



EDP  
brand guidelines  
[edp.com](http://edp.com)

# introduction

Welcome! Here are EDP's brand guidelines

This guide is a valuable tool for all who work with the EDP brand, whether they are communication managers or responsible for ensuring the brand is applied on the different means and media.

The following chapters will explain the brand personality, what it stands for and how it is presented to the public. It will also tell you a little bit of the history of this major brand of the Portuguese energy industry and the standing it has in the world.

Knowing the company, the brand and the proper use of its elements will lead to a more cohesive communication and a stronger brand image, meaning that despite the diversity and size of the company, it communicates in a single voice, whatever the means, medium or location in the world.

Thank you for reading this manual and for being part of this large chain of people, united by the same energy: EDP.

# contents

introduction	02
<b>01. the brand</b>	<b>04</b>
identity	05
values	06
<b>02. basic elements</b>	<b>07</b>
concepts	08
features	09
main forms	10
secondary form	12
protection areas	13
minimum dimensions	14
<b>03. colour</b>	<b>15</b>
colour	16
behaviour on different backgrounds	21
incorrect use	26
<b>04. signature</b>	<b>27</b>
brand with signature	28
protection areas	30
brand with signature	31
<b>05. typeface</b>	<b>32</b>
<b>06. visual universe</b>	<b>37</b>
visual universe	38
building communication material	39
<b>07. applications</b>	<b>40</b>
<b>08. communication tone</b>	<b>42</b>
tone	43
speech	44
details of speech	46
<b>09. appendices</b>	<b>52</b>
about EDP	53
other brands of the group	55

A large, light gray, stylized number '1' is positioned on the left side of the page. To its left, a portion of a large circle is visible. Below the '1', there is a smaller, solid gray circle.

# 01. the brand

# identity

"outgoing personality with a pleasant and friendly approach"

Just like people, brands also have a personality.

Personality reveals itself through what they believe, the way they present themselves and speak, the places and events they go to, how they work and perform and the results achieved.

EDP's history shows how the company has evolved, conducting its activity in a responsible manner, while constantly renewing itself and being close to those it interacts with.

Thus, from a communication perspective, EDP has an outgoing personality, communicating in a positive way with each stakeholder, with a pleasant and friendly approach and relevant content.



# values

Successful brands manage their image effectively thanks to clear knowledge of their values and the personality these convey. EDP's essence is based on three core values: Sustainability, Humanization and Innovation. These are long-term characteristics that remain timeless, regardless of any product innovation or competitive change. They help shape the brand and guide us in terms of how to communicate.

## SUSTAINABILITY

As a company, EDP believes that the future belongs not only to those who have a responsible outlook for the planet, but also to those who allow others to adopt this attitude. As such, EDP is environmentally aware in all its processes, implementing sustainable business practices across the entire organisation. Likewise, it invests in society and culture, supporting the social causes it believes in. The company is devoted to making an improvement in social matters, such as poverty and childhood education, and also to providing assistance to social welfare and cultural institutions.

## HUMANIZATION

EDP is closely linked to people. It builds solid and genuine relationships with its customers, partners and local communities. EDP is a transparent and open brand with a strong commitment to meet the needs of individuals and the community in the pursuit of social wellbeing.

## INNOVATION

EDP is a company that strives for excellence, constantly seeking to innovate at all levels of the organisation. It is committed to being a Group with a positive and creative attitude, from which one can expect technically advanced solutions and technologies for the future.



## 02. basic elements

EDP is a global, dynamic and innovative company. Instead of a static brand that remains the same at all times, EDP presents itself in an agile and energetic way.

To ensure a coherent and single visual identity, it is essential for everyone to comply with the application of the rules. To this end, a set of rules and recommendations that guarantee the correct implementation of the basic elements of the EDP brand have been defined.

All the forms, versions and applications of the brand that are not covered herein must be submitted to the Brand Department for prior approval.

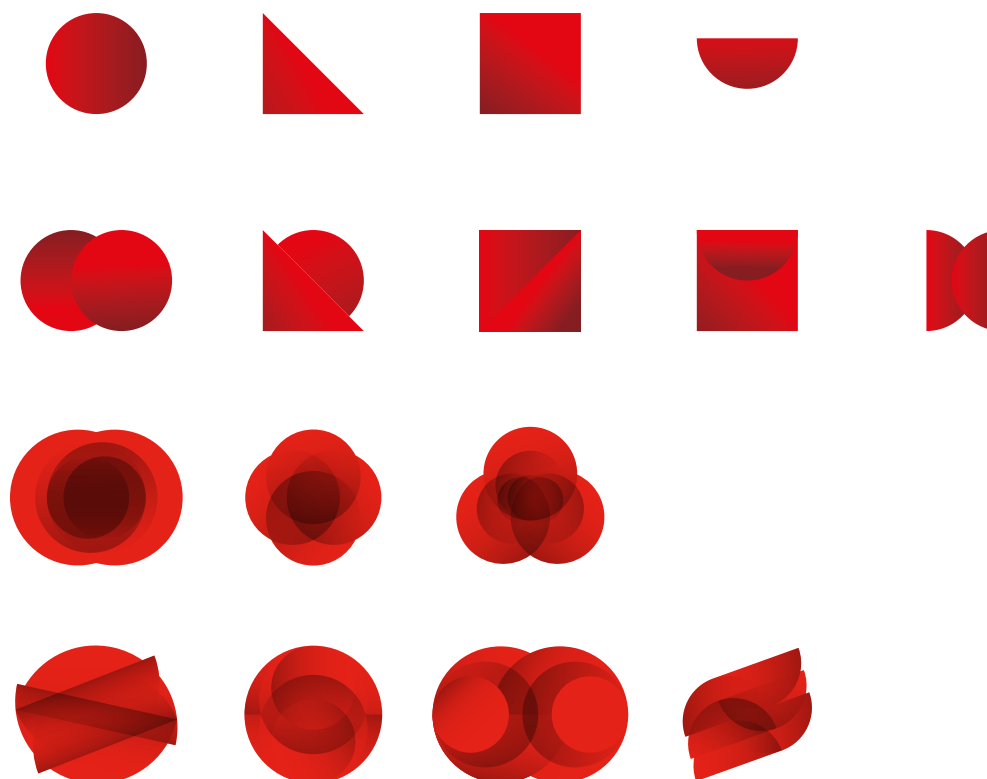
# graphic and visual concept

of the EDP brand

A range of familiar and modular logos has been created that may be abstract, figurative or in the form of a diagram but which, even so, can be recognised as the EDP logo.

Geometric shapes – circle, triangle, square and semi-circle – are used in different combinations as the support for the EDP monogram.

With this modern, flexible and adaptable system, the brand reaffirms and follows the pace of change in this sector.





# elements

of the EDP brand

The EDP brand consists of two elements: the shape and monogram. These elements can be used together in any of the versions of the shape or, in exceptional circumstances, the monogram may appear alone. The monogram is the common denominator in all the versions of the EDP brand.



shape

+

monogram

=

brand

# main forms

of the EDP brand

## POLYCHROME VERSION

EDP is a dynamic company. This dynamism extends to its visual image, which is portrayed through seven main logos. Each one should be used frequently and alternately from one application to the next, instead of choosing just a single logo. This makes for a far richer and more dynamic communication.

Implementation of the polychrome EDP logos is recommended whenever possible.

(1)



(2)



(3)



(4)



(5)



(6)



(7)



**Note:** for regulatory reasons, the main logo should be used in corporate communication. e.g. Stock Exchange, Annual Report, etc.

**Note:** given its similarity to the logo of the regulated company, the use of version (5) of the logo should be avoided.

# main forms

of the EDP brand

## MONOCHROME VERSION

The monochrome versions of the logos must not be used on coloured backgrounds; except on black and white backgrounds and are generally applied on single-colour printouts.

(1)



(2)



(3)



(4)



(5)



(6)



(7)



# secondary form

of the EDP brand

## MONOGRAM

The secondary version of the EDP brand is represented by its monogram.

The monogram must only be used when:

- the height of the monogram is less than 6.5 mm or 16 px.
- the height of the monogram is greater than or equal to 6.5 mm, but the media does not support implementation with colour gradients

The monogram must be always used in the main brand colours. When the monogram is used individually and institutionally, the background colour must also be one of the main colours (red or white) or black.

