

# **visual identity manual**

## **企业视觉识别手册**



# 1

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## 1-1 COLOUR LOGOTYPE

The logotype is the first symbol by which SUEZ NWS is recognised all over the world.

It comprises a symbol and drawing made up of original letters.

IT MUST NEVER BE MODIFIED OR DEFORMED.  
The vector files are provided so that you do not have to reproduce it.

The coloured logotype on a white background, shown here, is the preferred version.

## 企业徽标（原色）

企业标徽是大家辨识苏伊士新创建的首要标志。

这标徽由一个符号以及公司英文名字缩写所构成。

您可以于Sharepoint站点下载标徽的矢量档案，绝不能对其作任意修改或改变其形状。

企业标徽配以白色背景为首选版本，如下图所示。



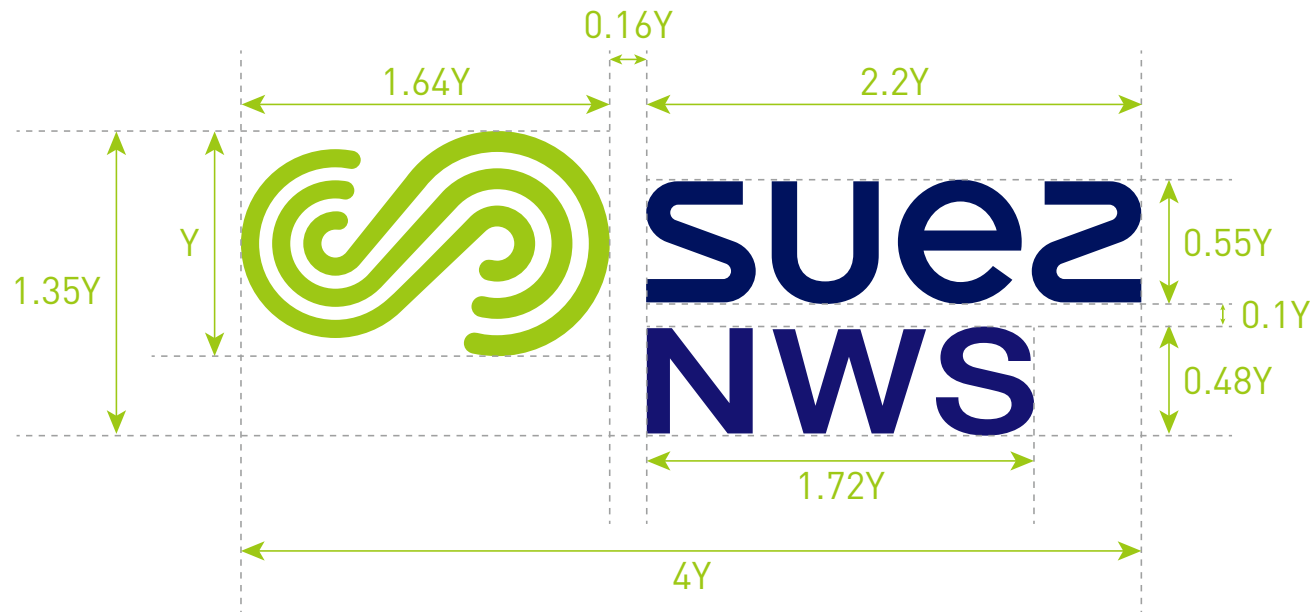
File to download on Sharepoint site: SUEZ Asia Communications  
此档案可于Sharepoint站点: SUEZ Asia Communications 下载

## 1-2 LOGO RATIO

The proportion of the logotype is fixed and must never be altered.

## 标徽比例

苏伊士新建标徽的组成比例是固定的，并且是不能变更的。



### Ratio by size of area

Graphic in A: "suez" in B: "NWS" in C = ~80% : ~60% : ~40%

所占空间比例

A 区的图形：B 区的 "suez" 字体：C 区的 "NWS" 字体 = ~80%：~60%：~40%

## 1-3 COLOURS OF THE LOGO 标徽颜色



FOUR-COLOUR PROCESS  
印刷四色模式

C 45 - M 0 - Y 100 - K 0

C 100 - M 90 - Y 0 - K 50

C 100 - M 100 - Y 0 - K 28

DIRECT TONE ON COATED PAPER  
适用于具涂层纸张的直接色调

PANTONE 375 C

PANTONE 2766 C

PANTONE 274

DIRECT TONE ON UNCOATED PAPER  
适用于不具涂层纸张的直接色调

PANTONE 382 U

PANTONE 2757 U

PANTONE 274

RGB  
三原色模式

R 170 - G 220 - B 20

R 3 - G 15 - B 64

R 14 - G 0 - B 89

HEXADECIMAL  
十六进制颜色代码

#AADC14

#030F40

#0E0059

## 1-4 LOGOTYPE ON IDENTIFYING COLOUR BACKGROUNDS

When the logotype is used on one of the identifying colours, the white is reintroduced into either in the symbol or the typography, as shown below.

