

March  
2018

Version 2.4



# Basic brand guidelines

# Letter from the CEO

To all Ternium employees:

This document provides important guidelines regarding the use of our visual identity for Ternium and its production facilities.

The name Ternium and its signature, composed by the symbol of superimposed planes and the typography within the gray box, represent the base from which we should all move forward to become a unified organization that grows and aligns itself as a global leader through our commitment to produce the highest quality products in the communities that we serve.

Our goal is to make the Ternium brand and the brands of each production facility stand for excellence and leadership within our industry. We want to achieve this goal by reinforcing our commitment to quality and exceeding the expectations of our customers.

Our corporate identity is the way in which we present Ternium to our clients, to our communities and to the world.

The appropriate, consistent and cohesive usage of the symbols that represent us in all our communications will speak of the excellent quality and performance that we would like to be recognized for.

Each of you must become an image ambassador and standard bearer for Ternium. This document provides you with the essential tools to do so.

Cordially,



**Máximo Vedoya**  
CEO  
Ternium

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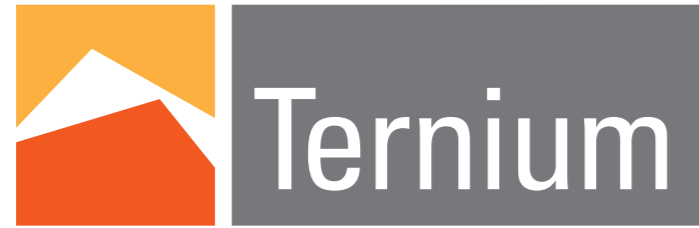
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# Introduction

The Ternium visual identity was developed to help ensure a unified look and feel throughout our brand communications. The following guidelines explain the significance of each of the components of this identity as well as how they are to be properly reproduced and applied.

The integrity of the Ternium brand depends on the consistent and faithful execution of every aspect of our unique visual style.

# Basic *system*



Global brand



Ternium **University**

Global application brand



## Ternium Brand

The Ternium signature is one of the company's most valuable assets. For this reason, it is essential that the brand be used in a consistent format each time it is used.



## Ternium signature elements. Symbol and wordmark.

The Ternium signature is made up of two elements: the symbol and the Ternium wordmark.

The signature is a unique piece of artwork that was designed specifically for our brand. A simple but elegant combination of the symbol and the wordmark gives a fresh and contemporary appearance to our brand.

As the most relevant and public expression of our brand, the signature is the cornerstone of our identity.

Therefore, it is crucial to the success of the Ternium brand that the signature is reproduced and applied consistently in all Ternium communications. It should never be typeset, recreated or altered in any way. To maintain consistency, use only approved digital art files.





## Signature clear space

Whenever the signature is applied, it must always be clearly visible in order to be instantly recognizable. To guarantee its legibility and impact, the signature must never appear in Ternium communications without at least the clear space minimum surrounding it.

- *The minimum clear space is equal to the height of the Ternium "T" in the signature's reproduced size.*

This clear space isolates the signature from competing graphic elements such as copy, photography, or background patterns that may divert attention from the signature.



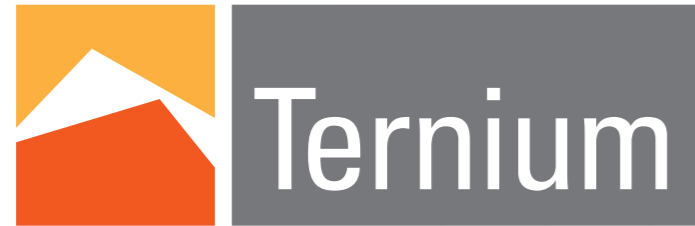
6.3 mm

## Minimum size

The Ternium signature retains its visual strength in a wide range of sizes. However, there are sizes in which the signature ceases to be clearly legible and its impact is diminished.

The Ternium signature must never be reproduced smaller than indicated below:

- *The minimum size of the signature is determined by the width of the Ternium symbol. The minimum size of the symbol is 6.3 mm from left to right.*
- *This minimum is always the same regardless of the length of the wordmark.*



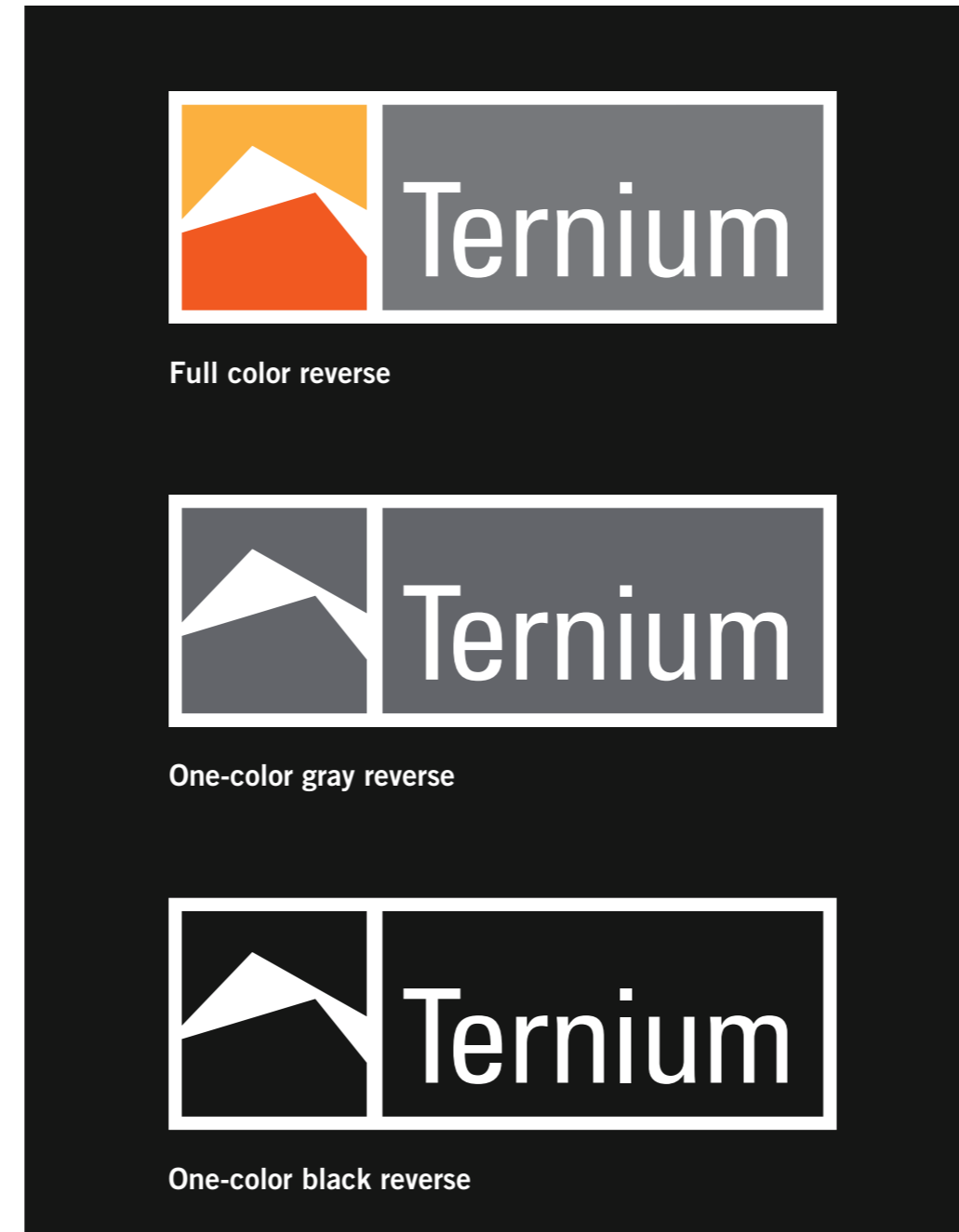
Full color (preferred)



One-color gray



One-color black



Full color reverse

One-color gray reverse

One-color black reverse

## Signature color variations

The full-color signatures are always the preferred signature version. However, to accommodate communications where the preferred signature cannot be properly reproduced or applied, several signature variations can be used by following the guidelines listed below:

- Only apply a signature variation when the primary signature cannot be used.
- When using a signature variation, observe the clear space and minimum size requirements specified for the preferred signature.
- The one-color gray and one-color black variations should only be used when color printing is unavailable.
- When a layout calls for a dark color or photographic background, one of the reverse signature variations can be used.



*Growing with our customers*



*Creciendo con nuestros clientes*



*Crescendo com os nossos clientes*

## Tagline placement

The signature with the tagline is also a unique piece of artwork: the proportion and arrangement of the symbol, wordmark and tagline have been specifically determined. The signature with tagline should never be typeset, re-created or altered in any way. The correct placement for the tagline is below and left aligned with the word Ternium as shown in the exhibit to the right. The tagline should always be used in Ternium Gray.

