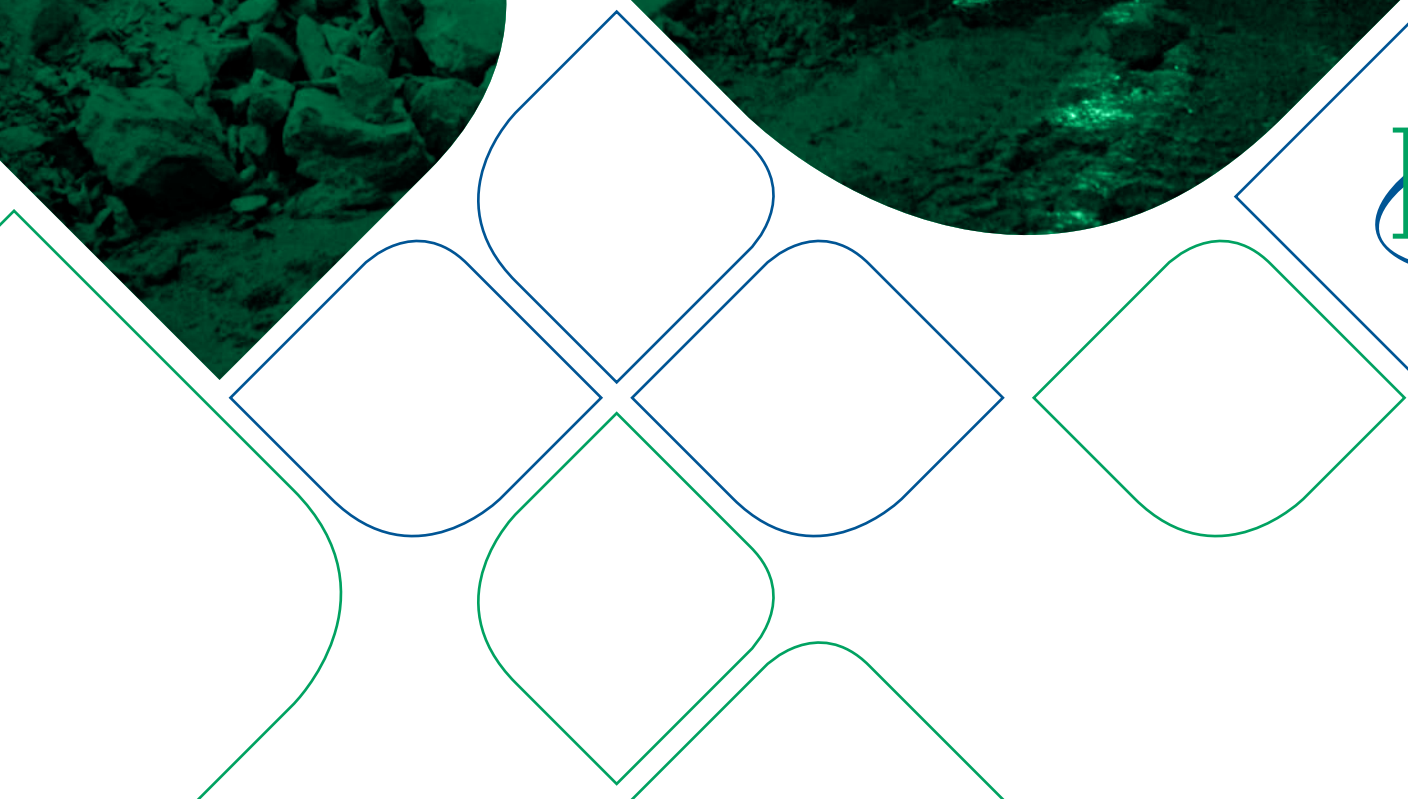


VISUAL IDENTITY GUIDELINES



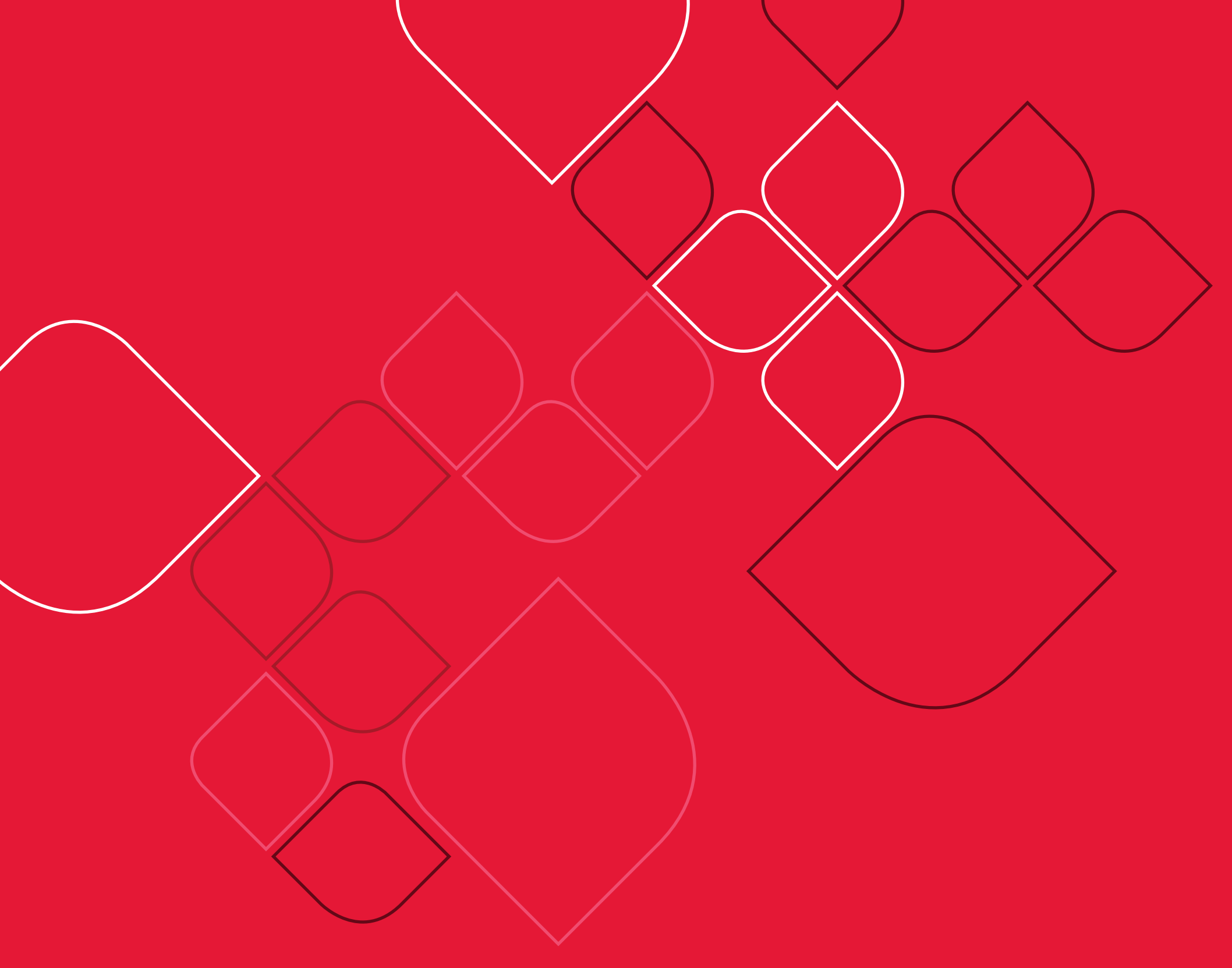


IMIFABI
VISUAL IDENTITY GUIDELINES

INTRODUCTION



The following visual identity manual aims to convey the same brand identity to the stakeholders. The right application of the guidelines listed hereafter will provide brand equity protection and related value, complying with the corporate communications strategy.



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tune in **to innovation**



IMIFABI
VISUAL IDENTITY GUIDELINES



WHO WE ARE



IMIFABI

IMIFABI is a leading mining and minerals company, specialising in the production of talc. On a global scale, **IMIFABI** offers a wide range of high quality products at competitive prices. Established in the 1950's, in Valmalenco (SO) Italy, **IMIFABI** has expanded over the last two decades, thanks to its strategic choices aimed at developing a policy of growth and investment. **IMIFABI**'s operating network produces and distributes high quality industrial talc products; and provides a comprehensive and reliable service, doing business with a range of customers in different industries - including plastic, paper, paints and fillers, animal feed, building coatings, ceramics, pharmaceuticals and more. The company's success stems from its commitment to sustainable value creation, its strategic investment policy and its culture of providing innovative industrial solutions for its customers.

