CENTAMIN

BRAND GUIDELINES

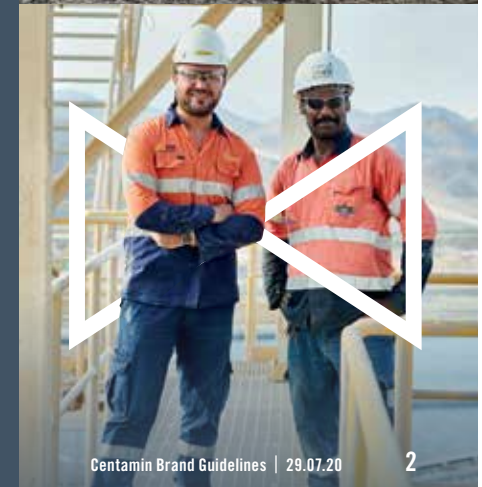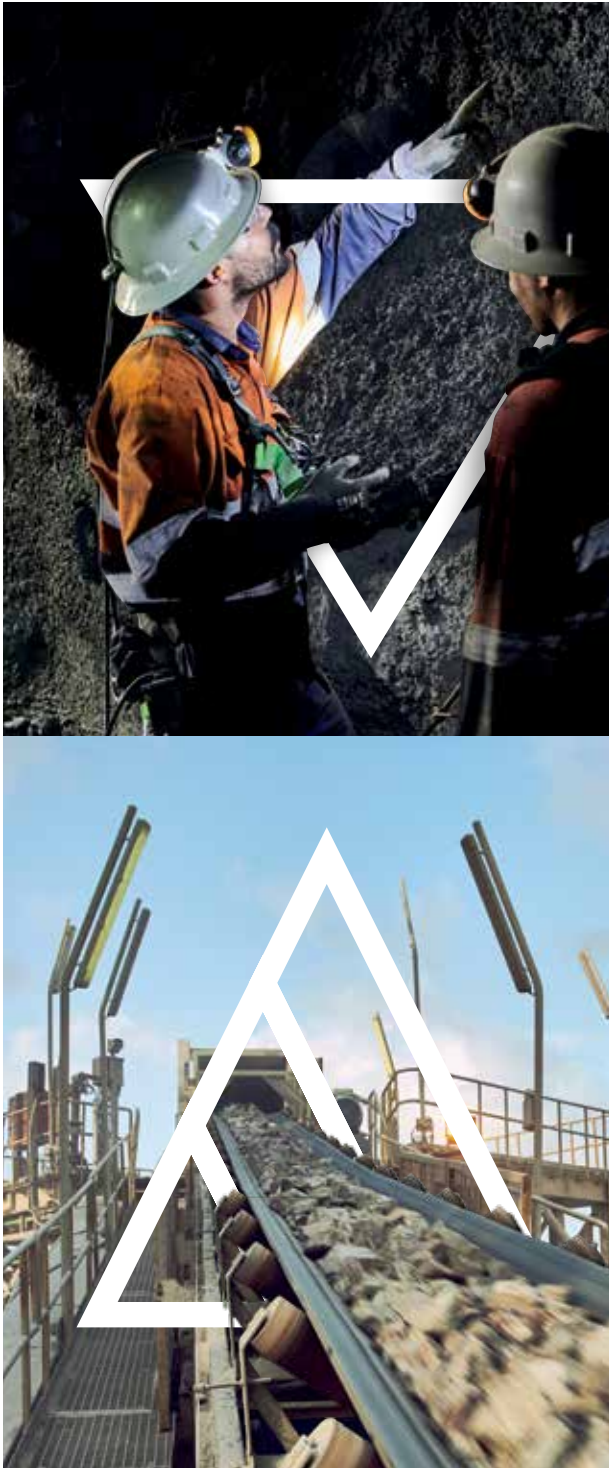29.07.20

CENTAMIN

ENSURING WE COMMUNICATE IN A CLEAR AND CONSISTENT WAY

Introducing the Centamin identity and visual language guidelines. We have produced these instructions to ensure that our visual elements are used consistently. By following these guides, we can ensure that all our communications have a common 'look and feel' and visually represent our values.

