Hydro

Visual Identity Guidelines

Hydro

The Visual Identity Guidelines help make our branded communications effective and consistent. They explain the various elements that make up our identity – what they are, how they fit together, and why it is vital that we use them in the right way.

If we don't follow the rules, we confuse our audiences and devalue the Hydro brand. Please refer to these guidelines when you are creating brand communications and Hydro-branded materials.

Content

1. Core Elements

Hydro's new visual identity has been designed to reflect who we are as a company and what we do, as well as to help us stand out in a highly competitive market. Our logotype, colors, typography, imagery and graphics have a big impact on the way our brand is perceived. It is a tool for bringing us together and for effectively communicating to a global audience.

By following these guidelines, you can help ensure that our stakeholders will have a positive and uniform experience of our brand. On the following pages, we will present the most important design elements so that you can continue building our common brand and identity.

1.1 Logo

The Hydro logo is our signature and our brand's most widely recognized element. It consists of two components in a fixed relationship to one another — the brand mark and the logotype.

The primary logo is the vertical lock-up version, with the brand mark above the logotype. This must be used whenever possible. The secondary, horizontal lock-up, should only to be used when the available space is limited.

⚠

Please do not attempt to create art for the Hydro logo, brand mark, or logotype for any application. Use the files provided with this manual.

The Hydro logo

Brandmark

Logotype

Hydro

Primary logo

Brandmark   Logotype

Hydro

Secondary logo

CLEAR SPACE

There must always be sufficient space surrounding the Hydro logo to avoid competition with other elements and to maintain its visual impact. The recommended open space is relative to the logo size, and is 1x the height of the brandmark. Try to allow at least this amount of clear space — it will help give the logo clarity.

Sometimes, the recommended amount of clear space will not be possible to achieve. In these situations, strive for a minimum open space of 0.5x the height of the brandmark.

However, please note that the legibility and visibility of the logo takes precedence over clear space. Use common sense to find the right balance.

Show special care when the logo is placed next to other logos. The distance should be minimum *'recommended clear space'*, and it should always be clear that the logos represent different companies. Also the Hydro logo should never be used as part of another logo/symbol.

The same amount of open space also applies to the brand mark in situations where it is used by itself.

The principles also apply for all other logo versions.

Recommended clear space

Minimum clear space

1x

0.5x
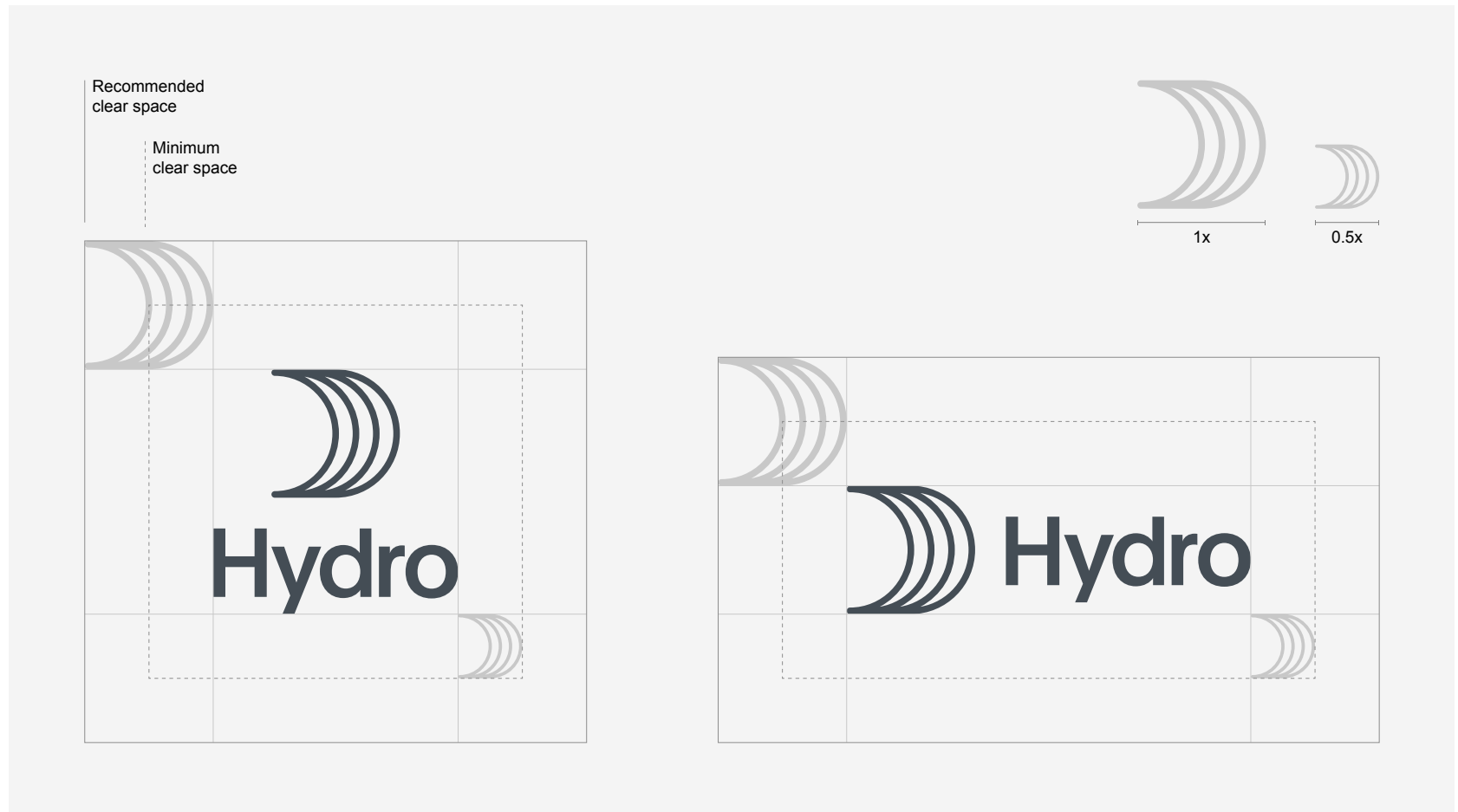
Hydro

Hydro

VERSIONS

These are the official versions of the Hydro logo. No other arrangement or color is allowed. They are available in EPS format, compatible with Adobe Illustrator CS6 or newer for both print (CMYK and Pantone) and screen (RGB).
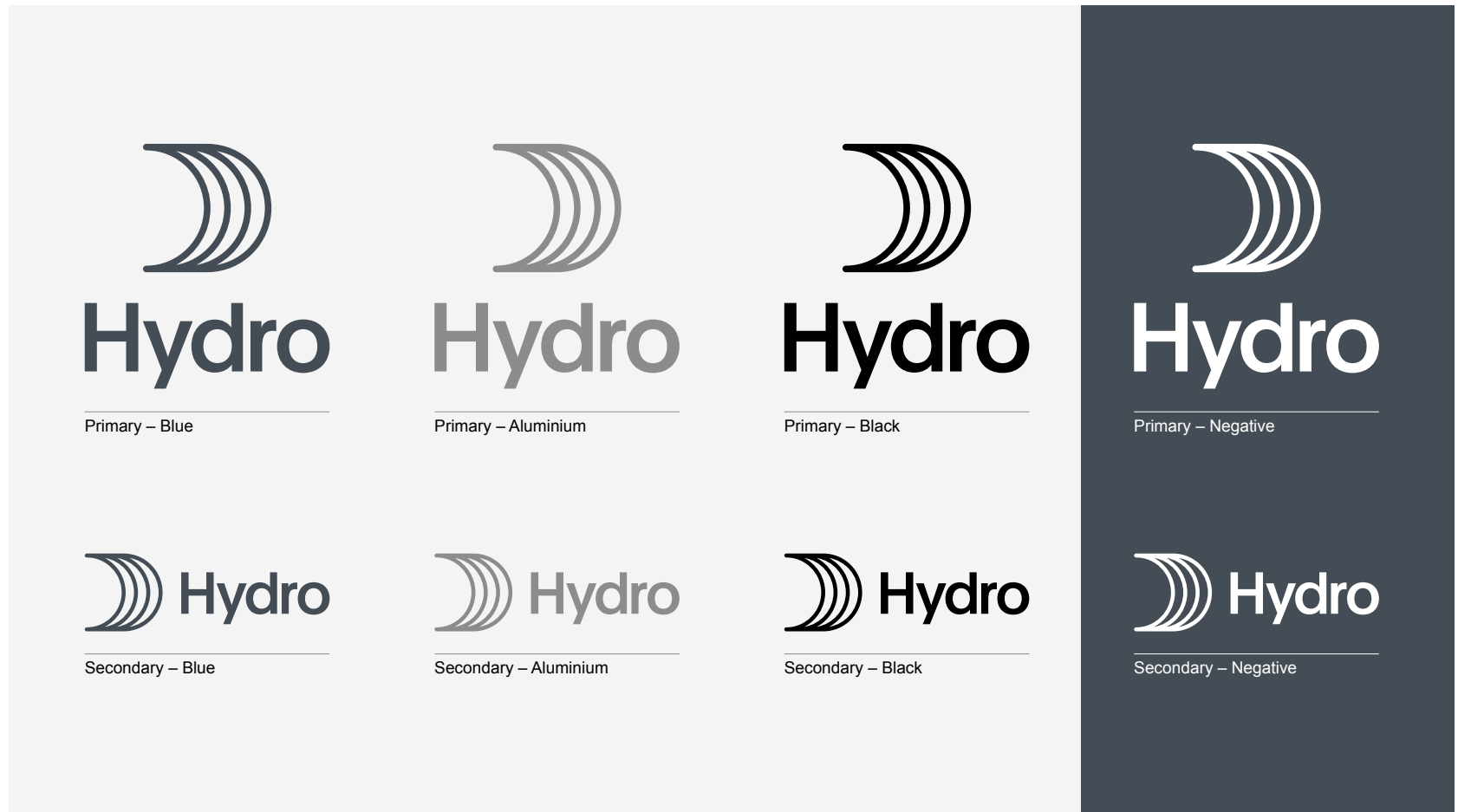
Although the blue version of the logo is most widely used, it is never wrong to use the aluminium-colored logo. You are free to choose the version that works best for your specific project. The dark blue provides a distinct presence on light backgrounds, while aluminium is more subtle. Aluminium is preferred in premium printed matter where it may be reproduced in metallic Pantone 877 or matte silver foil.

The white (negative) version of the logo is intended for dark backgrounds. If the logo cannot be reproduced in color, use the black, white, or aluminium (CMYK) version. Never convert the dark blue logo to grayscale.

(i)

The logo files are available in EPS format, compatible with Adobe Illustrator CS6 or newer for both print (CMYK and Pantone) and screen (RGB).

Primary – Blue

Primary – Aluminium

Primary – Black

Primary – Negative

Secondary – Blue

Secondary – Aluminium

Secondary – Black

Secondary – Negative

MINIMUM SIZE

To ensure clean and legible lettering and art detail, the width of the primary Hydro logo must never be less than 10 mm. The secondary logo width must never be less than 17 mm.

(i)

When the brandmark is used by itself, the minimum width is 5 mm. This is not necessarily a recommended size, it is the absolute minimum.

10 mm

17 mm

TAGLINE LOGO

"*Industries that matter*" is Hydro's tagline and can either appear with the Hydro logo as a pay-off or as a main message, headline or in a text.

If it is used as a headline it should not appear with the logo on the same page. On communication material with more than one page, such as brochures, it should only be used with the logo on the last page and never on the cover. On one-page material, such as banners, posters and ads, it should appear with the logo, with a fixed position below the logo.

Our tagline sums up the premise of our brand and reinforces who we are and what we stand for: We are a leading industrial company committed to a sustainable future by developing natural resources into products and solutions in innovative and efficient ways.

(!)

Tagline should only be used in connection with our standard logo, and only on corporate and/or communication material like:
- hydro.com
- SoMe
- company presentations
- annual reports
- adverts
etc.

It should not be used on:
- business cards
- signage and permanent installations
- workwear, incl. uniforms
- vehicles and machinery
- endorsed brands using 'By Hydro'
  (ex. Hydro Building Systems brands)
- horizontal logo versions
- Hydro Aluminium or Hydro Energy logo

Do not try to re-create the tagline version, but use the files provided.

Hydro

Industries that matter

CLEAR SPACE
TAGLINE LOGO

The same amount of open space also
applies to the tagline version.

0.5x

Recommended
clear space

Minimum
clear space

Hydro
Industries that matter

1x   0.5x

TAGLINE LOGO VERSIONS

Hydro

Industries that matter

Primary – Blue

Hydro

Industries that matter

Primary – Aluminium

Hydro

Industries that matter

Primary – Black

Hydro

Industries that matter

Primary – Negative

'GO-TO-MARKET' LOGO VERSIONS

- HYDRO ALUMINIUM
- HYDRO ENERGY

The Hydro tagline "*Industries that matter*" captures what brings us together in terms of our values and ways of working. It both reflects who we are and what we do, and is not linked to a specific current service or offering. To meet the need to be able to communicate our offerings together with the logo in an overarching way, we have two 'go-to-market' brands: '**Hydro Aluminium**' and '**Hydro Energy**'.

The 'go-to-market' brands are meant to showcase our two strong portfolios, the aluminium offering and the energy offering. The energy offering is under one business area and the aluminium offering under four business areas.

Although Hydro Bauxite & Alumina does not produce aluminium, its products are the starting point of the aluminium business and they should, together with Hydro Extrusions, Hydro Aluminium Metal and Hydro Rolling, be considered part of the Hydro Aluminium umbrella. Hydro Energy is currently both a business area as well as a 'go-to-market' brand.

These brands will be useful when we go to market towards specific geographies or industries where we want to position our offerings, especially around either aluminium or energy.

⊘

These logo versions should only be used in standard communications and marketing material for the respective business areas.

It should not be used on:
- business cards
- signage and permanent installations
- workwear, including uniforms
- vehicles and machinery
- endorsed brands using 'By Hydro'
  (f.inst. Hydro Building Systems brands)

Never to be used with tagline or together with a Hydro logo with tagline on the same surface

Never to be used in a horizontal set-up.

They can be used in the same colors as standard Hydro logo: Blue, Aluminium, Black or Negative (white).

Do not try to re-create the logo, but use the files provided,

General rules for Hydro logo applies:
- sufficient clear space
- minimum size
- contrast to background
- placements, etc.

'GO-TO-MARKET' LOGO VERSIONS

- HYDRO ALUMINIUM
- HYDRO ENERGY

How to use the Hydro logo with 'Aluminium' or 'Energy' as 'go-to-market' brands.
The 'go-to-market' logos may be used by the business area offering the relevant product related to the 'go-to-market' brand in the following formats:
brochures, presentations, digital and printed ads, design manuals, fairs and conferences (unless it is a cross-business area conference, where energy-related products are also promoted. Then the Hydro tagline version should be used).

The 'go-to-market' logos should be used **instead of** the tagline version (and never together). This means it should not appear with the standard Hydro logo on the same page. On communication material with more than one page, such as brochures, it should only be used on the last page and never on the cover. When used on one-page material, such as banners, posters and ads, it should appear as the **only** logo.

For employer branding purposes, we recommend to use the Hydro logo with the tagline "*Industries that matter*".

These logo versions should only be used in standard communications and marketing material for the respective business areas.

It should not be used on:
- business cards
- signage and permanent installations
- workwear, including uniforms
- vehicles and machinery
- endorsed brands using 'By Hydro'
  (f.inst. Hydro Building Systems brands)

Never to be used with tagline or together with a Hydro logo with tagline on the same surface
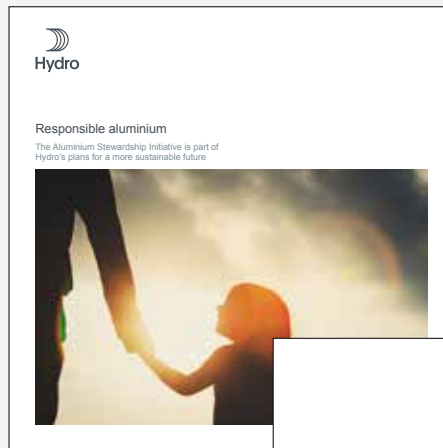
Never to be used in a horizontal set-up.

They can be used in the same colors as standard Hydro logo: Blue, Aluminium, Black or Negative (white).

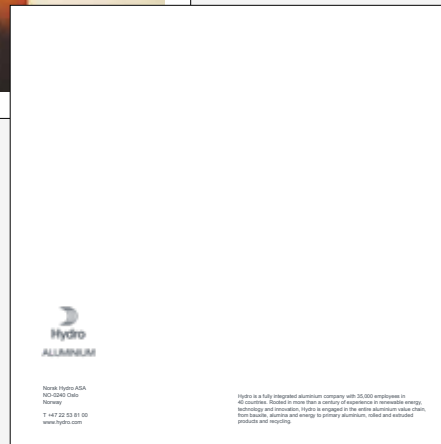Do not try to re-create the logo, but use the files provided,

General rules for Hydro logo applies:
- sufficient clear space
- minimum size
- contrast to background
- placements, etc.

Example brochure cover

Brochure back cover

Example advert

'GO TO MARKET' VERSIONS

- HYDRO ALUMINIUM
- HYDRO ENERGY

These logo versions should only be used in standard communications and marketing material for the respective business areas.

It should not be used on:
- business cards
- signage and permanent installations
- workwear, including uniforms
- vehicles and machinery
- endorsed brands using 'By Hydro'
  (f.inst. Hydro Building Systems brands)

Never to be used with tagline or together with a Hydro logo with tagline on the same surface

Never to be used in a horizontal set-up.

They can be used in the same colors as standard Hydro logo: Blue, Aluminium, Black or Negative (white).

Do not try to re-create the logo, but use the files provided,

General rules for Hydro logo applies:
- sufficient clear space
- minimum size
- contrast to background
- placements, etc.

Primary – Blue

Primary – Aluminium

Primary – Black

Primary – Negative

PLACEMENT

Our logo must always be placed with sufficient open space in a spot where it is clearly visible and readable, and in harmony with other elements. The top left and bottom right corners are the preferred positions, however, you may also place the logo in the top right or bottom left corners depending on what works best in the specific context.

You may place the logo on top of images or solid colors as long as there is sufficient contrast between our logo and the background.
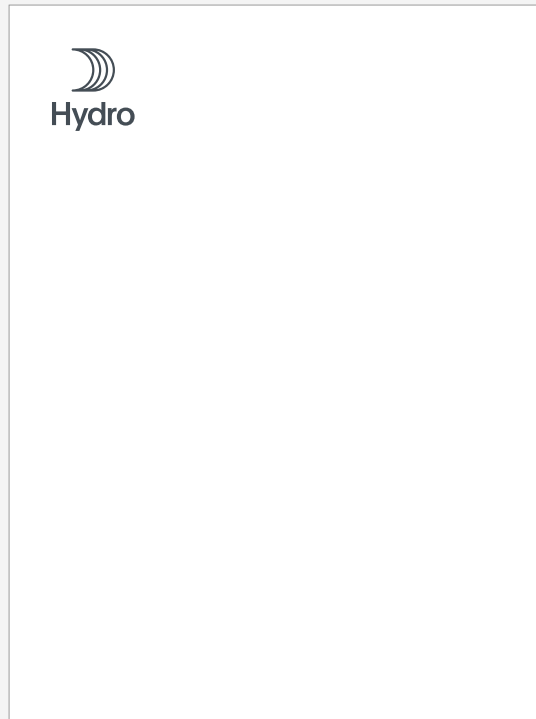
Preferred placement – top left
Top left placement is recommended when the logo has an introductory role, for example on our website, stationery, or on the front cover of a brochure.

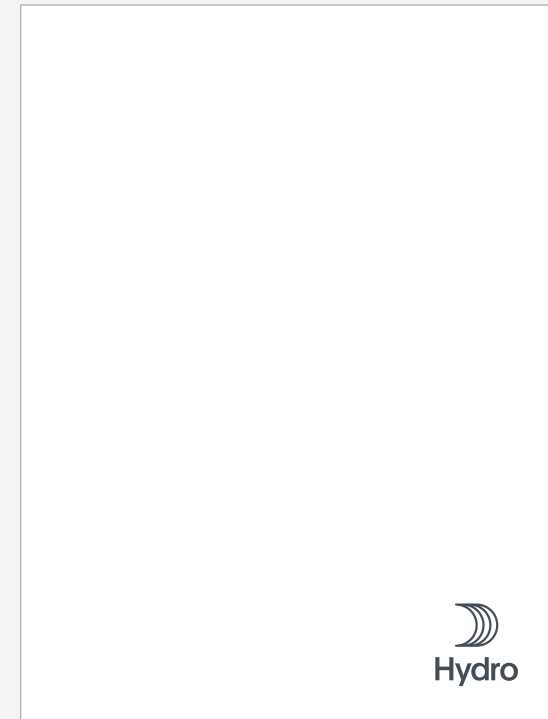**Preferred placement – bottom right**
Bottom right placement is recommended when the content (text, images, illustrations and other graphics) is primary and the logo has a signature role, such as in advertisements.

Distance from the edge should never be less than minimum clear space.

Preferred placement – top left
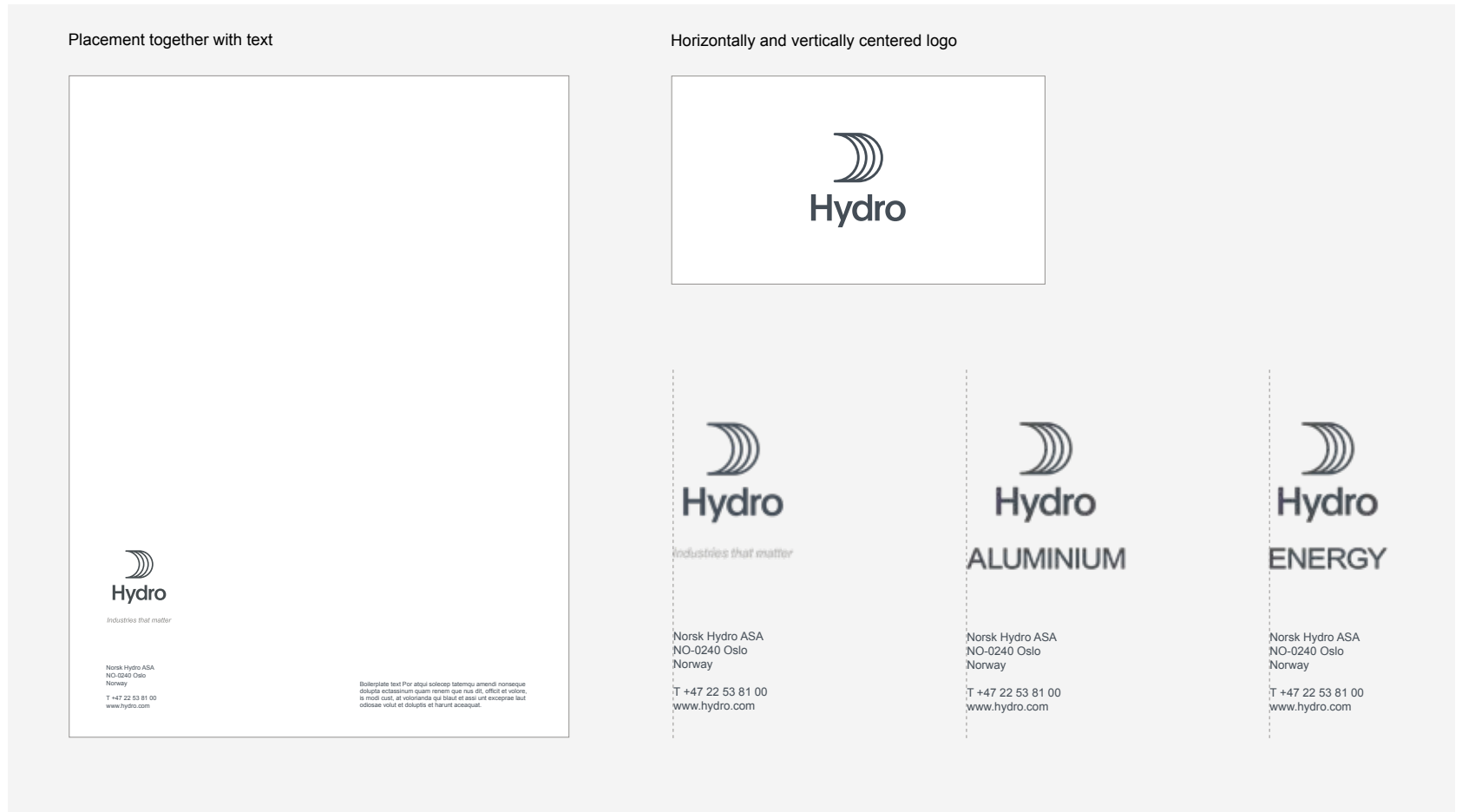
Preferred placement – bottom right

PLACEMENT

Other placement options
A horizontally and vertically centered placement is allowed when the logo is the only element on the surface. Examples of this are on the back side of business cards and in video end-frames.

On the back covers of brochures and similar printed matter, the logo is always positioned above our contact information in the bottom left corner. This is implemented in all relevant template files.

Correct alignement is shown in illustration below.

Placement together with text

Horizontally and vertically centered logo

Hydro
Industries that matter

Norsk Hydro ASA
NO-0240 Oslo
Norway

T +47 22 53 81 00
www.hydro.com

Boilerplate text Por atqui solecep tatemqu amendi nonseque dolupta ectassimum quam renem que nus dit, officit et volore, is modi cust, at volorianda qui blaut et assi unt exceprae laut odiosae volut et doluptis et harunt aceaquat.

Hydro
Industries that matter

Norsk Hydro ASA
NO-0240 Oslo
Norway

T +47 22 53 81 00
www.hydro.com

Hydro
ALUMINIUM

Norsk Hydro ASA
NO-0240 Oslo
Norway

T +47 22 53 81 00
www.hydro.com

Hydro
ENERGY

Norsk Hydro ASA
NO-0240 Oslo
Norway

T +47 22 53 81 00
www.hydro.com

MISUSE
- APPLIES TO <u>ALL</u> LOGO VERSIONS

Inconsistent use of the Hydro logo and brand mark detracts from our brand recognition. You must never distort or modify the Hydro logo in any way. For example:

1. Never change the color

2. Never fill the logo with an image, pattern or gradient

3. Never squeeze, stretch, or in other ways distort the logo

4. Never use a drop shadow or any other effect

5. Never add anything

6. Never angle the logo

1.2   Brand Colors

Color is a key factor in ensuring rapid recognition of our brand, and it is therefore important that our brand colors are reproduced accurately. We have defined our colors with specific values for both print and screen. Always make sure you adhere to these specifications for all applications.

The primary palette consists of five colors, including black and white. Hydro Blue is our main color. It is used in the logo, and extensively throughout the visual identity, carrying the strongest brand recognition.

