



WE OPEN THE WAY

GRAPHIC CHARTER



INTRODUCTION

MAKING THE COLAS BRAND SHINE

A world leader in the construction and maintenance of transportation infrastructures, our Group brings together an array of brands, companies, subsidiaries, programs and solutions around the world. This rich and diversified multiple-identity system has developed from the successive arrival of brands, companies and products for over 90 years.

In a complex and fiercely-competitive world, the brand is a landmark, a strategic, relationship-building asset that has become all the more important, not only for employees, but also for customers, partners and other stakeholders.

This is why it is important to nurture it, safeguard it and increase its attractiveness.

In order to strengthen the Colas brand and its visibility, we have enriched the graphic charter. The standards for the use of logotypes, typefaces, color ranges and page layouts presented in this document are intended to build a coherent and unified system, in tune with reality in the field, while integrating operational practices and requirements. Furthermore, the charter also provides the keys for creating new corporate identities.

Compliance with these rules is essential for the successful development, consistency and protection of the Colas Group's brands, across the world.

It is up to each of us to make this happen.

Delphine Lombard,
Corporate Communications and Brand Manager

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LOGOTYPE

The logotype (logo) is a mark promoting recognition that uniquely and immediately identifies the brand. It serves as a means of expressing the strengths and qualities of the brand. The components of the logo are the shape, the color and the typeface.

The Colas logo is based on three constitutive elements that are highly symbolic for the company: the diamond shape, the yellow color, and the name.

To illustrate the present and open the way to the future, the diamond coming out of its frame and the two arrows express a dynamic.

The typeface selected for the name is light and graphically distinctive. The signature (or baseline), “WE OPEN THE WAY” is a symbol of leadership, innovation and openness.

WHEN DEVELOPING ANY LOGO DESIGNS,
PLEASE CONTACT THE COMMUNICATION AND BRAND DEPARTMENT

THE LOGOTYPE

This logotype is the central element of the Colas corporate communications system. For reasons of uniformity and technical accuracy, the COLAS characters must all have the same thickness.

As a cut letter, the “A” confers the logo a unique and contemporary style.

The logotype must never be altered or distorted in any way.

The baseline “WE OPEN THE WAY” must be produced using the same typeface as COLAS.

This baseline must be centered relative to the COLAS characters.

The baseline is primarily used for corporate and institutional communications. The baseline must never be translated (unless this is required by local regulations).

In certain cases, the logo can be used without its baseline (particularly when its size is very small, see p. 10).

**Logo Block:
Logotype + Baseline**



WE OPEN THE WAY

Logotype



LOGOTYPE COLORS

The exact colors that must be used for the COLAS logotype are presented below. The traditional primary yellow color (100% Y) provides a strong visual feature.

The colored logotype must be preferred on all media.

When the logotype is used in black and white, it must be set as 100% black.

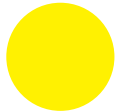


WE OPEN THE WAY



WE OPEN THE WAY

COLORED LOGOTYPE



CMYK: **C: 0 - M: 0 - Y: 100 - K: 0**
RVB: **R: 255 - V: 237 - B: 0**
PANTONE: **YELLOW C**
RAL: **1021**



CMYK: **C: 0 - M: 0 - Y: 0 - K: 100**
RVB: **R: 0 - V: 0 - B: 0**
PANTONE: **BLACK**
RAL: **9005**



CMYK: **C: 0 - M: 0 - Y: 0 - K: 100**
RVB: **R: 0 - V: 0 - B: 0**
PANTONE: **BLACK**
RAL: **9005**



WE OPEN THE WAY

WHITE LOGOTYPE

LOGOTYPE TYPEFACES

This typeface was specially created for Colas (the capital letters only). The alphabet consists of cut and uncut letters.

General Rule: each word must include at least one cut letter and a maximum of 3 cut letters (unless no cut alphabet letters are available). However, if the legibility is affected or if a word contains too many cut letters, some letters using uncut characters may be kept (lower-case keyboard letters).

The typeface of the COLAS logotype is Colas Black. The typeface of the descriptor is Colas Bold. The typeface of the endorsement is Colas Black for the word COLAS and Colas Regular for A and COMPANY.

The Corporate Communications and Brand Department produces the logo variations in compliance with the Charter rules.

COLAS BLACK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

COLAS BOLD

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

COLAS REGULAR

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

PROHIBITED LOGO USES

The logotype must not be altered or deformed in any manner whatsoever.

Several incorrect uses are presented below:

- 1** The logo must never be deformed.
- 2** No logo element should be changed to a different color.
- 3** No logo element should be deleted.

4 The logotype must never be represented with an outline.

5 No element should be added within the diamond, which is reserved for the COLAS characters.

6 The logotype cannot be slanted.

7 The diamond shape should never contain a pattern.

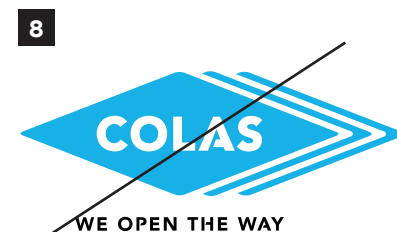
8 The color of the logotype should not be changed.

9 The COLAS lettering cannot be deformed.

10 The diamond shape cannot contain any names of products or projects whatsoever.

11 The baseline cannot be replaced by the name of a product or project.

EXAMPLES OF MISTAKES TO AVOID



USING THE LOGO ON A COLORED BACKGROUND

The following examples illustrate the rules for using the COLAS logotype in various situations.

- 1** The logotype in its original color on a white background.
- 2** On a colored background, the logotype remains unchanged.
- 3** On a dark colored background, the baseline becomes white for improved legibility.

- 4** B&W logotype on a white background.
 - 5** On a yellow background, the COLAS characters shall retain the same shade as the background.
 - 6** A B&W logotype on a black background must be completely white.
 - 7** A logotype and baseline displayed in a single color on a dark-colored background must be black.
- Such cases shall remain exceptions (e.g., advertising objects).**

- 8** A logotype and baseline displayed in a single color on a light-colored background must be black.
- Such cases shall remain exceptions (e.g., advertising objects).**

1



2



3



4



5



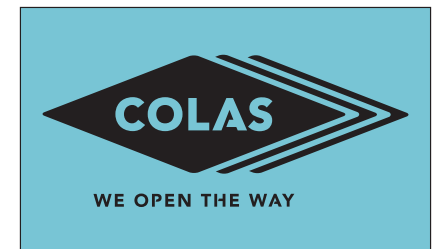
6



7



8



LOGOTYPE SIZE & PROTECTION SPACE

LOGO SIZE:
We recommend using the COLAS logotype (with a baseline or any other identifier) in a minimum size of 40 mm.
However, in special cases, it may be used in 30 mm.
Used without baseline or other identifier, the minimum size shall be 20 mm.

PROTECTION SPACE:
The protection space is a blank space around the logo to ensure its integrity and protect it from visual disturbances. No text or images may be placed in this area.

This minimum protection perimeter must be observed all around the logo, irrespective of its intended purpose.
It is recommended to provide a protection space around the logo equivalent to the width of 2 letters “S” to ensure good visibility of the logo.

MINIMUM RECOMMENDED SIZE OF USE



LOGO BLOCK



LOGOTYPE WITHOUT BASELINE



MINIMUM ACCEPTABLE SIZE OF USE



LOGOTYPE WITH DESCRIPTOR



MINIMUM SIZE OF USE WITHOUT BASELINE



SUBSIDIARY LOGOS

When subsidiaries are authorized to use their name in the logotype, the logo must fit into the grid below, specifically created for such uses. The diamond has been divided by 8 in height and by 10 in width.

1 The name of the subsidiary must fit into the space outlined by the red lines, either in width, or in height. In no event may the name extend beyond this area.

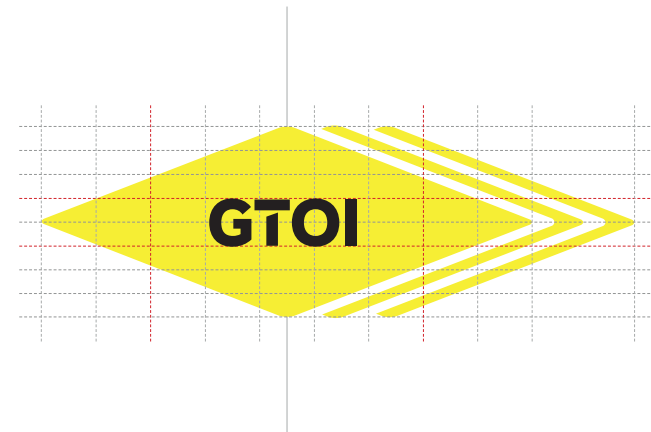
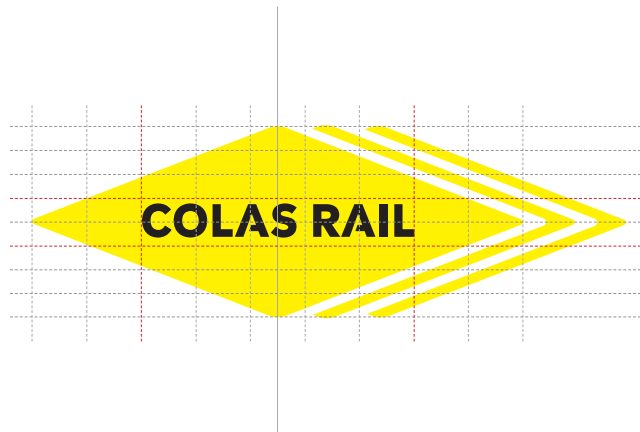
The name must always be centered within the diamond.

2 When subsidiaries are authorized to use their logotype with a baseline, the baseline must be centered relative to the diamond. The letter height of this new baseline shall be identical to the height of the Colas logotype baseline “WE OPEN THE WAY”.

The character spacing shall be 100. If the baseline runs over two lines, the line spacing shall be 2/3 of the letter height.

In all cases, the logo and the baseline must be submitted to the Corporate Communications and Brand Department for approval.

1



2



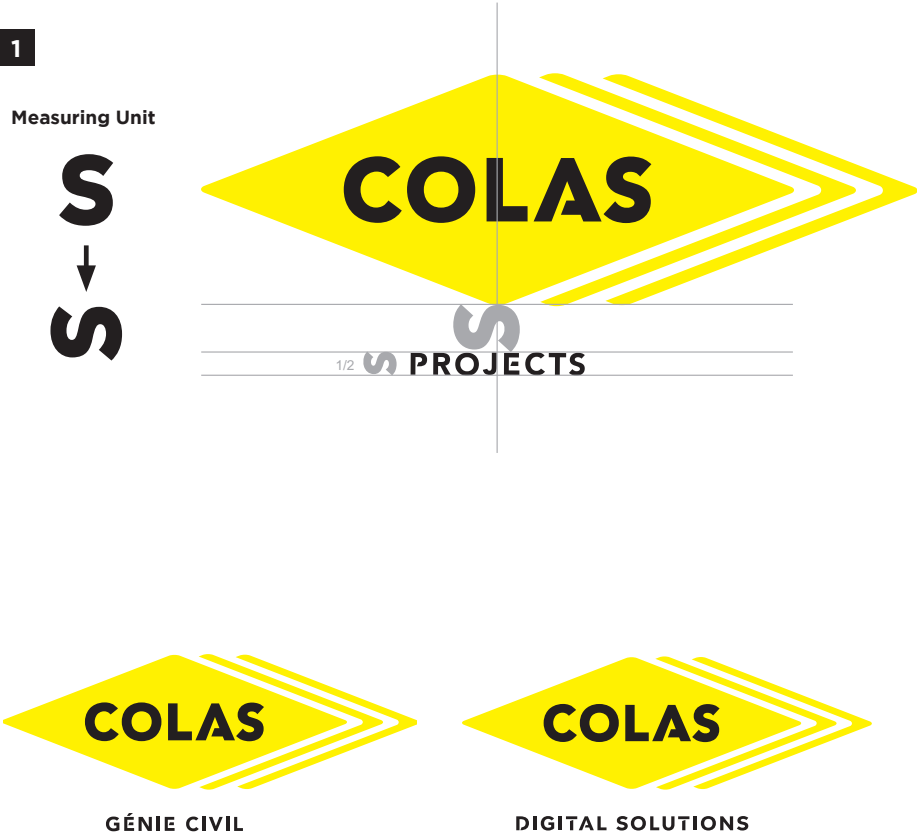
LOGOS WITH
DESCRIPTOR

The descriptor is the inclusion of a caption under the logotype to clarify the type of activity to the public. It must not be used for a product name or for a business unit. Multiple descriptors are not permissible. When the Colas logotype is combined with a descriptor, the descriptor must be centered relative to the COLAS letters.

The centered item shall always be composed in Colas bold, letter spacing 100.

1 The unit of measurement is an inverted “S” in the COLAS characters. The height of the descriptor letters shall be to ½ S and the line spacing shall also be ½ S. Under no circumstances shall these rules be altered or modified.

2 When the logotype includes a descriptor, the baseline “WE OPEN THE WAY” may be separated from the logo. The baseline must be centered relative to the page width. It must have the same width as the logo (not including the chevrons) and must be at least 20 mm in size.

