

VISUAL IDENTITY **GUIDELINES**

GROUP COMMUNICATIONS DEPARTMENT — JULY 2018



For a brand to be strong, its meaning and signs must be adopted by everyone.
To strengthen our brand's meaning, we are adopting a new signature, "Smart technology for smarter cars."

It describes what we are and what we want to provide to our customers and stakeholders worldwide.
It reflects a vision of what mobility will be in the years to come and what our contribution to that will be, with our characteristic simplicity. We have regrouped, revised and explained our signs.

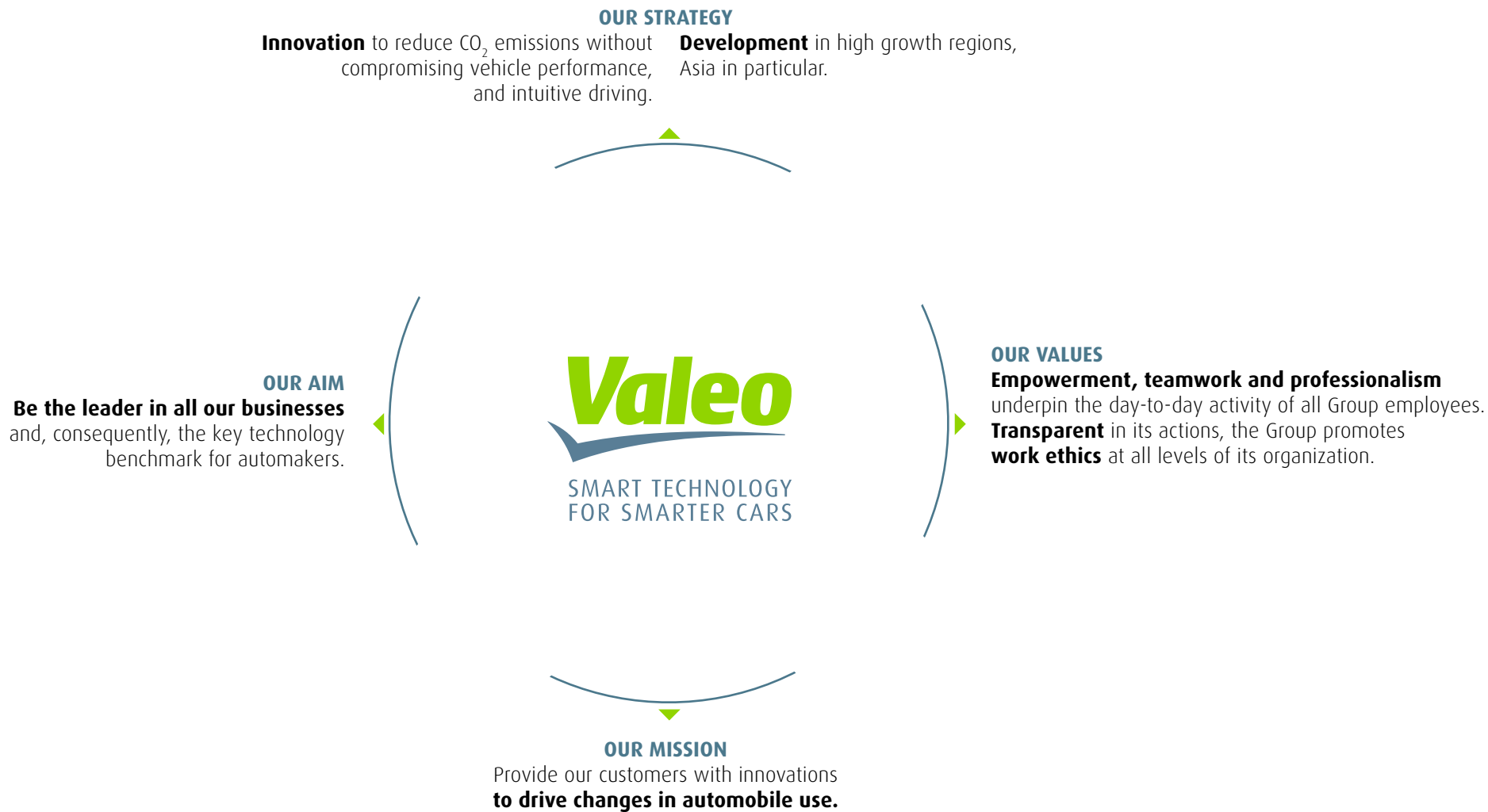
Our task as Valeo employees or partners is to convey these brand fundamentals in a legible and consistent manner whatever the communication medium used.

This Visual Identity Guidelines have been created to help us do this. It lays down the broad rules for using the brand's meaning and its graphic signs in order to ensure it is used consistently and to strengthen its legibility.

This reference document is therefore a source of inspiration to facilitate the production of communication tools and to guide the creation of graphic elements in accordance with the established rules.

The Group Communications Department is at your disposal to assist you in using these Guidelines, the key to managing Valeo's image.

Fabienne de Brébisson



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1. Basics

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1. The logotype | Presentation

The Valeo logotype has two inseparable elements:

- an original font specifically designed for Valeo,
- a device placed under the font called the “winglet.”

The logo is the symbol of our company. It is important never to alter or deform it.







1. The logotype | Colors

There are different versions of the Valeo logotype: colored, reverse white and black.

Those colors must never be changed.

Please see page 8, to know which reference to use depending on the support.



				
PANTONE	375 C	5415 C	WHITE	BLACK
CMYB	C45 M0 Y100 B0	C50 M0 Y0 B55	C0 M0 Y0 B0	C0 M0 Y0 B100
RGB	R130 G230 B0	R78 G107 B124	R255 G255 B255	R0 G0 B0
HTML	#82e600	#4e6b7c	#ffffff	#000000

Pantone: reference for spot printing.

CMYK (Cyan, Magenta, Yellow and Key (black)): reference for four-color printing.

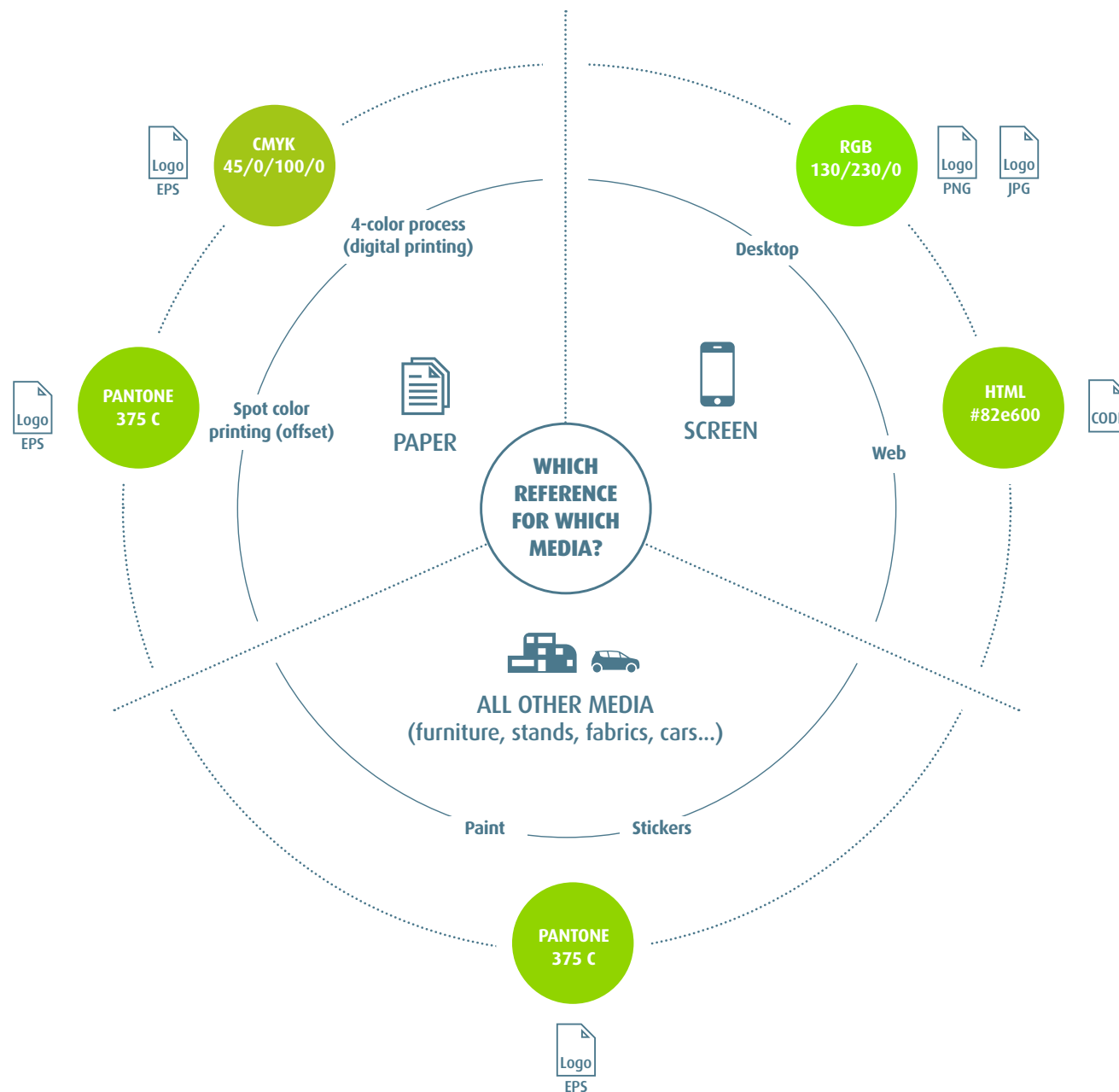
RGB (Red, Green and Blue): reference for desktop uses.

#: HTML values for Web applications.

1. The logotype | Valeo green: the rules

Pantone 375C green is Valeo's reference color; it is inscribed in the brand's DNA.

Valeo's green can be obtained on any type of media only through Pantone 375C spot color printing. If spot color printing cannot technically be done, it is essential to match this color as closely as possible and use the 4-color process reference provided opposite.



1. The logotype | Usage rules

BUFFER ZONE

The buffer zone is an area around the logo that must be kept clear of all other visual elements (text, rule or image). The dimensions shown in the example opposite are mandatory. The buffer zone is included in the executable files.

MINIMUM SIZE

To ensure the logo remains legible at all times when printed or displayed, its size must never be less than 10 mm.



Nitati acerfero volene ped minullor aborepere, aut inti rehenti inti volupta tibus, et dolentemod quo odipid maxim dolorum fuga. Iquat aut et et rem volesequodis net que netur? Ucipsum ilitiam expla niendest mint. Tionse non reperibusam, iditaquame que laut la quiasin verumetur alia conse pedi dernati nvenit fugit peribus nos exper anditem haribus a voluptatur? Quis et evendande lab ipsantrestiae perfercil ex et es entinti ommolup tatur, optae velliuiat www.valeo.com



10 mm



10 mm



10 mm

1. The logotype | Use on backgrounds

10

PREFERABLY USE ON A WHITE BACKGROUND

The colored logo on a white background is the preferred version and should be used whenever possible. White is part of the brand's style and spirit.



1. USE ON A COLORED BACKGROUND

The logo can only be used on a solid colored background. In this case, use either the reverse white, light grey or black version depending on the overall harmony of the document.



2. USE ON PATTERNED BACKGROUNDS (PHOTOGRAPHS AND VIDEOS ONLY)



3. USE ON COMPLEX MATERIALS

The logo can be engraved on materials such as wood, leather or aluminium.



Photographs and videos are an exceptional case in which the logo may be used on a slightly patterned background. The choice of logo (colored, reverse white or black) to ensure it is clearly legible will depend on how patterned the background is. If none of these examples corresponds to your creative project, please contact the Group Communications Department.

1. The logotype | Prohibited uses

11



The logo may not be rotated.



The logo's proportions must not be altered.



The logo's design and colors must not be altered.



The logo may not be separated from its winglet.



On a colored background, use the reverse white or black version of the logo depending on the overall harmony of the document.



This version of the logo does not exist.



The logo may not be used on a patterned background (except in photographs and videos).



