

GRAPHIC GUIDELINES

January 2018



Partners, unlimited

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1

OUR
BRAND

1. Our vision

Our vision

Leaders are transforming processes and turning the supply chain into a real source of value.

At GEFCO, we believe value is created through cooperation.

Our open mindset and the humility to listen and learn from our partners take us the extra mile.

This is **GEFCO's Infinite Proximity[®]**.

2. Our mission

Our mission

Our global network is driven by the desire to push back boundaries and respond with agility to the most demanding challenges.

We explore and invent flexible and smart solutions.

We build long-lasting cooperation and earn the trust of our partners every day.

We are proud of our unwavering commitment to excellence.

3. Our personality

Our personality

We are strongest when working as a team with shared values.
We are:

Agile
Caring
Cooperative

Trustworthy
Courageous

4. Our signature

Our signature

PARTNERS, UNLIMITED

- Showing the powerful equality and complementarity of the 2 key ideas – Giving them their own space.
- Rhythms and humanise like a sentence pronounced by a colleague, a client, a supplier

- Cooperative mood and mode
- Reciprocity & Proximity
- Sharing a common goal/objective
- Strong understanding and attention to clients' issues and needs
- Flexible and knowledgeable pool of people
- Test and learn
- Breaking down internal silos

- In terms of expertise, network, geography, commitment
- In terms of success, generating sustainable growth
- In terms of creativity, thinking out of the box, and designing tailor made solutions
- In terms of proximity with long-lasting relationships
- With a strong taste for challenge, pushing back boundaries, exploring new possibilities

GEFCO pursues a unique brand strategy.

In this context, GEFCO. Partners, unlimited has been registered in 62 countries where the presence of the GEFCO brand is concentrated; and in 4 classes that cover most of its activities: 20,35,37,39. If you have any questions, please contact the Marketing Department.

5. Our declaration

Our declaration

At GEFCO, we have a unique sense of **Infinite Proximity[©]**.

We are proud of the history that has forged our expertise.
It has taught us to listen and learn from our partners, exploring the best ways
to build long-term relationships and share growth.

We push back the boundaries, overcoming the most demanding supply chain
challenges and inventing lasting solutions to our partners' needs.

We share core commitments: strong cooperation, agility, a global network,
courage and caring.

We are strongest when working as a team with shared values.

We increase trust day by day through our reliability and our results.

We are Partners, unlimited.



1. Logotype

A NEW LOGOTYPE

The new GEFCO logotype uses a yellow lined square with a font especially designed.

The logotype is lighter and more transparent.

When the name GEFCO is used in a text, it must always be written in capital letters.

If there are major difficulties associated with the printing technique, the logotype may be printed in monochrome (black or white reserve as shown opposite).



GEFCO YELLOW

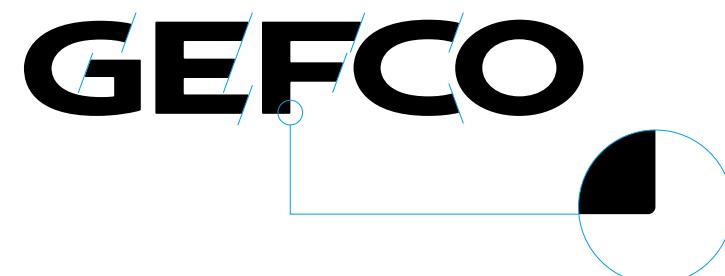
PANTONE®
116C

CMYK
C -
M 20
J 100
N -

RGB
R 255
V 205
B -

HEX
#FFCD00

RAL
1018



2. Brand block

THE BRAND BLOCK

The Brand block always consists of the logotype associated directly with the baseline.

The baseline is always:

- written in white on a blue background or in blue on a white background.
- in English, following the logotype (on the right or below),
- generated in the Univia Pro Bold font and in lower case.

There are two versions of the brand block.

Version A is to be used first.

A/Right-hand Brand block version

In this Brand block, the baseline is always:

- placed to the right of the logotype
- placed in accordance with the rule shown opposite (equivalent to 6 squares wide).

B/Centred Brand block version

In this Brand block, the baseline is always:

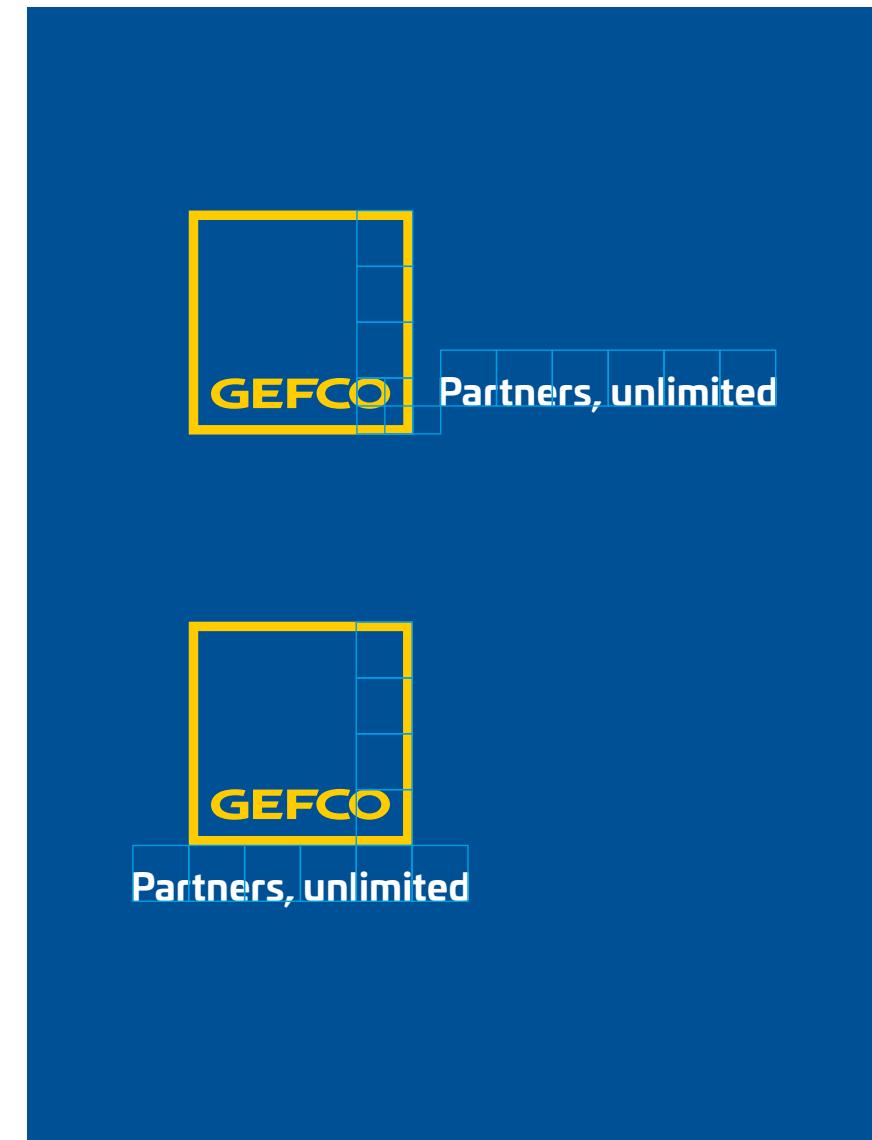
- centred below the logotype
- placed in accordance with the rule shown opposite (equivalent to 6 squares wide).

The brand signature is in English and never translated.

A



B



3. Minimum size and protection area

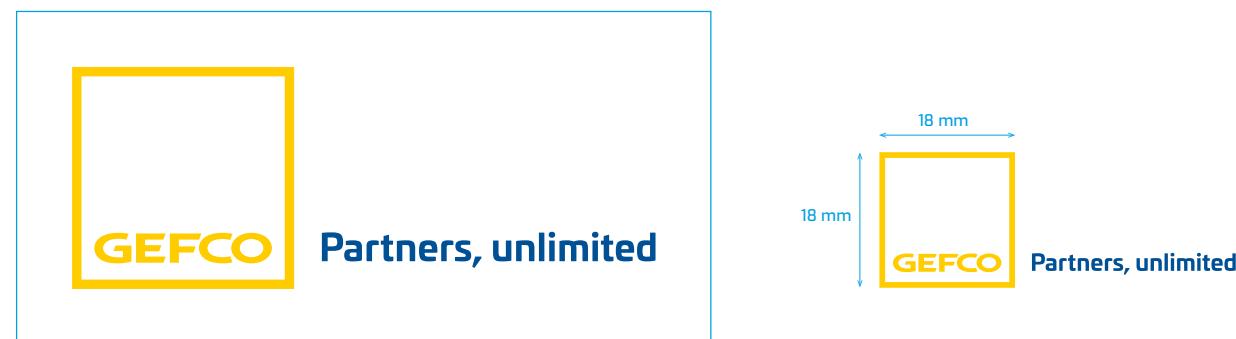
PROTECTION AREA

To ensure the legibility of the logotype, a protection zone has been created. This is indicated by a technical net (not-printable). It corresponds to half the logotype's square. This space must always remain free of any graphic or typographic element likely to interfere with the logotype.



MINIMUM SIZE

To ensure legibility of the logotype, the minimum size is 18mm.



4. Application to backgrounds

APPLICATIONS TO BACKGROUNDS

The visibility of the logotype is our priority.

To optimise it, the following 2 uses are recommended:

- White background
GEFCO Pantone 7462® blue background

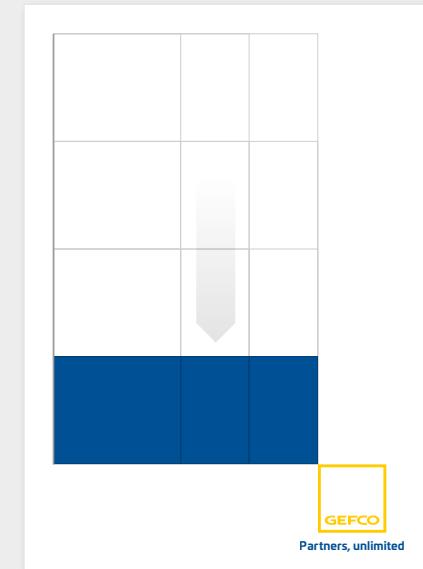
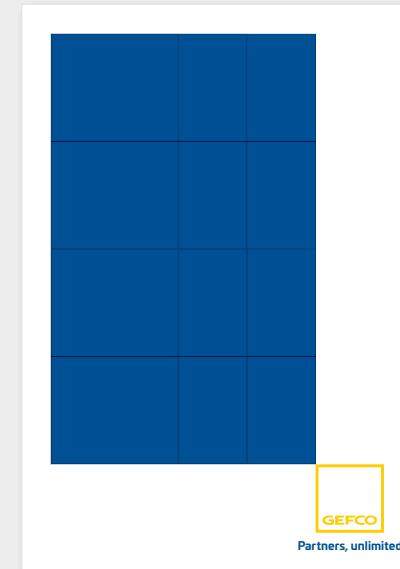
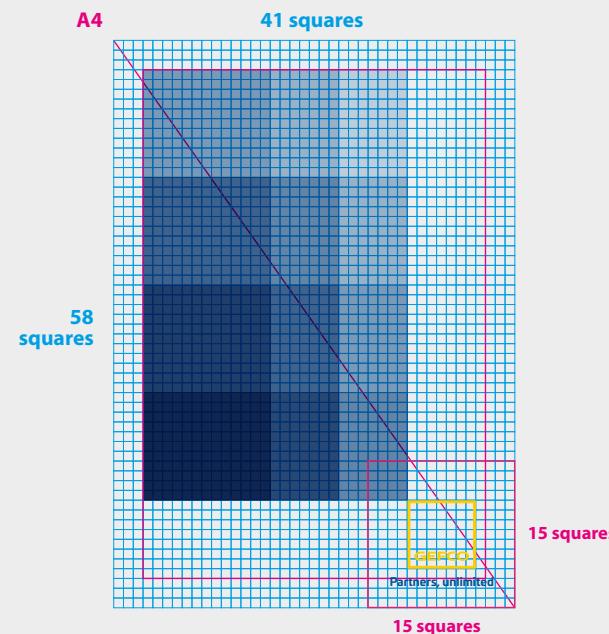
- Deep photo background
In all cases, the background must always be sufficiently deep or contrasted to ensure the logo stands out and is legible.



5. Placement of the logo with a dialog box

PLACEMENT OF LOGOTYPE WITH A DIALOG BOX

When the logotype is associated with the dialog box, it is systematically placed in the bottom right-hand corner, as shown. Details for using the dialog box are given in chapter two.



6. Placement of the logotype only

PLACEMENT OF LOGOTYPE ON ITS OWN

In certain specific situations, the GEFCO name will appear on its own on an item.

This happens when the available surface area does not allow optimal readability of the Brand block, e.g. on a sign or in the branding of goodies.

