



*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.

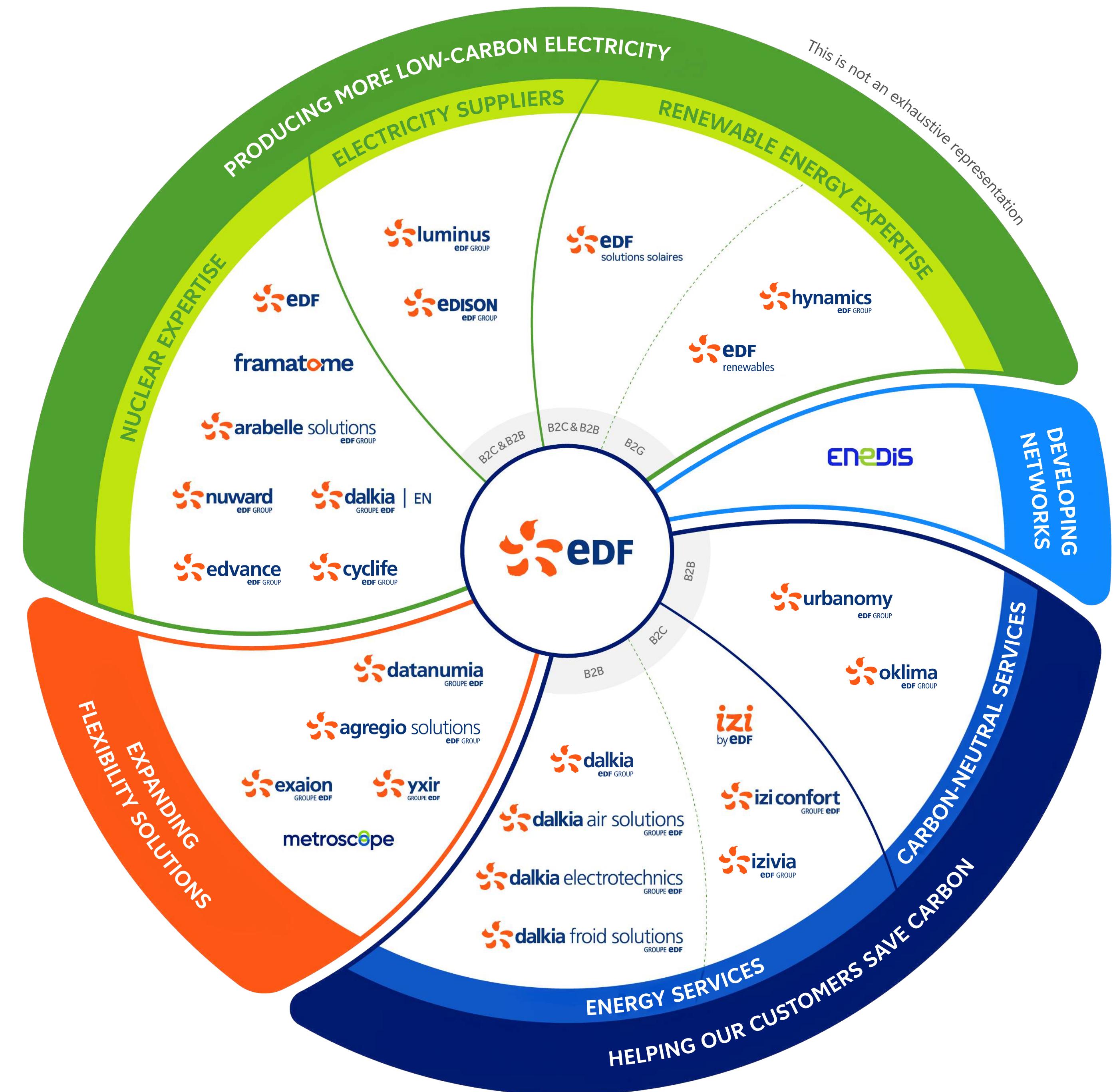
At the heart of this strategy, and showcased for the first time, is the use of The Turbine in our logos.

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 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 culture

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

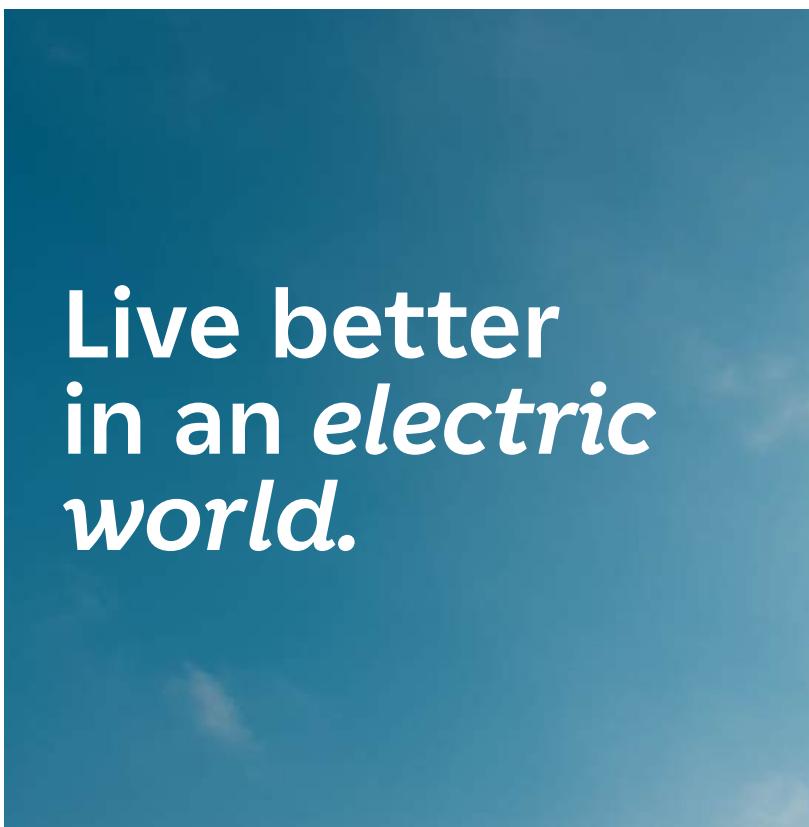
We are a **renowned energy provider with strong heritage**, a world's leading producer of lowcarbon electricity.

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.



## 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



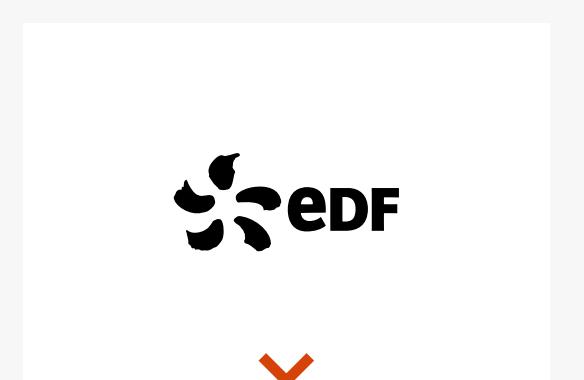
Coloured version on a complex background visual



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.



## The essentials

The territory

Implementation

## 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.

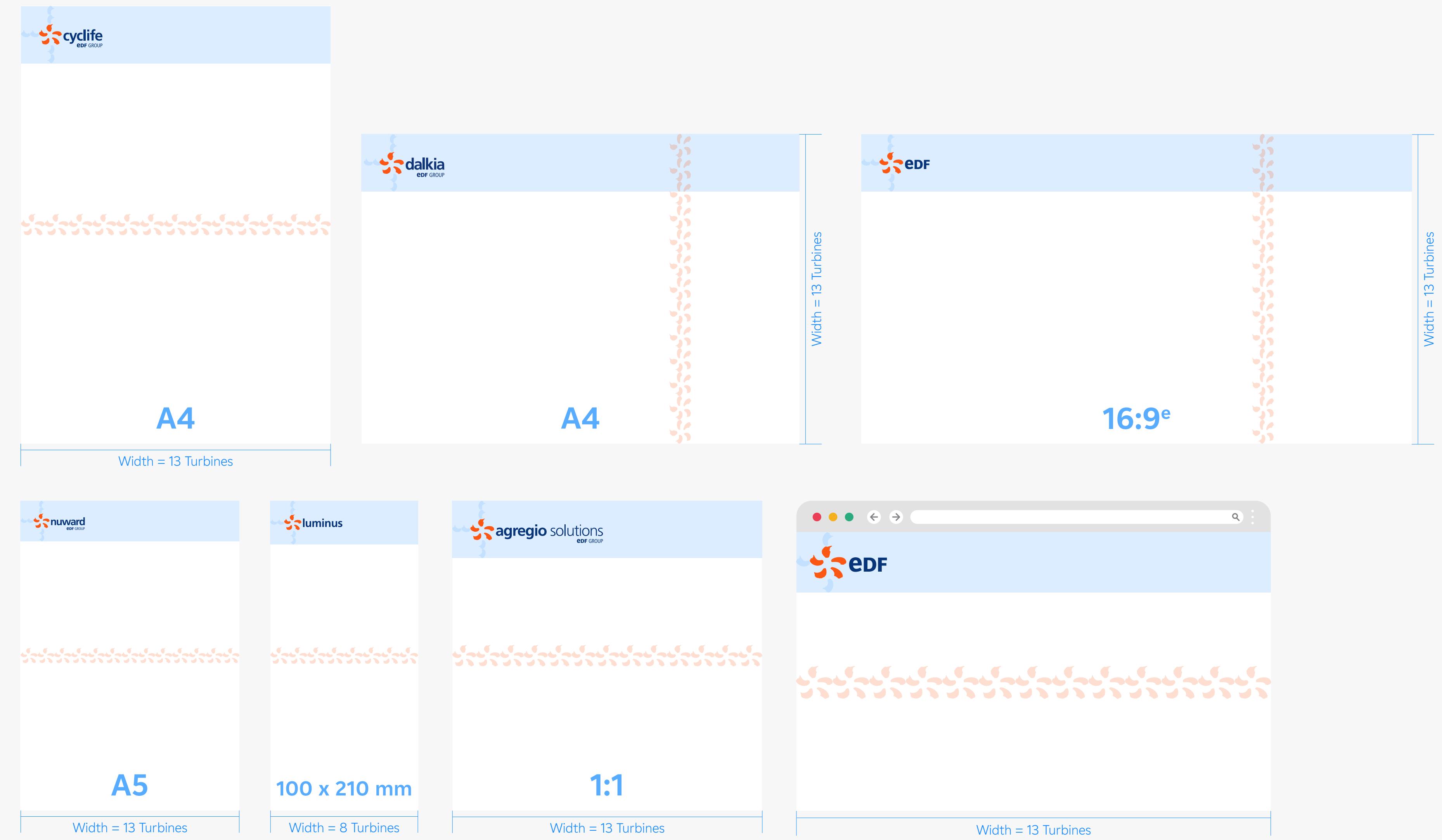
#### Printed version

2 blades = within the protected space.



#### Digital version

1 blade = within the protected space.



The essentials  
The territory  
Implementation

## 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

## Our typefaces

### Hierarchy

The EDF 2020 Soft font is used occasionnally in our texts to highlight certain key words in the titles.

Titles: EDF 2020 Bold and EDF 2020 Soft Bold Italic

Subtitles: EDF 2020 Bold

Texts: EDF 2020 Regular

#### Proportion rules

EDF 2020

EDF 2020  
Soft

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.

# Title with one word in EDF 2020 Soft

Nunc odia dolor,  
venenatis in quam id  
placerat reuciat enim

Vestibulum ante ipsum primis in fauces 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.

## Our colours

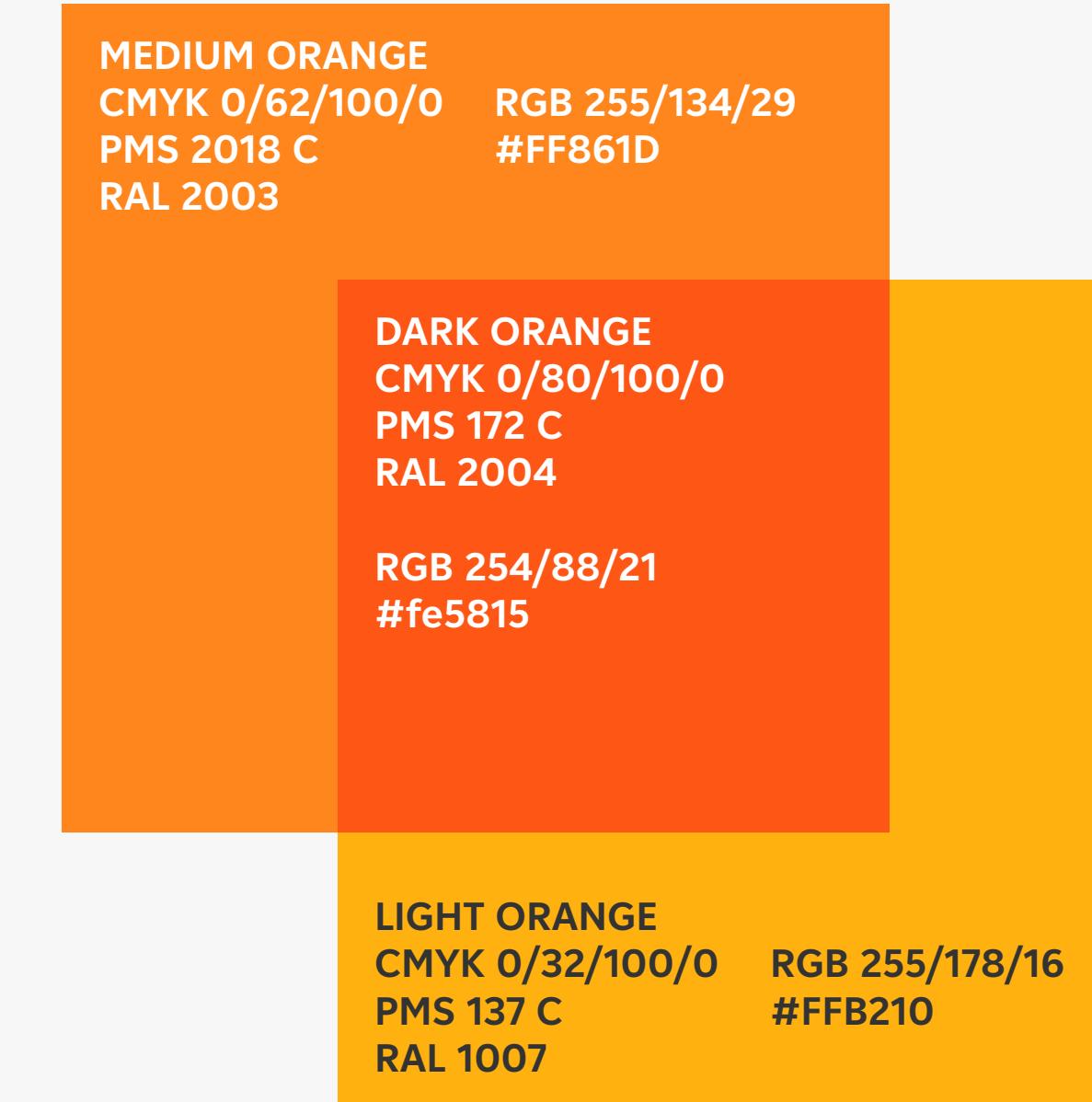
### Tones

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:



Aa

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

## The essentials

The territory

Implementation

# Our colours

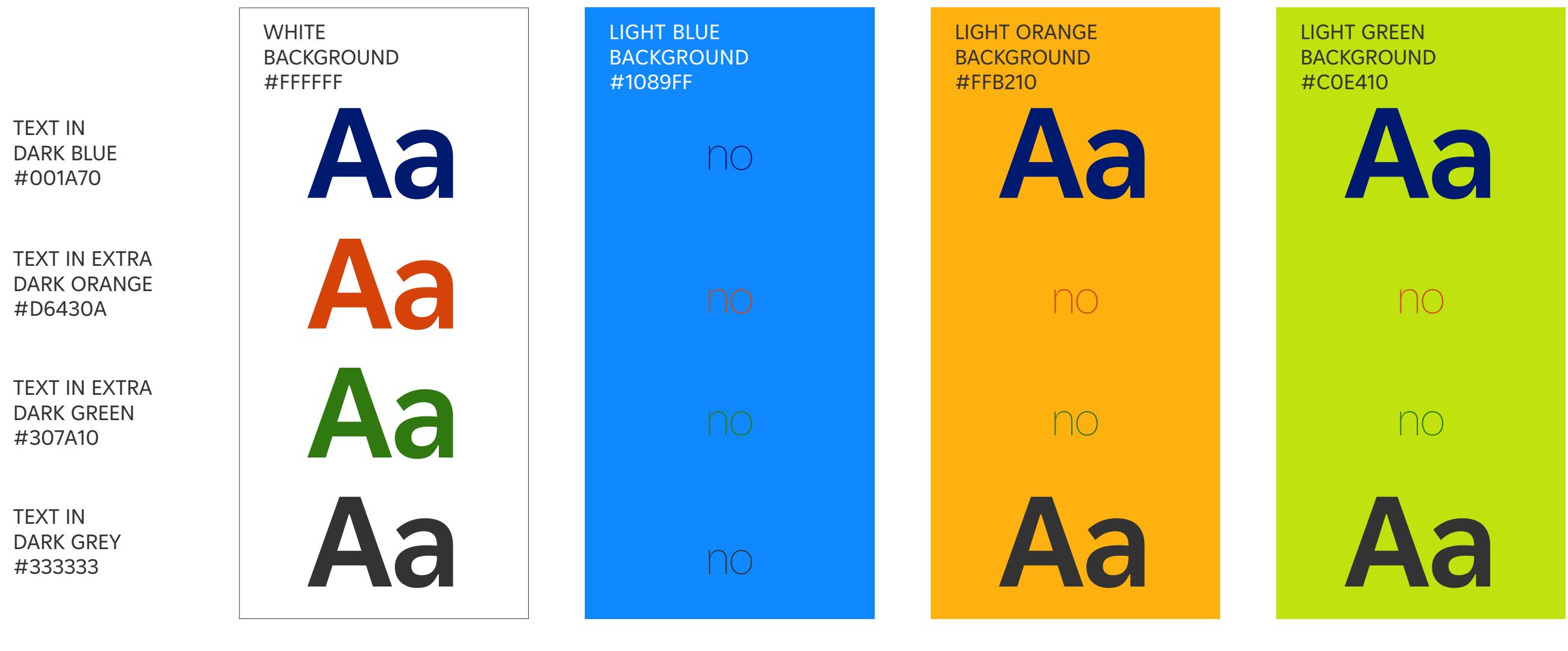
Digital

Digital media standards differ and require a certain level of adaptation and contrast between the background and the main text.

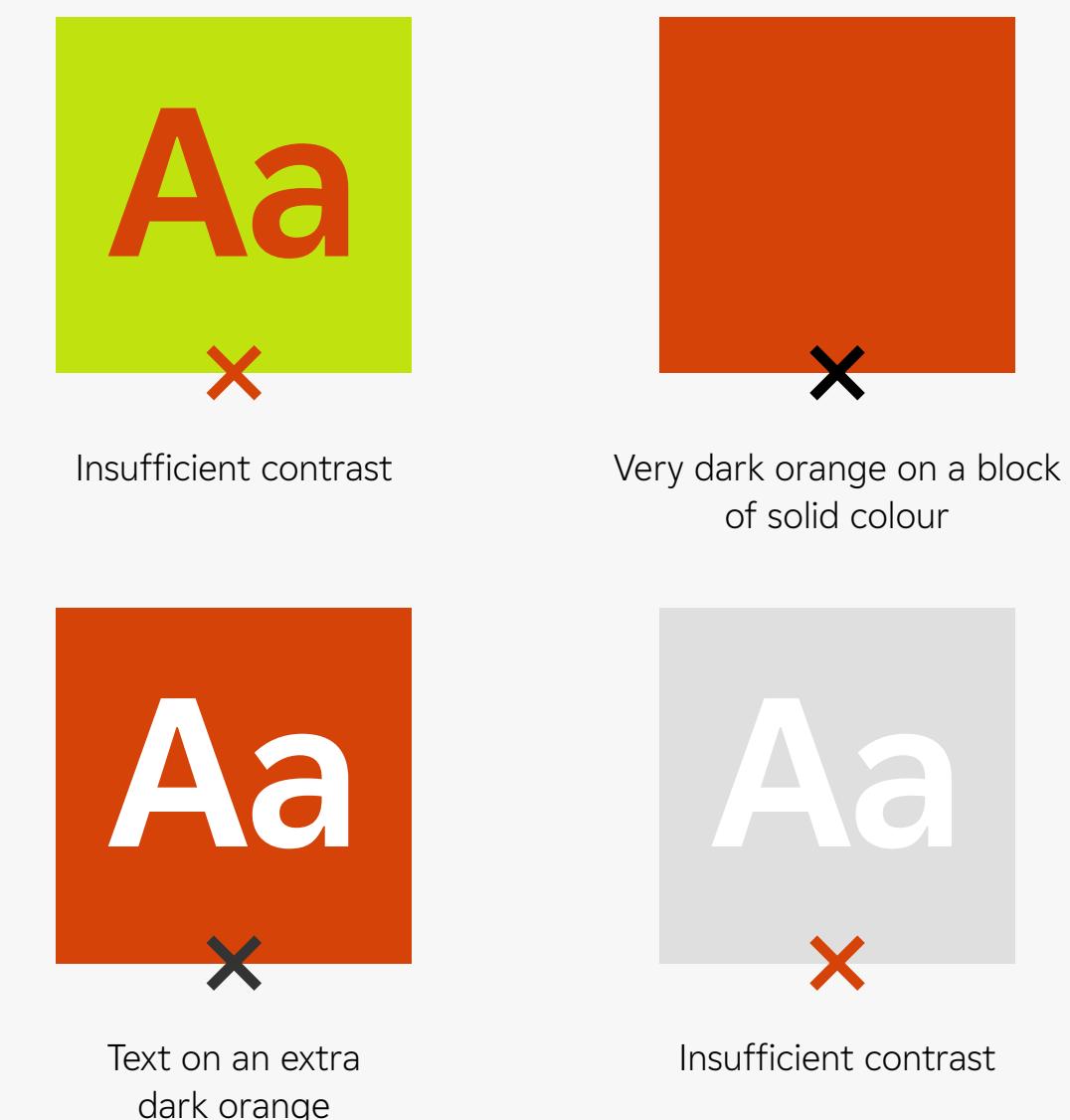
Therefore, darker shades should always be used for the text.

[See our experience system](#)

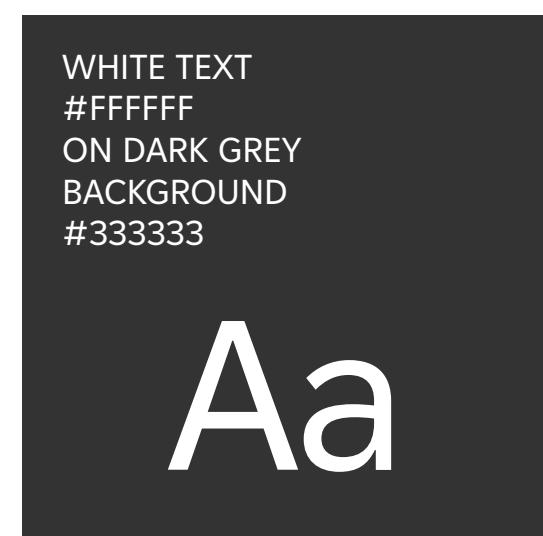
### Titles colours for large titles



✗ Do not!



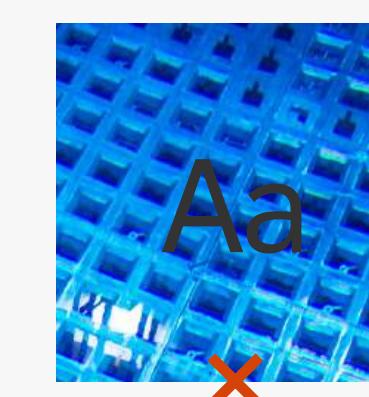
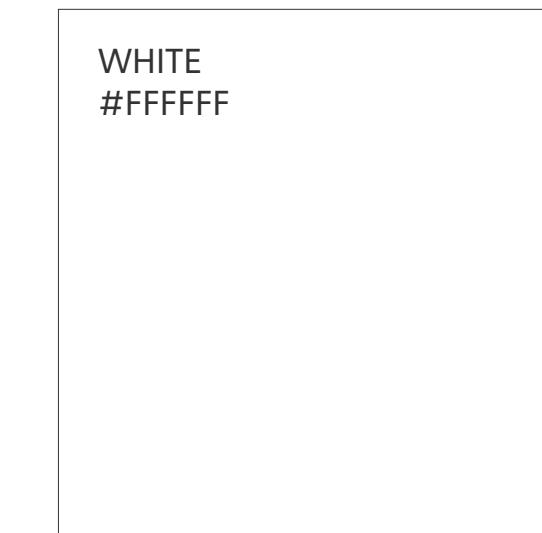
### Text colours



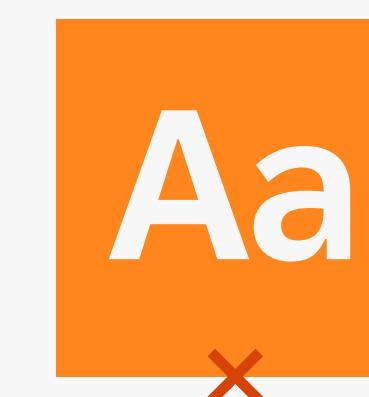
### Colour of design elements



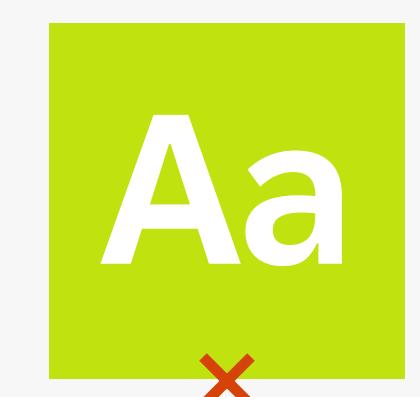
### Background colour



Illegible text



Insufficient contrast



Insufficient contrast

# The territory

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  - Proportions*
  - Compositions*
  - Expert's section*
  - Turbine size within a visual medium*
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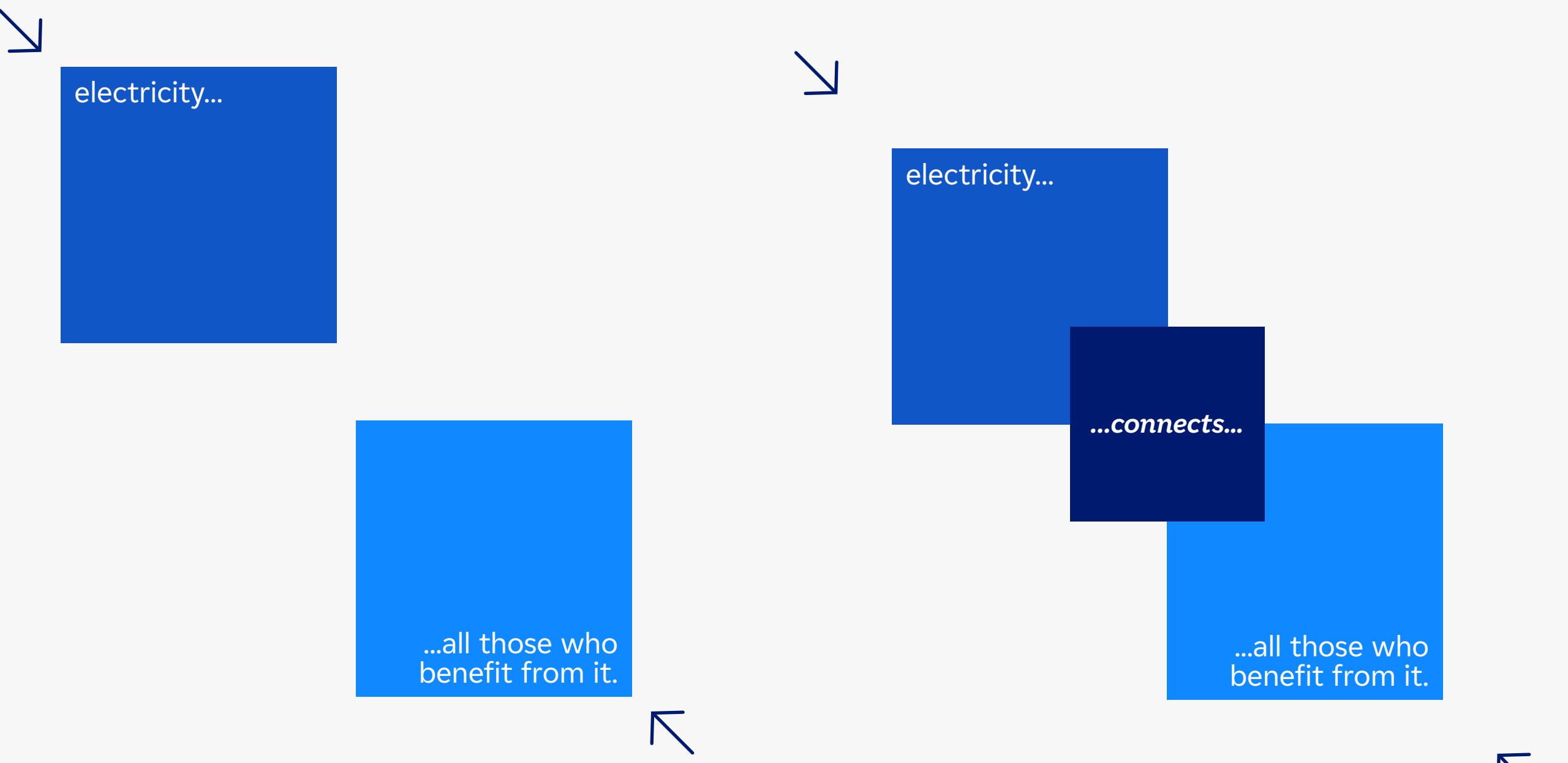
## The Connection Principles

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.

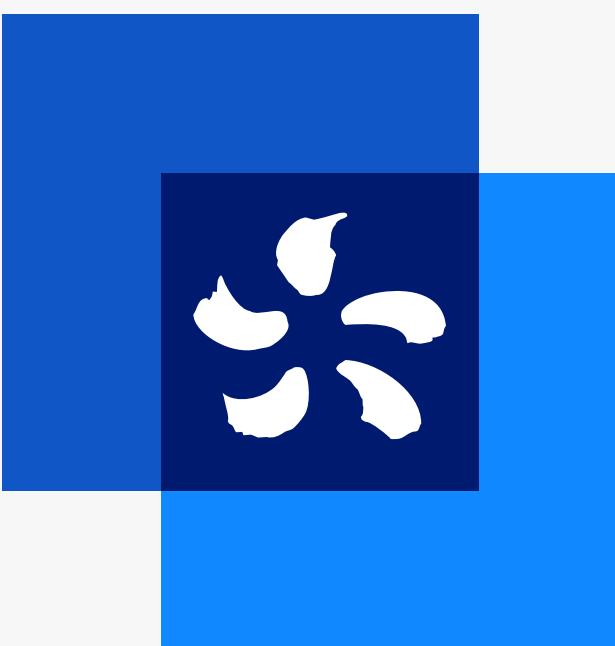
From a design perspective, this is visually portrayed by creating a Connection between the contribution made by our expertise and the benefits linked to the use of electricity.

