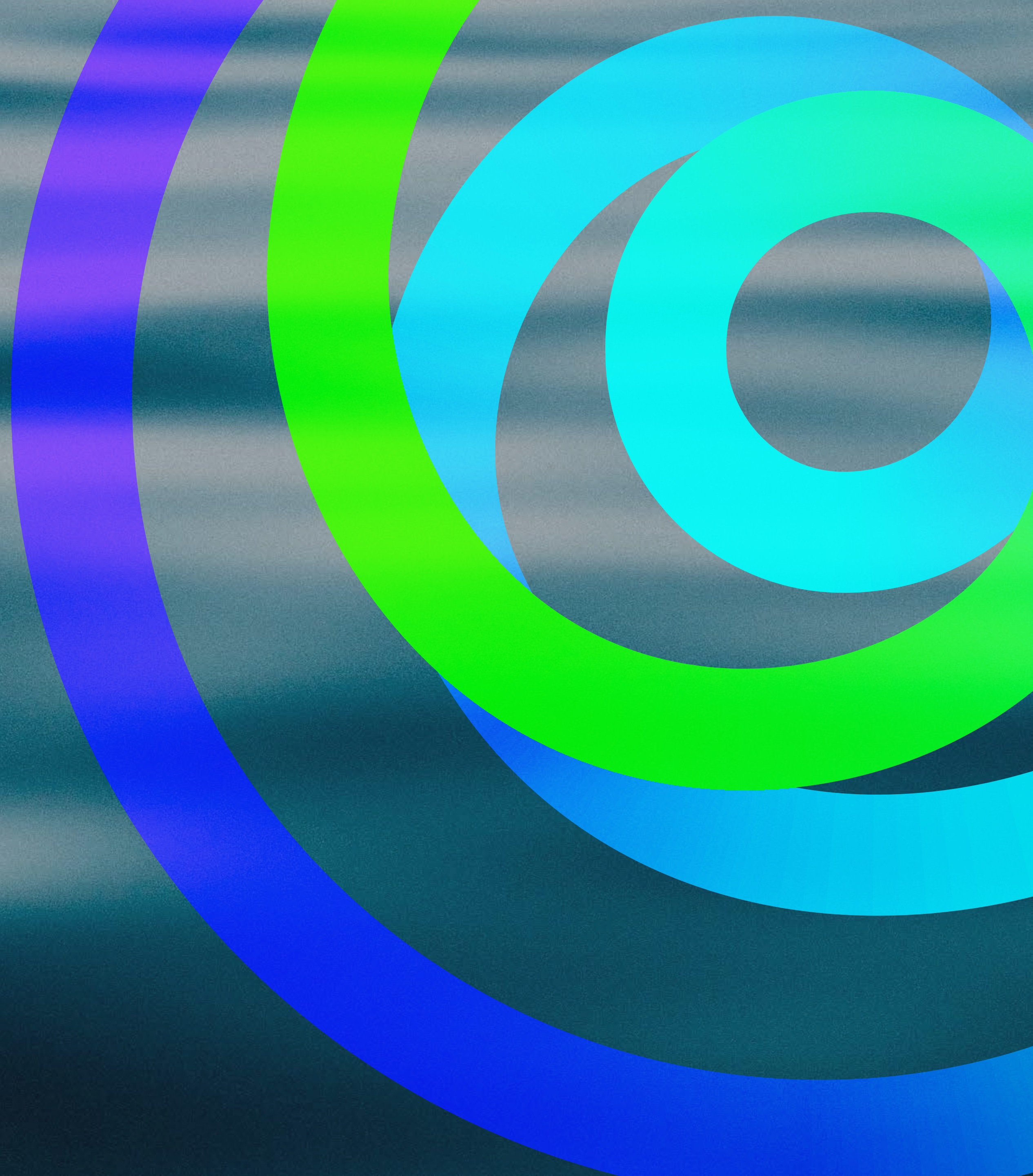# edp

Brand guidelines

June 2022

Introduction

This is a set of guidelines for the EDP brand identity. It aims to inspire and guide any communications or designs that will express our brand and its architecture.

Please follow this document carefully to make sure we create a coherent visual and verbal language.

Contents

Why change

Our new strategy does not deliver an end goal, it drives an ongoing permanent way of being — leading the energy transition to create superior value.

This is a whole new mindset and our brand must reflect, inspire and align everyone involved in achieving this.

It is about delivering superior value to all stakeholders: planet, people, communities, clients, shareholders

Our strategy

Leading the energy transition to create superior value

EDP is a leader of the energy transition, having anticipated and accelerated the transformation of the sector, and showcasing an unparalleled track record of execution and delivery on its ambitious plans.

This early move towards renewable generation has placed EDP in a unique position to shape the path towards a new sustainable world that is increasingly electric.

EDP's vision, "Leading the energy transition to create superior value", highlights both EDP's commitment with a greener and more sustainable future and with the creation of superior value for all.

Speaks of our stamina, our track record and what drives us to continuously deliver green energy

Our energy and

Highlights our people and their key role in delivering our commitment to our clients, partners and communities

heart drive a

Reflects our ambition and leadership in making change happen

better tomorrow

The reason why we work every day

Our energy

We are committed to bring our stamina
and to build on our track record to generate,
distribute and supply green energy for all

We deliver sustainable solutions to our
clients and communities

We do this by inspiring trust, navigating
ambiguity, being efficient and pursuing
growth opportunities
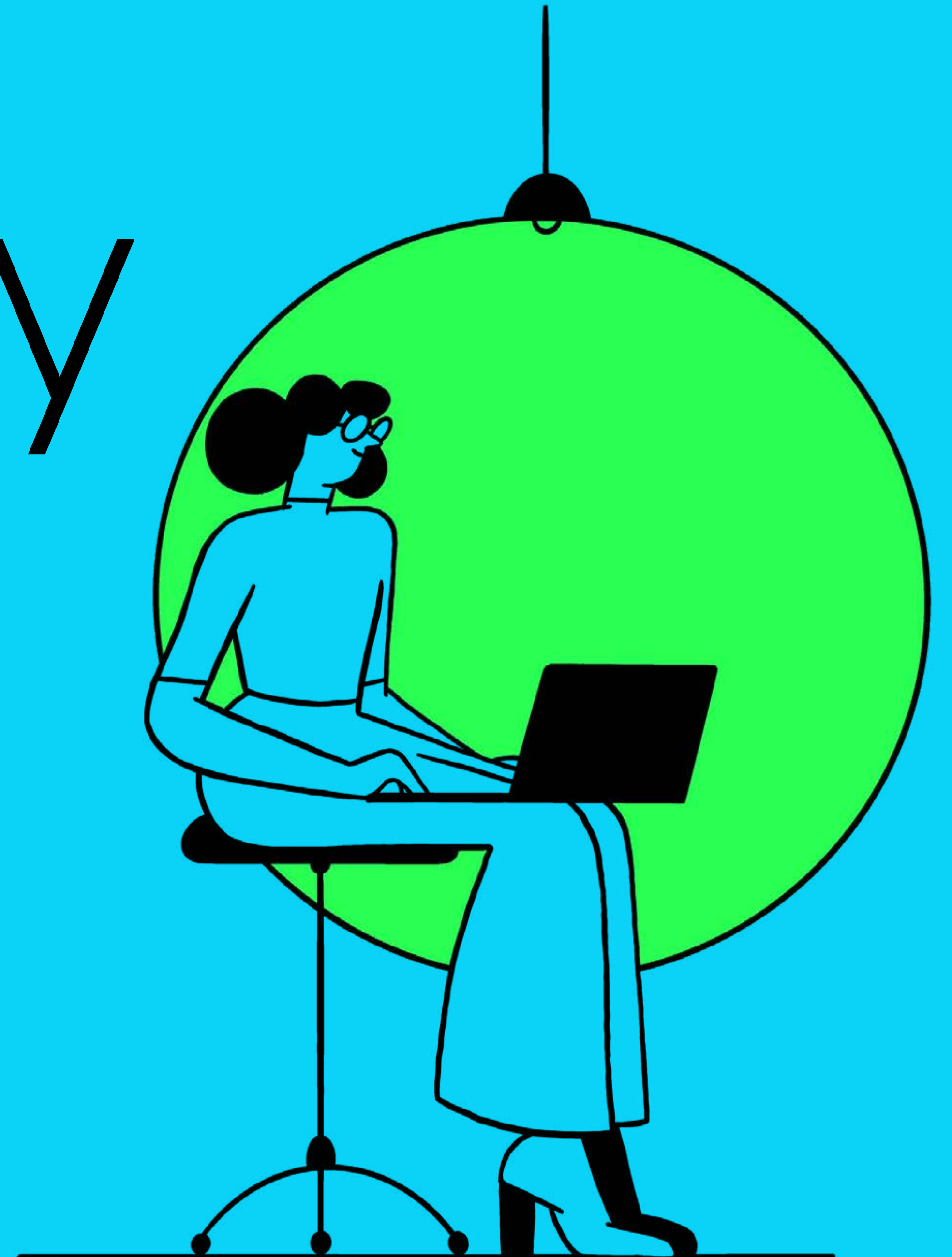
Our heart

Our people are at the heart of our strategy and their wellbeing — with safety and belonging — is our constant priority

We care for our clients, partners and communities, always believing that best results are achieved through cooperation

We strive for continuous improvement and to collaborate as a team. We are conscious of our impact and seek different perspectives and experiences

People narrative

Our drive

We are agile and bold in our commitment to start making the difference now

We work every day to lead the energy transition, leveraging our fast adopter mindset, to deliver superior value for all our stakeholders

We do this by being impact–oriented while anticipating future challenges and having the courage to actively promote change

People narrative

At EDP...

Our energy and heart drive a better tomorrow

We bring...

Our energy

Speaks of our stamina, our track record and what drives us to continuously deliver green energy

Our heart

Highlights our people and their key role in delivering our commitment to our clients, partners and communities

Our drive

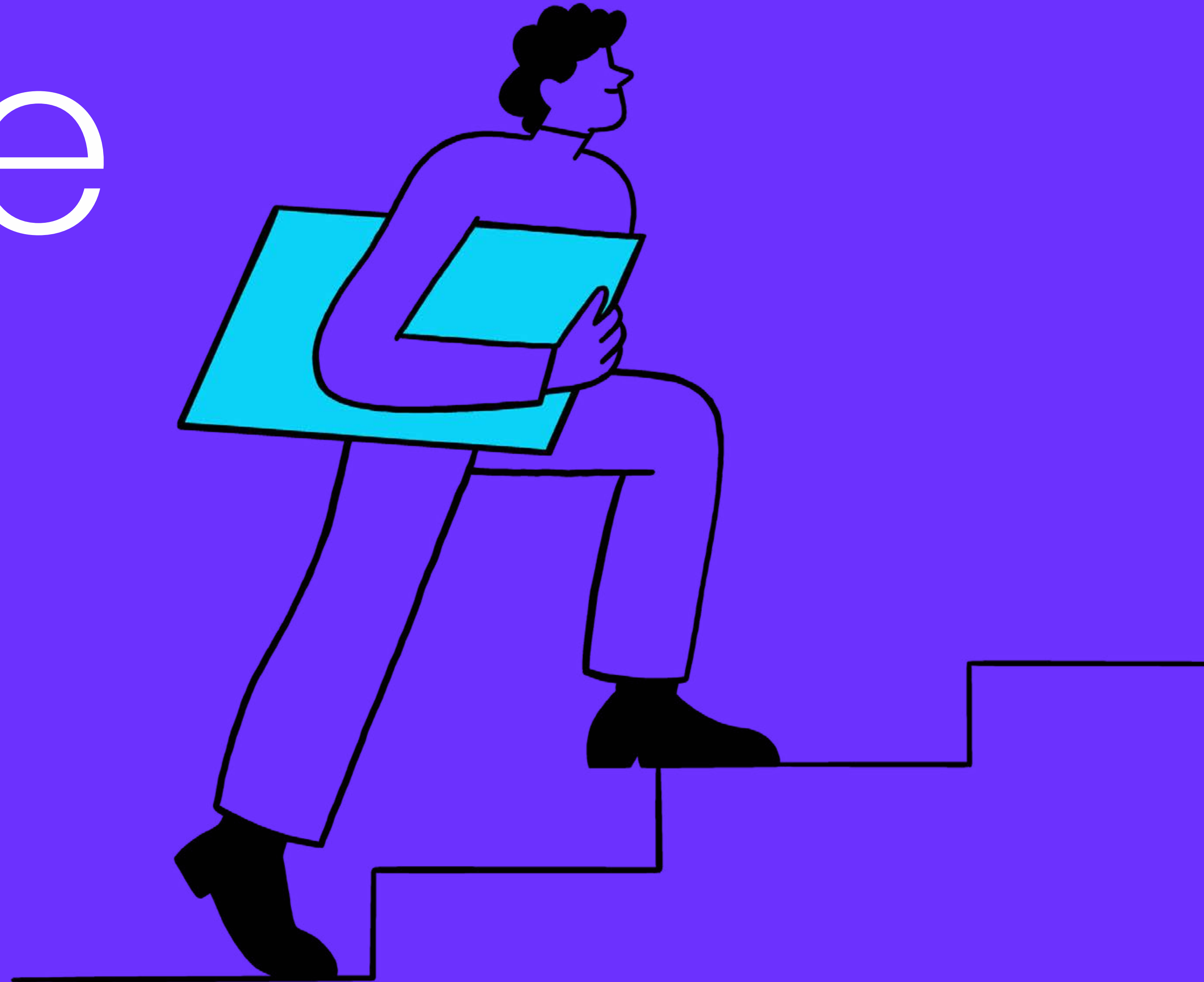Reflects our ambition and leadership in making change happen

We do this through...

Trustworthiness	Self-awareness	Impact orientation
Problem solving	Collaboration	Forward thinking
Curious learning	Mindfulness	Courage
Efficiency	Open-mindedness	Embracing change

For a better tomorrow

We walk our talk to make positive change happen

Together we solve problems, creatively and effectively

A diverse community behind our common purpose drives us further

We equip people to do

Brand strategy

Vision

To be a global energy company, leading the energy transition to create superior value for all

Purpose

Our energy and heart drive a better tomorrow

Principles

We walk our talk to make positive change happen

Together we solve problems, creatively and effectively

A diverse community behind our common purpose drives us further

We equip people to do

Our strategy
Brand architecture

EDP is a global company with an ambitious business vision, operating across five global business platforms (Renewables, Generation, Networks, Client Solutions and Energy Management), entering new geographies and increasing the richness and diversity of its organisation.
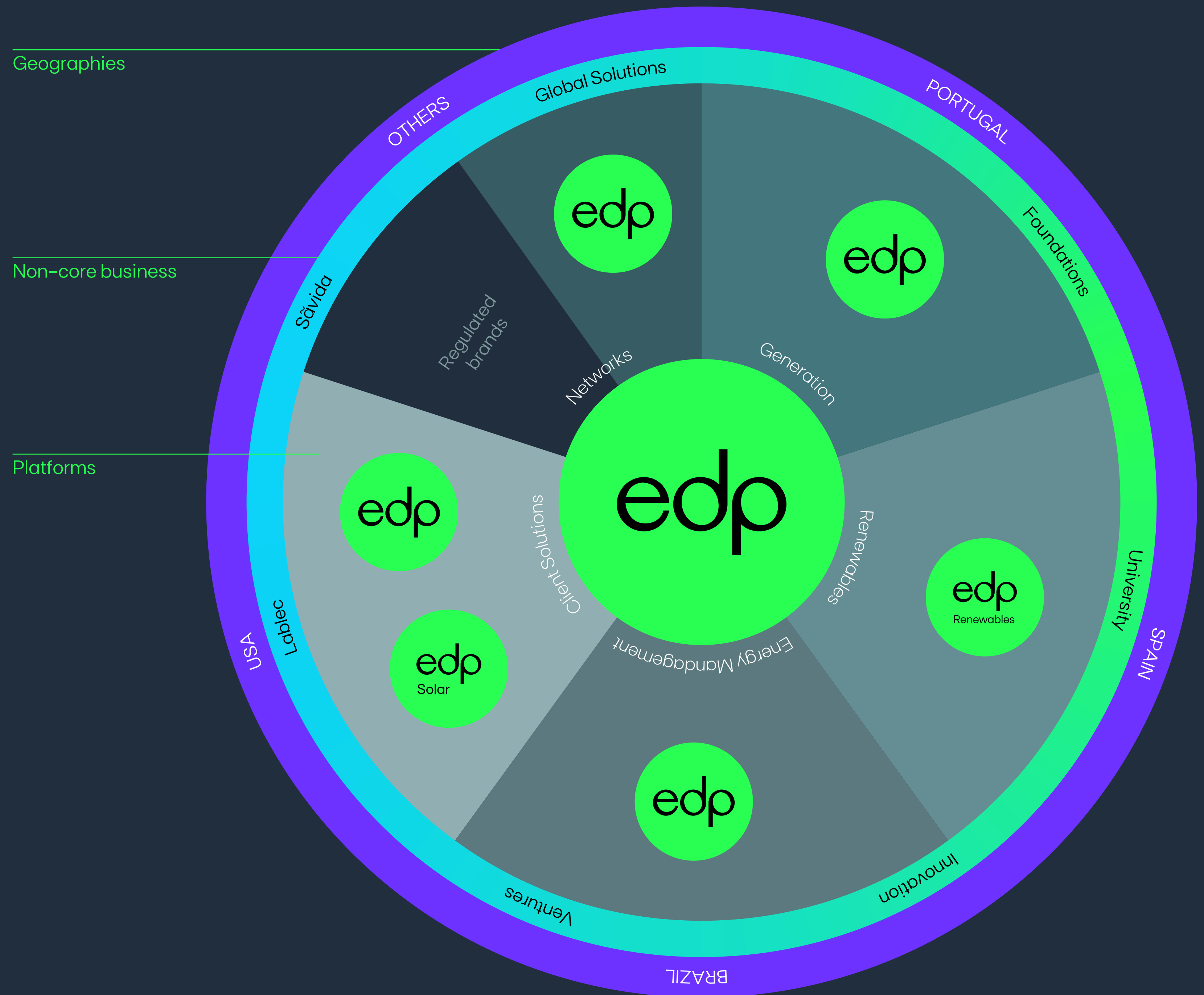
Much as our culture drives our delivery on One Global Vision, our brand brings it to life in One Voice.

The world stage of sustainable energy has one of the world's largest and most demanding audiences. In this global stage our brand stands for who we are, what we are committed to, and how we get things done for a better planet.

- A brand that defines EDP as a global leading brand in the energy sector

- A brand identity that resonates with our values and human skills: trustworthiness, problem solving, curious learning, efficiency, self-awareness, collaboration, mindfulness, open-mindedness, impact orientation, forward thinking, courage and embracing change

- A brand architecture that unifies all dimensions of our business

Our externally and internally facing brand components and corporate offices appear in English, further strengthening our global positioning.

Our aim is to over time move closer to a fully unified EDP where some descriptors are no longer necessary, and able to communicate solely as EDP.

Geographies

Non-core business

Platforms

OTHERS · Global Solutions · PORTUGAL · Foundations · Generation · University · SPAN · Innovation · BRAZIL · Ventures · USA · Lablec · Sãvida · Regulated brands · Networks · Client Solutions · Energy Management · Renewables

edp · edp · edp · edp · Solar · edp · edp Renewables

Tagline

Changing tomorrow now

We are creating a new energy on the planet.

More inclusive. More shared. Greener. Promoting renewable energy from all the markets where we are present. Using the power of wind, sun and water, to be all green by 2030.

Accelerating decarbonization, to achieve carbon neutrality. Investing €24 billion in the energy transition. Duplicating the capacity in solar and wind power. Betting on new technologies, such as green hydrogen. Leading the way in sustainability indexes.

Our commitments

A greener, fairer and safer world starts with solid commitments from those who have the ambition to lead the energy transition. Our commitments influence everything we do and how we present ourselves, including our brand communications.

Accelerated and sustainable growth

Future-proof organization

ESG excellence and attractive returns

Our commitments

>50 GW
Renewable additions by 2030

100%
Renewable generation by 2030

100%
Energy transition EBITDA by 2030

Coal free
by 2025

Carbon neutral
by 2030

>35%
female employees by 2030

Top Company
in engagement and enablement *

* Better than utilities and high performing companies

>300M€
in social investment by 2030 *

* Cumulative investment

Our strategy
Tone of voice

Our tone of voice is the reflection of our values, identity and positioning. We always care for a clear, closer and simpler communication with our different audiences.

Language — EDP as a leading company in value creation, innovation and positivity should always refer itself as "We" to represent the voice of all individual workers, clients, partners and stakeholders. We follow the Portuguese new orthographic agreement, except for official documents such as Annual Reports.

Openness — Our brand engages in an honest dialogue with our customers and partners. We have straight forward communication with both. We are earnestly available and ready to listen to issues concerning customer service, products and processes.

Conscience — We speak affirmatively, reiterating our commitment to the environment, sustainable business policies and social responsibility.

Proximity — We speak in a friendly and human way, projecting an image of consensus and accessibility. It is important for us to take into account the needs, capabilities and interests of the recipient of the communication, predicting their difficulties and adapting the way we communicate to the specific situation, but always in a secure manner that is consistent with our identity.

Knowledge — We speak with knowledge of the benefits, of the challenges and of our business's various areas. To ensure perfect understanding by all of our audience, we sometimes use a more pedagogical or educational style.

Pragmatism — We speak proactively, fulfilling promises with honesty. Our language reaffirms the values of the brand, and, at the same time, shares savings opportunities, as well as practices better adjusted to customers' lives. Promoting sustainability is always at the core of our doings.

Thousands

PT	**1.362**
ENG	**1,362**

In Portuguese numbers should be separated by a period, if writing in English a comma should be used

1362

❌ Always use the appropriate punctuation to write in thousands

Decimals

PT	**34,4%**
ENG	**34.4%**

In Portuguese decimals are separated by a comma, if writing in English a period should be used

1.234.4%

❌ Do not mix numerical rules

Large Numbers

16 million

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

16.000.000

❌ Avoid using numbers with a lot of digits as it difficults the reading of the same

Units

100 Mwh

Units of measurement are separated from the number by a space

100Mwh

❌ Do not write units attached to the value

Currency

Euros

€ 1.150,25

In addition to having a space between the sign and the number, the euro sign (€) must always appear to the left of the number (except for in Portuguese where the euro sign is to the right of the number). Commas are used for decimals

EUR 150,25

When writing internationally or within legal requirements the ISO code (EUR) can also be used.

Pound Sterling

£1,150.25

The pound sign is applied directly before the number without any spaces. Periods are used for decimals

GBP 150,25

When writing internationally or within legal requirements the ISO code (GBP) can also be used.

Dollars

$1,150.25

The dollar sign is applied directly before the number without any spaces. Periods are used for decimals

USD 150,25

When writing internationally or within legal requirements the ISO code (e.g USD, CAD...) can also be used.

In writing

1.109 milhões de euros
1.109 million euros

When writing within body text millions should be written out

€ 1.109M
£1.109M
$1.109M

In tables the numerical abbreviation must be used

Time

Dates

Time

18 of June

When spelling out dates, the written format is preferable

12/07/2022

Use the above format for dates

09h30

Hours and minutes should respect the above format

18 of june

❌ Do not write the month in lower case, in English

12-07-2022

❌ Other formats should not be used

09:30

❌ Do not use : to separate hours and minutes

In writing

In writing we always write EDP in full capitals, this includes when used in titles or within body text.

The wordmark must never be used within text to write 'EDP'.

Our tagline is always written in sentence case, only capitalising the first word 'Changing'.

The examples on this page demonstrate the correct and incorrect way of applying these writing rules.

Changing tomorrow now

We are creating a new energy on the planet. More inclusive. More shared. A greener EDP.

Promoting renewable energy from all the markets where we are present. Using the power of wind, sun and water, to be all green by 2030.

Changing Tomorrow Now

We are creating a new energy on the planet. More inclusive. More shared. A greener edp.

Promoting renewable energy from all the markets where we are present. Using the power of wind, sun and water, to be all green by 2030.

❌ Do not write EDP in lowercase
Do not capitalise every word in our tagline

Our logo

Master

Our logo is based on the circularity of nature, energy generating turbines and the planet itself. It represents our core commitment to the climate and the future of EDP in a green energy sector.

The spiral shape represents the movement and constant innovation in our work that make us a leader in renewable energy. The continuity and depth of the spiral depict the intricacy of work required to fulfil our vision of 'Changing tomorrow now'.

Our new wordmark is open and inviting, it represents the transparency in our goals and achievements. It is human and modern, while respecting our long history.

The craft and care taken to create each letter ensures it compliments the movement and dynamism of the spiral.

Our spiral has been crafted for use on dark and light backgrounds, more guidance on this can be found on page 56 of this document.

Sectors

Our goal is to be a unified brand, using the same symbol and treatment some of our sectors have their own descriptor logo.

When communicating within these sectors, and where appropriate, the EDP group logo must be prioritised. In these cases the sector description must be added in text (e.g. email footer, business card, etc).

edp Renewables

edp Instituto

edp Fundação

edp Fundación

edp Innovation

edp University

edp Labelec

edp Sãvida

edp Global Solutions

edp Client Solutions

edp Generation

edp Networks

edp Ventures

edp Energy Management

edp Solar

Overview

We have a variety of logo versions to adapt to any setting to ensure the best visibility of our brand.

Master logo
Our master logo is the spiral and wordmark beside one another — this should always be the go-to asset to represent our brand.

Tagline logo
When more clarity to our vision is necessary, a version of our logo with our tagline can be used.

Descriptor logos
Some of our sectors have their own EDP logo alongside a descriptor, this must only be used when relevant.

Vertical logo
For applications with limited spacing and when our master logo cannot be used, we use our vertical logo. This variation of the logo does not apply to descriptor logos, and is reserved for exceptional uses such as signage.

Greyscale logo
When colour cannot be reproduced our greyscale logo can be applied.

Single colour logo
Our single colour logo must be reserved for when neither our colour or greyscale can be used, such as engraving.

Master logo

Tagline logo

Descriptor logos

Vertical logo
(Exceptional use)

Greyscale logo

Single colour logo
(Exceptional use)

Master logo
Usage rules

Minimum size
When applying the logo below 50px in digital, or 14mm in print, the small size version must be used. The small size logo must be applied at a minimum of 25px in digital and 6mm in print.

Clearance
Graphics/objects must not penetrate the clear area. This space is no less than the x-height of the spiral.

Co-branding
The space between the logos must be no less than the height of the spiral. Make sure all logos are scaled proportionally to one another and visually aligned through the center.

Use these guidelines alongside the partner guidelines.

Minimum size

Regular: 50px / 14mm
Small size: 25px / 6mm

Clearance

x

Co-branding

Master logo with tagline
Usage rules

Minimum size
When applying the logo below 65px in digital, or 18mm in print, the small size version must be used.

Clearance
Graphics/objects must not penetrate the clear area. This space is no less than the x-height of the spiral.

Co-branding
The space between the logos must be no less than the height of the spiral. Make sure all logos are scaled proportionally to one another and visually aligned through the center.

Use these guidelines alongside the partner guidelines.

