



## Brand Guidelines

November 2021

# Welcome

Our brand identity is made up of unique visual elements, values and guiding principles. When combined, they create a distinctive and recognisable look and feel for the Allkem brand.

This guide will give you an understanding of the brand and help you to create clear and powerful communications that are both dynamic and flexible.

The guide is broken up into sections that begin by defining the brand concept, followed by the various components of our identity. Examples of how the identity can be brought to life are included in the final section.

If you have a query about specific use of the Allkem Brand Identity, please contact **Katie Morgan**, Executive Assistant & Corporate Affairs:  
katie.morgan@allkem.co

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# Brand DNA

# Brand DNA

## Purpose

We are all connected in the quest to make a more sustainable world possible.

It will demand every bit of ingenuity, determination and empathy we can garner. And it will only happen if we all work together.

Our purpose is our North Star to guide us on this journey.



We foster  
connections  
to help the world  
build a brighter  
tomorrow.

# Brand DNA Concept

The world is on the verge of a transformation that will define our future on this planet. In this transition to a low-carbon economy, we all have a part to play.

Through transformation, creation and combination, Allkem provides the materials to make the future possible.

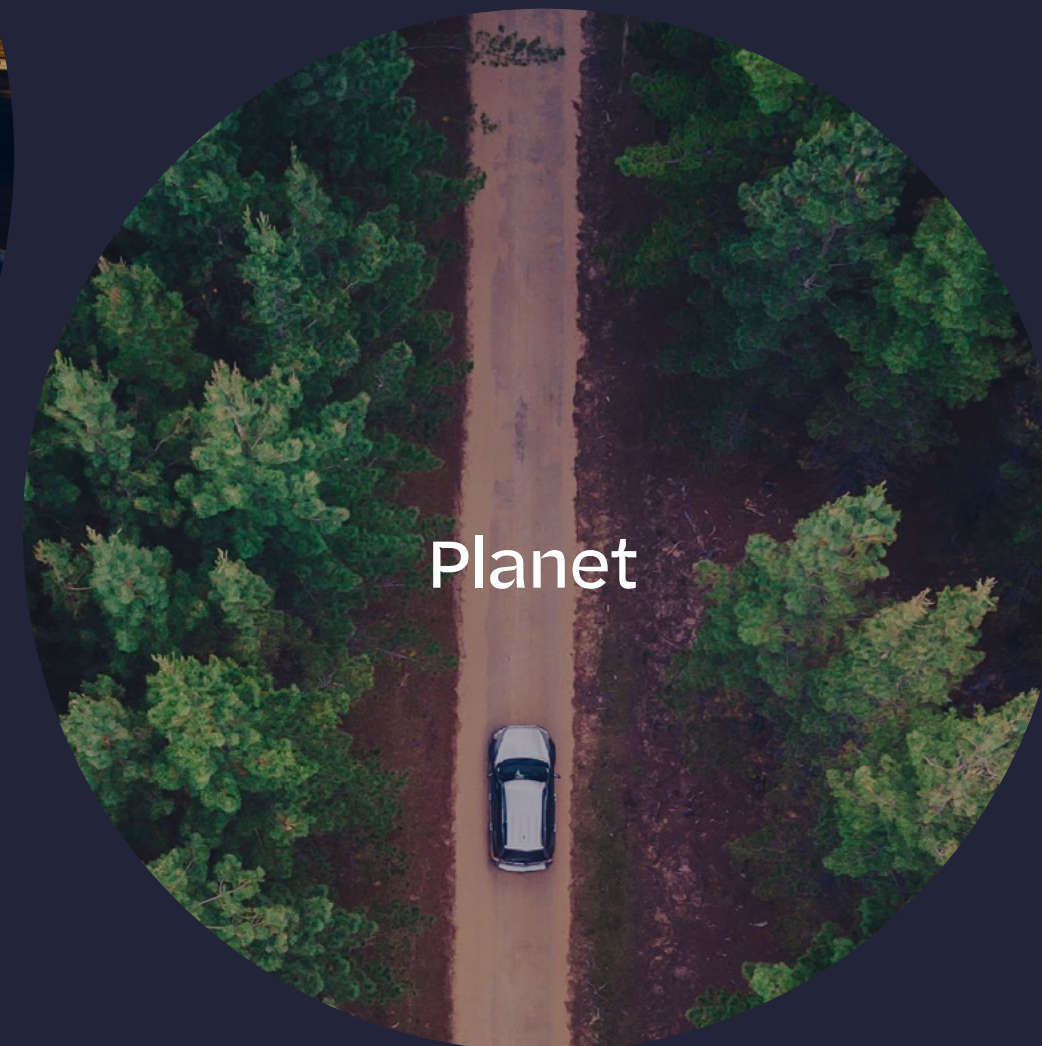
At the centre of this endeavour are our people, and the connections we build with customers, communities and partners to help them thrive.