ⓘ

The color palette is available as CMYK and RGB Adobe Swatch Exchange files. You can import these in the swatch panel of Adobe CC applications, to avoid having to punch in the numbers manually. The palette is also pre-defined in all relevant templates.

Hydro Blue

Print

Pantone U	5395
Pantone C	7546
CMYK	58 34 18 60

Screen

RGB	68 77 85
HEX	444D55

Paint & Textile

RAL	5008
NCS	S 7010-R90B
Pantone	19-4014 TCX

Hydro Light Blue

Print

Pantone	7544
CMYK	35 14 11 34

Screen

RGB	118 134 146
HEX	768692

Paint & Textile

RAL	7000
NCS	S 5010-B10G
Pantone	17-4111 TCX

Hydro Aluminium

Print

Pantone	877
CMYK	0 0 0 40

Screen

RGB	140 140 140
HEX	8C8C8C

Paint & Textile

RAL	9006
NCS	S 3000-N
Pantone	15-4703 TCX

Black

Print

CMYK	0 0 0 100

Screen

RGB	0 0 0
HEX	000000

Paint

RAL	9005
NCS	S 9000-N

White

Print

CMYK	0 0 0 0

Screen

RGB	255 255 255
HEX	FFFFFF

Paint

RAL	9003
NCS	S 0500-N

SECONDARY PALETTE

The secondary palette has been developed to complement our primary colors. It provides versatility in situations where many colors are needed, e.g., to create complex graphs and charts. Use this palette only when the primary palette does not suffice.

Hydro Green

Print

| Pantone | 562 |
| CMYK | 92 30 61 21 |

Screen

| RGB | 67 128 122 |
| HEX | 43807A |

Hydro Warm

Print

| Pantone | 7528 |
| CMYK | 5 10 17 16 |

Screen

| RGB | 197 185 172 |
| HEX | C5B9AC |

Hydro Purple

Print

| Pantone | 5185 |
| CMYK | 53 81 26 75 |

Screen

| RGB | 74 48 65 |
| HEX | 4A3041 |

Hydro Bauxite

Print

| Pantone | 7597 |
| CMYK | 11 85 93 2 |

Screen

| RGB | 185 89 70 |
| HEX | B95946 |

WEB SPECIFIC COLORS

In order to comply with accessibility requirements and for greater flexibility, two tints — one darker and one lighter — of our Aluminium color are available to use on our website. The dark tint must be used whenever text needs to appear in gray. The light tint is for subtly separating a certain area from the white background, like in an info/fact box.

Mid Gray

Screen

RGB	117 117 117
HEX	757575

Light Gray

Screen

RGB	244 244 244
HEX	F4F4F4

1.3   Typography

Our primary brand typeface is *Ivar Hydro* by Swedish type designer Göran Söderström, originally released under the name *Ivar* in 2017 by the type foundry Letters from Sweden. It is available in two optical weights, Display and Text, used respectively in headlines and body copy throughout our visual identity. It offers excellent readability in both printed materials and digitally, and plays a major role in making our visual identity unique.

Supporting Ivar Hydro is the sans serif typeface Arial, which is universally available as a system font on Windows and Mac computers.

ⓘ

Ivar Hydro has been licensed for free use by all Hydro employees, and partners working on behalf of Hydro, across the globe.

Aa

Ivar Hydro

Hydro is a fully integrated aluminium company with 35,000 employees in 40 countries on all continents.

Hydro is a fully integrated aluminium company with 35,000 employees in 40 countries on all continents.

Hydro is a fully integrated aluminium company with 35,000 employees in 40 countries on all continents.

Hydro is a fully integrated aluminium company with 35,000 employees in 40 countries on all continents.

Aa

Arial

Hydro is a fully integrated aluminium company with 35,000 employees in 40 countries on all continents.

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Hydro is a fully integrated aluminium company with 35,000 employees in 40 countries on all continents.

TYPOGRAPHIC HIERARCHY

When Ivar and Arial are combined and used according to our typographic hierarchy, they unify messaging and support brand recognition.

Italics for both Ivar and Arial may be used to highlight or emphasize something specific in the text. For greater flexibility, Ivar is also available in bold and bold italic.

1. Headlines
   Ivar Display Hydro Regular

2. Introductory text
   Arial Regular

3. Body copy
   Ivar Text Hydro Regular

4. Subheadline
   Arial Bold

5. Secondary body copy
   (info and short texts)
   Arial Regular

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③ Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

④ **Nulla facilisis at vero**
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie con sequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie con sequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum

Nulla facilisis at vero
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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait.

⑤ Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

TECHNICAL FALLBACK

As mentioned, Arial is universally available and does not need a fallback solution. Ivar, on the other hand, is a retail typeface. If for some technical reason it cannot be used, the default fallback is Times New Roman. This is the system typeface that most closely resembles Ivar. When implementing Ivar as a web font, the fallback order should be Times New Roman, Times, Baskerville, Georgia, serif.

Ivar Hydro Regular ⟶ Times New Roman Regular

Ivar Hydro Italic ⟶ *Times New Roman Italic*

Ivar Hydro Bold ⟶ **Times New Roman Bold**

Ivar Hydro Bold Italic ⟶ ***Times New Roman Bold Italic***

LANGUAGE FALLBACK

Both Ivar and Arial have language support for all major Latin languages including Central and Eastern European. In addition, Arial supports Cyrillic, Greek, Hebrew, Vietnamese and Arabic scripts. Using Times New Roman as a fallback for Ivar will expand language support to cover these languages as well. East Asian scripts need separate fallback fonts, and for these languages, Source Han Serif and Source Han Sans are recommended.

Any additional fallback solutions should be handled locally, as local designers that natively use the language in question will be best equipped to find suitable replacements. To avoid licensing issues, only use open source or freely available system fonts.

ⓘ

Source Han Serif and Sans are open source and can be downloaded from Google Fonts or synced through Adobe Typekit. They are available for both print and web.

思源黑体 思源黑體 源ノ角ゴシック 본고딕
思源黑体 思源黑體 源ノ角ゴシック 본고딕
思源黑体 思源黑體 源ノ角ゴシック 본고딕
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思源黑体 思源黑體 源ノ角ゴシック 본고딕
思源黑体 思源黑體 源ノ角ゴシック 본고딕

Source Han Sans

源ノ明朝 본명조 思源宋体 思源宋體
源ノ明朝 본명조 思源宋体 思源宋體
源ノ明朝 본명조 思源宋体 思源宋體
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源ノ明朝 본명조 思源宋体 思源宋體

Source Han Serif

1.4   The Sail

Key Visual Element

We have created a version of our brandmark that can be used as a large scale key visual element across both printed and digital surfaces. Referred to as The Sail, it will further enhance brand recognition, but should be used sparingly and thoughtfully so as to not compete with our primary brand signature — the Hydro logo.

The sail must only be used once on any one surface or multi-page publication, and must always be accompanied by our logotype (word mark only) on the same surface, as shown

in the illustration below. The only exception to the latter is when The Sail fills the entire format (square formats only). This is included in all relevant template files. Never place the Hydro logo on the same surface as the key visual.

It is extremely important to note that The Sail is provided as a set of separate EPS files. Never extract the brand mark from the Hydro logo and use this as the key visual — it will appear too bulky.

Always include the Hydro logotype (wordmark),
but never the Hydro logo on the same surface
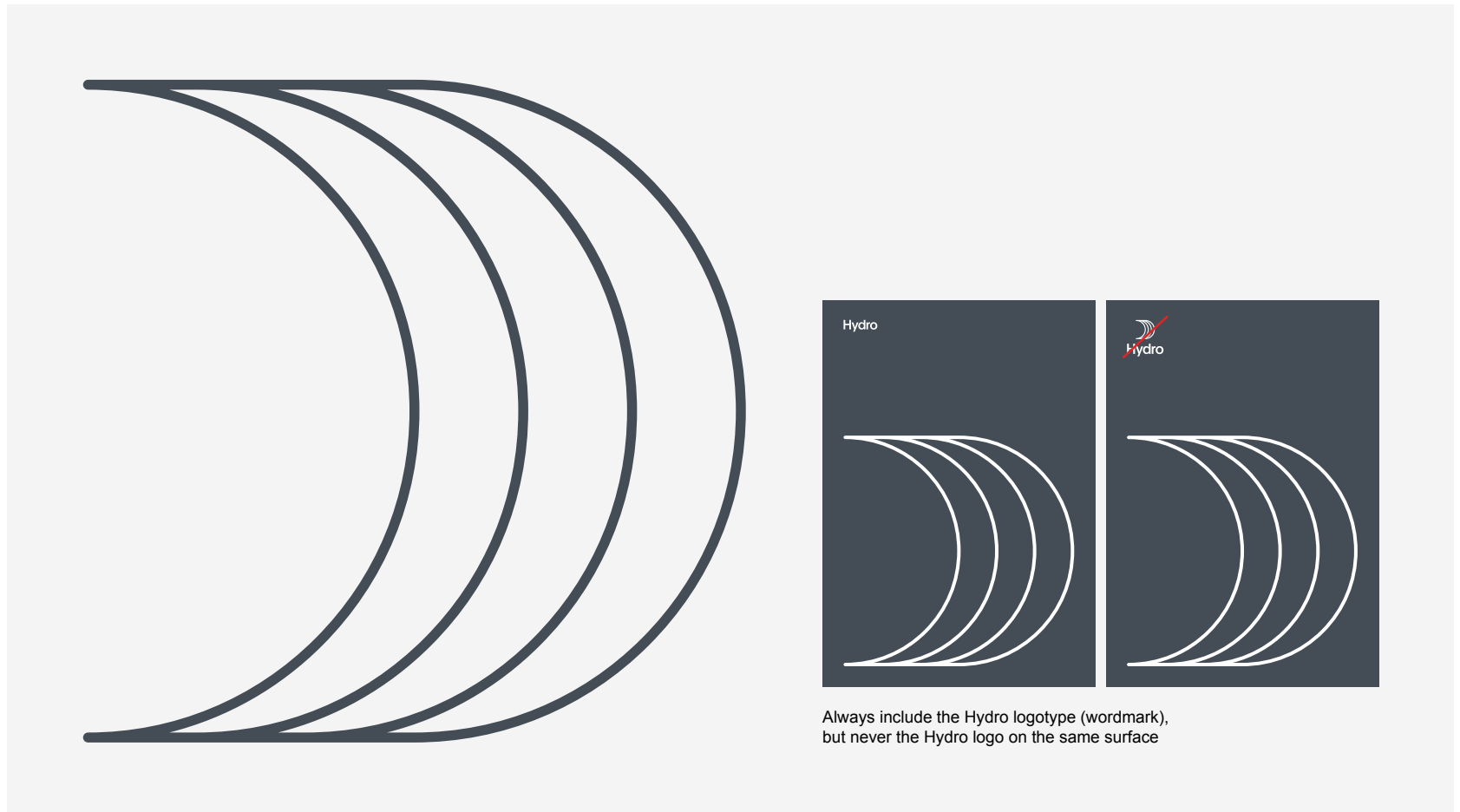
VERSIONS

These are the official versions of The Sail. No other arrangement or color is allowed.

You are free to choose the version that works best for your specific project. The dark blue provides a distinct presence on light backgrounds, while aluminium is more subtle. Aluminium is preferred in premium printed matter where it may be reproduced in metallic Pantone 877 or matte silver foil.

The white (negative) version of The Sail is intended for dark backgrounds. If The Sail cannot be reproduced in color, use the black, white, or aluminium (CMYK) version. Never convert the dark blue sail to grayscale.

ⓘ

The Sail files are available in EPS format, compatible with Adobe Illustrator CS6 or newer for both print (CMYK and Pantone) and screen (RGB).

Blue

Aluminium
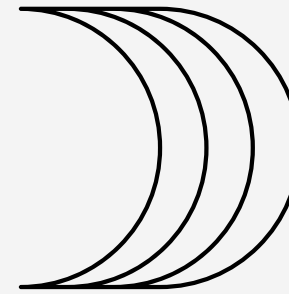
Black

Negative

**SCALE AND PLACEMENT
/ MISUSE**

The Sail should always be scaled to cover the entire width (vertical formats) or height (horizontal formats) of the margins. The placement is dictated by the other elements on the surface, as the illustrations show.

As with our logo, you must never distort or modify The Sail in any way. The examples shown under point 3.5 (misuse of the Hydro logo) also apply to our key visual element.

Placement and scaling
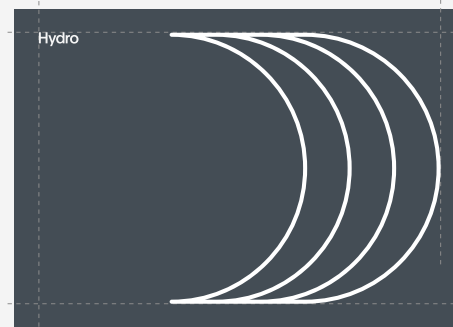
Poster example

2. Stationery

To help maintain consistency across the organization, templates for standard business stationery have been created. There are templates available for business cards, letters (also used for memos and minutes of meeting), documents, envelopes and ID cards. Basic guidelines for document folders and notebooks are also included in this chapter.

2.1 Business Cards

Hydro business cards are available in three color options. They feature our logo on one side and all contact information on the other.

To achieve the proper tactility, and to ensure consistency in brand colors, business cards must be printed on uncoated pure white paper with a weight of at least 300 gsm. If this is not possible, matte paper may be used. Never use glossy paper. Do not use paper with natural, ivory, cream, or any other shade of white.

Format
85x55 mm

Application
Adobe InDesign

(i)

Please refer to your regular channels when you need to order new business cards.

Hydro

First Lastname
Title goes here
Business area

M +47 95 02 23 59
T +47 33 53 81 00
first.lastname@hydro.com
www.hydro.com

Legal entity
Address line 1
Address line 2
Address line 3
Additional row if needed
Second additional row if needed

Hydro Blue

Hydro

Inger Sethov
Executive Vice President
Communication

M +47 95 02 23 59
T +47 33 53 81 00
inger.sethov@hydro.com
www.hydro.com

Norsk Hydro ASA
Drammensveien 264
NO-0283 Oslo
Norway

Hydro Light Blue

Hydro

Inger Sethov
Executive Vice President
Communication

M +47 95 02 23 59
T +47 33 53 81 00
inger.sethov@hydro.com
www.hydro.com

Norsk Hydro ASA
Drammensveien 264
NO-0283 Oslo
Norway
Additional row if needed
Second additional row if needed

Hydro Aluminium

EXCEPTIONS:

MULTILANGUAGE BUSINESS CARDS
For those who require dual language business cards, a separate template is available. This features the logo and contact information on both sides. Arial, the typeface used, supports some but not all non-Latin languages. For unsupported languages, replacement fonts must be used. See the Typography chapter for more information.

FOR EMPLOYEES IN NORTH AMERICA
For employees in North America, please refer to own section on e-mail signatures for correct set-up.

Format
85x55 mm

Application
Adobe InDesign

ⓘ

Multi language business cards are also available in Hydro Light Blue and Hydro Aluminium.

Please refer to your regular channels when you need to order new business cards.

First Lastname
Title goes here
Business area

M +86 10 6588 1165
T +86 10 6588 1165
first.lastname@hydro.com

25/F Tower A, Full Link Plaza
18 Chaoyangmenwai Ave.
Chaoyang District
Beijing 100 020
China

Language 1

姓名
职位
部门

手机 +86 10 6588 1165
电话 +86 10 6588 1165
first.lastname@hydro.com

A栋, 25层, 丰联广场
朝阳门外大街18号
朝阳区
北京 100 020
中国

Language 2

First Lastname
Title goes here
Business area

M +86 10 6588 1165
T +86 10 6588 1165
first.lastname@hydro.com

25/F Tower A, Full Link Plaza
18 Chaoyangmenwai Ave.
Chaoyang District
Beijing 100 020
China

Exaple with right to left text flow

2.2 Letterhead

This template should also be used to write memos and minutes of meetings.

Format
A4 and US Letter

Application
Microsoft Word

1. First page
2. Following pages

(i)

Localized versions will be distributed through the regular channels.

2.3   Documents

The document layout is based on the same grid as the letter template, but the layout has been adapted for long documents like reports and similar types of internal communication.

There are two cover page designs – one with a cover image and one without. The cover page is followed by an optional Contents page.

Format
A4 and US Letter

2.4 Envelopes

The C4, C5 and DL envelope templates contain windows. All files are production ready. In some cases, they may have to be adapted to specific envelope types, as the exact placement of windows can vary. In these situations, or when you need to create an envelope in a different format, please adhere to the following guidelines:

Always use the blue version of the primary logo as shown in the examples. The logo must have the same size across all envelopes: 23x23 mm, and be placed in the top left corner. For envelopes with windows, the logo should be placed with a top margin of around 10 mm, and the left edge of the logo should align with the left edge of the window. On all other envelopes the logo should be placed with a top and left margin of around 12.5 mm.

Format
B4, B5, C4, C5, C6 and DL

Application
Adobe InDesign
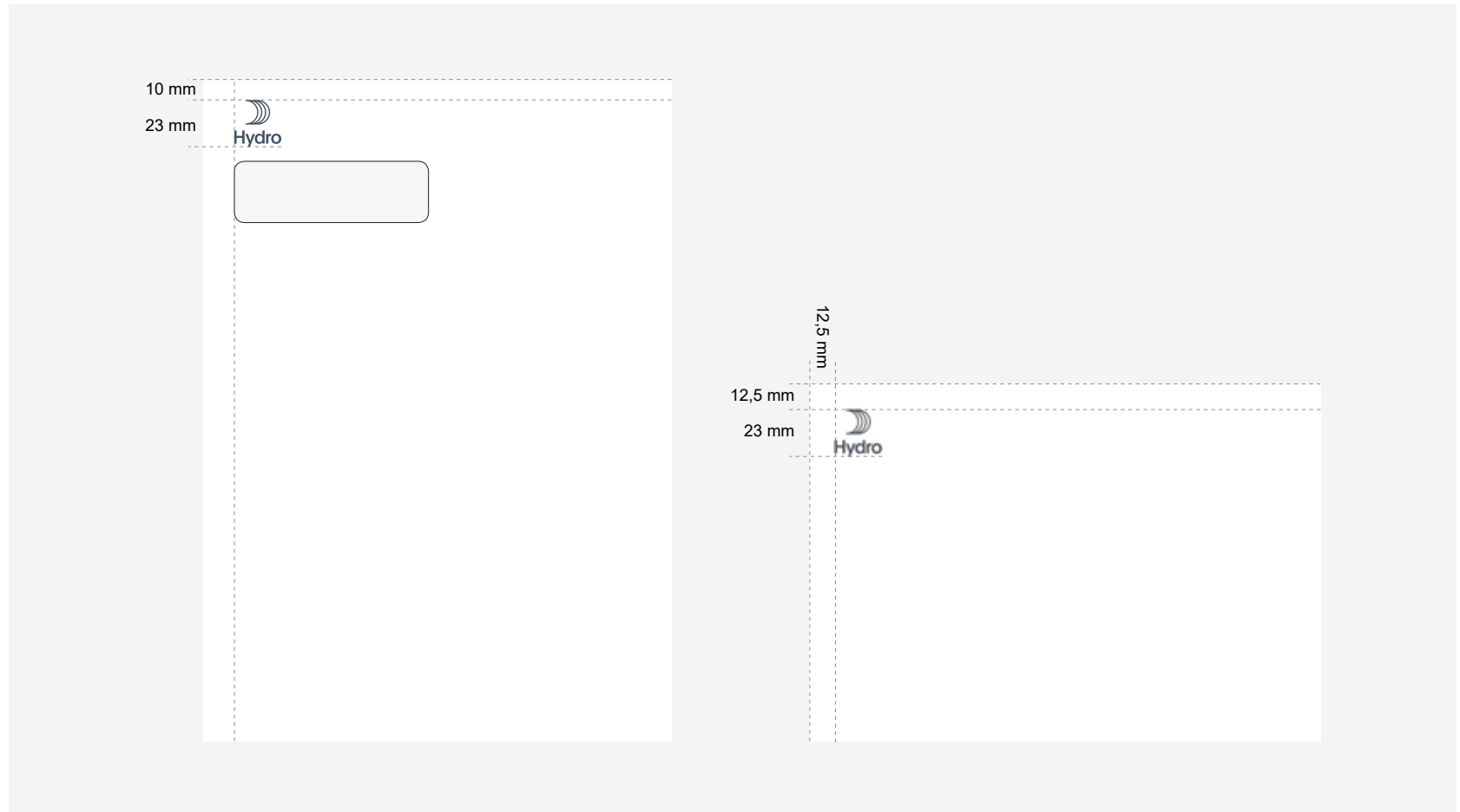
2.5 ID Cards

For security reasons, identity cards are necessary at many of our locations around the world. Two basic designs, one for personal and one for non-personal cards, are available. Minor adjustments to the format in order to fit local production requirements are allowed.

Personal cards have the following mandatory elements on the front side:
- Hydro logo in blue
- Full name
- Portrait of card holder

Non-personal cards are color coded and have the following mandatory elements on the front side:
Hydro logo in blue
- Location
- Card number
- Card type

Format
ISO CR-80 (53,975x85,725 mm)

Application
Adobe InDesign

(i)

The information on the back side will be placed automatically by the card producer.

Color coding of non-personal cards:

Hydro Blue
Guards, Contractors, Cons ultants, Cleaners and all other persons working on short term contracts or for external service providers.

Hydro Light Blue
Visitors.

Hydro Green
Temporary.

Hydro Bauxite
Access cards for specific areas of our buildings, like gym facilities or common areas.

Any further need for color coding should be assessed and decided locally. If additional colors are needed, only use official Hydro brand colors. These are included as swatches in the InDesign template.

Personal cards

Non-personal cards
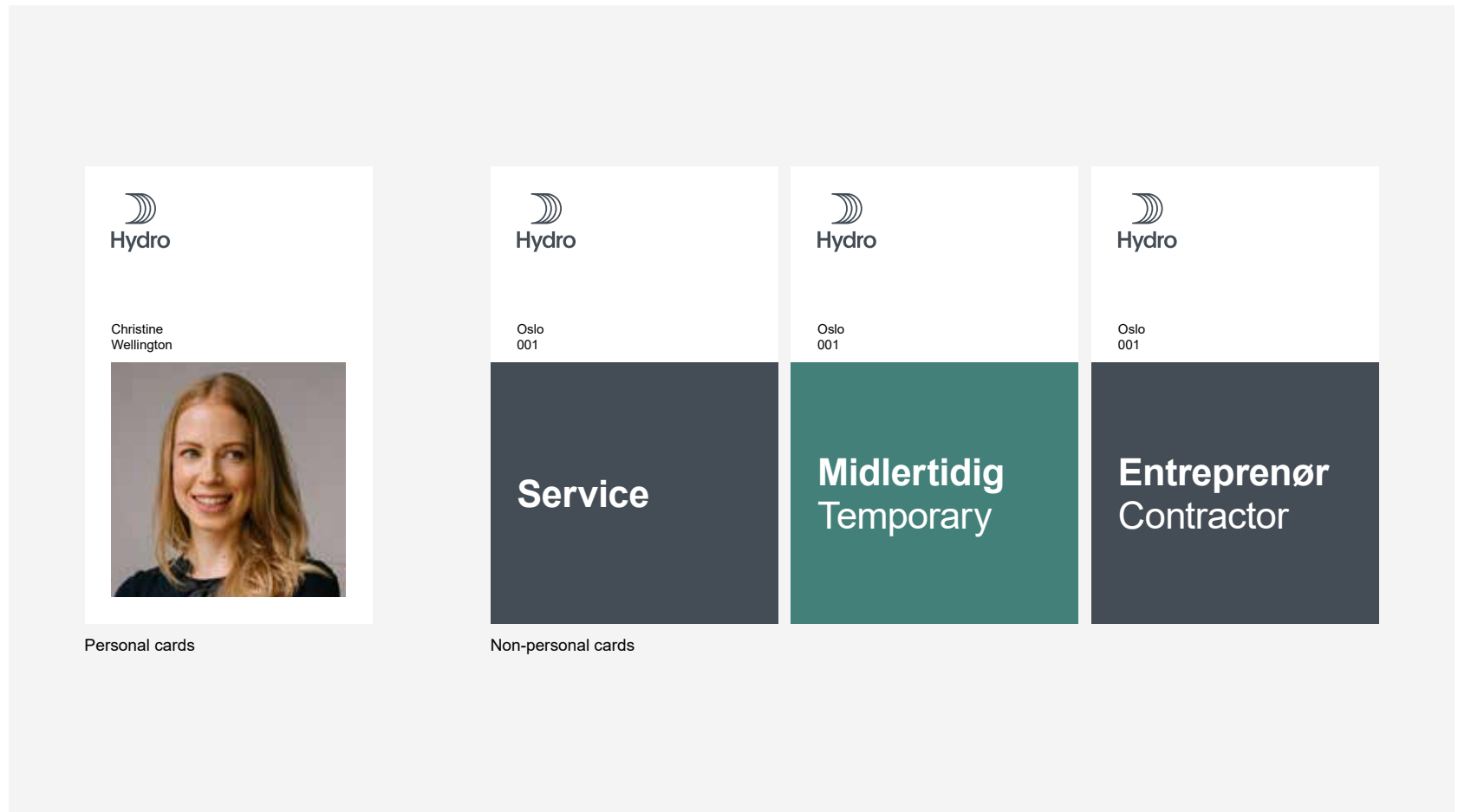
2.6 Document Folders and Notebooks

All custom-ordered document folders and notebooks should have the Hydro logo in the top left corner of the front page, and be in one of Hydro's official brand colors. If you are not able to specify the color, for example when having the logo applied to a ready-made notebook, choose a black, white or neutral gray color. Colors that very closely match our brand colors are permitted.

Use the standard back-cover layout with the Hydro logo and contact information in the bottom left corner.

