NLMK Corporate Style Guide

NLMK Corporate Style Guide

This Corporate Style Guide is designed
to guide all those who are going to work with
NLMK's visual environment.

This manual is not a doctrine, but all style
guidelines, defined and described herein,
must be strictly adhered to.

To settle all disputes or doubts, please,
contact us at brand@nlmk.com

Contents

Logo

Main version.

Protection zone.

Dimensions.

English version.

Sub-brands.

Forbidden use-cases.

Logo

Main version

NLMK logo is the key element of brand identification. It consists of the text part and the oval frame featuring two contours of different thickness. It is a recognizable and simple graphic element. It represents the quality assurance of various NLMK products.

Only one logo, presented herein, shall be used in all communications.This will enhance brand awareness and create a consistent image.

(!) It is not recommended:
to reproduce the logo by hand;
to type it in any different font;
to redraw the oval;
to change the ratios of individual elements.

Logo

Protective zone

Generally, no other graphic elements or text should be placed within the protective zone.

As a rule, an increased protective zone is necessary to ensure the correct placement of the logo on printed materials.

Baselines are necessary for the correct positioning of the logo.

Baseline

Baseline

Protective zone

Increased protective zone   Baseline
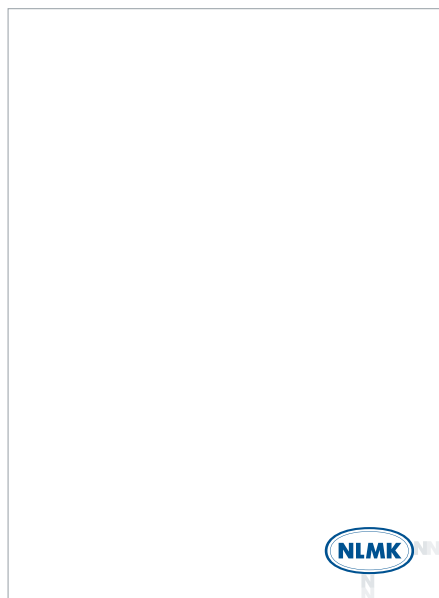
Example of logotype positioning
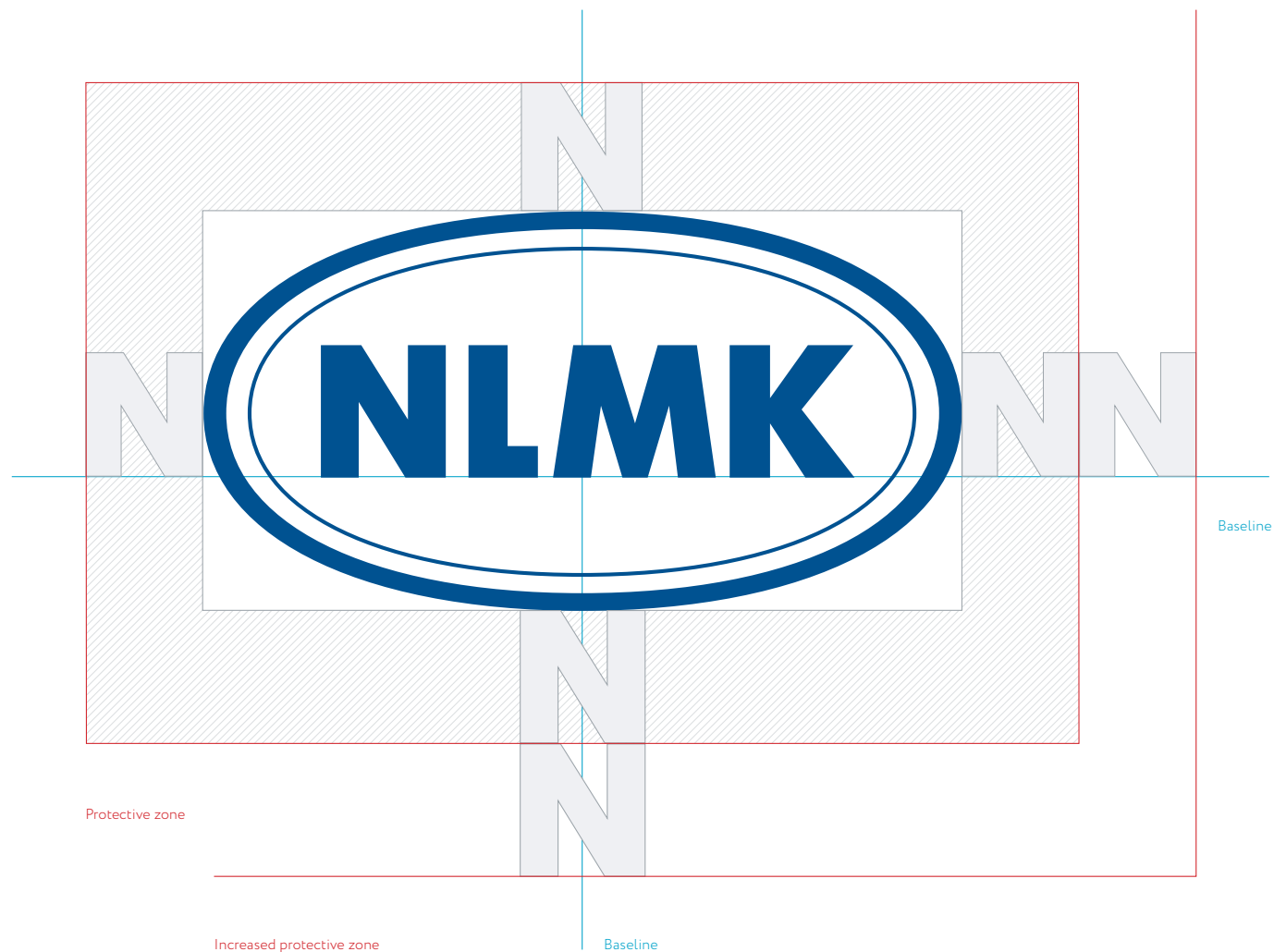
Logo

Dimensions

It is recommended to use fixed dimensions of the logo for different goals and purposes. Despite the fact that there are no strictly defined dimensions for the logo, except the minimum ones, you can follow the simple rules below and divide the dimensions into three main groups:

① Small dimensions are suitable for printing on formats no bigger than A3, and for representation on the WEB.

② Medium dimensions are suitable for printing and applying to branded products and souvenirs.

③ Large dimensions are suitable for large formats, as well as on fabrics

① Small

Minimal size for print –
13 mm in width.

Minimal size for WEB –
70 px in width.

13 mm

40 mm

② Medium

41 mm

99 mm

③ Large

100 mm

∞

Logo

Russian version

Cyrillic main version of the brand name.

Logo

Sub-brands

(1) For the correct positioning of the logo alongside any other logo that is part of the Group, it is necessary to use the baseline and presented design.

(2) When it is impossible to follow the basic design, an alternative design is proposed.

(!) For the correct positioning alongside partner logos of other organizations, it is necessary to follow the protective zone requirements, as for the main logo version.

