

ATTRIBUTION STATEMENT AND COPYRIGHT

Any material referring to the trademarks shall also include a brief statement attributing their ownership to Nexans. Typically, the attribution statement is displayed at the end of the material, in the footer of the document or website and should read :

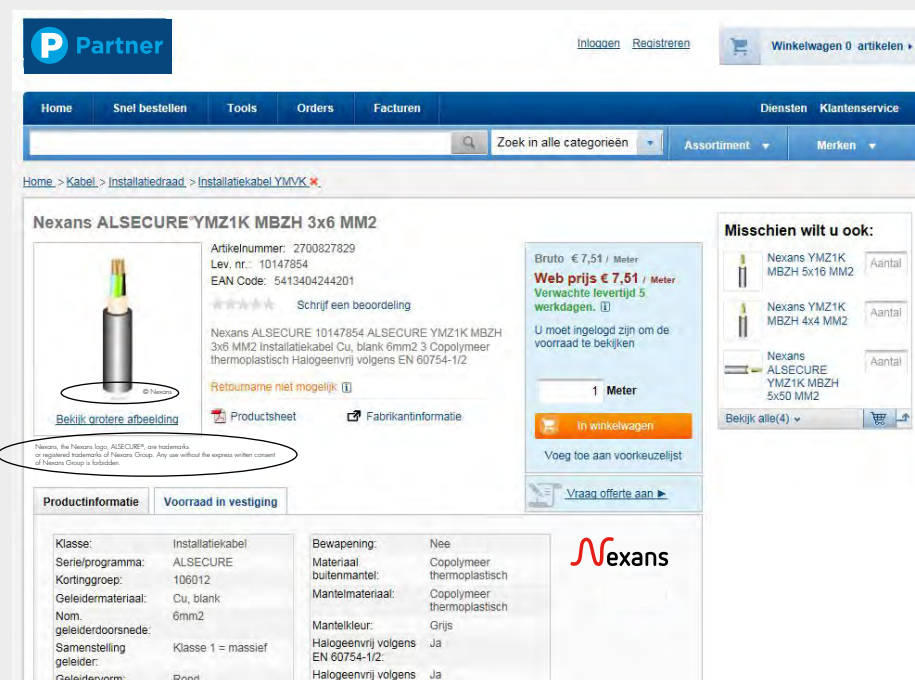
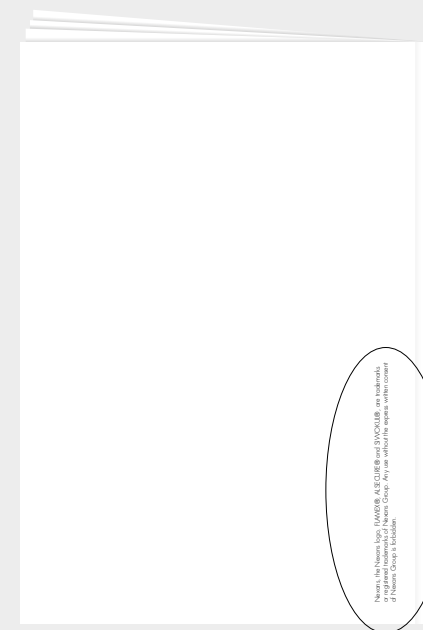
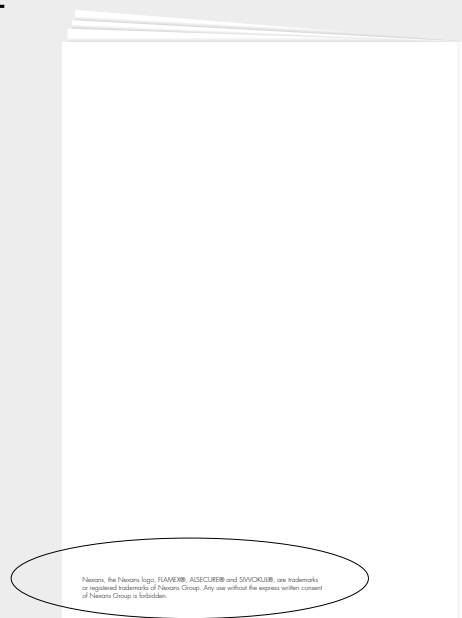
Nexans, the Nexans logo, [product brand(s)], are trademarks or registered trademarks of Nexans Group. Any use without the express written consent of Nexans Group is forbidden.*

Photographs and drawings

The use of photographs and drawings of Nexans products is authorized. The mention « Copyright Nexans » or « © Nexans » will be systematically appended to each photograph or drawing of a Nexans product used in your communication materials.

When communicating general information about Nexans, the Partner must ensure that the conveyed data is accurate and up-to-date; the information is made available by Nexans on its website www.nexans.com/about and updated on a yearly basis at the time of the annual financial results (in February of each year).









