IDENTITY & GRAPHICS STANDARDS
Our Vision
Building the World’s Best Specialty Materials & Components Company™

Our Values
• Integrity
• Dignity & Respect
• Innovation
• Cooperation, Accountability & Teamwork
• Ethical Behavior
• Safety, Health & Sustainability
• Product Quality
• Diversity, Creativity & Learning

Our Commitment
Creating Long-Term Value Thru Relentless Innovation®

Our Principles
1. Be the Best at Creating Long-Term Sustainable Value for Strategic Customers and Shareholders
2. Deliver Compound-Annual Profitable Growth in Diversified Global Markets
3. Leverage our Technical and Manufacturing Leadership & Capabilities
4. Continuously Improve All Aspects of Our Business with Focus on Safety, Quality, Cost and Sustainability
5. Attract, Develop, Challenge and Create Opportunities for Talented and Diverse People Who Share a Commitment to Our Values
Purpose

The following identity and graphic design standards are mandatory guidelines to standardize how ATI presents itself to all audiences.

Review & Approval

To ensure clarity and conformity with these guidelines, all applicable materials must be sent for review and approval with the Marketing Team prior to final printing to the attention of: ATIbrand@ATImetals.com

ATI@work

Intranet site housing important company information regarding Ethics, Human Resources – career opportunities, guidelines, IT, Risk Management, Travel, Commercial – MST Sites, Marketing (logos, image library, powerpoint templates, trademarks, branding standards), value-add and growth process.
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ATI Logo: Color Combinations

The ATI logos outlined below are the only acceptable usages for internal and external materials. Deviations from these versions are considered incorrect.

- Corporate Blue, Corporate Orange, black and 50%-90% black (when greyscale) may be used for print or for web.
- Pantone® Metallic Silver may only be used for print.
- A gradient may only be used on a white background.
- The ATI letters may be die-cut when they are a scale of two inches or larger. The ATI star may not be die-cut.
- The starburst may never be used without the letters “ATI”.
- Corporate color values may be found on page 5.

Two-Color
Corporate Blue
100% Black

One-Color
100% Black or Pantone® Metallic Silver

The logo may appear as a knockout1 on black, 50% black, 60% black, 70% black, 80% black, 90% black, Corporate Blue, Corporate Orange, and Pantone® Metallic Silver.

A knockout1 may be used on top of an image dark enough to keep legibility.

The logo may appear as a knockout on a radial gradient over white in 2 color options:
- Corporate Blue at 100% opacity gradates to Corporate Blue at 80% opacity.
- Corporate Orange at 100% opacity gradates to Corporate Orange at 80% opacity.

1In the case of a “knockout” the ATI logo becomes white and the background color or image shows through the center of the star. Gradients may not be visible when printed on an office printer.
I. ATI LOGO

Measurement, Proportions and Type Specifications

Type specifications for the ATI logo are outlined below. Scale changes to the logo must be proportionate and made from a vector file. The logo must appear one-half inch or larger.

The ATI logo is based on Gill Sans Regular.

Point of star locks up with the ATI cap height

Point of star locks up with the ATI baseline

Point of star is flush right with the “A” in “ATI”.

Non-Interference

A minimum frame space half the height of the “A” in “ATI” must surround the logo. Only an ATI approved tagline may enter this space.

Height of “A”

One-half “A”

Non-interference space
II. COLOR SPECIFICATIONS

Corporate Colors and Specifications

The ATI Corporate colors outlined below are the only acceptable values for internal and external materials. Deviations from these colors are considered incorrect.

- Corporate Blue, Corporate Orange, black and 50%-90% black may be used for print or for web.
- Pantone® Metallic Silver may only be used for print.
- A gradient may only be used on a white background.