In this document we have detailed the rules around logo usage, imagery, typography, graphic elements and provided some examples of work in progress. Used correctly these guidelines will help develop a strong visual language and protect our brand.

ALEXANDRA CARSE
BRAND & COMMUNICATIONS

CENTAMIN ⋙

BRAND GUIDELINES
CONTENT

CENTAMIN

1.0
OUR LOGO

1.1
Master logo and colours

Logo

The master artwork for our logo should be used at all times. The elements of the identity have been specifically drawn and should not be altered.

Colour

Our logo, where possible, should be printed to match Pantone 4515 as shown opposite.

When full colour is not possible the logo should be printed using the guides shown in 1.2

CENTAMIN

CENTAMIN

Pantone® 4515

C31 M31 Y69 K2
R181 G163 B106
#b5a36a

1.2
Logo variations
and single colour

Logo variations

There is only one version of our logo, with the wordmark followed by the graphic symbol. The relationship between these elements are fixed and should not be changed.

Single colour

When the logo cannot be printed in gold it can only be shown in black or white as illustrated opposite.

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1.3
Using our logo on a coloured or image background

Ensuring clarity

It is important that our logo is always shown in a clear way. Depending on the background colour or the strength of an image you will need to consider which version of the logo will work best.

As illustrated opposite care should be taken to ensure the logo is position on a clean area of an image, ensuring that the complexity of the background does not obscure the logo.

1.4
Exclusion zone
and minimum size

Exclusion Zone

To ensure our logo always sits within its own space we have defined an exclusion zone. No other element shown be positioned closer to the logo than shown opposite. The exclusion zone has been created using the centre triangle of the logo symbol.

Minimum Size

To ensure the logo is always used in a clear way we have defined a minimum size for reproduction.

Exclusion Zone

Minimum Size

Minimum size in print

184px x 25px

Minimum size online

1.5
Logo lock-up for partner organisations

When we need to show our relationship with partner organisations the following lock-up should be used. The spacing between the logos and the keyline uses the guides from our exclusion zone, shown in 1.4

Where possible the horizontal version should be used. However, when space is limited a stacked version has been created. Shown opposite this version of the logo follows the same colourways as the main logo option.

The creating of partner lock-ups will need approval from Group Marketing.

Stacked version for special circumstances
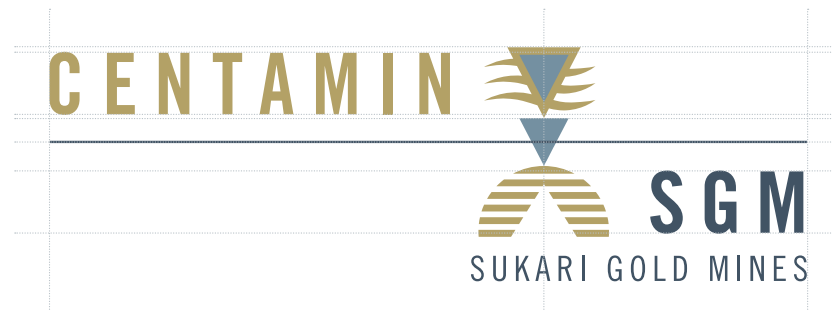
1.6
What not to do!

Hopefully the guides on the previous pages will ensure the logo is used in a clear and consistent way. However, illustrated opposite is a range of examples of what not to do!

DO NOT change the colour of the logo from those outlined in these guidelines.

DO NOT change the colour of the logo mark. The whole logo should use a permissible colour.

DO NOT distort the logo. Always reproduce from the master artwork.

DO NOT change the format of the logo. Always reproduce from the master artwork.

DO NOT add partner names to the logo. Always follow the guideline for partner lock ups

DO NOT change the size relationship between the two elements of the logo.

