ALOUETTE

GRAPHIC
STANDARDS

GRAPHIC
STANDARDS
SPRING 2018

Founded in 1989, with a smelter start-up in 1992, Alouette has its sights set firmly on the future. Thanks to its employees and practices, it innovates to remain a leader in its field.

This graphic standards guide presents the basic rules for applying the company's visual identity. It is up to all users to follow the rules. When applied correctly, Alouette's visual identity is a highly effective branding tool. It creates a strong personality for the company's communications and focuses target groups' perceptions.

The smelter's official logo is the lark ("*alouette*" in French) with its unfolded wing and the company's personalized signature, forming an indissociable unit. The wing has seven feathers, which stand for Sept-Îles, the city that is home to Alouette's headquarters and smelter.

The guide also presents a version of the logo accompanied by the corporate slogan. In certain cases, the slogan alone may be used.

If you have questions, feel free to contact the company's Communications Department.

Thank you for your cooperation.

Table of contents

Overview

Alouette

The Alouette logo is the company's official brand. It is used for a variety of timeless applications, both externally and internally.

Alouette + slogan

The version of the logo accompanied by the slogan is used for external and internal communications, such as press releases, advertising and all communication applications aimed at conveying the company's mission.

Slogan

This version of the slogan is used for the company's internal communications. If the "Alouette" or "Alouette + slogan" version is used, this version of the slogan may also be displayed on a communication tool (but not on the same side of the communication platform).

Corporate colours
Alouette
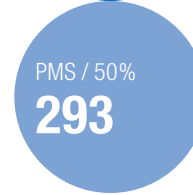
PMS **293**	CMYK 100 / 56 / 0 / 0
	RGB 0 / 107 / 182
	HEX #006BB6

PMS / 50% **293**	CMYK 50 / 28 / 0 / 0
	RGB 120 / 163 / 204
	HEX #78A3CC

If the printing process permits, reproduction of the logo on coated paper is preferred. For four-colour printing, see the CMYK variant described in this guide.

For on-screen use only (website, PowerPoint presentations, videos, etc.), see the RGB colour variant.

Corporate colours
Alouette + slogan

EXCELLING
TOGETHER

PMS **293**	PMS / 50% **293**	PMS **7542**	PMS **7544**	PMS **7545**

CMYK	CMYK	CMYK	CMYK	CMYK
100 / 56 / 0 / 0	50 / 28 / 0 / 0	36 / 18 / 19 / 0	58 / 41 / 34 / 4	78 / 60 / 44 / 25
RGB	RGB	RGB	RGB	RGB
0 / 107 / 182	120 / 163 / 204	163 / 187 / 195	117 / 133 / 146	65 / 84 / 100
HEX #006BB6	HEX #78A3CC	HEX #A3BBC3	HEX #758592	HEX #415464

If the printing process is limited, the Alouette logo and its variants may be printed using two PMS values only, namely PMS 293 blue and PMS 7545 grey. We recommend that reference colour PMS 7542 be replaced by PMS 7545 grey 40% screen. Similarly, PMS 7544 is replaced by PMS 7545 grey 70%.

Corporate colours
Secondary palette

Corporate
colours

Secondary
palette

PMS
293

PMS
7542

PMS
7544

PMS
7545

PMS
7482

PMS
1235

PMS
152

PMS
294

CMYK 96 / 8 / 99 / 1
RGB   0 / 157 / 78
HEX   #009D4E

CMYK 0 / 32 / 95 / 0
RGB   252 / 181 / 37
HEX   #FCB525

CMYK 6 / 66 / 100 / 0
RGB   230 / 116 / 37
HEX   #E67425

CMYK 100 / 86 / 29 / 23
RGB   26 / 55 / 104
HEX   #1A3768

To support the official corporate colours, Alouette's graphic standards feature a complementary four-colour palette. This secondary palette is used to highlight the corporate colours and add contrast and depth to communications involving visual elements — advertising, charts, website, publications, etc. Under no circumstances may the secondary colours be used for the Alouette logo and its variants.

Typefaces
Alouette + slogan

The typeface used for all letters of the slogan is Helvetica Neue Light Condensed (47) for the word "EXCELLING" and Helvetica Neue Bold Condensed (77) for the word "**TOGETHER**". The Helvetica Neue typeface family is recommended for all publications prepared for the company.

