



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 Enel group is the world's **leading power** company.

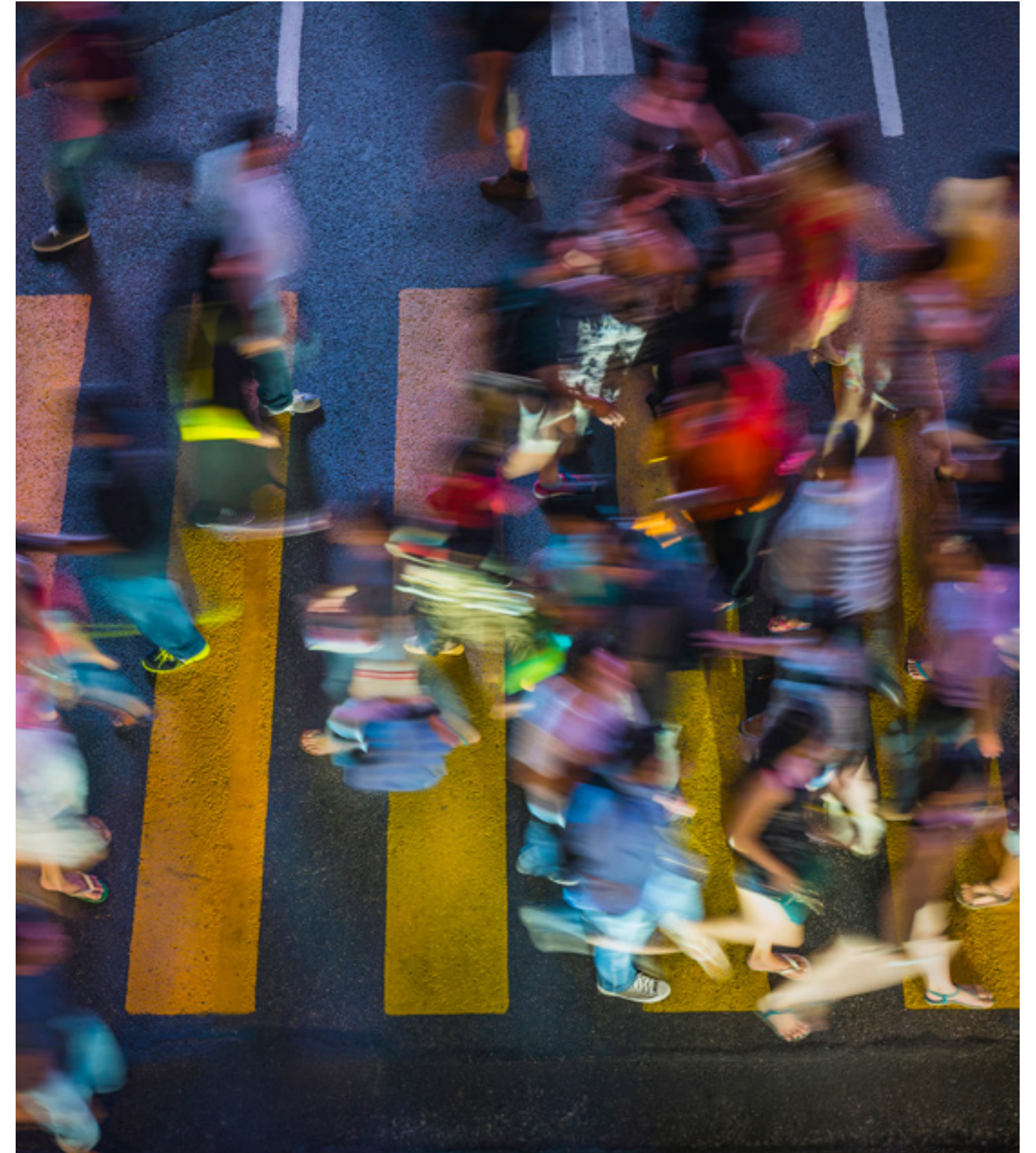
For more than 50 years we have empowered nations around the globe to progress.

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 Energy to more people**

By connecting more people to Enel's services and by empowering emerging economies to grow.

2. **Open Energy to new technologies**

With new solutions to maximise the value of our assets.

3. **Open up new ways of managing Energy**

Through services that meet our customers changing needs and generate new revenue streams.

4. **Open up Energy to new uses**

Creating new ways for people to use energy and make it more central to their daily life

5. **Open up to more partnerships**

Establish open and transparent ways to do business activating partnerships 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 blue-coloured version of the logo is our primary logo. It should be our preferred option in any brand materials.