Document folder with standard back cover layout

Notebook with the Hydro logo

Notebooks in brand colors
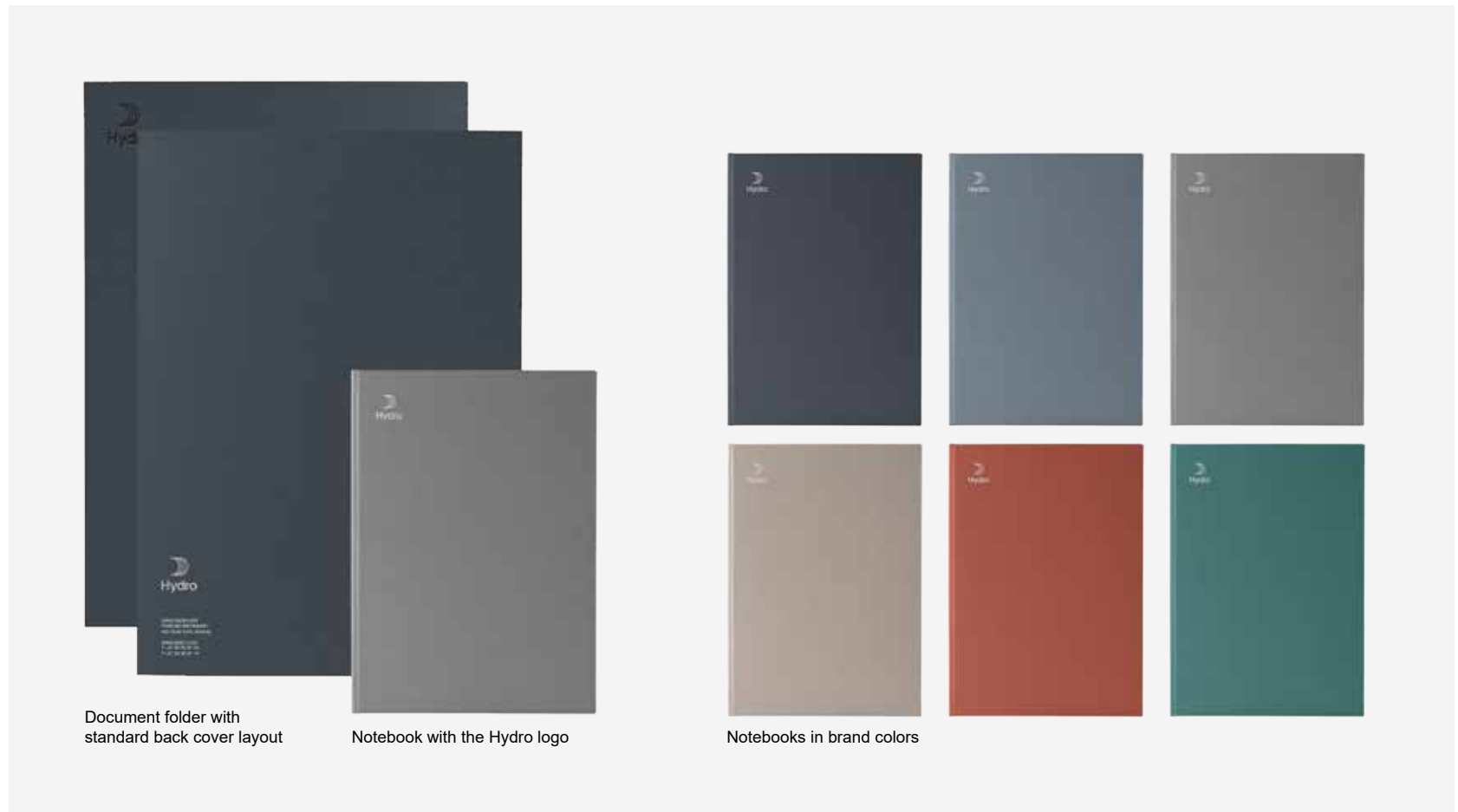
3.   Presentations

By using our presentation template with both internal and external audiences, you help to ensure that our stakeholders will have a positive and uniform experience of our brand, reinforcing that our work supports the common goals of Hydro, and is part of a collective body of work that comes from one institution.

Only use the template provided here. Over time the template may evolve and improve, but the template provided here will always be up to date. Updates will be communicated through the appropriate channels with additional information and instructions on how to upgrade.

3.1 PowerPoint Template

Hydro has a single PowerPoint template which must be used across all business areas. It is available in widescreen (16:9 aspect ratio) only. We do not use the legacy 4:3 format. The template includes several options for title and chapter slides, as well as a variety of content slides to accommodate many different needs. Lastly, it has a standard end slide which should be used in all presentations.

Our color palette is included in the template and is chosen automatically when creating graphs, charts and other graphics. Please do not modify these colors or use others, and if adding any colored elements like icons and infographics from external applications, please make sure they are consistent with our brand colors.

Ivar Hydro and Arial, the Hydro brand typefaces, are predefined in the template. Please do not modify the type sizes or weights unless absolutely necessary, and never use other typefaces.

In use
Avoid making slides that are too complex, overloaded with bullet points, lacking in focus, and/or filled with poor quality images. The slide templates include some white space, which helps create balance and allows the audience to focus on what is important. To avoid a cluttered look, please refrain from placing any elements in these areas. Edit your text to fit within the predefined text boxes, or consider spreading the content across multiple slides. You should prioritize three things for all your slides: simplicity, a clear and meaningful message, and quality visuals.
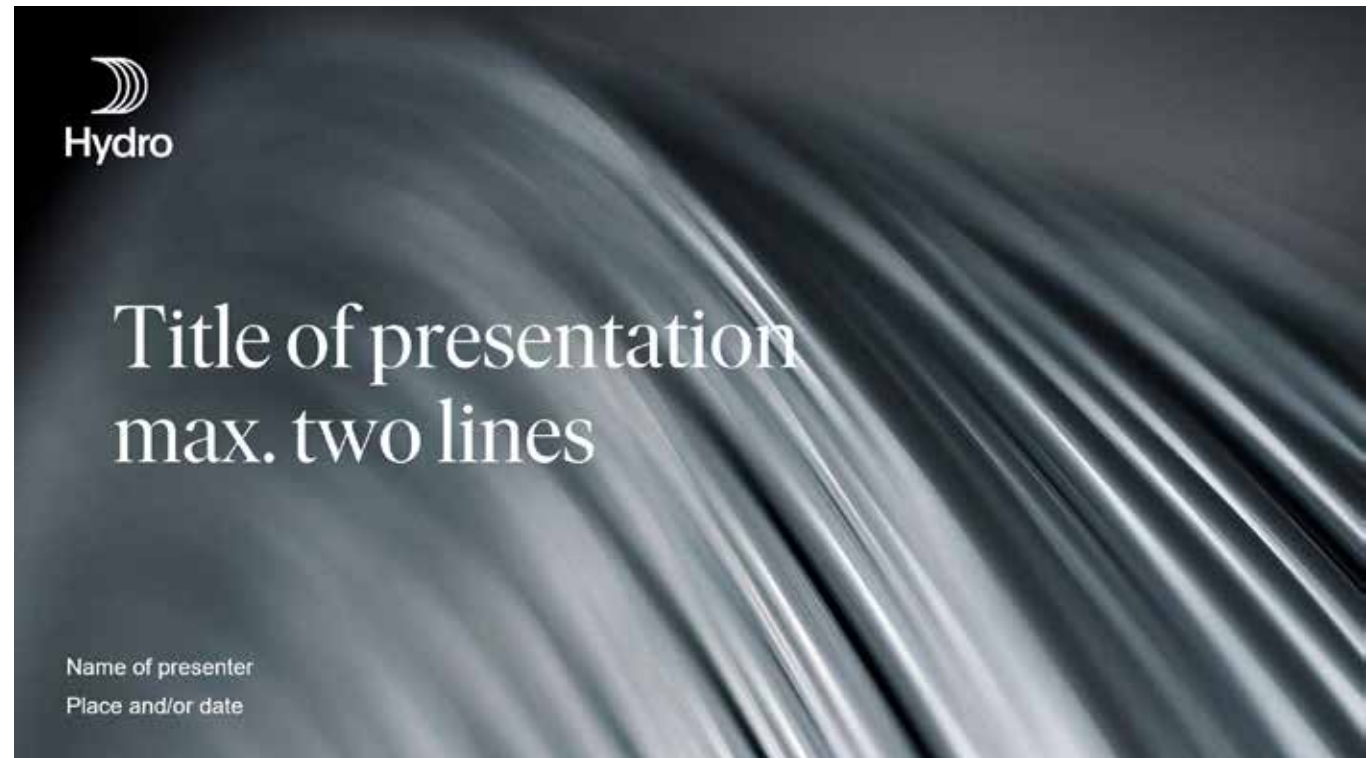
POWERPOINT TEMPLATE OVERVIEW

Title slides with image and with color background

Chapter slides

Image slides

Content slides

Content slides

Chart examples

Standard end slide

4. Collateral

The collateral templates have been created to secure visual consistency between surfaces and across our organization, as well as to provide a good starting point when beginning a new project. There are templates available for editorial design, brochures, advertisements, posters, flyers, fact sheets, invitations and diplomas.

Most template files include several layout variations demonstrated with dummy text and images. Editorial and brochure templates are accompanied by demo documents. These should be used both for layout inspiration and as a general placement guide. Please note that all of the images in demo documents and template files are *placeholders only*, meaning they are *not* production ready.

You will find the Hydro logo, paragraph and character styles with proper kerning and baseline adjustments as well as brand color swatches in all of the templates. When relevant, the template will also have a predefined grid system to secure proper alignment of text, images and graphics.

Throughout the templates, a light gray color has been used to indicate image placement.

Only use the templates provided here, and please note that the templates may evolve over time. It is therefore important that you are working from the latest version. The templates provided here will always be up to date.

4.1   Editorial

This is the core template on which all multi-page print
publications should be based, including annual and quarterly
reports. It may be adapted to fit specific needs. However,
please do not add more levels to the typographic hierarchy
or deviate from the grid system.

Format
A4 and US Letter

Application
Adobe InDesign

4.2   Brochures

This template is a slight variation of the editorial template, and should be the starting point for both corporate and product brochures.

Format
A4 and Scuare (210x210 mm)

Application
Adobe InDesign

4.3 Advertisements (ads)

Templates for full-page, double-page and half-page (horizontal and vertical) ads are available. The formats are generic (based on A4), and all ads must be adapted to the format specified by the publication for which they are intended.

There are two versions of each template; one for corporate and one for trade. All templates contain layout variations for bleed and non-bleed output.

Format
Generic (A4)

Application
Adobe InDesign
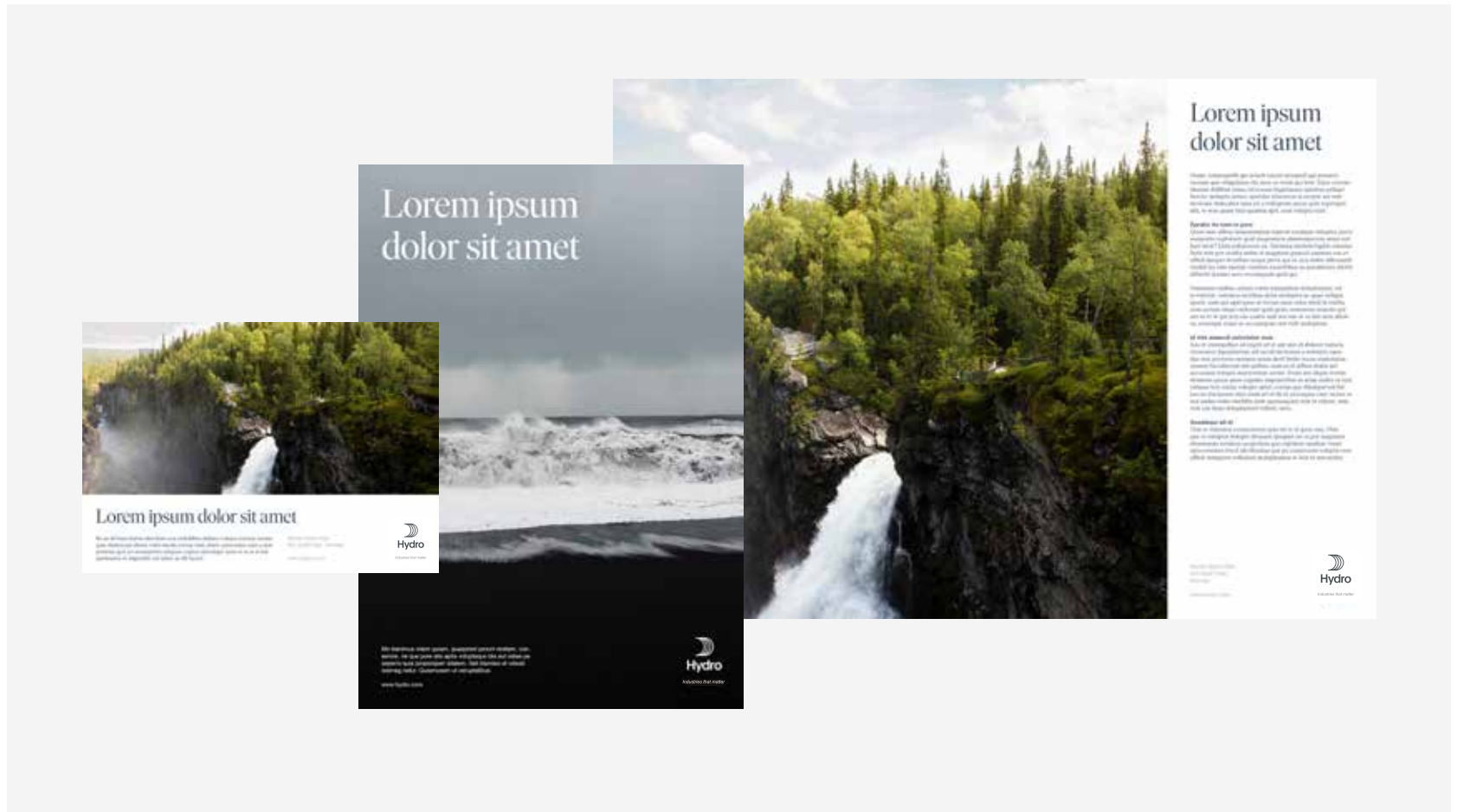
4.4   Posters

The templates contain layout variations for both bleed and non-bleed output to accommodate different printing scenarios.

Format
A4 and A3

Application
Adobe InDesign
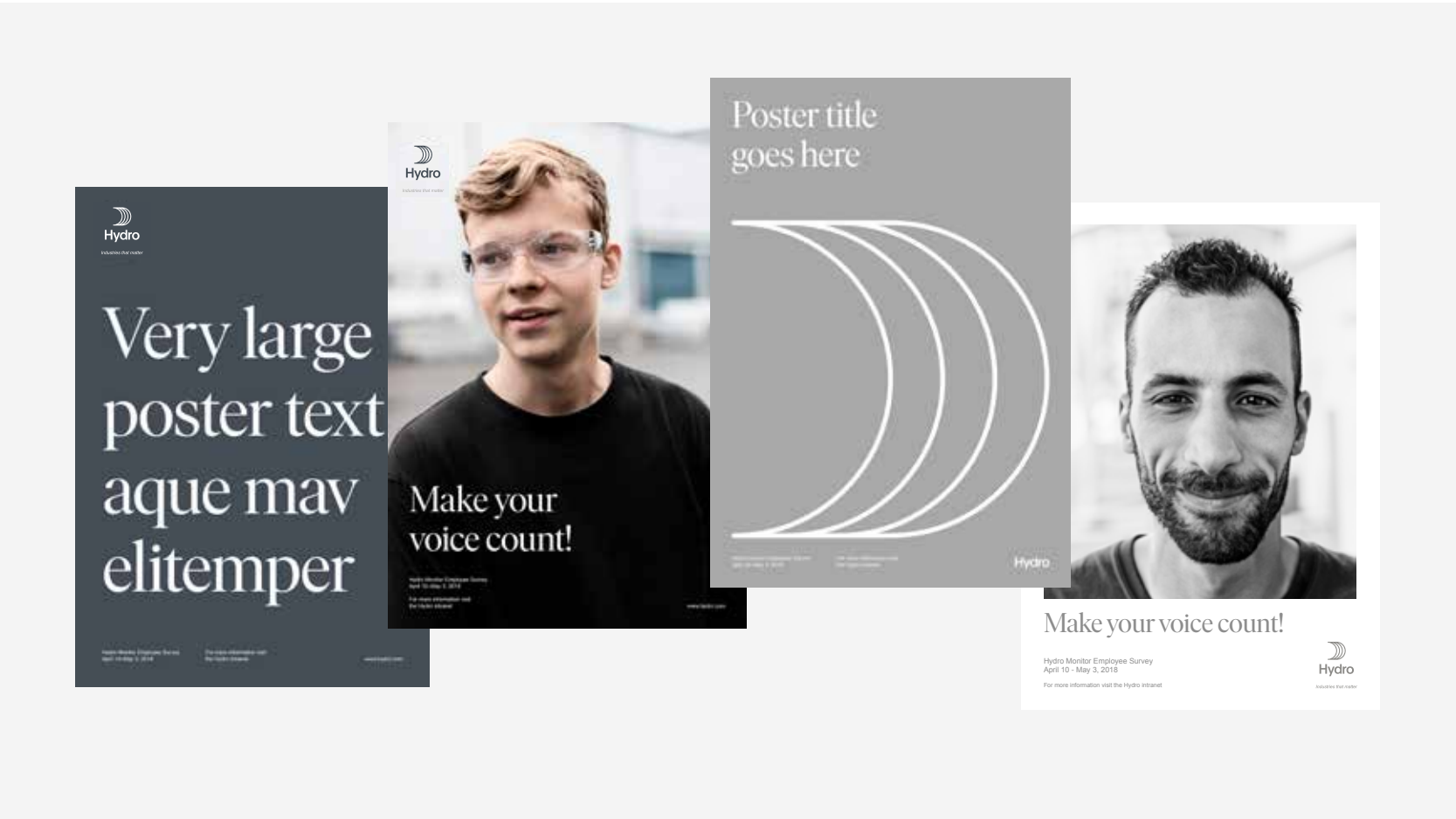
4.5   Flyers

Format
A5 and Square (148x148 mm)

Application
Adobe InDesign

Front, A5 flyer

Front, square flyer   Back

4.6   Fact Sheets

The template can be used to create both image and table based fact sheets.

Format
A4

Application
Adobe InDesign
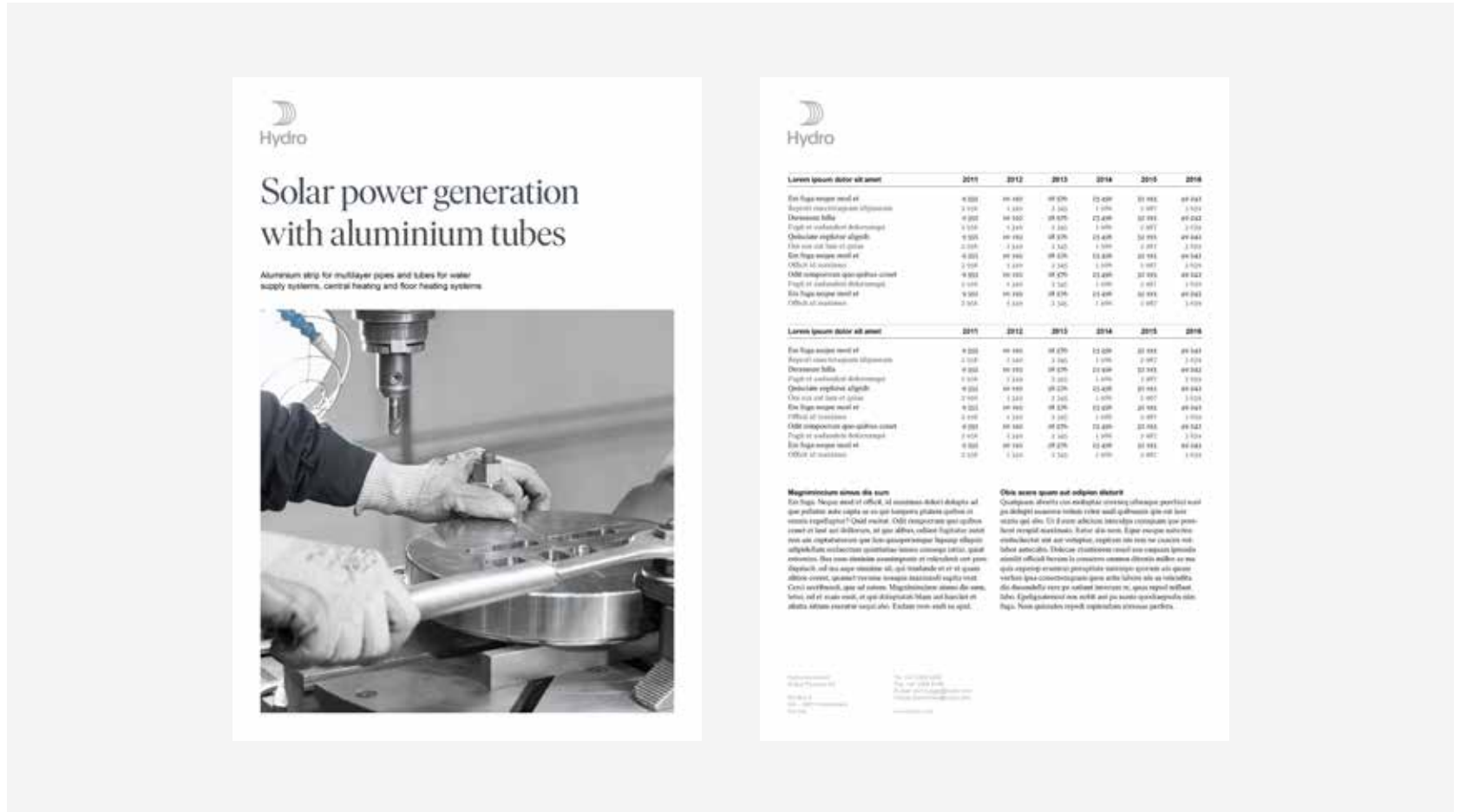
4.7   Invitations

Format
Square (148x148 mm)

Application
Adobe InDesign
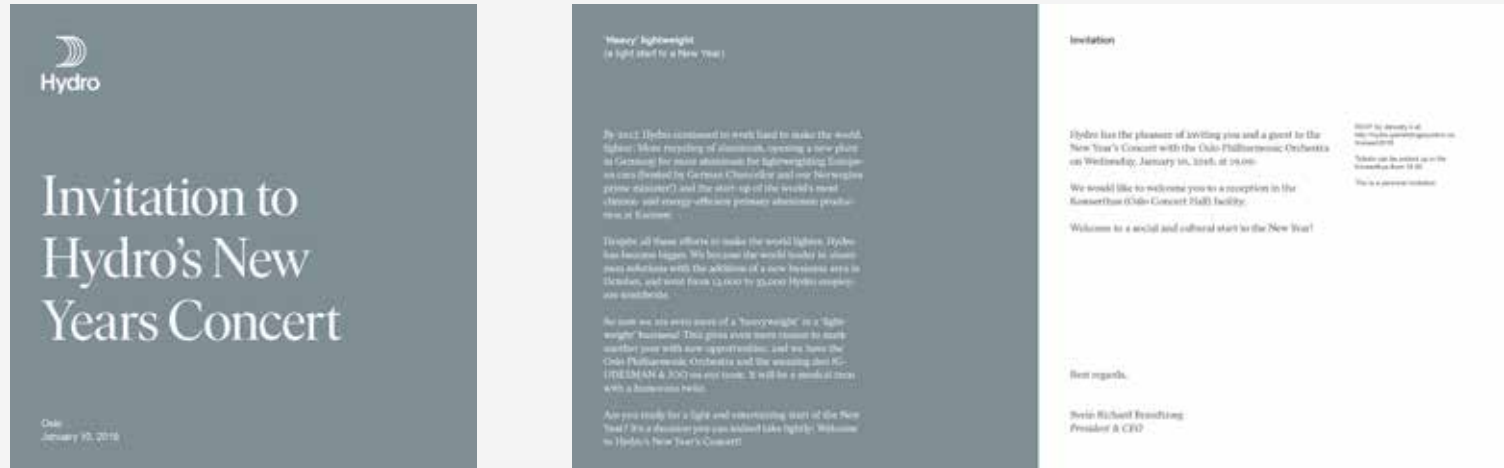
4.8 Diplomas & Certificates

There are two versions of this template; one for standard diplomas and certificates, and one that accommodates longer texts, such as course descriptions.

Format
A4

Application
Adobe InDesign

4.8   Pull-ups

Pull-up banners have been designed in the standard 850x2000 mm format. Please note that formats vary between suppliers, and the design may need to be adapted.

Format
850x2000

Application
Adobe InDesign
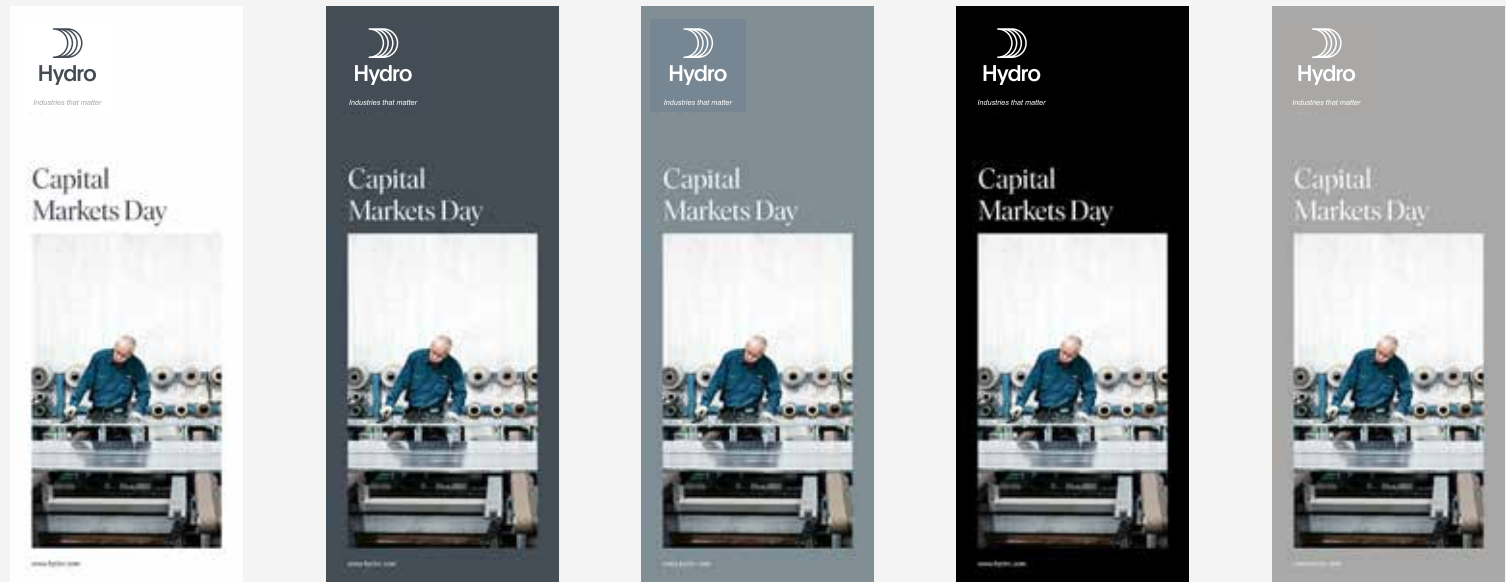
5. Photography

Photography is an essential part of our brand communication — an important tool for us to communicate our values and personality. In order to support recognition and add to the visibility of our company, it is vital that the style and quality of our brand photography is consistent.

Whether downloading from the Hydro photo gallery, commissioning a photo shoot, or finding stock imagery, high-quality photos are critical in creating genuine and authentic Hydro communication.

When shooting original imagery, use the examples shown in this manual as a visual reference, and follow style considerations to capture the essence of our brand image style.