Helvetica Neue 45 Light / *46 Italic* / 47 Light Condensed / *47 Condensed Oblique*

Helvetica Neue 55 Roman / *56 Italic* / 57 Condensed / *57 Condensed Oblique*

Helvetica Neue 65 Medium / *66 Italic* / 67 Light Condensed / *67 Condensed Oblique*

Helvetica Neue 75 Bold / *76 Italic* / 77 Light Condensed / *77 Condensed Oblique*

Helvetica Neue 85 Heavy / *86 Italic* / 87 Light Condensed / *87 Condensed Oblique*

Helvetica Neue 95 Black / *96 Italic* / 97 Light Condensed / *97 Condensed Oblique*

Vital space and minimum size

Alouette

A clear space with no graphic elements, called "vital space", must be left all around the Alouette logo and its variants. This space is equal to half the height of the logo when only the logo is shown.

The minimum width of the Alouette logo is 0.75 inches (19 mm).

Alouette + slogan

If the Alouette logo is accompanied by the slogan, the "E" in the slogan is used as the unit for measuring the vital space, which is calculated by placing "E"s all around the display.

The minimum width of the Alouette logo plus the slogan is 1.3125 inches (33 mm). The typeface size for the slogan is approximately 10 pt.

Slogan

When the slogan is displayed alone, the vital space is also calculated according to the height of the "E", placed all around the display.

The minimum width of the slogan is 0.8 inches (20 mm). The typeface size is approximately 10 pt.

Context

Alouette

Alouette + slogan

Slogan

[1] When displayed on a white background, the Alouette logo and its variants must be reproduced in their official colours. [2] If the technological means of reproduction are limited to a single colour, we recommend that you use the monochromatic (black or white) version of the Alouette logo. [3] If the Alouette logo must be applied on a dark or colour background, the monochromatic version of the logo and its variants should be used for maximum contrast and good visibility.

CORPORATE TEMPLATES

Business card

3.5 x 2 inches format

0.75"   0.25"

0.25"

First name Last name
Job title | Department

418 964-7000, extension 0000 | C 418 964-7000
firstname.lastname@alouette.qc.ca

400 chemin de la Pointe-Noire, P.O. Box 1650, Sept-Îles, QC, G4R 5M9, CANADA

0.75"

EXCELLING
TOGETHER

alouette.com

0.25"

FRONT

Margin: 0.25 inches
Alouette logo: 0.75 inches, PMS 293 blue / 50%
First and last names: Helvetica Neue 65 Medium Condensed 11 pt, 7545 grey
Title and department: Helvetica Neue 47 Light Condensed 8 pt, 7545 grey
Contact information: Helvetica Neue 47 Light Condensed 9 pt, 754 grey
Street address: Helvetica Neue 47 Light Condensed 7.5 pt, 7544 grey
Three points spacing between the three paragraphs

