Confidence
must be earned

Amundi
ASSET MANAGEMENT

Graphic Guidelines

2018

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
  - > TYPEFACES
- ICONOGRAPHY
- GRAPHIC SYSTEM
- STATIONERY & OFFICE
- PUBLISHING
- EVENT
- VIDEO

USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK

Amundi
ASSET MANAGEMENT

The Amundi logo

This applies to all communication media.
It should be primarily used in the following communication media:
– stationery,
– office software,
– signage,
– internet and object branding.

The Amundi signature block

The Amundi signature block, which contains the Amundi tagline, can be used for corporate communication, advertising, as a video tagline (pack shot), for object branding and on some event communication media.

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
    - > BASIC VERSIONS
    - > TRANSLITERATED VERSIONS
    - > CLEAR SPACE & MINIMUM SIZE
    - > ON DIFFERENT BACKGROUNDS
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
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AMUNDI LOGO – BASIC VERSIONS

Colour version

The midnight blue and cyan colour version of the logo should be given priority on all media. It is available in Pantone spot colour, CMYK, and RGB.

MIDNIGHT BLUE

Pantone 2767C
C100, M80, Y0, K65
R0, G28, B75

CYAN

Pantone Process Cyan
C100, M0, Y0, K0
R0, G158, B224

COLOUR VERSION

Amundi
ASSET MANAGEMENT

Monochrome versions

Monochrome (black and white) versions are used when the colour version cannot be applied.

MONOCHROME BLACK VERSION

Amundi
ASSET MANAGEMENT

MONOCHROME WHITE VERSION
EXAMPLE ON A CYAN 100% BACKGROUND

Amundi
ASSET MANAGEMENT

For all reproduction purposes, use the exec files available for download.

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
    - > BASIC VERSIONS
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    - > CLEAR SPACE & MINIMUM SIZE
    - > ON DIFFERENT BACKGROUNDS
  - > CO-BRANDING
  - > SIGNATURE BLOCK
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AMUNDI LOGO – TRANSLITERATED VERSIONS

Use the original logos below:

Amundi
ASSET MANAGEMENT
東方匯理 資產管理

TRADITIONAL CHINESE

Amundi
ASSET MANAGEMENT
法国东方汇理 基金管理公司
北京代表处

SIMPLIFIED CHINESE

Amundi
ASSET MANAGEMENT
アムンディ アセットマネジメント

JAPANESE

Amundi
ASSET MANAGEMENT
أمُندي لإدارة الأصول

ARABIC

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
    - > BASIC VERSIONS
    - > TRANSLITERATED VERSIONS
    - > CLEAR SPACE & MINIMUM SIZE
    - > ON DIFFERENT BACKGROUNDS
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
  - > TYPEFACES
- ICONOGRAPHY
- GRAPHIC SYSTEM
- STATIONERY & OFFICE
- PUBLISHING
- EVENT
- VIDEO

AMUNDI LOGO – CLEAR SPACE & MINIMUM SIZE

Clear space

To ensure the brand's legibility, no graphic, textual or video object can be placed in the clear space around the logo.

Minimum size

The minimum utilisation size of the Amundi logo is set at 22 mm (± 83 pixels) across the width of Amundi.

Below this size, it is impossible to read the Asset Management wording.

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
    - > BASIC VERSIONS
    - > TRANSLITERATED VERSIONS
    - > CLEAR SPACE & MINIMUM SIZE
    - > ON DIFFERENT BACKGROUNDS
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
  - > TYPEFACES
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AMUNDI LOGO – ON DIFFERENT BACKGROUNDS

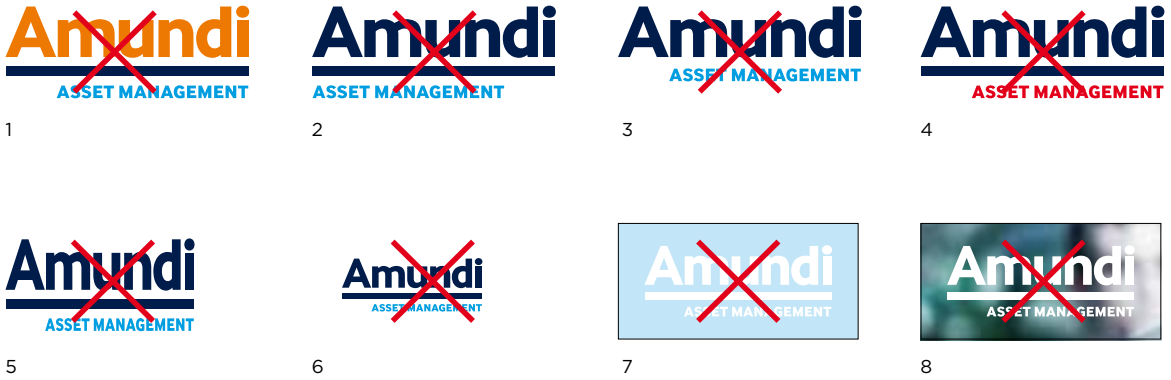
The colour version of the Amundi logo is used primarily on a white background.
On a solid dark colour (black, midnight blue or cyan), the white version of the logo must be used.

Incorrect Uses

Coloured backgrounds that make the logo hard to read are prohibited.

Examples of incorrect and prohibited uses of the Amundi logo:

1. changing the colours of the logo,
2. changing the design of the logo,
3. using the logo without the Amundi underline,
4. changing the colour of “Asset Management”,
5. changing the proportions of the logo,
6. using the logo in a smaller size than the minimum allowed,
7. using the logo in white on a very light background,
8. using the logo on a busy background.



BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
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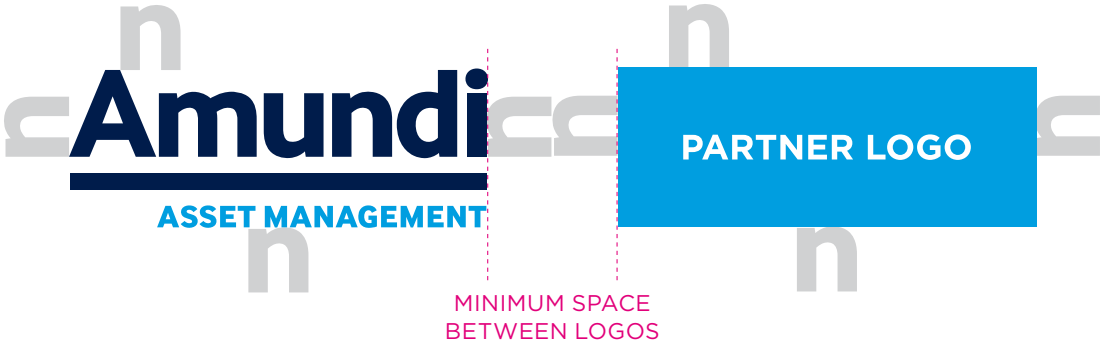
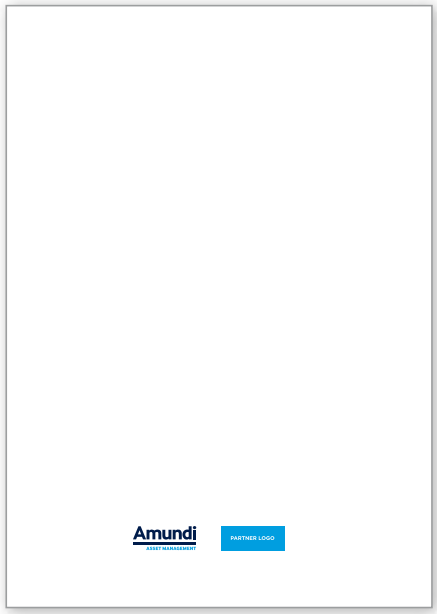
CO-BRANDING

The Amundi logo can be used with a partner's logo in co-branding. Place the partner alongside and use the clear space rules as a minimum spacing guide between the two logos. Ensure that the partner logo occupies the same visual space or appears slightly smaller than the Amundi logo.





AMUNDI LOGO WITH A PARTNER'S LOGO ON THE BACK COVER

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
    - > BASIC VERSIONS
    - > FOREIGN AND TRANSLITERATED VERSIONS
    - > CLEAR SPACE & MINIMUM SIZE
    - > ON A BACKGROUND
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
  - > TYPEFACES
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SIGNATURE BLOCK – BASIC VERSIONS

The two lines of the tagline are ideally justified along the width of the Amundi logo:
– the text is printed in Gotham Bold.
– the word ‘Confidence’ or its translation are ideally larger than the rest of the tagline.
If the justification of the two lines is not possible, the text is centered and a single line is justified.

Colours

MIDNIGHT BLUE

Pantone 2767C
C100, M80, Y0, K65
R0, G28, B75

CYAN 75%

Pantone Process Cyan 75%
C75, M0, Y0, K0
R0, G181, B237

ENGLISH

FRENCH

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
    - > BASIC VERSIONS
    - > FOREIGN AND TRANSLITERATED VERSIONS
    - > CLEAR SPACE & MINIMUM SIZE
    - > ON A BACKGROUND
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
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SIGNATURE BLOCK – FOREIGN AND TRANSLITERATED VERSIONS

This list is non-exhaustive and may change.

