



Brand Guide & Design System

The Alcoa brand and guidelines for usage.

VERSION 2023.001



Brand Integrity

Why this is important

At Alcoa, our purpose, vision and values help shape our strategy and direction for the future, and our brand visually represents our company.

Our brand has value, so protecting it is the responsibility of every Alcoa employee and those who help design printed and digital materials. Whether at a trade show or a conference, Alcoa's logo and colors need to be accurately portrayed to ensure the consistency of our communications, regardless of our markets or regions.

Our brand has value, so protecting it is the responsibility of every Alcoa employee...

This brand guide provides rules and guidance, including pre-developed templates, to help create a consistent and memorable brand for our various stakeholders.

Maintaining consistency in our brand helps to reinforce the trust and the credibility that defines the Alcoa name with our stakeholders, including current and prospective employees, customers, investors, governments, media, and others.

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Accessibility Considerations

In accordance with our Alcoa Value to “Care for People,” Alcoa strives to adhere to global accessibility standards.

We encourage the use of free accessibility tools such as WAVE wave.webaim.org and NVDA (NV Access) to help ensure that produced content can be available to those with accessibility challenges.

Design teams creating Alcoa-branded material should work to ensure:

- Color contrast for text (WCAG 2.0 level AA compliance) requires a contrast ratio of 4.5:1).
- Font size and weight recommendations based on foreground and background contrasts.
- Closed captioning on videos.

A detailed overview of Web Content Accessibility Guidelines (WCAG) international standard can be found on its website. [W3.org/WAI/standards-guidelines/wcag](https://www.w3.org/WAI/standards-guidelines/wcag)

As well as on United State’s ADA’s website: [ADA.gov/resources/web-guidance](https://www.ada.gov/resources/web-guidance)

For additional guidance on digital and print materials, RGD in partnership with the Government of Ontario produced ACCESS ABILITY as a handbook for graphic design that is available as a free download. www.rgd.ca/resources/accessibility/access

An overview of design and communication considerations from the above resources are as follows.

Contrast

Use contrasting colors for foreground text and background. For instance, black text on a white background or vice versa.

Type Color

Printed material is most readable in black and white. Color text should be limited to titles, headlines, or call-outs..

Font Size

While font point size can vary from font to font, keep body copy text between 12 and 18 points.

Line Spacing

Space between lines of text should be at minimum 25 to 30 percent of the point size.

Font Style

Alcoa uses sans serif-style fonts that are ideal choices as they present easily recognizable and readable characters across both print and digital platforms. See Our Fonts section for more details. For font weights, select fonts with medium weight such as Regular and Book. Also, avoid light weight fonts and the use of all capital letters, as upper and lower case is more readable.

Kerning

Do not over-tighten the space between individual letterforms.

Margins & Columns

Multiple columns and wide margins make it easier to digest content.

Paper Type

Matte paper finishes reduces glare and provides better legibility.



Our Company

Unlocking the value inside our people and processes to change the industry and shape the world we live in.

Our Purpose

We Turn Raw Potential into Real Progress

Today more than ever, our world relies on aluminum, an infinitely recyclable material. From the cars we drive and the lightweight, fuel-efficient planes we fly, to the technology we carry in our pockets, to the energy-efficient buildings in which we work, aluminum has made everyday life better.

We invented the aluminum industry more than 135 years ago, and that legacy motivates us for a better future: One where aluminum will play an even larger role in solving challenges in a world working to decarbonize.

Alcoa is uniquely positioned to deliver sustainable products in a low-carbon economy. But our Purpose extends beyond the products we make – it also reflects the potential we unlock with our people, via career development, and the positive economic impact we bring to the communities where we operate.

Our Purpose to turn raw into real helps guide every goal we set, decision we make, action we take and strategy we implement. It reflects what we've always been and provides clear direction for our future and helps keep us rooted to our strengths.

¹Lowering the carbon footprint through Sustana's low carbon aluminum solutions.



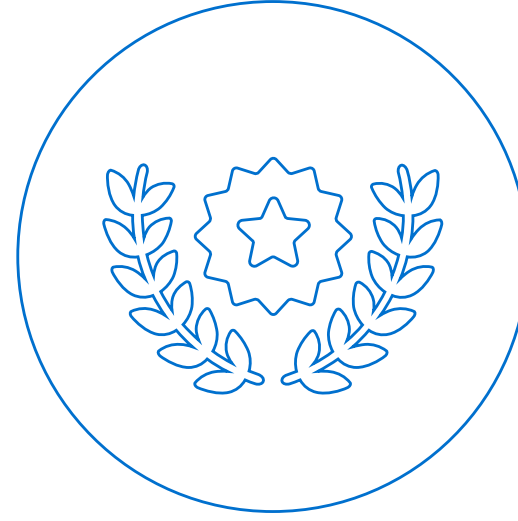
Our Values

Our Alcoa values serve as a source of stability in how we operate across the globe. They're core to who we are, who we've always been and serve as a reminder for how we work.



Act with Integrity

- Be open, honest, and accountable
- Do the right thing the right way
- Promote high ethical standards at all times



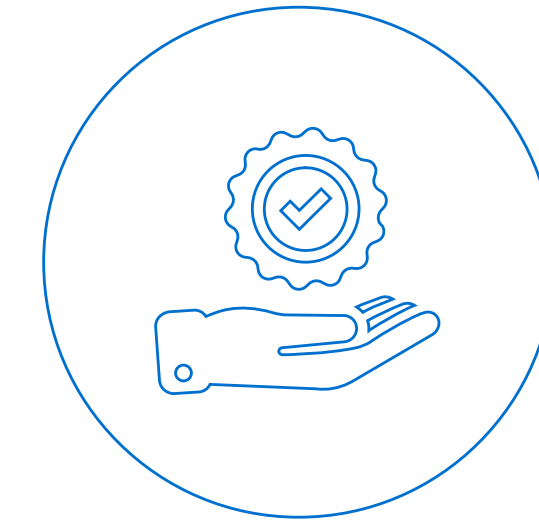
Operate with Excellence

- Continually improve standards of operation
- Analyze every angle to overcome difficulty
- Empower everyone with the right resources to do their best work



Care for People

- Put safety and health first
- Seek solutions with diverse, inclusive teams
- Make every decision with the community in mind



Lead with Courage

- Embrace opportunities to reinvent
- Innovate for long-term impact
- Challenge the status quo

Vision

Reinvent the aluminum industry for a sustainable future

Our Vision tells us where we are going next in alignment with our Purpose. It's our ambitious goal for the next several years and answers the question: "What's next?"

Our Vision defines our challenge – to innovate and create the low-carbon solutions that our industry needs to solve the world's most pressing challenges. We are seizing opportunities to realize this through our people, our processes and our products.

We have the advantage of being active in all aspects of the upstream aluminum industry, enabling us to work with industry partners, governments, associations and communities to realize our Vision.



Our Strategic Priorities

How we'll deliver constant improvement

Reduce Complexity

- Operating with a lean, cost-focused approach
- Actively managing our portfolio of assets to drive profitability through all phases of the commodity cycle

Drive Returns

- Driving margin-focused growth via our differentiated, value-add products
- Improving commercial capabilities, leveraging quality, technical excellence and delivery performance
- Investing in targeted growth opportunities

Advance Sustainably

- Championing environmental, social and governance processes across our Operations
- Creating value and maintaining a strong balance sheet
- Developing breakthrough technologies that have the potential to decarbonize the aluminum value chain.










Our Logo

Maintaining overall brand consistency with consistent visual representation of our logo.

Alcoa Logo History

The Alcoa logo has been updated seven times over the course of our storied history, including when we separated from our former parent company in 2016. Beginning as the Pittsburgh Reduction company in 1894, as we transitioned to the Aluminum Company of America, and modernized to the trademarked, global acronym, Alcoa, as it is known today.

1894–1910	1910–1929	1929–1955	1955–1963	1963–1999	1999–2016	2016–Present
						
<p>Our first corporate mark appeared in 1894, when Alcoa was still known as The Pittsburgh Reduction Company. The original mark was a circle broken down into four equal segments along with the company's initials and the word "aluminum" — was used for 35 years, with only slight modification. Each of the segments contained a five-pointed star.</p>	<p>In 1907, The Pittsburgh Reduction Company was renamed Aluminum Company of America. The abbreviation "T.P.R.Co" was replaced by "A.C.O.A." In addition to the logo with the stars, the brand introduced a logo featuring empty segments.</p>	<p>By 1929, the short form of Aluminum Company of America—Alcoa—had caught on. Therefore, a new trademark replaced the roundel by taking the shape of a shield and the Alcoa name.</p>	<p>In 1955, a bold new rectangular mark was introduced. The company used rectangular logos housing the words "Alcoa" and "Aluminum" separated by a horizontal bar. The shield remained, though reduced in size. To the left, there was a combination of orange and blue triangles positioned symmetrically one above the other.</p>	<p>Renowned designer Saul Bass created this signature in 1963. The new emblem was inspired by the triangle motif from the previous logo. It now was reminiscent of the letter "A." It combines a symbol and our name, set in a specially designed typeface known as the Alcoa Alphabet.</p>	<p>The lettering "ALCOA" appeared below the triangle-inspired emblem. The palette grew simpler as the orange was removed. The emblem was white on the blue background. New York designer Arnold Saks modernized the classic trademark to reflect the character and style that took the company into the 21st century.</p>	<p>In 2016, Alcoa Corporation split from its former parent company and launched as a company focused exclusively on bauxite, alumina and aluminum. The logo was updated to remove the box around the iconic Alcoa geometry, with its strong angles. The represents "out-of-the-box thinking".</p>

Science of the Logo

The Alcoa logo is a single, trademarked graphical unit consisting of two elements that should never be separated. This includes the geometric shape of the logo and the Alcoa logotype. These two items are integrated and can only be separated by Alcoa Corporate Communications to use as a design element by the Company. The geometric shape of the logo must never replace the integrated logo.

The symbol's center triangle and logotype's counters should always be transparent, showing the background color through it.



Transparent center triangle and counters

Alcoa Symbol

Alcoa Logotype



Alcoa Logo

Primary Logo

The Alcoa logo appears in one color: Alcoa Blue. This color has been specially formulated by Pantone®, Inc. The logo may be printed in black or reversed to white in certain instances. Under no circumstances should other colors be used. The logo has two configurations: horizontal or vertical. No other symbol, seal or graphic trademark may be displayed with the Alcoa trademark.



Horizontal Logo in Alcoa Blue



Vertical Logo in Alcoa Blue



Horizontal Logo in White
(Shown Reversed in Alcoa Blue)



Vertical Logo in White
(Shown Reversed in Alcoa Blue)

Secondary Logo

While Alcoa Blue is the designated color for our logo, it may also be printed in black or reversed to white in certain instances. Under no circumstances should other colors be used.



Horizontal Logo in Black



Vertical Logo in Black



Horizontal Logo in White
(Shown Reversed in Black)



Vertical Logo in White
(Shown Reversed in Black)

Clear Space

The logo is precisely proportioned. The elements are to be used in precisely the same size and position relationship.

Clear space is the minimum amount of “breathing room” maintained around the logo.

The clear space is to be kept free of type, graphics, or photographic elements. The space may be white or a single background color and, at a minimum, must be the height of the upper case letter “A” in the logotype.



Horizontal Logo in Alcoa Blue



Vertical Logo in Alcoa Blue







Horizontal Logo in White
(Shown Reversed in Alcoa Blue)



Vertical Logo in White
(Shown Reversed in Alcoa Blue)

Minimum Size

Minimum size restrictions assist with preserving legibility of the Alcoa logo in print collateral and digital applications. When the use case of the Alcoa logo falls below the minimum size requirements, contact communications@alcoa.com for guidance.

	Horizontal Logo	Vertical Logo	Symbol
Print	21mm 	13mm 	7mm 
Digital	60px 	36px 	20px 



Despite the minimum size restrictions, the Alcoa logo has been engineered to retain its defined geometric attributes. Modifications to the Alcoa logo should never be made to accommodate smaller (or larger) sizes under any circumstances.

Logo Partnerships

Alcoa's success relies on the relationships with its vendors, economic leadership, and partners. When the Alcoa logo is to be represented in conjunction with a partner(s) logo, the following guidelines are recommended.

As with any collaboration, be conscious of logo requests supplied by partner communication and marketing teams as this may lead to refinement of the guidelines outlined.

Alcoa has a policy that provides guidance regarding vendor endorsements. The use of the Alcoa mark with another company's logo must be reviewed and approved by Corporate Communications.



Clear Space

When displaying the Alcoa logo in partnership with another brand's logo, be respectful of each logo's usage requirements including clear space and minimum usage. If clear space is unknown, utilizing the logo's cap height to define a boundary is acceptable.



Identity Separation

When possible, a thin horizontal or vertical line should be utilized to further define each brand's identity and to signify a defined separation of each company's mission, vision, and values.



Equal Representation

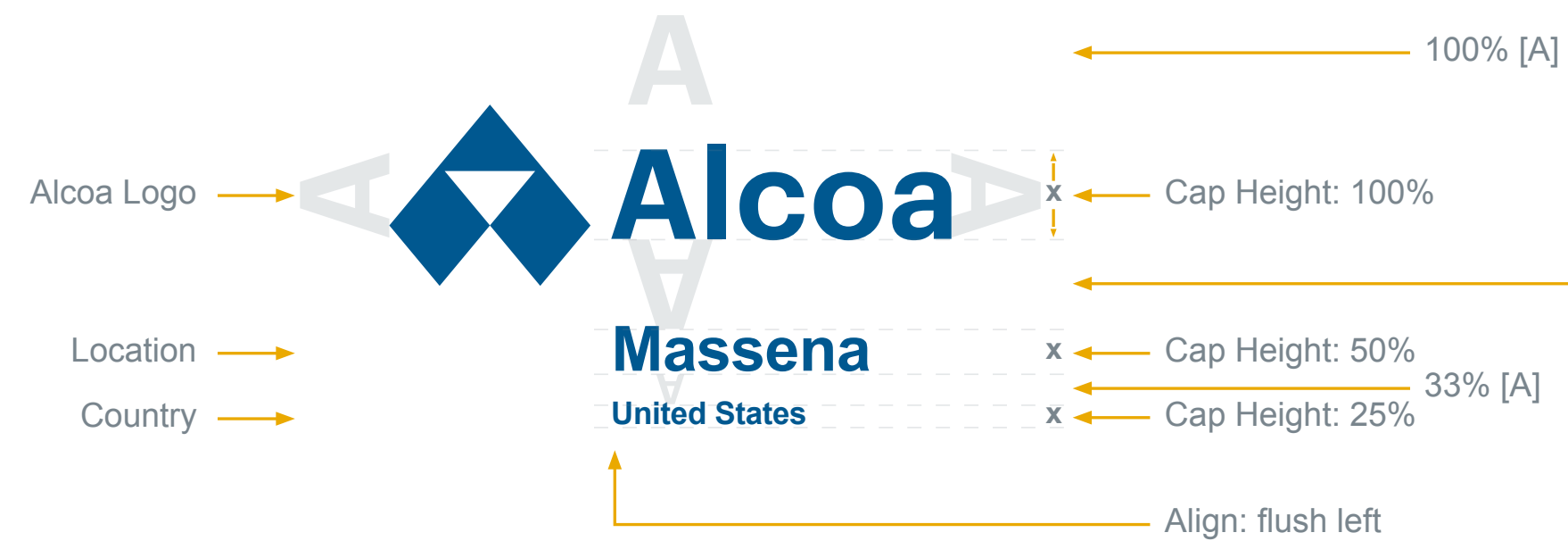
When a partnership is defined, each brand's logo should be sized to be visually equal to the other. If a situation occurs where one brand's logo would need to be presented at a larger (or smaller) size based on sizing restrictions or defined by the partnership, contact communications@alcoa.com for review and approval.



Location Logo Build

How global locations are represented with the Alcoa logo are key to a unified and inclusive brand.

Samples of how a location should be typeset is provided on the following pages which incorporates clear space and font guidelines.



Horizontal Logo Clearspace — Adjustment

To create tighter synergy between the Alcoa logo and location, the lower clearspace threshold is shifted to the baseline of the logotype.



Vertical Logo Clearspace — No Adjustment

The lower clearspace for the vertical logo remains unchanged.



Locations with Multiple Line

The sample shown represents specifications for vertical logo with multiple lines. The same specifications can be applied to the horizontal logo.



Our Logo

Location Samples

Sample Alcoa Location logos are provided for reference.



Logo Rules

Alcoa Logo Usage

Our logo is one of our most valuable assets. To ensure that it remains a strong representation of our company, it must be used consistently across all lines of communications. Misuse of the logo dilutes our identity and compromises our brand.



Only use Alcoa Blue, black, or white for the logo color. Do not use any other color or gradient.



Only proportionally scale the logo. Do not stretch, condense, or deform the logo.



Be cognisant of logo clearspace. Do not add words or elements that encroach the logo.



Only display the logo in its vertical or horizontal format. Do not display the logo at an angle.



Spacing is critical in maintaining logo integrity. Do not re-space or re-typeset the logo.



Only use the approved solid color logo variants. Do not outline the logo.



The logo was created without effects to retain a modern aesthetic. Do not apply filters, shadows, or 3D effects to the logo.



The logotype should always be displayed with the symbol. Do not display the logotype without the symbol.

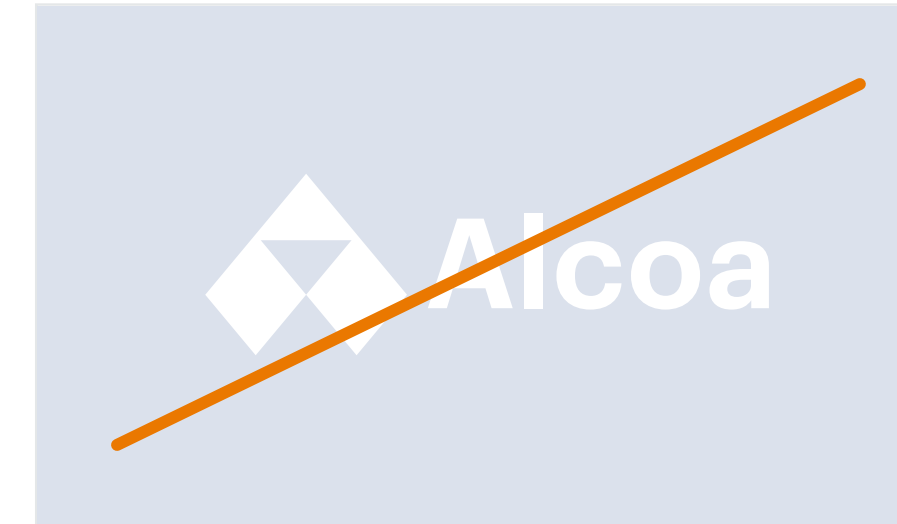


Only use opaque logo variants. Do not screen or decrease the logos opacity.