BACK

Margin: 0.25 inches
Slogan: 1.75 inches, text 100% white, lark's head 50% white
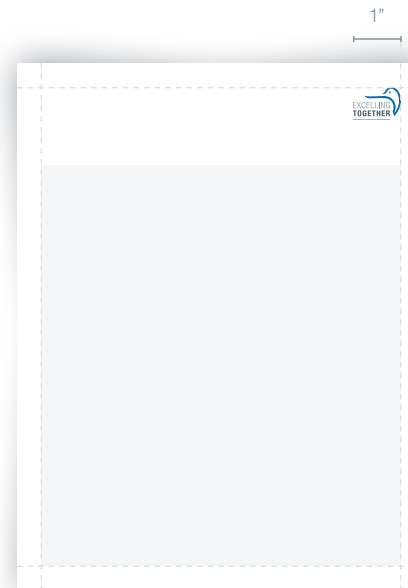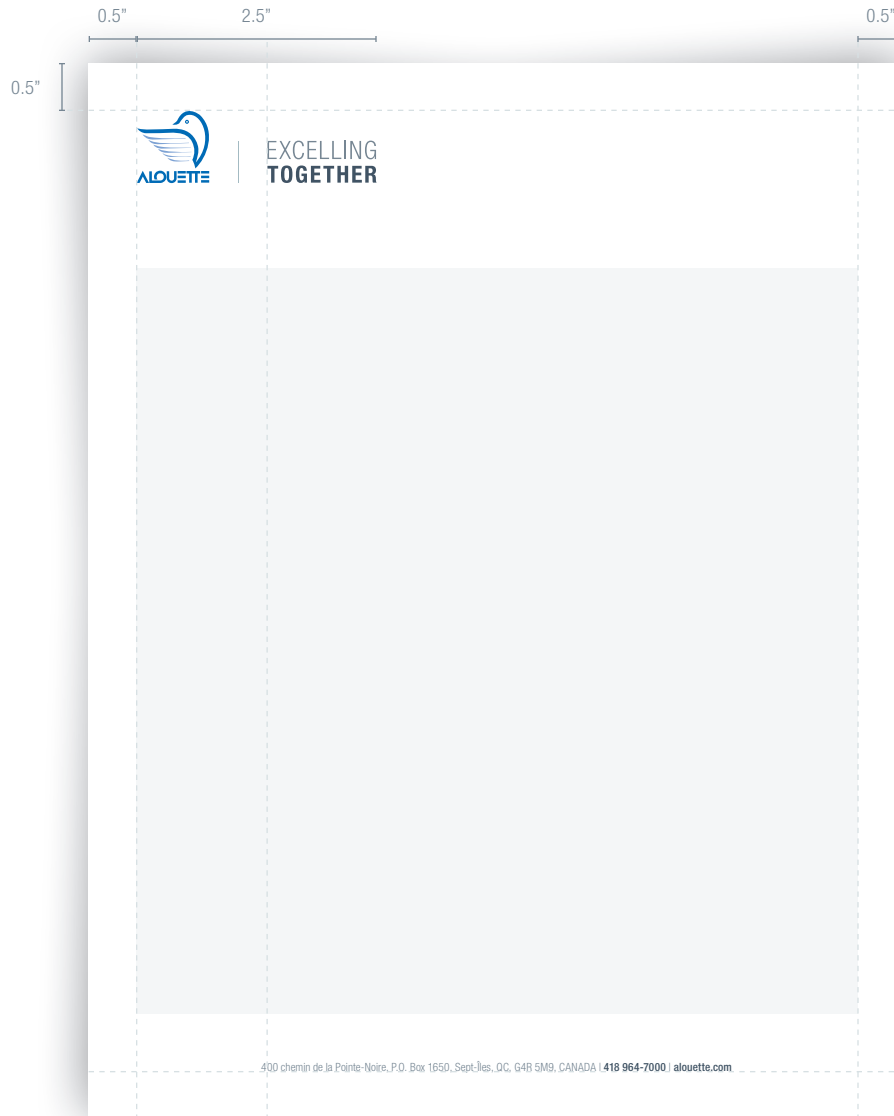Background: radial gradient 1 PMS 7545 grey 100% towards the centre 60%
Website: Helvetica Neue 65 Medium Condensed 11 pt, white
*Text "EXCELLING TOGETHER" must be centred on back of card

Letterhead / subsequent pages

Letter format (8.5 x 11 inches)

0.5" 2.5" 0.5" 1"

0.5"

0.5"

EXCELLING TOGETHER

400 chemin de la Pointe-Noire, P.O. Box 1650, Sept-Îles, QC, G4R 5M9, CANADA | 418 964-7000 | alouette.com

