

# Graphic Manual

## for HeidelbergCement Companies in Northern Europe





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Long live our  
graphic manual

Some people never seem to appreciate graphic manuals. Some don't even bother to read them. Many that do, tend to break a rule or two.

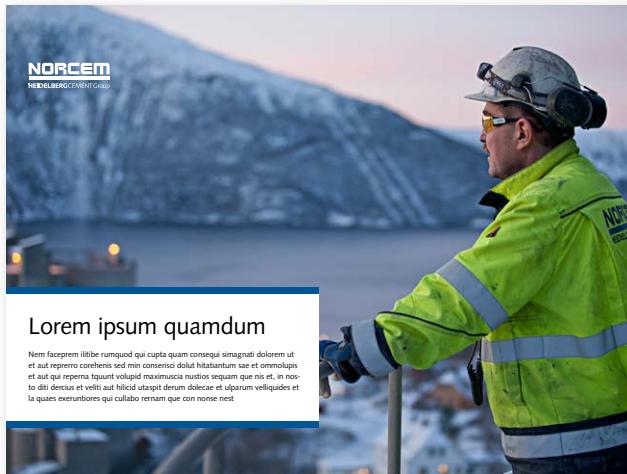
It's a sad state of affairs, because graphic manuals all mean well. They just want to make companies shine. And create a sense of order.

This graphic manual is very important to every HeidelbergCement company in Northern Europe. So let's recap what it can do. (We all need a reminder now and then.)

The purpose of our graphic manual is to clarify the way we communicate in words and images.

Every piece of communication should convey the same profile.  
Consistency will create recognition among our target audiences.

A clear visual identity also creates communication that always says: "This is us". Our communication must be clear and unambiguous.



An example of a half-page ad. Be sure to catch the reader's attention with a headline that harmonizes with the image. Phrase your copy in terms of customer benefits, and give the reader an offer of additional information.

Make sure your full-spread ad has a clear message, exciting image and composition. Keep the copy short and concise, and drive traffic to the company's website.



Single bleed images and clear headlines work well on roll ups. With the logo on top the company name is always visible.



Examples of brochures with different covers, but with the same, unified layout. The different companies within the group can use their own profile colour on a band that runs just above the image area.



All graphic communication should have a clean and stylish layout that reflects quality, enhances communication and provides a clear expression.

And our graphic expression is not only clear and easy to absorb. It's also distinctive. It makes us stand out among our competitors.

Graphic manuals tell you what to do, put things straight and answer questions. But they also tend to create questions. If you have any concerning our manual, or anything graphical, please contact Communications Northern Europe.



#### **Lore ipsum quandum**

Nem facere libile rurum quod cupit quam consequi amagnati dolorem et aut reprehendit. Quod enim est in nobis, tamen haec non nos impedit, vendam illa volupta extempus de. Sunt aut voluntur et non auspicantur, sicut etiam volupati odio. Amus invicuum fugit voluptat faceted et qui repeta sequunt volupit maximus nustos sequam que nisi et, in noto diti dervus et velli aut hilid utasit derum dolace et ulparum vellugides et la quas exeruntur qui cibilo reman que con nunc nestrum nos sed quia pili excedit iuri pili aut fugit;

[www.jehander.com](http://www.jehander.com)

**JEHANDER**  
HEIDELBERGCEMENT Group

**CEMENTA**  
HEIDELBERGCEMENT Group

#### **Lore ipsum quandum**



Product sheets and folders in A4 format. Use the upper part of the format for a suitable image. Place headlines and logotype on the image. Make sure that the image does not disturb the logo or any text. The remainder of the sheet (or folder) has room for informative text, charts, etc.

An example of a folder in an eye-catching high and narrow format, an A4 folded lengthwise (105 x 297 mm).

[www.abetong.se](http://www.abetong.se)

**ABETONG**  
HEIDELBERGCEMENT Group

**Gerdukas**  
HEIDELBERGCEMENT Group

**Build your career**

"Gent exerci  
ciendis atbequia  
parunt, volore  
noncetem quodit  
adic to ditur reus  
de ratquo."

**LOREM IPSUM QUAMDUM**

Nemo facit quod illibet ramponat, ut exulta quam conseruare amigrauit dolorem ut  
et aut repente coherens eod min conserua dolut. Maximecum oie et unnebulos  
et aut qui repens ea tquant volgipd maximusca nuntios sequam que nis et, in nos  
to diti dencus et velli aut hilid usqat deum dolocar et uparum velliquides et  
la quae exeruntur qui collabo remanit que con nonse nest

An example of a full-page ad. Logo at the bottom right if it is a right-page ad; to the left if the ad is on a left page.

**HEIDELBERGCEMENT**

**Build your career**

"Gent exerci  
ciendis atbequia  
parunt, volore  
noncetem quodit  
adic to ditur reus  
de ratquo."

**LOREM IPSUM QUAMDUM**

**Gerdukas**  
HEIDELBERGCEMENT Group

**JEHANDE**  
HEIDELBERGCEMENT

Single bleed images and clear headlines work well on roll ups. With the logo on top the company name is always visible.

**INVITATION**

**HEIDELBERGCEMENT**

**Example of an invitation in landscape format (297 x 105 mm).**

# Basic design

## Our unique look

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On pages 9 to 20, you will find all the basic elements that make up our visual identity. All the building blocks are here: the corporate and local company logotypes, colours, typography, our special design element and images. This chapter also has information on tone of voice and choice of paper.

Follow these guidelines and put the advice to good use. It is up to you to create advertising materials that have the right look and feel, in order to project a correct and consistent image to all our audiences.

**MANDATORY RULES**

# Corporate logotype



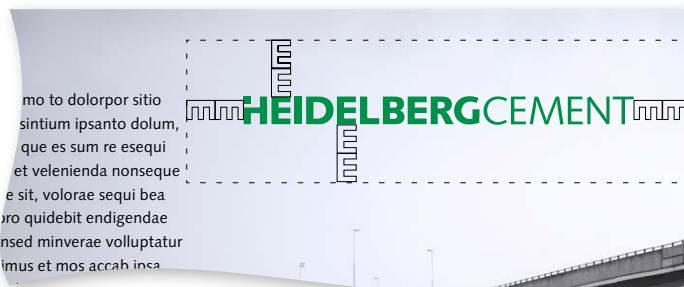
The colour of the logo is the corporate colour green Pantone 355.



Use the black version only in black and white designs.



Use the white version on dark backgrounds (this applies to both coloured and black and white layouts).



Our corporate logotype is HeidelbergCement's main graphic expression. It symbolizes a dynamically growing international company with a long tradition.

Our logo is a strong visual signal that promotes instant recognition. It is essential that our logo is always presented in a consistent manner according to the rules below.

The prevailing graphic element is our company's name. The square in the left part of the letter H represents a foundational building element.

The logo forms a single entity. Regard it as an image, not a word. Never use it in running text.

The only versions are the ones shown in this manual. No colour, proportional or other modifications are allowed.

In the chapter "Exterior and interior identity" you will find information on how to use the logo in other media than print or digital – for example etching, frosted glass and embroidery.

**Protection zone**

Never crowd our logo. Give it the space it needs to stand out.

The protection zone sets the minimum distance of the logo from texts, illustrations, margins, etc. Measure the protection zone as 2E, where "E" is the capital height of the HeidelbergCement logo.

**Minimum size**

Never use the HeidelbergCement logo with a height smaller than 2 mm.

## MANDATORY RULES

# Local company logotypes

### Nord-Fosen Pukkverk

HEIDELBERGCEMENT Group

### PRECON POLSKA

HEIDELBERGCEMENT Group

### HC PUMPS & TRUCKS

HEIDELBERGCEMENT Group

### KUNDA NORDIC

HEIDELBERGCEMENT Group

### Garkalnes Grants

HEIDELBERGCEMENT Group

### Betongindustri

HEIDELBERGCEMENT Group

### HC KLAIPĖDA

HEIDELBERGCEMENT Group

### NORSTONE

HEIDELBERGCEMENT Group

### NORCEM

HEIDELBERGCEMENT Group

### NORBETONG

HEIDELBERGCEMENT Group

### CEMENTA

HEIDELBERGCEMENT Group

### JEHANDER

HEIDELBERGCEMENT Group

### DK Cement

HEIDELBERGCEMENT Group

### ABETONG

HEIDELBERGCEMENT Group

### Gerdukas

HEIDELBERGCEMENT Group

### HC Betoon

HEIDELBERGCEMENT Group

### HC MILJÖ

HEIDELBERGCEMENT Group

### Renor

HEIDELBERGCEMENT Group

### DK Beton

HEIDELBERGCEMENT Group

### HC Betons

HEIDELBERGCEMENT Group

### Baltik Saule

HEIDELBERGCEMENT Group

All companies of which HeidelbergCement owns more than 50% must integrate the supplement "HeidelbergCement Group" in their logo. The logo consists of the local company's name and the supplement as a fixed entity. No extra symbols or design elements are allowed.

The supplement is used as shown in this manual. The size depends on the size and shape of the local company's name.

When new companies are created or enter the Group, Communications Northern Europe will supply logos.

Local company logos can be used in colour, in black, and in white. The rules concerning the reproduction of the corporate logo also apply to the local company logos.

Contact Communications Northern Europe to obtain correct logos.

## Creating a new or changing an established logoype

If a company wishes to replace or modify its established logo, the new logo must be designed to comply with the common structure of the HeidelbergCement logo.

Communications Northern Europe must always be consulted when a local company wants to make changes to its logo.

When new companies are created or enter the Group they must follow the common rule – that is to keep the local name but adopt the style of the HeidelbergCement logo.



## Protection zone

Do not crowd the logos. When you give them space they stand out.

The protection zone sets the minimum distance of the logo from texts, illustrations, margins, etc. Measure the protection zone as 2E, where E is the capital height of the HeidelbergCement Group supplement.

# Applying logotypes

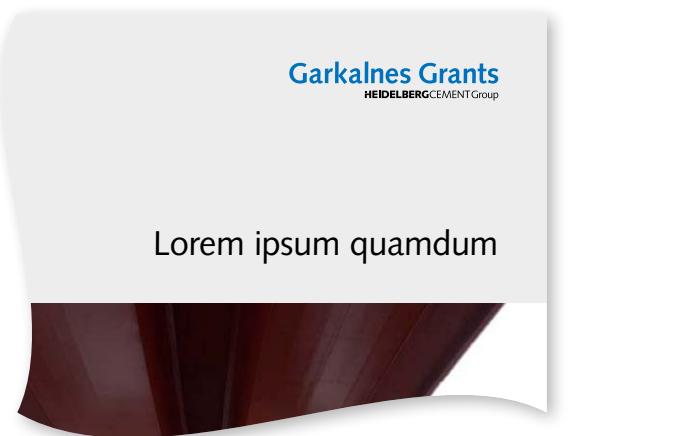


Try to place the corporate or local company logo on a simple background to distinguish it from disturbing elements. The corporate logo can be used only as shown in this manual.

