

# 6

## Advertise with icons, symbols & equations

Schneider Electric brand platform  
March 2008



# Simplified icons and symbols aim to get across our open and straightforward approach.

They are universally understandable and help us to communicate messages without the need for lengthy explanations. They are designed with the same curves that are present in the typeface 'SE Optimist' which helps them to feel open and friendly.

## Icons to support our messages on solutions

- > To communicate messages without the need for lengthy explanations
- > To illustrate Schneider Electric added value and problems solved
- > Not adapted to product communications

### A digital library of official icons is available

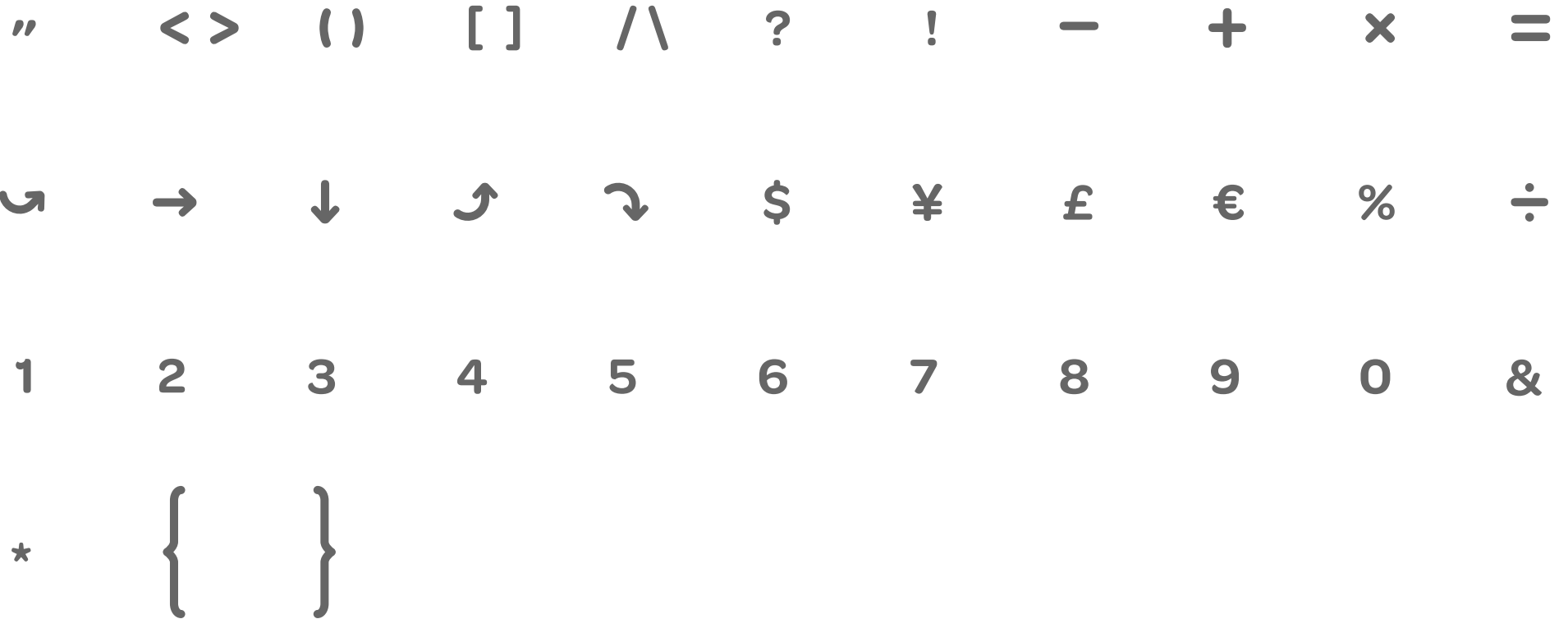
- <http://hotlinet.schneider-electric.com/download/picto-library/>
- For creation of icons, approval of Corporate Communication is required (see "read me" file)



The icons have a hand-drawn quality. The style is simple, using a continuous line. Icons sit on a solid background. Icons are not sketches and they should not look cartoonish or child-like.

Use our colours: They must not be 'coloured in' – always maintain the continuous line style.

... in association with symbols.....



We have developed a clean and simple style of symbols, that can be applied to conceptual images as well as on solid colour backgrounds

...to create equations

## Built with:

- An icon for the problem to solve.
- An icon for the Schneider Electric added value.
- A tangible customer benefit, quantified as much as possible, and reflecting and proving how we help people make the most of their energy.