People



Progress



Planet

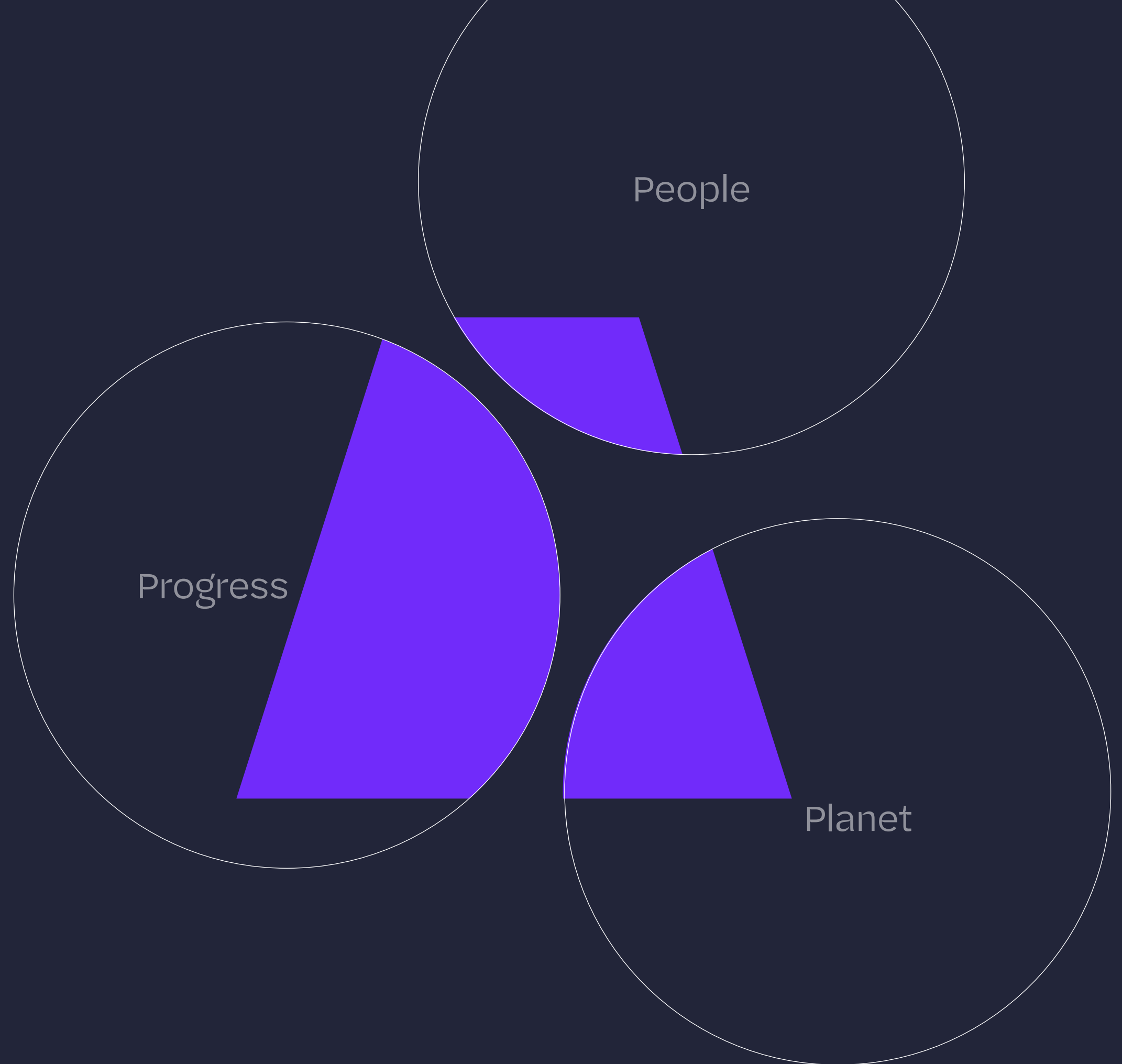
# Brand DNA Concept

The world is on the verge of a transformation that will define our future on this planet. In this transition to a low-carbon economy, we all have a part to play.

Through transformation, creation and combination, Allkem provides the materials to make the future possible.

At the centre of this endeavour are our people, and the connections we build with customers, communities and partners to help them thrive.

## Together we go further



# Brand DNA

## Value proposition

The connections that we create with employees, customers, communities and shareholders enable us to deliver on our promise.

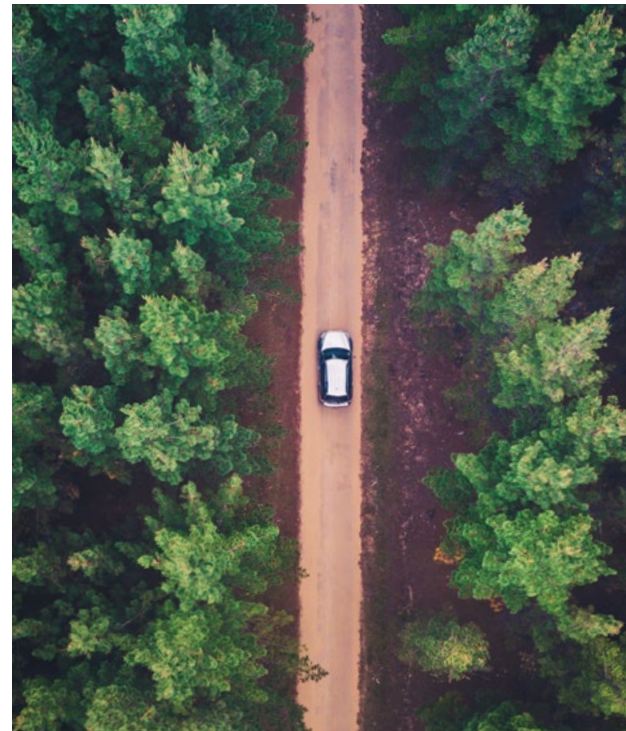
These bonds are built on trust and shared interest, and they help reinforce every relationship we hold, anywhere in the world.



# Brand DNA

## Brand pillars

Our purpose is underpinned by our brand pillars – four key ideas. They shape our story and keep us focused, relevant and honest.



### Sustainability

Leadership for the road ahead.

Ambitious strategies to ensure the long-term social, environmental and economic sustainability of the business.



### Culture

A place to believe and a reason to belong.

Supporting and empowering our people to become an effective force for good.



### Innovation

Imagine the future every day.

Boundless curiosity and open collaboration to remain relevant amid constant change.



### Reach

World-class assets for a global challenge.

Proven and diversified assets to deliver quality materials to every key market in the world.



# Brand DNA

## Brand personality

These attributes define what we want the brand to communicate, both visually and through messages and tone of voice.



### Innovative

Our curiosity is focused on outcomes.

We work together with our partners to find new solutions for pressing challenges.



### Caring

Together, we are at our best.

We believe in forging strong bonds with employees, customers and communities, so we can help them thrive.



### Passionate

We put heart and soul into everything that we do.

The stakes are higher than ever, and the road ahead will demand nothing short of our very best.



### Reliable

We keep our promises.

Our commitment to consistently deliver serves to reinforce our reputation as trusted and competent partners around the world.



### Ambitious

The sky is the limit.

We are brave and optimistic, always looking for new opportunities to advance our purpose.

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# Brand elements

# Our logo

Our *logo* is directly representative of our purpose and the connections we create to enable a brighter tomorrow. It positions us as a bold and purposeful organisation, distinguishing us amongst competitors and suppliers.

The logo is made up of two parts – our *symbol* and our *wordmark*. There are two combinations of our logo available, with horizontal and vertical lock-ups of our *symbol* and *wordmark*. Their usage principles are detailed on the following pages.

Our *logos* should never be redrawn or modified.

Our logo(s) and associated assets are available to download from the Allkem brand portal here:

[BRAND ASSETS →](#)



# Logo Usage

## Colour

1. Our *Primary logo* is created in electric violet and navy or white. To ensure legibility when used on top of photography, gradients and solid colours, alternative colour variations are available.

When it is not possible to reproduce our logo in our brand colours, we have one-colour versions. These are available in:

2. *Mono positive* (dark blue) for placing onto a light background, and *Mono negative* (white) for reversing out of a dark background.

We prefer our coloured logo as it will help us to build a recognisable brand. Therefore we only use one-colour versions in exceptional circumstances, such as when one-colour limitations are in place.

### 1. Primary positive



### 2. Mono positive



### 1. Primary negative



### 2. Mono negative



# Logo Usage

## Clear space

When using our logo, it is important to allow enough breathing space between it and other elements such as type, images or partner's logos to maintain our brand equity and impact.

3. A simple clear space formula has been created where 'X' is defined using the height of the letter 'A' from our *wordmark*. This minimum space must remain constant at all times.

