

Hydro materials marketing toolkit

This guide includes text and logos you can use when making claims about the aluminium in your products on websites, brochures or other marketing material.

Thank you for buying materials from Hydro. Please use the following texts if you would like to document the benefits of using materials from Hydro, or if you would like to document the origin of your certified materials in communication or marketing.

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Aluminium from Hydro

Please use the following text for description of Hydro aluminium used in your products for marketing or communication purposes.

We purchase aluminium from Hydro

We use aluminium from Hydro in our products because it matters to us where and how aluminium is produced. More than two thirds of Hydro's global aluminium production is based on hydropower, which means Hydro is amongst those in the aluminium industry with the lowest carbon footprint. With aluminium from Hydro we choose a material with a lower carbon footprint and material properties suitable for more sustainable production and consumption. Aluminium is light, which reduces energy consumption and emissions of greenhouse gases in product use. Aluminium is 100% renewable and recycling it requires only 5% of the energy needed to produce the metal the first time around. Its strength, flexibility and longevity makes it a more sustainable material than alternatives, with products lasting for generations.



ASI Certified aluminium from Hydro

Please use the following text for description of ASI certified Hydro aluminium or aluminium from a ASI Chain of Custody certified entity used in your products for marketing or communication purpose

Our aluminium is ASI certified

We use ASI Certified aluminium from Hydro in our products. ASI Certified aluminium means it is made while following a comprehensive standard for governance, environment and social performance. Hydro aluminium certified with the ASI Performance Standard and the ASI Chain of Custody Standard help us document that our aluminium products are sourced and produced responsibly throughout the entire value-chain. ASI works toward responsible production, sourcing and stewardship of aluminium in the entire value chain and Hydro has 60* certified production sites all along the value chain from mining operations to building systems plants.

Our aluminium comes from Hydro + entity name

Hydro is a member of the Aluminium Stewardship Initiative (ASI). ASI's mission is to recognise and collaboratively foster the responsible production, sourcing and stewardship of aluminium.

Hydro + entity name has achieved ASI Performance Standard Certification across its business.

Sustainability is important to Hydro + entity name. We are certified against the ASI Performance Standard to demonstrate our commitment to help maximise the contribution of aluminium to a sustainable society.

Hydro + entity name is ASI Chain of Custody Certified. This means we support [as relevant to the message e.g.:

- responsible sourcing of aluminium
- responsible mining practices
- reducing greenhousegas emissions from aluminium smelting
- enhanced recycling and material stewardship of aluminium]