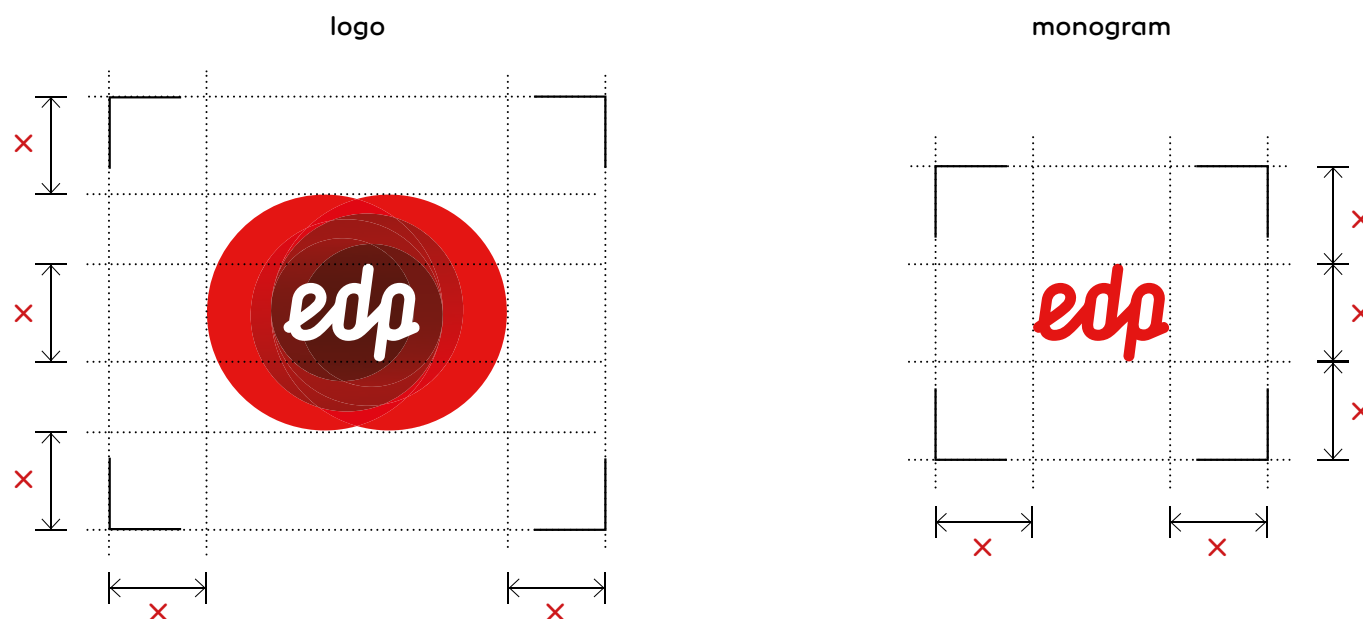
In cases where the logo gradient cannot be reproduced, the monogram can be used.



# areas

of brand protection

To ensure clear visibility and easy reading, brands need to breathe, i.e. they need space around them. In the case of EDP, as there are seven different logos, the monogram is the benchmark from which the protection area is established. The outer box defines the minimum free space that must exist around the brand.



The **x** represents the height of EDP's monogram, from the upper line (top of the d) to the lower line (bottom of the p). This unit of measurement is used to determine the protection area for each of the logos.

# dimensions

Minimum "printing and digital"

There is a limit from which the brand loses clarity and readability. It is therefore essential to establish minimum measurements in which the brands can be reproduced.

The size reference for printing or digital implementation is the height (X) of the EDP monogram.

The minimum height of EDP's monogram of the brand in printouts is set at 6.5 mm. In smaller sizes, the main shape of the brand disappears, and only the monogram should be used. The minimum height of the monogram is 4 mm.

In digital applications, the monogram may never have a height of less than 16 px, whether integrated in the shape that supports it or used alone.

## PRINTING



X = 6,5 mm

**Note:** X = 6.5 mm: minimum size for application of the brand. In smaller applications, use only the monogram.

edp

X = 6 mm

**Note:** X = 6 mm: size from which only the monogram shall be used

edp

X = 4 mm

**Note:** X = 4 mm: minimum size for application of the monogram.

## DIGITAL MEDIA



edp

X = 16 px

**Nota:** X = 16 px: minimum size for application of the monogram.



## 03. colour

The primary red and the secondary colours are part of the brand's identity and are representative of our company.

While the main colours focus on the matrices found in the logos, the secondary palette presents a complementary perspective that extends the main colours.

# colour

## MAIN COLOURS PALETTE

The main colours derive from the seven EDP logos. Therefore, their matrices were selected to maintain the integrity of each of the seven versions.

The pantone files provided must be used for application of the solid colours and CMYK files for the application of the colours selected.

The suggested colour equivalents (RAL, Vinyl and Oracal) are not perfectly adjusted, owing to the limitations of the suppliers' colour palettes. The pantone specification should be the main reference.



RED	CMYK	0 100 100 0	Pantone 485 can be used for the Red.
	RGB	238 22 45	
	HEX	EE162D	
	RAL	RAL 3020	
	3M Vinyl	Tomato Red	
	Oracal	326 (Opaque 951) 326 (Translucent 8800)	



DARK RED	CMYK	0 100 100 40	Pantone 7427 can be used for the Dark Red.
	RGB	158 6 22	
	HEX	9E0616	
	RAL	RAL 3003	
	3M Vinyl	Deep Red	
	Oracal	030 (Opaque 951) 030 (Translucent 8800)	



WHITE	CMYK	0 0 0 0	
	RGB	255 255 255	
	HEX	FFFFFF	
	RAL	RAL 9010	
	3M Vinyl	White	
	Oracal	010 (Opaque 951) 010 (Translucent 8800)	

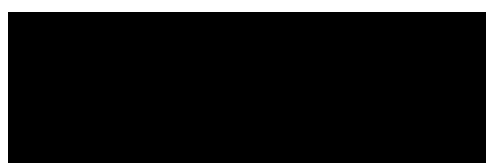
**Note:** EDP uses white vinyl for applications on vehicles.



# colour

## SECONDARY COLOURS PALETTE

The palette of secondary colours provides a complementary perspective that extends the main colours. It is composed of a group of hues that can be combined with the EDP brands and with the main colours palette.



PMS  
PROCESS  
BLACK

CMYK  
RGB  
HEX

0 0 0 100  
0 0 0  
000000

RAL  
3M Vinyl

RAL 8022  
Black



PMS  
465

CMYK  
RGB  
HEX

009 029 066 026  
179 153 093  
B3995D

RAL  
3M Vinyl

RAL 1024  
Light Beige



PMS  
354

CMYK  
RGB  
HEX

082 0 090 100  
0 175 63  
00AF3F

RAL  
3M Vinyl

RAL 6038  
Bright Green



PMS  
PROCESS  
421

CMYK  
RGB  
HEX

013 009 011 026  
181 182 179  
B5B6B3

RAL  
3M Vinyl

RAL 7042  
Medium Grey



PMS  
108

CMYK  
RGB  
HEX

0 005 098 0  
252 217 0  
FCD900

RAL  
3M Vinyl

RAL 1018  
Cadmium Yellow



PMS  
375

CMYK  
RGB  
HEX

048 0 094 0  
146 212 0  
92D400

RAL  
3M Vinyl

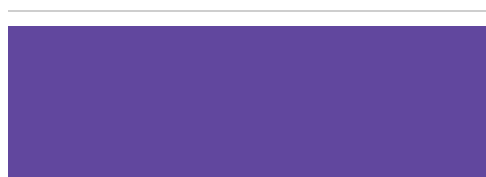
RAL 1016  
Brilliant Green

**Note:** the suggested colour equivalents (RAL, Vinyl and Oracal) are not perfectly adjusted, owing to the limitations of the suppliers' colour palettes. The pantone specification should be the main reference.

# colour

## SECONDARY COLOURS PALETTE

The palette of secondary colours provides a complementary perspective, expanding the main colours. It comprises a group of hues that can be combined with the EDP brands and with the palette of the main colours.



<b>PMS</b>	<b>CMYK</b>	074 085 0 0
7678	<b>RGB</b>	104 71 141
	<b>HEX</b>	68478D
<hr/>		
	<b>RAL</b>	RAL 4008
	<b>3M Vinyl</b>	Purple



<b>PMS</b>	<b>CMYK</b>	100 045 006 028
7462	<b>RGB</b>	0 90 139
	<b>HEX</b>	005A8B
<hr/>		
	<b>RAL</b>	RAL 5005




























<b>PMS</b>	<b>CMYK</b>	060 0 003 0
2985	<b>RGB</b>	91 198 232
	<b>HEX</b>	5BC6E8
<hr/>		
	<b>RAL</b>	RAL 6034
	<b>3M Vinyl</b>	Blue

**Note:** the suggested colour equivalents (RAL, Vinyl and Oracal) are not perfectly adjusted, owing to the limitations of the suppliers' colour palettes. The pantone specification should be the main reference.