Minimum size

65px / 18mm

edp
Changing tomorrow now

Clearance

x

edp
Changing tomorrow now

Co-branding

edp
Changing tomorrow now

NOS

Porto.

Structure

Our descriptor logos are individually crafted to ensure best synergy between our spiral, wordmark and descriptor.

Descriptor logos always have our wordmark optically aligned to the right of the spiral, with each descriptor below EDP.

Wherever possible the descriptor must be as close as possible to the width as our wordmark. When the descriptor is too short or too long, it must be aligned to the left of the wordmark.

New logos must only be created when absolutely necessary, if so designer's discretion must be used. For consistency across the brand always ensure to follow the structure of the closest logo within the existing family.

Sector logos
Usage rules

Minimum size
Our logo must only be used at a minimum size of 50px in digital or 14mm in print to ensure clear legibility of all elements.

Clearance
Graphics/objects must not penetrate the clear area. This space is no less than two thirds the x–height of the spiral.

Co–branding
The space between the logos must be no less than the height of the spiral. Make sure all logos are scaled proportionally to one another and visually aligned through the center.

Use these guidelines alongside the partner guidelines.

Minimum size

50px / 14mm

edp Renewables

Clearance

2/3x

X

edp Renewables

Co–branding

edp Renewables

NOS

Porto.

Vertical logo
Usage rules

For applications with limited spacing and our master logo cannot be used, we use our vertical logo. This logo is reserved for exceptional uses such as signage.

Minimum size
Our logo must only be used at a minimum size of 85px in digital or 22mm in print to ensure clear legibility of all elements.

Clearance
Graphics/objects must not penetrate the clear area. This space is no less than half the x-height of the spiral.

Minimum size

Regular: 85px / 22mm

Clearance

X/2

X
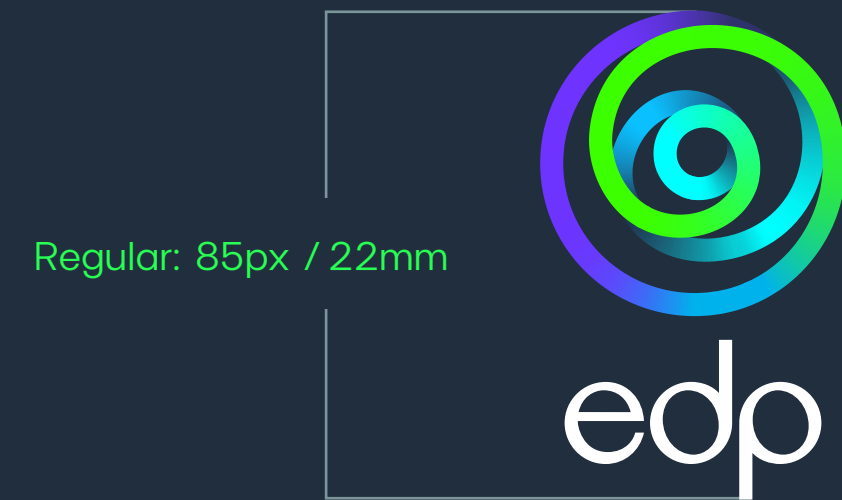
Spiral
Usage rules

Our spiral must only be used outside of our logo lockup when space is limited, it's already in branded context (e.g social media profile pictures) or being used as a graphic crop - guidance on this can be found on page 49 onwards.

Minimum size
When applying the spiral below 50px in digital or 14mm in print, the small size version must be used. The small size logo must be applied at a minimum of 25px in digital and 6mm in print.

Clearance
Graphics/objects must not penetrate the clear area. This space is no less than half the x-height of the spiral.

Regular: 50px / 14mm
Small size: 25px / 6mm

X/2

X

Wordmark
Usage rules

Our wordmark must always be used alongside the spiral, if the spiral is already used within the layout only the wordmark is used.

Designers discretion must be used to ensure avoiding repetition of our logo on communications and products.

Minimum size
When applying the wordmark below 50px in digital, or 14mm in print, the small size version must be used. The small size logo must be applied at a minimum of 25px in digital and 6mm in print.

Clearance
Graphics/objects must not penetrate the clear area. This space is no less than one and a half times the x-height of the 'e' in the wordmark.

Co-branding
Our wordmark can be used in co-branding when the background cannot be controlled (e.g. external posters). Our master logo is always preferred, using only the wordmark must be limited to extreme circumstances.

The space between the logos must be no less than one and a half times the width of the 'e' in the wordmark. Make sure all logos are scaled proportionally to one another and visually aligned through the center.

Use these guidelines alongside the partner guidelines.

Our wordmark has been specifically crafted, do not redraw or rewrite.

Minimum size

Regular: 50px / 14mm
Small size: 25px / 6mm

edp

Clearance

1.5x

X

edp

Greyscale logo
Usage rules

Our greyscale logo must only be used when colour cannot be reproduced. The use of this logo must be limited.

Minimum size
When applying the greyscale logo below 50px in digital, or 14mm in print, the small size version must be used. The small size logo must be applied at a minimum of 25px in digital and 6mm in print.

Clearance
Graphics/objects must not penetrate the clear area. This space is no less than the x–height of the spiral when using the horizontal lockup, or half the height of the spiral when using the vertical logo.
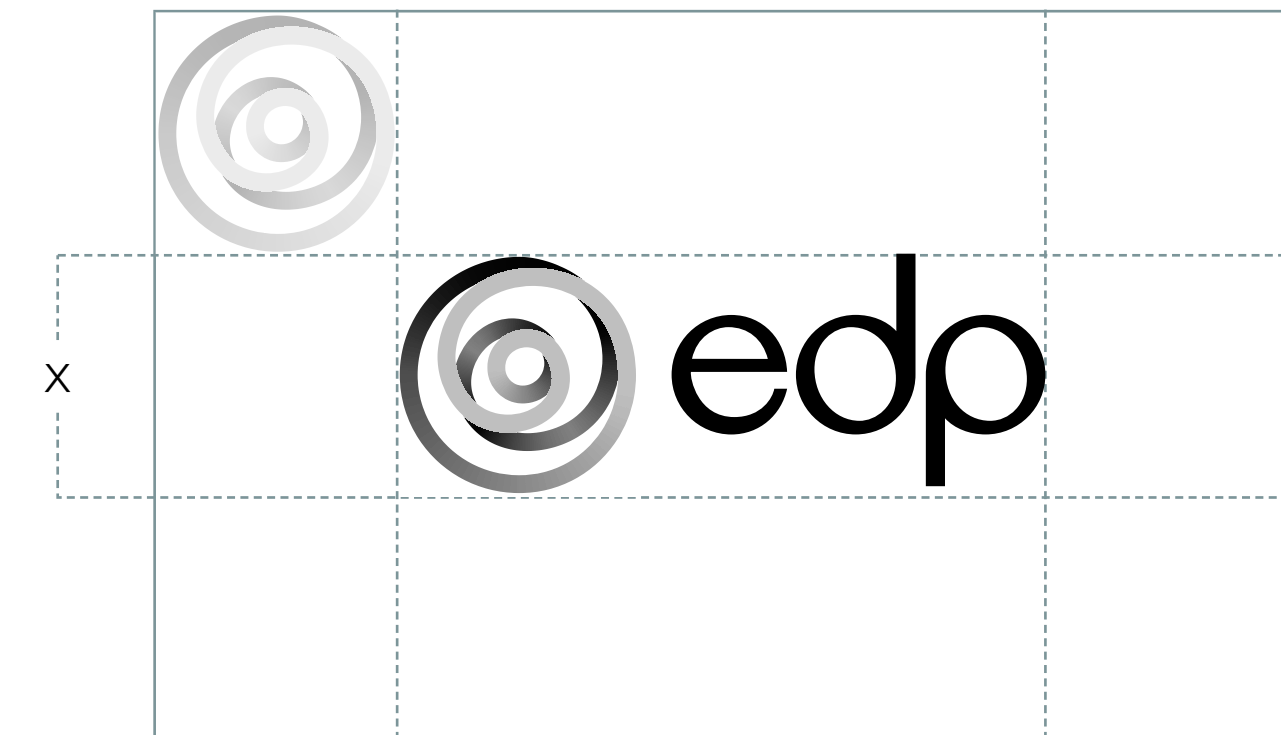
Background dependent
Versions of our greyscale logo have been created for use on light or dark backgrounds, ensure best contrast when selecting the logo to use.

Minimum size

Regular: 50px / 14mm
Small size: 25px / 6mm

Clearance

X

Regular: 50px / 14mm
Small size: 25px / 6mm

X

Single colour logo
Usage rules

Our single colour logo must be reserved for when neither our colour or greyscale can be used, such as engraving. The use of this logo must be limited to when absolutely necessary.

Minimum size
Our single colour logo has been crafted for best reproduction depending on it's size. Use the following to determine which logo to use when, this is determined by the height of the spiral:

Large scale: 50px/36mm or above
Regular: between 49px/35mm and 30px/16mm
Any applications below 16mm must be tested depending on the format and material used.

Clearance
Graphics/objects must not penetrate the clear area. This space is no less than the x-height of the spiral.

Co-branding
Our single colour logo can be used in co-branding when the background cannot be controlled (e.g. external posters). However, our master logo, or greyscale are always preferred.

The space between the logos must be no less than the width of the spiral. Make sure all logos are scaled proportionally to one another and visually aligned through the center. Use these guidelines alongside the partner guidelines.

Production
Any time the single colour logo is produced in a new material the output must be tested

---

Minimum size

Regular: 30px / 16mm
Large scale: 50px / 36mm

Clearance

X

Co-branding

Our logos
Incorrect uses

To ensure brand recognition and consistency in communications our logo must not be changed, this page shows a few examples of misuse of our logo. Take care to follow the rules determined in this document.

❌ Do not rearrange the symbol and wordmark lockups

❌ Do not remove the wordmark

Changing tomorrow now

❌ Ensure the correct spiral is used depending on the background colour

❌ Do not create new lockups

edp — Changing tomorrow now

❌ Do not apply our colour logo on clashing colours

edp

❌ Do not recolour the spiral

❌ Do not translate descriptor logos

edp Renováveis

❌ Do not apply colour to our single colour logo

edp

❌ Do not recolour the wordmark

edp

Colour

Colour
Overview

Our colours are both energetic and calm,
taken directly from nature's water, wind and light;
placing EDP in the centre of its commitments.

The hope and vibrancy of our colours represent
our vision and the constant work and innovation
everyone at EDP dedicates every day.

Marine Blue

Slate Grey

Spruce Green

Seaweed Green

Cobalt Blue

Ice Blue

Violet Purple

Electric Green
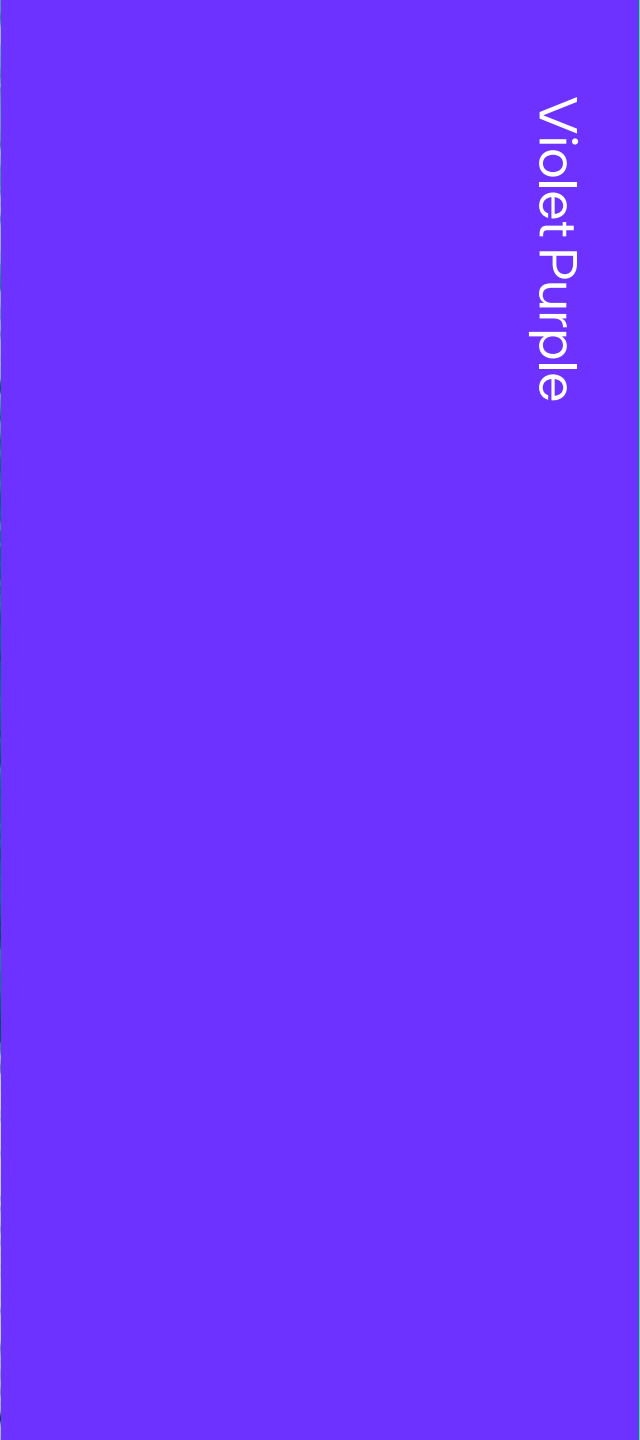
Colour
Primary palette

Our brand colours fully represent the logic and vision behind our entire brand. This page outlines the hierarchy in which these colours are used.

Our colour palette consists of more muted natural colours, generally used for backgrounds, and highlight colours – Electric Green, Cobalt Blue, Violet Purple and Ice Blue.

Marine Blue is the preferred colour background to represent our brand, using Electric Green as the preferred highlight colour.

Follow this document to determine best practice in the use of colour in the brand.

Wordmark only
This colour must only be used in the wordmark and is not part of the brand colour palette

R 59 G 75 B 93
#3B4B5D
C 78 M 60 Y 42 K 35
PMS 2376C
RAL 7024
NCS S 6020-R80B
3M Scotchcal 100-2274
Oracal 551 - 714
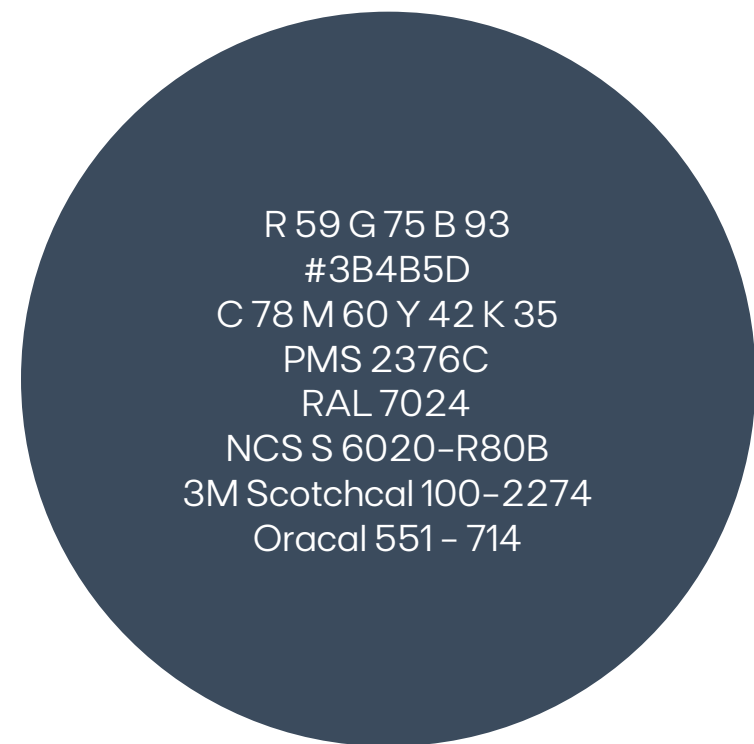
Marine Blue

R 33 G 46 B 62
#212E3E
C80 M50 Y20 K70
PMS 2380 Coated
PMS 539 Uncoated
RAL 5008
NCS S 7020-R80B
3M Scotchcal 100-725
Oracal 751C - 588

Slate Grey

R 124 G 149 B 153
#7C9599
C55 M29 Y34 K5
PMS 2176C
RAL 7001
NCS S 3010-B
3M Scotchcal 100-384
Oracal 751C - 549

Electric Green

R 40 G 255 B 82
#28FF52
C51 M0 Y86 K0
PMS 802C
RAL 6038
NCS S 0575-G20Y
3M Scotchcal 100-449
Oracal 751C - 063

Spruce Green

R 20 G 63 B 71
#143F47
C94 M60 Y56 K55
PMS 3155C
RAL 6004
NCS S 4550-B30G
3M Scotchcal 100-727
Oracal 970 - 689

Cobalt Blue

R 38 G 60 B 200
#263CC8
C90 M75 Y0 K0
PMS 2369C
RAL 5005
NCS S 2565-R80B
3M Scotchcal 100-415
Oracal 751C - 150

Violet Purple

R 109 G 50 B 255
#6D32FF
C81 M85 Y0 K0
PMS 266C
RAL 4008
NCS S 3050-R50B
3M Scotchcal 100-2412
Oracal 751C - 403

Seaweed Green

R 34 G 94 B 102
#225E66
C83 M41 Y45 K28
PMS 5483C
RAL 5021
NCS S 4030-B30G
3M Scotchcal 100-2422
Oracal 751C - 608

Ice Blue

R 12 G 211 B 248
#0CD3F8
C65 M0 Y5 K0
PMS 2199C
RAL 5012
NCS S 1050-B10G
3M Scotchcal 100-453
Oracal 751C - 056

White

R 255 G 255 B 255
#FFFFFF

Text on colour
Digital headlines

The examples shown opposite show Web Content Accessibility Guidelines AA passes. To pass, the colour contrast ratio for large scale text is at least 3:1, always ensure this minimum is met.

Applications in larger type sizes can use more challenging contrast combinations, favouring impact through recognition over readability. Designer's discretion is necessary.
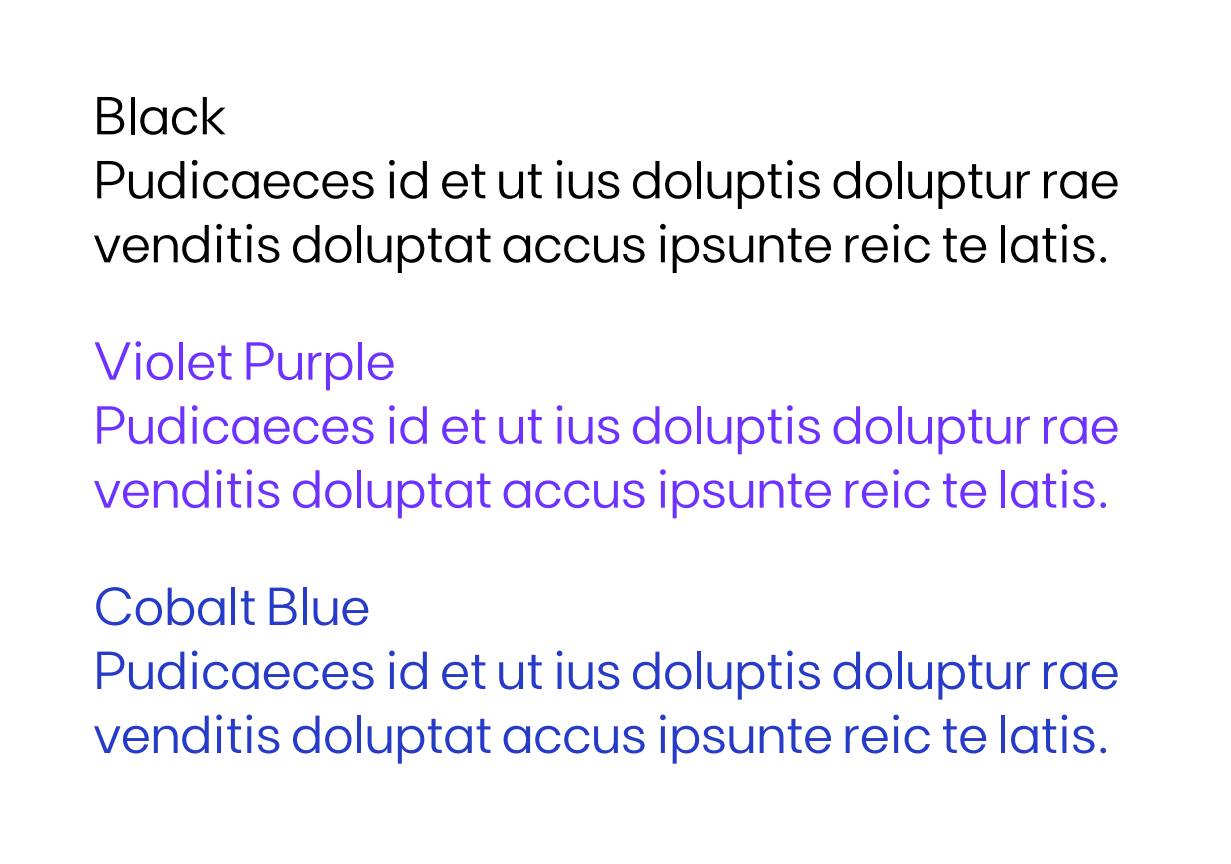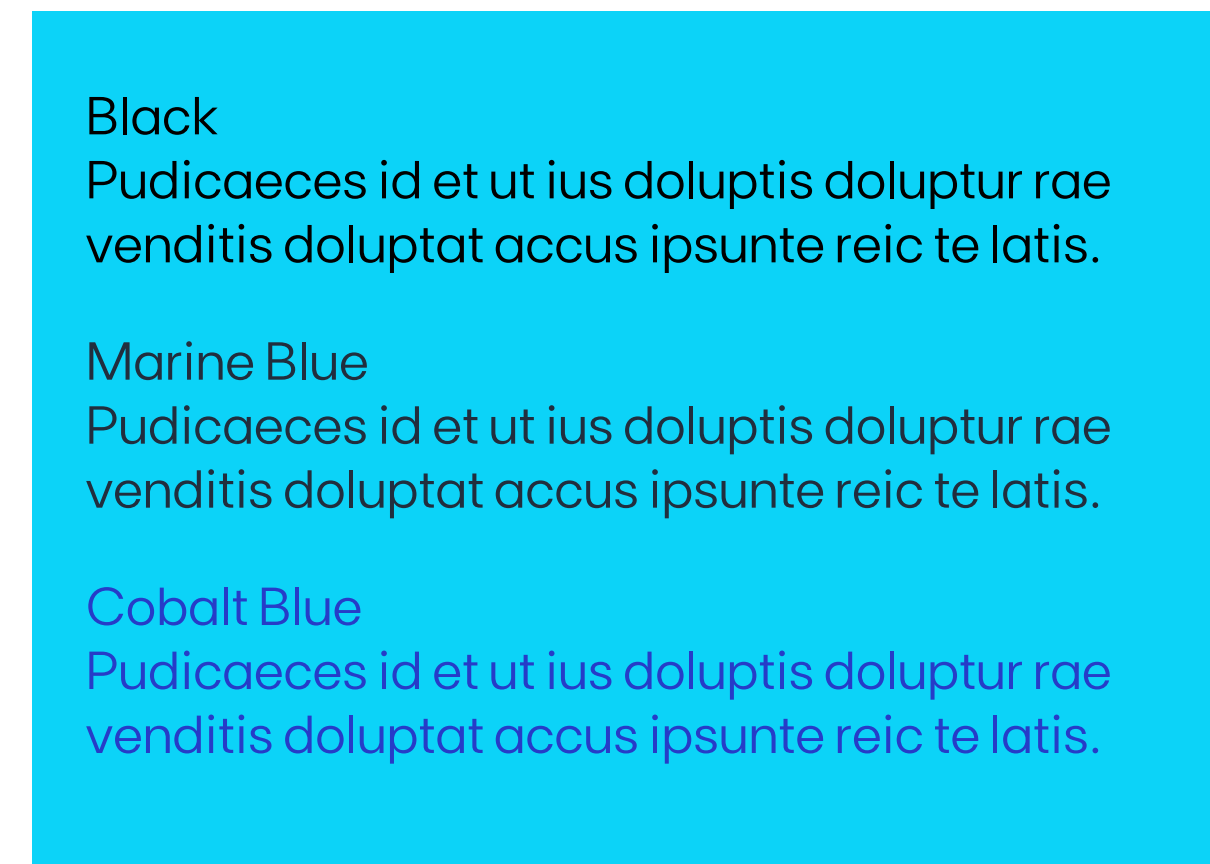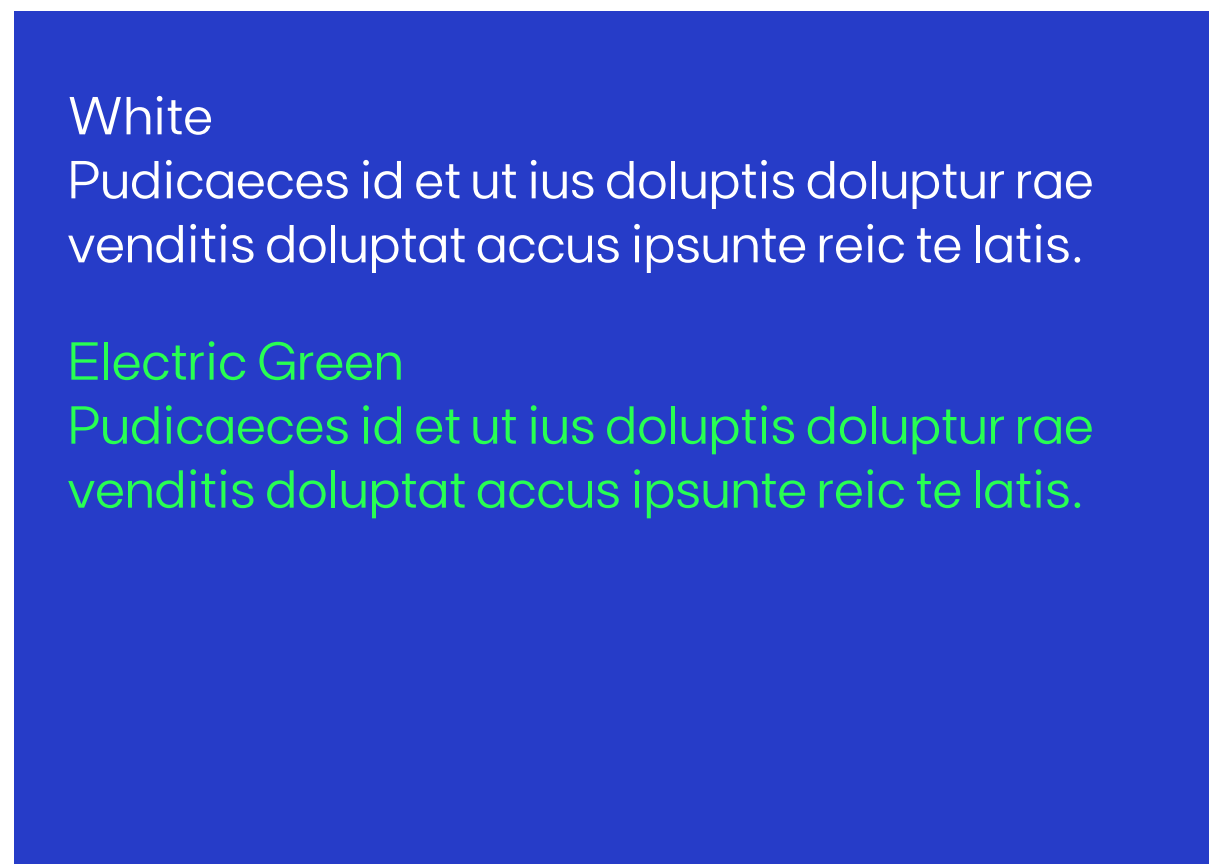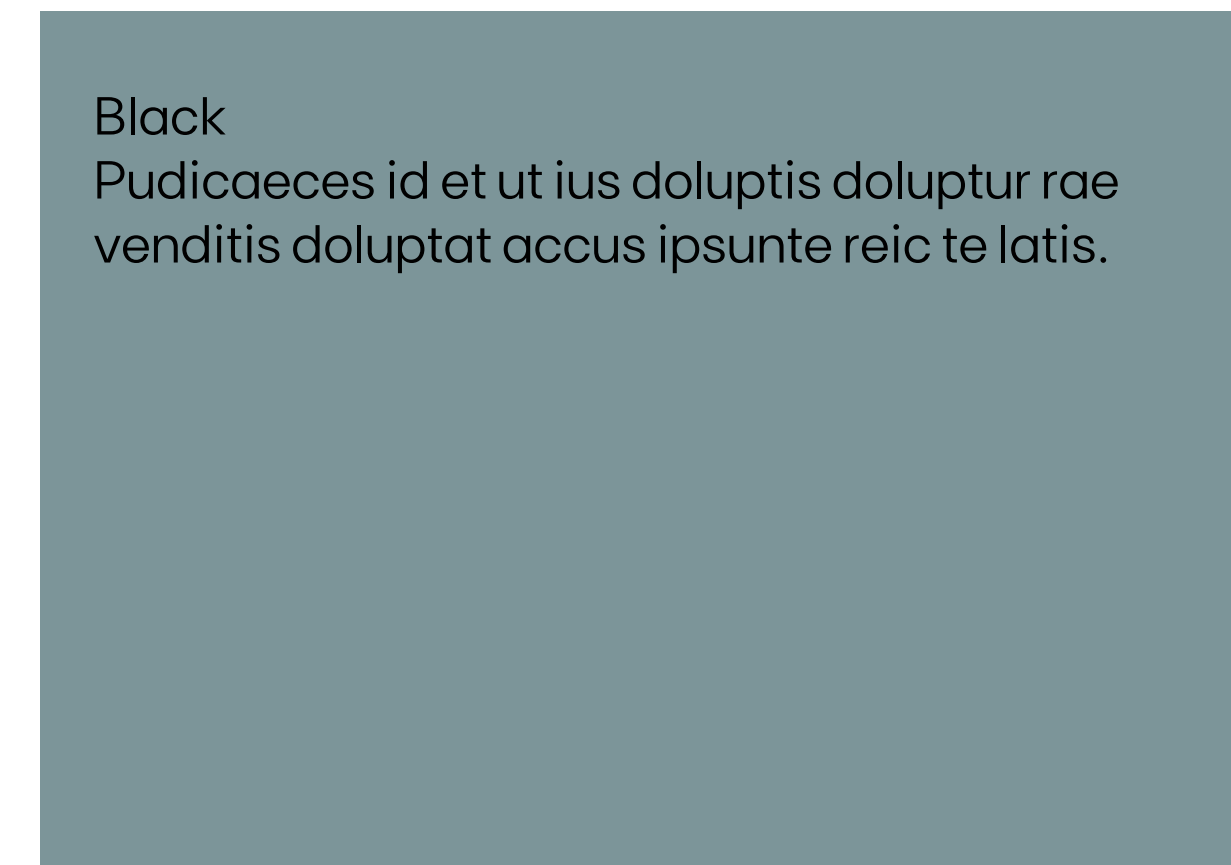
White
Ice Blue
Electric Green