AMERICAN

ARABIC

BULGARIAN

CZECH

DUTCH

GERMAN

HUNGARIAN

ITALIAN

POLISH

PORTUGUESE

ROMANIAN

SIMPLIFIED CHINESE

SLOVAKIAN

SPANISH

TAIWANESE

THAI

TRADITIONAL CHINESE

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
    - > BASIC VERSIONS
    - > FOREIGN AND TRANSLITERATED VERSIONS
    - > CLEAR SPACE & MINIMUM SIZE
    - > ON A BACKGROUND
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
  - > TYPEFACES
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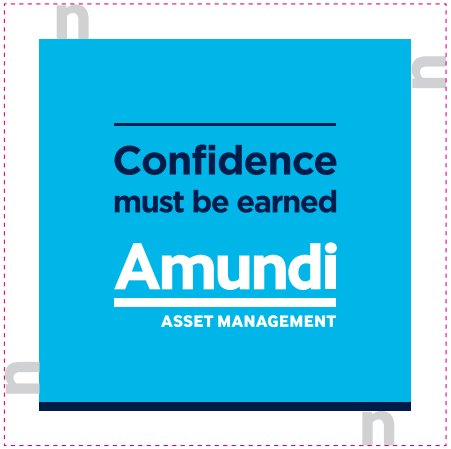
- VIDEO

SIGNATURE BLOCK – CLEAR SPACE & MINIMUM SIZE

Clear space

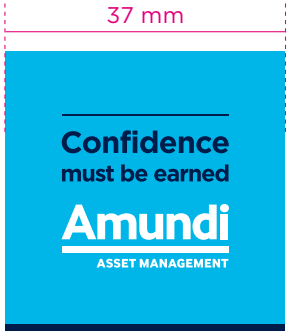
To ensure the brand's legibility, no graphic, textual or video object can be placed in the clear space around the signature block.



Minimum size

The minimum utilisation size of the Amundi signature block is set at 37 mm (±144 pixels).

Below this size, it is impossible to read the Asset Management wording.



BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
    - > BASIC VERSIONS
    - > FOREIGN AND TRANSLITERATED VERSIONS
    - > CLEAR SPACE & MINIMUM SIZE
    - > ON A BACKGROUND
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
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SIGNATURE BLOCK – ON A BACKGROUND

The signature block should be used on white, a colour from the Amundi secondary colour palette or an uncluttered photo background. On dark backgrounds a shadow is added.

WHITE BACKGROUND

LIGHT COLOURED BACKGROUND

DARK COLOURED BACKGROUND WITH SHADOW

LIGHT PHOTO BACKGROUND

DARK PHOTO BACKGROUND WITH SHADOW

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
    - > AMUNDI LOGO WITH EXPERTISE BLOCK
    - > BASIC VERSION
    - > PLACEMENT
    - > CLEAR SPACE & MINIMUM SIZE
  - > COLOUR PALETTE
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AMUNDI LOGO WITH EXPERTISE BLOCK

The area of expertise is positioned right next to the logo when it is the sole source and topic of the message (e.g. on a dedicated website or a product sheet).

This configuration is essentially used for stationary and office documents.

The expertise block is always associated with the Amundi logo and is never used alone.

The list of expertise blocks below is non-exhaustive and may change.

Logo Amundi and expertise block

Amundi ASSET MANAGEMENT Real & Alternative Assets

Amundi ASSET MANAGEMENT Smart Beta

Logo Amundi (without Asset Management) and expertise block (specialised entities or with a business apart from Asset Management)

Amundi Employee Savings & Retirement

Amundi Services

Amundi Real Estate

Amundi Private Equity Funds

Exception

Amundi ASSET MANAGEMENT ETF

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
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  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
    - > AMUNDI LOGO WITH EXPERTISE BLOCK
    - > BASIC VERSION
    - > PLACEMENT
    - > CLEAR SPACE & MINIMUM SIZE
  - > COLOUR PALETTE
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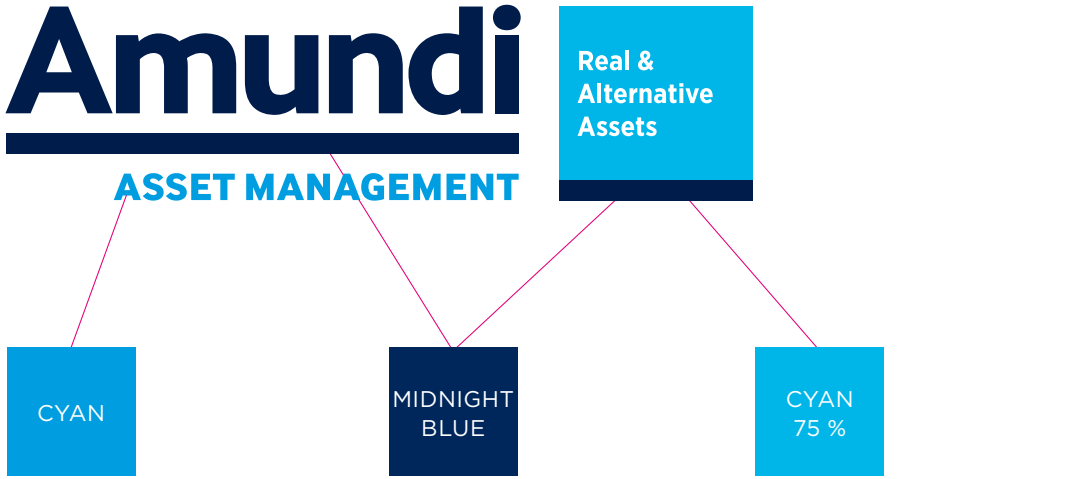
- EVENT
- VIDEO

EXPERTISE BLOCK – BASIC VERSION

Construction

TEXT FLUSH LEFT (EXCEPT FOR ETF)

Design / Colours



Pantone Process Cyan
C100, M0, Y0, K0
R0, G158, B224

Pantone 2767C
C100, M80, Y0, K65
R0, G28, B75

Pantone Process Cyan 75 %
C75, M0, Y0, K0
R0, G181, B237

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
    - > AMUNDI LOGO WITH EXPERTISE BLOCK
    - > BASIC VERSION
    - > PLACEMENT
    - > CLEAR SPACE & MINIMUM SIZE
  - > COLOUR PALETTE
  - > TYPEFACES
- ICONOGRAPHY
- GRAPHIC SYSTEM
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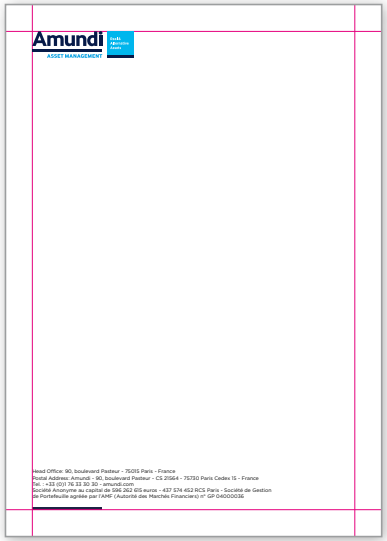
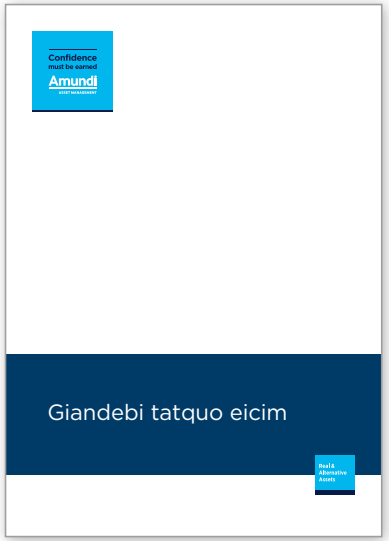
- PUBLISHING
- EVENT
- VIDEO

EXPERTISE BLOCK – PLACEMENT

For legal reasons or for business purposes, Amundi presents and communicates its expertises next to the logo, or at a distance to the logo (publishing/office).
The expertise block should be used on white, a colour from the Amundi secondary colour palette or an uncluttered photo background. **On dark backgrounds a shadow is added.**



1. EXPERTISE BLOCK NEXT TO THE AMUNDI LOGO



2. EXPERTISE BLOCK AT A DISTANCE TO THE AMUNDI LOGO

Design / Colours

MIDNIGHT BLUE

Pantone 2767C
C100, M80, Y0, K65
R0, G28, B75

CYAN

Pantone Process Cyan 75%
C75, M0, Y0, K0
R0, G181, B237

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
    - > AMUNDI LOGO WITH EXPERTISE BLOCK
    - > BASIC VERSION
    - > PLACEMENT
    - > CLEAR SPACE & MINIMUM SIZE
  - > COLOUR PALETTE
  - > TYPEFACES
- ICONOGRAPHY
- GRAPHIC SYSTEM
- STATIONERY & OFFICE
- PUBLISHING
- EVENT
- VIDEO

EXPERTISE BLOCK – CLEAR SPACE & MINIMUM SIZE

Clear space

To ensure the brand's legibility, no graphic, textual or video object can be placed in the clear space around the logo.

