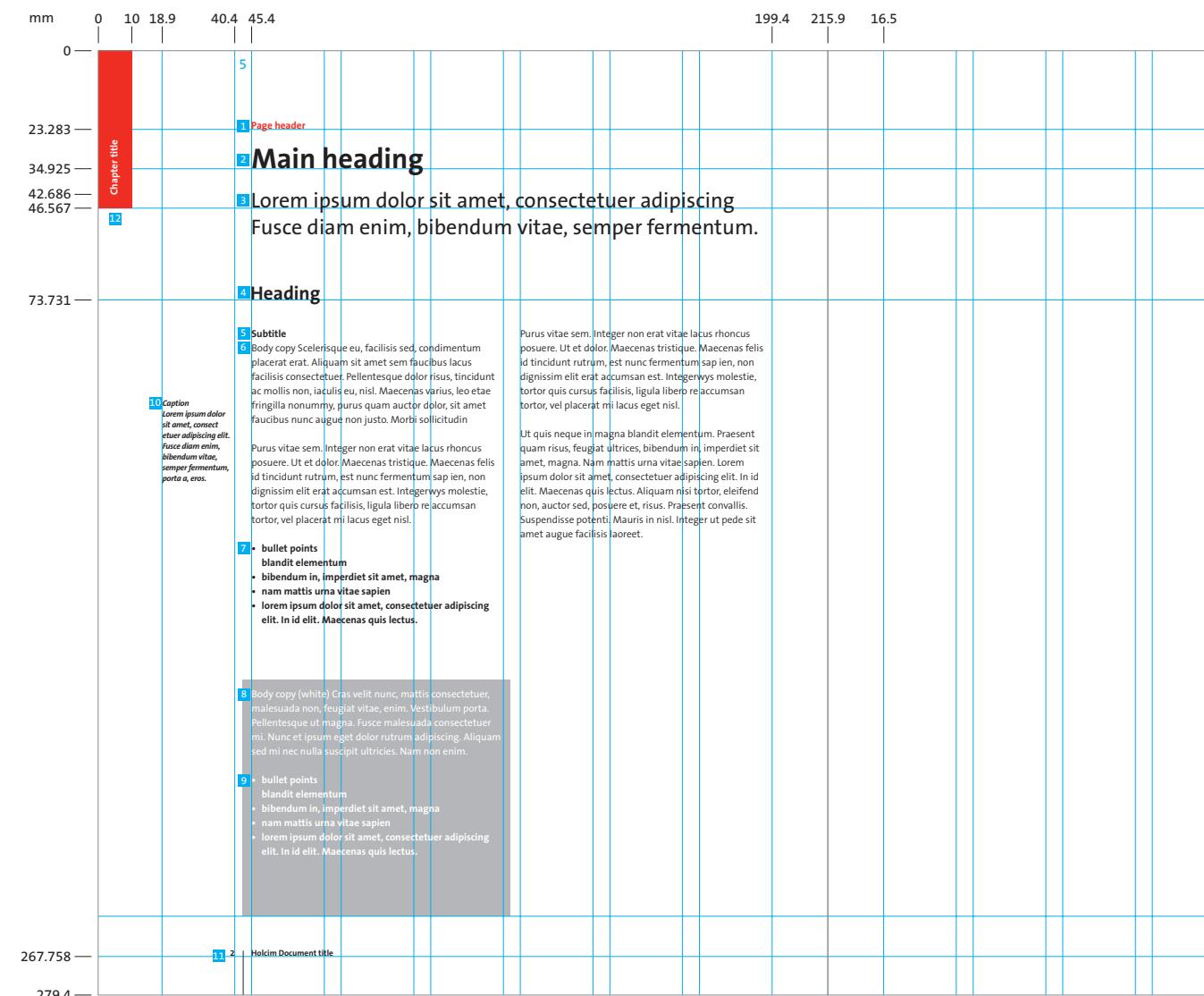
7/9pt TheSans B7 Bold,  
B7 Bold Italic or B4 SemiLight  
Core or secondary colors

### 11 Pagination/folio

7pt TheSans B7 Bold  
Black  
Vertical rule 0.5pt

### 12 Chapter title (optional)

8.5pt TheSans B7 Bold  
White out of core or secondary colors



## 8.2.12 A4 digital newsletter – first page with large image

### Branding area

The branding area on the front of a A4 digital newsletter always remains white.

### Information area

The information area on the front of a A4 digital newsletter may adopt any of the core or secondary colors at either 50%, 70% or 100% tint.

### Image area

The image area on the front of a A4 digital newsletter may adopt any of the core or secondary colors at either 50%, 70% or 100% tint or an image.

### General information

The position of the header panel and footer information (address, copyright and document reference) are fixed and cannot be moved. However, the information area can change color on each issue for differentiation – always use a color from the Holcim color palettes.

All text must align with the 'H' of the Holcim logo with the left margin being used for images and captions only.

It is better to increase the number of pages rather than overload each page with information. Good use of white space helps readability and adding horizontal divider rules between different articles helps to visually break up text heavy documents.

### Format size

A4, 210 x 297mm

#### 1 Holcim logo

Height 6.5mm of 'H'  
Full color logo (RGB) on white

#### 2 Cover title

24pt Arial Bold  
Color:  
White out of core or  
secondary color  
Core or secondary color  
on white

#### 3 Subtitle

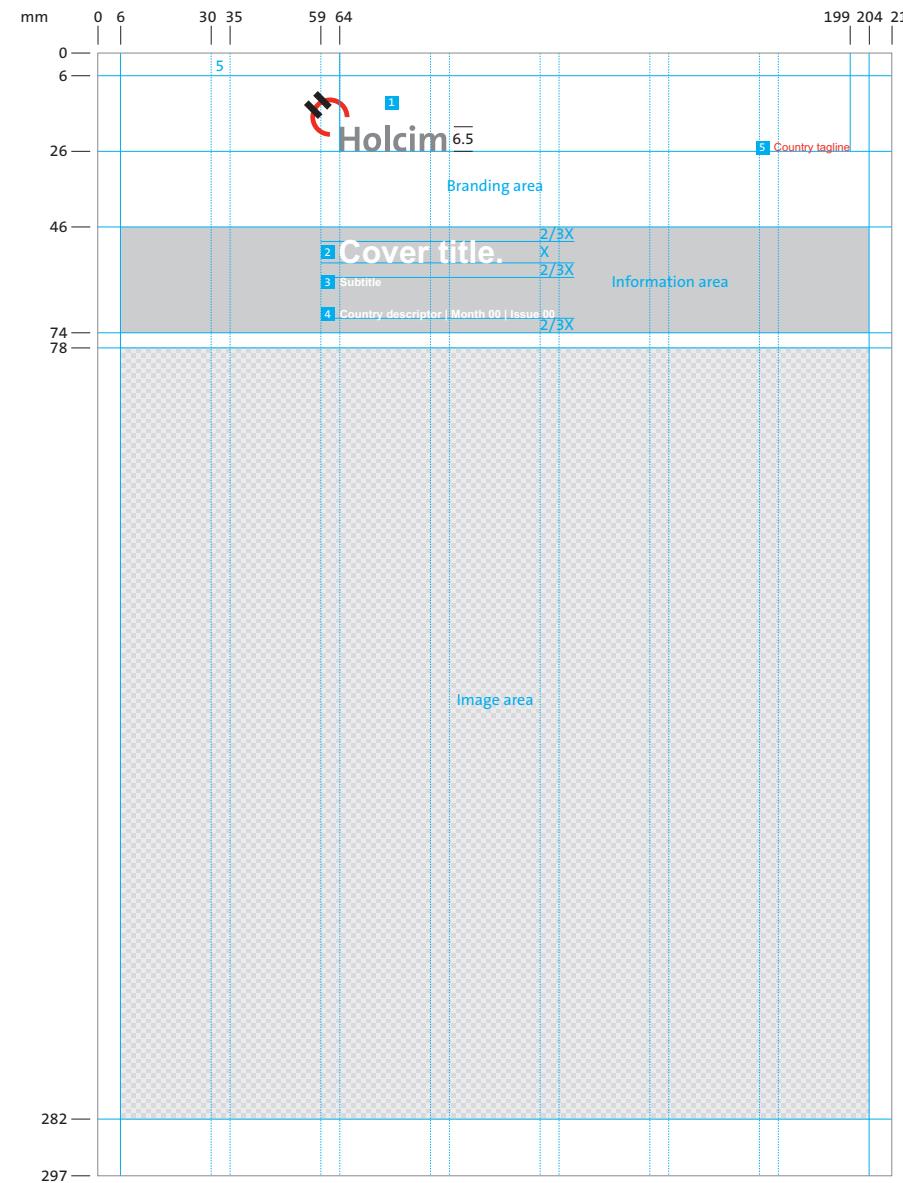
8.5/12pt Arial Bold  
Color:  
White out of core or  
secondary color  
Core or secondary color  
on white

#### 4 Country descriptor / Month / Issue no.

8.5/12pt Arial Bold  
Color:  
White out of core or  
secondary color  
Core or secondary color  
on white

#### 5 Country tagline

8.5pt Arial Plain  
Holcim Red



## 8.2.13 A4 digital newsletter – one page

### Format size

A4, 210 x 297mm

The header is fixed and cannot be moved, only changed in color and content. All text must align with the 'H' of the Holcim logo. Left margin is only for images and captions. Horizontal lines in between articles should visually break up the text. White space is necessary for good readability.

### 1 Holcim logo

Height 6.5mm of 'H'  
Full color logo (RGB) on white

### 2 Cover title

24pt Arial Bold

Color:

White out of core or secondary color  
Secondary color on white

### 3 Subtitle

8.5/12pt Arial Bold

Color:

White out of core or secondary color  
Core or secondary color on white

### 4 Country descriptor / Month / Issue no.

8.5/12pt Arial Bold

Color:

White out of core or secondary color  
Core or secondary color on white

### 5 Country tagline

8.5pt Arial Plain  
Holcim Red

### 6 Main heading

8.5/12pt Arial Bold  
Core or secondary color on white

### 7 Introduction

8.5/12pt Arial Bold  
Black

### 8 Subtitle

8.5/12pt Arial Bold Italic  
Black

### 9 Body copy

8.5/12pt Arial Regular  
Black

### 10 Quote

8.5/12pt Arial Bold Italic  
Black on 20% tint of core or secondary colors

### 11 Caption

8.5/12pt Arial Bold Italic  
Core or secondary colors

### 12 Address

8.5/12pt Arial Regular  
Black

### 13 Copyright reference

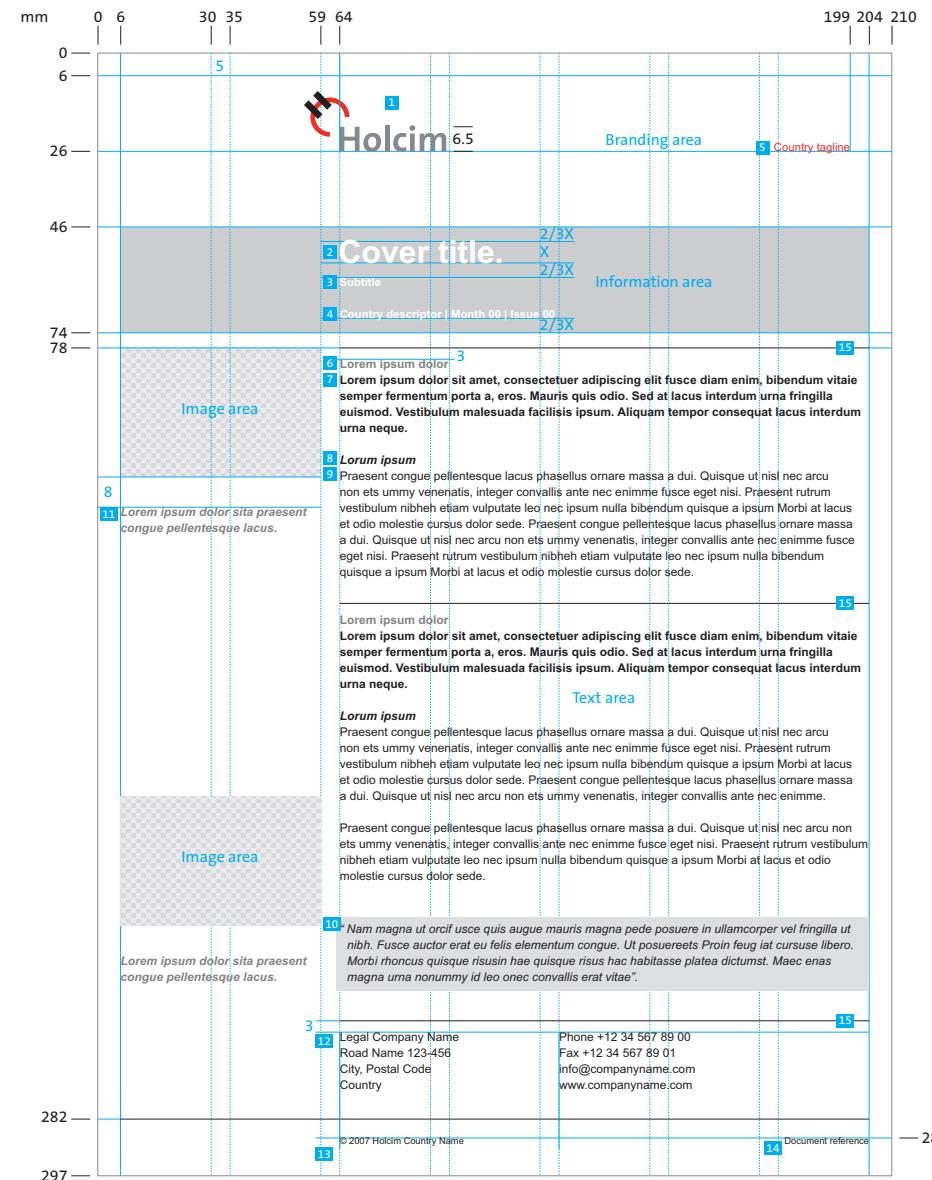
7pt Arial Regular  
Black

### 14 Document reference

7pt Arial Regular  
Black

### 15 Divider rules

0.3pt  
Black  
Space before and after rules should be set at a minimum of 6pt



## 8.2.14 A4 digital newsletter – following pages

### Format size

A4, 210 x 297mm

The footer is fixed and cannot be moved, only changed in color and content.

### 6 Main heading

8.5/12pt Arial Bold

Core or secondary colors

### 7 Introduction

8.5/12pt Arial Bold

Black

### 8 Subtitle

8.5/12pt Arial Bold Italic

Black

### 9 Body copy

8.5/12pt Arial Regular

Black

### 10 Quote

8.5/12pt Arial Bold Italic

Black on 20% tint of core or secondary colors

### 11 Caption

8.5/12pt Arial Bold Italic

Core or secondary colors

### 12 Address

8.5/12pt Arial Regular

Black

### 13 Copyright reference

7pt Arial Regular

Black

### 14 Document reference

7pt Arial Regular

Black

### 15 Divider rules

0.3pt

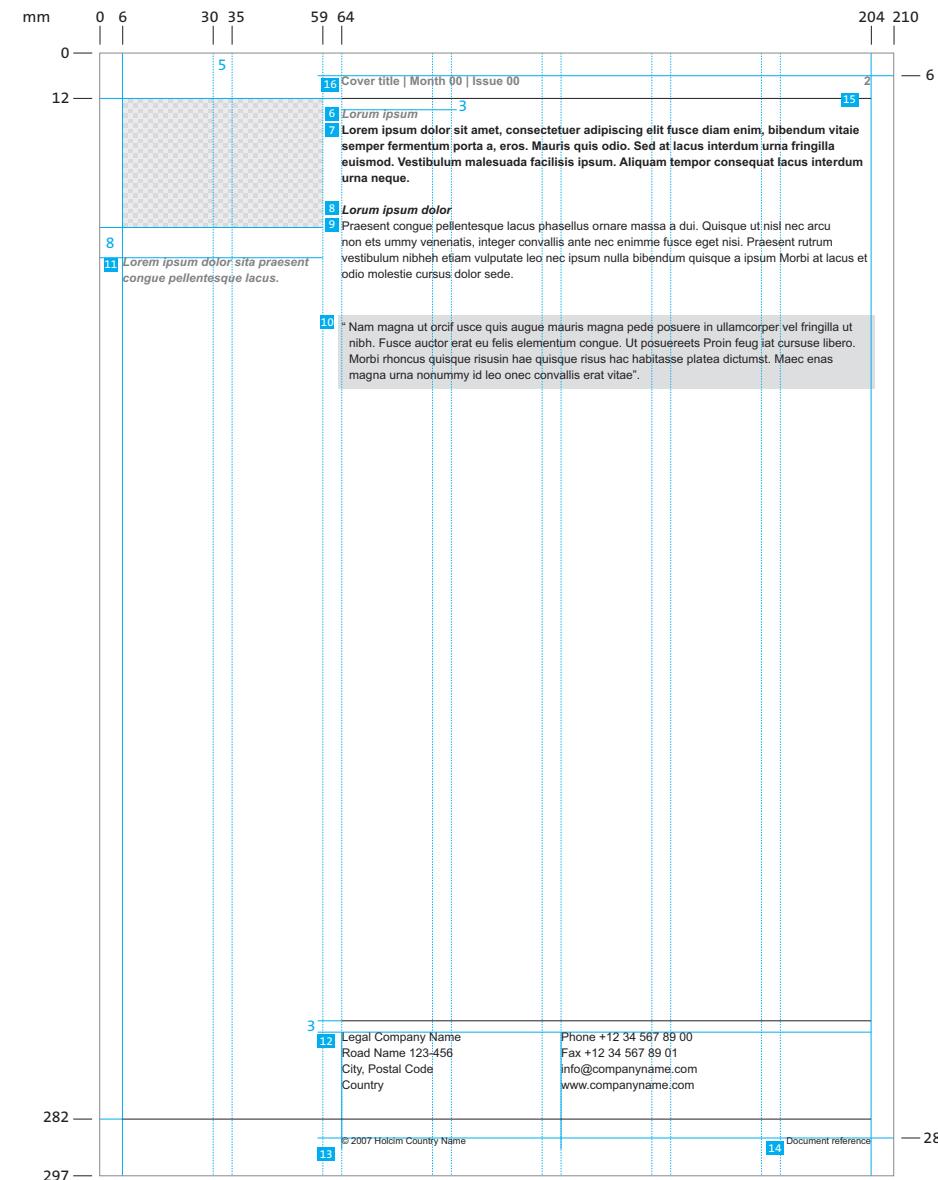
Black

Space before and after rules should be set at a minimum of 6pt

### 16 Country descriptor / Month / Issue no. and page no.

8.5pt Arial Bold

Core colors



## 8.2.15 US digital newsletter – first page with large image

### Branding area

The branding area on the front of a US digital newsletter always remains white.

### Information area

The information area on the front of a US digital newsletter may adopt any of the core or secondary colors at either 50%, 70% or 100% tint.

### Image area

The image area on the front of a US digital newsletter may adopt any of the core or secondary colors at either 50%, 70% or 100% tint or an image.

### General information

The position of the header panel and footer information (address, copyright and document reference) are fixed and cannot be moved. However, the header panel can change color on each issue for differentiation – always use a color from the Holcim color palette.

All text must align with the 'H' of the Holcim logo with the left margin being used for images and captions only.

It is better to increase the number of pages rather than overload each page with information. Good use of white space helps readability and adding horizontal rules between different articles helps to visually break up text heavy documents.

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

#### 1 Holcim logo

Height 6.5mm of 'H'  
Full color logo (RGB) on white

#### 2 Cover title

24pt Arial Bold  
Color:  
White out of core or  
secondary color  
Core or secondary color  
on white

#### 3 Subtitle

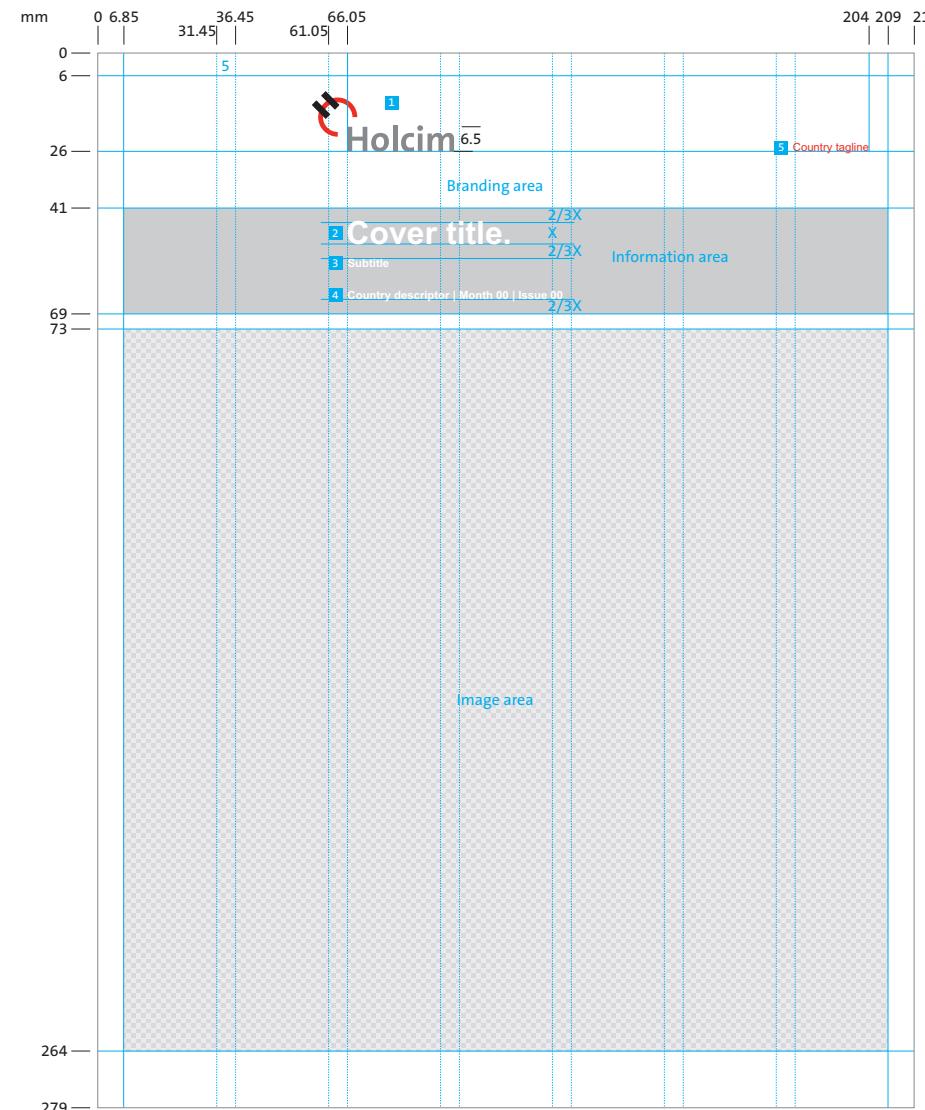
8.5/12pt Arial Bold  
Color:  
White out of core or  
secondary color  
Core or secondary color  
on white

#### 4 Country descriptor / Month / Issue no.

8.5/12pt Arial Bold  
Color:  
White out of core or  
secondary color  
Core or secondary color  
on white

#### 5 Country tagline

8.5pt Arial Plain  
Holcim Red



## 8.2.16 US digital newsletter – one page

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

The header is fixed and cannot be moved, only changed in color and content. All text must align with the 'H' of the Holcim logo. Left margin is only for images and captions. Horizontal lines in between articles should visually break up the text. White space is necessary for good readability.

### 1 Holcim logo

Height 6.5mm of 'H'  
Full color logo (RGB) on white

### 2 Cover title

24pt Arial Bold

Color:

White out of core or secondary color  
Secondary color on white

### 3 Subtitle

8.5/12pt Arial Bold

Color:

White out of core or secondary color  
Core or secondary color on white

### 4 Country descriptor / Month / Issue no.

8.5/12pt Arial Bold

Color:

White out of core or secondary color  
Core or secondary color on white

### 5 Country tagline

8.5pt Arial Plain  
Holcim Red

### 6 Main heading

8.5/12pt Arial Bold  
Core or secondary color on white

### 7 Introduction

8.5/12pt Arial Bold  
Black

### 8 Subtitle

8.5/12pt Arial Bold Italic  
Black

### 9 Body copy

8.5/12pt Arial Regular  
Black

### 10 Quote

8.5/12pt Arial Bold Italic  
Black on 20% tint of core or secondary colors

### 11 Caption

8.5/12pt Arial Bold Italic  
Core or secondary colors

### 12 Address

8.5/12pt Arial Regular  
Black

### 13 Copyright reference

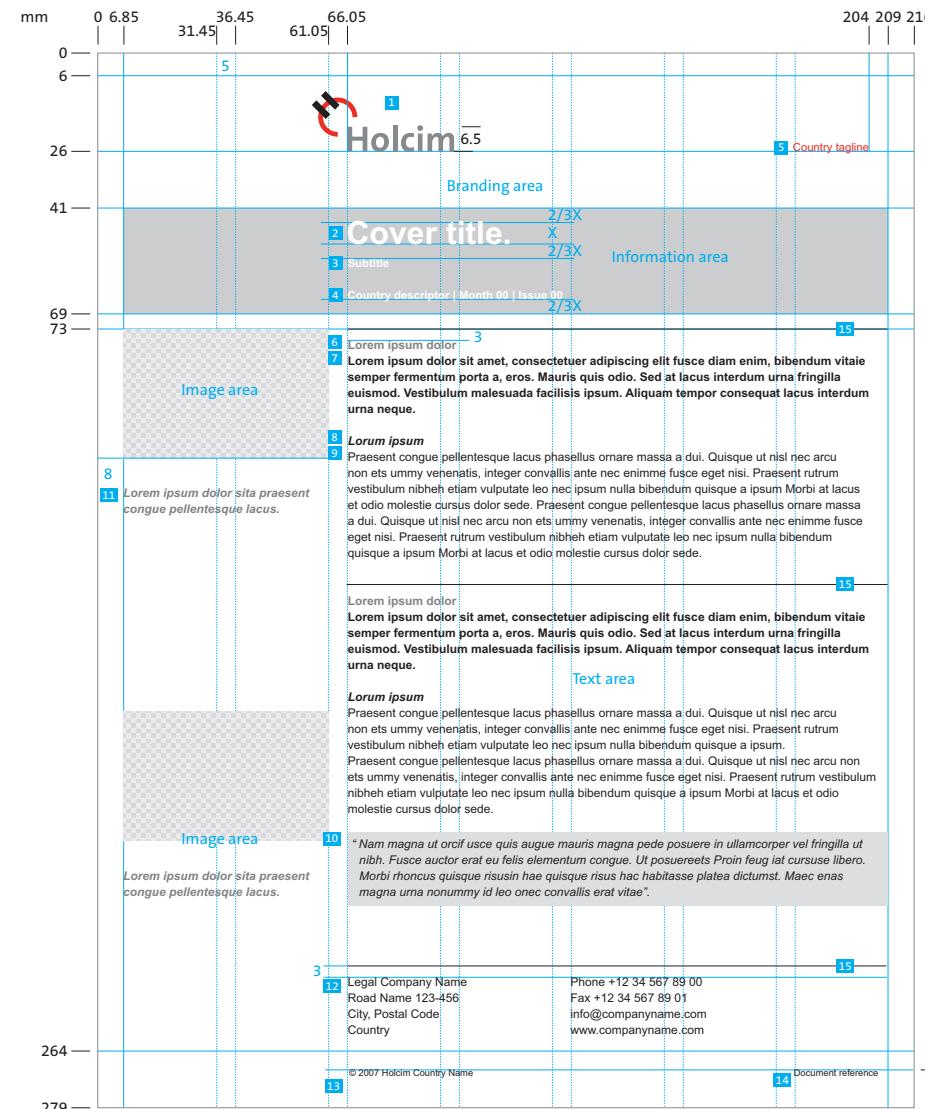
7pt Arial Regular  
Black

### 14 Document reference

7pt Arial Regular  
Black

### 15 Divider rules

0.3pt  
Black  
Space before and after rules should be set at a minimum of 6pt



## 8.2.17 US digital newsletter – following pages

### Format size

US, 215.9 x 279.4mm (8.5" x 11")

The footer is fixed and cannot be moved, only changed in color and content.

