



Graphic guidelines



STRATEGY

- Presentation & concept

How will Antalis become the Green leader?

It is today a common belief that going paper-free is the best solution for the environment and that paper is its enemy.

Antalis aims to fight this misconception, defend its industry and set the standard in green media. By offering the broadest range of green media on the market and fighting against paper bashing, Antalis will foster goodwill in promoting an eco-responsible use of paper.

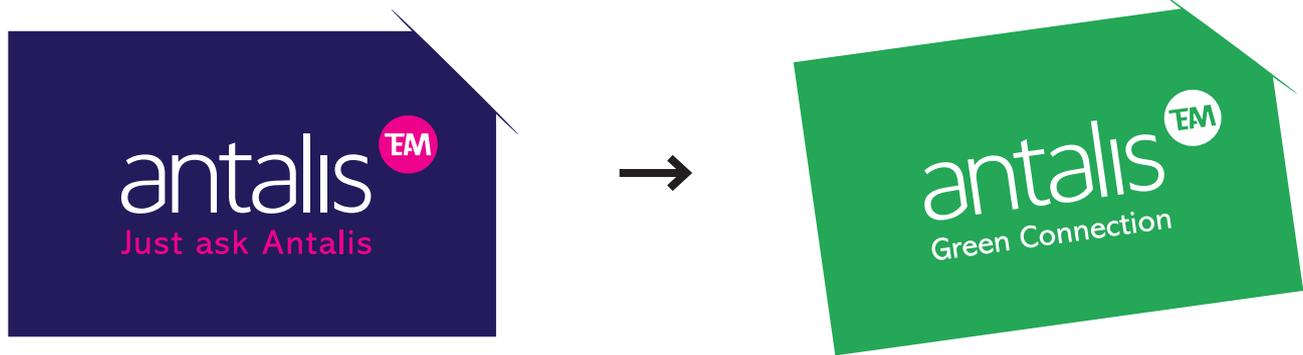
At the center of this communication strategy are the Green Connection stamp and the Green Star System™ logo.

Enter the Antalis Green Connection!



STRATEGY

- Presentation & concept



The Green Connection stamp

To show that Green is part of the Antalis DNA, the Green Connection stamp takes inspiration from the Antalis signature card.

This variation of the logo and tagline is used to clearly and definitively associate Antalis with Green: Antalis has not hesitated to make Green part of its most symbolic public signature. It shows that Antalis is ready to take on board the Green cause.

This stamp is not a logo in its own right. **It should never be used on its own** but always associated with the Antalis logo (signature card and corporate logo).

The Green Connection stamp must be used for all generic Green communication actions: green events, green initiatives, green brochure gathering all our offer; green catalogue...

It will replace all former Green logos used in all the markets for various initiatives (Green week, sustainability reports, mailings...).

It can be placed anywhere on the communication tool in question, as a stamp meaning “approved by Antalis Green connection.”

With this stamp, we aim to stand out from the masses of interchangeable green logos on the market (green leaves, trees, recycling logos,..)

Our Green Connection stamp cannot be used by anyone but Antalis, that is why it is so unique.

- Colour references

The Green Connection stamp



- Inclination at 8° (already inclined in the furnished files)

- Color:

C = 80%

M = 4%

Y = 89%

K = 3%

or Pantone 354C

- Outline version when necessary. If the background is green, the colour has to be the same as the logo.

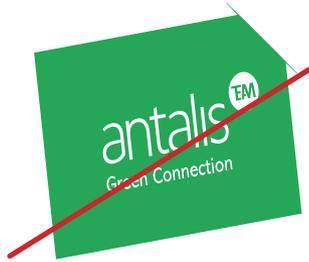


**STAMP GREEN
CONNECTION**

• Prohibitions

The size, font and colours of the Green Connection stamp cannot be modified. Use the files provided only.

