

THE ESSENTIALS OF THE GRAPHIC CHARTER

March 2024 edition

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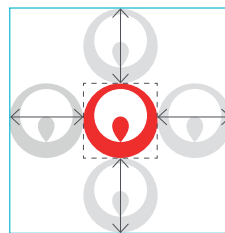
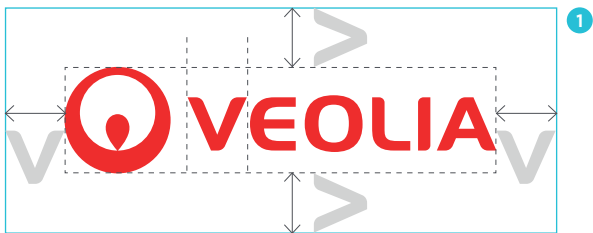
The Veolia 2024 Charter will be regularly updated.
For employees, the full charter will soon be available on the [One to One](#) intranet (“The essentials” tab).

To answer your questions, a [FAQ](#) is available.

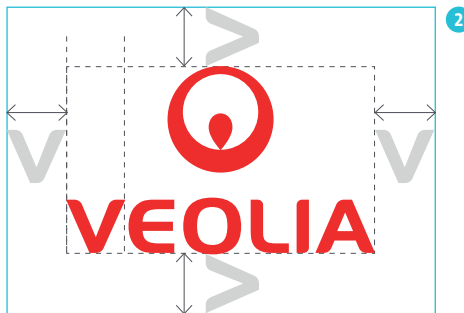
1 > LOGOTYPE

The logotype is made up of two elements: the symbol and the name Veolia. They are **inseparable**. The logotype is available in a **horizontal** version and a **vertical** version (the latter is only used in special cases, see “Use section”).

The font of the name Veolia was created specifically for this logotype. Under no circumstances may it be **modified, redesigned or reused** in any context other than the logotype. The logotype may not be distorted, altered or combined with other graphic forms.



The symbol preceding the name Veolia evokes a figure whose head and arms are embracing the planet. With its simplicity and the impact of its font, its double-circle shape exudes a quiet, reassuring strength. This very pure symbol is legible and understandable in all cultures. The red color makes Veolia one of the world's leading brands. This color captures attention and expresses its vitality.



Use

The horizontal version (1) is recommended. The vertical version (2) is authorized as an exception when the horizontal version - due to the material, space restriction or use - would compromise the visibility or legibility of the logotype (e.g. square badges, digital platforms, etc.).
 See [the appendix](#) on the positioning of the logotype.

Exclusion zone

The empty space around the logotype is the exclusion zone. No graphic elements should appear in this zone in order not to interfere with the legibility of the logotype or symbol.

Logotype: the exclusion zone is equivalent to the width of the Veolia letter “V”.

Symbol: the exclusion zone is equivalent to the size of the symbol itself.

Size

There is no minimum size requirement for the logotype, but it must be legible. There is no maximum size constraint.

Colors

The Veolia logotype is red. White and black logotypes are tolerated as exceptions in specific cases where the use of these colors is mandatory (e.g. partnerships).



Don'ts



Do not use a color other than red and/or another font.



Do not distort the logotype or the symbol.



Do not separate the symbol from the name.



Do not use the symbol on its own (with exceptions for signage, audiovisual packaging and social media).



- Do not create names beginning with “VEO” and ending with “LIA”.
- Do not use the Veolia logotype font.

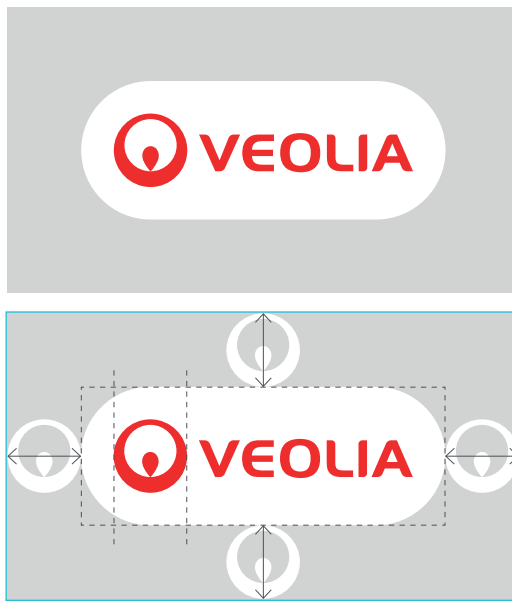


2 > CAPSULE

The capsule was designed to ensure the visibility of the Veolia logotype.