## Minimum size

Our logo should not be reduced to sizes smaller than:

4. 75px wide for digital applications  
22mm wide for print applications

When the logo is required in smaller usage, the symbol should be used on its own and not reduced to sizes smaller than:

4. 15px wide for digital applications  
5mm for print applications



4. Primary logo



4. Symbol only



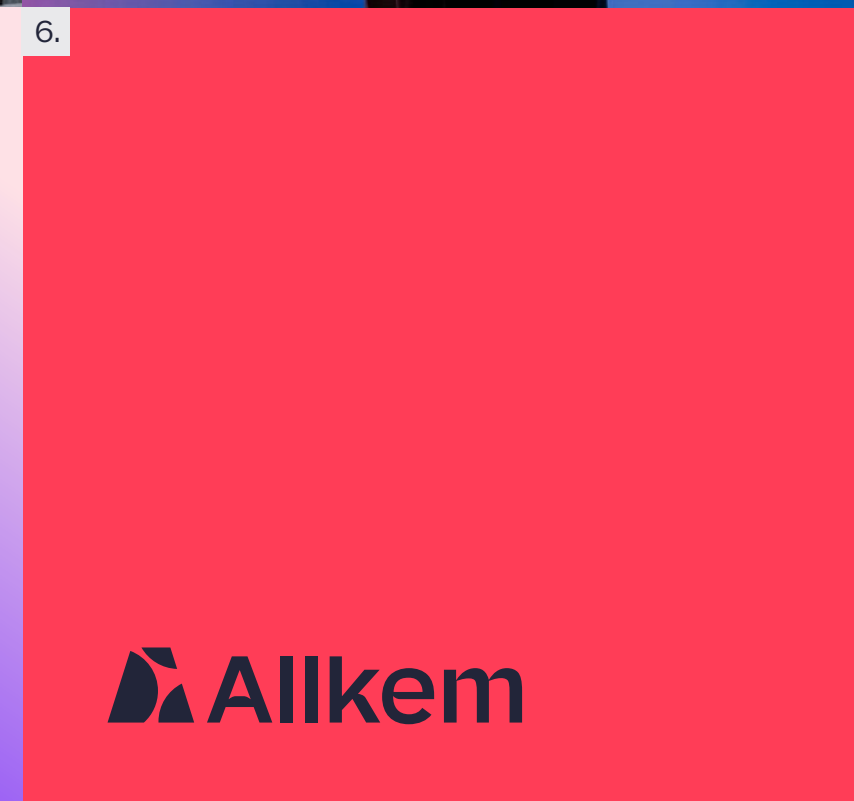
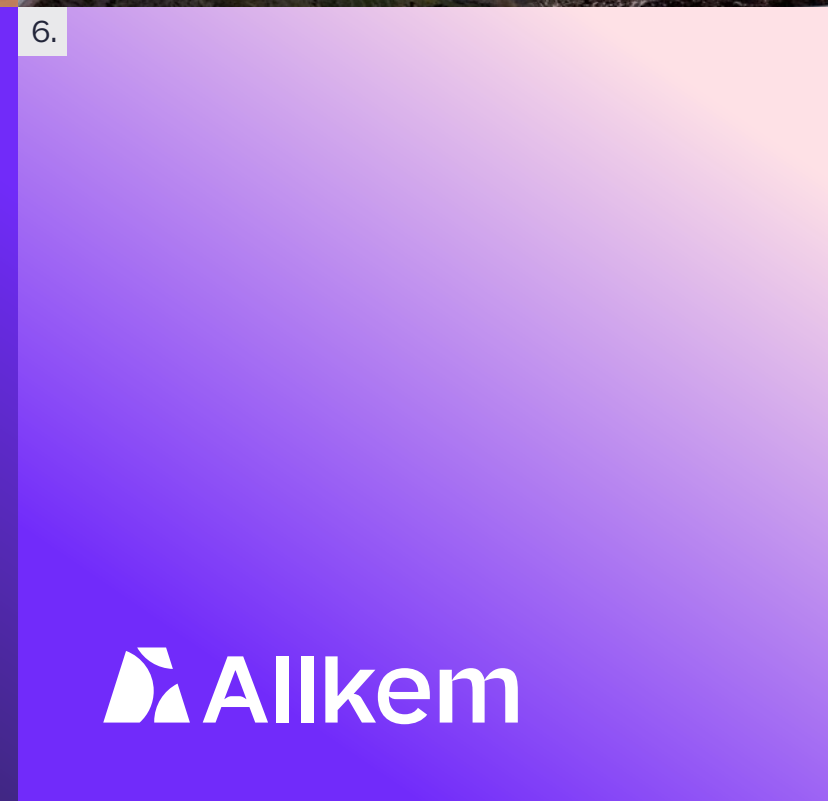
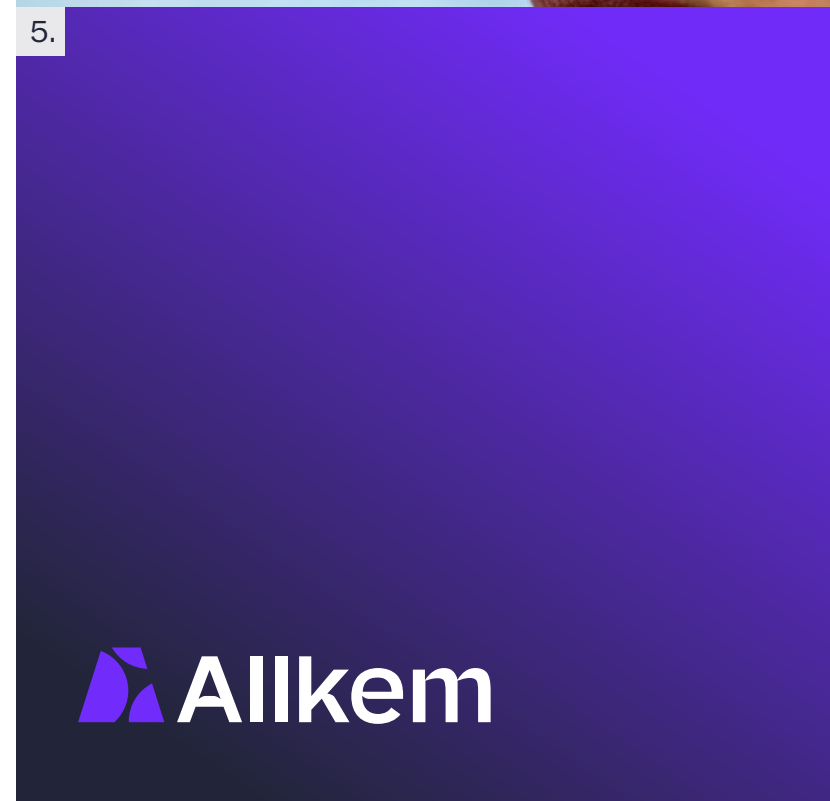
# Logo Usage

## Correct use of logo

To the right are some examples of the correct usage of our logo.

5. Wherever possible please ensure that our primary (preferred) logo, in positive or negative format, is placed upon a coloured background or image with sufficient colour contrast to maintain clarity.

6. If this is not possible, it is acceptable to use our secondary logo in positive or negative format to maintain contrast and clarity.



# Logo Stacked

For instances where we seek a bolder application of our brand, we use the stacked version of our logo.

7. The *stacked logo* has an altered relationship between our brand *symbol* and our *wordmark* to create more impact and immediacy of brand recognition.

The *stacked logo* can also be used when we do not have much horizontal space to work with, but still require prominent brand placement.

It is not the preferred application of our brand – please seek permission before using it.

7. Stacked positive



7. Stacked negative



7. Stacked mono positive



7. Stacked mono negative



# Tagline

Our *Tagline* 'Together we go further', is a direct manifestation of our brand concept. It references the connections we build with our people, customers, communities and partners to achieve positive outcomes for all.

It can be used for marketing purposes, as a message to create engagement with our audiences and convey our unique outlook and brand positioning.

- 8. Our *Tagline* is available in our brand assets package, in both positive and negative format. It should not be altered or recreated.

8.

**Together  
we go further**



# Tagline

## Logo lock-up

We have created versions of our logo in combination with our tagline, in positive and negative, full-colour and one-colour variations.