White
Ice Blue
Electric Green

White
Ice Blue
Electric Green

Black
Marine Blue
Spruce Green
Seaweed Green
Cobalt Blue
Violet Purple

White
Black
Ice Blue
Electric Green

White
Black
Marine Blue
Spruce Green

White
Ice Blue
Electric Green

Black
Marine Blue
Spruce Green
Seaweed Green
Cobalt Blue
Violet Purple

Black
Marine Blue
Spruce Green
Seaweed Green
Violet Purple
Cobalt Blue

Text on colour
Normal text

Long blocks of text must always use safe contrast combinations in order to ensure legibility and comfortable reading.

Main blocks of text are always in black or white. The other colours of the palette can be used as captions or highlights.

The examples shown opposite show Web Content Accessibility Guidelines AA passes. To pass, the colour contrast ratio for normal text (up to 14pt) is at least 4.5:1, always ensure this minimum is met.

Production methods may influence the outputs. For example, colour contrast that is not suitable for screen may be suitable for a specific type of print and paper.

White
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Ice Blue
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Electric Green
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

White
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Ice Blue
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Electric Green
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

White
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Electric Green
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Black
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Marine Blue
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Marine Blue
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

White
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Black
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White
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Electric Green
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Black
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Marine Blue
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Cobalt Blue
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Black
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Violet Purple
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.

Cobalt Blue
Pudicaeces id et ut ius doluptis doluptur rae venditis doluptat accus ipsunte reic te latis.
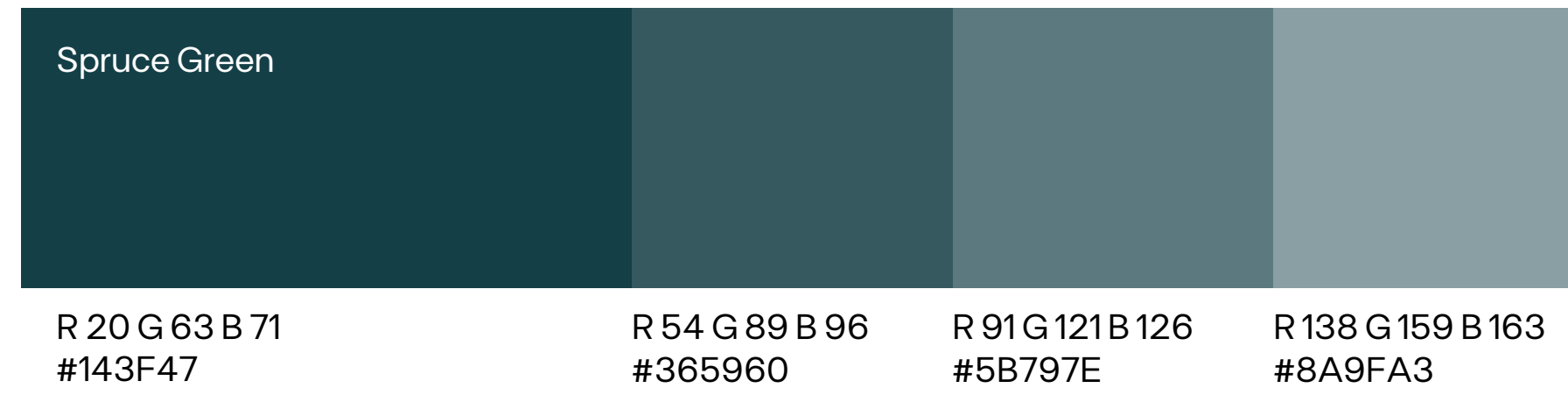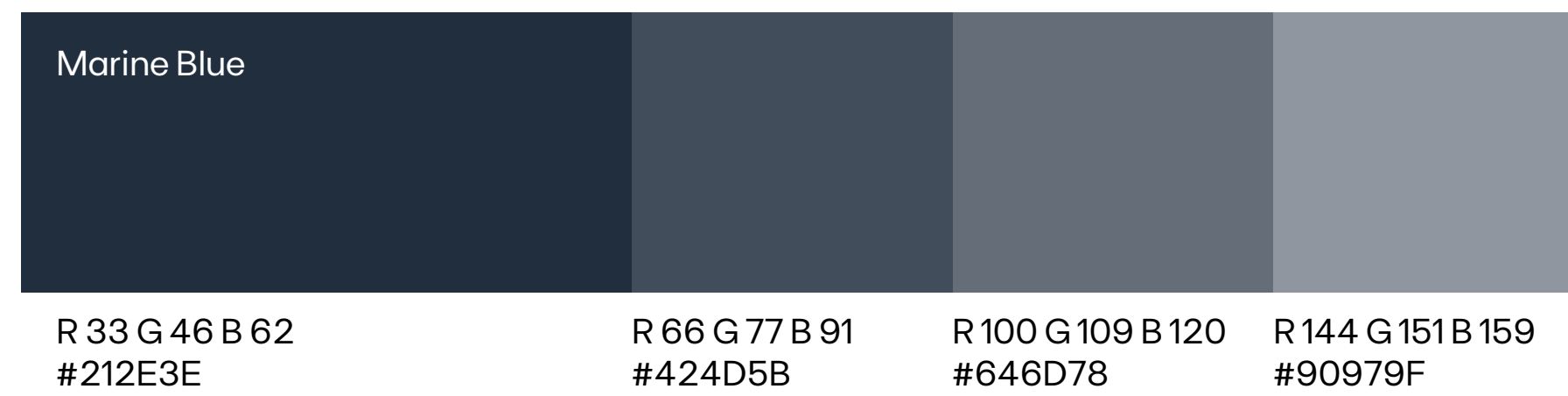
Colour
Web palette

Our colour palette is extended for web to giving the brand a broader range of colours to communicate.

These extended colours must only be used for web and not across other brand communications.

When necessary warning colours have also been added to our colour palette, these are not part of the brand colours.

Marine Blue

| R 33 G 46 B 62 | R 66 G 77 B 91 | R 100 G 109 B 120 | R 144 G 151 B 159 |
| #212E3E | #424D5B | #646D78 | #90979F |

Spruce Green

| R 20 G 63 B 71 | R 54 G 89 B 96 | R 91 G 121 B 126 | R 138 G 159 B 163 |
| #143F47 | #365960 | #5B797E | #8A9FA3 |

Seaweed Green

| R 34 G 94 B 102 | R 67 G 118 B 125 | R 100 G 142 B 148 | R 145 G 175 B 179 |
| #225E66 | #43767D | #648E94 | #91AFB3 |

Slate Grey

| R 124 G 149 B 153 | R 144 G 165 B 168 | R 163 G 181 B 184 | R 190 G 202 B 204 |
| #7C9599 | #90A5A8 | #A3B5B8 | #BECACC |

Violet Purple

| R 109 G 50 B 255 | R 131 G 81 B 255 | R 167 G 132 B 255 | R 197 G 173 B 255 |
| #6D32FF | #8351FF | #A784FF | #C5ADFF |

Cobalt Blue

| R 38 G 60 B 200 | R 71 G 89 B 208 | R 125 G 138 B 222 | R 168 G 177 B 233 |
| #263CC8 | #4759D0 | #7D8ADE | #A8B1E9 |

Ice Blue

| R 12 G 211 B 248 | R 61 G 220 B 249 | R 109 G 229 B 251 | R 158 G 237 B 252 |
| #0CD3F8 | #3DDCF9 | #6DE5FB | #9EEDFC |

Electric Green

| R 40 G 255 B 82 | R 83 G 255 B 117 | R 126 G 255 B 151 | R 169 G 255 B 186 |
| #28FF52 | #53FF75 | #7EFF97 | #A9FFBA |

Web warning colours

Red

| R 227 G 44 B 44 | R 237 G 213 B 211 |
| #E32C2C | #EDD5D3 |

Yellow

| R 242 G 255 B 0 | R 255 G 255 B 162 |
| #F2FF00 | #FFFFA2 |

Composition

Composition
Margins and layout

Our logo must always be applied in a way that best represents the brand in any layout and format.

Margins
To optically position the logo in a balanced space, the margins are created accordingly. For standard formats the top and bottom margins are equal to height/40, while left and right margins are equal to height/25. If space is limited follow the minimum safe area for the logo.

Lockup
The size and scale of our logo within a layout is equal to 4 columns' width on portrait, and 5 columns on landscape. Indicated on this page are the recommended positions for the logo in relation to the layout format.

Wordmark
When the Spiral is within a layout, the wordmark is applied outside of the lockup. The size and scale of our wordmark within a layout is equal to 2.5 columns' width on portrait, and 3 columns on landscape. Our wordmark is always aligned to the top or bottom margin, either centered or aligned to a side margin.
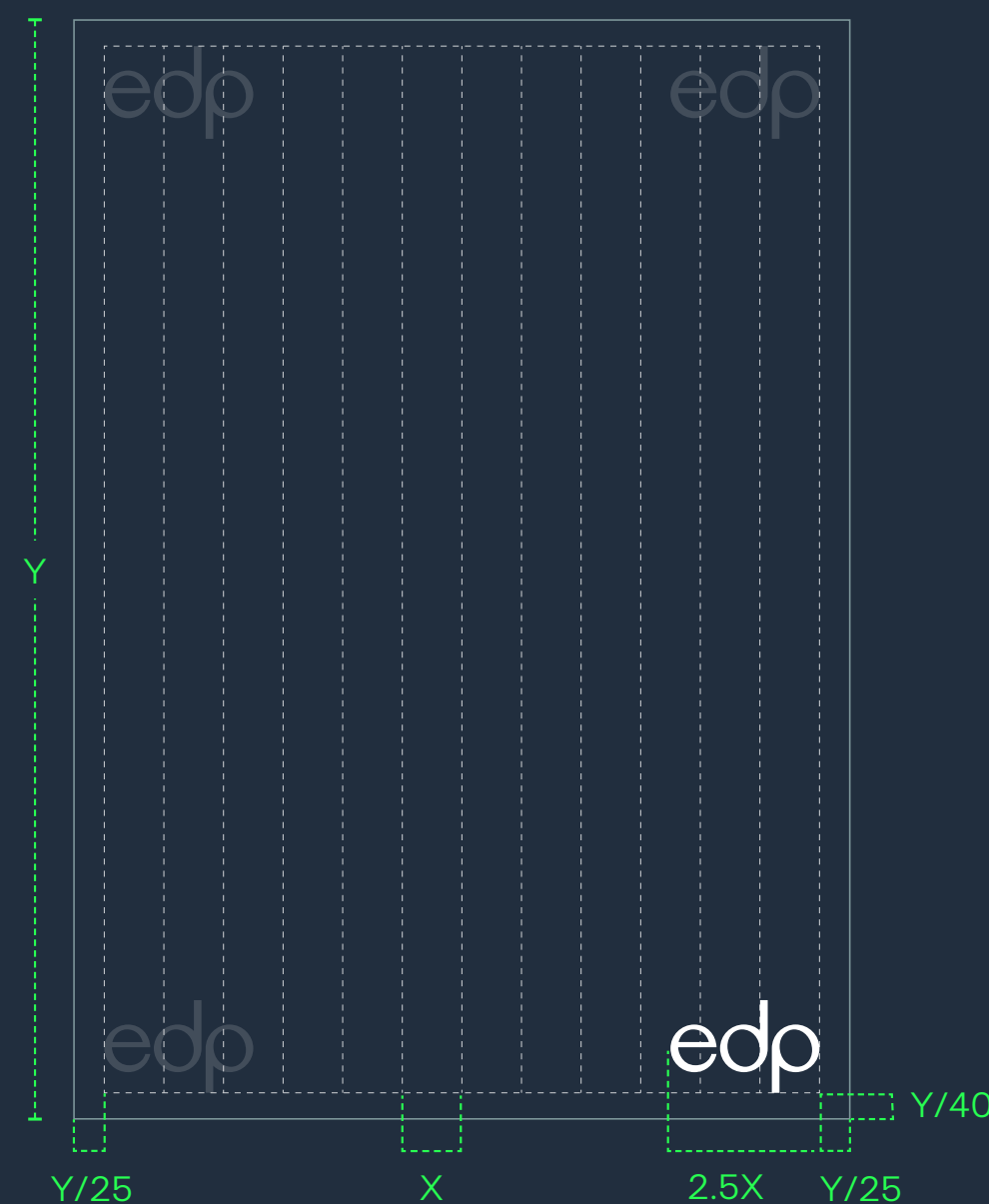
Composition
Grid

Our layouts follow a simple grid in multiples of 6. This page shows an overview of which grid must be used for standard sizes. Use the closest format to your target size and adjust them accordingly.

Our logos are always anchored to one of the margins or centered on the spread, these schematics show some of the positions it could be applied to.

ISO A   12 columns
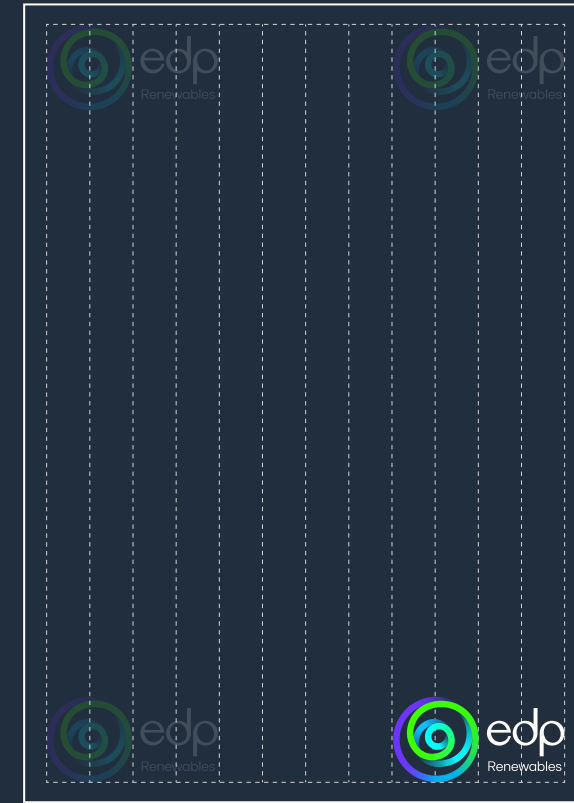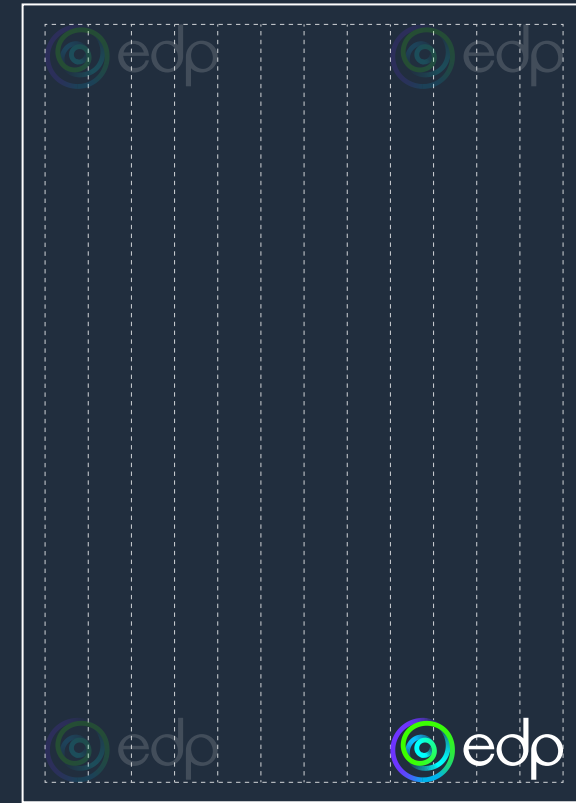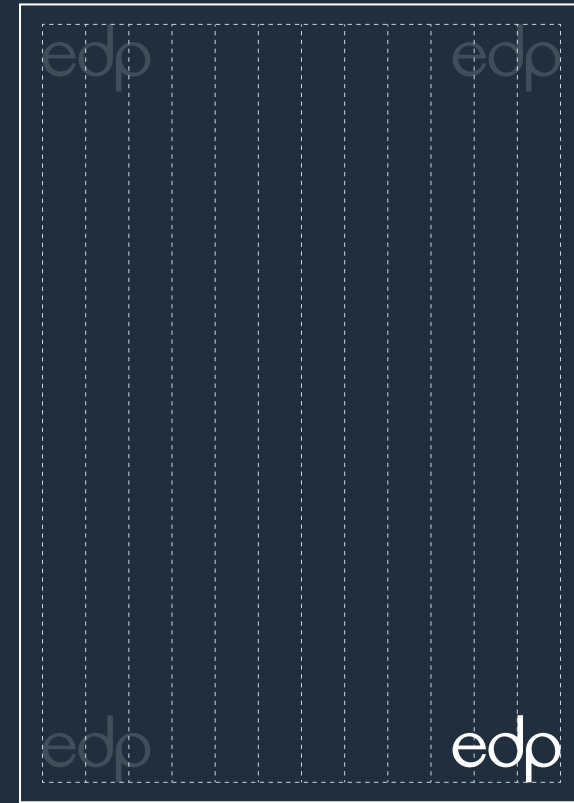
Square   12 columns
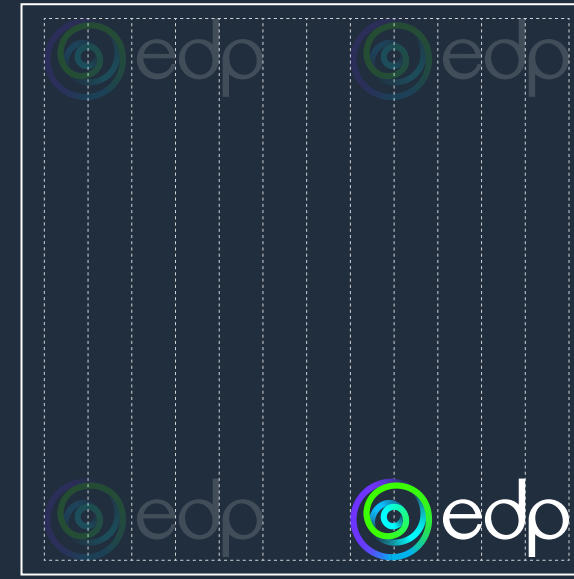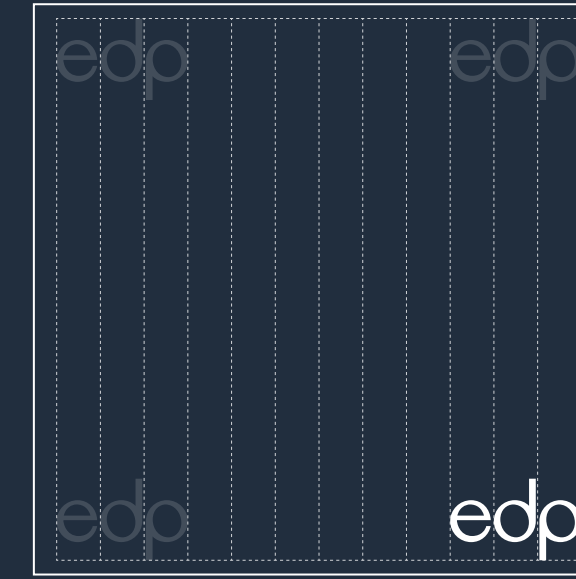
Landscape HD   24 columns

Tall display   6 columns
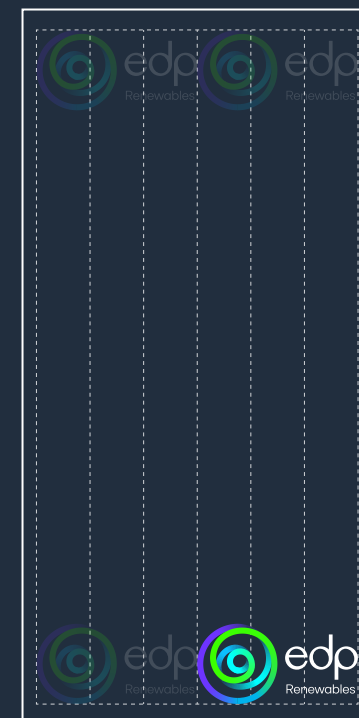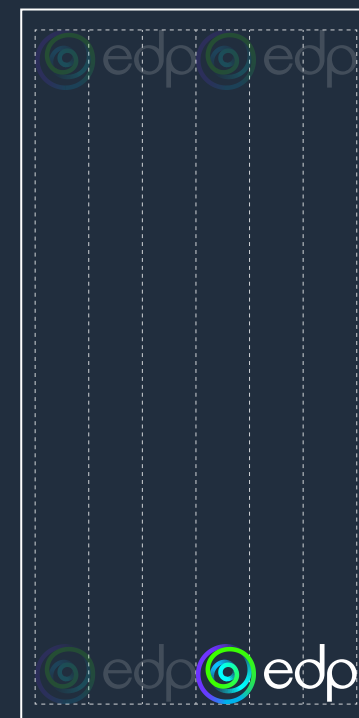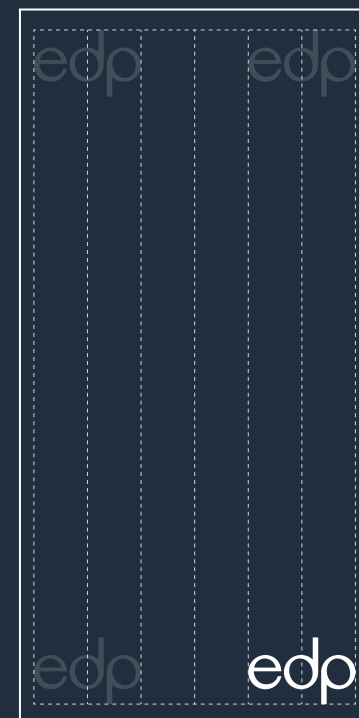
Website / 4:3   18 columns

Graphic crops

Our spiral is also used as an expressive graphic across our branded elements. This visual treatment allows us to create clear, meaningful and bold design communications, always embracing what our spiral embodies.

Composition
Graphic crops

Although a large range of crops can be created a selection of optimum crops have been pre-determined, as the brand evolves more can be added. This page demonstrates examples of the graphic crops applied on landscape and square formats.

Our spiral can be scaled and rotated to best fit the format, when creating new crops our spiral must always remain recognisable and where possible demonstrating the full range of colours.

In general a minimum of 55% of the spiral should always be visible. Exceptions apply for extreme formats and content dependent.

Use this document and supplied templates to ensure continuity and best representation of the brand across all touch points. Templates are for digital use only, for print outputs these should be used as visual guides for best practice.

