



Ternium

Publications Guidelines

June 2006

Version 1.0

Introduction

Ternium publications guide

This document explains and illustrates the Ternium Publication System.

Ternium printed communications—brochures, newsletters and annual reports, to name a few—are a vital component in representing our brand. People around the world study our communications to learn about our company, our products and our people. They make decisions based on the information we provide and the manner in which we provide it.

To ensure that Ternium’s communications have a unified look, we have created a specific design style for our publications. By applying this style consistently, we can help build recognition in the Ternium brand. The style is clean and attractive. Complementing our identity, it employs simple shapes and emphasizes the interplay between the ‘warm’ and ‘cool’ colors of our identity. The result is communications that project friendliness and confidence.

This guideline presents the elements of the Ternium Publication System. It shows the various design styles that are available and provides specifications for creating covers and inside spreads in a variety of sizes. It also imparts strategies for using type, color and imagery.

It is important to follow these guidelines when creating communications for Ternium. The system is precise, but flexible enough to yield a range of designs that have a cohesive look. Representing Ternium consistently is an essential part of our business strategy. Beyond this, our

goal is to produce publications that are engaging, easy to read and inspire confidence in our company.

As you review this system, and as you use it to create materials, refer to this checklist to make sure your communication represents Ternium accurately:

- Is the Ternium identity reproduced in the correct size and position?
- Are you using one of the design styles defined in this guide?
- Do colors or images complement the Ternium identity and not distract from it?
- Does imagery portray the attributes of quality and leadership important to Ternium?
- Are covers and inside spreads clean, contemporary and free of clutter?
- Is the message of the brochure clear, with text that is easy to read and understand?

Ternium brand architecture

Global brand



Production facilities brands



Ternium brand with production facilities



Hylsa
Siderar
Sidor

Ternium signature elements

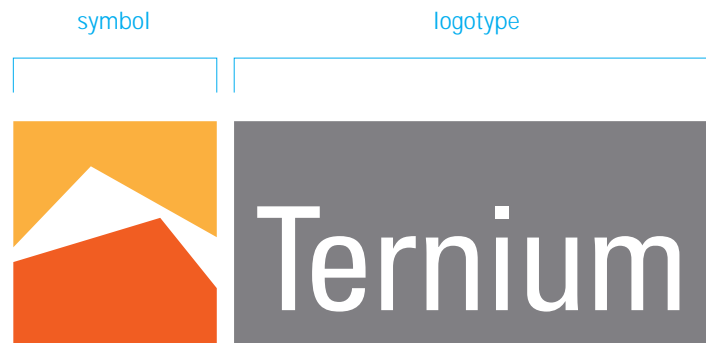
Symbol, wordmark and secondary identifier

The Ternium signature is made up of two elements—the symbol and the Ternium wordmark.

The signature is a unique piece of artwork that was designed specifically for our brand. A simple but elegant combination of the symbol and the wordmark gives a fresh and contemporary appearance to our brand.

As the most relevant and public expression of our brand, the signature is the cornerstone of our identity. Therefore, it is crucial to the success of the Ternium brand that the signature is reproduced and applied consistently in all Ternium communications. It should never be typeset, recreated or altered in any way. To maintain consistency, use only approved digital art files.

The Ternium signature may be extended to include the secondary identifier of the production facilities: Hylsa, Siderar, Sidor. These secondary identifiers are attached on the right side of the Ternium signature and can only be used on communications specifically for the production facilities.

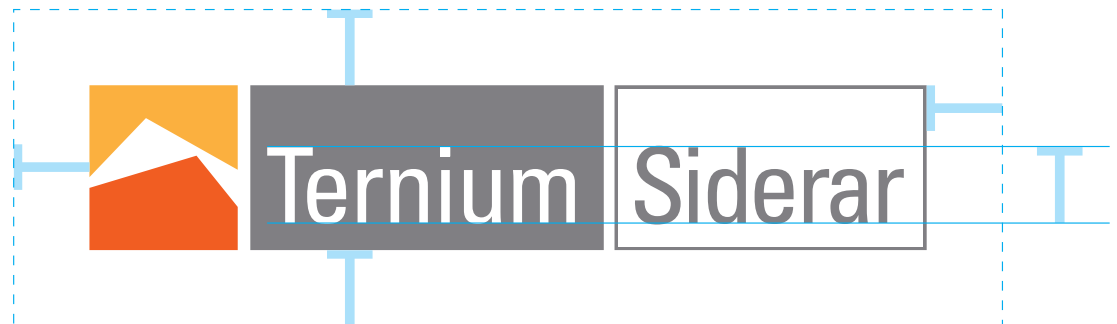
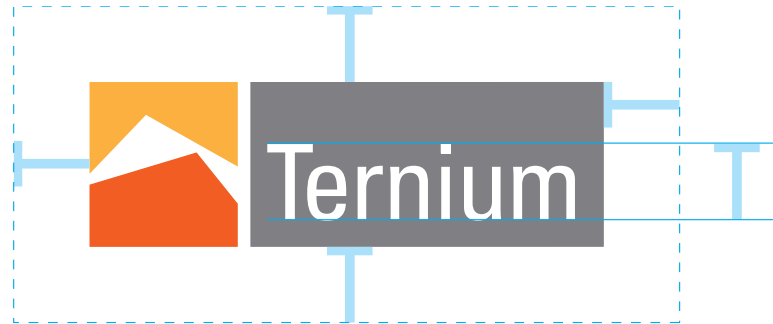


