

Guidelines Foundation

Version 3
June 2023



Foundation

Preface

The Orange Foundation consolidates the Group's philanthropic and social responsibility activities.

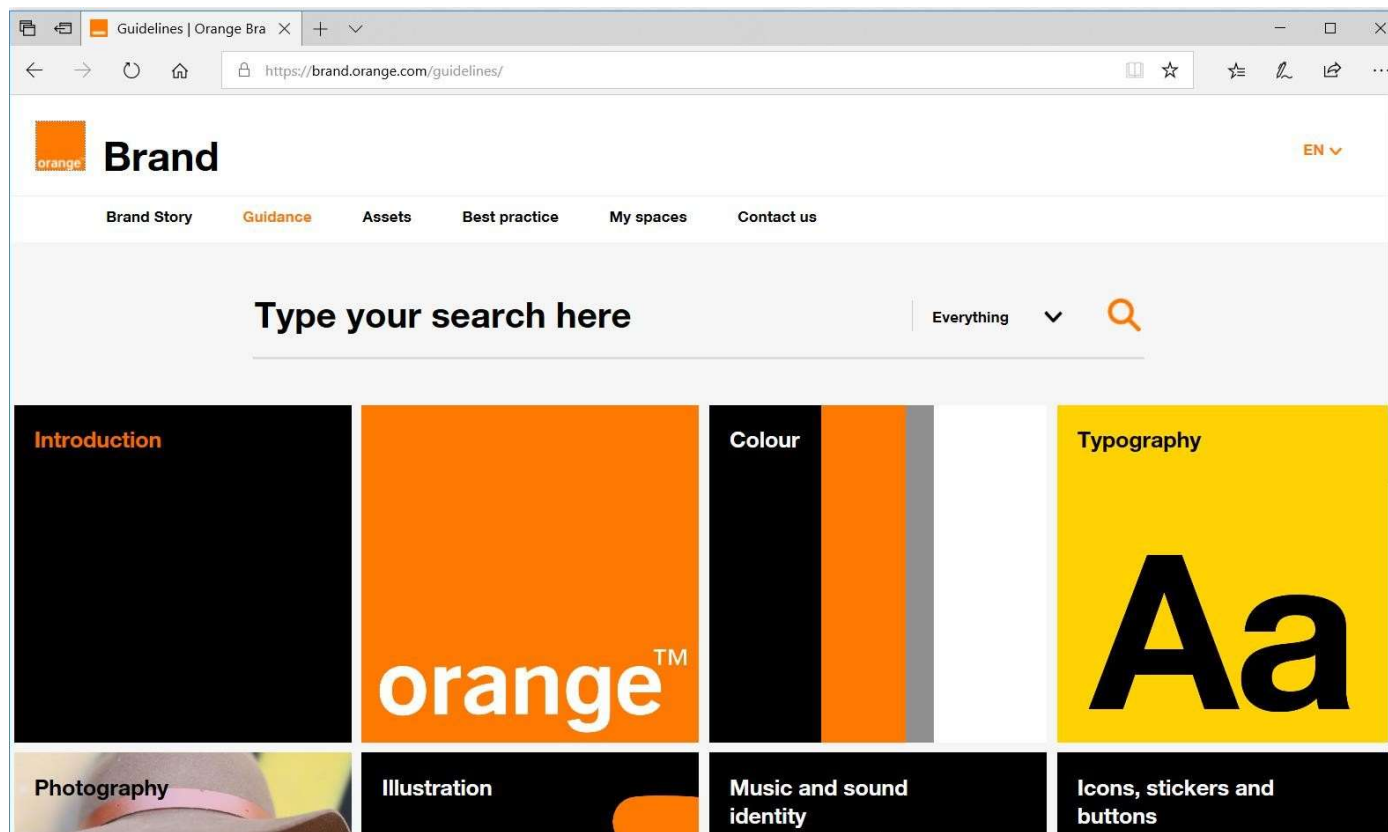
The Orange Foundation is present in many countries where the Orange brand is established.

The use of the Orange Foundation logo is regulated by the Orange brand and legal entities to meet specific requirements.

This second edition of the guidelines presents the identity elements for the Orange Foundation.

Identity

brand.orange.com



This guideline shows how to use the Orange Foundation logo and correct identity.

For more details, please visit the Orange brand website.

Contact a member of Orange brand team if you have any questions.