### 6 Main heading

8.5/12pt Arial Bold  
Core or secondary colors

### 7 Introduction

8.5/12pt Arial Bold  
Black

### 8 Subtitle

8.5/12pt Arial Bold Italic  
Black

### 9 Body copy

8.5/12pt Arial Regular  
Black

### 10 Quote

8.5/12pt Arial Bold Italic  
Black on 20% tint of core or secondary colors

### 11 Caption

8.5/12pt Arial Bold Italic  
Core or secondary colors

### 12 Address

8.5/12pt Arial Regular  
Black

### 13 Copyright reference

7pt Arial Regular  
Black

### 14 Document reference

7pt Arial Regular  
Black

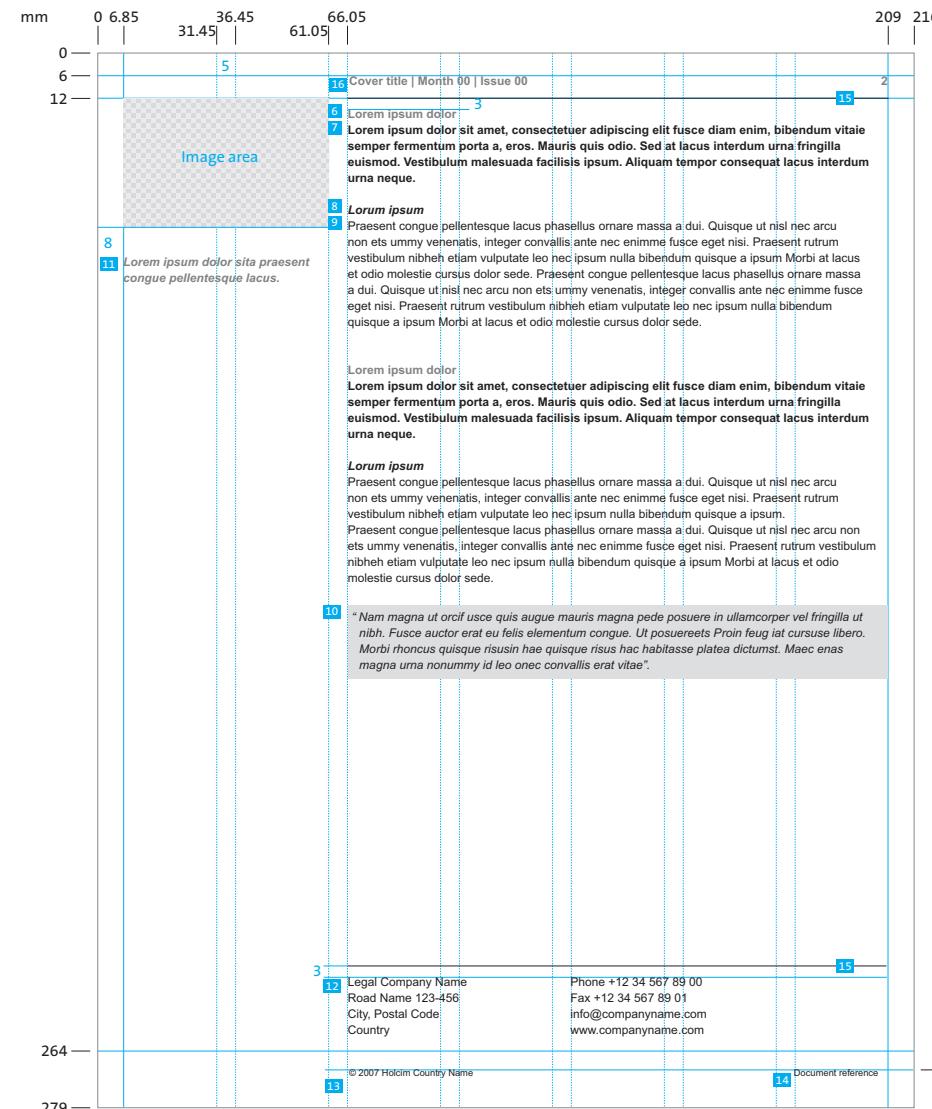
### 15 Text rules

0.3pt  
Black

Space before and after rules should be set at a minimum of 6pt

### 16 Country descriptor / Month / Issue no. and page no.

8.5pt Arial Bold  
Core or secondary colors



## 8.2.18 Editorial examples – formats

Whatever the format, the use of the brand area and information panel remains consistent. The difference between editorial publications and brochures is that the heading in the information panel of editorial publications is made to stand out much more, and unlike in brochures, there is an opportunity to introduce image captions and explanatory text within the brand area.

Again, any of the core colors and secondary colors at 50%, 70% and 100% tint may be used for the information panel.

The nature of editorial publications is such that you may chose to have copy text on the cover or a large image.

One page digital newsletters follow the same format explained above, but allow more space for body copy text and less space allocated to the brand and information areas.



A3 tabloid



A4 magazine



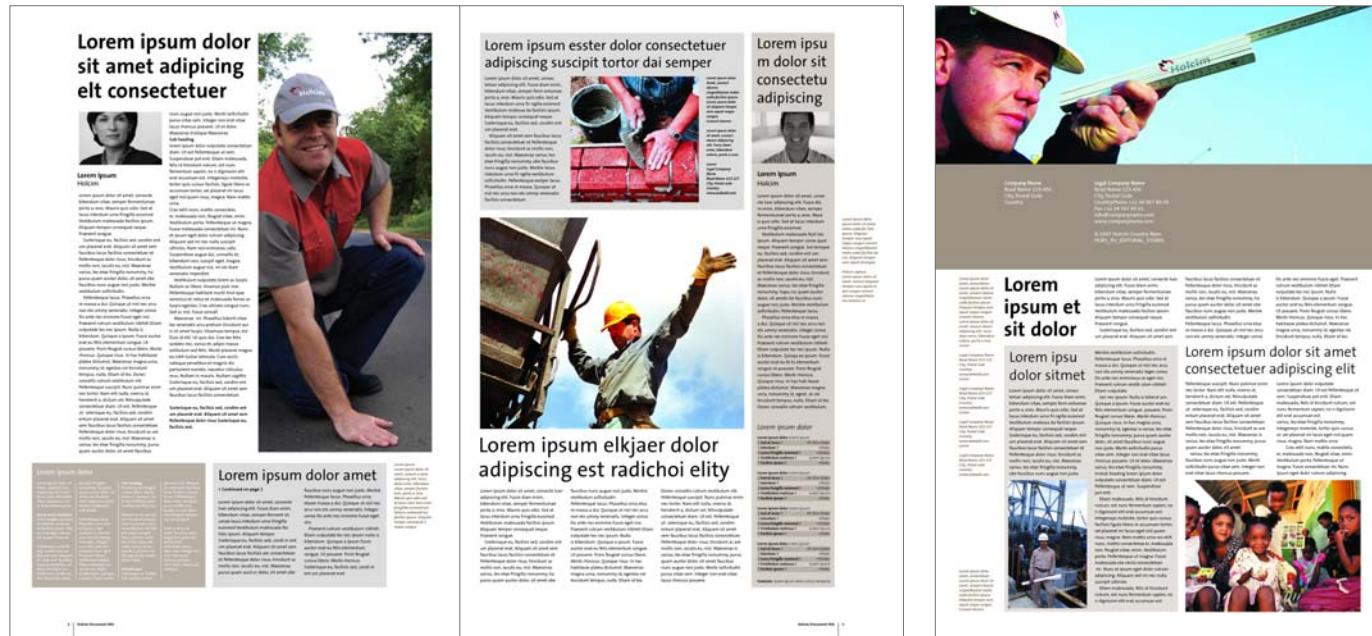
US magazine



Digital A4 electronic newsletter

## 8.2.19 A3 tabloid examples – inside spread styles

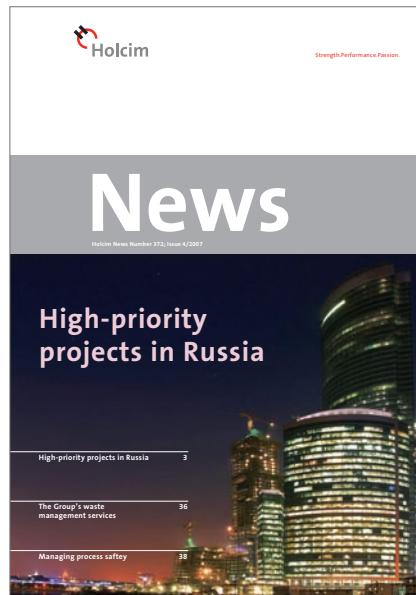
Despite a large amount of copy text, the way the text is laid out and the way imagery is used seeks to make the read interesting and engaging as well as informative.



A3 tabloid spread and back page

## 8.2.20 A4 magazine examples – front cover

Rules and article titles can be left or right aligned and move up and down within the image area.



Subtitle and article titles combined



Article titles only – ranged left



Article titles only – ranged right

## 8.2.21 A4 magazine examples – inside spread styles



A4 magazine spreads



## 8.2.22 A4 digital newsletter examples – formats

The same format used for a one page newsletter is applied to a two page newsletter. If a newsletter has any more than two pages, the front page may adopt an image as if it were a brochure cover with text spreading across the remainder of the pages.

The figure consists of three separate screenshots of digital newsletters. The first screenshot, labeled 'First page with image', shows a large, central photograph of a smiling man with a long beard and a blue hard hat, wearing an orange safety vest. The second screenshot, labeled 'One page newsletter', shows a layout with a sidebar on the left containing small images and text, and a main column on the right with more text and images. The third screenshot, labeled 'Footer on page', shows a two-page spread where the left page features a large image of a hand holding a green plant, and the right page contains footer information like company details and a copyright notice.

First page with image

One page newsletter

Footer on page

# **9 Advertising**

One of the biggest arenas for public exposure is advertising, especially in 'bag markets'. All of our advertising carries specific messages. Every time they see an advertisement, the audiences take out an overall message about the Holcim brand and what it stands for.

These Directives outline the fixed elements that make up your 'tool kit' for producing large scale billboards/ event banners, newspaper print/poster, online, magazine, and recruitment advertising. Within the Directives there is much scope to create powerful and arresting advertising.

Please also refer to the basic elements section of the Directives for guidance on the effective use of imagery, copy and our distinctive tone of voice.

## **9     Advertising**

### **9.1   General principles**

- 9.1.1 Advertising formats
- 9.1.2 Layout – print advertising
- 9.1.3 Layout – outdoor advertising
- 9.1.4 Layout – online advertising
- 9.1.5 Use of color

### **9.2   Print advertising**

- 9.3 Recruitment advertising
- 9.4 Yellow Pages advertising
- 9.5 Outdoor advertising
- 9.6 Online advertising
- 9.7 TV advertising

## 9.1 General principles

The only way we can develop our brands is by affecting the perceptions – both rational and emotional – of our target audiences. Our brand, with all its rich complexity of images, values and reasons to buy, exists in one place only: the heads and the hearts of our target audience. This is why we say that they own the brand.

For any kind of advertising execution we should ask ourselves four key questions:

### **Will it get attention?**

We need to make sure our advertising cuts through, has impact, is enjoyable and involving. However, whilst all great ads capture attention, not all that do so are great.

### **Is it different?**

The ad must be different from those of our competitors and indeed other ads on the page or in the publication.

**Is it aligned to our brand essence?**  
Our brand should not be tacked on. The entire look and feel as well as the creative idea should reflect our brand essence and not just loosely attached to the brand. The ad must be true to our values and brand personality. It should give a feeling for what the experience will be when consuming the product, i.e. be a sample of the brand.

**Does it communicate our core message convincingly?**  
The message should be understood – it should concentrate on what makes us different in a way that will lead to a positive change in consumer behavior. To do this, it must be simple to understand, not confusing.

## 9.1.1 Advertising formats

### The Holcim advertising format

Our advertising format is simple and straightforward. Correctly applied it ensures consistency and recognition of our brand. The Holcim brand and local tagline always sign off the ad. The logo and tagline area is to be always kept clean of any other elements.

To create a powerful ad in this format depends entirely on the right choice of image and words.

In the basic elements section of this document you can find guidance on how a good image is constructed and some basic guidance on writing good copy.

In general both pure text and color based ads with few words and ads using powerful images can be equally arresting. A word of advice: if you do not have a good and strong image to show it is preferable to use a type based ad.

The following principles should be adhered to. They describe how effective and efficient advertising can be created.

Different formats may be used in advertising depending on the medium.

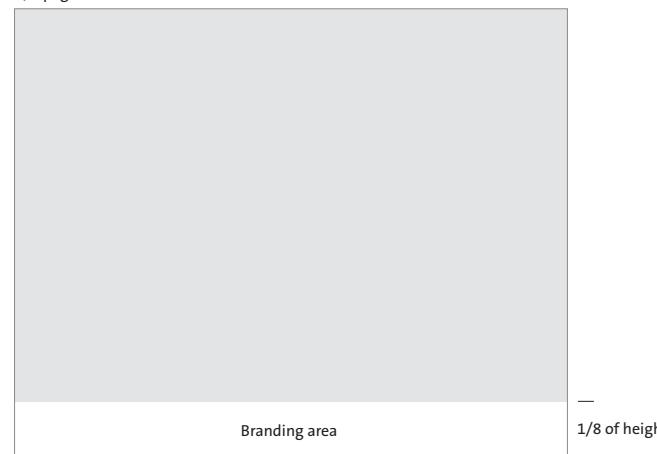
The branding area is set at 1/8 of the height of all advertisement formats with the exception of long thin advertisements (such as billboard) where a proportion of 1/6 is preferred in order to ensure we maintain the correct level of impact for the Holcim logo.

**Exception:** For adverts that are seen at a distance the depth of the branding area may have to be increased to 1/3 of the height of the billboard advertisement. In this case, the height of the Holcim logo and country tagline will increase proportionally in order to maintain the correct level of impact.

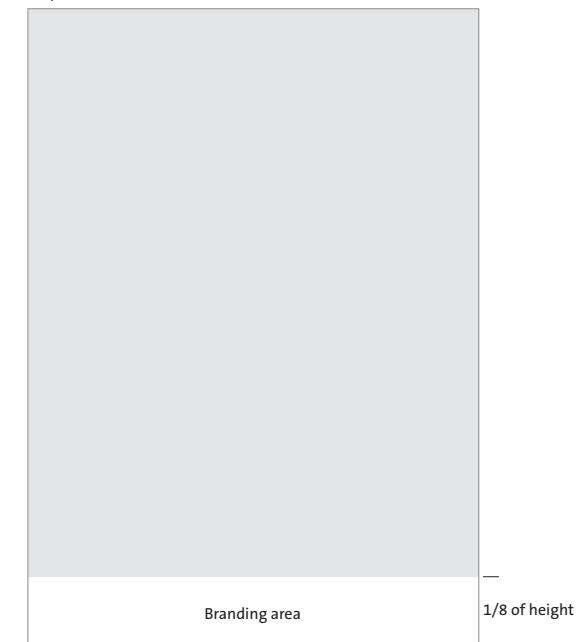
Within very small adverts the 1/8 proportion does not always work. It is permissible to proportionally enlarge the branding panel to a more legible size e.g. 1/4 of the advert height.

### Formats with branding area 1/8 height of format

1/2 page

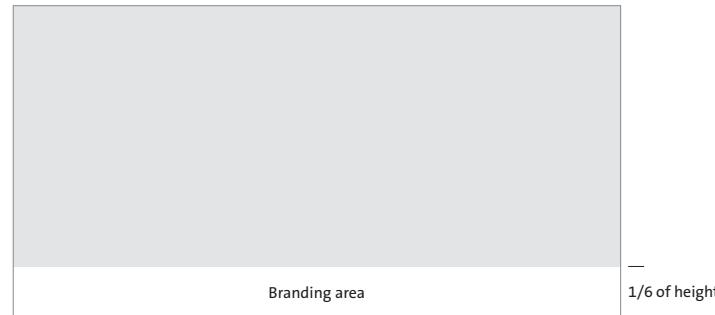


A4 portrait



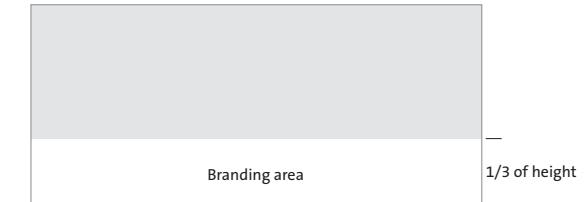
### Format with branding area 1/6 height of format

Billboard



### Format with branding area 1/3 height of format

General



## 9.1.2 Layout – print advertising

### Branding area

The branding area contains the Holcim logo and the Country tagline or alternatively a URL (web address). No other information should be placed in the branding area.

### Information area

The headline, copy text and alternatively the URL are placed in the information area of the advert. The amount of text used will determine the depth of the information area for adverts where an image will also appear in support of the copy.

For adverts where no image is required, the whole of the area above the branding area may be used for headline and copy text.

As an alternative, the headline only may also be placed on the image leaving the information area for copy text only.

On product advertisements, the cement bag may also be placed within the information area and next to the copy text. The bag shown in the advert needs to be aligned with the product being advertised by ensuring the color on the bag is the same as the color used for the information area.

### Image area

The area above the branding and information area is used for placement of images that work in support of the message being communicated. Alternatively, it may be in any of our colors. The depth of the image area is also flexible and is dependent on the amount of space used by the headline and copy text.

On product advertisements, the cement bag may also appear within the image area as long as it is part of the main image being used.

#### 1 Holcim logo

Holcim Red, gray and black on white or black

#### 2 Header

Size depends on advert format  
TheSans B7 Bold or Bold Italic  
black, gray, white or red  
Y = cap height, which defines leading between header and text

#### 3 Subhead

Size depends on advert format  
TheSans B7 Bold  
black, gray, white or red

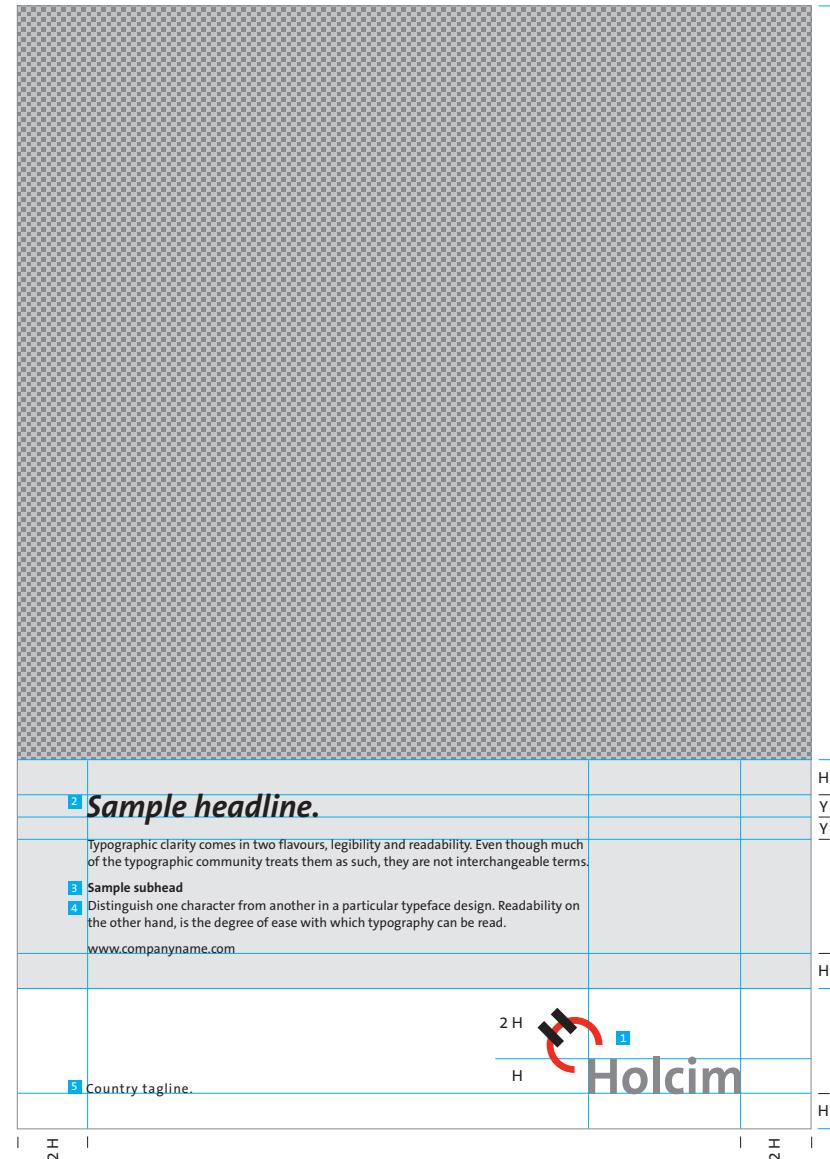
#### 4 Text

Size depends on advert format  
TheSans B5 Plain  
black, gray, white or red

#### 5 Country tagline

Size same as advert body text  
TheSans B5 Plain  
in red or black

### Branding area 1/8



### Heading within image area



## 9.1.3 Layout – outdoor advertising

### Branding area

The branding area contains the Holcim logo and the Country tagline or alternatively a URL (web address). No other information should be placed in the branding area.

### Information area

The nature of billboards is such that communication through this medium needs to be focused. As such, use of a short and impactful statement or sentence is more effective than trying to replicate a print advertisement with lots of copy text, but at a larger scale. Therefore, the depth of the information area will be between a minimum of 1/2 the depth of the branding area and as large as is required to accommodate the headline.

In order to maximize the impact of the image, the heading may also be placed on the image within the image area therefore dispensing of the information area.

Another option will also allow for the placement of the heading within the image area, as mentioned above, but maintain the information area which is instead used to present the country tagline or URL / web address.

### Image area

The image area on billboards may vary depending on the size of the information area. If the headline appears on the image, the image may then take up the maximum space available. Alternatively, it may be in any of our colors.

#### 1 Holcim logo

Color Holcim Red, gray and black on white or black

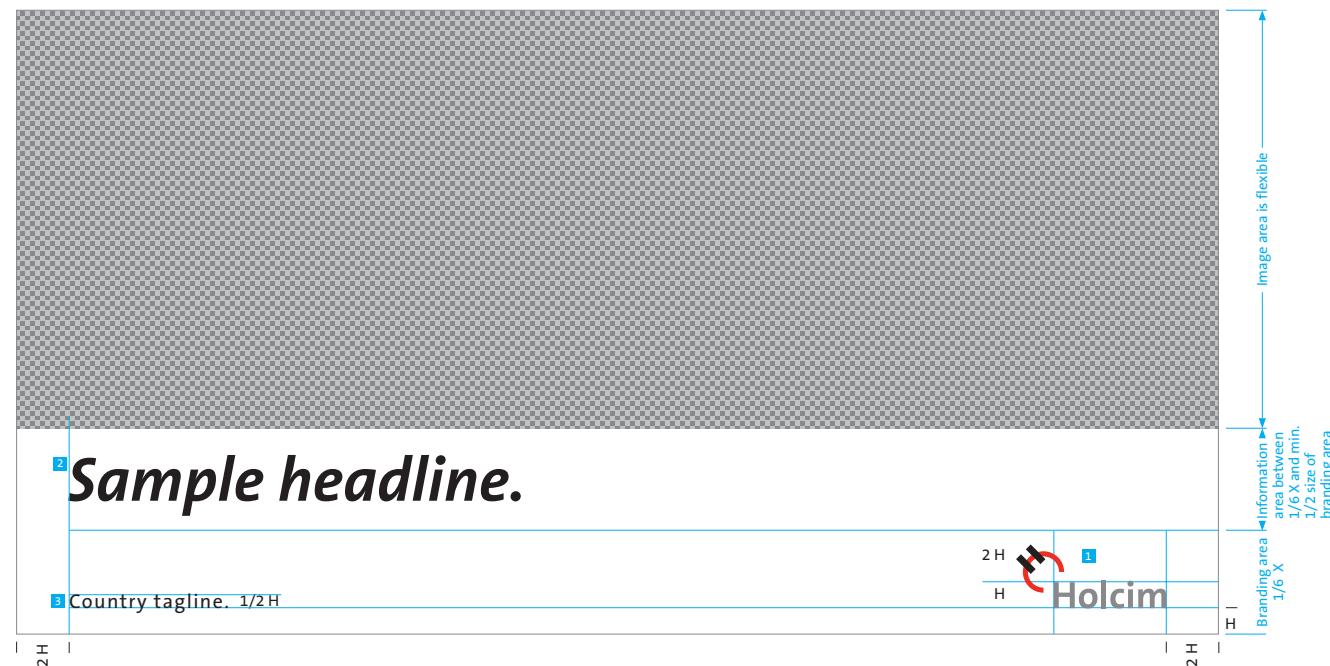
#### 2 Header

TheSans B7 Bold or Bold Italic Black, gray, white or red

#### 3 Country tagline

TheSans B5 Plain  
Black, gray, white or red

### Billboard – branding area 1/6 height



### Billboard with heading within image area



## 9.1.4 Layout – online advertising

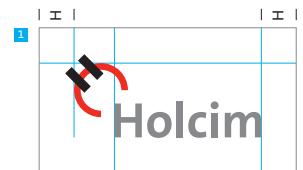
Online advertising should be short in copy and engage the target audience into clicking to gain further information.

The format and overall look and feel of the advert will be determined by where it appears on the online page and by the message it is trying to convey. The simpler the message, the more likely you are to be noticed.

Due to the many variations of online adverts it is impossible to give exact specifications for each element within a layout. However, brand consistency can still be achieved with accurate use of color and typography. Try to observe the 'H' rule for the Holcim logo – this is a good starting point when creating an online advert. Also try to match as closely as possible the ratio between red and white areas and the type size in relation to the Holcim logo.

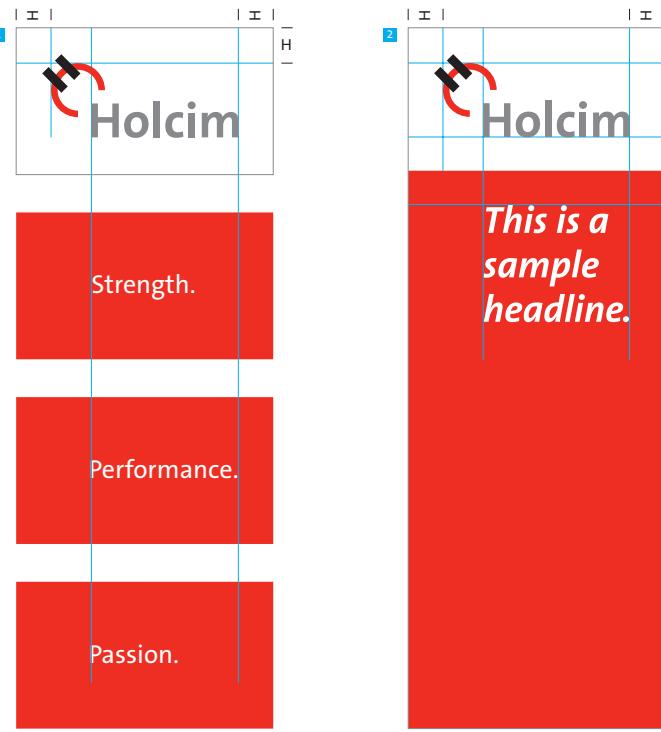
### 1 Animated sequence

This starts with the Holcim logo and then runs through a sequence revealing the tagline. The wording is aligned with and is no longer than the Holcim logo.



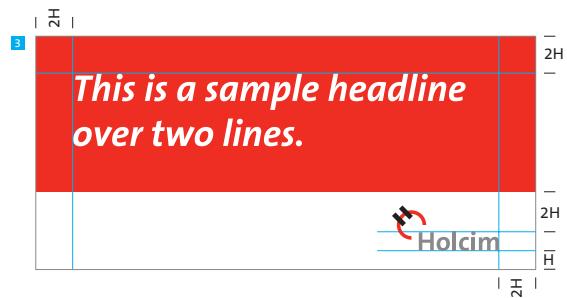
### 2 Vertical banner

The size of the 'H' in Holcim determines the structure of this layout and the size and position of the typography.



### 3 Horizontal banner

The size of the 'H' in Holcim determines the structure of this layout and the size and position of the typography.



Online revolving animated sequence

Online vertical

Online horizontal



Online narrow option

## 9.1.5 Use of color

In order to increase impact but also add variety and flexibility, any of the core or secondary colors at 100% and tints of 50% or 70%, may be used in the information and image areas of advertisements.

On dark colors, headlines and copy text should appear in white.

On very light backgrounds headlines and copy text can appear in black.

The branding area should always appear white.

### Coloration

*This is a sample for a headline.  
This is a sample headline over five lines.*

Syntactic clarity comes in two flavors, legibility and readability. Even though much of the syntactic community treats them as such, they are not interchangeable terms. Legibility is generally considered to be the ability to distinguish one character from another in a particular typeface design. Readability on the other hand, is the degree of ease with which syntactic can be read.

[www.compguide.com](http://www.compguide.com)



*Sample headline.*

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[www.compguide.com](http://www.compguide.com)



## 9.2 Print advertising

The biggest difference between print and other channels is that print is a selective channel – the reader chooses the publication, then chooses what he/she reads within it. Despite being a form of mass communication, the print channel does not communicate en masse as does TV and outdoor.

### Know the publication

How do you start? By studying the publication – each publication, as the context of each is different. This means understanding its physical layout, style of presentation and above all its character. In no other advertising channel is the written word so important. The print channel allows you to tell a full story, if necessary in detail, to explain, to develop an argument, even deliver complex messages.

When you look at a poster, it works completely on its own, without any surround effect. However, an ad's appearance in a publication implies an association between the two – the publication appears to endorse the brand. It lends authority.

### Know your reader

The biggest challenge is the fact that the reader is in charge and has to be seduced into reading and continuing to read. This demands not just creative skill, but empathy. Communication begins at the end – with the individual receiving your message. (Always think of one person not a mass audience. You can't focus on a mass.)

Remind yourself of what you know of the reader. Consider his/her mood at the time of reading. Is the reader relaxed, passive, merely flicking through – or active, seeking guidance or stimulus? Are you trying to grab attention over a hurried breakfast or to engage in conversation?

Communication is two-way. What response will the headline evoke? Now – does the sub-head or the first line of copy relate to that response? The best communicator encourages participation, allowing the receiver to contribute to the creation of the ad. Treat your audience as intelligent. So avoid hitting your audience over the head with the strategy – they will resent you for this.

*This is a sample for a headline.*

Country tagline.



*This is a sample for a headline.*

Country tagline.



*This is a sample headline on four lines. This sample headline is four lines long. A sample headline.*

Country tagline.



*This is a sample headline on four lines. This sample headline is four lines long. A sample headline.*

Country tagline.



Half page text only advertisements – branding panel 1/8

## **9.2 Print advertising (continued)**

The reading pattern is seldom systematic

Readers do not 'consume' the channel in a systematic manner. They rarely go through a publication from beginning to end. Similarly, advertisements are not always read in the order or at the pace the advertiser would like. A print ad for the reader who scans is very much like a poster. So observations on outdoor (see the outdoor section) are often applicable in print. In western and other cultures readers read from left to right. And right therefore is where the eye is more likely to rest.

## Capturing attention without offending

We've paid for the privilege of occupying a place next to interesting editorial and illustration, news, features, etc. We need to intrude, or we won't be seen. But we need to do so in a way that the reader welcomes – rather than resents.

Above all, the ad needs to grab attention, it must contain a creative ‘hook’ – something interesting, eye-catching, different, intriguing but relevant to the reader.

