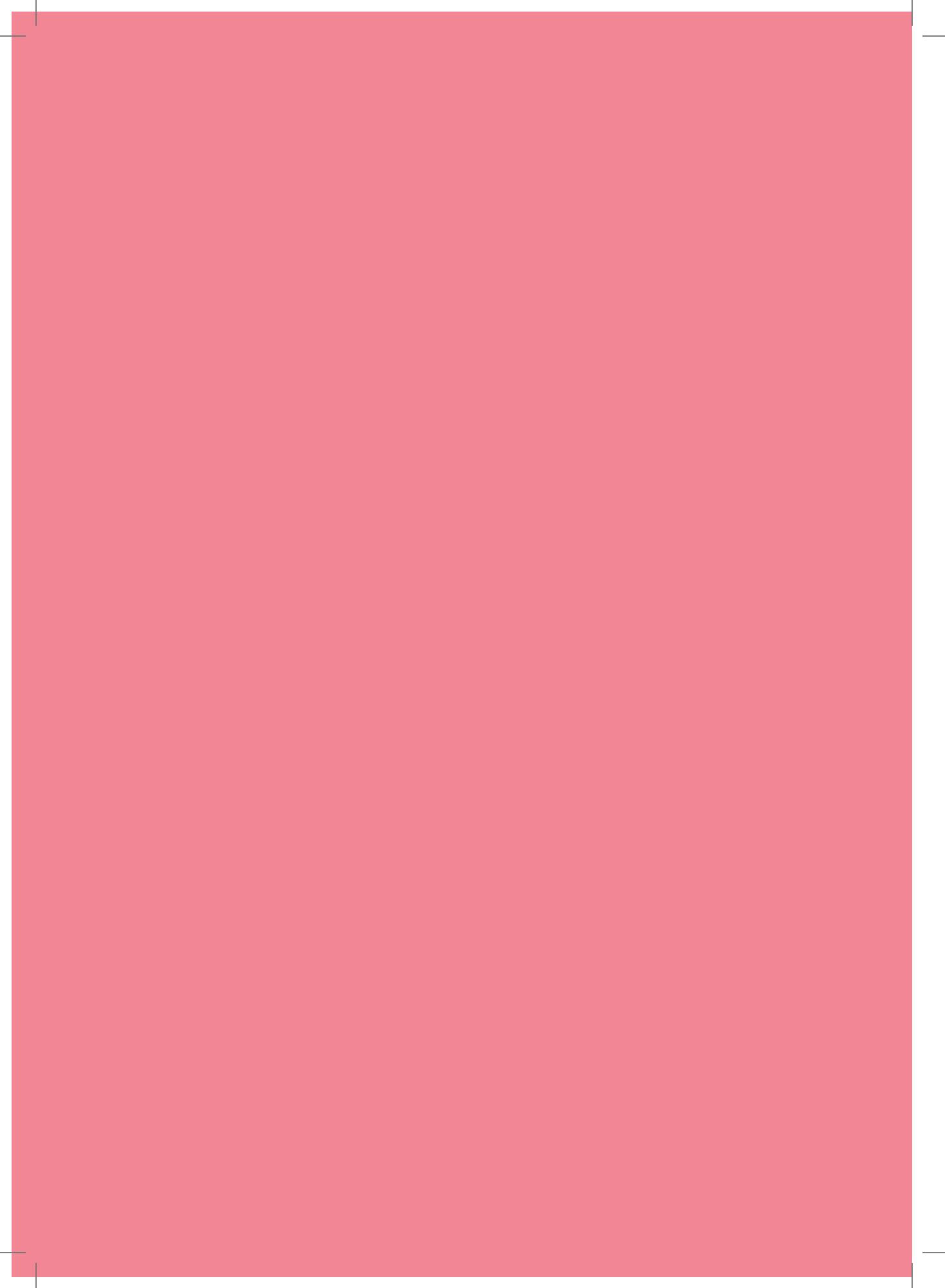




DIGITAL  
Graphic Standards

DIGITAL





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# DIGITAL Graphic Standards

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## I. DIGITAL

# 1 > Introduction

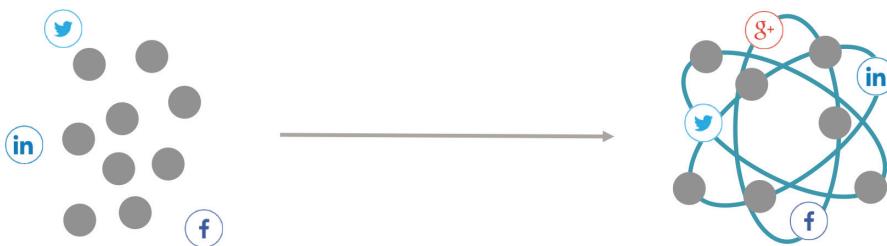
### A more consistent digital presence

In the context of Veolia's transformation, a new digital strategy has been designed to meet four major goals:

- Communicate our new brand positioning and our mission - Resourcing the World - in a lively and well reasoned way;
- Reflect the Group's more integrated and consistent structure with just one Veolia per country;

- Better convey the value of our business lines and their synergies in every country where we operate, particularly for our customers, who need to know how we can benefit them;
- Build a team culture where people exchange ideas with everyone involved.

To meet these objectives, we are moving from a system with numerous unconnected websites to an integrated and truly interconnected digital ecosystem that also includes social networks and all digital applications.



**End 2013 - A galaxy of individual sites and a minor presence on the social networks.**

**End 2014 – An interconnected ecosystem providing a balance between global messages and local concerns and a consistent experience for users.**

## I. DIGITAL

# 1 > Introduction

- **Unified design and ergonomics:**  
all the sites and accounts opened on social networks comply with harmonised visual codes and naming rules, providing the recognisable face of the same Veolia, the new Veolia, at a glance.
- **Contents follow a new pattern:**  
designed specifically with our audiences in mind, they emphasise Veolia's achievements and know-how and match our business strategy.
- **Tone and style are more direct:**  
whether we are telling how we contribute to resourcing the world or how we help our customers perform more effectively, we take care to tell stories that appeal to all our audiences. Our contents must first and foremost show the end goal of our actions and the benefits that everyone can draw from them.

Our new digital goal also includes more openness with regard to everyone involved, both ambassadors and critics, whose concerns and values we share.

- This is the spirit in which we have created **#LivingCircular**, a digital platform where we pass on initiatives and ideas in favour of a way of life that is more respectful of the environment and the world's natural resources.
- For **social networks**, usage guidelines are available from the Corporate Communications Department.



## **II. GRAPHIC PRINCIPLES FOR WEBSITES**

<b>1&gt;</b>	Fonts	10
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# GRAPHIC PRINCIPLES FOR WEBSITES

## II. GRAPHIC PRINCIPLES FOR WEBSITES

### 1 > Fonts

**TheSans** is the main font , it is used for all contents and section names.

**FS Rufus** can only be used for the denominator (title of inside pages) or to highlight some contents (e.g. the caption on the home page).

**TheSans**  
AaBbCc  
12345

**FS Rufus**  
AaBbCc  
12345

#### TheSans Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### *TheSans Light Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### TheSans Plain

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### *TheSans plain Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### TheSans Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### *TheSans bold Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### FS Rufus Light

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### *FS Rufus Light Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### FS Rufus Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### *FS Rufus Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### FS Rufus Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

#### *FS Rufus Bold Italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789.,;+=\*%?!

A license to use this font must be purchased from a foundry or font retailer.

## II. GRAPHIC PRINCIPLES FOR WEBSITES

### 2 > Logotype

The Group brand Veolia Environnement has been replaced by Veolia. The division nouns and brands (Veolia Water, Veolia Environmental Services) have been deleted and all revert to the Veolia brand. The

Logotype is now made up of two components: the symbol and the Veolia name. It only exists in its horizontal version and is always included in the tab in the top bar.



#### 1 Top bar

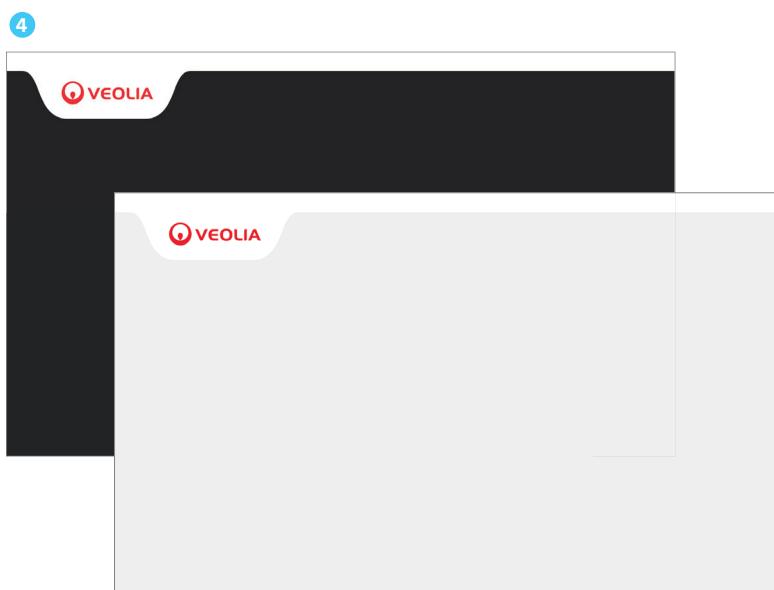
Width: the whole page  
Height: 30 px  
Color: White #FFF

#### 2 Tab

Width: 260 px  
Height: 72 px  
Left margin regarding the content: 20 px

#### 3 Logotype

Width: 140 px  
Height: 35 px  
Top margin: 20 px  
Bottom margin: 20 px  
Left margin: 60 px  
Right margin: 60 px



#### 4 Page background

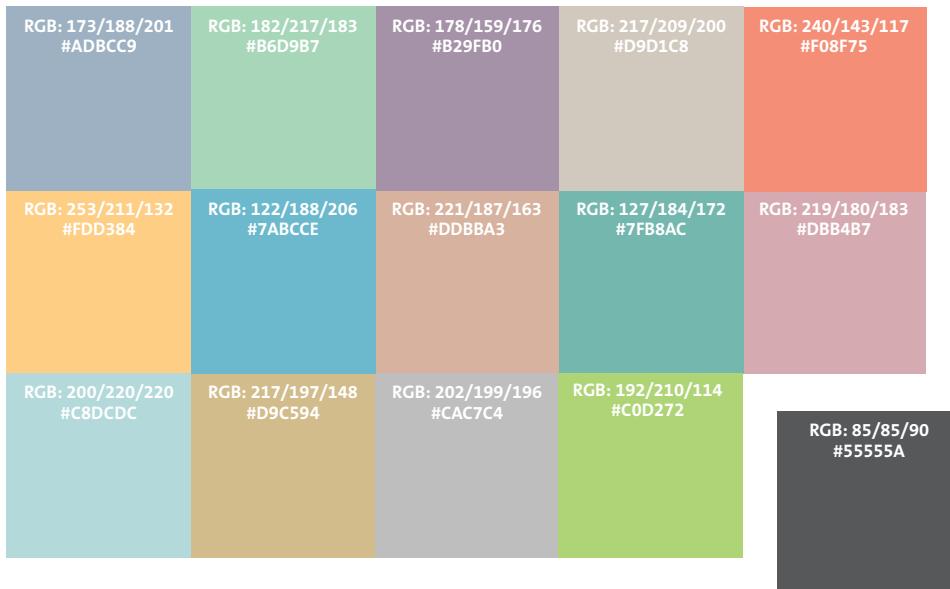
Background must always be contrasted:  
Very dark gray #2C2C2C  
(on home page)  
Very light gray #F2F2F2  
(on inside pages)

## II. GRAPHIC PRINCIPLES FOR WEBSITES

### 3 > Colors

The color range provides a broad palette of soft and bright colors to translate the brand's vitality.

The range includes 29 colors arranged in two-tone groups: 14 soft colors, 14 bright colors and 1 color shared by both tones.



## II. GRAPHIC PRINCIPLES FOR WEBSITES

### 4 > Business activity symbols

The business activity symbols have been designed to allow the identification of the Group's three main areas of business activity: Water Solutions, Waste Solutions and Energy Solutions. Their use is optional depending on the market and commercial requirements.

Their graphic design is based on natural elements and/or distinctive signs to personify the three areas of business activity. They are all built on the repetition principle of a graphic metonymy.

#### Water Solutions

The rippling of water  
RGB: 0/174/199  
#00AEC7



#### Waste Solutions

The waste cycle  
RGB: 151/191/13  
#97BF0D



#### Energy Solutions

The energy of a bolt of lightning  
RGB: 255/214/22



#### Minimum size

100 x 100 px

#### Rules for use

On background images, the symbols should be used transparently with 80% opacity. The activity sign must be horizontally central at a distance equivalent to the diameter of the Veolia logo symbol.



○ = ○

#### Composition

To ensure their harmonious construction, the three symbols are framed in a square. They each have the same proportions and the same width.



## II. GRAPHIC PRINCIPLES FOR WEBSITES

### 5 > Use and declinations

The signs are used to visually represent the activity referred to in the content. They may be used in the boxes announcing the inside pages or in the body copy of case studies.



