

AMC
consultants

mine smarter

BRAND GUIDELINES

2018

We help mining leaders evaluate opportunities, solve hidden productivity challenges, and improve performance across the mining cycle.

Put another way, we help miners find smarter ways to mine and unearth hidden business value.

WHAT WE DO

Our brand's personality was built around three archetypes that reflect who we truly are.

FOUNDATION

The Sage

- Wise and credible
- Love a problem as much as the answer

CORE

The Hero

- Passionate and excited
- Proactive
- Proud

INFLUENCER

The Creator

- Curious and inquisitive
- Clear and concise

At our core, we answer these four key needs. While our Smart Data System, built over 30 years, underpins everything.

WHAT WE DO

Need to evaluate a potential mining project or investment?



- Feasibility Reports
- Due Diligence

Need to develop a world-class mining operation?



- Geology
- Metallurgy
- Mining Operations

Need to unlock and implement hidden improvements in your operation?



- Operational Health Check
- Dynamic Mining Intelligence

Need a transformative change in strategy?



Smart Data System

INTRODUCING



Transform

What is Transform?

We're a group of highly trained and specialised mining engineers, geologists, and data scientists hell-bent on finding smarter ways to mine.

Why Transform?

The world is shifting. The future will be won by miners who can conquer data and turn it into actions. We want our clients to win.

What our people do?

We know data alone isn't the answer. So we collaborate with miners from around the world to redefine best practice. We don't just mine data, we extract and process it. We build custom algorithms. We turn the most elusive of insights into your advantage. And in the end, we find you mining transformation strategies you never knew existed.

What is Rapid Scenario Generator™?

Transform's proprietary choice-modelling system, which is capable of modelling choices across hundreds of scenarios at break-neck speed, often providing answers before you know the question. It evaluates choices across all aspects of your mine and provides end-to-end modelling across your whole business – from geology through to financial drivers and everything in between.

What are our results?

Across 70 pilot projects, we've delivered NPV increases of between 10 and 100%.

01.

Logo Usage

1.1 Primary Logo

1.2 Secondary Logo

1.3 Colour Applications

1.4 Logo Dos and Don'ts

1.1

Primary logo

Our logo is at the heart of our visual identity – encapsulating who we are and what we do through a modern, stylistic approach.

Our logo needs to always be applied with care and consistency purely to preserve its integrity. Avoid changing colours, distorting the form and scale when in application. (See more on 1.5). The primary logo is always seen with tagline lock-up “Mine Smarter”.

Detailed logo

The detailed logo is to be used in most situations in application.

Flat logo

The flat logo is to only be used when placed on top of a detailed/coloured shape or object including images, solid colour shapes, and textures (See more on 1.4). Secondly, the flat logo must also only be used when scaled down to minimum size. This is to ensure detailing won't be lost.

Clearspace

Use the “C” in “AMC” as a guide to placing our logo in application. Shapes, objects, and page edges should never enter this clearspace.



DETAILED LOGO



FLAT LOGO



CLEARSPACE



MINIMUM SIZE

1.2

Secondary logo

Our secondary logo is a twin of the primary logo, sans tagline lock-up. This is the only difference between the two as they have the same elements and the same rules apply when using in application. Due to the lack of taglines in the secondary logo, it can be scaled smaller without losing any legibility.

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The detailed logo is to be used in most situations in application.

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Use the "C" in "AMC" as a guide to placing our logo in application. Shapes, objects, and page edges should never enter this clearspace.



DETAILED LOGO



FLAT LOGO



CLEARSPACE



MINIMUM SIZE

1.3

Colour applications

Although our colour palette has a minimal range of colours, how they're applied on our logo pushes our visual identity further than others.

Use examples to the right as a reference when applying our logo on solid colour.

Primary and secondary logo

Our logos should always be used when placed on a background that does not conflict its colours.

Logo on purple

The flat version of the logo is to be used when applied on top of solid colour. This version of the flat logo is to be applied if that solid colour is our purple (files provided in brand toolkit).

Logo on blue

This version of the flat logo is to be applied if that solid colour is our blue (files provided in brand toolkit).

Logo reversed (on black)

This logo is only to be used when applied on a solid black background or when applied on top of an image. This is to increase legibility and contrast.