No other colour combinations are permitted.

The use of these versions must remain exceptional. The coloured logotype on a white background takes priority.



## 特定背景颜色下标徽用法

当标徽的其中一种颜色被用作背景颜色时，便可使用白色将其取代，如下图所示。

除此之外，不可使用其他颜色组合。

这些组合只适用于个别情况，原色企业标徽配以白色背景版本为首选。



## 1-5 MONOCHROME LOGOTYPES

There are three monochrome versions of the logotype:

- 1 The black monochrome logotype, to be used on white or light grey backgrounds (maximum of 20% of black), when the printing process does not allow for a fine screen and/or when the logotype is very small.
- 2 The white monochrome logotype, to be used on dark grey backgrounds (more than 20% of black) or on black backgrounds. This version is also used on dark photographic backgrounds.

- 3 The Expert Blue monochrome logotype to be printed in direct tones, or for use on backgrounds made up of lighter secondary colours.



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## 单色标徽

共有三款单色标徽：

- 1 黑色标徽，须以白色或浅灰(含 20%黑色为上限)作背景颜色，当印刷过程中画面未够精细及/或企业标徽尺寸很小时可选择使用。
- 2 白色标徽，须以深灰(多于 20%黑色)或黑色作背景颜色；这亦适用于暗黑的相片背景上。

- 3 专家蓝标徽适用于印刷在直接色调，或当次要企业颜色被用作背景色调时。



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## 1-6 CHOOSING THE LOGOTYPE ON PHOTOGRAPHIC BACKGROUNDS

The various colour and monochrome versions of the logotype can be applied to all types of photographic backgrounds.

- 1 On light photographic backgrounds, use the preferred configuration of the colour logotype.
- 2 On dense photographic backgrounds that are predominantly blue, use the special version of the logotype intended for use on Expert Blue colour backgrounds.

- 3 On photographic backgrounds that are very dark or predominantly green, use the white monochrome version.

## 相片作背景时的标徽用法

各指定颜色组合及单色标徽均适合应用于所有相片背景上。

- 1 在颜色较浅的相片背景上，以原色企业标徽为首选。
- 2 在颜色较深且整体色调偏蓝的相片背景上，建议选用背景为专家蓝色调的特设标徽。

- 3 在较暗黑且整体色调偏绿的相片背景上，建议选用全白色的标徽。



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## 1-7 PROTECTION ZONE AND MINIMUM SIZE

A margin around the logotype was defined using the first "S" of SUEZ NWS. It determines the zone that protects the logotype against any other graphical features that could make it less readable.

No other visual items (text or images) must enter this zone.

Moreover, to remain readable, the logotype must be at least 30mm wide.

## 标徽保护区域和最小尺寸

标徽四周需留有苏伊士新创建英文名字首个字母“S”尺寸的空白位置，这构建了标徽的保护区域，以免被其他图形特征影响其可读性，任何可见项目(文字或图片)均不可进入此区域。

此外，为了确保其可读性，标徽的最小阔度尺寸为30毫米。



## 1-8 DON'TS

The logotype must never be modified or deformed, in terms of colours or design.

- 1 Do not create a Bright Green monochrome version.
- 2 Do not invert the colours of the symbol and the typography.
- 3 Do not place the logotype on a solid-coloured background that is not one of the identifying colours.

- 4 Do not add a border around the logotype.
- 5 Do not use the symbol alone.
- 6 Do not use the logotype without its symbol.
- 7 Do not apply any effects, such as shadows, to the logotype.
- 8 Do not modify the design of the symbol, for example by adding a wire frame.

## 错误用法

绝不能修改企业标徽的颜色，也不能改变其形状设计。

- 1 不可创立明绿色单色版本。
- 2 不可对调符号及文字颜色。
- 3 不可将标徽放于未被认可的背景颜色上。
- 4 不可于标徽上加上边线。
- 5 不可只用标徽符号部份。
- 6 不可只用标徽文字部份。
- 7 不可加添任何视觉效果，如为标徽加上阴影。
- 8 不可修改标徽符号设计，如以边线代替。



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## 1-9 POSITIONING RULES FOR CO-BRANDING

Whenever the SUEZ NWS logotype is associated with a partner, the size is adjusted visually, so that both logotypes occupy the same surface area.

