



Brazilian Nickel

Brandbook

Version 1.0



Welcome to our brandbook

The Brazilian Nickel brand guide is an essential tool to preserve the integrity, consistency, and recognition of the company's visual identity. This document establishes guidelines and standards for the correct use of graphic elements, ensuring clarity, unity, and coherence across all brand touchpoints.

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Chapter 1

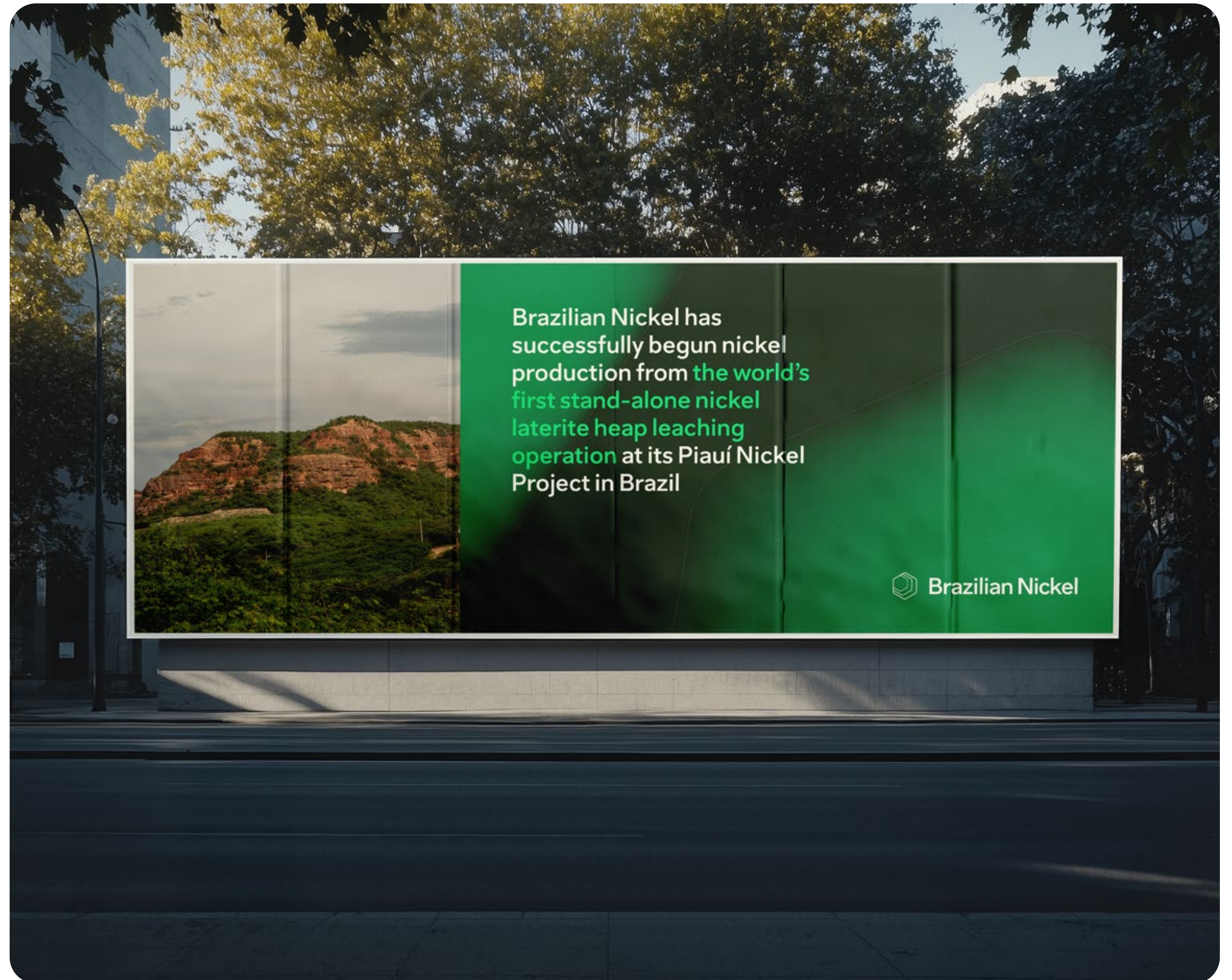
Introduction

1.1. Conceptual elements

Brazilian Nickel operates in the sustainable development of nickel and cobalt projects in Brazil, actively contributing to the global energy transition. Its new visual identity reflects this positioning by expressing **innovation, environmental responsibility, operational efficiency, and positive impact on the communities** where it operates.

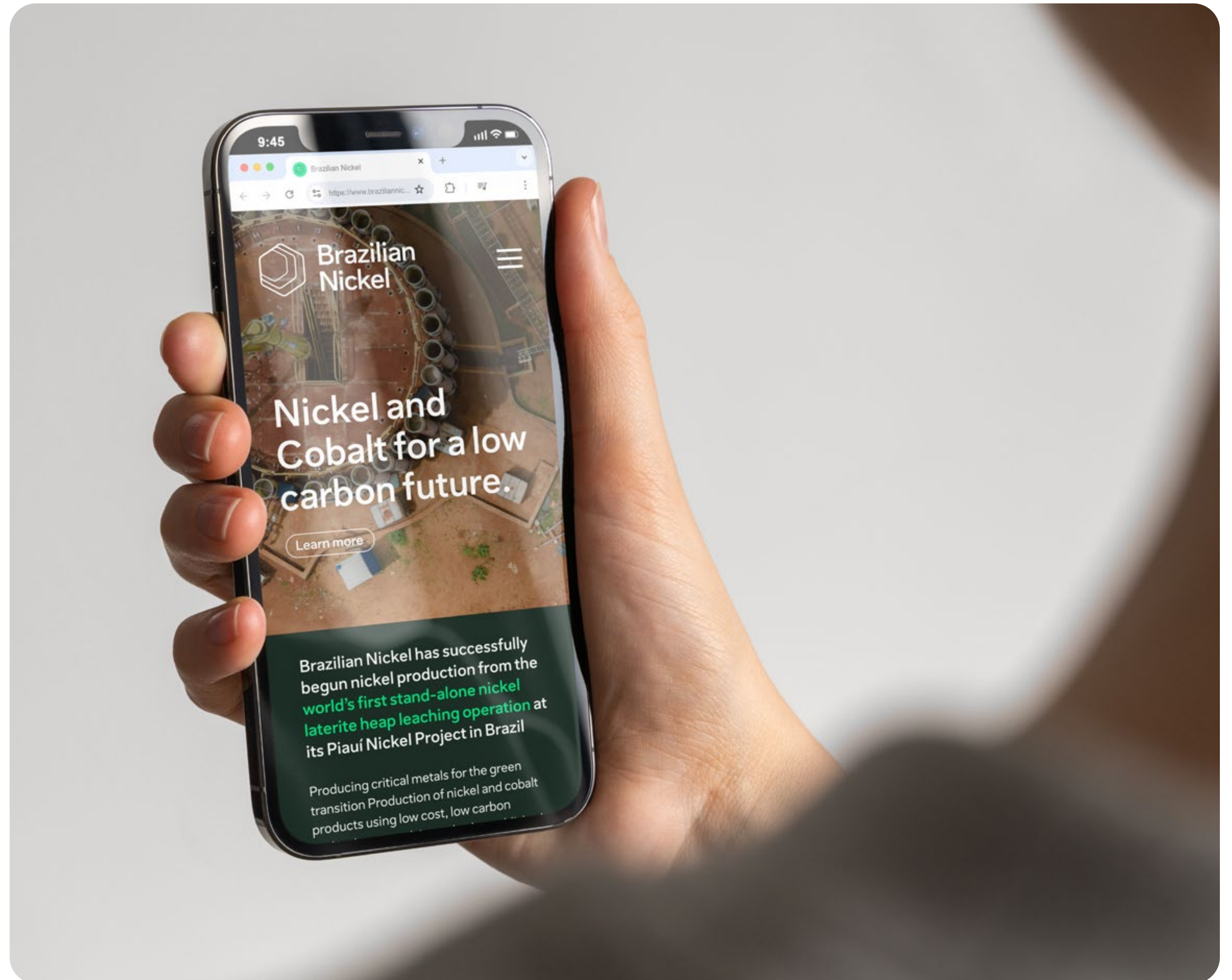
With the central concept “**Technology and Nature,**” the brand expresses the **transformation of raw materials into technological value**, highlighting the balance between industrial precision and environmental commitment.

The identity shifts from emphasizing only mineral extraction to communicating process **intelligence, innovation, and a concrete contribution to a more sustainable future** — clearly representing how the company operates and the impact it aims to generate.



1.2. Objective of the new Brand

The Brazilian Nickel visual identity was designed to translate its strategic positioning: supplying essential metals for a low-carbon future, with technical **excellence and social and environmental responsibility**. Each graphic element reinforces the strength, modernity, and sustainability that guide the company's operations.



Chapter 2

Visual language

The purpose of the visual language is to **clearly express the brand's commitment to human-centered care**, and the new visual system ensures that the brand communicates these core values with precision.

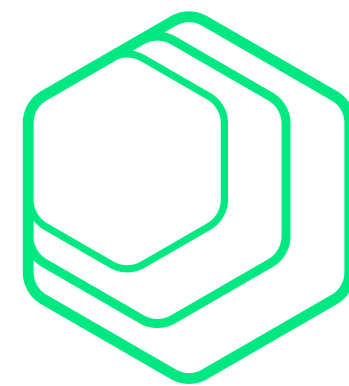
We believe the new visual identity reinforces Brazilian Nickel's image as a **more modern brand aligned with industry transformation** — while also conveying **stability and balance** across the entire system.



2.1. Logo Horizontal version

The primary version of the brand is composed of the symbol and the name “**Brazilian Nickel**” in a **horizontal format**. It is the company’s institutional signature.

It must be used in all corporate, institutional, strategic, and external communications that represent the company as a whole.



Brazilian Nickel

2.1. Logo

Horizontal version

Where to use?

Strategic institutional communication:
annual reports, executive presentations,
commercial proposals, investor
and stakeholder materials.

High-visibility campaigns:
institutional ads, print and digital media,
corporate videos, and launch materials.

Editorial and corporate materials:
brochures, institutional folders, catalogs,
stationery, and presentations.

Events and official representation:
trade shows, conferences, press events,
panels, and institutional materials.

Large corporate environments: facades,
signage, backdrops, and large-format panels.

Primary colored version

The main version uses two colors. The text must always be applied in dark green on light backgrounds or in white when contrast is not possible..