Minimum size

The minimum utilisation size is set at 50 mm.

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
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COLOUR PALETTE

The Amundi colour world includes:

- the two colours of the institutional logo: midnight blue used for “Amundi” and the “underline”, and cyan for the wording “Asset Management”;
- a range of colours in camaïeu.

Identity colours

MIDNIGHT BLUE

Pantone 2767C
C100, M80, Y0, K65
R0, G28, B75

CYAN

Pantone Process Cyan
C100, M0, Y0, K0
R0, G158, B224

Principal colours

Cyan 100%

Pantone Process Cyan 75%
C 75
M 0
Y 0
K 0

Pantone 299C
C 75
M 20
Y 5
K 10

Pantone 7690C
C 84
M 37
Y 10
K 17

Pantone 7692C
C 92
M 53
Y 15
K 26

Pantone 2955C
C 100
M 70
Y 20
K 35

C 100
M 80
Y 0
K 40

Pantone 2767C
C 100
M 80
Y 0
K 65

Secondary colours

Primary colours	100% C 100 M 70 Y 0 K 0	100% C 73 M 40 Y 20 K 20	100% C 70 M 4 Y 32 K 0	100% C 0 M 90 Y 45 K 0	100% C 0 M 60 Y 100 K 0	100% C 20 M 40 Y 85 K 12
Black + 50%					CYAN +20% MAGENTA +30%	
Black + 20%					MAGENTA +20%	
Opacity 60%						
Opacity 40%						

BLACK 100%
BLACK 85%
BLACK 65%
BLACK 45%
BLACK 25%
BLACK 15%

THE SECONDARY COLOURS ARE USED IN SMALL TOUCHES ON EDITORIAL PAGES.

BASIC BRAND ELEMENTS

- BASIC BRAND ELEMENTS
  - > USE OF THE AMUNDI LOGO VS THE AMUNDI SIGNATURE BLOCK
  - > AMUNDI LOGO
  - > CO-BRANDING
  - > SIGNATURE BLOCK
  - > EXPERTISE BLOCK
  - > COLOUR PALETTE
  - > TYPEFACES
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TYPEFACES

Everyday typefaces for use by all collaborators

For office and web documents, Arial is used as it preinstalled on most IT systems.

Arial

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Publishing typefaces for use by graphic design studios and agencies

To strengthen the graphical consistency of Amundi communication, Gotham HTF, Gotham Narrow or Gotham Condensed is used for titles, long blocks of text and charts. These families of typefaces offer a wide range of styles. Three styles are sufficient to rank the texts in a given document.

Gotham HTF

Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gotham Narrow

Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gotham HTF Condensed

Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Mediator Serif can be used for short blocs of text as a highlight.

Mediator Serif

Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Extra Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

ICONOGRAPHY

BASIC BRAND ELEMENTS
ICONOGRAPHY
> ICONOGRAPHY/VISUAL TERRITORY
GRAPHIC SYSTEM
STATIONERY & OFFICE
PUBLISHING
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VIDEO

ICONOGRAPHY/VISUAL TERRITORY

Photo library

Visual products created specifically for Amundi should be given priority in all uses other than advertising. Amundi's corporate iconography translates all of the values of the company.

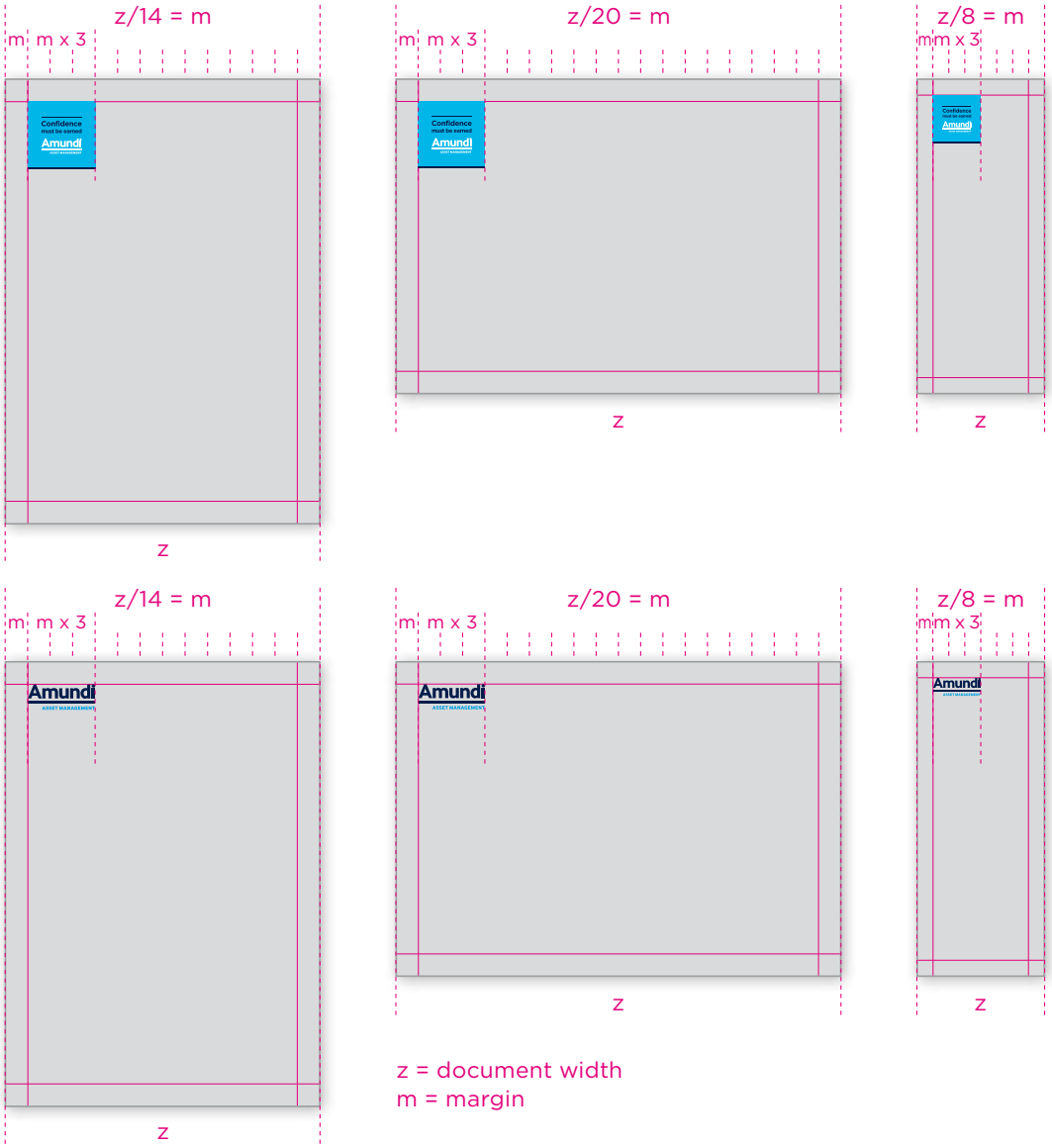
The key points to remember: natural postures – outdoors – perspective and depth – a touch of colour – a flair effect in a corner – people in groups, duos or alone – people standing or sitting.

GRAPHIC SYSTEM

BASIC BRAND ELEMENTS
ICONOGRAPHY
GRAPHIC SYSTEM
> LOGO AND SIGNATURE BLOCK PLACEMENT
> STRIPE PROPORTIONS WITH VISUAL
> STRIPE PROPORTIONS WITHOUT VISUAL
> HYPHEN PROPORTIONS WITH VISUAL
> EXPERTISE BLOCK PLACEMENT – STATIONERY
> EXPERTISE BLOCK PLACEMENT – PUBLISHING
STATIONERY & OFFICE
PUBLISHING
EVENT
VIDEO

LOGO AND SIGNATURE BLOCK PLACEMENT

The Amundi logo and signature block are always placed in the top left.
The margin (m) is calculated by dividing the width of the document (z) by 14 for a portrait document, by 20 for a landscape document and by 8 for a narrow document. The width of the logo and signature block is equal to 3 times the width of the margin.