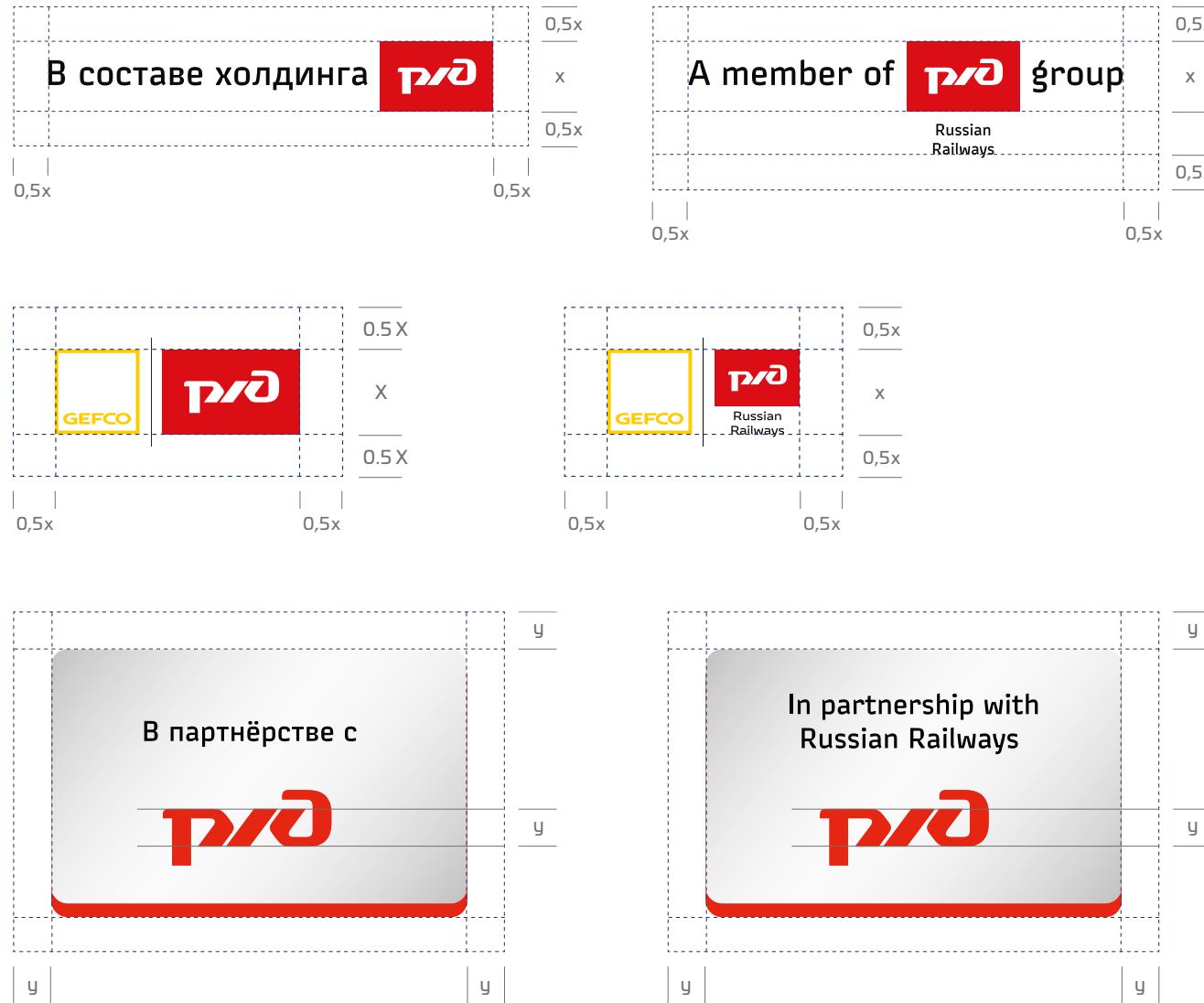


7.1 RZD co-branding

CO-BRANDING WITH RZD

The principle of co-branding with our shareholder RZD remains unchanged.

The new version of the GEFCO logotype is positioned as it was originally, while keeping the defined protection area.



7.2 Joint-venture co-branding

CO-BRANDING WITH OUR JOINT-VENTURES

A co-branding principle has been developed for the following 3 cases:

- GEFCO owns less than a 50% stake, GEFCO is therefore a partner of brand X, see diagram 1.
- GEFCO owns a stake of more than 50%, brand X is a member of GEFCO, see diagram 2.
- GEFCO and brand X own equal stakes, they exist side by side, see visual 3.

The GEFCO logotype must be positioned alongside the partner brand, respecting the protection area defined earlier.

The indication is written in our font.

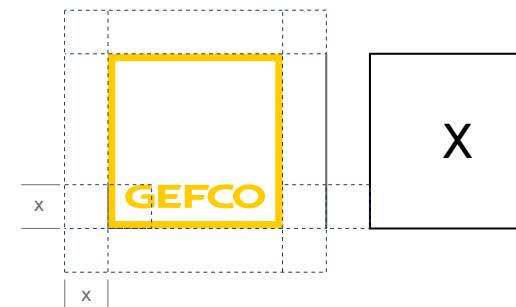
- ① GEFCO holds less than a 50% stake



- ② GEFCO holds more than a 50% stake



- ③ 50/50% > use of the two brands in question



7.3 Temporary co-branding

TEMPORARY CO-BRANDING

Temporary co-branding helps frame temporary associations while giving a framework for allowing our brand use to be respected.

This co-branding principle is applied to three scenarios:

- With a provider, see diagram 1.
- With a client, see diagram 2.
- With a partner, see diagram 3.

① Provider



② Client



③ Partner



7.4 Customer service applications

Co-branding

CUSTOMER SERVICE

APPLICATIONS

CO-BRANDING

A co-branding principle has been developed for the following 2 cases:

- Priority version 1.
- Secondary version 2.

8. Non authorized actions

In order to ensure absolute integrity, any modification of the logotype is forbidden. Here are some examples of inappropriate use of the logotype. This list is not exhaustive.



Change of colour



Change of font



Distortion of logo



Square with blue background



Strap line over 2 lines

**Partners,
unlimited**

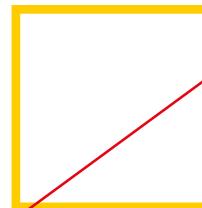


Change of strap line colour

Partners, unlimited



Square on its own



Text outside square



Change of strap line font

Partners, unlimited

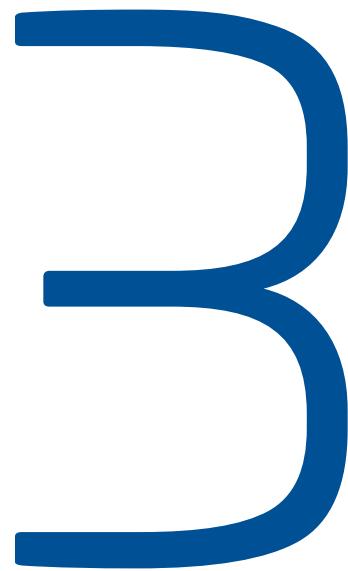


Blue square and text



Placement of strap line to left

Partners, unlimited



**VISUAL
EXPRESSION**

A large, bold, blue, stylized number '3' is positioned on the left side of the page. To its right is a vertical yellow bar. Next to the bar, the words 'VISUAL EXPRESSION' are written in a bold, blue, sans-serif font.

1. Colour palette

BRAND PALETTE

This restricted palette helps to frame visual communication and maintain consistency and control.

It will be used as a priority for the various types of communication.

It is therefore important to respect the references shown opposite.

SECONDARY PALETTE

This palette includes tones of the same depth as the brand colours in order to maintain sufficient contrast. These colours can be used to highlight information or separate categories, topics or chapters.

Each one exists in 2 shades.

PALETTE BRAND

GEFCO YELLOW

PANTONE®
116C

CMYK
C -
M 100
M 70
Y 100
K -

RGB
R 255
G 205
B -

HEX
#FFCD00

RAL
1018

GEFCO BLUE

PANTONE®
7462C

CMYK
C 99
M 1
Y 5
K 5

RGB
R -
G 83
B 139

HEX
#00538B

RAL
5005

WHITE
RAL
9010

SECONDARY PALETTE

PANTONE®	CMJN	RVB	HEX
639C	C 99 M 1 Y 5 K 5	R - G 153 B 212	#0099D4



CMJN	RVB	HEX
C 40 M - Y 10 K -	R 163 G 216 B 231	#A3D8E7

PANTONE®	CMJN	RVB	HEX
341C	C 95 M 5 Y 82 K 24	R - G 125 B 74	#007D4A



CMJN	RVB	HEX
C 30 M - Y 40 K -	R 194 G 221 B 176	#C2DDBO

PANTONE®	CMJN	RVB	HEX
7564C	C - M 45 Y 100 K 4	R 238 G 152 B -	#EE9800



CMJN	RVB	HEX
C 5 M 10 Y 25 K -	R 245 G 230 B 201	#F5E6C9

PANTONE®	CMJN	RVB	HEX
187C	C 7 M 100 Y 82 K 26	R 174 G 16 B 34	#AE1022



CMJN	RVB	HEX
C 5 M 25 Y 20 K -	R 241 G 205 B 197	#F1CDC5

PANTONE®	CMJN	RVB	HEX
219C	C 1 M 92 Y 4 K -	R 230 G 41 B 132	#E62984



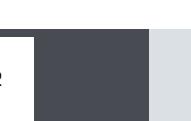
CMJN	RVB	HEX
C 0 M 30 Y 5 K -	R 248 G 200 B 216	#F8C8D8

PANTONE®	CMJN	RVB	HEX
7676C	C 61 M 64 Y 3 K -	R 123 G 103 B 168	#7B67A8



CMJN	RVB	HEX
C 30 M 30 Y - K -	R 189 G 181 B 218	#BDB5DA

PANTONE®	CMJN	RVB	HEX
7540C	C 41 M 28 Y 22 K 70	R 72 G 77 B 82	#484D52



CMJN	RVB	HEX
C 5 M - Y - K 15	R 218 G 224 B 227	#DAE0E3

PANTONE®	CMJN	RVB	HEX
404C	C 20 M 25 Y 30 K 59	R 114 G 105 B 97	#726961



CMJN	RVB	HEX
C - M - Y 5 K 15	R 228 G 226 B 220	#E4E2DC

2. Fonts

MAIN FONT

As the identifying typography, **UNIVIA PRO** contributes to the recognition of GEFCO communications and generates a simple, effective and familiar brand image.

It is to be used for all brand communications.

ALTERNATIVE FONT

A specific font for web and desktop uses has been defined: this is the **EXO** (Google font). This font is used only when the main font cannot be used.

When a document is to be shared with external users, the Arial Font will be used.

Univia Pro

Univia Pro bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia Pro light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Univia becomes
the brand font.

Exo (Google Font)

Exo bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Exo regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Exo light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Exo is the alternative
brand font.

3.1 Dialog box presentation

THE DIALOG BOX

GEFCO's new form of expression features on all our communications. It showcases the openness, dynamism and cooperative nature of the brand. A dialog box therefore opens and delivers GEFCO's message. The GEFCO logotype automatically signs the message, in the bottom right-hand corner of this box.

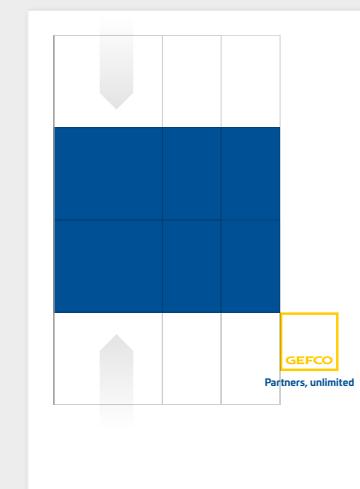
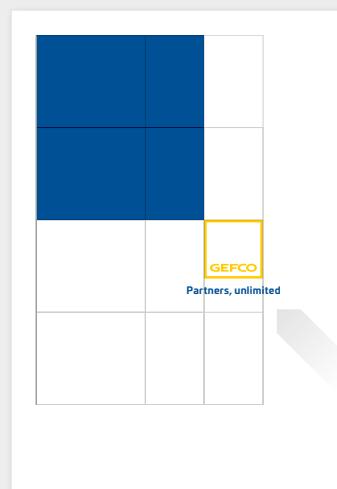
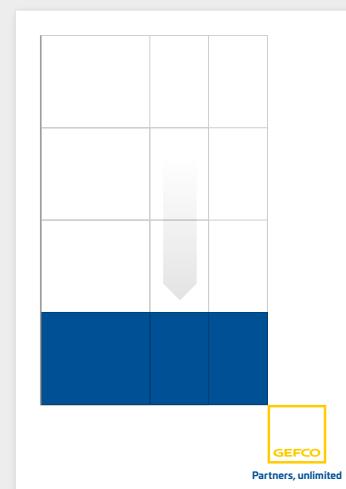
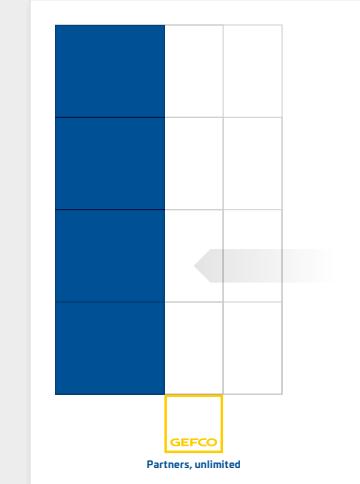
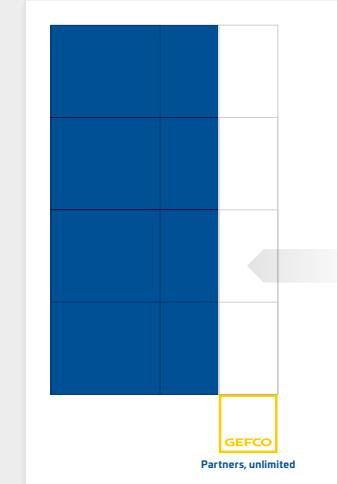
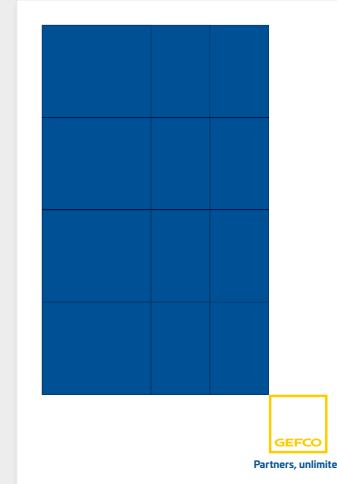
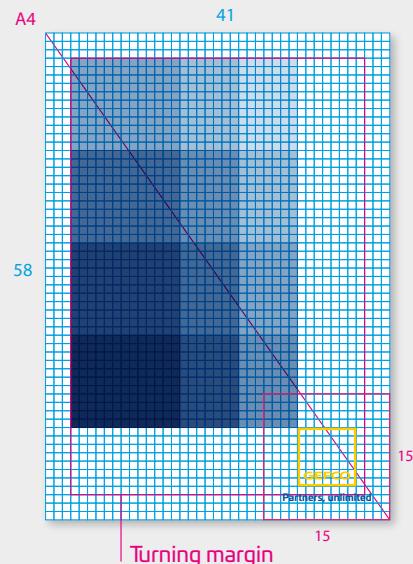
The dialog box may appear on a white background for corporate communications and a photo background for commercial communications.