# colour

## SECONDARY COLOURS PALETTE – VARIATIONS

















The palette of secondary colours may be expanded for certain applications, to make sure the EDP logos maintain a high level of readability. The palette variations are shown below, and vary between 50% less opacity to 20% added black, per colour.

				
pantone Process Black 100% R030 G030 B030	pantone Process Black 94 % R015 G015 B015	pantone Process Black 88% R031 G031 B031	pantone Process Black 82 % R046 G046 B046	pantone Process Black 76 % R061 G061 B061
				
pantone Process 421 100% + K20% R161 G163 B166	pantone Process 421 100% + K10 % R178 G179 B182	pantone Process 421 100% R181 G182 B179	pantone Process 421 75% R212 G212 B214	
				
pantone 465 100% + K20% R170 G141 B101	pantone 465 100% + K10% R188 G155 B111	pantone 465 100% R179 G153 B093	pantone 465 75% R0217 G189 B150	
				
pantone 108 100% + K20 % R209 G190 B018	pantone 108 100% + K10 % R231 G209 B020	pantone 108 100% R252 G217 B000	pantone 108 75 % R255 G236 B104	
				
pantone 375 100% + K20 % R130 G170 B086	pantone 375 100% + K10% R144 G188 B094	pantone 375 100% R146 G212 B000	pantone 375 75% R183 G217 B140	

**Note:** the suggested colour equivalents (RAL, Vinyl and Oracal) are not perfectly adjusted, owing to the limitations of the suppliers' colour palettes. The pantone specification should be the main reference.

# colour

## SECONDARY COLOURS PALETTE – VARIATIONS

			
pantone 354 100% + K20 % R000 G127 B048	pantone 354 100% + K10 % R000 G140 B053	pantone 354 100% R000 G175 B063	pantone 354 75 % R064 G186 B096
			
pantone 7678 100% + K20% R080 G056 B121	pantone 7678 100% + K10% R086 G060 B131	pantone 7678 100 % R104 G071 B141	pantone 7678 75% R107 G071 B142
			
pantone 7462 100% + K20% R000 G055 B095	pantone 7462 100% + K10% R000 G064 B110	pantone 7462 100% R000 G090 B139	pantone 7462 75% R064 G119 B158
			
pantone 2985 100% + K20% R063 G165 B194	pantone 2985 100% + K10% R070 G181 B212	pantone 2985 100 % R091 G198 B232	pantone 2985 75% R120 G205 B234

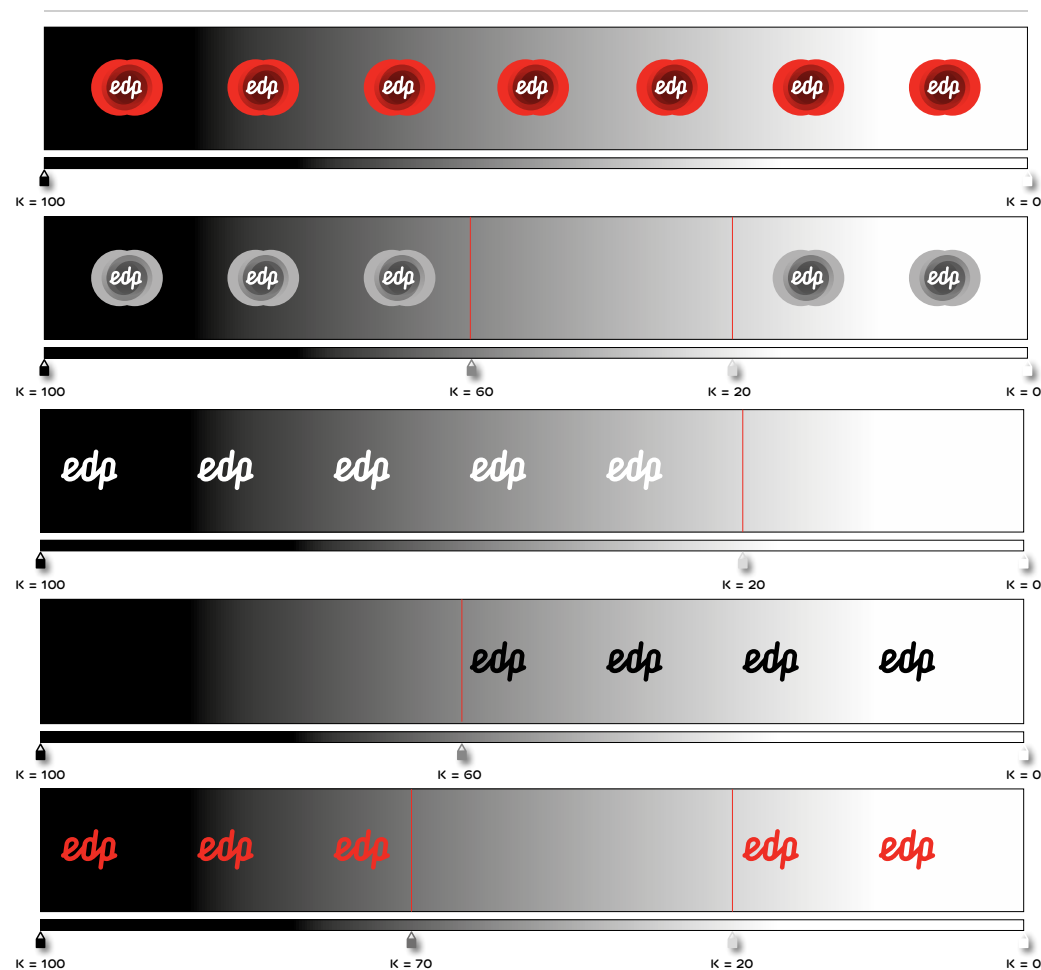
**Note:** the suggested colour equivalents (RAL, Vinyl and Oracal) are not perfectly adjusted, owing to the limitations of the suppliers' colour palettes. The pantone specification should be the main reference.

# behaviour

on different backgrounds - brand on black and white background

The seven forms of the EDP brand should preferably be applied on black or white backgrounds.

In cases where the brand is only represented by the EDP monogram, it must be applied in white, black or red.



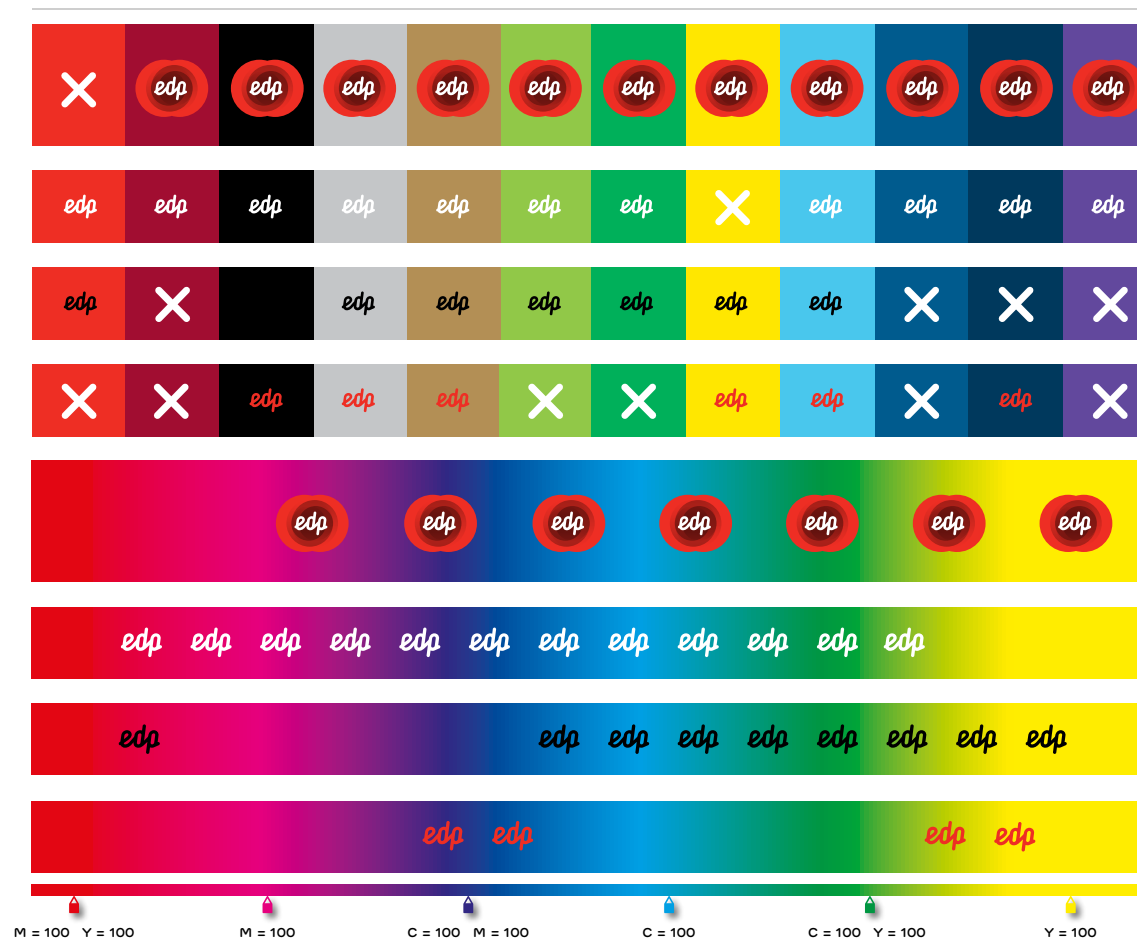
**Note:** the polychrome brand, the monochrome brand and the monogram can be used on a black background.

