Corporate Identity Standards
Dear Harsco Colleagues,

The Harsco Corporation corporate identity is the visual expression of our brand. It brings our family of global businesses together as one company, under one name. It communicates our strength and unity of purpose. It helps our customers, suppliers, communities and other audiences to better understand the scope and depth of our organization.

The Harsco corporate identity succeeds by consistency of use as well as by strong design. Competence and reliability are vital Harsco Corporation strengths that can be diminished by a perception of inconsistency. The purpose of this manual is to ensure consistent use of the Harsco Corporation identity.

Managing the Harsco Corporation corporate identity depends on careful attention to the guidelines provided in this manual. They are intended to be the minimum guidelines necessary to unify the corporation’s communications.

This manual supersedes all previous identity guidelines issued by the corporation. It applies to all print and electronic media, as well as product applications, building signage and vehicle identification.

See page 1.8 for guidelines on text references to Harsco Corporation.

Questions should be directed to Harsco Corporate Communications at the corporate headquarters.

Sincerely,

Salvatore D. Fazzolari
Chairman and
Chief Executive Officer

Kenneth D. Jullian
Director
Corporate Communications
Glossary of Terms

**Background**
The area which surrounds the graphic signature on the printed page.

**Baseline**
The invisible horizontal line along which all typeset copy rests.

**Business Group Signature**
The approved combination of all signature elements, which include the corporate logotype and business group name.

**Corporate Logotype**
The letterforms and approved type style used to give “Harsco” a unique and memorable appearance.

**Flush Left**
The alignment of typeset copy along an invisible left margin.

**Flush Right**
The alignment of typeset copy along an invisible right margin.

**Font**
A complete alphabet drawn in a particular type style.

**H-Height**
The vertical distance from the baseline to the top of an upper-case letter.

**Leading**
The space between lines of type on a printed page.

**Legal Name**
The formal name under which the company or one of its business groups, units or subsidiaries is registered. The legal name is not necessarily the name used in the logotype or the business group signature.

**Margin**
The open area around the perimeter of a page that is free of type or other graphic devices.

**Paper Stock**
Harsco corporate and division letterheads use a high-quality, 25% cotton, bright-white stock with a custom Harsco watermark.

**Point**
A unit of measurement used for typography. Twelve points equal one pica.

**PMS**
Abbreviation for the Pantone Matching System – an industry standard color proofing system.

**Rag Right**
The alignment of typeset copy in such a way that the lengths of consecutive lines are not equal. Text that is set flush left is rag right.

**Rag Left**
The alignment of typeset copy in such a way that the lengths of consecutive lines are not equal. Text that is set flush right is rag left.

**Reverse Print**
To display copy on a background so that the copy appears as a void in the background.

**Supplementary Type**
The specific typeface selected to support the corporate identity in printed materials.

**Tracking/Kerning**
The adjustment of space among a range of characters.

**X-Height**
The vertical distance from the baseline to the top of a lower-case letter.

Online Ordering

With the exception of the Interoffice Memo, Fax Transmittal and Press Release templates, which are designed to be internally reproduced on office laser printers, all of the printed stationery items described in this manual may be ordered online through the Harsco stationery ordering sites on the Harsco Information Portal.

The Harsco stationery program uses a high-quality 25% cotton paper stock that includes a custom Harsco watermark on corporate and division letterheads and continuation sheets. All orders processed through Harsco’s online stationery ordering system will be assured of being printed on this stock.

The online stationery program enables Harsco to achieve reduced transactional costs and time savings in the ordering of stationery supplies, and ensures that each business group’s stationery will be printed to high standards of quality in full compliance with the specifications contained in this manual. Each business group is encouraged to make use of the online ordering program for its stationery requirements.
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1 Basic Elements

1.1 Logotype

The Harsco Corporation logotype is the company's primary identification element. It must always be reproduced from authorized sources and not re-created. Do not alter the logotype or modify it in any way. See page 1.6 of this manual for guidelines on backgrounds and staging for the logotype.
Harsco Blue (equivalent to Pantone Matching System® PMS 300 Blue) and black are the preferred colors for corporate identity applications.

The preferred color for the Harsco Corporation logotype is Harsco Blue. The only alternate logotype color is black, to be used when color reproduction is limited or for economy. Harsco Blue is always the preferred color. The logotype may be reverse printed out of any background color.

For one-time special applications and events, the logotype may print in solid metallic colors as long as adequate contrast is maintained.

The preferred color for typography and other graphic elements that are used with the Harsco logotype in identity applications is black. Harsco Blue should always be reserved for the Harsco logotype and the accompanying Harsco brand promise “Insight onsite.”
1 Basic Elements

1.3 Typography

Consistent use of type across all applications is necessary to present a cohesive image of Harsco Corporation. The typeface Univers has been selected as the standard typeface for all corporate identity applications. Univers was the first typeface to be designed as a system. Its versatility ensures almost unlimited application in corporate communications and its various weights facilitate development of useful typographic hierarchies.

The application of Univers across Harsco communications can be identified with font numbers: Univers Font 93 is the basis for the Harsco logotype. Font 53 is used for business group identification. Fonts 45 and 75, and 46 and 76, can be used in most corporate communication applications.

Fonts 47 and 67, and 48 and 68, are useful in financial presentations such as the annual report.

The typeface Arial is recommended for non-identity applications produced internally, including all correspondence, interoffice memos, transmittal forms and press releases.
The Business Group Signature is the common identity element for all Harsco companies. Business group signatures include the Harsco logotype with the business group name beneath it, typeset in upper-case Univers 63 Bold Extended and placed flush right with the end of the Harsco logotype.

Business group signatures must always be reproduced from authorized sources and not re-created. Do not alter the signatures or modify them in any way. Business group signatures distinguish among Harsco’s principal global markets and reinforce the relationship between our markets and our brand. A business group signature is to be used in all applications that pertain to Harsco’s worldwide operating locations, including stationery, forms and business documentation, advertising and marketing materials, product packaging, signage and vehicles.

Use the Harsco logotype alone in applications that represent the corporation as a whole, including equipment and wearable applications.
Use a Business Group Operating Company Signature to identify operating companies within business groups. Operating company signatures include a Business Group Signature with the operating company name beneath it separated by a rule, typeset in upper- and lower-case Univers 53 Extended and placed flush right with the end of the Business Group Signature. Business group operating company signatures must always be reproduced from authorized sources and not re-created. Do not alter the signatures or modify them in any way.

Requirements for business group operating company signatures must be reviewed with the applicable business development office before production.
The preferred background color for the Harsco logotype and business group signatures is white, although other neutral backgrounds may be considered if they provide sufficient contrast. The logotype and signatures may also be reversed from any background, including photographs, that provides sufficient contrast and legibility.

In all applications, the Harsco logotype and business group signatures must be positioned within a field set apart from text and/or other visual elements sufficiently to ensure clarity.

The diagrams above demonstrate proper staging within minimum space requirements. The clear space around the logotype or signature must be equal to \( x \) times the \( x \) as shown below.
**1 Basic Elements**

**1.7 Brand Promise**

The Harsco brand promise “Insight onsite.™” is intended for use in external communications such as advertising and marketing literature. The brand promise is also used on the reverse side of business cards. Use it with the Harsco logotype and business group signatures when you wish to reinforce our message of experience and expertise.

The “Insight onsite.™” brand promise should always be typeset in upper- and lower-case Univers 75 Black as shown. The brand promise should be positioned flush right with the Harsco logo or a business group signature, following guidelines for clear space provided on page 1.6 of this manual. Note that the end period and the trademark symbol “TM” are positioned to hang beyond the flush right alignment.

If the accompanying Harsco logotype is reproduced in color, the brand promise should also appear in Harsco Blue. The only other approved color for the brand promise is black.
Incorrect modifications of the Harsco logotype:

- Extended Condensed Secondary color
- Screened Slanted Letterspacing too open
- Containing shape Adding shadow Distorted
- Business group name centered Business group name, flush left, caps and lower-case Introducing new design element

Illustrated below are incorrect modifications of the Harsco logotype and business group signatures. These errors undermine the strength and value of our identity and are prohibited. Errors can be avoided by reproducing identity elements only from authorized reproduction materials and by following the guidelines in this manual. If you have any questions about correct use of the Harsco identity, contact Harsco Corporate Communications.
When the Harsco logotype or business group signatures are used on a background, care must be taken to maintain sufficient contrast between the background and identity elements for legibility. The logotype or signatures may appear in Harsco Blue or black, or they may be reversed from the background. Illustrated below are incorrect uses of the Harsco logotype. The Harsco logotype should not be used in text and headline references. Instead, the names Harsco or Harsco Corporation should be typeset in the same font used for the rest of the headline or text.

Our legal name—Harsco Corporation—remains the same and should be used in all legal contexts. If you have any questions about correct use of the legal name, contact Harsco Corporate Communications.

HARSCO outlines worldwide growth prospects.

The strength of HARSCO is found not only in our operations and financial results, but also our values.
1 Basic Elements

1.10 Ancillary Logotypes

Logotypes developed for purposes other than corporate identification and branding are ancillary logotypes. Ancillary logotypes are not components of the Harsco corporate identity and may not be combined with the Harsco logotype or operating company signatures. Ancillary logotypes may utilize but are not exclusively restricted to Harsco Blue and the Univers typeface. Ancillary logotypes should always be separated from the Harsco logotype and operating company signatures, following the guidelines specified on page 1.5 of this manual.

Ancillary logotypes must be pre-approved by the appropriate division marketing manager and division legal counsel. Depending on the nature of use, it may also be appropriate to consider trademark registration and protection, as described in section 12.

Example
The SafeGuard logotype was developed to emphasize Harsco’s comprehensive commitment to safety and the environment across all worldwide operations. The logotype and colors were pre-approved for specific applications. Note that Harsco Blue and a Univers font are used to provide a visual relationship to the Harsco corporate identity system; however, this is not mandatory.
2 Corporate Stationery

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2.11 Fax Transmittal
2 Corporate Stationery

2.1 Letterhead

Dimensions
8.5” x 11”

Colors
Logotype: PMS 300
Supplementary type: Black

Company Name
Univers 75 Black, 7/9pt

Address
Univers 45 Light, 7/9pt

Printing
Offset lithography

Paper
Bright white, wove finish, medium weight, custom Harsco logo watermark

Letterhead Shown at 60% of actual size
Letterhead Typing Guidelines

Date

Name
Title
Business Name
Street Address
City, State Zip Code

Salutation:

This letter demonstrates the approved flush-left typing/word processor format that complements the Harsco letterhead. All letters should be typed using the Arial font with a point size of 11 and with a line space of 14 points.

Each line of copy, including the first line of each paragraph, aligns with the left edge of the address above.

Leave at least two line spaces between the Harsco website and the date. Leave three line spaces between the date and the address block. Leave two line spaces between the address block and the salutation. Leave one line space between the salutation and the first line of the letter. All paragraphs are flush left. Do not indent the first line. Leave one line space between paragraphs.

To end the letter, leave one line space above the complimentary close, and four line spaces between the complimentary close and the sender’s name or title. Single space any additional information. Any additional information should be flush left with a font size of 11 points and a line space of 14 points. Always use the continuation sheet for succeeding pages.

Complimentary close,

Sender’s Name
Sender’s Title

Enclosure

cc:      First Name
        Second Name
Corporate Stationery

2.3 Continuation Sheet

Dimensions
8.5" x 11"

Colors
Logotype: PMS 300

Printing
Offset lithography

Paper
Bright white, wove finish, medium weight, custom Harso logo watermark
Continuation Sheet Typing Guidelines

Recipient's name
Correspondence date
Page number

If correspondence exceeds one page in length, use the continuation sheet. A heading positioned 2.5" from the top of the page will include the recipient's name followed by the correspondence date and the page number on separate lines. Maintain the same left and right margins and point size as the first correspondence page.
Mary A. Smith  
Manager  
Global Services

Harsco Corporation  
350 Poplar Church Road  
Camp Hill, PA 17011 USA  
Phone: 717.763.7064  
Mobile: 717.555.1234  
Fax: 717.763.6424  
Email: msmith@harsco.com  
www.harsco.com

Dimensions  
3.5” x 2”

Colors  
Logotype: PMS 300  
Supplementary type: Black

Name  
Univers 75 Black, 8.5/9.5pt

Title  
Univers 45 Light, 7.5/9.5pt

Company Name  
Univers 75 Black, 6.5/8.5pt

Address  
Univers 45 Light, 6.5/8.5pt  
Maintain 1/2 linespace between city and phone number

Printing  
Offset lithography

Paper  
Bright white, wove finish, cover weight

Business Group Names  
Univers 53 Extended, 5.75pt

Brand Promise  
Univers 75 Black, 11pt

Trademark Symbol  
Univers 55 Roman, 4pt

Colors  
Brand promise: PMS 300  
Business group names: Black
2.6 No. 10 Envelope

No. 10 Envelope Shown at 60% of actual size

Harsco Corporation
350 Public Church Road
Camp Hill PA 17012 USA

Dimensions
9.5" x 4.125"

Colors
Logotype: PMS 300
Supplementary type: Black

Company Name
Univers 75 Black, 7/9pt

Address
Univers 45 Light, 7/9pt

Printing
Offset lithography

Paper
Bright white, wove finish, medium weight
### 2.7 Mailing Label

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</table>

**Dimensions**
4" x 2"

**Colors**
- Logotype: PMS 300
- Supplementary type: Black

**Company Name**
Univers 75 Black, 6/8pt

**Address**
Univers 45 Light, 6/8pt

**Printing**
Offset lithography

**Paper**
Bright white, plate finish, self-adhesive
### Corporate Stationery

#### 2.8 “With Compliments” Slip

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>“With Compliments” Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5” x 3.65”</td>
<td>Univers 45 Light, 14pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colors</th>
<th>Printing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logotype: PMS 300, Supplementary type: Black</td>
<td>Offset lithography</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 75 Black, 7/9pt</td>
<td>Bright white, wove finish, cover weight</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 45 Light, 7/9pt</td>
<td></td>
</tr>
</tbody>
</table>

Compliments Slip Shown at 60% of actual size
FOR IMMEDIATE RELEASE

Dimensions
8.5" x 11"

Printing
Internal office printer

News Release  Shown at 60% of actual size
MEMORANDUM

TO:
FROM:
CC:
DATE:
SUBJECT:

Dimensions
8.5" x 11"

Printing
Internal office printer
Harsco Corporation
301 Hyles Church Road
Cary, IL 60017 USA
Phone: 312.993.6324
Fax: 771.456.4524
www.harsco.com

FAX TRANSMITTAL

TO:
OF:
FAX NUMBER:
FROM:
DATE:
PAGES (INCLUDING COVER):
SUBJECT:
___ Original correspondence will be forwarded by mail
___ Original correspondence will NOT be forwarded by mail

CONFIDENTIALITY NOTICE
The information contained in this fax is confidential and may be legally privileged. It is intended solely for the named recipient. Access to this fax by anyone else is unauthorized. If you are not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient, please note that any use, disclosure, copying, distribution or action taken or omitted to be taken in reliance on it is prohibited. If you are not the intended recipient, please inform us by calling the sender at the phone number above.