The don'ts



Do not change the proportions



Do not change the typeface



Do not change background colour



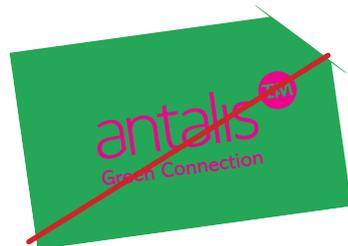
Do not add any colours



Do not remove the signature



Do not change the stamp rotation

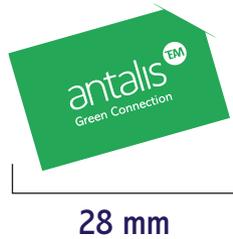


Do not change the typeface colour

**STAMP GREEN
CONNECTION**

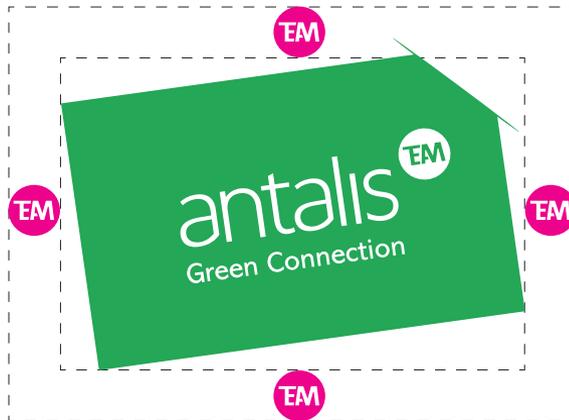
- Minimum size
Protected area

Minimum size



The minimum size of the Green Connection stamp for printing is 28 mm wide.

Immediate area around the stamp



- No graphic element must appear within the immediate area around the stamp, as specified here.
- The immediate area around the stamp corresponds to the size of a TM.

Green Connection usages

The Green Connection stamp can be used to illustrate different programs/initiatives as indicated below:



Green week



Green selection



**Soluciones
sostenibles**

With title



Green week

Laurem ipsum



With text



Offici volore debisit, inimos unt fugitae non postius sa
conet eum fuga. Nus maior andandis vendae cusandi
beaquas voluptatus. Tur, ullit, utem excea quaspedis
dolenis inctorene et autem. Et et acepudam erum ne
mo illitat aerio. Facimin tempore scient. Uptur si odi
dolectem doluptas quis explaniam, ipsant alit re nus.
Ut omnihil luptat vellent laudionsequi tem faccupid

excērfērciis alibeatur maio ea ium etur sundand igeniatur adigenis as autemporibus aut quntes
trumquia nonet eatiam enet venim quistecteste simus. Dictatur? Qui natium accupta tiatiste ipsus
es mo quam, es aut animet ut et, quid quia verspe volupturibus sa core resciatquia corenatias
essimai onessun tionseq uasimpe.

www.antalis.xx



antalis^{TEM}
Just ask Antalis

The world leading distributor of paper, packaging solutions and visual communication products for professionals.

Home
About us
Brands
Services
International Customers
Environment
Careers
Suppliers
Press / News

You can visit our country websites, just by selecting an entry from the list below:

Home > Environment > Corporate and Social Responsibility Strategy

ENVIRONMENT

- Our Corporate and Social Responsibility Strategy
- Sustainability Charter
- REACH



Our Corporate and Social Responsibility Strategy

As a leading international distributor of communications support materials, Antalis believes that its development must take into account economic, social and environmental concerns.

Antalis Corporate Social Responsibility actions are fully in line with its parent company Sequana's global strategy. It aims to ensure that the group and all its entities embrace responsibility for the company's actions related to economic, social, ethical and environmental concerns.

"Sequana's objective is to conduct profitable, long-term business with strong ethical and responsible values that incorporate economics, humans, social and environmental issues. It is our responsibility to ensure that the core values of the group are implemented and reinforced in our day-to-day business". Pascal Lebard, Sequana's CEO.

With this common policy, built upon 4 core themes and 8 initiatives, Sequana and its branches are able to address the main concerns of a leading company from the pulp and paper sector.

The four pillars of our CSR strategy:

- 1 **Governance** (CSR policy, business ethics).
- 2 **Natural resources** (traceability, Energy and Water consumption)
- 3 **People** (Safety, skills and diversity)
- 4 **Product offer** with eco-responsible products

• Governance

CSR Policy and network
The group seeks to implement a global CSR policy with a dedicated network and strong and reliable reliable reporting processes that will ensure that the group and all its branches focus, in a consistent way, on CSR priorities. This policy is being translated into quantified targets for all eight initiatives.

Business Ethics
The group aims to implement clear ethical policies and rules of behaviour in order to respect legal requirements on competition and corruption. The group is responsible for ensuring that the rules governing ethical issues are clear, understood and applied through specific training and information processes.

