

Identity Standards

Our Brand Values

As part of transitioning to a public company, Alpha Natural Resources undertook a critical review of our corporate brand identity. We engaged the services of professionals with extensive branding experience to help us create a new, progressive and sustainable corporate brand. That brand is what we are presenting with this Identity Standards guide.



Our unique brand distinguishes the Alpha name within a highly diverse and competitive marketplace. With this change, we join a family of publicly traded coal and energy companies who have modernized their corporate identity.

Our new identity is distinctive yet simple. In time it will be the one visual icon that represents everything Alpha stands for—among customers, employees, shareholders, suppliers and the general public.

As we go forward we will use these standards to produce consistently branded communications. Such consistency is the bedrock of most any brand you come into contact with every day. To be successful, our identity system must be presented in a coordinated, consistent way throughout the company, as well as among our diverse business units.

I hope you will share my enthusiasm for our new identity and steward its careful implementation.

Ted Pile

Director of Corporate Communications

Why Identity Standards?

Research has shown that high quality and consistent application of a company's brand identity helps develop positive and powerful perceptions of the company. This requires setting and meeting ongoing standards for visual identity.

Building a company's identity and enhancing its brand image require commitment and discipline. Rather than restricting creativity or hindering communication, consistent implementation of the identity system increases awareness and thus builds recognizable brand equity. The companies whose brands you come into contact with every day—the Nikes, Coca Colas, even the Pink Panther—all know this to be true and guard their brands zealously against misuse.

What Are The Brand Elements?

The Alpha Natural Resources signature is the cornerstone of our corporate identity system. It is the visual representation of who we are and what we do.

We use the corporate signature to identify our communications. Being unique and proprietary, it unifies our identity in a dynamic presentation.

Composed of both a symbol and a wordmark, the logotype forms the basis of our corporate signature.

How Does It Work?

Our visual identity system has three key elements: logotype, color palette, and typography. These elements are an integral part of a wide range of communications, including stationery, publications, signage and promotional items, among others. Carefully balancing these elements is key to developing a clear and consistent public image.

Because the proportions, shape, and spacing of the signature are critical to its consistency, only authorized copies of the logotype may be used for reproduction.

When Does It Apply?

This identity guide lays out the fundamental parameters for visual decision-making when producing both printed and electronic materials on behalf of the company. In this manual you will find guidance on color usage, logotype treatment, typography selection, stationery guidelines, printing options and the proper use of graphic elements.

The goal of this publication is to provide a framework for creating a well-defined and consistently applied graphic identity.

The Brand Signature

Consistent treatment of the Alpha Natural Resources signature is crucial for maintaining a strong, recognizable identity. Composed of both a symbol and a wordmark, the logotype must be displayed prominently and correctly in all printed and electronic materials.

The logotype may not be redesigned or embellished. It may reproduced only from original, digital files supplied by Alpha's Corporate Communications Department. To maintain the logotype's overall proportions, integrity of design, and clarity, never "build" it using graphics and keyed-in text.

For most applications, use of the complete corporate signature in the green and black color scheme is preferred (see example, top right). Alternates are shown where the standard color choices are not available.

The symbol ("A") may be used as a standalone secondary application, but should not be considered a replacement for the logotype unless visual space is limited.

Preferred Use: Two-color logotype (green and black)



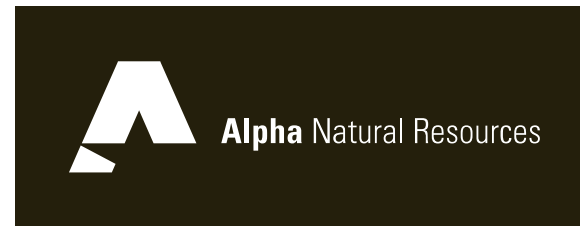
One-color logotype (green)



One-color logotype (black)



One-color logotype (white)



Two-color logotype (green and white)



secondary

One-color symbol (green)



One-color symbol (white)



One-color symbol (black)



The Color Palette

Color is one of the key building blocks in visual communications. Color grabs the viewer’s attention, evokes emotions and communicates characteristics associated with our brand. Consistent use of signature colors underscores recognition among our key audiences.