Partner logo

(1) Basic design

Baseline

NLMK Europe

x   x
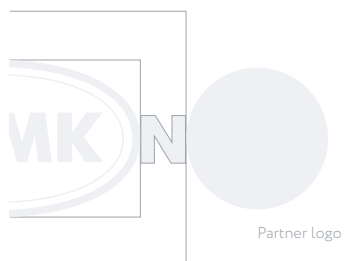
(2) Alternative design

x   Baseline

NLMK

USA

y   y

The names are typed in corporate Circe font, Bold face (see "Fonts. Basic corporate typeface")

Logo

Forbidden use-cases

The following is forbidden:

(A) change of color, except for cases covered in the Manual;

(B) change of baseline angle (slope);

(C) use of gradient;

(D) use of stroke instead of color;

(E) use of graphemes (characters) only;

(F) distortion of ratios;

(G) applying of effects to the logo;

(H) distortion of individual logo element ratios;

(I) coloration of individual logo elements;

(J) use of shadow or stroke;

(K) mirror image (a two-sided plate should be used for applying the logo to a glass door surface, for instance);

(L) positioning of the logo against a low-contrast background, as well as against complex images.
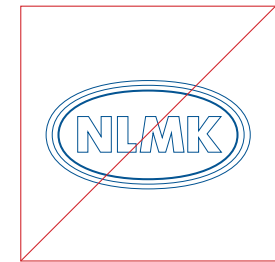
(A) Change of color

(B) Change of baseline angle

(C) Use of gradient

(D) Use of stroke

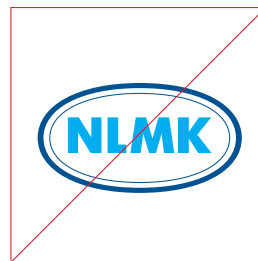(E) Use of graphemes only

(F) Distortion of ratios

(G) Applying of effects

(H) Distortion of individual ratios

(I) Coloration of individual elements

(J) Use of shadow or stroke

(K) Mirror image

(L) Positioning against low-contrast and complex backgrounds

Color scheme

Corporate colors.

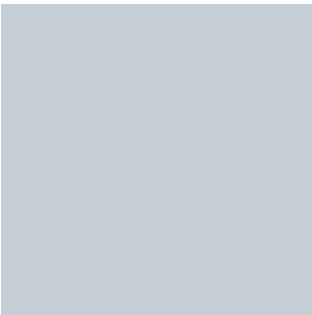Logo color patterns.

Additional colors.

Color scheme

Corporate colors.

In order to enhance brand awareness and generate a single image the following basic colors were identified:

① The primary basic color is dark blue. This color is used for the logo and color plates for logo prints in reverse;

② Basic blue color;

③ Basic gray color;

These basic colors are proposed for use as corporate ones in business documents and printed materials, advertising campaigns and branded products, internal navigation and uniforms, etc.

⚠ Do not be guided by the colors presented in this manual. Use Pantone® palettes for precise color definition.

Color		CMYK	Pantone®	RGB/HEX
① Dark blue		C100 M70 Y10 K10	Pantone® 7685 Coated	R 0 G 82 B 145
			Pantone® 286U Uncoated	#005291
② Blue		C90 M0 Y10 K10	Pantone® 313 Coated	R 0 G 146 B 188
			Pantone® 3135 U Uncoated	#0092bc
③ Gray		C5 M0 Y0 K20	Pantone® 428 Coated	R 193 G 198 B 200
			Pantone® 427 U Uncoated	#c1c6c8

Color scheme

Logo color patterns

To represent the logo in print or on the WEB, the following color patterns have been identified:

① ② whenever it is possible to represent the logo in color, it is necessary to use the basic dark-blue color, placing the logo against a white or light backgrounds;

③ ⑥ when it is necessary to work with color or complex texture surfaces, it is possible to use the reverse logo image (white on dark);

④ ⑤ when color representation is not possible, the logo is replicated in monochrome Gray or in Black.

Color rep-
resentation

① Main version

② Light background, no darker than 20% Gray

③ Reverse

Color:

C100 M70 Y10 K10
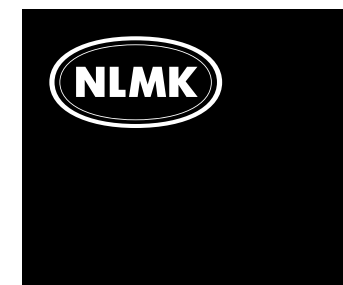Pantone® 7685 C
R44 G86 B151
HEX #2c5697

Representa-
tion in one
color

④ Gray

⑤ Black

⑥ Reverse

Color:

C20 M10 Y0 K75
Pantone® Cool Gray 11
R77 G84 B96
HEX #4d5460
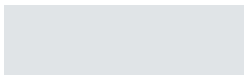
C30 M30 Y30 K100
Pantone® Black
R0 G0 B0
HEX #000000

Color scheme

Additional colors

These colors are auxiliary and are used to create a diverse graphical environment. Their use should be limited and justified.

Color	CMYK	Pantone	RGB/HEX
	C68 M34 Y0 K0	Pantone® 279 Coated Pantone® 2925 U Uncoated	R65 G143 B222 #418fde
	C90 M0 Y10 K10	Pantone® 313 Coated Pantone® 3135 U Uncoated	R0 G146 B188 #0092bc
	C65 M12 Y13 K0	Pantone® 637 Coated Pantone® 637 U Uncoated	R78 G195 B224 #4ec3e0
	C37 M11 Y11 K0	Pantone® 291 Coated Pantone® 283U Uncoated	R155 G203 B235 #9bcbeb
	C5 M0 Y0 K20	Pantone® 428 Coated Pantone® 427 U Uncoated	R193 G198 B200 #c1c6c8
	C11 M6 Y6 K0	Pantone® 656 Coated Pantone® 649 U Uncoated	R221 G229 B237 #dde5ed
	C30 M30 Y30 K100	Pantone® Black	R0 G0 B0 #000000

Color scheme

Logo. File table

Developing corporate materials, you can choose the file with the necessary logo format from this table.

All logo-files contain pre-set protective zones and zones for positioning alongside other logo belonging to the Group.

ENG	Color	Black	Gray
	NLMK	NLMK	NLMK
CMYK	nlmk_logo_eng_cmyk.ai nlmk_logo_eng_cmyk.eps	nlmk_logo_eng_CMYK_Black.ai nlmk_logo_eng_CMYK_Black.eps	nlmk_logo_eng_CMYK_Gray.ai nlmk_logo_eng_CMYK_Gray.eps
Pantone	nlmk_logo_eng_Pantone7685C.ai nlmk_logo_eng_Pantone7685C.eps	nlmk_logo_eng_Pantone_Black.ai nlmk_logo_eng_Pantone_Black.eps	nlmk_logo_eng_Pantone_Gray.ai nlmk_logo_eng_Pantone_Gray.eps

RUS	Color	Black	Gray
	НЛМК	НЛМК	НЛМК
CMYK	nlmk_logo_rus_cmyk.ai nlmk_logo_rus_cmyk.eps	nlmk_logo_rus_CMYK_Black.ai nlmk_logo_rus_CMYK_Black.eps	nlmk_logo_rus_CMYK_Gray.ai nlmk_logo_rus_CMYK_Gray.eps
Pantone	nlmk_logo_rus_Pantone7685C.ai nlmk_logo_rus_Pantone7685C.eps	nlmk_logo_rus_Pantone_Black.ai nlmk_logo_rus_Pantone_Black.eps	nlmk_logo_rus_Pantone_Gray.ai nlmk_logo_rus_Pantone_Gray.eps

Fonts

Basic company typeface.

