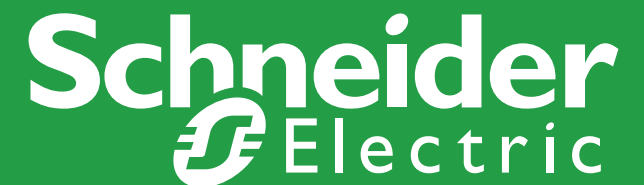


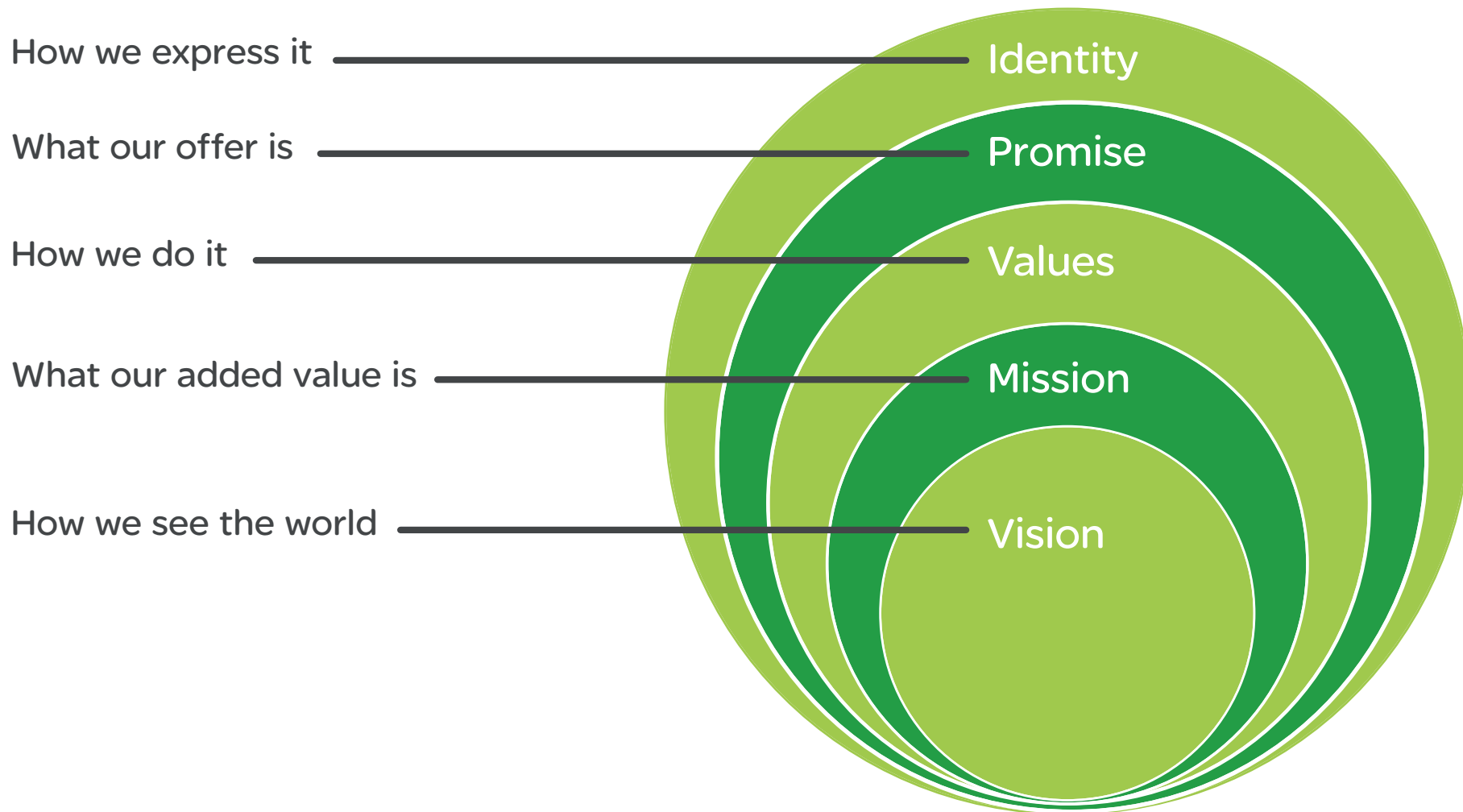
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The story to tell

Schneider Electric brand platform
March 2008



How the system works



Vision

We see a world where we can all achieve more while using less of our common planet

We are optimistic about the future and believe that it is possible to find solutions that allow us to fulfil our true potential while reducing our impact on the environment

Our stance is against the current trend of throwing in the towel when realising the size of the task

Mission

We help people make the most of their energy

We help individuals and organisations get more from their energy, be more productive and make their businesses more sustainable.

This is the “first degree” level where we consider energy basically (KW).
A “second degree” is the reference to the energy we have in ourselves.
We will “play” with these two levels, depending on the circumstances,
keeping in mind that the major one is the first degree level.

Values

- > **Passionate**
- > **Open**
- > **Straightforward**
- > **Effective**

These are our values that we want everyone at Schneider Electric to share and use.

These values direct the way we all behave.

Values, what they mean

We are passionate

Passion for Customers, passion for people, positive.

We are passionate and positive about our business, customers and people. We strive to create a true sense of partnership with customers, making it easy for them to do business with us. We develop talent pools, coaching people to reach their potential.

We are open

Curious, collaborative, cultivates diversity.

We think “outside the box” and encourage others to do the same. We leverage the rich diversity of our company, promoting the sharing of expertise and learning. We show our willingness to collaborate to get things done.

We are straightforward

Walk the talk, integrity, talk straight.

We believe people value directness and simplicity. We behave in line with expressed commitments and show consistency between words and actions. We treat people with respect and fairness and give clear, motivating and constructive feedback.

We are effective

High performer, pragmatic, fast.

We want to perform and get things done, not just talk about getting things done. We are pragmatic, not fancy. We manage and reach ambitious operational goals, taking appropriate risks. We respond with flexibility to shifting priorities and rapid change.

Promise

We want all our products, solutions and services to be

- > safe**
- > simple**
- > efficient**
- > innovative**

This is the promise we want to make to our customers about the standards they can expect from Schneider Electric products, solutions and services.

Identity

Our identity system is designed according to the story we intend to tell

More than pushing strict graphic standards, the goal is to orient wording, creation and tone and style. Consistent and simple communication as a result

Identity

A refreshed visual and verbal language

We have developed a set of brand identity elements that aim to get across the spirit of energy optimists. This involves on the one hand a warmer, more human feel (an optimist is after all a person) and on the other an injection of energetic dynamism.

In terms of graphics the shift has been towards a simpler, brighter and bolder look. In terms of words we are developing a more direct and punchier tone of voice. When people see our communications, we want them to not only recognise us, but to be engaged by our positive and practical personality.

The tagline

“Make the most of your energy”

Well in line with our mission.

Used as a set of words that we claim as often as we can.

It is not an injunction but a call to action.

It is most often followed by demonstration of how we can help people do just that.

Not written together with the logo

“building a new electric world” disappears