

Product Brand Guidelines

Hydro CIRCAL / Hydro REDUXA

This guide includes text and logos you can use when making claims about the aluminium in your products on websites, brochures or other marketing material.

Product Brand Guidelines

Hydro CIRCAL[®] | Hydro REDUXA[®]

Hydro CIRCAL[®] and Hydro REDUXA[®] are leading efforts in recycled aluminium and low-carbon aluminium. Through the use of renewable energy and recycled consumer scrap Hydro creates alloys and products that help their customers on the path to zero emission.

Description of the properties of the products

Please use the following text for description of Hydro CIRCAL or Hydro REDUXA used in your products for marketing or communication purposes

Hydro CIRCAL®

We use Hydro CIRCAL in our products. Hydro CIRCAL is a range of aluminium products made with recycled, consumer scrap. The higher the recycled content, the better it is for the environment.

Hydro CIRCAL is produced by the aluminium company Hydro, by operating the most advanced sorting technology in the industry allowing us to provide one of the highest recycled content in the market. We use Hydro CIRCAL 75R that contains a minimum of 75% post-consumer scrap. When guaranteeing more than 75% recycled content, Hydro can guarantee aluminium that has reached its end of life as a product in use and brought back into the loop. The production process is fully traceable, and the product is certified by an independent third party. (DNV GL) Hydro can guarantee a CO2 footprint below 2.3 kg with Hydro CIRCAL 75R.



Hydro REDUXA®

We use Hydro REDUXA in our products. Hydro REDUXA has a maximum carbon footprint of 4.0 kg CO2 per kg aluminium produced. One-quarter of the global average. Hydro REDUXA is produced by the aluminium company Hydro, through the use of renewable energy from hydro, wind and solar, they are able to produce cleaner aluminium than ever before. All metal is fully traceable back to production.

Hydro's product line 4.0 is verified according to ISO 14064 by DNV GL, covering all carbon emissions from bauxite mining and alumina refining to the production of aluminium in electrolysis and casting.



About Hydro

We source aluminium only from select partners that can meet our high standards. Hydro is an international aluminium company based in Norway and rooted in more than a century of experience in renewable energy, technology and innovation. Read more here hydro.com.

Use of the tags in communication

Do not incorporate Hydro CIRCAL or Hydro REDUXA trademarks or logos into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Hydro CIRCAL and Hydro REDUXA tag/marks and logos.

The mark/tag should be used as an endorser and stamp of approval of the material used in the product and should follow the guidelines provided for this.


Please follow the guidelines for use of the trademark names in the section "brand communication".

Use of the product promise

Our guarantee promise should be described as follows:

Hydro CIRCAL is aluminum made with recycled post-consumer scrap.
Hydro REDUXA is aluminium made with renewable energy.

Brand communication – Hydro CIRCAL and Hydro REDUXA

RULES	Correct	Wrong
A trademark is always written all in caps	Hydro CIRCAL Hydro REDUXA	Circal Reduxa
The name can be followed by a registered trademark ® in the countries where the trademark is registered*	Hydro CIRCAL® <i>or</i> Hydro CIRCAL Hydro REDUXA® <i>or</i> Hydro REDUXA	
The trademark must always be used in conjunction with Hydro	Hydro CIRCAL Hydro REDUXA	CIRCAL REDUXA
Never corrupt trademarks	Hydro CIRCAL	Hydro CIRCAL-ALUMINIUM
No abbreviations.	Hydro REDUXA	Hydro REDU
No wordmark in continuous texts.	Hydro CIRCAL	Hydro 
Use of the trademark in product endorsement	Product X is made with Hydro CIRCAL, aluminum made with recycled post-consumer scrap Product Y is made with Hydro REDUXA, aluminium made with renewable energy Product X with Hydro CIRCAL/Hydro REDUXA	Product Y Hydro CIRCAL Product Y Hydro REDUXA

*The Hydro CIRCAL® and Hydro REDUXA® trademark has been filed and registered in the U.S, EU, Norway, Canada, China, Switzerland, Turkey and Lebanon.