DO NOT position the logo on an angle. The logo should always be used in a horizontal plane.

DO NOT substitute our logo mark with any of our icon set. Always reproduce from the master artwork.

DO NOT use alternative typefaces for a wordmark. Always reproduce from the master artwork.

CENTAMIN

2.0
OUR COLOURS
& FONTS

2.1
Colour Palette

Our colour palette is inspired by
our geology.

The specifications for these colours are
shown in 2.2

A palette inspired by our geology

2.2
Colour breakdowns

Our colour palette is shown opposite with the colour breakdown in CMYK, RGB and web from the Pantone® spot versions.

In addition to our 6 key colours we can also use black for body copy and on single colour projects.

Please note

We are currently reviewing the finer details of our colours and these may get adjusted over time.

**Pantone®
4515**

C31 M31 Y69 K2
R181 G163 B106
#b5a36a

**Pantone®
Cool Gray 7**

C43 M35 Y34 K0
R152 G153 B155
#9a9a9c

**Pantone®
7545**

C77 M60 Y44 K25
R65 G84 B100
#415464

**Pantone®
438**

C56 M64 Y59 K40
R87 G69 B69
#574545

**Pantone®
4995**

C35 M67 Y48 K11
R156 G98 B104
#9c6268

**Pantone®
4735**

C24 M35 Y40 K0
R196 G164 B147
#c2a392

**Pantone®
Process Black**

C0 M0 Y0 K100
R0 G0 B0
#000000

CENTAMIN

2.3
Our primary fonts:
Flama & Trade Gothic

External communications usage

Our primary fonts should be used consistently on all our external communications. These are items which have either been professionally printed or digitally communicated with our stakeholders.

Flama font

The Flama font is to be used for large headline text only. The medium weight is the only one to be used. It should be used sparingly within our communications.

Trade Gothic font

The Trade Gothic font is to be used for all other areas of typography. The Trade Gothic font is available in several weights including a range of condensed versions. Usage of this font is illustrated in 2.4

Flama: Headline Font only

Flama medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789
!@#$%^&*(){}?><

Trade Gothic LT Std: Text Font

Trade Gothic LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*(){}?><

Trade Gothic LT Std Condensed No.18
Trade Gothic LT Std Condensed No.18 Oblique
Trade Gothic LT Std Bold Condensed No.20
Trade Gothic LT Std Bold Condensed No.20 Oblique

Trade Gothic LT Std Bold
Trade Gothic LT Std Bold Oblique
Trade Gothic LT Std Light
Trade Gothic LT Std Light Oblique
Trade Gothic LT Std Regular
Trade Gothic LT Std Regular Oblique

2.4
Font styles and usage

Typography that provides greater personality

Shown opposite are examples of how we can use our primary fonts. Showing the use of bold and light fonts as well as capitalisation.

Further development in this area will be shown in later guides. Also see Section 4.0 for design examples.

SUSTAINABILITY

7.25MoZ

Group Reserve with additional copy to explain statistic

94%

Open pit truck with additional copy to explain statistic

Clear strategy

Centamin's core strategy remains focused and consistent: deliver organic growth by optimising the performance of our existing operation, while progressing an active pipeline of future growth prospects through the discovery and development of ore bodies that meet our operational and cost objectives. Stringent cost management and closely managed, disciplined capital allocation has delivered another year of meaningful cash generated from operations of US$223.4 million.

"

ME ET IDEREREIUM VOLORIANTEM. ODIA SEQUAE CON PARUM SED FUGA. APELISINT VELOR SITAEPTATUR ODIA SEQUAE CON PARUM SED FUGA. APELISINT VELOR SITAEPTATUR

Quote style "

MARTIN HORGAN
CHIEF EXECUTIVE OFFICER

Title to go here
Lorem ipsum velor sed dolor velor ed diam nonomy sed iam velor. Undae nem natus. Ga. Et eum animolum faci solestibust prat voluptatus poriaecese nobit voles es pori blaute nonse nobit rehenit, od et laces et doluptio con re nam ipsaero od qui volupti nctatur.