# behaviour

on different backgrounds - brand  
over colour backgrounds

The application of the EDP logos on colour backgrounds follows a basic principle which is to maintain the brand's colour integrity, ensuring the highest possible contrast. Some rules must be followed for this purpose.

When the background colours are taken from the secondary colours palette, the contrast and integrity of the brand is protected. However, when the background colours are not from the secondary colours palette, attention must be redoubled to ensure that the hues and intensities do not jeopardise the clarity of the logo or interfere with the brand colours.



**Note:** the use of the monochrome version is not allowed on coloured backgrounds.

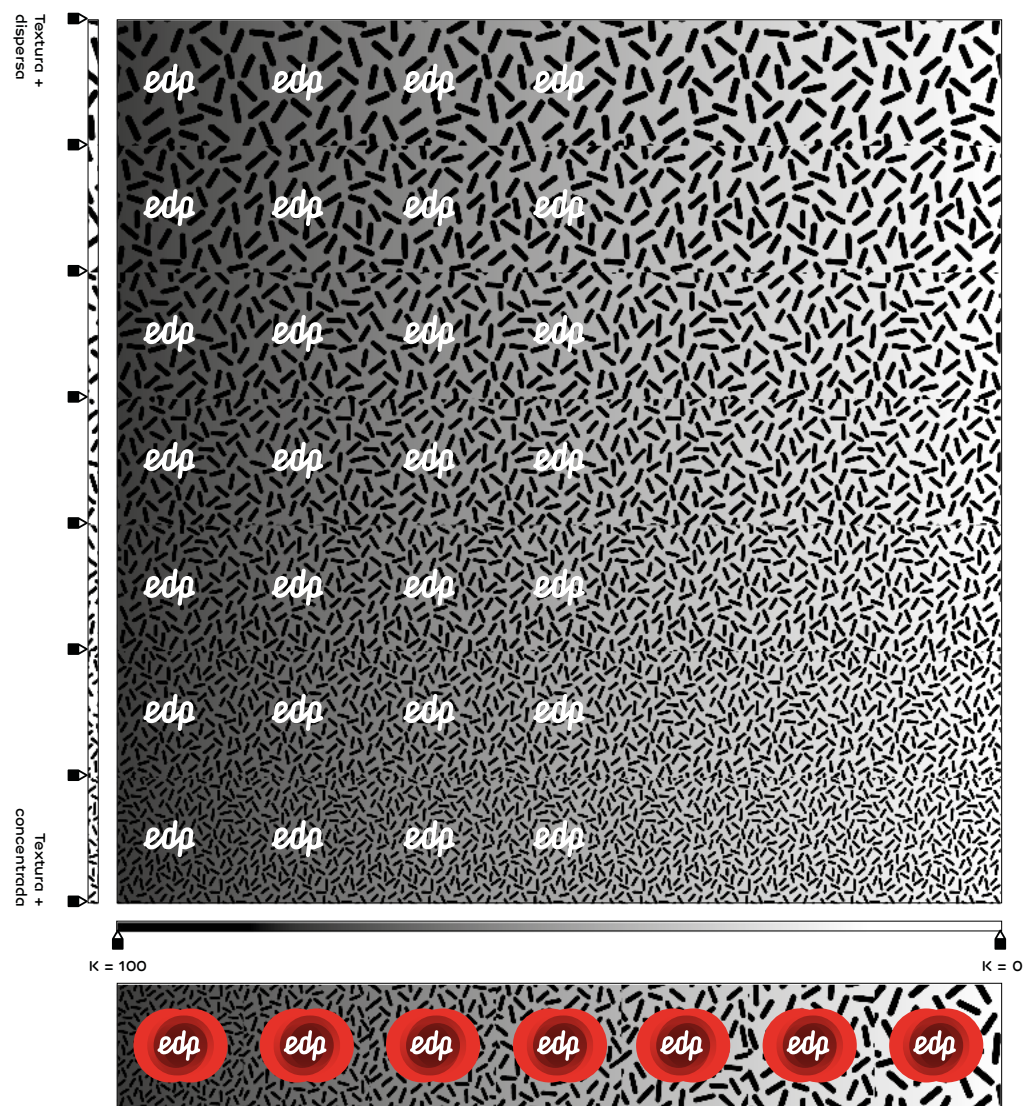
In the examples where colour backgrounds do not present a logo (marked with a cross), it is not possible to apply it.

# behaviour

on different backgrounds - brand on photographic or textured backgrounds

The chromatic integrity of the logo must also be maintained on photographic backgrounds, with the highest possible contrast. Therefore, the areas with warmer colours, closer to the brand's colours, should be avoided, since they prevent its proper readability and perception.

This rule applies to both the seven polychrome versions of the brand and to the use of the monogram in its main colours (black, white and red).

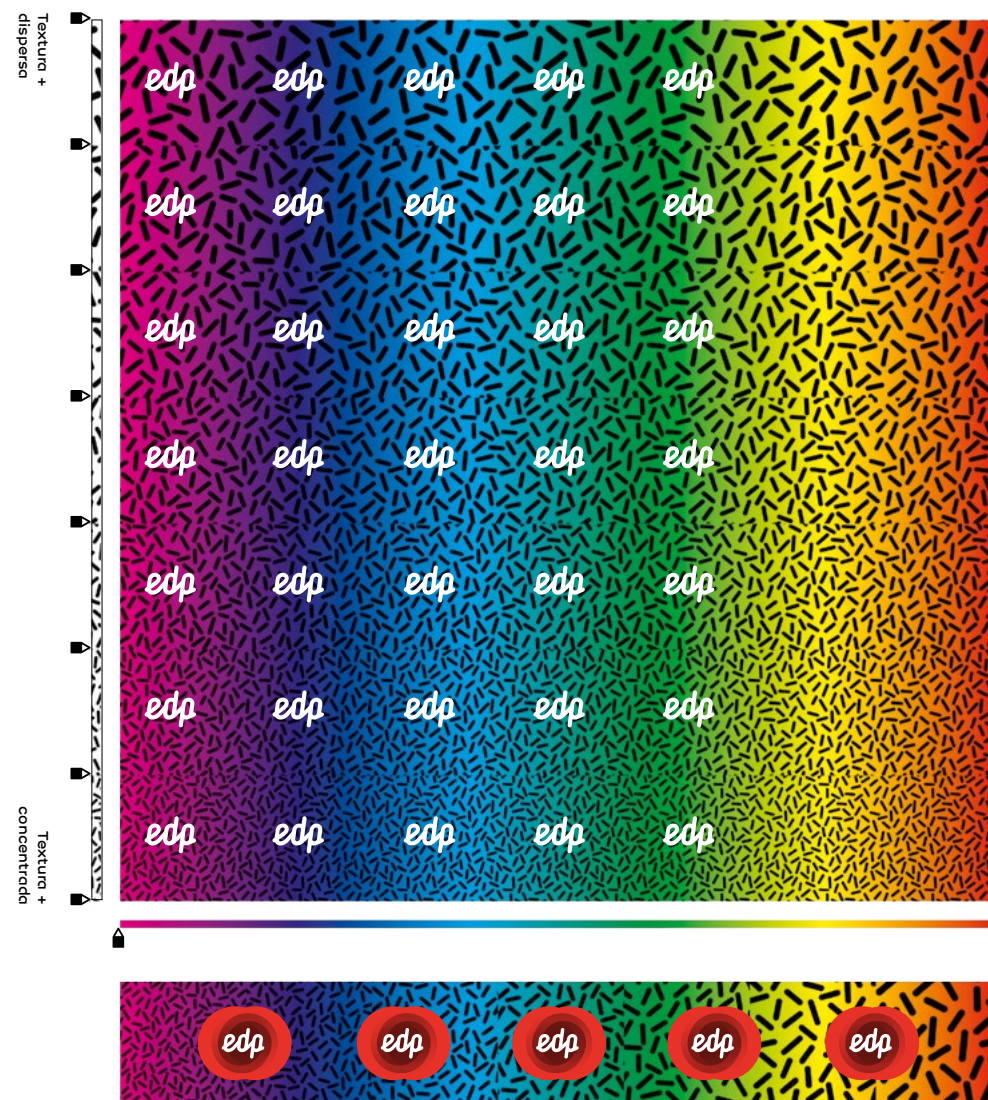


**Note:** on photographic backgrounds with black and white textures or similar shades, the white monogram should be used in darker areas that allow sharper contrast, otherwise the polychrome brand should be used.



