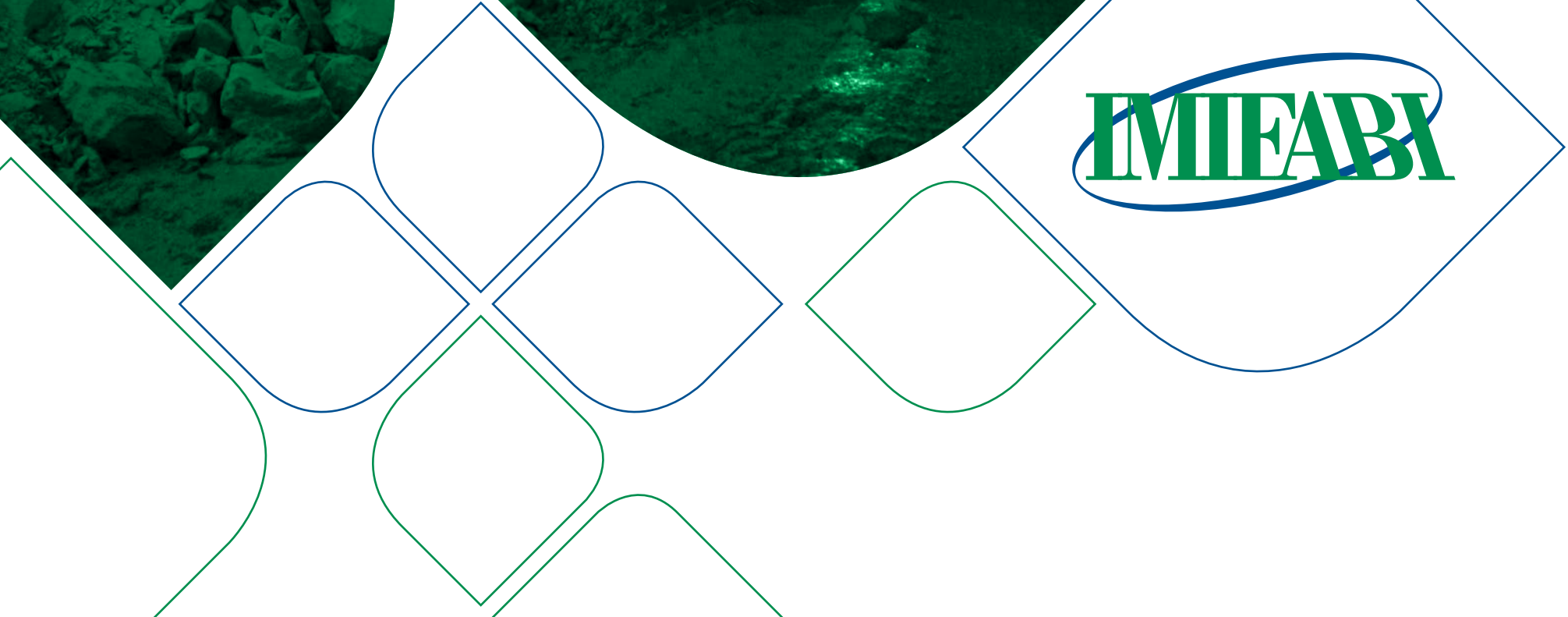
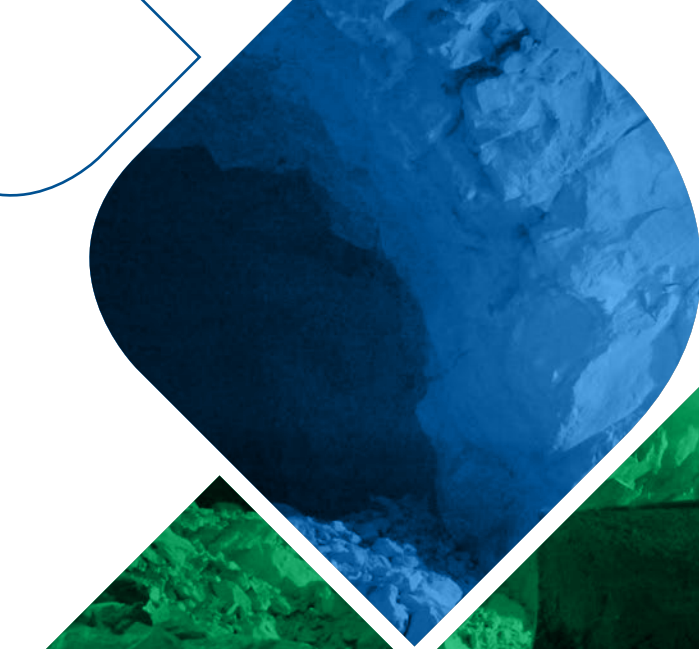