GRAPHIC SYSTEM

BASIC BRAND ELEMENTS
ICONOGRAPHY
GRAPHIC SYSTEM
> LOGO AND SIGNATURE BLOCK PLACEMENT
> STRIPE PROPORTIONS WITH VISUAL
> STRIPE PROPORTIONS WITHOUT VISUAL
> HYPHEN PROPORTIONS WITH VISUAL
> EXPERTISE BLOCK PLACEMENT – STATIONERY
> EXPERTISE BLOCK PLACEMENT – PUBLISHING
STATIONERY & OFFICE
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VIDEO

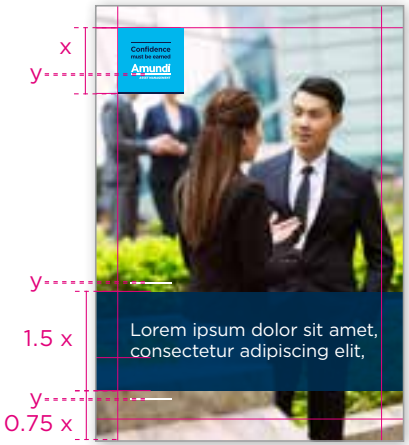
STRIPE PROPORTIONS WITH VISUAL

In the case where there is only one stripe:
- the minimum height of the stripe is equal to the height of the signature block;
- the maximum height of the stripe is equal to two times the height of the signature block.

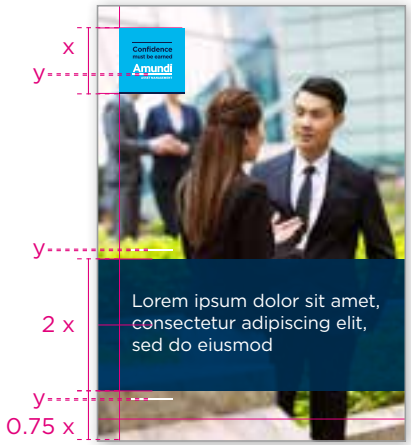
In the case where there are two stripes:
- the height of the first stripe is equal to half the height of the signature block;
- the maximum height of the second stripe is equal to 1.5 times the height of the signature block.

2 TITLE LEVELS

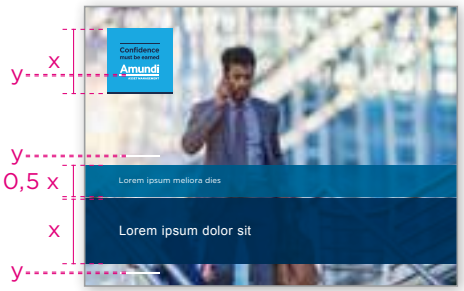
1 TITLE LEVEL – SHORT



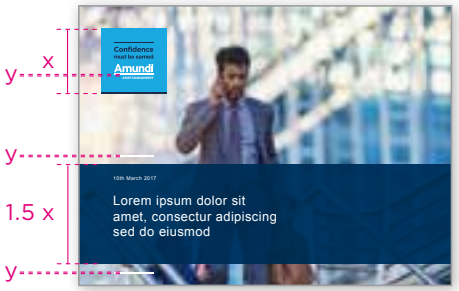
1 TITLE LEVEL – LONG



2 TITLE LEVELS



1 TITLE LEVEL



Stripe colours:

Pantone 7692C
C92, M53, Y15, K26

C100, M80, Y0, K40

Colours at 100% in multiply mode over white at 75% opacity

x = height of the Amundi signature block
y = thickness of the hyphen in the Amundi logo

GRAPHIC SYSTEM

BASIC BRAND ELEMENTS
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> STRIPE PROPORTIONS WITH VISUAL
> STRIPE PROPORTIONS WITHOUT VISUAL
> HYPHEN PROPORTIONS WITH VISUAL
> EXPERTISE BLOCK PLACEMENT – STATIONERY
> EXPERTISE BLOCK PLACEMENT – PUBLISHING
STATIONERY & OFFICE
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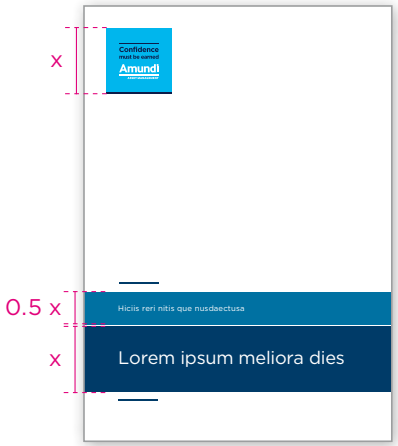
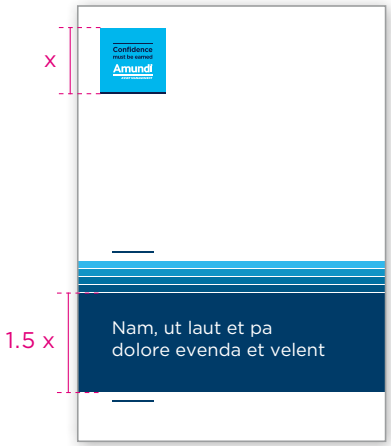
STRIPE PROPORTIONS WITHOUT VISUAL

Stripe proportions: the minimum size of the stripe is equal to the height of the logo.
The maximum is 3 x the logo size.

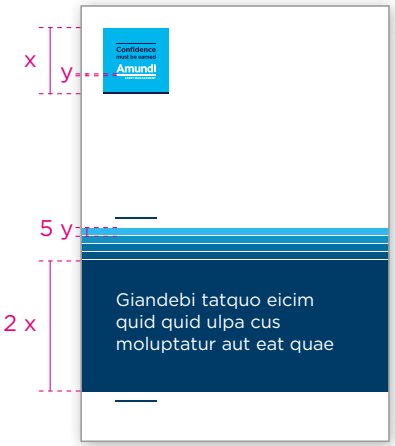
2 TITLE LEVELS



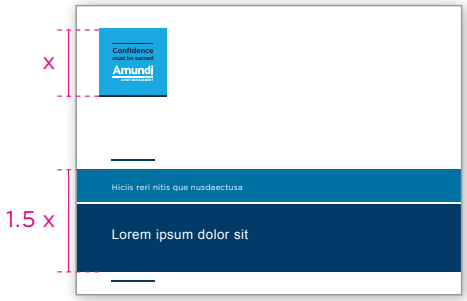
1 TITLE LEVEL – SHORT



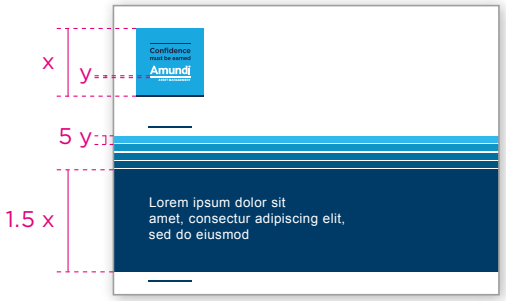
1 TITLE LEVEL – LONG



2 TITLE LEVELS



1 TITLE LEVEL



Stripe colours:

Pantone Process Cyan 75%	Pantone 299 C	Pantone 7690C	Pantone 7692C	
C75, M0, Y0, K0	C75 M20 Y5 N10	C84, M37, Y10, K17	C92, M53, Y15, K26	C100, M80, Y0, K40

Colours at 100% in multiply mode over white at 75% opacity

GRAPHIC SYSTEM

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STATIONERY & OFFICE
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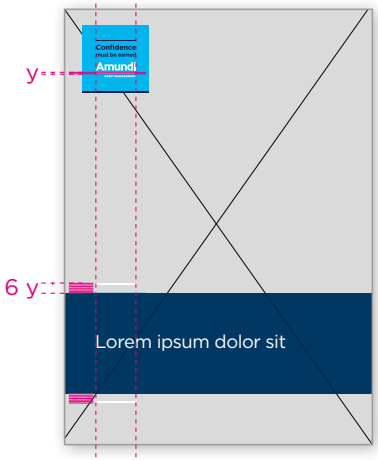
VIDEO

HYPHEN PROPORTIONS WITH VISUAL

The hyphen is the same thickness as the line of the logo and spaced 6 thicknesses from the stripe.



