

Graphic Standards Guide



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A word from the President and CEO

1.1

We are all building a remarkable business together. Our revolutionary technology and expertise are a key part of what sets us apart as Enerkem. These graphic standards attest our resolve to ensure that our brand image is respected.

The strict application of the Enerkem logo's graphic standards is a responsibility shared not only by all company personnel but also by all outside contributors.

By rigorously applying stated visual guidelines, you will be helping us produce high-quality material and fostering the maintenance and recognition of our brand image.

I will be counting on your cooperation and vigilance in ensuring that our brand image is consistently used in accordance with the rules outlined in this guide.

Vincent Chornet

The logo

This graphic standards guide sets out the rules for using the brand identifying Enerkem and its affiliates such as to ensure the consistency and uniformity of our brand image.

Enerkem means the chemistry of energy and is formed from the combination of the words “Energy” and “Kemestrie” (referring to chemistry), a reference to the name of the company at the origin of Enerkem’s founding.

The Enerkem logo reflects the company’s attributes: innovation, leadership, clean technology, sustainable development, ingenuity, efficiency and entrepreneurship.

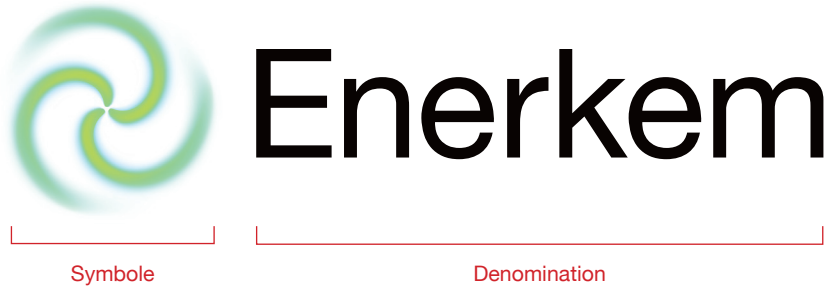
The spiral references not only movement but also the synthesis gas that lies at the core of our technology. The logo’s colours attest the environmental concerns that are Enerkem’s *raison d’être*: producing a clean and renewable energy source, and reducing landfill volumes.

Should you have any questions regarding the use of the logo, please contact Annie Paré, Director of Communications, at 514-875-0284, extension 251.



The logo and its component parts

The Enerkem logo comprises two visual elements, the symbol (cyclonic in shape) and the denomination of Enerkem and/or its subsidiaries. Both of these items are an integral part of the logo and are never to be separated, re-designed or modified. The proportions of the component parts are not to be changed either, unless otherwise permitted by Enerkem.



The logo and its colours

The logo's colours are unchangeable. They are meant to reflect Enerkem's environmental involvement and reinforce the logo's brand awareness. The logo must always be reproduced in its official colours. The black-and-white version is intended solely for reproduction of internal forms and faxes, or for some ad copy.

For printed reproductions, the use of the logo in four-colour printing (CMYK) is to be prioritized for all applications. The Pantone* colour system is the official reference for specific uses. For PowerPoint or video presentations, the reference is the RGB colour model.



Always give preference to the CMYK model for the logo.

References :

C 53, M 0, Y 96, K 0

Pantone* 376 C - Black

R 122, G 184, B 0



* Pantone™ is a trademark of Pantone, Inc.

Using the logo on a colour background

The preferred way of highlighting our brand is on a white background. If the logo is to be applied in colour or in black and white on a colour background (as on a photo or shaded background), a very pale background is recommended, as this provides sufficient contrast with the symbol's colour and gradient.

If the logo needs to be used on a dark background, there must always be sufficient contrast between the green of the symbol and the background.

The solid version of the logo (page 1.6) makes it easier to use on a dark colour background, so this is the recommended version of the logo in the case of colour backgrounds.

