





Logo

Presentation

Color version

On a white background or light visual



White version

On a color background or photo



DARK ORANGE

PMS 172 C
CMYK 0/80/100/0
RGB 254/87/22
HEX #FE5716

EDF LOGO BLUE

PMS 294 C
CMYK 100/70/0/40
RGB 16/54/122
HEX #10367A



The EDF Group color palette

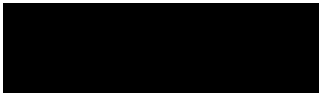


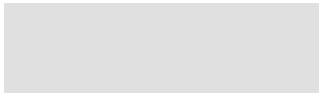
Colors are an essential element of our visual identity.
Our nine colors allow us to create a dynamic and electric universe.
We distinguish three tones: the oranges, the blues and the greens.

								
DARK ORANGE	MEDIUM ORANGE	LIGHT ORANGE	DARK BLUE	MEDIUM BLUE	LIGHT BLUE	DARK GREEN	MEDIUM GREEN	LIGHT GREEN
PMS 172 C CMYK 0/80/100/0 RGB 254/87/22 HEX #FE5716	PMS 2018 C CMYK 0/62/100/0 RGB 255/134/29 HEX #FF861D	PMS 137 C CMYK 0/32/100/0 RGB 255/178/16 HEX #FFB210	PMS 662 C CMYK 100/90/0/25 RGB 0/26/112 HEX #001A70	PMS 2388 C CMYK 96/48/0/10 RGB 16/87/200 HEX #1057C8	PMS 2184 C CMYK 86/24/0/0 RGB 16/137/255 HEX #1089FF	PMS 362 C CMYK 72/0/100/8 RGB 79/158/48 HEX #4F9E30	PMS 375 C CMYK 54/0/100/0 RGB 136/217/16 HEX #88D910	PMS 2297 C CMYK 32/0/90/0 RGB 192/228/16 HEX #C0E410

Use of grey

The brand has a grey palette, to be used with caution as it is less identifying than our main palette.

Grey tones are reserved for use in the main body of the text, and, less commonly, in certain titles.

			
BLACK	DARK GREY	MEDIUM GREY	LIGHT GREY
PMS Black C CMYK 0/0/0/100 RGB 0/0/0 HEX #000000	PMS 447 C CMYK 0/0/0/90 RGB 51/51/51 HEX #333333	PMS Cool Grey 10 C CMYK 0/0/0/75 RGB 102/102/102 HEX #666666	PMS Cool Grey 3 C CMYK 0/0/0/15 RGB 224/224/224 HEX #E0E0E0



Presentation

Fonts are an integral part of our Group's brand universe.
Two key fonts are available:

Proprietary

EDF 2020

This original typographic creation, which has been designed especially for our Group, is our new reference font for both digital and print content.

Simple and compact, it is effective in both the main body of text and in titles.

Light

Regular

Italic

Bold

AaBbCcDdEeFfGgHhIiKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
?&@/,:!€-#*0123456789

Office

Arial Regular & **Bold**

This stylish font can be used as an alternative for **office use only**. It is available on all computers.

Regular

Italic

Bold

AaBbCcDdEeFfGgHhIiKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
?&@/,:!€-#*0123456789



Logo

Protected space

Protected space is essential for making sure that logos are visible. It is equal to the left-hand blade of the turbine.

The logo introduces the principal message. It is positioned at the top left, whether in a text box or on a medium:

- > when placed directly on a visual, the EDF logo is positioned 2 pieces from the edge of the format;
- > when placed in a text box, the EDF logo is positioned 2pieces from the edge of the text box.

Protected space - print

It is equal to **two left-hand turbine blades** for subsidiaries, for all printed content.

Examples: Poster, column etc.



Protected space - digital

It is equal to **one left-hand blade on the turbine** for subsidiaries, for all non-printed content produced for screens.