Corporate Blue: Pantone® 2945 C / 2945 U
CMYK (print): C=100 M=73 Y=20 K=5
RGB (web): R=16 G=86 B=160 (HEX #1056a0)

Corporate Orange: Pantone® 1375 C / 1375 U
CMYK (print): C=0 M=45 Y=94 K=0
RGB (web): R=255 G=161 B=46 (HEX #ffa12e)

100% black, 50% black, 60% black, 70% black, 80% black, and 90% black

Metallic Silver: Pantone® 877 C / 877 U
CMYK (print): C=47 M=38 Y=38 K=2

Corporate Blue gradient includes two color stops located at 0% and 100% and a midpoint of 50%.
- Stop 1: PMS 2945 at 80% opacity
- Stop 2: PMS 2945 at 100% opacity

Corporate Orange gradient includes two color stops located at 0% and 100% and a midpoint of 50%.
- Stop 1: PMS 1375 at 80% opacity
- Stop 2: PMS 1375 at 100% opacity

Pantone® identifier color reproduction information has been provided for the guidance of the reader. The colors have not been checked by PANTONE, Inc. Gradients may not be visible when printed on an office printer.

ANY USE OUTSIDE OF THE FOLLOWING GUIDELINES IS CONSIDERED INCORRECT.
DEVIATIONS FROM THESE VERSIONS ARE CONSIDERED INCORRECT.
ATI Fonts: Common Company Fonts and Usage

The ATI Corporate fonts outlined below are a general guideline for the fonts used throughout the company. See corresponding sections in the manual for detailed type specifications.

Logos

ATI Corporate Logo:
- Gill Sans Regular

Segment, Operating Unit and Market Sector Logos:
- Helvetica Neue 67 Medium Condensed

Product Identification:
- Gill Sans Bold Italic
- Gill Sans Bold

Relentless Innovation Logo:
- Helvetica Neue 67 Medium Condensed

Stationery

Email Signature:
- Times Regular

Personalized Letterhead/Notepad Name:
- Helvetica Bold Oblique

Corporate Title and Addresses:
- Helvetica Light

Corporate Letter Body:
- Arial Regular

News Release, Fax and Memo Header:
- Helvetica Medium

Business Card Name / Fax, News Release and Memo Contact Info / Sign Directional Information:
- Helvetica Bold

Dear FirstName,

Merem ipsum dolor sit amet, consectetur elit, sed diam nonummy nibh as dert uiop io tincidunt ut...

NEWS RELEASE

FirstName LastName / ATI Department
IV. SLOGANS & SPECIAL USAGE

ATI Registered Slogans

Outlined below are ATI’s registered slogans and the guidelines for usage.

- “Relentless Innovation” must appear in bold and include a registration mark ® (registration mark should not be bolded) as shown below.
- Slogans must appear in Title Case, with the first letter of each word capitalized.

- Creating Long-Term Value Thru Relentless Innovation®
  (Primary Slogan)

- Creating Value Thru Relentless Innovation®
  (Secondary Slogan)

- Building the World’s Best Specialty Materials & Components Company™

ATI Web Address

When using the ATI web address, it should appear as ATImetals.com (do NOT include “www”).

Hyphenations

The terms “flat-rolled” and “high-performance” are hyphenated when they are being discussed or referred to as a process or product(s). They are NOT to be hyphenated when used as a segment title or in the segment title logo.
Relentless Innovation® Combination Mark: Color Combinations on White

“Relentless Innovation” must appear in bold and include a registration mark ® (registration mark should not be bolded) as shown below. Any use outside of the following guidelines is considered incorrect.

- The combination mark may appear in 100% black (when greyscale), Corporate Blue and black, or Corporate Blue, black and Corporate Orange.
- When using the four-color ATI combination mark, the “ati” in Relentless Innovation® may appear in Corporate Blue or Corporate Orange.

Single-Line Combination Mark

One-Color
- Black

Two-Line Combination Mark (Secondary)

Four-Color
- Corporate Blue
- Black
- Corporate Orange
V. RELENTLESS INNOVATION® COMBINATION MARK

Relentless Innovation® Combination Mark: Knockout / Container Treatments

“Relentless Innovation” must appear in bold and include a registration mark ® (registration mark should not be bolded) as shown below. Any use outside of the following guidelines is considered incorrect.

