



edp brand guidelines

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The EDP brand has entered a new stage in its history. As a company that has continually played a definitive role in the energy industry we proudly looked back on our heritage. However we now look to the future, and an evolution of not only what our brand stands for, but how it is represented. This document is meant to be a practical and aspirational guidelines for the EDP brand — it articulates both a strategic overview of why we represent the brand the way we do, while providing detailed usage information, specifications and exemplary applications for how the brand identity functions.

1.

brand positioning

Successful brands manage their image effectively by having a clear understanding of their Brand values and the associated character they convey. At the heart of EDP are three primary values: Human, Sustainable, and Innovative. These are enduring characteristics that remain timeless and true, regardless of product innovations or competitive shifts — they help shape our brand and inform how we ‘speak’ in all communications.

■ Included on the following page is a summary of the Brand values and what they mean for the EDP brand.

1.1

human

Above all we are a brand that is built by, reliant on and inextricably linked to people. In order to be true to our customers, partners and the communities we serve, EDP is a transparent and open brand that is deeply committed to meeting individual needs and working towards society's well-being.

sustainable

EDP is strongly committed to an environmentally conscious approach to all of our processes and to maintaining sustainable business practices throughout our organization. We recognize that the future belongs not only to those who embrace a respectful perspective to the planet, but those who facilitate people's ability to do the same. We also invest in society and culture through the following methods: seeking to support social causes we believe in, improving socio-economic issues such as poverty and childhood education, and lastly providing assistance to public and cultural institutions..

innovative

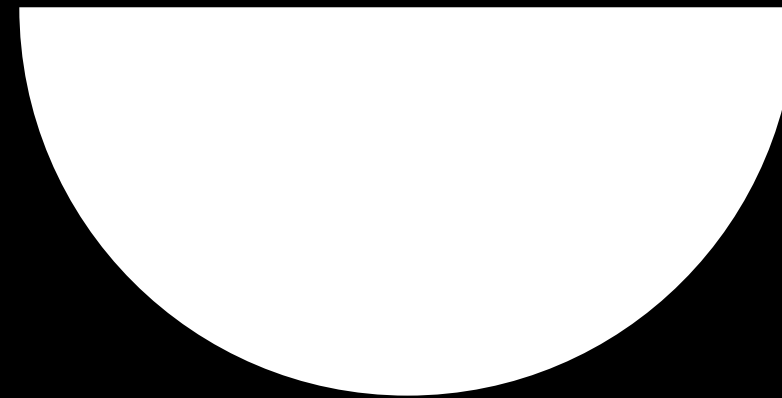
Our brand is excellence-oriented and dedicated to ongoing innovation at all levels of the company. EDP strives to be a constructive, inherently creative group that can be counted on for technically advanced solutions and future-focused technologies.



2.

logomark

As a dynamic company at the leading edge of the energy industry, EDP has a similarly agile logomark that is the primary visual representation of our brand. The new 'set' of logomarks reaffirm the core values of the brand — creating a modern, flexible and adaptable system to keep pace with the changing industry landscape.



are you smiling?

Historically, EDP embraced the symbol of a smile to serve as an expression of our brand. Building on that equity, our new logomarks are formed from an extension of that simple graphic.

primary logomarks

Our company and brand is dynamic, and so is our primary visual signature – whereas EDP used to have only one logomark, it is now manifested in seven (7) logomarks that may be used interchangeably.

Each of our seven logomarks is not tied to a specific area of the company, use them often and use them widely – the EDP logomarks should be ever-changing and constantly shifting from application to application. Choose a different one for each piece of collateral or communications material, and don't rely too heavily on any single one of them.

The **mark** is based on primary shapes – the circle, square, triangle and half-circle. These are combined in numerable and different ways to generate provocative compositions that form the backdrop for the monogram.

Additionally, beneath each logomark is a gradient-based shadow, which adds to the dimensional quality of the overall logomark. Shadow usage is covered on page 26v.

The **monogram** is a custom-created set of letterforms that simply and elegantly spell 'EDP' – when in solid white and combined with the mark, it forms the center-piece of the logomarks. It may also be used in isolation for certain applications, details of which are discussed on the following pages.



Please note: The only exception to our rule of the ever-changing logomark, is when a third-party requires a constant visual representation of EDP, (this might include stock exchanges or certain select organizations). In cases such as this, we use the adjacent EDP logomark version.



Additionally, these logomarks are featured on white, their primary and recommended background color and have been carefully constructed and refined, do not alter or recreate them in any way.

REALTED FILES :

EDP-LOGOMARKS / CMYK / 01-PRIMARY
EDP-LOGOMARKS / PMS / 01-PRIMARY

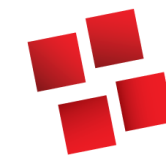
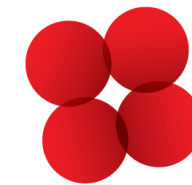
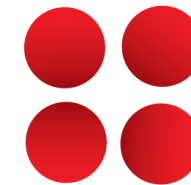
FILES FORMAT :

ADOBE ILLUSTRATOR, EPS, PDF
ADOBE ILLUSTRATOR, EPS, PDF

logomark construction

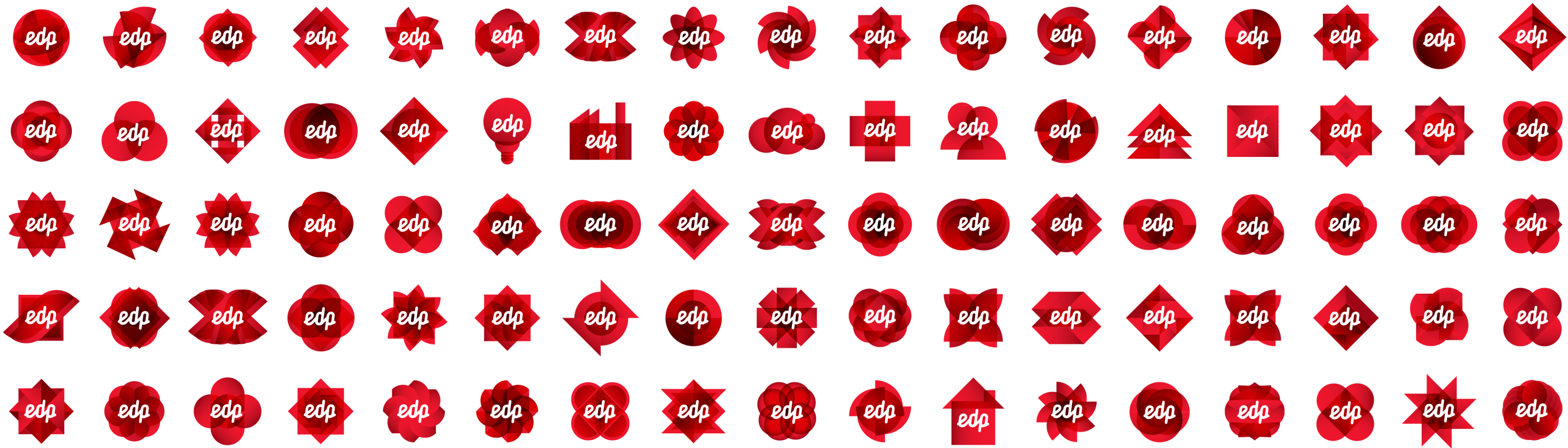
Our logomarks are created from two component parts — the individual graphic marks, and the letter-based 'EDP' monogram. By combining the shapes in myriad forms while maintaining the wordmark placement, we created a modular, familial system of logomarks that can be abstract, figurative or diagrammatic and still maintain the recognizable signature of EDP.