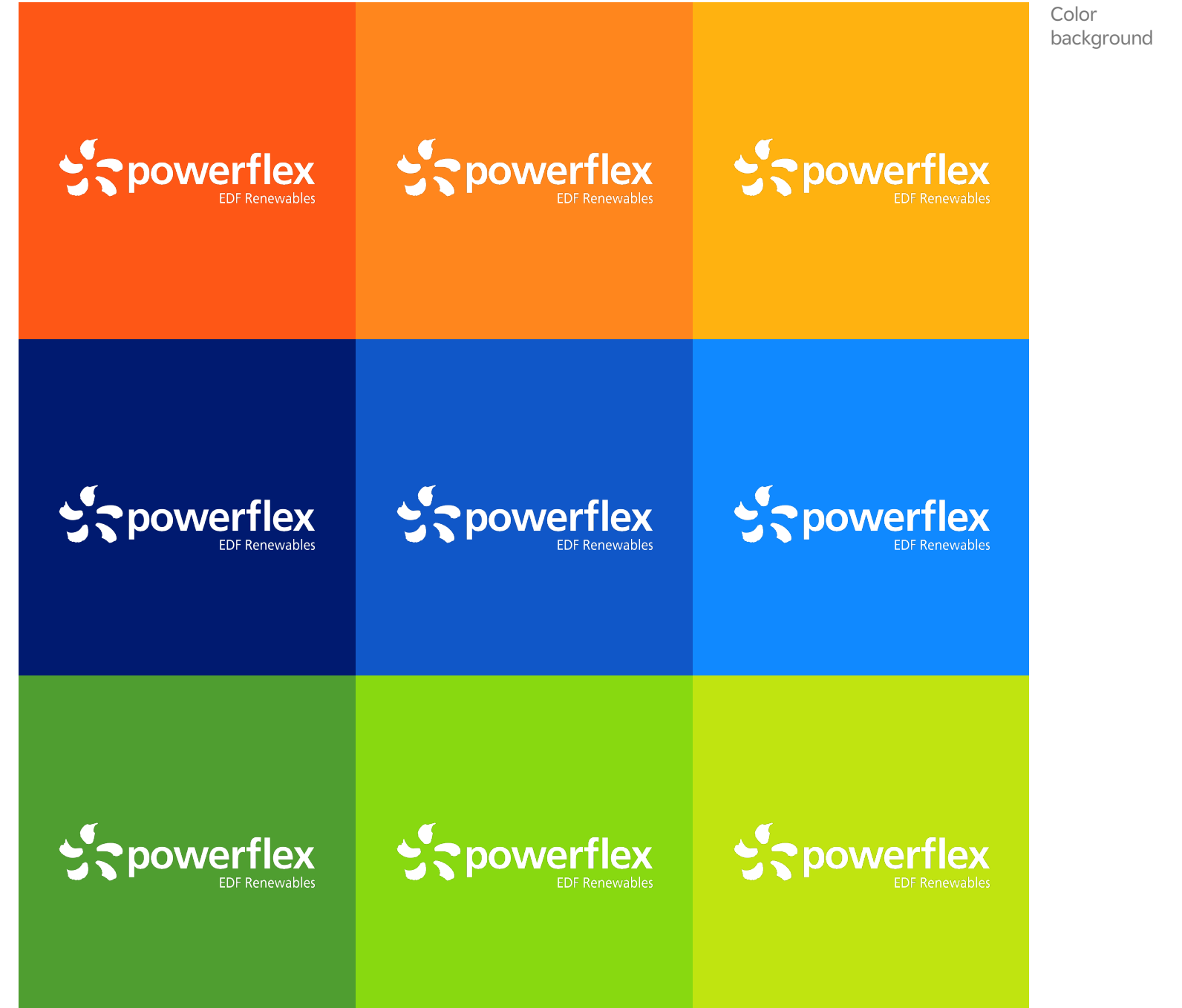
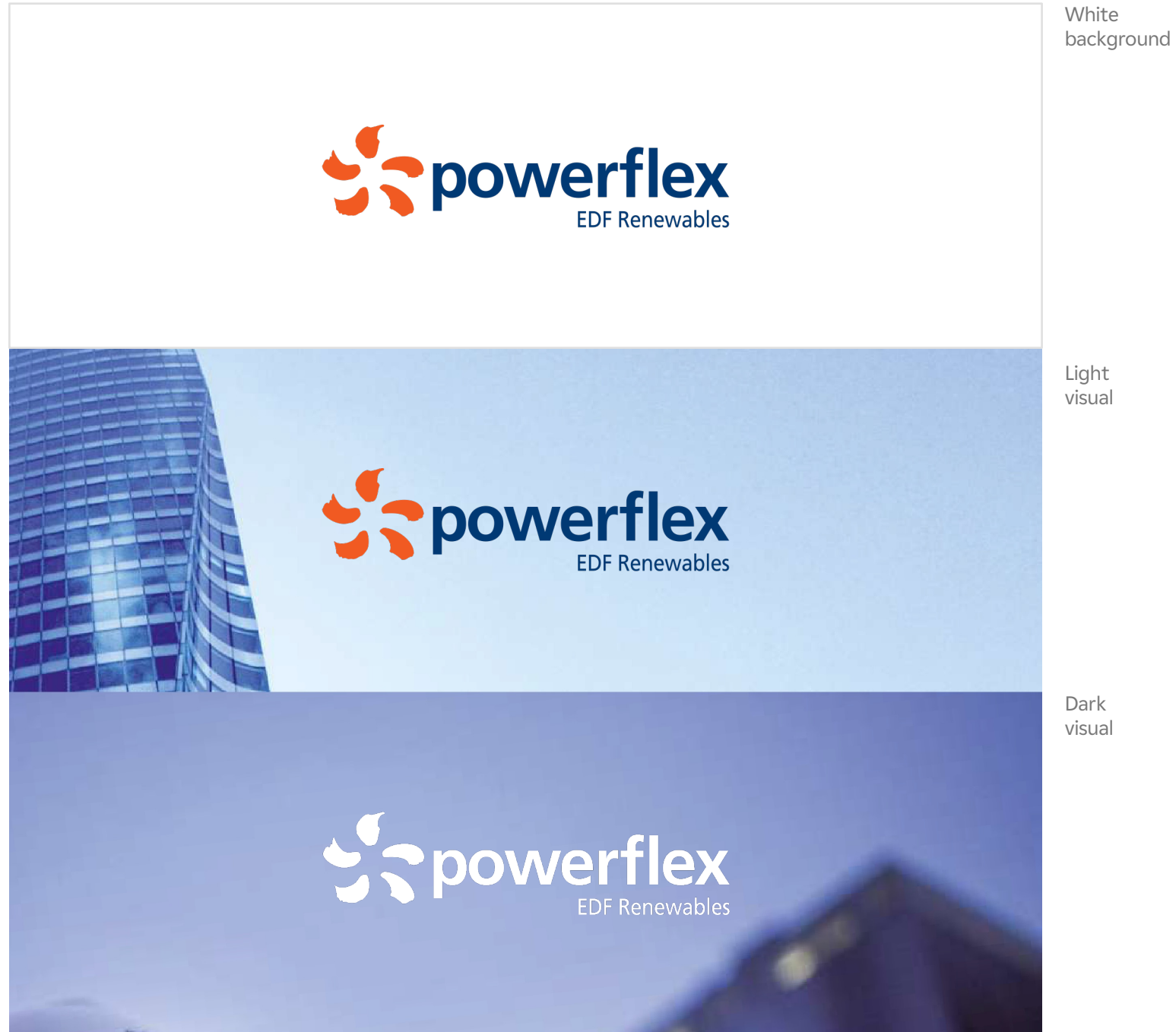
Examples: PowerPoint slide, Twitter post etc.