Good ads surprise, though not all surprising ads are good. Surprise isn't simply a shock of the unexpected, eliciting the response 'Wow!'. Often it's a shock of the obvious – but seen for the first time, eliciting the response 'of course, why didn't I think of that?' But avoid surprise for its own sake. Surprise must be relevant.



Half page press advertisements – branding panel 1/8

## 9.2 Print advertising (continued)

### How long should the copy be?

Conventional wisdom suggests that people don't read long copy. The fact is that they don't read any copy (long or short) which does not interest them. Conversely, if interest is maintained, then print – of all channels – can build the deepest relationship with the respondent. Print therefore can be of any length – within reason. The reader's attention span is determined not by time (as in broadcast channels), but by the reader's inclination. Body copy should be as long as – and no longer than – it needs to be. Is it a postcard when what's needed is a letter? Or a letter when a postcard – e.g. bullet points – would do?

### Is there a reward?

Ask yourself does the ad reward the reader for taking the trouble to read it?

### Review the ad in context

Finally, make sure you see the ad in the way that it will appear. Before finalizing the ad, a production mock-up should be reproduced – and evaluated – in a copy of the actual newspaper or magazine.



A4 portrait product press advertisements – branding panel 1/8

## 9.3 Recruitment advertising

### The Holcim format

To create a powerful ad in this format depends entirely on the right choice of image and words. For recruitment ads in particular it is important to make the most out of the restricted space we are usually working with. Try to use a good image and try not to overload the reader with copy. Keep in mind that you do not need to tell the entire story with the ad. In most available studies in this field it is very clear that people go to our websites or talk to others if they want further information. NB: The examples shown here are simply graphic formats but not recommendations for content.

Please adhere to these principles to make recruitment advertising find the ideal candidate and support building the brand further.

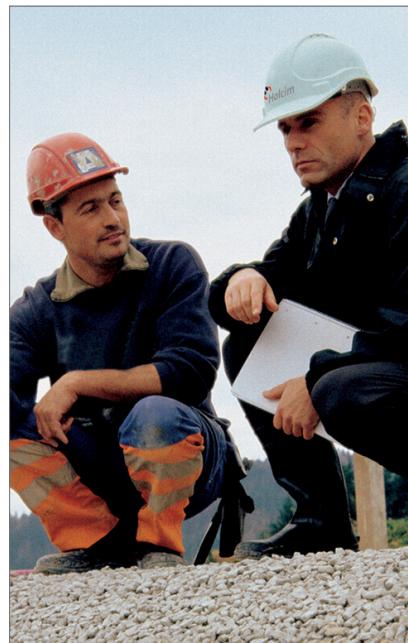
For recruitment ads the same principles as for any print ad apply. People considering jobs are just as much consumers as anybody else. In the past recruitment sections of newspapers and magazines were like a laundry list of jobs. In today's world of employment branding recruitment advertising is more complex than ever.

'The power of dreams, personal fulfillment, dedication to making a difference, be who you want to be'. Those enticing words may sound like something from a self-help guide, but are, in fact, a sampling of the terminology you'll find in

today's recruitment ads. Certainly, they're a far cry from traditional recruitment ads, when an employer would simply post the availability of a job, list the qualifications needed to fill the position, and outline its duties and responsibilities. Just as we invest in product and corporate branding to ensure a desired image is associated with our company and products, employer branding promotes our company's image within our industry.

#### Three main target groups:

1. The first objective of a good recruitment ad is to attract and eventually recruit the best candidates.
2. Not just for today: A good recruitment ad has long-term effects, so a potential candidate will consider working for Holcim at some future stage in their careers. It will also attract 'inactive job seekers' who are not actively looking for new employment at this stage.
3. In addition to attracting potential candidates, an accurate description of a positive environment goes a long way to fostering pride in our organization – among our people, shareholders and suppliers – and will even be noticed by the competition interested in what we have to offer. A good recruitment ad should make people currently working for Holcim feel good about us.



### This is a sample headline on two lines.

For practical purposes, the definitions are not all that important. What is important is that you are aware of the factors that can affect typeface legibility.

[www.companyname.com](http://www.companyname.com)



Ideal scenario - inspiring through images



### Marketing Consultant.

For our Commercial Services we are looking for a Marketing Consultant for international projects.

Even though much of the typographic community treats them as such, they are not interchangeable terms. Different typefaces have varying degrees of legibility; while typography should be readable.

#### As a result, it is possible to use a highly:

- Legible typeface and create unreadable typography.
- While carefully constructed, typography cannot restore missing legibility to a typeface design.

For practical purposes, the definitions are not all that important. What is important is that you are aware of the factors that can affect typeface legibility.

Legal Company name  
Address line 1  
Road Name 123-456  
City, Postal code  
Country

[www.companyname.com](http://www.companyname.com)



Worst case scenarios with large amounts of text

### This is a sample headline on two lines.

*Lorum ipsum dolor sit amet adipiscing elit nulla gravida odio vitae.*

*Lorum ipsum dolor sit amet, consectetuer adipiscing elit nulla gravida odio vitae aen can gravida dapibus metus. Quisque eros dia m, hendrerit at, posuere ut.*

Duis in massa ut ipsum iaculis tincidunt:

- *Lorum ipsum dolor sit amet, consectetuer adipiscing elit*

• *Mauris diam ipsum aliquam sed blandit lacinia eget ligula in lacus tortor, interdum non, bibendum vitae*

*Lorum ipsum dolor sit amet, consectetuer adipiscing elit. Nulla gravida odio vitae sem. Aene metus. Ut vel turpis.*

*Vel nulla lobortis placerat. Sed fermentum mi ac turpis. In hac habitasse platea dictumst. Donec velit augue, mollis placerat, aliquet posuere, imperdiet sed.*

Legal Company Name  
Address 1  
Road Name 123-456  
City, Postal code  
Country

[www.companyname.com](http://www.companyname.com)



## 9.3 Recruitment advertising (continued)

### Key considerations for creating recruitment ads

As mentioned before, strong recruitment ads follow the same principle as any other print ads:

- Know your target group
- Know the publication you advertise in (context relevance)
- Make it engaging and interesting
- Make it different: It is essential to know our relevant strengths and what's going to allow us to attract the right candidates before we create an ad.
- Be 'on brand': consider our brand essence, tone of voice and the advertising we target at other target groups (especially markets and corporate advertising). Ideally, HR, Marketing and Corporate Communications should team up for this task to get the best results.

- Don't just talk about the job: introduce who we are and what we are about, our philosophy, management style and opportunities for career advancement. Keep in mind that any recruitment ad should build our reputation as a great place to work. In the end a great recruitment ad talks less about the skills a candidate must have and more about the skills they could develop when working with us.

A word of caution: Don't save on the creation of recruitment ads. Given the investment in placing an ad, a well created ad will leverage this investment and make our money go further.



**Sample headline.**

Even though much of the typographic community treats them as such, they are not interchangeable terms.

Even though much of the typographic community treats them as such, they are not interchangeable terms. Different typefaces have varying degrees of legibility, while typography should be readable.

As a result, it is possible to use a highly:

- Legible typeface and create unreadable typography.
- While carefully constructed, typography cannot restore missing legibility to a typeface design.

[www.companyname.com](http://www.companyname.com)

Country tagline.

**Holcim**

*This is a sample headline three lines long. This is a sample headline.*

Even though much of the typographic community treats them as such, they are not interchangeable terms.

Even though much of the typographic community treats them as such, they are not interchangeable terms. Different typefaces have varying degrees of legibility; while typography should be readable.

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For practical purposes, the definitions are not all that important. What is important is that you are aware of the factors that can affect typeface legibility.

Legal Company name  
Address Line 1  
Road Name 123-456  
City, Postal code  
[www.companyname.com](http://www.companyname.com)



Country tagline.

## 9.4 Yellow Pages advertising

The nature of the content or type of message being conveyed determines whether an image may be used or not.

### Branding panel

If a set of similar size adverts are to appear on the same page or within the same publication then the branding panel can be the same height across all of the adverts.

Within very small adverts the 1/8 proportion does not always work. It is permissible to proportionally enlarge the branding panel to a more legible size e.g. 1/4 of the advert height.



**Build with confidence.**

- Ready Mixed Concrete
- Ready Pumping
- Ready Pavers
- Ready Blocks
- Delivery
- Free Advice
- Site Inspections
- Quotes

Freephone 0800 000 000

Legal Company Name,  
Road Name 123-456  
City, Postal code  
Country  
Phone + 12 23 567 89 00  
Fax + 12 23 567 89 01

Legal Company Name,  
Road Name 123-456  
City, Postal code  
Phone + 12 23 567 89 00

Legal Company Name,  
Address line 1,  
Road Name 123-456,  
City, Postal Code,  
Country  
[www.companyname.com](http://www.companyname.com)

Country tagline.

**Holcim**



**Build with confidence.**

Freephone 0800 000 000

Country tagline.

**Holcim**



**Build with Confidence.**

- Ready Mixed Concrete
- Ready Pumping
- Ready Pavers
- Ready Blocks
- Delivery
- Free advice
- Site inspections
- Quotes

Freephone 0800 000 000  
[www.holcim.com](http://www.holcim.com)

Country tagline.

**Holcim**

Exception to the rule -  
example of the 1/4 branding panel on a very small advert.

## 9.4 Yellow Pages advertising (continued)

***Build with confidence.***

- **Ready Mixed Concrete**
- **Ready Pumping**
- **Ready Pavers**
- **Ready Blocks**
- **Delivery**
- **Free Advice**
- **Site Inspections**
- **Quotes**

**Freephone 0800 000 000**

Country tagline.

Legal Company Name,  
Road Name 123-456  
City, Postal code  
Country  
Phone + 12 23 567 89 00  
Fax + 12 23 567 89 01

Legal Company Name,  
Road Name 123-456  
City, Postal code  
Phone + 12 23 567 89 00

Legal Company Name,  
Address line 1,  
Road Name 123-456,  
City, Postal Code,  
Country  
[www.companyname.com](http://www.companyname.com)

 Holcim



***Build with confidence.***

**Freephone 0800 000 000**

Country tagline.

 Holcim

***Build with Confidence.***

- Ready Mixed Concrete
- Ready Pumping
- Ready Pavers
- Ready Blocks
- Delivery
- Free advice
- Site inspections
- Quotes

**Freephone 0800 000 000**

[www.holcim.com](http://www.holcim.com)

Country tagline.

 Holcim

Exception to the rule -  
example of the 1/4 branding panel on a very small advert.

## 9.5 Outdoor advertising

### The Holcim format

To create powerful outdoor advertising we provide different proportions for our logo and taglines required by the size of outdoor advertising you may place at a location.

The examples show how you can use the placement of big text elements in images to create an effective ad. Of course those examples are merely design driven and you need to create the right content and choose the appropriate image based on your communication objectives, place and target group.

It is also important to note that the positioning of our brand at the bottom left of the billboards requires placement elevated from the ground. If a Holcim billboard is placed on ground level, our brand may be easily obscured or dirtied and not effective. If you absolutely require this kind of placement please contact HGRS Branding.

An exception to this format and the associated rules are any forms of stadium advertising which are also targeted at TV broadcast. In this instance our logo on white background does not stand out or transmit well (this is a general problem of TV broadcast). For these instances you may apply our logo and possible text in white reversed out of red or black backgrounds.

To create effective outdoor advertising please follow these principles:

### It's pure advertising (outdoor is an advertising only communications channel)

Unlike print, radio and television, outdoor is an advertising only channel, it is not 'hitching a ride' alongside editorial, information or entertainment.

### It's part of the environment (adapt your posters to the environment)

Outdoor ads can add interest, gaiety, color to the street – becoming part of it and forming recognizable landmarks. Outdoor is democratic. Everybody goes outdoor – the homeless and the chauffeured company chairman – virtually everybody is outdoors every day. The sign is seen by everyone and everyone knows that everyone else is seeing it. It is mostly a mass channel but it can be targeted to shoppers, commuters and more specifically, to different districts of a town or city. An outdoor ad can be positioned near or even within a point of purchase.

Outdoor is BIG. It can dominate in an environment where it is legitimate to speak loudly, to make the big gesture, to use the rhetoric of the street corner meeting inappropriate to the drawing room. Most importantly, outdoor is based on movement – the viewer is moving past the sign, or the sign is moving past the viewer. In the case of bus backs, the sign and the following motorist even move together!



*This is a sample headline on one line.*



*This is a sample headline on one line.*



Billboard – branding panel 1/6

## 9.5 Outdoor advertising (continued)

**It's contemporary because it's quick (fast is modern and appeals to the young)**

Communication is short and quick which makes it very suitable to young people as it fits their attention span – and lifestyle. As with all forms of advertising, likeability and recall are closely linked. So check that your poster is 'likeable'. And you will win 'street credibility' for your brand.

**It enables PR (outdoor ads can be used as a platform for other media)**

Political parties learnt this years ago. Major sites, spectaculairs can be used to generate news coverage in other media.

**It has to work instantly and need to be bold (an impactfull short exposure)**

Outdoor can be as big as you like but it's essentially a 7-second commercial (exposed for 7 seconds, read for 2 seconds). The effect should be instant. It is a channel of broad brush strokes. It demands boldness. An outdoor poster should be to the eye what a shout is to the ear. Know the limits of poster communication – it is not recommended for detail, subtlety, and nuance.

**Solve the poster and you have solved the advertising (get to the point immediately)**

Outdoor is the toughest creative challenge – a weak idea cannot be disguised by expensive production values as with TV – the idea has to be strong, and simple... a 'site bite', the quintessence of the brand promise. Posters force you to get to the point in a way that no other medium does – but it is a skill, once learned, that can be applied with great profit to all our channels. As one famous creative director used to insist, "If you had to write the brief on a poster, what would it say?"

It's an interesting point that good poster creative can work in print; however good print work invariably flounders on posters.

**Play to the strengths (use the strengths of outdoor advertising)**

As with other channels, it is important to play to its strengths, rather than become a second class something else. For example, it is pointless to imitate a TV commercial by showing a sequence of pictures. The main limitation – TIME – must act, not as a restraint but as a discipline. If the advertising idea distils the brief, the poster should distil the advertising idea. This is advertising execution at its tightest, most closely honed.

**Size**

Outdoor is not one channel but several. From a small poster to a giant spectacular: A bus shelter tugs at your sleeve, and whispers in your eye, 'While you are waiting, could I just point out the following to you...?' whilst the huge billboard communicates best on a grand scale. Advertisers can enlarge their designs even further by cropping them severely thus encouraging the viewer to complete the picture in the area beyond the poster's frame. A similar technique can be employed with words by encouraging the reader to complete a sentence.

**Feedback**

Some advertisements get instant feedback via graffiti. It's a risk that all provocative statements run – indeed, some brave companies even invite it.

*This is a sample  
for a headline.*



Country tagline.

Example: billboard at large distance from viewers (e.g. high up on buildings) – branding panel 1/3

## 9.5 Outdoor advertising (continued)

### Guidelines for effective poster construction

#### 1. Consider the type of structure

A billboard demands to be loud: a bus shelter may encourage conversation.

#### 2. Consider the context

A bus side passes a pedestrian but a bus back may be in a following driver's vision for a long time.

#### 3. Consider the location

Outdoor is the only channel that you know where the viewer will be at the moment of viewing. And possibly in what mood: In a hurry. In a shopping mood. Going to work... returning. It is crucial that the proportions of the ad are known at the outset. This has become more important with the advent of new display sizes.

#### 4. Keep the word count short

A 6 sheet poster is actively viewed for just 2 seconds – during which time the brain can only take in 5 to 7 words. Packing a poster with lots of messages may make us feel better, but if the consumer misses them all they have been pointless. Single minded and simple propositions, almost without exception, work best on posters. If your communication cannot be reduced to 7 words, then posters are probably the wrong medium to be using.

#### 5. Color and contrast adds impact

'Hot' colors such as red and yellow work particularly well on outdoor. Pastels are less effective and a combination of pastels can be disastrous for visibility – color is needed, but with contrast.

#### 6. Most people read in a 'Z'

In the western world everyone reads in a Z fashion. Starting at the top left of an image, the eye scans across to the right, then down through the central image before moving from bottom left to right. In cultures where this pattern does not apply please adjust accordingly. The method of reading of your audience should be reflected in a poster's construction.

#### 7. Image attracts the eye

Make sure the ad stands out – that it is different in style, design and idea from competing ads and neighboring signage. A common sense rule dictates a single, dominant visual.

#### 8. Do a poster - not something else!

Don't attempt narrative. Narrative can't be glanced. Great film posters don't attempt it. Rather they dramatize the essence of the film in one composite of image and a few words.

**A word of caution:** Today's outdoor environments can be very cluttered, especially in mega-cities. The challenge for everyone in this game is to stand out from the crowd. That's why outdoor tends to get ever bigger and bolder. Sometimes it can be a consideration to stay out of this game, also not to clutter our cities further and opt for more targeted advertising instead.



Example: very long and narrow billboard – branding panel 1/3



# 9.6 Online advertising

Online advertising can be a powerful way to complement our other advertising activities if used well. The strength of this channel is its interactivity and the possibility for the audience to get more information at a click. As such an online ad should therefore be short in copy and engage the target audience into clicking to gain further information.

Ever new ways of online advertising formats are emerging, e.g. classic web advertising, search engine ads, e-mail, mobile phone ads, etc. In all of those forms of interaction with our target groups we have to bear in mind that our advertising should never be intrusive or annoying. As a rule of thumb, ask yourself: would you like to be at the receiving end of the ad? Here some specific Directives:

- Web advertising: You may never use 'pop up' or 'pop under' ads on the web.
- E-mail and SMS marketing: You may not use unauthorized e-mails or SMS to large target populations (commonly known as 'spam'). We only allow 'opt-in' e-mail or SMS advertising' which requires prior approval or sign up by the receiver.

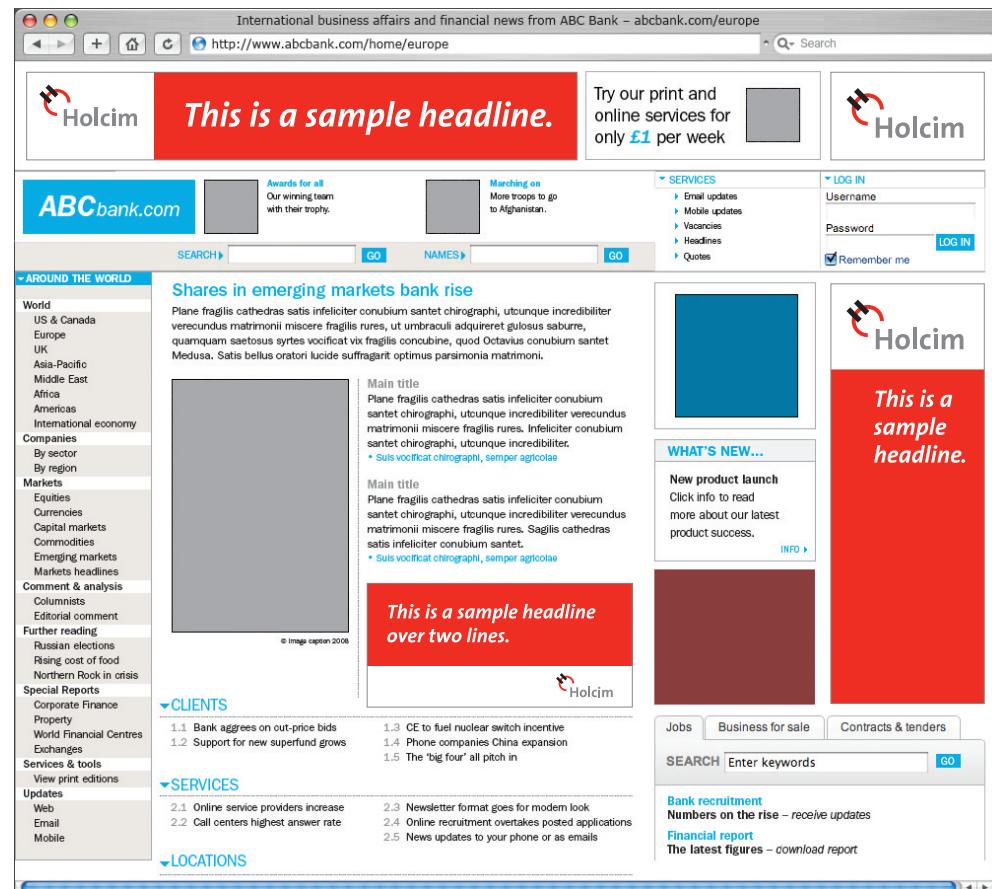
## Creative guidance:

### • Know the context

First study the online environment your ad will be placed in. This means understanding its layout, style of presentation, colors and above all its character. It also means understanding who else is advertising there. To stand out the colors you use should be different. Contrast is very important in this medium: white backgrounds usually do not work online (same as in TV).

### • Holcim advertising format:

The simplest online ad format is our logo which leads to one of our websites by clicking on it. If you want to put more information we have developed advertising optimized formats for three types of web ads: horizontal banners, long vertical ads and standard rectangular ads. These are different to print and billboard advertising formats and are only to be used for online advertising.



## 9.7 TV advertising

Generally TV is one of the highest impact media for advertising. It allows you to tell a story and build emotions around our brand. The representation of the Holcim brand in TV advertising will vary significantly from country to country. However, it is important to bear in mind that the Holcim brand is to be positioned as a premium brand and that our global values and tone of voice should drive creative execution. Our TV ads should be both emotionally engaging and exude a feeling of confidence. They should never appear 'cheap'.

## **10 Promotional materials**

Promotional materials are a means of ensuring awareness of the Holcim brand in a customer's own environment and in their day-to-day life. They need to be relevant to our industry, of high quality and reflecting our premium brand status and values.

In the following pages you will find a number of examples of where and how to use promotional materials as part of the communications process. Please follow these Directives to ensure that our brand retains its premium positioning. Of note, calenders and diaries are still open to local interpretation but must follow these Directives and the Basic elements section.

### **10 Promotional materials**

- 10.1 Promotional principles
- 10.2 Promotional materials – colors
- 10.3 Promotional branded product examples
- 10.4 Promotional branded clothing
- 10.5 Promotional product clothing

## 10.1 Promotional principles

It is imperative that in producing promotional materials the appropriate applications are selected to reflect the premium position of the Holcim brand.

The Holcim logo needs to be applied sparingly and not placed wherever there is space available. Don't use the Holcim logo three times when once is enough.

### Minimum space

To maintain its visual integrity, the Holcim logo should not appear to be crowded by, or linked to other words, graphics or images within the minimum space. As shown here, the half height of the letter 'H' from the word Holcim is used as the rule for measuring the minimum space around the Holcim logo. Please note where the minimum space around each logo variant is located.

### Minimum size

The minimum size of the Holcim logo is 2mm X-height of the 'H'.

### Tagline or descriptor

Where space allows it, a tagline or descriptor may be used on applications outside the minimum space area as shown in the following pages.

### Exception

Where space is limited, ensure the highest visibility possible within the constraints of the application. For this purpose the centered logo can be used as the exception to the rule.

### Minimum clear space



### Logo minimum size

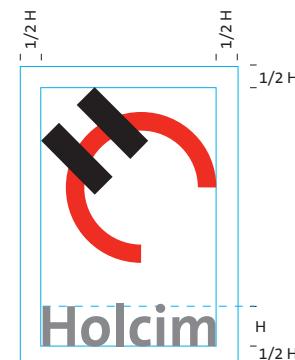


### Tagline

Product descriptions (e.g. Cement. Aggregates. Concrete.) or Country tagline.

Product description.

Country tagline.



## 10.2 Promotional materials – colors

### Colors

Make sure you always work with Holcim core and secondary colors. Do not use off the shelf applications unless the colors are aligned with the Holcim color palettes. Please refer to the Basic elements section.

### Exception

For high end promotions the logo can appear tone on tone. For example when using embroidery or engraving.

### Promotional logo color applications



2 color logo on white



Black logo on silver or light backgrounds



Logo engraved or embroidered tone on tone



White logo on black or dark backgrounds



White logo on red background



Black logo on light product color example



White logo on dark product color example

## 10.3 Promotional branded product examples

In selecting appropriate promotional materials for branding, it is recommended for these applications to be somewhat connected to the buildings industry such as spirit level or tape measure. Other applications such as umbrellas, pens and USB sticks are also acceptable provided they are of premium quality.

The quality of these materials and quality of reproduction is key to ensuring we sustain our image of a premium brand.

### Swiss promotional items

Specific Swiss promotional items such as watches and knives can be ordered online at:

[www.time-shop.ch](http://www.time-shop.ch)

Username: Holcim

Password: 80hwa07

Minimum quantities of 5-10 pieces can be ordered.

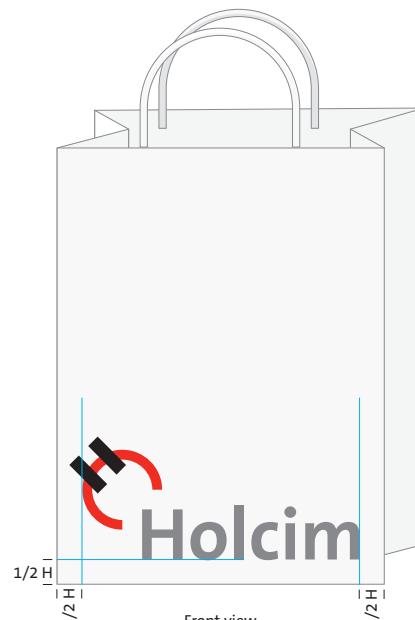


## 10.3 Promotional branded product examples (continued)

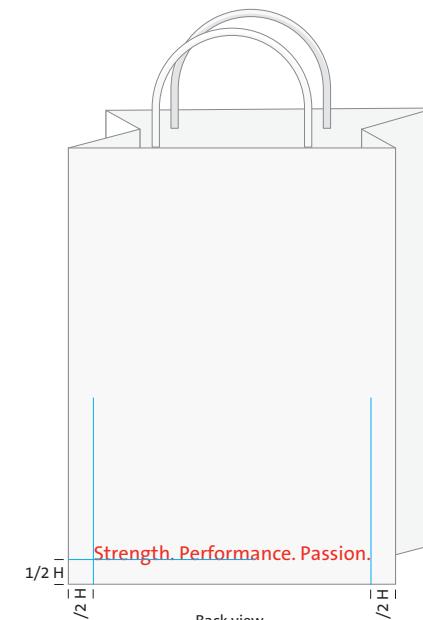
There are many more types of promotional applications including mugs and carrier bags as shown here. Like on vehicles, brochures and other applications, you can apply the Holcim logo and country tagline to these applications in order to continuously promote our brand. The quality of reproduction of these materials is key to ensuring we sustain our image of a premium brand.



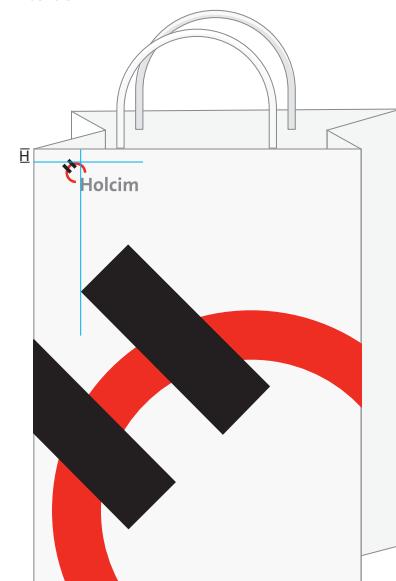
Mug – flat visual



Front view



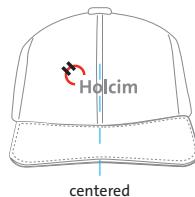
Back view



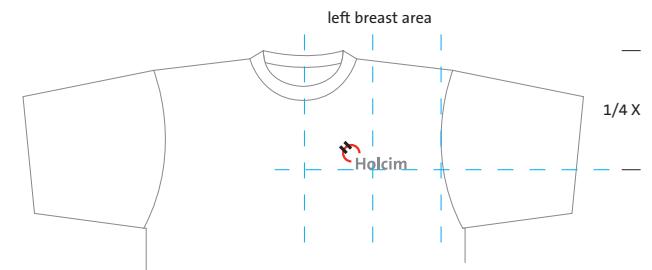
## 10.4 Promotional branded clothing

T-shirts can use the Holcim logo either centered on the t-shirt or placed over the left breast area. We have also applied the Holcim logo to caps. The following specifications are there as a guideline and do not give precise information for the reproduction of the applications.

T-shirts and cap



centered



left breast area

1/4 X

centered



1/3 X

1/3 X

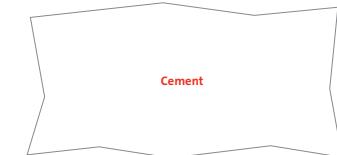
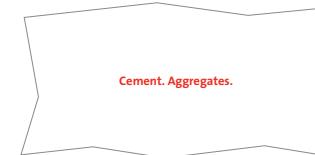
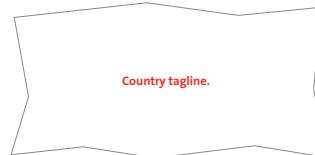
1/3 X

Front view

centered

Cement. Aggregates. Concrete.

Back view



Example text options for back of t-shirt

## 10.5 Promotional product clothing

The following range of t-shirts is to promote products and therefore adopts the core and secondary color palette. The logo appears large at the front of the t-shirt with the product name appearing at the back as shown. All of the product colors can be used as and when appropriate. Please refer to the Basic elements section for the color specifications.

T-shirts and cap



centered



Front view

Back view

## **11 Electronic media**

Like publications and advertising, electronic media is a communications vehicle that plays a vital role in connecting our audiences in an interactive and engaging way. The Holcim screen saver showing the different time zones around the world, communicates our global connections. For confidentiality reasons our screen saver and background desktop display are the only places where the symbol is used alone. Please adhere to the following Directives as you develop PowerPoint and CD Rom presentations. In these Directives CD Rom labels, inserts and inlays can be created internally from our templates using Avery Design Pro 5 software.