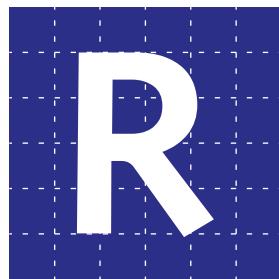
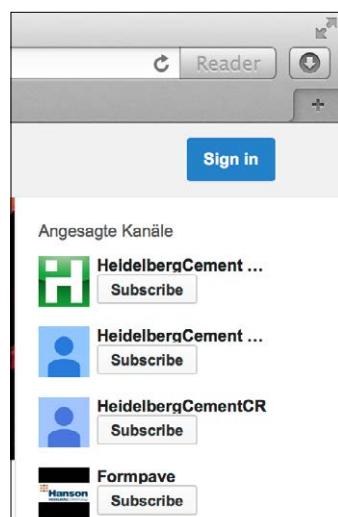
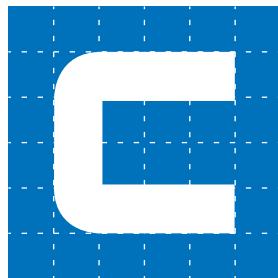
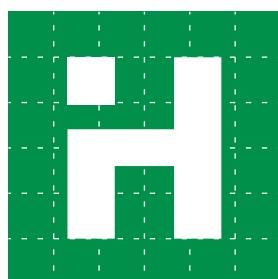
In most cases, the logo is positioned horizontally on the right-hand side. In printed matter the preferred position is top right. In print and digital advertisements, the position of the logo should be adapted to the ads placement on the page or screen. Remember the protection zone.

In exceptional cases the logo can be positioned vertically, but only 90 degrees upward.

Note that the corporate logo can be used by Northern Europe level only.



# Logotype square for digital use



The logotype should only be used in its original form. But in some rare cases in digital media space can be very limited, for example in icons or badges. In these cases, the first letter in the logotype can be used in white on a square in the company's primary colour.

NB: This is not a separate version of the logotype. Only a way of solving limited space in digital icons etc.

The letter should be centered on the square and sized so it fills a maximum of 4/6 of the height or width. For example, for a 72 pixel icon, the "C" in Cementa should be 48 pixels wide, and the "R" in Renor should be 48 pixels high.

# Primary and secondary colours

100% 100%
90% 90%
80% 80% 80%
70% 70% 70%
60% 60% 60%
50% 50% 50%
40% 40% 40%
30% 30% 30%
20% 20% 20%
10% 10% 10%

**HeidelbergCement corporate colour**  
Pantone 355  
cmyk: c 100 m 0 y 91 k 6  
rgb: r 0 g 130 b 56

100% 100%
90% 90%
80% 80% 80%
70% 70% 70%
60% 60% 60%
50% 50% 50%
40% 40% 40%
30% 30% 30%
20% 20% 20%
10% 10% 10%

**Example: Cementa company colour**  
Pantone 300  
cmyk: c 100 m 43 y 0 k 0  
rgb: r 0 g 101 b 189

70% 70%
60% 60%
50% 50%
40% 40%
35% 35%
30% 30%
25% 25%
20% 20%
15% 15%
10% 10%

**Grey as percentage of black**  
cmyk: c 0 m 0 y 0 k 70  
rgb: r 77 g 77 b 77

Every company in the Group has a primary colour. Either it's own or the HeidelbergCement green corporate colour Pantone 355. In the example we show Cementa's blue Pantone 300.

The secondary colour is grey, with the preferred intensity at 70% of black. Grey is a neutral, elegant colour that works well with all other colours. It makes a good combination for local companies to use with their basic colour. Be careful when you use grey, so that the design does not look too dark.

Both the basic company colour and grey can be used with percentage tints. Do not use too many tints in the same publication. Preferably use only the full colour and two tints.

You can use gradients, duotones and mixed ink colours.

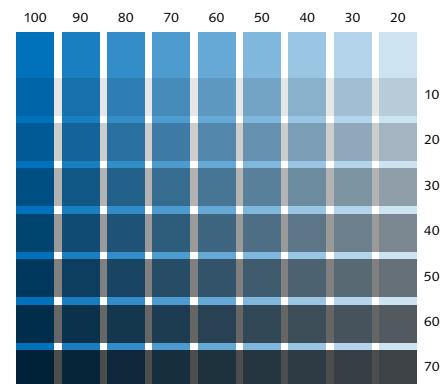
**Colour gradient example**  
Cementa blue (Pantone 300)



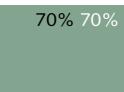
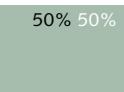
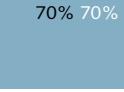
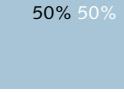
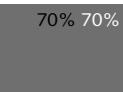
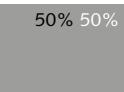
**Duotone**  
Cementa blue (Pantone 300) + Grey



**Mixed ink colours example**  
Cementa blue (Pantone 300) mixed with black



# Supporting colours

	<b>Ochre</b> cmyk: c 15 m 60 y 95 k 5 rgb: r 207 g 117 b 32	 100% 100%	 70% 70%	 50% 50%
	<b>Green earth</b> cmyk: c 55 m 0 y 50 k 45 rgb: r 83 g 129 b 102	 100% 100%	 70% 70%	 50% 50%
	<b>Umber</b> cmyk: c 45 m 50 y 65 k 0 rgb: r 160 g 130 b 99	 100% 100%	 70% 70%	 50% 50%
	<b>Sienna</b> cmyk: c 25 m 95 y 80 k 20 rgb: r 163 g 38 b 44	 100% 100%	 70% 70%	 50% 50%
	<b>Blue clay</b> cmyk: c 55 m 0 y 0 k 40 rgb: r 80 g 142 b 169	 100% 100%	 70% 70%	 50% 50%
	<b>Grey, as 70% percentage of black</b> cmyk: c 0 m 0 y 0 k 70 rgb: r 77 g 77 b 77	 70% 70%	 50% 50%	 30% 30%

Sometimes additional colours are needed to complement the primary and secondary colours. We have five supporting colours based on classic earth colours. They can be used in graphs, charts, graphics, etc.

The supporting colours can be used in 100%, 70% and 50% tints.

All supporting colours can be complemented with the secondary colour grey, as 70% of black.

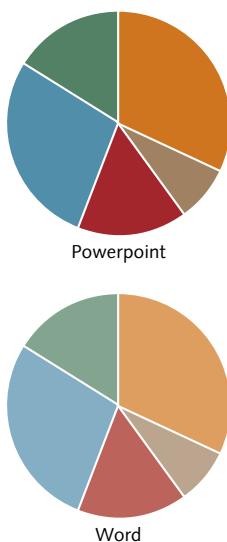
The primary colour can also be used together with the supporting colours. In these cases the primary colour should be the dominating colour.

Use the supporting colours sparingly. The primary and secondary colours should always be the prominent colours.

## Using the office templates

The office templates use a default colour theme consisting of the supporting colours and the secondary colour.

When creating graphics, like diagrams, use white borders to separate the colours.



Use full colours when you create graphics that will be presented on a screen or projector. (In PowerPoint, for example.) If the colours are too light it is hard to see the difference between them.

When creating graphics that will be printed on an office printer, use the lighter colours. (In Word, for example.) This will reduce the risk of the colours becoming too dark and hard to distinguish.

You can find instruction videos on Unite.

# Typography

# Syntax

Syntax Roman *Syntax Roman Italic*

Syntax Bold **Syntax Black**

**Syntax Ultra Black**

# Arial

Arial Regular *Arial Italic*

**Arial Bold** *Arial Bold Italic*

**LOREM IPSUM LJUTUM**

Text in capitals, with uneven letterspacing

↑ ↑ ↑ ↑

**LOREM IPSUM LJUTUM**

Text in capitals, optical kerning

## Texts in capital letters

As a general rule, avoid texts in capital letters.

If you need to set texts in capitals, check that the letter spacing is OK.

Use "optical kerning" in InDesign as a base, and then adjust individual letter pairs.

# Design element

The foundational building element, the square, can be used to create design elements. Either on its own, as part of layout elements (for example fact boxes), or by creating patterns and shapes. The square can also be used in text, for example in bullet lists. Only the primary and secondary colours should be used. See examples on this page for inspiration.

*Ribusdae simus perest quisquis earchil  
ibeatet accusanis seearchil militis  
quatur sus dipsam, omnimusam latur?  
Ribusdae simus perest quisquis earchil  
ibeatet accusanis seearchil militis  
quatur sus dipsam, omnimusam latur!*

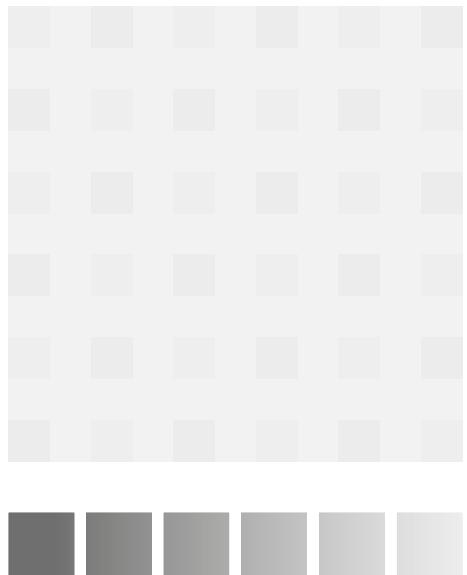
Eribus sus, inis soleo pra quisiti ncisquam expliquam rest harum, en-ditio rernatemped quanti andeliciati niemino luptamusae vento evenis vit int voluptat, ut esequiae queupadi totas eost, aut quat onmod explanti aut quiscim endae. Ta dolforum aces etus, sintemp oratur as corrung uisunt iutreprest vidiatur, in rendera chitem alicimusus exauquisint et eumenis eatus doluta volupci dolupat qui aut re, quis etur moluptas rem erio modiem antbus dantemque denda quan, sundre la voluptat? Cibibus adit, ium dolorovid ut valor apur veratet aescios als ea int od qui blaudio nsere nducipsam re vendae rectio sequibus dia alicient tet maximaxima voluptate dolupiet porendacto occusam atem inciel aliquis dolupatas sit occullabore nis ut od enecae lab is aditiatil pilbus re nos providellae porrepel mo tet odigeni hillabo. Et ea rem vent ant eosque et ex et hillisque sent dit ligendae omnis mo de ne nullitus saectur, eatur?

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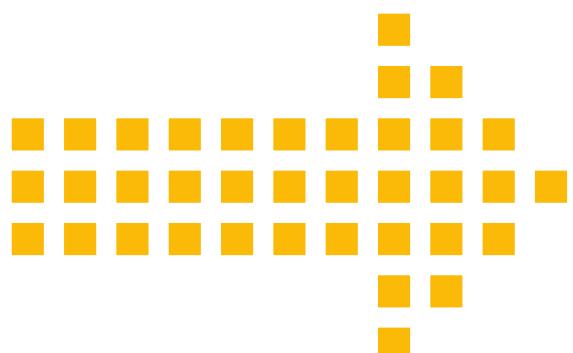
Ribusdae simus perest quisquis earchil ibeatet accusanis seearchil militis quatur sus dipsam, omnimusam latur?