Its purpose is to **only host the Veolia logotype or those of specialty brands.**

General rule:



Logotype in the capsule

The logotype is always red in a white capsule.

Capsule

The size of the logotype in the capsule must remain as supplied in the file. The capsule ensures that the logotype is visible on all media. It is particularly recommended for colored backgrounds or complex visuals.

Exclusion zone

The empty space around the logotype is the exclusion zone. No graphic elements should appear in this zone in order not to interfere with the legibility of the logotype or symbol.

It is equivalent to the size of a “O” symbol.

Capsule positioning

The capsule will be positioned at the bottom right by default. However, for optimum visibility, different positionings are possible:
 - **top:** left, centered or right,
 - **bottom:** left, centered or right.

See [the appendix](#) for page layout construction principles.

See [the appendix](#) on descriptors.

Exception:



! NB:
 All specialty brands are subject to prior approval by the Group Communications Department and the Executive Committee. The design of the associated brand block must be produced exclusively by the Group's Communications Department.

Don'ts



Note that all content featuring the “tab” created prior to the entry into force of this charter will remain valid. Only future content and materials should no longer display this visual element.



Do not use a different color for the capsule background.



Do not change the proportion of the logotype in the capsule.



Do not distort the logotype and/or capsule.



Do not position anything other than the Veolia logotype or a specialty brand in the capsule.



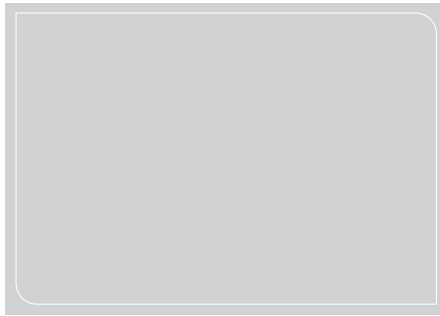
Do not place a capsule around the symbol.

3 > MARKERS

There are 2 markers and the use of at least one of them is mandatory:

- The **linear border**. This is a thin white border around the page. It is mainly used for cover pages and photos.
- The **circular marker** comes from the Veolia symbol. It can be used on the front covers, on the inside pages of documents, on images and also under text zones.

The linear border:



The linear border

The linear border is a modernized version of the previous application. In particular, it will appear on the front cover of our documents and will be accompanied by the red Veolia logotype with or without its capsule.

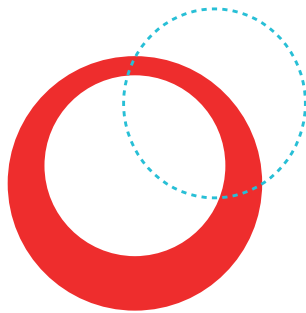
The circular marker

The circular marker comes from the Veolia logotype and will be used partially with 50% transparency on communication materials. It can be used in any of the colors in the charter.

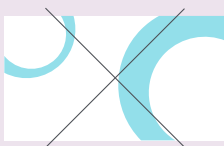
It is recommended that the circular marker be used either in white or in color with a 50% transparency (1) or in white with a gradual gradation from 10 to 70% (2).

Its shape allows you to play with its thickness to create a dynamic visual effect. It can be positioned in different ways.

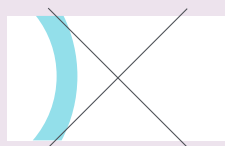
The circular marker:



Don'ts



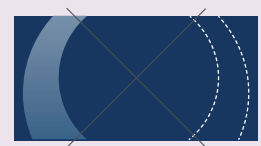
It is forbidden to have two circular markers on the same material/visual.



The circular marker cannot have the same thickness.



The circular marker cannot be used in full color (100%).



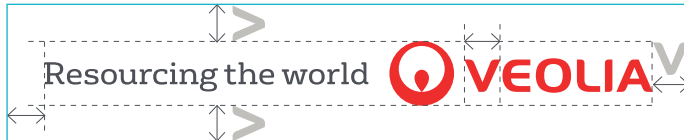
The circular marker is used like a layer, it is never cut but zoomed in, so it cannot be seen in its entirety.

4 > SIGNATURE

It embodies Veolia's positioning and reaffirms our Group's DNA. It's a "mission signature" that reflects our commitment to the theme of resources to better support people, the development of our customers and the changing world.

Internally, it brings us together and builds bridges between our businesses. It is available in several languages to emphasize the Group's commitment to its roots and local presence. It is **optional** depending on the communication format and messages.