Our primary color palette for the logotype is composed of Green (Pantone® 340) and Black (Pantone Black).

Standardization of colors is necessary for printing inks, electronic media, paints, acrylic inks and acrylics. Different formulas have been developed for each because each application requires a different process. So be sure and have your vendors stick to these formulas.

Several secondary colors are recommended for use (in a supporting role) when preparing visual communications, but should not be used in the corporate signature.

The colors shown on these pages have not been evaluated by Pantone, Inc. for accurate PANTONE® Color Standards and may not match the PANTONE Color Standards. For accurate PANTONE Color Standards, refer to the PANTONE Color Formula Guide.

PANTONE® is a registered trademark of Pantone, Inc.

Primary Colors



Green
PANTONE® 340
4 Color Process C:88 M:14 Y:67 K:4
Electronic Media R:0 G:148 B:114



Black
PANTONE Black
4 Color Process C:0 M:0 Y:0 K:100
Electronic Media R:0 G:0 B:0

Secondary Colors



Gray
PANTONE 431
4 Color Process C:60 M:41 Y:34 K:27
Electronic Media R:97 G:106 B:116



Blue
PANTONE 2738
4 Color Process C:100 M:84 Y:1 K:0
Electronic Media R:0 G:18 B:157



Orange
PANTONE 172
4 Color Process C:0 M:79 Y:98 K:0
Electronic Media R:253 G:71 B:3



Dark Green
PANTONE 343
4 Color Process C:89 M:27 Y:71 K:46
Electronic Media R:0 G:83 B:62

Palette Combinations

One-color logotype (white)



Alpha Natural Resources

One-color symbol (white)



One-color logotype (white)



Alpha Natural Resources

One-color symbol (white)



One-color logotype (white)



Alpha Natural Resources

One-color symbol (white)



Two-color logotype (green and white)



Alpha Natural Resources

One-color symbol (white)



One-color logotype (white)



Alpha Natural Resources

One-color symbol (white)



Two-color logotype (green and white)



Alpha Natural Resources

One-color symbol (white)



Typography

Good typography is fundamental to graphic design standards. Consistent use of typefaces helps to further build our new identity.

Our new graphic design standards introduce a typeface family—Univers. Univers Condensed is used exclusively for Alpha’s wordmark, and must never be substituted.

Complimentary typefaces are recommended in communications, such as text, that accompanies the Alpha logotype. Along with the sans-serif typeface Univers Condensed, we recommend a complimentary serif typeface, Minion.

In applications where Univers Condensed is not available, Arial is acceptable. In applications where Minion is not available, Times New Roman is acceptable.

These preferred typefaces were chosen to compliment the new Alpha Natural Resources logotype and should be used if available.

Primary Typeface Family

Univers 47 Condensed

Univers 48 Condensed Italic

Univers 57 Condensed

Univers 58 Condensed Italic

Univers 67 Condensed

Univers 68 Condensed Italic

Complimentary Typeface Family

Minion Regular

Minion Italic

Minion Semibold

Minion Semibold Italic

Minion Bold

Minion Bold Italic

Minimum Clearance

A minimum amount of clearspace or a buffer zone should always surround the logotype, separating it from other elements, such as text, imagery, designs or the outside edge of printed materials. This protected area preserves the legibility and visual impact of the logotype. The minimum clearspace is equal to one-half the height of the symbol.

The Alpha Natural Resources logotype should not be reproduced smaller than 32 millimeters (1.25") wide to ensure proper legibility.

The Alpha Natural Resources logotype is a unique, specially drawn design and must be used consistently and may not be altered. **The logotype may never be redrawn, traced or manipulated.**

Authorized artwork for the logotype is available from Alpha's Corporate Communications Department.



Minimum Size



Acceptable Logo Usage



Tinted color background



Tinted color background



Solid color background



Solid color background



Solid color background



Solid color background



Photographic background

Unacceptable Logo Usage

The examples shown to the right represent improper usage of the Alpha Natural Resources logotype. They illustrate some, but not all, of the unacceptable uses.

