

Charte graphique SUEZ ENVIRONNEMENT

Version anglaise n°3
Pour impression

17/06/2003

SUEZ ENVIRONNEMENT

Visual identity manuel

- › GENERAL RULES AND STATIONERY FOR THE HEADQUARTERS
- › ENDORSEMENT RULES FOR SUBSIDIARIES

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SUEZ ENVIRONNEMENT

Visual identity manuel

- › GENERAL RULES AND STATIONERY FOR THE HEADQUARTERS
- › ENDORSEMENT RULES FOR SUBSIDIARIES

SUEZ ENVIRONNEMENT
COMMUNICATIONS DEPARTMENT

The logo for Suez, featuring the word "SUEZ" in a stylized, lowercase, teal font. The letters are bold and have a slight curve, with the 'S' and 'Z' being particularly prominent.

SUEZ ENVIRONNEMENT **within SUEZ Group**

SUEZ ENVIRONNEMENT is the corporate name for the company created on May 1, 2003, resulting from the merger between Ondeo Services and SITA Corp.

SUEZ ENVIRONNEMENT commercializes its services in Water and Waste via the international trade names of Ondeo, Degrémont and SITA.

Our mission

SUEZ ENVIRONNEMENT has the objective of providing its clients (local authorities and industry) with the services which are essential to their everyday life: drinking water, waste water life and waste services – recovery and treatment – as part of a permanent concern for profitability and quality.

Our identity

A world leader in Water and Waste Services, SUEZ ENVIRONNEMENT provides sustainable solutions, from the design to the operation of facilities, and implements a maximum amount of synergies in its activities in order to render its customer services more efficient thanks to its decentralised structure.


Our businesses

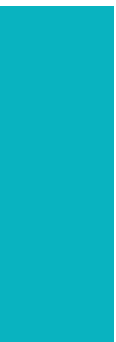
From water catchment to purification and consumer relations, from waste collection to the long-term safety of landfills, including waste recovery and processing, SUEZ ENVIRONNEMENT processes total expertise in Water and Waste Services, guaranteeing economic value in the long term.

The values of SUEZ ENVIRONNEMENT

SUEZ ENVIRONNEMENT adheres to the values of SUEZ which it upholds on a daily basis, with its municipal and industrial clients, its partners and employees.

- Professionalism
- Partnership
- Team spirit
- Value creation
- Environment
- Ethics

 **The purpose of the present document is to guarantee a clear and coherent use of the basic elements which constitute the visual identity of SUEZ ENVIRONNEMENT in total compliance with the general rules established by SUEZ.**



The rules presented in this chapter only apply to internal and external communication tools for the Parisian headquarters of SUEZ ENVIRONNEMENT and to those of national head offices (local merger between Ondeo Services and SITA, or creation of a SUEZ ENVIRONNEMENT head office in a new country).

These rules do not apply to national, regional or specialized Water and Waste Services subsidiaries whose communications continue to comply with the corporate identity charters of Ondeo, SITA and Degrémont published in 2001, 2002 and 2003.

→ basic elements



The visual identity of SUEZ ENVIRONNEMENT is comprised of three strong graphic elements: the logotype, the corporate name and the specific color.

Each one of these three elements contributes to ensuring optimal impact, as well as identity recognition and attribution.

→ LOGOTYPE

The first basic element is the SUEZ logotype reproduced in the specific color of the business line: Aqua.

It must always be reproduced from master computer files without any alteration in color or size. It must never be modified.

→ CORPORATE NAME

SUEZ ENVIRONNEMENT

The second graphic element is the company's corporate name, SUEZ ENVIRONNEMENT (written entirely in upper case and in Trade Gothic Bold n°2). When the headquarters communicates, the corporate name always appears in French and in the color of the logotype.

→ For all uses other than particular stationery specifications, the best size ratio for the two elements – the logotype and the corporate name – is obtained (see opposite) by justifying the length of the logotype on the distance separating the Z in SUEZ from the T in ENVIRONNEMENT.

→ The corporate name is always accompanied by the logotype*.

**except for particular cases of marking where there is not enough surface space.*

SUEZ

→ EXCLUSION ZONES

The minimum area of clear space (exclusion zone) must always be maintained around the corporate name and the logotype, whatever the use.

This area is determined by the height of the Z in SUEZ for the logotype and the M in ENVIRONNEMENT for the corporate name.

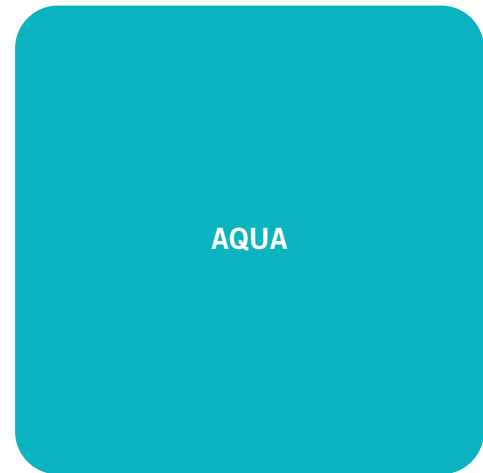


→ COLORS

The third component of the SUEZ ENVIRONNEMENT visual identity is the dominant and specific color for all business line communication elements: Aqua.

Two other colors, white and black, will complete and accompany the Aqua to constitute the color tone.

The Aqua color is reproduced according to the following specifications:



Printing

direct color

PANTONE® 326 C/U*

*C: coated paper
*U: uncoated paper

four-color

	C*	U*
cyan	85	95
magenta	0	0
yellow	35	43
black	0	0

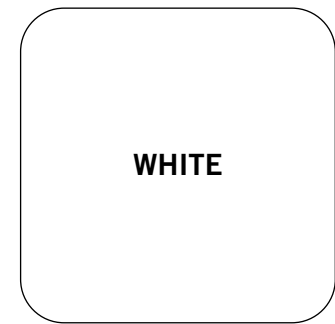
Screen or video mode

html

#00A3A3

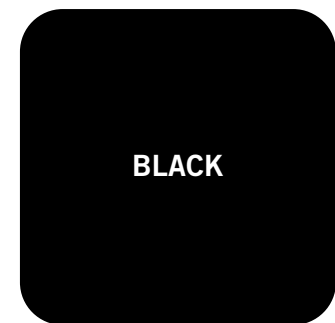
rgb

	255	100
red	0	0
green	163	64
blue	163	64



Signage

RAL® 5018
Turquoise blue



→ **The four-color translation of the Pantone® reference color differs according to the type of support.**

The final color varies according to the type (coated, mat or shiny paper, offset or laid) and the quality of the paper, the density, the mode of printing, the inking/dampening balance, the size of the uniform surfaces, the varnish or lamination. The color must therefore be adapted to obtain a result which is as close as possible to the Pantone reference.

→ USE OF THE COLOR

On a white or light background, the SUEZ ENVIRONNEMENT logotype and corporate name are reproduced in Aqua.

SUEZ ENVIRONNEMENT

SUEZ

On an Aqua or average value background, the SUEZ ENVIRONNEMENT logotype and corporate name are left in white.

SUEZ ENVIRONNEMENT

SUEZ

On a dark or black background, the SUEZ ENVIRONNEMENT logotype and corporate name are left in white.