Brand tagline:



Use

The brand tagline is optional. Its use means the Veolia logo in its capsule cannot be used.

Positioning

Details on [page 4](#).

Exclusion zone

The exclusion zone is equivalent to the width of the letter "V" from Veolia. It must be respected for all uses of the brand tagline.

Size

There is no minimum size requirement for the brand tagline, but it must be legible.

There is no maximum size constraint.

Colors

It is 80% black.

It can also be used in 100% black or in its white version, based on the same principles as the logotype.

Font

The signature font is FS Rufus bold.

Resourcing the world Resourcing the world Resourcing the world



Don'ts

~~Resourcing the world~~
~~Resourcing the world~~

- Do not change the color of the signature.
- Do not distort the signature or brand tagline.
- Do not use a font other than FS Rufus.

~~Resourcing the World~~ 

Do not put the signature with the capsule.

~~Ressourcer le monde~~ 

Do not put the brand tagline in the capsule.

5 > COLORS AND FONTS

The color range consists of a main palette of 7 bright colors and a secondary palette of 7 lighter colors. It is recommended - but not mandatory - to combine colors in the same shade.

TheSans is the font for all publishing uses.
 Arial is the font used for all office documents.

Colors:

- Red - PANTONE 485 C CO M100 Y100 KO R255 G0 B0 #FF0000	- White - CO M0 Y0 KO R255 G255 B255 #FFFFFF	- Black - PANTONE PROCESS BLACK C CO M0 Y0 K100 R0 G0 B0 #000000	
1 - Orange - PANTONE 1505C CO M69 Y94 KO R255 G105 B0 #FF6900	- Forest green - PANTONE 7741 C C76 M22 Y92 K6 R67 G141 B66 #438D42	- Marine - PANTONE 295C C100 M86 Y36 K24 R0 G45 B98 #002D62	
- Apricot - PANTONE 2010C CO M38 Y94 KO R255 G172 B0 #FFAC00	- Green - PANTONE 368C C59 M0 Y100 KO R120 G190 B33 #78BE21	- Turquoise - PANTONE 311C C69 M0 Y15 KO R5 G195 B221 #05C3DD	- Purple - PANTONE 2612C C66 M98 Y0 KO R119 G37 B131 #772583
2 - Yellow - PANTONE 129C CO M15 Y90 KO R255 G214 B22 #FFD616	- Apple green - PANTONE 6193 C C30 M0 Y80 KO R199 G214 B79 #C7D64F	- Skyblue - PANTONE 2156 C C50 M25 Y10 KO R141 G172 B205 #8DACCDD	- Lavender - PANTONE 2453 C C33 M49 Y0 KO R176 G146 B189 #B092BD
- Pale yellow - PANTONE 461 C CO M5 Y50 KO R255 G237 B153 #FFED99	- Pale green - PANTONE 577 C C32 M0 Y58 KO R193 G219 B138 #C1DB8A	- Pale blue - PANTONE 636 C C42 M0 Y10 KO R153 G225 B239 #99E1EF	

See [the appendix](#) on color gradations and accessibility.

Fonts:

TheSans
 AaBbCc
 12345
 (Publishing font)

Arial
 AaBbCc
 12345
 (Office font)

! NB:

- It is not possible to share TheSans with service providers or suppliers. This font must be purchased from a font creator or an authorized distributor.
- For web use, Arial also requires a licence.
- The use of the Rude font is no longer authorized. All documents with these elements must be modified.

Color categories

Red, white and black are an integral part of the Veolia color palette. They have no secondary color but can be graded.

- 1 **Main palette:** this is the palette for bright colors. They are preferred for fonts because they guarantee optimum legibility. They can only be graded to 70%, 50% or 30%.
- 2 **Secondary palette:** this is the palette for the lighter colors. These colors do not guarantee optimum accessibility or legibility.

Combinations

There are no constraints on color combinations. However, the use of a **maximum of 2 colors** on the same page/double-page/visual is recommended (white and black can also be used in addition to the chosen combination).

Harmony must guide the choice of combination.

In specific cases, such as infographics, motion designs or graphics, a greater number of colors is authorized (see appendix).

Codes

CMYK & PANTONE: these codes are intended for professional printing.

RGB and HEX (#): these codes are intended for digital use or office printing.

Don'ts

- Do not use a color other than those shown above.
- Do not use non-standard font.