Signature clear space

Whenever the signature is applied, it must always be clearly visible in order to be instantly recognizable. To guarantee its legibility and impact, the signature must never appear in Ternium communications without the minimum clear space surrounding it.

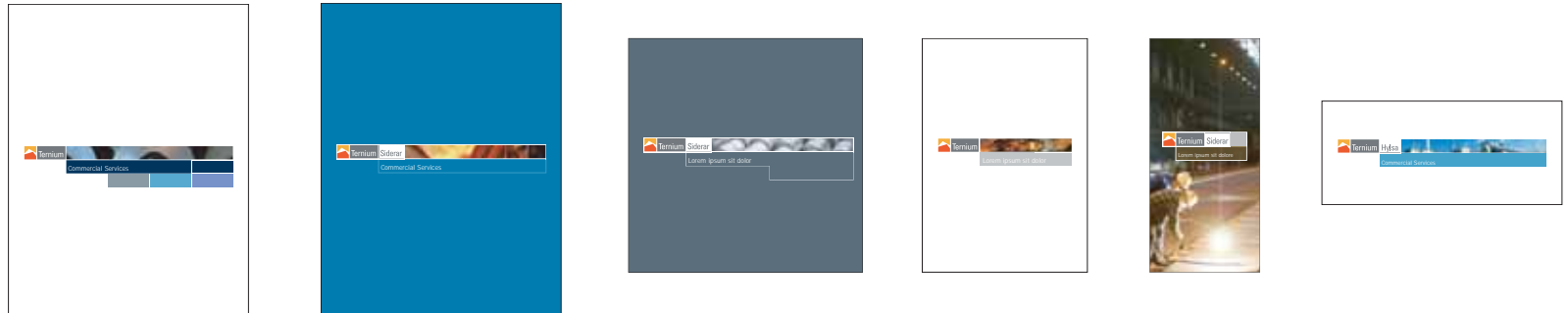
- The minimum clear space is equal to the height of the Ternium “T” in the signature’s reproduced size.

This clear space isolates the signature from competing graphic elements such as copy, photography, or background patterns that may divert attention from the signature.