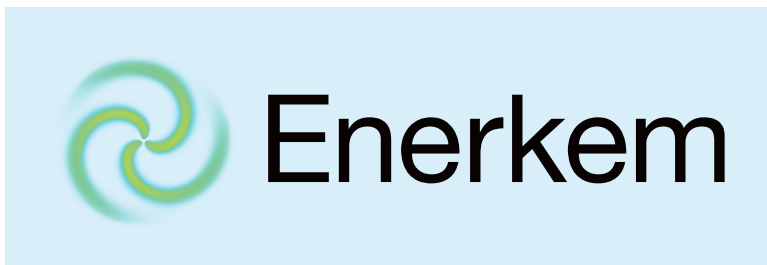
For any use of the logo other than on a white or black background, please contact the Enerkem Communications Department for authorization.



Logo on white background recommended



Colour logo on black background



Colour logo on pale background only

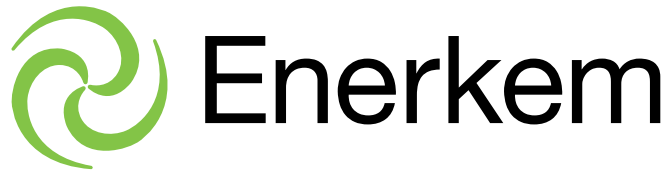
The solid version of the logo

1.6

A solid version of the logo (without gradient) has been developed for specific uses. This version is limited to applications of the logo that are very small in size, on colour backgrounds, or on promotional items where the use of half-tones (or a colour gradient) is impossible, as in engravings, embossing or embroidery.

The solid logo is also the official version to be used on all outdoor signage.

For any use of the solid version, please contact Enerkem's Communications Department for authorization.



Solid logo



Solid logo on colour background



Solid logo in black and white



Solid logo on colour background

The logo and its derivatives

Different versions of the Enerkem logo have been adapted for subsidiaries by adding the full name (denomination) of the subsidiary under the logo. All of these items form an integral part of subsidiaries' logos and are never to be separated or modified. The proportions are not to be changed either, unless otherwise permitted by Enerkem.

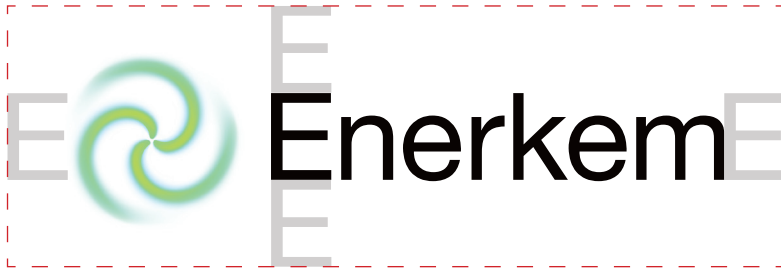
The stated rules for using the Enerkem logo apply to any and all derivative brands in terms of form, composition, colours and possible variations.



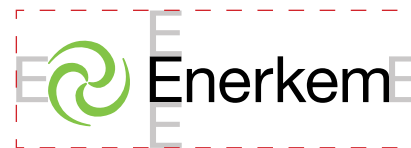
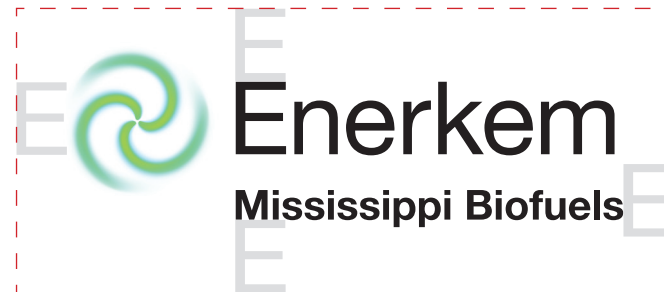
The minimum protection zone

The logos must always be protected by a minimum space all around so they stand out clearly without competing in any way with other visuals such as illustrations, shading, lines, text or photos.

This standard applies to all applications of the various logos, whether they appear on white or colour backgrounds.



The minimum space requirement is equivalent to the capital letter "E" of Energkem. This space surrounds the entire logo (including the subsidiary name) and forms a protection zone, represented here by the red dashed line.

