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BASICS
Graphic Standards
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BASICS

Graphic Standards

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I. EDITO

I.

EDITO

Ushering in a new era for our Group, our brand has been redefined in order to make the 'new Veolia' real and visible for all stakeholders, better aligned with strategy, and to strengthen the sense of belonging of everyone who works for us.

Group strategy is today more focused and our organization more streamlined. We are now poised to deliver our PR campaign to engage all audiences, grow our business and win new markets.

In 2014 Veolia Environnement will become Veolia and from now on all our businesses will operate under a single, unified and simplified brand banner. Delivering Veolia clearly and consistently in the different geographic regions in which we operate will give the brand renewed impetus.

To achieve this, our brand architecture has been streamlined to reinforce the central role played by Veolia, and clear guidelines have been established for endorsing specialty and local brands. The aim is to be more visible, more accessible and make our brand more recognized by wider audiences. This is the key to making a lasting impression.

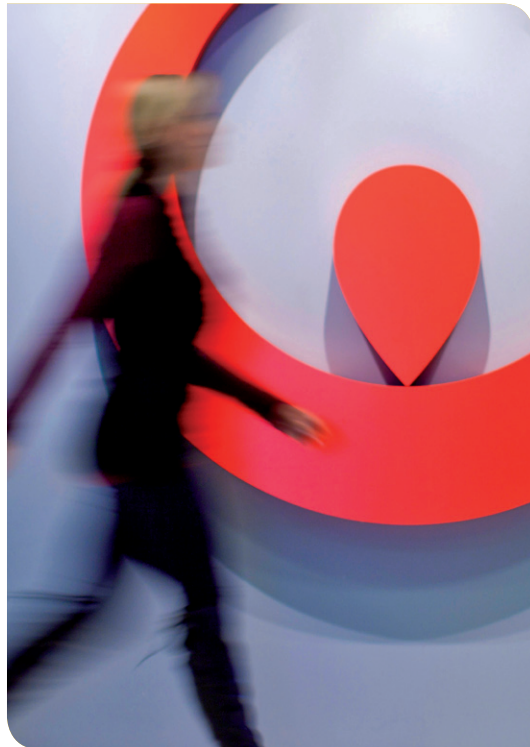
Our positioning and brand tagline, «Resourcing the world», expresses the mission that Veolia people work toward every day. Our community of professionals and experts are driven by a passion for excellence and by the shared goal of becoming the company that sets new standards in balancing urban and industrial development with human development and environmental protection.

The rebranding also means a new graphic and visual identity that is more modern, more open and probably less institutional than before. As well as more clearly defining our purpose, the new visual identity offers greater flexibility when it comes to expressing our brand and our business.

Our brand's fundamentals – iconography, colors, typography – provide the framework for our new unified global image and recognition. By spotlighting the brand's unified, dynamic, committed and expert approach, they enhance its visibility around the globe.

Let's make our ambition simply fire our imaginations

Laurent Obadia
Communications Director



II. LOGOTYPE

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II.

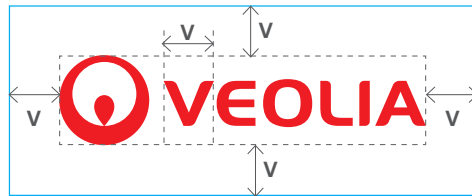
LOGO

II. LOGOTYPE

1 > Presentation of the logotype alone

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.



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

II. LOGOTYPE

2 > Examples of use

The logotype alone is used for the following applications: stationery, email signature, signage and promotional products.



Letterhead

Use the logotype alone centered at the top of the page.

Business card

Use the logotype alone centered above the personal details.



First Name Last Name
Title Geography
ACTIVITY

123 cogito ergo sum • 01234 Orae vulnerant
off. 00 00 00 00 00 • fax 00 00 00 00 00
cell. 00 00 00 00 00
firstname.lastname@veolia.com
www.veolia.com

II. LOGOTYPE

3 > Presentation of the logotype in the tab

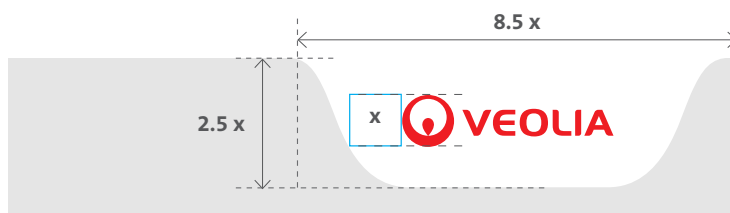
The sole purpose of the tab, designed to echo the rounded forms of the Veolia typeface, is to hold the logotype. This specific graphic code aims to focus positively on the brand.

**Color**

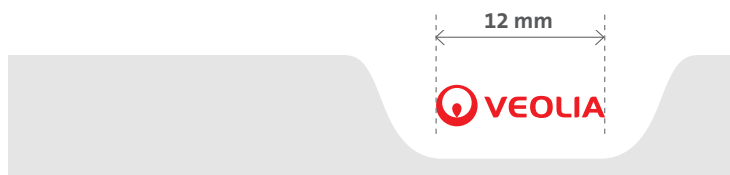
The tab must always allow the logotype to be printed on a white background.

**Composition**

It must always comply with the construction rules set out in the Graphic Standards. In particular, it must comply with the logotype's exclusion zone.



A construction system has been set in place based on the height of the logotype symbol (x). Its construction must take into account the stipulated proportions to prevent it from being deformed.

**Minimum size**

The tab's minimum size is dictated by the minimum size of the logotype.

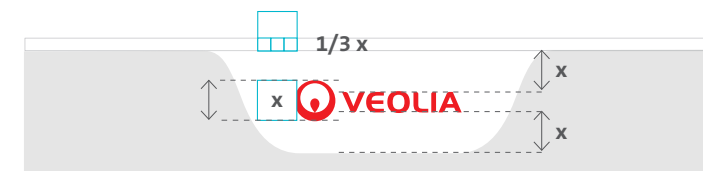
II. LOGOTYPE

4 > The tab in its environment

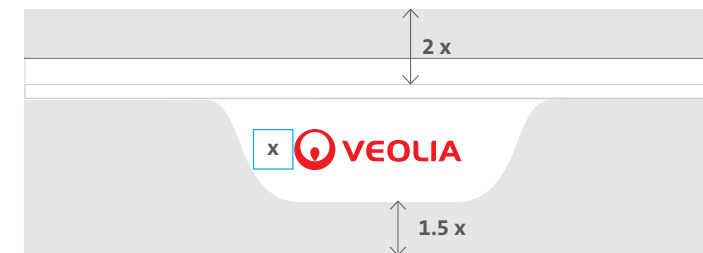
The tab provides the basis for the construction of two Group identity graphic codes: the mat and the cursor.

**Tab and mat**

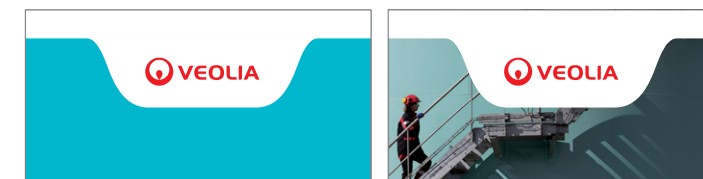
When the logotype in the tab becomes a cursor, it must always comply with the proportions given opposite.

**Tab and cursor**

The logotype in the tab and the cursor must always comply with the proportions defined in the Graphic Standards.

**Exclusion zone**

The mat and the cursor must be protected by the exclusion zone defined for each.

**Logotype in the tab**

Logotype in the tab must always be used in a colored or image specific background.



II. LOGOTYPE

5 > Examples of tab use

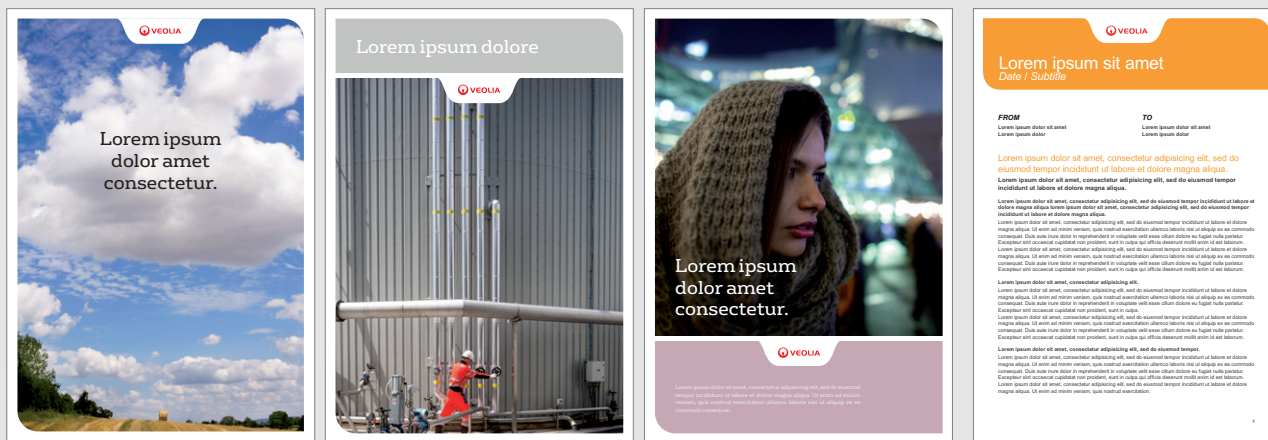
! The logotype in the tab, either with the mat or the cursor, is only used on the front of print material: publication cover, office document header, PowerPoint cover or separator pages, etc.

Tab and mat

Tab and cursor

Tab and cursor

Header



Tab and mat

Tab and cursor



II. LOGOTYPE

6 > Unacceptable uses

In order to protect the logotype's use and its position in the tab, the following are examples of unacceptable uses.