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.



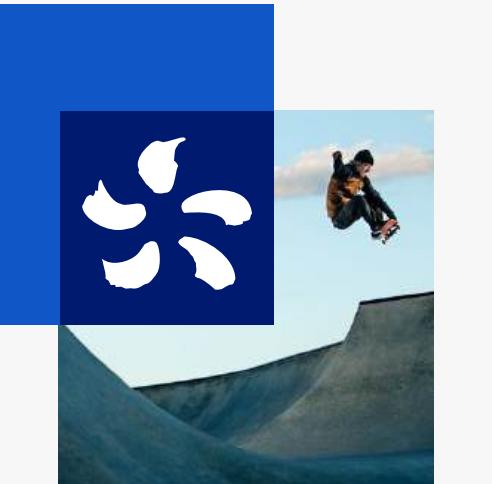
## The Connection Principles

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

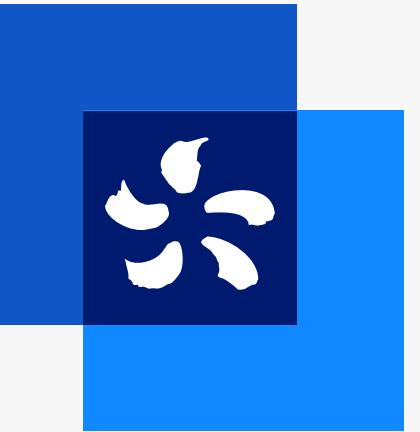
The Connection  
between two  
different images



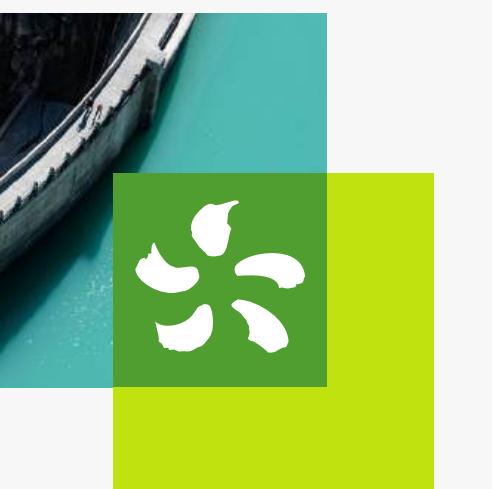
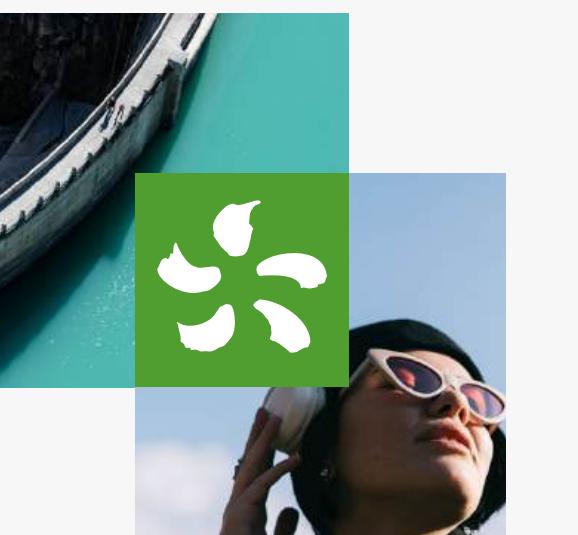
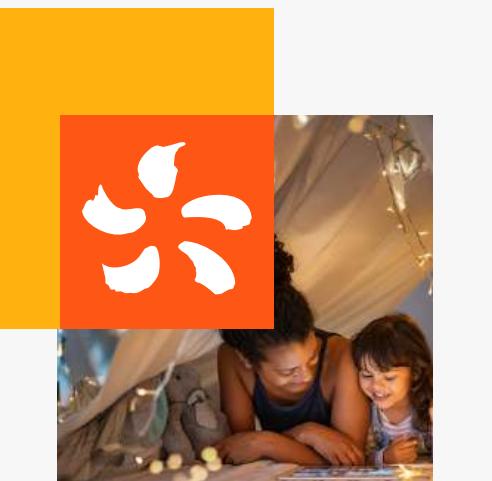
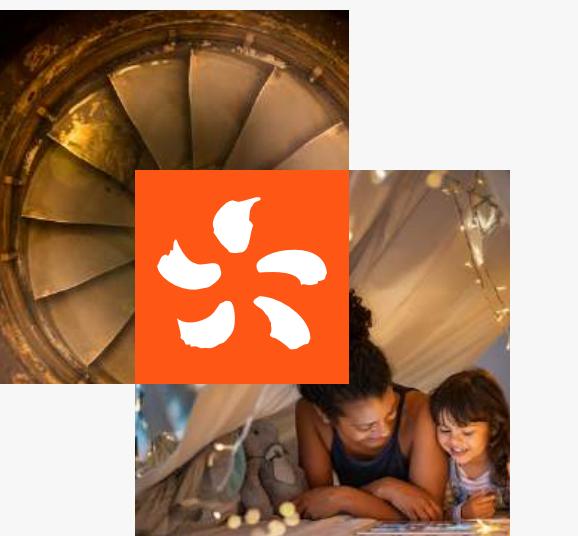
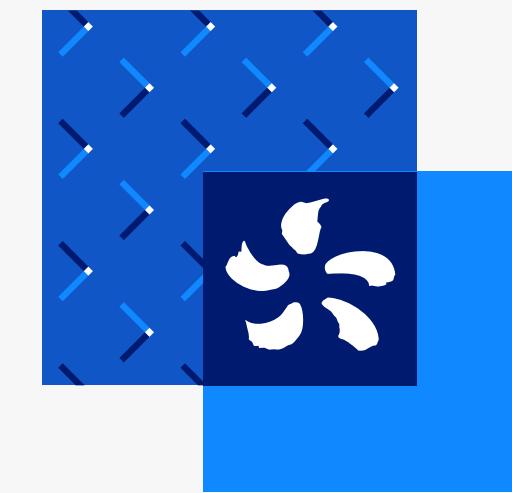
The Connection  
between an image  
and a block of solid colour



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

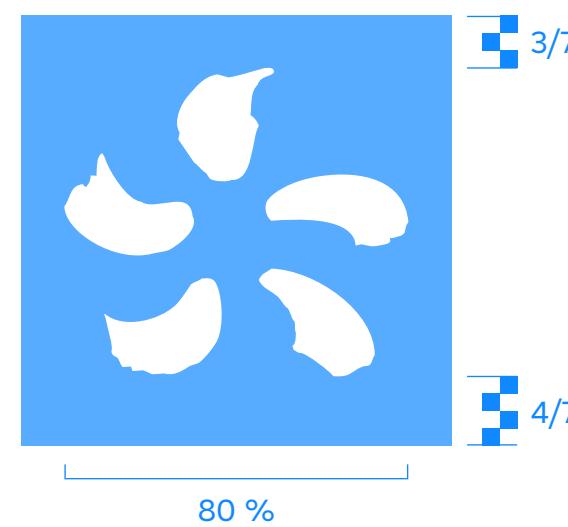
Minimum proportions must be applied to ensure the legibility of all content added to the Connection.

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:

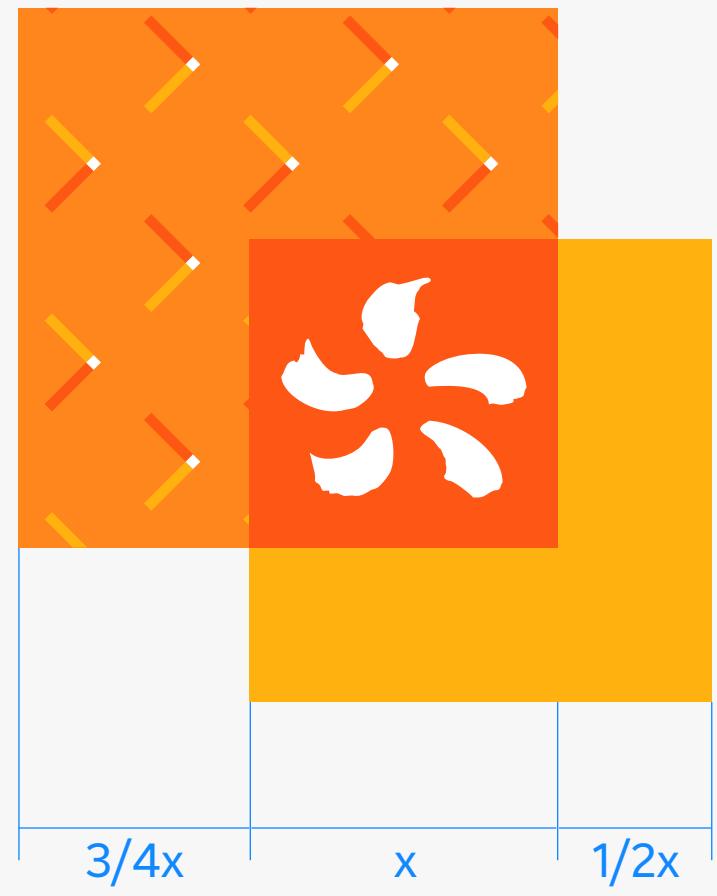


Minimum proportions:

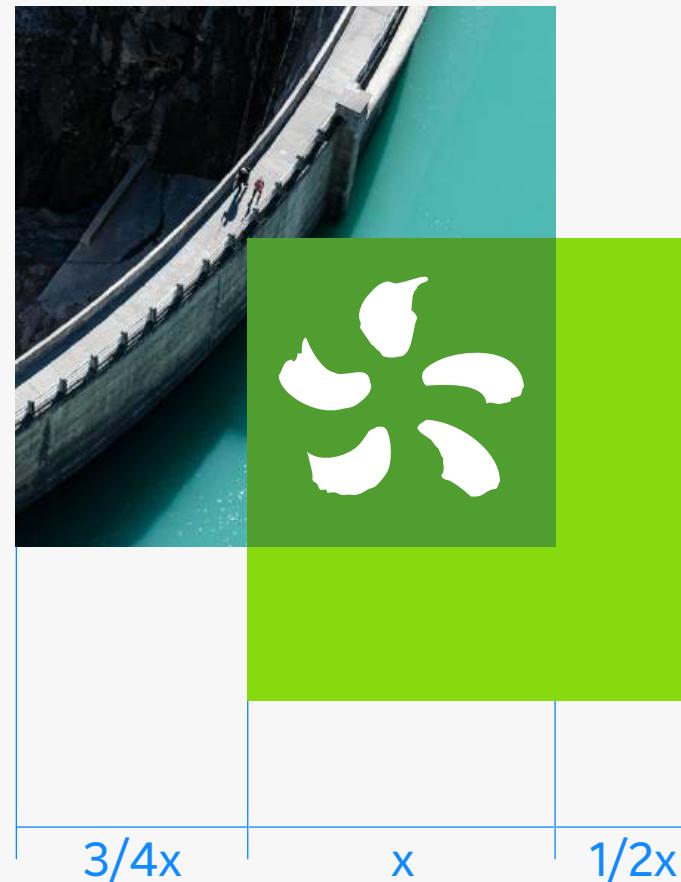
Colour



Colour + patterns

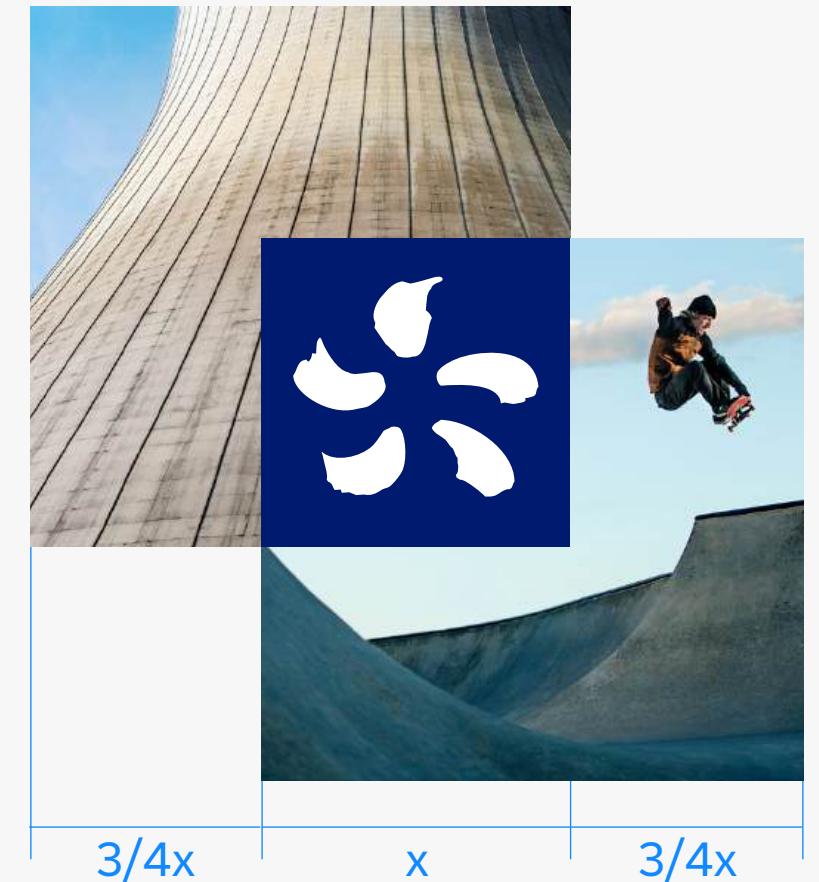


Colour + images

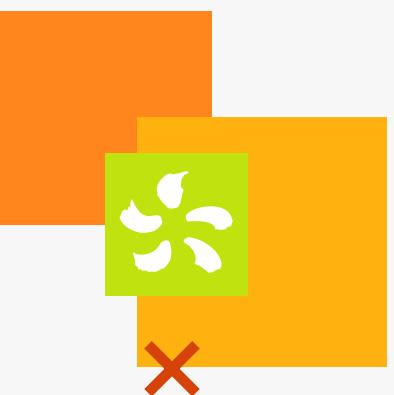


Minimum proportions:

2 images



✖ Do not!



Wrong alignments and colours



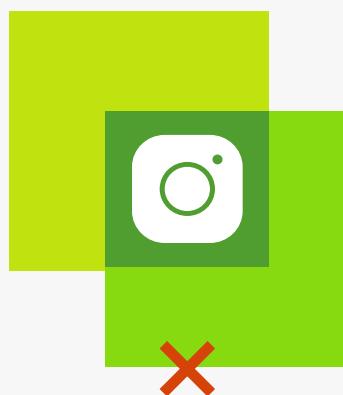
Mixing the tones and use one single blade



Wrong proportions and altered Turbine



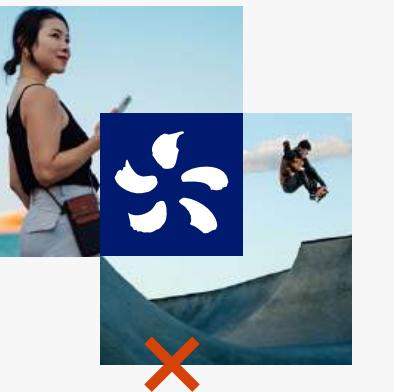
Stencilled turbine with a coloured background block



Connection with another element at its centre



1 image linked to a pattern



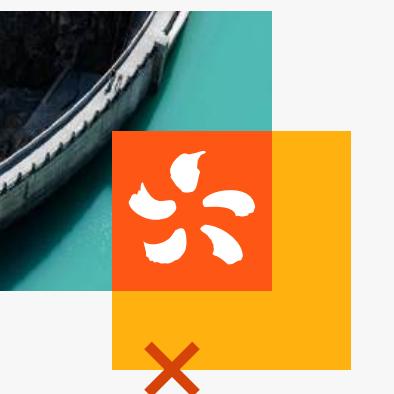
Adding 2 images that both display users



2 images that both display electricity



People in both images



An incorrect tone

## The Connection

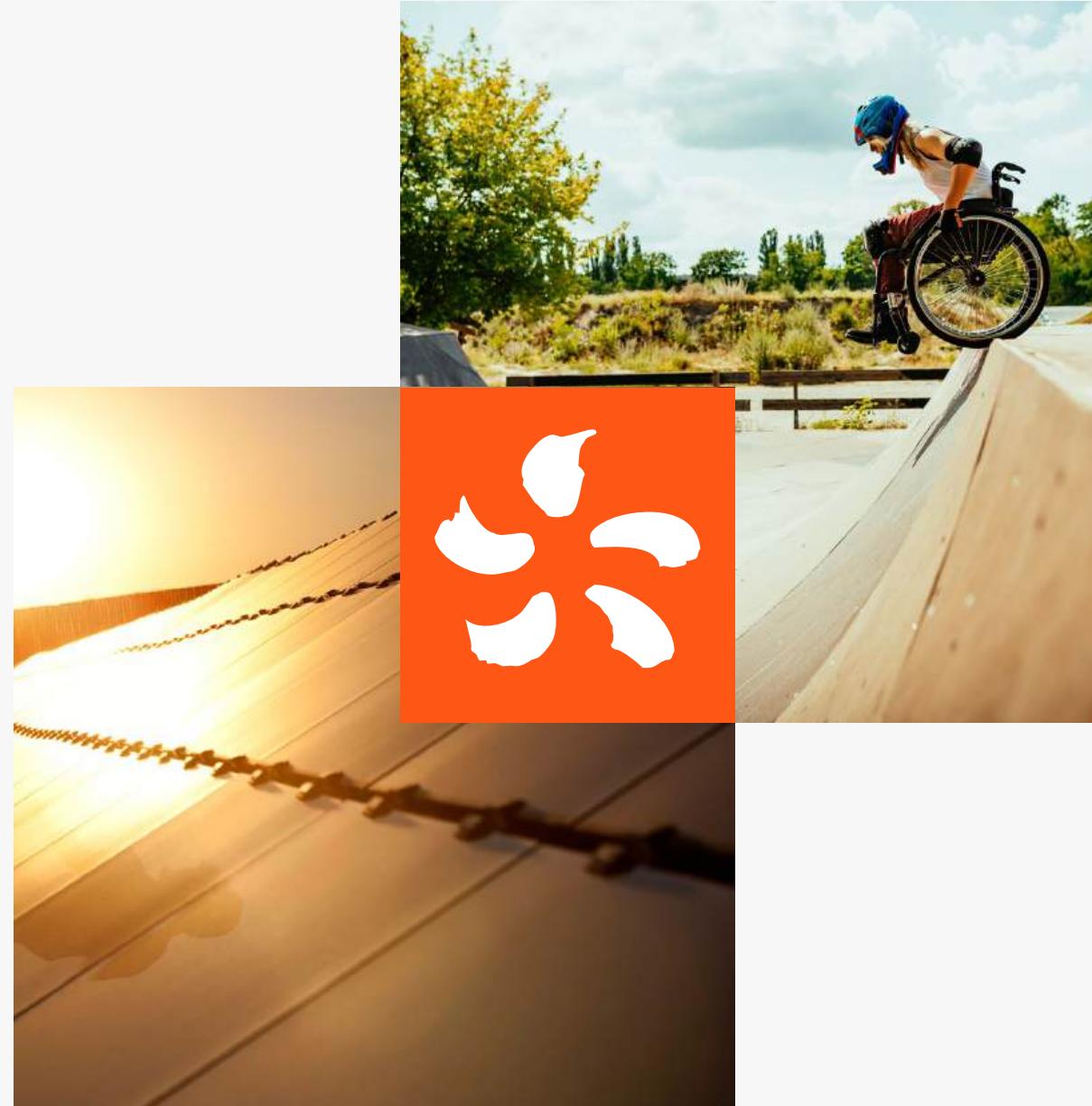
### Compositions

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



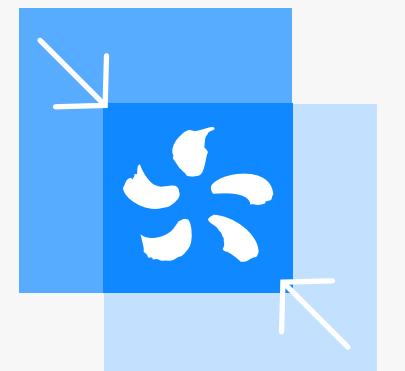
#### A continuity of forms



#### Decorative elements

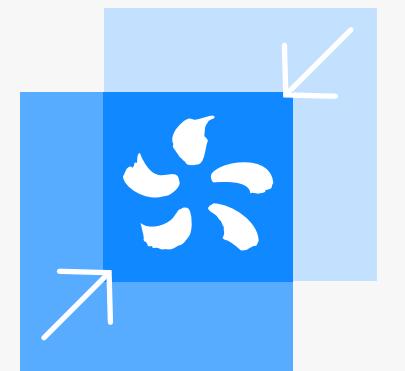


Electricity



All those who benefit from it.

All those who benefit from it.



Electricity

Electricity

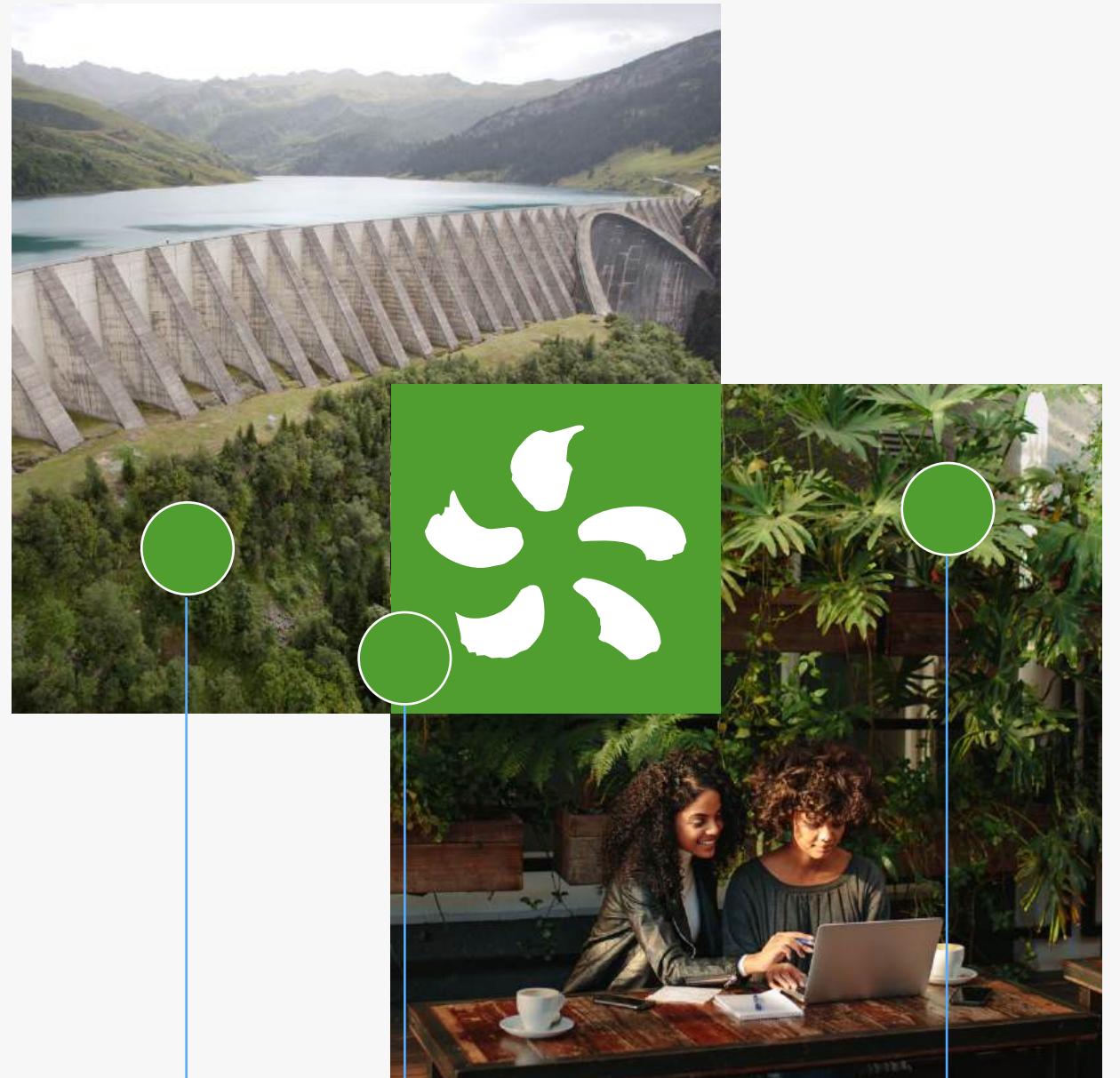
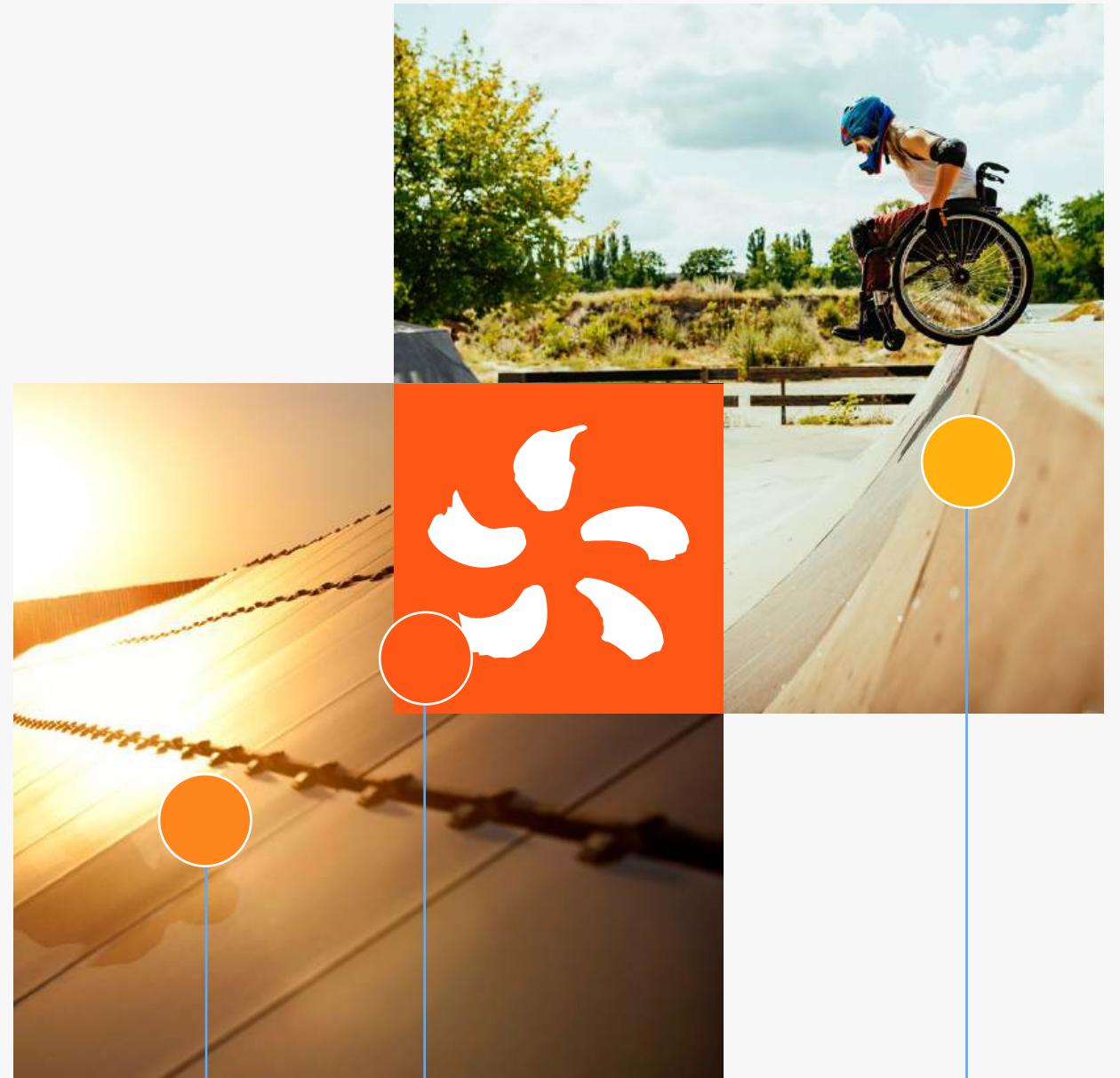
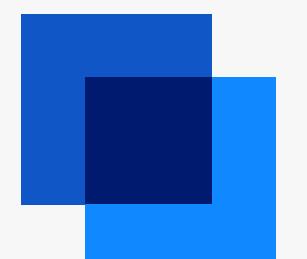


All those who benefit from it.

