



GRAPHIC STANDARDS



How to use this manual

This manual provides a framework for creating consistent and impactful marketing communication material that is reflective of NEO's core essence. It serves as a reference point that sets standards for communicating the company's brands both externally and internally. This manual covers identity and visual standards such as color scheme, logo use, official company fonts, and may include key language the company uses.

If you're ever in doubt, just refer back to this document. The system is very clear and simple and explains the very basic guidelines.

The NEO logo is displayed in a large, white, stylized font against a blue background. The letters are bold and modern, with the 'i' having a dot. The logo is positioned in the bottom right corner of the page.

neo



1.1 primary logo

This is the official NEO logo. When the logo appears on a white background, this version should be used.

The typography is created in a fluid form so it can end at the symbol that sits on the right of the Neo logotype. The symbol represents molecules, chemistry, separation, periodic table, and the infinity symbol.

The accent at the top left of the logo is the separation element that broke away from the inner circle and helps with the colour identity of each of Neo's business units.



1.2 main logo



PANTONE PROCESS BLUE
C 100 M 13 Y 1 K 2
RGB 0 133 202
HTML #0085CA



PANTONE 425
C 48 M 29 Y 26 K 76
RGB 84 88 90
HTML #54585A

Magnequench, Rare Metals and Chemicals & Oxides are business units within Neo Performance Materials.



1.3 business unit logos



PANTONE 272
C 61 M 56 Y 0 K 0
RGB 116 116 193
HTML #7474C1



PANTONE 425
C 48 M 29 Y 26 K 76
RGB 84 88 90
HTML #54585A

Magnequench, Rare Metals and Chemicals & Oxides are business units within Neo Performance Materials.



1.4 business unit logos



PANTONE 397
C 14 M 2 Y 100 K 15
RGB 191 184 0
HTML #BFB800



PANTONE 425
C 48 M 29 Y 26 K 76
RGB 84 88 90
HTML #54585A

Magnequench, Rare Metals and Chemicals & Oxides are business units within Neo Performance Materials.



1.5 business unit logos

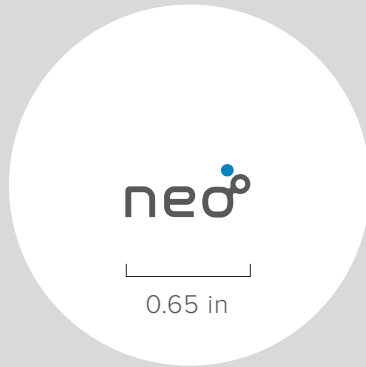


PANTONE 1495
C 0 M 46 Y 78 K 0
RGB 255 143 28
HTML #FF8F1C

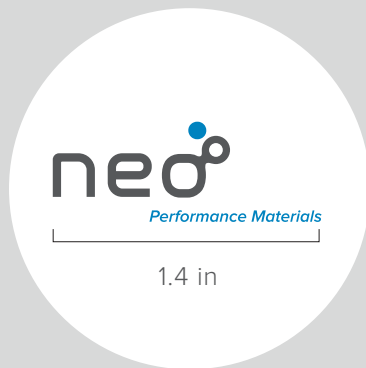


PANTONE 425
C 48 M 29 Y 26 K 76
RGB 84 88 90
HTML #54585A

Magnequench, Rare Metals and Chemicals & Oxides are business units within Neo Performance Materials.



THE MINIMUM SIZE FOR THE PRIMARY LOGO (WITH THE TAGLINE) EQUALS 0.65 INCH.



THE MINIMUM SIZE OF THE SECONDARY LOGO IS 1.4 IN.

2.0 minimum size

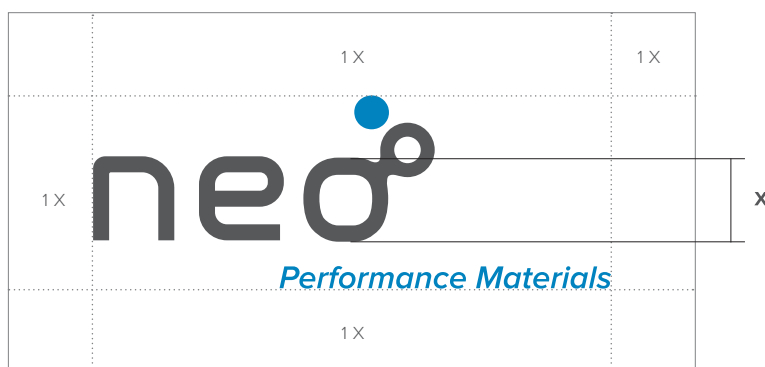
To preserve the clarity and legibility of this logo, it must never be reproduced smaller than the minimum sizes specified here. In each case, the minimum size is determined by measuring the width of the entire logo.

The NEO logo artwork should not be altered in any way, or combined with any other object, including, but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, or web audio files.

THE MINIMUM SPACE,
LOGO WITHOUT
THE TAGLINE



THE MINIMUM SPACE,
LOGO WITH THE TAGLINE



MEASURING
THE MINIMUM SPACE



3.0 protected space

The NEO logo must always be surrounded by a minimum amount of clear, protected space. The dimensions of this space are derived from the cap height of letters in the logotype. In all applications, nothing must ever be allowed to encroach upon this minimum protected space. When the signature is reversed out of a solid background, the dimensions of the background rectangle must be at least equal to the protected area.