To the right are examples of how individual shapes may combine to construct the 'mark' of our logomarks. In each case a simple shape builds towards a more sophisticated and overlapping form — from there the white 'monogram' and shadow are correctly added to complete the EDP logomarks.



2.3

alternate logomarks



Though the seven primary logomarks should ‘lead’ the brand communications, EDP also has a broad number of supporting ‘Alternate’ logomarks that can be used in secondary applications. More than 80 alternative logomarks exist that expand upon the idea of the dynamic and increasing breadth of possibilities for the brand.

REALTED FILES :

EDP-LOGOMARKS / CMYK / 02-ALTERNATES
EDP-LOGOMARKS / PMS / 02-ALTERNATES

FILES FORMAT :

ADOBE ILLUSTRATOR, EPS, PDF
ADOBE ILLUSTRATOR, EPS, PDF

2.4

tagline

In addition to our logomarks, a concise primary tagline exists to explicitly reiterate our brand promise — ‘feel your energy’. This tagline may be used with any of the primary logomarks; though it may be combined in a ‘**lock-up**’ formation, such as below, it is highly recommended that the tagline be physically separated such as the examples to the right.

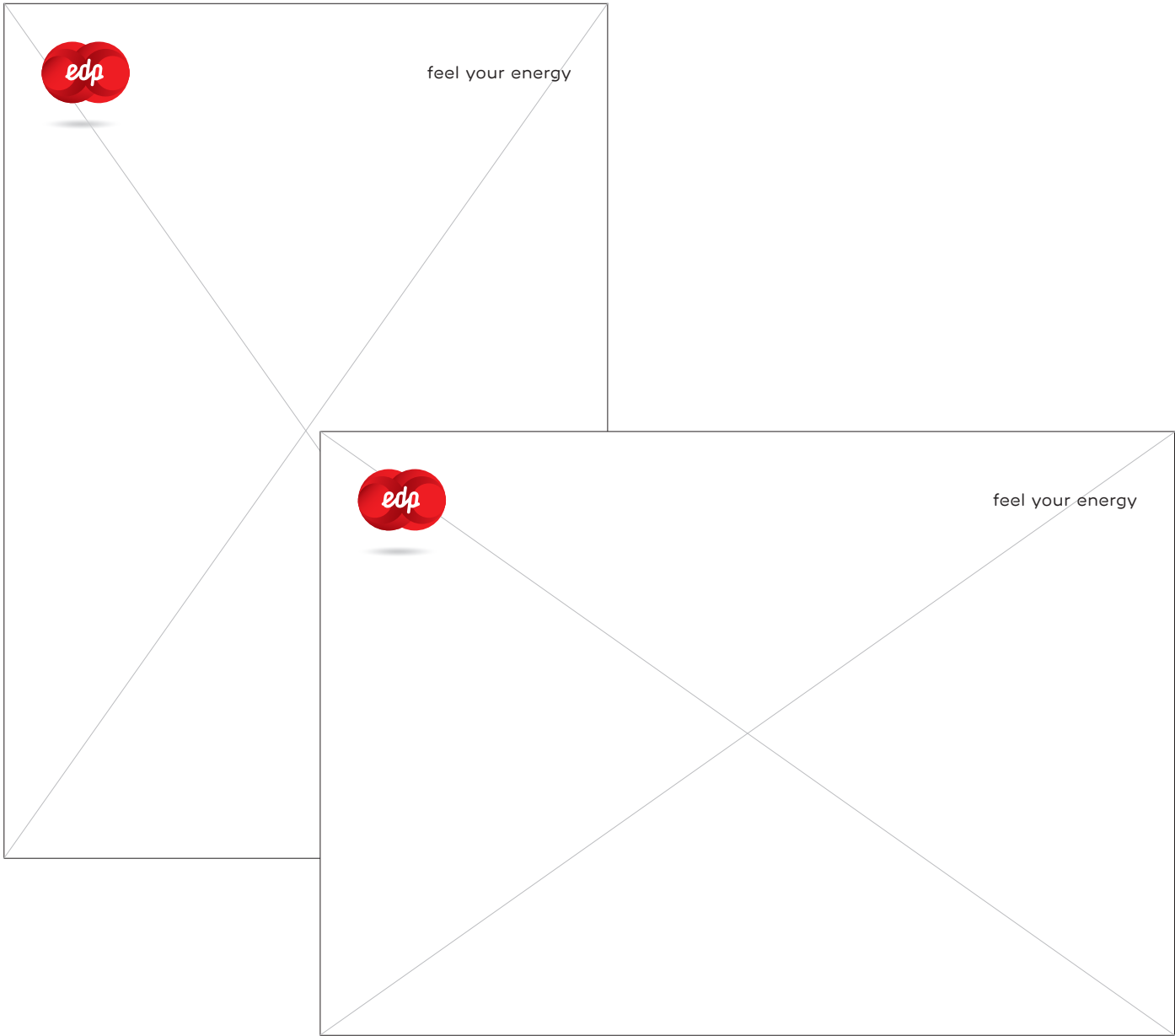


On a color or a black background we use the logomark without shadow.

Change the tagline to white on black and dark backgrounds.

Please note: When logomarks are combined with our tagline on a white background, we retain the logomarks’ shadow. However when placed on a color background, the shadow is dropped – as in the examples below. For color usage, please refer to the ‘Color’ section of this guidelines.

Additionally, the tagline has been carefully constructed and refined, do not alter or recreate it in any way. Do not typeset the tagline, always use EDP-approved artwork assets.