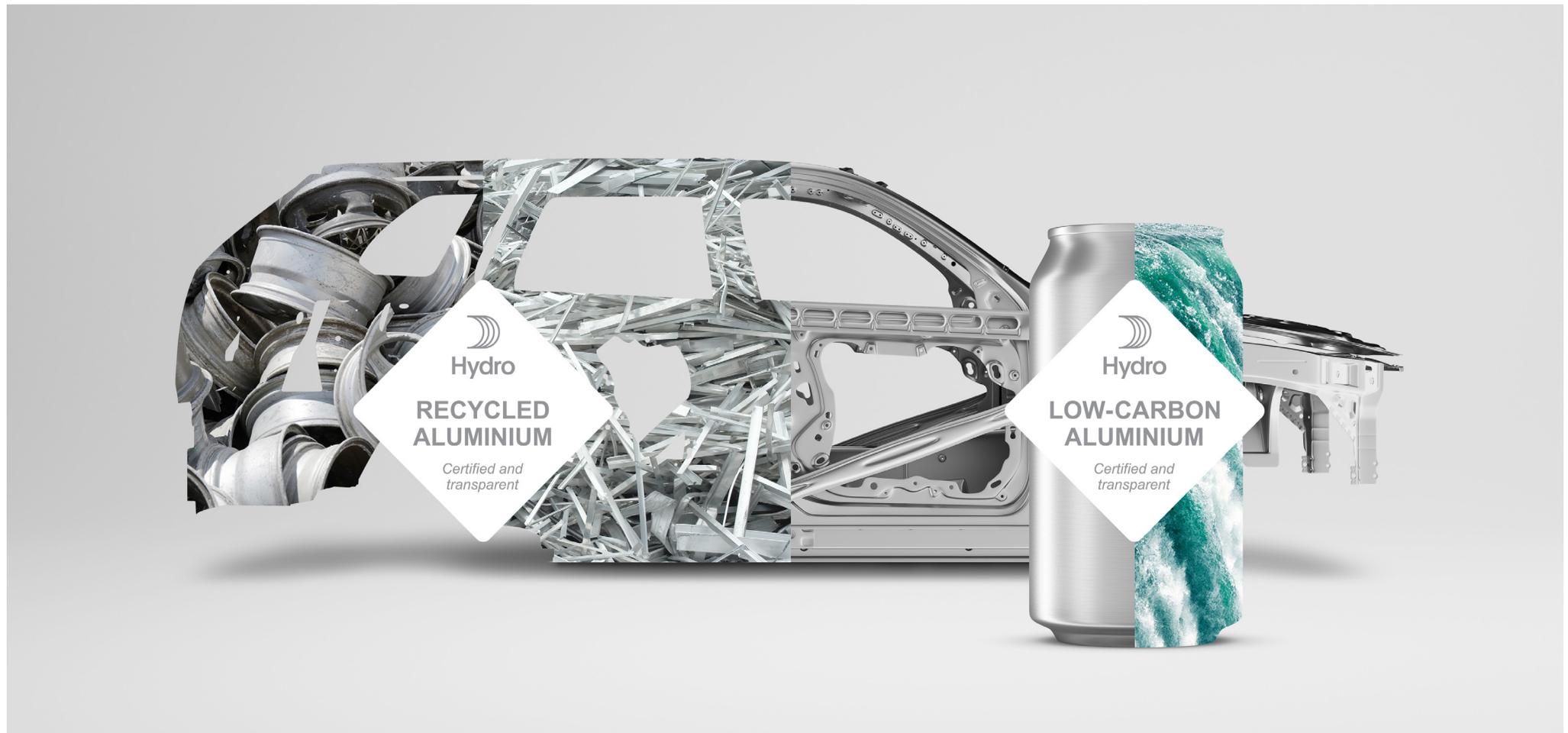
* as per June 15, 2023

Branding strategy

Central to Hydro's brand strategy is our mission to empower customers in promoting the advantages of low-carbon and recycled aluminium. Inspired by the Gore-Tex model, we do more than simply supply metal; we offer a compelling value proposition that elevates the narrative around greener metal and its benefits.

By choosing Hydro's aluminium, you're opting for a more sustainable material. To help you communicate this choice, we provide messaging frameworks and visuals tailored to your needs.

In Hydro, we market Hydro Low-Carbon Aluminium and Hydro Recycled Aluminium, and each comes with its own set of messages and visuals, designed to enhance your marketing and communications materials



Offerings description

Please use the following text for description of Hydro Low-Carbon Aluminium or Hydro Recycled Aluminium used in your products for marketing or communication purposes.

If you bought aluminium branded as either Hydro Recycled Aluminium, you may use the following text:

We use Hydro Recycled Aluminium in our products. This line of aluminium products has a high share of recycled content made from a mix of pre- and post-consumer scrap and primary aluminium.

Hydro Recycled Aluminium is produced by the aluminium company Hydro, utilizing the most advanced sorting technology in the industry. Production takes place on ASI (Aluminium Stewardship Initiative) certified plants and products are backed by Environmental Product Declarations (EPD), which is compliant with the ISO 14025 standard.



If you bought aluminium branded as Hydro Low-Carbon Aluminium, or the legacy product Hydro REDUXA, you may use the following text:

We use Hydro Low-Carbon Aluminium in our products. This aluminium has a maximum carbon footprint of 4 kilo of CO₂e per kilo of aluminium produced, which is one-quarter of the global average.

Hydro Low-Carbon Aluminium is produced by the aluminium company Hydro, employing renewable energy sources like hydro, wind, and solar to produce cleaner aluminium than ever before. The entire production process is fully traceable.