9. Horizontal

10. Stacked

These lock-up's should not be altered or recreated.

### Minimum size and clear space

Please observe our *primary logo* usage, clear space and minimum size requirements detailed on previous pages.

9.



10.



# Sub-brands Architecture

We have established a flexible brand architecture system, to accommodate operational autonomy and preserve established equity with customers, communities and employees for each operational asset.

Our new brand architecture creates a consistent suite of *sub-brands* that benefit from the endorsement and brand equity of the *Allkem Master Brand Identity*.



Allkem *Master Brand* logo



Operational asset *Sub-brands* logos

# Sub-brands

## Logos

Sub-brand logos for each current operational asset are available in colour and mono format in our sub-brand asset pack available for download below.

In the instance that a new operational sub-brand needs to be created, this should be coordinated with the Group Marketing Function. In no instance should a sub-brand be altered or created without first seeking approval from Group Marketing.

[SUB-BRAND ASSETS →](#)



# Sub-brands

## Logo usage

### Clear space

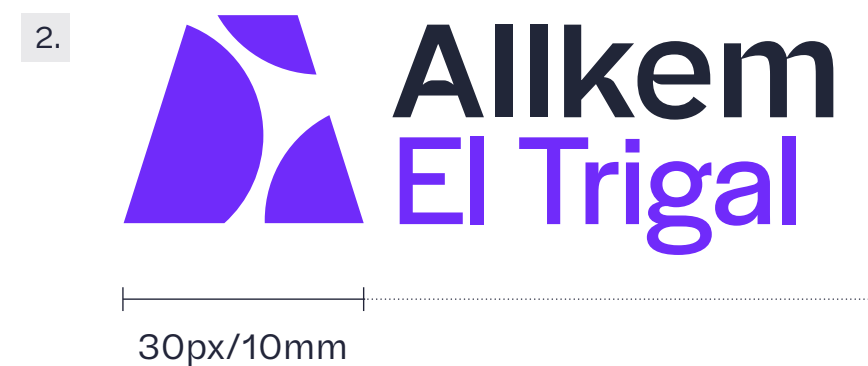
When using a sub-brand logo, it is important to allow enough breathing space between it and other elements such as type, images or partner's logos, to maintain our brand equity and impact.

1. A simple clear space formula has been created where 'X' is defined using the height of our brand symbol. This minimum space must remain constant at all times.

### Minimum size

Our sub-brand logos should not be reduced to sizes smaller than:

2. 30px / 10mm width of the Allkem symbol in the sub-brand lock-up.



# Typography

For all brand and marketing communications, we use our corporate brand font **Halyard**.

We have selected Halyard because of its unique characteristics that mirror the shapes in our logo.

It is a distinctive font with a broad functional range of uses, making it work particularly well at very large and small sizes, each one amplifying its functional capability and aesthetic appeal.

Together New world  
Create opportunity  
r growth **Together**  
Brighter tomorrow  
ether Foster growth  
New world Brighter

**Together**

we go further.

**A b c**

**1 2 3**

# Typography Application

**Halyard** is available in a variety of weights and styles, please see font usage table below.

## Headlines & titles

### **Halyard Micro**

- Medium
- Book

Halyard Micro has been designed to work well at very small sizes, however we are using it as a headline font and therefore the font tracking should be adjusted to -60.

## Body copy

### **Halyard text**

- Medium / Medium Italic
- Book / Book Italic
- Light / Light Italic

Fonts can be activated or licensed here:

# Together we go further.

## We foster connections to help the world build a brighter tomorrow.

The world is on the verge of a transformation that will define our future on this planet. In this transition to a low-carbon economy, we all have a part to play.

Through transformation, creation and combination, we provide the materials to make the future possible.

At the centre of this endeavour are our people, and the connections we build with customers, communities and partners to help them thrive.

The connections that we create with employees, customers, communities and shareholders enable us to deliver on our promise.

These bonds are built on trust and shared interest, and they help reinforce every relationship we hold, anywhere in the world.

Headlines & titles  
**Halyard Micro**

Body copy  
**Halyard Text**

# Typography Internal

**Calibri** is used for all internally produced editable Microsoft PowerPoint and Word document templates.

## Headlines & large titles

---

- Calibri Bold / Bold Italic
- Calibri Regular / Regular Italic

## Body copy

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- Calibri Bold / Bold Italic
- Calibri Regular / Regular Italic
- Calibri Light / Light Italic

Calibri is a universal font that is commonly available on most platforms and operating systems.

# Together we go further.

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Headlines & titles

**Calibri Bold**  
**Calibri Regular**

Body copy

**Calibri Bold**  
**Calibri Regular**  
**Calibri Light**

# Our colours

Our colour palette helps to define our unique aesthetic and represents a confident and contemporary business.

Our colours have been chosen for their luminous quality in the digital world, positioning us a company at the forefront of innovation enabling human progress and advancing possibility.

**Navy**  
**PMS** 2380  
**CMYK** 98,60,33,45  
**RGB** 34, 37, 57  
**Hex** #222539

**Electric Violet**  
**PMS** 2097  
**CMYK** 65,67,0,0  
**RGB** 113, 43, 250  
**Hex** #712bfa

**Pale Grey**  
**PMS** Cool Grey 1  
**CMYK** 8,6,4,0  
**RGB** 233, 233, 235  
**Hex** #E9E9EB

**White**  
**CMYK** 0,0,0,0  
**RGB** 255, 255, 255  
**Hex** #ffffff

**Coral**  
**PMS** 1785  
**CMYK** 1,94,8,0  
**RGB** 255, 61, 87  
**Hex** #ff3d57

**Pale Pink**  
**PMS** 1895  
**CMYK** 1,20,0,0  
**RGB** 255, 226, 230  
**Hex** #ffe2e6



# Our colours

## Gradients

We have selected complementary colours from our palette, to create graduated tonal shades that work well as both dark and light backgrounds.

Our gradients transition from dark to light in a positive upward trajectory, representing optimism and natural light sources.

Do not blend between colours that have not been approved and are not shown on this page.