• Natural Resources
Traceability:

• People

Safety
The group is responsible for providing its employees with a safe and healthy working environment. The group aims to reduce the "Lost Time Injury rate" in its mills and warehouses by 30%.

Skills and diversity
The group is developing a policy to capitalise on skills and knowledge and to enhance diversity in the group.

• Product Offer

The group needs to communicate on the environmental performance of its products and to educate and inform the customer. It is the group's responsibility to ensure that the environmental credentials on its eco-responsible range of products provide the customer with solid and reliable information.

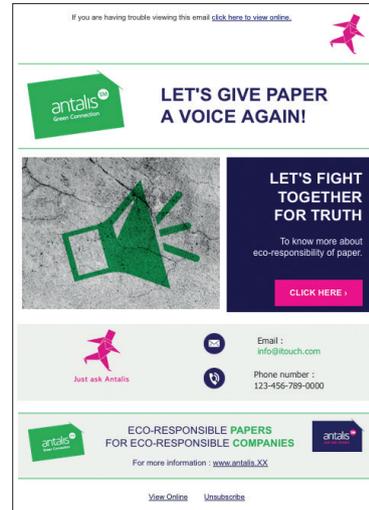
APPLICATION

• **Examples**

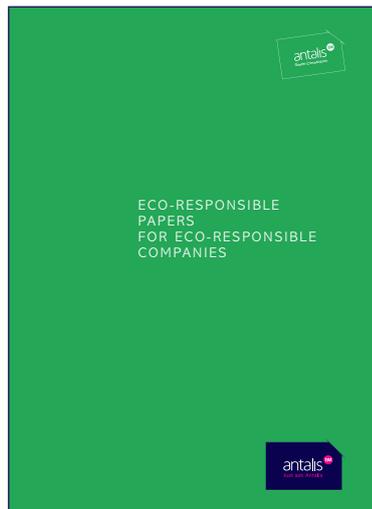
Green Connection Stamp can be displayed close to catch line.



Ad



E-mailing



Folder



Brochure

STRATEGY

- Presentation
& concept



The Green Star System™ logo

Establishing a definition of what exactly constitutes an eco-responsible product is a real challenge. The definition must be simple enough to be accessible to the layperson, self-explanatory if you will, yet modular enough to incorporate different levels of eco responsibility and be irreproachable. It is to meet all of these criteria that Antalis has developed the Green Star System™.

The system is based on a universally recognised point of reference. It can be easily understood by a non-technical audience that is not necessarily equipped to decipher the meaning behind the proliferation of green certifications that exist today.

The Green Star System™ (GSS) continues to incorporate the vital information on the origin of the fibre and the manufacturing process and attributes each paper product a star rating from zero to five based on environmental performance.

The Green Star System™ reflects the complexity of what it means to be an eco-responsible product which speaks to a technical audience, but simplifies the information in a rating system that can be understood by all audiences. As such, this self-explanatory system can be easily used by companies to communicate about their environmental efforts with various stakeholders without any potential misunderstanding.

STRATEGY

• Using

The Green Star System™ logo

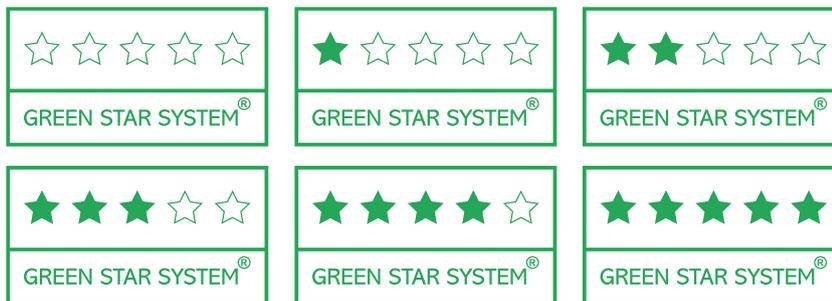
It can be used in different ways :

- when promoting a single 3-4-5 stars product, especially a 5 stars product
- on a cover of a document promoting the GSS
- inside a swatch when the labels FSC® and PEFC™ are displayed, it can be added close to them, with more emphasis given to the GSS logo (ie: Image Coloraction swatch)
- on samples
- on the back cover of a document at the paper credit level.
- on the back cover of a document close to the FSC®/PEFC™ or other Green labels.

