



## Visual Brand Guidelines



## Logotype

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In choosing the logo design, the characteristics have been influenced by the brand of the Freeport-McMoRan group, our parent company.

We use the corporate colors of Freeport-McMoRan group.

The font used to write “ATLANTIC COPPER” is the same as “FREEPORT-MCMORAN” in their logo.



## Logo versions

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Spanish version



English version



Simplified version

There are three versions of the logo of ATLANTIC COPPER, the Spanish version, the English version and the simplified version.

The Spanish version includes the description "Una compañía del grupo Freeport-McMoRan".

The English version includes the description "A Freeport-McMoRan Company".

The simplified version does not have any description.



## Logo Colors

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		Black
For use in coated paper		PANTONE 312 C
For use on uncoated paper		PANTONE 312 U
For use in CMYK		Process 100 Cyan
For applications in RGB		0 R 153 G 204 B

The colors shown on this page and throughout this manual are not intended to match the PANTONE Color Standards. For the PANTONE Color Standards, refer to the current editions of the PANTONE Color Publications. PANTONE® is a registered trademark of Pantone, Inc.

The corporate colors of ATLANTIC COPPER maintain the identify of the Freeport-McMoRan group.

The Atlantic Copper logotype is PANTONE 312 C. When printing in 4 color process, the blue is 100 Cyan; and if you use RGB, use this formula: 0 R, 153 G y 204 B.



## Black and White Version

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If color reproduction is not possible, the three options on the left can be used.

In the first option the wording and the logo are 100 % black.

In the second option the wording and the logo are 100 % white.

In the third option the wording is 100 % black while the logo is 70% grey, except the base which is 100 % black.

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**ATLANTIC COPPER**  
*A Freeport-McMoRan Company*

