

Pacific Aluminium and Rio Tinto brand endorsement guide



Contents

This guide provides an overview of how three Pacific Aluminium sites will carry a Rio Tinto endorsement with their existing operation identities. The Pacific Aluminium sites are Bell Bay Aluminium, Boyne Smelters Limited and New Zealand's Aluminium Smelter.

The guide will also show how the brand endorsement should be displayed on different applications.



If you have any questions about
this guide, please email
brandteam@riotinto.com

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Pacific Aluminium and Rio Tinto brand endorsement

It has been agreed that these three operating sites will retain their current brand identities and that they will carry a brand endorsement that will include the Rio Tinto logo and text as shown below. The Rio Tinto logo and text endorsement is placed in a secondary position to each site's logo. In all instances each operating site will retain its site-led brand identity with the addition of the endorsement.

'Part of the Rio Tinto Group' and 'Operated by' text endorsements are used with the Rio Tinto logo in this situation to express Rio Tinto's ownership subtly, as part of the reintegration of Pacific Aluminium to the business.

Please note that the branding approach outlined in this guide could change if the Joint Venture and ownership structures evolve.

Bell Bay Aluminium

Current operational brand identity:

BELL BAY
ALUMINIUM

Endorsement:

Part of the Rio Tinto Group

RioTinto

Boyne Smelters Limited

Current operational brand identity:

 Boyne Smelters

Endorsement:

Operated by

RioTinto

New Zealand's Aluminium Smelter

Current operational brand identity:

 pure kiwi mettle

Endorsement:

Operated by

RioTinto

Note: Bell Bay Aluminium will revert to Rio Tinto master-led brand after a 2-5 year transition period. Refer to page 13 for Rio Tinto master brand examples.

The endorsement

When using the Rio Tinto logo and endorsement text it is important to follow the specific guidelines for use shown below.

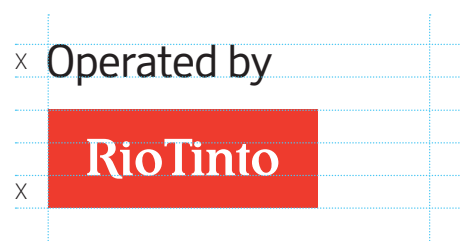
Minimum size

The Rio Tinto logo has been carefully drawn to maintain its legibility even at small sizes. The logo should not be reproduced below a width of 10mm for print and 38px for digital applications.

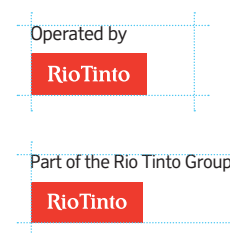
Sizing ratios

X is defined as one third of the height of the logo red box. This measurement is used to create consistent and balanced space between the endorsement text and logo.

Endorsement



The endorsement at minimum size



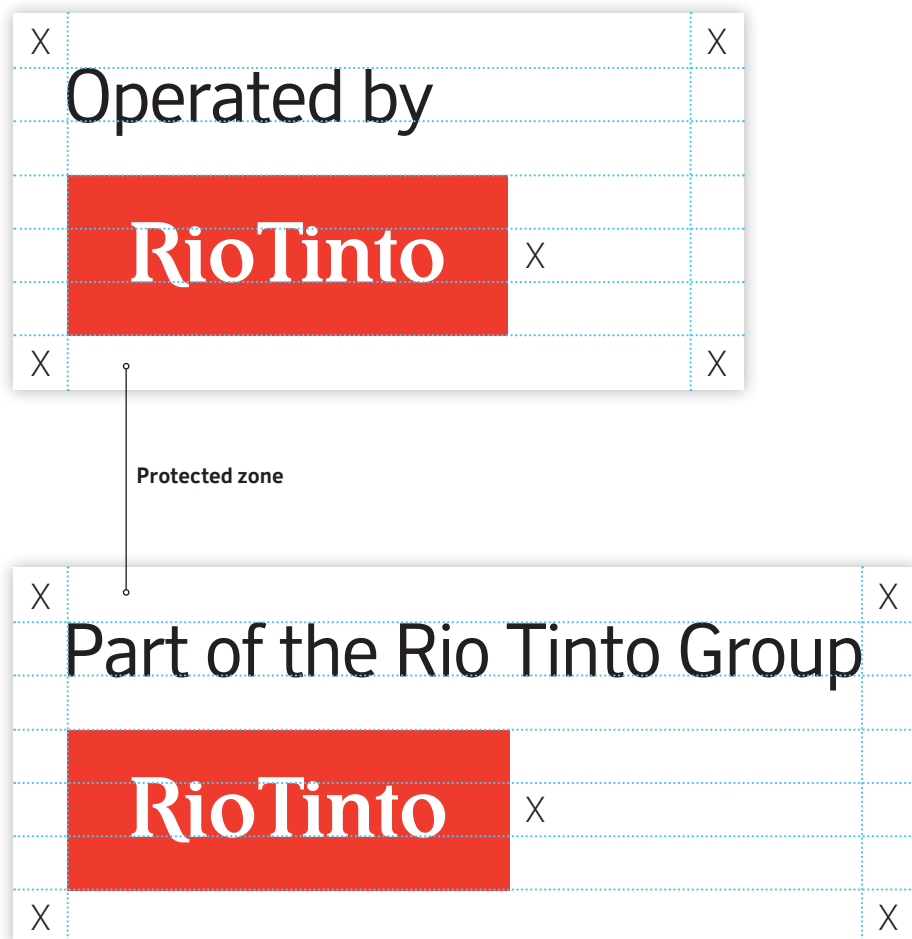
- X (one third of the logo red box) has been used to determine the baseline and size of the endorsement text positioned above the logo.
- The endorsement text must be styled using the Rio Tinto brand font "RT Vickerman Regular".
- By ensuring the logo is never reproduced under 10mm wide the endorsement text will always appear at minimum font size of 6pt.