- Corporate Blue, Corporate Orange, black and 50%-90% black (when greyscale) may be used for print or for web.
- Pantone® Metallic Silver may only be used for print.
- The following guidelines may also be used for the two-line combination mark.

The logo may appear as a knockout on black, 50% black, 60% black, 70% black, 80% black, 90% black, Corporate Blue, Corporate Orange, or Pantone® Metallic Silver.

The logo may appear as a knockout on a radial gradient over white in two color options:
- Corporate Blue at 100% opacity gradates to Corporate Blue at 80% opacity.
- Corporate Orange at 100% opacity gradates to Corporate Orange at 80% opacity.

The logo may highlight the “ati” in “Innovation” in 50% black when placed on a black background.

A knockout may occur on an image dark enough to keep legibility.

The logo may be 100% black when placed in a 50% black container.

The logo may highlight the “ati” in “Innovation” while inside a 50% black container with the following color combinations:
- White in 100% black.
- 100% black, Corporate Blue, or Corporate Orange in knockout, in combination with a Corporate Blue starburst.

Gradients may not be visible when printed on an office printer.

ANY USE OUTSIDE OF THE FOLLOWING GUIDELINES IS CONSIDERED INCORRECT. DEVIATIONS FROM THESE VERSIONS ARE CONSIDERED INCORRECT.
Relentless Innovation® Wordmark: Color Combinations on White

“Relentless Innovation” must appear in bold and include a registration mark ® (registration mark should not be bolded) as shown below. Any use outside of the following guidelines is considered incorrect.

- The wordmark may appear in 100% black (when greyscale), Corporate Blue and black, or Corporate Orange and black.
- When using the four-color wordmark, the “ati” in Relentless Innovation® may appear in Corporate Blue or Corporate Orange.

Single-Line Wordmark

- One-Color
  - 100% Black

Two-Line Wordmark (Secondary)

- Four-Color
  - Corporate Blue
  - Black
  - Corporate Orange

Relentless Innovation®

ANY USE OUTSIDE OF THE FOLLOWING GUIDELINES IS CONSIDERED INCORRECT.
DEVIATIONS FROM THESE VERSIONS ARE CONSIDERED INCORRECT.
Relentless Innovation® Wordmark: Knockout / Container Treatments

“Relentless Innovation” must appear in bold and include a registration mark ® (registration mark should not be bolded) as shown below. Any use outside of the following guidelines is considered incorrect.

- Corporate Blue, Corporate Orange, black and 50%-90% black (when greyscale) may be used for print or for web.
- Pantone® Metallic Silver may only be used for print.
- The following guidelines may also be used for the two-line wordmark.

The logo may appear as a knockout on black, 50% black, 60% black, 70% black, 80% black, 90% black, Corporate Blue, Corporate Orange, or Pantone® Metallic Silver.

The logo may appear as a knockout on a radial gradient over white in 2 color options:
- Corporate Blue at 100% opacity gradates to Corporate Blue at 80% opacity.
- Corporate Orange at 100% opacity gradates to Corporate Orange at 80% opacity.

The logo may highlight the “ati” in “Innovation” in 50% black when placed on a black background.

A knockout may occur on an image dark enough to keep legibility.

The logo may be 100% black when placed in a 50% black container.

The logo may highlight the “ati” in “Innovation” while inside a 50% black container with the following color combinations:
- White in 100% black.
- 100% black, Corporate Blue, or Corporate Orange in white.

Gradients may not be visible when printed on an office printer.
VI. SEGMENT IDENTIFICATION

Segment Identification

- Segment Identification will be named by text only.
- The segments are:
  - Flat Rolled Products Segment
  - High Performance Materials & Components Segment

Hyphenations

The terms “flat-rolled” and “high-performance” are hyphenated when they are being discussed or referred to as a process or product(s). They are NOT to be hyphenated when used as a segment title or in the segment title logo.
VII. BUSINESS & OPERATING UNIT IDENTIFICATION

Business & Operating Unit Identification: Color Combinations on White, Knockout and Container Treatments

- Unit Identification logos may appear in the two Corporate colors, blue and black, on a white background.
- The logo may appear as 100% black on black and white or greyscale documents.

