



Brandbook - Tone of Voice

Introduction

The correct application of the guidelines contained herein guarantee the correct recognition of the brand and, ultimately, contribute to its success.

This document defines a system of shapes, shapes, colors and basic concepts that allow the development of a unique personality for Cemex.

The Brandbook was not created to inhibit or limit our creativity in communication, but on the contrary, it is a starting point to encourage the creative development of the brand.



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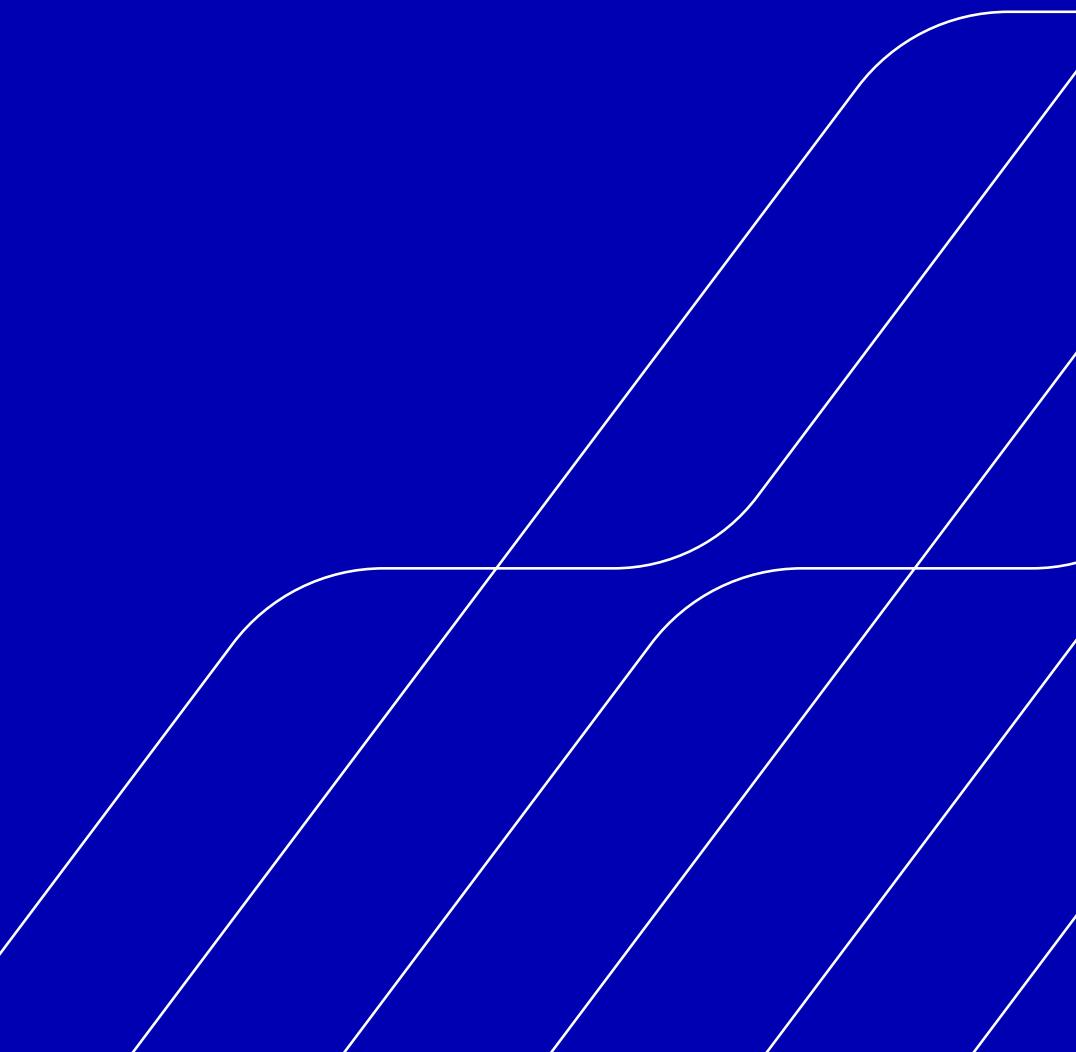
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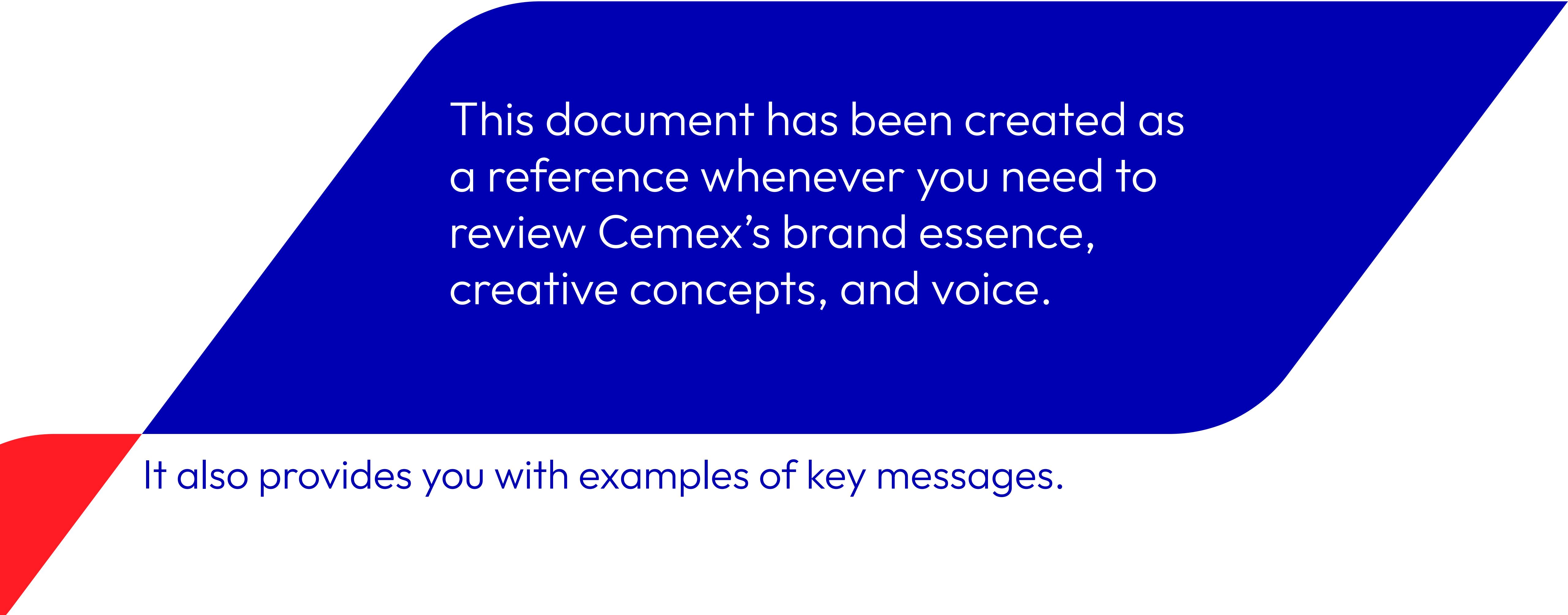
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Message Guide



