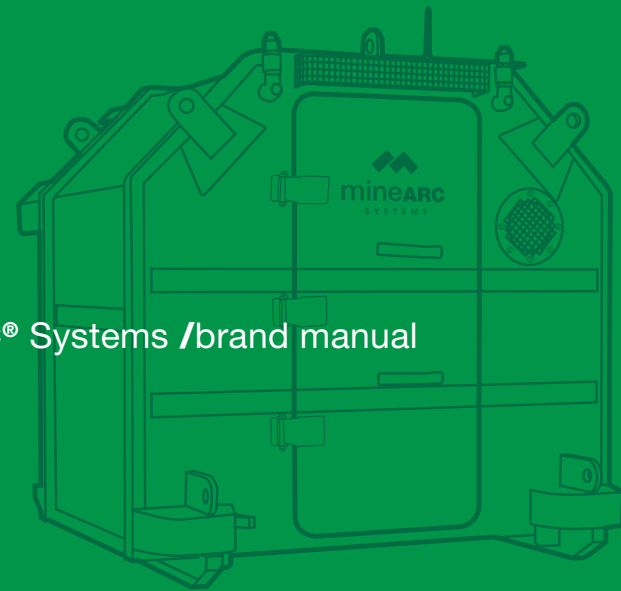




mineARC® Systems /brand manual



Why a Brand Manual?

WHAT'S IN A BRAND?

This brand manual serves as a reference tool for all MineARC employees, and for those outside the company who want to get to know the MineARC brand better.

The MineARC brand is a valuable asset which we need to maintain properly if we are to get the best out of it.

This includes all of the elements that make up MineARC's 'visual identity', such as our logos, typefaces, corporate colours, images, and so on.

Therefore, this brand manual outlines the correct (and incorrect) use of all of these elements; ensuring that our resources and communications are consistent, wherever they are, anywhere in the world.

Consistency = Quality

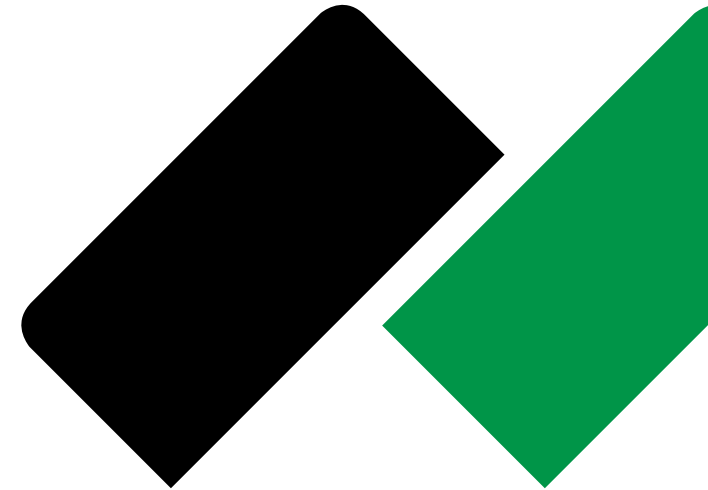
The MineARC brand encompasses more than just our visual appearance however.

A brand can be said to define a company's identity as a whole.

Therefore, this brand manual also seeks to outline the who, what, where, how and why of MineARC.

The answers to these questions, we believe, are what makes the MineARC brand so strong, appealing and unique!

MineARC Systems.