REALTED FILES :

EDP-LOGOMARKS / CMYK / 01-PRIMARY
EDP-LOGOMARKS / PMS / 01-PRIMARY

FILES FORMAT :

ADOBE ILLUSTRATOR, EPS, PDF
ADOBE ILLUSTRATOR, EPS, PDF

2.5

gray scale versions

Though it is highly recommended that the EDP logomarks be represented in their full color versions wherever possible — certain production techniques or applications may require a gray scale version. Included here are the seven primary logomarks that have also been provided in gray scale.

Additionally, in exceptional cases where the gradients of the logomarks cannot be reproduced, the monogram maybe be used on its own.

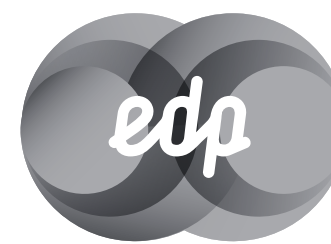


Never use a shadow on black backgrounds.



Always use a shadow on white backgrounds.

Please note: The gray scale version of the EDP logomarks must always be used on a black or white background and never on a color background. When on a white background the logomarks retain their shadows, however on a black background the shadow is not included.



REALTED FILES :

EDP-LOGOMARKS / GRAYSACLE / 01-PRIMARY

FILES FORMAT :

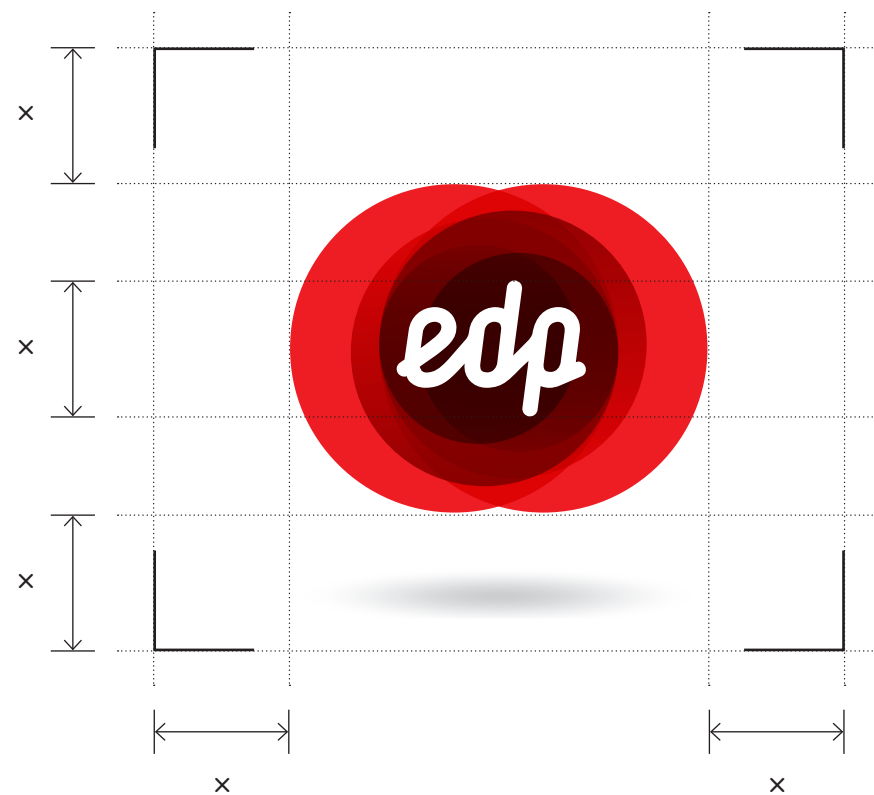
ADOBE ILLUSTRATOR, EPS, PDF

2.5

area of isolation

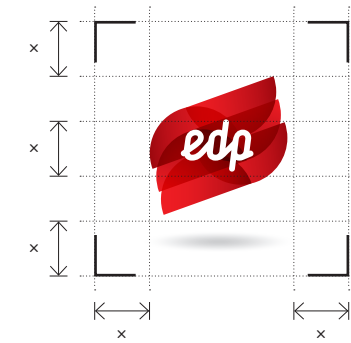
The logomarks need generous space around them to assure visibility; as they differ in shape, we use the monogram to define their area of isolation. The outer box represents their minimum clear space, and the shadow always falls within it.

LOGOMARK EXAMPLE 1

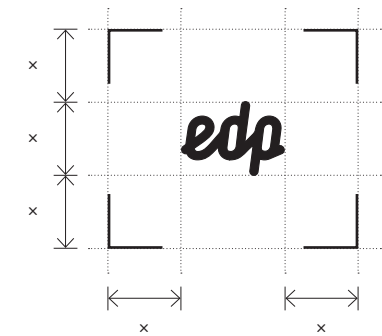


The 'X' represents the height of the EDP monogram, from the top of the D to the bottom of the P. This unit of measure is used to determine the area of isolation for each of the logomarks.

LOGOMARK EXAMPLE 2



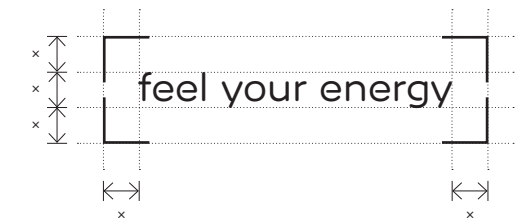
MONOGRAM



LOGOMARK WITH TAGLINE EXAMPLE



TAGLINE



Please note: The area of isolation may be ignored only when a logomark is used in an illustrated composition made up of graphically similar elements, such as icons from the icon library or the basic square, triangle, circle and half-circle shapes. For further examples please refer to the 'applications' section of the Brand Guidelines.

2.7

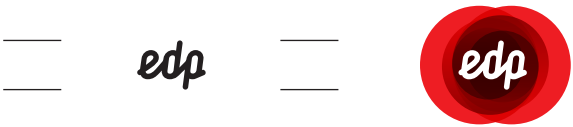
sizing

The EDP monogram height is used as the reference for the minimum printing or digital size. The minimum printable size is when the monogram is at 6.5mm height within the EDP logomark. For smaller sizes we replace the full logomark with the letter-based EDP monogram. The minimum height of the EDP monogram is 4mm.

DIGITAL SIZING

Please Note: The minimum pixel size for the height of the monogram is 16px. Adjust the logomark accordingly.

H 16px



PRINT SIZING

H 10mm



H 8,5mm



H 7.5mm
Ideal minimum size for the main logomark when used on any stationary or printed material where there is sufficient room for the brand.



H 6.5mm
Minimum size the edp logomark should be used. Any smaller applications should use the monogram only.



H 6mm



H 5mm



H 4mm
Minimum size the edp monogram should be used.