FaxTransmittal  Shown at 60% of actual size

Dimensions
8.5" x 11"

Printing
Internal office printer
<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1.1</td>
<td>Letterhead</td>
</tr>
<tr>
<td>3.1.2</td>
<td>Letterhead Typing Guidelines</td>
</tr>
<tr>
<td>3.2.1</td>
<td>Continuation Sheet</td>
</tr>
<tr>
<td>3.2.2</td>
<td>Continuation Sheet Typing Guidelines</td>
</tr>
<tr>
<td>3.3</td>
<td>Envelope</td>
</tr>
<tr>
<td>3.4</td>
<td>Mailing Label</td>
</tr>
<tr>
<td>3.5</td>
<td>Business Card</td>
</tr>
<tr>
<td>3.6</td>
<td>“With Compliments” Slip</td>
</tr>
<tr>
<td>3.7</td>
<td>Interoffice Memo Template</td>
</tr>
<tr>
<td>3.8</td>
<td>Fax Transmittal Template</td>
</tr>
<tr>
<td>3.9.1</td>
<td>ISO Letterhead</td>
</tr>
<tr>
<td>3.9.2</td>
<td>ISO Letterhead Typing Guidelines</td>
</tr>
<tr>
<td>3.10.1</td>
<td>ISO Continuation Sheet</td>
</tr>
<tr>
<td>3.10.2</td>
<td>ISO Continuation Sheet Typing Guidelines</td>
</tr>
<tr>
<td>3.11</td>
<td>ISO Envelope</td>
</tr>
<tr>
<td>3.12</td>
<td>ISO Mailing Label</td>
</tr>
<tr>
<td>3.13</td>
<td>ISO Business Card</td>
</tr>
<tr>
<td>3.14</td>
<td>ISO “With Compliments” Slip</td>
</tr>
<tr>
<td>3.15</td>
<td>ISO Interoffice Memo Template</td>
</tr>
<tr>
<td>3.16</td>
<td>ISO Fax Transmittal Template</td>
</tr>
</tbody>
</table>
3 Business Group Stationery

3.1.1 Letterhead

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>Company Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5&quot; x 11&quot;</td>
<td>Univers 63 Bold Extended, 6pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Colors</th>
<th>Printing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logotype: PMS 300</td>
<td>Offset lithography</td>
</tr>
<tr>
<td>Supplementary type: Black</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Legal Entity Name</th>
<th>Paper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 75 Black, 7/9pt</td>
<td>Bright white, wove finish, medium weight, custom Harsco logo watermark</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 45 Light, 7/9pt</td>
<td></td>
</tr>
</tbody>
</table>

Letterhead Shown at 60% of actual size
This letter demonstrates the approved flush-left typing/word processor format that complements Harsco Business Group letterheads. All letters should be typed using the Arial font with a point size of 11 and with a line space of 14 points.

Each line of copy, including the first line of each paragraph, aligns with the left edge of the address above.

Leave at least two line spaces between the Harsco website and the date. Leave three line spaces between the date and the address block. Leave two line spaces between the address block and the salutation. Leave one line space between the salutation and the first line of the letter. All paragraphs are flush left. Do not indent the first line. Leave one line space between paragraphs.

To end the letter, leave one line space above the complimentary close, and four line spaces between the complimentary close and the sender’s name or title. Single space any additional information. Any additional information should be flush left with a font size of 11 points and a line space of 14 points. Always use the continuation sheet for succeeding pages.

Complimentary close,

Sender’s Name
Sender’s Title
Enclosure
cc: First Name
Second Name
3  Business Group Stationery

3.2.1  Continuation Sheet

---

**Dimensions**
8.5" x 11"

**Colors**
Logotype: PMS 300

**Company Affiliation**
Univers 63 Bold Extended, 6pt

**Printing**
Offset lithography

**Paper**
Bright white, wove finish, medium weight, custom Harsco logo watermark
If correspondence exceeds one page in length, use the continuation sheet. A heading positioned 2.5" from the top of the page will include the recipient's name followed by the correspondence date and the page number on separate lines. Maintain the same left and right margins and point size as the first correspondence page.
### 3 Business Group Stationery

#### 3.3 Envelope

<table>
<thead>
<tr>
<th>1p6</th>
<th>9p8</th>
<th>7p10</th>
</tr>
</thead>
</table>

No. 10 Envelope Shown at 60% of actual size

**Dimensions**
9.5” x 4.125”

**Colors**
Logotype: PMS 300
Supplementary type: Black

**Legal Entity Name**
Univers 75 Black, 7/9pt

**Address**
Univers 45 Light, 7/9pt

**Printing**
Offset lithography

**Paper**
Bright white, wove finish, medium weight

---

### 3.4 Mailing Label

<table>
<thead>
<tr>
<th>1p</th>
<th>6p6</th>
</tr>
</thead>
</table>

Mailing Label Shown actual size

**Dimensions**
4” x 2”

**Colors**
Logotype: PMS 300
Supplementary type: Black

**Legal Entity Name**
Univers 75 Black, 6/8pt

**Address**
Univers 45 Light, 6/8pt

**Printing**
Offset lithography

**Paper**
Bright white, plate finish, self-adhesive
<table>
<thead>
<tr>
<th>1p</th>
<th>10p6</th>
<th>8p7</th>
</tr>
</thead>
<tbody>
<tr>
<td>3p9</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Front side</th>
<th>Shown actual size</th>
</tr>
</thead>
</table>

**Mary A. Smith**  
Manager  
Global Services

**Harsco Infrastructure**  
Americas  
650 From Road, Suite 525  
Paramus, NJ 07652 USA  
Phone: 717.763.7064  
Mobile: 717.555.1234  
Fax: 201.261.5544  
Email: msmith@harsco.com  
www.harsco-i.com

**A HARSCO COMPANY**

**Dimensions**  
3.5” x 2”

**Colors**  
Logotype: PMS 300  
Supplementary type: Black

**Name**  
Univers 75 Black, 8.5/9.5pt

**Title**  
Univers 45 Light, 7.5/9.5pt

**Legal Entity Name**  
Univers 75 Black, 6.5/8.5pt

**Address**  
Univers 45 Light, 6.5/8.5pt  
Maintain 1/2 linespace between city and phone number

**Company Affiliation**  
Univers 63 Bold Extended, 6pt

**Printing**  
Offset lithography; embossing of printed logotype optional

**Paper**  
Bright white, wove finish, cover weight

**Brand Promise**  
Univers 75 Black, 11pt; omit when reverse side is used for a second language

**Trademark Symbol**  
Univers 55 Roman, 4pt

**Colors**  
Brand promise: PMS 300
### Business Group Stationery

#### 3.6 “With Compliments” Slip

<table>
<thead>
<tr>
<th>Dimensions</th>
<th>“With Compliments” Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5” x 3.65”</td>
<td>Univers 45 Light, 14pt</td>
</tr>
</tbody>
</table>

#### Colors
- Logotype: PMS 300
- Supplementary type: Black

#### Legal Entity Name
Univers 75 Black, 7/9pt

#### Address
Univers 45 Light, 7/9pt

#### Printing
Offset lithography

#### Paper
Bright white, wove finish, cover weight
3.9.1 ISO Letterhead

Dimensions
210mm x 297mm

Colors
Logotype: PMS 300
Supplementary type: Black

Legal Entity Name
Univers 75 Black, 7/9pt

Address
Univers 45 Light, 7/9pt

Company Affiliation
Univers 63 Bold Extended, 6pt

Registration
Univers 45 Light, 6/8pt

Printing
Offset lithography

Paper
Bright white, wove finish, medium weight, custom Harsco logo watermark

Harsco Infrastructure Services Limited
Harsco House, Regent Park
299 Kingston Road
Leatherhead, Surrey KT22 7SG
United Kingdom
Phone: +44 (0) 1372 381300
Fax: +44 (0) 1372 381399
www.harsco-i.com

ISO Letterhead Shown at 60% of actual size
Harsco Infrastructure Services Limited
Harsco House, Regent Park
299 Kingston Road
Leatherhead, Surrey KT22 7SG
United Kingdom
Telephone: 01372 381300
Fax: 01372 381399
www.harsco-i.com

Date

Name
Title
Business Name
Street Address
City, State Zip Code

Salutation:

This letter demonstrates the approved flush-left typing/word processor format that complements Harsco Business Group letterheads. All letters should be typed using the Arial font with a point size of 11 and with a line space of 14 points.

Each line of copy, including the first line of each paragraph, aligns with the left edge of the address above.

Leave at least two line spaces between the Harsco website and the date. Leave three line spaces between the date and the address block. Leave two line spaces between the address block and the salutation. Leave one line space between the salutation and the first line of the letter. All paragraphs are flush left. Do not indent the first line. Leave one line space between paragraphs.

To end the letter, leave one line space above the complimentary close, and four line spaces between the complimentary close and the sender’s name or title. Single space any additional information. Any additional information should be flush left with a font size of 11 points and a line space of 14 points. Always use the continuation sheet for succeeding pages.

Complimentary close,

Sender’s Name
Sender’s Title

Enclosure

cc: First Name
Second Name
3.10.1 ISO Continuation Sheet

Dimensions
210mm x 297mm

Colors
Logotype: PMS 300

Company Affiliation
Univers 63 Bold Extended, 6pt

Registration
Univers 45 Light, 6/8pt

Printing
Offset lithography

Paper
Bright white, wove finish, medium weight, custom Harsco logo watermark
If correspondence exceeds one page in length, use the continuation sheet. A heading positioned 70.5mm from the top of the page will include the recipient’s name followed by the correspondence date and the page number on separate lines. Maintain the same left and right margins and point size as the first correspondence page.
3 Business Group Stationery

3.11 ISO Envelope

- **Dimensions**: 110mm x 220mm
- **Colors**
  - Logotype: PMS 300
  - Supplementary type: Black
- **Legal Entity Name**: Univers 75 Black, 7/9pt
- **Address**: Univers 45 Light, 7/9pt
- **Printing**: Offset lithography
- **Paper**: Bright white, wove finish, medium weight

---

3.12 ISO Mailing Label

- **Dimensions**: 95mm x 55mm
- **Colors**
  - Logotype: PMS 300
  - Supplementary type: Black
- **Legal Entity Name**: Univers 75 Black, 6/8pt
- **Address**: Univers 45 Light, 6/8pt
- **Printing**: Offset lithography
- **Paper**: Bright white, plate finish, self-adhesive
3.13 ISO Business Card

**Dimensions**
3.5" x 2"

**Colors**
Logotype: PMS 300
Supplementary type: Black

**Name**
Univers 75 Black, 8.5/9.5pt

**Title**
Univers 45 Light, 7.5/9.5pt

**Legal Entity Name**
Univers 75 Black, 6.5/8.5pt

**Address**
Univers 45 Light, 6.5/8.5pt
Maintain 1/2 linespace between city and phone number

**Company Affiliation**
Univers 63 Bold Extended, 6pt

**Printing**
Offset lithography; embossing of printed logotype optional

**Paper**
Bright white, wove finish, cover weight

**Brand Promise**
Univers 75 Black, 11pt; omit when reverse side is used for a second language

**Trademark Symbol**
Univers 55 Roman, 4pt

**Colors**
Brand promise: PMS 300
With Compliments

Harsco Infrastructure Services Limited
Harsco House, Regent Park
299 Kingston Road
Leatherhead, Surrey KT22 7SG
United Kingdom
Phone: 44.1372.381.300
Fax: 44.1372.381.399
www.harsco-i.com

ISO “With Compliments” Slip

Dimensions
210mm x 100mm

Colors
Logotype: PMS 300
Supplementary type: Black

Legal Entity Name
Univers 75 Black, 7/9pt

Address
Univers 45 Light, 7/9pt

“With Compliments” Title
Univers 45 Light, 14pt

Printing
Offset lithography

Paper
Bright white, wove finish, cover weight
4 Advertising

4.1 Introduction
4.2 Blue Blocks System
4.3 Full-Page Grid
4.4.1 Half-Page Horizontal Grid
4.4.2 Half-Page Vertical Grid
4.5 Quarter-Page Grid
4.6 Small-Size Grid
4.7.1 Full-Page Example
4.7.2 Full-Page Example
4.7.3 Double-Page Spread Example
4.7.4 Half-Page Vertical Examples
4.7.5 Small-Space Examples
4.7.6 Recruitment
4.7.7 Newspaper
Advertising doesn’t just enable us to sell the benefits of our products. Carefully crafted advertising can also raise the profile of our company and increase recognition of the Harsco brand. To ensure that this happens, it’s important that our advertisements are produced according to Harsco guidelines.

In this section we introduce our simple Harsco BLUE BLOCKS system, which provides a framework on which to base the contents of an ad. Applying this system effectively will enable us to create professional-looking page layouts across a range of formats and sizes. It will also ensure that the appearance and styling of advertisements are consistent with all other Harsco advertising and brand communication material seen around the world.

Please note that the BLUE BLOCKS system is not a template and has been purposely designed to offer maximum flexibility.

The most common advertising formats – full, half and quarter page – are all covered here. If the format is different, the basic BLUE BLOCKS style should be applied as closely as is practically possible. This section also includes guidelines for recruitment advertising. Recruitment advertising isn’t only a way of finding staff – it’s also an important opportunity to communicate the professional qualities of our business and add to our growing profile.

When producing advertisements certain basic points will help create impactful and memorable advertising that both sells the benefits of Harsco products and enhances our brand identity.

The most successful advertisements are single-minded. While the features of our products are interesting, the customer’s main interest is in the benefits our products and services bring. Try to communicate the things that differentiate our offerings from the competition. And remember to always include contact details at the end of the text so that customers can respond quickly and easily.

On the following pages you will find example layouts that show you what you can achieve with the BLUE BLOCKS system. All the examples feature the Harsco Infrastructure signature, but this can be interchanged with any other signature from the Harsco group.