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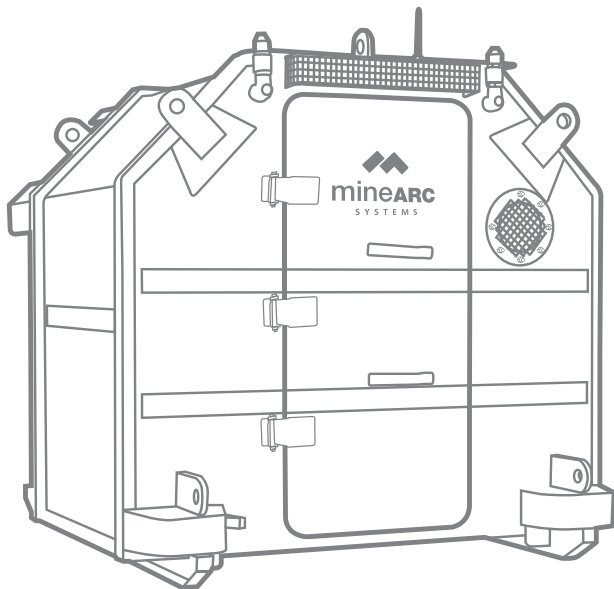
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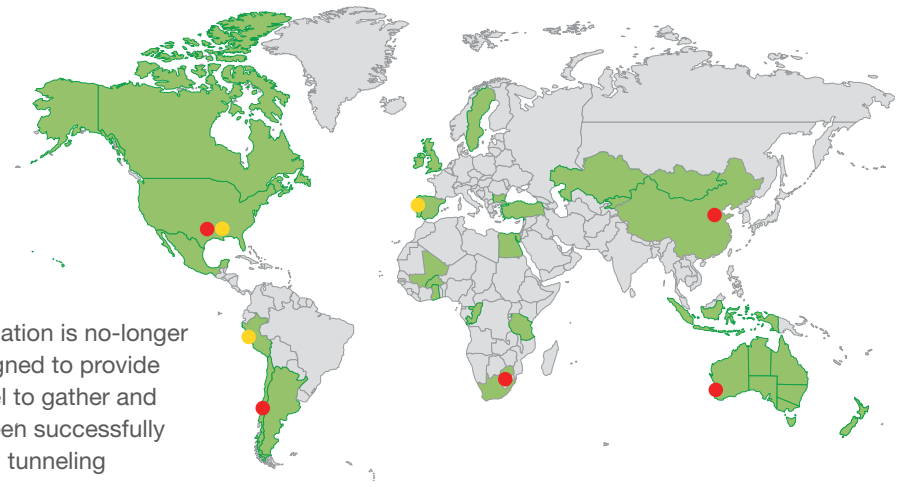
Company Profile

Established in 1999, MineARC Systems is now the global leader in the manufacture and supply of emergency safe-refuge to the underground mining, tunneling, and petrochemical industries. MineARC also designs and manufactures emergency refuge for residential communities commonly at risk from bush / forest fires – a seasonal concern across many parts of Australia and the United States.

Emergency refuge forms an integral part of an underground mine, tunnel or petrochemical operation's wider Emergency Response Plan (ERP). Fires, explosions, rock-falls, flooding, and the release of smoke and other forms of toxic gas are the types of industrial incidents that occur all too frequently, despite the high levels of planning and safety precautions in place.

In these types of emergencies, when evacuation is no-longer safe or practical, emergency refuge is designed to provide a safe and secure 'go-to' area for personnel to gather and await extraction. MineARC refuges have been successfully used around the world in multiple mine and tunneling emergencies to save lives.