Two-Color
Corporate Blue
100% Black

Corporate Blue
100% Black

A knockout may occur on an image dark enough to keep legibility.

The logo may appear as a knockout on black, 50% black, 60% black, 70% black, 80% black, 90% black, Corporate Blue & Corporate Orange.

One-Color
100% Black

Cast Products
Flowform
Forged Products
Powder Metals
Specialty Alloys & Components
Specialty Materials

Cast Products
VIII. MARKET SECTOR IDENTIFICATION

Market Sectors: Color Combinations on White, Knockout and Container Treatments

- Sector Identification logos may appear in the two Corporate colors, blue and black, on a white background.
- The logo may appear as 100% black on black and white or greyscale documents.

Two-Color
Corporate Blue
100% Black

One-Color
100% Black

A knockout may occur on an image dark enough to keep legibility.

The logo may appear as a knockout on black, 50% black, 60% black, 70% black, 80% black, 90% black, Corporate Blue & Corporate Orange.
Product Identification Specifications

The following specifications will be used with the ATI brand for products that will be made and marketed by multiple operating companies. The product names below are a sampling of ATI products. A complete listing of products may be found on ati@work.com.

- When the logo appears in the two Corporate colors, blue and black, the product identification should appear at 65% black followed by the product’s sub-identification in Corporate Blue.
- The logo may appear as 100% black on black and white or greyscale documents.

Two-Color
Corporate Blue
100% Black

One-Color
100% Black

A knockout may occur on an image dark enough to keep legibility.

The logo may appear as a knockout on black, 50% black, 60% black, 70% black, 80% black, 90% black, Corporate Blue & Corporate Orange.
X. STATIONERY – OVERVIEW

Letterhead, Business Card, Notepads, #10 Envelope and Window Envelope

This is a sampling of ATI’s stationery. The following pages show the specifications of the various pieces in the stationery system.
Personalized Letterheads - Print Specifications

Shown below is the print and typographic specifications for personalized 8.5” x 11” Letterhead, for Corporate and all Business Units.

- The ATI Corporate logo must appear in Corporate Blue and black.
- Address blocks are aligned flush left with the “A” in “ATI”.

**Address: 8/9 pt. Helvetica Light**

**Name:** 8/9 pt. Helvetica Bold Oblique

**Specialty Alloys & Components**

**City, State Zip USA**
Tel: XXX-XXX-XXXX x0000
Fax: XXX-XXX-XXXX

**Dear FirstName LastName,**


Ut pharetra dui eget diam volutpat, non molestie augue ornare. In hac habitasse platea dictumst. Pellentesque ac ultrices quam. Pellentesque vehicula est mi, non viverra lectus ultricies sit amet. Etiam vitae congue quam. Phasellus maximus vitae risus at placerat. Phaselius porttitor, ipsum iaculis interdum pharetra, ex nulla gravida nibh, non pulvinar neque augue non tellus.

**Approved Paper Specification:** Strathmore Writing 24# Platinum White Wove.

(If the above-stated Strathmore Writing paper is not available, a close substitute may be specified, with approval from ATI Corporate.)
Non-Personalized Letterheads - Print Specifications

Shown below is the print and typographic specifications for non-personalized 8.5” x 11” Letterhead, for Corporate and all Business Units.

- The ATI Corporate logo must appear in Corporate Blue and black.
- Address blocks are aligned flush left with the “A” in “ATI”.

- Address: 8/9 pt.
  Helvetica Light

- Body: 11/12 pt.
  Arial Regular, single spaced

Dear FirstName LastName,


Ut pharetra dui eget diam volutpat, non molestie augue ornare. In hac habitasse platea dictumst. Pellentesque ac ultricies quam. Pellentesque vehicula est mi, non viverra lectus ultricies sit amet. Etiam vitae congue quam. Phasellus maximus vitae risus at placerat. Phasellus porttitor, ipsum iaculis interdum pharetra, ex nulla gravida nibh, non pulvinar neque augue non tellus.