Tone of voice





This document has been created as a reference whenever you need to review Cemex's brand essence, creative concepts, and voice.

It also provides you with examples of key messages.

How is it used?

To achieve coherence and consistency in the messages reaching multiple audiences, the following pages offer a valuable guide for those who seek to promote brand recognition and awareness.

Please remember that what you read below is merely for reference; its purpose is to inspire and boost your creativity.



What

Our strategic platform and positioning are at the forefront of what needs to be communicated. These anchor and direct our communication efforts.

How

The tones and manners we communicate our positioning to each of the predefined audiences.

For whom

Understanding the key audiences determines the focus of the message based on their interests. This maximizes our efforts and achieves a greater impact through relevance.

Internal audiences

COLLABORATORS

Current and Potential

With competitive ambition and the ability to lead.

They are focused on action and the future. They pursue a collaborative and innovative approach to attract new generations. Proud to be part of a global culture (even more so for those who have been around longer). Improvement and the pursuit of excellence become priorities.

HOW DO WE WANT TO BE SEEN?

A brand committed to people and the planet.
It leads to a transformation from the inside out.
Its vision for the future appeals to younger people.
Closer and more open, human, and connected.
It draws from its experience to evolve and to be active and innovative.



External audiences

FINANCIAL CONSIDERATIONS

Shareholders, analysts, banks,
and other investors

Investors are looking for a leading, trustworthy, and reliable company. Shareholders committed to transforming the industry. Current and potential allies who share the same concerns and values. They are united by the vision of a more sustainable future.

HOW DO WE WANT TO BE SEEN?

A producer of economic and extra-economic value. A leading brand recognized for its track record of achievement and resilience, committed to sustainability and the achievement of an industry that works for the well-being of society and the planet.



External audiences

CONSUMERS / END USERS

Master builders and self-builders

People dedicated to construction tasks, remodeling, and repairs for third parties. Those who take on such work/repair tasks for themselves.

Seek expert support and the guarantee of assured quality.

HOW DO WE WANT TO BE SEEN?

A customer-focused brand in touch with its audiences.

It's human, warm and promotes individual progress.
It shows empathy for people's needs and expectations.
It knows how to anticipate the future.



External audiences

DISTRIBUTORS

Large distributors and chains

They seek to reach their customers with a variety of appealing products. Staying updated is the goal (inventory turnover).

They value advice and financial resources above all.

HOW DO WE WANT TO BE SEEN?

A brand ally that shares in growth and professionalization.

It's supportive through an ecosystem of cutting-edge solutions backed by quality service and convenient financing.



External audiences

INDUSTRIAL MANUFACTURERS

Industrial managers or transformers.

We see partners developing innovative products using technology that maximizes results.

Attentive to consistency in quality and uniformity of mixes.

Service, logistics, and price are important factors when working.

HOW DO WE WANT TO BE SEEN?

A results-oriented brand backed by recognized technical capacity and innovation.

It guarantees a superior experience through its products' consistency and commitment to quality/service.



External audiences

BUILDERS AND DEVELOPERS

Seek maximum performance. Prioritize technology for quality development and high performance. Price competitiveness and logistics are key.

HOW DO WE WANT TO BE SEEN?

A brand backed by support and expertise. Excellence in terms of operational, technological, and service efficiency. It optimizes costs and financial resources.

A brand that provides solutions. It provides support through business connections.

External audiences

GOVERNMENT

Logistical capacity is a decisive factor when evaluating proposals.

Compliance in terms of timing, methods, and assistance are essential aspects of working together.

HOW DO WE WANT TO BE SEEN?

A brand that fulfills its obligations with competence and flexibility.

Go where others do not. We are global but respond to local challenges.
Contribute to the sustainable and intelligent development of infrastructure,
large urban centers, cities, and remote communities.



Manifesto

The brand manifesto describes the reason behind the Company, and why that is important to people. It is an emotional story that seeks to captivate audiences, connect with them, and persuade them to feel like they belong.

For those seeking to conquer and build a better world, and who dare to transform their realities and paradigms.

For those who wish to add value by being close to people and their environment thus creating intelligent solutions in a world that often changes and evolves faster than expected. For those who maintain a global vision but adapt to the here and now. Facing challenges with initiative, optimism, and capability. Seeking excellence through innovation. For those for whom progress is part of their essence, as well as challenging the status quo. At Cemex, people will find pride in its legacy and its renewed present that pushes the limits of everything it undertakes.

With a history dating back over 100 years marked by resiliency, commitment, and achievements, we don't stop at Cemex and are constantly evolving to keep moving forward. We seek new paths, new developments, and better solutions for our clients and society as a whole. Applying the passion and ingenuity of a great team of talents while operating in markets as diverse as they are dynamic, we create new products, services, and technological developments to reach the next frontier of a more sustainable life together with our customers.