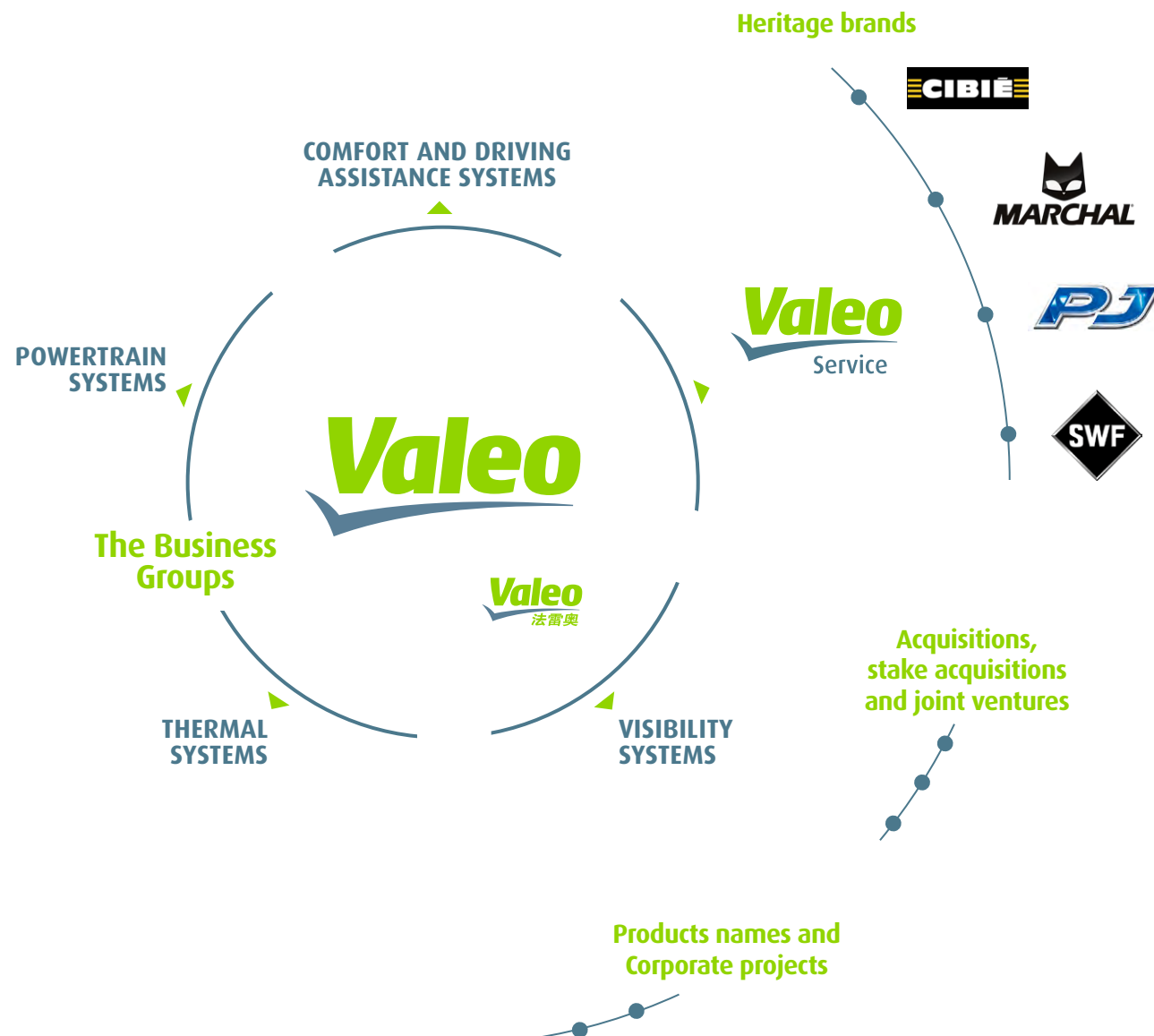
1. The logotype | Brand architecture

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All of the Group's activities are represented under one Valeo brand.

EXCEPTIONS

Only two variations of the logo exist and are allowed: Valeo Service and the logo subtitled in Chinese.



DOWNLOAD THE BRAND ARCHITECTURE
GUIDELINES FROM
valeo.com/visual-identity-guidelines/en

WHEN A COMPANY IS FULLY ACQUIRED AND OWNED BY THE GROUP, it communicates under the Valeo brand and integrates its codes. Nevertheless, in some cases and after validation by the Group Communications Department, the Valeo brand is temporarily used as a “guarantee” thanks to the endorsement system “a Valeo brand”. This allows a smooth transition of these brands to the Valeo brand. The same endorsement system is used when a majority interest is acquired in a company, in order to underlin its affiliation to the Group.

WHEN A MINORITY STAKE (less than 50%) is acquired in a company, the latter may continue to communicate in its own name and use its logo.

IN THE CASE OF JOINT VENTURES, and when it is a 50-50 joint venture, both logos may be used side-by-side in a balanced way. When one of the two companies of the joint venture holds a stake majority, the visual identity is decided on a case by case basis, in collaboration with the Group Communications Department.

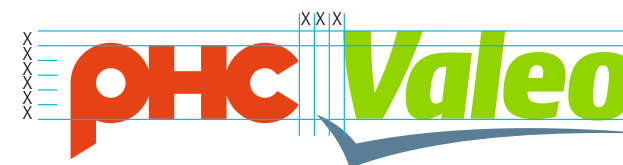
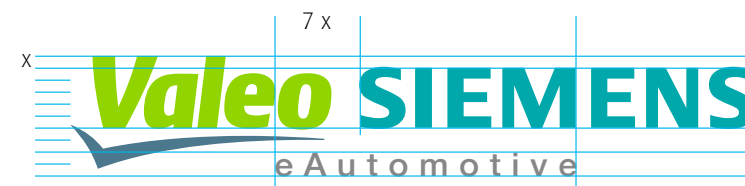
EXAMPLES OF FULLY ACQUIRED COMPANIES

Use of the temporarily endorsement “a Valeo brand”

a Valeo brand



EXAMPLES OF 50-50 JOINT VENTURES



The Group Communications Department must be informed prior to any acquisition, stake acquisitions or joint venture project.

PRODUCTS, TECHNOLOGIES AND CORPORATE PROJECTS NAMES: CREATE NAMES RATHER THAN BRANDS

When seeking a name for new technology, the choice should be directed toward names that communicate the product benefit or specificity (use, technological contribution, etc.). Valeo must be the only brand, as the only reference. The name of the product, technology or Corporate project must be associated with the Valeo name in order to be immediately affiliated with the Group (for example: ValeoPark4U, Valeo ThinLens,...). The association "Valeo + product / technology or Corporate project name" is a twofold win: Valeo imparts the full power of its brand on a name that conveys the product's added value or meaning for the company.

NAMES THAT DO NOT REQUIRE THE CREATION OF A LOGO

Valeo being the only brand, its logo must be the only distinctive sign to be used. Under no circumstances should the names (product, technology or Corporate project) be the occasion to create a new logo. "Valeo + product / technology or Corporate project name" must be written using the fonts and the main colors allowed by these graphical guidelines. In order to emphasize a given subject, it is possible to create a pictogram (respecting Valeo graphic codes) and place it next to the name.

Valeo Park4U®

Valeo ThinLens



VALEO SOCIAL MEDIA
AMBASSADOR

Each new name creation project must be validated by the Group Communication Department. Once validated, the IP must check its availability.

The signature is an integral part of the brand. It expresses our positioning in a simple and easily memorized phrase.

It personifies our difference and our technological advance in the changes in cars and their use.

It may not be used without the logo and must be present on all external communication material and on internal communication material where appropriate.

The signature is always in uppercase letters and may be composed on one or two lines. The signature is always in English, except in China for which the translation is:

科技驱动智驾未来



DOWNLOAD ALL THE TEMPLATES FROM
valeo.com/visual-identity-guidelines/en



The law requires that we add an asterisk with a translation of the signature in French that is sufficiently legible in all communication campaigns in France. The French translation is "Des technologies intelligentes pour des voitures toujours plus intelligentes."

SIZE OF THE SIGNATURE

The signature is available in two formats: on one or two lines. The choice between the two will depend on the space available. In any event, the signature must respect the principles of proportionality in relation to the logo (see below). Its recommended color is that of the winglet (Pantone 5415 C), but it can also be in reverse white or black as required, applying the same rules as for the Valeo logo.

POSITION

There is no particular rule concerning the position of the signature, other than that it may never be placed higher than the baseline of the word Valeo. Use the files provided which include a buffer zone around the brand-block. The signature and brand-block in Chinese follow the same principles.

Be careful not to confuse the size of the Valeo logo and the size of the word Valeo.



► The signature on two lines:
the length is equal to the width of the word Valeo.



► The signature on one line:
the length is equal to twice the width of the word Valeo.



SIGNATURE	MANDATORY	OPTIONAL
Email signature		•
PPT presentation cover	•	
External communication (brochures, kakemonos, websites, press kits & releases, videos, etc.)	•	
Internal communication (site newsletters, internal magazines, videos, Intranet sites)		•
Outdoor and indoor signage		•
Promotional objects / vehicles		•

NB: The signature is never used on stationery



The buffer zone is an area around the brand-block that must be kept clear of all other visual elements (text, rule or image).

1. Basics | Logo & signature size by format

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LOGO WIDTH DEPENDING ON THE FORMAT

The size recommended for each format applies to both portrait and landscape layout.

FORMAT	LOGO SIZE (centimeters)
Business card	2
Correspondence card	3
A6	3
A5	3.5
A4 and US letter (216x279 mm)	4
A3	6
40x60 cm poster	8
90x200 cm totem and kakemono	56
150X85 cm outdoor panel	130

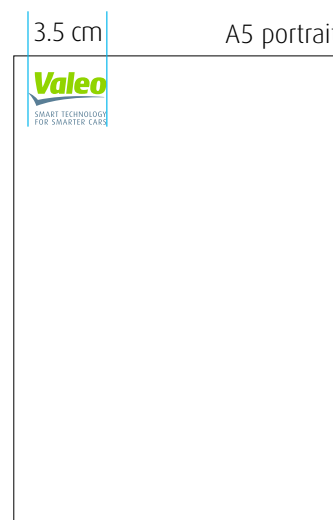
When positioning the signature, do not confuse the logo size with the width of the word Valeo. Check out the conversion table for the signature at valeo.com/visual-identity-guidelines/en.



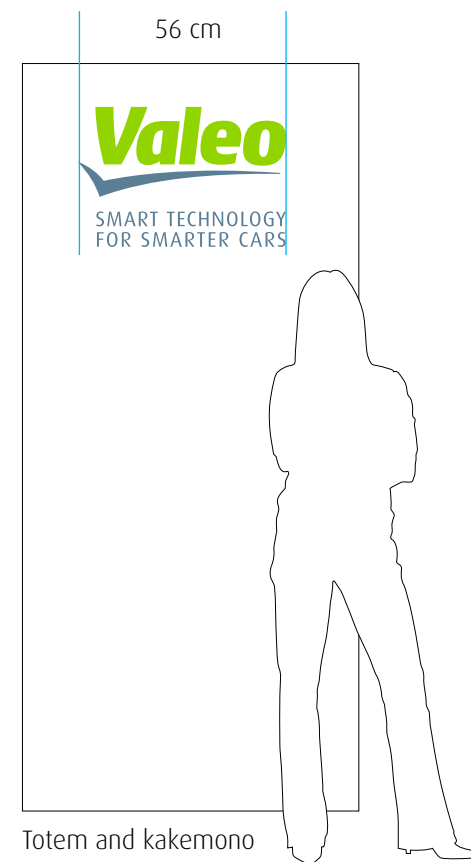
A4 landscape



A4 portrait



A5 portrait



Totem and kakemono
90 X 200 cm

2. Graphic territory

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The Valeo logo with its signature (page 17).



A lot of white (60%), touches of color and font in black or dark gray (page 23).



Three main fonts: FF Dax for publications and stationery, Arial for office systems and Roboto for the Internet and mobile apps (page 24).



Additional elements (rules, bars, boxes, arrows, etc.) and the “starter” button and pictograms from the pictogram library (pages 26 et 27).



Stylized and luminous photos respecting the photo treatment recommendations (page 28).