Additional company typeface.

Typography.

Fonts

Basic company typeface (latin)

The use of a certain limited set of fonts will enhance NLMK brand identity. Paratype's Circe typeface, or rather four faces within the font family, were selected for these purposes.

① Circe Light
for footnotes and brief descriptions, captions, short messages, tabular data.

② Circe Regular
for texts and subheadings.

① Circe Light

AaBbCc12345

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-+!?/@No:%&⁂

② Circe Regular

AaBbCc12345

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-+!?/@No:%&⁂

Fonts

Basic company typeface (cyrillic)

③ Circe Bold
for sub-brand names, headings and sub-headings, short messages, and highlighting.

④ Circe Extra Bold
for headings and short messages.

✪ The font is available for purchase at www.paratype.ru.

For WEB publications, it is recommended to use a purpose-built version of the font developed to display properly on monitors.

③ Circe Bold

AaBbCc12345

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+!?/@No:%&❂

④ Circe Extra Bold

AaBbCc12345

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+!?/@No:%&❂

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for footnotes and brief descriptions, captions, short messages, tabular data.

② Circe Regular
for texts and subheadings.

① Circe Light

AaБбВв12345

АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ
абвгдежзиклмнопрстуфхцчшщьыъэюя
1234567890-+!?/@No:%&❋

② Circe Regular

AaБбВв12345

АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ
абвгдежзиклмнопрстуфхцчшщьыъэюя
1234567890-+!?/@No:%&❋

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АаБбВв12345
АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ
абвгдежзиклмнопрстуфхцчшщьыъэюя
1234567890-+!?/@№:%&❄

④ Circe Extra Bold

АаБбВв12345
АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ
абвгдежзиклмнопрстуфхцчшщьыъэюя
1234567890-+!?/@№:%&❄

Fonts

Additional company typeface (latin)

An additional font is necessary for those instances when the use of the basic corporate font is for some reason impossible.
For example, in email correspondence and internal documents.

Calibri Regular

AaBbCc12345

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-+!?/@No:%&*

Calibri Bold

AaBbCc12345

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890-+!?/@No:%&*

Fonts

Additional company typeface (cyrillic)

An additional font is necessary for those instances when the use of the basic corporate font is for some reason impossible.
For example, in email correspondence and internal documents.

Calibri Regular

АаБбВв12345

АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ
абвгдежзиклмнопрстуфхцчшщьыъэюя
1234567890-+!?/@No:%&*

Calibri Bold

АаБбВв12345

**АБВГДЕЖЗИКЛМНОПРСТУФХЦЧШЩЬЫЪЭЮЯ
абвгдежзиклмнопрстуфхцчшщьыъэюя
1234567890-+!?/@No:%&***

Typography

Guidelines for using corporate fonts

Font sizes, interline spacing[1], spacing[2].
Corporate fonts should be not smaller than
6 pt. Optimal sizes for long texts are in the range
between 9 and 12 pt. Interline spacing in these
cases should be bigger than the font size by
3-4 pt. For example, if a document is typed
in 11 pt, interlinear spacing should be 14.5 pt.

When font size[3] is bigger than 12 pt, interlinear
spacing should be reduced to keep the text blocks
visually even against the font size and basic typing.

Spacing is used for short texts such as headings
or company details at the beginning of documents
where the entire text is in upper case. For
example, for font size 12 pt, spacing is 0.5 pt;
while for 8 pt it should be 0.3 pt.

Hierarchy
To make information easy to read it is important
to remember about the hierarchy of various text
components. It is necessary to use different
font sizes, different faces, colors, and spacing to
highlight the most important information.

For headings, use large font sizes, different faces,
highlighting with color or spacing. For example,
for a 11 pt text, a 36, 24, 18 pt heading be suitable,
ensuring the necessary contrast.

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[1] Interline spacing is the distance between
  the lines in a text
[2] Spacing is the distance between the letters
[3] Font size is measured in points (pt).

(!) To build the hierarchy, do not use font sizes
that are too similar in headings.

(!) For highlighting, never use underlining and
color at the same time.

Typography

Basic styles for use in office applications.

In document templates developed for use in MS Word it is recommended to use the styles with preset font properties.

Example of style	Style name and its properties	Style purpose
# Heading	**NLMK_Header_1** Font and size: Circe Light / Regular 36 pt Interlinear spacing: 31 pt Color: dark blue / blue	For first level headings, short texts.
Subheading	**NLMK_Header_2** Font and size: Circe Bold 24 pt Interlinear spacing: 24 pt Color: dark blue / black	For second level headings (subheadings), short texts.
Lead paragraph	**NLMK_Lead** Font and size: Circe Light 18 pt Interlinear spacing: 21,6 pt Color: blue / black	For introductory texts, quotes and medium length texts. In rare cases, it can be used for subheadings.
Body text	**NLMK_Body_Text** Font and size: Circe Regular 11 pt Interlinear spacing: 14,5 pt Color: black	For the body text, page numbers, bullets, date and time, surnames and names.
Footnote	**NLMK_Caption** Font and size: Circe Light 10 pt Interlinear spacing: 12 pt Color: dark blue / blue / black	For explanatory texts, footnotes and medium length texts of secondary importance. It can be used for tabular data.
Company name	**NLMK_Subbrand_name** Font and size: Circe Bold 20 pt Color: blue	For names of NLMK companies next to the logo.

Typography

Basic styles for use in office applications.

In document templates developed for use in MS Word it is recommended to use the styles with preset font properties.

Example of style	Style name and its properties	Style purpose
RUSSIAN FEDERATION	**NLMK_RF_1_Top** Font and size: Circe Regular 11 pt Interlinear spacing: 17 pt Spacing 0,5 pt Color: black	For opening lines in implementation documents.
JOINT-STOCK COMPANY	**NLMK_Name_2_Top** Font and size: Circe Regular 12 pt Interlinear spacing: 17 pt Spacing 0,5 pt Color: black	For names of the companies that are part of the group, in implementation documents.
RUSSIA, 398040, LIPETSK, 2 METALLURGOV SQ	**NLMK_Address_3_Top** Font and size: Circe Regular 8 pt Interlinear spacing: 14 pt Spacing 0,3 pt Color: black	For addresses in company details in implementation documents.
INSTRUCTION	**NLMK_Headline_4_Top** Font and size: Circe Bold 14 pt Interlinear spacing: 22 pt Spacing 2 pt Color: black	For implementation document headings.
Russia, 000000 Region, city, street	**NLMK_Address_1/2** Font and size: Circe Bold 9 pt / 7 pt Interlinear spacing: 10,6 pt / 9,5 pt Color: blue	For addresses in official and multi-page forms.