Monochrome version

In specific cases requiring maximum contrast or limited reproduction conditions, the brand may be applied in monochrome (dark green), black, or white.



verde escuro



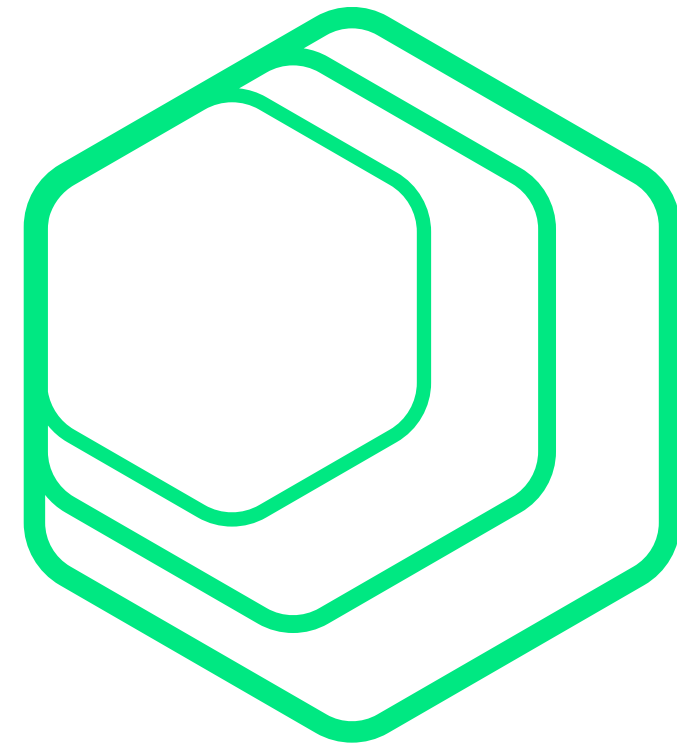
preto



2.2. Logo Vertical version

The vertical version of the brand is also composed of the symbol and the name “**Brazilian Nickel.**”

It should be used as a secondary option in institutional materials when the horizontal version cannot be applied, especially due to space constraints.



Brazilian Nickel

2.2. Logo

Vertical version

Where to use?

Limited horizontal spaces:
compact layouts, square or vertical formats.

Internal and operational materials:
technical documents, internal reports, forms,
internal communications, signage.

Compact digital platforms:
email signatures, profile images,
thumbnails, responsive interfaces.

Promotional items:
merchandise, uniforms, embroidery,
labels, small-scale materials.

Co-branding situations:
when sharing space with other brands
while maintaining visual hierarchy.

Primary colored version

The main version uses two colors. The text must always be applied in dark green on light backgrounds or in white when contrast is not possible.



Monochrome version

In specific cases requiring maximum contrast or limited reproduction conditions, the brand may be applied in monochrome (dark green), black, or white.



verde escuro



preto





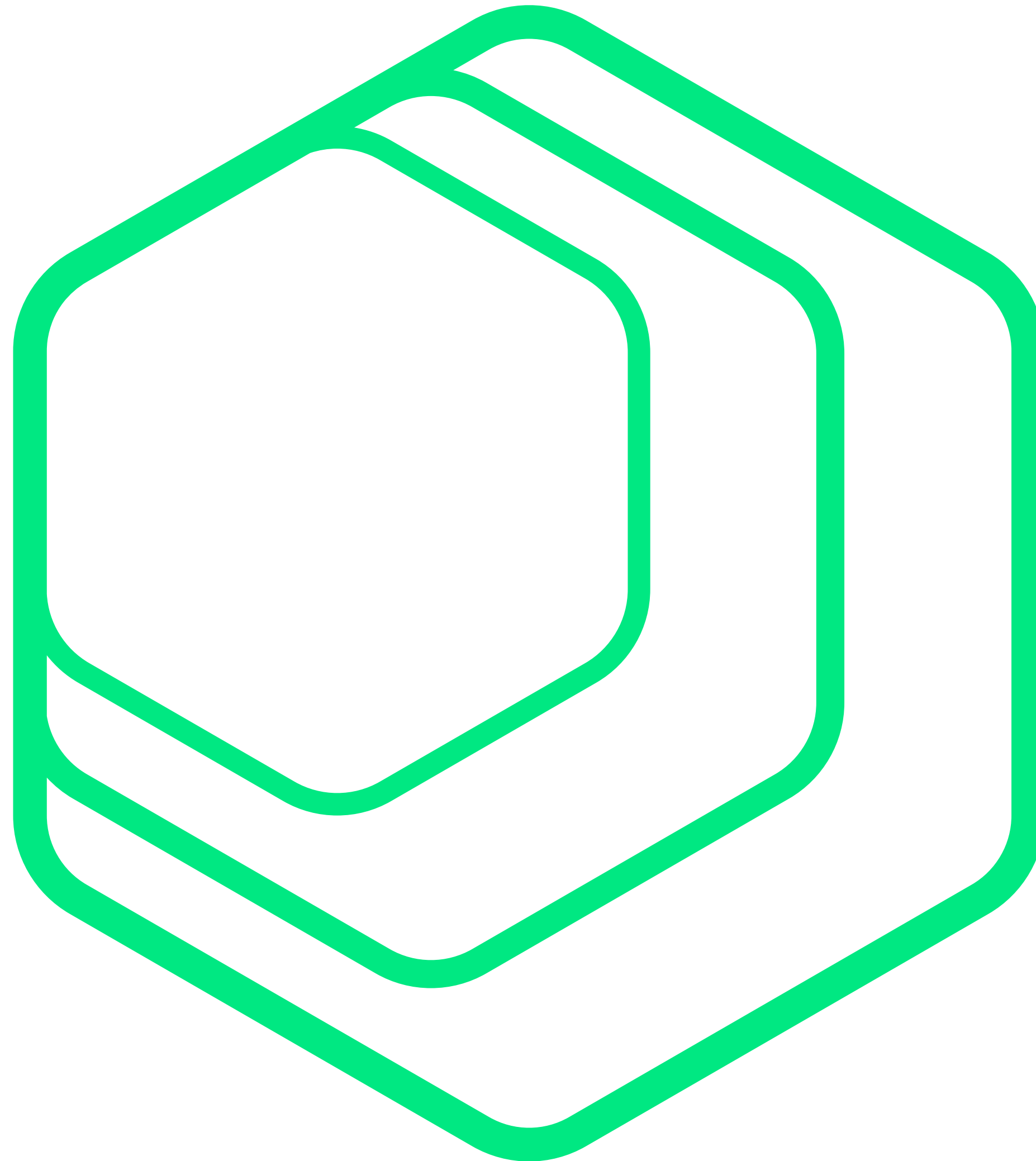
2.3. Symbol

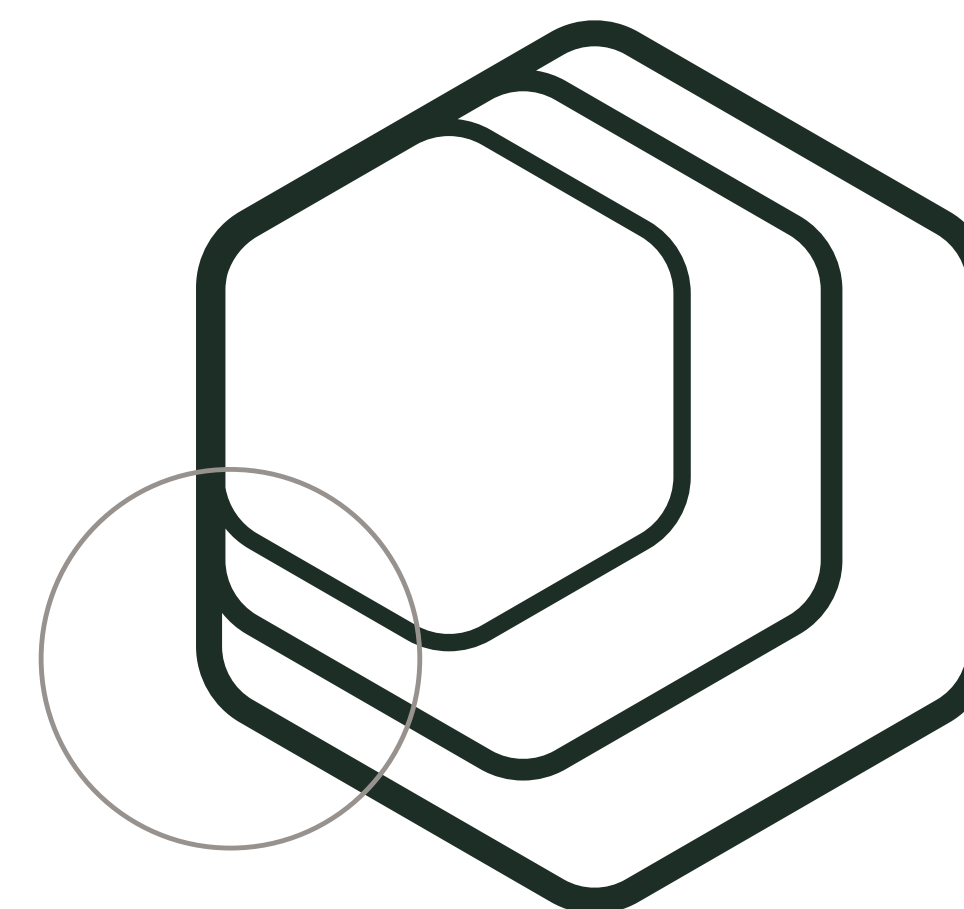
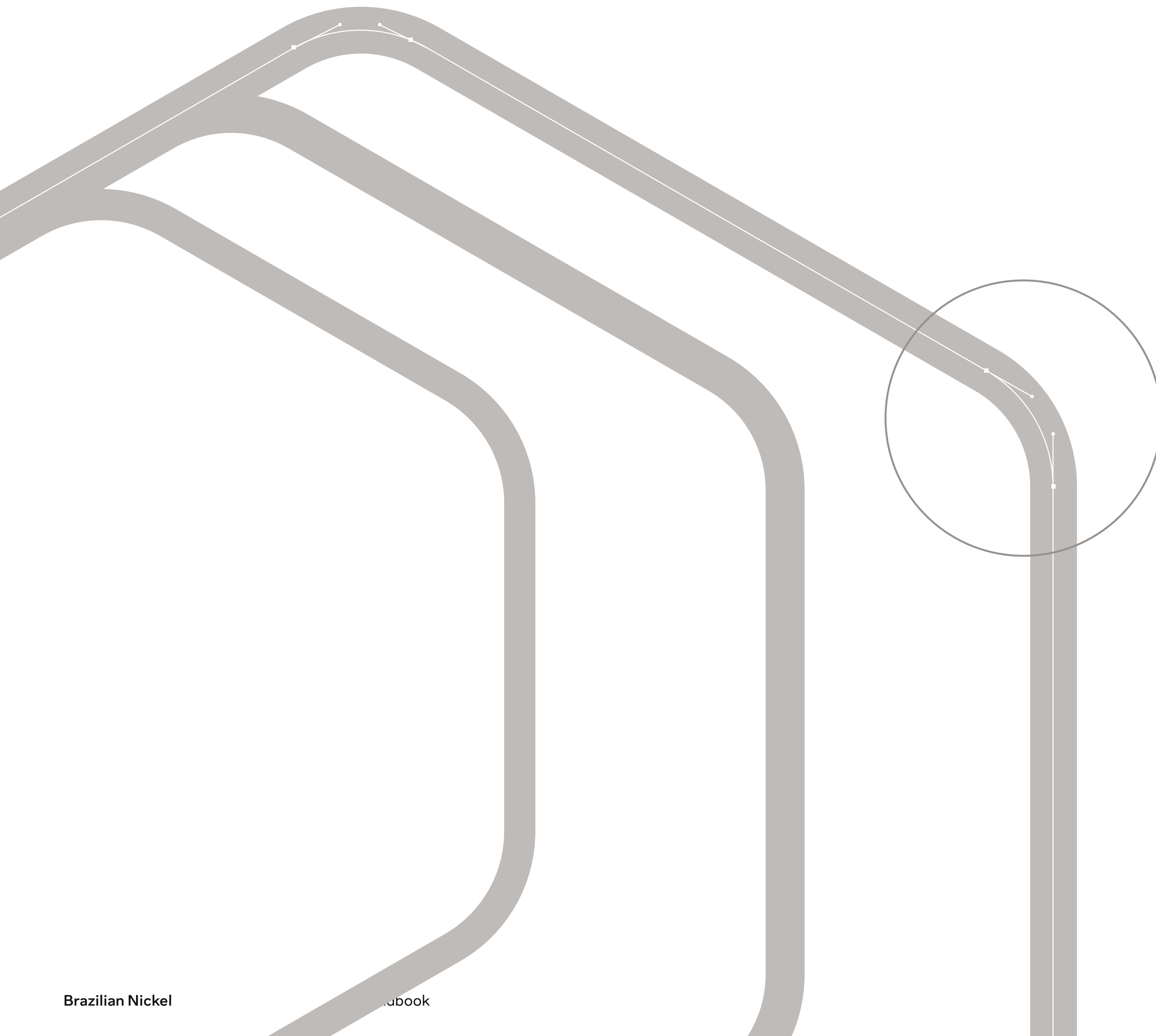
The natural structure of nickel is organized in a hexagonal pattern — a geometry that represents **balance, efficiency, and interconnection** between elements. This reference served as the **starting point for the creation of a solid and contemporary visual system**, aligned with the essence of the material and its technological applications.