Colors

Change the logotype color.



Use color in the tab, which must always be white.



Logotype

Place the symbol above the logotype.



Alter the proportions of the logotype in the tab.



Homothety

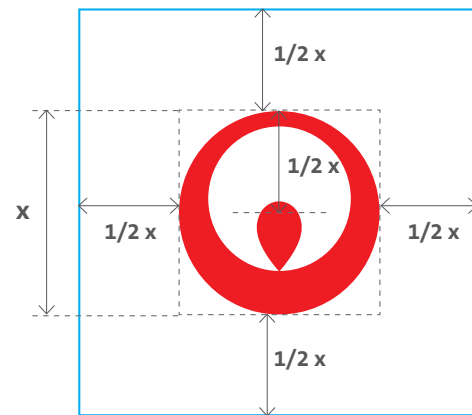
Deform the logotype and/or the tab.

II. LOGOTYPE

7 > Using the symbol alone

Use of the symbol alone (without the Group name) is clearly defined in the Graphic Standards and should always comply with the instructions provided. It can be used as a recall device for the logotype in desktop applications

(follow-on page, recall device at the bottom, etc.), or as a decorative and identifying element on large items (vehicles, booths, promotional objects, etc.). It must never be cut by a zoom device and must always be used in its standard color.



3 mm

**Exclusion zone**

1/2 X (half the height of the symbol). No aspects of graphics should appear inside the exclusion zone, which would make the logotype less legible.

Minimum size

The minimum size of the symbol must comply with the dimensions provided opposite.

Colors

The colors of the symbol alone are standardized and must never be altered.

Unacceptable uses

Refer to the unacceptable uses of the logotype.

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

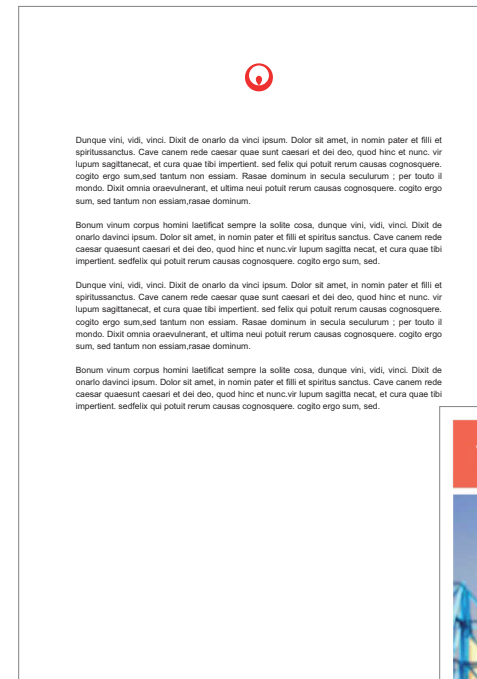
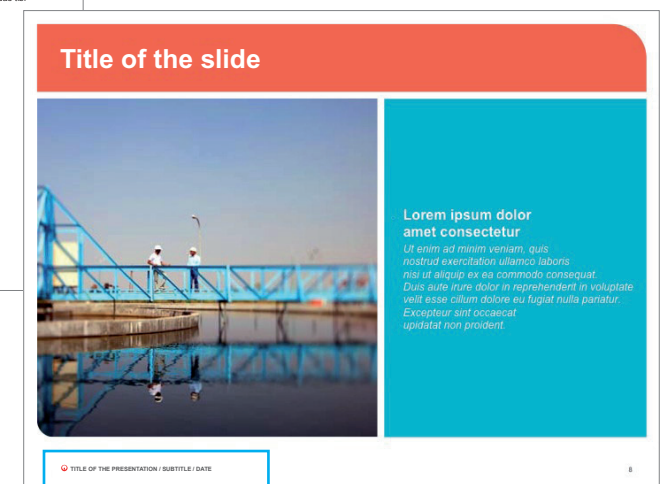
CMYK: 0/100/100/0
RGB: 255/0/0
HEX: FF0000
PANTONE 485 C

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

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: 000000

II. LOGOTYPE

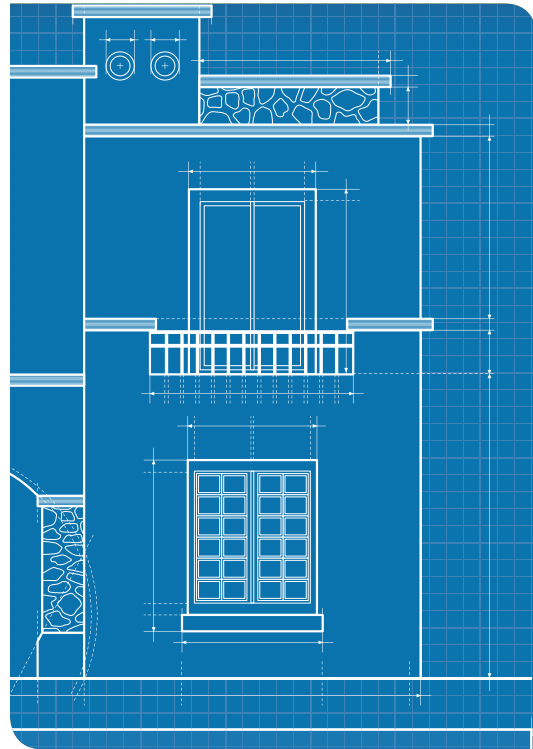
7 > Examples of use

Follow-on page**PowerPoint****! Nota Bene**

The symbol may also be used on signage for sites, buildings, vehicles, uniforms and events in accordance with the specific rules provided in the standards on signage.

For any use of the symbol not covered by these guidelines, please contact the Communications Department.

 TITLE OF THE PRESENTATION / SUBTITLE / DATE



III. BRAND ARCHITECTURE

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III.

BRAND ARCH

III. BRAND ARCHITECTURE

1 > Introduction

How the new Veolia affects the brand architecture

The new Veolia aims to be more integrated, more streamlined and closer to its customers.

As a result, we have developed the brand architecture principles detailed in this document, along with rules governing the names of business activities, individual business lines and specialty services that may be developed independently by individual entities and must be determined in conjunction with the Group (Communications and I&M).

Business activities (the three core businesses):

The division names previously used to describe business activities are being phased out. However, the need to name business activities remains and must be taken into account. These are descriptors for business activities that may be used in all documents and communications media, in body text, headings, business cards and, in some cases, in the bottom tab (see rules below):

- Water and Energy are the approved terms for those business activities

- Waste management business activities went by different names in different countries; discussions are currently underway between relevant parties to determine the approved term for future use. Pending that decision, the words Propreté in France and Waste in other countries have been included in the guidelines as interim indications.

Business lines and specialty brands:

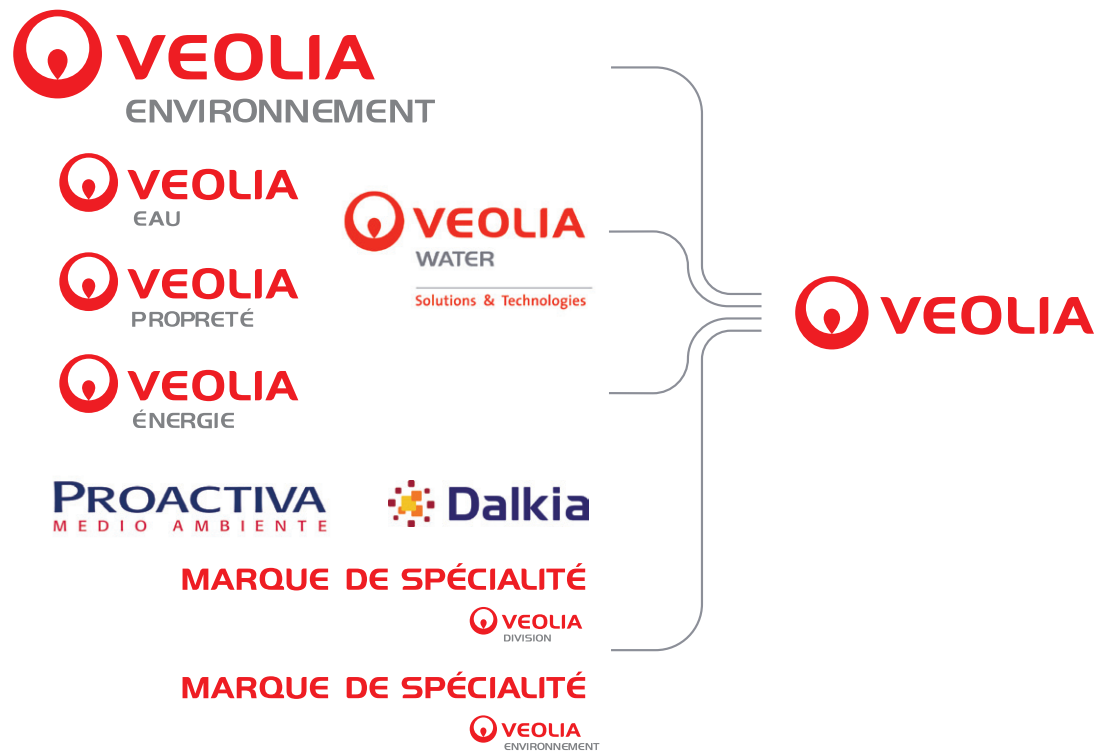
Descriptors for business lines and specialty brands should also be coordinated and approved with the Group Communications Department:

- Drinking Water Service
- Hazardous Waste
- Sewage
- Industrial Services
- Remediation
- Water Technologies

2 > General principles

Veolia's new brand architecture is designed to embody a more integrated, consistent organization. It reflects the drive to adapt to market developments while promoting convergence and enhancing Veolia brand value. The Veolia brand is the key identifier for the

Group, its three core businesses and its specific areas of expertise. Veolia now has a strong, central brand name providing a single banner under which to identify the Group and its business activities.