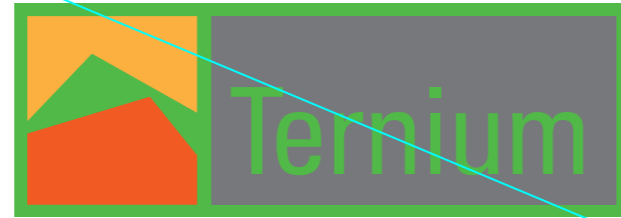
As exhibited here, the tagline should always appear with the signature, never alone.

The approved tagline should only be used in appropriate communications. It can be used as a signoff for certain communications such as the backcover of a folder. Be careful not to overuse the tagline. Specifically, when the signature will be used prominently - on a brochure cover, or as a banner - the tagline is not a necessary part of the communication.

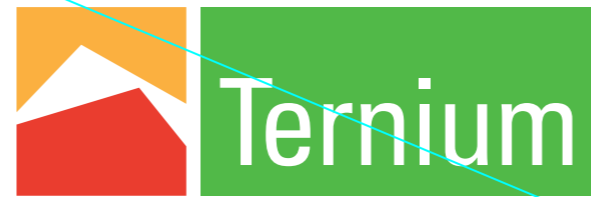
In these instances, the simplicity and clarity of the Ternium signature alone provides sufficient impact.



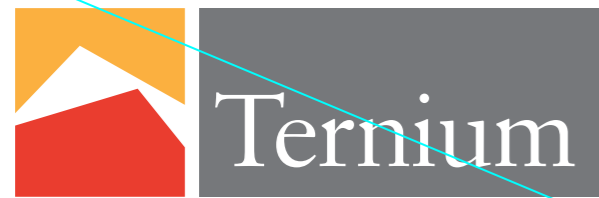
**DO NOT** condense, expand or distort the signature in any way.



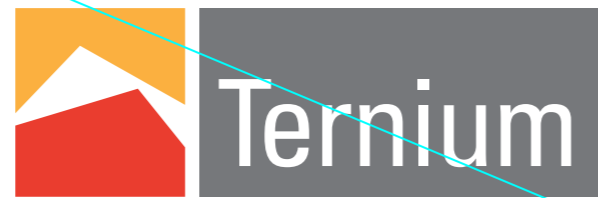
**DO NOT** change the color of the white border around the Ternium signature.



**DO NOT** alter the color of any element of the signature.



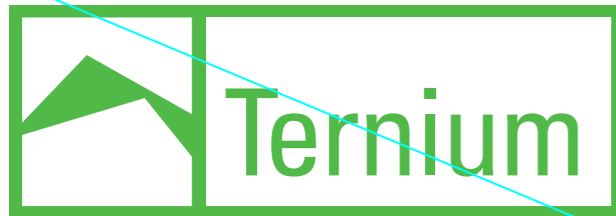
**DO NOT** redraw or typeset the signature. Always use the electronic files provided in INTRABRAND.



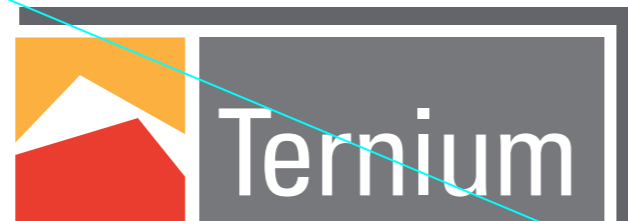
**DO NOT** add to the Ternium signature names of projects or departments of the company.



**DO NOT** place the isologo on predominant colors or that do not allow enough contrast.



**DO NOT** use unapproved colors for the signature.



**DO NOT** use the signature with shadows or 3D.



**DO NOT** add to the Ternium signature names of projects or departments of the company.

## Signature misuse

The signatures, including their variations, must only be reproduced and applied as specified in these guidelines.

These exhibits represent a few of many possible misuses of the Ternium signature.

- Never alter, add to, or re-create the signature or its variations.



## Background color

The primary, full-color Ternium signature reproduces best on a white background, which provides a clean, crisp contrast. However, some applications may call for color or photographic backgrounds. In these instances, it is essential that the background provides sufficient contrast so that the signature is legible.

When an application requires a photographic or color background that does not provide enough contrast for the preferred signature, one of the reverse variations of the signature should be applied.

The one-color gray, and reverse variations of the signature should be used when full-color printing is unavailable.



Position the signature on white or black backgrounds to enhance the signature's impact.



DO NOT position the signature on photos that do not provide sufficient contrast.



DO NOT position the signature on complex patterns.

## Background control

To ensure maximum clarity, legibility and impact, the Ternium signature must always be reproduced against backgrounds that provide adequate contrast.

- The preferred background is white but all background applications must enhance the the signatures's impact.
- The misuse examples on the right show backgrounds that do not have sufficient contrast to ensure the signature's visibility.

## Primary color palette

TERNIUM COLORS	PANTONE®	CMYK	RGB	RAL®	LG	SCOOTH 3M®
TERNIUM RED	PMS 179C PMS 000U	c: 0 m: 95 y: 95 k: 0	r: 255 g: 51 b: 0	2002	6713	7725-13
TERNIUM GRAY	PMS Cool Gray 10 C PMS Cool Gray 11 U	c: 0 m: 0 y: 0 k: 65	r: 102 g: 102 b: 102	7005	6775	7725-41
TERNIUM ORANGE	PMS 143 C PMS 129 U	c: 0 m: 35 y: 85 k: 0	r: 255 g: 153 b: 0	1033	6731	7725-64
TERNIUM WHITE		c: 0 m: 0 y: 0 k: 0	6770	9010	6770	7725-10

Color is one of the most highly visible components of any brand identity. With this in mind, the Ternium color palette was created to help ensure eye-catching and compelling communications.

Vibrant, bold and stylish, Ternium Red and Orange are our most well established brand equities and should be used generously –but thoughtfully– in conjunction with Ternium Gray.

PANTONE color formulas are for coated paper stocks only. It is important to note that when printing on uncoated paper stock, PANTONE colors can sometimes change significantly; therefore, make sure to instruct your printer to match the original coated PANTONE color specified in the table as closely as possible.

*The colors throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE color standards. PANTONE® is a registered trademark of Pantone, Inc.*



## Secondary color palette

A set of secondary colors has been assembled to complement the primary colors. It is important that these colors never dominate a communication.

PANTONE color formulas are for coated paper stocks only. It is important to note that when printing on uncoated paper stock, PANTONE colors can sometimes change significantly; therefore, make sure to instruct your printer to match the original coated PANTONE color specified in the table as closely as possible.

TERNIUM COLORS	PANTONE®	CMYK	RGB
TERNIUM CYAN	PMS 7468	c: 100 m: 10 y: 0 k: 28	r: 1 g: 104 b: 138
TERNIUM BLUE	PMS 286	c: 100 m: 70 y: 0 k: 0	r: 0 g: 51 b: 153
TERNIUM DARK BLUE	PMS 7463	c: 100 m: 43 y: 0 k: 65	r: 0 g: 51 b: 102
TERNIUM MID ORANGE	PMS 151	c: 0 m: 60 y: 100 k: 0	r: 255 g: 131 b: 0
TERNIUM GREEN	PMS 7481C	c: 90 m: 0 y: 96 k: 0	r: 0 g: 180 b: 81
TERNIUM DARK GREEN	PMS 7483	c:85 m:0 y:100 k:55	r: 0 g: 102 b: 0
TERNIUM PALE GRAY	PMS Cool Gray 3	c: 0 m: 0 y: 0 k: 17	r: 212 g: 212 b: 212
TERNIUM STEEL GRAY	PMS 7545	c: 23 m: 2 y: 0 k: 63	r: 72 g: 84 b: 88

### Trade Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### Trade Gothic Bold No. 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()**

### *Trade Gothic Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

### *Trade Gothic Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#\$%^&\*()*

### *Trade Gothic Bold No. 2 Italic*

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#\$%^&\*()***

## Primary typeface Trade Gothic

The primary Ternium typeface is Trade Gothic.

It has been selected for its highly legible and sophisticated design. Consistent usage of this typeface promotes a cohesive visual style throughout our communications, while referencing the Ternium signature.

Larger font sizes that are prominent, but not overpowering, are preferred for these typefaces.

This font should not be used in the body of emails. For emails, the recommendation is to use fonts with better screen legibility such as Verdana, Arial, etc.