LETTERHEAD

Margin: 0.5 inches
Alouette + slogan: 2.5 inches, PMS 293 blue / 50% and 7542, 7544 and 7545 grey
Street address: Helvetica Neue 47 Light Condensed 8.5 pt, 7544 grey
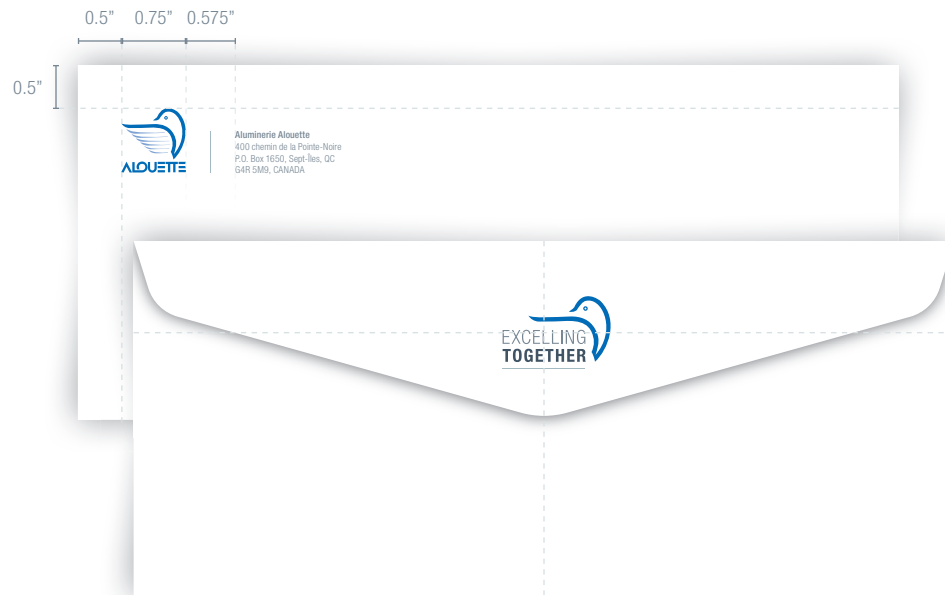Telephone and website: Helvetica Neue 65 Medium Condensed 8.5 pt, 7545 grey

SUBSEQUENT PAGES

Margin: 0.5 inches
Slogan: 1 inch, PMS 293 blue and 7542, 7544 and 7545 grey

Envelopes

No. 10, formats 9 x 12 inches and 10 x 13 inches

0.5"   0.75"   0.575"

0.5"

Aluminerie Alouette
400 chemin de la Pointe-Noire
P.O. Box 1650, Sept-Îles, QC
G4R 5M9, CANADA

EXCELLING
TOGETHER

0.75"   0.75"   0.575"

0.75"

Aluminerie Alouette
400 chemin de la Pointe-Noire
P.O. Box 1650, Sept-Îles, QC
G4R 5M9, CANADA

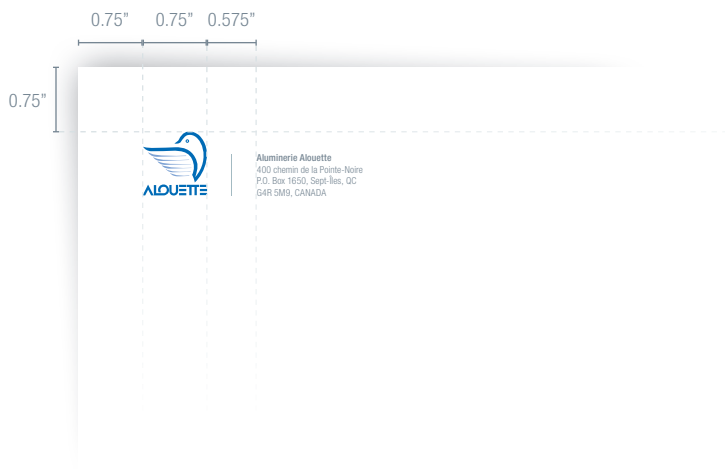## ENVELOPE NO. 10

Margin: 0.5 inches
Alouette logo: 0.75 inches, PMS 293 blue / 50%
Return address: Helvetica Neue 65 Medium Condensed
and Helvetica Neue 47 Light Condensed 8 pt, 7544 grey

FLAP

Slogan: 1.25 inches, PMS 293 blue and 7542, 7544 and 7545 grey
* Text "EXCELLING TOGETHER" must be centred on the flap.

