



Welcome to our brand

March 2025



It's time to put our brand in *the spotlight!*

Over the last few years, the world we live in, our industry, our target audience and our company have all changed significantly. It's now time for our brand to evolve in order to show ever more clearly the vital role electricity has in people's lives.

The brand territory you are about to discover is designed to enhance what already exists, based on a new concept where the goal is to create a connection between those who generate electricity and all those who benefit from it.

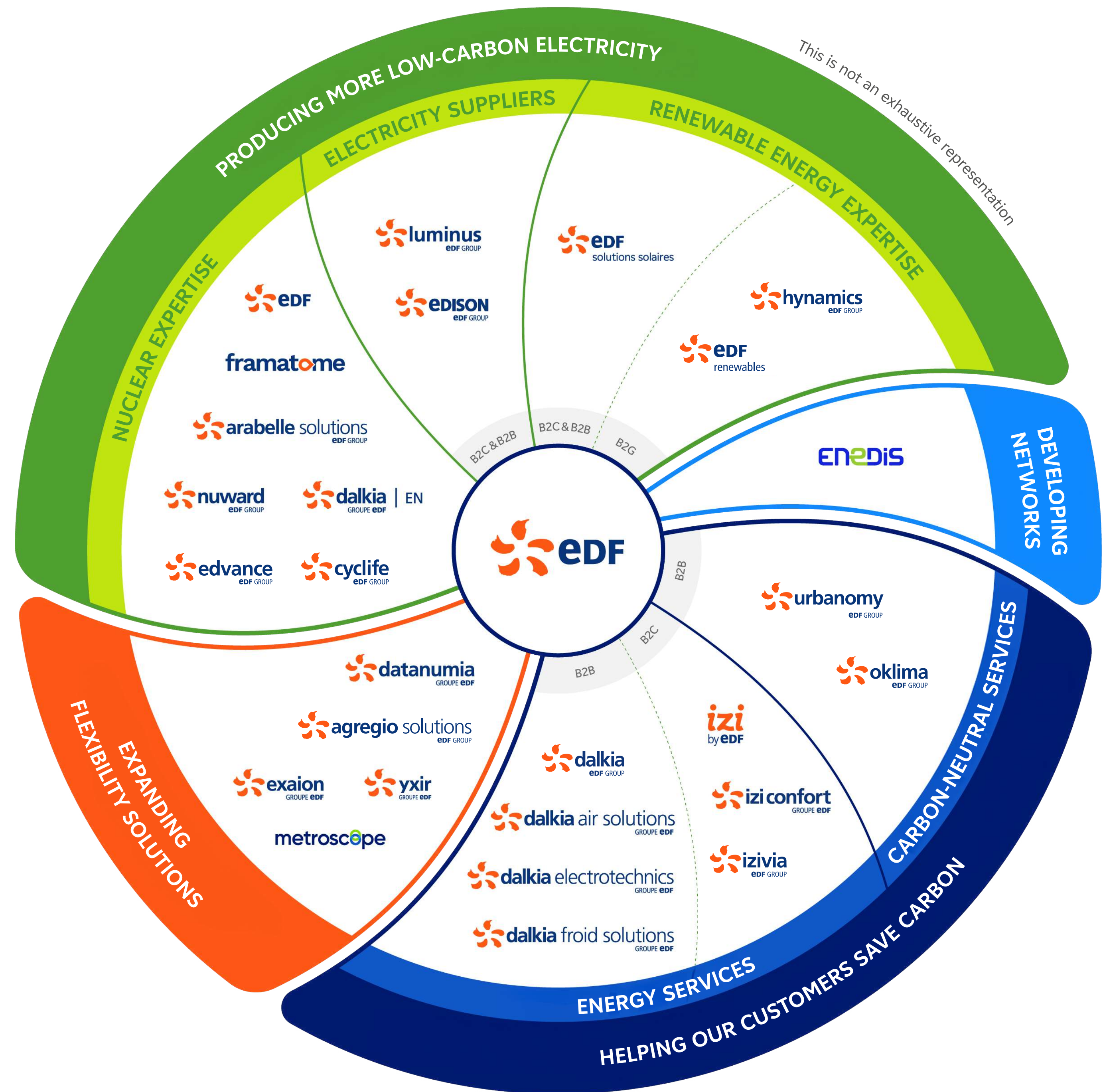
At the heart of this strategy, and showcased for the first time, is the use of The Turbine in our logos.

In this document, you'll find instructions to help you explore its full potential. As a brand ambassador, you'll play a key role in creating an increasingly coherent and unique brand.

Now it's up to you!

The brand, a common base for “*Playing as a Group*”

Each person has a unique role to play but we all have one goal: our **brand architecture** is based around 4 pillars of the Company Project. All the brands within the Group contribute to the overall project: enabling everyone in their own way, to contribute to the Brand project.



Our brand's *project*

Our brand platform is based around 4 simple and transversal axes, all focused on our universal pledge: “**Live better in an electric world**”.

Our culture

We don't stop progress, we *fuel it*

We are a **renowned energy provider with strong heritage**, a world's leading producer of lowcarbon electricity.

Our businesses are **diverse**, but the group is united by one common purpose: **the fight against climate change**.

We are a **forward-facing company with expertise in multiple regions**, centred around supporting our clients and improving quality of life in our society.

We are a **company focused on progress**: technical, human and societal, through electricity.

We are a **long-term vision** and are totally committed to conveying these values and sharing this know-how.



Live better
in an *electric*
world.

Our way of *being*

Developing electricity that's good for the planet and *for everyone*

We are a **company for all French people**, at the service of all French people and a vital part of the French daily life.

Our strength: the trust of our customers. And we will continue to prove and demonstrate that we are worthy of it.

Solution seekers. We develop technologies, services and innovations that provide concrete results that meet both our customer's needs and are in the best interests of society as a whole.

Acting against climate change. Optimistic and realistic, we will ensure that the electricity we produce is a true, accessible and effective ally in reducing carbon emissions.

Day-to-day responsibility. Through the exercise of our professions, their impact on the environment, our values and know-how, environmental responsibility is our core value.

Our contribution

Building a new *electric world*

Every day we are taking positive action to:

Move away from fossil fuels by providing electricity to meet new and increasing needs.

Ensure France's supply of low-carbon electricity.

Be the forerunner in the industrial and human adventure of the century.

Lead society towards a smooth, fair and all-inclusive transition.

Our value *proposition*

Leading an *electric revolution*

In order to lead society towards carbon neutrality, **we support all our customers in their energy transition with our wide range of innovative solutions that aim to:**

Ensure access to low-carbon energy.

Accelerate the use of electricity within homes, businesses and public spaces.

Enable our customers to use electricity more efficiently, more economically and with greater control.

Provide our customers with more visibility thanks to a long-term partnership.

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The essentials

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Our logos

The EDF logotype has not changed.
It exists only in orange and blue, or in white on a dark background.
For brand recognition purposes, we recommend using the coloured version.
For the first time, there is also an animated version, in order to create a dynamic visual identity that capitalizes on its distinctive Turbine feature. The brand is then shown as going forward.

Download our files



✗ Do not!



Vertical logo



Turbine in orange with white lettering



Coloured version on a coloured background



In one monochromatic colour



Coloured version on a complex background visual



In white on a complex background visual



Altered logo



In a black version

Our logos

Our Turbine is the common asset shared by all the brands in the Group: it is the main reference point when deciding on the size and alignment to use for the logos. This also means that they can be used together for co-branding purposes. Please note that not all of the Group’s subsidiaries are represented on this page.



Our logos

Positioning and dimensions

The Turbine is the unit of measurement for all formats. It defines the protected space, margins, alignments and letter spacing.

The logo is always positioned at the top left-hand corner of the visual medium, placed within its protected space.

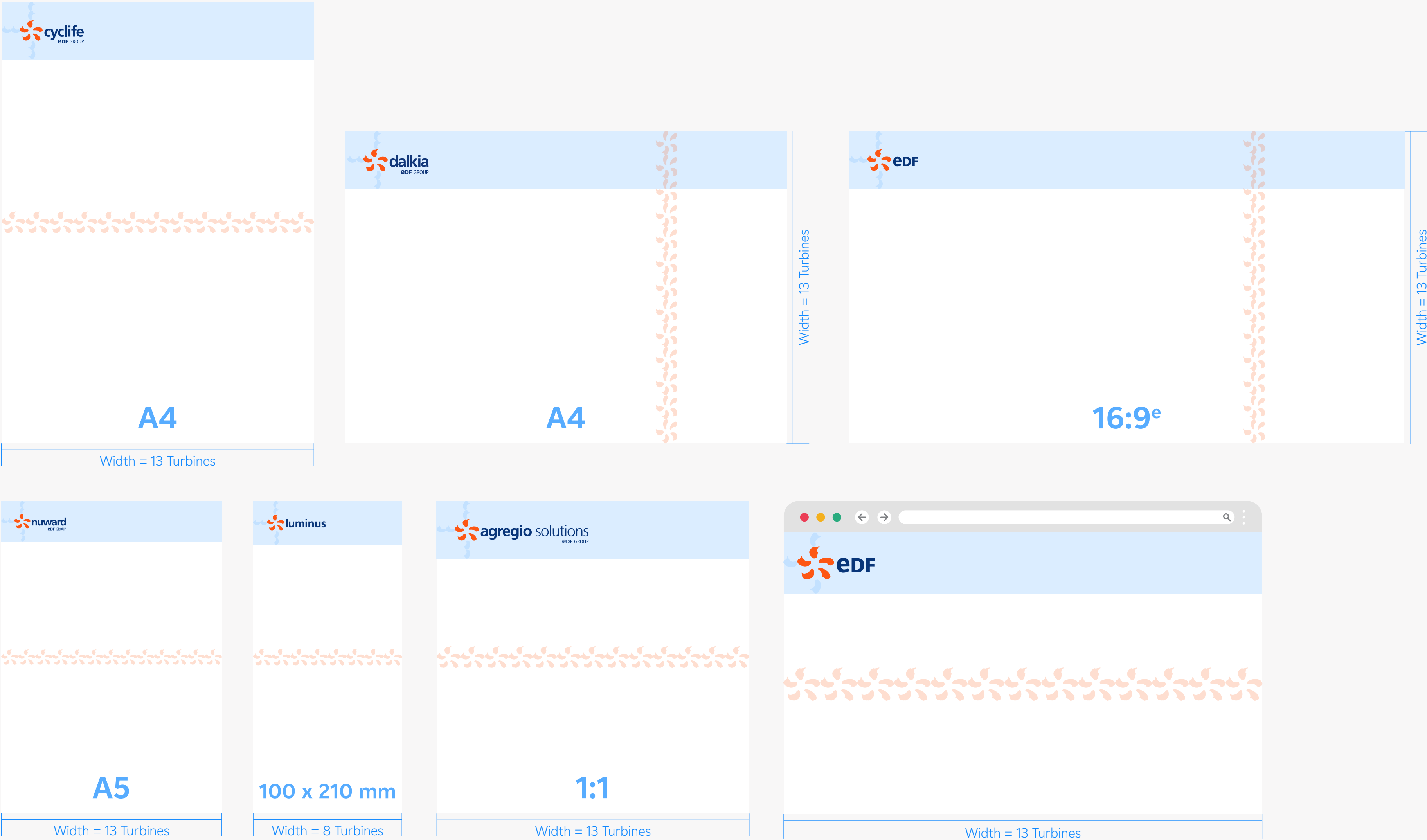
Printed version

2 blades = within the protected space.



Digital version

1 blade = within the protected space.



Our typefaces
Presentation

For complex media with
specific technical constraints
alternative fonts are available.
You will find our typographic
guidelines here.

Download the
typographic guide

EDF 2020 ExtraLight
is our priority font Light
that we use Regular
predominantly Italic
in our brand Bold
territory. ExtraBold

EDF 2020 Soft Light Italic
is our secondary Italic
typeface. Bold Italic

Titles: EDF 2020 Bold and EDF 2020 Soft Bold Italic

Subtitles: EDF 2020 Bold

Texts: EDF 2020 Regular

Title with one word in EDF 2020 Soft

Nunc odia dolor,
venenatis in quam id
placemat reuciat enim

Vestibulum ante ipsum primis in
faucious arcu luctus et ultrices
posuere cubilia curae: Nam a ante
ut eut tinciaune dictum non id est.
Curabitur tellus dui, lagreet
illamcorner lacus nec, semper
sagittis libero.

Proportion rules



Because information legibility is paramount,
EDF 2020 is the main font.
EDF 2020 Soft can also be used occasionnally
to add a softer, warmer human touch.

Our colours

Tones

Electric harmony: 3 tones, including blues, oranges and greens.

1 shade of dark grey can be added for the running text and 2 lighter shades for the background.

For each composition, it is important to leave as much white as possible.

Here's an example showing the approximate proportions for a visual medium that uses a blue tone:



MEDIUM BLUE

CMYK 96/48/0/10

PMS 2388 C

RAL 5005

RGB 16/87/200

#1057C8

DARK BLUE

CMYK 100/90/0/25

PMS 662 C

RAL 5002

RGB 0/26/112

#001A70

LIGHT BLUE

CMYK 86/24/0/0

PMS 2184 C

RAL 5015

RGB 16/137/255

#1089FF

MEDIUM ORANGE

CMYK 0/62/100/0

PMS 2018 C

RAL 2003

RGB 255/134/29

#FF861D

DARK ORANGE

CMYK 0/80/100/0

PMS 172 C

RAL 2004

RGB 254/88/21

#fe5815

LIGHT ORANGE

CMYK 0/32/100/0

PMS 137 C

RAL 1007

RGB 255/178/16

#FFB210

MEDIUM GREEN

CMYK 54/0/100/0

PMS 375 C

RAL D2 110 70 77

RGB 136/217/16

#88D910

DARK GREEN

CMYK 72/0/100/8

PMS 362 C

RAL 6018

RGB 79/158/48

#4F9E30

LIGHT GREEN

CMYK 32/0/90/0

PMS 2297 C

RAL D2 100 80 80

RGB 192/228/16

#COE410



DARK GREY

CMYK 0/0/0/90

PMS 447 C

RGB 51/51/51

#333333

For texts

LIGHT GREY

CMYK 0/0/0/15

PMS Cool Grey 3 C

RGB 224/224/224

#E0E0E0

For background

EXTRA LIGHT GREY

CMYK 0/0/0/5

PMS Cool Grey 1 C

RGB 248/247/247

#F8F7F7

For background

12

Our colours

Digital

Digital media standards differ and require a certain level of adaptation and contrast between the background and the main text. Therefore, darker shades should always be used for the text.

See our experience system

Titles colours for large titles

WHITE BACKGROUND #FFFFFF	LIGHT BLUE BACKGROUND #1089FF	LIGHT ORANGE BACKGROUND #FFB210	LIGHT GREEN BACKGROUND #C0E410
TEXT IN DARK BLUE #001A70	no	Aa	Aa
TEXT IN EXTRA DARK ORANGE #D6430A	no	no	no
TEXT IN EXTRA DARK GREEN #307A10	no	no	no
TEXT IN DARK GREY #333333	no	Aa	Aa

Do not!

Aa	
Insufficient contrast	Very dark orange on a block of solid colour
Aa	Aa
Text on an extra dark orange	Insufficient contrast
Aa	Aa
Illegible text	Insufficient contrast
Aa	
Insufficient contrast	

Text colours

WHITE TEXT #FFFFFF ON DARK GREY BACKGROUND #333333
Aa
DARK GREY TEXT #333333 ON WHITE BACKGROUND #FFFFFF
Aa

Colour of design elements

LIGHT GREY #E0E0E0

Background colour

EXTRA LIGHT GREY #F8F7F7
WHITE #FFFFFF

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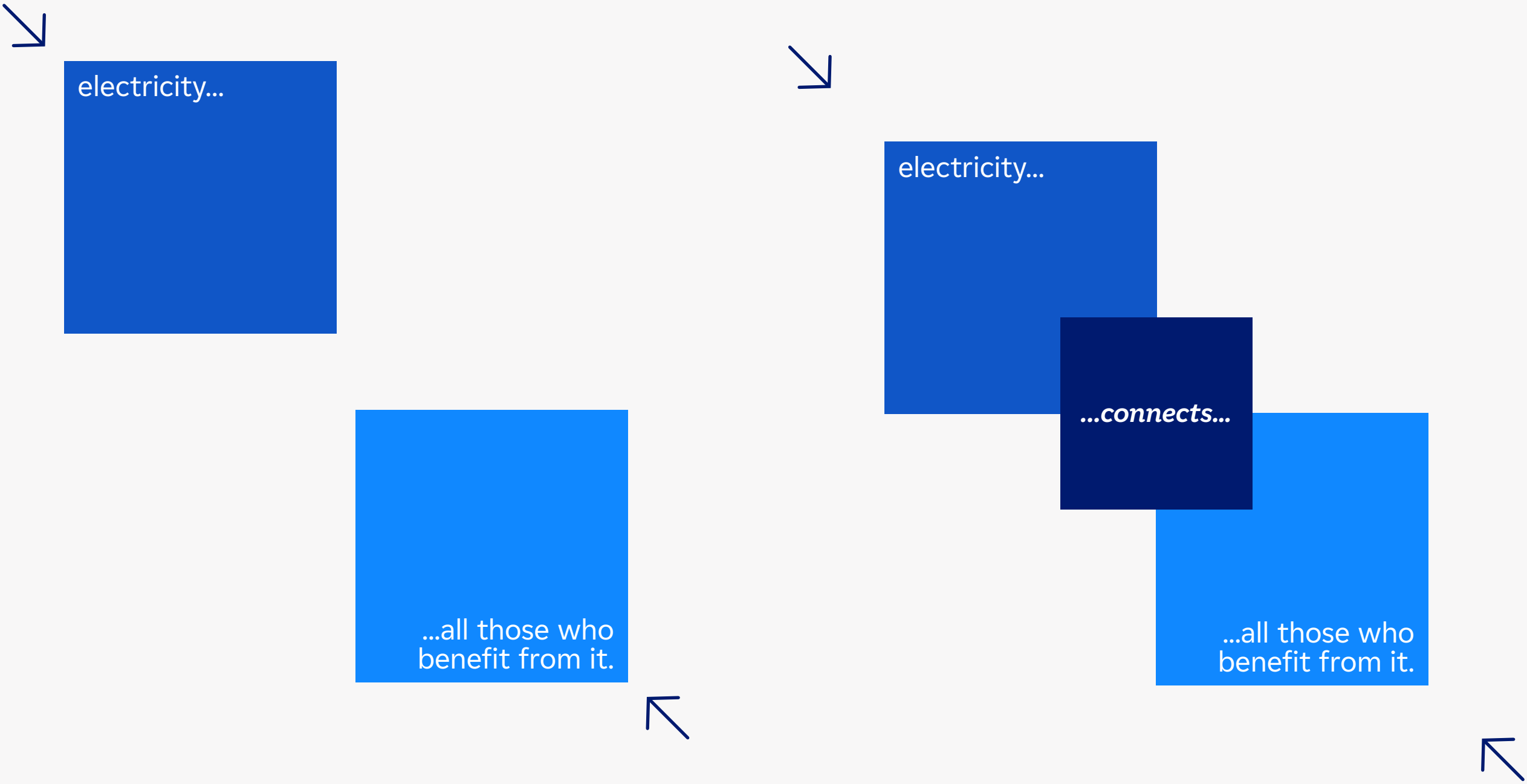
The Connection Principles

Our visual territory aims to emphasize the importance of electricity in people's lives and to highlight its ability to improve lives in a sustainable way.

From a design perspective, this is visually portrayed by creating a Connection between the contribution made by our expertise and the benefits linked to the use of electricity.

At the crossroads of the two elements, the Turbine demonstrates the vital role played by EDF.

The Connection between:



At the crossroads of the electricity and the users: the Turbine of our logos as a mathematical symbol.

The Connection Principles

The Connection is modular:
it can be used for
iconography, colours
or patterns in simple
compositions.

The Connection
between two
different images



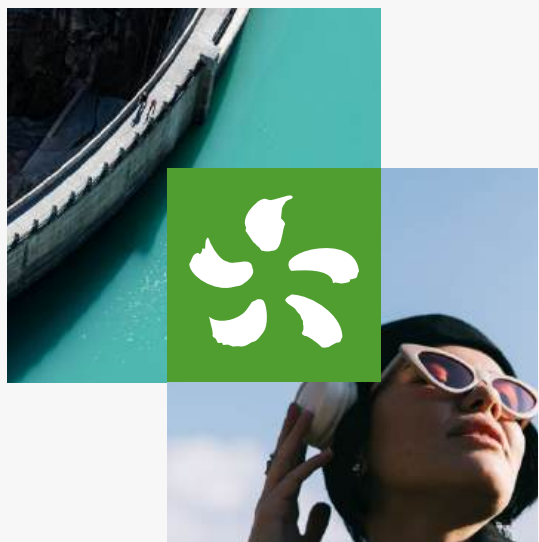
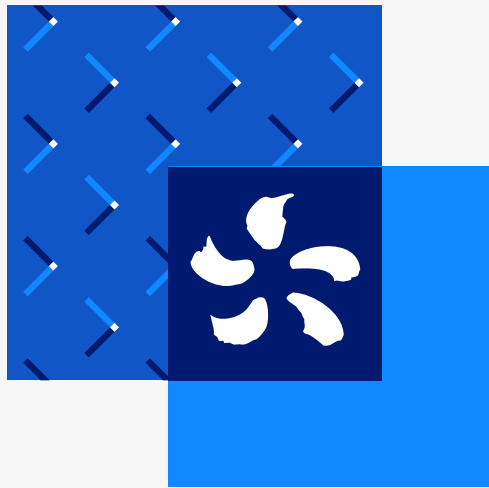
The Connection
between an image
and a block of solid colour



The Connection
between two blocks
of solid colour from our tones



The Connection between
a solid block of colour
and a pattern from our tones

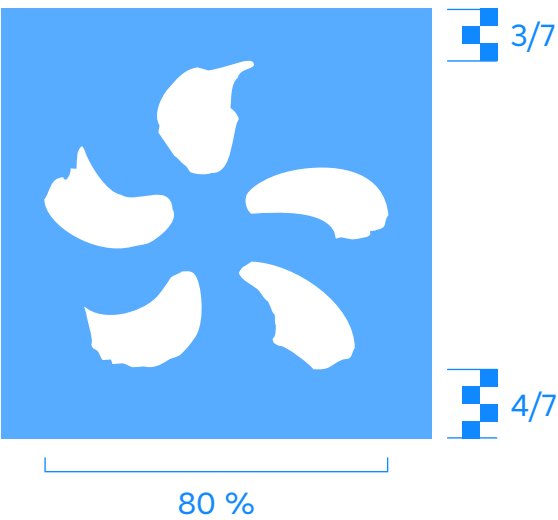


The Connection Proportions

Minimum proportions must be applied to ensure the legibility of all content added to the Connection. The Turbine's size and position within the square is well-framed to ensure legibility in different formats. Ready-to-use examples are available.