Hydro's Low-Carbon Aluminium below 4 kilo of CO₂e per kilo of aluminium produced is verified in accordance with ISO 14064 by DNV, covering all carbon emissions from bauxite mining and alumina refining to aluminium production via electrolysis and casting.



Offerings description

If you bought aluminium branded as Hydro CIRCAL, you may use the following text:

We use Hydro Recycled Aluminium branded as Hydro CIRCAL, which refers to a range of aluminium products made with recycled post-consumer scrap. Hydro CIRCAL is produced by the aluminium company Hydro, that operates the most advanced sorting technology in the industry - providing one of the highest recycled content in the market. By using recycled aluminium, energy consumption is drastically reduced in the production phase. In addition, we use Hydro CIRCAL that contains a minimum of 75% post-consumer scrap. This means aluminium that has reached its end of life as a product in use and is brought back into the loop via recycling. The production process is fully traceable, and the product is certified by an independent third party (DNV). Hydro assures a CO2 footprint around 2 kilo CO2-e per kilo of aluminium with Hydro CIRCAL.



Text for mentioning Hydro

We source aluminium only from select partners that can meet our high standards. Hydro is an international aluminium and energy company based in Norway and rooted in more than a century of experience in renewable energy, technology and innovation. Read more here hydro.com.

Use of the tags in communication

Do not incorporate Hydro Low-Carbon Aluminium, Hydro Recycled Aluminium or Hydro CIRCAL trademarks or logos into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Hydro Low-Carbon Aluminium, Hydro Recycled Aluminium or Hydro CIRCAL tag/marks and logos.

The mark/tag should be used as an endorser and stamp of approval of the material used in the product and should follow the guidelines provided for this.

Please follow the guidelines for use of the trademark names in the section “brand communication”.

Brand communication

RULES	Correct	Wrong
A trademark is always written all in caps	Hydro CIRCAL	Circal
The name can be followed by a registered trademark [®] in the countries where the trademark is registered*	Hydro CIRCAL [®] or Hydro CIRCAL	
The trademark must always be used in conjunction with Hydro	Hydro CIRCAL	CIRCAL
Never corrupt trademarks	Hydro CIRCAL	Hydro CIRCAL-ALUMINIUM
No abbreviations.	Hydro Low-Carbon Aluminium Hydro Recycled Aluminium	Hydro Low-Carbon Hydro Recycled
No wordmark in continuous texts.	Hydro CIRCAL	Hydro 
Use of the trademark in product endorsement	Product X is made with Hydro Recycled Aluminium, aluminium made with recycled post-consumer scrap Product Y is made with Hydro Low-Carbon Aluminium, aluminium made with renewable energy Product X with Hydro CIRCAL	Product Y Hydro Recycled Aluminium Product Y Hydro Low-carbon Aluminium

*The Hydro CIRCAL[®] trademark has been filed and registered in the U.S, EU, Norway, Canada, China, Switzerland, Turkey and Lebanon.

Product Tags

The emblem is our primary identifier and should be used whenever possible. It is ideal for placements on advertising and products as a sticker or label. It is built to be reproduced as small as 29mm in width, but can be scaled up as large

as necessary. The outline version is to be used when the background is a light color to enhance the diamond shape and as an alternative to a drop shadow.