Ro ideleni digniam nonsequo quant deror alibusam quanti bla

Voles venda utam



Facts			
<b>Lorem ipsum</b> <ul style="list-style-type: none"> <li>■ Omnis apelecea volupta dignimus dolendi táquam, verida velitae dolorer iandit</li> <li>■ Omnis apelecea volupta dignimus dolendi táquam, verida velitae dolorer iandit</li> <li>■ Omnis apelecea volupta dignimus dolendi táquam, verida velitae dolorer iandit</li> </ul>			



# Tone of voice

The HeidelbergCement tone of voice must be built on our identity as a dynamically growing international company with a long tradition. We strive to be effective on all levels, including communication.

Our communication is consistent and distinct both verbally and visually. Keep sentences short and layouts spacious. Restrict yourself to conveying only the most important arguments in words and images. Think quality, not quantity.

## **Writing rules**

The corporate name is written as a single word with H and C in capital letters but not bold (HeidelbergCement) in running texts. Never use the whole name in capital letters.

Avoid using abbreviation of HeidelbergCement in external documents. It is only allowed exceptionally in internal communication and in cases of brand names such as HC Trading or HC Fuels.

Never use the corporate or company logo in body text.

Avoid dividing the corporate name/local company names.

Never put a hyphen between our corporate name/local company names and other words.



# About images

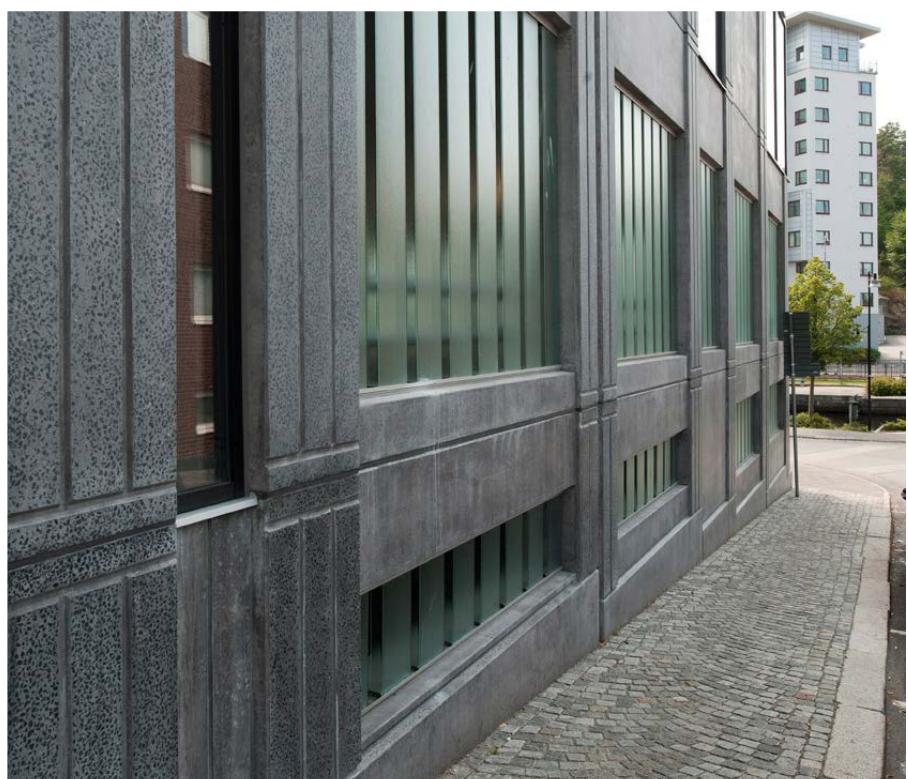
## Choosing images

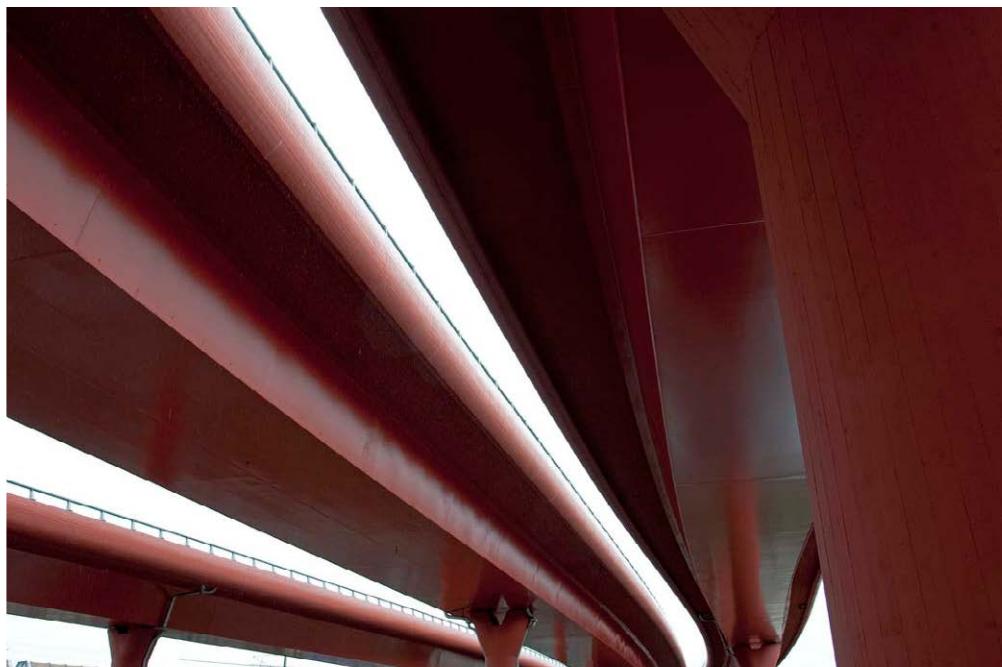
- Looking for quality royalty-free images can be a good starting point. Compared to photos with royalties you have unlimited usage. But be sure to check the usage rights in detail. And always compare costs.
- Choose interesting photos with plenty of clear, open space. Avoid busy images. They make it hard to understand what you want to focus on, and what story you want the photo to tell.
- An interesting photo can be taken in an exciting angle, with a lot of depth in the photo.
- Our photos should be genuine, and give a fair impression of us and our products and services. We always show the right equipment, materials, etc.
- We always show products in their proper environments.
- Remember that a picture can grow creatively with the right cropping. Focus on the story you want to tell the viewer.
- A portrait photo can be more fascinating if it is taken with depth of field. That is with the face in focus and the background blurred.
- When placing photos next to each other, place them so there is a clear contrast between the photos (for example, avoid placing two blue skies next to each other).
- You can create an interesting composition by mixing colour photos with black and white ones.
- Avoid cluttered collages of thumbnails. You are better off showing a good photo, or a few, than showing a lot of bad ones.

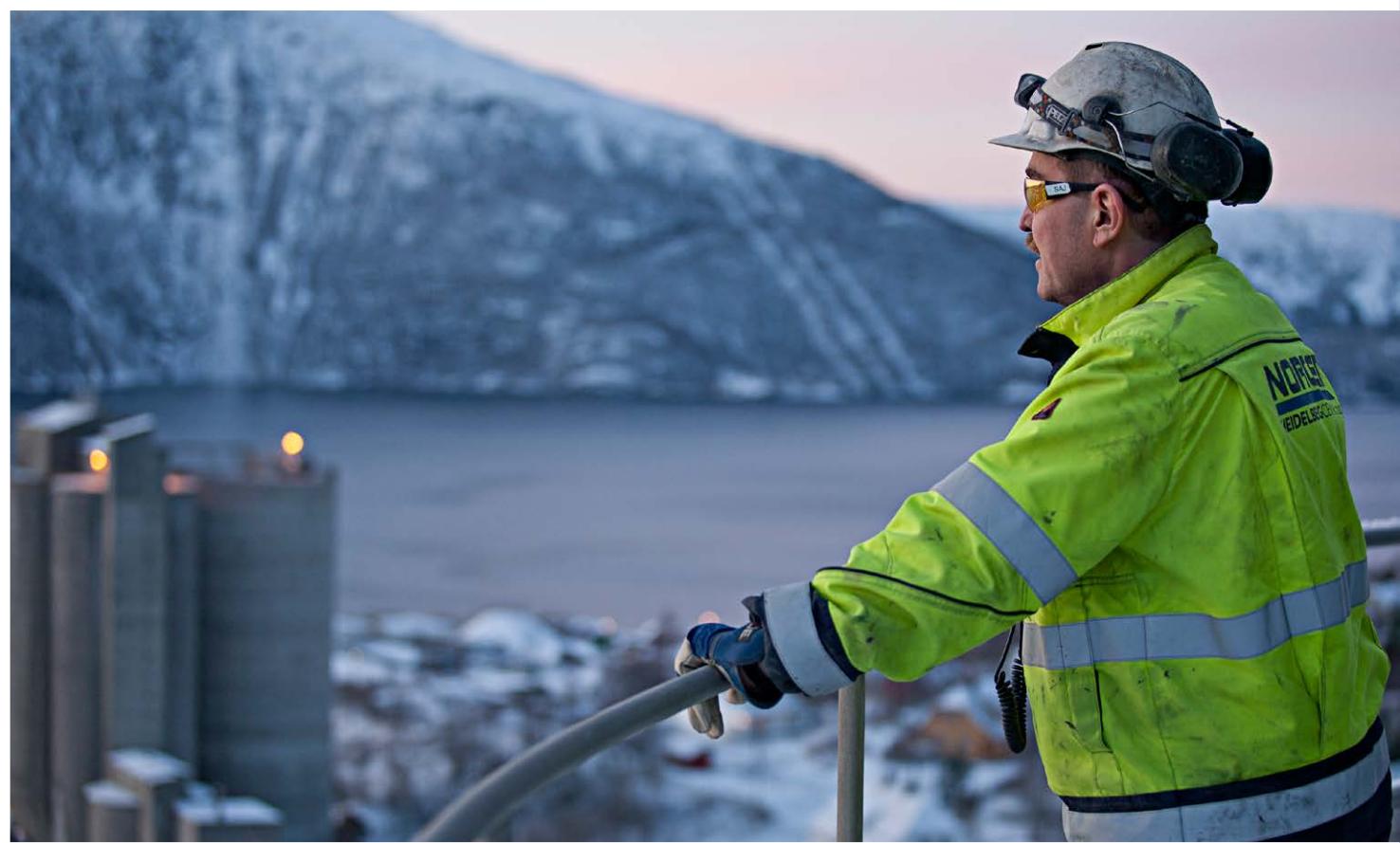
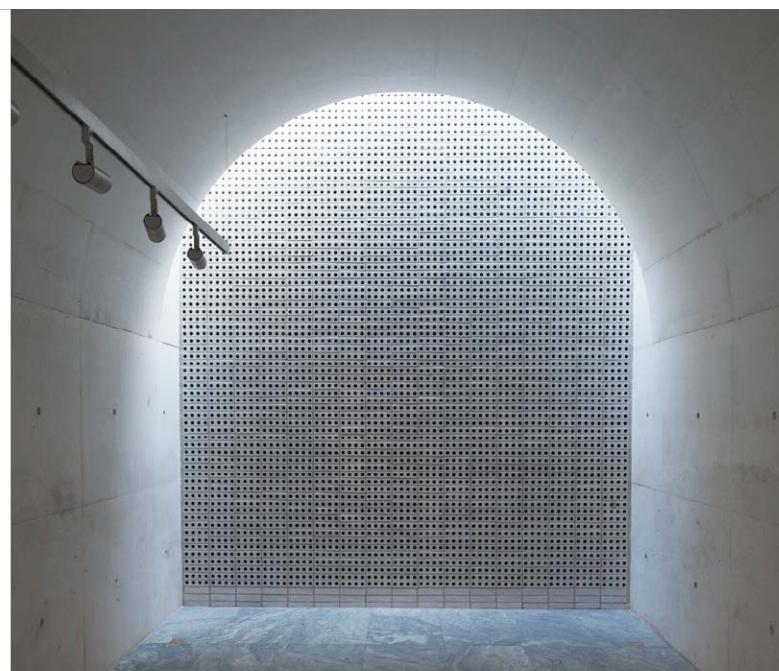
## A few lines about purchasing a photo session