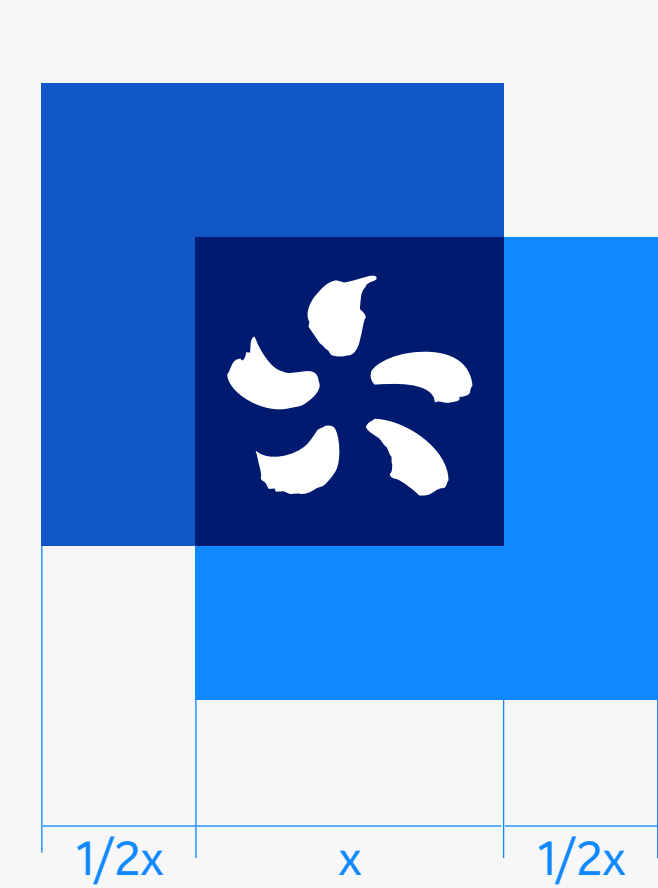
Download the Turbine

The placement of the Turbine within the square remains unchangeable:

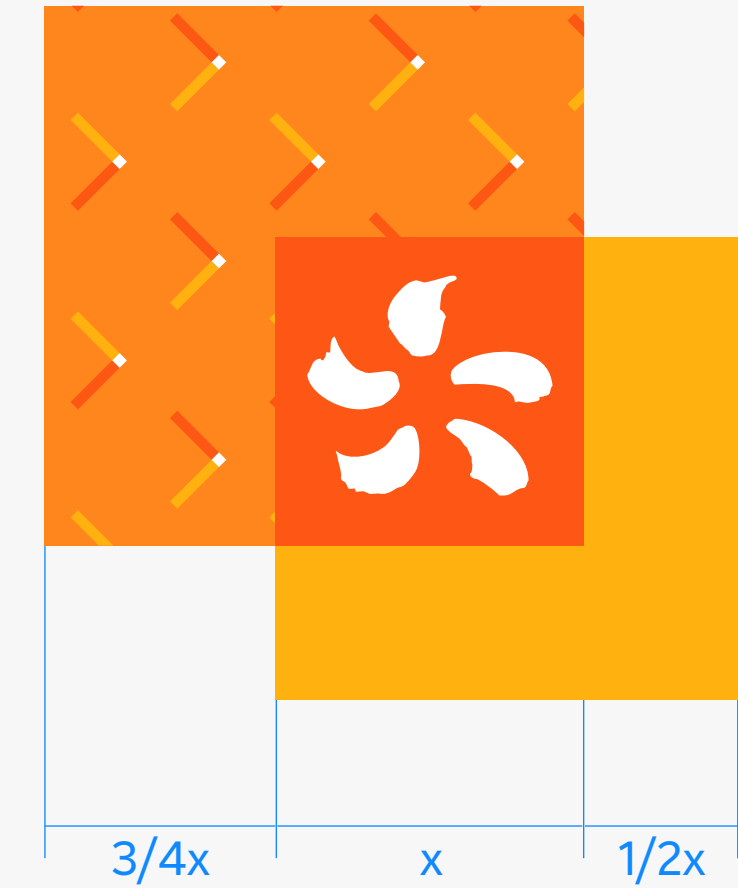


Minimum proportions:

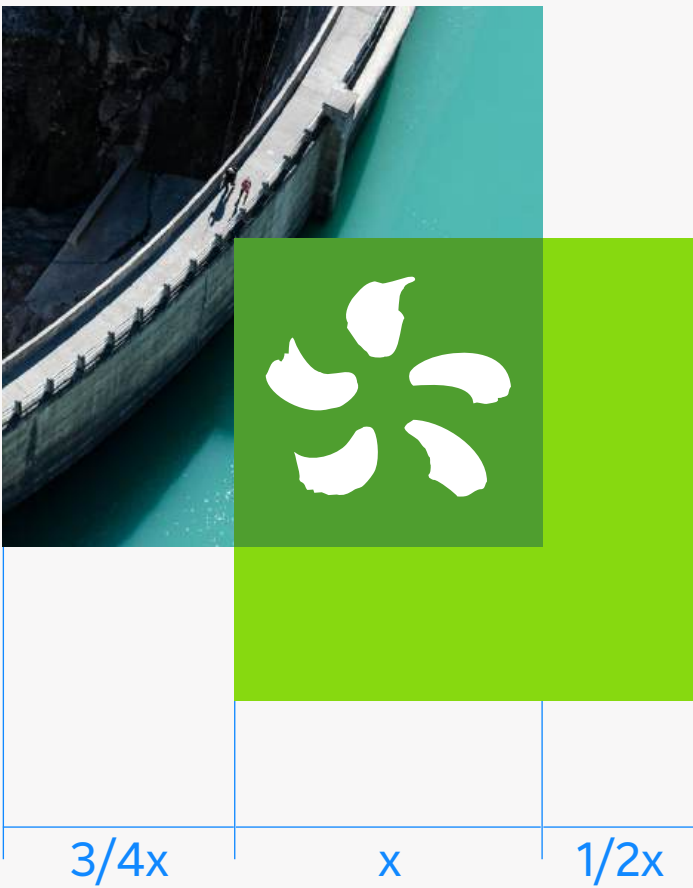
Colour



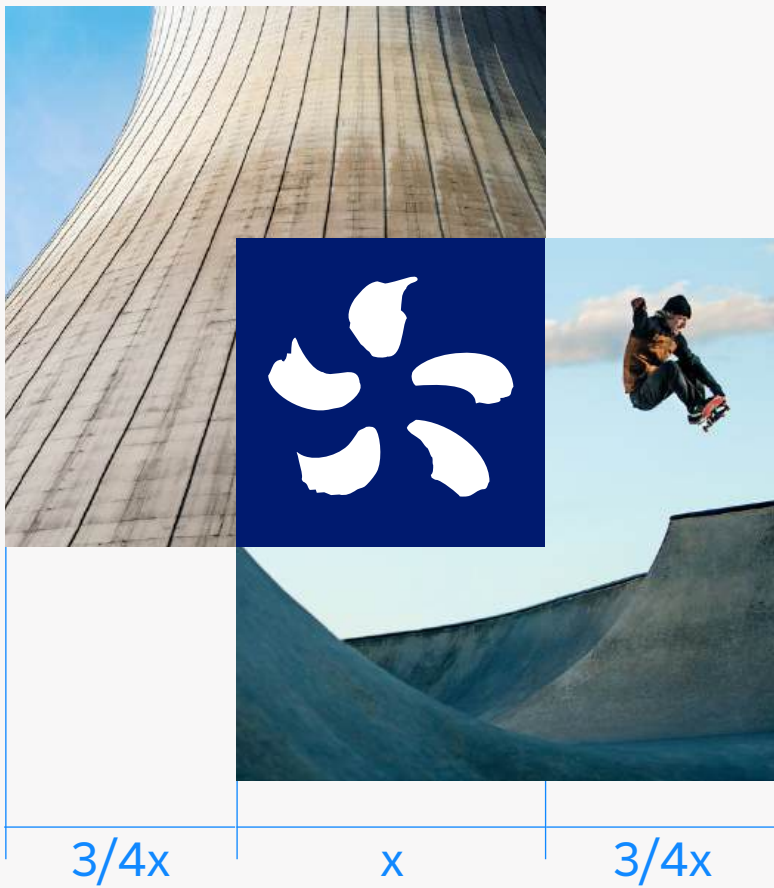
Colour + patterns



Colour + images



2 images



Minimum proportions:

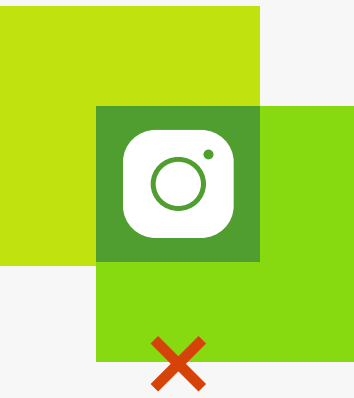
Do not!



Wrong alignments and colours



Wrong proportions and altered Turbine



Connection with another element at its centre



Mixing the tones and use one single blade



Stencilled turbine with a coloured background block



1 image linked to a pattern



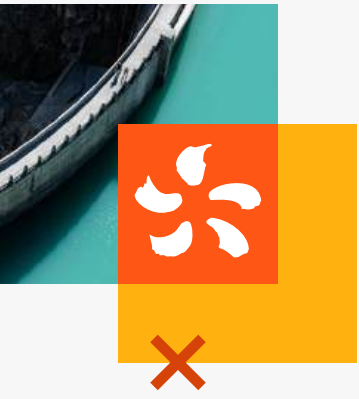
Adding 2 images that both display users



2 images that both display electricity



People in both images



An incorrect tone

The Connection Compositions

There are various ways of creating harmony in the Connection's two different sections: either through colours, shapes or common design elements. EDF's contribution always appears in the left-hand block, whether it is above or below; electricity usage is always shown in the right-hand block.

Colorimetric system

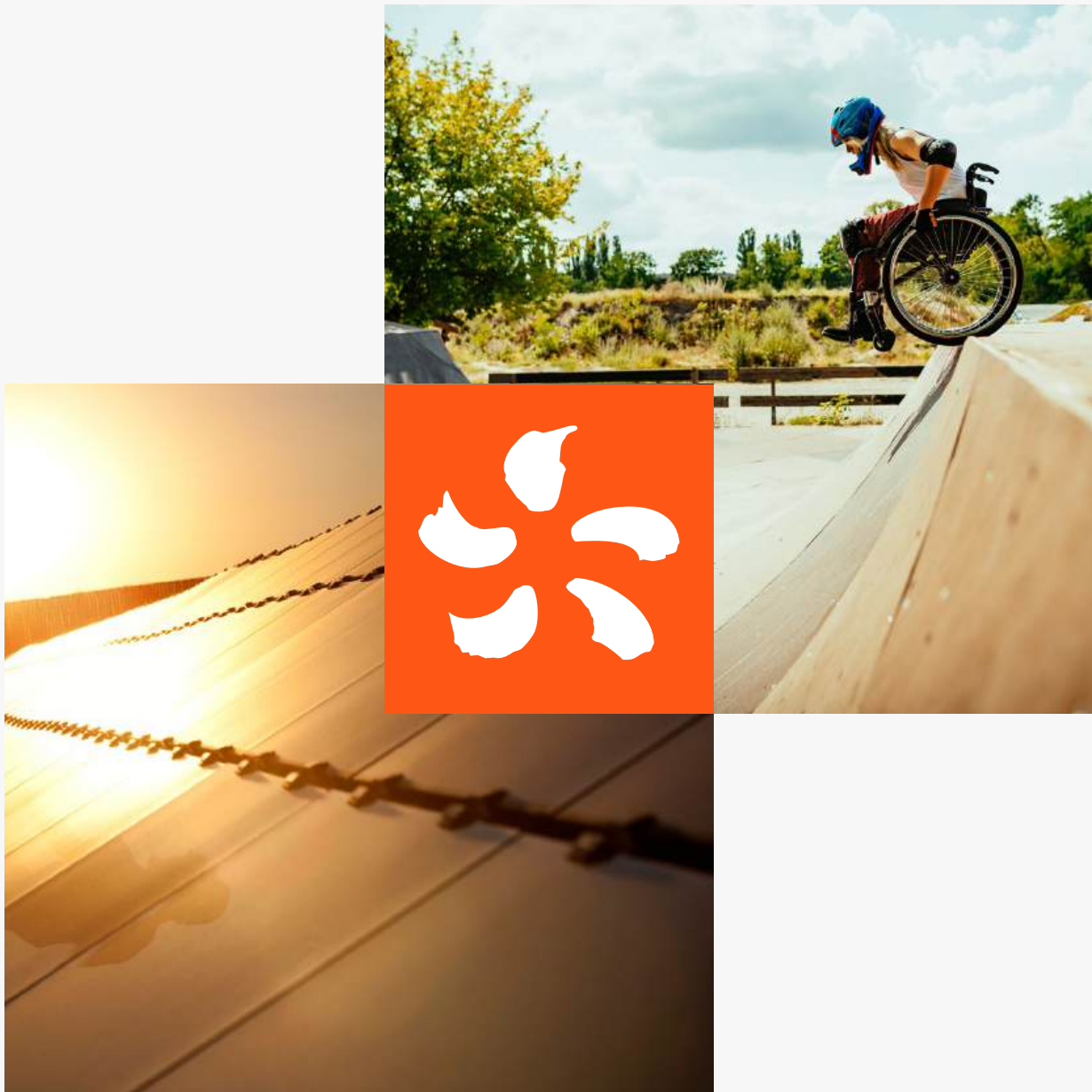


Electricity



All those who benefit from it.

A continuity of forms



All those who benefit from it.



Electricity

Decorative elements



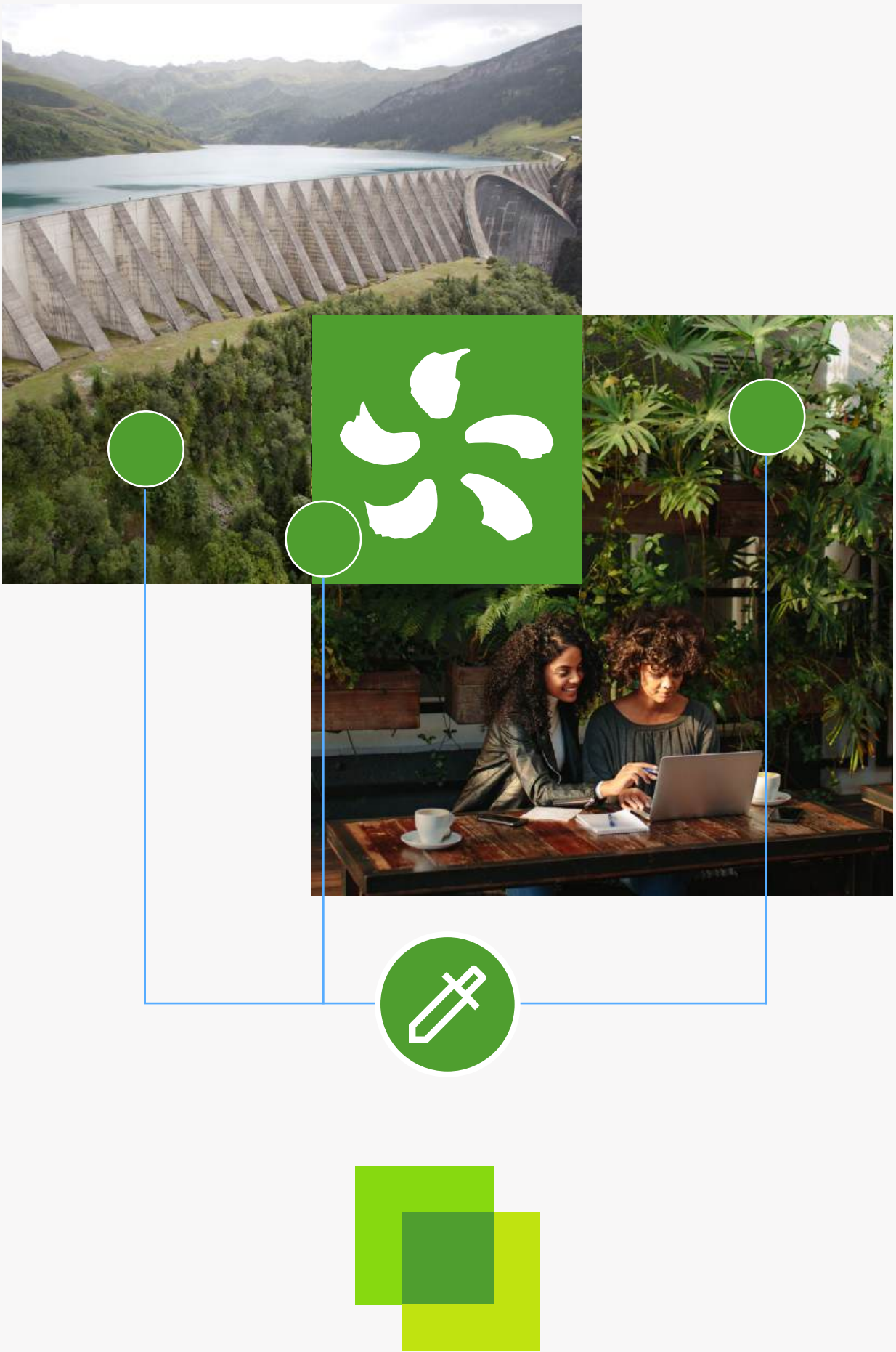
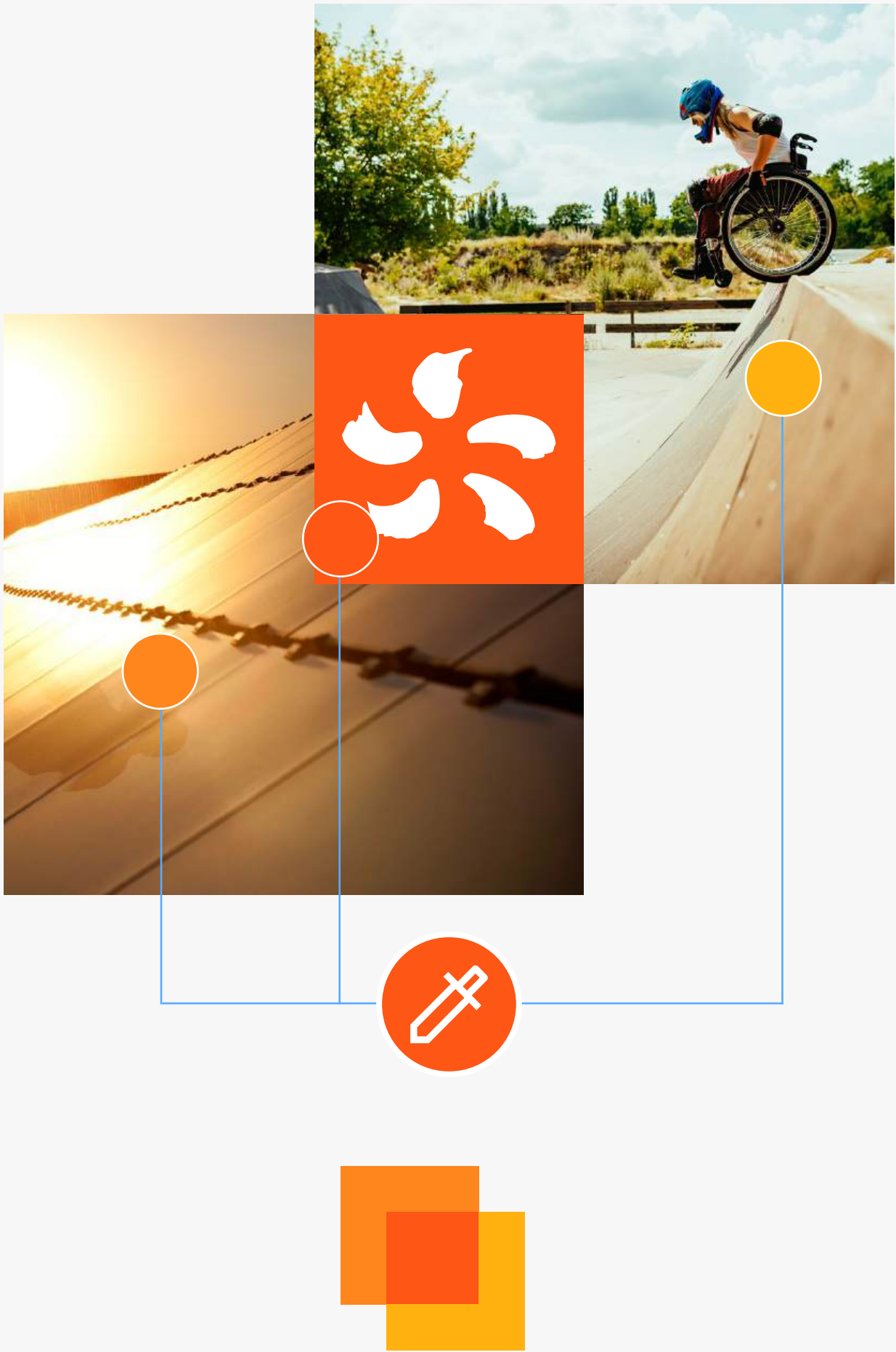
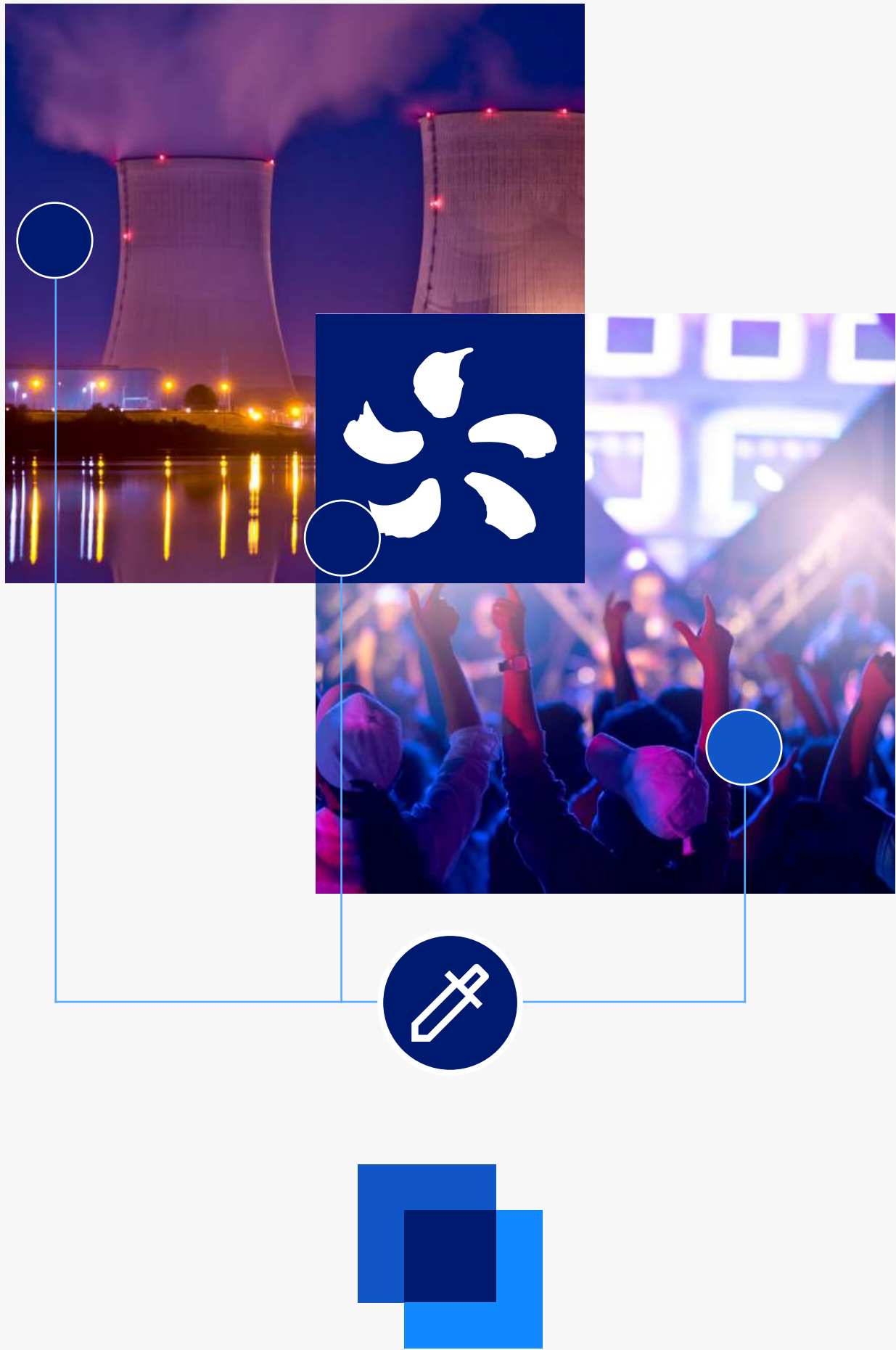
Electricity



All those who benefit from it.