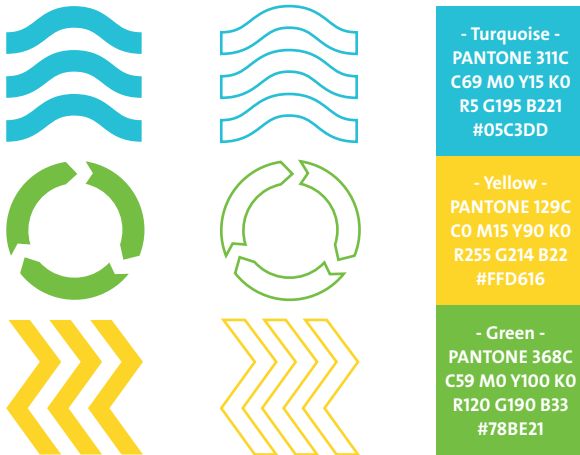
6 > BUSINESS SEGMENT SYMBOLS AND PICTOGRAMS

The **business segment symbols** have been designed to symbolically identify the Group's three main activities: Water, Waste, Energy. They have to be used as **pictograms**, not graphic elements.

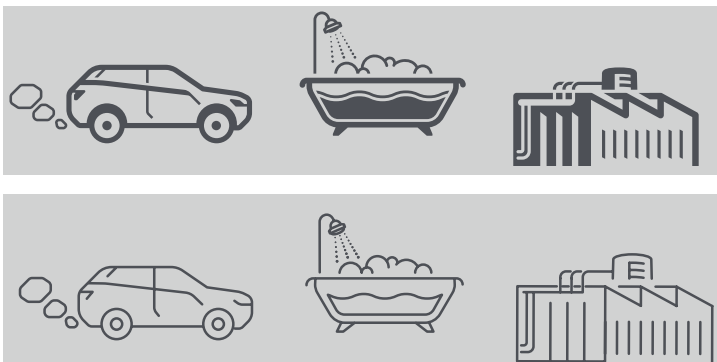
Two styles of **pictograms** are permitted: a bold range and a wireframe range.

We recommend that you use the wireframe version of the pictograms to save energy.

Business segment symbols:



Pictograms:



See [the appendix](#) on pictogram design principles.

Symbols

Water: the ripple of water
Waste: the waste cycle
Energy: the energy of lightning

Composition: to ensure a harmonious construction, the three symbols are set in a square. They are all built on the principle of repeating the same graphic symbol in the original color of their activity. This color cannot be changed under any circumstances (white is permitted).

Line: the minimum thickness of the line is 1 pt. This can be adapted to suit the size of the material.

Use: business segment symbols are used as pictograms. They cannot be used, in any case, as a marker.

Colors: preferably use the color assign to each symbol. However, 80% black and white are tolerated.

Color

Color: no color is associated with a particular pictogram.

Line: the minimum thickness of the line is 1 pt. This can be adapted to suit the size of the material.

! NB:

There are 2 ways of creating a pictogram that is not in the picto-library:

- either the pictogram is designed by an agency in line with the corporate graphic guidelines, then approved by the Communications Department (+ sharing of source files to expand the picto-library),
- or a request is sent to the Communications Department for creation.

Don'ts



- Do not truncate/use just one of these elements and mixing elements from the 3 signs.
- Do not change the color of the symbols.



Do not use the business segment as a marker on a cover.



Do not distort the pictograms. Do not download a pictogram from the Internet. **The use of a royalty-free pictogram for professional purposes is prohibited by law.**