Stripe colours:

C100, M80, Y0, K40

Colours at 100% in multiply mode over white at 75% opacity

GRAPHIC SYSTEM

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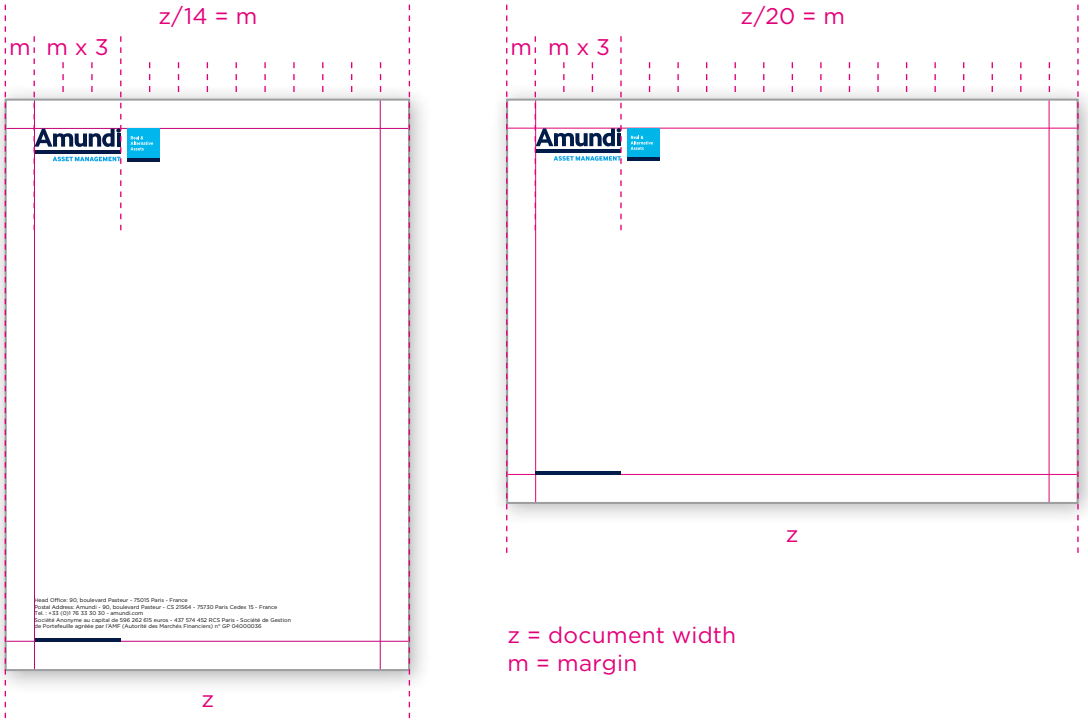
EXPERTISE BLOCK PLACEMENT – STATIONERY

The expertise block is always placed in the top left.
The margin (m) is calculated by dividing the width of the document (z) by 14 for a portrait document, by 20 for a landscape document and by 8 for a narrow document. The width of the logo and signature block is equal to 3 times the width of the margin.



Case when the expertise is the principal issuer

The Amundi logo is used without the tagline ASSET MANAGEMENT. This case is only validated for ESR, Services and ETF. **Remember:** the expertise block ETF is associated to the Amundi Asset Management logo and the expertise blocks are never used alone without the Amundi logo.

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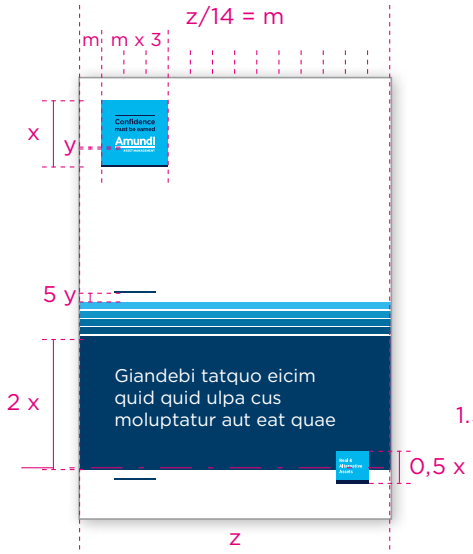
EXPERTISE BLOCK PLACEMENT – PUBLISHING

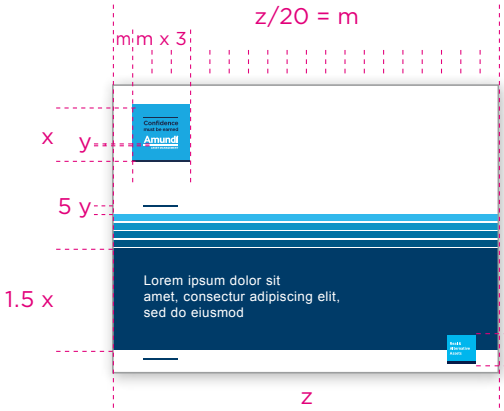
The signature block is always placed in the top left.
The margin (m) is calculated by dividing the width of the document (z) by 14 for a portrait document, by 20 for a landscape document and by 7 for a narrow document.
The width of the signature block is equal to 3 times the width of the margin.



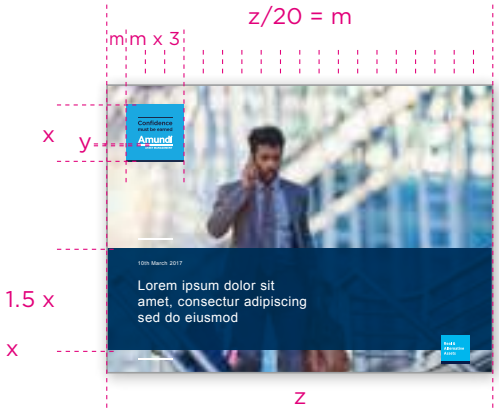
COVER WITHOUT VISUAL

COVER WITH VISUAL

x = height of the Amundi signature block
y = thickness of the hyphen in the Amundi logo
z = document width
m = margin



COVER WITHOUT VISUAL



COVER WITH VISUAL

STATIONERY & OFFICE

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> CORRESPONDENCE CARD
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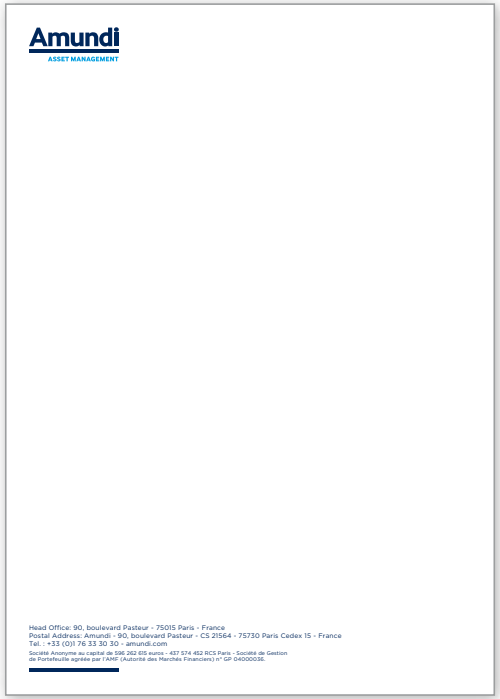
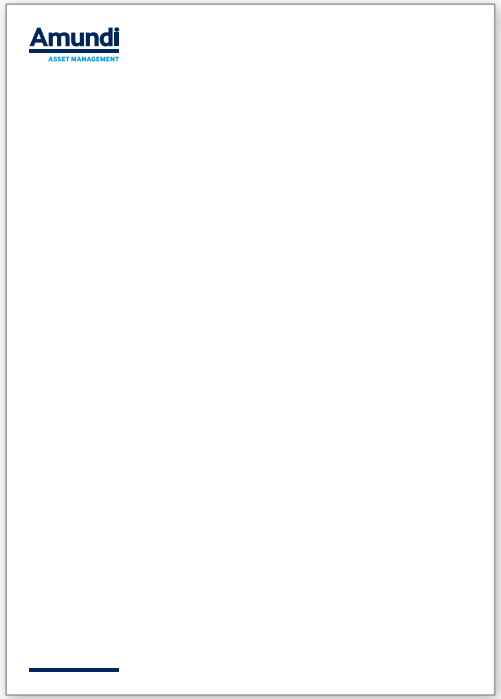
LETTERHEAD



LETTERHEAD



FOLLOWING PAGE

A4 (210 x 297 mm).
Printing in two spot colours; Pantone 2767 and Process Cyan.
Texts, contact details and terms & conditions in Gotham HTF, 8 and 6.5 pt.
Recommended paper: white 90 g.

For all reproduction purposes, use the exec files available for download.
A Word template for typing letters in Arial is also available. The rest of the letter is generated automatically.

STATIONERY & OFFICE

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BUSINESS CARD

BUSINESS CARDS
90 X 55 MM

BUSINESS CARDS
128 X 80 MM

Two card formats are available: 90 x 55 mm and 128 x 80 mm.
Printing in two spot colours; Pantone 2767 and Process Cyan.
Texts in Gotham HTF Book and Bold.
Recommended paper: extra white 250 g. coated cardstock.
The back of the cards can be used for another language
(e.g. bilingual card with FR on one side and ENG on the other).

For all reproduction purposes,
use the exec files available for download.

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CORRESPONDENCE CARD

CORRESPONDENCE CARD 210 X 100 MM

Format 210 x 100 mm.
Printing in two spot colours; Pantone 2767 and Process Cyan.
Texts coordinated in Gotham HTF Book, 8 pt.
Recommended paper: extra white 250 g. coated cardstock.

For all reproduction purposes,
use the exec files available for download.

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ENVELOPES

ENVELOPE 220 X 110 MM

ENVELOPE 228 X 160 MM

There is a choice of two envelope sizes: 220 x 110 mm and 228 x 160 mm.
Printing in two spot colours; Pantone 2767 and Process Cyan.
100 g. white envelopes, with self-adhesive strip.

For all reproduction purposes,
use the exec files available for download.