### Sabon MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### *Sabon MT Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()*

### Sabon MT Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

### *Sabon MT Semibold Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()*

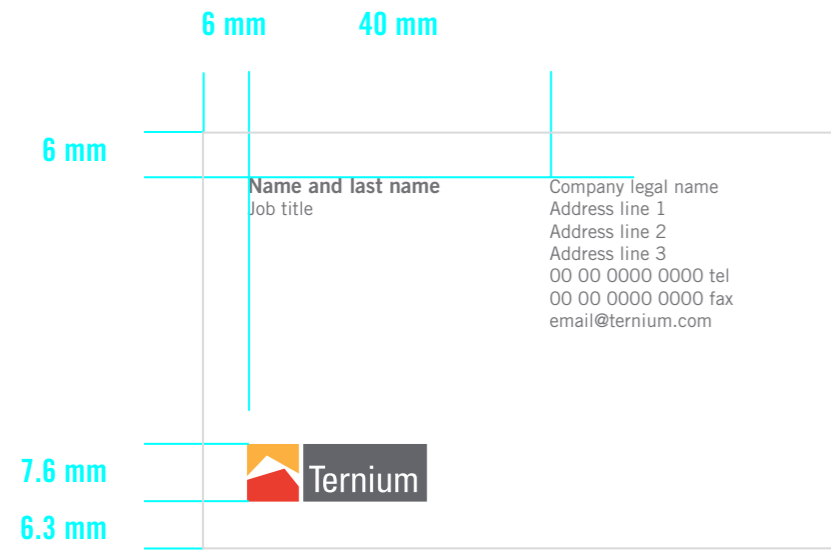
## Secondary typeface Sabon MT

The Sabon MT family of typefaces was selected for secondary type applications. Elegant and highly readable in text-heavy communications, these classic serif designs complement the primary typefaces and further promote our brand identity.

Never apply Sabon MT in titles, headlines or primary messaging.

This font should not be used in the body of emails. For emails, the recommendation is to use fonts with better screen legibility such as Verdana, Arial, etc.

# Stationary



## Business cards

When customizing business cards, follow these rules to ensure simplicity and clarity:

- *Use first name and surname only, without professional titles*
- *Job Titles - preferable 1 line, but not more than 3 lines*
- *Legal name of company: 1 line (optional)*
- *Addresses – keep to 3 lines whenever possible*
- *Telephone, Fax & Email - limited to 1 line each*

Fax is optional and can be substituted for a cell phone number.

### Business card

Size: 85 mm x 55 mm (3.3465 in x 2.1654 in)

### Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

### Name and last name

Trade Gothic Bold No.2 8/8.5 pt., Ternium Gray

### Job title

Trade Gothic 7/8.5 pt., Ternium Gray

### Address, Tel, Fax, Email:

Trade Gothic 7/8.5 pt., Ternium Gray

### Paper:

Conqueror, Brilliant White Wove Writing, 300grs.

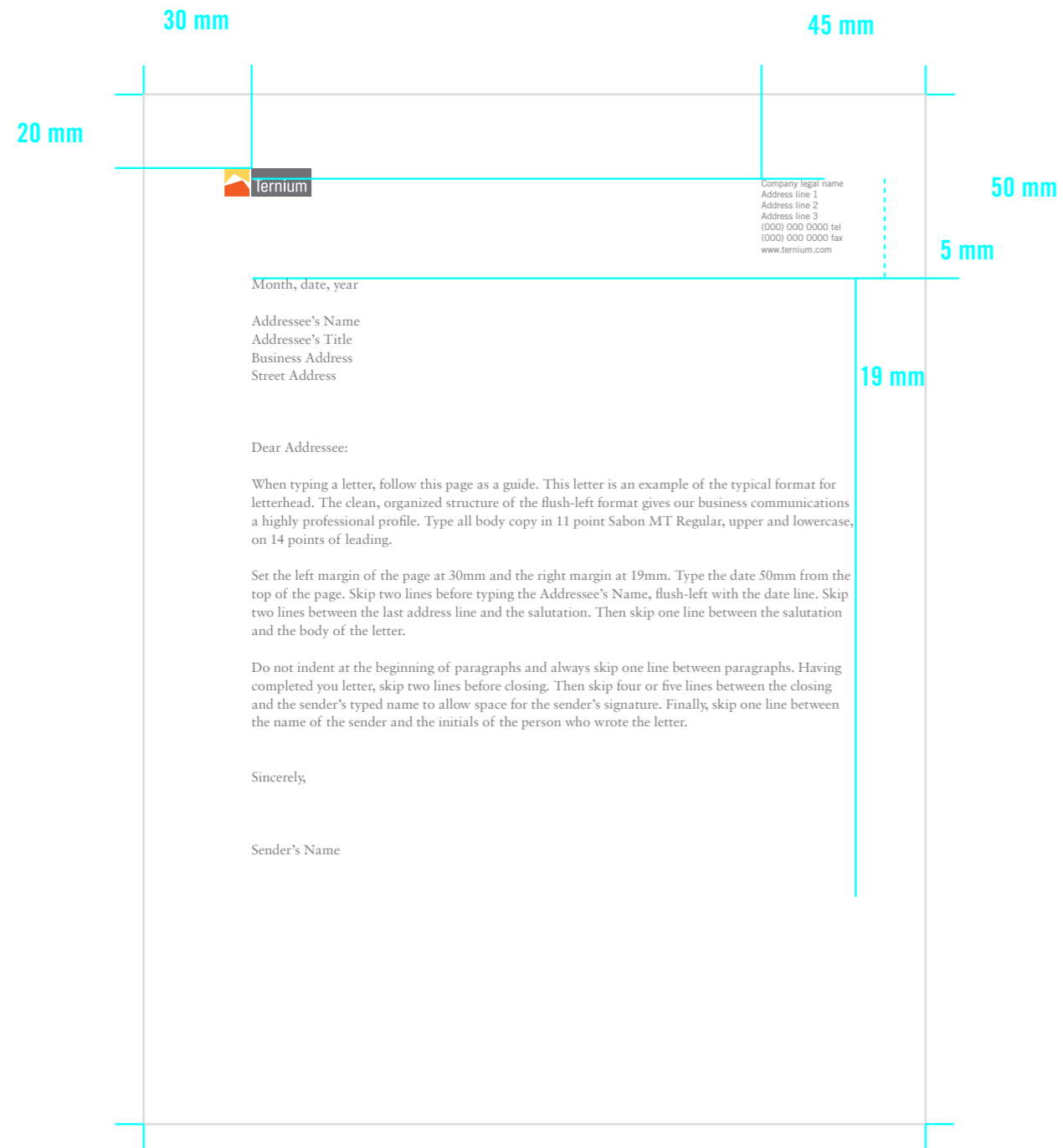
### Alternate paper:

Opalina mate 250grs.

Galgo Parchemin Blanco de 250grs.

Chambriil 250 grs.

Exhibits shown at 100%



# Standard Letterhead US Letter size

When customizing letterhead, follow these rules to ensure simplicity and clarity:

- *Addresses - keep to 3 lines whenever possible.*
- *Telephone, Fax & Email - limited to 1 line each.*

## U.S. Letter

Size: 215.9mm x 279.4mm (8.5" X 11")

## Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

## Address, Tel, Fax, Web:

Trade Gothic 7/8.5 pt., Ternium Gray

Maintain a minimum of 5mm clear space from the address information to the edge of the page