# behaviour

on different backgrounds - brand on photographic or textured backgrounds



**Note:** on colour photographic backgrounds with dark textures or similar shades, the white monogram should be used in zones that permit sharper contrast, otherwise the polychrome brand should be used.

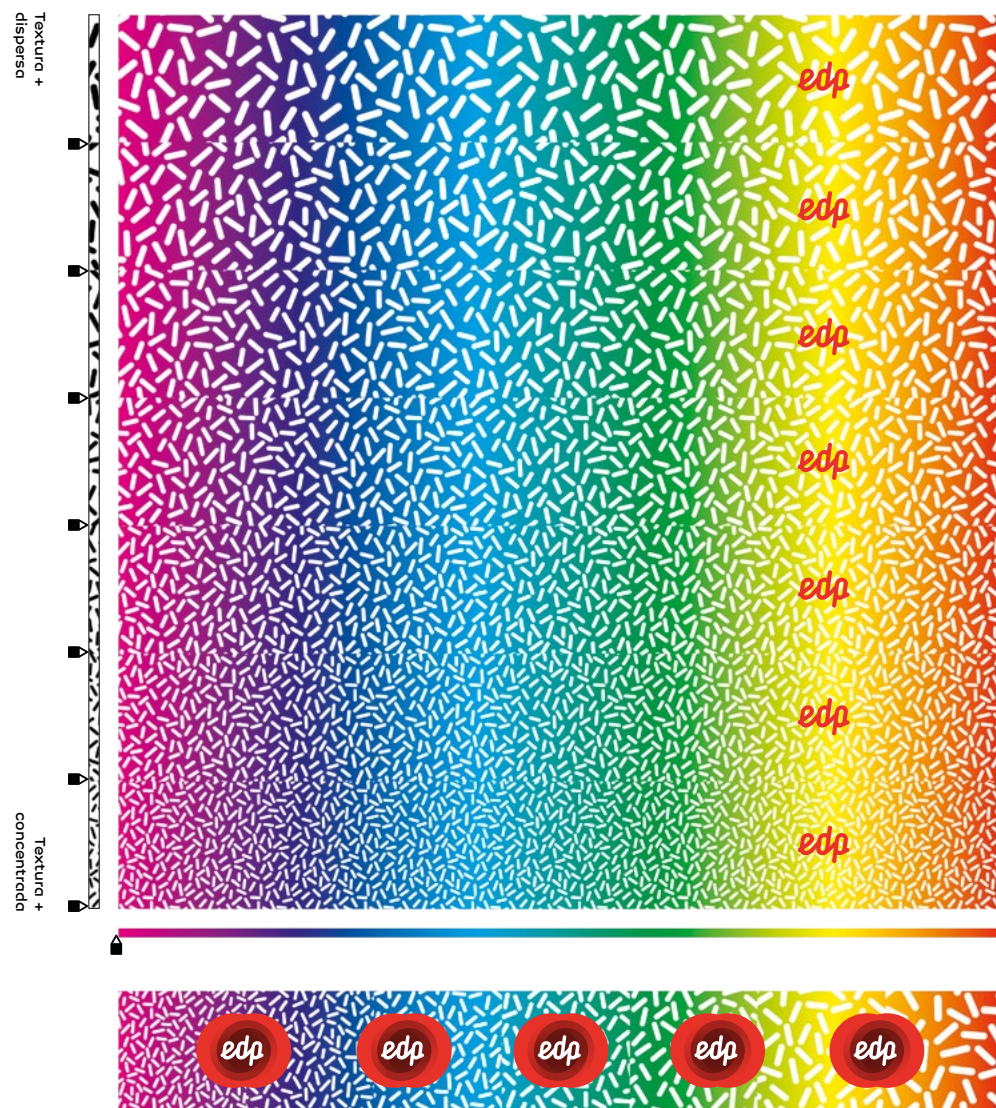
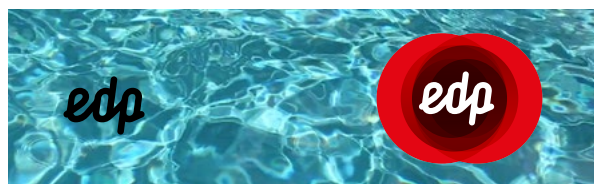
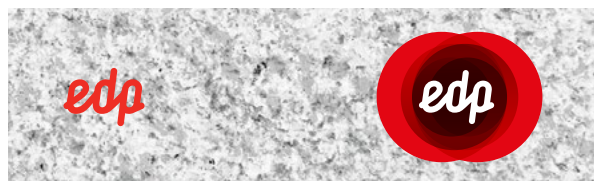


# behaviour

on different backgrounds - brand on photographic or textured backgrounds

The chromatic integrity of the logo must also be maintained on photographic backgrounds, with the highest possible contrast. Therefore, the areas with warmer colours, closer to the brand's colours, should be avoided, since they prevent its proper readability and perception.

This rule applies to both the seven polychrome versions of the brand and the application of the monogram in its colours (black, white or red).



**Note:** on colour photographic backgrounds with light textures or similar shades, the red monogram should be used in zones that permit sharper contrast (close to the yellow spectrum), otherwise the polychrome brand should be used.

# incorrect

## uses

The EDP brand is the first point of contact with people, be they partners or customers. It is therefore essential to maintain a coherent and consistent approach in its application. Some examples of prohibited applications of EDP logos are shown in order to avoid ambiguity in interpretation.



Do not simplify the brand to only one colour.



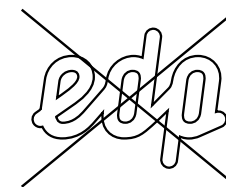
Do not apply any distortion to the brand.



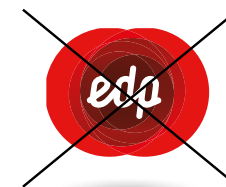
Do not change the brand's colour.



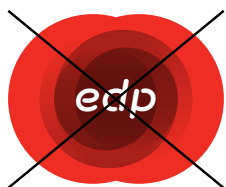
Do not apply textures or effects to the brand or the monogram.



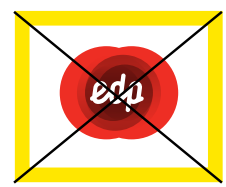
Do not use the monogram with or as an outline.



Do not apply shade or add other items to the logo



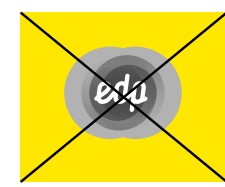
Do not recreate the brand or monogram with a different typeface.



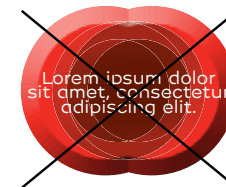
Do not apply frames to the brand.



Do not rotate or use the brand in a vertical position.



Do not apply the monochrome version on coloured background.



Use the brand as a frame for texts.



Do not apply the brand on red backgrounds.

**Note:** the logo must never be applied on red backgrounds.

## 04. signature

In addition to EDP brand elements, there is a signature that reinforces the company's positioning. The graphical representation of the signature was carefully constructed and refined, and it is therefore essential not to modify it.

# brand

with signature

The signature, whether used next to or separate from the brand, as shown on pages 30 and 31, is positioned on the right side or below the brand at the space intervals indicated on page 30. The font used to write the signature is EDP Preon Regular.

---



Sempre presente.  
Sempre futuro.



Sempre presente.  
Sempre futuro.

# brand

with signature

To ensure the correct implementation of the signature, the final art corresponding to the version of the intended language should always be used.

PT

---



Sempre presente.  
Sempre futuro.

ES

---



imagina tu energía

EUA

---



Always present.  
Always future.

