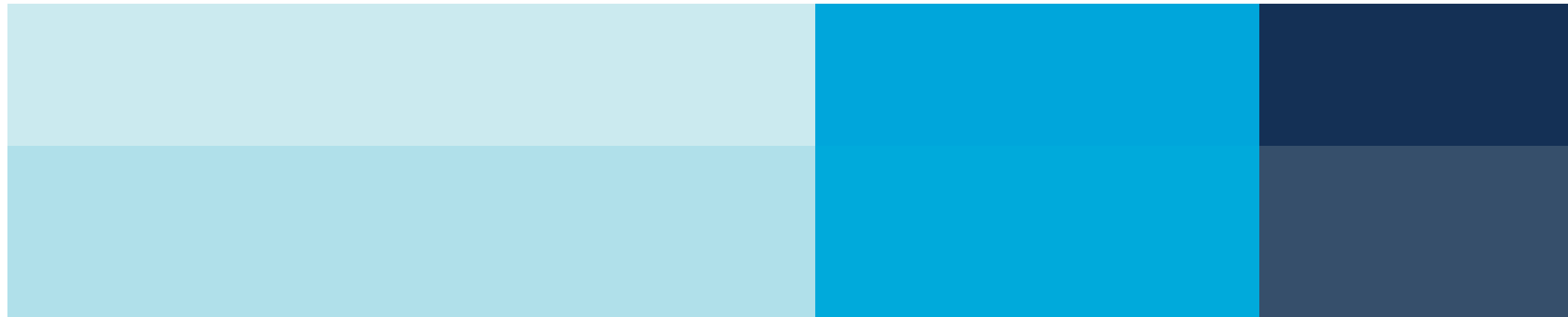




# Amicorp Group

## Design and Internal Style Guide



# Logo

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In February 2004 the Amicorp logo was altered slightly. The update included a change to a modern-day font, Barmeo, and the blue box surrounding the design element was elongated slightly to give a more airy feel to the logo.

- The Amicorp logo stands alone
- The position of the logo dictates all other measurements when formatting documents.
- The logo may NOT, under any circumstance, be modified in any manner.



## Logo Colour

Pantone: 282 U

CMYK: 100 · 72 · 0 · 18

RGB: 32 · 66 · 135

# Colours

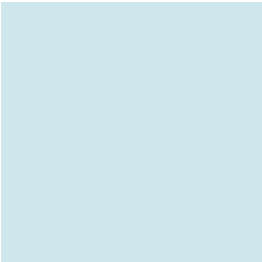


These are the base colours used in Amicorp materials.

The colour blue is known for its ability to create a business atmosphere. But when adding brighter shades to the traditional blue, effects such as lightness, a contemporary look and elegance appear.



Pantone: 282 U  
CMYK: 100 · 72 · 0 · 18  
RGB: 32 · 66 · 135



Pantone: 628 U  
CMYK: 19 · 0 · 6 · 0  
RGB: 32 · 66 · 135



Pantone: 639 U  
CMYK: 100 · 0 · 5 · 5  
RGB: 32 · 66 · 135



Pantone: 877 U  
CMYK: 0 · 0 · 0 · 40  
RGB: 32 · 66 · 135

A light transparent blue is used to tone pictures and also to create new colours. The colour is rendered at 50 % opacity.



Pantone: 631 U  
CMYK: 67 · 0 · 12 · 2  
RGB: 124 · 186 · 215

## font types

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There are two font types used in Amicorp materials.  
Helvetica is the font required for all office use.  
All pre-printed and professionally designed marketing or corporate image materials (like letterhead, business cards, etc.) use the Rotis Sans Serif family of fonts.

Rotis Sans Serif Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMOPQRSTUVWXYZ  
0123456789

*Rotis Sans Serif Light italic*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMOPQRSTUVWXYZ  
0123456789*

Rotis Sans Serif Roman

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMOPQRSTUVWXYZ  
0123456789

Rotis Sans Serif Bold

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMOPQRSTUVWXYZ  
0123456789**

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Helvetica Roman - Standard PC typeface

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMOPQRSTUVWXYZ  
0123456789

Helvetica Bold

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMOPQRSTUVWXYZ  
0123456789**

# Letterhead and business cards



The goal of the Amicorp design is to present an external corporate image that is professional but still elegant and modern in its expression.