Typography

Example of using corporate fonts

Typing field
Left margin 25 mm, right margin10 mm
Top margin 20 mm
Bottom margin 20 mm

Heading
Font and size: Circe Light 36 pt
Interlinear spacing: 31 pt
Color: dark blue / blue

Subheading
Font and size: Circe Bold 24 pt
Interlinear spacing: 24 pt
Color: dark blue / black

Lead paragraph
Font and size: Circe Light 18 pt
Interlinear spacing: 21.6 pt
Color: blue

Body text
Font and size: Circe Regular 11 pt
Interlinear spacing: 14.5 pt
Color: black

Bullets
Font and size: Circe Regular 11 pt
Interlinear spacing: 14.5 pt
Indents 10/25 mm
Color: black/blue

Lists
Font and size: Circe Regular 11 pt
Interlinear spacing: 14.5 pt
Margins: 10/18/25 mm
Color: black/blue

Footnotes
Font and size: Circe Light 10 pt
Interlinear spacing: 12 pt
Color: dark blue / blue

Heading

Subheading

Ban on widow lines

Lead paragraph

Body text

Bullets

List

Footnote

Quick and timely response to improved world's market conditions

NLMK's sales strategy is based on efficient sales channels, the introduction of efficient and flexible marketing system and efficient management of human resources.

NLMK is a vertically - integrated group controlling the entire production and marketing process - from raw materials to delivery of finished products to end users. NLMK has a favorable geographical position: manufacturing facilities are located in regions with developed transport infrastructure.

Bullet example

At the heart of the corporate governance system based on the following principles NLMK:
· equal treatment of all shareholders;
· ensuring the rights of shareholders to participate in the management of the Company;
　　— Equal treatment of all shareholders;
　　— Ensuring the rights of shareholders to participate in the management of the Company;
· respect for the rights of third parties;

An example of a simple multi-level numbering:
　1. Report
　　　1.1.Financial report
　　　　1.1.1. Introductin
　　　　1.1.2. The profitable part

¹ We aim to control the resources necessary to ensure a safe and responsible manner Process for recycling and reuse.

from 73% in 2009. The reduction in the share of the foreign market due to increased sales in the Russian market as a result of a recovery in demand and production in the steel consuming industries.

Sales of products for the domestic market

The internal market is a priority for NLMK Group because of its attractiveness as an opportunity to further price premium and streamlining logistics.
In this aspect of NLMK Group is committed to providing a strong position in the Russian market due to key competitive advantages. Favorable geographical location, a high level of product quality, loyal customer base and a flexible pricing policy, as well as the production of niche products allow the Company to hold a significant share on the Russian market.

Export sales

The internal market is a priority for NLMK Group because of its attractiveness as an opportunity to further price premium and streamlining logistics.
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(!) It is always important to make sure that there are no lines ending in conjunctions or widow lines at the beginning of a new page.

Typography

Alternative styles for use in office applications.

When the corporate font is missing, it is recommended to use alternative templates developed for Calibri.

Example of style	Style name and its properties	Style purpose
Heading	**NLMK_Header_1** Font and size: Calibri Regular 34 pt Interlinear spacing: 31 pt Color: dark blue / blue	For first level headings, short texts.
Subheading	**NLMK_Header_2** Font and size: Calibri Bold 22 pt Interlinear spacing: 24 pt Color: dark blue / black	For second level headings (subheadings), short texts.
Lead paragraph	**NLMK_Lead** Font and size: Calibri Regular 17 pt Interlinear spacing: 21.6 pt Color: blue/black	For introductory texts, quotes and medium length texts. In rare cases, it can be used for subheadings.
Body text	**NLMK_Body_Text** Font and size: Calibri Regular 12 pt Interlinear spacing: 14.5 pt Color: black	For the body text, page numbers, bullets, date and time, surnames and names.
Footnote	**NLMK_Caption** Font and size: Calibri Regular 10 pt Interlinear spacing: 12 pt Color: dark blue / blue / black	For explanatory texts, footnotes and medium length texts of secondary importance. It can be used for tabular data.
Name	**NLMK_Subbrand_name** Font and size: Calibri Bold 20 pt Color: dark blue	For names of NLMK companies next to the logo.

Typography

Example
of style

Style name and
its properties

Style
purpose

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Bottom margin 20 mm

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Interlinear spacing: 24 pt
Color: dark blue / black

Lead paragraph
Font and size: Calibri Regular 17 pt
Interlinear spacing: 21.6 pt
Color: blue/black

Body text
Font and size: Calibri Regular 12 pt
Interlinear spacing: 14.5 pt
Color: black

Bullets
Font and size: Calibri Regular 12 pt
Interlinear spacing: 14.5 pt
Indents 10/25 mm
Color: black/blue

Lists
Font and size: Calibri Regular 12 pt
Interlinear spacing: 14.5 pt
Margins 10/18/25 mm
Color: black/blue

Footnotes
Font and size: Calibri Regular 10 pt
Interlinear spacing: 12 pt
Color: dark blue / blue / black

Heading

Lead paragraph

Body text

Bullets

List

Footnote

Subheading

Ban on widow lines

Quick and timely response to improved world's market conditions

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  - Equal treatment of all shareholders;
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      1.1.2. The profitable part

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The internal market is a priority for NLMK Group because of its attractiveness as an opportunity to further price premium and streamlining logistics. In this aspect of NLMK Group is committed to providing a strong position in the Russian market due to key competitive advantages. Favorable geographical location, a high level of product quality, loyal customer base and a flexible pricing policy, as well as the production of niche products allow the Company to hold a significant share on the Russian market.

Export sales

The internal market is a priority for NLMK Group because of its attractiveness as an opportunity to further price premium and streamlining logistics. In this aspect of NLMK Group is committed to providing a strong position in the Russian market due to key competitive advantages. Favorable geographical location, a high level of product quality, loyal customer base and a flexible pricing policy, as well as the production of niche products allow the Company to hold a significant share on the Russian market.

(!) It is always important to make sure that there are no lines ending in conjunctions or widow lines at the beginning of a new page.

Print materials

Business cards.

Envelopes.

Paper folder.

