



Logo usage guidelines



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Company Profile

At plus-1.6 million metric tonnes per annum (mtpa) (2022), Alba is one of the largest smelters in the world with more than 50 years of excellence in Operations, Safety, Environment and Socio-Economic Development.

A blue-chip asset of the Kingdom of Bahrain, Alba produces high-quality Aluminium products in the form of Standard and Value-Added Products (VAP)s, which are exported to more than 240 global customers through its sales offices in Europe (Zurich), Asia (Singapore) and subsidiary office in the U.S. Alba is dual listed on Bahrain Bourse and London Stock Exchange and its shareholders are Bahrain Mumtalakat Holding Company B.S.C. © (69.38%), SABIC Industrial Investments Company (SIIC) (20.62%) and General Public (10%). Alba holds globally-recognised certifications such as ISO 9001, ISO 14001, ISO 27001, ISO 45001, IATF 16949:2016, ISO 22301:2012 Business Continuity Management System (BCMS) and ASI Performance Standard Certification and Ecovadis Certification.

As the first aluminium smelter in the Middle East, Alba sits at the heart of a thriving aluminium downstream sector in Bahrain, which accounts for approximately 12% of the Kingdom's GDP. As one of the biggest national companies, it has ensured not only the employment of Bahrain nationals (85% in 2022) but also the enhancement of their capabilities through education, training, and development initiatives at every stage of their career.



Full Logotype

A crucial part of our identity is our corporate logo. It is a signature of Alba's intellectual property that reflects our identity.

Alba has two logos, one in English and one in Arabic. The latest update to the logo was introduced in 2011, adding the tagline to the original logo and altering the colours.

Our logo acts as the primary visual branding feature used in all communications; thus, it cannot be altered.

You'll find guidelines for using our logo and colours in various types of communications in this guide. These guidelines are meant to preserve the visual and verbal elements of the corporate logo.

This includes our name, logo and other elements such as colour, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong and unified image of our company.

Alba Logos come in variations including original (blue, red and black) used against light solid backgrounds, and alternate (all white, or white and red) which is used when placed against dark backgrounds.



Alba's original logo (English)



Alba's original logo (Arabic)



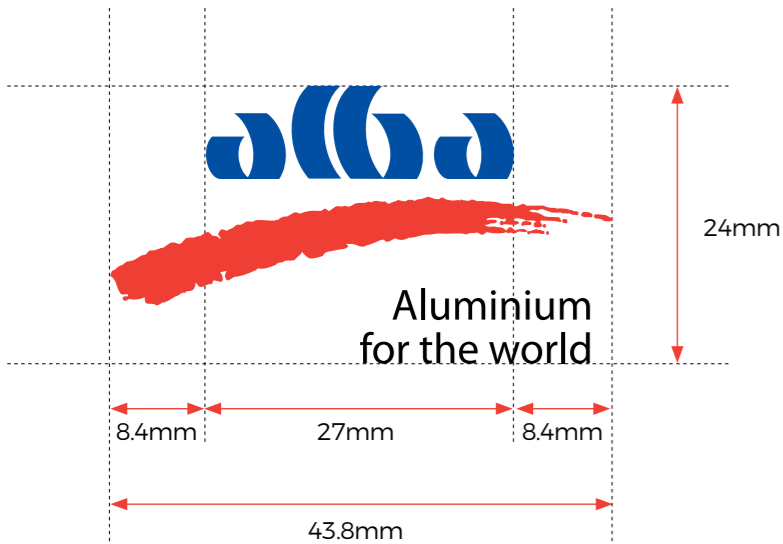
Alba alternate logo usage against dark background

Logo Construction & Clear Space

It is important to keep a clear space around the logo. To regulate this, a clearance zone has been established around the logo to indicate how close any other element or text can be positioned/added around the Alba logo itself.

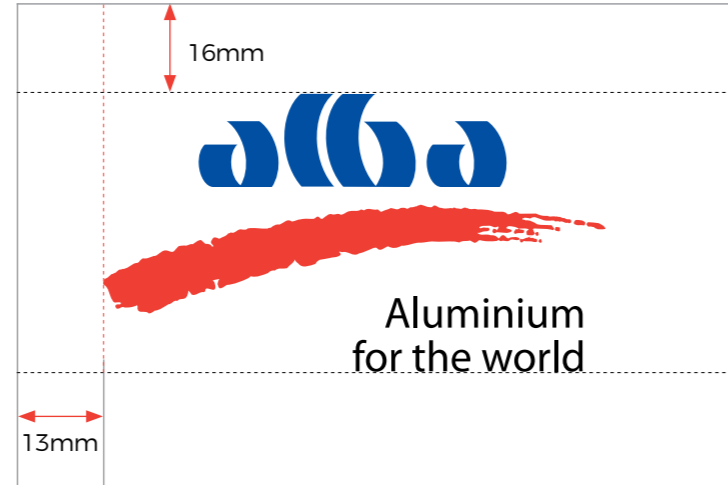
LOGO CONSTRUCTION

Alba logo comprises three elements: company name, swash & tagline. These symbols have a fixed interrelated relationship that should never be altered in any way.