## Paper:

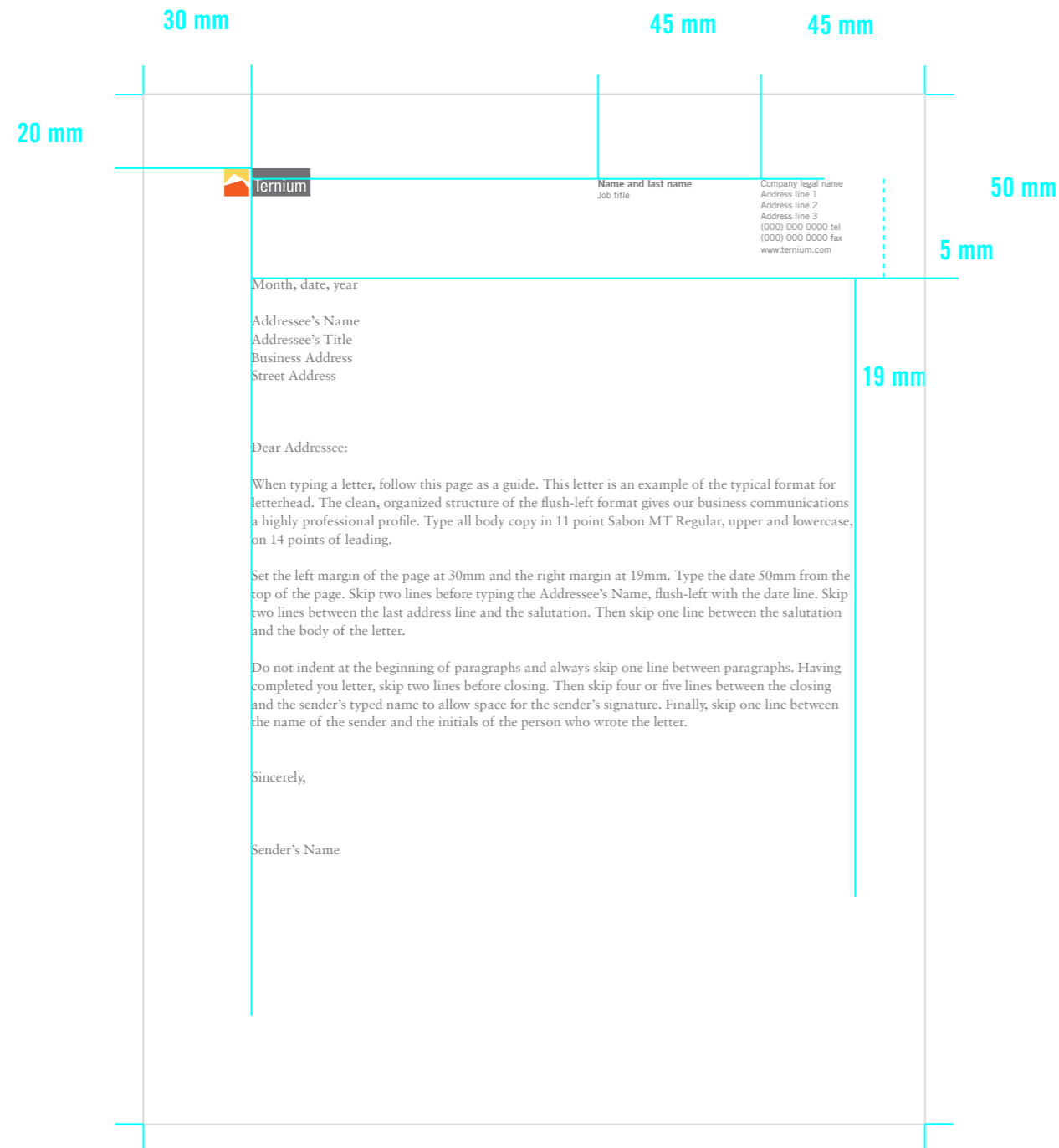
Conqueror, Brilliant White Wove Writing, 90grs.

## Alternate paper:

Chambril 90grs.

Galgo Parchemin Blanco 90grs.

Exhibits shown at 50%



# Executive Letterhead US Letter size

When customizing executive letterhead, follow these rules to ensure simplicity and clarity:

- Use first name and surname only.
- Job Titles - preferable 1 line, but not more than 2 lines.
- Addresses - keep to 3 lines whenever possible.
- Telephone, Fax & Email - limited to 1 line each.

## U.S. Letter

Size: 215.9mm x 279.4mm (8.5" X 11")

## Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

## Name and last name

Trade Gothic Bold No.2 8/8.5 pt., Ternium Gray

## Job title

Trade Gothic 7/8.5 pt., Ternium Gray

## Address, Tel, Fax, Web:

Trade Gothic 7/8.5 pt., Ternium Gray

Maintain a minimum of 5mm clear space from the address information to the edge of the page

## Paper:

Conqueror, Brilliant White Wove Writing, 90grs.

## Alternate paper:

Chambriel 90grs.

Galgo Parchemin Blanco 90 grs.

Exhibits shown at 50%



## Second Sheet US letter size

### U.S. Letter

Size: 215.9mm x 279.4mm (8.5" X 11")

### Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

### Paper:

Conqueror, Brilliant White Wove Writing, 90grs.

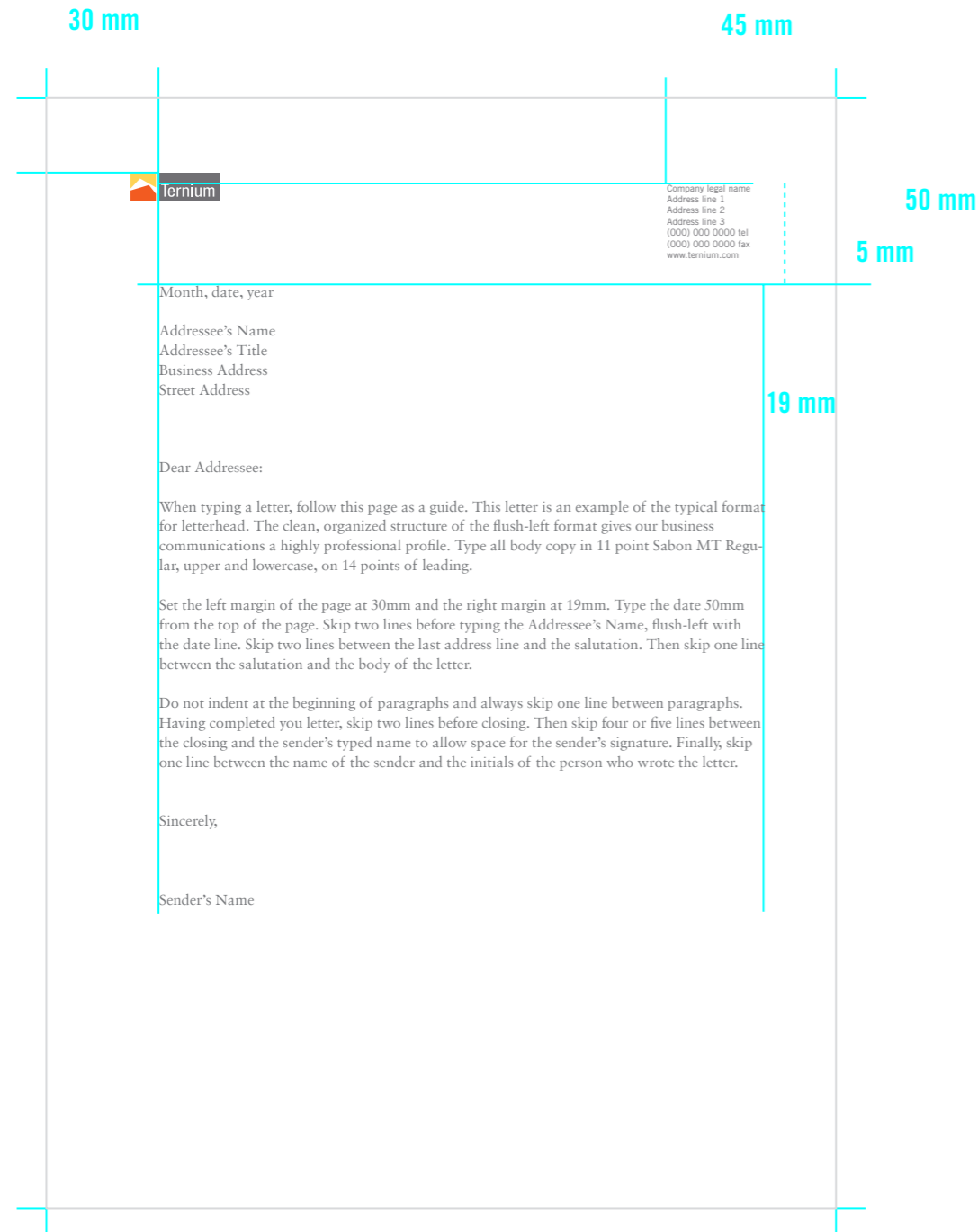
### Alernate paper:

Chambriel 90grs.

Galgo Parchemin Blanco 90 grs.

Exhibits shown at 50%





# Standard Letterhead A4

When customizing letterhead, follow these rules to ensure simplicity and clarity:

- *Addresses - keep to 3 lines whenever possible.*
- *Telephone, Fax & Email - limited to 1 line each.*

## A4

Size: 210 mm x 297 mm

## Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

## Address, Tel, Fax, Web:

Trade Gothic 7/8.5 pt., Ternium Gray

Maintain a minimum of 5mm clear space from the address information to the edge of the page.