SUEZ ENVIRONNEMENT

SUEZ



When reproducing the logotype and the corporate name in color, it is forbidden to associate black with Aqua.

SUEZ ENVIRONNEMENT

SUEZ

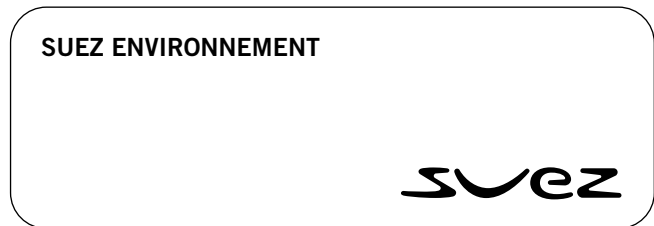
→ PARTICULAR USE OF COLOR

The colored version of the logotype should be systematically used.
The monochrome versions presented below are only tolerated in certain cases (daily press, monochrome printing...)

On a white or light background, the SUEZ ENVIRONNEMENT corporate name and logotype are reproduced in gray (black at 50% if its value).



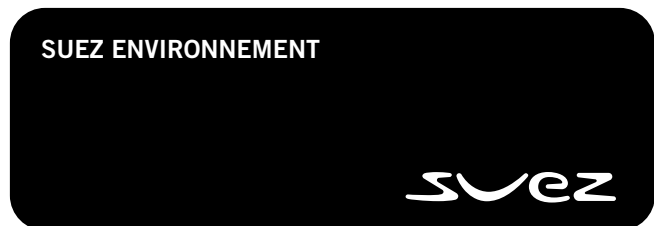
The variant, where the SUEZ ENVIRONNEMENT corporate name and logotype are both in black, should only be used for supports such as faxes.



On a dark or black background, the SUEZ ENVIRONNEMENT corporate name and logotype are **left in white**.



The reproduction of the logotype alone on a uniform surface is also used for marking objects, the stamp, embossing, engraving or thermoforming.



→ POSITIONING

CORPORATE NAME AND LOGOTYPE

On all communication tools, the optimal position for the two elements constituting the visual identity of SUEZ ENVIRONNEMENT is shown opposite: on the top left for the corporate name and on the bottom right for the logotype.



The minimum exclusion zones must always be respected.

The corporate name figures above the logotype.

LOGOTYPE ALONE

When the logotype is used alone, it is preferable to place it in the **lower right angle** of the available surface.



→ **EXCEPTIONS**

However, certain constraints impose a top left positioning (on envelopes), always respecting the exclusion zone, or a center positioning (on a flag).

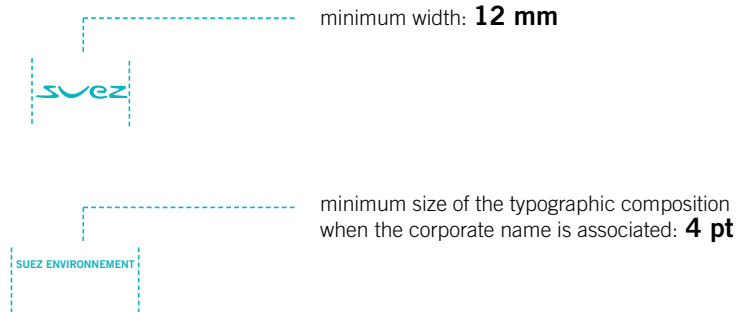


→ **When the logotype is used alone (without text or visual), it may be centered within the available space.**



→ MINIMUM SIZE

For printing, as well as for the video mode, the minimum width for the logotype is 12 mm. When the corporate name is associated with the logotype in its minimum size, it can not be set smaller than in 4-point typeface.



→ USE IN A PARTNERSHIP



In the case of a partnership, the logotype is used according to the rules described above. The exclusion zone always determines its position.

It is up to you to determine the best possible size ratio between the different logotypes presented.

→ TYPOGRAPHY

In addition to the logotype and the chosen set of colors, a consistent typographic style on all SUEZ ENVIRONNEMENT applications is ensured by the use of **TRADE GOTHIC** as the main typeface.

- Trade Gothic Light and Trade Gothic Bold n°2 are the two variants selected.
- For on-screen applications, Trade Gothic Roman replaces Trade Gothic Light.

HEADINGS

All headings are set in upper case letters with a – 5 tracking up to 20 pt type and – 10 over a 20 pt type.

The leading is equal to the type size – 4 pt (example: for a 30 pt type, the leading will be 26 pt).

- **Do not use accents.**

BODY OF TEXT

When SUEZ ENVIRONNEMENT is written in texts, it is always set in **upper case**.

- **None of the elements in SUEZ ENVIRONNEMENT should be separated.**

Lorem ipsum dolo SUEZ ENVIRON-
 NEMENT lori dm ipsu necmergitur

REPLACEMENT TYPOGRAPHY

When TRADE GOTHIC is not available, ARIAL may be used instead.

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ 123

TRADE GOTHIC LIGHT

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 123456

TRADE GOTHIC LIGHT ITALIC

*ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 123456*

TRADE GOTHIC ROMAN

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 123456

TRADE GOTHIC BOLD n°2

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 123456**

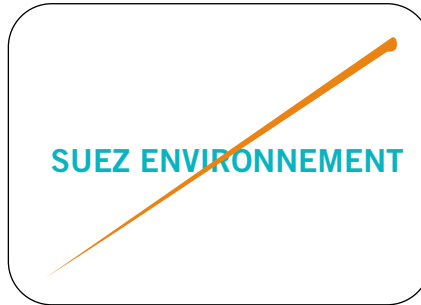
ARIAL

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz 123456

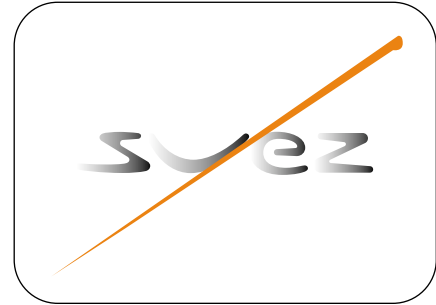
→ WHAT IS FORBIDDEN

In order to respect the rules for maximum legibility, conformity with the master design and the presentation of a coherent image, certain uses are forbidden such as distortion, non-respect of the color and exclusion zones, a gradient, negative processing...

In addition to the incorrect uses mentioned throughout this document, here are a few other examples (non-exhaustive):



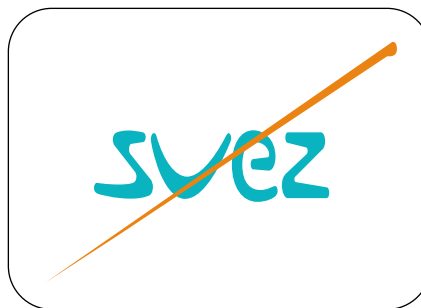
Use of the business line name alone; the logotype does not appear on the same surface area.



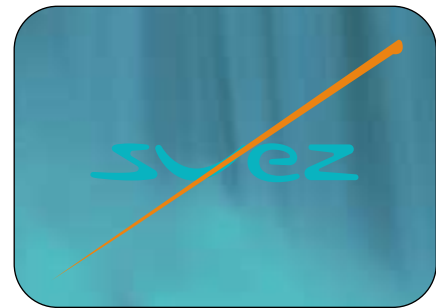
No gradients, two-dimensional effects or perspective should be used for the logotype.