When creating advertising, we ask you to stay within the following guidelines, but encourage you to be creative with your communications.
This is our first look at the Harsco BLUE BLOCKS system – an easy-to-use framework on which to build advertisements and accommodate headlines or copy.

**Block 1** is 50% Harsco Blue (equivalent to Pantone Matching System® PMS 300 Blue). It bleeds off to the left and extends across the width of the page, stopping halfway across the margin on the right.

**Block 2** is 20% Harsco Blue. It bleeds off to the right and extends across the page, stopping halfway across the margin on the left.

**Block 3** is 100% Harsco Blue and simply fills the area where Blocks 1 and 2 overlap.

The blocks always appear vertically in the order shown below, but you can vary their depths to suit advertising requirements.

As a general rule, squared-up images should bleed off one side of the page and align with one of the three blue blocks.

The Harsco logo should always be aligned to the right-hand margin at either the top or the bottom. When positioned at the bottom, the “Infrastructure” business group signature hangs below the margin as shown below.

Whether the signature is positioned top or bottom, the “Insight onsite” brand promise should be left aligned on the opposite side of the page, except in circumstances where space doesn’t allow this, such as quarter-page sizes – see 4.5.
4 Advertising

4.3 Full-Page Grid

The grid below shows various dimensions required to create a standard full-page advertisement in sizes such as U.S. Letter and ISO A4. For minor adjustments simply alter the width and height of the columns, keeping all other dimensions as specified.

For larger sizes – such as U.S. Ledger and ISO A3 – simply scale up this grid. This grid should also be used for double-page spreads – simply construct using two full pages side by side. See page 4.7.3 of this section for an example.

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>E</th>
<th>C</th>
<th>H</th>
<th>D</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Left and right margins</td>
<td>0.6 inch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Top and bottom margins</td>
<td>0.6 inch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Column gutters</td>
<td>0.2 inch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Harsco logo width</td>
<td>2 inch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Insight onsite logo width</td>
<td>1.2 inch</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Number of columns</td>
<td>6 (DPS – 2 x 6)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>Column heights</td>
<td>variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>Column widths</td>
<td>variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For larger sizes – such as U.S. Ledger and ISO A3 – simply scale up this grid. This grid should also be used for double-page spreads – simply construct using two full pages side by side. See page 4.7.3 of this section for an example.

<table>
<thead>
<tr>
<th></th>
<th>A</th>
<th>E</th>
<th>C</th>
<th>H</th>
<th>D</th>
<th>A</th>
</tr>
</thead>
<tbody>
<tr>
<td>B</td>
<td>Left and right margins</td>
<td>15mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Top and bottom margins</td>
<td>15mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Column gutters</td>
<td>4mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Harsco logo width</td>
<td>50mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Insight onsite logo width</td>
<td>30mm</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Number of columns</td>
<td>6 (DPS – 2 x 6)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>Column heights</td>
<td>variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>Column widths</td>
<td>variable</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The grid below shows various dimensions required to create a half-page horizontal advertisement. For minor adjustments simply alter the width and height of the columns, keeping all other dimensions as specified.

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>B</td>
<td>C</td>
<td>D</td>
<td>E</td>
<td>F</td>
</tr>
<tr>
<td>G</td>
<td>H</td>
<td>I</td>
<td>J</td>
<td>K</td>
<td>L</td>
</tr>
</tbody>
</table>

**U.S. dimensions**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>0.5 inch</td>
</tr>
<tr>
<td>B</td>
<td>0.4 inch</td>
</tr>
<tr>
<td>C</td>
<td>0.2 inch</td>
</tr>
<tr>
<td>D</td>
<td>2 inch</td>
</tr>
<tr>
<td>E</td>
<td>1.2 inch</td>
</tr>
<tr>
<td>F</td>
<td>6</td>
</tr>
<tr>
<td>G</td>
<td>variable</td>
</tr>
<tr>
<td>H</td>
<td>variable</td>
</tr>
</tbody>
</table>

**European dimensions**

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>12mm</td>
</tr>
<tr>
<td>B</td>
<td>10mm</td>
</tr>
<tr>
<td>C</td>
<td>4mm</td>
</tr>
<tr>
<td>D</td>
<td>50mm</td>
</tr>
<tr>
<td>E</td>
<td>30mm</td>
</tr>
<tr>
<td>F</td>
<td>6</td>
</tr>
<tr>
<td>G</td>
<td>variable</td>
</tr>
<tr>
<td>H</td>
<td>variable</td>
</tr>
</tbody>
</table>
4 Advertising

4.4.2 Half-Page Vertical Grid

The grid below shows various dimensions required to create a half-page vertical advertisement. For minor adjustments simply alter the width and height of the columns, keeping all other dimensions as specified.

Note: On 3-column layouts, the TM of the "Insight onsite" brand promise hangs over the right margin.

<table>
<thead>
<tr>
<th>U.S. dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
</tr>
<tr>
<td>B</td>
</tr>
<tr>
<td>C</td>
</tr>
<tr>
<td>D</td>
</tr>
<tr>
<td>E</td>
</tr>
<tr>
<td>F</td>
</tr>
<tr>
<td>G</td>
</tr>
<tr>
<td>H</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>European dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
</tr>
<tr>
<td>B</td>
</tr>
<tr>
<td>C</td>
</tr>
<tr>
<td>D</td>
</tr>
<tr>
<td>E</td>
</tr>
<tr>
<td>F</td>
</tr>
<tr>
<td>G</td>
</tr>
<tr>
<td>H</td>
</tr>
</tbody>
</table>
The grid below shows various dimensions required to create a quarter-page advertisement. For minor adjustments simply alter the width and height of the columns, keeping all other dimensions as specified.

**Note:** On 3-column layouts, the TM of the “Insight onsite” brand promise hangs over the right margin.

### U.S. dimensions

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Left and right margins</td>
<td>0.4 inch</td>
</tr>
<tr>
<td>B</td>
<td>Top and bottom margins</td>
<td>0.3 inch</td>
</tr>
<tr>
<td>C</td>
<td>Column gutters</td>
<td>0.2 inch</td>
</tr>
<tr>
<td>D</td>
<td>Harsco logo width</td>
<td>1.6 inch</td>
</tr>
<tr>
<td>E</td>
<td>Insight onsite logo width</td>
<td>1.2 inch</td>
</tr>
<tr>
<td>F</td>
<td>Number of columns</td>
<td>3</td>
</tr>
<tr>
<td>G</td>
<td>Column heights</td>
<td>variable</td>
</tr>
<tr>
<td>H</td>
<td>Column widths</td>
<td>variable</td>
</tr>
</tbody>
</table>

### European dimensions

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Left and right margins</td>
<td>10mm</td>
</tr>
<tr>
<td>B</td>
<td>Top and bottom margins</td>
<td>8mm</td>
</tr>
<tr>
<td>C</td>
<td>Column gutters</td>
<td>4mm</td>
</tr>
<tr>
<td>D</td>
<td>Harsco logo width</td>
<td>40mm</td>
</tr>
<tr>
<td>E</td>
<td>Insight onsite logo width</td>
<td>30mm</td>
</tr>
<tr>
<td>F</td>
<td>Number of columns</td>
<td>3</td>
</tr>
<tr>
<td>G</td>
<td>Column heights</td>
<td>variable</td>
</tr>
<tr>
<td>H</td>
<td>Column widths</td>
<td>variable</td>
</tr>
</tbody>
</table>
4 Advertising

4.6 Small-Size Grid

The grid below shows various dimensions required to create a small-size advertisement. For minor adjustments simply alter the width and height of the columns, keeping all other dimensions as specified.

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Left and right margins</td>
<td>0.5 inch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Top and bottom margins</td>
<td>0.5 inch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Column gutters</td>
<td>0.2 inch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Harsco logo width</td>
<td>1.6 inch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Insight onsite logo width</td>
<td>1.2 inch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Number of columns</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>Column heights</td>
<td>variable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>Column widths</td>
<td>variable</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

U.S. dimensions

European dimensions

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Left and right margins</td>
<td>12mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Top and bottom margins</td>
<td>12mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Column gutters</td>
<td>4mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Harsco logo width</td>
<td>40mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Insight onsite logo width</td>
<td>30mm</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Number of columns</td>
<td>6</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>Column heights</td>
<td>variable</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>Column widths</td>
<td>variable</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.7.1 Full-Page Example

These layouts provide examples of full-page ads that use the Harsco BLUE BLOCKS system. Set body copy in 9/12pt Univers 45 Light. Univers 45 Light in 8/11pt may also be used where required.
The layouts here offer examples of full-page ads that again use the Harsco BLUE BLOCKS system. Set body copy in 9/12pt Univers 45 Light. Univers 45 Light in 8/11pt may also be used where required.
The layout below shows you how to create a double-page spread using the Harsco BLUE BLOCKS system.

For more information contact T 01234567890  E name@harsco.com  www.harsco.com
4.7.4 Half-Page Vertical Examples

These layouts show examples of half-page vertical ads. Set body copy in 9/12pt Univers 45 Light. Univers 45 Light in 8/11pt may also be used where required.
4 Advertising

4.7.5 Small-Space Examples

The layouts below show examples of small-space ads. Wherever possible, body copy should be set in 9/12pt Univers 45 Light. Univers 45 Light in 8/11pt may also be used where required.

Half-page horizontal ad

Main heading set in Univers 75 Bold
Subheading in Univers 45 Light

Main heading in Univers 45 Light

Main heading and subhead set in the same point size

Quarter-page ad

Quarter-page ad

Quarter-page ad
Quarter-page recruitment advertising should use the same template as quarter-page display advertising. Where color is available and affordable always use Harsco Blue. Alternatively use black.

At smaller sizes and in publications where reproduction quality is limited, retain the overall look and style of the display advertising templates, but replace the 20% tint in block 2 with a 0.5pt keyline.
Newspaper advertising can follow different proportions from standard advertising and can be large in size. Below are some typical examples of full-page and half-page newspaper advertising.

Where color is available and affordable always use Harsco Blue. Alternatively use black.

Wherever possible, body copy should be set in 11/16pt Univers 45 Light. Univers 45 Light in 10/15pt may also be used where required.

For more information contact T 01234567890 E name@harsco.com www.harsco.com
5 Marketing Literature

5.1 Introduction
5.2 Branding
5.3 Color
5.4 Printing
5.5.1 Brochure Front Cover
5.5.2 Brochure Front Cover – Landscape
5.6.1 Brochure Back Cover
5.6.2 Brochure Back Cover – Landscape
5.7.1 Brochure Page Grid
5.7.2 Brochure Page Grid – Basic
5.7.3 Brochure Page Grid – Landscape
5.7.4 Brochure Page Grid Usage
5.7.5 Brochure Page Grid Usage – Landscape
5.8.1 Flyer Front Cover
5.8.2 Flyer Back Cover Grid
5.8.3 Flyer Back Cover Grid Usage
5.9.1 ISO Brochure Front Cover
5.9.2 ISO Brochure Front Cover – Landscape
5.10.1 ISO Brochure Back Cover
5.10.2 ISO Brochure Back Cover – Landscape
5.11.1 ISO Brochure Page Grid
5.11.2 ISO Brochure Page Grid – Basic
5.11.3 ISO Brochure Page Grid – Landscape
5.11.4 ISO Brochure Page Grid Usage
5.11.5 ISO Brochure Page Grid Usage – Landscape
5.12.1 ISO Flyer Front Cover
5.12.2 ISO Flyer Back Cover Grid
5.12.3 ISO Flyer Back Cover Grid Usage
5.13.1 ISO Small Brochure Front Cover
5.13.2 ISO Small Brochure Back Cover
5.13.3 ISO Small Brochure Page Grid
5.13.4 ISO Small Brochure Page Grid Usage
5.14 Marketing Literature Examples
Literature is an important vehicle in the promotion of the Harsco identity. It provides an opportunity to clearly define the core ideology and unique value propositions of Harsco and our operations directly to our customers.

It is therefore vital to establish a distinctive and consistent style for all literature. This section outlines in detail the framework for the creation and production of all major literature formats. It includes a comprehensive set of grids that have been designed to accommodate all content requirements with consistency as well as flexibility.

Approval by the appropriate division marketing manager is required before production of marketing literature.
There are two branding treatments for marketing literature. All corporate brochures should feature the Harsco corporate logotype, and all business group brochures should feature their respective Harsco business group signature.

Guidelines for the application of branding on corporate literature are the same as those for business group literature. Examples of corporate literature can be found on pages 5.14.1-5.14.16.
5.3 Color

The adaptable grids provided in this manual facilitate production of a wide range of design layouts for marketing literature. Consistent use of Harsco Blue (equivalent to Pantone Matching System® PMS 300 Blue) will reinforce the relationship among Harsco business groups.

Harsco Blue should be used on covers whenever possible. Harsco Blue must be used on Harsco Infrastructure literature covers.
To ensure consistency of presentation, all literature must follow specific print specifications. Color brochures must be printed in five colors: CMYK and Harsco Blue. Single-color brochures must be printed only in black.

Paper should be a brilliant white stock with a smooth finish. The cover on all brochures must have a matte finish. This should be achieved through the use of a matte laminate (preferred) or a matte varnish.

Due to the wide variety of brochures produced, the weight of paper used should be chosen to suit the function of the brochure.
5 Marketing Literature

5.5.1 Brochure Front Cover

Area 1
Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area 6p from the spine.

Area 2
Images and small panels of background color (to carry brochure title) can extend into this area from Area 1.

Area 3
The logo area must not be encroached upon by Area 1 or Area 2 and must retain a white background.

See pages 5.14.1 to 5.14.16 for examples.
5.5.2 Brochure Front Cover – Landscape

**Cover Dimensions**
11" x 8.5"

**Area 1**
Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area 6p from the spine.

**Area 2**
Images and small panels of background color (to carry brochure title) can extend into this area from Area 1.

**Area 3**
The logo area must not be encroached upon by Area 1 or Area 2 and must retain a white background.

See pages 5.14.1 to 5.14.16 for examples.
5.6.1 Brochure Back Cover

**Area 4**
Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area of 6p from the spine. The design treatment should reflect that of the front cover.
This area is optional as the back cover can have an overall white background.

**Copyright Statement**
© 20XX Harsco Corporation
Univers 45 Light, 5.5pt, PMS 300
Right edge of copyright statement hangs 12p from the bottom page trim.
The type baseline is positioned 0p6 from edge of Area 4. If Area 4 is not adopted, the type baseline is positioned 1p from the spine.

See pages 5.14.1 to 5.14.16 for examples.
**Area 4**

Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area of 6p from the spine. The design treatment should reflect that of the front cover. This area is optional as the back cover can have an overall white background.