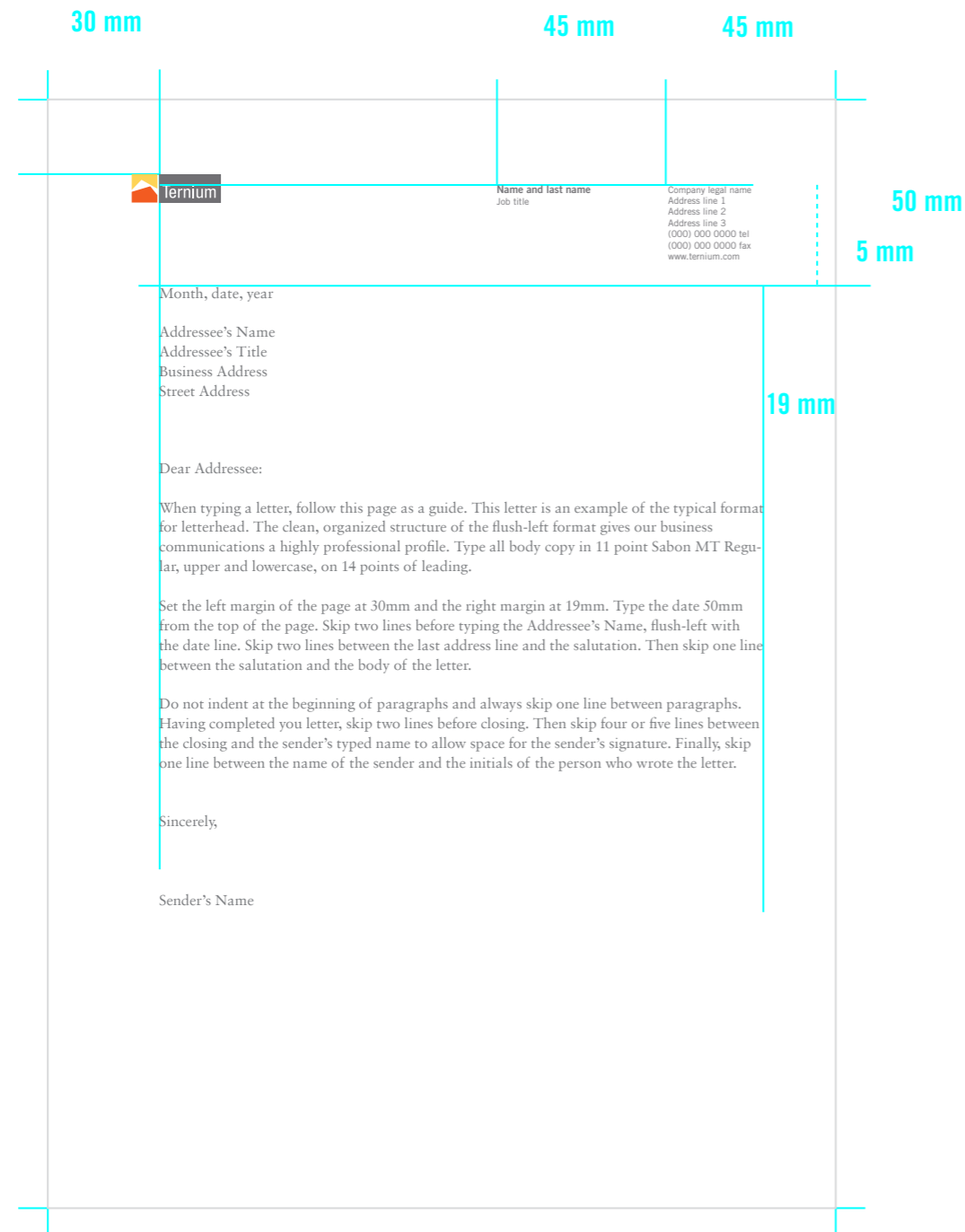
## Paper:

Conqueror, Brilliant White Wove Writing, 90grs.

## Alternate paper:

Chambril 90grs.

Exhibits shown at 50%



# Executive Letterhead A4

When customizing executive letterhead, follow these rules to ensure simplicity and clarity:

- Use first name and surname only.
- Job Titles - preferable 1 line, but not more than 2 lines.
- Addresses - keep to 3 lines whenever possible.
- Telephone, Fax & Email - limited to 1 line each.

## A4

Size: 210 mm x 297 mm

### Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

### Name and last name

Trade Gothic Bold No.2 8/8.5 pt., Ternium Gray

### Job title

Trade Gothic 7/8.5 pt., Ternium Gray

### Address, Tel, Fax, Web:

Trade Gothic 7/8.5 pt., Ternium Gray

Maintain a minimum of 5mm clear space from the address information to the edge of the page

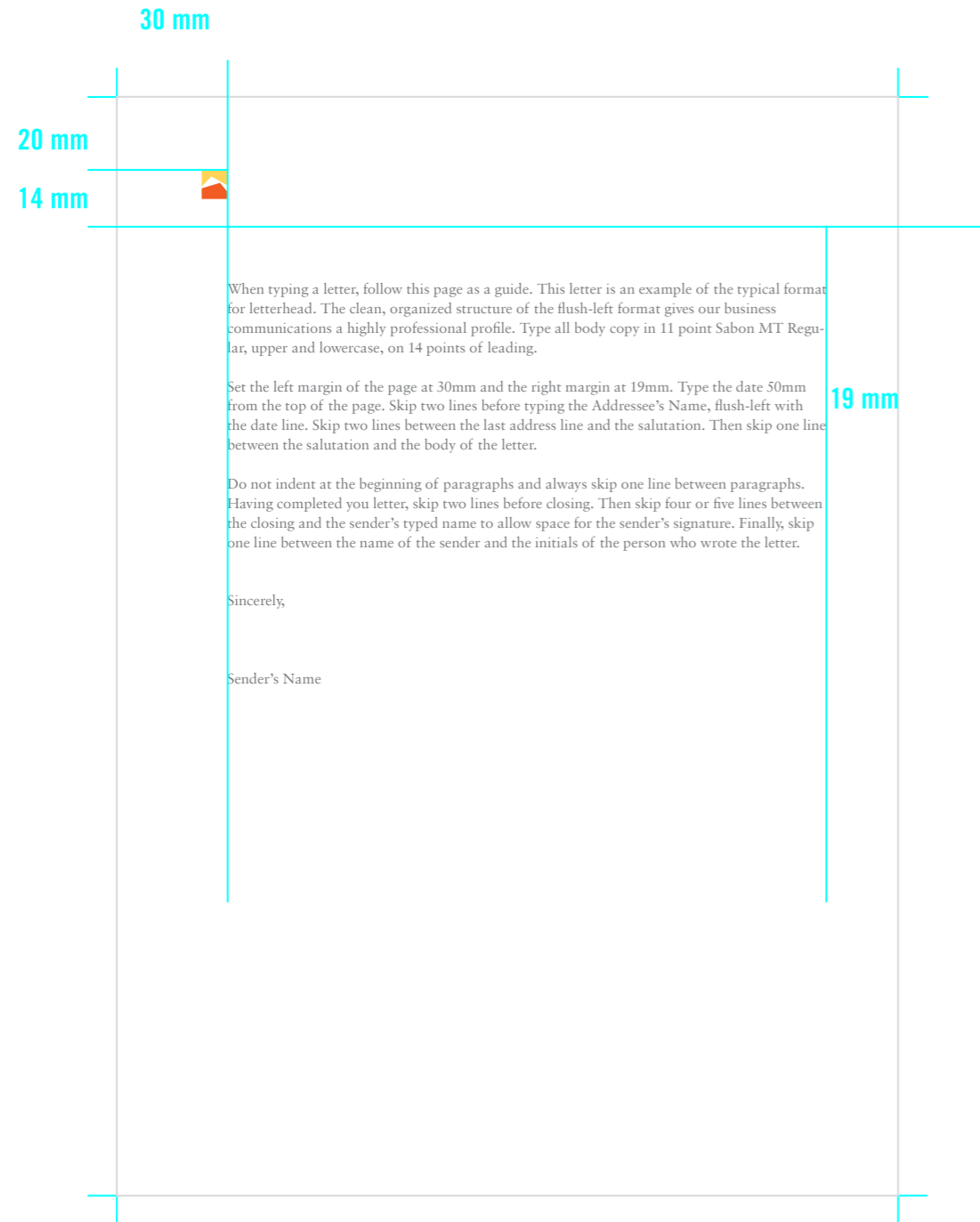
### Paper:

Conqueror, Brilliant White Wove Writing, 90grs.

### Alternate paper:

Chambriil 90grs.