## The Connection

### Compositions

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



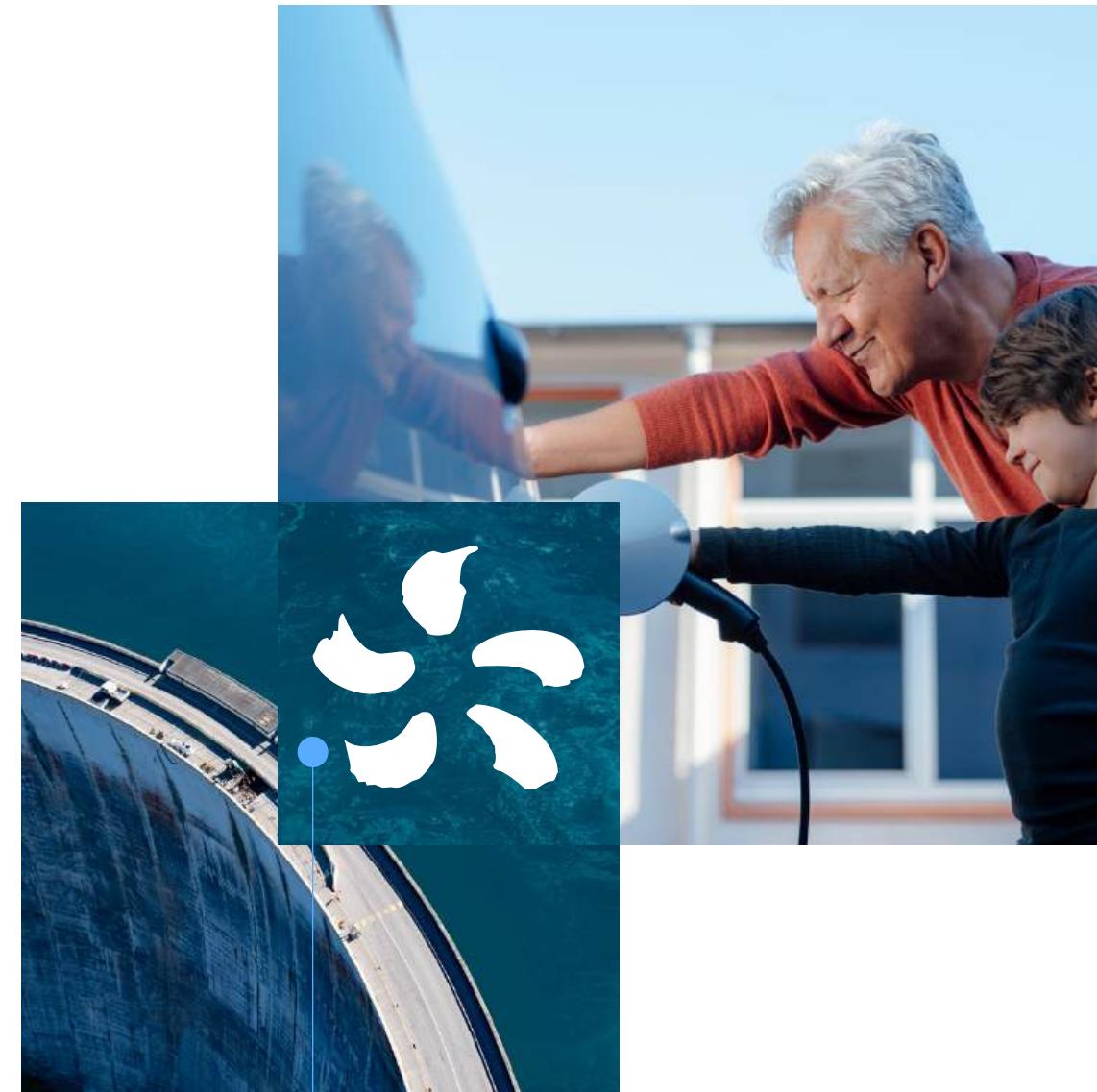
## The Connection

### 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.

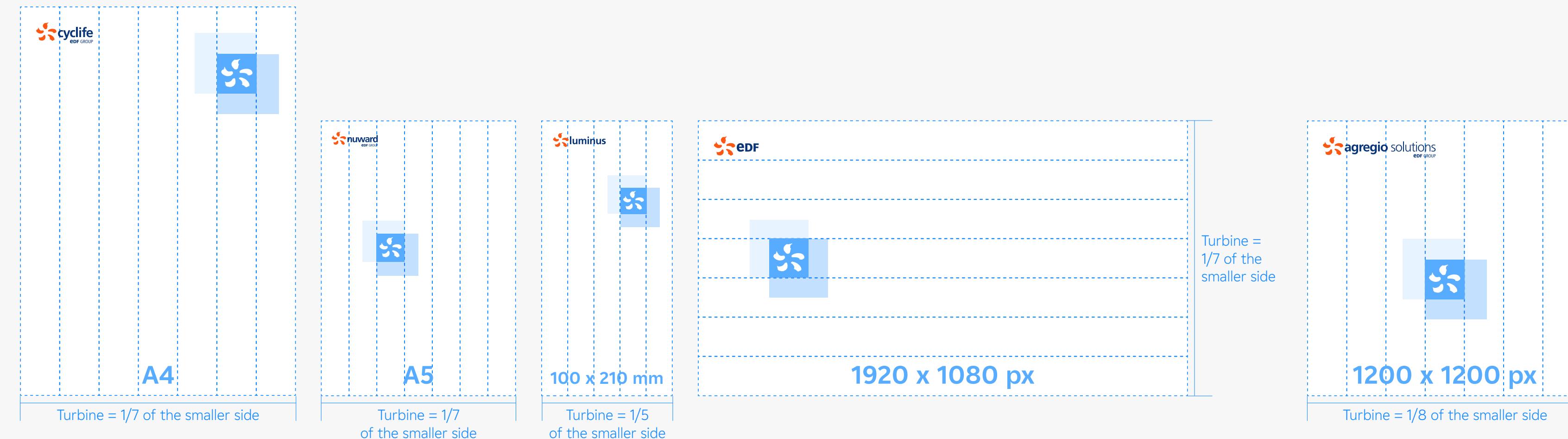
In this way, the turbine in its square can be easily distinguished from the size of the turbine in the logo.

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

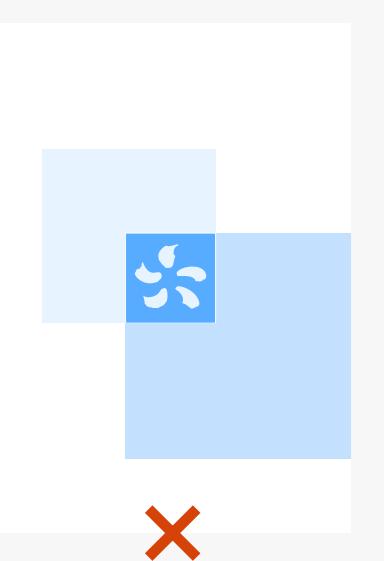
In this way, the Turbine is highlighted within the Connection, without taking visual importance away from the rest of the content (images or texts) or the white background area.

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

#### Minimum size

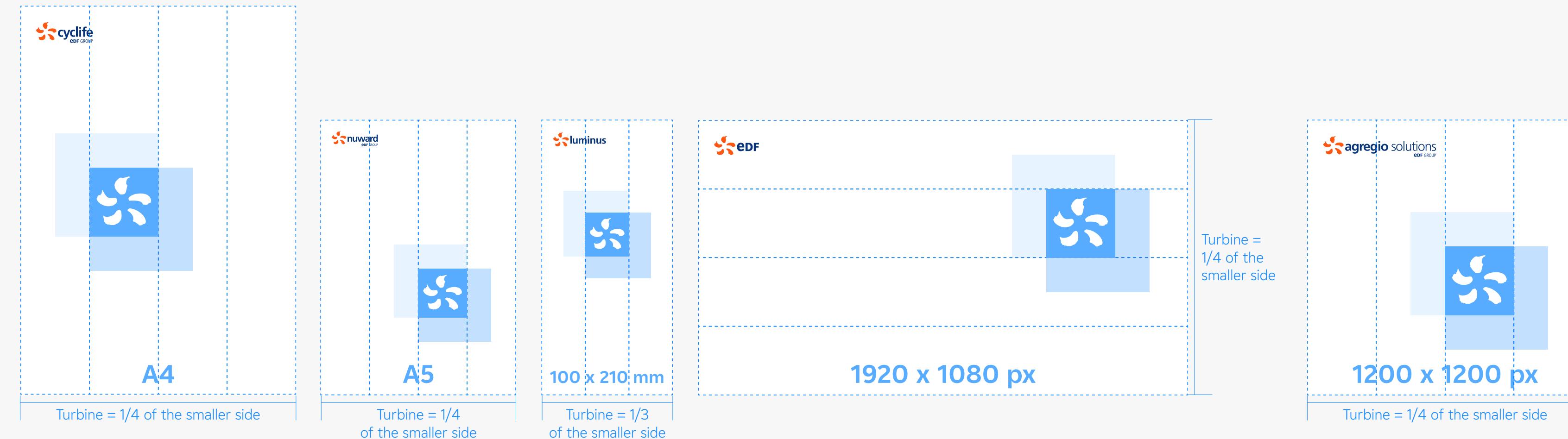


✖ Do not!



Using the Turbine without the logo

#### Maximum size

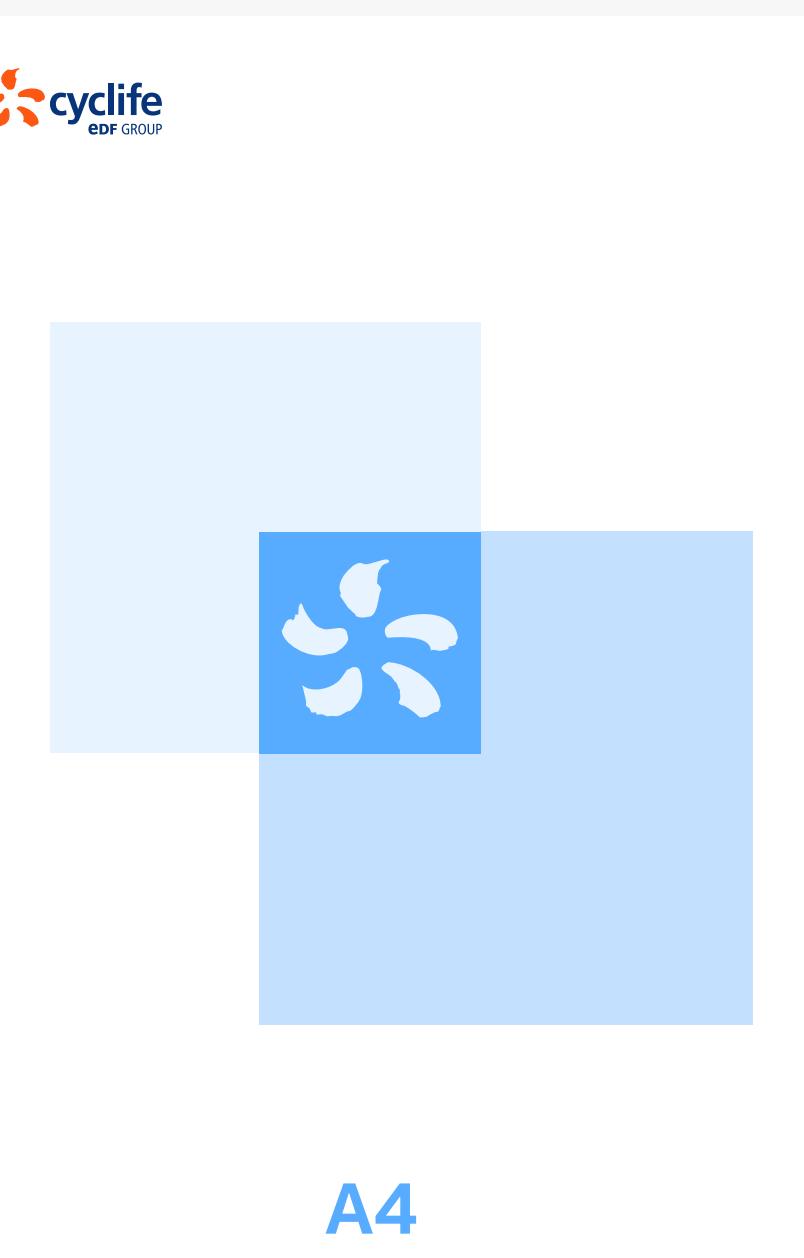


## The Connection

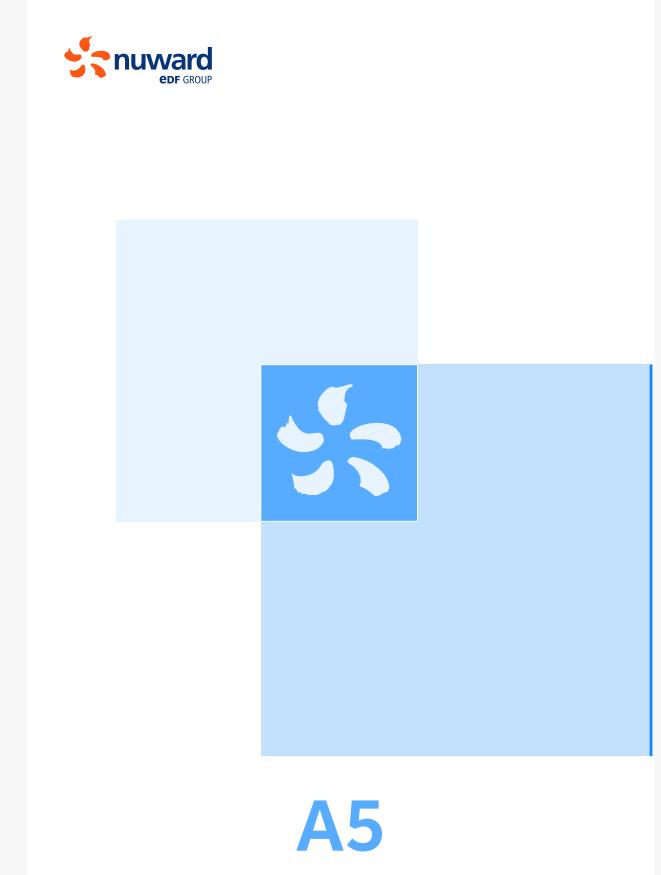
The Connection  
within a visual  
medium

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

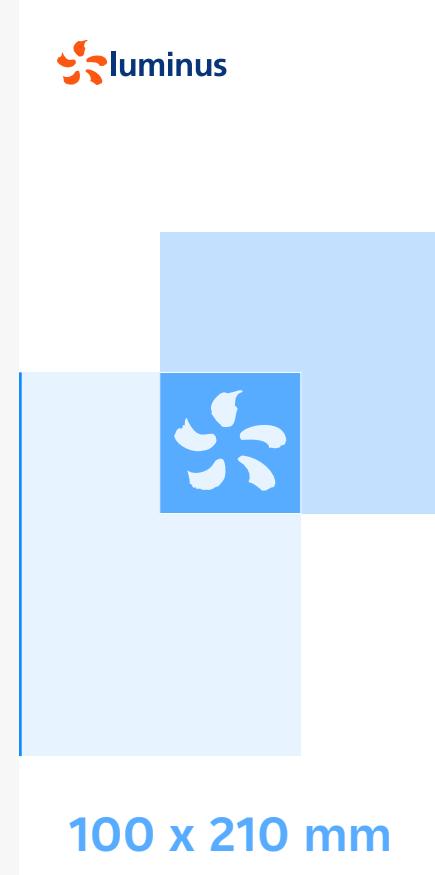
Both squares can be placed  
entirely on a white  
background, or one, two,  
three or even four sides  
of the square can be placed  
on the edge of the page.



No sides placed at the edge



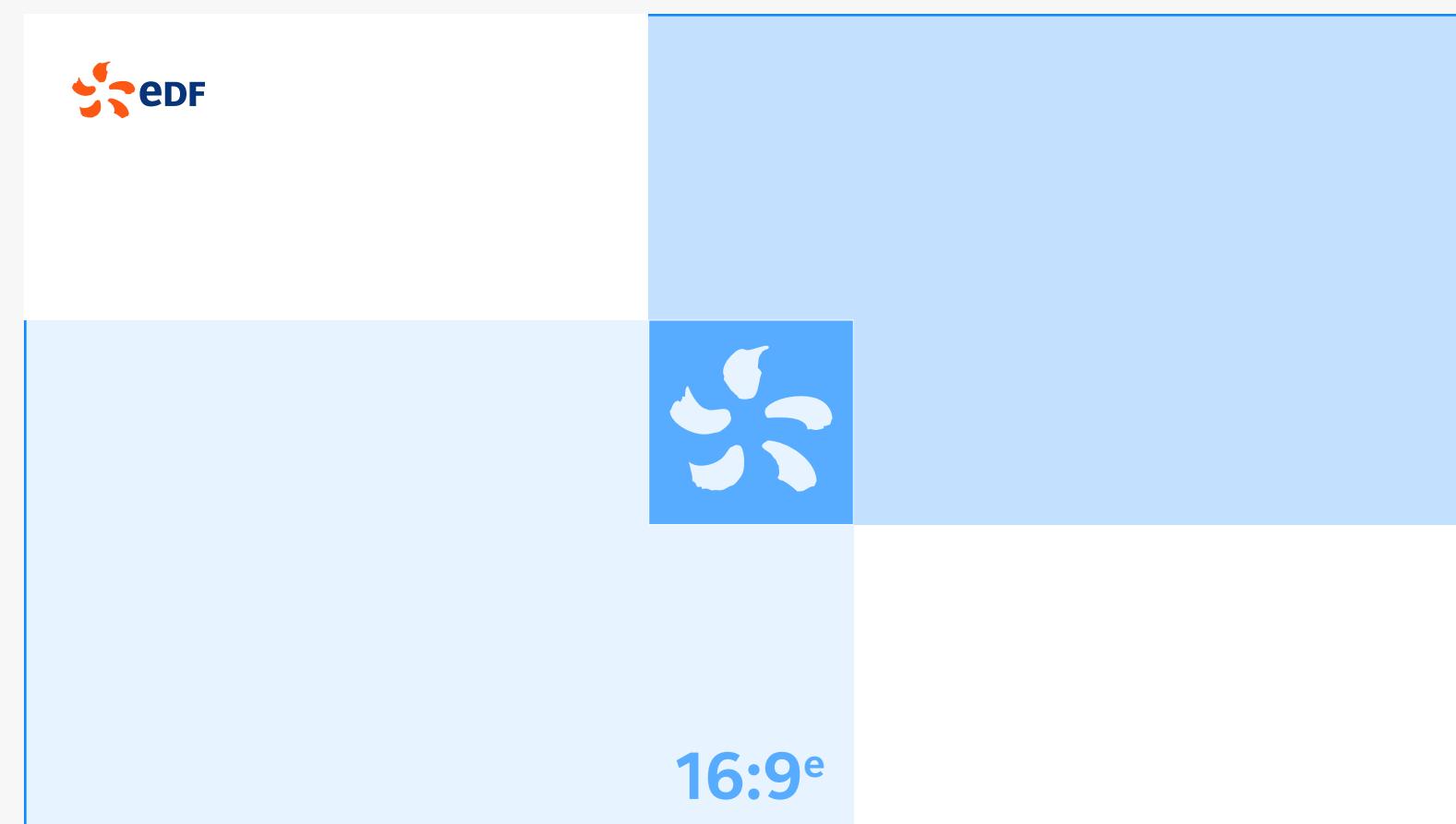
1 side placed at the edge



2 sides placed  
at the edge



3 sides placed at the edge



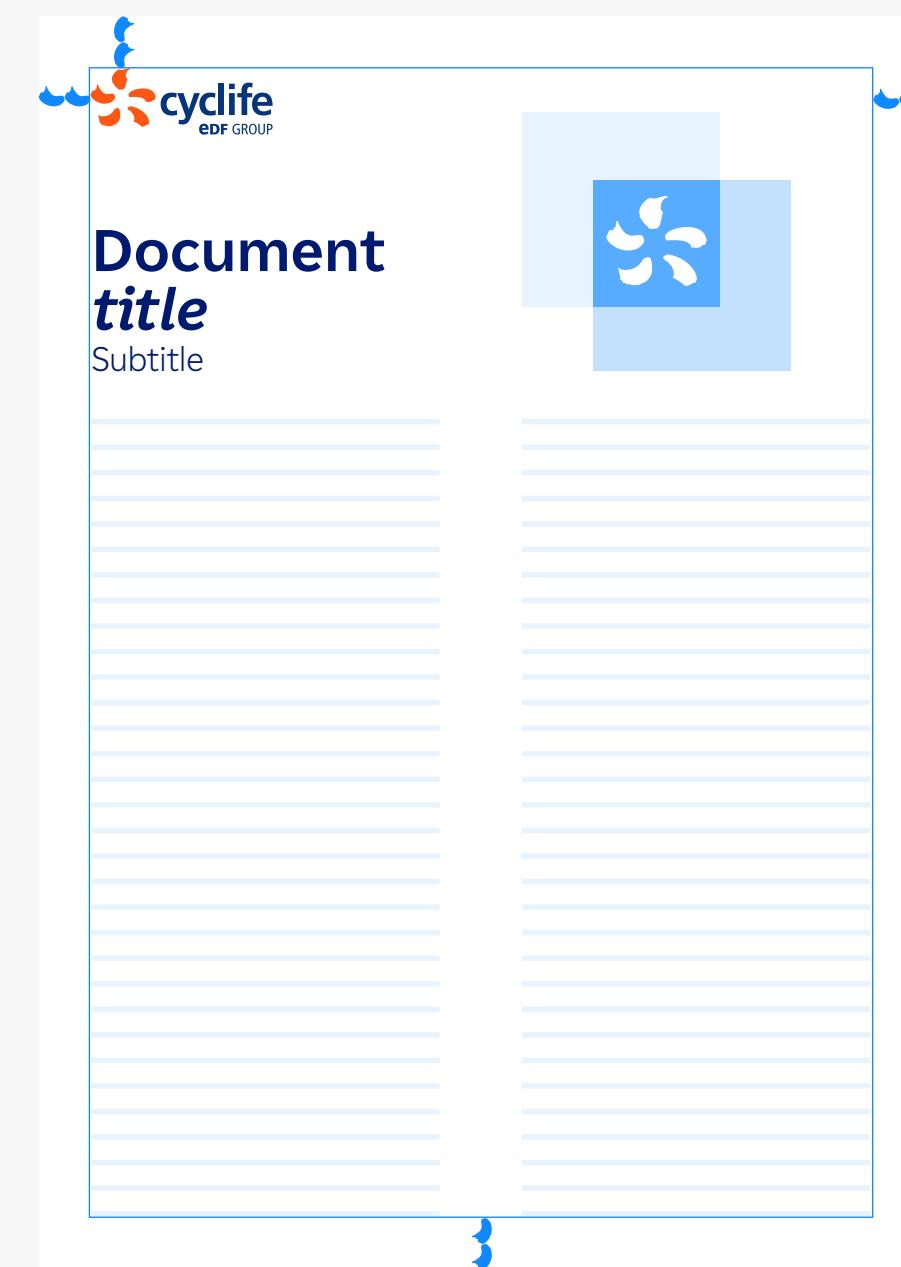
4 sides placed at the edge

## The Connection

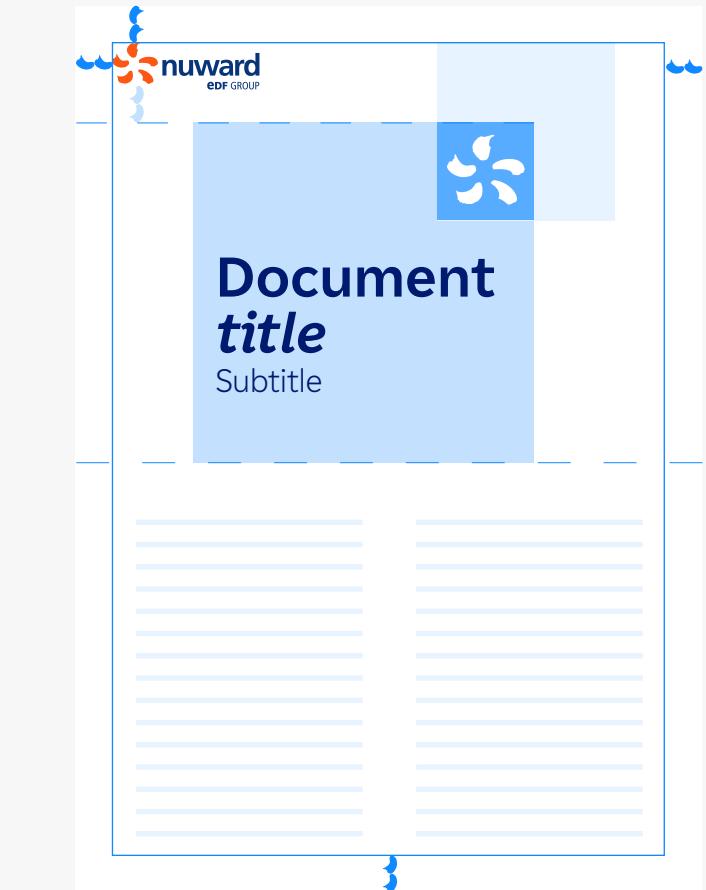
The Connection  
within a visual  
medium

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

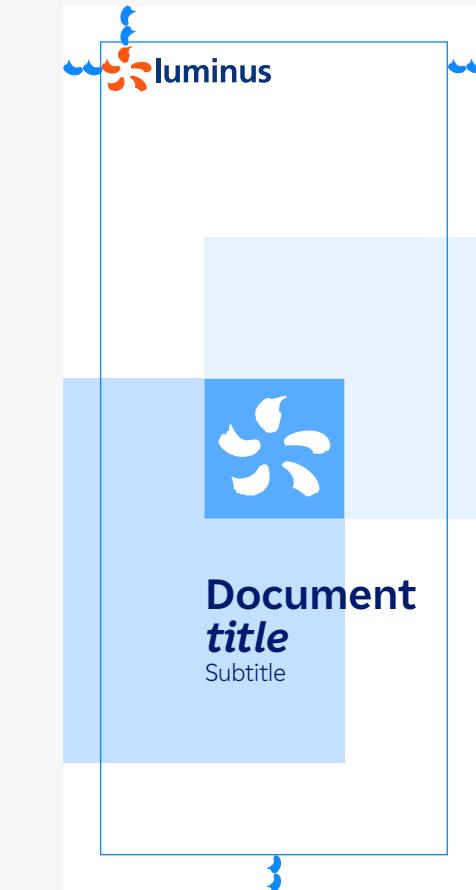
Titles and subtitles can  
be placed either outside  
the Connection or inside  
one of the squares, in keeping  
with graphic design elements.



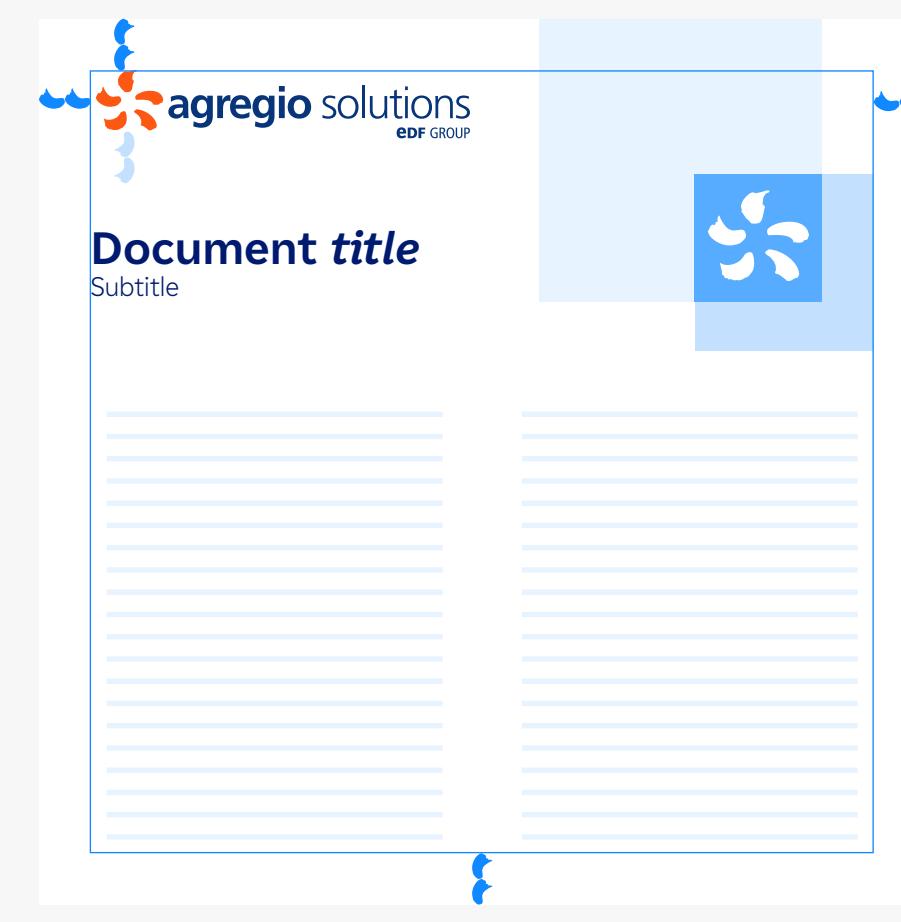
A4



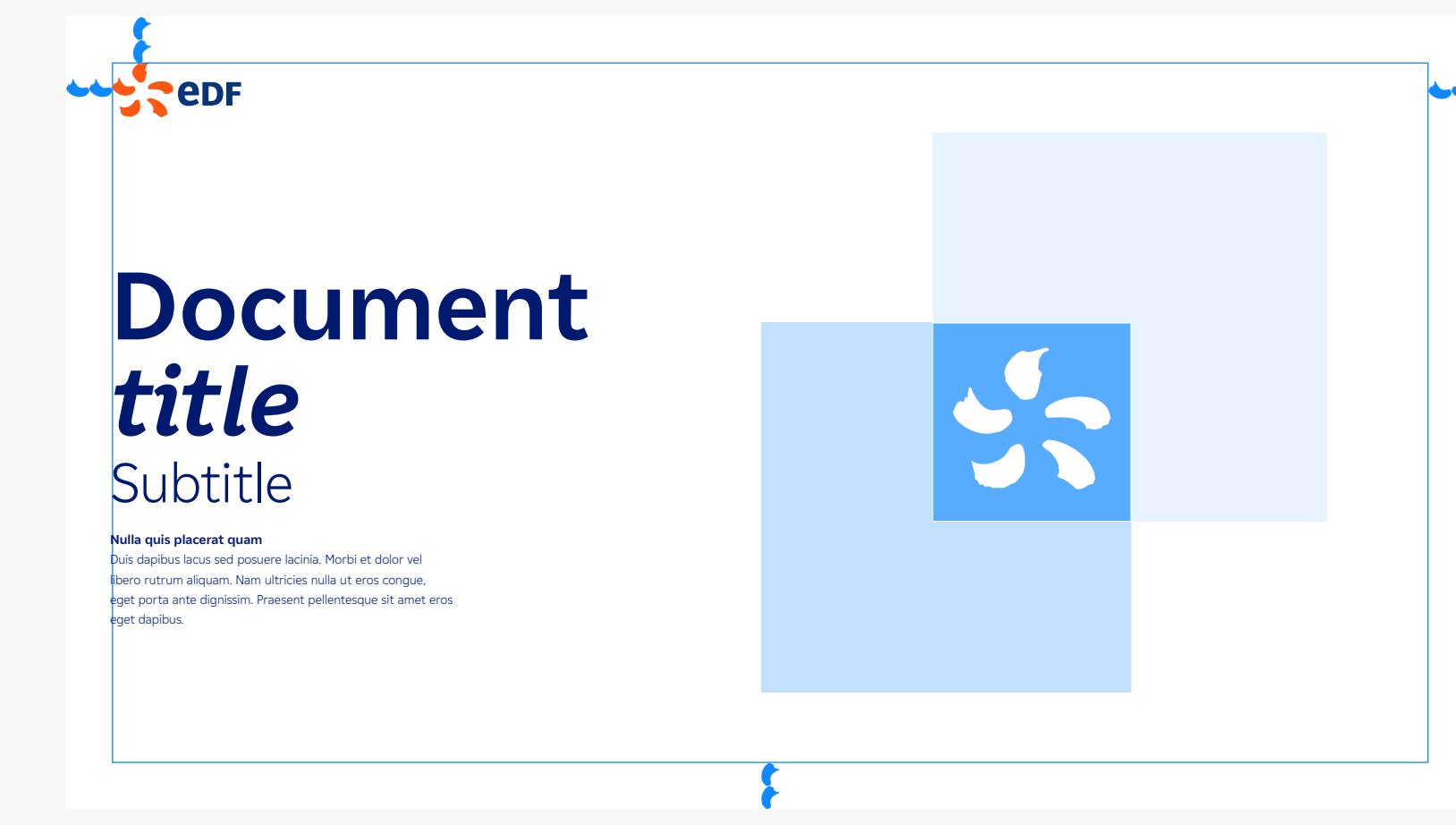
A5



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.