Logo

Application on backgrounds





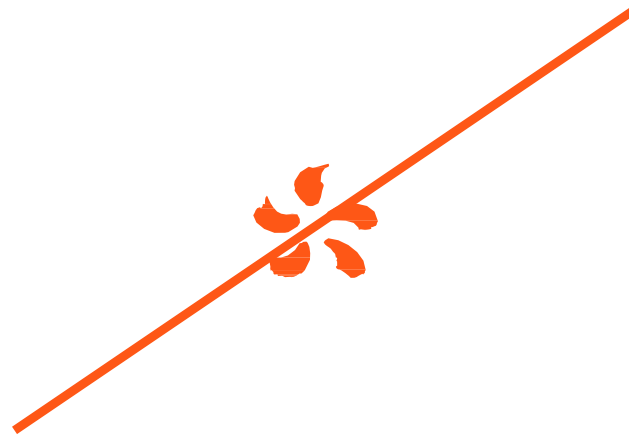
Logo

Prohibited

EDF Group logos are **non-modifiable**, their shape and colors cannot be altered.



vertical logo



turbine on its own



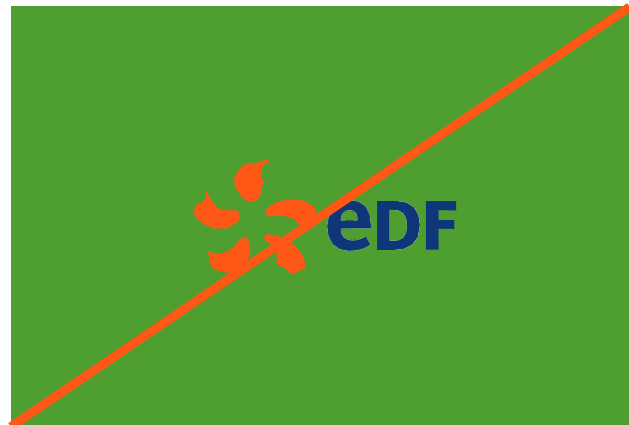
orange turbine and white letters



single colour



white on a light visual



colour on colour background



colour on a complex visual



white on a complex visual



misshapen logo



black

These are also prohibited for subsidiaries.



Colors

Color combinations

Our brand is colorful, bright and rich. For an optimal effect, colors must be combined by prioritizing the use of one single tone per medium.