Composition
Graphic crops
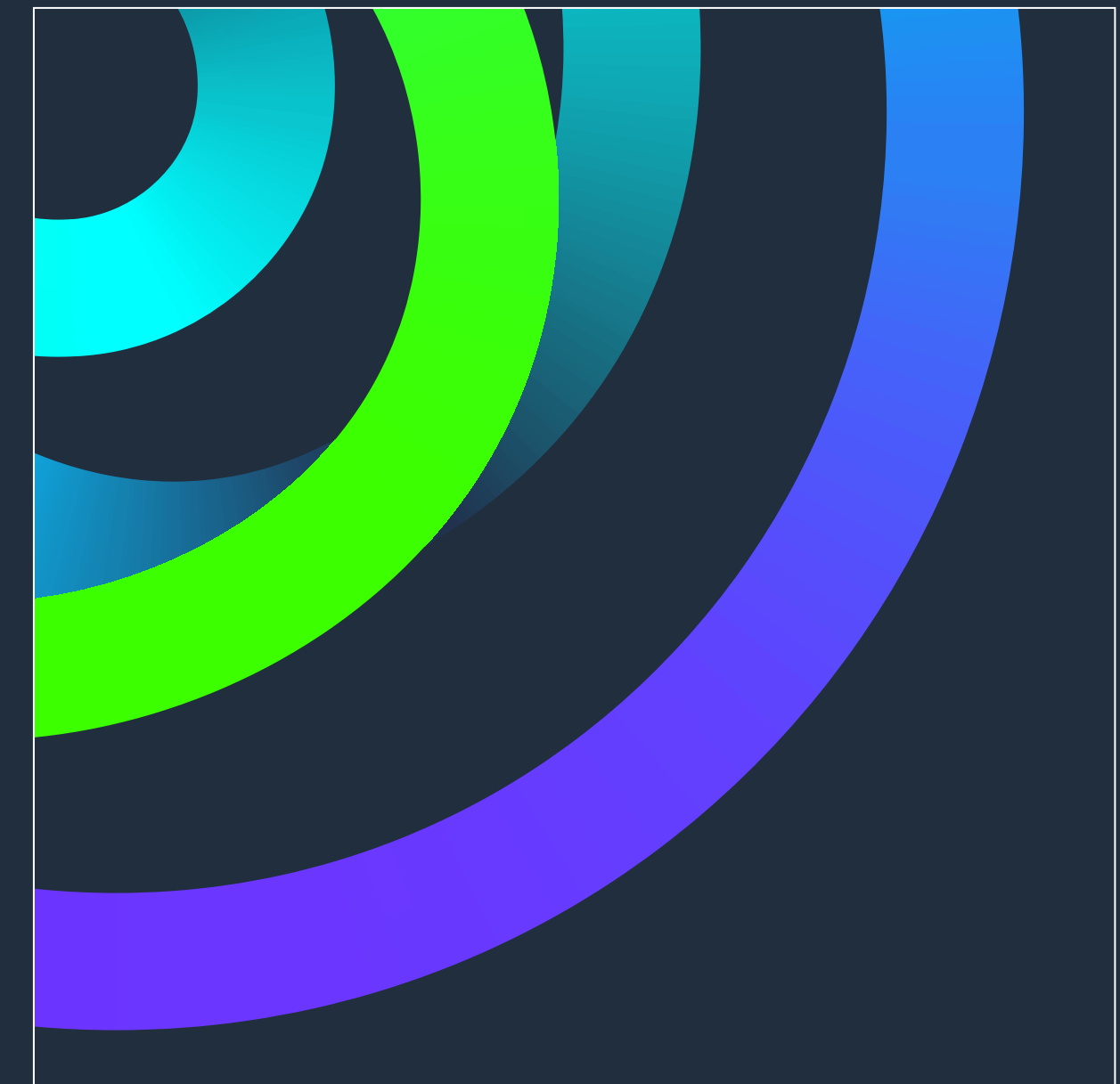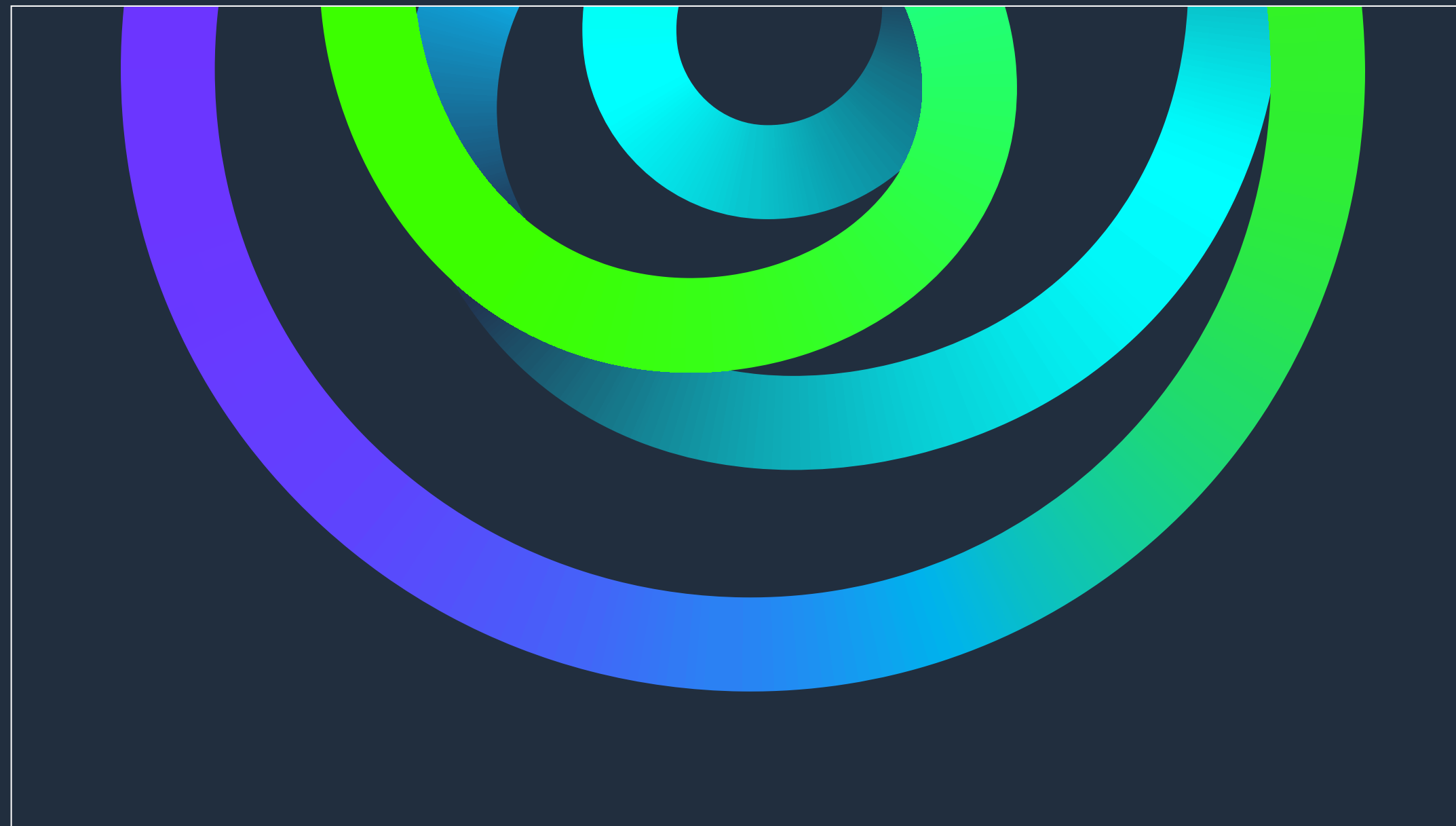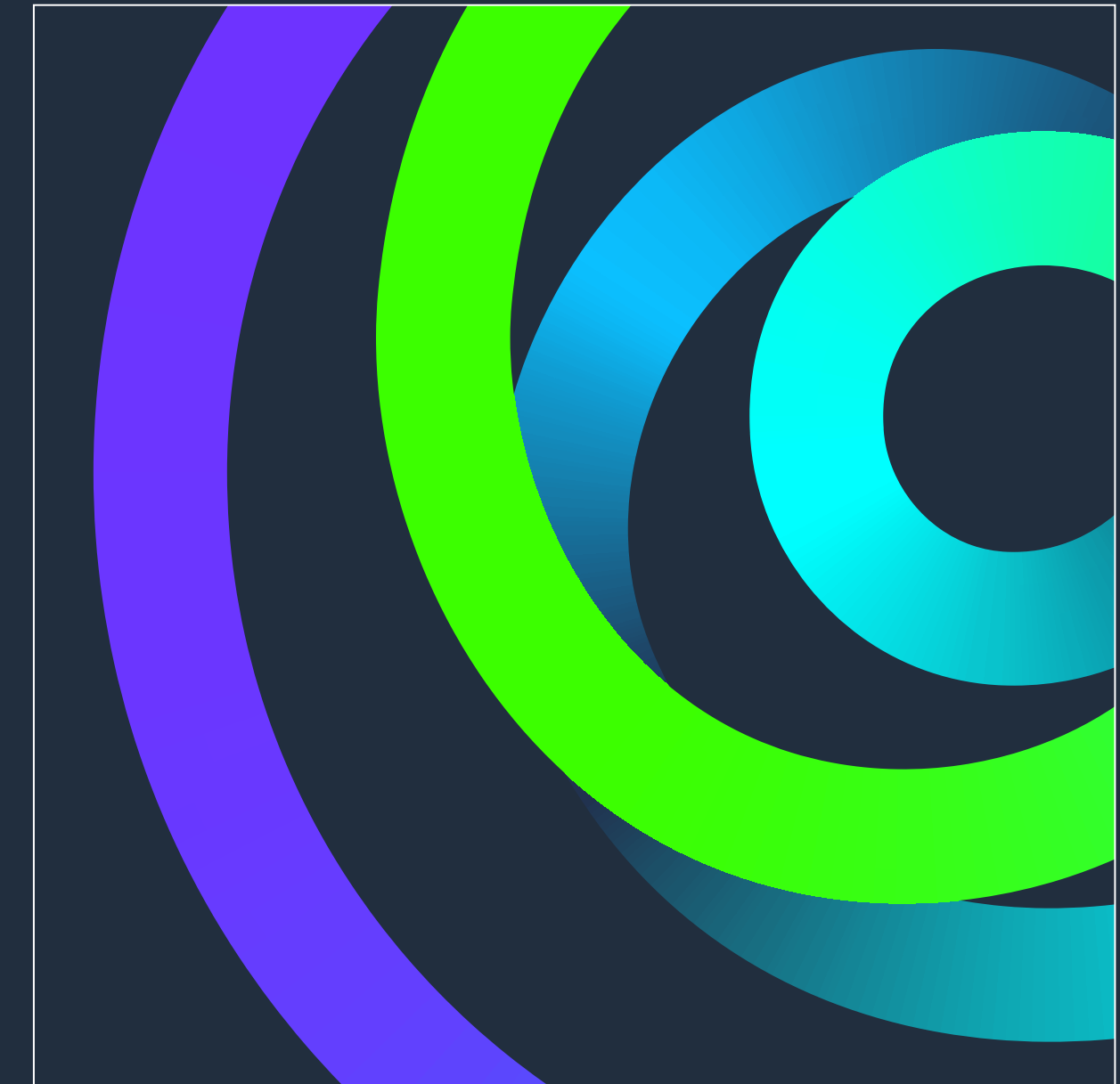
Portrait

Tall

This page demonstrates examples of the graphic crops applied on portrait and tall formats.

Use this document and supplied templates to ensure continuity and best representation of the brand across all touch points. Templates are for digital use only, for print outputs these should be used as visual guides for best practice.
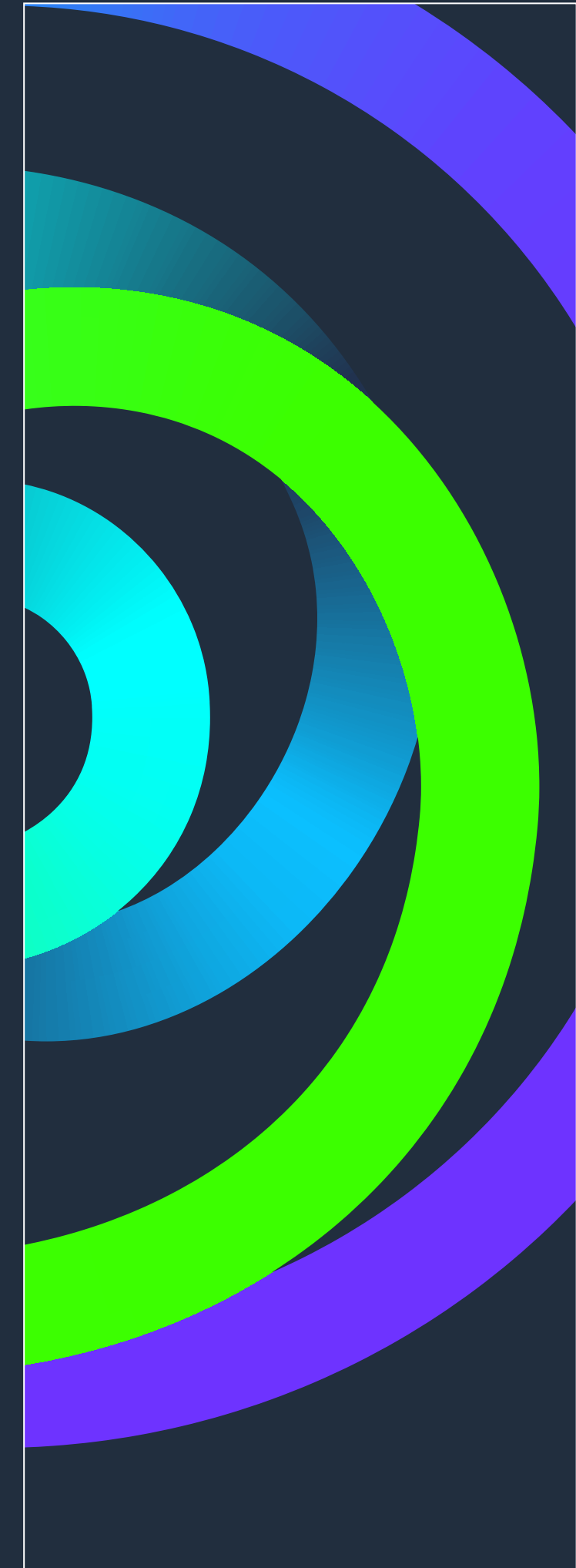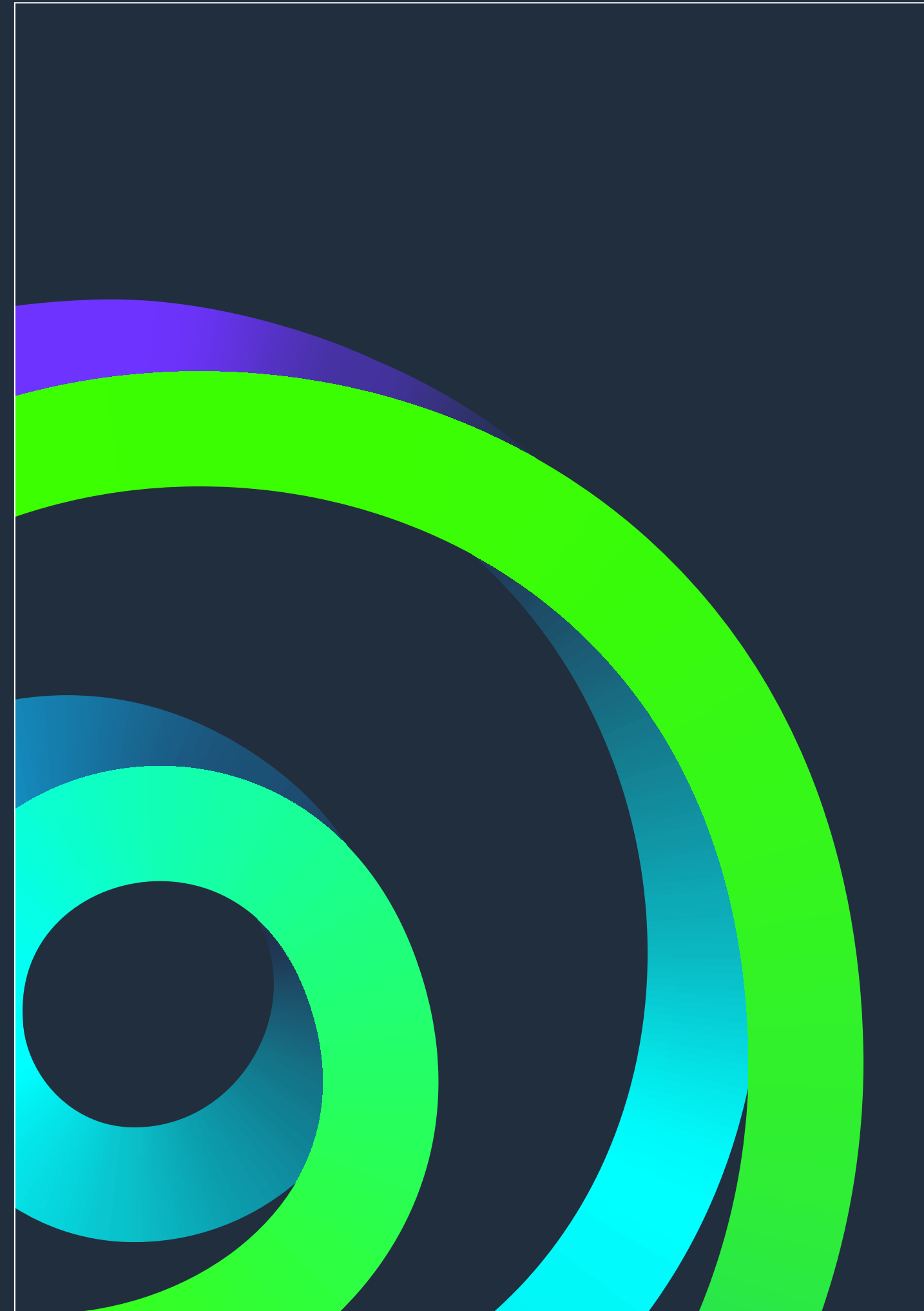
Graphic crops
Incorrect usage

Although our spiral can be cropped and applied in a variety of crops and sizes, this page demonstrates a few things to avoid when cropping the graphic. Take care to follow the rules outlined in this document.

Landscape

❌ Do not frame the spiral

Square
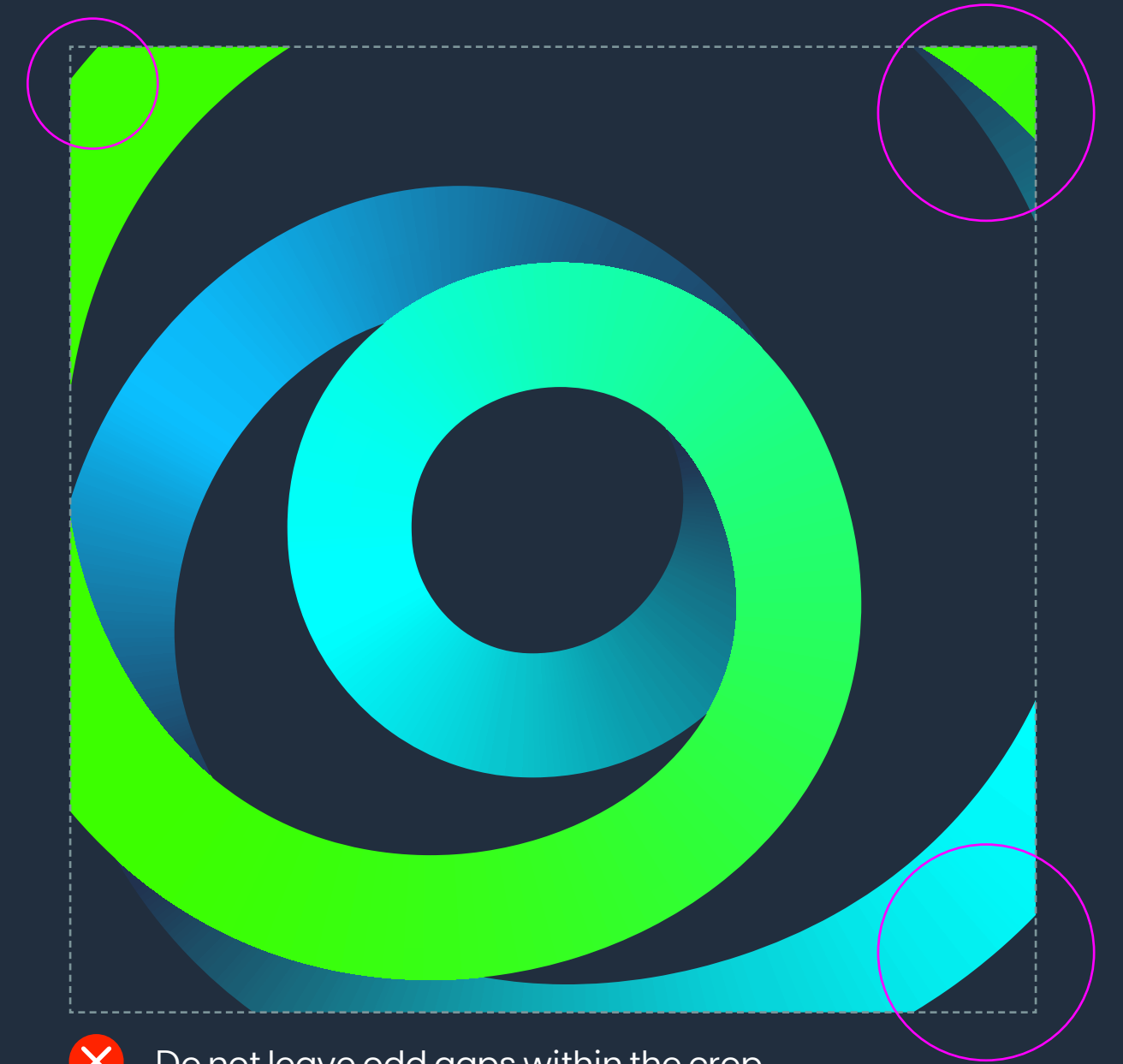
❌ Do not leave odd gaps within the crop

❌ Do not apply the spiral too small for the format

❌ Do not crop the spiral too much,

Composition
Wordmark and spiral

When the spiral is used as an expressive graphic within the layout the wordmark is applied on it's own. The wordmark must only be used in this way when the spiral is already present or in exceptional circumstances.

When the spiral is used as an expressive graphic the wordmark can interact with the spiral more freely, allowing them to interact more.

The size of the wordmark follows the grid for the format, this can be adjusted and scaled up depending on the layout. Please use designers discretion to determine the best size.
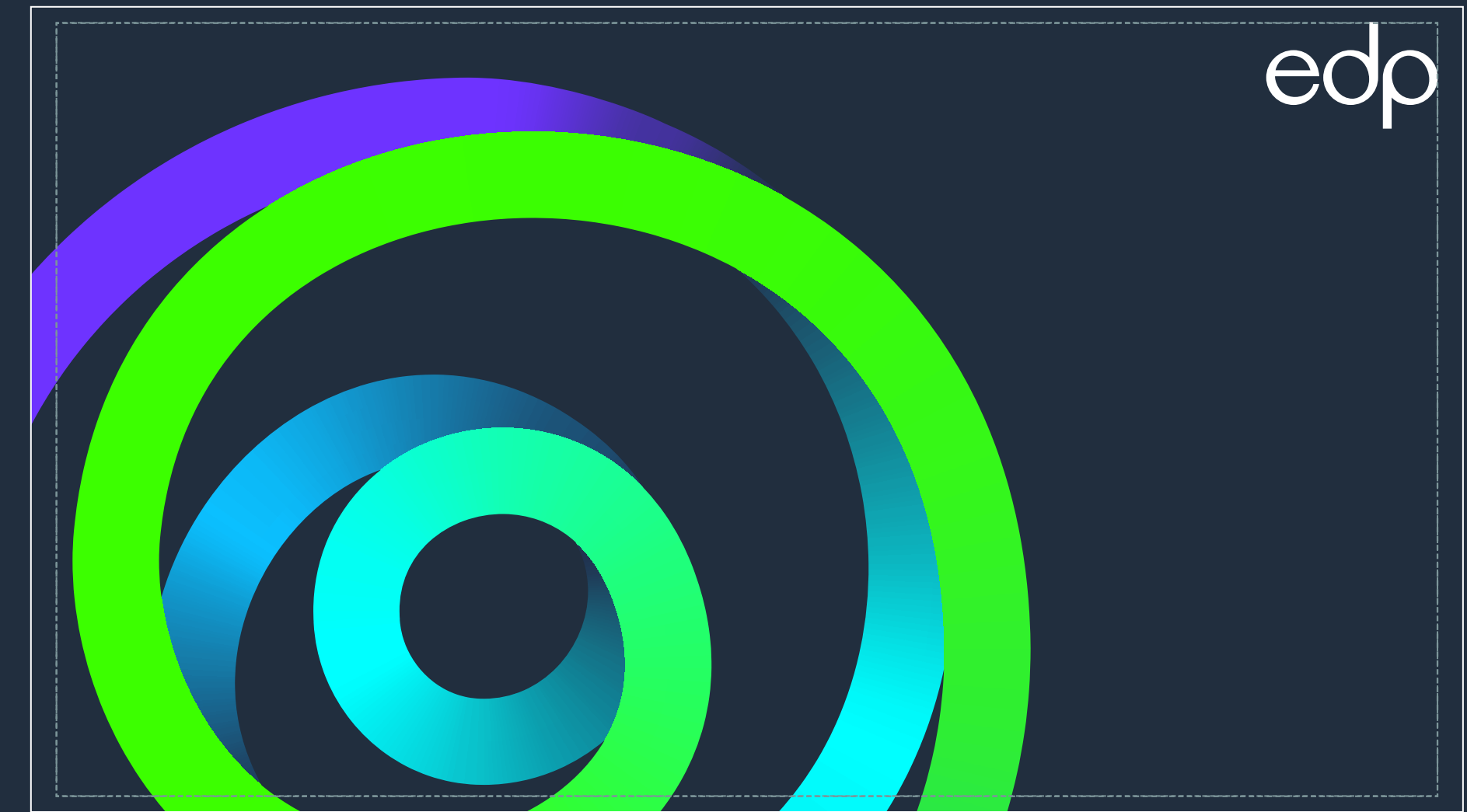
Messaging on spiral

When applying messaging over the spiral graphic care needs to be taken to make sure it interacts well with the text.

Look out for legibility over colour and position of the wordmark in comparison to the text. Both elements should have space to 'breathe' and not be cutting each other off in awkward places.

