



Hello,

Welcome to the Endesa brand guidelines

Our brand is central to every interaction Endesa has with people. That's why it's important that everyone who works with our brand fully understands what it stands for and how its creative expression works.

Tools, not rules

This document is a toolkit to help you to use the brand in the best way for your specific task. We know that every challenge is different, so instead of giving you detailed templates for every possible use, we have simply defined basic rules and notional examples to guide your every project.

Bringing the brand to life is now up to you.

A living document

These guidelines will evolve based on what local and global brand teams learn along the way. Please feel free to share any feedback and ideas for improvement with the global brand team so that this document can become more and more useful to you.



Our strategic statement

1. Our strategic statement

1.1 Background

The Endesa group is the world's **leading power** company.

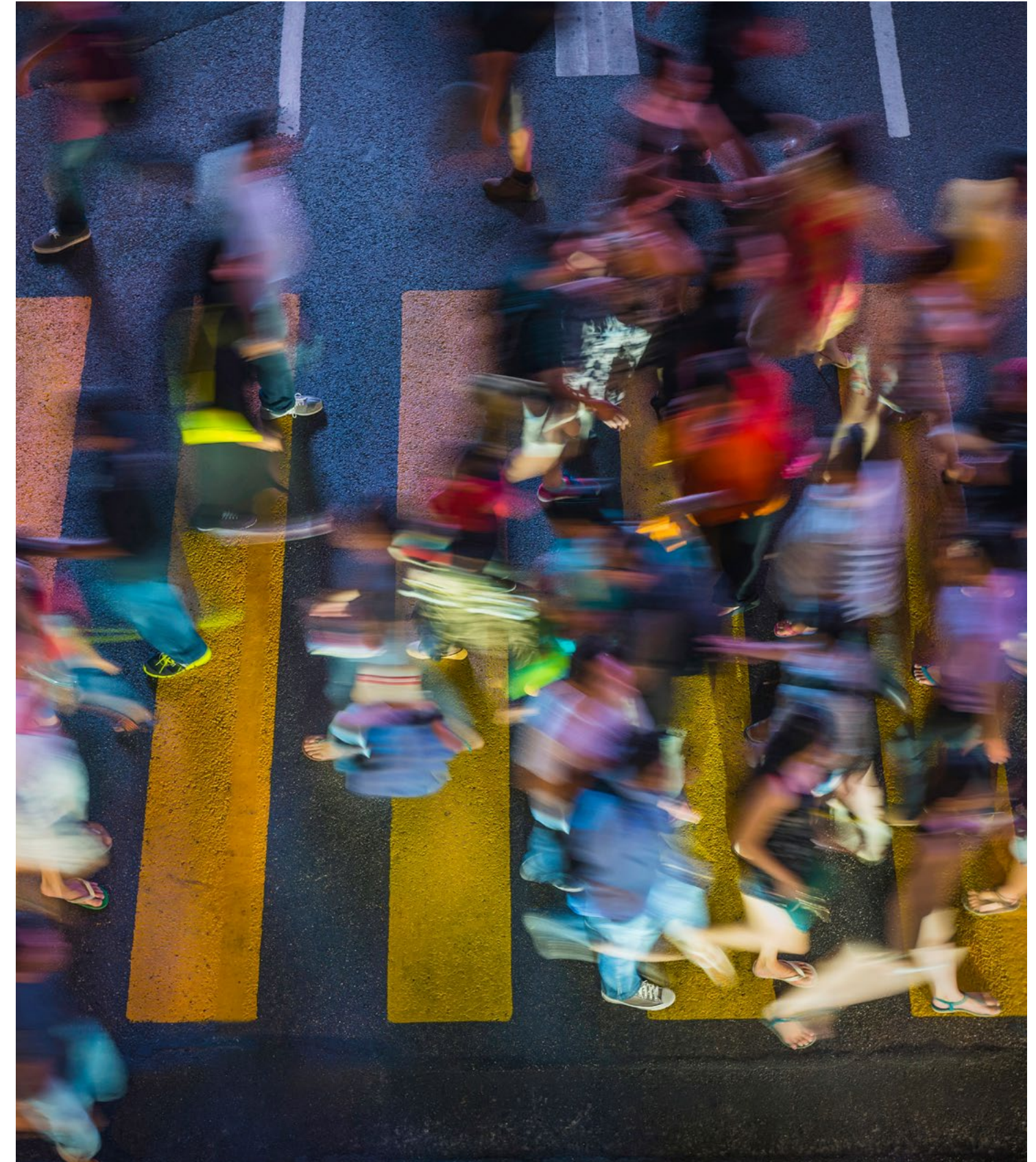
For more than 50 years we have empowered nations around the globe to progress.