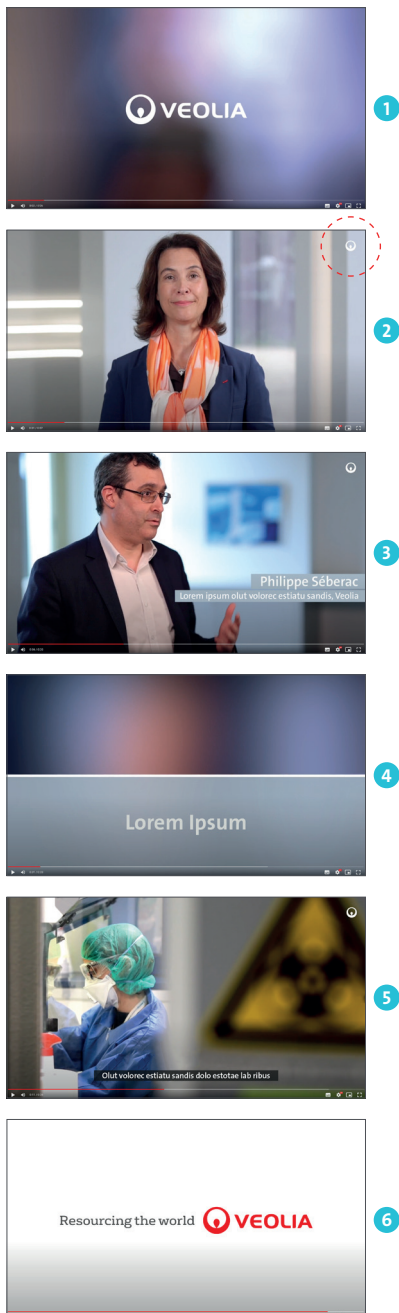


[DOWNLOAD THE ACTIVITY SIGNS HERE](#)
[CONSULT THE PICTOGRAM GRID HERE](#)

7 > AUDIOVISUAL CONTENT

The purpose of audiovisual design is to provide a shared, coherent framework for the Group's audiovisual productions. It consists of 6 modules to be used as required.
The files available can be used on video editing tables.

Colors and positioning must be adjusted for each film.
The compulsory elements are: fonts, colors, the Veolia logo symbol at the top right of the screen (2) and the closing sequence (6).



Opening module (intro) 1

There are several intros available, depending on your needs. Veolia's signature sequence can appear before or after a title.

There is no set music for the intros; they can be accompanied by the video's own music.

Versions: white, black, grey or transparent.

Length: 4 seconds

Font: TheSans.

Veolia logotype symbol 2

The logotype symbol must be present throughout the video to ensure brand visibility.

Size: 55 px on a 1920 x 1080 screen.

Color: white only.

Positioning: at the top right of the screen, respecting the exclusion zone described on [page 3](#).

It must be displayed permanently, except on credits and signs where the logo is already present.

Insert 3

This module is designed to identify the name and role of the speaker on the screen.

Font: TheSans.

Background: the text must be displayed on a background with 80% transparency (no color is imposed from the range in the charter; it is important to keep in mind the overall harmony).

Positioning: left or right, depending on the image.

Animation effect: horizontal sliding.

Transition 4

For use in chapter headings or key information.

Font: TheSans.

Background: a choice of colors with transparency.

Animation effect: vertical sliding.

This model can also be used as an introduction to case study/business videos.

Subtitles 5

Font: Arial or TheSans in white on a transparent grey band.

Closing module (outro) 6

It consists of end credits with the Veolia logotype animated **with or without the signature "Resourcing the World"**.

Veolia's opening credits (1) can also be used as an outro.

This module does not have to carry the Veolia sound identity. As with the introductory module, you can use the video's own music. It is available in several languages.

Versions: white, black, grey or transparent.

Don'ts

- Do not download music from the Internet without **checking the rights of use (licence)**.

! NB:

An animated circular marker will be available soon.

8 > SOCIAL MEDIA

New creative templates for social media are currently being developed.
The circular marker is always present along with the Veolia logotype symbol.

Figma allows you edit, modify and download templates for your specific needs.

The templates are available in Figma.



Veolia logotype symbol

The logotype symbol ensures the brand's visibility on social media.

Color: the symbol is always white.

Positioning: it is placed in the top righthand corner of the screen, respecting the exclusion zone as described on [page 3](#).

Templates

Several templates are available to suit your needs:

- 1 Quote
- 2 Key figure
- 3 News
- 4 Press release

Font

The font used is Roboto.

See [size guide](#) by format.