Association of the SUEZ and ENVIRONNEMENT logotype: the use of any pre-existing element or any element which does not comply with the rules presented is forbidden.



Distortion of the logotype: it should always be reproduced from the master design without any alterations.



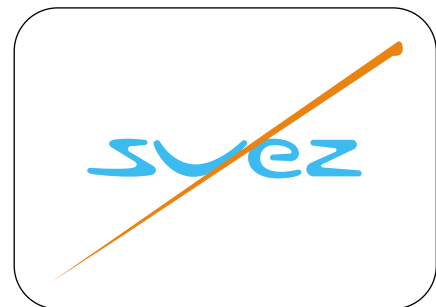
The legibility of the logotype is poor (bad positioning or wrong choice of colors...).



Creation of a brand block associating the company name and the logotype.



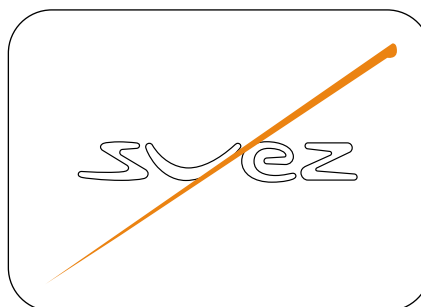
Neither the exclusion zone nor the guidelines for positioning the logotype are respected.



For communication by the business line headquarters, use of a color other than those in the SUEZ ENVIRONNEMENT palette.



Poor positioning of the logotype in relation to the corporate name.



No "outlining" should be used.



The colors are not used correctly: the colors should never be inverted, for example.

→ stationery

→ BUSINESS CARD

→ SIZE

90 x 55 mm

*Presented on a scale of 1.
Dimensions in millimeters.*

→ PRINTING

recto: **French** - verso: **English**

In two direct colors:

Aqua (Pantone 326) + black

→ RECOMMENDED PAPER

ZRC 300 g or Senlis 300 g.

→ GRAPHIC ELEMENT

The logotype is 25 mm in width.

→ FIRST NAME & SURNAME

9.5 pt

Trade Gothic Roman

Upper case letters without accents.

→ TITLE/ENTITY

7 pt / 8 pt leading

Trade Gothic Light

Upper and lower cases

on 2 lines maximum.

→ SUEZ ENVIRONNEMENT*

10 pt / 9.5 pt leading

Trade Gothic Bold n° 2

Upper case letters without accents.

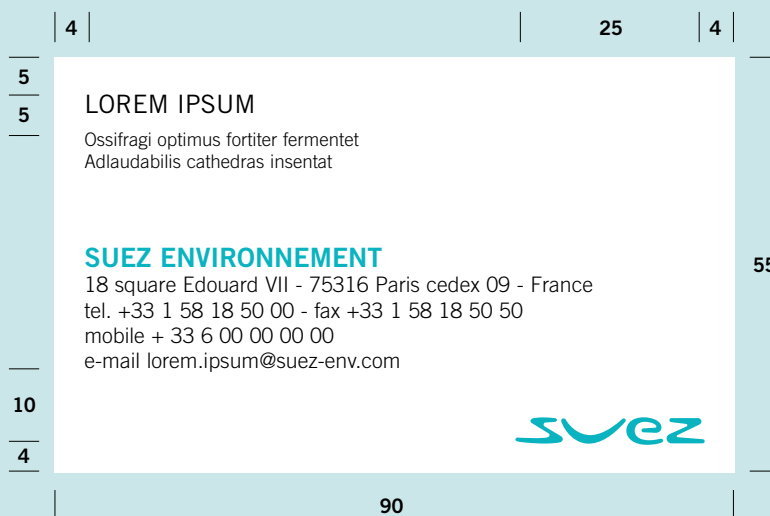
**For the head offices of national subsidiaries,
the company name SUEZ ENVIRONNEMENT
should be followed by the country name.
Eg: SUEZ ENVIRONNEMENT Australia.*

→ ADDRESS

8 pt / 9.5 pt leading

Trade Gothic Light

Upper and lower cases.



→ LARGE BUSINESS CARD



→ **SIZE**

150 x 105 mm

*Presented on a scale of 1.
Dimensions in millimeters.*

→ **PRINTING**

In two direct colors:
Aqua (Pantone 326) + black

→ **RECOMMENDED PAPER**

ZRC 300 g or Senlis 300 g.

→ **GRAPHIC ELEMENT**

The logotype is 35 mm in width.

→ **IDENTIFIER**

10 pt Trade Gothic Roman
Upper case letters without accents.

The identifier may be the entity to which the person belongs (Corporate Department...), the entity sending the card (Department, Service) or the sender himself (the Director).

→ **EXTRA COMMENTS**

8 pt Trade Gothic Roman
Upper and lower cases.

→ **FROM**

9 pt Trade Gothic Light
Upper case letters without accents.

The comment "from" may figure on the cards edited by the entity to which the person belongs, or the entity sending the card.

→ **SUEZ ENVIRONNEMENT***

10.5 pt / 10 pt leading
Trade Gothic Bold n° 2
Upper case letters without accents.

**For the head offices of national subsidiaries, the company name SUEZ ENVIRONNEMENT should be followed by the country name.
Eg: SUEZ ENVIRONNEMENT Australia.*

→ **ADDRESS**

8.5 pt / 10 pt leading
Trade Gothic Light
Upper and lower cases.

FROM

SUEZ ENVIRONNEMENT

18 square Edouard VII - 75316 Paris cedex 09 - France
tel. 33 (0) 1 58 18 50 00 - fax 33 (0) 1 58 18 50 50
www.suez-env.com



→ **SIZE**

210 x 100 mm

*Presented on a scale of 1.
Dimensions in millimeters.*

→ **PRINTING**

In two direct colors:
Aqua (Pantone 326) + black.

→ **RECOMMENDED PAPER**

ZRC 300 g or Senlis 300 g.

→ **GRAPHIC ELEMENT**

The logotype is 40 mm in width.

→ **FROM**

10 pt Trade Gothic Roman
Upper case letters without
accents.

→ **SUEZ ENVIRONNEMENT***

10.5 pt / 10 pt leading
Trade Gothic Bold n° 2
Upper case letters without
accents.

**For the head offices of national subsidiaries,
the company name SUEZ ENVIRONNEMENT
should be followed by the country name.
Eg: SUEZ ENVIRONNEMENT Australia.*

→ **ADDRESS**

8.5 pt / 10 pt leading
Trade Gothic Light
Upper and lower cases.



SUEZ ENVIRONNEMENT

18 square Edouard VII - 75316 Paris cedex 09 - France
tel. 33 (0) 1 58 18 50 00 - fax 33 (0) 1 58 18 50 50
www.suez-env.com

→ **SIZE**

210 x 297 mm (A4)

*Presented on a scale of 1.
Dimensions in millimeters.*

→ **PRINTING**

In two direct colors:
Aqua (Pantone 326) + black.

→ **RECOMMENDED PAPER**

Senlis 110 g or equivalent.

→ **GRAPHIC ELEMENT**

The logotype is 66 mm in width.

An AQUA 0.5 pt thick rule drawn 6 mm from the top left hand edge forms a 94 mm x 198 mm rectangle.