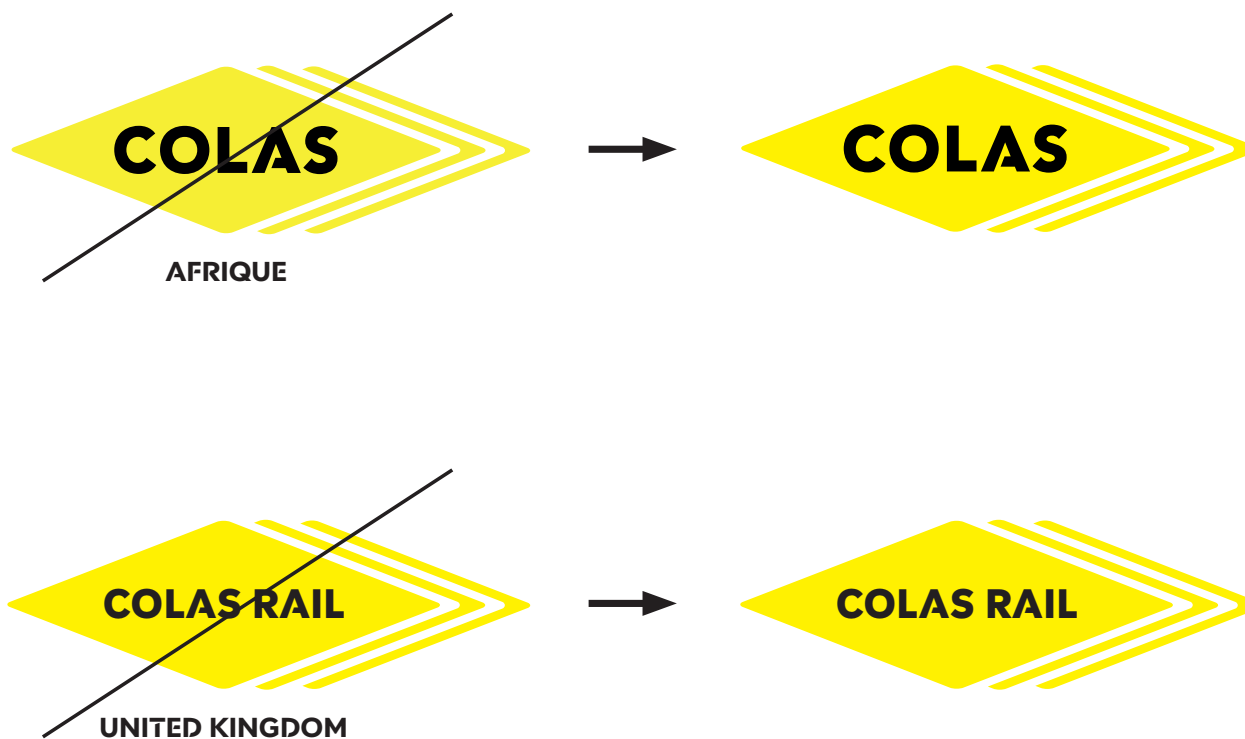


Example: Back of Brochure



RULE FOR GEOGRAPHICAL NAMES

Geographical names shall be eliminated from logotypes to simplify our visual design system and emphasize the link with the Group's brand and the cross-functional synergies of our various subsidiaries. Nevertheless, they may still be used within a body of text.



THE ENDORSEMENT “A COLAS COMPANY”

To enhance the visibility of the Colas brand in geographical areas where it is less known and enable local companies to leverage the Group’s powerful presence, we have implemented an endorsement strategy.
The endorsement shall include the phrase “A COLAS COMPANY” on one line.

The endorsement – “A COLAS COMPANY”, has its own graphic charter.

For any requests to produce logo endorsement designs, please contact the Corporate Communications and Brand Department.

A COLAS COMPANY



A COLAS COMPANY



CANADIAN
ROAD
BUILDERS

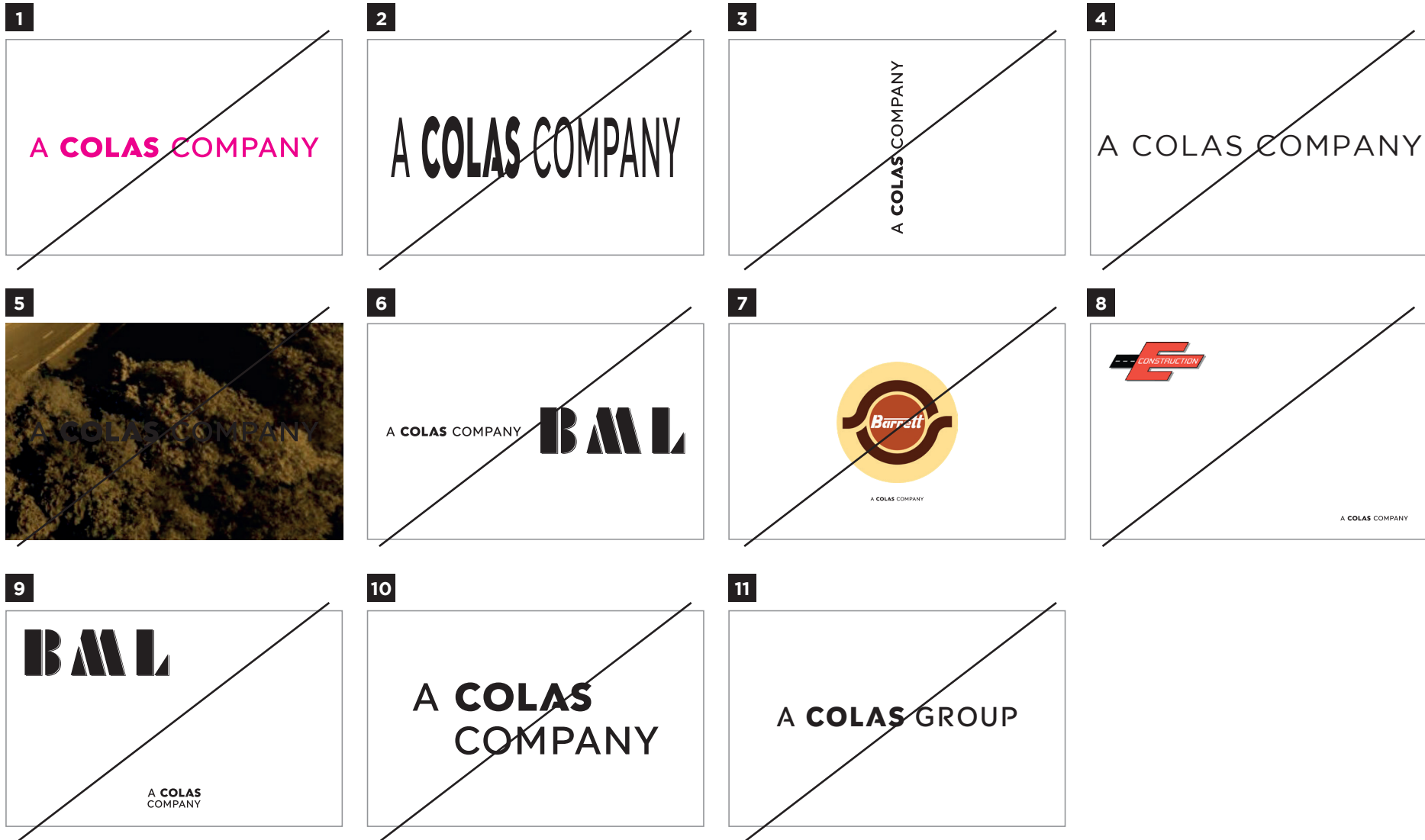
A COLAS COMPANY

PROHIBITED ENDORSEMENTS

- 1 Changing the color of the endorsement.
- 2 Deforming the endorsement.
- 3 Changing the orientation.
- 4 Changing the typeface.
- 5 Using an illegible version on a crowded background.
- 6 Placing the endorsement on the left side, above the logotype.

- 7 Changing the proportion of the endorsement relative to the logotype.
- 8 Placing the endorsement at a distance, in a non-centered position.
- 9 Using a two-line configuration when unnecessary.
- 10 Changing the configuration of the endorsement.

- 11 The phrase “A COLAS COMPANY” has been approved by the Legal Department of the Colas Group and may not be changed under any circumstances.



GRAPHIC IDENTITY

This charter describes the Colas brand style and the basic elements of its graphic design (colors, typefaces as well as the iconographic and imagery styles). It is in addition to the logotype usage charter.

The graphic application of the brand style according to media type is also covered in dedicated chapters. These different charters define and standardize uses according to the technical and creative constraints related to the themes and application media (stationery, advertising, publishing, signage, etc.).

MAKING THE COLAS BRAND SHINE

Colas is a brand that radiates through its history, its wide range of expertise and know-how, its worldwide network, its presence in the daily lives of us all and the ties it has forged with all its stakeholders for more than 90 years.

The Colas brand embodies the pioneering spirit and innovative capacity. It also reflects the corporate culture and the unique way in which the employees fulfill their daily tasks, in a spirit of Caring, Sharing and Daring.

Our brand reflects our desire to connect people and communities, whether in the way we design, build and maintain transport infrastructures or in the way the brand is featured in our communication media.

In short, the Colas brand is modern, dynamic and bright. Its graphic expression, strongly inspired by the logo elements, suggests boldness.

TYPEFACES

Typefaces are the manifestation of the brand’s message and expression. In order to simplify and standardize our communication media, we have updated the range of typefaces. Two typeface families are available for publishing and digital media (institutional and corporate communication media created with dedicated graphic design tools (Adobe) and for office applications (Word documents, internal memos, emails, PowerPoint presentations, etc.).

PLEASE NOTE: for worksite and business unit/site signage, we use a different typeface, namely Century Gothic (refer to page 87 “Signage on Sites and Worksites”).

PUBLICATION

TYPEFACES FOR TITLES/HEADINGS

To bolster the brand and its visual identity, use of the COLAS typeface covers only headings (first text level) for publication media managed by the Communications teams. However, it must still be used in compliance with the rules (at least 1 cut letter and no more than 3 cut letters per word), used sparingly. COLAS typefaces may never be used for digital communications (websites, social media, etc.) or on video.

COLAS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PUBLICATIONS AND DIGITAL MEDIA

TYPEFACES FOR RUNNING TEXT

The Gotham font was selected for the second text level (running texts primarily consisting of lead-in texts, subheadings and captions), to enliven the reading. Its roundness is strongly reminiscent of the COLAS typeface and the modern design of the logotype.

THE GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

KEY FIGURES

Chapter numbers can be formatted using large digits in the Gotham font.

1 2 3 4 5 6 7 8 9 0

TYPEFACES FOR OFFICE APPLICATIONS

To avoid technical problems of compatibility, the Arial typeface has been selected for office applications (Word documents, PowerPoint presentations, stationery paper, internal memos, email signature, etc.).

This font is universal and available on all computer media and in all languages.

THE ARIAL FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLORS

THE MAIN COLORS

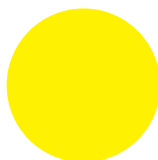
To increase the consistency of the Colas graphic identity, four main colors have been defined for all communication media.

Yellow is the brand's identity color, the color we should highlight. Accordingly, this color must be featured in all publications, even if only through highlights (as a minimum by the presence of the logo and/or through the sets of shapes and solid colors), so that our target audiences can immediately identify it as a Colas document.

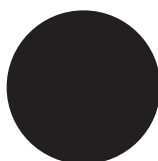
The color black originates in the logotype and is also characteristic of our brand.

Two new colors have been added, namely two shades of blue. A symbol of reliability, clarity and transparency, the blue color is reassuring and harmoniously complements the yellow and black.

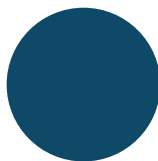
The color yellow must be present in all your communications, at least by featuring the logo, and/or in the sets of shapes and solid colors.



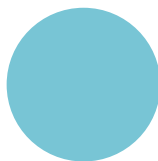
CMYK: **C: 0 - M: 0 - Y: 100 - K: 0**
RVB: **R: 255 - V: 237 - B: 0**
PANTONE: **YELLOW C**
RAL: **1021**



CMYK: **C: 0 - M: 0 - Y: 0 - K: 100**
RVB: **R: 0 - V: 0 - B: 0**
PANTONE: **BLACK**
RAL: **9005**



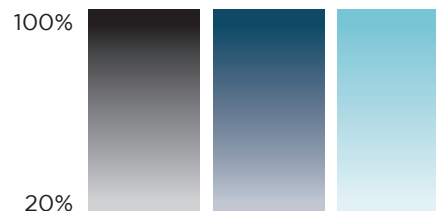
CMYK: **C: 96 - M: 64 - Y: 37 - K: 27**
RVB: **R: 44 - V: 73 - B: 101**
PANTONE: **541 C**
RAL: **5001**



CMYK: **C: 45 - M: 0 - Y: 10 - K: 7**
RVB: **R: 160 - V: 200 - B: 216**
PANTONE: **7458 C**
RAL: **5024**

Each color may be used at 100% or tinted up to 20%.

EXCEPT FOR THE YELLOW, WHICH MUST ALWAYS BE USED AT 100%



COLORS

THE SECONDARY COLORS

The secondary colors enhance and enliven communications. Under no circumstances should they take precedence over the main colors.

These colors were chosen for their liveliness and vibrancy, recalling the dynamism and modernity of Colas. They match the yellow and the shades of blue.

They may be used:

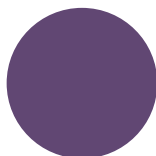
- According to the sets of shapes and the defined rules
- As solid colors in communication media



CMYK: **C: 75 - M: 0 - Y: 30 - K: 0**
RVB: **R: 97 - V: 177 - B: 185**
PANTONE: **3125 C**
RAL: **5018**



CMYK: **C: 35 - M: 0 - Y: 100 - K: 0**
RVB: **R: 192 - V: 206 - B: 46**
PANTONE: **382 C**
RAL: Design **100-80-70**



CMYK: **C: 53 - M: 68 - Y: 10 - K: 35**
RVB: **R: 99 - V: 75 - B: 114**
PANTONE: **7447 C**
RAL: **4005**



CMYK: **C: 25 - M: 100 - Y: 20 - K: 0**
RVB: **R: 164 - V: 24 - B: 109**
PANTONE: **227 C**
RAL: **4010**



CMYK: **C: 0 - M: 64 - Y: 100 - K: 0**
RVB: **R: 238 - V: 116 - B: 2**
PANTONE: **152 C**
RAL: **2004**

Each color may be used at 100% or tinted up to 20%.



SHAPE TERMINOLOGY

DOUBLE CHEVRONS AND EMPHASIS UNDERLINE

To represent the Colas brand, we have developed a graphic principle relying on shapes inspired by the logo (double chevrons, emphasis underline, arrows, quotation marks, hyphens, etc.), expressed in a range of forms. Depending on the layout, it can be used to enliven the various Colas documents and media (printed and digital).

The double chevrons and emphasis underline reflect the global reach of Colas.

For this reason, in publications, these two elements of the logotype must be used in Colas yellow exclusively.

The double chevrons and emphasis underline may be used together in the same document, provided that these two elements are not juxtaposed (see an example of application on kakemono on page 39).

DOUBLE CHEVRONS



The double chevrons are generally placed at the bottom right of the document, like a “signature” or “trademark” of the Colas brand.

(See example of usage on kakemono on page 39).

EMPHASIS UNDERLINE



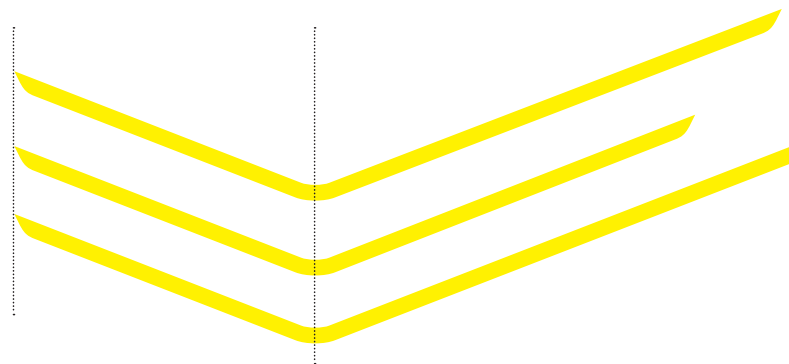
The emphasis underline is used to highlight photos or split a page with a solid color. It makes the page layout more dynamic.