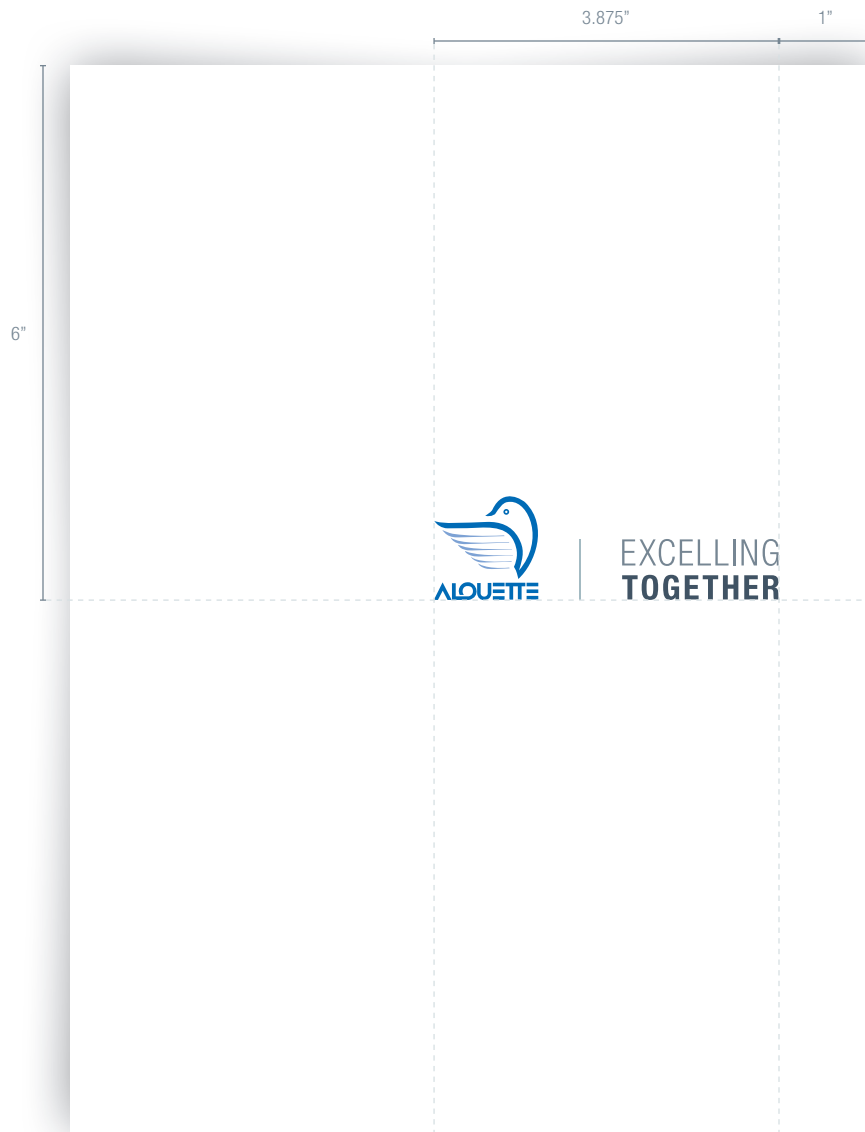## LARGE-SIZE ENVELOPES
(9 x 12 or 10 x 13 inches)

Margin: 0.75 inches
Alouette logo: 0.75 inches, PMS 293 blue / 50%
Return address: Helvetica Neue 65 Medium Condensed
and Helvetica Neue 47 Light Condensed 8 pt, 7544 grey

All-purpose pocket folder

Closed: 9 x 12 inches with 2 inside flaps 3.5 inches high. Open: 18 x 15.5 inches

3.875"   1"

6"

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TOGETHER

COVER

Margin: 1 inch
Alouette + slogan: 3.875 inches, PMS 293 blue / 50% and 7542, 7544 and 7545 grey

INTERIOR

Background: radial gradient 1 PMS 7545 grey 100% towards the centre 60%
Flaps: Solid PMS 293 blue

For all stationery, the Alouette logo and its variants may be rendered by two PMS values only. See the note regarding printing the corporate colours on page 7 of this guide.

Electronic signature

First name Last name
Job title | Department

418 964-7000, extension 0000 | C 418 964-7000 | firstname.lastname@alouette.qc.ca
400 chemin de la Pointe-Noire, P.O. Box 1650, Sept-Îles, QC, G4R 5M9, CANADA

Think of the environment before printing this email.