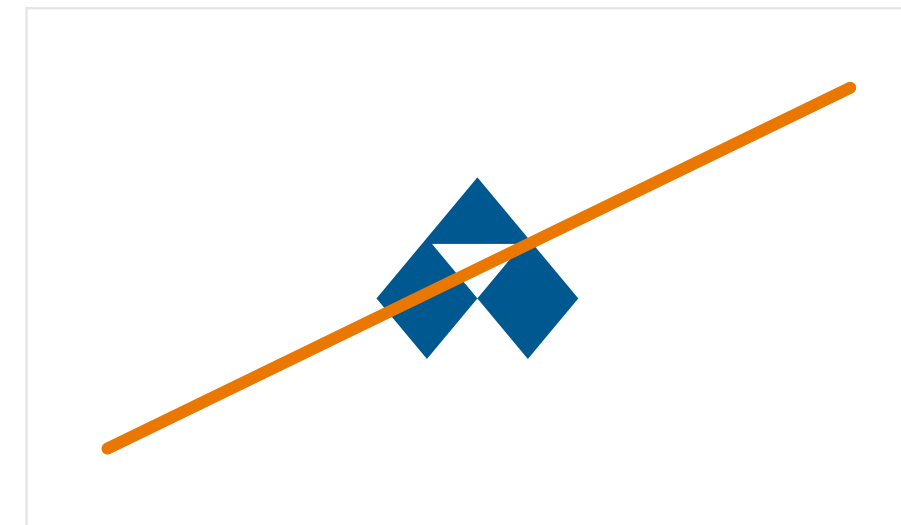
Logo Rules

Backgrounds, Symbol Usage, Tagline

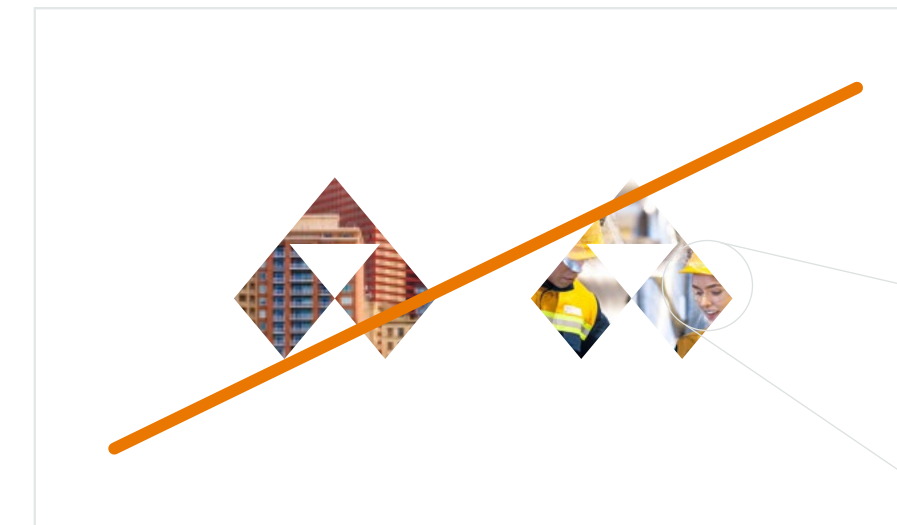
Use backgrounds that make the Alcoa logo prominent. Background colors and photos can easily overpower or compete with the logo. It is important that the logo be in contrast with the background. Contrast occurs when two elements are different. Accessibility issues can occur when there is not enough contrast between the foreground and the background.



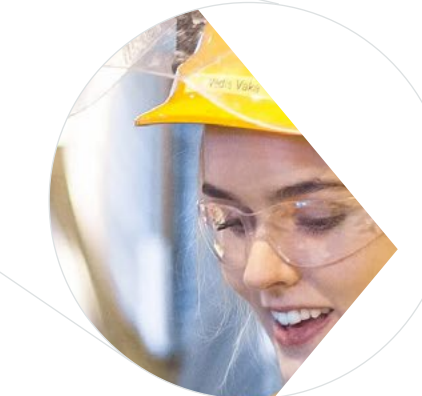
Accessibility of the Alcoa logo is important for user legibility. Using the Alcoa logo as a foreground element in combination with background illustrations or images can create accessibility concerns. This practice is permitted but review that the backgrounds provide adequate contrast to the logo and the background does not distract from the brand. Contrast of the white logo against light color backgrounds and the Alcoa blue logo against dark color backgrounds could present accessibility issues.



The symbol should always be displayed with the Alcoa logotype. Do not display the symbol without the Alcoa logotype.



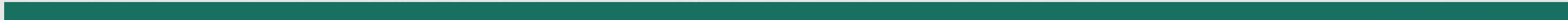
The symbol should only be displayed in the logo colors. Imagery or illustrations within the logo symbol is prohibited.





Our Colors

Details on Alcoa's primary brand color, secondary color and supporting tertiary color palette.



Colors Primary

Our Alcoa blue is a custom color created by Pantone that helps define our brand. Through an established color palette, it's possible for us to "own," a color. Using our colors correctly helps signify the trust and stability in the Alcoa name as a respected and valued brand.



Alcoa Blue

CMYK ● 96% ● 53% ● 5% ● 24%
RGB ● 22 ● 87 ● 136
HEX #165788



Aluminum PMS 430

CMYK ● 55% ● 40% ● 37% ● 4%
RGB ● 124 ● 135 ● 142
HEX #7C878E

Pantone Substitutions

If Alcoa Blue cannot be obtained, PMS 647 (coated) or 2945 (uncoated) can be substituted. Alcoa Blue coupled with Aluminum PMS 430 are our primary corporate colors.

PMS 647 Coated

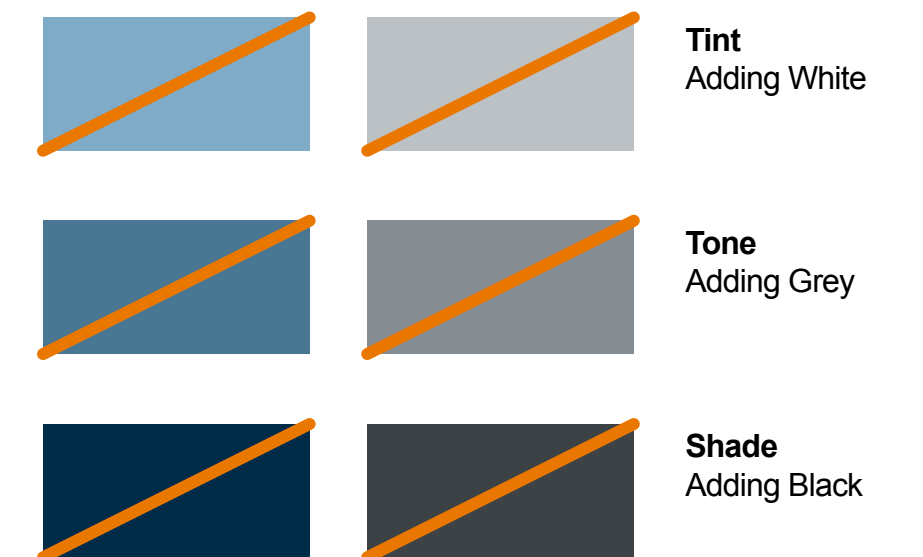


PMS 2945 Uncoated



Alcoa Blue and Aluminum Color Adjustments

Alcoa Blue and Aluminum should never be modified as a tint (adding white), tone (adding grey), or a shade (adding black).



Colors Secondary

The first group of secondary colors are striking and bold. These solid colors lend themselves well to full-bleed backgrounds in print and web applications and are less suited to tinting or shading as accent colors (can appear greyish when tinted and black when shaded). They can be used in contrast with complementary tertiary colors, where there is sufficient contrast.



Navy PMS 2965

CMYK 100% 79% 48% 53%
RGB 0 38 62
HEX #00263E

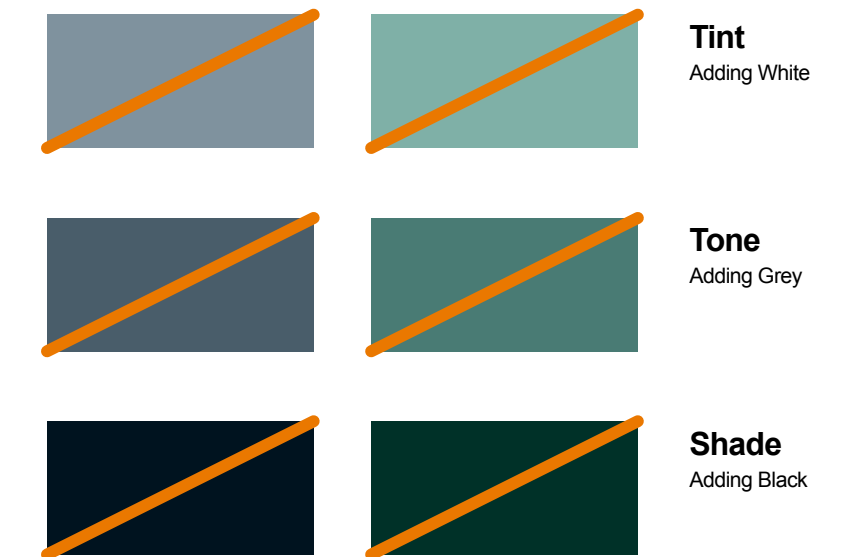


Deep Green PMS 336

CMYK 90% 36% 75% 26%
RGB 0 102 79
HEX #00664F

Navy and Deep Green Color Adjustments

Navy and Deep Green should never be modified as a tint (adding white), tone (adding grey), or a shade (adding black).



Colors Tertiary



Yellow PMS 124

CMYK 8% 35% 100% 0%
 RGB 234 170 0
 HEX #EAAA00



Orange PMS 716

CMYK 5% 65% 100% 0%
 RGB 234 118 0
 HEX #EA7600



Green PMS 360

CMYK 60% 0% 96% 0%
 RGB 109 194 74
 HEX #6CC24A



Teal PMS 320

CMYK 80% 19% 35% 1%
 RGB 0 156 166
 HEX #009CA6



Blue PMS 285

CMYK 84% 54% 0% 0%
 RGB 0 114 206
 HEX #0072CE



Purple PMS 2587

CMYK 58% 83% 0% 0%
 RGB 130 70 175
 HEX #8246AF

This selection of tertiary colors contrast with the secondary and offer accents and highlights within a design. They provide a sense of balance and can be tinted and shaded when a wider color range is required. Hex values are provided for tint, tone, and shade for guidance.

One secondary or tertiary color should be the main highlight color on any particular spread or small document, with no more than one or two secondary colors providing minor accents or highlights. All tertiary colors can be used in contrast with Navy. Both Yellow PMS 124 and Green PMS 360 are best to contrast with Deep Green.

Please note: the color values indicated are to be used as a guideline — refer to the Pantone color guide for accurate representation.

	Yellow PMS 124	Orange PMS 716	Green PMS 360	Teal PMS 320	Blue PMS 285	Purple PMS 2587
Tint Adding White	100% #FFFFFF 90% #FDF6E5 80% #FBEECC 70% #F9E5B2 60% #F7DD99 50% #F5D580 40% #F2CC66 30% #F0C44D 20% #EEBB33 10% #ECB31A 0% #EAAA00	100% #FFFFFF 90% #FDF1E5 80% #FBE4CC 70% #F9D6B2 60% #F7C899 50% #F5BB80 40% #F2AD66 30% #F09F4D 20% #EE9133 10% #EC841A 0% #EA7600	100% #FFFFFF 90% #F0F9ED 80% #E2F3DB 70% #D3EDC8 60% #C4E7B7 50% #B6E1A5 40% #A7DA92 30% #F09F4D 20% #89CE6E 10% #7BC85C 0% #6CC24A	100% #FFFFFF 90% #E5F5F6 80% #CCEBED 70% #B2E1E4 60% #99D7DB 50% #80CED3 40% #66C4CA 30% #4DBAC1 20% #33B0B8 10% #1AA6AF 0% #009CA6	100% #FFFFFF 90% #E5F1FA 80% #CCE3F5 70% #B2D4F0 60% #99C7EB 50% #80B9E7 40% #66AAE2 30% #4D9DDD 20% #338ED8 10% #1A80D3 0% #0072CE	100% #FFFFFF 90% #F2ECF7 80% #E6DAEF 70% #D9C7E7 60% #CDB5DF 50% #C1A3D7 40% #B490CF 30% #A87EC7 20% #9B6BBF 10% #8F59B7 0% #8246AF
Tone Adding Grey	100% #876300 90% #906A00 80% #997100 70% #A37700 60% #AD7E00 50% #B78500 40% #C08C00 30% #CA9300 20% #D49A00 10% #DFA200 0% #EAAA00	100% #874500 90% #904A00 80% #994E00 70% #A35300 60% #AD5700 50% #B75D00 40% #C06100 30% #CA6600 20% #D46B00 10% #DF7000 0% #EA7600	100% #3E712C 90% #42792F 80% #478132 70% #4B8835 60% #AD5700 50% #54983B 40% #59A03E 30% #5DA840 20% #62B043 10% #67B947 0% #6CC24A	100% #005B63 90% #006169 80% #006770 70% #006E76 60% #00747D 50% #007A83 40% #00808A 30% #008791 20% #008D97 10% #00959F 0% #009CA6	100% #00437B 90% #004783 80% #004C8B 70% #005093 60% #00549B 50% #0059A3 40% #005EAB 30% #0063B3 20% #0067BB 10% #006DC5 0% #0072CE	100% #4B2968 90% #502C6F 80% #552E76 70% #5B317D 60% #603484 50% #65378B 40% #6B3A91 30% #703D98 20% #763F9F 10% #7C43A7 0% #8246AF
Shade Adding Black	100% #000000 90% #3B2B00 80% #513B00 70% #644900 60% #765700 50% #876300 40% #997100 30% #AD7E00 20% #C08C00 10% #D49A00 0% #EAAA00	100% #000000 90% #3B1E00 80% #512900 70% #643300 60% #763C00 50% #874500 40% #994E00 30% #AD5700 20% #C06100 10% #D46B00 0% #EA7600	100% #000000 90% #1B3113 80% #25431A 70% #2E5421 60% #376327 50% #3E712C 40% #478132 30% #AD5700 20% #59A03E 10% #62B043 0% #6CC24A	100% #000000 90% #00272A 80% #00363B 70% #004349 60% #005057 50% #005B63 40% #006770 30% #00747D 20% #00808A 10% #008D97 0% #009CA6	100% #000000 90% #001D35 80% #002749 70% #00315A 60% #003A6B 50% #00437B 40% #004C8B 30% #00549B 20% #005EAB 10% #0067BB 0% #0072CE	100% #000000 90% #21122D 80% #2D183E 70% #381E4D 60% #42245B 50% #4B2968 40% #552E76 30% #603484 20% #6B3A91 10% #763F9F 0% #8246AF



Our Fonts

Details on Alcoa typography for all internal and external communications.

Typography: Primary Font

Typography helps to present the personality of our organization.

Arial is the font to be used for all internal and external marketing communications: for example, brochures, advertisements, trade show banners, business cards, etc. Arial is available as a preinstalled system font. The Arial family is simple, unadorned and neutral, making it ideal for widespread use.

The Alcoa corporate website utilizes a digital font specific for its use case outside of what is scoped within these guidelines. Any fonts other than Arial must be approved by communications@alcoa.com.

Arial
Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+=

*Arial
Italic*

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+=*

**Arial
Bold**

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+=**

***Arial
Bold Italic***

***abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()?-+=***



Design System

Details on creating dynamic and engaging printed and digital material, using Alcoa angles and blocks.

Design System: Alcoa Angles

The specific angle of the Alcoa logo has been used to create a shape, or Alcoa Angles, to provide marketing, communications, and design teams opportunities to create dynamic and engaging collateral and digital components across all communication media.

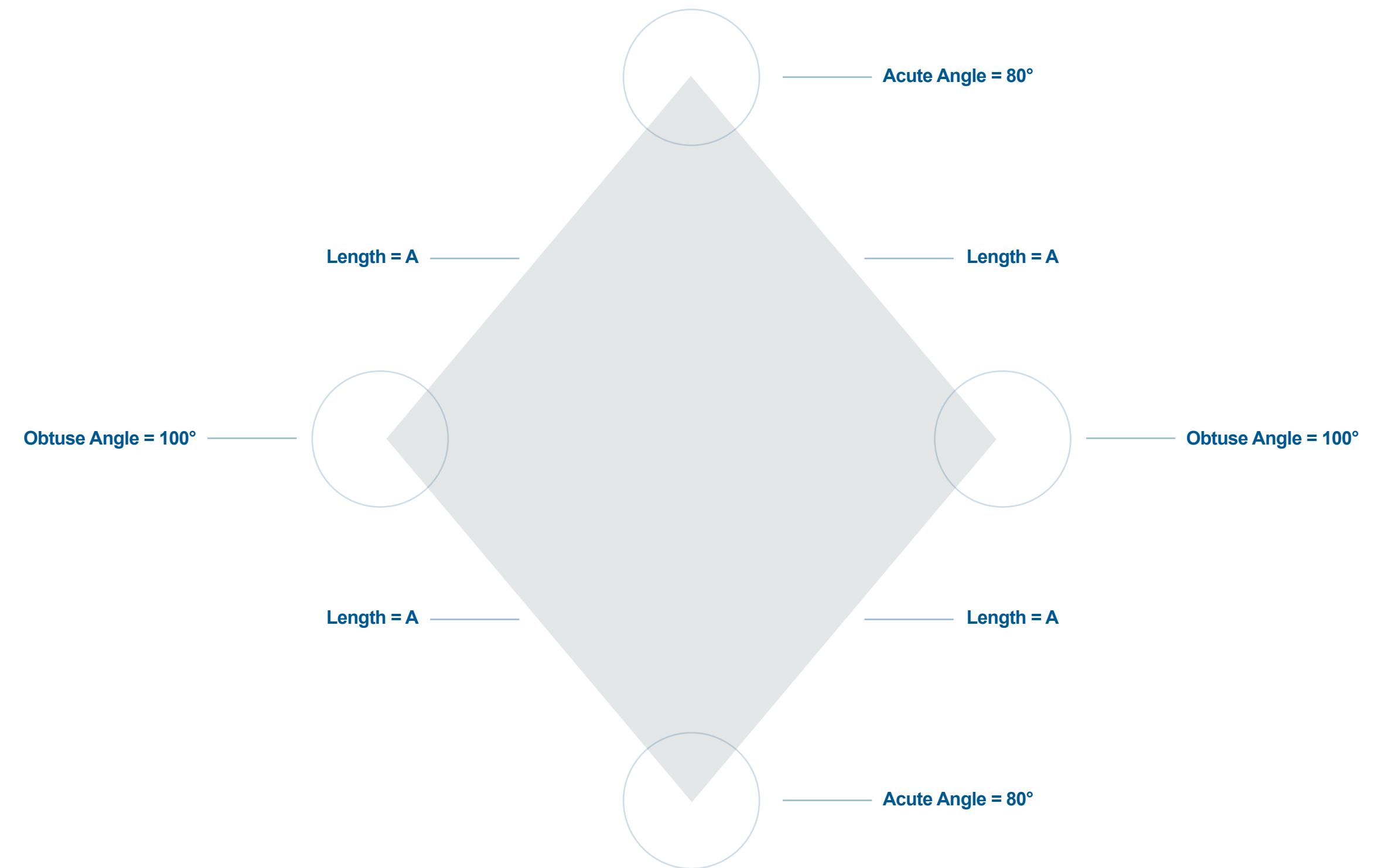
Alcoa Angles are translucent variants of the Alcoa corporate color palette including white that can be overlaid across imagery and backgrounds to create emphasis, provide visual interest and focus where appropriate.