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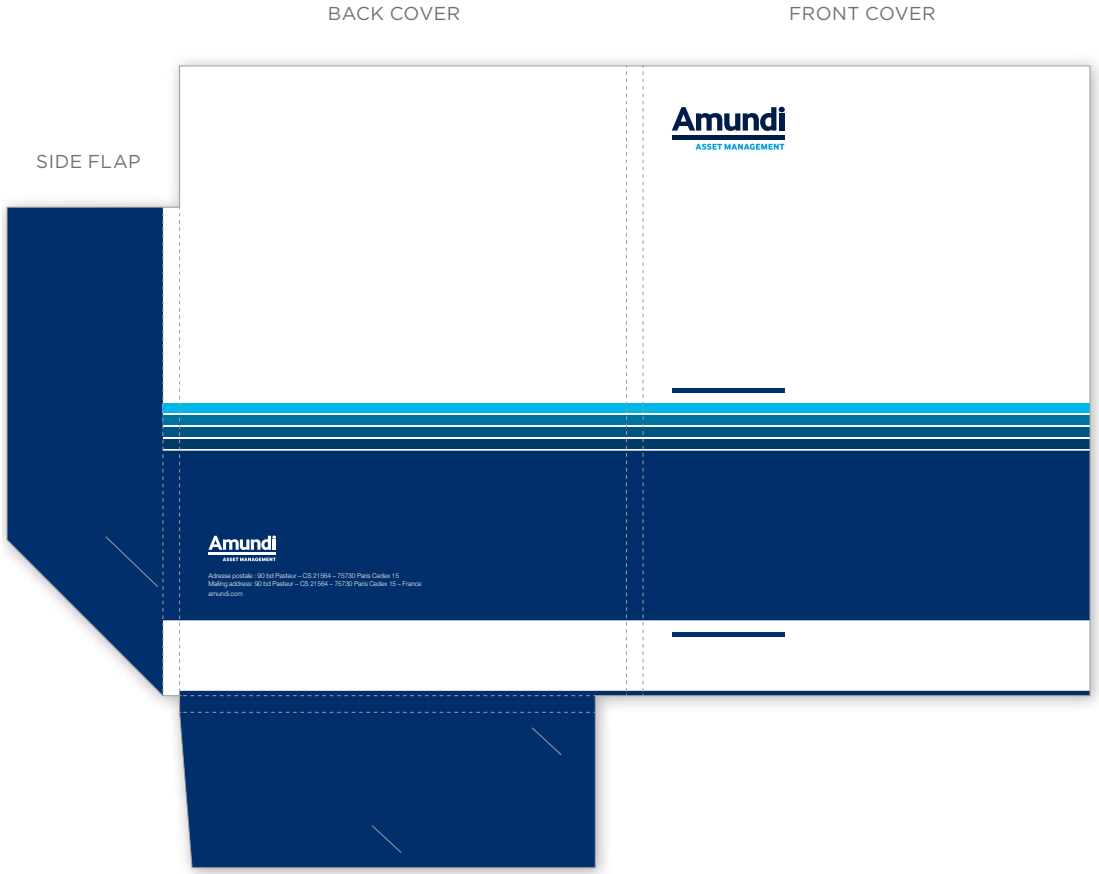
FOLDER



Folded format 220 x 310 mm, inner flap with adhesive tab at the bottom with card slots.
Texts of contact details in Gotham HTF Book, 8 pt.
Recommended paper: white high gloss card of approx. 350 g.
Two folder thicknesses are available: 5 mm and 10 mm.

For all reproduction purposes, use the exec files available for download.

Stripe colours:

Pantone Process Cyan 75%	Pantone 299 C	Pantone 7690C	Pantone 7692C	
C75, M0, Y0, K0	C75 M20 Y5 N10	C84, M37, Y10, K17	C92, M53, Y15, K26	C100, M80, Y0, K40

Colours at 100% in multiply mode over white at 75% opacity

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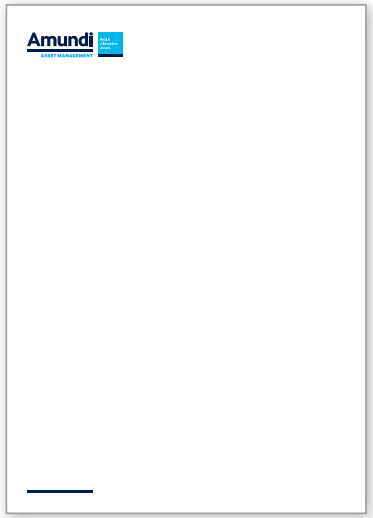
EXPERTISE STATIONERY

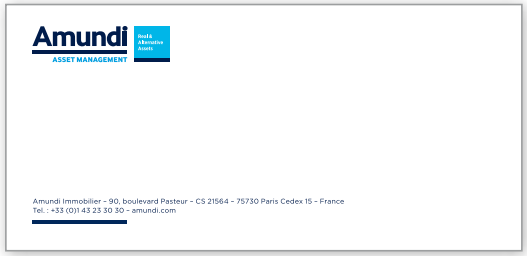
The expertise stationery is only used by specialised subsidiaries.

LETTERHEAD



FOLLOWING PAGE

A4 (210 x 297 mm)
Printing: two spot colours; Pantone 2767 and Process Cyan.
Texts, contact details and terms & conditions in Gotham HTF Book, 8 and 6.5 pt. Recommended paper: 90 g white.



CORRESPONDENCE CARD 210 X 100 MM

Printing: two spot colours; Pantone 2767 and Process Cyan.
Text of contact details in Gotham HTF Book, 8 pt.
Recommended paper: extra white glossy card 250 g.

BUSINESS CARDS
90 X 55 MM

Printing: two spot colours; Pantone 2767 and Process Cyan.
Text in Gotham HTF Book and Bold.
Recommended paper: extra white glossy card 250 g.
The back of the cards can be used for another language (e.g. EN on one side and FR on the other).

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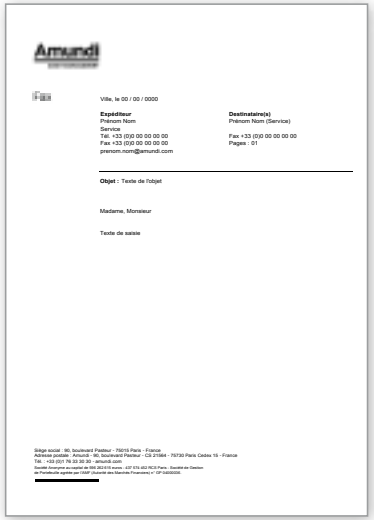
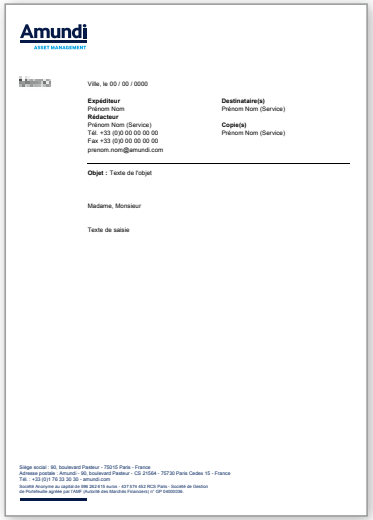
FAX, MEMO AND REPORT



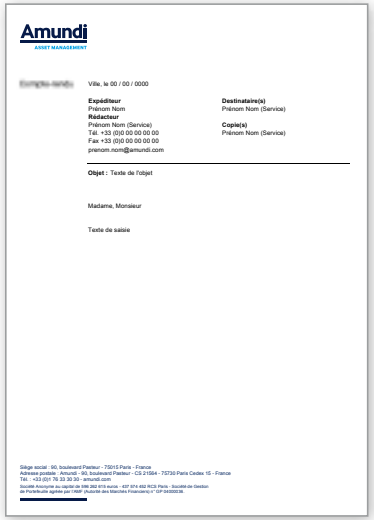
FAX

A4 (210 x 297 mm).
B&W document in Word.
Helvetica or Arial text
(system fonts).



MEMO

A4 (210 x 297 mm).
CMYK colour document in Word.
Helvetica or Arial text
(system fonts).



REPORTS

A4 (210 x 297 mm).
CMYK colour document in Word.
Helvetica or Arial text
(system fonts).

For all reproduction purposes,
use the exec files available for download.