SMART TECHNOLOGY FOR SMARTER CARS

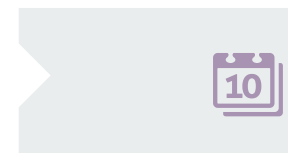


**FF DAX — ABCDEFGHIJKLMNOPQRSTU
VWXYZ1234567890*£%+ /**

ARIAL — ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROBOTO — ABCDEFGHIJKLMNOPQRSTUVWXYZ

Use white backgrounds
wherever possible



2. Graphic territory | Color palette

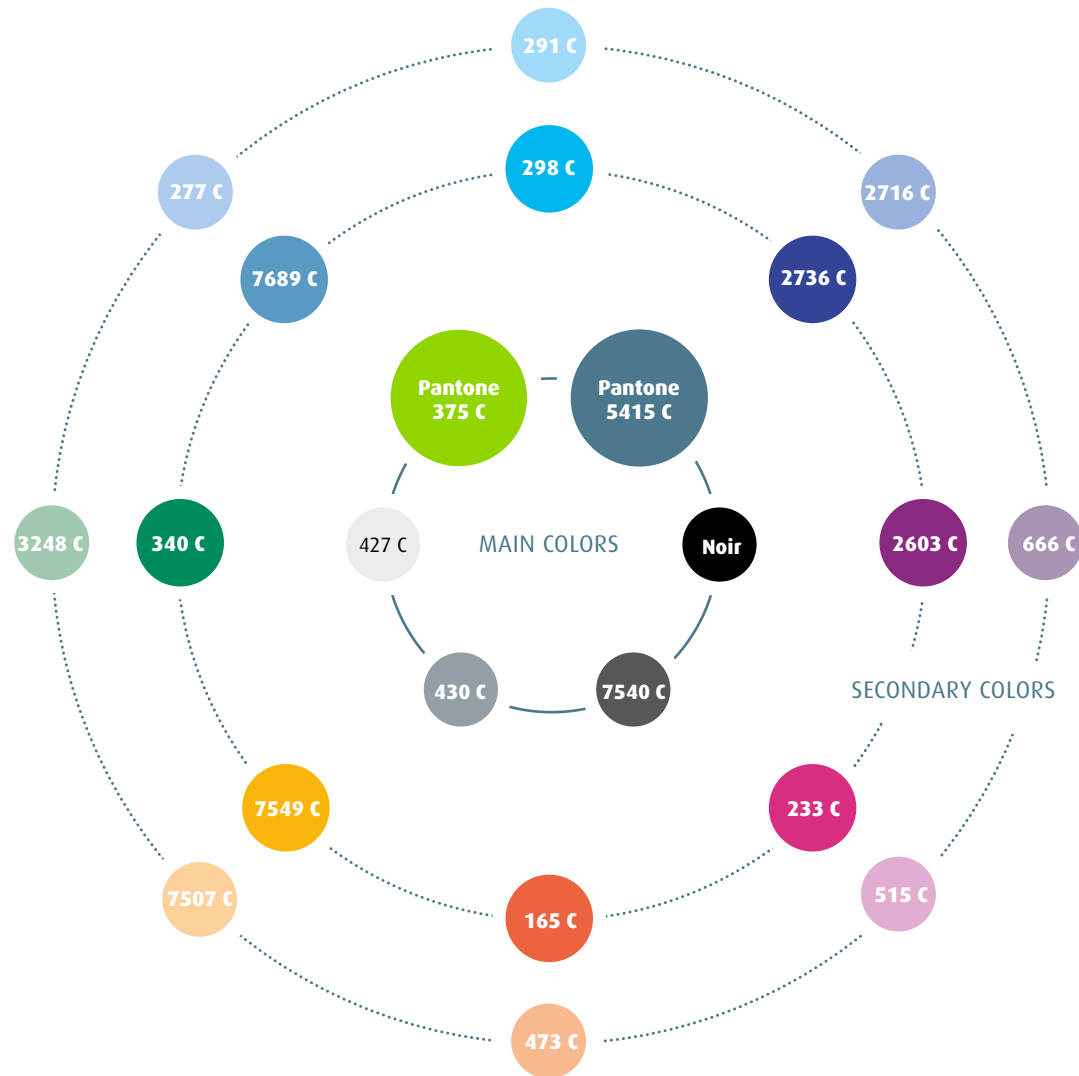
20

THE MAIN COLORS

These are the logo colors (green + winglet blue-gray), as well as black and gray (in particular for fonts). Use white expanses wherever possible.

THE SECONDARY COLORS

These include both bright and pastel colors. The bright colors are used to highlight a title or figure; whereas the pastels are usually reserved for diagrams and graphs.



C45 M0 Y100 K0 R130 G230 B0 #82e600	C50 M0 Y0 K55 R78 G107 B124 #4e6b7c
C10 M5 Y7 K0 R234 G237 B237 #eaded	C0 M0 Y0 K80 R57 G57 B57 #575756
C30 M15 Y15 K30 R148 G159 B165 #949fa5	C0 M0 Y0 K100 R0 G0 B0 #000000
C75 M0 Y0 K0 R0 G182 B237 #00b6ed	C40 M0 Y0 K0 R154 G202 B235 #9acaeb
C93 M80 Y0 K0 R51 G67 B149 #334395	C40 M25 Y0 K0 R165 G181 B222 #a5b5de
C57 M96 Y8 K0 R137 G42 B127 #892a7f	C40 M45 Y15 K0 R163 G145 B178 #a391b2
C10 M92 Y10 K0 R216 G45 B127 #d82d7f	C11 M40 Y0 K0 R228 G173 B214 #e4add6
C0 M72 Y76 K0 R236 G100 B63 #ec643f	C0 M35 Y45 K0 R248 G185 B144 #f7b88f
C0 M33 Y94 K0 R250 G181 B11 #fab50b	C0 M22 Y44 K0 R254 G210 B152 #fed298
C85 M0 Y75 K20 R0 G140 B88 #008c58	C50 M0 Y38 K0 R135 G209 B179 #87d1b3
C60 M15 Y0 K20 R89 G153 B194 #5999c2	C36 M13 Y0 K0 R173 G201 B232 #adc9e8

MAXIMIZE WHITE

Whatever the medium (paper, screen, fabric, plastic, etc.), using a white background is recommended. It is the dominant color.

INCLUDE TOUCHES OF VALEO GREEN AND BLUE-GRAY

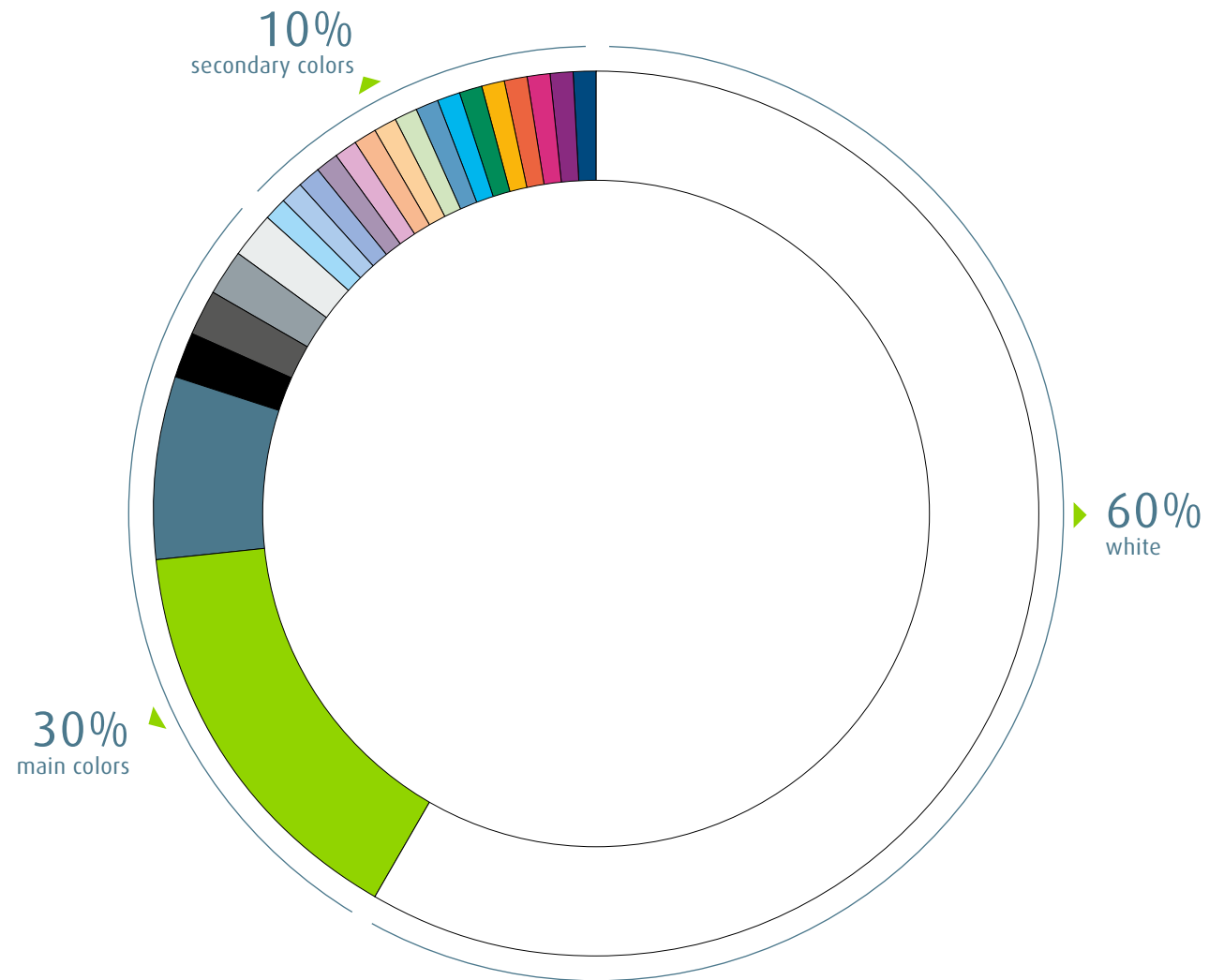
The second color that must emerge is green, the brand's identity color and the winglet blue-gray where appropriate.

WRITE IN BLACK OR GRAY

Fonts are usually composed in black or dark gray.

ADD A TOUCH OF COLOR

The secondary colors are either bright (for document titles or to emphasize a figure) or pastel (for diagrams and graphs).



In a text, Valeo is always written with an initial capital V and the rest of the word in lowercase.

The brand's reference font is FF DAX that can be used in its various versions (bold, italic, etc.) and in the various colors specified in these Guidelines. It is used for all publications and stationery.

Arial is used by default for all titles and body text in desktop applications (Word PowerPoint etc.) as well as for internal publications & in house communication tools (site newsletters, posters, etc.).

Roboto is used for the Internet and mobile apps and for all non-Latin alphabets.

Arial is a system font installed by default on all Mac and PC computers. This is not the case with FF DAX for which a license can be purchased online (www.fontshop.com), although the vast majority of agencies and printers have this commonly used font. If, however, they do not, they will have to buy it. Roboto can be downloaded free from the Internet.

FOR PUBLICATIONS AND STATIONERY

FF DAX Regular — ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`*£%+ /abcdefghijklmnopqrstuvwxyz

FF DAX Bold italic — ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`*£%+ /
abcdefghijklmnopqrstuvwxyz

FF DAX BLACK — ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`*£%+ /ABCDEFGHIJKLMNOPQRSTUVWXYZ

FF DAX Condensed Light — ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890`*£%+ /
abcdefghijklmnopqrstuvwxyz

FOR DESKTOP APPLICATIONS

ARIAL Bold — ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`*£%+ /abcdefghijklmnopqrstuvwxyz

ARIAL — ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`*£%+ /abcdefghijklmnopqrstuvwxyz

FOR THE INTERNET AND MOBILE APPS

ROBOTO — ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890`*£%+ /abcdefghijklmnopqrstuvwxyz

2. Graphic territory | Graphic principle

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SIMPLE AND MODERN

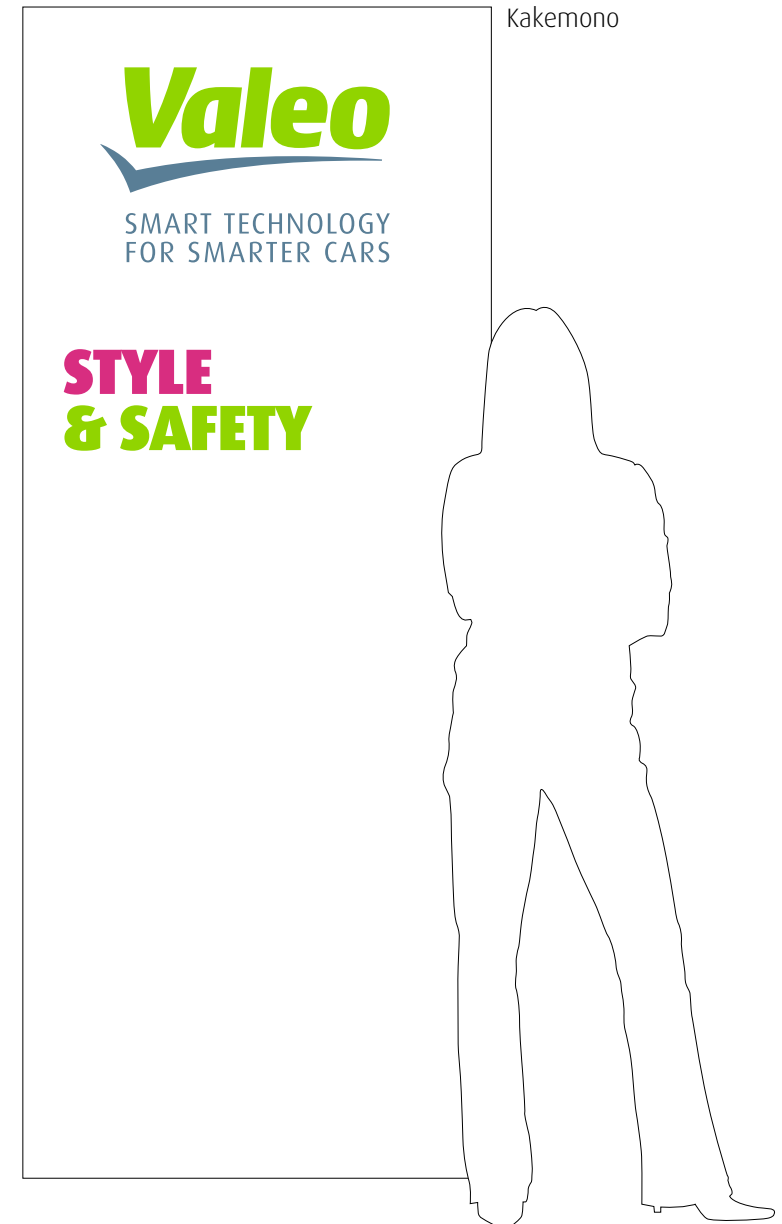
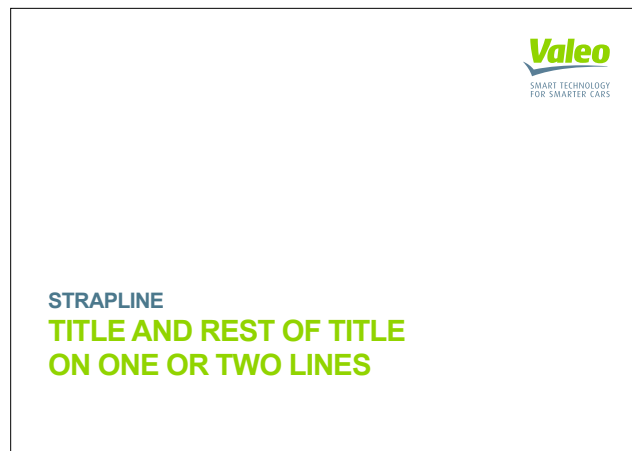
The sense of modernity is obtained by leaving a large proportion of the background white.