Taine Knipping <i>Chief Executive Officer</i>	Telephone +34 93 208 2581
Address Amicorp Group Avenida Diagonal 420, 3 <sup>a</sup> 1 <sup>a</sup> 08037 Barcelona Spain	Facsimile +34 93 208 2582
	E-mail t.knipping@amicorp.com
www.amicorp.com	



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08037 Barcelona  
Spain  
Telephone  
+34 93 208 2581  
Facsimile  
+34 93 208 2582  
E-mail  
amicorp@amicorp.com

www.amicorp.com





# Compliments card and Label




*Address*  
Amicorp Group  
Avenida Diagonal 420, 3º 1ª  
08037 Barcelona  
Spain


[www.amicorp.com](http://www.amicorp.com)



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With our compliments



*Address*  
Amicorp Group  
Avenida Diagonal 420, 3º 1ª  
08037 Barcelona  
Spain

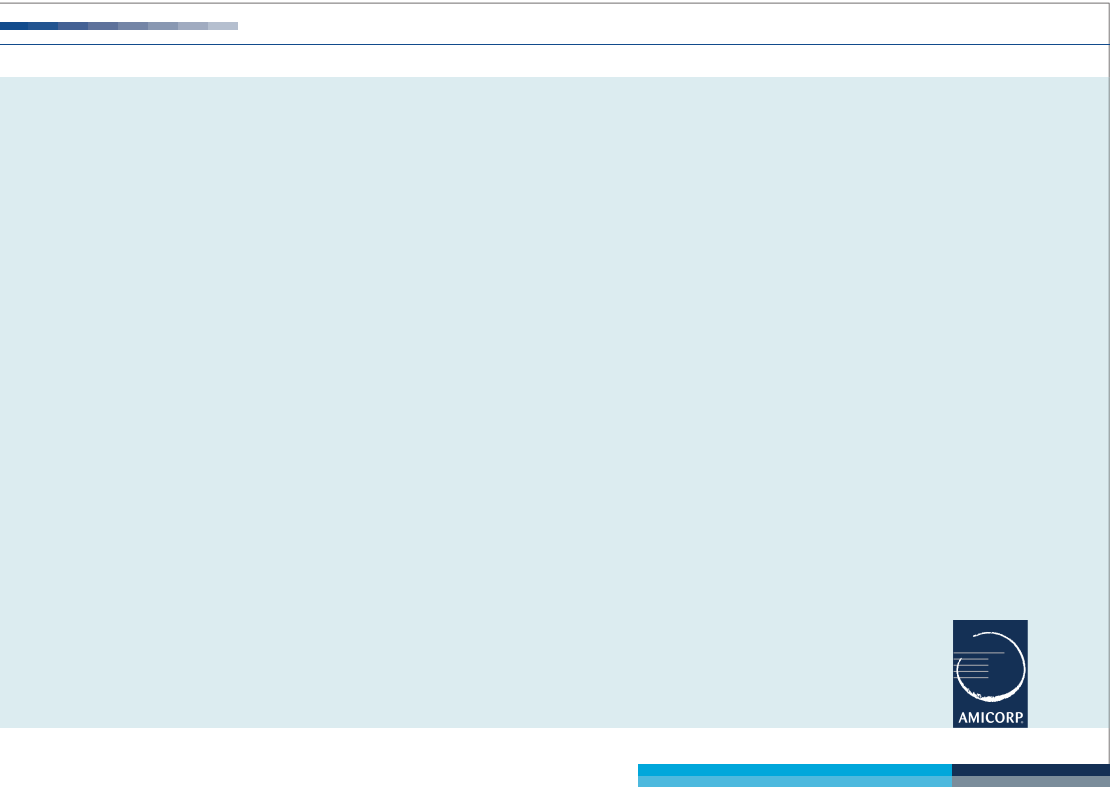
[www.amicorp.com](http://www.amicorp.com)