Exhibits shown at 50%



# Second Sheet

## A4

### A4

Size: 210 mm x 297 mm

### Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

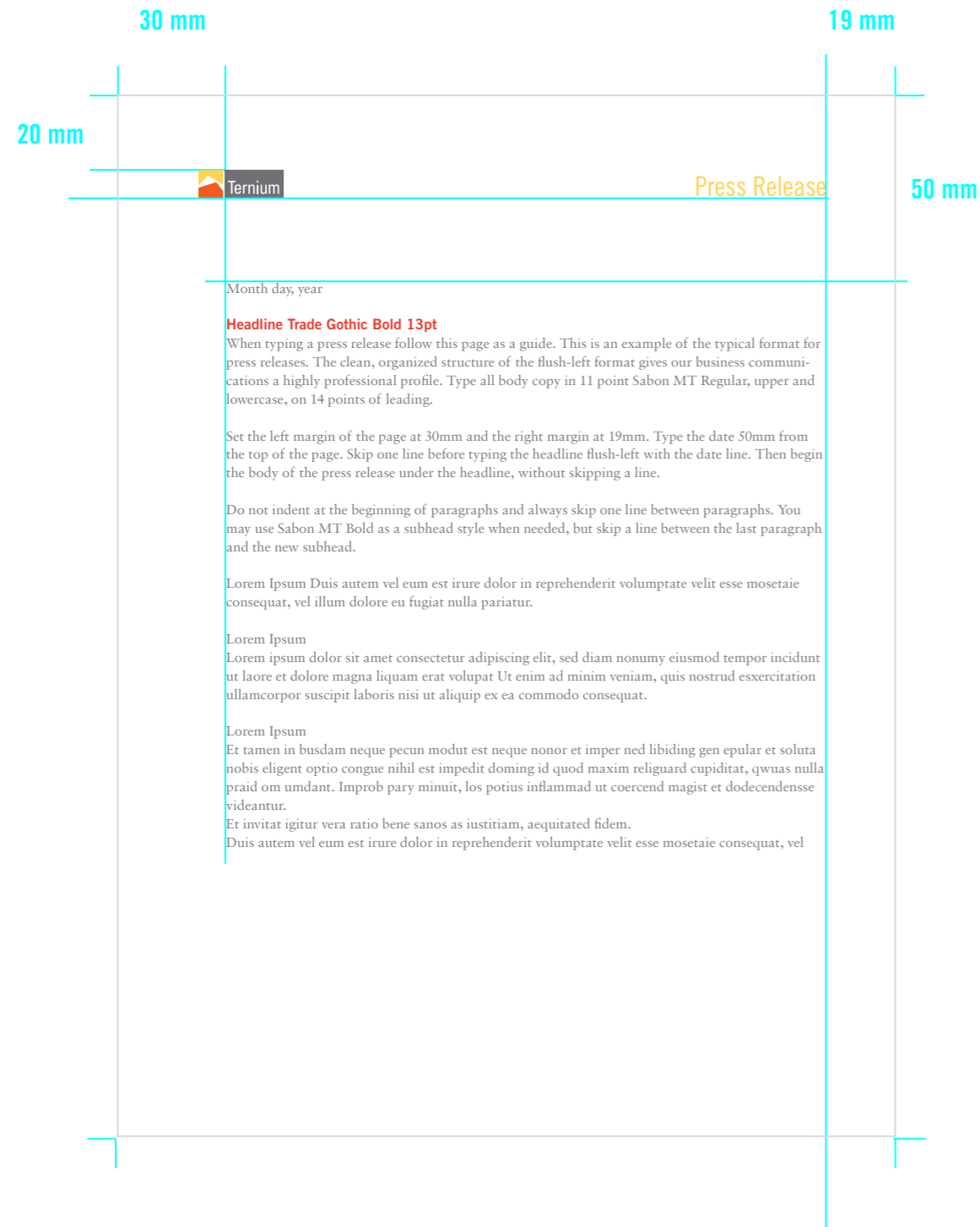
### Paper:

Conqueror, Brilliant White Wove Writing, 90grs.

### Alternate paper:

Chambriel 90grs.

Exhibits shown at 50%



# Press Release US Letter

## U.S. letter

Size: 215.9mm x 279.4mm (8.5" X 11")

## Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

## Paper:

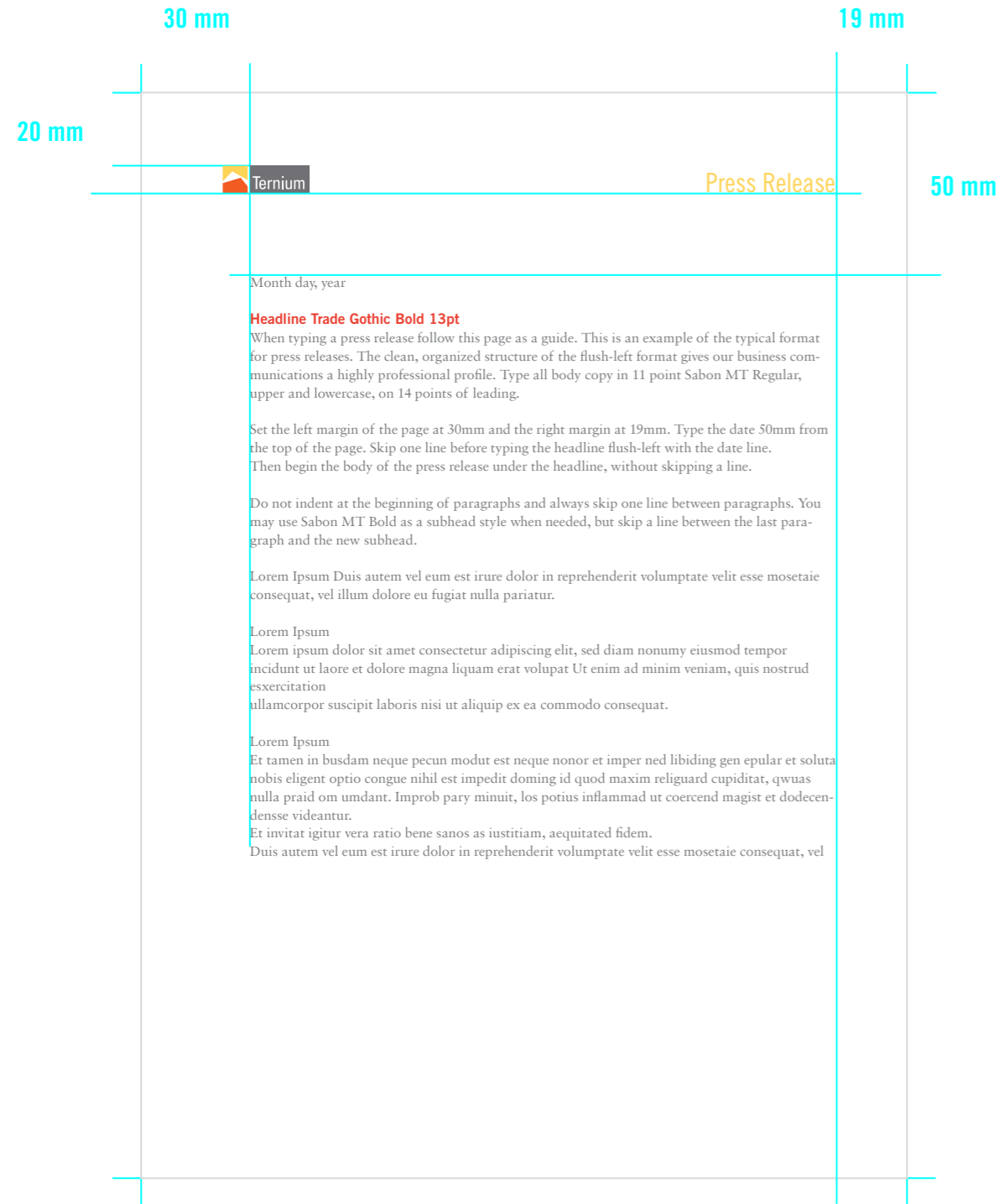
Conqueror, Brilliant White Wove Writing, 90grs.

## Alternate paper:

Chambriil 90grs.

Galgo Parchemin Blanco 90grs. (México)

Exhibits shown at 50%



# Press Release A4

## A4

Size: 210 mm x 297 mm

## Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

## Paper:

Conqueror, Brilliant White Wove Writing, 90grs.

## Alternate paper:

Chambriil 90grs.

Exhibits shown at 50%

# Fax template

Fax template - first and second page

**Ternium** **FAX**

---

From:	To:	
Company:	Tel:	
Fax:	Fax:	
Date:	Pages:	E-mail:

---

**Ref:**

Begin by entering the business name first (Ternium, TerniumSiderar, etc.) and then the address information at the top. After each line, select the next line by using the cursor, or "tab" to the next line. When finished, "tab" through to the "To" field and continue entering information, using the cursor or "tab" to move through the other fields. Use the cursor to type in the "Ref:" area.

Body copys should be set as Sabon MT, 11 points, 14 points of lines pacing. Do not indent at the beginning of paragraphs, and always skip one line between paragraphs.

Continue to return, or go to the "Insert" menu and select Page Break, to go to a second page.

