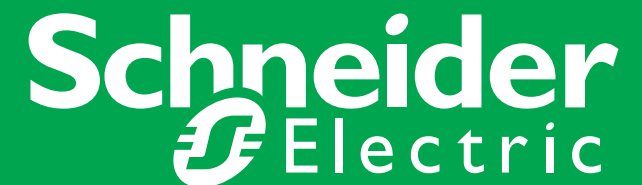


3

Graphic standards

Schneider Electric brand platform
March 2008



The Schneider Electric brand identity is the perfect expression of the brand values.

The intention of every communication that we create is to leave people with a positive feeling about our company and the mission that we are on. Remember we are optimistic about the future, and this must be reflected in what we say and do!

The Schneider Electric brand identity is made up of several basic elements. Used together they can help you create differentiated and desirable communications. The following pages contain the rules that surround graphic standards aspects.

Logotype

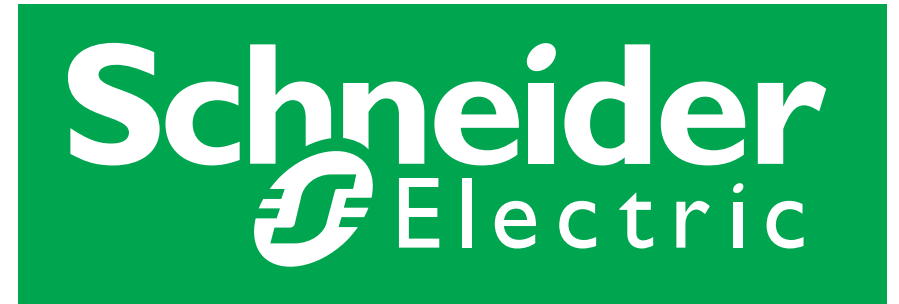
We have one logotype. There are three colour variations. The version that you choose is dependent on the background to which you are applying the logotype.

Logotype

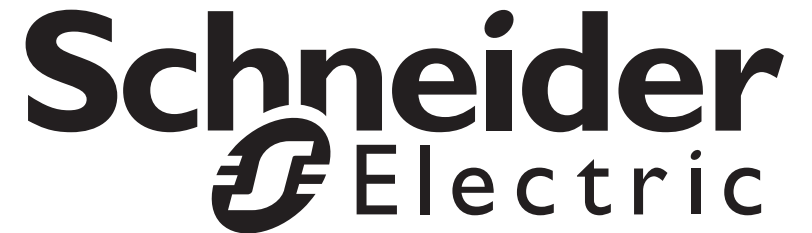
Spruce green



White logotype



Black logotype



Logotype - basics

The logo is unique

This logotype will not be modified, nor adapted. Variations with additional mentions such as country names, division names, or else are forbidden. We all have to promote only the Schneider Electric brand, not a part of it.

Creation of specific logotypes for offers, organisations, concepts or projets are also forbidden.

To be used by Schneider Electric only

This logotype is the property of Schneider Electric, part of it's DNA. It can not be used by partners, customers or providers without prior formal authorization except if the request comes from us – example Official Distributors signs.

Logotype - position & size

It depends on the media.

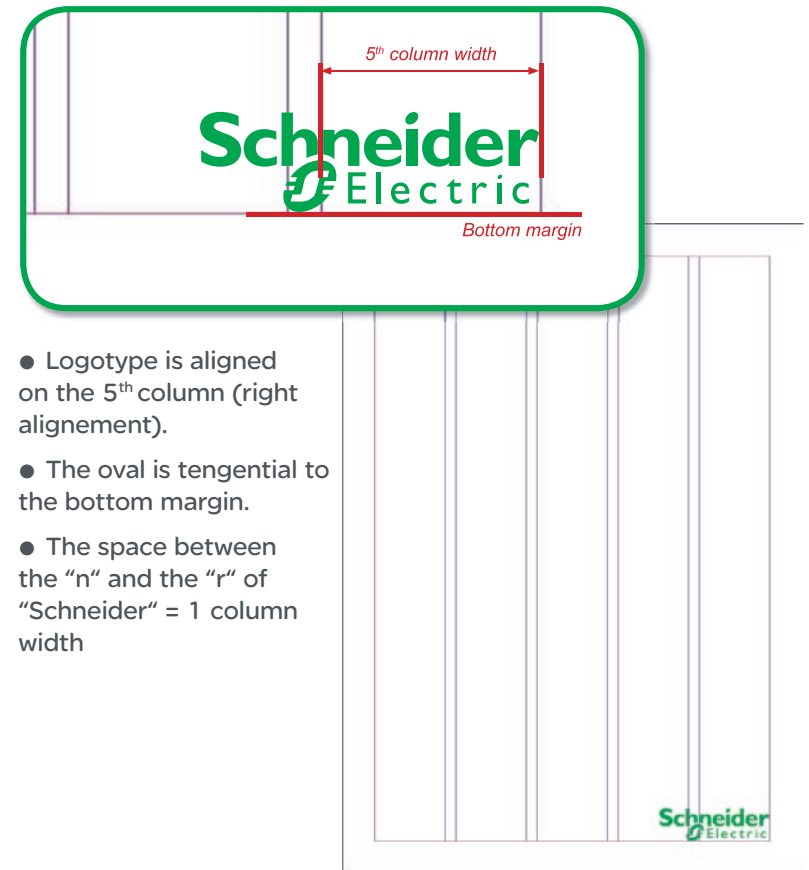
For most of the print, position is bottom right.