LOGO CLEAR SPACE IN (A4 EXAMPLE)

Always ensure a clear space as per the dimensions given below to preserve the integrity of Alba's logo. No text or graphic elements should invade this zone.

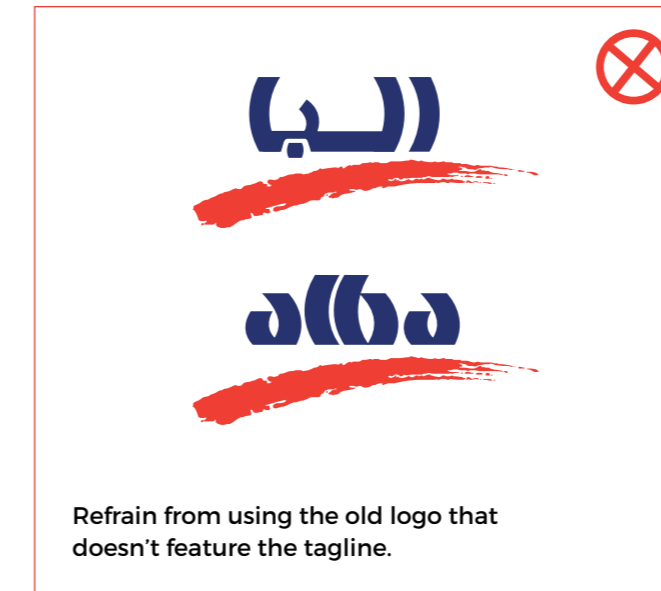


Incorrect Logo Application

Changes no matter how small could negatively affect our logo's integrity and may impact the consistent image we want to project.

Use of any stylized, hand drawn or other versions of the logo is not permitted at all times.

Please refrain from relying on the applications, as shown on this page, and always ensure to maintain logo usage as per this guideline.



Primary Colours

The colours which we rely on in our logo reflects Alba's corporate identity. The colours, as shown below, are the primary options to be used for various media, and they are derived from the logo itself.

A palette of primary colours has been included for reference. The consistent use of these colours will contribute to the cohesive and harmonious look of the Alba brand identity across all relevant media.



PANTONE COLOUR

HEX #004fa3
RGB 0/79/162
CMYK 100/79/0/0
Pantone 072 CVC

PANTONE COLOUR

HEX #ef3e33
RGB 239/62/51
CMYK 0/91/89/0
Pantone 032 CVC

BLACK COLOUR

HEX #000000
RGB 0/0/0
CMYK 0/0/0/100

Secondary Colours

Different shades of gray can always be incorporated to complement the use of primary colours.



DARK GRAY COLOURS



LIGHT GRAY COLOURS

Logo Application

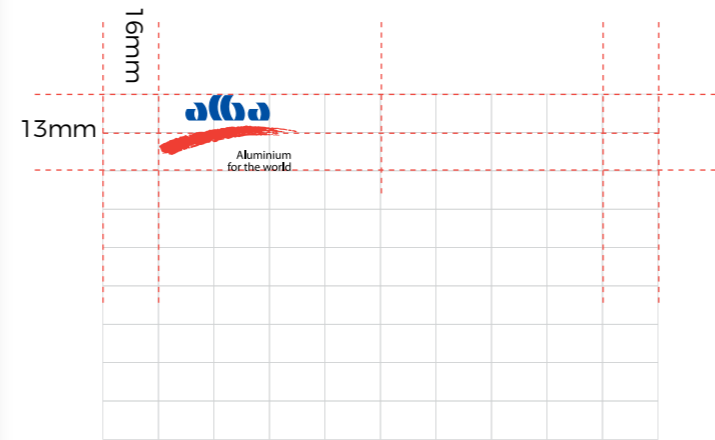
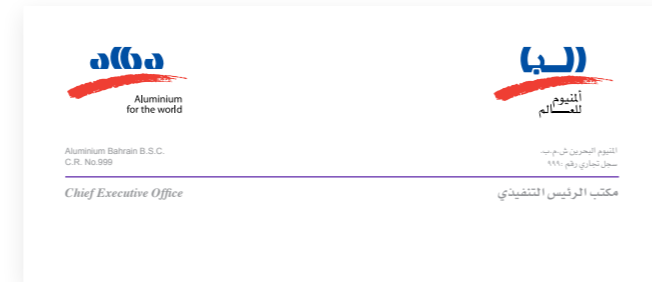
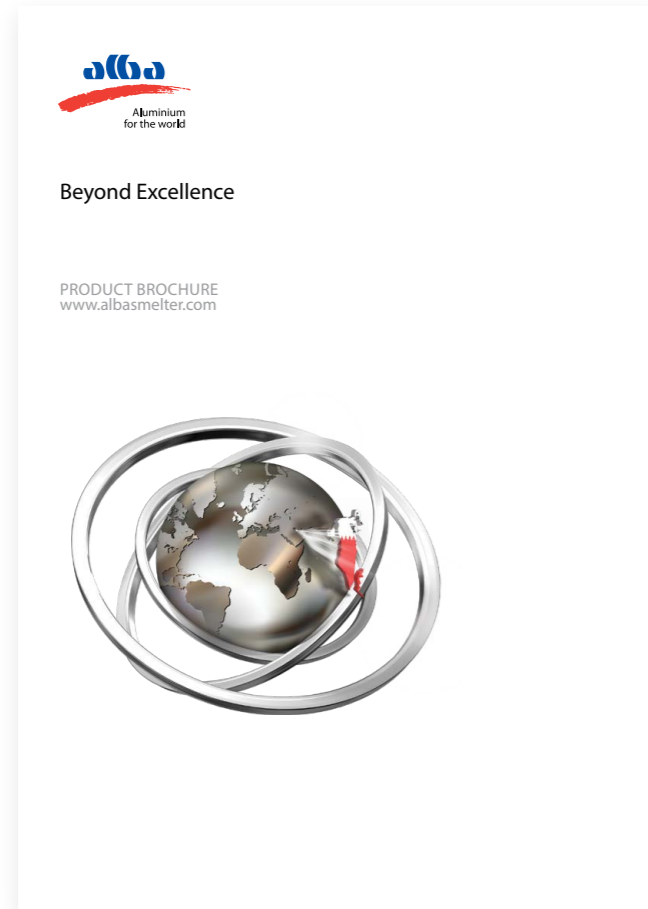
A4 Booklet and Letterhead