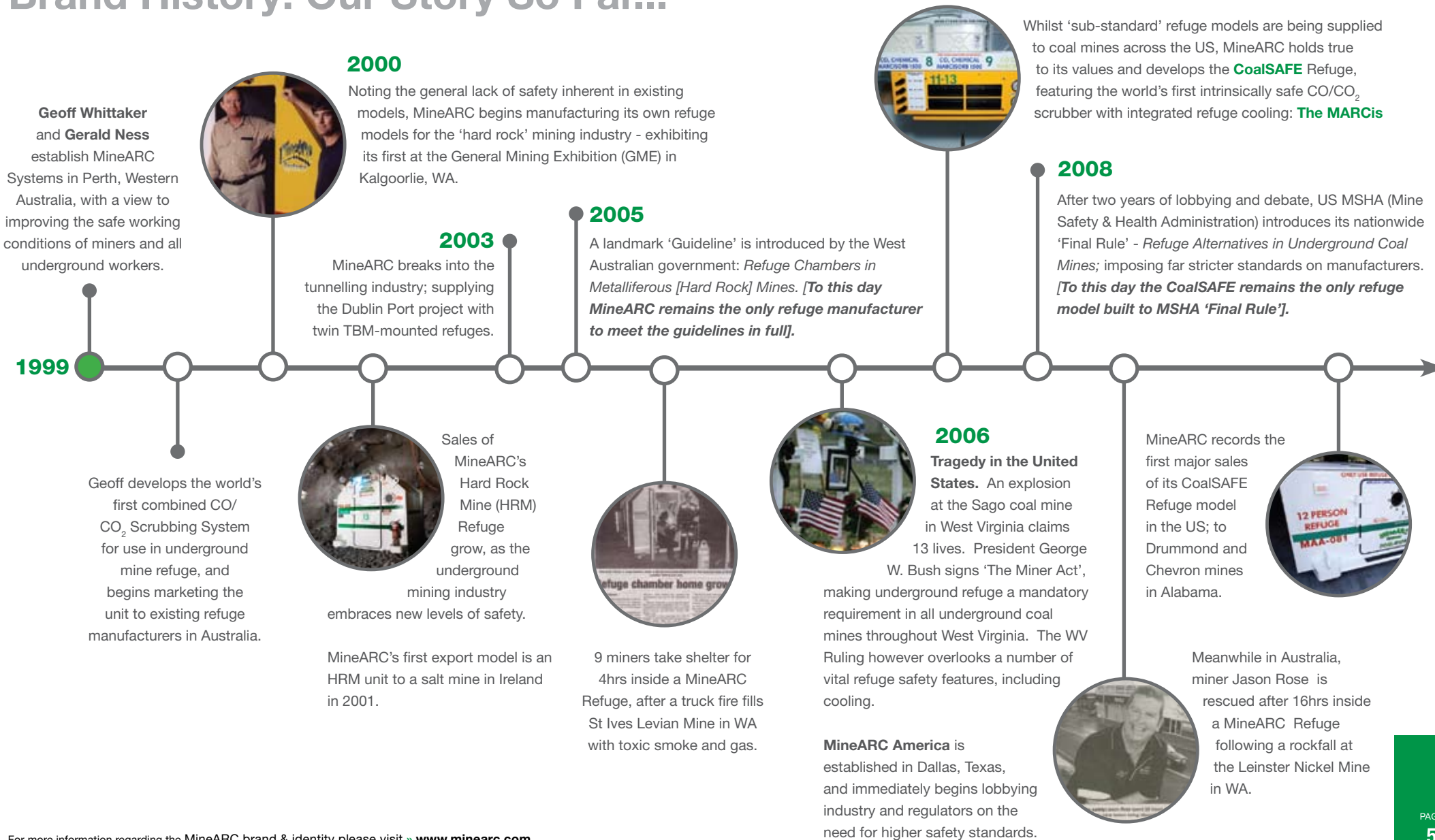
Today MineARC has offices and manufacturing facilities in Perth, Western Australia; Santiago, Chile; Randfontein in South Africa and Dallas in the United States, as well as a strong distribution network worldwide. To date, MineARC manufactures refuges for industrial operations in over 25 countries world-wide.



- MineARC Offices
- MineARC Distributors
- Countries in which MineARC operates



Brand History: Our Story So Far...



Brand History: Our Story So Far...

Over 3200 official coal mining related deaths are recorded in China in 2008 alone. Reports suggest the unofficial figure could be as much as three times this.



Apr 2009

MineARC signs an exclusive Chinese distributor agreement with SYCCRI.

MineARC now exports to operations in over 25 countries in six continents world wide.



MineARC establishes itself in the petrochemical industry with custom built 'Safe-Havens' manufactured for Potash Corporation in the United States.



Feb 2010

MineARC announces the acquisition of Shairzal Safety Engineering Pty Ltd - its largest Australian competitor.

May 2010

The CoalSAFE is the first refuge chamber model to receive MA Certification in China



Mar 2009



MineARC meets with the Shenyang Branch of the China Coal Research Institute (SYCCRI) - a division of the Chinese Government - to discuss the adoption of refuge regulations into Chinese coal mines.

MineARC's CoalSAFE refuge is to provide the 'blueprint' for the new Chinese 'MA Certifications'.

Jun 2009

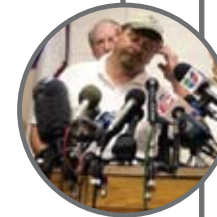
MineARC Africa is established in Randfontein, South Africa

Feb 2010

MineARC meets with the Governor of Liaoning Province - one of China's most resource rich regions - announcing an agreement to supply 1000 CoalSAFE units a year to Liaoning coal mines over the next 3 years



Apr 2010



Tragedy again in the US for the second time in four years as a coal mine explosion at the Upper Big Branch coal mine in West Virginia claims 29 lives - the worst mining incident in the US for 40 years.