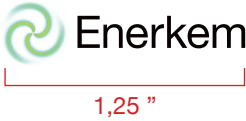


The logo's copy format

For reasons of uniformity and consistency, the recommendation is to use the same size of logo throughout documents of a same size.

In order to ensure optimal reproduction of the logo and, more particularly, clear legibility of subsidiary names, the minimum logo size permitted is 1.25 inches across.

In cases where the logo needs to be smaller than 1.25 inches across, the solid version of the logo must be used.



Typefaces

1.10

Typographical standards are a major factor in conveying a consistent, distinctive brand image. To guarantee the uniformity of documents and printed material, the Helvetica Neue font has been selected as Enerkem's official typeface.

For all of the company's publications, wherever the logo is used, this typeface family is recommended to go with it. The Helvetica Neue light or normal font is to be used for the body of the text, with Helvetica Neue bold being reserved for titles. In cases where Helvetica Neue is not available, the Arial typeface is recommended.

Helvetica Neue light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Neue gras

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Stationery

2.1

The look of our various items is an important way for us to convey a brand image that is consistently uniform. In accordance with our environmental concern, the paper used in all stationery in use by Enerkem and its subsidiaries must be made from recycled fibres (as per FSC definitions).

The graphic layout template rests on the following principle for most items of stationery: the address or the text block must be vertically aligned with the capital letter “E” of Enerkem, which always leaves the cyclone part of the symbol clear and distinct.

Business cards for Quebec

Business cards for Quebec-based employees must be printed in French on the front face and in English on the back.

Format: 3.5” x 2”

Paper: Enviro 100, 400M

Helvetica Neue medium 9/10
Helvetica Neue light 8/8,5
Helvetica Neue medium 8/8,5
Helvetica Neue light 7/7,5
Helvetica Neue medium 7/7,5



Front

Business cards for Quebec: front of card in French and back in English.



Back

Stationery

2.1.1

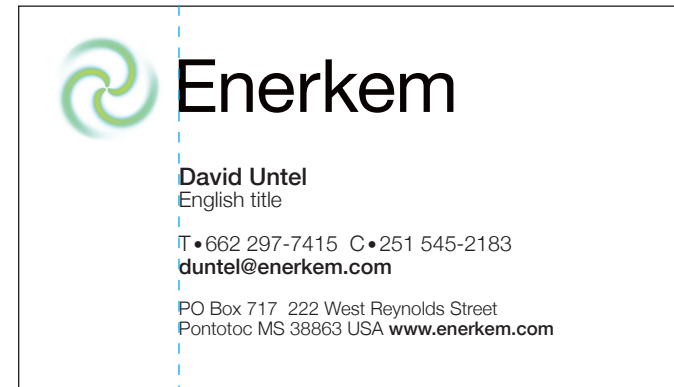
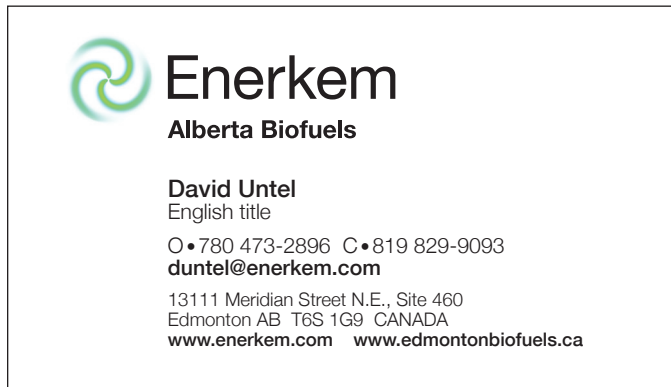
Business cards outside Quebec

Business cards for most employees based outside Quebec and associated with an Enerkem subsidiary are printed on the front only and bear the subsidiary's logo. As warranted, certain cards can be printed front and back.

U.S.-based employees reporting directly to head office will have their business cards printed in the front-and-back format. The back face will carry all of the information relating to Montreal head office.