(See examples of use on page 34).

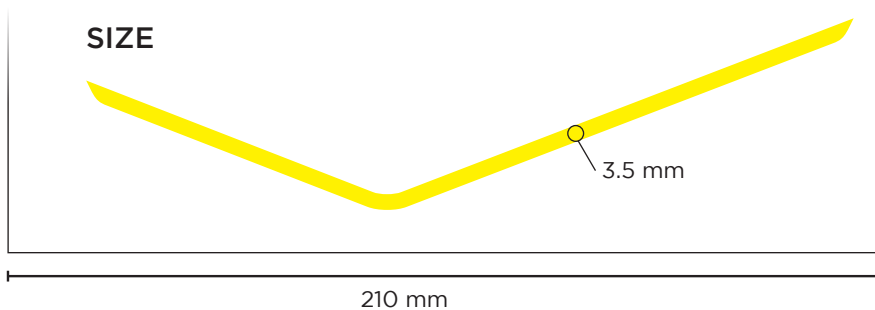
- Length of the emphasis underline:

The left side
has a fixed length.

The right side has a variable length.
It can be set to bleed off the page.



SIZE



The thickness of the chevrons and the emphasis underline is calculated according to the width of the document. On a 210 mm wide document, the thickness shall be 3.5 mm. For horizontal or vertical documents, it shall be homothetic to the width.

On the same document, the thickness of all the chevrons and emphasis underlines shall be identical. On a double page, please apply the same thickness as for the cover.

SHAPE TERMINOLOGY

ARROWS

They are used as graphic enlivening elements to instill vitality into layouts or to draw attention to specific features.

Examples of use: bullets in a text, directional arrows, emphasis, etc.

Only the variations illustrated below are authorized.

SHAPE A



USE WITH THE MAIN COLORS

Yellow background at 100%, arrows in main colors at 100%



Backgrounds in main colors at 100%, arrows in yellow at 100%



USE WITH THE SECONDARY COLORS

Yellow background at 100%, arrows in secondary colors at 100%



Backgrounds in secondary colors at 100%, arrows in yellow at 100%



SHAPE B



USE WITH THE MAIN COLORS

Yellow background at 100%, arrows in main colors at 100%



Backgrounds in main colors at 100%, arrows in yellow at 100%



USE WITH THE SECONDARY COLORS

Yellow background at 100%, arrows in secondary colors at 100%



Backgrounds in secondary colors at 100%, arrows in yellow at 100%



SHAPE TERMINOLOGY

ARROWS

SHAPE C



Construction:

- The external hairline gravitates around the circle and is revolving. It has a fixed length.
- It must always take the color of the main element.
- The external hairline and the circle shall always have the same thickness.
- The circle is always colored in Colas yellow at 100%.

Exception: when used on a yellow background, the main circle shall be white.

- The background of the circle is always transparent.
- The central element and the outer hairline can be white.

Only the variations illustrated below are authorized

USE WITH THE MAIN COLORS



Main colors at 100%.

EXAMPLES OF USE OF THE MAIN COLORS ON A COLORED BACKGROUND



Main colors at 100%.

USE WITH THE SECONDARY COLORS

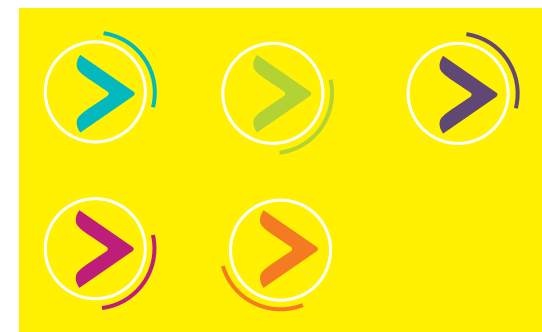


Secondary colors at 100%.

EXAMPLES OF USE OF THE SECONDARY COLORS ON A COLORED BACKGROUND



Secondary colors at 100%.
The central element and the outer hairline can be white.



Secondary colors at 100%.
When used on a yellow background, the main circle shall be in white.

SHAPE TERMINOLOGY

QUOTATION MARKS

Two types of quotation marks have been specially created to bolster the Colas identity.

Only the variations illustrated below are authorized.

ENGLISH QUOTATION MARKS

MAIN COLORS



SECONDARY COLORS



They may also be used in white on a colored background.

FRENCH QUOTATION MARKS

MAIN COLORS



SECONDARY COLORS



They may also be used in white on a colored background.

EXAMPLES OF USE OF THE ENGLISH QUOTATION MARKS

“Cumque pertinacius ut legum gnarus
accusatorem flagitaret atque sollemnia, doctus
Caesar libertatemque superbiam ratus tamquam
obtrectatorem audacem excarnificari praecepit,
qui ita evisceratus ut cruciatibus membra.”

“Cumque pertinacius ut legum gnarus
accusatorem flagitaret atque sollemnia, doctus
Caesar libertatemque superbiam ratus tamquam
obtrectatorem audacem excarnificari praecepit,
qui ita evisceratus ut cruciatibus membra.”

EXAMPLES OF USE OF THE FRENCH QUOTATION MARKS

« Cumque pertinacius ut legum gnarus
accusatorem flagitaret atque sollemnia, doctus
Caesar libertatemque superbiam ratus tamquam
obtrectatorem audacem excarnificari praecepit,
qui ita evisceratus ut cruciatibus membra. »

« Cumque pertinacius ut legum gnarus
accusatorem flagitaret atque sollemnia, doctus
Caesar libertatemque superbiam ratus tamquam
obtrectatorem audacem excarnificari praecepit,
qui ita evisceratus ut cruciatibus membra. »

SHAPE TERMINOLOGY

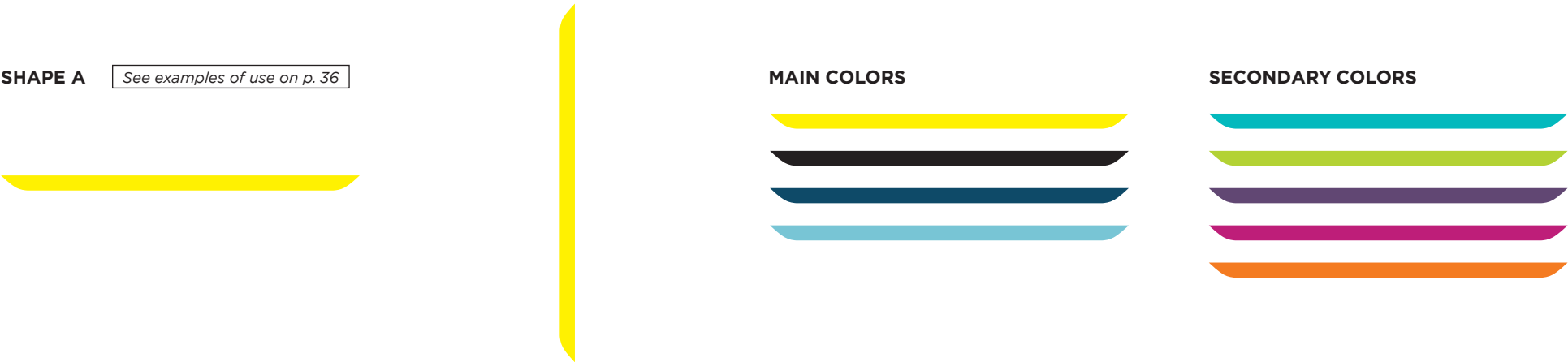
HYPHENS

Hyphens are used to highlight certain items, to enliven various features of a document, or to bring out phrases, captions, numbers, etc.

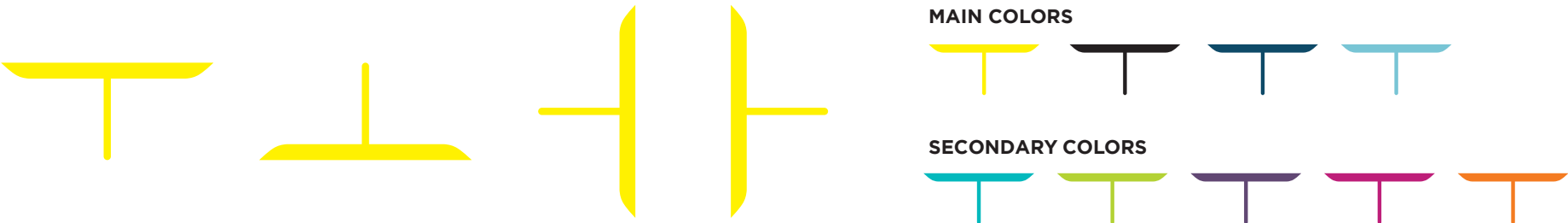
- For the treatment of captions (see the example of use on page 36):
- A horizontal underline when the caption is placed inside the photo
 - A vertical underline when the caption is placed outside the photo

Two possible shapes:

SHAPE A See examples of use on p. 36



SHAPE B See examples of use on p. 77



SHAPE TERMINOLOGY

FOCUS

We have developed a circle-based graphic system to focus on key figures and showcased items. The shapes are revolving. A colored hairline turns around the main circle, symbolizing the movement and the vitality of the Colas Group.



- Construction:** the main circle must always be Colas yellow at 100%.
- Exception:** when used on a yellow background, the main circle shall be white.
- The external shapes gravitate around the circle and are revolving. They are always identical in color.
 - The background of the circle is always transparent.

USE WITH THE MAIN COLORS



USE WITH THE SECONDARY COLORS



EXAMPLES OF USE OF THE MAIN COLORS ON A COLORED BACKGROUND



Main colors at 100%.

EXAMPLES OF USE OF THE SECONDARY COLORS ON A COLORED BACKGROUND



Secondary colors at 100%.

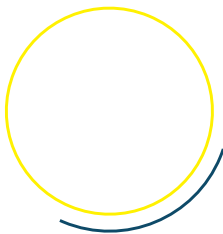


Secondary colors at 100%.

SHAPE TERMINOLOGY

PICTOGRAMS

A circle-based graphic principle has been developed for pictograms depicting activities, occupations, departments, etc. The shapes are revolving and the outlines are fine. A colored hairline turns around the main circle, symbolizing the movement and the vitality of the Colas Group.



Construction:

- The external hairline gravitates around the circle and is revolving. It has a fixed length.
- It must always take the color of the main element.
- The external hairline and the circle shall always have the same thickness.
- The circle is always colored in Colas yellow at 100%.

Exception: when used on a yellow background, the main circle shall be white.

- The background of the circle is always transparent.
- The central element and the outer hairline can be white.

Only the variations illustrated below are authorized.

USE WITH THE MAIN COLORS



Main colors at 100%

USE WITH THE SECONDARY COLORS



Secondary colors at 100%

EXAMPLES OF USE OF THE MAIN COLORS ON A COLORED BACKGROUND

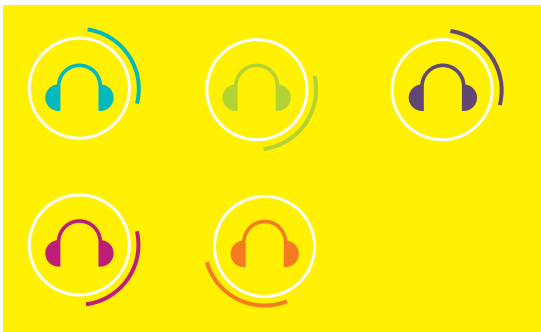


Main colors at 100%

EXAMPLES OF USE OF THE SECONDARY COLORS ON A COLORED BACKGROUND



Secondary colors at 100%



Secondary colors at 100%

GRAPHICS APPLICATIONS

GRAPHICS APPLICATIONS

PUBLICATIONS/EXAMPLES OF VERTICAL PRESS AD

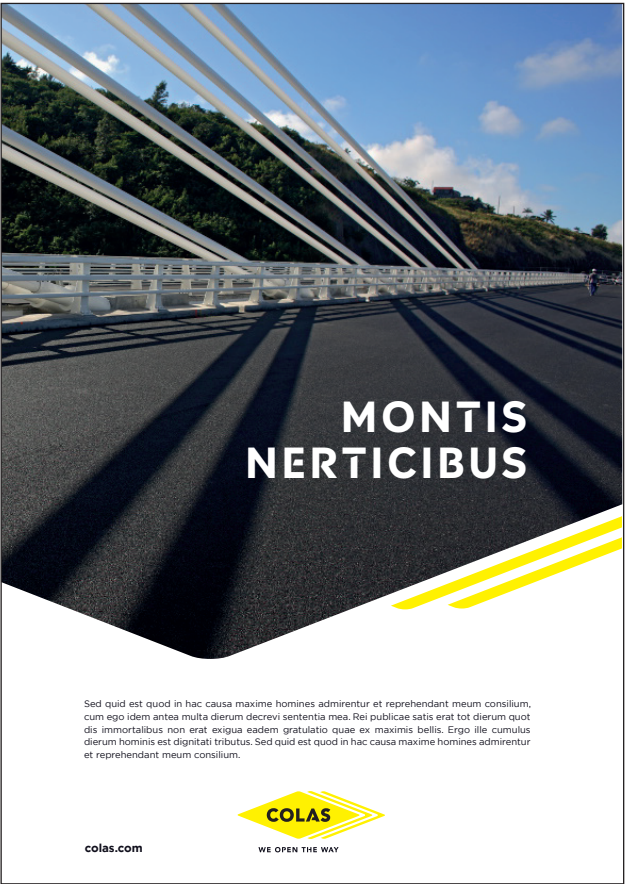


**MONTIS
NERTICIBUS**

Sed quid est quod in hac causa maxime homines admirentur et reprehendant meum consilium, cum ego idem antea multa dierum decrevi sententia mea. Rei publicae satis erat tot dierum quot dis immortalibus non erat exigua eadem gratulatio quae ex maximis bellis. Ergo ille cumulus dierum hominis est dignitati tributus. Sed quid est quod in hac causa maxime homines admirentur et reprehendant meum consilium.