For the Web, it is placed top left.

For stationery, top right is the goal (sometimes impossible due to IT constraints).

Always positioned relatively to the layout grid.

For standard formats, dimensions are defined. For specific formats or usages, you are invited to adapt by yourself.



Example for A4 format

Logotype - colours

Possible configurations:

White background

Green logotype (Pantone 355 or CMYK equiv. only) or Black logotype when Black and White printing.

Coloured background and photos

Version to be chosen in accordance with the colour.

The logo should never be placed on a coloured background different from those of the colour palette.

The colour palette

We have a colour palette that is vibrant and friendly.

The primary green colour palette builds on our existing heritage but is supported by a bright secondary colour palette to add variety and warmth.

The colour palette - elements

Primary colour palette

SE Spruce Green



Pantone 355 C

SE Lady fern Green



Pantone 369 C

SE Seeding Green



Pantone 375 C

SE Dark Gray



Pantone Cool Gray 11

SE Light Gray



Pantone Cool Gray 7

Black



White



Secondary colour palette

SE Sunflower Yellow



Pantone 109 C

SE Honeysuckle Orange



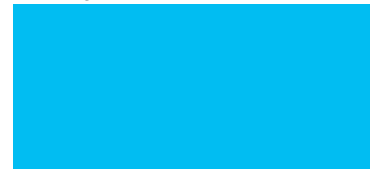
Pantone 138 C

SE Fuschsia Red



Pantone 207 C

SE Sky Blue



Pantone 298 C

Primary colour palette

These colours form a coherent set that is derived from nature. For consistency you should match to the Pantone reference every time.

Secondary colour palette

These colours are used to support the primary colours. Known as 'highlight' or 'accent' colours they will be used creatively to project the appropriate level of dynamism and optimism in any given communication piece.

The colour palette - basics

Green is the generic colour for Schneider Electric.

It has to remain dominant.

A secondary colour palette used to bring rhythm.
Use sparingly and smartly.

Let the rainbow effect to the nature

If you mix colours, one has to be strongly dominant, and the other(s) chosen among the “preferred associations”.

No specific allocation (division, entity, offer, customer or market segment...)

No one “owns” one the colours.