AMERICAS

IMI Fabi LLC | Benwood WV, USA
 IMI Fabi LLC | Diana, NY, USA
 IMI Fabi Brasil | Brumado, BA, Brazil
 IMI Fabi Brasil | Sales and Marketing office, São Paulo, Brazil

EUROPE

IMI Fabi Spa | Postalesio (SO), Italy
 IMI Fabi Sardegna Srl | Orani (NU), Italy
 IMI Fabi Belgium | Uikhoven, Belgium

ASIA PACIFIC

AIHAI IMI Minerals Co. Ltd | Haicheng, China
 IMI Fabi Asia | Sales and Marketing office, Singapore
 IMI Fabi Australia Pty. Ltd | Mount Seabrook, Australia
 IMI Omar PTV. Ltd | Karachi, Pakistan



BRAND HISTORY



- 1950** **IMIFABI's** establishment and first mining lease acquisition in Valmalenco.
 - 1992** Industria Chimico-Mineraria Valmalenco acquisition.
 - 1993** Unitalc S.p.A. acquisition.
 - 1996** **IMIFABI Australia's** establishment and 50% Mount Seabrook mining lease acquisition.
 - 1998** **IMIFABI** from Limited Liability Company becomes a Limited Company.
 - 2001** **IMIFABI LLC's** establishment in Benwood and Diana plant acquisition in the USA.
 - 2003** Sales & Marketing office opens in Singapore.
 - 2006** **AIHAI IMI MINERALS CO. LTD** joint venture in China.
 - 2008** **IMIFABI Sardegna S.r.l.'s** establishment together with Sa' Matta and Su' Venosu mining leases and Monte Nieddu plant acquisition in Italy.
 - 2011** 100% acquisition of Mount Seabrook mining lease in Australia.
 - 2012** **IMI OMAR PVT. Ltd.** Joint venture in Pakistan.
 - 2016** IMI Fabi Brasil Participações LTDA's establishment.
 - 2016** IMI Fabi Brumado Talc S.A. acquisition.
 - 2017** Sibelco Uikhoven (MBU) acquisition.
 - 2017** Sales & Marketing office opens in Sao Paulo.
- TODAY** *The IMI Fabi brand is a strong and cohesive presence worldwide, and a symbol of quality and professionalism in many different markets. The brand's main asset is innovation.*



2.3

VISION & MISSION

15

VISION STATEMENT

To be a leading, sustainable and global company in the supply of talc products.

MISSION STATEMENT

IMIFABI's mission is to continue its strong market leadership, already consolidated over the last two decades, by further building on its new global scenario, through additional strategic, sustainable and innovative plans that aim to optimise the supply and distribution chains. **IMIFABI's** purpose is to satisfy the requirements of the real needs of current and potential market segments, with particular regard to Corporate Social Responsibility, being the core policy of the **IMIFABI** Group. We aim to offer high value-added product for quality, innovation and sustainability, thus remaining highly competitive in the market. We always keep in mind that the customer is the beating heart of our company, and for this reason we have appointed a professional team to support and anticipate our customer's inquiries and needs.

BRAND CONCEPT

2.4

WHAT WE OFFER

High quality talc products;
innovation;
competitive price;
sustainability.

WHO WE ARE

Reliable;
proactive;
performing;
responsible.

OUR BRAND ASSETS

Innovative products;
timely, global service;
technical support.

OUR BRAND IMAGE

Competitive;
global;
innovative;
sustainable.

BRAND VALUES

2.5

17

QUALITY

high performance
product at a
competitive price

INNOVATION

research and
development at our
customer's disposal

SUSTAINABILITY

IMIFABI reviews all
its strategic marketing
leverage in terms of
sustainability



BRAND POSITIONING

2.6

19

Our business involves a diversified customer portfolio, from various market segments. IMIFABI supplies high quality talc products globally, providing a wide range of products suitable for different industrial applications. IMIFABI is a reliable, long-term business partner thanks to its development of unique assets and targeted investments aimed at preserving strategic resources.





