

The Rexam visual identity



Updated December 2012

Our visual identity

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

Focusing on the single brand

We have one brand name: Rexam

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

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

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

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

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

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



Single colour

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

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

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



Examples of incorrect use of the logotype



Wrong colours



Extended



Compressed



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



Dark background



With sector name



With location name

Exclusion zones

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

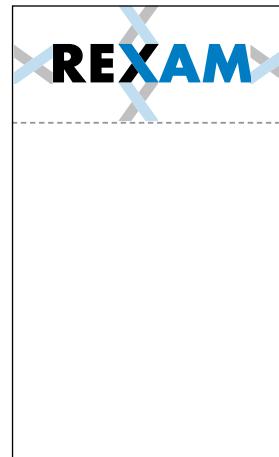
In certain applications, such as business cards, PowerPoint presentations and online communications, this may not be practical. In these and some other cases, make sure that the logo stands alone, is on a white background and, in general, is not detracted from by other elements. (See exclusion zone 2.)

.....
**The logotype should always
appear in the upper left corner.**
.....



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

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



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

Application of the logo

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

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

Business cards

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

Level 1

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

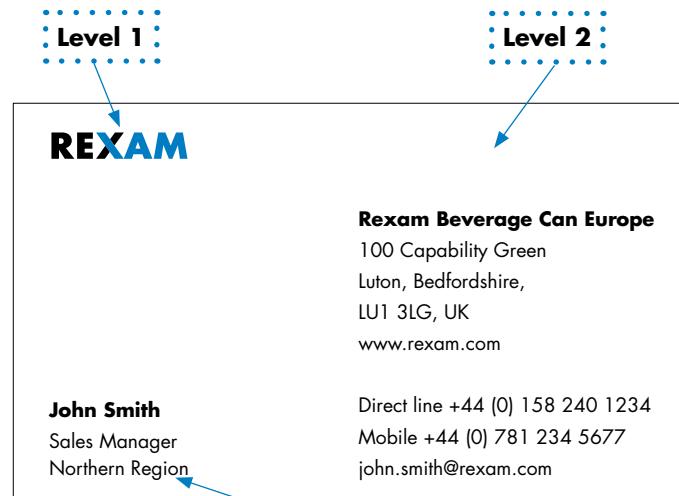
Level 2

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

Level 3

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

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



Brochures

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

Level 1

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

Level 2

Is the subject of the publication.

Level 3

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



Colours

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

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

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

Always remember the importance of white space.

Rexam primary colours



Print:
C 91
M 43
Y 0
K 0
PMS 285 C

Print:
C 0
M 0
Y 0
K 100
PMS Black C

White

Web:
R 9
G 94
B 200
HEX 095ec8

Web:
R 0
G 0
B 0
HEX 000000

Rexam light colour palette



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

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

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

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

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

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

Web:
R 47
G 123
B 193
HEX 2f7bc1

Web:
R 97
G 167
B 227
HEX 61a7e3

Web:
R 161
G 203
B 231
HEX a1cbe7

Web:
R 72
G 66
B 60
HEX 48423c

Web:
R 112
G 108
B 102
HEX 706c66

Web:
R 172
G 170
B 167
HEX acaa7

Primary palette

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

Complementary palette

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

Rexam complementary colour palette



Print:
C 2
M 98
Y 85
K 7
PMS 1797 C

Print:
C 73
M 0
Y 100
K 0
PMS 369 C

Print:
C 48
M 72
Y 0
K 0
PMS 2583 C

Print:
C 0
M 10
Y 100
K 0
PMS 109 C

Print:
C 0
M 58
Y 100
K 0
PMS 144 C

Web:
R 176
G 13
B 31
HEX b00d1f

Web:
R 78
G 152
B 0
HEX 4e9800

Web:
R 137
G 72
B 168
HEX 8948a8

Web:
R 248
G 201
B 0
HEX f8c900

Web:
R 222
G 108
B 0
HEX de6c00

Typefaces

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

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

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

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

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

Futura Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & () ? ; :

Futura Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & () ? ; :

Futura Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & () ? ; :