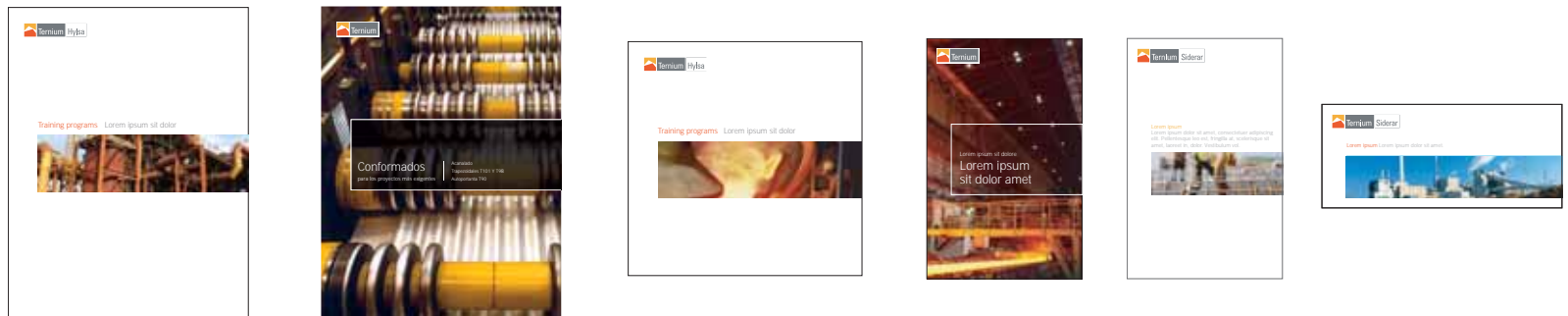


Ternium publications overview

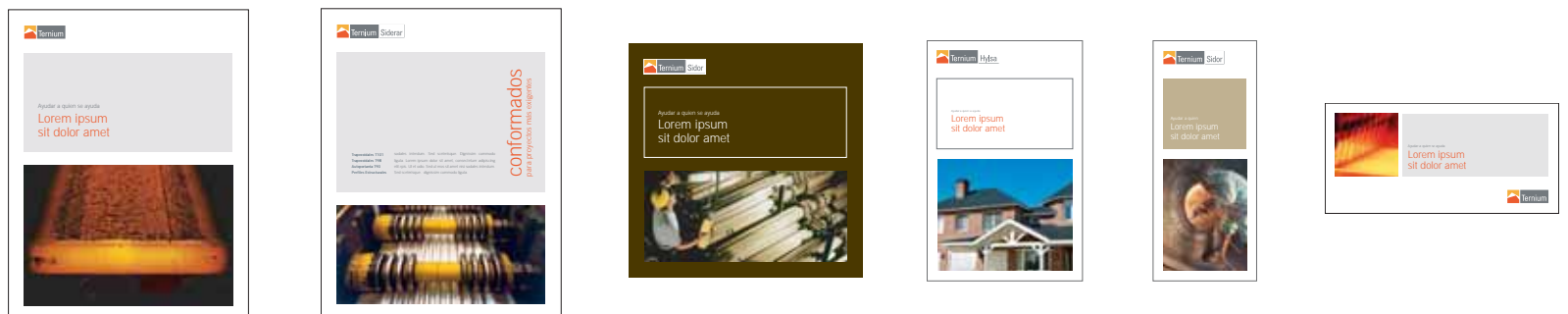
Style A



Style B



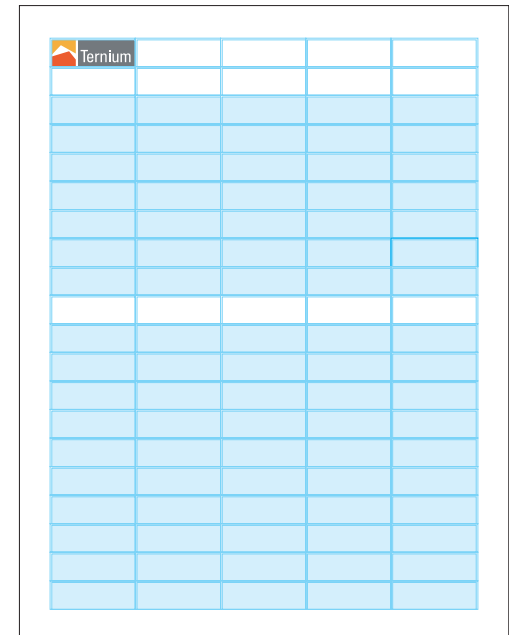
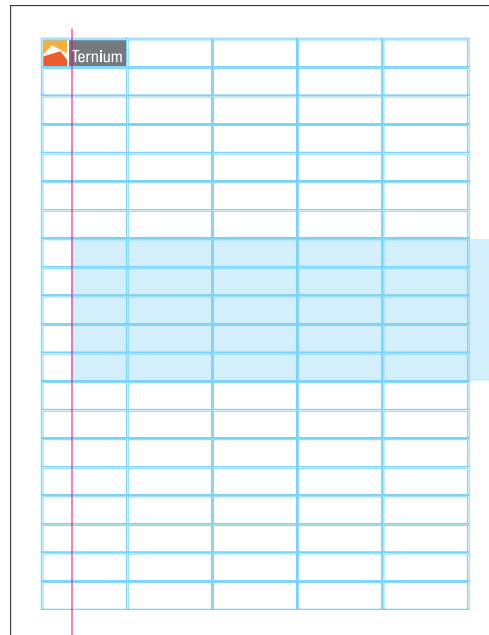
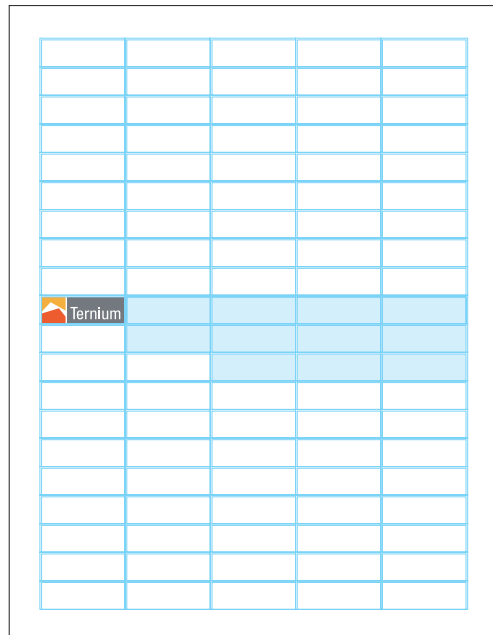
Style C



Design rationale

The Ternium cover graphic styles described in this section were developed using the shape of the Ternium identity. The illustrations on this page show the underlying grid used to develop these three styles. The intention is to reference and complement the Ternium identity. The grid is shown here to explain the rationale behind the design styles. It is not necessary to recreate this grid when implementing the styles.