A black fold mark 0.3 pt thick and 3 mm wide is positioned 6 mm from the left hand edge of the sheet and 5 mm below the horizontal panel (or 105 mm from the top edge of the sheet).

→ **SUEZ ENVIRONNEMENT**

11 pt Trade Gothic Bold n° 2
Upper case letters without accents.

→ **ADDRESS**

8 pt / 9 pt leading
Trade Gothic Light
Upper and lower cases.

→ **LEGAL COMMENTS**

6 pt / 7 pt leading
Trade Gothic Light
Set in upper case letters on the number of lines required (maximum width 198 mm) and positioned 6 mm from the left edge and the lower edge of the sheet.



IDENTIFIER

SUEZ ENVIRONNEMENT

18 square Edouard VII - 75316 Paris cedex 09 - France
tel. 33 (0) 1 58 18 50 00 - fax 33 (0) 1 58 18 50 50
www.suez-env.com

→ **SIZE**
210 x 297 mm (A4)

*Presented on a scale of 1.
Dimensions in millimeters.*

→ **SPECIFICATIONS**
All the specifications described opposite are identical except for the personalization element presented under the generic term of "identifier".

→ **IDENTIFIER***
10.5 pt / 12 pt leading
Trade Gothic Light
Upper case letters without accents.

*The identifier which may refer to:
- the entity to which the person belongs (Corporate Department...)
- the entity sending the card (Department, Service)
- the sender himself (the Director) is positioned 57 mm from the top of the sheet.



IDENTIFIER

LORAINÉ IPSUM

nulla facilisis at vero
autem accumsan
dolor in hendrerit

SUEZ ENVIRONNEMENT

18 square Édouard VII - 75316 Paris cedex 09 - France
tel. 33 (0) 1 58 18 50 00 - fax 33 (0) 1 58 18 50 50

SUBJECT/REFERENCE

DATE

Dear Sir

Delenit augue duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio augue duis autem vel eum iriure dolor in voluptatum zazeril delenit.

Lorem ipsum dolor sit amet

Taugue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Delenit augue duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio voluptatum zazeril delenit.

Delenit augue duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio voluptatum zazeril delenit.

Ipsum dolor sit lorem voluptua

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Delenit augue duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio voluptatum zazeril delenit.

Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Delenit augue duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio voluptatum zazeril delenit.

Yours sincerely

Sender's name
Job title
Department

→ LETTERHEAD – TYPING

→ SIZE

210 x 297 mm (A4)

The letterhead and the typing are reproduced at 80% of their actual size.

Dimensions in millimeters.

→ TYPOGRAPHY

All the texts are set in 10 pt Trade Gothic. If Trade Gothic is not available, the default typeface is Arial. The right and left margins are 26 mm.

→ RECIPIENT

This presentation of the recipient is valid for countries which use envelopes with right hand windows.

The name (set in upper case letters in Trade Gothic Bold n°2) and the recipient's address are typed 57 mm from the top of the sheet, and 132 mm from the left edge (106 mm from the margin) on a maximum justification of 52 mm.

In order to ensure that the information appears in the correct position when window envelopes are used, it should not exceed 7 lines.

→ TYPING AND LAYOUT

If there is an identifier, it is set in upper case letters without accents in 12 pt type, positioned 12 mm from the left hand edge of the sheet.

All the other typed elements, set in 10 pt type, respect the 26 mm left and right margins with a maximum justification of 158 mm.

The subject headings are in bold type. They should not be underlined.

A single line should be inserted between each paragraph as well as before and after a subject heading.

The subject/reference starts off the first line of typing and should be positioned just below the fold mark. A 106 mm tabulation is used to position the date on the right hand side, at the same level as the first line of typing.

The letter ending, as well as the sender's name, job and department are aligned on the left, respecting the 26 mm margin.



Except for the sender, the typing and layout guidelines for desktop publishing packages also apply to continuation sheets, faxes, internal notes/memos, press releases...

10

95

The Suez logo is displayed in a teal color, featuring a stylized 'S' followed by the letters 'UEZ' in a sans-serif font.

→ **SIZE**

210 x 297 mm (A4)

*Presented on a scale of 1.
Dimensions in millimeters.*

→ **PRINTING**

In two direct colors:
Aqua (Pantone 326) + black.

→ **RECOMMENDED PAPER**

Senlis 110 g or equivalent.

→ **GRAPHIC ELEMENT**

The logotype is 40 mm
in width.

A black fold mark 0.3 pt
thick and 3 mm wide is
positioned 6 mm from the
left hand edge of the sheet
and 105 mm from the top
edge of the sheet.

→ **TYPING GUIDELINES**

The typing guidelines
described for the letterhead
on page 24 also apply to
the continuation sheet.

FAX



DE/FROM

A/TO

FAX

FAX

En cas de problème merci de rappeler au
Number to call if fax is incomplete or illegible

DATE

Nombre de pages
(y compris la présente)
Number of pages
(including this one)

SUEZ ENVIRONNEMENT

18 square Edouard VII - 75316 Paris cedex 09 - France
tel. 33 (0) 1 58 18 50 00 - fax 33 (0) 1 58 18 50 50

→ SIZE

210 x 297 mm (A4)

*Presented on a scale of 1.
Dimensions in millimeters.*

→ PRINTING

In black.

→ GRAPHIC ELEMENT

The logotype is 63 mm in width. A black 0.5 pt thick rule drawn 6 mm from the top left hand edge forms a 94 mm x 198 mm rectangle.

→ FAX

24 pt Trade Gothic Bold n°2
Upper case letters without accents.

→ COMMENTS

8 pt / 9 pt leading
Trade Gothic Light.

→ SUEZ ENVIRONNEMENT

11 pt Trade Gothic Bold n°2
Upper case letters without accents.

→ ADDRESS

8 pt / 9 pt leading
Trade Gothic Light
Upper and lower cases.

→ LEGAL COMMENTS

6 pt / 7 pt leading
Trade Gothic Light
Set in upper case letters on the number of lines required (maximum width 198 mm) and positioned 6 mm from the left hand edge and the lower edge of the sheet.

→ TYPING GUIDELINES

The typing guidelines described for the letterhead on page 24 also apply to the fax.

INTERNAL NOTE / MEMO



DE/FROM

A/TO

DATE

COPIES

OBJET/SUBJECT

SUEZ ENVIRONNEMENT

18 square Edouard VII - 75316 Paris cedex 09 - France
tel. 33 (0) 1 58 18 50 00 - fax 33 (0) 1 58 18 50 50

→ SIZE

210 x 297 mm (A4)

*Presented on a scale of 1.
Dimensions in millimeters.*

→ PRINTING

In two direct colors:
Aqua (Pantone 326) + black.

→ GRAPHIC ELEMENT

The logotype is 63 mm in width.
A black 0.5 pt thick rule
drawn 6 mm from the top
left hand edge forms a
94 mm x 198 mm rectangle.

→ TYPING GUIDELINES

The typing guidelines
described for the letterhead
on page 24 also apply to
internal notes/memos.

→ INTERNAL NOTE/MEMO

16 pt Trade Gothic Bold n°2
Upper case letters without
accents.

→ COMMENTS

8 pt / 9 pt leading
Trade Gothic Light.

→ SUEZ ENVIRONNEMENT

11 pt Trade Gothic Bold n° 2
Upper case letters without
accents.