IMIFABI
VISUAL IDENTITY GUIDELINES



LOGO
GUIDELINES

3.1

THE COMPANY LOGO

The company logotype consists of a blue ellipse that surrounds the graphical representation of IMIFABI's name designed in green colour.



Pantone

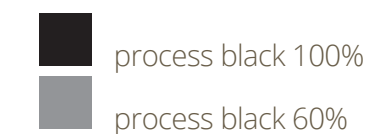


ONE-COLOUR LOGO

The use of the one-colour logo version is only for applications in black and white.



black&white



3.2

25

3.3

APPLICATIONS

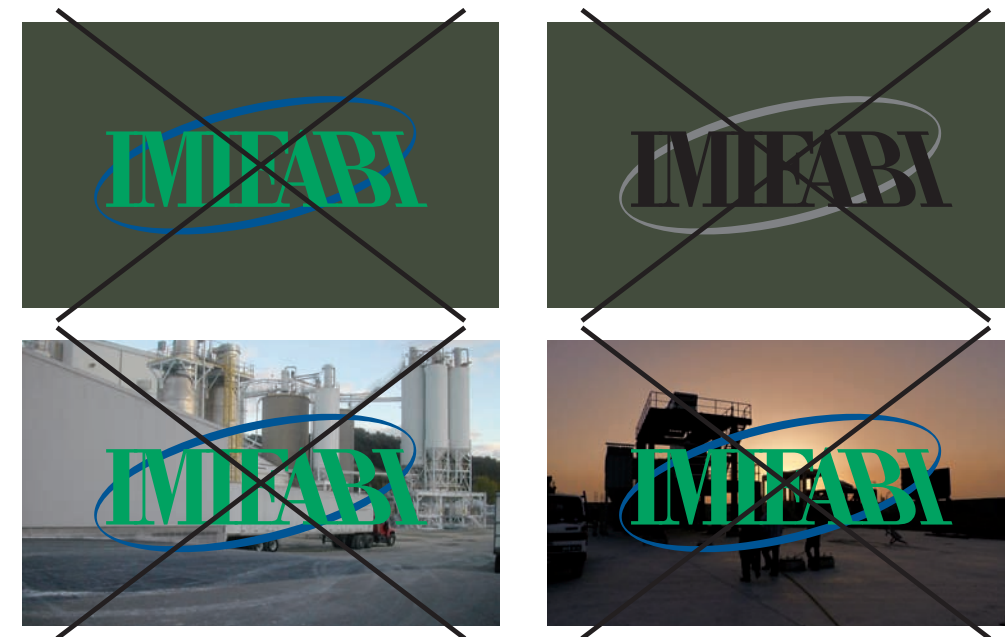
The logo shall be placed on appropriate wallpaper – preferably white or with high-contrast in order to preserve its integrity and legibility. When using a dark background, a one-color logo with screened oval to 60% is recommended.



