



Our graphic guidelines Dalkia

December 2021



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Logo

Presentation

Colour version

On a white background or light visual



White version

On a colour 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

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.

Protected space – print

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

Examples: Poster, column etc.



Protected space – digital

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

Examples: PowerPoint slide, Twitter post etc



Logo

Logo size / support

This varies depending on the size of the medium.

→ **For other formats not indicated here?**
Calculate **1/4 of the smallest side** of the holder.

A3 format

The logo measures 49 mm wide



A4 Format

The logo measures 34 mm wide



A5 Format

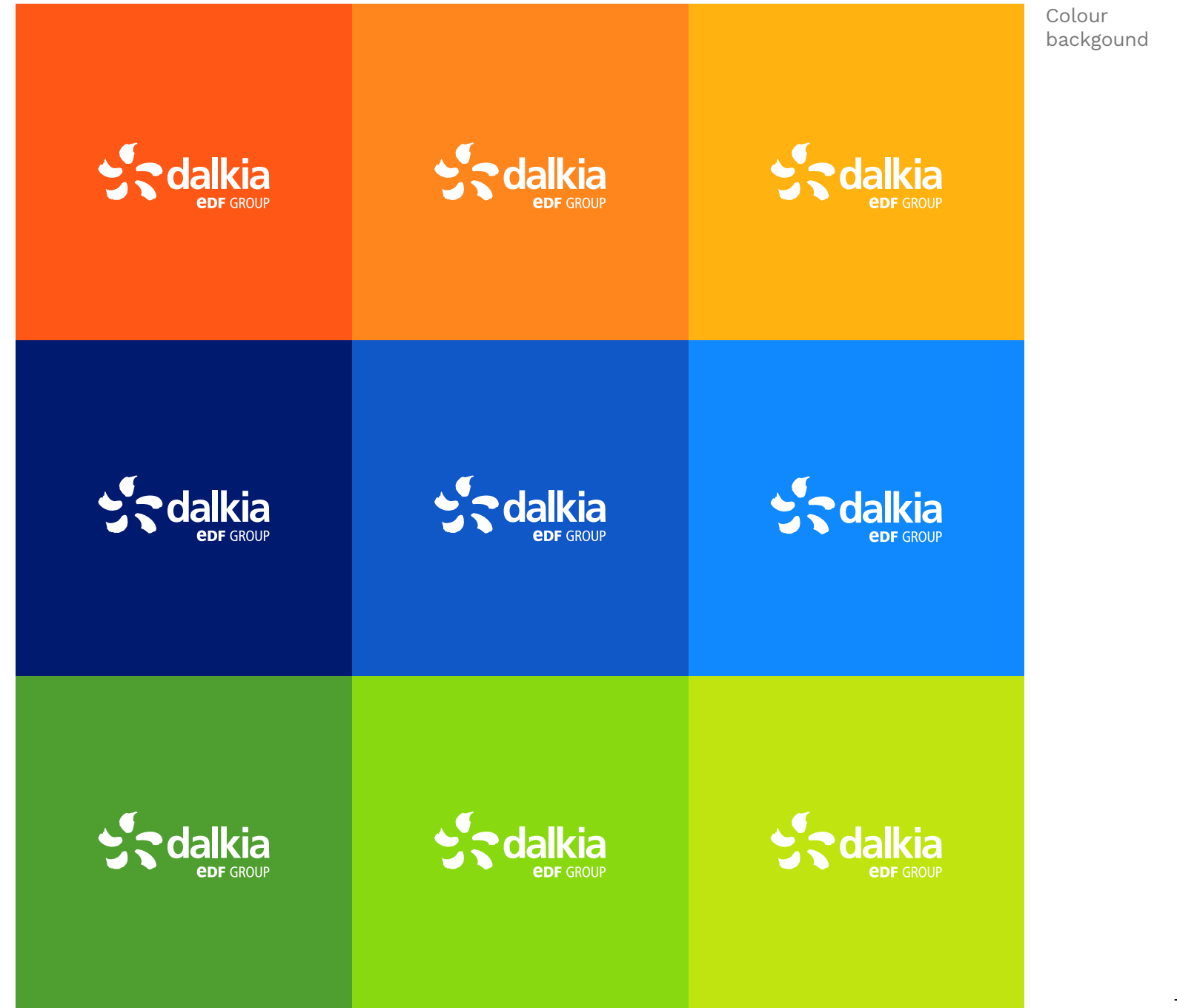
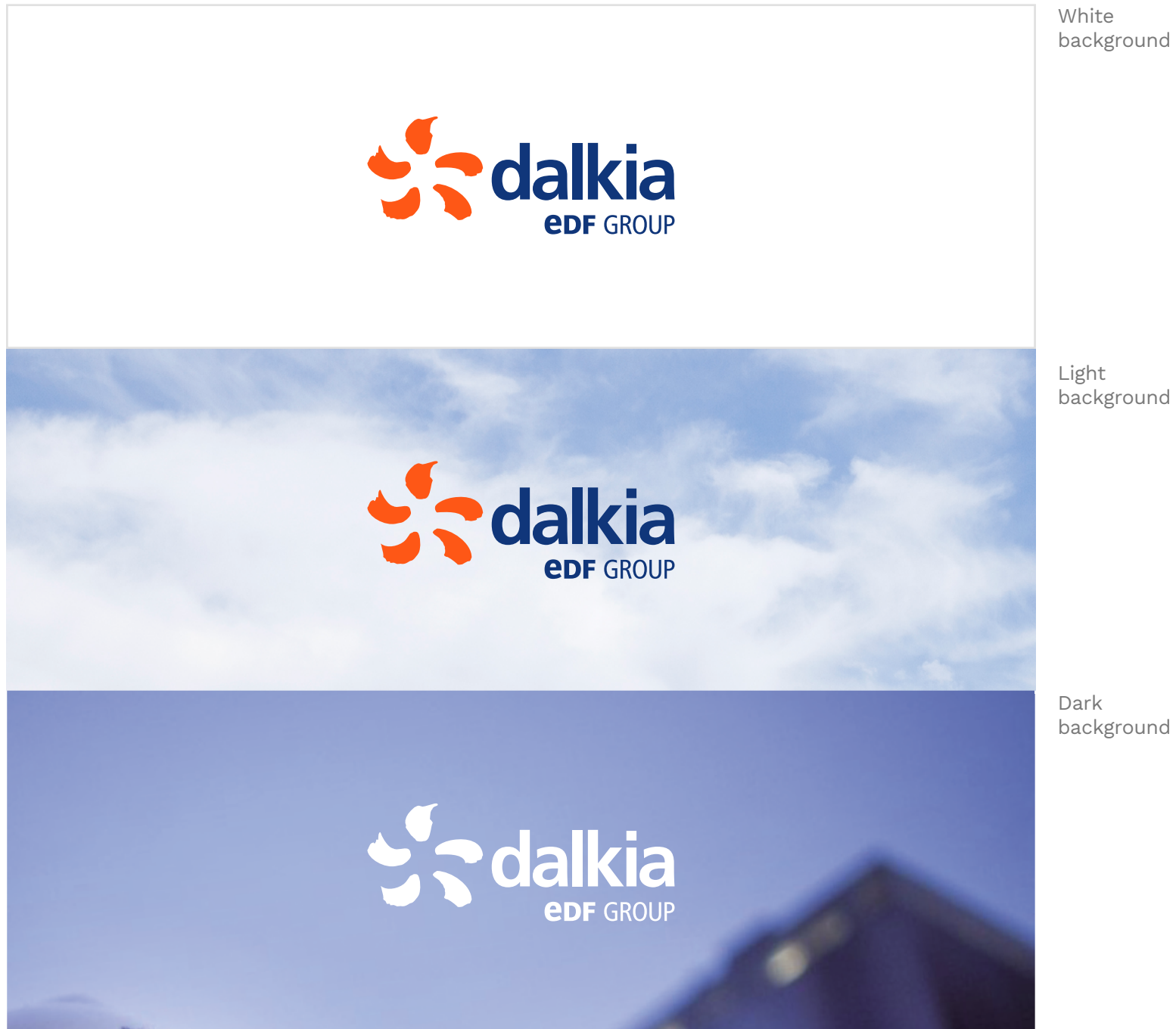
The logo measures 24 mm wide