Format: 3.5" x 2"

Paper: Enviro 100, 400M



Front



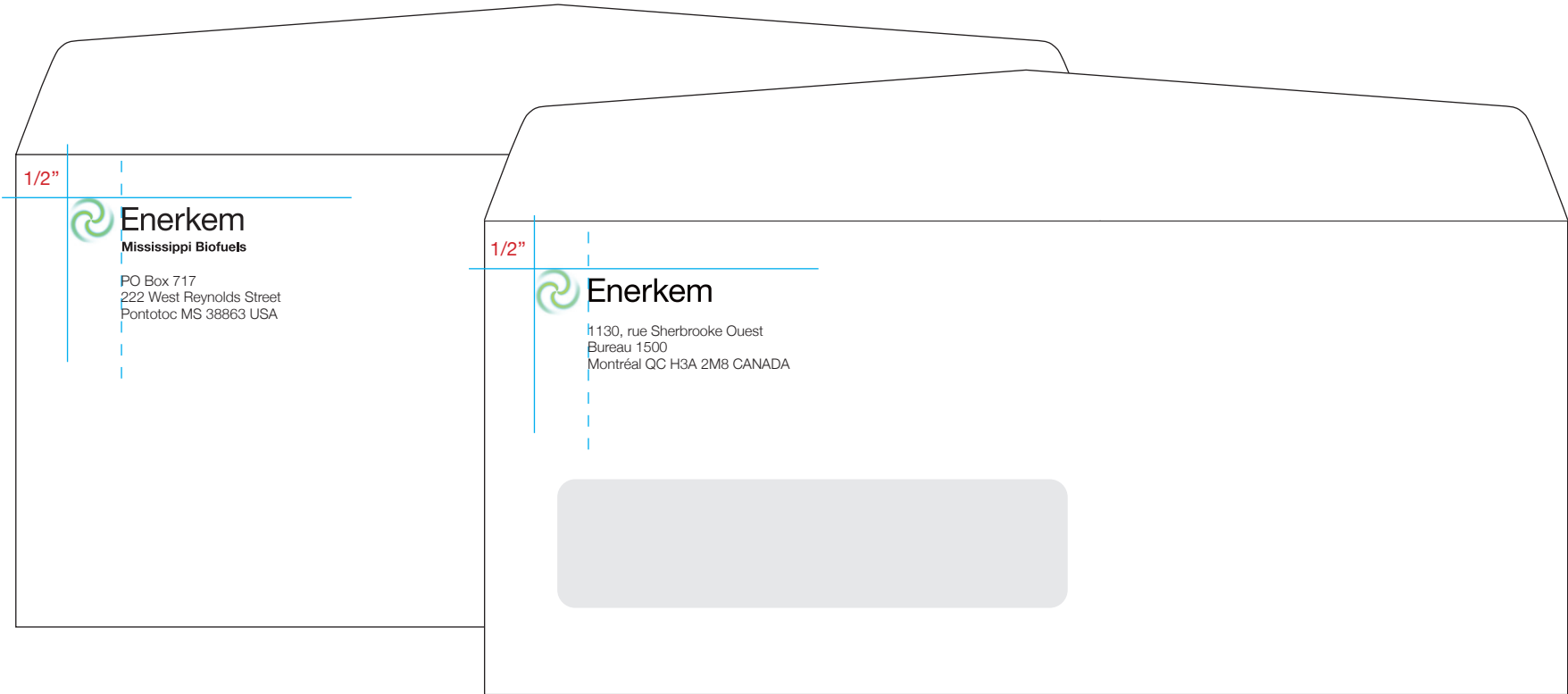
Back

Business cards for employees based outside Quebec but reporting to head office
Front: address of the office outside Quebec
Back: head office address

Stationery

No. 10 envelope with or without window

Vertical alignment of the address with the capital letter “E” of Enerkem, which always leaves the cyclone part of the symbol clear.



