

# Schneider Electric Brand Standards Manual

Including graphic and editorial guidelines

# A Message from Global Communications

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In today's competitive global economy, a strong, simple, and differentiated brand means everything. The Schneider Electric brand perception is shaped by every interaction our audiences have with our products, services, solutions, people, and of course, our marketing communications.

As we become 'One Schneider Electric', the company counts on foundational guidelines to help our marketing communications professionals and external agencies execute our messages in a way that accurately, responsibly, and consistently expresses our corporate values and unique offer while building brand equity. Building upon the proven best practices introduced in the Schneider Electric communications platform, this simplified and execution-oriented manual consolidates these principles—as well as additional, specific guidelines—into a single document that will aid your communications design and creative execution.

Simplicity and consistency in Schneider Electric's creative identity are crucial to building and preserving our strong brand. By adhering to the Schneider Electric brand standards, you do your part in helping the organisation maintain its position as the global specialist in energy management, driven by world-class marketing communications.

The global marketing communications team thanks you in advance for being a true ambassador of the brand by applying brand standards in marketing materials and participating in the ongoing improvement process through feedback and recommendations. You can expect constant evaluation and enhancement of brand standards that make this manual current, complete, and relevant to your needs.

Yours truly,

A handwritten signature in black ink, appearing to read 'A M Silva'.

Arthur M. Silva  
director, Marketing Communications Design  
Global Communications

P.S. See [http://hotlinet.schneider-electric.com/download/brand\\_platform/index.html](http://hotlinet.schneider-electric.com/download/brand_platform/index.html) for much of this manual's content online.

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Addenda are in development that will provide for additional information on the topics above.

# Using this Manual

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The goal of the Schneider Electric Brand Standards Manual is to provide structure to Schneider Electric brand applications and share best practices for communicating the company's creative identity. This manual is intended to facilitate consistent and simple communications by setting criteria for graphic and editorial style, while allowing sufficient freedom to address the many communications directives the organisation accommodates.

Schneider Electric's brand identity is made up of several basic elements which converge to form differentiated communications. In anticipation of the diverse requests for creative development made of Schneider Electric's Global Communications organisation and its agents, this manual establishes standards for producing materials for markets disparate in geography, brand experience, and other factors. The Schneider Electric portfolio of materials changes every day, which will result in frequent updates to the Brand Standards Manual.

Prior to working on any creative development project, employees, vendors, and agencies must be educated on the Schneider Electric brand platform. This document provides an application-oriented overview of the platform and corporate usage guidelines. Compliance is mandatory on all deliverables created on behalf of Schneider Electric and its brands.

The Brand Guidelines Manual is the property of Global Communications. Any changes or addenda to this document require approval. For guidance on a best practice not addressed in this manual, please contact Suellen Rizzo, communications planning and operations manager ([suellen.rizzo@schneider-electric.com](mailto:suellen.rizzo@schneider-electric.com)).

# Brand Platform Overview

Schneider Electric's core messages

# Introduction

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Standardising Schneider Electric's brand identity is important because it affects the way the company is perceived. The Schneider Electric Brand Standards Manual summarises the creative platform that is vital to communicating and sustaining the brand; it eases globalisation by removing variation and allowing for faster, more precise execution.

Maintaining brand standards provides many benefits including:

- recognisable communications design
- expression of corporate values
- suggestion of a baseline perception of the company
- reflection of the company's modern, optimistic qualities

## About Schneider Electric

As a global specialist in energy management with operations in more than 100 countries, Schneider Electric offers integrated solutions across multiple market segments, including leadership positions in energy and infrastructure, industrial processes, building automation, and data centres/networks, as well as a broad presence in residential applications. Schneider Electric is dedicated to making individuals' and organisations' energy safe, reliable, efficient, productive, and green from Plant to Plug.

## Identity

The Schneider Electric brand identity is the perfect expression of the brand's values, and is determined by the story we intend to tell.

- We choose to use our expertise and imagination to achieve positive change.
- We choose to inspire, develop, and deliver more efficient and effective ways to use energy, for the benefit of all.
- We are optimistic about the challenges and opportunities related to energy.

Schneider Electric sees the great challenges facing the world as inspiring opportunities, not insurmountable problems. We believe positive change can and will be achieved by great people and great organisations working together.

The communications Schneider Electric produces must convey this spirit of energy optimism, inspiring others to take positive action. The brand identity is the visual and verbal expression of brand image through all communications media. It will facilitate the 'One Schneider Electric' new company programme through the consistent expression of our positioning and strategy.

The brand identity applies to all company activities, product divisions, and touch points on a global scale. It is continually researched and developed to achieve communications our audiences find appealing, distinctive, and powerful. In this it uses key performance indicators such as stopping power, fit-to-brand positioning, relative position in competitive field, and purchase preference.

Rules and guidelines help tell the Schneider Electric story in the right way; a way that is proven to resonate with customers and that is reverential to the equity that the brand's performance has earned.

# Brand Fundamentals

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## Name

The company name is Schneider Electric.

- Do not refer to the company as Schneider, SE, =S=, or by any other convention in external or broad internal communications.
- Use upper and lower case.
- Set the name in a font consistent with the surrounding text.
- Do not bold, enlarge, italicise, or underline the name for emphasis.
- When possible, keep the company name on one line of copy.

## Logo



We have one unique logo, which may not be modified or adapted. The logo promotes the Schneider Electric brand, not a part of it. Variations for a country, division, internal organisation, promotion, concept, event, or project are forbidden. See the Design Guidelines chapter for more information on logo usage.

## Tag line

Make the most of your energy

The tag line 'Make the most of your energy' is constant; no variation with part of the sentence is appropriate. For example, 'Make the most of your time' or 'Make the most of your money' is not acceptable or relevant.

- Use the tag line as a title or in an advertising headline.
- Use in body copy as a distinct sentence or phrase.
- Do not place the tag line together with the logo.
- Do not translate the tag line (except when local regulations make it compulsory).
- Do not provide a substitute.

# Key Messages

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## Corporate vision

We see a world where we can all achieve more while using less of our common planet.

Schneider Electric is optimistic about the future and believes that it is possible to find solutions that allow us to fulfil our true potential while reducing our impact on the environment. The Schneider Electric brand demonstrates environmental consciousness and a multicultural, people-focused attitude.

Use the vision when describing the company or people within the company, but do not use the vision word-for-word when talking about specific products, services, solutions, or technologies.

## Corporate mission

We help people make the most of their energy.

The Schneider Electric value proposition is to help individuals and organisations get more from their energy, be more productive, and make their businesses sustainable.

## Brand promise

Schneider Electric's broad portfolio of activities in efficiency management makes our products, solutions, and services safe, reliable, efficient, productive, and green.

## Brand position

The global specialist in energy management

## Brand values

- Passionate
- Open
- Straightforward
- Effective

These four values express the way employees behave toward each other and toward customers.

Schneider Electric has established a strong tone of voice that matches the corporate values, and these combined qualities must come through in the company's communications.

## Value-adds

- Protecting people and assets
- Ultra-secured power for critical applications
- Energy efficiency
- Optimised CapEx and OpEx (investment and running costs)
- Connectivity everywhere
- Life cycle services

One or several of these six added-value messages must be included in any customer communication.



# Design Guidelines

How to visually tell the Schneider Electric story

# Logotype

The logotype is the property of Schneider Electric and is for the exclusive use of the company. It cannot be used by partners, customers, or providers without prior formal authorisation, except if the request comes from us (for example, 'Official Distributor' signs).



## Guides

### A

The logotype is always positioned relative to the layout grid and is aligned on the fifth column (right alignment).

### B

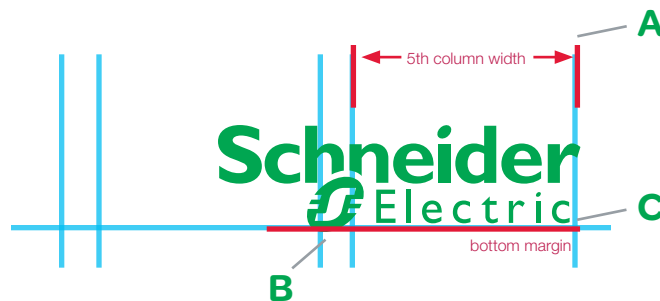
The Schneider Electric oval is tangential to the bottom margin.

### C

The space between the 'n' and the 'r' of 'Schneider' equals one column width. The location of the logo on the page depends on the medium.

## Logotype: position

- The logotype is always positioned relative to the layout grid and is aligned on the fifth column (right alignment).
- The Schneider Electric oval is tangential to the bottom margin.
- The space between the 'n' and the 'r' of 'Schneider' equals one column width.
- The location of the logo on the page depends on the medium.
  1. In most print applications, position the logo in the bottom right corner.
  2. On the Web, the logo is placed in the top left corner.
  3. In stationery, the top right corner is the preferred location, but this is sometimes impossible due to IT constraints.



## Logotype: size

- The logo size is determined by the layout grid (for A4 layout, the logo width is 50 mm).
- The oval abuts the bottom margin and the space between the 'n' and 'r' of Schneider is the column width. Templates are available with correct logo size for A4 and letter formats.
- For non-standard page sizes, the logo size is calculated by dividing the page's diagonal measurement by 6. This will yield the value of X.
- For formats in which the ratio between the width and height is less than or equal to 1/2, divide the diagonal by 9.



# Logotype

## Possible logo combinations

There are three colour variations.

The standard is to use SE Spruce Green and white. When this is not possible, use the white or black versions.