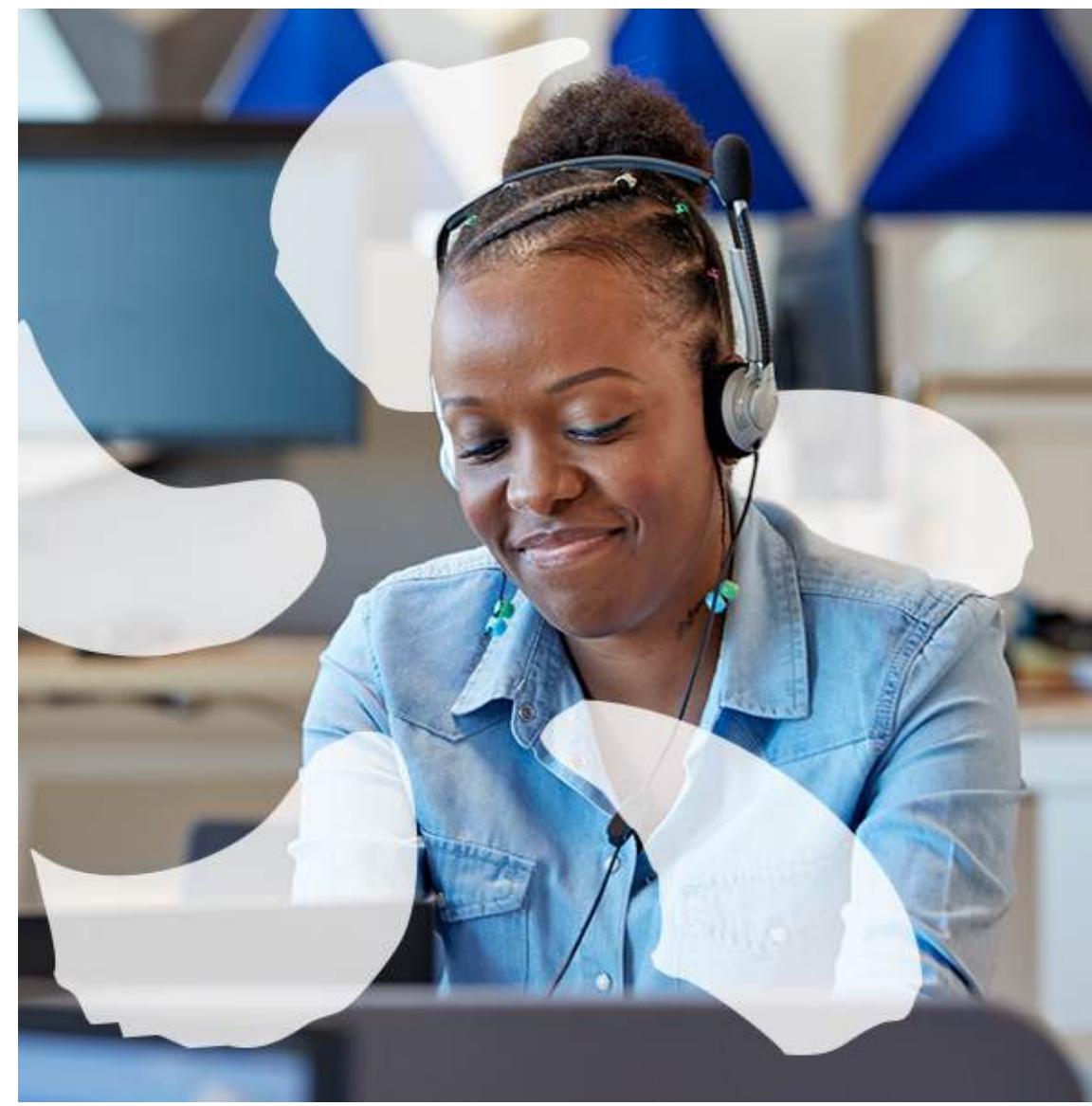
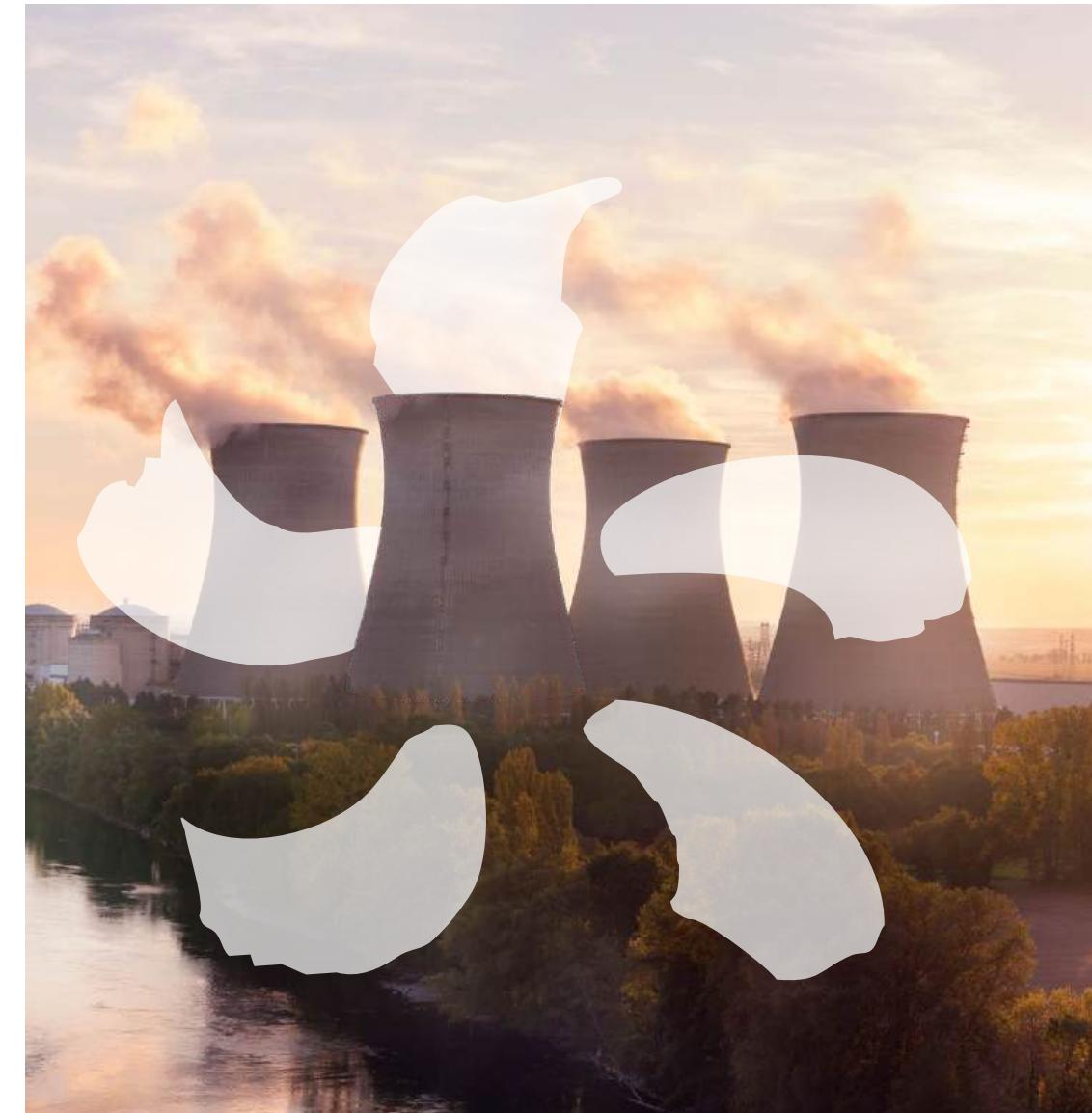
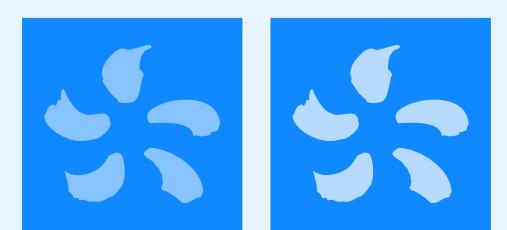
In this case, the Turbine is transparent and positioned strategically around the key subject in the image.

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

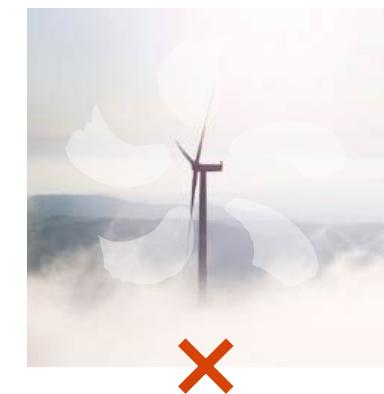
The Turbine is not just placed on the image: it becomes an integral part of it.

### Transparency

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



### ✖ Do not!



White turbine on a light background



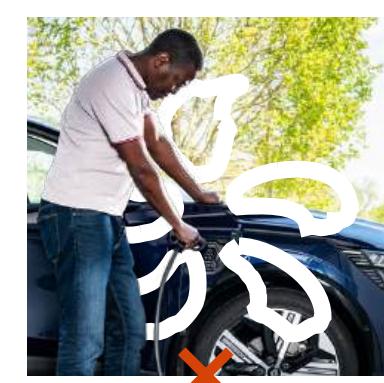
Transparent coloured turbine



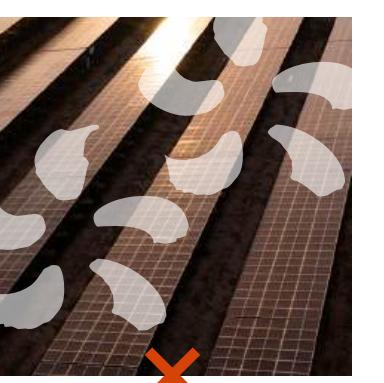
Turbine too far away from the main subject



Transparent turbine with the Connection



Contour around the turbine



More than one transparent turbine logo

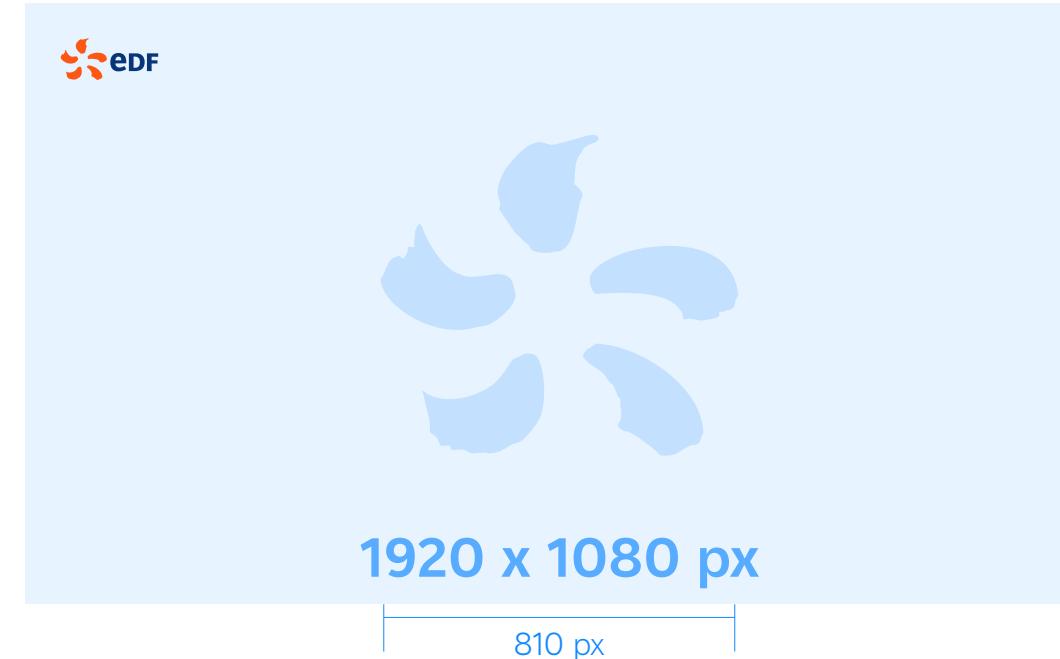
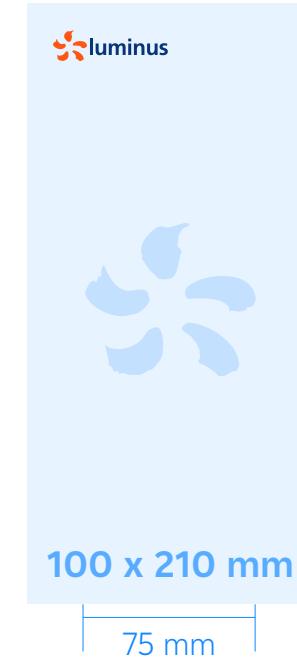
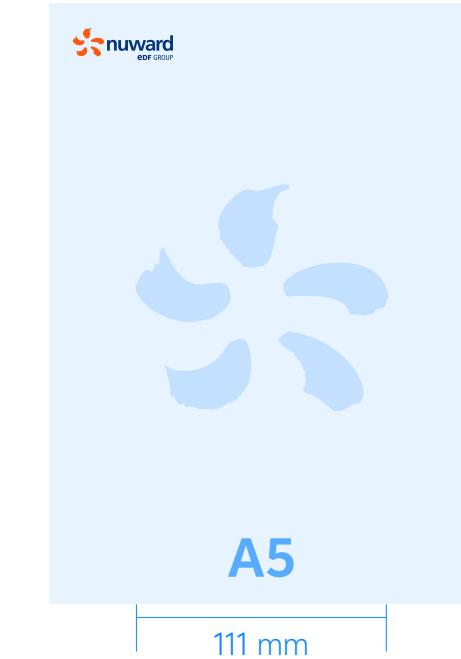
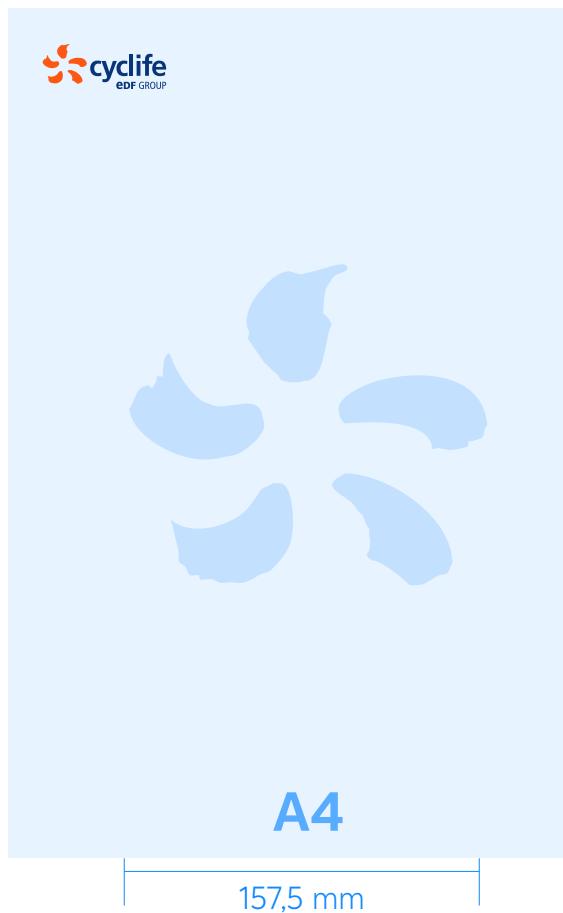
## The Turbine Expert's section

The Turbine's size can vary depending on each format.

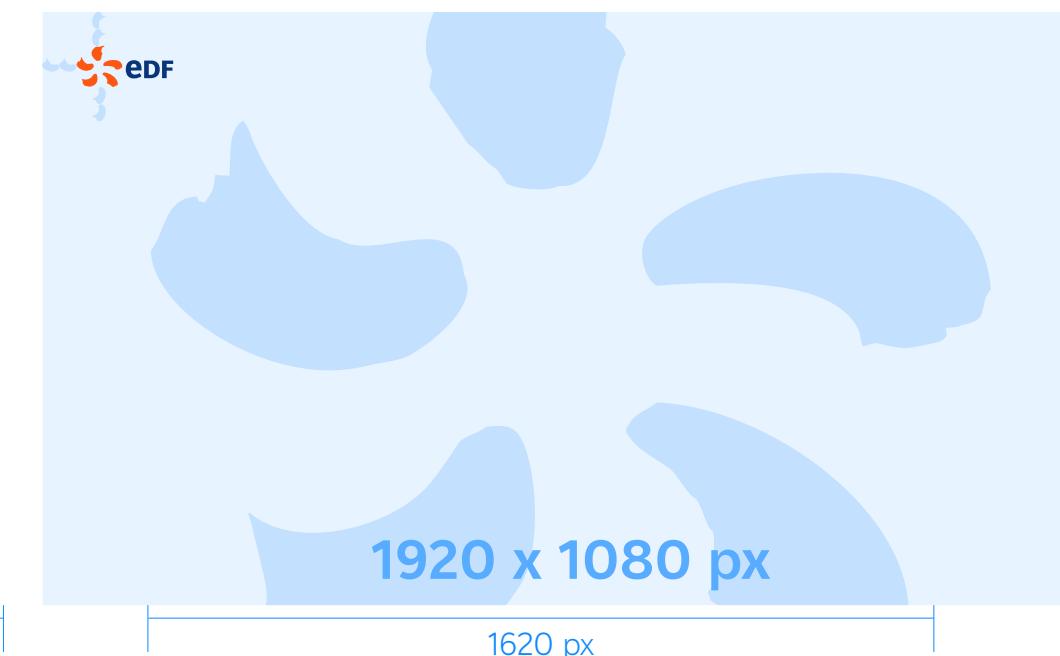
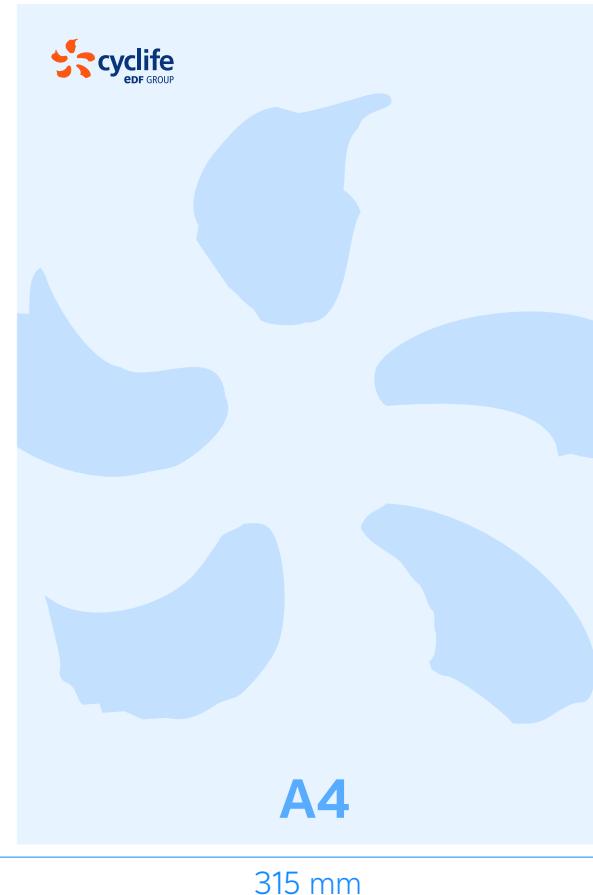
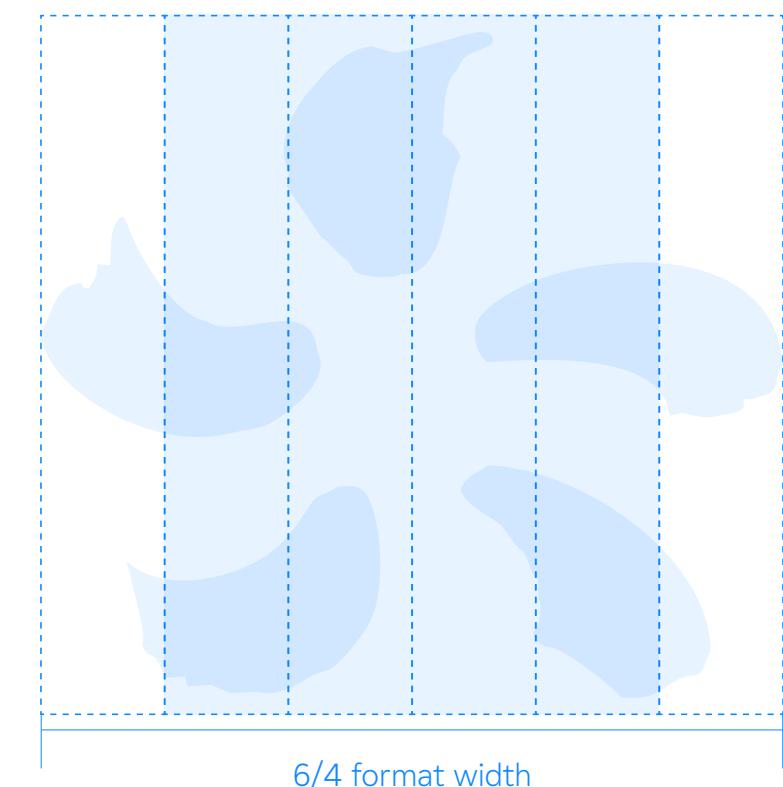
This size varies between 3/4 and 6/4 the smaller side of the format.

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

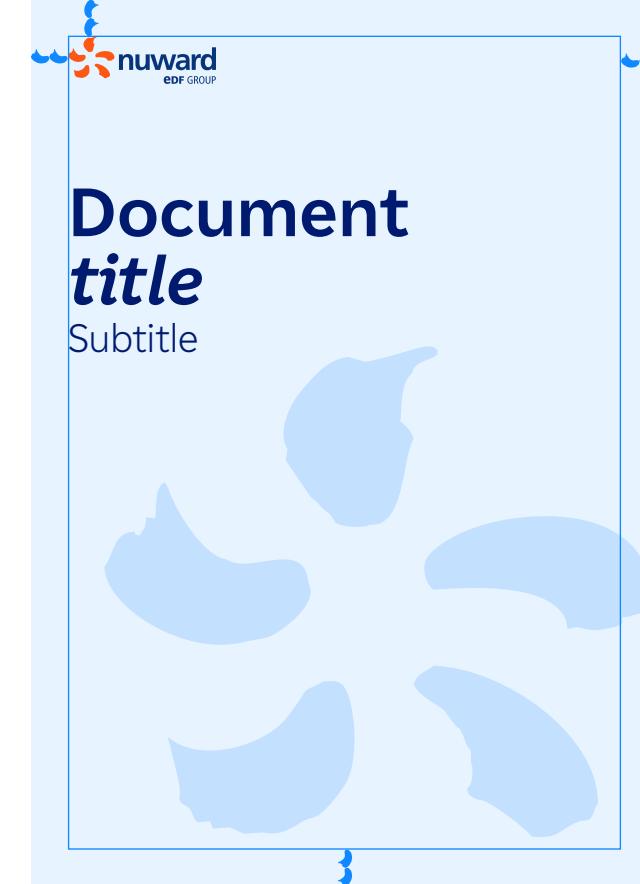
Text is also placed  
on the page depending  
on the Turbine's position.

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

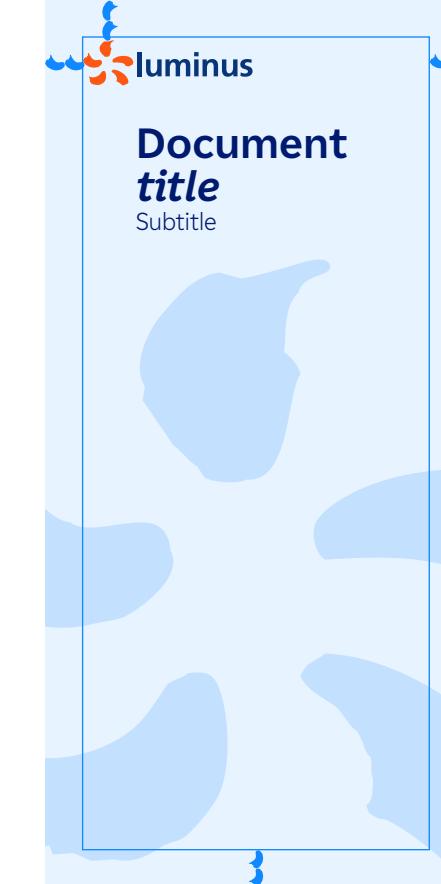
Whenever possible, always  
try to align the elements  
to create a harmonious page  
composition.



A4



A5



100 x 210 mm

✗ Do not!



Do not write on the Turbine.



1:1



16:9

## 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:

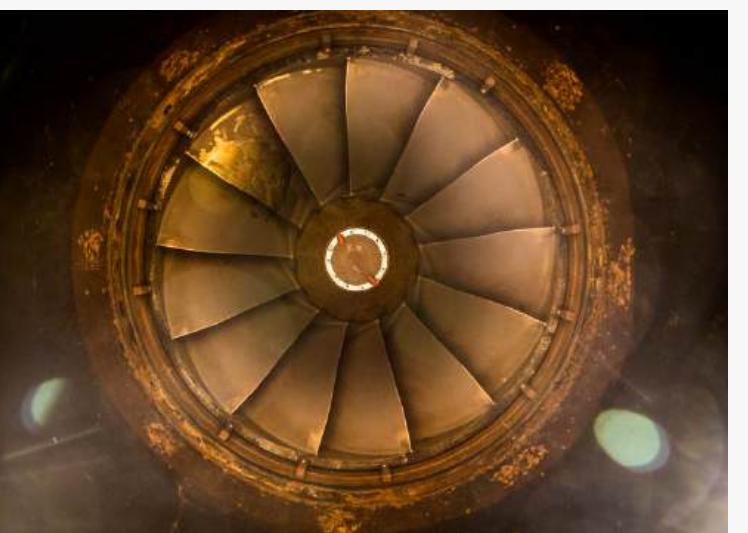
**1. all inclusive:** age, gender, ethnicity, social status, disability, place of residence, etc.

**2. realistic:** as close to reality as possible, with natural, spontaneous pauses shown in action.

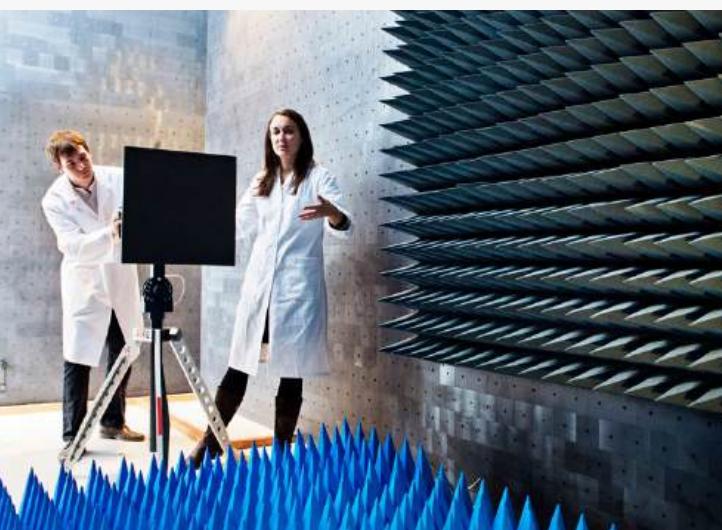
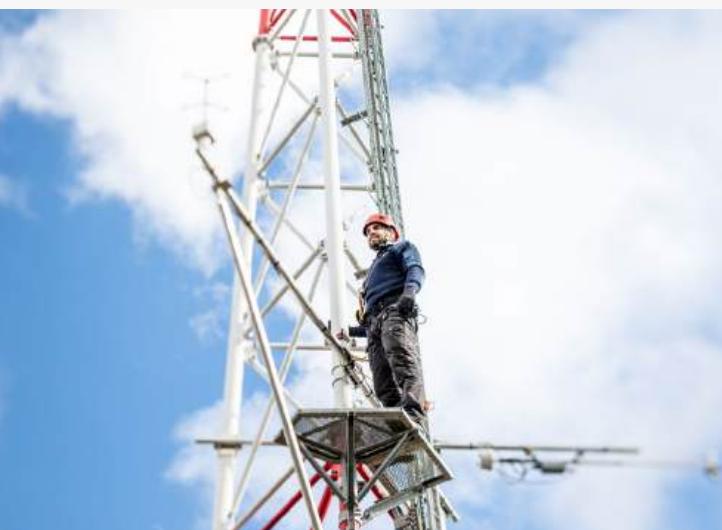
**3. natural:** clear and bright photos without any unnecessary extras or photo editing.

[Access the mediacenter](#)

### Production



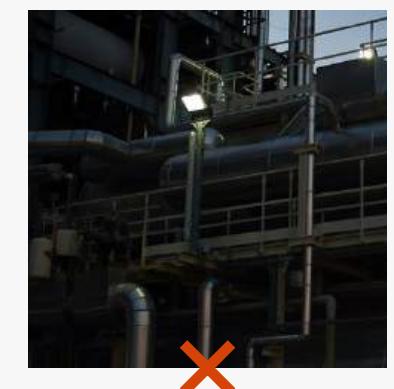
### Services



### Do not!



Inactive production equipment



Dark pictures



Unnecessary extras

## Iconography

From the users perspective

An iconography that is:

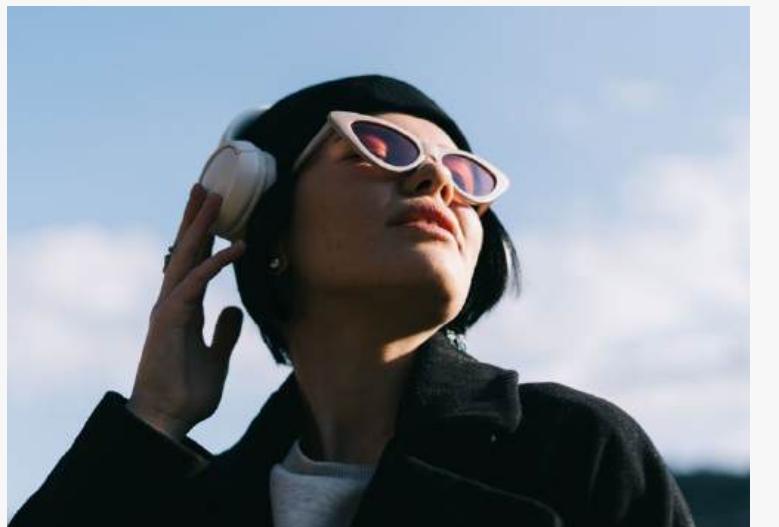
**1. all inclusive:** age, gender, ethnicity, social status, disability, place of residence, etc.