BR

---



uma boa energia

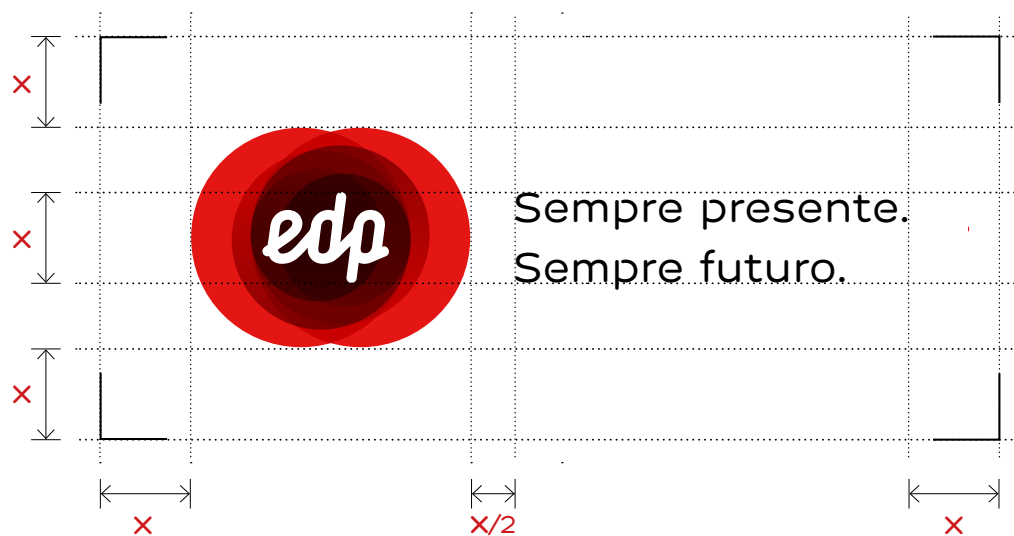
## areas

of protection of the brand - with signature

The signature – Always present. Always future. – should always be related to the height of EDP monogram (X), even when it is distanced from the brand.

When the signature is next to the logo, the signature should be positioned to the right side of the EDP logo.

When the signature is used below the logo, the signature should be centred on the baseline of the monogram.



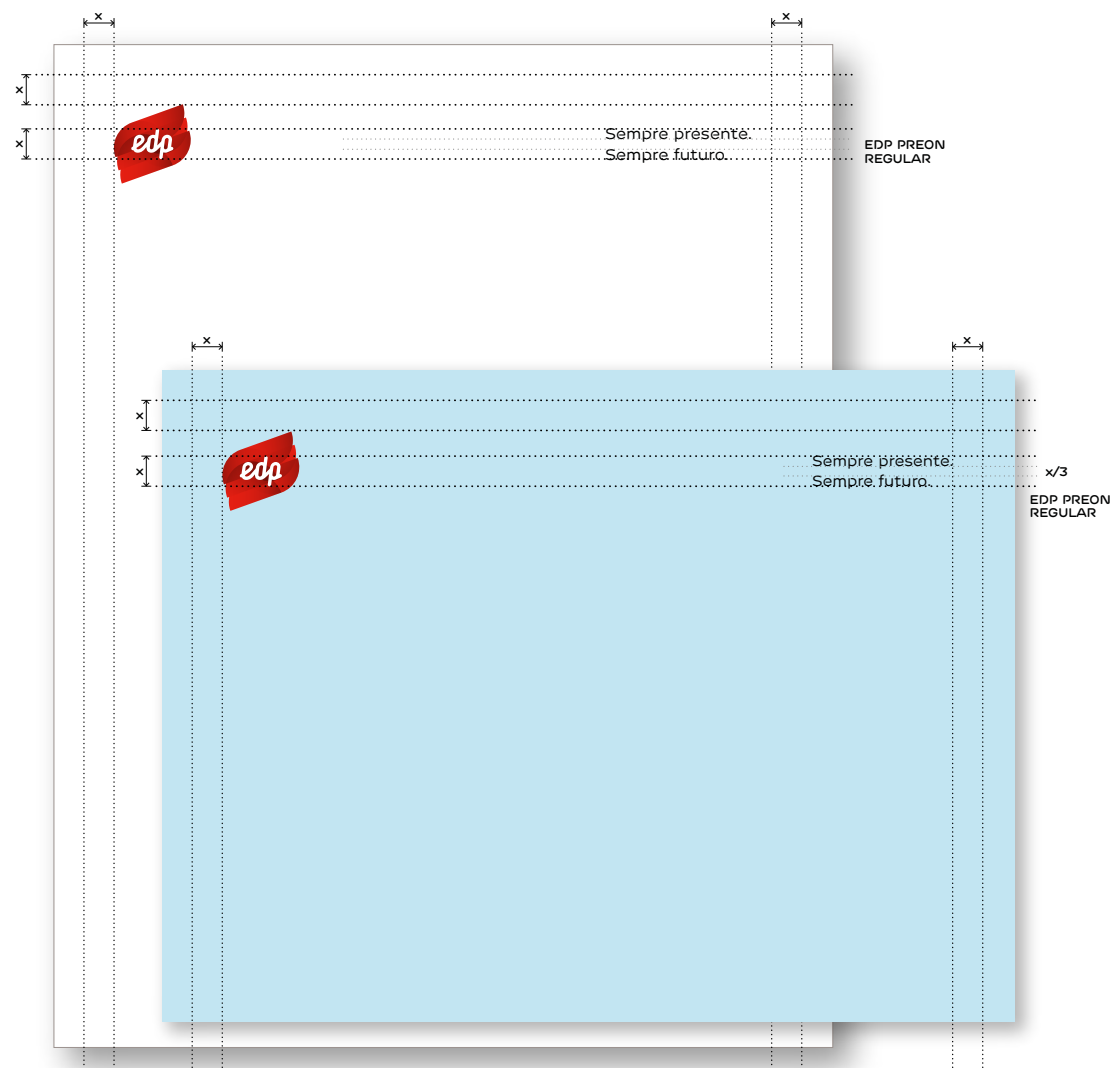
# brand

with signature

The brand and signature can be used either in a fixed relationship or separately (as shown on the previous page).

## USE OF BRAND WITH SEPARATE SIGNATURE

The brand is positioned opposing the signature, with the logo against the left margin and the signature to the right.



**Note:** the font used to craft the signature is EDP Preon Regular, in lowercase, at a height of 0.4X.  
See also the chapters on behaviour and various backgrounds of the brand, on pages 21-25, for the correct application of the brand.

## 05. typeface

Our brand has an exclusive typeface, called EDP Preon, which reflects both the human side of the company and innovative technology-based methodologies. The name Preon comes from the scientific lexicon and is connected to the idea of individual particles that come together and tend to form a whole. This idea enables a strong conceptual relationship with the original premise underlying the EDP brands, composed of dynamic shapes and with the innovative holistic approach to energy.

Except for some digital applications, where the management of fonts is limited, EDP Preon is the only typeface that should be used in communication material.



# official

typeface

The EDP Preon typeface has five weights - Medium, Regular, Light, Thin and Hair - which allows a high degree of flexibility in its use. In order to choose what best applies for each item, it should be taken into account that, as a general rule, the thicker the weight, the friendlier and closer the text will be perceived. Thinner weights convey a more refined and sophisticated style.

## EDP PREON MEDIUM

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

## EDP PREON MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

## EDP PREON REGULAR

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

## EDP PREON REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

## EDP PREON LIGHT

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

## EDP PREON LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

# official

typeface

## EDP PREON THIN

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;?!€\$&£\*) 0123456789

## EDP PREON THIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;?!€\$&£\*) 0123456789

## EDP PREON HAIR

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;?!€\$&£\*) 0123456789

## EDP PREON HAIR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(,;?!€\$&£\*) 0123456789

**Note:** the finer the weight of the font, the less legible it will be at lower sizes. Therefore, the Hair weight is not recommended below 30 pts and Thin weight is not recommended below 10 pts.

# typeface

use

## TITLES AND SUBTITLES

EDP Preon is recommended for use in lower case, capitalizing the first letter in titles and subtitles. In titles or subtitles totally composed of capital letters, the name EDP should also be written in capital letters, with the same weight as the rest of the text. The Hair and Light weights are recommended for use throughout the communication.

## TEXT

EDP Preon was designed to be used as a robust typeface and, as such, it can be used in regular text. Due to its proportions, the Regular weight is recommended for regular text. The typographical recommendation for regular text is font size of 9 points, 14 points between lines and no more than 72 characters per line. In continuous text, the name EDP should always be written in capital letters, in the same weight as the rest of the text.

## CAPTIONS

EDP Preon is an extremely readable typeface and can support the writing of subtitles in small sizes, which must not be less than 4 points in size. Regular weight is recommended for the font when under 6 points. Preferably, the captions should be written in lower case. However, the name EDP should always be in capital letters, in the same weight as the rest of the text.

When writing continuous text in captions, the name EDP should always be in capital letters, in the same weight as the rest of the text.

# typeface

of secondary support

Calibri, a typeface present in Mac and Windows systems, should be used instead for sharing documents, such as emails, Word documents and/or PowerPoint documents.

## CALIBRI

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

## CALIBRI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

For the brand's online channels, the Roboto typeface should be used. In email marketing, the typeface should be Arial, except in titles and subtitles, where Preon should be used.

## ROBOTO

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

## ROBOTO ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

## ARIAL

aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

## ARIAL ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!€\$&£\*) 0123456789

A large, stylized, light gray 'E' logo is positioned on the left side of the page. It has a thick, rounded, and expressive design. 

# 06. visual universe

The EDP brand is expressive. By combining messages with specific visual representations, which characterize its world, it tells captivating stories that describe its personality, its activity and its values, as an active agent in the communities.