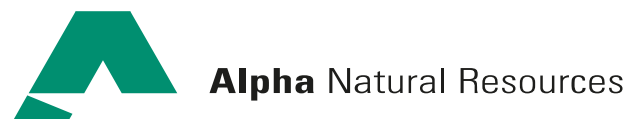
In order to ensure maximum impact and brand integrity, the Alpha Natural Resources logotype may not be altered or redrawn. Changing the logotype in any way will dilute its impact and detract from a consistent image.

The Alpha Natural Resources logotype must be reproduced only from authorized artwork.

Do not use unapproved colors



Do not distort the artwork or place the logotype on any angle



Do not add a drop shadow



Do not reposition the elements or stack the logotype



Do not outline any of the the signature elements



Do not surround the logotype with any other shape



Do not use the wordmark without the accompanying symbol

Alpha Natural Resources

Do not change the proportions of any of the elements

Alpha Natural Resources

Do not change the contents of the wordmark



Do not combine the logotype with any other elements



Corporate Stationery

The stationery format, shown here in two-color printing, applies to most corporate correspondence under the Alpha Natural Resources name, including for service entities such as Alpha Land and Reserves and Alpha Natural Resources Services.

Separate field business units that incorporate Alpha in their name, such as Alpha Coal Sales Company, LLC, are addressed on page 12.

Wholly owned subsidiaries that do not carry the Alpha name maintain their own identity with an Alpha endorsement line (see page 14).

For all stationery, it is recommended that the left margin of the letter text align with the beginning of the wordmark “Alpha Natural Resources.”

No other artwork (symbols, logos, pictures or other elements) should be used in Alpha stationery.

Letterhead: (Recommended) Strathmore Writing, 25% cotton, Ultimate White, Wove, Sub 24, printing 2/0 = PMS 340U, PMS BlackU

Typography: Univers 47, 9/12, U&lc, flush left, ragged right (black); bullets are Univers 47, 7/12 (green)

5" 10" 5"

Alpha Natural Resources

Month 00, 0000

Mr. John F. Sample
Senior Vice President
Alpha Coal Sales, LLC
1014 Laurel Avenue
P.O. Box 1578
Coeburn, Virginia 24230

Dear John:

Here is an example of our newly developed corporate identity system, as demonstrated in this dynamic stationery design. The communications potential of a stationery layout goes well beyond its content. Just as the frame of a picture can complement or detract from the picture itself, so the stationery design plays its role at the personal communications level. Choice of typeface, paper stock and format also make a large contribution to the overall impression upon the reader.

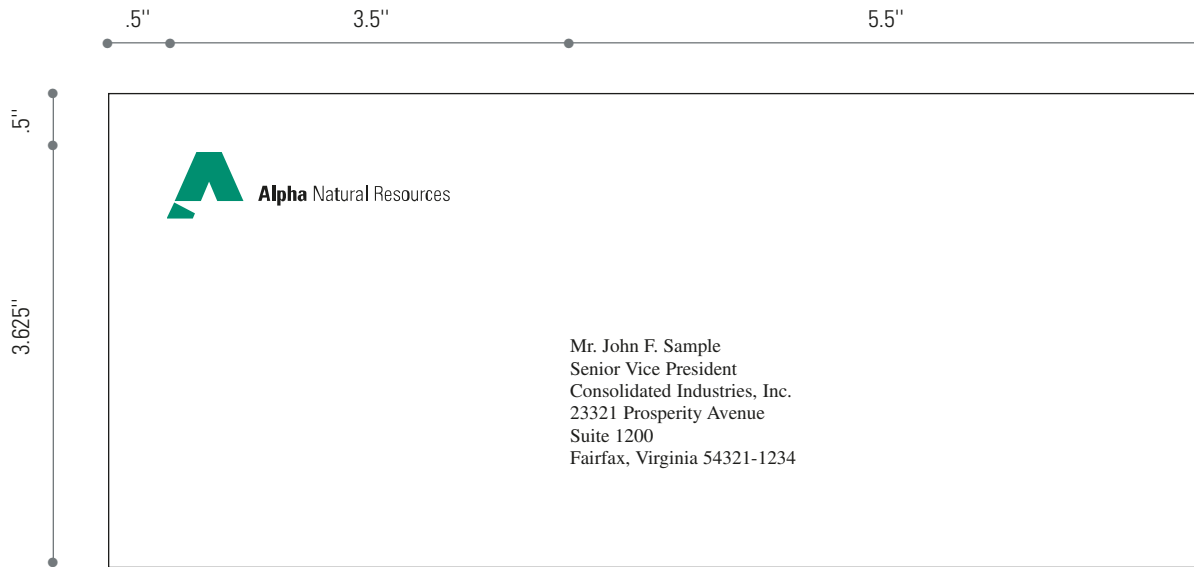
This stationery format has been developed to reflect a look of expertise, stability and professionalism. This stationery “look” is unique and different from that of its competitors. The unified, cohesive look for the stationery items will enable the company to benefit from a positive and organized impression made on all audiences who receive our correspondence. The success of our stationery system will depend largely on the consistency with which it is implemented. Adherence to the stationery guidelines will produce a consistent appearance in our written communications and reinforce our corporate brand.