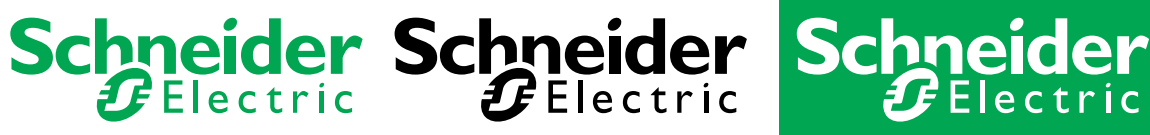
### Guides

#### A

Logo usage on primary colour palette

#### B

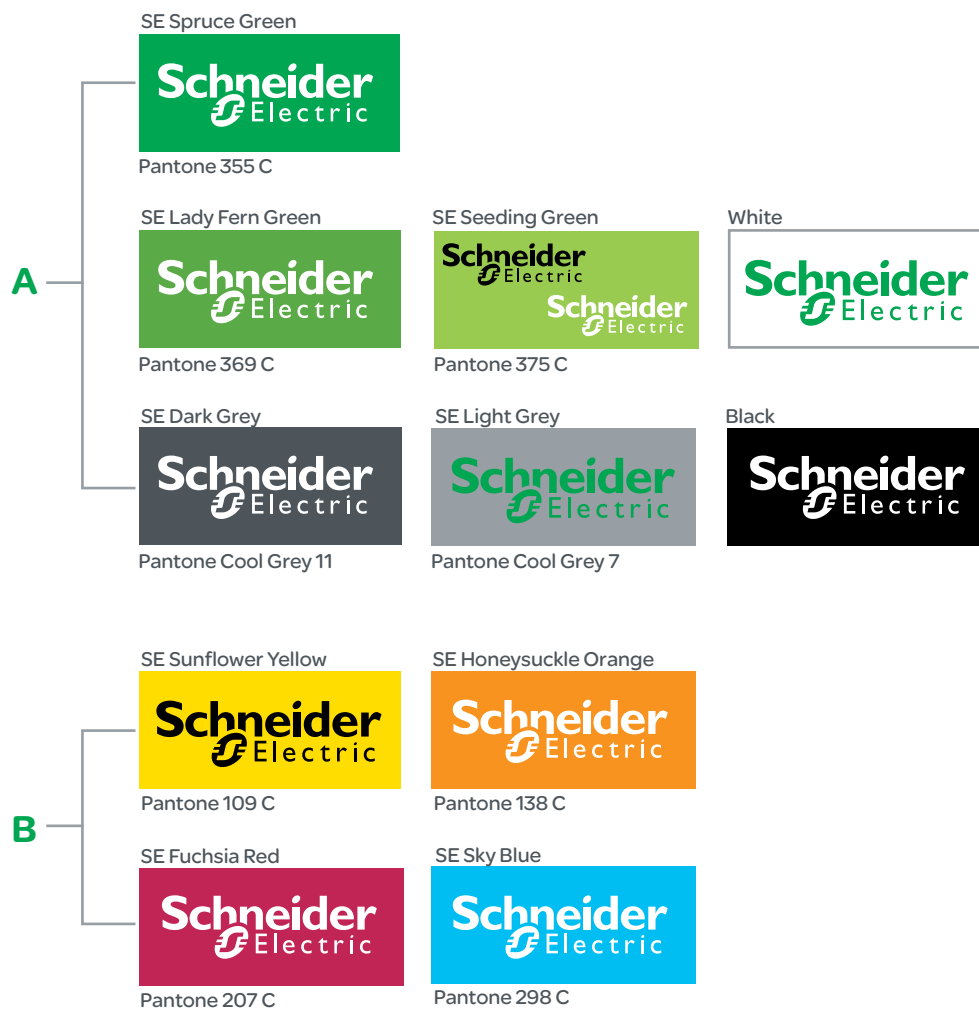
Logo usage on secondary colour palette



## The colour palette: backgrounds and logos

See below the correct logo colour to be used with each of the Schneider Electric palette colours.

The logo should never be placed on a coloured background different from those of the colour palette.



# Primary Colour Palette

Pantone Green 355 is the standard colour for Schneider Electric.

The primary green colour palette builds on the brand’s existing heritage but is supported by a bright secondary colour palette to add variety and warmth.

The colours are not associated with any single business unit, division, or entity. No one ‘owns’ the colours, their business significance, or definition except to establish and support the brand.

## Primary colour palette

These colours form a coherent set that is derived from nature. For consistency, match to the Pantone reference. Do not use a tint of these colours.

SE Spruce Green (Pantone 355 C) is the preferred colour for introductions: covers of generic documents, welcome areas, and home pages on the Web. SE Dark Grey and black are the preferred colours for body copy.

**Best Practice**

Do not use a tint of the primary or secondary colours.

SE Spruce Green  
(Pantone 355 C)

SE Lady Fern Green  
(Pantone 369 C)

SE Seeding Green  
(Pantone 375 C)

SE Light Grey  
(Cool Grey 7)

SE Dark Grey  
(Cool Grey 11)

Black

White

Primary colour palette: colour equivalency chart

Name	Preview	Pantone	Percentage (%)				1 colour (%)		Screen			Web
			C	M	Y	K	Black		R	G	B	Hexadecimal
SE Spruce Green		355 C	100	0	100	0	-		0	149	48	#009530
SE Lady Fern Green		369 C	70	10	100	0	-		79	166	0	#4FA600
SE Seeding Green		375 C	45	0	90	0	-		135	210	0	#87D300
SE Dark Grey		Cool Grey 11	10	0	0	80	80		98	100	105	#626469
SE Light Grey		Cool Grey 7	44	32	30	0	50		159	160	164	#9FA0A4

**Best Practice**

SE Spruce Green is Schneider Electric’s ‘signature’ colour; it must remain dominant.

Primary colour palette: preferred associations for text on colour background

Background:  
SE Spruce Green

Text colour:  
White

Text colour:  
Black

Text colour:  
SE Sunflower Yellow

Background:  
SE Lady Fern Green

Text colour:  
White

Text colour:  
Black

Text colour:  
SE Sunflower Yellow

Background:  
SE Seeding Green

Text colour:  
White

Text colour:  
SE Dark Grey

Text colour:  
SE Spruce Green

Text colour:  
SE Fuchsia Red

# Secondary Colour Palette

## Secondary colour palette

These colours are used to support the primary colours. Known as 'highlight' or 'accent' colours, they are used creatively to project the appropriate level of dynamism and optimism in any given communication piece. If you use more than one colour, one has to be strongly dominant, and the other(s) chosen from the 'preferred associations'. Do not use a tint of these colours.

SE Sunflower Yellow  
(Pantone 109 C)



SE Honeysuckle Orange  
(Pantone 138 C)



SE Fuchsia Red  
(Pantone 207 C)



SE Sky Blue  
(Pantone 298 C)



Secondary colour palette: colour equivalency chart

Name	Preview	Pantone	Percentage(%)				1 colour (%)		Screen			Web Hexadecimal
			C	M	Y	K	Black		R	G	B	
SE Sunflower Yellow		109 C	0	10	100	0	-		255	209	0	#FFD100
SE Honeysuckle Orange		138 C	0	50	100	0	-		228	127	0	#E47F00
SE Fuchsia Red		207 C	25	100	60	0	-		177	0	67	#B10043
SE Sky Blue		298 C	75	0	0	0	-		66	180	230	#42B4E6

### ★ Best Practice

Do not use large amounts of body copy on a coloured background.

Secondary colour palette: preferred associations for text on colour background

Background:  
SE Dark Grey

Text colour:  
**White**

Text colour:  
**SE Seeding Green**

Text colour:  
**SE Sunflower Yellow**

Background:  
SE Light Grey

Text colour:  
**White**

Text colour:  
**Black**

Text colour:  
**SE Sunflower Yellow**

Text colour:  
**SE Fuchsia Red**

Background:  
SE Fuchsia Red

Text colour:  
**White**

Text colour:  
**SE Seeding Green**

Text colour:  
**SE Sunflower Yellow**

Text colour:  
**SE Sky Blue**

Background:  
SE Sunflower Yellow

Text colour:  
**SE Dark Grey**

Text colour:  
**SE Spruce Green**

Background:  
SE Sky Blue

Text colour:  
**White**

Background:  
SE Honeysuckle Orange

Text colour:  
**Black**

Background:  
SE Honeysuckle Orange

Text colour:  
**White**

Background:  
SE Honeysuckle Orange

Text colour:  
**SE Dark Grey**

# Colour Palette Usage



## Guides

### A

Full-colour pages bring rhythm to a document—use colours sparingly.

### B

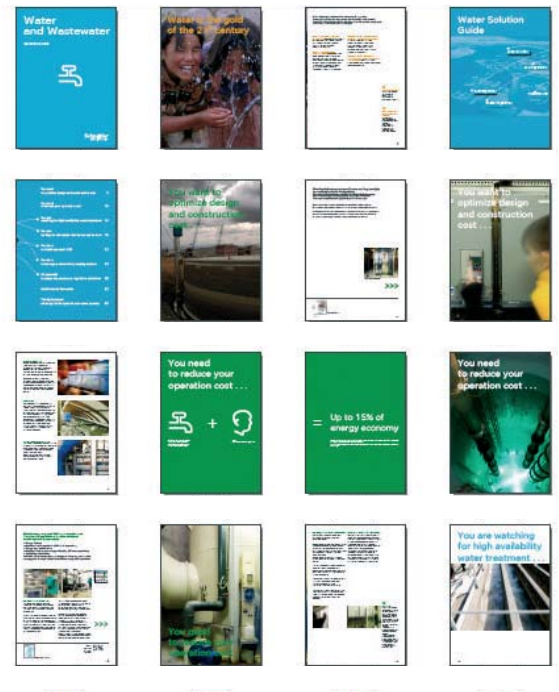
Minimal text as an image over a solid, coloured background emphasises a key message.

## Ratio and blend of colours

- SE Spruce Green (Pantone 355 C) is the Schneider Electric colour to emphasise.
- The secondary colour palette is to be used sparingly.
- Avoid mixing differently coloured backgrounds on the same visual element.
- Limit the use of primary and secondary colours to two per spread.
- Coloured backgrounds must cover the full page.
- Body copy must be grey or black only.
- Colours for parts of text can be different in titles and subtitles. In these instances, use the 'preferred associations' as a reference and limit the second colour to typeface only.

Different communications may warrant different best practices. Additional standards will be added to this manual as they are developed.