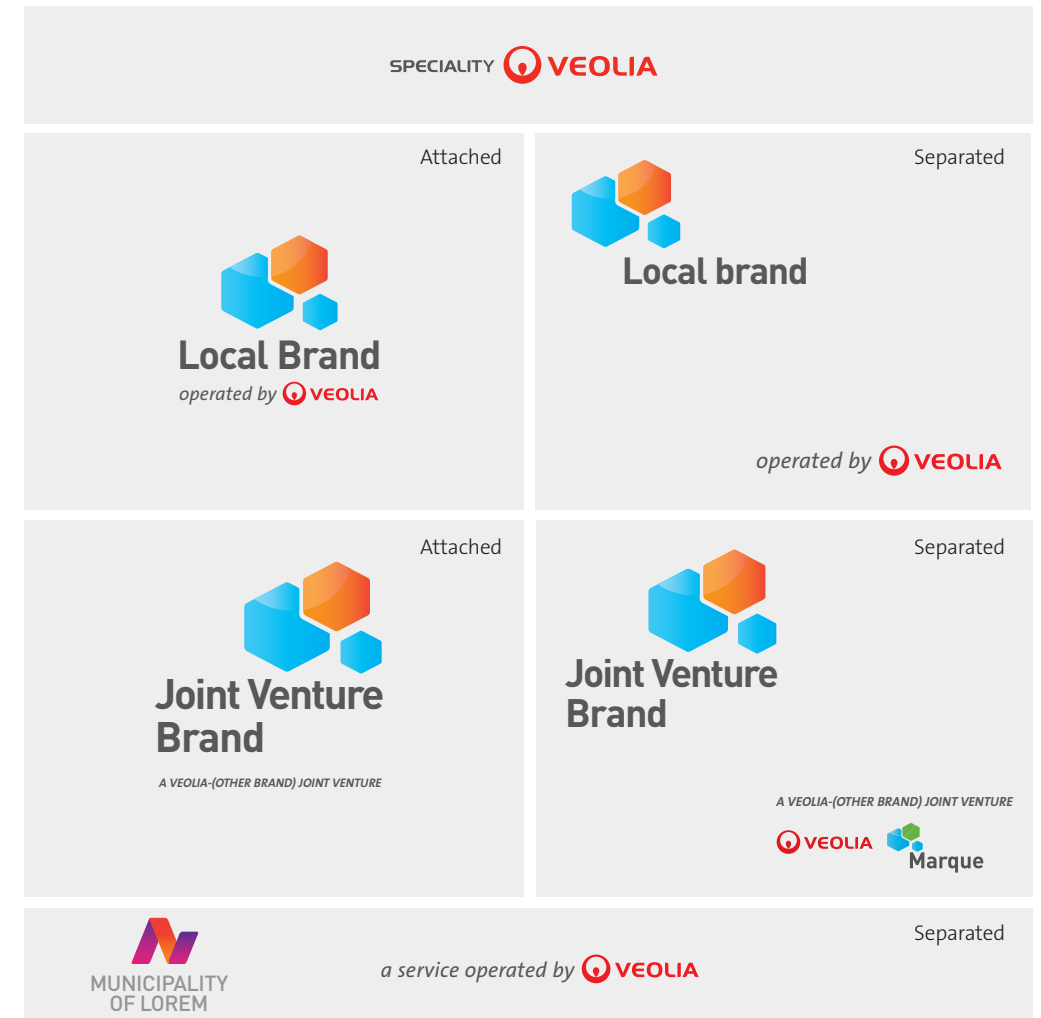
2 > General principles

Specialty brands that have not changed their name to Veolia, including local brands and joint-venture (JV) brands, should be paired with the Veolia name wherever possible. These endorsements can be included in a number of ways, as shown in the guidelines

in order of recommended use. They aim to achieve two goals: associate relevant expertise more strongly with Veolia and position the brand as a partner of local authorities and regions.

! Nota Bene

A local brand include a brand created by a municipal authority or jointly created with Veolia to provide a local service operated by Veolia.



3 > Specialty brands

In cases where specialty brands have built significant brand awareness in their market and are seeking to capitalize on that position, they may use the direct Veolia endorsement comprising a brand block

consisting of two indivisible parts: the name of the specialty brand written in gray Veolia typeface and the Veolia logotype alongside it.

Layout

The name of the specialty brand is centered in relation to the symbol.

Typographie

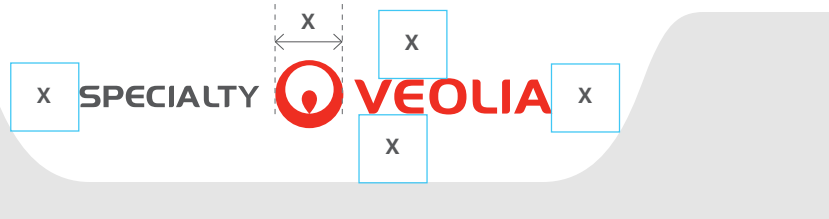
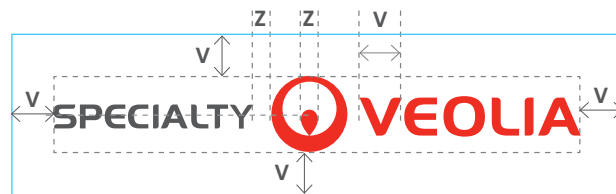
The typeface used is the Veolia font in black at 80%.

Position in the tab

The brand block should be positioned in the tab as shown below

Guidelines for use

Usage should reflect the guidelines for the Veolia logotype with respect to the exclusion zone and minimum size.



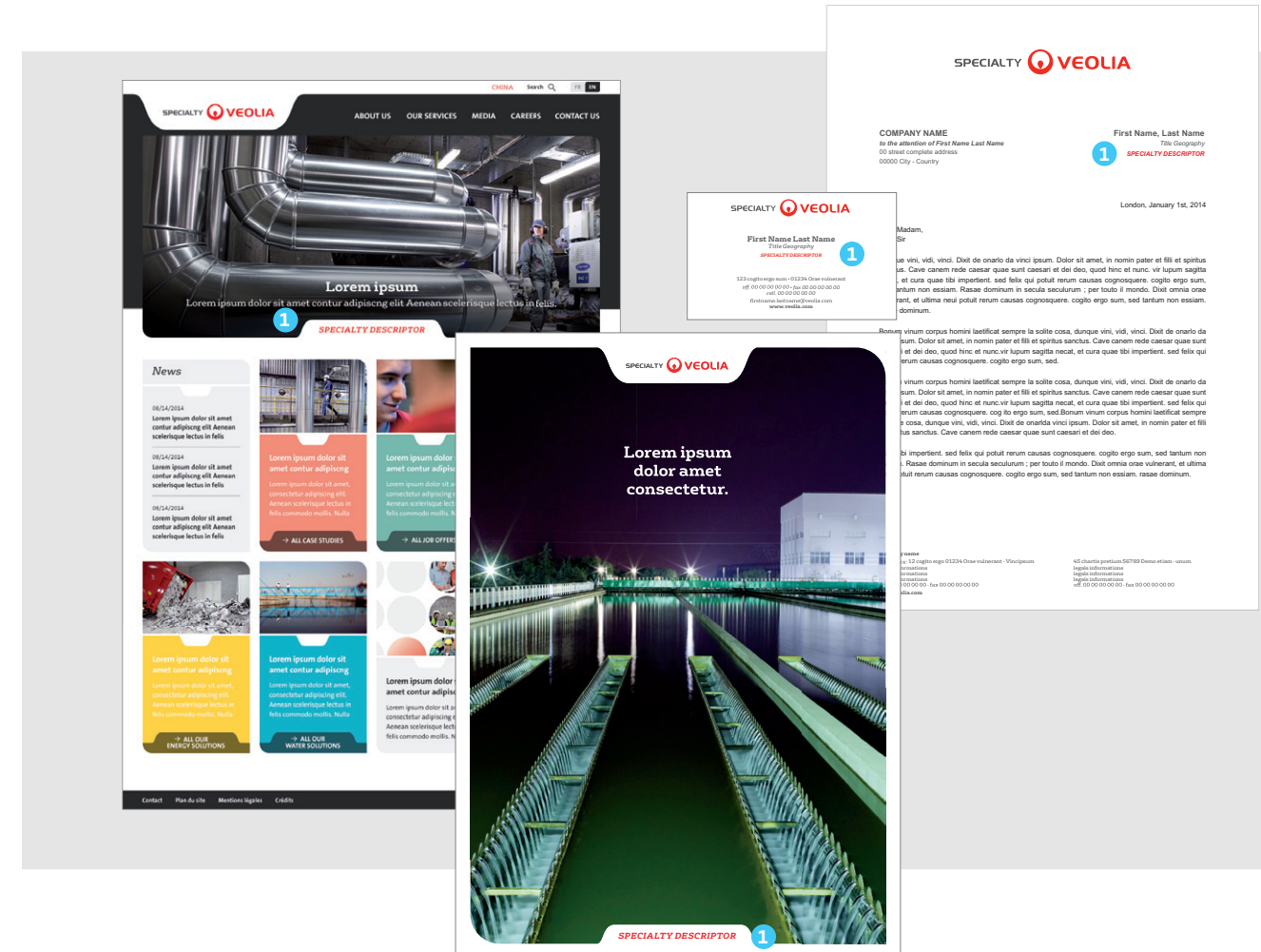
3 > Examples of use

To better identify their expertise, specialty brands may add a specialty descriptor to their brand block.