MAXIMISING FUTURE VALUE

We are uniquely positioned among mid-tier gold producers to generate value for shareholders, by optimising the value of our existing operations whilst progressing an active pipeline of future growth prospects.

2.5
Our secondary (digital) font: Arial

Internal communications usage

Our secondary font should be used consistently on all our internal communications. These are items created on our internal desktop computing system for communicating to our employees.

Arial can also be used for digital projects and within PowerPoint, Excel or Word when the primary fonts are not available or cannot be embedded.

Arial: Digital font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*(){}?><

Arial Regular

Arial Regular Italic

Arial Bold

Arial Bold Italic

CENTAMIN

3.0
OUR IMAGE STYLE

3.1
Our photographic style:
Capturing our people

Create 'hero' level imagery by maximising the strength our people

Shown opposite are images from our recent photoshoot. These images are available to use from our library.

A stronger, more authentic library of photography that will set us apart and tell a more compelling story of how we work.

3.2
Our photographic style: Capturing our infrastructure

Addressing the balance of people and operations

Shown opposite are images from our recent photoshoot. These images are available to use from our library.

A **balance** of people and operations.
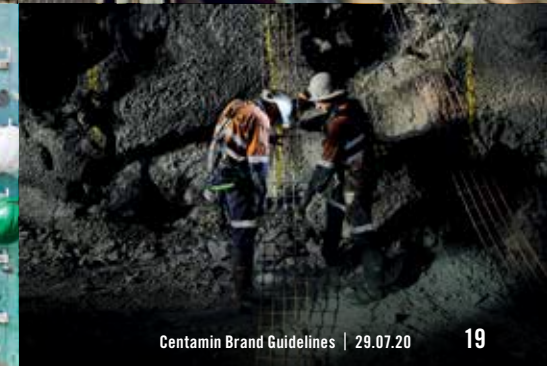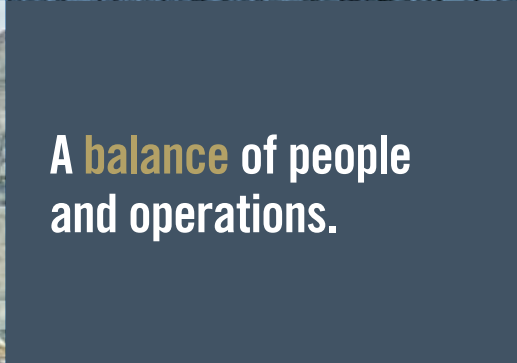
| ASSET QUALITY | STAKEHOLDER RETURNS | SUSTAINABILITY | FINANCIAL FLEXIBILITY | ACTIVE GROWTH PIPELINE |

3.3
Introducing our 'Strategy icons'

Consistent use of our icons

We have developed a set of icons around our strategic priorities. These icons can be used to communicate our strategy as well as graphically to interact with our imagery to create a distinctive brand language as shown in 3.4

As shown opposite, these icons can be reproduced in gold from our colour palette, black or reversed out of a background colour in white.

| ASSET QUALITY | STAKEHOLDER RETURNS | SUSTAINABILITY | FINANCIAL FLEXIBILITY | ACTIVE GROWTH PIPELINE |
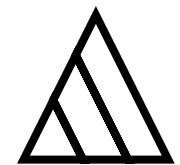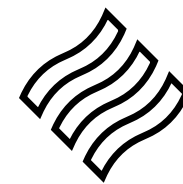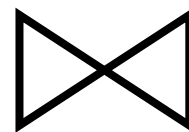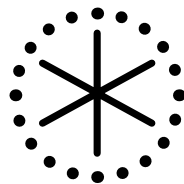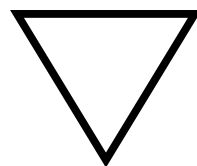
3.4

Combining our imagery and icons

Regionally inspired 'strategy' icons combined with our people and our infrastructure.