Gradient dark

Electric Violet 

Gradient angle 45°

 Navy

Gradient light

Pale pink 

Gradient angle 45°

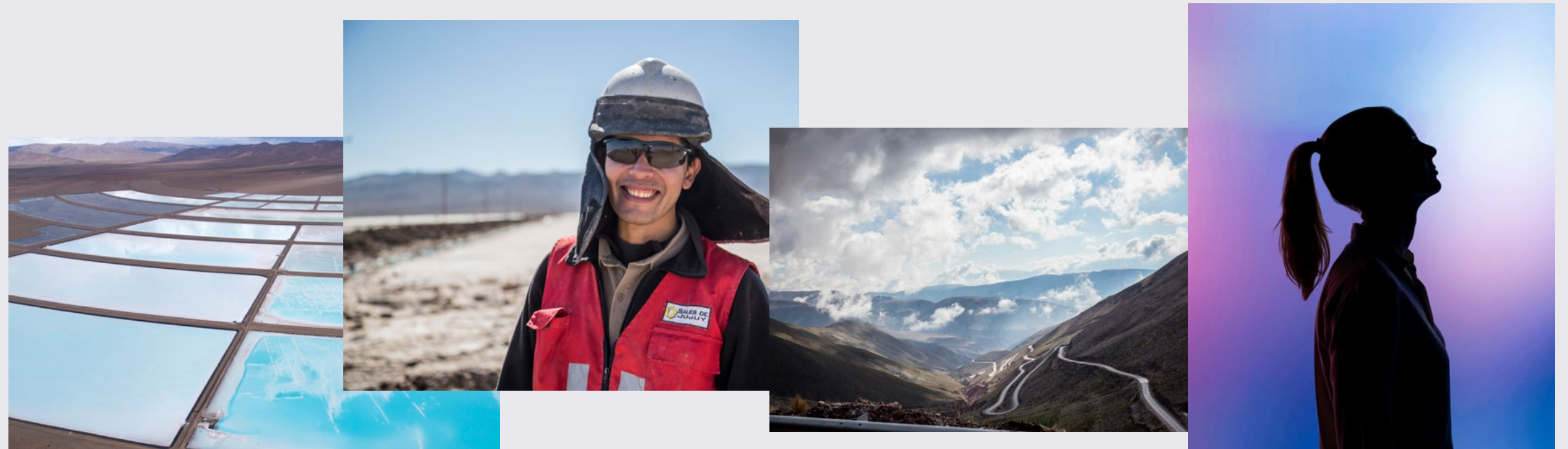
 Electric violet

# Photography

We use photography to tell our story of human endeavour and ingenuity, and to help us enable a brighter future. Our subject matter is driven by this concept: a symbiosis of people, planet and progress that make this vision possible.

Imagery can be used to illustrate any of these themes independently, or in combination to suit your message or medium.

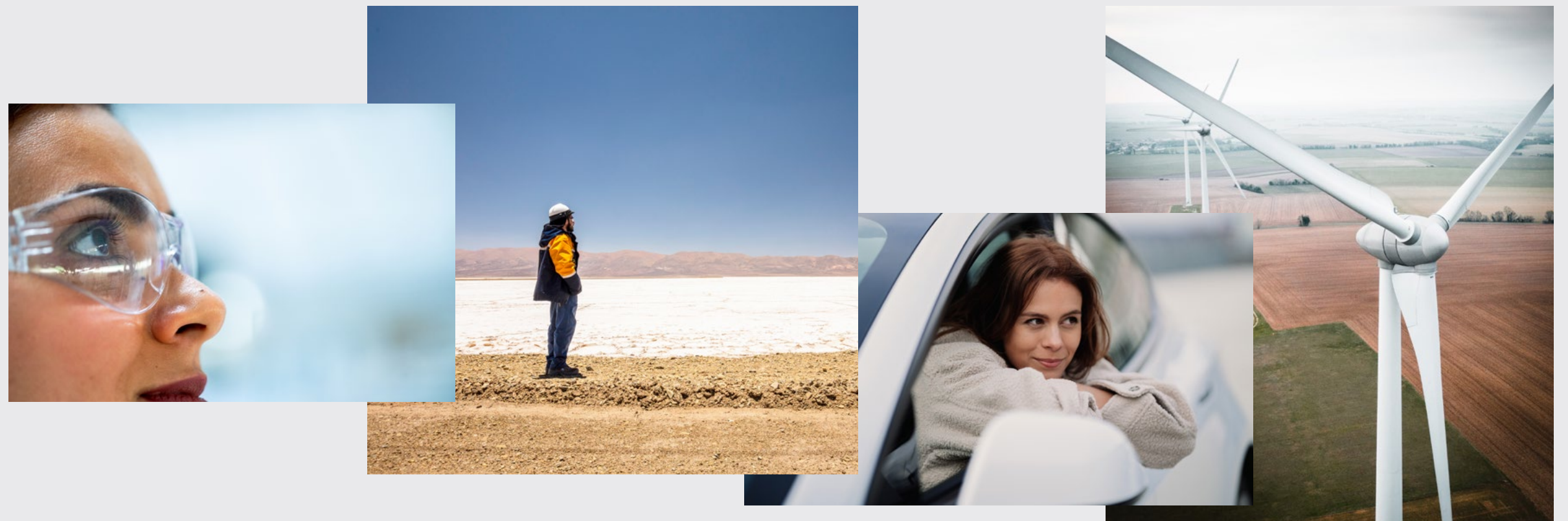
Content can range from our own assets and employees, to the end usage of our products and their application.



People

Planet

Progress



# Photography Principles

Below are a series of photographic principles that will aid the selection and direction of Allkem photography.

## 1. Relevant

Our images are always relevant to our audience and our messages. Imagery should convey meaning to get the attention of our stakeholders.

## 2. Contemporary

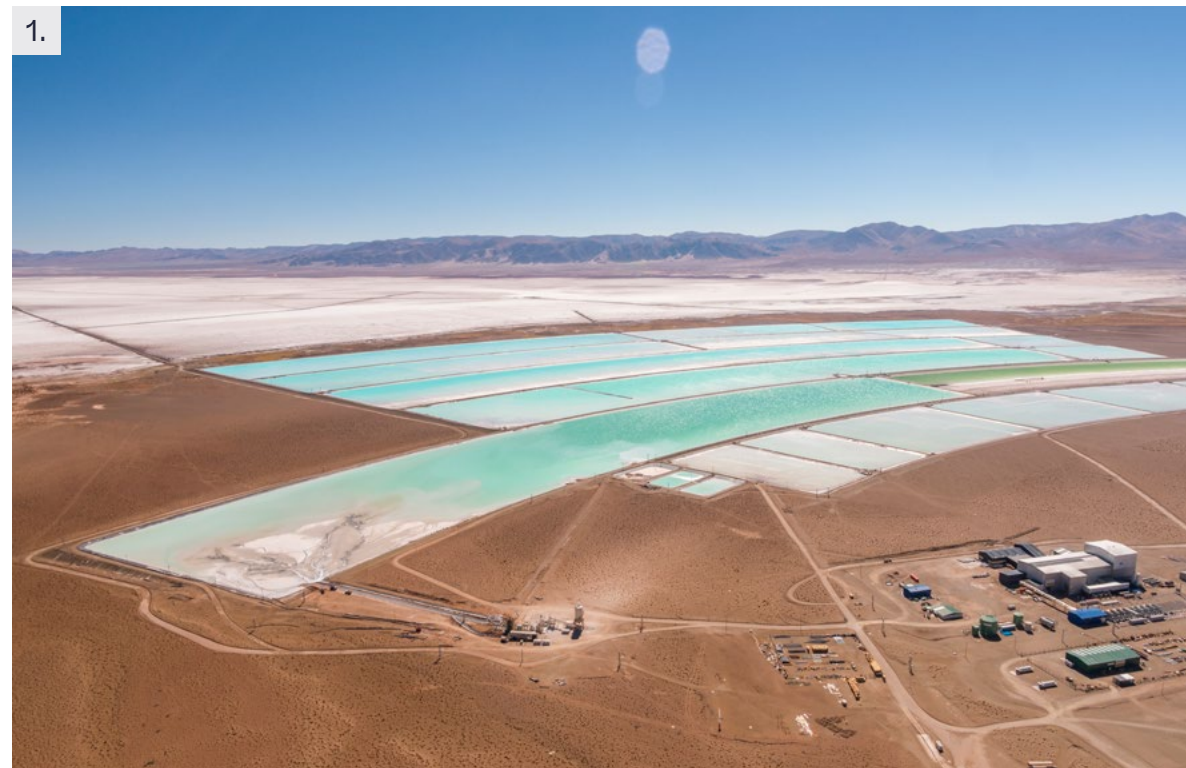
Our images are unique, fresh and contemporary. Always in bright colour, with high contrast and clarity to inspire our audiences.