Brand basics

For more on how to use each of these elements, visit our brand site - brand.orange.com



Logo

Always use original artwork



Personality

To make our brand coherent and unique



Brand voice

Simplify to the essential, always write with a smile



Naming

Generic, descriptive or hero, respecting spelling rules



Colour

Min. 60% core colour with min. 15% orange and max. 40% supporting colour



Typography

Bold, direct, essential



Photography

Natural and within listening distance



Illustration

Flat, bold, simple and colourful



Film and animation

Personalised and emotional demonstration



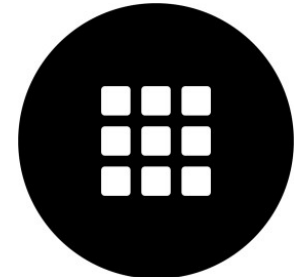
Music and sound

One sonic logo and a coherent musical territory



Icons, stickers and buttons

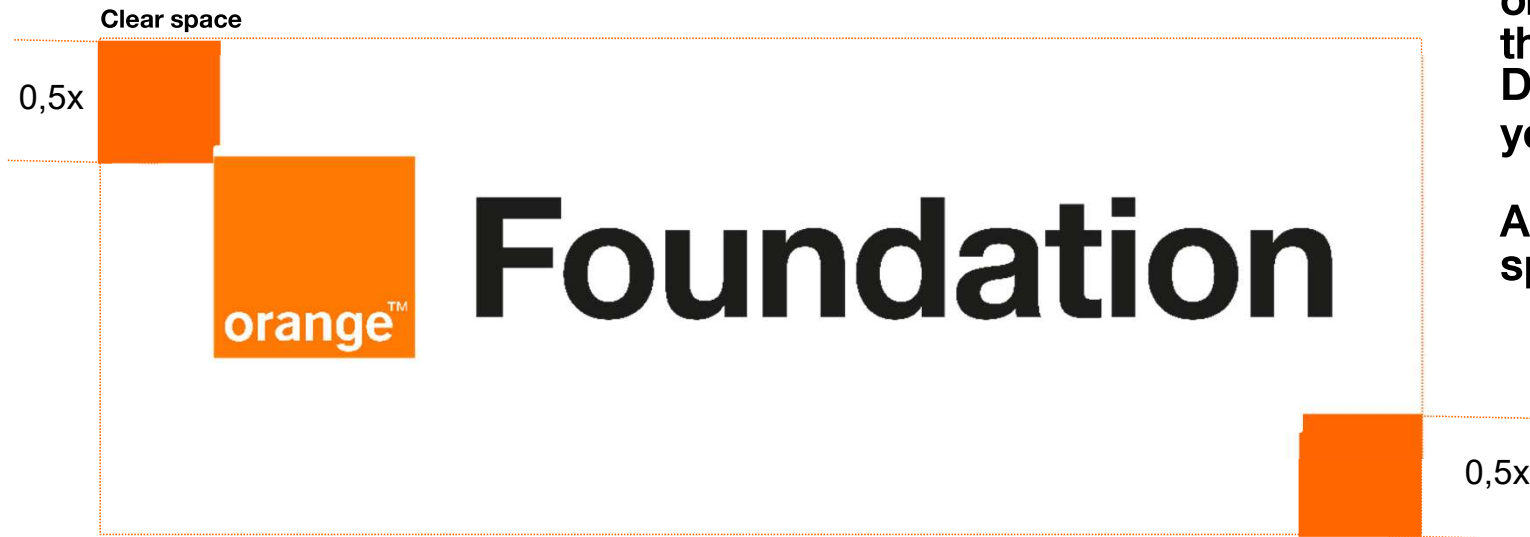
Black, white or orange; always use original artwork



Grids and layout

To create clear, impactful communications

Foundation logo Construction



In all cases, the Orange Foundation logo should only be reproduced from the master artwork. Do not try to create it yourself.

Always aim to set the clear space to 0.5x.

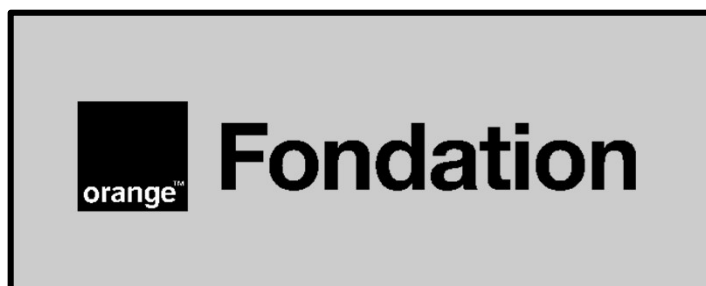


Foundation logo Colours



The Orange Foundation logo exists in different colours and can be adapted depending on the background it is used on.

The word 'Foundation' must be written with the Orange square on the left.