1 Specialty descriptor

The font used is upper-case FS Rufus Bold Italic in the red of the Veolia logotype, CMYK: 0/100/100/0.

For the letterheads, the font used is Arial Bold Italic.

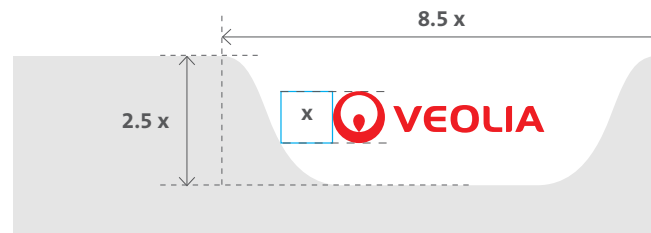
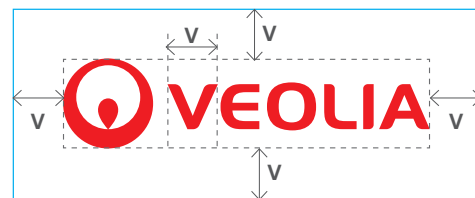


3 > Specialty brands

When specialty brands change their name to Veolia, they may retain their specialty descriptor.

Guidelines for use

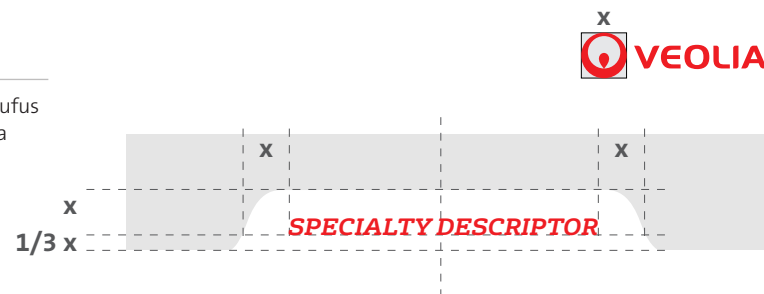
Usage should reflect the guidelines for the Veolia logotype with respect to the exclusion zone and minimum size, along with guidelines for tab use.



1 Specialty descriptor

The font used is upper-case FS Rufus Bold Italic in the red of the Veolia logotype, CMYK: 0/100/100/0.

For the letterheads, the font used is Arial Bold Italic.



3 > Examples of use



III. BRAND ARCHITECTURE

4 > Local brands

Wherever possible, local brands should be attached to the Veolia logotype through introductory wording such as «operated by» to highlight Veolia's position as an operator serving local authorities and regions.

This format will need to be localized in the language of the relevant country to ensure it is readily understood and to clarify Veolia's role. Wording such as «by» may also be used.

! Nota Bene

Direct Veolia endorsements using only the logotype without the introductory wording should be avoided.

Endorsement brand block

The Veolia brand block is justified in line with the left and right margins of the local brand being endorsed.

Typeface

The font used for endorsements is lower-case TheSans Plain Italic in black at 80%.

! In no circumstances should the Veolia typeface be used for the endorsement wording.

Guidelines for use

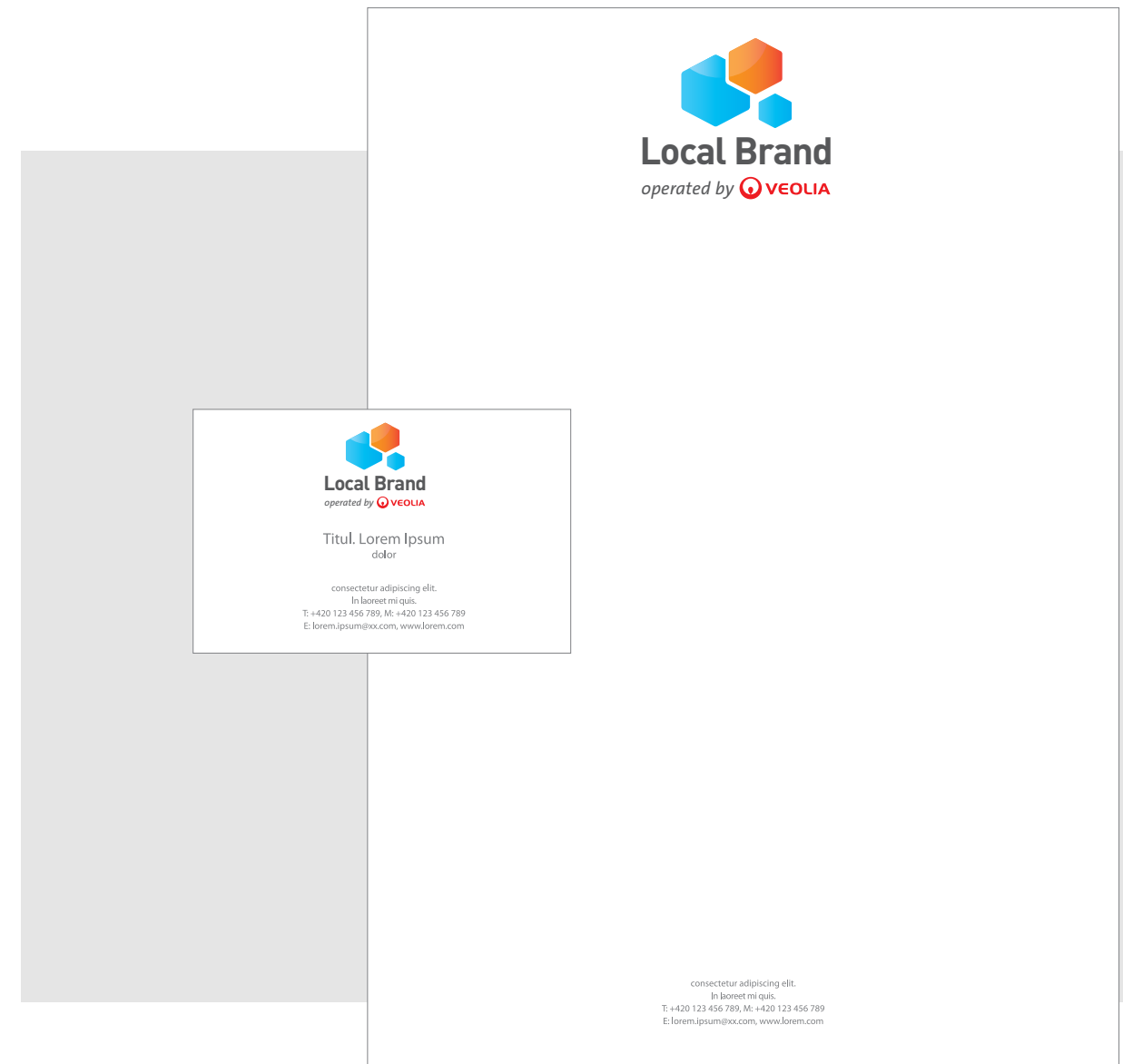
Usage should reflect the guidelines for the Veolia logotype with respect to the exclusion zone and minimum size.



III. BRAND ARCHITECTURE

4 > Examples of use

Endorsement attached to a local brand on stationery.



III. BRAND ARCHITECTURE

4 > Examples of use

Endorsement attached to a local brand on a vehicle.



III. BRAND ARCHITECTURE

4 > Local brands (2)

! Endorsements should only be separated from the local brand block if the attached format is not possible.



Typeface

The font used for endorsements is lower-case TheSans Plain Italic in black at 80%.

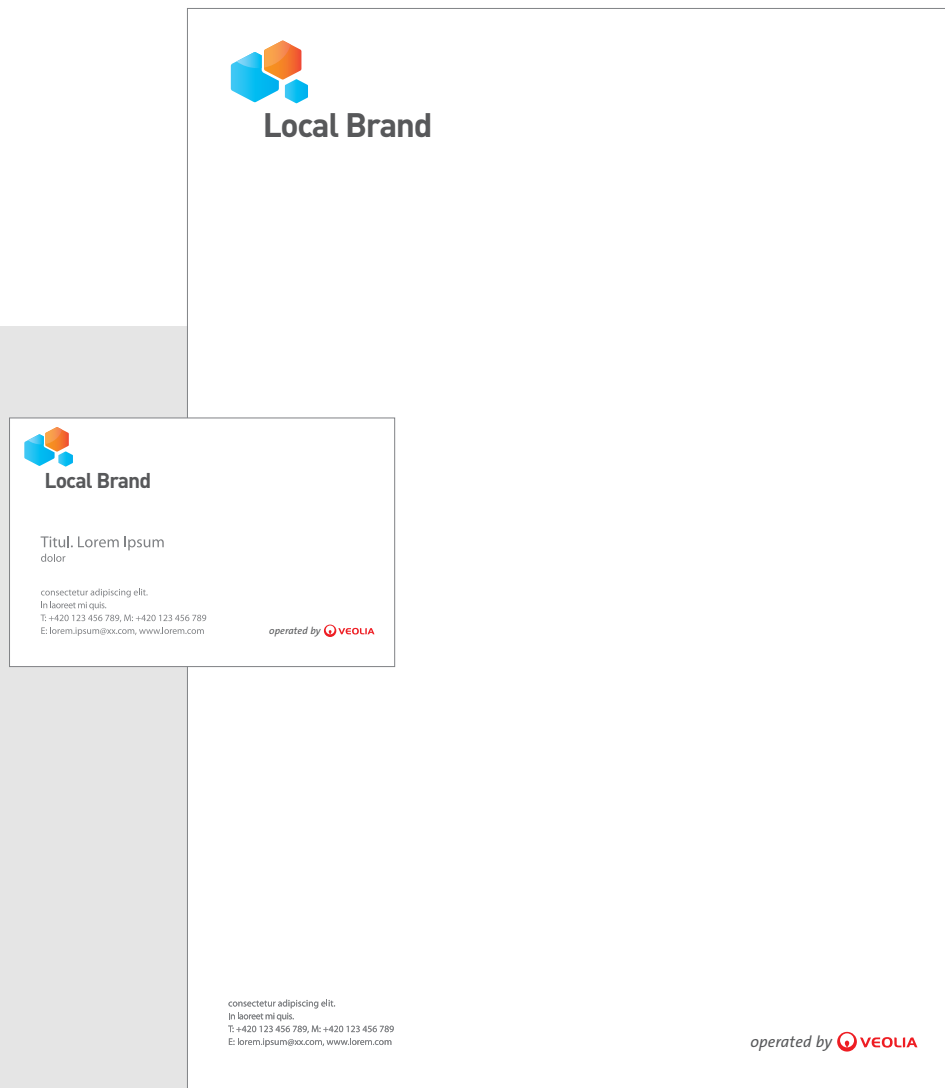
! In no circumstances should the Veolia typeface be used for the endorsement wording.