We do not expect each image to reflect all elements of our brand, but they should convey some of them and certainly not contradict them.

At this point, the examples shown in this manual are not original Hydro brand images. The manual will be updated with original photography once photo shoots and post production has been completed. Many of the example images are sourced from the Sapa brand image library, and with proper adjustments, most of these can continue to function as brand images under the Hydro name.

5.1 Brand Image Style

Hydro's brand image style has been developed to unite all business areas through a consistent photographic expression while covering a broad scope of Hydro's business — from small, local units to large-scale global projects. Both in color and black and white, the photography elevates our business and projects an extroverted, innovative, sustainable, professional and contemporary theme.

Our brand images are divided into five different categories — the five "P's":

Physical
The tangible raw material. Bauxite, alumina, water and aluminium.

The images in this category are detailed close-ups and macro shots. Textures, reflections and tactility are accentuated through light and shadows. Black and white is particularly suited for images of alumina and aluminium, while color is highly recommended for images of bauxite and water.

People
Authenticity and unity defined through diversity, professionalism, collaboration, caring and warmth.

These images focuses on people and their expressions: eyes, faces, personality and moods. They portray real Hydro employees in real environments, using charismatic people who act naturally in front of the camera. The category includes portraits and situational shots of single employees as well as people working together. Both black and white and color are allowed. Black and white is especially recommended for close-up portraits.

Process
Expertise defined through innovation, precision, quality, safety and reliability.

Process category images depict the specific course of events associated with a certain task or business unit. The images may include people; however, the main focus should be on the tasks they perform. Situations or scenarios must be authentic and situational scenes should demonstrate our focus on innovation and sustainability. Color images dominate this category.

Product
The refined result. Innovative and sustainable aluminium solutions.

Whenever possible, product images are shot in a controlled studio environment. Large and/or heavy items that cannot be easily transported may be shot where they are with portable lights and backgrounds. Images are clean and crisp, and present our products in an artistic way through interesting compositions and carefully considered lighting. All images are in color, but they are very subdued.

Planet
Environmental responsibility defined through awe-inspiring nature.

Sustainable development is at the very core of Hydro, and caring for the natural environment that surrounds us is one of our most important tasks. The images in this category are nature photography from the areas in which we operate. Structures related to Hydro's business (such as dams) may be included in the images as long as the surrounding environment dominates the image. Only color images should feature in this category.

PHYSICAL MOODBOARD

The tangible raw material. Bauxite, alumina, water and aluminium.
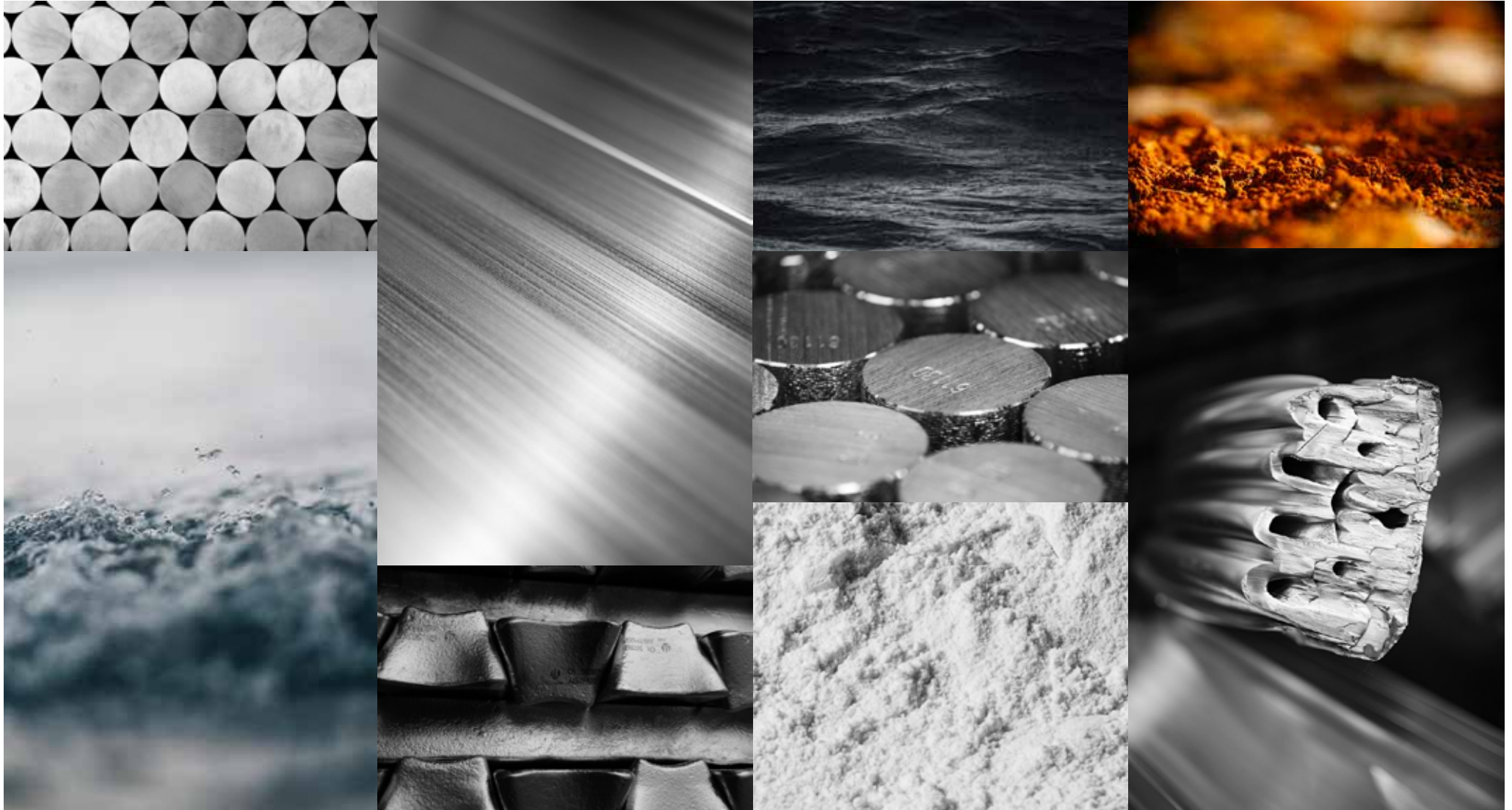
PEOPLE MOODBOARD

Authenticity and unity defined through diversity, professionalism, collaboration, caring and warmth.

PROCESS MOODBOARD

Expertise defined through innovation, precision, quality, safety and reliability.

PRODUCT MOODBOARD

The refined result. Innovative and sustainable aluminium solutions.

PLANET MOODBOARD

Environmental responsibility defined through awe-inspiring nature.

ACHIEVING THE RIGHT LOOK AND FEEL

Color and Light

Our image style proposes a clean, crisp and bright coloring. The use of light is primary — light should be one of the main expressions and it should always be carefully considered as a part of the image. Bright backlight, shallow key light or a distinctive clear exposure — always fresh and innovative.

The color grading is of great importance and should be carefully adjusted to match the style and tone of the desired image look. It is recommended to subtly "wash out" the colors, decreasing the saturation value without losing too much color and vividness. Strong colors that are in conflict with the Hydro primary color palette should be subdued, and blue areas of the image should be graded to match the blues in our palette. Pay attention to the adjustments of these values: contrast, highlights, saturation, color temperature and exposure. Strive for color temperature values that are around 5000–6000 K which provide a sharp, crisp look. Never use color temperatures below 4000 K, since they produce an unnatural bluish look, nor temperatures above 6000 K, which will result in a too "warm" image.

Black and White Photography

Black and white photography highlights shape, form, pattern and human expressions with fewer distractions. Our monochrome images share the same settings and values as colored images. The difference is in the way contrast is handled: Black and white images have a slightly higher contrast and produce stronger highlights. Light, as well as treatment and control of light is as important as in the colored image style.

Depth of Field

The depth of field depends on the subject and/or scene. In the Physical, People and Process categories, strive for a shallow depth of field. This will give the images a focused look, and guide the viewers toward the main subject. In Process category images where the physical space itself, or large machinery and/or equipment is the main focus, a large depth of field should be used.

The depth of field in Product category images must be large enough to ensure that all parts of the product are in focus.

In the Planet category, all images should have a very large depth of field where everything is in focus.

Authenticity

Situations or scenarios should be as authentic as possible, and whenever people are involved, always use real employees enjoying being involved in one of their daily tasks. Never hire models to act as Hydro employees. People should be portrayed in their own environment, where they feel secure and at ease.

Except for Product category images, shooting on location will always be the best option. This direction, with both indoor and outdoor scenarios, will provide an honest "outside-in" view of our business, giving the images the correct look and feel as well as the optimal edge and presence.

Diversity

We want to demonstrate diversity throughout our photography. Use a common sense approach to this. Be inclusive, but don't try to include all ages, ethnicities and genders in one image or document, as it will look forced.

Retouch

Never exaggerate in retouching. Maintaining a natural look is always key. Third-party logotypes and similar should always be removed if they have no or limited connection with our company. Strive for natural skin tones, and remove spots, dark circles and skin irregularities.

Cropping

When images are cropped to fit specific formats, for example the square format of an Instagram post or a tall and narrow pull-up banner, alway make sure the main subject is still clearly visible. Pictures of people or objects can generally be quite tightly cropped, leaving out surrounding elements that are not necessary to tell the story. If you intend to overlay text or graphics on the image, crop the image in a way that ensures the intended area for this has sufficient contrast.

Always make sure cropped images have sufficient resolution at actual size. This usually means 300 dpi for print and 72 dpi for screen.

5.2　Color Grading Examples

The examples show adjustments that have been made to obtain the proper Hydro look. Use them as a reference when starting a new project.

1. Incandescent light graded to natural light

2. Natural and vivid skin tones

3. Blue colors adjusted to match the primary color palette

4. Background adjusted to match the primary color palette

Original RAW image

COLOR GRADING EXAMPLES
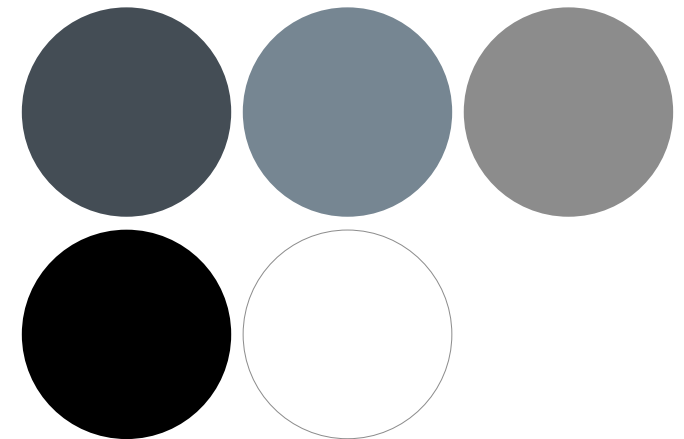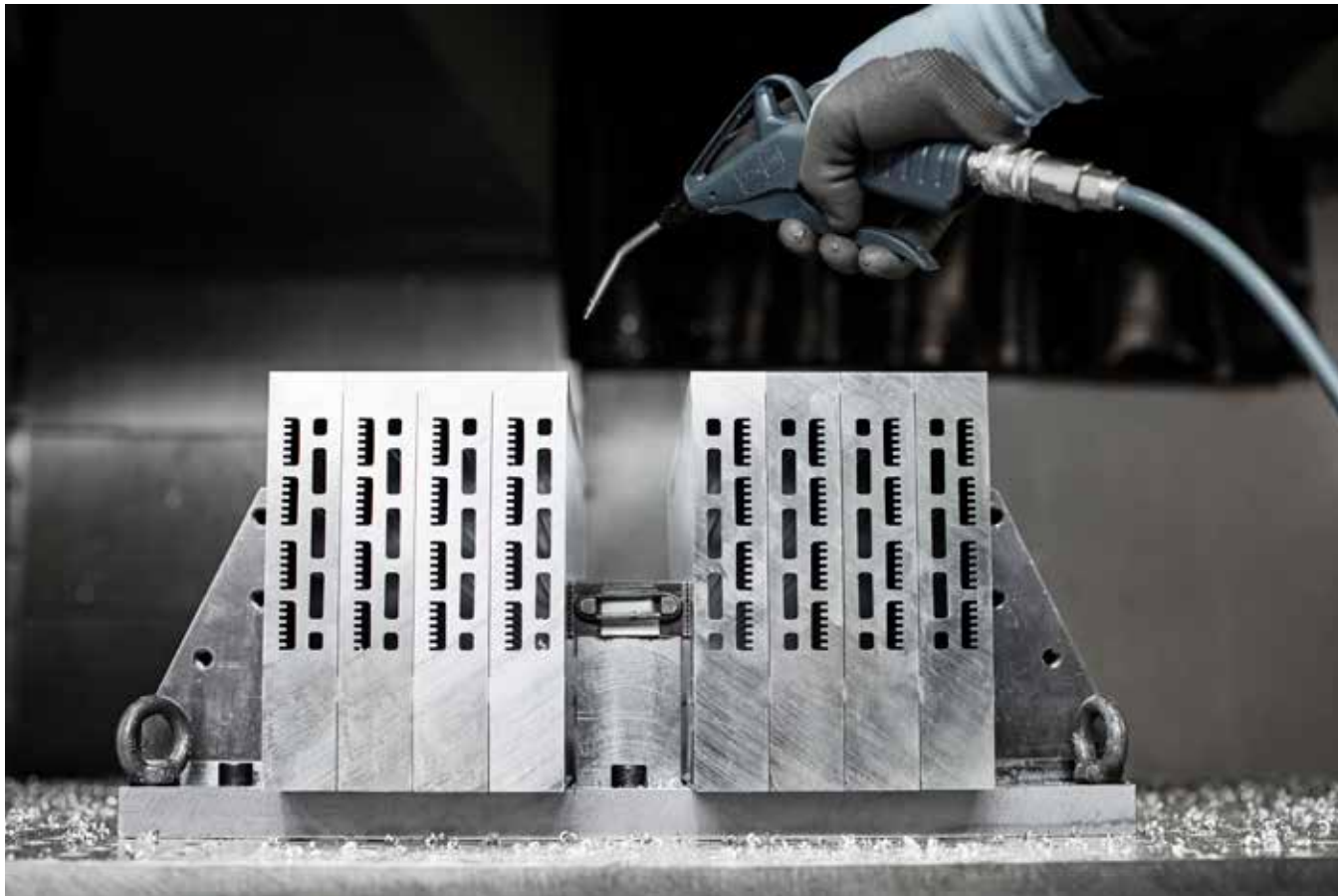
Image graded to match the primary color palette

COLOR GRADING EXAMPLES
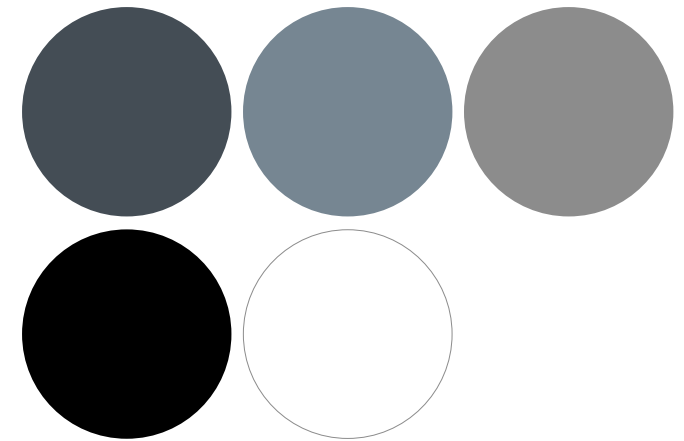
Images graded to match the primary color palette

COLOR GRADING EXAMPLES
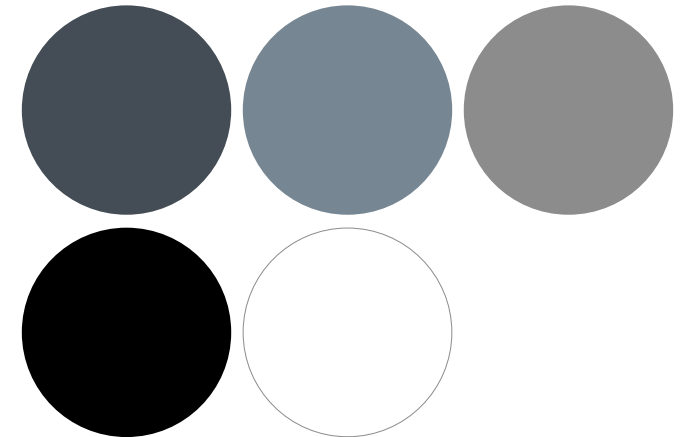
Image graded to match the primary color palette

6. Illustrations & Icons

Throughout our communication, illustrations and icons are used to exemplify, clarify and visualize important content, making the complex more understandable. Our illustration and icon styles have been developed to harmonize with the other elements of our visual identity, as well as to ensure consistency.

6.1 Illustrations

Our illustration style is line-based with rounded end points, mirroring the style of our brand-mark.

All illustrations should only use colors from our primary and secondary palette, and they may appear in the following combinations:

- Single color lines
- Multi color lines
- Single color lines on colored backgrounds
- Multi color lines on colored backgrounds

In more complex infographics, individual elements can be contained within colored circles.

When the intended use is articles on our website, stroke width should be 1.5 px, which is consistent with the web icons.

Whenever charts, graphs and similar infographics are used to illustrate a story, they too must only contain official brand colors.

Lastly, it is important to note that this illustration style only covers the immediate need for infographic-type illustrations. More emotional and/or intricate illustrations for use in brand communication should be created by professional illustrators based on a creative brief.

Single color lines on colored lines

Multi color lines on colored background
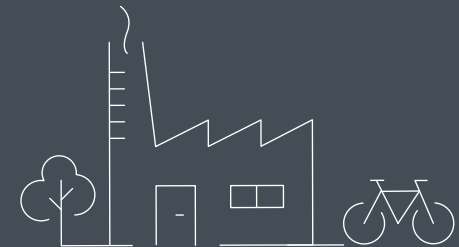
Single color lines on colored lines
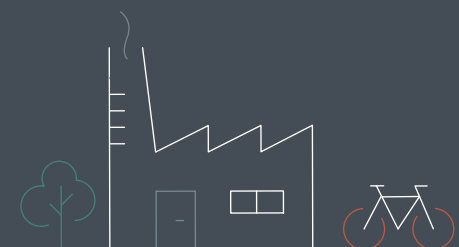
Multi color lines on colored background

EXAMPLES

EXAMPLES

Lorem ipsum dolor   ● Cat 1   ● Cat 2   ● Cat 3

Lorem ipsum dolor
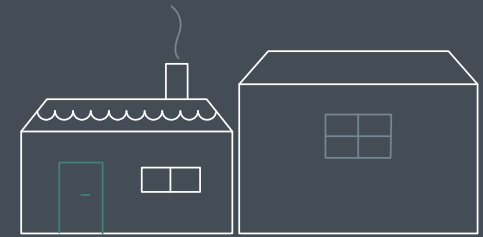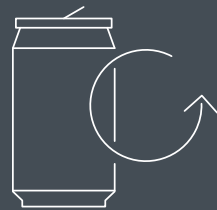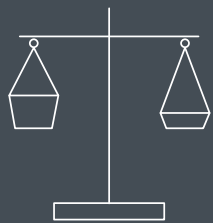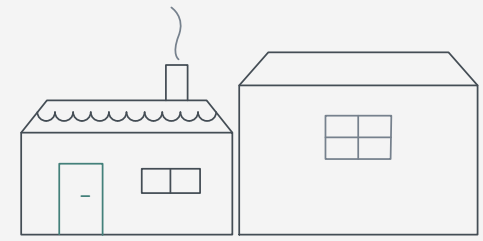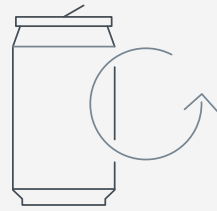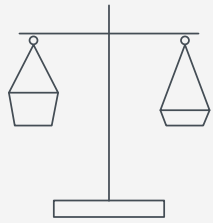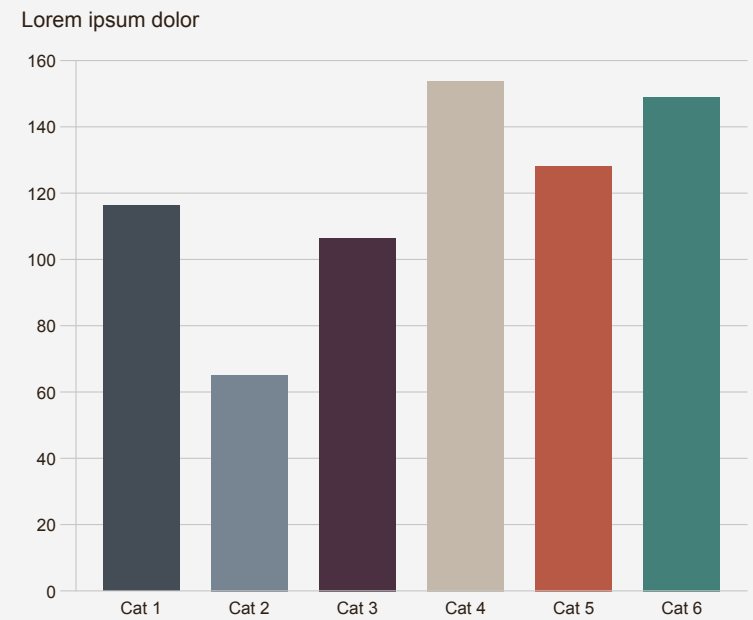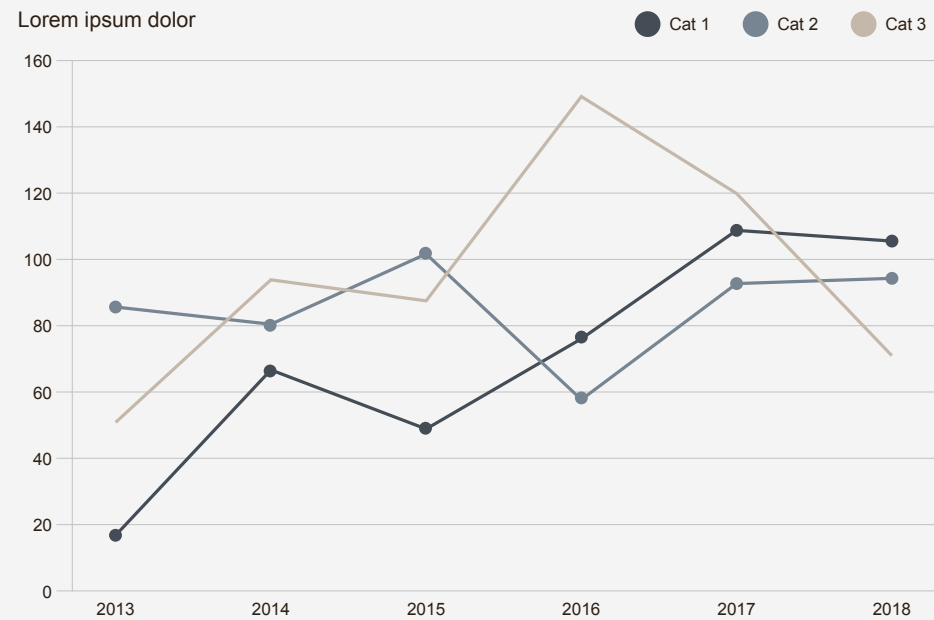
6.2   Icons

Icons are used to aid navigation on our website as well as to support recognition of important elements in our communication. As with our illustrations, icons are line-based with rounded end points. Single color icons must be Hydro Blue, and dual color icons must be Hydro Blue and Light Blue. Icons may also appear in negative (white) on dark backgrounds.

Web-Specific Guidelines
Functional icons on our website appear in 16x16, 24x24 and 72x72 px sizes. 16x16 px icons must be drawn with a 1 px stroke width, while both 24x24 and 72x72 px icons must be drawn with a 1.5 px stroke width.

72x72 px
Value chain icons
1.5 px stroke width

24x24 px
Web functionality icons large
1.5 px stroke width
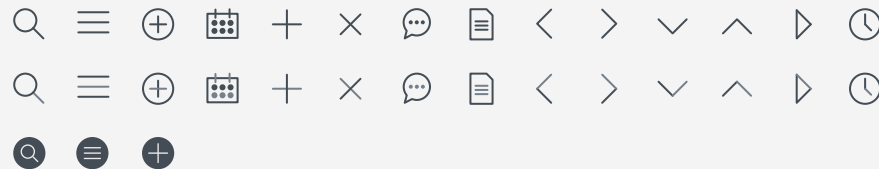
16x16 px
Web functionality icons small
1 px stroke width
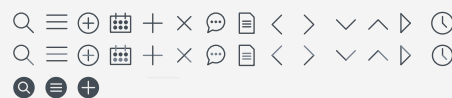
7. Digital

The following guidelines demonstrate how to present our brand in a professional and consistent manner in digital channels.

7.1   Web

The new hydro.com is being developed in compliance with our visual identity guidelines. This means that the typefaces will be Ivar and Arial, arranged according to our typographic hierarchy, and the colors will be only official Hydro brand colors. Some adaptations have been made to tackle web- and screen-specific issues as well as to ensure the best possible customer experience. Nonetheless, the overall look and feel of our website is consistent with how we present ourselves in non-digital channels.

In use
Whenever possible, use approved brand images that follow our brand image style. This is especially important for the front page, and the other main pages, i.e., top level in the

navigation. For regular news and other types of articles, editorial or other third-party images may be used in the same way as before.