## 3. Authentic

Wherever possible, we use professionally shot imagery of our people and our operations, to establish trust and inspire confidence.

## 4. Aspirational

Our images should represent the unbounded possibilities we enable. Through our images we reflect our positive outlook on the future.



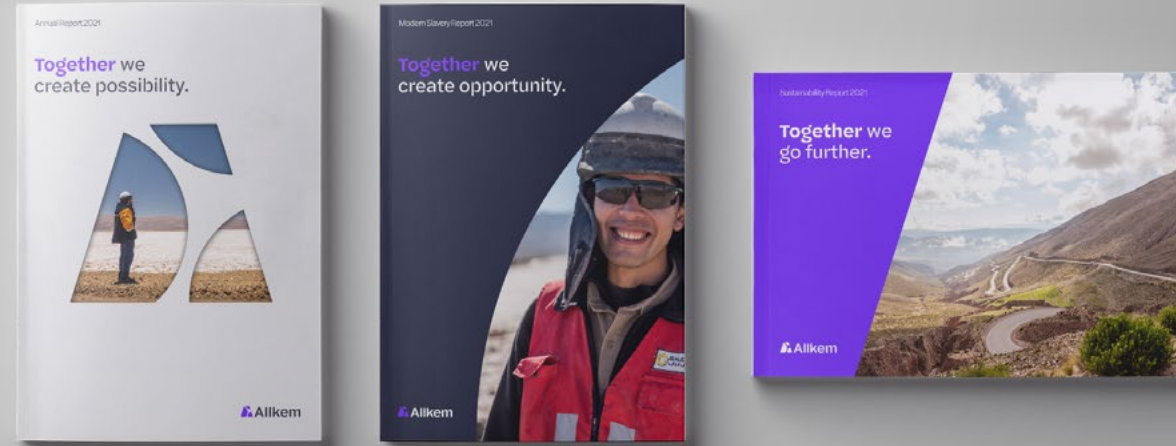
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# Brand application

# Brand application Overview

The Allkem brand has been designed to be flexible in application, enabling us to communicate with different audiences across various touchpoints in unique and interesting ways.



# Brand application Overview

Each application of our brand is a celebration of what makes Allkem unique: our people, our assets and our ambition to build a brighter future.

The following pages provide guidance on the various ways that we can use our brand to build awareness, preference and advocacy with our stakeholders.

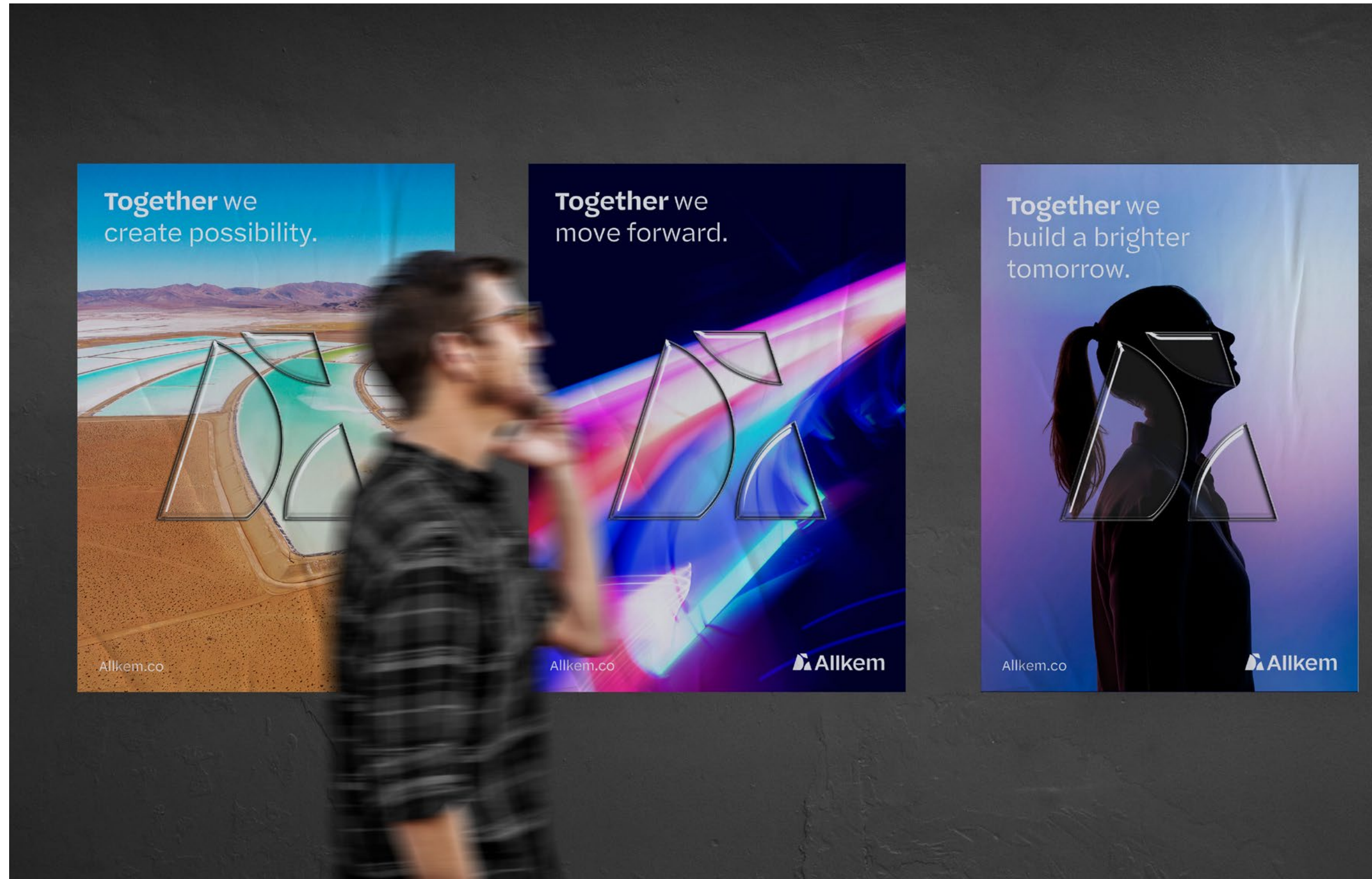


# Brand application

## Glass Bézier Window

We can use our brand as a lens to highlight and amplify content. This method is used primarily for high-impact applications such as advertising or branded video content.

This effect is reserved for professionally created marketing and communications, and can only be created with professional creative software such as Adobe After Effects, InDesign or Illustrator.



# Brand application

## Glass Bézier Window

Replicating this effect in application, requires the use of two of our brand elements in combination – our *Brand Symbol* and our *Glass Bézier Window*. Both of these elements are available in our brand artwork package.