- Make sure that people being photographed look confident, proud and happy.
- If photos are taken in a work area, everyone should wear protective clothing and in relevant cases safety equipment such as helmets, goggles and ear protection. Clothing should always fit properly and be spotless.
- Helmets can have company logos on them. Logos on all helmets should be intact.
- Change positions – how people stand, walk, how they position their arms. Take portrait photos and full-body shots.
- Take photos where the person is standing to the side (to the right or left) of the photo and the background gets more space. These photos often give you the option of placing text on the background.
- Photograph people in groups of two, three or more. Mix it up a bit, move people from front to back, and give the photos a little depth.
- People can stand with bridges behind them, or concrete columns, houses, piles of gravel, machinery, trucks, etc. They are in their working environment.
- They can walk together in a group towards the camera. Leave some open space in the photos for placing text, etc.
- The group of people can be talking to each other ("working together"), and not looking at the camera.
- They can be studying construction plans, looking at maps, and be discussing work at hand.
- In portraits, people should generally look into the camera, but some pictures can show them looking away from the camera, pointing at a concrete foundation, a building etc.

# Examples of good images







# Choice of paper

Oftentimes it pays off to choose paper carefully. It tends to reinforce our communication objectives. In many cases the right choice can also save money.

All companies should use paper that has a low impact on the environment. Paper that is certified with ecolabels applicable in their countries, for example Svanen (the Swan) in the Nordic countries, or the EU ecolabel.

- <http://www.svanen.se/en/Nordic-Ecolabel>
- <http://ec.europa.eu/environment/ecolabel>

It is important that we always choose high-quality paper, since we want all our printed matter to have the same feel and quality.

## What paper to choose

Choose preferably uncoated white, like Munken Polar from Artic Paper, or Artic Volume HighWhite, which has high whiteness. Both papers are labeled with the Swan.

## Paper weight guidelines

Brochures, 8 pages and up: Cover 200 g, inlay 150 g  
Folders, 2-6 pages: 150-170 g

# Templates and stationery

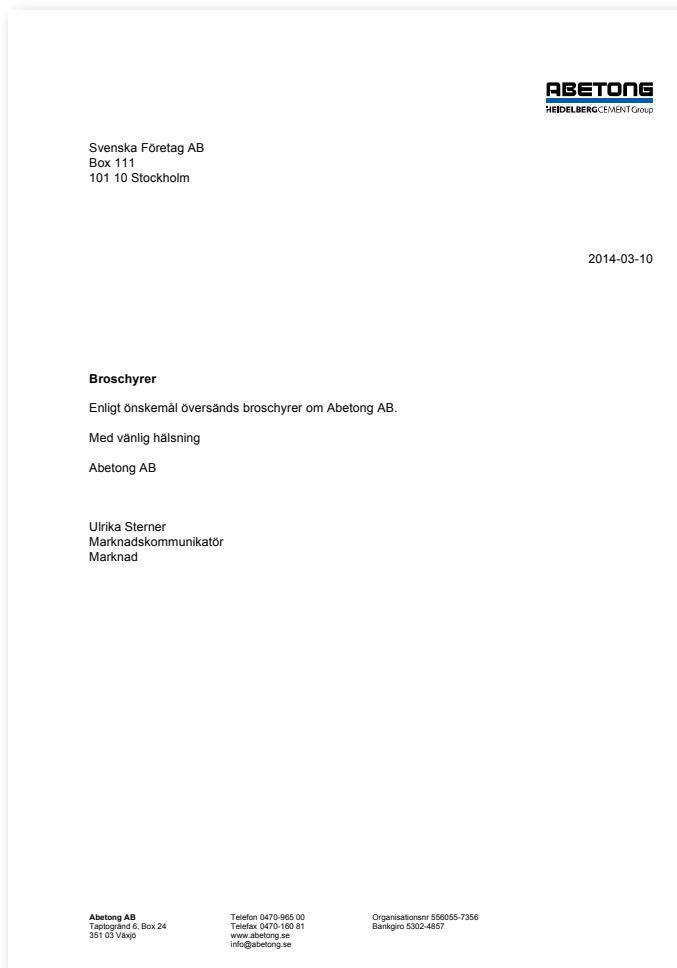
---

**Company image is not only conveyed in advertisements and brochures, far from it. Business cards, correspondence cards, letter paper, envelopes and all other kinds of stationery have a great impact on everybody that comes in contact with them.**

**Clean, sophisticated stationery expresses the company's credibility. On pages 22 to 29 you will find plenty of examples. Make sure you use the templates installed on the company computers. They really help make things a lot easier. And this is not the area to be creative in.**

## MANDATORY RULES

# Word templates

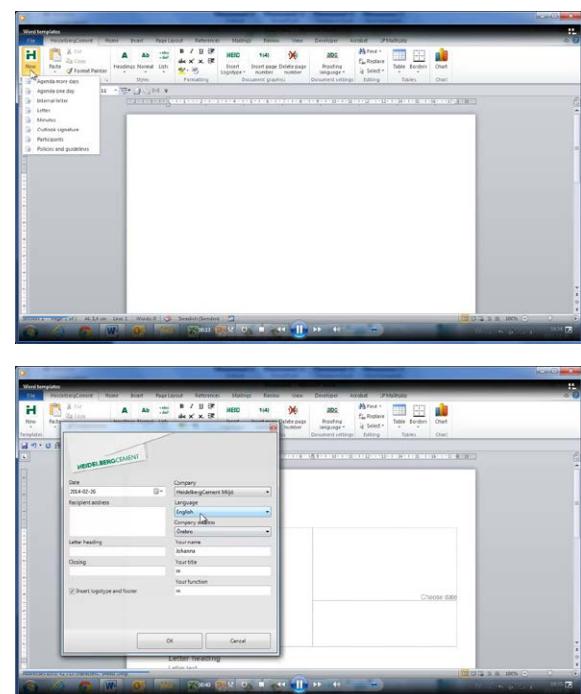


To ensure consistency in our communication, you will find corporate templates installed on the company computers. Always use these templates. Never create your own.

You can find instruction videos on Unite.

Contact Communications Northern Europe for any changes in templates.

(Examples are in reduced size.)



**PM**

Till: Emma Sjöberg  
Från: Niklas Magnusson  
Kopia: John Ståhl  
Datum: 2014-03-10  
Sidor: 1 (inkl denna)

**Almanackor**

Hej Emma!

Här kommer 200 almanackor enligt överenskommelse.

Bästa hälsningar

Niklas Magnusson  
Marknadskommunikatör

**Fax**

Till: Andrea Messler  
Företag: HeidelbergCement Group  
Fax: +46 8-625 481 217  
Antal sidor: 2 (inklusive denna sida)

Från: Kristina Berg  
Fax: +46 8-625 63 04  
Telefon: +46 8-625 63 04  
Datum: 2014-03-10

**Organization chart**

Dear Andrea,  
Please find the Jehander organization chart on page 2.

Kind regards  
Sand & Grus AB Jehander

Kristina Berg  
Market coordinator  
Jehander

**PM****Fax****General Crisis Management Policy**

Scope: HeidelbergCement Northern Europe  
Function: Communications/Legal/HR/QHSE  
Issued: December 10, 2013



(8)

**Minutes**

Subject: Communications Meeting  
Date: February 12, 2014  
Location: Phone meeting

Participants:  
Vetle Houg  
Stefanie Kaufmann  
Heva Link  
Emma Sjöberg  
Lena Carlman Malmström

Excused: Åsa Lager

Distribution: To all above

Taken by: LCM

No	Item	Responsible	Due
1.	<b>General information</b> Update on market situation HC NE.	LCM	
2.	<b>Units</b> The need for a portal on Units for info from external other sources, such as H&S and production data, has been defined.		On-going
3.	<b>Health &amp; Safety</b> Production of safety leaflet for Skövde cement plant is on-going; awaiting final comments from MH. Can be adapted also by other plants & BL.  Local H&S messages on Scala screens need to be on the agenda continuously; in cooperation with local management, TT and the HSE Senior Advisors.	ES	January
4.	<b>Supporting pro-active communication</b>  Contingency reminders; Supporting plant managers and other managers in pro-active communication towards different stakeholders is one of our most important areas of support.	All	

**Policy****Minutes**

**Betongindustri**

**Deltagare**

Ämne: Uppstartsmöte  
Datum: 2014-03-26  
Plats: Liljeholmen, Stockholm

Nr.	Namn	Funktion	Företag
1	Håkan Ahl	Produktionschef	Betongindustri
2	Bengt-Ake Bengtsson	Produktion	Betongindustri
3	Erik Eriksson	Lärningschef	Betongindustri
4	Sten Gustavsson	Distriktschef väst	Betongindustri
5	Lena Ahi	Försäljningschef Sthlm	Betongindustri

Participants

**HEIDELBERGCEMENT**

**Agenda**

Subject: Intranet Unite  
Date: 2014-03-18  
Location: Arstaängsvägen 25, Stockholm

Participants: Niklas Magnusson  
John Ståhl  
Emma Sjöberg  
Åsa Lager

Time	Topic	Presented by
09:00	Policy	AL
09:30	New functions	AL
10:00	Break	
10:15	Training	All
11:30	Summary	AL

Agenda

To ensure consistency in our communication, you will find corporate templates installed on the company computers. Always use these templates. Never create your own.

You can find instruction videos on Unite.

Contact Communications Northern Europe for any changes in templates.

(Examples are in reduced size.)

## MANDATORY RULES

# Business cards and correspondance cards

**HEIDELBERGCEMENT**

Your business card and correspondence card represents not only yourself, but also your company and the Group as a whole. Cards are ordered via the digital ordering system. Contact Communications Northern Europe if you have any questions.