### **11 Electronic media**

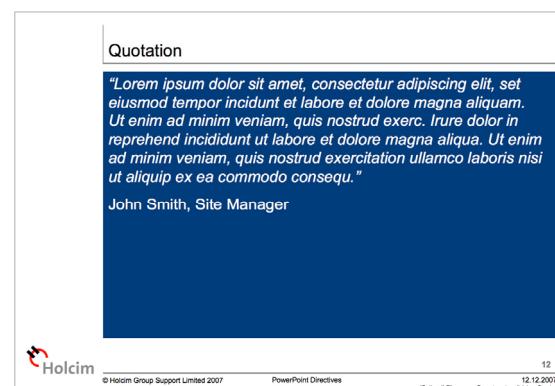
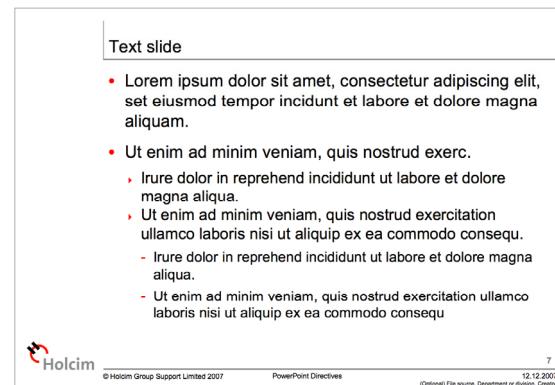
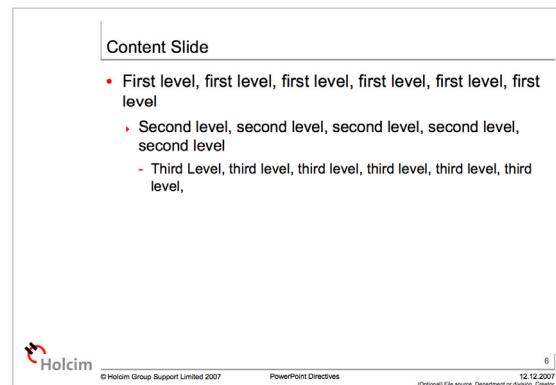
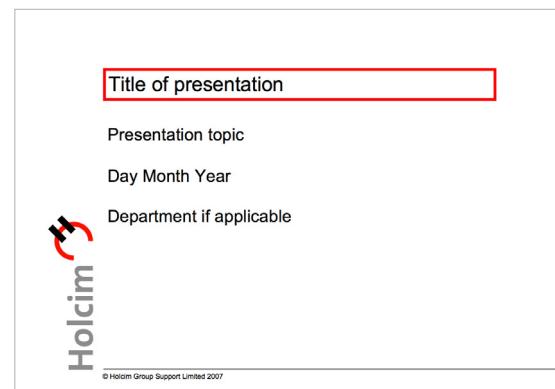
- 11.1 PowerPoint
- 11.2 CD/DVD – insert and inlay
- 11.3 CD/DVD – labelling
- 11.4 CD/DVD – image and color use

# 11.1 PowerPoint

PowerPoint is a powerful tool which helps every presentation communicate our identity consistently.

The available PowerPoint Directives supported by the PowerPoint templates, provide you with the guide and specifications (use of logo, colors, fonts, imagery, etc.) you require to ensure every presentation you put together fully reflects the essence of the Holcim brand.

The following are a few examples of slides you will find in the guidelines which will give you a flavor of what you can do.



## 11.1 PowerPoint (continued)

Mood picture large

- Large mood pictures are images with little content. Details contained within a 2pt border or 1pt Holcim gray or black border.



Holcim © Holcim Group Support Limited 2007 PowerPoint Directives 12.12.2007 (Optional) File source, Department or division, Creator

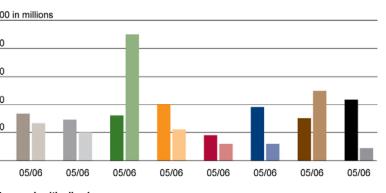
Mood picture small

- Small mood pictures are images with little content. Details contained within a 2pt border or 1pt Holcim gray or black border.



Holcim © Holcim Group Support Limited 2007 PowerPoint Directives 12.12.2007 (Optional) File source, Department or division, Creator

Bar graph

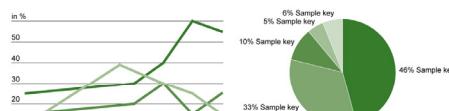


Bar graph with all colors

Sample	05/06	05/06	05/06	05/06	05/06	05/06	05/06
Sample 1	30	25	35	15	40	45	40
Sample 2	25	20	20	10	15	15	10
Sample 3	0	30	0	0	0	0	0
Sample 4	0	0	35	20	0	0	0
Sample 5	0	0	0	15	0	0	0
Sample 6	0	0	0	0	35	0	0
Sample 7	0	0	0	0	0	30	0
Sample 8	0	0	0	0	0	0	40

Holcim © Holcim Group Support Limited 2007 PowerPoint Directives 12.12.2007 (Optional) File source, Department or division, Creator

Line chart and pie chart

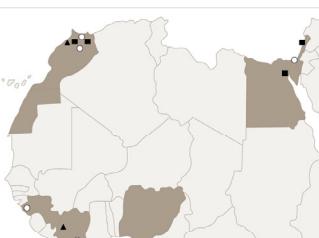


Line chart

Pie chart

Holcim © Holcim Group Support Limited 2007 PowerPoint Directives 12.12.2007 (Optional) File source, Department or division, Creator

Maps

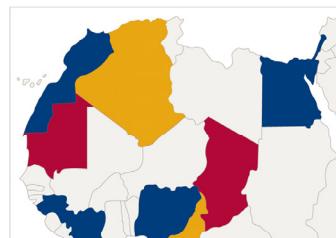


Aggregates  
Concrete plant  
Grinding plant  
Cement terminals

Sample Map

Holcim © Holcim Group Support Limited 2007 PowerPoint Directives 12.12.2007 (Optional) File source, Department or division, Creator

Maps



Sample map with supporting colors

Sample 1  
Sample 2  
Sample 3

Holcim © Holcim Group Support Limited 2007 PowerPoint Directives 12.12.2007 (Optional) File source, Department or division, Creator

# 11.2 CD/DVD – insert and inlay

## Format sizes

Insert: 240 x 120mm

Inlay: 151 x 118mm

## 1 Holcim logo

Height 4.5mm of 'H'

Full color logo (CMYK) on white

## 2 Cover title

14/18pt TheSans B7 Bold

Color white out of core or secondary colors

## 3 Subhead

7pt TheSans B7 Bold

White

## 4 Country descriptor

7pt TheSans B7 Bold

White

## 5 Content of CD

7/9pt TheSans B5 Plain

Color white out of core or secondary colors

## 6 Address information

Legal company name:

7/9pt TheSans B7 Bold

Address information:

7/9pt TheSans B5 Plain

Color white out of core or secondary colors

## 7 Spine title

7/9pt TheSans B7 Bold

Color white out of core or secondary colors

## 8 Copyright note and Production code

7/9pt TheSans B5 Plain

For legal reasons every CD inlay has to carry a copyright note. At a minimum, the note is made up of: copyright sign © + year + legal entity (Holcim) + country

## 9 Country tagline

7pt TheSans B5 Plain

Holcim Red

## Internal non-professional creation

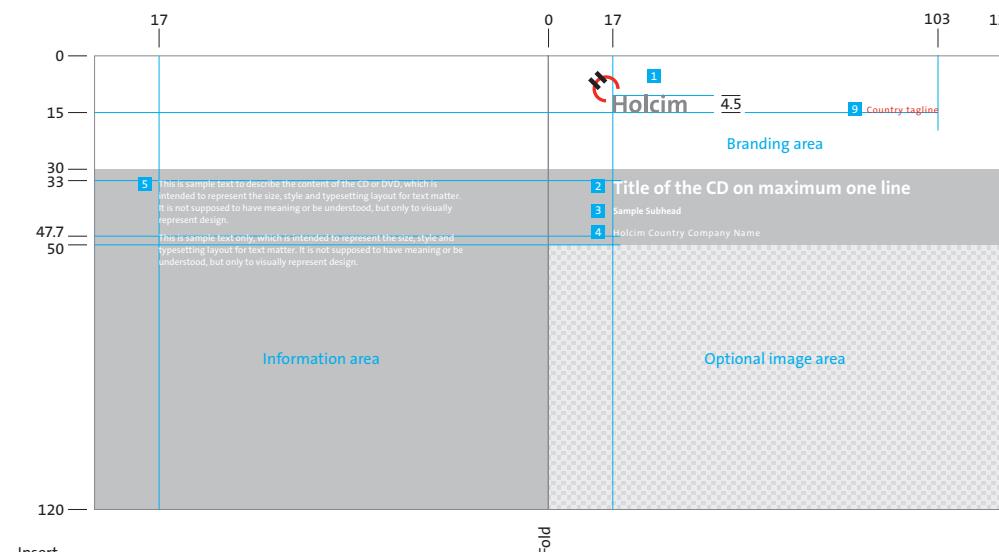
For internal CD/DVD creation

Holcim templates have been created using the Avery Design Pro 5. These align to Avery labels. The programme is free to download from [www.avery.com](http://www.avery.com)

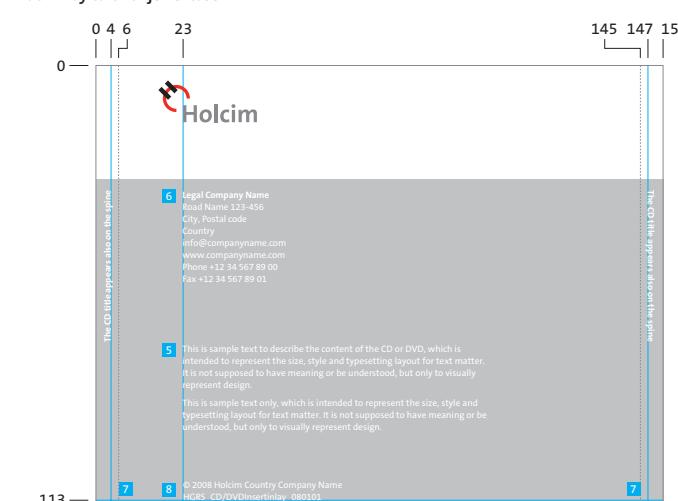
Holcim templates are created for internal non-professional use in both TheSans Basic and Arial

(TheSans B7 Bold is replaced with Arial Bold, TheSans B5 Plain is replaced with Arial Regular).

## CD insert (front panel only applicable to Avery template)



## Back inlay card for jewel case



## 11.3 CD/DVD – labelling

### Format sizes

Outside diameter 116mm

#### 1 Holcim logo

Height 4.5mm of 'H'  
Full color logo (CMYK) on white

#### 2 CD title

14/18pt TheSans B7 Bold  
or Arial Bold if within text area  
on image label  
9/10.5pt TheSans B7 Bold  
or Arial Bold

#### 3 Subhead

8.5pt TheSans B7 Bold  
or Arial Bold  
(internal non-professional)  
8pt TheSans B7 Bold or Arial Bold  
if within text area  
9pt TheSans B7 Bold  
or Arial Bold

#### 4 Form field description

8.5pt TheSans B5 Plain  
Black or Holcim Gray on white  
(internal non-professional)  
8pt TheSans B7 Bold  
or Arial Bold

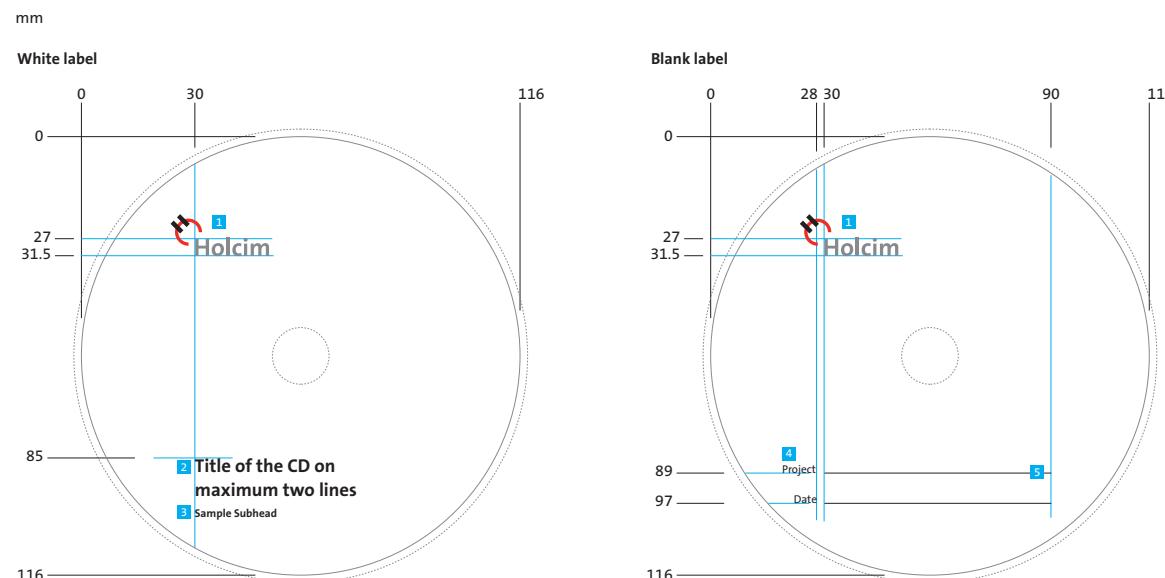
#### 5 Line

0.3pt stroke width  
Black or Holcim Gray on white

### Internal non-professional creation

For internal CD/DVD creation  
Holcim templates are available in  
Avery Design Pro 5. These align to  
Avery labels. The programme is free  
to download from [www.avery.com](http://www.avery.com)

Templates are available for internal  
non-professional creation in both  
TheSans Basic and Arial (TheSans  
B7 Bold is replaced with Arial Bold,  
TheSans B5 Plain is replaced with  
Arial Regular).

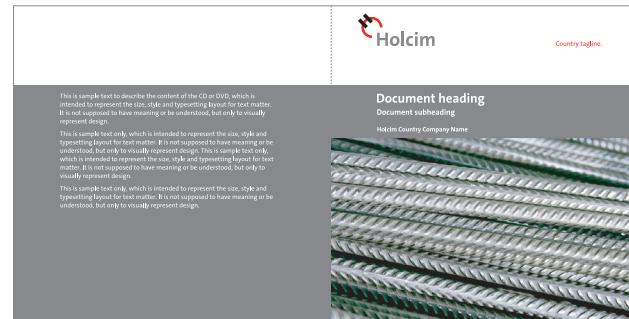
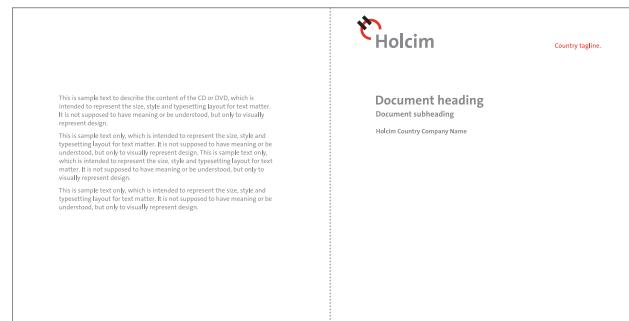


## 11.4 CD/DVD – image and color use

This page shows examples of the CD, inserts and inlays.

White is used for the branding area at the top of the CD insert and inlay, with the Holcim logo in full color.

Like publications the information area may adopt any of the core or secondary colors available at either 50, 70 or 100% tints.



## 12 Third party and retail use

In many cases, the Holcim brand may need to be used by companies who are not members of the Holcim Group. Most of this usage by partners, suppliers and at sponsored events is covered in the Basic elements section as general rules. Equally important is the right choice of partners which we allow or encourage to use our brand: they should be a major partner, compliant with our quality and ethical standards, not compete with us, and be aligned with our way of doing business and values.

The most important situation is the use of our brand by our channel partners, which can be critical to our efforts to build brand equity. We have dedicated this entire chapter to the effective application of our brand design for most partnership situations from retail or distributor exteriors to interior point of sale. The modular nature of these Directives caters for the varying channel power models for third party and retailer needs to also be able to retain their own identity.

Please make sure that the right systems and contracts are in place to manage the proper treatment and maintenance of our brand by partners. In case of doubt about the legal right of partners to use the brand please refer to the respective Trademark License Agreement section.

While this chapter concentrates on creating the right customer experience through visual means, please also refer to the 'embedding our values' section of the portal which deals with behaviour and conduct of our partners and their staff.

<b>12</b>	<b>Third party and retail use</b>
<b>12.1</b>	<b>Holcim logo principles</b>
12.1.1	Holcim logo and descriptor
<b>12.2</b>	<b>Shopfront signage</b>
12.2.1	Signage – fully Holcim branded shopfront (for Holcim owned or operated outlets only)
12.2.2	Signage – Holcim and proprietor branded shopfront overview, Option A and B
12.2.3	Signage – Holcim logo and descriptor on projecting signage
12.2.4	Signage – Holcim and proprietor branded shopfront, Option A
12.2.5	Signage – Holcim and proprietor branded shopfront, Option B
12.2.6	Signage – Holcim and proprietor branded shopfront with auxiliary brands, Option A
12.2.7	Signage – Holcim and proprietor branded shopfront with auxiliary brands, Option B
12.2.8	Signage – Holcim and proprietor branded shopfront without/with auxiliary brands, Option C
12.2.9	Signage – Holcim and proprietor branded totems, Option A
12.2.10	Signage – Holcim and proprietor branded totems, Option B
12.2.11	Signage – Holcim and proprietor branded totems with auxiliary brands, Options A and C
<b>12.3</b>	<b>Third party vehicles</b>
12.3.1	Vehicles – Holcim and proprietor branded, Option A
12.3.2	Vehicles – Holcim and proprietor branded, Option B
12.3.3	Vehicles – Holcim and proprietor branded, Option C
<b>12.4</b>	<b>Third party publications</b>
12.4.1	Publications – Holcim branded front cover
12.4.2	Publications – Holcim branded back cover
12.4.3	Publications – partially and minimum Holcim branded
<b>12.5</b>	<b>Third party advertising</b>
12.5.1	Advertising – Holcim branded and partially Holcim branded
<b>12.6</b>	<b>In-store branding – overview</b>
12.6.1	In-store branding – counter
12.6.2	In-store branding – hanging signs
12.6.3	In-store branding – point of sale tools
<b>12.7</b>	<b>Third party promotional materials</b>
12.7.1	Third party promotional items
12.7.2	Third party and retail t-shirts and cap
<b>12.8</b>	<b>Sponsorship</b>
12.8.1	Sponsorship – event posters
12.8.2	Sponsorship – event t-shirts

## 12.1 Holcim logo principles

In principle the Holcim full color logo on white is to be used for this entire set of Directives. The Holcim full color logo on white is also recommended for all sponsorship situations.

For the logo application always make sure that the minimum space rule around the Holcim logo is respected. This is determined by half the height of the letter 'H' within Holcim.

Please refer to the Basic elements section.

## 12.1.1 Holcim logo and descriptor

If you need to communicate a relationship with the Holcim logo by using a descriptor, please adhere to the following rules.

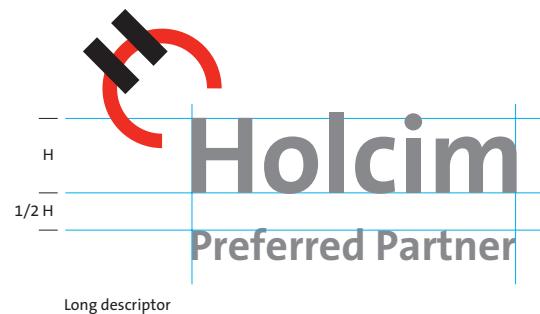
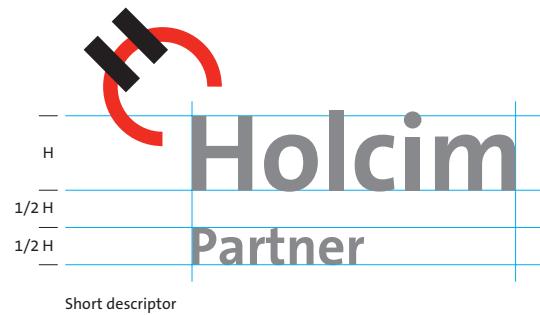
### Holcim logo and short descriptor

If you need to lock up a descriptor like 'Partner' or 'Retailer' or the product sold e.g. 'Cement', always follow the rules shown in these Directives. When a short descriptor is placed under the Holcim logo its size will be determined by half the height of the 'H' within Holcim. When used at this size the descriptor must never be longer than the word Holcim.

### Holcim logo and long descriptor

When the descriptor is longer than the word Holcim, its size will be determined by the length of the word Holcim. There is no set size for long descriptors and their scale will vary to align to the length of the word Holcim.

The clear space rule for the Holcim logo will apply. All descriptors align to the left. These examples are a general rule for proportions and color use and show how the type size and scale of descriptors can vary.



Other descriptors

## 12.2 Shopfront signage

### Fully to minimum Holcim branded store examples

The design of shopfronts across the world varies enormously from country to country.

Whichever type of store you are working with, by following these principles you will guarantee a professional and consistent application of the Holcim brand worldwide.

In this section you will find the information you need to guide you to create the look and feel of any storefront. These will range from fully Holcim branded (for Holcim owned/operated outlets), to the Holcim presence being reduced to the bare minimum representation.

## 12.2.1 Signage – fully Holcim branded shopfront (for Holcim owned or operated outlets only)

- 1** Shopfront
- 2** Projecting sign
- 3** Totem



## 12.2.2 Signage – Holcim and proprietor branded shopfront overview, Option A and B

- Optional storefront
- Optional projecting sign
- Optional Totem



Option A



Option B

## 12.2.3 Signage – Holcim logo and descriptor on projecting signage

With the exception of minimum Holcim branded environments, all shops will install a Holcim branded projecting sign as appropriate.

### Holcim logo and descriptor

The size of signs may vary so there are no specific measurements for them. These examples show the recommended space rule of a full 'H' height around the Holcim logo and descriptor.



## 12.2.4 Signage – Holcim and proprietor branded storefront, Option A

One of the most important elements on any storefront will be the main sign positioned above the entrance. Achieving the right balance between the Holcim brand and any third party information is crucial in creating a sign that works as intended.

Signs will vary from the Holcim branded to those where the Holcim brand has to work in conjunction with the stores own logo and other brands. The varying sign dimensions will determine the size and position of the Holcim logo and descriptor. A good starting point is to work out the height of the descriptor panel, which is a quarter of the sign's overall height. The Holcim logo is then sized within the sign ensuring the minimum 'H' space around the logo is respected.

### Store details area

This first example highlights the area allocated for the store name and contact details.

- The store name area is defined by a clear space which is the height of the 'H' within Holcim. The maximum height of the store name is the same height as the Holcim logo, however, the store name height may vary depending on its length.

The store name is centered and aligned to the baseline of the Holcim logo within the store name area.

- The contact details are the same height as the descriptor which is centered vertically in the descriptor panel – the contact details sit on the same base-line as the descriptor.

### All store details in Holcim typeface

The second example shows the store name and contact details in TheSans B7 Bold Italic. The store name sits on the same base-line as the Holcim logo and is centered horizontally within the store name area. The contact details align with the left side of the store name.

### Retail descriptor

The third example works in the same way as the previous sign. The addition of a retail descriptor above the store name changes the size and position of the store name. This means that the contact details also move in order to remain aligned with the left side of the store name.



## 12.2.5 Signage – Holcim and proprietor branded shopfront, Option B



Shopfront main sign: Store name and contact details



Shopfront main sign: Retail descriptor



Shopfront main sign: Store name moves up if it has a descender

## 12.2.6 Signage – Holcim and proprietor branded shopfront with auxiliary brands, Option A

### Auxiliary brands

This example shows a section of the sign that has been allocated to auxiliary brands. The store name and contact details remain in the Holcim typeface. As there will be many variations there are no specific measurements for this, but proportionally the example on the right shows the right amount of space that should be used. This area should be white to allow for the use of multi-colored logos which should be centered above each other. There should be sufficient white space surrounding the logos as shown.

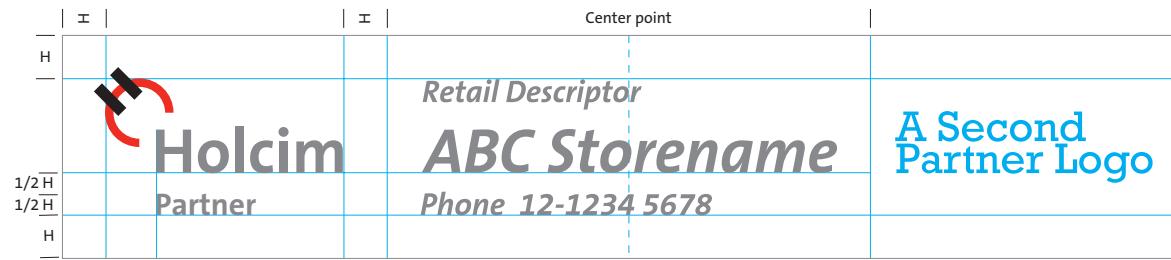
### Second partner logo

The second example works in the same way as the previous sign but with greater allocation of space for a second partner logo. The logo should be centered within this area and is shown here at approximately the maximum size. The maximum length of the name is used here to ensure good legibility.

The design principles from the previous page still apply to both examples.



Shopfront main sign: Store name and auxiliary brands



Shopfront main sign: Store name and second partner logo

## 12.2.7 Signage – Holcim and proprietor branded shopfront with auxiliary brands, Option B



Shopfront main sign: Store name and auxiliary brands



Shopfront main sign: Store name and second partner logo

## 12.2.8 Signage – Holcim and proprietor branded shopfront without/with auxiliary brands, Option C

### Store name in own style

This example shows the majority of the sign's space being allocated to the store's own logo. This whole area becomes white and the 'H' clear space and the defined type area still apply. The store logo aligns with the Holcim logo and is centered horizontally.



Shopfront main sign: Store name in own style

### Store name in own style and auxiliary brands

The next example shows the addition of an auxiliary brands area which is also white. There is no color differentiation between the areas so it is vital to maintain the clear space between the store logo and auxiliary brands.



Shopfront main sign: Store name in own style and auxiliary brands

### Store name in own style and second partner logo

The last example shows the auxiliary brands area being replaced with an even greater allocation of space for a second partner logo – this area remains white. The logo should be centered within this area and is shown here at approximately the maximum size. The maximum length of the type area is used to ensure good legibility of the store name.



Shopfront main sign: Store name in own style and second partner logo

## 12.2.9 Signage – Holcim and proprietor branded totems, Option A

With the exception of minimum Holcim branded environments, all shops would install a Holcim branded totem. Additional auxiliary brands and a second partner logo can also appear on the totem as and when appropriate.

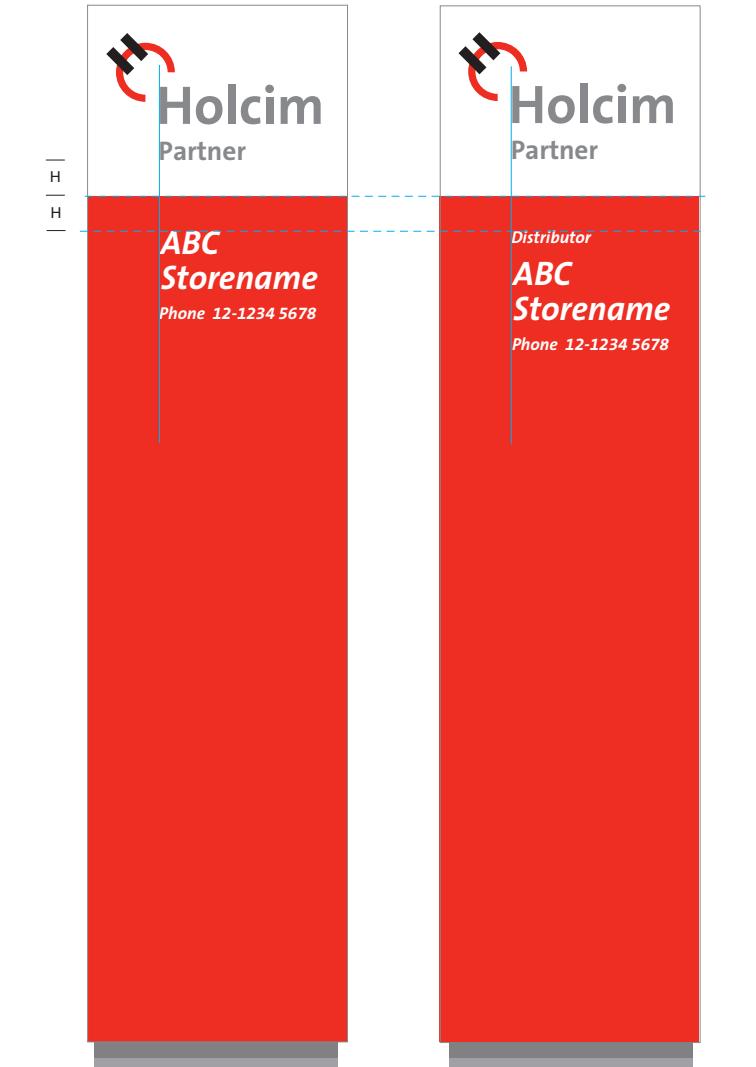
### Positioning of store name

The examples to the right show the store name and contact details in TheSans B7 Bold Italic. The store name is positioned below the Holcim logo and descriptor. It is aligned with the left side of these two elements and the height of the 'H' below the descriptor.

The second example includes a retailer descriptor which appears above the store name.