May 2010



MineARC is contacted by Alliance Resource Partners LP in the US to enquire as to 50 CoalSAFE units for use in their Kentucky low seam coal mines.

Brand Values

MineARC's MISSION STATEMENT

“MineARC will continue to set the benchmark for emergency safe-refuge worldwide; working closely with industry and regulatory partners and continuing to pioneer new refuge technologies in order to deliver the most effective safe-refuge solutions for a constantly evolving industrial landscape.”

MineARC BRAND VALUES

“We never compromise on **safety**”

“We are the **premium** refuge manufacturer”

“We are the **global** refuge manufacturer.”

“We will continue to be a **pioneer** of new safe-refuge technologies”

“We share an overriding **common goal** with our industry and regulatory partners: The safety of our personnel”

Artistic Direction

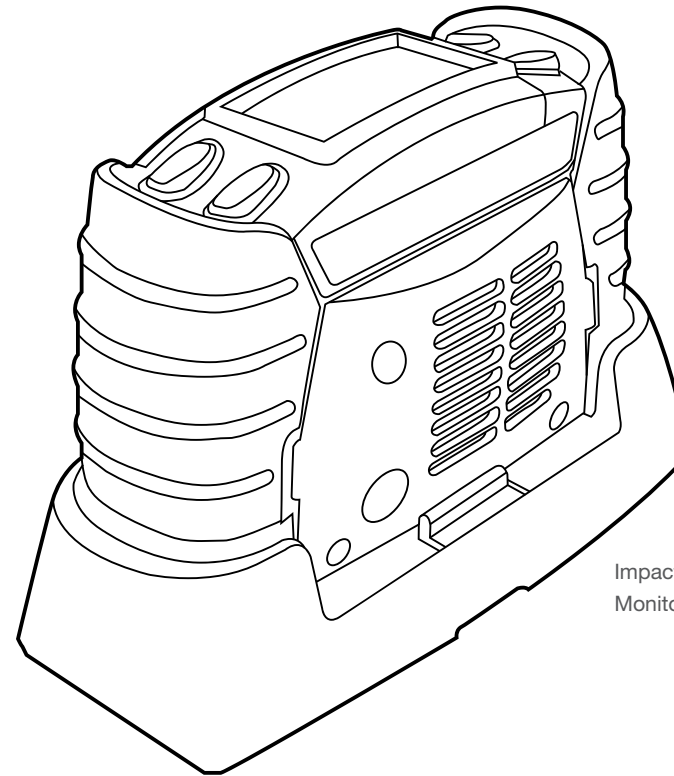
MineARC's overall design 'mantra' is to keep things clean, uncluttered and straightforward; with straight lines and bold colours in favour of elaborate curvature and intricate styling.

Through simplicity, we achieve a strong and powerful look and feel to our visual communication.

All visual materials should predominantly stay true to the standard MineARC Colour Palette (see page 9). This ensures MineARC materials remain instantly recognisable, and clearly distinguishable from our competitors).

Technical-drawings and outline-illustrations of MineARC products are a common theme that runs throughout all of our visual communication. Aside from their clean, uncomplicated appearance, technical drawings help to convey a sense of MineARC's manufacturing proficiency, and the highly technical nature of our products.

Where possible, we like to try and characterise our products by transferring them onto other design materials (e.g. drink coolers, service kit boxes). **Characterisation** reinforces consistency across materials whilst providing MineARC products with a touch of personality.



Impact Pro, Digital Gas Monitor (DGM)

Colour Palette

'MineARC Green', particularly alongside white and black, forms the basis for the MineARC colour palette. Thanks to our iconic white and green product range, these colours are now instantly recognisable within the industry and are synonymous with the MineARC brand.

Green, white and black are replicated throughout all MineARC products, materials and communications; delivering a consistent and instantly recognisable visual identity, anywhere in the world.

Lighter and darker shades of green, as well as yellow and sometimes red, form MineARC's 'secondary' colour palette. These colours are used more sparingly, yet provide important variation for our visual identity.