Portrait

edp

Building a better future

edp

Building a better future

edp

Landscape

Changing tomorrow now

edp

Square

Building a better future

edp
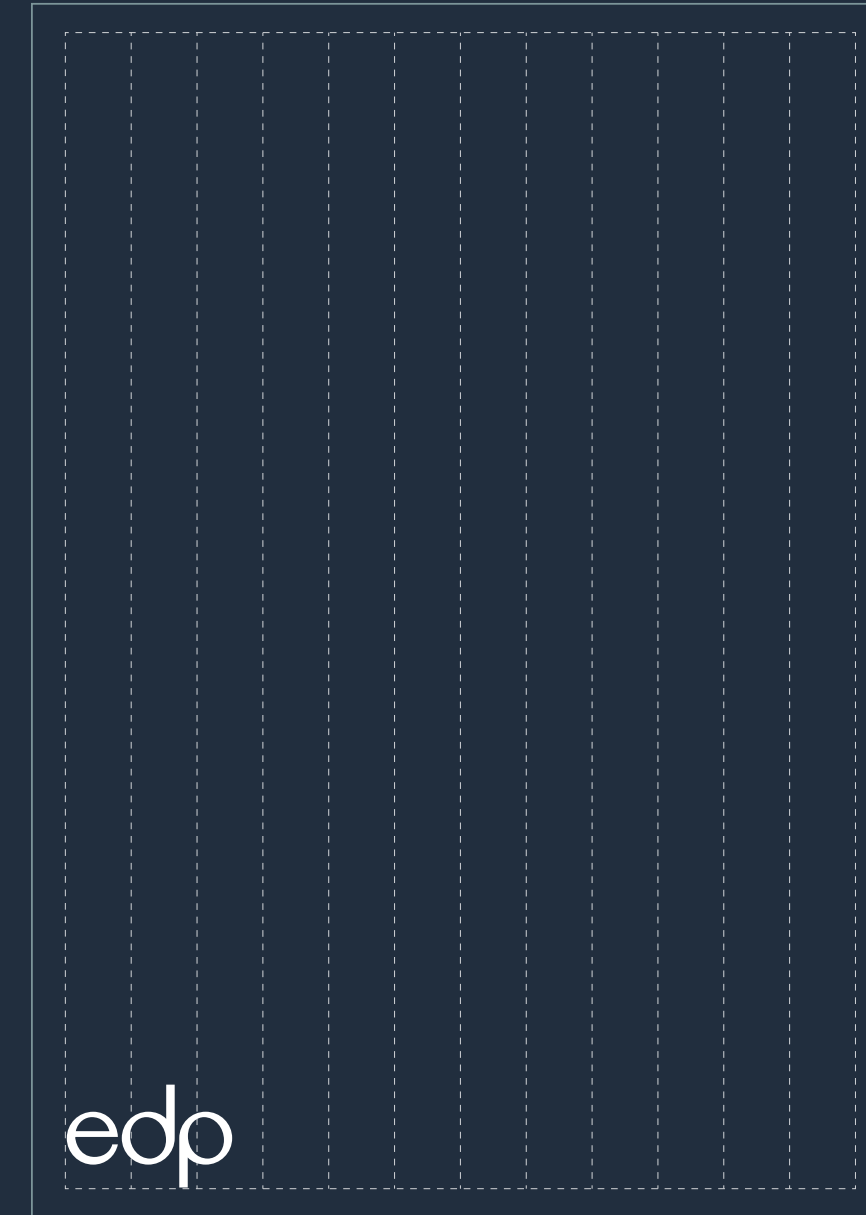
Composition
Exceptional use

Extra wide and tall formats such as web banners are treated as exceptional use, where possible the same rules should apply, otherwise adjusted guidelines are applicable.

When a format doesn't allow for the margin or columns rules to be used (such as web banner 300x50 and 728x90) the width of the format can be used to determine the margin.

Always ensure to follow the minimum size rules for each logo.

Web banner 300x250

Web banner 336x280

Web banner 160x600

For a better future

Changing tomorrow now
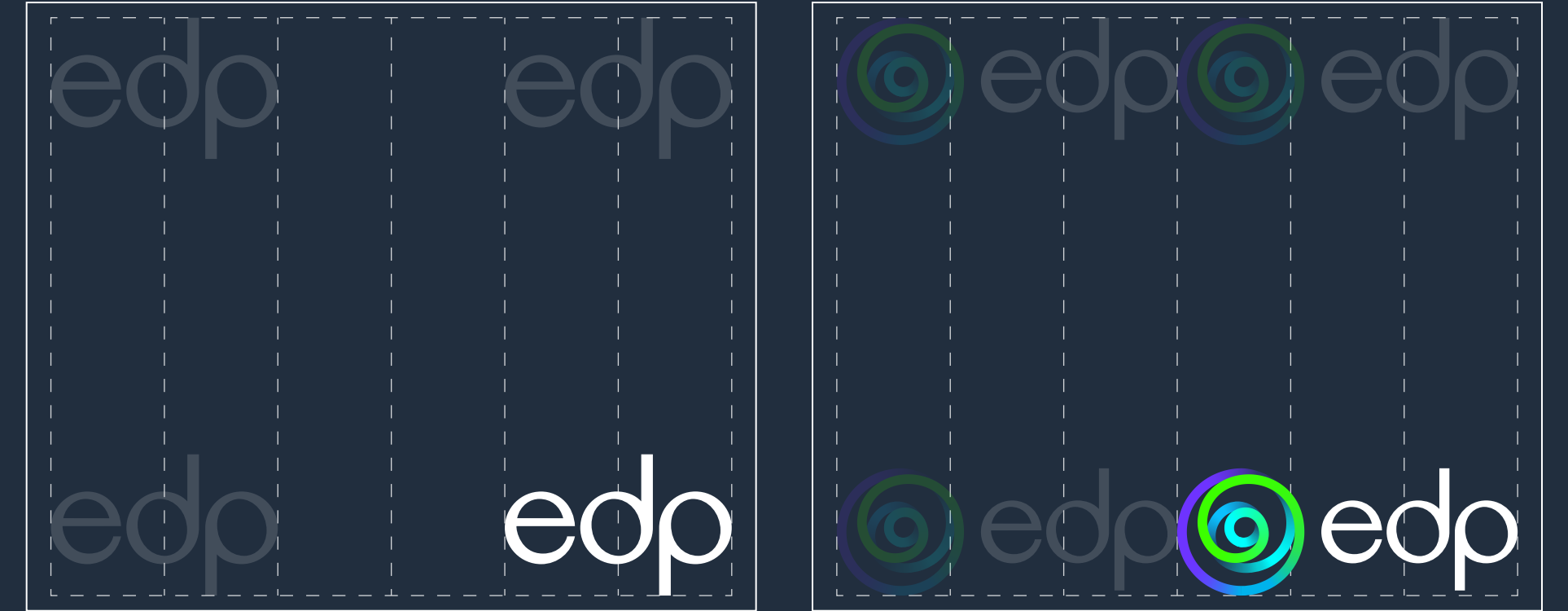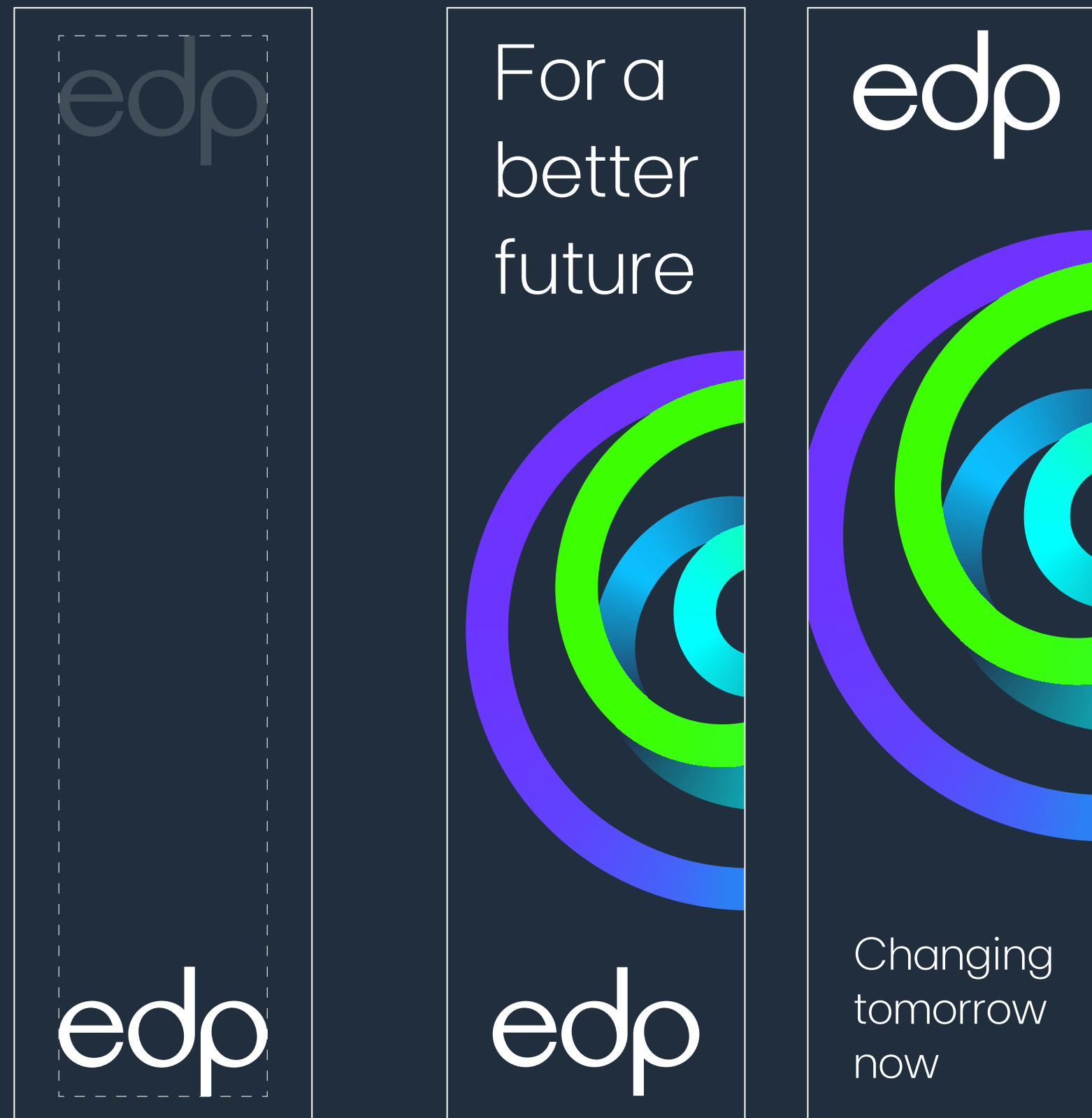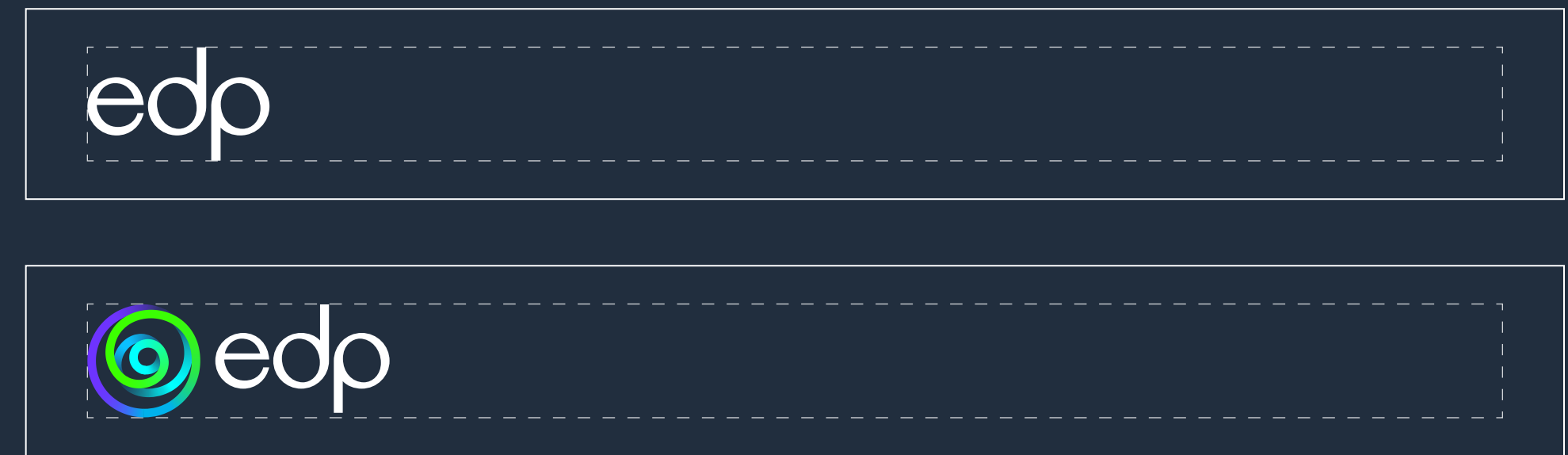
Web banner 300x50

Web banner 300x50

Animated sequence

Changing tomorrow now
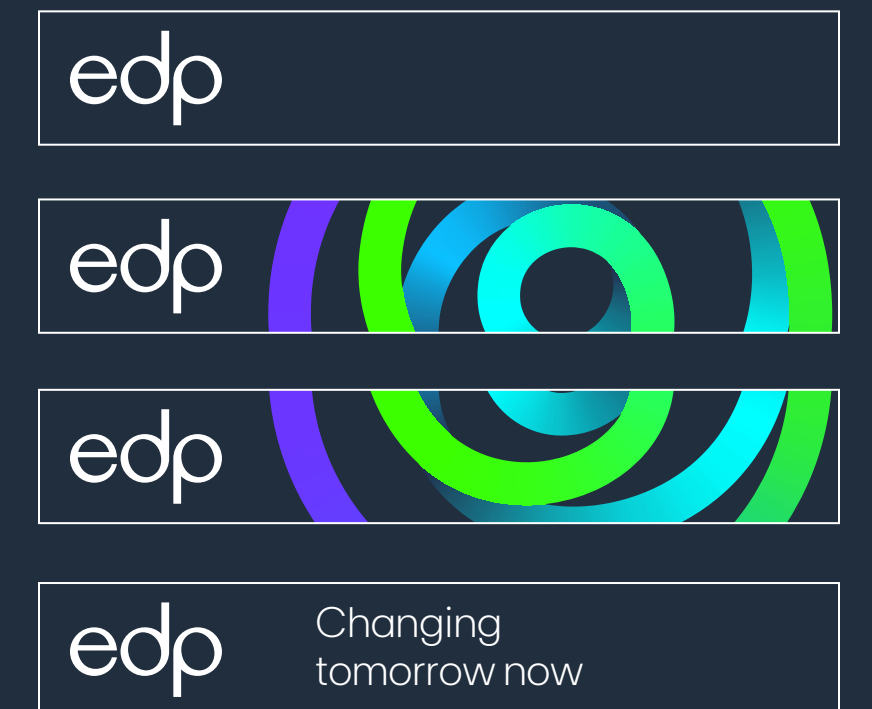
Spiral on colour

Our spiral is crafted for optimum visibility
on backgrounds by using two colour variations.

Take care when applying our spiral or logos to
backgrounds always picking the spiral colouring
that delivers best contrast.

For use on dark backgrounds

For use on light backgrounds

Composition
Logo on colour

The shading of our spiral determines which version of the logo should be applied per background.

When picking between the two versions the brightness of the background is used, any colour below 55% must use the light colour version of our logos. The darkest part of the spiral must not be darker than the background it is sitting on, it should therefore seamlessly blend into the background as much as possible.

When applying our logo to bright colours where our full colour spiral clashes, the transparent greyscale logos must be used. Designers discretion must be used when applying our logo to colours outside our colour palette.

Marine Blue

EDP_Group_MasterLogo_RGB_Dark_NEG

Spruce Green

EDP_Group_MasterLogo_RGB_Dark_NEG

Slate Grey

EDP_Group_MasterLogo_RGB_Light_NEG

White

EDP_Group_MasterLogo_RGB_Light_POS

Electric Green

EDP_Group_MasterLogo_RGB_Greyscale_Transparent_POS

Violet Purple

EDP_Group_MasterLogo_RGB_Greyscale_Transparent_NEG

Composition
Logo on image

When applying our logo on image high enough contrast must be ensured for best legibility.

To determine this use the darkest shading in our logo, if this is too visible when using the dark version of our logo, the light version must be used.

When applying our logo on image, the white wordmark (NEG) is preferred, use grey wordmark lockup (POS) when legibility isn't achieved.

EDP_Group_MasterLogo_RGB_Dark_NEG

EDP_Group_MasterLogo_RGB_Dark_NEG

EDP_Group_MasterLogo_RGB_Light_NEG

EDP_Group_MasterLogo_RGB_Light_POS

Composition
Crops on imagery

Our spiral is also used as an expressive graphic element across our branded communications.

Optimum crops have been determined for best use of the graphic elements. Use this document and supplied templates to ensure continuity and best representation of the brand across all touch points.

Digital
When applying the logo on images for digital outputs the effect is built using two layers:
Layer 0 – Image
Layer 1 – RGB spiral set to Lighten, 40–60% opacity
Layer 2 – RGB spiral set to Hard Light, 90–100% opacity

Pantone print
When applying the Pantone logo on images the effect is built using three layers:
Layer 0 – Image
Layer 1 – White spiral set to Normal, 75% opacity
Layer 2 – Blue spiral set to Multiply, 100% opacity
Layer 3 – PMS Green and Purple spiral set to Normal, 100% opacity

CMYK print
When applying the CMYK logo on image the effect is built using two layers:
Layer 0 – Image
Layer 1 – CMYK spiral set to Colour dodge, 100% opacity
Layer 2 – CMYK spiral set to Multiply, 80% opacity

The settings on this page are optimal but designers discretion must be used depending on the image and output.

Layer 1 – Image

Layer 2 – Spiral (Dark)
　　　　Opacity: 40–60%
　　　　Blending mode: Lighten

Layer 3 – Spiral (Dark)
　　　　Opacity: 90–100%
　　　　Blending mode: Hard Light

Layer 1 – Image
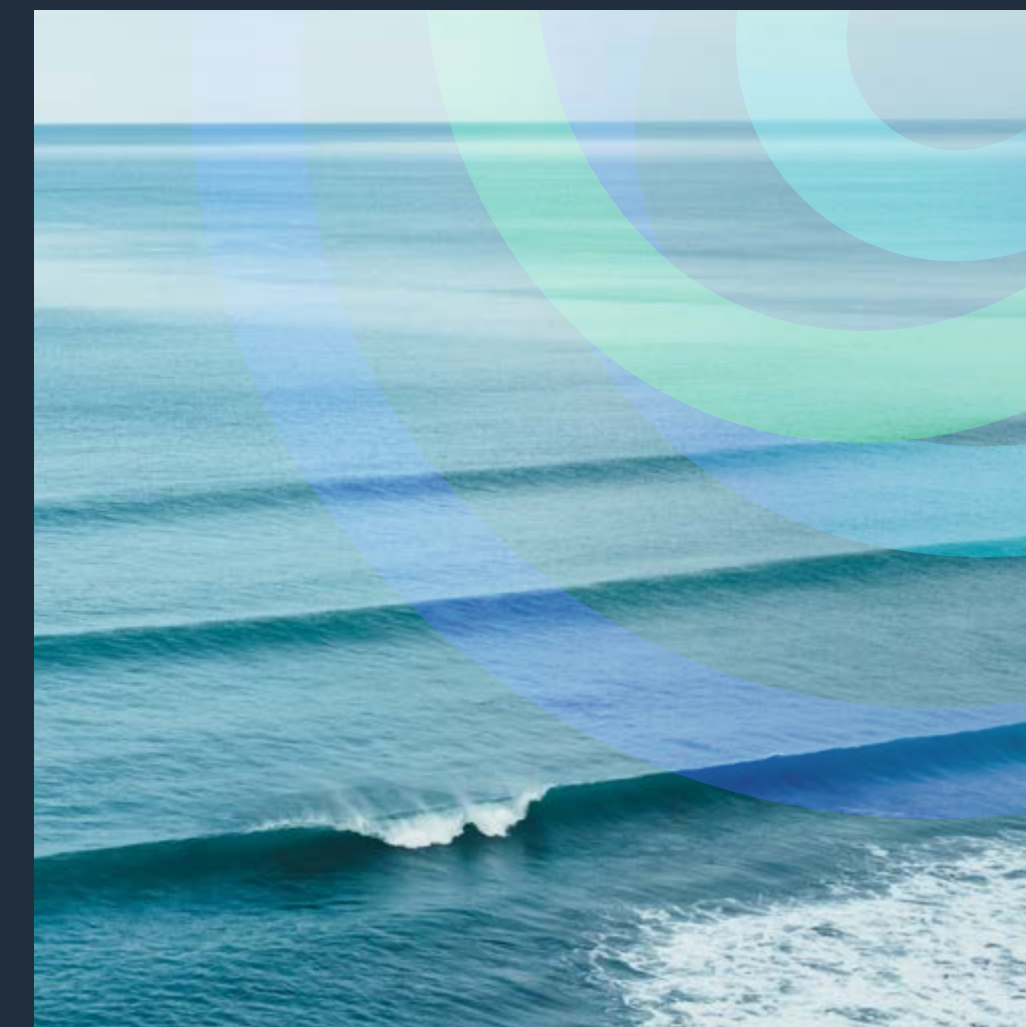
Layer 2 – Spiral (Light)
　　　　Opacity: 40–60%
　　　　Blending mode: Lighten
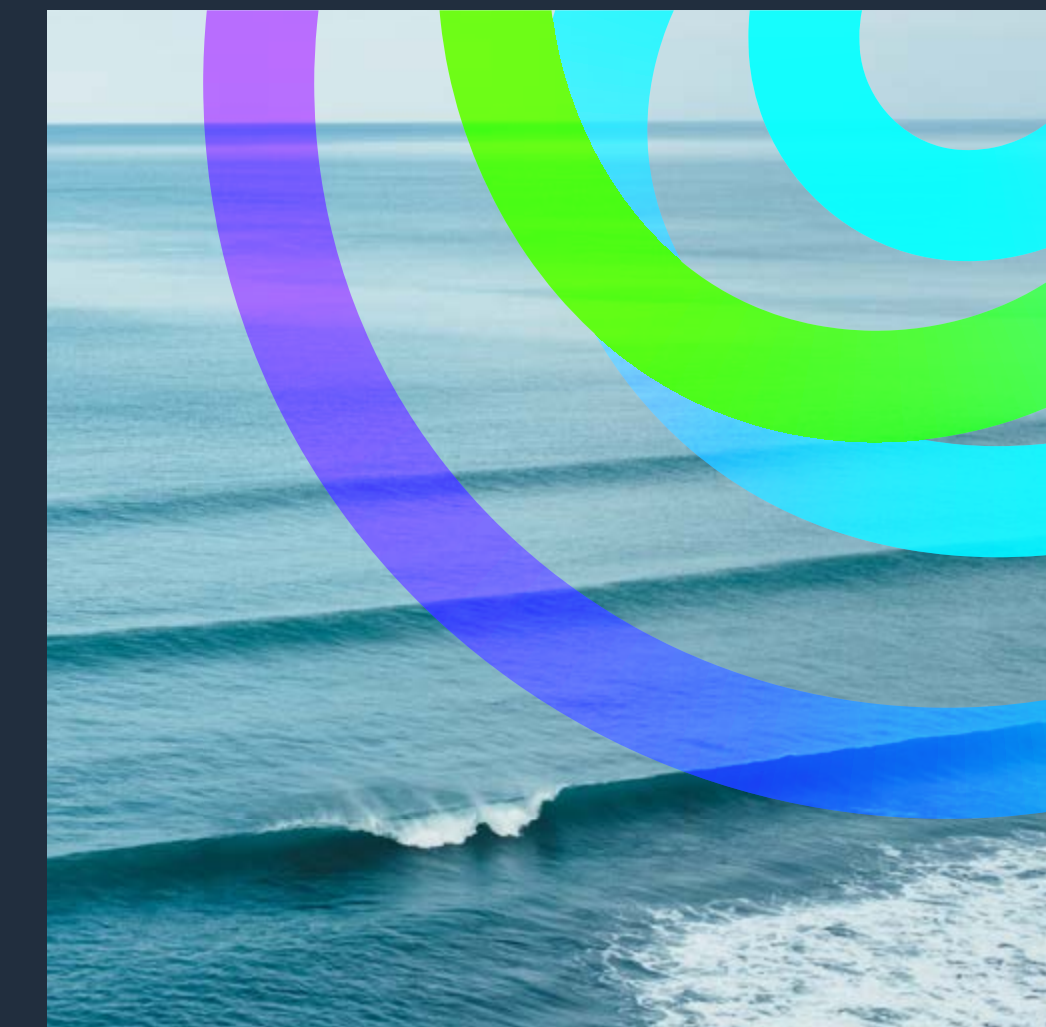
Layer 3 – Spiral (Light)
　　　　Opacity: 90–100%
　　　　Blending mode: Hard Light

Crops on imagery misuse

To ensure brand recognition and consistency in communications please follow the guidelines in how to apply the spiral as a graphic. This page shows a few examples of misuse of our graphic.

❌ Do not cover the main subject of the image with the spiral graphic

❌ Do not use the dark use spiral on light images, or vice versa
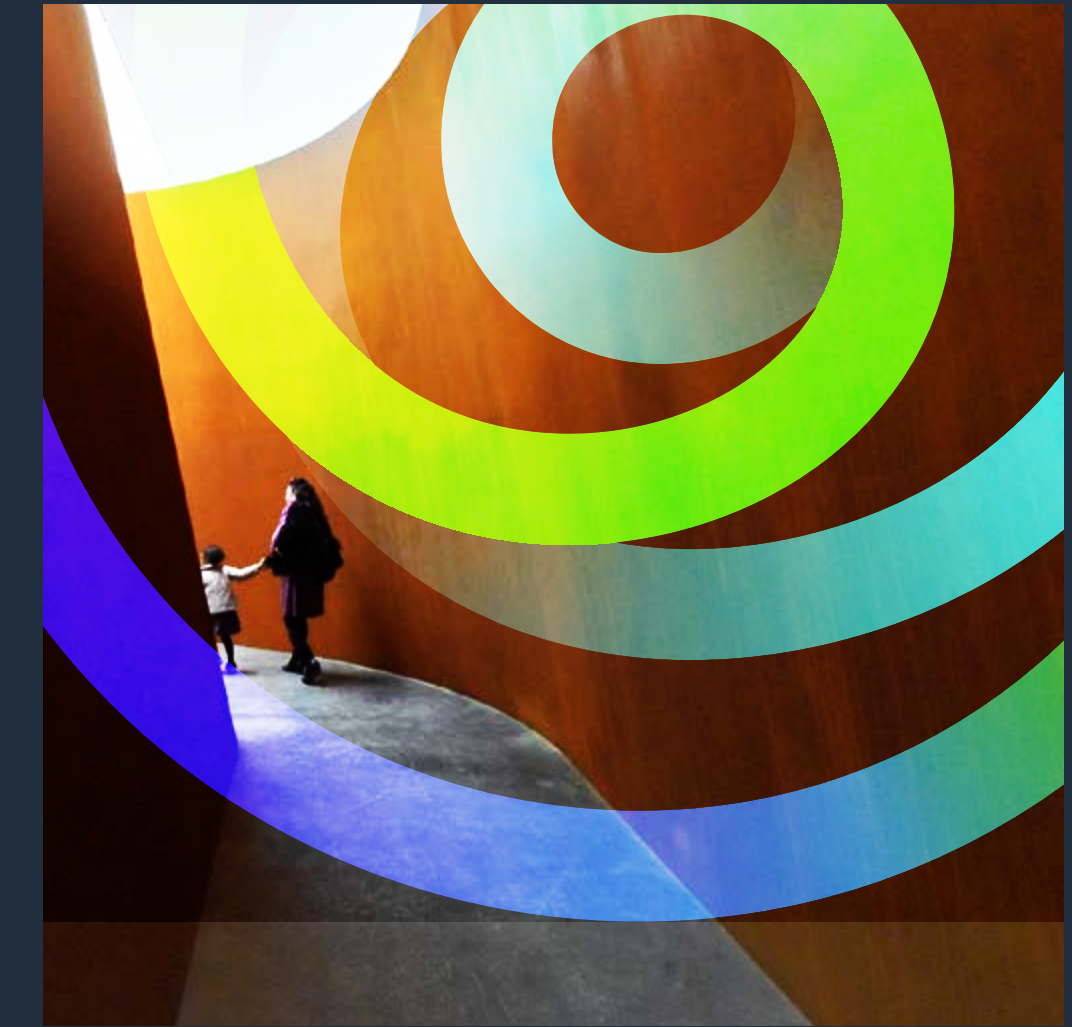
❌ Do not change the effect

❌ Do not use the center of the spiral to focus on a subject

❌ Do not apply the spiral graphic over clashing colourful parts of the image

❌ Do not apply the spiral graphic over busy images if not enough space in format

Center crop

A crafted crop has been created to be used in this format, please use the templated files when applying this crop to a layout. Do not recreate using the logo spiral.