The Connection Compositions

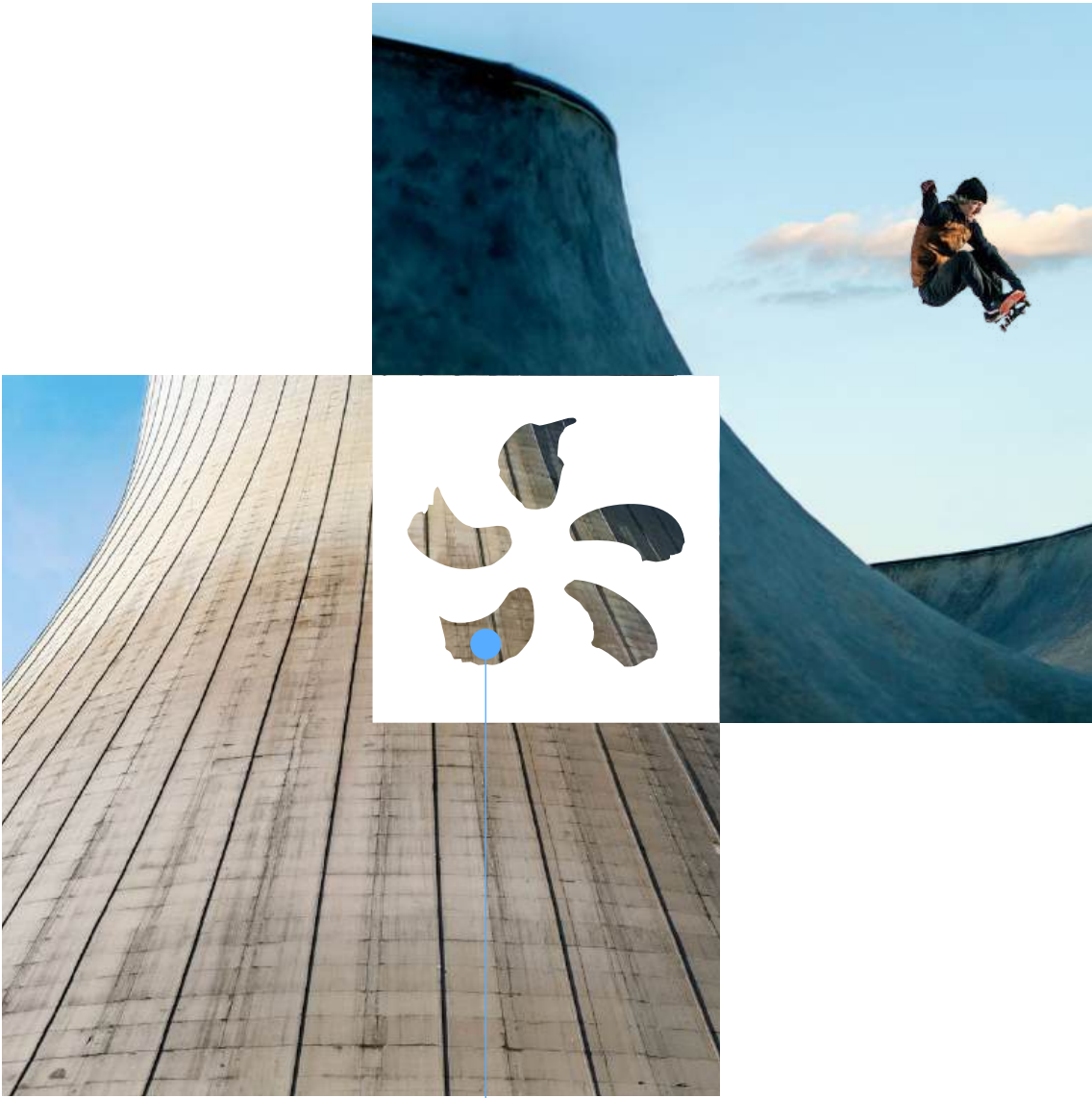
The Turbine's background colour, within the square, must tie in with this visual harmony aspect.



The Connection

Expert's section

With the right communication tools, you can create three different types of compositions.



Using a white square with a transparent Turbine, to create a more harmonious composition with clear visuals.



Adding a neutral textured background from one of the 2 visuals at the centre of the Connection, recalling a texture from the “Contribution” image, and a white Turbine to ensure it stands out clearly within the composition.



Working with lines and curves to create two harmonious and connected visuals.

The Connection

Turbine size within a visual medium

The size of the Turbine in the square can vary depending on the format, in order to adapt to specific content constraints.

The minimum size for smaller formats varies from 1/5 to 1/7 of the smaller side of the format.

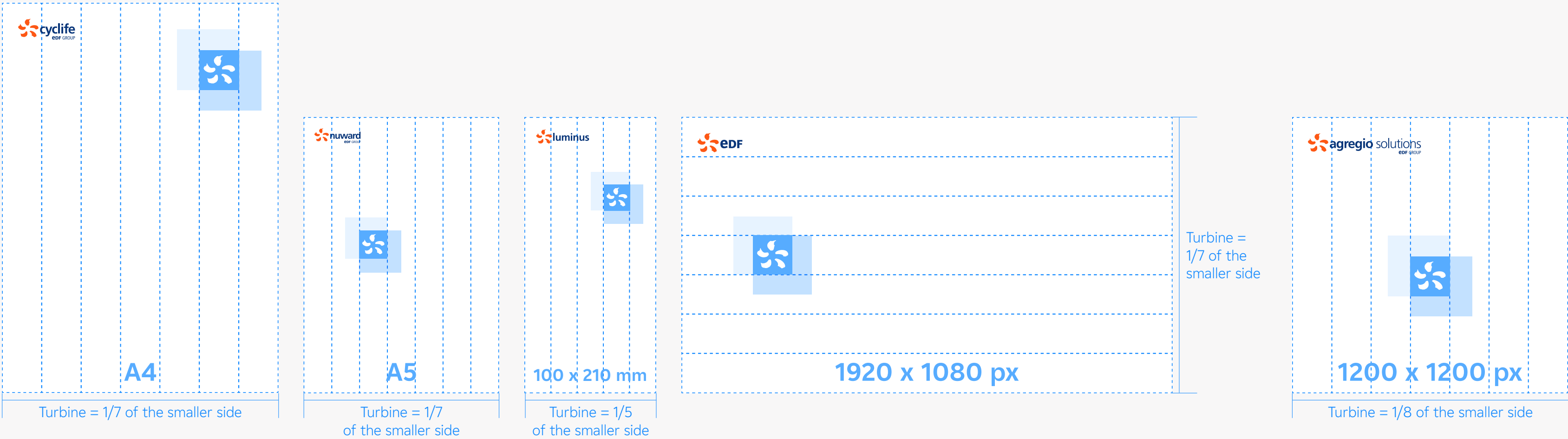
In this way, the turbine in its square can be easily distinguished from the size of the turbine in the logo.

The maximum size for larger formats varies from 1/3 to 1/4 of the smaller side of the format.

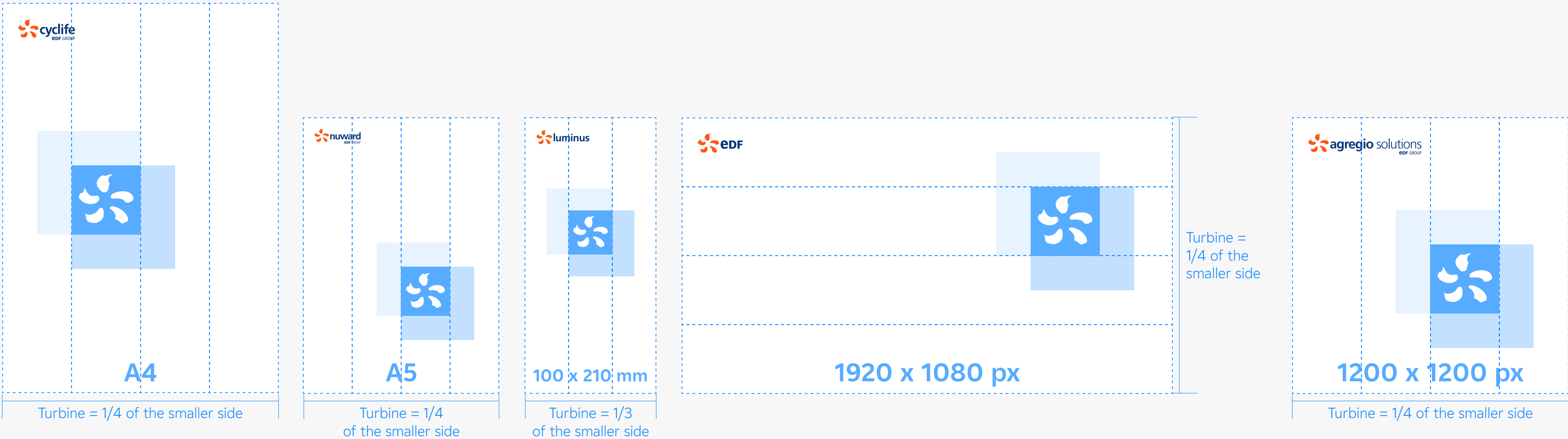
In this way, the Turbine is highlighted within the Connection, without taking visual importance away from the rest of the content (images or texts) or the white background area.

The use of the turbine in the square does not replace our logo, which must always be present on all visual media.

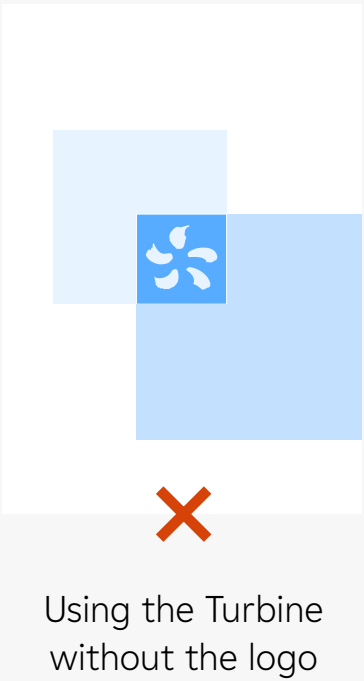
Minimum size



Maximum size



Do not!

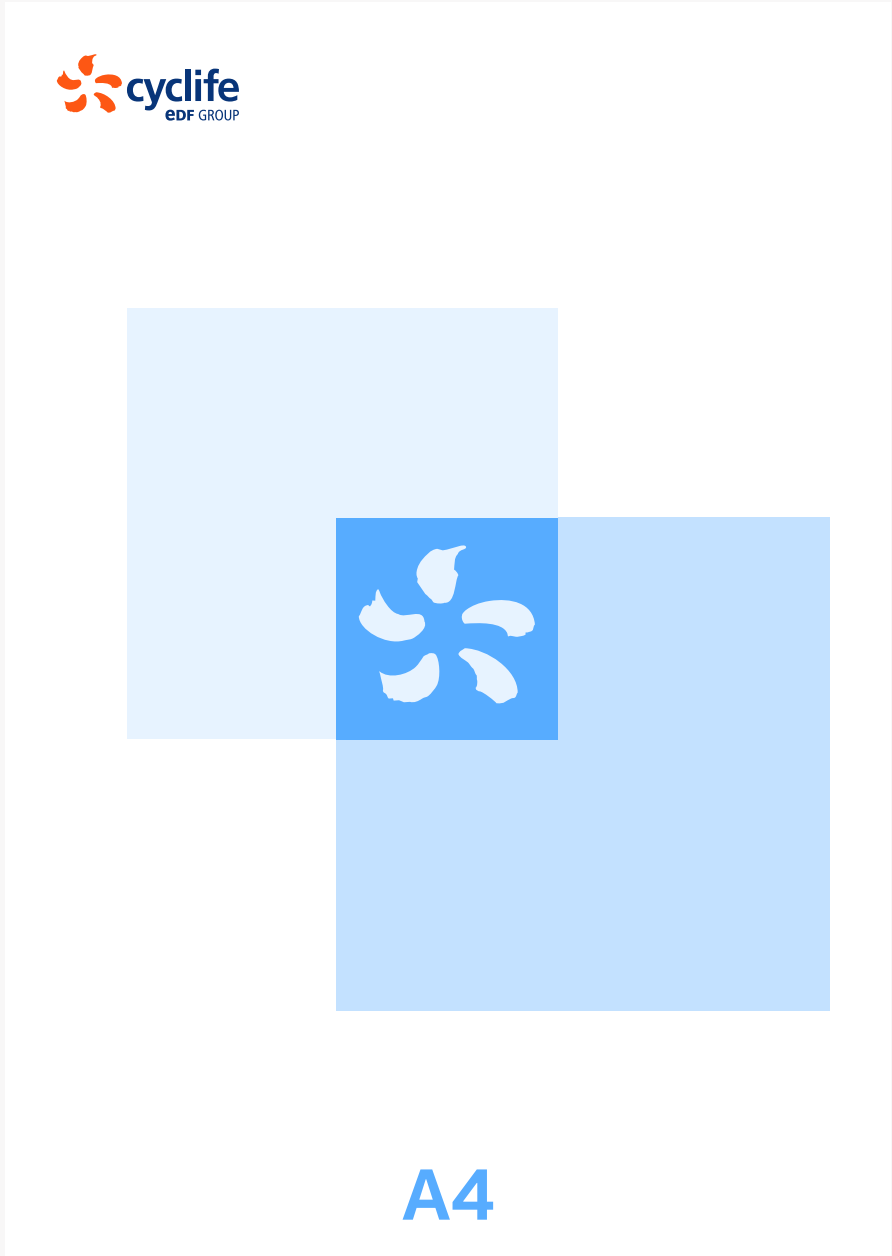


The Connection

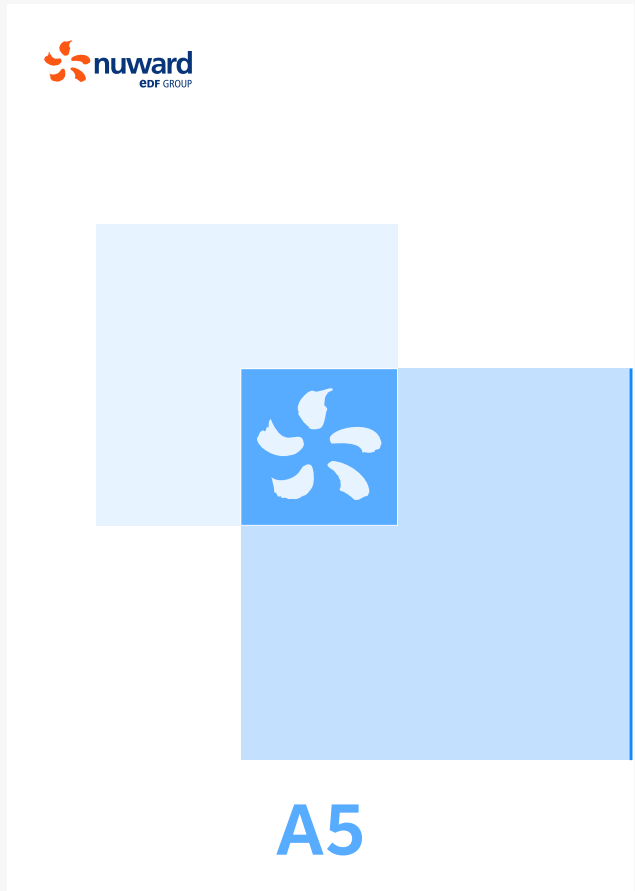
The Connection within a visual medium

The Turbine always must be placed in the centre of the Connection.

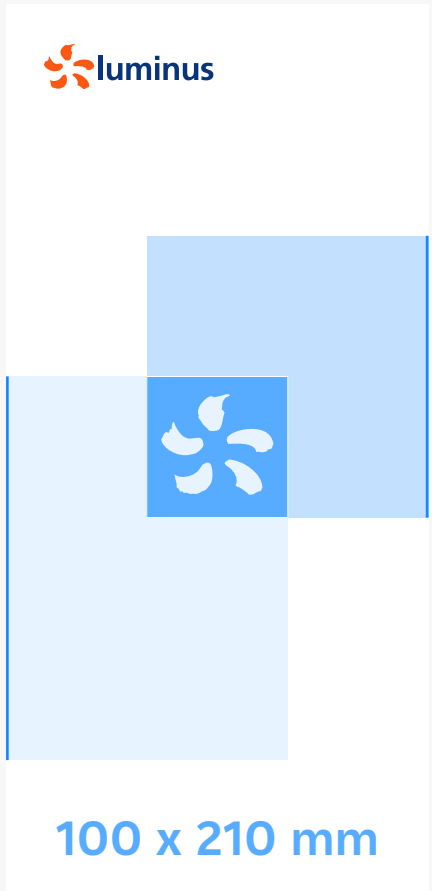
Both squares can be placed entirely on a white background, or one, two, three or even four sides of the square can be placed on the edge of the page.