Note: The use of green and white together has long been associated with health and safety. The result is the added bonus of an almost subconscious association: **Health + Safety = MineARC.**

MineARC Primary Colours

MineARC Green PANTONE DS 285-2 U PMS 356 M CMYK 86/16/100/3 RGB 0/149/72 HEX #009548	Black PANTONE Process Black CMYK 0/0/0/100 RGB 0/0/0 HEX #000000 or in increments of 20% tint

MineARC Secondary Colours

Green Variations CMYK 86/16/100/3 in increments of 20% tint	Pure Yellow CMYK 0/0/100/0 RGB 255/242/0 HEX #FFF200	Red CMYK 0/100/100/0 RGB 210/35/42 HEX #D2232A

Corporate Logos

OUR 'STAMP & SEAL'

The MineARC logo serves as our identity marker, our 'stamp and seal', and is therefore an integral part of our corporate identity. The logo conveys a solid, professional and modern appearance with straightforward lines and shapes complemented by the simple and elegant lines of the Helvetica typeface (see Typefaces page 15,16).

The logo (on standard white backing) transfuses MineARC's primary colour palette – green, white and black (see Colour Palette page 9).

WHAT THE LOGO REPRESENTS

The M symbol is a graphic representation of the name MineARC, with the separation of the symbol representing the words 'Mine' and 'ARC'.

The 'M' symbol offers greater flexibility in design; providing an instantly recognisable icon that can be used either with the MineARC lettering or by itself, and in a number of variations.

MineARC 'SUITE' OF LOGOS

The CoalSAFE and MARCis logos come together to complete the 'suite' of MineARC logos.

All logos within the suite feature the same colours and typeface to ensure consistency of design.

The CoalSAFE and MARCis logos are therefore instantly identifiable as MineARC logos/products whether they appear with the MineARC logo or by themselves.



MARCis
coalSAFE

Logo Formats

The MineARC suite of logos are available in 3 different formats: 'Screen', 'Print' and 'Mono'. The logo formats are applicable depending on where and how the logo is being used.

The idea is to ensure that in every case the logo(s) are being displayed as effectively as possible. Certain logo formats will display more effectively in some places (e.g. digitally) than others (e.g. printed brochures). In some cases, it might only be possible to display one format (e.g. mono-printing or engraving).

The MineARC logo below demonstrates each of the three formats available.



1



2



3

1. Screen Logo

The most graphically advanced of the three formats - maximising what can be done with the logo in a presentational sense.

To be used with:

Web sites, powerpoint presentations, email signatures (essentially all digital/on-screen usage).

Note: Best placed on white backgrounds.

2. Print Logo

Intended for all print purposes - the most common application for the logo.

To be used with:

All collateral and stationary: letterheads, brochures, manuals, catalogues, merchandise, sticker kits, etc (essentially all printed materials).

Note: Best placed on white backgrounds.

3. Mono Logo

The simplest format of the logo. Available in black, green, yellow and white (see Logo Use page 13).

To be used with:

Embroidery (clothing), embossing, engraving, simple stickers, etc (essentially all applications where Screen/Print formats cannot be used, or where they would only complicate the logo's display).

Note: For use on white and coloured backgrounds (see Logo Use page 13).

Logo Usage



AREA OF ISOLATION

Usage of the MineARC logo requires a little care and respect in order to maximise its effectiveness.

The logo requires a minimum amount of white space around it when placed. Use the height of the 'M' icon as the minimum measurement for space on all sides of the logo. This space protects the logo from other graphical elements, texts, and page trim. However, exceptions such as other MineARC suite logos (pictured opposite), the website address and official MineARC straplines may be placed closer to the logo (for Straplines see page 16)

IMPORTANCE OF WHITE SPACE

The use of white space is an integral part of visual communication. White space around text, logos, graphics and images gives each element more room to breath. For example, a block of text without adequate white spacing will make the reader feel crowded and tire the eyes quicker.

Note: white space doesn't always have to be white! Any colour can make up this 'breathing' space.



Logo Usage cont.

APPLICATION SIZE

A minimum size requirement applies to the MineARC logo in order to ensure legibility and sufficient impact.

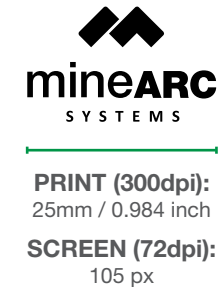
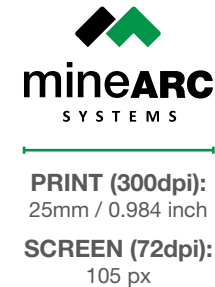
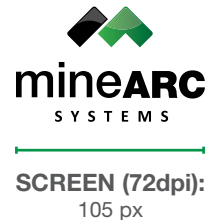
The logo's minimum print size is a width of 25mm / 0.984".
The on screen minimum display size is 105 pixels.

