

•
SIGNAGE
Graphic standards
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SIGNAGE

I.

I. GENERAL PRINCIPLES

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GENERAL PRINCIPLES

I. GENERAL PRINCIPLES

1 > Introduction

Signage applications are an important aspect of ensuring visibility for the Veolia brand worldwide.

They comply with simple and consistent principles based on the sign and the logotype:

- The full Veolia logotype (the symbol and the name in red);
- The symbol sometimes used alone as a complement;
- The business activity symbols, used additionally in specific cases for indoor site signage.

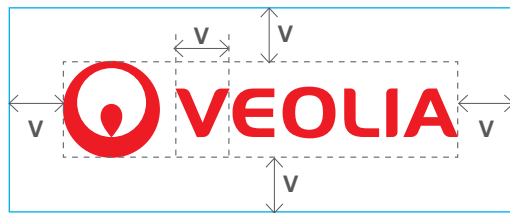
The signage for the new Veolia must be applied to all materials as they are updated, with the priority being given to signage at all headquarters.

I. GENERAL PRINCIPLES

2 > Logotype

The division nouns and brands (Veolia Water, Veolia Environmental Services) have been deleted and all revert to the Veolia brand.

The logotype is now made up of two components: the symbol and the Veolia name. It only exists in its horizontal version.



The Veolia font

The typeface for the Veolia name has been specifically created for this logotype. It must never be altered or redrawn.

Exclusion zone

No graphic elements should appear inside the exclusion zone, to preserve the logotype's legibility. **V** corresponds to the width of the letter "V" of Veolia.

Minimum size

The minimum size of the logotype must comply with the dimensions shown opposite.

Colors

The logotype colors have been standardized. They must never be altered. The toolbox also includes a black and white version.



CMYK: 0/100/100/0
RGB: 255/0/0
HEX: FF0000
Pantone 485 C



CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000
Pantone Process Black C



CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

I. GENERAL PRINCIPLES

7 > Colors

The color range provides a broad palette of soft and bright colors to translate the new Veolia's vitality.

The range includes 29 colors arranged in two-tone groups: 14 soft colors, 14 bright colors and 1 color shared by both tones.

CMYK: 20/5/0/25
RGB: 173/188/201
HEX: #ADBCC9
PANTONE 2106 C

CMYK: 35/0/35/0
RGB: 182/217/183
HEX: #B6D9B7
PANTONE 559 C

CMYK: 10/25/0/30
RGB: 178/159/176
HEX: #B29FB0
PANTONE 2099 C

CMYK: 0/5/10/20
RGB: 217/209/200
HEX: #D9D1C8
PANTONE 406 C

CMYK: 0/55/50/0
RGB: 240/143/117
HEX: #F08F75
PANTONE 486 C

CMYK: 0/20/55/0
RGB: 253/211/132
HEX: #FDD384
PANTONE 148 C

CMYK: 55/10/15/0
RGB: 122/188/206
HEX: #7ABCCE
PANTONE 2169 C

CMYK: 15/30/35/0
RGB: 221/187/163
HEX: #DDBBA3
PANTONE 7611 C

CMYK: 55/10/35/0
RGB: 127/184/172
HEX: #7FB8AC
PANTONE 2232 C

CMYK: 15/35/20/0
RGB: 219/180/183
HEX: #DBB4B7
PANTONE 5015 C

CMYK: 25/0/10/5
RGB: 200/220/220
HEX: #C8DCDC
PANTONE 552 C

CMYK: 0/10/40/20
RGB: 217/197/148
HEX: #D9C594
PANTONE 618 C

CMYK: 25/20/20/0
RGB: 202/199/196
HEX: #CAC7C4
PANTONE 5305 C

CMYK: 35/0/70/0
RGB: 192/210/114
HEX: #C0D272
PANTONE 577 C

CMYK: 0/0/0/80
RGB: 85/85/90
HEX: #55555A
PANTONE COOL
GRAY 11 C

I. GENERAL PRINCIPLES

7 > Colors

All the colors can be used on all material, in fonts the vivid colors should preferred.

Several colors may be used on the same document or material, even if they are not selected from the same color group.

! Nota Bene

The red of the logotype is not included in the color range and must never be used for any purpose other than for the logotype. This embargo does not apply to the "text and font" editorial content.

| | | | | |
|---|--|---|---|---|
| CMYK: 40/25/90/0 RGB: 174/169/53 HEX: #AEA935 PANTONE 7766 C | CMYK: 65/0/30/0 RGB: 84/187/186 HEX: #54BBBA PANTONE 7709 C | CMYK: 0/45/90/0 RGB: 244/159/37 HEX: #E09F25 PANTONE 157 C | CMYK: 60/85/15/0 RGB: 128/65/128 HEX: #804180 PANTONE 7662 C | CMYK: 80/0/20/0 RGB: 0/174/199 HEX: #00AEC7 PANTONE 631 C |
| CMYK: 60/35/0/0 RGB: 113/151/202 HEX: #7197CA PANTONE 2135 C | CMYK: 0/60/25/0 RGB: 238/134/148 HEX: #EE8694 PANTONE 701 C | CMYK: 0/15/90/0 RGB: 255/214/22 HEX: #FFD616 PANTONE 129 C | CMYK: 25/85/0/0 RGB: 168/67/141 HEX: #A8438D PANTONE 2062 C | CMYK: 80/10/70/0 RGB: 25/156/105 HEX: #199C69 PANTONE 7724 C |
| CMYK: 0/75/70/0 RGB: 233/95/71 HEX: #E95F47 PANTONE 7416 C | CMYK: 90/60/0/0 RGB: 0/98/169 HEX: #0062A9 PANTONE 2133 C | CMYK: 0/0/0/50 RGB: 156/158/159 HEX: #9C9E9F PANTONE 422 C | CMYK: 50/0/100/0 RGB: 151/191/13 HEX: #97BF0D PANTONE 376 C | CMYK: 0/0/0/80 RGB: 85/85/90 HEX: #55555A PANTONE COOL GRAY 11 C |

I. GENERAL PRINCIPLES

8 > Fonts

FS Rufus. A font with an original and pleasing design. Its broad forms give it a strong personality.