**Copyright Statement**

© 20XX Harsco Corporation

Univers 45 Light, 5.5pt, PMS 300

Right edge of copyright statement hangs 12p from the bottom page trim. The type baseline is positioned 0p6 from edge of Area 4. If Area 4 is not adopted, the type baseline is positioned 1p from the spine.

See pages 5.14.1 to 5.14.16 for examples.
This grid should be used for product brochures that must accommodate a wide variety of text and image sizes.

**Page Dimensions**

8.5" x 11"
This grid can be used for user guides that have a more technical content and require more space for text and images.

**Page Dimensions**

8.5" x 11"
5.7.3 Brochure Page Grid – Landscape

Left page Shown at 40% of actual size

Right page Shown at 40% of actual size
### Formatting of text and images within three-column grid for product brochures.

**Page Dimensions**

8.5” x 11”

**Color Tab**

A color tab is specified to highlight page titles. It should be placed in the top corner of all left or right pages that include titles. Color should match cover.

**Page Title Area**

Initial title: Univers 65 Bold, 14–24pt
Supporting information: Univers 45 Light, 12–18pt

**Optional Gray Panel**

Area used for supporting text. Background prints 20% tint of black.

### Product Title Area or Supporting Text Area

**Product title:** Univers 45 Light, 18–28pt
Supporting text: Univers 45 Light, 10–12pt

**Captions**

Always appear below and flush left to images that are framed within a page, set in Univers 45 Light, 7/9pt, flush left. Captions for full-page images are to be set in Univers 65 Bold, 8/12pt, flush left, ragged right, reverse printed on a color background panel positioned over the image and extending 3p onto the adjacent page. Background color should match cover color.

**Images**

Use the three-column grid in the same way as the main body text; images can be any size as long as they extend to any three widths shown and are not positioned outside grid columns.

See pages 5.14.1 to 5.14.16 for examples.

Gulosus ossifragi

Formatting of text and images within three-column grid for product brochures.

**Page Dimensions**
11” x 8.5”

**Optional Gray Panel**
Area used for supporting text. Background prints 20% tint of black.

**Product Title Area or Supporting Text Area**
Product title: Univers 45 Light, 18–28pt
Supporting text: Univers 45 Light, 10–12pt
Titles can start from either position A or B depending on length and size.

**Captions**
Always appear below and flush left to images that are framed within a page, set in Univers 45 Light, 7/9pt, flush left. Captions for full-page images are to be set in Univers 65 Bold, 10/18pt, flush left, ragged right, reverse printed on a color background panel positioned over the image and extending 3p onto the adjacent page. Background color should match cover color.

**Images**
Use the three-column grid in the same way as the main body text; images can be any size as long as they extend to any three widths shown and are not positioned outside grid columns.
5.8.1 Flyer Front Cover

Flyer Dimensions
8.5" x 11"

Area 1
Maximum area for background color, main headline and images. This area is fixed vertically but can be reduced horizontally to a minimum area 6p from the spine.

Area 2
To be used for bullet points or additional/highlighted text only – no images to be positioned in this area.

Area 3
The logo area must not be encroached upon by Area 1 or Area 2 and must retain a white background.

See pages 5.14.1 to 5.14.16 for examples.

Shown at 60% of actual size
## Marketing Literature

### 5.8.2 Flyer Back Cover Grid

<table>
<thead>
<tr>
<th>5p6</th>
<th>42p6</th>
<th>3p6</th>
</tr>
</thead>
<tbody>
<tr>
<td>12p</td>
<td></td>
<td>8p6</td>
</tr>
<tr>
<td>4p</td>
<td></td>
<td></td>
</tr>
<tr>
<td>44p6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7p6</td>
<td></td>
<td>5p6</td>
</tr>
</tbody>
</table>

Shown at 60% of actual size

**Flyer Dimensions**
8.5" x 11"
Gulosus ossifragi

Gulosus ossifragi

Gulosus ossifragi

Text headings are Univers 65 Bold, with point size to match main body text. Any color can be used for text headings, but should complement color style of page. Body text should generally be black or dark gray. Text may not be positioned outside grid columns.

Images
Use the three-column grid in the same way as the main body text; images can be any size as long as they extend to any three widths shown and are not positioned outside grid columns.

Copyright Statement
© 20XX Harsco Corporation
Univers 45 Light, 5.5pt, PMS 300
Right edge of copyright statement hangs 7p6 from the bottom page trim. The type baseline positioned 1p from left page trim.

Address and Contact Area
Background prints 30% tint of black. Address and contact details are Univers 45 Light with Univers 65 Bold used for divisional name only. Maximum size is 12pt. Contact text must adhere to grid column widths and be positioned at least 1p6 from bottom page trim.
5.9.1 ISO Brochure Front Cover

**Area 1**
Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area 25mm from the spine.

**Area 2**
Images and small panels of background color (to carry brochure title) can extend into this area from Area 1.

**Area 3**
The logo area must not be encroached upon by Area 1 or Area 2 and must retain a white background.

Cover Dimensions
210mm x 297mm

See pages 5.14.1 to 5.14.16 for examples.
Cover Dimensions
297mm x 210mm

**Area 1**
Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area 25mm from the spine.

**Area 2**
Images and small panels of background color (to carry brochure title) can extend into this area from Area 1.

**Area 3**
The logo area must not be encroached upon by Area 1 or Area 2 and must retain a white background.

See pages 5.14.1 to 5.14.16 for examples.
5.10.1 ISO Brochure Back Cover

**Area 4**
Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area of 25mm from the spine. The design treatment should reflect that of the front cover.
This area is optional as the back cover can have an overall white background.

**Copyright Statement**
© 20XX Harsco Corporation
Univers 45 Light, 5.5pt, PMS 300
Right edge of copyright statement hangs 47mm from the bottom page trim.
The type baseline is positioned 2mm from edge of Area 4. If Area 4 is not adopted, the type baseline is positioned 1p from the spine.

See pages 5.14.1 to 5.14.16 for examples.
Area 4
Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area of 25mm from the spine. The design treatment should reflect that of the front cover.
This area is optional as the back cover can have an overall white background.

Copyright Statement
© 20XX Harsco Corporation
Univers 45 Light, 5.5pt, PMS 300
Right edge of copyright statement hangs 47mm from the bottom page trim.
The type baseline is positioned 2mm from edge of Area 4. If Area 4 is not adopted, the type baseline is positioned 4mm from the spine.

See pages 5.14.1 to 5.14.16 for examples.
This grid should be used for product brochures that must accommodate a wide variety of text and image sizes.

**Page Dimensions**

210mm x 297mm
This grid can be used for user guides that have a more technical content and require more space for text and images.

**Page Dimensions**
210mm x 297mm
5.11.3 ISO Brochure Page Grid – Landscape

Left page  Shown at 40% of actual size

Right page  Shown at 40% of actual size
Gulosus ossifragi

Gulosus ossifragi
Formatting of text and images within three-column grid for product brochures.

**Page Dimensions**
11” x 8.5”

**Optional Gray Panel**
Area used for supporting text. Background prints 20% tint of black.

**Product Title Area or Supporting Text Area**
Product title: Univers 45 Light, 18–28pt
Supporting text: Univers 45 Light, 10–12pt

Titles can start from either position A or B depending on length and size.

**Captions**
Always appear below and flush left to images that are framed within a page, set in Univers 45 Light, 7/9pt, flush left. Captions for full-page images are to be set in Univers 65 Bold, 8/12pt, flush left, ragged right, reverse printed on a color background panel positioned over the image and extending 11mm onto the adjacent page. Background color should match cover color.

**Images**
Use the three-column grid in the same way as the main body text; images can be any size as long as they extend to any three widths shown and are not positioned outside grid columns.
5.12.1 ISO Flyer Front Cover

**Flyer Dimensions**
210mm x 297mm

**Area 1**
Maximum area for background color, main headline and images. This area is fixed vertically but can be reduced horizontally to a minimum area 25mm from the spine.

**Area 2**
To be used for bullet points or additional/highlighted text only – no images to be positioned in this area.

**Area 3**
The logo area must not be encroached upon by Area 1 or Area 2 and must retain a white background.

See pages 5.14.1 to 5.14.16 for examples.
5 Marketing Literature

5.12.2 ISO Flyer Back Cover Grid

Shown at 55% of actual size

Flyer Dimensions
210mm x 297mm
Gulosus ossifragi

Gulosus ossifragi

Gulosus ossifragi

Text headings are Univers 65 Bold, with point size to match main body text. Any color can be used for text headings, but should complement color style of page.

Body text should generally be black or dark gray. Text may not be positioned outside grid columns.

Images
Use the three-column grid in the same way as the main body text; images can be any size as long as they extend to any three widths shown and are not positioned outside grid columns.

Flyer Dimensions
210mm x 297mm

Color Tab
Must match color used on the front cover

Page Title Area
Initial title: Univers 65 Bold, 14–24pt
Supporting information: Univers 45 Light, 12–18pt

Main Body Text
Utilizes the column grid as illustrated, including combining different text column widths on the same page. Text to be set in Univers 45 Light, 10/12pt or 12/14pt, flush left, ragged right.

Copyright Statement
© 20XX Harsco Corporation
Univers 45 Light, 5.5pt, PMS 300
Right edge of copyright statement hangs 29mm from the bottom page trim. The type baseline positioned 4mm from left page trim.

Address and Contact Area
Background prints 30% tint of black. Address and contact details are Univers 45 Light with Univers 65 Bold used for divisional name only. Maximum size is 12pt. Contact text must adhere to grid column widths and be positioned at least 5mm from bottom page trim.
**Area 1**
Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area 20mm from the spine.

**Area 2**
Images and small panels of background color (to carry brochure title) can extend into this area from Area 1.

**Area 3**
The logo area must not be encroached upon by Area 1 or Area 2 and must retain a white background.
Area 4
Maximum area for background color and images. This area is fixed vertically but can be reduced horizontally to a minimum area of 25mm from the spine. The design treatment should reflect that of the front cover.

This area is optional as the back cover can have an overall white background.

Cover Dimensions
A5 210mm x 297mm

Business Group Name
Univers 65 Bold, 7/9pt, black

Address Details
Univers 45 Light, 7/9pt, black

Copyright Statement
© 20XX Harsco Corporation
Univers 45 Light, 5.5pt, PMS 300

Right edge of copyright statement hangs 47mm from the bottom page trim.
The type baseline is positioned 2mm from edge of Area 4. If Area 4 is not adopted, the type baseline is positioned 1p from the spine.
This grid should be used for product brochures that must accommodate a wide variety of text and image sizes.

**Page Dimensions**
148mm x 210mm
<table>
<thead>
<tr>
<th>Main Body Text</th>
<th>Caption</th>
<th>Images</th>
</tr>
</thead>
</table>

### Formatting of text and images within three column grid for product brochures.

**Page Dimensions**
148mm x 210mm

**Color Tab**
A color tab is specified to highlight page titles. It should be placed in the top corner of all left or right pages that include titles. Color should match cover.

**Page Title Area**
Initial title: Univers 65 Bold, 14–24pt
Supporting information: Univers 45 Light, 12–18pt

**Main Body Text**
Utilizes the column grid as illustrated, including combining different text column widths on the same page. Text to be set in Univers 45 Light, 10/12pt or 12/14pt, flush left, ragged right.

Text headings are Univers 65 Bold, with point size to match main body text. Any color can be used for text headings, but should complement color style of page.

Body text should generally be black or dark gray. Text may not be positioned outside grid columns.

Page numbers are Univers 45 Light, 8pt.

**Captions**
Always appear below and flush left to images that are framed within a page, set in Univers 45 Light, 7/9pt, flush left. Captions for full-page images are to be set in Univers 65 Bold, 8/12pt, flush left, ragged right, reverse printed on a color background panel positioned over the image and extending 11mm onto the adjacent page. Background color should match cover color.

**Images**
Use the three-column grid in the same way as the main body text; images can be any size as long as they extend to either width shown and are not positioned outside grid columns.
Example of front cover using a Harsco Blue color panel in the full width of Area 1 and a single image across Area 1 and Area 2.
5.14.2 Corporate Brochure Example

Example of front cover using a Harsco Blue color panel in the minimum width of Area 1 and a single image across Area 1 and Area 2.
Example of back cover using a Harsco Blue color panel in the minimum width of Area 4.
5.14.4 Business Group Brochure Example

Example of front cover using a Harsco Blue color panel with a large image in the full width of Area 1 and a smaller image in Area 2.

Shown at 60% of actual size
5.14.5 Business Group Brochure Example

Example of front cover using a single large image in the full width of Area 1.

Shown at 60% of actual size
5.14.6 Business Group Brochure Example

Example of front cover using a Harsco Blue color panel and four small images in Area 1.
5.14.7  Business Group Brochure Example

Example of front cover using a Harsco Blue color panel in the full width of Area 1 and a single large image across Area 1 and Area 2.
5.14.8 Business Group Brochure Example

Example of back cover using a Harsco Blue color panel in the full width of Area 4.

Shown at 60% of actual size
Example of plain white back cover featuring no background color panel.
Example of landscape front cover using a single image in the full width of Area 1 and a Harsco Blue color panel across Area 1 and Area 2.
Example of a landscape back cover using a single image in the full width of Area 4.
Example of interior spread for inside front cover using Harsco Blue (color and style should match front cover) and page one using three-column grid.

Position and style of page title
Position and style of supporting information

Shown at 40% of actual size
Position and style of page title

Position and style of supporting information

Shown at 40% of actual size
5.14.14 Business Group Brochure Example

Example of typical interior spread featuring the use of optional blue panel for supporting text.
5 Marketing Literature

5.14.15 Business Group Brochure Example

Example of typical interior spread reproduced in one color (black).

Shown at 40% of actual size
Example of single-sheet flyer front cover using a PMS 300 color panel, multiple images and bullet points in the full width of Area 1 and text in Area 2.
6 Signage

6.1 Introduction
6.2 Entrance Signs
6.3 Building Signs
6.4 Information/Direction Signs
Harsco signage guidelines anticipate local manufacture or purchase of signs. The guidelines summarized here are intended to present the graphic elements used on signs and not to enable specification or fabrication of signs.

The guidelines are based on consistent use of Harsco identification elements, standard sign formats and materials, and controlled typography.

All Harsco facilities should be identified with a Business Group Signature found on page 1.4 of this manual. A Harsco Business Group Signature should appear on all signs.

The approved typeface for signage applications is Univers. Approved weights and styles are illustrated on page 1.3 of this manual.