- 1 Rules for positioning on white backgrounds. The logotypes are aligned with the foot of the word SUEZ. They are separated by a distance twice the size of the first "S" of SUEZ NWS.

- 2 Rules for positioning on coloured or mixed backgrounds. The SUEZ NWS logotype is positioned in a white box that is equivalent to its protection zone (see page 9). The title blocks are separated by a distance equal to the size of the first "S" of SUEZ NWS. The use of the logotype in a box is strictly for co-branding only.

## 品牌合作的企业标徽置放原则

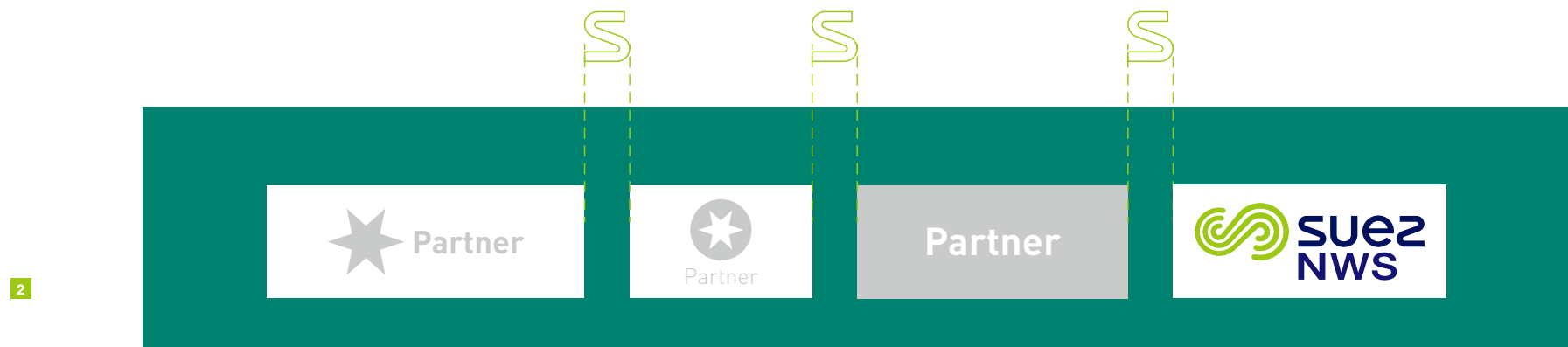
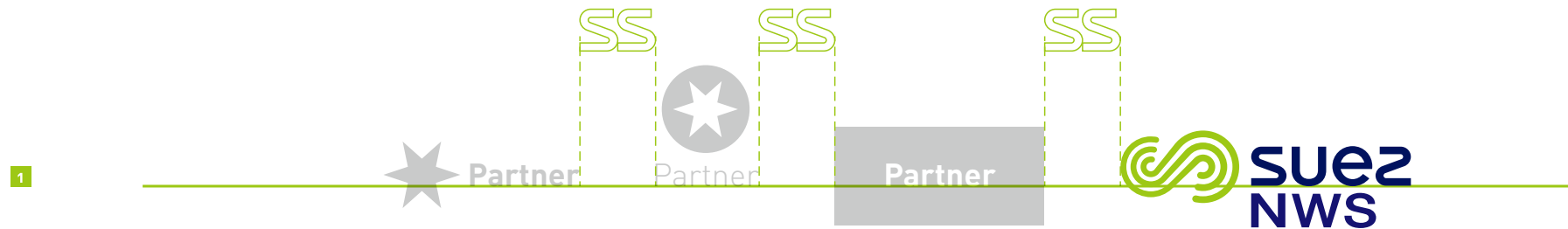
当苏伊士新创建企业标徽需要与合作伙伴的标徽置放于一起时，需要按比例调整标徽的大小，以确保所有标徽清晰可见并置于同一水平上。