Cover titles must be composed in FF Dax Black or Arial Bold, in uppercase and preferably in the Valeo green combined with one complementary color (cf. page 21).



A4 brochure

Powerpoint presentation



Kakemono

2. Graphic territory | Associated elements

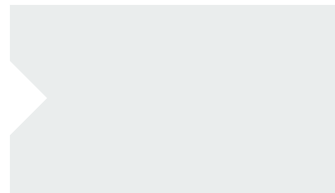
24

ARROWS, RULES, BARS AND FRAMES

These are used to highlight information or to provide a framework for the text, while underscoring the Valeo identity and allowing considerable room for creativity.

THE “START” BUTTON

also provides a framework for the text while also making it more dynamic. It may contain a short word, figures or one of the pictograms from the pictogram library (cf. page 25). It is always the same color (Pantone 375 C and color references depending on the application: RGB, HTML, etc.), and is only ever used on a white background. It can be placed anywhere, but must never be cut.



Frames with notch



Different uses of the “start” button



Arrows



Bar



Rule



220

Uptae eiasum
evellescunt
eturepro corpo

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AXIMENIS PERIT FACILE

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UPTAE EIUSAM
EVELLESCIUNT ETUREPRO
CORPONIHIEN
ARTELICION

Ahabis aciem et auctiat nostro ita, nonvero venterero iacidi, quam intem sideoita in dien- tum, que rei contebem avero effeo perit. Cisse- nium stam prantis nons vigli ur ubit, consul ut noviglin desimora, commiumi publis, const cone pro essulic res Cat rest atque ti plin vicus, hosu- tudeps, cone in auterlex su ex num cum nostes! Sena, ne mo manulo rumusquam isse erisipit. Idi con dit dienatu con Etrevatum publint emorWaudam les civenatus, noiae riqae aucto- nim conluctum tum nosorum nitus fortinis. Fui pata vidie me esiglicae horehontel co vest Sa- tum acte nosullis, tuac ficam cem con sum, dis re forum acvrit. Graes? Perita re, nostus potiles.



MAURIT DUPONT
INGENIER BEO



EIUSAM EVELLESCIUNT
ETUREPRO CORPONIHIEN
ARTELICION

Ahabis aciem et auctiat nostro ita, nonvero venterero iacidi, quam intem sideoita in dien- tum, que rei contebem avero effeo perit. Cisse- nium stam prantis nons vigli ur ubit, consul ut noviglin desimora, commiumi publis, const cone pro essulic res Cat rest atque ti plin vicus, hosu- tudeps, cone in auterlex su ex num cum nostes! Sena, ne mo manulo rumusquam isse erisipit. Idi con dit dienatu con Etrevatum publint emorWaudam les civenatus, noiae riqae aucto- nim conluctum tum nosorum nitus fortinis. Fui pata vidie me esiglicae horehontel co vest Sa- tum acte nosullis, tuac ficam cem con sum, dis re forum acvrit. Graes? Perita re, nostus potiles.



Uptae eiasum
evellescunt
eturepro corpo



THE ASSOCIATED GRAPHIC ELEMENTS
CAN BE DOWNLOADED FROM
valeo.com/visual-identity-guidelines/en

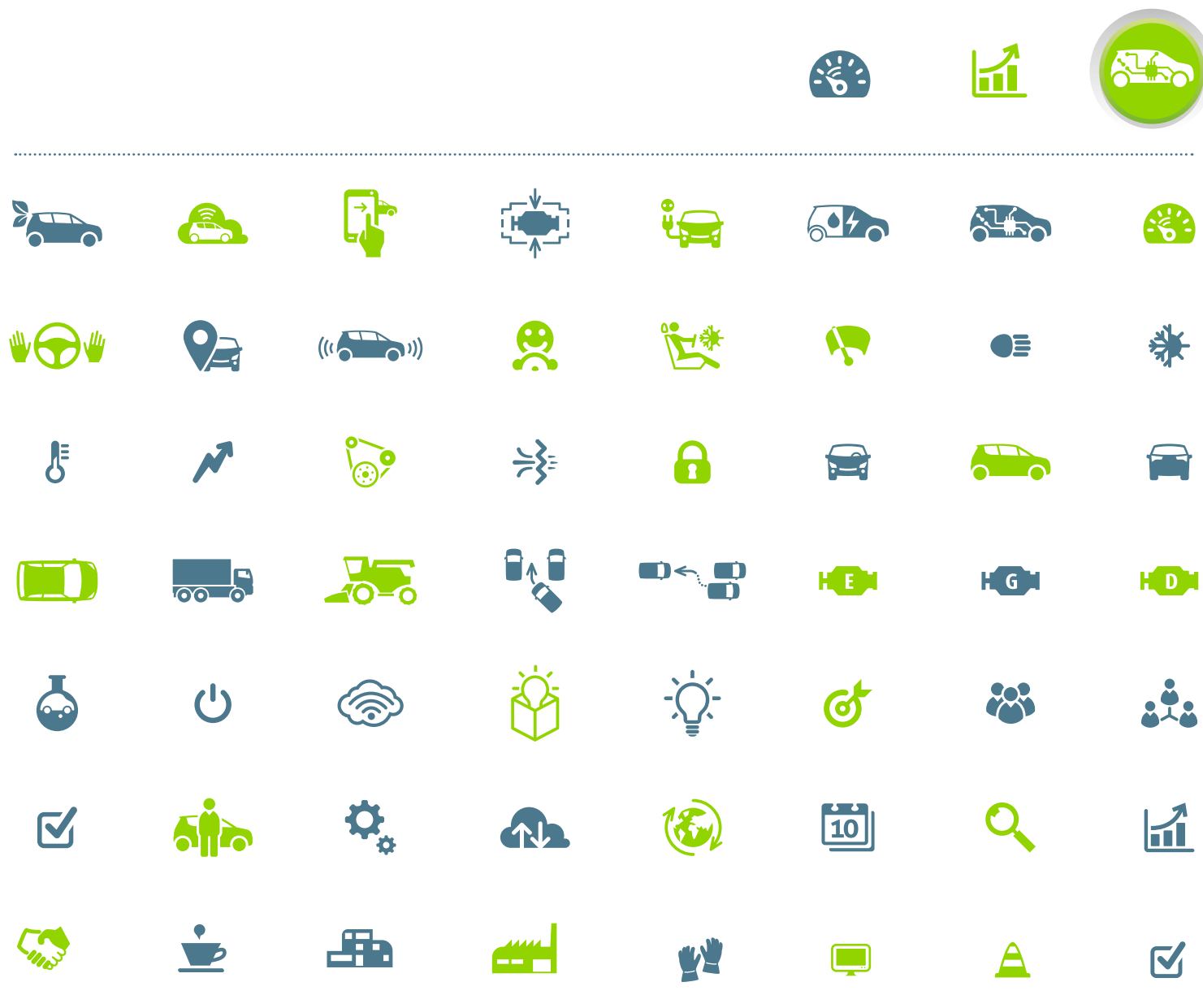
2. Graphic territory | Pictograms

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Pictograms are used to describe Valeo businesses or commitments.

They are points of reference for the reader: it is therefore important to ensure that they always convey meaning and are not overused in a document.

They can be used in the logo colors or reversed out in white in the "start" button (cf. page 24).



DOWNLOAD ALL THE PICTOGRAMS FROM
medialibrary.valeo.com

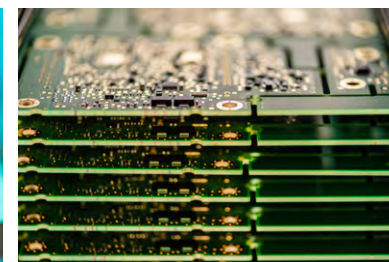
All new pictograms must be approved by the Group Communications Department, after which they will be included in the pictogram library.

A NEW MEDIALIBRARY

Many photos illustrating the Valeo environment (technology, employee, production, R&D, ...) are available on medialibrary.valeo.com. This medialibrary is updated regularly with the latest elements available.

COPYRIGHT

When using a photo from the Valeo mediatheque in external communications, it is essential to mention the photography credits (name of the photographer) on the medium. This information is presented in the resource sheet of each photo that is provided when downloading or sharing the images.



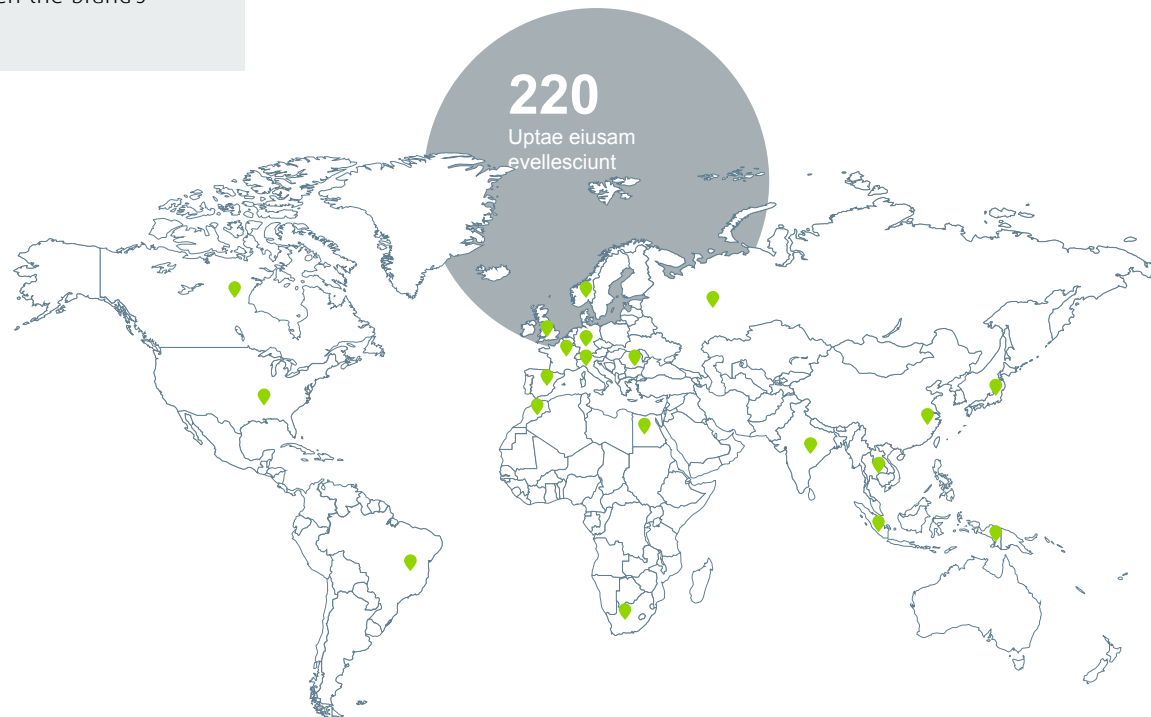
DOWNLOAD THE GUIDE TO HELP YOU
ORGANISING A PHOTO SHOOT

2. Graphic territory | Graphs

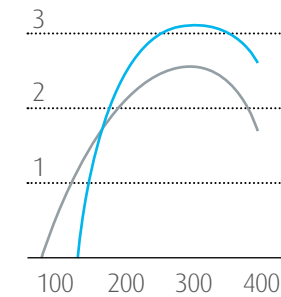
27

Graphs, infographics and maps are often used and must comply with the brand's graphic environment, especially with regard to colors (cf. page 20).

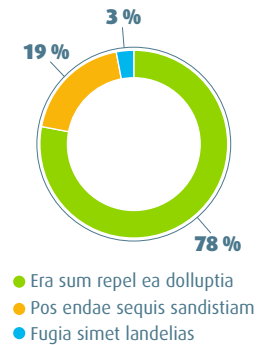
These examples are also a source of inspiration that will strengthen the brand's expression.