Hydro has a distinct illustration and icon style that is part of our visual identity. It is important to maintain this style across all pages of our website. If new icons or illustrations need to be created, please refer to the Illustration and Icon Style chapter for more information.
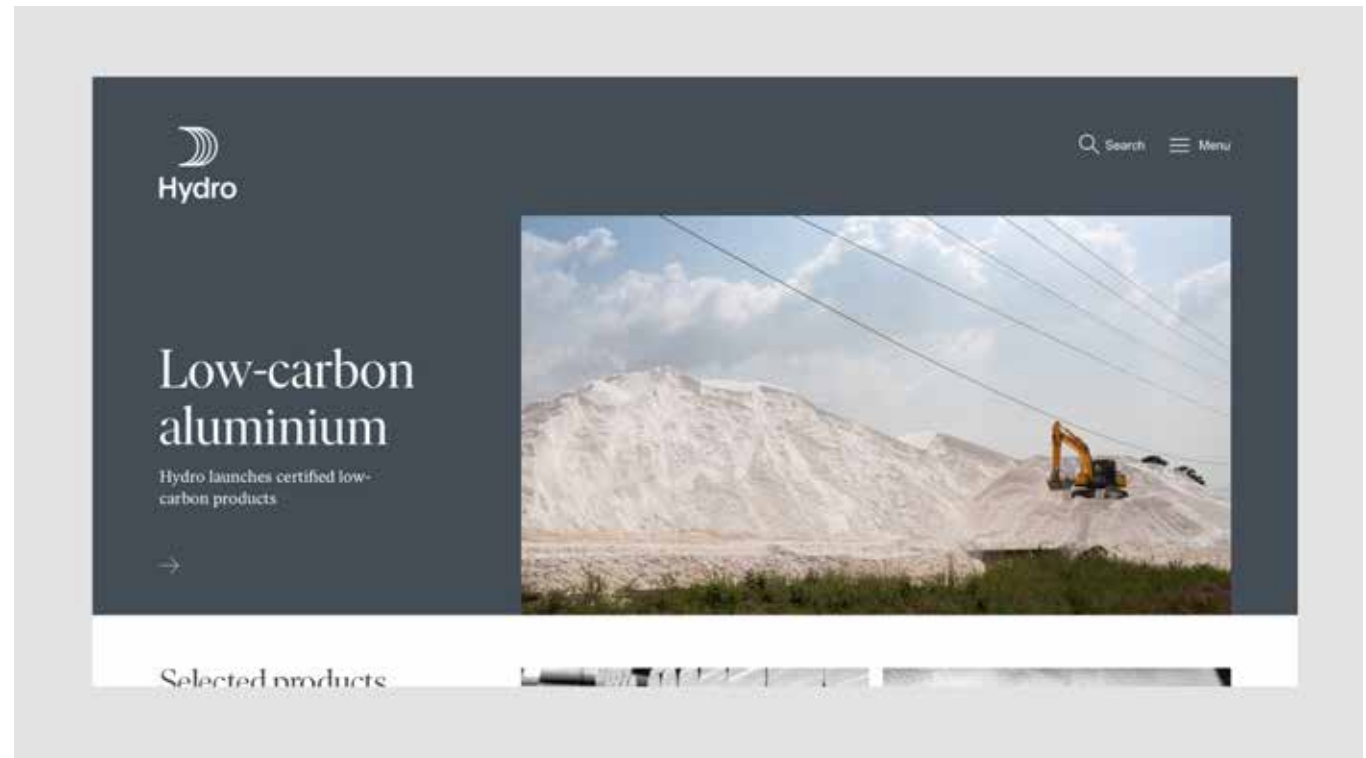
7.2   Social Media

Anything other than external links and content, meaning anything we produce ourselves for publication on social media, must be in accordance with our visual identity guidelines. The examples show Instagram posts where brand colors and typography have been used.
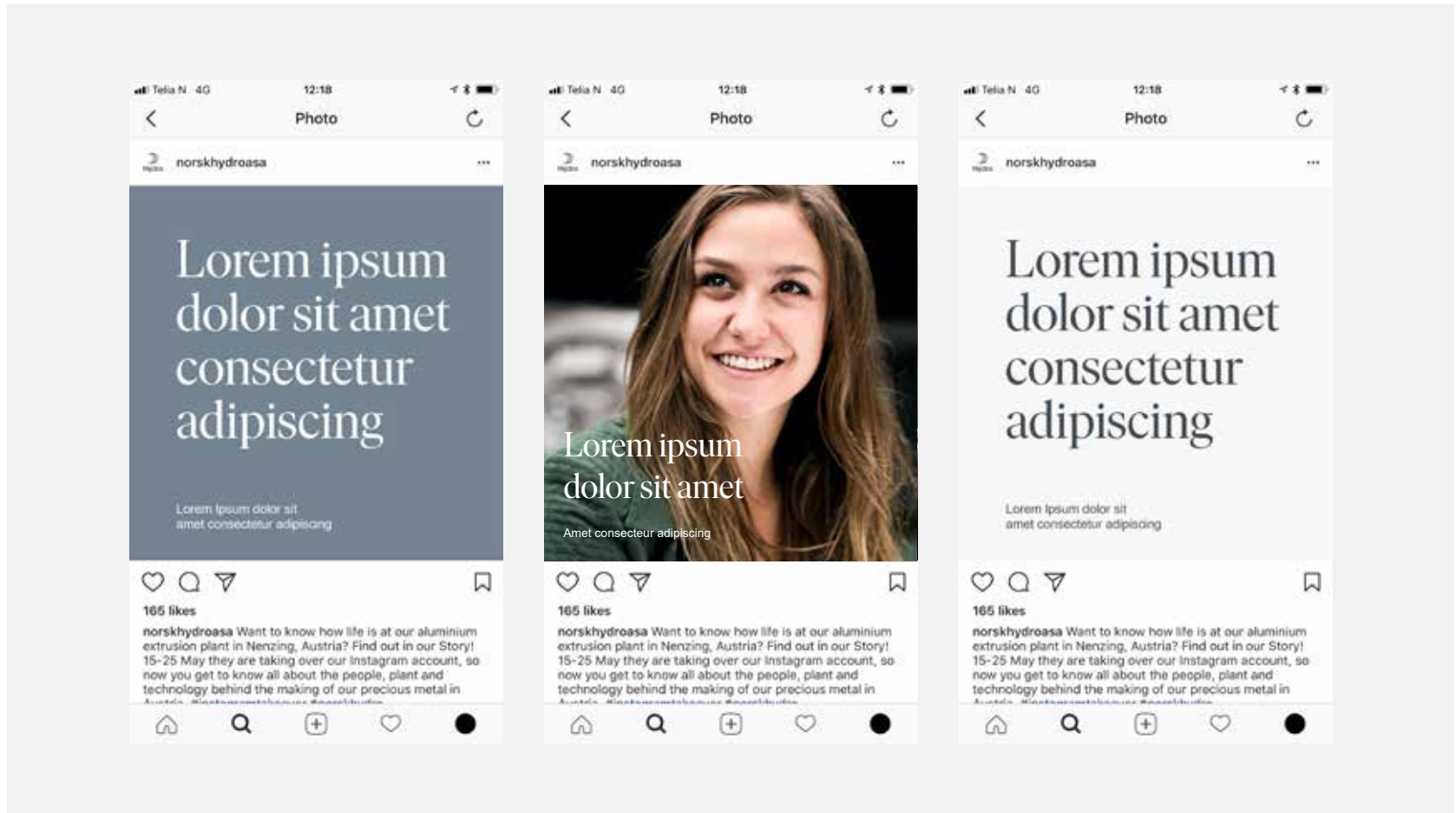
PROFILE PICTURE

The blue Hydro logo on white must be used as the profile picture across all social media channels. Please note that this picture is circular on most sites, and you must therefore ensure that the entire logo is visible within a circular crop.

Square logo   Crop   Circular logo   Do not crop outside logo
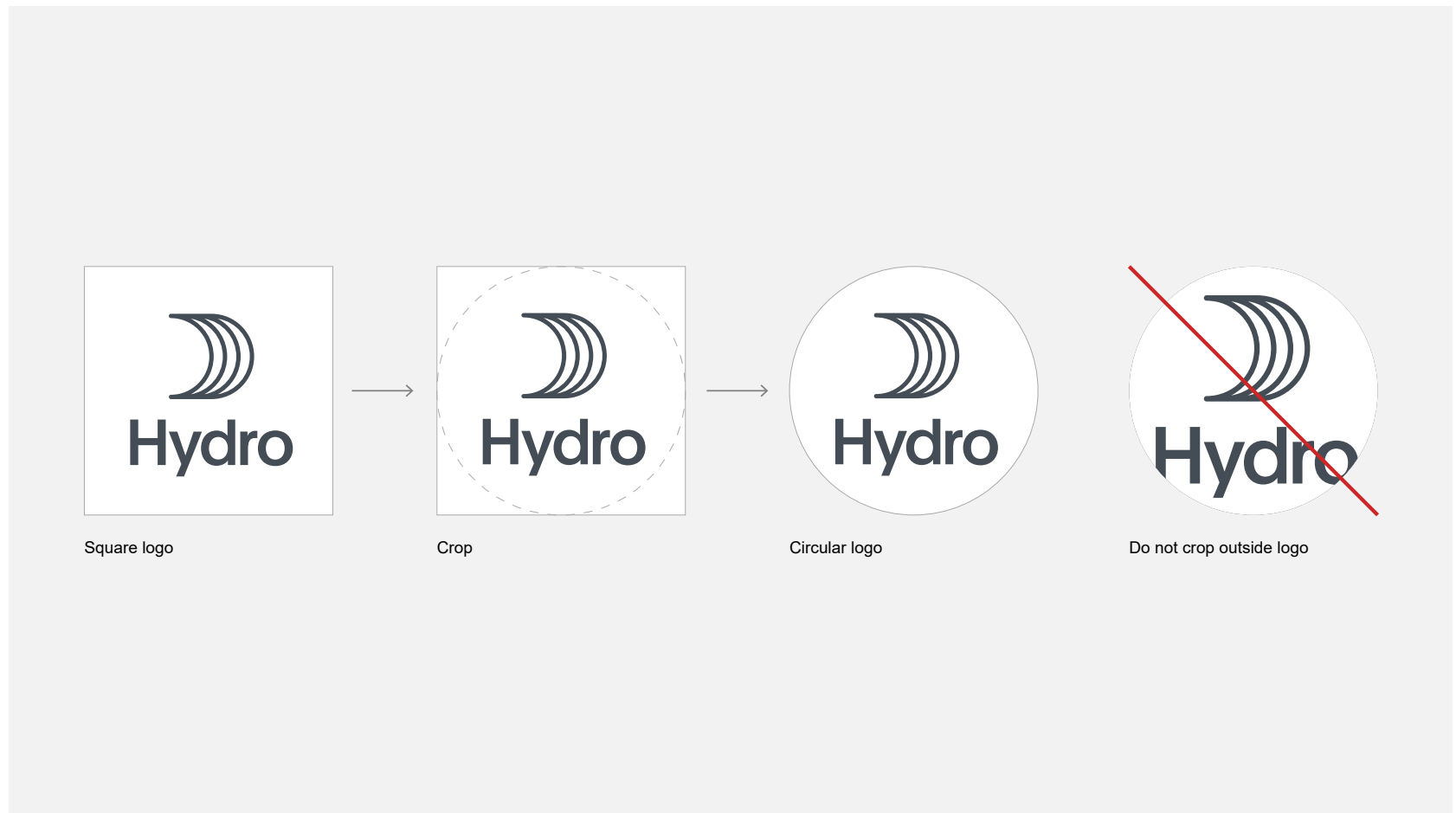
HEADER IMAGES

Many social platforms support header/banner images. When choosing these images, please ensure they are of good quality and in accordance with our brand image style. Only use images that fit naturally within the panoramic format of these headers without cropping out too much of the main subject.

(i)

1. Suitable image
2. Image not suitable
   for panoramic crop

7.3   Film and video

Creating and producing video for external use – Do's and Don'ts

Video is a powerful tool to increase awareness of what we do and who we are. However, as with all communication material, it needs to follow the principles laid out in the Brand Manual. Please refer and use this visual set up for all movies. It is important to ensure we are consistent in our narrative and messages, especially when it comes to sustainability, so we do not speak with conflicting voices in different parts of the organization. Remember, a strong brand is built when you deliver on a promise. Please follow these rules when creating a video for external use:

1)
All films regarding greener branding or sustainability are produced centrally. If such a video is to be produced locally, prior approval must be obtained by contacting Group Brand and Marketing.

2)
All videos produced need to follow the templates developed for video production in terms of texting and layout of video.

3)
Films approved should and will be added to the Hydro's YouTube channels.

4)
If we already have a video for the topic, this video should be used and if needed translated to the local language.

GRID / WATERMARK

A grid (or frame) should be established to avoid any elements being placed too close to the edge. The grid should never be visible.

Watermark should be placed in upper right corner and be visible throughout the whole film.

Exception:
Watermark should not be part of the end page, where the logo (tagline version) appears bigger and in full color.

Outer grid:
0.5 x Watermark height
from outer edge

Watermark logo
1/8 of total height
White - 50% opacity

No elements to be placed
outside the outer grid.

1/8 of
total height

PERSONAL / GENERAL INFO

Personal or general information (for example, name of person being interviewed) should be placed in upper left corner.

Font / size:
Name
Ivar Display 60 px

Font / size:
Title, function etc.
Ivar Display 40 px

Line space 50 px

Font color:
Hydro Blue or white

If background is very busy
or with huge contrasts,
a box can be applied
behind the text:
Hydro Blue or white
80% opacity

All texts inside boxes
should have a margin
equal to the size of the
outer grid.

Elements to appear as:
- dip to white (0.3-1.0 sec.)
- dip to black (0.3-1.0 sec.)
- slide in (from left)

Name Surname
Title/function/location...

Hydro

SUBTITLES

Subtitles should be centered and have a darker background. Note that films are widely seen on mobile devices today, and size of text needs to reflect this.

Try also to minimize amount of text that is shown. Rather more frequent changes than too much at once. Never more than two lines.

Font / size:
Arial Regular
white 32 px

Line space 36 px

Black background
80% opacity

Hydro

Lorem ipsum dolor es sit amet, con sectetur lauda adipis cing elit. Est ips auta ergo. Fusce imus blandit erat, et lacinia turpis.

TITLES / CHAPTER TEXT
TRANSPARENT BACKGROUND

Titles or chapter information should be placed either on a transparent background or a solid color. Example shows a dark, transparent color version.

Font / size:
Ivar Display 80-100 px
(size may vary to fit the
length of title)

Line space:
same as font size

Font color:
White on Hydro Blue
(or one of the dark colors
from the Hydro palette)
80% opacity

All texts inside boxes
should have a margin
equal to the size of the
outer grid.

Elements to appear as:
- dip to white (0.3-1.0 sec.)
- dip to black (0.3-1.0 sec.)
- slide in (from left)

Ariamint aspi
dit alit lace

Hydro

TITLES / CHAPTER TEXT
TRANSPARENT BACKGROUND

Titles or chapter information should be placed either on a transparent background or a solid color. Example shows a white transparent version.

Font / size:
Ivar Display 80-100 px
(size may vary to fit the
length of title)

Line space:
same as font size

Font color:
Hydro Blue on
white background
80% opacity

All texts inside boxes
should have a margin
equal to the size of the
outer grid.

Elements to appear as:
- dip to white (0.3-1.0 sec.)
- dip to black (0.3-1.0 sec.)
- slide in (from left)

Ariamint aspi
dit alit lace

Hydro
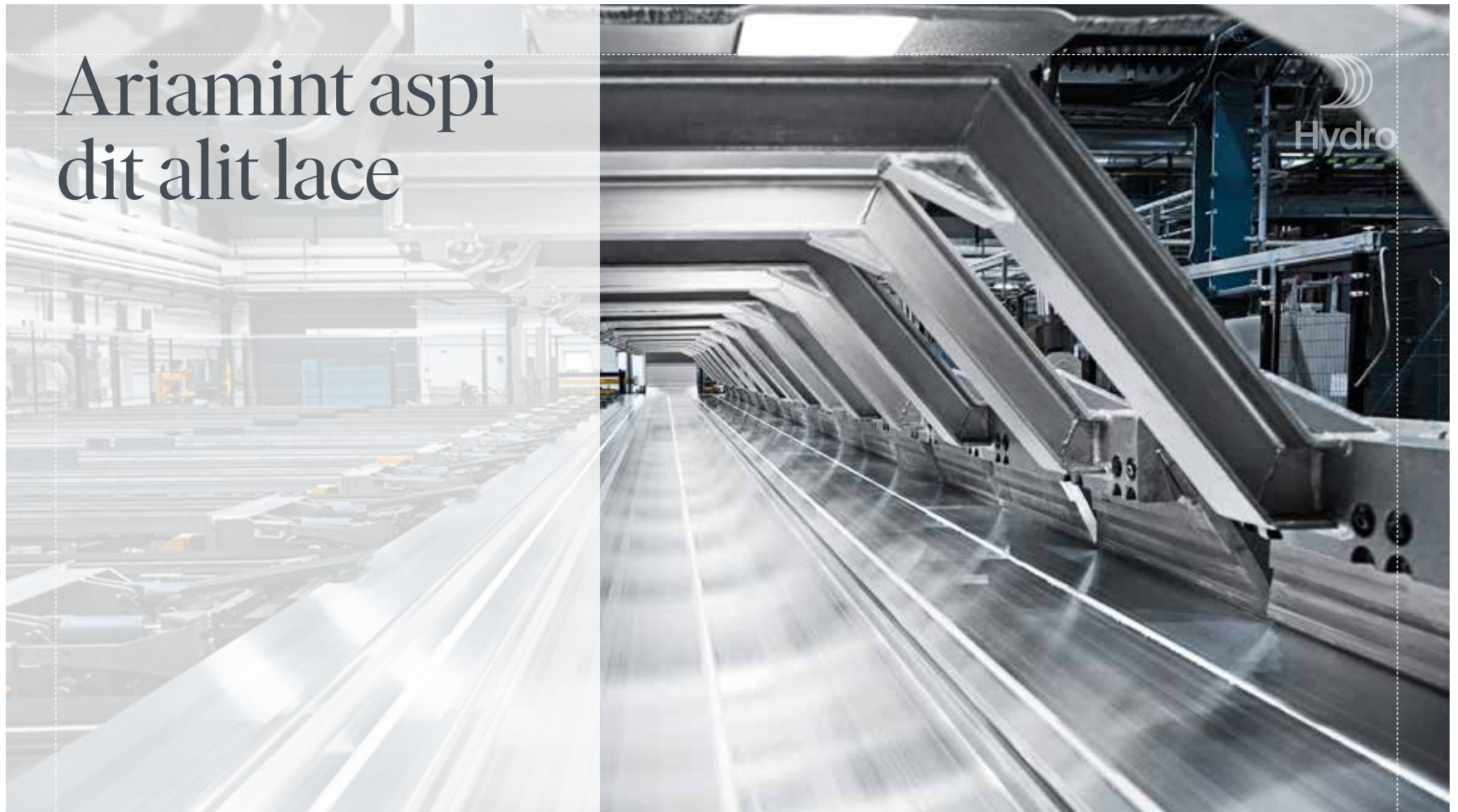
NARRATIVE TEXT
SOLID BACKGROUND

Text as narrative should be placed either on a transparent background or a solid color. Example shows a white, solid background.

Font / size:
Arial Bold 50-70 px
(size may vary to fit the
total amount of text)

Line space:
same as font size

Font color:
Hydro Blue on
white background
(solid)

All texts inside boxes
should have a margin
equal to the size of the
outer grid.

Elements to appear as:
- dip to white (0.3-1.0 sec.)
- dip to black (0.3-1.0 sec.)
- slide in (from left)

Aria imint olasc aspedit alit et asi lam nonsedit etc mos utaque eic volesto modic eaqu atotas y los erse. Laudate est ipsum et ard in ce palc in exal- tate dorum.

NARRATIVE TEXT
SOLID BACKGROUND

Text as narrative should be placed either on a transparent background or a solid color. Example shows a dark, solid background.

Font / size:
Arial Bold 50-70 px
(size may vary to fit the
total amount of text)

Line space:
same as font size

Font color:
White on Hydro Blue
background (solid).
Other dark colors from
the Hydro palette may
be used if appropriate.

All texts inside boxes
should have a margin
equal to the size of the
outer grid.

Elements to appear as:
- dip to white (0.3-1.0 sec.)
- dip to black (0.3-1.0 sec.)
- slide in (from left)

Aria imint olasc aspedit alit et asi lam nonsedit etc mos utaque eic volesto modic eaqu atotas y los erse. Laudate est ipsum et ard in ce palc in exal-tate dorum.
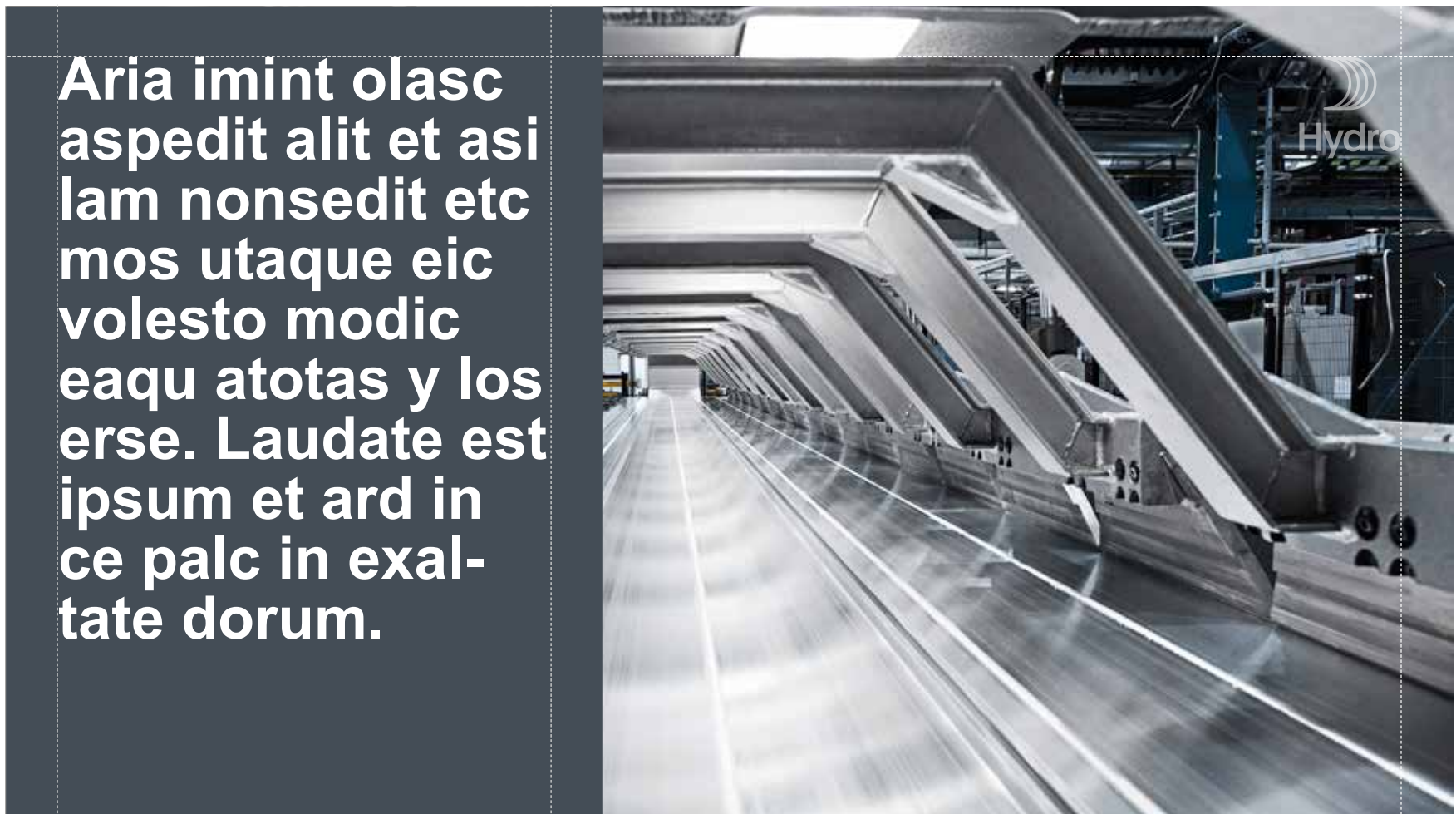
**NARRATIVE TEXT
WITH SMALLER, TRANSPARENT BOX**

Narrative text boxes can be placed where most appropriate
on the film, but should always be locked to the edge,
as shown below.

Font / size:
Arial Bold 40-50 px
(size may vary to fit the
total amount of text)

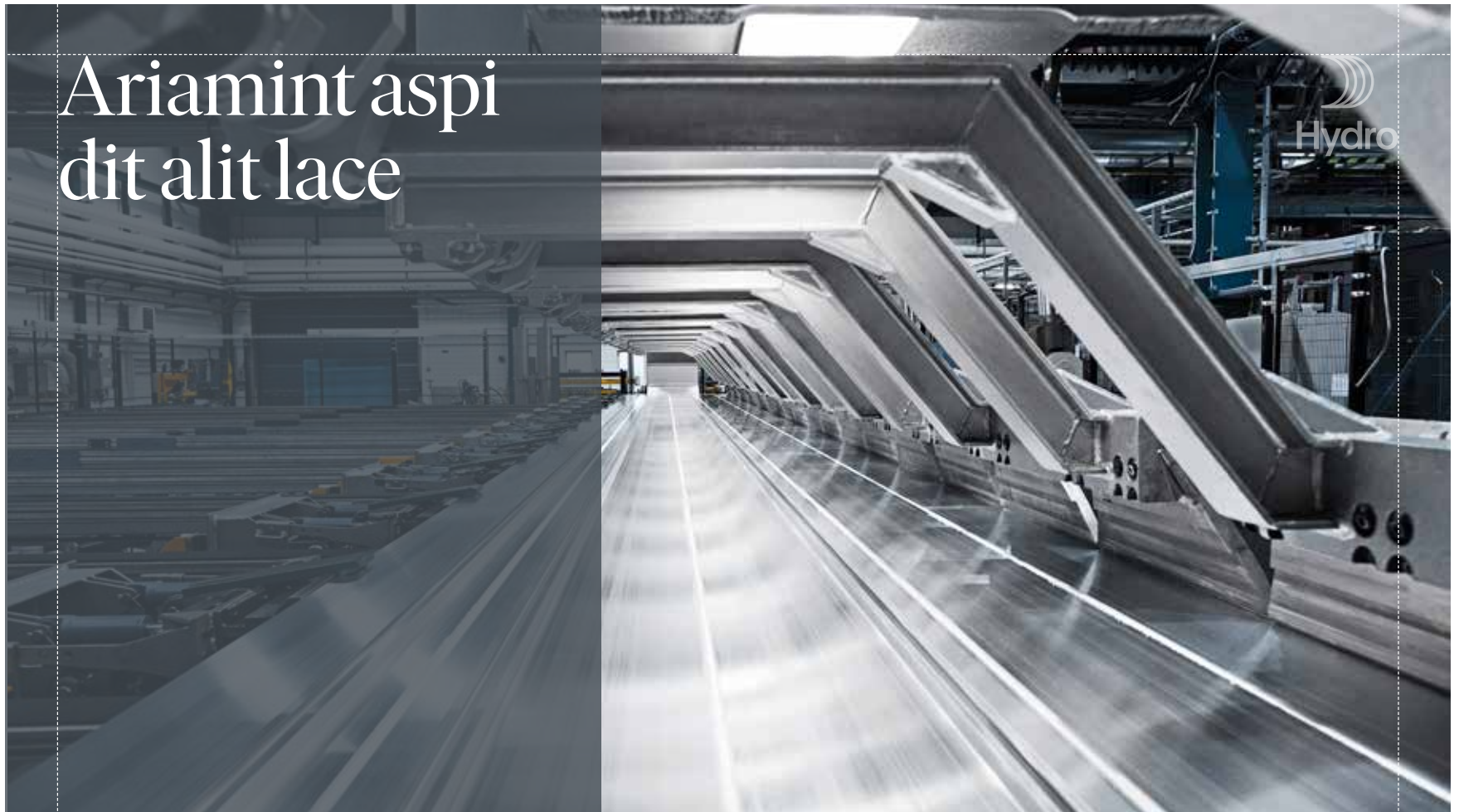Line space:
same as font size

Font color:
white on Hydro Blue
backgrounds
(or one of the dark colors
from the Hydro palette)
80% opacity

All texts inside boxes
should have a margin
equal to the size of the
outer grid.