Design System: Alcoa Angles

Alcoa Angles Shape

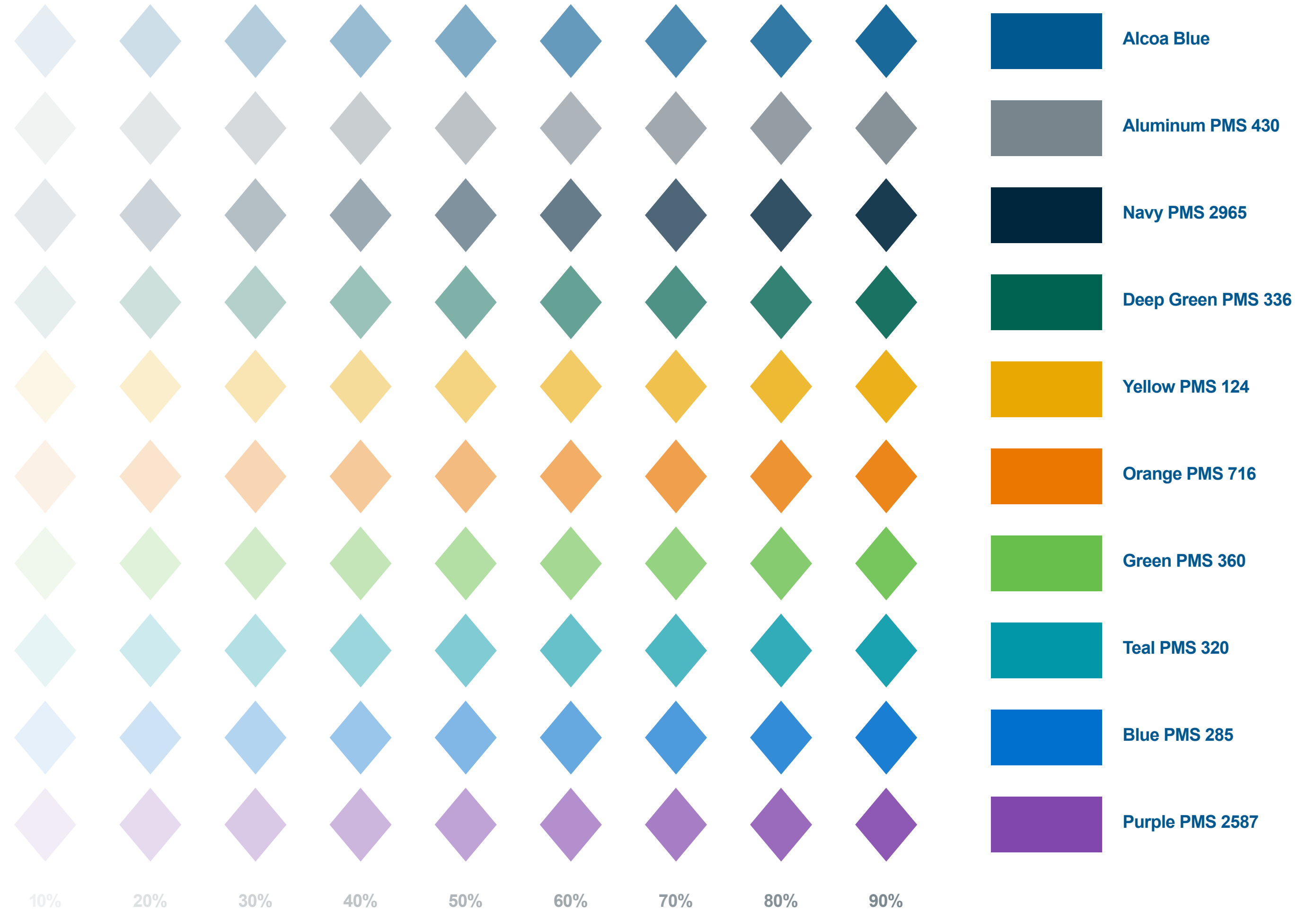
The Alcoa Angle is based off of a diamond shape—the rhombus. Each of the four sides of the rhombus are of equal length (indicated as "A" in the illustration to the right). The rhombus contains two acute angles and two obtuse angles. The acute angles should be measured at approximately 80°. The obtuse angles should be measured at approximately 100°.



Design System: Alcoa Angles

Alcoa Angles Translucency

The translucency of the Alcoa Angles can vary based on use case. The Alcoa Angle transparency range should remain between 10% to 90%. To retain the hue of the color, the blending mode should be set to Normal.



Design System: Alcoa Angles

Alcoa Angles Placement

The placement of the Alcoa Angles should only expose a maximum of three points of the rhombus. The full rhombus should never be shown.

Number of Alcoa Angles

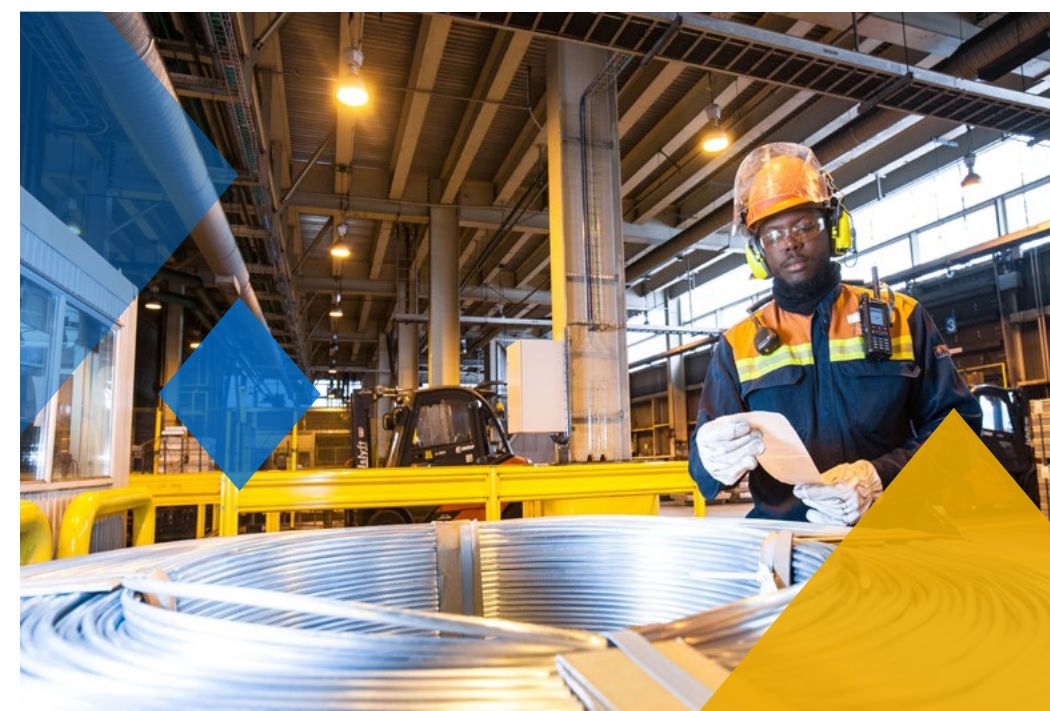
A maximum of three Alcoa Angles—two large and one small—can be used within a the page content image and/or design. Based on the content, no Alcoa Angles could potentially be utilized.

Use of Third Alcoa Angle

A third supporting Alcoa Angle can be incorporated at 50% or less of the respective larger angles. The third angle should be connected to one of the two larger angles in some fashion. Preferably towards the upper or lower portions of the larger angles. As indicated previously, the third angle should only feature a maximum of three points.

Correct Usage

All Alcoa Angles within the concept shown to right display no more than three points.



Incorrect Usage

The smaller blue angle is not anchored correctly to the edge of the image and appears to be floating.

Design System: Alcoa Angles

Inclusion of Copy

When text is incorporated within an Alcoa Angle, such as a headline or body copy, it should be contained within the shape and not break any edge.

Correct Usage

The headline and call to action copy are contained within the edges of the shape, eliminating the potential for conflicts with contrast and background image content.



Incorrect Usage

The headline and call to action copy break the edges of the shape creating the potential for conflicts with contrast and background image content.

Design System: Alcoa Angles

Color Theory Recognition

When incorporating colors within a design, be conscious of color theory factors including the following:

- How the color translucency is effected by the background
- Selecting colors that best complement the colors within the image
- How the color contrasts with the image

Correct Usage

Alcoa Blue and Yellow complements the blue and yellow hues throughout the image.



Incorrect Usage

Using green in the top left corner in this instance does not complement the yellow and blue hues of the selected image appropriately. Its intensity and contrast, lessens focus from the subject of the image. Additionally, the navy Alcoa Angle should be more translucent so the background image bleeds through. Due to the navy being less translucent, the Alcoa Angle converts the background image to a rich black.

Design System: Alcoa Angles

Use of White

Additionally, depending on use case, white may be used exclusively or in combination with the Alcoa color palette.



Design System: Alcoa Blocks

The Alcoa Blocks are rectangles with one corner segment removed to expose the background image, illustration, or color. These blocks can be used throughout a project for call-outs, pull quotes, and calls to action.

Colors

Alcoa Blocks should only be a single color. They can utilize any color from the primary, secondary, or tertiary palette. The blocks can be translucent dependent on use case but should not include any additional effects such as bevels, shadows, or gradients.

Dimensions

The length and width of the Alcoa Block can be any dimension. However, the reversed segment should remain consistent with the side of the Alcoa Angle. See page 31 for details.

Images

When the use case allows, imagery incorporated within a report, document, or other collateral may take the shape of an Alcoa Block.

Translucency

Alcoa Blocks can have transparency when layered over an image, illustration, or background color. The color theory recommendations of the Alcoa Angles apply in this instance as well.

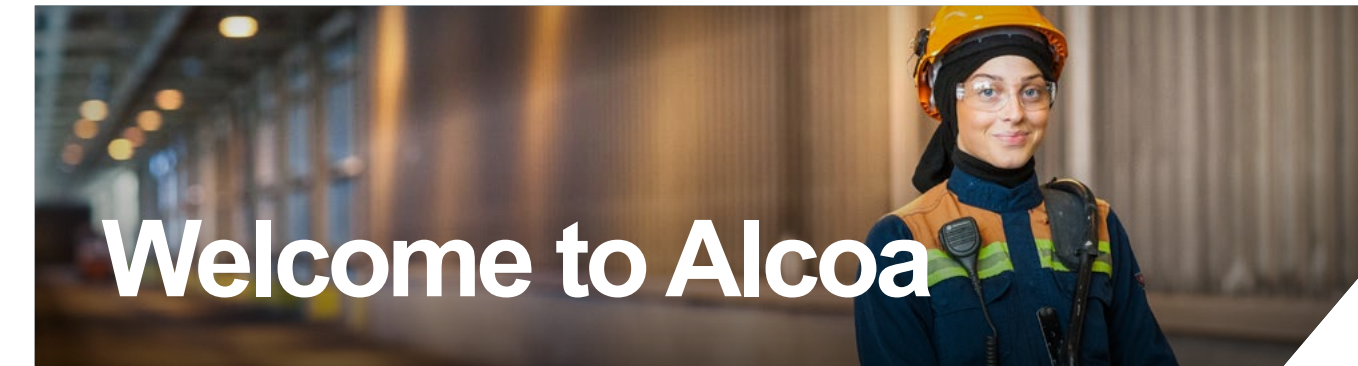
2022 Highlights

13,100
Employees

- Act with Integrity
- Operate with Excellence
- Care for People
- Lead with Courage

Our values are clear and concise, setting the expectation for how we endeavor to operate around the globe, in every aspect of our business and in every market.

*Investing in
targeted growth
opportunities*





Photography / Video

Telling Alcoa's story with compelling visual assets.

Photography / Video

Our visual assets enhance our communications when we are telling our story. A carefully managed approach reinforces Alcoa as an innovative company poised to reinvent the aluminum industry for a more sustainable future.

We are a global organization; our employees and customers come from diverse backgrounds, communities and lived experiences. Photos and videos bring our culture to life and communicate what it is like to be an Alcoa to current and prospective employees, investors and stakeholders.

Communications teams at each location can help source appropriate imagery for internal and external use.



Photography / Video Checklist

Pre-Production

Preparation for custom photography session.

- Plan accordingly that all participants including photographers, supervisors, and team members are wearing suitable Personal Protective Equipment (PPE) for the working environment. Confirm with location safety leaders in each area.
- Verify locations feature natural light whenever possible. Avoid images with a cold, flat fluorescent look.
- If photography is to be taken outside, review upcoming weather forecasts for inclement conditions.
- Ensure Photo Consent Forms are obtained from all identifiable people prior to session.
 - Employees can make their consent selection through Workday.
 - Non-employees (including minors) need to fill out an external form.
 - Contact your site communications team for further advice.

Production

Day-of preparation for custom photography session.

- Based on photography location, ensure those being photographed are wearing suitable Personal Protective Equipment (PPE) and adhering to safety guidelines based on the location.
- Images featuring people should be shot at or just below eye level, and feel candid and natural.
- Limit repetitive compositions that feel posed such as arms crossed, smiling direct to camera, etc.
- Frame all subjects—people and objects—to ensure they are clearly visible.
- Avoid backlighting and silhouettes.
- Capture full-scale product photos, as well as close-up textural shapes and elements that zoom in on bauxite, alumina, and aluminum.
- Strive for clean, crisp, and polished photos that showcase our products in all their forms.

Post-Production

Coordination of photography storage and archiving.

- Ensure photos have been retouched appropriately to address any flaws or concerns that may have been overlooked during production while protecting the original image. With our Alcoa integrity value, we do not significantly alter images to create a false perspective- retouching is meant to address minor flaws for appropriate and accurate reproduction and to recognize a designer's creative vision.
- Review that photos are in focus, clear, balanced, and are free from distortion.
- Export photos at the appropriate resolution ideally at 300dpi or greater.
- Coordinate with the Corporate Communications team at communications@alcoa.com so that photography can be archived and accessed on the Alcoa Digital Asset Management System.



Stationery

Guidelines for stationery development and print specifications to support brand consistency.

Stationery Introduction

Alcoa Stationery templates have been designed for letterhead, envelopes, and business cards for both imperial and metric systems.



**Alcoa
Pittsburgh Global
Headquarters**

201 Isabella St.
Suite 500
Pittsburgh, PA 15212-5858
USA
1 412 315 2900



**Pittsburgh Global
Headquarters**

201 Isabella St.
Suite 500
Pittsburgh, PA 15212-5858
USA



Firstname Lastname
Title 1
Title 2

Business Unit
Address 1
Address 2
City, ST 00000 USA
Office: +1 000 000 0000
Mobile: +1 000 000 0000
Fax: +1 000 000 0000
name@alcoa.com

If legal regulations require details about corporate identity to be included on letterhead, insert it here.