(If the above-stated Strathmore Writing paper is not available, a close substitute may be specified, with approval from ATI Corporate.)
**X. STATIONERY – A. LETTERHEAD FORMAT**

**Letterhead - Letter Format Specifications**

Shown below is a generic letter format and typographic specifications for setting up personalized correspondence. The following guidelines outline a suggested letter set-up. Visually compatible fonts may be substituted if Arial Regular and Helvetica Light are unavailable. The font size may be increased to 12 points on a letter short in length.

- The ATI Corporate logo must appear in Corporate Blue and black.
- Align letter flush left with the “A” in “ATI”.
- Paragraph breaks are to be implemented above and below the date, salutation line and between paragraphs.

**Address:**

City, State Zip USA  
Tel: XXX-XXX-XXXX  
Cell: XXX-XXX-XXXX  
Fax: XXX-XXX-XXXX  
ATImetals.com  
January 2, 20XX  
FirstName LastName  
Company  
Address  
City, State ZIP USA  
Dear FirstName,

Merem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh as dert uiop io tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, nostru tyui dminim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea comm ex ea commodo consequat. Duis autem vel eum iuui ear dolor in hendrerit in vulputate velit essew meshes consequat, vel illum dolore eu feugiat nulla facilisi at vero eros et accumsan et ludo odio ut eri oris tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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**Body:**

11/12 pt. Arial Regular, single spaced

Four line breaks are allowed for the signature area

Sincerely,

FirstName LastName  
ATI Title  

**Approved Paper Specification:** Strathmore Writing 24# Platinum White Wove.  
(If the above-stated Strathmore Writing paper is not available, a close substitute may be specified, with approval from ATI Corporate.)

**NOTE:**

It is optional to have your cell phone or fax number on personalized letterhead or other stationery items. If using a cell phone number, always place it after the main office telephone number.
News Release - Print Specifications

Shown below is the print and typographic specifications for an 8.5” x 11” Corporate news release.

- The ATI Corporate logo must appear in Corporate Blue and black.
- Address blocks are aligned flush left with the “A” in “ATI”.
- The “news release” type must appear in Corporate Blue and align with the top of “ATI”.


(If the above-stated Strathmore Writing paper is not available, a close substitute may be specified, with approval from ATI Corporate.)
Fax - Print Specifications

Shown below is the print and typographic specifications for an 8.5" x 11" fax.

- The ATI Corporate logo must appear as a one color logo in 100% black.
- Address blocks are aligned flush left with the "A" in "ATI".
- The "fax" type is printed in black and aligns with the top of "ATI".

Approved Paper Specification: 
Hammermill White 20#, Text: Smooth finish

(If the above-stated Hammermill paper is not available, a cost-effective substitute may be specified. Corporate approval is not necessary.)
Memo - Print Specifications

Shown below is the print and typographic specifications for an 8.5” x 11” memo.

- The ATI Corporate logo must appear in Corporate Blue and black.
- The “memo” type is printed in Corporate Blue aligns with the top of “ATI”.
- Correspondence info is aligned left with “memo” heading.


Ut pharetra dui eget diam volutpat, non molestie augue ornare. In hac habitasse platea dictumst. Pellentesque non quam nec mauris laoreet sodales ac efficitur nisl. Suspendisse pretium sapien non ultrices cursus. Morbi facilisis fermentum massa bibendum lobortis. Sed vehicula nisi nisl, in laoreet ex pellentesque in.

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Approved Paper Specification: Strathmore Writing 24# Platinum White Wove

(If the above-stated Strathmore Writing paper is not available, a close substitute may be specified, with approval from ATI Corporate.)
Notepads - Print Specifications

Shown below is the print and typographic specifications for notepads.

