
BRANDING & COMMUNICATIONS



Creating The Alchemie
Technology Brand

//
COMMUNICATION OF
OUR BRAND
IDENTITY IS AT
THE VERY HEART OF
EVERYTHING WE DO //

**Flavio Briatore – Managing Director,
Mild Seven Renault Formula 1 Grand Prix
World Champions 2005**

WELCOME

Like it or not... branding in the modern business world is as important as the products or services themselves.

Successful use of branding can be seen behind all of the World's best-known companies such as McDonalds, Coca-Cola, Microsoft, Mercedes Benz, British Airways, etc, and with Alchemie Technology now dealing on a global basis, it is imperative that the Group establishes itself as a strong brand, and that staff and consultants always adhere to a uniform standard of communication.

This publication is designed to assist all of those either employed by or consulting to the Alchemie Technology Group in order to ensure that through uniformity of communication, the Alchemie Technology brand can be properly established as the recognised world leader in the provision of ultra high strength materials and high technology solutions.

UNIFORM STANDARD OF COMMUNICATION GET 'THE LOOK'

Through setting uniform standards in the way in which we communicate, we send a clear message to our clients, partners, investors and potential customers that we are a professional organisation that adopts best practice through the implementation of high standards across all disciplines of our business.

In order to create this message, it is essential that all communications from Alchemie Technology or any of the Group's operating companies follow a recognisable standard format that satisfies the following criteria –

- Standard Arial font and sizes
- Standard use of logos
- Standard sizes of logos
- Standard templates
- Standard use of corporate colours

Arial – Bell MT – Berlin Sans – BERNARD MT – Bodoni MT –
Book Antiqua – Bradley Hand ITC – Britannic Bold –
Broadway – California FB – CASTELLAR – Centaur –
Century Gothic – Cooper Black – Courier New –
Elephant – Eras Demi ITC – Franklin Gothic Book –
Garamond – Georgia – Gill Sans MT – HaasSchwabe –
Impact – Lucida Sans – STENOIT – Papyrus – Raavi

font

Alchemie Technology has elected to adopt Arial as the standard corporate font. Arial is highly versatile, easily transferable between PC and Apple Mac (the printing industry's standard), and is a clear and defined font that is crisp and has established itself as probably the most recognised font in the world.

HISTORY of ARIAL...

Throughout the latter half of the twentieth century, one of the most popular typefaces in the western world was Helvetica, developed by the Haas Foundry of Switzerland in the 1950s. Later, Haas merged with Linotype and Helvetica was heavily promoted. More weights were added and it really began to catch on.

An icon of the Swiss school of typography, Helvetica swept through the design world in the '60s and became synonymous with modern, progressive, cosmopolitan attitudes.

With its friendly, cheerful appearance and clean lines, it was universally embraced for a time by both the corporate and design worlds as a nearly perfect typeface to be used for anything and everything. "When in doubt, use Helvetica" was a common rule.

With the explosion of personal computing in the '80s Arial was created as a non-copyrighted substitute for Helvetica, and Arial in its various formats is now the best known font on the planet.

USING ARIAL IN COMMUNICATIONS

In all documents produced by Alchemie Technology, Arial can be used in any of the following styles –

CAPS

Lower case

Black

Bold

Normal

Narrow

NB: Please avoid using italic.

Regular text size when typing documents should be 11-point, with heading sizes free.

Corporate Logo

BE EYECATCHING

USING THE ALCHEMIE TECHNOLOGY LOGO



ALWAYS MAINTAIN
CLEAR SPACE
AROUND LOGO

Minimum size (above): 1.2cm high & 6.15cm long
maximum size: No maximum, but ensure you use high- resolution
image if printing large.

ALCHEMIE TECHNOLOGY CUBE

Use the AT Cube, either individually as a 'bullet' or with the web address
as shown here -



www.alchemie-technology.com

Minimum size (above): 1.5cm high & 1.72cm wide
maximum size: 6cm high & 6.87cm wide

ALCHEMIE TECHNOLOGY 'PART' CUBE

Use at either left or right bottom corner of page –



Only ever use at this size when printing on A4 paper.
Size here is 5.51cm high & 10.14cm wide.

THE COLOUR SWATCH

When using block colour or colouring text, the standard Alchemie Technology colours are as detailed below. These settings can be found in Microsoft word by selecting 'more colours', and then 'custom'. Input the appropriate figures in the 'custom' settings to create the Alchemie Technology Brand colours.

Using Microsoft Colour Pallet –

GOLD

Hue	38	Red	187
Sat	111	Green	177
Lum	135	Blue	83



BLUE

Hue	138	Red	180
Sat	120	Green	217
Lum	204	Blue	228



GREY

Hue	170	Red	128
Sat	0	Green	128
Lum	128	Blue	128



SILVER

Hue	170	Red	221
Sat	0	Green	221
Lum	221	Blue	221



Standard Format email Template

Name
Title
Alchemie Technology
T: +44 (0) 207 562 0595
M:
F: +44 (0) 207 628 5751
E: info@alchemie-technology.com

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'Sign Off'

Please submit all documents prepared for 'external communication' to this office for 'sign off' prior to issue.

The marketing department will endeavour to 'sign off' all submitted documentation within 24-hours. Adhering to this procedure will enable us to ensure that the Alchemie Technology brand is consistent and of a uniform standard.

Thank you

Steve Skinner

Group Marketing Manager

email: steve-skinner@alchemie-technology.com



ALCHEMIE
TECHNOLOGY
ULTRA HIGH STRENGTH MATERIALS SOLUTIONS

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