Stationery

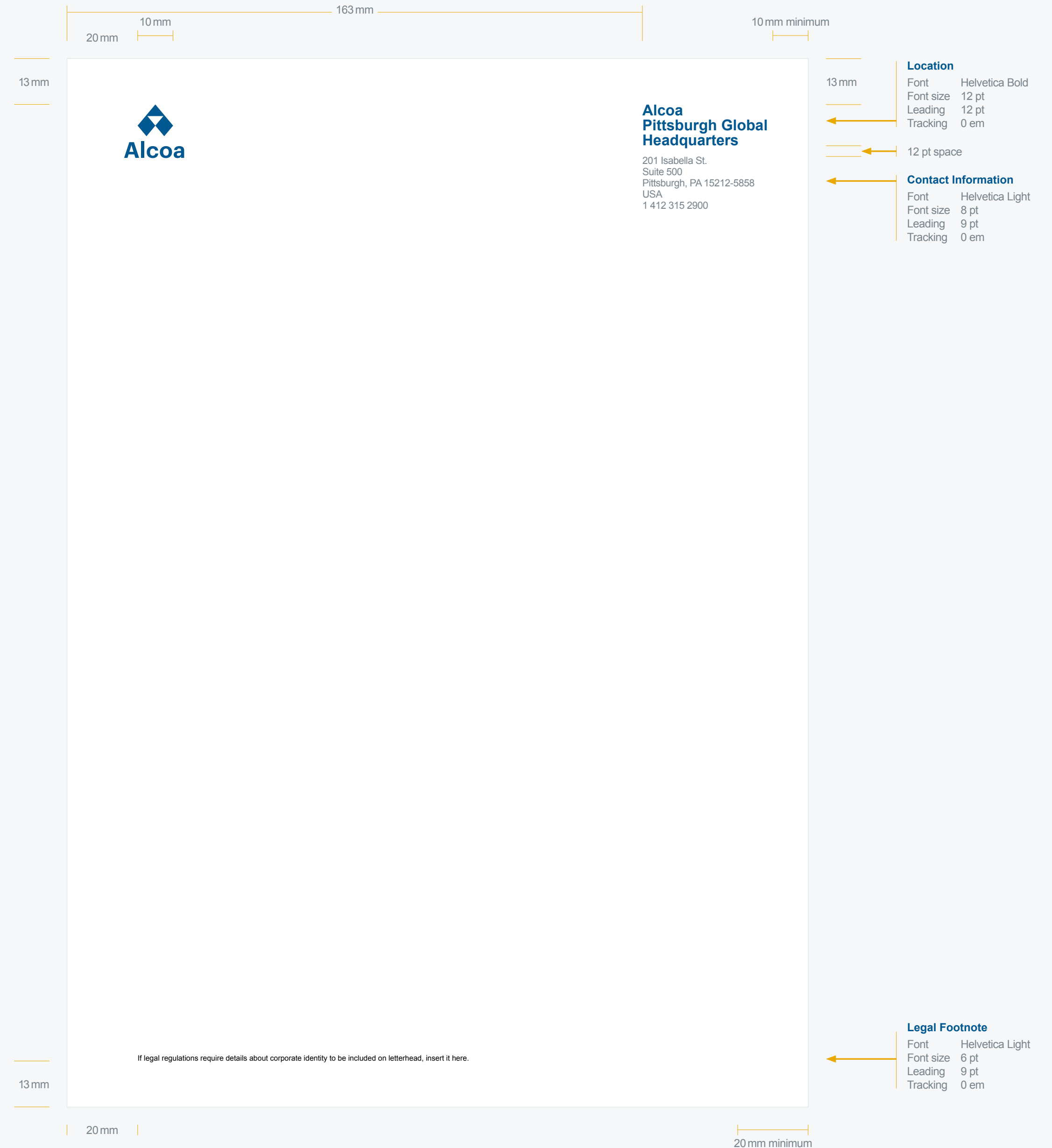
Stationery Letterhead

Metric Units

Letterhead A4 templates have been developed in the metric system. The templates are 210 mm (width) x 297 mm (height). These templates are primarily utilized within global markets with the exception of the United States. Templates are available in Microsoft Word and Indesign. Templates can be accessed from the Communications Team through Alcoa's Digital Asset Management system.

Additional Sheets

Additional letter pages use the same paper stock as the first page and do not reproduce the Alcoa trademark.





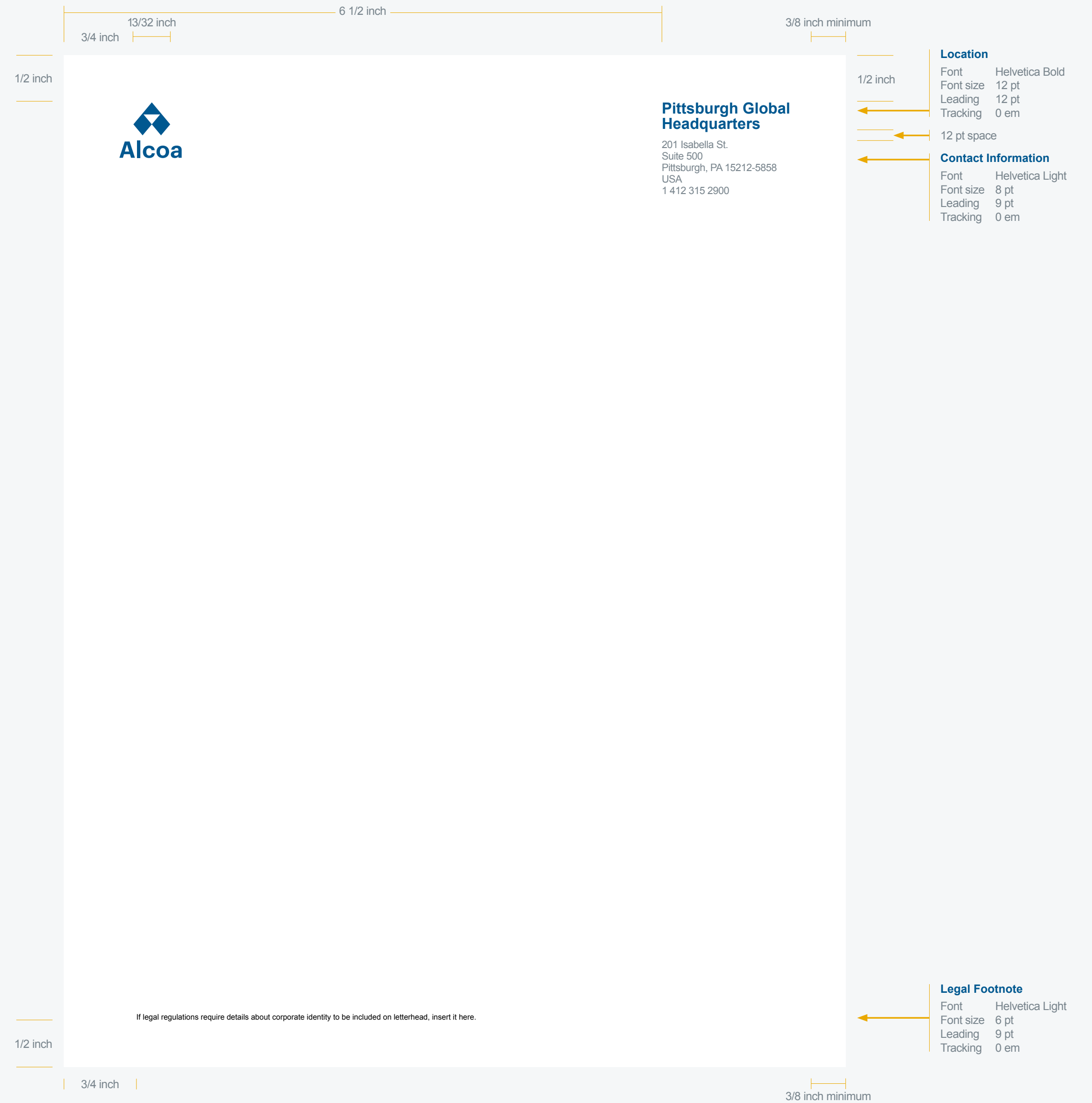
Stationery

Stationery Letterhead Imperial Units

Letterhead standard templates have been developed in the imperial system. The templates are 8.5 inches (width) x 11 inches (height). These templates are primarily utilized only within the United States market. Templates are available in Microsoft Word and Indesign. Templates can be accessed from the Communications Team through Alcoa's Digital Asset Management system.

Additional Sheets

Additional letter pages use the same paper stock as the first page and do not reproduce the Alcoa trademark.

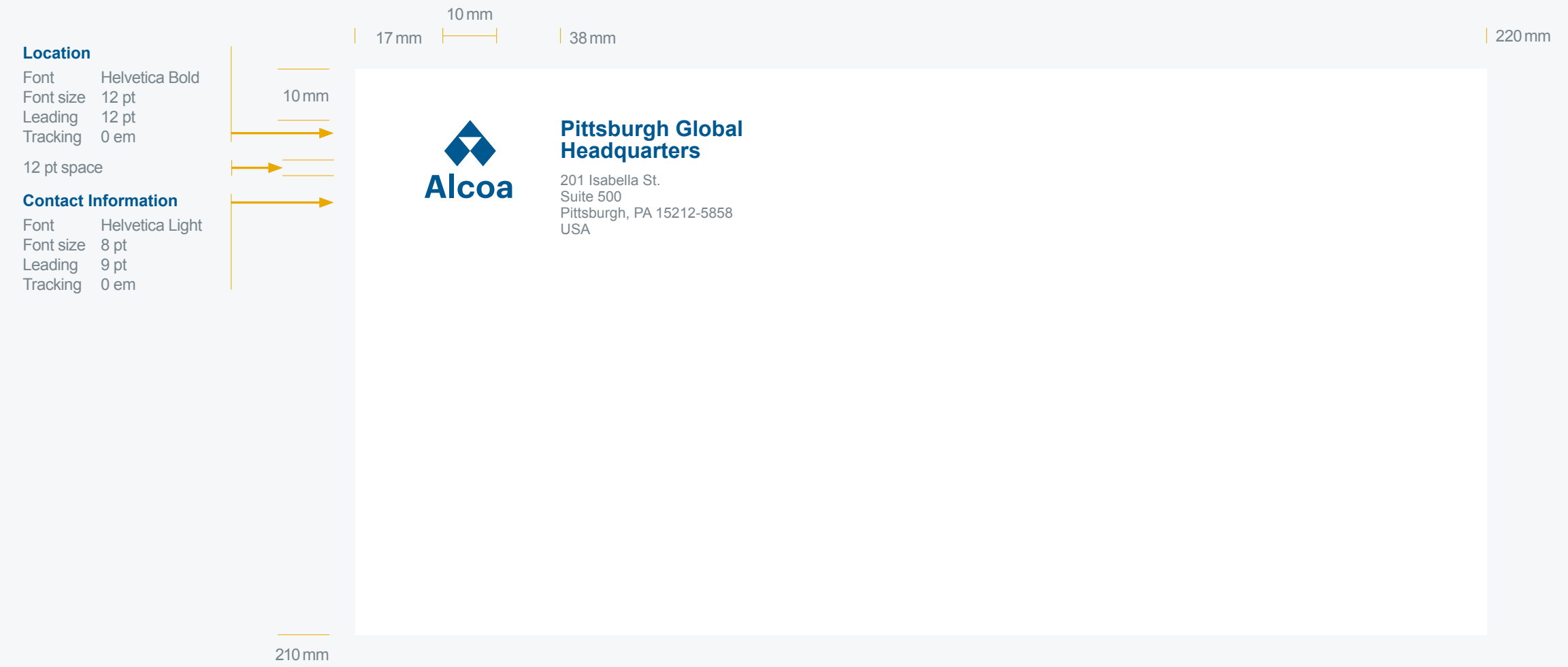


Stationery Envelope

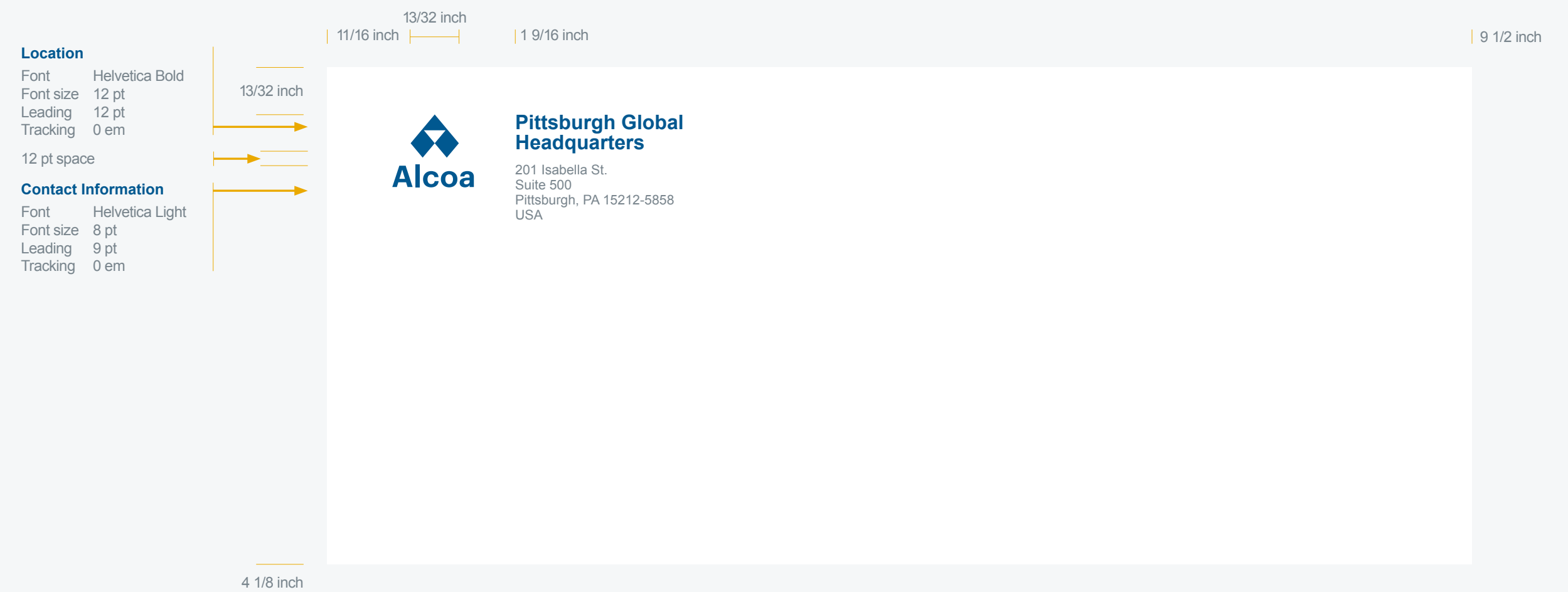
Metric & Imperial Units

Envelope A4 templates have been developed in the metric system. These templates are 220 mm (width) x 110 mm (height). Additionally, envelope Number 10 templates have been developed in the imperial system. These templates are 9.5 inches (width) x 4.125 inches (height). A4 templates are primarily utilized within global markets with the exception of the United States. Number 10 templates are primarily utilized only within the United States market. Templates are available in Microsoft Word and Indesign. Templates can be accessed from the Communications Team through Alcoa's Digital Asset Management system.

Metric System



Imperial System



Stationery Business Card

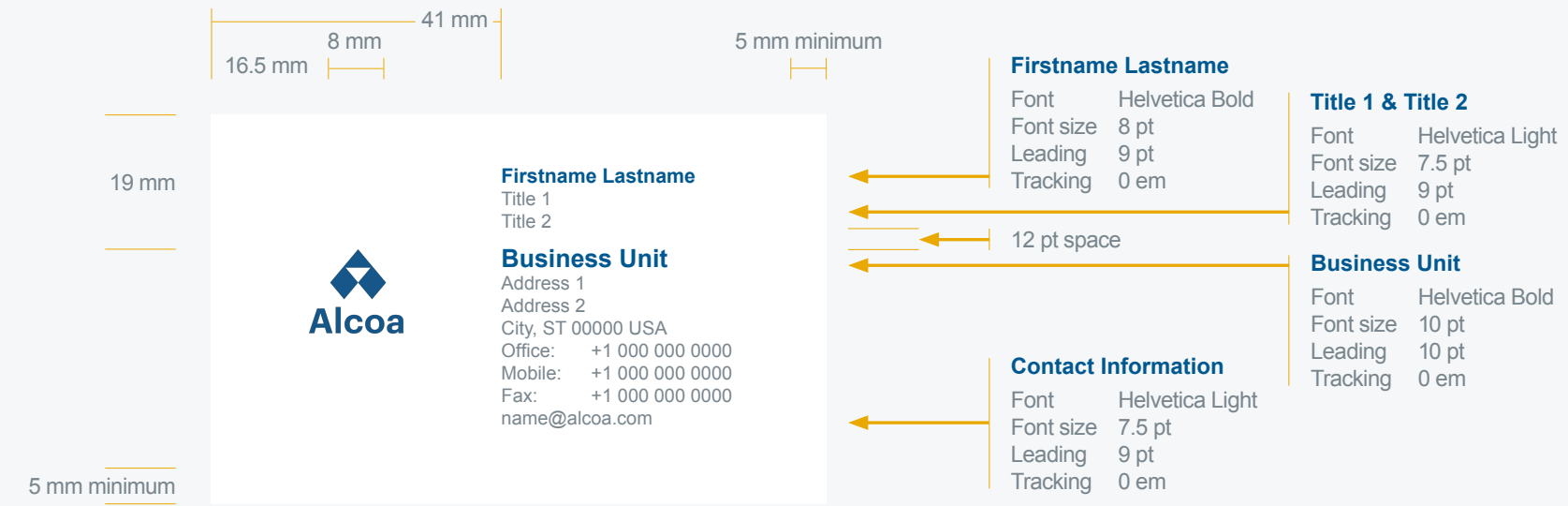
Metric & Imperial Units

International business card templates have been developed in the metric system. These templates are 85 mm (width) x 55 mm (height). Business card templates for the United States and Canada have been developed in the imperial system. These templates are 3.5 inches (width) x 2 inches (height). Templates are available in Microsoft Word and Indesign. Templates can be accessed from the Communications Team through Alcoa's Digital Asset Management system.

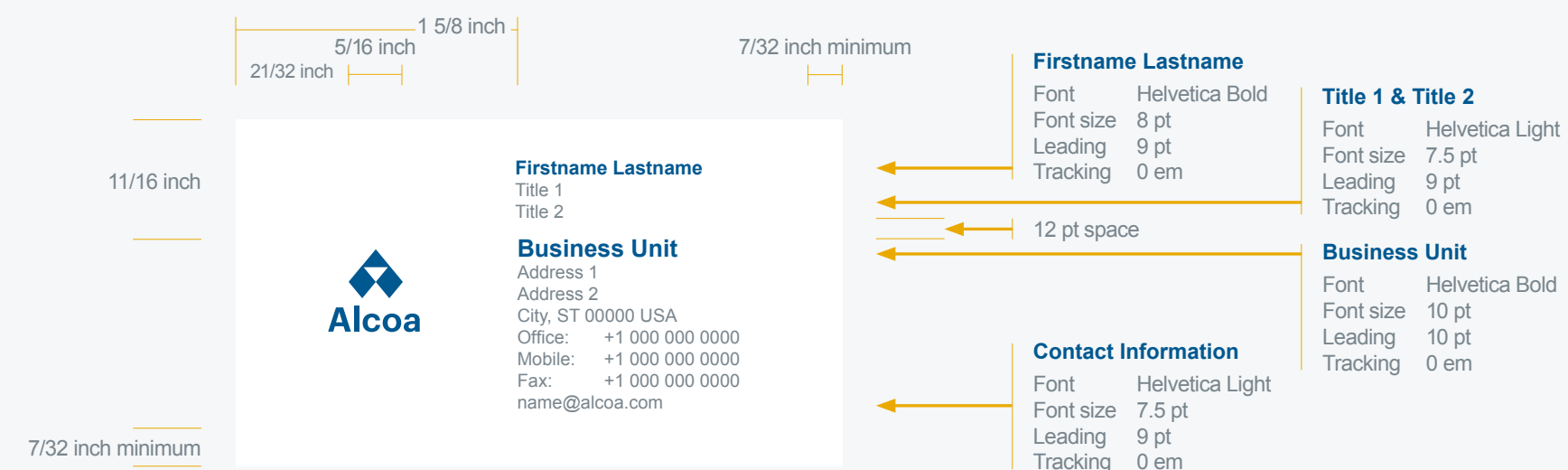
Basic rules

- Below the individual's name a maximum of two lines is available for title and/or occupation description
- The appropriate text within the 'Business Unit' section may be company name (e.g. Alcoa of Australia) or location (e.g. Pinjarra Refinery), rather than Business Unit.
- The following graphics have been provided for guidance.