The approved colors for signage applications are Harsco Blue, Harsco Gray (equivalent to Pantone Matching System® PMS 421 Gray) and black on a white background. Sign support structures should be black.

When new signs are installed, remove all signs with outdated Harsco identity elements.

Because of the variables in global signage applications, all requirements must be reviewed with the applicable business development office before production.

There are three main categories of signs:
- Entrance signs: Vertical or horizontal monolith; wall-mounted
- Building signs: Wall-mounted
- Informational/Directional signs: Wall-, fence- or pole-mounted
The preferred sign type for entrance signs is a horizontal monolith. A vertical monolith may be used to enhance visibility when necessary. Use a vertical monolith if a street address, city name or other information is included.

Entrance signs should always include a Business Group Signature illustrated on page 1.4 of this manual. Follow staging guidelines provided on page 1.6 of this manual for minimum space around the signature. Note that the signature on entrance signs extends full-width across the sign face.

If a city name or address is to be included on a vertical monolith, it should be positioned below the signature in the center of the sign face. If direction information and/or a product name is to be included on a vertical monolith, it should be set below the signature on a Harsco Gray background.

If a monolith can’t be used, use a wall-mounted sign illustrated on this page. If a wall-mounted sign includes a city name, address or product name, it should be set below the signature on a Harsco Gray background.
6 Signage

6.3 Building Signs

The Business Group Signature may be mounted directly to a building where there is sufficient contrast with the wall color. Spacing and size relationships in the signature should match approved signatures.

Building color change is not required. If there is not sufficient contrast or a placement option for the signature, or if a city name must be included, use a wall-mounted sign illustrated on page 6.2 of this manual.
Information/direction signs should always include a Business Group Signature illustrated on page 1.4 of this manual. Follow signature staging guidelines provided on page 1.6 of this manual for minimum space around the signature.

Note that the signature on information/direction signs is positioned in the upper-right-hand corner of the sign face.

Use a Harsco Gray background for information/direction signs. Information/direction signs may be wall-, fence- or pole-mounted.

- Reception
- Visitor Parking
- Deliveries

Customer Reception

Private Road
Use by public is strictly prohibited unless authorized. Trespassers will be prosecuted

No Entry to Weighbridge
7 Exhibitions

7.1 Guidelines for Logotype Usage
7.2 Examples
Chapter 7 – Exhibitions

COMING SOON
8 Vehicles, Equipment and Products

8.1 Vehicles
8.2 Equipment
8.3 Products
Logotype Application
All Harsco vehicles should be identified with the Harsco logotype positioned on the front and rear. A Harsco business group signature should be positioned on side door panels. Due to vehicle variety, precise placement is not specified; use the examples provided on this page as a guide.

Staging/Color Control
The Harsco logotype and business group signature should be positioned on vehicles according to the guidelines provided on page 1.6 of this manual. Use Harsco Blue for the logotype with black signature in vehicle applications. Vehicle color change is not required. If the vehicle color does not provide sufficient contrast, use the Special-Purpose Logotype and Special-Purpose Signature illustrated on this page, which utilize a specified Harsco Gray background. They are to be used only when an existing background color is too dark for contrast with Harsco Blue. The Harsco logotype and business group signature may also be used in white on background surfaces dark enough to allow sufficient contrast and readability.

Because of the variables in global vehicle applications, all requirements must be reviewed with the applicable business development office before production.
8.1 Vehicles
8.2 Equipment

Logotype Application
The Harsco logotype should be displayed prominently on all company-operated equipment. The Harsco logotype should appear on its own, without inclusion of the business group signature and with no nearby competing references to the particular service the equipment performs or model designations. The logotype should be appropriately positioned on suitable display surfaces to provide visibility. Due to equipment variety, precise placement is not specified; use the examples provided on this page as a guide.

Do not include the business group signature on equipment. Only the Harsco logotype should appear.

Staging/Color Control
The Harsco logotype should be positioned on equipment according to the guidelines provided on page 1.6 of this manual, leaving specified minimum free space around the logotype. Use Harsco Blue for the logotype in all equipment applications.

Equipment color change is not required. If the equipment color does not provide sufficient contrast for the logotype, use the Special-Purpose Logotype illustrated on this page. The Special-Purpose Logotype is the Harsco logotype on a specified Harsco Gray field. It is to be used only when an existing background color is too dark to provide sufficient contrast with Harsco Blue.

Because of the variables in global equipment applications, all requirements must be reviewed with the applicable business development office before production.

Special-Purpose Logotype for use on dark backgrounds
The Harsco logotype should always be used with product names. Do not use business group signatures with product names.

The logotype should always appear in Harsco Blue on a white background when identifying products. Follow logotype staging guidelines provided on page 1.6 of this manual.

Product names should be typeset in upper-case Univers 65 Bold following the logotype in the same line and in the same size as the logotype.

Product variant names should be typeset in upper-case Univers 45 Light in the same line and in the same size as the product name.

Product names and variants should always appear in white on a Harsco Blue background.

Because of the variables in global product applications, all requirements must be reviewed with the applicable business development office before production.
Workwear such as coveralls, jackets, vests and hard hats should be identified with the Harsco logotype. Do not use a Business Group Signature on workwear.

The logotype may be applied to workwear as a sewn-on patch with a white or Harsco Gray background behind the logotype. The logotype also may be printed or embroidered directly onto fabrics in Harsco Blue or white if there is sufficient contrast. Follow staging guidelines provided on page 1.6 of this manual for minimum space around the logotype.

The logotype may be applied to hard hats in Harsco Blue or white if there is sufficient contrast. If there is not sufficient contrast, use a white or Harsco Gray background behind the logotype. Follow staging guidelines provided on page 1.6 of this manual for minimum space around the logotype.
9 Workwear

9.1 Workwear

High Visibility Waistcoat

High Visibility Jacket

High Visibility Boiler Suit
Harsco-branded merchandise can be distributed to business partners and employees to increase the visibility of our brand. Always use only the Harsco logotype on premium items. Do not use a Business Group Signature on branded merchandise.

Apply the Harsco logotype to products of high quality that reflect well on the corporation.

The logotype may be embroidered directly onto fabrics in Harsco Blue or white if there is sufficient contrast. The logotype also may be applied to fabrics as a sewn-on patch with a white or Harsco Gray background behind the logotype. Follow staging guidelines provided on page 1.6 of this manual for minimum space around the logotype.

The logotype may be imprinted directly onto hard-surface items if there is sufficient contrast. The logotype also may be imprinted with a white or Harsco Gray background behind the logotype. Follow staging guidelines provided on page 1.6 of this manual for minimum space around the logotype.

Shirt

Blouse

Fleece

Thinsulate Hat (front)
The Harsco logotype can be used on merchandise to promote products or events. Follow staging guidelines provided on page 1.6 of this manual for minimum space around the logotype.

Set accompanying product or event names in upper- and lower-case Univers 53 Extended. Names on smaller items may be set in Univers 63 Bold Extended. Do not use all upper-case names. If product or event names are too long for one line, set them in two lines flush left with the Harsco logotype. Do not continue names on a third line. Separate names from the logotype by a space matching the height of the Harsco logotype.

In all applications, Harsco Blue is the preferred color for the Harsco logotype. If there is not sufficient contrast, white is preferred. Accompanying names may be applied in Harsco Blue, white or black.
<table>
<thead>
<tr>
<th></th>
<th>Digital Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>11.1</td>
<td>Introduction</td>
</tr>
<tr>
<td>11.2</td>
<td>Brand Architecture</td>
</tr>
<tr>
<td>11.3</td>
<td>Website Display and Standards</td>
</tr>
<tr>
<td>11.4</td>
<td>Website Grid Structure</td>
</tr>
<tr>
<td>11.5</td>
<td>Typography</td>
</tr>
<tr>
<td>11.6</td>
<td>Color Palettes</td>
</tr>
<tr>
<td>11.7</td>
<td>Tonality and Personality</td>
</tr>
<tr>
<td>11.8</td>
<td>Visual Content</td>
</tr>
<tr>
<td>11.9</td>
<td>Images</td>
</tr>
<tr>
<td>11.10</td>
<td>Behavior Standards</td>
</tr>
<tr>
<td>11.11</td>
<td>Selection Standards</td>
</tr>
<tr>
<td>11.12</td>
<td>Navigation Menus</td>
</tr>
<tr>
<td>11.13</td>
<td>Form Fields</td>
</tr>
<tr>
<td>11.14</td>
<td>Navigation Links</td>
</tr>
</tbody>
</table>
This chapter describes and illustrates the basic standards and specifications for digital media applications throughout the Harsco family of businesses and, in particular, websites.

The fundamental communication goal of all Harsco websites is to inform and engage our visitors, whether they are customers, potential customers, suppliers, employees or prospective employees, shareholders, journalists or members of the general public.

Our websites serve as both a destination and a gateway for our visitors into the unique services and products that we provide and the core purpose and core values that distinguish us as members of the Harsco family.

Through our websites, we help to reinforce Harsco’s valuable reputation as a global, EVA-driven company having a clear focus and commitment to market leadership within our selected industries. It is therefore essential that all websites throughout the Harsco organization present the appearance and tone of a modern and progressive industry leader. New websites throughout Harsco are expected to adhere to the general standards and specifications outlined herein. Material exceptions to these standards and specifications must be addressed with and approved by Harsco Corporate Communications.

Terminology of website elements:

- **Brand Logo**
- **Secondary Navigation**
- **Search/Form Field**
- **Call to Action**
- **Support Image**
- **Feature Image**
- **Primary Navigation**
- **Breadcrumb**
- **HTML Body Copy**
- **Caret**

Terminology of website elements
The Harsco brand architecture reflects the complementary branding relationship that exists between Harsco Corporation and its worldwide business groups. Accordingly, the corporate-to-division website linking strategy is designed to expand and reinforce Harsco's "Insight onsite™" brand promise and core ideology through additional business-specific content and the rich use of illustrative examples. Website content and image selection should exemplify the fundamental attributes of Harsco's global business model, which is driven by knowledge-based solutions and services that improve customers’ performance and contribute to Harsco’s value creation growth, all underpinned by a competitive cost structure.

Examples of this include our increasing emphasis on integrated, technology-driven environmental solutions for our customers, and our increasing emphasis on value-driven relationships. Each division site within the Harsco family should seek to provide deeper explorations of the specific value proposition and benefits that are provided by that division, consistent with the overall Harsco brand promise.
Digital media accessed through browsers should meet minimum standards. Websites should perform and render correctly on the following Web browsers:
- Internet Explorer 6
- Internet Explorer 7
- Internet Explorer 8
- Firefox
- Safari
- Google Chrome

Websites should be tested on Windows XP, Windows Vista, Windows 7 and Macintosh OSX (Leopard 10.5 and newer).

Public-facing websites should support a minimum monitor resolution of 1024 x 768 pixels.

As appropriate, websites should comply with and validate to W3C guidelines. As such, Flash is generally discouraged for use except in limited, special situations. Splash pages are to be avoided altogether, as this works against W3C standards and SEO best practice.

When Flash is used within a site, HTML replacement content should also be included. The accessible content within the HTML should be embedded behind the interactive elements for users without Adobe Flash Player or JavaScript enabled in their Web browser. It is preferable to create an alternate HTML version of the feature content in its entirety. This allows the content to be read by screen readers (for users with accessibility needs) and spidered by search engines (for search engine optimization). Refer to the guidelines on interactive behavior standards on page 11.10 Behavior Standards.
The structure of the Harsco family of websites is based on underlying grids. Each grid is designed to allow appropriate flexibility to each business group while still maintaining a consistent Harsco family look and feel. The grid system allows the website content to be organized into a clear, user-friendly structure. Feature content, navigation and body copy are allocated to space and placement that reflect the hierarchy of the information. Interactive features break out of the grid through the use of modal windows.

Harsco business group signatures reside in the upper left corner of the grid. This consistent placement ensures that users can navigate back to the home page from the same location within each Harsco family website. The signatures are to appear in blue (#0063BE) on a white background for best clarity.

Dynamic photography is chosen to work within the grid and to provide a sense of energy by contrasting the horizontal and vertical framework.

For more information, see page 11.9 Images.
The Univers typeface family is a Harsco standard and is employed in the primary through tertiary navigation, features and headlines. Headline fonts may be replaced by the use of sIFR 2.0, which allows a designer additional typeface flexibility in a Flash environment.

Tahoma is the preferred global, multi-platform, Web-based system typeface. For proper accessibility and search engine optimization, Tahoma is to be used in the display of all HTML copy, links and breadcrumb navigation.

Univers 55 Roman
Univers 55 Oblique
Univers 65 Bold
Univers 57 Condensed
Univers 67 Bold Condensed

Univers 67 Bold Condensed
Univers 65 Bold
Univers 55 Roman

Tahoma
Tahoma Bold

Investor Relations

Our Investor Relations section is designed to serve you as an existing or potential Harsco stockholder. You can use this section to review Harsco’s value-creating stock performance, look up historical stock price and dividend information, download our SEC filings and news releases, look for upcoming investor events, and access Harsco presentations and webcasts. You will also find information about our Board of Directors and Corporate Governance principles.

Harsco common shares are listed on the New York and Pacific Stock Exchanges under ticker symbol “HSC” and also trade on the Boston and Philadelphia exchanges.
In addition to the Harsco color palette, Harsco business group websites can enlist a defined, secondary palette to complement photography and distinguish pertinent divisional information. The secondary color palette should enhance but not compete with the primary Harsco palette. Colors should be limited in number and consistent with other communication materials.

### Primary Palette
Digital media rely upon the use of defined color palettes. Within the Harsco family of websites, the primary palette is based upon Harsco Blue with slightly lighter and darker variations. These are balanced by a range of cool grays.