**Veolia** RESOURCING THE WORLD FOR BUSINESSES FOR CITIZENS | VEOLIA GROUP

**Industrial**

Mining, Food and beverages, Oil and gas, Pharma and cosmetics, Municipal, Others, Maritime, Our solutions

**Industrial**

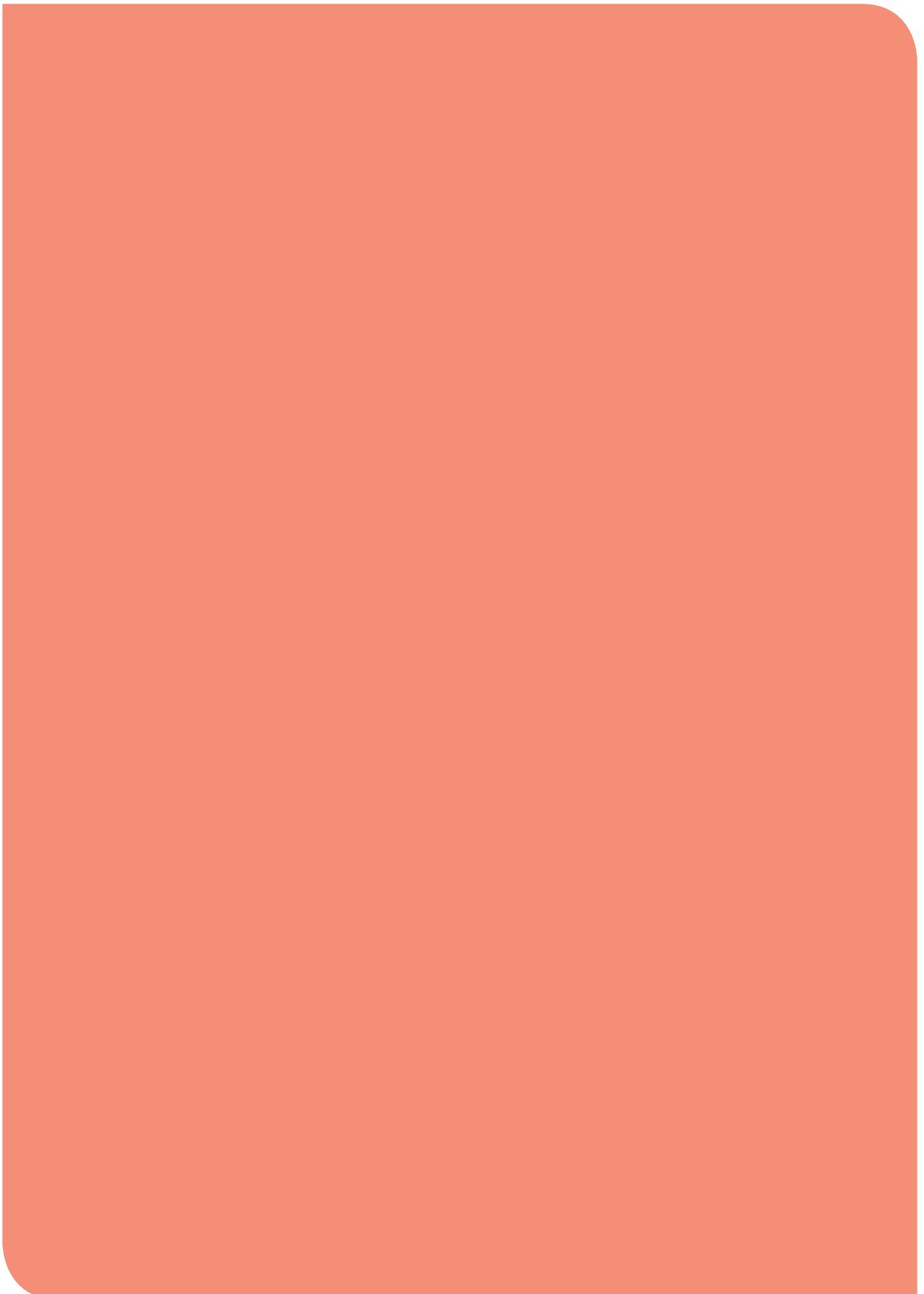
Resourcing the world, Mining, Food and beverages, Oil and gas, Pharma and cosmetics

**Logos:** Davidstow, Bonduelle, MASTER BLENDERS

**Client Testimonials:**

- John Perry: Lorum ipsum dolor sit amet, consectetur adipiscing elit. Aliquam rhoncus.
- Chiffres Clés: Lorum ipsum
- Bénéfices Client: Lorum ipsum dolor sit amet, consectetur adipiscing elit. Aliquam rhoncus.

**Visuals:** A collage of industrial images including a factory, a map of Europe with a yellow dot, and a close-up of pipes.





# III.

# NAVI AND ERGO

## **III. NAVIGATION AND ERGONOMICS OF EXTERNAL SITES**

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### III. NAVIGATION AND ERGONOMICS OF EXTERNAL SITES

## 1 > Group home page

The Group homepage is designed like a newsfeed to showcase the vitality of the offer and the broad range of services provided by the new Veolia.

### Group home page

Focus on corporate and brand news

The screenshot displays the Veolia Group homepage with a clean, modern design. At the top, there's a navigation bar with links to 'VEOLIA WEBSITES', '#LivingCircular', 'PARIS €11.83 (+2.95%)', 'NYSE \$16.03 (+2.26%)', 'RESOURCING THE WORLD', 'FOR BUSINESSES', 'FOR CITIZENS', 'GROUP', and a search icon. Below the navigation is a large banner featuring a photograph of hands in gloves holding laboratory flasks with liquid. The banner has a caption: 'Loren ipsum dolor sit amet, consectetur adipiscing elit. Aliquam rhoncus fringilla risus a malesuada. Ut vel enim sodales, tempus aliquam fringilla risus a malesuada.' Below the banner, the main content area is titled 'Browse Veolia' and shows a grid of news cards. Each card includes a small image, a title, a brief description, and a 'TECHARGER' button. To the right of the news feed is a sidebar titled 'Follow Veolia' with social media icons for Facebook, Twitter, LinkedIn, and RSS, and a link to '#LivingCircular'. At the bottom of the sidebar, there's a section for 'POPULAR STORIES' with five numbered items. The footer of the page features the Veolia logo and the text 'Veolia DIGITAL Graphic Standards'.

### III. NAVIGATION AND ERGONOMICS OF EXTERNAL SITES

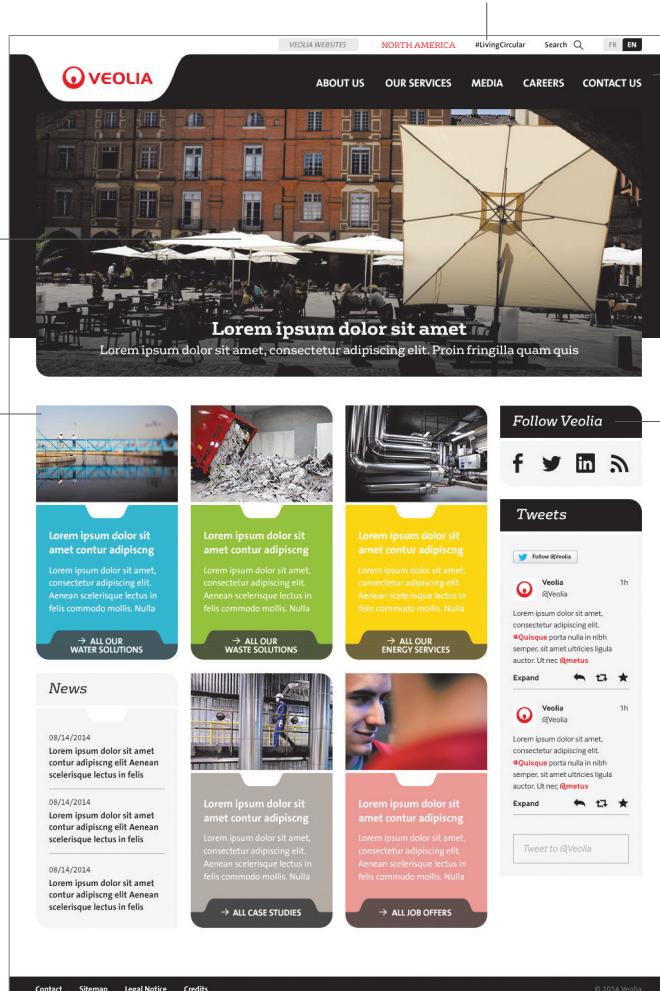
## 2 > Country home page

The home page for country websites is based on the overall graphics and ergonomics principles. Their structure will nevertheless vary slightly according to the business goals of these websites: the area given over to

current affairs is placed lower on the page, the main visual is bigger and the blocks of content are symmetrically aligned. Refer to the section on the page layout for country sites (cf. page 26).

### Link to social hub

Where it is present, the link to **#LivingCircular**, Veolia's social hub, must be put in the header, above the main menu.



#### Main visual

This is intended to be used as a teaser. The **headline** can be placed at the top or the bottom, but **always central**.

#### Content blocks

**6 blocks** in the middle of the page cover the website content. While editorial emphasis is on **business**, the content is free for local management to decide and can also be used to promote other website sections.

The Current **Affairs block**, which is always shown, can be freely placed.

#### Header

This is compact so that it is easy to read. Its structure is in **5 sections**, identical from country to country (see details below).

#### Social networks

The right half of the page is devoted to **social networks**:

- The upper block details the different accounts available in that country;
- The lower block is used for Twitter and displays the latest tweets.

**!** If the country does not have an account, the Twitter Corp thread is shown in the Tweets block, and the Twitter and LinkedIn Corp threads are shown in the "Follow Veolia" block.

### III. NAVIGATION AND ERGONOMICS OF EXTERNAL SITES

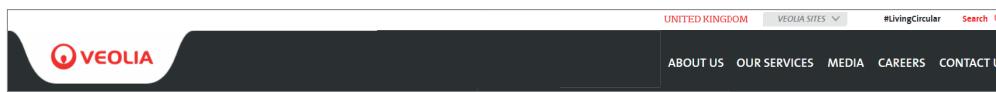
## 3 > The header

The header displays the first level navigation for the website. It offers visitors a business oriented approach highlighting Veolia solutions and providing direct access to the contact form. The first-level navigation terms

are standardized in French and English only. This level is identical for each country, which should translate the section titles locally while retaining the same order.



2  
1



2  
1

### 1 First level navigation

- This level is identical for all countries: same titles for headings in the same order.
- About us: Briefs, Local news, Investor relations, CSR Performance...
  - Our services: skills and experience in each country with references...
  - Media: press releases, events, publications...
  - Careers: personal accounts, job offers...
  - Contact us: address details and contact form.

### 2 Upper bar

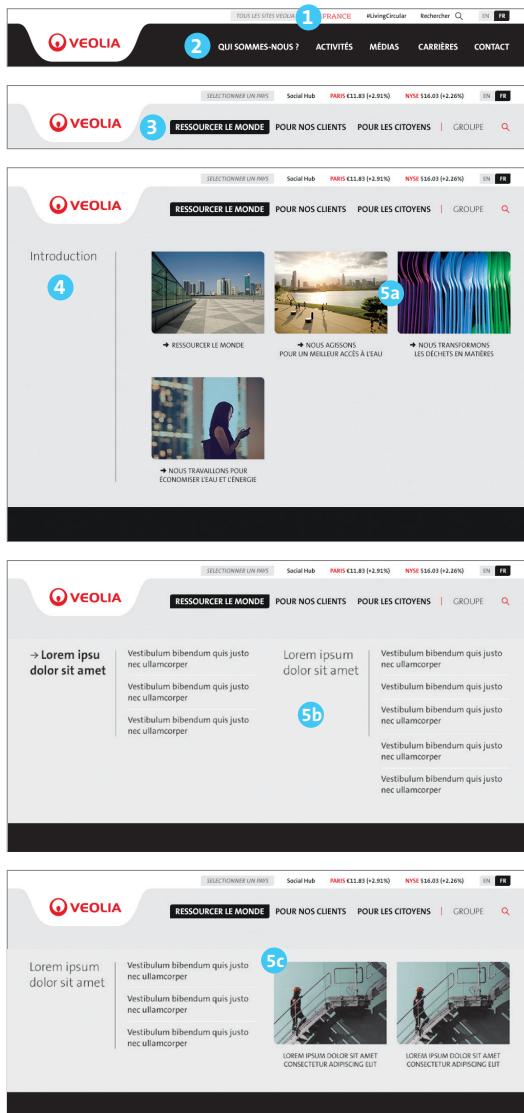
- Name of your country.
- Link to the #LivingCircular social hub.
- Search button.
- Choice of display languages for the website (optional).

### III. NAVIGATION AND ERGONOMICS OF EXTERNAL SITES

## 4 > Primary navigation

First level navigation opens a large menu giving access to all pages in the section selected.

Page layout for these menus is free: several layouts are suggested to fit in with the tree structure of each section.



### 1 Upper bar

TheSans Bold 8 pt / color: #2C2C2C

### 2 First level navigation on the home page

TheSans Bold 11 pt / uppercase / color: #FFF

### 3 First level navigation on the inside pages

TheSans Bold 11 pt / uppercase / color: #2C2C2C  
Items must be spaced 25 px.

### 4 Menu titles

TheSans Ultralight 16 pt /  
line spacing: 20 pt  
Text aligned upwards.

### 5a Sub menu (image version)

Width: 220 px / height: 160 px  
! Icons must have the upper right corner and the lower left corner rounded on a 40 px radius.  
TheSans Plain 9 pt / uppercase / line spacing: 12 pt  
Text centered.

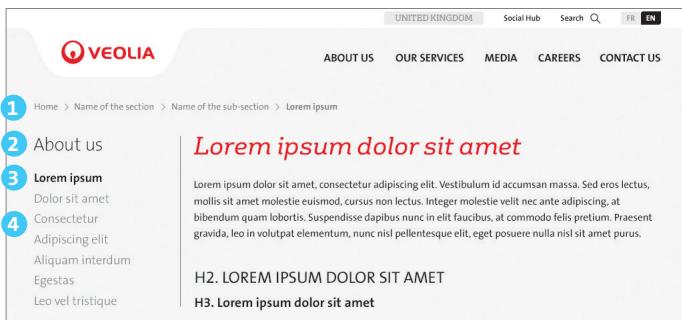
### 5b Sub menu (list version)

### 5c Sub menu (list version + push)

### III. NAVIGATION AND ERGONOMICS OF EXTERNAL SITES

## 5 > Secondary navigation and tracking

Secondary navigation is displayed in the left-hand column of inside pages. This column repeats the various navigation levels (from level 1 to level 4).