Specifications for each graphic style are provided but electronic templates with the Ternium signature and other elements already positioned are available. Use these digital templates when creating communications. Do not reconstruct the graphics or grids.



Graphic style A

Overview

Graphic style A has minimal graphics and is most appropriate for the covers of Ternium corporate communications or publications that are general in nature (e.g., Commercial Services, Environmental Responsibility). The style includes these elements:

- A. The Ternium identity positioned in the center
- B. A bar next to the identity that contains color or imagery and can contain text
- C. Bars below the identity, also with color or imagery and/or type
- D. A color or image in the background (optional)

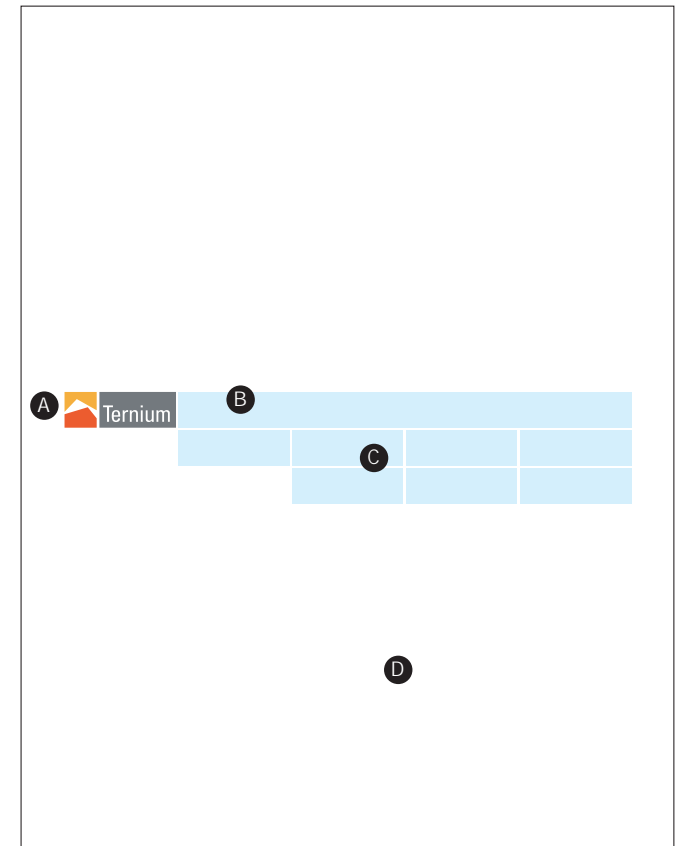
No other elements should be added to this graphic style.

A white background provides the cleanest presentation of the Ternium identity. If the background is filled with a color or image, it should not overpower or distract from the identity. Colors must be chosen from Ternium color palettes.

The bar elements are intended to evoke the Ternium identity and are sized according to the width of the identity. The bars always align with the identity, whether on a white or dark background. The number of bars across is determined by the width of the document. The third row of bars is optional.

This design style is an exception to the clear space rule because the bar next to the identity breaks the clear space requirement.

Specifications for this style and design examples appear on the following pages.



Graphic style A

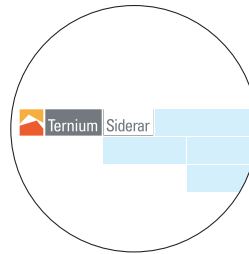
A4

When implementing graphic style A on an A4 size document (210 mm x 297 mm) the specifications are the same as on the U.S. letter size document. Electronic templates with the Ternium signature and other elements already positioned are available and should be used.

The Ternium logo always appears in the middle of the document—127.65 mm from the top of the document. The left margin is maintained at 14.25 mm.

The space between the identity and the bar to its right is .75 mm, the weight of the stroke around the identity. To maintain the .75 mm space between all other bars, it is necessary for the stroke from each bar to overlap, as shown in Figure 1. The spacing between bars should never be more than .75 mm, as shown in Figure 2.

The bar next to the identity is usually one long box and contains a photograph, headline text or both. The smaller bars in the second and third rows can show the background photograph or contain different photographs or colors. The examples on page 19 show how this style looks when implemented.



Production facility identities appear in the same position as the global identity.