No sides placed at the edge



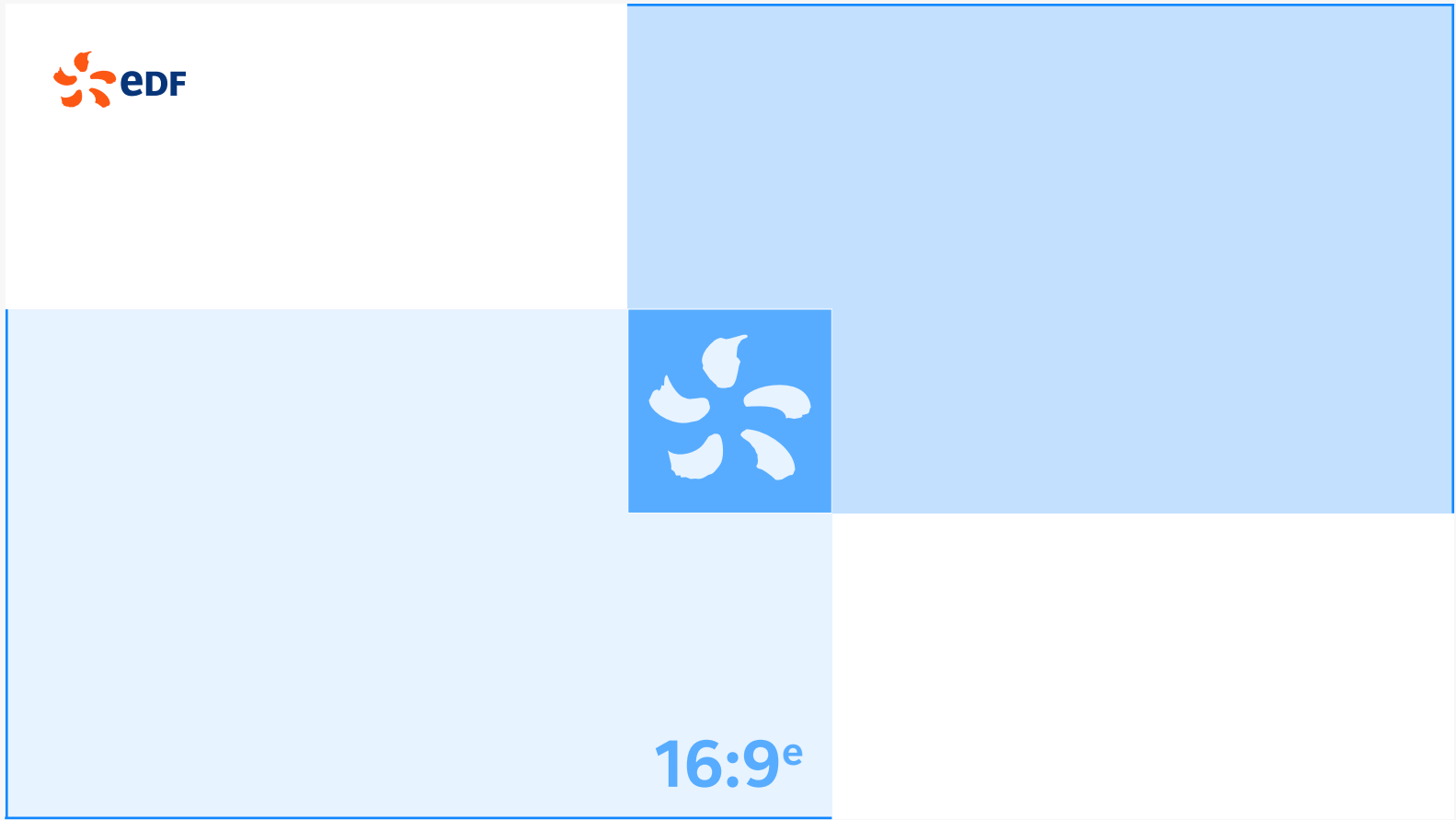
1 side placed at the edge



2 sides placed at the edge



3 sides placed at the edge



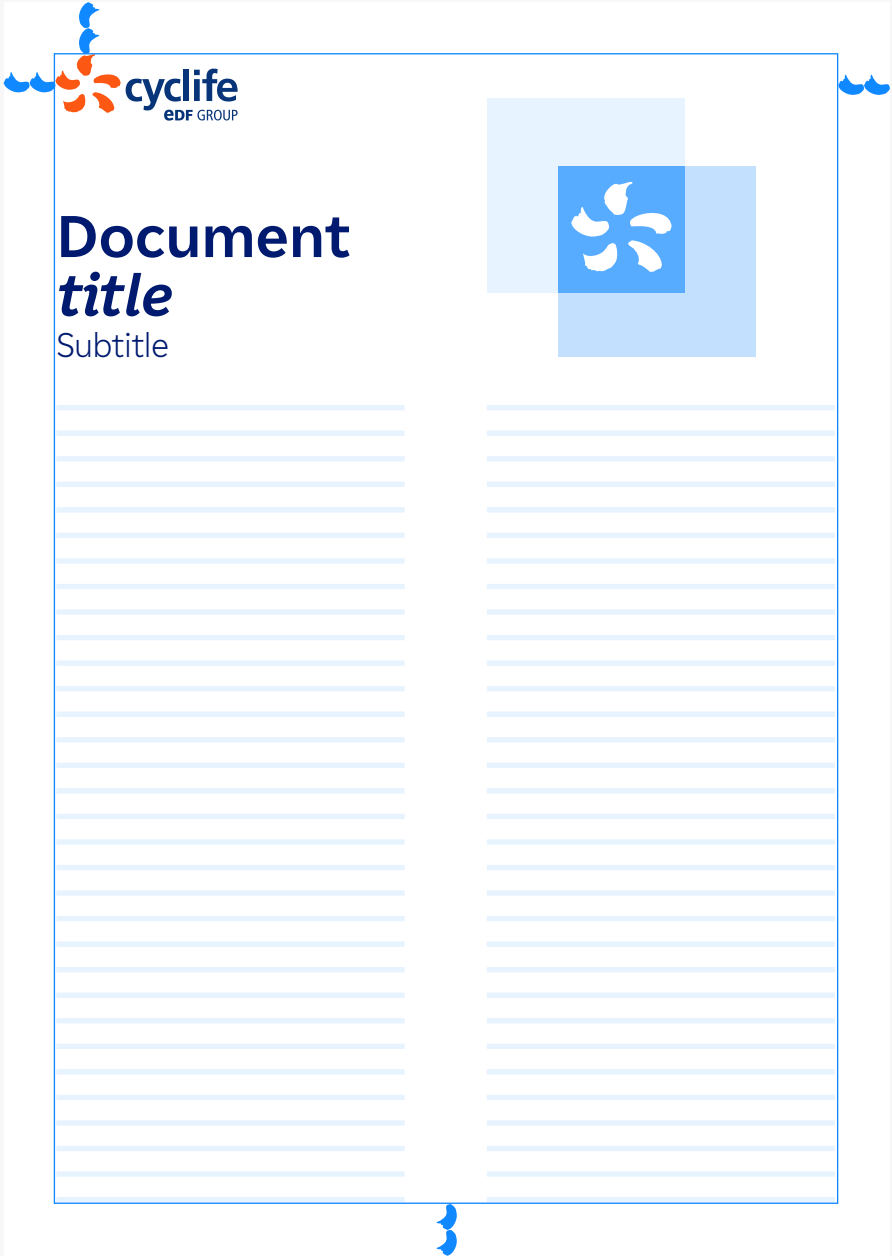
4 sides placed at the edge

The Connection

The Connection within a visual medium

Text can be incorporated into the composition's format depending on the logo's protected space.

Titles and subtitles can be placed either outside the Connection or inside one of the squares, in keeping with graphic design elements.



A4



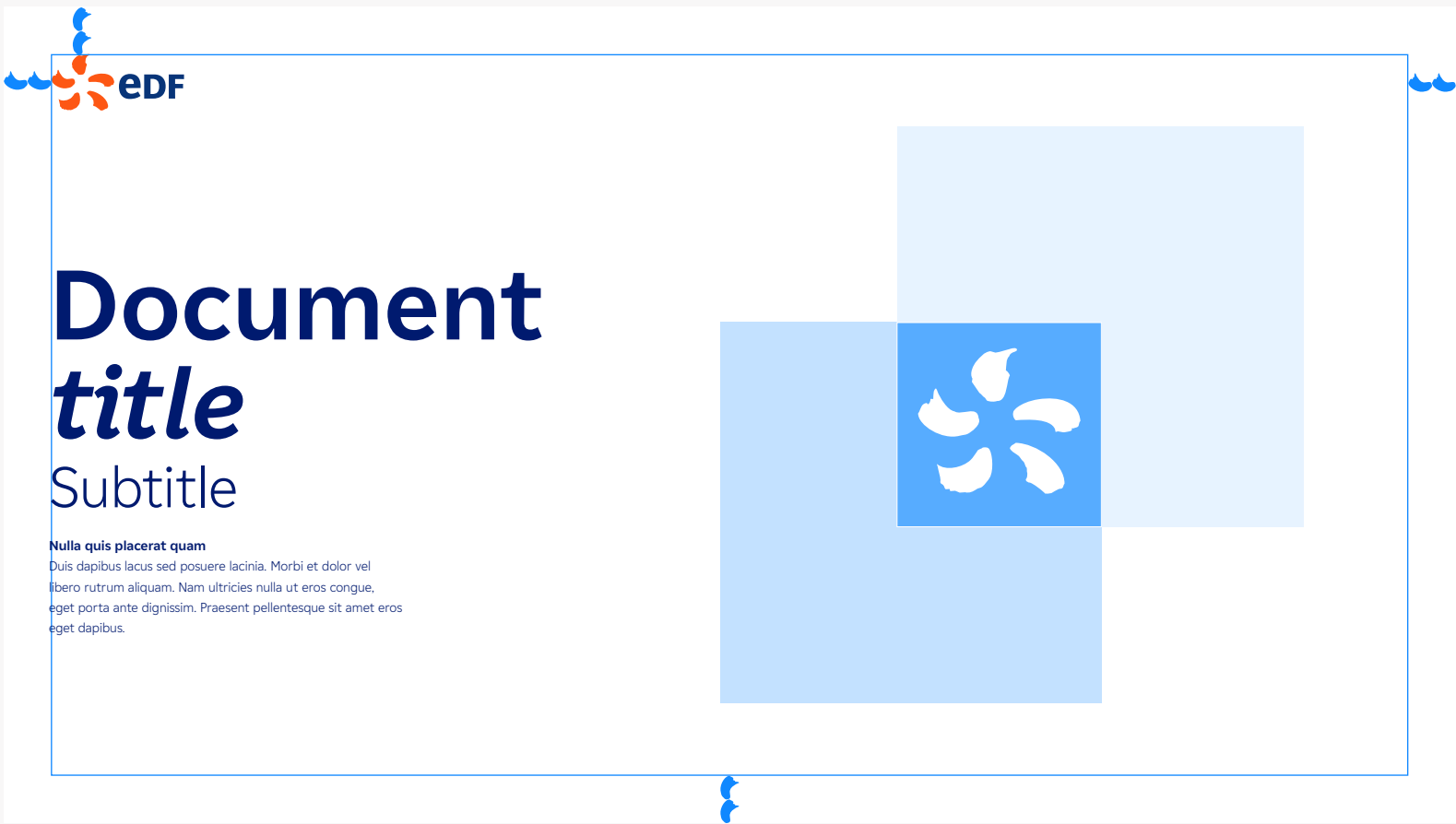
A5



100 x 210 mm



1:1



16:9

The Turbine

Expert's section

When the Connection cannot be used, the Turbine can be added as the main part of a visual in order to reveal and effectively emphasize the importance of electricity.

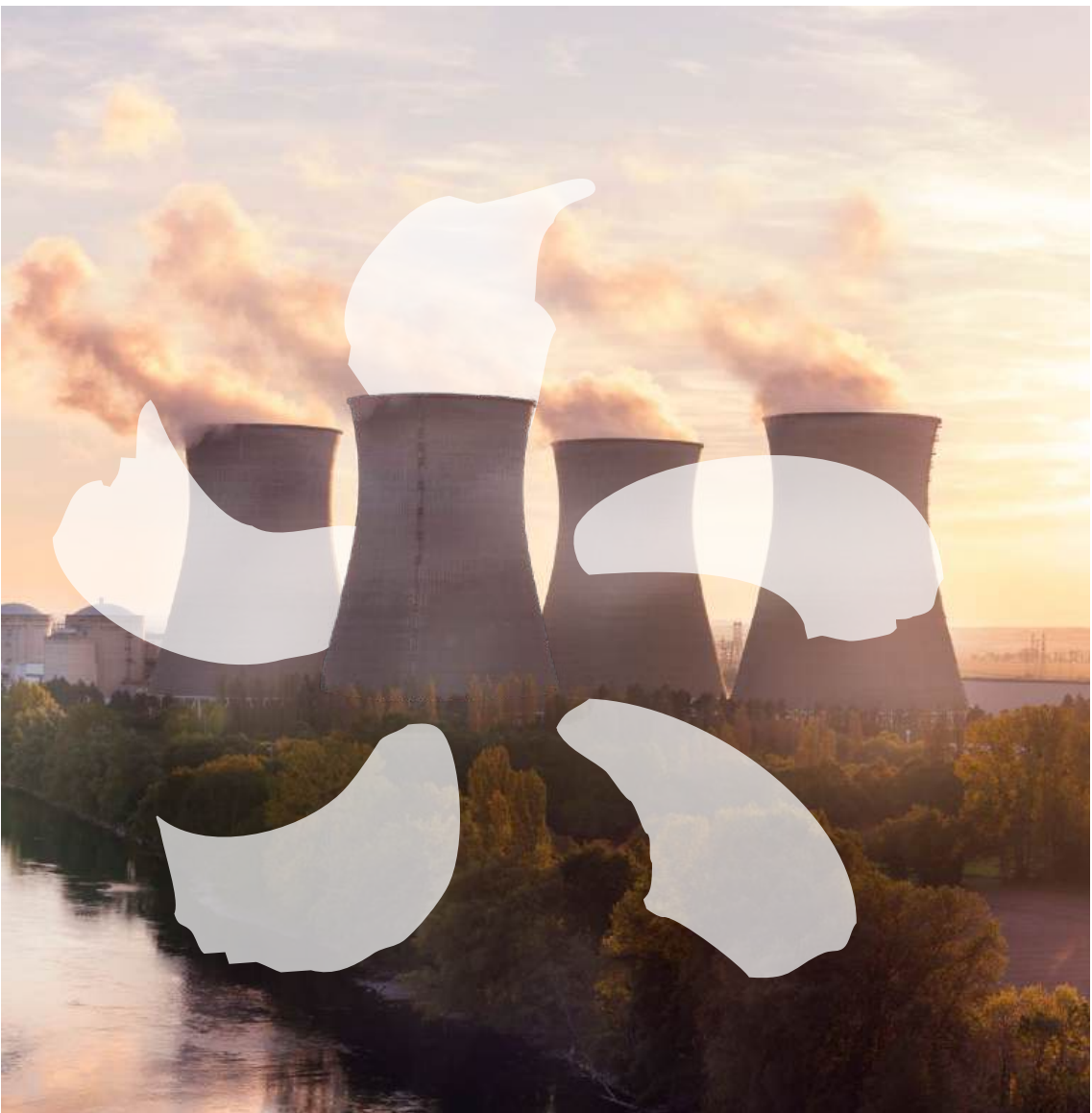
In this case, the Turbine is transparent and positioned strategically around the key subject in the image.

This transparency (50% to 70%) Turbine version is always white.

The Turbine is not just placed on the image: it becomes an integral part of it.

Transparency

The Turbine is always white with a transparency of between 50% and 70%.



✗ Do not!



White turbine on a light background



Turbine too far away from the main subject



Transparent coloured turbine



Transparent turbine with the Connection



Contour around the turbine



More than one transparent turbine logo

The Turbine

Expert's section

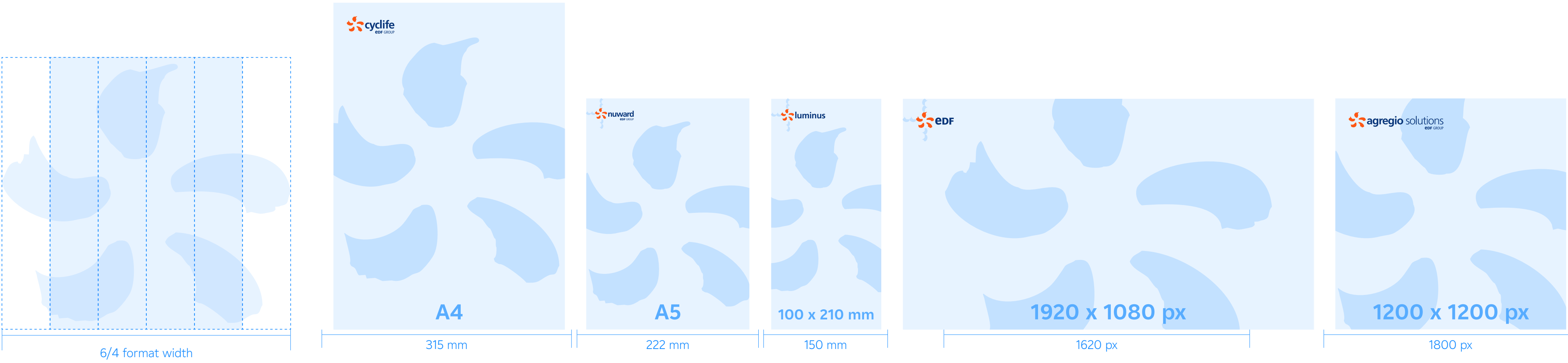
The Turbine's size can vary depending on each format. This size varies between 3/4 and 6/4 the smaller side of the format.

The transparent Turbine is always placed behind the Connection's main theme, and its centre should always highlight the character or object.

Minimum size



Maximum size



The Turbine

Expert's section

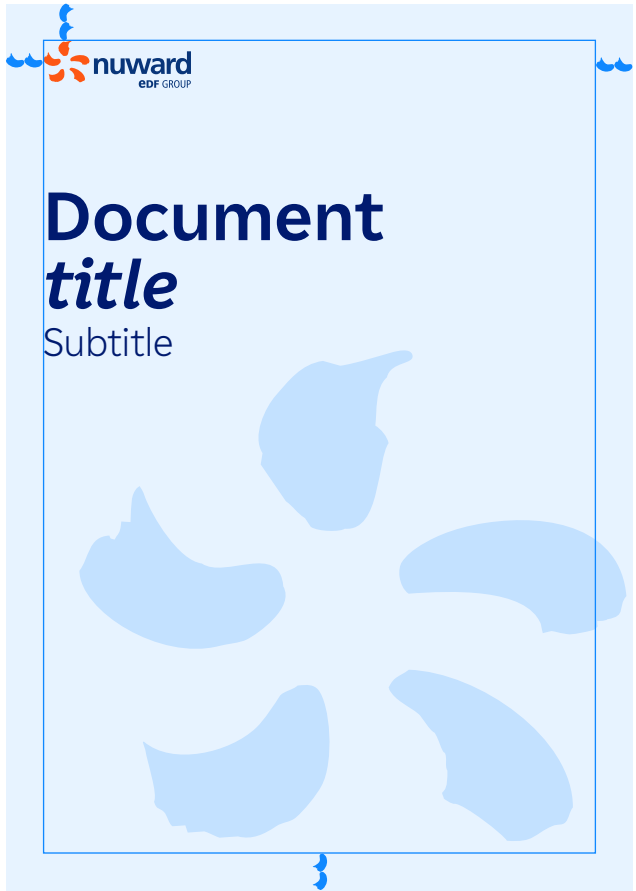
Text is also placed on the page depending on the Turbine's position.

The general page layout can vary depending on the format and the amount of text.

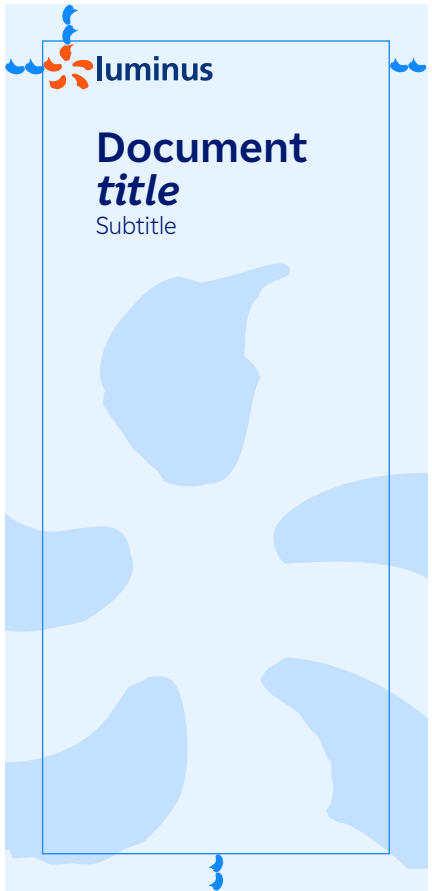
Whenever possible, always try to align the elements to create a harmonious page composition.



A4



A5



100 x 210 mm



1:1



16:9

✗ Do not!



Do not write on the Turbine.

Iconography

From an electricity perspective

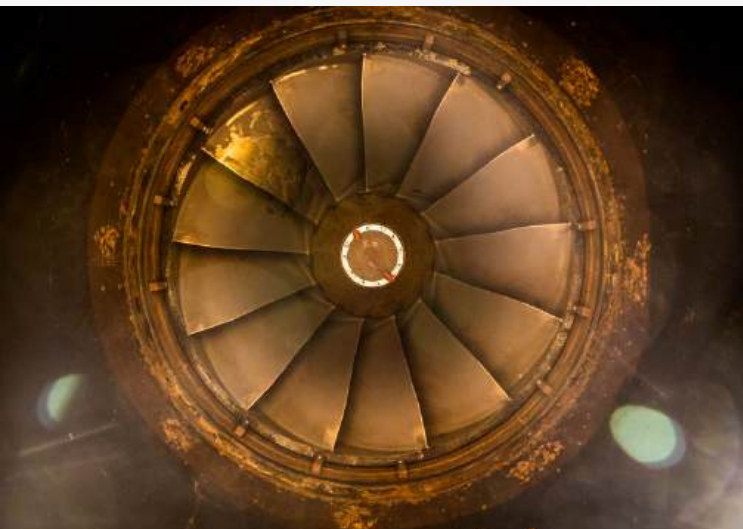
EDF's contribution in the Connection can be portrayed in two ways: by representing a production facility, or by highlighting the women and men who work in the company.

An iconography that is:

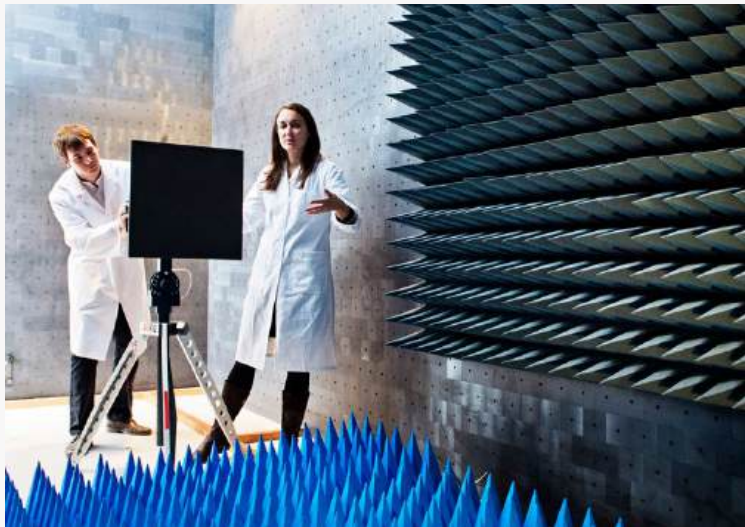
- 1. **all inclusive:** age, gender, ethnicity, social status, disability, place of residence, etc.
- 2. **realistic:** as close to reality as possible, with natural, spontaneous pauses shown in action.
- 3. **natural:** clear and bright photos without any unnecessary extras or photo editing.

[Access the mediacenter](#)

Production



Services



✗ Do not!



Inactive production equipment



Dark pictures



Unnecessary extras

Iconography

From the users perspective

An iconography that is:

- 1. **all inclusive:** age, gender, ethnicity, social status, disability, place of residence, etc.
- 2. **realistic:** as close to reality as possible, with natural, spontaneous pauses shown in action.
- 3. **natural:** clear and bright photos without any unnecessary extras or photo editing.

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The public



Businesses and local authorities



✗ Do not!