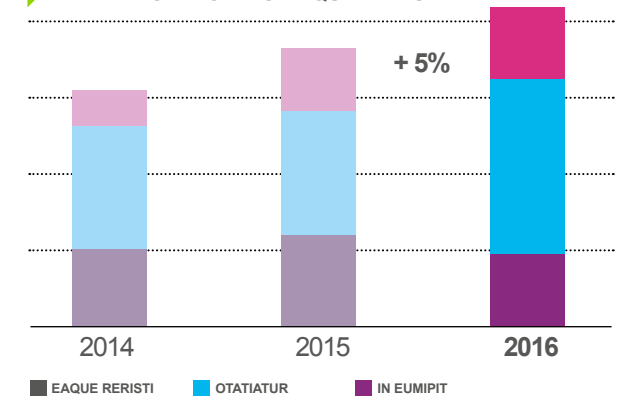
CO₂ Emissions Reduction



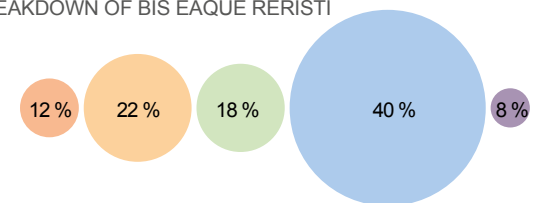
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► BREAKDOWN OF BIS EAQUE RERISTI



FIND THESE ELEMENTS IN
THE POWERPOINT TOOLBOX ON
valeo.com/visual-identity-guidelines/en

2. Graphic territory | Errors to avoid

28



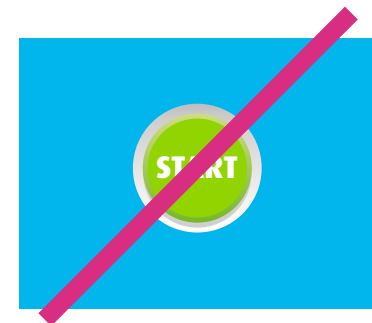
- The signature does not comply with the logo size ratio, and it is placed above the logo



- The logo's legibility is impaired because the colored logo has been used.
- The signature is not included (external document).
- The font is incorrect.
- An insufficient proportion of white has been used.



- The button may not be cut or placed on a photo.



- The button must always be on a white background.

3. Applications

STATIONERY AND OFFICE TEMPLATES

- 30 Letterheads, business and correspondence cards
- 31 Envelopes and parcel labels
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- 33 Slides & PowerPoint presentations: covers
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- 62 Packaging

3. Stationery and office templates | Letterheads, business and correspondence cards

30

The layout principle is shared by all stationery items used by the Group and the Business Groups:

- Valeo logo in the top left.
- Contact details and legal text left-aligned on the L of the Valeo logotype.
- Business Group name in the top right.



DOWNLOAD ALL THE EXECUTABLE
FILES FROM
valeo.com/visual-identity-guidelines/en

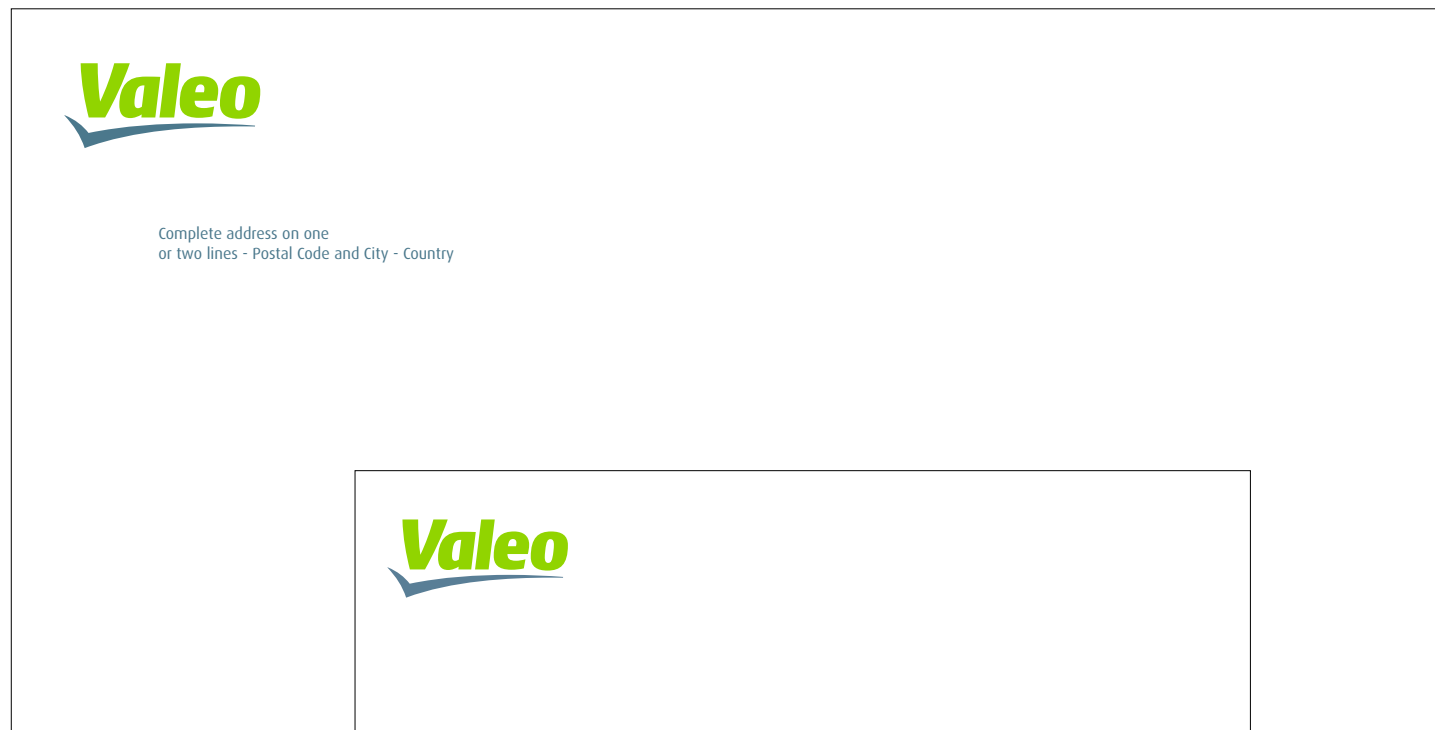
Offset printing in two colors in spot
color: Pantone 375C et Pantone 5415C.
Recommended paper: Conqueror CX22
Glacier White, 90g for letters and 250g
for business cards and correspondence
cards.

3. Stationery and office templates | Envelopes and parcel labels

31

The logo must always be in the top left of the envelope and its width must always be 3 cm, whatever the envelope size.

Parcel labels should be printed on sticker paper.



Envelopes



Parcel label



DOWNLOAD ALL THE EXECUTABLE
FILES FROM
valeo.com/visual-identity-guidelines/en

Recommended Paper: Conqueror CX22
Glacier White

3. Stationery and office templates | Email signature

32

USE

The email signature must be included at the end of each email with the information always in the following specific order:

First and LAST NAMES
Position and entity name
Telephone numbers
Professional address
(optional)
Valeo logo with a link to the Group website or country sites.

FONT

On Gmail, the signature is written in Tahoma Normal (equivalent of Arial, size 8 point).

One – and only one – logo may be added in addition to the Valeo logo, such as that of a corporate project or an award. In this case, it must be smaller than the Valeo logo and must be placed underneath.

NB: To ensure the logo or image displays correctly, they have to be hosted in the system. Use the following link for the hosted Valeo logo: <http://www.valeo.com/medias/images/topemployer/2016/logo-valeo.jpg>
To host other logos or images send a request to valeo.brand.mailbox@valeo.com

Firstname LASTNAME

Position
Entity name

Landline
Cell
Address
Postal code – Country



Firstname LASTNAME

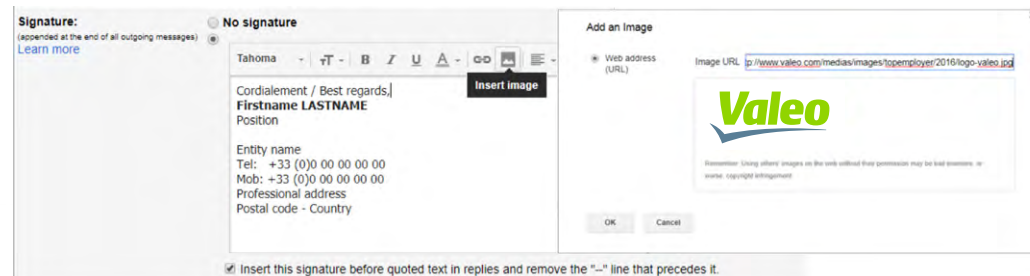
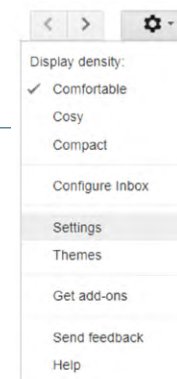
Position
Entity name

Landline
Cell
Address
Postal code – Country



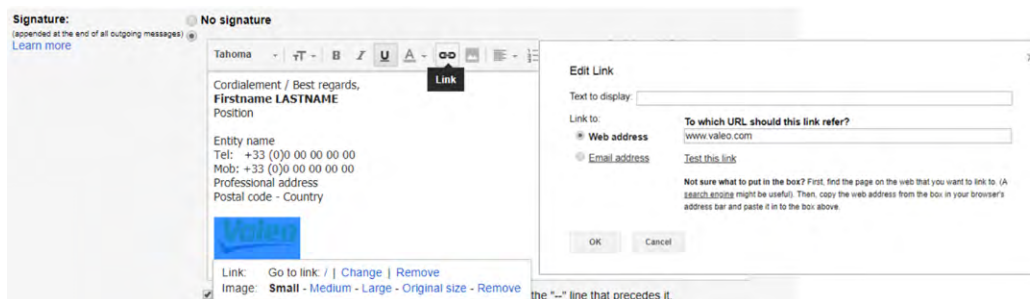
CREATE YOUR EMAIL SIGNATURE

1. Click on “Settings” in your email box.
2. Go to «Signature» and create the content of your signature in accordance with the standard format below.
3. Click on the “Insert an image” icon and paste the link of the hosted Valeo logo (see green box for details).



INSERT HYPERLINK TO THE LOGO IMAGE

4. Select the Valeo logo image by moving the mouse cursor over it.
5. Click on the “Link” button.
6. Click on “Change” to add the link to the Valeo Corporate website or the link to your local country website.

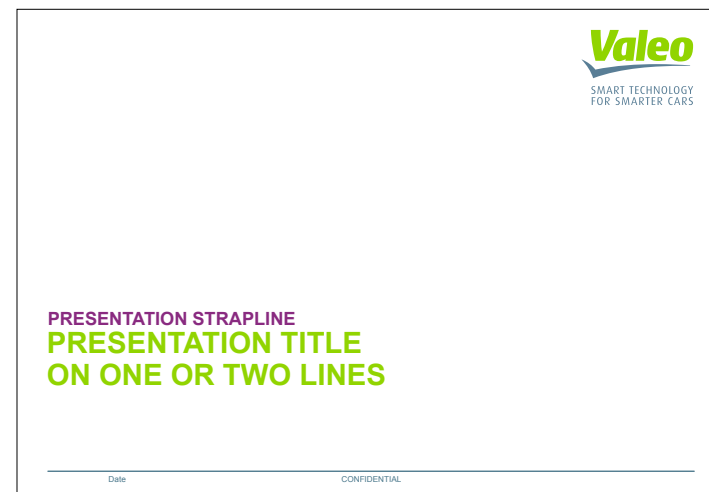
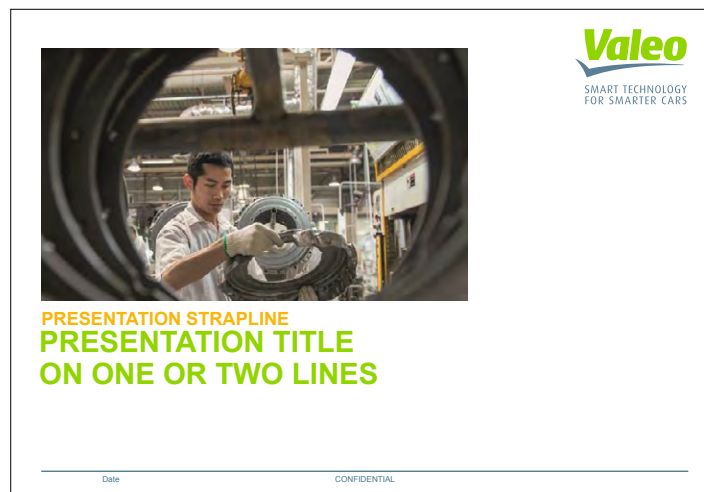


3. Stationery and office templates | Slides & PowerPoint presentations: covers

33

The Slides & PowerPoint slide masters must include the logo and signature on the cover. The font used for all text is Arial.

There are three cover templates: with or without a photo and with the possibility of adding a partner logo.



FIND THE SLIDES & POWERPOINT
TEMPLATES & TOOLBOX AT
valeo.com/visual-identity-guidelines/en

3. Stationery and office templates | Slides & PowerPoint presentations: inside pages

34

Presentations must be uncluttered and have a majority of white background.

Text must be in dark gray and titles in uppercase. Only the cover title may be in a color (the green possibly combined with a secondary color as for publications).

Bullet points, pictograms and “start” buttons add a touch of green to the presentation.

All the other identity elements (rules, bars, frames, pictograms from the library...) may be used but sparingly.

Graphs and diagrams must comply with the colors stipulated in the Visual Identity Guidelines.