Logo reversed (on white)

This logo is to only be used when in an all black and white monochrome environment.



PRIMARY LOGO



LOGO ON PURPLE



LOGO ON BLUE



LOGO REVERSED (ON BLACK)



LOGO REVERSED (ON WHITE)

1.4

Logo do's and dont's

1
Do not rearrange the logo's elements. Only use what is supplied in the brand toolkit.

2
Never apply a detailed logo on solid colour or images. (See more on 1.3).

3
Do not apply any decorative details to the logo. E.g. dropshadows.

4
Do not change the colour arrangement in supplied logos.

5
Always use correct structure in supplied logo.

6
When applied to solid colours, follow correct colour application usage. (See more on 1.3).

7
When applied on top of images, always use the flat logo in all white as supplied in the brand toolkit. (See more on 1.3).

8
When needed, the logo should always be scaled down to the recommended minimum size. (See more on 1.1 and 1.2).



1



2



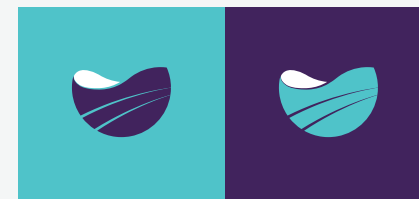
3



4



5



6



7



8

02.

Core brand elements

- 2.1 Colour palette
- 2.2 Primary typography
- 2.3 Secondary typography
- 2.4 Imagery
- 2.5 Iconography
- 2.6 Transform branding
- 2.7 Graphic devices

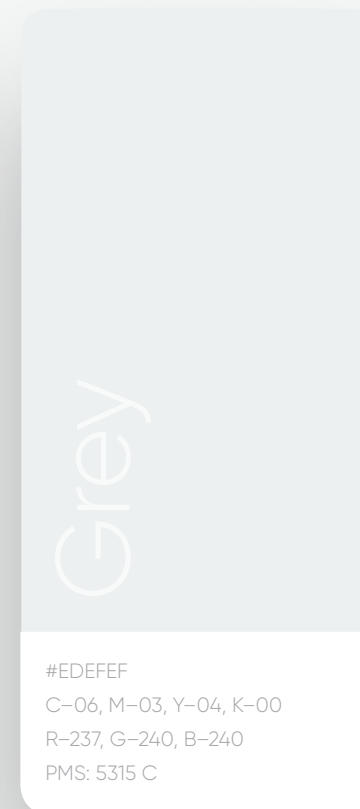
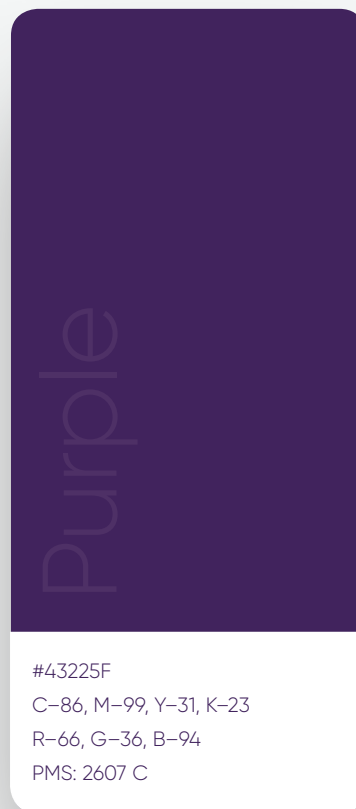
2.1

Colour palette

Our colour palette is one of the strongest representations of our brand personality – showcasing a proud, wise and curious essence all through the a modern lens.

The colours were created through the inspiration behind our brand's imagery (See more on 2.4). The colours are a homage to our Earth's unique range of colours. Being known as the water planet, our palette was also created around cool tones only to reflect this.

For correct usage of our palette, use our colours in a minimal approach to achieve true sophistication and impact.



2.2

Primary typography

Complimenting our distinctive brand, our chosen font reflects the smart characteristics of not only our visuals but our purpose.

Gilroy is to be used in all instances. Treat this as the main font when in application. All headings and body copy should be Gilroy in both print and digital applications. (See exceptions on 2.2.1).