Minimum authorised sizes



Application on backgrounds



The EDF Group colour palette

Colours are an essential element of our visual identity. Our nine colours 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 RAL 2004 | PMS 2018 C CMYK 0/62/100/0 RGB 255/134/29 HEX #FF861D RAL 2003 | PMS 137 C CMYK 0/32/100/0 RGB 255/178/16 HEX #FFB210 RAL 1007 | PMS 662 C CMYK 100/90/0/25 RGB 0/26/112 HEX #001A70 RAL 5002 | PMS 2388 C CMYK 96/48/0/10 RGB 16/87/200 HEX #1057C8 RAL 5005 | PMS 2184 C CMYK 86/24/0/0 RGB 16/137/255 HEX #1089FF RAL 5015 | PMS 362 C CMYK 72/0/100/8 RGB 79/158/48 HEX #4F9E30 RAL 6018 | PMS 375 C CMYK 54/0/100/0 RGB 136/217/16 HEX #88D910 RAL D2 110 70 77 | PMS 2297 C CMYK 32/0/90/0 RGB 192/228/16 HEX #C0E410 RAL D2 100 80 80 |

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

PMS Black C
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000



DARK GREY

PMS 447 C
CMYK 0/0/0/90
RGB 51/51/51
HEX #333333



MEDIUM GREY

PMS Cool Grey 10 C
CMYK 0/0/0/75
RGB 102/102/102
HEX #666666



LIGHT GREY

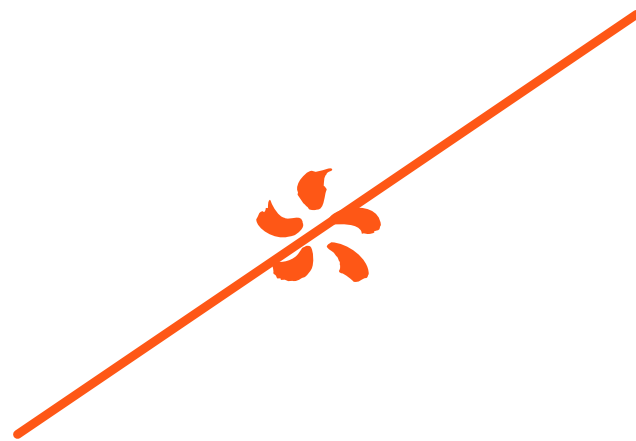
PMS Cool Grey 3 C
CMYK 0/0/0/15
RGB 224/224/224
HEX #E0E0E0

Prohibited

Dalkia logos are non-modifiable, their shape and colours 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

Positioning and applications

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 logo is positioned **2 left-hand turbine blades from the edge of the format;**
> when placed **in a text box**, logo is positioned **2 left-hand turbine blades from the edge of the text box.**

Correct usage:

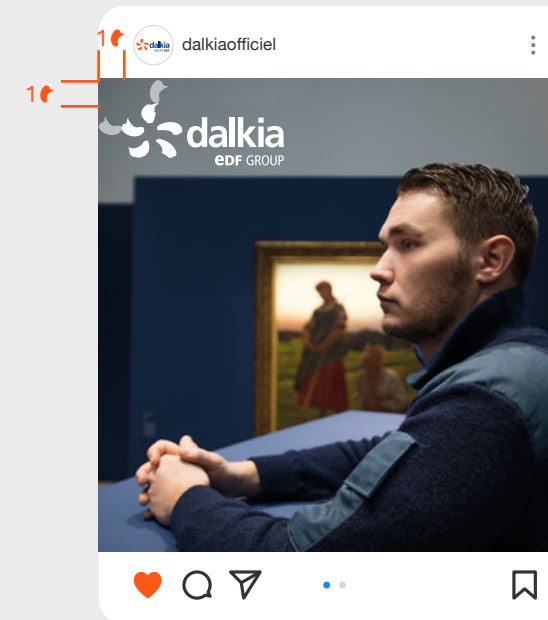
For digital formats such as a PowerPoint or Twitter post, the logo can be positioned using 1 left-hand turbine blade if the format is too restrictive.

Print : always 2 left-hand turbine.



Digital: either 1 left-hand turbine when the format is restricted and there is not too much impingement on the image.

Or using 2 left-hand turbine if the space allows

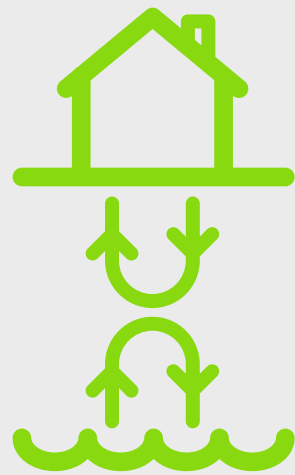


Pictograms

Pictograms can appear as a simple outline when you need lightness or simple outline in a circle for more 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



As an outline in a circle



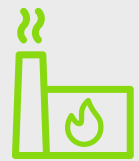
Industry



Heating and cold network



Geothermal energy



Boiler room



Circular economy



City



Thalassotherapy



Biomass



Digital



Hospital



House



Housing



Biogas



Ideas



Business center

Illustrations

In perfect keeping with the spirit of the Group's identity codes, our illustrative style incorporates **simplicity, the luminous effect and squares**.

An illustration, exists in three formats: **square** (1x1), **rectangle** (2x1), and **panoramic** (4x1). These rational proportions simplify the page layout, while bringing great flexibility.