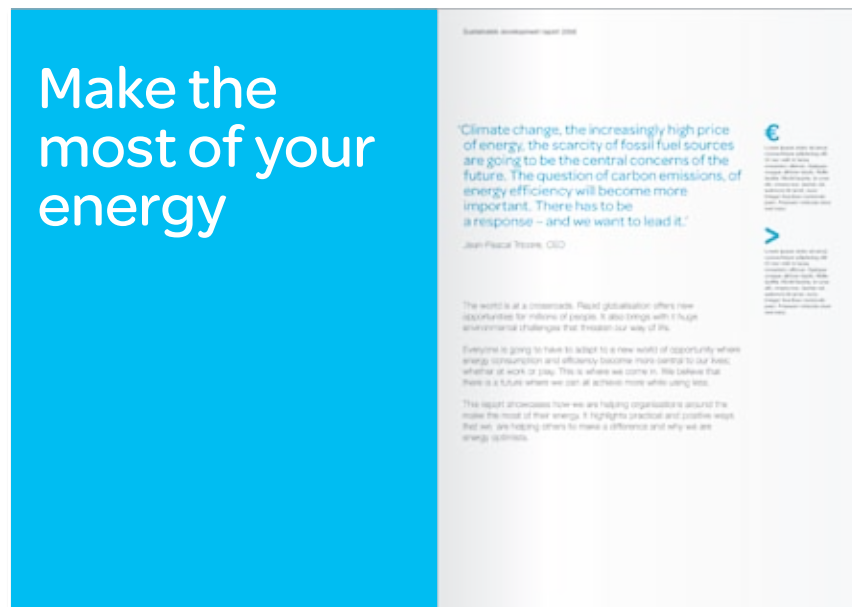
## A Example of a four-colour brochure



## Best Practice

Use the coloured background of promotional pages to determine the colour of titles and symbols placed on the content page.

## B Example of text as an image



# Typefaces

Typeface hierarchy helps organise the content on the page and improves the reader's comprehension.

Schneider Electric's proprietary font is SE Optimist, which is paired with Helvetica for body copy. SE Optimist has fewer hard right angles than Helvetica and softer, rounded corners. When it appears in large headings, even the most complex information seems easier to understand.

- Main headings are set in SE Optimist: upper and lower case.
- Main subheadings are set in SE Optimist Light: upper and lower case.
- Body text subheadings are set in Helvetica: medium upper and lower case.
- Body copy is set in Helvetica Light: leave enough space between the lines of text to create a light, open feel.
- Use a one-line break between paragraphs rather than an indent.
- Left alignment is a general rule for both Helvetica and SE Optimist.

## ★ Best Practices

- Limit the number of font weights and sizes used in a communication.
- Use colour and increased size to help important headings stand out.
- Reduce/refine the amount of information on each page.

Headlines	SE Optimist Regular abcdefghijklmnopqrstuvwxyz 123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ	Body text subhead	Helvetica Medium abcdefghijklmnopqrstuvwxyz 123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Subheads	SE Optimist Light abcdefghijklmnopqrstuvwxyz 123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ	Titles in packaging, merchandising, and direct marketing only	SE Optimist Bold abcdefghijklmnopqrstuvwxyz 123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ
Body text	Helvetica Light abcdefghijklmnopqrstuvwxyz 123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ	Testimonials only	SE Optimist Regular Italic abcdefghijklmnopqrstuvwxyz 123456789 ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Typeface exceptions

SE Optimist is the typeface for all communications except PowerPoint, Word documents, and e-mails. In these communications, use Arial. In Word templates, use Arial for headers and Helvetica for body copy.

### ! Attention

It is forbidden to give our font to our suppliers for free. The SE Optimist font is available for purchase by suppliers and agencies at:

[http://www.hotlinet.schneider-electric.com/visual\\_identity/download/typeface/index.html](http://www.hotlinet.schneider-electric.com/visual_identity/download/typeface/index.html)  
Login: hotlinet  
Password: visual1

Our suppliers may benefit from a negotiated discount price depending on the number of licences they need.

# Layout Grid

Use a five-column grid for all communications.

- The five-column grid helps to structure layouts and bring order to the information.
- Templates are available for standard formats.
- Changing proportions of margins can improve the layout for custom formats.
- Text may be flowed on up to five columns, but must always align left.

## ★ Best Practice

Standard paper sizes  
North America: Letter  
(8 1/2 in. x 11 in.)  
Europe and rest of the  
world: A4 (210 mm x  
297 mm)





# Brand Photography

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Brand photography is the use of images to convey Schneider Electric's corporate values, position, and/or promise. Brand photography does not sell a product or set of solutions, and is not application-specific. The Schneider Electric brand standard for photography is to show energy, movement, and human activity. See the next page for examples of successful brand photography.

## Brand photography must follow three guidelines

1. Photography must look natural and spontaneous. Avoid corporate cliché and overposed situations as they undermine the perception of Schneider Electric as a human organisation.
2. Photography must convey reality, not fantasy. Emphasise humanity and nature by highlighting real-world scenes and genuine solutions rather than constructing artificial environments or situations for dramatic effect.
3. Photography must show people in an environment where the readers can see their and our relationship with the wider world.

These photographic techniques are not applicable to brand photography:

- Static, overposed environment shots
- Environment, industry, or application shots which do not include people
- Out-of-context poses in artificial environments
- Use of non-human or artificial characters
- Contrived or cliché scenarios
- Depiction of fictional characters or situations
- Collages
- Showing a photo of the photo
- Magnified products
- Combination of metaphor and composite

### Best Practice

Motion can be conveyed using a Photoshop technique but must be used with caution. Use of the 'blur' tool on the entire photograph is not acceptable.

## Purchasing photography

Usage limitations are not permitted on any Schneider Electric images. All photography purchased from stock photo agencies must be royalty-free. If a photographer is hired to create a custom shot or series, the photographer must sign a Vendor Agreement giving Schneider Electric full rights to all creative produced.

## Considerations

Brand photography guidelines must be applied with consideration for business needs and available resources.

Exceptions to the guidelines may be appropriate if:

- budget does not allow for a custom photo shoot
- variety will allow motion, energy, and human images to stand out
- the photo will not translate to all cultures (in global communications)
- speed to market is a priority

Customer success story/testimonial/case study photography

- Capture stable images of the customer positioned with their solution.
- Provide balance against images with motion.
- Capture motion images on site when possible.

Additional photography guidelines are in development.

# Brand Photography



## Guides

**A**

Use people in context of the wider world.

**B**

Show movement.

**C**

Show people in context within their natural environment.

**D**

Show industry with people.

**E**

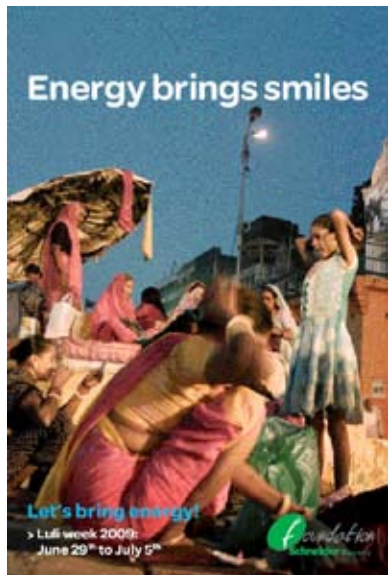
Show real and spontaneous situations.

**F**

Show people in genuine working environments.

Brand photography examples:

**A**



**B**



**C**



**D**



**E**



**F**



# Illustrations

Illustrations can be used on their own or in combination with photography to support key messages. They are part of Schneider Electric's visual language and are often used when photography is not an option. The style combines systems, architectures, and objects with line drawings.

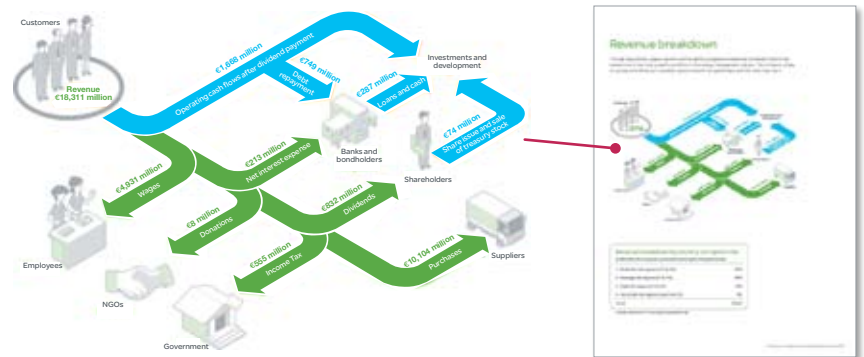
Schneider Electric's clean, fresh, and simple approach to illustration can be applied to conceptual ideas as well as technical product information or system architectures. The style is complementary to the brand's fonts and icons.

The illustrations can be used to tell a story or create interest and stimulate the imagination.

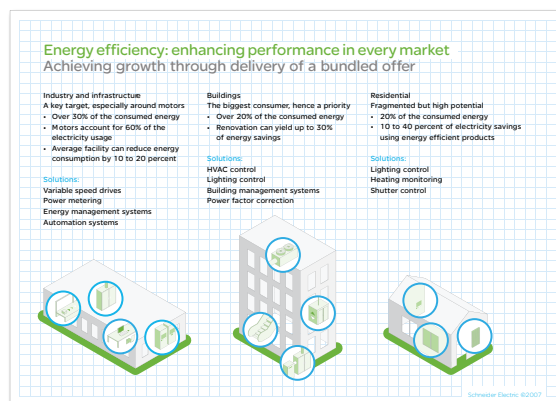
Three types of illustrations are acceptable:

1. Narrative, to tell a story in an intriguing yet simple way
2. Technical, to display more complex architectures and to illustrate products
3. Charts and graphs, to illustrate the distribution of data

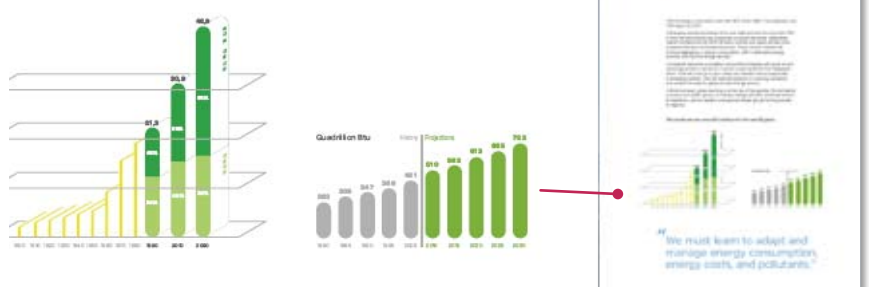
Narrative illustration



Technical illustration



Charts and graphs

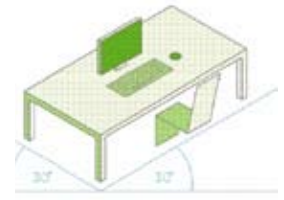


# Illustrations

## How to create technical and narrative illustrations

1. Take a picture of the subject matter using a digital camera or choose an appropriate photograph to use as your guide. View the subject from an angle to give the illustration a sense of depth.
2. Use a 30° angle when drawing the object.
3. Import the image into a vector-based application.
4. Use the Bezier tool to trace the outline of the image. Trace only the necessary detail.