Figure 1

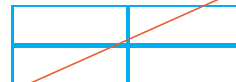
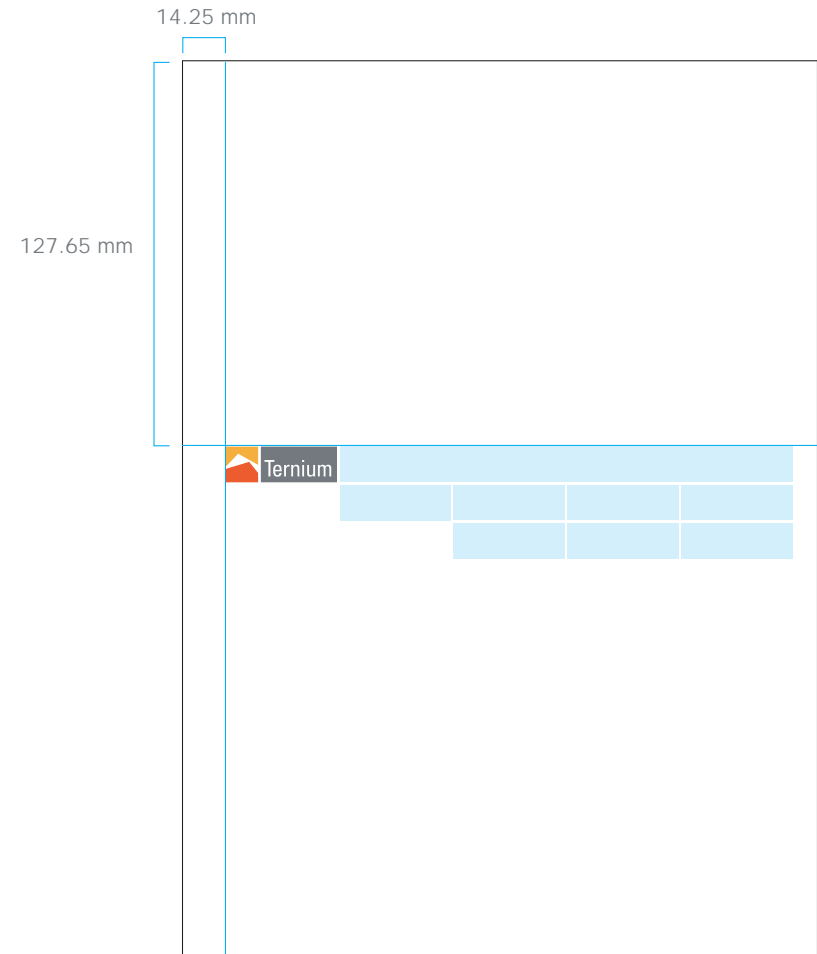


Figure 2

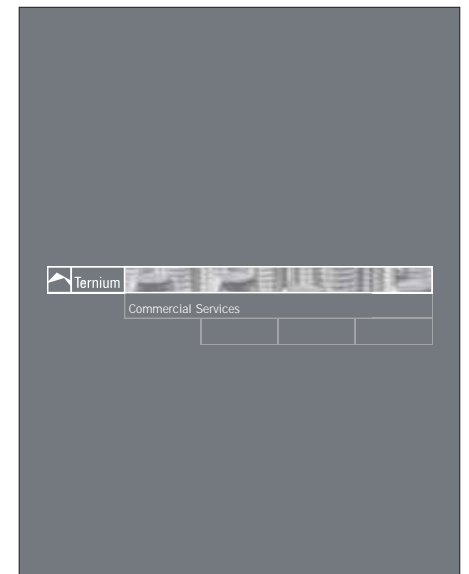
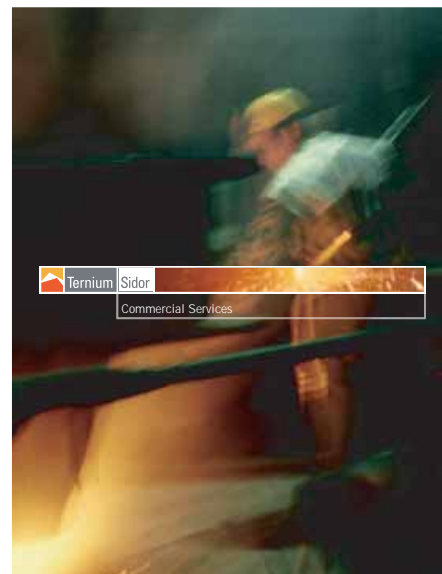
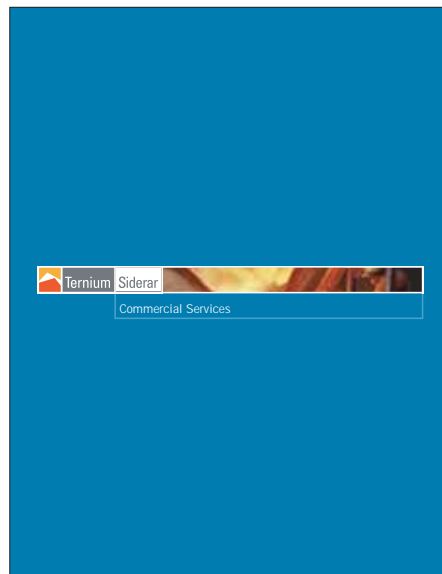
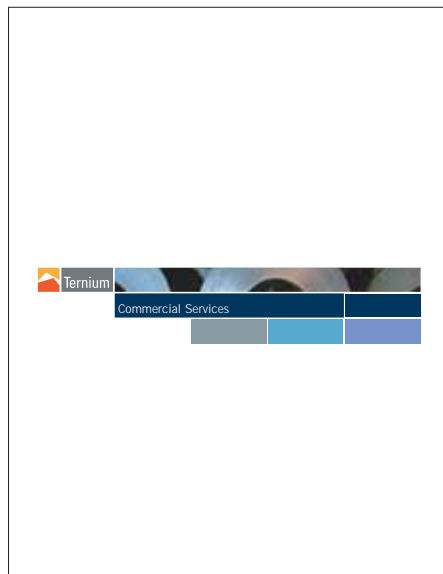