Guidelines for use

Usage should reflect the guidelines for the Veolia logotype with respect to the exclusion zone and minimum size. The endorsement brand block should always be placed to the bottom right in all media.

4 > Examples of use

Endorsement separated from the local brand block on stationery.



4 > Examples of use

Endorsement separated from the local brand block on a vehicle.



III. BRAND ARCHITECTURE

4 > Local brand (3)

If a local brand wishes to project the image of a municipal brand managing a public service operated by Veolia, a separate endorsement should be used, preceded by wording that highlights the service

provided: «a service operated by».

This wording may be translated to suit individual markets and clarify the relationship with the customer.

Endorsement brand block

«A service operated by» is written on the same line as Veolia.



Typeface

The font used for endorsements is lower-case TheSans Plain Italic in black at 80%.

⚠ In no circumstances should the Veolia typeface be used for the endorsement wording.

a service operated by  **VEOLIA**

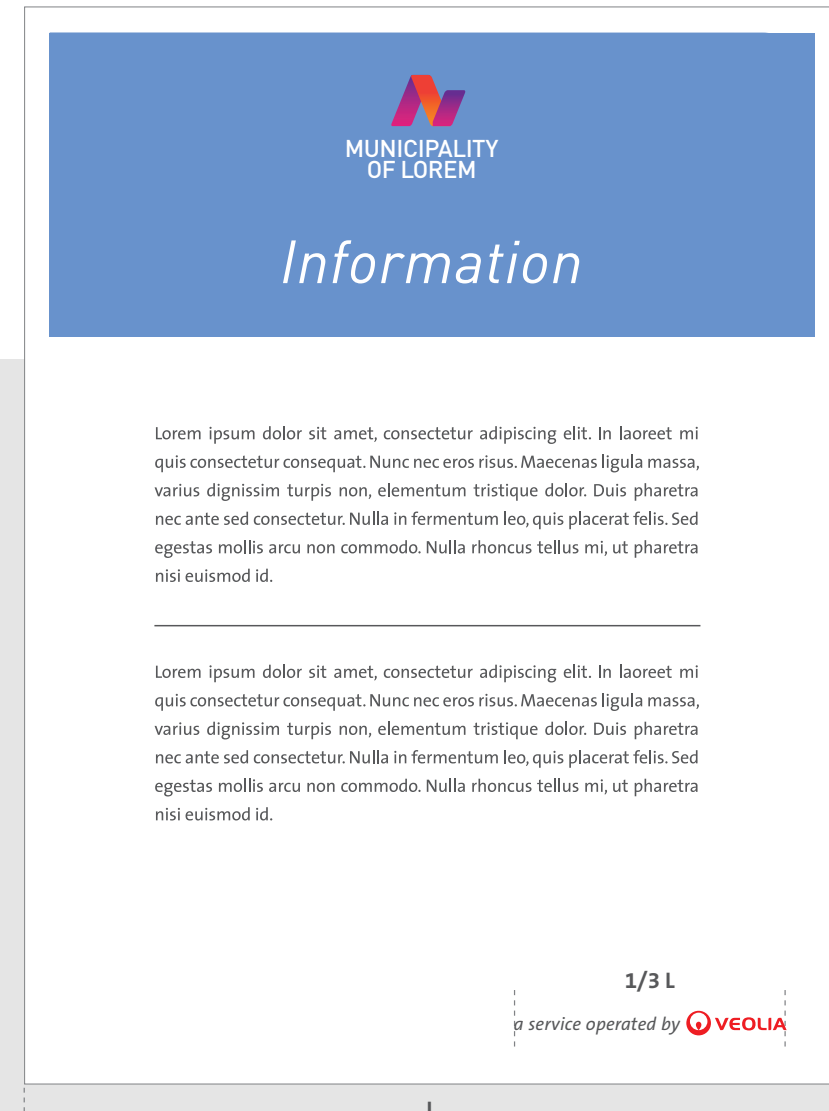
Guidelines for use

Usage should reflect the guidelines for the Veolia logotype with respect to the exclusion zone and minimum size. The endorsement brand block should always be placed to the bottom right in all media.

III. BRAND ARCHITECTURE

4 > Examples of use

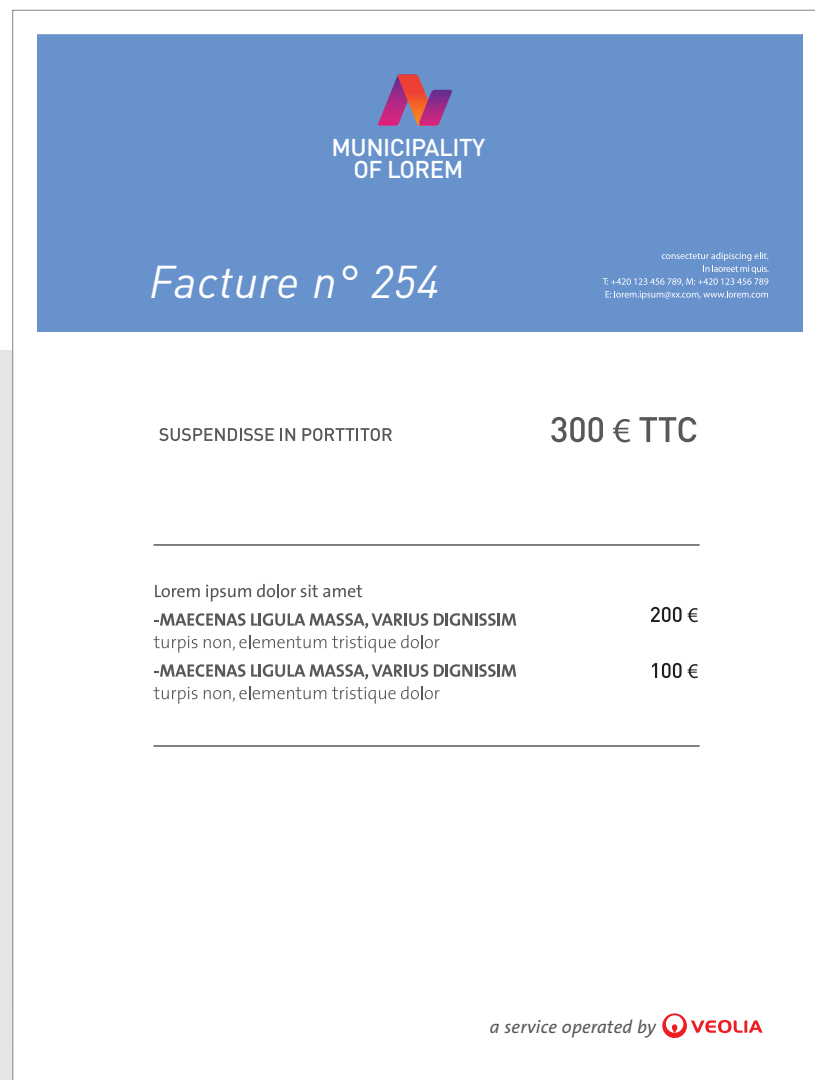
Endorsement of a public service separated from the local brand block in print.



III. BRAND ARCHITECTURE

4 > Examples of use

Endorsement of a public service separated from the local brand block in print.



III. BRAND ARCHITECTURE

5 > Joint Venture brand

Endorsements should be used wherever possible: the brand created specifically for the joint venture (JV) is bordered by a joint endorsement comprising the Veolia brand and the partner brand in a format that clarifies the relationship between Veolia and the partner company. This endorsement is

linked to the logotype of the JV brand (and should not be separated from it).

The wording may be translated to suit individual markets and clarify the relationship between the two stakeholders in the joint venture.

! Nota Bene

Since each joint venture is different, a brand block with a specific visual identity should always be created without attempting to show affiliation with Veolia. In this respect, no parts of the Veolia visual identity should be used (font, symbol or part thereof, logotype color, etc.). The endorsement provides the only indication of a link between the joint venture and Veolia.

Typeface

The font used for endorsements is upper-case TheSans Bold Italic in black at 80%.

! Under no circumstances should the Veolia typeface be used for the endorsement wording.