The colour palette - preferred associations

Background:
SE Spruce Green

Text colour:
White

Text colour:
Black

Text colour:
**SE Sunflower
Yellow**

Background:
SE Lady fern Green

Text colour:
White

Text colour:
Black

Text colour:
**SE Sunflower
Yellow**

Background:
SE Seeding Green

Text colour:
White

Text colour:
SE Dark Gray

Text colour:
SE Spruce Green

Text colour:
SE Fushsia Red

The colour palette - preferred associations

Background:
SE Dark Gray

Text colour:
White

Background:
SE Light Gray

Text colour:
White

Background:
SE Fuchsia Red

Text colour:
White

Background:
SE Sky Blue

Text colour:
White

Background:
SE Sunflower Yellow

Text colour:
SE Dark Gray

Text colour:
SE Seeding Green

Text colour:
Black

Text colour:
SE Seeding Green

Text colour:
Black

Text colour:
SE Spruce Green

Text colour:
**SE Sunflower
Yellow**

Text colour:
**SE Sunflower
Yellow**

Text colour:
**SE Sunflower
Yellow**

Background:
SE Honeysuckle Orange

Text colour:
White

Text colour:
SE Fuchsia Red

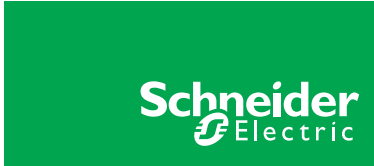
Text colour:
SE Sky Blue

Text colour:
SE Dark Gray

The colour palette - backgrounds & logos

Primary colour palette

SE Spruce Green



Pantone 355 C

SE Lady fern Green



Pantone 369 C

SE Seeding Green



Pantone 375 C

SE Dark Gray



Pantone Cool Gray 11

SE Light Gray



Pantone Cool Gray 7

Black



White



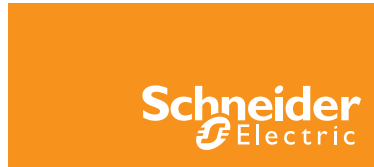
Secondary colour palette

SE Sunflower Yellow



Pantone 109 C

SE Honeysuckle Orange



Pantone 138 C

SE Fuschsia Red



Pantone 207 C






SE Sky Blue



Pantone 298 C

The colour palette - equivalence table

Primary colour palette

Name	Preview	Pantone	Quadri (%)				1 colour (%)		Screen			Web
			C	M	Y	K	Black	R	V	B	Hexadecimal	
Spruce green		355C	100	0	100	0	-	0	149	48	#009530	
Lady fern green		369C	70	10	100	0	-	79	166	0	#4FA600	
Seeding green		375C	45	0	90	0	-	135	210	0	#87D300	
Dark gray		Cool Gray 11	10	0	0	80	80	98	100	105	#626469	
Light gray		Cool Gray 7	44	32	30	0	50	159	160	164	#9FA0A4	

Secondary colour palette

Name	Preview	Pantone	Quadri (%)				1 colour (%)		Screen			Web
			C	M	Y	K	Black	R	V	B	Hexadecimal	
Sunflower yellow		109C	0	10	100	0	-	255	209	0	#FFD100	
Honeysuckle orange		138C	0	50	100	0	-	228	127	0	#E47F00	
Fuchsia red		207C	25	100	60	0	-	177	0	67	#B10043	
Sky blue		298C	75	0	0	0	-	66	180	230	#42B4E6	

The colour palette - usage

A coloured background covers the full page or nothing.

Just some few words, big characters, written on coloured backgrounds.

It determines the colour of titles and symbols placed on the opposite page.

Prefer green colour for introductions: covers of generics docs, welcome areas, home pages on the web...

Prefer grey and black colours for body copy.

Make the most of your energy

Sustainable development report 2008

Climate change, the increasingly high price of energy, the scarcity of fossil fuel sources are going to be the central concerns of the future. The question of carbon emissions, of energy efficiency will become more important. There has to be a response – and we want to lead it.

Jean-Pascal Tricore, CEO

The world is at a crossroads. Rapid globalisation offers new opportunities for millions of people. It also brings with it huge environmental challenges that threaten our way of life.

Everyone is going to have to adapt to a new world of opportunity where energy consumption and efficiency become more central to our lives, whether at work or play. This is where we come in. We believe that there is a future where we can all achieve more while using less.

This report showcases how we are helping organizations around the world make the most of their energy. It highlights practical and positive ways that we are helping others to make a difference and why we are energy optimists.

Schneider Electric

In country name (change) | Home | Site Map | Contact | Français | Login | An A

Solutions | Products | Services | Support | Customers Area

Schneider Electric
Make the most of your energy

Click here

Schneider Electric Worldwide
Energy efficiency
Offerings A-Z
Training offers

Critical Power

Schneider Electric offers one of the widest ranges of critical power and cooling solutions available to help you make the most of your energy.

- Safety: Security for people, installations and data
- Availability: According to business need, ease of maintenance to anticipate issues and react immediately
- Efficiency: In investment and operational costs, maximize use of available space and generate energy savings

Customer Care Center
1-800-565-6699
Email and more details

Solutions Spotlight

23012010 - Schneider Electric, in association with Compansica and SFR, launches the second edition of the "Green Your Life" program

22012010 - Record organic growth of 13.9% for full-year 2007 - Reported annual sales growth of 26.1%