→ ADDRESS

8 pt / 9 pt leading
Trade Gothic Light
Upper and lower cases.

PRESS RELEASE



SUEZ ENVIRONNEMENT

18 square Edouard VII - 75316 Paris cedex 09 - France
tel. 33 (0) 1 58 18 50 00 - fax 33 (0) 1 58 18 50 50

→ SIZE

210 x 297 mm (A4)

*Presented on a scale of 1.
Dimensions in millimeters.*

→ PRINTING

In two direct colors:
Aqua (Pantone 326) + black.

→ GRAPHIC ELEMENT

The logotype is 63 mm
in width.

A black 0.5 pt thick rule
drawn 6 mm from the top
left hand edge forms a
94 mm x 198 mm rectangle.

→ PRESS RELEASE

14 pt Trade Gothic Bold n°2
Upper case letters without
accents.

→ SUEZ ENVIRONNEMENT

11 pt Trade Gothic Bold n° 2
Upper case letters without
accents.

→ ADDRESS

8 pt / 9 pt leading
Trade Gothic Light
Upper and lower cases.

→ TYPING GUIDELINES

The typing guidelines
described for the letterhead
on page 24 also apply to
press releases.

→ SMALL ENVELOPE

SUEZ ENVIRONNEMENT
18 square Edouard VII - 75316 Paris cedex 09 - France

5

9

35

15

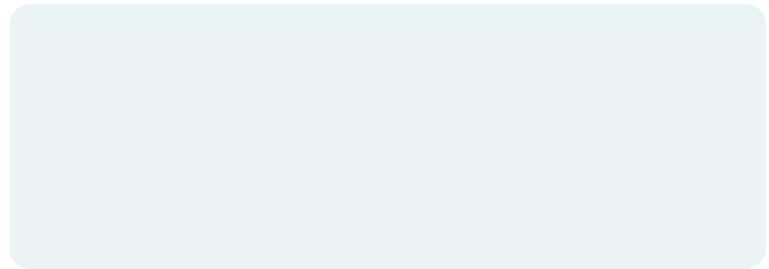
9

14

suez

SUEZ ENVIRONNEMENT

18 square Edouard VII - 75316 Paris cedex 09 - France



→ **SIZE**

220 x 110 mm
(with or without window)

*Presented on a scale of 1.
Dimensions in millimeters.*

→ **PRINTING**

In two direct colors:
Aqua (Pantone 326) + black.

→ **RECOMMENDED PAPER**

White offset 90 g minimum.

→ **GRAPHIC ELEMENT**

The logotype is 35 mm in width.

→ **SUEZ ENVIRONNEMENT**

9 pt / 9 pt leading
Trade Gothic Bold n° 2
Upper case letters without
accents.

→ **ADDRESS**

8 pt / 9 pt leading
Trade Gothic Light
Upper and lower cases.



*It is preferable to place the
address on the envelope flap.*

*For envelopes processed
mechanically, the address
may be positioned on the
front under the logotype,
9 mm from the left hand
edge and 23 mm from the
top edge of the envelope.*

→ LARGE ENVELOPE

→ **SIZE**

162 x 229 mm
or
229 x 324 mm
(white or kraft, with or
without a window)

*Presented on a scale of 1.
Dimensions in millimeters.*

→ **PRINTING**

In one direct color:
Aqua (Pantone 326).

→ **RECOMMENDED PAPER**

White offset or kraft.

→ **GRAPHIC ELEMENT**

The logotype is 35 mm
in width.



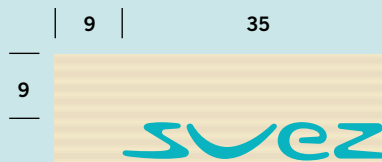
*The positioning of the address
on the flap is identical to that
of the small envelope.*

→ **SUEZ ENVIRONNEMENT**

9 pt / 9 pt leading
Trade Gothic Bold n° 2
Upper case letters without
accents.

→ **ADDRESS**

8 pt / 9 pt leading
Trade Gothic Light
Upper and lower cases.



→ NOTE PADS

→ **SIZE**

210 x 297 mm (A4)

*Reproduced at 80%
of its actual size.*

*Dimensions in millimeters.
Other sizes, with or without
perforations, may also be used.*

→ **PRINTING**

In one direct color:
Aqua (Pantone 326).

→ **RECOMMENDED PAPER**

Senlis 90 g or equivalent.

→ **SUEZ ENVIRONNEMENT**

14 pt Trade Gothic Bold n° 2
Upper case letters without
accents

→ **GRAPHIC ELEMENT**

The logotype is 42 mm
in width.

The 0.6 pt horizontal
dotted lines are in Aqua
(Pantone 326) at 50%
of its value.

→ MAILING STICKER

→ **SIZE**

125 x 80 mm

*Presented on a scale of 1.
Dimensions in millimeters.*

→ **PRINTING**

In two direct colors:
Aqua (Pantone 326) + black.

→ **GRAPHIC ELEMENT**

The logotype is 35 mm in width.

The 0.5 pt horizontal lines
are in Aqua.

→ **SUEZ ENVIRONNEMENT**

11 pt / 10 pt leading
Trade Gothic Bold n°2
Upper case letters without
accents.

→ **ADDRESS**

8.5 pt / 10 pt leading
Trade Gothic Light
Upper and lower cases.

| 5 |

SUEZ ENVIRONNEMENT

18 square Edouard VII - 75316 Paris cedex 09 - France
tel. +33 (0) 1 58 18 50 00 - fax +33 (0) 1 58 18 50 00