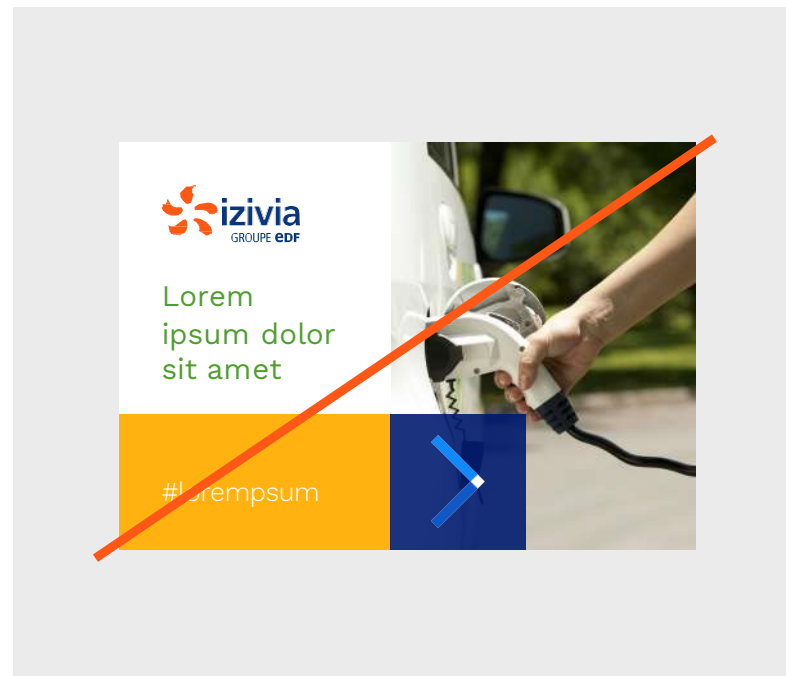
Orange tone

Blue tone

Green tone

Avoid mixing colors on one single medium

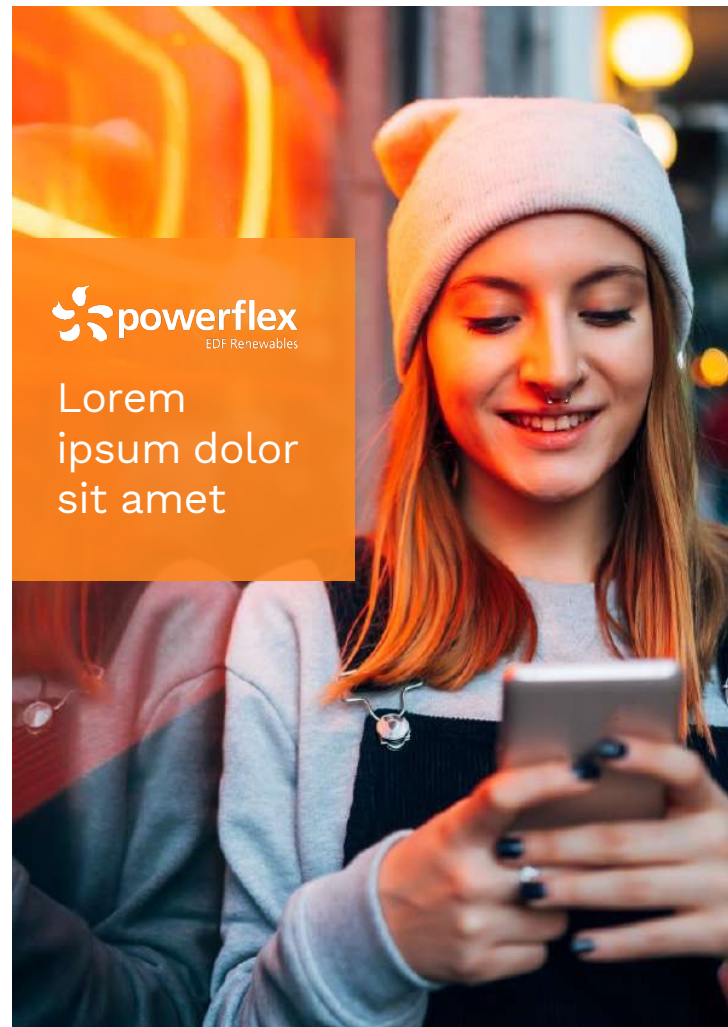
Certain more complex mediums, such as a publication or PPT with several sections, may require the use of an additional shade. In this case, we can combine blue with orange, or blue with green on buttons, in order to maintain the color balance that echoes the brand.





Good color practice

When we create compositions, we need to have **color consistency between elements** (images, texts, graphics, etc.).



Young and innovative



Green and optimistic

Correct usage:

When an image is virtually one color, white brings brightness and contrast.



Expert and reassuring



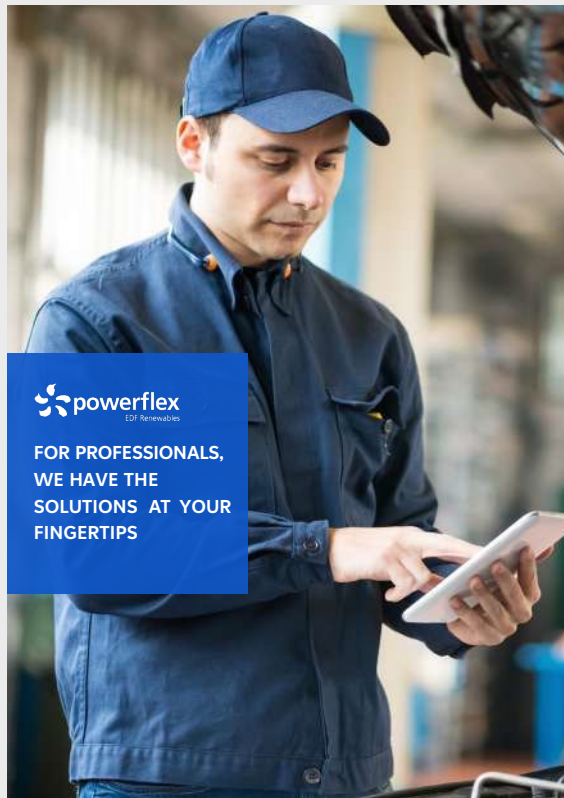
Uses

The use of EDF fonts has an impact on the tone of a communication medium.

Upper case

The tone is more serious, the use of capital letters is more suited to B2B audiences.

Frutiger



EDF 2020



The new stylish font takes up the same horizontal space as the font it has replaced, Frutiger. Therefore, you can continue to compose your texts as normal, both in upper and lower case.

Lower case

Familiarity, warmth, we are talking directly to the consumer.





Highlighting

To make our messages more dynamic, we can make use of two font elements:

> **bold;**

> **color.**

The selection of one or both of these elements will help us highlight the desired message.