Print materials

Business cards in English

Format
85 X 55 mm

NLMK logo
① main 20 mm
② version for sub-brand 20 mm

Full name
Font and size:
Circe Bold 9 pt
Interlinear spacing 10 pt

Position
Font and size:
Circe Regular 7 pt
Interlinear spacing 8 pt

Address
Font and size:
Circe Regular 7 pt
Interlinear spacing 8 pt

Technical design
Paper: 200 – 300 g/m2
[1]Digital printing
[2]Offset printing

①

NLMK

**Konstantinopolsky
Konstantin**

Head of Department
of perspective innovation
technology

2, Metallurgov sq.
Lipetsk 398040, Russia

fax: (4742) 44 11 11
email: info@nlmk.ru
www.nlmk.ru

②

NLMK Clabecq

**Konstantinopolsky
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Head of Department
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Rue des Rivaux, 2
La Louvière, 7100
Belgium

tel.: +32 6 427 27 11
fax: +32 6 427 28 48
email: info@eu.nlmk.com
www.eu.nlmk.com

Print materials

Double-sided business cards in English

Format
85 X 55 mm
NLMK logo
20 mm

Full name
Font and size:
Circe Bold 9 pt
Interlinear spacing 10 pt

Position
Font and size:
Circe Regular 7 pt
Interlinear spacing 8 pt

Address
Font and size:
Circe Regular 7 pt
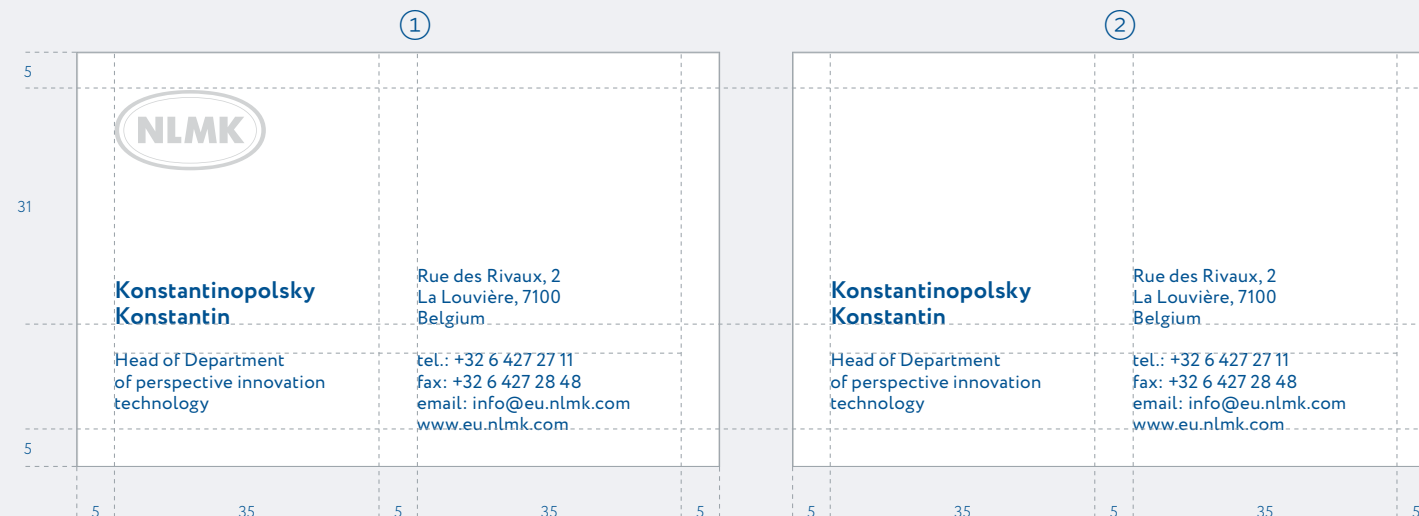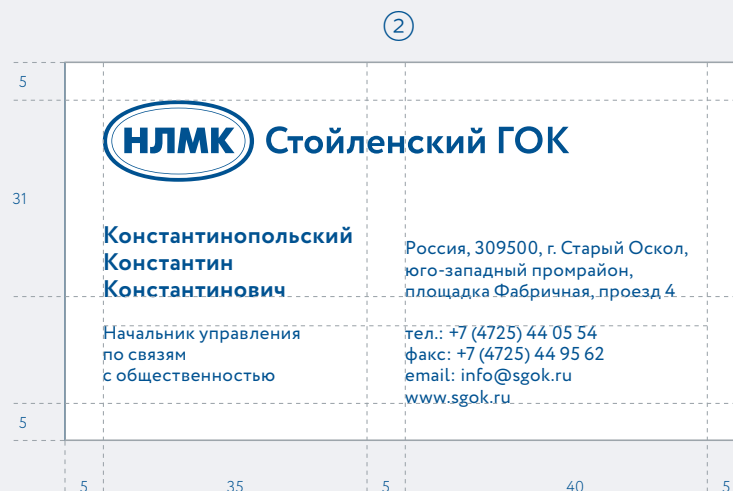Interlinear spacing 8 pt

Reverse side
Logo 28 mm
Font and size:
Circe Bold 12 pt
Interlinear spacing 14 pt

Technical design
Paper: 200 – 300 g/m2
[1]Silk screen printing or [2]offset printing
① in two colors ② in monochrome