- The ATI logo must appear in Corporate Blue and black.
- There are three approved sizes for Corporate notepads: 4.25" x 5.5", 5.5" x 8.5" and 8.5" x 11"
- The approved paper specifications for ATI notepads is : Hammermill White 20#. Text: Smooth finish.

**NOTE:**
The union logo may be used small and placed at the bottom right of the notepad page, 1/4” from the bottom and flush right with the personalized name (on whichever size notepad being printed). If used, the union logo must be printed in black.
Business Card - Print Specifications

Shown below is the print and typographic specifications for business cards. Employees who interface with customers, suppliers and external stakeholders are expected to maintain ATI business cards. The example below shows the proper usage of the logo and also a typical example of a title, and a title and unit/sector name.

- The ATI logo must appear in Corporate Blue and black.
- The approved size for Corporate business cards is: 2” x 3.5”
- The approved paper specifications is as follows:
  Executive Business Cards: Strathmore Writing 100# Platinum White Wove Cover.
  Non-Executive Business Cards: Strathmore Writing 80# Platinum White Wove Cover.
- Thermography may be used on executive cards for the Corporate logo. All other type is to be printed as flat black ink.

For 1-line Title Cards:
Begin card copy lines 5/8” down from top edge of card.

NOTE:
It is optional to have your cell phone or fax number on business cards or other stationery items.
If using a cell phone number, always place it after the main office telephone number.
#10 Envelope - Print Specifications

Shown below is the print and typographic specifications for #10 Envelopes.

- The ATI logo must appear in Corporate Blue and black.
- Return address blocks are aligned flush left with the “A” in “ATI” and may include a maximum of five lines of type.
- The flap of the envelope must remain blank.
- The delivery address may be printed using ATI desktop office printers in black ink only.
- Excluding the ATI logo, the envelope may not contain graphics or non-delivery address text.

**Envelope Paper Specification:** Strathmore Writing #10, 24# Platinum White Wove.

(If the above-stated Strathmore Writing paper is not available, a close substitute may be specified, with approval from ATI Corporate. It must match the corresponding letterhead.)
Email Signature - Specifications

The example below shows the proper usage of the ATI logo and ATI employee name, title, address and phone number. This format is the standard throughout the company.

![Email Signature Example]

- **The ATI logo measures 3/4” from left side of star to the right side of the “I” in “ATI”.
- **“ATI” Height (.3341”)
- **Single Paragraph Break
- **FirstName.LastName@ATImetals.com
- **Font: Times New Roman
  Used for the name, title, address, phone number and extension
- **Font Size: 12 pt
XII. SIGNAGE GUIDELINES

Primary Location Signage - Post/Skirt Base and Panel Signs

ATI primary signs must be consistent throughout ATI’s many operations, service centers and office locations. The primary signs display the ATI logo and geographic or international location. The exact size of primary signs will be determined by site-specific needs, i.e. traffic flow, visibility, lighting and adequate space requirements.

Primary plant signage, on a post/skirt base or as a wall panel, must include:

- The ATI logo in Corporate Blue and black.
- The plant’s geographic operating location.
- The sign must maintain a non-interference space equal to the height of “A” in “ATI”.

Skirt base signage:

- The skirt base is engineered to withstand structural and environmental conditions.
- Materials should be primed to prevent corrosion, with a matte black durable finish.

Approximate width = 8’ - 10’

ATI Signage Vendor Information:
Alliance Franchise Brands LLC
8681 Robert Fulton Drive
Columbia, MD 21046

Contact:
Joe Maulding | joem@alliancefranchisebrands.com
Phone: 410-312-3600 | Fax: 410-312-3520 | Cell: 410-371-4984
XII. SIGNAGE GUIDELINES

Directional Signs - 1 Direction Only

ATI building directional signs will have the company logo, followed by site-specific directional information. The signs may be wall-mounted or post and panel. The best location for signage will be determined based upon the most visible ground space or wall space available.