Highlighting
with the use of **bold font**



Highlighting
with a **touch of color** while remaining consistent with
the colour of the image





Text box

Presentation

The text box is designed as a square with the aim of creating a recognizable brand element, and not just a simple element of the page layout. This simple shape, which is recognizable and reassuring, allows for greater flexibility within the page layout without losing impact.

Correct usage:

Repeated use of this square via our different mediums ensures consistency and brand application across our sites.



simple
recognizable
reassuring



----- Rather than -----





Text box

White and block colors

The **text box** can be used either in **white** or as a **block color** in one of our brand colors.

Correct usage:

The text box color should be close to the dominant color of the photo.



✗ The text box color is too different from the dominant color of the photo



Text box

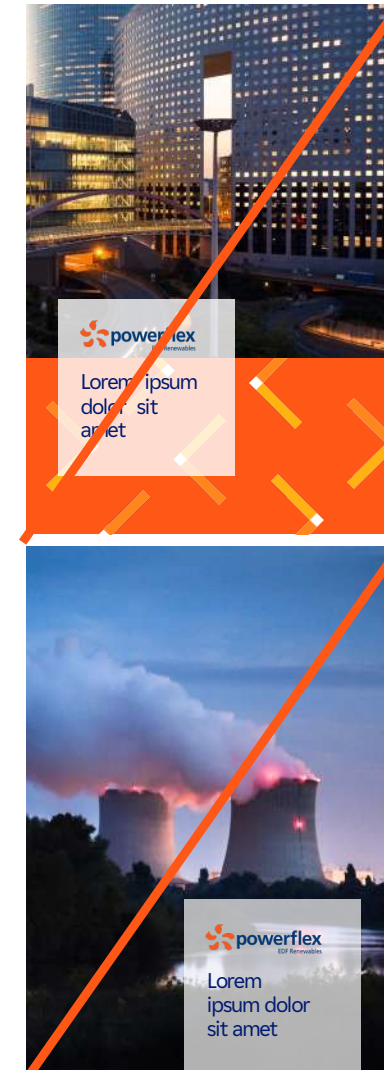
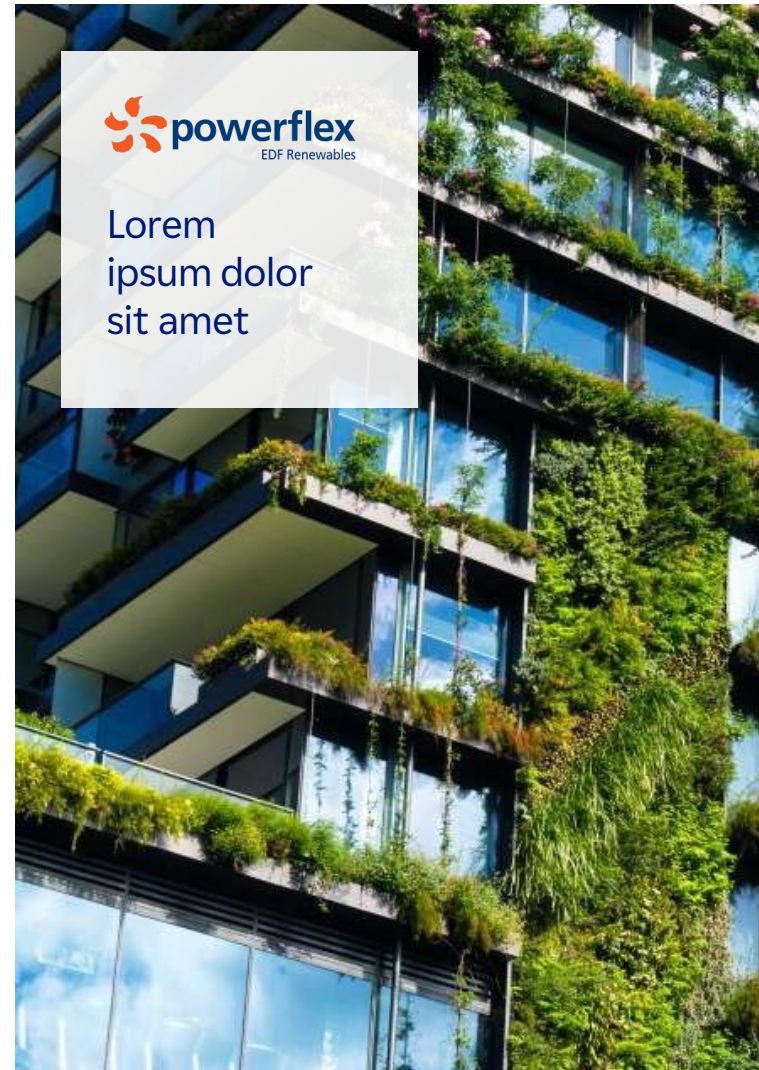
Transparency