Today, the world faces bigger challenges than ever before.

As a power company, we can and must play a key role in tackling these challenges. However, we can't do it alone.

We need to **open up** to people, partners and technologies so we can **multiply our impact** in today's world.

Together we will develop tomorrow's power solutions to help individuals, communities, businesses, cities and nations tackle the challenges that matter to them.



1. Our strategic statement

1.2 The concept

Open Power

Combines the strength of our global organisation **with the opportunities of a new, open and connected world.**

It directs what Endesa does as a business in the following ways:

How does Open Power direct what we do as a business?

- 1. Open Endesa's infrastructure to more uses**
With new technologies to maximise the value of our assets in ways that benefit people, partners, shareholders.
- 2. Open up new value to Endesa's customers**
Through services that meet their changing needs and generate new revenue streams for the business.
- 3. Open Endesa's energy to more people**
By connecting more people to Endesa's services to empower emerging economies to grow.
- 4. Open Endesa's people to more knowledge**
By sharing internally and externally to promote entrepreneurialism, collaboration and innovation.
- 5. Establish open and transparent ways to do business**
With all critical stakeholders to build the relationships we need to create shared value.

1. Our strategic statement

1.2 The concept

Open Power

is relevant to our entire shareholder landscape.

How is Open Power relevant to our stakeholders?

1. **Customers** We work in open and equal exchange with them to make power better together.
2. **Communities** We interact, discover and co-create with them to open shared value for all.
3. **Institutions** We develop tomorrow's infrastructure open for cities and nations to grow sustainably.
4. **Investors** We inspire them with opportunities that open new partnerships, services and business models.
5. **Media** We discover stories with them that excite the world and ignite an Open Power movement.
6. **Partners** We open up our resources and reach to jointly develop solutions at scale that benefit us and our partners
7. **Employees** We collaborate globally to open our collective creativity and power local innovations.

1. Our strategic statement

1.3 The implications

Open Power

helps Endesa to become a new type of energy business.

This needs to be reflected in **the way people experience** our brand.

What does an Open Power Endesa...

1. ... **look** like?

2. ... **move** like?

3. ... **feel** like?

4. ... **sound** like?

5. ... **speak** like?

6. ... **behave** like?

7. ... **smell** like?

8. ... **tell stories** like?

1. Our strategic statement

1.3 The implications

Open Power

is translated into a brand expression that makes Open Power tangible, and enables everyone to participate.

How will our brand feel different?