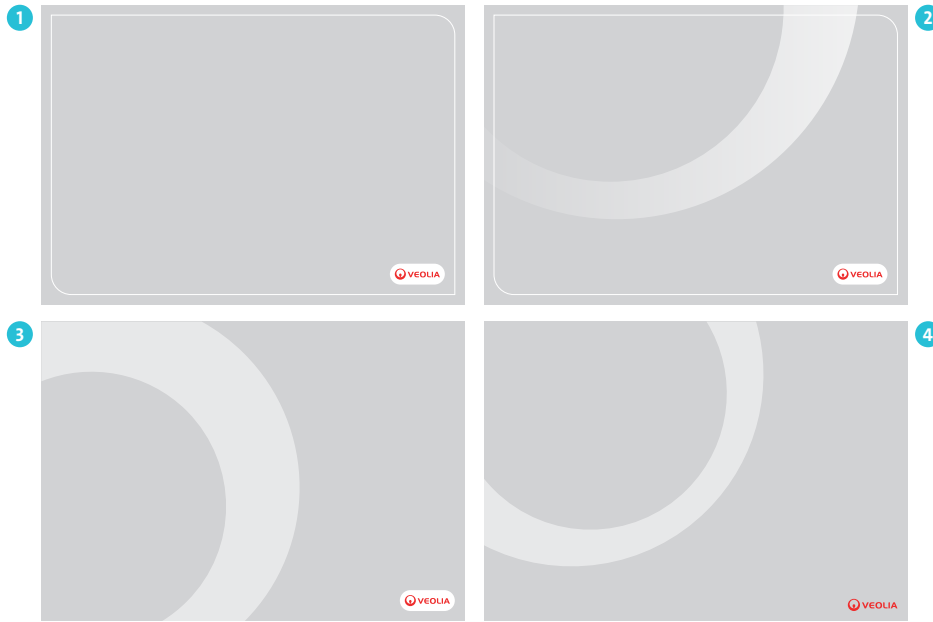
9 > PUBLISHING

Brochures and other publications must include:

- a **front cover**: one of the two markers and the logotype are compulsory. A variety of layouts are available, including a few examples described below.

- a **back cover**. There are 2 options: a colored background that matches the color of the front cover, or white (**the white version is preferable for environmental reasons**).

Front cover:



See [the appendix](#) for page layout construction principles.

Back cover:



See [the appendix](#) for back cover.

Front cover

The different treatments:

- 1 The linear border and the capsule.
- 2 The linear border with the circular marker and the capsule.
- 3 The circular marker and the capsule.
- 4 The circular marker and the logotype.

The **background** can be iconographic or in a bright color.

It can also be white with a grey line outline of at least 1 pt.

Back cover

The **background** can be white (preferred) or the same color as the front cover.

The **signature**, in its local translation, is always centred in the height and width of the back cover.

The **contact details** are always centred at the bottom of the page.

The font used is TheSans.

The company name and website are in bold 9 pt font and the address is in plain 9 pt font, 12 pt line spacing, based on A4.

Font

TheSans is the font for publishing.

Don'ts

- Do not use a font other than TheSans.
- Do not use red for non-corporate purposes.
- On the back cover:
 - do not put a photo in the background,
 - do not add text elements,
 - do not use the Veolia brand tagline or logotype.

10 > OFFICE APPLICATIONS

To meet a wide range of office automation needs (presentations, reports, external notes, etc.), a number of free-to-use generic Google Slides and Google Docs templates are available from the Google Gallery.

A [tutorial](#) is also available for email signatures.

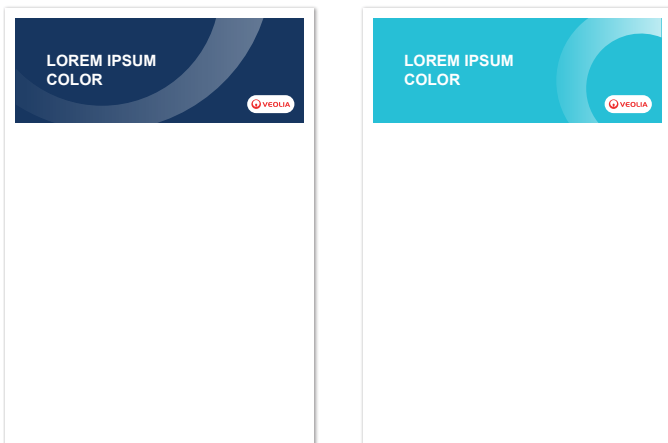
Arial

AaBbCc 12345

Google Slides:



Google Docs:



Color

For colored backgrounds and text, we recommend using the colors shown on [page 7](#).

Font

Arial is the font used for all office documents.

It is automatically available on all desktops.

Where can I find the templates?

[Google Slides](#) gallery.

[Google Docs](#) gallery.



DID YOU KNOW?

A "GUIDELINES" file is available from the Google gallery with a number of "tips and tricks" to make the task easier.

11 > EVENT-RELATED MATERIALS

For trade fairs and seminars, event materials can be created (panels, roller banners, invitations, etc.) following the same logic as publications.



! NB:

To give the brand greater visibility for events and advertising campaigns, we recommend doubling the size of the linear border, capsule or logotype.

Positioning the logotype

The **logotype, with or without its capsule**, is always present and is positioned in the bottom right-hand corner by default.

For optimum visibility, the page layout can be positioned in different ways:

- **top:** left, centred or right,
- **bottom:** left, centered or right.

Font

The font used for titles and texts is TheSans.

 See [size guide](#) by format.



Resourcing the world