Sizing of the logo should be carefully measured against all other elements on the page to ensure against over-cluttering and/or losing the logo's sensibility and impact.

PREFERRED MONO-COLOUR VARIATIONS

All the logos in the MineARC suite are available in mono-colour variations. The variations are based on MineARC's primary colour palette: Green, black, and white.

Note: Where possible, mono-colour logos should be placed on backgrounds from the MineARC colour palette such as green, black or white (see Colour Palette on page 9).



WHITE ON BLACK



WHITE ON GREEN



YELLOW ON GREEN



GREEN ON BLACK



BLACK ON WHITE



GREEN ON WHITE



Logo Usage cont.

UNACCEPTABLE USAGE

Note: The presentation of the logo should remain consistent at all times without alterations. Here are some examples to help avoid misuse of the logo:

Avoid:

1. Using colours other than those prescribed
2. Rotating or putting the logo on an angle
3. Enclosing the logo within a shape smaller than the minimum protected space
4. Distorting the logo in any way
5. Altering the placement of the logo elements
6. Placing the logo on a colour background that does not provide sufficient contrast
7. Using gradient fill on the logo
8. Tinting the logo or using it as a watermark
9. Placing the logo on a colour background with textures that muddle the logo
10. Turning the logo into outlines
11. Adding glow to the logo
12. Placing the logo on a photographic background that does not provide sufficient contrast



1



2



3



4



5



6



7



8



9



10



11



12

Typefaces

FONTS

Achieving typeface consistency throughout all MineARC documents is as important as any other aspect of our visual identity. MineARC uses just two fonts; **Arial** and **Helvetica**. Both fonts are modern, clean and simple. Again, elaborate styling and quirky typography are not what we're about.

MineARC's default 'Communication' font is: **Arial**

Arial is used for all standard internal/external documents and templates, such as; letterheads, fax's, emails, product manuals, and other non-promotional items.

Arial allows for greater accessibility throughout the PC platform as the default font on the majority of operating systems. It also provides the perfect compliment to the 'Communication' font, Helvetica Neue LT STD.

MineARC's 'Presentation' font is: **Helvetica Neue LT STD**.

Helvetica is used for all professionally produced visual communications, such as logos, print advertising and all promotional collateral (e.g. product brochures, signage, presentations, and this brand manual).

Helvetica Neue LT STD comes in various weights and widths which should cover for any typography design aspect within a presentation document.

COMMUNICATION FONT: ARIAL

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

Arial Regular *ITALICS*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

Arial Bold *ITALICS*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

PRESENTATION FONT: HELVETICA

Helvetica Neue LT STD (57)(Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

Helvetica Neue LT STD (67)(Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

Helvetica Neue LT STD (77)(Semi Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

Helvetica Neue LT STD (87)(Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

Helvetica Neue LT STD *ITALICS* (57)(Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 {(.,:;!¿?&\$¢)[]}

Straplines

Just as the MineARC logo provides the visual representation or 'symbol' for the company, straplines, tags and slogans are used to encapsulate corporate identity in written and/or spoken form. The aim is transmit corporate values in a way that is succinct, catchy, and distinguishes us from our competitors.

MineARC provides a niche product to an already niche market. Therefore, for our strapline(s) to carry any relevancy or meaning, we cannot afford to be too vague in our choice of words.

Straplines 1 and 2 are bold and succinct statements that clearly transmit some of our core brand values, whilst clearly distinguishing MineARC from our competitors:

"MineARC is the leading refuge manufacturer", and
"MineARC is the global refuge manufacturer".

Strapline 3 offers a catchier, more easily remembered option for mining related circumstances.

Note: Straplines presented together with visual or mnemonic aids (e.g. jingles) maximise the impact.

The World's Leading Manufacturer of Emergency Safe-Refuge

Strapline #1

The World's Leading Manufacturer of Emergency Life-Saving Refuge

Strapline #2 (Extended)



Mining Safe. MineARC®

Strapline #3

(Used in mining related materials/circumstances ONLY)

Lingo

GENERAL USE OF LANGUAGE

MineARC prides itself on being a company that is straightforward and easy to deal with. However, the nature of our products can sometimes be quite technical, so wherever possible we like to use language that is easy to understand and doesn't overcomplicate matters.