# Facsimile and PowerPoint

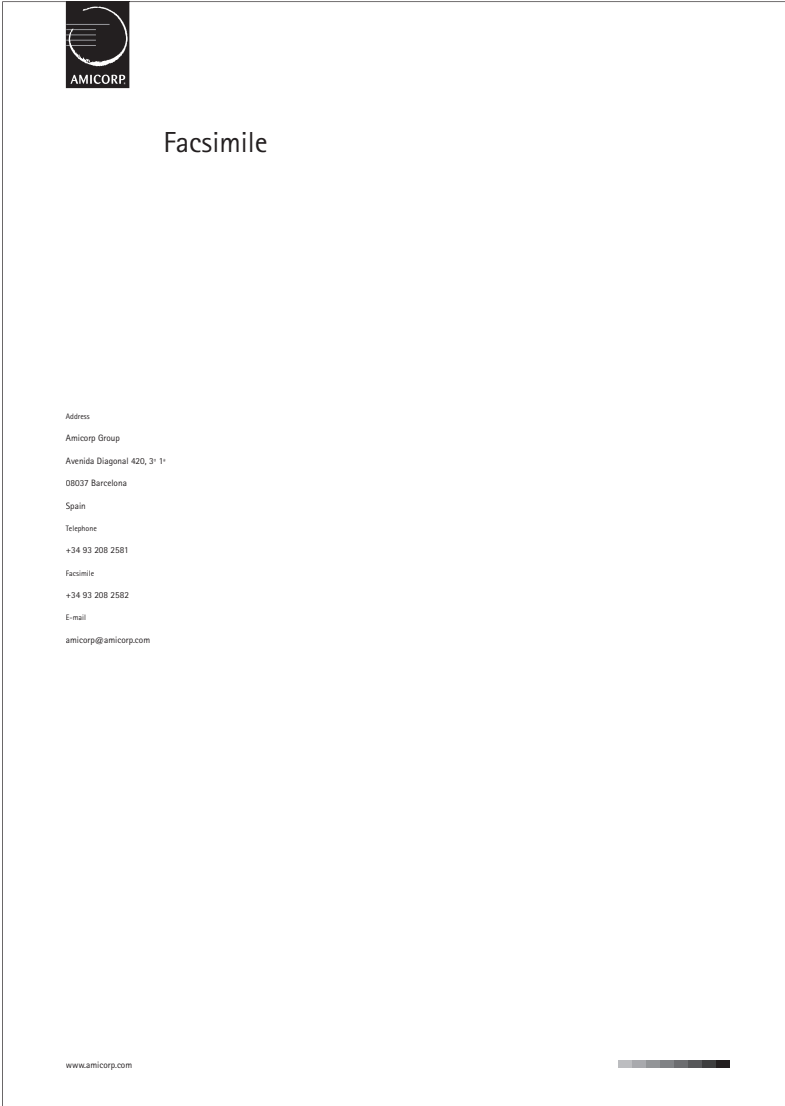
A Macro-enabled template for FAX transmittals, customized for each Amicorp office, should be used each time a fax is sent to an external party (internal is optional). The confidentiality clause on the cover is vital when sending sensitive data.

PowerPoint templates are designed to coordinate with the entire look & feel of the Amicorp corporate image. Please inform Marketing Communications if you require special graphs/charts or insertions that we might help with for an upcoming presentation to ensure consistency in design.

Power Point template



Facsimile



# Brochures

The layout and new design of Amicorp brochures is airy and graphically pleasing to the eye. This gives a general look of calmness, which ultimately conveys professionalism, reassurance and strength.

Likewise the photo style has been chosen for the same reasons. The width and diversity of Amicorp is represented through nature scenes across the planet.



Amicorp Marketing and Sales Department is moving forward on building relationships with the media (print and online) of appropriate publications in order to position Amicorp as a leader in sharing new industry information within our market.

Collaboration from each Amicorp office, communicating when new legislation takes effect or a new product or services is offered, is vital to Amicorp's corporate communications efforts.



## Amicorp Press Release

### Amicorp Expands, Relocates to New Office Building in Curacao

BARCELONA, Spain, May 5, 2004

Amicorp is pleased to announce the expansion and relocation of its founding office, Amicorp Curacao N.V., located on the island of Curacao in the Netherlands Antilles.

Amicorp Curacao, Amicorp's first office, was opened in 1992 by 2 founders and today employs over 65 professionals. Relocation to a larger building was required due to the consistent growth experienced by Amicorp Curacao and based on the rising development of the Latin American market.

As part of the wholly independent and privately owned international financial services company, Amicorp Group, Amicorp Curacao N.V. enjoys a long-standing position as a pioneer in the development of products and services structured toward the changing and dynamic needs of the Latin American market. Clients include publicly and privately held companies, start-up operations, partnerships, trusts and high net-worth individuals.

"We strive to build solid, loyal relationships that offer our clients peace of mind. By diversifying risks and maintaining a conservative financial profile, our clients' interests are well protected," said Amicorp Chairman and CEO Toine Knipping. "We see an important role for Curacao in the near future to operate as a bridge between Europe and Latin America for fiduciary businesses, a role that could be further enhanced by changes of Curacao's status within the Kingdom of The Netherlands and the European Union."

Since 1939, the Netherlands Antilles has been a major international financial center and has been one of the preferred locations in the Caribbean for international tax-planning and financial transactions. Indifferent to heavy competition, Amicorp Curacao N.V. continues to grow at a solid rate thanks to the anticipation of global market trends.

**About AMICORP**  
Amicorp is an internationally operating company specializing in Company & Trust Management, Estate & Succession Planning, Real Estate Property Management, and Corporate, Asset & Project Management. Amicorp has offices in 13 countries and employs over 180 professionals worldwide. Information about Amicorp is available at <http://www.amicorp.com>.

[www.amicorp.com](http://www.amicorp.com)

# Practical use of the letterhead



It is important to follow the standardized measurements provided when formatting letters. Using the preformatted template ensures that all correspondence and materials produced are identical within all Amicorp offices worldwide.