IMPROPER USAGE

3.4

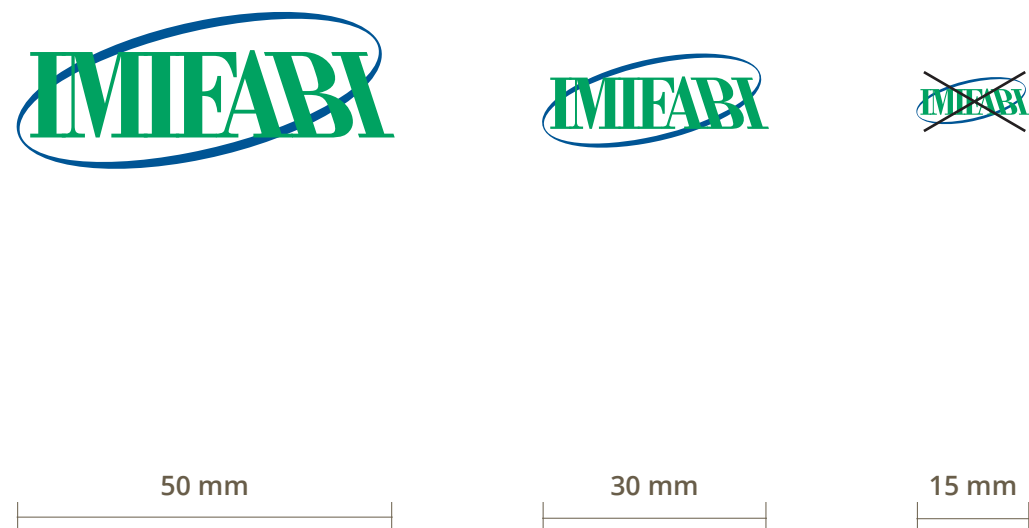
27



3.5

MINIMUM SIZE

The logo can only be reduced in scale. Its minimum size is therefore equal to 3 cm.



LOGO RESPECT AREA

The company logo includes a respect area equal to one-half of the height hereafter mentioned as "X", where "X" represents the height of the letter "I" in IMIFABI's name. This area preserves the logo identity and its legibility.



3.6

29

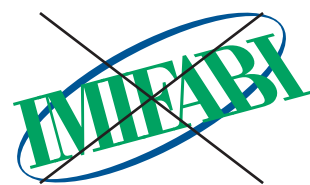
3.7

IMPROPER USAGE

The company logo cannot be modified either for typographic or graphical needs.



Distortion



Rotation



Color variation



Partial use



Color inversion







Different font

PRIMARY COLORS

3.8

The reproduction of the company logo must adhere to its primary colors identified as Palette number 347 (green) and Palette number 294 (blue).

Pantone 347		Black 68%		C100 M0 Y86 K3 R0 G143 B79 HTML #008f4f
Pantone 294		Black 83%		C100 M0 Y86 K3 R0 G143 B79 HTML #008f4f

SECONDARY COLORS

A secondary palette has been conceived to better identify product application field. Each application is hereafter marked with the right palette number or definition.

SUBCATEGORIES	Plastics P. 186	Agriculture P. 369	Paper P. 326	Ceramics P. 660	Paints & Coatings P. 116	Pharmaceuticals P. 306	Cosmetics P. Rhodamine Red	Food P. Orange 021	Rubber P. Purple	Animal feed P. 457	Building coatings P. 328
MACRO CATEGORIES											

FONTS

The selected fonts for the IMIFABI logo are: BODONI std bold version as main font and Open Sans light and bold for the secondary one.

Bodoni Std

abcdefghijklmnopqrstuvxyz1234567890
 ABCDEFGHKJILMNOPQRSTUVWXYZ1234567890

Open Sans light

abcdefghijklmnopqrstuvxyz1234567890
 ABCDEFGHKJILMNOPQRSTUVWXYZ1234567890

Open Sans bold

abcdefghijklmnopqrstuvxyz1234567890
 ABCDEFGHKJILMNOPQRSTUVWXYZ1234567890



4



IMIFABI
VISUAL IDENTITY GUIDELINES

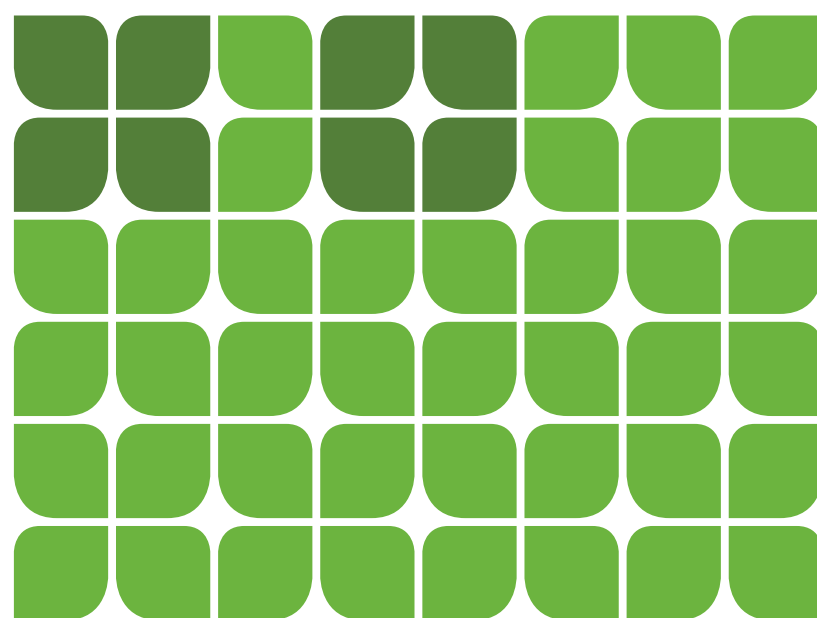
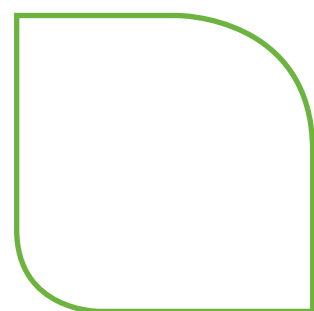