STATIONERY & OFFICE

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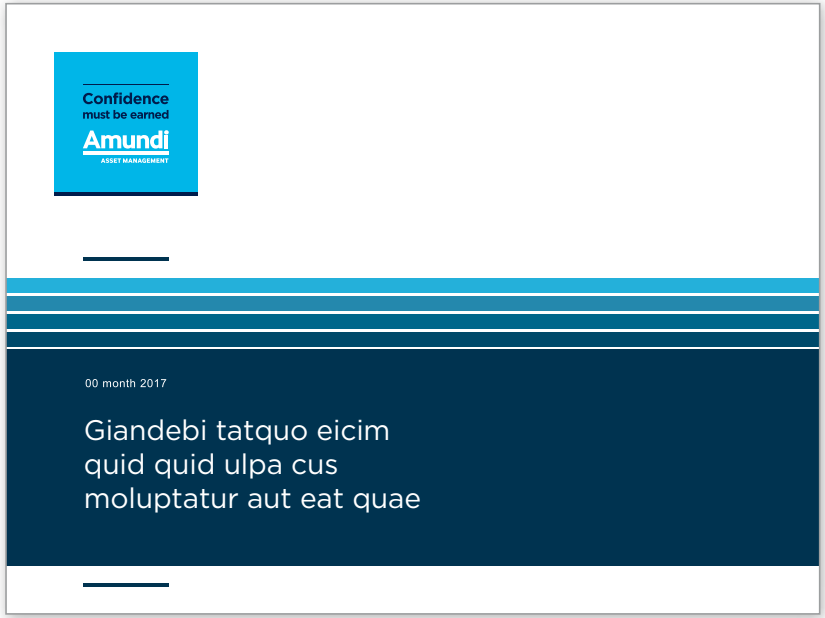
POWERPOINT™ PRESENTATION



RGB colour document in MS PowerPoint™. Arial text (system font). For graphics, use colours from the Amundi colour palette.

Use visuals that are consistent with Amundi artwork.

For all reproduction purposes, use the model or mask available for download.

PUBLISHING

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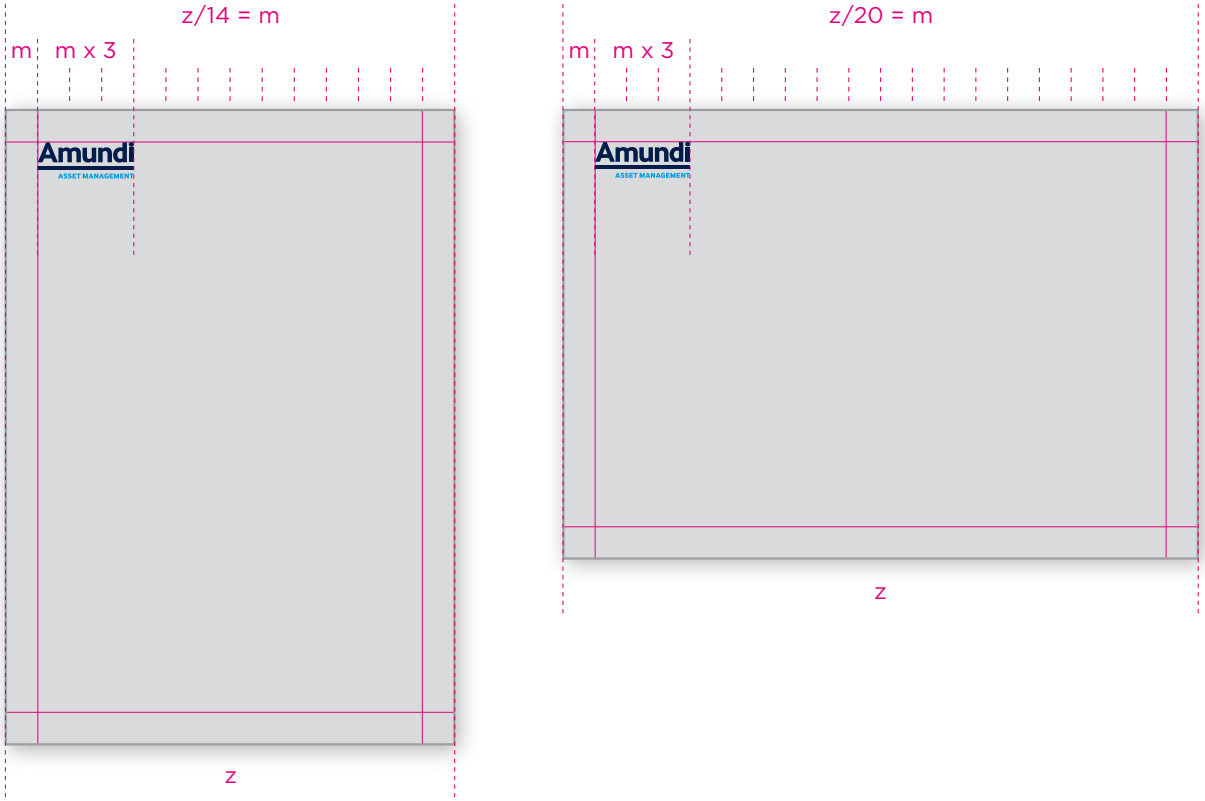
LOGO SIZE

The Amundi logo is always placed in the top left.
The margin (m) is calculated by dividing the width of the document (z) by 14 for a portrait document and by 20 for a landscape document. The width of the logo is equal to 3 times the width of the margin.



z = document width
m = margin

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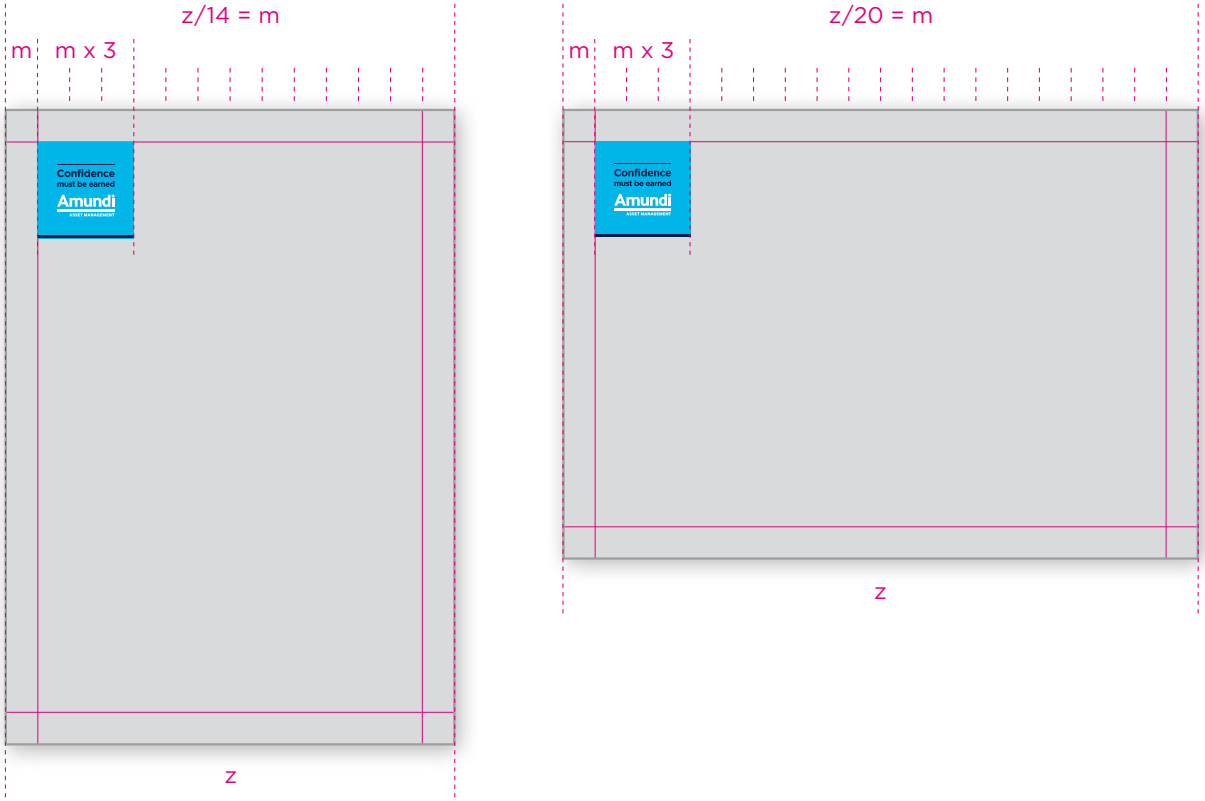
SIGNATURE BLOCK SIZE

The signature block is always placed in the top left.
The margin (m) is calculated by dividing the width of the document (z)
by 14 for a portrait document and by 20 for a landscape document.
The width of the signature block is equal to 3 times the width of the margin.



z = document width
m = margin

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COVERS

Following are examples. Templates must be adapted according to the content.

FRONT COVERS

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INTERIOR PAGES EXAMPLES

Headings use a mix of bold and light typefaces with a hyphen above.