Metric System



Imperial System



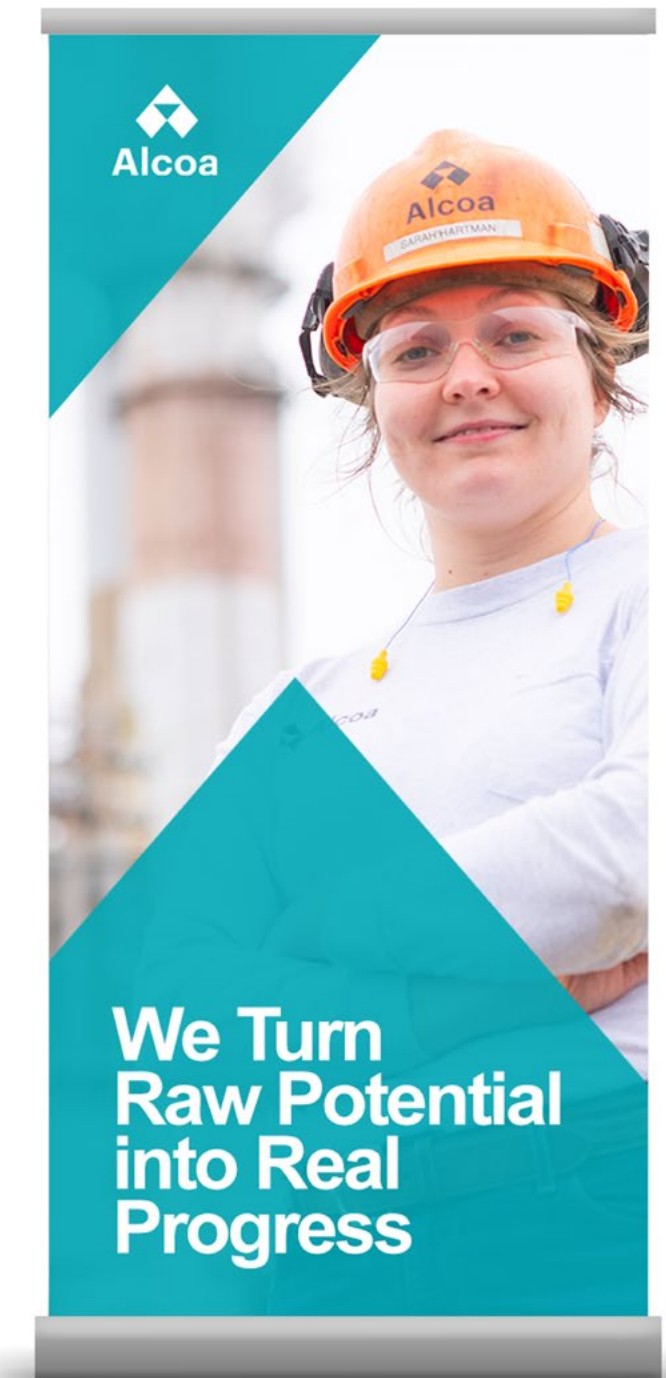


Templates

Using predesigned templates for the design and production of printed and digital content.

Template Overview

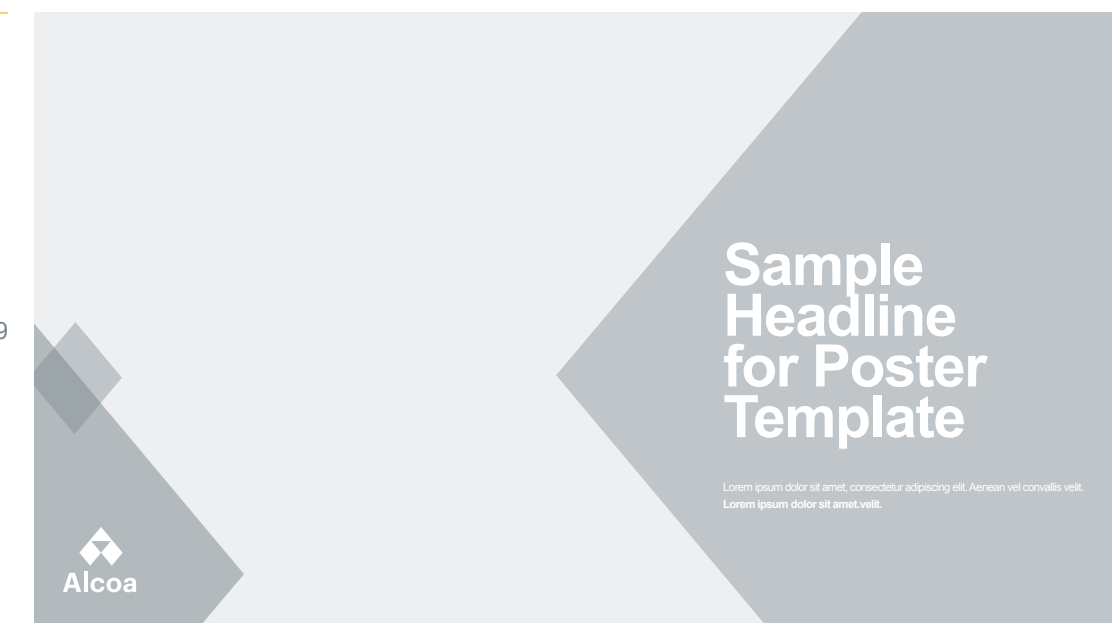
Templates have been developed for the following traditional uses: Poster, Report Cover, Event Flyer, Pull-up Banner. Additionally social templates have been developed for the following channels: Twitter, LinkedIn, Facebook, and Instagram.



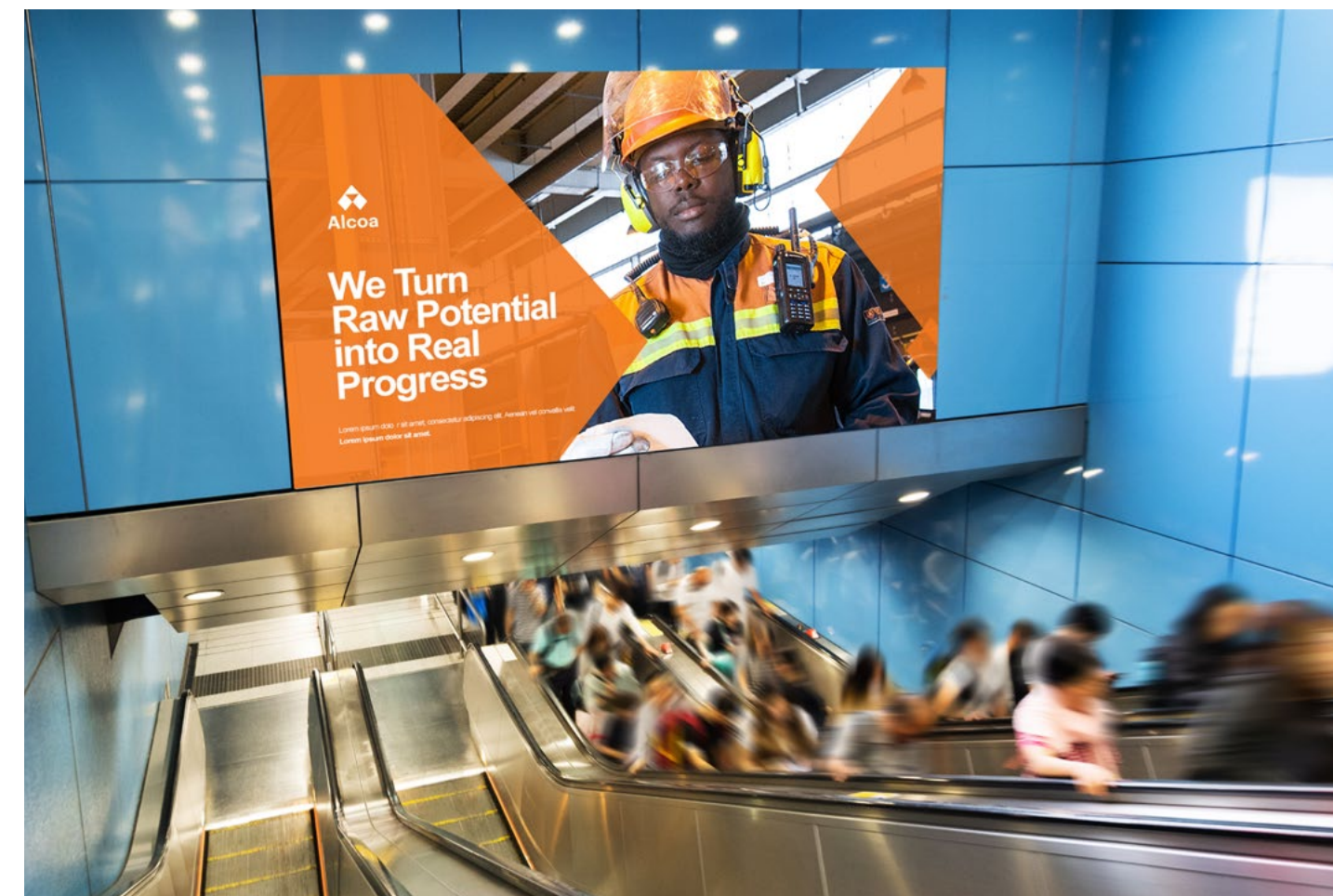
Poster

Poster templates are horizontal and provided at a 16:9 ratio. Poster templates can be adjusted horizontally or vertically dependent on the media. Contact communications@alcoa.com for access to Canva and Indesign templates.

Sample Poster Template



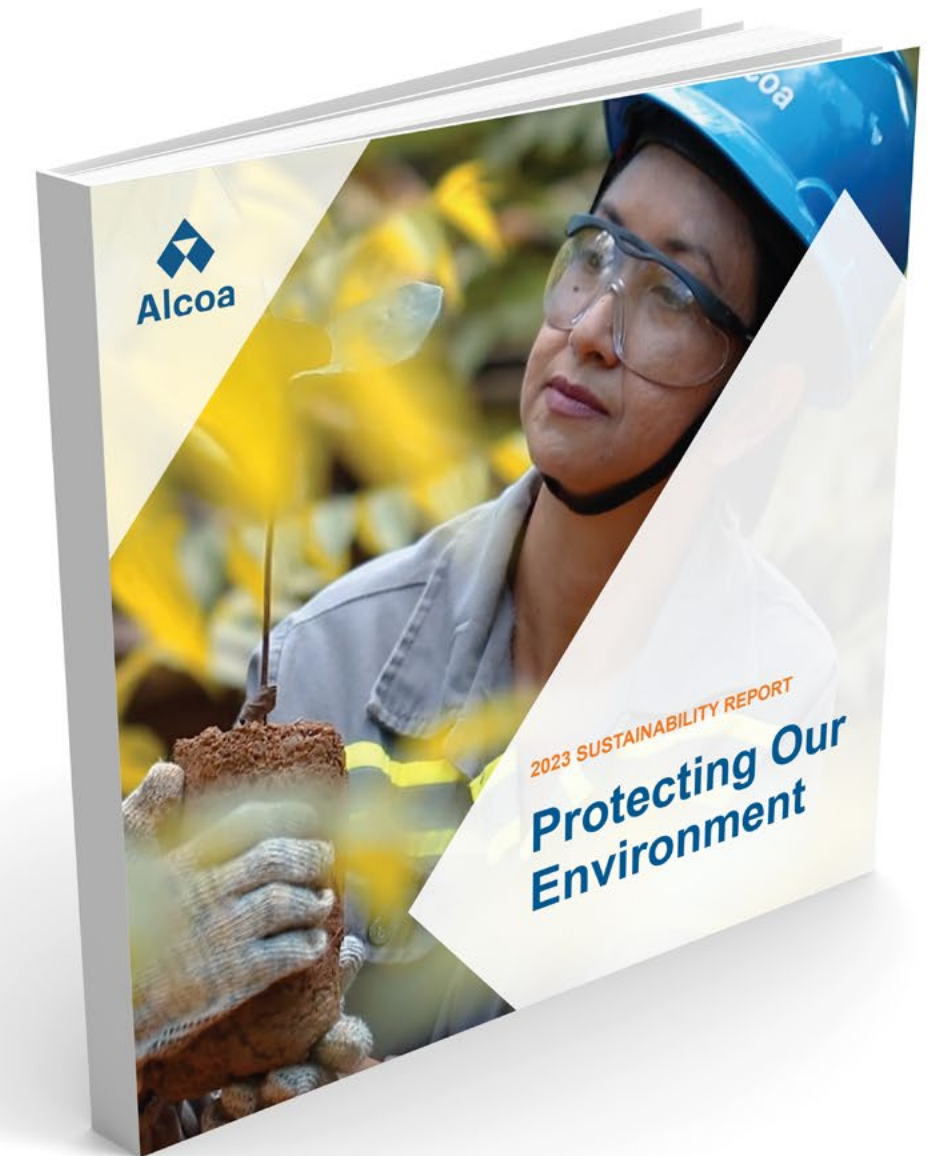
16



Report Cover

Report Cover templates are typically vertical and provided in the metric standard paper size of 297 mm x 210 mm. The templates can be adjusted horizontally or vertically dependent on the media. Contact communications@alcoa.com for access to Canva and Indesign templates.

Sample Report Cover Template



Event Flyer

Event flyer templates are typically vertical and provided in the metric standard paper size of 297 mm x 210 mm. The templates can be adjusted horizontally or vertically dependent on the media. Contact communications@alcoa.com for access to Canva and Indesign templates.

Sample Report Cover Template

Sample Two Line Headline

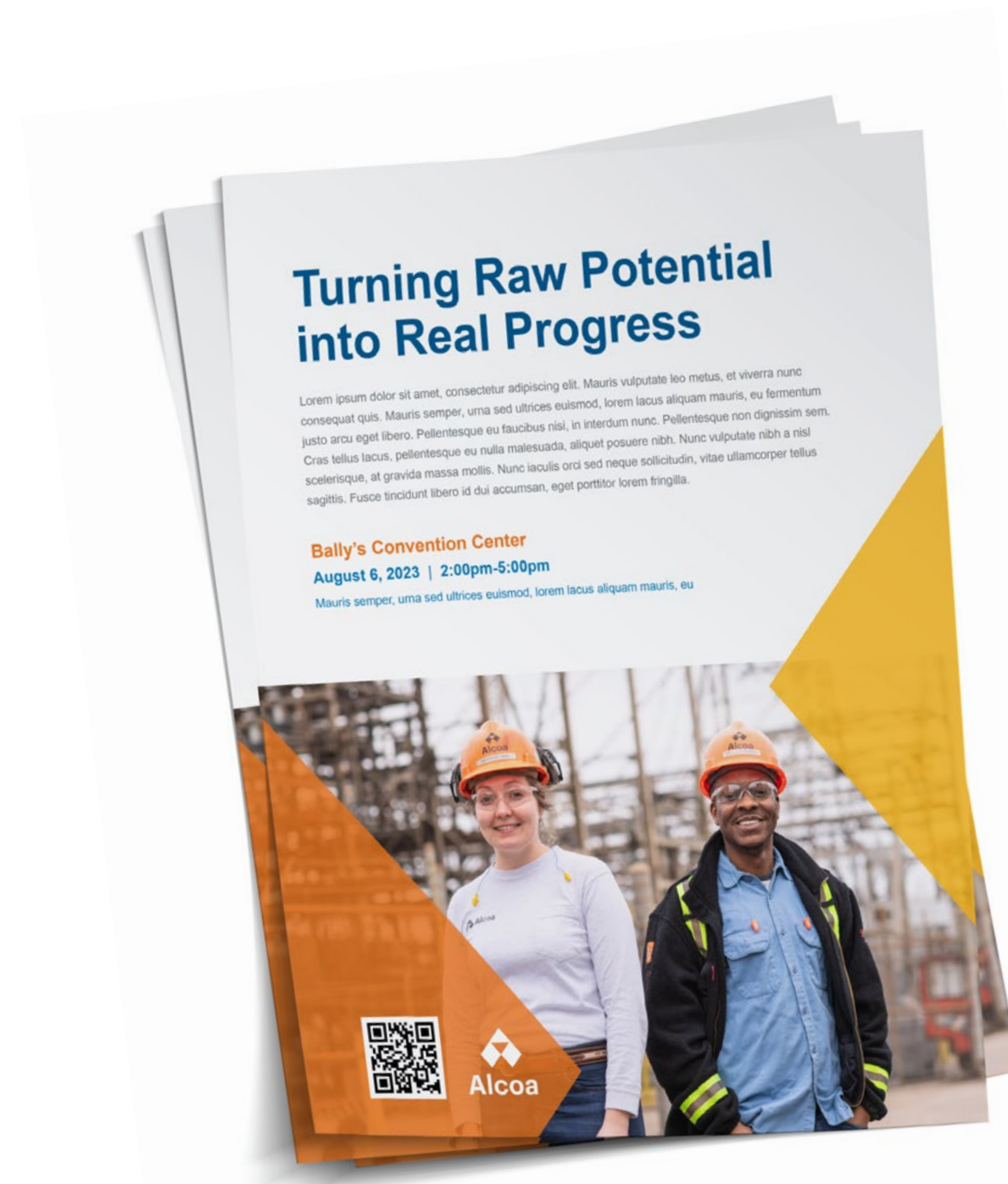
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vulputate leo metus, et viverra nunc consequat quis. Mauris semper, urna sed ultrices euismod, lorem lacus aliquam mauris, eu fermentum justo arcu eget libero. Pellentesque eu faucibus nisi, in interdum nunc. Pellentesque non dignissim sem. Cras tellus lacus, pellentesque eu nulla malesuada, aliquet posuere nibh. Nunc vulputate nibh a nisi scelerisque, at gravida massa mollis. Nunc iaculis orci sed neque sollicitudin, vitae ullamcorper tellus sagittis. Fusce trincidunt libero id dui accumsan, eget porttitor lorem fringilla.