THE PATTERN
APPLICATIONS

4.1

THE GRAPHIC ELEMENT

The graphic element consists of a square icon outlined with two asymmetrical and opposite rounded corners. It can be used in different ways: filled or edged, alone or together with other graphical elements even in recurrent patterns, straight or angled at 45°.



APPLICATIONS

4.2

39



Text box



Image box



graphic element

4.3

APPLICATIONS



APPLICATIONS



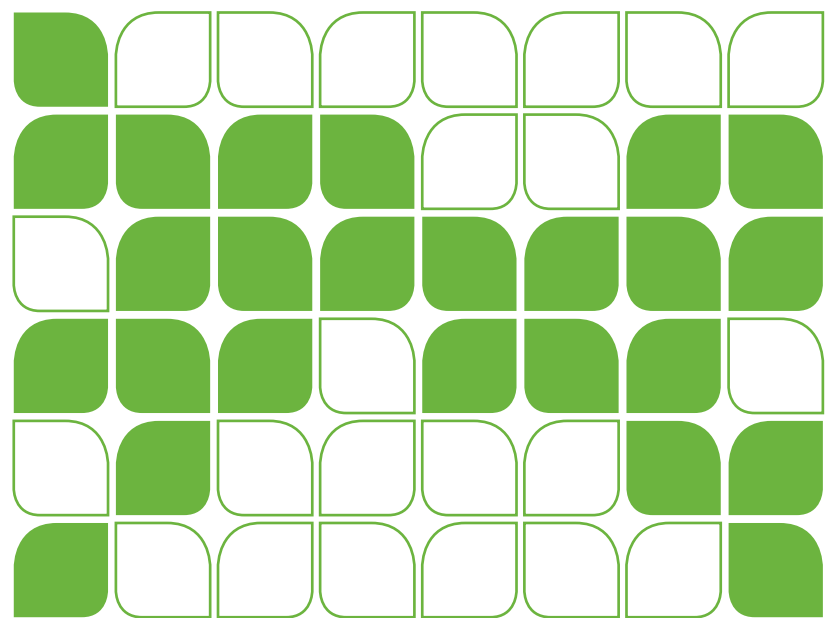
4.4

41

4.5

WALLPAPER **PATTERN**

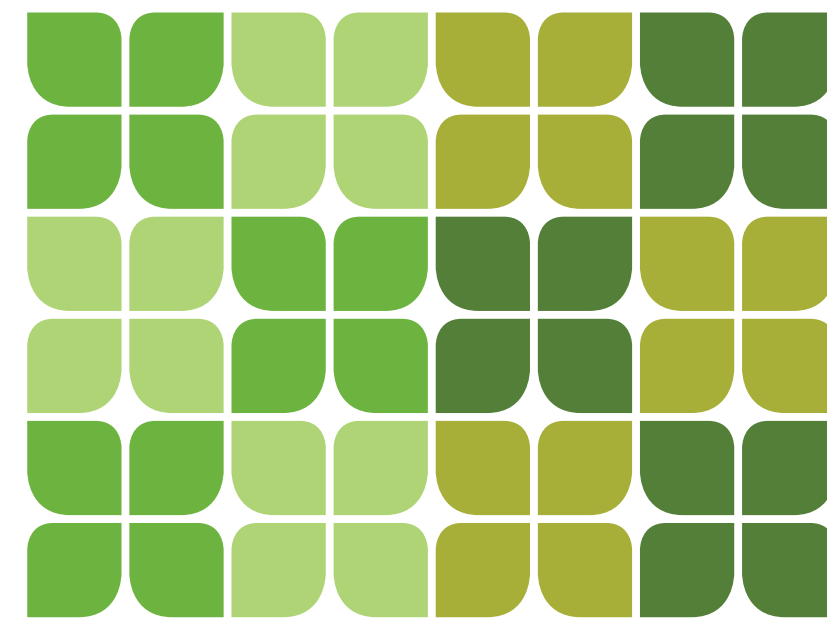
The graphic element may be used as the main basis for recurrent patterns. Creative usage of secondary colors makes the final effect more dynamic.