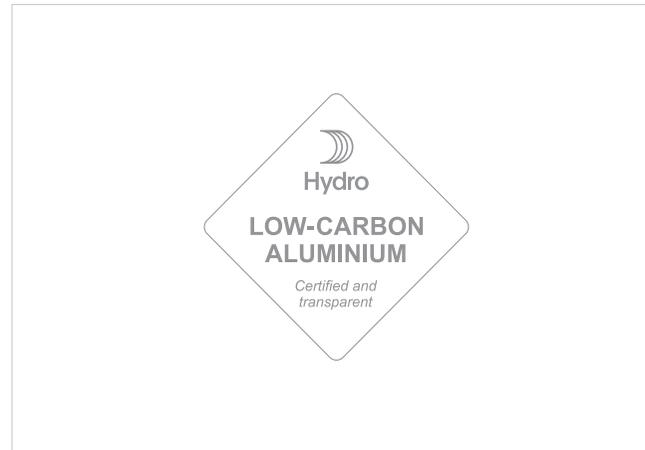
Text color
50% black

Product tag
Minimum size H = 29 mm

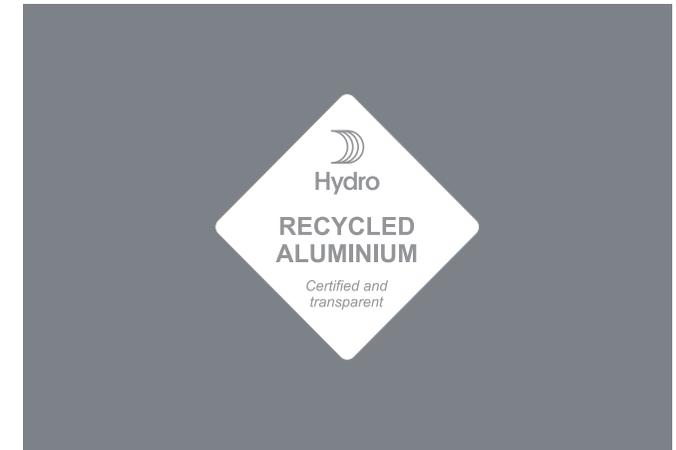


How to use the tags

1. Always use the files provided.
2. The tags can be displayed in various sizes, but should never be used smaller than 30 mm in width – for print. For web usage the minimum size is 120 x 120 pixels.
3. Make sure there is enough clear space around the tag – on all sides. Minimum clear space should be 50% of the size of the tag itself.
4. The tag can be placed on either a solid, colored background – or on top of an image.
5. It is ideal for placements on advertising and products as a sticker or label.
6. If both tags are used together, placements should be either horizontally – or vertically – with a minimum of 10 mm between the tags



White background



Color background



Black background

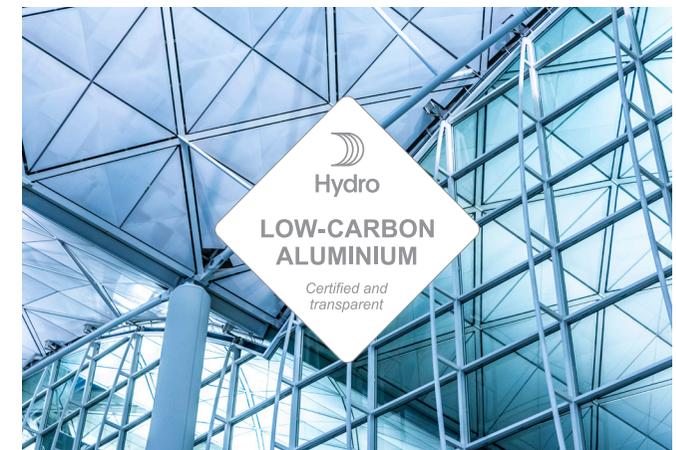
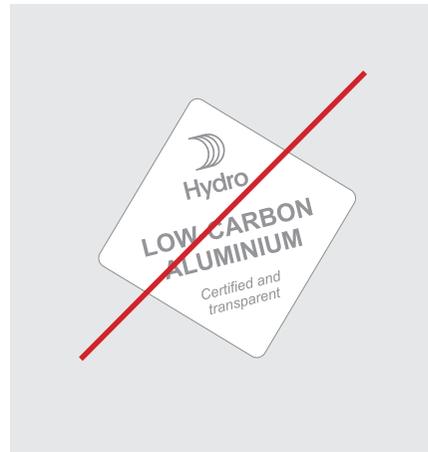


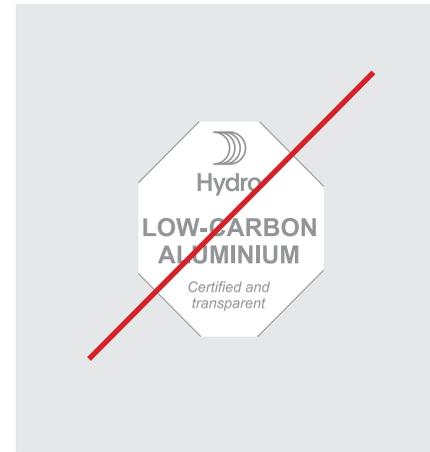
Image background

Don'ts

1. Never re-create the tags.
2. Do not tilt or skew the tags.
3. Do not change shape of tags.
4. Do not crop the tags.
5. Do not add any elements to the tags.
6. Do not change or add colors to the tags.
The tags are always white.