*Note: Although the technical style is more detailed than narrative illustration, do not include every nut and bolt unless they are key to the product specification. Always retain the overall technical illustration style, irrespective of the product.*



5. Adjust the thickness of the line depending on the complexity and size of the illustration. The outer line should always be the thickest, while inner lines are lighter to allow for detail. Use the illustrations in these guidelines as the model.
6. Apply a round cap and join to all the lines once complete. This will add a softer, more fluid feel to the final illustration.
7. Maintain the wire-frame style: do not colour in illustrations.
8. Use a pull-out to feature complex areas, enlarging the detail so that it can be seen easily. Numbered captions will help to identify specific features.
9. Illustrations can be displayed on a blue-tinted grid background to reinforce the impression of schematics and structure. The blue tint has been created as a 15% tint of SE Sky Blue (Pantone 298 C). It can be used as a background for technical illustrations in combination with columns of text. The grid should be created using fine rule weights, spaced at regular, close intervals to simulate graph paper.



Narrative illustrations must not look like icons, sketches, or cartoons. Do not overuse narrative illustrations; no more than one narrative illustration should appear on a two-page spread.

Technical illustrations must show enough detail to be informative while remaining simple, clear, and easy to understand.

## Charts and graphs

Charts and graphs may be created with a style similar to the illustrations. Bar charts are used to compare two or more segments of data, while modified pie charts are used to display differently sized parts that make up a whole.

1. Limit colours to the Schneider Electric palette.
2. Use the primary colours for the highest level information and the secondary colours for supporting text.
3. Charts and graphs can utilise the open wire-frame illustration style where applicable.

# Icons and Symbols

Icons and symbols are simple and elegant graphic treatments used to illustrate the Schneider Electric added value and solutions. Simplified icons and symbols communicate our open and straightforward approach. They are universally understandable and help us craft messages without the need for lengthy explanations. They may be placed on conceptual images as well as on solid colour backgrounds.

The icons have a hand-drawn quality. They are designed with the same curves that are present in the SE Optimist typeface, which helps them feel open and friendly.

## Icons and symbols library

A digital library of approved icons is available online at:

<http://hotlinet.schneider-electric.com/download/picto-library/index.html>

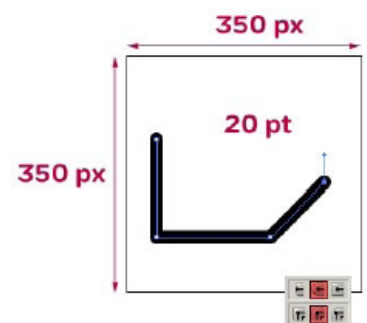
### Best Practice

Get approval from Global Communications before using a newly created icon or symbol.



## Icons and symbols execution guidelines:

- Draw in a 350 x 350 pixel frame, with a 20-point outline and a round cap.
- Create with Adobe Illustrator and the Bezier tool (not the ellipse or box tools).
- Draw with a continuous line to be as simple as possible.
- Icons are not sketches and they should not look cartoonish or childlike.
- Use the Schneider Electric colour palette for the lines in the icons and symbols.
- Do not colour in; always maintain the continuous line style.
- Do not use as part of company logos or in conjunction with text that implies a company programme.





# Icons and Symbols

## Equations

Use equations to dramatise a customer benefit that demonstrates how Schneider Electric helps people make the most of their energy.

Equations begin with the main customer benefit and work across to the left. They include an icon representing the problem to be solved, an icon for the Schneider Electric added value, and then the specific value being provided. Only stories with a clear, single benefit may be communicated by an equation.

### ★ Best Practice

Using no equation is better than using a poor equation.

### ! Attention

Never use the minus symbol, either alone or in an equation. It has been included in the library to use in charts, tables, or other reporting tools.

There are three categories of icons for use in equations:

1. Subject: who we are talking about, a specific target market segment (i.e., residential, automotive)
2. Problem: the issue the subject is facing (i.e., falling profits, rising energy prices, energy wastage, lack of control)
3. Solution: what Schneider Electric brings (added value)

Equations must highlight one of the following customer benefits:

- reduced CapEx and OpEx
- automation and connectivity everywhere
- energy efficiency
- ultra-secured power for critical applications
- end-to-end services

Equation execution guidelines:

- Do not use more than two icons before showing a benefit.
- Always introduce benefits by an equal sign (=).
- Support all equations with by a paragraph explanation (maximum 50 words) in SE Optimist.

Equation example:

The graphic illustrates an equation on a green background. On the left is a white icon of a building. In the middle is a white plus sign. To the right of the plus sign is a white icon of a head with a lightbulb inside. Further right is a white equals sign. To the right of the equals sign is the text '50 kWh/m² per year'. Below the building icon, text reads: 'Offices account for more than 30% of total commercial building energy use'. Below the head icon, text reads: 'At Schneider Electric, we deliver energy management expertise that can help your organization optimize energy consumption'. Below the equals sign and text, text reads: 'Our energy management solutions combined with appropriate building design, improve building operation and cut energy consumption by up to 50 kWh/m² per year – for energy-positive buildings, it is possible to achieve zero consumption'. At the bottom, the equation is summarized as: '<Problem> + <Added Value> = <Benefit/Problem Solved>'. The 'Problem' part corresponds to the building icon, 'Added Value' to the head icon, and 'Benefit/Problem Solved' to the final result.

## Icons and symbols used on their own

Both icons and symbols can be shown on solid backgrounds. Only symbols may be placed on a photograph.

Limit the use of icons and symbols, and resist requests to create icons for product lines or internal use.



# Vehicle Markings

Vehicles may be lettered with brand identifiers, including the logo, Web address ([www.schneider-electric.com](http://www.schneider-electric.com)), and/or local phone number, according to the guidelines below.

## Vehicle marking standards

Schneider Electric vehicles must display the company logo.

- Place the SE Spruce Green (Pantone 355) Schneider Electric logo on a white vehicle. (Differently coloured vehicles may be painted white or a white magnetic sign may be used as a background.)
- Apply the logo to both the driver and passenger sides.
- Base the size of the logo on the size of the vehicle.



## Guides

### A

White vehicle with SE Spruce Green (Pantone 355) in Schneider Electric logotype only.

### B

Logo placed on front driver side and passenger side doors. Optional telephone number in SE Dark Grey (Cool Grey 11) or SE Spruce Green (Pantone 355) in the Helvetica font placed below the logo.

### C

On SUVs, minivans, and trucks the logo may be placed on the back with either the phone number or the URL. Or place the tag line with the phone number and URL in Helvetica font in SE Spruce Green (Pantone 355) or SE Dark Grey (Cool Grey 11).

## Vehicle marking options

In addition to the logo, any combination of these brand identifiers may be requested for a vehicle.

- Tag line: 'Make the most of your energy' may be lettered on a vehicle in SE Spruce Green (Pantone 355) in the SE Optimist font.
- URL: 'www.schneider-electric.com' may be lettered on a white vehicle (or magnetic sign) in either SE Dark Grey (Pantone Cool Grey 11) or SE Spruce Green (Pantone 355) in the Helvetica font.
- Phone number: A local phone number may be lettered on a white vehicle (or magnetic sign) in either SE Dark Grey (Pantone Cool Grey 11) or SE Spruce Green (Pantone 355) in the Helvetica font.

## Vehicle marking recommendations

These practices are recommended for effectiveness, but are not required.

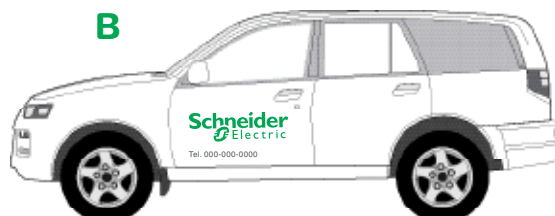
- Apply the URL to the rear of a smaller vehicle and to the rear and sides of a larger vehicle.
- Apply either the URL or the logo to the rear of a vehicle.
- Letter the local Schneider Electric phone number on the rear of a vehicle, with either the URL or the logo.

*Note: Affixing any text other than that which is named in these examples is prohibited.*

### A



### B



### C



or



# Signage: Buildings

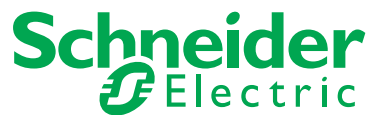
## Location

Sign location is selected for maximum effect and compatibility with the environment and architecture, with consideration for:

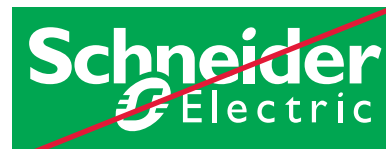
- Effectiveness: best angle for easy reading
- Harmony: placement that enhances the logo and its integration within the site

On white or light exterior walls, the logotype can be composed of pre-cut elements/letters. If a white background is not available, create a new sign with a white background. Do not knock out the logo on a green background. Borders around signs are prohibited.

Correct



Incorrect

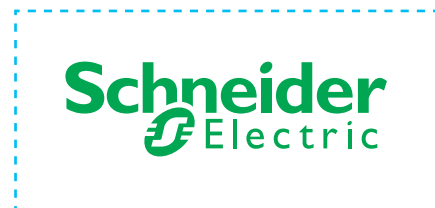
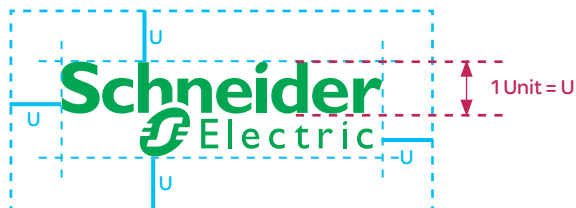


Preferred logotype

SE Spruce Green / Pantone 355



Minimum space around logotype

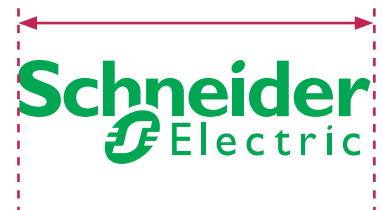


## Legibility distance

Desired legibility distance expressed in metres X 30 = width of Schneider Electric logotype in millimetres

Example

For legibility at 100 metres:	W = 3000 mm
For legibility at 200 metres:	W = 6000 mm
For legibility at 400 metres:	W = 12000 mm



For high-profile signs, these guidelines serve mainly to calculate the minimum lettering height to ensure legibility at great distances (e.g. from a road, from a railroad line).