The supplied crop must only be used for landscape formats, if applying to other formats designer's discretion must be used to ensure best reproduction.

Composition

Misuse

This page demonstrates a few examples of misuse of layout rules. To ensure brand recognition and consistency in communications take care to follow the rules determined in this document.

❌ Do not use the lockup logo if the spiral is already used in the layout

❌ Do not use the tagline lockup in our communications

❌ Do not use descriptor logos and group logos in the same layout

❌ Ensure text is always legible over the spiral colours and edges aren't crossing through the counters (on text or logo)

❌ Do not use the counter of the spiral to frame any content

Typography

Our typeface

Our brand typeface is the sans serif FT Base, designed by Frost Type foundry and expertly customised for EDP. The rounded counters and varying weight compliment the dynamism of our symbol and wordmark.

The typeface is modern and human, bringing clarity to all our communications. It allows us to range from technical terms to core messaging without loosing the human connection.

World languages
Our typeface covers the following languages, if using any not listed below please refer to the following pages for which typeface should be used.

Afrikaans, Albanian, Asu, Basque, Bemba, Bena, Cebuano, Chiga, Colognian, Cornish, Corsican, Danish, English, Estonian, Faroese, Filipino, Finnish, French, Friulian, Galician, German, Gusii, Icelandic, Ido, Indonesian, Interlingua, Irish, Italian, Javanese, Jju, Kabuverdianu, Kalaallisut, Kalenjin, Kinyarwanda, Lojban, Low German, Luo, Luxembourgish, Luyia, Machame, Makhuwa-Meetto, Makonde, Malagasy, Malay, Manx, Morisyen, North Ndebele, Northern Sotho, Norwegian Bokmål, Norwegian Nynorsk, Nyanja, Nyankole, Occitan, Oromo, Portuguese, Romansh, Rombo, Rundi, Rwa, Samburu, Sango, Sangu, Sardinian, Scottish Gaelic, Sena, Shambala, Shona, Soga, Somali, South Ndebele, Southern Sotho, Spanish, Swahili, Swati, Swedish, Swiss German, Taita, Taroko, Teso, Tsonga, Tswana, Vunjo, Walloon, Xhosa, Zulu

AaBbCcD

FT Base

Light
Light Italic
Book
Book Italic
Regular
Regular Italic
Medium
Medium Italic
Semibold
Semibold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789€£$&%@?+-=

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789€£$&%@?+-=*

Type hierarchy

Our typography style is confident while accessible, our communications must always feel human and not alienate people from the message through language.

Ensure a clear hierarchy of information is defined to help the reader navigate pages. To achieve this we only use a limited number of styles and sizes. The larger the text the lighter it should be.

Titles can be aligned to the left or centre. All type must be used in sentence case and ligatures are not used.

Title
FT Base Light
At least 4x Body size
110% Leading
0 Tracking

Subheading
FT Base Semibold
100% Body size
120% Leading
0 Tracking

Body
FT Base Book
120% Leading
0 Tracking

Caption
FT Base Book
50% Body size
140% Leading
0 Tracking

Changing tomorrow now

We are creating a new energy on the planet

More inclusive. More shared. Greener. Promoting renewable energy on a worldwide scale. Using the power of wind, sun and water, to be all green by 2030[1]. Accelerating decarbonization, to achieve carbon neutrality. Investing €24 billion in the energy transition. Duplicating the capacity in solar and wind power. Betting on new technologies, such as green hydrogen. Leading the way in sustainability indexes.

[1] In 2015, the United Nations defined 17 Sustainable Development Goals (SDGs). And with these SDGs, a deadline to comply with them: 2030. These goals aim to end poverty, combat inequality, and prevent climate change through the joint work of governments, businesses, and citizens.

Tabular figures

For clear communication of data throughout our brand, a tabular figure alternative of the number 1 is used.

Tabular figures ensure all numbers have the same horizontal space, creating neater numeral alignment. This alternative must be used when creating number heavy layouts.

Without tabular figures

€311,00

587,11

67,55

	2020	2025	2030
Revenues aligned with EU taxonomy (%)	58	70	80
Scope 1 & 2 emissions (gCO2e/kWh)	157	100	0
Renewables generation (%)	74	85	100
Coal installed capacity (%)	8	0	0
Total waste (kt)	309	118	30

With tabular figures

€311,00

587,11

67,55

	2020	2025	2030
Revenues aligned with EU taxonomy (%)	58	70	80
Scope 1 & 2 emissions (gCO2e/kWh)	157	100	0
Renewables generation (%)	74	85	100
Coal installed capacity (%)	8	0	0
Total waste (kt)	309	118	30

Typography
Fallback typeface

When FT Base cannot be used our fallback typeface is Arial, this typeface is a Windows default font and should be available to anyone to use.

Use of this typeface must be reserved for very extreme circumstances, FT Base must be installed and used where possible. Arial must not be used for customer facing communications.

FT Base

AaBbCcDdEeFfGgHhIi
JjKkLlMm NnOoPpQqRr
SsTtUuVvWwXxYyZz

Arial – Fallback

AaBbCcDdEeFfGgHhIi
JjKkLlMm NnOoPpQqRr
SsTtUuVvWwXxYyZz

* When applying our logo in an email signature,
  please use the correct version of the logo artwork:
  EDP_Group_EmailSignature_65px.png,
  EDP_Group_EmailSignature_72px.png, or
  EDP_Group_EmailSignature_100px.png

To: willer@pentagram.com

Cc:

Subject: EDP email signature

Dear Marina,

Et ute lam, totae. Num nonsequam fugiate dolupta ecerum erro eum quos exero dolupta dunt, ius eat volor sandiorit et exceriost, odi ut porum venderit, te lam am dolorectur sant ium aut aut qui ullitas doluptate et doluptamust aspid et quiature consece ptatio te ab iumque paribustem evendel laborum liquaecea consequatur sumquam, quamet, omnis eseditiorrum inihicilibus qui ut veles repe sum volorio ditatia seque laut renectis aut andam quae dolorem porerum everchi liquatur sit, sam fugit omnimet, que molupta tecus prendus minulparit mos diti dit ius dolorestrum quatque vel incte eos aciatem ipient lab illam eaquam re dendi offic te sit aped qui u dolupta tuscides autem fuga.

Solorum quatemp oruntus ad mos dit est audaepellore vit optati ium qui aperum illupiet ut et et eatatiumqui vernam conem et autem seque nonsed estempo ribust quas ipsum rem nim laceaquam sundae plicate mpores mi, nissum natia num ipit ut re volo temodi o sunt ommodis aut ut od eturi denihillor sa et is ellitas perecuptatem exerrum quibus rem voluptiat. Ed entia coritat rerit harcid qui c

Et audio. Nam dolor aut in nima voluptia qui beruptamus doloribusae nis andendest, saperfere autecep ratque labor autemporpor a venduntius. Nullent, iducipsaest, que nemporit qui susci offictotatis di cum sin nesequid ut omnihillest odicips untiorume voluptatist cum sin non rem a alique sam quo entibustrum etustio ribus, que ommolupta simus aut fugitat usandanihil int fugit, cuptate dolore voluptat pratet ra nonsequae est exeriat lam quibus deste senem verchitas aut dolo corumquam rent ipsam ea doluptiae. Nim recu one cust liquae consenistium dolorest listio

Kind regards,
Vera Pinto Pereira

Naomi Cato Silva
Customer Relationship Officer
EDP — Energias de Portugal, S.A.

T (+351) 333 662 725
Avenida 24 Julho, 12
1249-300 Lisboa Portugal

Polish

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Polish the typeface Mulish is used.

Mulish is a minimalist Sans Serif typeface, designed for both display and text typography.

Within our brand Mulish can be used in the weights Light, Regular, Medium and Semibold.

Mulish can be accessed from Google fonts, free to use and licensed under the Open Font License.

Zmieniamy jutro teraz

Mulish Light

AaĄqBbCcĆćDdEeĘęFfGgHhIiJjKk LlŁłMmNnŃńOoÓóPpRrSsŚśTtUu WwYyZzŹźŻż

Mulish Regular

AaĄqBbCcĆćDdEeĘęFfGgHhIiJjKk LlŁłMmNnŃńOoÓóPpRrSsŚśTtUu WwYyZzŹźŻż

Mulish Semibold

AaĄqBbCcĆćDdEeĘęFfGgHhIiJjKk LlŁłMmNnŃńOoÓóPpRrSsŚśTtUu WwYyZzŹźŻż

Czech

Změna
zítra nyní

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Czech the typeface Mulish is used.

Mulish is a minimalist Sans Serif typeface, designed for both display and text typography.

Within our brand Mulish can be used in the weights Light, Regular, Medium and Semibold.

Mulish can be accessed from Google fonts, free to use and licensed under the Open Font License.

Mulish Light

AaÁáBbCcČčDdĎďEeÉéĚěFfGgHhCHch
IiÍíJjKkLlMmNnŇňOoÓóPpQqRrŘřSsŠšTt
ŤťUuÚúŮůVvWwXxYyÝýZzŽž

Mulish Regular

AaÁáBbCcČčDdĎďEeÉéĚěFfGgHhCHch
IiÍíJjKkLlMmNnŇňOoÓóPpQqRrŘřSsŠšTt
ŤťUuÚúŮůVvWwXxYyÝýZzŽž

Mulish Semibold

AaÁáBbCcČčDdĎďEeÉéĚěFfGgHhCHch
IiÍíJjKkLlMmNnŇňOoÓóPpQqRrŘřSsŠšTt
ŤťUuÚúŮůVvWwXxYyÝýZzŽž

Greek

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Greek the typeface Manrope is used.

Manrope is an open source modern sans-serif typeface, it employs minimal stoke thickness variations and a semi-closed aperture.

Within our brand Manrope can be used in the weights Light, Regular, Medium and Semibold.

Manrope can be accessed from Google fonts, free to use and licensed under the Open Font License.

Αλλάζει αύριο τώρα

Manrope Light

AaBβΓγΔδEεZζHηΘθIιKκΛλMμNν
ΞξOoΠπPρΣσ/ςTτYυΦφXxΨψΩω

Manrope Regular

AaBβΓγΔδEεZζHηΘθIιKκΛλMμNν
ΞξOoΠπPρΣσ/ςTτYυΦφXxΨψΩω

Manrope Semibold

AaBβΓγΔδEεZζHηΘθIιKκΛλMμNν
ΞξOoΠπPρΣσ/ςTτYυΦφXxΨψΩω

Cyrillic

Изменение завтра сейчас

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Cyrillic languages the typeface Mulish is used.

Mulish is a minimalist Sans Serif typeface, designed for both display and text typography.

Within our brand Mulish can be used in the weights Light, Regular, Medium and Semibold.

Mulish can be accessed from Google fonts, free to use and licensed under the Open Font License.

Mulish Light

АБВГЃДЂЃЕЀЁЄЖЗЗ́ЅИІЇЙЙЈКЛЛЉ МНЊОŌПРСС́ТЋЌУȲЎФХЦЧЏШ ЩЪЫЬЭЮЯ

Mulish Regular

АБВГЃДЂЃЕЀЁЄЖЗЗ́ЅИІЇЙЙЈКЛЛЉ МНЊОŌПРСС́ТЋЌУȲЎФХЦЧЏШ ЩЪЫЬЭЮЯ

Mulish Semibold

АБВГЃДЂЃЕЀЁЄЖЗЗ́ЅИІЇЙЙЈКЛЛЉ МНЊОŌПРСС́ТЋЌУȲЎФХЦЧЏШ ЩЪЫЬЭЮЯ

Vietnamese

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Vietnamese the typeface Mulish is used.

Mulish is a minimalist Sans Serif typeface, designed for both display and text typography.

Within our brand Mulish can be used in the weights Light, Regular, Medium and Semibold.

Mulish can be accessed from Google fonts, free to use and licensed under the Open Font License.

Thay đổi ngày mai ngay bây giờ

Mulish Light

aâăáấắàầằãẫẳảẩẳạậặbcddđđêeềéếèễẽếẻệẹghiìíỉĩịklmnoôơóôốớòộờõỗổởỏỗọợốõpqrstuùúưụuứùũữủửvxyýỳỷỹy

Mulish Regular

aâăáấắàầằãẫẳảẩẳạậặbcddđđêeềéếèễẽếẻệẹghiìíỉĩịklmnoôơóôốớòộờõỗổởỏỗọợốõpqrstuùúưụuứùũữủửvxyýỳỷỹy

Mulish Semibold

aâăáấắàầằãẫẳảẩẳạậặbcddđđêeềéếèễẽếẻệẹghiìíỉĩịklmnoôơóôốớòộờõỗổởỏỗọợốõpqrstuùúưụuứùũữủửvxyýỳỷỹy

Typography
Japanese

今明日変わる

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Japanese the typeface Noto Sans JP is used.

Noto Sans is a font family created with the aim to ensure a visual harmony across languages, currently covers over 1,000 languages and 150 writing systems.

Within our brand Noto Sans JP can be used in the weights Light, Regular, Medium and Bold.

All Noto fonts are accessible from Google fonts, free to use and licensed under the Open Font License.

Noto Sans JP Light

ああいいううぇえぉおかがきぎくぐけげこごさざしじすず
せぜそぞただちぢっつづてでとどなにぬねのはばぱひ
びぴふぶぷへべぺほぼぽまみむめもゃやゅゆょよらりる
れろゎわゐゑをんゔゕゖ
＝ァアィイゥウェエォオカガキギクグケゲコゴサザシジス
ズセゼソゾタダチヂッツヅテデトドナニヌネノハバパヒビ
ピフブプヘベペホボポマミムメモャヤュユョヨラリルレロ
ヮワヰヱヲンヴヵヶヷヸヹヺ

Noto Sans JP Medium

ああいいううぇえぉおかがきぎくぐけげこごさざしじすず
せぜそぞただちぢっつづてでとどなにぬねのはばぱひ
びぴふぶぷへべぺほぼぽまみむめもゃやゅゆょよらりる
れろゎわゐゑをんゔゕゖ
＝ァアィイゥウェエォオカガキギクグケゲコゴサザシジス
ズセゼソゾタダチヂッツヅテデトドナニヌネノハバパヒビ
ピフブプヘベペホボポマミムメモャヤュユョヨラリルレロ
ヮワヰヱヲンヴヵヶヷヸヹヺ

Chinese (Simplified and Traditional)

现在改明天

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Chinese the typeface Noto Sans SC is used.

Noto Sans is a font family created with the aim to ensure a visual harmony across languages, currently covers over 1,000 languages and 150 writing systems.

Within our brand Noto Sans SC can be used in the weights Light, Regular, Medium and Bold. This version of Noto Sans covers both Simplified and Traditional Chinese characters.

All Noto fonts are accessible from Google fonts, free to use and licensed under the Open Font License.

Noto Sans SC Light

一二三四五六七八九十百千上下左右中大小月日年早木林山川土空田天生花草虫犬人名女男子目耳口手足见音力気円入出立休先夕本文字学校村町森正水火玉王石竹糸贝车金雨赤青白数多少万半形太细広长点丸交光角计直线矢弱强高同亲母父姉兄弟妹自友体毛头颜首心时曜朝昼夜分周春

Noto Sans SC Regular

夏秋冬今新古间方北南东西远近前后内外场地国园谷野原里市京风雪云池海岩星室戸家寺通门道话言答声闻语読书记纸画絵図工教晴思考知才理算作元食肉马牛鱼鸟羽鸣麦米茶色黄黑来行帰步走止活店买壳午汽弓回会组船明社切电每合当台楽公引科歌刀番用何东黑红橙绿蓝靛紫住衣育乐

Typography
Korean

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Korean the typeface Noto Sans KR is used.

Noto Sans is a font family created with the aim to ensure a visual harmony across languages, currently covers over 1,000 languages and 150 writing systems.

Within our brand Noto Sans KR can be used in the weights Light, Regular, Medium and Bold.

All Noto fonts are accessible from Google fonts, free to use and licensed under the Open Font License.

내일을 지금 바꾸다

Noto Sans KR Light

ㄱㄴㄷㄹㅁㅂㅅㅇㅈㅊㅋㅌㅍㅎㄲㄸㅃㅉㅆ ㅏ
ㅑㅓㅕㅗㅛㅜㅠㅡ ㅣㅢㅚㅐㅟㅔㅒㅖㅘㅝㅙㅞ

Noto Sans KR Light

ㄱㄴㄷㄹㅁㅂㅅㅇㅈㅊㅋㅌㅍㅎㄲㄸㅃㅉㅆ ㅏ
ㅑㅓㅕㅗㅛㅜㅠㅡ ㅣㅢㅚㅐㅟㅔㅒㅖㅘㅝㅙㅞ

Noto Sans KR Medium

ㄱㄴㄷㄹㅁㅂㅅㅇㅈㅊㅋㅌㅍㅎㄲㄸㅃㅉㅆ ㅏ
ㅑㅓㅕㅗㅛㅜㅠㅡ ㅣㅢㅚㅐㅟㅔㅒㅖㅘㅝㅙㅞ

Khmer

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Khmer the typeface Noto Sans Khmer is used.

Noto Sans is a font family created with the aim to ensure a visual harmony across languages, currently covers over 1,000 languages and 150 writing systems.

Within our brand Noto Sans Khmer can be used in the weights Light, Regular, Medium and Bold.

All Noto fonts are accessible from Google fonts, free to use and licensed under the Open Font License.

ផ្លាស់ប្តូរ
ថ្ងៃស្អែក
ពឡ្ហរនៈ

Noto Sans Khmer Light

កខគឃងចឆជឈញដឋឌឍណតថទធនបផពភម
យរលវគមសហឡអអាឥៀឌឧិឌឩឬឭញឮឯឰឥឳ

Noto Sans Khmer Regular

កខគឃងចឆជឈញដឋឌឍណតថទធនបផពភម
យរលវគមសហឡអអាឥៀឌឧិឌឩឬឭញឮឯឰឥឳ

Noto Sans Khmer Medium

កខគឃងចឆជឈញដឋឌឍណតថទធនបផពភម
យរលវគមសហឡអអាឥៀឌឧិឌឩឬឭញឮឯឰឥឳ

Thai

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Thai the typeface Noto Sans Thai is used.

Noto Sans is a font family created with the aim to ensure a visual harmony across languages, currently covers over 1,000 languages and 150 writing systems.

Within our brand Noto Sans Thai can be used in the weights Light, Regular, Medium and Bold.

All Noto fonts are accessible from Google fonts, free to use and licensed under the Open Font License.

เปลี่ยนพรุ่งนี้แล้ว

Noto Sans Thai Light

กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรฤลฦวศษสหฬอฮฯ

Noto Sans Thai Regular

กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรฤลฦวศษสหฬอฮฯ

Noto Sans Thai Medium

กขฃคฅฆงจฉชซฌญฎฏฐฑฒณดตถท
ธนบปผฝพฟภมยรฤลฦวศษสหฬอฮฯ

Tamil

When communicating in a language not covered by our brand typeface FT Base an alternative typeface has been defined. When communicating in Tamil the typeface Noto Sans Tamil is used.

Noto Sans is a font family created with the aim to ensure a visual harmony across languages, currently covers over 1,000 languages and 150 writing systems.

Within our brand Noto Sans Tamil can be used in the weights Light, Regular, Medium and Bold.

All Noto fonts are accessible from Google fonts, free to use and licensed under the Open Font License.

நாளை மாற்றுகிறேன்

Noto Sans Tamil Light

அஆஇஈஉ ஊஎஏஐஒஓஔகஙசஜஞ டணதநனபமயரறலளழவபஷஸஹ

Noto Sans Tamil Regular

அஆஇஈஉ ஊஎஏஐஒஓஔகஙசஜஞ டணதநனபமயரறலளழவபஷஸஹ

Noto Sans Tamil Medium

அஆஇஈஉ ஊஎஏஐஒஓஔகஙசஜஞ டணதநனபமயரறலளழவபஷஸஹ

Type overview

Use the table below as reference for which type weight must be used when applying alternative typefaces, when there is no direct equivalent designers discretion must be used.

In non latin languages 'EDP' and other latin alphabet words must always be written in FT Base.

FT Base	Mulish	Manrope	Noto Sans JP	Noto Sans SC	Noto Sans KR	Noto Sans Khmer	Noto Sans Thai	Noto Sans Tamil	Arial (fallback only)
Light	Light	Extra light	Thin 文章	Thin 文本	Thin 텍스트	Light អត្ថបទ	Light ข้อความ	Light உரை	
Light italic	Light italic								
Book	Regular	Light	Light 文章	Light 文本	Light 텍스트				
Book italic	Regular italic								
Regular	Medium	Regular	Regular 文章	Regular 文本	Regular 텍스트	Regular អត្ថបទ	Regular ข้อความ	Regular உரை	Regular
Regular italic	Medium italic								Regular italic
Medium	Semibold	Medium	Medium 文章	Medium 文本	Medium 텍스트	Medium អត្ថបទ	Medium ข้อความ	Medium உரை	
Medium italic	Semibold italic								
Semibold	Bold	Semibold	Bold 文章	Bold 文本	Bold 텍스트	Semibold អត្ថបទ	Semibold ข้อความ	Semibold உரை	Bold
Semibold italic	Bold italic								Bold italic

Imagery and Graphics

Imagery
Nature

Nature is at the core aim of everything we do and our vision for the future. Our photography celebrates the big and the small, ranging from vast landscapes to single stems.

Our imagery style is simple and true to nature, colours should not be manipulated, or subjects posed. We celebrate the trueness of nature.

Imagery
People

Our imagery aims to capture the moments where people are closest to nature, it should inspire viewers to search for that feeling.

People must look candid and not staged, and always within context, make sure the nature surrounding them is always clearly visible.

Imagery
Electricity

Electricity is core to our day to day life, it ranges from the video calls to distant family to powering our cars. Our imagery must celebrate the moments in people's lives when energy is present and enabling our life.

This style of photography must be discreet in making the electricity the focus. Electricity use must always be shown in context and always connecting it to a person using it, even when people are not in the photograph.

Imagery
Technology

Technology enables us at EDP to develop further and reach our commitments to the planet. Our photography must celebrate these feats of technology.

Our technology style of photography is hopeful and inspiring, it can range from large scale wind farms out at sea to the single solar panel cells. When possible our technology should be shown in context and in the environment it lives in.
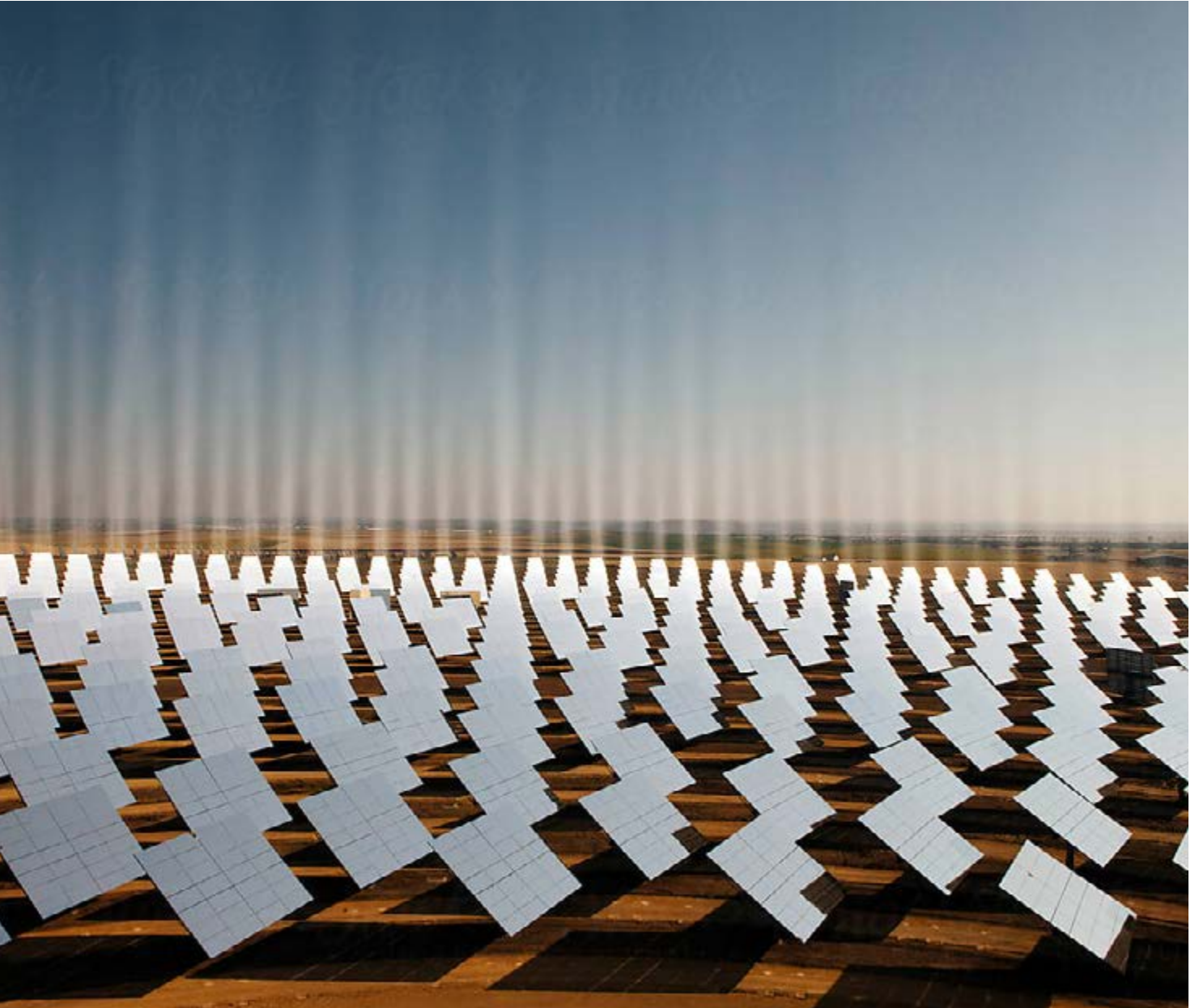
Imagery
Staff

Our people are the core of driving EDP forward and innovating the energy industry. Our photography celebrates every individual involved, from the board to the engineers on the road.