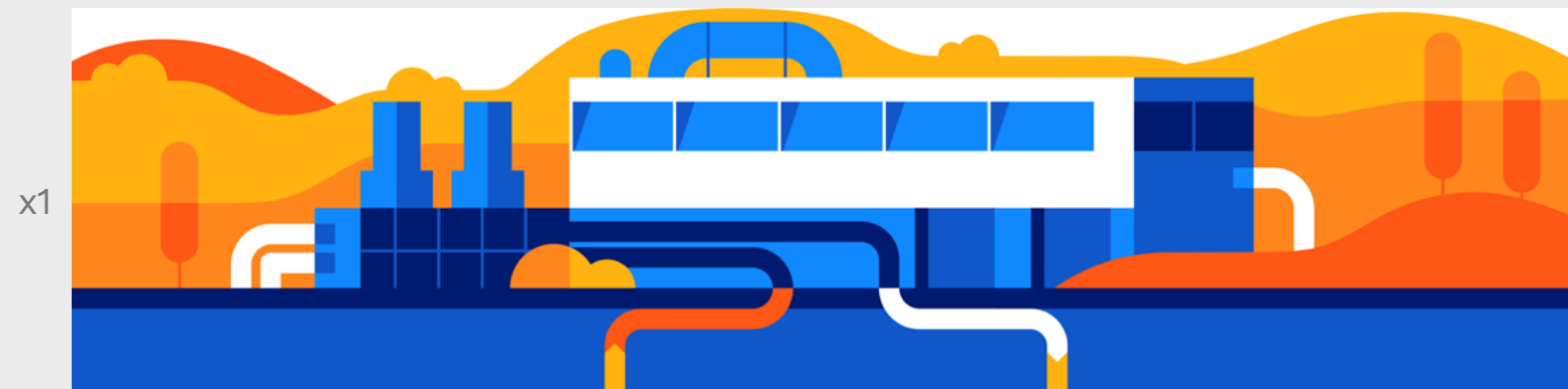
x1

x1



x1

x2



x1

x4

Geothermal energy



Biomass



Heating and cold network



Thalassotherapy

Applications examples

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PowerPoint