Voice features

HOW:

The voice of our brand stems from our personality, which is constant and unwavering and signals how to position ourselves before each of our priority audiences.

The topics may vary, and the audience approach may be adjusted, but the voice must remain recognizable, whether it's a formal or celebratory message.

The personality of our brand determines the voice and style of our communication with our audiences.

Cemex's voice renews ties by humanizing the corporate spirit with simpler and more direct language. Its outward vision translates into renewed leadership.

HOW DOES THIS AFFECT OUR COMMUNICATION?

A brand that builds even further.

- It is focused on development/improvement.
- It relies on its experience and capabilities.
- It lays out new directions with intelligence and boldness.
- Its view of the future is optimistic.
- It's in tune with new generations.
- Its global reach adapts to local problems.
- Technology gives greater flexibility and dynamism.

PERSONALITY

This determines the tone and way in which we communicate with our audiences. Here we translate personality traits into characteristics that shape our brand's speech, both in written and spoken form.

Our Personality is:

- Intelligent and imaginative
- Agile and entrepreneurial
- Passionate and collaborative

TONE OF VOICE

It embodies our fundamental values and must be easily recognizable by the public. It may evolve, but it cannot change unpredictably. Voice is a crucial element for verbal communication, whether written or spoken.

Our Voice is:

- Inspiring
- Committed
- Approachable

Cemex speaks inclusively in the first person plural, reinforcing a team spirit: "We." It targets direct and personalized messages to specific audiences through the word "you." It occasionally uses the third person singular.

Brand voice

Inspiring

MOTIVATING / VISIONARY

We are moved by a purpose that transcends us. Building a better future motivates us and energizes us. We are much more than cement and concrete. We seek innovative and creative solutions. We are leaders in the evolution of construction, and, in the process, we strive to push the limits further and further. We embrace the transformation with a positive view of the future.

Committed

ACTIVE / FOCUSED

We are focused on and dedicated to sustained growth. Through an active and collaborative role, we transform intentions into sustainable solutions with a global reach. We are persistent in what we do. We have a history of experience and knowledge, a legacy we continuously develop. We seek a positive impact on society and the planet, helping to lay the construction foundations of the future.

Approachable

OPEN / CARING

The strength of our leadership translates into a renewed vision that connects with others to achieve even more. Being approachable to people allows us to grow, adapt, and expand to provide cutting-edge solutions. With a local spirit, we act as global leaders dedicated to meeting the expectations of society and the environment.

Tone and manners

Inspiring

MOTIVATING / VISIONARY

It's optimistic. Its energy is contagious. It is driven by the idea of contributing towards a better future. It seeks to be part of something greater.

It's a leader who constantly reinvents itself. It has a story to tell and a legacy to uphold. Its vision for the future is sustainable. New generations set new courses.

Committed

ACTIVE / FOCUSED

It's persistent and dedicated. It doesn't give up. It knows it has a lot to give. Its commitment is backed by a continuous and constant track record of creating value.

It advances by transforming itself and others. It seeks to be more agile and to adapt quickly. The passion of its teams and its technology and innovation drive it forward.

Approachable

OPEN / CARING

It maintains an open attitude. It is inclusive and passionate about teamwork. It listens, knows, and understands its audiences.

It builds solutions together with its customers and allies. It prioritizes connections in pursuit of well-being.

It humanizes experiences. It seeks to connect with others. It's always present and available. Its experience and capabilities merge with a true dedication to service.