Elements to appear as:
- dip to white (0.3-1.0 sec.)
- dip to black (0.3-1.0 sec.)
- slide in (from left)

**Ariaimint ou adit
alit lam nonse dit
mos utaque volesto
mod eaqu atotas**

Hydro

NARRATIVE TEXT
WITH SMALLER, TRANSPARENT BOX (EXAMPLES)

Narrative text boxes – examples.

Font / size:
Arial Bold 40-50 px
(size may vary to fit the
total amount of text)

Line space:
same as font size

Font color:
white on Hydro Blue
backgrounds
(or one of the dark colors
from the Hydro palette) or
Hydro blue on
white backgrounds
80% opacity

All texts inside boxes
should have a margin
equal to the size of the
outer grid.

Elements to appear as:
- dip to white (0.3-1.0 sec.)
- dip to black (0.3-1.0 sec.)
- slide in (from left)

**Ariaimint ou adit
alit lam nonse dit
mos utaque volesto
mod eaqu atotas**

**Ariaimint ou adit
alit lam nonse dit
mos utaque volesto
mod eaqu atotas**

**Ariaimint ou adit
alit lam nonse dit
mos utaque volesto
mod eaqu atotas**
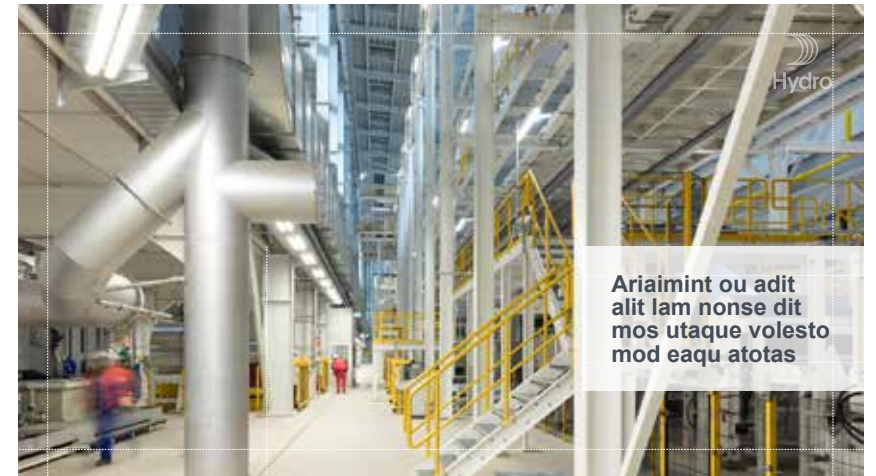
**Ariaimint ou adit
alit lam nonse dit
mos utaque volesto
mod eaqu atotas**

NARRATIVE – TEXT ONLY

When narrative text is placed directly on the film without a background box, always make sure legibility is as good as possible. Avoid long texts and avoid using this feature if the film is very detailed or with huge contrasts. Additionally, make sure text is not placed inappropriately, for example, on a person's face or similar.

Font / size:
Arial Bold 60-80 px
(size may vary to fit the
total amount of text)

Line space:
same as font size

Font color:
white on dark
backgrounds or
Hydro blue on
light backgrounds

Elements to appear as:
- dip to white (0.3-1.0 sec.)
- dip to black (0.3-1.0 sec.)
- slide in (from left)

**Ariaimint ou aspdit alit
lam nonsedit mos**

**Ariaimint ouc
lam nonsedit mos**

**Ariaimint ou aspdit
alit lam nonsedit mos**

**Ariaimint colorite lada candi
ouc lam nonsedit mos**

TRANSITIONS

Transitions between sequences (or 'chapters') should be done consistently throughout the whole film.

Important:
To make sure the style of the film is according to Hydro's overall tone of voice and visual identity, avoid creative or 'funny' effects.

Transitions should be either:

1. Linear wipe
- from left to right, with sharp edge.
(0.3-1.0 sec.)

or

2. Dip to white
(0.3-1.0 sec.)

or

3. Dip to black
(0.3-1.0 sec.)

sequence following sequence 1

sequence 1

END OF FILM

The end of the film should always carry an 'end page' with Hydro's logo, as shown below. This should not have the watermark.

Hydro
Industries that matter

Hydro
Industries that matter

Hydro
Industries that matter

Hydro
Industries that matter
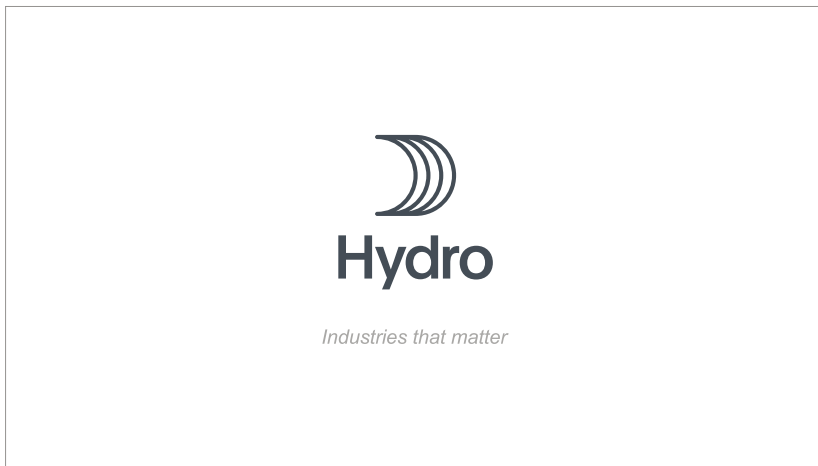
7.4 E-mail Signatures

E-mail signatures are standardized and should correspond with the information on your business card. They must be set in Arial at the same text size you use when composing your e-mails, and formatted as the illustration shows.

Using our logo in the e-mail signature is optional. However, if you choose to add the logo, it should be placed as shown in illustration.

For a correctly placed and sized logo, use the version available for download here (right-click and save/download), and place it one line below the url. (Sufficient space around the logo is included in this version)

Name in Arial Bold

Title in Arial Italic

Arial Regular

Name Surname
Title or function
Department or unit

M: +11 222 33 444
T: +11 555 55 66 99
name.surname@hydro.com

Legal entity
Drammensveien 264
NO-0283 Oslo
Norway
www.hydro.com

Name Surname
Title or function
Department or unit

M: +11 222 33 444
T: +11 555 55 66 99
name.surname@hydro.com

Legal entity
Drammensveien 264
NO-0283 Oslo
Norway
www.hydro.com

Hydro

USING BANNERS IN E-MAILS

When using special customized banners in the e-mail signature, f.inst. a banner informing about our presence at a fair, always place the banner at the very end of the signature. If you use an e-mail signature with a logo, the banner should be placed below the logo. Make sure the logo has the required clear space. Do not use more than one banner at the time.

E-mail without logo

Name Surname
Title or function
Department or unit

M: +11 222 22 444
T: +11 555 55 666 *(optional)*
name.surname@hydro.com

Legal entity
Drammensveien 264
NO-0283 Oslo
Norway
www.hydro.com
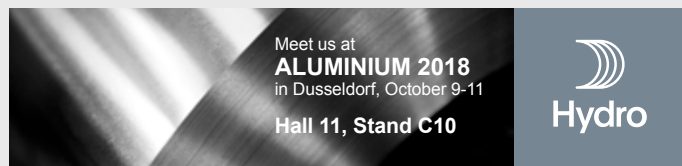
E-mail with logo

Name Surname
Title or function
Department or unit

M: +11 222 22 444
T: +11 555 55 666 *(optional)*
name.surname@hydro.com

Legal entity
Drammensveien 264
NO-0283 Oslo
Norway
www.hydro.com
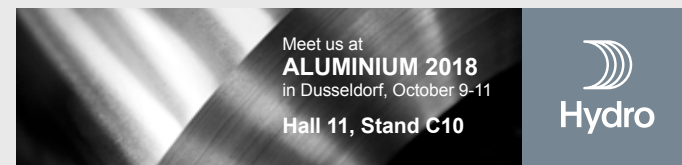
**E-MAIL SIGNATURES
EXCEPTIONS FOR USA AND CANADA**

For employees in North America, this is how the e-mail address should be set up. This also defines the information to be included on business cards. (see own section for business cards).

Employees in the United States

OPTION 1 - NO ADDRESS

Name Surname
Job title

M: +1 234 567 8910
T: +1 234 567 8911 *(optional)*
name.surname@hydro.com

Hydro
Extrusion North America
www.hydro.com

OPTION 2 - WITH ADDRESS

Name Surname
Job title

M: +1 234 567 8910
T: +1 234 567 8911 *(optional)*
name.surname@hydro.com

Hydro
Extrusion North America
Street address
City, State, ZIP, USA
www.hydro.com

Employees in Canada

OPTION 1 - NO ADDRESS

Name Surname
Job title

M: +1 234 567 8910
T: +1 234 567 8911 *(optional)*
name.surname@hydro.com

Hydro
Extrusion North America
www.hydro.com

OPTION 2 - WITH ADDRESS

Name Surname
Job title

M: +1 234 567 8910
T: +1 234 567 8911 *(optional)*
name.surname@hydro.com

Hydro
Extrusion North America
Street address
City, Province, Postal code, Canada
www.hydro.com

For Canadian employees and all employees who send email to recipients in Canada, you must include the following disclaimer below your email signature:

"If you no longer wish to receive emails from Hydro, please reply to this message with the word "Unsubscribe" in the subject heading."

« Si vous ne souhaitez plus recevoir de courriels de Hydro, veuillez répondre à ce message avec le mot « Désinscrire » à la ligne objet. »

8. Signage

Signage is the most visible brand element on our buildings, and the primary link between our facilities around the world and our visual identity.

We have defined guidelines for facade signage, outdoor pylons, flags and banners, and reception area signage. The purpose is to ensure compliance with the Hydro brand standards, and secure a strong, consistent brand presence on and around our buildings around the world.

We recognize that viewing distance, facility type and architectural details vary between sites. If you encounter any challenges that these guidelines do not cover, please contact Hydro's communication department for support.

Hydro has a frame agreement with a global signage supplier, Focus Neon. They may also be contacted directly. For a complete list of contacts, please refer to page 79 in the manual.

8.1　Facades

All facade signage must use the primary Hydro logo whenever possible. The secondary (horizontal) logo should only be used when the available vertical space is not sufficient to present the logo at an adequate size.

ⓘ

Always make sure signs are clean and undamaged, and that the illumination is functioning as it should.

SIZE AND PLACEMENT

Our most prominent signage is on our facades, and these demand close attention to size and placement. The size of the signs is limited by the available space; however, you do not need to exaggerate sizes when space is ample. Signs should be scaled to be clearly visible from the appropriate viewing distance, while also being in balance with the architectural context.

Placement is dictated by the direction(s) from which the buildings are approached by visitors, meaning signs should be placed where they have unobstructed lines of sight from roads and pedestrian routes. Multiple signs can be used to ensure visibility from multiple angles. However, you must avoid using more than one sign on the same facade, or on both sides of the same corner.
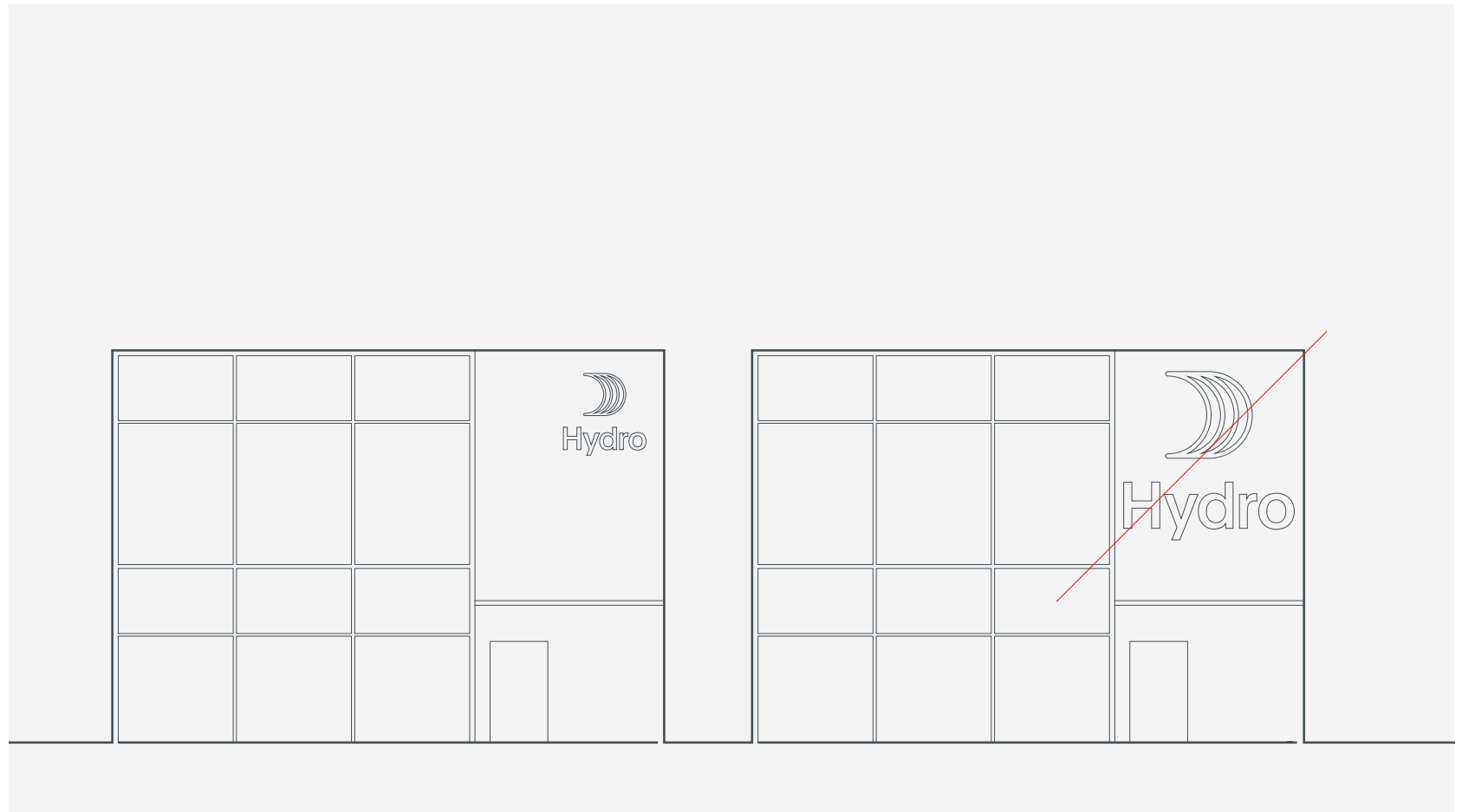
MATERIALS AND LIGHTING

All facade signage must be fabricated in brushed aluminium
with clear back trays and internal LED lighting (or similar
solution), creating a halo effect.

UPDATING EXISTING PANELS

At some locations, existing panels can be used instead of producing new aluminium signage. These panels must be updated with the new Hydro logo in blue on a white background. Lighting is required. If the existing panel is not lit, new LED lighting must be installed.

8.2   Pylons

Pylons come in two sizes. The largest should be placed at main gates or other entry points to the site, while the smaller pylon should be placed by the main entrance. The latter can also be used for site wayfinding when needed.

Both pylons must be produced in aluminium and colored in the Hydro Blue color in a matte finish. The logo must be white, set flush with the aluminium front, and have internal LED lighting. Text must be set in Arial and applied with matte white foil, to ensure that it can be easily exchanged if necessary.

(i)

Always make sure pylons are clean and undamaged, not covered by unwanted vegetation such as weeds, and that the illumination is functioning as it should.

Hydro

Department
Address
Three lines max

Hydro

Main entrance   →
Parking   ←

1x

1.3x

Hydro

2.8x

LED light

Department
Address
Three lines max

Foil
font: Arial

UPDATING EXISTING SYSTEMS

Sites that are continuing to use an existing system must update these with the new design, as shown in the illustration. Panels that are in good repair may be re-used as long as they are completely updated.

This system may also be installed at new sites as a more cost-efficient option. No illumination is required.
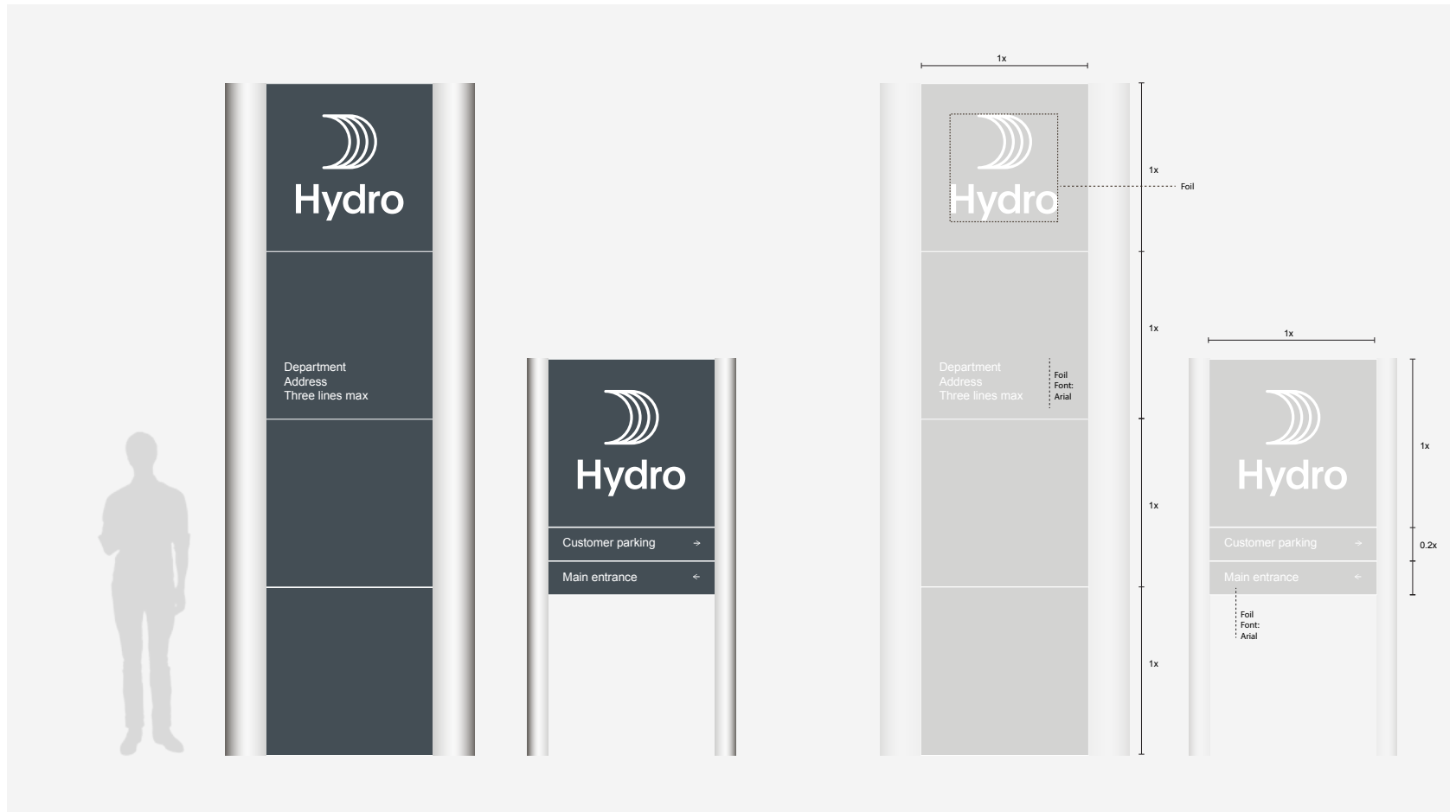
8.3   Flags & Banners

Flags and banner can be either white with a blue logo or Hydro Blue with a white logo. The supplier should be able to assist with finding the color that most closely matches Hydro Blue. Use Pantone 5395 Uncoated as a reference.

If the supplier accepts Pantone Textile Colors, the closest match to Hydro Blue is 19-4014 TCX. You should always ask for a test print to ensure the color is reproduced accurately before ordering the full batch of flags and/or banners.
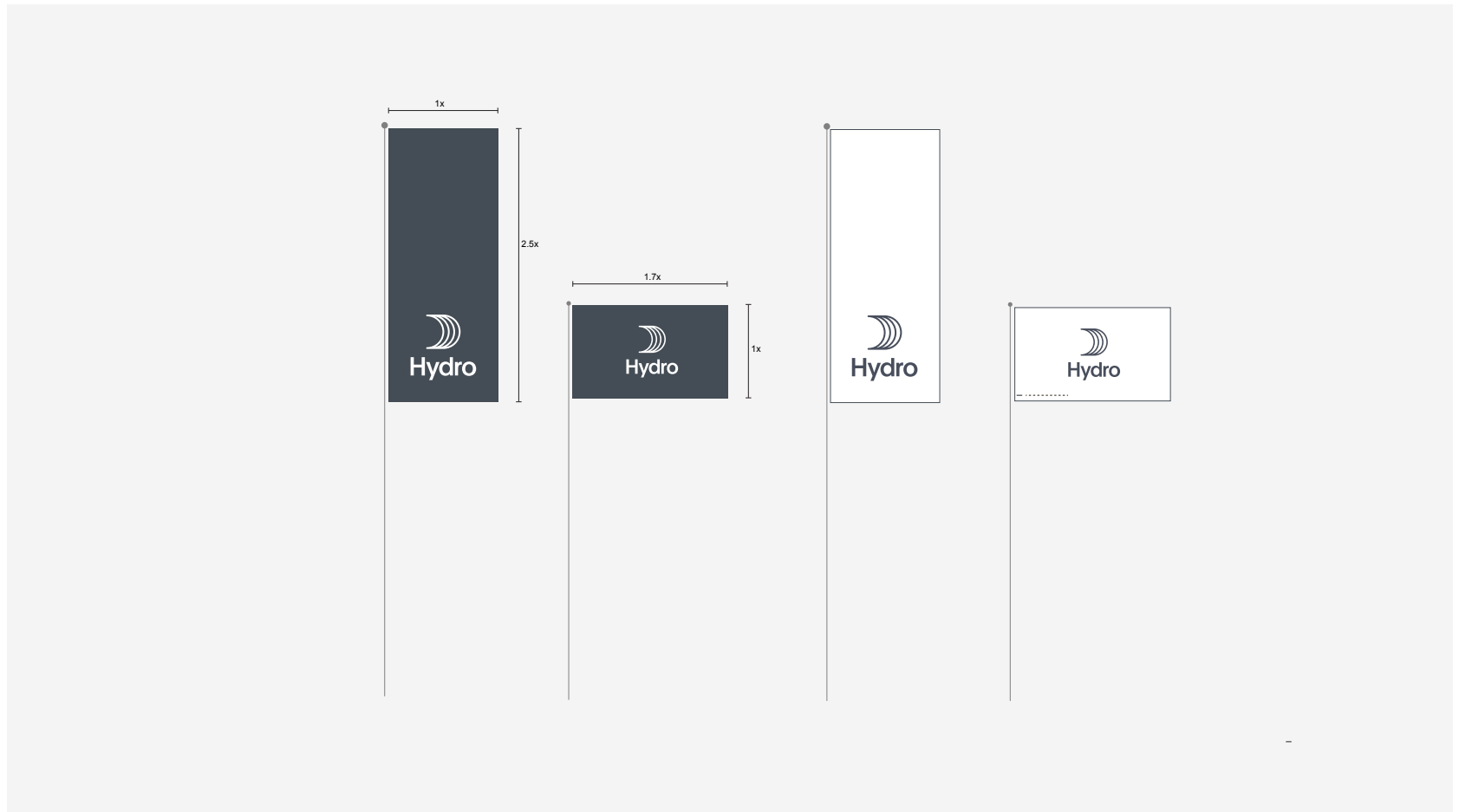
8.4   Receptions

Indoor signage (at entrance, reception, etc.) must be pro-
duced in cut-out, brushed aluminium, without lighting.

The logo should be placed where it is clearly visible for those
entering the building. It may be placed on the wall behind
the reception desk as long as it is not too obstructed by the
person(s) working behind the desk.

The size of the logo is limited by the available space and
the clear space requirements; however, you do not need to
exaggerate its size even when space is ample.

8.5   Contact information

Signage supplier: Focus Neon AB
Contract no.: VK-SP20119

Scandinavia / Africa / Australia

Mikael Granöö
Project Manager
+46 86816820
mikael.granoo@focusneon.se

Europe / Asia

Johan Rylander
Project Manager
+49 1724164512
johan.rylander@maasroos.com

North and South America

Bill Washington
Senior Project Manager
+1 336 512 1919 M
bwashington@colite.com

9. Exhibitions

This chapter outlines the application of the Hydro visual identity at trade shows and other customer facing exhibitions. Effectively branded exhibitions provide an important opportunity to make a positive impression on both internal and external audiences. Consistent application of our visual identity in these settings will help reinforce our identity and raise visibility for the company.

9.1 General Guidelines

The design, content and furnishing of exhibitions will vary to meet the specific needs and requirements of each exhibition. In terms of scale, it can be anything from a small event with a couple of pull-up banners, to a several hundred square-meter exhibition stand at a large trade show. These general guidelines cover the most basic principles, and are applicable in all situations.

Colors and Materials
Only official Hydro brand colors may be used. Always ensure that colors have the same appearance across all methods of application (such as paint, coat, foil and print) — never leave this up to chance. Ask the suppliers for samples that can be compared and adjusted if needed.

In order to be instantly recognized as Hydro, colors should mainly be chosen from our primary palette. Secondary colors are permitted; however, try not to use more than one if not absolutely necessary. Extensive use of white is recommended to create a neutral backdrop for screens, photographs and other graphics, as well as to create a calm and comfortable physical environment.

The choice and combination of physical materials must be carefully considered. Like with all other parts of our visual identity, material choices reflect who we are and what we stand for as a company, and should support a positive and unique brand experience. Based on this, we have defined a minimalistic, Nordic material palette that focuses on sustainable materials and is aesthetically compatible with our brand identity:

• Light wood such as white-pigmented oak or ash
• Aluminium
• Textiles in natural materials
• Genuine leather
• Frosted and clear glass
• Greenery / living plants

1. Elements in light, Nordic wood, such as white pigmented oak or ash
2. Identity color used on one main wall
3. Hydro logo in aluminium
4. Contrasting identity color used for top panel

MATERIAL PALETTE

Referencing the material palette when developing exhibition stand designs will ensure consistency and support brand recognition. It is, however, important to stress that we do not require all of the materials to be present at all times, nor do we exclude every other material.