**CEMENTA**  
HEIDELBERGCEMENT Group

**Niklas Magnusson**

Kommunikatör

**Cementa AB**  
Årstaängsvägen 25, Box 47210  
100 74 Stockholm  
Telefon 08-625 68 00  
Direkt 08-625 68 13  
Mobil 0768-93 91 19  
Fax 08-753 36 20  
[niklas.magnusson@cementa.se](mailto:niklas.magnusson@cementa.se)  
[www.cementa.se](http://www.cementa.se)

**Åsa Lager**  
Communications Manager  
Northern Europe

**HeidelbergCement Sweden AB**  
Årstaängsvägen 25, Box 47055  
SE-100 74 Stockholm, Sweden  
Phone +46 (0)8-58 79 69 00  
Direct/mobile +46 (0)8-58 79 69 26  
Fax +46 (0)8-58 79 69 99  
[asa.lager@heidelbergcement.com](mailto:asa.lager@heidelbergcement.com)  
[www.heidelbergcement.com](http://www.heidelbergcement.com)

Correspondence card  
(Examples in reduced size)

**HEIDELBERGCEMENT**

**Åsa Lager**

Communications Manager  
Northern Europe

**HeidelbergCement Sweden AB**  
Årstaängsvägen 25, Box 47055  
SE-100 74 Stockholm, Sweden  
Phone +46 (0)8-58 79 69 00  
Direct/mobile +46 (0)8-58 79 69 26  
Fax +46 (0)8-58 79 69 99  
[asa.lager@heidelbergcement.com](mailto:asa.lager@heidelbergcement.com)  
[www.heidelbergcement.com](http://www.heidelbergcement.com)

## MANDATORY RULES

# E-mail signatures

### Asa Lager

Communications Manager  
Northern Europe

HeidelbergCement Sweden AB  
Årstaängsvägen 25, Box 47055

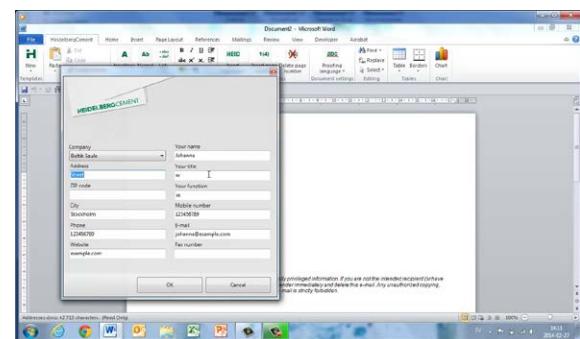
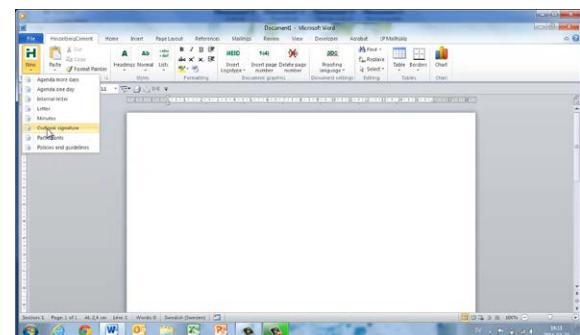
SE-100 74 Stockholm  
Phone +46 (0)8-58 79 69 00  
Direct/Mobile +46 (0)8-58 79 69 26  
Fax +46 (0)8-58 79 69 99  
E-mail [asa.lager@heidelbergcement.com](mailto:asa.lager@heidelbergcement.com)  
[www.heidelbergcement.com](http://www.heidelbergcement.com)

*This e-mail may contain confidential and/or legally privileged information. If you are not the intended recipient (or have received this e-mail by error) please notify the sender immediately and delete this e-mail. Any unauthorized copying, disclosure or distribution of the material in this e-mail is strictly forbidden.*

E-mail correspondence is one of the most frequently used communication tools. Therefore, it must be standardized. Consistency in structure and style within the Group leads to stronger identification with the company.

The e-mail signature template is installed on the company computers. Create a new signature by choosing 'Outlook signature' in the HeidelbergCement menu and insert your contact information in the dialogue box.

You can find instruction videos on Unite.



**MANDATORY RULES**

# Envelopes



C4

Envelopes are ordered via the digital ordering system.  
Contact Communications Northern Europe if you have  
any questions or changes in contact information.

(Examples in reduced size)

Abetong AB, Taptoffvägen 6, Box 24, 351 03 Växjö



C5

## MANDATORY RULES

# PowerPoint

### Headline cover page

**Subtitle**



### Headline

#### Text, first level

- Text, second level
  - = Text, third level
    - Text, fourth level

Slide 2 - dd.mm.yyyy  
Name of presentation - author



## HeidelbergCement Northern Europe

Presentatsioon 2014



HEIDELBERGCEMENT

To ensure consistency in our communication, you will find corporate templates installed on the company computers. Always use these templates. Never create your own.

PowerPoint presentations are important bearers of the company identity – provided they are consistent and easily recognisable as coming from a HeidelbergCement company.

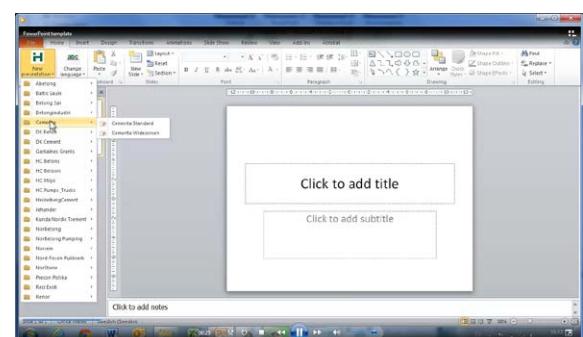
These elements must always be observed:

- the relevant logotype in the lower right-hand corner
- the correct typefaces (Arial)
- a square and a strip in the same colour as the dominant colour in the logotype, as shown below

You can find instruction videos on Unite.

Contact Communications Northern Europe if you have any questions.

(Examples are in reduced size.)



# Digital monitors

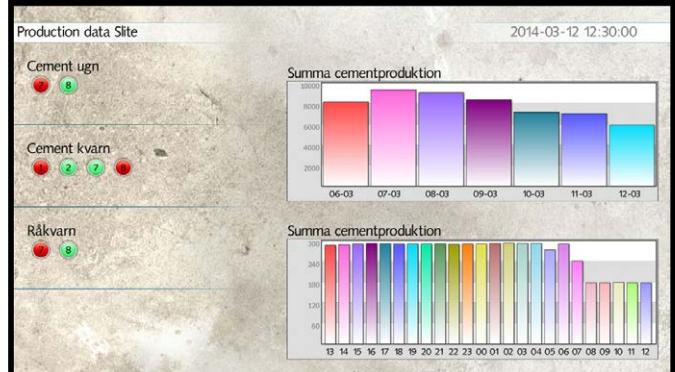


Our digital monitor system acts as an internal channel but also as a profile tool for information for visitors. Information is sent out both centrally and locally, and displayed on screens, for example in facilities for employees who do not work at their own computer, dining rooms and reception areas. A local editor can publish local news, for example company goals and information on sold projects.

We have a policy for digital publications that has to be followed. If you have any questions concerning what kind of news that can be published, or if you need templates, contact Communications Northern Europe.

## Hållbart byggande med betong - vägledningar för miljöcertifiering

Ladda hem på [www.betongforeningen.se](http://www.betongforeningen.se)



HeidelbergCement-koncernen rapporterar preliminära siffror

Bernd Scheifele, koncernchef:

"2013 var ett framgångsrikt år för HeidelbergCement i operativa termer. Vi drog fortsatt nytta av våra fördelaktiga geografiska lägen, höll kostnaderna under kontroll och lyckades genomföra pris-höjningar på större marknader."

HEIDELBERGCEMENT

**THE QUARRY LIFE AWARD**

– Vetenskaplig tävling för unga forskare

- Forskning visar att minskande biologisk mångfald är vår planets största framtidsproblem.
- Med rätt kunskap, medvetet arbete och god planering kan stenbrott och täkter skapa en miljö som gynnar vissa arter.
- HeidelbergCement söker nu aktivt studenter och yngre forskare inom biologi, ekologi och landskapsarkitektur, som får möjlighet att vidareutveckla koncernens arbete med biologisk mångfald.
- Projektet kommer att genomföras april-september 2014.

# Marketing materials

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On pages 31 to 49 you will find marketing materials that communicate with full force and consistency. Corporate and recruitment advertisements, brochures, event and exhibition material, signs and more. There is also information on films and web sites.

Start by reading about the design grid, it is the framework for all your designs and always your starting point. If you have any questions, do not hesitate to contact Communications Northern Europe.

# The design grid

## 6x10 Basic grid

To ensure that all marketing materials have a consistent look, the design is based on a grid called 6x10. This grid also reduces start-up time dramatically and provides freedom to create diversified design.

The design is divided into ten rows, each 1/10 of the total height, and six columns, each 1/6 of the total width. Images, colour blocks and text blocks are placed along the lines.



## 6x10 Basic grid

For ads, the grid is based on the ad area,  
not on the publication size



# Brochure covers

Brochures, and other similar printed publications, all use the 6x10 grid.

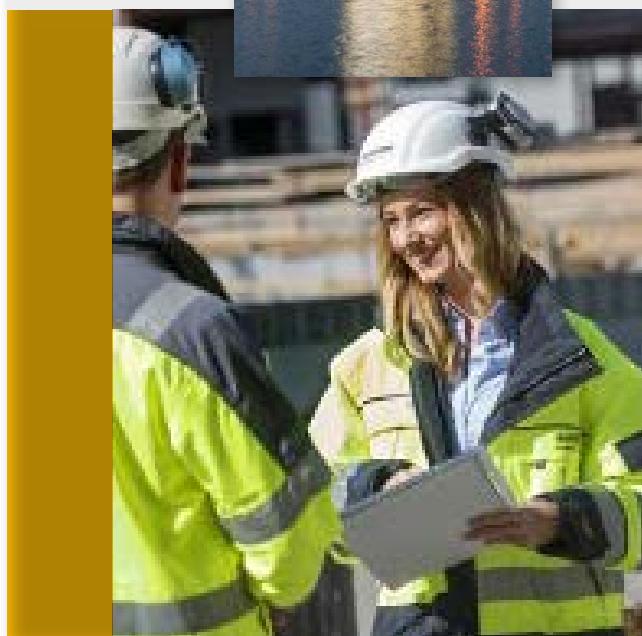
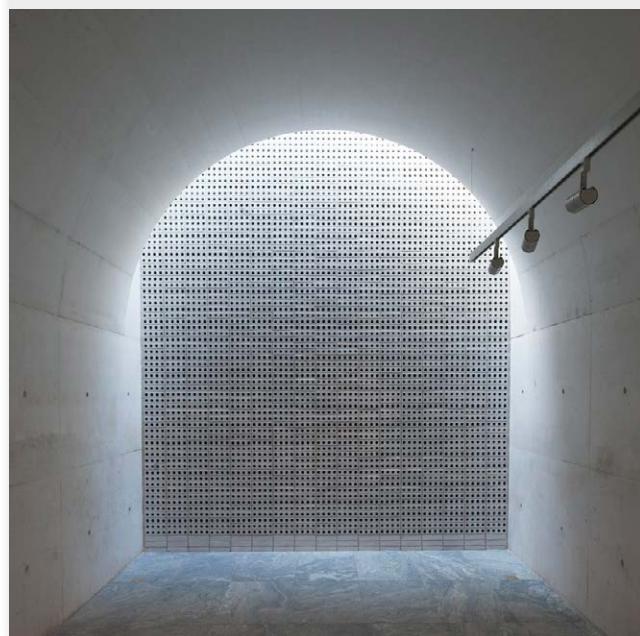


Lore*m* ipsum  
quamdu*m*



DER  
ENT Group

Lore*m* ipsum quamdu*m*



## Cover grid

On covers, the grid is complemented with margins, which are 1/20 (5%) of the height, and a title-placement line 25% of the height from the top.