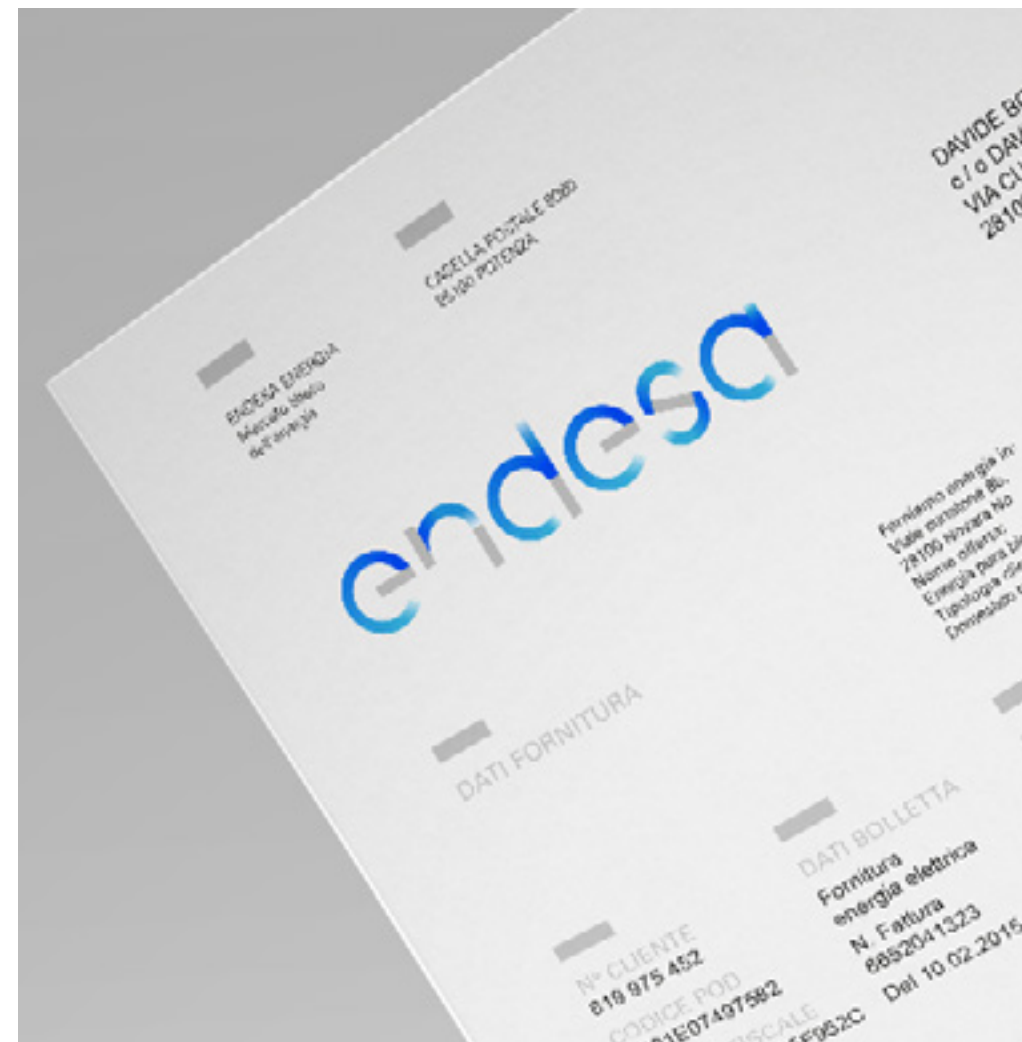
It should be used for the most important applications such as stationery or retail fascia.

It should only be used on white backgrounds, never on black, photography or colour, for the following reasons.

1. To provide maximum contrast, legibility, on print and digital applications
2. To guarantee an energetic and vibrant look, communicating the idea of a modern, open brand

Please see our logo usage page for more details.

The image shows the primary Endesa logo in a vibrant blue color. The letters are lowercase and have a modern, rounded, sans-serif font. The 'e' and 'a' have a unique design with a horizontal bar extending from the top and bottom respectively. The logo is centered horizontally and takes up most of the width of the page.



2. Our logo

2.2 Secondary version (white)

The white logo is our secondary version.