The image displays three distinct dialog box presentations. On the left, a white background corporate version features a dark blue rectangular box containing yellow text: 'Lorem ipsum' and '1234'. The bottom right corner of this box contains a small yellow square with the word 'GEFCO'. Below the box, the website 'gefco.net' is written in black, and to its right, the tagline 'Partners, unlimited' is also in black. A pink vertical line labeled 'Dialog box' points to the blue rectangle. On the right, there are two larger versions. The middle one is a photo background commercial version showing two people in a warehouse; the blue dialog box is overlaid on the image. The bottom right corner of the box contains a small yellow square with the word 'GEFCO'. Below the box, the website 'gefco.net' is written in black, and to its right, the tagline 'Partners, unlimited' is also in black. The rightmost version is a large-scale commercial version featuring a photo of a city skyline at night. The blue dialog box is overlaid on the image. The top right corner of the box contains a small yellow square with the word 'GEFCO'. Below the box, the website 'gefco.net' is written in black, and to its right, the tagline 'Partners, unlimited' is also in black.

3.2 Dialog box construction

THE DIALOG BOX

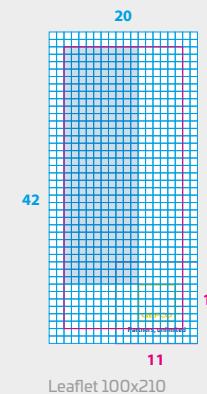
The dialog box is built after having divided up a support as illustrated opposite. It is always placed along a mask which gives a turning margin to the documents.



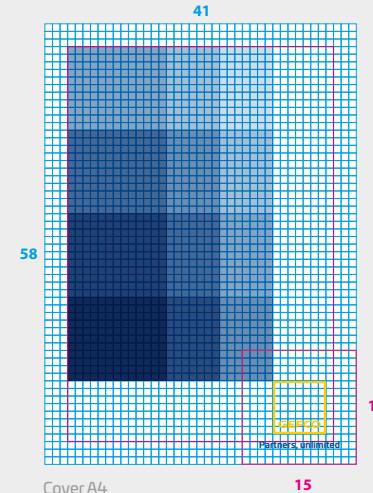
3.3 Dialog box Vertical formats

VERTICAL FORMATS

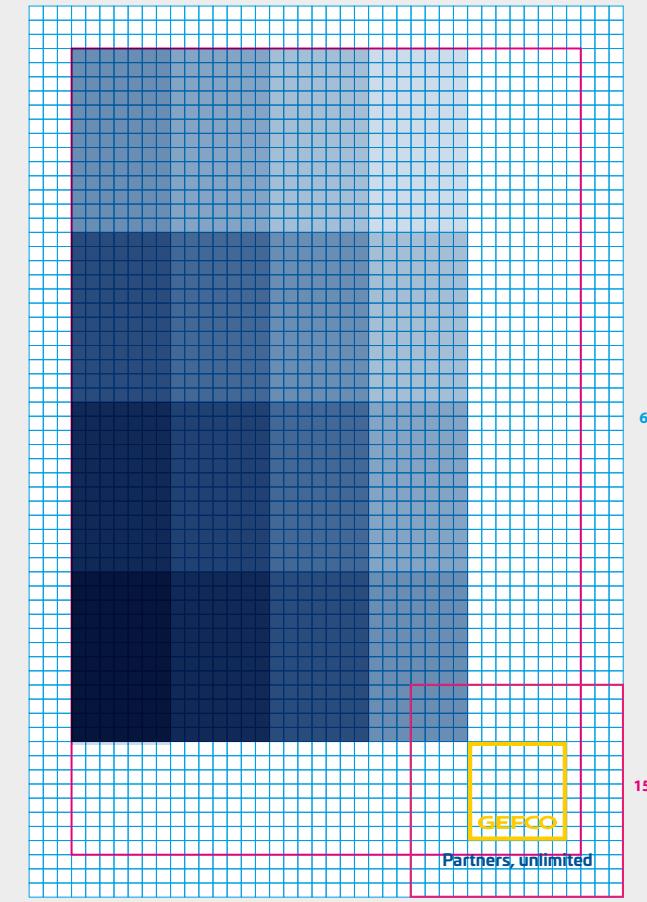
12 possible vertical format configurations exist as shown opposite.



Leaflet 100x210



Cover A4



Poster 40x60

42

15

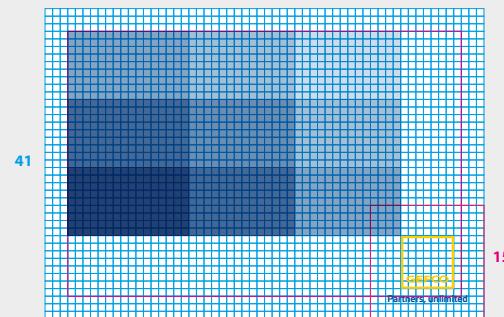
63

15

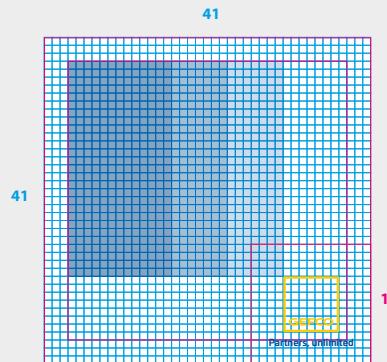
3.4 Dialog box Horizontal formats

HORIZONTAL FORMATS

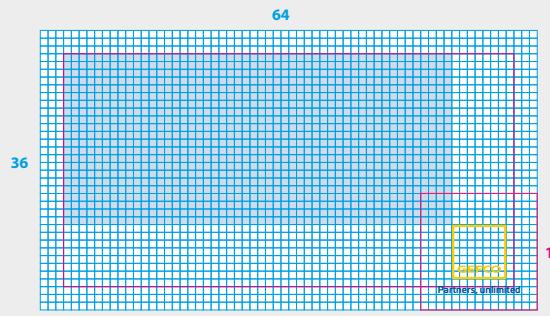
9 possible horizontal configurations exist as shown opposite.



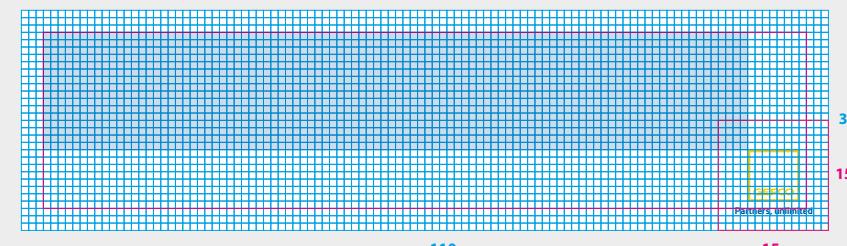
Cover A4



Square format



PPT16/9



Paronomic bus side (274 x 68 cm)

3.5 Dialog box Management

MANAGING THE DIALOG BOX.

- The blue

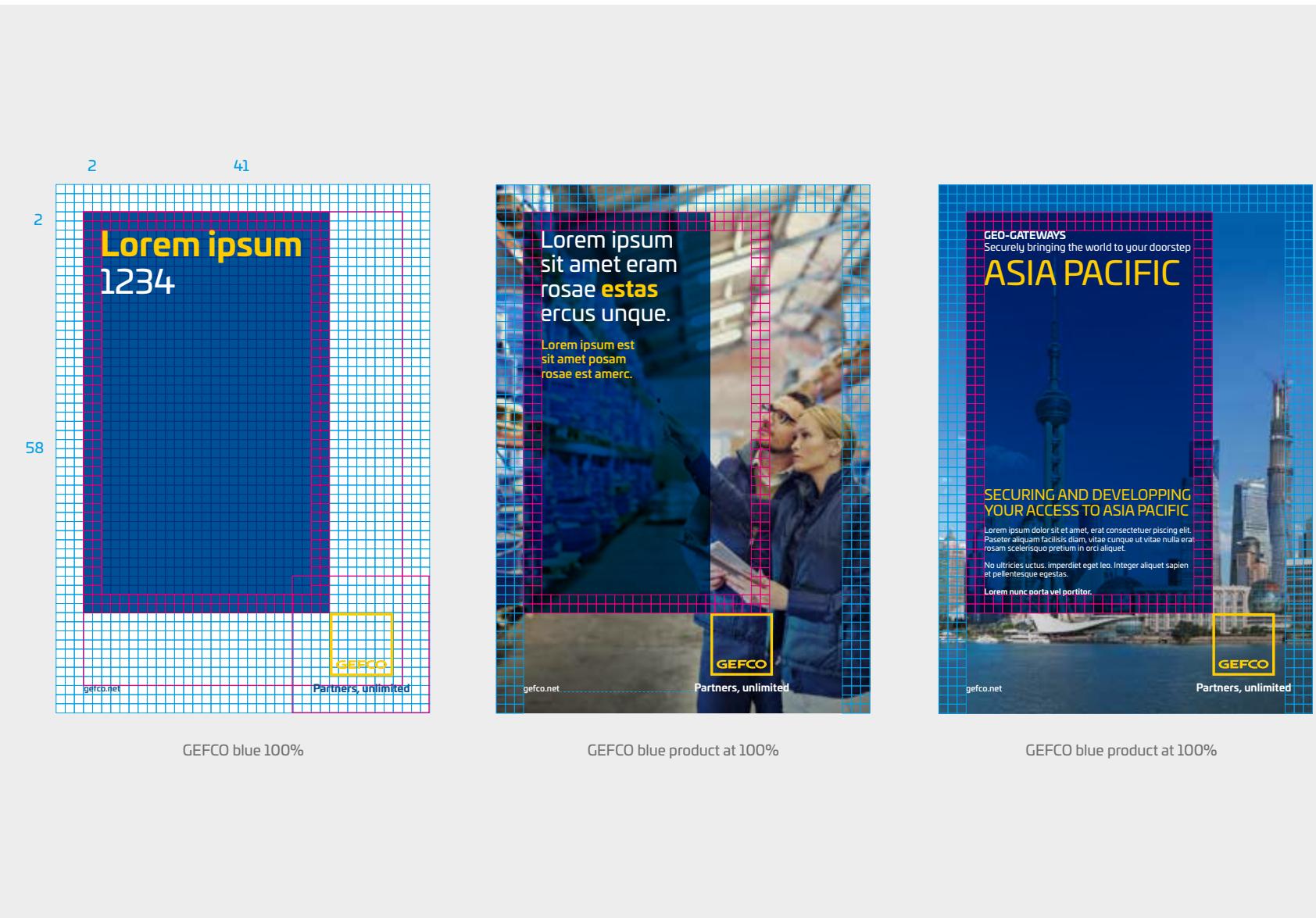
On a white background, the dialog box consists of 100% GEFCO blue.

On a photographic background, GEFCO blue is used as a 100% product on the image.

- The text

The text in the dialog box must be concise. White is used for normal text and yellow for elements to be highlighted.

Lower case and/or upper-case letters may be used but always in our main Univia Pro font.



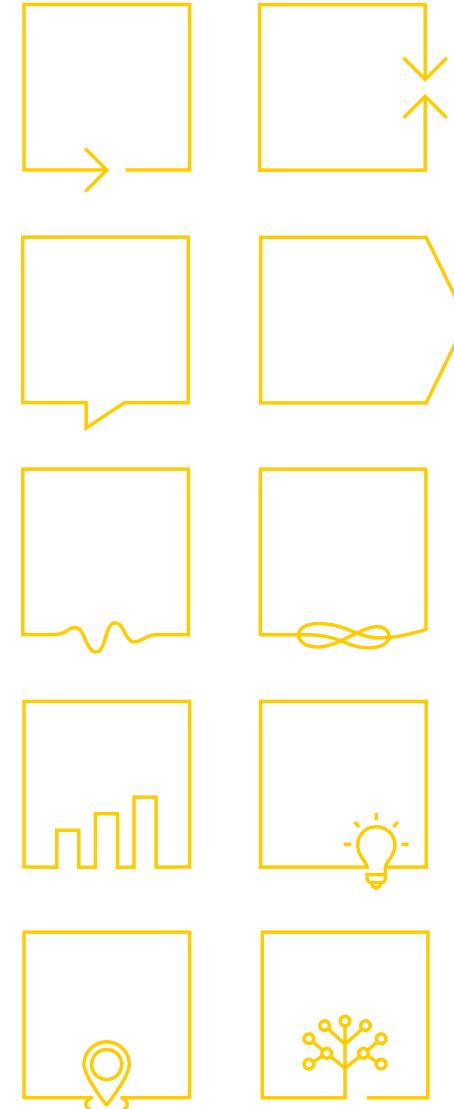
3.6 The language of the square

THE LANGUAGE OF THE SQUARE

The square in our logotype becomes a central component of our brand image. Now lighter, in terms of image transparency, it highlights all of GEFCO's possibilities. It therefore becomes a brand language.

Several alternatives are possible as described opposite. They must respect the construction principle presented: customization of the square only appears on one side. This square will never contain any text.