Graphic style A

Examples

Shown here are a few examples of how graphic style A can look when implemented on US and A4 formats. The last example illustrates how fewer colors can be used for communications with lower budgets.

The flexibility of this style allows for many other designs. Colors should always be chosen from Ternium color palettes. Notice that while each cover is distinctly different, a consistent look is maintained.



Graphic style A

Small brochures

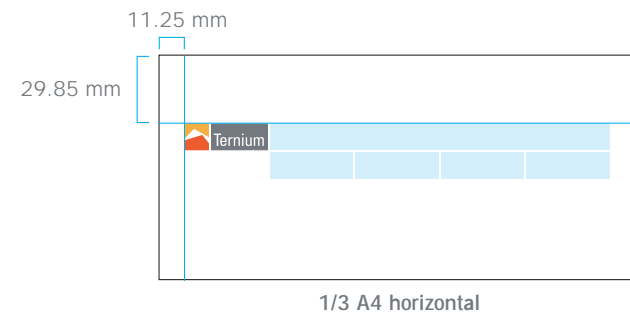
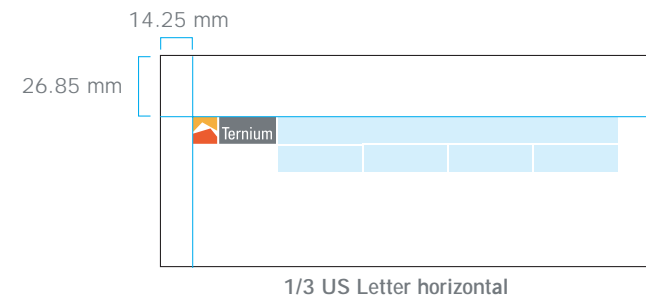
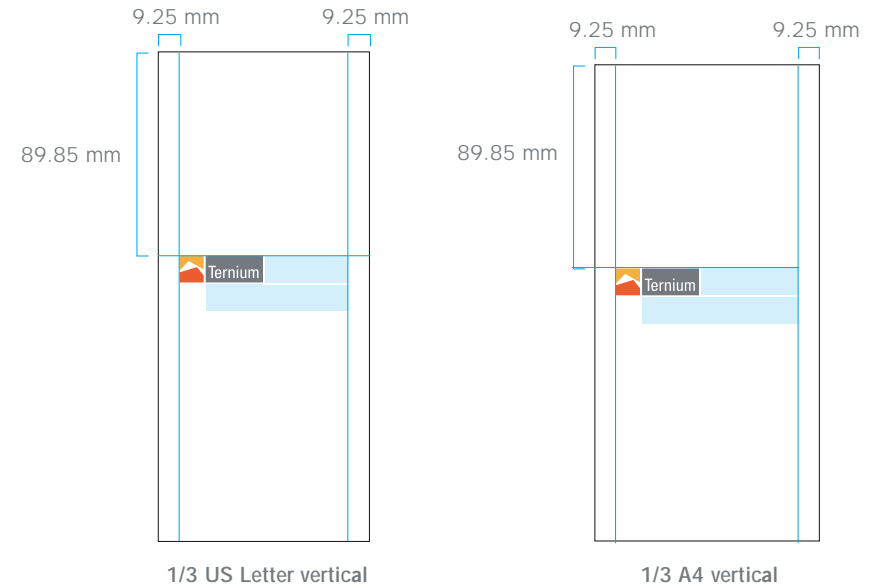
When implementing graphic style A on one-third size vertical and horizontal formats, follow the specifications shown here. Electronic templates with the Ternium signature and other elements already positioned are available and should be used.

On vertical formats, the Ternium logo appears in the middle—89.85 mm from the top of the document. The left margin is maintained at 9.25 mm. In this format, the third row of bars is not used, and the bar in the second row aligns with the Ternium wordmark box above.

On horizontal formats, the Ternium logo also appears in the middle—26.85 mm from the top for US letter and 29.85 mm for A4. The left margin is 14.25 mm for US and 11.25 mm for A4.