*complete with the relevant product brand(s) e.g. ALSECURE, FLAMEX, SIWOKUL.



NEXANS NAME AND LOGO / CORPORATE COLORS

Red and black are the two colors used for the logotype.
To ensure the consistency and strength of the Nexans brand, it is important to comply with the color codes provided here.



PANTONE		QUADRICROMIE		RGB		RGB WEB	
							
PANTONE 485 C	PANTONE PROCESS BLACK	C : 0% M : 96% Y : 97% K : 0%	C : 0% M : 0% Y : 0% K : 100%	R : 205 G : 49 B : 43	R : 39 G : 37 B : 37	R : E4 G : 1F B : 18	R : 1D G : 1D B : 1B

NEXANS NAME AND LOGO / POSITIVE - NEGATIVE - MONOCHROME - EXCLUSION ZONE - MINIMUM SIZE

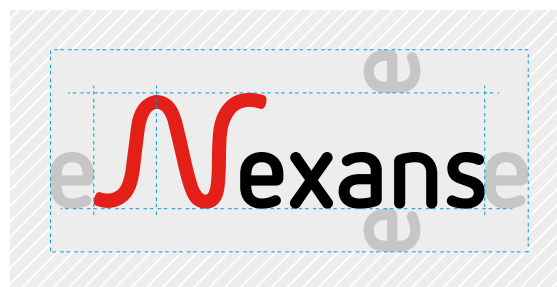
The logotype must not be used inside a frame (plain or not).
The color of its immediate background will be that of the material on which it appears.

On a colored background, use the logotype version that provides the greatest contrast.

On a white background the positive logotype is used.

The logo consists of a stylized red 'N' followed by the word 'exans' in white lowercase letters.The logo consists of a stylized white 'N' followed by the word 'exans' in white lowercase letters.The logo consists of a stylized red 'N' followed by the word 'exans' in black lowercase letters.The logo consists of a stylized black 'N' followed by the word 'exans' in black lowercase letters.

EXCLUSION ZONE



MINIMUM SIZE



NEXANS NAME AND LOGO / AUTHORIZED USAGES

The Nexans logo cannot be used in the body text of a document: only the Nexans name written within the body of a text, in the same colour as the text, is authorized.



The Nexans name must always be written with its first letter "N" in uppercase and the remaining letters in lowercase.



The Nexans name must be rendered in "classic" fonts, as close as possible to the Nexans Group official fonts: Futura for all supports and Arial for online. Italics, boldface, underlying, quotation marks or any other emphasis method shall not be used.


Authorized


 Only the Nexans name written within the body of a text, in the same colour as the text, is authorized.


Not authorized

 It is not authorized to use the  as part of a full sentence.

 It is not authorized to use the  as part of a full sentence.

 N alone in color or black 

 It is not authorized to use the Nexans name in a colour different as the colour of the text.

 It is not authorized to use the Nexans name in a colour different as the colour of the text.

NEXANS COMMERCIAL TRADEMARKS / AUTHORIZED USAGES

The mention of the trademark in written materials must be accompanied by the proper trademark symbol in each country, as advised by Nexans Marketing Communications department: TM or ®

Do not use the trademark as a design element. The trademark must be written in capital letters and preceded by the Nexans name.

The trademark must be rendered in "classic" fonts, as close as possible to the Nexans Group official fonts: Futura for all supports and Arial for online; italics boldface, underlying, quotation marks or any other emphasis method shall not be used.

Authorized

Trademark with Nexans and symbol mention




Nexans FLAMEX® cables for rolling stock

Nexans ALSECURE® fire-safety cables

Nexans SIWOKUL™ cables for motors

Not authorized

Trademark without Nexans and symbol mention

-  FLAMEX™ cables for rolling stock
-  Alsecure fire-safety cables
-  Official distributor of Siwokul cables for motors




Arial or Futura fonts (or close to)

Nexans FLAMEX® cables for rolling stock

Nexans ALSECURE® fire-safety cables

Nexans SIWOKUL™ cables for motors

Fancy fonts

-  *Nexans FLAMEX™ cables for rolling stock*
-  *Nexans Alsecure fire-safety cables*
-  *Nexans SIWOKUL™ cables for motors*

BRANDS LOGOS / POSITIVE

Font = Fututa Std Bold Oblique

Colours:

Red = Pantone 485c
RGB 205/49/43

Black= Pantone Process BlackC
RGB 39/37/37

Fonts = 'e' = Lucida handwriting italic
'ssential' = Gadget regular

Colours:

Orange = Pantone 172U
RGB 255/103/77

Black= Pantone Process BlackC
RGB 39/37/37

LAN*mark*

LAN*mark-OF*

LAN*sense*

LAN*active*

e*ssential*