The lines that form the symbol evoke layers and pathways of the extraction process, combining geometric precision with organic fluidity.

The visual construction translates mineral volumes, textures, and subtle repetitions that reference the internal structure of matter.

By integrating these references, the symbol expresses the convergence between **nature and technology** — reflecting both the mineral origin of nickel and its strategic relevance in innovative, high-performance solutions.





The symbol was also designed to convey **depth and perspective**, highlighted by the overlapping shapes that suggest successive layers and provide structural solidity to the composition.

The **rounded corners** soften the rigidity of the geometry, balancing its visual strength while reinforcing a **contemporary, precise, and technological** identity.

This visual feature — the rounded corners — also guides the construction of the other graphic elements presented throughout this manual, ensuring unity and consistency across the visual system.

When to use the symbol on its own?

The symbol may be used in specific situations, always accompanied by the context of the full brand:

- ✓ **Internal institutional applications:** Templates, stationery, promotional items, and internal materials, provided that the name Brazilian Nickel is clearly present within the same content.
- ✓ **Digital icons:** Website favicons, application and system icons, when space constraints prevent the use of the full logo with adequate legibility.
- ✓ **Social media:** Permitted as an avatar on official profiles, provided that the full brand name is clearly stated in the bio.
- ✓ **Proprietary institutional campaigns:** Permitted in videos, events, panels, or materials where the full logo is present within the overall composition.
- ✓ **Promotional merchandise:** Authorized for items such as mugs, notebooks, and backpacks, as long as they are part of an approved visual identity.

When not to use the symbol on its own?

- ✗ **External materials:** Where there is no clear association with the brand.
- ✗ **Co-branding initiatives:** When used alongside other companies or partners, to avoid ambiguity between identities.
- ✗ **Signage and environmental applications:** Facades, totems, signage, and displays, where the full brand is essential.
- ✗ **Any other context:** Where the name Brazilian Nickel is not present, either textually or visually.



2.3. Sub-brands

Sub-brands were created to identify **projects, operations, or regional** units while maintaining the strength of the main brand.

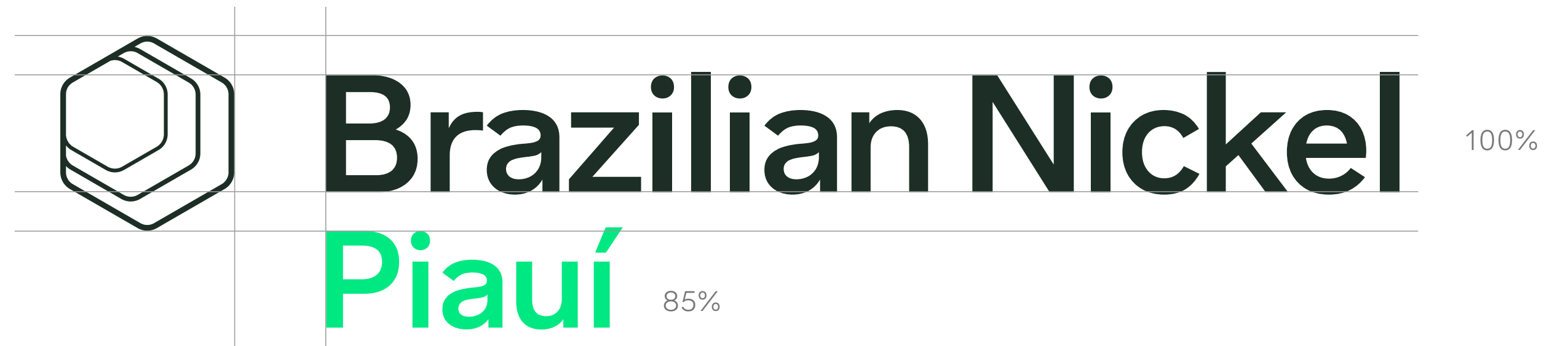
They do not replace the main brand and must not be used as the company's institutional signature.

The main brand represents the company.

The sub-brand represents a unit of the company.

Their structure preserves the symbol, typography, and proportions of the official logo, **adding only the unit name at 85% scale and hierarchically subordinate.**

This system ensures standardization, clarity, and visual unity, enabling the brand to expand across different territories without fragmenting its identity and maintaining recognition across all applications.



2.4. Sub-brands

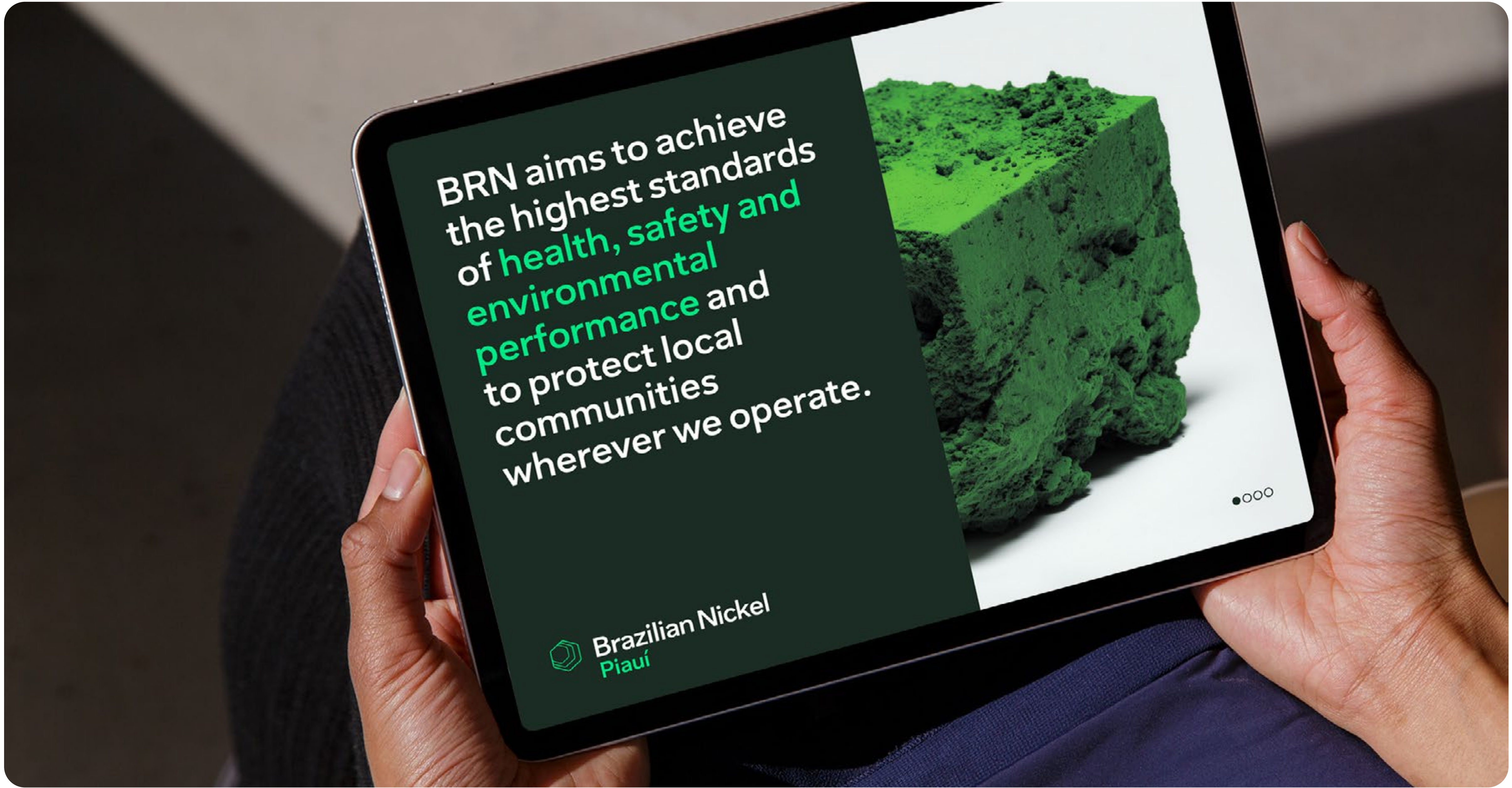
When to use?