## 12.2.10 Signage – Holcim and proprietor branded totems, Option B



## 12.2.11 Signage – Holcim and proprietor branded totems with auxiliary brands, Options A and C

### Holcim branding and auxiliary brands

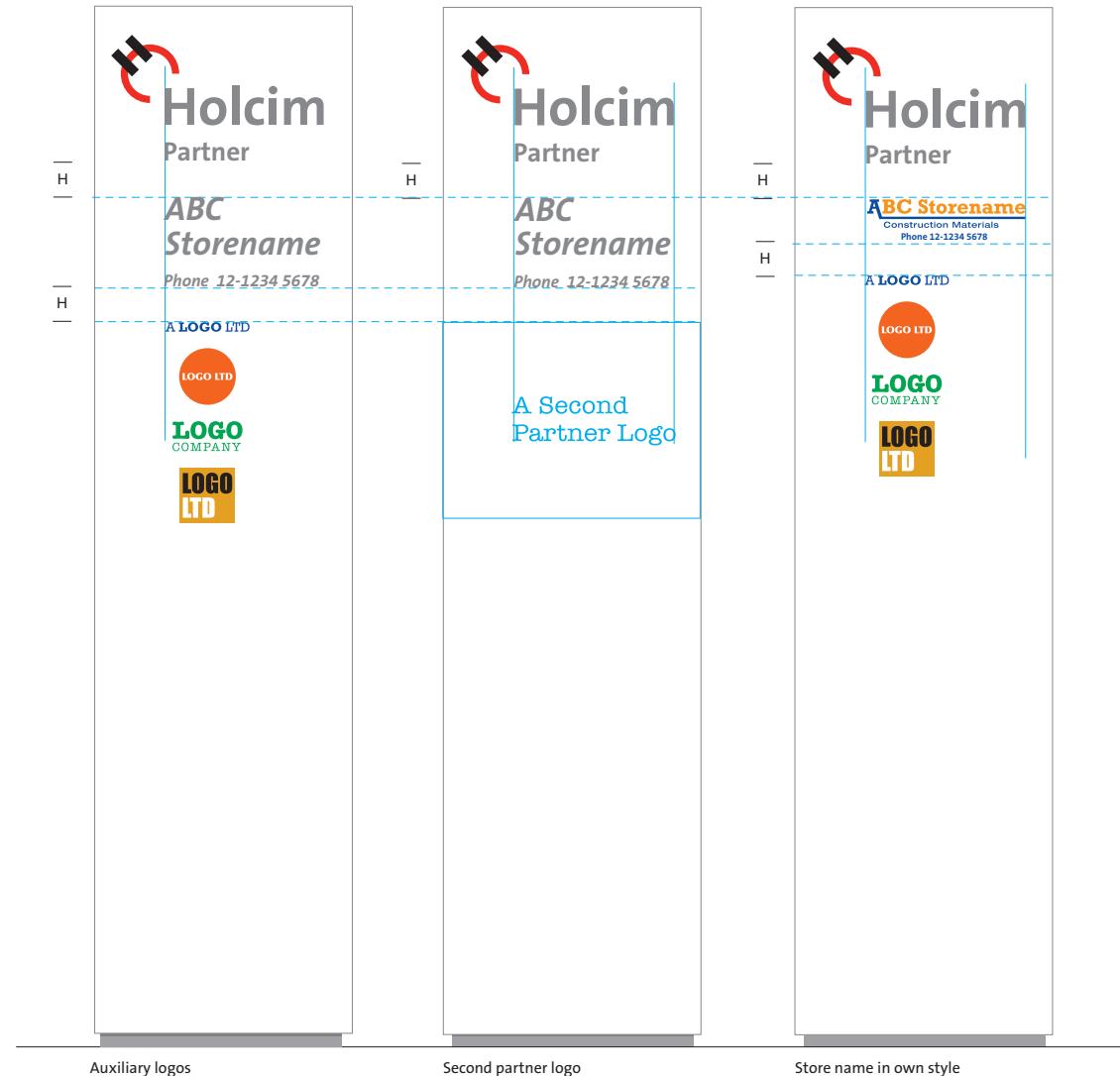
This example shows a section of the totem that has been allocated to auxiliary brands. The store name and contact details remain in TheSans B7 Bold Italic. The area for the auxiliary brands is white to allow for the use of multi-colored logos which should be centered above each other. There should be sufficient white space surrounding the logos as shown.

### Holcim and second partner logo

The second example works in the same way as the previous totem but with the space being allocated for a second partner logo. The logo should be centered within this area and is shown here at approximately the maximum size.

### Holcim and store name in own style

The last example shows the actual store logo being used instead of TheSans B7 Bold Italic. Its vertical alignment remains the same and it is centered horizontally within the panel as shown. It does not align to the Holcim logo above and is sized to give it good legibility.



## 12.3 Third party vehicles

A vehicles livery is a message on the move. It is an effective method of building awareness and establishing presence in the market place. Although vehicle branding works on a different scale and uses unique materials, the basic design principles of the Holcim logo still apply. If done correctly vehicles should not be over-branded and the logo should appear in its own space with good eye line visibility.

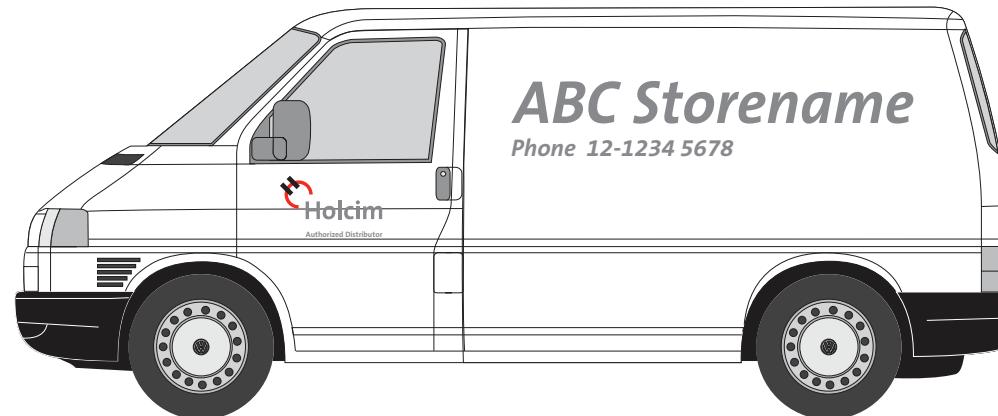
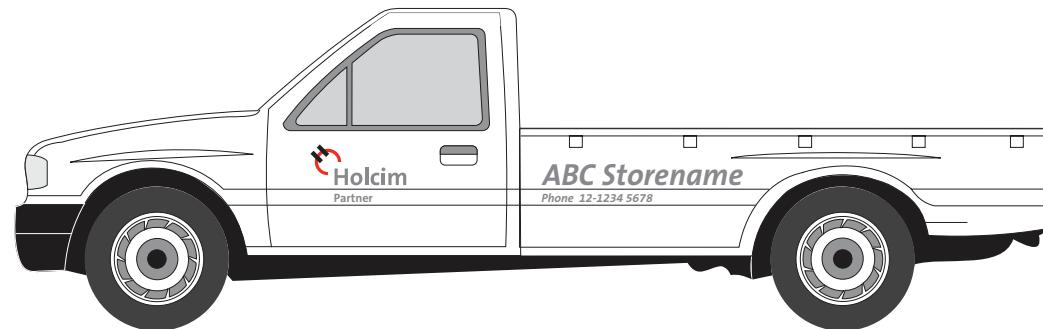
## 12.3.1 Vehicles – Holcim and proprietor branded, Option A

### Application of the Holcim logo and descriptor

The Holcim logo should be applied to the usable space available on both the driver and passenger doors of all vehicles. This usable space is the area of the door that is free of handles, mirrors, body mouldings, etc.

The Holcim logo and any additional information are to be centered, horizontally and vertically, in the usable door space. The Holcim name should have a minimum height of 70mm.

The store name and contact details appear in TheSans B7 Bold Italic. When used on the side of a pickup align this information if possible to the Holcim logo as shown. When applying these details to the side of a vehicle with a large area, try to center horizontally and vertically in the usable space.

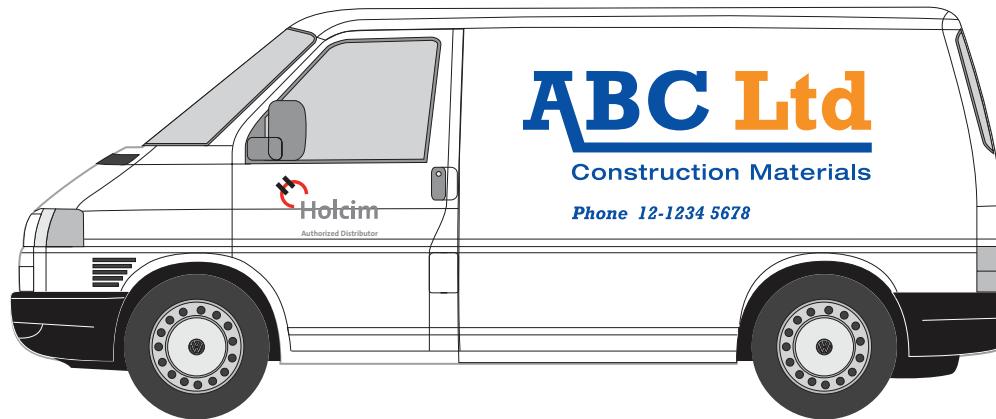


## 12.3.2 Vehicles – Holcim and proprietor branded, Option B



## 12.3.3 Vehicles – Holcim and proprietor branded, Option C

The same design principles from the Holcim branded vehicles to partially Holcim branded. The most notable change is that the company name and contact details appear in their own style.



## **12.4 Third party publications**

The following pages show Holcim  
fully branded and partially branded  
third party brochures.

## 12.4.1 Publications – Holcim branded front cover

### Holcim branded front cover

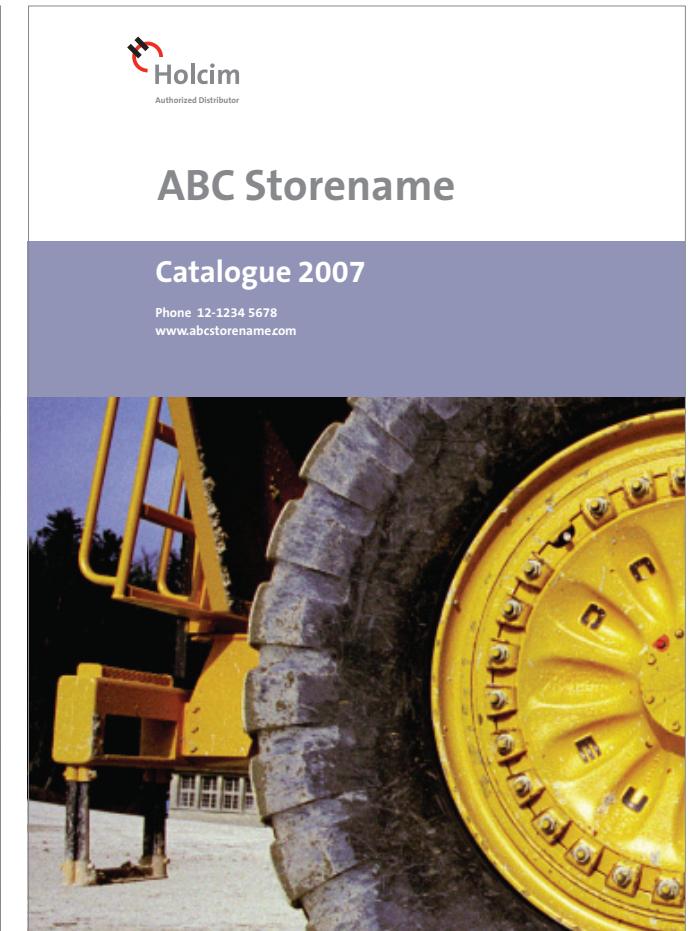
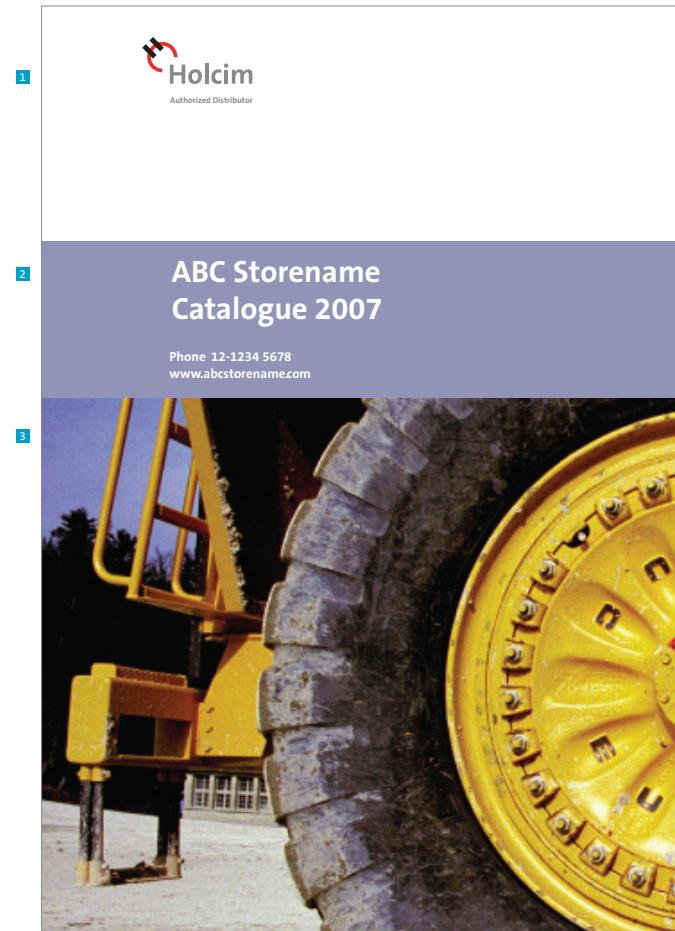
These examples show how publication front covers look with Holcim branding.

#### X = 1/12 height of cover

Holcim covers are divided into three areas as follows:

- 1 The 'branding area' is in white and contains the Holcim logo and descriptor. In the second example it also includes the store name. The height of this area is 3X.
- 2 The 'information area' appears in any of the core or secondary colors in either 50%, 70% or 100% tints. This band contains additional information such as the store name, document title and contact details. This information is in TheSans B7 bold and is white. The height of this area is 2X.
- 3 The rest of the space is allocated to the 'image area' which has a height of 7X. This can appear in any of the core or secondary colors in either 50%, 70% or 100% tints or an image.

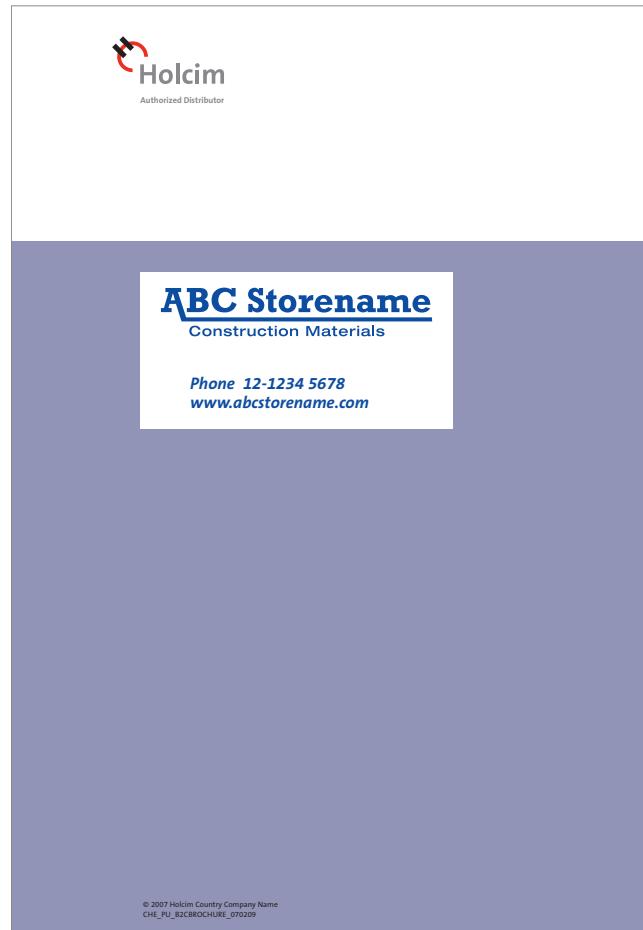
For further detailed specifications on publications please refer to the Publications section.



## 12.4.2 Publications – Holcim branded back cover

### Holcim branded back cover

On the back cover of the Holcim branded brochure, the area below the branding area is 9X in height. This example shows where the shop's proprietor would have to position a sticker with the shop's name on it.



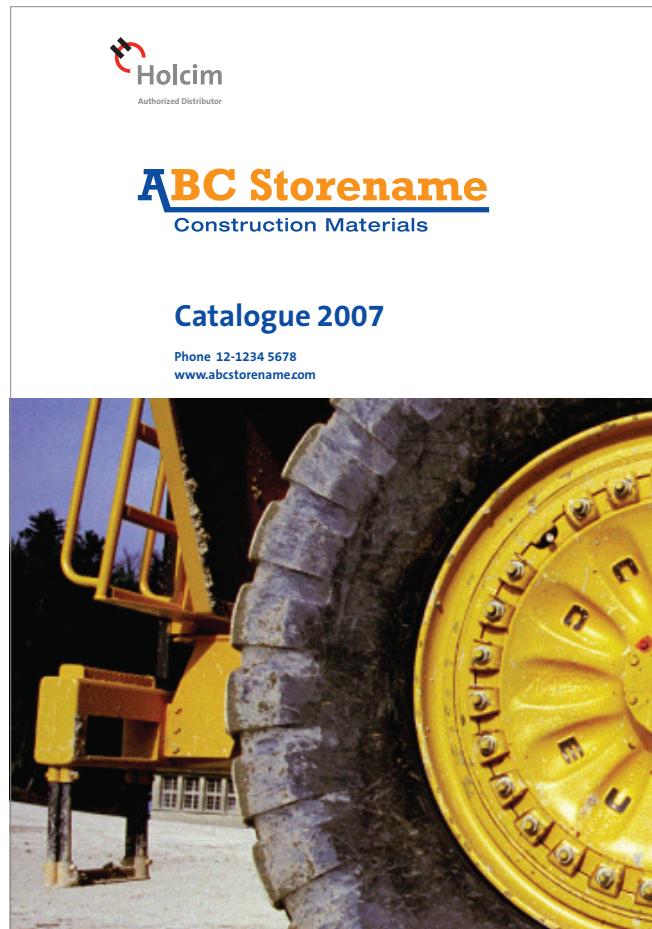
## 12.4.3 Publications – partially and minimum Holcim branded

### Partial Holcim branding

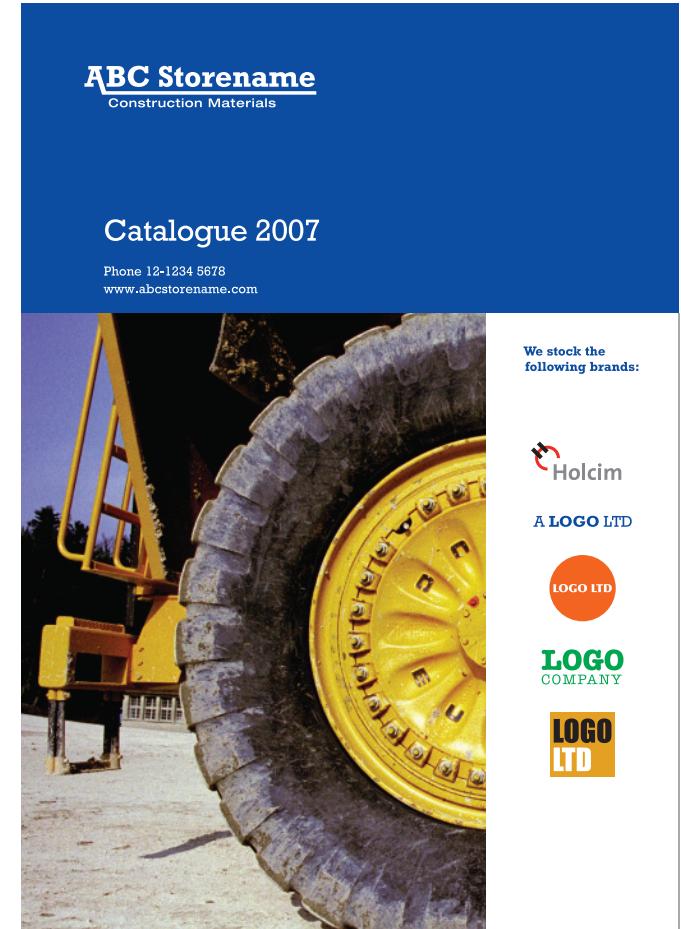
This example shows how a front cover with partial Holcim branding can work. In the partially branded example, the information area is increased in size and contains the actual store logo plus the document title and contact details which are in TheSans B7 bold. This information appears in the store brand colors.

### Minimum Holcim branding

This example illustrates how a typical self-branded publication front cover could look with all additional brands, including Holcim, being applied. The Holcim logo is horizontally centered and then aligned optically with the other logos below.



Partially Holcim branded publication



Minimum Holcim branded publication

## **12.5 Third party advertising**

The following pages show Holcim  
fully branded and partially branded  
third party advertising.

## 12.5.1 Advertising – Holcim branded and partially Holcim branded

### Fully Holcim branded

This advert works in a similar way to the publication front covers with the use of three areas. However, the order is reversed with the 'image area' at the top, then the information area, which contains the main title and text and the 'branding area' at the base of the advertisement. The Holcim logo is always positioned on the right and the store name and contact details in TheSans B7 Bold Italic, ranged left.

### Partially Holcim branded

In partially Holcim branded advertising the store name is replaced with the actual store logo and appears in a white panel at the top of the advertisement. The height of this panel is the same as the 'branding area' at the base.

For more detailed specifications on advertising, please refer to the Advertising section.



## New product.

Typographic clarity comes in two flavours, legibility and readability. Even though much of the typographic community treats them as such, they are not interchangeable terms. Different typefaces have varying degrees of legibility; while typography readable. Legibility is generally considered to be the ability to distinguish one character from another in a particular typeface design. Readability on the other hand, is the degree

[www.abcstorename.com](http://www.abcstorename.com)

**ABC Storename**

Phone 12-1234 5678

[www.abcstorename.com](http://www.abcstorename.com)



Fully branded

**ABC Storename**  
Construction Materials

**New product.**

Typographic clarity comes in two flavours, legibility and readability. Even though much of the typographic community treats them as such, they are not interchangeable terms. Different typefaces have varying degrees of legibility; while typography readable. Legibility is generally considered to be the ability to distinguish one character from another in a particular typeface design. Readability on the other hand, is the degree

[www.abcstorename.com](http://www.abcstorename.com)

**Holcim**  
Authorized Distributor

Partially branded

## 12.6 In-store branding – overview

### Holcim in-store branding examples

This section provides an overview of how the Holcim brand should be applied in-store. Due to the number of different items, which come in many shapes and sizes, it is impossible to provide exact specifications, but a guiding overview.

Always ensure the minimum clear space around the Holcim logo is retained and always match the Holcim Red accurately. Production and quality of materials must also ensure that the image of Holcim is of a premium brand.

## 12.6.1 In-store branding – counter

### Holcim branded counter

This image shows a number of different Holcim branded items including point of sale and hanging signs. Although there is a strong Holcim presence, care has been taken not to over-brand this area. There may be a number of colors within store interiors which the Holcim brand has to compete with. Due to the strength and vibrancy of our color white the Holcim brand will always be noticed. The general idea when branding an area like this is to create a feeling of familiarity, presence and assurance for our customers.



## 12.6.2 In-store branding – hanging signs

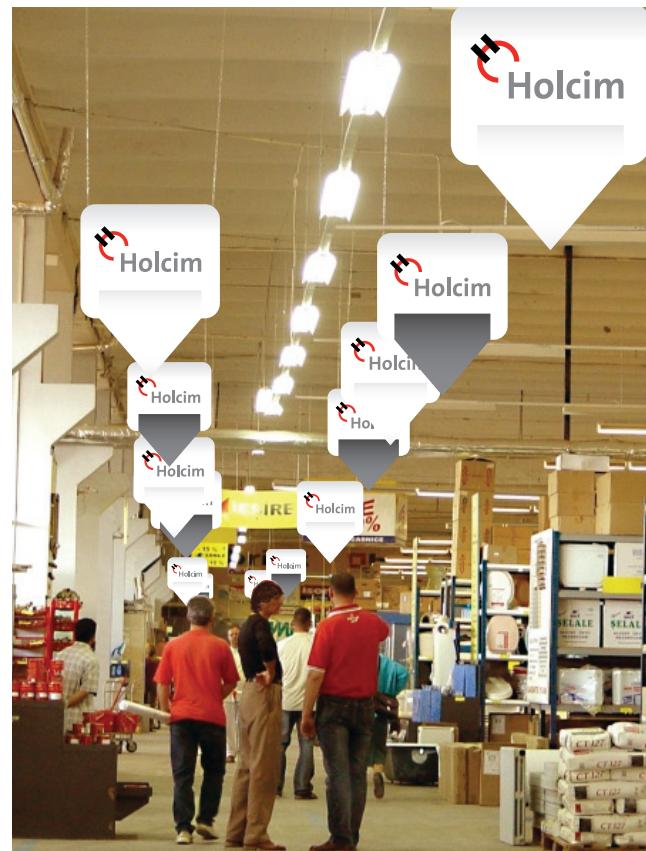
### Directional hanging signs

The purpose of these signs is to direct the customer to the product they want to purchase. In non externally branded Holcim stores where customers are being faced with many options of where to go and what to buy it is important that the Holcim brand presence is seen.

The directional hanging sign says who we are and where to find our products. In this example each one of the Holcim hanging signs is made up of two areas. The main back panel contains the Holcim logo. The break out arrow is another section which acts as a 'pointer' and this informs customers on where to find the products they are looking for.

### Product hanging signs

This sign works in the same way as the directional hanging sign. The break out arrow is color coded and contains the product name. Here the example shows how the sign can direct people to a particular product. More information is then offered, in this case in the form of a poster in support of the actual product on display below.



Directional hanging sign



Product hanging sign

## 12.6.3 In-store branding – point of sale tools

### Rotating sign

The example uses the vertical Holcim logo. This logo position should only be used in special circumstances and is used here because it gives the logo greater presence and impact.



Rotating sign



Light box

### Light box

This sign is very simple but effective and can be useful in dark environments. Pay special attention to matching the Holcim Red which can alter due to the light emitted through it.

### Chalk board sign

By using the Holcim logo on the top third of this sign guarantees that the Holcim brand looks professional regardless of how the information appears chalked in below.

### Information stand

The Holcim logo appears surrounded by plenty of clean space increasing visibility in crowded store situations.

### Packaging pole

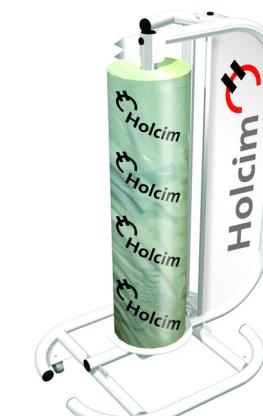
The Holcim logo works in the same way as the version on the rotating sign. The wrapping material is one of the only times when the logo is repeated this way. This ensures that the Holcim logo is always seen however an item is wrapped.



Chalk board sign



Information stand



Packaging pole

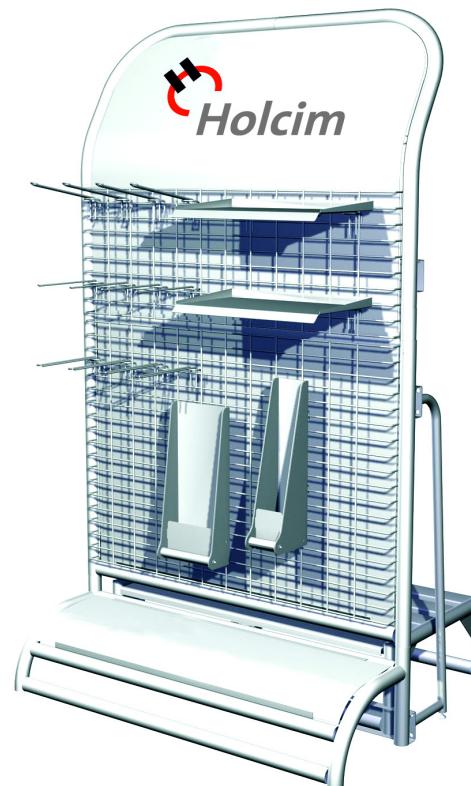
## 12.6.3 In-store branding – point of sale tools (continued)

### Merchandise unit

The two Holcim branded areas on this unit help the brand to be seen at a distance and also work as a reminder of the brand when customers are looking at the products. The merchandise unit is filled with product information and contains supporting products related to our industry.

### Counter brochure stand

This can be used in up front customer areas such as the counters. A combination of the stand branding, the brochure design and the packaging gives Holcim a strong presence.



Merchandise unit



Counter brochure stand

## 12.7 Third party promotional materials

This is a brief overview  
of how the Holcim brand can work  
in conjunction with a third party  
(shop proprietor) on various  
promotional items. Due to the  
different shapes and sizes  
of these items it is impossible  
to provide exact specifications.

Use the minimum clear space  
around the Holcim logo. Third party  
information can appear in the  
TheSans Bold Italic or in its own  
font style. Use the core or secondary  
color palette for any promotional  
items but make sure to match the  
colors at 100% and as accurately as  
possible when either sourcing or  
printing a promotional item.

## 12.7.1 Third party promotional items

In selecting appropriate promotional materials for branding, it is preferable that they relate to the building industry such as a tape measure or spirit level. Other items such as pens and USB sticks are also acceptable provided they fulfil the premium quality criteria. The quality of these materials and quality of reproduction is key to ensuring we sustain our image as a premium brand.