<table>
<thead>
<tr>
<th>PMS</th>
<th>RGB</th>
<th>Hexidecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS 300</td>
<td>R0 G99 B190</td>
<td>#0063BE</td>
</tr>
<tr>
<td>PMS 302</td>
<td>R0 G64 B101</td>
<td>#004065</td>
</tr>
<tr>
<td>PMS 299</td>
<td>R0 G160 B223</td>
<td>#00A0DF</td>
</tr>
<tr>
<td>Dark Gray</td>
<td>R 204 G204 B204</td>
<td>#CCF0F0</td>
</tr>
<tr>
<td>Light Gray</td>
<td>R240 G240 B240</td>
<td>#F0F0F0</td>
</tr>
</tbody>
</table>

Primary palette

### Sample secondary palette

<table>
<thead>
<tr>
<th>RGB</th>
<th>Hexidecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>R55 G65 B162</td>
<td>#3741A2</td>
</tr>
<tr>
<td>R5 G124 B24</td>
<td>#057C18</td>
</tr>
<tr>
<td>R201 G105 B5</td>
<td>#C96905</td>
</tr>
<tr>
<td>R217 G186 B18</td>
<td>#D9BA12</td>
</tr>
<tr>
<td>R120 G141 B184</td>
<td>#788DB8</td>
</tr>
</tbody>
</table>

Sample secondary palette
Storytelling With the Brand Architecture
The Harsco brand architecture empowers each division to showcase a deeper, broader, more powerful brand story across all internal and external communications. This opportunity comes to life as each business group’s unique value proposition and tangible product and service benefits are articulated. To cultivate brand credibility, business group communications should echo and reinforce Harsco’s core ideology and brand promise as a premier knowledge-based organization. By reflecting the broader context and scope of the Harsco organization, targeted audiences have a greater reason to believe and trust in the Harsco brand. This enables the entire organization to tell a more compelling, differentiated story to each division’s respective stakeholder audiences. Presenting the brand “story” in this context creates a powerful halo effect for Harsco’s worldwide reputation – a positioning that further reinforces our One Harsco global footprint and demonstrates Harsco’s collective impact across each specialized market.

Content Tone
Harsco’s editorial tone is energetic and the personality of the content is confidently moving forward. This is reflected in copy that advances a concept smoothly but quickly from one sentence to the next in the paragraph and on the page. The pacing may slow within a paragraph when explaining a concept. However, the overall tone must remain elevated.

Example
Sample copy from the Harsco Minerals divisional landing page:

Minimizing the environmental impact and capturing the maximum value from industrial co-products is a core Harsco service and technology focus. Our recovery and extraction of high-value metallic content from slag gives our customers a cost-effective raw material for production while also creating an ecologically sound material for a range of commercial applications. Harsco is an industry pioneer in the processing of mineral products for environmentally beneficial uses.
Throughout the website, lead-in copy and calls to action direct visitors to learn more about the business group and its product/service offerings. The visitor may click through to the next display or navigate to a feature story. The call to action must be clearly marked, such as with a caret based upon the “A” chevron contained within the Harsco logo.

Sample of lead-in copy and calls to action
The on-page ratio of images to copy is dictated by the website design. When arranging content within sections, it is best practice to maintain all information within three user clicks. This guideline is fluid when displaying features that are interactive or that reward the visitor with requested information, such as a downloadable brochure or other PDF.
The Harsco brand is brought to life with careful selection of photography. Standards for images are high, and the chosen photographs should reflect the overall quality of Harsco’s work and value. Each photograph should have a clearly defined subject, with the background providing an adequate context for what is to be communicated by the visual.

**Supporting Images**
Wherever possible and appropriate, feature images should be complemented with supporting images throughout each site. While the supporting images changes with secondary navigation, the feature image remains constant within a site section. Feature and supporting images should be carefully coordinated to complement the content of each section.

**Perspective and Contrast**
An active (or “dominant”) line should be prevalent in Harsco photography. The use of perspective and/or obvious direction within the composition helps position Harsco as a progressive company. Ensuring contrast with the grid system is also key.
Harsco's Business Groups
This same directional focus for images provided on page 11.9.1 of this manual should be followed when selecting images to represent Harsco's business groups.

Image Adjustments
Adjust hue and saturation to match the look of other site photography. Even photographs taken on a rainy day can be adjusted to have a brightness and contrast that match other images within the site.
To properly reinforce the Harsco “Insight onsite™” brand promise, images should always feature people engaged in activity versus standing idly. In all work situations, all personnel must be wearing all necessary and appropriate Personal Protective Equipment (PPE). Please contact your Safety and Health department if you have any doubts or concerns about a particular image and the PPE that should be included.

Generally, subjects should not face forward. The preferred camera view is over the subject’s shoulder or angled from the camera lens. People in photographs should always appear to be comfortable in the environment and not posed.
Throughout each website, image edge treatment and stroke weight should be consistent. When a photo is used as a feature, it should contribute to the messaging. When an image is supportive or specifically linked to secondary navigation, it should be contained within a box and formatted without a white background or border. This treatment visually reflects its more functional nature and reinforces the supporting grid.

When integrating copy and image, a balanced hierarchy is key. Feature photos allow copy and image to reside within the same space. Copy should be designed to work with the image and follow the directional lines within it. Care should be taken to position the copy in clear or neutral space, as opposed to layering copy over the subject matter. The added content should enhance versus compete with the focus of the image.
The interaction and behavior of a website refers to specific Web development. Regardless of whether Flash, Ajax or JavaScript are employed, the transitions should function smoothly with minimal lag time. With consistently smooth and fluid transitions, even features with diverse content appear similar and familiar for site visitors. The design of the interactive content selected for the site should be subtle versus attention-grabbing. Elements should not “fly in” from the periphery. Animation should not be employed simply as visual entertainment but also should enhance and call attention to the messaging. Interactive features should reinforce similar themes, messages and subjects as the rest of the site. These features extend the site content.
Selection standards must be followed to provide a consistent visitor experience. As a visitor places the cursor over a navigation item, the site should indicate the selection option by changing the display.

On the portal page, a caret displays next to the selection. Within the website, the type color changes. Navigation on the top of the page is blue (#0063BE) and the hover color is gray.
The interior section name navigation is also blue (#0063BE) and the hover color is black. The detailed section navigation is black with blue (#0063BE) as the hover color.

**Breadcrumbs**

Breadcrumbs are links and display an underline as the selection or hover indicator. The breadcrumb navigation is black with the on-page designation in blue (#0063BE). As a visitor makes a selection, the color of the type remains consistent with the hover color until the selected site page displays.
11.12 Navigation Menus

Fonts
Navigation menus should use different typography for primary navigation, secondary navigation and detailed navigation.

The site use of type should be consistent with this hierarchy to allow the visitor to immediately understand which navigation is primary, secondary and detailed. This understanding is based on both size of typography and the font.

The length of the navigational names also relates to this hierarchy. Primary navigation should be very succinct. Secondary navigation can be more descriptive.

Capitalization
Navigation typography should be consistent within the site and is the Harsco standard Univers typeface. The top-of-page site navigation is lowercase. Title case is acceptable for primary navigation names on division websites.

All interior navigation relies upon title capitalization. The hierarchy of the navigation is reflected within type size, style or weight but is always Univers.
Website navigational fields must perform consistently for visitors. Search and form fields should consistently place entered text flush left. The field labels should be flush right against the actual field. The font displayed to a visitor during search or form fill-in must be consistent.
Links must display and interact with the user in a consistent manner. A link that is a title, category or headline preceding body copy is underlined and on hover changes color to dark blue (#004065).

When embedded in the body copy, a link is noted with an underline. For any linked instruction, the same style should apply.

As a user places the cursor over the link, the underscore should disappear and the text color should change to blue (#0063BE).

**Link Instruction**

It is preferable to link an instruction: Download a PDF versus linking a title: Harsco_Annual_Report_041510.pdf

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**Code of Conduct**

The basic principles of Harso's ethical standards are documented in the Company's Code of Conduct, which all directors, officers and employees are required to observe. The Code is issued in multiple languages to all Harso employees throughout the world and supported by regular training programs. An online Internet training program facilitates new employee orientations and individual refresher training.

**Internal Control Framework**

The Harso Internal Control Framework provides a common understanding of the internal control responsibilities of all Harso employees. Harso believes that an effective internal control system is a basic standard for both the operational and financial integrity of results, and is an integral component of a well-managed, quality operation. Harso's Internal Control System is built on a foundation of practices and procedures that promote fraud prevention, fraud detection, and timely and accurate financial reporting. The Internal Control Framework is distributed in multiple languages to all employees with management or administrative responsibilities.
To indicate that more information is available, use a caret based upon the chevron in the Harsco logo. The caret either clicks through to the additional content or rotates 90 degrees to indicate the expansion on accordion content. The caret may either precede the navigation or follow the content. In a search box or when the caret is within a headline bar at the top of a containing shape, it is reversed negatively on a square shape.

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**Our Divisions**

Our worldwide businesses serve industries that are essential to global growth and advancement. Customers value our dependable, industry-leading quality and award-winning safety performance. They look to us for expert engineering support and in-depth understanding of their requirements. And as market leaders, we rank #1, 2 or 3 in each of the markets we serve. Explore our divisions below.

<table>
<thead>
<tr>
<th>Infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>We Deliver Global Solutions</strong></td>
</tr>
<tr>
<td>Harsco’s Infrastructure group is solving our customers’ most challenging requirements for professionally engineered and installed scaffolding and concrete formwork systems every day, on thousands of projects and across virtually every major market in the world. We bring this same expertise to major industrial and power plant maintenance support. Our insight and innovation has kept us at the forefront of our industry for nearly 100 years.</td>
</tr>
<tr>
<td>Harsco Infrastructure</td>
</tr>
</tbody>
</table>

---

**Caret Style in Head**
Reversed to white in a square

**Caret for More Information**
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.1</td>
<td>Introduction</td>
</tr>
<tr>
<td>12.2</td>
<td>Key Terms</td>
</tr>
<tr>
<td>12.3</td>
<td>Trademark Guidelines</td>
</tr>
<tr>
<td>12.4</td>
<td>Trademark Registration</td>
</tr>
<tr>
<td>12.5</td>
<td>Trademark Process</td>
</tr>
<tr>
<td>12.6</td>
<td>Evaluation of Trademark Application</td>
</tr>
<tr>
<td>12.7</td>
<td>Infringement and Dilution</td>
</tr>
<tr>
<td>12.8</td>
<td>Rules for Proper Usage</td>
</tr>
<tr>
<td>12.9</td>
<td>Trade Name</td>
</tr>
<tr>
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Trademarks, trade names and copyrights play a critical role in the success of Harsco Corporation. Our trademarks signify the superior quality and excellence of our company’s varied products and services throughout the markets that we serve. Our trade names are the distinctive identifiers that distinguish us from other competitors in our markets and represent the cumulative experience and expertise of our organization. Copyright protections ensure that our creative work and intellectual expressions are owned by Harsco and deter infringers.

As Harsco employees, we all undertake a responsibility to recognize the significance of our Harsco-owned trademarks, trade names and copyrights; to understand the importance of their proper use; and to make every effort to preserve and protect them as some of our most precious company assets.
To fully understand the importance of protecting our Intellectual Property, it is necessary to understand the meaning of certain key terms.

**Trademark:** A trademark is a word, name, symbol, device or a combination of any of these, used to identify the goods of a particular business. An example of a trademark is our BLACK BEAUTY® air blast abrasives and roofing granules. A trademark serves to distinguish one product from another by indicating the source of that product. It also associates that product with an identified level of quality. Thus, when a customer buys BLACK BEAUTY® air blast abrasives and roofing granules, the customer has an established expectation as to the quality of those goods.

**Service Mark:** A service mark is identical to a trademark in definition and purpose, except that it is used to identify particular services provided by a business, as opposed to goods. Examples of service marks are MARRIOTT® hotels and WAL-MART® discount department stores. (Both trademarks and service marks are often referred to simply as “marks.”)

**Trade Name:** A trade name is a name used to identify a business entity. Although often confused with a mark, a trade name is different in that it is associated with the company itself, as distinguished from that company’s goods. Harsco Corporation is the trade name used to identify our corporation, which is a legal entity. Sometimes words can function both as a mark and a trade name. Whether it is one or the other depends upon the manner of use. When associated with a particular product or service, it is a mark. When used to identify the business, it is a trade name.
**Fictitious Name:** A fictitious name is an assumed or fictitious name, style or designation other than the proper name of an entity using such a name. For example, Megacorp, Inc. does business as “House of Widgets,” but the latter is not a separate entity; “House of Widgets” functions as a fictitious name for the Megacorp business. In the United States, such fictitious names generally must be registered in the states they are used to enable consumers and others to locate the legal entity which owns and operates the business under a fictitious name.

**Trade Dress:** These are the color, designs and symbols which create a distinctive overall impression for a label or package. Consumers often distinguish products by the trade dress of a particular package.

**Copyright:** A copyright protects the original expression of an idea. A copyright is the right to prevent others from making unauthorized copies or other use of original copyrightable works, such as a book, advertisement, song, movie, computer program or any other form in which an idea may be expressed. Note that while one may have the idea for a plot for a book, it is the expression as contained in the book itself which is protectable.

**License:** This is an agreement by one party to permit another to use the former’s property. For example, the owner of a mark may license another to use that mark with specific products or services. The owner of the property is the “licensor,” while the recipient of the right to use the property is the “licensee.”

**Infringement:** This is the unlawful use of another’s intellectual property. A company which believes that its mark, copyright, trade dress or other property is being infringed may institute a lawsuit to stop the unlawful actions and, in many cases, recover certain damages.
Selection
Because there are many thousands of trademarks used throughout the world, it is important to ensure that a mark is available for adoption, and that its use will not infringe another company’s trademark rights, before any Harsco operation embarks upon an expensive promotional campaign.

Normally, the managers of our various divisions select and design marks to be used by the division. Once a desired mark is agreed upon or several optional marks are selected, these marks are to be referred to your division’s Intellectual Property (IP) Team for preliminary clearance. The IP Team may refer the mark to our trademark counsel, who would then obtain a report on the existence of any similar marks or trade names, and provide us with an opinion on the trademark’s availability. If the mark is available for our use, our trademark counsel will, in appropriate circumstances, file an application for a formal trademark registration. We do not have to use the mark before filing an application. Depending upon our marketing needs, we may wait to obtain a formal registration before actually using the mark.

Under no circumstances should a new trademark be used without first obtaining the approval of your division’s IP Team. Any inquiries about trademarks, including a possible new mark, should always be directed to the IP Team.

Strength and Secondary Meaning
When developing and selecting a new trademark, the “strength” of the mark, and our ability to protect it, should be taken into consideration. The strength of a trademark refers to its ability to be protected against infringement or use by another company or individual. A mark is “strong” and entitled to a broad scope of protection if it is unique or famous and there are few similar marks in use. Coined trademarks are the strongest trademarks since these names typically mean nothing in any language. In contrast, a mark is “weak” if it is descriptive or suggestive of the goods and/or services to which it is applied or if many similar marks are used on similar goods and/or services.