Project-specific communication

Regional or local audiences

Local initiatives, hiring, or operations

Materials tied to specific operations (local signage, unit-level internal documents, community communications)



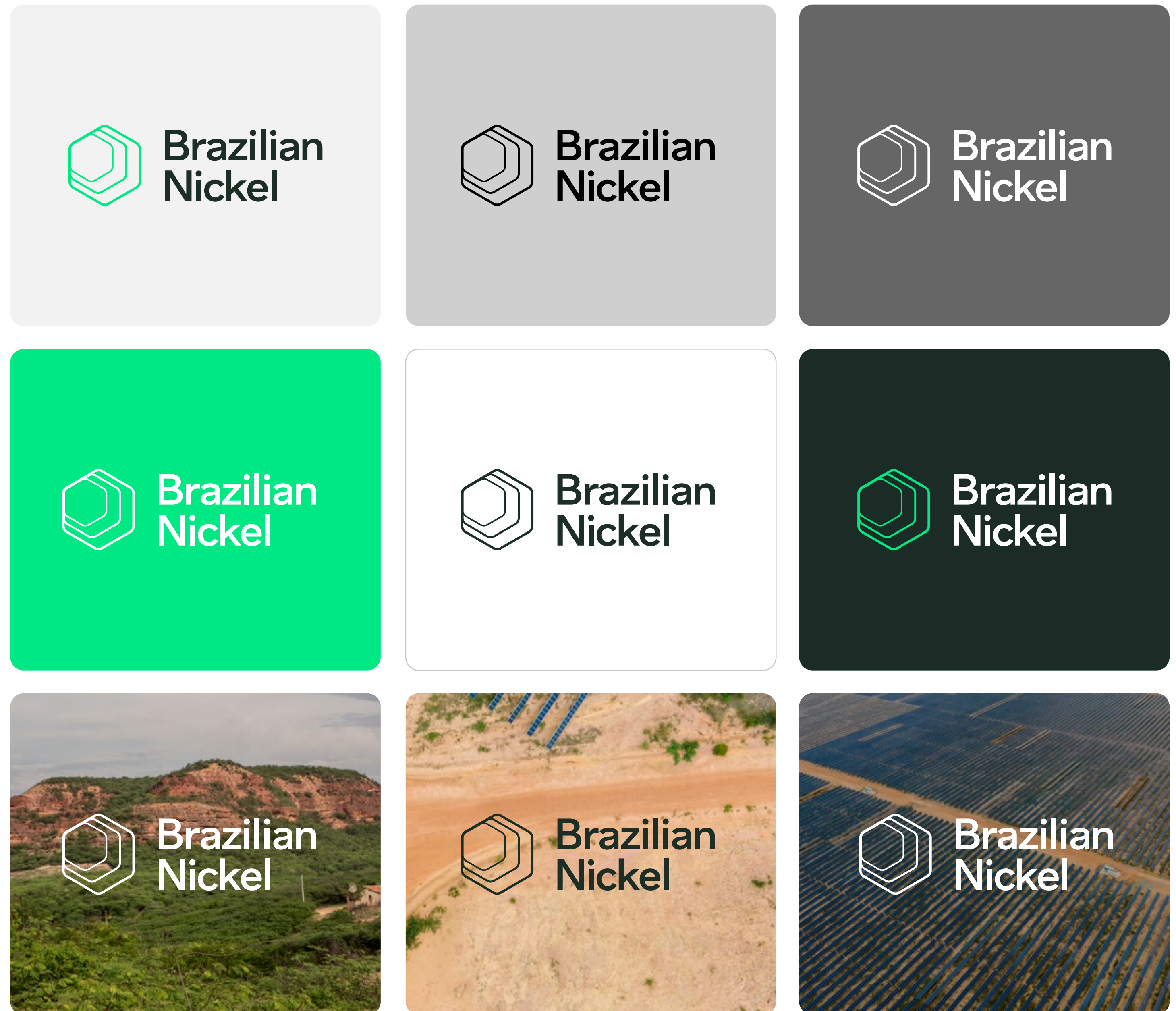
2.4. Application on colors

To preserve legibility and brand recognition, applications must always ensure adequate contrast against backgrounds and photographs.

On light backgrounds, the logo should be used in dark green or in the full-color version (dark green and light green).

On dark backgrounds, the logo should be used in white.

On colored backgrounds or images, the version that provides the highest contrast and immediate readability should be selected.



2.5. Construction grid

The construction grid is the **technical foundation** for reproducing the brand. It ensures that proportions are maintained and prevents distortion of the original design.

Whenever the brand is applied to new materials or formats, this grid must be **strictly followed** to preserve consistency.



2.6. Clear Space

Clear space corresponds to the **minimum area required around the logo** to prevent interference from other graphic or textual elements.

This space is equivalent to **one and a half times the height of the letter “B”** in the word “Brazilian.” No other element may be placed within this protected area.



2.6. Clear Space

Clear space corresponds to the **minimum area required around the logo** to prevent interference from other graphic or textual elements.

This space is equivalent to **one and a half times the height of the letter “B”** in the word “Brazilian.” No other element may be placed within this protected area.



2.7. Minimum size

To ensure legibility across different formats, minimum size limits for the logo have been defined:

Print: minimum size in millimeters, according to the technical specifications provided.

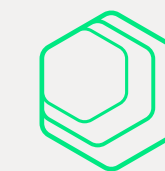
Digital environments: minimum size in pixels, according to the technical specifications provided.

The logo must never be applied at sizes smaller than these, in order to avoid loss of readability.



Brazilian Nickel

25mm or 95px
Vertical



Brazilian Nickel

50mm 240px
Horizontal



7mm or 35px
Symbol

2.8. Co-branding

As a standard practice, when presented alongside other brands, Brazilian Nickel must always maintain its visual integrity.

In brand lockups, it **should appear from left to right**, following the order of highest to lowest contribution.

When contributions are equivalent, Brazilian Nickel should occupy the **leading position on the left**.



**Brazilian
Nickel**

Logo



Brazilian Nickel

Logo

2.9. Incorrect usage

General rules

Under no circumstances may the brand be redesigned or recreated.

The position and proportions of its elements must always be preserved.

To maintain its integrity, it is essential to follow all the guidelines set forth in this manual.

Any changes to the structure, colors, or applications are strictly prohibited.

These same rules apply to the horizontal logo, the vertical logo, and the standalone symbol.



Do not distort the brand in any axis.



Do not alter the arrangement of the icon.



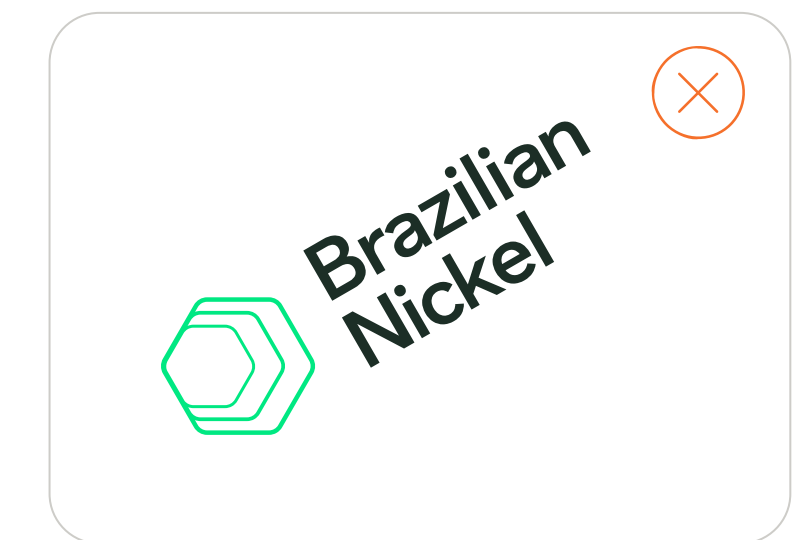
Do not change the proportions of the brand elements.



Do not change the colors of the brand.



Do not apply effects or strokes on the brand.



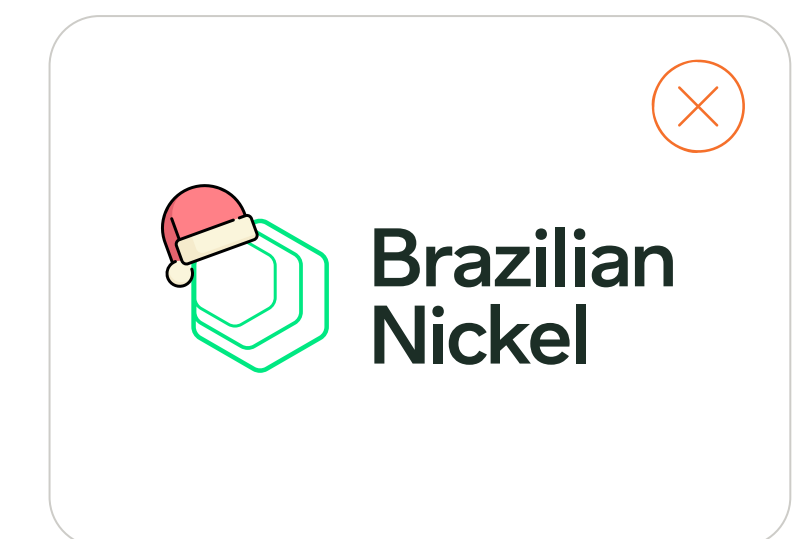
Do not rotate the brand.



Do not modify the brand typography.



Do not redraw the brand icon.



Do not add elements to the brand.



BRN aims to achieve
the highest standards
of health, safety
and environmental
performance and
to protect local
communities
wherever we operate.

This includes causing no net harm
to the environment and assuring
conservation of habitats, flora and
fauna plus maintaining, and where
possible, enhancing biodiversity.

www.braziliannickel.com

Chapter 3

Visual elements

3.1. Primary typography

Sarvatrik Latin is the official typeface and must be used in all communications.

It offers a wide range of weights and performs well in both large and small sizes, maintaining a friendly and open personality.

License

Sarvatrik Latin

Thin
Light
Regular
Medium
Semibold
Bold

The Piauí Nickel
Project is a nickel
laterite heap leaching
project in the North-
east of Brazil.

3.2. System typography

When Sarvatrik cannot be used, Arial should be used as a system alternative.

Arial

Italic

Regular

Bold italic

Bold

The Piauí Nickel Project is a nickel laterite heap leaching project in the North-east of Brazil.

3.3. Hierarquia de textos

The hierarchy between titles, subtitles, and body text **must follow the predefined scales.**

An example of the recommended text hierarchy is shown alongside. The core principle is to ensure legibility across all formats, prioritizing clarity and visual consistency.

Titles

Sarvatrik Semibold
Sentence Case
At least 3× body size
Kerning Optical

Subtitles

Sarvatrik Semibold
Sentence Case
132% of body size
Kerning Optical

Body text

Sarvatrik Regular
Sentence Case
Kerning Optical

The Piauí Nickel Project is a nickel laterite heap leaching project in the North-east of Brazil.

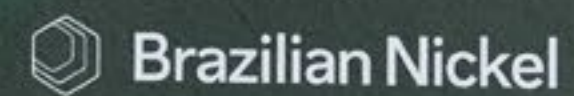
Nickel and cobalt for a low carbon future

This includes causing no net harm to the environment and assuring conservation of habitats, flora and fauna plus maintaining, and where possible, enhancing biodiversity.

BRN will achieve its objectives by applying its knowledge of heap leaching of nickel laterites and project development to fast-track the already producing PNP 1000 to full-scale production.

While our primary focus will remain on completion of the Piauí Nickel Project development, BRN will also seek to acquire a portfolio of nickel laterite resources within Brazil and to advance these projects, successfully adding value through each project stage.

Nickel and cobalt for a low carbon future.



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3.4. Color Palette

Primary

The Brazilian Nickel visual identity features an institutional color palette that must be applied consistently across all layouts and brand touchpoints. The predominant colors are **Dark Forest Green** and **Neon Green**, which structure the visual communication and reinforce the company’s positioning.