### 1 Tracking

TheSans Plain 9 pt /  
color: #808080  
TheSans Bold

### 2 Title

TheSans Extralight 18 pt /  
line spacing: 24 pt /  
color: #2C2C2C

### 3 Selected page

FS Rufus Bold 12 pt /  
line spacing: 20 pt /  
color: #2C2C2C

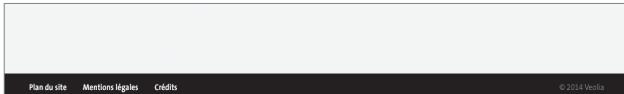
### 4 Other pages

FS Rufus Light 12 pt /  
line spacing: 20 pt /  
color: #808080

### III. NAVIGATION AND ERGONOMICS

## 6 > Footer

The footer layout is standard for all website pages. Each country is free to display whatever content it wishes. The footer can include the website plan, legal statements, credits, etc.



### Typeface

TheSans Bold 8 pt / color: #FFF



# IV.

# PAGE LAYOUT FOR COUNTRY WEBSITES

## IV. PAGE LAYOUT FOR COUNTRY WEBSITES

1>	Home page	26
2>	Inside pages	30

## PAGE LAYOUT FOR COUNTRY WEBSITES

### 1 > Home page

#### The grid

Refer to the navigation and ergonomics section for external sites and to the country homepage content (cf. page 19).

#### Content width

For a computer or tablet size of 960 px  
12 columns

#### Margins

Width: 20 px

#### Columns

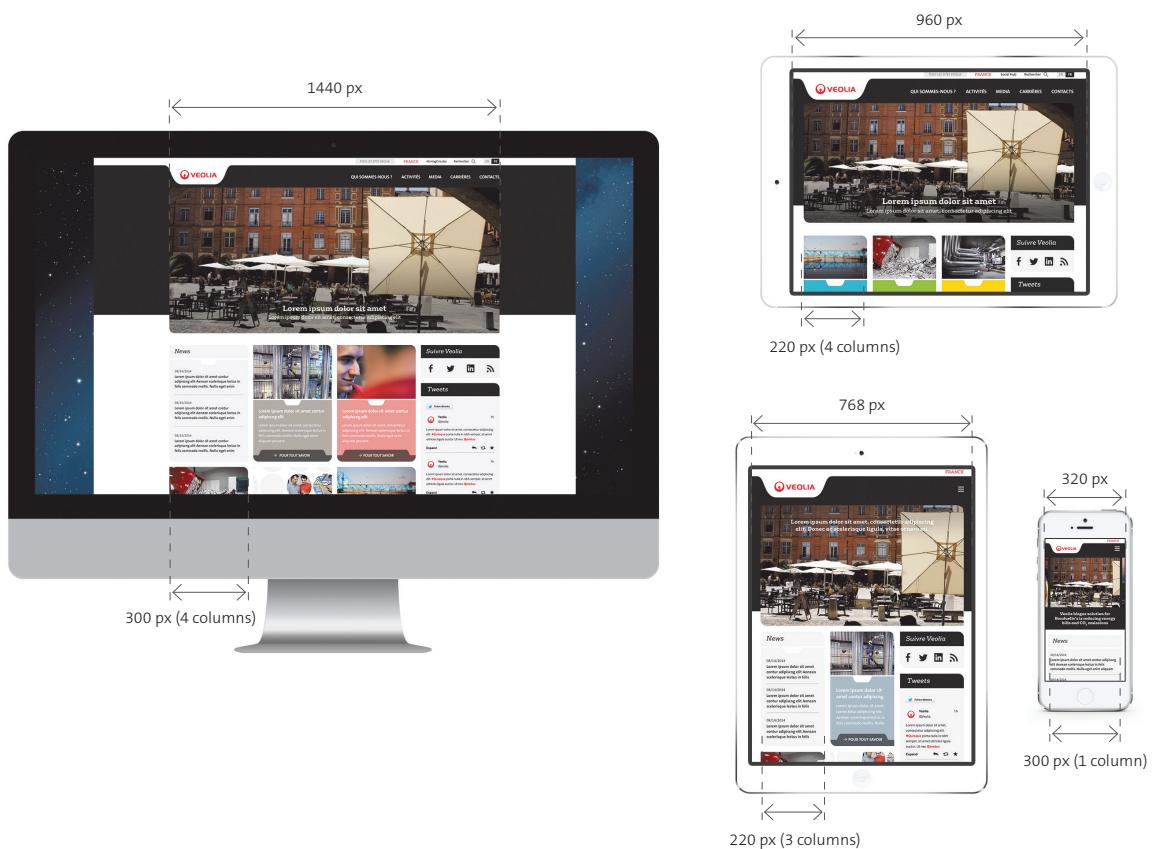
1 column: 60 px (width)



## PAGE LAYOUT FOR COUNTRY WEBSITES

### 1 > Home page

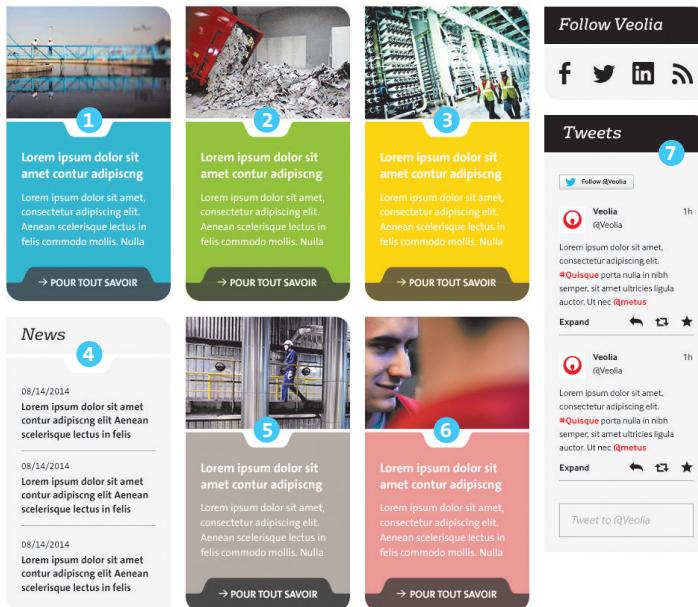
#### Responsive design variants



## PAGE LAYOUT FOR COUNTRY WEBSITES

### 1 > Home page

**Content blocks.** Each country is free to choose the content blocks they want and the order in which these blocks are displayed with the exception of the “Actualités/News” block which is mandatory.



For example, they may emphasize Veolia's range of activities:

- 1 Water management
- 2 Waste management
- 3 Energy management

Other blocks may be used to display other sections of the website:

- 4 Current affairs
- 5 Case studies
- 6 Careers

Personal accounts,  
Links to job offers

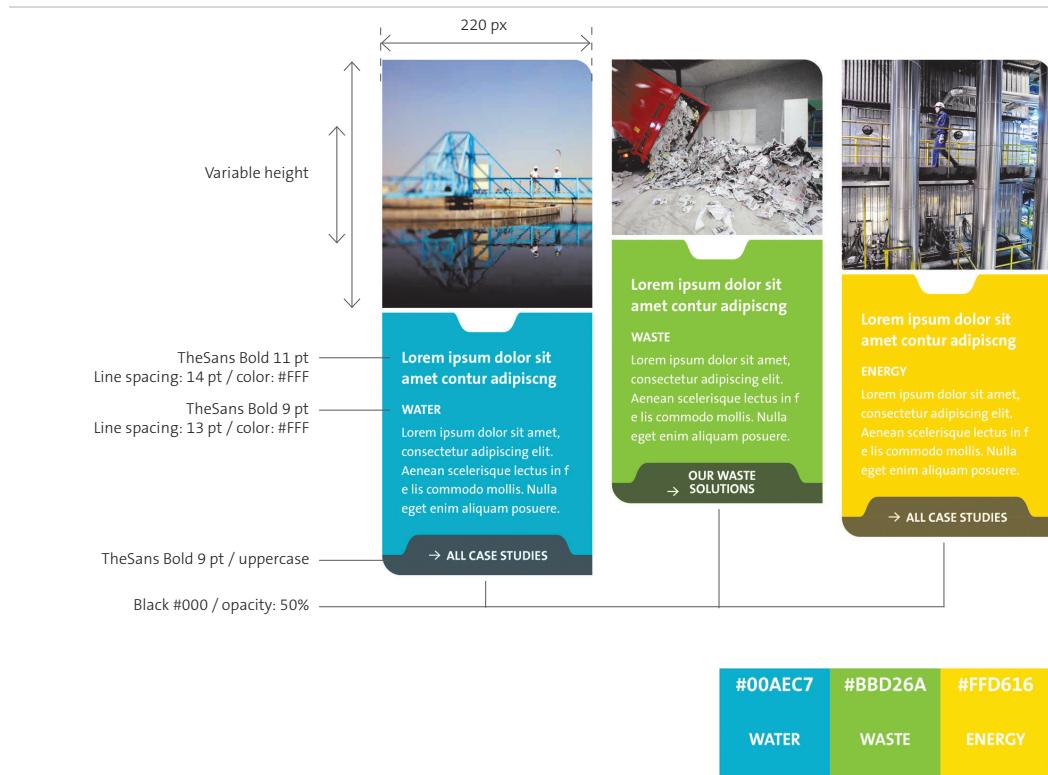
#### 7 Social networks

The right-hand column is obligatory for all countries. It is used to promote accounts on social networks on which the country is active (LinkedIn, Twitter, Facebook, YouTube, etc.), and display threads of local Twitters.

## PAGE LAYOUT FOR COUNTRY WEBSITES

### 1 > Home page

**Content block characteristics.** A content block consists of an image, a title, a headline and a hypertext link.



#00AEC7	#BBD26A	#FFD616
WATER	WASTE	ENERGY



! Content blocks must have the upper right corner and the lower left corner rounded on a 40 px radius.



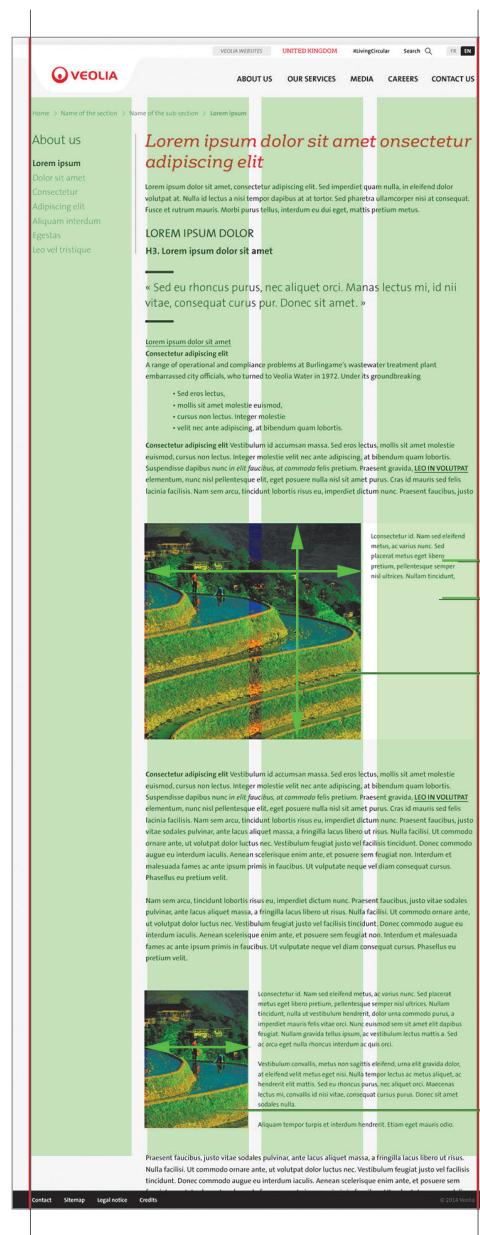
#2C2C2C	#FFF	#F2F2F2	#808080
PAGE BACKGROUND (HOME PAGE, HEADER ONLY)	PAGE BACKGROUND (HOME PAGE, BROWSE VEOLIA)	PAGE BACKGROUND (CONTENTS PAGES)	#E9E9E9

## PAGE LAYOUT FOR COUNTRY WEBSITES

### 2 > Inside pages

The layout of inside pages has the navigation on the left and the content in the remaining space. Several style elements are available for page layout (title, heading, paragraph, bulleted list, verbatims, tables, etc.) as well

as builder modules such as a carousel, a video player, accordion blocks, etc. and contextual pushes offering transfers to other pages on the website.



#### Title

#### Verbatim

#### Bulleted list

#### Large captioned photo

TheSans Bold 9 pt / line spacing: 14 pt

White background #FFF

460 px x 460 px

(2 x 3 columns)

#### Small photo

Width: 220 px

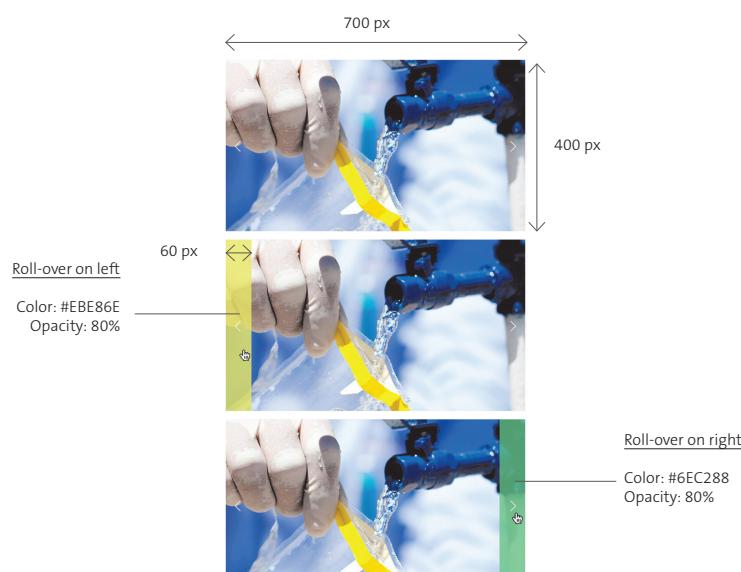
(1 x 3 col)

Variable height

## PAGE LAYOUT FOR COUNTRY WEBSITES

### 2 > Inside pages

#### Carousel for visuals

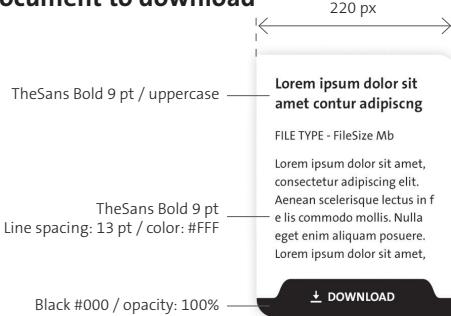


## PAGE LAYOUT FOR COUNTRY WEBSITES

# 2 > Inside pages

### Content blocks

#### Document to download



[↓ DOWNLOAD](#)

VEOLIA WEBSITES UNITED KINGDOM UsingCircular Search Q

Home > Name of the section > Name of the sub-section > Lorem ipsum

About us

**CSR performance**

Placeholder text: Curabitur adipiscing elit. Vestibulum id accumsan massa. Sed eros lectus, mollis sit amet molestie euismod, cursus non lectus. Integer molestie velit nec ante adipiscing, at bibendum quam lobortis. Suspendisse dapibus nunc in elit faucibus, at commodo felis pretium. Praesent gravida, leo vel volutpat elementum, nunc nisi pellentesque elit, eget posuere nulla nisi sit amet purus.