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COLAS
WE OPEN THE WAY



**MONTIS
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#MONTIS NERTICIBUS

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GRAPHICS APPLICATIONS
 PUBLICATIONS/EXAMPLES OF HORIZONTAL PRESS AD

MONTIS NERTICIBUS

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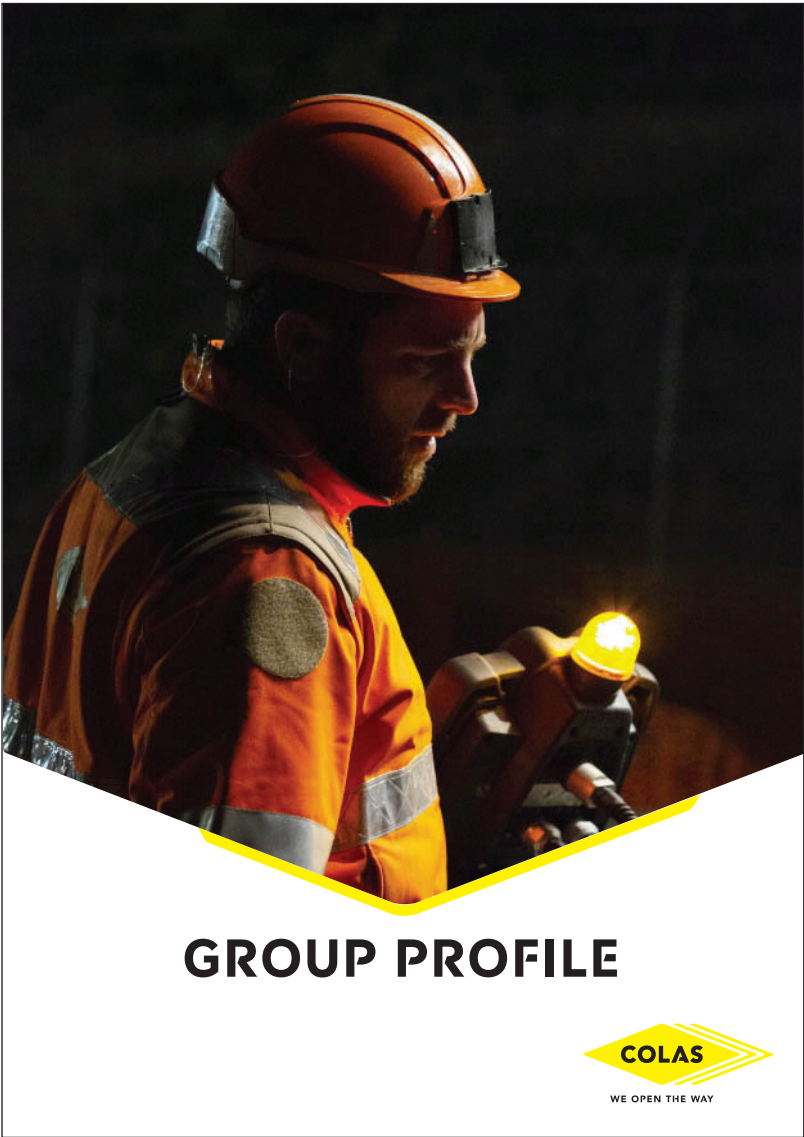
#MONTIS NERTICIBUS

Sed quid est quod in hac causa maxime homines admirentur et reprehendant meum consilium, cum ego idem antea multa dierum decrevi sententia mea. Rei publicae satis erat tot dierum quot dis immortalibus non erat exigua eadem gratulatio quae ex maximis bellis. Ergo ille cumulus dierum hominis est dignitati tributus. Sed quid est quod in hac causa maxime homines admirentur et reprehendant meum consilium.

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GRAPHICS APPLICATIONS
PUBLICATIONS/EXAMPLES OF VERTICAL COVER




GRAPHICS APPLICATIONS
PUBLICATIONS/EXAMPLES OF HORIZONTAL COVER



GRAPHICS APPLICATIONS

PUBLICATIONS/EXAMPLE OF AN EDITORIAL

Inclusion of a picture into the diamond shape must be reserved for portraits or close-ups only and must always be used sparingly.



Editorial

Frédéric Gardès
COLAS CHIEF EXECUTIVE OFFICER

We all share the same mission, the same values, the same culture, the same ambition: those of Colas. Wherever we do business across the world, we are linked by our brand, which embodies who we are.

Symbolized by the yellow diamond shape of its logo and by the baseline "We open the way", the Colas brand is well known and well recognized. It is associated with the transport infrastructure segment. It recalls a global network of deeply rooted local units. It reflects the strength and resilience of a global group.


For our customers and our partners, it is synonymous with close ties to communities, a genuine sense of humanity, commitment, professionalism, knowhow, and innovation. For our employees, it is a source of pride.

Bolstering the visibility of the Colas Brand, creating more value for all

Our brand is a powerful strategic asset. It allows us to set ourselves apart from other companies. It helps make our Group more attractive, and creates value both for our local business units and for our Group as a whole.

The more visible our brand is, the more beneficial its impact will be. Today, in some parts of the world, we need to improve this visibility. Now, it is up to each of us to contribute to boosting our brand by proudly carrying the Colas colors. This brand book will let you know more about the project and the role you can play.

Let's all be Ambassadors of the Colas brand!



WE OPEN THE WAY

2

GRAPHICS APPLICATIONS

PUBLICATIONS/LAYOUT EXAMPLES - CHAPTER OPENING

#2

SUPERATIS TAURI
VERTICIBUS

Sed quid est quod in hac causa maxime homines admittunt et reprehendunt meum consilium, cum ego idem antea multa decreverim, que magis ad hominis dignitatem quam ad rei publicae necessitatem pertinent? Supplicationem quindecim dierum decrevi sententia mea. Rei publicae satis erat tot dierum quod C. Mario, diis immortalibus non erat exiguae sedem gratulatio quae ex maximo bello. Ergo die cunctas dierum homines.

Potest amens insuperabilis expeditiois evictus languentibus partum amens, quam periculorum veniens Praetor et laborum, nondum laborum cessante clargere vel mille locato per stationes hibernas, fortasse saevientis procellae tempestates alia rebus miserarum in aetate adultae promissa ad principale culmen insperato salto provocata ultra terminos potestatis delatas procurrens asperitate nimis curia hostilitas, propinquitate enim regiae stirpis periculatiorum etiam tum Consilietis nominis effluatibus in factis, si plus valuerat, auctoritas hostilia in



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> 2

SUPERATIS TAURI
VERTICIBUS

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2

SUPERATIS TAURI
VERTICIBUS

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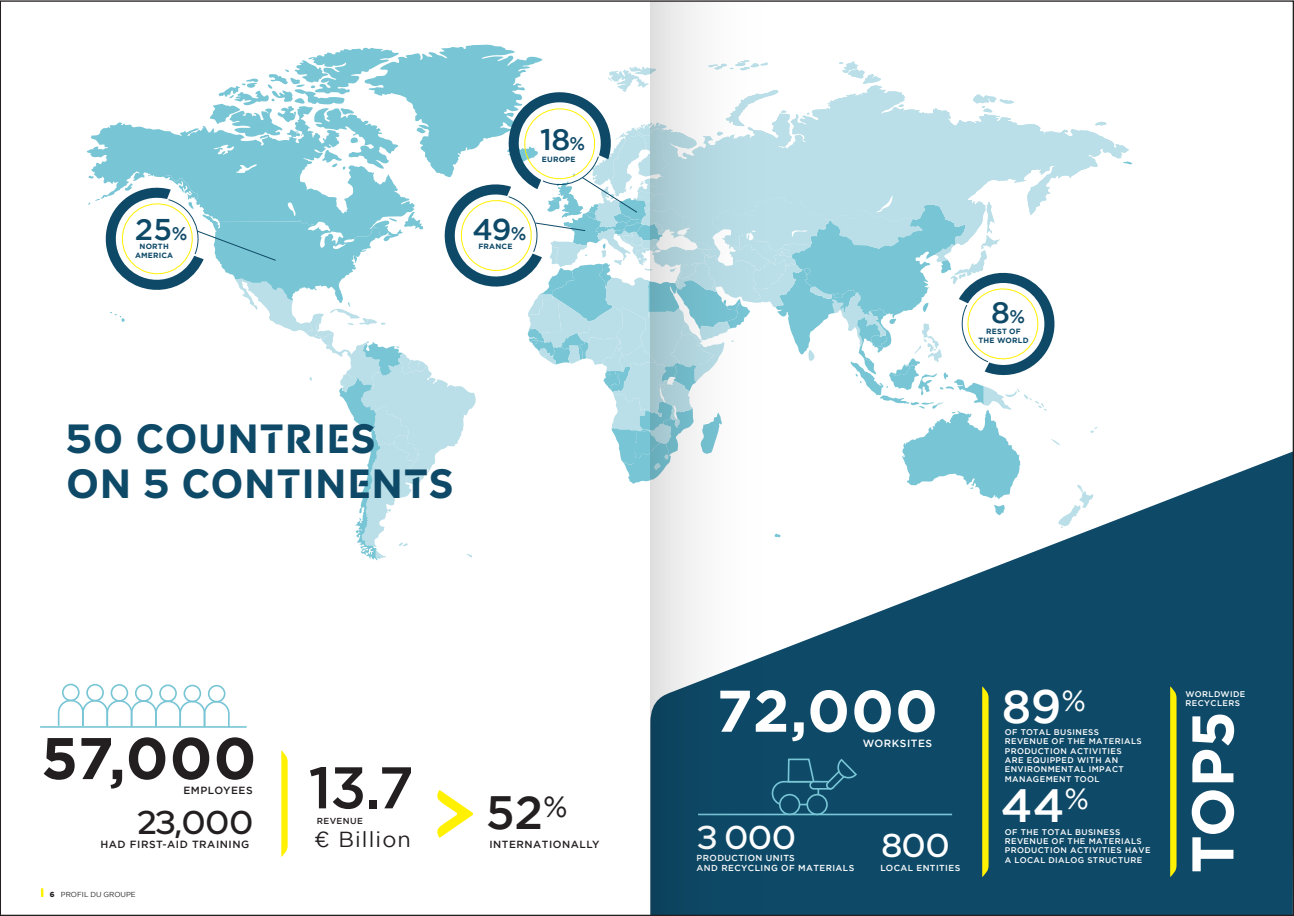
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GRAPHICS APPLICATIONS
PUBLICATIONS/EXAMPLES OF DOUBLE OPENING PAGE



GRAPHICS APPLICATIONS
 PUBLICATIONS/LAYOUT EXAMPLES - KEY FIGURES



GRAPHICS APPLICATIONS
PUBLICATIONS/LAYOUT EXAMPLES



SUPERATIS TAURI VERTICIBUS

PROF. DU GROSSE



Culus accerbitur user grave accesserat incertum, germanitate Augusti turpida supra modum, quam Hannibaliano regi fratre filio antehac. Constantinus lunaret

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ultra terminis potestatis delatae procuramus asperatue nima curata fonsalidat, propinquitate enim regiae stirpis gentilitateque etiam tum Constantino normis afferebatur in factis. Iti fieri videretur, auctoria hostilia in autorem suae felicitatis, ut videlicet. Eodem tempore Severanus ex duci, cuius ignea populatam in Phoenicia Caelum ante refulgimus, pulchrae maiestatis impati mea sunt portabatur ac lege, incertum qua potuit suffragatione abstinere, aperte convicia famularem suum cum piliis, quo caput operiebatur, incantato velitis artibus ad templum missae fatisdum, quantulum.



sed quid est quod in hac causa maxime homines administratur et repraesentant meum consilium, cum ego idem antea multa decreverim, quae magis ad hominis dignitatem quam ad rei publicae necessitate pertinerent? Supplicationem quondam diorum decrevi sententia mea. Rei publicae satis erat tot diorum quod isti immortalibus non erat exigua eadem.



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Principale culmen imperatoris salu processus ultra terminis potestatis delatae procuramus asperatue nima curata fonsalidat, propinquitate enim regiae stirpis gentilitateque etiam tum Constantino normis afferebatur in factis. Iti fieri videretur, auctoria hostilia in autorem suae felicitatis, ut videlicet. Eodem tempore Severanus ex duci, cuius ignea populatam in Phoenicia Caelum ante refulgimus, pulchrae maiestatis impati mea sunt portabatur ac lege, incertum qua potuit suffragatione abstinere, aperte convicia.



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PROF. DU GROSSE



PROF. DU GROSSE



PROF. DU GROSSE

caption layout

The use of visuals in rectangular shapes defines the structure of the layout.

The diamond shape allows zooming in on a visual element (portrait, activity, etc.). In addition, this shape makes the layout more dynamic.



PROF. DU GROSSE



PROF. DU GROSSE



PROF. DU GROSSE

OPTION A



WE OPEN THE WAY

PRESS RELEASE

Paris, September 28, 2020

 Certifié avec **wiztrust**

De cetero vellem equidem aut ipse doctrinis fuisset

Haec igitur Epicuri non probo, inquam. De cetero vellem equidem aut ipse doctrinis fuisset instructor est enim, quod tibi ita videri necesse est, non satis politus iis artibus, quas qui tenent, eruditi appellantur aut ne deteruisset alios a studiis. quamquam te quidem video minime esse deteritum. Nihil morati post.

Quae dum ita struuntur, indicatum est apud Tyrum indumentum regale textum occulte, incertum quo locante vel cuius usibus apparatus. ideoque rector provinciae tunc pater. Ruisset alios a studiis. quamquam te quidem video minime esse deteritum.

Nihil morati post haec militares avari saepe turbarum adorti sunt Montium primum, qui divertebat.

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Nihil morati post haec militares avari saepe turbarum adorti sunt Montium primum, qui divertebat in proximo, levi corpore senem atque morbosum, et hirsutis resticulis cruribus eius innexis divaricatum sine spiramento ullo ad usque praetorium traxere praefecti.

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 **Colas (www.colas.com)**

Nisi mihi Phaedrum, inquam, tu mentitum aut Zenonem putas, quorum utrumque audivi, cum mihi nihil sane praeter sedulitatem probarent, omnes mihi Epicuri sententiae satis notae sunt. atque eos, quos nominavi, cum Attico nostro frequenter audivi, cum miraretur ille quidem utrumque, Phaedrum autem etiam amaret, cotidieque inter nos ea.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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 **Rémi COLIN** Phone: 07 60 78 25 74
contact-presse@colas.fr

 **Jean-Paul JORRO** Phone: 01 47 61 74 23
 **Zorah CHAOUCHE** Phone: 01 47 61 74 36
contact-investors@colas.fr

OPTION B



WE OPEN THE WAY

PRESS RELEASE

Paris, September 28, 2020

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De cetero vellem equidem aut ipse doctrinis fuisset



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contact-investors@colas.fr

Typeface used: Arial

Optional photo

FIRST PAGE



PRESS RELEASE
Paris, September 28, 2020


Certifié avec **wiztrust**®

De cetero vellem
equidem aut ipse doctrinis fuisset

Half-year Earnings

Quae dum ita struuntur, indicatum est apud :

- Tyrum indumentum regale textum occulte
- incertum vel culus usus apparatus. ideoque provinciae tunc pater.