This customised square is never used on the cover. It is always used to support the inner pages. It is placed on a photo background and focuses on the partnership highlighted by the photo or on a benefit provided by GEFCO.



4.1 Iconography Presentation

Photographs illustrate our communications and must be in line with our brand image.

The rules on the following pages must be strictly adhered to, whether you are shooting professionally or picking images from a photo library.



4.2 Iconography Partners, unlimited

PEOPLE

PARTNERS, UNLIMITED

Our aim is to bring life to our baseline Partners, unlimited. The following detailed criteria must be followed when selecting or taking photographs.

Subjects

People must appear in pairs or in teams, in discussion, at work, in a spirit of collaboration and commitment.

We prefer natural shots, so people's eyes will not be directed at the camera and the poses will be natural.

Subjects must display a kind and friendly demeanour.

Background

People are seen working both indoors and outdoors.

Framing

Wide or semi-framed shots that leave a horizon or free space.

Subjects will not be framed conventionally but always off-centre in the photograph so as to leave some free space.



4.3 Iconography Executive Committee

PEOPLE, THE EXECUTIVE COMMITTEE

There are two options for photographing the Executive Committee:

The committee on the same plane, to show the executive team.

One person in the foreground and the experts in the background, when the idea is to illustrate their contribution to a specific field.

In both cases, these photographs must respect the following criteria:

Subjects

Facing the camera, in a friendly demeanour and standing.



Background

Shots must be taken in a working environment, outdoors or indoors.

Space and perspective must be respected.

Framing

Three-quarter shots with a blurred background.



4.4 Iconography Employees

PEOPLE - A PORTRAIT OF OUR EMPLOYEES

There are two options for photographing our employees:

- Two employees or a team.
- Focus on a single employee.

In both cases, these photographs must respect the following criteria:

Subjects

Facing the camera, in a friendly demeanour and standing.

Background

Shots must be taken in a working environment, outdoors or indoors.

Space and perspective must be respected.

Framing

Three-quarter shots with a blurred background.

In these portraits, the images are focused on the chest.

If the focus is on a particular employee, the GEFCO yellow square will highlight their personality.



4.7 Pictograms

Pictograms used as distinctive elements of visual communication are made specifically for the GEFCO brand.

Pictograms from online image banks are not permitted.

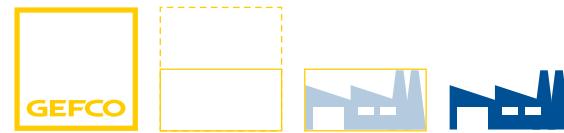
These pictograms may be used in GEFCO blue or yellow, or in white.

The size of the pictograms corresponds to the width of the GEFCO logotype and half of its height.

These pictograms can be used in GEFCO blue or yellow or in white depending on the backgrounds to which they will be applied.

CONSTRUCTION PRINCIPLES

The size of the pictograms corresponds to the width of the logotype and half its height.



MODES OF TRANSPORT



OTHER PICTOGRAMS



All elements can be downloaded on the intranet >

4.8 Map

The GEFCO territory is based on the Fuller projection, which respects proportions and actual distances between countries. It should not be used as an identifier, alone on a cover for instance, unless it is adapted to the subject.

FULLER PROJECTION

This map is to be used for all representations of the world as a whole.

This map is intended for communication (event support).

MERCATOR REPRESENTATION

For localised representations (a country, a region of the world), the conventional representation (mercator) is to be used.

This representation is to be used in a more commercial context.

All map backgrounds (fuller and mercator) are available to download from the intranet.

These maps must be used in GEFCO blue.

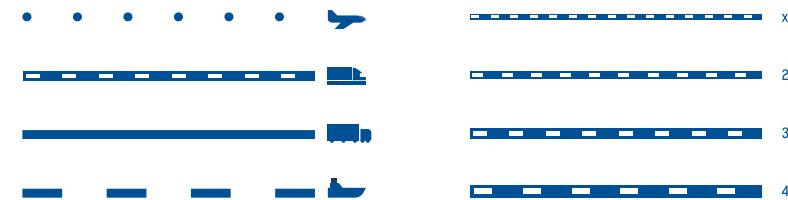
They can be personalised with yellow GEFCO elements (pictograms, arrows).

FULLER PROJECTION WORLDWIDE GEFCO PRESENCE



The ocean is always represented in white

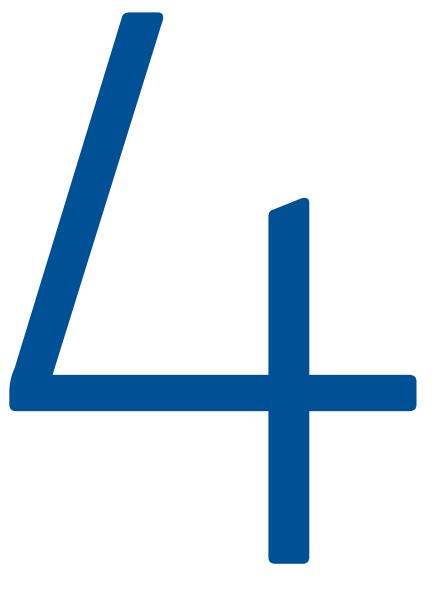
Representation of flows and their density (volume of merchandise carried).



MERCATOR REPRESENTATION WESTERN EUROPE AND AFRICA



All elements can be downloaded on the Intranet >



APPLICATIONS

1. Stationary Business card / Envelope

The main principles:

The brand block is positioned at the top left.

The typography used is Univia pro.

Personal information are aligned to the right of the logotype.

The address gefco.net is on the right.

Format Illustrator.

Dimensions 85x55 mm.

Correspondence card

The main principles:

The brand block is positioned at the top left.

The typography used is Univia pro.

The gefco.net address is left aligned.

Format Illustrator.

Dimensions 100x210 mm.

Envelope

The main principles:

The brand block is positioned at the top left.

The address block, website and social networks are centered on the flap of the envelope.

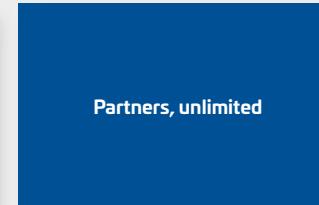
Format illustrator.

Dimensions 110x220 mm.

Business card 85 x 55



Recto



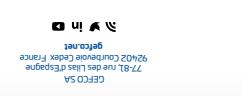
Verso



Co-branding



Co-branding



GEFCO SA
77-81, rue des Lilas d'Espagne
92402 Courbevoie Cedex - France

gefco.net

Correspondence card 210 x 100

Envelope 110 x 220

Scale 50%

2. Stationary Letterhead

The main principles:

The brand block is positioned at the top left.

The typography used is EXO.

The address, website and social networks are positioned in 2 columns at the bottom of the page.

This space will be modifiable to adapt the contact details when necessary.

Format Illustrator for printing and Word for office use.

Dimensions 210x297mm.

Letter head



The letterhead template features the GEFCO logo (yellow square with 'GEFCO' in blue) and the text 'Partners, unlimited' in blue. Below this is a two-column address section. The left column contains 'Pierre Durand' and 'Nom de la Société', followed by '24 rue des Peupliers' and '75014 Paris - France'. The right column contains 'Paris, le 12 octobre 2017'. A dashed rectangular frame follows, containing a salutation 'Monsieur Durand,' and several paragraphs of placeholder text. At the bottom, there is a small note about the company's address and a footer with 'gefco.net' and social media icons.

GEFCO SA - 77/81, rue des Lilas d'Espagne
92002 Nanterre Cedex - France
T +33 (0)1 49 05 21 21
SA au capital de 8 000 000 €
RCS de Nanterre n° 392 050 015 00 481 TVA FR 83 542 050 335

gefco.net

Letter suite



The letter suite template features the GEFCO logo and 'Partners, unlimited' in blue. It includes a large area for a multi-paragraph letter. Two examples are shown: one starting with 'Lorem ipsum dolor sit amet...' and another with 'Tempor incident ut labore et dolore magna aliqua enim ad nimis veniam...'. Both examples conclude with 'Bien cordialement.' and a handwritten signature of 'Jean Dupont' above the text 'Jean Dupont Directeur de la communication'. At the bottom, there is a small note about the company's address and a footer with 'gefco.net' and social media icons.

GEFCO SA - 77/81, rue des Lilas d'Espagne
92002 Nanterre Cedex - France
T +33 (0)1 49 05 21 21
SA au capital de 8 000 000 €
RCS de Nanterre n° 392 050 015 00 481 TVA FR 83 542 050 335

gefco.net

4. Stationary Folder

The folder can be used for a contract, corporate documents.

It can also be used for a press kit with the possibility of assigning it a specific title (cf page 46).

The main principles:

The brand block is positioned at the bottom right connected to the dialog box.

The typography used is the Univia pro.

The address, website and social networks are positioned in 2 columns at the bottom of the page.

The brand block is also included.

Format Illustrator.

Dimensions 220x300mm.



Scale 50%

4. Stationary Badges / Lanyards

Badges

The main principles

The brand block is positioned at the bottom right connected to the dialog box.

The typography used is the Univia Pro.

A color code is used to identify the different categories of badge. These colors come from the secondary palette.

Lanyards

The lanyards must be blue and welcome the block-mark in an exceptional version.



5. Print Brochure

Cover: the main principles

The brand block is positioned at the bottom right connected to the dialog box.

The typography used is the Univia pro.

A photograph related to the subject is placed under the dialog box.

Inside: the main principles
The typography used is the Univia pro.

The visual opposite illustrates the possibilities of construction of the inner pages.

Paseter aliqua erat facila vestibulum

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Aliquam tempor donec feugiat felis ligula. Duis fringilla lacus id lacus pro si suscipit in vestibulum. Ut sed adipiscing sagittis.

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Mauris ullamcorper aliquam massa. Prasent nunc donec nonummy arcu in ullamcorper eu. Quisque tellus. Ut sed adipiscing sagittis.

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Mauris ullamcorper aliquam massa. Prasent nunc donec nonummy arcu in ullamcorper eu. Quisque tellus. Ut sed adipiscing sagittis.

21

Lorem ipsum dolor sit et
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consectetuer
adipiscing
elit. Paseter
aliqua
faciliis diam.
Vitae cunque
ut vitae nulla

Cover

Internal double page

Scale 50%

6. Print Invitation

The main principles:

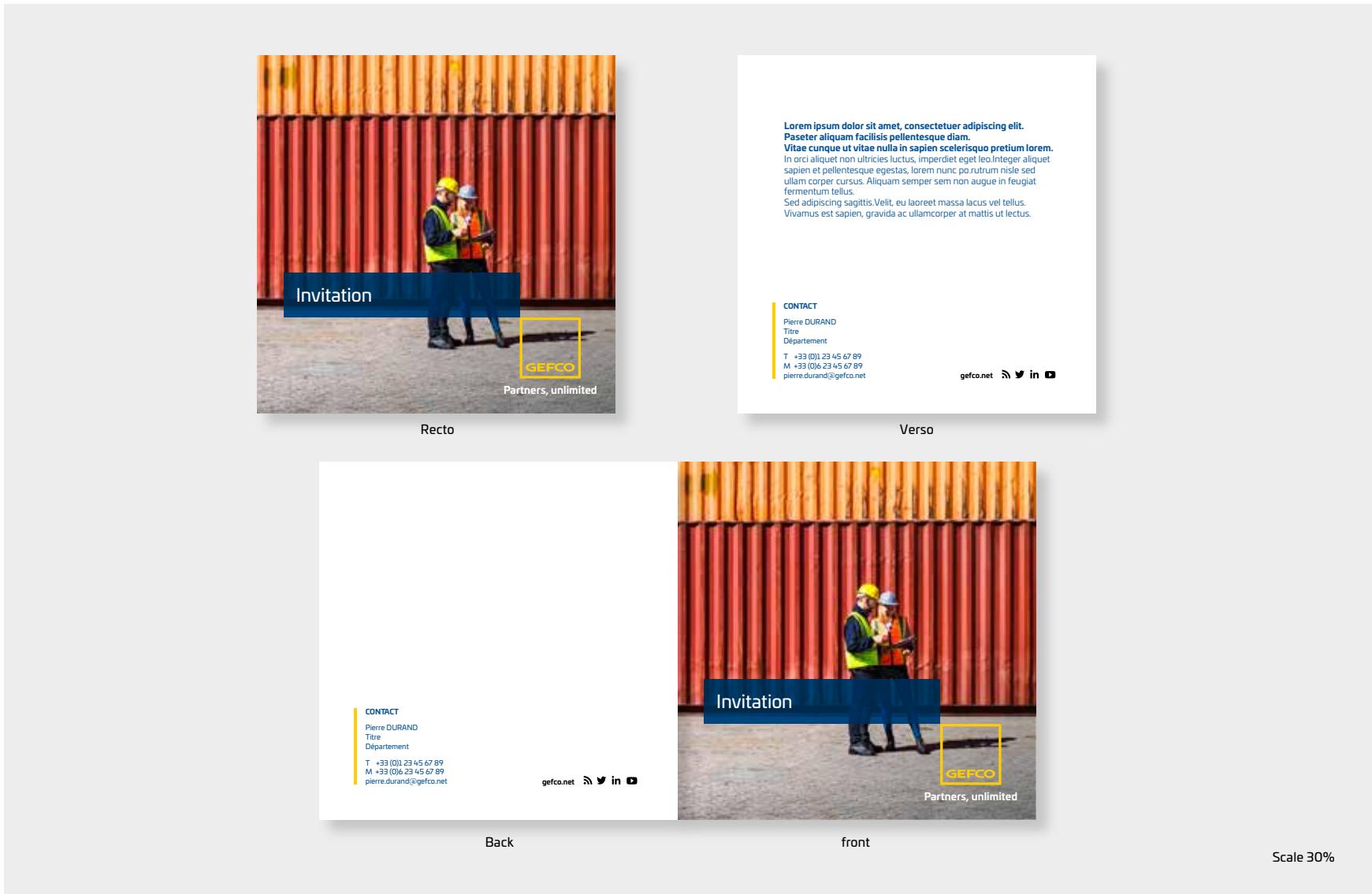
The brand block is positioned at the bottom right connected to the dialog box.
The typography used is the Univia pro.