Always reflect on the environmental impact of material choices, and consider how we can achieve as much as possible, while using as little material as possible. Whenever custom exhibition elements are created, make sure they can be easily dismantled and reused, repurposed or recycled.

Light, Nordic wood
Like white-pigmented oak or ash

Aluminium

Textiles in natural materials and colors

Clear or frosted glass

Greenery

Genuine leather
For furniture/seating

LOGO PLACEMENT

Placement is dictated by the direction(s) from which the stand is approached by visitors, and their line of sight. Whenever possible, our logo should be placed high up on walls or panels and scaled to be visible from the appropriate distance. The size of the logo is limited by the available space and the clear space requirements; however, it should not be exaggerated when space is ample. Multiple logos might be used to ensure visibility from multiple angles; however, logos placed next to each other on the same corner must be avoided.

LOGO PLACEMENT
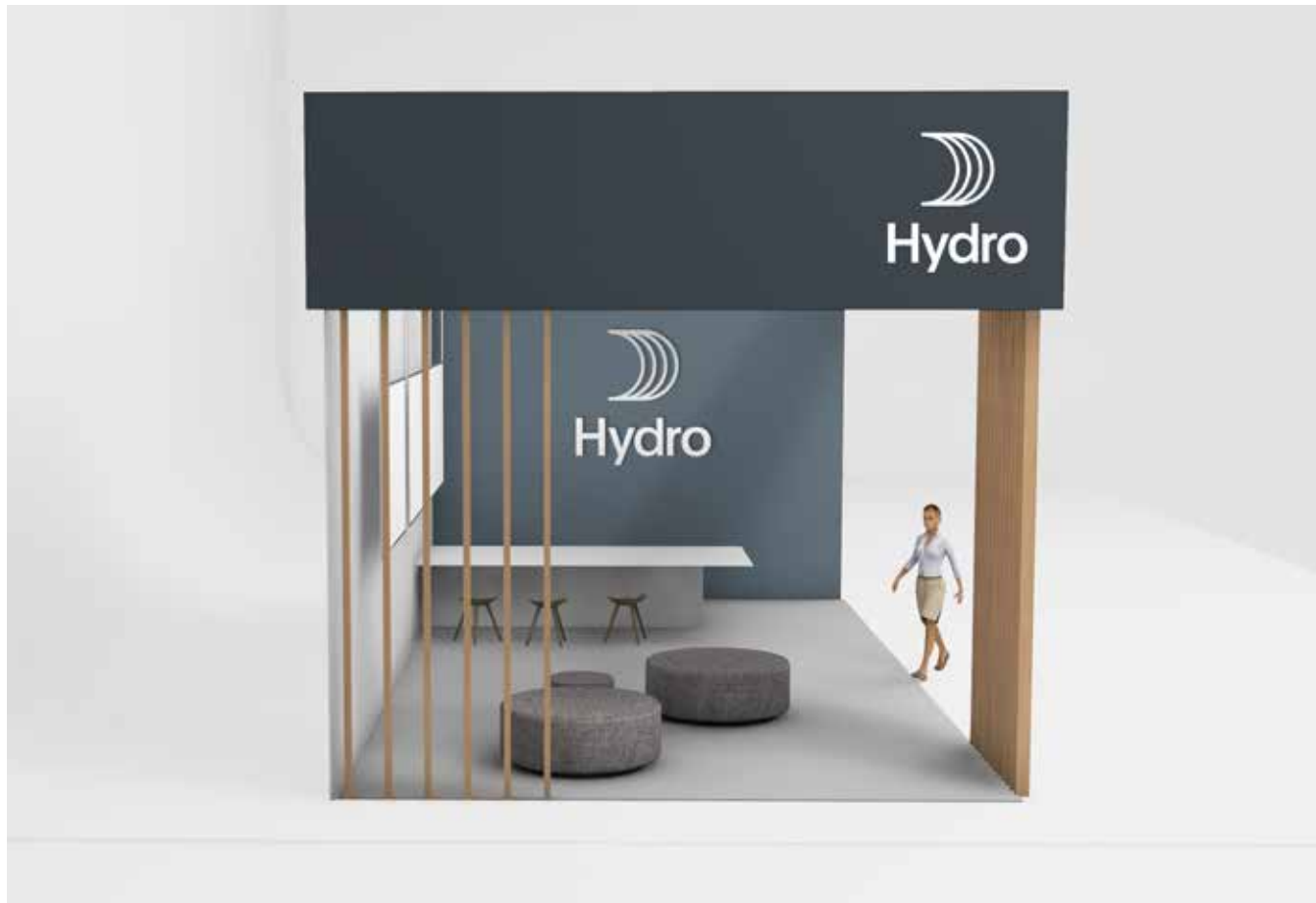
The Hydro logo should be a visible part of the interior when entering inside the exhibition stand.

Logos placed next to each other on the same corner must be avoided.

TEXT, GRAPHICS AND PHOTOGRAPHY

Whether on screens, in print, framed or applied to walls and panels, all applications of text, graphics and photography must follow the relevant visual identity guidelines as defined throughout this manual. Specifically for exhibition settings, try to avoid placing important elements low down, as it is likely that people will be standing in front of them.

1. Reusable hanging aluminium frames for displaying film, photography, or communicating through text. May also hold shelves that can be used to display products.

PRODUCT DISPLAY

Whenever products are displayed, a dedicated area should be used, as opposed to spreading products across the exhibition space. These areas should consist of either circular podiums placed on the floor, or shelves mounted to the wall or as a

part of the proposed hanging aluminium frames. Always strive to limit the amount of products on display, as we want to avoid an overcrowded appearance.

1. Display shelves as a part of the hanging aluminium frames.

PRODUCT DISPLAY

1. Circular standing podiums, white.

FURNITURE

The design and quality of furniture are also important in how we are perceived. When choosing furniture for an exhibition, refer to the material palette. The moodboard shows examples of furniture which would work well in the context of a Hydro exhibition and be used as a reference when to share with suppliers.

10.

Clothing

Dress codes are as important for brand perceptions as they are for personal identity. Distinctive, versatile, stylish and functional clothing will not only help customers identify our employees, but also strengthen the professional impressions they make.

10.1 General Guidelines

All our clothing must have the Hydro logo. On shirts, t-shirts, jackets and overalls, the Hydro logo is placed at chest height. The logo is placed on the thigh on trousers. Illustrations on the following pages show in more detail the placements. It is also important to adhere to the clear space and minimum size requirements, as defined in the logo chapter. By following these simple rules and by respecting the Hydro colors and the Hydro logo clear space, we ensure consistent and effective handling of company clothing from both an economic and communications perspective.

10.2 Protective Workwear

Protective Workwear is important for attaining the given goals regarding safety and health – minimizing the risk of accidents, injury and exposure to health hazards for all of our employees and contractors. If it is necessary to use other colors than from the Hydro color palette, the most visible Hydro logo should be used. Logo width depends on clothing size.

WORK PANTS

Hydro Blue work trousers
Front view

Hydro Blue work trousers
Side view

Hydro Blue work trousers
Back view

Hydro Safety work trousers
Front view

LOGO PLACEMENT AND MEASURING

1. Logo width depends on clothing size

2. Clear space 1 Sail

Front view

Back view

WORK JACKET

Hydro Blue work jacket

Hydro Safety work jacket

LOGO PLACEMENT AND MEASURING

1. Logo width depends on clothing size

2. Clear space 1 Sail

Front view

Back view

LAB COATS

LOGO PLACEMENT AND MEASURING

1. Center line of garment

2. Logo width 30 mm

3. Clear space 1 Sail

4. Logo width depends on clothing size

SAFETY VESTS

Front view

Back view

Side view

SAFETY VESTS

1. Logo width depends on clothing size

2. Clear space 1 Sail

Front view

Back view

SAFETY HELMET

If for some reason the safety helmet needs to be in a dark color, the negative Hydro logo should be used.

Safety helmet in white with Hydro Blue logo

Safety helmet in Hydro Blue with negative Hydro logo

Safety helmet in red with negative Hydro logo

SAFETY HELMET

1. The Hydro logo should be placed
   centered on the helmet. Logo width
   depends on shape and size of the
   helmet.

Safety helmet in white with logo in Hydro Blue

CAPS

Unisex Hydro Black cap with negative logo

Unisex Hydro Blue cap with negative logo

Unisex Hydro White cap with Hydro Blue logo

CAPS

1. The Hydro logo should be placed
   centered on the cap. Logo width
   depends on shape and size of
   the cap.

10.3 Hydro
Casual Clothing

Casual wear is typically considered to be informal and suited for everyday use. On polo shirts, t-shirts, hooded jackets and shirts, the Hydro logo in 30 mm is recommended, placed at chest height as shown.

POLO SHIRTS

Hydro Blue   Hydro Light Blue   Hydro Aluminium   White

LOGO PLACEMENT AND MEASURING

1. Center line of garment

2. Hydro logo placed at chest height
   as shown, width 30 mm

T-SHIRTS – SHORT SLEEVE

Hydro Blue

Hydro Light Blue

Hydro Aluminium

White

T-SHIRTS – SHORT SLEEVE

1. Center line of garment

2. Hydro logo placed at chest height
   as shown, width 30 mm

T-SHIRTS - LONG SLEEVE

Hydro Blue

Hydro Light Blue

Hydro Aluminium

White

LOGO PLACEMENT AND MEASURING

1. Center line of garment

2. Hydro logo placed at chest height
   as shown, width 30 mm

HOODED JACKET

Hydro Blue

Hydro Light Blue

Hydro Aluminium

White

LOGO PLACEMENT AND MEASURING

1. Center line of garment

2. Hydro logo placed at chest height
   as shown, width 30 mm

SHIRT

Hydro Blue

Hydro Light Blue

Hydro Aluminium

White

LOGO PLACEMENT AND MEASURING

1. Center line of garment

2. Hydro logo placed at chest height
   as shown, width 30 mm

11.

Vehicles

Hydro trucks, tankers, box vans, courier cars and minibuses are constantily on the move, transporting products and people safely from one place to another.

Applying the Hydro brand consistently to all our branded vehicles helps increase recognition and familiarity of our brand and projects a professional image.

All Hydro-branded vehicles should be in the primary Hydro colors, except where issues like safety take precedence.
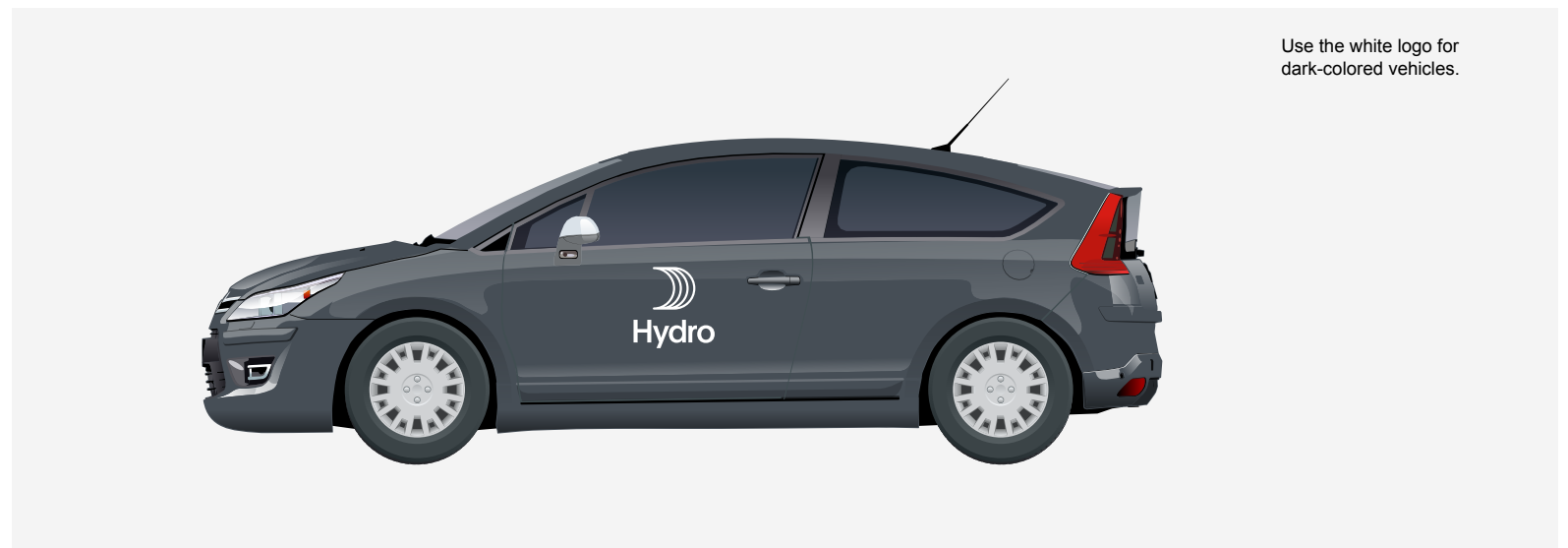
By following the guidelines regarding color and logo placement, your vehicles will help support our brand.

CARS

The Hydro logo should be placed on both sides of the vehicle, centered on the front doors as shown below.
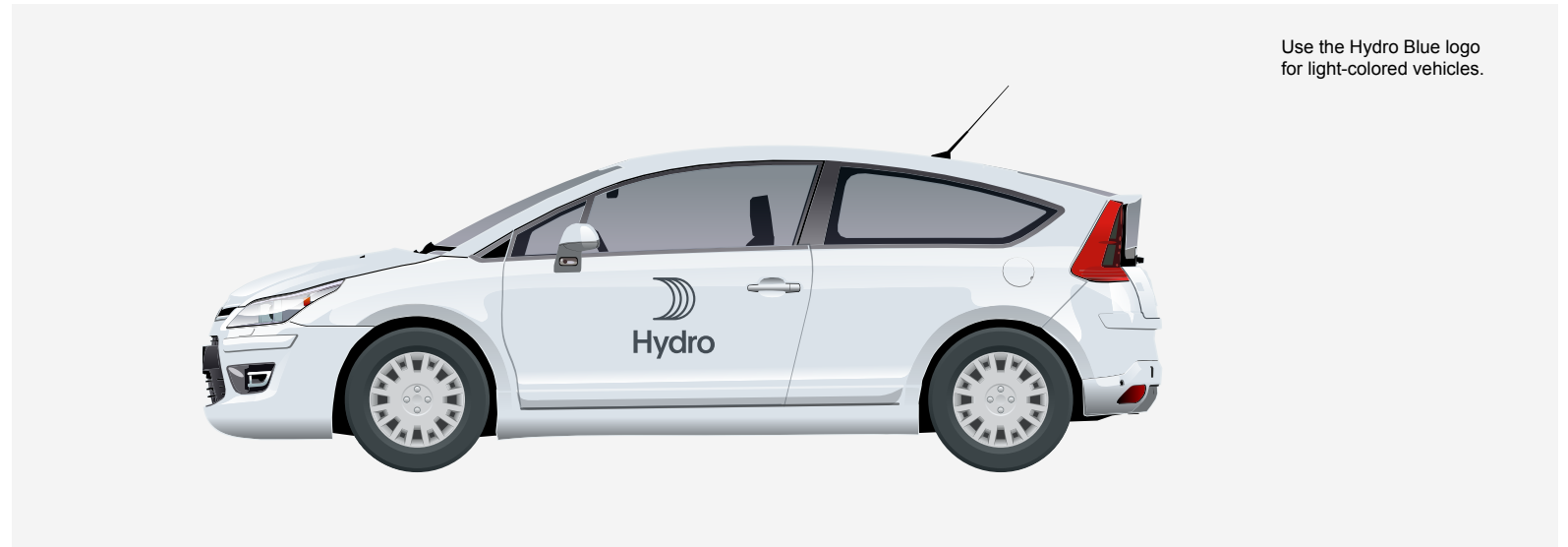
Use the Hydro Blue logo for light-colored vehicles.

Use the white logo for dark-colored vehicles.
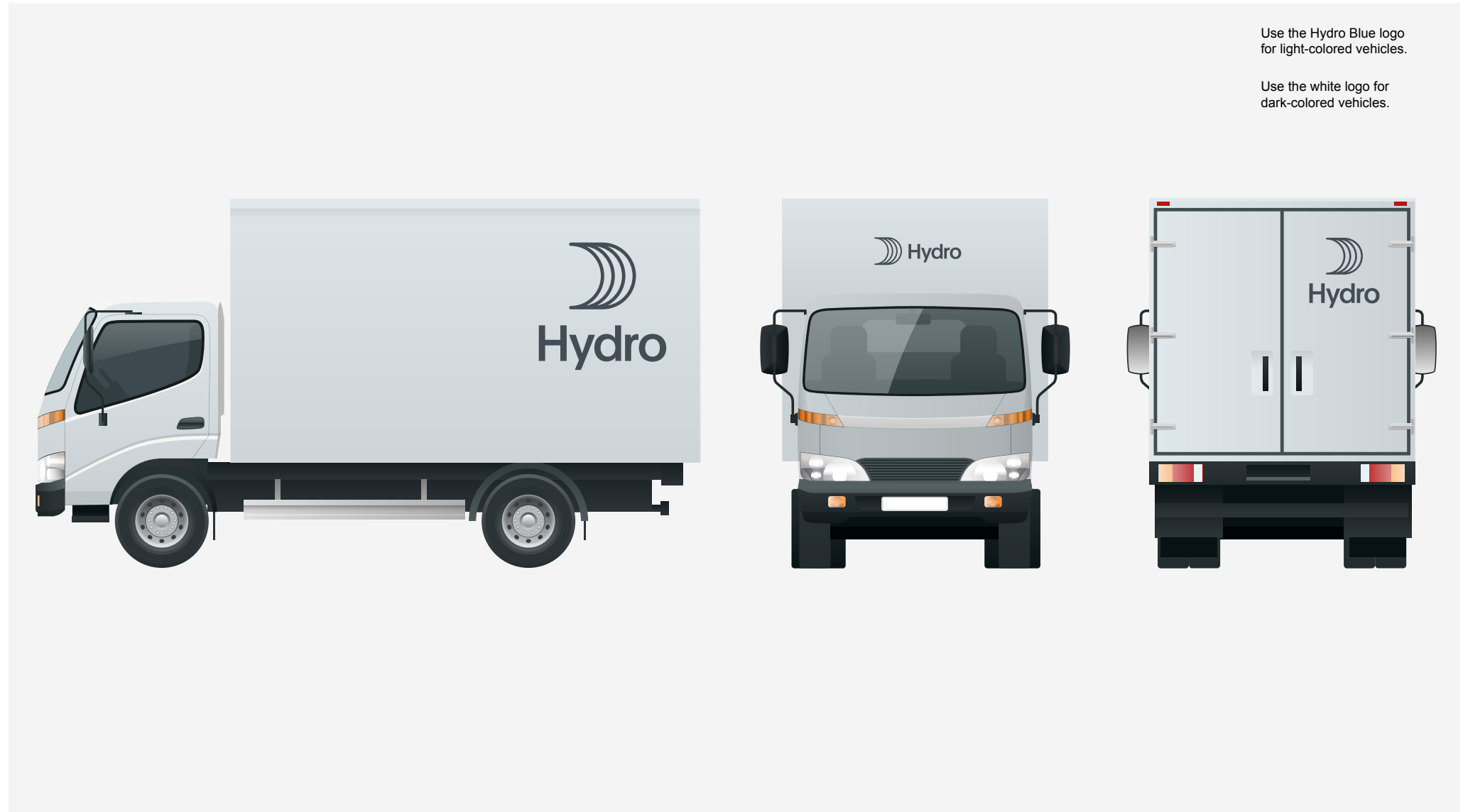
COURIER CARS

The Hydro logo should be placed on both of the rear side panels of the vehicle, and on the rear door as shown below.

Use the Hydro Blue logo for light-colored vehicles.

Use the white logo for dark-colored vehicles.

BOX VANS

The vertical-format Hydro logo should be placed on both of the rear sides of the vehicle and in the upper-right corner of the rear door as shown below. The horizontal-format logo can be used where there is not enough room for the vertical-format logo, as shown on the front of the box below.

Use the Hydro Blue logo for light-colored vehicles.

Use the white logo for dark-colored vehicles.

LARGE TRUCKS

The vertical-format Hydro logo should be placed on both of the rear sides of the vehicle and centered on the rear door as shown below. The horizontal-format logo can be used where there is not enough room for the vertical-format logo, as shown on the front of the box below.

Use the Hydro Blue logo for light-colored vehicles.

Use the white logo for dark-colored vehicles.

OTHER VEHICLES

On vehicles such as fork-lift trucks and flat-bed trucks, the vertical-format Hydro logo should be placed on both sides of the vehicles as shown below.

Use the Hydro Blue logo for light-colored vehicles.

Use the white logo for dark-colored vehicles.

EXCAVATION VEHICLES

On vehicles such as front-end loaders and bulldozers, the vertical-format Hydro logo should be placed on the doors on both sides of the vehicles as shown below.

Use the Hydro Blue logo for light-colored vehicles.

Use the white logo for dark-colored vehicles.
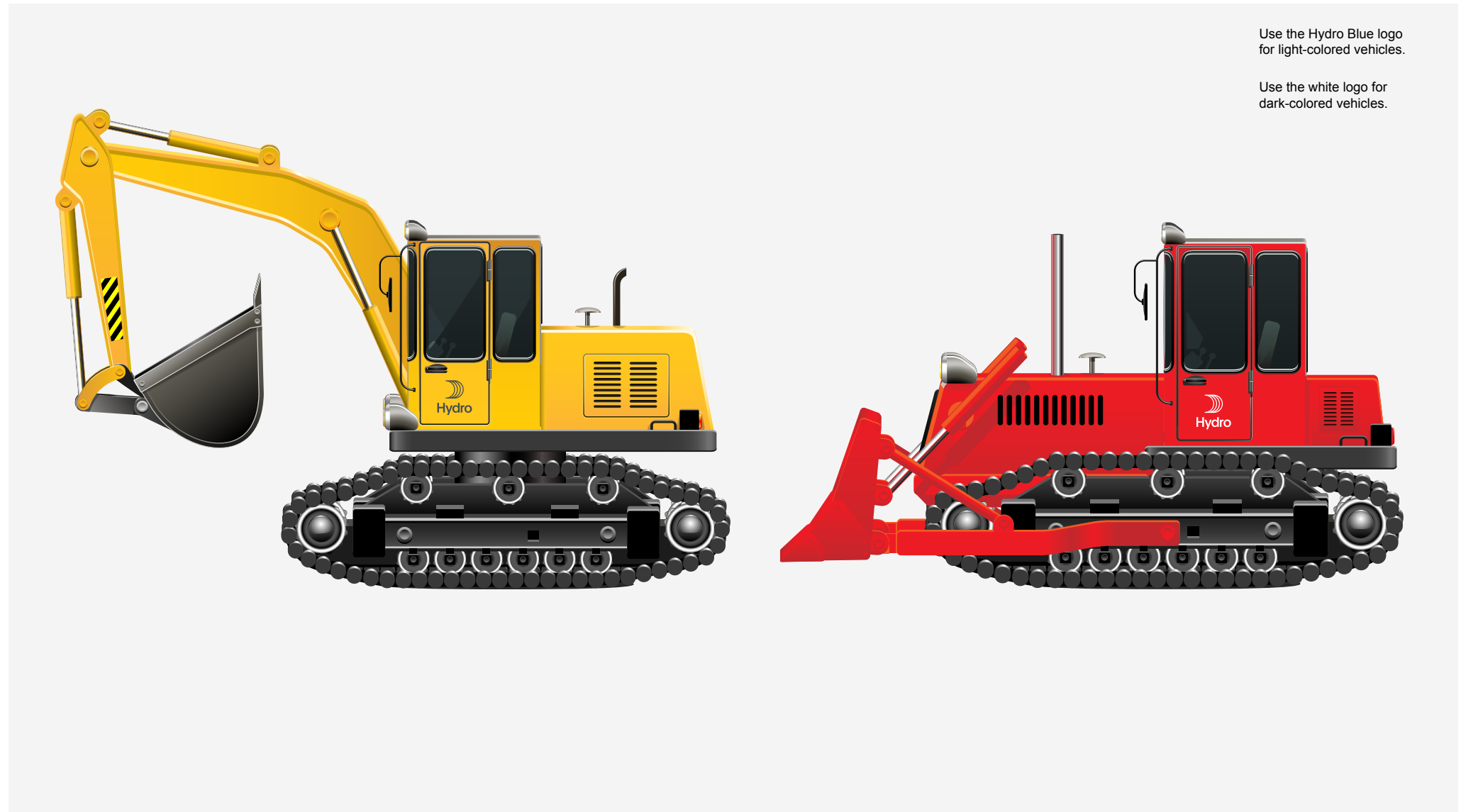
12. Brands and products

Products and services are significant parts of Hydro's brand identity. It's important we use common guidelines to ensure a streamlined brand and trademark portfolio.

12.1 Hydro's brand architecture

Our company has a brand architecture with Hydro as the master brand. This establishes the Hydro name as the corporate umbrella under which all Hydro communication including products and initiatives – internal and external – are created and communicated.

Exceptions are the endorsed brands Sapa, Technal and WICONA. (See chapter 12.2)

Level 1 – Hydro master brand The master brand establishes Hydro as the corporate umbrella under which all Hydro communication including products and initiatives – internal and external – are created and communicated.	**Hydro**	Connection to Hydro brand
Level 2 – Business area The business areas represents key operating areas and the main markets Hydro operate in. Business areas are not branded, but only identified as generic descriptors under the master brand.	Hydro Bauxite & Alumina Hydro Energy Hydro Aluminium Metal Hydro Extrusions Hydro Rolling	**Hydro**
Level 3 – 'Go-to-market' brands The 'go-to-market' brands are meant to showcase our two strong portfolios, the aluminium offering and the energy offering, and can be branded with own logos.	**Hydro** ENERGY **Hydro** ALUMINIUM	**Hydro**
Level 4 – Fully owned brands - endorsed by Hydro These exceptions are individual brands allowed because they are needed to serve a specific market. Endorsed brands have a separate logo and visual identity but are endorsed by the Hydro master brand.	**WICONA** TECHNAL **sapa:**	By **Hydro**
Level 5 – Product brands Products and solutions are the revenue drivers of the organization and have the most visible presence in the market place. Naming of products and solutions should follow a systematic process to ensure efficiency and consistency and to support the master brand.	Hydro CIRCAL Recycled Aluminium Hydro REDUXA Low Carbon Aluminium	**Hydro**
Level 6 – Products, product lines and trademarks Products and solutions are the revenue drivers of the organization and have the most visible presence in the market place. Naming of products and solutions should follow a systematic process to ensure efficiency and consistency and to support the master brand.	HyLife HyCot HyBeam	**Hydro**

12.2 Sub-brands

Hydro has three major sub-brands: Sapa, Technal, WICONA. They are strong brands and well established within their segments and markets, and will continue to use their own, existing identity. This includes their own logo and existing identity.