Endorsement protected zone

The protected zone is an area around the endorsement designed to leave sufficient clear space around the text and logo. No text or graphic should be placed within this area.

Protected zone

X is defined as one third of the height of the logo red box. This measurement is used to create a protected zone around the Rio Tinto logo and text endorsement.



Endorsement colour options

The white logo text on a red box is the primary logo. For applications where this is inappropriate, for example in black and white advertisements, or when used over coloured backgrounds of a clashing colour, one of three permitted variants of the logo should be used: red logo on a white box, black logo on a white box or white logo on a black box. No other colourways are permissible.

The proportions of the name in relation to the surrounding box are fixed and neither may be altered. As well as providing a consistent background, the surrounding box also acts as a perimeter or “safe space” where no other objects can obstruct the visibility of the name.



For examples of common mistakes to avoid when using the endorsement, please refer to **page 07**.



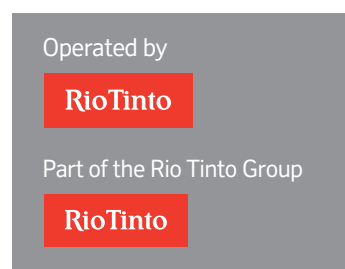
Rio Tinto logos are available to download from www.riotintobrandbank.com

Operated by



Primary logo:
white logo on a red box

Part of the Rio Tinto Group



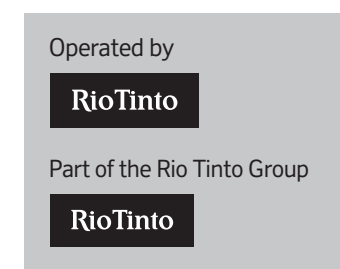
Permitted variants:
Reversed endorsement text



Red logo on a white box



Black logo on a white box



White logo on a black box

Endorsement incorrect uses

The endorsement must be applied correctly and consistently across all communications.
The examples shown here illustrate some common mistakes to avoid.

Important

Always use the master logo artwork files provided. **Never** alter or try to recreate the artworks.

Operated by

RioTinto

The Rio Tinto Red is Pantone 185 and equivalent specifications. No other red is permissible.

Operated by

RioTinto

The Rio Tinto Red should be used at 100%, never as a tint.

Operated by

RioTinto

The logo only appears in either red, black or white. No other colours, including any from our colour palette, are permissible.

Operated by

RioTinto

The Rio Tinto logo may only appear white-out of the solid red box.

Operated by

RioTinto

The endorsement exists in a fixed format. The layout and proportions not be altered in any way.

Operated by

Rio Tinto

The Rio Tinto name has been carefully drawn, it must not be substituted with any other font.

Operated by

RioTinto
Pacific Aluminium

No text, graphics or other elements may appear inside the endorsement.

Operated by

RioTinto

Do not overlap any text, graphics or other elements on the endorsement.

Operated by

RioTinto

The Rio Tinto surrounding box cannot be substituted with any other shape.

Operated by

RioTinto

The endorsement must always be used in its original proportions. It may not be stretched, condensed or altered in any way.

Operated by

RioTinto

The endorsement may only be used in a horizontal format. It must not be tilted, rotated or set vertically.

Operated by

RioTinto

When choosing a version of the endorsement ensure all elements are clear against the intended background.