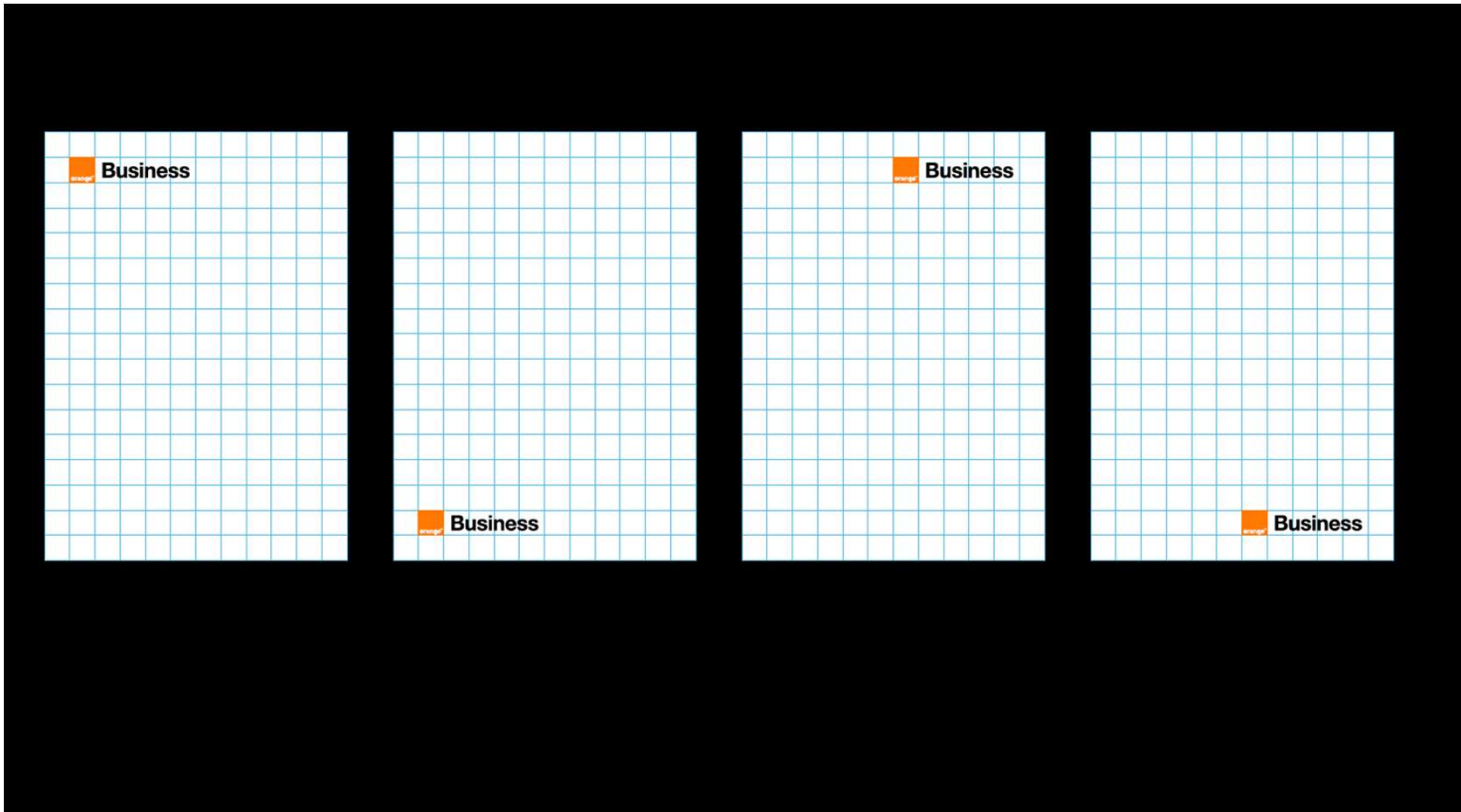
Monochromes apply the same rules as those of the Orange logo, with 60% black and the word 'Foundation' in black (the ensemble must be in black when used on a coloured background)



The word 'Foundation' must never be written in orange.

Logo Fondation Positioning

The Orange Foundation logo lock-up can be positioned in any of the four corners of the communication.



Foundation Layout



The Orange Foundation logo must be aligned with the title text.

We recommend placing the logo on the left for printed material.

Please respect the clear space rules (indicated in light grey).

All titles and body copy should be left-aligned unless there are specific creative constraints.

Foundation Small logo



Only the size (in mm or pixel)
determines the use of the Small
logo.



On a smartphone the Small logo is
to use if the size is less than 30
pixels.

The Small logo is to be
used as soon as the height
of the Orange square is
less than 10 mm for a
print, 50 pixels for a tablet
and 30 pixels for a mobile.

It is the size of the logo
and therefore its legibility
that guides the use of the
Small Foundation logo.

Typography

75 Bold

Always use Helvetica Neue as your primary font.

Use sentence case with standard, local grammar and punctuation rules. Never use upper case.

We primarily use black, white or orange for text. Never use supporting colours.

We use Helvetica Neue 55 Roman if needed for body copy.

