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SIGNAGE

Graphic standards

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Contents

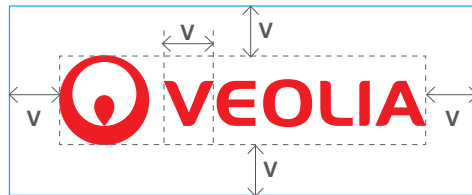
I.	GENERAL PRINCIPLES	7
1 >	Introduction	9
2 >	Logotype	10
3 >	Logotype in the tab	11
4 >	Tab in its environment	12
5 >	Mat and the cursor	13
6 >	Business activity symbols	14
7 >	Colors	16
8 >	Fonts	18
9 >	Symbol	19
II.	EVENT SIGNAGE	23
1 >	Booths with a surface area > 150 sqm	24
2 >	Pop-up displays	32
3 >	Event material	36
4 >	Promotional items	48
III.	VEHICLES, CONTAINERS AND DUMPSTERS	51
1 >	General principles	52
2 >	Light vehicles	54
3 >	Utility vehicles	55
4 >	20 m ³ trucks	56
5 >	8 m container trucks	57
6 >	10 m semi-trailer trucks	58
7 >	Waste collection vehicles	59
8 >	Vacuum sweepers trucks	61
9 >	Street sweepers trucks	62
10 >	Containers	63
11 >	Dumpsters	64
IV.	INDUSTRIAL SITES AND HEADQUARTERS	67
1 >	Overview	68
2 >	Exterior signage	70
3 >	Interior signage	94
V.	UNIFORMS AND HARDHATS	103
1 >	Uniforms	104
2 >	Hardhats	111
VI.	GLOSSARY	113
1 >	Vocabulary specific to Veolia	114
2 >	Generic vocabulary	116

I. GENERAL PRINCIPLES

2 > Logotype

The division nouns and brands (Veolia Water, Veolia Environmental Services) have been deleted and all revert to the Veolia brand.

The logotype is now made up of two components: the symbol and the Veolia name. It only exists in its horizontal version.



The Veolia font

The typeface for the Veolia name has been specifically created for this logotype. It must never be altered or redrawn.

Exclusion zone

No graphic elements should appear inside the exclusion zone, to preserve the logotype's legibility. **V** corresponds to the width of the letter "V" of Veolia.

Minimum size

The minimum size of the logotype must comply with the dimensions shown opposite.

Colors

The logotype colors have been standardized. They must never be altered. The toolbox also includes a black and white version.



CMYK: 0/100/100/0
RGB: 255/0/0
HEX: FF0000
Pantone 485 C



CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000
Pantone Process Black C



CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFFFF

I. GENERAL PRINCIPLES

7 > Colors

The color range provides a broad palette of soft and bright colors to translate the new Veolia's vitality.

The range includes 29 colors arranged in two-tone groups: 14 soft colors, 14 bright colors and 1 color shared by both tones.

Colors for the facade according to Pantone/RAL.

Pantone 577C - RAL 6021

Pantone 5305C - RAL 7042

Pantone COOL GRAY 11C - RAL 7012

Above is applicable for three buildings: UBA, UCA, UNA.

The colors scheme of the facade will be agreed during execution stage.

CMYK: 20/5/0/25 RGB: 173/188/201 HEX: #ADBCC9 PANTONE 2106 C	CMYK: 35/0/35/0 RGB: 182/217/183 HEX: #B6D9B7 PANTONE 559 C	CMYK: 10/25/0/30 RGB: 178/159/176 HEX: #B29FB0 PANTONE 2099 C	CMYK: 0/5/10/20 RGB: 217/209/200 HEX: #D9D1C8 PANTONE 406 C	CMYK: 0/55/50/0 RGB: 240/143/117 HEX: #F08F75 PANTONE 486 C
CMYK: 0/20/55/0 RGB: 253/211/132 HEX: #FDD384 PANTONE 148 C	CMYK: 55/10/15/0 RGB: 122/188/206 HEX: #7ABCCE PANTONE 2169 C	CMYK: 15/30/35/0 RGB: 221/187/163 HEX: #DDBBA3 PANTONE 7611 C	CMYK: 55/10/35/0 RGB: 127/184/172 HEX: #7FB8AC PANTONE 2232 C	CMYK: 15/35/20/0 RGB: 219/180/183 HEX: #DBB4B7 PANTONE 5015 C
CMYK: 25/0/10/5 RGB: 200/220/220 HEX: #C8CDCD PANTONE 552 C	CMYK: 0/10/40/20 RGB: 217/197/148 HEX: #D9C594 PANTONE 618 C	CMYK: 25/20/20/0 RGB: 202/199/196 HEX: #CAC7C4 PANTONE 5305 C	CMYK: 35/0/70/0 RGB: 192/210/114 HEX: #C0D272 PANTONE 577 C	CMYK: 0/0/0/80 RGB: 85/85/90 HEX: #55555A PANTONE COOL GRAY 11 C

I. GENERAL PRINCIPLES

7 > Colors

All the colors can be used on all material, in fonts the vivid colors should preferred.

Several colors may be used on the same document or material, even if they are not selected from the same color group.

CMYK: 40/25/90/0 RGB: 174/169/53 HEX: #AEA935 PANTONE 7766 C	CMYK: 65/0/30/0 RGB: 84/187/186 HEX: #54BBBA PANTONE 7709 C	CMYK: 0/45/90/0 RGB: 244/159/37 HEX: #E09F25 PANTONE 157 C	CMYK: 60/85/15/0 RGB: 128/65/128 HEX: #804180 PANTONE 7662 C	CMYK: 80/0/20/0 RGB: 0/174/199 HEX: #00AEC7 PANTONE 631 C
CMYK: 60/35/0/0 RGB: 113/151/202 HEX: #7197CA PANTONE 2135 C	CMYK: 0/60/25/0 RGB: 238/134/148 HEX: #EE8694 PANTONE 701 C	CMYK: 0/15/90/0 RGB: 255/214/22 HEX: #FFD616 PANTONE 129 C	CMYK: 25/85/0/0 RGB: 168/67/141 HEX: #A8438D PANTONE 2062 C	CMYK: 80/10/70/0 RGB: 25/156/105 HEX: #199C69 PANTONE 7724 C
CMYK: 0/75/70/0 RGB: 233/95/71 HEX: #E95F47 PANTONE 7416 C	CMYK: 90/60/0/0 RGB: 0/98/169 HEX: #0062A9 PANTONE 2133 C	CMYK: 0/0/0/50 RGB: 156/158/159 HEX: #9C9E9F PANTONE 422 C	CMYK: 50/0/100/0 RGB: 151/191/13 HEX: #97BF0D PANTONE 376 C	CMYK: 0/0/0/80 RGB: 85/85/90 HEX: #55555A PANTONE COOL GRAY 11 C