REALTED FILES :

EDP-LOGOMARKS / CMYK / 01-PRIMARY
EDP-LOGOMARKS / PMS / 01-PRIMARY
EDP-LOGOMARKS / CMYK / 04-MONOGRAM

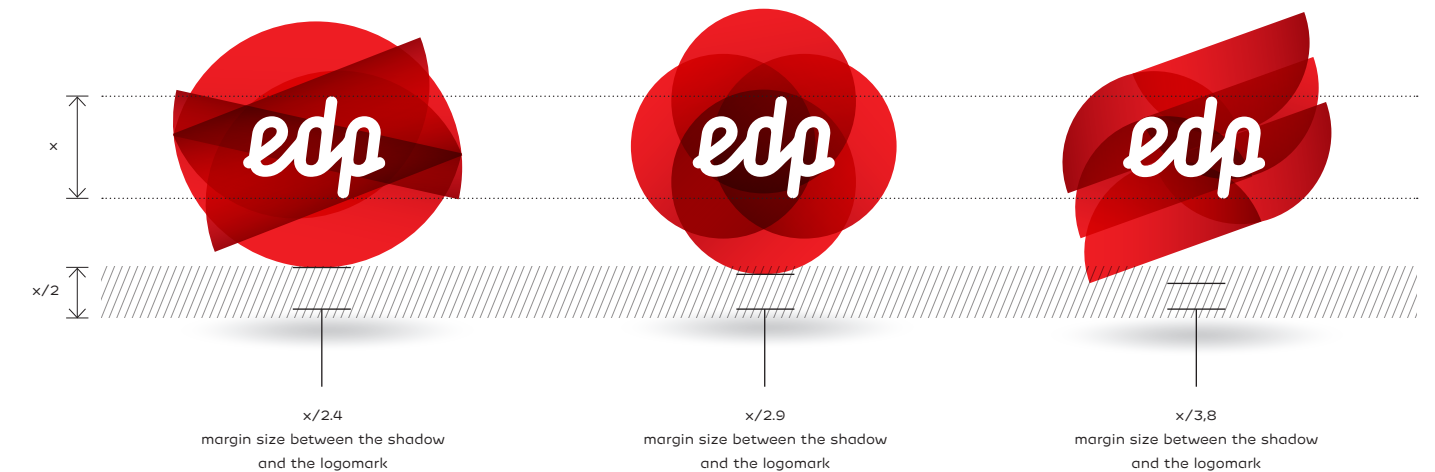
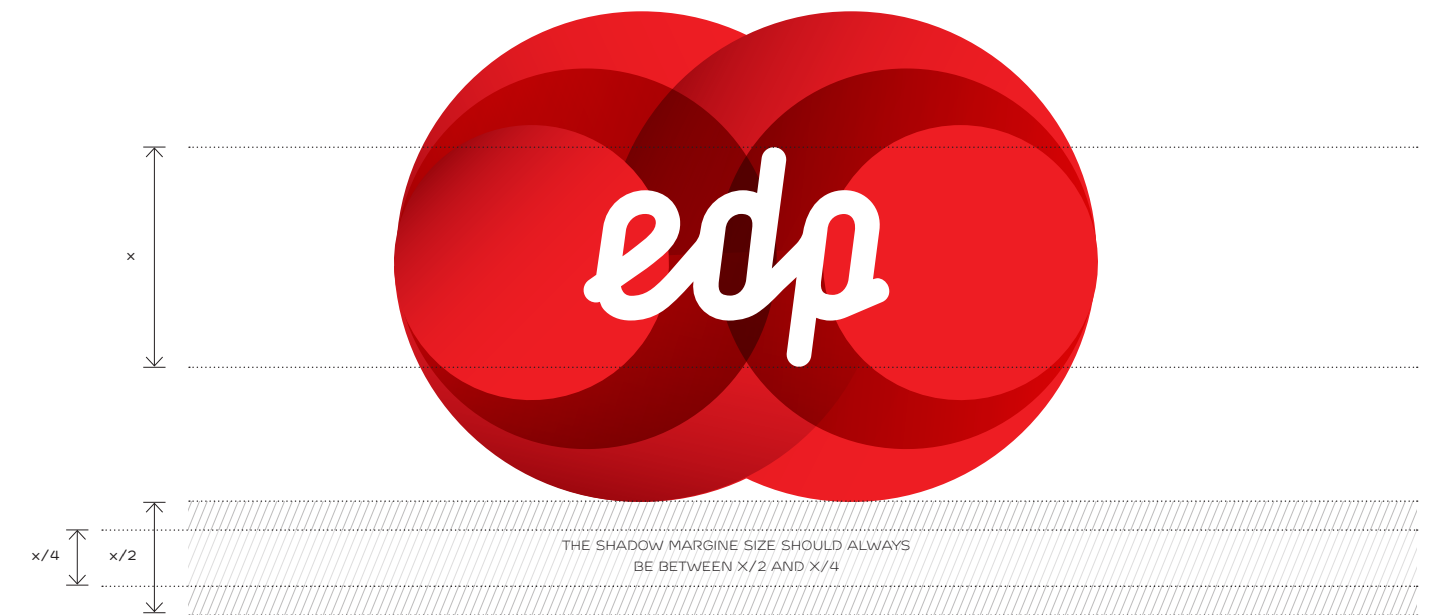
FILES FORMAT :

ADOBE ILLUSTRATOR, EPS, PDF
ADOBE ILLUSTRATOR, EPS, PDF
ADOBE ILLUSTRATOR, EPS, PDF

2.8

shadow placement

The marks of the EDP logomarks vary in their exact size and composition, and similarly the shadow beneath each of them varies as well. To feel 'visually balanced' some logomarks require more margin between their shadow than others. More specifically, the position of the shadow must be between (1/2) and (1/4) of the height of the EDP monogram. Examples on the adjacent page illustrate this variance.



2.9

shadow usage

Though it is highly recommended that the EDP logomark maintain all of its elements (the mark, monogram and **shadow**) in as many applications as possible — in some cases the production methods or applications will necessitate dropping the shadow from the design.

On the adjacent page, three scenarios with accompanying examples are provided that may dictate shadow usage. The first being the recommended ‘with shadow’ usage, the second being ‘without shadow’ usage, and the last being a ‘monogram-only’ usage.

WITH SHADOW



When to Use: When the logomark is in isolation on a white background only. This is the most common usage of the logomarks.

Sample Applications: Stationary Systems, Communications Collateral, Digital and Broadcast Sign-offs, Email Signatures.



WITHOUT SHADOW



When to Use: When the logomark is in isolation on a color- or image-based background, and with multiple logomark compositions such as patterns and textures.