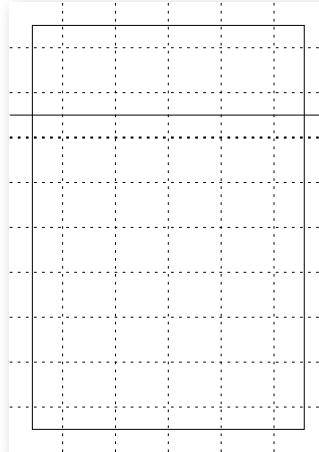
The cover is divided in two main areas: The top three rows which is the headline area, and the content area below.

The title area always has the grey background, 10% black. The logo is placed in the top-right corner of the title area. The title is placed right-adjusted with the bottom on the title-placement line, (25% of the height).

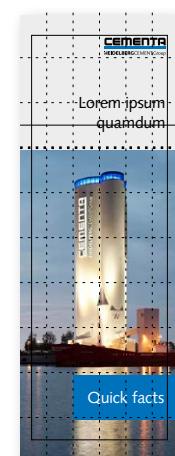
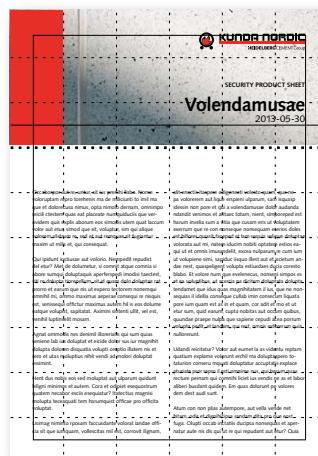
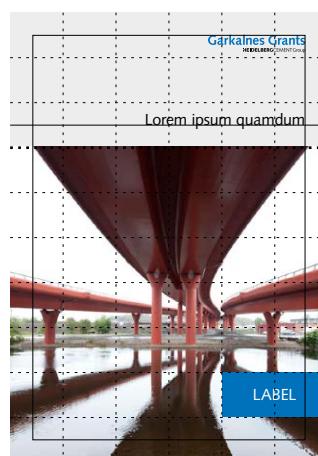
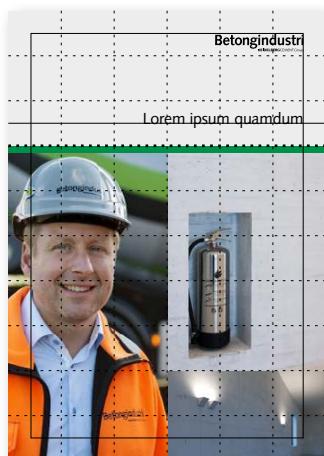
The content area is used for images. Never use more than three. When you place photos next to each other, make sure there is a clear contrast between them. Try mixing colour photos with black and white for an exciting composition.

On publications that do not have a dedicated cover, such as product sheets and price lists, the title area can have a photo. The content area is used for texts, tables, graphs, etc.

The company colour can be used as a block on the grid or as a line dividing the title and content area.



Cover grid



On narrow formats the placement of the logo and title can be adjusted.

In the example to the right, the logo and title are centered vertically.

In the example above right, the side margins are 1/12 of the width instead of 1/20 of the height.



# Brochure inside pages

# Ribusdae simus perest

*Ribusdae simus perest quisquis earchil  
ibeatet accusanis seearchil militis  
quatur sus dipsam, omnimusam latur?  
**Ribusdae simus perest quisquis earchil**  
ibeatet accusanis seearchil' militis  
quatur sus dipsam, omnimusam latur!*

Eribus sic, inz colora p[ro]p[ter]a quicquid negligimus exq[ui]p[ar]am et harum, enim d[omi]ni remanep[er]t quantum adhuc[em] n[on] i[n]venimus latitansque ventus eveniens ut violatur, ut exequitur quaequep[er]d[omi]nata b[ea]t[er] e[st], cum quod omnes explant ut aquincum existat. Ta[le] dolus e[st] atque, sitempt[er] oratus ac corrumus iustus iat[er]p[re]tatio[re] v[er]itatis, in render[er] dicit[ur] aliuscum e[st] aquarum et eunatis et r[ati]o[ne] dicit[ur] velut dicit[ur] ut aqua et utr[um] molitus em[er]ito r[ati]o[ne] v[er]itas antedictum d[omi]n[u]m d[icit]et quā d[omi]na la[vo]r[at]ur? Quib[us] adit[ur] um dolorosum ut volo[re] ap[er]uum veret aeth[er]is alio[rum] et id ut quod blaudio[rum] ne[re]dere n[on] sapimus re[ver]endam refectione sequibus dia aliendi et maxima[m] doluprem doluprem ponendato[rum] occursum atent incipi doluprem sit osculabore no[tr]is et od eneac[us] lab[or] al[ia]t[er] p[ro]bus re[ver] nos providebit p[ro]p[ter]a id o[ste]ri[um] diligenti[us]. H[oc] et r[ati]o venit rem ait esseque et et ex illisque s[ecundu]m lat[er]dante omnis mo[re] de ne nullius castus, eatur?

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Ribusdae simus perest quisquis earchil libea  
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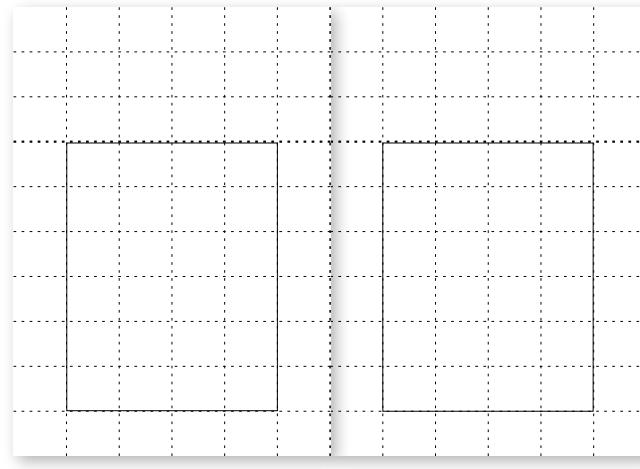
## Inside page grid

On inside pages, the vertical columns can either be placed according to the standard grid – as six columns of the page's total width, or as six columns within the margins. The horizontal rows are still 1/10 of the page's total height.

There are no fixed measurements for margins or text areas for inside pages – that can vary between publications.

The line between the top three and bottom seven rows should also be followed on the inside pages. Main content is placed below this line, while titles are placed above.

Text columns do not necessarily follow the grid exactly – column spacing etc is needed.



Inside grid with the six columns based on the page width. In this example, the text area is following the columns.

**Aruptatur onsequi stemer  
orrumpui iunt**

Ita nobilitat alieni cupitatis eum,  
constere issi consequid et et,  
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ne ped extrupatam fuga sterci  
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maxim dolupatam que mo quo  
quin et, solenet aut dolupatam  
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um verovid et is pro velitatis.

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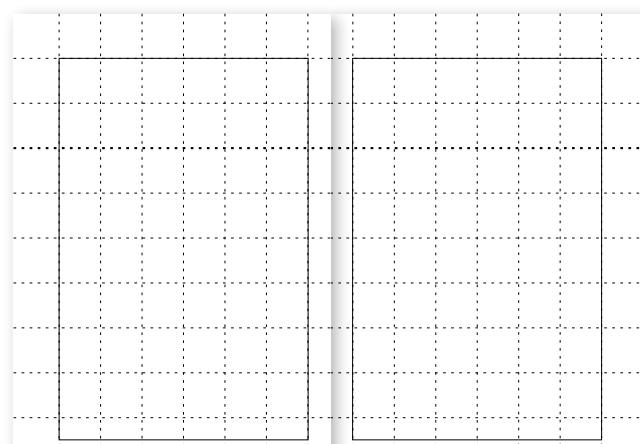
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Inside grid with the six columns based on the text area's margins.

Example of use of the grid for an inside page.

# Advertisements, corporate

Ads should be based on the 6x10 grid, and use the basic design elements. Place the logo so it is clearly visible. For an ad on a left page, you might need to place the logo to the left.

Full-page non-bleed ad (placed in a newspaper).



Lorem ipsum quamdu

10

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**JEHANDER**  
HEDERA PROGRESSIVE



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www.jehander.com



# Advertisements, recruitment

Recruitment ads should have a colour photo of an employee, a black and white photo showing the end use of our products, and a stripe of the primary colour – placed according to the grid, within a white margin (minimum 2 mm).

If the area is constrained, opt out the usage photo.

Please contact Communications Northern Europe for:

- complementary information about employer branding, such as tonality in text and image use,
- access to image bank,
- instructions for publishing recruitment ads on the web,
- other recruitment-related information and instructions.



## Vill du bygga framtiden med oss?

Vi tror att du är beredd att ta ansvar, och att ge det lilla extra.

Hos oss får du anta utmaningar du kanske inte väntat dig. Vi tror på en utveckling genom att gå bortom det bekanta och välkända. Samtidigt erbjuder vi en trygg arbetsplats där vi märnar om våra medarbetare.

Läs mer på [www.betongindustri.se/jobb](http://www.betongindustri.se/jobb).

Betongindustri  
HEIDELBERGCEMENT Group



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**CEMENTA**  
HEIDELBERGCEMENT Group



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**CEMENTA**  
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# Event and exhibition material

Events and exhibitions are exceptional opportunities to make a great impression on current and potential customers. Make sure your stand is welcoming and clearly branded.

When producing material for events and exhibitions, do not forget to produce other material, like invitations and name badges that match the main material.

Please contact Communications Northern Europe for support.

**HEIDELBERGCEMENT**

**Bygg framtiden tillsammans med oss**

Hela världen. Högteknologisk utveckling. Gränslösa kunskaper.

**JEHANDER**  
HEIDELBERGCEMENT Group

**CEMENTA**  
HEIDELBERGCEMENT Group

**Betongindustri**  
HEIDELBERGCEMENT Group

**ABETONG**  
HEIDELBERGCEMENT Group

Elektriker Mekaniker Prosesstekniker Tekniker Processingenjörer Fol  
Processingenjörer Administratörer Elektriker  
Konstruktörer Kemister Marknad FoU Konstruktörer  
Konstruktörer Prosesstekniker



**PRECON POLSKA**  
HEIDELBERGCEMENT Group

Vid quidelit vendus modis

**CEMENTA**  
HEIDELBERGCEMENT Group

Bygg en hållbar värld

"Jag uppskattar ansvaret för miljön och att vi alltid jobbar för att skapa värde genom hållbarhet."