1. Open & Collaborative

to enable everybody to participate

2. Energetic

to infuse energy and empower people to act

3. Always moving

to constantly inspire change and innovation



2. Our logo

2. Our logo

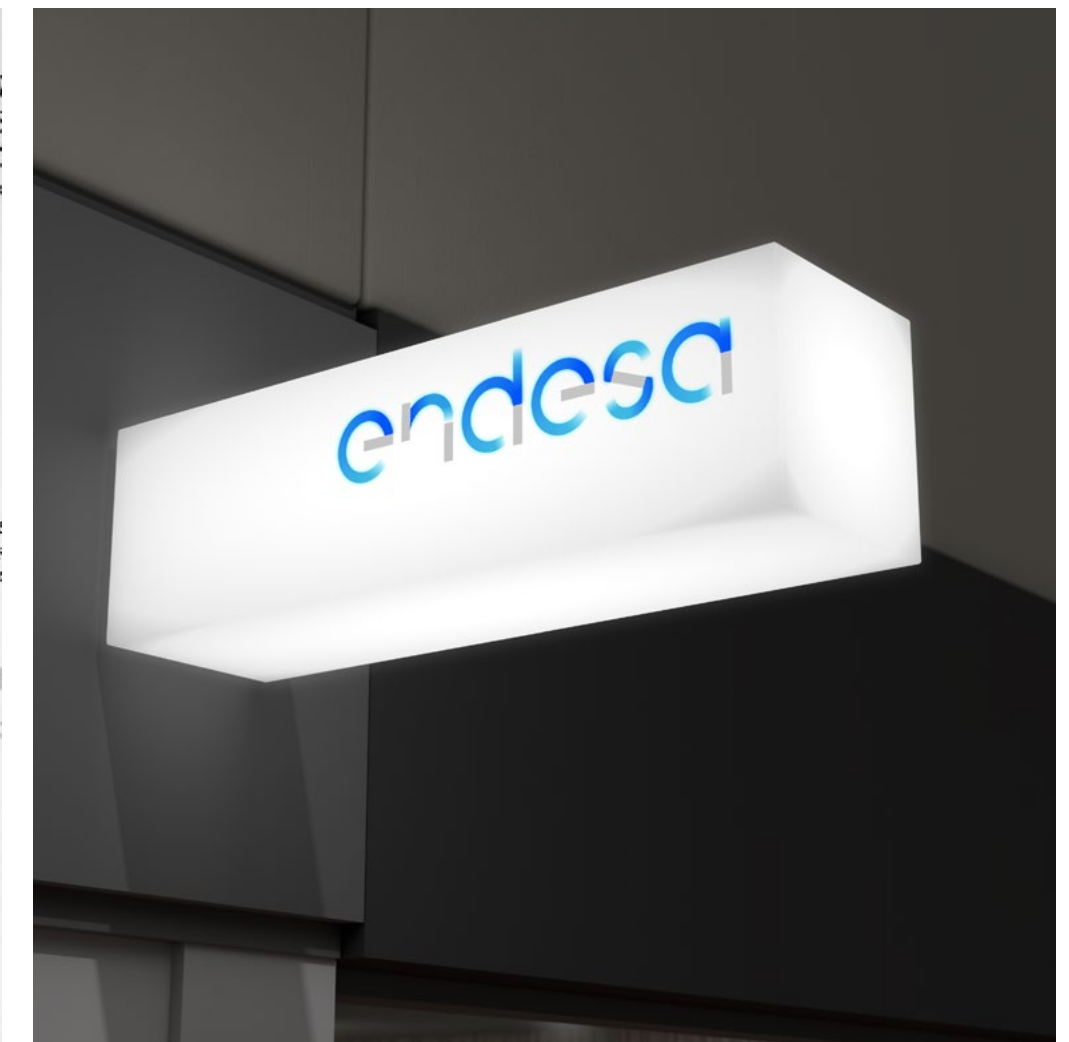
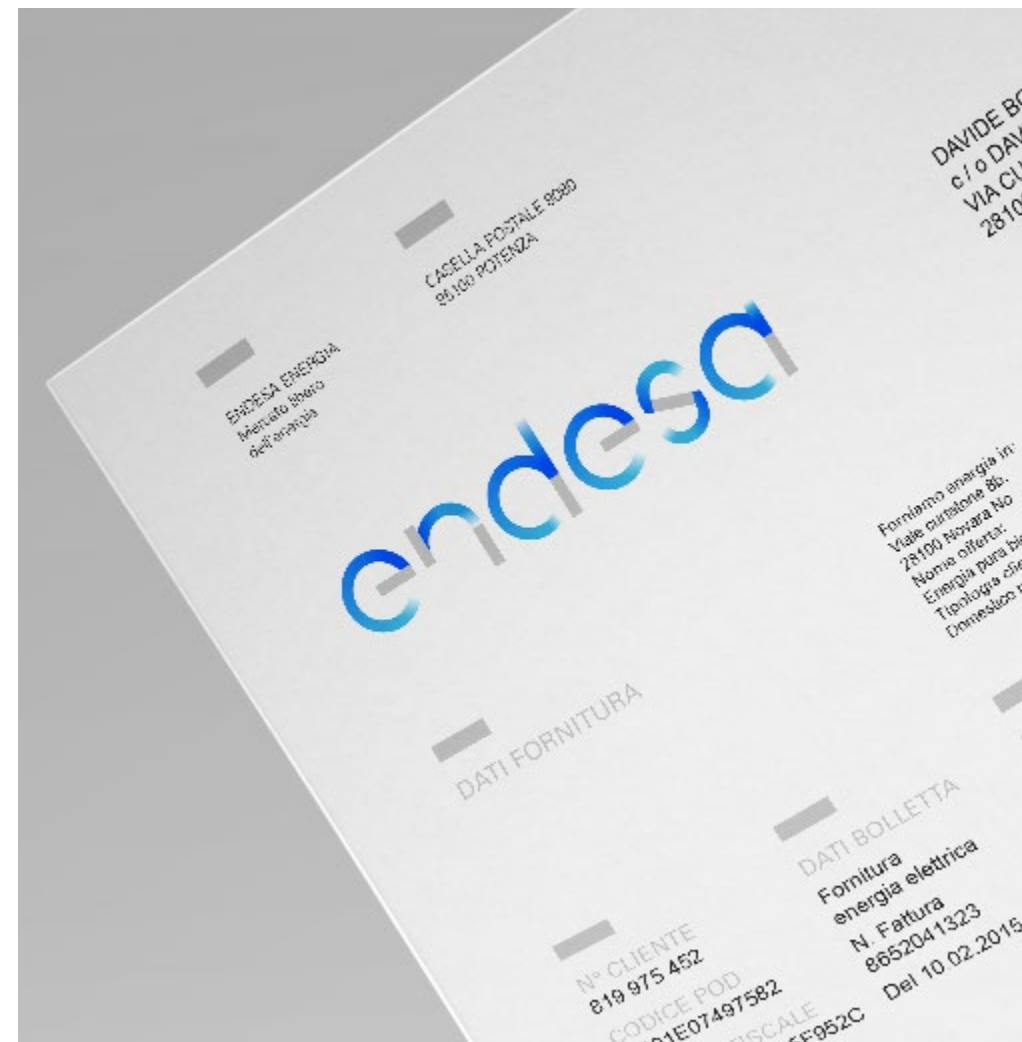
2.1 Primary version

The multi-coloured version of the logo is our primary logo.

It should only be used on white backgrounds, to guarantee maximum stand out and legibility.

As this is the primary logo, it should be used for the most important applications such as stationary or retail fascia.

Please see our logo usage page for more details.



2. Our logo

2.2 Secondary version (white)

The secondary version of the logo comes in white and black.

The white version is used when dark photography or set coloured backgrounds are required. Please note that it is the white version that is used against any of our core Endesa colour backgrounds.



2. Our logo

2.6 Logo usage

All versions of our logo have exclusion zones around them to help them stand out. The exclusion zone is equal to the width of two cursors.

To maintain clarity and legibility we have a small usage version of our logos, which omits the transparent-effect found in the standard logo. This is used below 20 mm.

Additionally, the special usage solid logo has a minimum size of 7.5mm but no maximum size.

Minimum logo size

- = 20 mm
- = 55 pixels

Small usage logo sizing

- = 19 mm down to 7.5 mm
- = 45 pixels