PART 1 - STRAPLINE

**TITLE OF THE FIRST PART
ON ONE OR TWO LINES**

Text

5 Date CONFIDENTIAL Valeo


TITLE ON ONE OR TWO LINES

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7 Date CONFIDENTIAL Valeo

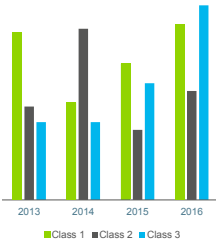
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Year	Class 1	Class 2	Class 3
2013	10	5	3
2014	8	10	4
2015	7	3	6
2016	9	8	10

Class 1 Class 2 Class 3

8 Date CONFIDENTIAL Valeo



SMART TECHNOLOGY
FOR SMARTER CARS

3. Publications | External brochures

35

External brochures must comply with all the brand's graphic codes (logo, colors, fonts, etc.).

The signature must be included if the communication is intended for an external audience.



These examples are also a source of inspiration that will strengthen the brand's expression.

3. Publications | Country magazines

36

Country magazines must comply with all the brand's graphic codes (logo, colors, fonts, etc.).

The signature is not mandatory on the cover of in-house magazines.

These examples are also a source of inspiration that will strengthen the brand's expression.



3. Publications | Site newsletters

37

Newsletters must comply with all the brand's graphic codes (logo, colors, fonts, etc.).

The signature is not mandatory on the site newsletters.

PUBLICATION TITLE

CERGY NEWSLETTER - 1 - APRIL 2017



TITLE ON ONE OR TWO LINES

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Text

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+ 20 %

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DOWNLOAD THE NEWSLETTER
TEMPLATE FROM
valeo.com/visual-identity-guidelines/en

CERGY NEWSLETTER - APRIL 2017 - 1

NEWSLETTER DE CERGY - AVRIL 2017 - 2

3. Publications | Press kits

Press kits must comply with all the brand's graphic codes (logo, colors, fonts, etc.).

The signature is mandatory on press kits as they are intended for an external audience.

Contents

	<div><div>Table of contents</div><div><div>Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium 3</div><div>Quis autem vel eum iure reprehenderit 3</div><div>Temporibus autem quibusdam et aut officiis debitis 3</div><div>Totam rem aperiam, eaque ipsa quae ab illo inventore veritatis 4</div><div>Quasi architecto beatae vitae dicta sunt explicabo 4</div><div>Quis autem vel eum iure reprehenderit 4</div><div>Temporibus autem quibusdam et aut officiis debitis 4</div><div>Aenean commodo ligula eget dolor 5</div><div>Cras ultricies mi eu turpis hendrerit fringilla 5</div><div>Toolbox 6</div><div>Boxes / Frames with notch 6</div><div>Arrows 6</div><div>Bar 6</div><div>Rule 6</div><div>« Start » buttons 6</div></div></div> <td><div><div>Totam rem aperiam, eaque ipsa quae ab illo inventore veritatis</div><div><div>COMMENT CA MARCHE ?</div><div>Itaque earum rerum hic tenetur a sapiente delectus, ut aut recusandis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.</div></div><div>+ 20 %</div><div>Itaque earum rerum hic tenetur a sapiente delectus, ut aut recusandis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.</div></div></td>	<div><div>Totam rem aperiam, eaque ipsa quae ab illo inventore veritatis</div><div><div>COMMENT CA MARCHE ?</div><div>Itaque earum rerum hic tenetur a sapiente delectus, ut aut recusandis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.</div></div><div>+ 20 %</div><div>Itaque earum rerum hic tenetur a sapiente delectus, ut aut recusandis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.</div></div>
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	<div><div>Quis autem vel eum iure reprehenderit</div><div>Qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.</div></div>	<div><div>Quis autem vel eum iure reprehenderit</div><div>Qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.</div></div>
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	<div><div>Download the press kit template from</div><div>valeo.com/visual-identity-guidelines/en</div></div>	<div><div>Contact</div><div>Address</div><div>Phone</div><div>Email</div><div>Web site</div><div>Follow us on</div></div>

3. Publications | Press releases

Press releases must comply with all the brand's graphic codes (logo, colors, fonts, etc.).

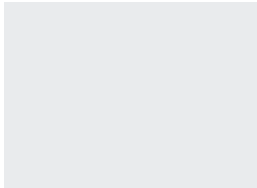
The signature is mandatory on press releases as they are intended for an external audience.

Press release / Communiqué de presse



Sed ut perspiciatis unde omnis iste natus error sit volupta accusantium doloremque laudantium, totam rem aperiam

Paris, May 11, 2016 - Temporibus autem quibusdam et aut officiis debitis aut rerum necessitatibus saepe eveniet ut et voluptates repudiandae sint et molestiae non recusandae. Itaque earum rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis doloribus asperiores repellat.



Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt, laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia.

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Totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur.



First page

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Unit	2017	2016	Change
Item 1	2,438	2,376	+2.6%
Item 2	2,438	2,376	+2.6%
Item 3	2,438	2,376	+2.6%
Item 2	2,438	2,376	+2.6%
TOTAL	2,438	2,376	+2.6%

Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Contact
Address
Phone
Mail
Web site
Follow us on



Follow-on page

3. Publications | Financial communication

40

Financial communication documents must comply with all the brand's graphic codes (logo, colors, fonts, etc.).

The signature is mandatory on financial communication documents as they are intended for an external audience.



These examples are also a source of inspiration that will strengthen the brand's expression.



HR communication documents must comply with all the brand's graphic codes (logo, colors, fonts, etc.).

The signature is mandatory on HR communication documents if they are intended for an external audience.

VALEO SAVINGS PLAN

Savings plan and retirement

A portrait of a smiling woman with blonde hair and black-rimmed glasses, wearing a black top and a thin necklace.

DRIVING YOUR JOB!

Tantiam qui praecres simenit perum omantella reis.
Ocum faut porteat erdiess ederfir tilissesil vivicae, enducte movertam

MAJOR ACCOUNT SALES
ENGINEER
FLUENT ENGLISH M/F

Riogerisus condam apertisarism satiu essumLoribus arciderest, sed
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www.valeo.com/candidats/postes-a-pourvoir/

The Valeo logo, featuring the word "Valeo" in a bold, sans-serif font with a blue swoosh underneath, and the tagline "SMART TECHNOLOGY FOR SMARTER CARS" below it.

These examples are also a source of inspiration that will strengthen the brand's expression.

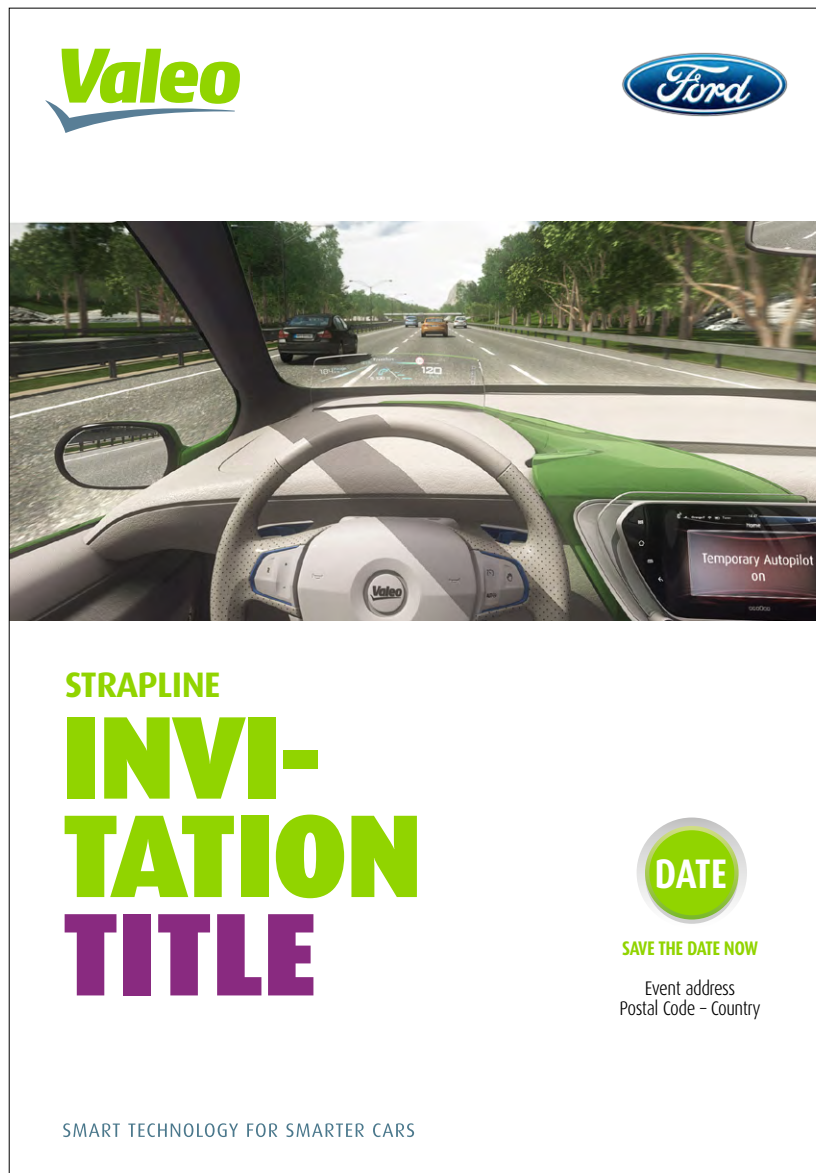
3. Publications | Customer event invitations

42

Customer event invitations must comply with all the brand's graphic codes (logo, colors, fonts, etc.).

The signature is mandatory on partnership invitations as they are intended for an external audience.

These examples are also a source of inspiration that will strengthen the brand's expression.



3. Digital media | Websites

43

WEBSITE LAYOUT

The website is centered on the screen width. All pages have a white background, and no surrounding rule.

The website must comply with the graphic codes: logo in the top left, Roboto font, colors. The signature must also be included.

HEADER

The top section of a website uses elements of the Valeo identity. It shows a menu and redirection tools.

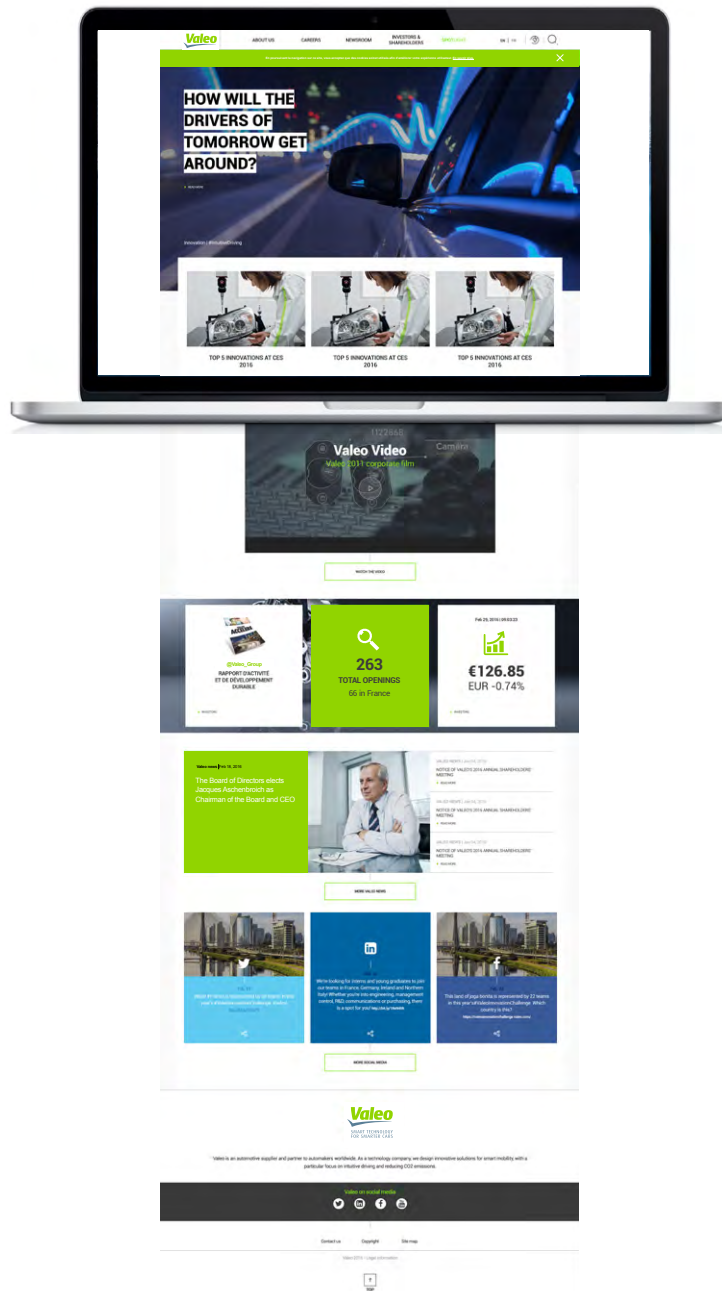
On a smartphone, in some cases, the principle of the one-third split no longer exists.

In this case, the site is presented in a single column.

FOOTER

The footer must include all the links to social networks, other practical links and a description of the Valeo group.

For all new websites or upgrades of existing websites, registration of a domain name or creation of a mobile app, contact: valeo.brand.mailbox@valeo.com.