Endorsement position

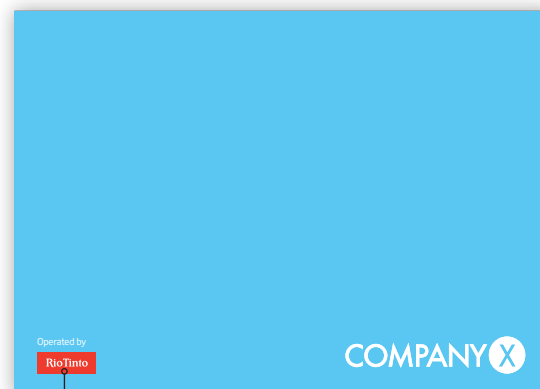
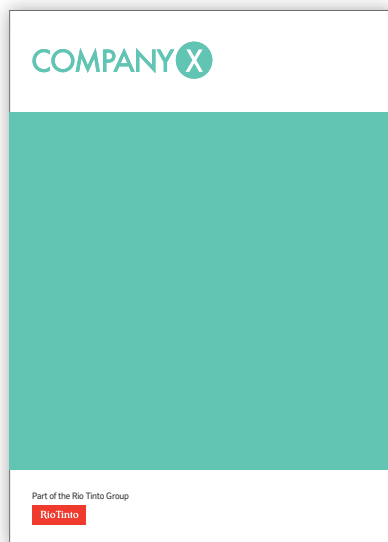
Each site retains its own visual brand identity across all communication materials.

Positioning of the Rio Tinto logo and text endorsement is dependent on the application design. The following principles will assist in applying the endorsement on communications.

The endorsement is placed in a secondary position to the site using their visual identity.

The Rio Tinto logo will appear smaller than the logo of the principal entity, and in a less prominent position. Our rules regarding the use of the Rio Tinto logo – for instance its position, colour, size and exclusion zone – must still apply.

These rules are explained in full in our Brand guidelines which can be downloaded from www.riotintobrandbank.com



The endorsement should appear secondary in brand importance

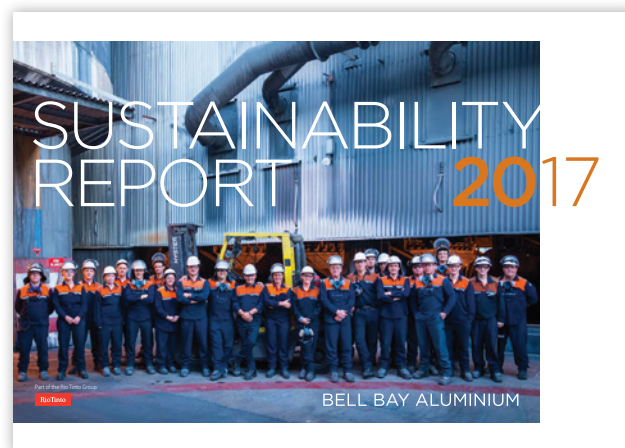


The endorsement position is flexible but should always be considered in levels of importance to the existing site brand

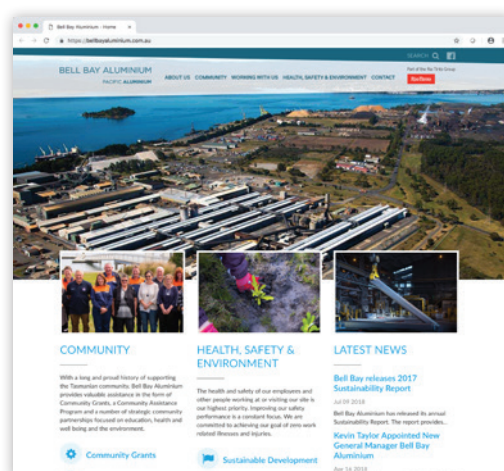
Endorsement in practice – Bell Bay Aluminium

Below are examples of how the endorsement Rio Tinto logo and text should be applied in practice to a number of existing applications.

The size of the text and logo endorsement should be in relation to the site logo.