Our new identity is bold and distinctive, with an eye toward defining our future. This new identity will help communicate our market presence, our corporate strength, and the reputation for quality of our premier company. To be successful, our identity system must be presented in a coordinated, consistent way throughout the company and among our business units and subsidiaries. I know you will share my enthusiasm for our new identity and steward its careful implementation.

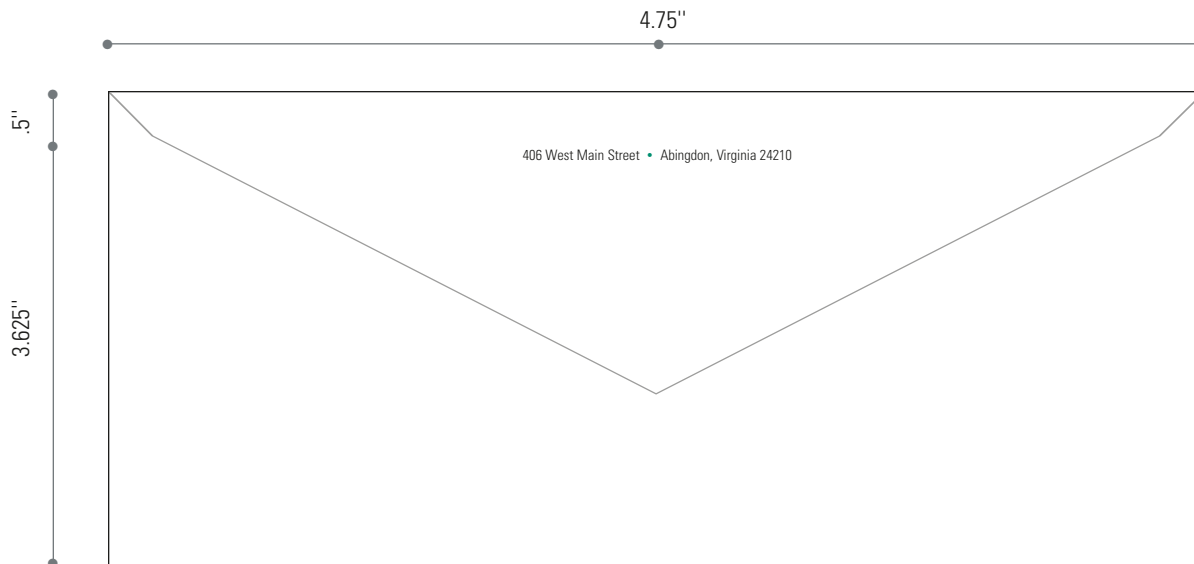
Sincerely,

James Illustration
Director of Management Systems

406 West Main Street • Abingdon, Virginia 24210 • 866-322-5742 • 276-619-4410 • 276-628-3116 (fax) • www.alphanr.com



Envelope (front side)



Envelope (back side)