Whether in white or as a block color, the text box **can be used with 10% transparency**. Transparency offers a light and **digital** aspect. It accentuates **the light effect** present in an image and allows the elements to interact with each other.

Block color



White



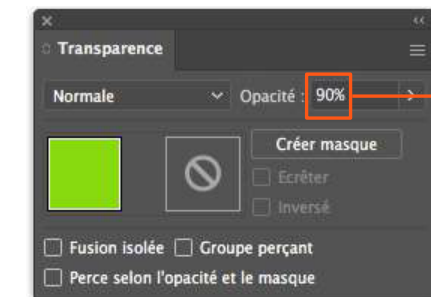
Avoid using transparency on a visual or complex composition, or on motifs.



When the photo is dark, the white becomes dull and the readability is affected.



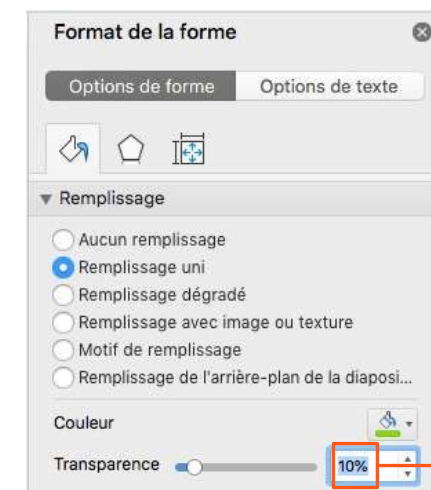
The below shows how to achieve transparency in Adobe Illustrator



90% opacity



If you do not have Adobe Illustrator, here are the tools on Microsoft PowerPoint



10% transparency



Text box

Duotone

A two-tone text box should be used **in line with the image and the text**. This highlights the line of horizon present in the image, or covers the transition from an image to a block colour.

The two-tone text box is **always composed of 1/3 white** (section reserved for the logo) and **one colour from the palette in the remaining 2/3**.

The two-tone text box cannot be used with transparency.



1/3:
logo placed
on the white
section

2/3:
the text is
placed on
the coloured
section



Do not use a two-tone text box if the composition uses a motif.



In this case, use a two-tone text box on a block color.





Iconography

Principles

Iconography expresses the brand's personality traits: **bright, warm, optimistic, expert and engaged.**
It is based on four principles:

Light



Human nature



Spontaneity



Simplicity





Dominant color

Color is an **essential element of EDF's graphic guidelines**, which can also be found in the iconography.
This strong characteristic is also expressed through the use of visuals with a **strong dominant color from one of the brand's tones**.

Dominant **orange**



Dominant **blue**



Dominant **green**





Pictograms

Pictograms can appear as a simple **outline** when lightness is required, or **filled in** for greater impact.

Correct usage:

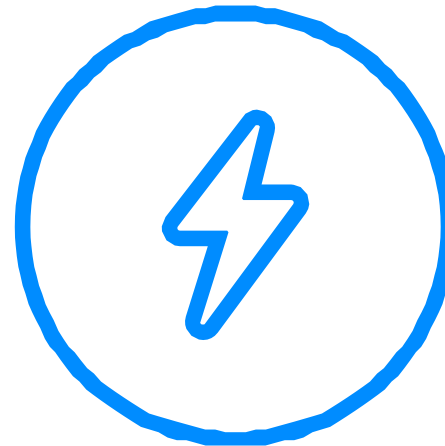
Pictograms work to communicate an idea in a simple way. A series of pictograms can be considered, but we recommend using no more than three.



as an outline



filled in



as an outline
in a circle



reverse color outline in
a filled in circle