No electric use



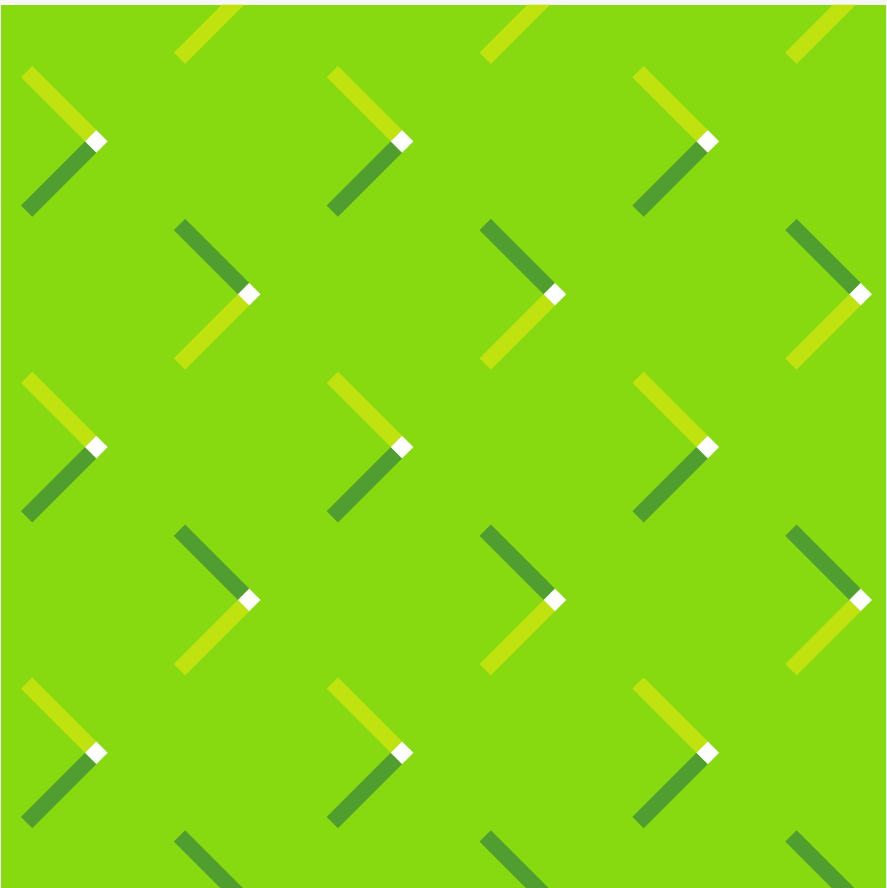
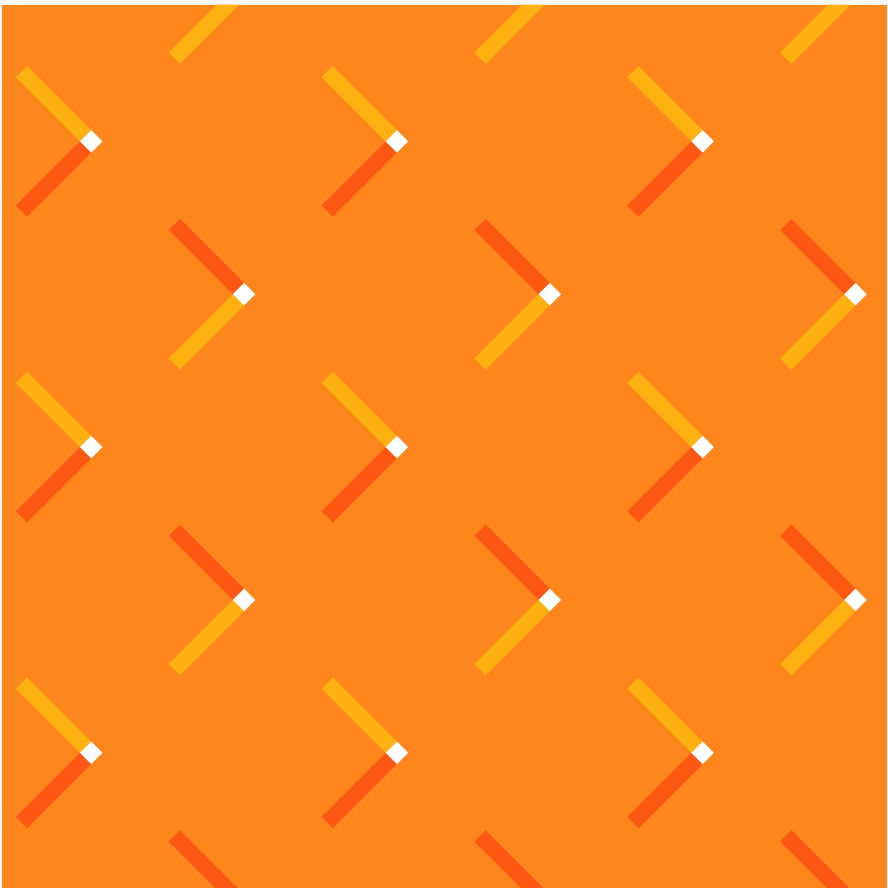
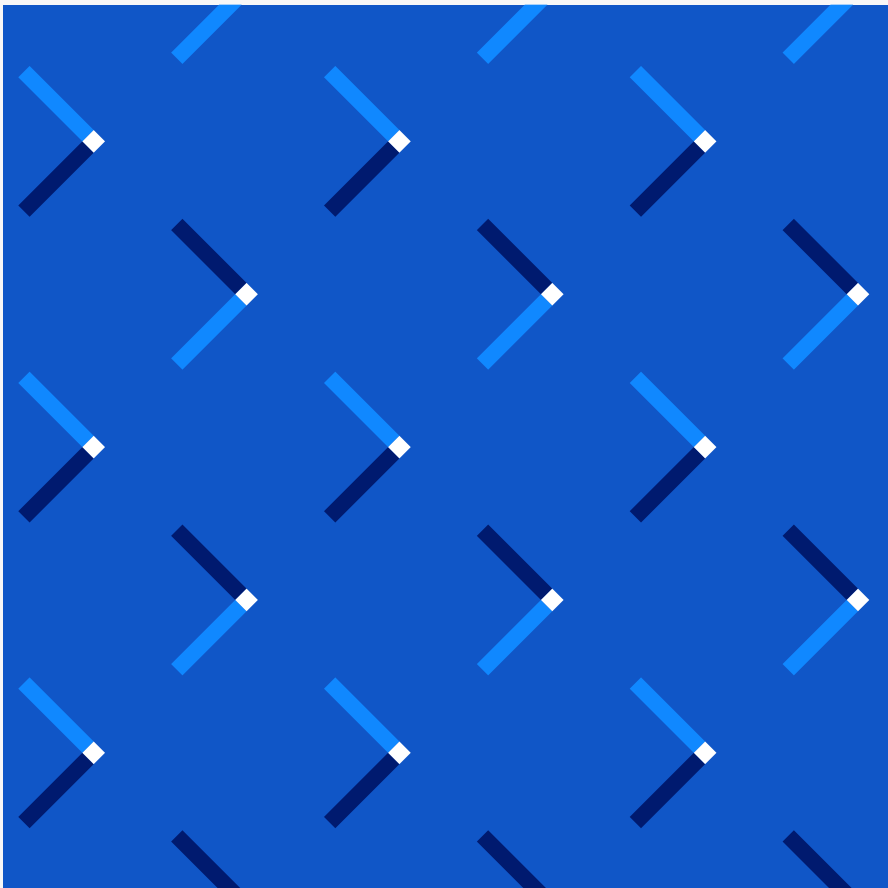
Unnecessary extras

Patterns

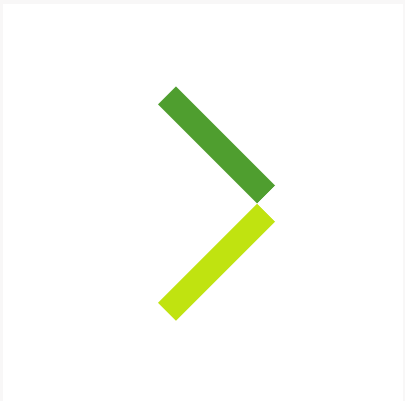
Patterns are created based on the median colour of the tone. The arrows must move to the right in order to convey a feeling of movement and avoid visual confusion. Old patterns can no longer be used.

Download the patterns

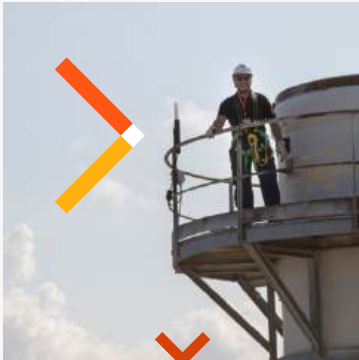
As a background pattern



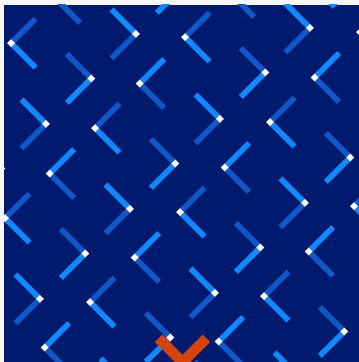
As a bullet point system for text and signage



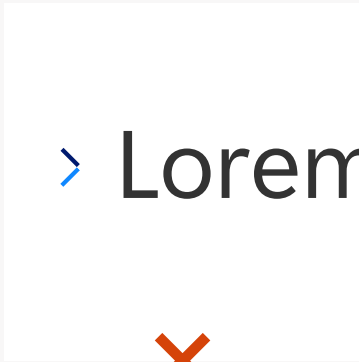
✗ Do not!



With an image



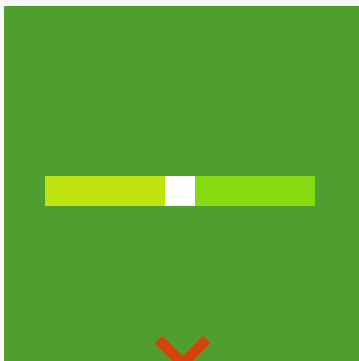
Old patterns



Bullet point too small



Old symbol “+”



Old symbol “-”

Pictograms

Pictograms are a simple and effective way of communicating an idea.

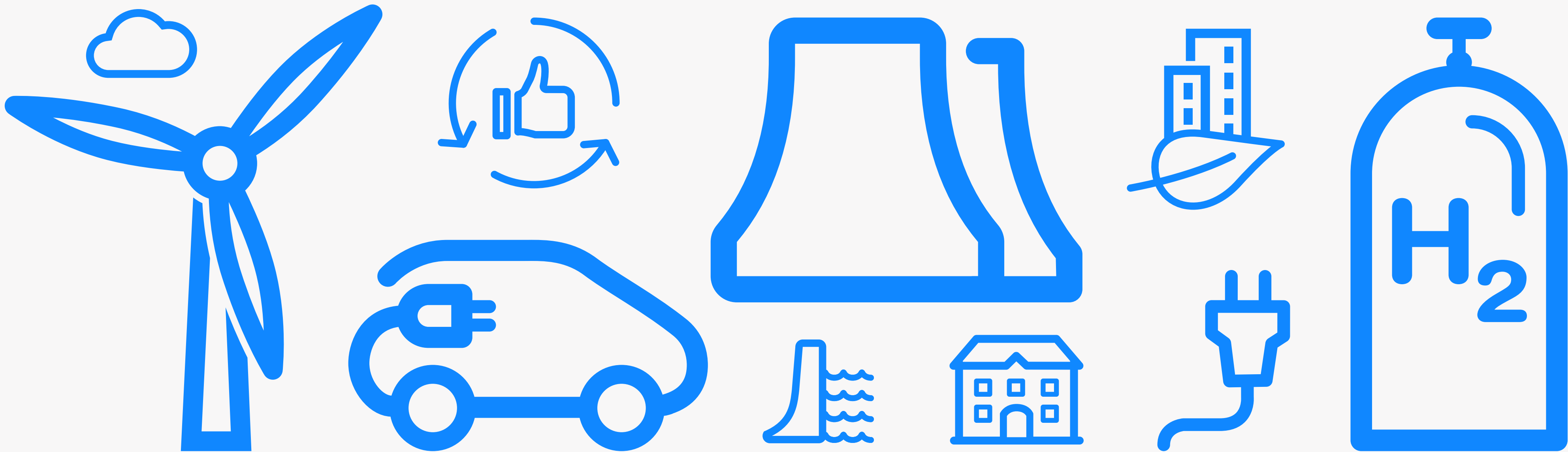
We recommend using a maximum of 3 pictograms if / when creating a series.

Pictograms are available in the brand guideline's colour palette.



For optimum use, consult the pictogram best practice guide available in the mediacenter.

[Download the pictograms](#)



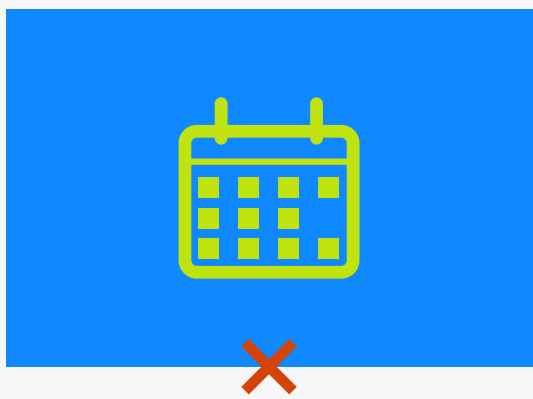
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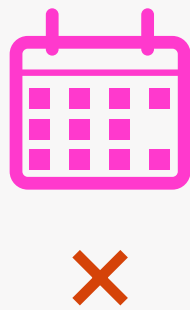
Inside a circle



Into a full-coloured version



In another colour tone



In a different colour



Coloured version on complex & detailed background image



White version on complex & detailed background image



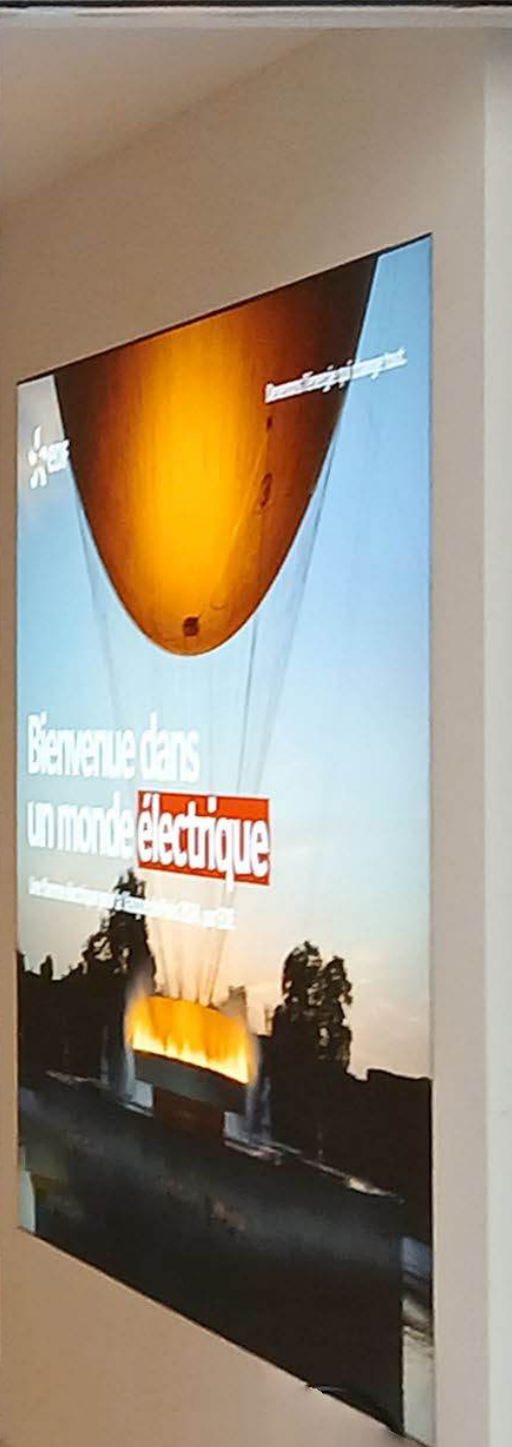
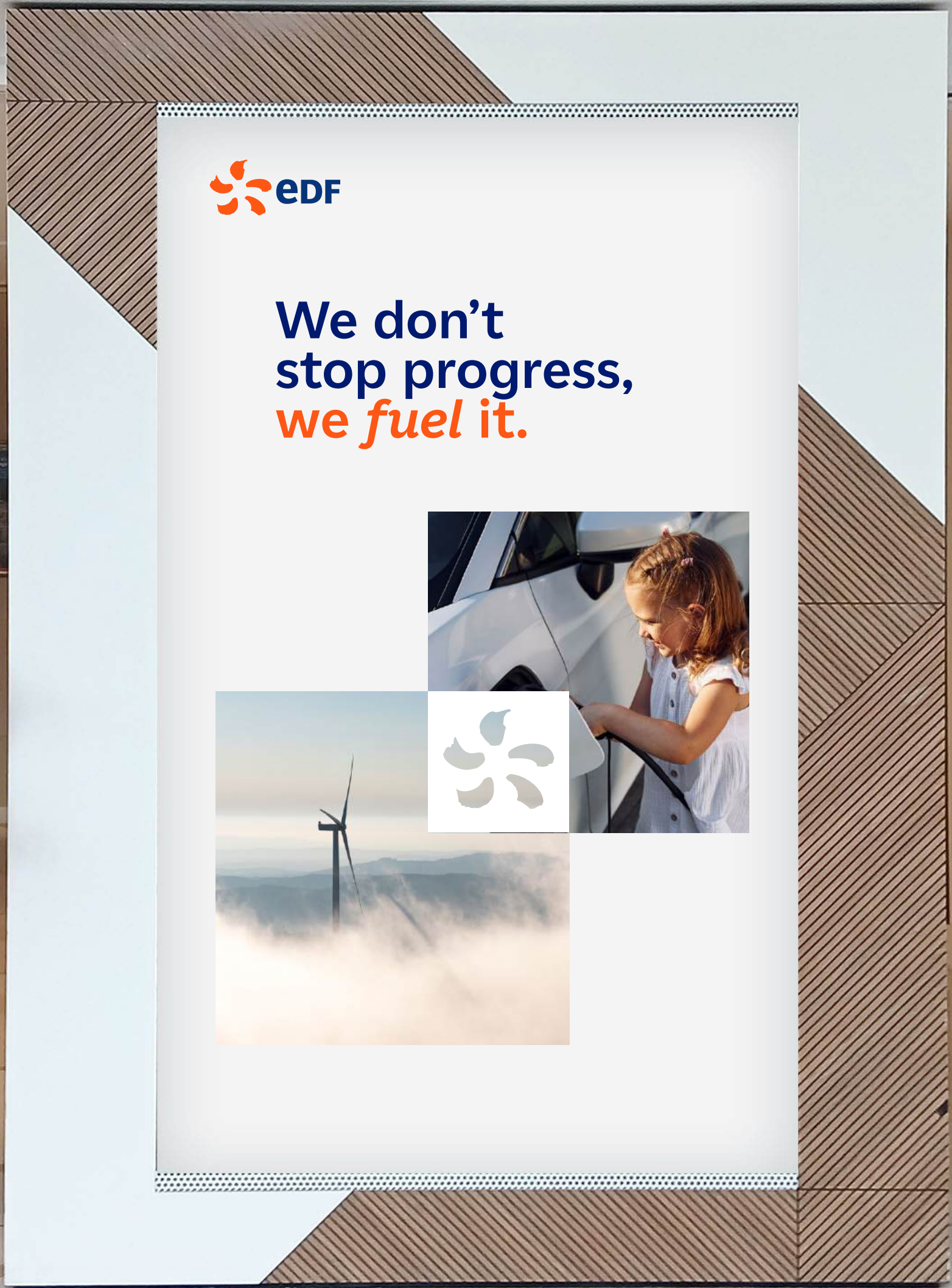
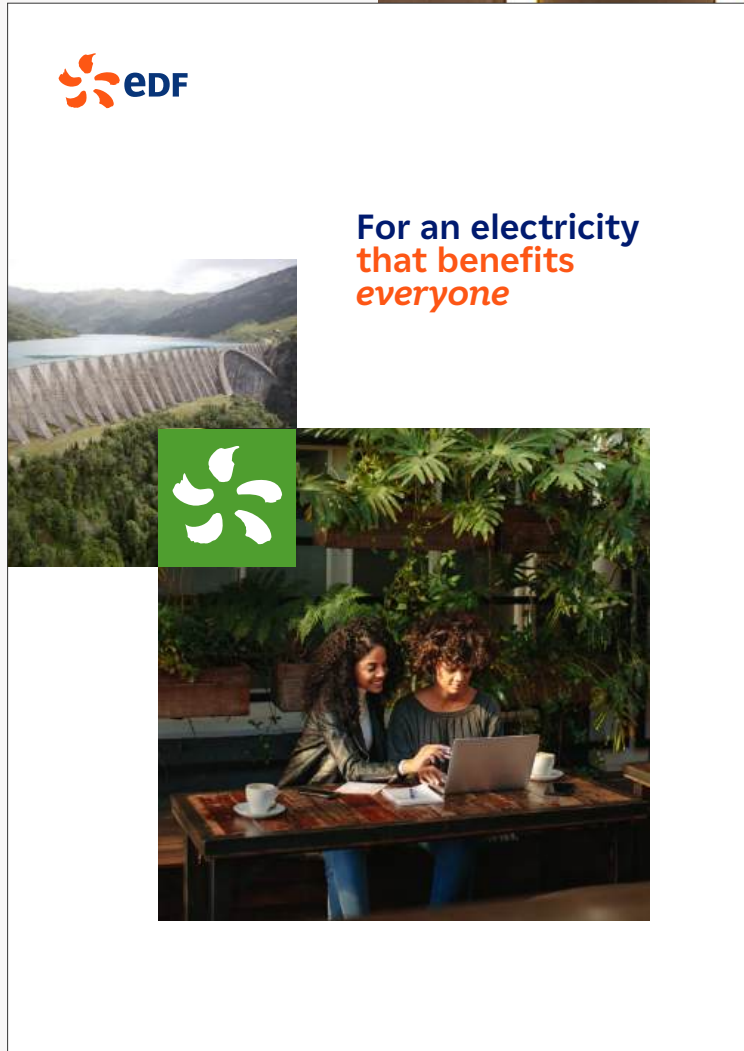
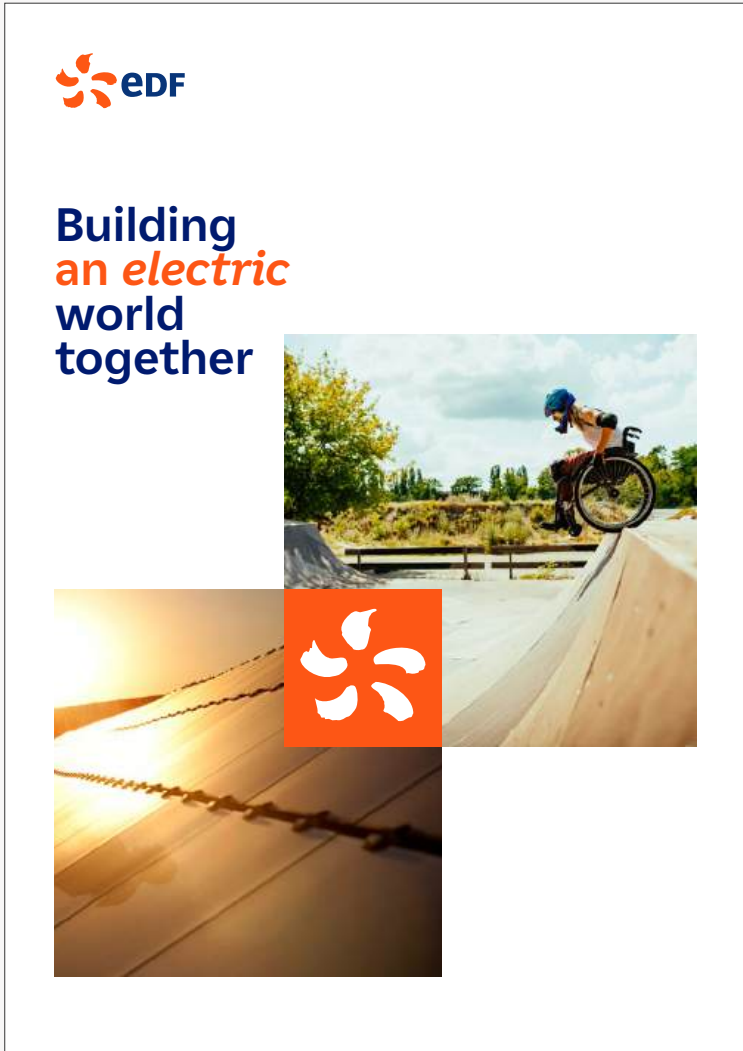
Deformed pictogram

Implementation

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Posters



PDF Letters



HR Department newsletter

September 2024 n°70

For headquarters employees

Prevention, health and safety

A busy autumn:
02.10: a webinar on the prevention of sleep disorders in collaboration with the INSV (Institut National du Sommeil et de la Vigilance) followed by a 30-minute workshop at Smartside (max. 50 participants). This action will be aimed at all employees of the DTEO, DCO and Head Office.
On 08.10: a webinar and a face-to-face conference at Smartside on managing mental overload with the insurer AG2R La Mondiale.
And let's not forget: Health and Safety Week, scheduled for 14-18 October, with the Stop Santé Sécurité event, scheduled this year for 17 October
Further information and invitations to the workshops will be sent to you by e-mail in September. A focus on Health and Safety Week and the Stop will be included in the October newsletter.