Illustrated opposite is how we integrate our icons into our imagery, helping to place greater emphasis on our workforce.

A DISTINCTIVE BRAND LANGUAGE FOR CENTAMIN

Placing greater emphasis on our workforce.

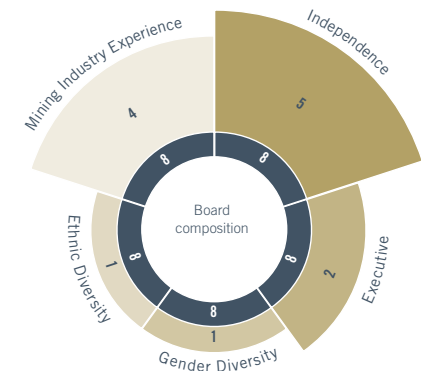**Working with the 'Strategy icons', interacting with our photography.**

CENTAMIN

3.5
Graphs, charts and infographics

Consistent use of our colours, fonts and typography.

Any graphs, charts and infographics should use our colours and our fonts. Illustrated opposite is how we can create a consistent look and feel within our communications.
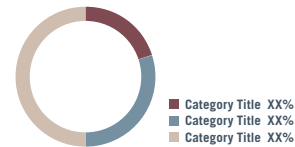
ATTENDANCE

	Board	Audit and Risk Committee	Health, Safety, Environmental and Sustainability Committee	Compliance and Corporate Governance Committee	Remuneration Committee	Nomination Committee
Non-executive						
Andrew Pardey (C.)	◆◆◆◆◆◆					
Ross Jerrard	◆◆◆◆◆					
Non-executive						
Josef El-Raghy	◆◆◆◆◆◇					
Edward Haslam	◆◆◆◆◆◆	◆◆◆◆◆◆	◆◆◆	◆◆◆ (C.)	◆◆◆◆ (C.)	◆◆◆◆◆◆
Dr Fawzy	◆◇					
Alison Baker	◆◆◆◆◆ (C.)	◆◆◆	◆◆◆◆◆◆			
Mark Bankes	◆◆◆◆◆◆	◆◆◆◆◆◆	◆◆◆ (C.)	◆◆◆	◆◆◆◆	
Mark Arnesen	◆◆◆◆◆ (C.)	◆◆◆◆◆◆	◆◆◆	◆◆◆◆	◆◆◆◆◆◆	

Board composition — Mining Industry Experience, Independence, Executive, Gender Diversity, Ethnic Diversity

GENDER BREAKDOWN

- ■ Category Title XX%
- ■ Category Title XX%

LENGTH OF SERVICE

- ■ Category Title XX%
- ■ Category Title XX%
- ■ Category Title XX%

CHAIRMAN

- Everspe liquis explat exped mo totatem quas accus ex eatem re nos dolumquas debis sam simusam
- Unditae repe plabori tibearum del iunt endi oditatur autecti tem quunt acerem experchil il intur audandipit que voluptatum aboraep turia
- Unditae repe plabori tibearum del iunt endi oditatur autecti tem quunt acerem experchil il intur audandipit que voluptatum aboraep turia

Executive — **Non-Executive**

CHIEF EXECUTIVE OFFICER | **CHIEF FINANCIAL OFFICER** | **NON-EXEC DIRECTORS**

54%

- 000.0
- 000.0
- 000.0
- 000.0
- 000.0

KPI Statistic Title

MANAGING THE SUCCESSION PROGRAMME

BOARD APPOINTMENTS

- Three Board Appointments made in 2019
- An additional Board Member being sought to transition into the Non Executive Chair role

ROTATION

- A review of the Committees to be completed by 2020 with the placement of the new NEDs in the relevant Committees
- Two new Senior Management Appointments made in 2019 namely; Jeremy Langford and John Singleton

CENTAMIN

4.0
COLLATERAL EXAMPLES

CENTAMIN

4.1
## Annual Report

Illustrated opposite are the latest visuals of our Annual Report which demonstrates our guidelines in action.