Pillars of messages: 4 thematic axes

SOLUTIONS

- Pursuit of excellence
- Focus on results
- Customer orientation
- Advising and Training
- Technical capabilities
- End-to-end logistics
- Scalability / strategic locations
- Security
- Experiences related to our closest connections

INNOVATION

- Cutting-edge technology
- Research and development
- Passion for possibilities
- Efficient processes
- Better practices
- Evolution and transformation
- Streamlined digital experiences
- Dynamism
- Flexibility to change
- New trends / Being connected with the world

COLLABORATION

- Accessibility
- Availability
- A global spirit / Local relevance
- A decisive attitude
- Committed talents
- Diversity and inclusion
- Genuine support
- Far-reaching strategic alliances
- A positive and resilient vision
- Enriching experiences

SUSTAINABILITY

- Smart building solutions
- A Sustainable Focus
- Developing more sustainable products
- Authentic commitment to the future, society, and the planet
- Connection with the new generations (renewed leadership)
- Close to the most remote communities
- Better practices and processes
- Efficiency and optimization

General messages

For examples of communication (5)

01

We want to build a better future with you. With a renewed vision, we employ innovation to lead the changes that the societies of today and tomorrow need. We move forward with optimism, backed by the experience of a legacy that drives us to push for even more.

02

At Cemex, we are moved by the same spirit and calling to take action. We are global, but we act as local points of reference. Being flexible and dynamic, we are close by and always on the move*.

03

We combine innovation and experience with an entrepreneurial spirit that defines us. Our ecosystem of solutions aims to contribute to a sustainable and inclusive future, taking our capabilities and possibilities even further.

04

Our history of resilience and commitment lays the foundations for building strong and lasting connections. We are constantly seeking to improve ourselves to evolve.

05

Supported by our technical know-how, we can handle diverse and specific construction needs. We believe that the most significant challenge lies in building a better future. There is value in the development of more sustainable solutions.

* For written texts, our brand's name should be "Cemex," with capital C and the rest of the letters in lowercase

Collaborators

Drivers, Modulating the tone and examples

Drivers

Being part of a global player recognized for its legacy and technical capacity. Putting one's professional skills to the challenge in an environment motivated by growth possibilities. Contributing sustainably to the well-being of people and the environment under the vision of a leader who knows where to innovate to achieve transformation.

Examples

- The world changes, and so does Cemex. Be part of an unstoppable transformation.
- At Cemex, energy is transformed into action. We take our capabilities even further.
- We are moved by our people and their interests and expectations. Their safety is our priority.
- Part of the pride in belonging to Cemex comes from the satisfaction of completing objectives and accomplishing tasks.
- We believe in the value of diversity and sustainability for a better world.
- At Cemex, diversity is built on complementary talents and evolving solutions.

Modulating the tone

Close and connected to the needs and expectations of its collaborators. Consistent in its global vision (One Cemex), encouraging the pursuit of excellence. It conveys its passion for building with a fresh new look. Transparent and responsible, it offers security and trust. It makes people proud to be part of it.

Financial

Drivers, Modulating the tone
and examples

Drivers

Transparency, trust. Results focused.
Safety, sustainability, innovation, and
business development.

Modulating the tone

Reliability (focus on building relationships
with long-term potential). Transparency
and openness in communication. A spirit
of collaboration.

Examples

- In the search for efficiency, we promote the value of the circular economy. We take productivity further.
- We provide sustained value to our investors.
- Our calling as builders transcends the business and transforms the future.
- We venture into new businesses that will serve as the basis of future growth.
- We anticipate the future with innovative solutions that raise construction standards.
- Sustained growth and strategic expansion: two pillars of unstoppable development.
- We have a calling to build a resilient legacy and a clear business vision. This creates value for the future.
- We lead construction with urbanization solutions that set new trends.

Distributors

Drivers, Modulating the tone and examples

Drivers

They seek products that expand and strengthen their commercial offerings. They prioritize the quality and the variety of competitive solutions. They rely on a provider with technical experience to give them professional advice and ongoing news and developments. Financing is a key aspect of growth. They prioritize allies who support them with financial benefits.

Examples

- Our construction solutions go beyond cement and concrete. At Cemex, we always have more to offer you.
- We make our capabilities, and yours go even further. At Cemex, we innovate to advance along with you.
- Since we want to grow and help you grow, we offer sustainable solutions to meet your clients' construction needs.
- At Cemex, you will find an expert focused on your possibilities, equipped with the excellence and support you need.
- We are your best allies for boosting your business. We provide a return of value to your construction offerings.