Our photography style is candid and natural, people must be depicted in context of their work environment

Illustration

Our illustration style is modern and human, using simple lines and colour to depict everyday moments. Created by Nata Schepy, a Ukranian illustrator based in The Netherlands.

We use one highlight colour per illustration, each one has been created with a specified area for highlight.

Illustration should be used with moderation and requests validation of Brand Global Unit team.

Our energy

Our heart

Graphics
Illustration on colour

Our illustrations can be applied differently depending on the background it sits on.

Light backgrounds
On lighter backgrounds such as white or Slate Grey our illustration is applied with black lines and highlighted sections. Any of our highlight colours can be used, use designers discretion for best colour combination.

Bright backgrounds
When a bright colour is used as the background our illustration is applied only in black.

Dark backgrounds
When sitting on a dark background such as Marine Blue the illustration can be applied in a silver colour to ensure best legibility.

These can also be applied using a highlight colour throughout. In this instance our illustrations must only be applied in Ice Blue or Electric Green.

Slate Grey

Electric Green

Marine Blue

Spruce Green

Illustration usage

Our illustrations are adaptable and template files have been created to allow colour variations to be created. Each illustration is made up of three elements: Highlight fill, People fill and Outline.

Each illustrator file has these elements already split per layer, to change the colour of each select the .tif file and pick the desired swatch colour.

Layer 1 – Highlight
Highlights can be filled using any of our highlight colours, always ensure best contrast with the background the illustration will be applied to.

Layer 2 – Person (optional)
When more contrast is necessary a fill can be added to the person/people in the illustration. This layer is optional and must always be used using white colour.

Layer 3 – Outline
The outline layer must always be on top and can be recoloured depending on the background colour.

Layer 1 – Highlight

Layer 2 – Person (optional)

Layer 3 – Outline
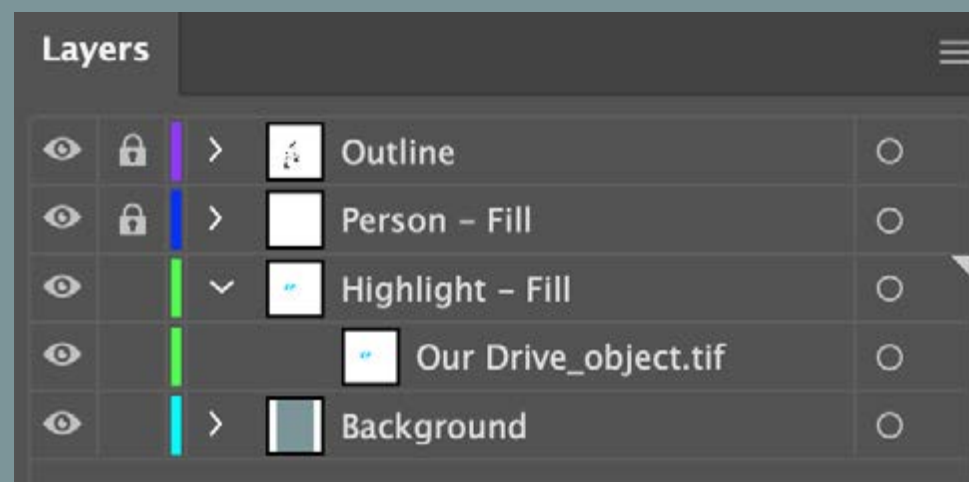
Graphics
Iconography

The icons that make up the brand icon library are fundamental to the construction and use of the brand. The iconography is designed with medium outline, rounded corners, little detail but it is easy to read.

Note:
To integrate our existing icon library with the new brand some adjustments are made. Icons are simplified by closing gaps that were connected to the previous typeface, and simplifying any that feel too detailed.
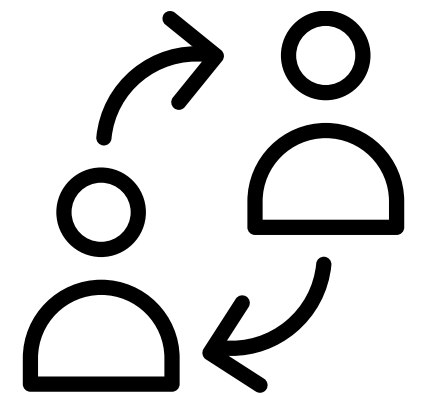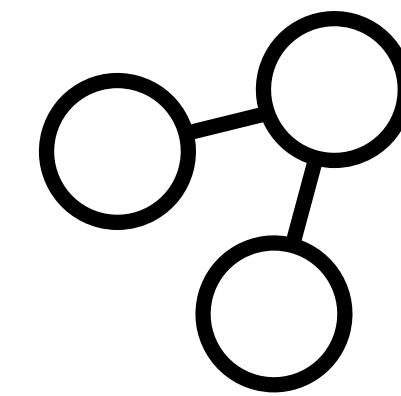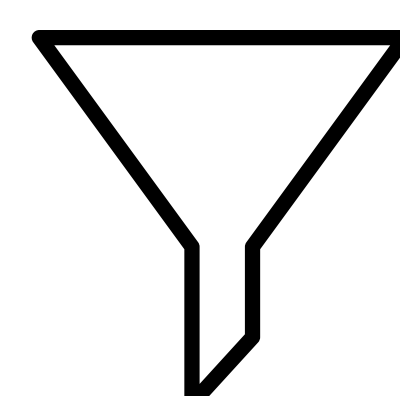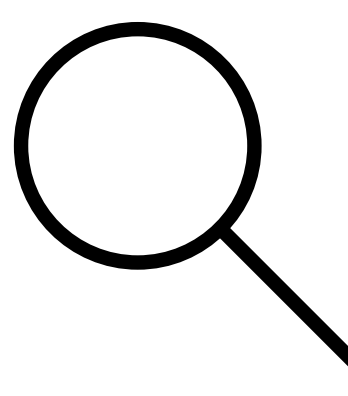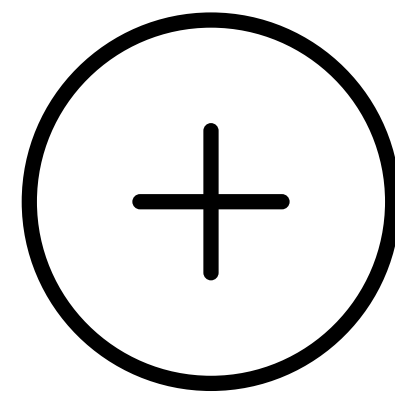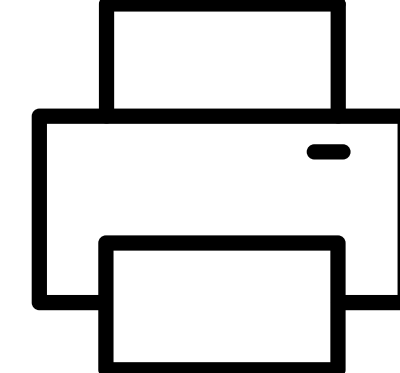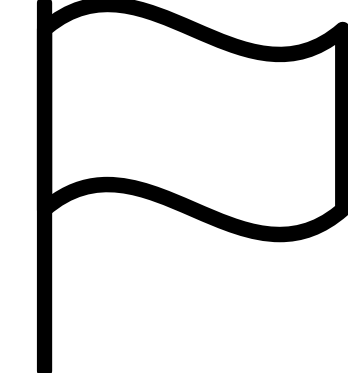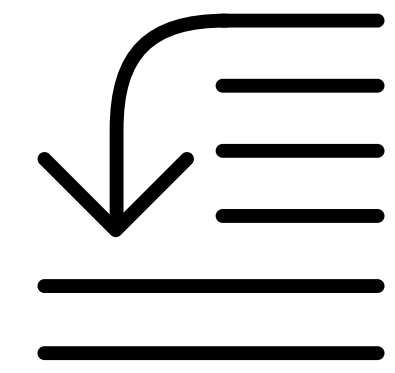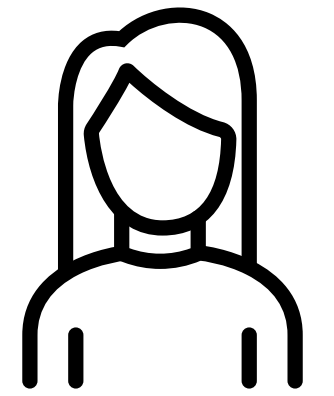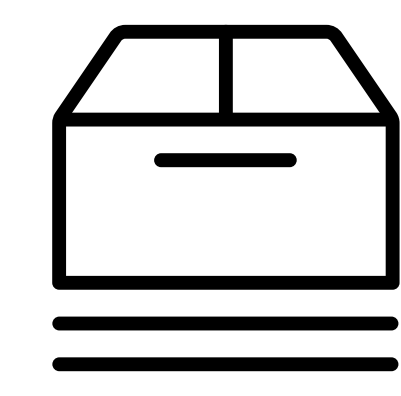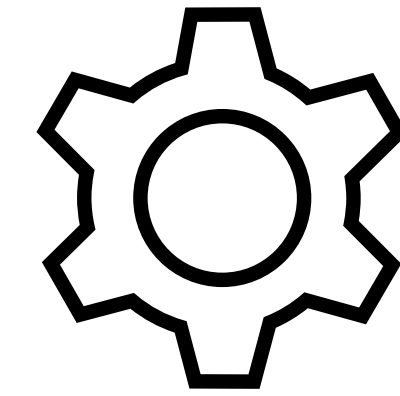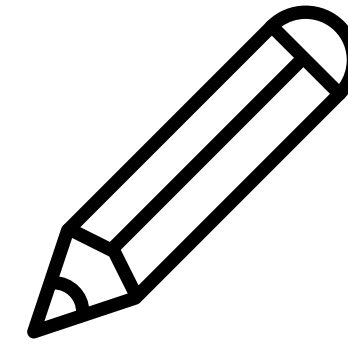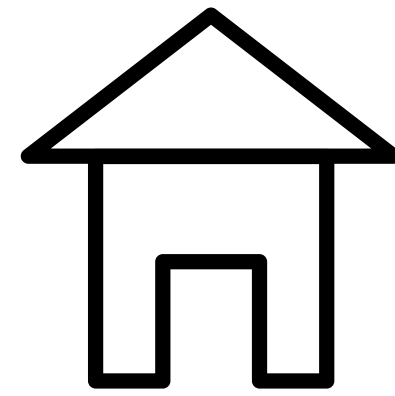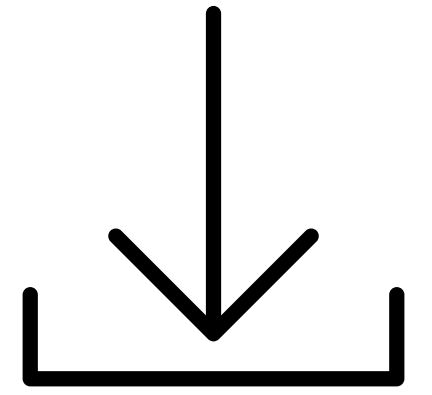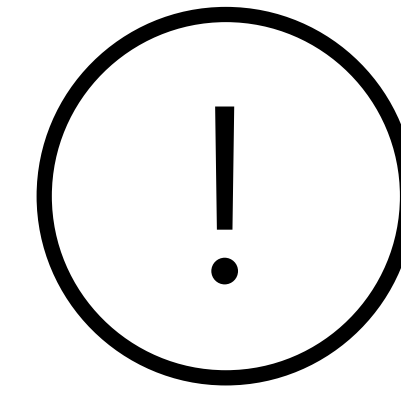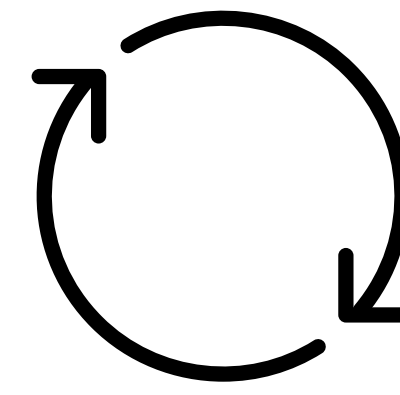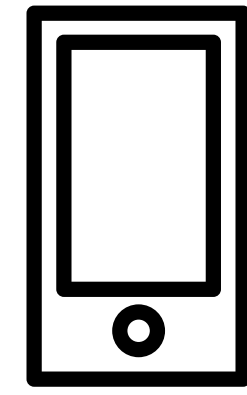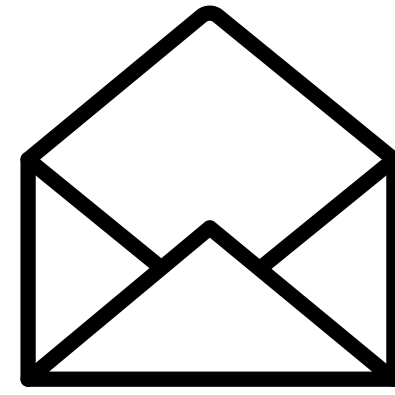
Graphics
Iconography on colour

Our icons can be applied on any of our colours, they are always used in either white black or one of our highlight colours. Always check accessibility for best contrast.

❌ Always ensure clear legibility when applying the icons on colour backgrounds. Colour text guidance on page 43 should in general also be followed for icons (exceptions may apply)

Graphics

Infographics

Our infographics are clear and simple, using colours and type to communicate data.

Our colour palette is used to highlight and differentiate information. To ensure clear readability, avoid the use of decorative elements.

Print

Powerpoint presentation
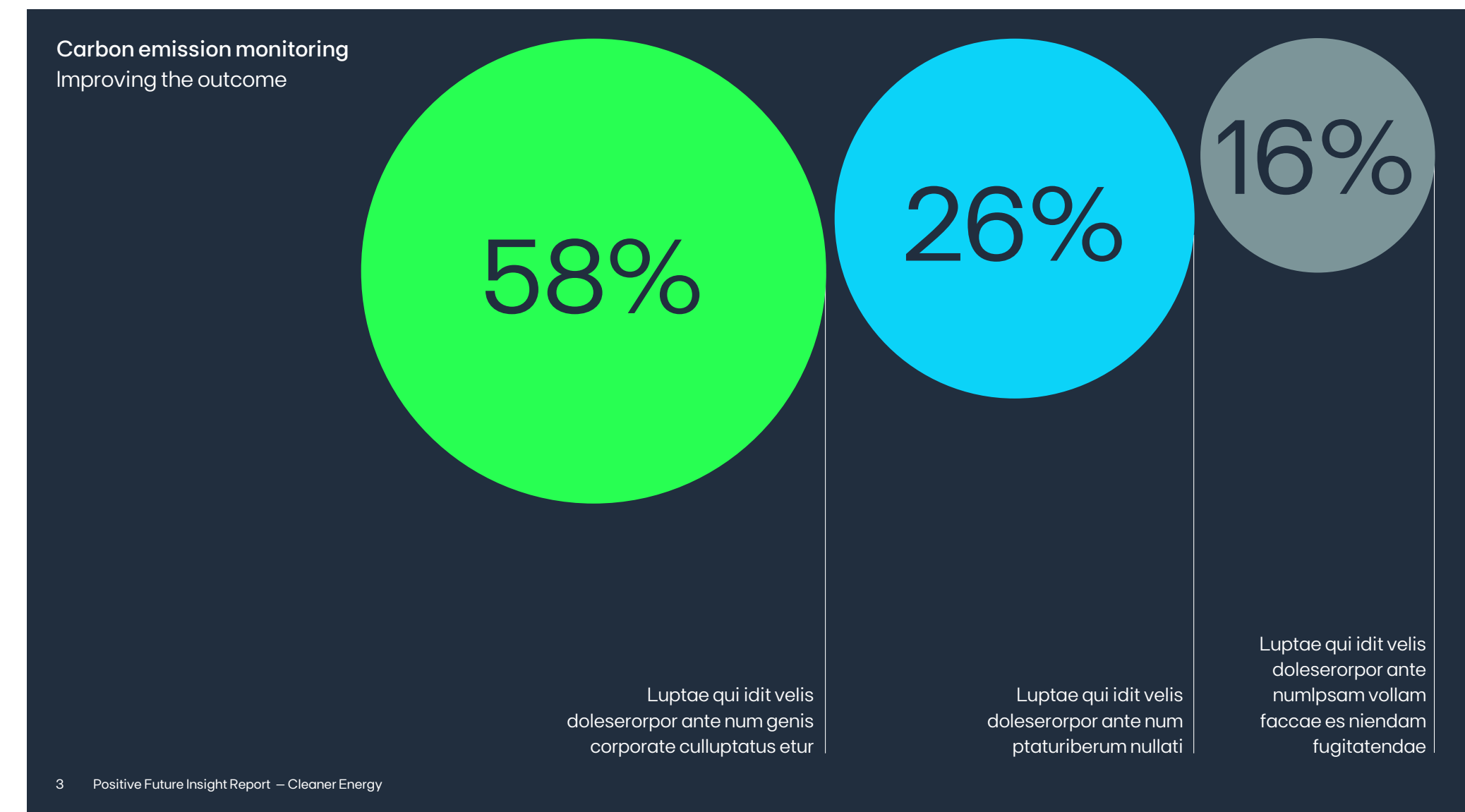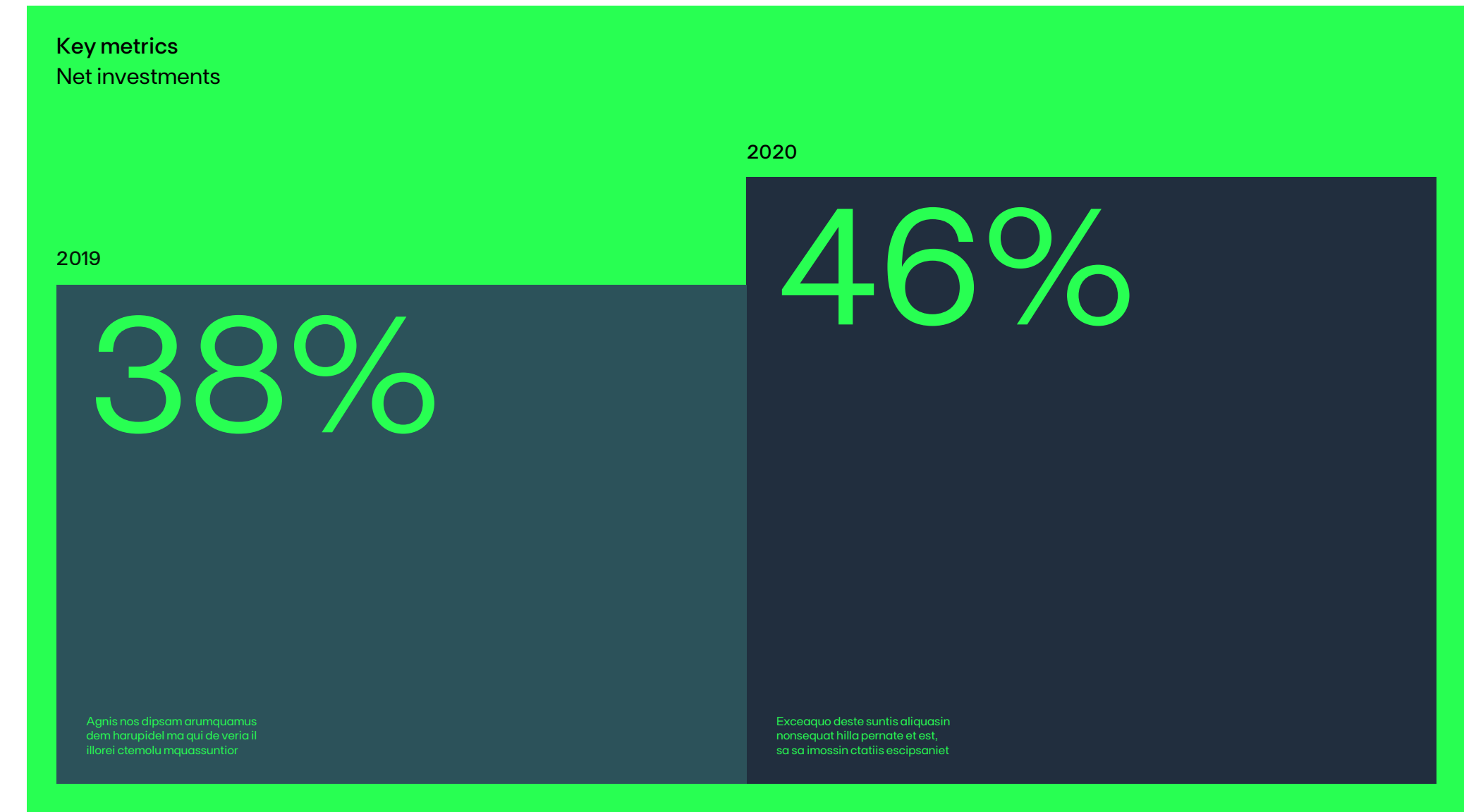
Motion and Sound

Our brand in motion

When our brand is in motion the energy and constant evolution represented in the spiral is enhanced even further.

Animation
Our spiral can rotate, draw on and more movement is added by adding motion to the colours.

Do not distort or 'break' the spiral in any way, the notion of unity must always be present.

Sonic branding
Our brand mnemonic is based on the nature that our entire brand is based on. Using the wind and water our sound is elegant and positive.

Our sound exists in 5 seconds and 3 second versions, do not change the timing or alter the sound in any way. Care must always be taken when connecting our sound to other tracks.