These guidelines are not applicable to high-profile signs for shorter legibility distance (such as 100 metres).



# Signage: Buildings > Steles/Pillars

## Stele and logotype

- SE Spruce Green (Pantone 355) Schneider Electric logotype only
- Stele/pillar painted in Glossy White (RAL 9010)

## Site identity or information

- Helvetica or Arial only
- Black colour
- No italics

## Stele/pillar dimensions examples

For logo legibility from 30 to 40 metres

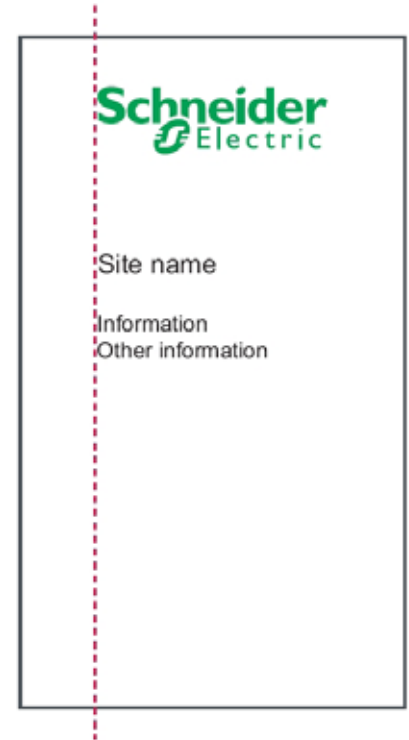
- Stele/pillar: min. height = 3000 mm / min. width = 1100 mm
- Logotype: min. width = 850 mm

For logo legibility from 50 to 60 metres

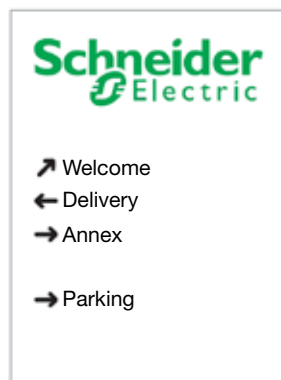
- Stele/pillar: min. height = 5000 mm / min. width = 1900 mm
- Logotype: min. width = 1400 mm

For logo legibility at 80 metres

- Stele/pillar: min. height = 5400 mm / min. width = 3000 mm
- Logotype: min. width = 2250 mm



Use standard arrow when necessary



Buildings > Double-pole support



# Signage: Buildings > Directional

## Pathway signs

Pathway signs feature the Schneider Electric logo only. Create signs in SE Spruce Green (Pantone 355) on a white background.

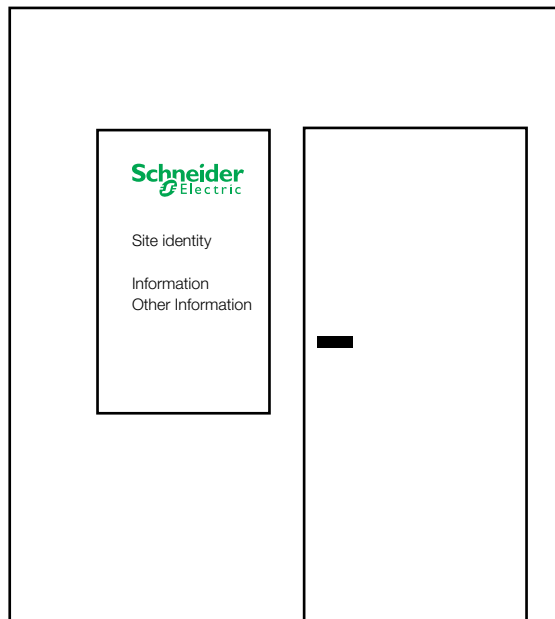
## Business park directory

At sites shared with other companies and when usage of standard logotype is impossible, the Schneider Electric name is displayed in standard Helvetica font.

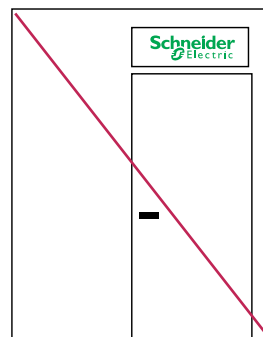


## Wall mounting

### Correct

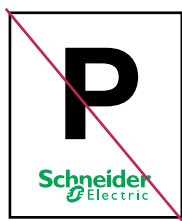


### Incorrect



## Functional signs

Do not place the logo on functional signs.



# Signage: Buildings > Location

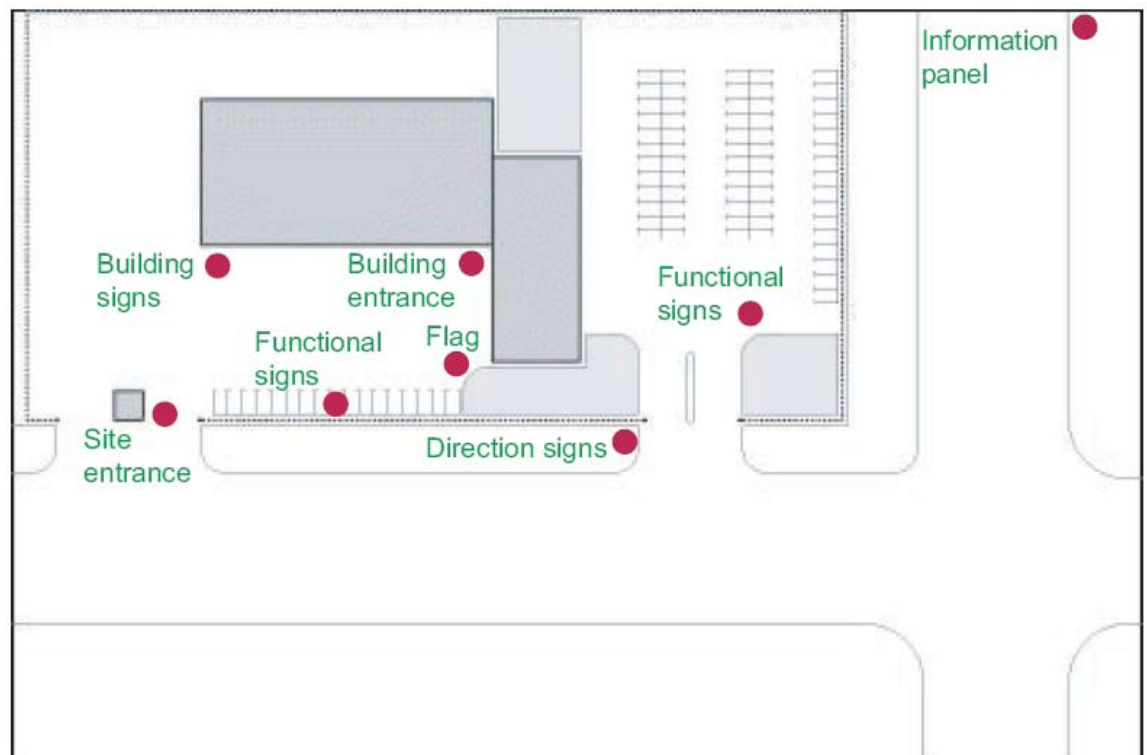
## Effectiveness

The effectiveness of site or building entrance signs depends largely on the location selected for the double-pole support structure or mounting surface.

## In addition, be sure to:

- Avoid inappropriate locations, such as near garbage or storage areas.
- Avoid anything likely to hide the signs, such as plants and parked vehicles.
- Place signs in front of fences rather than behind them.

Examples of locations:



# Signage: Flags

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Corporate flags are optional.

Corporate flags must be white with SE Spruce Green (Pantone 355) Schneider Electric logotype only. The Schneider Electric logo must be placed in the centre of flag.

Check with the local facility manager for regulations regarding flag height, size, and placement.

## Best Practice

Flags wear out quickly. Allow for three flags a year, or more in high-wind zones.



# Uniforms

## Polo shirts

Polo shirts can be in green or light grey with a white logo or in white with a green logo. Logo must be on the left chest area.



## Baseball caps

Baseball caps must be in green or light grey with a white logo or in white with a green logo. Logo must be centred on front only.

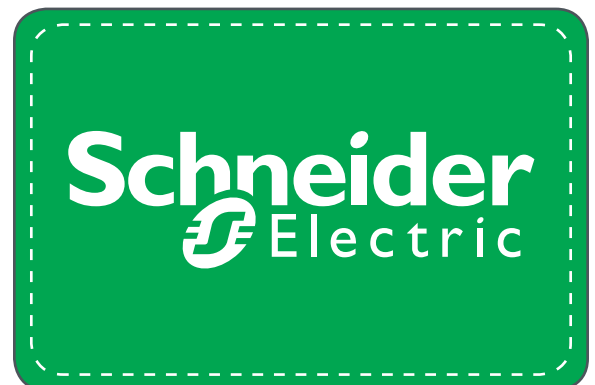
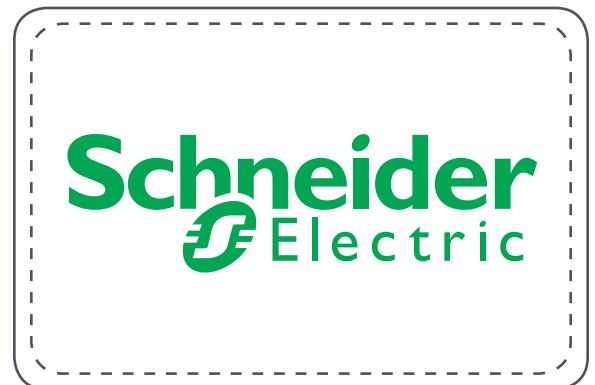


### Best Practice

Direct embroidery is the preferred method of garment customisation. Embroidered badges are permitted to re-brand existing items.