Modulating the tone

An expert who knows what they're talking about.
Provides reliable advice by presenting trend-setting news. Empathic understands needs and offers financing tools. Improves the commercial offer.

Industrial manufacturers

Drivers, Modulating the tone and examples

Drivers

They prioritize innovation and the development of cutting-edge solutions to achieve optimal results. They wish to rely on a partner that ensures product consistency to meet the expected standards. They prioritize a strong understanding of the construction chain and logistics and efficiency in the supply chain. They are focused on high-performance products.

Modulating the tone

Precise, expert, and focused. Provides certainty and shows a persevering, results-focused attitude. Visionary (looks ahead with new solutions). Creativity is supported by technical development. A point of reference, supported by its history and experience and committed to sustainability.

Examples

- We bring innovation to the forefront with cutting-edge processes. We know how to transform your construction possibilities.
- Innovating, transforming, and building the future together.
- We move forward thanks to the precision of our innovations. We elevate construction standards.
- True quality is the result of consistency. Real commitment manifests through achievement.
- Because we know your needs, Cemex Go knows how to exceed your expectations.
- We have solutions for you. We add value through the uniqueness of our solutions.
- We integrate processes. We optimize resources. We work with a sustainable vision.

Builders and developers

Drivers, Modulating the tone
and examples

Drivers

The ability to build is played in the context of a complex and challenging reality. There is a search for expert allies, with financial support, to accompany them throughout the process while prioritizing efficiency and performance. Digital strategies that stimulate and optimize results.

Examples

- We share your passion for building, for transforming the present, and for being part of a better future.
- We have the technical capability and experience to give your projects the value they need.
- There is value in building together. We want to stay close so that we can all get farther.
- We stand with those who make the world a better place to live.
- We encourage the builders of the future, those who build today for the needs of tomorrow
- We are here to assist you even with the small steps toward your great projects. With greater service and more competitiveness. (big construction companies)

Modulating the tone

Safe, solid, and certain of their abilities. Simple approaches to complex issues and challenges. In essence, a facilitator.

Government

Drivers, Modulating the tone and examples

Drivers

All expectations are met. Cemex's global coverage allows it to reach where others cannot, from big cities to small remote locations. Geographic location, product availability, and experience are just as important as reliability. Efficient supply chain / digital strategy.

Examples

- Cemex. The reliability of a large company that reacts with agility.
- We are allies in the smart construction of the societies of the future.
- Cemex is the best way to get further ahead. We move forward, supported by a position of global leadership.
- We are partners in transforming projects into realities. Building bonds of trust.
- Cemex is an engine of sustainable evolution.
- At Cemex, new realities are always possible. Thanks to the expert knowledge of dedicated teams.
- More connected people create more positive realities. At Cemex, we make it possible.

Modulating the tone

Committed, providing peace of mind and confidence. Close and approachable with a desire to contribute to the well-being of society (whether building in large metropolises or remote towns). In essence, a facilitator; a collaborator (connects people with possibilities for living better).

End consumer

Drivers, Modulating the tone and examples

Drivers

Product availability / Mix of solutions. Brand support/relevance. Convenience (quality/price/advice). Innovation and closer assistance (generating solutions and advice from the digital universe: websites, YouTube tutorials, etc.).

Examples

- At Cemex, we have what you need to remodel your home. We bring you accessible, quality solutions. Self-Builders
- Reinvent your spaces with products designed for you and the planet. Self-Builders
- Our products strengthen the value of your projects. We know what to do and have what we need to do it! Master Builders
- At Cemex, we have what you are looking for and so much more.
- The Cemex Experience: much more than cement.
- Our passion for construction opens up a world of possibilities. We're here to build with you!
- Cemex. Building a better future all across the country.

Modulating the tone

Focused on them achieving the objective (sometimes related to progress). Precise and informative. Likable and informative. Encourages construction skills. Inspiring (possibility of creation). Contributes to the well-being of the home, country, and planet. Solutions-oriented and a facilitator. (relying on its role as an expert).



For any questions about the use of the Cemex brand identity, please contact:
corporate.branding@cemex.com