Event Location / Venue
Event Month / Day / Year | Event Time

Mauris semper, urna sed ultrices euismod, lorem lacus aliquam mauris, eu

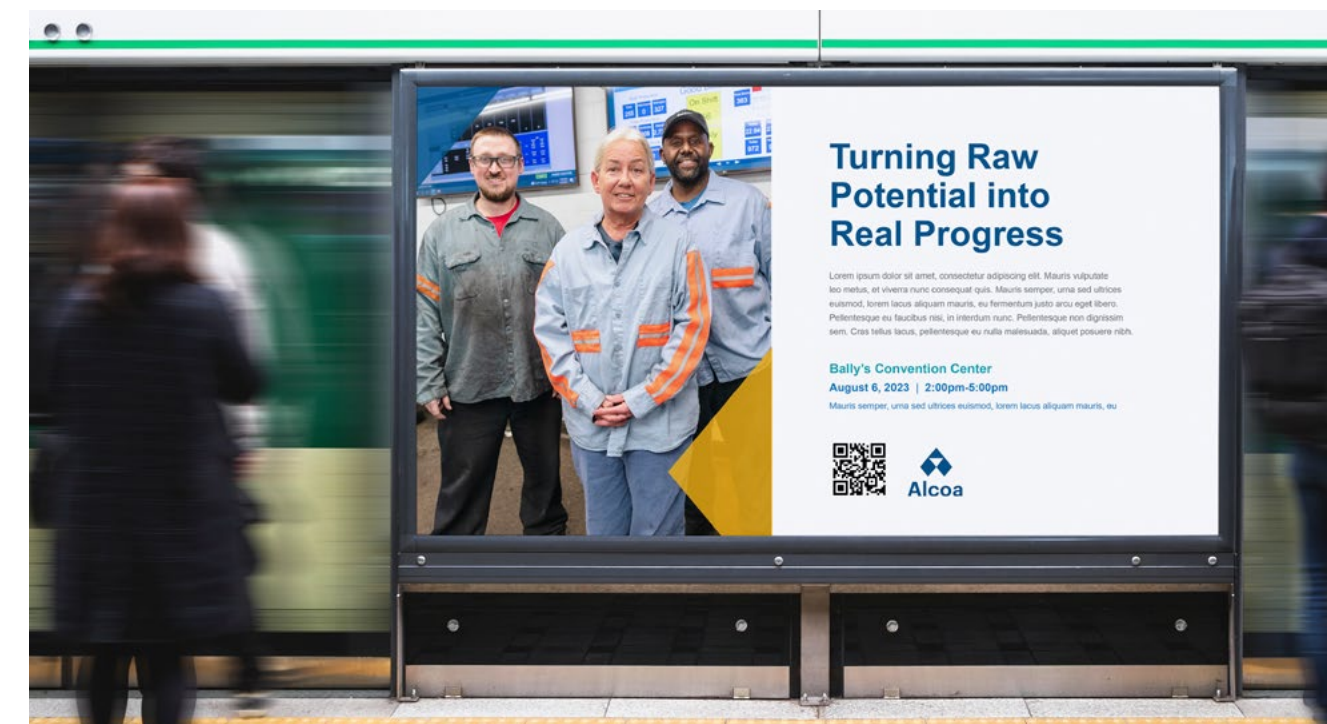


210



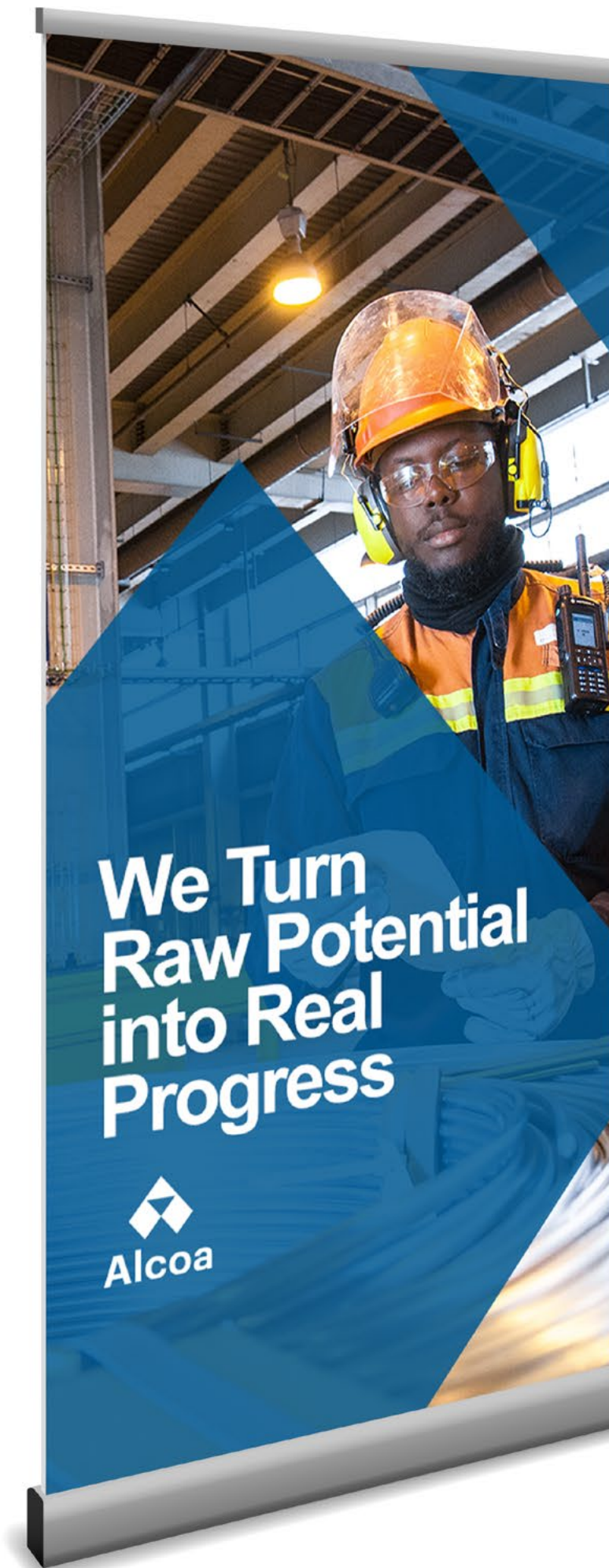
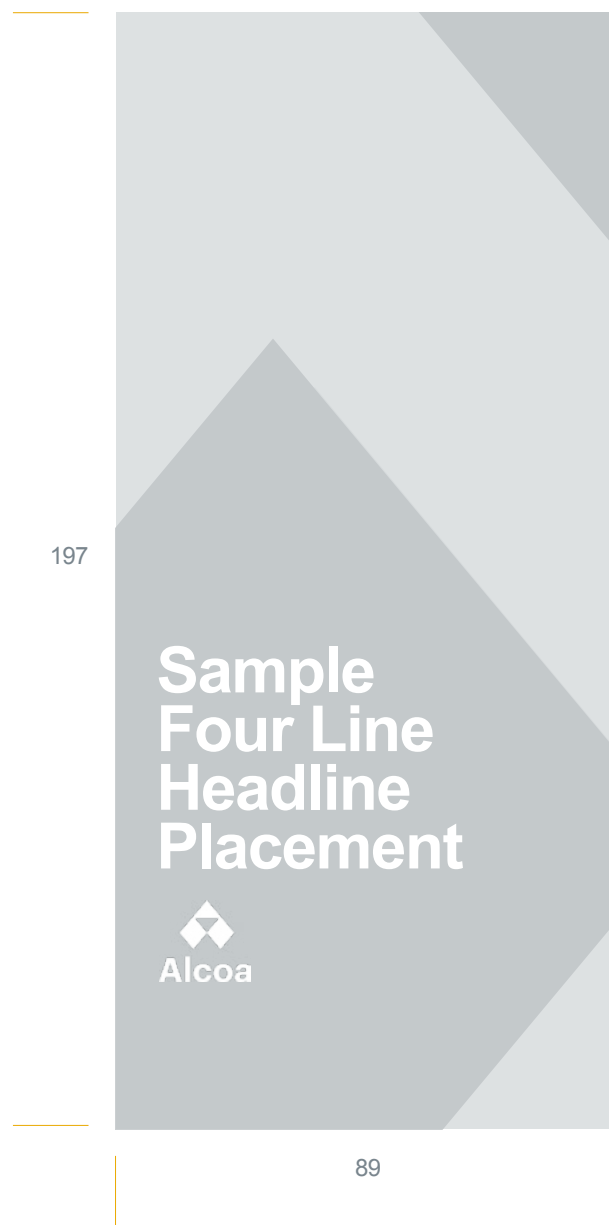
QR Code

The event flyer can include a QR Code to link to a web page, newsroom page, or social media post with more details on the event or reservation information.



Pull-up Banner

Pull-up Banner templates are vertical and provided in the metric standard size of 89 mm x 197 mm. The templates can be adjusted in width or height dependent on the style of pull-up banner. Contact communications@alcoa.com for access to Canva and Indesign templates.



Social Media Template: LinkedIn

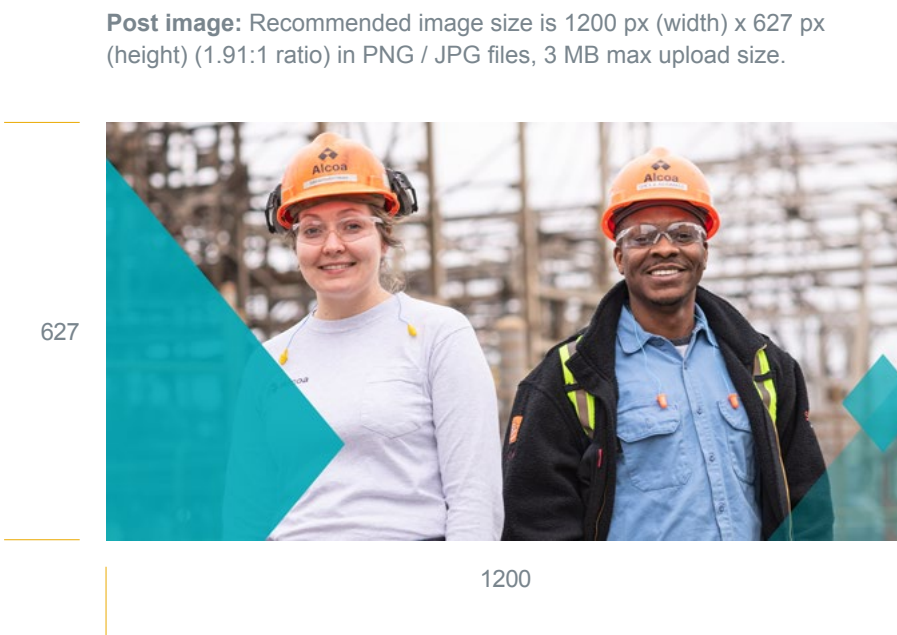
When updating your LinkedIn Company page images, LinkedIn recommends the following specifications. All images must be PNG or JPEG files and have a maximum size of 3MB. LinkedIn Pages are available on multiple devices and screen sizes. Your cover image might be adjusted to fit the screen, which might trim the image horizontally or vertically. We recommend uploading a high-quality image with limited text to ensure an optimal display on all devices and screen sizes.

Your logo image will be displayed on both light and dark backgrounds. If your logo is transparent, it will be shown on a white background. We recommend testing your logo to ensure it displays correctly on both light and dark backgrounds.

LinkedIn image sizes are updated frequently and images at other sizes can be created and incorporated based on post type. For details regarding specifications, visit LinkedIn Image Specifications online.



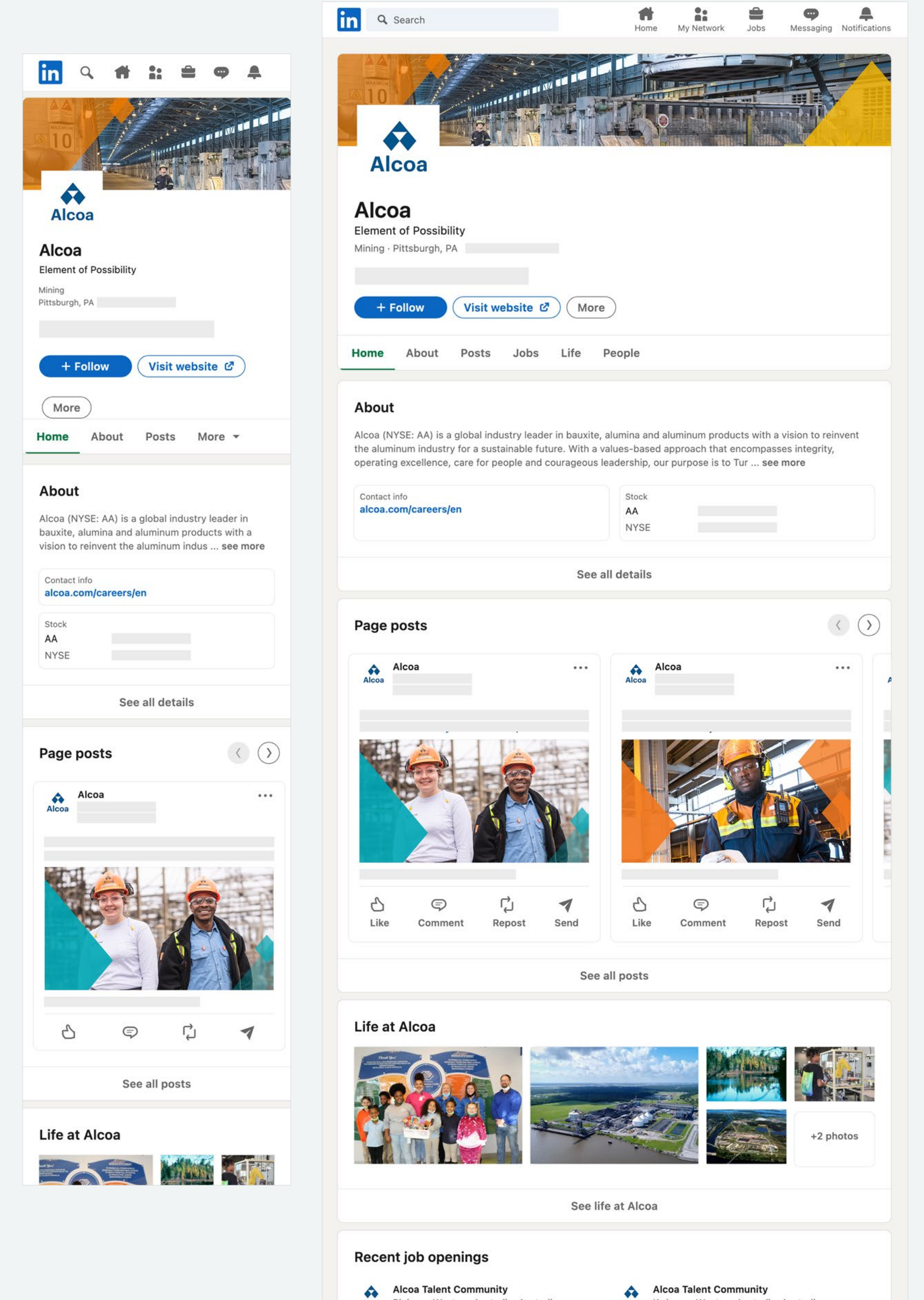
Logo image: Recommended image size is 400 px (width) x 400 px (height) (1:1 ratio) in PNG / JPG files, 3 MB max upload size.



Post image: Recommended image size is 1200 px (width) x 627 px (height) (1.91:1 ratio) in PNG / JPG files, 3 MB max upload size.



Cover image: Recommended image size is 1128 px (width) x 191 px (height) (5.9:1 ratio) in PNG / JPG files, 3 MB max upload size.



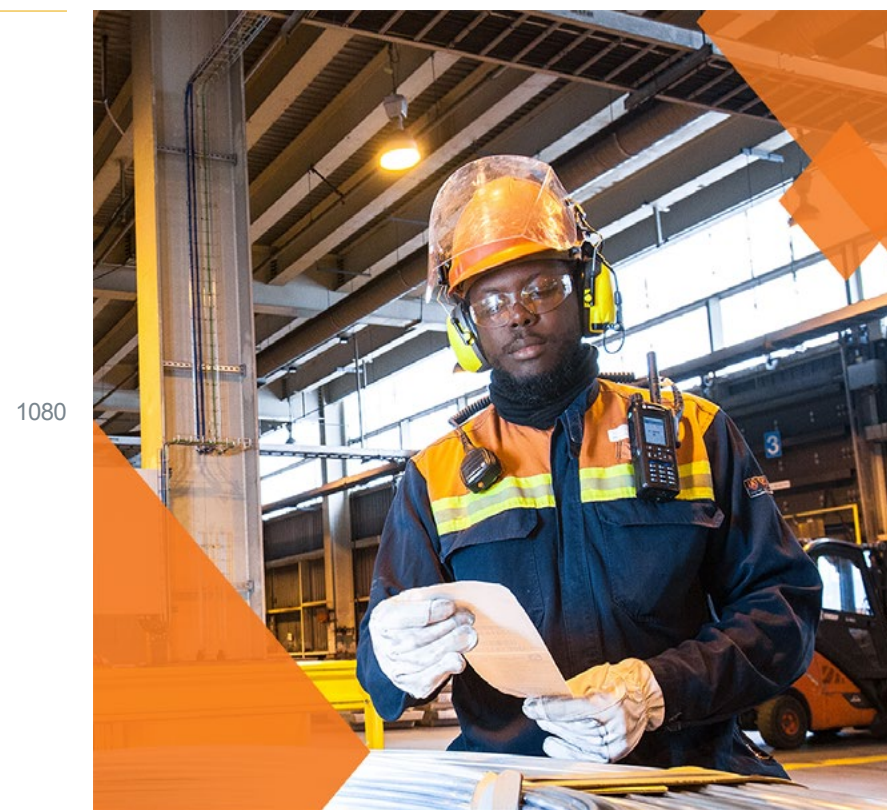
Social Media Template: Instagram

When updating your Instagram page images, Instagram recommends the following specifications. For best results, Facebook recommends images be PNG or JPEG files. Instagram pages are available on multiple devices and screen sizes.