A photograph related to the subject is placed under the dialog box.

On the back, the text of the invitation and the contact block are placed.

Format Illustrator.

Dimensions 200x200mm.



7. Print Flyer

The main principles:

The brand block is positioned at the bottom right connected to the dialog box.

The typography used is the Univia pro.

A photograph related to the subject is placed under the dialog box.

Format Illustrator



8. Print Sheet type

The main principles:

The brand block is positioned at the bottom right connected to the dialog box.

The typography used is the Univia pro.

A photograph related to the subject is placed under the dialog box.

Format Illustrator



Front



Segmentation



Back



9. Print Press release

The main principles:

The typography used for the current text is Exo or Arial by default.

On the 1st page are required:

- The mention "PRESS RELEASE" in LOCAL LANGUAGE on a line
 - The date
 - The title of the press release in LOCAL LANGUAGE on two lines, if necessary.

On the last page:

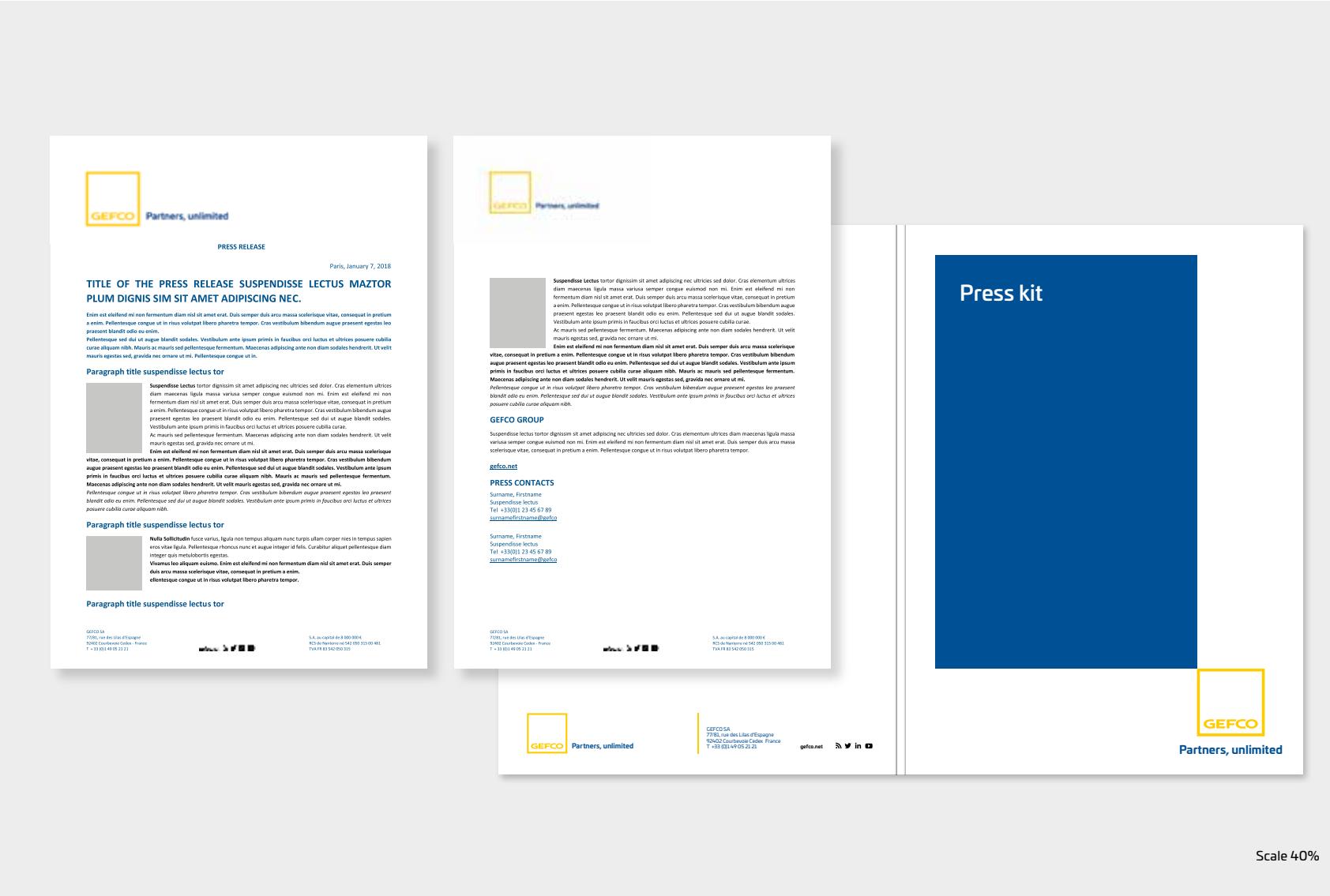
- GEFCO boiler plate
 - the gefco.net site address and the social networks GEF-CO SA headquarters contact details,
 - press contact

Page numbering is mandatory for inside pages.

Format

> Illustrator
> Word

Dimensions 210 x 297 mm



10. Print Advertising

The main principles:

The brand block is positioned at the bottom right connected to the dialog box.

The typography used is the Univia pro.

A photograph related to the subject is placed under the dialog box.

The contact block are positionned at the bottom left.



10. Desktop PowerPoint® presentation / Content

A dozen slides are available for text, images or even graphs and tables.
The typography used is the Arial.

TITRE DU DOCUMENT SUR DEUX LIGNES MAXIMUM SOUS TITRE

00/00/2018



1 TITRE DU CHAPITRE SUR DEUX LIGNES MAXIMUM SOUS TITRE SUR DEUX LIGNES MAXIMUM



2.4 LE TITRE PRINCIPAL EST EN BOLD, CORPS 32 PTS.

Le sous titre est en regular, corps 20 pts.

- Le texte de niveau 1 est en Arial bold, corps 18 pts, interligne 24 pts.
- Le texte de niveau 2 est en Arial bold, corps 18 pts, interligne 24 pts.
- Le texte de niveau 3 est en Arial bold, corps 18 pts, interligne 24 pts.
- Le texte de niveau 4 est en Arial bold, corps 18 pts, interligne 22 pts.
- Le texte de niveau 5 est en Arial regular italic, corps 16 pts, interligne 22 pts. Sit estam amet, eras consecetur adipiscing phasellus aliquam facilisis diam. Phasaeus vitae nisl.

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TITRE DU DOCUMENT SUR DEUX LIGNES MAXIMUM SOUS TITRE

00/00/2018



2.4 LE TITRE PRINCIPAL EST EN BOLD, CORPS 32 PTS.

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- Le texte de niveau 2 est en Arial bold, corps 18 pts, interligne 24 pts.
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- Le texte de niveau 3 est en Arial regular, corps 18 pts, interligne 24 pts. Sit eratun.
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- Le texte de niveau 4 est en Arial bold, corps 18 pts, interligne 22 pts.
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- Le texte de niveau 5 est en Arial regular italic, corps 16 pts, interligne 22 pts. Sit estam amet, eras consecetur adipiscing phasellus aliquam facilisis diam. Phasaeus vitae nisl.

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Sommaire

- | | |
|---------------------|----------------------|
| 1 TITRE DE CHAPITRE | 6 TITRE DE CHAPITRE |
| 2 TITRE DE CHAPITRE | 7 TITRE DE CHAPITRE |
| 3 TITRE DE CHAPITRE | 8 TITRE DE CHAPITRE |
| 4 TITRE DE CHAPITRE | 9 TITRE DE CHAPITRE |
| 5 TITRE DE CHAPITRE | 10 TITRE DE CHAPITRE |



2.4 LE TITRE PRINCIPAL EST EN BOLD, CORPS 32 PTS.

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2.4 LE TITRE PRINCIPAL EST EN BOLD, CORPS 32 PTS.

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- Le texte de niveau 3 est en Arial bold, corps 18 pts, interligne 24 pts.
- Le texte de niveau 4 est en Arial bold, corps 18 pts, interligne 22 pts.
- Le texte de niveau 5 est en Arial regular italic, corps 16 pts, interligne 22 pts.

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- Le texte de niveau 3 est en Arial bold, corps 18 pts, interligne 24 pts.
- Le texte de niveau 4 est en Arial bold, corps 18 pts, interligne 22 pts.
- Le texte de niveau 5 est en Arial regular italic, corps 16 pts, interligne 22 pts.

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- Le texte de niveau 2 est en Arial bold, corps 18 pts, interligne 24 pts.
- Le texte de niveau 3 est en Arial regular, corps 18 pts, interligne 24 pts.
- Le texte de niveau 4 est en Arial bold, corps 18 pts, interligne 22 pts.
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- Le texte de niveau 3 est en Arial regular, corps 18 pts, interligne 24 pts.
- Le texte de niveau 4 est en Arial bold, corps 18 pts, interligne 22 pts.
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Phasaeus vitae nisl. Ut vitae nulla in sapie

10. Desktop PowerPoint® presentation / Data visualization

A dozen slides are available for text, images or even graphs and tables. The typography used is the Arial.

**2.4 LE TITRE PRINCIPAL EST EN BOLD,
CORPS 32 PTS.**

Le sous titre est en regular, corps 20 pts.

Le texte de niveau 1 est en Arial bold, corps 18 pts, interlignage 24 pts.
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GEFCO

**2.4 LE TITRE PRINCIPAL EST EN BOLD,
CORPS 32 PTS.**

Le sous titre est en regular, corps 20 pts.

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- Le texte de niveau 2 est en Arial bold, corps 18 pts, interlignage 24 pts.
- Le texte de niveau 3 est en Arial bold, corps 18 pts, interlignage 24 pts
- Le texte de niveau 4 est en Arial bold, corps 16 pts, interlignage 22 pts.
- Le texte de niveau 5 est en Arial regular italic, corps 16 pts, interlignage 22 pts.

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GEFCO

**2.4 LE TITRE PRINCIPAL EST EN BOLD,
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Le sous titre est en regular, corps 20 pts.

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Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

GEFCO

**2.4 LE TITRE PRINCIPAL EST EN BOLD,
CORPS 32 PTS.**

Le sous titre est en regular, corps 20 pts.

Titre du tableau	Texte A	Texte B	Texte C	Texte D	Texte E
Texte 1	00	00	00	00	00
Texte 2	00	00	00	00	00
Texte 3	00	00	00	00	00
Texte 4	00	00	00	00	00
Texte 5	00	00	00	00	00
Texte 6	00	00	00	00	00
Texte 7	00	00	00	00	00

GEFCO

**2.4 LE TITRE PRINCIPAL EST EN BOLD,
CORPS 32 PTS.**

Le sous titre est en regular, corps 20 pts.

- Texte 1 / Lorem ipsum dolor sit estam amet eras.
- Texte 2 / Ut vitae nulla in sapie pretium feugiat fermi.
- Texte 3 / Consectetur adipis cing phasellus.
- Texte 4 / Lorem ipsum dolor sit estam amet eras.
- Texte 5 / Ut vitae nulla in sapie pretium feugiat fermi.

GEFCO

**2.4 LE TITRE PRINCIPAL EST EN BOLD,
CORPS 32 PTS.**

GEFCO

10. Desktop PowerPoint® presentation / Co-branding

A dozen slides are available for text, images or even graphs and tables.
The typography used is the Arial.

The image displays six desktop PowerPoint slides arranged in two rows of three. Each slide features a blue header bar with white text and a white content area. The footer of each slide includes the SNCF logo and the text 'Partners, unlimited' next to a yellow square placeholder.

- Top Left:** A slide with a solid blue header containing 'TITRE DU DOCUMENT SUR DEUX LIGNES MAXIMUM' and 'SOUS TITRE'. Below the header is the date '00/00/2018'. The footer contains the SNCF logo and 'Partners, unlimited'.
- Top Middle:** A slide with a blue header featuring a blurred cityscape background. The header text is identical to the first slide. Below the header is the date '00/00/2018'. The footer contains the SNCF logo and 'Partners, unlimited'.
- Top Right:** A slide with a solid blue header containing 'Sommaire'. Below the header is a list of ten items, each preceded by a small blue square. The footer contains the SNCF logo and 'Partners, unlimited'.
- Bottom Left:** A slide with a solid blue header containing 'TITRE DU CHAPITRE SUR DEUX LIGNES MAXIMUM' and 'SOUS TITRE SUR DEUX LIGNES MAXIMUM'. To the left of the header is a large yellow number '1'. Below the header is the date '00/00/2018'. The footer contains the SNCF logo and 'Partners, unlimited'.
- Bottom Middle:** A slide with a white header containing '2.4 LE TITRE PRINCIPAL EST EN BOLD, CORPS 32 PTS.' Below the header is a block of text in French. At the bottom of the slide is a horizontal navigation bar with icons for back, forward, search, and other document functions. The footer contains the SNCF logo and 'Partners, unlimited'.
- Bottom Right:** A slide with a solid blue header containing 'TITRE DU DOCUMENT SUR DEUX LIGNES MAXIMUM' and 'SOUS TITRE'. Below the header is the date '00/00/2018'. The footer contains the SNCF logo and 'Partners, unlimited'.

11. Desktop Email signature

The main principles:

The brand block is positioned at the bottom left, left aligned.