# visual

universe

## PHOTOGRAPHIC STYLE

Iconography no longer forms part of the communication as the brand has evolved, being replaced by real images/photos, always with a human presence (represents the brand's humanization). The photos must have context, but only to frame the action. The images should not be "polluted" with too many elements that distract from the primary action we want to portray. The intention is for EDP to use an elegant photographic mood that differentiates itself from the typical image-bank photo. There are some characteristics that must be taken into account in the photo, whether they are image-bank photos or photos taken specifically for EDP:

### EVERYDAY LIFE

EDP is a part of people's lives. In this regard, the photos should reflect these people's moments, whether they are alone, with their families, with friends, working or integrated in the community.

### NATURALNESS

EDP is for everyone. The more natural the photo looks, the better. The photographic style must, therefore, integrate different types and styles of individuals and families, as if moments from their lives were captured, without any artificial poses or staging of scenes. The same applies to photos of landscapes/environments or objects.

### ENERGY

EDP is energy created from the good energy of the people. The photographic style must reveal a positive attitude, dynamism and well-being.

## ICONS

Iconography may be used sparingly and supporting the communication for technical details in brochures and digital formats.

**Note:** in Portugal, the human element must be represented by using people with Portuguese features. Black and white photographs may be used provided the principles outlined for photographs are followed.

# building

communication material

## BRAND LOCALISATION IN DIFFERENT MEDIA

EDP's communication is carried out in multiple channels and using different mediums. In all of them, the rule encompassing all of the brand's use must always be that of ensuring its maximum visibility.

Thus, ideally, the brand (with or without signature) must always appear at the top of the medium. This rule is mandatory in the case of billboards and posters.

In the press, on odd-numbered pages, the logo should appear in the upper right corner, and on even-numbered pages it should appear in the upper left corner.

The brand can be applied elsewhere in other media, depending on the quantity of items, although the emphasis on visibility must prevail.



**Note:** to apply the brand correctly in the different media, check the additional examples presented in the chapter dedicated to Brand Implementation, on page 41.

## 07. applications

The EDP brand can be applied on multiple media. In any application, the brand must be articulated in a clear and intelligent way with other elements of the company's identity. A creative way for exploring the dynamism of the brand should always be found while, at the same time, never neglecting the rules concerning colours, typeface and the visual universe.



# applications

of the EDP brand

Items like bags or t-shirts may have more complex patterns or images. In the case of smaller objects or accessories, the use of the simple EDP monogram is recommended, to ensure readability. These are special cases, where the reproduction techniques usually define what type of brand elements will be better suited.





## 08. communication tone

The communication tone aims to bring the brand values to life. It should be aligned with the brand identity as a whole – expanding it from the visual foundation of the brand. Whenever a message is transmitted – whether written, spoken or graphical – the brand speaks and establishes a relationship with the consumers, partners and the organisation itself.

Thus, it is important that the tone is consistent with the image that it conveys, and that it contributes to reinforce the values in which it believes. In the case of EDP, its voice is always positive, cordial and friendly in nature and relevant in its content.

To achieve this, it is important to consider what characterises its discourse.

# tone

of communication

## CLARITY

EDP uses simple and direct language. It communicates processes, products and services with transparency.

## CONSCIENCE

It speaks affirmatively, reiterating its commitment to the environment, sustainable business policies and social responsibility.

## KNOWLEDGE

It speaks with knowledge of the benefits, of the challenges and of its business's various areas. To ensure perfect understanding by all of its audience, it sometimes uses a more pedagogical or educational style.

## OPENNESS

The brand engages in an honest dialogue with its customers and partners. It has straightforward communication with both. It is earnestly available and ready to listen to issues concerning customer service, products and processes.

## PROXIMITY

The brand speaks in a friendly and human way, projecting an image of consensus and accessibility. It is important for the brand to take into account the needs, capabilities and interests of the recipient of the communication, predicting their difficulties and adapting the way it communicates to the specific situation, but always in a secure manner that is consistent with its identity.

## PRAGMATISM

EDP speaks proactively, fulfilling promises with honesty. It reaffirms the values of the brand, and, at the same time, it shares savings opportunities, as well as practices better adjusted to customers' lives. It is concerned with promoting sustainability.

# speech

EDP's examples

## HOW EDP SPEAKS ABOUT ITSELF:

When it talks about itself, the brand's discourse takes on specific characteristics or variations. Thus, in titles and subtitles, the brand speaks as one company and uses the first-person plural to reinforce its dimension, unity and dedication to customers and partners.

### EXAMPLES OF TITLES AND/OR SUBTITLES – FIRST PERSON PLURAL (WE):

Our brand is your brand.  
Our energy is everybody's energy.  
Get to know our services.  
Find us in the world.

In turn, in the body of the text, which is assumed to provide a more in-depth description of topics or an explanation of a subject, the brand uses the third-person singular. This way, the discourse becomes less personal, making it clearer and more objective.

### EXAMPLES OF BODY TEXT – THIRD PERSON PLURAL (EDP):

This service was created by EDP to help you.  
EDP explains how you can save energy in your home and lower your monthly energy bill.

Finally, when the communication includes all the elements – titles, subtitles and body text - the two styles complement each other:

We have a new service for you.  
With your comfort and convenience in mind, EDP created this new service. Get to know it in detail and join this new way to save in your home.  
Contact us.

**Note:** on brand activation, at events or sponsorships targeting younger audiences (children and/or youth), the brand may exceptionally, in Portuguese, speak in the second-person singular ("tu" – you)).

# speech

EDP's examples

## HOW EDP TALKS TO OTHERS:

In this regard, the formal pronoun “you” (singular) / “you” (plural) is used with the verb in the 3rd person. However, whenever possible, this should be presumed to exist and so it is omitted:

**(You)** Talk to us.

Thinking of you, EDP created this service.

**Note:** on brand activation, at events or sponsorships targeting younger audiences (children and/or youth), the brand may exceptionally, in Portuguese, speak in the second-person singular (“tu” – you)

# speech

details of EDP's speech

## USE OF CAPITAL LETTERS AND LOWER CASE IN WRITING THE EDP NAME

The EDP brand is versatile and allows for usage in capital letters and/or lower case. However, its usage is subject to the following rules:

### TITLES AND/OR SUBTITLES IN LOWER CASE

When the EDP name is used in titles and/or subtitles written totally in lower case, the brand must be written in lower case and with a font twice as thick as that used in the rest of the sentence.

in a title or subtitle in lower case, the edp name must be written in lower case.

### TITLES AND/OR SUBTITLES IN CAPITAL LETTERS

When the EDP name is used in titles and subtitles written totally in capital letters, the brand must be written in capital letters in the same font thickness as the rest of the text.

IN TITLES AND/OR SUBTTLES IN CAPITAL LETTERS THE EDP NAME MUST BE WRITTEN IN CAPITAL LETTERS.

### TITLES AND/OR SUBTITLES IN CAPITAL LETTERS/LOWER CASE

When the EDP name is used in titles and subtitles combining capital letters and lower-case letters, the EDP name must be written in capital letters.

In a title or subtitle that combines capital letters and lower-case letters, the EDP name must be written in capital letters.

### BODY OF TEXT AND CAPTIONS

In continuous text or in captions, the EDP designation must be written in capital letters without difference in weight from the rest of the text.

Join EDP in the free market.

# speech

details of EDP's speech

## BULLET POINTS

Bullet text begins with lower case if the previous sentence ends with a colon.

... of the following social benefits:

- allowance

Bullet text begins with capital letters in the remaining cases.

### TECHNICAL ASSISTANCE

- Repair of faults in the facilities
- Two-year warranty of parts.

Punctuation in bullets should only be placed at the end of the last bullet of each block of text.  
The remaining bullet points should not have punctuation.

When is it mandatory?

- In the publication of any advertising regarding commercial property, for sale or lease
- When signing sale or lease contracts.

# speech

details of EDP's speech

## PUNCTUATION

The EDP brand discourse is positive, elegant and sober. Hence, punctuation such as exclamation marks, question marks, ellipses or quotation marks should be used in moderation, taking the following into account:

- EDP does not shout, or surprise people with its message. Only exceptionally may exclamation points be used, such as in the case of a promotion or in messages directed at young people
- EDP clarifies matters, it does not cause doubt. In this regard, question marks should only be used as teasers in certain pieces of communication or for a question that has an immediate answer
- EDP talks firmly, which is why ellipses are not part of the brand's discourse
- EDP talks clearly. Quotation marks are only used for citations.

## PORTUGUESE SPELLING AGREEMENT

EDP follows the rules of the new Portuguese Language Spelling Agreement (1990) in all communication, apart from the Annual Report and some official documents.

## WRITING NUMBERS

For greater consistency in the brand's discourse, the writing of numbers must also be standardized. Numbers up to ten are spelled out:

The week has seven days.