①

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NLMK

NOVOLIPETSK STEEL

Print materials

Business cards in Russian

Format
90 X 50 mm

NLMK logo
① basic 20 mm
② version for sub-brand 20 mm

Full name
Font and size:
Circe Extra Bold 9 pt
Interlinear spacing 10 pt

Position
Font and size:
Circe Regular 7 pt
Interlinear spacing 8 pt
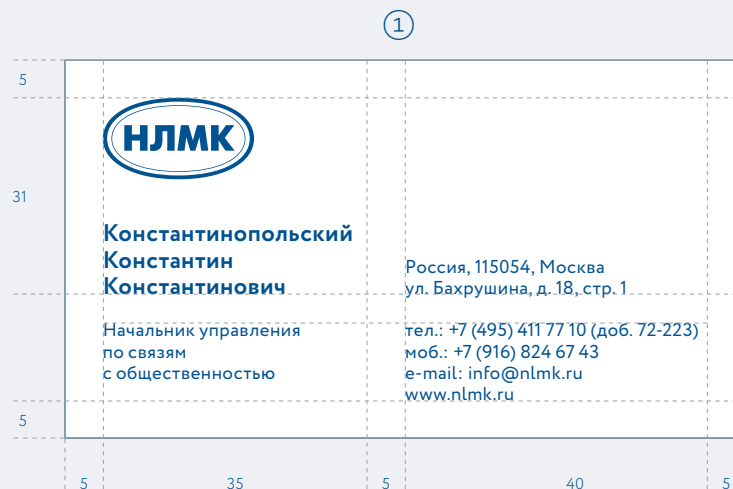
Address
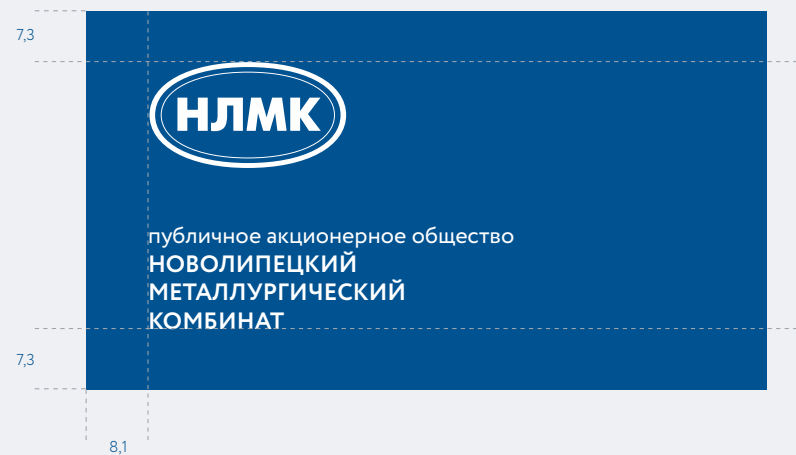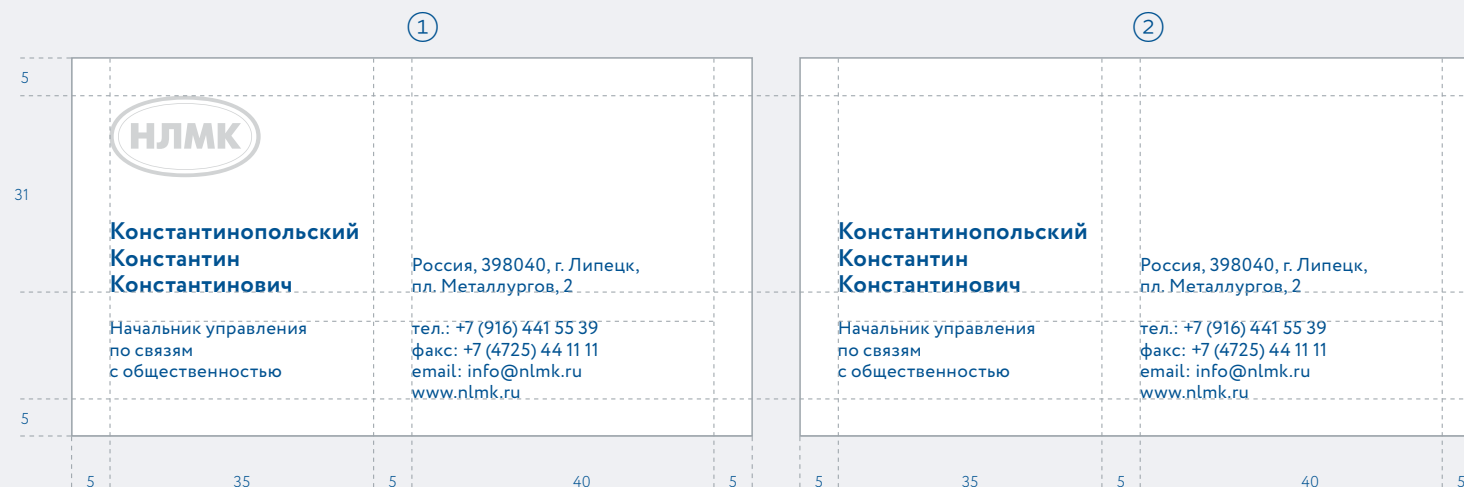Font and size:
Circe Regular 7 pt
Interlinear spacing 8 pt

Technical design:
Paper: 200 – 300 g/m2
[1]Digital printing
[2]Offset printing

①

5

5

31

НЛМК

Константинопольский Константин Константинович

Начальник управления
по связям
с общественностью

Россия, 115054, Москва
ул. Бахрушина, д. 18, стр. 1

тел.: +7 (495) 411 77 10 (доб. 72-223)
моб.: +7 (916) 824 67 43
e-mail: info@nlmk.ru
www.nlmk.ru

5

5 | 35 | 5 | 40 | 5

②

5

5

31

НЛМК Стойленский ГОК

Константинопольский Константин Константинович

Начальник управления
по связям
с общественностью

Россия, 309500, г. Старый Оскол,
юго-западный промрайон,
площадка Фабричная, проезд 4

тел.: +7 (4725) 44 05 54
факс: +7 (4725) 44 95 62
email: info@sgok.ru
www.sgok.ru

5

5 | 35 | 5 | 40 | 5

Print materials

Double-sided business cards in Russian

Format
90 X 50 mm
NLMK logo
20 mm

Full name
Font and size:
Circe Bold 9 pt
Interlinear spacing 10 pt

Position
Font and size:
Circe Regular 7 pt
Interlinear spacing 8 pt

Address
Font and size:
Circe Regular 7 pt
Interlinear spacing 8 pt

Reverse side
Logo 28 mm
Font and size:
Circe Bold 9 pt
Interlinear spacing: 10.6 pt

Technical design:
Paper: 200 – 300 g/m2
[1]Silk screen printing or [2]offset printing
① in two colors ② in monochrome

①

**Константинопольский
Константин
Константинович**

Начальник управления
по связям
с общественностью

Россия, 398040, г. Липецк,
пл. Металлургов, 2

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факс: +7 (4725) 44 11 11
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www.nlmk.ru

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www.nlmk.ru

НЛМК

публичное акционерное общество
**НОВОЛИПЕЦКИЙ
МЕТАЛЛУРГИЧЕСКИЙ
КОМБИНАТ**

Print materials

Envelopes

Format
E65 — 220 X 110 mm
NLMK logo
40 mm

Address
Font and size for the name:
Circe Bold 9 pt
Interlinear spacing: 11.6 pt

Font and size for the address:
Circe Regular 9 pt
Interlinear spacing: 10.6 pt

Technical design
Paper: 80 – 160 g/m2
Color printing

NOVOLIPETSK STEEL
Russia, 398040,
Lipetsk, 2 Metallurgov sq.
fax: (4742) 44 1111
e-mail: info@nlmk.com

From:

To:

Zip code

Print materials

Envelopes

Format
C5 — 229 X 162 mm

NLMK logo
40 mm

Address
Font and size for the name:
Circe Bold 9 pt
Interlinear spacing: 11.6 pt

Font and size for the address:
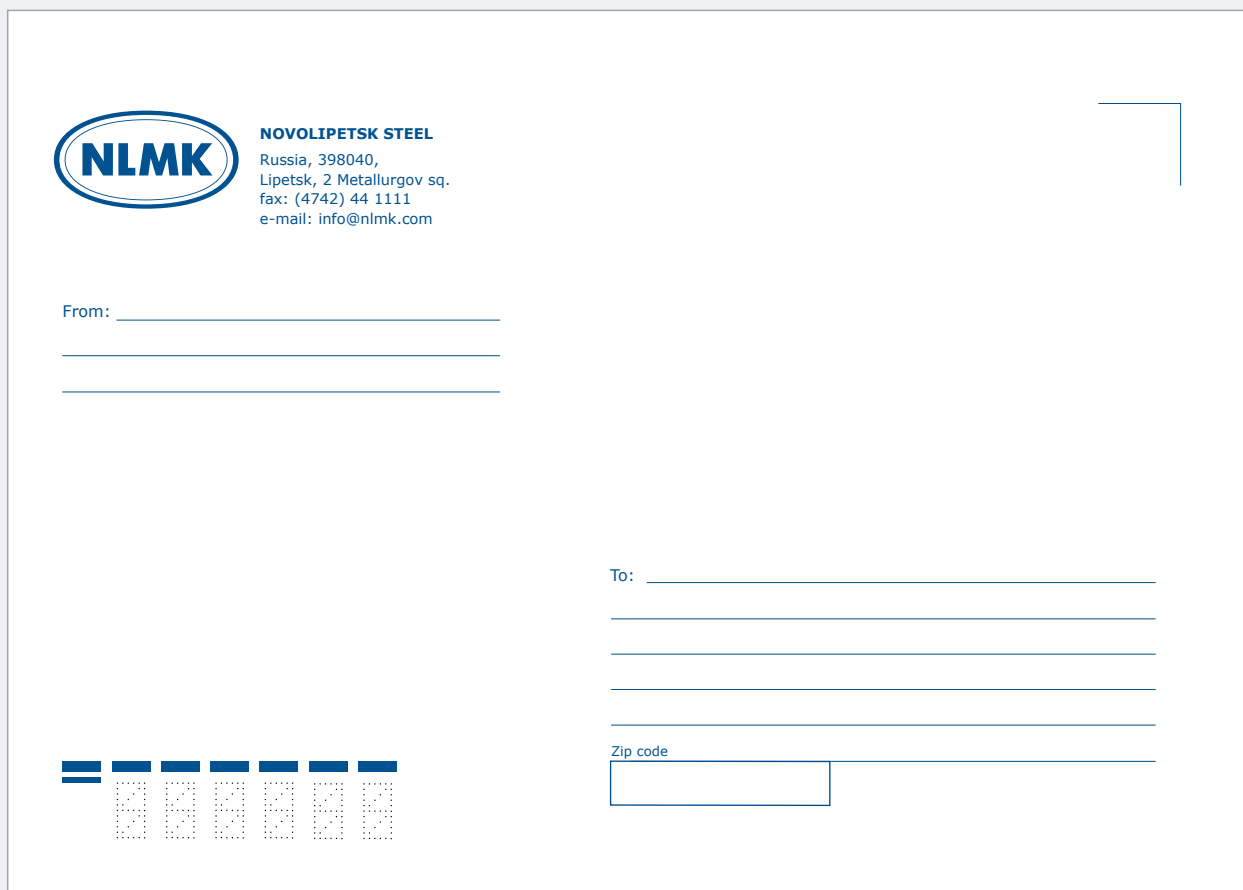Circe Regular 9 pt
Interlinear spacing: 10.6 pt

Technical design
Paper: 80 – 160 g/m2
Color printing

NLMK

NOVOLIPETSK STEEL

Russia, 398040,
Lipetsk, 2 Metallurgov sq.
fax: (4742) 44 1111
e-mail: info@nlmk.com

From: _____

_____

_____

To: _____

_____

_____

_____

Zip code

Print materials

Envelopes

Format
C4 — 324 X 229 mm

NLMK logo
50 mm

Address
Font and size for the name:
Circe Bold 9 pt
Interlinear spacing: 11.6 pt

Font and size for the address:
Circe Regular 9 pt
Interlinear spacing: 10.6 pt

Technical design
Paper: 80 – 160 g/m2
Color printing

NOVOLIPETSK STEEL
Russia, 398040,
Lipetsk, 2 Metallurgov sq.
fax: (4742) 44 1111
e-mail: info@nlmk.com

From: _____

_____

_____

To: _____

_____

_____

_____

Zip code

Print materials

Paper folder

Format
A4 — 212 X 300 mm (when folded)

NLMK logo
60 mm

Address
Font and size for the name:
Circe Bold 9 pt
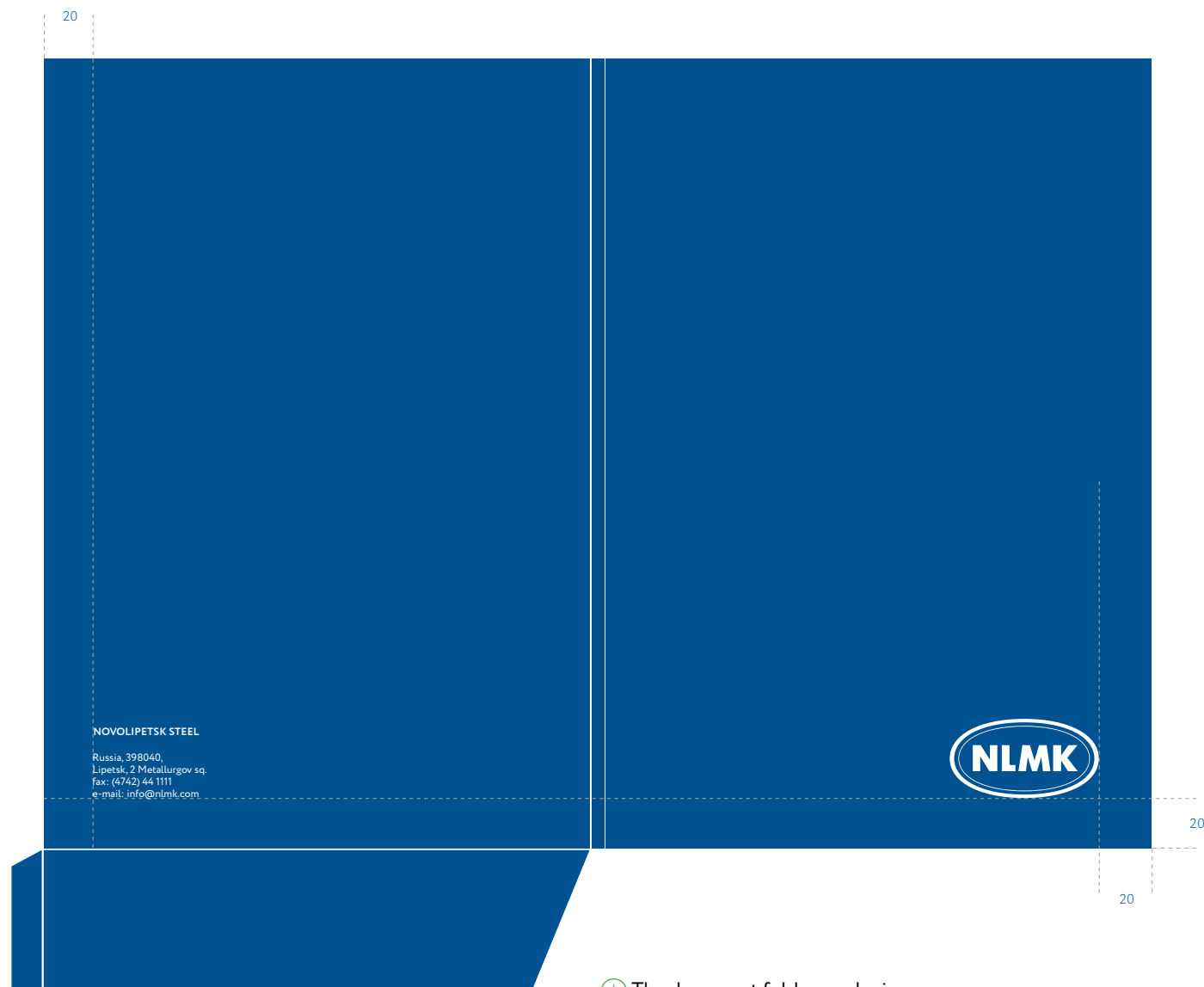Interlinear spacing: 11.6 pt

Font and size for the address:
Circe Regular 9 pt
Interlinear spacing: 10.6 pt

Technical design
Paper: 250 – 600 g/m2
Color printing

20

NOVOLIPETSK STEEL

Russia, 398040,
Lipetsk, 2 Metallurgov sq.
fax: (4742) 44 1111
e-mail: info@nlmk.com

NLMK

20

20

(✱) The document folder can be in
different colors, provided herein as basic
and additional.