VISUAL IDENTITY GUIDELINES

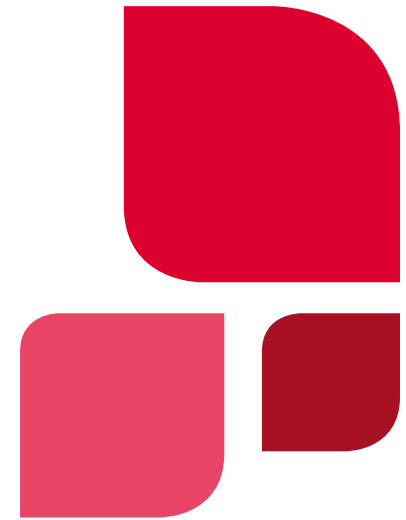




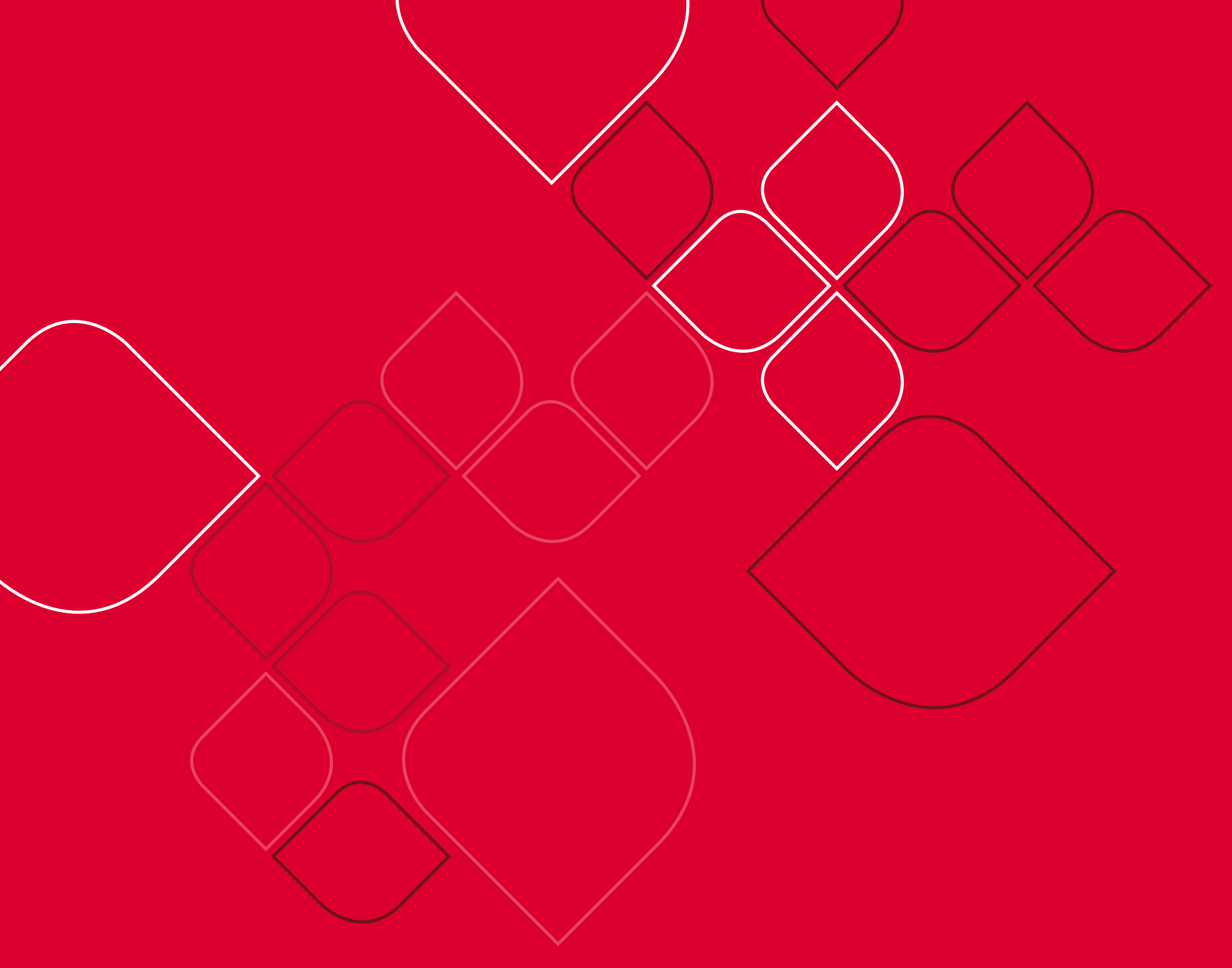
1

IMIFABI
VISUAL IDENTITY GUIDELINES

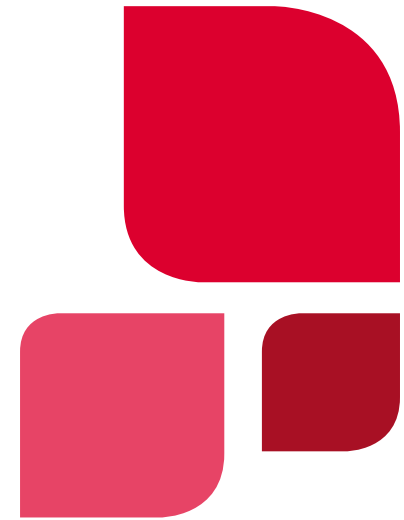
INTRODUCTION



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**





2



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 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 assets 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.





VISION & MISSION

2.3

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.

2.4

BRAND CONCEPT

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.







3



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



Pantone 347



Pantone 294

ONE-COLOUR LOGO

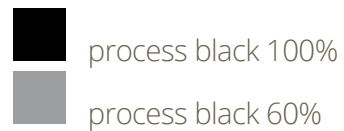
3.2

25

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



black&white



3.3

APPLICATIONS

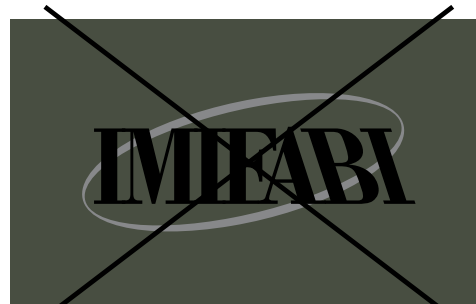
The logo shall be placed on appropriate wallpaper – preferably white or with high-contrast in order to preserve its integrity and legibility. When using a dark background, a one-color logo with screened oval to 60% is recommended.



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.



50 mm

30 mm

15 mm

LOGO RESPECT AREA

3.6

29

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.



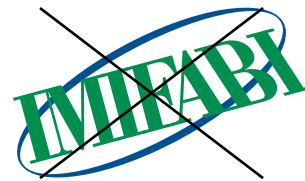
3.7

IMPROPER USAGE

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



Distortion



Rotation



Color variation



Partial use



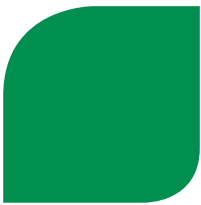



Color inversion



Different font

PRIMARY COLORS

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

3.8

31

3.9

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											
MACROCATEGORIES											
	Plastics P. 186	Agro P. 369	Paper P. 326	Ceramics P. 660	Paints & Coatings P. 116	Life Science P. 306	Miscellaneous P. Orange 021	Rubber P. Purple	Adhesives & Putties P. 457	Building coatings P. 328	

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
ABCDEFGHIJKILMNOPQRSTUVWXYZ1234567890