It is used for titles, subtitles and text animations in all published documents.

TheSans. A simple, sans serif font already identified as being used in the Group's published material.

It is available on all Group computer workstations. It is used for body text.

FS Rufus
AaBbCc
12345

FS Rufus Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

FS Rufus Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

FS Rufus Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

FS Rufus Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

FS Rufus Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

FS Rufus Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

A license to use this font
must be purchased from a foundry
or font retailer.

TheSans
AaBbCc
12345

TheSans Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

TheSans Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

TheSans Plain

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

TheSans plain Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

TheSans Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

TheSans bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789,.;+=%*?!

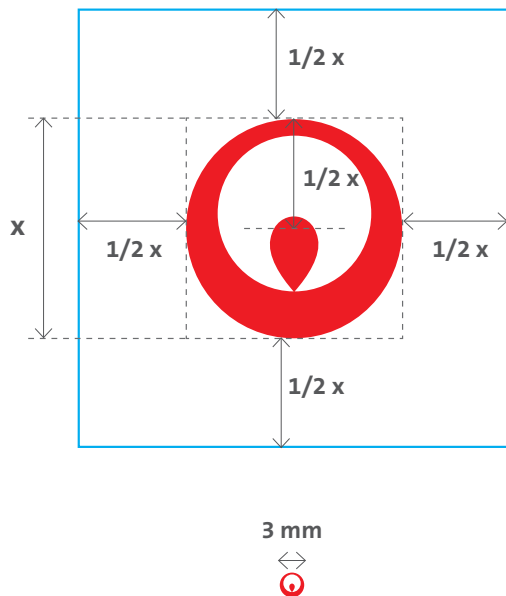
Before sending a document
to an external service provider,
documents using this font should
be saved in PDF format to avoid
the font being deformed or replaced
on the workstation of a provider without
access to TheSans.

I. GENERAL PRINCIPLES

9 > Symbol

Use of the symbol alone (without the Group name) is clearly defined in the Graphic Standards and should always comply with the instructions provided. It can be used as a recall device for the logotype in publications and desktop applications (follow-on page, recall device at the bottom, etc.), or as a decora-

tive and identifying element on large items (vehicles, booths, promotional objects, etc.). It is never used alone in the tab. Never zoom in on the symbol. It is always used in its standard color, black or reversed out. It is always used in its standard color (red), black, metal gray (silver) or reversed out (white).



Exclusion zone

$1/2 x$ (half the height of the symbol). No aspects of graphics should appear inside the exclusion zone, which would make the logotype less legible.

Minimum size

The minimum size of the symbol must comply with the dimensions provided opposite.

Colors

The colors of the symbol alone are standardized and must never be altered.

Unacceptable uses

Refer to the unacceptable uses of the logotype.

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

CMYK: 0/100/100/0
RGB: 255/0/0
HEX: FF0000
PANTONE 485 C

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

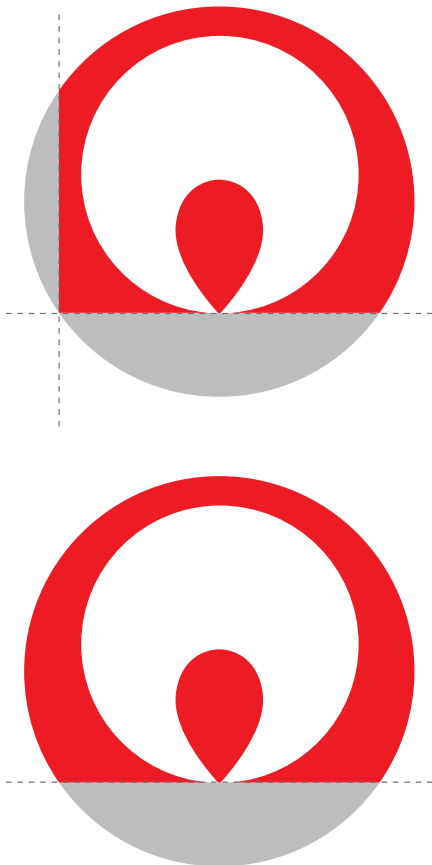
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000

I. GENERAL PRINCIPLES

9 > Symbol

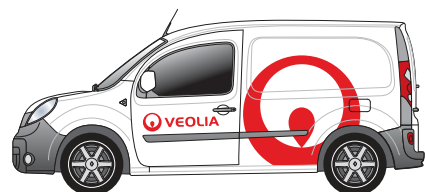
The symbol can be used as a significant marking component. In this case, it should preferably be placed at the base of the object, and centered on the format width. It can be used with its base more or less truncated depending on the nature of the material on which it used. However, its

circular shape must at least remain visible, in order to position Veolia: resourcing the world is a commitment to the circular economy illustrated by the full view of the circle while the drop anchored on the ground illustrates Veolia's initiatives focused on resource conservation and development.



Symbol

The symbol cannot be cut at its base or on either of its sides beyond the proportions shown opposite.



II. EVENT SIGNAGE

4 > Promotional items

This initial selection of proposed promotional items is provided as an example only.

Computer bag



Folding umbrella



USB key

Lanyard



Mug



II. EVENT SIGNAGE

4 > Promotional items



T-shirt



Polo shirt

Cap



Pencil



Notebook