Sustainable mobility

On 18 July 2024, EDF Group signed a new 4-year sustainable mobility agreement in France (excluding Enedis and RTE) with the CGT, CFDT and CFE CGC unions. Doubling the sustainable mobility package and making it multimodal, the new agreement integrates various modes of transport such as car-pooling, cycling and public transport. Read the article to find out how this new agreement could transform the way we travel.



Mark your calendars!

> 02.10: a webinar on the prevention of sleep disorders in collaboration with the INSV (Institut National du Sommeil et de la Vigilance) followed by a 30-minute workshop at Smartside (max. 50 participants). This action will be aimed at all employees of the DTEO, DCO and Head Office.
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month per
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courses from
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The EDF Group has
3 Apprentice Training Centres
2 CFA for energy careers (Île-de-France
and Auvergne-Rhône-Alpes) and the CFA
Institut des Services à l'Environnement
(Lomme, Grenoble, Jonzac, Sainte-Tulle
and Montauban).

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are offered by the CFAs, from CAP, BEP to
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energy services and support functions.

430 apprentices

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to apply?

Find us on the website
www.edf.fr/edf-recrute

and on social media





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No
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Simplified procedures

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The EDF advantages included in your contract



**100% French
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**9 out of 10 customers satisfied
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Capital de 2 084 365 041 euros
552 081 317 RCS Paris
www.edf.fr

Commercial Division

4 rue Floréal
75017 Paris

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2023 - EDF - Non contractual document - The EDF Group is ISO 14 001 certified - ILSIMACH - December 2023 - Photo credit: Getty Images.



Brochure



Press release



Press release

18 September 2024

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Press release

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➤ About EDF

The EDF Group is a key player in the energy transition, as an integrated energy operator engaged in all aspects of the energy business: power generation, distribution, trading, energy sales and energy services. The Group is a world leader in low-carbon energy, with a low carbon output of 434TWh (1), a diverse generation mix based mainly on nuclear and renewable energy (including hydropower). It is also investing in new technologies to support the energy transition. EDF's raison d'être is to build a net zero energy future with electricity and innovative solutions and services, to help save the planet and drive well-being and economic development. The Group supplies energy and services to approximately 40.9 million customers (2) and generated consolidated sales of €139.7 billion in 2023.

(1) See EDF's 2023 URD sections 1.2.3, 1.3.2 and 3.1
(2) Customers are counted per delivery site. A customer may have two delivery points.

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Press release

18 September 2024

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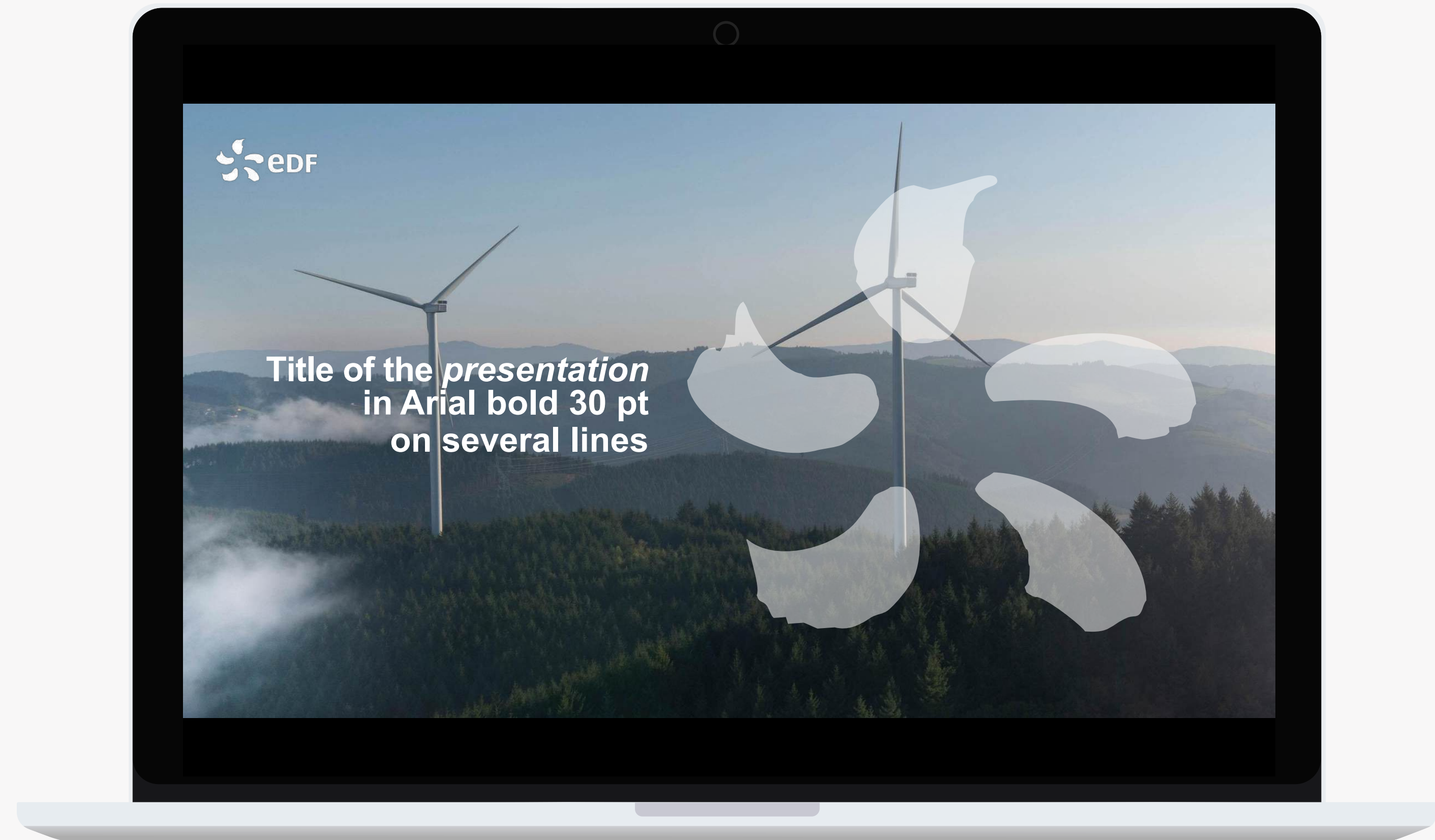
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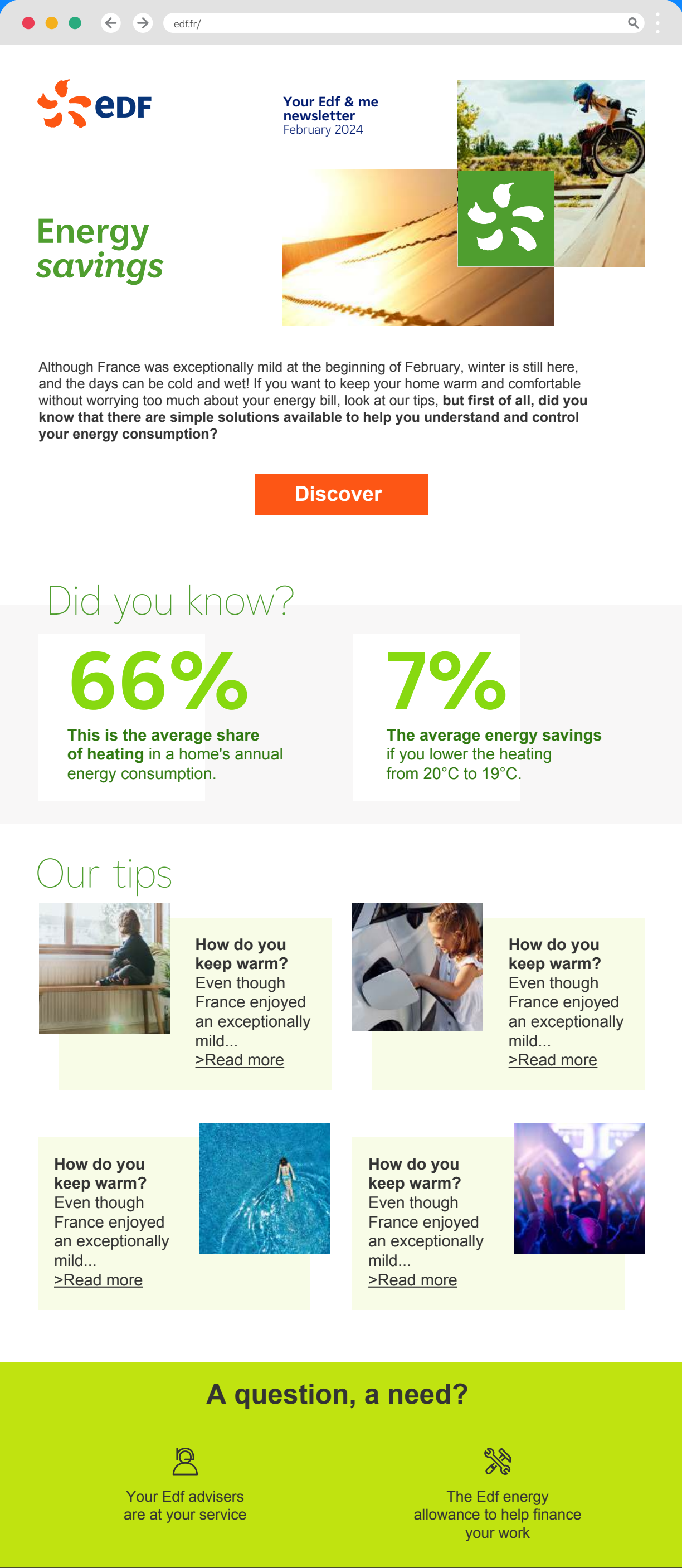
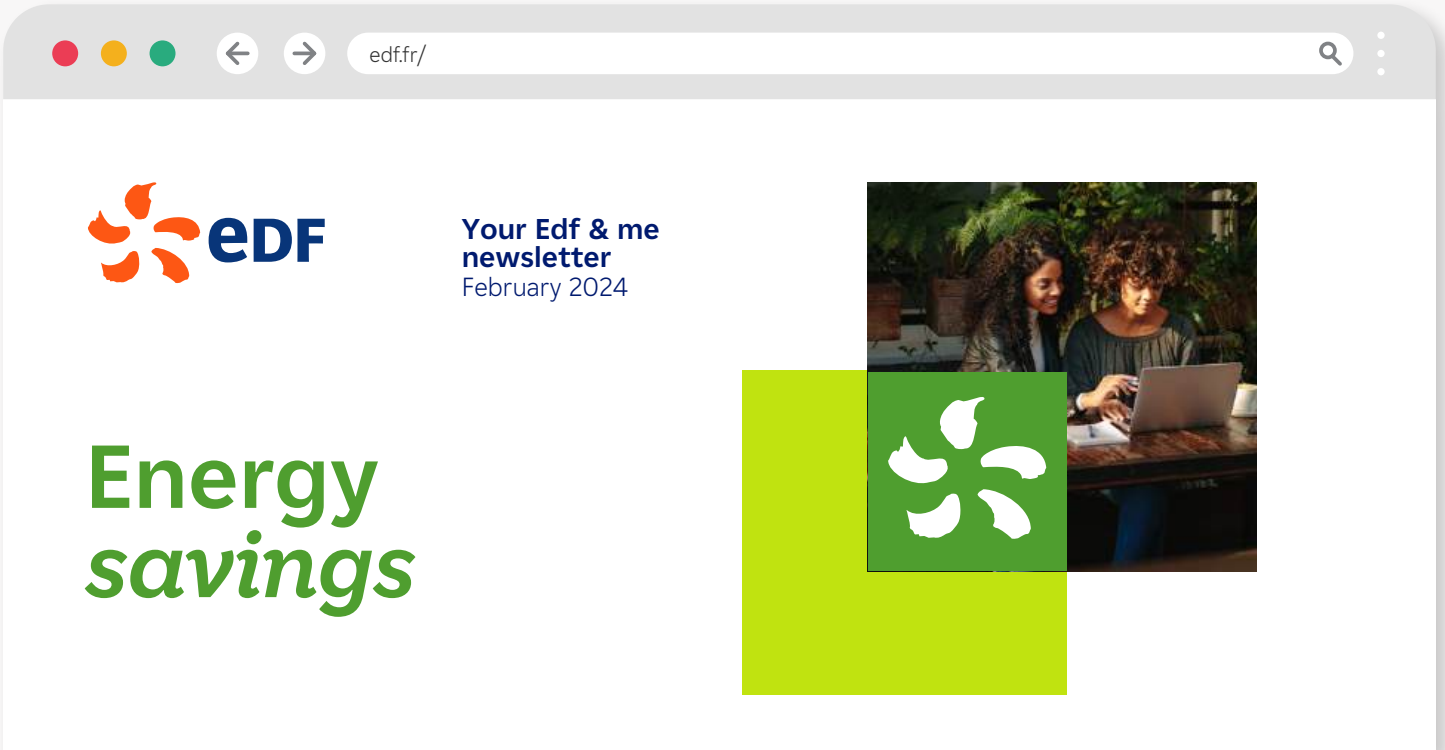
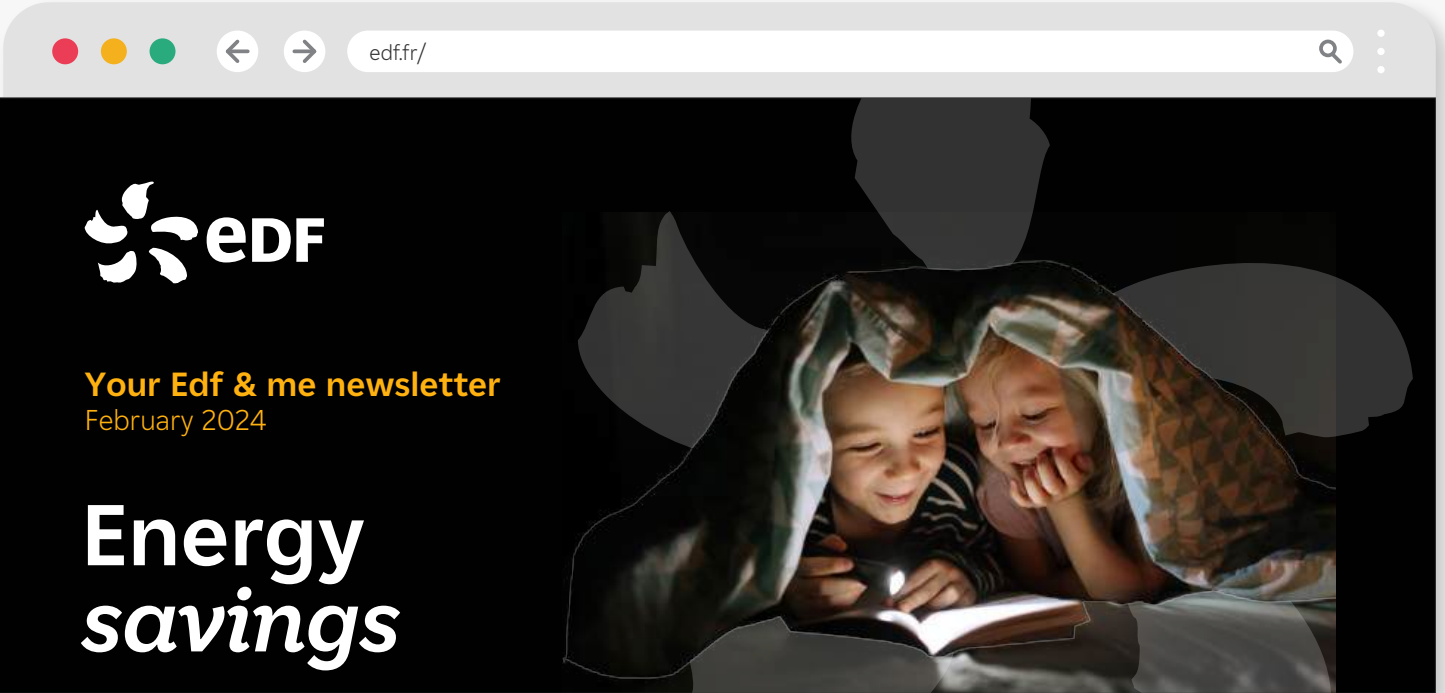
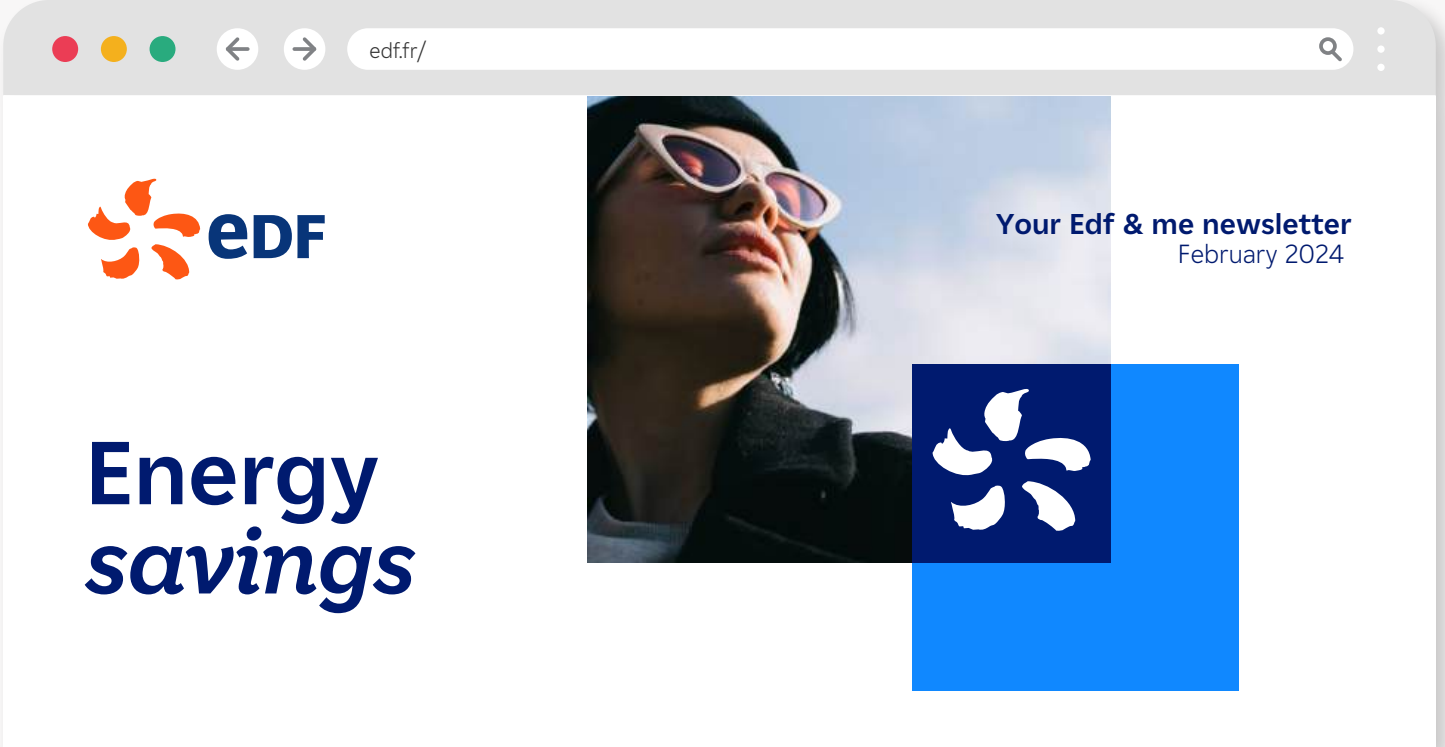
PowerPoint

The image displays a grid of 12 slide thumbnails, each representing a different layout for a presentation. The slides are arranged in a 4x3 grid. Each slide features a dark blue header with the EDF logo and a white EDF logo in the top right corner. The slides are numbered 1 through 12 in the top left corner. The content of the slides includes:


- Slide 1:** Title of the presentation in Arial bold 30 pt on several lines. Image of a person jumping over a green wall.
- Slide 2:** Title of the presentation in Arial bold 30 pt. Presentation subtitle in Arial regular 24 pt. Image of a wind turbine.
- Slide 3:** Content slide with a large image of a person jumping over a green wall and a list of six items (1-6) in a grid.
- Slide 4:** Content slide with a large image of a wind turbine and a list of six items (1-6) in a grid.
- Slide 5:** Content slide with a large image of a person jumping over a green wall and a list of six items (1-6) in a grid.
- Slide 6:** Content slide with a large image of a wind turbine and a list of six items (1-6) in a grid.
- Slide 7:** Content slide with a large image of a person jumping over a green wall and a list of six items (1-6) in a grid.
- Slide 8:** Content slide with a large image of a wind turbine and a list of six items (1-6) in a grid.
- Slide 9:** Content slide with a large image of a person jumping over a green wall and a list of six items (1-6) in a grid.
- Slide 10:** Content slide with a large image of a wind turbine and a list of six items (1-6) in a grid.
- Slide 11:** Content slide with a large image of a person jumping over a green wall and a list of six items (1-6) in a grid.
- Slide 12:** Content slide with a large image of a wind turbine and a list of six items (1-6) in a grid.




Newsletter




E-mailings





Ambitions

2035

Monday 16 September - 10am

Bonjour,

Luc Rémont and the Comex invite you to join them on Monday 16 September from 10am to 11am (Paris time) for a broadcast focusing on the Group's strategic priorities and transformation.

Follow the broadcast


To watch the broadcast, please click on the Teams Live Event link above, which will also be available on VEOL, with a replay on the intranet shortly afterwards. A version with English subtitles will be available shortly afterwards.


In order not to place too much strain on the computer network, please group together as much as possible to watch the broadcast if you are on site. If you are at a distance, you can watch the broadcast outside VPN.

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Live with...

Tuesday 17 September - 3pm


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Follow the live

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The network newsletter

#31 February 2024

MIXED ENERGIES





Welcome back !