Placeholder text: Curabitur adipiscing elit. Vestibulum id accumsan massa. Sed eros lectus, mollis sit amet molestie euismod, cursus non lectus. Integer molestie velit nec ante adipiscing, at bibendum quam lobortis. Suspendisse dapibus nunc in elit faucibus, at commodo felis pretium. Praesent gravida, leo vel volutpat elementum, nunc nisi pellentesque elit, eget posuere nulla nisi sit amet purus.

Placeholder text: Curabitur adipiscing elit. Vestibulum id accumsan massa. Sed eros lectus, mollis sit amet molestie euismod, cursus non lectus. Integer molestie velit nec ante adipiscing, at bibendum quam lobortis. Suspendisse dapibus nunc in elit faucibus, at commodo felis pretium. Praesent gravida, leo vel volutpat elementum, nunc nisi pellentesque elit, eget posuere nulla nisi sit amet purus.

#### Content blocks

Fixed height

5 lines of text maximum

TheSans Bold 9 pt / uppercase

Black #000 / opacity: 50%

Press release : Lorem ipsum dolor sit amet

Placeholder text: Curabitur adipiscing elit. Aenean scelerisque lectus in f e i s commodo mollis. Nulla eget enim eu quam posuere. Littera quam sit semet, conetur adipiscing elit.

→ ALL PRESS RELEASES

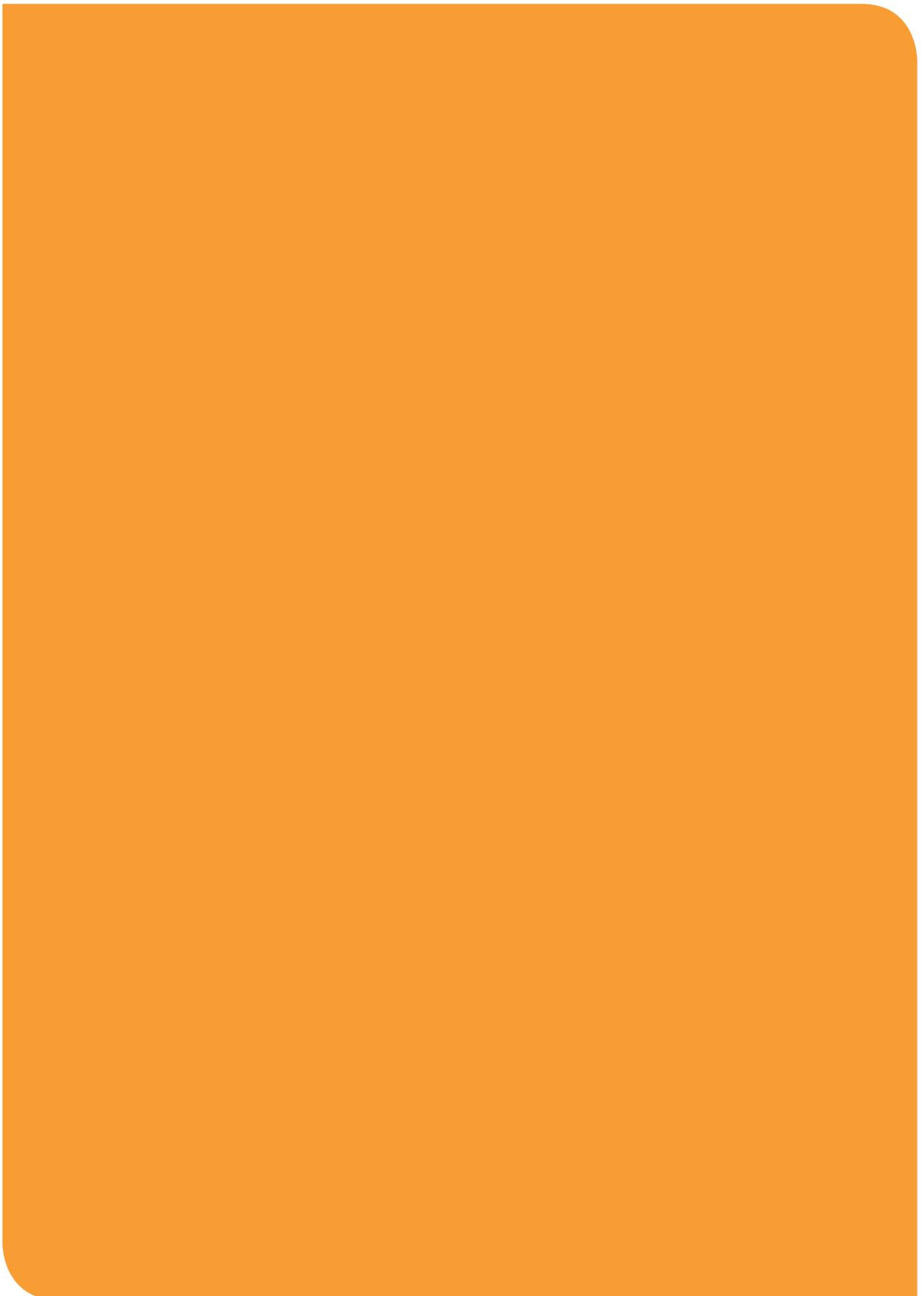
Placeholder text: Curabitur adipiscing elit. Aenean scelerisque lectus in f e i s commodo mollis. Nulla eget enim eu quam posuere.

→ OUR WASTE SOLUTIONS

Placeholder text: Curabitur adipiscing elit. Aenean scelerisque lectus in f e i s commodo mollis. Nulla eget enim eu quam posuere.

→ ALL CASE STUDIES

Contact Sitemap Legal Notice Credits © 2014 Veolia



## TECHNICAL APPENDIX

# 3 > Technical Appendix

## Responsive grid for page construction

### Content width

For desktop template or  
widescreen tablet of 960 px  
12 columns

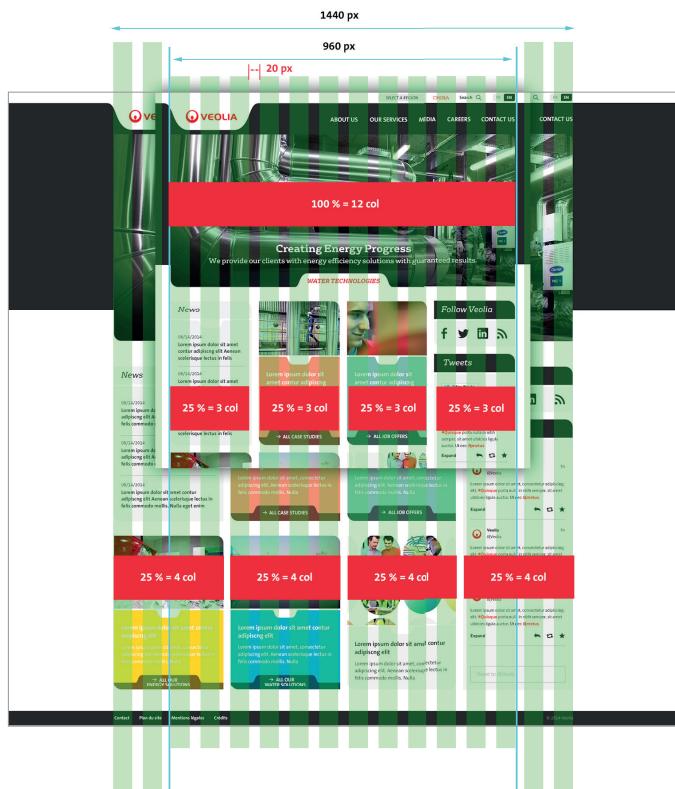
For large desktop  
template of 1440 px  
16 columns

### Margins

Width: 20 px

### Columns

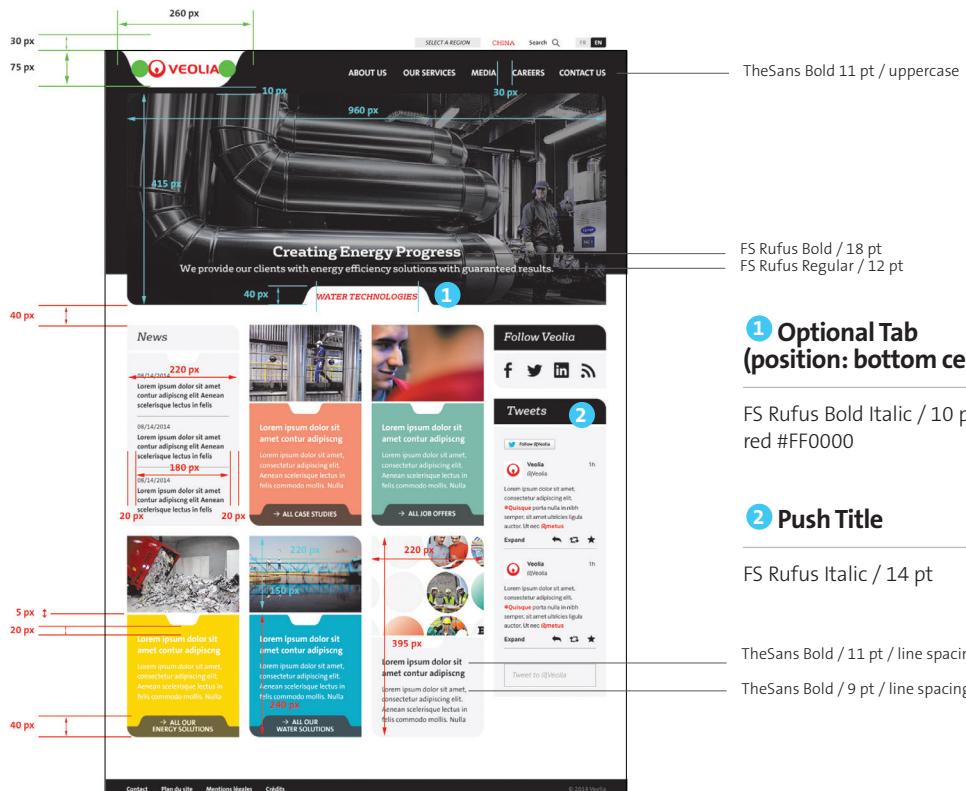
1 column: 60 px (width)



## TECHNICAL APPENDIX

## 3 &gt; Technical Appendix

Classic desktop or tablet format 960 px page construction





# V. SOCIAL NETWORKS

## **SOCIAL NETWORKS**

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<b>4&gt;</b>	LinkedIn	43
<b>5&gt;</b>	Facebook	45
<b>6&gt;</b>	Google +	47
<b>7&gt;</b>	Youtube	49

## V. SOCIAL NETWORKS

### 1 > Naming principles

A single account per country is recommended for each social network. The names must enable direct identification of the geographical origins of the account or activity concerned.

Countries and Regions	Specialties	
	Global	Business
<i>Veolia Country / Region</i>		
Examples: Veolia United Kingdom	Veolia Name	Name Veolia
Veolia North America	Examples: Veolia WaterTechnologies	Examples: OTV Veolia
Veolia Deutschland	Veolia WaterTechnologies United Kingdom	Sidem Veolia

**V. SOCIAL NETWORKS****2 > Profile image****Rules for use**

The Veolia logotype is to be used as the profile image.

**Specific case**

If the account name begins with Veolia, it is possible to display only the symbol in the profile image.

**Forbidden**

In order to protect the use of the logo, please avoid all other layouts or settings. For example, displaying the logo across two lines is not allowed.

## V. SOCIAL NETWORKS

### 3 > Twitter

The creation and adaptation of Twitter accounts must follow the rules shown below.

The choice of visuals for the cover image must follow the principles defined in the Fundamentals Chart (VIII. Iconography).

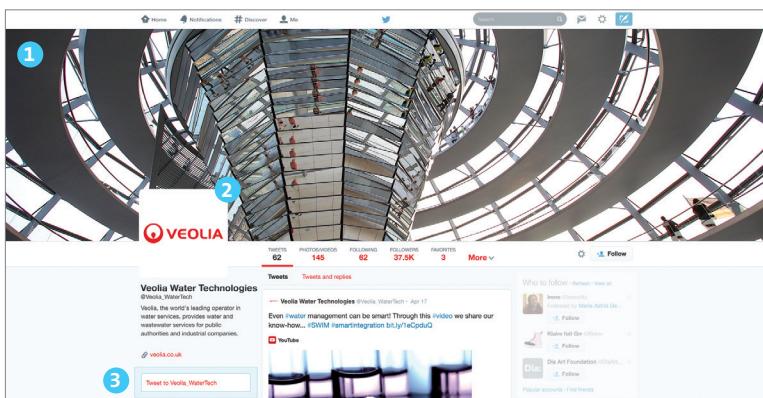


#### 1 Cover Image

1 500 x 500 px

It is recommended not to use close-ups of personnel to avoid making them recognizable.

Preferably use the four major types of environment: urban, nature, industry and materials.