Going from “strong” to “weak,” the following list distinguishes each respective trademark level:

1. Coined or fanciful trademarks: A coined or fanciful trademark is a made-up or invented term intended for use as a trademark. Its sole purpose is to function as a trademark, namely, to designate the origin of the product and provide assurance as to its quality. Because of their uniqueness, these marks are often the easiest trademarks to obtain and protect. These marks are afforded the broadest scope of protection.
   • Example: KODAK® for photo equipment
   • Example: EXXON® for gasoline

2. Arbitrary trademarks: An arbitrary trademark is a word or phase that has a specific meaning in the language of its origin, but has no meaning in connection with the type of products with which it is being used. These marks are also entitled to broad protection.
   • Example: APPLE® for computers
   • Example: IVORY® for soap

3. Suggestive trademarks: A suggestive trademark tells or suggests something about the product or service, but does not describe the product or service itself. Through the use of some thought and imagination, a consumer usually may determine the nature of the product or service. Suggestive trademarks are more difficult to defend against infringement because infringers may argue that they are descriptive of the product or service. These marks are entitled to trademark protection, although the scope of protection is generally not as broad as that provided for fanciful or arbitrary marks.
   • Example: HABITAT® for home furnishings
   • Example: COPPERTONE® for sunscreen
4. **Descriptive trademarks:** A trademark is considered descriptive of a product or service if it immediately describes an ingredient, quality, characteristic, or feature thereof, or if it directly conveys information regarding the nature, function, purpose, or use of the product or service. Such terms are entitled to little, if any, legal protection. Often it is difficult to protect descriptive terms as trademarks because other companies must be able to use the same or similar terms in order to describe their products. Therefore, the company must prove that the descriptive mark is associated with a specific product of the company in order to protect the mark. This concept is known as “secondary meaning.”

If a proposed trademark is deemed descriptive by the Intellectual Property Team or outside IP counsel, this is a good reason to select another trademark or be prepared to spend considerable money, time and effort in trying to obtain a registration and also preventing others from using it.

- **Example:** FRUIT & FIBRE® for breakfast cereal

5. **Generic terms:** A generic term is a word which is actually the name of the product or service itself, is available for use by anyone and is, therefore, entitled to no trademark protection whatsoever. A generic term or product descriptor may once have been a trademark. Erosion of a trademark into a generic term happens when the trademark owner does not use it properly to maintain and protect its brand equity.

- **Example:** ASPRIN
- **Example:** THERMOS

These marks are also terms which at one time functioned as trademarks, but came to be recognized by the public as the actual products for which they are now used. Xerox Corporation and Kimberly-Clark Corporation actively protect their respective marks, XEROX copiers and KLEENEX brand tissues, from becoming generic.
Reasons for Registering Trademarks

It is not required to register a name as a trademark to be able to use the name for a specific product. In some cases, the registration costs may be too high compared to the investment in the mark. Examples are if the name is used for a limited period of time or for a promotion activity. Also, given the limited protection available, it may be too costly to register highly suggestive or descriptive marks.

When answering the question whether a name should be registered as a trademark, the following two perspectives should be considered:

1. Protection: Registration is the most effective means to protect a mark. Registration establishes ownership of the mark, which enables the registrant to control use of the mark, monitor infringements and take advantage of the benefits that accrue to the owner of a mark (e.g., sue the infringer in court and collect damages).

2. Prevention: The objective of defensive registration of a mark is to prevent others from acquiring rights in the registrant’s mark and thereby gaining the ability to interfere with his ability to use and enjoy his mark in that country.

Registration Process

A trademark or service mark will be registered by the country’s respective Patent & Trademark Office (“PTO”). In the U.S., a mark may register if the applicant can show that the mark has or will be used in interstate commerce, and that the mark is not likely to be confused with a previously registered mark. As indicated earlier, a mark need not be used before it can be registered. So long as the applicant expresses an intent to use the mark within a specified time period, businesses may secure a registration without first risking the substantial investment of introducing a new product or service.

If a Trademark Examiner agrees that the mark should be registered, and no member of the public opposes its registration, the PTO will issue a Certificate of Registration. In most countries, a registration lasts for 10 years, and may be continuously renewed for successive 10-year periods, provided that the mark is still being used. If a mark is not used for more than two years, or an owner expresses an intent not to use it anymore, then it may be deemed to have been abandoned, and may be used by another business.

Most jurisdictions provide a mechanism for removal in the event of such non-use, which is usually a period of three or five years.

It is important to realize that a separate registration must be obtained for different uses of a mark; one registration does NOT necessarily cover all uses of the mark. There are 45 different “classes” of goods and services for purposes of registering a trademark. For example, although FERROCUT® is registered for use with our metal industry services, if we decided to use the mark with entertainment services, we would need to determine the availability of the mark for use with entertainment services and file a new trademark application.

Advantages of Registration

A federal trademark registration provides many benefits. For one thing, the registration is constructive notice of the owner’s rights to the registered mark. It also provides access to the federal courts in infringement suits and permits the recovery of certain damages not otherwise available (triple damages, attorneys’ fees). Most importantly, if a mark is not challenged during the five years after it is registered, it may become “incontestable,” which makes it very difficult for others to attack.

Harsco's environmentally controlled FerroCut® torch systems are used to cut scrap material into smaller pieces for use in steel production.
The following steps should be followed for each trademark project:

**Step 1. Explore existing marks:**
Marketing reviews the existing trademarks owned by Harsco for the potential of creating line extensions of already-established trademarks.

**Step 2. Generate a list of candidates:**
If the existing, available trademarks are not acceptable, Marketing generates a new list of trademark candidates using the Trademark Guidelines mentioned above.

**Step 3. Contact the IP Team:**
Marketing communicates the list of trademark candidates to the Intellectual Property (IP) Team at the start of the planning process. This communication must include the goods or services with which the mark will be used, the date of anticipated date of first use and the countries in which the mark will be used. The IP Team and/or outside counsel will then perform a preliminary search of the candidates to determine if the trademark candidate is descriptive or generic or if identical trademarks are registered by third parties for the same or similar goods and services, etc.

**Step 4. Prioritize:**
Based on the outcome of the preliminary search, Marketing reviews and prioritizes the list of names with key stakeholders before requesting in writing a comprehensive search by the IP Team, because of the higher costs involved with such a search.

**Step 5. Request trademark search and clearance:**
Marketing requests the IP Team in writing to conduct a search and clearance of the trademark candidates.

**Step 6. Instruct outside counsel to perform a search and clearance of the trademark candidate(s):**
The IP Team instructs outside counsel to perform a full and comprehensive search. Outside counsel provides the IP Team with a written opinion on the availability of the trademark or trademarks that were requested to be searched. While this is a more expensive search, more than one name can be searched concurrently if appropriate. The results of the search are reviewed by the IP Team before forwarding to Marketing.

**Step 7. Depending on the outcome of the search and clearance, start the registration process:**
Marketing and the IP Team request in writing registration of the trademark in the name of Harsco Technologies, LLC, if filing in the United States, and in the name of Harsco Corporation, if filing outside the United States, by submitting a trademark protection plan to the IP Team which will include the following:

a. Detailed description of goods and services for which the proposed trademark will be used; and
b. Countries where the products using the new trademark or where the trademark should be registered to prevent third parties from using the trademark.

Care should be taken to make a decision to file an application promptly after receiving a written legal opinion, as search results are a snapshot in time and will become stale in a relatively short period of time.
Trademark applications made by Harsco include those made in the U.S. and international applications filed with international trademark offices. The most commonly used trademark offices are:

- **United States**: United States Patent and Trademark Office (USPTO)
- **United Kingdom**: United Kingdom Intellectual Property Office

If a new trademark will be used in more than one country the following options are available:

1. **International Registration**: The Madrid System for the International Registration of Marks (Madrid System) provides a centrally administered system of obtaining multiple trademark registrations in separate jurisdictions, all of which are based on an “international registration.” If the trademark is used in more than one country, applications for trademark registration under the Madrid System should be considered. A “basic” application is filed with the USPTO, which sends the application form for an International Registration to the International Bureau of the World Intellectual Property Organization (WIPO).

2. **Community Trademark (“CTM”)**: A CTM gives the trademark owner a uniform right applicable in all Member States of the European Union. Filing a CTM should be considered if a trademark is likely to be used within the European Union or to prevent others from using the trademark in the European Union (EU).

The application is filed with the Office for Harmonization in the Internal Market (OHIM). In contrast to International Registrations based on the Madrid System, a CTM is refused based on the “all-or-nothing” principle: if a ground for refusal applies with respect to one Member State of the Community, the application is denied for the whole EU. Since October 2004, it is possible to designate the EU in an International Application. The advantage of this is that if the trademark is refused in one country, the “all-or-nothing” principle of the CTM system does not apply.

**Review of the Trademark Application**

When reviewing the application, the national trademark offices consider the following aspects:

1. **Descriptiveness**: As mentioned above, a descriptive mark cannot be legally protected unless the mark has “secondary meaning.”

2. **Likelihood of confusion**: To determine whether there is likelihood of confusion between our trademark and the registered trademark of a third party, trademark offices focus on the question whether the purchasing public would mistakenly assume that the goods covered in the application originate from the same source as, or are associated with, the registered goods of the third party.

   In contrast, the OHIM reviews only whether the trademark mentioned in the application is descriptive and therefore not entitled to legal protection. It is up to the proprietors of registered trademarks to file an opposition against the CTM application based on the likelihood of confusion after the initial review of OHIM has been completed and the mark has been published.

   If the national trademark office has determined that the proposed mark is descriptive and/or that there is a likelihood of confusion with another trademark, consideration should be given to discontinue the use of the mark due to the increased costs, time and effort necessary to obtain a registration and to prevent others from using the mark.

**Opposition of a Third Party After Publication of the Trademark**

Once the initial review of the national Trademark Office or OHIM has been completed, the mark is published. Third parties then have a certain period of time to file an opposition against the proposed mark and stating the grounds for opposition.

The most common ground for filing an opposition is because the opposer believes that there is a likelihood of confusion about the source of a product or service sold using the mark in question. The two most important factors considered when determining whether a registered trademark is infringed are:

1. **Similarity of the marks**: If the marks are similar in appearance, phonetic sound or meaning, there is a likelihood of confusion of consumers.
   - Example: COCA-COLA® and KOKA KOLA for soft drinks

2. **Similarity of the goods and services**: If the goods or services using the same mark compete with one another, there is likelihood of confusion of consumers. Marks that are used on similar or related goods or services are more likely to confuse consumers as to the source of those goods or services. The same applies to goods or services that are so closely related that they are being marketed through the same stores or channels of distribution.
   - Example: STARBUCKS® for coffee and SAMBUCKS for a coffee shop
A trademark’s strength is frequently a reflection of the owner’s efforts to protect it. While imitation may be the highest form of flattery, the use by a third party of a trademark identical or “confusingly similar” to one of our marks could constitute an infringement of our trademark rights, and must be stopped. Failure to do so can result in damage to Harsco’s goodwill and reputation, as well as a weakening of our trademark rights.

It is critical that a trademark be owned and controlled by only one trademark holder. If you ever believe that one of our marks is being infringed you should immediately bring it to the attention of your division’s IP Team.

Whenever possible, obtain an example of the infringing use, such as a copy of the advertisement in which the infringing mark is being used. After the potentially infringing mark has been reviewed, the division counsel usually will send a letter explaining our trademark rights, and asking the infringer to stop using the mark. If that fails, a follow-up letter will be sent. If these efforts do not succeed, the matter will then be turned over to our trademark attorneys who will send their own “cease and desist” letter.

Most trademark disputes are resolved through the use of letters and negotiations. However, in some cases litigation must be undertaken. This occurs most often when the trademarks are not identical or the parties disagree about the relatedness of the goods or services with which the marks are used. If a lawsuit is started, a court will be asked to stop the other party from using the infringing mark and award damages to Harsco arising out of this improper use.

With famous marks, Harsco may be able to protect against other marks, even if the goods or services of the infringing mark are different from our own. Dilution occurs when our marks are tarnished or blurred.

Remember that a mark (or trade dress) may be infringing even if it is not identical. The issue is whether the public (our customers) is “likely” to be confused by the use of the other mark. Rather than make that judgment yourself, you should always bring any potential infringer to the attention of the IP Team.
Why Proper Trademark Usage Is Important
Harsco has committed tremendous resources to establish its excellent reputation for quality. Consumers associate that quality with our marks. Yet, if a mark is not used properly it may cease to be a trademark or become unenforceable against infringers.

A mark not used correctly may become generic. As explained earlier, such a mark may come to be the actual name of a product or service itself, instead of identifying the source or quality of the product or service. Even if a trademark owner does everything it can to protect its marks, it may still lose its exclusive rights if the public perceives the mark as the name of the product or services. This can occur through the misuse of the mark as a noun.

A mark may also become unenforceable against infringers. If a trademark owner knowingly permits another to use his mark for an extended period of time without controlling that usage, he may later be prevented from stopping its use.

A mark may also be lost through non-use. A trademark presumed to be abandoned is available for adoption, use and registration by others. The underlying policy is obvious: a company should not be allowed to stockpile trademarks which no longer function as such.

A trademark used correctly can last forever. Trademark registrations are valid for 10 years in the United States and for varying terms in other countries, and can be renewed as long as the mark is in use.

Finally, it is important to use our marks properly to encourage proper use by others. We must be careful when using other’s marks since Harsco may have contractual obligations, such as licenses, that require the use of a mark a certain way.

Notice of Registration and Unregistered Marks
Once a trademark has been registered in the United States Patent and Trademark Office, but not before, a trademark owner may give notice that his mark is registered by displaying any one of the following: the letter R enclosed within a circle, thus ®; REGISTERED IN U.S. PATENT AND TRADEMARK OFFICE; or REG. U.S. PAT. & TM OFF. By far, the most common form of registration notice is the symbol ® and this is the form we prefer.

A trademark which has not been registered should be displayed with the abbreviation “TM,” while an unregistered service mark bears the notice “SM.” The appropriate notice is usually placed on the “shoulder” or “heel” of the mark.

1. Advertising, brochures and other promotional materials: The notice should appear with the first or most prominent use of a particular mark on each page. The notice need not be repeated every time the mark is used on a page.

2. Press release and other publicity: Trademarks should appear in all capital letters or in boldface type. The press release should include an explanation that “words appearing in all capital letters [or in] boldface are trademarks used by Harsco Corporation.”

3. Catalogs, lists of services or products: The notice should appear with all uses of the marks.

4. Labeling: This is one of the most fundamental ways that a consumer comes to associate a product with a trademark and the source it represents. Therefore, proper notice should always be used with labels, tags, containers or when the mark is placed directly on the product.

5. Packaging: Ideally, notice should appear with all uses of the mark. At the very least, notice must appear with the most prominent use.