The number 1 rule applying to all written content is.. **don't overdo it.**

Nomenclature (the exact use and order of words) is also loosely defined and shouldn't be overdone.

For example, in the first instance of a written document, the company name should be referred to in full as MineARC Systems. Additional references thereafter should be kept to just MineARC.

Capitalisation is required in the usual way; usually when referring to names of particular products or in acronyms, e.g. CoalSAFE (Secure Area For Evacuation), but not during general descriptive text.

EXAMPLE PARAGRAPH

"MineARC Systems specialises in providing emergency safe-refuge to the underground mining, tunnelling and petrochemical industries. MineARC's 'Hard-Rock' Refuge Chamber Series III model is the world's top selling refuge chamber in hard-rock (metalliferous) mines."

Some common do's and don'ts			
✓	✗		
MineARC	Minearc	MINEARC	MineArc
MineARC Systems	Minearc systems	MINEARC	MineArc systems
CoalSAFE	Coalsafe	COALSAFE	CoalSafe
MineARC CoalSAFE	Minearc Coalsafe	MINEARC COALSAFE	MineArc CoalSafe
MARCis	MARC.is	MARCIS	MARC-is
FireARC	Firearc	FIREARC	FireArc
MARCISORB	MARCisorb	Marcisorb	
MEDISORB	MEDIsorb	Medisorb	
CO ₂	CO2	CO ²	Co ₂
O ₂	O2	O ²	
Petrochemical	Petro-chemical		
HRM 4	4 HRM	4-HRM	
CoalSAFE (Secure Area For Evacuation)	CoalSAFE (Safe Area For Evacuation)		

Note: The correct use of trademark symbols ('®' and 'TM') with the MineARC name and product names is also of high importance (see Current International Trademark Status on next page).

International Trademark Status

The trademark status of the MineARC name and related product names (e.g. CoalSAFE) varies by country/region.

Any materials (e.g. brochures) referring to MineARC or MineARC product names that are intended to be distributed in a particular country/region, must conform to the current trademark status held in that country/region. Otherwise, MineARC may be in breach of international copyright law.

It is therefore highly important that everyone involved in working with the MineARC brand be aware of the current trademark status in each country/region.

There are two forms, or rather 'stages', of trademark protection:

Pending (symbolised by TM)



and

Registered (symbolised by ®)

Both of which can apply to wording (company/product name) and to a composite (an image, most commonly a corporate logo).

Note: Trademark symbols should always appear at the end (far right) of the product, name, or composite, and always in superscript (raised).

Continued next page...

Country/Region	Trademark			
	Wording	Protection Status	Logo (composite)	Protection Status
Australia	MineARC®	Registered (use ®)	None	None
	CoalSAFE®	Registered (use ®)	None	None
	MARCis®	Registered (use ®)	None	None
	FireARC	None	None	None
United States	MineARC®	Registered (use ®)	None	None
	CoalSAFE®	Registered (use ®)	None	None
	MARCis™	Pending (use TM)	None	None
	FireARC	None	None	None
China	MineARC	None	 Old Logo	Pending (use TM)
	CoalSAFE	None	 Old Logo	Pending (use TM)
	MARCis	None	None	None
	FireARC	None	None	None

International Trademark Status cont.

Country/Region	Trademark			
	Wording	Protection Status	Logo (composite)	Protection Status
European Community (including Turkey)	MineARC®	Registered (use ®)	None	None
	CoalSAFE	Pending (use TM)	None	None
	MARCis	Pending (use TM)	None	None
	FireARC	None	None	None
Chile	MineARC®	Registered (use ®)	None	None
	CoalSAFE™	Pending (use TM)	None	None
	MARCis	Pending (use TM)	None	None
	FireARC	None	None	None
Canada	MineARC	Registered (use ®)	None	None
	CoalSAFE	Pending (use TM)	None	None
	MARCis	Pending (use TM)	None	None
	FireARC	None	None	None
Russia	MineARC	Pending (use TM)	None	None
	CoalSAFE™	Pending (use TM)	None	None
India	MineARC	Pending (use TM)	None	None
	CoalSAFE™	Pending (use TM)	None	None

