

# ENDORSEMENT DIRECTIVES

JULY 2021



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## INTRODUCTION

### ENDORSEMENT LABEL

The endorsement label is a key branding element of the Holcim brand identity.

It supports the market brands which are our signature, our quality seal and our calling card wherever we go. As such it needs to be treated with the respect it deserves ensuring the correct application at all times.

These Directives indicate size and color specifications for the Holcim endorsement label, and outline how it should be applied in connection with our market brands.



A MEMBER OF  
**HOLCIM**

# CONSTRUCTION AND CLEAR SPACE

## CONSTRUCTION

The label consists of the Holcim logo and the lettering “A MEMBER OF”. The bottom line of the lettering ends with the top edge of the infinity icon.

## MINIMUM CLEAR SPACE

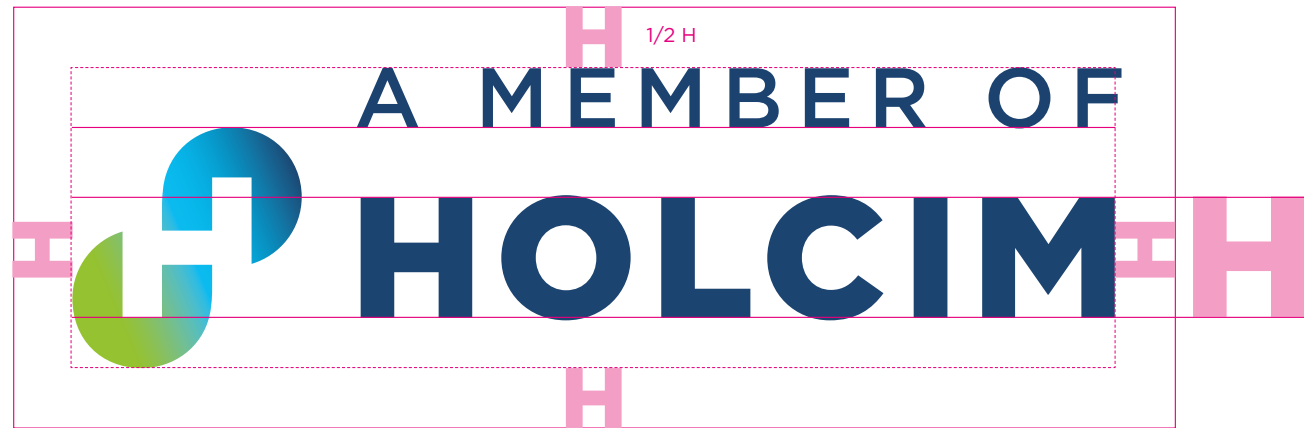
To maintain its visual integrity, the label should not appear to be crowded by, or linked to other words, graphics or images within the minimum space. The minimum clear space corresponds to the clear space of the Holcim logo and is  $1/2 H$  all around.

## MINIMUM SIZE

The minimum size of the label is 24 mm in width (as used on business cards).

## Important information:

Only use the official artwork which can be downloaded from the [Holcim Brand Portal](#). Do not recreate, repropotion or alter the label in any way.



Logo width = 24 mm

## Minimum size

(Minimum font size of “A MEMBER OF” is 5.5 pt)

## LABEL COLORS

In principle we mainly use our label in the full color version.

The black version of the label are only used when there is no color representation possible.

The white version is used on dark colored backgrounds and photographs.



Full color version



Black version



White version

# COLOR SPECIFICATIONS

## LABELS FOR DIFFERENT PURPOSES

The printing process being used determines which label should be placed into your artwork.

For four color printing process (CMYK) use:

[Holcim\\_Endorsement\\_Label\\_CMYK\\_IsoCV2](#)  
[Holcim\\_Endorsement\\_Label\\_CMYK\\_IsoU](#)

For electronic publications use:

[Holcim\\_Endorsement\\_Label\\_sRGB](#)

For black and white printing use:

[Holcim\\_Endorsement\\_Label\\_Black](#)  
[Holcim\\_Endorsement\\_Label\\_White](#)

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Full color version  
 Print: CMYK, Pantone  
 Screen: RGB



Black version  
 Print: 100% Black



White version  
 Print: reversed out of color or image

CMYK / IsoCV2	50/0/95/0	70/0/0/0	90/62/15/37
Pantone PMS	368 C	298 C	7694 C
sRGB	148/193/46	4/187/241	29/67/112
NCS	S 1070-G40Y	S 1060B	S 5040-R80B

Black version	100% Black
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White version	100% White
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## LANGUAGES

The endorsement label exists in different languages. Please contact the global Branding team to get your country-specific language version.