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FOLLOWING PAGES

MILLIONS OF EUROS	2018	2019	BO 2020	BO 2021	BP 2022
Work on hand (12/31)	XX	XXX	XX	XX	XX
Consolidated revenue	XX	XXX	XX	XX	XX
Current operating income	XXX	XXX	XXX	XXX	XXX
Current operating margin	XXXX	XXX	XXXX	XXXX	XXXX
Operations income	XX	XXX	XX	XX	XX
Free cash-flow	XXX	XXX	XXX	XXX	XXX
Return on capital employed (ROCE)	XX	XXX	XX	XX	XX

Is a plabo. Ut voloraturem eum explique nia voluptatus

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Colas (www.colas.com)

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R  mi COLIN Phone: 07 60 78 25 74
contact-press@colas.fr

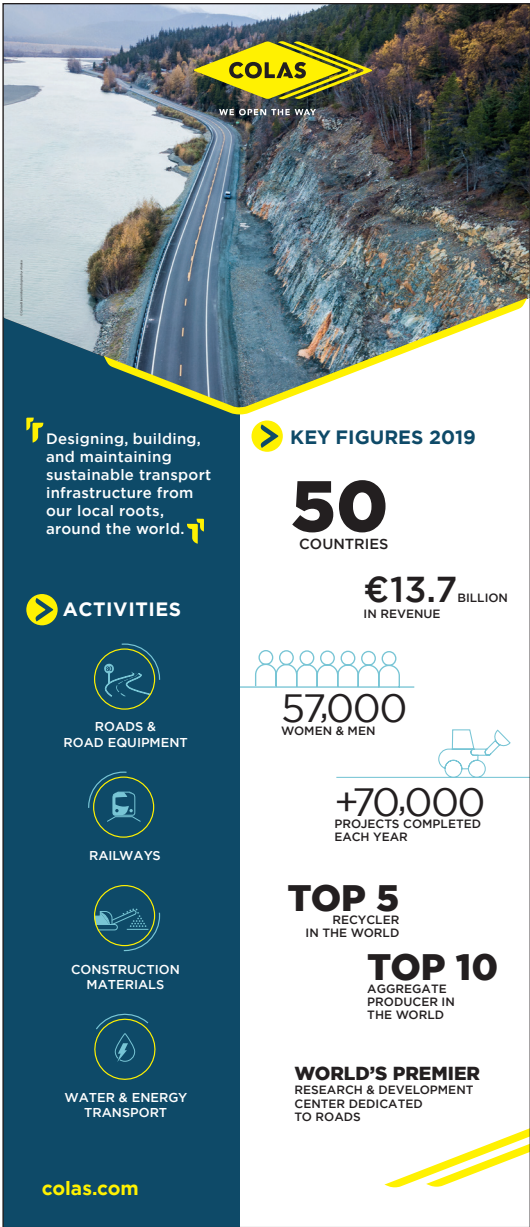

Jean-Paul JORRO Phone: 01 47 61 74 23


Zorah CHAOUICHE Phone: 01 47 61 74 36
contact-investors@colas.fr

Typeface used: Arial.

Colas Graphic Charter - 2021

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PRODUCT SHEET

OPTIBASE®

A TAILOR-MADE STRUCTURE AT THE LOWEST COST



Renovation of the Auxerre-Branches Airport Runway

Container Storage Platform,
Port of Marseille



**Upgrade to 2x2 Lanes of the
RD 177 Highway, Ille-et-Vilaine**



WE OPEN THE WAY

OPTIBASE®

A TAILOR-MADE STRUCTURE AT THE LOWEST COST



OPTIBASE® is an optimized-formulation gravel bitumen that enables reducing the thickness of the base and sub-base courses compared to the conventional gravel bitumen formulations.

Mechanically, OPTIBASE® surpasses all the standard categories of gravel bitumen. Sub-base courses of road structures under all types of traffic;

Thus, at a lower cost, it offers the same structural performance as high modulus asphalt mixes (HMA). OPTIBASE® is compliant with standard NF EN 13108-1.

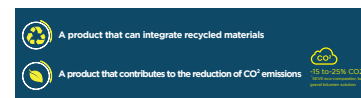
Technical Commitment of Optibase®

Technical Commitment of Optibase®	
Complex Modulus 15°C – 10Hz per NF EN 12697-26 (MPa)	12,500 to 14,000
Alternative Flexural Fatigue 10°C – 25Hz per NF EN 12697-24 (def)	≥ 110

ADVANTAGES

- Reduction of the thickness of road base courses
- OPTIBASE® is designed to withstand the most severe stresses:
 - Sub-base courses of road structures under all types of traffic;
 - Sub-base courses for logistics, industrial, port and airport platforms;
 - Sub-base courses for road infrastructures that support heavy, slow, and aggressive traffic, such as the slow lanes and bus lanes of highways.
- Enables recycling asphalt aggregates (rates between 10 and 40%)
- Improved energy balance (limited emissions of greenhouse gases (GHG) and lower energy consumption).
- It can be produced in all types of asphalt mixing plants.
- OPTIBASE® can also be produced as warm mix, without any reduction in performance

HORIZONTAL LABEL



1 Rue du Colonel Pierre Avia - 75730 Paris
www.colas.com

November 2020 - Colas reserves the right to make changes at any time. Non-contractual document.

GRAPHICS APPLICATIONS

PROJECT SHEET

PROJECT NAME]

[Location] [Date(s) of Work Site, Year]

PROJECT

OBJECTIVES

- Bringing into compliance runway 3 and aircraft lanes W31, W32, W5, W4 and W37 with the new EASA standards
- Complete restructuring of the runway over 2700 m
- Asphalt refill on the remaining 600 m

KEY FIGURES

XXX euros	XXX tons
XXXX Colas share	XXXX month
XXXX employees	XXXX ...

CUSTOMER(S)

- Groupe Aéroports de Paris - ORYR: Mr. LACOTE
- Contracting Authority Representative: DIAP 7 - Mr. MARTINEZ / Mr. TAILLER
- Prime Contractor: DIAMI - Mr. CAMPIN / DIAMIO - Mr. DUPRAT

ONE OR MORE VISUAL ELEMENTS

COLAS PROJECTS - 1 rue du Colonel Pierre Avia - 75015 Paris
www.colas.com

Sheet title: highlight a distinctive feature/landmark of the project

Pictogram to adapt according to the project

Map: adapt according to the project

Adapt according to the project

Customers: adapt according to the project

PROJECT HIGHLIGHTS

- Completion of the work in a very short time (3 weeks to clear the intersection of Runway 3 and Runway 2; 2-14 weeks for the entire job)
- Asbestos removal at the slab joints before the work
- Discovery of debris of old structural constructions during demolitions
- Airport safety and security constraints

QUALITY ASSURANCE AND ENVIRONMENTAL PROTECTION

Safety Index:

- Recycling carried out on the airport grounds à to reduce incoming and outgoing material flows
- Aggregate supply by railway

IMAGES

TYPES OF WORKS

- 185,000 sq.m of demolition of airport concrete slabs 500,000 sq.m of cumulative soil treatment
- 700,000 sq.m of topsoil stripping
- 140,000 T of gravel bounded with a hydraulic binder
- 16 km of multitubular networks - 650 chambers
- 15 km of filtering and draining channels
- 220,000 T of asphalt mixes

IMAGES

PARTNER ORGANIZATION

- Colas Île-de-France Normandie > Drainage systems, white mixes, asphalt mixes
- Colas Projects > Asphalt mixes
- Spie Batignolles/Valérian > Earthwork, soil treatment
- JDC Airports > Site marking
- Cegelec

CONTACT DATA

- Project Manager: Sébastien PAVARD
sebastien.pavard@colas.com
- Operations Manager: Stanislas IZERABLE
stanislas.izerable@colas.com

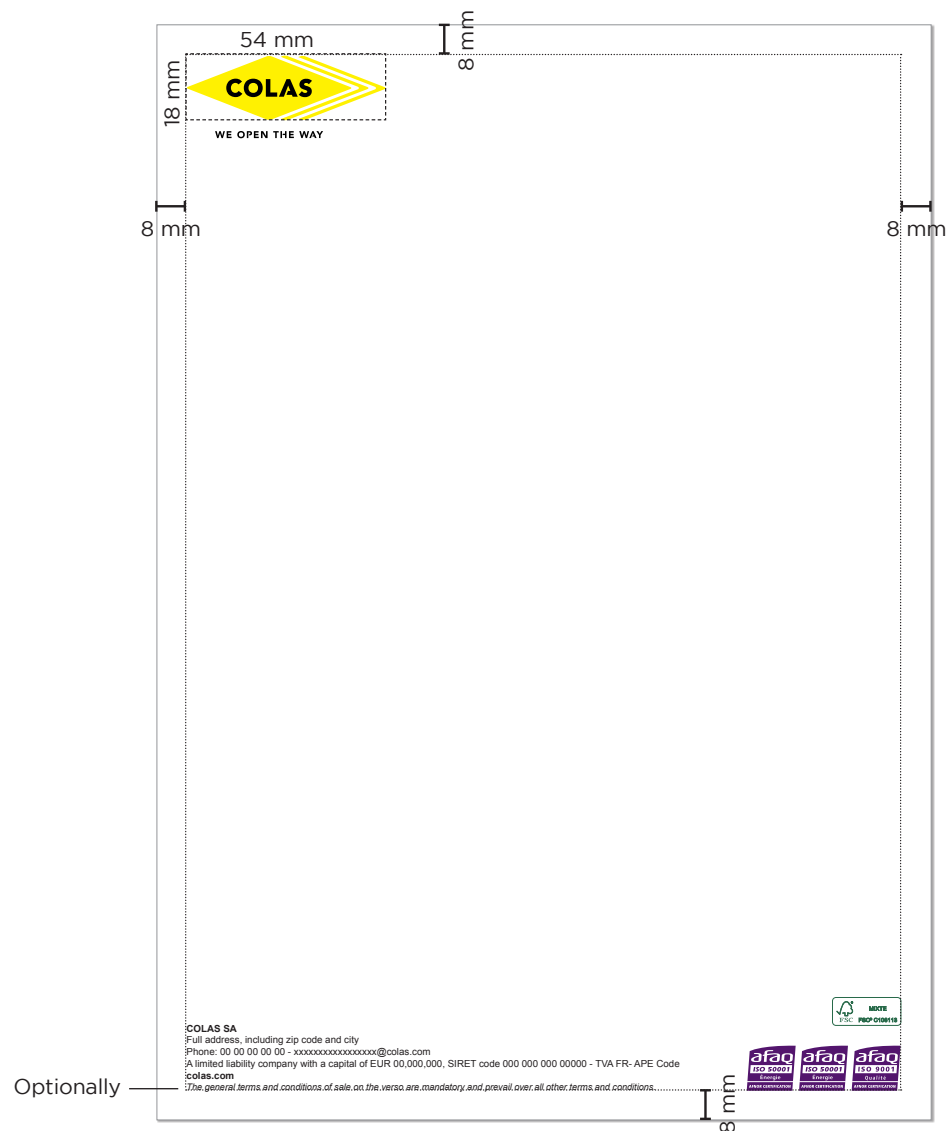
COLAS PROJECTS - 1 rue du Colonel Pierre Avia - 75015 Paris
www.colas.com

STATIONERY
STANDARD FORMATS



- Recommended paper weights:**
- Business cards: 250 g
 - Sales cards: 250 g
 - Note cards: 250 g
 - Letterhead, letter body: 80 g

STATIONERY
GROUP LETTERHEAD

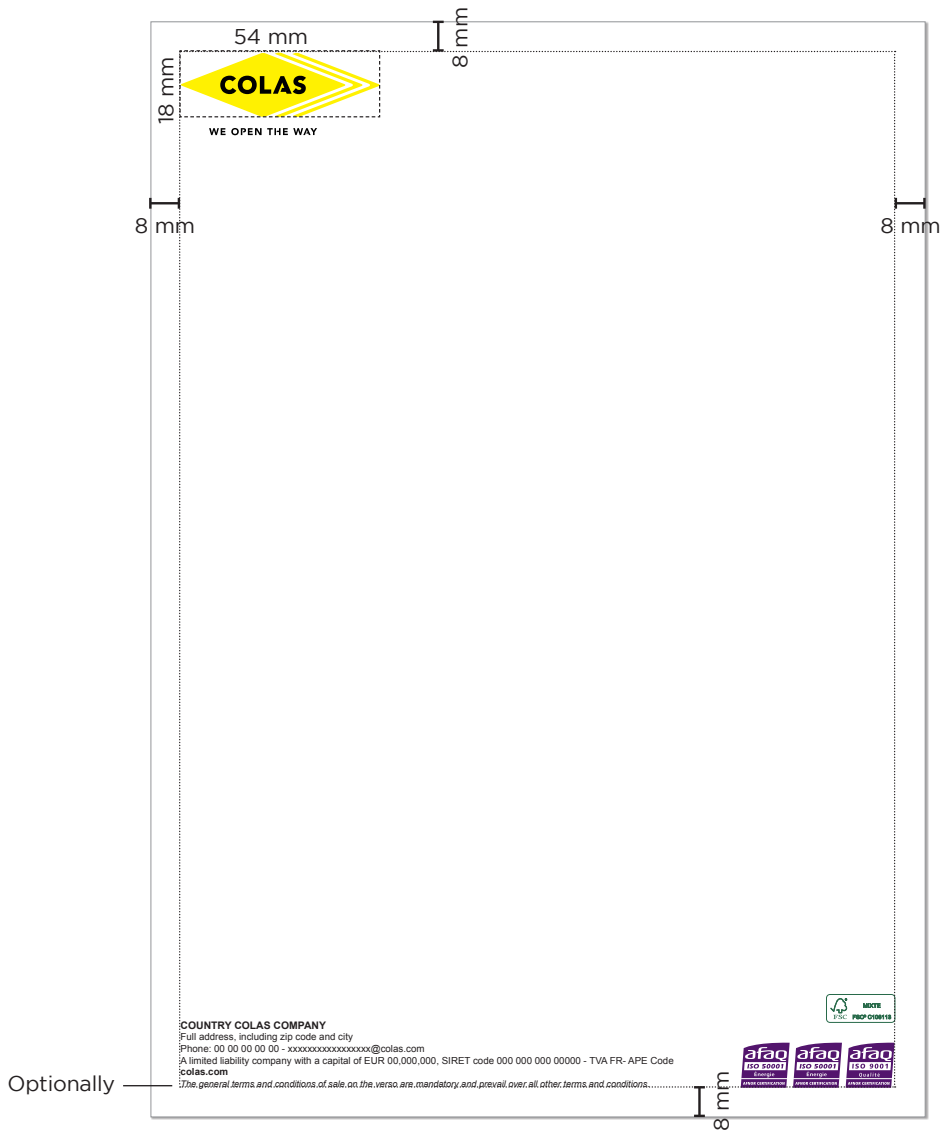


Layout:
Format: 210 x 297 mm. White space: 8 mm
Colas Logo: diamond size: 54 x 18 mm