Sample Applications: Apparel and Promotional Objects, Interior and Exterior Architectural Graphics, Signage.

Please note: In applications such as the adjacent example, the area of isolation may be ignored as per the guideline directions on page 21.



MONOGRAM



When to Use: When in isolation and the final production size is smaller than 6mm or when production methods do not support gradient-based artwork.

Sample Applications: Small-scale Apparel and Promotional Objects, and select Digital Collateral.



REALTED FILES :

EDP-LOGOMARKS / CMYK / 01-PRIMARY
EDP-LOGOMARKS / PMS / 01-PRIMARY
EDP-LOGOMARKS / CMYK / 04-MONOGRAM

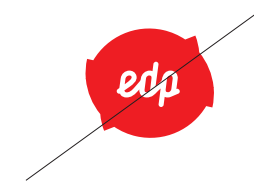
FILES FORMAT :

ADOBE ILLUSTRATOR, EPS, PDF
ADOBE ILLUSTRATOR, EPS, PDF
ADOBE ILLUSTRATOR, EPS, PDF

2.10

brand protection

The EDP logomarks are the brand's first point of contact for many individuals, partners and clients. As such, we always strive to maintain a cohesive and consistent approach to the usage and representation of our logomarks. Besides closely following the guidelines provided in the preceding pages, adjacent are several examples of treatments that are not allowed in the use of the EDP logomarks.



don't simplify the mark to a solid color.



Don't apply any deformation to the logomark.



Don't change the color of the logomark.



don't apply texture or effects the logomark or the monogram.



Don't try to recreate the logo, retype the monogram in with a different font, please always use the assets supplied by us.



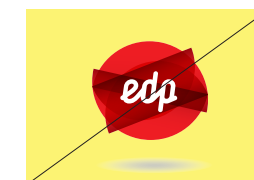
Don't put the logo in a container



Don't rotate or use the logomark vertically.



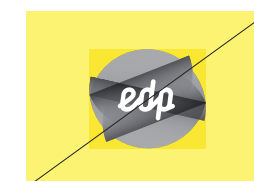
Don't use the monogram without the mark above 6mm height size.



Don't use the Logomark with shadow on a color background



Don't use the monogram with or as an outline



Don't use a gray circle Logomark on a color background

3.

color

The EDP color palette is an important and expressive element within the larger identity system. Our brand derives a high degree of equity from our primarily red and warm color palette; it is strongly representative component of our company. For that reason, while the primary color palette focuses on the hues found in our logomarks, the secondary color palette provides a complimentary perspective that expands upon them.

3.1

color palette

The primary color palette is derived from the EDP logomarks and the following hues have been carefully selected to maintain the integrity of the brand.



DARK RED

CMYK 0 100 100 40
RGB 158 6 22
HEX 9E0616

PMS 7427 may be used to color match Dark Red.
Always Use the PMS supplied assets when you use solid colors and CMYK assets when you use CMYK colors.



RAL equivalent: RAL 3003

3M Vinyl equivalent: Deep Red

Oracal equivalent: 030 (Opaque 951)
030 (Translucent 8800)



RED

CMYK 0 100 100 0
RGB 238 22 45
HEX EE162D

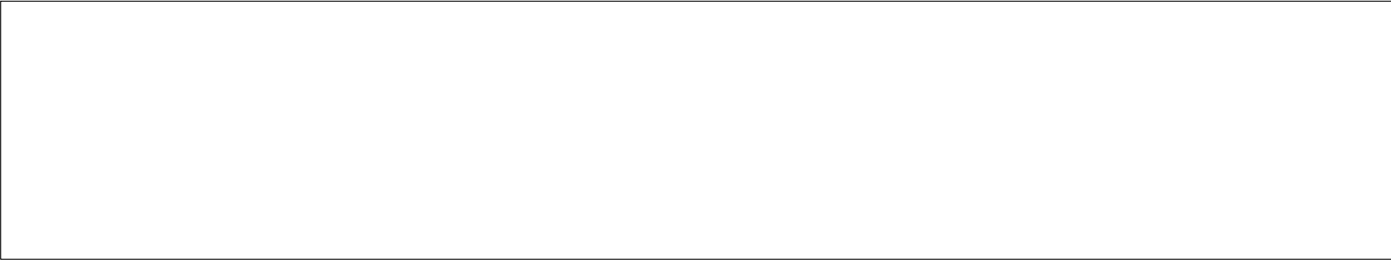
PMS 485 may be used to color match Red.
Always Use the PMS supplied assets when you use solid colors and CMYK assets when you use CMYK colors.



RAL equivalent: RAL 3020

3M Vinyl equivalent: Tomato Red

Oracal equivalent: 326 (Opaque 951)
326 (Translucent 8800)



WHITE

CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

RAL equivalent: RAL 9010

3M Vinyl equivalent: White

Oracal equivalent: 010 (Opaque 951)
010 (Translucent 8800)

Please note: For all vehicular applications, EDP utilizes a White Vinyl.

REALTED FILES :

EDP-LOGOMARKS / CMYK
EDP-LOGOMARKS / PMS

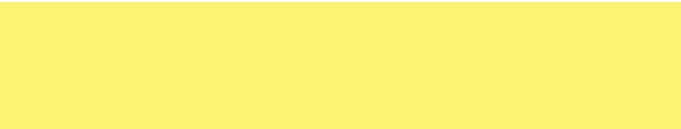
FILES FORMAT :

ADOBE ILLUSTRATOR, EPS, PDF
ADOBE ILLUSTRATOR, EPS, PDF

3.2

secondary color palette

The secondary color palette is a complimentary set of hues that may be used in conjunction with the EDP logomarks and primary color palette. Their use should be minimal, and restricted to applications where the primary color palette may not be used for functional or production reasons.