How to use the tags

1. Always use the files provided.
2. The tags can be displayed in various sizes, but should never be used smaller than 30 mm in width – for print. For web usage the minimum size is 120 x 120 pixels.
3. Make sure there is enough clear space around the tag – on all sides. Minimum clear space should be 50% of the size of the tag itself.
4. The tag can be placed on either a solid, colored background – or on top of an image.
5. It is ideal for placements on advertising and products as a sticker or label.
6. If both tags are used together, placements should be either horizontally – or vertically – with a minimum of 10 mm between the tags



White background



Color background



Black background

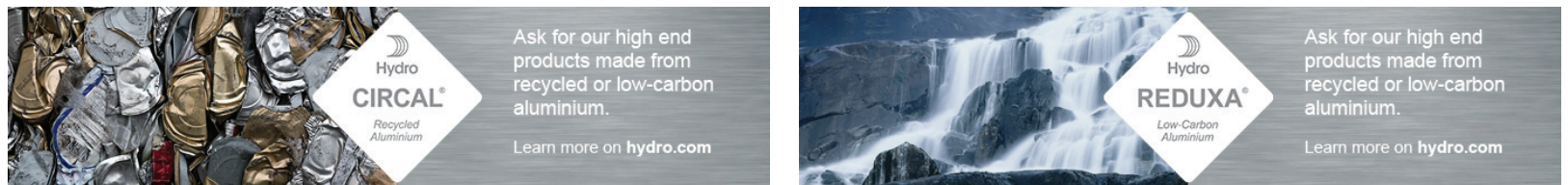


Image background

Examples of use of the tags



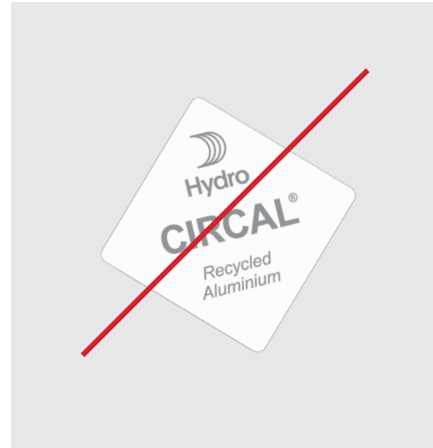
Posters



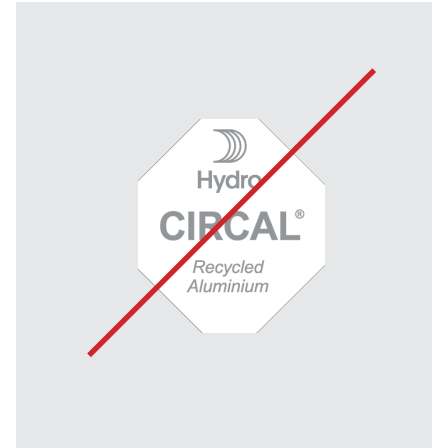
Digital banners

Don'ts

1. Never re-create the tags.
2. Do not tilt or skew the tags.
3. Do not change shape of tags.
4. Do not crop the tags.
5. Do not add any elements to the tags.
6. Do not change or add colors to the tags.
The tags are always white.



No tilting or skewing



No cropping



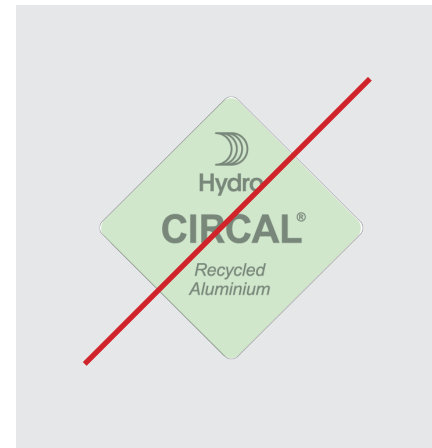
No re-shaping



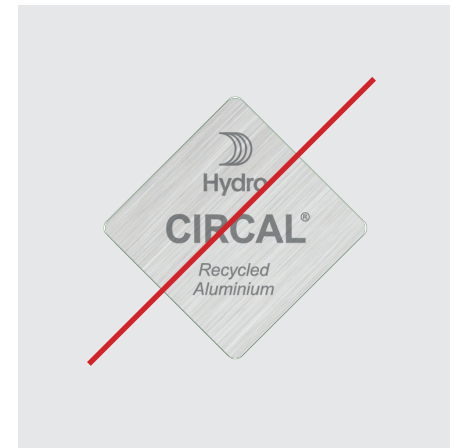
No additions or effects



No change in color



No color additions



No gray or aluminium backgrounds

HYDRO REDUXA® IDENTITY BADGE

The diamond shaped identity badge is based on the concept of a product hangtag. A physical hangtag gives us the opportunity to tell the story behind our efforts and create a closer connection with consumers.

as small as 29mm in width, but can be scaled up as large as necessary. The outline version is to be used when the background is a light color to enhance the diamond shape and as an alternative to a drop shadow.