Your square profile image will be trimmed to display within a circle. Be aware of how your logo will display and that necessary content is not hidden.

Instagram image sizes are updated frequently and images at other sizes can be created and incorporated based on post type. For details regarding specifications, visit Meta's Instagram Image Specifications online.

Post image square: Recommended image size is 1080 px (width) x 1080 px (height) (1:1 ratio) in PNG / JPG format (30 MB max upload size).



1080

1080



320

320

Logo image: Recommended image size is 320 px (width) x 320 px (height) (1:1 ratio) in PNG / JPG files (30 MB max upload size).

Post image landscape: Recommended size is 1080 px (width) x 566 px (height) (1.91:1 ratio) in PNG / JPG format (30 MB max upload size).



566

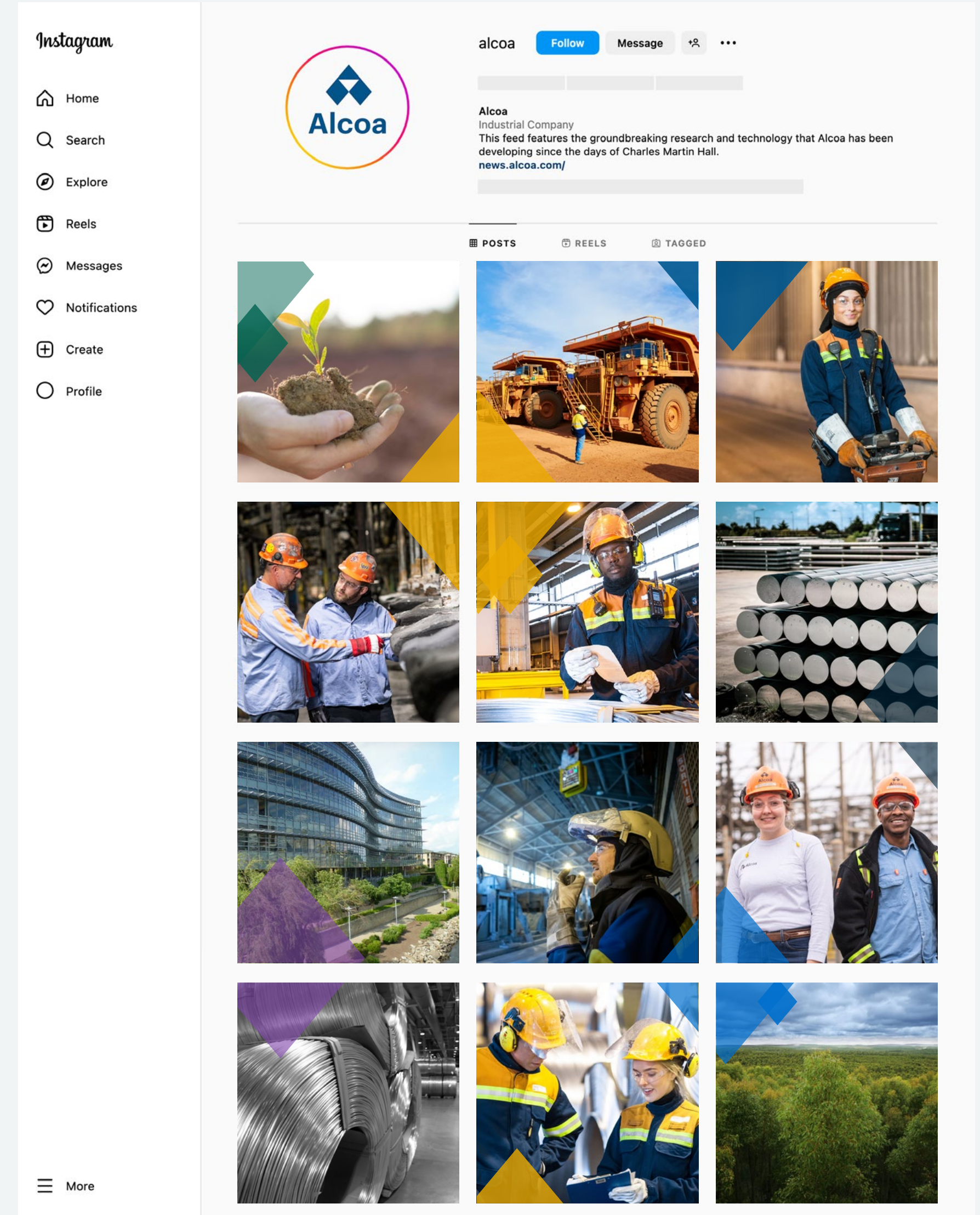
1080

Post image portrait: Recommended image size is 1080 px (width) x 1350 px (height) (4:5 ratio) in PNG / JPG format (30 MB max upload size).



1350

1080



Social Media Template: Facebook

When updating your Facebook page images, Facebook recommends the following specifications. For best results, Facebook recommends images be PNG or JPEG files. Facebook pages are available on multiple devices and screen sizes. Your cover image might be adjusted to fit the screen, which might trim the image horizontally or vertically. We recommend uploading a high-quality image with limited text to ensure an optimal display on all devices and screen sizes.

Your square profile image will be trimmed to display within a circle. Be aware of how your logo will display and that necessary content is not hidden.

Facebook image sizes are updated frequently and images at other sizes can be created and incorporated based on post type. For details regarding specifications, visit Meta's Facebook Image Specifications online.

Cover image: Recommended image size is 851 px (width) x 315 px (height) (1.91:1 ratio) in PNG / JPG format (100 KB recommended upload size).



315

851



2048

2048

Profile image: Minimum image size is 170 px (width) x 170 px (height) (1:1 ratio) up to a maximum image size of 2048 px (width) x 2048 px (height) (1:1 ratio) in PNG / JPG format.

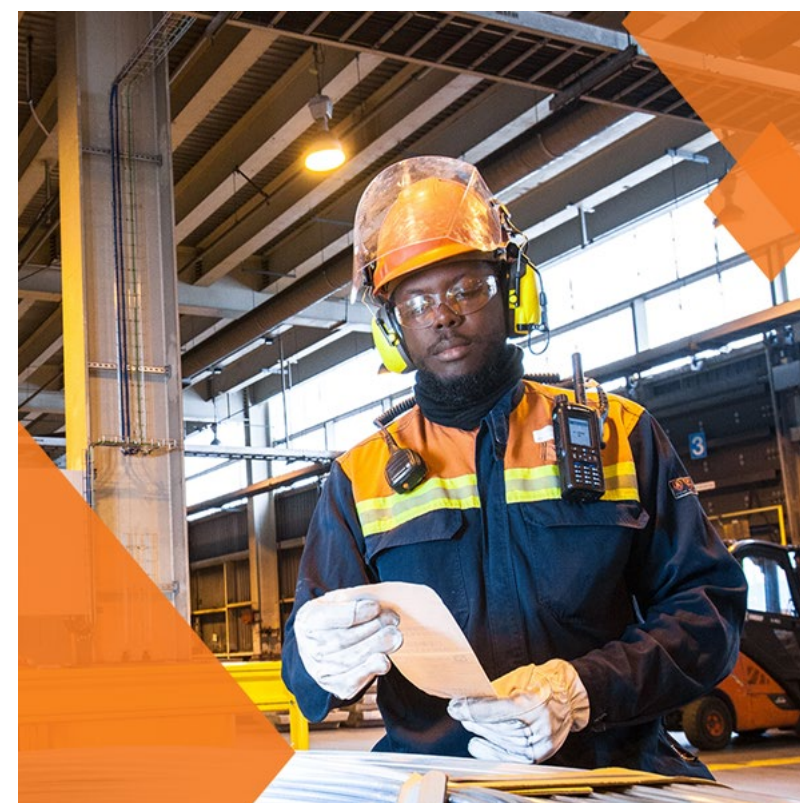
Post image landscape: Recommended image size is 1200 px (width) x 628 px (height) (1.91:1 ratio) in PNG (60 MB max upload size) / JPG formats (45 MB max upload size).



630

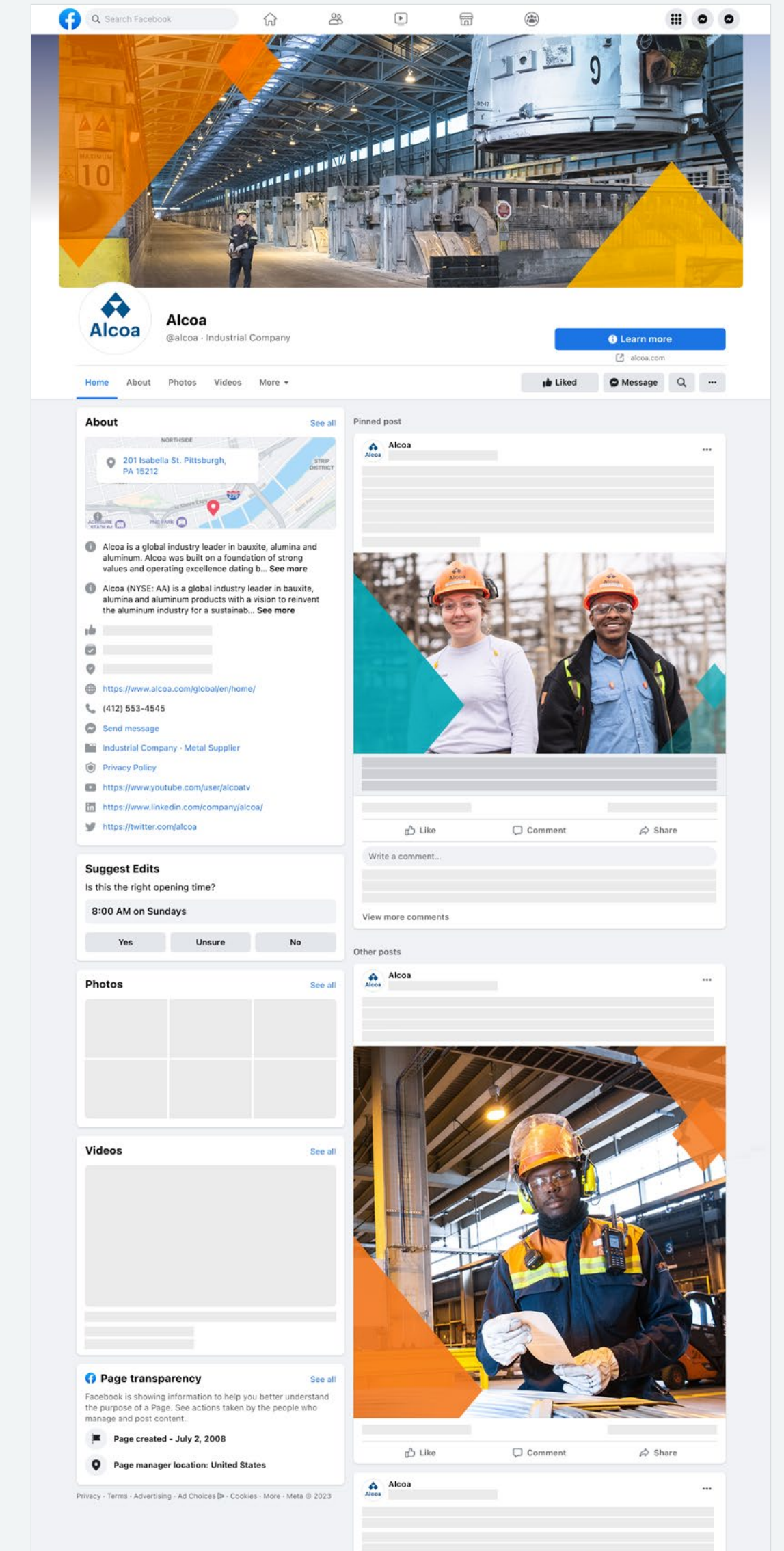
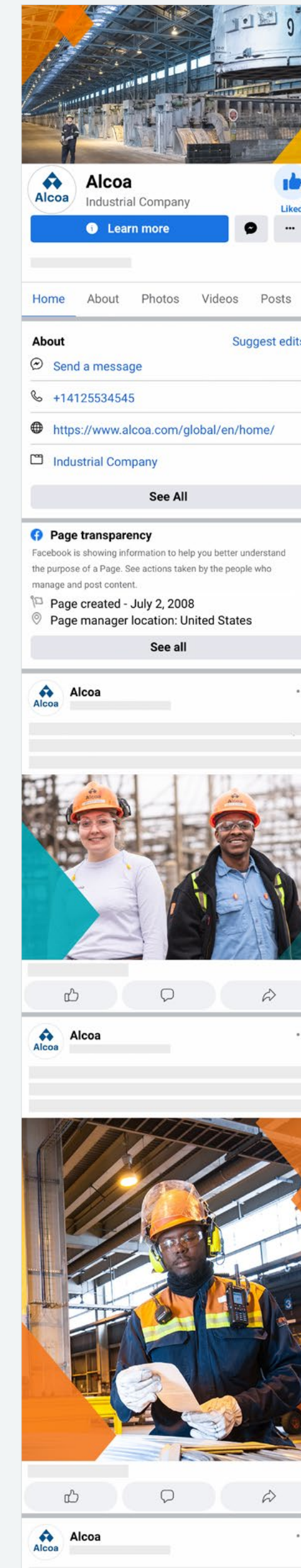
1200

Post image square: Recommended image size of 1200 px (width) x 1200 px (height) (1:1 ratio) in PNG (60 MB max upload size) / JPG formats (45 MB max upload size).



1200

1200



Social Media Template: Twitter

When updating your Twitter page images, Twitter recommends the following specifications. For best results, Twitter recommends images be PNG or JPEG files. Twitter pages are available on multiple devices and screen sizes. Your cover image might be adjusted to fit the screen, which might trim the image horizontally or vertically. We recommend uploading a high-quality image with limited text to ensure an optimal display on all devices and screen sizes.

Your square profile image will be trimmed to display within a circle. Be aware of how your logo will display and that necessary content is not hidden.

Twitter image sizes are updated frequently and images at other sizes can be created and incorporated based on post type. For details regarding specifications, visit Twitter's Help Center online.

Cover image: Recommended image size is 1500 px (width) x 500 px (height) (3:1 ratio) in PNG / JPG format (5 MB recommended upload size).

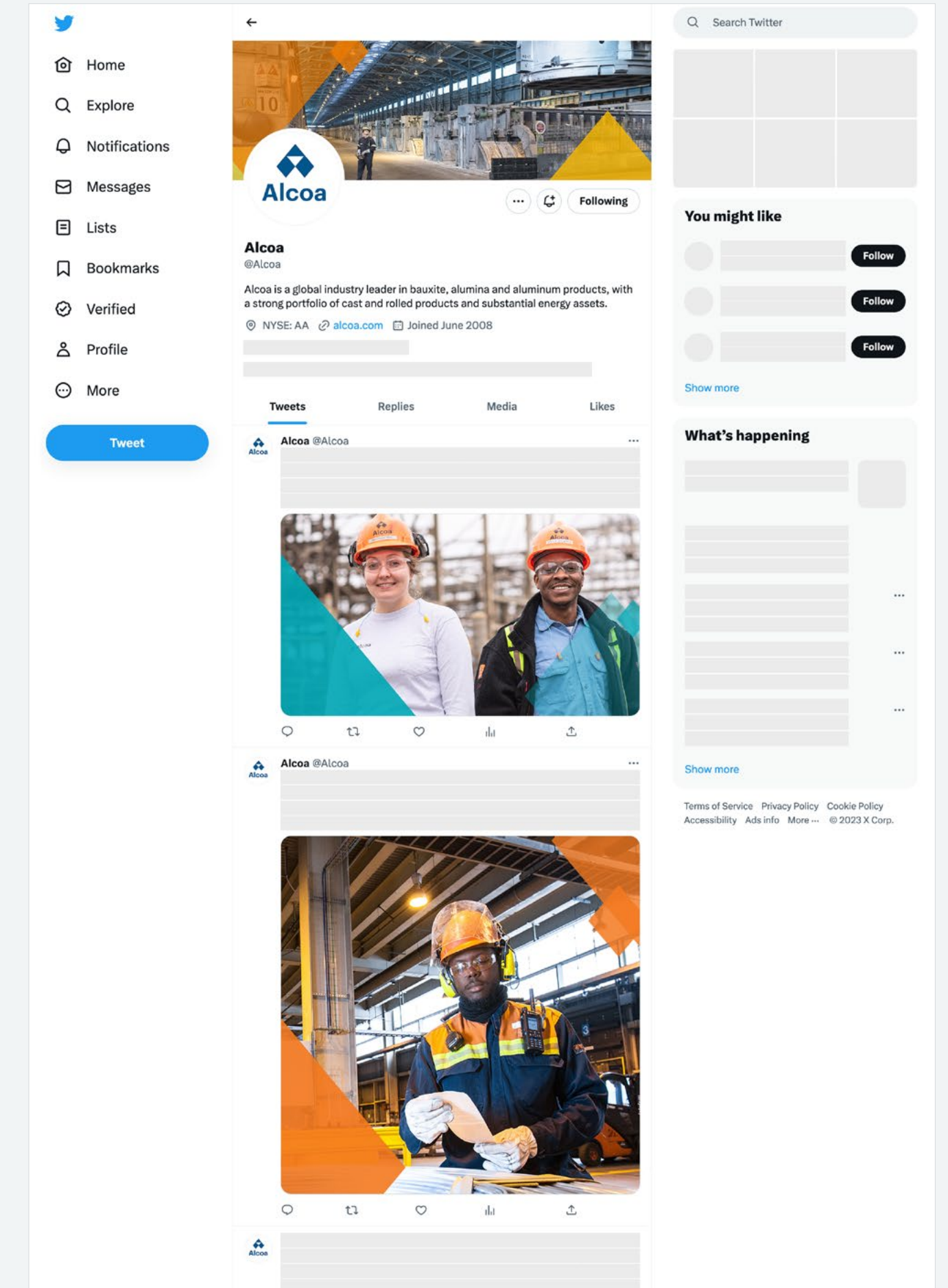
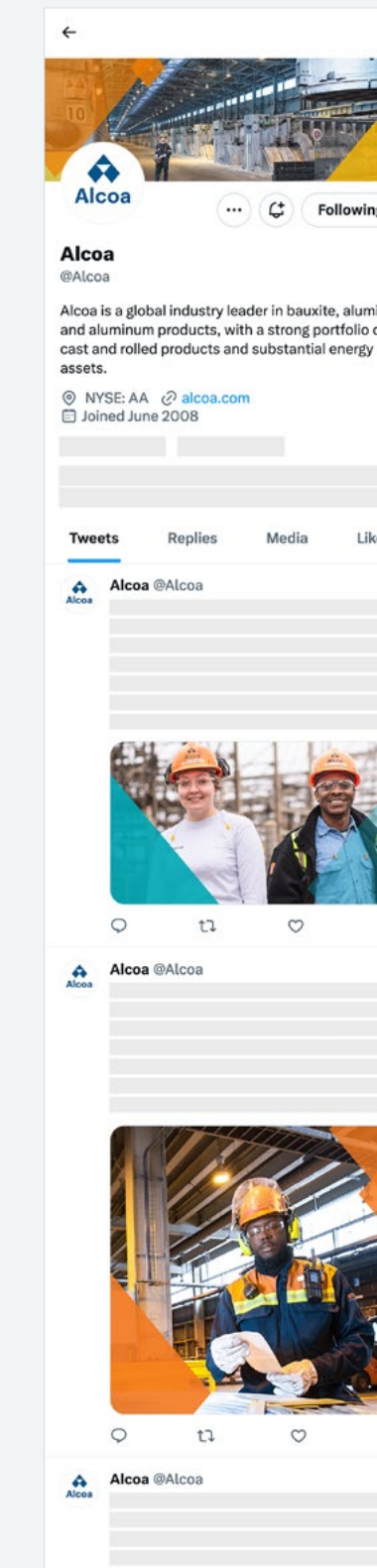
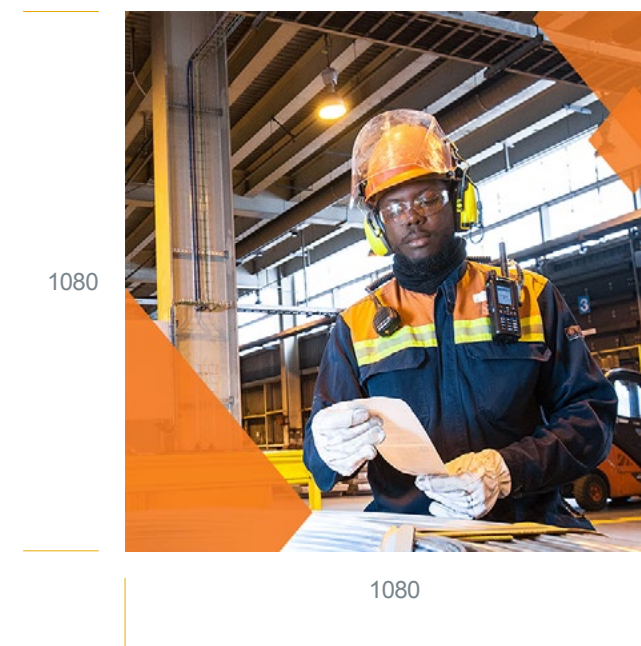