An elegant way to drive creation for advertising

Clearly given up: dedicated concept with metaphoric/conceptual illustrations/photos

two icons per equation



The Arras pumping station

+



Schneider Electric energy consultants

=

Upgrade to  
400m<sup>3</sup> per hour

The operator needed to eliminate the water hammer effect, limit voltage sags when starting-up pumps and much more. Our solutions combined automation, start-up, monitoring and control of pump motors. The result was an upgraded operation capable of 400m<sup>3</sup> per hour.

One clear single benefit

## Instructions for equations

# Talk about specific added value being provided or offered

Only stories with a clear single benefit will be made into an equation. All equations will be supported by a paragraph explanation (max 50 words), written in SE Optimist.

Icons + symbols role is to catch attention. They are not self explanatory. To goal is to bring people to read the second level of information.

### **No equation is better than poor equations**

You may encounter difficulties to illustrate the idea you intend to push with equations. Generally the reason is that the Schneider Electric added value is plural or not tangible enough. It is best in this case to focus on one key idea only, or to search more in depth to discover tangible arguments. If you do not succeed in this way, you will take advantage to developing your argumentation in the copy.

**No more than 2 icons can be used before showing a benefit, always introduced by an 'equal' (=) sign.**

## Instructions for icons & symbols

# Equations will be built using the following categories of icons.

Single icons can be drawn from any of those listed.

1. Subject - Who were talking about, a specific targeted market segment (i.e. residential, automotive, water management, etc).
2. Problem - The issue the subject is facing (i.e. falling profits, rising energy prices, energy wastage, lack of control...).
3. What Schneider Electric brings (added value).

**Don't overuse icons. As a guide, don't use more than one icon on a double-page spread, unless using an equation (see equations).**

**For creation of icons, approval of Corporate Communication is required.**

We are optimists, so the minus symbol is never used in our equations.

## Instructions for Schneider Electric customer benefits

In order to help people make the most of their energy, we ensure that the mission is present through 5 major customers benefits:

- reduced capex and opex
- automation & connectivity everywhere
- energy efficiency
- ultra secured power for critical applications
- end to end services

One or several of those five generic benefits, depending on the targets, will have priority through the messages we deliver.

## Instructions for customer benefit

# Start with the main customer benefit for the customer and work across to the left.

- One clear benefit
- Written in SE Optimist
- Max. 25 characters per benefit
- Punctuation should not be used. If you need punctuation, it is simply too complex.

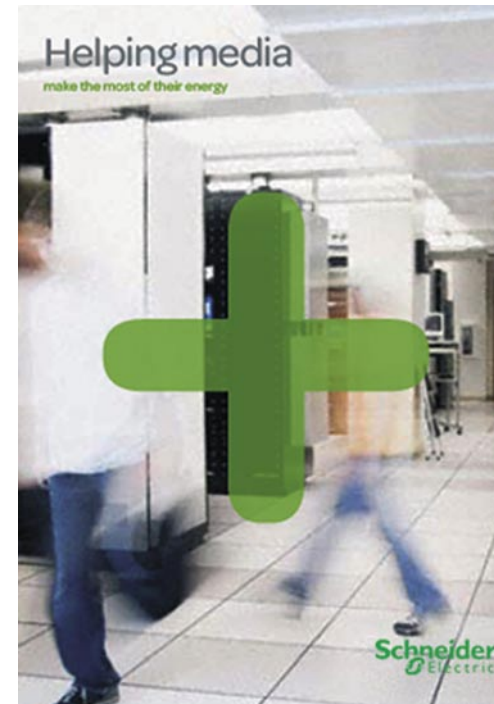
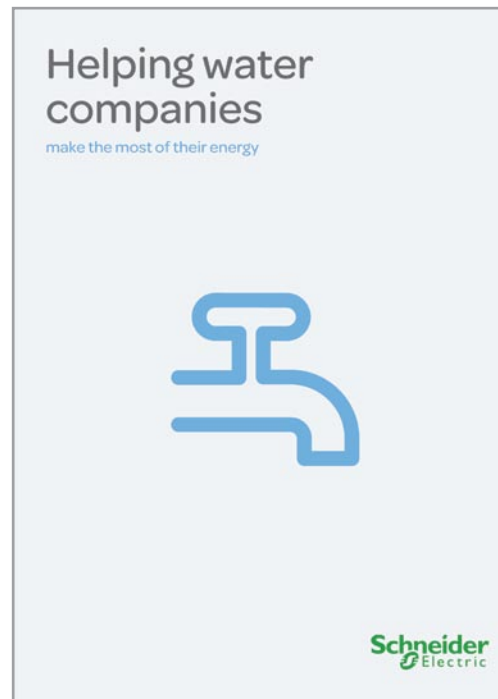
Benefits must be tangible and quantified (e.g. Upgrade to 400m<sup>3</sup> per hour). Do use the formula “up to x% xxxx” each time it is difficult to systematically bring the proof of the promise .