Directional signage must include:

- The ATI logo in Corporate Blue and black.
- The plant’s geographic operating location.
- Building directional arrows in Corporate Blue flush left with the “A” in “ATI”. Arrow remains to the left of the line of text, only change direction of arrow not position.
- Building locations in black (i.e. main office, shipping and receiving).

Align arrow flush left with “A” in “ATI”

Height of “A” in “ATI”

1.5 height of building location (i.e. Main Office)

Font: Helvetica Bold

Height of “A” in “ATI”

At location, when a direction is no longer needed, align location with “A”

Align location flush left with “A” in “ATI”

ANY USE OUTSIDE OF THE FOLLOWING GUIDELINES IS CONSIDERED INCORRECT. DEVIATIONS FROM THESE VERSIONS ARE CONSIDERED INCORRECT.
XII. SIGNAGE GUIDELINES

Multi-Directional POST Signs - 2 or More Locations

ATI building directional signs will have the company logo, followed by site-specific directional information. These instructions are for post signs only. The best location for signage will be determined based upon the most visible ground space or wall space available.

Directional signage must include:

- The ATI logo in Corporate Blue and black.
- The plant’s geographic operating location.
- Building directional arrows in Corporate Blue.
- Building locations in black (i.e. main office, shipping and receiving).

Align arrow flush left with logo

Location signs remain 3 sq. feet or less, to be placed underneath logo sign.

Height of “A” in “ATI”

Font: Helvetica Bold

Only Multi-Directional Post Signs will align arrows with logo instead of “A”, this is to better visually balance the space on all separate signs.
Multi-Directional PANEL Signs - 2 or More Directions

ATI building directional signs will have the company logo, followed by site-specific directional information. These instructions are for panel signs only. The best location for signage will be determined based upon the most visible ground space or wall space available.

Directional signage must include:

- The ATI logo in Corporate Blue and black.
- The plant’s geographic operating location.
- Building directional arrows in Corporate Blue flush left with the “A” in “ATI”. Arrow remains to the left of the line of text, only change direction of arrow not position.
- Building locations in black (i.e. main office, shipping and receiving).
XIII. SEGMENT OPERATING LOCATIONS: FLAT ROLLED PRODUCTS

Flat Rolled Products Segment

- Flat Rolled Products Segment
- High Performance Materials & Components Segment
- Flat Rolled Products Segment
- High Performance Specialty Components Segment

- Brackenridge Operations
- Bridgeview Operations
- Latrobe Operations
- Louisville Operations
- Zelienople Operations
- Rochester Operations
- New Bedford Operations
- Pico Rivera Operations
- Remscheid Operations
- Monaca Operations
- Natrona Heights Operations
- Vandergrift Operations
- Natrona Heights Operations
- Washington Operations
- Monaca Operations
- Waterbury Operations
- Zelienople Operations
XIII. SEGMENT OPERATING LOCATIONS:
HIGH PERFORMANCE MATERIALS & COMPONENTS

High Performance Materials & Components Segment

Albany Operations
34th Avenue

Bakers Operations

Billerica Operations

Coon Valley Operations

Cudahy Operations

East Hartford Operations

Huntsville Operations

Irvine Operations

Lebanon Operations

Monroe East Operations

Monroe Operations

Oakdale Operations

Portland Operations

Richburg Operations

Richland Operations

Robinson Operations

Salem Operations

Sheffield Operations

Stalowa Wola Operations

34th Avenue

Queen Avenue
XIII. SEGMENT OPERATING LOCATIONS:
INTERNATIONAL COUNTRIES

International

ATI Brazil
ATI China
ATI France
ATI Germany
ATI India
ATI Israel
ATI Italy
ATI Japan
ATI Malaysia
ATI Norway
ATI Poland
ATI South Korea
ATI Spain
ATI Taiwan
ATI United Arab Emirates
ATI United Kingdom
XIV. POWERPOINT TEMPLATES

PowerPoint Templates - Specifications

PowerPoint templates have been created to support the ATI brand identity and are available at ati@work.com. The templates are available by sector and provide a master slide and content slides with approved graphics. PowerPoint page examples are depicted below.
ATI Apparel: Logo Usage on ATI Branded Apparel

The ATI Corporate logo is the only acceptable logo for ATI-branded apparel and head gear.