Colours balance



Color balance respected



Too many secondary colors

It is possible to use the secondary colours of the Orange palette. However the colour balance must be respected: 60% minimum of historical colors (white and black) of which 15% minimum of orange.

Secondary colours are mainly used for illustrations but they can be useful for web tiles, backgrounds or diagrams in particular.

Iconography

Photo



Our photos mainly show the actions supported by the Foundation.. They are spontaneous and natural.



Portraits are possible for testimonials and interviews.

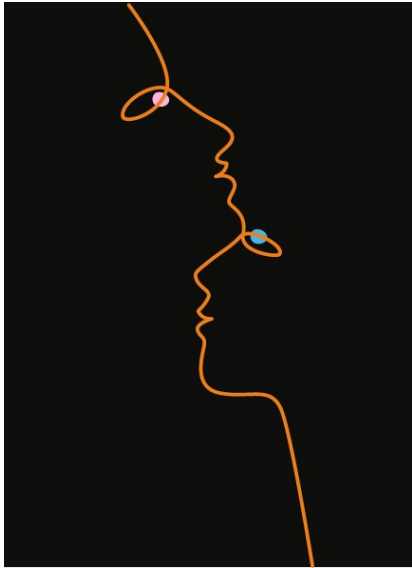
Our photos must always reinforce our communication principles and our personality: close to, simple, positive and bold.

They must release emotion.

We focus on people as part of the actions we support. Our photo style is journalistic and anchored in life. We show real people in real situations with natural light without seeking perfection.

Iconography

Illustrations



Our illustrations also reflect our brand personality.

They must be original and respect our colour palette and the colour balance. Our illustrations are original without ever being sinister, nor use a 3D effect.

The animations which support the illustrations, respect these principles.

Our illustrations are made on a black or white background. Secondary colours and their associated tints may be present without exceeding 40% of the area of the illustration.

Layout Examples



Layouts are simple and airy, they are based on those proposed for Orange, including the use of Helvetica Neue typography, left alignment or text without capital letters except at the beginning of the sentence. Texts are written in black, white or orange. The secondary colours can be used in solid colour respecting the colour balance (60% minimum of main colours).

Layout

Signature positioning



It is sometimes useful for the Foundation to integrate the Brand signature:

“Brings you closer to what matters”.

In this case, the signature ends the body.

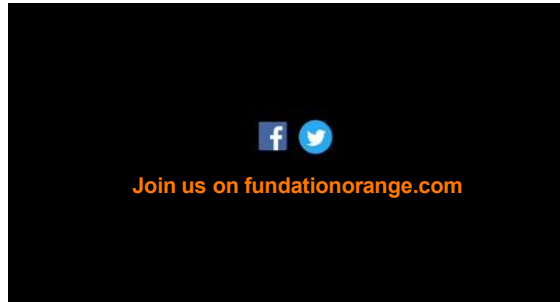
The signature is never positioned near the Foundation logo.

End of ad Principles

Advertising movies have similar constructions for the purposes of Orange films.
For more information, visit the Brand website.



End of the story



Call to action

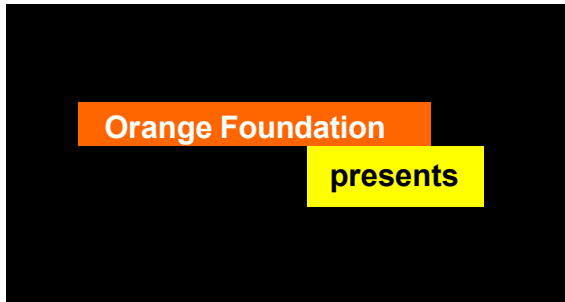


Logo alone centered horizontally and vertically

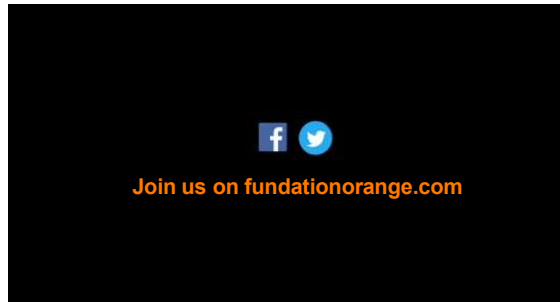
Presentation Principles

Presentation videos have constructions similar to those of Orange videos.

For more information, visit the Brand website.



Opening



Call to action (if needed)



Logo alone centered horizontally and vertically

Web site Principles



Fig.1
18



Fig.2



Fig.3

The layout on the website, respects our digital Brand principles.

The header of the home page shows the Master logo Foundation and when the page scrolls, the size of the header decreases and the Small logo is shown.

Fig 1. web page example

Fig 2. Master logo Foundation on the header

Fig 3. Small logo when scrolling

Thanks

A question, a doubt, a tip?
Do not hesitate to contact
the Foundation's
Communication team.