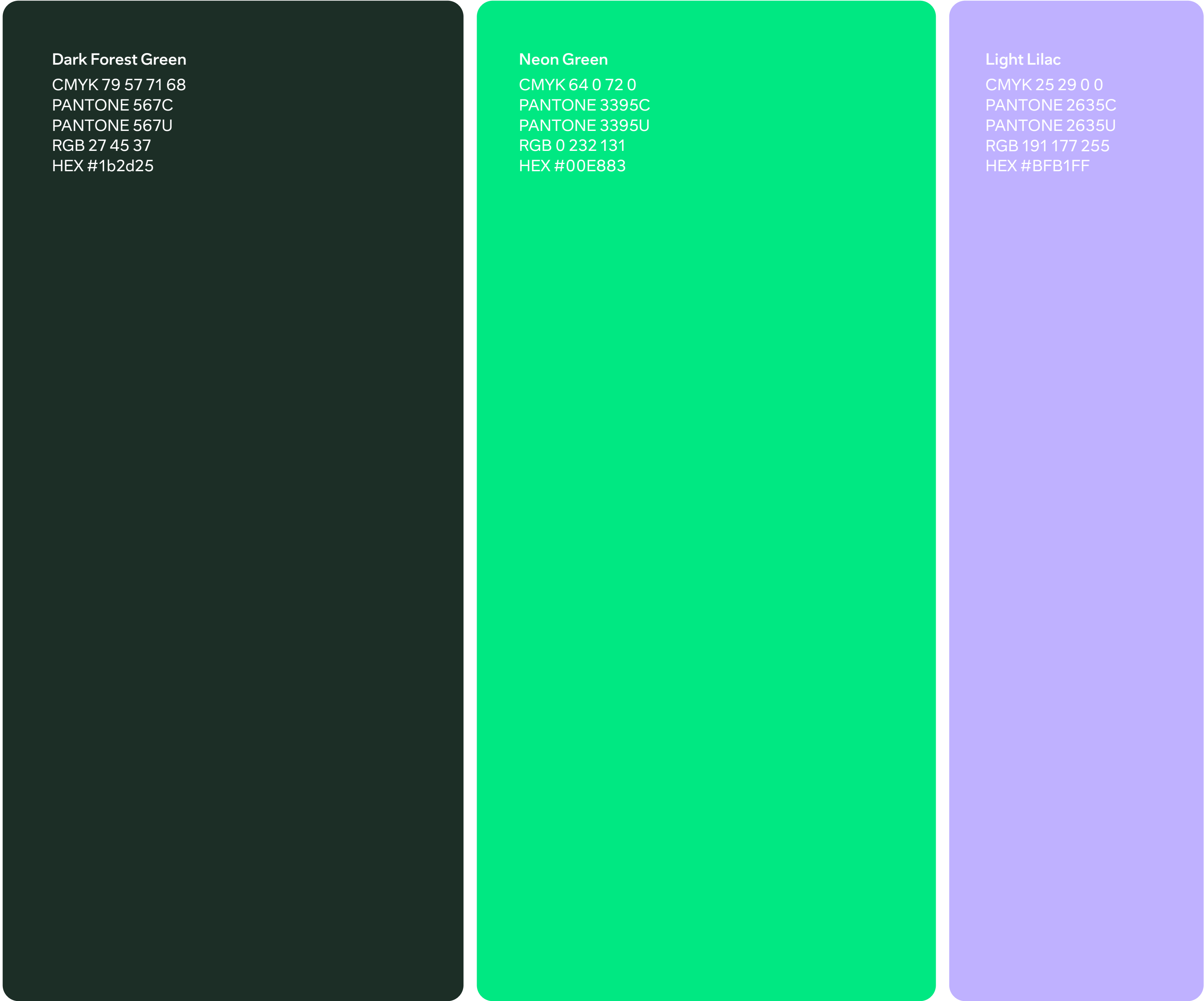
Light Lilac is considered a supporting color and should be used in a complementary manner, in contexts that require color variation for organizing information, such as charts, tables, or explanatory elements.

To ensure color accuracy, all CMYK print applications must be preceded by a color proof, ensuring the closest possible match to the reference Pantone colors.

Pantone values are accompanied by the suffixes C (Coated) and U (Uncoated), which indicate the paper finish:

Coated (C): to be used on coated papers with a glossy finish.

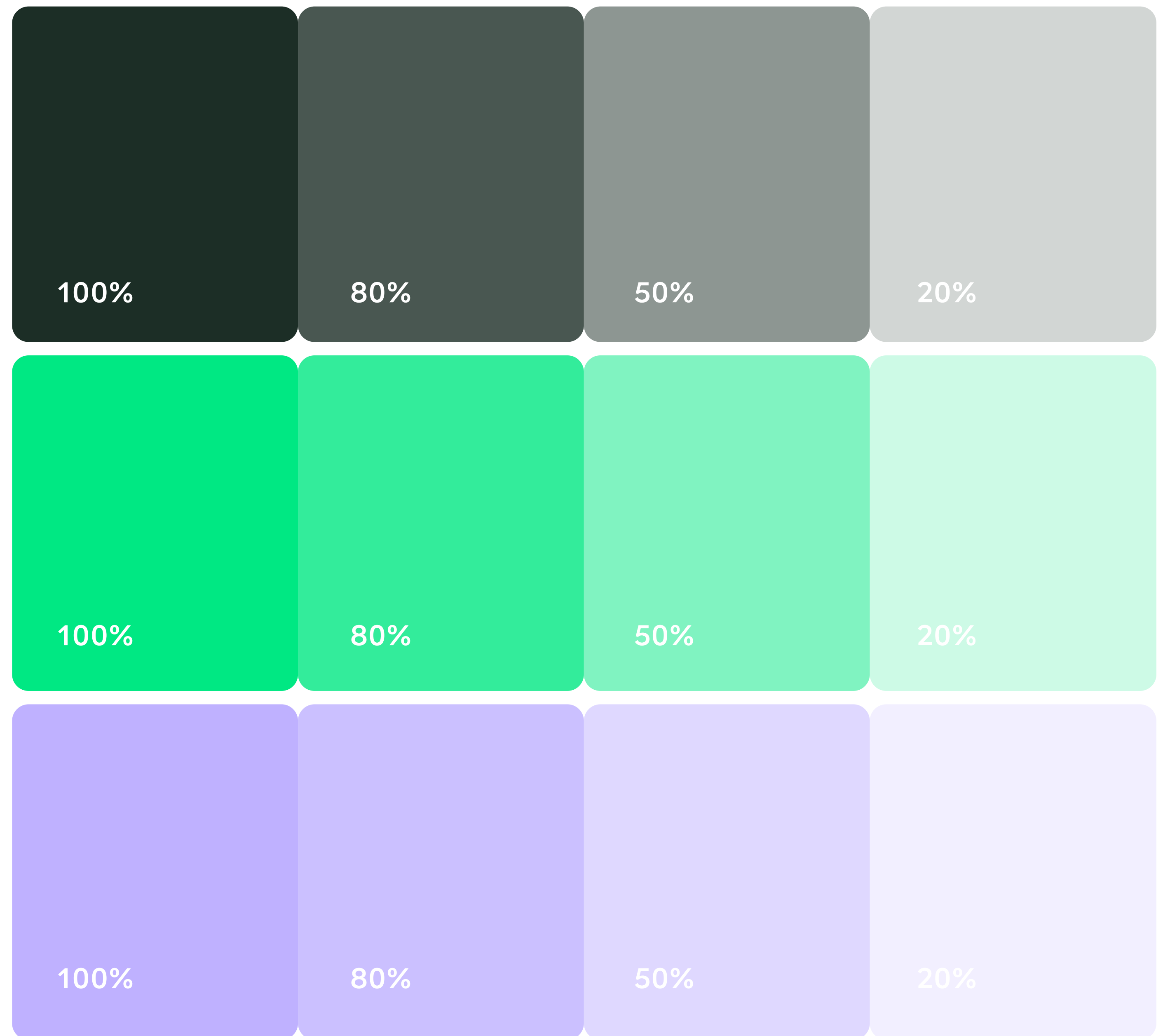
Uncoated (U): to be used on uncoated papers with a matte or porous finish.



Primary

The primary colors may be applied at **100%, 80%, 50%, and 20% opacity**, as indicated in the reference table.

These variations should be used strategically to create depth and hierarchy, without compromising the brand identity.



Monochromatic tones

The grayscale palette functions as a neutral foundation for visual compositions. Its varying levels of contrast allow for the hierarchy of information, the creation of depth, and the enhancement of elements from the primary color palette.

It should be used **only for text and neutral (light) backgrounds**.

Black

CMYK 75 68 65 82
PANTONE C
PANTONE U
RGB 16 17 19
HEX #101113

Gray 1

CMYK 60 52 51 21
PANTONE C
PANTONE U
RGB 102 101 101
HEX #666565

Gray 2

CMYK 37 30 31 0
PANTONE C
PANTONE U
RGB 166 166 166
HEX #A6A6A6

Off white

CMYK 3 3 8 0
PANTONE C
PANTONE U
RGB 245 242 232
HEX #F5F2E8



3.5. Graphic Elements

Texture

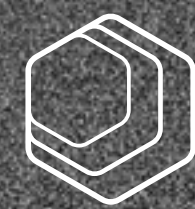
What is its origin?

Texture is a supporting element that **reinforces Brazilian Nickel's material, industrial, and technological** character, adding depth and context to visual compositions.

It should be used as a **background or compositional base**, never competing with the logo or primary information. Its application must maintain adequate contrast to ensure legibility and may include typographic overlays, provided that clarity and visual balance are preserved.

Always use the original files provided with this manual.


Empowering
a sustainable
future with **nickel**
and cobalt.




Brazilian Nickel

Texture


How to use




It may be used as a **complementary graphic element**, on backgrounds with or without text applied.



It must always be used in **conjunction** with the Brazilian Nickel logo.




Its size should be **adjusted** according to the width of the format and the layout of the application.




Maintain **adequate contrast** to ensure text legibility.

Texture


How not to use




Do not insert images within the texture.



Do not alter the texture’s institutional colors.



Do not distort, rotate, or deform the texture.



Do not apply too many graphic elements within the same composition (no more than two graphic elements).

**BRN aims to achieve
the highest standards
of health, safety and
environmental
performance and to
protect local
communities
wherever we operate.**

www.braziannickel.com



**Brazilian
Nickel**

Box

What is its origin?

The rounded-corner boxes are directly derived from the curves present in the Brazilian Nickel symbol. Their softened geometry reflects a balance between technology and fluidity, reinforcing the brand's contemporary identity.


They function as **content-organizing modules**, structuring information in a clear and objective way. In addition to improving readability, they create visual hierarchy and contribute to a harmonious, coherent, and consistent composition across different formats and applications.




BRN aims to achieve the highest standards of **health, safety and environmental performance** and to protect local communities wherever we operate.

Our objective is to leave behind a positive legacy of stronger, more sustainable communities once mining activities cease. By maintaining high standards for protecting human health and the environment, and working in cooperation with our host communities and governments, we endeavour to create sustainable, long-term economic and social opportunities.


Box
How to use




It may be **used as a container** for text, data, or strategic highlights.



It may be applied with a **fill** (institutional color or photography) or as an **outline** only.




Its **size is flexible** and should adapt to the layout and format.




It can be used **individually or in combination**, maintaining consistent alignment and spacing.


Box
How not to use




Do not place text too close to the edges.