In all major communication Hydro should be endorsed as follows:
Sapa – by Hydro
Technal – by Hydro
WICONA – by Hydro
– or as shown in the illustration below.

WICONA should always be written in capital letters.

sapa:

Sapa – by Hydro

WICONA

WICONA – by Hydro

or

By Hydro

TECHNAL®

Technal – by Hydro

**EXAMPLES SUB-BRANDS' WEBSITES
WITH HYDRO ENDORSEMENT**

 should be placed in the footer of the web page
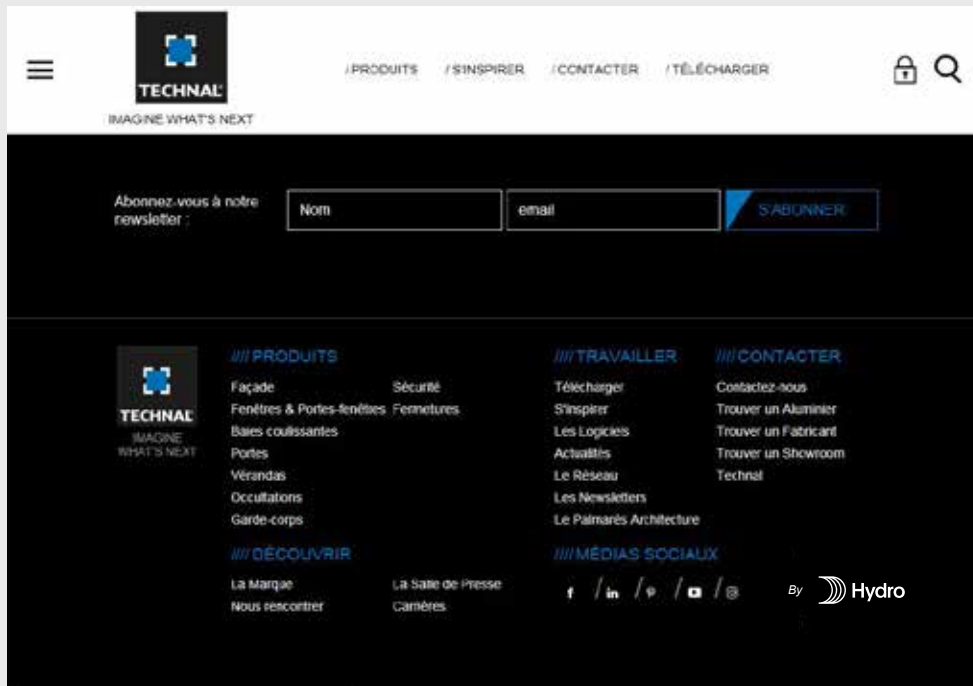
**EXAMPLES SUB-BRANDS' ADVERTISEMENTS
WITH HYDRO ENDORSEMENT**

By ⟩⟩ **Hydro**   should be placed in connection with the logo, but much smaller than the main logo.

EXAMPLE SUB-BRANDS' BUSINESS CARDS

By 〉〉〉 **Hydro**   should be placed on the same side as the main text (in gray).

WICONA®
TECHNIK FÜR IDEEN

name
job description

Hydro Building Systems GmbH
Einsteinstraße 61, D-89077 Ulm
T +49 731 3984-462
M +49 159 04263549
E name@wicona.com

www.wicona.de   *By* 〉〉〉 Hydro

WICONA®
TECHNIK FÜR IDEEN

12.3 Premium product brands

Hydro CIRCAL® and Hydro REDUXA® are leading efforts in recycled aluminium and low-carbon aluminium. Through the use of renewable energy and recycled consumer scrap Hydro creates alloys and products that help their customers on the path to zero emission.

Please use the following text for description of Hydro CIRCAL or Hydro REDUXA used in your products for marketing or communication purposes

Description of the properties of the products

Hydro CIRCAL®

We use Hydro CIRCAL in our products. Hydro CIRCAL is a range of aluminium products made with recycled, consumer scrap. The higher the recycled content, the better it is for the environment.

Hydro CIRCAL is produced by the aluminium company Hydro, by operating the most advanced sorting technology in the industry allowing us to provide one of the highest recycled content in the market. We use Hydro CIRCAL 75R that contains a minimum of 75% post-consumer scrap. When guaranteeing more than 75% recycled content, Hydro can guarantee aluminium that has reached its end of life as a product in use and brought back into the loop. The production process is fully traceable, and the product is certified by an independent third party. (DNV GL) Hydro can guarantee a CO2 footprint below 2.3 kg with Hydro CIRCAL 75R.

Hydro REDUXA®

We use Hydro REDUXA in our products. Hydro REDUXA has a maximum carbon footprint of 4.0 kg CO2 per kg aluminium produced. One-quarter of the global average. Hydro REDUXA is produced by the aluminium company Hydro, through the use of renewable energy from hydro, wind and solar, they are able to produce cleaner aluminium than ever before. All metal is fully traceble back to production.

Hydro's product line 4.0 is verified according to ISO 14064 by DNV GL, covering all carbon emissions from bauxite mining and alumina refining to the production of aluminium in electrolysis and casting.

About Hydro

We source aluminium only from select partners that can meet our high standards. Hydro is an international aluminium company based in Norway and rooted in more than a century of experience in renewable energy, technology and innovation. Read more here **hydro.com.**

Use of the tags in communication

Do not incorporate Hydro CIRCAL or Hydro REDUXA trademarks or logos into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Hydro CIRCAL and Hydro REDUXA tag/marks and logos.

The mark/tag should be used as an endorser and stamp of approval of the material used in the product and should follow the guidelines provided for this.

Please follow the guidelines for use of the trademark names in the section "brand communication".

Use of the product promise

Our guarantee promise should be described as follows:

Hydro CIRCAL is aluminum made with recycled post-consumer scrap.
Hydro REDUXA is aluminium made with renewable energy.

Brand communication – Hydro CIRCAL and Hydro REDUXA

RULES	Correct	Wrong
A trademark is always written all in caps	Hydro CIRCAL Hydro REDUXA	Circal Reduxa
The name can be followed by a registered trademark ® in the countries where the trademark is registered*	Hydro CIRCAL® *or* Hydro CIRCAL Hydro REDUXA® *or* Hydro REDUXA	
The trademark must always be used in conjunction with Hydro	Hydro CIRCAL Hydro REDUXA	CIRCAL REDUXA
Never corrupt trademarks	Hydro CIRCAL	Hydro CIRCAL-ALUMINIUM
No abbreviations.	Hydro REDUXA	Hydro REDU
No wordmark in continuous texts.	Hydro CIRCAL	Hydro
Use of the trademark in product endorsement	Product X is made with Hydro CIRCAL, aluminum made with recycled post-consumer scrap Product Y is made with Hydro REDUXA, aluminium made with renewable energy Product X with Hydro CIRCAL/Hydro REDUXA	Product Y Hydro CIRCAL Product Y Hydro REDUXA

*The Hydro CIRCAL® and Hydro REDUXA® trademark has been filed and registered in the U.S, EU, Norway, Canada, China, Switzerland, Turkey and Lebanon.

How to use the tags

1. Always use the files provided.

2. The tags can be displayed in various sizes, but should never be used smaller than 30 mm in width – for print. For web usage the minimum size is 120 x 120 pixles.

3. Make sure there is enough clear space around the tag – on all sides. Minimum clear cpace should be 50% of the size of the tag itself.

4. The tag can be placed on either a solid, colored background – or on top of an image.

5. It is ideal for placements on advertising and products as a sticker or label.

6. If both tags are used together, placements should be either horizontally – or vertically – with a minimum of 10 mm between the tags

White background

Color background

Black background

Image background

Examples of use of the tags
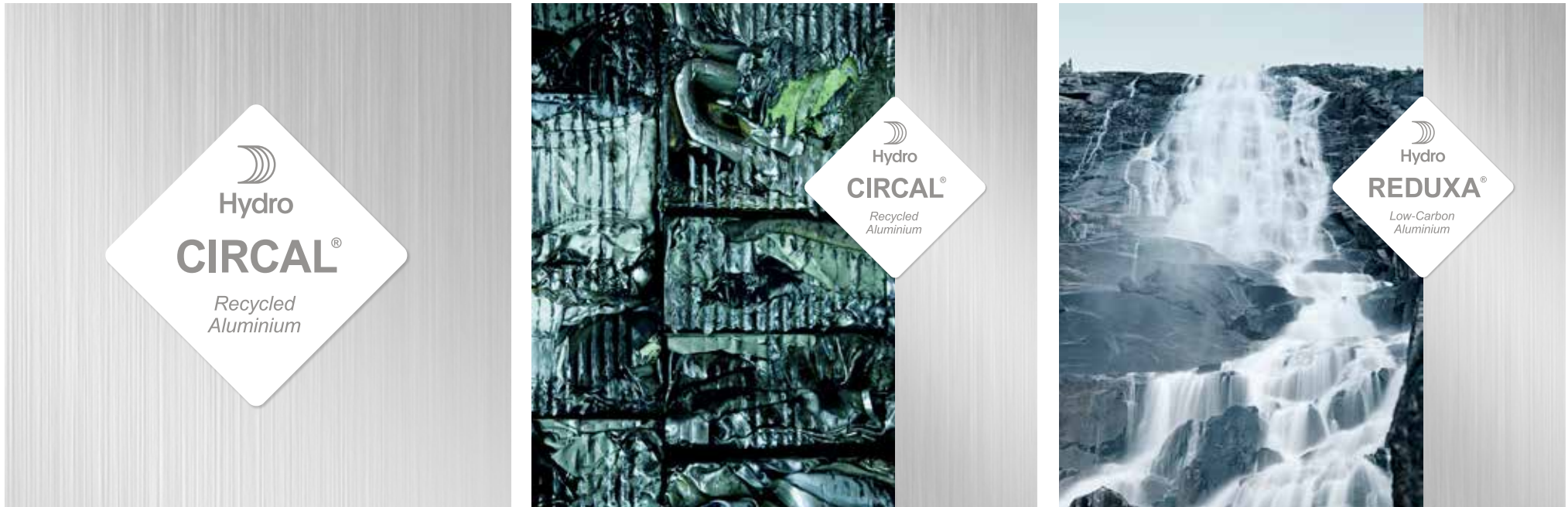
Posters

Digital banners

Don'ts

1. Never re-create the tags.

2. Do not tilt or skew the tags.

3. Do not change shape of tags.

4. Do not crop the tags.

5. Do not add any elements to the tags.

6. Do not change or add colors to the tags. The tags are always white.
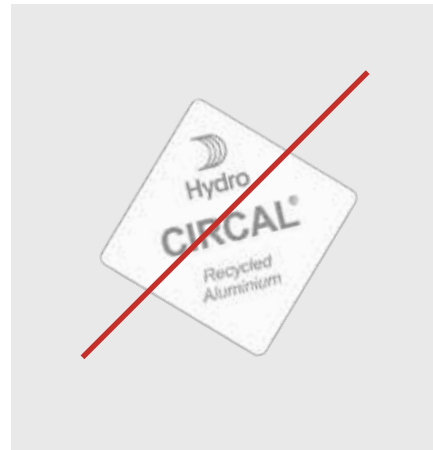
No tilting or skewing

No cropping

No re-shaping
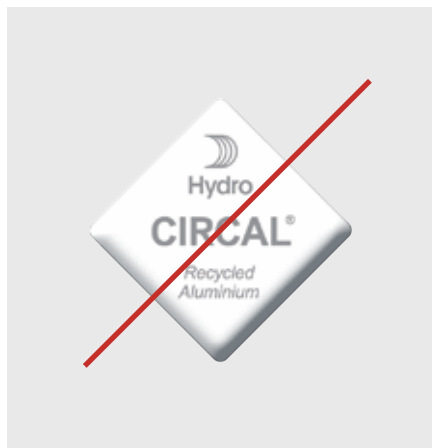
No additions or effects
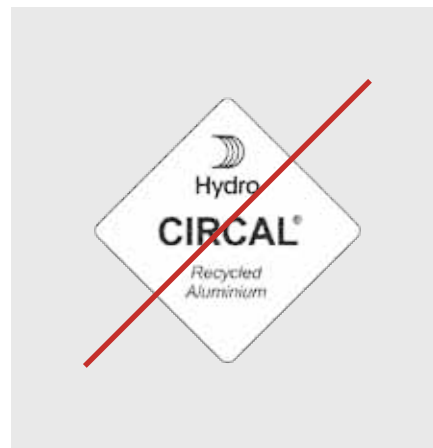
No change in color

No color additions
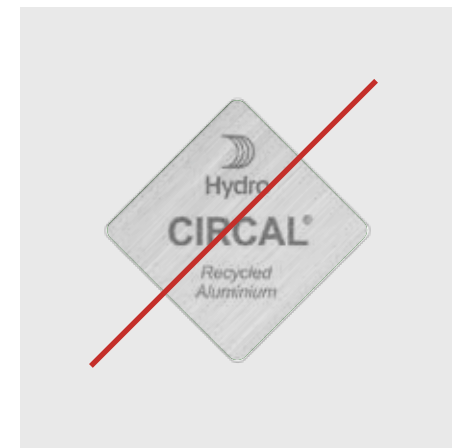
No gray or aluminium backgrounds

12.3.1 Hydro REDUXA

**PUSHING THE BOUNDARIES FOR
LOW CARBON ALUMINIUM**

Hydro REDUXA® is our series of low carbon aluminium.
Through the use of renewable energy sources like hydro
power we reduce the carbon footprint per kg aluminium
to less than a third of the global average. The result is the
world's lowest carbon aluminium to date.

HYDRO REDUXA® IDENTITY BADGE

The diamond shaped identity badge is based on the concept of a product hangtag. A physical hangtag gives us the opportunity to tell the story behind our efforts and create a closer connection with consumers.

The emblem is our primary identifier and should be used whenever possible. It is ideal for placements on advertising and products as a sticker or label. It is built to be reproduced

as small as 29mm in width, but can be scaled up as large as necessary. The outline version is to be used when the background is a light color to enhance the diamond shape and as an alternative to a drop shadow.

The secondary lock-up markers are for use on products when the identity badge is too big or the space available cannot handle the diamond format.

Text color
50% black

Hangtag
Size W = 70 mm

Identity badge
Minimum size H = 29 mm

Lock-Up
Vertical, Minimum size H = 12 mm

Horizontal, Minimum size H = 4 mm

Lock-Up, w/descriptor
Vertical, Minimum size H = 13 mm

Horizontal, Minimum size H = 4 mm

Hangtag
Adjusted and *intended as a physical tag only.*

Primary format
Identity Badge, primary version.

Primary format
Identity Badge, with outline.

Secondary Format
Lock-up.

Secondary Format
Lock-up, with descriptor.

ADVERTISING

The advertising template is made as a flexible template to fit most shapes. The image should take up at least 50% of the advertising area. The Identity badge should be placed on the edge of the image with a subtle drop shadow to replicate a physical hangtag.

12.3.2 Hydro CIRCAL

PUSHING THE BOUNDARIES FOR RECYCLED ALUMINIUM

Hydro CIRCAL® is a range of products made with recycled, consumer scrap. Through the use of recycled content we reduce energy use drastically while still being able to offer high quality products. The percentage of scrap will change depending on specifications from the client, but we can always guarantee a CO_2 footprint below 2.3 kg CO_2 per 1 kg aluminium produced with Hydro CIRCAL 75R.

Hydro is today the only producer in the world capable of supplying prime quality, end-of-life, recycled aluminium.

Hydro
CIRCAL®
Recycled
Aluminium

HYDRO CIRCAL® IDENTITY BADGE

The diamond shaped identity badge is based on the concept of a product hangtag. A physical hangtag gives us the opportunity to tell the story behind our efforts and create a closer connection with consumers.

The emblem is our primary identifier and should be used whenever possible. It is ideal for placements on advertising and products as a sticker or label. It is built to be reproduced as small as 29mm in width, but can be scaled up as large

as necessary. The outline version is to be used when the background is a light color to enhance the diamond shape and as an alternative to a drop shadow.

The secondary lock-up markers are for use on products when the identity badge is too big or the space available cannot handle the diamond format.

Text color
50% black

Hangtag
Size W = 70 mm

Identity badge
Minimum size H = 29 mm

Lock-Up
Vertical, Minimum size H = 12 mm

Horizontal, Minimum size H = 4 mm

Lock-Up, w/descriptor
Vertical, Minimum size H = 13 mm

Horizontal, Minimum size H = 4 mm

Hangtag
Adjusted and *intended as a physical tag only.*

Primary format
Identity Badge, primary version.

Primary format
Identity Badge, with outline.

Secondary Format
Lock-up.

Secondary Format
Lock-up, with descriptor.

HYDRO CIRCAL®,
PRIMARY ADVERTISING

The concept is designed to raise awareness around Hydro CIRCAL® and the benefits of recycling aluminium, but also showcase the many ways in which aluminium can be used. The image with the overlaying identity badge should be first read, while the bold tagline should be immediate secondary read. The identity badge should have a subtle drop shadow to replicate a physical hangtag.
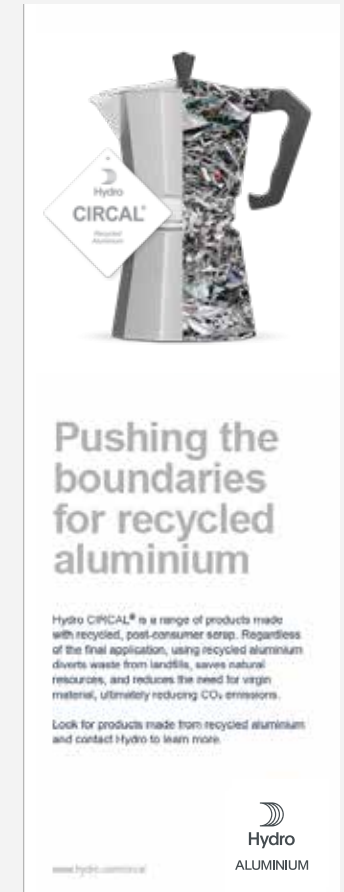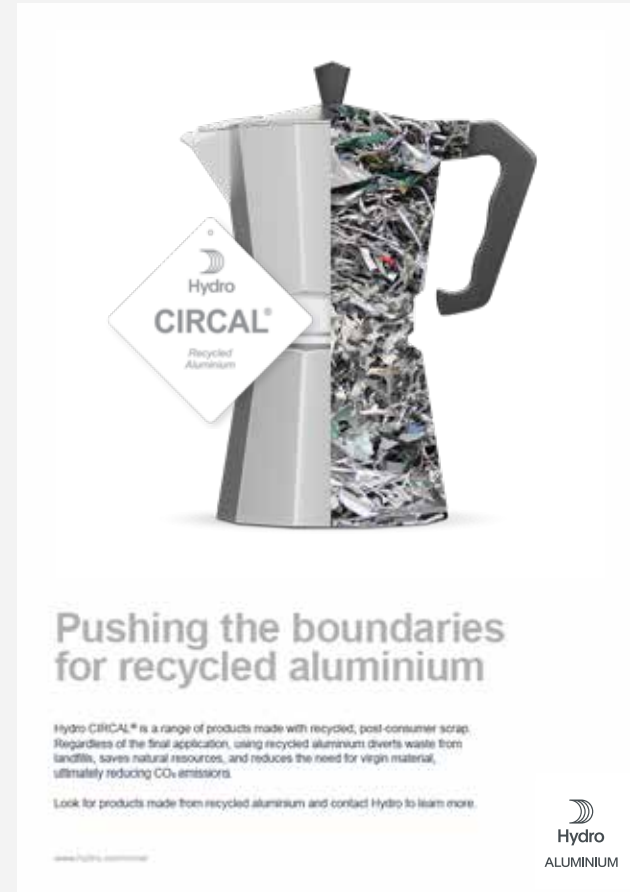
**HYDRO CIRCAL®,
SECONDARY ADVERTISING**

The secondary advertising template is an option when the primary template is not suitable.

It is made as a flexible template to fit most shapes. The image should take up at least 50% of the advertising area. The

Identity badge should be placed on the edge of the image with a subtle drop shadow to replicate a physical hangtag.

12.4   Product naming

Our future work as an innovative provider of products and solutions will be a significant part of our Hydro brand identity. There are a lot of existing products names and trademarks in Hydro, and certainly more to come, therefore it is important that we operate with common guidelines to ensure a uniform way of communicating to contribute to a streamlined brand and trademark portfolio throughout the company. This will increase the strength of our brand and acquire a much more widespread reputation.

Through consistent use of trademarks, we will also strengthen and protect our product and services in all territories and all markets where Hydro is present.

Such use of trademarks gives an important signal to the outside world that Hydro consider these marks to be its own and indicates that we will protect them. It will also reduce prosecution and renewal costs and third-party infringement risks/ensure freedom of use.

For future product naming there are two options available for Hydro products and services:

Default option – a descriptive name

No need for registration   ™

Hydro + a descriptive / generic name (+scale) ™

When Hydro is used together with a descriptive / generic title, describing the type of the product and its characteristic's (and scale), trademark can be used without registration

Exception option – a unique name

Must be registered   ®

A destinctive / unique name ®

When Hydro is used with a distinctive / unique name (with a commercially driven need for a unique name and a budget to market the name) it needs to be registered as a trademark. Availability searches have to be conducted by Intellectual Property Department prior to deciding the name.

Hy-names
Ex.: HyCast, HyCot, HyCrush, HyBeam.

To make the HY-names more powerful as trademarks and more visible in the market, product names starting with HY is only to be used when the product or service is considered a unique name and a trademark is registered.

WHAT DO I DO, IF I WANT TO NAME A NEW PRODUCT/SERVICE?

Two questions to answer:		Answer		Action
1)	Is the product/service you are naming offered from more than one of Hydro's business areas?	If yes, the name must be approved by Group Brand & Marketing	>	Contact Jacob Nielsen *jacob.nielsen@hydro.com*
		If no, you can decide the name yourself within the established product naming framework	>	Go to question 2
2)	Do you believe that your product/service should have a unique name?	If yes, use the decision tree to explain why you need a unique product name	>	Go to the decision tree (*Internal Hydro SharePoint site*) Fill the decision tree and send to *jacob.nielsen@hydro.com*
		If no, find a suitable descriptive name with support from the marketing function in your business area	>	See this PowerPoint slide for inspiration to get started (*Internal Hydro Sharepoint*) Contact marketing in your business area for support

12.5   Trademarks

Trademarks should not have their own logo or identity, but use full Hydro branding, incl. Hydro's logo and full visual identity.

Name of trademark should be using the Hydro font; Arial – with the trademark symbol ®. It should always be used together with the phrase '– *a trademark of Hydro*' and the Hydro logo, as shown below.

1. The following three elements should always be used for registered trademarks:
   - name of trademark
   - '- *a trademark of Hydro*'
   - Hydro logo

   The symbol ® shall be used only in the country where the trademark is registered.

2. Trademark name should be written in Arial Regular

3. '- *a trademark of Hydro*' should be written in Arial Regular Italic, and not be longer than the trademark name itself

4. Logo height should match the total height of the trademark name and the phrase '- a trademark of Hydro'

5. Position between all three elements should be fixed - as shown:
   - horizontally *or*
   - vertically

6. All general rules for the use of the Hydro logo applies (ex. enough space around the logo).

Horizontal set-up

HyLife™
– a trademark of Hydro   Hydro

Vertical set-up

HyLife™
– a trademark of Hydro

Hydro

WHAT IS A TRADEMARK?

- Any sign that can be graphically reproduced.

- Words, slogans, names, logos, graphic elements, letters, numbers, sound, scent, movements

- A trademark must not be confusingly similar to the marks of others, determined based on the similarity of the marks and the similarity of the products they are associated with

- Must be able to distinguish commercial origin

Symbol	Meaning	Action needed
TM	Trademark symbol The trademark is either registered, established or is used as a mark (business trait)	No need to register
®	Registered trademark symbol The trademark is registered in a market and may only be used for such marks in that specific market	Has to be registered

13. Names

Hydro uses a diverse array of names and information to identify the company. This chapter tells you how to do it correctly.

IDENTIFYING THE COMPANY

Hydro uses a diverse array of names and information to identify the company. This identification information includes business area, sector and unit names, legal names and site names as well as our corporate name, Hydro. In some countries we are also required to provide bank, capitalization and management information in certain media.

To ensure our communications are as clear and consistent as possible, and to comply with legal requirements, Hydro has established rules governing what type of identification information we use on certain types of media such as stationery, electronic communication and site identification. These

rules also apply to communications where employee names are used as part of information that identifies Hydro, such as an e-mail signature or business card.

The role of our communications is to facilitate our business relationships, not present our organizational structure. Hence, one of the guiding principles behind the rules is 'less is more' – using the minimum number of organizational names required. This helps ensure our communications are message-focused rather than cluttered with too much organizational data.

USING COMPANY OR ORGANIZATIONAL NAMES

When referring to our company in written text or speech, we use our company name, "Hydro" (pronounced "hee-dro"), rather than a legal name or other designation.

Business area, sector and unit names
We use organizational names – business area, sector and unit names – to identify specific parts of our business and enable audiences to understand which part of our company they are communicating with. On all applications where these names are used, our goal is to use the minimum number of names necessary.

Communications that carry business, sector or unit names should adhere to the following rules. (Corporate departments names follow the same rules as a business unit):

1.
On most applications, we use only one level of organizational name, i.e., either business area OR sector OR unit. We never use more than two levels together. Always use the name that communicates best with the external audience.

2.
The business area names are connected to the Hydro name that is used as a prefix in the following way in writing: Hydro Extrusions, Hydro Energy, etc.

The Hydro logo should not be used in connection with business names.

Legal names
Our legal names provide important identification data that enables us to protect our local entities and the interests of the company. We do not use legal names for promoting Hydro. Legal names are governed by the following rules:

1.
Some countries require legal information on communications such as letterheads. Where required, we always use the correct legal name of the Hydro entity issuing the communication, in the correct style and format.

2.
We do not use legal names for profiling Hydro in marketing or brand communications, such as on a brochure cover, website home page or a sign at an event. Instead, best practice dictates the use of a proper communicative name. For example, in Germany, we would use "Hydro" to refer to our company in text, not "Hydro Aluminium Deutschland GmbH".

3.
If a legal name must be used in a communication (such as a press release), it should only be used once, with subsequent reference to the company as "Hydro".

USING PERSONAL IDENTIFICATION INFORMATION

When we use personal information, such as an employee name, title and area of responsibility, together with organizational names, it is important to use the correct information and format. This also applies to online media, such as e-mails since they are considered legal documents.

Where personal information is used together with corporate or business area identification, e.g., business cards, e-mail signatures, etc.), three rules apply:

1. Employees must use their specified title (and where relevant, their area of responsibility) after their name.

2. Use only one organizational name (e.g., business area, sector or unit name).

3. On e-mail signatures and business cards employees must use the correct legal name of the entity in which they are employed or represent, whichever is relevant.

For further information on design and typographic specifications for personal identification, please refer to the relevant section.