#### 2 Profile Image

Logotype or symbol of the Veolia logotype alone:

400 x 400 px

#### 3 Color

Veolia logotype Red: #FF0000

#### 4 Unacceptable imagery



## V. SOCIAL NETWORKS

### 3 > Twitter

**Naming.** To adapt to the constraints of Twitter, the account name must be 20 characters maximum; the user name must be 15 characters.

Countries and Regions	Specialties	
@Veolia_XX Veolia Country	Global	Business
<i>Examples :</i> @Veolia-CF Veolia Chile		
@Veolia_NA Veolia North America	@Veolia_Name Veolia Name	@Name_Veolia Name Veolia
@Veolia_DE Veolia Deutschland		

## V. SOCIAL NETWORKS

### 4 > LinkedIn

**Profile page.** The creation and adaptation of LinkedIn accounts must follow the rules defined below.

The choice of visuals for the cover image must follow the principles set out in the Fundamentals Chart (VIII. Iconography).

#### 1 Profile image

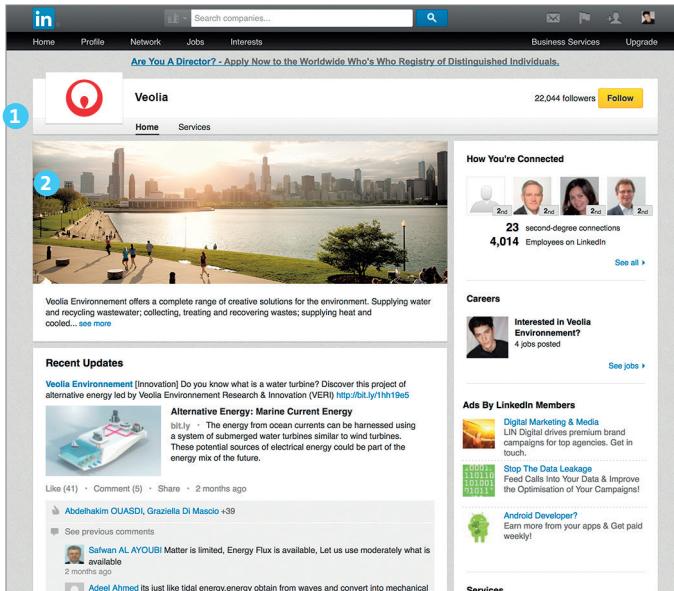
When the account name includes the Veolia name, you may use the Veolia logotype symbol alone as the profile image.

Symbol: 200 x 200 px

#### 2 Cover image

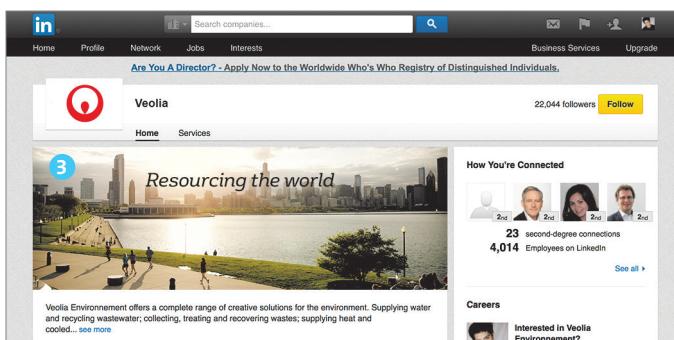
646 x 220 px

Preferably use the four major types of environment: urban, nature, industry and materials.



#### 3 Cover image b

You can add the company signature on the cover image. Signature: 300 x 30 px.



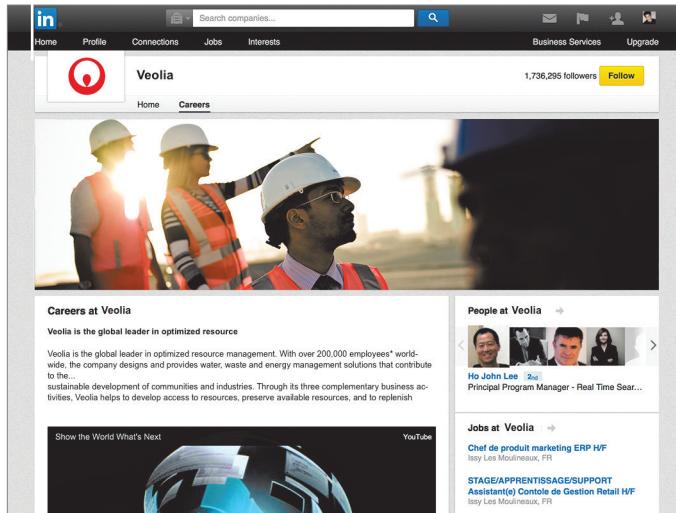
## V. SOCIAL NETWORKS

### 4 > LinkedIn

#### Careers page

Profile image: symbol 50 x 50 px.

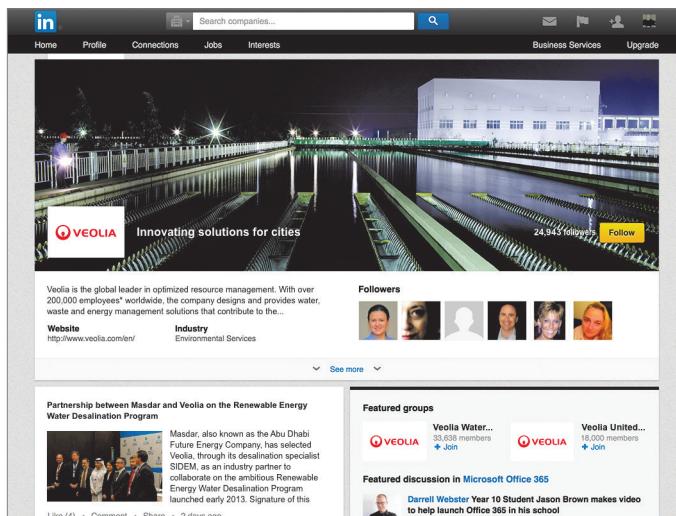
Cover image: 974 x 238 px minimum. PNG, JPG or GIF. 2 MB maximum. You can crop the image after it has been uploaded. You cannot add a link. Preferably use images with a frame. If you use close-ups of employees, make sure you first obtain their authorization by contacting the local HR Department.



#### Showcase page

Profile image: When the account name does not include the Veolia name, the Veolia logotype must be used as the profile image. Logotype 100 x 60 px.

Cover image: 947 x 330 px minimum. PNG, JPG or GIF. 2 MB maximum. You can crop the image after it has been uploaded. You cannot add a link. Preferably use images that reflect the business activity.



## V. SOCIAL NETWORKS

### 4 > LinkedIn

**Naming.** The account's URL can have between 5 and 30 characters without spaces or symbols.

Countries and Regions	Specialties	
LinkedIn.com/entreprise/ veolia-country	Global	Business
Veolia Country	LinkedIn.com/entreprise/ veolia-name	LinkedIn.com/entreprise/ name-veolia
<i>Example :</i>  /Veolia-NA Veolia North America	Veolia Name	Name Veolia

## V. SOCIAL NETWORKS

### 5 > Facebook

The creation and adaptation of Facebook accounts must follow the rules defined below.

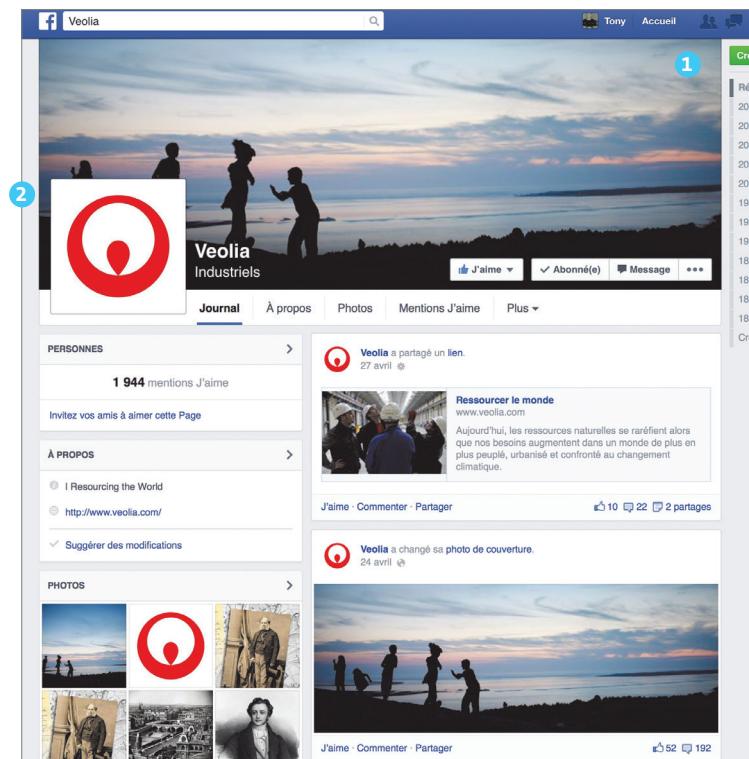
The choice of visuals for the cover image must follow the principles set out in the Fundamentals Chart (VIII. Iconography).

#### ① Cover Image

851 x 315 px

It is recommended not to use close-ups of personnel to avoid making them recognizable.

Preferably use the four major types of environment: urban, nature, industry and materials.



#### ② Profile Image

Symbol of the Veolia logotype alone: 200 x 200 px

## V. SOCIAL NETWORKS

### 5 > Facebook

**Naming.** The user name may only contain alphanumeric characters and full stops (“.”).

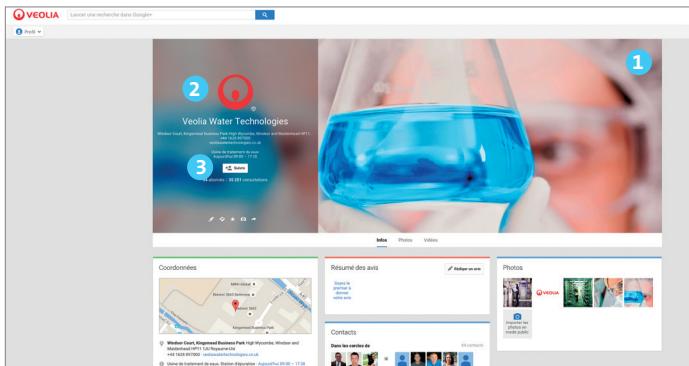
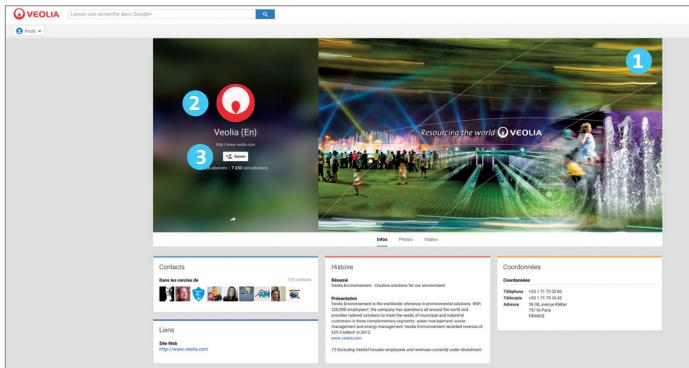
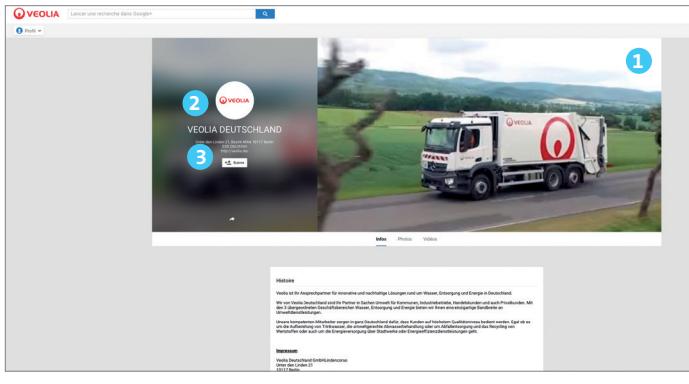
Countries and Regions	Specialties	
	Global	Business
Facebook.com/veolia.country  Veolia Country  <i>Example: /Veolia ČR Veolia Czech Republic</i>	Facebook.com/veolia.name	Facebook.com/name.veolia
	Veolia Name	Name Veolia

## V. SOCIAL NETWORKS

# 6 > Google +

The creation and adaptation of Google + accounts must follow the rules defined below.

The choice of visuals for the cover image must follow the principles set out in the Fundamentals Chart (VIII. Iconography).



### 1 Cover Image

2 720 x 1 040 px

It is recommended not to use close-ups of personnel to avoid making them recognizable. Preferably use the four major types of environment: urban, nature, industry and materials.

### 2 Profile Image

Logotype or Veolia logotype symbol alone: 240 x 240 px

### 3 Color

White: #FFF

## V. SOCIAL NETWORKS

### 6 > Google +

**Naming.** The account's URL is attributed automatically by Google +.  
However, the account name must follow the structure defined above.

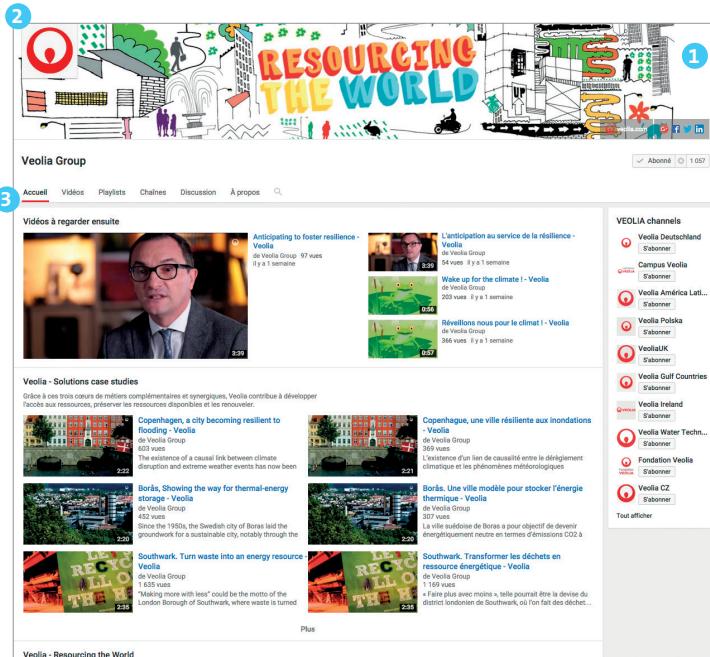
Countries and Regions	Specialties	
Veolia Country	Global	Business
<i>Example:</i>		
Veolia North America	Veolia Name	Name Veolia

## V. SOCIAL NETWORKS

### 7 > Youtube

The creation and adaptation of your YouTube channel must conform to the rules set out below and the channel creative guidelines provided for your use.