Branded products

Pens.

Mugs.

Bags.

Key rings.

Notebooks.

T-shirts.

Table flags.

Flags.

Branded products

Pens

Size of NLMK logo:
18 mm

Branded products

Mugs

Size of NLMK logo:
75 mm

Branded products

Key rings

Size of NLMK logo:
from 30 to 70 mm

Branded products

T-shirts

Size of NLMK logo:
① Front: 95 mm
② Back: 200 mm

①

②

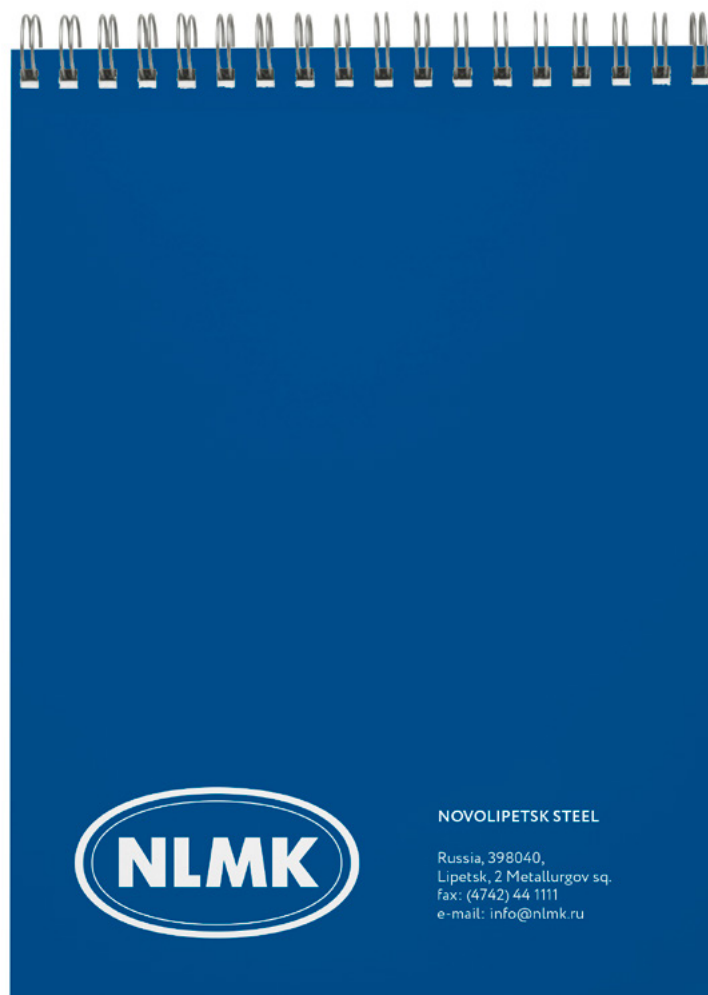# Branded products

Bags

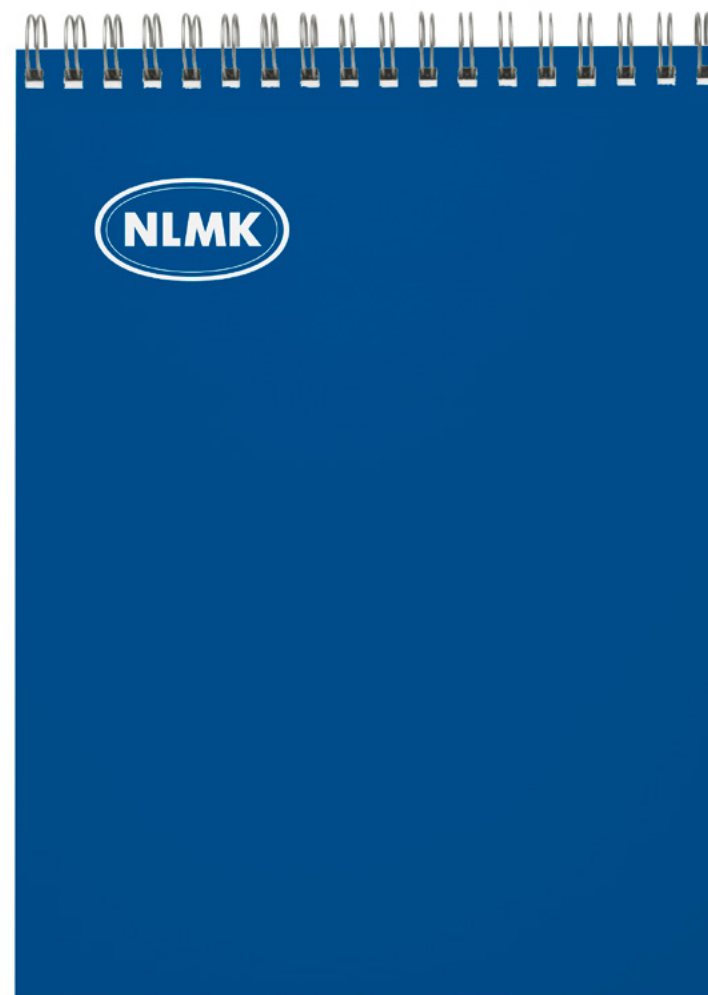**Size of NLMK logo:**
(1) 60 mm
(2) 130 mm

Branded products

Notebooks

Size of NLMK logo:
① 60 mm
② 40 mm

①

②

NOVOLIPETSK STEEL

Russia, 398040,
Lipetsk, 2 Metallurgov sq.
fax: (4742) 44 1111
e-mail: info@nlmk.ru

Branded products

Table flags

Size of NLMK logo:
no less than 55% of total area

Branded products

Flags

Size of NLMK logo:
55% of total area

Corporate identity at a glance.

(1) Logo

Minimal size for printing – 13 mm in width.

Minimal size for the WEB – 70 px in width.

13 mm

(2) Color

Dark blue	Blue	Gray
C100 M70 Y10 K10	C90 M0 Y10 K10	C5 M0 Y0 K20
Pantone® 7685 Coated	Pantone® 313 Coated	Pantone® 428 Coated
Pantone® 286U Uncoated	Pantone® 3135 U Uncoated	Pantone® 427 U Uncoated
R44 G86 B151	R0 G146 B188	R193 G198 B200
#2c5697	#0092bc	#c1c6c8

(3) Font

Circe Light
AaBbCc12345

Circe Extra Bold
AaBbCc12345

Circe Regular
AaBbCc12345

Calibri Regular
AaBbCc12345

Circe Bold
AaBbCc12345

Calibri Bold
AaBbCc12345

In case of disputes or doubts related to using
corporate identity elements, please write to
brand@nlmk.com

NLMK

NOVOLIPETSK STEEL

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