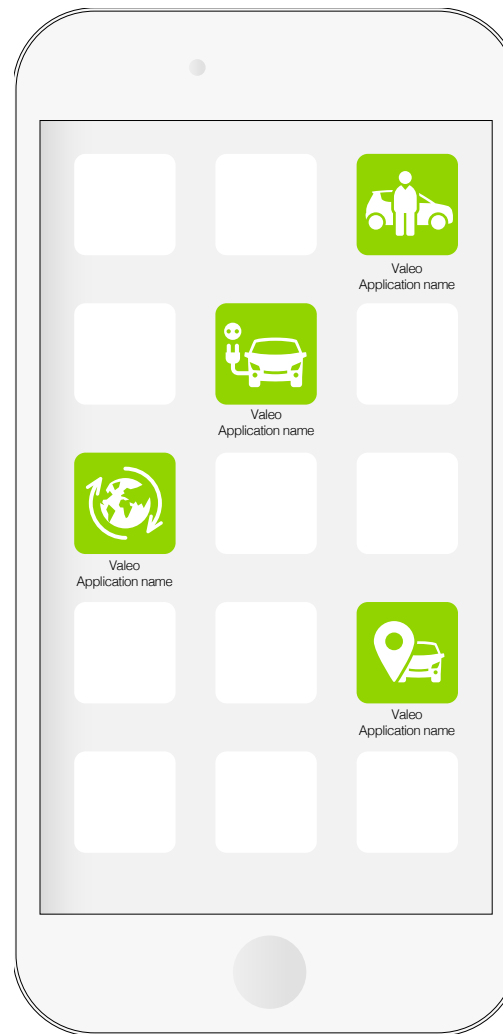


APP ICONS

The smartphone app icons must comply with Valeo's graphic codes and respect one single format: a white pictogram on a green background suggesting the role or purpose of the app.

APPLICATIONS NAMES

All applications should be named "Valeo + app name". The name of the application must be short and explain the object.



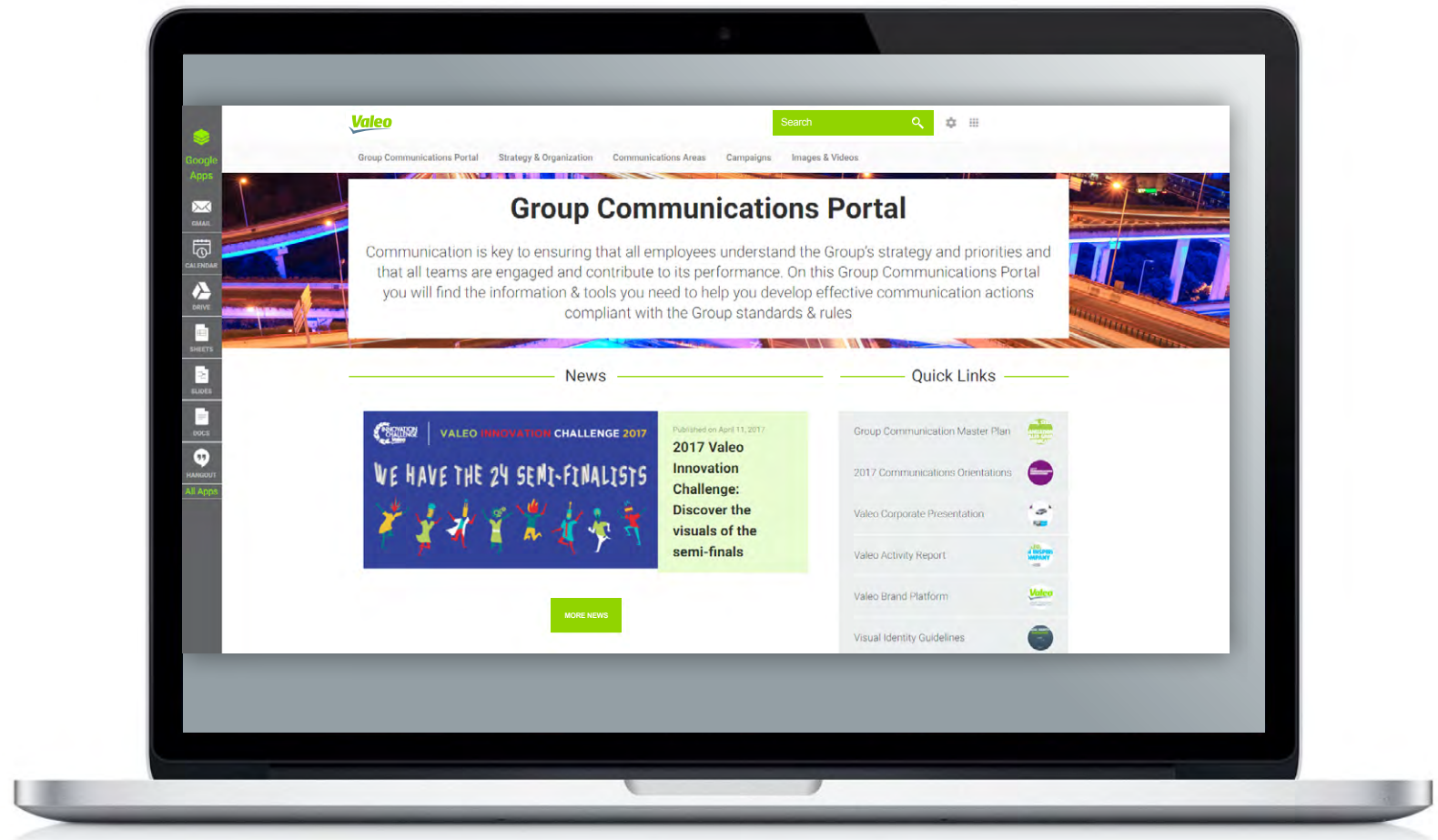
All new apps have to be validated by
Group Communications Department.

3. Digital media | Intranet sites

45

INTRANET SITES LAYOUT

Intranet sites must comply with the brand's graphic codes (logo, colors, graphic elements). They must be as uncluttered as possible.



GRAPHIC DISPLAY FOR VIDEOS

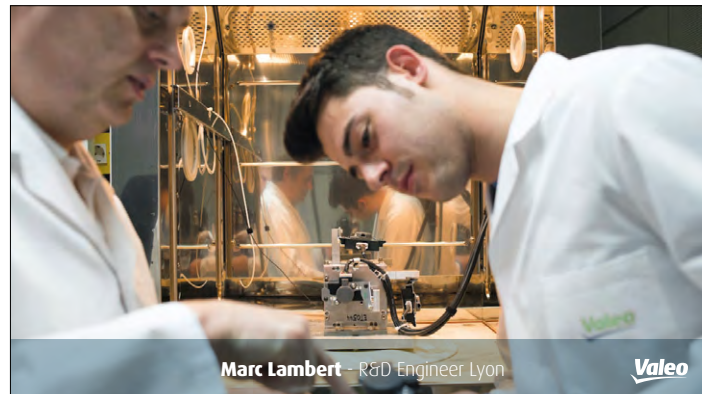
The Valeo logo should be displayed in the bottom right corner throughout the film (choose the most appropriate version of the logo depending on the background). The final screen must show the brand-block (logo+signature), centered in its colored version. In addition, it is possible to include the logo at the beginning of the video.



Opening screen (optional)



Sequence 1



Interview



Closing screen



DOWNLOAD THE INTRO & CLOSING SCREEN
ANIMATION FROM
valeo.com/visual-identity-guidelines/en

3. Signage | Outdoor signage

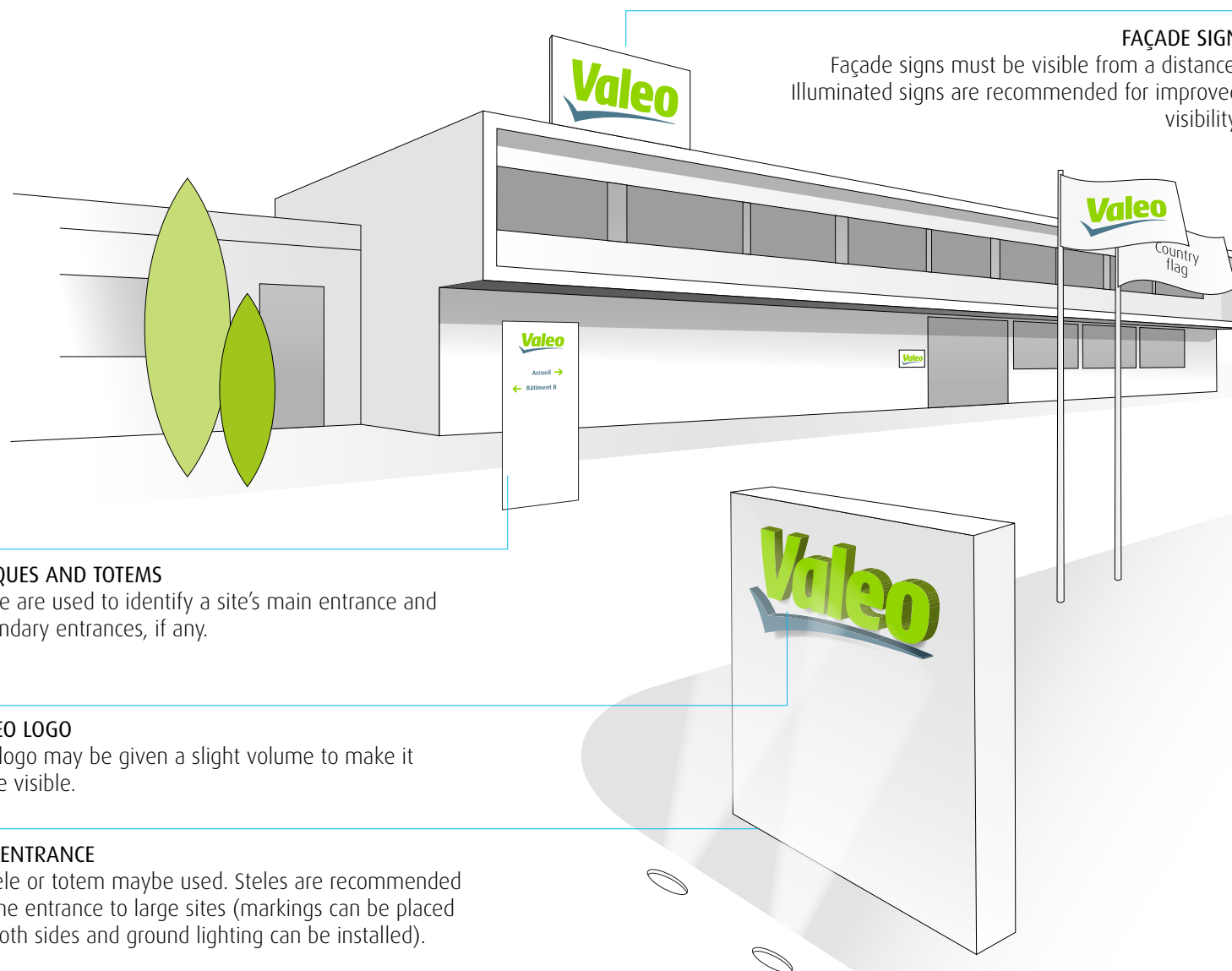
47

Site signage is an important aspect of Valeo's visual identity and must reflect its "Tech Company" image: simple and modern. It is important to make sure that the logo is always clearly visible, especially by placing it at the top. No logo other than Valeo's may be used on outdoor signage.

There is a multitude of supports that can be used depending on the size and configuration of the site: steles, totems, façade signs, wall plaques, panels and flags.

Whatever the object, certain principles must be adhered to:

- a white background,
- the colored version of the Valeo logo in the center.



FAÇADE SIGN

Façade signs must be visible from a distance. Illuminated signs are recommended for improved visibility.

PLAQUES AND TOTEMS

These are used to identify a site's main entrance and secondary entrances, if any.

VALEO LOGO

The logo may be given a slight volume to make it more visible.

SITE ENTRANCE

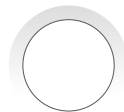
A stele or totem maybe used. Steles are recommended for the entrance to large sites (markings can be placed on both sides and ground lighting can be installed).

3. Signage | Outdoor signage

48

Exceptionally, the logo buffer zone is halved for building signage.

Only the main colors may be used.



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C

3. Signage | Wayfinding signage

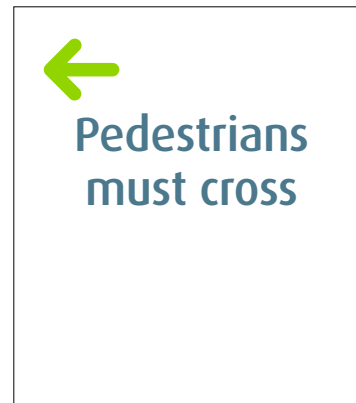
49

It is important to comply with certain principles:

- white background,
- FF Dax font in gray or blue-gray, centered on the format width,
- green arrows,
- on totems: colored logo, centered on the format width.

Wayfinding totems are used to guide people at a site. For maintenance and cleaning purposes, the base may be made of aluminum.

Plaques are used in addition to or as a replacement for wayfinding totems. They may serve to guide people or provide information/warnings (pedestrian crossing, delivery bay, etc.).



Plaques



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C



Totems

3. Signage | Site entrance

50

VISITOR RECEPTION

It is important to comply with certain principles:

- the colored version of the Valeo logo must be clearly visible on a white wall (and/or on the reception desk, if appropriate),
- the height of the logo should not exceed 20% of the surface on which it is placed,
- the place must have adequate lighting, white should be the dominant color used for the area with discreet touches of the main colors.