The choice of visuals for the cover image must follow the principles set out in the Fundamentals Chart (VIII. Iconography).



#### 1 Cover Image

2560 x 1440 px.

It is recommended not to use close-ups of personnel to avoid making them recognizable. Preferably use the four major types of environment: urban, nature, industry and materials.

#### 2 Profile Image

Symbol alone in a white square.

#### 3 Color

Veolia logotype red: #FF0000

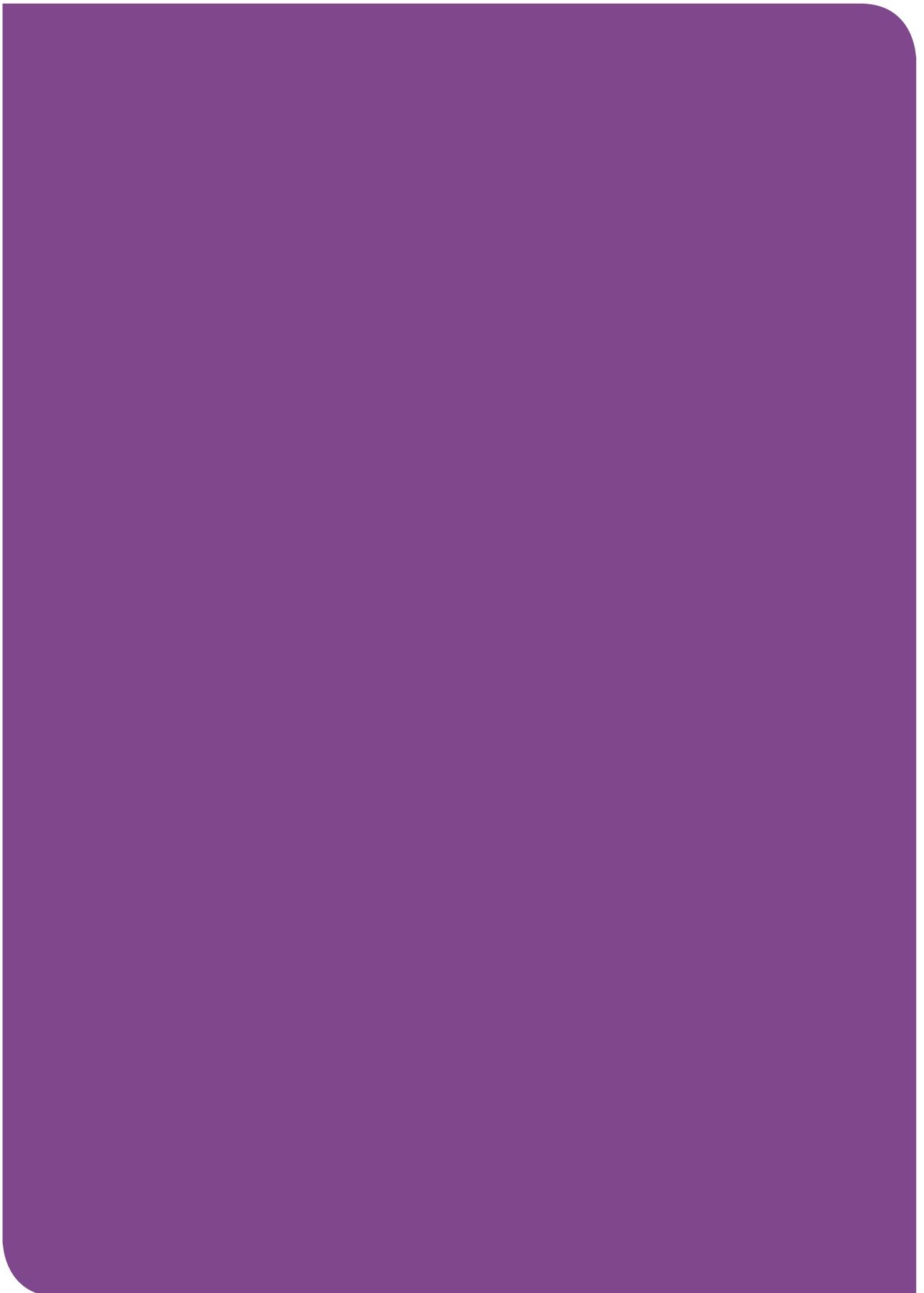
## V. SOCIAL NETWORKS

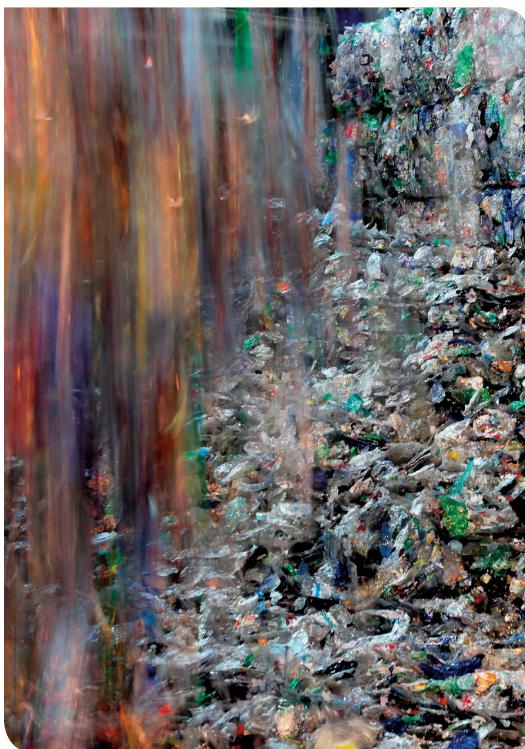
### 7 > Youtube

**Naming.** When creating your channel, you will be asked to give it a name. The account name must follow the structure set out below.

**URL personalization.** Using your channel parameters, you are able to create a personalized URL by following the recommendations below.

Countries and Regions	Specialties	
	Global	Business
youtube.com/user/veolia_country		
Veolia Country	youtube.com/user/veolia_name	youtube.com/user/name_veolia
<i>Example :</i>	<i>Veolia Name</i>	<i>Name Veolia</i>
Veolia North America		





## **VI. NAVIGATION AND ERGONOMICS OF INTERNAL SITES (INTRANET)**

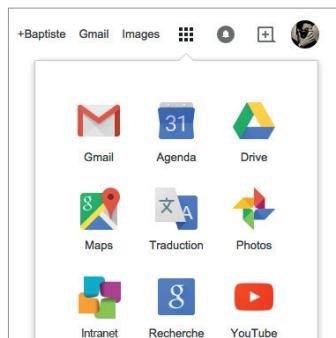
<b>1&gt;</b>	Favicon and logo	54
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# VI. NAVIGATION AND ERGONOMICS OF INTERNAL SITES (INTRANET)

## VI. NAVIGATION AND ERGONOMICS OF INTERNAL SITES (INTRANET)

### 1 > Favicon and logo

A **favicon** is an icon used to identify the One to One intranet. Browsers use favicons in the address bar, title bar, tabs and other shortcuts. The favicon is present in the Google apps grid.



#### Favicon

Minimum size: 16 px / 16 px

Large size: 36 px / 36 px

#### Usage rules

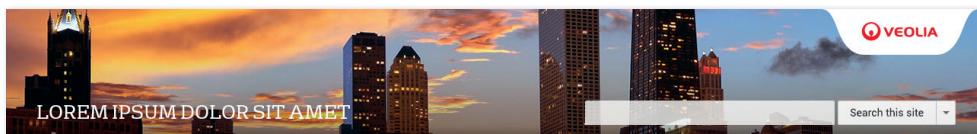
For optimum legibility, the favicon must be used on a white background.

#### Composition

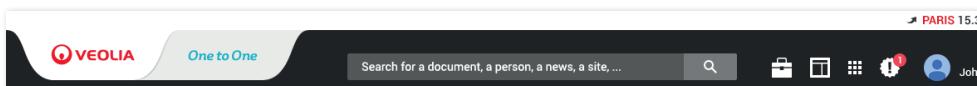
To ensure its harmonious construction, the favicon is placed inside a square.

**1** To distinguish intranet sites from external websites, the Veolia logo is positioned at the top right.

**2** The only exception is the Veolia intranet homepage, on which the Veolia logo remains on the left.



1



2

## VI. NAVIGATION AND ERGONOMICS OF INTERNAL SITES (INTRANET)

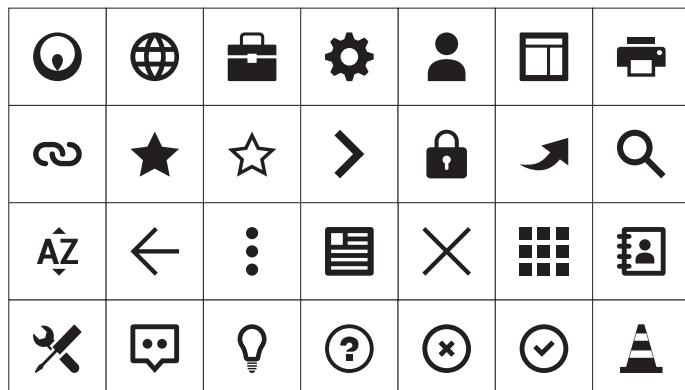
### 2 > Colors and icons

**The intranet has its own palette of colors** (taken from the Veolia visual identity guidelines), which identifies each type of intranet site, as indicated below.

**An icon** is a small pictogram representing an action, object, application, a favorite, type of file, etc. Intranet icons are simple and readily understandable in order to facilitate access to and use of your interface.

RGB: 61/61/61 #3D3D3D TITLE	RGB: 85/85/90 #55555A TEXT	RGB: 0/174/199 #00AECC ONE TO ONE SITE	RGB: 84/187/186 #54BBBA CORPORATE WEBSITE
RGB: 25/156/105 #199C69 COUNTRY SITES	RGB: 233/95/71 #E95F47 FUNCTIONAL DEPARTMENT WEBSITES	RGB: 178/159/176 #B29FB0 PROJECT WEBSITES	RGB: 244/159/37 #E09F25 OTHER WEBSITES

**!** For the complete color palette, refer to Fundamentals, pages 52-53, in the Visual Identity Standards.



#### Minimum size

30 px / 30 px

#### Usage rules

Icons must be used in black or white to contrast on a colored background.

#### Composition

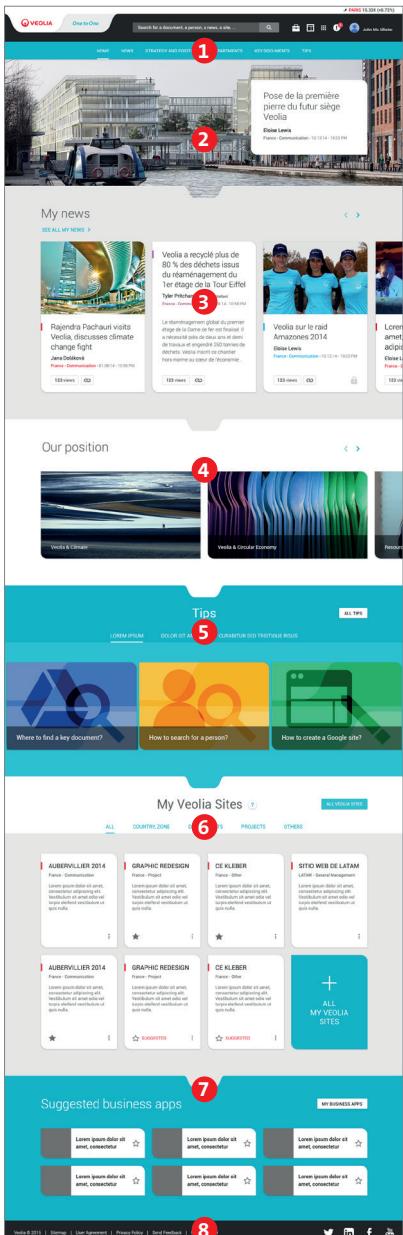
To ensure their harmonious construction, icons are placed inside a square and are all the same size.

## VI. NAVIGATION AND ERGONOMICS OF INTERNAL SITES (INTRANET)

### 3 > The One to One intranet system home page

**The home page** of the intranet comprises a header, a first level navigation bar and various blocks that can be personalized

as the user wants.



#### ① Header

It is compact in order to provide optimum legibility and comprises of a top navigation bar.

#### ② Event area

It is designed to be visible in order to promote a major piece of Company news.

#### ③ My news

Module devoted to a personalized feed of leading articles generated from the employee's profile.

#### ④ Our leading subjects

Carousel of images reflecting the Company's strategy and positioning: Veolia & Climate, Veolia & the circular economy, etc.

#### ⑤ Tips

Help and advice module to ensure optimum use of the One to One intranet.

#### ⑥ Site directory

Directory module for locating all available Veolia websites.

#### ⑦ Business app directory

Directory module for locating all available apps.

#### ⑧ Footer

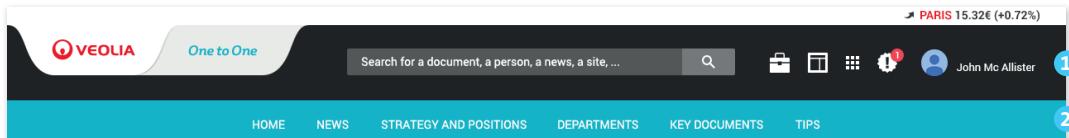
Legal notice and links to our social networks.