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TITLE PAGES

EVENT

BASIC BRAND ELEMENTS
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EVENT
> ROLL-UP BANNERS
> ROLL-UP BANNERS WITH EXPERTISE BLOCK
> 3-PANNEL STANDS
> POP-UP STANDS AND ROLL-UP BANNERS
VIDEO

ROLL-UP BANNERS

On our banners the message is the key element. It is placed centrally on the system of stripes, with or without a visual. The Amundi signature block is placed in the top left corner.
Banners are used by themselves at internal seminars or at trade shows on a stand.
The margin (m) is calculated by dividing the width of the document (z) by 8.
The width of the signature block is equal to 3 times the width of the margin.

x = height of the Amundi signature block
y = thickness of the hyphen in the Amundi logo
z = document width
m = margin

Stripe colours:

Pantone Process Cyan 75%	Pantone 299 C	Pantone 7690C	Pantone 7692C	
C75, M0, Y0, K0	C75 M20 Y5 N10	C84, M37, Y10, K17	C92, M53, Y15, K26	C100, M80, Y0, K40

Colours at 100% in multiply mode over white at 75% opacity

EVENT

BASIC BRAND ELEMENTS
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GRAPHIC SYSTEM
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> ROLL-UP BANNERS WITH EXPERTISE BLOCK
> 3-PANNEL STANDS
> POP-UP STANDS AND ROLL-UP BANNERS
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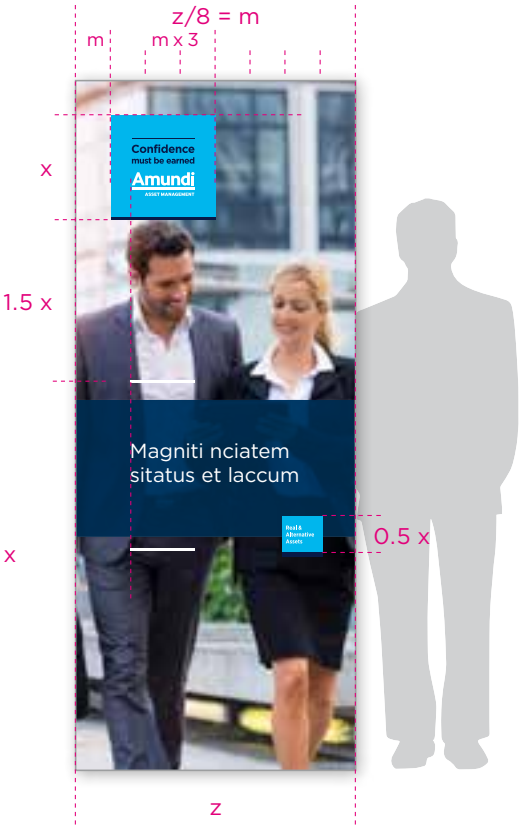
ROLL-UP BANNERS WITH EXPERTISE BLOCK

The expertise block can be placed alongside the Amundi logo or at a distance with our message placed centrally on the system of stripes.
Banners are used by themselves at internal seminars or at trade shows on a stand.
The margin (m) is calculated by dividing the width of the document (z) by 8.
The width of the logo and the signature block is equal to 3 times the width of the margin.

EXPERTISE ALONGSIDE THE AMUNDI LOGO

EXPERTISE AT A DISTANCE TO THE AMUNDI SIGNATURE BLOCK

EXPERTISE WITH A VISUAL



x = height of the Amundi signature block
y = thickness of the hyphen in the Amundi logo
z = document width
m = margin

Stripe colours:

Pantone Process Cyan 75% C75, M0, Y0, K0	Pantone 299 C C75 M20 Y5 N10	Pantone 7690C C84, M37, Y10, K17	Pantone 7692C C92, M53, Y15, K26	C100, M80, Y0, K40

Colours at 100% in multiply mode over white at 75% opacity

EVENT

BASIC BRAND ELEMENTS
ICONOGRAPHY
GRAPHIC SYSTEM
STATIONERY & OFFICE
PUBLISHING
EVENT
> ROLL-UP BANNERS
> ROLL-UP BANNERS WITH EXPERTISE BLOCK
> 3-PANNEL STANDS
> POP-UP STANDS AND ROLL-UP BANNERS
VIDEO

3-PANNEL STANDS

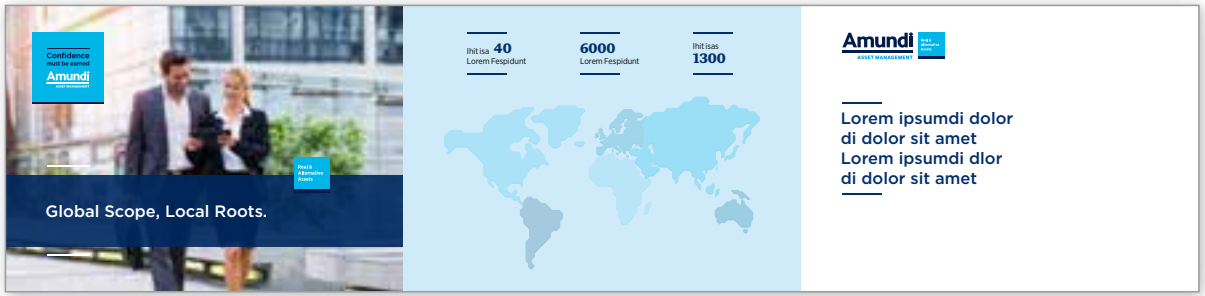
Corporate

TEXT OR KEY FIGURES

CORPORATE MESSAGE

WORLDWIDE MAP AS A BACKGROUND
WITH OR WITHOUT KEY FIGURES

Expertise



CORPORATE MESSAGE

WORLDWIDE MAP AS A BACKGROUND
WITH OR WITHOUT KEY FIGURES

TEXT OR KEY FIGURES

EVENT

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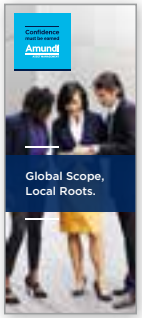
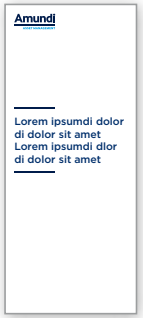
POP-UP STANDS AND ROLL-UP BANNERS

Corporate

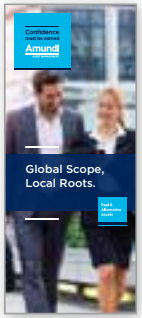


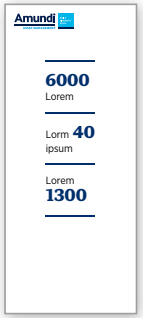


TEXT OR KEY FIGURES

CORPORATE MESSAGE

Expertise

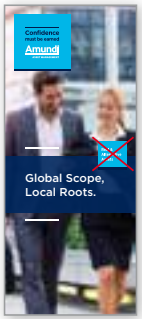




TEXT OR KEY FIGURES

CORPORATE MESSAGE

LACK OF VISIBILITY



RISKS TO COVER THE IMAGE

Attention

The expertise block is placed differently on pop-up stand and roll-up banner. Upper position on pop-up stand to ensure visibility and low position on roll-up banner to avoid hiding the visual.

VIDEO

BASIC BRAND ELEMENTS
ICONOGRAPHY
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VIDEO
> AMUNDI LOGO – ANIMATED VERSIONS
> SIGNATURE BLOCK – ANIMATED VERSIONS

AMUNDI LOGO – ANIMATED VERSIONS

Two animated versions of the logo exist, accompanied by the audio signature.

In order for the brand to be identified in video content, the animated logo should **be included at least once**, either in the introduction (intro) or at the end of the video (outro). If the animated logo is used in intro, an expertise block or signature block can be used in outro. However, never link two animations one behind the other (see rules for use below).

Intro animation

The intro animation should be used at the very beginning of the video and ensure a smooth transition to the subject (title screen or first filmed sequence). The 7-second file is available in full HD .mov format.

Outro animation

The principle for the animation is the same as for the intro, but the logo is shown at the end of the subject. The 7-second file is available in full HD .mov format. The video's legal information screen should always be shown after the outro animated logo.

Note:

These animations must not be amended or supplemented by any other elements (image or sound).
An animated logo on a dark blue background is also available but is reserved for corporate purposes, e.g. for premium events like the World Investment Forum or for a speech by a top executive.
Full HD .mov formats are working files for video agencies and only viewable through QuickTime.
To watch the animations, please use the demo file.

VIDEO

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SIGNATURE BLOCK – ANIMATED VERSIONS

Four animated versions of the signature block exist, accompanied by the audio signature.

The signature block is reserved for brand advertising and communication.
The animated signature block must always be used in outro. On the other hand,
the animated logotype can be used in intro if necessary.

French version with or without voice-over

The French version is available with or without voice-over on the signature “Confidence must be earned”.
The 7-second file is available in full HD .mov format.

English version with or without voice-over

The English version is available with or without voice-over on the signature
“Confidence must be earned”.
The 7-second file is available in full HD .mov format.

Note:

The video’s legal information screen should always be shown after the animated signature block.
These animations must not be amended or supplemented by other elements (image or sound).
Full HD .mov formats are working files for video agencies and only viewable through QuickTime.
To watch the animations, please use the demo file.

Amundi

ASSET MANAGEMENT

amundi.com

February 2018 | W