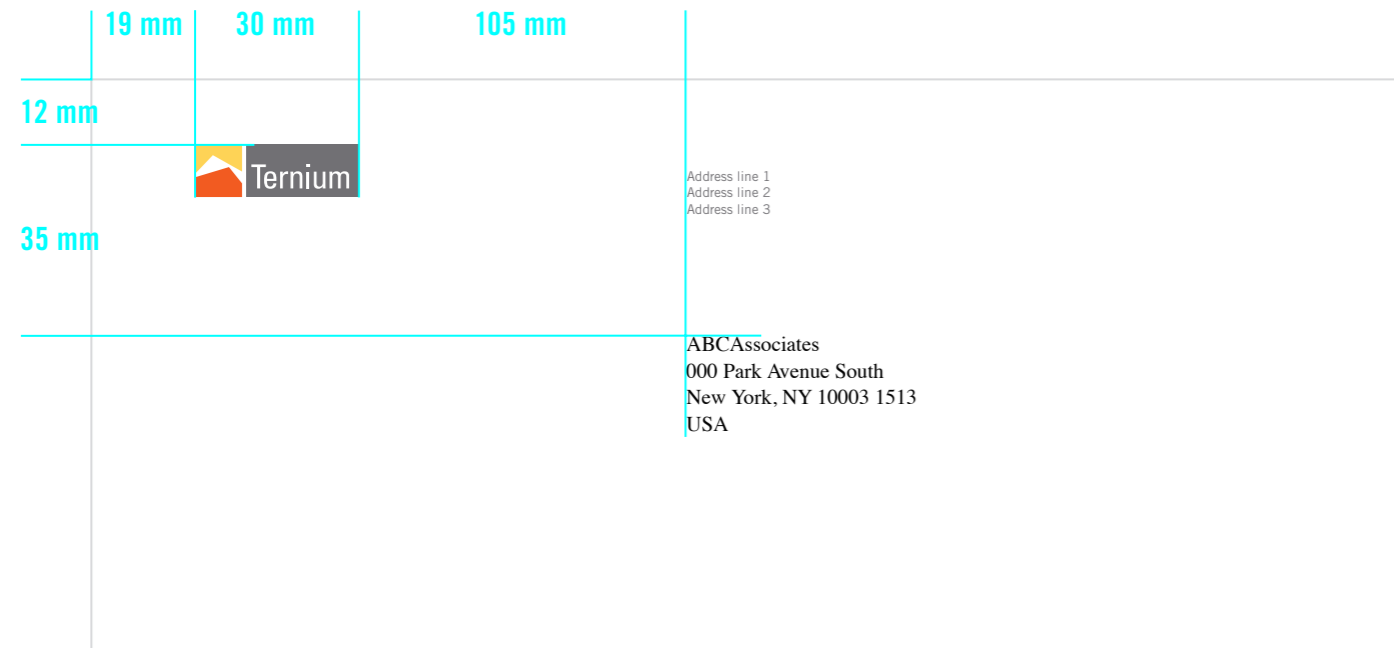
[Please delete instructional text before using this template.]

**Ternium**

Fax templates are only available in electronic formats. They have been specially typeset and should never be recreated; only use approved digital artwork.

When filling in the fax sheet, please follow the instructional text on the template as a guide.

Stationary



**U.S. Letter**

Size: 241.3mm x 104.775mm (9.5" X 4.125")

**Colors:**

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

**Address:**

Trade Gothic 7/8.5 pt., Ternium Gray

**Paper:**

Conqueror, Brilliant White Wove Writing, 90grs.

**Alternate paper:**

Chambriil 90grs.

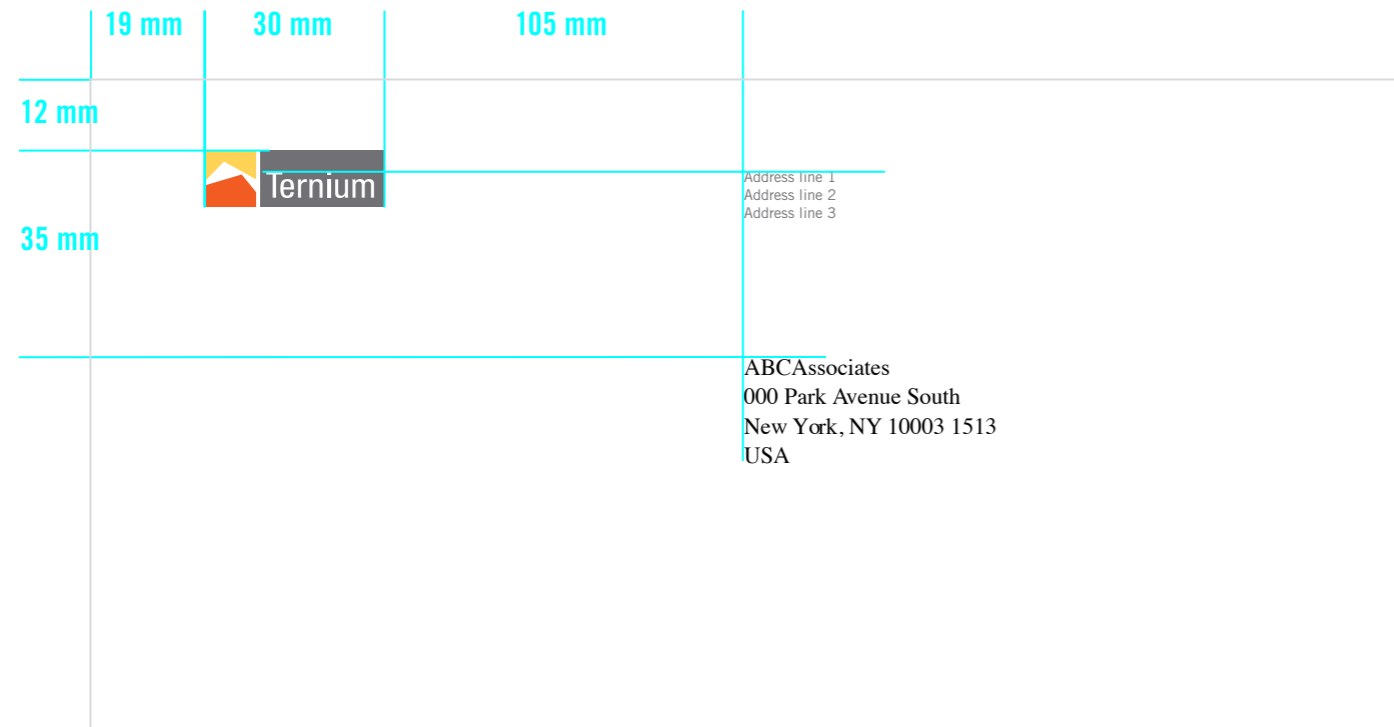
Galgo Parchemin Blanco 90 grs.

Exhibits shown at 60%

# Envelope US Letter

Note: For accuracy when printing the envelope in 3 PANTONE colors, print as a flat sheet and then convert into an envelope. It is difficult to maintain proper registration on a pre-converted envelope.

Stationary



#### A4

Size: 220mm x 110mm

#### Colors:

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

#### Address:

Trade Gothic 7/8.5 pt., Ternium Gray

#### Paper:

Conqueror, Brilliant White Wove Writing, 90grs.

#### Alternate paper:

Chambriil 90grs.

Galgo Parchemin Blanco 90 grs.