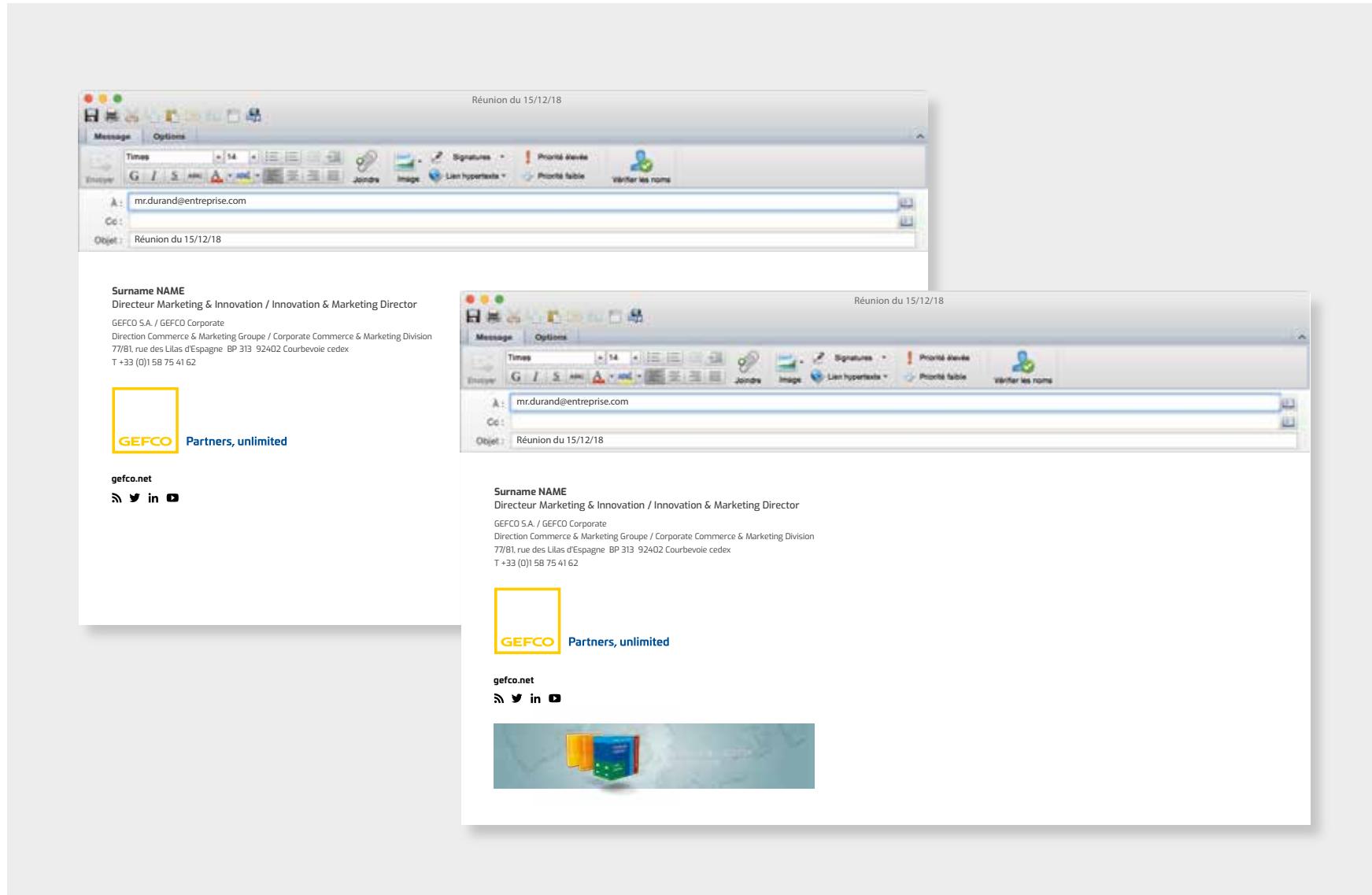
The typography used is the EXO.

The social networks block is positioned below of the brand block.

The email signature can be supported of event banner, placed below of the social networks block.

This event banner is adaptable according to the offer or the event.

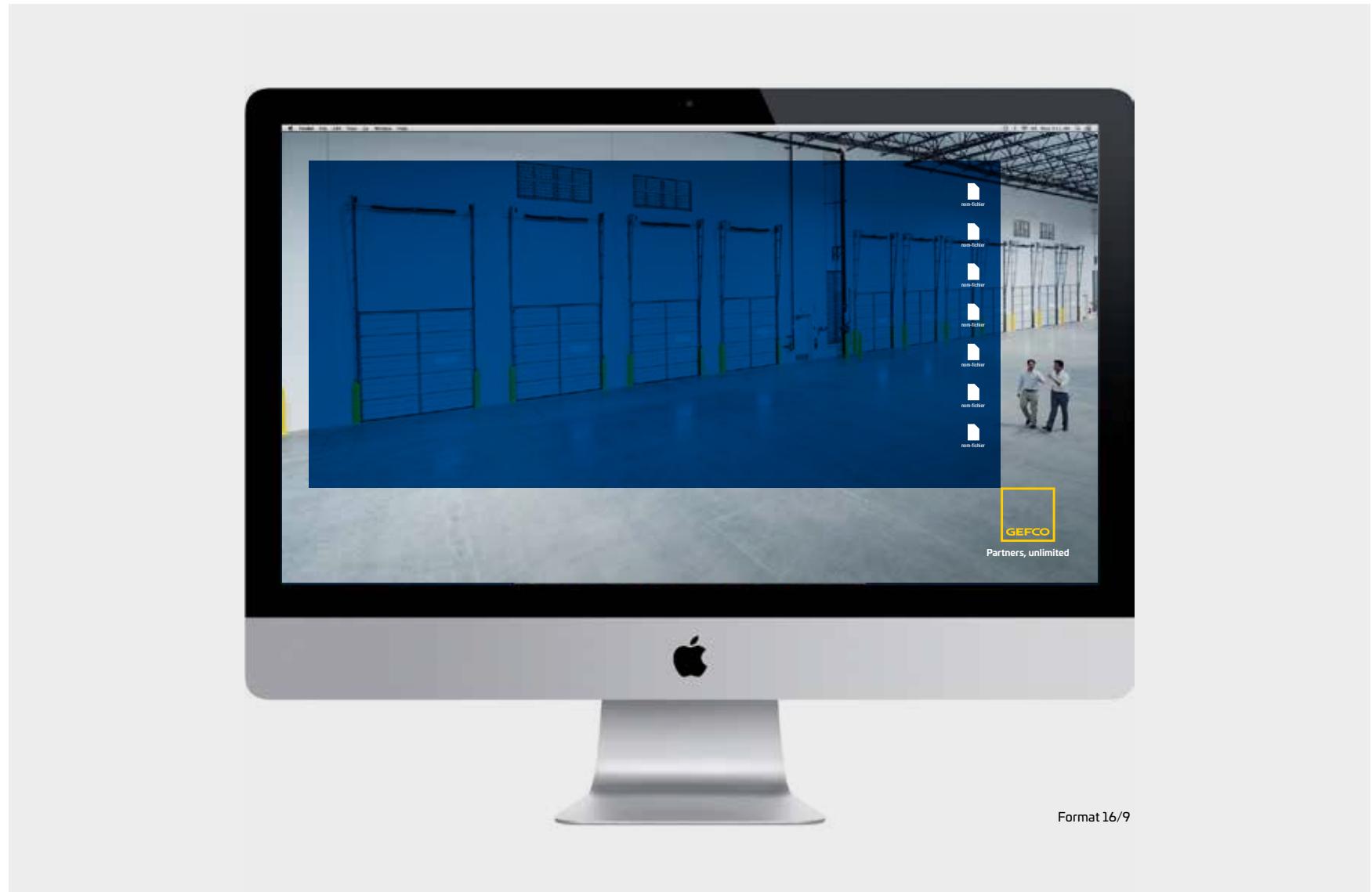
Format HTML.



12. Desktop Corporate wallpaper

A wallpaper collection illustrating our signature is available.

Dimensions 1920x1080 pixels



Format 16/9

13. Desktop Internal memo / Appointment memo / Report

The main principles:

The brand block is positioned at the top left.

The typography used for the current text is EXO.

Format Word

Dimensions 210x297mm

The image displays three separate Microsoft Word document templates side-by-side, each featuring a yellow GEFCO logo in the top-left corner and the text "Partners, unlimited" in blue. The first template is titled "INTERNAL NOTE Ref." and includes fields for "From", "Date", "To", and "CC", along with a "TITLE OF INTERNAL MEMO" field and a large text area for "Please, type your text here". The second template is titled "NOMINATION NOTE Ref." and includes similar "From", "Date", and "CC" fields, plus a "TITLE OF NOMINATION NOTE" field and a text area for "Please, type your text here". The third template is titled "REPORT Ref." and includes sections for "Purpose of the meeting", "Presents", and "Absent", each listing ten names. It also includes "CC" sections for two groups of names and a "TITLE OF REPORT" field with a text area for "Please, type your text here". All three templates have a "confidential" watermark in the center.

Scale 30%

14. Desktop Tendering cover

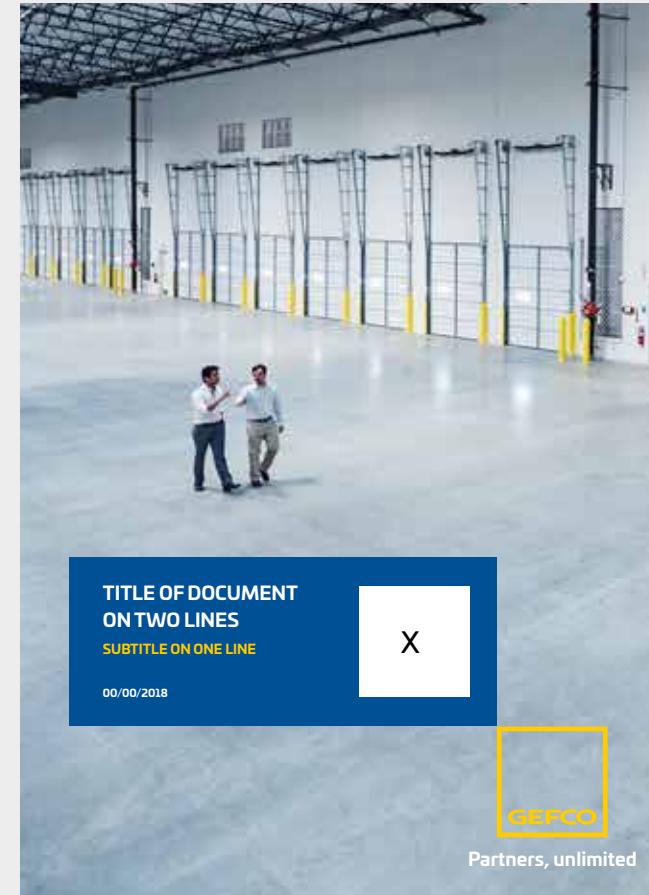
The main principles:

The typography used for the current text is Univia Pro or Exo by default.

The brand block is positioned at the bottom right connected to the dialog box.

Format Word

Dimensions 210x297mm



Scale 40%

15. Digital Home page

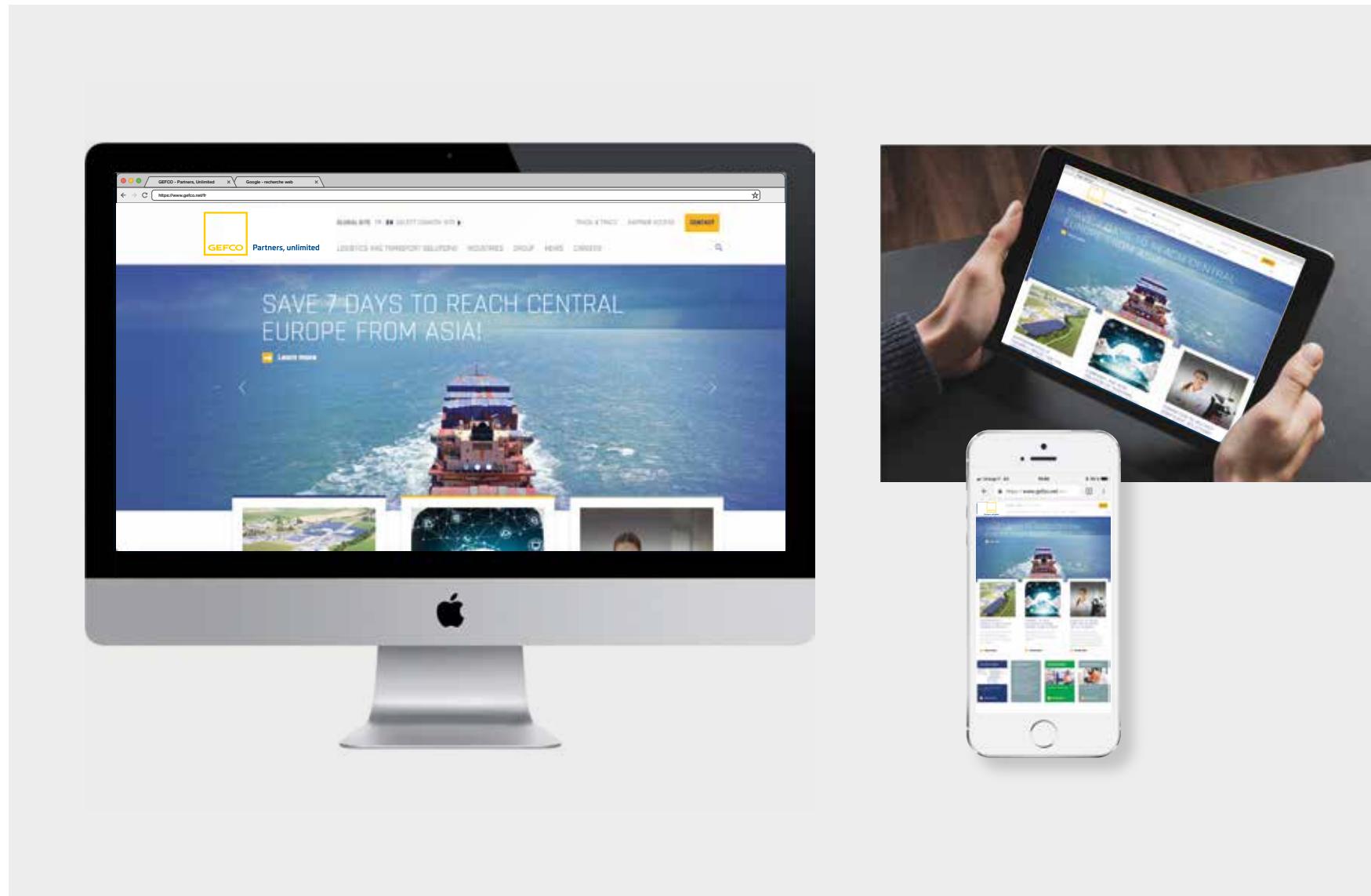
The main principles:

The brand block is positioned at the top left.