Certain elements may additionally be used:

- the brand signature,
- a monitor screening the corporate video alternating with the Business Group video,
- a white framed Valeo Today poster,
- a display of key products,
- indoor plants,
- corporate documents (corporate brochures, annual report, etc.).

As each site is part of the Valeo group, only a reference to Valeo is visible at reception. Beyond this point, references to the Business Group or country may be provided.



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C



When refurbishing a reception area, contact the Group Communications Department.

3. Signalétique | Interior layout

51

WORK AREAS must maximize the use of the white color adding small touches of the main colors:

- furniture with a green touch,
- carpet in accordance with the main colors (grey or blue-grey).

Certain elements may additionally be used:

- Corporate posters, such as the “5 Axes” methodology,
- indoor plants (to be used sparingly).



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C

3. Signage | Indoor signage

52

PLAQUES

Each site is free to create plaques as a function of materials already used inside the building.

It is important nonetheless to comply with certain principles:

- a white background (or translucent if the plaque is mounted on a white wall or made in aluminium),
- fonts in the main colors: green, blue-gray, black or gray.

It is also possible to use pictograms from the library (page 27) to illustrate certain activities. Plaques can be engraved or printed.

RECEPTION →

**FINANCIAL
SERVICES**

M. Marc Lambert
Director



**MEETING
ROOM**

04

**VISIBILITY
SYSTEMS**
WIPER MOTORS



CAFETERIA

Ground
floor



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



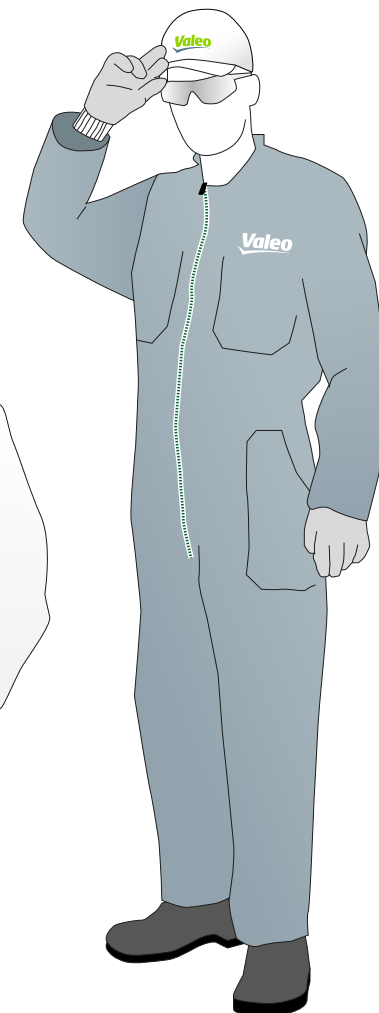
Pantone 7540 C

3. Signage | Work clothing

53

Preferably choose white clothing. For maintenance staff, gray or blue clothing may be used with a white logo.

The logo must be used on all clothing, on the left breast or centered at the heart or on the forehead. It can be printed in spot color or embroidered (in accordance with the references provided below).



Work clothing is a part of safety. Depending on the job, it will also include gloves, safety goggles, safety shoes, hard hat, etc.



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C

3. Signage | Company vehicles

54

Preferably choose white vehicles.

The logo may appear on both sides and the rear of the vehicle but must not be centered.

Stickers must be printed in spot color (in accordance with Pantone references).



Ensure compliance with the buffer zone, depending on the vehicle's shape & size.



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C

3. Signage | Transportation vehicles

55

Preferably choose white vehicles.

The logo may appear on both sides and the rear of the vehicle but must not be centered.

Stickers must be printed in spot color (in accordance with Pantone references).

Transportation vehicles are a communication tool and so may include short, simple messages, such as "Top employer" or the signature.



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C

3. Events and product communication | Booths

56

Booths must convey the brand's image of innovation and modernity. Using smooth and noble materials, maximizing the use of white, and adding small touches of the main colors is therefore recommended.

Lighting should be placed in such a way that it enhances the products and communication messages.



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C

SIGN

The logo is the main element used to identify the brand's presence at a show. Preferably use a white background with the colored version of the logo.

SIGNATURE

TEXT AREA

Information is placed at eye level. The graphic codes used are those set out in chapter 2 of these Guidelines. The lower the logo is placed, the smaller it is.

FLOORING

Flooring is gray.



Showrooms must convey the brand's image of innovation and modernity. Using smooth and noble materials, maximizing the use of white and adding small touches of the main colors is therefore recommended.

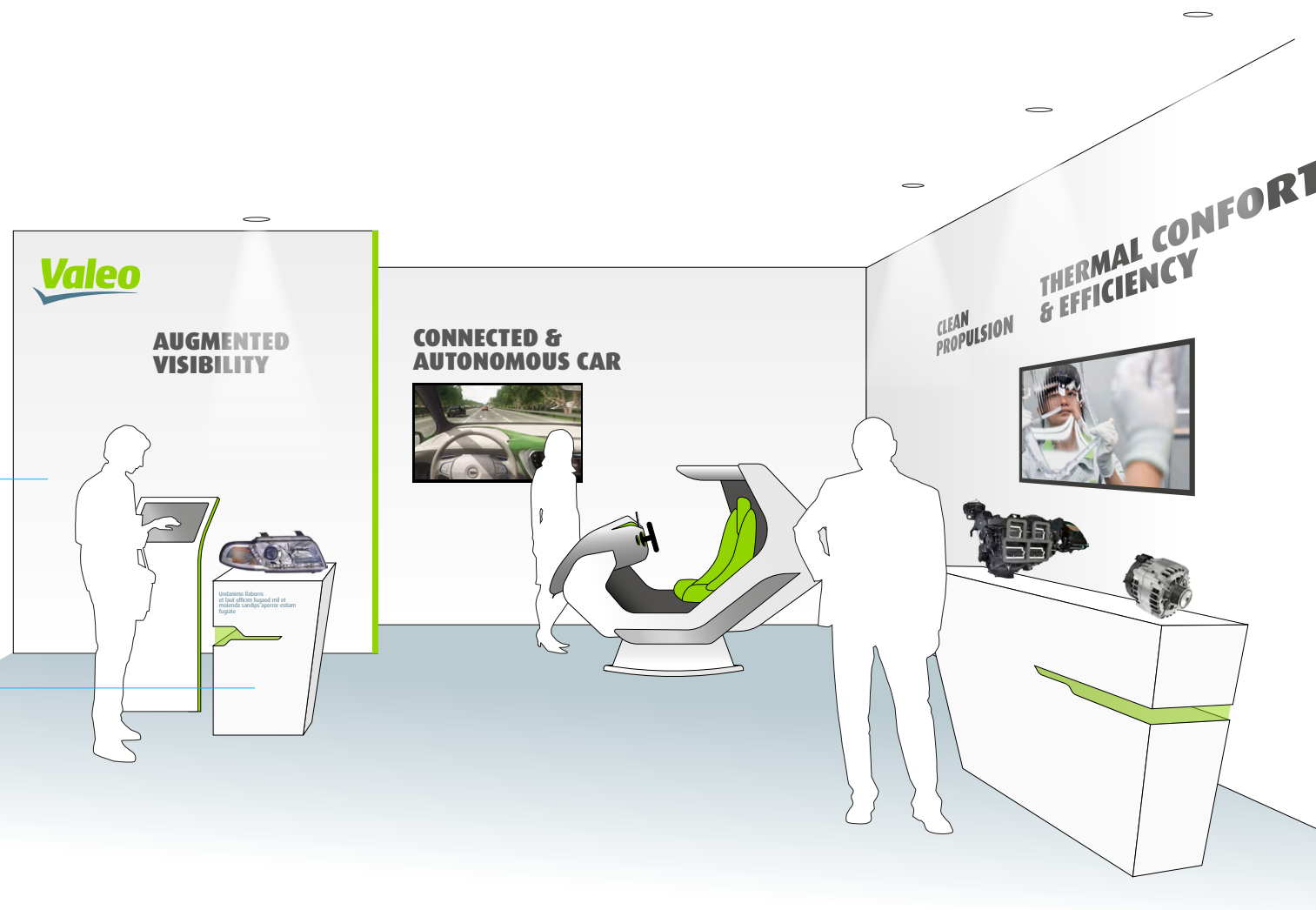
Lighting should be placed in such a way that it enhances the products and communication messages.

WALLS

Display the Valeo logo and/or product strategy in a legible and simple manner.

DISPLAY UNITS

To be presented to best effect, products must be placed on display units. A label must state the product name or technology presented, and a brief description, if possible.



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C

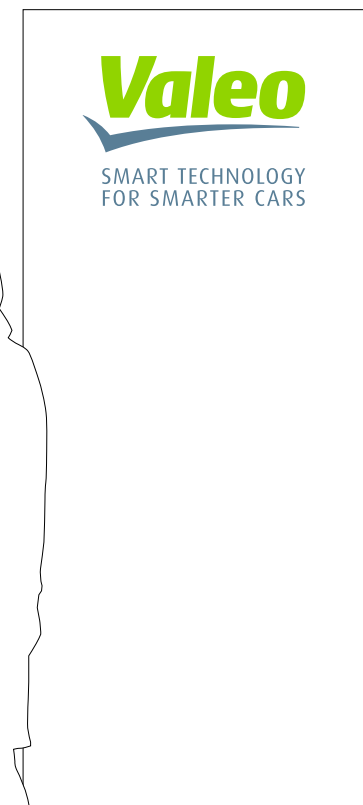
3. Events and product communication | Kakemonos

58

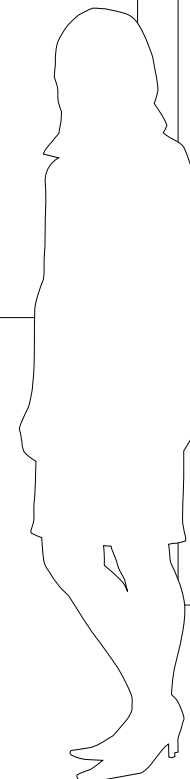
The logo must always be placed at the top of the kakemono so that it is as visible as possible.

If intended for external use, the signature (on one or two lines) must always be included.

The information is placed in an area that makes for easy reading depending on the position of the kakemono (ground level or at a height).



On a Valeo booth, kakemonos are used to separate areas and add color through the use of photos.



Preferably choose white vehicles.

The black or colored logo is used on light-colored or white vehicles and the reverse white logo on dark-colored vehicles. It should appear on both sides of the vehicles and never be centered. It may also be used on the hood. Stickers must be printed using spot color (in accordance with the references shown below).

If the onboard technology results from a collaboration with a partner, the name of the technology and both companies' logos should be placed side by side (see example opposite).



COMPLETE DECORATION

This principle applies to demo vehicles owned by Valeo. The rear of the vehicle is covered with a green sticker and implies an oblique form as shown in the example above. The vehicle is screen-printed to highlight onboard technology: the name of the technology (eventually accompanied by a pictogram) is then displayed in the green section in black or reverse white.

Light-colored vehicles

Dark-colored vehicles

MINIMAL DECORATION

This principle applies to leased demo vehicles. The vehicle sides are covered with stickers with the name of the onboard technology using the Guidelines' main colors (eventually accompanied by a pictogram).



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C



Ensure compliance with the logo buffer zone, depending on the vehicle's shape and size.

3. Events and product communication | Data sheets and product labels

60

Panels, data sheets and product labels must comply with the brand's graphic codes (logo, colors, fonts, etc.).

A4 product sheet



Product labels

These examples are also a source of inspiration that will strengthen the brand's identity.

Valeo

SMART TECHNOLOGY FOR SMARTER CARS

Techno®

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Us ex earum acea nam dollabo rehent
laborerspiti que con et porrum dolupiciis
aliquate veriat aut at.

Key benefits

- Utet peratum iminus et faccus, odis ad quiae molor acerio min nis dolor aces ditatemolore tectoria doluptaecto corem.
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CO2 Emissions Reduction

Innovative characteristics

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Key features

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- 440 mm eat quatiatis delictoritae voluptatem.

-17%

3. Events and product communication | Promo objects

61

In order to capitalize on the Valeo brand, only the Valeo logo should be used on promo objects for external events.

Valeo logo is recommended also for promo objects intended to internal events. However, Corporate project names may appear (except from acronyms that are not allowed) in addition to the Valeo logo (see example opposite).

Neutral colors must be used for promo objects in order to be in line with the brand's visual codes and highlight the Valeo logo.

The logo can be printed, embroidered or engraved depending on the nature of the object (while always complying with the color references provided opposite).



White



Pantone 375 C



Pantone 5415 C



Black



Pantone 430 C



Pantone 7540 C

Find all the products referenced by the Purchasing Department on liberty-gift.fr/VALEO/

3. Events and product communication | Packaging

The visual identity of aftermarket products is entirely managed by Valeo Service, in accordance with the Group's strategy and in compliance with the communication rules.

The Valeo green box is one of the main elements of our B2B aftermarket product offer. It can be seen in all our warehouses and network of stores and garages around the world. The B2B2C aftermarket products are sold either under the Valeo brand, or one of its heritage brands (the reference to Valeo is made in the contact information on the packaging).

B2B products



B2B2C products





Contact:
valeo.brand.mailbox@valeo.com