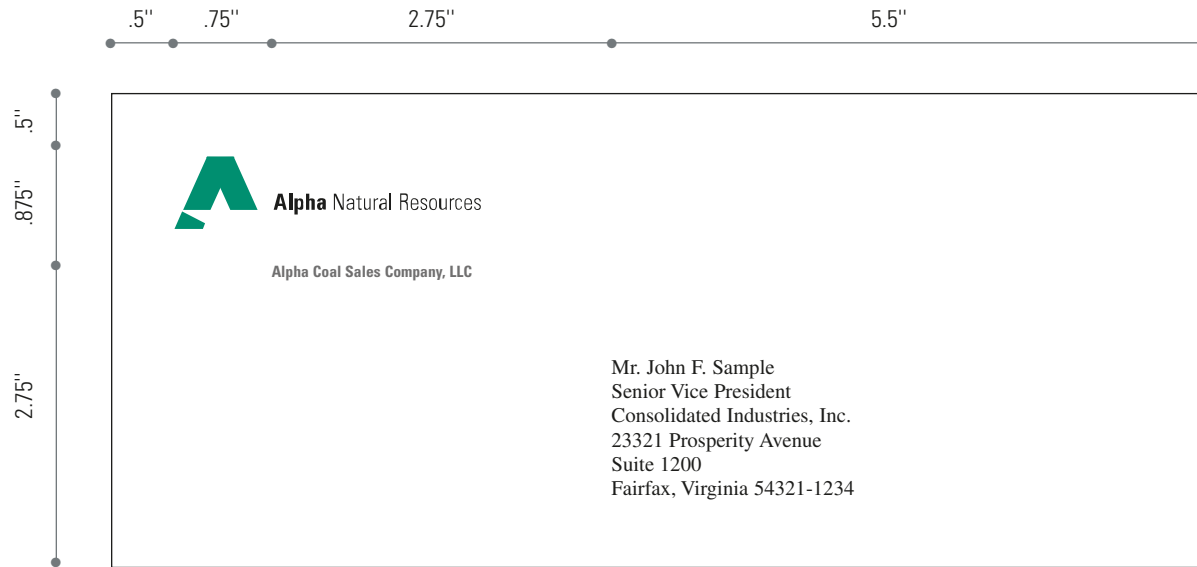


Business Card: (Recommended)
Strathmore Writing Cover Bristol,
25% cotton, Ultimate White, Wove,
Basis 110, printing 2/0 = PMS 340U,
PMS BlackU

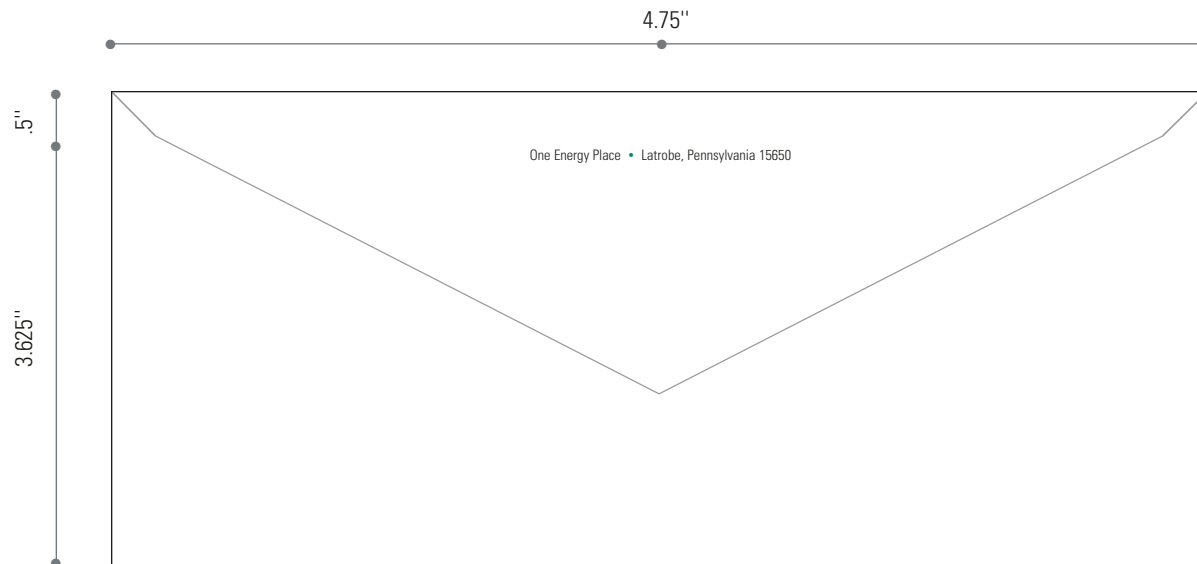
Typography: Univers 47/67, 8/10,
U&lc, flush left, ragged right (black);
bullets are Univers 47, 6/10 (green)