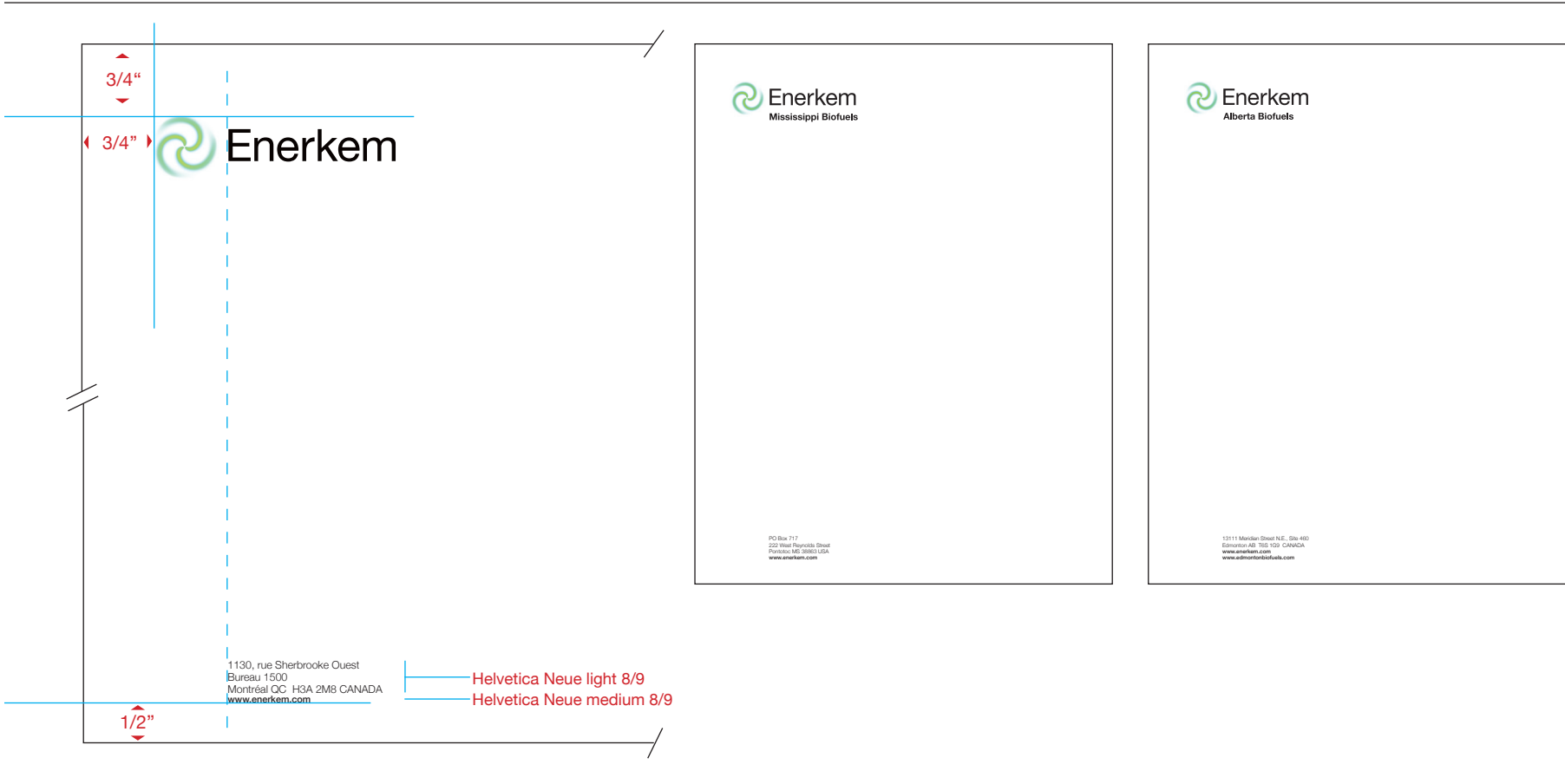
Stationery

Letterhead

The address block is at the bottom of the letterhead, vertically aligned with the capital “E” of Enerkem.