VISUAL

Alouette logo: format RGB, 72 dpi, blue #006BB6 and #78A3CC

TEXT

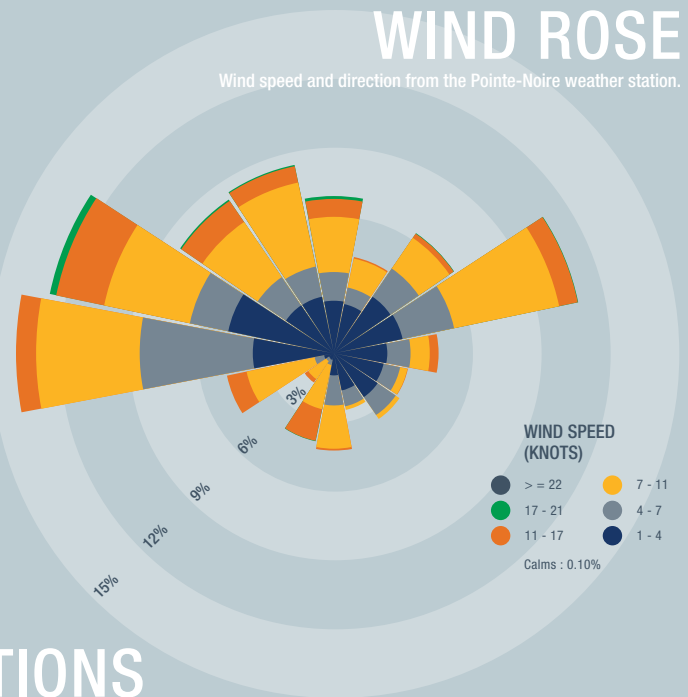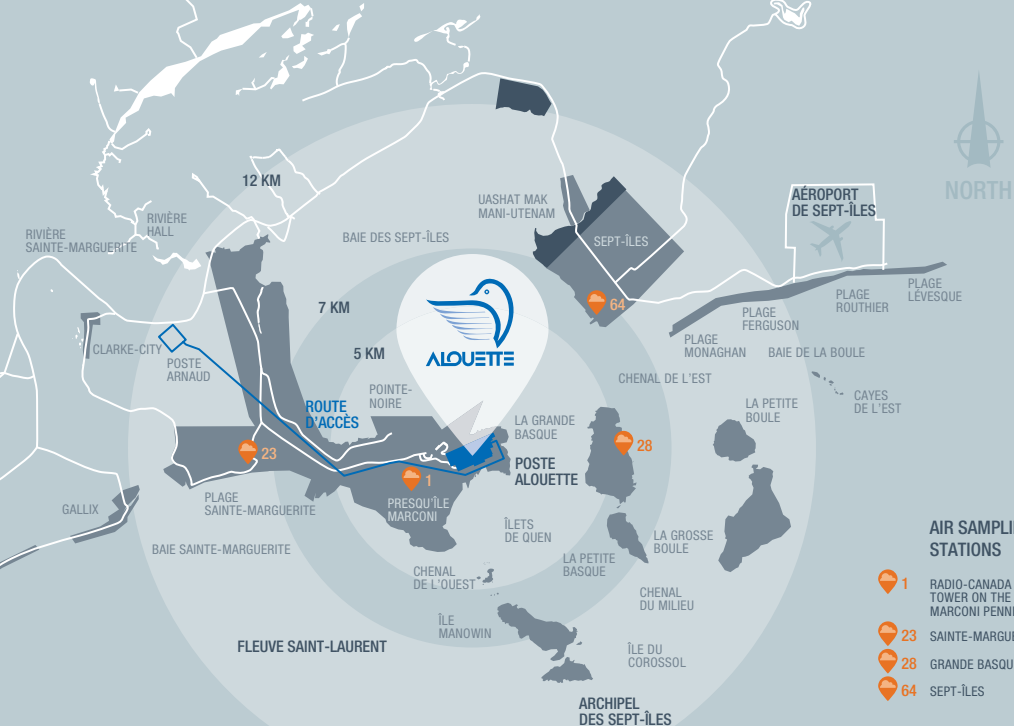First and last names: Arial Bold 11 pt, grey #415464
Job title and department: Arial Bold 9 pt, grey #415464
Contact information and street address: Arial Regular 9 pt, grey #758592
Environmental note: Arial Regular 8 pt, blue #006BB6
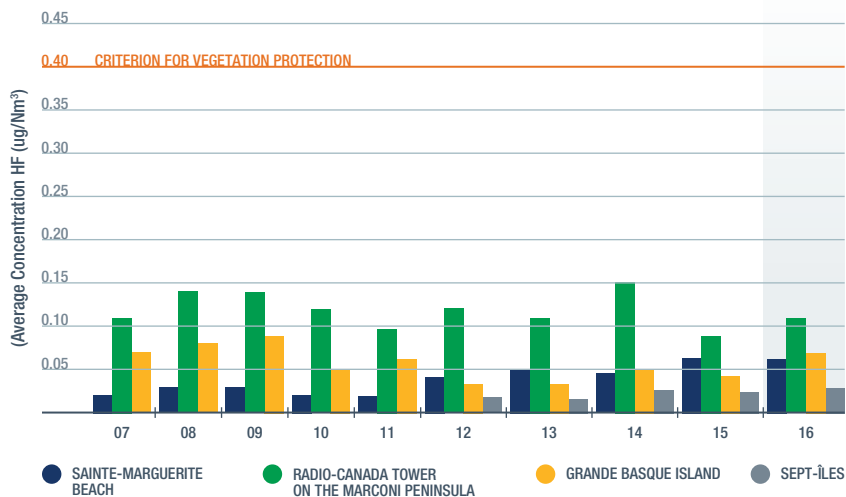
GRAPHIC APPLICATIONS