Examples of headlines

Strong platform for growth
One line, one colour

Strong platform for growth
One line, two colours

How cans and
ends are made

Two lines, two colours

strong platform for
growth

Emphasised key-word, two colours, lower case throughout

Rexam's vision is to be the best global consumer packaging company by taking the lead in:

- Best Performance** See page 1
- Operational Excellence** See page 2
- Customer Expectations** See pages 1 & 4
- Ensure our Future** See pages 1 & 3
- Build a Winning Organisation** See pages 2, 3 & 4
- Invest for Value** See page 3

REXAM

best of rexam

working together as one rexam • number 2 • 2012

Sustainability matters

In July we launched our 2012 Rexam Sustainability report, detailing our progress against our sustainability commitments. We also produced a short animation that summarises our approach to sustainability. View both on [www.rexam.com](#) at [this](#).

Encouraging half year results

Focus on cash, costs and return on capital employed

On 1 August we announced our results for the first half of 2012. The results were encouraging performance as we maintained our focus on cash, cost and return on capital employed. In North America (excluding Cans and Personal Care) sales increased 1% and operating profit rose 1% and we reported an increase of 1% in operating margin.

Beverage Cans as a whole performed above expectations, with like-for-like sales up 2% and operating margin in underlying operating profits.

In Europe, our volumes grew 2%, with good growth in France, Germany and Spain. This was on last year due to continued growth in energy drinks.

In North America, the market was flat but total volumes grew 1.3%. Specialty cans performed strongly, growing 2.5%, while aluminum cans grew 1.2% and compensated some of the volume lost in 2011.

In South America our can volumes were up 1.5% and operating profit up 1.2%. This was a quarter showing improvement on the first.

In Healthcare, organic sales were down 1%. There was good growth in a new range of products introduced in the first half, but there was a weak flu season in North America which impacted sales. This is a sign of a customer's key patient expectation.

The proposed sale of our Personal Care business to Colgate-Palmolive has now been completed. We are selling it in two parts, and hope to finalise the transaction by the end of the year.

Our Glass Business Customer Operations team, said: "We are encouraged by the progress of the business in the first half of the year and, in spite of a challenging trading environment, our overall performance was strong." The team added: "We have delivered some of the volume lost in 2011."

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

Corporate Responsibility

Cash had the North American segment 2011 sales up 1.2% and the Phoenix growth of 2.5% in Scotland. The 2.2% from me.

REXAM

Rexam and corporate sustainability

Gallate volesse miliaci lignatur quid quam quatuor etiios volorum esti veliqui de explabo.

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Monsuequi remous vellopius que nunquie restar esti, cuius et ten-ipsa ollas mo auf quod ullope edimius estios ipsid quom, que lab ilium non volentis corporaceous dolorem de volentes dolorem imit et que tisla esti. At dolorem et expefis ut quisque quodlupta omnia es maxos en ead, offlom clupat out quodlupta fugi.

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CONVENTUS ALIUS ET EQUITATUM

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IN NUMQUAM ET LA ASSINUS ANGRENDENDIA

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Imagery

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

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

Pure product images

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

People and products

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

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

Make images bright and colourful but not busy.

Rexam people images

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

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



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



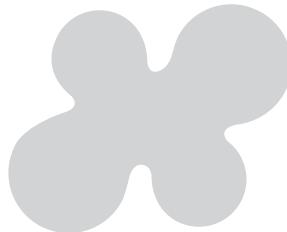
Rexam people images – natural, straightforward, engaging, passionate