- The logo must appear in the two Corporate colors—Pantone® 2945 blue and black—100% black, or white.
- When the logo is applied to a dark-colored garment the logo may appear all white.
- In the case of a “one-color” item, where the Corporate Blue and black logo is not appropriate, the logo may appear all black or all white.
- Operating and business unit logos may only appear on a sleeve or hat back and must be written out.
- When ordering apparel in blue and orange, it is acceptable to use the closest available color option. Camo may be ordered for military related apparel.

Two-Color
Corporate Blue
Black

One-Color
Black

One-Color Reverse
White

Relentless Innovation® Logo Usage on ATI Branded Apparel

- “Relentless Innovation®” may be included on the left cuff of long sleeve apparel and the left sleeve of short sleeve apparel.
- The “Relentless Innovation®” registration mark “®” may be excluded in the event that the mark is too small to be visible. Operating and business unit logos may only appear on a sleeve or hat back and must be written out.

One-Color
Black

One-Color Reverse
White
ATI Apparel: Business Shirts and Long Sleeve Apparel

The ATI Corporate logo is the only acceptable logo for ATI-branded business shirts and long sleeve apparel.

- The ATI logo must always appear on the left chest.
- The logo must appear in the two Corporate colors—Pantone® 2945 blue and Black—100% black, or white.
- “Relentless Innovation®” may be included on the left cuff of long sleeve apparel.
- The “Relentless Innovation®” registration mark “®” may be excluded in the event that the mark is too small to be visible.

*Relentless Innovation®* may be used on the left cuff of the business shirt or long sleeve apparel.
ATI Apparel: Polo Shirts and Short Sleeve Apparel

The ATI Corporate logo is the only acceptable logo for ATI-branded polo shirts and short sleeve apparel.

- The ATI logo must always appear on the left chest.
- The logo must appear in the two Corporate colors—Pantone® 2945 blue and black—100% black, or white.
- “Relentless Innovation®” may be included on the left sleeve of short sleeve apparel.
- The “Relentless Innovation®” registration mark “®” may be excluded in the event that the mark is too small to be visible.
XV. APPAREL — OUTERWEAR

ATI Apparel: Lab Coats, Jackets, Sweaters, Vests and Windbreakers

The ATI Corporate logo is the only acceptable logo for ATI-branded lab coats, jackets, sweaters, vests and windbreakers.

- The ATI logo must always appear on the left chest.
- The logo must appear in the two Corporate colors—Pantone® 2945 blue and black—100% black, or white.

ATI logo width is 2.25”
ATI logo patch width is 3”
ATI logo width is 1.8”
ATI Apparel: Hard Hat Branding Options

There are three options available for ATI-branded hard hats. Option 1 must always be used. Options 2 and 3 may only be used in conjunction with Option 1. Deviations from the following guidelines are considered incorrect.

- **Option 1**: The ATI Corporate logo is centered on the front of the hard hat.
- **Option 2**: In addition to the ATI logo, *Relentless Innovation®* is printed on the left side of the hard hat.
- **Option 3**: In addition to the ATI logo and "Relentless Innovation®", the selected geographical operation name is printed on the right side of the hard hat.
ATI Apparel: Head Gear Branding Options

There are two options available for ATI-branded head gear. Option 1 must always be used. Option 2 may only be used in conjunction with Option 1. Deviations from the following guidelines are considered incorrect.

**Option 1**

- ATI logo width is 2.5”
- The ATI Corporate logo is centered on the front of the head gear.

**Option 2**

- Segment Operating Location width is 2.5”
- In addition to the ATI logo, the segment operating location is placed on the sizing strap or directly above it on the body.
Innovation that creates value

We believe in Creating Long-Term Value Thru Relentless Innovation®. This commitment has resulted in the industry’s most advanced production capabilities for specialty materials and components.

ATImetals.com