Business Envelope: (Recommended)
Strathmore Writing, #10, 25% cotton,
Ultimate White, Wove, Sub 24, printing
2/0 = PMS 340U, PMS BlackU

Typography: Univers 47, 9/12,
U&lc, flush left, ragged right (black);
bullets are Univers 47, 7/12 (green)



Envelope (front side)



Envelope (back side)



Business Card: (Recommended)
Strathmore Writing Cover Bristol,
25% cotton, Ultimate White, Wove,
Basis 110, printing 2/0 = PMS 340U,
PMS BlackU

Typography: Univers 47/67, 8/10,
U&lc, flush left, ragged right (black);
bullets are Univers 47, 6/10 (green)

Business Envelope: (Recommended)
Strathmore Writing, #10, 25% cotton,
Ultimate White, Wove, Sub 24, printing
2/0 = PMS 340U, PMS BlackU

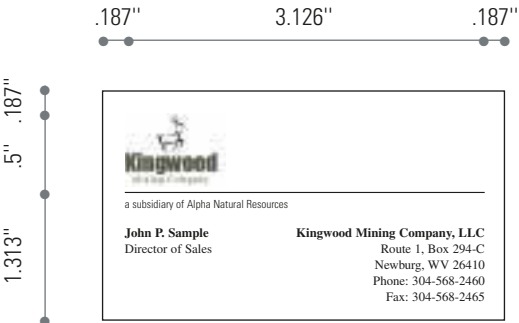
Typography: Univers 47, 9/12,
U&lc, flush left, ragged right (black);
bullets are Univers 47, 7/12 (green)

Subsidiary Stationery

For wholly-owned subsidiaries of Alpha Natural Resources, which do not operate under the Alpha name, apply the stationery format shown here which includes the endorsement line, “a subsidiary of Alpha Natural Resources.”

Letterhead: (Recommended) Strathmore Writing, 25% cotton, Ultimate White, Wove, Sub 24

Typography: Univers 47, 9/12, U&lc, flush left, ragged right (black)



Business Card: (Recommended) Strathmore Writing Cover Bristol, 25% cotton, Ultimate White, Wove, Basis 110

Typography: Univers 47, 7/9, U&lc, flush left, ragged right (black)



Promotional Materials

Promotional materials are physical representations of our company and play a key role in customer perception. When developing items—such as those pictured here—it is critical that our brand identity guidelines be closely followed.



Large-Scale Graphics

When preparing the Alpha Natural Resources corporate signature for use in large-scale environments—such as architectural signage, plant or building identification, and the like—the accompanying grid is provided to enable vendors to maintain proper logotype proportions as they scale it.



Scale: 1/4" = 1' 0"

Trademark Protection

In order to protect our rights in the new signature, applications to register the Alpha Natural Resources logotype have been made with the U.S. Patent & Trademark Office. Copyright protection is assured only if the brand is used correctly and consistently. Likewise, it is important that third-party use of the Alpha Natural Resources logotype is correctly applied. Its use by any third party must be authorized by the Corporate Communications Department or Legal Department.

Identity System Management

The Alpha Natural Resources identity system is managed by the Corporate Communications Department.

Resources (including electronic templates and authorized logotype artwork) are available for use by employees, subcontractors and vendors. As additional guidelines and applications are developed, they will be made available.

For information on how to obtain additional copies of this publication, and other available identity guidelines and materials, please contact:

Corporate Communications
Alpha Natural Resources
406 West Main Street
Abingdon, Virginia 24210
276-623-2920