**2. realistic:** as close to reality as possible, with natural, spontaneous pauses shown in action.

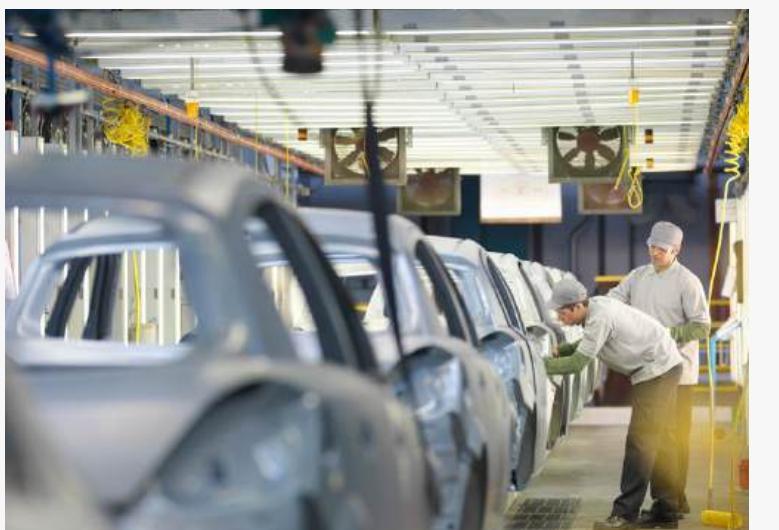
**3. natural:** clear and bright photos without any unnecessary extras or photo editing.

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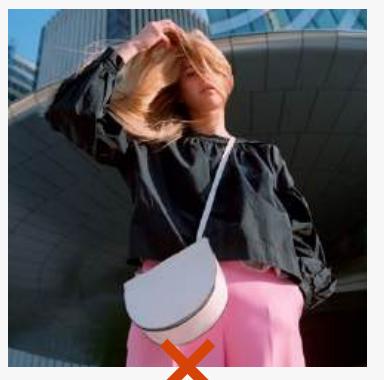
### The public



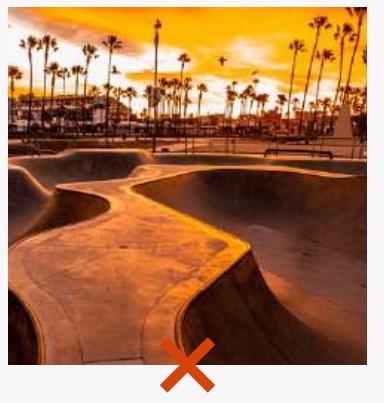
### Businesses and local authorities



### ✗ Do not!



No electric use



Unnecessary extras

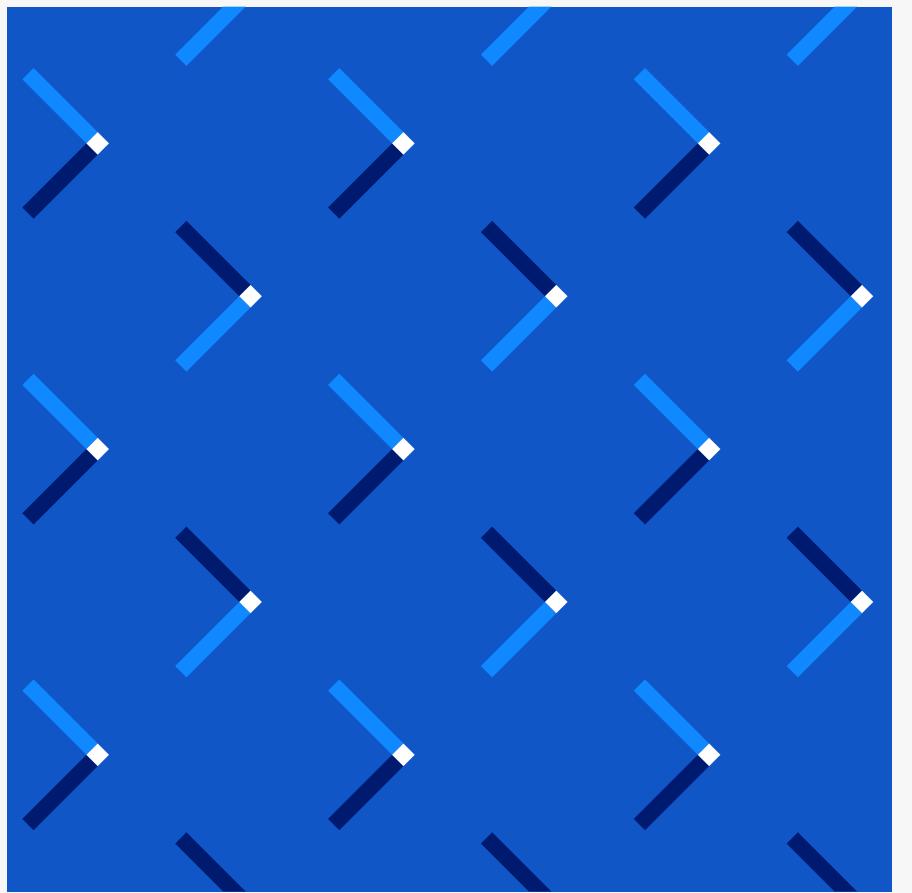
## Patterns

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.

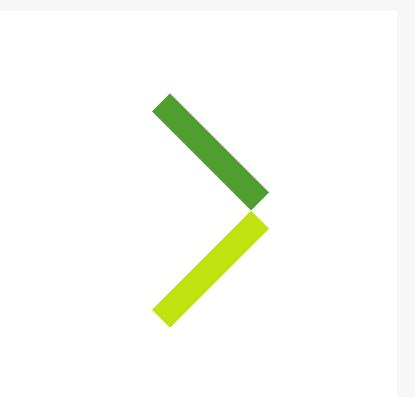
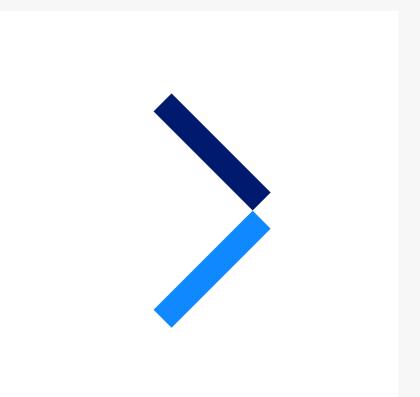
Old patterns can no longer be used.

[Download the patterns](#)

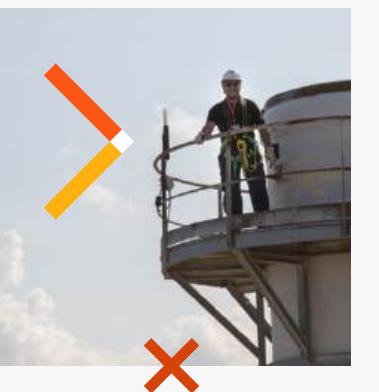
### As a background pattern



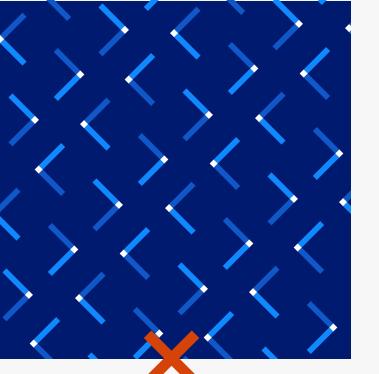
### As a bullet point system for text and signage



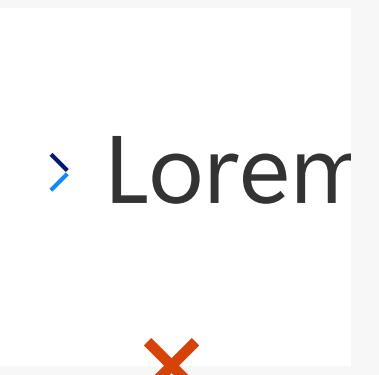
✗ Do not!



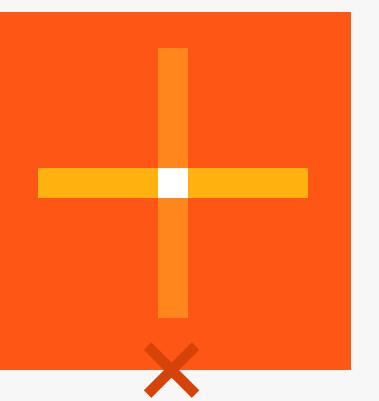
With an image



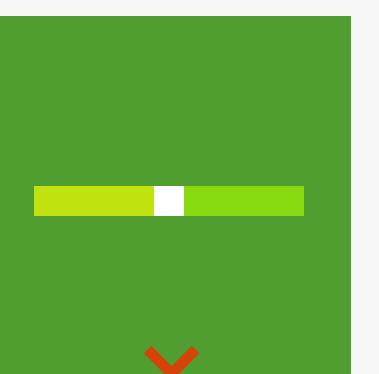
Old patterns



Bullet point too small



Old symbol “+”



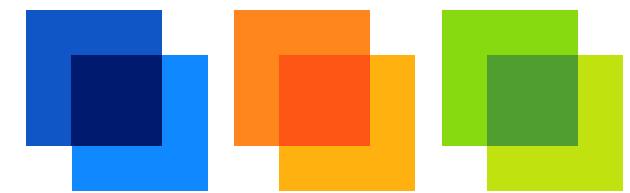
Old symbol “-”

## Pictograms

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

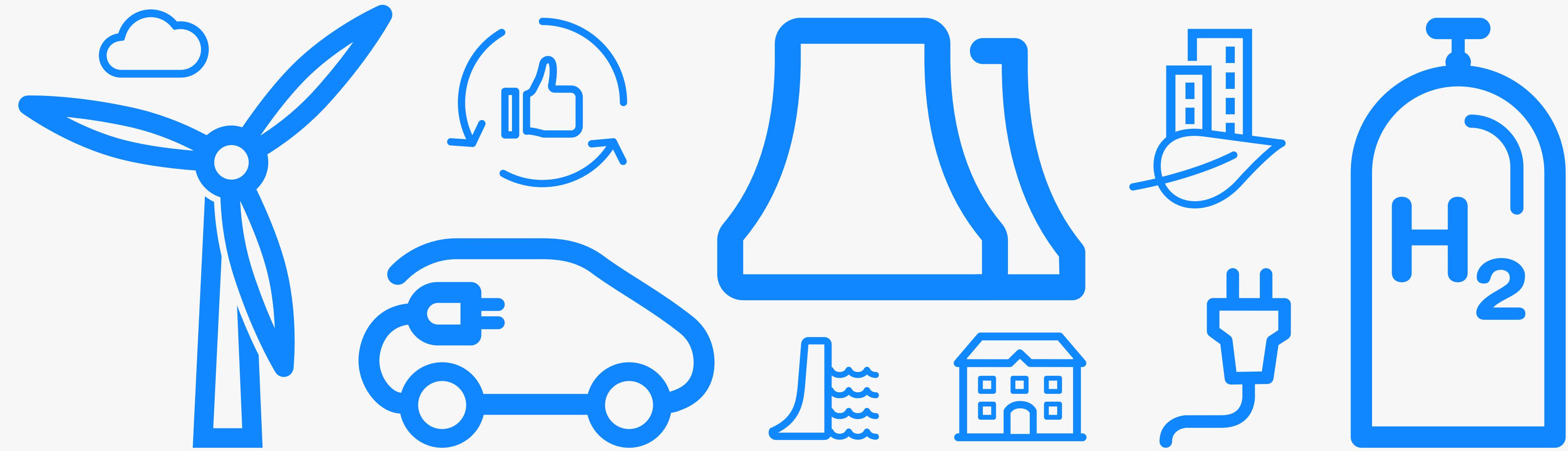
We recommend using a maximum of 3 pictograms if / when creating a series.

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](#)



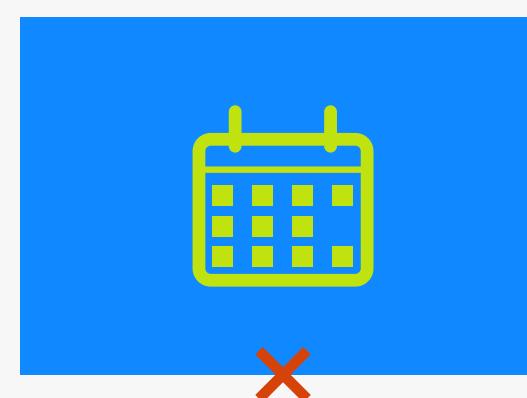
✗ Do not!



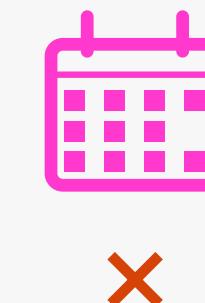
Inside a circle



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

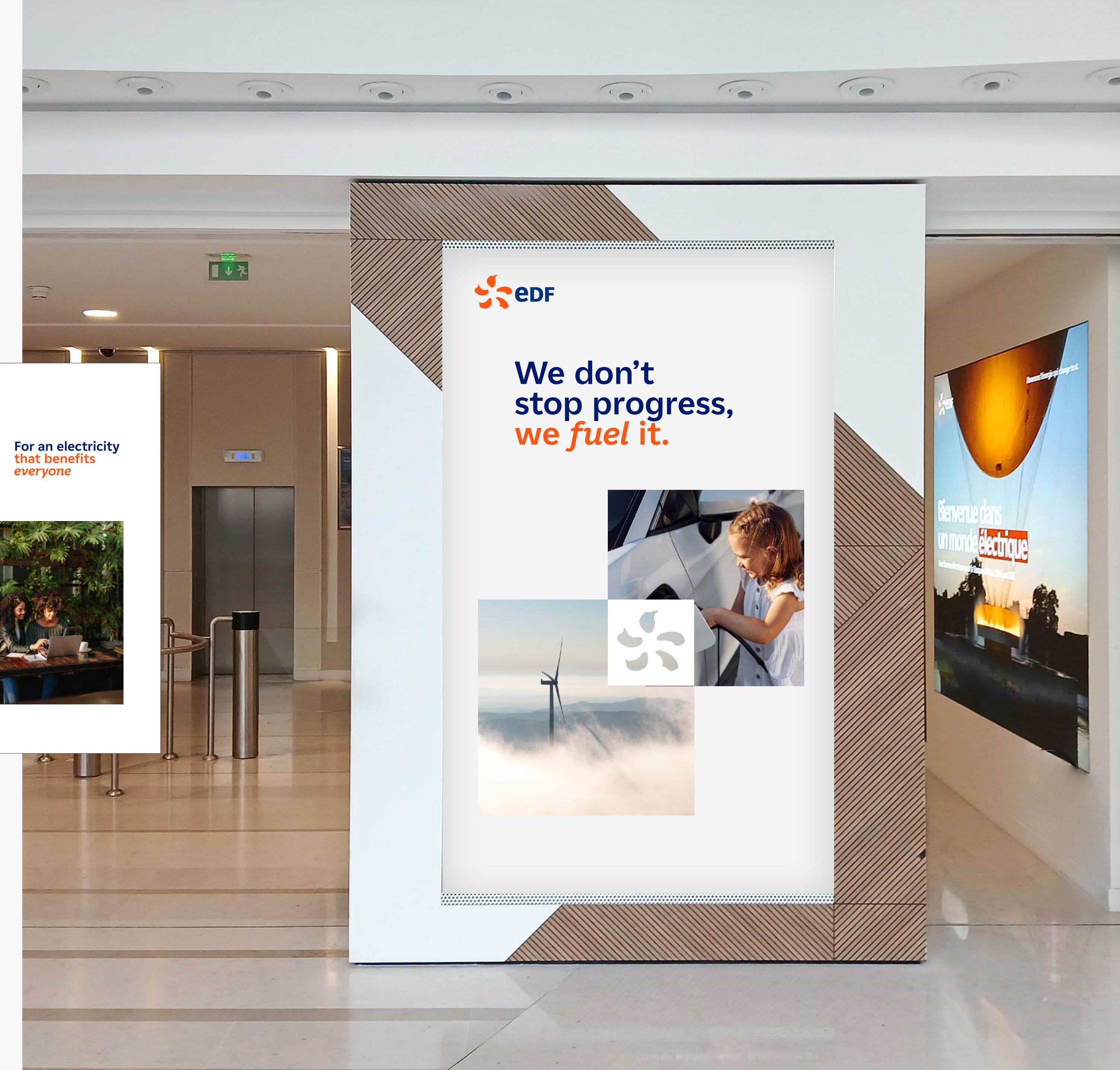
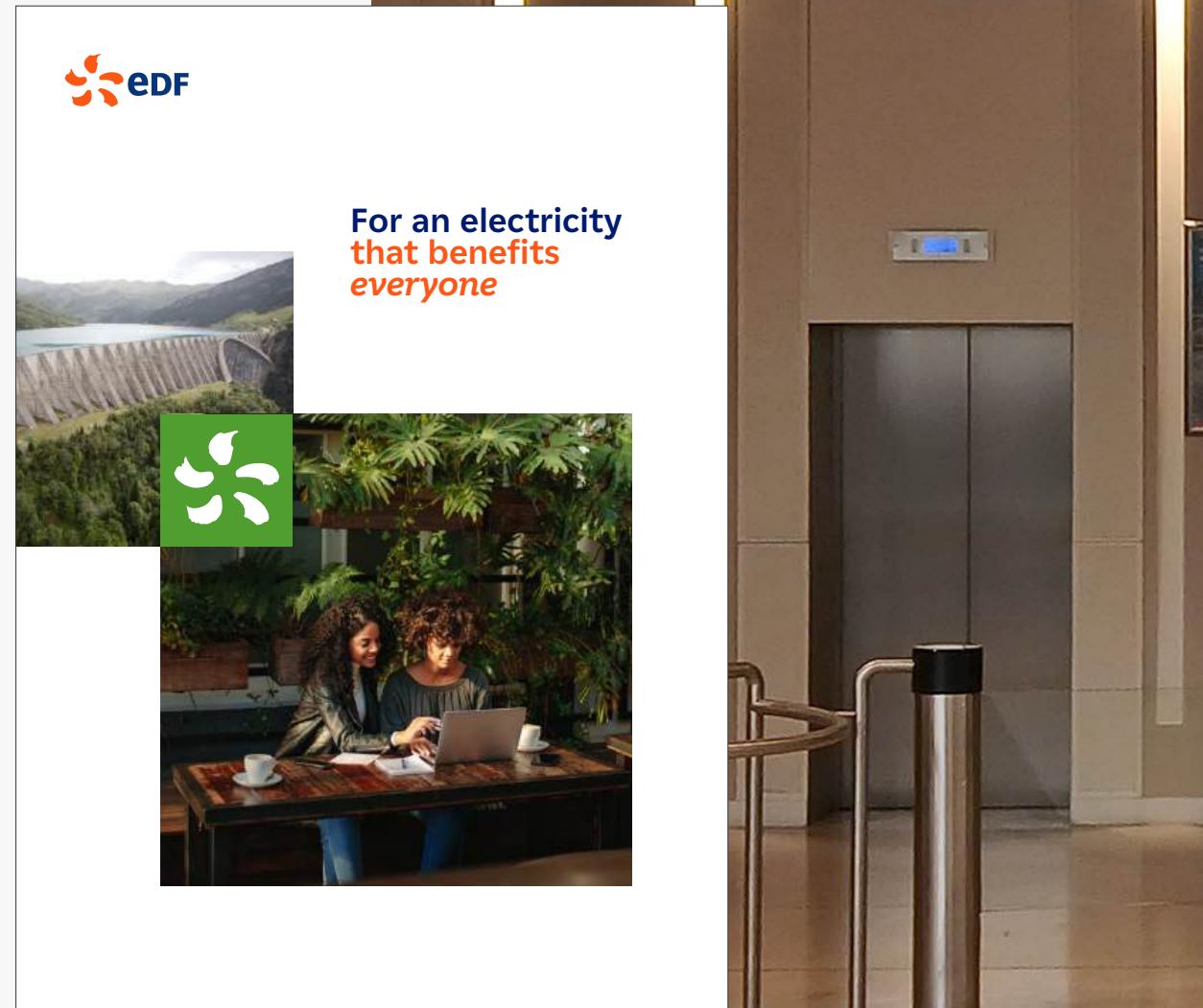
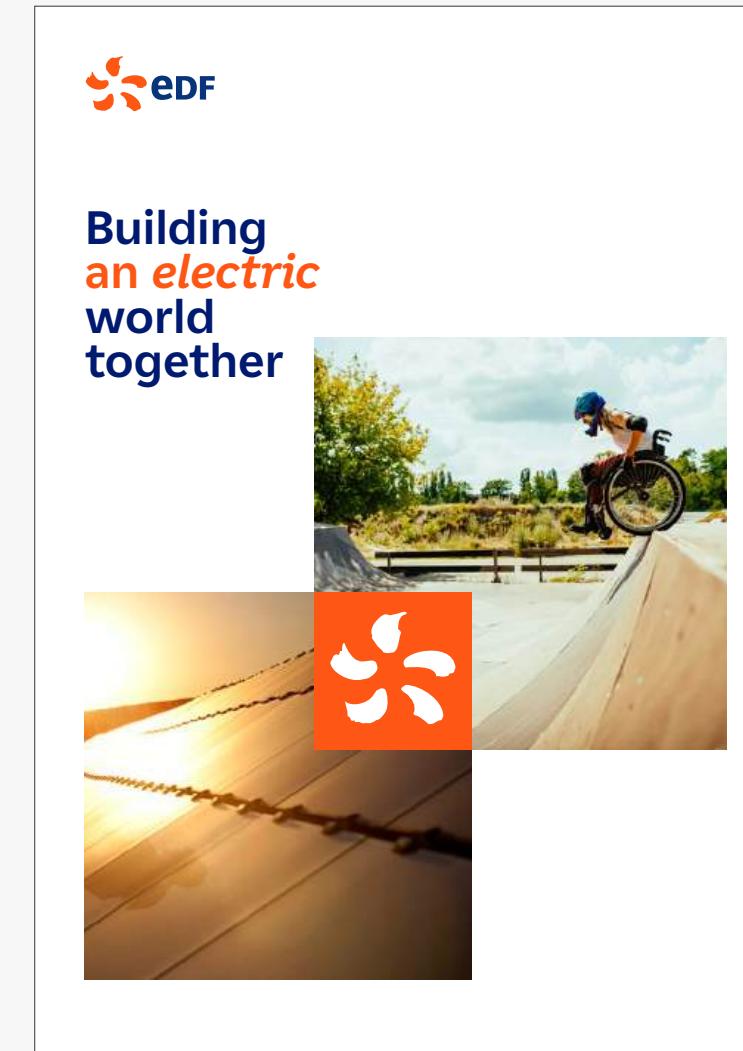
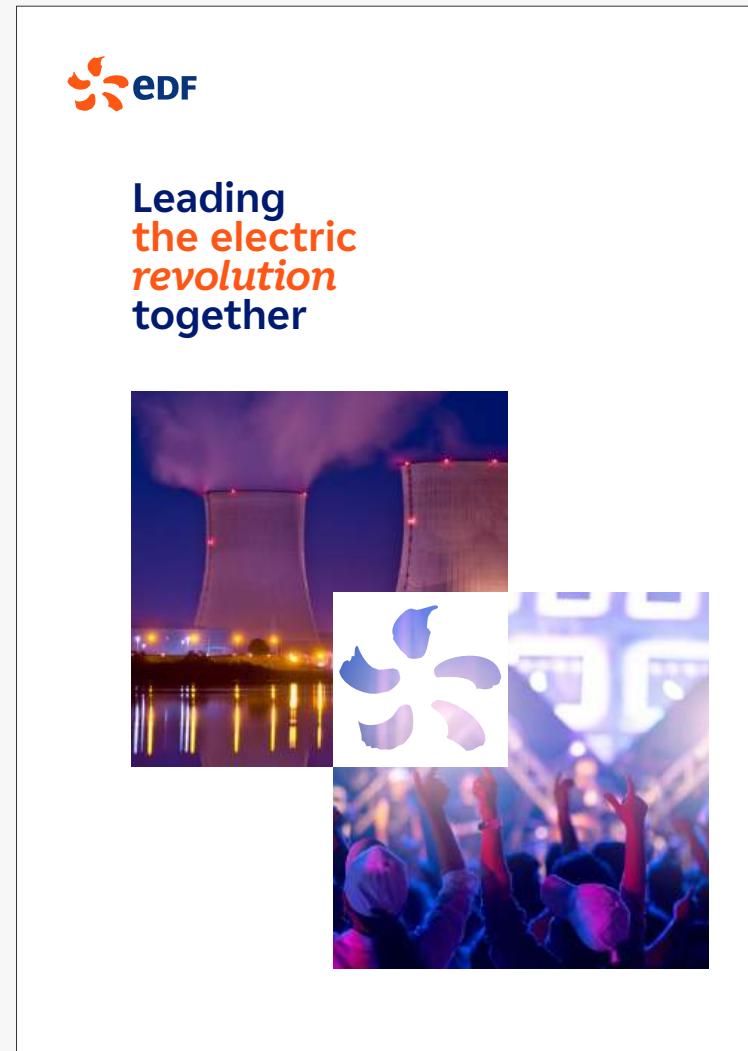
# Implementation

32 Posters  
33 PDF Letters  
34 Flyer  
35 Brochure  
36 Press release  
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38 Newsletter  
39 E-mailings  
40 Social media  
*Instagram  
Linkedin*

42 Videos  
43 Website  
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47 Booths  
48 Banners  
49 Signage  
50 Internal posters  
51 Business cards  
52 Goodies



## Posters



## PDF Letters

**Nº1**  
Europe's leading  
electricity producer  
and supplier

**3rd** 167 157  
largest producer of  
renewable energy in Europe

Training, recruitment, career guidance: a portal dedicated to the nuclear industry

**5800** training courses throughout France from CAP to BAC+5

**200** scholarships of €600 per month per student for young people undergoing initial training in the nuclear industry.

**Graduate courses from CAP to BAC +3**

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).

**11 courses**  
are offered by the CFA's, from CAP, BEP to BUT level in production, electricity networks, energy services and support functions.

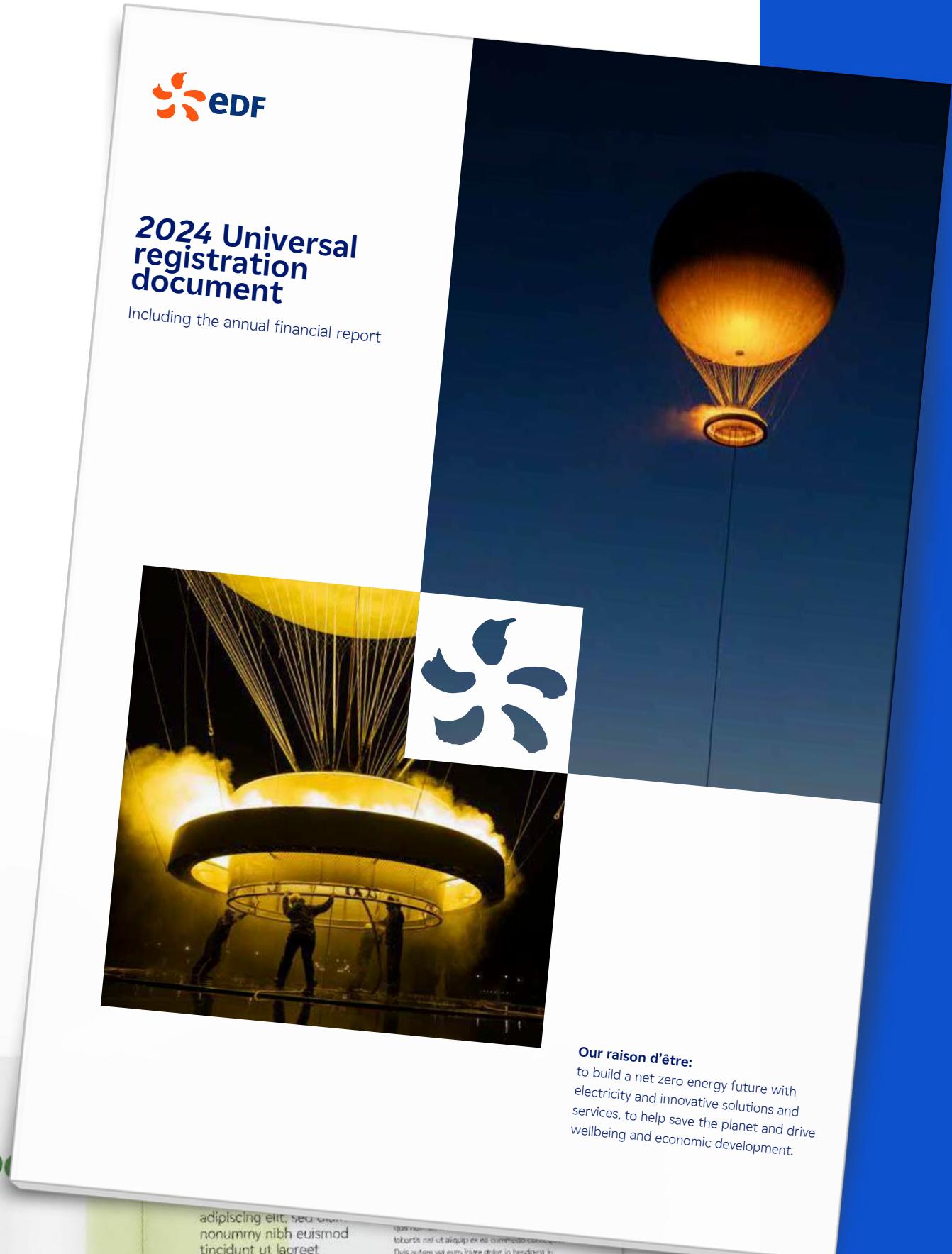
**430 apprentices**

**How to apply?**

Find us on the website  
[www.edf.fr/edf-recrute](http://www.edf.fr/edf-recrute)  
and on social media

## Flyer

# Brochure



## Press release

**Press release**  
18 September 2024

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Quisque vestibulum arcu in turpis consectetur, imperdiet accumsan lectus semper. Donec id dolor libero. Ut id ex tortor. Mauris molestie mauris id mattis mollis. Duis laoreet metus in ante dignissim consectetur. Vivamus varius lorem consectetur urna aliquam, quis bibendum nibh condimentum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut nulla tortor, congue at risus eu, imperdiet lacinia felis. Morbi ante nibh, tincidunt ut nunc vitae, vestibulum ultricies felis. Nullam sit amet sapien vel justo malesuada sagittis. Etiam eget ligula eget velit ultrices. Nunc nec pulvinar felis. Pellentesque vitae libero nec elit vehicula egestas. Nulla facilisi.

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**cyclife**  
EDF GROUP

**Press release**  
18 September 2024

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Quisque vestibulum arcu in turpis consectetur, imperdiet accumsan lectus semper. Donec id dolor libero. Ut id ex tortor. Mauris molestie mauris id mattis mollis. Duis laoreet metus in ante dignissim consectetur. Vivamus varius lorem consectetur urna aliquam, quis bibendum nibh condimentum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut nulla tortor, congue at risus eu, imperdiet lacinia felis. Morbi ante nibh, tincidunt ut nunc vitae, vestibulum ultricies felis. Nullam sit amet sapien vel justo malesuada sagittis. Etiam eget ligula eget velit ultrices. Nunc nec pulvinar felis. Pellentesque vitae libero nec elit vehicula egestas. Nulla facilisi.