Address text block: 8 mm from the footer
Company name: Arial bold, size 8
Corporate address and phone number: Arial regular, size 7.5 spacing 9
Website: Arial bold, size 8 spacing 9
Terms and Conditions: Arial italic, size 7, automatic spacing

Optional Ecolabel:
At 8 mm from the foot of the page,
unless there are no AFAQ logos
Optional AFAQ logos:
height: 12.5 mm

STATIONERY
COUNTRY LETTERHEAD



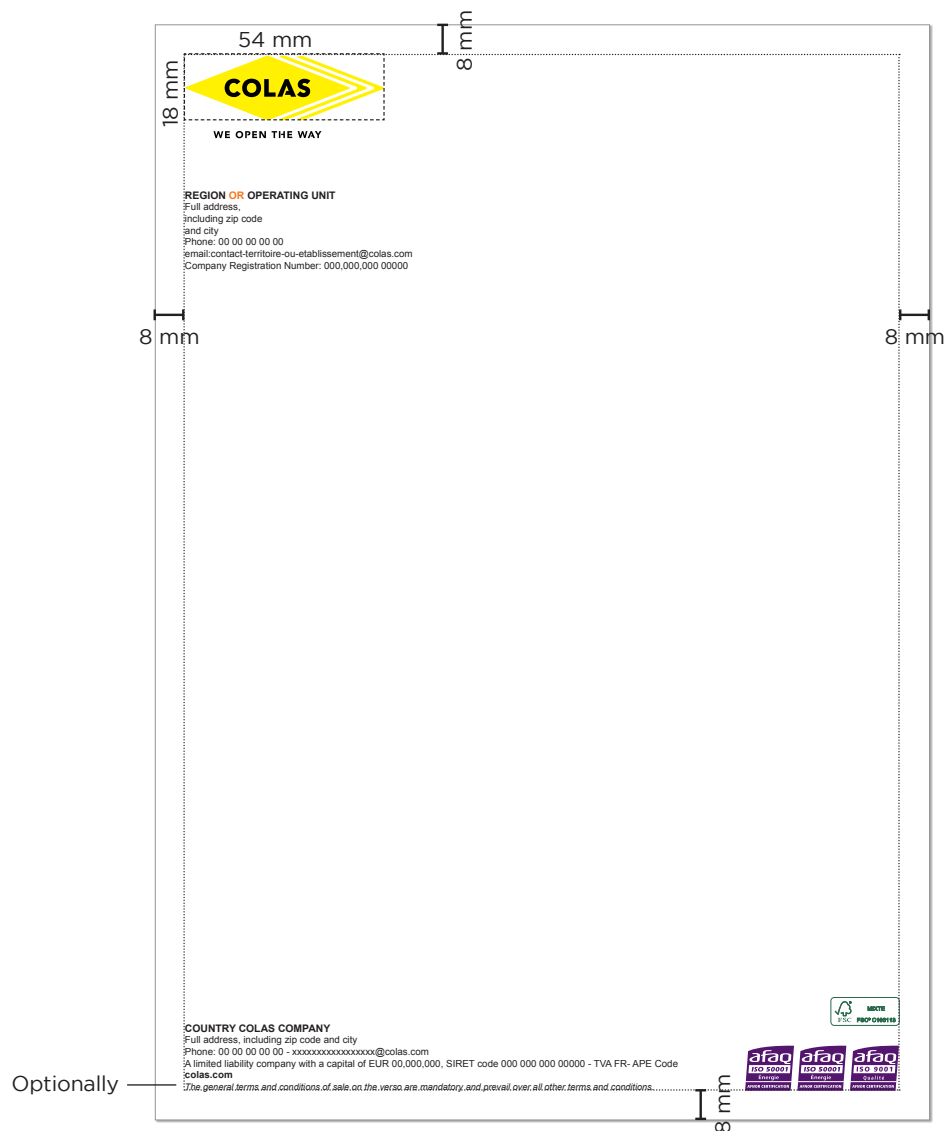
Layout:
Format: 210 x 297 mm. White space: 8 mm
Colas Logo: diamond size: 54 x 18 mm

Address text block: 8 mm from the footer
Company name: Arial bold, size 8
Corporate address and phone number: Arial regular, size 7.5 spacing 9
Website: Arial bold, size 8 spacing 9
Terms and Conditions: Arial italic, size 7, automatic spacing

Optional Ecolabel:
At 8 mm from the foot of the page,
unless there are no AFAQ logos
Optional AFAQ logos:
height: 12.5 mm

STATIONERY

COUNTRY, REGION OR OPERATING UNIT LETTERHEAD



Layout:

Format: 210 x 297 mm. White space: 8 mm

Colas Logo: diamond size: 54 x 18 mm

Address text block - region **or** operating unit:

8 mm from the left and 45 mm from the top of the page

Name of business unit: Arial bold, size 8 spacing 9

Address, telephone, email, SIRET no.: Arial regular, size 8 spacing 9

Address text block: 8 mm from the footer

Company name: Arial bold, size 8

Corporate address and phone number: Arial regular, size 7.5 spacing 9

Website: Arial bold, size 8 spacing 9

Terms and Conditions: Arial italic, size 7, automatic spacing

Optional Ecolabel:

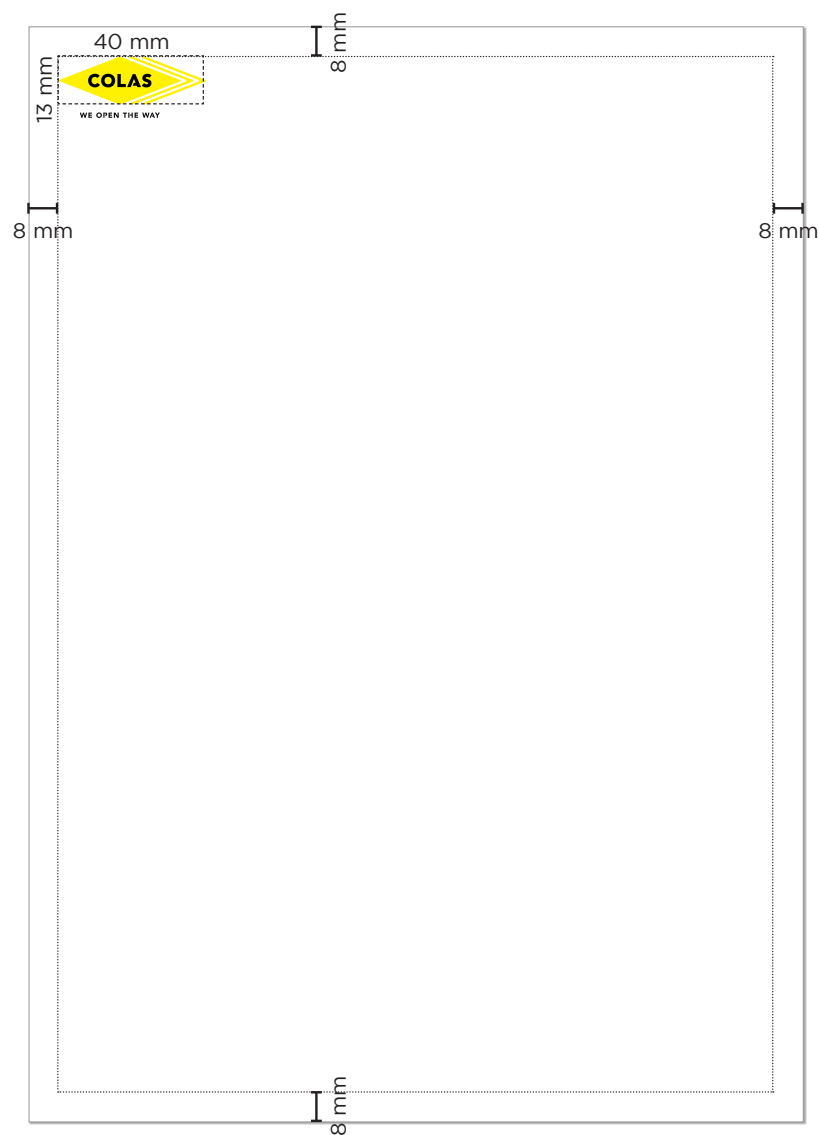
At 8 mm from the foot of the page, unless there are no AFAQ logos

Optional AFAQ logos:

height: 12.5 mm

STATIONERY

LETTER BODY



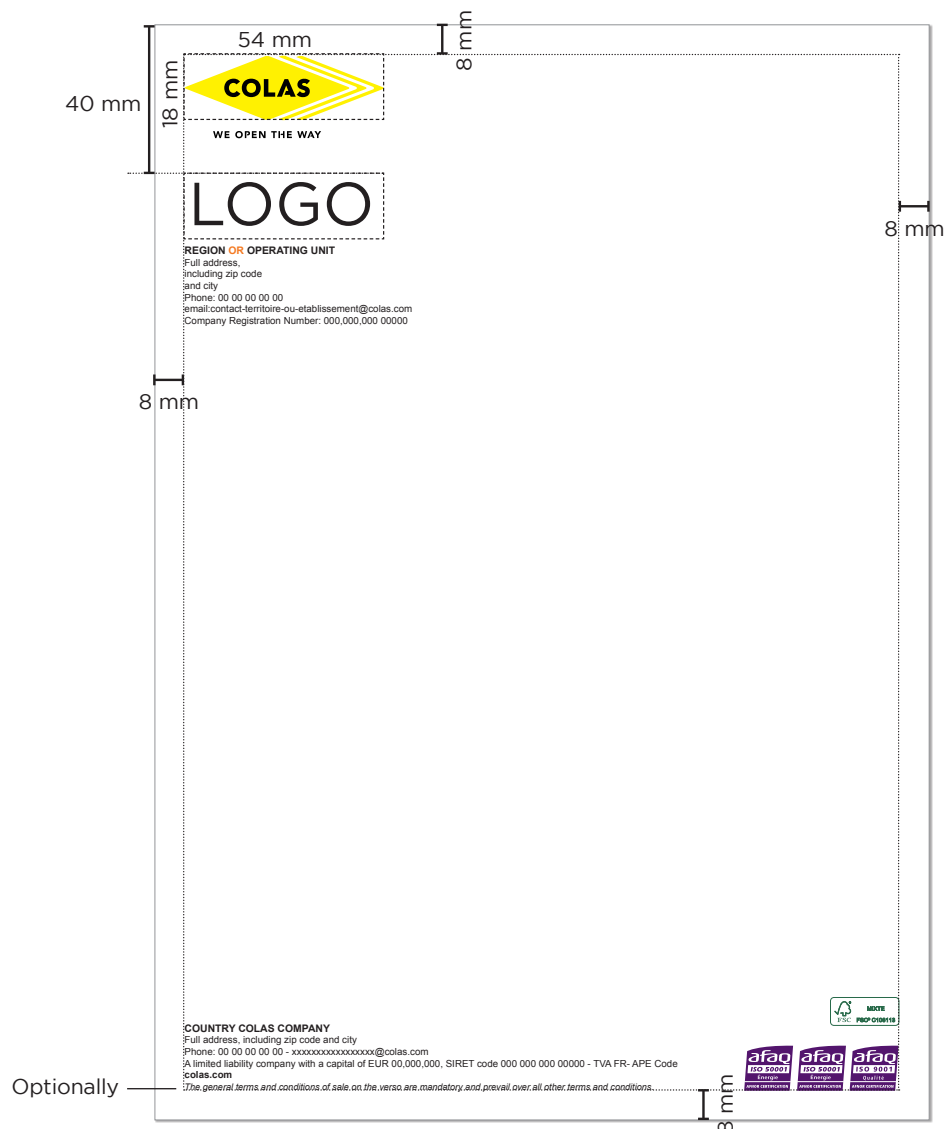
Layout:

Format: 210 x 297 mm. White space: 8 mm

Colas Logo: diamond size: 40 x 13 mm

DOUBLE LOGO STATIONARY

COUNTRY, REGION OR OPERATING UNIT LETTERHEAD



Layout:

Format: 210 x 297 mm. White space: 8 mm

Colas Logo: diamond size: 54 x 18 mm

Maximum overall dimensions of the second logo: 45 x 17.5 mm.

It should not be larger than the Colas logo.

If this logo is used on the total authorised area, the address block can be slightly lowered to provide a breathing space.