Black Beauty
12 Trademark, Trade Name and Copyright Usage

12.8 Rules for Proper Usage (continued)

4. Always use the correct spelling or design.
   Never change the spelling of our marks.
   • Correct: FERROCUT® metal treating machine
   • Wrong: FER-O-CUTT

   Never change the design, including the colors, of stylized or design marks.
   Certain marks do not have colors as a feature, but all marks should be displayed consistent with their registration and this Corporate Identity Manual unless authorization for a different use is given by the Harsco Corporate Communications Director, your division’s IP Team or outside trademark counsel.

5. Designate marks that are used under license.
   While all of the rules just discussed, including notice requirements, must be observed when using marks licensed to us by another trademark owner, an additional special rule must also be followed. Care must be taken to designate the true owner. This can be accomplished by placing an asterisk next to the first or most prominent use of the licensed mark with an identification line appearing in the same page, usually at the bottom.
   • Example: COKE® is a registered trademark of The Coca-Cola Company and is used with permission.
   The same identification line may be used without the asterisk so long as it is prominently displayed in the materials in which the licensed mark appears.

6. Indicate the ownership of other marks.
   From time to time you may have occasion to use marks owned by others that are not licensed to us. (Such usage is generally permissible but should first be approved by your IP Team.) In such a case the owner of the mark, and whether the mark is registered, should be indicated.
   • Example: COKE® is a registered trademark of The Coca-Cola Company.

Rules for Proper Trademark Usage
Now that you understand what trademarks and service marks are, and why they are such an important part of our business, you need to know a few basic rules to help us protect these valuable assets. These rules should be observed at all times.

1. Always distinguish the mark from other words in a sentence.
   The trade and service marks we use must always appear in CAPITAL letters.
   • Correct: CUPLOK® scaffolding systems
   • Wrong: Cuplok
   Notice that in the correct example given above the mark CUPLOK® appears in all capital letters. The descriptive word for the product (scaffolding systems) is set apart from the mark. The only exception to this rule occurs where a stylized or design mark is concerned and we approved the use of lower-case letters.
   Never join our marks to other words, either as one word or with a hyphen.

2. Always use the proper notice
   As explained earlier, use the mark with the “TM” symbol if it is a trademark, the “SM” symbol if it is a service mark, or the ® symbol (for either trademarks or service marks) if the mark is registered.
   • Correct: For non-slip protection, choose MEBAC® metal grating with slip-resistant stair tread.
   • Wrong: For non-slip protection, choose Mebac.

3. Always use the mark as an adjective and with the name of the product or service.
   As mentioned, a mark is an uninflected adjective – and that is its sole correct grammatical usage. It is not a noun, verb, or plural or possessive form of speech and should not be used as such.
   One of the most common mistakes, and greatest abuses, made in using trade or service marks is the failure to use the marks with the name of the product or service with which the mark is associated. Over a period of time such improper use can result in the loss of all trademark rights, should the consumer come to recognize the mark as the name of the product or service itself. Where this occurs a mark becomes generic.
   A mark, therefore, is an uninflected adjective used to distinguish our products and services. It is not a noun. It is not the generic name of the product or service.
   A mark should always be used as an adjective with the product or service name.
   • Correct: Our CUPLOK® scaffolding continues to lead the industry as one of the most reliable and efficient scaffolding systems in the world.
   • Wrong: Our CUPLOK® scaffolding systems continue to lead the industry as one of the most reliable and efficient scaffolding systems in the world.

4. Always use the correct spelling or design.
   Never change the spelling of our marks.
   • Correct: FERROCUT® metal treating machine
   • Wrong: FER-O-CUTT

   Never change the design, including the colors, of stylized or design marks.
   Certain marks do not have colors as a feature, but all marks should be displayed consistent with their registration and this Corporate Identity Manual unless authorization for a different use is given by the Harsco Corporate Communications Director, your division’s IP Team or outside trademark counsel.

5. Designate marks that are used under license.
   While all of the rules just discussed, including notice requirements, must be observed when using marks licensed to us by another trademark owner, an additional special rule must also be followed. Care must be taken to designate the true owner. This can be accomplished by placing an asterisk next to the first or most prominent use of the licensed mark with an identification line appearing in the same page, usually at the bottom.
   • Example: COKE® is a registered trademark of The Coca-Cola Company and is used with permission.
   The same identification line may be used without the asterisk so long as it is prominently displayed in the materials in which the licensed mark appears.

6. Indicate the ownership of other marks.
   From time to time you may have occasion to use marks owned by others that are not licensed to us. (Such usage is generally permissible but should first be approved by your IP Team.) In such a case the owner of the mark, and whether the mark is registered, should be indicated.
   • Example: COKE® is a registered trademark of The Coca-Cola Company.
A trade name, also known as a trading name, corporate name or a business name, is the name which a business trades under for commercial purposes, although its registered, legal name, used for contracts and other formal situations, may be another.

- **Examples:** Harsco Harsco Rail Harsco Industrial, etc.

A trade name that acts as a source identifier may be entitled to the same protection as a trademark.

If you have any questions as to whether a trade name should be registered as a trademark, please contact your IP Team.

**Continued Use**

Although the requirements vary per country, in general the owner of a trademark must continue to use the mark “in commerce” to retain rights in and to the trademark and to prevent others from adopting the mark and using it to offer and sell competitive goods and services. "Use in commerce" means the bona fide use of a mark in the ordinary course of trade, and not merely to reserve a right in a mark. A mark is deemed to be “abandoned” when (i) its use has been discontinued with (ii) the intent not to resume such use. Even absent intent to abandon a trademark, a trademark may be presumed abandoned after three consecutive years of nonuse. Abandoned marks fall into the public domain and can be adopted by competitors.

Through 2009, each division is to maintain current registrations for their respective trade names and marks, which will require the division to prove continued use of the mark(s). Beginning in 2010, Division Counsel, with the assistance of the Corporation’s trademark attorneys, will meet annually with each division to assess the current use of the trade names and marks and the public's perception of the transition to the new Harsco corporate names. The decision to continue to maintain any trademark registrations and/or file new intent-to-use applications, if the mark is not being used and there is a bona fide intent to use it in the future, will be determined on these factors.

At no time should you explicitly state that Harsco or your division abandoned its old division names and marks, or is adopting or has adopted a new name or mark to replace the old division names and marks, unless directed to by the Corporation in writing. The old trade names and marks will continue to be used in commerce.

**Acceptable Uses**

A mark is “used in commerce” on goods when (1) it is placed on the goods themselves or on name plates, tags or labels, product packaging or containers, or displays associated with the goods, AND (2) the goods are sold or transported in commerce. A mark is “used in commerce” on services when (1) it is used or displayed on advertising and marketing materials such as brochures, flyers and inserts, or the division’s website, AND (2) the services are rendered in commerce.

To preserve rights in a mark, its use must be a bona fide or good faith use of the mark in the ordinary course of trade, not a token use merely to reserve rights and prevent others from using it. A division name or mark must be used in a manner that is seen by the relevant buying public.

The following are examples of bona fide use of a mark “in commerce:”
- Use of the trademark as a sub-brand on the identical goods on a limited basis.
- An anniversary edition of a product or regularly making the product available for a “limited time.”
- Prominently incorporating the trademark into a new mark that is used on identical goods.
- Use of the mark with a small but meaningful business, market segment or channel of trade, e.g., equipment once sold at retail is now sold to new construction builders, or soap once sold to retailers is now sold to hotel chains.

In some cases, the manufacture and sale of replacement parts for a product that continues to be used extensively and/or resold and/or for which needs regular technical assistance (thus keeping the trademark in the public eye) MAY constitute acceptable use (particularly in the automobile industry because of a car’s relatively long life). The mere sale of a used product or the servicing of a product under the original mark, without more, is not likely to be “use in commerce.”

**Unacceptable Uses**

The following are examples of uses of a mark that will not qualify as “use in commerce:”
- Token use, including a one-time (or limited use) of an advertisement with the old name or mark, or shipping a box or small quantity of the product under the mark.
- Arranged sales of products to targeted customers.
- Advertisements using language such as “Reed Minerals is now Harsco Minerals” or “Harsco Minerals, formerly Reed Minerals” UNLESS Reed Minerals also continues using the REED MINERALS trademark on its products, as outlined above.
- Use of a mark solely in-house, e.g., on stationery, internal e-mails, payment of taxes, etc.

**Infringing Use**

If you believe that one of your division trade names or marks is being infringed, you should immediately bring it to the attention of your Division Counsel, who will determine how to proceed according to the Trademark Policy and Procedure Manual.
Trade dress refers to distinctive product packaging or the unique configuration, three-dimensional shape, graphic design, color, smell of a product and/or its packaging and other features associated with services.

There are two basic requirements that must be met to protect trade dress as a trademark:

1. **Source identifier:** The unique features must be capable of functioning as a source indicator i.e., identifying a particular product and its maker to consumers. In general, it will be difficult to meet this requirement for new products.

2. **Nonfunctional:** Trade dress must also be nonfunctional in order to be protected as a trademark. To be nonfunctional, it cannot affect a product’s cost, quality or a manufacturer’s ability to effectively compete in a nonreputational way. For example, color is functional in regard to clothing because that product is purchased substantially because of its color and appearance. Color generally is not functional on household insulation, which is purchased purely to be installed in a wall and is never seen.

In Europe, it is also possible under certain circumstances to protect the packaging of a product as a Community Design or Benelux Design. A Community Design or a Benelux Design gives the owner an exclusive right in the European Union or the Benelux area for a period of five years, which period can then be extended for four consecutive periods to a maximum of 25 years.
### Copyrights

#### Works Subject to Copyright Protection

One who creates an original work is the copyright owner from the moment that work is created. Copyright protection subsists in original works of authorship fixed in any tangible medium of expression from which they can be perceived, reproduced or otherwise communicated. Works of authorship include the following categories: (1) literary works; (2) musical works, including any accompanying words; (3) dramatic works, including any accompanying music; (4) pantomimes and choreographic works; (6) motion pictures and other audiovisual works; and (7) sound recordings.

Copyright protection extends to the “expression” of an idea, and not to the idea itself. The expression which is protectible under the Copyright Act can be found in such works as books, advertisements, commercials, movies, photographs, computer programs and numerous other examples.

Under the Copyright Act, a copyright owner has five separate rights. They are (1) to reproduce the copyright work in copies or phonorecords; (2) to prepare derivative works; (3) to distribute copies of the copyrighted work to the public; (4) in the case of certain works, such as motion pictures and other audiovisual works, to perform the copyrighted work publicly; (5) in the case of certain works, such as pictorial, graphic or sculptural works, to display the copyrighted work publicly. These rights, which comprise the so-called “bundle of rights,” are cumulative. A copyright owner may subdivide these rights. For example, a copyright owner may permit another to reproduce his work but not to distribute copies of that work. An example of this situation occurs when the owner of a copyright in a computer program permits another to make a copy for backup purposes, but prohibits distribution of the program by the purchasing party.

#### Copyright Protection

Under the Copyright Act, the concept of copyright protection is not at all difficult. We have already seen that the creator of an original work owns the copyrights to that work from the moment of creation. Securing complete protection for the work is fairly simple.

1. **Registration**
   A copyright owner is not required to register a work in order to obtain copyright protection. However, such registration is advisable, and enables the copyright owner to secure maximum protection. Registration should be made as promptly as possible, but in no event later than three months after the first publication of the work. In order to register a copyright a simple two-page form is filed with the U.S. Copyright Office, together with a $35.00 filing fee (if filed electronically) and copies of the work for which registration is sought.

2. **Notice of copyright**
   While no longer required to secure protection for original works created on or after March 1, 1989, the use of the proper notice of copyright is still an important aspect of ensuring maximum protection in the United States. It is Harsco’s policy to use the notice on all works in which Harsco is the copyright owner.

   The notice requirement consists of three elements: (1) the word “copyright,” abbreviation “Copy,” or the letter C enclosed within a circle, thus ©, (2) the year the work was published or, in the case of an unpublished work, the year the work was completed; and (3) the name of the copyright owner or an abbreviation by which the name can be recognized, or a generally known alternative designation of the owner.

   The notice must be affixed to copies of the work in such a manner and location “as to give reasonable notice of the claim of copyright.” An example of an appropriate notice of copyright is:

   **Copyright © 2010 Harsco Corporation**
   **All rights reserved**

3. **Ownership of copyrights**
   If a work is prepared by a Harsco employee within the scope of his or her employment, then Harsco is the copyright owner. However, where an outside agency or other non-employee is retained to prepare materials for Harsco, the subject of copyright ownership should be covered in writing in the agreement with the third party. As a general rule, Harsco will want to be the copyright owner for advertising and other materials prepared for the company. Concerns and questions about copyright ownership should be directed to the IP Team BEFORE an agreement is executed.

4. **Infringement**
   The test for infringement of a copyright is whether the copyrighted work was copied. One important factor used to determine whether infringement has occurred is whether the unauthorized copy is “substantially similar” to the protected work. A copy need not be identical to be considered infringing. It also need not be the same form. For example, a movie may infringe a book, and vice versa.

   Harsco spends significant amounts of money on copyrightable works. Promotional pieces and advertising (print and electronic media) are but a few examples. If you see anything which looks to be similar to a Harsco work, you should promptly bring it to the attention of the IP Team.

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**Trademark, Trade Name and Copyright Usage**

**Copyrights**
An integral part of our business is, of course, its promotion to the public. In striving to sell Harsco’s goods and services, we should always be mindful of the limitations about what we can and cannot say. Effective advertising is truthful advertising. If we cannot deliver on our promises we will not succeed. Similarly, unfair comments about our competitors will only hurt us. Thus, false advertising and disparagement must be avoided.

False advertising occurs when a business makes untrue or misleading statements about its services or products, and a consumer can reasonably be expected to act upon those statements. When making particular claims care must be taken to ensure that those claims are supportable. Of course, opinions or mere “puffing” about the “best” or “strongest” are generally permissible.

A business is liable for disparagement when it makes false or misleading statements about a competitor’s product which statements are likely to result in damage to the competitor. This is not to say that comparative advertising is inappropriate. On the contrary, truthful comparisons are often the most effective way to educate a consumer. Once again, however, the statements must be able to be confirmed.

If you believe that a competitor is making an unsupportable claim, or is disparaging Harsco, you should bring the situation to the attention of your IP Team. While it is often difficult to prove damages in these types of cases, for business reasons we may nevertheless pursue the matter, if only to force our competitor to retract the false or disparaging claim, and set the record straight at their expense.