- 1 标徽置于纯白色背景上。苏伊士新创建标徽以“suez”作参照与其他标徽向下对齐。各个标徽之间以苏伊士新创建首个“s”字母的两倍大小作间距排列。

- 2 标徽置于颜色背景或混色背景上。企业标徽需要置于等同保护区大小的白色色块内(详见本手册第9页“标徽保护区和最小尺寸”)。

各标徽色块以苏伊士新创建首个“s”字母的大小作间距排列。

标徽置于白色色块的用法只适用于苏伊士新创建与不同品牌合作的情况。



## 1-10 SPECIAL VERSION OF THE LOGOTYPE (CO-BRANDING)

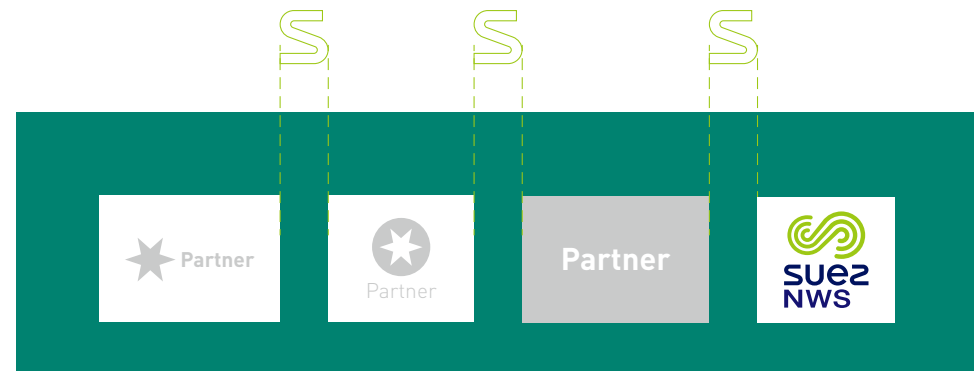
There is a special version of the SUEZ NWS logotype, designed for use in a very restricted space for co-branding purposes.

IMPORTANT. This version is strictly limited to co-branding and its use must remain exceptional.

## 标徽的特别版本(品牌合作)

此标徽的特别版本用于解决因品牌合作并列而令可使用空间受限的情况。

注意：此为特殊情况，并只适用于品牌合作用途。



## 1-11 SPECIAL VERSION OF THE LOGOTYPE (BILINGUAL VERSION)



## 标徽的特别版本( 双语版本 )



FOUR-COLOUR PROCESS 印刷四色模式	C 45 - M 0 - Y 100 - K 0	C 100 - M 90 - Y 0 - K 50	C 100 - M 100 - Y 0 - K 28	C 20 - M 0 - Y 0 - K 60
DIRECT TONE ON COATED PAPER 适用于具涂层纸张的直接色调	PANTONE 375 C	PANTONE 2766 C	PANTONE 274	PANTONE 430 C
DIRECT TONE ON UNCOATED PAPER 适用于不具涂层纸张的直接色调	PANTONE 382 U	PANTONE 2757 U	PANTONE 274	PANTONE 430 C
RGB 三原色模式	R 170 - G 220 - B 20	R 3 - G 15 - B 64	R 14 - G 0 - B 89	R 112 - G 127 - B 135
HEXADECIMAL 十六进制颜色代码	#AADC14	#030F40	#0E0059	#707F87

## 1-12 BY-LINE

The byline "A member of SUEZ NWS Limited" for English and "苏伊士新创建有限公司成员" for Chinese should be applied under any situation that a collateral of a SUEZ NWS' joint venture(s) with their own company name and their own logo for external communication.

These words are set in DIN PRO Regular for English version; while FZZhunYuan GBK (方正准圆 GBK) for Chinese version.

For enquires on the use of byline, please contact Communications and Sustainability Department of SUEZ NWS (communication.asia@suez.com).

## 附注

当苏伊士新创建下辖的合作公司在对外沟通时使用了该合作公司名称和标徽，须附注中文版本“苏伊士新创建有限公司成员”或/和英文版本“A member of SUEZ NWS Limited”。

附注字句英文字体须使用DIN PRO Regular，而中文字体则须使用方正准圆 GBK (FZZhunYuan GBK)。

如对此附注的使用存有任何疑问，请向苏伊士新创建有限公司企业传讯及可持续发展部 (communication.asia@suez.com) 咨询。

# A member of SUEZ NWS Limited

## 苏伊士新创建有限公司成员

## Sample



## 1-14 CORPORATE COLOUR

Seven additional hues, derived from the colours of logo, complete the selection of colours available for use on SUEZ NWS's communications materials.

These colours can be used as solid-coloured backgrounds or in texts, in addition to black.





The preferred white background is also an integral part of our selection of colours.