Do not overlap elements in a way that compromises readability.



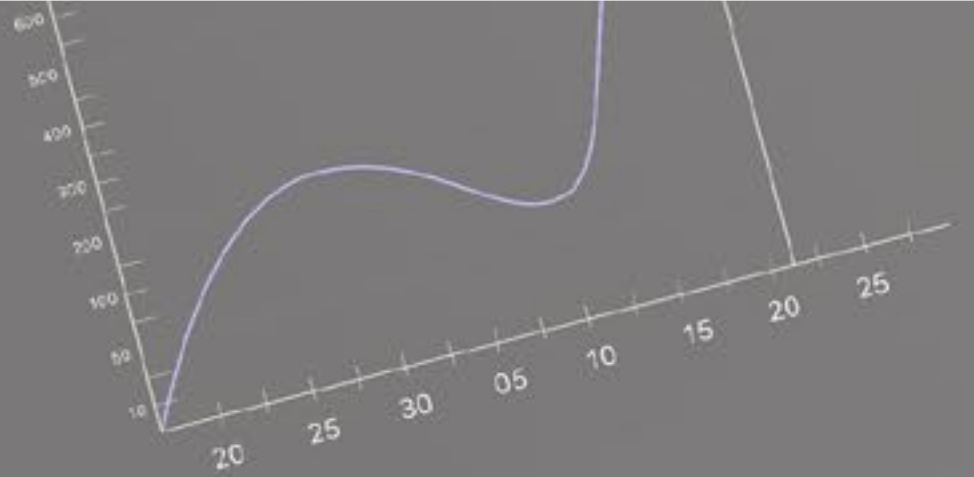
Do not distort, rotate, or deform the shape of the box.



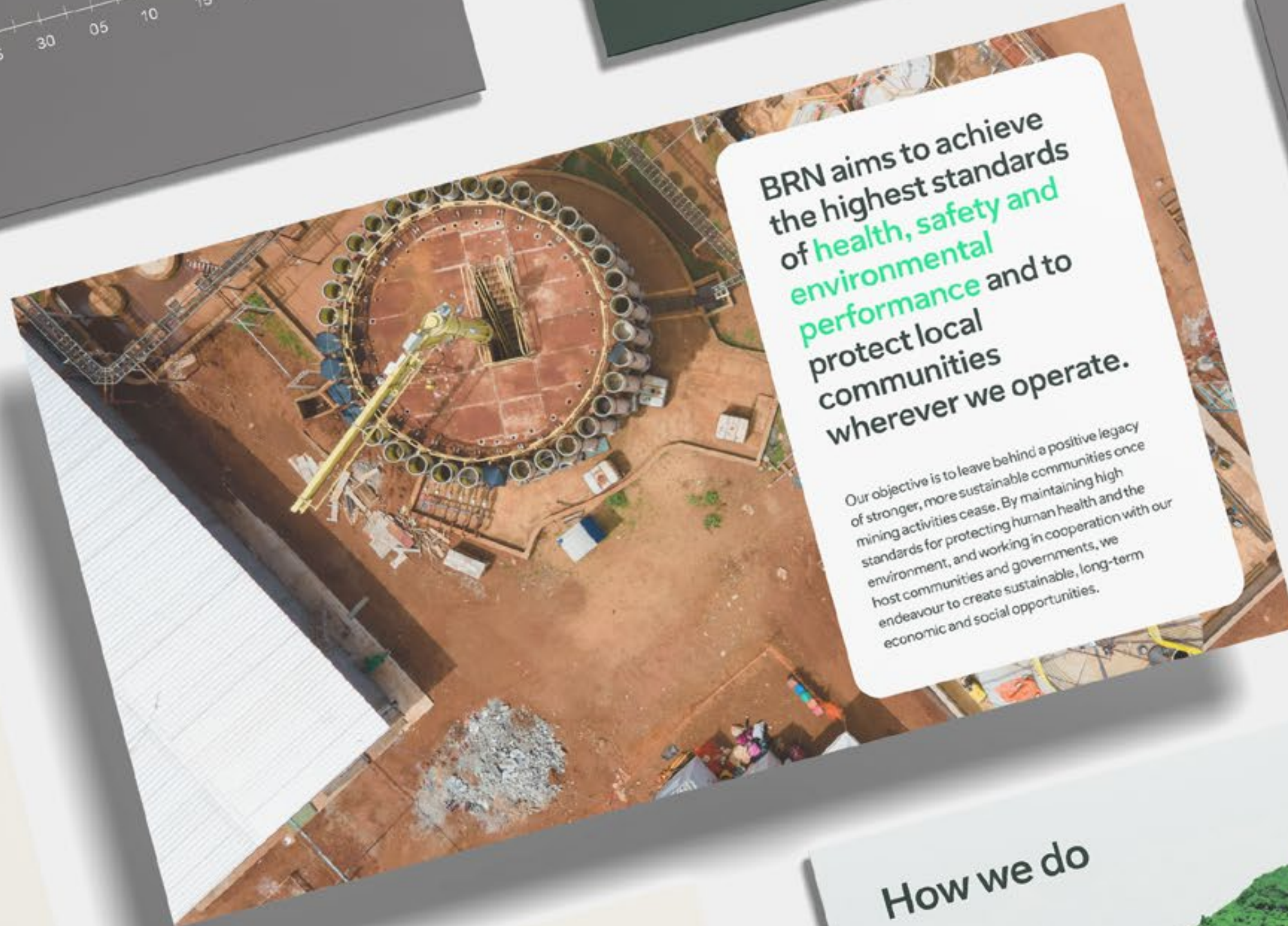
Do not use colors outside the institutional color palette.

BRN aims to achieve the highest standards of health, safety and environmental performance and to protect local communities wherever we operate.

This includes causing no net harm to the environment and assuring conservation of habitats, flora and fauna plus maintaining, and where possible, enhancing biodiversity.



comm
wherever we



BRN aims to achieve the highest standards of **health, safety and environmental performance** and to protect local communities wherever we operate.

Our objective is to leave behind a positive legacy of stronger, more sustainable communities once mining activities cease. By maintaining high standards for protecting human health and the environment, and working in cooperation with our host communities and governments, we endeavour to create sustainable, long-term economic and social opportunities.

04

+21%

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214
overall score

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in Brazil
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Piauí Nickel

How we do

Open Pit Mining and crushing
Laterite ore is extracted from an open pit mine and crushed to reach the optimal particle size for further processing.

Heap leaching
A dilute sulfuric acid solution is applied to the heaps, and the solution is then directed to the MHP production plant.

Pregnant Leach Solution (PLS) collection
As leaching progresses, the concentration of nickel and cobalt in the solution increases until it reaches the optimal operational parameters. This solution is then called Pregnant Leach Solution (PLS) and is directed to the MHP production plant.

PLS processing
The PLS solution is first neutralized with limestone to remove impurities. It then passes through an ion exchange circuit, which purifies and concentrates the nickel and cobalt. These metals are then precipitated and separated from the liquid phase.

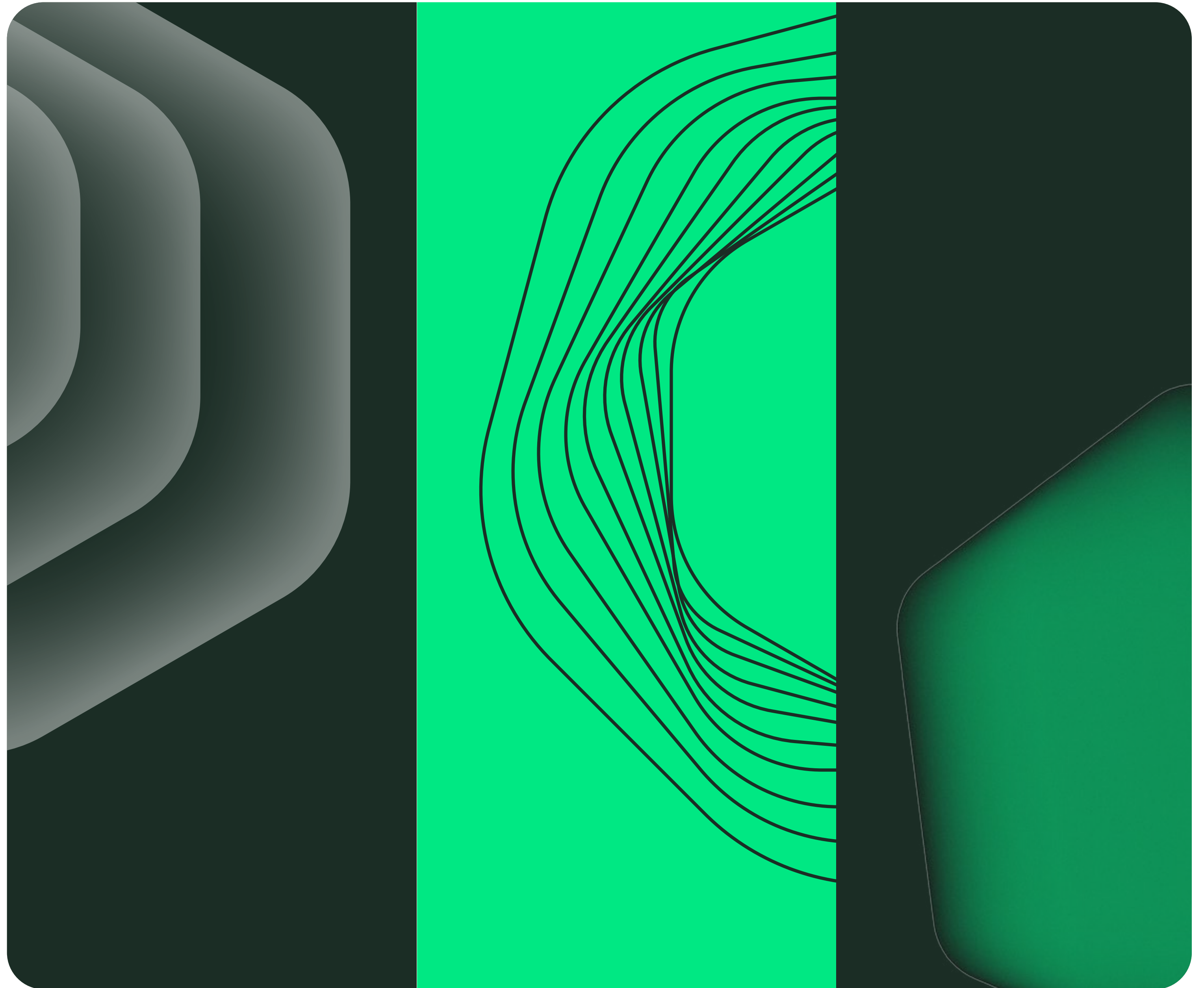


Graphic Elements

What is its origin?