MAP OF AMBIENT AIR SAMPLING STATIONS

12 KM

7 KM

5 KM

RIVIÈRE SAINTE-MARGUERITE

RIVIÈRE HALL

CLARKE-CITY

POSTE ARNAUD

GALLIX

BAIE DES SEPT-ÎLES

UASHAT MAK MANI-UTENAM

SEPT-ÎLES

AÉROPORT DE SEPT-ÎLES

PLAGE LÊVESQUE

PLAGE ROUTHIER

PLAGE FERGUSON

PLAGE MONAGHAN

BAIE DE LA BOULE

CHENAL DE L'EST

CAYES DE L'EST

LA PETITE BOULE

ROUTE D'ACCÈS

POINTE-NOIRE

LA GRANDE BASQUE

POSTE ALOUETTE

PLAGE SAINTE-MARGUERITE

PRESQU'ÎLE MARCONI

ÎLETS DE QUEN

LA PETITE BASQUE

LA GROSSE BOULE

BAIE SAINTE-MARGUERITE

CHENAL DE L'OUEST

CHENAL DU MILIEU

ÎLE MANOWIN

ÎLE DU COROSSOL

FLEUVE SAINT-LAURENT

ARCHIPEL DES SEPT-ÎLES

NORTH

ALOUETTE

AIR SAMPLING STATIONS

1 RADIO-CANADA TOWER ON THE MARCONI PENNINSULA

23 SAINTE-MARGUERITE BEACH

28 GRANDE BASQUE ISLAND

64 SEPT-ÎLES

WIND ROSE

Wind speed and direction from the Pointe-Noire weather station.

3%
6%
9%
12%
15%

WIND SPEED (KNOTS)

>= 22	7 - 11
17 - 21	4 - 7
11 - 17	1 - 4

Calms : 0.10%

GASEOUS FLUORIDE IN AMBIENT AIR

ALOUETTE | EXCELLING **TOGETHER**

(Average Concentration HF (ug/Nm³))

0.45
0.40 — CRITERION FOR VEGETATION PROTECTION
0.35
0.30
0.25
0.20
0.15
0.10
0.05

07 08 09 10 11 12 13 14 15 16

● SAINTE-MARGUERITE BEACH
● RADIO-CANADA TOWER ON THE MARCONI PENINSULA
● GRANDE BASQUE ISLAND
● SEPT-ÎLES

The corporate logo must comply with the standards at all times when used within a visual element (graphic). The rules for using the Alouette logo and its variants must be applied as described in this guide. In the examples on this page, the secondary palette (described on page 8 of the guide) supports the corporate identity colours. The Helvetica Neue typeface family is also used for all graphics.