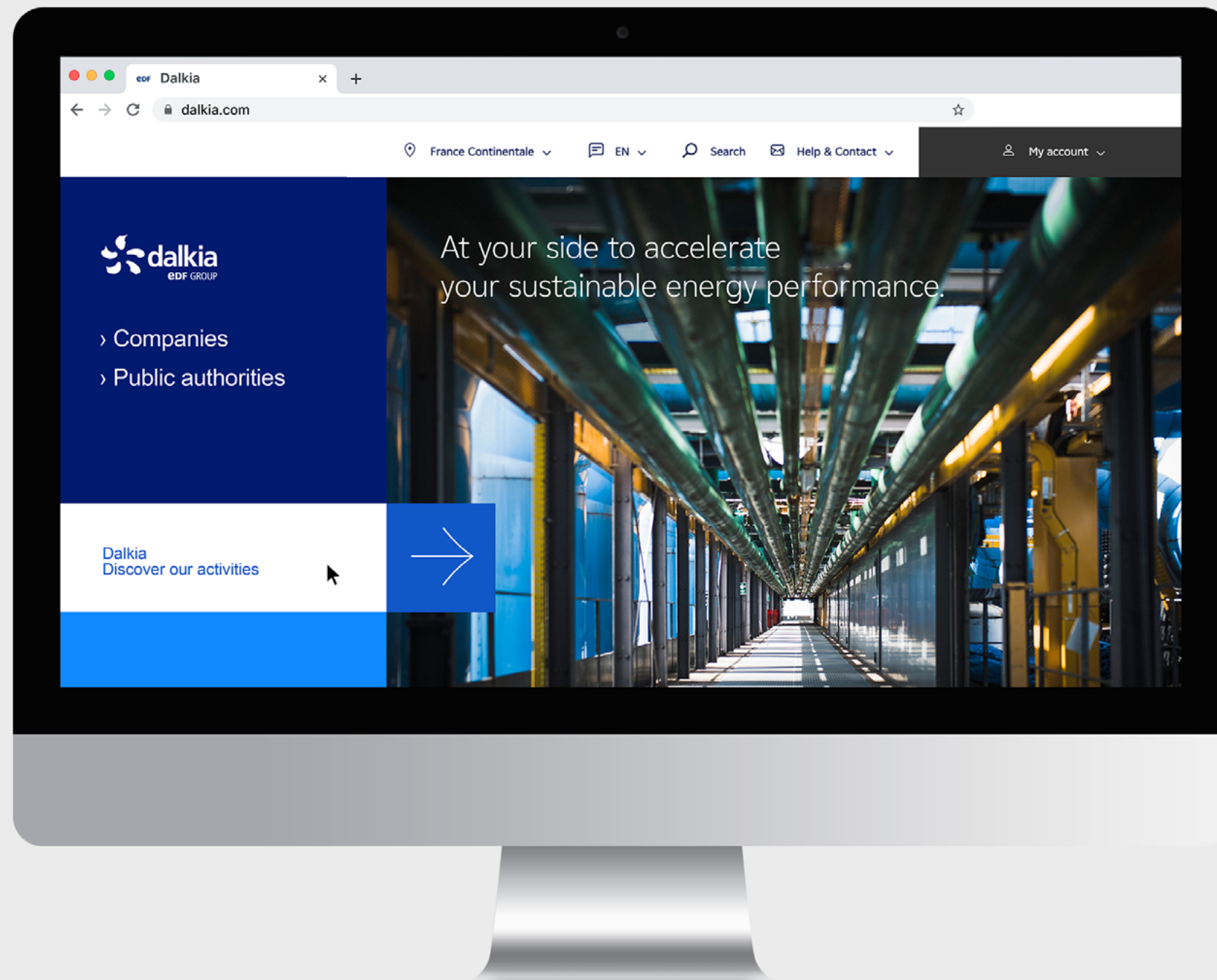


1. Lorem ipsum dolor sit amet

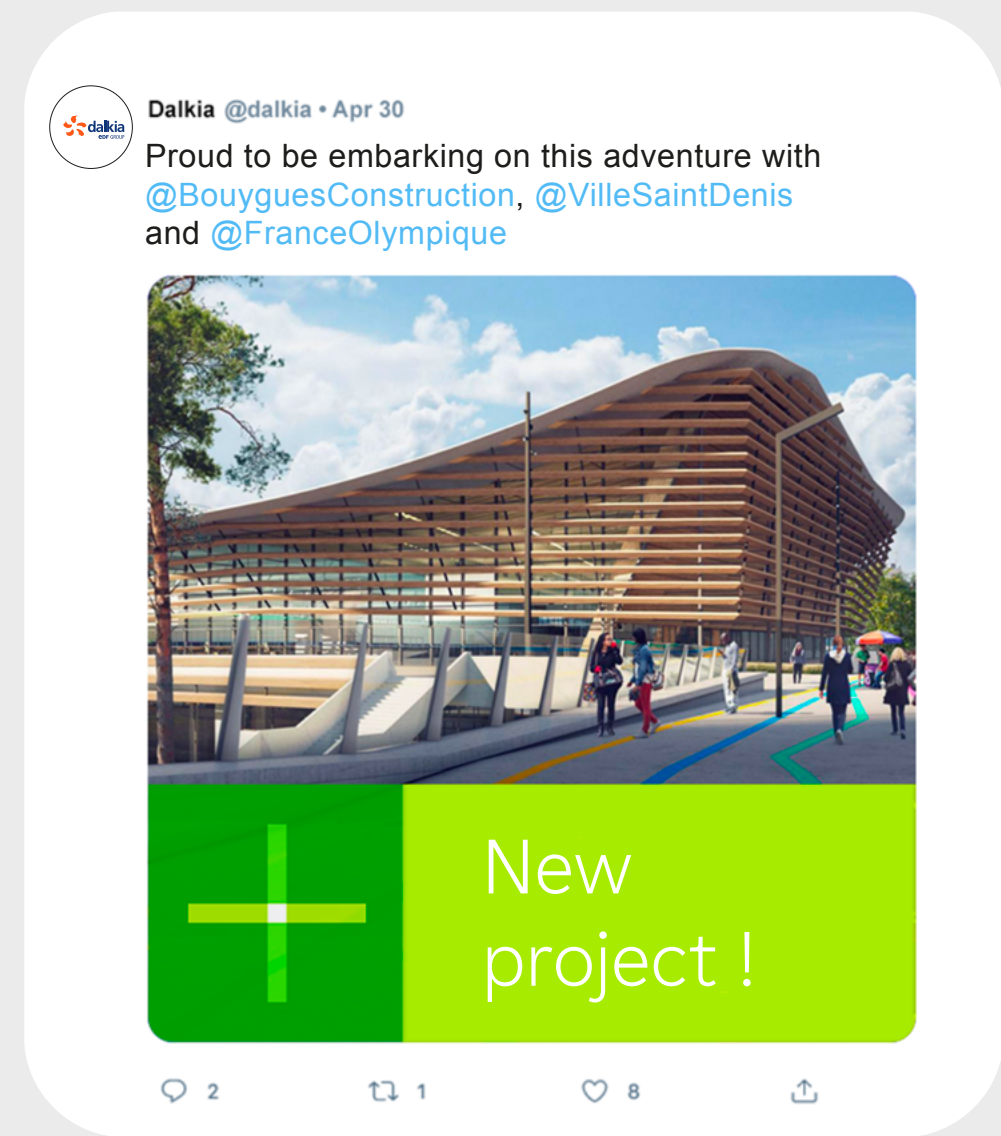
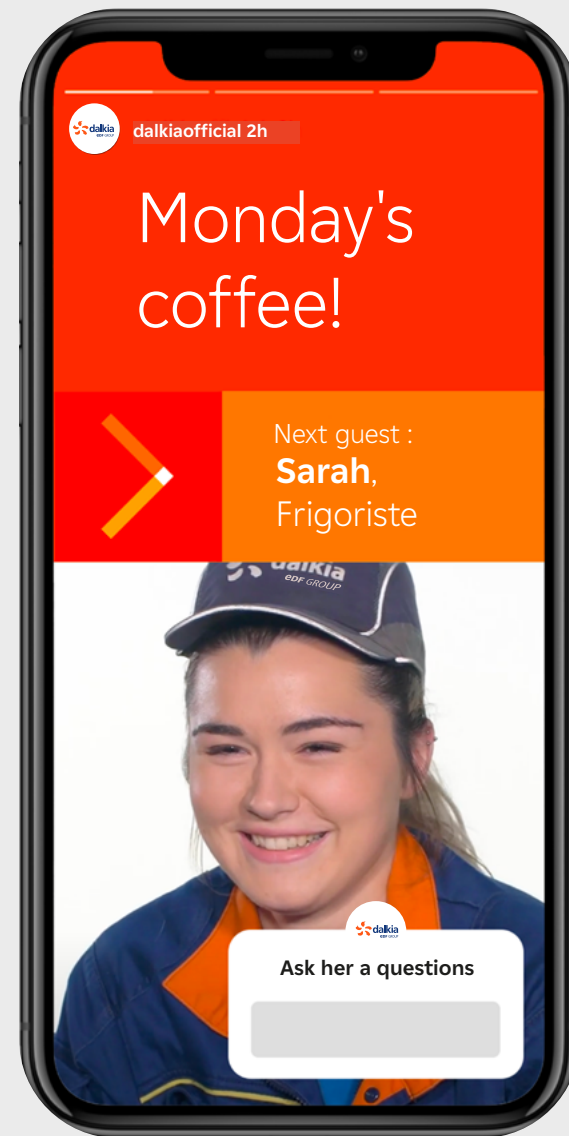
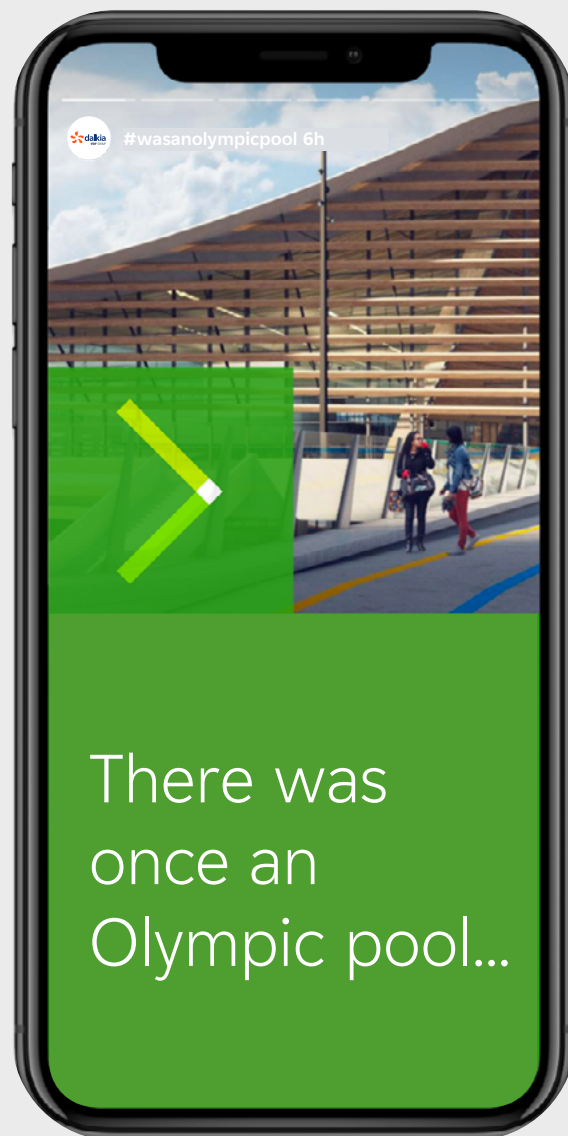
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy
- Magna aliquam erat volutpat ut wisi enim ad minim veniam, quis nostrud exerci tation
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Website