SUEZ

| 5 |

| 35 |

| 5 |

5

5

5

5

28.5

SUEZ ENVIRONNEMENT



80



80



80



28.5



12

24

18

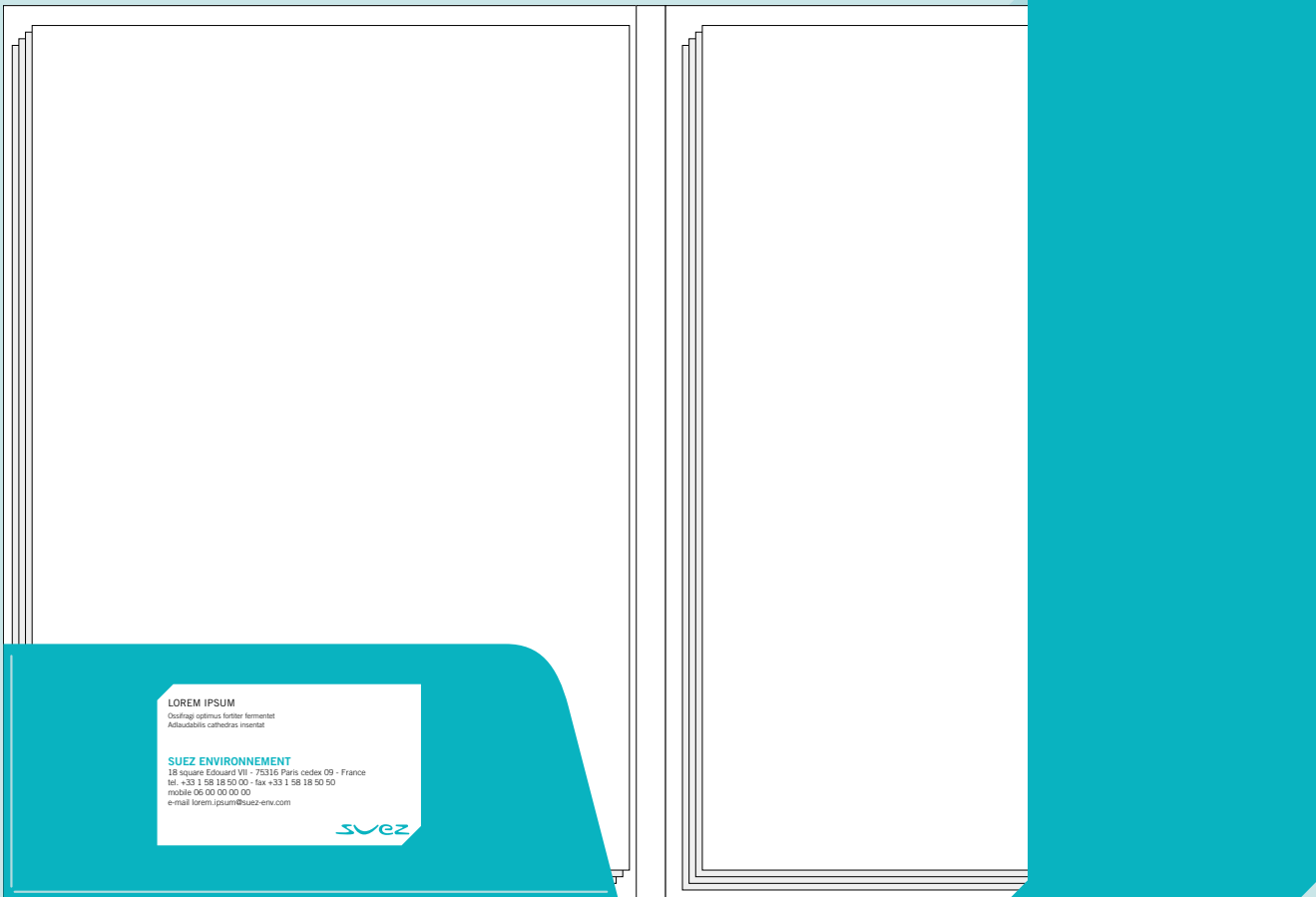
12

SUEZ ENVIRONNEMENT



SUEZ ENVIRONNEMENT

LOREM IPSUM
DOLOR SIT
DUIS AUTEM VEL EUM IRUIRE DOLOR



→ EXAMPLES OF FOLDERS

→ **SIZE**

305 x 215 mm (folded)
5 or 10 mm spine.

*Reduced presentation.
Dimensions in millimeters.*

→ **PRINTING**

In two direct colors:
Aqua (Pantone 326) + black.

→ **RECOMMENDED PAPER**

Senlis 300 g or equivalent.

→ **SUEZ ENVIRONNEMENT**

20 pt Trade Gothic Bold n° 2
Upper case letters without
accents.

→ **GRAPHIC ELEMENT**

The logotype is 60 mm
in width.

On the spine, at the bottom left:

→ **SUEZ ENVIRONNEMENT**

11 pt / 11 pt leading
Trade Gothic Bold n° 2
Upper case letters
without accents.

→ **ADDRESS**

10 pt / 11 pt leading
Trade Gothic Light
Upper and lower cases.



*Position of the address on
the spine of the folder.*

→ STATIONERY STICKERS

→ **SIZE**
45 x 20 mm

*Presented on a scale of 1.
Dimensions in millimeters.
Other sizes may be used.*



→ **PRINTING**
In one direct color:
Aqua (Pantone 326).

→ **GRAPHIC ELEMENT**
The logotype is 35 mm
in width.

→ POST-IT® NOTE

→ **SIZE**
76 x 76 mm

*Presented on a scale of 1.
Dimensions in millimeters.
Other sizes may be used.*

→ **PRINTING**
In one direct color: Aqua (Pantone 326).

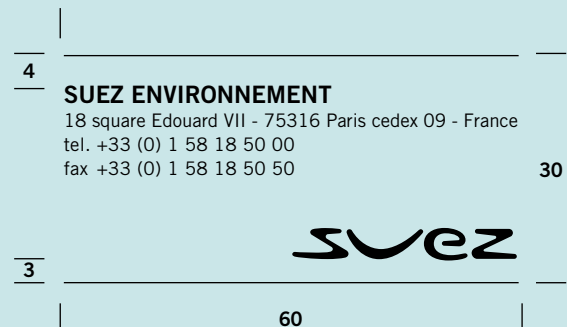
→ **SUEZ ENVIRONNEMENT**
10 pt Trade Gothic Bold n° 2
Upper case letters without accents.

→ **GRAPHIC ELEMENT**
The logotype is 30 mm in width.