The typography used is the Exo.

Photographs related to the subject are placed full page.

Our corporate and country sites are responsive design.



16. Digital Customer Service Portal

The main principles:

The brand block is positioned at the top left connected to the dialog box.

The typography used is the Univia Pro.

Photographs related to the subject are placed full page. The texts are written in white on a blue background, and in blue on a white background.

Call to action are yellow, the text is written in white.



17. Digital Social network

Our profile icon is exceptionally on GEFCO blue background.
Our images can be captioned by using the dialog box principle.

The image displays a composite of various digital platforms showcasing GEFCO's branding. On the left, a Twitter feed features three tweets with blue profile icons. The top tweet shows two workers in a warehouse; a yellow box highlights the caption 'Sit amet osam estia rosae.' The middle tweet shows a worker in a blue jacket; a yellow box highlights the caption 'Nulla sollicitudin fusce varius, ligula non tempus aliquam nunc. Corper nies in tempus sapien eros vitae ligula.' The bottom tweet shows two workers in orange safety vests; a yellow box highlights the caption 'Sollicitudin fusce varius, ligula non nunc. Corper nies in tempus vitae ligula.' To the right, a LinkedIn page for 'GEFCO Global Logistics For Manufacturers' is shown, featuring a profile picture with a blue background and several posts. Below it, a YouTube channel page for 'GEFCO Global Logistics For Manufacturers' is displayed, showing a video thumbnail of two workers and several video thumbnails below.

18. Digital Digital banners

The main principles:

The typography used for the current text is Univia Pro or Exo by default.

The brand block is positioned at the bottom right connected to the dialog box.



Horizontal



Vertical



19. Digital Invitations

The main principles:

The brand block is positioned at the top left.

The typography used is the Exo.

Photographs related to the subject are positioned throughout the document.

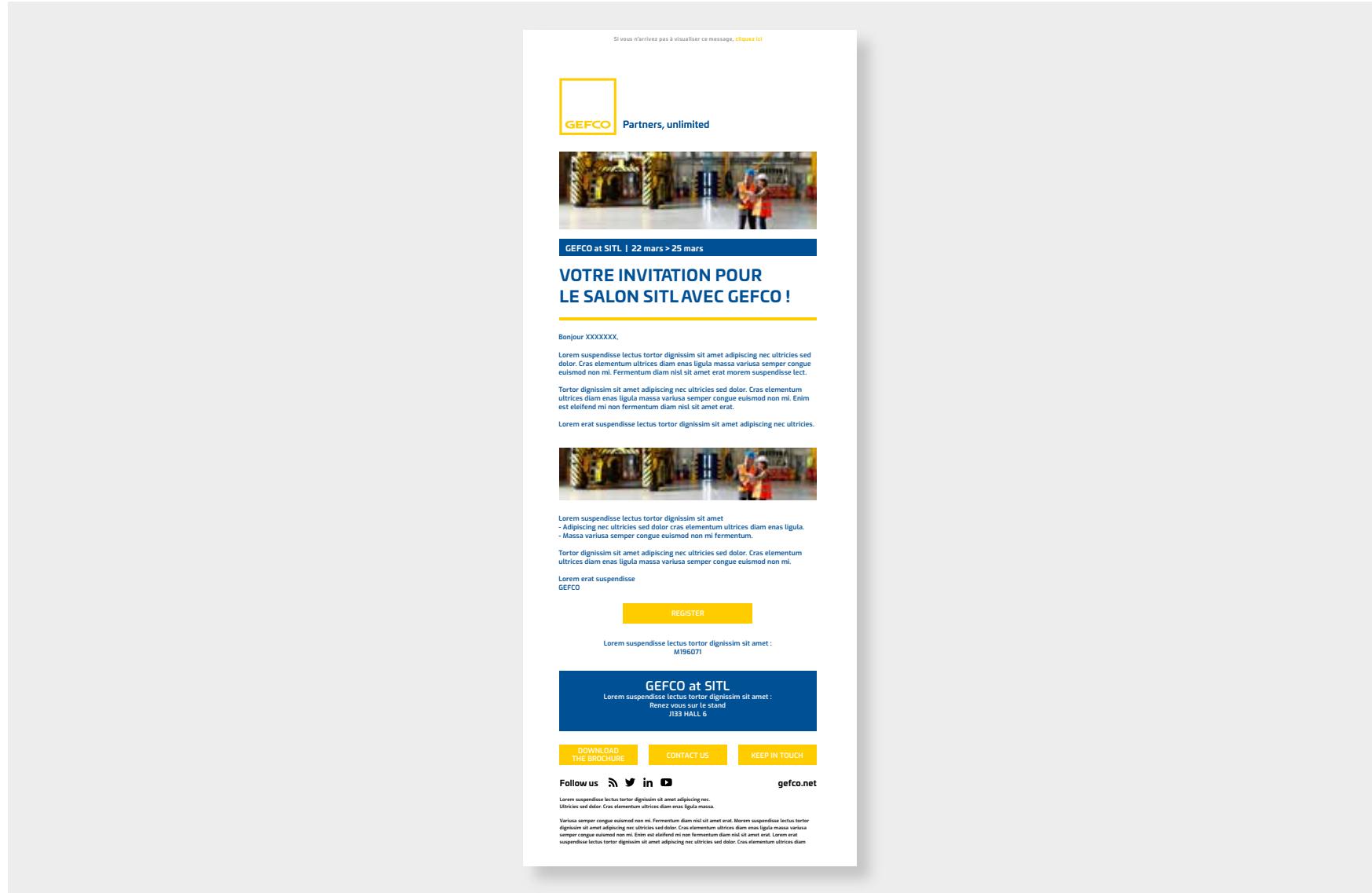
The texts are written in white on a blue background, and in blue on a white background.

Call to action are yellow, the text is written in white.

The contact block are positioned at the bottom of the page.

Format HTML.

Dimensions 600 px maximum.



20. Digital Newsletters

The main principles:

The brand block is positioned at the top left.

A title and the date specify the introductory visual.

The typography used is the Exo.

Photographs related to the subject are positioned throughout the document.

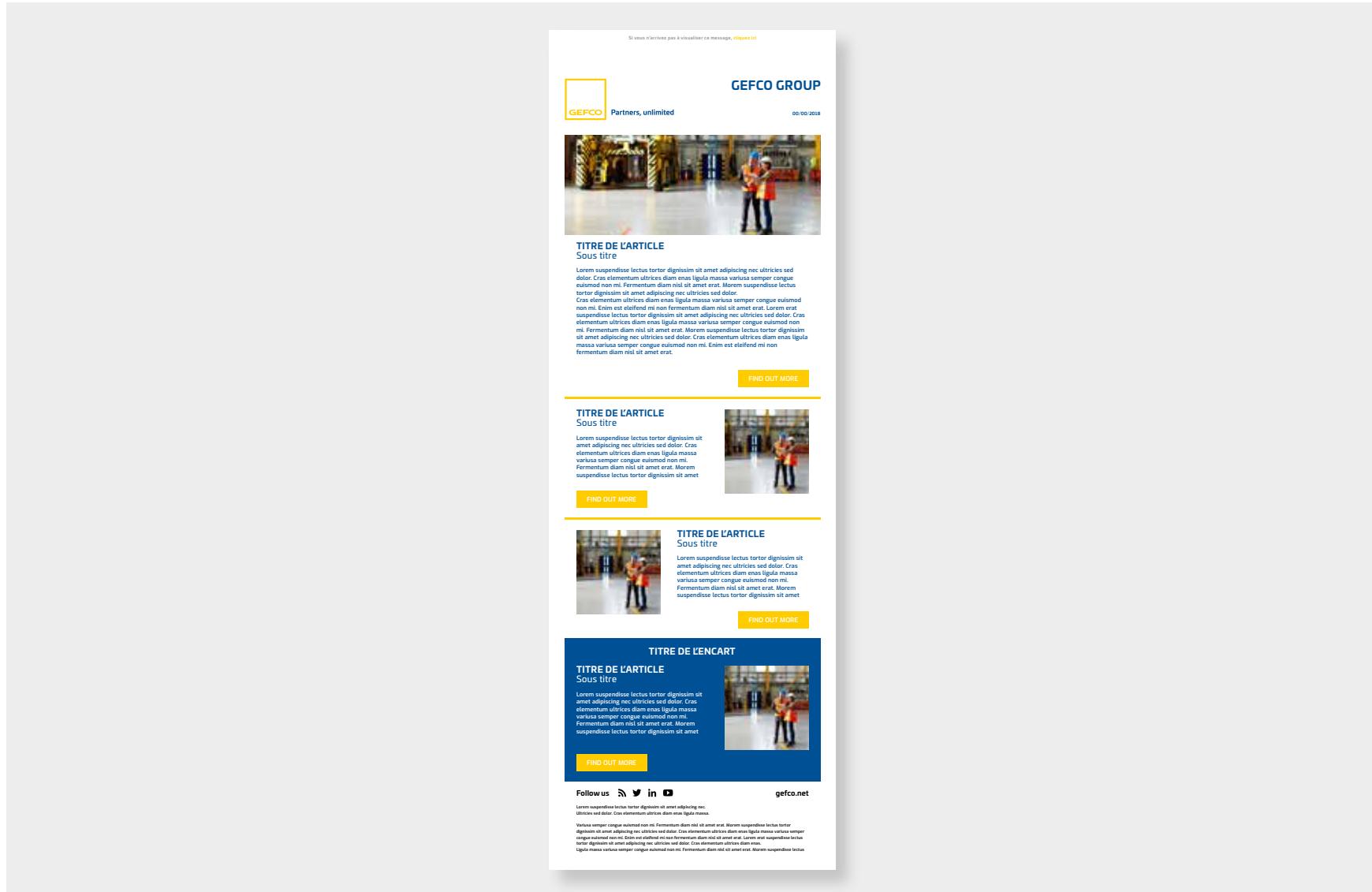
The texts are written in white on a blue background, and in blue on a white background.

Call to action are yellow, the text is written in white.

The contact block are positioned at the bottom of the page.

Format HTML.

Dimensions 600 px maximum.



21. Digital Social network block

Referral to social networks should be done as much as possible and relevant. Various versions are available. Social network blocks are used in white or black according the background.

Suivez nous



Suivez-nous A row of four social media icons: RSS feed, Twitter bird, LinkedIn logo, and YouTube play button.

Follow us



Follow us A row of four social media icons: RSS feed, Twitter bird, LinkedIn logo, and YouTube play button.

Suivez nous



Suivez-nous A row of four social media icons: RSS feed, Twitter bird, LinkedIn logo, and YouTube play button.

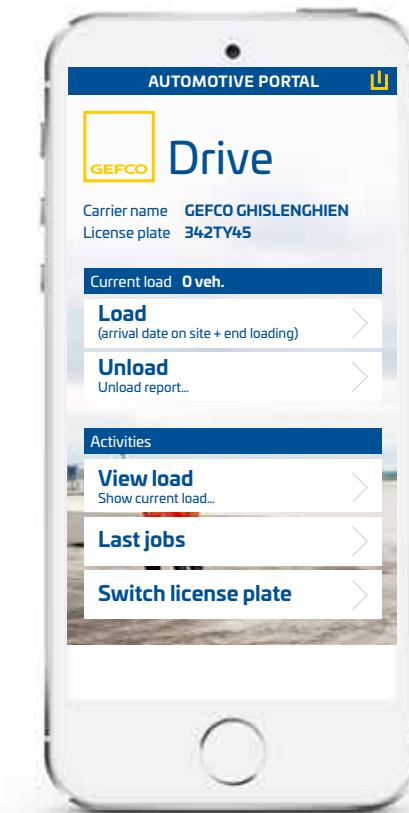
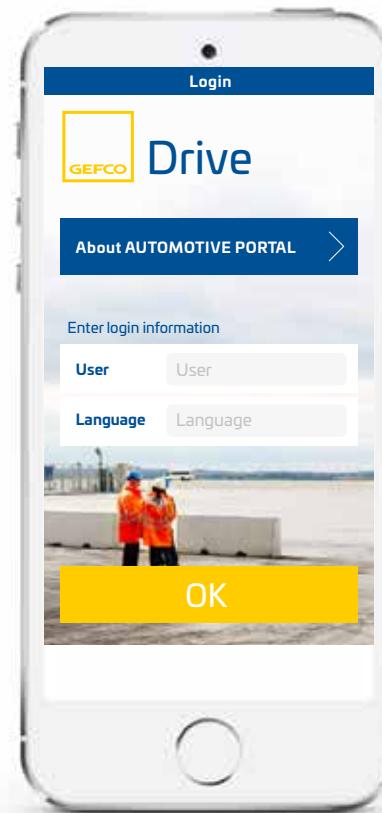
Follow us



Follow us A row of four social media icons: RSS feed, Twitter bird, LinkedIn logo, and YouTube play button.