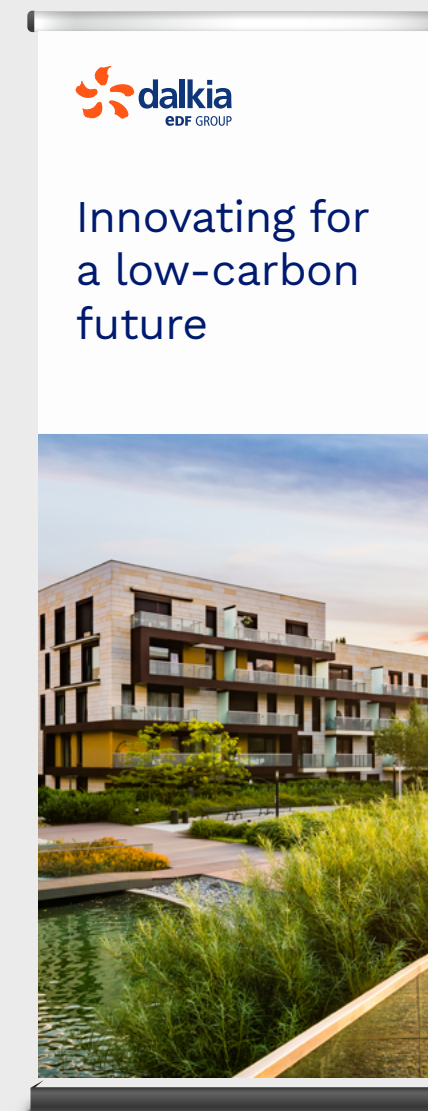
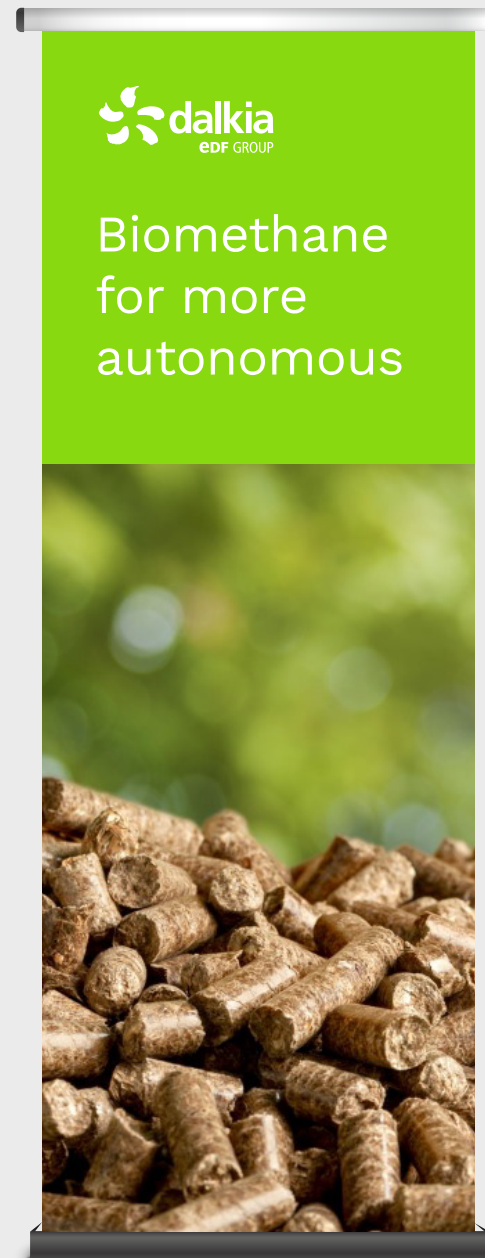
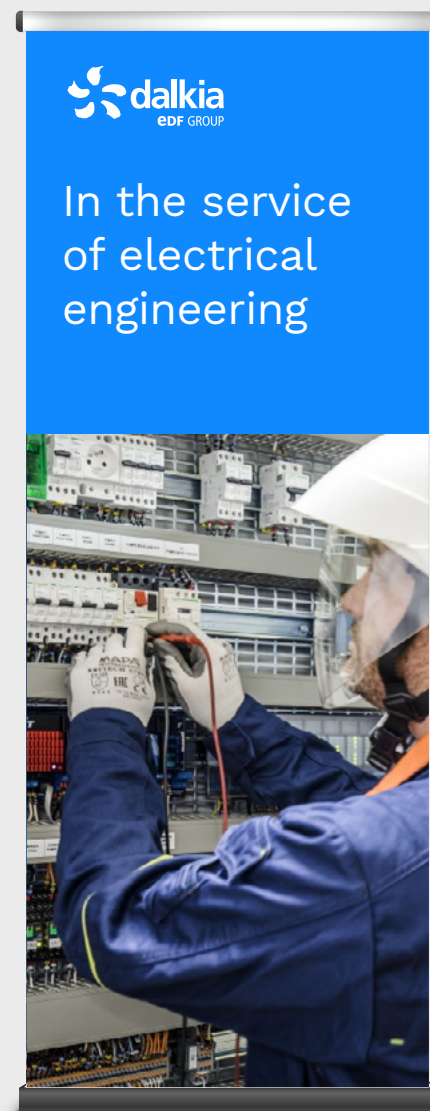
Social media - Instagram / Twitter