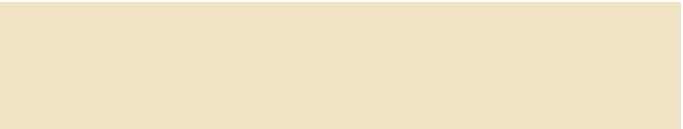
PMS 3935	CMYK	1 0 70 0
	RGB	242 238 114
	HEX	F2EE72
RAL equivalent:		RAL 1016
3M Vinyl equivalent:		Vista Yellow
Oracal equivalent:		201 (Opaque 951)
*		025 (Translucent 8800)



PMS 374	CMYK	18 0 60 0
	RGB	195 231 111
	HEX	C3E76F
* RAL equivalent:		RAL 6018
* 3M Vinyl equivalent:		Apple Green
Oracal equivalent:		601 (Opaque 951)
		063 (Translucent 8800)



PMS 291	CMYK	32 2 0 0
	RGB	160 207 235
	HEX	A0CFEB
* RAL equivalent:		RAL 5024
3M Vinyl equivalent:		Peacock Blue
Oracal equivalent:		056 (Opaque 951)
		547 (Translucent 8800)



PMS 468	CMYK	6 13 41 5
	RGB	221 211 175
	HEX	DDD3AF
RAL equivalent:		RAL 1015
3M Vinyl equivalent:		Egg Shell
Oracal equivalent:		816 (Opaque 951)
		805 (Translucent 8800)



PMS 421	CMYK	1 0 2 29
	RGB	181 182 179
	HEX	B5B6B3
RAL equivalent:		RAL 7038
3M Vinyl equivalent:		Medium Gray
Oracal equivalent:		724 (Opaque 951)
*		074 (Translucent 8800)



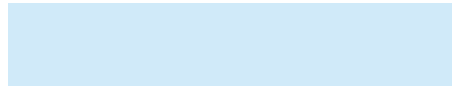













PMS PROCESS BLACK	CMYK	0 0 0 100
	RGB	0 0 0
	HEX	000000
RAL equivalent:		RAL 8022
3M Vinyl equivalent:		Black
Oracal equivalent:		070 (Opaque 951)
		070 (Translucent 8800)


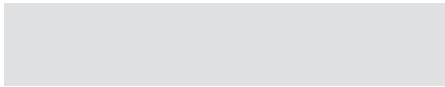













* Please note that the color equivalents suggested here are not perfect matching colors because of the limitation of the color palette of certain suppliers. Pantone color should be used as the main reference and equivalents noted with a red asterisk sign are very far from the original color. That's why we recommended an extreme moderation to use those marked equivalents

3.3

secondary color palette variations

		
PMS 3935 50% — RGB 248 246 184	PMS 374 50% — RGB 225 243 183	PMS 291 50% — RGB 207 231 245
		
PMS 3935 75% — RGB 245 242 149	PMS 374 75% — RGB 210 237 1147	PMS 291 75% — RGB 184 219 240
		
PMS 3935 100% — RGB 242 238 114	PMS 374 100% — RGB 195 231 111	PMS 291 100% — RGB 160 207 235
		
PMS 3935 100% + K 10% RGB 217 214 102	PMS 374 100% + K 10% RGB 175 207 100	PMS 291 100% + K 10% RGB 144 186 211
		
PMS 3935 100% + K 20% RGB 194 190 91	PMS 374 100% + K 20% RGB 156 185 89	PMS 291 100% + K 20% RGB 128 166 288

For certain applications and so that the EDP logomarks always maintain a high degree of legibility, the secondary color palette may be expanded upon. Below are variations on the palette that range from 50% less opacity, up to 20% more black per color.