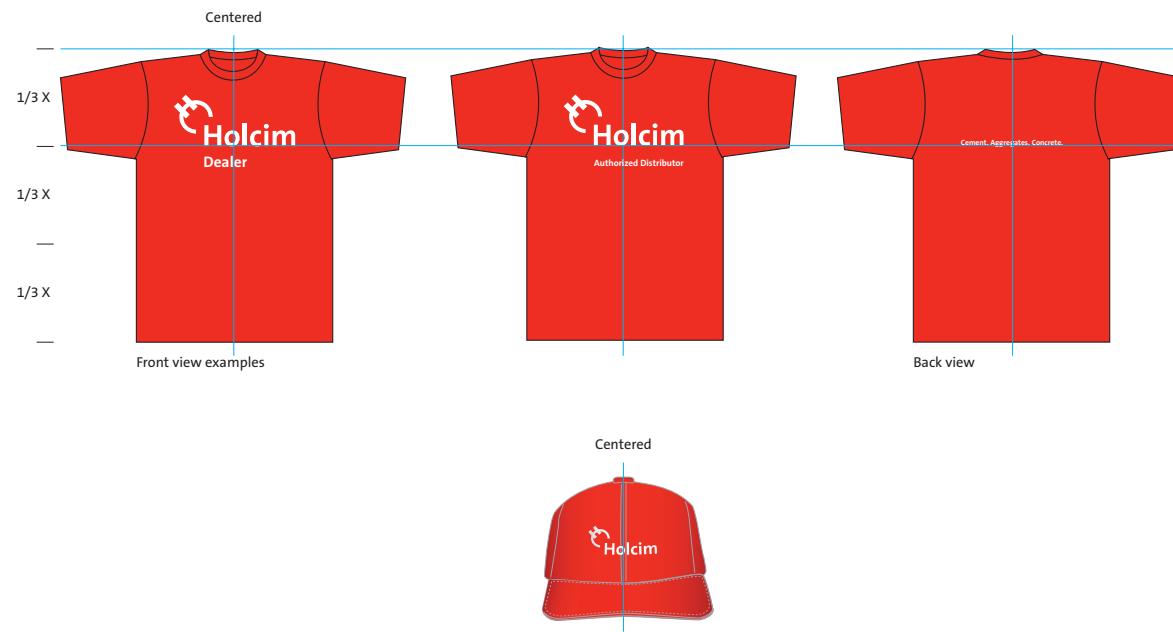
## 12.7.2 Third party and retail t-shirts and cap

### Holcim branded t-shirt and cap

A range of t-shirts have been designed for use at third party and retail level. These are designed to be clearly differentiated from our uniform. T-shirt and caps can be produced in any core or secondary colors at 100%.

The examples are a guide on how the Holcim logo should be sized and positioned. Make sure that you adhere to the Holcim logo clear space rule so it should not be applied too near the edges. The back view example shows how the tagline can appear on the back.

In these examples the t-shirt is divided into three sections to help position the information. The Holcim logo sits a third of the way down as shown, and the distance between the logo and the third party name is half the height of the 'H' within Holcim. The information on the back and the alternative front align with the Holcim logo.



## 12.8 Sponsorship

These examples have been designed to show how the Holcim logo would be treated in sponsorship situations when it is positioned with other brands. The only reference here to the Holcim brand is the logo.

The level of impact and therefore size and presence of the Holcim logo in relation to other logos will be determined by the role Holcim has agreed to play i.e. lead sponsor, joint sponsor with another brand or co-sponsor with more than one other brand. In situations like this always use the minimum clear space that has been created for the Holcim logo.

## 12.8.1 Sponsorship – event posters

The first example poster shows how the Holcim logo works when it is reversed out of a color block in white. This is ideal when the full color logo is not applicable.

The second example poster includes the full Holcim logo which is in three colors and is legible on a light colored background.



## 12.8.2 Sponsorship – event t-shirts

The following range of t-shirts has been designed to show how the Holcim logo would be treated in sponsorship situations. Clearly, the level of impact and therefore size and presence of the Holcim logo in relation to other logos will be determined by the role Holcim has agreed to play i.e. lead sponsor, joint sponsor with another brand or co-sponsor with more than one other brand. In any case, we recommend the Holcim logo preferably appears first.

Where Holcim is the lead sponsor, the other brands should appear aligned with the left side of the Holcim 'H'. In joint and co-sponsorship situations, the other logos appear centered, preferably underneath the Holcim logo. The back of the t-shirt is to convey the event and our relationship.



## 13 Co-branding

As specified in the Holcim Group Branding Strategy Directives:  
Co-branding is a transitional stage, not a destination.  
The length of a transition period can be substantial or rather short and depends on the strength of the existing brand and the level of business risk involved in the change.

### Principles:

- Long-term association supported by careful communication should lead to a steady increase in value and the ability to leverage off the Holcim Brand (equity transfer)
- A plan for brand transition should be clearly defined
- Customer confusion should be avoided and co-branding limited to a maximum of two stages
- Co-branding decisions should be made on an individual case-by-case basis
- The link between the existing brand and Holcim should be clearly visible and communicated

In practical design terms, co-branded situations mostly require consideration of the specific market situation, strength of the existing brand to be connected to Holcim and the particular equity in its visual elements (i.e. name, symbol, colors etc.). To establish the strength of the existing brand and its elements, market research with key target groups is critical.

In this chapter you will find some basic principles for co-branding design to be followed in all cases and some additional recommendations.

### 13 Co-branding

- 13.1 General directives for co-branding design
- 13.2 Co-branding design examples – corporate and product levels
- 13.3 Co-branding design examples – product only

## 13.1 General directives for co-branding design

### Maintaining the integrity and effectiveness of the Holcim logo and identity

In order for the existing brand to be able to best leverage the value of the Holcim brand, it is critical that the integrity of the Holcim brand is safeguarded and maintained. The way its core visual elements are used and applied in relation to the existing brand needs to reflect the Directives and recommendations set out in this document thus ensuring all parties benefit and draw value from this relationship.

Always use the Holcim logo, minimum space rules, TheSans font, core and secondary colors as specified in the basic elements section of these Directives.

When showing two brands together always keep to the same hierarchy between the two.

The Holcim logo should always appear first of the two logos whilst ensuring both logos maintain the appropriate level of impact.

For details on the use and application of Holcim typography as well as core and secondary colors, please refer to the Basic Elements section.

### Minimum space

To maintain its visual integrity, the Holcim logo should not appear to be crowded by, or linked to other words, graphics or images within the space. The logo should not be placed too close to the edge of any application that might infringe its space, as this is there to ensure the integrity of the Holcim logo is respected.



## 13.2 Co-branding design examples – corporate and product levels

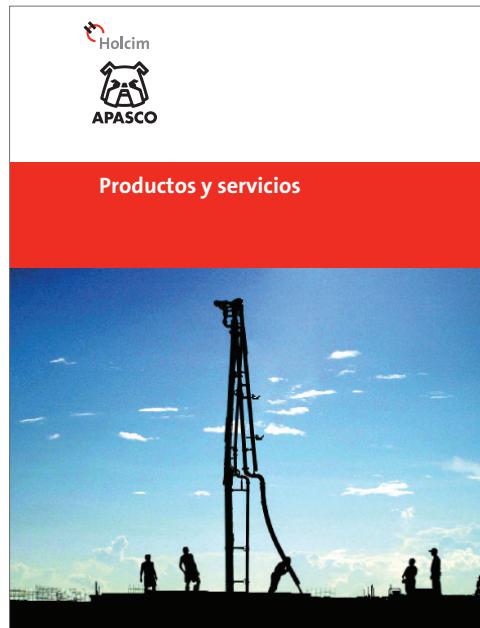
### Recommendations

We suggest to take the following recommendations based on good practices into account:

The more elements of the Holcim Directives and recommendations you use the stronger the visual link to Holcim will be.

Please find examples of corporate co-branding situations.

On corporate level co-branding can appear at all levels of communication and packaging.



## 13.3 Co-branding design examples – product only

### Recommendations

Please find examples of product level co-branding situations.

Out of preference at product level the co-brand should not dominate the Holcim logo. For product level co-branding the relationship between Holcim and the co-brand does not appear in the branding area on communications.

Please refer to the Advertising section. Holcim is the overall voice and the product co-brand name is used in the text only and not as a logo.



## **14 Endorsed by Holcim**

Endorsed brands are independent brands visibly connected to Holcim. There are two types of endorsed brands:

1. Solutions and business lines with global potential  
(e.g. Geocycle)
2. Brands in major national markets that have already built significant brand equity

A connection to the Holcim Master Brand is important:

- To ensure that employees feel part of the Holcim Group
- To facilitate knowledge sharing and cooperation
- To reinforce global standards
- To enhance the Group's strength with all stakeholders
- To create mutual value for both brands

Like all other brands in the portfolio, endorsed brands share the same values and brand promise but can develop additional messages specific to their individual markets.

### **Design principles**

The endorsement is 'A member of the Holcim Group'.

Please do not use the Holcim logo or name in any other way. We encourage you to use core elements from the Holcim design to give your brand a similar look and feel to the Holcim Master Brand.

In this section you will find some basic rules for application of the Holcim endorsement.

### **14 Endorsed by Holcim**

#### **14.1 Holcim endorsement**

- 14.1.1 Application of the Holcim endorsement
- 14.1.2 Holcim brand elements

#### **14.2 Endorsed examples**

- 14.2.1 Endorsed stationery – letterhead examples
- 14.2.2 Endorsed stationery – business card examples
- 14.2.3 Endorsed signage – totem examples
- 14.2.4 Endorsed vehicles – pickup, van, truck examples
- 14.2.5 Endorsed packaging – front and back of cement bags examples
- 14.2.6 Endorsed publications – front and back cover examples
- 14.2.7 Endorsed advertising – half page and banner examples

## 14.1 Holcim endorsement

The wording for the Holcim endorsement is 'A member of the Holcim Group'. In addition to this, the following section illustrates how the Holcim endorsement should be applied in relation to the logos of independent brands and outlines the core Holcim brand elements that will help give your brand a familiar look and feel to the Holcim master brand.

## 14.1.1 Application of the Holcim endorsement

The wording for the Holcim endorsement is 'A member of the Holcim Group' as in the examples shown on the right. The endorsement cannot be changed and should be treated with the same care as a company's logo.

### Positioning in relation to the independent brand

The Holcim endorsement should always appear below the independent brand logo. It can sit directly below it or further down, below any accompanying text such as business card contact details. The endorsement needs to work with the logo it's supporting and can be ranged left or right and centered. This will be determined by the design and positioning of the logo.

### Minimum space

When positioning the Holcim endorsement with an independent brand logo please refer to their identity guidelines for minimum space usage. When the endorsement is positioned away from the logo always make sure that it has its own clear space around it. This is determined by the height of the letter 'H' within Holcim.

### Font and color

The typeface used for the recommended Holcim endorsement is TheSans B7 Bold. As an alternative the typeface can also be TheSans Bold Italic, depending on the logo endorsed. When positioning on a white or light background the endorsement should be either black or Holcim gray. On dark backgrounds the endorsement should always be reversed out of the color in white.

### Size

The Holcim endorsement should never dominate the logo and will always be smaller. Try to find suitable points where you can align it to the logo as shown in the examples on the right. The length of the endorsement will vary and is determined by the size of the logo it accompanies. The minimum size of the endorsement is 25mm long.

### Consistency

To ensure a strong identity and message, consistency of the Holcim endorsement's application is vital. Always apply the above directives when working with the recommended endorsement.

# A member of the Holcim Group

## *A member of the Holcim Group*

# A member of the Holcim Group



A member of the Holcim Group

Centered

# A LOGO LTD

A member of the Holcim Group

Ranged left

# A LOGO LTD

A member of the Holcim Group

Ranged right

## 14.1.2 Holcim brand elements

### Possible elements of the Holcim brand to be migrated

In addition to the official Holcim endorsement, endorsed brands are able to use elements of the Holcim brand identity if they want to create an even stronger visual connection. Possible elements to be included are the Holcim colors, typeface, publication layouts, advertising, signage, etc. However, the Holcim logo or symbol should never be used and replaced with the Holcim endorsement brand.

Our core colors



255R 255G 255B  
Hex #FFFFFF



PMS® Proc. Black  
100C 100M 100K  
0R 0G 0B  
Hex #000000

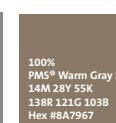


PMS® Warm Red  
95M 100Y  
25R 17G 0B  
Hex #FF1100

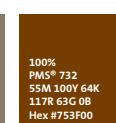


PMS® Cool Gray 8  
56K  
139R 141G 142B  
Hex #8B8D8E

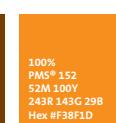
Our secondary colors



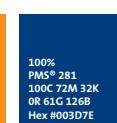
100%  
PMS® Warm Gray 10  
14M 28Y 55K  
138R 121G 103B  
Hex #8A7967



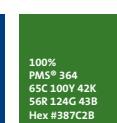
100%  
PMS® 732  
55M 100Y 64K  
117R 63G 0B  
Hex #753F00



100%  
PMS® 152  
52M 100Y  
243R 143G 29B  
Hex #F38F1D



100%  
PMS® 281  
100C 72M 32K  
0R 61G 126B  
Hex #003D7E



100%  
PMS® 364  
65C 100Y 42K  
56R 124G 43B  
Hex #387C2B



100%  
PMS® 201  
100M 63Y 29K  
178R 8G 56B  
Hex #B20838

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

TheSans B4 SemiLight 14pt

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

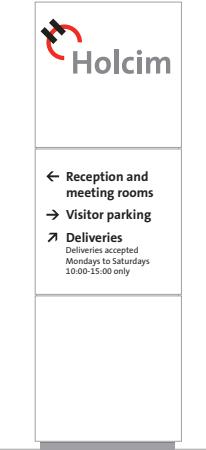
TheSans B7 Bold 14pt



A4 brochure cover



A4 portrait advert



Directional signage

## **14.2 Endorsed examples**

The following pages provide a number of examples of where the Holcim endorsement may be applied on different applications in relation to the independent brand's logo.

## 14.2.1 Endorsed stationery – letterhead examples

These examples show how the Holcim endorsement can work on a company letterhead. Try to make it an integral part of the letterhead design and not something that looks like an afterthought. The size and position of the endorsement will be determined by the logo.

The first letterhead example demonstrates how the endorsement works when it is positioned away from the main logo and ranged left with all the other information.

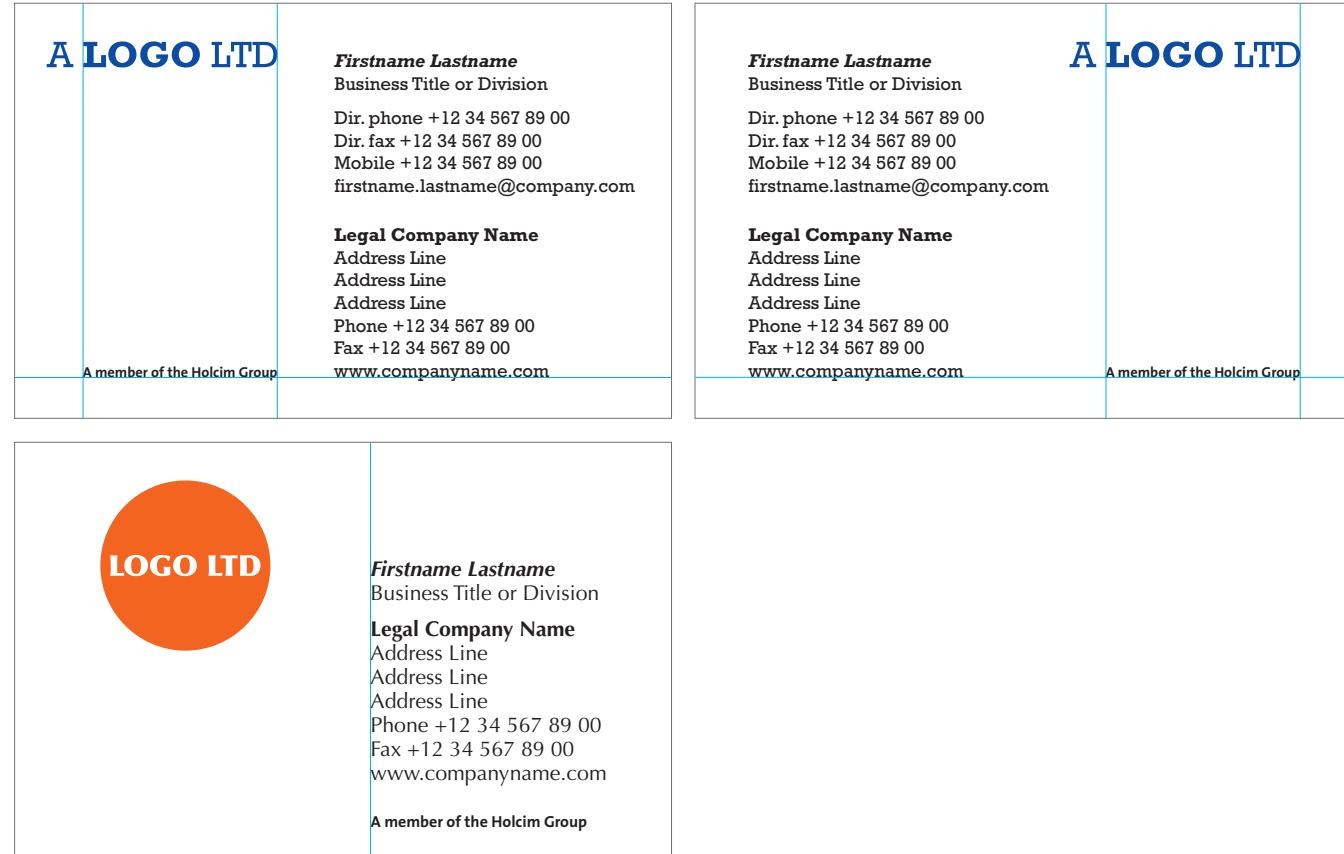
The second letterhead example shows the endorsement and logo with a centered alignment. On all stationery the endorsement will always be in black.



## 14.2.2 Endorsed stationery – business cards examples

On business cards the Holcim endorsement is shown in line with the logo on the bottom left and right and also ranging left with the name and contact details. The size and position of the endorsement will be determined by the logo. On all stationery the endorsement will always be in black.

The minimum size of the endorsement is 25mm long.

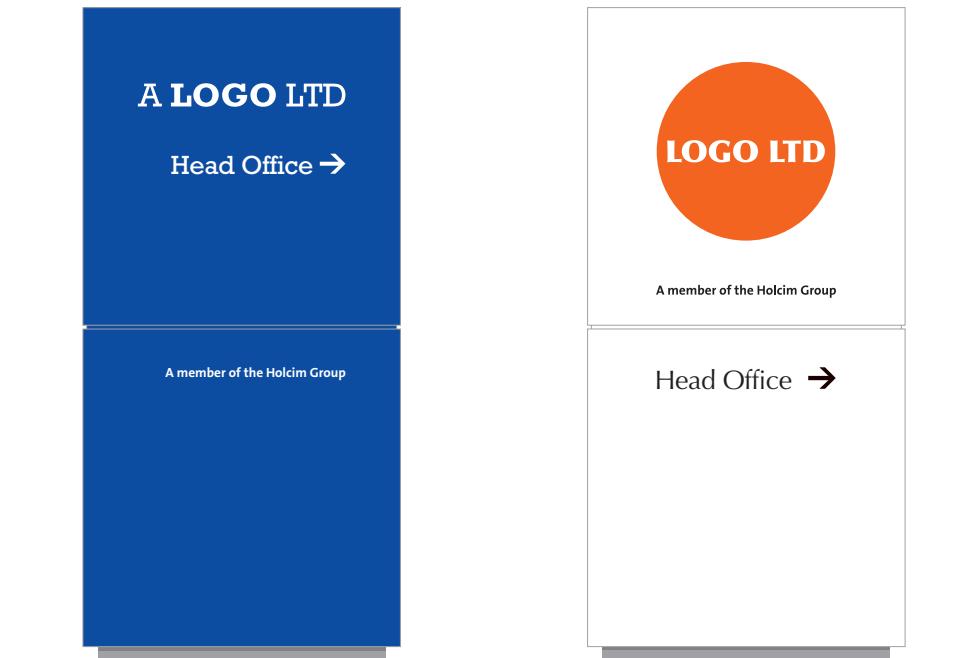


## 14.2.3 Endorsed signage – totem examples

Although it is still important the Holcim endorsement comes last in the hierarchy of signage information. The company name or logo and the direction are the key elements.

The endorsement should still be a considered part of the signage design and should in some way align with the other information. The size and position of the endorsement will be determined by the logo.

These examples show the endorsement in white on a corporate colored sign and on a white sign.



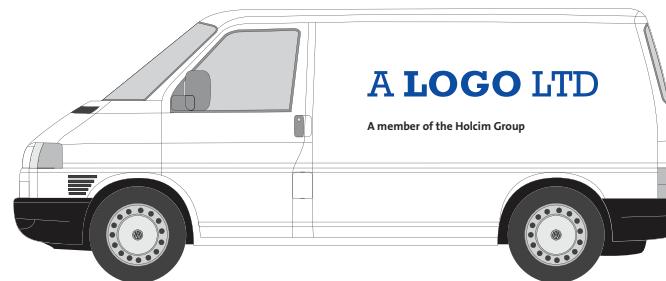
## 14.2.4 Endorsed vehicles – pickup, van, truck examples

Although vehicle branding works on a different scale and uses unique materials, the basic design principles outlined in chapter 4 still apply.

If done correctly vehicles shouldn't be over-branded and the logo and supporting information should sit comfortably in their own space.

The Holcim endorsement in these examples ranges left or right. The pickup and delivery van examples show the endorsement with a ranged left alignment and the cement truck example uses a ranged right alignment.

To prevent it looking too large the endorsement doesn't run the full length of the logo but stops at a suitable ranging point. If the logo you are working with makes this difficult to do then reduce the length of the endorsement to 65-75% of the logo's length.



## 14.2.5 Endorsed packaging – front and back of cement bags examples

These examples show how the Holcim endorsement can work on packaging – in this case cement bags. It is important to make sure the endorsement can be clearly seen on kraft as well as on white bags..

The endorsement is shown here on both styles of bag. It needs to work with the logo it's supporting and should not dominate the design. The endorsement can also appear on the reverse of the bag and should be smaller than the version on the front. The size and position of the endorsement will be determined by the logo.

It's worth remembering that the areas of small type are affected by the printing process of cement bags. Also, due to the forming of the bags, there are printing restrictions which need to be discussed with your supplier prior to the print run.



## 14.2.6 Endorsed publications – front and back cover examples

On all covers the size and position of the endorsement will be determined by the logo.

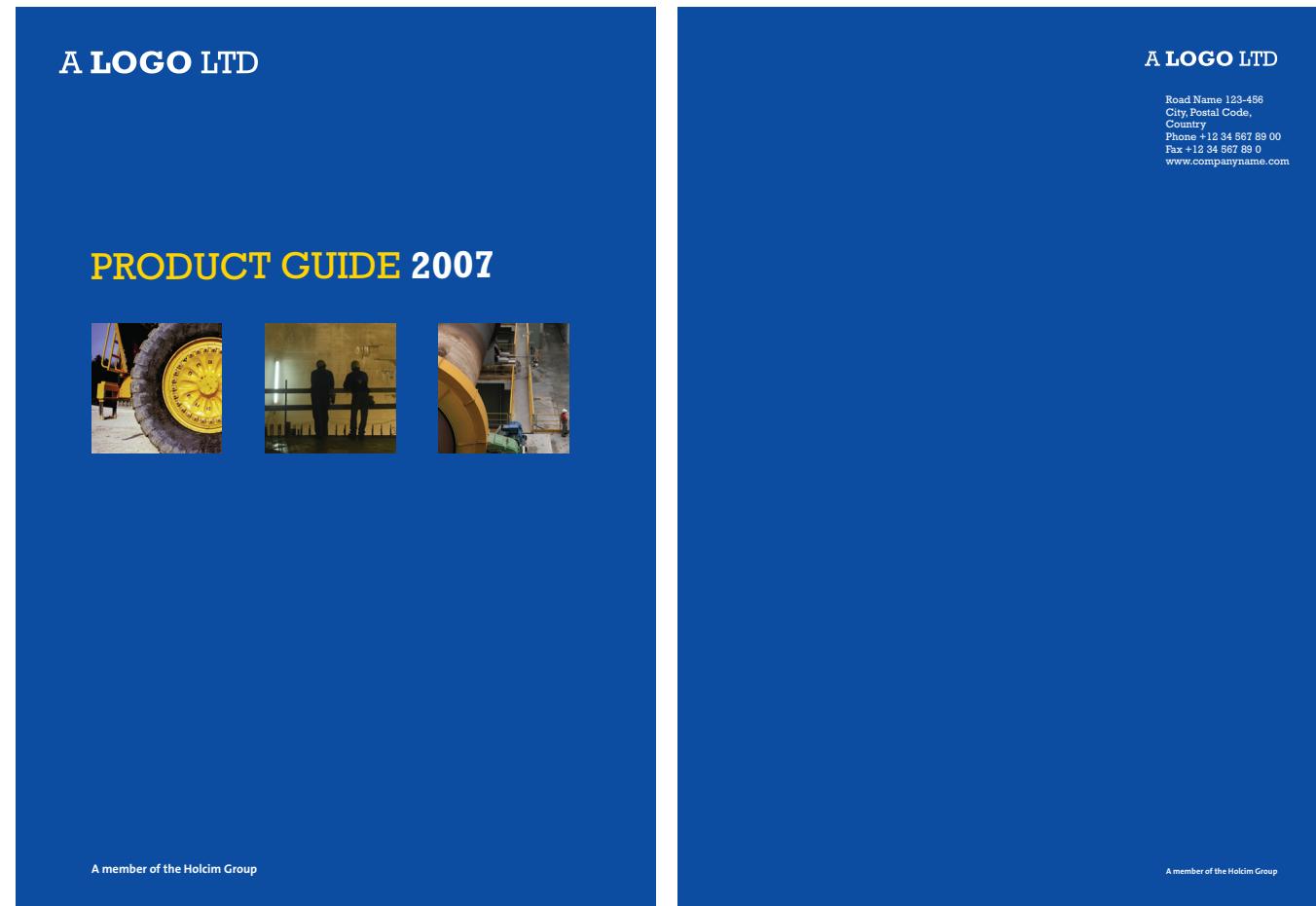
### Front covers

This example shows how the Holcim endorsement can work on a front cover. It can be used quite discreetly but should be a considered element of the layout.

The endorsement ranges left with the main title and images and is placed at the bottom which is the preferred position on front covers. This front cover example uses blue and yellow as its corporate colors with the endorsement reversed out in white for better readability.

### Back covers

The same front cover principles apply when using the Holcim endorsement on a back cover. If the size and position of the logo changes then this will affect the endorsement as shown.



## 14.2.7 Endorsed advertising – half page and banner examples

The Holcim endorsement is used in advertising in a similar way to publications covers.

There isn't a fixed position for the endorsement but placing it at the bottom is preferred. In most cases the image and main headline will be the most dominant elements in the layout which means that company logos will also be positioned at the bottom. The half page advertising example shows how this could work.

The format of advertisements can change greatly which can result in different logo positions to help create a balanced layout. The banner advertisement example shows how the endorsement can work when it is positioned away from the logo. Here it ranges right with the logo and aligns horizontally with the last line of information.



**Main title  
to go here**

This is sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design. This is sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design.

Sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design. This is sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design, this is sample text.

[www.companyname.com](http://www.companyname.com)

**A LOGO LTD**

A member of the Holcim Group



**Main title to go here**

**A LOGO LTD**

This is sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent design. This is sample text, which is intended to represent the size, style and typesetting layout for text matter. It is not supposed to have meaning or be understood, but only to visually represent, this is sample text.

[www.companyname.com](http://www.companyname.com)

A member of the Holcim Group

## 15 Independently named

For some business cases or market situations it makes sense that the business remains independently named. Various possible scenarios can lead to an independently named branding strategy. The most common being the following two (also see the brand architecture decision tree in the Holcim Group Branding Strategy):

1. Companies, activities and products that do not form part of our core business or long-term business strategy. These could be tactical investments or short-term engagements.
2. Companies, activities and products that would experience severe local or Global repercussions from association with Holcim. This can apply to situations where we are potentially jeopardizing existing relationships with important customers through entering into direct competition in markets where we are already operating as Holcim in the cement sector but are newly entering additional activities in the value chain.

The status of independently named brands should not be seen as static and their status should be reviewed periodically.

Generally the Holcim Group brand promise, values, behaviors and general branding standards (Holcim Group Branding Policy) apply to all independently named Group companies.

The degree on how much the independent brand is visually linked to Holcim (i.e. color, typography, templates) depends on the scenario, market situation and strength of the existing brand. For this purpose brand research with key target groups/stakeholders is critical to identify the strengths and weaknesses of the brand and its visual elements.

In this chapter you will find an example based on how independently named businesses can be branded and linked to Holcim. The more elements of the Holcim Brand Design Directives and Recommendations you use the stronger the connection to Holcim will be even without a name change.