The space between the identity and the bar to its right is .75 mm, the weight of the stroke around the identity. To maintain the .75 mm space between all other bars, it is necessary for the stroke from each box to overlap. Never make the spacing between bars more than .75 mm.

The bar next to the identity is usually one long box and contains a photograph, headline text or both. The smaller bars in the second and third rows can show the background photograph or contain different photographs or colors. The cover examples on page 24 show how this style looks when implemented.

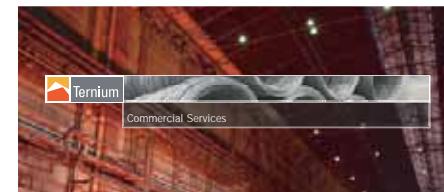
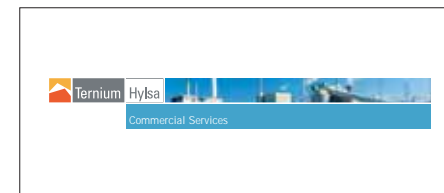
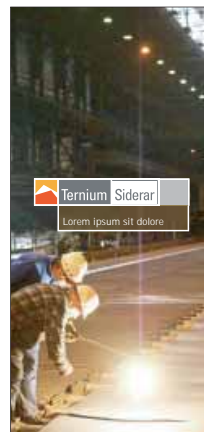
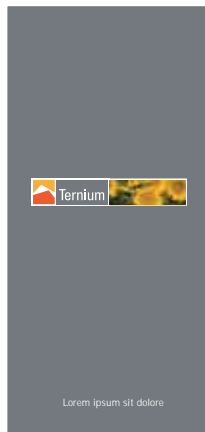


Graphic style A

Small brochure examples

Shown here are a few examples of how graphic style A can look when implemented on one-third size brochure formats.

The flexibility of this style allows for many other designs. Colors should always be chosen from Ternium color palettes. Notice that while each cover is distinctly different, a consistent look is maintained.



Imagery

Introduction

Photographic images are an essential part of Ternium Publications. While the Ternium identity evokes both the steelmaking process (with the use of orange and red colors) and the end product (with the gray bar), photographs provide an opportunity to show these actual processes and products.

Images in Ternium communications have a dual purpose:

- to engage readers
- to illustrate complex processes

Just as our communications have a defined graphic style, Ternium photographs should also have a consistent look. Images are one more way to express the character and quality of the Ternium brand. Additionally, using images exclusive to Ternium helps us differentiate ourselves in the marketplace.

Ternium images can be divided into six categories:

1. Products
2. Processes
3. People working
4. Social benefits
5. Application of products
6. Mills

This section describes the kinds of images that are appropriate for Ternium communications and shows examples. It begins by explaining the criteria to use in creating original photography or selecting stock photography images.

Imagery

Criteria

Photographs can be one of the most engaging parts of a communication. Therefore, when creating new photography or selecting from stock photographs, look for images that best represent your concept and are of the highest quality. Low quality images that don't add to the communication detract from the message.

To help in selecting the best images, keep the following criteria in mind:

Appropriateness

- Determine if the image is suitable for the communication.
Ask questions:
 - What is the main point of the communication?
(For instance, is the communication about human resources or a product?)
 - Who is the audience?
 - Does the image help illustrate or explain what you are communicating?
 - Is the image compelling? Does it have energy, excitement, color?
 - Will the communication have more impact with the image?
 - Is the image only decorative and therefore unnecessary?

Efficacy

- Capture natural, realistic poses and situations.
- Don't photograph a situation or choose stock photography that is an obvious representation of a metaphor—for instance, showing a pole-vaulter for an article about performance. These photographs are generic and clichéd.
- Determine if the abstract use of an image serves the communication.

Quality

- Choose the highest quality photographs for the best reproduction.
 - Use high-resolution digital files or request slides or transparencies over printed photos or negatives.
 - Four-color images should contain richness and depth. Printing in 4-color adds cost, so the images need to be powerful.
 - Black-and-white images are more effective with rich blacks and dramatic shadows.

Costs

- Determine an appropriate cost for new photography—or for acquiring reproduction rights—and make sure to understand the value and importance of the end use.
- Be careful when using royalty-free imagery available on disks. Royalty-free images are often provided as low-resolution files and are not suitable for enlargement and final reproduction.

Imagery

Products

The products Ternium produces are our most tangible assets. Creating and following a consistent look and style when presenting our products builds an image in our audience's mind and strengthens the Ternium brand.