Format: 8.5” x 11”

Paper: Enviro 100, 120M

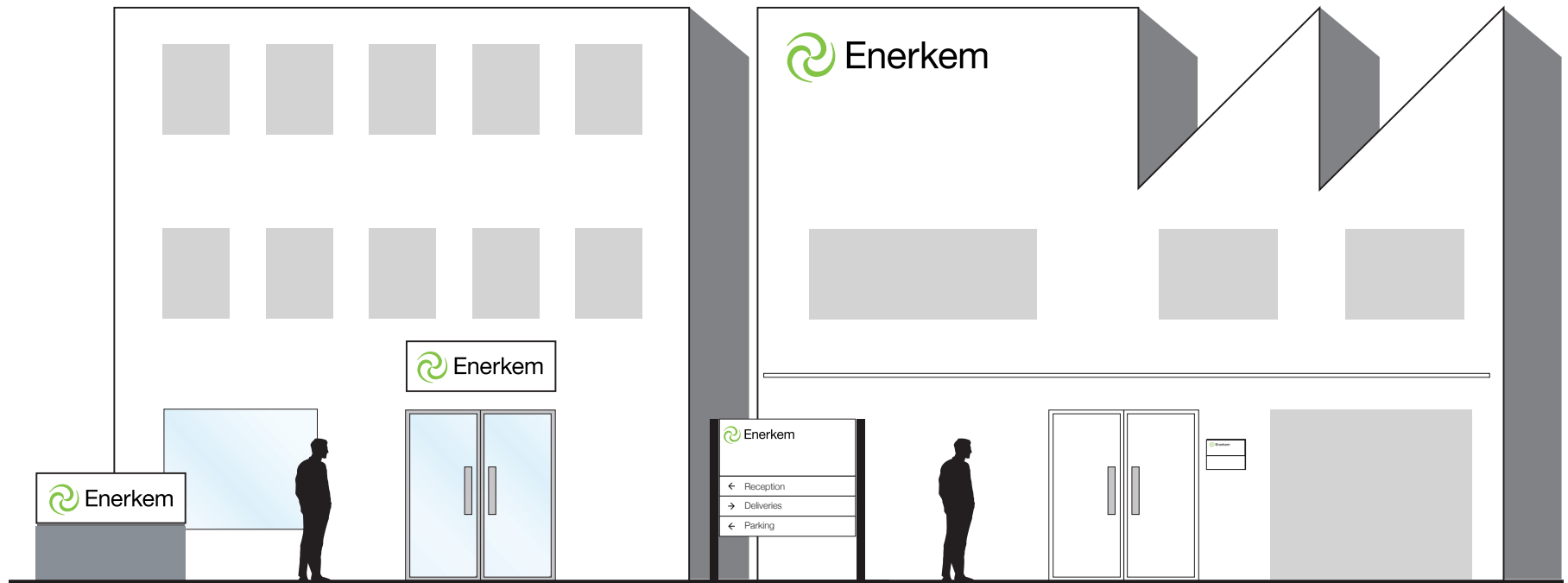


Outdoor and indoor identification

Enerkem's Communications department has developed standard models with materials and structures specific to each different type of indoor or outdoor application: wall signage, signs for our facilities, direction signs and identification signs for offices.

Note that the solid version of the logo is the only version used for all outdoor signage. The indoor version may vary, depending on the substrate used.

Please contact the Communications Department regarding any design or production of signage items.



Vehicles and promotional items

2.3

The solid version of the logo is the only one used for identifying vehicles and promotional items. White is therefore the preferred colour for all fleet vehicles, as this will ensure a consistently uniform brand image. The logo's component parts (i.e. the symbol and the denomination) are not to be inverted, separated or modified, regardless of where they are found on the vehicle.

On promotional items, the logo will be applied in compliance with the standards listed in this guide. A number of visual quality principles apply in the identification of promotional items. The logo must be used on quality products only and represented in a tasteful and reserved manner.

Please contact the Communications Department regarding any use of the logo on vehicles or promotional items.