**JEHANDER**  
HEIDELBERGCEMENT Group

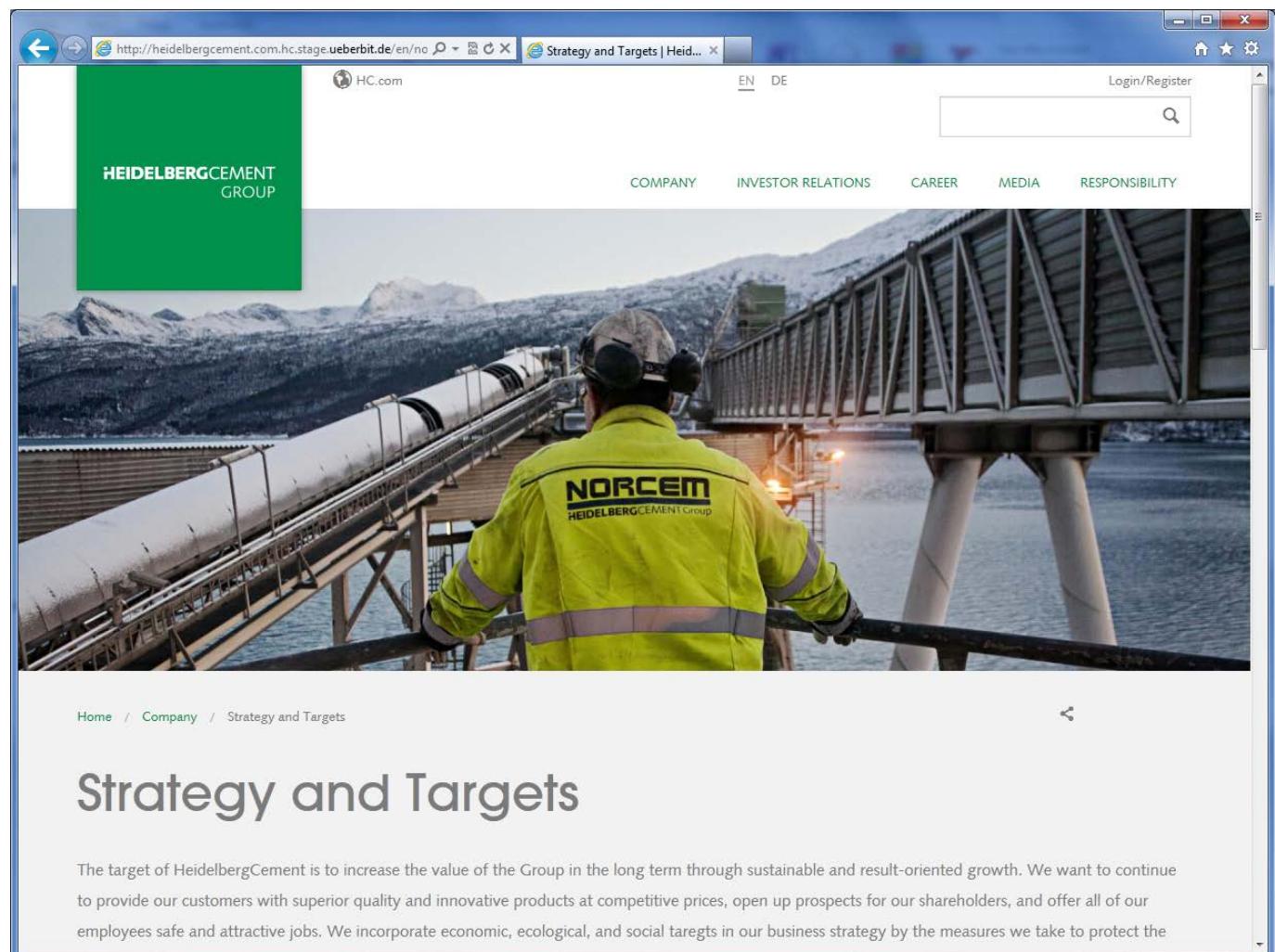
Bygg din karriär

"Möjligheten till penorlig framgång tillsammans med smarta och inskränkande kolleger avgjorde valet för mig."

# Web sites

All companies in the HeidelbergCement Group have access to a modern, consistent and flexible technical platform for responsive web sites that works as well on computer screens as on mobile devices. This is mandatory for producing web pages.

Please contact Communications Northern Europe for support.



The screenshot shows a web browser window displaying the 'Strategy and Targets' page of the HeidelbergCement website. The page features a large banner image of a worker in a yellow high-visibility vest standing on a bridge over water, looking at industrial structures. The HeidelbergCement logo is visible in the top left corner of the banner. The navigation menu includes links for COMPANY, INVESTOR RELATIONS, CAREER, MEDIA, and RESPONSIBILITY. A search bar and language selection (EN, DE) are also present. The URL in the address bar is <http://heidelbergcement.com.hc.stage.uberbit.de/en/no/Strategy-and-Targets>.

HEIDELBERGCEMENT GROUP

Strategy and Targets | Heid...

HC.com

EN DE

Login/Register

COMPANY INVESTOR RELATIONS CAREER MEDIA RESPONSIBILITY

NORCEM HEIDELBERGCEMENT Group

Home / Company / Strategy and Targets

## Strategy and Targets

The target of HeidelbergCement is to increase the value of the Group in the long term through sustainable and result-oriented growth. We want to continue to provide our customers with superior quality and innovative products at competitive prices, open up prospects for our shareholders, and offer all of our employees safe and attractive jobs. We incorporate economic, ecological, and social targets in our business strategy by the measures we take to protect the

The screenshot shows the homepage of HeidelbergCement i Norge. The header features a green navigation bar with the company logo, a search bar, and links for 'PRODUKTER' and 'BÆREKRAFTIG UTVIKLING'. Below the header, the main content area has a large title 'HeidelbergCement i Norge'. A subtext below the title states: 'HeidelbergCement er en av verdens ledende produsenter av byggmaterialer, som global markedsledende innen tilslag, og med ledende posisjoner innen sement, betong og andre nedstrømsaktiviteter. Konsernet har mer enn 52 500 ansatte ved omtrent 2500 avdelinger i over 40 land.' Below this, there are three categories: 'Sement', 'Ferdigbetong', and 'Tilslag', each accompanied by an image. The 'Sement' image shows bags of cement on a conveyor belt. The 'Ferdigbetong' image shows a concrete slab with reinforcement bars. The 'Tilslag' image shows a large pile of aggregate.

Example of start page

The screenshot shows a content page from Abetong AB's website under the 'Stallbyggnader' section. The page features a blue header with the company logo and navigation links for 'BOSTÄDER OCH INDUSTRIER', 'ANLÄGGNING', 'LANTBRUK', 'REFERENSER', 'OM ABETONG', and 'KONTAKT'. The main content area has a title 'Stallbyggnader' and a subtext: 'Mer än 60 års erfarenhet av byggelementproduktion och 30 års utveckling av lösningar för att bygga stall, har gjort Abetong till en ledande leverantör av stallbyggnader. Med våra byggsystem får du en stabil, underhållsfri och kostnadsseffektiv byggnad och samtidigt kort byggtid.' Below this, there is a paragraph about the benefits of their stall solutions, mentioning a wide range of products from thin to thick insulated panels for various sandwich structures. The page also includes a 'Related downloads' sidebar with a link to a brochure.

Example of content page

# Facebook

Before you start communicating through Facebook, it is, as for all other communication, important to have a plan. What audience will take part of your posts? How can you communicate in the best possible way. A plan increases your chances of making a positive impression.

## A successful Facebook page:

- Is continuously updated with new posts. You do not want your page to look or feel like a static website.
- Is based on dialogue, quick response and user-generated content.
- Has a content that is based on what visitors are interested in.
- Cares for its fans.
- Is focused on its purpose and audience.
- Always accompanies posts with pictures.
- Appears in many contexts so people discover, like, revisit and use it.

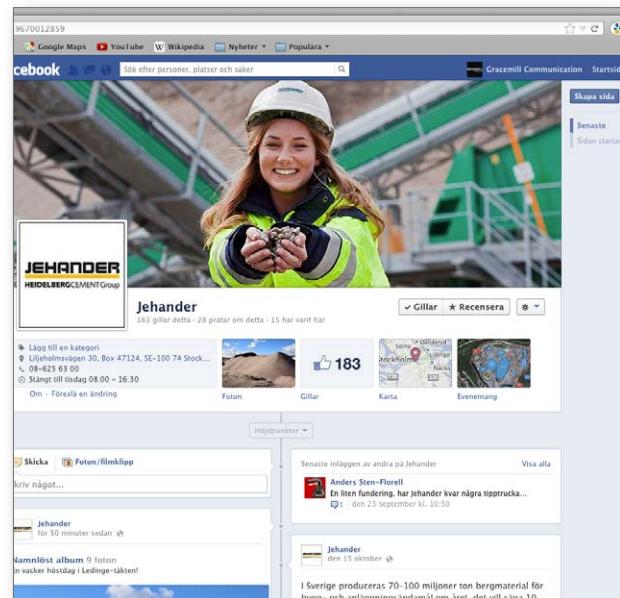
Facebook is mainly linked to individuals. About 80 percent of users visit Facebook primarily for personal reasons. With that in mind, it is particularly important to:

- Make posts that are relevant to those you want to reach.
- Make all communication as personal as possible. Be personal, honest and friendly, but never private. Posts should be concrete and clear.
- Do not spam and give the impression of advertising.

Before you set out to communicate via Facebook, you need to:

- Decide what your purpose is. Why are you on Facebook?
- Decide what audience you want to reach, and what audience it is possible to reach.
- Analyze target audiences based on what they are interested in, what characterizes them, and in what situation they might look up your Facebook page.
- Make a plan for people at your company that will be working continuously on your Facebook page, posting and communicating with fans.
- Learn as much as possible about Facebook by being active on your personal account.
- Learn from other companies. What are they doing? What do they post? How do they respond to posts from fans and others?

Educate all employees that will be communicating via Facebook. Communications Northern Europe can help with support, contact them for a starter kit that includes a handbook on how to make the most out of Facebook.



# Film

Always produce films with high image and sound quality, preferably produced by a professional producer and photographer.

There are guidelines for film production and templates for film intros and name badges.

Contact Communications Northern Europe before starting a film project, for questions and guidelines.



# Exterior and interior identity

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Graphic communication on our facilities, vehicles, flags, clothing and give-aways, etc are an important part of how we present ourselves to the world. In this chapter we give serious attention to these diverse facets of communication.

Read instructions carefully and follow the rules. When it comes to exterior and interior identity, like for example signs, we are talking about communication that usually has a longer life. So we want to be sure to get it right.