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Integer id dolor et erat ornare venenatis nec bibendum nisi. In id consequat diam. Etiam faucibus interdum hendrerit. Nulla eu effictur lorem. Duis blandit, felis id effictur interdum, diam enim mollis lectus, sit amet pulvinar turpis ex egerit mauris. Sed pellentesque convallis sem nec laoreet. Duis justo erat, hendrerit quis urna sed, ullamcorper fringilla ipsum. Maecenas molestie enim sed odio venenatis, a accumsan massa tristique.

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**cyclife**  
EDF GROUP

**Press release**  
18 September 2024

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Quisque vestibulum arcu in turpis consectetur, imperdiet accumsan lectus semper. Donec id dolor libero. Ut id ex tortor. Mauris molestie mauris id mattis mollis. Duis laoreet metus in ante dignissim consectetur. Vivamus varius lorem consectetur urna aliquam, quis bibendum nibh condimentum. Interdum et malesuada fames ac ante ipsum primis in faucibus. Ut nulla tortor, congue at risus eu, imperdiet lacinia felis. Morbi ante nibh, tincidunt ut nunc vitae, vestibulum ultricies felis. Nullam sit amet sapien vel justo malesuada sagittis. Etiam eget ligula eget velit ultrices. Nunc nec pulvinar felis. Pellentesque vitae libero nec elit vehicula egestas. Nulla facilisi.

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Integer id dolor et erat ornare venenatis nec bibendum nisi. In id consequat diam. Etiam faucibus interdum hendrerit. Nulla eu effictur lorem. Duis blandit, felis id effictur interdum, diam enim mollis lectus, sit amet pulvinar turpis ex egerit mauris. Sed pellentesque convallis sem nec laoreet. Duis justo erat, hendrerit quis urna sed, ullamcorper fringilla ipsum. Maecenas molestie enim sed odio venenatis, a accumsan massa tristique.

Sed nec ex ut est mattis laoreet ut ut felis. Sed consectetur turpis ac massa tincidunt, ac eleifend felis ornare. Proin in sem ut quam semper ultrices. Morbi eu eros et sem facilisis pellenesque. Vestibulum auctor rhoncus arcu, et facilisis ipsum pretium eget. Integer tellus massa, blandit vitae mi eu, rhoncus dictum dui. Praesent ullamcorper tincidunt nisi vitae pulvinar. Integer finibus eleifend nisl, eu scelerisque nunc ullamcorper dapibus. Fusce laoreet nunc arcu, ut bibendum lacus consequat non. Duis pretium nunc diam, a rutrum tellus sollicitudin nec.

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**dalkia**  
EDF GROUP

**Press release**  
18 September 2024

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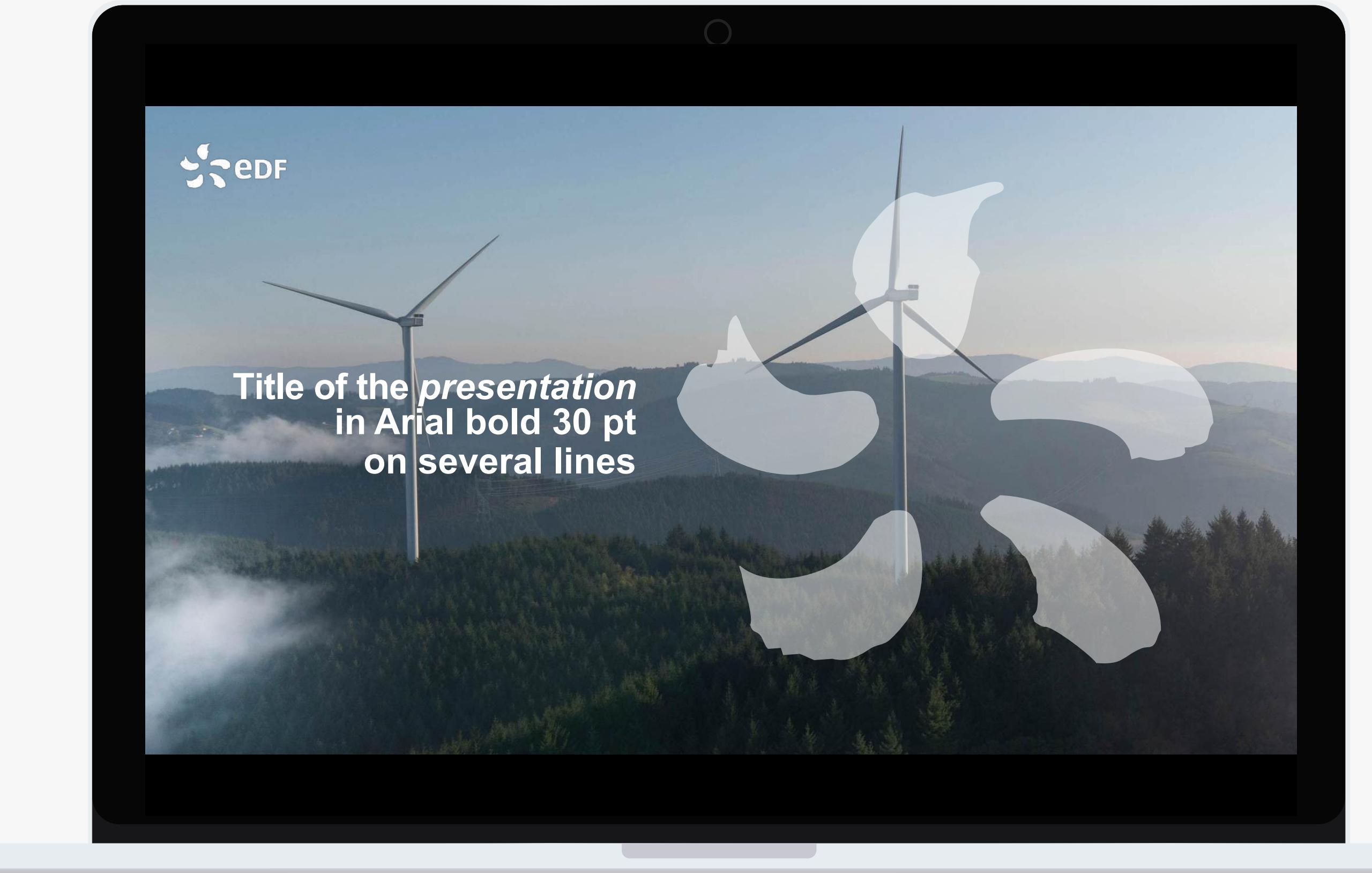
Sed nec ex ut est mattis laoreet ut ut felis. Sed consectetur turpis ac massa tincidunt, ac eleifend felis ornare. Proin in sem ut quam semper ultrices. Morbi eu eros et sem facilisis pellenesque. Vestibulum auctor rhoncus arcu, et facilisis ipsum pretium eget. Integer tellus massa, blandit vitae mi eu, rhoncus dictum dui. Praesent ullamcorper tincidunt nisi vitae pulvinar. Integer finibus eleifend nisl, eu scelerisque nunc ullamcorper dapibus. Fusce laoreet nunc arcu, ut bibendum lacus consequat non. Duis pretium nunc diam, a rutrum tellus sollicitudin nec.

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22-30 avenue de Wagram  
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Capital de 2 084 365 041 euros  
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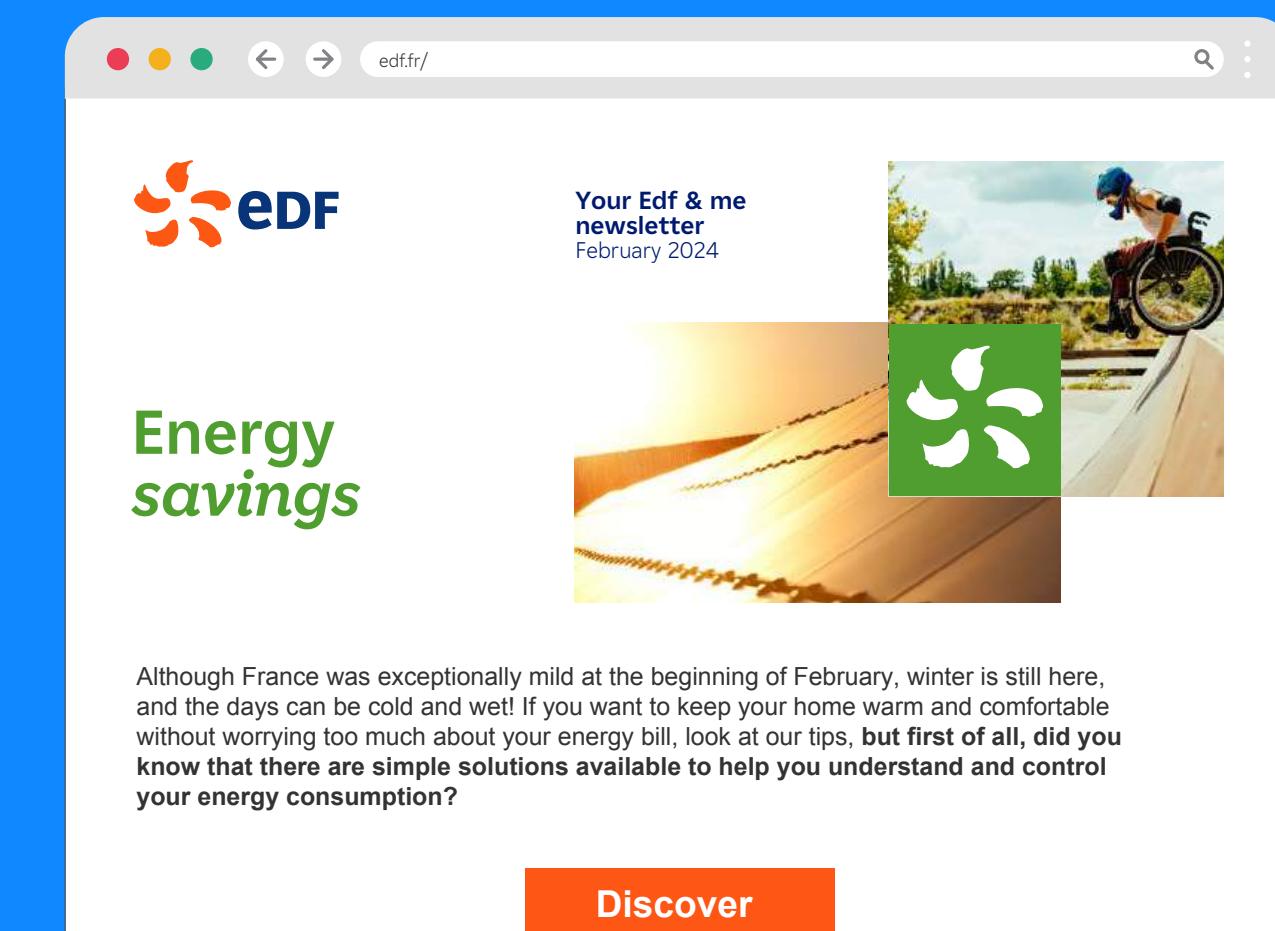
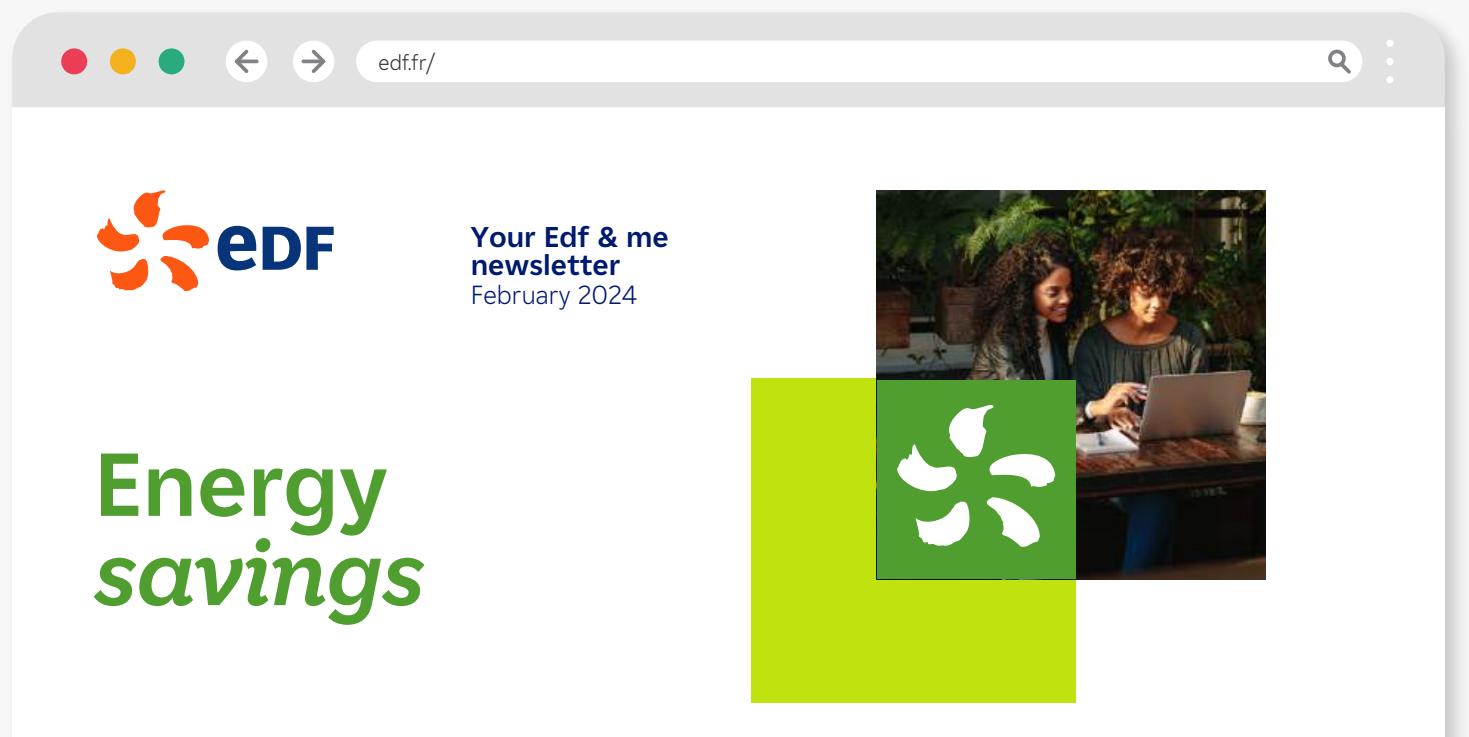
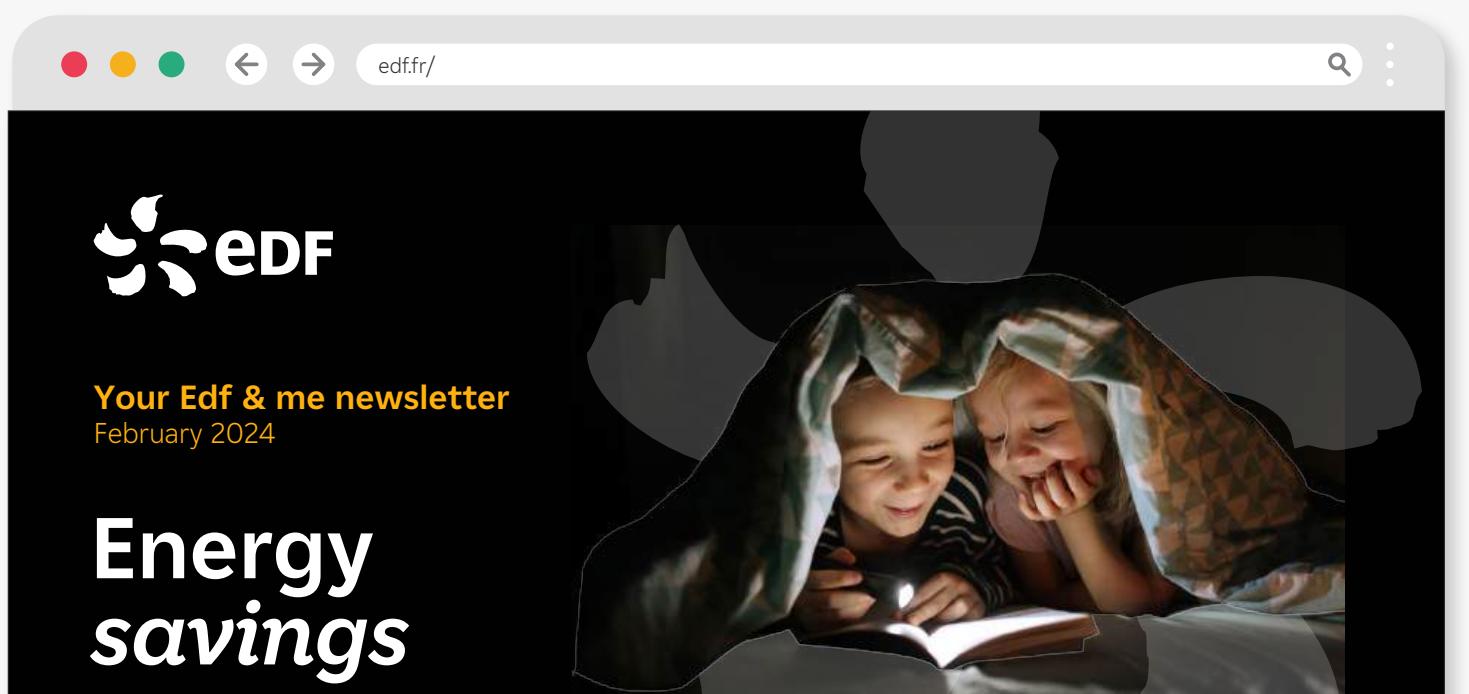
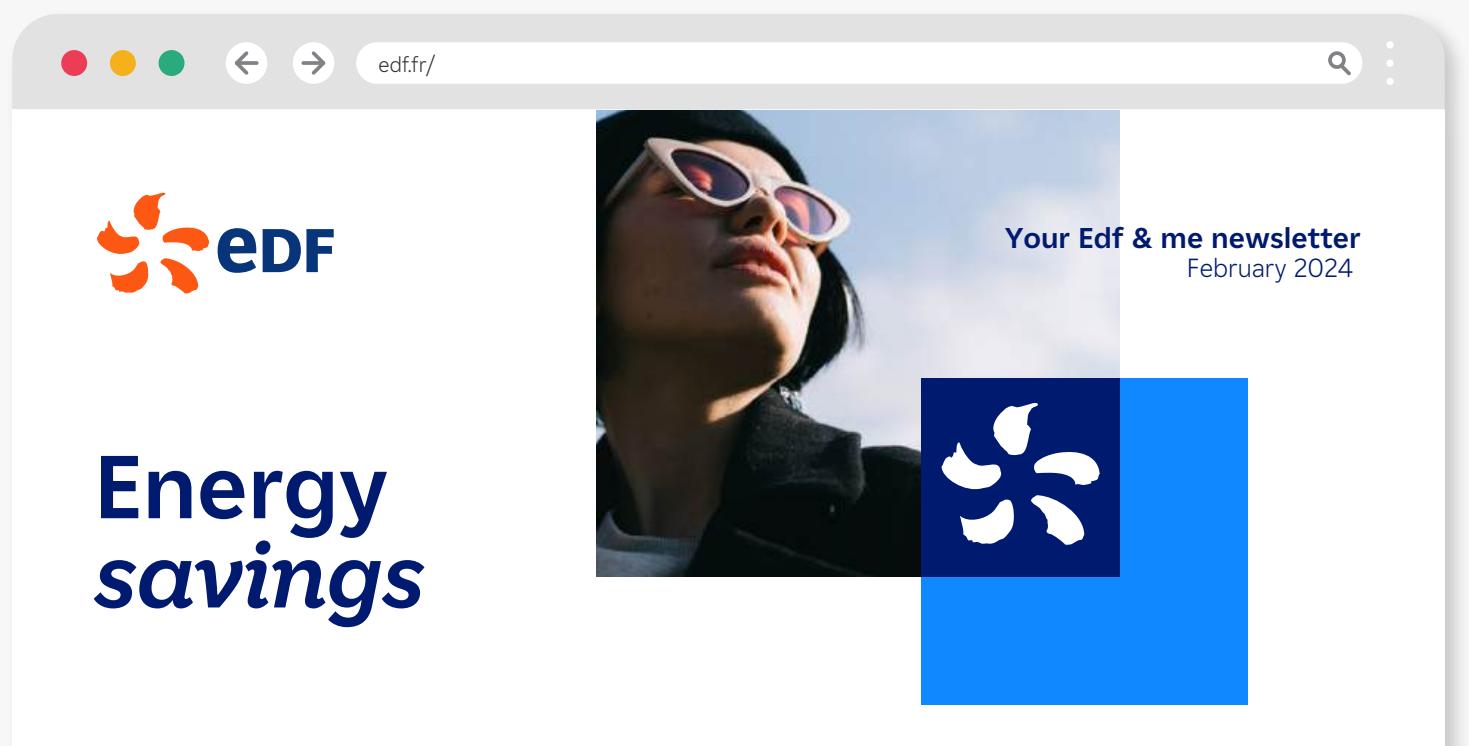
## PowerPoint

The grid contains nine thumbnails of EDF PowerPoint slides:

- Title slide:** Shows the EDF logo, a title in bold 30pt Arial, and a subtitle in regular 24pt Arial.
- Content slide:** Shows a list of six items in a grid format.
- Content slide:** Shows a list of six items with a large blue header "Content".
- Content slide:** Shows a list of six items with a large blue header "Content".
- Section slide:** Shows a section header "1. Part title on several lines" and a subtitle "Part subtitle on 2 lines".
- Section slide:** Shows a section header "1. Part title on several lines" and a subtitle "Part subtitle on 2 lines".
- Page title:** Shows a page title with five small icons below it.
- Page title:** Shows a page title with five small icons below it.
- Text slide:** Shows a block of text in Arial regular 30pt.



## Newsletter



**Did you know?**

**66%**  
This is the average share of heating in a home's annual energy consumption.

**7%**  
The average energy savings if you lower the heating from 20°C to 19°C.

**Our tips**



How do you keep warm?  
Even though France enjoyed an exceptionally mild...  
[>Read more](#)



How do you keep warm?  
Even though France enjoyed an exceptionally mild...  
[>Read more](#)



How do you keep warm?  
Even though France enjoyed an exceptionally mild...  
[>Read more](#)



How do you keep warm?  
Even though France enjoyed an exceptionally mild...  
[>Read more](#)

**A question, a need?**



Your Edf advisers are at your service

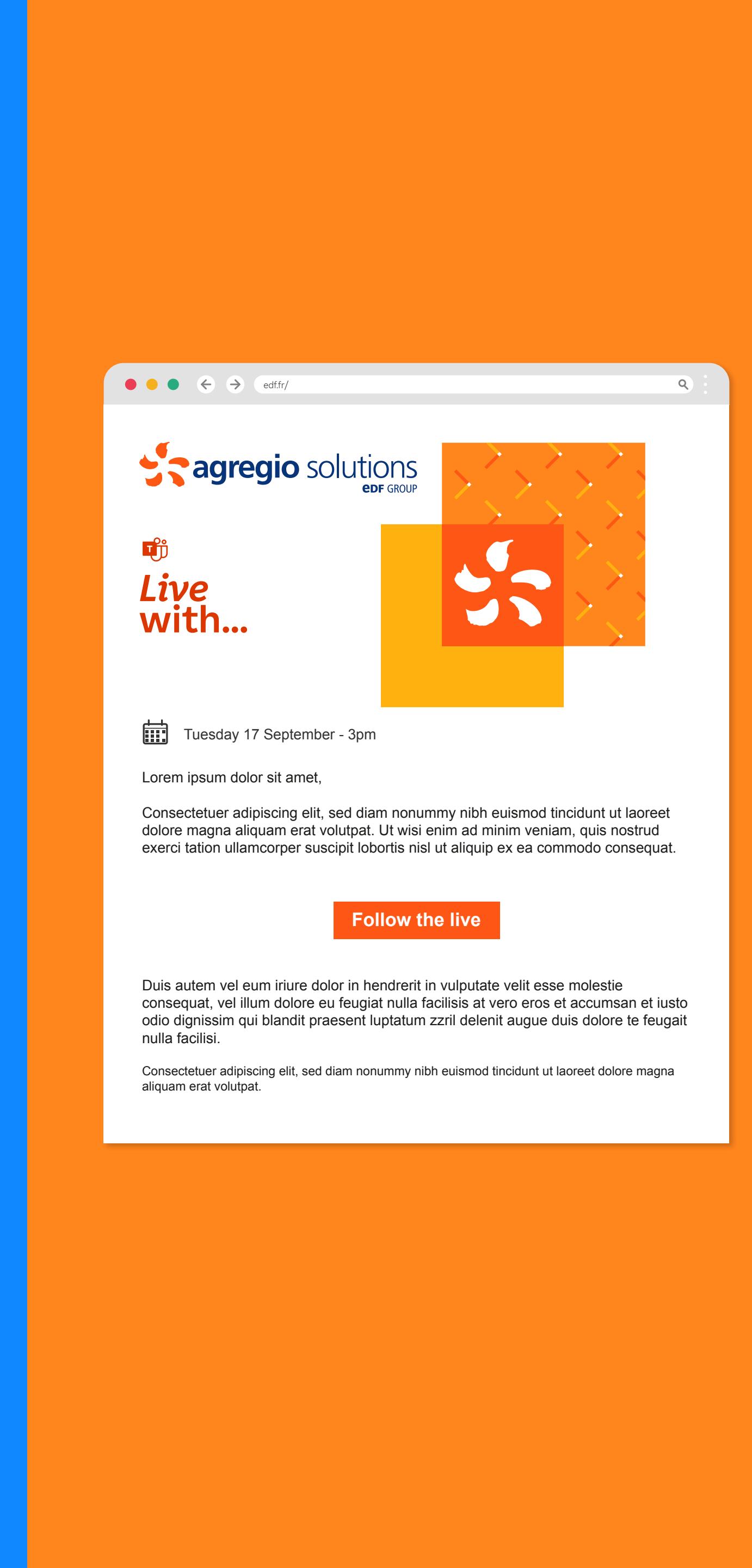


The Edf energy allowance to help finance your work

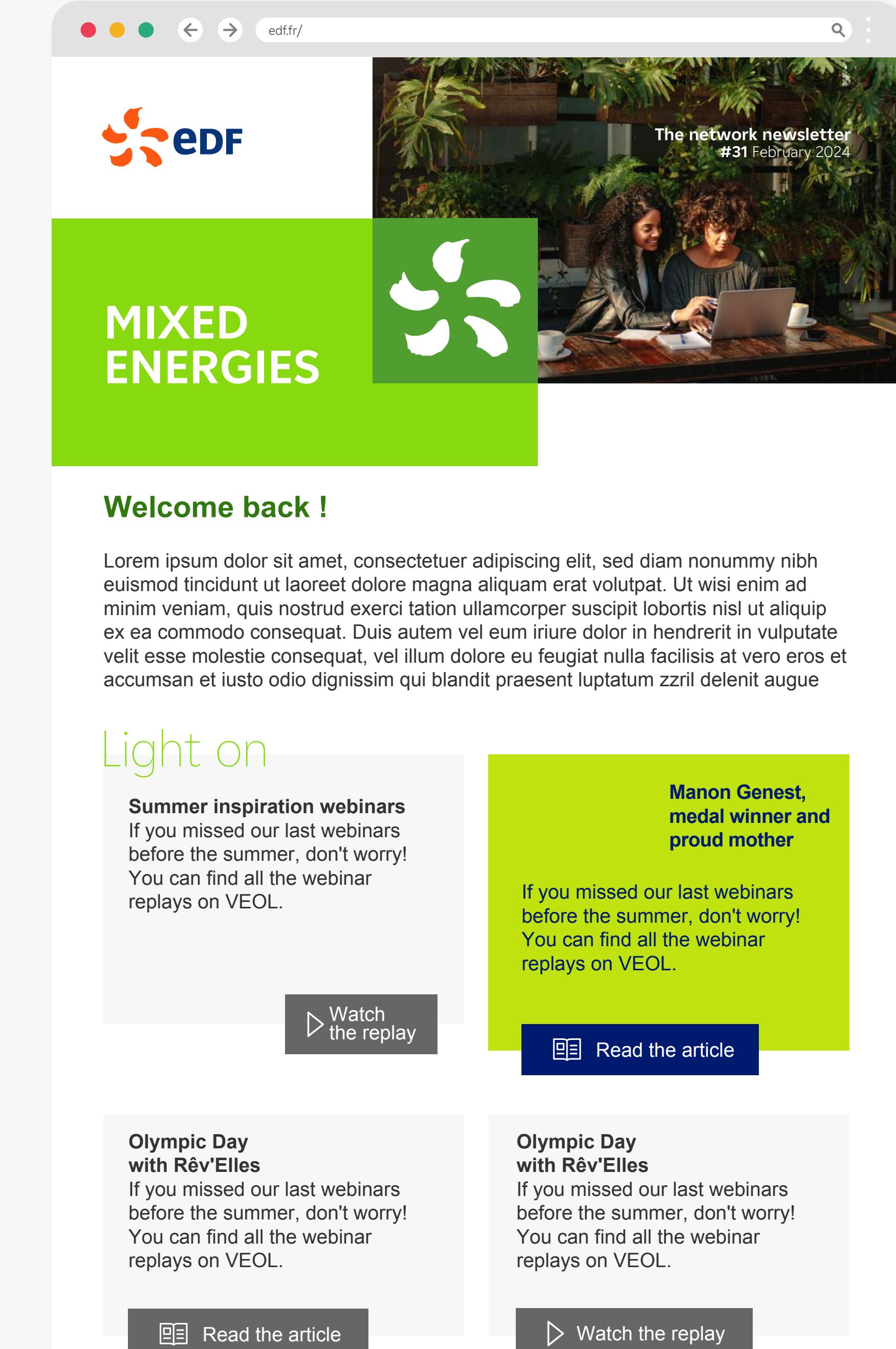
## E-mailings



The screenshot shows an EDF email with a blue header featuring the EDF logo. The main title is "Ambitions 2035". It includes a "Broadcast 'ACTIONS 2035'" section with a date "Monday 16 September - 10am". Below this, there's a message from Luc Rémond and the Comex, followed by a "Follow the broadcast" button. A note about watching the broadcast on Teams or VEOL is present, along with a "Group Communication Direction" footer.



The screenshot shows an Agregio Solutions email. The title is "Live with...". It features a "Follow the live" button and some placeholder text. The Agregio Solutions logo is at the top left, and the EDF Group logo is in the top right corner.



The screenshot shows an EDF newsletter with a green header featuring the EDF logo and the title "MIXED ENERGIES". It includes a "Welcome back!" section with a green background and a photo of two women working on a laptop. There are also sections for "Light on" webinars, "Olympic Day with Rêv'Elles", and "Read the article" links.