Emotional benefits are appropriate in few circumstances only: new launches teasers, invitations to events, promotional campaigns...

Icons & symbols possibly used on their own

## In addition to the usage in equations:

- > Icons and symbols are placed on solid backgrounds.
- > Symbols possibly combined with photos (not icons).



## Use of equation for ad's creation

# Equation only

Overview

### Boosting station

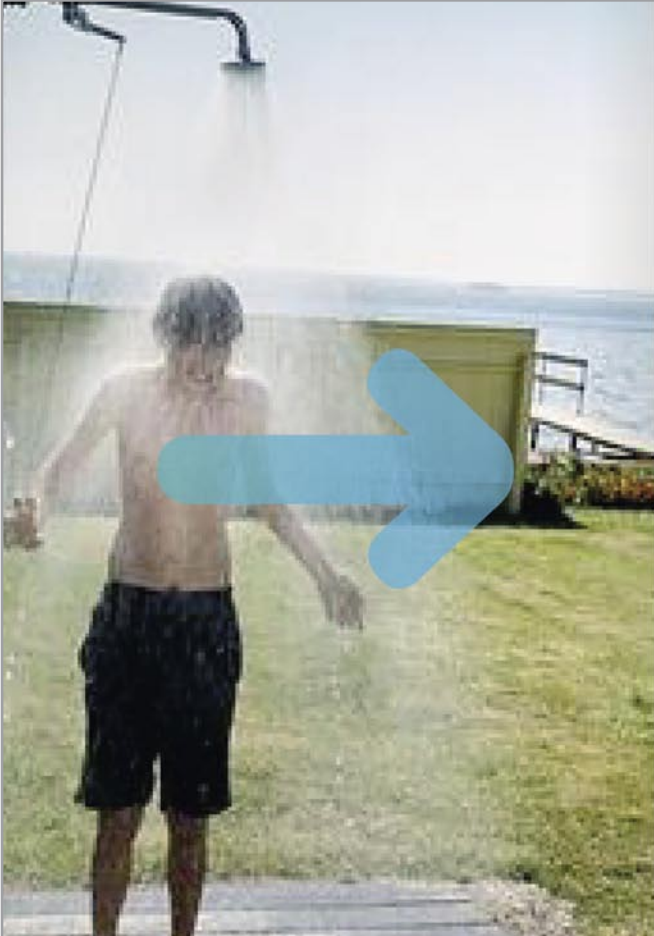


The Arras pumping station + Schneider Electric energy consultants = Upgrade to 400m<sup>3</sup> per hour

The operator needed to eliminate the water hammer effect, limit voltage sags when starting-up pumps and much more. Our solutions combined automation, start-up, monitoring and control of pump motors. The result was an upgraded operation capable of 400m<sup>3</sup> per hour.





# Equations as a reminder (pushed in other medias)




## Boosting stations

gtf hhdgrd fdfdhsikh hkjhu  
gtkjfjfhfg  
khjk hygyhde fg  
lskf lkjhkl fgekug  
lkj smlfjkh ldihgimisi  
ismo idhoh ioof hishdkps  
do pufpou siuufoeo mirfild  
musm pgzeryeu yeezekklm  
.  
gh dgkyf kh jhi uluil

 +  = Upgrade to 400m<sup>3</sup> per hour

The Area pumping station      Schneider Electric energy conversion      The operator needed to eliminate the water hammer effect, limit voltage surge when starting up pumps and reach more. Our solutions combined automatic start-up, monitoring and control of pump motors. The result was an upgraded operation capacity of 400m<sup>3</sup> per hour.

hu gygtf dfgdg gfs dfsefsz



## Emotional benefit example (invitation)



We invite you to the launch of the new Compact NSX



# Do not

**3 + 7 = IEC**

Functional tests by you      Pre-tests by Schneider Electric

Be IEC compliant with Prisma iPM, the only low-voltage functional switchboard available on the market. Our dual commitment guarantees safety and flexibility for your client's electrical installation thanks to Prisma iPM, the peace of mind switchboard.

**You + Us**




You




Us


**Productivity + Competitiveness + Innovation = Let's do it**



Productivity



Competitiveness



Innovation

Suscipit enim scilicet ad magna faccum volorpe raesenim vel lipissi. Em praesed min vel incididunt ipsum veniam ipsumsan hent ad min vulput nos deles tisi. Se ctet velis nibh ex esecte modolor sequatet init ad magna aliquip.

**1 + [Icon of a scale] = 3 (solutions)**