The emblem is our primary identifier and should be used whenever possible. It is ideal for placements on advertising and products as a sticker or label. It is built to be reproduced

The secondary lock-up markers are for use on products when the identity badge is too big or the space available cannot handle the diamond format.

Text color
50% black

Hangtag
Size W = 70 mm

Identity badge
Minimum size H = 29 mm

Lock-Up
Vertical, Minimum size H = 12 mm

Horizontal, Minimum size H = 4 mm

Lock-Up, w/descriptor
Vertical, Minimum size H = 13 mm

Horizontal, Minimum size H = 4 mm



ADVERTISING

The advertising template is made as a flexible template to fit most shapes. The image should take up at least 50% of the advertising area. The Identity badge should be placed on the edge of the image with a subtle drop shadow to replicate a physical hangtag.



Pushing the boundaries for low-carbon aluminium

Hydro REDUXA®
Low-Carbon Aluminium

Hydro REDUXA® is our series of low-carbon aluminium. Through modern technology and the use of renewable energy from hydro, wind and solar, we can produce cleaner aluminium than ever before.

Contact Hydro to learn more about our low-carbon materials.

www.hydro.com/redux

Hydro ALUMINIUM



Pushing the boundaries for low-carbon aluminium

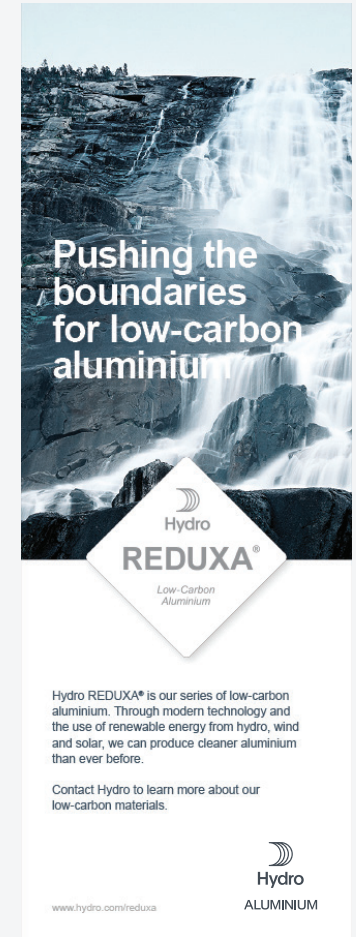
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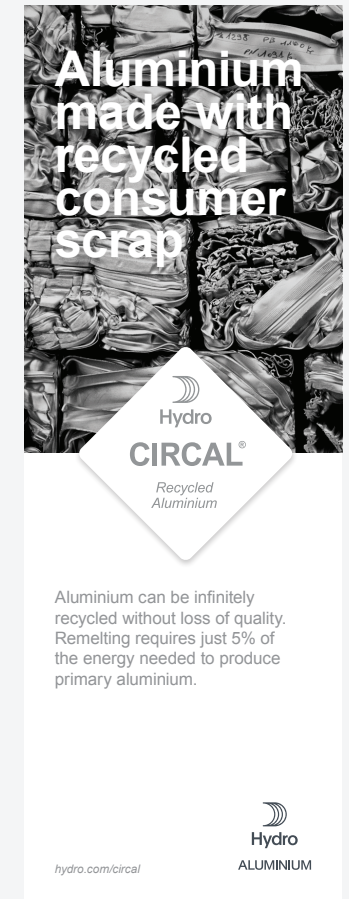
Lock-Up, w/descriptor
Vertical, Minimum size H = 13 mm
Horizontal, Minimum size H = 4 mm



**HYDRO CIRCAL®,
ADVERTISING**

The secondary advertising template is an option when the primary template is not suitable.

It is made as a flexible template to fit most shapes. The image should take up at least 50% of the advertising area. The Identity badge should be placed on the edge of the image with a subtle drop shadow to replicate a physical hangtag.



**HYDRO CIRCAL®,
ALTERNATIVE ADVERTISING**

The concept is designed to raise awareness around Hydro CIRCAL® and the benefits of recycling aluminium, but also showcase the many ways in which aluminium can be used.


The image with the overlaying identity badge should be first read, while the bold tagline should be immediate secondary read. The identity badge should have a subtle drop shadow to replicate a physical hangtag.



Aluminium made with recycled consumer scrap

Aluminium can be infinitely recycled without loss of quality. Remelting requires just 5% of the energy needed to produce primary aluminium.



hydro.com/circal



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