Position of the endorsement wording

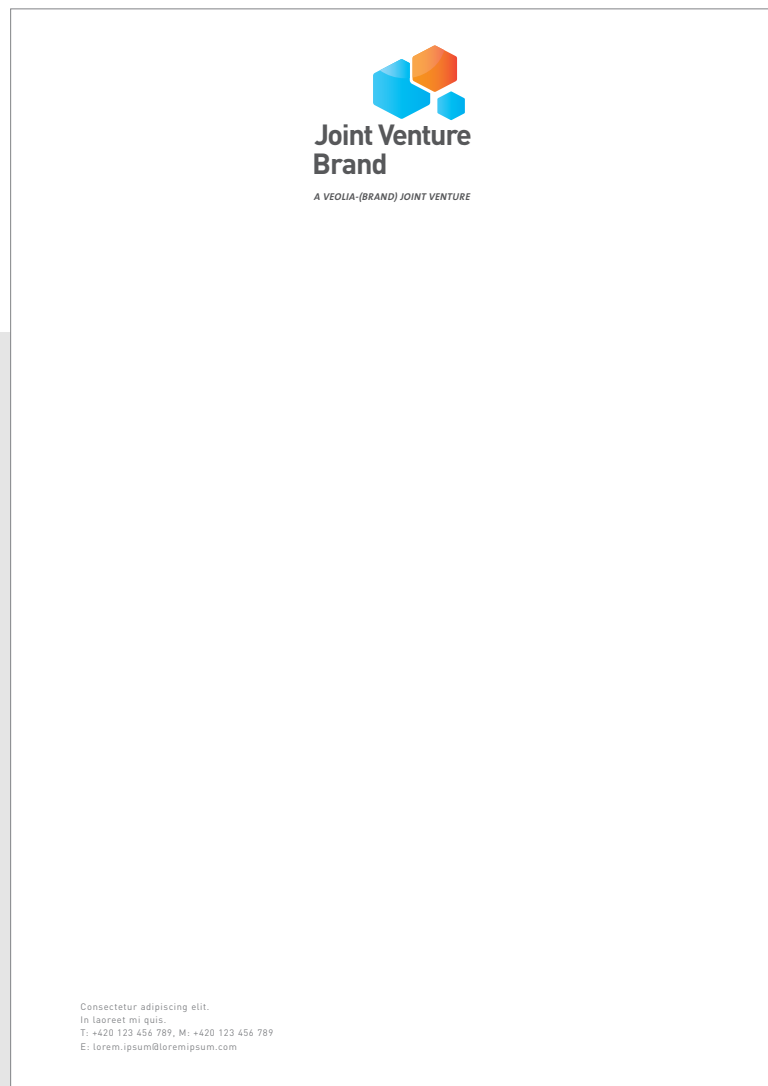
The endorsement wording is justified in line with the left and right margins of the joint venture name and is placed below it.



III. BRAND ARCHITECTURE

5 > Examples of use

Endorsement attached to a Joint Venture brand on stationery.



III. BRAND ARCHITECTURE

5 > Joint Venture brand

! Endorsements should only be separated from the Joint Venture brand block if the attached format is not possible.

Typographie

The font used for endorsements is upper-case TheSans Bold Italic in black at 80%.

! In no circumstances should the Veolia typeface be used for the endorsement wording.

Position of the endorsement wording

The endorsement brand block comprises the endorsement wording, the Veolia logotype and the logotype of the partner brand. These three components should be positioned as shown in the examples to the right. The endorsement brand block is the same width as the JV brand name and is always placed to the bottom right in all media.

Guidelines for use

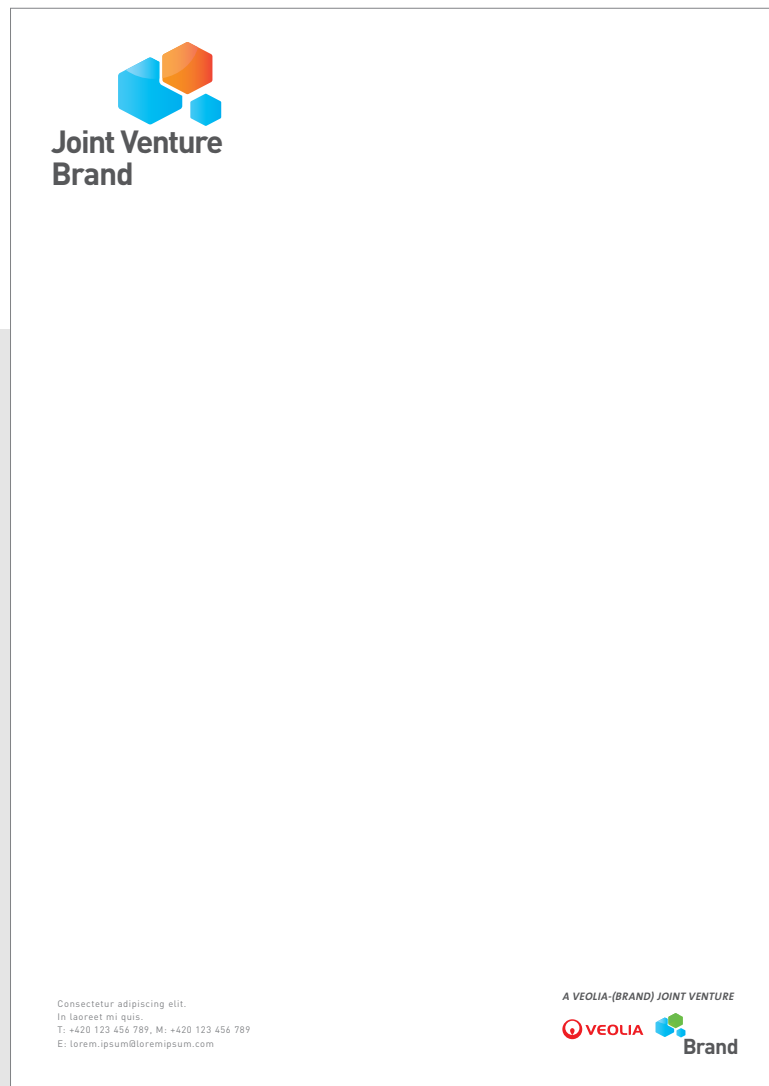
Usage should reflect the guidelines for the Veolia logotype with respect to the exclusion zone and minimum size.



III. BRAND ARCHITECTURE

5 > Examples of use

Endorsement separated from a Joint Venture brand on stationery.





IV. BRAND TAGLINE

- 1 > Presentation
- 2 > Principles governing its use

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IV.

BRAND TAGLINE

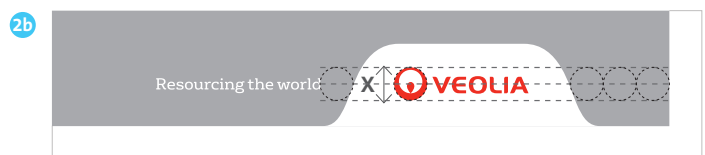
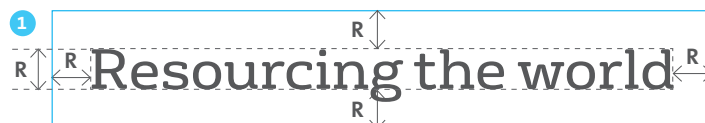
IV. BRAND TAGLINE

1 > Presentation

The brand tagline personifies the positioning of the new Veolia and reasserts our company's DNA. It is a "mission tagline" that signs our commitment to the issue of resources with the aim of providing greater

support for communities, our clients' development and the world's future.

Internally, it unites us and creates a bridge between our business activities.



Resourcing the world

Resourcing the world

Resourcing the world

CMYK : 0/0/0/0
RGB : 255/255/255

CMYK : 0/0/0/100
RGB : 0/0/0

CMYK : 0/0/0/80
RGB : 85/85/90
PANTONE COOL
GRAY 11

Use

To ensure that it conveys our mission in consistent fashion, the brand tagline must not be distorted. Please use the files from the toolbox. There are two versions: alone or with logotype (in the tab or brand block).

Exclusion zone

It is the same as for the logotype, that is, 1 v around the version with the brand tagline alone or the version with the logotype. It is essential to comply with the exclusion zone whenever the brand tagline is used.

Minimum size

Calculated to respect that of the logotype (12 mm) to ensure the brand tagline and/or logotype are sufficiently legible.

Colors

It is produced in black at 80%. It can also be used in a 100% black version, in a white version, Pantone Cool Gray 11 or in RGB in accordance with the same principles as for the logotype.

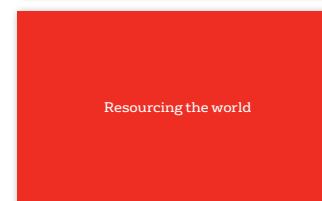
! Nota Bene

It exists in various language versions to reflect the local context and underscore the company's commitment to working with a strong local presence.

IV. BRAND TAGLINE

2 > Principles governing its use

1 Publications and business cards.



Use

For publications and business cards, the brand tagline is separated from the logotype. In these cases, it is printed on the outside back cover of publications or on the back of business cards.

2 > Principles governing its use

2a Event signage (booths, panels or vertical hanging banners).

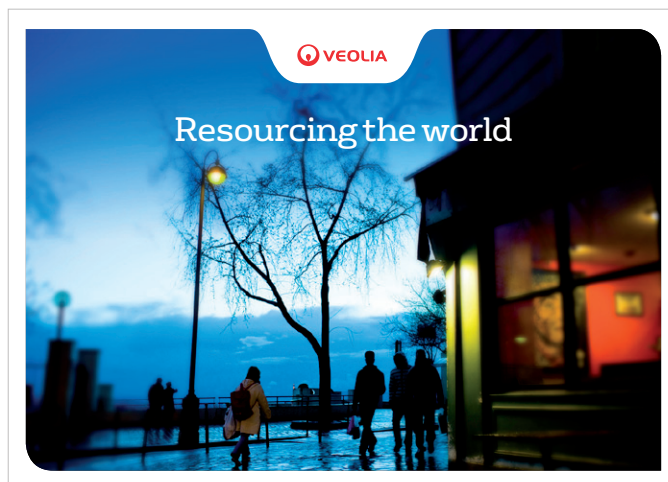


Using the brand tagline in the brand block

For event signage material on which the brand tagline and the logotype are used in their brand block form, it is essential to comply with the usage rules set out in the visual identity standards (exclusion zone, colors, alignment, etc.).