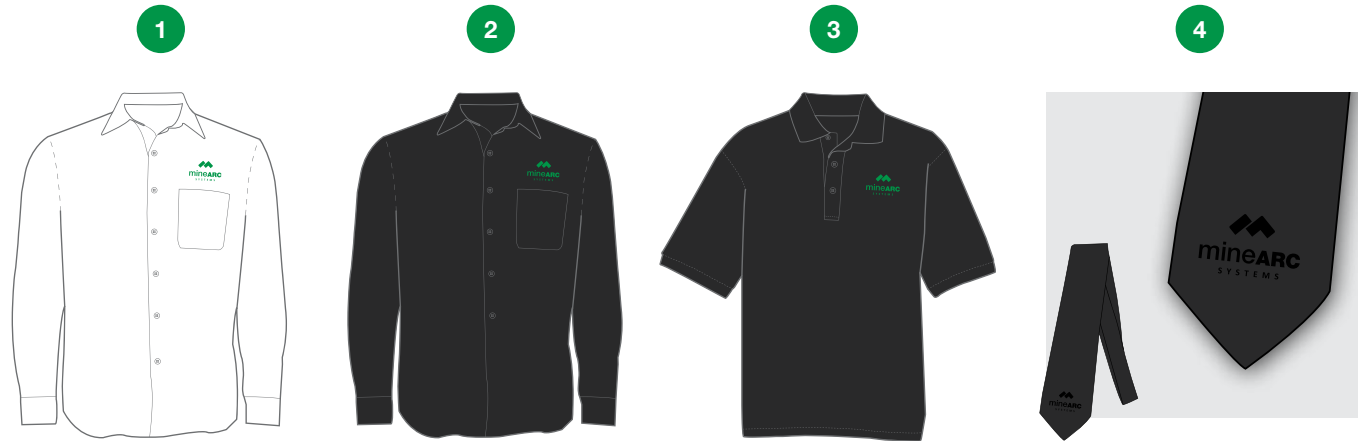
Wardrobe

UNIFORMITY

MineARC's people are as much a part of our visual identity as anything else. Therefore, a MineARC company 'wardrobe' ensures everyone looks the part - whether in the workshop, or in a meeting with top-brass.

BUSINESS

1. Formal long-sleeved business shirt, white, with green embroidered MineARC logo.
2. Semi-formal long-sleeved business shirt, black, with green embroidered MineARC logo.
3. Informal short-sleeved polo shirt, black, with green MineARC logo.
4. Formal business tie, black, with black embroidered MineARC logo.



WORKSHOP

5. Quality short sleeved 'hard-yakka' workshop shirt, green, with yellow MineARC logo.
6. Quality short leg 'hard-yakka' workshop shorts, green, with yellow MineARC logo.



OTHER

7. Waterproof jacket, black, with green MineARC logo.
8. Baseball cap, green or black, with green and yellow MineARC logo respectively.

6



Note: Logo use on each item (size, colour) should conform to guidelines (see Logo Usage pages 12,13). For shirts and coats logo should be 60mm width, for smaller items such as caps and ties 40mm width.

New uniform items may be added to the wardrobe as and when required, but will be carefully selected based on consistency with other items and conformance with MineARC's all round visual identity.

Use of Images

IMAGES AS VISUAL COMMUNICATION

MineARC uses images as a form of visual communication. Below are some guidelines to ensure correct use of images:

- MineARC uses people in all of its visual communications as much as possible. **People and their safety and wellbeing is the fundamental reason we're in the business we're in.** Our visual communications should therefore look to speak to them and represent their interests as much as possible: The work they do, the day-to-day challenges they face and the concerns they have.
- To underline our status as the global refuge manufacturer, wherever possible MineARC uses a wide range of photos taken from all over the world.
- In general, pictures used should help tell the 'story' of the MineARC brand: The people, the places, the history, the events, the boardroom negotiations, the signing ceremonies, and everything else that makes up the journey.
- MineARC products are for the real world and are built to withstand the toughest of industrial conditions. The use of images showing our products in real situations ('in-situ images') helps to convey these qualities.
- When using product images, products should always be in their final stage (i.e. Not part way through manufacture)
- It's also best not to use images of MineARC products looking too well-used or overly dirty, but then it's equally important not to show them looking too clean or un-used either!



Examples of How We've Used the Brand



Examples of How We've Used the Brand