## 企业颜色

企业标徽颜色加上由其衍生出的七种额外色调，成为了苏伊士新创建所有沟通及宣传材料的一系列可选用色彩。

除了黑色外，这些色调均可被用作实色背景或字体颜色。

背景首选的白色亦为整体颜色搭配之一。

						
	EXPERT BLUE 专家蓝					NWS BLUE 新创建蓝
FOUR-COLOUR PROCESS 印刷四色模式	C 100 - M 90 - Y 0 - K 50	C 75 - M 64 - Y 25 - K 10	C 50 - M 37 - Y 20 - K 0	C 30 - M 20 - Y 10 - K 0	C 10 - M 7 - Y 4 - K 0	C 100 - M 100 - Y 0 - K 28
DIRECT TONE ON COATED PAPER 适用于具涂层纸张的直接色调	PANTONE 2766 C	-	-	-	-	PANTONE 274
DIRECT TONE ON UNCOATED PAPER 适用于不具涂层纸张的直接色调	PANTONE 2757 U	-	-	-	-	PANTONE 274
RGB 三原色模式	R 3 - G 15 - B 64	R 61 - G 70 - B 108	R 118 - G 124 - B 151	R 171 - G 175 - B 191	R 213 - G 214 - B 222	R 14 - G 0 - B 89
HEXADECIMAL 十六进制颜色代码	#030F40	#3D466C	#767C97	#ABAFBF	#D5D6DE	#0E0059
						
	BRIGHT GREEN 明绿色				BY-LINE GREY 附注灰	WHITE 白色
FOUR-COLOUR PROCESS 印刷四色模式	C 45 - M 0 - Y 100 - K 0	C 36 - M 0 - Y 80 - K 0	C 24 - M 0 - Y 53 - K 0	C 12 - M 0 - Y 26 - K 0	C 0 - M 0 - Y 0 - K 70	C 0 - M 0 - Y 0 - K 0
DIRECT TONE ON COATED PAPER 适用于具涂层纸张的直接色调	PANTONE 375 C	-	-	-	PANTONE COOL GRAY 8 C	-
DIRECT TONE ON UNCOATED PAPER 适用于不具涂层纸张的直接色调	PANTONE 382 U	-	-	-	PANTONE COOL GRAY 8 C	-
RGB 三原色模式	R 170 - G 220 - B 20	R 196 - G 222 - B 81	R 210 - G 226 - B 140	R 224 - G 231 - B 199	R 113 - G 113 - B 113	R 255 - G 255 - B 255
HEXADECIMAL 十六进制颜色代码	#AADC14	#C4DE51	#D2E28C	#E0E7C7	#717171	#FFFFFF

## 1 -15 TYPOGRAPHY

In order to guarantee the consistency of all SUEZ NWS's communications materials, all electronic documents and printed materials for commercial use shall use the font package provided by SUEZ NWS in both Chinese and English.

English texts fonts are DIN PRO and DIN

CONDENSED PRO, while Chinese texts font is FZYuan GBK (方正圆体 GBK) provided by Communications and Sustainability Department.

As for electronic use, all English texts will use Arial. This also applies to office and web tools.

Note that in the body text, "SUEZ NWS" is always written in capitals.

## 字体

为确保所有苏伊士新创建沟通和宣传材料的一致性，所有对外商用的电子文件及印刷品，中英文字体须使用公司提供的字体文件，英文为DIN PRO及DIN CONDENSED PRO，中文字体为方正圆体 GBK（FZYuan GBK）。字体安装包请按企业传讯与可持续发展部门指定的下载地址下载并安装。

如作电子用途而并没有此企业字体字款时，英文字体也可用Arial代替。

这同样适用于办公室及网络工具。

注意，若内文中提及苏伊士新创建英文名字时（“SUEZ NWS”），均须使用大写。

DIN PRO | LIGHT – REGULAR – MEDIUM – BOLD – BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

DIN CONDENSED PRO | LIGHT – REGULAR – MEDIUM – BOLD – BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

ARIAL | REGULAR – BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

方正细圆

苏伊士新创建有限公司

方正准圆

苏伊士新创建有限公司

方正粗圆

苏伊士新创建有限公司

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 Any questions of fonts installation, please contact [helpdesk.asia@suez.com](mailto:helpdesk.asia@suez.com)  
如字体安装遇到问题，请联系 [helpdesk.asia@suez.com](mailto:helpdesk.asia@suez.com)



## 1-16 SUEZ NWS'S FOUR ACTIVITIES

Throughout this manual, adapted variations of the corporate stationery items are also presented for SUEZ NWS's various activities.

These 4 activities are:

- Recycling and Recovery
- Smart & Environmental Solutions
- Treatment Infrastructure
- Water Operations

### 4 Activities



## 苏伊士新创建 四大业务单元

此手册其后所阐述的文具和沟通材料，将以苏伊士新创建四大单元分类。

此四大业务单元分别为：

- 固废资源管理
- 智慧与环境解决方案
- 水务工程
- 水务运营

### 四大业务单元