Address text block – region **or** operating unit:

8 mm from the left and 60 mm from the top of the page

Name of business unit: Arial bold, size 8 spacing 9

Address, telephone, email, SIRET no.: Arial regular, size 8 spacing 9

Address text block: 8 mm from the footer

Company name: Arial bold, size 8

Corporate address and phone number: Arial regular, size 7.5 spacing 9

Website: Arial bold, size 8 spacing 9

Terms and Conditions: Arial italic, size 7, automatic spacing

Optional Ecolabel:

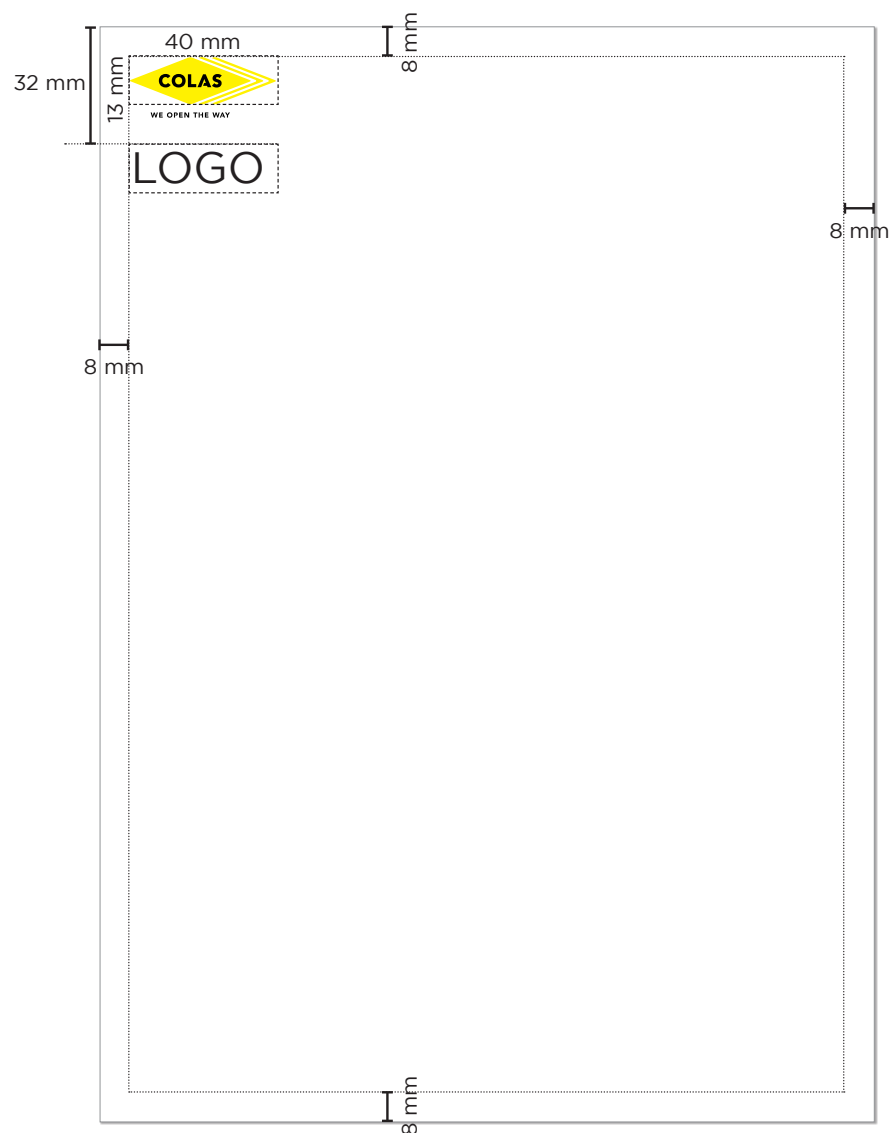
At 8 mm from the foot of the page, unless there are no AFAQ logos

Optional AFAQ logos:

height: 12.5 mm

DOUBLE LOGO STATIONARY

LETTER BODY



Layout:

Format: 210 x 297 mm. White space: 8 mm

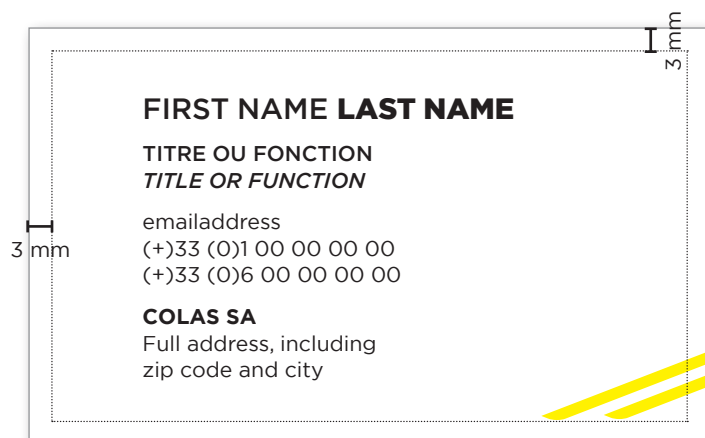
Colas Logo: diamond size: 40 x 13 mm

Maximum overall dimensions of the second logo: 40 x 13 mm

It should not be larger than the Colas logo.

STATIONERY

GROUP BUSINESS CARDS



Horizontal layout:

Format: 90 x 55 mm. White space: 3 mm

At 15 mm from the left and 9 mm from the top of the card

First name: Gotham medium, size 11

Last Name: Gotham black, size 11

Title or position: Gotham medium, size 8, spacing 10
Space before: 2 mm

GB title or position (optional):

Gotham medium italic, size 8, spacing 10

Email and phone number:

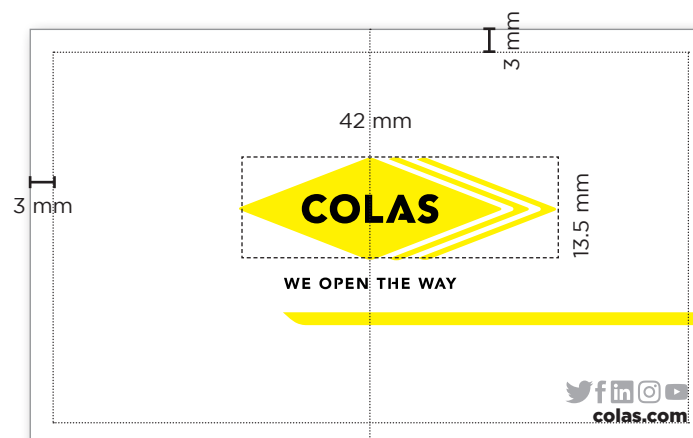
Gotham book, size 8, spacing 10

COLAS SA: Gotham bold, size 8, spacing 10 Space before: 2 mm

Address: Gotham book, size 8, spacing 10

At 68 mm from the left and 3 mm from the bottom of the card

Double chevrons: line thickness: 1.5 mm
They are enclosed into a rectangle, 22 mm wide by 9 mm high.

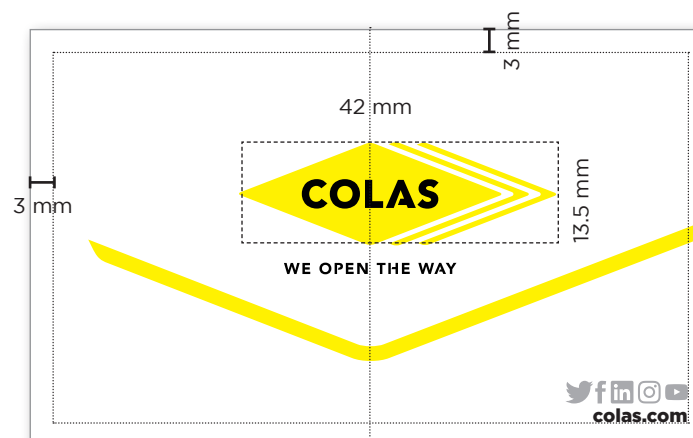


Verso option 1:

Colas Logo: diamond size: 42 x 13.5 mm at 17 mm from the top, centered on the width of the main diamond

Hyphen: thickness: 1.7 mm at 38.5 mm from the left and 42.5 mm from the top

Social media: height: 3 mm, black at 40%
colas.com: Gotham black, size 7, spacing 7 at 3 mm from the bottom and left of the card



Verso option 2:

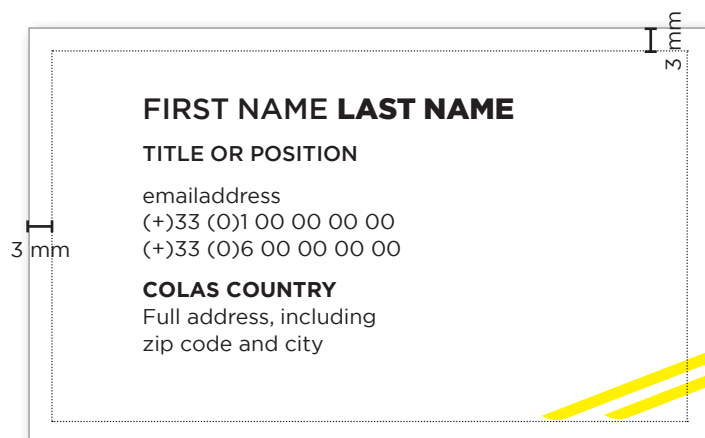
Colas Logo: diamond size: 42 x 13.5 mm at 17 mm from the top, centered on the width of the main diamond

Underline: thickness: 2 mm. The angle is centered relative to the card and located at 11 mm from the bottom

Social media: height: 3 mm, black at 40%
colas.com: Gotham black, size 7, spacing 7 at 3 mm from the bottom and left of the card

STATIONERY

COUNTRY BUSINESS CARDS



Horizontal layout:

Format: 90 x 55 mm. White space: 3 mm

At 15 mm from the left and 9 mm from the top of the card

First name: Gotham medium, size 11

Last Name: Gotham black, size 11

Title or position: Gotham medium, size 8, spacing 10
Space before: 2 mm

Email and phone number:

Gotham book, size 8, spacing 10

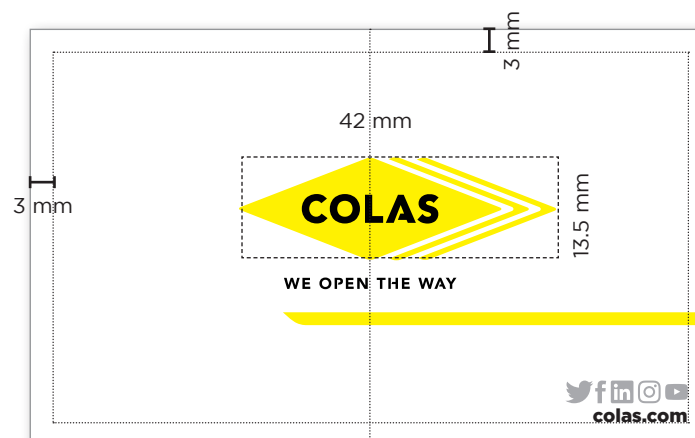
COLAS COUNTRY: Gotham bold, size 8, spacing 10
Space before: 2 mm

Adresse: Gotham book Corps 8, inter 10

At 68 mm from the left and 3 mm from the bottom of the card

Double chevrons: line thickness: 1.5 mm

They are enclosed into a rectangle, 22 mm wide by 9 mm high.

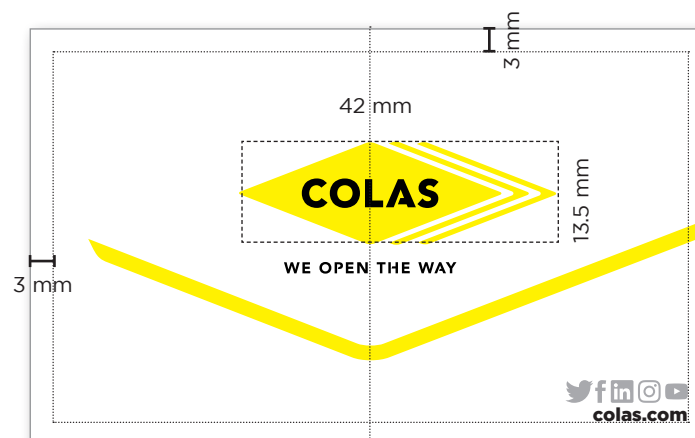


Verso option 1:

Colas Logo: diamond size: 42 x 13.5 mm at 17 mm from the top, centered on the width of the main diamond

Hyphen: thickness: 1.7 mm at 38.5 mm from the left and 42.5 mm from the top

Social media: height: 3 mm, black at 40%
colas.com: Gotham black, size 7, spacing 7 at 3 mm from the bottom and left of the card



Verso option 2:

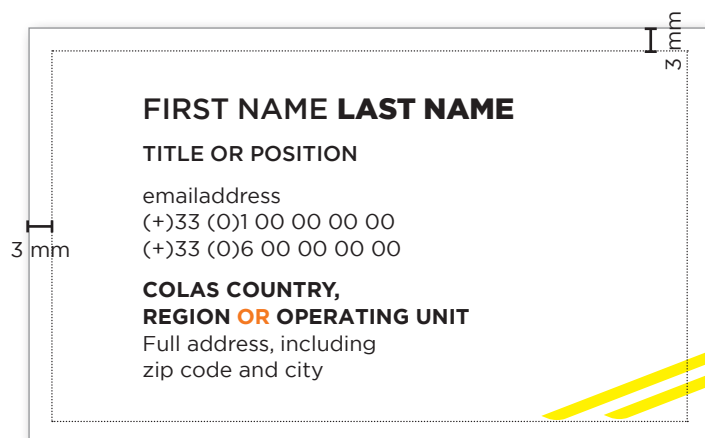
Colas Logo: diamond size: 42 x 13.5 mm at 17 mm from the top, centered on the width of the main diamond

Underline: thickness: 2 mm. The angle is centered relative to the card and located at 11 mm from the bottom

Social media: height: 3 mm, black at 40%
colas.com: Gotham black, size 7, spacing 7 at 3 mm from the bottom and left of the card

STATIONERY

COUNTRY, REGION OR OPERATING UNIT BUSINESS CARDS



Horizontal layout:

Format: 90 x 55 mm. White space: 3 mm

At 15 mm from the left and 9 mm from the top of the card

First name: Gotham medium, size 11

Last Name: Gotham black, size 11

Title or position: Gotham medium, size 8, spacing 10
Space before: 2 mm

Email and phone number:

Gotham book, size 8, spacing 10

COLAS COUNTRY - REGION or OPERATING UNIT:

Gotham bold, size 8, spacing 10

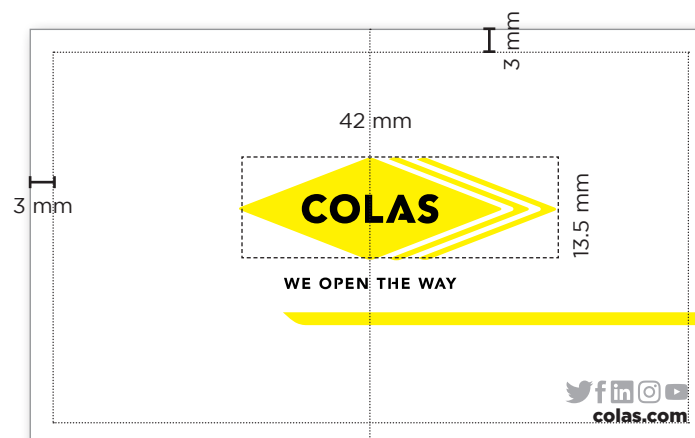
Space before: 2 mm

Adresse: Gotham book, size 8, spacing 10

At 68 mm from the left and 3 mm from the bottom of the card

Double chevrons: line thickness: 1.5 mm

They are enclosed into a rectangle, 22 mm wide by 9 mm high.