Vehicles / promotional items
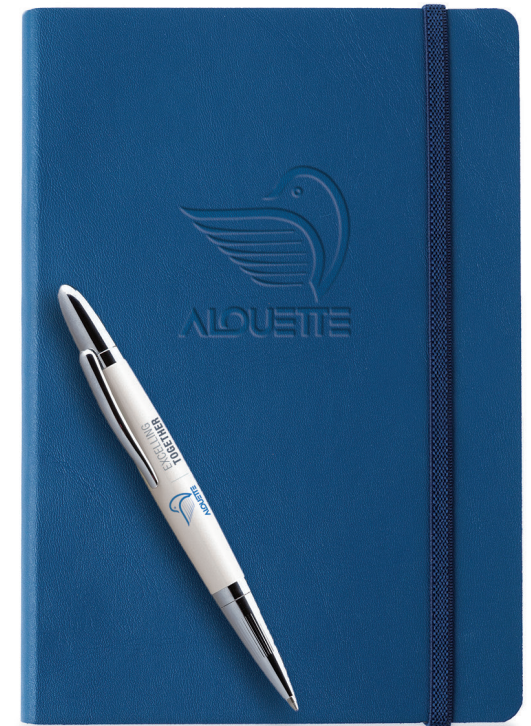
A few examples: The corporate logo must be compliant at all times when applied to a promotional item, vehicle or banner, or for any other application. The rules for using the Alouette logo and all of its variants, as described in this guide, must be followed. The various reproduction techniques must enable high legibility of the logo elements and details.

Web / print advertising

Branding – Print ad, 7.5 x 10 inches

Communication – Print ad, 8 x 4 inches

Communication – Web ad, 400 x 400 pixels

Available files	Vector formats (PDF/X-1a)			Raster formats (300 dpi)		
Modes	Illustrator CC [**.ai**]	Illustrator CC [**.eps**]	Acrobat [**.pdf**]	Photoshop CC [**.psd**]	Photoshop CC [**.png**]	Photoshop CC [**.jpg**]
PMS	Alouette_PMS	Alouette_PMS	Alouette_PMS			
CMYK	Alouette_CMYK	Alouette_CMYK	Alouette_CMYK	Alouette_CMYK		
RGB	Alouette_RGB			Alouette_RGB	Alouette_RGB	Alouette_RGB
Reversed *	Alouette_INV	Alouette_INV		Alouette_INV	Alouette_INV	
Black *	Alouette_NOIR	Alouette_NOIR	Alouette_NOIR	Alouette_NOIR	Alouette_NOIR	Alouette_NOIR

* For black or reversed logos, the vector formats are in CMYK mode and the raster formats are in RGB mode.

EXCELLING
TOGETHER

Available files	Vector formats (PDF/X-1a)			Raster formats (300 dpi)		
Modes	Illustrator CC [**.ai**]	Illustrator CC [**.eps**]	Acrobat [**.pdf**]	Photoshop CC [**.psd**]	Photoshop CC [**.png**]	Photoshop CC [**.jpg**]
PMS	Alouette_slogan_PMS	Alouette_slogan_PMS	Alouette_slogan_PMS			
CMYK	Alouette_slogan_CMYK	Alouette_slogan_CMYK	Alouette_slogan_CMYK	Alouette_slogan_CMYK		
RGB	Alouette_slogan_RGB			Alouette_slogan_RGB	Alouette_slogan_RGB	Alouette_slogan_RGB
Reversed *	Alouette_slogan_INV	Alouette_slogan_INV		Alouette_slogan_INV	Alouette_slogan_INV	
Black *	Alouette_slogan_NOIR	Alouette_slogan_NOIR	Alouette_slogan_NOIR	Alouette_slogan_NOIR	Alouette_slogan_NOIR	Alouette_slogan_NOIR

* For black or reversed logos, the vector formats are in CMYK mode and the raster formats are in RGB mode.

Available files	Vector formats (PDF/X-1a)			Raster formats (300 dpi)		
Modes	Illustrator CC [.ai]	Illustrator CC [.eps]	Acrobat [.pdf]	Photoshop CC [.psd]	Photoshop CC [.png]	Photoshop CC [.jpg]
PMS	Slogan_PMS	Slogan_PMS	Slogan_PMS			
CMYK	Slogan_CMYK	Slogan_CMYK	Slogan_CMYK	Slogan_CMYK		
RGB	Slogan_RGB			Slogan_RGB	Slogan_RGB	Slogan_RGB
Reversed *	Slogan_INV	Slogan_INV		Slogan_INV	Slogan_INV	
Black *	Slogan_NOIR	Slogan_NOIR	Slogan_NOIR	Slogan_NOIR	Slogan_NOIR	Slogan_NOIR

* For black or reversed logos, the vector formats are in CMYK mode and the raster formats are in RGB mode.

ALOUETTE

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