Exhibits shown at 60%

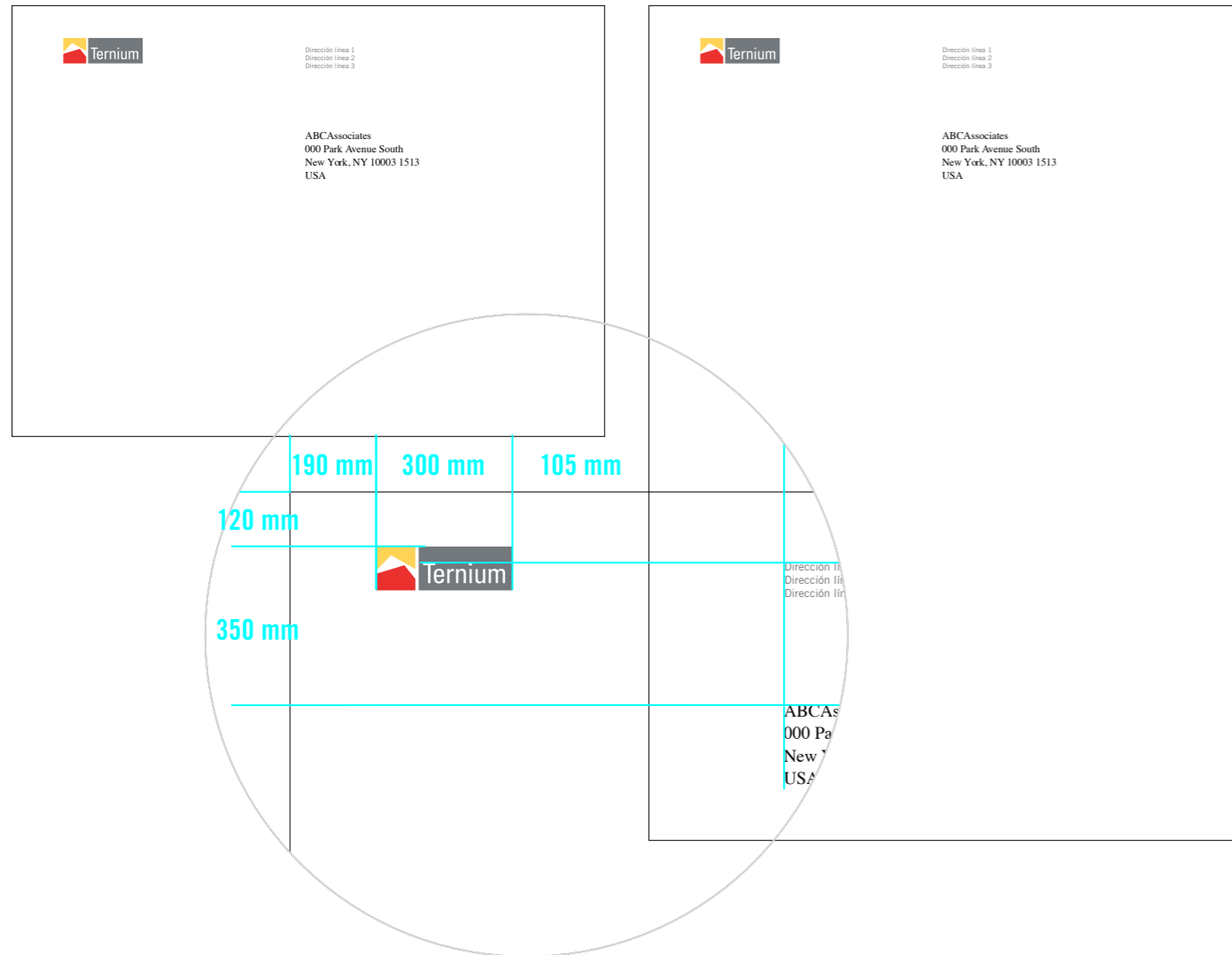
## Envelope A4

Note: For accuracy when printing the envelope in 3 PANTONE colors, print as a flat sheet and then convert into an envelope. It is difficult to maintain proper registration on a pre-converted envelope.



220mm x 160 mm Envelope Exhibit shown at 40%

220mm x 310 mm Envelope Exhibit shown at 40%



**Colors:**

Ternium Red - PANTONE 179u

Ternium Orange - PANTONE 129u

Ternium Gray - PANTONE COOL GRAY 11u

**Address:**

Trade Gothic 7/8.5 pt., Ternium Gray

**Paper:**

Conqueror, Brilliant White Wove Writing, 90grs.

**Alternate paper:**

Chambriel 90grs.

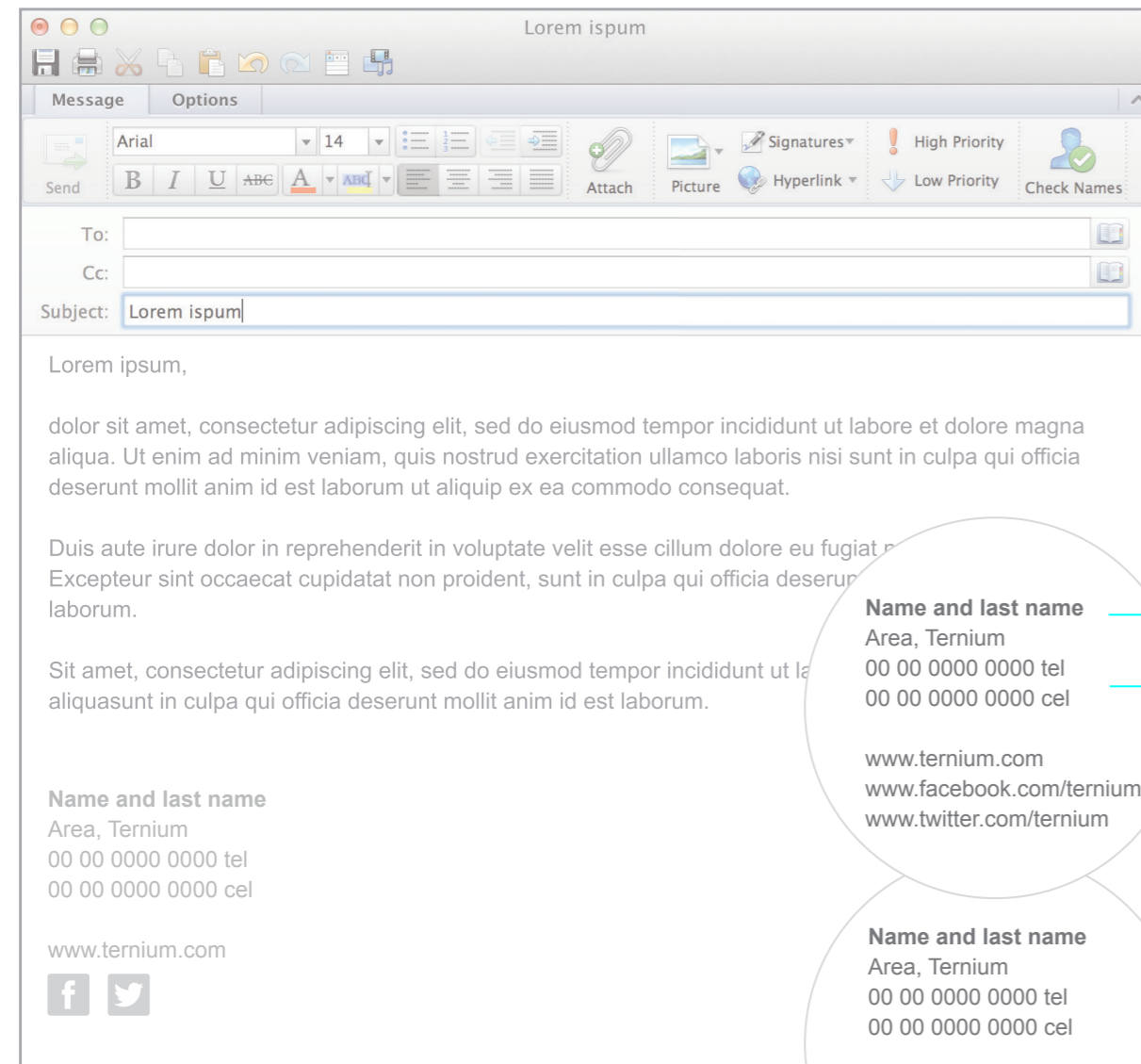
Galgo Parchemin Blanco 90 grs.

Exhibits shown at 60%

# Envelope Other formats

Envelope design should observe the following standards to ensure both simplicity and legibility:

- *Signature* - a single signature size will be used for all envelope formats.
- *Margins* - all envelope formats will have the same size.
- *Address* - up to 3 lines if possible.



**Arial Bold 10pt**

**Arial Regular 10pt**

**Social media links**

**Optional:**  
**Social media icons are available in Ternium's IntraBrand.**

# Email signature

Please use the follow links for each country:

## Ternium

[www.ternium.com](http://www.ternium.com)  
<https://www.facebook.com/ternium>  
<https://twitter.com/Ternium>

## Ternium Argentina

<http://www.terniumsiderar.com/>  
<https://www.facebook.com/gentedelacero>  
<https://twitter.com/TerniumArg>

## Ternium México

<http://mx.ternium.com/>  
<https://www.facebook.com/TerniumenMonterrey>  
<http://twitter.com/terniummexico>

## Ternium Colombia

<http://co.ternium.com/>  
<https://www.facebook.com/ternium>  
<https://twitter.com/TerniumColombia>

## Ternium Centroamérica

<http://amcen.ternium.com/>  
<https://www.facebook.com/ternium>  
<https://twitter.com/TerniumColombia>

## Ternium Brasil

<http://br.ternium.com/>  
<https://www.facebook.com/ternium>  
<https://twitter.com/Ternium>

## Ternium US

<http://us.ternium.com/>  
<https://www.facebook.com/ternium>  
<https://twitter.com/Ternium>