# Signs

**Signs must always be up to date.**  
**Replace all signs that have old logotypes.**

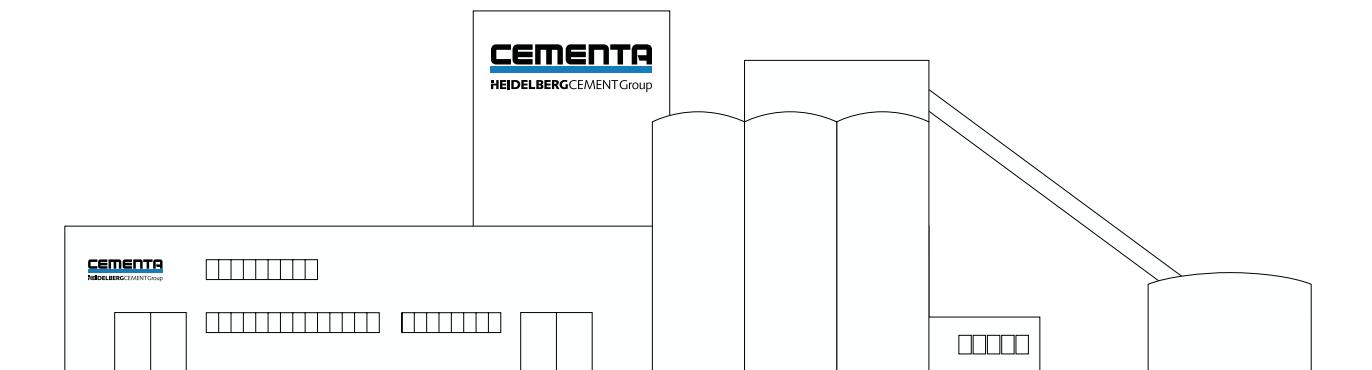
Signs on or outside buildings and other facilities are a public reminder of who we are and what we stand for. The relevant logotype is the principal communicator. Additional information should be coordinated with the company's primary colour.

The sizes of signs must always be determined by the probable and desired viewing distances.

Remember the protection zone. Do not allow any building elements to interfere with the protection zone.



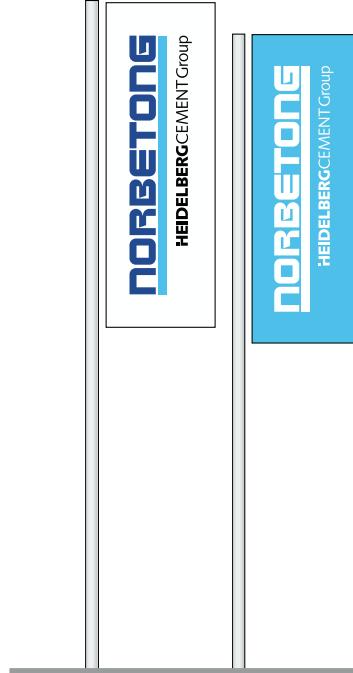
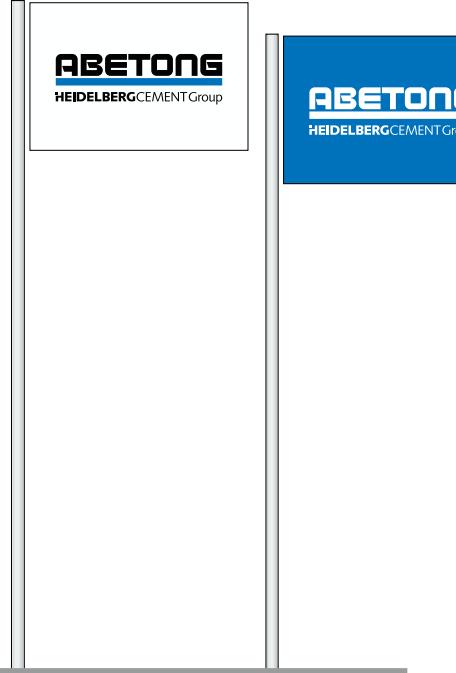
In most cases signage should be in the primary colour, but it can also be in monochrome versions, for example when using frosted glass.



# Flags and bags

Flags can be seen far and wide, and bags tend to travel. Both communicators project our profile. The rules that apply to signs also apply to flags and bags.

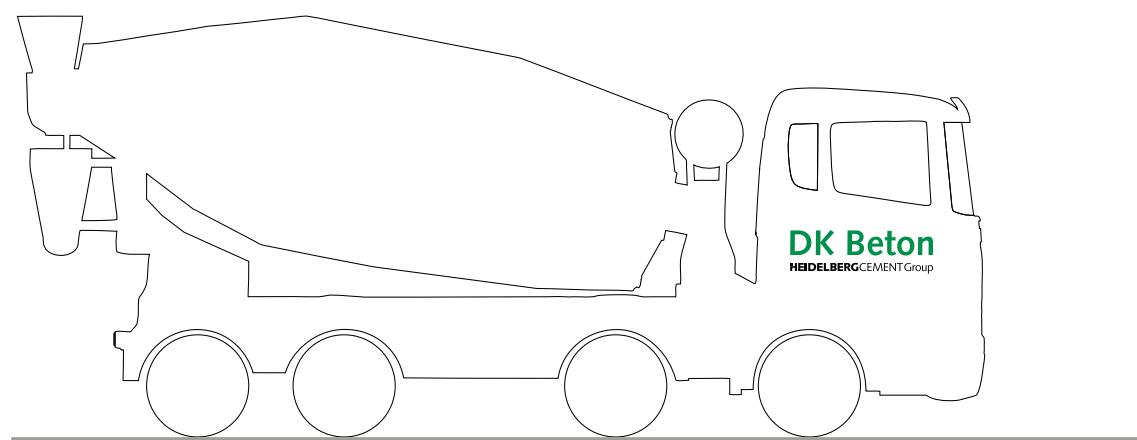
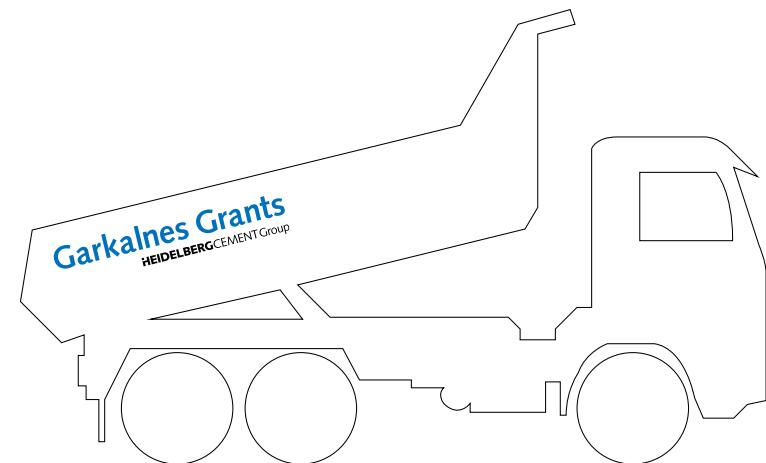
The relevant logotype is the principal communicator. Remember the logotype protection zone.



# Vehicles

Special vehicles carry more than products – they also bear the identity of the company. It is therefore imperative that they carry it properly. Here are a few examples of appropriate solutions for different types of vehicles. For advice, always consult Communications Northern Europe.

Remember the logotype protection zone.



# Clothing

Protective clothing such as jackets, vests and helmets must be branded with the company logo.

Place logos so they are clearly visible on both front and back.

Choose colour versions that have a good contrast to the background.

Follow security rules and regulations.



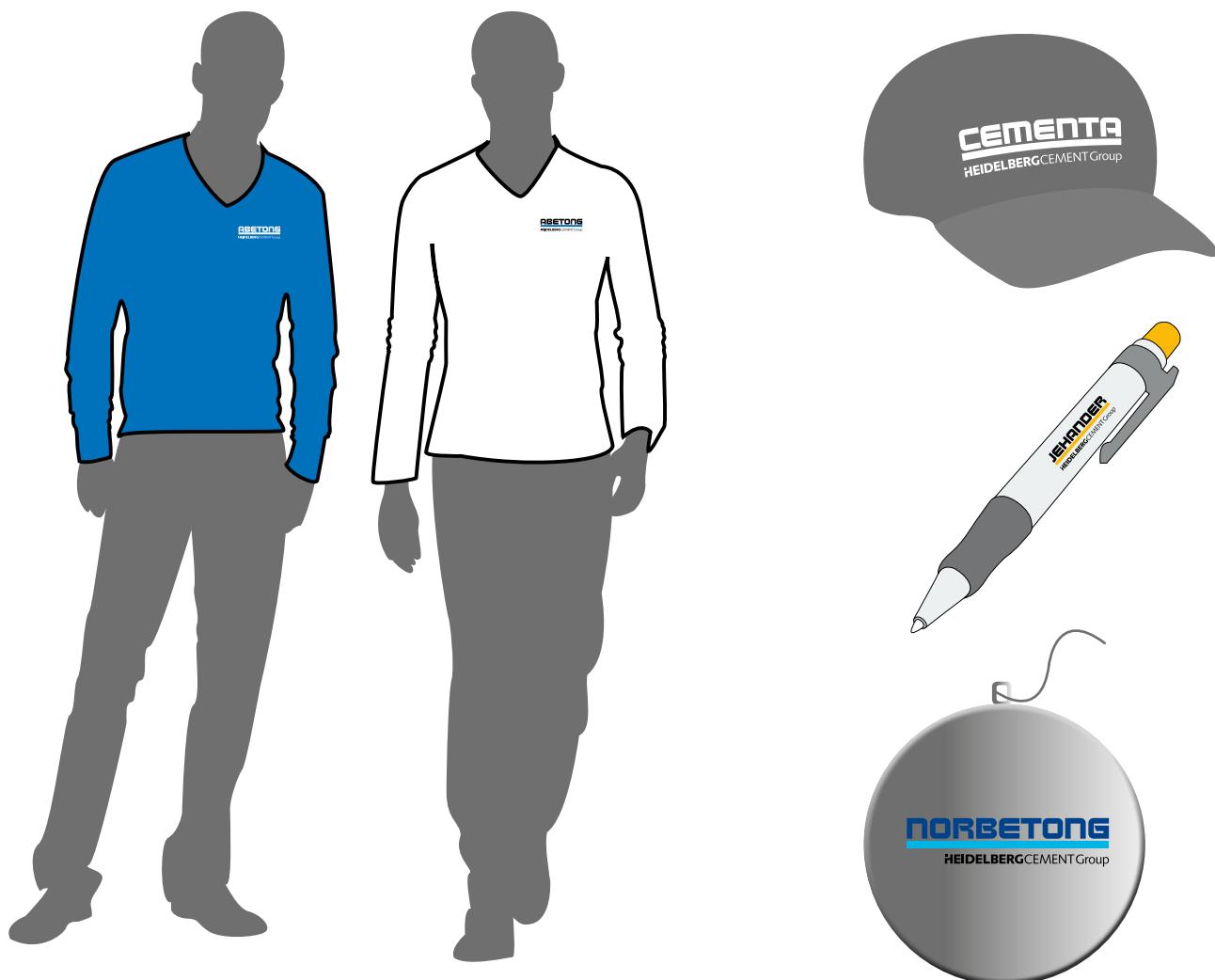
# Give-aways

The items below can serve as "ambassadors", but only if they clearly reflect the identity of the company. Where a choice of colour is possible or appropriate, if possible choose the relevant basic company colour.

Logos can be embroidered in full colour, black, white or the same colour as the cloth.

Logos can also be etched in metal, glass or other material.

Remember the logotype protection zone.



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