People and products – capture a moment, a consumer experience

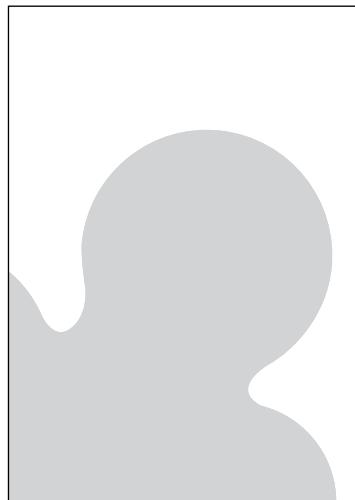
Design feature

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

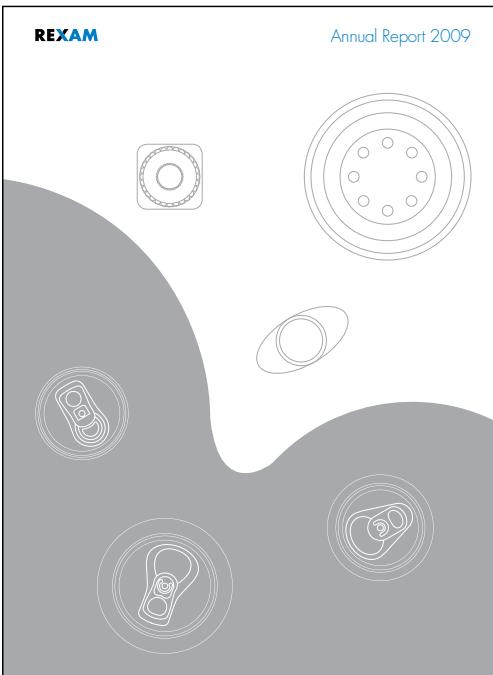


When to use the clover

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



Front cover example – report



Front cover example – newsletter

The cover of the REXAM "today" Special Edition newsletter from September 2011. It features a large blue "today" logo at the top, with "REXAM" above it and "Special Edition" below it. Below the logo is the headline "Leadership practices success stories" and a large red photo of Ronaldo Galletti with the caption "Ronaldo Galletti 'always moving forward'". To the right is a small image of several cans. The bottom half contains a photo of three men holding certificates and a quote from Ronaldo Galletti.

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

Content page example – newsletter

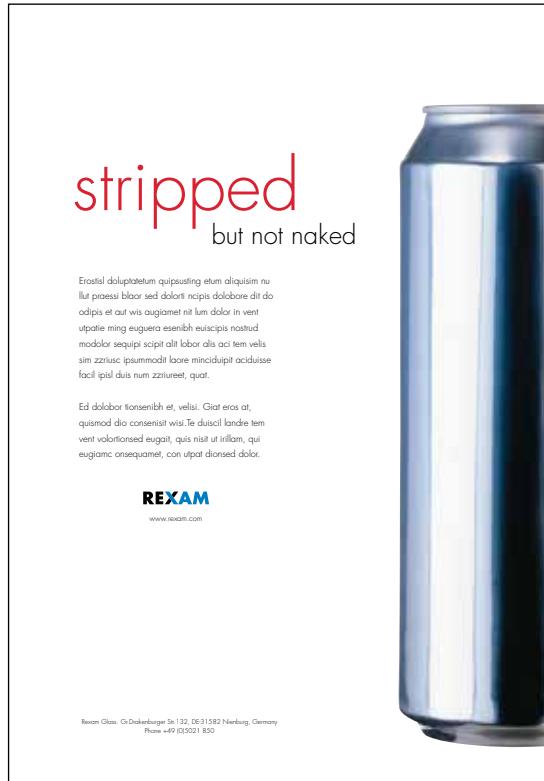
A content page from the REXAM "today" newsletter. At the top, it says "REXAM Beverage Can South America | August 2012 | Page 03". The main article is titled "BCSA launches campaign to reinforce attention in all stages of the production process". It includes a photo of a workshop, a quote from Bruno Nansen, and a sidebar about the Shingo Prize Workshop. Below this is another article titled "Cuiabá, Águas Claras and Extrema Plants celebrate another year without a LTA", featuring a photo of a soccer player and a quote from Patricia Bentejacourt.

Advertisement examples



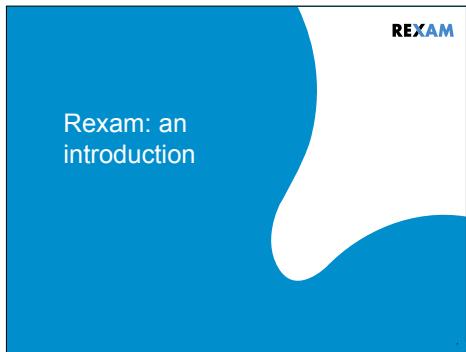
Advertisements use either the clover or cut-out photos for maximum impact.

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



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

PowerPoint examples



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

The template is available on the Rexam intranet.

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

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

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

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

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

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