The essentials  
The territory  
**Implementation**

## Social media Instagram

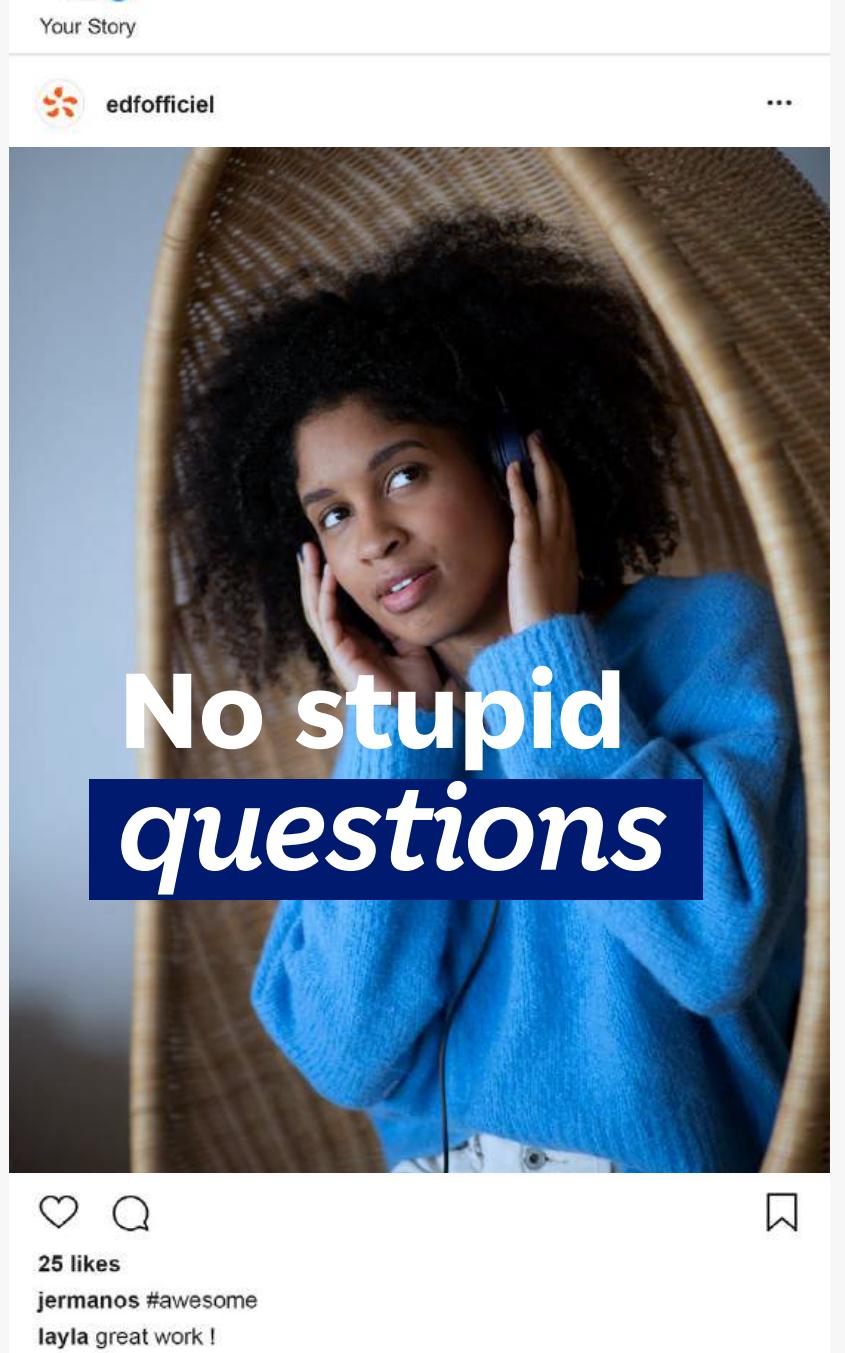
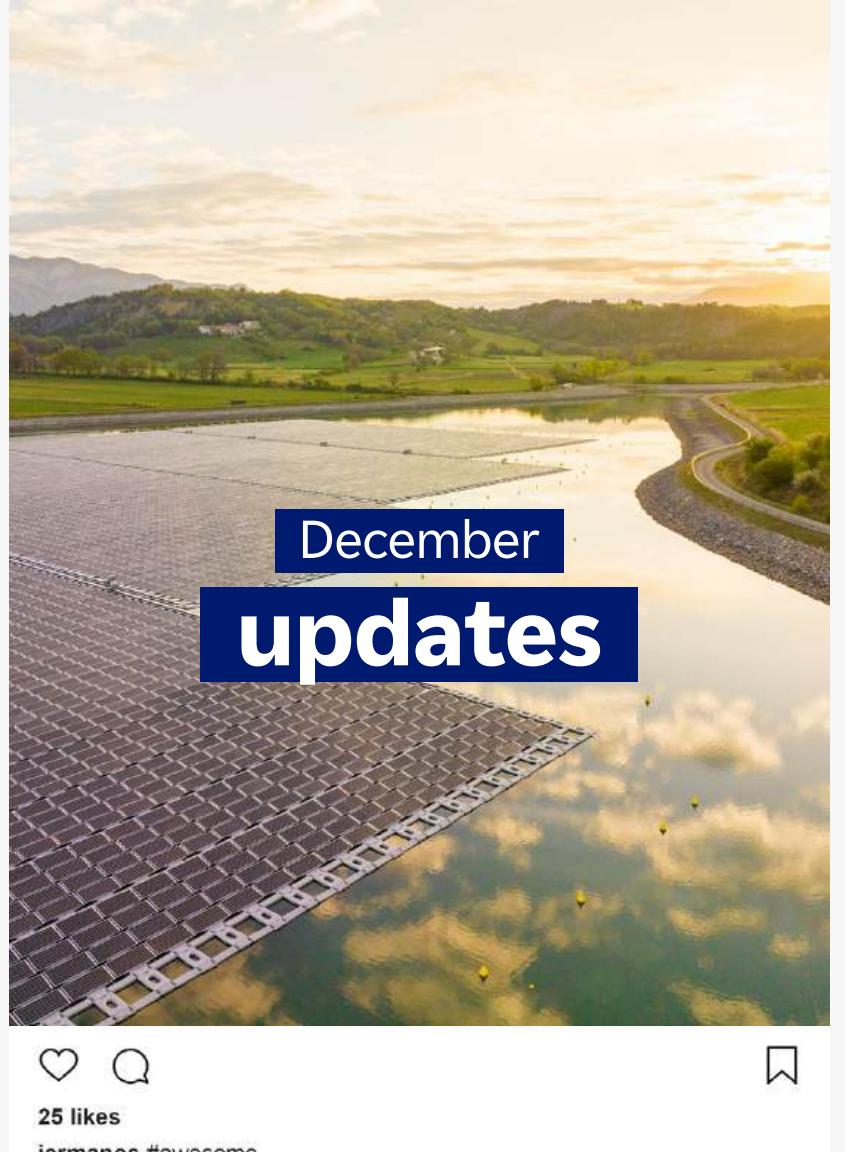
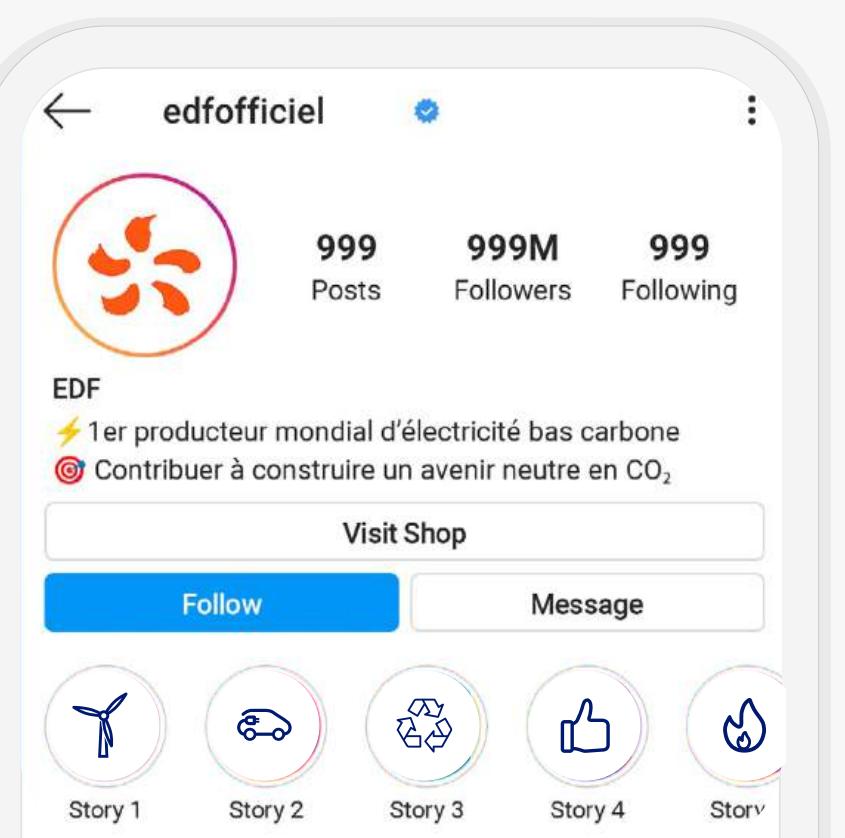
Texts are written in EDF 2020,  
with certain key words  
or figures highlighted in colour  
and/or in *EDF 2020 Soft*.

The transparent turbine  
can be used on the post  
if the image doesn't have  
any text.

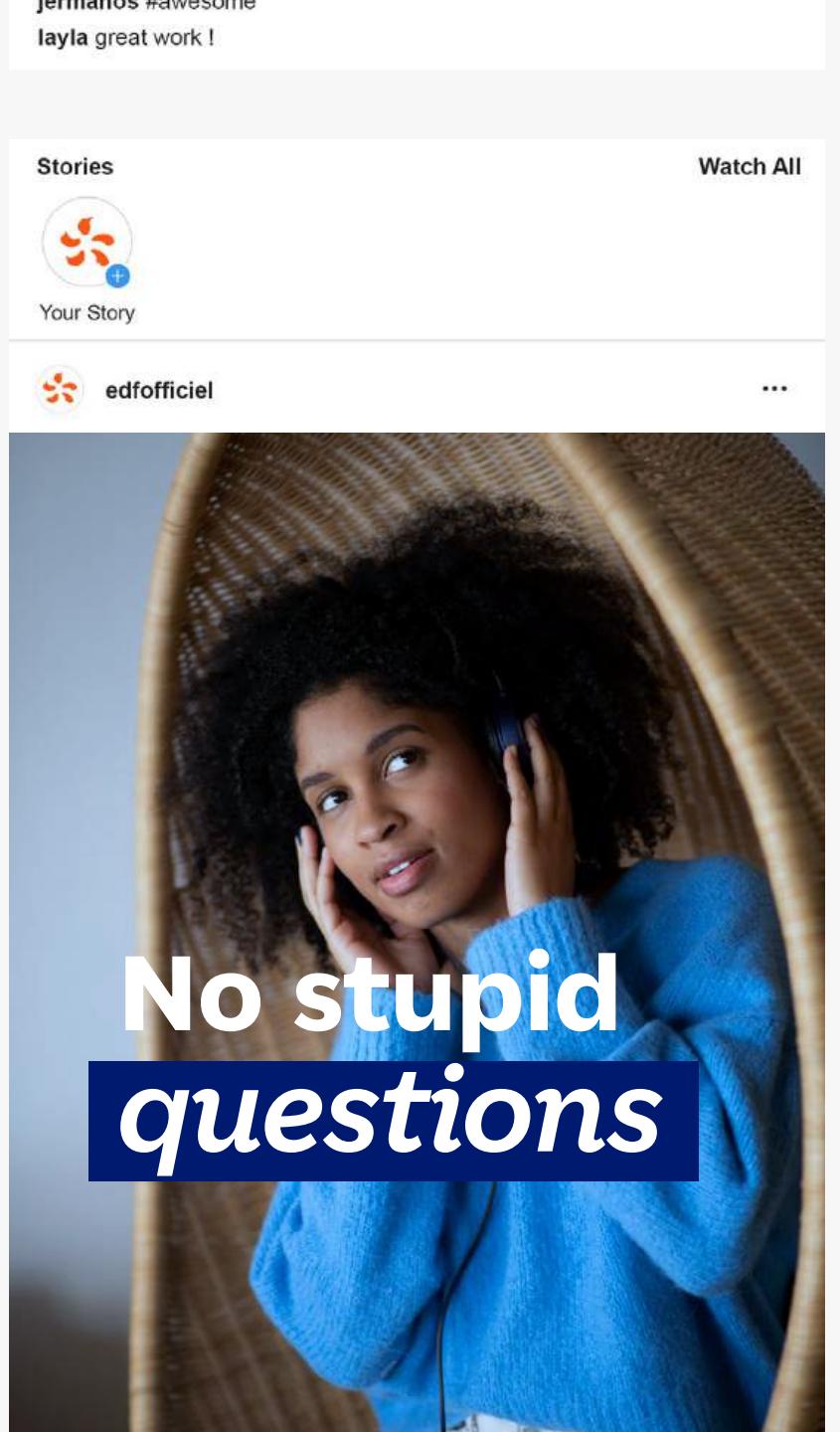
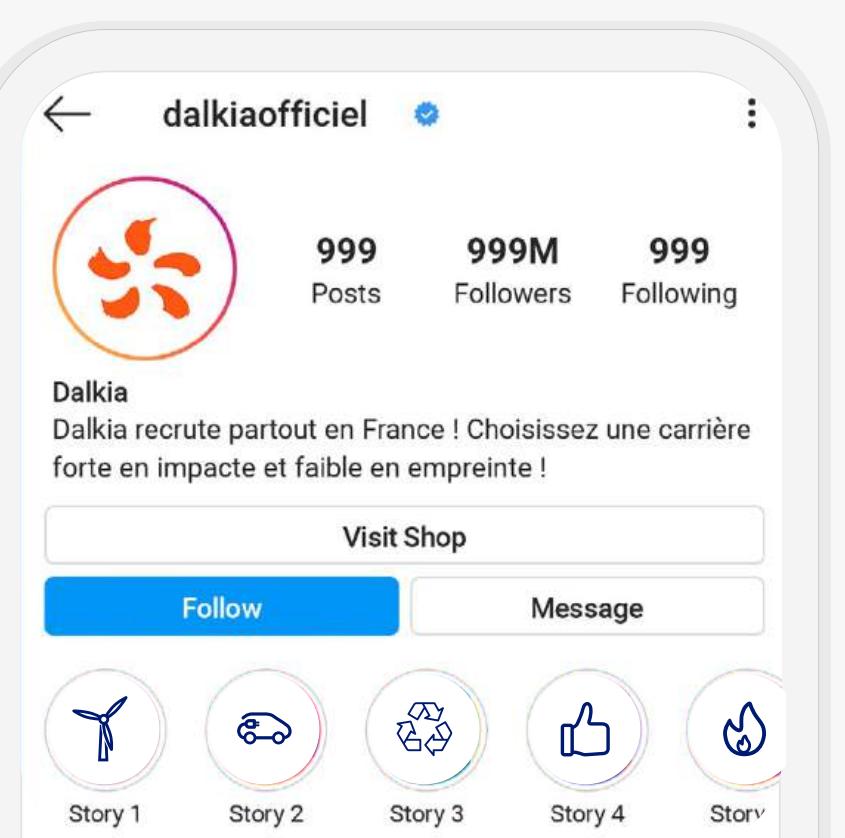
EDF stickers can appear  
occasionally, in addition  
to a text or image, in order  
to illustrate a particular  
theme.



Group' avatar



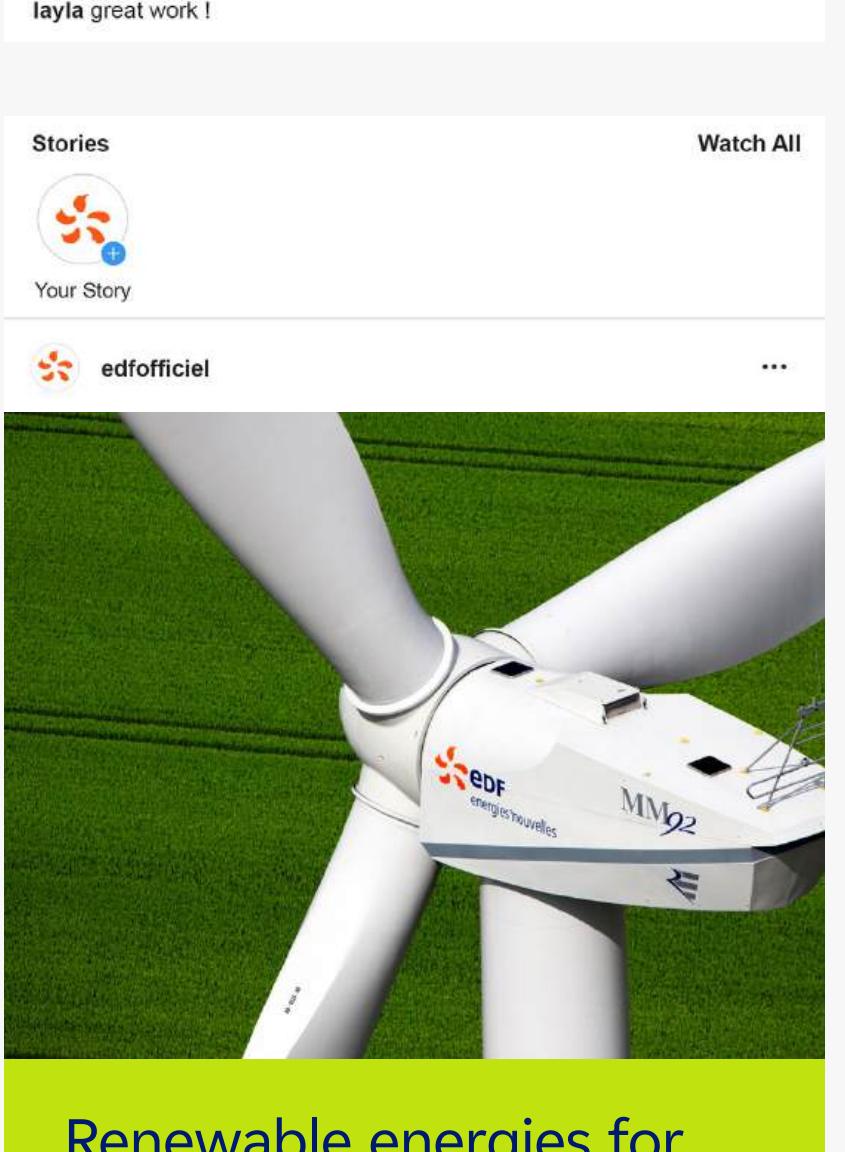
Subsidiaries'  
avatar



Your Story

edfofficiel

...



The essentials  
The territory  
**Implementation**

## Social media

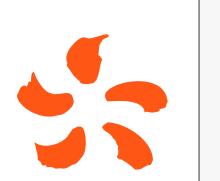
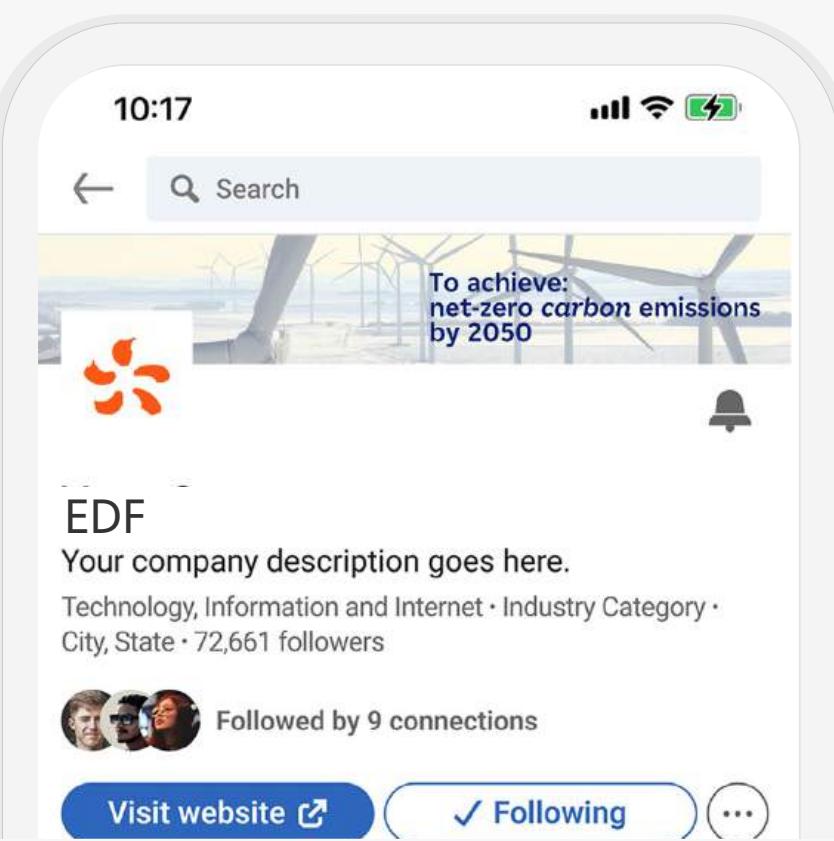
### Linkedin

Texts are written in EDF 2020,  
with certain key words  
or figures highlighted in colour  
and/or in *EDF 2020 Soft*.

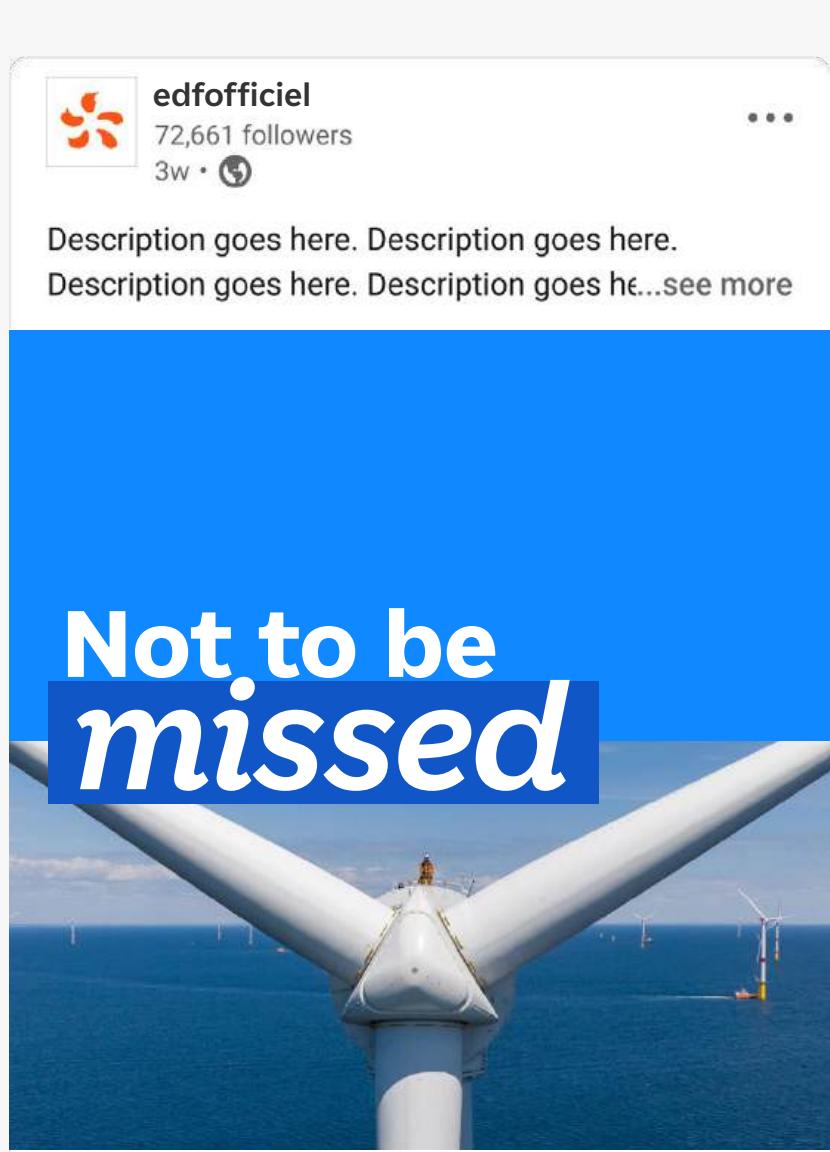
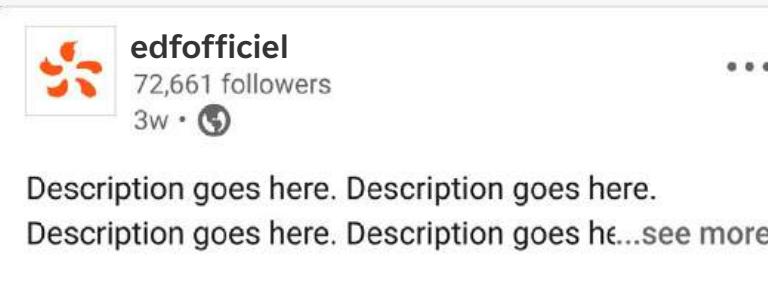
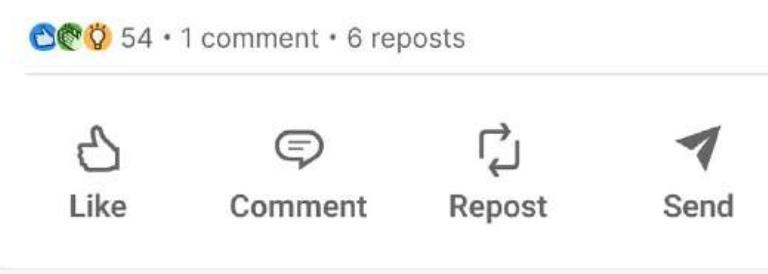
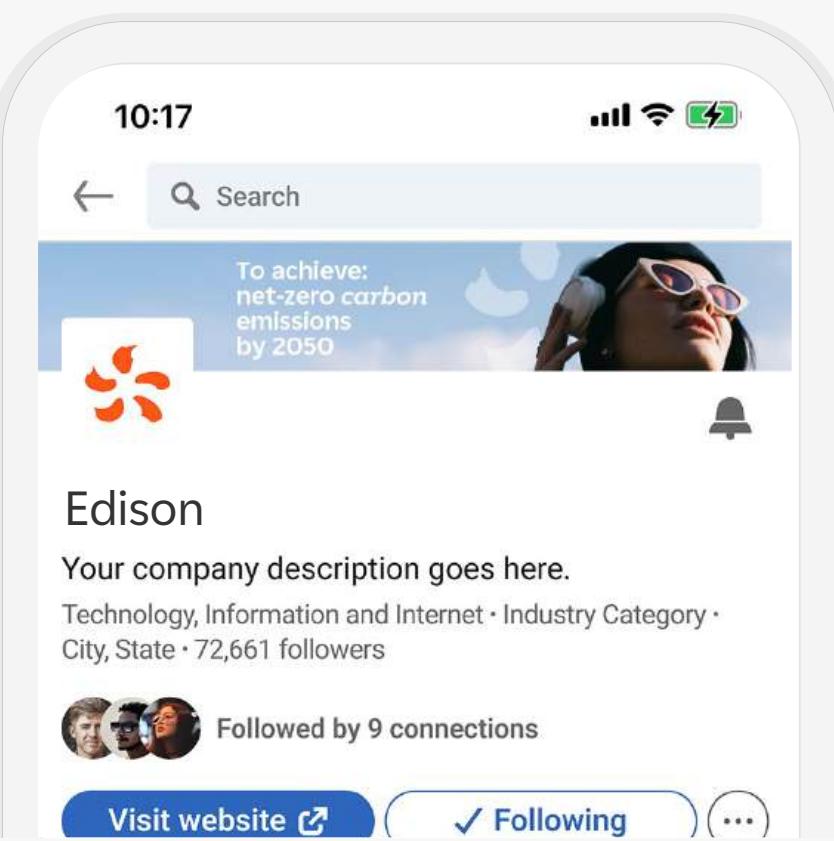
The Connection system can  
also be used to create a post  
with short text and an image.