All the News
Subscribe to the newsletter

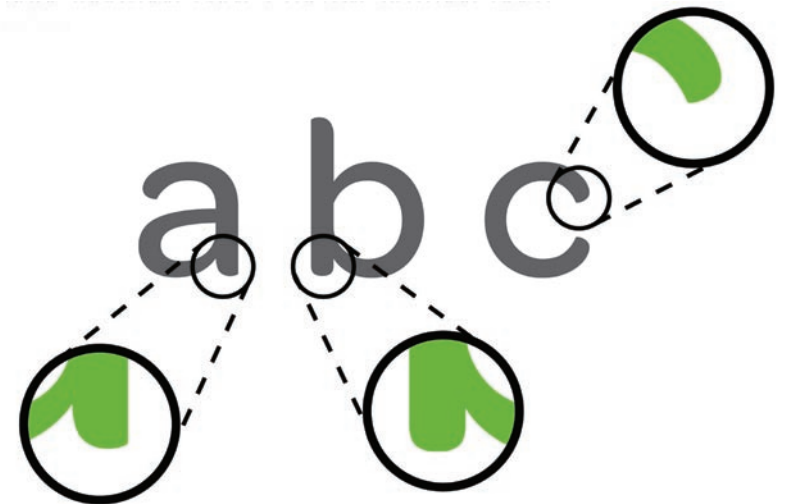
Home | About Us | Careers | Press

Schneider Electric S.A. | Filinvest

Typeface

The introduction of the font SE Optimist helps our communications to feel more open and friendly.

It has less hard right angles than Helvetica and softer rounded corners. When it appears in large headings even the most complex information seems easy to understand.



A new typeface

For all communication,
except Power point, Word documents and eMails.

“SE Optimist”

is our own typeface for headings and sub-headings

- an open and friendly feel, with soft & rounded corners...

...sympathetic to our existing font **Helvetica**

- ultimately timeless and functional
- for body copy and technical information (arial for web, catalogues, eMail, PPT and word documents)
- left alignment and lower case only. Increased size preferred to bold.

Typeface

Main headings are set in SE Optimist upper and lower case.

Main sub-headings are set in SE Optimist light upper and lower case.

Sub-headings are set in Helvetica medium upper and lower case.

Body copy is set in Helvetica Light. Make sure you leave enough space between the lines of text to create a light, open feel. Keep your sentences short and to the point. They are more elegant and easier to read.

Put a one line break between the paragraphs, rather than an indent. It looks better and it's also easier to read.

Left alignment is a general rule for both Helvetica & SE Optimist.

Typeface

- SE Optimist regular is the standard for titles.
- SE Optimist light can be used for sub-headings,
- SE Optimist Bold will be limited to an usage for merchandising, Direct marketing or hoarding i.e. each time it is necessary to have a strong visual impact with words.
- Italics will be restricted to testimonies only.

Un engagement responsable →

Développement durable : dire, c'est bien, faire, c'est mieux

Avec le XXI^e siècle s'ouvre une ère nouvelle. Celle de la responsabilité environnementale, sociétale et sociale de l'ensemble des acteurs économiques, politiques et de la société civile. Schneider Electric s'engage.



Précurseur d'une nouvelle économie environnementale, Schneider Electric n'a pas attendu que le développement durable et l'écologie soient à la mode pour passer à l'action. Le Groupe prouve chaque jour qu'intérêts économiques, écologiques, sociétaux et sociaux convergent. Et qu'à ce titre le développement durable constitue pour lui une véritable opportunité de mobilisation, de croissance et de différenciation. En adoptant en 2002 ses Principes de Responsabilité, Schneider Electric s'est doté d'un cadre de référence collectif et individuel qui oriente les décisions et les actions.

Concilier croissance et développement durable

Consommer moins, produire mieux, améliorer l'efficacité énergétique, protéger l'environnement en proposant des solutions avec un impact limité sur l'environnement : ces enjeux sont au cœur des préoccupations du Groupe. Un autre immense défi est de faciliter l'accès des habitants des pays émergents à l'électricité par le biais de son offre et des actions de formation à ses métiers. Enfin, pour ses collaborateurs, les premiers acteurs du changement, Schneider Electric favorise la diversité, s'engage pour leur santé et

Typeface

One of our brand values is straightforward

We want to make sure that we convey information in a clear and simple way so people understand what we are saying.

Here are some simple rules to remember when creating your layouts:

Limit the amounts of weights and sizes in an application.

(this will make your layouts feel less cluttered).

Use colour and increase size to help important headings stand out.

Reduce the amount of information on each page.

(this will stop your layouts from feeling over complex)

Grid

The grid helps you to structure layouts and bring order to information. We use a five column grid across all communication.

Templates are available for standard formats. For other formats, you are invited to adapt. Changing proportions of margins can improve the layout for out of proportion formats.

Text can be written on 1, 2, 3, 4 or 5 columns,

but always left aligned