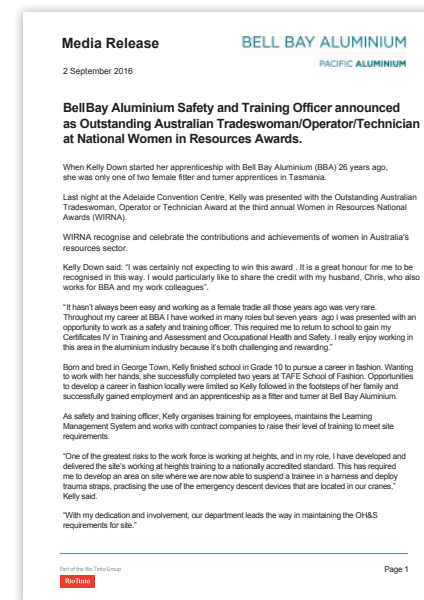
Sustainable Development Report



Website



Employee Communications Poster



Media Release

Optimal endorsement size



Rio Tinto and Bell Bay Aluminium logos at same height

Endorsement in practice – Boyne Smelters Limited

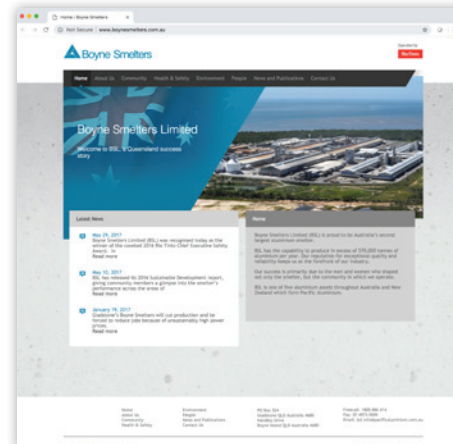
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Below are examples of how the endorsement Rio Tinto logo and text should be applied in practice to a number of existing applications.

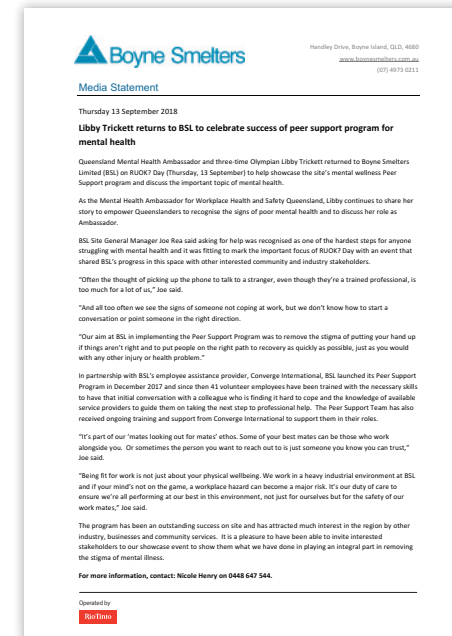
The size of the text and logo endorsement should be in relation to the site logo.



Sustainable Development Report



Website



Media Release



Employee Communications Poster

Optimal endorsement size



Endorsement in practice – New Zealand's Aluminium Smelter

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Below are examples of how the endorsement Rio Tinto logo and text should be applied in practice to a number of existing applications.

The size of the text and logo endorsement should be in relation to the site logo.



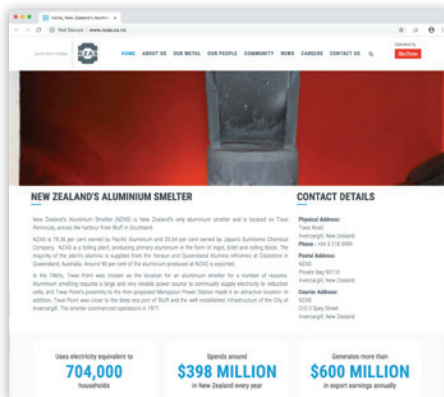
Sustainable Development Report



Employee Communications Poster



Media Release



Website

Optimal endorsement size



Rio Tinto logo same height as divets in New Zealand's Aluminium Smelter logo.

Transition to Rio Tinto master brand

Bell Bay Aluminium will take a phased approach to brand transition over a 2-5 year period. Initially Bell Bay Aluminium will retain its current operational brand identity, accompanied by the Rio Tinto endorsement. During this period the current Bell Bay Aluminium brand will be phased out and replaced with the Rio Tinto master brand.

If you are looking to re-brand long-lasting, high-cost materials such as signage, then please use the Rio Tinto master brand. Please contact the brand team for further information and guidance
brandteam@riotinto.com

▶ Detailed brand guidelines, examples of use and assets are available on
riotintobrandbank.com

Examples of Rio Tinto master brand in use:



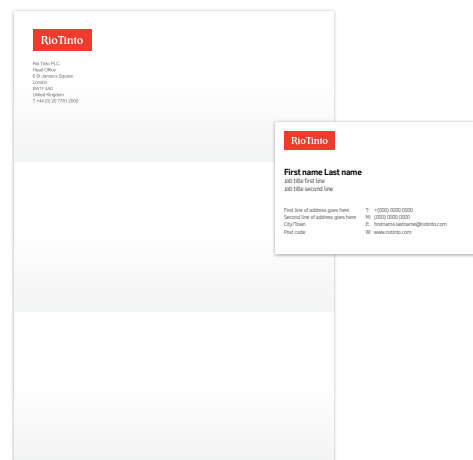
PowerPoint® presentation



Literature cover



Literature spreads



Stationery



Merchandising

If you have any questions please
contact the global brand team

brandteam@riotinto.com