Profile image: Recommended image size is 400 px (width) x 400 px (height) (1:1 ratio) in PNG / JPG format (2 MB max upload size).

Post image landscape: Recommended image size is 1600 px (width) x 900 px (height) (16:9 ratio) in PNG / JPG format (5 MB max upload size).



Post image square: Recommended image size is 1200 px (width) x 1200 px (height) (1:1 ratio) in PNG / JPG format (5 MB max upload size).





Alcoa Subsidiary Branding

Using subsidiary branding for specific products and initiatives.

What is an Alcoa Subsidiary Brand

Communications to specific targeted demographics can lead to messaging and visuals that need to differentiate from the defined Alcoa brand and guidelines to effectively create an impact with those audiences. This is an Alcoa Subsidiary Brand.

Alcoa Subsidiary Brands are an extension of the primary Alcoa brand that could have a unique name, identity (including fonts, colors, etc.), messaging, and communications. Additionally, a subbrand could utilize defined styles or palettes of the Alcoa corporate brand guide but feature different aspects of it. They are developed for specific audiences or products and provide another connection point to gain exposure, change expectations, and to build trust in Alcoa that may not have been achieved through the primary brand's tactics and methods. Additionally, the subbrand does so without diluting the values, vision, and purpose of the primary Alcoa brand.

Examples of an Alcoa Subsidiary Brand include:

- Employee Value Proposition (EVP) and Employer Brand used for recruiting: Shape Your World
- Sustana™ family of low-carbon products

The creation of a subsidiary brand is not permitted without contacting the Alcoa Communications Team for approval at communications@alcoa.com.



Alcoa Subsidiary Brand: Employee Value Proposition (EVP)

At Alcoa, we turn ideas into innovation. Impossibility into impact. What if, into what is. We are unlocking the value inside our people and processes to change the industry and shape the world we live in. Our Employee Value Proposition (EVP) is just one piece of our story, pushing us toward achieving our purpose – to Turn Raw Potential into Real Progress.

Our EVP was driven by research, as well as insight from our current employees, in order to authentically capture what we offer our employees. Our EVP delivers on aspects of our current culture and is also infused with elements that we feel are achievable yet aspirational. Our EVP is the backbone of our employee experience, informing and inspiring current and prospective Alcoans across every step of their journey.

Our EVP is the creative expression of who we are as an employer and the value we offer to employees to shape their work, their communities, and their world. Our EVP allows us to shape all of them for the better.

Shape your world.



Alcoa Subsidiary Brand: Employee Value Proposition (EVP)

The Employee Value Proposition (EVP) uses some of the same elements of the Alcoa brand but emphasizes different aspects, including colors and a version of the Alcoa Angles, including incorporating the rhombus in the design.

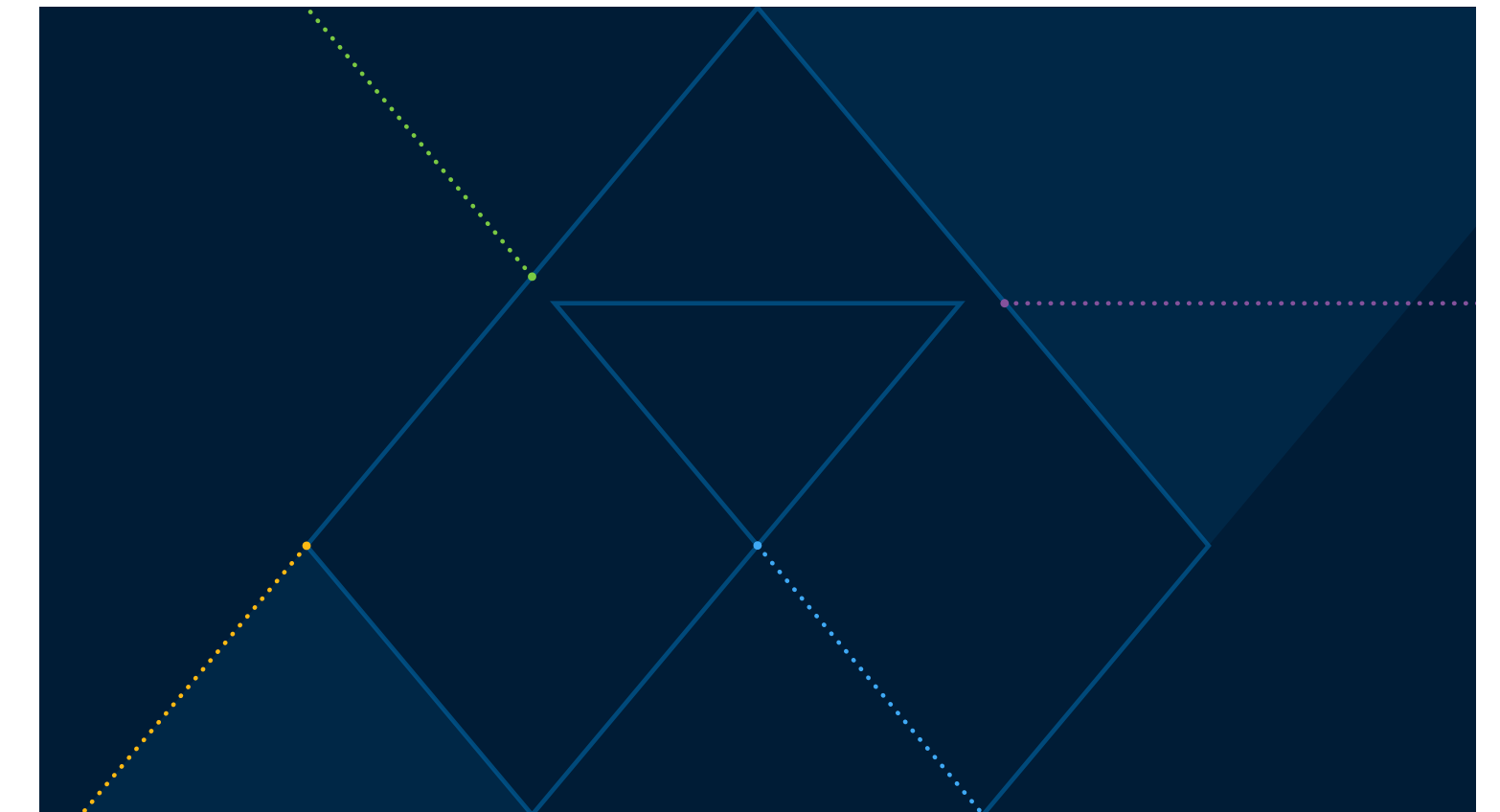
This theme variation is intended for external recruitment of prospective employees and for specific internal communications that focuses on our employee experience as Alcoans.



Our starting point for expressing the “Shape Your World” design began with the unique shape of our Alcoa logo.



The outlines are well defined, but they are not there to box people in.



They are the lines that our employees connect, fill in, and even extend to the shapes around them as we turn raw potential into real progress.

Alcoa Subsidiary Brand: Employee Value Proposition (EVP)

Details regarding this subsidiary brand in relation to the Alcoa brand are as follows:

Colors

While the Alcoa Blue on a white background is used, the primary color of the Shape Your World EVP is the Alcoa secondary color Navy PMS 2965. Other tertiary colors are incorporated as well to focus on the formation of shapes..

Alcoa Angles

The Alcoa Angles are a primary element of the campaign. They are treated as a primary focal point to enhance messaging regarding team members connecting and shaping the world around them.

Intersecting Lines

Dotted lines in the design, which connect to the angles, are meant to reflect an employee's career path with Alcoa.

Tagline

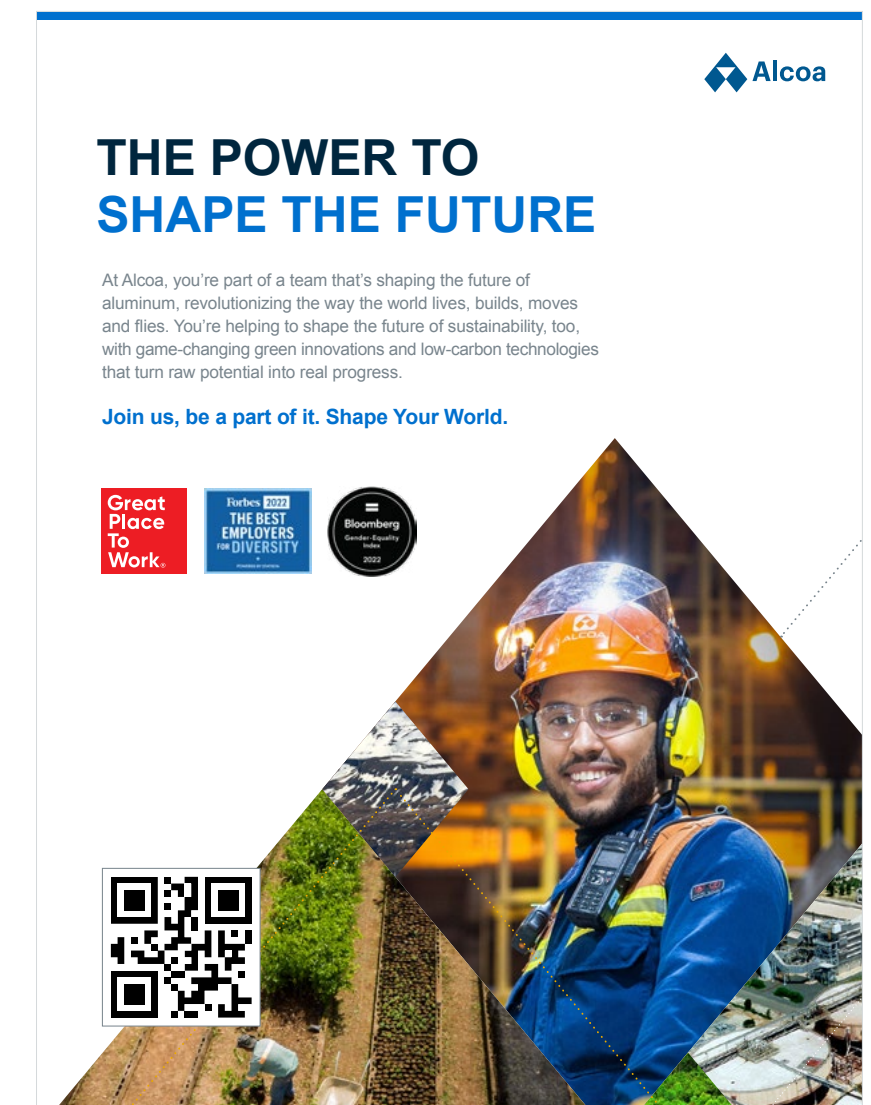
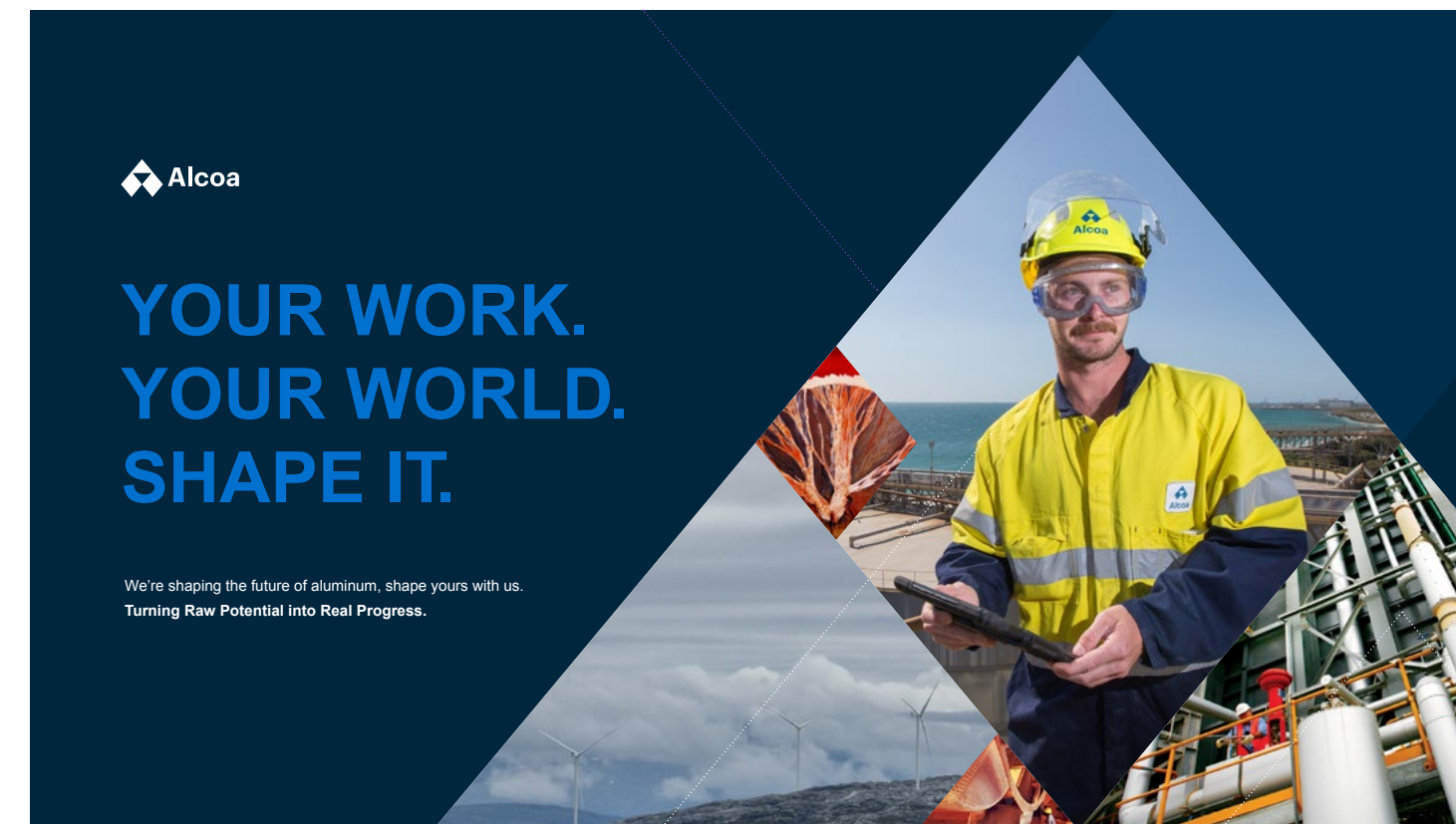
Alcoa employees help shape our work, our world, and our communities for the better, and this design reflects the work we do to “shape” - an active verb. The word “shape” as a noun is also reflected in the geometry that is included in the EVP design.

Images

Images within the Alcoa Angles for the EVP could include products, plants, locations, and team members.

Typography

The Shape Your World campaign will include the standard Alcoa font (see font section.)



Alcoa Subsidiary Brand: Sustana™

Alcoa is reinventing the aluminum industry for a sustainable future. Today, as part of that vision, we're helping our customers lower the carbon footprint in their supply chains through our Sustana™ family of products.

Low-carbon solutions.





Brand Guide & Design System

The Alcoa brand and guidelines for usage.

For QUESTIONS or request a usage review: communications@alcoa.com
Version 2023.001