Gilroy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Purchase font and font licensing here:

<https://www.myfonts.com/fonts/radomir-tinkov/gilroy/>

2.2.1

Primary typography

System font

Century Gothic is to be used as a substitute for Gilroy. Being a system font, it should be used in any digital application that may be sent to other desktops that don't have Gilroy installed. For brand safety, all Microsoft documents must be created using Century Gothic.

Century Gothic should also be set as default font for all emails.

Century Gothic

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

2.3

Secondary typography

Share Tech Mono is used as an accent font to assist our primary font. For correct usage, it should only be applied minimally throughout any application.

Share Tech Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Download font here:

<https://fonts.google.com/specimen/Share+Tech+Mono>

2.3.1

Secondary typography

System font

PT Mono is to be used as a substitute for Share Tech Mono. Being a system font, it should be used in any digital application that may be sent to other desktops that don't have Share Tech Mono installed. For brand safety all Microsoft documents should use only system fonts.

PT Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

2.4 Imagery

Our imagery plays a very large part in the creation of our brand. The images sourced takes homage of our Earth and the unique shapes, patterns, and forms that are created. Steering away from a typical saturated green Earth, we strategically captured a bespoke style that conveys Earth to be a stark, organic, and energetic planet.

Primary imagery style should always be aerial shots with colours that follow and compliment the images seen to the right.



2.5

Iconography

Our iconography styles fits seamlessly within our brand identity as we've incorporated strong elements through our visual system. Our primary iconography style uses core elements seen in our logo to create a powerful brand consistency.

Improve: Arrows up

Develop: Modulate and scale

Evaluate: Focus from macro to micro

Transform: Shape changing

Primary iconography

This style is primarily used for our 4 main services to highlight them amongst others.

Secondary iconography

This style is used for all other basic iconography. When creating additional icons, use only simple line forms with shapes along with the pairing of our blue and purple colours.



Transform



Evaluate



Develop



Improve

PRIMARY ICONOGRAPHY



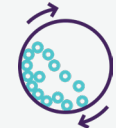
MINING



GEOTECHNICAL ENGINEERING



GEOLOGY



METALLURGY



ENGINEERING SERVICE



FEASIBILITY STUDIES



CORPORATE CONSULTANCY

SECONDARY ICONOGRAPHY

2.6

Transform

Transform must be treated as a sub-brand to AMC. Similar brand guides apply to Transform, however a new colour palette can be used to act as a differentiating tool. The warmer tone acts as a colour contrast to the rest of our brand yet it still sits comfortably with our identity system.

#43225F

C-86, M-99, Y-31, K-23

R-66, G-36, B-94

PMS: 2607 C

#CC4F41

C-19, M-84, Y-82, K-00

R-204, G-79, B-65

PMS: 7597 C

COLOUR



ICON



IMAGERY

2.7

Graphic devices

We have 3 main graphic devices that sit within our brand identity. These are used to create visual interest to designs while also playing a role in showcasing the essence of AMC Consultants.

Circles

Circles can either be used as decorative elements or as a mask for imagery.

Gradient waves

This graphic device stems from topographical visualisations of horizontal peaks and pits when measuring distance within ground. This device is to be used as either a decorative element or it can be used in infographics.

Topography waves

This graphic device is created from topographical maps. This device is to be used as either a decorative element or it can be used in infographics.

All graphic devices need to adhere to the colour palette.

03.

Collateral

3.1 Business cards

3.2 Letterhead

3.3 Email signature

3.1

Business cards

Our business cards maintain a clean appearance to further evoke our brand expression and personality. Keeping design in a simple structure while maximising negative space truly promotes professionalism and sophistication.

Primary back

Use this design for printing in all instances as it best reflects our brand and who we are.

Secondary back

Use this design in all instances where high printing quality may be limited as it requires less attention due to it being all flat colours.



3.2 Letterhead

Our letterhead design is clean and straightforward to allow for easy replication, easy file transfer, and less cross-platform issues.

The back of the letterhead does not need to be printed, however, if it is printed, the design has been provided. The back should only be printed through a professional printer or any in-house printer that can handle high levels of ink usage.



3.3

Email signature

Our email signatures follow the same structure as our business cards. Keeping it super simple yet still staying true to our brand values.