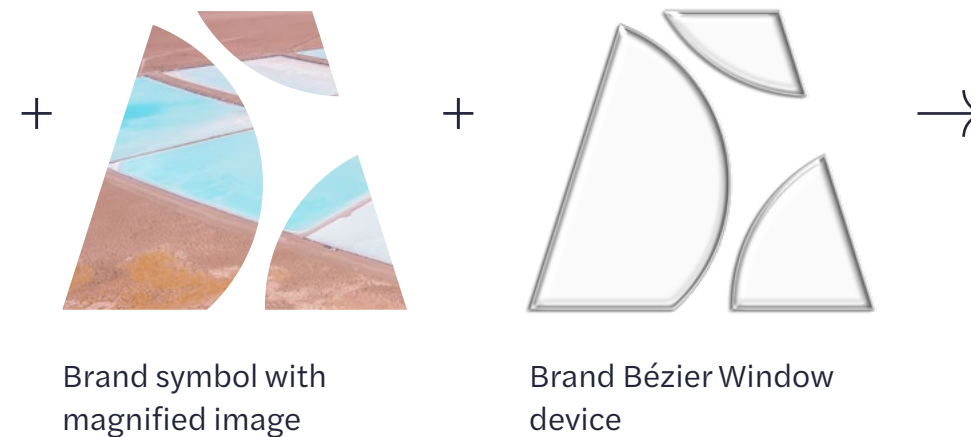
Follow these steps to replicate this effect.



Image to fill layout

### Step 1

Begin with an appropriate image that conveys your intended message or mood.



Brand symbol with magnified image

Brand Bézier Window device

### Step 2

Align the brand symbol centrally to your layout, then copy and paste your image into the symbol at **+15% magnification**. Next paste the Glass Bézier Window device on top of your magnified image with the same scale and alignment.



### Step 3

Combine the composition with other brand elements to complete your layout.

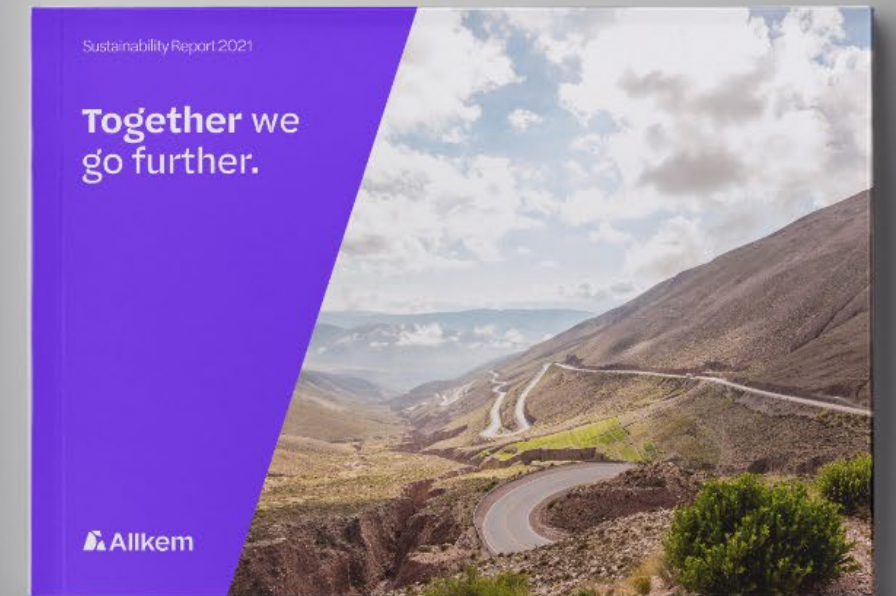
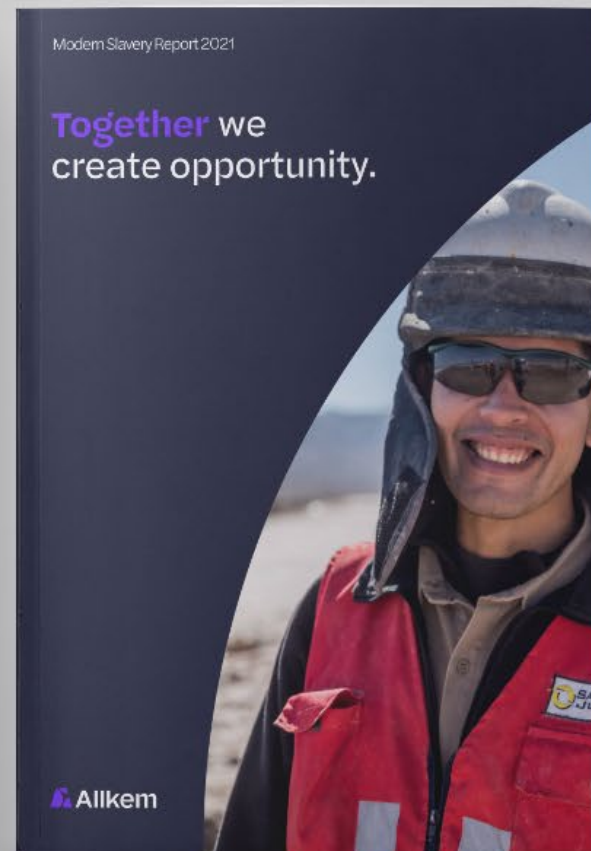
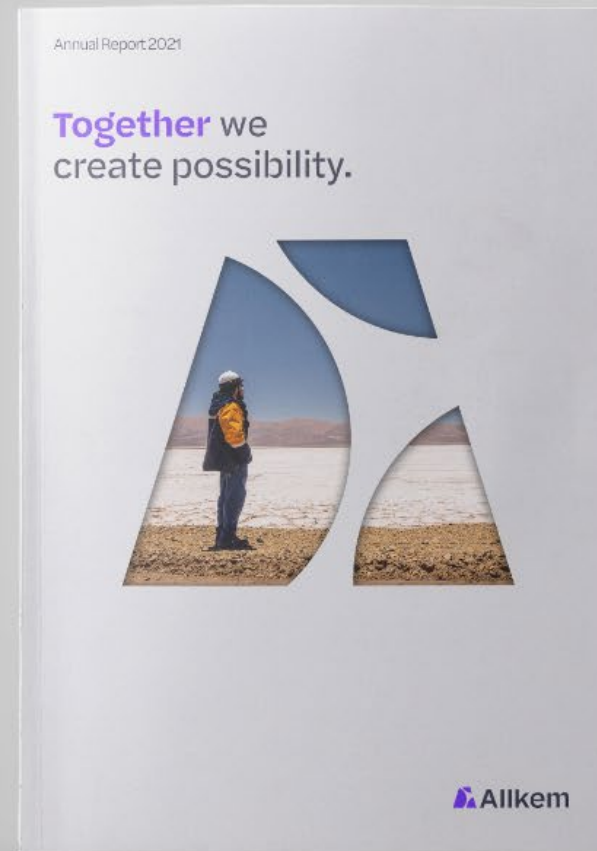


# Brand application

## Branded container

We can use the shapes in our *Brand Symbol* as a holding device. This method can be used to combine multiple images in a singular composition, representing our inclusive approach and the symbiotic relationship between our people, our assets and our ambition to build a brighter future.

This application of our brand is highly flexible and can be used in a variety of ways, as demonstrated.