4.2
Sustainability Report

Illustrated opposite are the latest visuals
of our CSR Report which demonstrates
our guidelines in action.
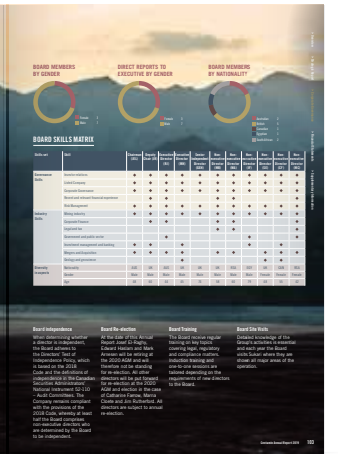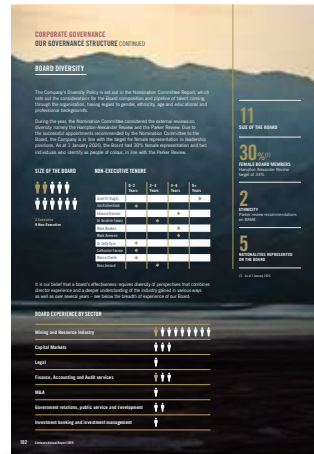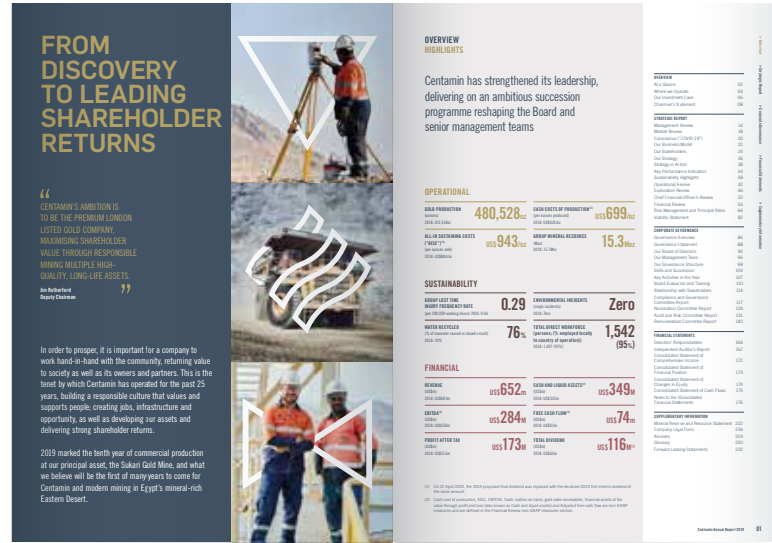
4.3
Website