WALLPAPER **PATTERN**

4.6

43





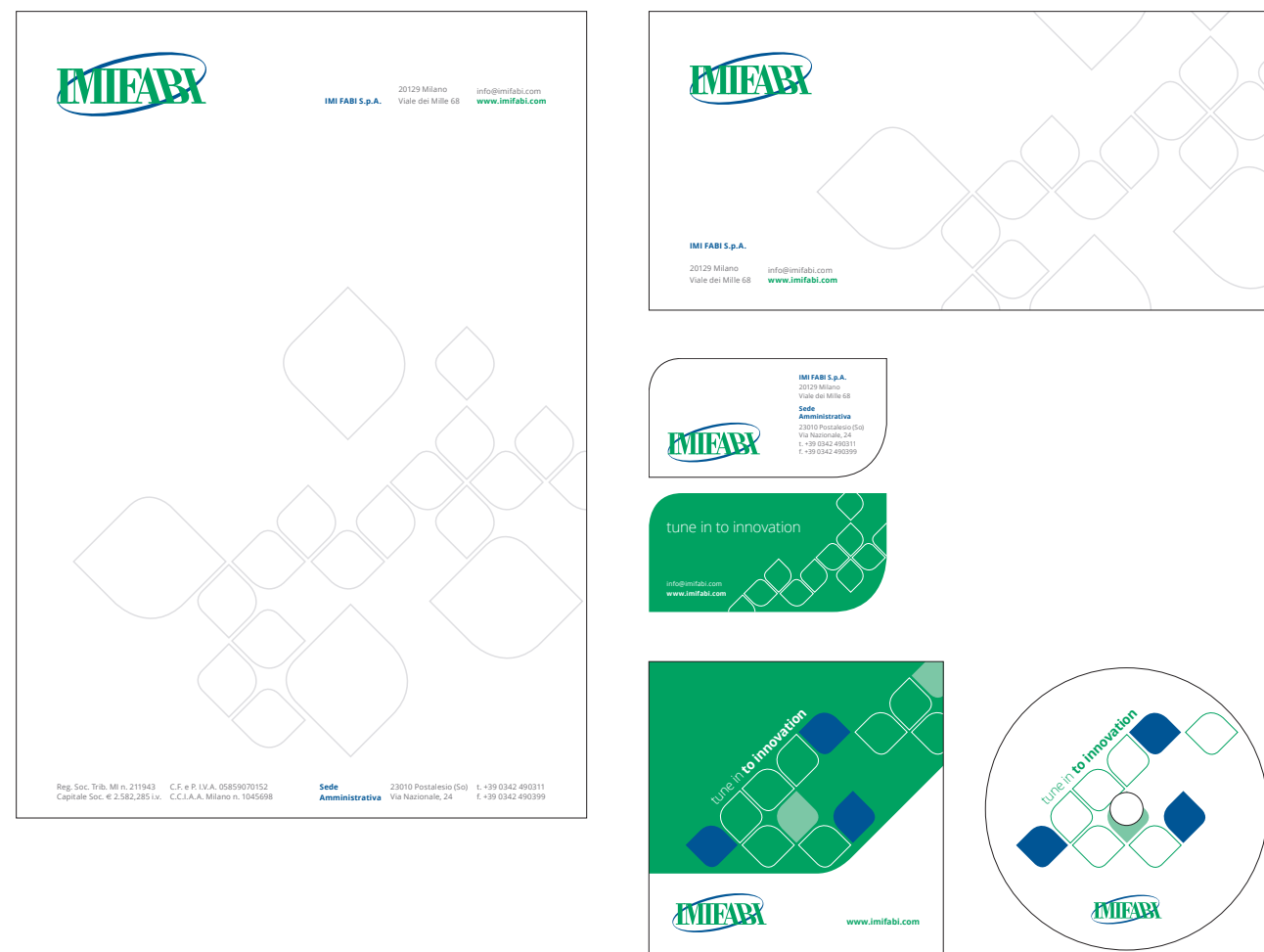


IMIFABI
VISUAL IDENTITY GUIDELINES



5.1

STATIONERY & LITERATURE ITEMS

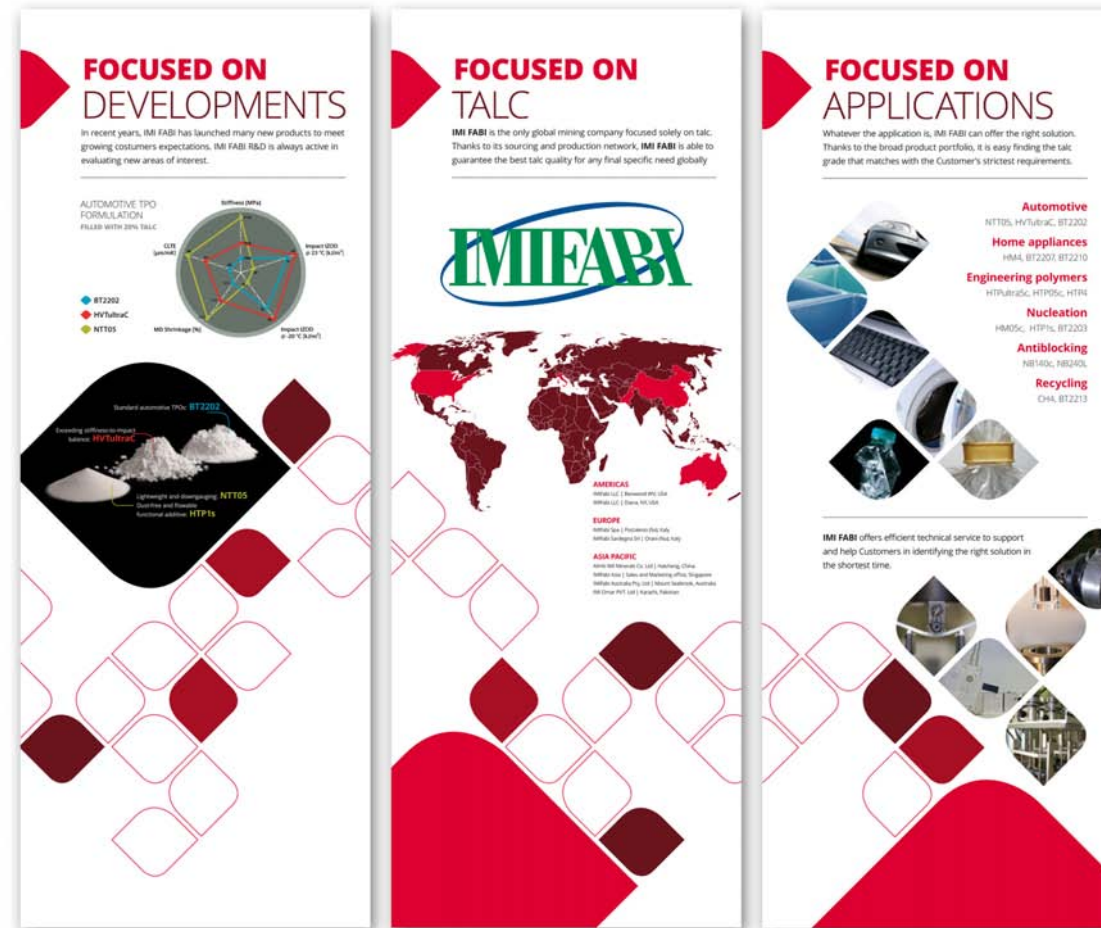


TRADE FAIRS

5.2



49





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The background features a complex, abstract geometric pattern composed of thin, overlapping lines in two colors: a vibrant green and a deep blue. The lines form various shapes, including diamonds, rounded rectangles, and teardrop-like forms, some of which are interconnected to create a lattice-like structure. The overall effect is a clean, modern, and decorative background.

www.imifabi.com