It is used when 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

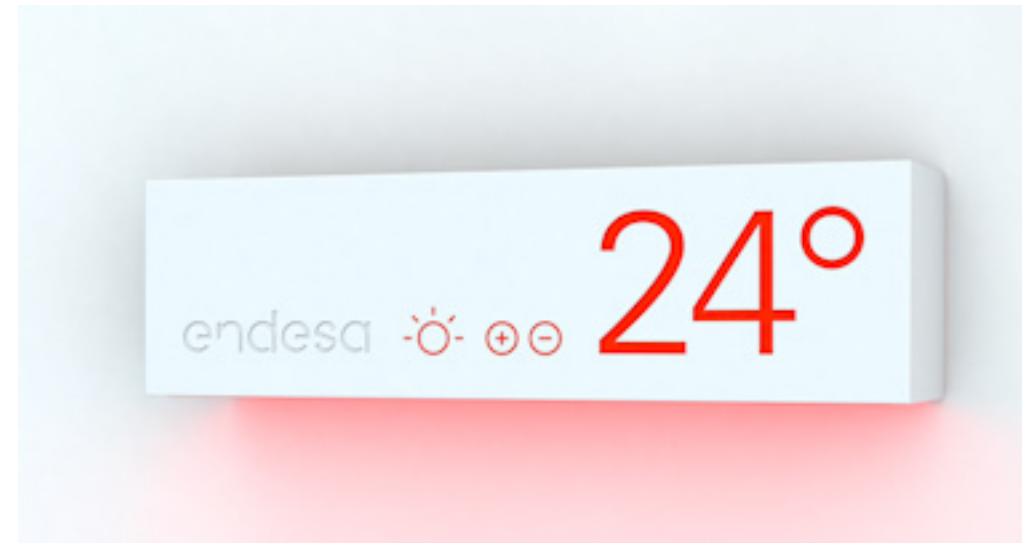
2.5 Special usage versions: Solid logo

The solid version logo should only be used in applications that don't allow any colours or gradients (e.g. hardware applications, where the logo needs to be embossed, engraved or embroidered), or when colour and gradient printing is restricted (receipts, faxes etc.).

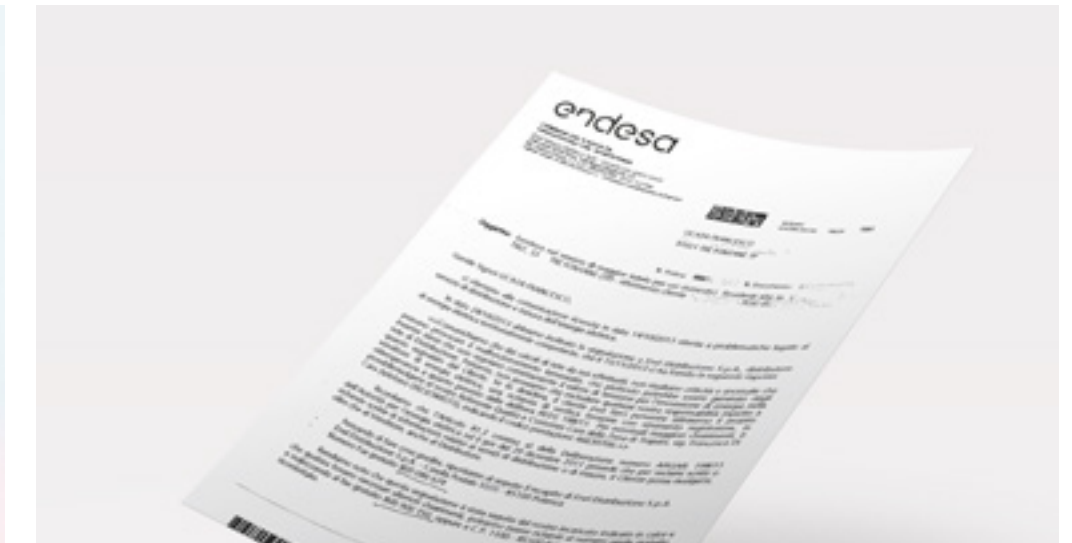
Please refer to section 5.3 (page 50) for more information on how the Endesa character set is used.

endesa

Hardware



Restricted printing (faxes and receipts)



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 35 mm.

Additionally, the special usage solid logo has a minimum size of 13mm but no maximum size.

Minimum logo size

- = 35 mm
- = 96 pixels

Small usage logo sizing

- = 34 mm down to 13 mm
- = 80 pixels



Exclusion zone = two cursors

The 'endesa' logo in blue lowercase letters. Below it is a horizontal line with a double-headed arrow, and the text '≥ 35 mm' is centered below the line.

endesa
≥ 35 mm

Standard-version logo
Minimum size

The 'endesa' logo in blue lowercase letters. Below it is a horizontal line with a double-headed arrow, and the text '13 mm to 34 mm' is centered below the line.

endesa
13 mm
to
34 mm

Small-usage logo
(no transparent-effect)

The 'endesa' logo in blue lowercase letters. Below it is a horizontal line with a double-headed arrow, and the text '≥ 13 mm' is centered below the line.

endesa
≥ 13 mm

Special usage solid logo
Minimum size