## VI. NAVIGATION AND ERGONOMICS OF INTERNAL SITES (INTRANET)

### 4 > Header

**The Header** displays the first level of navigation and provides users with direct and customizable access to their business apps, favorite sites and notifications. The entire block is designed to be compact and

to provide optimum legibility. The tree structure has been designed in such a way that the Company strategy, organization and key documents are easy to locate.



#### ① Upper bar

- Search engine
- Business apps
- Site directory
- Google apps grid
- Notifications
- Identification & links to my personal information (Veolia Directory profile)

#### ② Header

- Home: access to the homepage
- News: news and newsfeeds
- Company
- Strategy and positions
- Departments
- Zones/Countries
- Essentials
- Intranet made easy
- Key documents
- Tips

## VI. NAVIGATION AND ERGONOMICS OF INTERNAL SITES (INTRANET)

# 5 > Intranet site home pages

**The composition** of Intranets can be personalized, but must still comply with precise graphic guidelines. The graphic components are based on natural elements and/or distinctive signs personifying Veolia's businesses.

**For each intranet**, it is possible to personalize the header. The choice of imagery must comply with the iconographic principles set out in the Fundamentals section of the Visual Identity Standards (pages 61 to 79).

### Intranet headers

On intranet sites, the Veolia logo is on the right of the banner.

**There are 5 types** of intranets sites distinguishable by their color as explained earlier (Corporate, Country, Department, Project and Other).

#### ① Logo

Width: 200 px

#### ② Title space

FS Rufus regular: 24 px

Color: #ffffff

#### ③ Menu

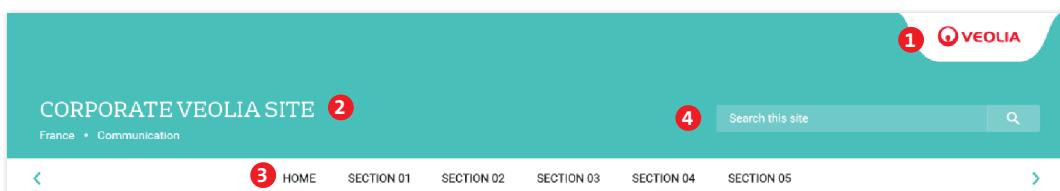
Roboto regular: 14 px

Color: #292929

#### ④ Search bar

Roboto regular: 14 px

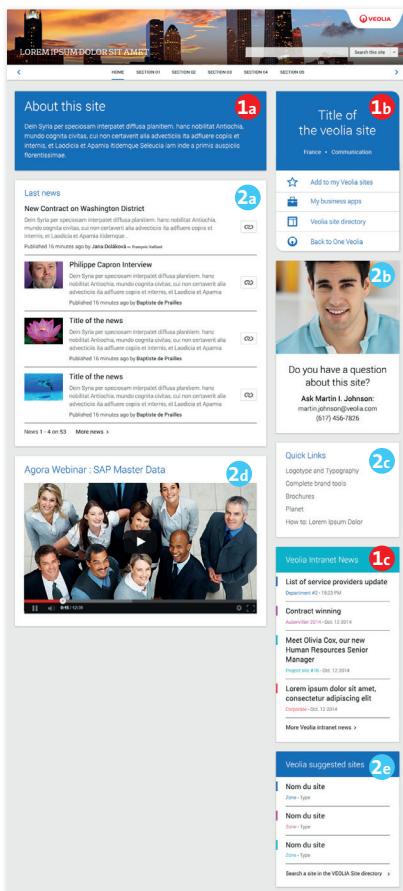
Color: #ffffff



## VI. NAVIGATION AND ERGONOMICS OF INTERNAL SITES (INTRANET)

# 5 > Intranet site home pages

**The home page** of intranet sites comprises a header, first level navigation and a series of blocks, three of which are mandatory in order to integrate the One to One intranet ecosystem.



### 1 Mandatory modules

Modules to be retained to accompany employees in the intranet ecosystem and facilitate their navigation.

#### 1a About this site

Brief description of the site content in a few lines.

#### 1b My intranet

The top of the right column is reserved for shortcuts, it includes:

- the site name
- the possibility of adding the site to the user's favorites
- access to the business app directory
- access to the directory of Veolia sites
- return to the One to One homepage

#### 1c Intranet News

This module is used to display the One to One intranet ecosystem news based on the employee's profile.

### 2 Customizable modules

Add or delete modules depending on your communication needs to make managing the site easier.

#### 2a News content

Your intranet news that the employee will have in the entire One to One ecosystem.

#### 2b Help space

A space where users can identify and contact the site manager.

#### 2c Quick links

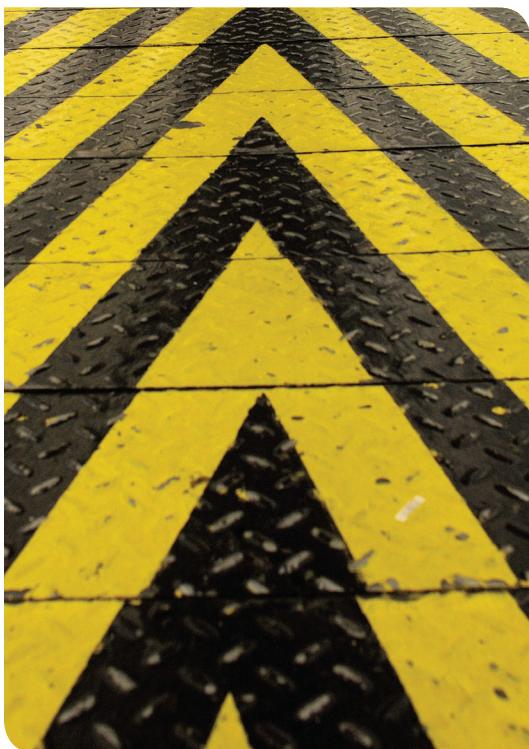
A set of useful links related to the page subject.

#### 2d Video block

Promotion of a video.

#### 2e My site suggestions

Suggested sites that might interest the employee.



**VII. AUDIOVISUAL  
PRESENTATION GRAPHICS**

1> Basic principles

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VII. AUDI  
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## VII. AUDIOVISUAL PRESENTATION GRAPHICS

# 1 > Basic principles

The audiovisual presentation is designed to provide a shared and consistent framework for all company audiovisual productions. It is comprised of seven modules to be used according to your needs.

**!** It is mandatory to use: the closing title (7), the font FS Rufus and the Veolia symbol at the top right of the screen (2).

### 1 The opening module

**Use:** The opening titles with the Veolia signature. You may insert an image and title of your choice. It has no music so you can use the video's specific music.  
**Duration:** 10 seconds approximately.  
**Font:** FS Rufus Regular.  
**File:** 1\_VEOLIA-OPENING-FILM



### 2 The Veolia symbol

**Use:** To sign our audiovisual productions and the images extracted from videos.  
**Color:** The logo symbol in white.  
**Position:** At the top right of the screen, always present except on the opening and closing titles which already feature the logo.  
**Size:** 55 x 55 px for an HD screen measuring 1920 x 1080 px.  
**File:** 2\_VEOLIA-SYMBOL-FILM



### 3 First and LAST name and Position title texts

**Use:** To identify the name and position of the person on the screen.  
**Font:** FS Rufus Regular, white or black 70%.  
**Background color:** A choice of colors is available with approximately 50% transparency.  
**Position:** Vertical, on the left or right of the screen depending on the image.  
**Animation:** Horizontal slide-in.  
**File:** 3\_VEOLIA-TEXT-NAME-FILM



## VII. AUDIOVISUAL PRESENTATION GRAPHICS

# 1 > Basic principles

### 4 Text and key figures

**Use:** Overlay typographical information on the image.

**Font:** FS Rufus Regular, white or black 70%.

**Background color:** A choice of colors is available with approximately 50% transparency.

**Position:** Vertical on the left or right of the screen depending on the image.

**Animation:** Vertical slid-in followed by text display.

**File:** 4\_VEOLIA-TEXT1-FILM



### 5 Veolia panel + text

**Use:** For chapter headings or key information.

**Font:** FS Rufus Regular, white or black 70%.

**Background color:** Choice of several colors with transparency.

**Animation:** Vertical slide-in followed by text display.

**File:** 5\_VEOLIA-TEXT2-FILM



### 6 Sub-titles

**Use:** We recommend having videos in two versions: local language and English.

**Font:** Arial, white, on the transparent gray band provided.

**File:** 6\_VEOLIA-SUBTITLE-FILM



### 7 Closing module

**Usage :** The closing titles with Veolia logo and our "Resourcing the world" signature. This module includes the mandatory sonic signature. It is available in English and French versions.

**Files:** 7\_VEOLIA-ENDING-FILM and 7\_VEOLIA-FIN-FILM

The available files can be used on video editing tables. The colors and positions must be adjusted to suit each video production.

Resourcing the world  **VEOLIA**



### **VIII. AUDIO IDENTITY**

1>	Presentation	66
2>	Principles of use	67
3>	Legal framework	67

# VIII. AUDI IDEN

## VIII. AUDIO IDENTITY

### 1 > Presentation

The new Veolia's audio identity has to meet three objectives: support the new positioning, maximize retention of the brand and boost brand awareness among target publics.

#### **The audio identity**

The audio identity expresses the brand tagline "Resourcing the World".

It operates through a complex structure that reflects the idea of Resourcing the World through a score that repeats the concept of cyclical return and closed loops.

This audio identity is heard first by establishing a rather slow basic tempo at less than 70 beats per minute, i.e. somewhat slower than the human heartbeat, which gives the identity some assurance. However, this beat is not linear because the rhythmic flow creates dynamic peaks within the same section.

The identity is thus a stratified composition: the piano starts up followed by the acoustic guitars that build the dynamic element, then strings and voices are brought in to reinforce the piece, creating a liberating flight of sound that gradually returns to earth.

#### **The audio tagline**

The audio tagline concentrates in a single unit the principle of cyclical return selected as the leitmotiv of the audio identity. Five notes produced by a mixture of acoustic instruments form a loop of three ascending and two descending notes.

It is the audio equivalent of the Veolia logo. An acoustic punctuation that establishes and enriches the brand's identity.

It reinforces the brand's identity by punctuating each multimedia statement by Veolia.

## VIII. AUDIO IDENTITY

# 2 > Principles of use

The audio identity provides support for all the brand's audio expression and enlivens its points of contact with its different publics. It therefore has multiple uses: telephone reception, background for events

and audiovisual productions. To meet these varied uses, a sound kit has been developed which encompasses all permitted variations on Veolia's audio identity.

### **The toolkit**

The toolkit is made of audio files available in .wav format.

These are high audio quality master source files (24bits / 48Khz), to be used for all your actions.

If you have to create smaller files which require a higher compression level, we recommend that you use the source files to preserve the quality level of the audio.

To personalize your audio communications in the best possible way and to update the audio charter, the toolkit provides you with specific scenarios adapted to various types.

**For legal reasons relating to the integrity of the work of art, the music provided in the toolkit can under no circumstances be modified or fragmented according to criteria other than the proposed scenarios.**

These scenarios can be used in a self-service mode and are organized into audio files.

### **The audio identity**

It integrates all the instruments of Veolia's audio identity. This framework is the foundation for all the variations of the toolkit's scenarios according to the above mentioned usage.

*VEOLIA\_VERSION\_1MN.wav*

*VEOLIA\_VERSION\_2MN.wav*

*VEOLIA\_PIANO\_30SEC.wav*

### **Audio tagline**

It punctuates the opening or the end of any kind of audiovisual productions.

*VEOLIA\_TAG\_6SEC.wav*

### **On hold (telephone)**

For a use in seats and sales outlets.

*VEOLIA\_ONHOLDTEL\_40SEC.wav*

## VIII. AUDIO IDENTITY

# 2 > Principles of use

### Events

For all your events (internal seminars, PR actions, exhibitions, award ceremonies, etc.), these different orchestrations and formats will allow you to choose a musical complement depending on your needs (e.g. background music to open a session, music introducing a guest on stage, transition music between two keyspeakers, etc.).

VEOLIA\_EVENT\_20SEC.wav  
VEOLIA\_EVENT\_30SEC\_VERSION1.wav  
VEOLIA\_EVENT\_30SEC\_VERSION2.wav  
VEOLIA\_ENTRYOFSTAGE\_15SEC.wav  
VEOLIA\_EXITOFSTAGE\_15SEC.wav  
VEOLIA\_TRANSITION\_10SEC.wav

### Advertising spots

For all media uses.

VEOLIA\_TV\_10SEC.wav  
VEOLIA\_TV\_15SEC.wav  
VEOLIA\_TV\_20SEC.wav  
VEOLIA\_TV\_25SEC.wav  
VEOLIA\_TV\_40SEC.wav  
VEOLIA\_TV\_60SEC.wav

## VIII. AUDIO IDENTITY

### 3 > Legal framework

#### **Commercial usage rights**

Rights have been negotiated and dealt with by the Communications Department for all countries.

#### **Broadcasting fees**

They are borne by the user. They depend on usage and the local legal context.  
For non-media usage (on hold telephone, web sites, events), users must contact the reference body of their country to verify whether a specific declaration must be made.  
These bodies are Sacem and SCPP (France), Gema (Germany), PRS (UK), ASCAP and BMI (USA), etc.

For media usage, declaration is compulsory and must comply with the stages below so that the beneficiaries can get appropriate public performance rights after each public broadcast:  
Declare for each commercial, in a differentiated manner, the synchronization music (if any) as well as the audio identity music called.

Registration of the references for each film (independently of the film audiotrack if relevant) is compulsory.

Please keep the Brand Department informed every six months of any registration made:

*Name of the commercial -*

*A copy of the commercial on CD*

*Commercial broadcast dates - Full media plan: breakdown of exploitation by day, channel and commercial - broadcast time and length.*

#### **References needed for declarations**

Work title: Veolia Identity  
Length \* : XXX  
Composers: Alex Jaffray & Gilles Facérias  
Publisher: L'oreille pointue  
Year of creation: 2014  
Country of origin of the work: France  
*\* Length to be specified according to the toolkit element selected, e.g. 6s for the audio tagline.*



**IX. GLOSSARY**

- |     |                               |
|-----|-------------------------------|
| 1 > | Vocabulary specific to Veolia |
| 2 > | General vocabulary            |

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# IX.