## Embroidered badges

- Badge size: 76.2 mm x 50.8 mm
- Logo size: 61.833 mm x 18.417 mm
- Badge colour: White with green logo or green with white logo
- Logo placement: centre of the badge



# Stationery: Business Cards

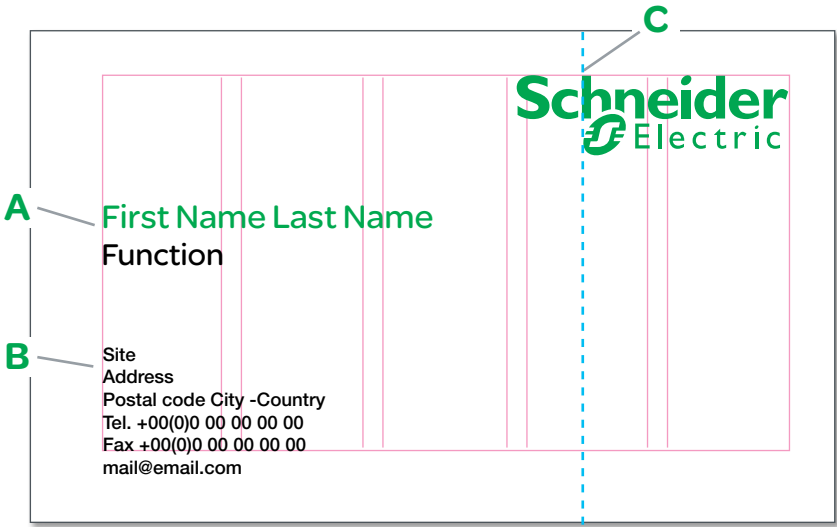
See the Templates addendum for more information.

## > Guides

**A**  
Name: SE Optimist  
Regular, 11 pt, SE Spruce  
Green (Pantone 355 C).  
Function: SE Optimist,  
10 pt, black

**B**  
Contact information:  
Helvetica Medium,  
6.5 pt/7 pt, black

**C**  
Logo: 'h' of logo rests  
against the 61.625 mm  
mark



## ★ Best Practice

The Schneider Electric business card may be adapted to include an employee's mobile phone number, alternative e-mail address, and Web address.

# Stationery: Letterhead

See the Templates addendum for more information.

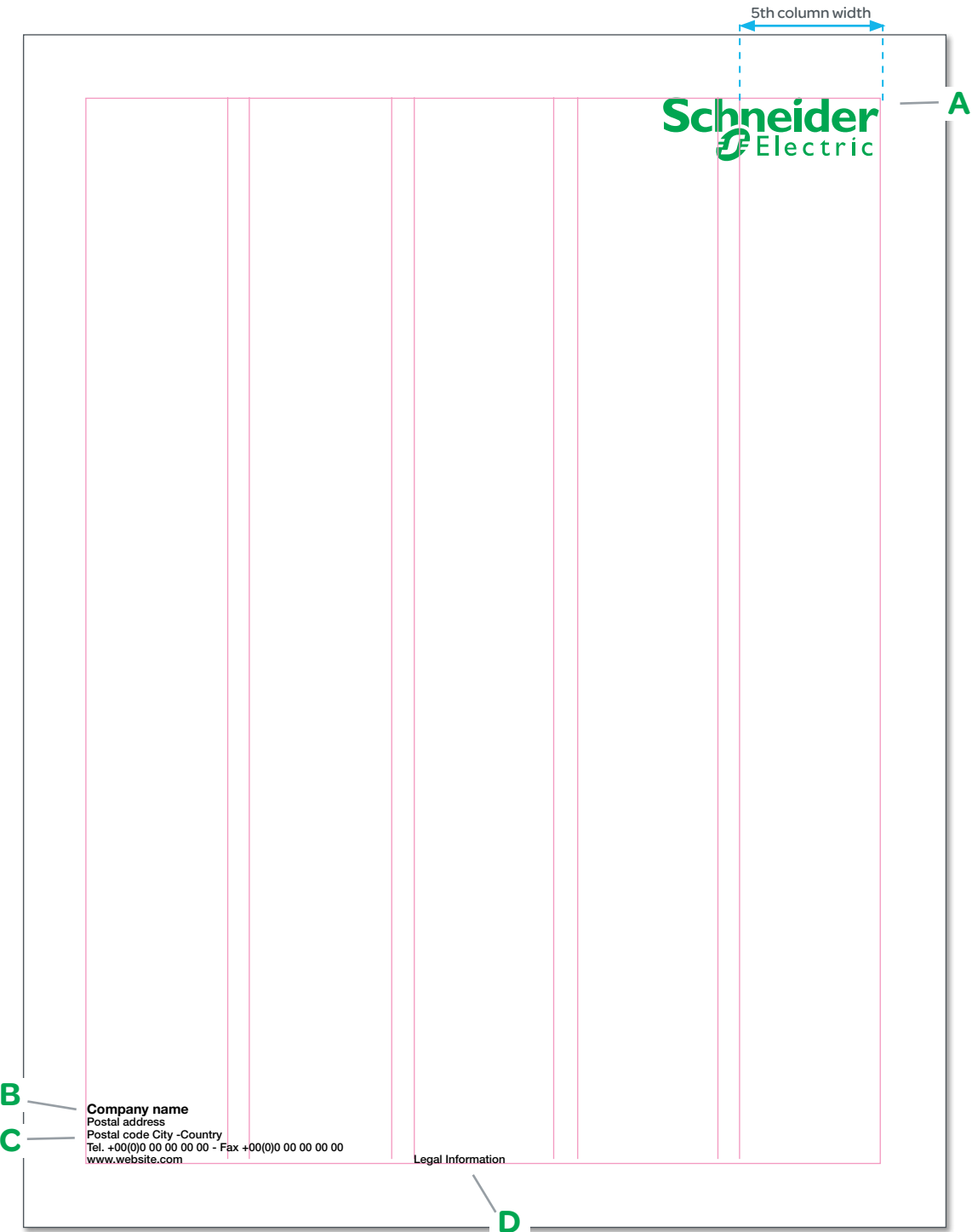
## > Guides

**A**  
Logo: upper right corner in fifth column. The space between the 'n' and the 'r' of 'Schneider' equals one column width

**B**  
Company name: Helvetica Bold, 9 pt, black, left aligned to first column

**C**  
Contact information: Helvetica Medium, 7 pt/8.4 pt, black, left aligned to first column

**D**  
Legal information: Helvetica Medium, 6 pt, black, left aligned to third column



# Stationery: Envelopes

## > Guides

**A** Logo: Upper left corner in first column; the space between the 'S' and the 'e' of 'Schneider' equals one column width

**B** Company name: Helvetica Bold, 9 pt, black, left aligned to first column

**C** Contact information: Helvetica Medium, 7 pt/8.4 pt, black, left aligned to first column

## Implementation

### Logotype

Use a 40-mm logotype width for the following types of envelopes:

- 140 x 90 mm
- 162 x 114 mm
- 220 x 110 mm
- 229 x 162 mm
- 250 x 176 mm

Use a 50-mm logotype width for the following type of envelopes:

- 324 x 229 mm
- 330 x 260 mm
- 365 x 275 mm

Black logotype can be used to print Kraft envelopes.

### Customisation

Schneider Electric uses several formats and types of envelopes (white, Kraft, etc.).

The information, format, and window size and placement may be adapted to reflect common usage in different countries.

See the Templates addendum for more information.





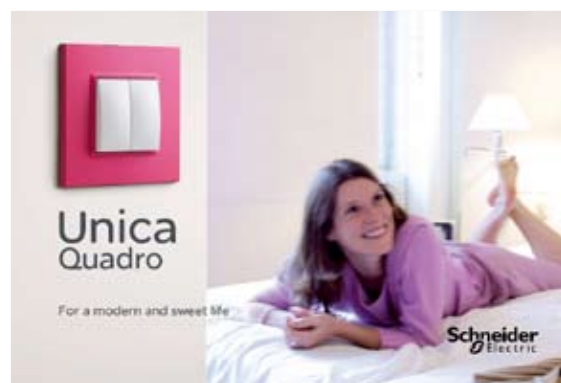
# Posters

- Logo: Lower right corner aligned with the fifth column
- Imagery: Full-colour bleed photo or a solid colour background from the primary or secondary palette with icon or symbol
- Text: SE Optimist Regular for headline, and SE Optimist Light for sub-heads; limited to two colours from the palette
- Copy: Minimal
- Universal poster sizes:
  - A1 (594 x 841 mm, 23.4 x 33.1 inches, 59 x 84 cm)
  - A2 (420 x 594 mm, 16.5 x 23.4 inches, 41.9 x 59.4 cm)
  - A3 (297 x 420 mm, 11.7 x 16.5 inches, 29.7 x 41.9 cm)

## ★ Best Practice

Writing on a photo is not always easy. When necessary, apply a colour gradation to lighten or darken the image. No rupture line should be visible.

Poster examples:



# Banners/Banner Stands

Banners must meet event or conference guidelines and Schneider Electric design standards.

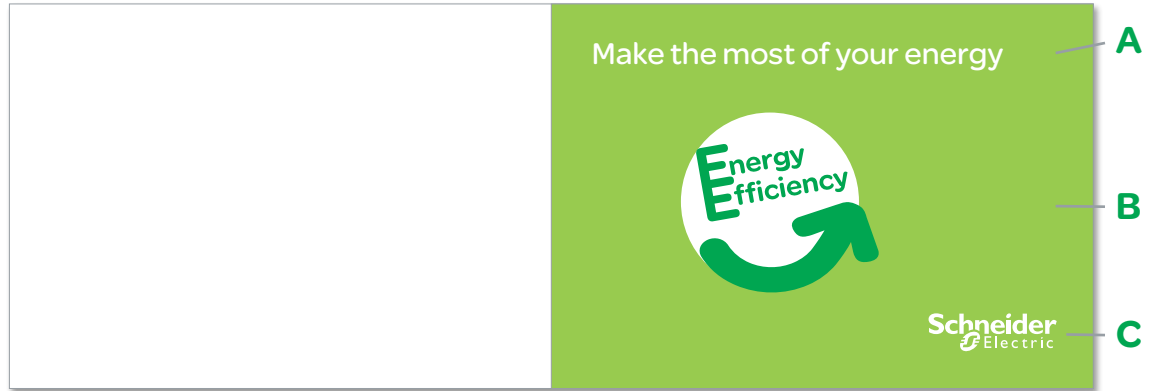
Examples of event banners/banner stands:



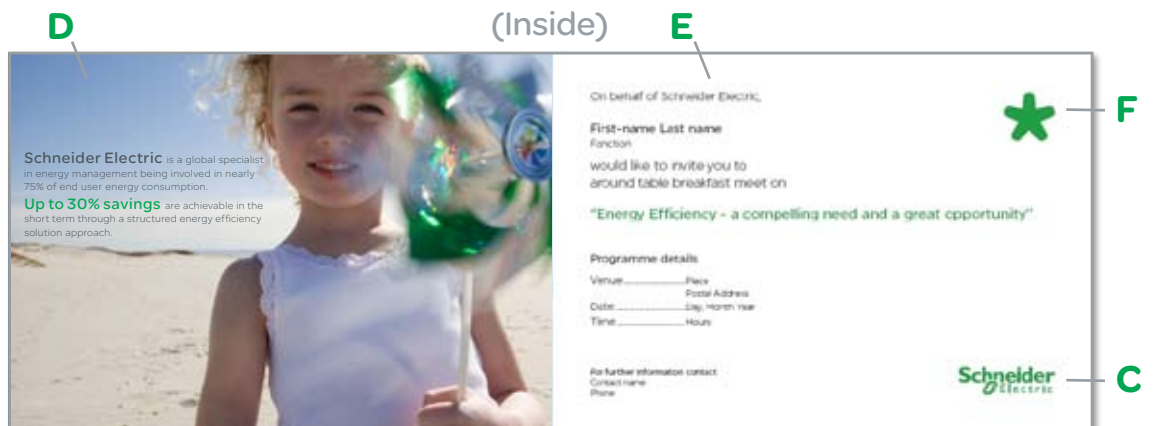
# Invitations

Invitations must include the Schneider Electric logo and meet company design standards.