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Light on

Summer inspiration webinars

If you missed our last webinars before the summer, don't worry!
You can find all the webinar replays on VEOL.

Watch the replay

Manon Genest, medal winner and proud mother

If you missed our last webinars before the summer, don't worry!
You can find all the webinar replays on VEOL.

Read the article

Olympic Day with Rêv'Elles

If you missed our last webinars before the summer, don't worry!
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Read the article

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Watch the replay

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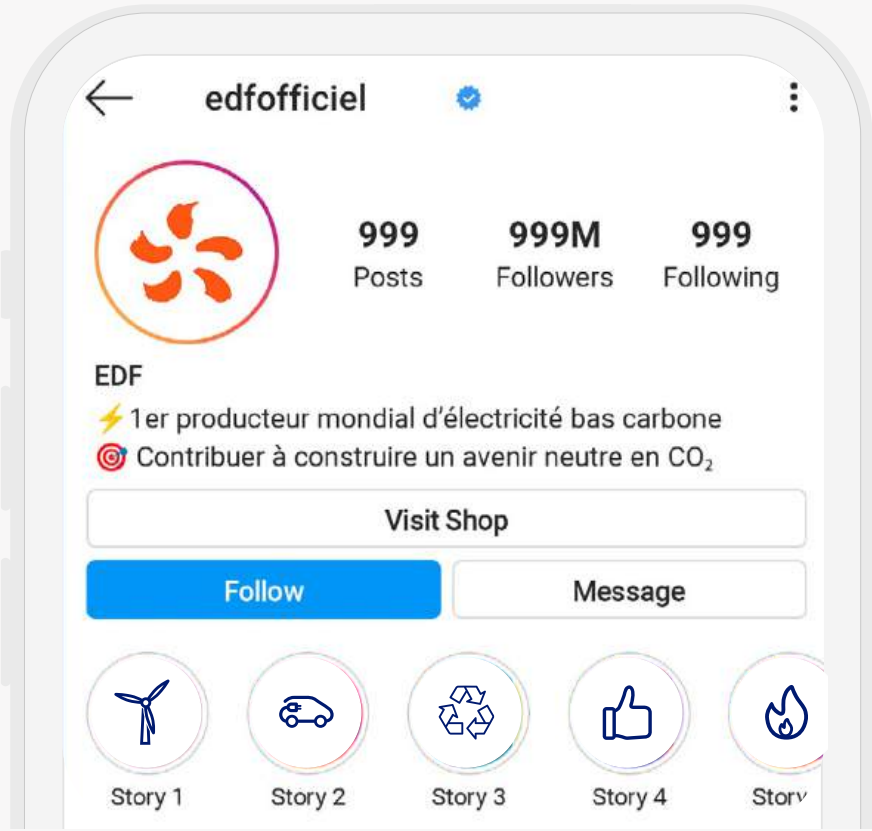
Social media

Instagram

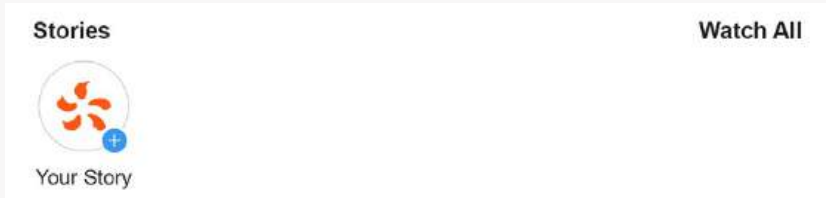
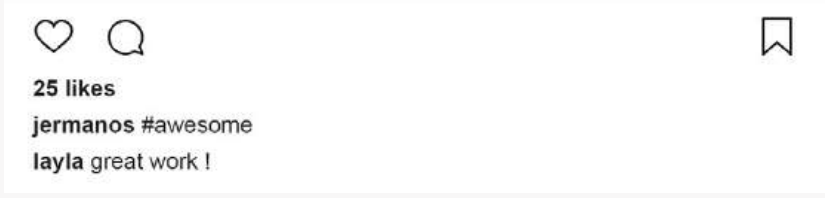
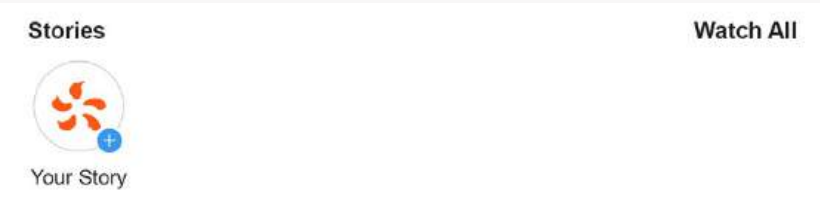
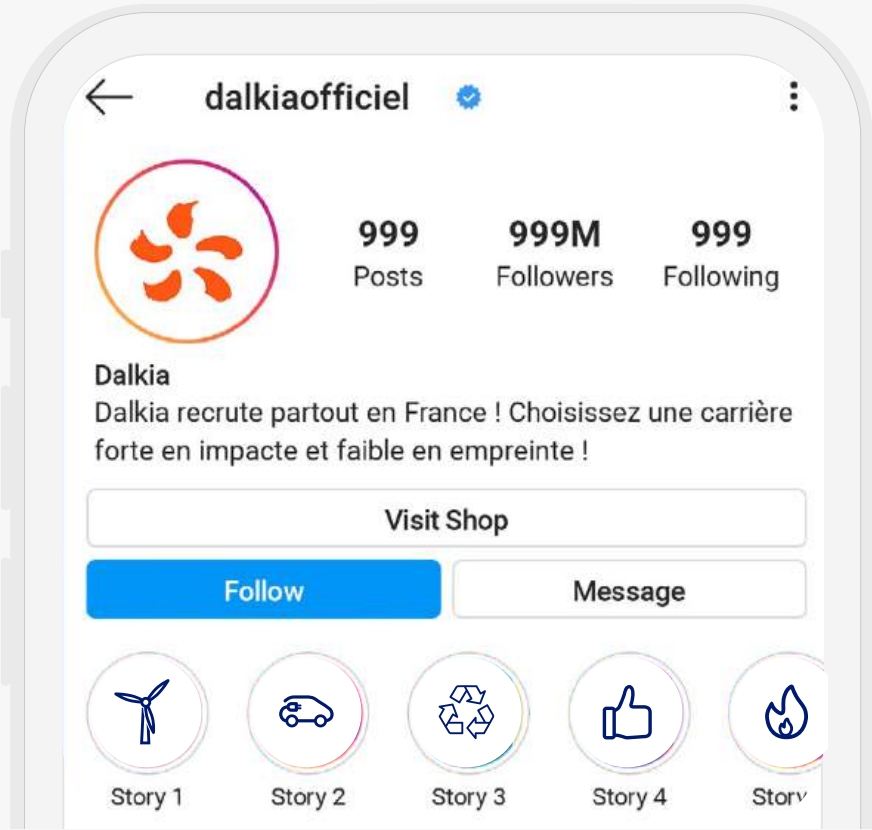
Texts are written in EDF 2020, with certain key words or figures highlighted in colour and/or in *EDF 2020 Soft*.
The transparent turbine can be used on the post if the image doesn't have any text.
EDF stickers can appear occasionally, in addition to a text or image, in order to illustrate a particular theme.



Group' avatar



Subsidiaries' avatar



The essentials
The territory
Implementation

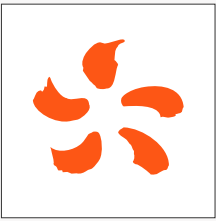
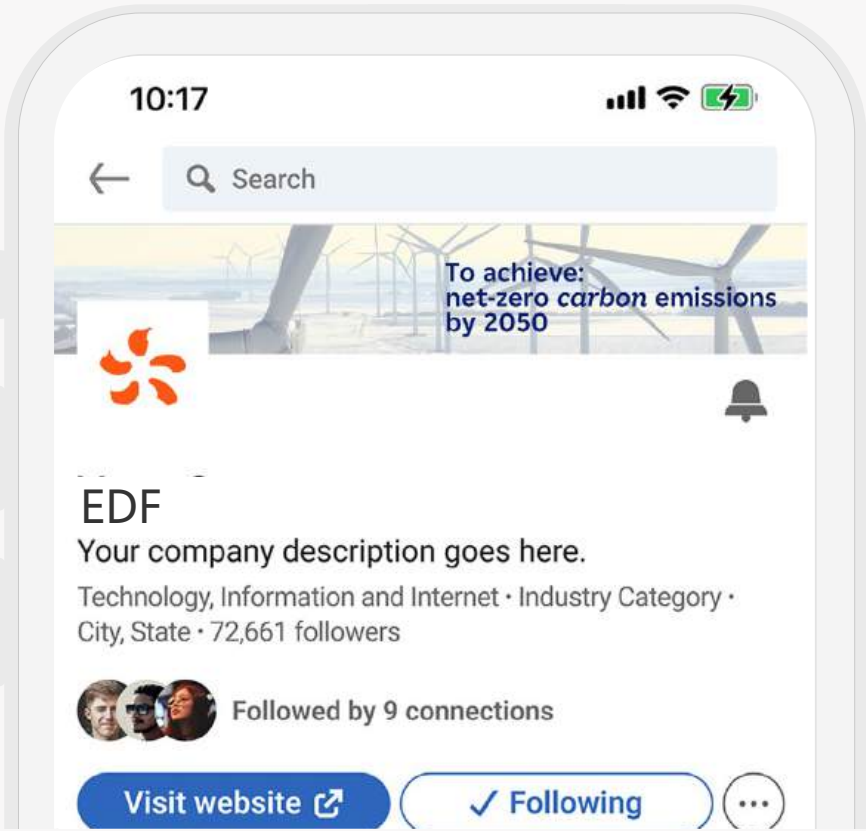
Social media

Linkedin

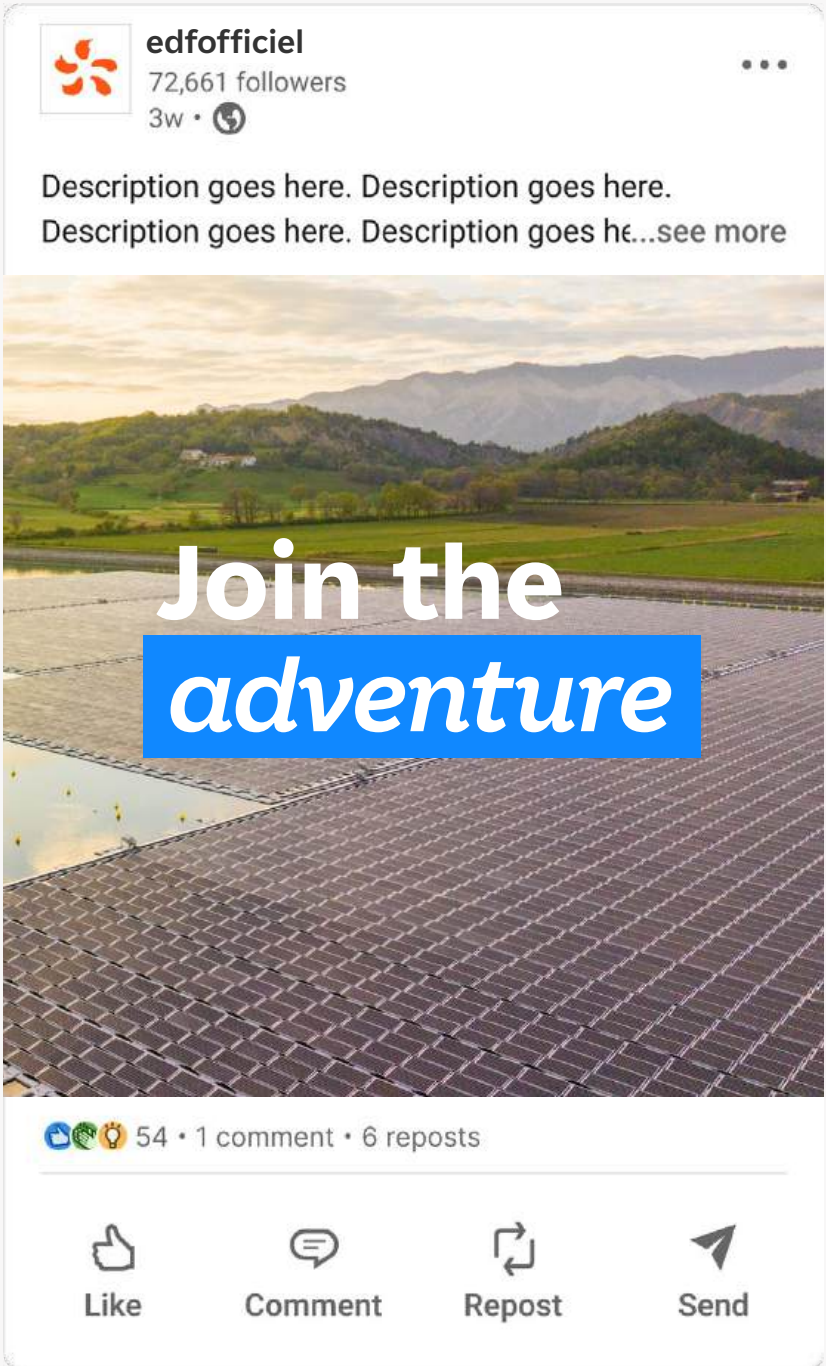
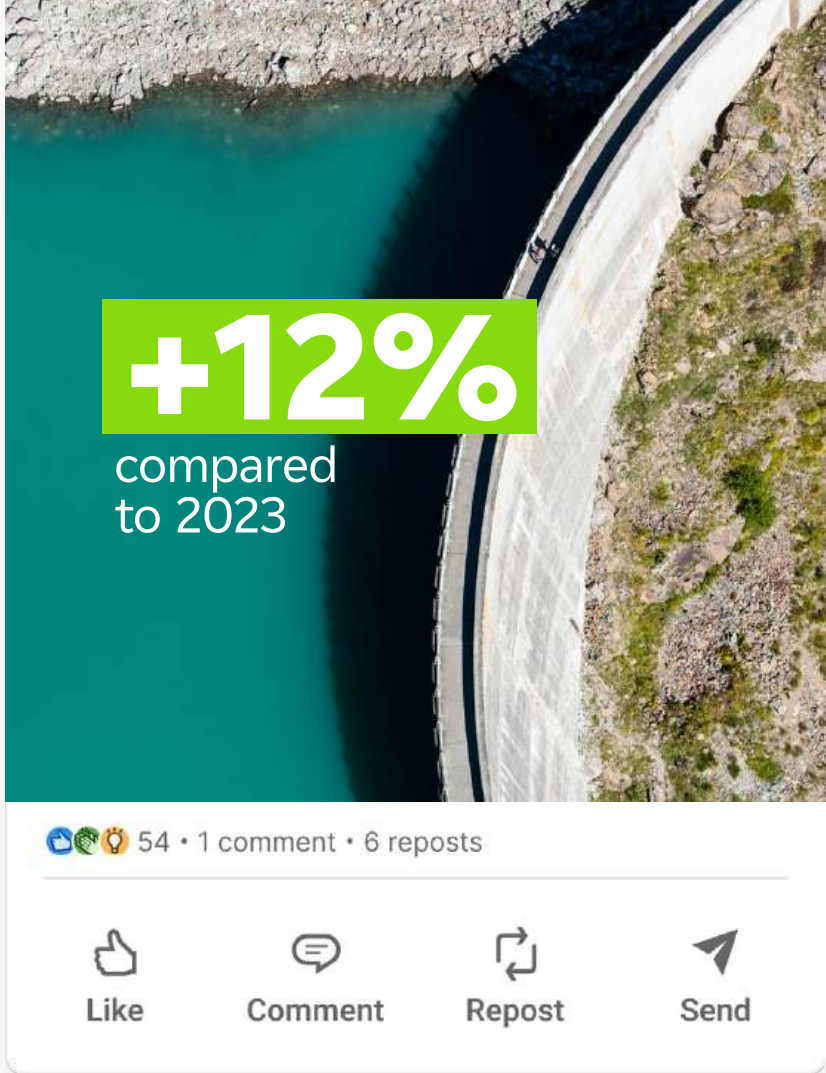
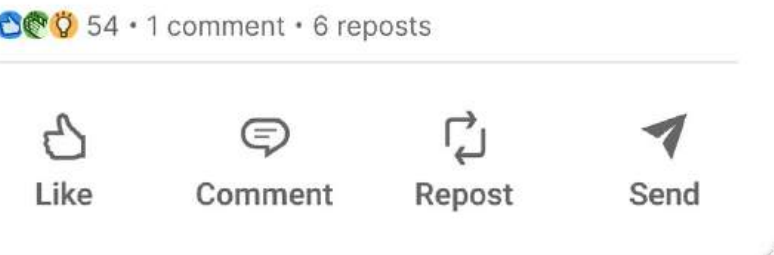
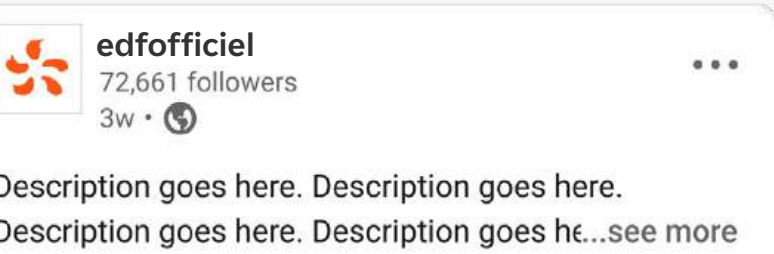
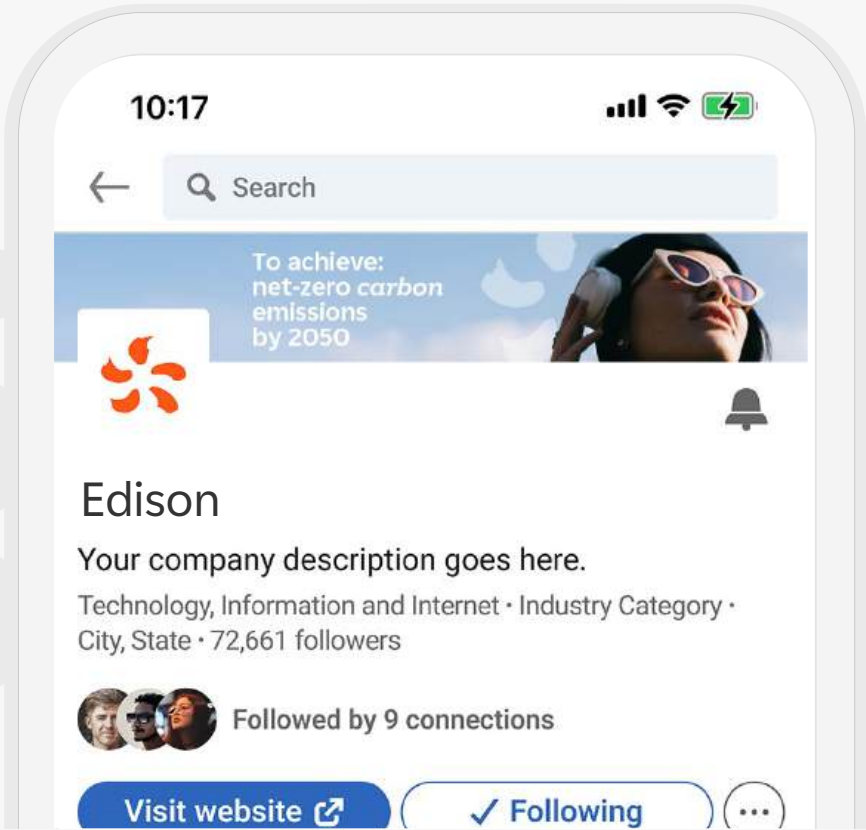
Texts are written in EDF 2020,
with certain key words
or figures highlighted in colour
and/or in *EDF 2020 Soft*.
The Connection system can
also be used to create a post
with short text and an image.