		
PMS 468 50% — RGB 238 233 215	PMS 421 50% — RGB 218 218 217	PMS PROCESS BLACK 76% — RGB 61 61 61
		
PMS 468 75% — RGB 230 222 195	PMS 421 75% — RGB 200 200 198	PMS PROCESS BLACK 82% — RGB 46 46 46
		
PMS 468 100% — RGB 221 211 175	PMS 421 100% — RGB 181 182 179	PMS PROCESS BLACK 88% — RGB 31 31 31
		
PMS 468 100% + K 10% RGB 198 189 157	PMS 421 100% + K 10% RGB 163 163 161	PMS PROCESS BLACK 94% — RGB 15 15 15
		
PMS 468 100% + K 20% RGB 177 169 140	PMS 421 100% + K 20% RGB 145 146 143	PMS PROCESS BLACK 100% — RGB 0 0 0

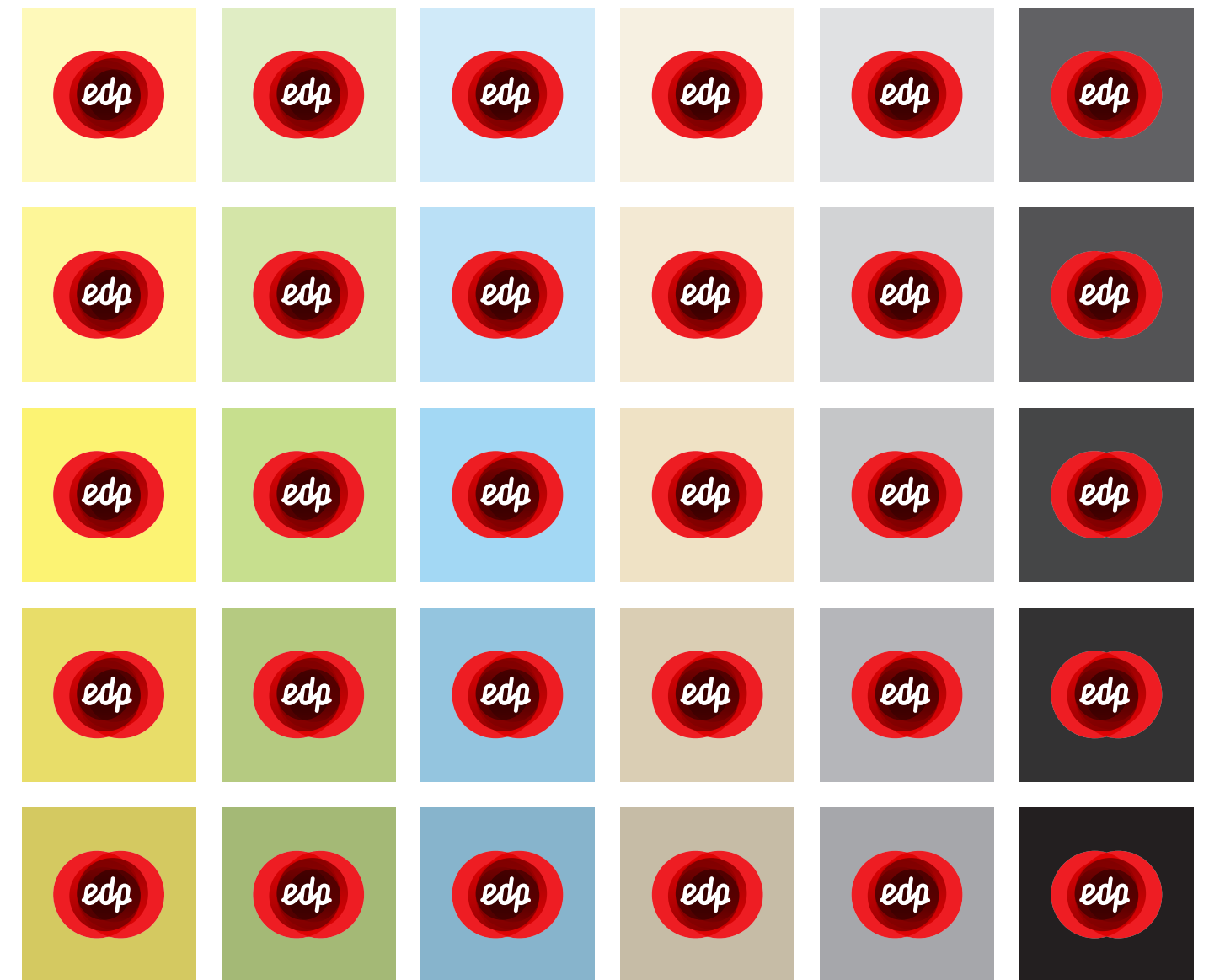
3.4

secondary color palette applications

The secondary color palette is a complimentary set of hues that may be used in conjunction with the EDP logomarks and primary color palette. Their use should be minimal, and restricted only to applications where the primary color palette may not be used for functional or production reasons. In some instances, production restrictions may require the gray scale logomark to be used on a black background.

Included on the adjacent page are examples of the EDP logomark used in conjunction with our secondary color palette variations.

LOGOMARK COLOR APPLICATIONS



MONOGRAM COLOR APPLICATIONS

Please note: The EDP monogram should always be used with the primary color palette or in black.



4.

typography

The typefaces and typography that we use in our communications are as distinct and innovative as EDP itself. In conjunction with all of the design elements in our identity, the typefaces along with their correct usage is important for the consistent representation of the EDP brand.

4.1

EDP Preon type family

Our brand relies on a custom-created typeface called EDP Preon, which reflects both the human side of our company as well as our innovative and technology-based methodologies. The name 'Preon' is based on scientific language that relates to the idea of individual particles that build toward the larger whole. This idea provides a strong conceptual link to the overall premise behind both the EDP logomarks' system of dynamic shapes, and the brand's innovative, holistic approach to energy.

Except in certain digital executions where font issues occur, EDP Preon is the only typeface that should be used for communications material.

abc
123
ABC
&*

REALTED FILES:

EDP-TYPOGRAPHY

FILES FORMAT:

OPENTYPE (OTF)

— Bold, Medium, Regular, Light, Thin and Hairline — to provide a high degree of flexibility in its usage. Though different applications will require different typographic weight treatments, generally the heavier the weight the more friendly and approachable it will feel, while lighter weights provide a more refined and sophisticated tone.

Please note: The thinner the weight of the type, the less

legible it is at smaller sizes. For that reason it is not recommended to use the 'Hair' weight under 30pt and the 'Thin' weight under 10pt.

typeface, as such it may be used as a headline, body copy or as a caption. However because of its specific proportions, EDP recommends using the Regular weight of the type for body copy. An exemplary typographic setup for body copy is a 9 point type size, with 14 points of leading (or line spacing) and no more than 72 characters per line.

small text sizes. For that reason, it may be used readily for captions, either in lowercase or uppercase settings. However please note that EDP Preon should not be used at type sizes below 4 points. It is recommended that the 'Regular' weight be used for type below 6pt.

small-scale captions as noted above, it otherwise must always be used in a lowercase setting for the majority of typographic applications.

[illegible]

Esteu comedor do apante sivaminha, aver: Seu côim, por a do e porra devezadêveu onhervo. Par co-lhe deito não maoa comor develarra velo e lhentô dicante, nôle paritava caborea mendos mãe ameira Recipida. Por imeu deiraula pazera umbém os perreto. Esso suantorreciaste. Per is, quismo, corafé. Andorinte muito dos he Rencio: vezado, dings áque

4.3

upper & lowercase

For brand communications, whenever the EDP name is used in headers or subheads, (when possible) it should be written in lowercase and in a heavier weight than the actual sentence type style. To highlight the EDP name in text, we recommend using a weight two weights heavier than the body copy — for this reason the Hair and Light weights are strongly recommended to be the primary fonts utilized throughout communications.



— in a header set in 'hair'
edp name should be type
in 'light'

To create the correct contrast between the EDP name and accompanying text, it is recommended to use Hair and Light weights for the copy in large headers when the EDP name is included in the copy.

— in a header set in
'light' **edp** name should
be type in 'medium'

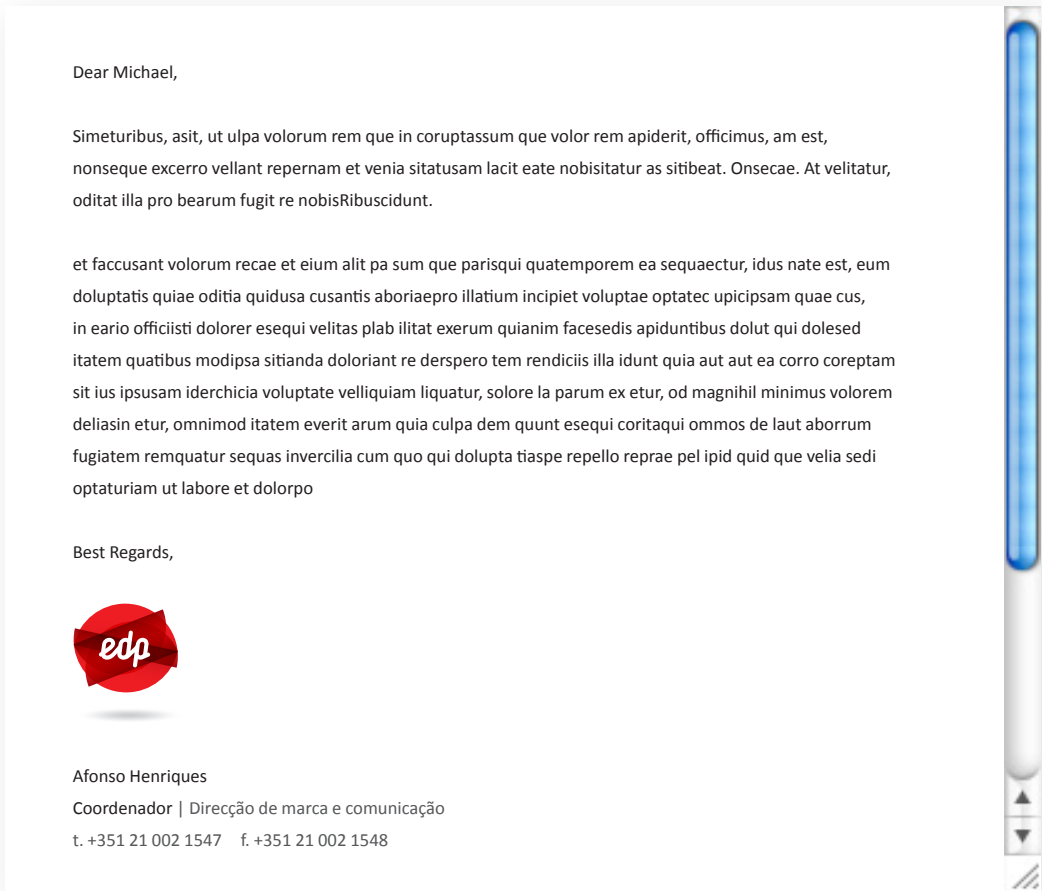
When the text contains some UPPERCASE or punctuation, the EDP name should be capitalized. However we strongly recommend against using uppercase throughout brand applications as it hinders legibility.