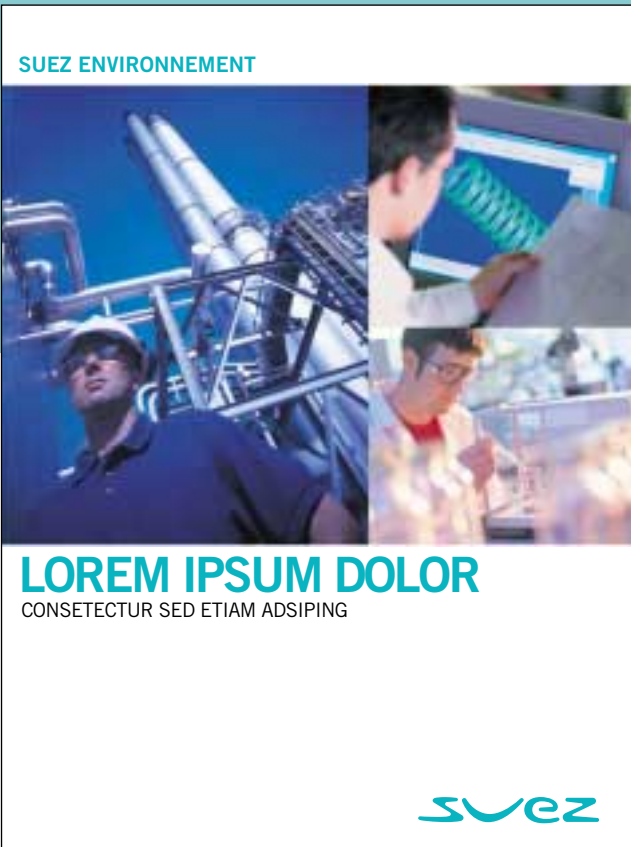


→ STAMP

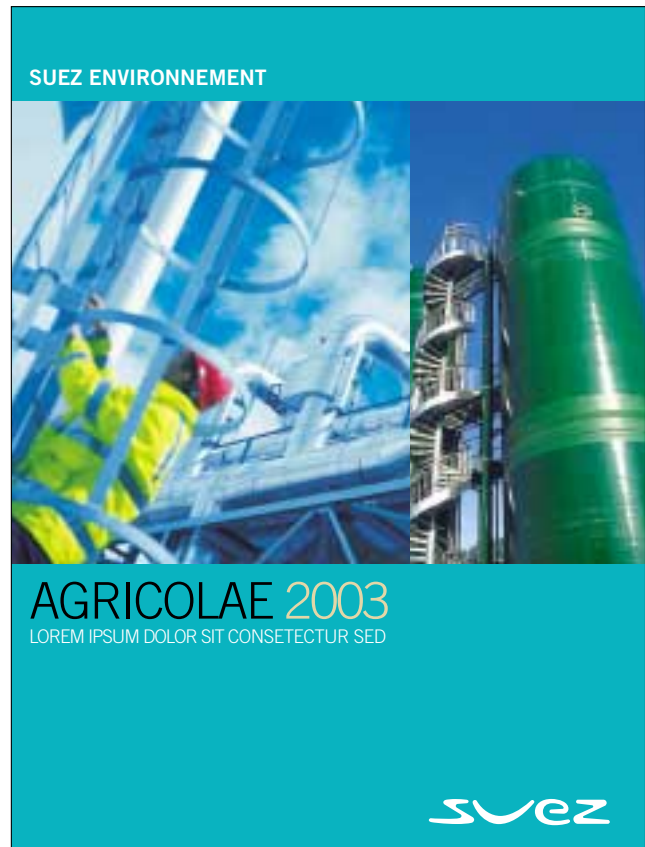
→ **SIZE**
Example opposite: 60 x 30 mm.
The size of the stamp and texts
may be modified according
to specific needs.
In all cases, the idea conveyed
opposite and the legibility of
texts should be respected.



→ literature



→ EXAMPLES OF MAGAZINE COVERS



→ multimedia supports



→ CD-ROM





→ **REMINDER**


On a video end frame, the SUEZ logotype – in Aqua or white – is always positioned at the bottom right, respecting the exclusion rules.

SUEZ ENVIRONNEMENT, set in Trade Gothic Bold n° 2, is positioned at the top (preferably on the left or on the right for optimal legibility if the background values require so). The comments, aligned on the right, are set in Trade Gothic Roman (in Arial if Trade Gothic is not available).



→ EXAMPLES OF VIDEO JACKETS

SUEZ ENVIRONNEMENT



DOMUS

LOREM CONSECTETUR IPSUM DOLOR SIT

- 01 LOREM IPSUM DOLOR
- 02 SIT CONSECTETUR
- 03 SED ETIAM ADSIPING
- 04 SEMPER
- 05 LOREM IPSUM DOLOR
- 06 SIT CONSECTETUR
- 07 LOREM IPSUM DOLOR
- 08 SIT CONSECTETUR
- 09 SED ETIAM ADSIPING
- 10 SEMPER
- 11 LOREM IPSUM DOLOR
- 12 SIT CONSECTETUR
- 13 LOREM IPSUM DOLOR
- 14 SIT CONSECTETUR
- 15 SED ETIAM ADSIPING

06


Lorem ipsum dolor sit consectetur adipiscing elit, sed non diam nonummy nibh euismod tincidunt ut laoreet dolore per magna aliquam erat set volutpat. Wisi enim ad minim veniam, quis nostrum et exercitation semper suscipit etiam lobortis nisut atque aliquip commodo consequat. Lorem ipsum dolor sit consectetur adipiscing elit, sed non diam nonummy nibh euismod tincidunt ut laoreet dolore per magna aliquam erat set volutpat. Wisi enim ad minim veniam, quis nostrum et exercitation semper suscipit etiam ipsum dolor sit. Lorem ipsum dolor sit consectetur adipiscing elit, sed non diam nonummy nibh euismod.

DVD VIDEO

DOMUS

LOREM CONSECTETUR IPSUM DOLOR SIT

06



SUEZ ENVIRONNEMENT

svez

DVD VIDEO

svez

DOMUS LOREM CONSECTETUR IPSUM DOLOR SIT

svez

DVD VIDEO

svez

LOREM IPSUM DOMUS

03

- 01 LOREM IPSUM DOLOR
- 02 SIT CONSECTETUR
- 03 SED ETIAM ADSIPING
- 04 SEMPER
- 05 LOREM IPSUM DOLOR
- 06 SIT CONSECTETUR



SUEZ ENVIRONNEMENT
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tél 33 (0) 1 58 18 50 00 - fax 33 (0) 1 58 18 50 50

svez

03

LOREM IPSUM DOMUS

CONSECTETUR SIT AMET PER ALIQUAM

03



SUEZ ENVIRONNEMENT

svez

DVD VIDEO

svez

LOREM IPSUM DOMUS
CONSECTETUR SIT AMET PER ALIQUAM

VHS
 PAL
 SECAM
 NTSC
 S-VHS

svez

DVD VIDEO

svez

SUEZ ENVIRONNEMENT



LOREM IPSUM AGRICOLAE

SLIDE TITLE - TITRE DE LA SLIDE

Date | Nom de l'émetteur | Titre de la présentation | 


SECTION TITLE - TITRE DE LA PARTIE

LOREM IPSUM ADISPING AMEG

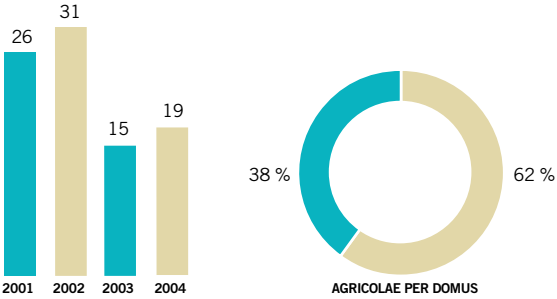
Lorem ipsum per agricolae et domus

Lorem ipsum dolor adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo conse quat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consetetur adipiscing elit, magna erat volutpat.

LOREM IPSUM DOLOR SIT ELIT
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Date | Nom de l'émetteur | Titre de la présentation | 

LOREM IPSUM ADISPING AMET



Year	Value
2001	26
2002	31
2003	15
2004	19

38% 62%
AGRICOLAE PER DOMUS

Date | Nom de l'émetteur | Titre de la présentation | 

SECTION TITLE - TITRE DE LA PARTIE

LOREM IPSUM ADISPING AMET




Date | Nom de l'émetteur | Titre de la présentation | 


SECTION TITLE - TITRE DE LA PARTIE

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LOREM IPSUM DOLOR SIT ELIT
Sed enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo conse quat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consetetur adipiscing elit, magna erat volutpat.