Group'
avatar

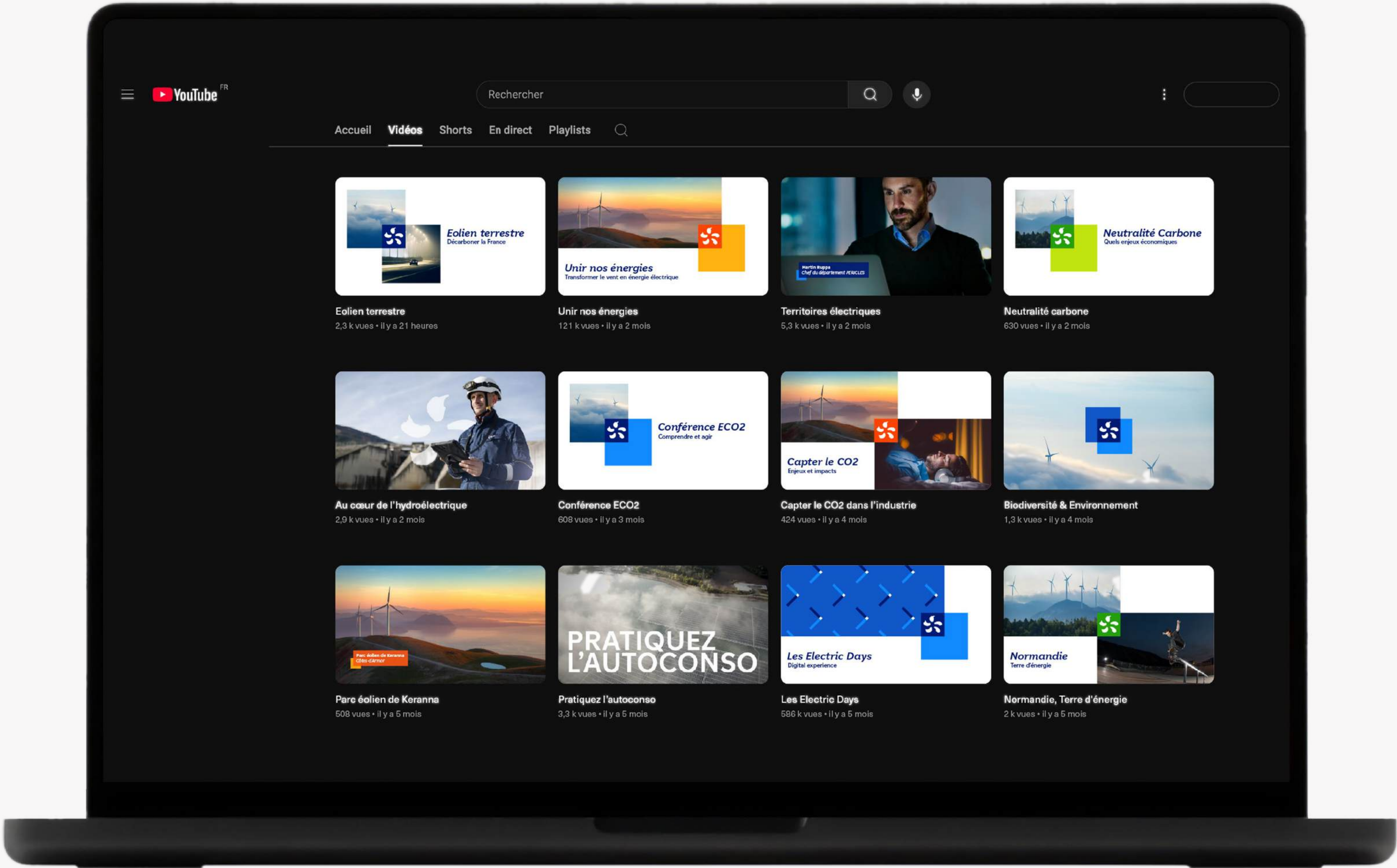


Subsidiaries'
avatar

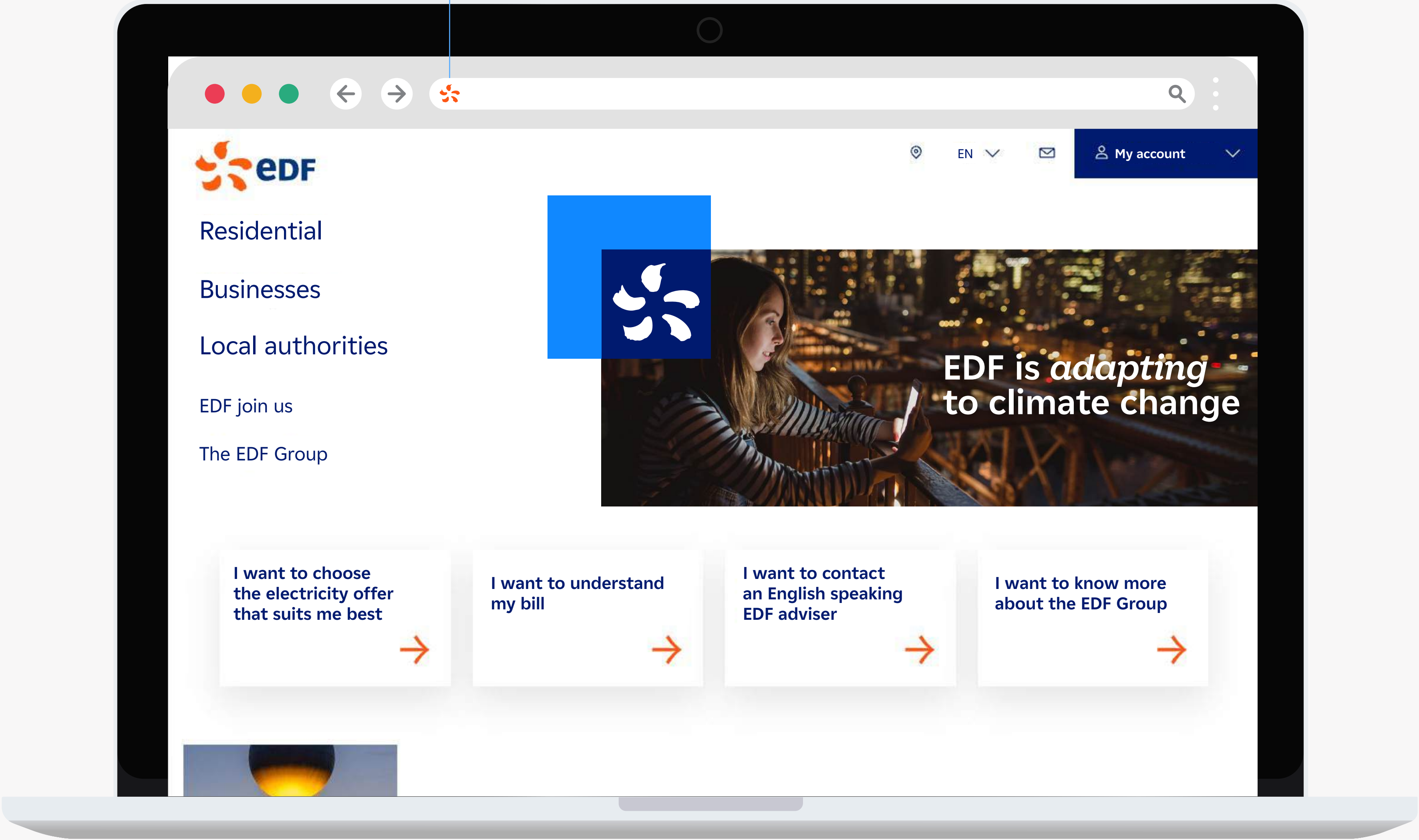


Videos

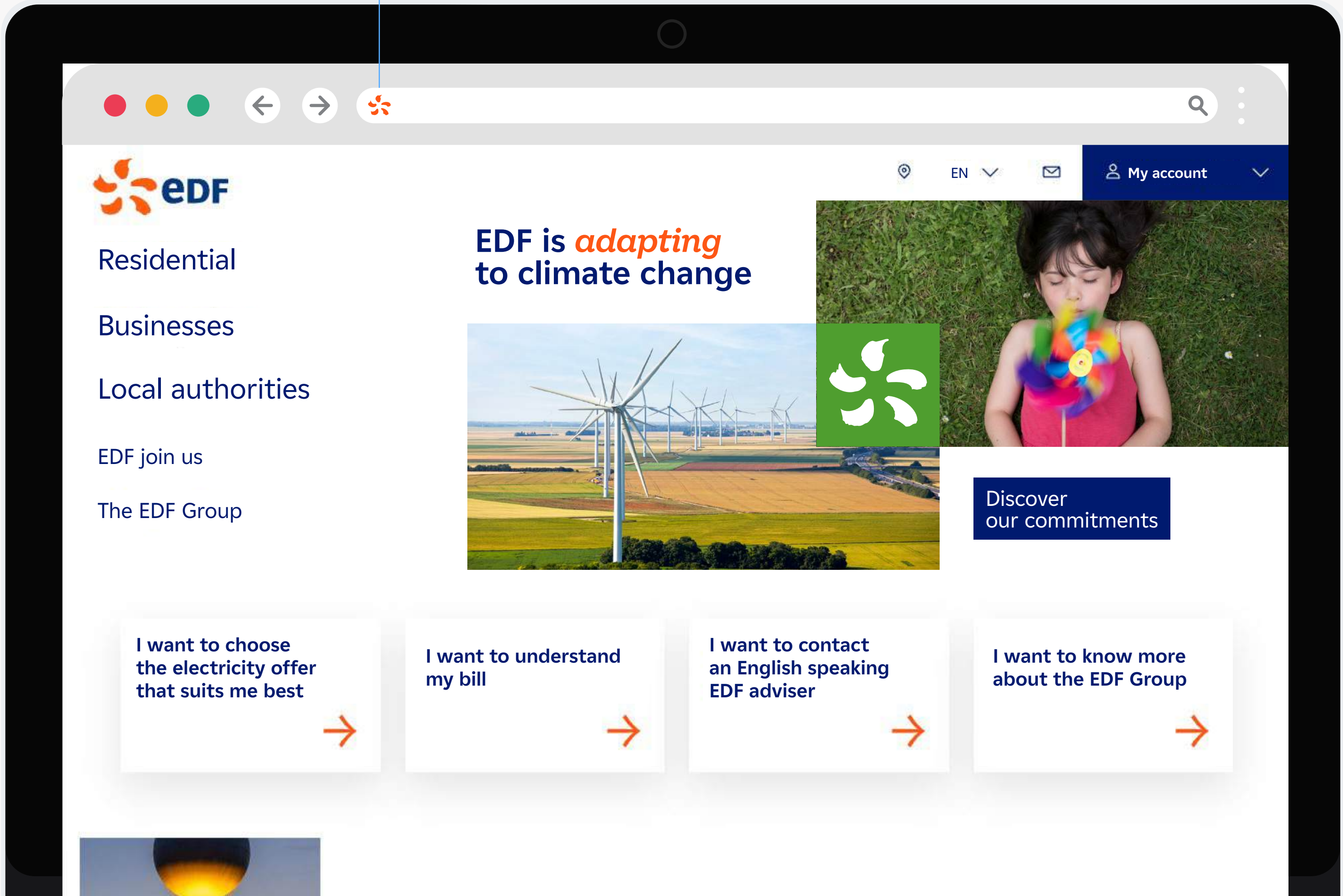
The same brand guidelines
are also applied to films.



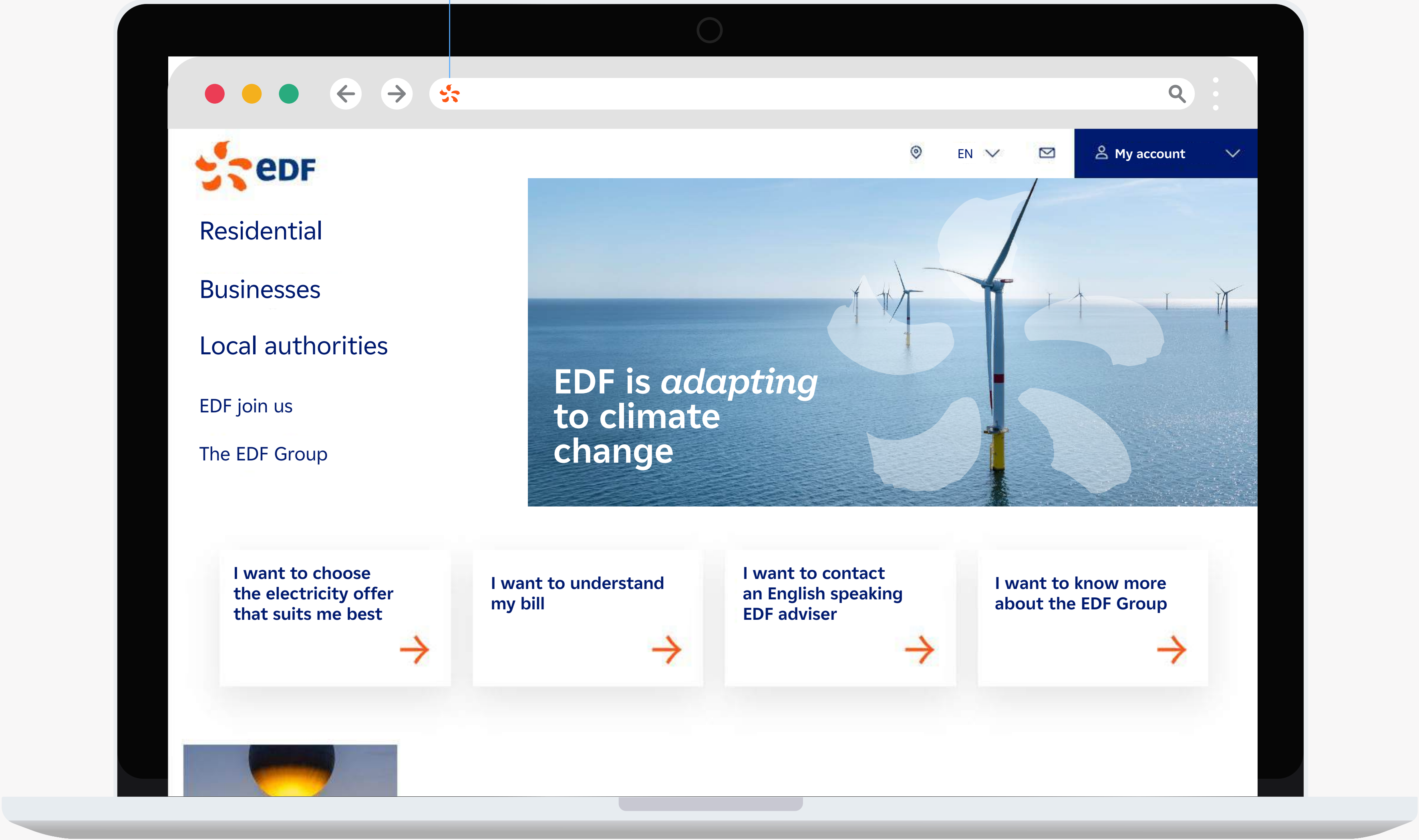
Website



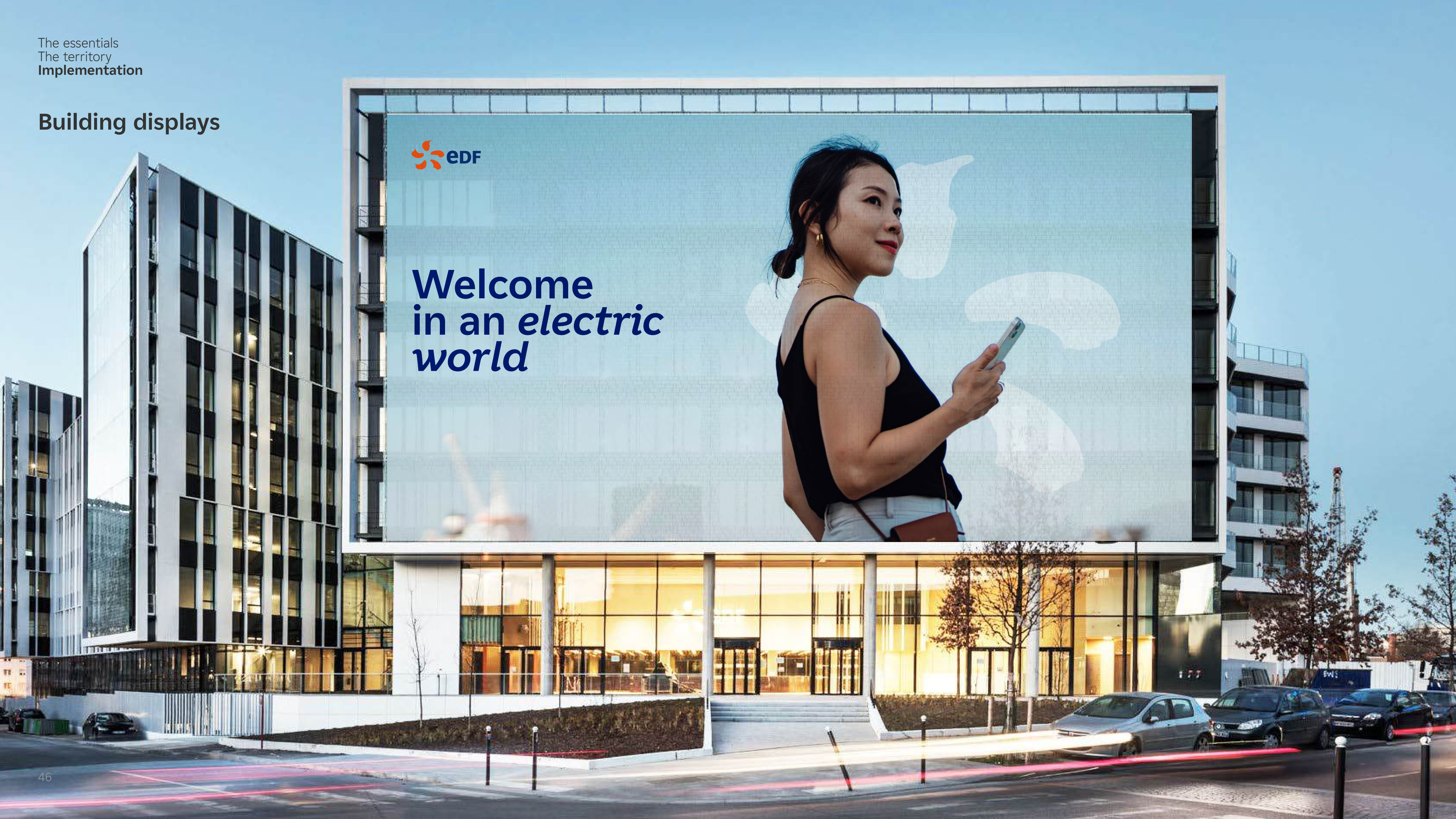
Website



Website



Building displays



Booths




Banners

When several banners are used at the same time, we strongly advice not to display the Turbine on each one.



Signage



Smart Side

12 rue Floréal
75017 Paris

→ Visitors entrance
→ Employee entrance
↑ Deliveries





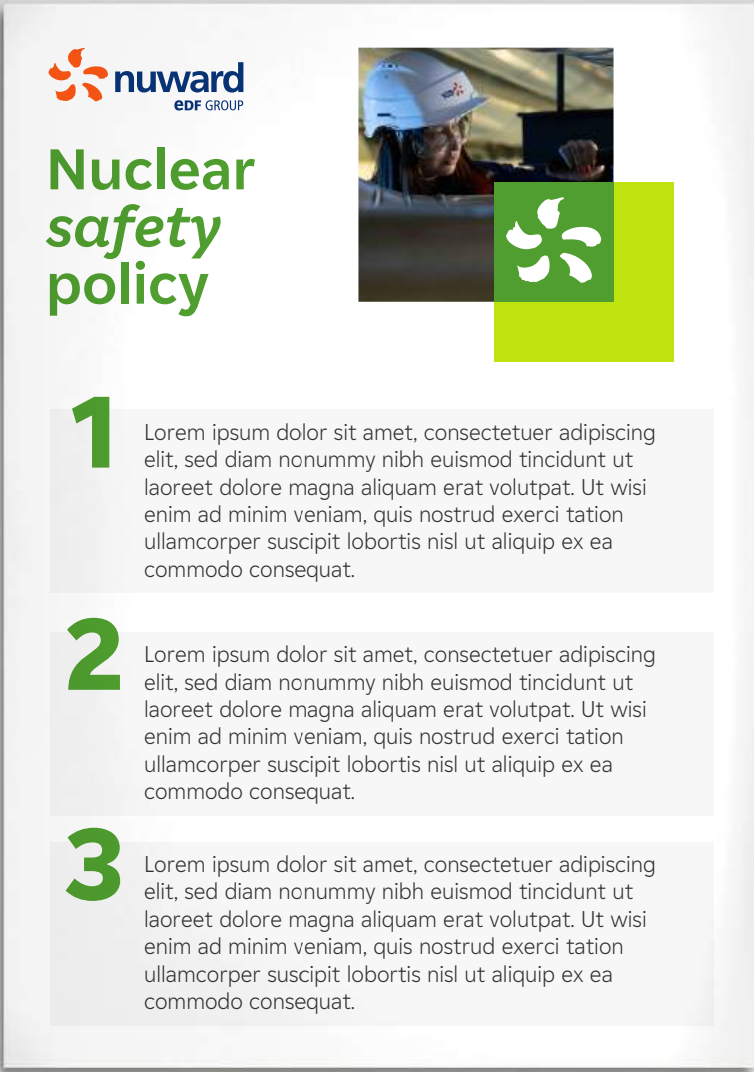
**Visitors entrance
Building B**



Employee entrance



Internal posters

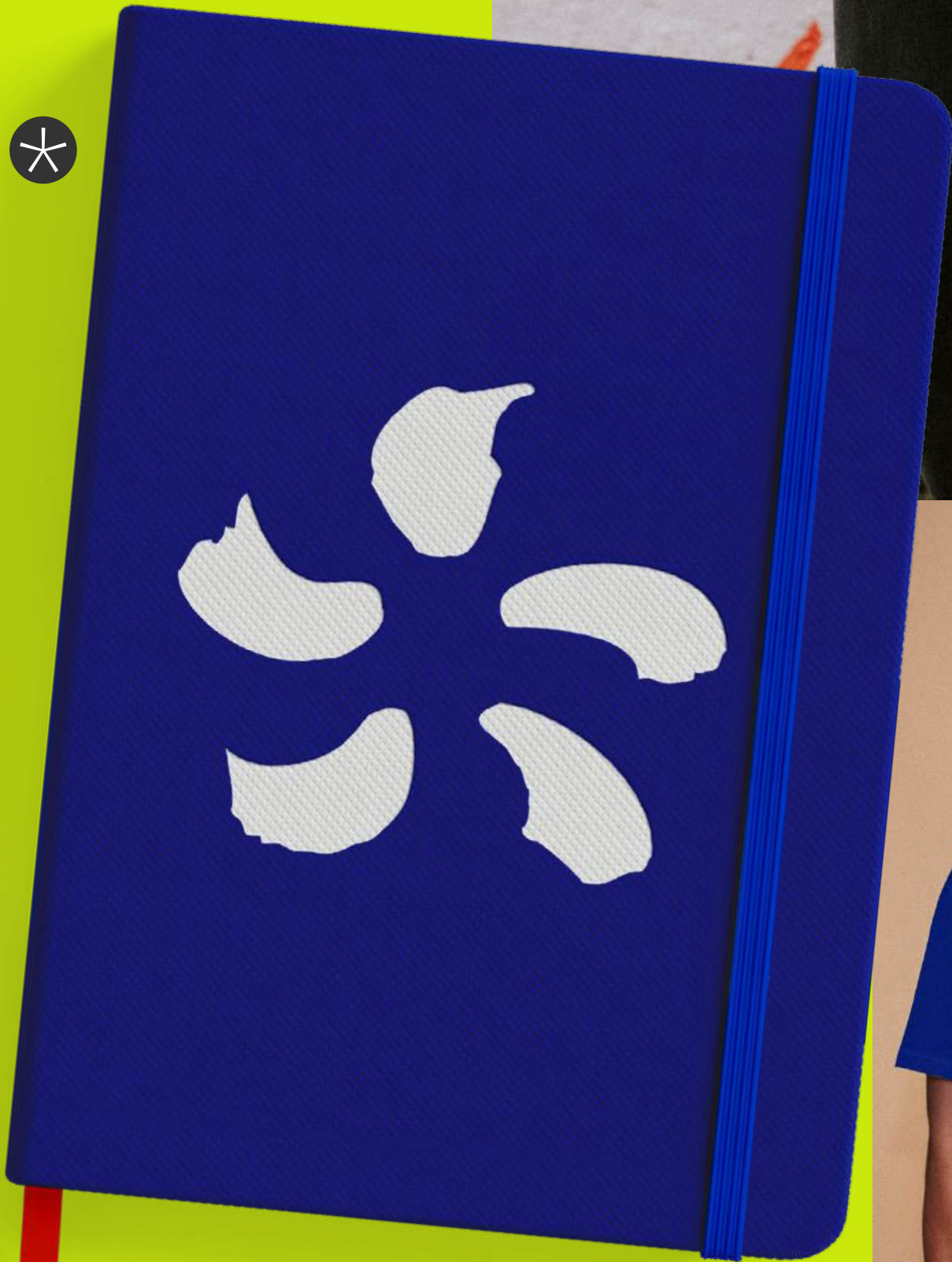


Business cards



Goodies

Products marked with
an asterisk are available
in the goodies catalogue.



Goodies

Products marked with
an asterisk are available
in the goodies catalogue.





For more information

mediacenter.edf.fr

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dircom-marque@edf.fr