(Outside)



(Inside)



Guides

A

Headline: One line;  
Font: SE Optimist Reg

B

Background: Full bleed  
image or colour from  
primary or secondary  
colour palette

C

Logo: Lower right corner

D

Fact/figure font:  
SE Optimist Reg

E

Main text: Helvetica Light  
and Medium; SE Optimist  
for special figure callout  
or quotes; aligned to left  
side of page

F

Icons/symbols: Primary  
or secondary colour  
palette

# Copy Guidelines

How to tell the Schneider Electric story  
in the voice of an energy optimist

# Copy Overview

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## Brand copy principles

Effective copy is media- and audience-driven, and each application has its best practices. However, these principles are universal:

- Use the active voice.
- Omit unnecessary words.
- Write as if the audience has a sixth-grade reading level.
- Emphasise one point per sentence and keep to one subject or theme per paragraph.
- Reinforce the most important points using secondary elements such as subheads, captions, and pull quotes.
- Inspire and invite the customer to respond.

### Best Practices

Copy Considerations:

- Who is my audience?
- What are the key messages?
- Does the copy project energy and optimism?

## Say more with less

Schneider Electric helps people achieve more while using less energy, so copy must get across everything the brand needs to communicate concisely, efficiently, and powerfully.

- Cut: Analyse the draft and cut any redundant words, phrases, sentences, or paragraphs. Look for repeated words, overused phrases, and words that do not add value.
- Focus: Make one point per sentence, keep to one subject or theme per paragraph, and emphasise one main message in each communication.
- Support: Attract the reader's attention and reinforce the message and most important points, using secondary elements such as subheadings, captions, pull quotes, examples, fact boxes, lists, or footnotes.

## Inspire a response

Schneider Electric is all about energy, so the brand's copy must inspire response by giving the reader a clear call to action. Make the invitation to respond as compelling as possible, with an emphasis on what the benefit is for the reader. Where relevant, provide phone numbers, e-mail addresses, and links to Web pages.

Never leave the reader asking, 'What do I do now?'

# Copy Overview

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## Tone of Voice

Confirm the project's direction by referring to the communications brief:

- Define the key elements involved.
- Identify your target audience and its perspective.
- Determine the most important message to communicate.
- Give the audience an action to take.

An active voice ensures that the copy expresses the energy optimism of Schneider Electric. A confident, strong tone of voice that reflects the corporate values should come through.

- **Passionate:** Write with a strong positive energy that wins people's attention, keeps them engaged, and inspires them to think, discuss, and act.
- **Open:** Use words that involve and inspire people. We are transparent about what we do and how we do it.
- **Straightforward:** Our customers value directness and simplicity. Write in a way that is easy to read, helps readers make sense of the complex, and is precise. Do not use jargon or filler; just clear, active, and inspiring words.
- **Effective:** When describing technical characteristics, use simple, descriptive, and precise words. Concentrate on action and benefits.

## Language

Our business language is UK business English for all international communications.

Use the national/regional language or UK business English for local communications, according to the needs and preferences of your audience.

Language guidelines:

- Avoid using words that have different meanings in US and UK English.
- Carefully guard against using problematic words in document titles, abstracts, headlines, or any other high-profile material.
- Use diction that is sympathetic to translation into other languages.

In keeping with UK English, Schneider Electric uses European date format (for example, Wednesday 27 February 2008) and time format ranging from 00:00 to 23:59.

Complete editorial guidelines are in development.

# Partnership Brand Guidelines

Communicating strategic alliances  
while preserving the brand

# Partnership Brand Guidelines

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## Introduction

These guidelines allow external partners to maintain their own branding conventions while satisfactorily representing their relationship with Schneider Electric. Compliance is mandatory.

## Partnership logo use

In certain cases, Schneider Electric logo use by third parties may be authorised under explicit written conditions.

### **A: Technical and/or commercial partners**

A right of use may be granted under certain conditions with some technical and commercial partners. In most cases this applies to panel builders, system integrators, and distributors. This right is dependent on existence of a contractual partnership document in which a specific section stipulates conditions and limits of use (validated by the legal department).

### **B: Consultancy, study service providers**

During the consultation phase, suppliers must use their own graphic design rules and logotypes for the communication media they employ to present their offer. When a service provision contract is concluded:

- The supplier continues to use its own graphic design rules and logotype elements for its communication media with its Schneider Electric partner(s).
- The supplier uses the standard communication media signed by Schneider Electric when it acts jointly or in delegation as a partner with Schneider Electric teams or customers (programme deployment phases).

Contribution of the service provider to design of the medium can then be indicated by means of an agreed-upon written statement. The statement is placed on a page inside or at the end of the document, never on the cover page, accompanied in some cases by the supplier's own logotype.



# Partnership Brand Guidelines

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## C: 'Brand promoter' third parties

Schneider Electric supplies third parties with its logo to include in certain external communications (i.e. quotation pockets, promotional documents with a space for the customer's stamp, corporate gifts). In these cases, there is no need for a written contract to authorise use as Schneider Electric continues to control distribution of these media.

When relatively durable communication media are used (vehicle markings intended for contractors, building signs, etc.), a contractual framework is required.

Common logo use by third parties:

- front panel marking of equipment constructed by delegation of Schneider Electric
- distributor signage
- standardised logograms intended to accompany written communications by partners

Examples of standardised logos to be supplied by Schneider Electric; they will be combined with the partners' logotype for use with their own customers. See Hotlinet intranet at:  
[http://hotlinet.schneider-electric.com/download/partnership\\_labels/index.html](http://hotlinet.schneider-electric.com/download/partnership_labels/index.html)



Logotype combinations (double-branding) is forbidden, except in specific joint-venture cases.

Third parties cannot assume right of use of a company's logotype without being authorised to do so by contract. Likewise, Schneider Electric's improper use of someone else's logotype in business is equivalent to usurping someone's identity in society: it is an offence.

Unauthorised use of the Schneider Electric logo is likely to form an infringement of corporate rights. If you observe improper use of the Schneider Electric logo, report it.

# Logotype Specifications

## Logo

The Schneider Electric partner endorsement logos are shown below. Examples showing proper logo usage are shown in the Design Standards chapter.



*Note: Logo files include text and artwork. Use only the approved logo files supplied by Schneider Electric.*

## Logo colours

The Schneider Electric partner endorsement logos are made from one PMS colour and black (see table below). Black is probably a colour required for your own print materials; therefore only one additional ink colour is needed to reproduce the logo in its optimal form, SE Spruce Green (Pantone 355 C). If printing in four-colour process, the CMYK equivalents are provided below. For presentations or on-screen use, RGB and Hexadecimal equivalents are provided.

Name	Preview	Pantone	CMYK	RGB	Hexadecimal
SE Spruce Green		355 C	100/ 0/100/0	0/149/ 48	#009530

## Logo colour options

Though it is preferable to use the full-colour version of a partner endorsement logo, sometimes practicality will dictate the need for a one-colour or black and white version.

# Partnership Logo Usage



## Guides

### A

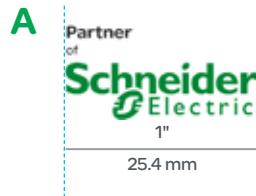
Logo should be no less than 25.4 mm (or 1 in.) wide

### B

Proper amount of free space around logo is equivalent to the size of the oval symbol

## Minimum size

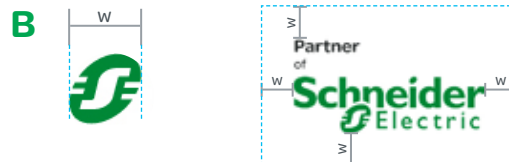
The width of the Schneider Electric partner endorsement logo must never be less than 25.4 mm (or 1 inch) wide.



## Free space

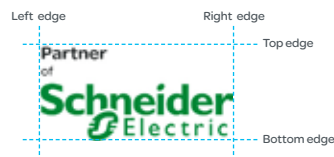
To communicate the relationship between Schneider Electric and its partners, it is important to maintain some free space around the Schneider Electric partner endorsement logo. This will allow each company sufficient space to communicate its brand and avoid any unintended associations between the two.

To ensure the proper amount of free space, use the width of the oval symbol to define the unit of measurement (W) for the respective logo versions. Then, apply that dimension to all four sides to arrive at the appropriate logo free space as shown at right.



## Alignment

Because the Schneider Electric logo is an irregular shape, it is important to understand how to align the logo with other objects on the page. The guides shown here illustrate which edges to use for alignment for each logo version.



# Stationery Guidelines

## Partnership business cards and envelopes

The Schneider Electric partner endorsement logos have been designed to complement each brand’s design and provide maximum flexibility for placement.

Here are examples of applications for the Schneider Electric partner endorsement logos. These are intended to provide guidance for the placement of a partner endorsement logo in sample applications.