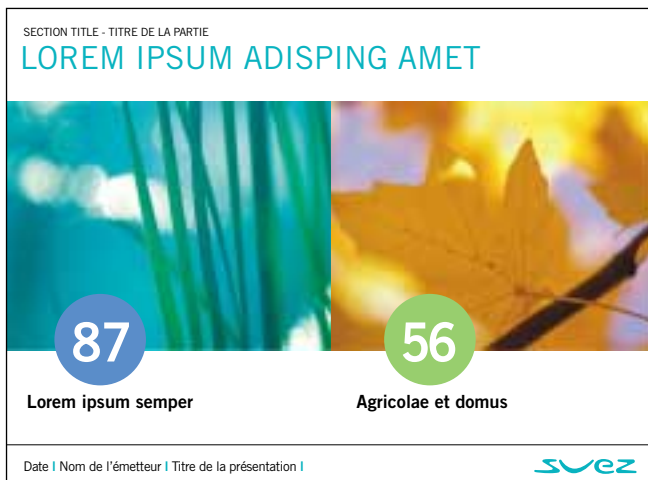
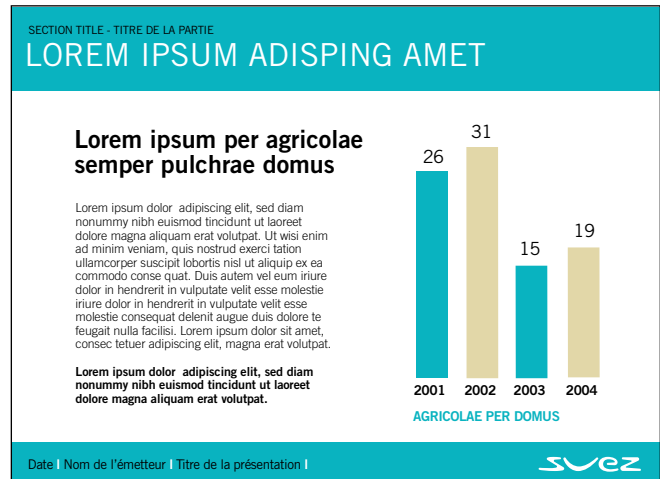
Date | Nom de l'émetteur | Titre de la présentation | 

→ **TYPOGRAPHY**

The guidelines presented on page 17 apply to the Powerpoint® presentation maskers.

→ **COLORS**

Aqua should be the predominant color used (Pantone 326, see page 12).



→ signage



↑ **NAVIGATION SIGNS**
SUEZ ENVIRONNEMENT and the SUEZ logotype are applied at the top right, respecting the exclusion zones.



← **BUILDING ENTRY SIGNS**
A clearly visible SUEZ logotype is applied by transfer above the entrance and SUEZ ENVIRONNEMENT is placed on a plaque to the right of the entrance.



↑ RECEPTION SIGNAGE

The SUEZ logotype and SUEZ ENVIRONNEMENT are clearly visible and applied by transfer according to the example shown here.

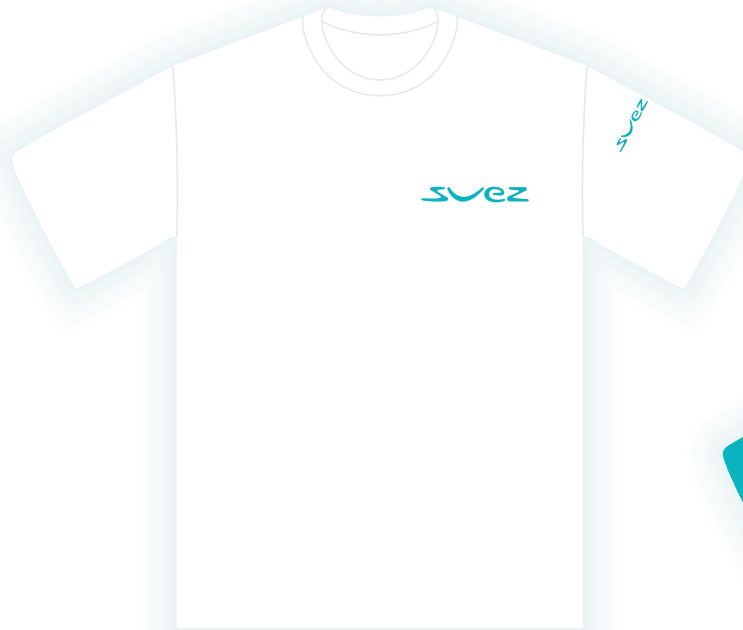


The minimum exclusion zones must always be respected and careful attention should be given to ensure good legibility.

TOTEMS OR TRADE FAIR PANELS →

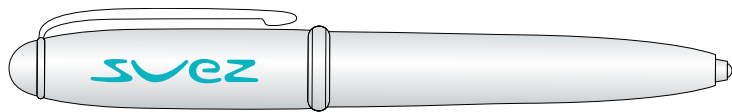
SUEZ ENVIRONNEMENT figures at the top left of standing vertical panels and totems. The SUEZ logotype is positioned at the bottom right.





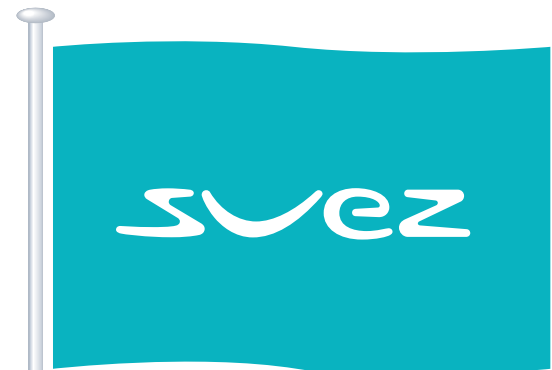
→ **T-SHIRT AND POLO SHIRTS**

The SUEZ logotype is applied according to the positions and dimensions shown: it is screen-printed or embroidered on a uniform surface in Aqua, or in white on an Aqua background.



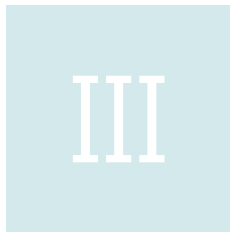
↑ **PENS**

The SUEZ logotype is applied according to the positions and dimensions shown.



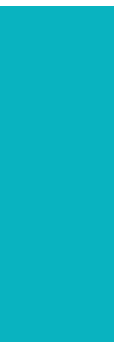
FLAGS →

On a white or Aqua background, the SUEZ logotype is applied according to the rules concerning centering and the exclusion zone.



ENDORSEMENT RULES FOR ALL SUEZ ENVIRONNEMENT GEOGRAPHIC AND SPECIALIZED SUBSIDIARIES

(owned over 50%)



GUIDELINES

Each time that the logotype of an international commercial trade name – Ondeo, SITA or Degrémont – is used by a subsidiary owned over 50%, the SUEZ logotype must always appear.

The same rule is applicable when the specific logotype of a national, regional or specialized subsidiary is used.

The SUEZ logotype, in blue for Ondeo, in green for SITA and in Aqua for Degrémont, should ideally be positioned at the bottom right of a document.



The rules established by the SITA, Ondeo and Degrémont charters continue to apply to all national, regional or specialized subsidiaries of SUEZ ENVIRONNEMENT.



suez



The SUEZ logotype always endorses the logotype of an international commercial trade name or a subsidiary.



suez



The endorsement colors are:

- Blue for Ondeo (Pantone® 2747)
- Green for SITA (Pantone® 368)
- Aqua for Degrémont (Pantone® 326)



suez



The endorsement is always positioned at the bottom right of a document.



The pre-defined size ratio must be respected for the endorsement.



Document drawn up under the responsibility
of the Communications Department of
SUEZ ENVIRONNEMENT

June 2003

Design and realization
Les Editions Stratégiques

Photographic credits
SUEZ and X photo library.

SUEZ ENVIRONNEMENT

18 square Edouard VII - 75316 Paris cedex 09 - France
tel. 33 (0) 1 58 18 50 00 - fax 33 (0) 1 58 18 50 50

The logo for Suez, featuring the word "suez" in a stylized, lowercase, teal-colored font. The letters are rounded and connected, with a distinctive shape for the 's' and 'z'.