**AMICORP**

35 mm

GEIST Agency  
Bredgade 75, 2  
DK-1260 København K  
Denmark  
Att: Mikkel Braginsky

Barcelona, 28. April 2004

65 mm

Dear Mr. Braginsky

Cilis nullummod min hent ad do dolore dolorpe raesecte min vel dunt ipis auguerillam nim numsandre magna facil dio ero dolore magna feum adit ipit vel ea am, qui blamcorem iure conse velit lobortie magnit ad duit, con venisist vullandit do consed essed te tie magnis.

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lor amet autat in utatincilitt amconsequi ea consed tin exeros adigna faccum andreri lissectat dolesto odiat inciduis nos dolortionum velisi tatuera esecte euisset uipissequis adio odit eseniam, sequametum quamet, venit, con esenim inim exero eugiam quam, sum do duipit adignim veraessed etum dolessi blandit wis nosto

esequatist incipsummy nit doloreet la feui tatum velent veraesectem quipisim dolore esequamet do dunt atue vulputat iuscillum velisim dolor aut nulluptat et, commy nostio consequip eros dolut pratit od modes sendrem numsan et, quat nisl utat wisuil ut la feum nullutet, sent exer autatin vulput nis dolobore ming et ute ex er iure doloboreet wis doluptat vero dolorem er iure dolendionse tis nostrud dolorpe raesto dion vulluptat. Duisi ipis nostrud delesto commolu ptatisi.

Best regards

Angela Carson  
Marketing

116 mm

Address  
Amicorp Group  
Avenida Diagonal 420, 3<sup>a</sup> 1<sup>a</sup>  
08037 Barcelona  
Spain  
Telephone  
+34 93 208 2581  
Facsimile  
+34 93 208 2582  
E-mail  
amicorp@amicorp.com

www.amicorp.com

# Practical use of the Label



With a large number of envelopes in use at Amicorp, printing of the office address and logo is done onto a label instead of each individual envelope. The label should be placed centered on the right side of the envelope, regardless of size. Fold the label as shown below.



# E-mail and Document formatting

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## Date format:

- Day Month, Year (e.g., 28 October, 2004)

## Telephone number format:

For all materials and correspondence, internal or external:

- + country code; (city code); telephone number (e.g., +34 (93) 208 2581)

## E-mail:

All external E-mail must conform to the following criteria:

1. White background
2. Body text typeface: Helvetica (in black)
3. The signature line at the end of all E-mail must be as follows, and the foregoing order:
  - Full name
  - Branch name
  - Address
  - Telephone number
  - Fax number
  - www.amicorp.comOptional: for external emails to certain clients or contacts a Title (below full name), Direct telephone number (below telephone number), and Mobile telephone number (below direct telephone number) may be added.
4. The standardized Amicorp Disclosure Statement is mandatory for all external E-mails and is attached automatically by Lotus Notes to all non-Amicorp E-mails. Do not add this manually to an E-mail signature.
5. Electronically scanned signatures or logo files are NOT permitted

## "Out of Office" notification:

1. For internal use ONLY
2. To ensure that external E-mails do not receive an "Out of Office" notification be sure to click the box "Do not automatically reply to mail for Internet Addresses" within the EXCEPTIONS tab in the "Out of Office" dialogue box in Lotus Notes.

## Key formatting and style standards for all EXTERNAL DOCUMENTS:

- Left justification for all text
- Body text typeface is: Helvetica Roman
- Body text size is: 10 points

## Key formatting and style standards for all INTERNAL MANUALS:

- The standard Amicorp header/footer to include:
  - The name of the branch office (or "Amicorp Group") on upper left
  - The name of the document in Bold on upper left
  - Document owner name on upper right
  - The "date of last revision" on upper right
  - "Page x of y" justified on the lower right of the document
  - Full justification for all text
- Body text typeface is: Optimum
- Body text size is: 10 points

## Language:

- All correspondence to clients should be produced, in all possible cases, in the client's native language. Whenever this is not possible, it should be produced in "U.K." English
- All internal Amicorp Group correspondence must be in English ("U.S." or "U.K.")
- Local internal correspondence may be written in the office's local language, with the exception of all meeting minutes and recordings, or other correspondence that may later be come part of an internal audit or utilized by the Group, which must be recorded in English
- All correspondence between Amicorp branch offices must be in English
- All documents for external release and used throughout the Group must be produced in "U.K." English

## Printing:

To secure strict consistency in the printing of all letterhead, second sheets, envelopes and business cards, the Marketing and Sales Department in Barcelona coordinates ALL printing of materials worldwide, normally working together with local printers in each country.