Size: 210mm (w) x 297mm (h) (A4 Format)
 Paper: Luxury paper 135 gsm
 Printing: Pantone colours. Offset printing 5x0

Note:

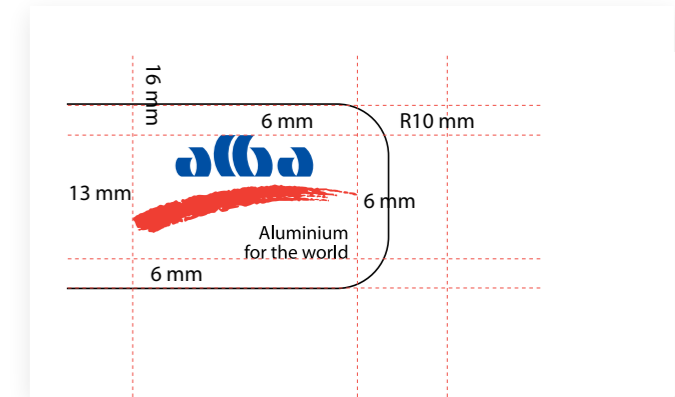
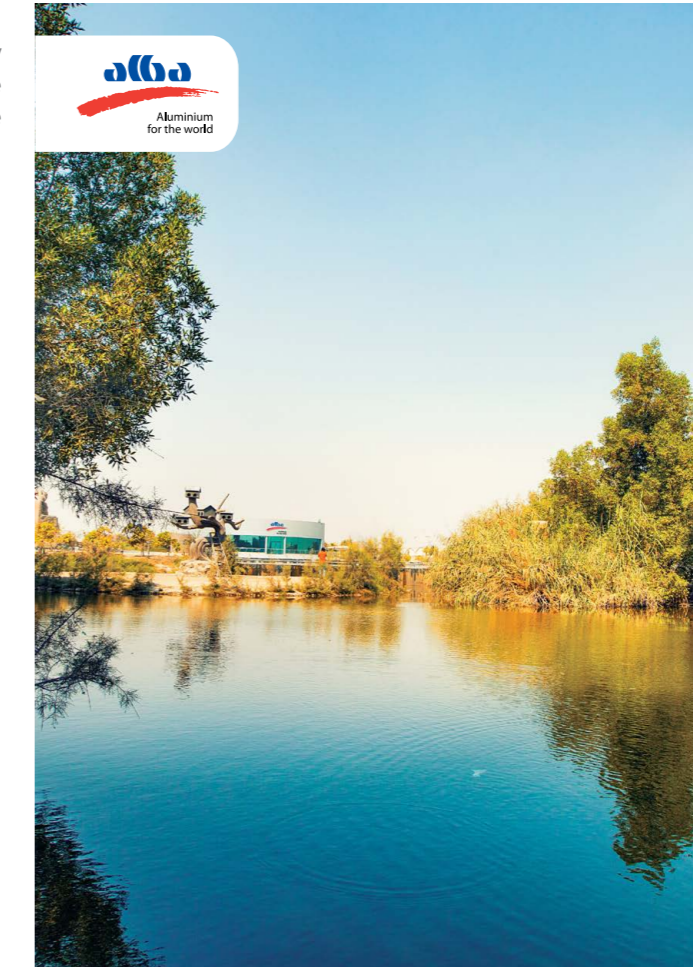
When printing materials [booklets, guides, books, etc..] which comprise Alba logo and colours, it is mandatory that printing is done in Pantone colours.

Do refrain from relying on CMYK printing as it could result in different shades of reds and blues - this would affect the look and feel of the logo on the materials.



Logo Placement on Photos & Non-Solid Backgrounds

When placing Alba logo against an image or a detailed graphical background, it is highly advisable to follow the application, as shown on the right, by placing the logo over a solid white object. Clear space must be maintained as provided using an A4 example.



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