22. Digital App

Our favicon is exceptionally on a blue background GEFCO.



23. Events

Pop up booth

POP UP BOOTH

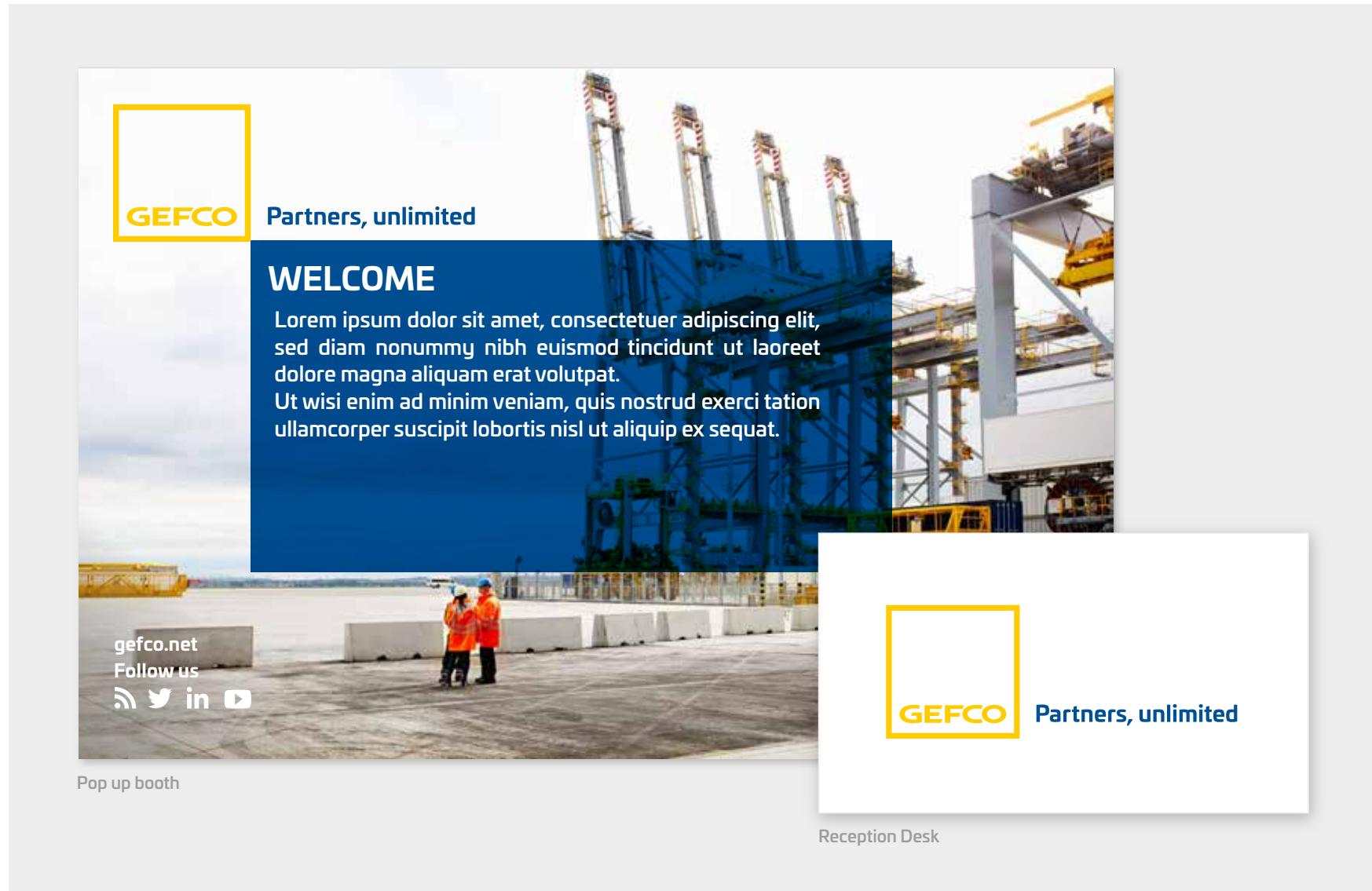
800x1900mm

The brand block is positioned at the top left connected to the dialog box. In addition to the title, the dialog box can accommodate text elements.

The typography used is the Univia Pro.

Photographs related to the subject are placed full page. The contact block is positioned at the bottom left.

Dimensions 800x1900mm
Format Illustrator



The image shows a template for a pop-up booth. It features a large photograph of an industrial port or shipyard background. Overlaid on the left side is a white dialog box containing the GEFCO logo and the text "Partners, unlimited". Inside the dialog box, there is a blue rectangular area with the word "WELCOME" in bold white capital letters, followed by two paragraphs of placeholder text in white. At the bottom left of the main image, there is a contact block with the text "gefco.net", "Follow us", and social media icons for RSS, Twitter, LinkedIn, and YouTube. Below the main image, the text "Pop up booth" is centered. To the right of the main image is a smaller white box containing the GEFCO logo and the text "Partners, unlimited". Below this box, the text "Reception Desk" is centered.

gefco.net

Follow us

Partners, unlimited

Partners, unlimited

Pop up booth

Reception Desk

24. Events Kakemono

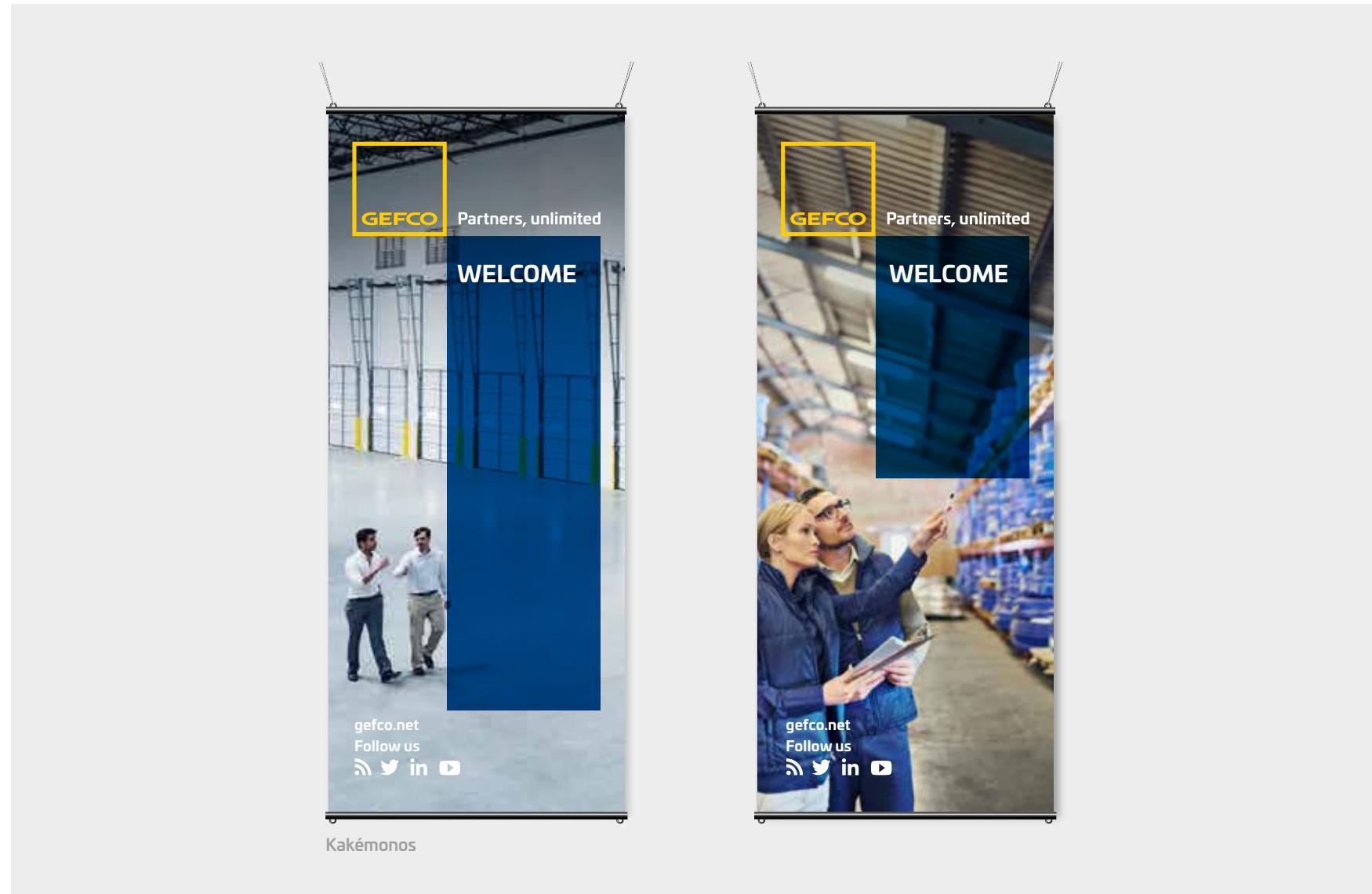
KAKEMONO

3250x2340mm

The brand block is positioned at the top left connected to the dialog box. The typography used is the Univia Pro. Photographs related to the subject are placed full page. The contact block is positioned at the bottom left.

Dimensions
3250x2340mm.

Format Illustrator.



25. Events Posters

The main principles:

The brand block is positioned at the bottom right connected to the dialog box.

The typography used is the Univia pro.

A photograph related to the subject is placed under the dialog box.

The contact block are positioned at the bottom left.

Format Illustrator.



26. Events Goodies

The main principles:

The use of the brand block with its signature on the right to be privileged.

In the case where the available space is insufficient, the exceptional use of the name GEFCO is possible.



27. Branding principles

Videos

VIDEO

Our videos use our brand visual territory principles.



Please refer to the video branding guidelines >

28. Branding principles

Vehicles

The Brand block is positioned as shown opposite according to the vehicle type and its surfaces.

When the Brand block is placed on two elements, one of which is mobile, care must be taken to ensure that the strap line is not positioned over the opening.



29. Branding principles Buildings

BUILDINGS

The branding of our buildings use our brand visual territory principles.



Partners, unlimited



Please refer to the Building
branding guidelines >

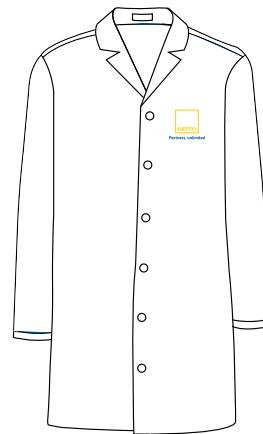


30. Branding principles

Textile

CLOTHES

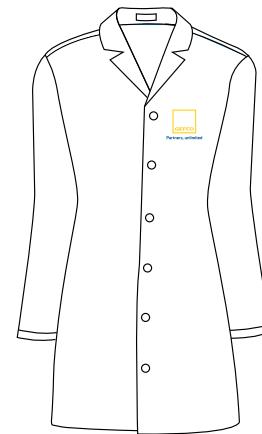
Our clothes use our logotype and brand block when possible.



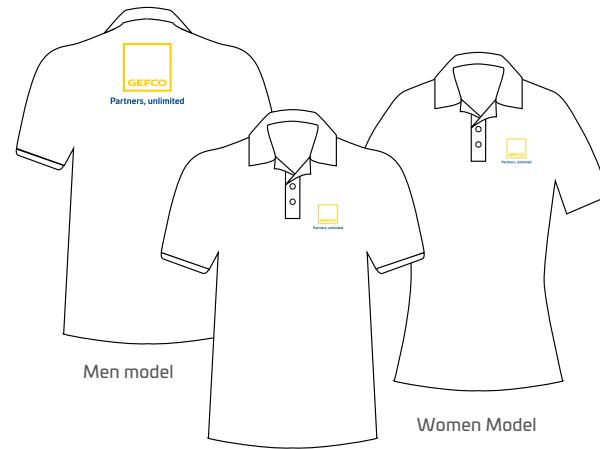
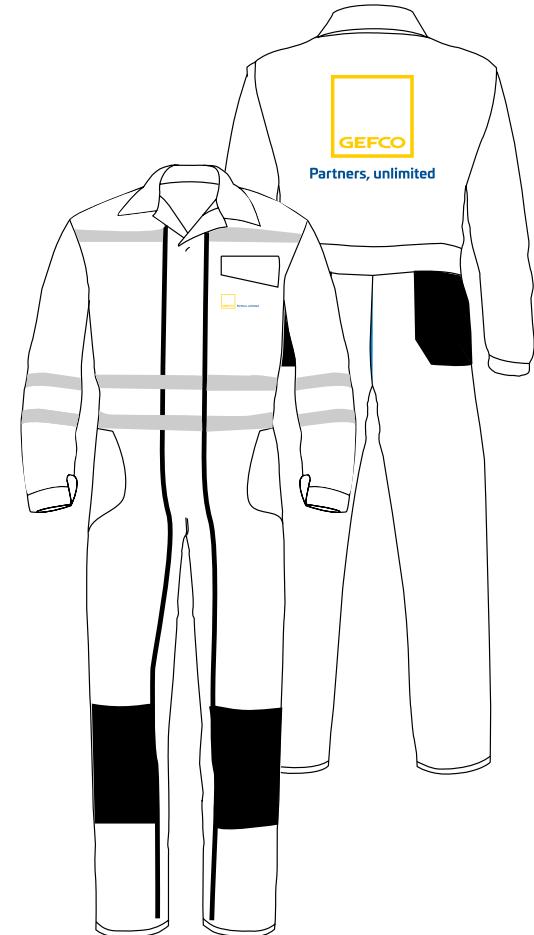
Men model



Men model



Women Model



Men model

Women Model

Men model

Please refer to the Clothes branding guidelines >

31. Branding principles

Audio

AUDIO

Texte



Partners, unlimited

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