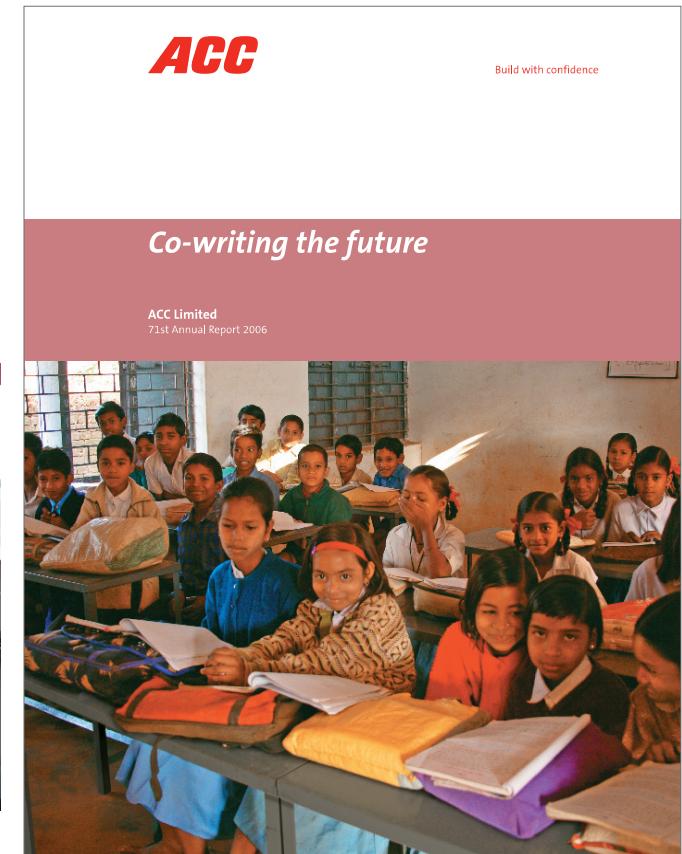
### 15      Independently named

#### 15.1    Independently named – examples

## 15.1 Independently named – examples

### Recommendations

ACC is an example of independently named. ACC has adopted various Holcim design elements from the Holcim brand. Such as the color palette, typography, publication and advertising grids and the overall signage philosophy.



A screenshot of the askACC.com website. The header features the "askACC.com" logo and the tagline "Home Building Assistance by ACC Limited". The page includes a navigation menu with links like "About Us", "Home Plans", "Calculators", "Construction Sequence", "FAQs", and "Find a Professional". A "Professional Users Log In" section with "User ID" and "Password" fields is also present. The main content area has sections for "Welcome to askACC.com", "Planning your dream home?", "Ask Us", and "ACC Helpcentre". There are also links to "Superbrands" and "Visit www.acclimited.com".

## **16 Trademark License Agreements**

Any Group company using the Holcim logo or name either as a Master Brand, co-brand or endorsement in any shape or form must ensure that a proper license agreement with Holcim IP Ltd or a sub-license agreement with the local licensee of Holcim IP Ltd is in place. Please also ensure that all conditions of this agreement are met.

To obtain a proper license before using the Holcim brand contact HGRS Branding at [branding.secretariat@holcim.com](mailto:branding.secretariat@holcim.com)

## 17 Reference materials

To make implementation as easy as possible you will find the Directives, examples, templates and tools available for you and your professional suppliers to use. These are available on the CD enclosed or as downloads on the Holcim Portal.

Holcim color swatches have been generated for spot color printing and for CMYK 4 color printing process. It is important to supply your printer with color swatches to guarantee the Holcim colors (in particular Holcim Red) are correctly executed. It is also useful for double checking on receipt of the job. To achieve better alignment of the Holcim Red color across a multitude of applications we have adjusted the CMYK 4 color printing process specification so that the differences between 2 color and 3 color spot printing more closely resembles the 4 color printing process. If you require further swatches please contact: branding.secretariat-hgrs@holcim.com

### 17 Reference materials

- 17.1 Reference materials – digital Directives  
(CD inserted in sleeve)
  - 17.1.1 Digital Directives – PDF files
  - 17.1.2 Digital Directives – Tools
  - 17.1.3 Digital Directives – Templates
  - 17.1.4 Digital Directives – Examples

### 17.2 Color swatches

## **17.1 Reference materials – digital Directives**

The inserted CD will work on your PC or MAC computer. Apart from PDF files (accessible via Acrobat) please make sure you use the appropriate software programs.

If the CD is missing please contact  
branding.secretariat-hgrs@holcim.com

## 17.1.1 Digital Directives – PDF files

**Holcim Brand Identity Directives and Recommendations PDF**  
HGRS\_BRANDDIRECT\_080101.pdf

**Individual Holcim Brand Identity Directives and Recommendations PDF files**

HGRS\_01BASICelem\_080101.pdf  
HGRS\_02STATIONERY\_080101.pdf  
HGRS\_03CORPSIGNAGE\_080101.pdf  
HGRS\_04VEHICLES\_080101.pdf  
HGRS\_05UNIFORMS\_080101.pdf  
HGRS\_06PRODBRAND\_080101.pdf  
HGRS\_07PACKAGING\_080101.pdf  
HGRS\_08PUBLICATION\_080101.pdf  
HGRS\_09ADVERTISING\_080101.pdf  
HGRS\_10PROMOMAT\_080101.pdf  
HGRS\_11ELEC MEDIA\_080101.pdf  
HGRS\_12THIRDPARTY\_080101.pdf  
HGRS\_13COBRANDNG\_080101.pdf  
HGRS\_14ENDORSEMENT\_080101.pdf  
HGRS\_15INDEPNAMED\_080101.pdf  
HGRS\_16TRADLICAGR\_080101.pdf  
HGRS\_17REFMATERIAL\_080101.pdf

## 17.1.2 Digital Directives – Tools

### 1 Basic elements

#### 1.1 Master Holcim logo

EPS (for printing)

HGRS_LOGO_MAS_2C.eps	<i>2 color &gt; red &amp; black</i>
HGRS_LOGO_MAS_3C.eps	<i>3 color &gt; red, black &amp; gray</i>
HGRS_LOGO_MAS_CMYK_S.eps	<i>full color logo &gt; small</i>
HGRS_LOGO_MAS_CMYK.eps	<i>full color logo</i>
HGRS_LOGO_MAS_K.eps	<i>black logo</i>
HGRS_LOGO_MAS_W_S.eps	<i>white logo &gt; reverse out of color &gt; small</i>
HGRS_LOGO_MAS_W.eps	<i>white logo &gt; reverse out of color</i>
JPG (for electronic applications)	
HGRS_LOGO_MAS_K_L.jpg	<i>black logo &gt; large</i>
HGRS_LOGO_MAS_K_M.jpg	<i>black logo &gt; medium</i>
HGRS_LOGO_MAS_K_S.jpg	<i>black logo &gt; small</i>
HGRS_LOGO_MAS_RGB_L.jpg	<i>full color logo &gt; large</i>
HGRS_LOGO_MAS_RGB_M.jpg	<i>full color logo &gt; medium</i>
HGRS_LOGO_MAS_RGB_S.jpg	<i>full color logo &gt; small</i>
PNG (for electronic applications)	
HGRS_LOGO_MAS_K_L.png	<i>black logo &gt; large</i>
HGRS_LOGO_MAS_K_M.png	<i>black logo &gt; medium</i>
HGRS_LOGO_MAS_K_S.png	<i>black logo &gt; small</i>
HGRS_LOGO_MAS_RGB_L.png	<i>full color logo &gt; large</i>
HGRS_LOGO_MAS_RGB_M.png	<i>full color logo &gt; medium</i>
HGRS_LOGO_MAS_RGB_S.png	<i>full color logo &gt; small</i>

#### 1.1.1 Centered Holcim logo

EPS (for printing)

HGRS_LOGO_CEN_2C.eps	<i>2 color &gt; red &amp; black</i>
HGRS_LOGO_CEN_3C.eps	<i>3 color &gt; red, black &amp; gray</i>
HGRS_LOGO_CEN_CMYK.eps	<i>full color logo</i>
HGRS_LOGO_CEN_K.eps	<i>black logo</i>
HGRS_LOGO_CEN_W.eps	<i>white logo</i>

JPG (for electronic applications)

HGRS_LOGO_CEN_K_L.jpg	<i>black logo &gt; large</i>
HGRS_LOGO_CEN_K_M.jpg	<i>black logo &gt; medium</i>
HGRS_LOGO_CEN_K_S.jpg	<i>black logo &gt; small</i>
HGRS_LOGO_CEN_RGB_L.jpg	<i>full color logo &gt; large</i>
HGRS_LOGO_CEN_RGB_M.jpg	<i>full color logo &gt; medium</i>
HGRS_LOGO_CEN_RGB_S.jpg	<i>full color logo &gt; small</i>
PNG (for electronic applications)	
HGRS_LOGO_CEN_K_L.png	<i>black logo &gt; large</i>
HGRS_LOGO_CEN_K_M.png	<i>black logo &gt; medium</i>
HGRS_LOGO_CEN_K_S.png	<i>black logo &gt; small</i>
HGRS_LOGO_CEN_RGB_L.png	<i>full color logo &gt; large</i>
HGRS_LOGO_CEN_RGB_M.png	<i>full color logo &gt; medium</i>
HGRS_LOGO_CEN_RGB_S.png	<i>full color logo &gt; small</i>
HGRS_LOGO_CEN_W_L.png	<i>white logo &gt; large</i>
HGRS_LOGO_CEN_W_M.png	<i>white logo &gt; medium</i>
HGRS_LOGO_CEN_W_S.png	<i>white logo &gt; small</i>

#### 1.1.1.1 Master Holcim logo registered

EPS (for printing)

HGRS_LOGO_MAS_R_2C.eps	<i>2 color &gt; red &amp; black</i>
HGRS_LOGO_MAS_R_3C.eps	<i>3 color &gt; red, black &amp; gray</i>
HGRS_LOGO_MAS_R_CMYK.eps	<i>full color logo</i>
HGRS_LOGO_MAS_R_K.eps	<i>black logo</i>
HGRS_LOGO_MAS_R_W.eps	<i>white logo</i>

JPG (for electronic applications)

HGRS_LOGO_MAS_R_K_L.jpg	<i>black logo &gt; large</i>
HGRS_LOGO_MAS_R_K_M.jpg	<i>black logo &gt; medium</i>
HGRS_LOGO_MAS_R_K_S.jpg	<i>black logo &gt; small</i>
HGRS_LOGO_MAS_R_RGB_L.jpg	<i>full color logo &gt; large</i>
HGRS_LOGO_MAS_R_RGB_M.jpg	<i>full color logo &gt; medium</i>
HGRS_LOGO_MAS_R_RGB_S.jpg	<i>full color logo &gt; small</i>

PNG (for electronic applications)

HGRS_LOGO_MAS_R_K_L.png	<i>black logo &gt; large</i>
HGRS_LOGO_MAS_R_K_M.png	<i>black logo &gt; medium</i>
HGRS_LOGO_MAS_R_K_S.png	<i>black logo &gt; small</i>
HGRS_LOGO_MAS_R_RGB_L.png	<i>full color logo &gt; large</i>
HGRS_LOGO_MAS_R_RGB_M.png	<i>full color logo &gt; medium</i>
HGRS_LOGO_MAS_R_RGB_S.png	<i>full color logo &gt; small</i>
HGRS_LOGO_MAS_R_W_L.png	<i>white logo &gt; large</i>
HGRS_LOGO_MAS_R_W_M.png	<i>white logo &gt; medium</i>
HGRS_LOGO_MAS_R_W_S.png	<i>white logo &gt; small</i>

## 17.1.2 Digital Directives – Tools (continued)

### 1.1.1 Vertical Holcim logo

EPS (for printing)

HGRS\_LOGO\_VER\_2C.eps

*2 color > red & black*

HGRS\_LOGO\_VER\_3C.eps

*3 color > red, black & gray*

HGRS\_LOGO\_VER\_CMYK.eps

*full color logo*

HGRS\_LOGO\_VER\_K.eps

*black logo*

HGRS\_LOGO\_VER\_W.eps

*white logo*

JPG (for electronic applications)

HGRS\_LOGO\_VER\_K\_L.jpg

*black logo > large*

HGRS\_LOGO\_VER\_K\_M.jpg

*black logo > medium*

HGRS\_LOGO\_VER\_K\_S.jpg

*black logo > small*

HGRS\_LOGO\_VER\_RGB\_L.jpg

*full color > large*

HGRS\_LOGO\_VER\_RGB\_M.jpg

*full color > medium*

HGRS\_LOGO\_VER\_RGB\_S.jpg

*full color > small*

PNG (for electronic applications)

HGRS\_LOGO\_VER\_K\_L.png

*black logo > large*

HGRS\_LOGO\_VER\_K\_M.png

*black logo > medium*

HGRS\_LOGO\_VER\_K\_S.png

*black logo > small*

HGRS\_LOGO\_VER\_RGB\_L.png

*full color logo > large*

HGRS\_LOGO\_VER\_RGB\_M.png

*full color logo > medium*

HGRS\_LOGO\_VER\_RGB\_S.png

*full color logo > small*

HGRS\_LOGO\_VER\_W\_L.png

*white logo > large*

HGRS\_LOGO\_VER\_W\_M.png

*white logo > medium*

HGRS\_LOGO\_VER\_W\_S.png

*white logo > small*

### 1.1.4 Holcim symbol

EPS (for printing)

HGRS\_SYMBOL\_2C.eps

*2 color symbol > red & black*

HGRS\_SYMBOL\_CMYK.eps

*full color symbol*

### 1.1.5 Arabic Holcim logo

EPS (for printing)

HGRS\_LOGO\_ARA\_2C.eps

*2 color > red & black*

HGRS\_LOGO\_ARA\_3C.eps

*3 color > red, black & gray*

HGRS\_LOGO\_ARA\_CMYK.eps

*full color logo*

HGRS\_LOGO\_ARA\_K.eps

*black logo*

HGRS\_LOGO\_ARA\_W.eps

*white logo*

JPG (for electronic applications)

HGRS\_LOGO\_ARA\_K\_L.jpg

*black logo > large*

HGRS\_LOGO\_ARA\_K\_M.jpg

*black logo > medium*

HGRS\_LOGO\_ARA\_K\_S.jpg

*black logo > small*

HGRS\_LOGO\_ARA\_RGB\_L.jpg

*full color > large*

HGRS\_LOGO\_ARA\_RGB\_M.jpg

*full color > medium*

HGRS\_LOGO\_ARA\_RGB\_S.jpg

*full color > small*

PNG (for electronic applications)

HGRS\_LOGO\_ARA\_K\_L.png

*black logo > large*

HGRS\_LOGO\_ARA\_K\_M.png

*black logo > medium*

HGRS\_LOGO\_ARA\_K\_S.png

*black logo > small*

HGRS\_LOGO\_ARA\_RGB\_L.png

*full color logo > large*

HGRS\_LOGO\_ARA\_RGB\_M.png

*full color logo > medium*

HGRS\_LOGO\_ARA\_RGB\_S.png

*full color logo > small*

HGRS\_LOGO\_ARA\_W\_L.png

*white logo > large*

HGRS\_LOGO\_ARA\_W\_M.png

*white logo > medium*

HGRS\_LOGO\_ARA\_W\_S.png

*white logo > small*

### 1.1.5 Chinese Holcim logo

EPS (for printing)

HGRS\_LOGO\_CHI\_2C.eps

*2 color > red & black*

HGRS\_LOGO\_CHI\_3C.eps

*3 color > red, black & gray*

HGRS\_LOGO\_CHI\_CMYK.eps

*full color logo*

HGRS\_LOGO\_CHI\_K.eps

*black logo*

HGRS\_LOGO\_CHI\_W.eps

*white logo*

JPG (for electronic applications)

HGRS\_LOGO\_CHI\_K\_L.jpg

*black logo > large*

HGRS\_LOGO\_CHI\_K\_M.jpg

*black logo > medium*

HGRS\_LOGO\_CHI\_K\_S.jpg

*black logo > small*

HGRS\_LOGO\_CHI\_RGB\_L.jpg

*full color > large*

HGRS\_LOGO\_CHI\_RGB\_M.jpg

*full color > medium*

HGRS\_LOGO\_CHI\_RGB\_S.jpg

*full color > small*

PNG (for electronic applications)

HGRS\_LOGO\_CHI\_K\_L.png

*black logo > large*

HGRS\_LOGO\_CHI\_K\_M.png

*black logo > medium*

HGRS\_LOGO\_CHI\_K\_S.png

*black logo > small*

HGRS\_LOGO\_CHI\_RGB\_L.png

*full color logo > large*

HGRS\_LOGO\_CHI\_RGB\_M.png

*full color logo > medium*

HGRS\_LOGO\_CHI\_RGB\_S.png

*full color logo > small*

HGRS\_LOGO\_CHI\_W\_L.png

*white logo > large*

HGRS\_LOGO\_CHI\_W\_M.png

*white logo > medium*

HGRS\_LOGO\_CHI\_W\_S.png

*white logo > small*

## 17.1.2 Digital Directives – Tools (continued)

### 1.1.6 Holcim logo and tagline

EPS (for printing)

HGRS_LOGOTAGLE_2C.eps	2 color > logo, tagline left
HGRS_LOGOTAGLE_3C.eps	3 color > logo, tagline left
HGRS_LOGOTAGLE_CMYK.eps	full color > logo, tagline left
HGRS_LOGOTAGRI_2C.eps	2 color > logo, tagline right
HGRS_LOGOTAGRI_3C.eps	3 color > logo, tagline right
HGRS_LOGOTAGRI_CMYK.eps	full color > logo, tagline right
HGRS_LOGOTAGST_2C.eps	2 color > logo, tagline stacked
HGRS_LOGOTAGST_3C.eps	3 color > logo, tagline stacked
HGRS_LOGOTAGST_CMYK.eps	full color > logo, tagline stacked

### 1.2.1 Core color palette and secondary color palette

HGRS_COLORS.pdf	Core and secondary color palette
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### 1.2.2 Product and services color palette specifications

HGRS_PRODCOLORS.pdf	Product and service color palette
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### 1.3.1 Holcim font

TheSansBasic_MAC.zip	<i>TheSans Basic for Mac</i>
TheSansBasic_PC.zip	<i>TheSans Basic for PC</i>

### 3 Corporate signage

#### 3.1.5 Exterior building totem

HGRS_TOTEMASSEM.pdf	<i>Totem assembly instructions</i>
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#### 3.1.7 Exterior building direction signage

HGRS_ARROWS_K.eps	<i>Horizontal, vertical &amp; 45° arrows &gt; black</i>
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#### 3.3.3 OHS icons

HGRS_OHS_DUSTMASK_1C.eps	<i>Dust mask &gt; 1 color &gt; blue</i>
HGRS_OHS_EARPROTECT_1C.eps	<i>Ear protection &gt; 1 color &gt; blue</i>
HGRS_OHS_HARDHAT_1C.eps	<i>Hard hat &gt; 1 color &gt; blue</i>
HGRS_OHS_SAFEBOOTS_1C.eps	<i>Safety boots &gt; 1 color &gt; blue</i>
HGRS_OHS_SAFEGLOVES_1C.eps	<i>Safety gloves &gt; 1 color &gt; blue</i>
HGRS_OHS_SAFEGOG_1C.eps	<i>Safety goggles &gt; 1 color &gt; blue</i>
HGRS_OHS_SAFEVEST_1C.eps	<i>Safety vest &gt; 1 color &gt; blue</i>

## 17.1.2 Digital Directives – Tools (continued)

### 6 Product branding

#### 6.4 Human element icons

HGRS_HE_BRICKLAY_K.eps	<i>Bricklaying with man &gt; black</i>
HGRS_HE_CONPAVING_K.eps	<i>Concrete paving with man &gt; black</i>
HGRS_HE_EXDURABIL_K.eps	<i>Extra Durability with man &gt; black</i>
HGRS_HE_FOUNDATIONS_K.eps	<i>Foundation with man &gt; black</i>
HGRS_HE_HIEARLYSTR_K.eps	<i>High Early-strength with man &gt; black</i>
HGRS_HE_LOHEATHYD_K.eps	<i>Low heat hydration with man &gt; black</i>
HGRS_HE_OILWELL_K.eps	<i>Oil well with man &gt; black</i>
HGRS_HE_PLASTER_K.eps	<i>Plastering with man &gt; black</i>
HGRS_HE_READYMXCON_K.eps	<i>Ready mix concrete with man &gt; black</i>
HGRS_HE_ROADSTABIL_K.eps	<i>Road stabilization with man &gt; black</i>
HGRS_HE_SERVICE_K.eps	<i>Service &amp; men &gt; black</i>
HGRS_HE_SMOFIBRE_K.eps	<i>Smooth fibre with man &gt; black</i>
HGRS_HE_STRONGSTR_K.eps	<i>Strong Structure with man &gt; black</i>

#### 6.4 Straight forward icons

HGRS_SFA_BRICKLAY_K.eps	<i>Bricklaying &gt; black</i>
HGRS_SFA_CONPAVING_K.eps	<i>Concrete paving &gt; black</i>
HGRS_SFA_EXDURABIL_K.eps	<i>Extra Durability &gt; black</i>
HGRS_SFA_FOUNDATIONS_K.eps	<i>Foundation &gt; black</i>
HGRS_SFA_HIEARLYSTR_K.eps	<i>High Early-strength &gt; black</i>
HGRS_SFA_LOHEATHYD_K.eps	<i>Low heat hydration &gt; black</i>
HGRS_SFA_OILWELL_K.eps	<i>Oil well &gt; black</i>
HGRS_SFA_PLASTER_K.eps	<i>Plastering &gt; black</i>
HGRS_SFA_READYMXCON_K.eps	<i>Ready mix concrete &gt; black</i>
HGRS_SFA_ROADSTABIL_K.eps	<i>Road stabilization &gt; black</i>
HGRS_SFA_SMOFIBRE_K.eps	<i>Smooth fibre &gt; black</i>
HGRS_SFA_STRONGSTR_K.eps	<i>Strong Structure &gt; black</i>

### 6.5 Informative icons

HGRS_INFO_CAUTION_K.eps	<i>Caution &gt; black</i>
HGRS_INFO_CAUTION_W.eps	<i>Caution &gt; white</i>
HGRS_INFO_KEEPDRY_K.eps	<i>Keep dry &gt; black</i>
HGRS_INFO_KEEPDRY_W.eps	<i>Keep dry &gt; white</i>
HGRS_INFO_LIFTCARE_K.eps	<i>Lift with care &gt; black</i>
HGRS_INFO_LIFTCARE_W.eps	<i>Lift with care &gt; white</i>
HGRS_INFO_NOSUN_K.eps	<i>No exposure to sun &gt; black</i>
HGRS_INFO_NOSUN_W.eps	<i>No exposure to sun &gt; white</i>
HGRS_INFO_PHONE_K.eps	<i>Telephone information &gt; black</i>
HGRS_INFO_PHONE_W.eps	<i>Telephone information &gt; white</i>

### 6.5 Mixing icons

HGRS_MIX_15MIN_K.eps	<i>Mixing time 15 mins &gt; black</i>
HGRS_MIX_15MIN_W.eps	<i>Mixing time 15 mins &gt; white</i>
HGRS_MIX_30MIN_K.eps	<i>Mixing time 30 mins &gt; black</i>
HGRS_MIX_30MIN_W.eps	<i>Mixing time 30 mins &gt; white</i>
HGRS_MIX_BUCKET_K.eps	<i>Bucket &gt; black</i>
HGRS_MIX_BUCKET_W.eps	<i>Bucket &gt; white</i>
HGRS_MIX_BUCKET+No_K.eps	<i>Bucket + No &gt; black</i>
HGRS_MIX_BUCKET+No_W.eps	<i>Bucket + No &gt; white</i>
HGRS_MIX_BUCKET+No+SOL_K.eps	<i>Bucket + No + Solid &gt; black</i>
HGRS_MIX_BUCKET+No+SOL_W.eps	<i>Bucket + No + Solid &gt; white</i>
HGRS_MIX_CEMBAG_K.eps	<i>Cement bags &gt; black</i>
HGRS_MIX_CEMBAG_W.eps	<i>Cement bags &gt; white</i>
HGRS_MIX_CEMBAGS+No_K.eps	<i>Cement bags + No &gt; black</i>
HGRS_MIX_CEMBAGS+No_SOL_K.eps	<i>Cement bags + No + Solid &gt; black</i>
HGRS_MIX_CEMBAGS+No_SOL_W.eps	<i>Cement bags + No + Solid &gt; white</i>
HGRS_MIX_CEMBAGS+No_W.eps	<i>Cement bags + No &gt; white</i>
HGRS_MIX_CEMMIX_K.eps	<i>Cement mixer &gt; black</i>
HGRS_MIX_CEMMIX_W.eps	<i>Cement mixer &gt; white</i>
HGRS_MIX_WHBARROW_K.eps	<i>Wheelbarrow &gt; black</i>
HGRS_MIX_WHBARROW_W.eps	<i>Wheelbarrow &gt; white</i>

## 17.1.2 Digital Directives – Tools (continued)

### 11 Electronic media

#### 11.1 PowerPoint

HGRS\_PPTGUIDES.ppt  
HGRS\_PPTDESSAMPLES.ppt

*PowerPoint directives*  
*PowerPoint design samples*

#### Additional tools

#### Electronic wallpaper

HGRS\_WALLPAPER\_640x480.jpg  
HGRS\_WALLPAPER\_800x600.jpg  
HGRS\_WALLPAPER\_1024x768.jpg  
HGRS\_WALLPAPER\_1280x768.jpg  
HGRS\_WALLPAPER\_1400x1050.jpg  
HGRS\_WALLPAPER\_1440x900.jpg  
HGRS\_WALLPAPER\_1600x1280.jpg

*Electronic wallpaper > 640x480*  
*Electronic wallpaper > 800x600*  
*Electronic wallpaper > 1024x768*  
*Electronic wallpaper > 1280x768*  
*Electronic wallpaper > 1400x1050*  
*Electronic wallpaper > 1440x900*  
*Electronic wallpaper > 1600x1280*

#### Screensaver

HGRS\_SCREENSAVER.exe

*Screensaver for PC*

### 14 Endorsed by Holcim

#### 14.1.1 Endorsement

EPS (for printing)  
HGRS\_ENDORS\_K.eps  
HGRS\_ENDORS\_W.eps  
HGRS\_ENDORSIT\_K.eps  
HGRS\_ENDORSIT\_W.eps  
JPG (for electronic applications)  
HGRS\_ENDORS\_K\_L.jpg  
HGRS\_ENDORS\_K\_M.jpg  
HGRS\_ENDORS\_K\_S.jpg  
HGRS\_ENDORSIT\_K\_L.jpg  
HGRS\_ENDORSIT\_K\_M.jpg  
HGRS\_ENDORSIT\_K\_S.jpg  
PNG (for electronic applications)  
HGRS\_ENDORS\_K\_L.png  
HGRS\_ENDORS\_K\_M.png  
HGRS\_ENDORS\_K\_S.png  
HGRS\_ENDORS\_W\_L.png  
HGRS\_ENDORS\_W\_M.png  
HGRS\_ENDORS\_W\_S.png  
HGRS\_ENDORSIT\_K\_L.png  
HGRS\_ENDORSIT\_K\_M.png  
HGRS\_ENDORSIT\_K\_S.png  
HGRS\_ENDORSIT\_W\_L.png  
HGRS\_ENDORSIT\_W\_M.png  
HGRS\_ENDORSIT\_W\_S.png

*black > bold endorsement*  
*white > bold endorsement*  
*black > bold italic endorsement*  
*white > bold italic endorsement*  
  
*black > bold endorsement > large*  
*black > bold endorsement > medium*  
*black > bold endorsement > small*  
*black > bold italic endorsement > large*  
*black > bold italic endorsement > medium*  
*black > bold italic endorsement > small*  
  
*black > bold endorsement > large*  
*black > bold endorsement > medium*  
*black > bold endorsement > small*  
*white > bold endorsement > large*  
*white > bold endorsement > medium*  
*white > bold endorsement > small*  
*black > bold italic endorsement > large*  
*black > bold italic endorsement > medium*  
*black > bold italic endorsement > small*  
*white > bold italic endorsement > large*  
*white > bold italic endorsement > medium*  
*white > bold italic endorsement > small*

## 17.1.3 Digital Directives – Templates

### 1 Basic elements

#### Additional templates

##### Release forms

HGRS\_MODELREL.doc  
HGRS\_PHOTOREL.doc  
HGRS\_PROPREL.doc

*Model release form*  
*Photography release form – global release*  
*Third-party property photograph release form*

### 2 Stationery

#### 2.1 Letterhead (A4)

HGRS\_A4 LETTERHEAD\_3C.qxp      A4 letterhead > 3 color > print  
HGRS\_A4 LETTERHEAD\_DE.dot      A4 letterhead > German > Word doc  
HGRS\_A4 LETTERHEAD\_ENG.dot      A4 letterhead > English > Word doc  
HGRS\_A4 LETTERHEAD\_ES.dot      A4 letterhead > Spanish > Word doc  
HGRS\_A4 LETTERHEAD\_FR.dot      A4 letterhead > French > Word doc

#### 2.2 Letterhead continuation sheet (A4)

HGRS\_A4\_CONTSHEET\_3C.qxp      A4 continuation sheet > 3 color > print

#### 2.3 Letterhead (US letter)

HGRS\_US LETTERHEAD\_3C.qxp      US letterhead > 3 color > print  
HGRS\_US LETTERHEAD\_DE.dot      US letterhead > German > Word doc  
HGRS\_US LETTERHEAD\_ENG.dot      US letterhead > English > Word doc  
HGRS\_US LETTERHEAD\_ES.dot      US letterhead > Spanish > Word doc  
HGRS\_US LETTERHEAD\_FR.dot      US letterhead > French > Word doc

#### 2.4 Letterhead continuation sheet (US letter)

HGRS\_US\_CONTSHEET\_3C.qxp      US continuation sheet > 3 color > print

#### 2.5 Message card

HGRS\_A5 MESSAGE\_DE.dot      A5 message label > German > Word doc  
HGRS\_A5 MESSAGE\_ENG.dot      A5 message label > English > Word doc  
HGRS\_A5 MESSAGE\_ES.dot      A5 message label > Spanish > Word doc  
HGRS\_A5 MESSAGE\_FR.dot      A5 message label > French > Word doc  
HGRS\_A5 MESSAGE1\_3C.qxp      A5 message card 1 > 3 color > print  
HGRS\_A5 MESSAGE2\_3C.qxp      A5 message card 2 > 3 color > print