Posters



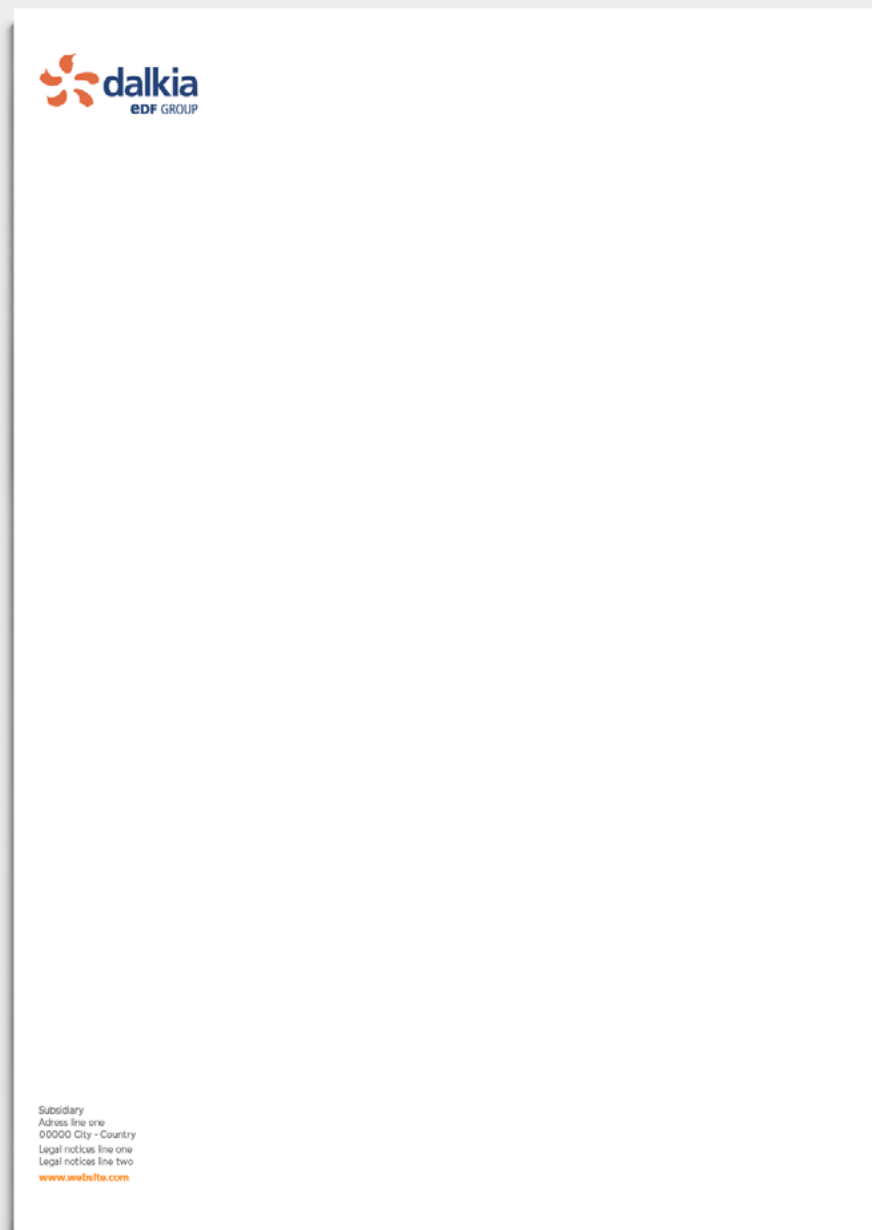
Banners



Newsletter



Stationery





For further information

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Photo credits

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