Illustrated opposite are the latest visuals of our new website which demonstrates our guidelines in action.
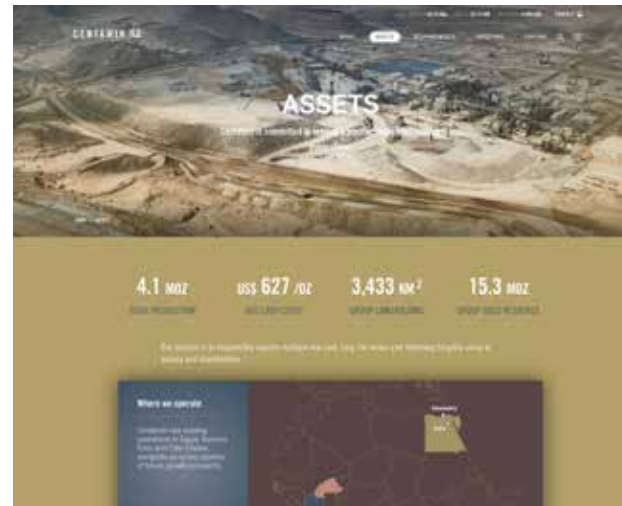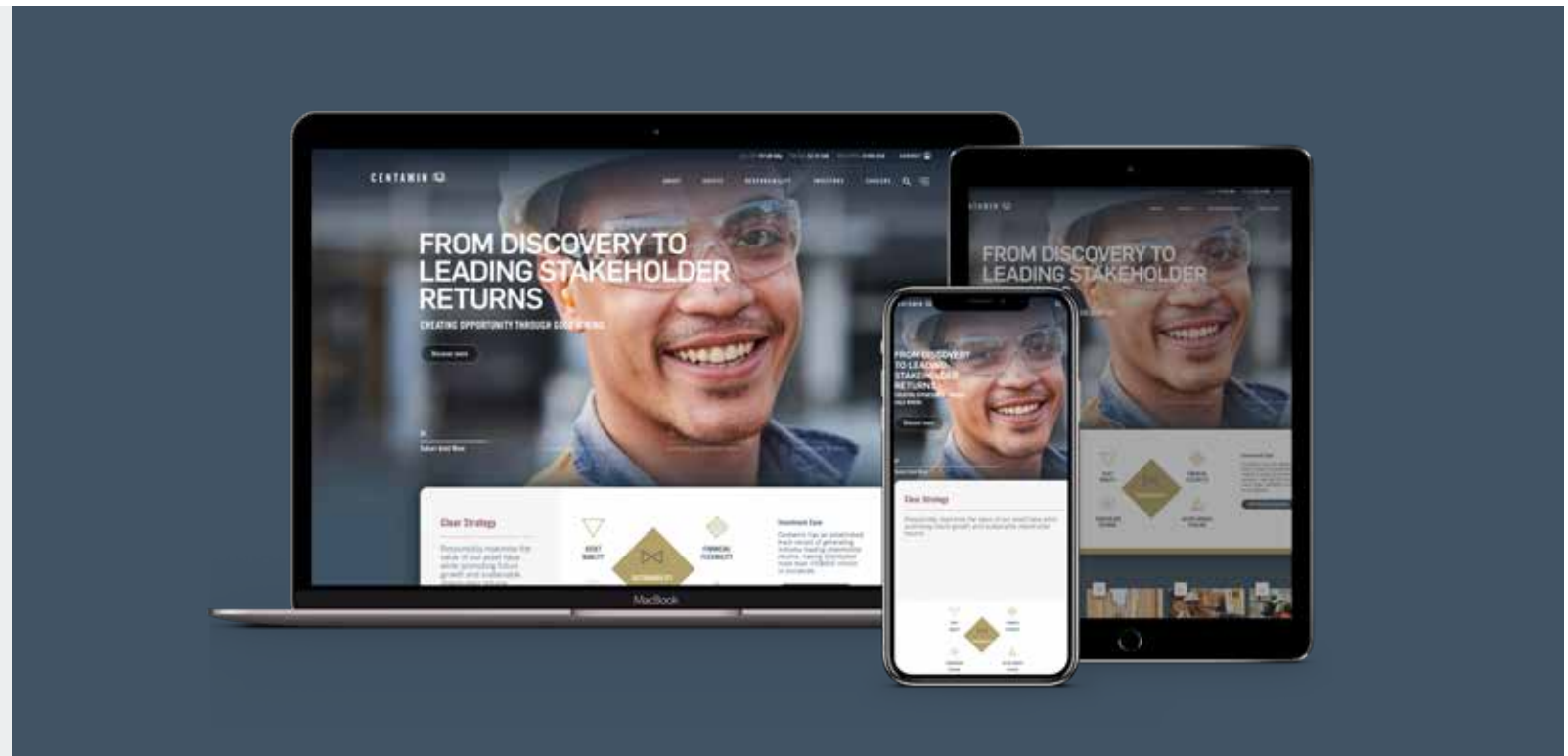
CENTAMIN

4.4
PowerPoint
Presentation

Illustrated opposite are examples of an investor presentation in PowerPoint which demonstrates our guidelines in action.

CENTAMIN

INTERIM BRAND GUIDELINES

NEED HELP?

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