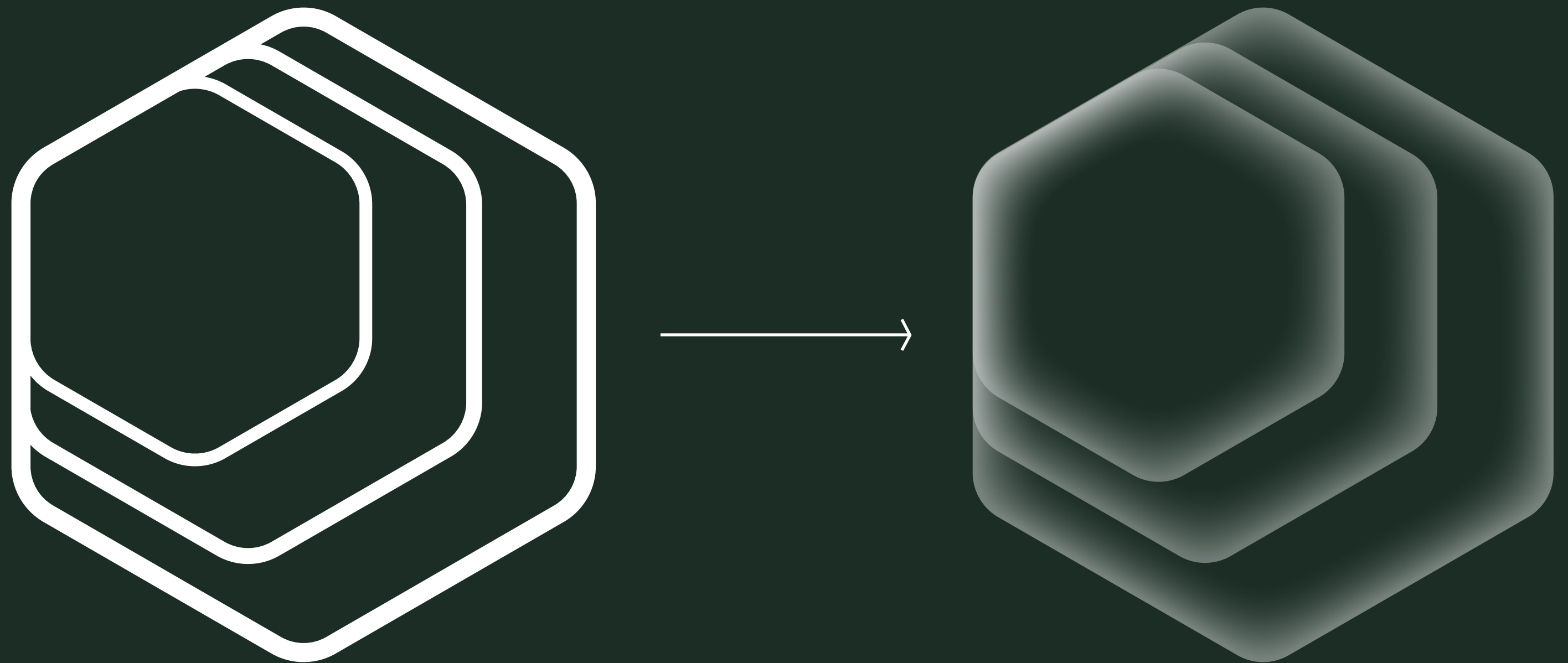
The three graphic elements are directly derived from the Brazilian Nickel symbol, **exploring its internal layers, overlaps, and hexagonal structure.**

Each variation expands on a specific characteristic of the original symbol, transforming it into a supporting visual element that reinforces the concepts of depth, energy, and transformation.



Graphic Element 1 Translucent Layers

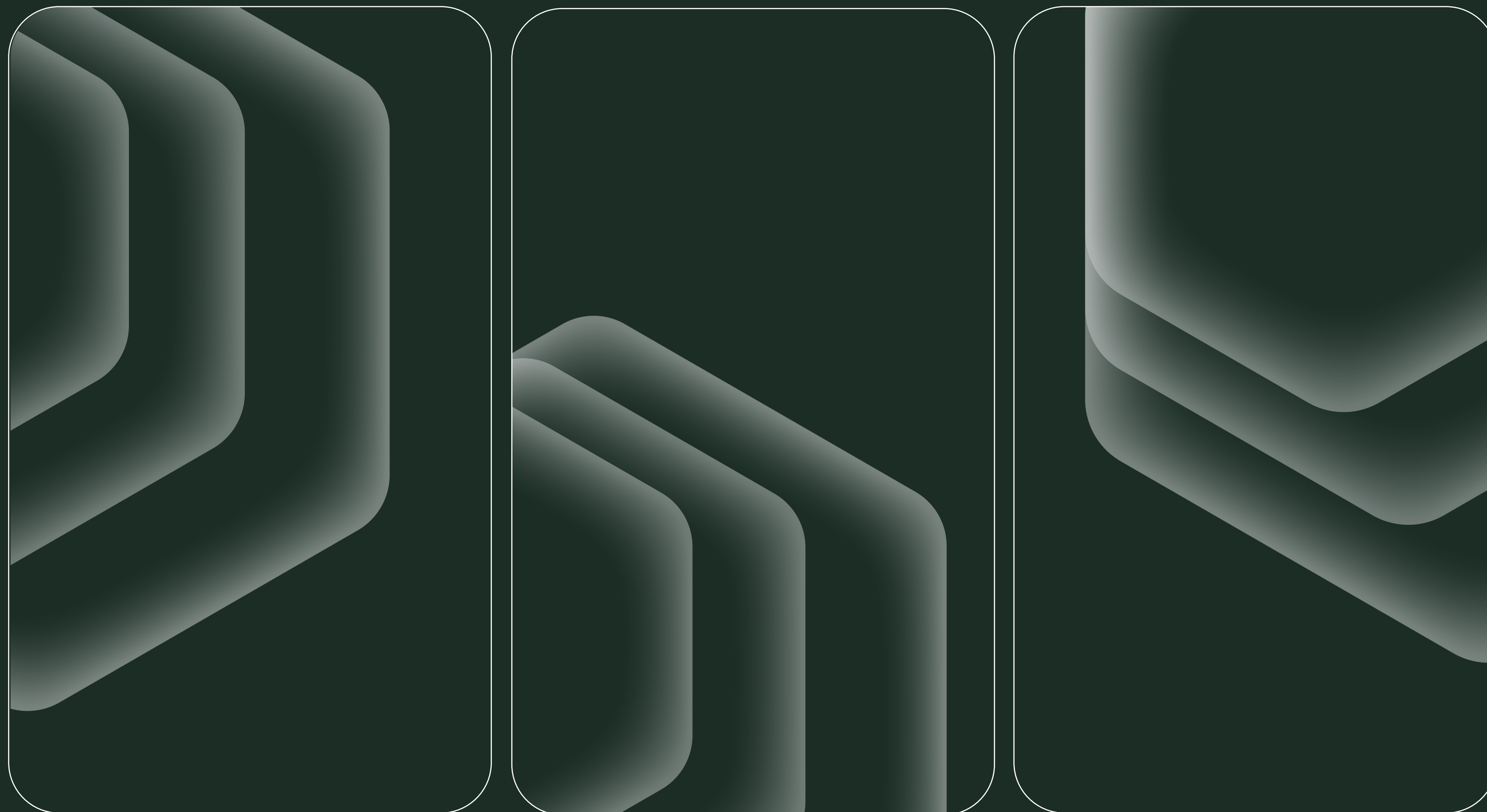
This graphic explores the overlap of the symbol's internal shapes, creating a sense of depth and perspective. The softened and slightly blurred layers convey a **sense of volume and structure**, referencing the different geological layers of the earth.



Graphic elements should preferably be applied at the corners of layouts, occupying the edges of the composition.

This approach reinforces a sense of depth and structure, while keeping the center of the piece clear for institutional content, text, and imagery.

The application may vary between top or bottom, left or right corners, depending on the layout, but should always respect partial framing — as if the graphic is extending beyond the boundaries of the format.

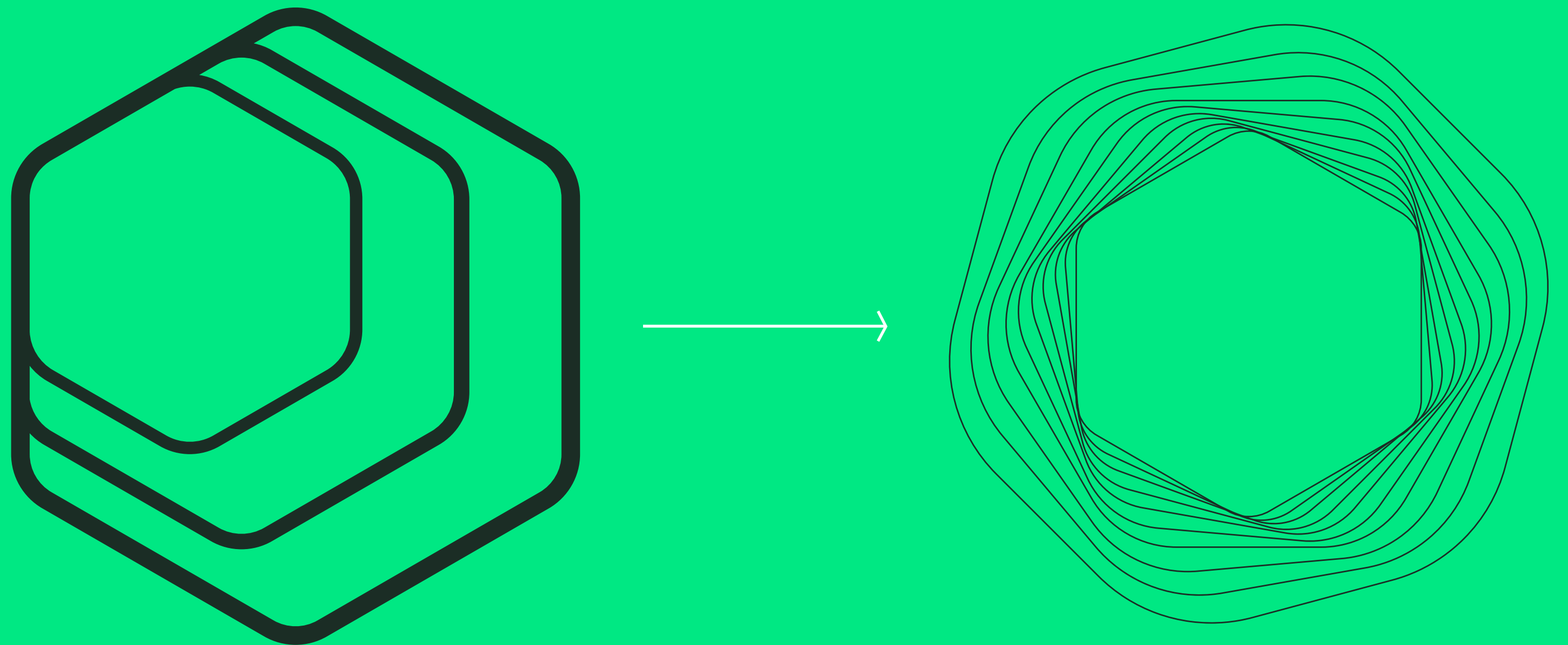


BRN aims to achieve the highest standards of **health, safety and environmental performance** and to protect local communities wherever we operate.