# GLOS

## IX. GLOSSARY

**1 > Vocabulary specific to Veolia****The logotype****The baseline**

Resourcing the world

**The symbol****The Veolia baseline brand block**

Resourcing the world **VEOLIA**

**The business activity symbols**

Water Solutions



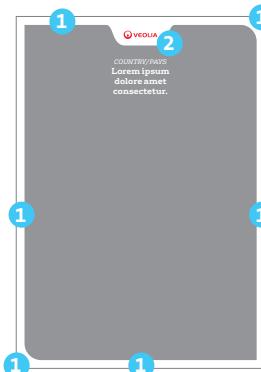
Waste Solutions



Energy Solutions

**1 The mat**

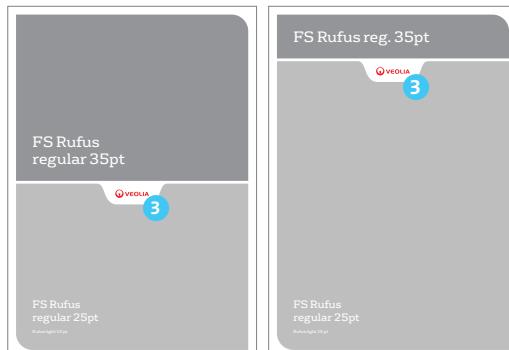
The mat is a uniform white border that frames all material. Two of its diagonally opposite corners are rounded.

**2 The tab**

The tab is a geometric shape that houses the Veolia logotype when it is placed at the top or bottom of a page.

**3 The cursor**

The cursor is the tab centered on a vertical white line. The tab can be detached, so it can be placed at various heights, but it can only be used once on each document or item.



## IX. GLOSSARY

# 1 > Vocabulary specific to Veolia

### **Business activities**

There are three businesses, each of which corresponds to one of Veolia's three main business lines: Water Solutions, Energy Solutions and Waste Solutions.

### **Business activity descriptors**

The business activity descriptors are the exclusive names given to each of the main business lines:

- Water Solutions
- Energy Solutions
- Waste solutions

They are used separately from the Veolia logotype in accordance with the rules set out in the "Print Applications" guidelines.

### **Specialty business activities**

Veolia's specialty businesses – outside of Water Solutions, Energy Solutions and Waste Solutions – that communicate using the Veolia brand together with their own specific descriptor.

### **Specialty brands**

The specialty brands are the brands of Veolia entities with specific expertise recognized by the market and requiring an identity as such. Their logotype is a brand block with their name printed using the Veolia font together with the Veolia name.

Entities submit specialty brand names for the Executive Committee's approval.

For example:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>- 2EI</li> <li>- SEDE</li> <li>- SARPI</li> </ul> | <ul style="list-style-type: none"> <li>- SARP</li> <li>- GRS Valtech</li> </ul> |
|--|---|

### **Specialty descriptors**

Specialty descriptors are terms that specify the area of expertise of specialty activities and brands. These descriptors must be coordinated and approved by the Veolia Corporate Communications Department.

The list is drawn up by the Executive Committee and reflects Veolia's strategy and business objectives.

For example:

- Hazardous waste services / *Gestion des déchets spéciaux*
- Sewage services / *Gestion des réseaux d'assainissement*
- Industrial services / *Maintenance industrielle*
- Soil remediation / *Dépollution des sites & sols*
- Water technologies
- Organic, recovery & fertilisation / *Recyclage, organique & fertilisation*
- Consulting & Innovation sustainable city / *Conseil & innovation ville durable*

They are used separately from the Veolia logotype or the specialty brand in accordance with the rules set out in the "Specialty activities and specialty brands" guidelines.

### **Client Brand\***

An entity that procures a public service from one of Veolia's three main business activities. A customer may be a local authority, municipality, conurbation, public utility, intermunicipal partnership, property manager, etc.

### **Local brand\***

A brand created by a local authority alone or in conjunction with Veolia, to represent the local public service Veolia operates.

### **Joint venture brand\***

A brand with its own graphic standards representing a joint venture between Veolia and one or more other companies.

### **Partnership\***

An alliance between Veolia and another public or private entity for a common project. Both brands are displayed in communications materials produced as part of the partnership.

\* The rules for using these brands are detailed in the *Operator & Partner Brands Graphic Standards*.

## IX. GLOSSARY

## 2 > General vocabulary

### **CMYK**

Four-color printing or CMYK (cyan, magenta, yellow and key/black) is a printing process used to reproduce a wide color spectrum from three base colors to which is added key/black.

### **Pantone® colors**

A color referencing system used by printers. Pantone® colors are used for one-, two- and three-color printing or as a specific additive.

### **RGB**

RGB (red, green and blue) is a screen color coding format. Video and web media use RGB colors.

### **HEX**

For web media created using HTML and/or CSS, the 256 possible values for the RGB colors are given in hexadecimal form (0 to FF). Each color (red, green or blue) value is attributed two signs that together make  $16 \times 16$  (= 256) color definition possibilities.

### **Exclusion zone or margins**

This is the area around a graphic element (logotype, symbol, signs, mat, tab, cursor or baseline) into which no text or image is allowed to encroach.

### **Top margin**

The margin at the top of the page or format.

### **Bottom margin**

The margin at the bottom of the page or format.

### **Gutter margin**

The margin at the inside edge of the page or format.

### **Fore-edge margin**

The margin at the outside edge of the page.

### **Lowercase**

The term “lowercase” refers to all the small letters.

### **Uppercase**

The term “uppercase” refers to all the capital letters.

### **Reversed out/Knocked out**

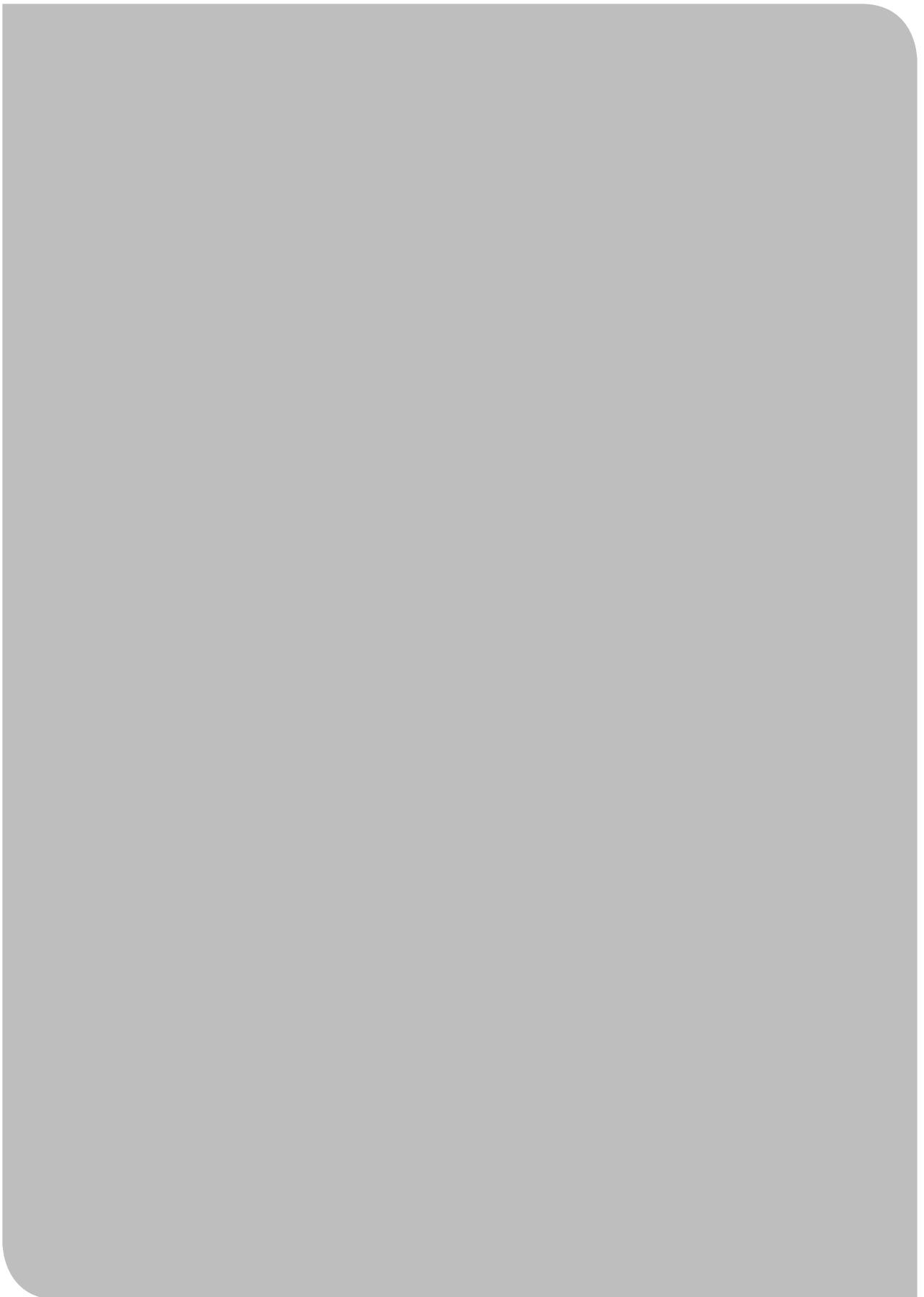
These terms mean the area is left blank.

### **Breadcrumb trail**

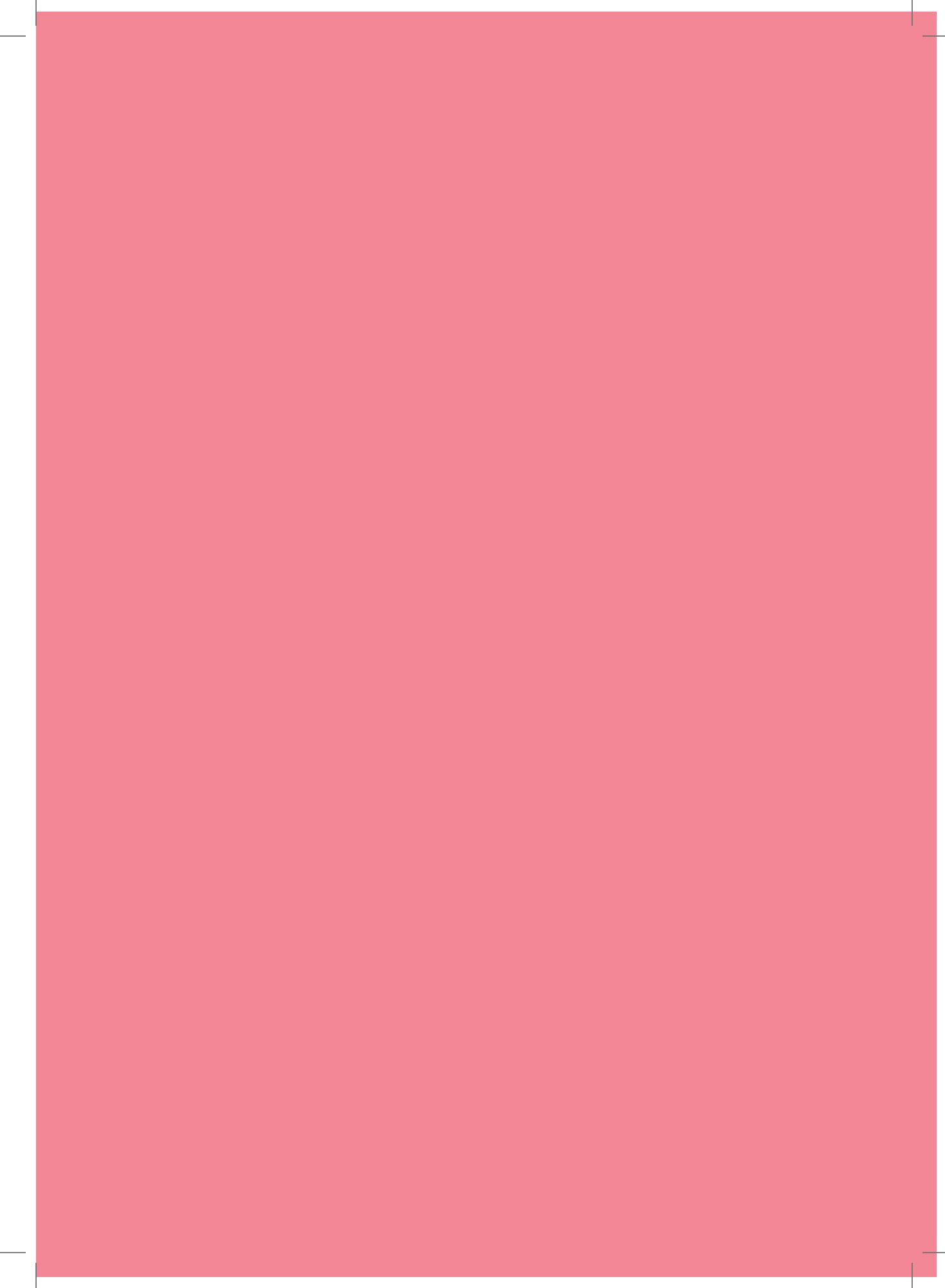
A system to assist with navigation.

### **Summary of the size and ratios for the Veolia symbol according to document format.**

Document size	Symbol size	Ratio of the symbol size
Less than 100 x 210 mm	From 5 mm to 3 mm (minimum size) depending on the size of the document.	-
Leaflet (100 x 210 mm) and A5	5 mm	-
A4	7 mm	-
A3, A2, A1, A0	-	1/25th of the document's smallest side
Larger than A0	-	1/7th, 1/10th or 1/15th the smallest side depending on the size of the document (See Signage Graphic Standards).







**Resourcing the world**

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