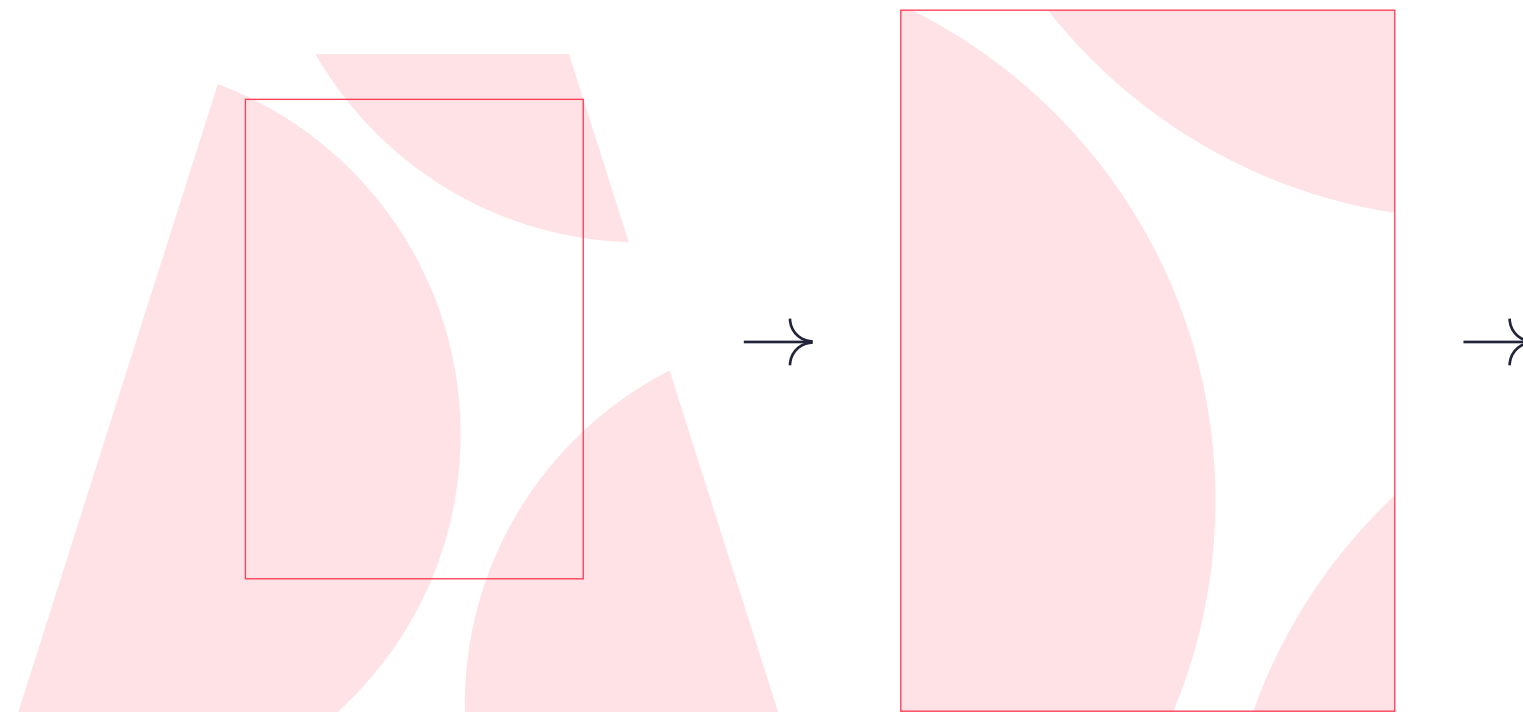


# Brand application

## Branded container

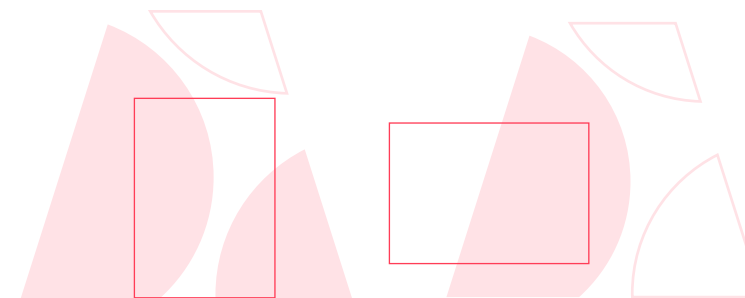
In application the branded container is easy to implement and requires the use of our *brand symbol* which is available in our brand pack.

Follow these steps to replicate this method.



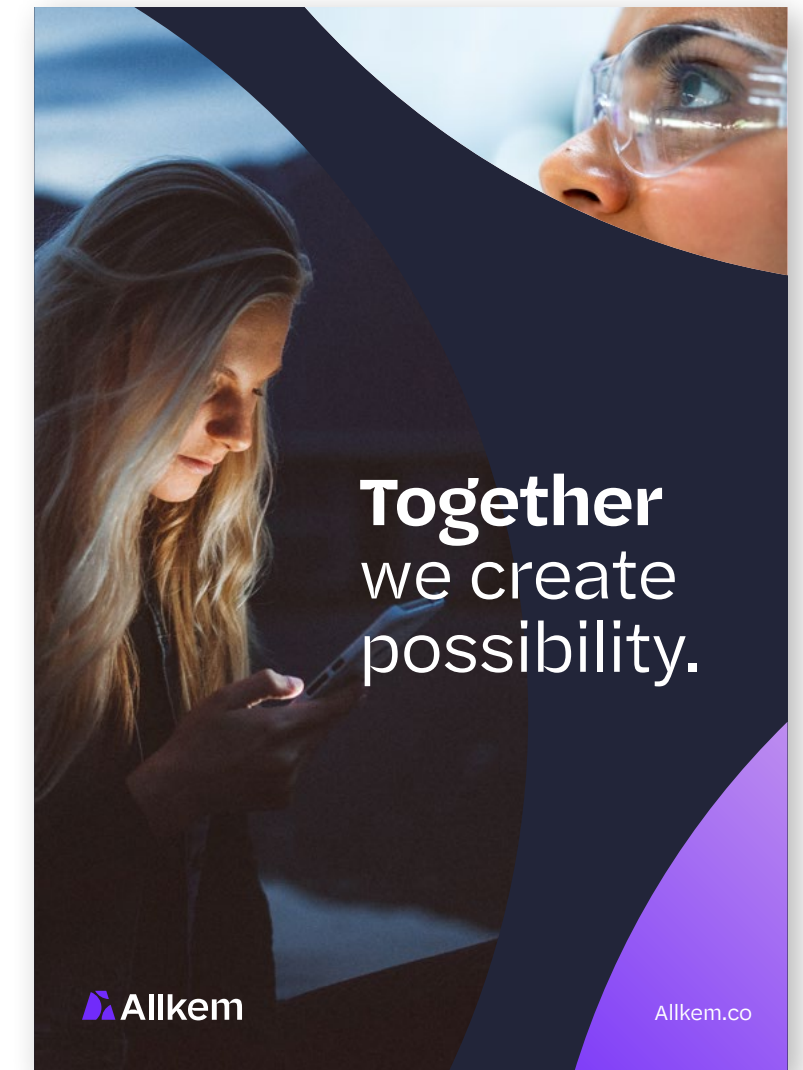
### Step 1

Position the logo as a place holder, adjusting scale and placement to suit the usage intent and layout. Do not rotate or flip the symbol, however it is acceptable to remove sections to simplify the layout if required.



### Step 2

Fill the shapes of the logo with colour or image(s), and combine with other brand elements to complete the composition.



Last updated:  
16th November 2021

## Thank you

For all enquiries please contact:

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