Construction

The brand tagline is centered vertically in relation to the logotype height and must maintain the required space between the end of the word and the logotype (see diagram 2a, p. 44).

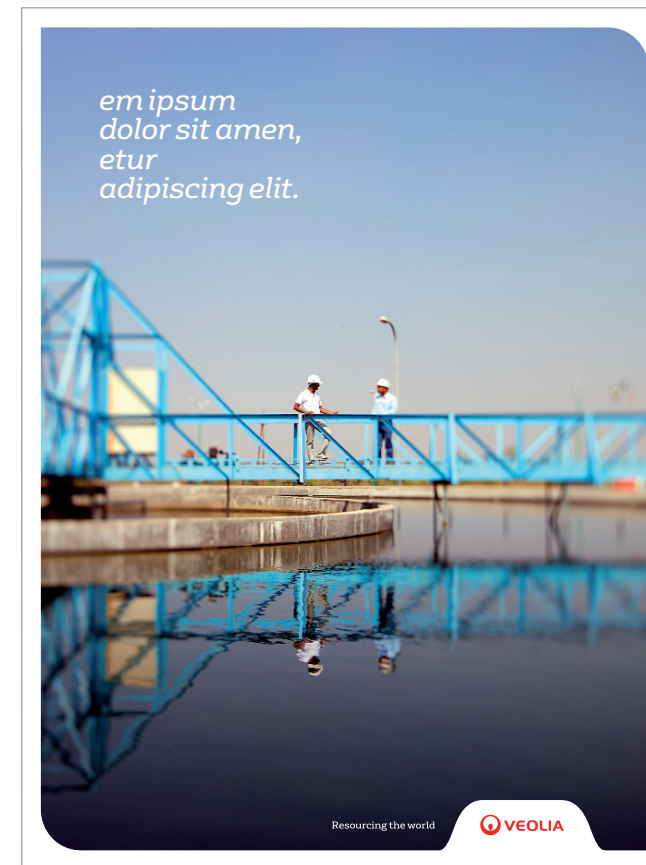


Use of the brand tagline below the tab

For event signage material on which the brand tagline is used alone, it is placed under the tab. It is essential to comply with the usage rules shown opposite and set out in the visual identity standards (exclusion zone, colors, alignment, etc.).

2 > Principles governing its use

2b Advertising material.



Brand tagline at the bottom to the left of the tab

On advertising material (commercial ads, internal or press communication material) for which the logotype is placed in the tab at the bottom, the brand tagline is aligned to the left of the tab. Depending on the background (imagery, dark background, solid color, etc.), the colored version of the brand tagline must be adapted to ensure it remains clearly legible.

Use

Always make sure you comply with the brand tagline's position to the left of the tab. The tab is placed at 3x from the edge of the mat frame and the brand tagline is placed at 1x from the left edge of the tab (see diagram 2a, p. 44).





V. BUSINESS ACTIVITY SYMBOLS

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| 3 > | Examples of use | 52 |

V.

BUSINESS
ACTIVITY

V. BUSINESS ACTIVITY SYMBOLS

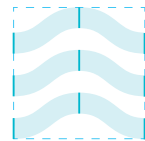
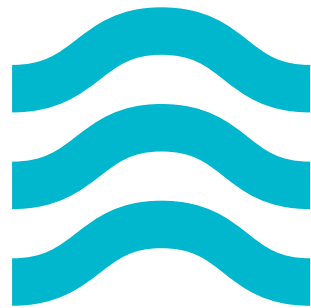
1 > Presentation and composition

The business activity symbols have been designed to allow the identification of the Group's three main areas of business activity using a symbol: Water, Waste and Energy. Their use is optional depending on the market and commercial requirements.

Their graphic design is based on natural elements and/or distinctive signs to personify the three areas of business activity. They have each been constructed on the basis of the regular repetition of a graphic symbol.

Water

The undulation of water
CMYK: 80/0/20/0
Pantone: 631 C
RGB: 0/174/199

**Waste**

The waste cycle
CMYK: 50/0/100/0
Pantone: 2292 C
RGB: 151/191/13

**Composition**

To ensure their harmonious construction, the three symbols are framed in a square. They each have the same proportions and the same width.

Energy

The energy of a bolt of lightning
CMYK: 0/15/90/0
Pantone 129 C
RGB: 255/214/22

**! Nota Bene**

The terminology of the three business activities is currently awaiting approval. The names Water, Waste and Energy need to be confirmed.

V. BUSINESS ACTIVITY SYMBOLS

2 > How to use the symbols

The business activity symbols must be used in white on a colored background, and must be transparent where there are background images. **It is forbidden to truncate a symbol, to use only one element or to mix different elements of the three symbols.** In addition to publication covers, the business activity

symbols can be used as a pictogram (in a text, desktop applications, etc.) in their respective business activity color as defined in the Graphic Standards. The colored business activity symbols are exclusively reserved for this purpose.

**Colored background**

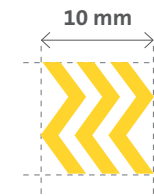
Use in white, whatever the background color.

**Background images**

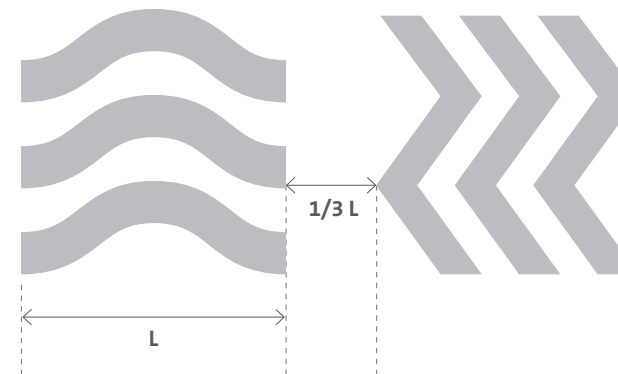
Use transparently with 80% opacity.

**White background**

Use in their respective color.

**Minimum size**

The minimum size of the business activity symbols must comply with the dimensions shown opposite.

**Combined symbols**

When using two symbols together, leave an exclusion zone equal to 1/3 of the width of a symbol between each.

V. BUSINESS ACTIVITY SYMBOLS

3 > Examples of use

! The business activity symbols can be used on all Group material.

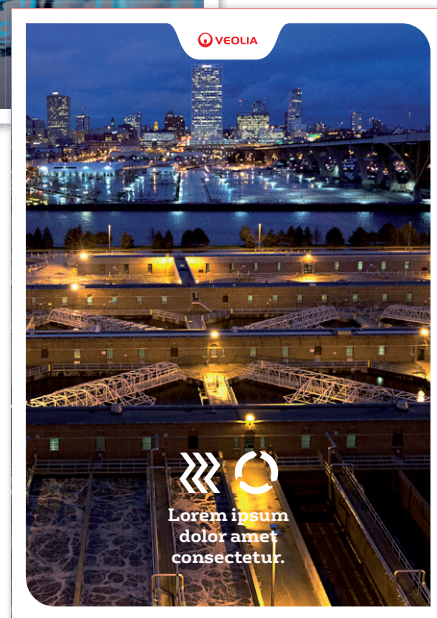
They are either used alone or with dual business activities. **In the case of three**

business activities, the Veolia logotype becomes the reference.

Never use the three signs together.



Brochure cover for a single business activity



Brochure cover for dual business activities

! Nota Bene

Use of business activity symbols on brochure covers must comply with rules laid down in the print applications graphic standards. The ready-to-use templates developed for this purpose must be used without changing the pre-defined size or position of the symbols.



VI. COLORS

- 1 > Presentation and composition
- 2 > How to use the colors

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VI. COLORS

VI. COLORS

1 > Presentation and composition

The color range provides a very 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.

| | | | | |
|---|--|--|--|---|
| 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 420 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: #DDBA3 PANTONE 7590 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: #C8DCDC PANTONE 552 C | CMYK: 0/10/40/20 RGB: 217/197/148 HEX: #D9C594 PANTONE 4535 C | CMYK: 25/20/20/0 RGB: 202/199/196 HEX: #CAC7C4 PANTONE 428 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 |

VI. COLORS

2 > How to use the colors

All the colors can be used on all material.

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

! Nota Bene

The red of the logotype is not included in the color range and must never be used for any purpose other than for the logotype.

| | | | | |
|---|--|---|---|---|
| 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 2052 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 |

des populations. En répondant à leurs **besoins** en matière d'**énergie**, d'accès à l'eau, à la gestion des **déchets** et de mobilité **durable**, Veolia Environnement met son **inventivité** au service de la lutte contre le changement climatique, de l'économie circulaire, de la préservation des ressources et de l'amélioration de la qualité de vie. Les interventions de Veolia Environnement sont basées sur une relation de **long terme**. Seule la confiance permet en effet d'acquiescer une parfaite **conformité** avec les réalités de chaque client, collectivités locales, entreprises tertiaires et de mieux accompagner l'évolution de leurs **besoins**. Aujourd'hui, Veolia Environnement investit de plus en plus dans des contrats de **long terme**, de type partenariat public-privé contractuel l'amène à intégrer la conception, la construction et l'exploitation dans un contexte nouveau qui le conduit à repenser son **métier**, en allant au-delà du simple rôle d'exploitant. Pour les industriels, la externalisation de certaines activités, permet de se centrer sur son cœur de métier. Aujourd'hui, de plus en plus de contrats incluent des critères de **performance** : fiabilité, sécurité,

VI. FONTS

- 1 > Publications 60
- 2 > Desktop applications 61

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VII. FONTS

VII. FONTS

1 > Publications

FS Rufus. A font with an original and pleasing design. Its broad forms give it a strong personality.