It can be used by our customers, such printers for their own customers' tools (we have posted lighter graphic standards dedicated to printers on the website).

- Presentation
- Colour referencies
- Protected area

The Green Star System™ logo



- Colour: C = 80%
M = 4%
Y = 89%
K = 3%
or Pantone 354C
Background : white



- If the label needs to be tilted, it must be by 7°



Minimum size

- To keep the words «Green Star System™» visible, the minimum size is 15 mm.



15 mm

- Exceptionnaly for the goodies the minimum size can be 10 mm.



10 mm

- Presentation
- Colour referencies
- Protected area

The Green Star System™ logo

- When it's used on colored or photographic background, you can use either cmyk or black version of the logo



- When it's printed on black and/or white document



• Prohibitions

The size, font and colours of the Green Star System™ label cannot be modified. Use the files provided only.

The don'ts



Do not change the typeface



Do not change the proportions



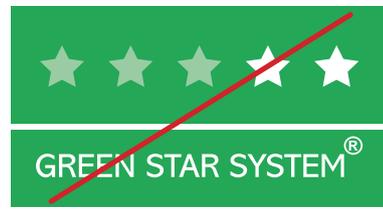
Do not change the bloc colour



Do not change the stars' colour



Do not change the outline colour



Do not change the background colour



Do not tilt the label by more than 7°

APPLICATION

- Examples

Ad

RECYCLED OR NOT?

OLIN
ALL YOU NEED IS IN**

Sometimes you feel like you run out of choice regarding the offset recycled? Antalis offers to its customers a new recycled paper with an exceptional whiteness, which complete the current offer.

With many combinations to imagine and design, Olin carries its name deservedly, as well as its rank as a premium offset paper which meets the most demanding environmental criteria.

Olin Recycled is a paper.

** All your needs in one.

Just ask Antalis.

antalis.com

Hervé Plumet is represented by Valérie Herslaven
www.valerieherslaven.com

Product switch internal page

image
COLORATION

GREEN STAR SYSTEM®

ISO 9001 ISO 14001 OHSAS 18001 ISO 9706 ECF

image is everything

PROFESSIONAL REPROGRAPHICS			
PRESENTATION EXTERNAL DOCUMENTS			
BUSINESS INTERNAL DOCUMENTS			
BASIC PRINT EMAIL			

WHITE PAPERS / RECYCLED WHITE PAPERS / TINTED PAPERS

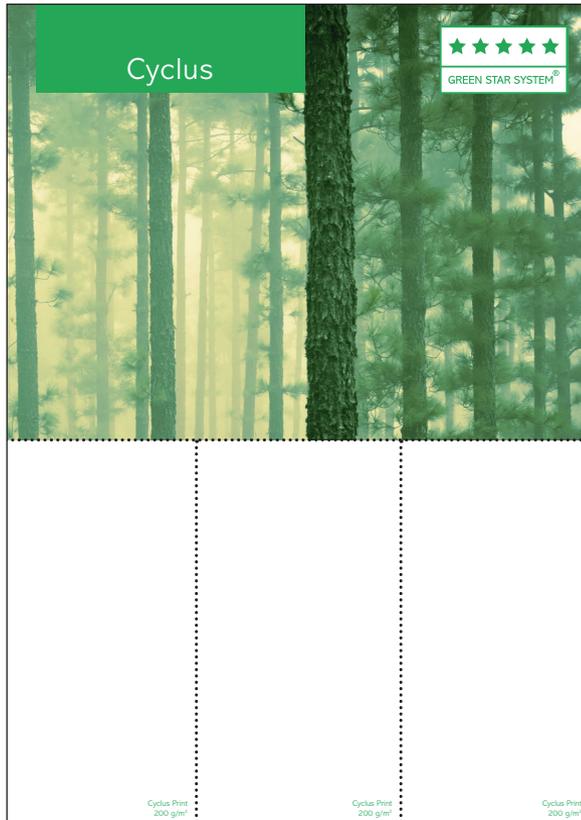
Printed on Image Coloration Giv Natural White 140gsm

www.image-green.com

APPLICATION

- Examples

Sample



Banner



Brochure



APPLICATION

- Examples

Back cover: paper credits



The height of the **Green Star System™** label is aligned with the centre of the sentence providing information on the paper.

