

How to Use the Alcoa Trademark

The Alcoa Corporate Trademark

In 1998, Alcoa updated its trademark. The new trademark appears in a single color, Alcoa Blue. Where necessary, black or reversed white are also permitted, but other colors should not be used.

The trademark has two configurations:

Version A

This is the standard configuration. It is preferred for all applications.



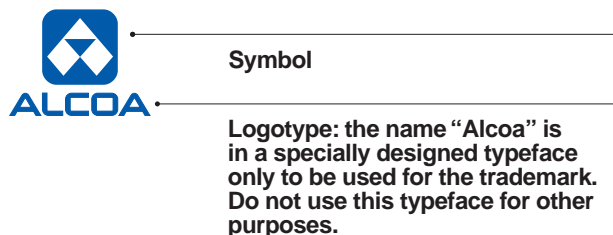
Version B

This is a secondary configuration. It may be used only where space and format restrictions do not allow use of Version A.

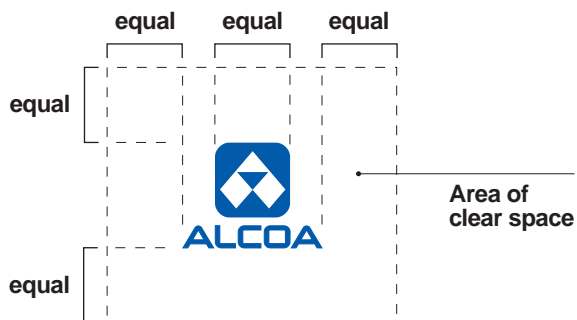


Basic Trademark Rules

1. The Alcoa trademark is a single graphic unit. The abstract symbol and the special Alcoa logotype are integrated elements and must never be separated from each other.
2. The trademark is precisely proportioned. The elements are to be used in precisely the same size and position relationship.



3. Clear space must surround the trademark on all sides, equally, so that no type, design or photographic elements encroach on the trademark. The space may be white or a single background color and, at minimum, must be the width of the symbol.



The dimensional reference for the trademark is the width of the symbol.

4. Never add additional words or apply special design effects to the trademark.

Incorrect:



Incorrect:



5. Do not use the trademark in a sentence or phrase. And, do not use the tradename, Alcoa, in all capital letters in a sentence. If an entire heading or phrase is in all capitals, Alcoa may be used in all capitals.

Incorrect:



Incorrect:

This is an ALCOA product.

Correct:

This is an Alcoa product.

Correct:

THIS IS AN ALCOA PRODUCT

No other symbol, seal or graphic trademark may be displayed with the Alcoa trademark. Properly registered Alcoa product logotypes may be displayed, but they must follow the five Basic Trademark Rules.

Alcoa Blue

The entire Alcoa trademark is a new color, Alcoa Blue. This color has been formulated by Pantone, Inc. for offset printing applications as a special ink color.

Alcoa Blue color swatches and ink formulas for coated and uncoated paper are available from the Alcoa Identity Team.

When reproducing the Alcoa trademark for nonprinted applications, match to Alcoa Blue as closely as possible.



Alcoa Blue Printed in Process Colors

To reproduce the Alcoa trademark in four color process, specify 100% cyan, 70% magenta, 3% black.

Computer and Web Page Equivalents

The Adobe red, green and blue (RGB) settings for Alcoa Blue for computer applications are: 0 red, 68 green, and 135 blue. The web-friendly equivalent color is #003399.

Black or Reverse

While Alcoa Blue is the preferred color, the Alcoa trademark may also print in black, or reversed to white.



Inquiries

Questions about trademark usage should be directed to: Alcoa Identity Team
Phone: 1 412 553 3811 or ActNet 8 225 3811
Fax: 1 412 553 3129