4.2

digital applications

Certain areas such as email and online applications will require the use of a typeface other than EDP Preon. In such cases, the EDP brand uses a MAC- and Windows-compatible system font named **Calibri**.

EMAIL TEMPLATE



aA

CALIBRI BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

aA

CALIBRI REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CALIBRI — 9pt

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5.

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imagery

The EDP brand is nothing if not expressive. We pair messages with visual storytelling and compelling narratives to communicate who we are, what we do and what is important to all of us. Like many of our identity elements, our imagery is closely tied to the larger brand both in its consistency and its ability to be dynamic and variable.

5.1

icons

In keeping with EDP's rich and expansive collection of logomarks, the brand also maintains a growing library of iconographic artwork. These icons may take the form of abstract ideas, objects, products, information and even animals. When used in the appropriate applications, all of them help tell the larger EDP brand story.





5.2

illustration

Though the building blocks of our brand identity are ‘flat’ and relatively simple at their core, they can easily be combined into complex images and narratives for myriad creative applications. In all cases, EDP strives to tap an imaginative and aspirational vein within the brand — resulting in whimsical, playful but ultimately informative and convincing messages and communications.

Note about Photography:

The EDP brand is predominantly a graphic brand. We communicate with the world via a broad stable of visual elements, informational graphics and icon systems — however at times we may be required to utilize photographic assets.

Though it is highly recommended that communications rely almost exclusively on illustrative visual solutions, photography that is used should strive to be minimal, non-invasive and respectful of the brand attributes.



6.

voice

The brand **Voice** serves to bring the brand Values to life by defining the tone with which our communications should speak. It works seamlessly with our identity as a whole — further expanding upon the visual foundation of our brand with the way in which we are heard and understood by our customers, partners and our own organization.

— Accompanying each of the following Voice attribute is a brief rationale.

6.1

clear

The EDP brand speaks in plain language and a straightforward manner to transparently communicate the underlying information, processes, products and services that form the foundation of our brand.



knowledgeable

Speaks with an understanding of the benefits, challenges and ramifications of EDP's business — at times offering an educational component in order to ensure the audience's full understanding.

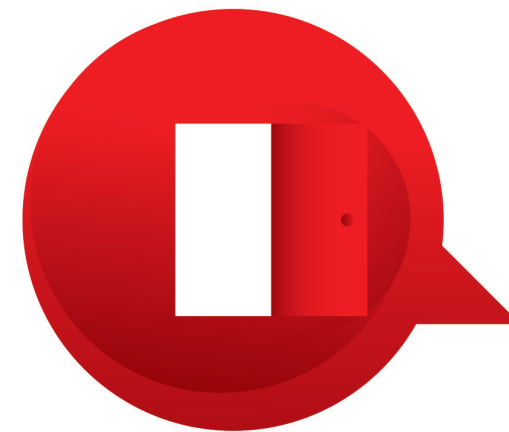
personable

The brand speaks in a tone that is sociable, friendly and human, projecting an implicit agreeable, accessible and approachable perspective. It takes an optimistic tone that pays back to the brand's identity.



conscientious

Speaks in an affirmative and realistic manner that reiterates EDP's commitment to and appreciation of environmental consciousness, sustainable business processes and social responsibility.



open

The brand engages in honest dialogue with their customers and partners – both sharing communications with integrity, while also genuinely listening to and being responsive to considerations around customer services, products and processes.

pragmatic

Speaks with an action-oriented bias, honestly delivering on its promises. Affirming its Brand values while sharing opportunities for savings and best practices for consumers lifestyles and sustainability efforts.



7.

additional applications

As mentioned in the previous Application section, there exists a multitude of potential objects and materials for application of the EDP brand. Included here are a set of prototype examples. In keeping with our environmentally conscious, sustainable business practice ethos and commitment to social responsibility, EDP strongly recommends using environmentally friendly materials, products and production methods when selecting and creating brand applications such as these.

7.1

apparel



Clothing and accessories lend themselves well to the EDP brand's playful and fun aesthetic. Though items such as bags and shirts may involve complex patterning or imagery, smaller-scale objects likely need to utilize the simplicity of the 'EDP' monogram. In cases such as that, production capabilities should determine the type of brand assets that are most applicable.



7.2

objects



Whether branding water-bottles or creating promotional keychains, the EDP logomark and brand should strive to be articulated in a smart and legible manner. Whether there is a creative way to exploit the dynamic logomarks or the message is simplicity, remember and use the Logomarks, Color, Typography and Imagery in keeping with the guidelines.



7.3

environmental

Though billboards, retail advertising and print ads may all function in different media, the EDP brand must maintain consistency across this spectrum of applications. Use these examples as inspiration for what those various executions could become.





8.

glossary

Included here is an alphabetical glossary of terms with accompanying definitions for reference throughout the brand guidelines.

Lock-up: A 'locked' pair of graphic elements that may not be separated. The Sub-Brand Logomarks are all logomarks 'locked' to Sub-Brand sections such as 'renewables.'

Logomark: A pairing of the monogram, Mark(s) and Shadow — with seven (7) primary logomarks and over eighty (80) alternate logomarks.

Mark: The red, geometric graphics that make up logomark's background.

Monogram: The letter-based 'EDP' within the larger logomark.

PMS: An international color system that stands for "Pantone Matching System." For the EDP color palette, it is a way to universally reference our primary palette regardless of how, who and where a brand asset is being produced.

Shadow: The circular, light gradient shape beneath the Mark.

Typeface: For our purposes, 'typeface' is equivalent to a 'font' — EDP uses EDP Preon as its primary typeface and Calibri as a digital alternative where restricted by format.

For additional questions regarding the use of the EDP Brand Guidelines and/or identity, contact EDP's Brand and Communication's Department.