No tilting or skewing



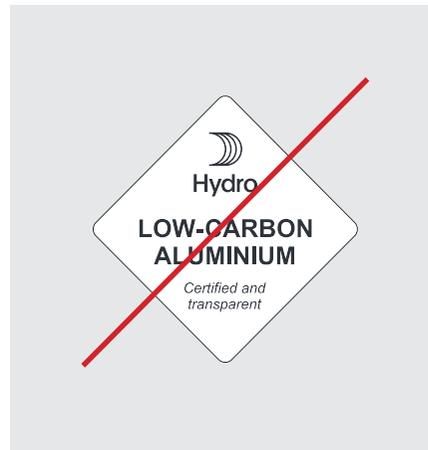
No cropping



No re-shaping



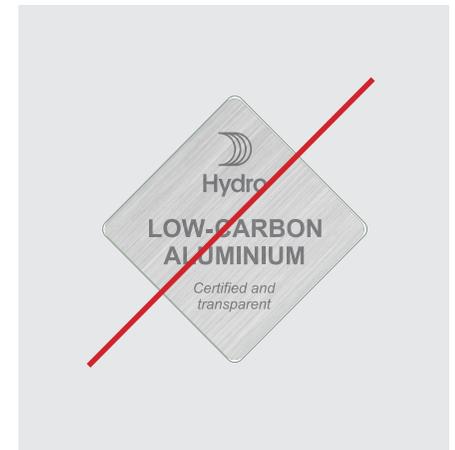
No additions or effects



No change in color



No color additions



No gray or aluminium backgrounds

Examples of use of the tags

In response to the challenges facing the market and the world, Hydro created both certified low-carbon and recycled aluminum offerings. This minimizes the carbon footprint of our products while ensuring safe and responsible production and maximizing opportunities for our customers.

Visit hydro.com/path-to-zero to learn more.

Posters

Every step matters on the path to zero

In response to the challenges facing the market and the world, Hydro created both certified low-carbon and recycled aluminum offerings. This minimizes the carbon footprint of our products while ensuring safe and responsible production and maximizing opportunities for our customers.

Visit hydro.com/path-to-zero to learn more.

Hydro Low-Carbon Aluminum is produced using renewable energy.

Reduce car production emissions with low-carbon aluminum

Hydro Recycled Aluminum

Hydro turns aluminum from old windows, cans and car parts into high-quality aluminum that can be used in new cars.

Reduce car production emissions with recycled aluminum

Social media post

Examples of use of the tags in Advertising



Paving the way for true zero-emission cars

Light, durable and crash-resistant, aluminium has long been a material of choice in the automotive industry. With increasingly strict emissions regulations and consumers demanding more sustainable options, the choice of materials must be based on more than just function, but on embedded emissions throughout the entire lifecycle.

With low-carbon aluminium like Hydro REDUXA and Hydro CIRCAL, we utilize renewable energy and recycled scrap for lower build phase emissions. Couple that with aluminium's infinite recyclability and lightweight for lower use phase emissions, low-carbon aluminium can help you

remain competitive in a market governed by global climate concern.

Our greener aluminium products all come with a verified certificate detailing the environmental footprint, from mining to the final metal (Scope 1-3), traceable down to each individual batch – a transparent and easy way of calculating and reporting your carbon footprint.

Visit hydro.com/path-to-zero to see how greener aluminium can help you reach your sustainability goals without compromising on safety and design.



Print ads

Every step matters on the path to zero

Aluminium is a key material in the circular economy. Meet your sustainability goals with recycled and low-carbon aluminium from Hydro.

[Learn more >](#)

Every step matters on the path to zero

Aluminium is a key material in the circular economy. Meet your sustainability goals with recycled and low-carbon aluminium from Hydro.

[Learn more >](#)

Digital ads