Because Ternium products are generally large and not always easily recognizable, it can be a challenge to photograph them. For this reason, a specific style has been defined for product imagery. This style is comprised of two types:

1. close-up photographs of product details
2. cropped images showing large inventories of products

These two styles result in imagery that is often more engaging than a photograph of a single product. In many cases, this style produces patterns that take on an abstract quality. For general communications about Ternium or a particular segment of our business, this abstract look is acceptable. Even if it is not completely clear what product is being shown, the uniqueness of the image creates a persuasive reason for the reader to look inside. If necessary, more literal photographs of the product can be shown on interior spreads.

When illustrating products, look for new and different ways to photograph them. Consider approaching products from different angles and look for repeating patterns that might be interesting. Even though Ternium products are industrial, when shown in large quantities or in close-up, they project a unique elegance.

Be sure to find the best representations of products before creating new photography. It may be necessary, for instance, to clean products (and the surrounding environment) before taking photographs. In addition to artistic shots of products, determine if you will need more literal representations.



Imagery

Processes

When shown in the proper way, the processes used to make Ternium products can be exciting. The activity and the natural colors that are part of the production process result in vibrant images. Many people may not know how our products are made and most will never see these environments first hand. These images, therefore, are naturally compelling and unique to Ternium.

Many industrial processes cannot be contained in a single image. Therefore, two ways have been defined for presenting process imagery:

1. focus on small parts of the process or production environment
2. show extreme close-ups of the process

The images on this page provide examples of process photographs. While usage should be considered when creating new photography, the impact of these images also can be altered after the fact. As shown in the graphic style examples in this guide, resizing and cropping images can change the emphasis of an image. Some images may be literal illustrations of a production process, while other close-up images may yield abstract artwork that is perfect for a background.

As with product images, look for new and different ways to photograph production processes. Some environments may require photographing them from a unique vantage point. Always be sure that Ternium facilities are portrayed in the best way and that accepted safety standards are represented. Additionally, take proper safety precautions when creating new photography in Ternium facilities.



Imagery

People working

Although images of Ternium products and processes are used most often in communications, there may be publications that need to show people working. Because people are an integral part of the production process, these images are, in fact, another form of process imagery. Showing people can help illustrate difficult technical situations or unusual machinery. Images of people also give Ternium a 'face.'

For best results, try to capture natural images of people working. They should be alert, never posed, performing their daily routines. They should look professional, but dress as they normally do. Make sure that all accepted safety standards are being observed. When the Ternium identity can be shown as a natural part of the photo (i.e., on a hardhat or on a sign) that will add to its value.

As with product imagery, look for interesting ways to frame people in the work environment. This provides a glimpse of their work and also creates visual interest. When placing photos into layouts, try to use interesting cropping techniques so that people are not always shown head on or in the center of the picture. It is okay to crop parts of people out of a picture as long as it is clear what they are doing.

Another technique to use in people photography is depth of field. This allows for the subject to be in focus and other elements in the image to be out of focus. This is especially important when there might be people or objects in the background that would detract from the focal point of the photo. In photos of people working, the person can be the focal point, or the product or process can be. The particular use of the photo should ultimately determine the way a person and process are photographed.



Imagery

Social benefits

There are certain publications that concentrate on issues beyond Ternium products and services. These may be brochures that discuss human resources subjects, environmental matters or community aspects. In these brochures, images should be relevant to the issue being presented. The goal of this imagery should be to promote Ternium's social conscious.

When creating or choosing photographs, look for images that are less generic and have an interesting point of view. Also, as mentioned previously, avoid imagery that is an obvious representation of a metaphor—for example, using a pole-vaulter to illustrate performance.

Although original imagery is preferred, it may not always be feasible. Stock imagery is also acceptable. When acquiring stock images, check to see if another company is currently using the image. If not, decide whether the Ternium communication warrants exclusive usage rights. Although this can be expensive, it protects images used in our publications from appearing in another company's advertising campaign or brochure.



Imagery

Application of products

Ternium photographs focus primarily on our industry, our industrial processes and our products. Occasionally, it may be helpful to show images of how Ternium products are applied in the world and how people benefit from our products.

In these images, look for new and provocative ways of capturing Ternium products in use. Images of buildings or machinery that incorporate Ternium products or show how our products work as part of other everyday technologies are all examples.

Original imagery is preferred, but it may not always be feasible. Stock imagery is also acceptable. When acquiring stock images, check to see if another company is currently using the image. If not, decide whether the Ternium communication warrants exclusive usage rights. Although this can be expensive, it protects images used in our publications from appearing in another company's advertising campaign or brochure.



Imagery

Mills

Publications may promote or report on the mills that make up Ternium—Hysla, Siderar and Sidor. In these publications, images of the mills can be used, and can appear on covers or inside spreads. If the images of the three mills are shown together in a brochure, they should be given equal importance.

One note about process images—many of these images are or will be taken at a specific Ternium mill. When a process photograph is shown in a brochure, it should be from the same location of any mill mentioned in the content.

Some imagery of the mills is available and should be used before new photography is planned.