It is used for titles, subtitles and text animations in all published documents.

TheSans. A simple, sans serif font already identified as being used in the Group's published material.

It is available on all Group computer workstations. It is used for body text.

FS Rufus
AaBbCc
12345

FS Rufus Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

FS Rufus Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

FS Rufus Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

FS Rufus Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

FS Rufus Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

FS Rufus Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

A license to use this font
must be purchased from a foundry
or font retailer.

TheSans
AaBbCc
12345

TheSans Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

TheSans Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

TheSans Plain

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

TheSans plain Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

TheSans Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

TheSans bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

Before sending a document
to an external service provider,
documents using this font should
be saved in PDF format to avoid
the font being deformed or replaced
on the workstation of a provider without
access to TheSans.

VII. FONTS

2 > Desktop applications

Arial. This is the font for all desktop documents, except for e-mails text and signature.

It is automatically available on all computer workstations.

Arial
AaBbCc
12345

Arial Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

Arial Light Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

Arial Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Arial Italic

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Arial Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.

Arial Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;+=%?!
.



VII. ICONOGRAPHY

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VIII. ICONOGRAPHY

VIII. ICONOGRAPHY

1 > Presentation

All iconography is based on generic principles that contribute to reinforcing the consistency, coherency, unicity and recognition of the Veolia brand. It has been devised to translate the new personality of the Veolia brand, aware of its responsibility towards the planet and its inhabitants, and closer to its users or beneficiaries. This iconography is that of a brand committed to pursuing human development as a pioneer of solutions that provide greater access to resources while conserving and renewing them.

These iconographic principles must therefore convey these orientations to consultants and photographers working with Veolia to produce its communications tools.

The iconography is also based on the principles of openness and dynamism that are reflected in the imagery by using maximum perspective and snapshots of natural movement.

People are always an integral part of the brand's visual expression, the imagery therefore includes humans either explicitly or implicitly. The people are representative of Veolia's multi-local character in terms of both its geographic presence and its culture. Finally, the iconography can be divided into four broad types of environment—urban, nature, industry and materials—with several points of view in each of these categories, ranging from broad using landscape formats (urban, natural, agricultural, industrial and aerial landscapes) to very tight (close-up urban and industrial snapshots, portraits of employees and close-ups of materials).

VIII. ICONOGRAPHY

1 > Presentation



IVIII. ICONOGRAPHY

2 > The city

1 The first point of view is that of urban landscapes in which the city stretches off into the distant horizon, and systematically including human presence.

The image must be structured to give a strong sense of a wide and deep perspective that leaves broad clear spaces.



2 The second point of view—a passer-by in tune with the pace of a modern and dynamic city—is on a human scale. Preference should be given to crowds or groups of people moving in an urban space. These moments of daily living are representative of the various types and sizes of cities where Veolia operates.



3 The third point of view is that of a portrait, but a snapshot portrait of one person or several people in action or interacting: various scenes from everyday life, alone or shared, in everyday urban settings (your local neighborhood, street, park, shopping mall, leaving the office, etc.).



IVIII. ICONOGRAPHY

2 > Examples



VIII. ICONOGRAPHY

3 > Nature

Nature here is not untouched, separate from humans. It is the nature of a region, domesticated and inhabited by obvious human presence or suggested by a construction, installation or agricultural landscape (ploughed fields or crops, etc.).

The preferred point of view is that of a landscape with a wide deep perspective that leaves room for broad clear spaces.



VIII. ICONOGRAPHY

3 > Examples



VIII. ICONOGRAPHY

4 > Industry

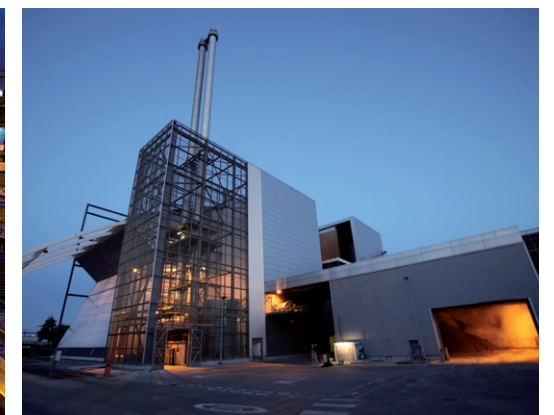
The iconography must reflect all aspects of the company's business activities: industrial, technical and human. The first point of view is that of industrial landscapes that focus on the diversity and the aesthetic and architectural dimensions of Veolia's sites and their integration into their local environment. They therefore again present a perspective marked by broad clear spaces.

To illustrate a specific contract, preferably use a landscape including a client's facility or plant clearly showing, if possible, the client's brand.



VIII. ICONOGRAPHY

4 > Examples



VIII. ICONOGRAPHY

4 > Industry

The second point of view takes us inside an industrial facility systematically including the contours of one or more Veolia employees. The imagery must reflect the diversity of facilities and their specific nature in relation to a business activity and/or market segment.

To illustrate a specific contract, preferably use an image showing a client's industrial facility including the client's brand or more particularly its logotype.



VIII. ICONOGRAPHY

4 > Examples

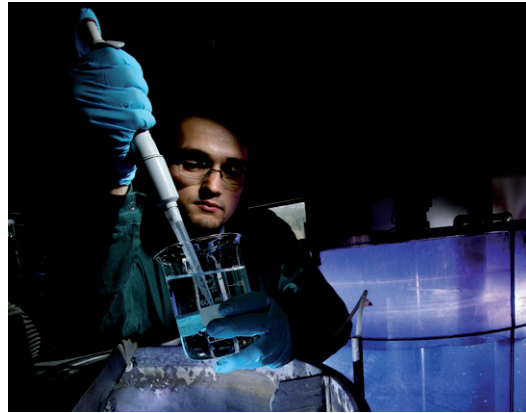


VIII. ICONOGRAPHY

4 > Industry

The third point of view is a close-up of industrial processes or technical procedures but always with the interaction of one or more Veolia employees. The latter must systematically be moving, caught as they go about their day-to-day work. The imagery must also reflect the diversity of processes and their specific nature with relation to a business activity and/or market segment.

To illustrate a specific contract, preferably use an image showing a client's industrial process including the client's brand or more particularly its logotype.



VIII. ICONOGRAPHY

4 > Examples



VIII. ICONOGRAPHY

4 > Industry

The fourth point of view is that of employee portraits. Without being outlined, they are always portraits in the work environment with a perspective or clear space in the background.



VIII. ICONOGRAPHY

4 > Examples

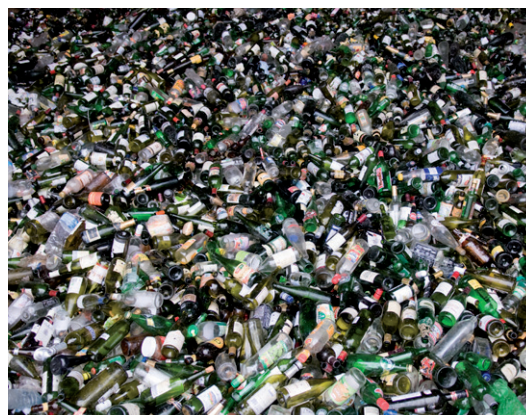
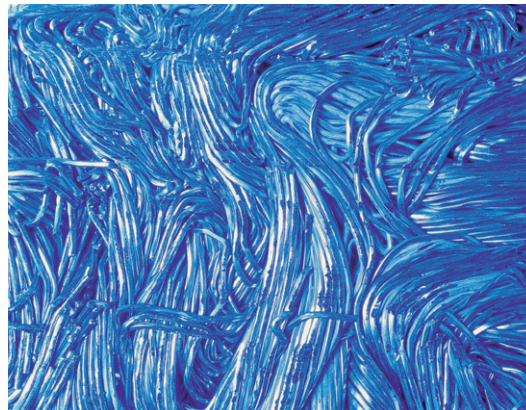


VIII. ICONOGRAPHY

5 > Materials

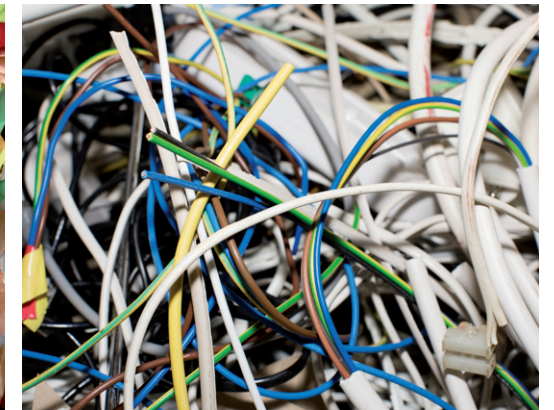
The new Veolia is one of resources (natural, economic, human, recycled, transformed, maximized, etc.) in the literal and figurative senses of the term. To convey this positioning and to illustrate the various stages in Veolia's industrial processes, use close-ups of natural, recyclable or recycled materials.

The image chosen must correspond to a process currently used by a Veolia business. The field size must be sufficiently distant to recognize the material, but also sufficiently close to show only the material in question.



VIII. ICONOGRAPHY

5 > Examples



5 > Unacceptable imagery

1 The city must not project a cold, dehumanized or uniform image.

The people moving in the urban landscape must not be posing in a sterile atmosphere.

While it is preferable to use images showing people interacting or snapshots of people in action, not all imagery needs to show people in movement to the point of their being blurred, making the background no longer recognizable as an urban environment.



2 Nature must not be shown as untouched, idealized and without a trace of human activity. The images must not be clichés of a paradise-nature or conventional images of sustainable development.



3 The end users or beneficiaries must not be shown in a non-natural or sterile interior environment.



5 > Examples