#### 2.6 Compliment slip

HGRS\_COMPSLIP\_3C.qxp      Compliment slip > 3 color > print  
HGRS\_COMPSLIP\_ENG.dot      Compliment slip > English > Word doc

#### 2.7 Envelopes

HGRS\_6.5x9.5\_ENVELOPE\_3C.qxp      9.5"x 6.5" envelope > 3 color > print  
HGRS\_9.5x4.125\_ENVELOPE\_3C.qxp      9.5" x 4.125" envelope > 3 color > print  
HGRS\_13x10\_ENVELOPE\_3C.qxp      10" x 13" envelope > 3 color > print  
HGRS\_14.5x11.5\_ENVELOPE\_3C.qxp      14.5" x 11.5" envelope > 3 color > print  
HGRS\_C5\_ENVELOPE\_3C.qxp      C5 envelope > 3 color > print  
HGRS\_DL\_ENVELOPE\_3C.qxp      DL envelope > 3 color > print

## 17.1.3 Digital Directives – Templates (continued)

### 2.8 Mailing labels

HGRS_130x92_LABELSONA4.dot	130 x 92 labels on A4 sheet > Word doc
HGRS_130x92_LABELSONA4_3C.qxp	130 x 92 labels on A4 sheet > 3 color > print
HGRS_130x92_LABELSONUS.dot	130 x 92 labels on US sheet > Word doc
HGRS_130x92_LABELSONUS_3C.qxp	130 x 92 labels on US sheet > 3 color > print
HGRS_A6_LABELSONA4_3C.qxp	A6 labels on A4 sheet > 3 color > print
HGRS_A6_LABELSONA4.dot	A6 labels on A4 sheet > Word doc

### 2.9 Business card

HGRS_85x54_BUSCARD_3C.qxp	85 x 54 business cards on A4 > 3 color > print
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### 2.10 Business card (US)

HGRS_3.5x2_BUSCARD_3C.qxp	3.5" x 2" business cards on US > 3 color > print
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### 2.11 Fax (A4)

HGRS_A4_FAX_K.qxp	A4 fax > black > print
HGRS_A4_FAX_DE.dot	Fax > German > Word doc
HGRS_A4_FAX_ENG.dot	Fax > English > Word doc
HGRS_A4_FAX_ES.dot	Fax > Spanish > Word doc
HGRS_A4_FAX_FR.dot	Fax > French > Word doc

### 2.12 Fax (US letter)

HGRS_US_FAX_K.qxp	US fax > black > print
HGRS_US_FAX.dot	Fax > English > Word doc

### 2.13 Memo

HGRS_A4_MEMO_DE.dot	A4 memo > German > Word doc
HGRS_A4_MEMO_ENG.dot	A4 memo > English > Word doc
HGRS_A4_MEMO_ES.dot	A4 memo > Spanish > Word doc
HGRS_A4_MEMO_FR.dot	A4 memo > French > Word doc
HGRS_A4_MEMO_K.qxp	A4 memo > black > print

### 2.14 Report

HGRS_A4_REPORT_DE.dot	A4 report > German > Word doc
HGRS_A4_REPORT_ENG.dot	A4 report > English > Word doc
HGRS_A4_REPORT_ES.dot	A4 report > Spanish > Word doc
HGRS_A4_REPORT_FR.dot	A4 report > French > Word doc

### 2.15 Meeting minutes

HGRS_A4_MEETMINS_DE.dot	A4 meeting mins > German > Word doc
HGRS_A4_MEETMINS_ENG.dot	A4 meeting mins > English > Word doc
HGRS_A4_MEETMINS_ES.dot	A4 meeting mins > Spanish > Word doc
HGRS_A4_MEETMINS_FR.dot	A4 meeting mins > French > Word doc

### 2.16 Certificates

HGRS_A4_CERTIFIM_CMYK.eps	A4 certificate with image area > full color > print
HGRS_A4_CERTIFSYM_3C.eps	A4 certificate with cropped symbol > 3 color > print

### Additional templates

#### Covering letter

HGRS_A5_COVERLET_DE.dot	A5 cover letter > German > Word doc
HGRS_A5_COVERLET_ENG.dot	A5 cover letter > English > Word doc
HGRS_A5_COVERLET_ES.dot	A5 cover letter > Spanish > Word doc
HGRS_A5_COVERLET_FR.dot	A5 cover letter > French > Word doc

#### Delivery note

HGRS_A4_DELNOTE_DE.dot	Delivery note > German > Word doc
HGRS_A4_DELNOTE_ENG.dot	Delivery note > English > Word doc
HGRS_A4_DELNOTE_ES.dot	Delivery note > Spanish > Word doc
HGRS_A4_DELNOTE_FR.dot	Delivery note > French > Word doc

#### Invoice

HGRS_A4_INVOICE_DE.dot	A4 invoice > German > Word doc
HGRS_A4_INVOICE_ENG.dot	A4 invoice > English > Word doc
HGRS_A4_INVOICE_ES.dot	A4 invoice > Spanish > Word doc
HGRS_A4_INVOICE_FR.dot	A4 invoice > French > Word doc

#### Name tag

HGRS_NAMETAGS.dot	Name tag > Word doc
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## 17.1.3 Digital Directives – Templates (continued)

### 3 Corporate signage

#### 3.1.1 Exterior silo signage

HGRS_SILOMAX_3C.eps	Silo max. logo to symbol relationship > 3 color
HGRS_SILOMIN_3C.eps	Silo min. logo to symbol relationship > 3 color

#### 3.1.3 Exterior building signage with cropped symbol

HGRS_LOGOSYMV1x4_3C.eps	1:4 vertical sign (logo & symbol) > 3 color >
HGRS_LOGOSYMH4x1_3C.eps	4:1 horizontal sign (logo & symbol) > 3 color
HGRS_LOGOSYMH5x1_3C.eps	5:1 horizontal sign (logo & symbol) > 3 color

#### 3.1.4 Exterior building signage with Holcim logo

HGRS_LOGOTAGH4x1_3C.eps	4:1 horizontal sign + logo & tagline > 3 color
HGRS_LOGOTAGH5x1_3C.eps	5:1 horizontal sign + logo & tagline > 3 color
HGRS_LOGOV1x4_3C.eps	1:4 vertical sign + logo > 3 color

#### 3.1.6 Exterior site entrance signage

HGRS_EXENTRANCE_3C.eps	Exterior logo, site name & tel. no > 3 color
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#### 3.1.7 Exterior building direction signage

HGRS_EXTP25%_K.eps	Exterior text panel sign @ 25% > black
HGRS_EXTP100%_K.eps	Exterior text panel sign @ 100% > black

#### 3.1.8 Flags

HGRS_FLAGLOGO1x3_3C.eps	Flag logo 1:3 vertical > 3 color
HGRS_FLAGSYM1x3_3C.eps	Flag logo & symbol 1:3 vertical > 3 color

#### 3.2.2 Interior building signage – landing and door signs

HGRS_ROOMNo_K.eps	Room numbers > black
HGRS_WAYFINDING_K.eps	Directional wayfinding location name & arrow > black
HGRS_WAYFLOOR_3C.eps	Floor no. + directional wayfinding > 3 color

#### 3.2.3 Interior building signage – bilingual

HGRS_DOORBI_K.eps	Door sign > bilingual > black
HGRS_LOCATEBI_3C.eps	Location > bilingual > 3 color
HGRS_WAYFLOORBI_3C.eps	Floor no. + directional wayfinding bilingual > 3 color

#### 3.3.1 OH&S signage

HGRS_OHSSIGN_2C.eps	Health & safety sign > 2 color > red & blue
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#### 3.3.2 OH&S signage – bilingual

HGRS_OHSSIGNBI_2C.eps	Health & safety sign > bilingual > 2 color > red & blue
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### 3.4.1 Exhibition vertical hanging banners

HGRS_BANNERCOL_4C.eps	1:3 vertical banner, colored text area > full color
HGRS_BANNERW_4C.eps	1:3 vertical banner, white text area > full color

### 3.4.2 Exhibition horizontal panels

HGRS_PANELCOL3x1_4C.eps	3:1 horizontal panel, colored text area > full color
HGRS_PANELW3x1_4C.eps	3:1 horizontal panel, white text area > full color

### 3.4.3 Exhibition booth and information panels

HGRS_PANELCOL1x2_4C.eps	1:2 vertical panel, colored text area > full color
HGRS_PANELIMAGE1x2_4C.eps	1:2 vertical panel, colored text area, image > full color

### 3.4.4 Horizontal booth backdrops

HGRS_BACKCOL2x1_4C.eps	2:1 backdrop, colored text area > full color
HGRS_BACKSYM2x1_4C.eps	2:1 backdrop, cropped symbol > full color
HGRS_BACKIMAGE2x1_4C.eps	2:1 backdrop, colored text area, image > full color

### 4 Vehicles

#### 4.2 Branding for cabs

HGRS_FLEETNoS_K.eps	Vertical & horizontal fleet no's > black
HGRS_SIDEDECACTAG_3C.eps	Logo, tagline > 3 color > red, black & gray
HGRS_SIDEOF CAB_3C.eps	Logo, plant name & tel no. > 3 color > red, black & gray

#### 4.3 Branding back of vehicles

HGRS_BACKTRUC_3C.eps	Back view, tel no.+ URL > 3 color > red, black & gray
HGRS_BACKTRUCAC_3C.eps	Back of truck > CAC > 3 color > red, black & gray
HGRS_BACKTRUSPP_3C.eps	Back of truck > SPP > 3 color > red, black & gray

## 17.1.3 Digital Directives – Templates (continued)

### 5 Uniforms

#### 5.3 Identification cards – Holcim employees

HGRS\_IDEMPLOYEEH\_3C.eps      *ID card, Holcim employee, horizontal > 3 color*  
HGRS\_IDEMPLOYEEV\_3C.eps      *ID card, Holcim employee, vertical > 3 color*

#### 5.4 Identification cards – external parties

HGRS\_IDTHIRDPARH\_4C.eps      *ID card, third party, horizontal > 4 spot colors*  
HGRS\_IDTHIRDPARV\_4C.eps      *ID card, third party, vertical > 4 spot colors*

### 7 Packaging

#### 7.9 Kraft bag two colors

HGRS\_KRAFT25KG\_2C.eps  
HGRS\_KRAFT40KG\_2C.eps  
HGRS\_KRAFT50KG\_2C.eps

*2 color > 25kg Kraft bag > 305x400mm*  
*2 color > 40kg Kraft bag > 318x483mm*  
*2 color > 50kg Kraft bag > 356x533mm*

#### 7.11 Kraft bag one color

HGRS\_KRAFT25KG\_1C.eps  
HGRS\_KRAFT40KG\_1C.eps  
HGRS\_KRAFT50KG\_1C.eps

*1 color > 25kg Kraft bag > 305x400mm*  
*1 color > 40kg Kraft bag > 318x483mm*  
*1 color > 50kg Kraft bag > 356x533mm*

#### 7.12 White bag three colors

HGRS\_WBAG25KG\_3C.eps  
HGRS\_WBAG40KG\_3C.eps  
HGRS\_WBAG50KG\_3C.eps

*3 color > 25kg White bag > 305x400mm*  
*3 color > 40kg White bag > 318x483mm*  
*3 color > 50kg White bag > 356x533mm*

## 17.1.3 Digital Directives – Templates (continued)

### 8 Publications

#### 8.1.3-4 General folder

HGRS\_GENFOLD\_3C.eps  
HGRS\_GENFOLD\_CMYK.eps  
HGRS\_GENFOLDIMG\_CMYK.eps  
HGRS\_GENFOLDSYM\_3C.eps

*General folder > white area > 3 color*  
*General folder > white + secondary color > full color*  
*General folder > image area > full color*  
*General folder > symbol > 3 color*

#### 8.1.5-7 A4 brochure

HGRS\_A4BROCHURE\_1.indd  
HGRS\_A4BROCHURE\_1.qxd  
HGRS\_A4BROCHURE\_2.indd  
HGRS\_A4BROCHURE\_2.qxd

*A4 brochure, leading 11.69pt > InDesign*  
*A4 brochure, leading 11.69pt > QuarkXPress V6*  
*A4 brochure, leading 14.6pt > InDesign*  
*A4 brochure, leading 14.6pt > QuarkXPress V6*

#### 8.1.8-10 A4 landscape brochure

HGRS\_A4LSBROCHURE\_1.indd  
HGRS\_A4LSBROCHURE\_1.qxd  
HGRS\_A4LSBROCHURE\_2.indd  
HGRS\_A4LSBROCHURE\_2.qxd

*A4 landscape brochure, leading 12.4pt > InDesign*  
*A4 landscape brochure, leading 12.4pt > QuarkXPress V6*  
*A4 landscape brochure, leading 13pt > InDesign*  
*A4 landscape brochure, leading 13pt > QuarkXPress V6*

#### 8.1.11-13 US letter brochure

HGRS\_USBROCHURE\_1.indd  
HGRS\_USBROCHURE\_1.qxd  
HGRS\_USBROCHURE\_2.indd  
HGRS\_USBROCHURE\_2.qxd

*US letter brochure, leading 11pt > InDesign*  
*US letter brochure, leading 11pt > QuarkXPress V6*  
*US letter brochure, leading 14.4pt > InDesign*  
*US letter brochure, leading 14.4pt > QuarkXPress V6*

#### 8.1.14-15 A5 brochure

HGRS\_A5BROCHURE\_1.indd  
HGRS\_A5BROCHURE\_1.qxd  
HGRS\_A5BROCHURE\_2.indd  
HGRS\_A5BROCHURE\_2.qxd

*A5 brochure, leading 12.4pt > InDesign*  
*A5 brochure, leading 12.4pt > QuarkXPress V6*  
*A5 brochure, leading 13pt > InDesign*  
*A5 brochure, leading 13pt > QuarkXPress V6*

#### 8.1.16-17 A6-5 brochure

HGRS\_A6-5BROCHURE\_1.indd  
HGRS\_A6-5BROCHURE\_1.qxd  
HGRS\_A6-5BROCHURE\_2.indd  
HGRS\_A6-5BROCHURE\_2.qxd

*A6/5 (DL) brochure, leading 12.4pt > InDesign*  
*A6/5 (DL) brochure, leading 12.4pt > QuarkXPress V6*  
*A6/5 (DL) brochure, leading 13pt > InDesign*  
*A6/5 (DL) brochure, leading 13pt > QuarkXPress V6*

#### 8.2.3-5 A3 tabloid

HGRS\_A3EDITORIAL.indd  
HGRS\_A3EDITORIAL.qxd

*A3 editorial tabloid > InDesign*  
*A3 editorial tabloid > QuarkXPress V6*

#### 8.2.6-8 A4 magazine

HGRS\_A4EDITORIAL.indd  
HGRS\_A4EDITORIAL.qxd

*A4 editorial magazine > InDesign*  
*A4 editorial magazine > QuarkXPress V6*

#### 8.2.12-14 A4 digital editorial

HGRS\_A4ENEWS1PP\_RGB.doc  
HGRS\_A4ENEWS2PP\_RGB.doc  
HGRS\_A4ENEWS4PP\_RGB.doc

*A4 electronic newsletter > 1pp > Word doc*  
*A4 electronic newsletter > 2pp > Word doc*  
*A4 electronic newsletter > 4pp > Word doc*

#### 8.2.15-17 US digital editorial

HGRS\_USENEWS1PP\_RGB.doc  
HGRS\_USENEWS2PP\_RGB.doc  
HGRS\_USENEWS4PP\_RGB.doc

*US letter electronic newsletter > 1pp > Word doc*  
*US letter electronic newsletter > 2pp > Word doc*  
*US letter electronic newsletter > 4pp > Word doc*

## 17.1.3 Digital Directives – Templates (continued)

### 9 Advertising

#### 9.2 Print advertising

HGRS_A4_FULLPG_CMYK.eps	A4 full page ad > full color
HGRS_A4_FULLPG_K.eps	A4 full page ad > black
HGRS_HALFPGIMAG_CMYK.eps	Half page image ad > full color
HGRS_HALFPGIMAG_K.eps	Half page image ad > black
HGRS_HALFPGTX_CMYK.eps	Half page text ad > full color
HGRS_HALFPGTX_K.eps	Half page text ad > full color

#### 9.3 Recruitment advertising

HGRS_52x74_HRIMAGE_CMYK.eps	52x74 image ad > full color
HGRS_52x74_HRIMAGE_K.eps	52x74 image ad > black
HGRS_52x74_HRTEXT_CMYK.eps	52x74 text ad > full color
HGRS_52x74_HRTEXT_K.eps	52x74 text ad > black
HGRS_90x180_HRIMAGE_CMYK.eps	90x180 image ad > full color
HGRS_90x180_HRIMAGE_K.eps	90x180 image ad > black
HGRS_90x180_HRTEXT_CMYK.eps	90x180 text ad > full color
HGRS_90x180_HRTEXT_K.eps	90x180 text ad > black
HGRS_90x300_HRIMAGE_CMYK.eps	90x300 image ad > full color
HGRS_90x300_HRIMAGE_K.eps	90x300 image ad > black
HGRS_90x300_HRTEXT_CMYK.eps	90x300 text ad > full color
HGRS_90x300_HRTEXT_K.eps	90x300 text ad > black
HGRS_180x180_HRIMAGE_CMYK.eps	180x180 image ad > full color
HGRS_180x180_HRIMAGE_K.eps	180x180 image ad > black
HGRS_180x180_HRTEXT_CMYK.eps	180x180 text ad > full color
HGRS_180x180_HRTEXT_K.eps	180x180 text ad > black

#### 9.4 Yellow Pages advertising

HGRS_YELLIMAGE_CMYK.eps	Yellow Pages image ad > full color
HGRS_YELLIMAGE_K.eps	Yellow Pages image ad > black
HGRS_YELLTEXT_CMYK.eps	Yellow Pages text ad > full color
HGRS_YELLTEXT_K.eps	Yellow Pages text ad > black
HGRS_YELLTEXT4TH_CMYK.eps	Yellow Pages text ad, 1/4 panel > full color
HGRS_YELLTEXT4TH_K.eps	Yellow Pages text ad, 1/4 panel > black

#### 9.5 Outdoor advertising

HGRS_BILL3RD_CMYK.eps	Billboard 1/3 panel > full color
HGRS_BILL6TH1_CMYK.eps	Billboard 1/6 panel, text on image > full color
HGRS_BILL6TH2_CMYK.eps	Billboard 1/6 panel, text in text area > full color
HGRS_BILLX3RD_CMYK.eps	Billboard 1/3 panel, text > full color

### 10 Promotional materials

#### 10.3 Promotional mug

HGRS_MUGLOGO_3C.eps	Mug, logo & SPP > 3 color
HGRS_MUGLOGOSYM_3C.eps	Mug, logo & symbol > 3 color

## 17.1.3 Digital Directives – Templates (continued)

### 11 Electronic media

#### 11.1 PowerPoint

HGRS\_PPTH.pot

*PowerPoint > horizontal*

#### 11.2 CD/DVD insert and inlay

HGRS\_CDINLAY\_CMYK.eps

HGRS\_CDINLAY\_K.eps

HGRS\_CDINSERT\_CMYK.eps

HGRS\_CDINSERT\_K.eps

(Internal use)

HGRS\_CDINSINL\_ARIAL.zdl

HGRS\_CDINSINL\_SANS.zdl

*CD inlay > full color > print*

*CD inlay > black > print*

*CD insert > full color > print*

*CD insert > black > print*

*CD insert & inlay > Arial > internal*

*CD insert & inlay > TheSans > internal*

#### 11.3 CD/DVD labelling

HGRS\_CDLABBLANK\_3C.eps

HGRS\_CDLABCOL\_CMYK.eps

HGRS\_CDLABIMAGE\_CMYK.eps

HGRS\_CDLABW\_CMYK.eps

(Internal use)

HGRS\_CDLABBLANK\_ARIAL.zdl

HGRS\_CDLABBLANK\_SANS.zdl

HGRS\_CDLABCOL\_ARIAL.zdl

HGRS\_CDLABCOL\_SANS.zdl

HGRS\_CDLABIMAGE\_ARIAL.zdl

HGRS\_CDLABIMAGE\_SANS.zdl

HGRS\_CDLABW\_ARIAL.zdl

HGRS\_CDLABW\_SANS.zdl

*CD label blank > 3 color > print*

*CD printed + solid > full color > print*

*CD printed + image > full color > print*

*CD label white > full color > print*

*CD label blank Arial > full color > internal*

*CD label blank TheSans > full color > internal*

*CD label blank + solid Arial > full color > internal*

*CD label blank + solid TheSans > full color > internal*

*CD label blank + image Arial > full color > internal*

*CD label blank + image TheSans > full color > internal*

*CD label Arial > white > internal*

*CD label TheSans > white > internal*

### 12 Third party and retail use

#### 12.2.3 Holcim logo and descriptor on projecting signage

HGRS\_LOGOAUTHDIS\_3C.eps *Holcim logo, descriptor authorized distributor > 3 color*

HGRS\_LOGOCEMENT\_3C.eps *Holcim logo, descriptor cement > 3 color*

HGRS\_LOGOPARTNER\_3C.eps *Holcim logo, descriptor partner > 3 color*

#### 12.2.4 Holcim and proprietor branded shopfront, white background

HGRS\_PROPSHOP2L\_WBACK\_3C.eps *Proprietor shop front 2 lines white bckgd > 3 color*

HGRS\_PROPSHOP2L2\_WBACK\_3C.eps *Proprietor shop front 2 lines opt.2 white bckgd > 3 color*

HGRS\_PROPSHOP3L\_WBACK\_3C.eps *Proprietor shop front 3 lines white bckgd > 3 color*

#### 12.2.5 Holcim and proprietor branded shopfront, red background

HGRS\_PROPSHOP2L\_RBACK\_3C.eps *Proprietor shop front 2 lines red bckgd > 3 color*

HGRS\_PROPSHOP2L2\_RBACK\_3C.eps *Proprietor shop front 2 lines opt.2 red bckgd > 3 color*

HGRS\_PROPSHOP3L\_RBACK\_3C.eps *Proprietor shop front 3 lines red bckgd > 3 color*

#### 12.2.9 Holcim and proprietor branded totems, white background

HGRS\_TOTSIGN3L\_WBACK\_3C.eps *Totem sign 3 lines > white bckgd > 3 color*

HGRS\_TOTSIGN4L\_WBACK\_3C.eps *Totem sign 4 lines > white bckgd > 3 color*

#### 12.2.10 Holcim and proprietor branded totems, red background

HGRS\_TOTSIGN3L\_RBACK\_3C.eps *Totem sign 3 lines > red bckgd > 3 color*

HGRS\_TOTSIGN4L\_RBACK\_3C.eps *Totem sign 4 lines > red bckgd > 3 color*

#### Additional templates

#### Trademark license agreement

HGRS\_THIRDPLOGO.doc *Holcim logo trademark license agreement usage*

## 17.1.4 Digital Directives – Examples

### 7 Packaging

#### 7.9 Kraft bag two colors

HGRS\_KRAFT25KG\_2C.pdf  
HGRS\_KRAFT40KG\_2C.pdf  
HGRS\_KRAFT50KG\_2C.pdf  
  
2 color > 25kg Kraft bag > 305x400mm  
2 color > 40kg Kraft bag > 318x483mm  
2 color > 50kg Kraft bag > 356x533mm

#### 7.11 Kraft bag one color

HGRS\_KRAFT25KG\_1C.pdf  
HGRS\_KRAFT40KG\_1C.pdf  
HGRS\_KRAFT50KG\_1C.pdf  
  
1 color > 25kg Kraft bag > 305x400mm  
1 color > 40kg Kraft bag > 318x483mm  
1 color > 50kg Kraft bag > 356x533mm

#### 7.12 White bag three colors

HGRS\_WBAG25KG\_3C.pdf  
HGRS\_WBAG40KG\_3C.pdf  
HGRS\_WBAG50KG\_3C.pdf  
  
3 color > 25kg White bag > 305x400mm  
3 color > 40kg White bag > 318x483mm  
3 color > 50kg White bag > 356x533mm

### 8 Publications

#### 8.1.3-4 General folder

HGRS\_GENFOLDER1.pdf  
HGRS\_GENFOLDER2.pdf  
HGRS\_GENFOLDER3.pdf  
HGRS\_GENFOLDER4.pdf  
HGRS\_GENFOLDER5.pdf  
HGRS\_GENFOLDER6.pdf  
HGRS\_GENFOLDER7.pdf  
  
*General folder, cropped symbol*  
*General folder, white*  
*General folder, white title area, image front & back*  
*General folder, white title area, solid color image area*  
*General folder, color title area, solid color image area*  
*General folder, color title area, image front*  
*General folder, color title area, image front & back*

#### 8.1.5-7 A4 brochure

HGRS\_A4BROCHURE\_COV.pdf  
HGRS\_A4BROCHURE.pdf  
HGRS\_A4BROCHURE\_PRO.pdf  
  
*A4 brochure covers*  
*A4 brochure*  
*A4 product brochure*

#### 8.1.8-10 A4 landscape brochure

HGRS\_A4LSBROCHURE\_COV.pdf  
HGRS\_A4LSBROCHURE.pdf  
  
*A4 landscape brochure covers*  
*A4 landscape brochure*

#### 8.1.11-13 US letter brochure

HGRS\_USBROCHURE\_COV.pdf  
HGRS\_USBROCHURE.pdf  
  
*US letter brochure covers*  
*US letter brochure*

#### 8.1.14-15 A5 brochure

HGRS\_A5BROCHURE\_COV.pdf  
HGRS\_A5BROCHURE.pdf  
  
*A5 brochure covers*  
*A5 brochure*

#### 8.1.16-17 A6-5 brochure

HGRS\_A6-5BROCHURE\_COV.pdf  
HGRS\_A6-5BROCHURE.pdf  
  
*A6/5 (DL) brochure covers*  
*A6/5 (DL) brochure*

#### 8.2.3-5 A3 tabloid

HGRS\_A3EDITORIAL\_COV.pdf  
HGRS\_A3EDITORIAL.pdf  
  
*A3 editorial tabloid covers*  
*A3 editorial tabloid*

#### 8.2.6-8 A4 magazine

HGRS\_A4EDITORIAL\_COV.pdf  
HGRS\_A4EDITORIAL.pdf  
  
*A4 editorial magazine covers*  
*A4 editorial magazine*

#### 8.2.12-14 A4 digital editorial

HGRS\_A4ENEWS1PP.pdf  
HGRS\_A4ENEWS2PP.pdf  
HGRS\_A4ENEWS4PP.pdf  
  
*A4 electronic newsletter > 1pp*  
*A4 electronic newsletter > 2pp*  
*A4 electronic newsletter > 4pp*

## 17.1.4 Digital Directives – Examples (continued)

### 9 Advertising

#### 9.2 Print advertising

HGRS_A4_FULLPG_CMYK.pdf	<i>A4 full page ad &gt; full color</i>
HGRS_A4_FULLPG_K.pdf	<i>A4 full page ad &gt; black</i>
HGRS_HALFPGIMA_CMYK.pdf	<i>Half page image ad &gt; full color</i>
HGRS_HALFPGIMA_K.pdf	<i>Half page image ad &gt; black</i>
HGRS_HALFPGTX_CMYK.pdf	<i>Half page text ad 1 &gt; full color</i>
HGRS_HALFPGTX_K.pdf	<i>Half page text ad &gt; black</i>

#### 9.3 Recruitment advertising

HGRS_52x74_HRIMAGE_CMYK.pdf	<i>52x74 image ad &gt; full color</i>
HGRS_52x74_HRIMAGE_K.pdf	<i>52x74 image ad &gt; black</i>
HGRS_52x74_HRTEXT_CMYK.pdf	<i>52x74 text ad &gt;full color</i>
HGRS_52x74_HRTEXT_K.pdf	<i>52x74 text ad &gt; black</i>
HGRS_90x180_HRIMAGE_CMYK.pdf	<i>90x180 image ad &gt; full color</i>
HGRS_90x180_HRIMAGE_K.pdf	<i>90x180 image ad &gt; black</i>
HGRS_90x180_HRTEXT_CMYK.pdf	<i>90x180 text ad &gt;full color</i>
HGRS_90x180_HRTEXT_K.pdf	<i>90x180 text ad &gt; black</i>
HGRS_90x300_HRIMAGE_CMYK.pdf	<i>90x300 image ad &gt; full color</i>
HGRS_90x300_HRIMAGE_K.pdf	<i>90x300 image ad &gt; black</i>
HGRS_90x300_HRTEXT_CMYK.pdf	<i>90x300 text ad &gt;full color</i>
HGRS_90x300_HRTEXT_K.pdf	<i>90x300 text ad &gt; black</i>

#### 9.4 Yellow Pages advertising

HGRS_YELLIMAGE_CMYK.pdf	<i>Yellow Pages image ad &gt; full color</i>
HGRS_YELLIMAGE_K.pdf	<i>Yellow Pages image ad &gt; black</i>
HGRS_YELLTEXT_CMYK.pdf	<i>Yellow Pages text ad &gt; full color</i>
HGRS_YELLTEXT_K.pdf	<i>Yellow Pages text ad &gt; black</i>

#### 9.5 Outdoor advertising

HGRS_BILL3RD_CMYK.pdf	<i>Billboard 1/3 panel &gt; full color</i>
HGRS_BILL6TH_CMYK.pdf	<i>Billboard 1/6 panel &gt; full color</i>

## 17.2 Color swatches

Color swatches for spot color printing

- Holcim Red Pantone Warm Red C on coated paper
- Holcim Red Pantone Warm Red U on uncoated paper
- Holcim Gray Pantone Cool Gray 8C on coated paper
- Holcim Gray Pantone Cool Gray 8U on uncoated paper

Color swatches for CMYK 4 color printing process

- Holcim Red 95%M 100%Y on coated paper
- Holcim Red 95%M 100%Y on uncoated paper
- Holcim Gray 56%K on coated paper
- Holcim Gray 56%K on uncoated paper

If you require further swatches please contact:

branding.secretariat-hgrs@holcim.com