Our brand in motion

Our brand film captures the essence of the new identity and demonstrates the entire brand in motion, use this as a reference when creating any new films representing the brand.
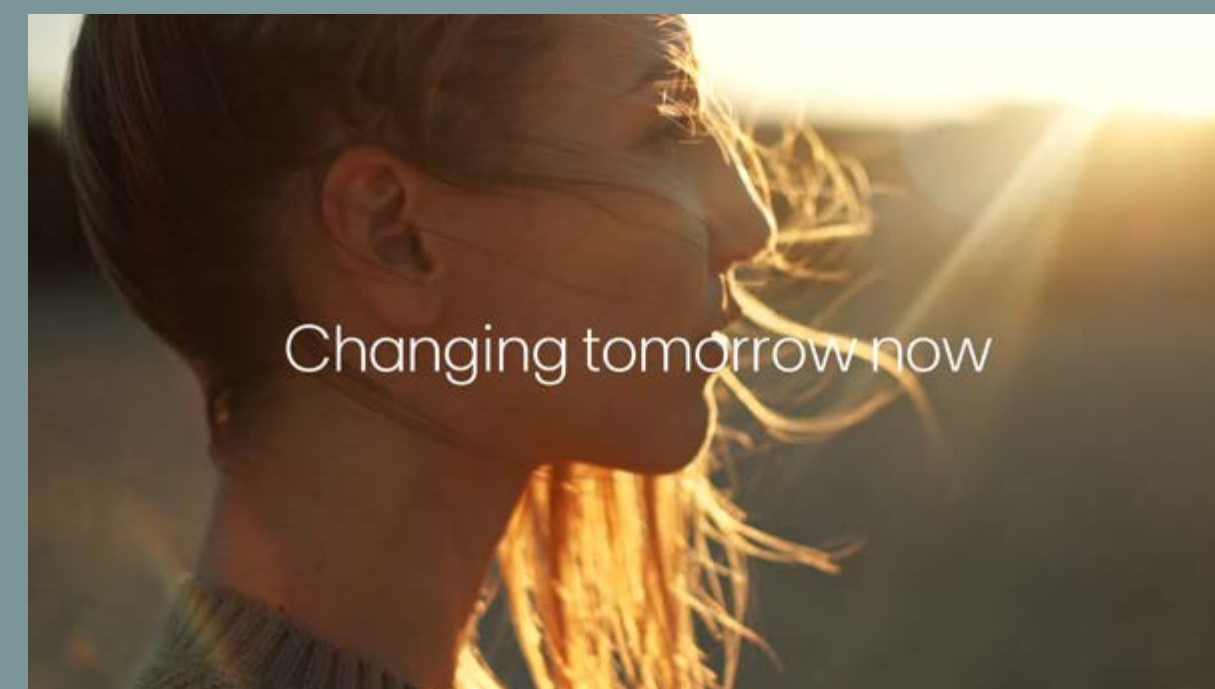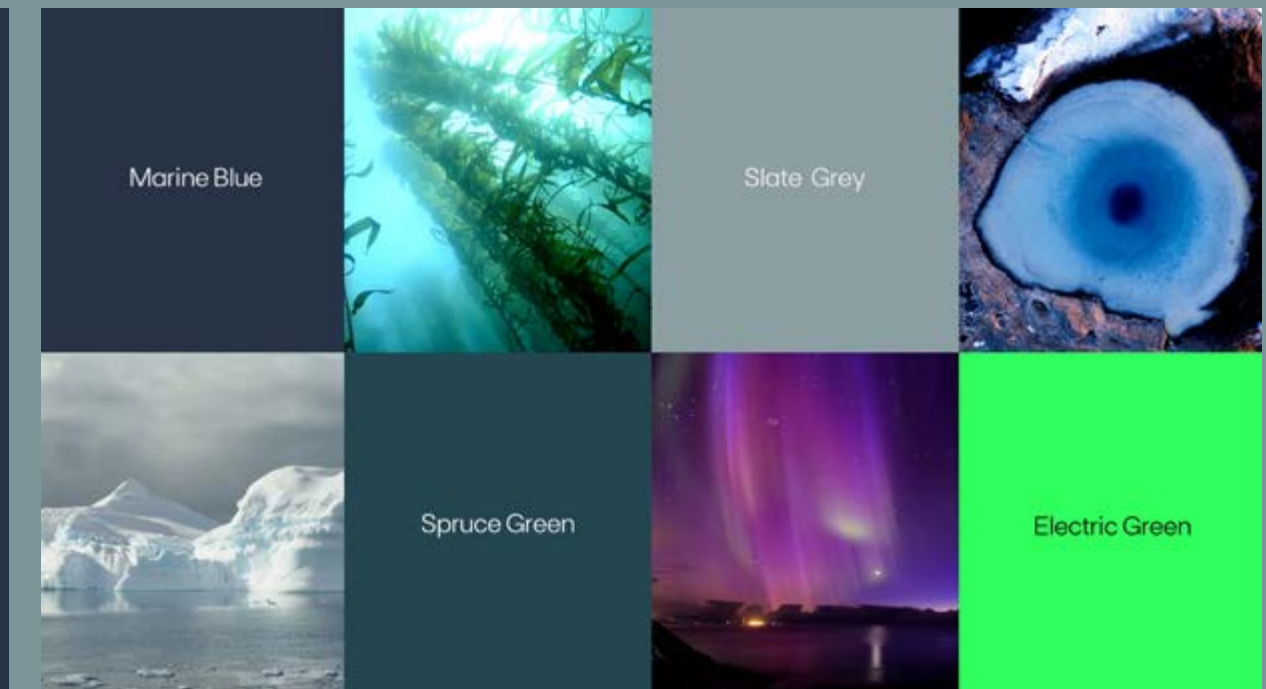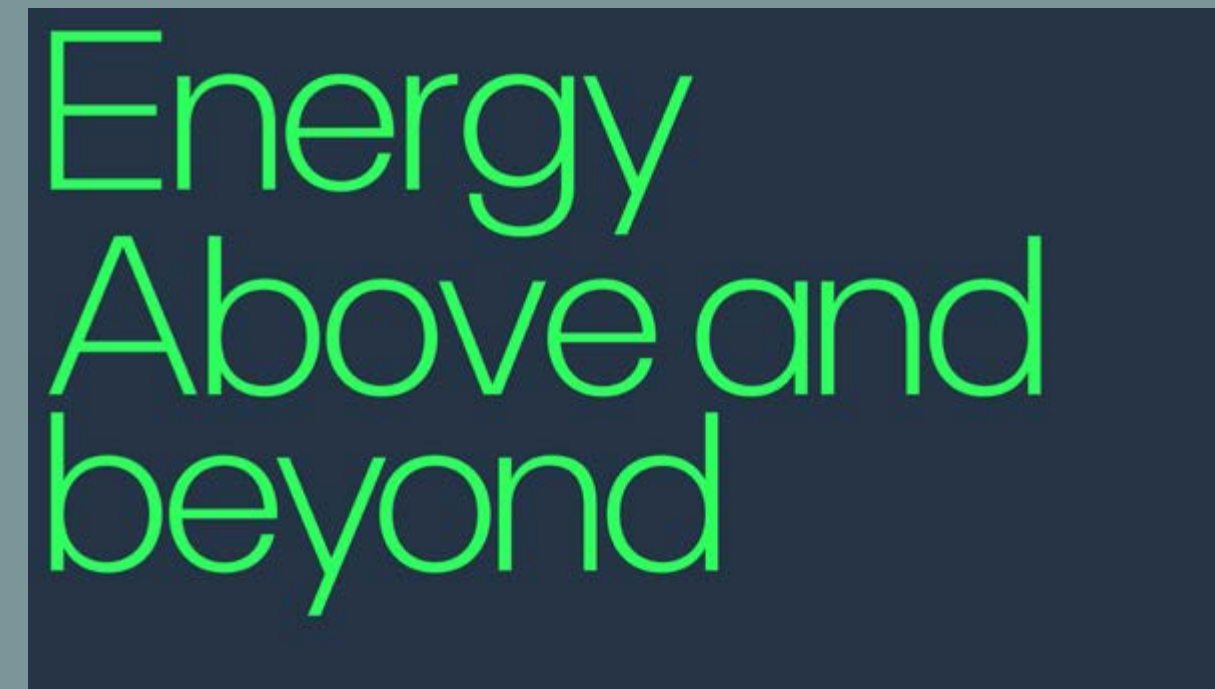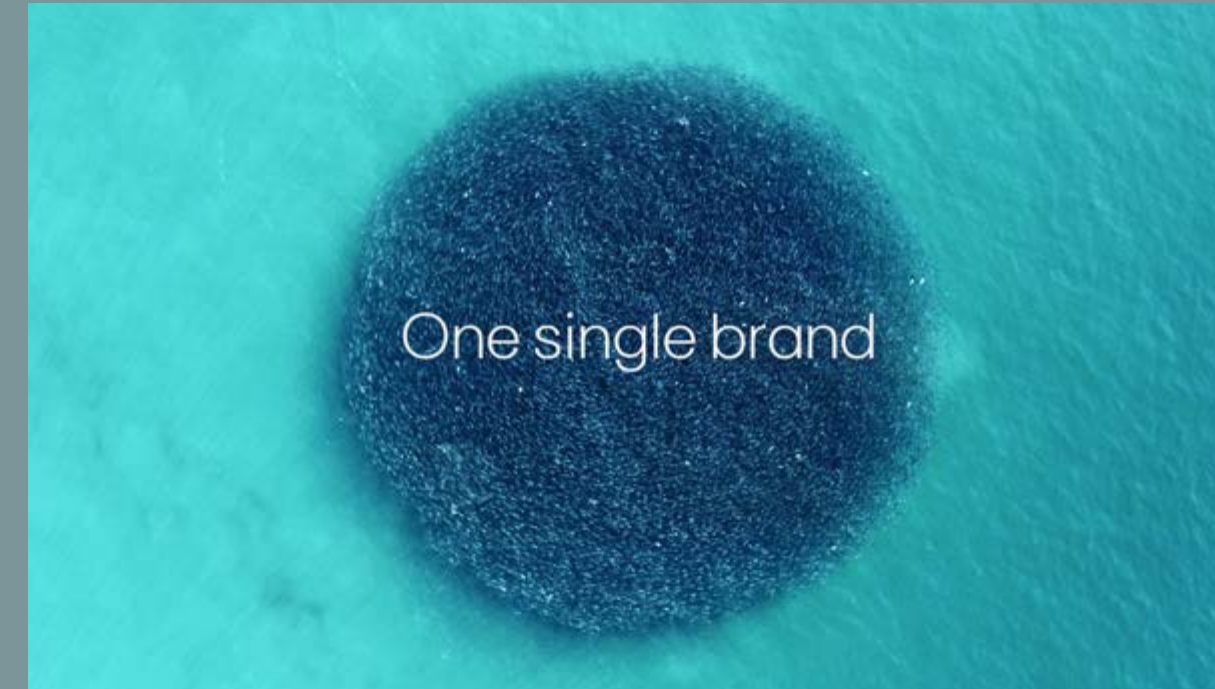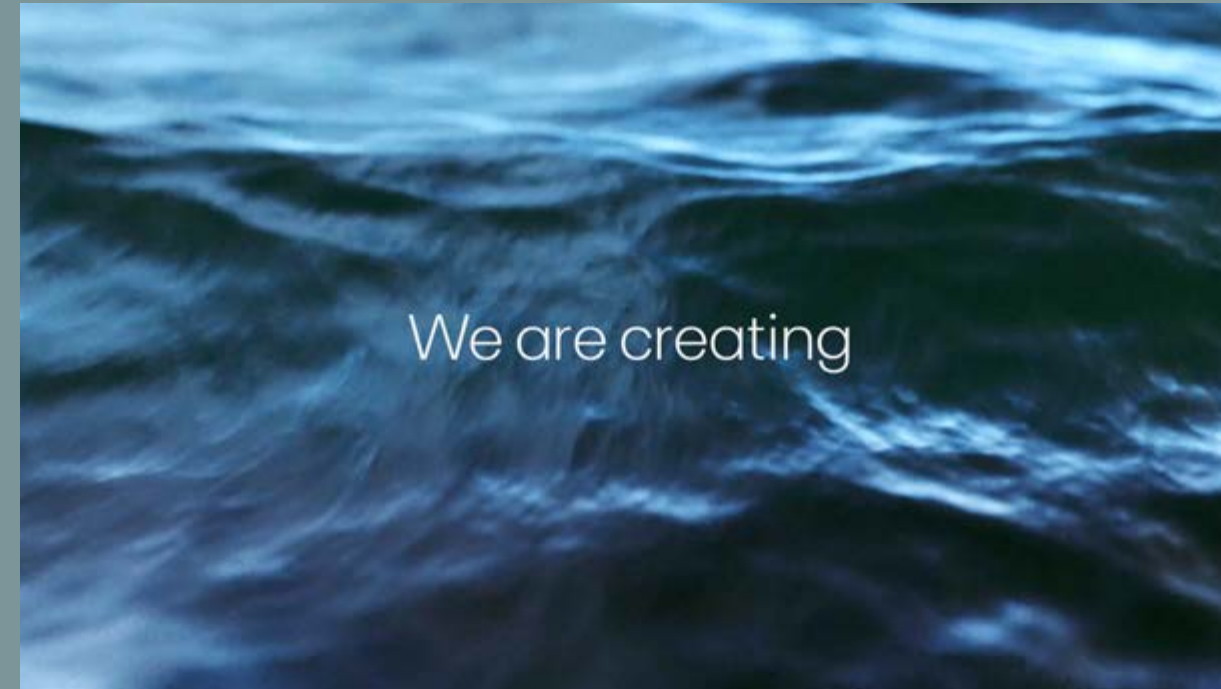
We are creating

One single brand

Energy Above and beyond

Marine Blue

Slate Grey

Spruce Green

Electric Green

edp

Changing tomorrow now

edp

Brand in use

Changing tomorrow now

We choose Earth

edp

A positive future

edp

A future of growth

edp

Changing tomorrow now

edp

Products

A brighter future

The new energy

Renewable Energies

Energy Generation Insights Report

Renewable Energies

Household solar energy solutions

Changing tomorrow now

At EDP, we are in the business of innovating. Our four decade long track record has turned us into better energy providers and pioneers of the green evolution.

Change has been our driver as we deliver an agile network with more efficient, smart and sustainable solutions. As leaders in the energy transition, we see investment in renewables as an active way to engage with future generations, promoting decarbonisation in energy production and consumption. We are playing our part for a more balanced and sustainable world; one that is inclusive, diverse and humane.

Key metrics

Operational and financial data

How we are organised

Renewables

65%

Of group's EBITDA

Accelerated and Sustainable Growth

Our bold and ambitious plan further reinforces our position as a leader in the energy transition, with an unprecedented investment of € 24 billion. We will accelerate our renewables growth, namely in Europe and North America, seeking to double our installed capacity in wind and solar in the next 5 years, adding 4 GW per year. We will continue to grow and create value in our low-risk networks portfolio in Portugal, Spain and Brazil — a critical enabler of the energy transition — investing more than € 3 billion to maximize value through grid modernization and operational excellence in distribution, and superior execution of projects in transmission in Brazil. Finally, we will be investing € 0.9 billion in Client Solutions, with a clear focus on efficiency and end-to-end digital transformation, coupled with ambitious targets in exciting new growth avenues, namely, our commitment to growing our decentralized solar contracted capacity tenfold by 2025.

In 2020, we were recognized as a Top Employer and as a Family Responsible Company (EFR). We were also privileged to be included for the first time in Bloomberg's Gender-Equality Index, acknowledging our investment in our people and our inclusive culture. We will continue to foster a global and flexible organization, supported by agile and resilient teams. We will make significant investments in innovation and the digital transformation of the business, totaling € 2 billion. Our ability to adapt to a sector in profound transformation will be strengthened by our commitment to keep empowering and connecting our team around the world, while promoting talent and diversity.

ESG Excellence and Attractive Returns

We have increased our efforts to reduce emissions and decarbonise our portfolio and now expect to be totally coal-free by 2025 and all green by 2030, anticipating our carbon neutral targets by 20 years. This superior green positioning will enable EDP to continue to lead the energy transition and create superior value for our shareholders.

The decarbonisation of our portfolio is well underway. In 2020, EDP announced the closure of most of its coal-fired power plants in Iberia and in September we joined the Powering Past Coal Alliance, the first global alliance to accelerate the end of coal power generation.

Networks

23%

Client Solutions & Energy Management

12%

Key metrics

Household solar value for consumers

173,000 terawatts of solar energy strikes the Earth at any given moment

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Our commitments

Sustainability

We assume the social and environmental responsabilities that result from our performance thus contributing towards the development of the regions in which we operate.

We avoid specific greenhouse gas emissions with the energy we produce.

We ensure the participatory, competent and honest governance of our business.

Key metrics

Operational and financial data

Accelerated and Sustainable Growth

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18%

Lighting consumes 18 percent of the UK's electricity, roughly 58,000 terawatt hours per year.

Our vision

1
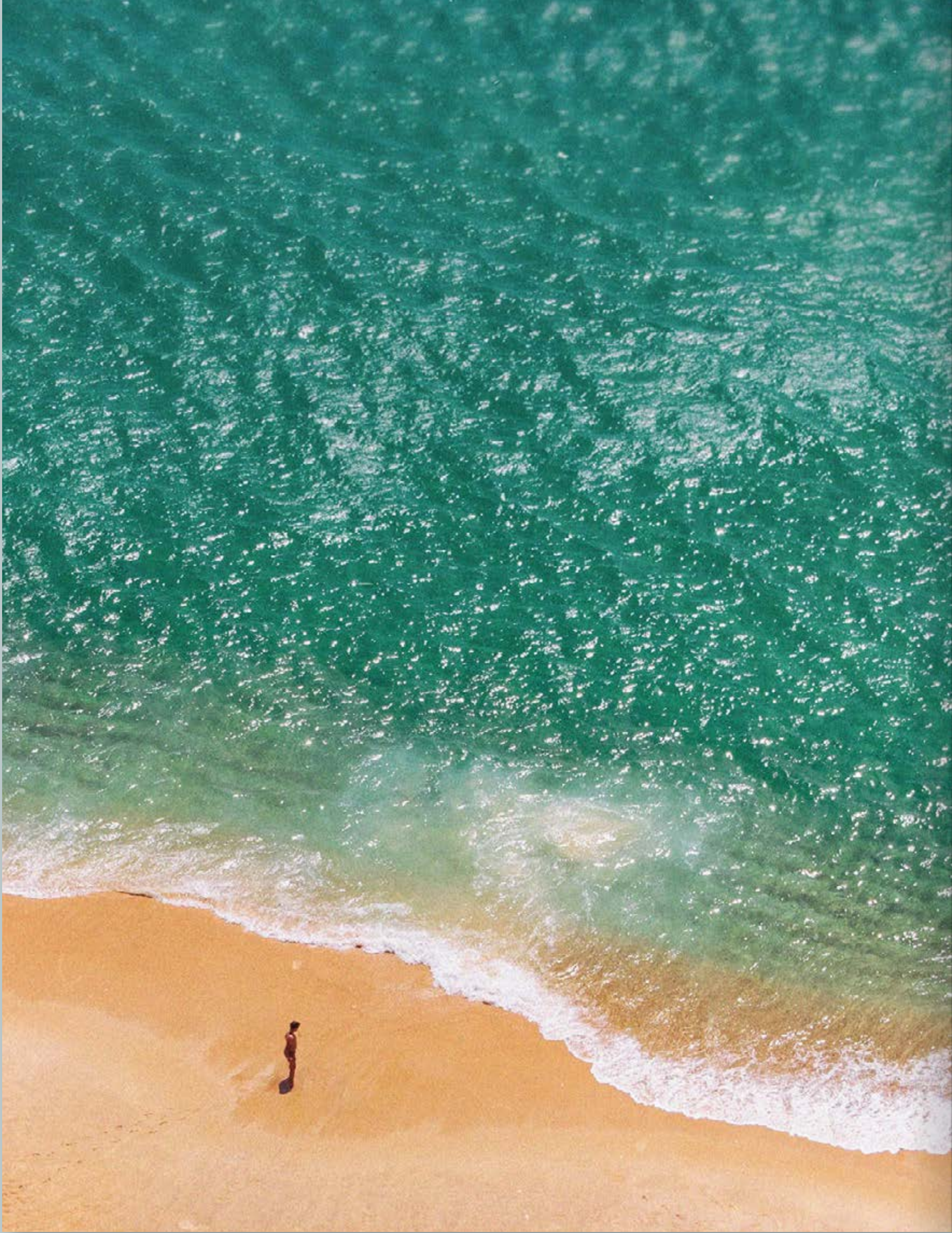
Our story has been defined by bold moves and constant reinvention, which brought us to a leading position

36   Our new energy

Dear Cleber,

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Kind Regards,
Rita Álvaro Dias

EDP – Energias De Portugal SA

Avenida 24 de Julho, 12
1249–300 LISBOA – PORTUGAL

edp.com

Naomi Cato Silva
Customer Relationship Officer

EDP – Energias de Portugal, S.A.
Avenida 24 de Julho, 12
1249–300 LISBOA – PORTUGAL
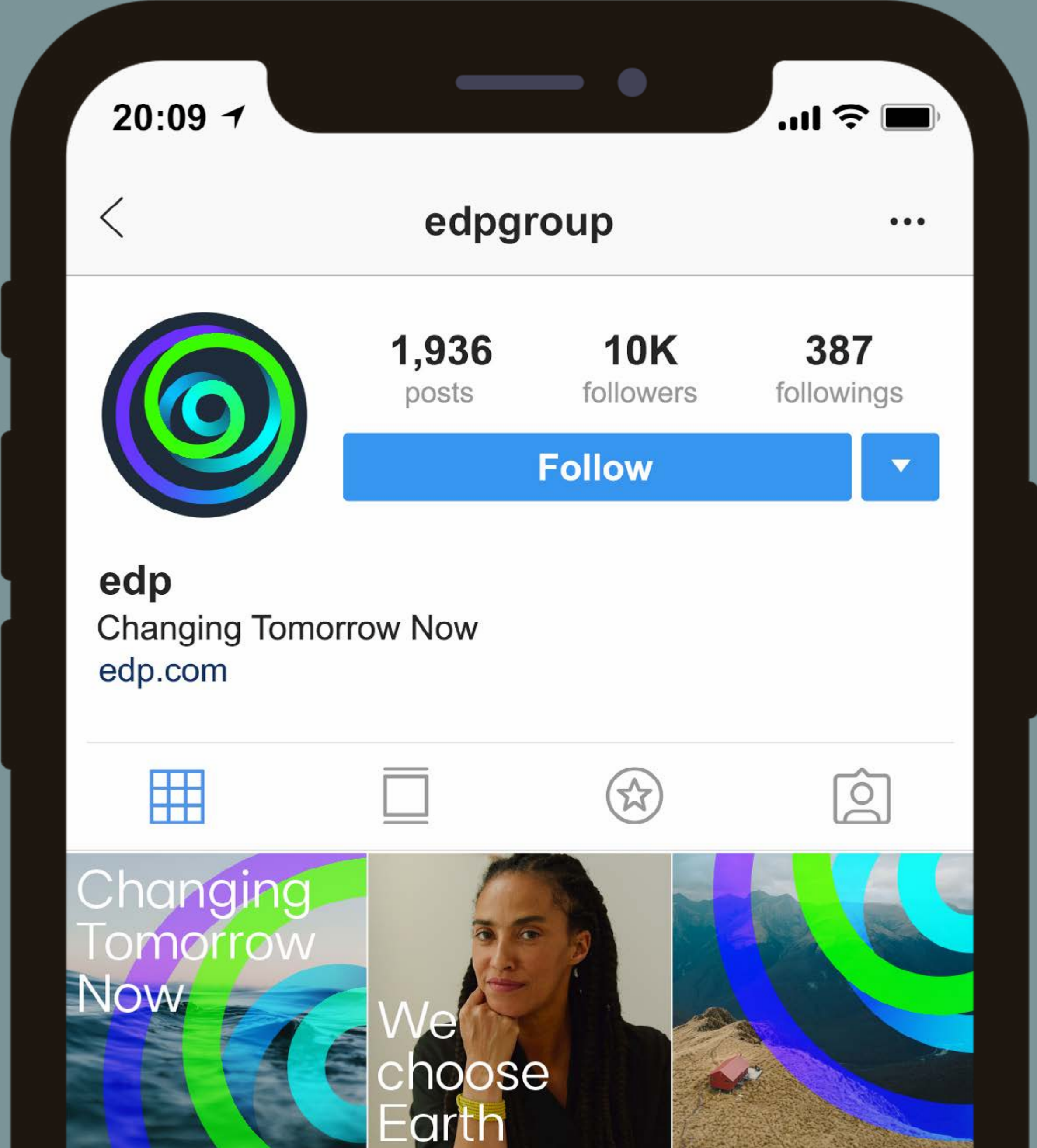T (+351) 333 662 725
naomi.catosilva@edp.com

edp.com

Positive Future Insight Report

9 June 2022

edp

Presentation
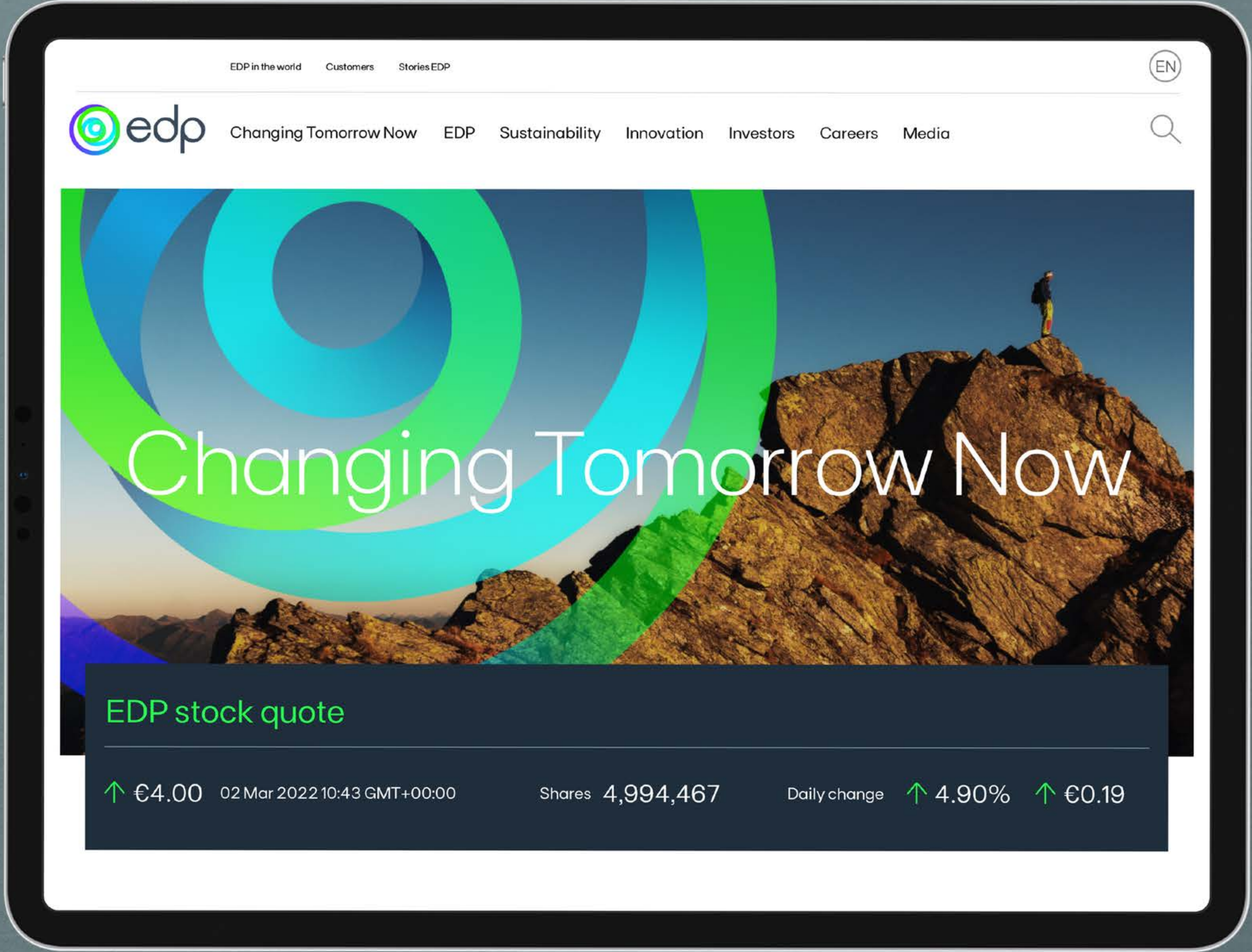
Carbon emission monitoring
Improving the outcome

58%

26%

16%

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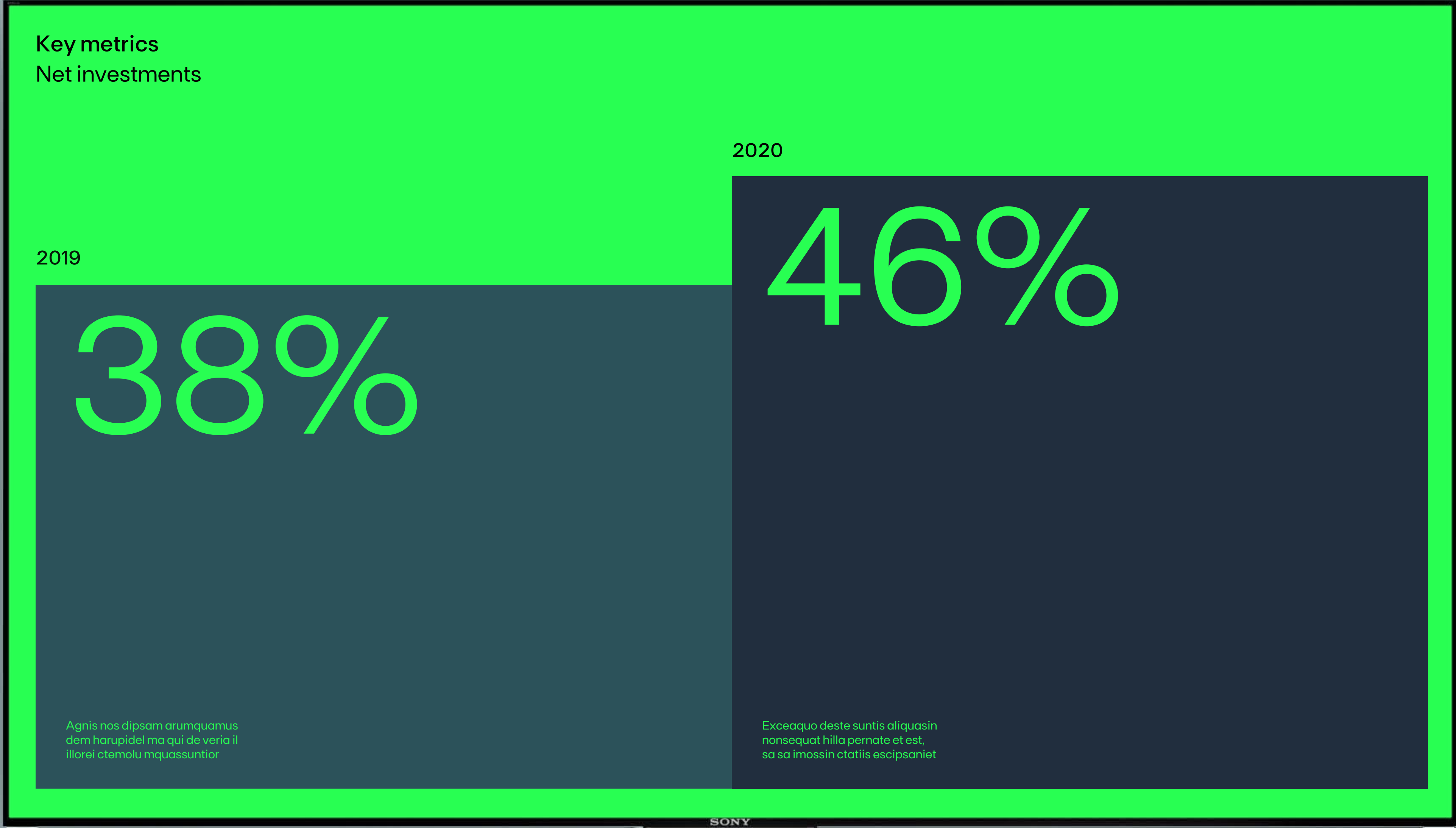
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3   Positive Future Insight Report — Cleaner Energy

SONY

Key metrics
Net investments

2020

2019

46%

38%

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SONY

Digital

Artwork content

Spiral colouring, de-
pendent on tone of back-
ground (light or dark)

Size of artwork
(if applicable)

EDP_Group_MasterLogo_RGB_Light_NEG_600px.png

Business division:
– Renewables
– Innovation
– Foundation etc.

Colour profile

Colouring of wordmark
(Positive or negative)

Type of file

edp