Group' avatar

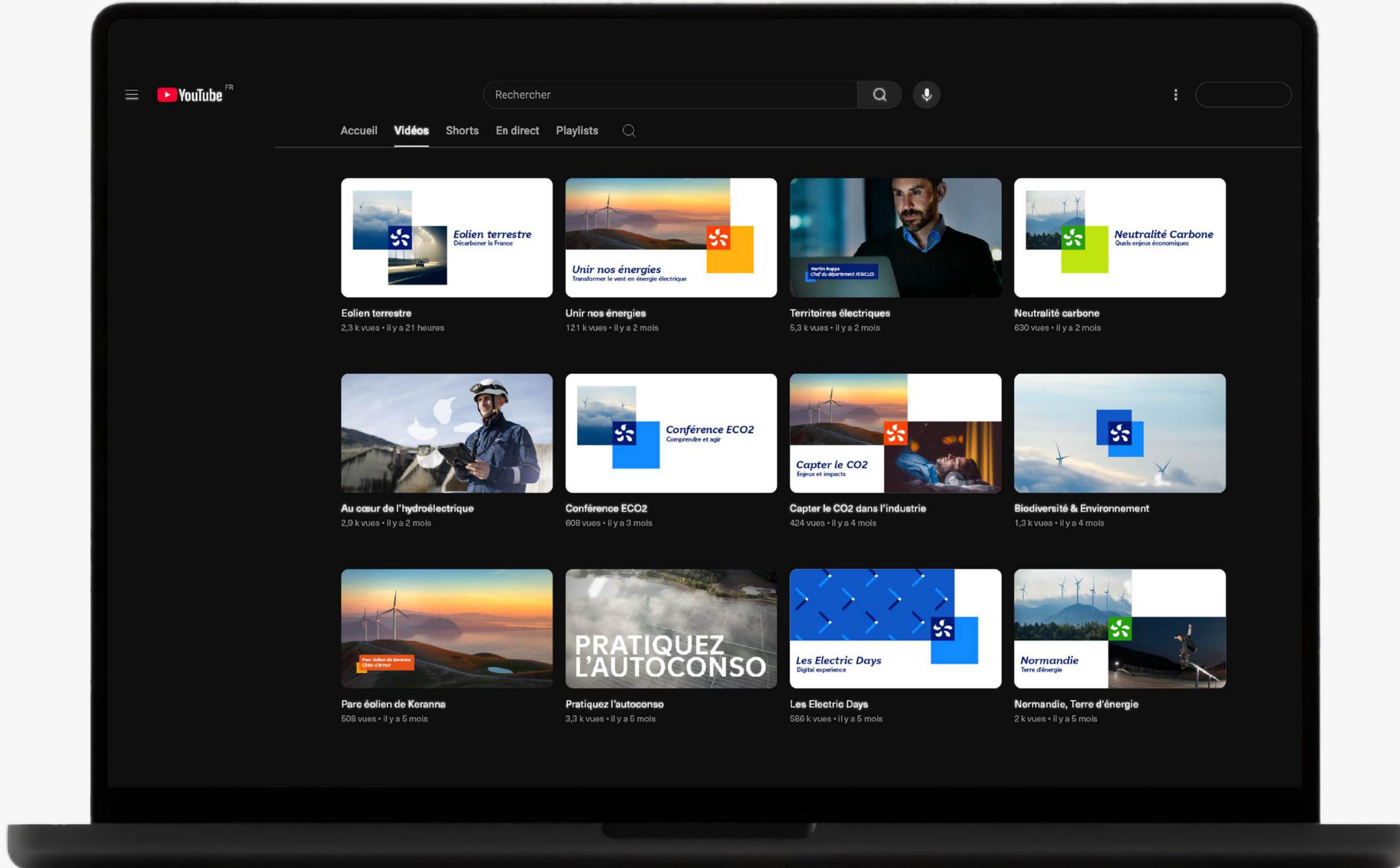


Subsidiaries'  
avatar



## Videos

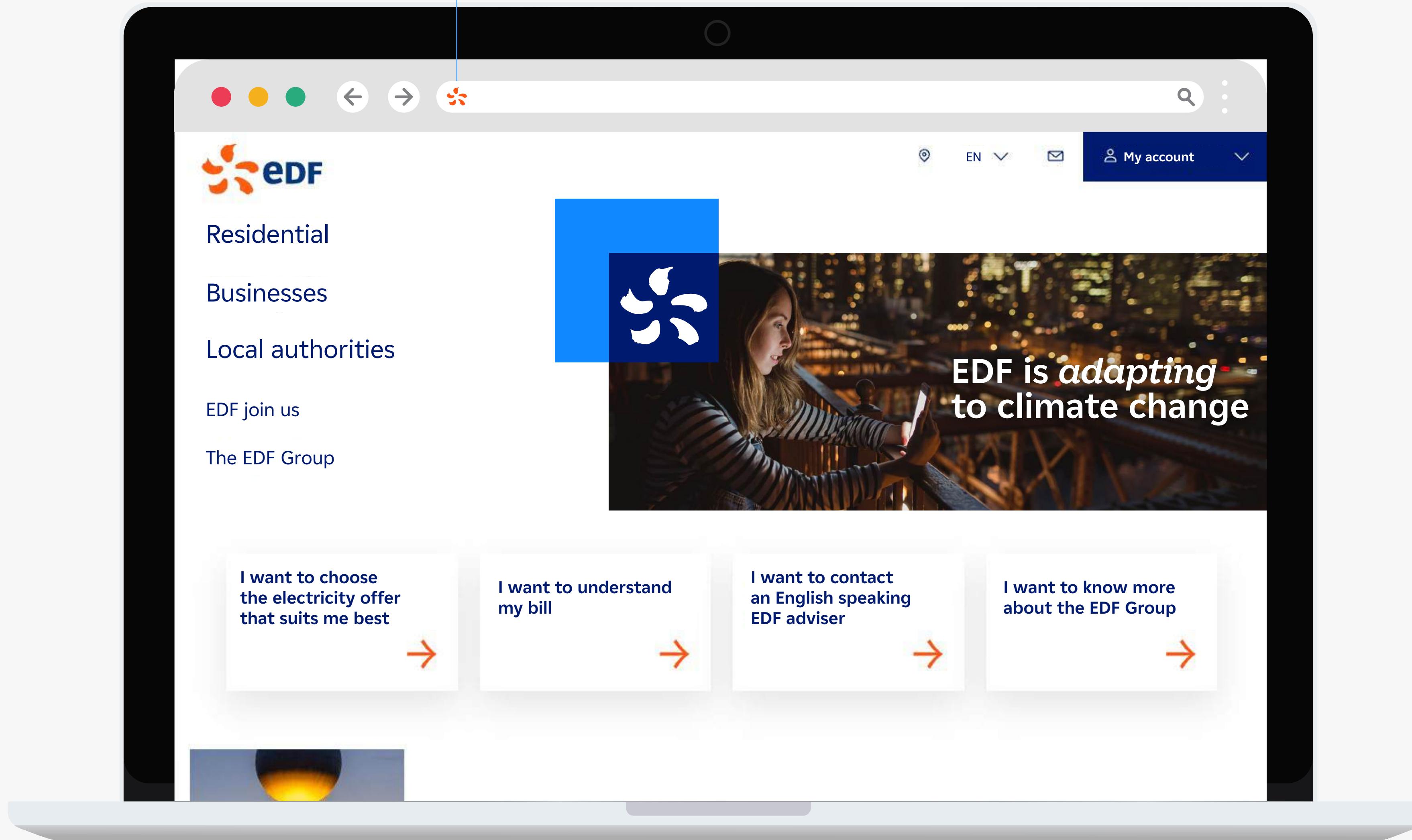
The same brand guidelines are also applied to films.

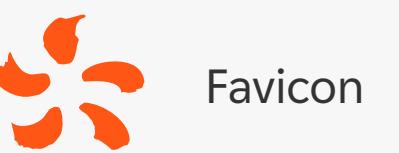




Favicon

## Website

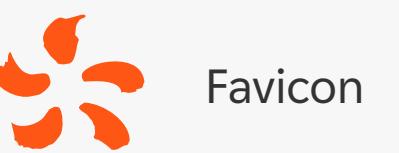




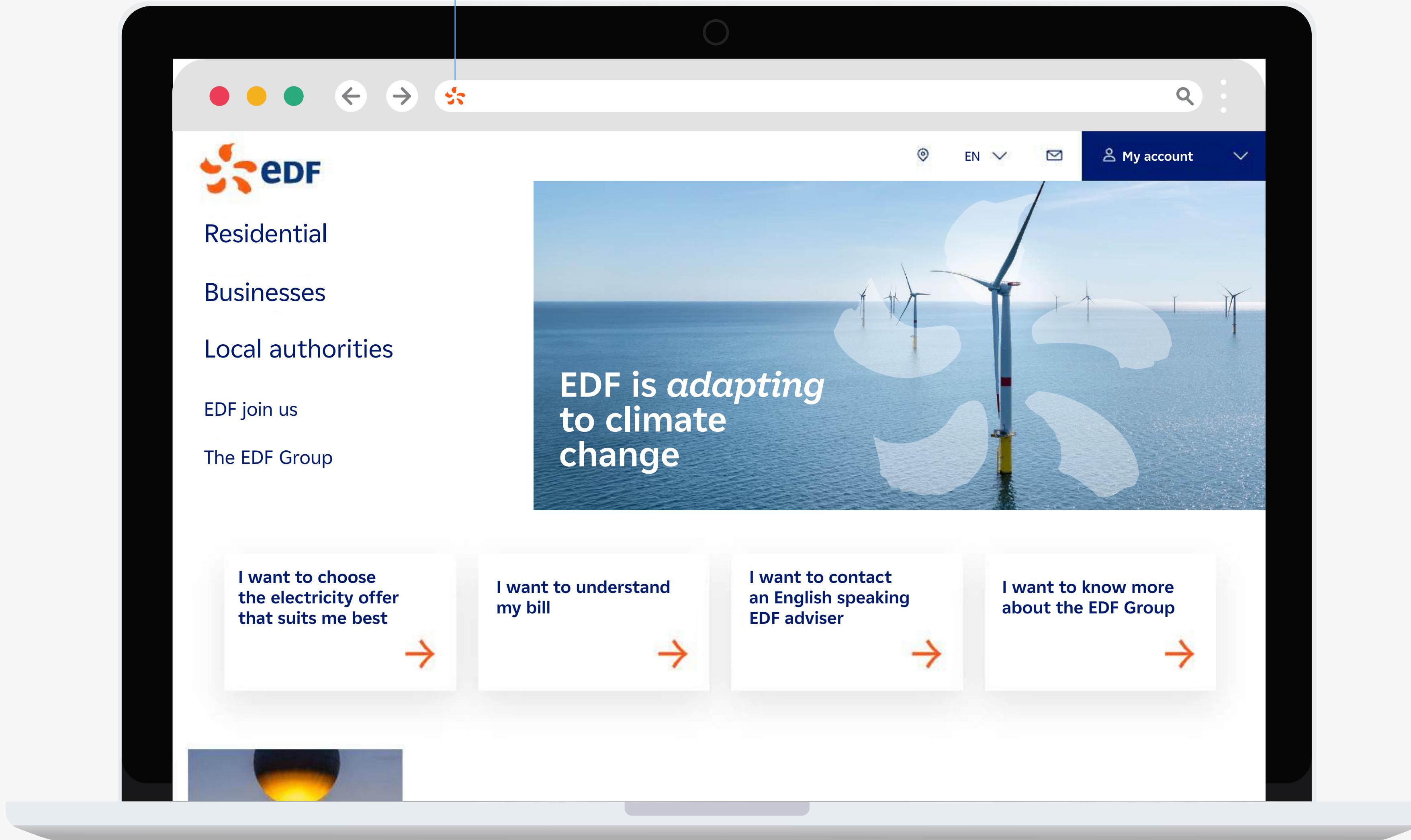
Favicon

## Website

The screenshot shows the EDF website on a smartphone. At the top left is the EDF logo. The top right features a dark blue header bar with icons for location, language (EN), email, and account. Below the header is a banner with the text "EDF is adapting to climate change" and images of wind turbines and a child playing with a pinwheel. To the left of the banner is a vertical sidebar with links: Residential, Businesses, Local authorities, EDF join us, and The EDF Group. At the bottom of the screen are four call-to-action buttons with arrows pointing right: "I want to choose the electricity offer that suits me best", "I want to understand my bill", "I want to contact an English speaking EDF adviser", and "I want to know more about the EDF Group". A small graphic of a flame is visible at the bottom left.

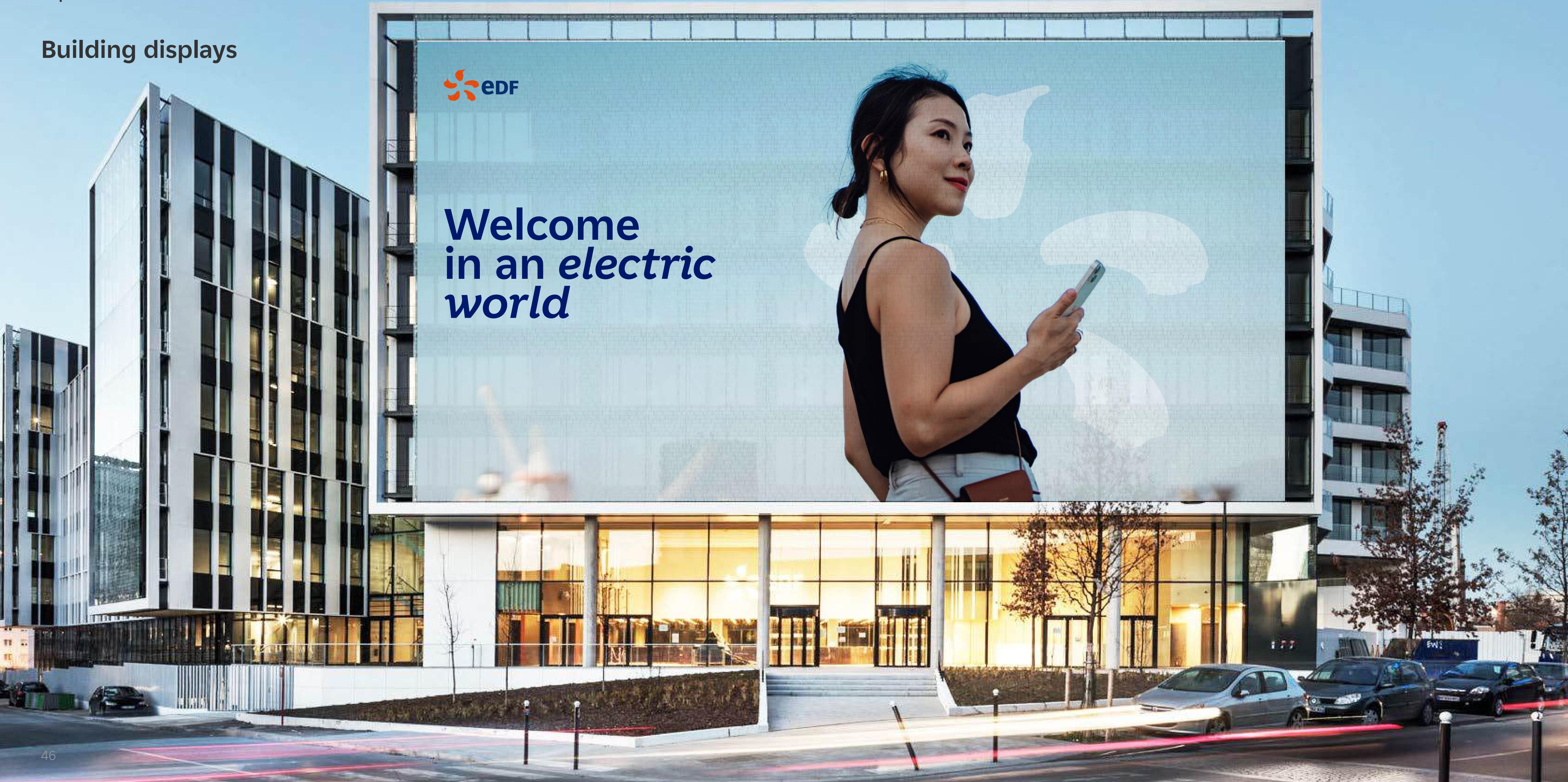


## Website



The screenshot displays the EDF website's mobile interface. At the top, there's a navigation bar with a back button, forward button, and a search icon. To the right of the search icon is a three-dot menu. Below the navigation bar is the EDF logo and a main menu with links: Residential, Businesses, Local authorities, EDF join us, and The EDF Group. The main content area features a large image of offshore wind turbines in the ocean, overlaid with a white graphic of a person's head and shoulders. The text "EDF is adapting to climate change" is centered over this graphic. At the bottom of the screen, there are four white rectangular buttons with blue text and orange arrows pointing to the right. From left to right, the buttons say: "I want to choose the electricity offer that suits me best", "I want to understand my bill", "I want to contact an English speaking EDF adviser", and "I want to know more about the EDF Group". A small orange flower icon is located above the top navigation bar.

## Building displays

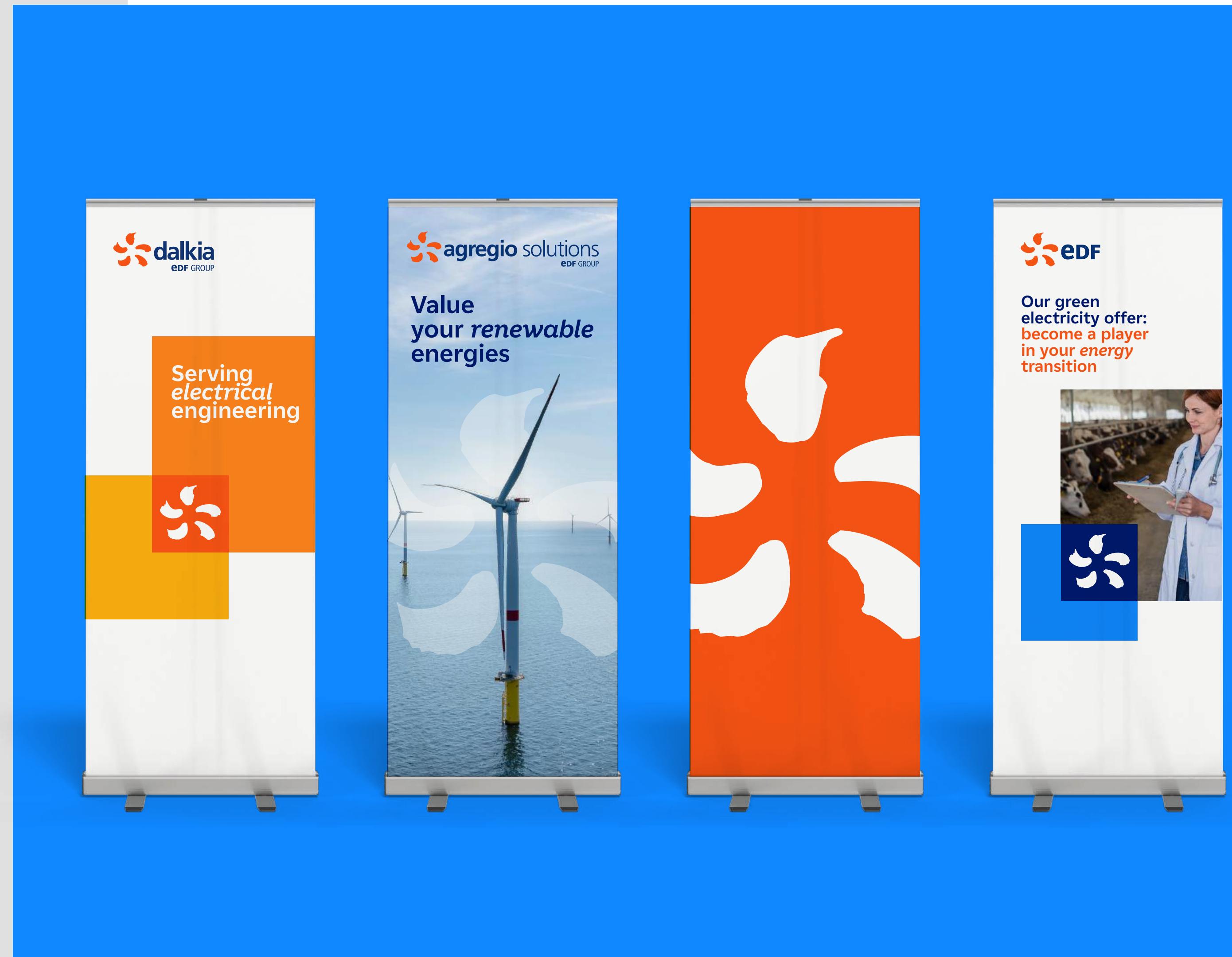


## Booths

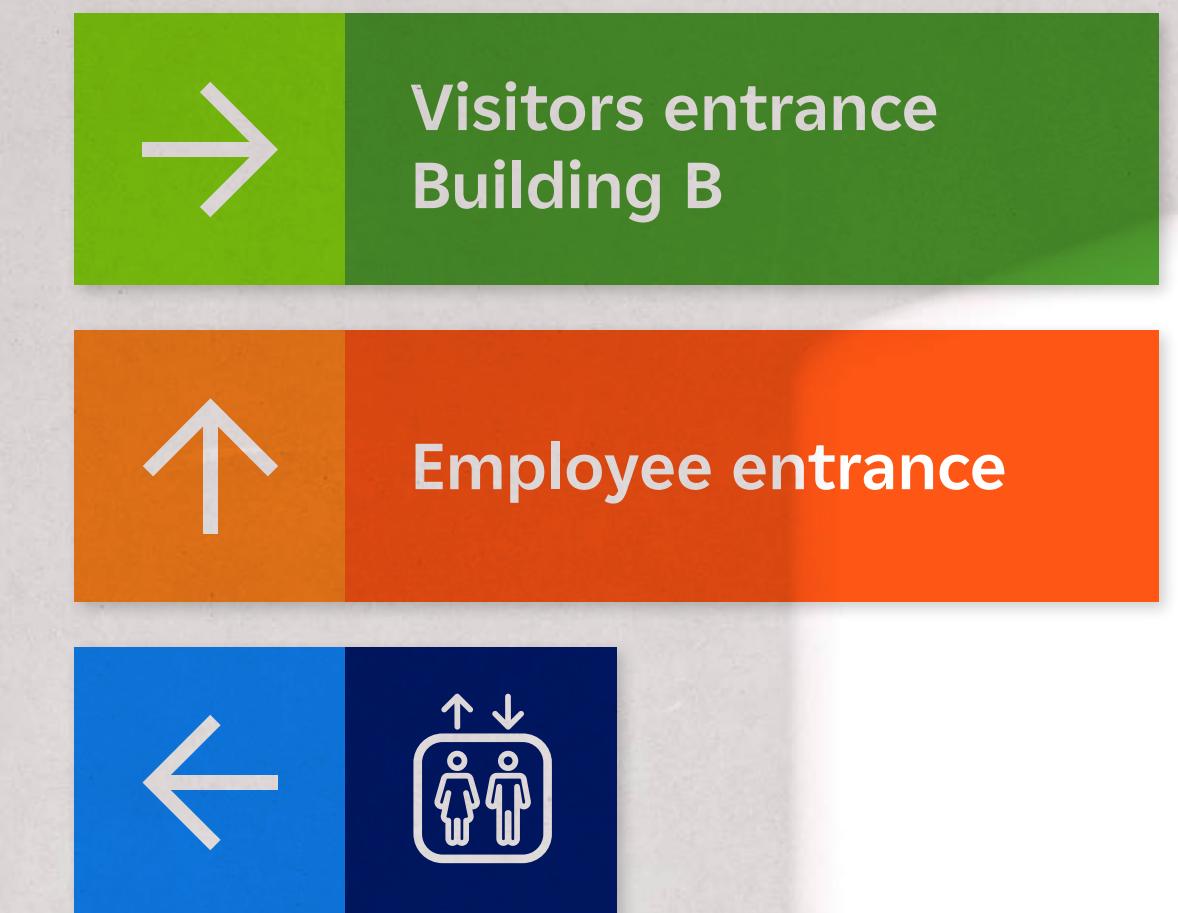
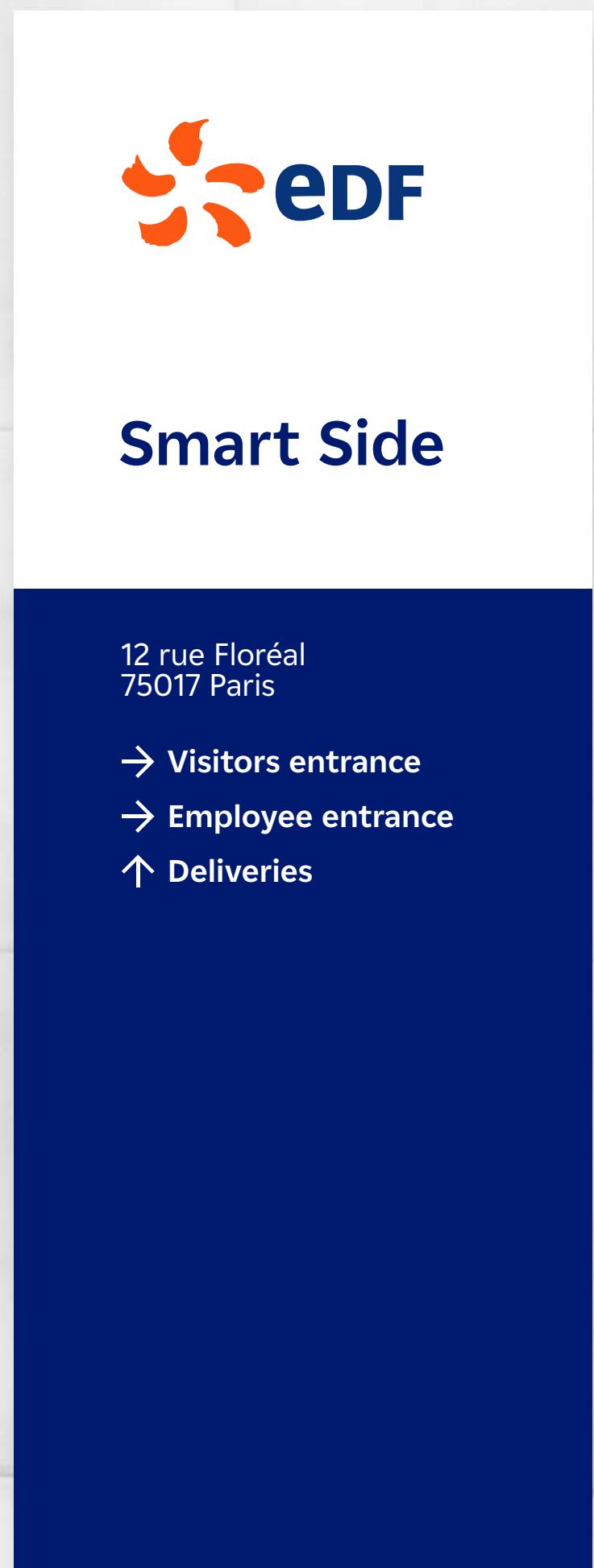


## Banners

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



## Signage



## Internal posters



The poster features the nuward logo at the top left. The title 'Nuclear safety policy' is in green serif font. Below it is a small photo of a worker in a hard hat. To the right is a graphic of three overlapping squares in orange, red, and green with a white flower icon. The main content area contains three numbered points:

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

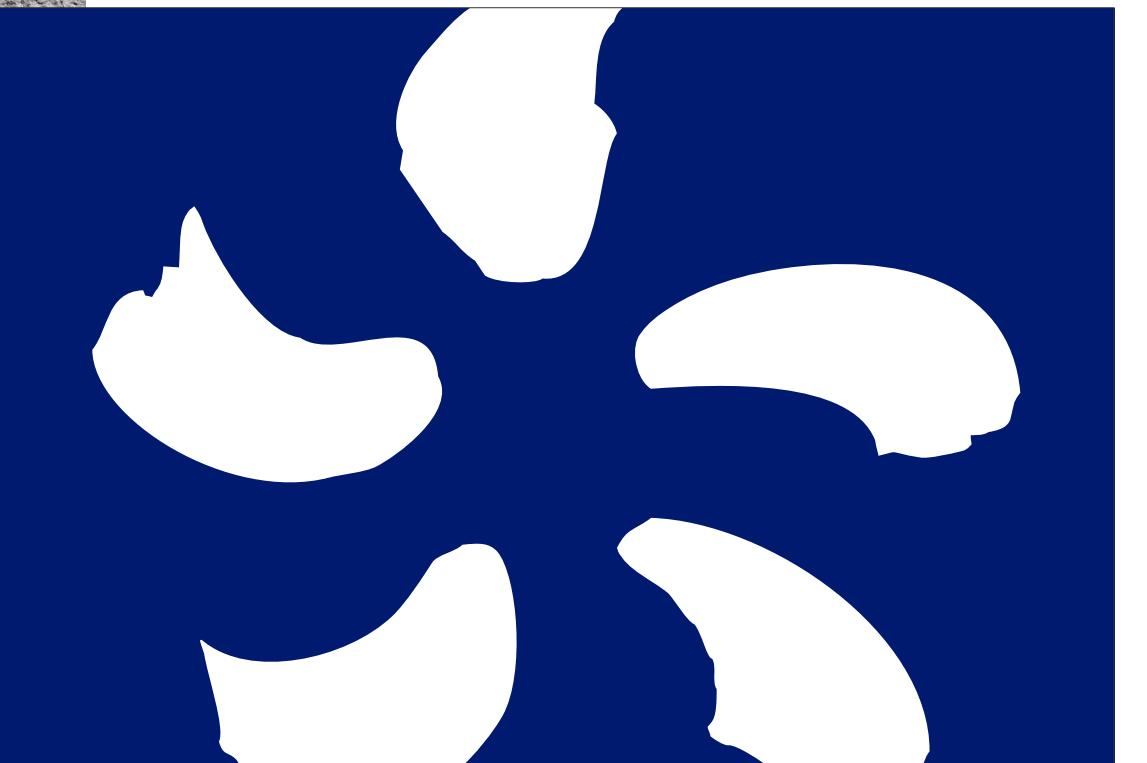
The poster features the edvance logo at the top left. The title 'Safety and radiation protection policy' is in red serif font. To the right is a graphic of three overlapping squares in orange, red, and green with a white flower icon. The main content area contains three numbered points:

- 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- 3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

The poster features the agregio solutions logo at the top left. The title 'Working together for our health and safety' is in blue serif font. To the right is a blue box containing the text 'GROUP SAFETY STOP' and 'Meeting on 17 oct. 2024'. Below the title is a white box with a white flower icon. The bottom half shows a cartoon illustration of a group of people in a meeting, with one person in the foreground meditating in a lotus pose.



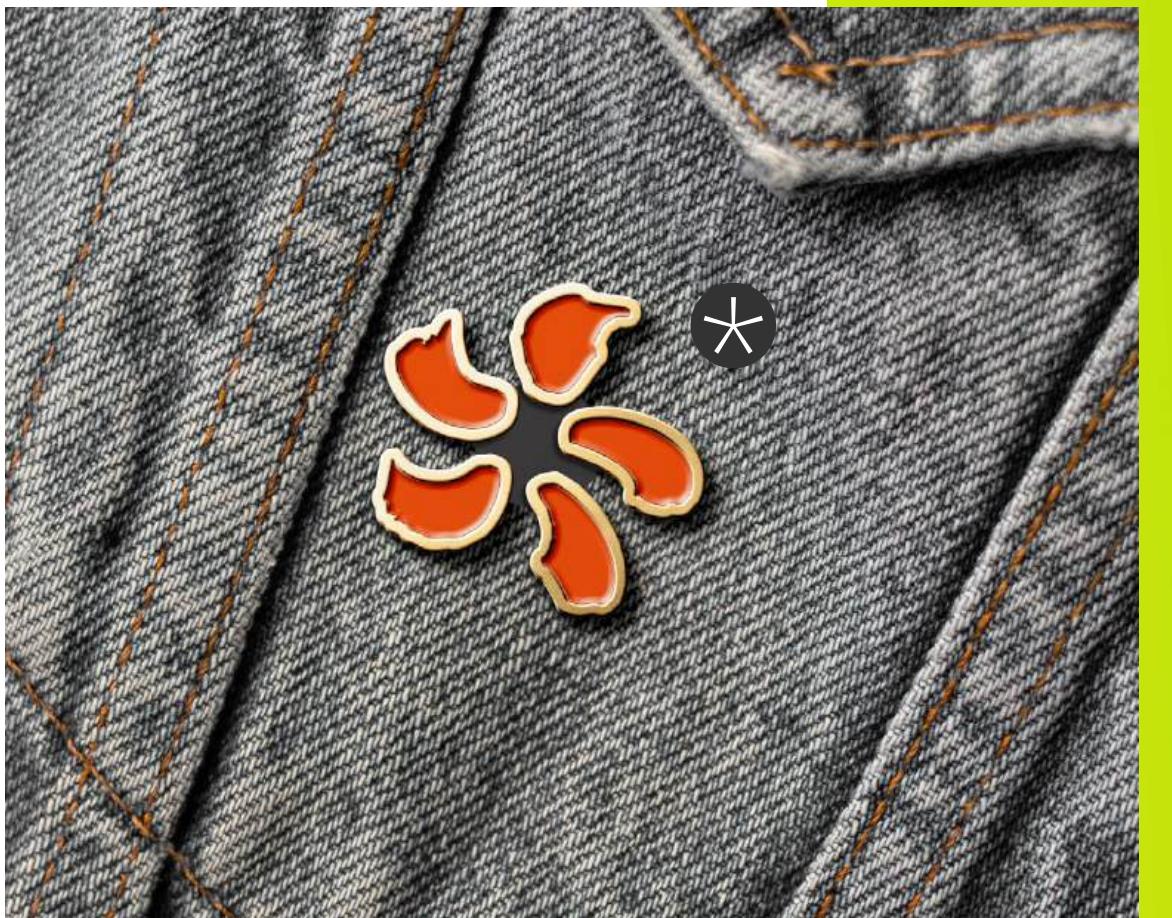
## Business cards



The essentials  
The territory  
**Implementation**

## Goodies

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



52



## Goodies

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





For more information

**mediacenter.edf.fr**

Contact:

[dircom-marque@edf.fr](mailto:dircom-marque@edf.fr)