Graphic Element 2 Organic Lines in Motion

Derived from the hexagon outline, this graphic multiplies and subtly rotates its lines, creating a sense of vibration and flow.

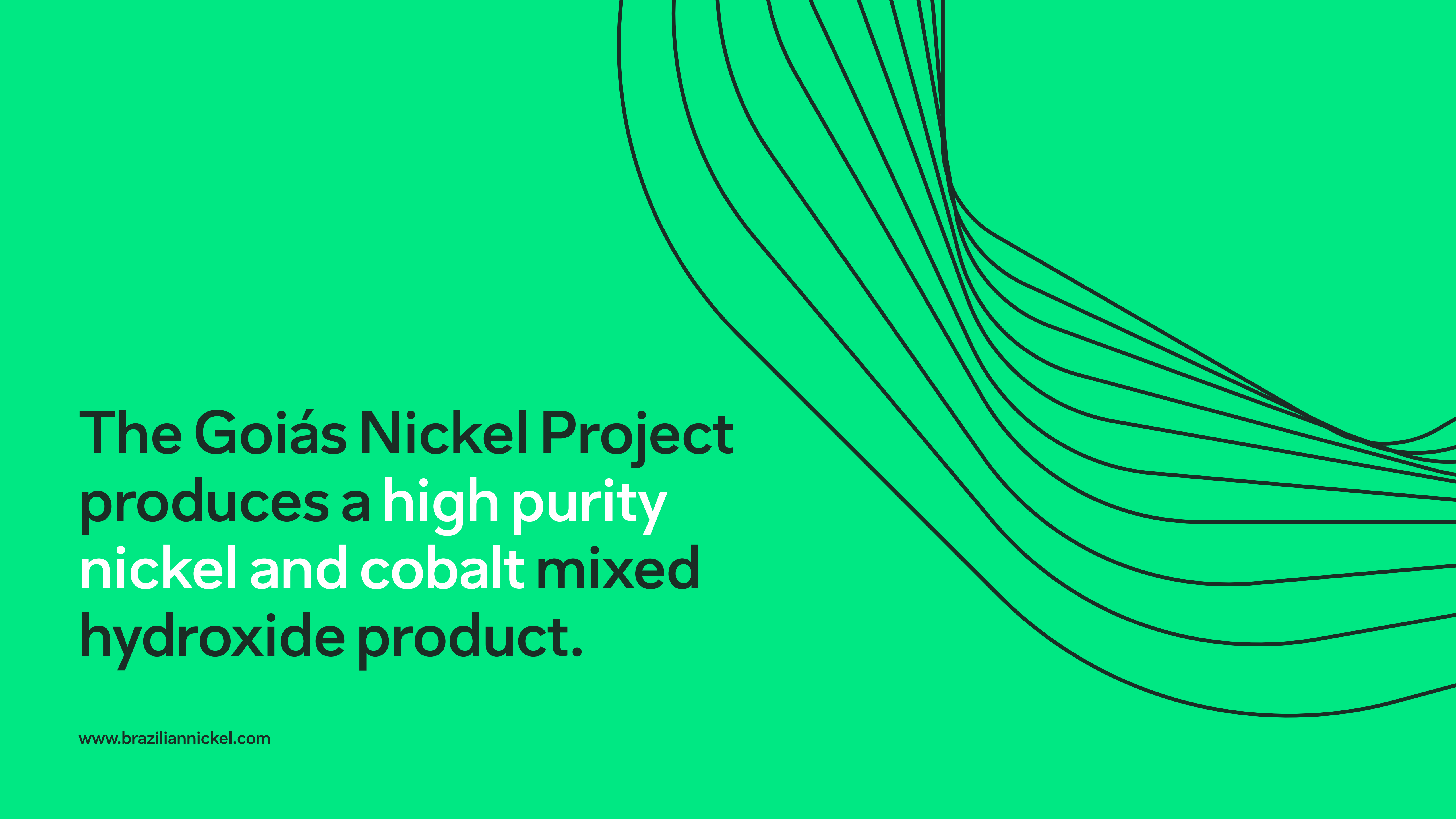
It represents **energy, dynamism, and continuous transformation** — connecting raw materials to their role in the energy transition.



Graphic elements should preferably be applied at the corners of layouts, occupying the edges of the composition.

This approach reinforces a sense of depth and structure, while keeping the center of the layout clear for institutional content, text, and imagery.

Placement may vary between the top or bottom, left or right corners, depending on the layout, but should always respect partial framing — as if the graphic extends beyond the boundaries of the format.

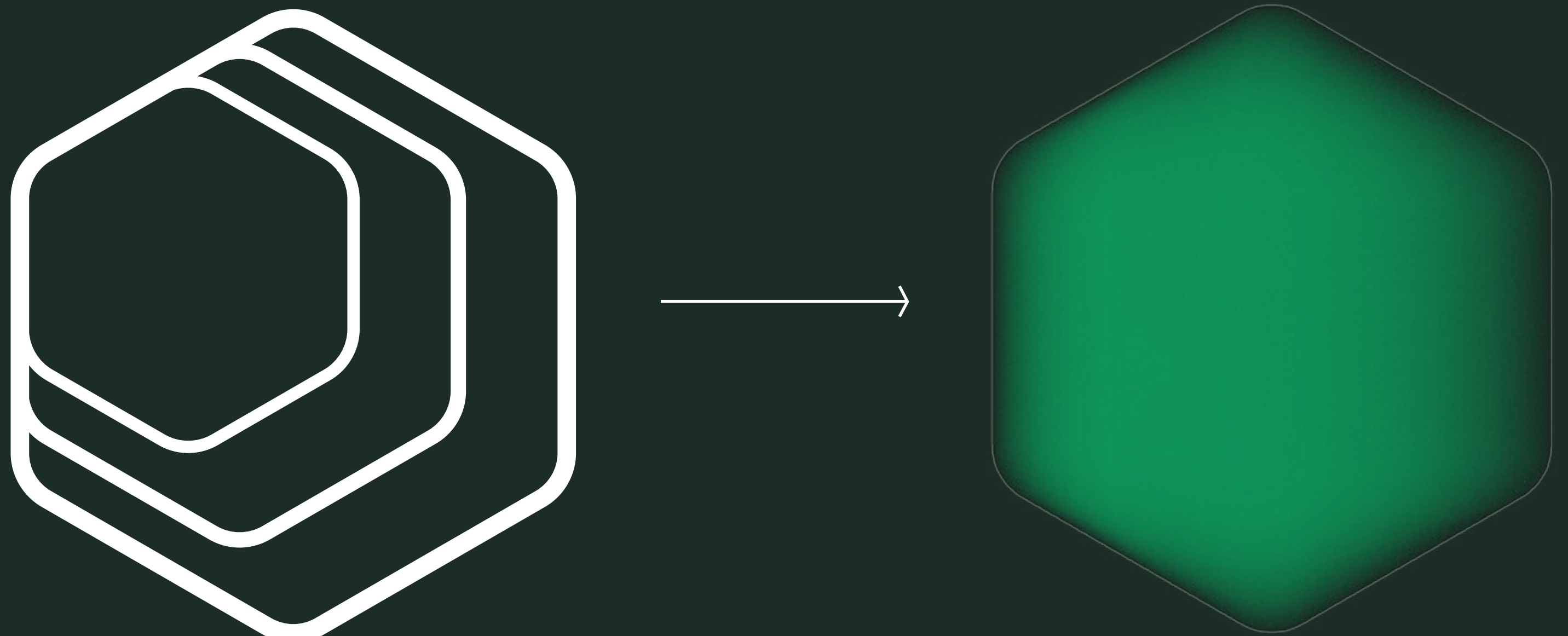


**The Goiás Nickel Project
produces a high purity
nickel and cobalt mixed
hydroxide product.**

Graphic Element 3 Solid Form with Gradient

This graphic highlights the hexagonal shape as a single structural block, filled with the institutional gradient.

This version emphasizes stability, strength, and unity, symbolizing **nickel as an essential** and foundational element for sustainable technological solutions.



Graphic elements should preferably be applied at the corners of layouts, occupying the edges of the composition.

This approach reinforces a sense of depth and structure, while keeping the center of the layout clear for institutional content, text, and imagery.

Placement may vary between the top or bottom, left or right corners, depending on the layout, but should always respect partial framing — as if the graphic extends beyond the boundaries of the format.



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3.6. Photography

Brazilian Nickel imagery should reflect **authenticity, responsibility, and a strong connection** to the local context. Priority should be given to real photographs of operations, local landscapes, communities, and teams, always using wide framing, good natural lighting, and colors that are true to the environment.

Compositions should convey **transparency, safety, and socio-environmental responsibility**, avoiding generic stock imagery.

Photography should reinforce the brand's commitment to **sustainability, technology, and local development**, serving as a visual extension of its institutional values.



People Photography

Photographs of people should convey authenticity, approachability, and trust.

It is essential to portray employees and communities in **real work and interaction settings, highlighting natural expressions and spontaneous moments.** Whenever possible, prioritize scenes that demonstrate **collaboration, safety, environmental care,** and pride in the work being carried out.

The aesthetic should **avoid artificial or overly staged poses.** Images should feel genuine, with clear framing, good natural lighting, and a focus on the human experience within the operational context.

The goal is to reinforce Brazilian Nickel's commitment to people, safety, and sustainable development, humanizing the brand through real and respectful representations.



Infrastructure Photography

We capture our facilities through wide perspectives and natural lighting.

Our infrastructure photography connects the **scale of operations with the detail of human work**, highlighting Brazilian Nickel's presence across the territory with authenticity and transparency.



Restrictions

When using photography in Brazilian Nickel communication materials, the following types of images are **prohibited**:



Photos with excessive effects;



Photos that appear staged or lack spontaneity;



Expressions that are overly serious or stern;



Photos with overly artificial lighting or unrealistic colors;



Photos depicting disorganized, unsafe environments or settings outside the brand's industrial context;



Photos with confusing framing or improper cropping;

Photography

General Guidelines for Selection

Human, technical, and inspiring
Prioritize images that highlight the people behind the operation — employees engaged in real work activities.

Spontaneity within an operational context
Avoid artificial or staged poses. Scenes should reflect real situations in the field, plant, or technical office, with a natural feel.

People and focus
Whenever possible, capture employees in action, focused on their tasks.

*Exception: institutional portraits, official communications, and leadership profiles.

Diversity
Ensure representation across age, race, body types, and gender, reflecting inclusion and accessibility.

Safety
All images must reflect best safety practices:

Proper use of PPE (helmets, safety glasses, gloves, boots, etc.);

Appropriate posture; Organized environments;

Safe working conditions.

Sustainability
Operations should convey respect for the territory and local communities. Prioritize images that demonstrate: Integration with the environment, land rehabilitation, resource management and clean technologies.

Context
Wide shots help convey scale; medium and close-up shots humanize the operation. Images should reinforce:

The scale of operations;

Applied technology;

The magnitude of the project.

Balanced composition
Images should have a harmonious visual composition, with attention to depth, framing, and the use of negative space. Avoid overly busy visuals that create clutter.

Developed by

Hardy.Design

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Brand manual developed for
on-screen viewing; color and size
variations may differ when printed.