The minimum size should not be mistaken with the optimum space—the desired amount of clear space surrounding the logo in its applications across many formats.

PRIMARY COLOUR PALETTE

PANTONE PROCESS BLUE

C 100 M 13 Y 1 K 2
RGB 0 133 202
HTML #0085CA



#55B2DD

#CEE5F3

PANTONE 272

C 61 M 56 Y 0 K 0
RGB 116 116 193
HTML #7474C1



#ADA8D7

#E5E1F1

PANTONE 397

C 14 M 2 Y 100 K 15
RGB 191 184 0
HTML #BFB800



#D5CF83

#EFEBD1

PANTONE 1495

C 0 M 46 Y 78 K 0
RGB 255 143 28
HTML #FF8F1C



#FFBB6E

#FFE8CF

PANTONE 425

C 48 M 29 Y 26 K 76
RGB 84 88 90
HTML #54585A



#949495

#DCDBDB

4.0 colour palette

The proper usage of the NEO colour palette creates a consistent “brand family look”.

All colours are available as Pantone® inks, in different formulations for use on coated and uncoated papers. Whenever possible, these Pantone inks should be used (for print only, for web, use HEX or RGB value).

All colour formulas provided here are not a direct colour conversion from the PMS colour specifications shown here. Since these colours can change

depending on the printing process and medium, colour swatches can help achieve exact colour matching.

**Pantone matching system® is a registered trademark of Pantone, Inc. The colours shown on this page and in these guidelines are not intended to match the Pantone Colour System. IMPORTANT: For accurate colours, refer to the current edition of the Pantone Colour Formula Guide.*

PRIMARY APPLICATIONS
2-COLOUR, POSITIVE
AND REVERSED



SPECIAL APPLICATIONS
(1-COLOUR PRINTING),
POSITIVE AND REVERSED



5.1 colour applications

These are the official Neo logos. The 2 colour positive and reversed version of the NEO logo is the designated one. Examples shown on this page represent additional variations of the logo for single colour printing in both positive and reversed presentations.

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.



Do Not: Logomark

Do not resize or change the position of the logomark.



Do Not: Fonts

Do not use any other font, no matter how close it might look to Proxima Sans.



Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.



Do Not: Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



5.2 colour applications

Follow this guide when considering how to apply the NEO logo. In situations where there is a block colour background that is not white, the NEO logo should always be a block colour, white would be the most common presentation; black should only be used on a white background. If it doesn't look right, it probably isn't!

proxima
nova

PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?.,{}|[]\£Å€<>=≠±“”«»÷

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?.,{}|[]\£Å€<>=≠±“”«»÷

PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?.,{}|[]\£Å€<>=≠±“”«»÷

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?.,{}|[]\£Å€<>=≠±“”«»÷

PROXIMA NOVA EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?.,{}|[]\£Å€<>=≠±“”«»÷

PROXIMA NOVA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?.,{}|[]\£Å€<>=≠±“”«»÷

6.1

typography primary typeface

The primary typeface selected for official use is Proxima Nova and should be used for all external print applications such as brochures, newsletters, posters, powerpoint, etc.

The Proxima fonts are very legible and create a modern, dynamic impression.

Available in the full range of variations displayed here, this face is to be used for all stationery and forms, as well as headings and body text in documents and printed material.

Proxima Nova (2005) bridges the gap between typefaces like Futura and Akzidenz Grotesk. The result is a hybrid that combines modern proportions with a geometric appearance.

Treating type properly allows us to achieve a consistent and professional look across all axis communications.

If Proxima Nova is not available on your computer, please use Arial as per page 6.2.

arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?,.{}|[]\£Å€‹›=≠±“”«»÷

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?,.{}|[]\£Å€‹›=≠±“”«»÷*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?,.{}|[]\£Å€‹›=≠±“”«»÷**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890
!@#\$%^&*()_+<>?,.{}|[]\£Å€‹›=≠±“”«»÷***

6.2

typography secondary typeface

Arial typeface should be used for all external and internal business correspondence.

Online applications: web, PowerPoint and Excel, where Proxima Nova is not available, use the extended Arial type family that includes more styles: Rounded (Light, Regular, Bold, Extra Bold). Monospaced (Regular, Oblique, Bold, Bold Oblique) is not to be used.

Arial is a sans-serif typeface and set of computer fonts.



7.1 applications

Maintaining a consistent image across all day-to-day communications, no matter how large or small, reinforces our image and is a vital part of our brand's strategy.



7.2 signage

Maintaining a consistent image across all day-to-day communications, no matter how large or small, reinforces our image and is a vital part of our brand's strategy.



7.3 business card

White front, blue back. All copy should be positioned on the front. The top left for contact details with the logo positioned bottom right. The back should carry the All For One strapline.

Blue back; Pantone Process Cyan, C 100

Size: 84mm x 55mm (3.3 inches x 2.16 inches)

Email signature to be lined up
with the email content.

John R. Smith

Title



Performance Materials

Building name

Suite #, Street name and number

City, Province, Country, Postal Code

T: +1 23-456-7890 x 123

F: +1 23-456-7890

j.smith@neomaterials.com

www.molycorp.com

7.4

email signature

E-mail is one of our brand's applications that is shared across all of our properties, businesses and corporate offices around the world. It is key to creating a positive and professional first impression with those to whom we are communicating.

Please use to create your e-mail signatures.