>

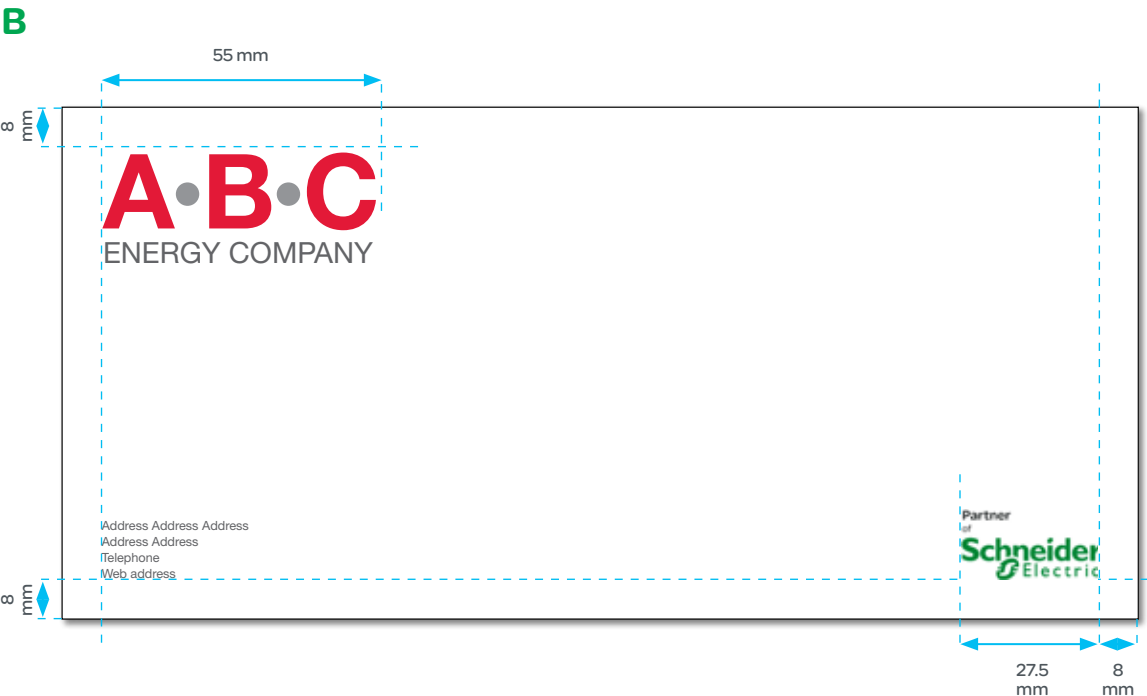
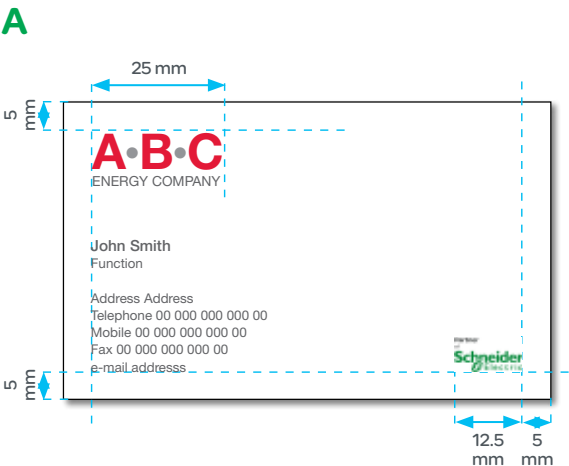
Guides

**A**

Allow the minimum logo free space around the partner endorsement logo and align on right margin, if possible;  
Name: Helvetica Medium, 8pt/9pt  
Job title/address: Helvetica Roman, 7pt/9pt

**B**

Allow the minimum logo free space around the partner endorsement logo and align on right margin;  
Address information: Helvetica Roman, 7pt/9pt



# Stationery Guidelines

## Partnership Letterhead

The Schneider Electric partner endorsement logos have been designed to complement each brand’s design and provide maximum flexibility for placement.

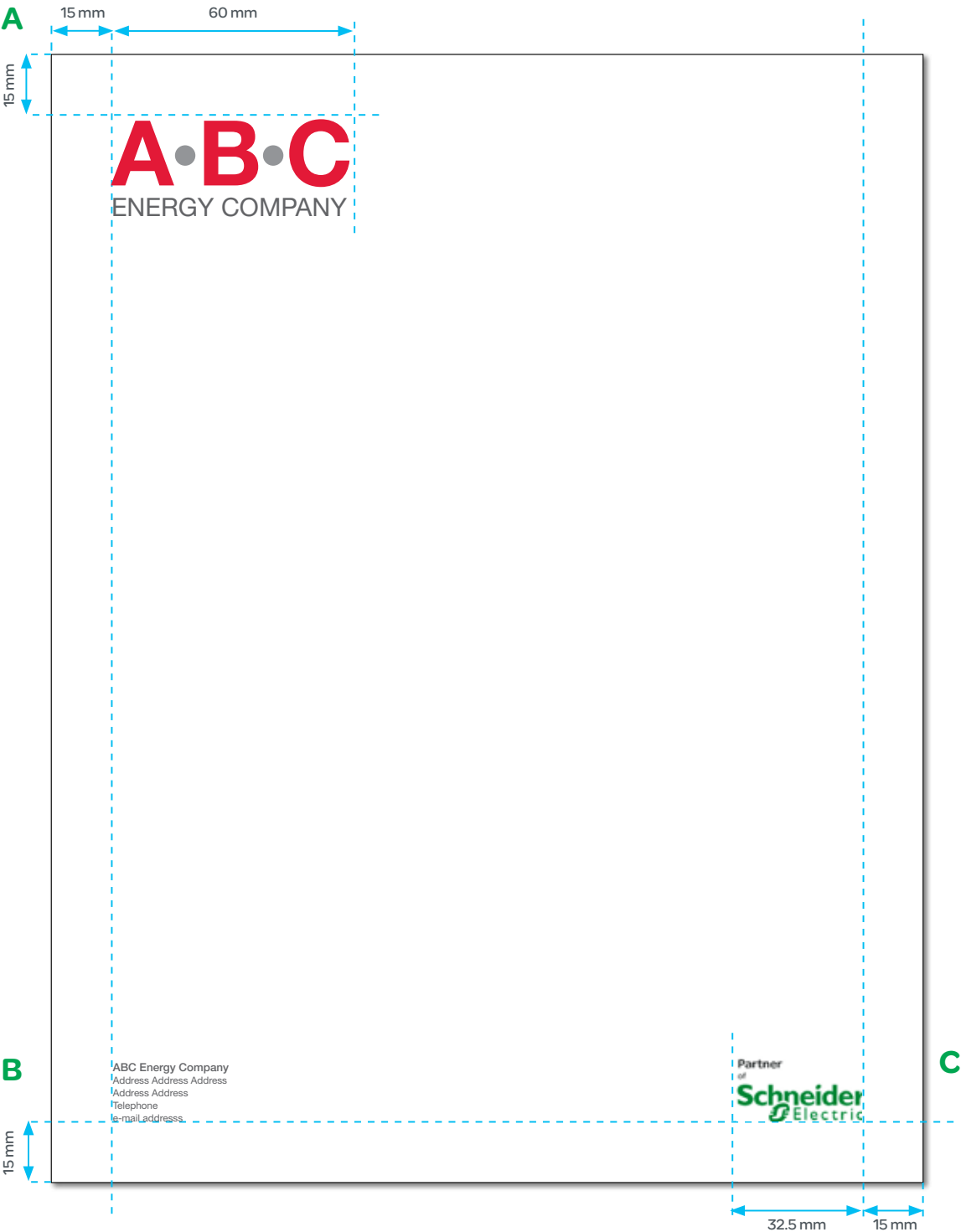
Here are examples of applications for the Schneider Electric partner endorsement logos. These are intended to provide guidance for the placement of a partner endorsement logo in sample applications.

### > Guides

**A**  
Allow the minimum logo free space around the company logo and align on left margin.

**B**  
Address block  
Name: Helvetica Medium, 8pt/9pt  
Address: Helvetica Roman, 7pt/9pt

**C**  
Allow the minimum logo free space around the partner endorsement logo and align on right margin.



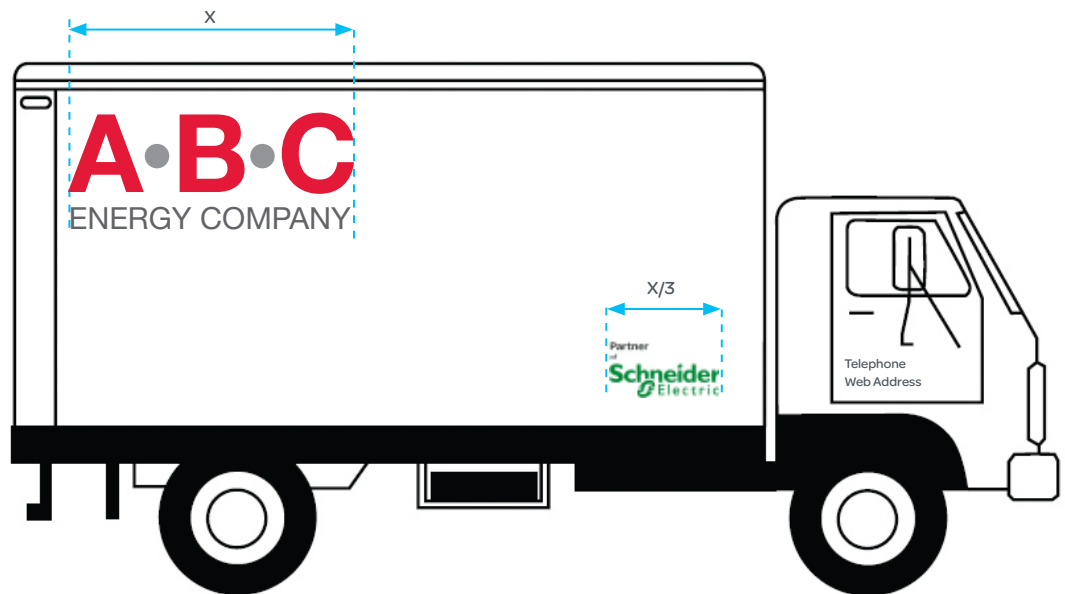
# Signage Guidelines

## Partnership vehicle marking

The Schneider Electric partner endorsement logos have been designed to complement each brand's design and provide maximum flexibility for placement.

Here are examples of applications for the Schneider Electric partner endorsement logos. These are intended to provide guidance for the placement of a partner endorsement logo in sample applications.

Vehicles



Official distributor signage



# ★ Make the most of your energy

## Schneider Electric

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