Open Sans light

abcdefghijklmnopqrstuvxyz1234567890
ABCDEFGHIJKILMNOPQRSTUVWXYZ1234567890

Open Sans bold

abcdefghijklmnopqrstuvxyz1234567890
ABCDEFGHIJKILMNOPQRSTUVWXYZ1234567890

3.10

33





4



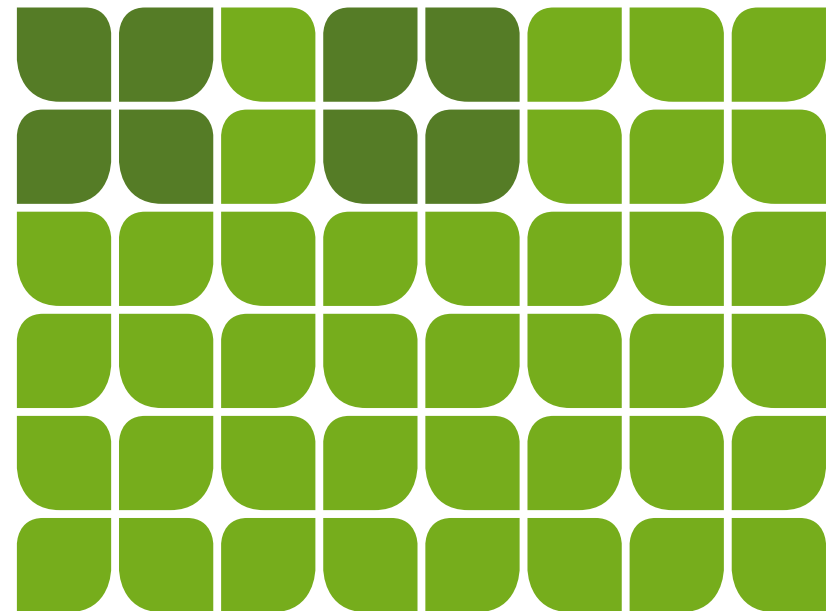
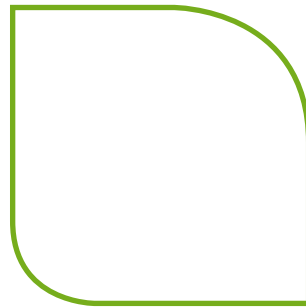
THE PATTERN

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



IMI

Text box



Image box



graphic element

4.3

APPLICATIONS



APPLICATIONS

4.4

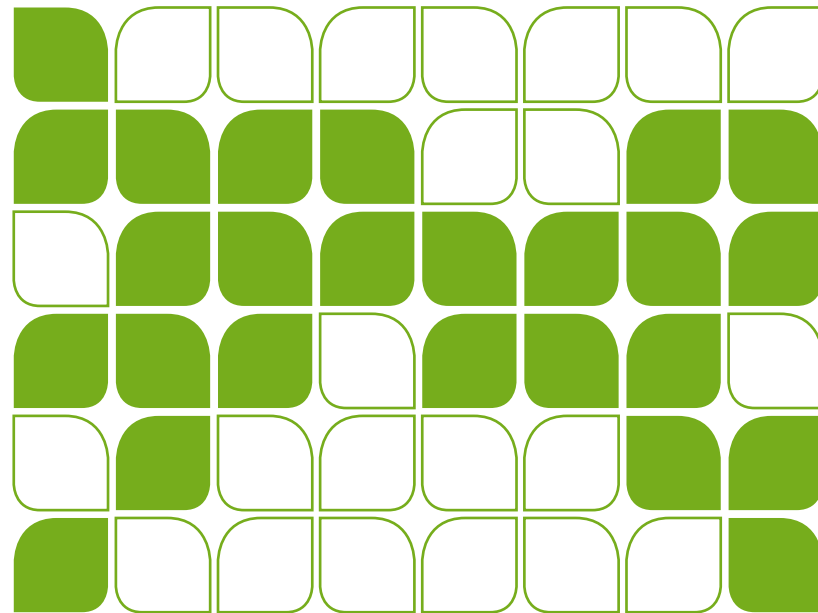
41



4.5

WALLPAPER **PATTERN**

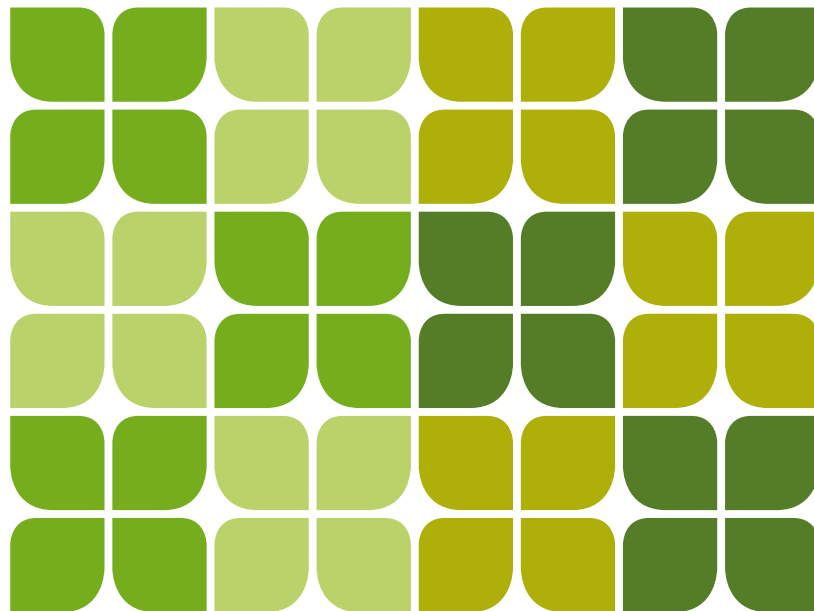
The graphic element may be used as the main basis for recurrent patterns. Creative usage of secondary colors makes the final effect more dynamic.