From 11 onwards, numerals are used:

A day has 24 hours.



# speech

details of EDP's speech

## WRITING NUMBERS

For large numbers, to ensure they are read and understood correctly, a mixed form can be used (numerals and spelling out):

16 million  
250 thousand

At the beginning of a sentence, all figures, even if higher than 11, are spelled out:

Fifteen days after joining

## DECIMAL POINT

A period should always be used to separate the decimal part of the number:

2.5

## THOUSANDS

With four-digit numbers – the numerals must all follow on from one another with no spaces:

1500

With more than four digits – when possible, the digits should be grouped in sets of three, separated by a space:

15 000  
150 000

**Note:** in advertising language, the numbers can appear in the headlines as desired.

# speech

details of EDP's speech

## UNITS

### GENERAL RULE

Units of measurement are separated from the number by a space

100 MWh

(when represented graphically, this rule does not apply)

## SYMBOLS

### THE EURO SIGN (€)

In addition to having a space between the sign and the number, the euro sign (€) must always appear to the right of the number:

500 €

### THE SLASH ( / ) AND €

There should be a space between the number and the sign; there should be no space between the sign, slash and year:

600 €/year

### THE SLASH ( / ) AND TEXT

There should be no space between the slash and the text:

and/or

# speech

details of EDP's speech

## SYMBOLS

### ASTERISK

The asterisk appears next to the name/word (without spacing), whether before or after.

(e.g. \*Discounts applicable to... or ASECE\*).

**Note:** if the asterisk is after the word (e.g. ASECE\*), there should always be a space between the asterisk and the following word.  
(e.g. and ASECE\* are applicable for discounts...).



# 09. appendices



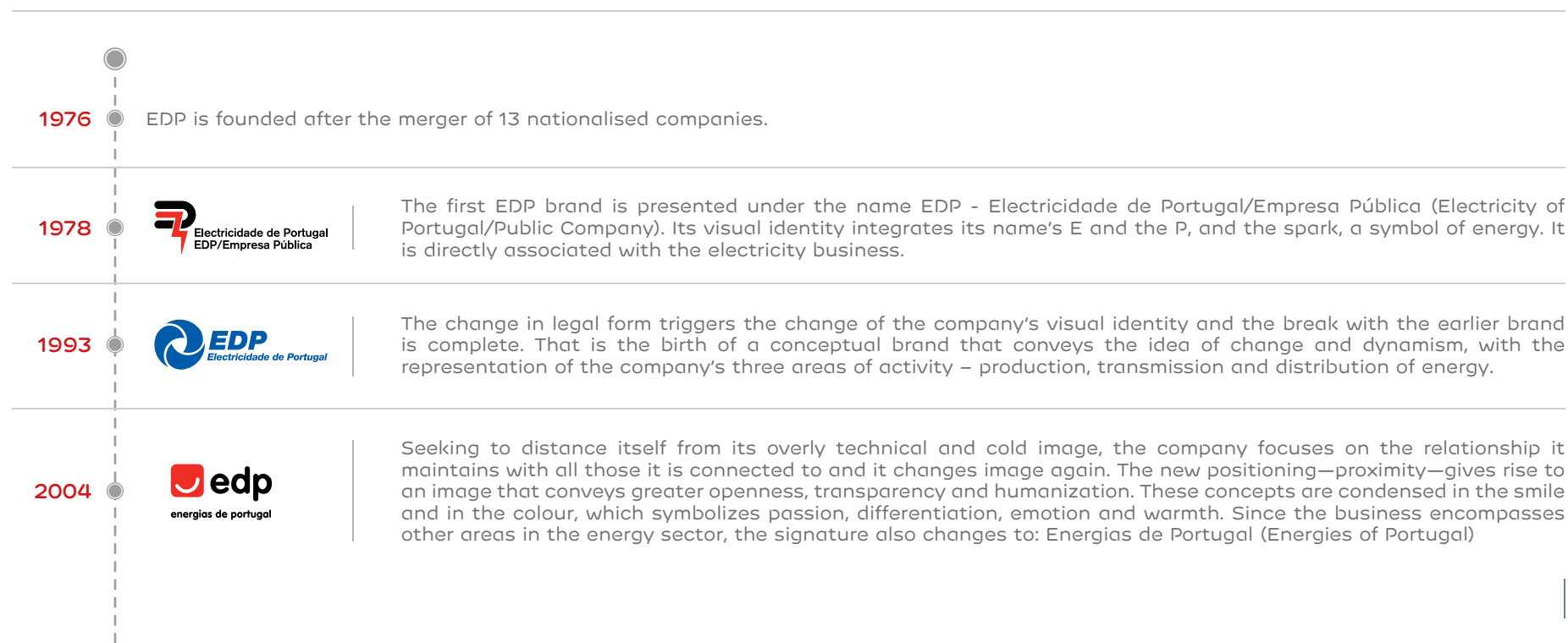
# about

EDP

With over four decades of existence, EDP is now a global-scale company. It is one of the major European operators in the energy sector, one of the largest energy operators on the Iberian Peninsula, the largest Portuguese industrial group and one of the world's largest producers of wind power.






In addition to the production, distribution and sale of electricity, EDP also has a relevant presence in the gas sector on the Iberian Peninsula, and is part of the Dow Jones Sustainability indices (World and STOXX)—the most demanding in the world—which recognise the companies with the best performance on matters concerning transparency, sustainability and excellence in economic, environmental and social management.

Throughout its existence, the company has grown, conquered markets, extended its operations and expanded its businesses. Its brand has accompanied all those changes, continuing to evolve towards a future with great energy for all.



# about

EDP

2006	 sinta a nossa energia	The liberalisation of the electricity sector's domestic market in Portugal encourages EDP to strengthen even further the connection to its customers. These changes are reflected primarily in the positioning and in a new signature, more emotional – feel our energy. Graphically, the brand evolves, with the smile becoming three-dimensional.
2009	 viva a nossa energia	With a more innovative spirit, the brand obtains more dynamism and enthusiasm, and changes its signature to an invitation for involvement and experience: live our energy. This signature is a tribute to life and to human energy.
2011		EDP starts a new phase in its history with a rebranding and a new positioning based on timeless and universal values that are above product innovations or competitive changes. As a dynamic company, at the forefront of the energy area, EDP takes on humanization, sustainability and innovation as the three core values of its positioning and activity. The structural change can also be seen in the new identity and in the new brand that now has seven dynamic logos, reflecting its flexibility in adapting to new times.
2013	 viva a sua energia	EDP changes its signature to one more focused on its customers, by inviting them to live life with greater intensity and emotion: live your energy.
2016	 Sempre presente. Sempre futuro.	40 years of history during which the Group grew, accompanying the changes in the market and always looking to the future. EDP adopts a new signature—Always present. Always future.—which reinforces the brand's positioning: a company which is agile and close to its customers, one that reads the signs and the needs of each time, which is competitive and engages in dialogue with its stakeholders.

# other brands

of the Group

The EDP universe is very broad. As such, in addition to the seven main logos, the EDP Group has various other brands that share the same values as the identity of the parent brand but have different representations.

These are the brands of the different companies in the EDP universe.

---



In Portugal and Spain, the name "Renováveis" must be used, while "Renewables" is used exclusively for the international market. The brand can use any of the seven logos of the EDP brand.

---



The various foundations of the EDP Group share the same brand, which remains unchanged regardless of the country where the foundation is based. The name, however, differs: in Portugal it is called "Fundação", in Spain it is "Fundación" and in Brazil, "Instituto".

# other brands

of the Group

---



distribuição



serviço universal

The EDP Group's regulated businesses in Portugal – EDP Distribuição and EDP Serviço Universal – do not have changing brands. There is a single and fixed logo for each one.

---



cor



hc energía

The supply company operating in the Spanish regulated market, EDP Cor, has a single and fixed logo. On the other hand, the regulated distribution company in Spain, EDP HC Energía, can use any of the seven logos of the EDP brand:





#### OTHER BRAND GUIDELINES

Although these guidelines for the EDP brand outline the rules for applying the brand across the entire EDP universe, other guidelines may be consulted for the clarification of specific situations. Contact EDP's Brand Department to request them.

#### GUIDELINES:

EDP Distribuição  
EDP Serviço Universal  
EDP Renováveis  
Fundação EDP  
EDP Gás Serviço Universal  
Fundación EDP  
Instituto EDP  
EDP Renewables  
Manual da Frota EDP  
Manual de Sinalética EDP  
Manual de Estacionário

#### OTHER GUIDELINES:

EDP Mobile  
Manual tom de voz  
comercial

#### CONTACT INFORMATION:

For further clarification concerning the implementation of the EDP brand and/or concerning its identity, always contact EDP's Brand Department.

We save you a lot of energy by providing all the information in digital format.

[edp.com](https://www.edp.com)