WALLPAPER **PATTERN**

4.6

43



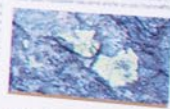


MINIERA SA MATTA
IL CICLO PRODUTTIVO



Licheni: vita in simbiosi

I licheni sono organismi unicellulari che vivono in simbiosi tra un fungo e un alga o una cianobatteria. Sono organismi molto resistenti e possono sopravvivere in ambienti estremi come le tundre artiche, le rocce e le pareti delle grotte.



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SENTIERO NATURALISTICO DEL MINATORE
LA BIODIVERSITÀ NELL'AREA DELLA MINIERA BRUSADA PONTICELLI





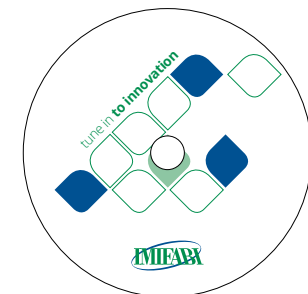
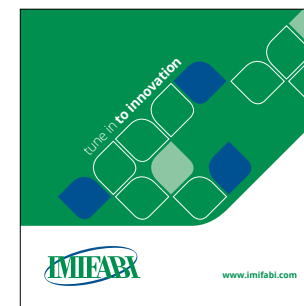
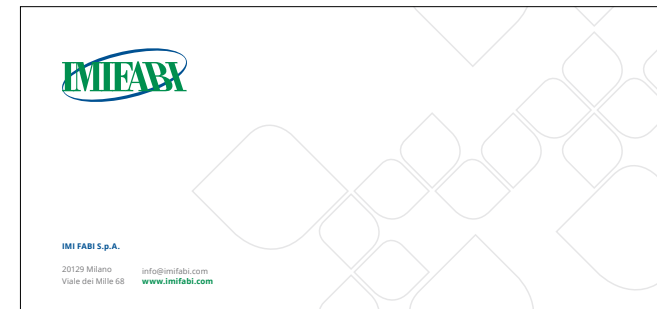
5



APPLICATIONS

5.1

STATIONERY & LITERATURE ITEMS



TRADE FAIRS

5.2

49



5.3

ROLL-UP

FOCUSSED ON DEVELOPMENTS

In recent years, IMI FABI has launched many new products to meet growing customer expectations. IMI FABI R&D is always active in evaluating new areas of interest.

AUTOMOTIVE TPO FORMULATION FILLED WITH 20% TALC

Softness (MPa)
 DLR (mm/min)
 Impact (kJ/m²) @ 23 °C (Charpy)
 Impact (kJ/m²) @ 20 °C (Charpy)

● HT2202
 ● HV UltraC
 ● NTT05

MI (Shrinkage) (%)



Standard automotive TPOs: **BT2202**

Developing softness to rigid source: **HV UltraC**

Chemistry and morphology: **NTT05**
 Dual cure and flexible functional additive: **HTP1x**

FOCUSSED ON TALC

IMI FABI is the only global mining company focused solely on talc. Thanks to its sourcing and production network, **IMI FABI** is able to guarantee the best talc quality for any final specific need globally.


AMERICAS
 IMI FABI S.A. | Montreal, QC, USA

EUROPE
 IMI FABI SpA | Pordenone, Italy
 IMI FABI S.p.A. | Clonmel, Ireland

ASIA PACIFIC
 IMI FABI (China) Co., Ltd. | Hangzhou, China
 IMI FABI Asia | Sales and Marketing Office, Singapore
 IMI FABI Australia Pty Ltd | Mount Gambier, Australia
 IMI Group PVT. Ltd. | Karachi, Pakistan

FOCUSSED ON APPLICATIONS

Whatever the application is, IMI FABI can offer the right solution. Thanks to the broad product portfolio, it is easy finding the talc grade that matches with the Customer's strictest requirements.



Automotive
 NTT05, HV UltraC, BT2202

Home appliances
 HMA, BT2207, BT2210


Engineering polymers
 HTP UltraS, HTP05C, HTP4

Nucleation
 HMA5C, HTP1x, BT2203

Antiblocking
 NB143C, NB240L

Recycling
 CHA, BT2213

IMI FABI offers efficient technical service to support and help Customers in identifying the right solution in the shortest time.



MAGAZINE

5.4

51



IMIEABI

tune in **to innovation**



www.imifabi.com