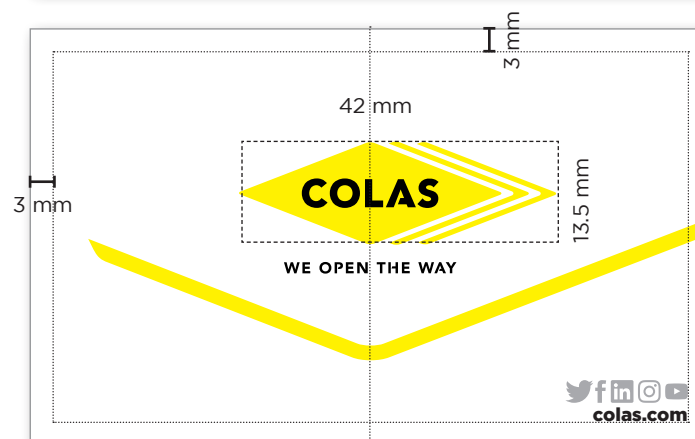


Verso option 1:

Colas Logo: diamond size: 42 x 13.5 mm at 17 mm from the top, centered on the width of the main diamond

Hyphen: thickness: 1.7 mm at 38.5 mm from the left and 42.5 mm from the top

Social media: height: 3 mm, black at 40%
colas.com: Gotham black, size 7, spacing 7 at 3 mm from the bottom and left of the card



Verso option 2:

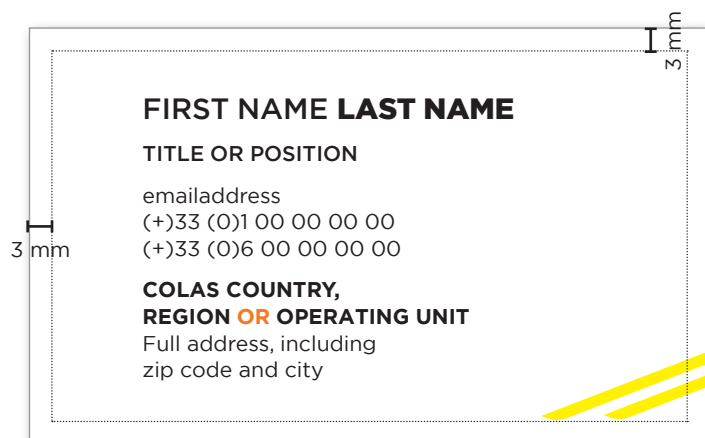
Colas Logo: diamond size: 42 x 13.5 mm at 17 mm from the top, centered on the width of the main diamond

Underline: thickness: 2 mm. The angle is centered relative to the card and located at 11 mm from the bottom

Social media: height: 3 mm, black at 40%
colas.com: Gotham black, size 7, spacing 7 at 3 mm from the bottom and left of the card

STATIONERY DOUBLE LOGO

DOUBLE LOGO STATIONARY COUNTRY, REGION OR OPERATING UNIT BUSINESS CARDS



Horizontal layout:

Format: 90 x 55 mm. White space: 3 mm

At 15 mm from the left and 9 mm from the top of the card

First name: Gotham medium, size 11

Last Name: Gotham black, size 11

Title or position: Gotham medium, size 8, spacing 10

Space before: 2 mm

Email and phone number:

Gotham book, size 8, spacing 10

COLAS COUNTRY - REGION OR OPERATING UNIT:

Gotham bold, size 8, spacing 10

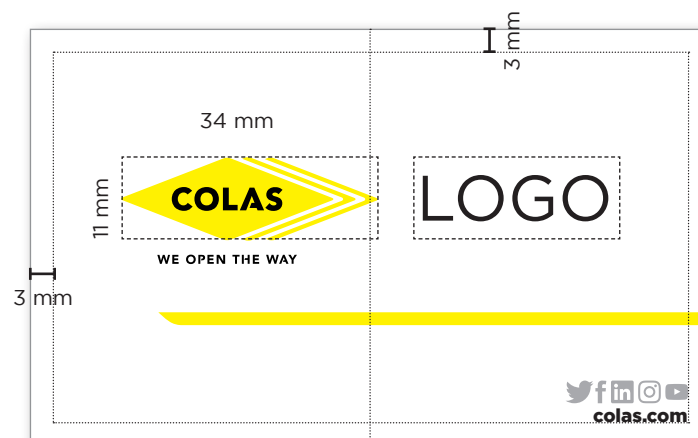
Space before: 2 mm

Adresse: Gotham book, size 8, spacing 10

At 68 mm from the left and 3 mm from the bottom of the card

Double chevrons: line thickness: 1.5 mm

They are enclosed into a rectangle, 22 mm wide by 9 mm high.



Verso:

Colas Logo: diamond size: 42 x 13.5 mm

at 17 mm from the top, centered

on the width of the main diamond

Maximum overall dimensions of the second logo:

27 x 13.5 mm. It should not be larger than the Colas logo.

Hyphen: thickness: 1.7 mm at 38.5 mm

from the left and 42.5 mm from the top

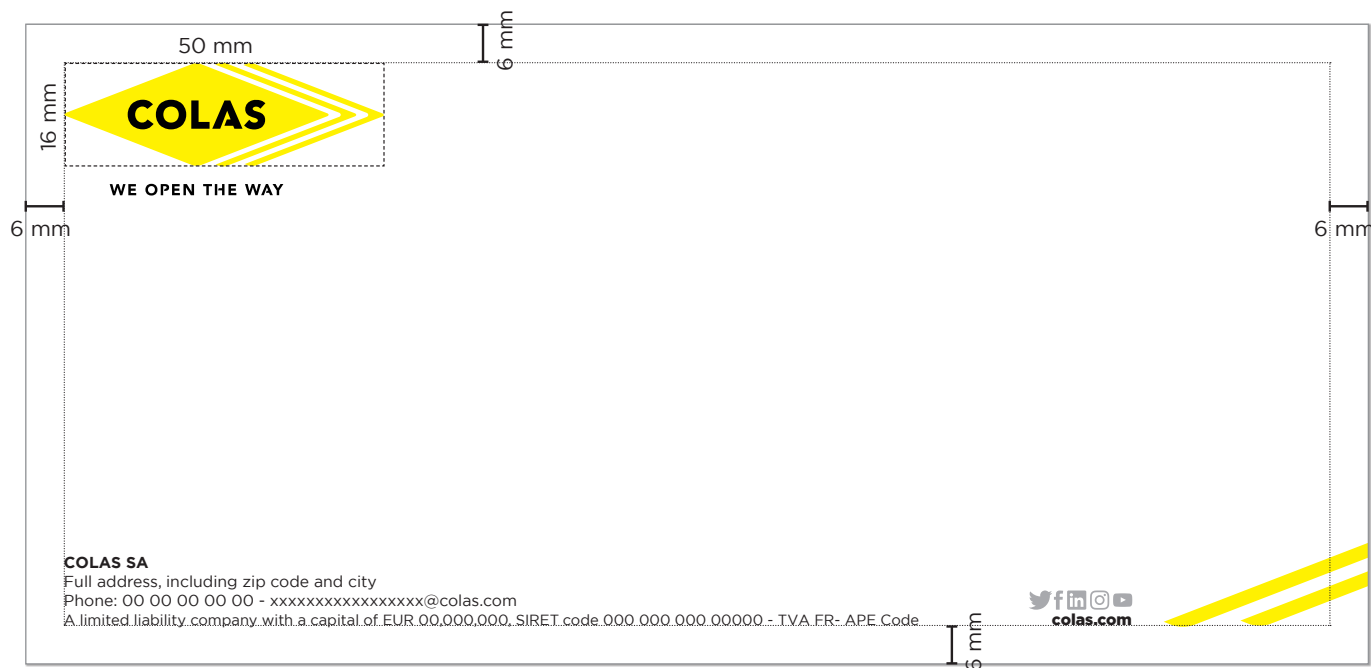
Social media: height: 3 mm, black at 40%

colas.com: Gotham black, size 7, spacing 7 at 3 mm

from the bottom and left of the card

STATIONERY

GROUP NOTE CARDS



Layout:

Format: 210 x 100 mm. White space: 6 mm

Colas Logo: diamond size: 50 x 16 mm

COLAS SA: Gotham Bold, size 7, spacing 8.5

Address and phone number: Gotham book, size 7, spacing 8.5

SA: Gotham book, size 6.5, spacing 8.5

At 6 mm from the bottom of the card

Social media: height: 3 mm, black at 40%

colas.com: Gotham black, size 7, spacing 7

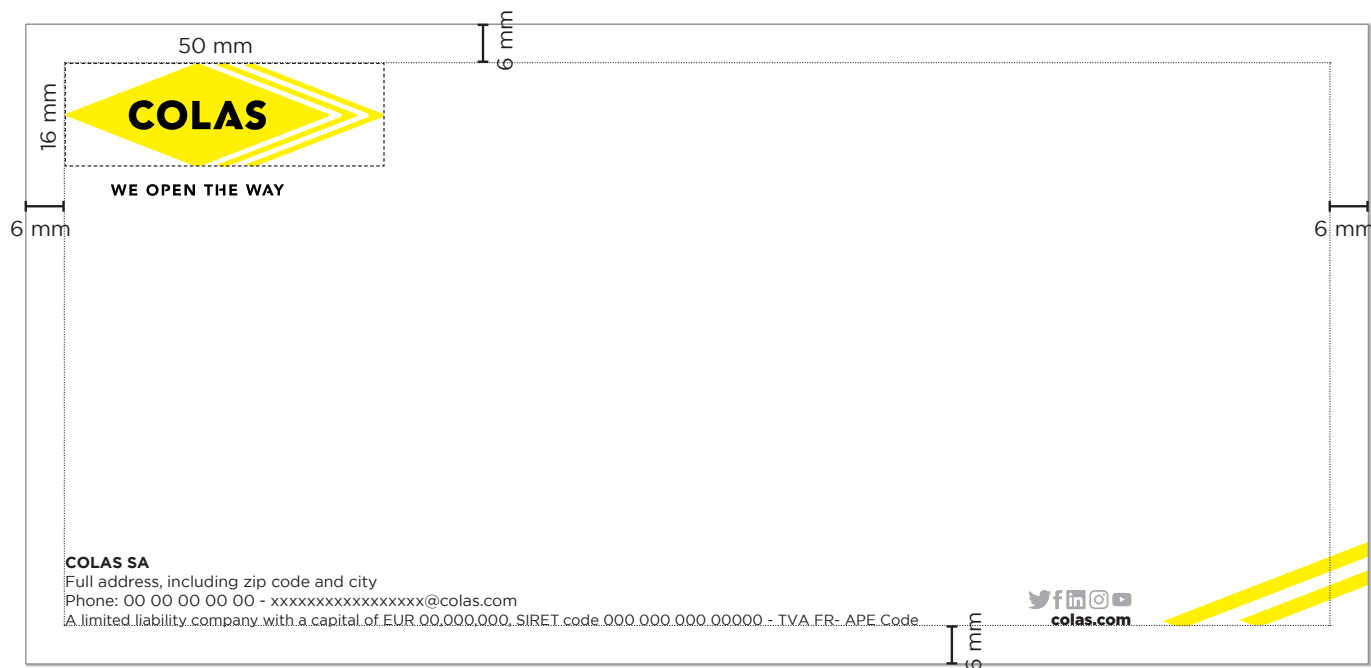
At 3 mm from the bottom of the card

Double chevrons: line thickness: 2 mm

They are enclosed into a rectangle, 32 mm wide by 13 mm high.

STATIONERY

COUNTRY NOTE CARDS



Layout:

Format: 210 x 100 mm. White space: 6 mm

Colas Logo: diamond size: 50 x 16 mm

COLAS COUNTRY: Gotham Bold, size 7, spacing 8.5

Address and phone number: Gotham book, size 7, spacing 8.5

SA: Gotham book, size 6.5, spacing 8.5

At 6 mm from the bottom of the card

Social media: height: 3 mm, black at 40%

colas.com: Gotham black, size 7, spacing 7

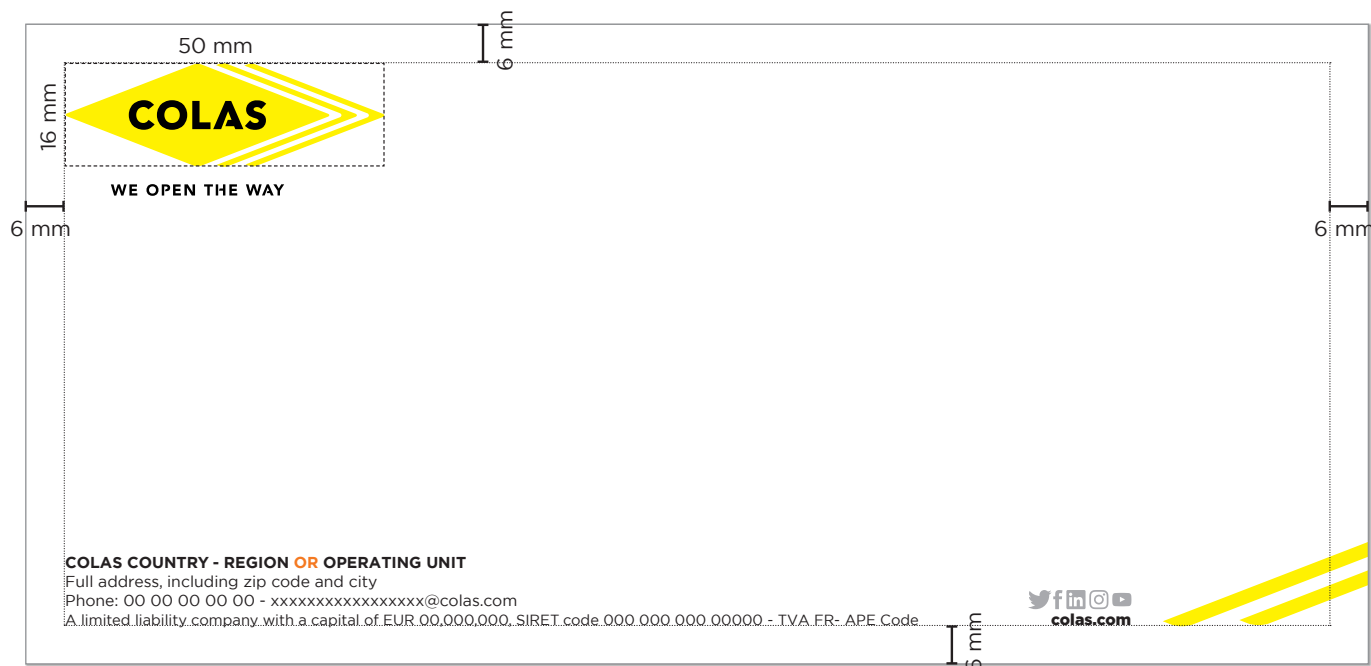
At 3 mm from the bottom of the card

Double chevrons: line thickness: 2 mm

They are enclosed into a rectangle, 32 mm wide by 13 mm high.

STATIONERY

COUNTRY, REGION OR OPERATING UNIT NOTE CARDS



Layout:

Format: 210 x 100 mm. White space: 6 mm

Colas Logo: diamond size: 50 x 16 mm

COLAS COUNTRY - REGION OR OPERATING UNIT:

Gotham Bold, size 7, spacing 8.5

Address and phone number: Gotham book, size 7, spacing 8.5

SA: Gotham book, size 6.5, spacing 8.5

At 6 mm from the bottom of the card

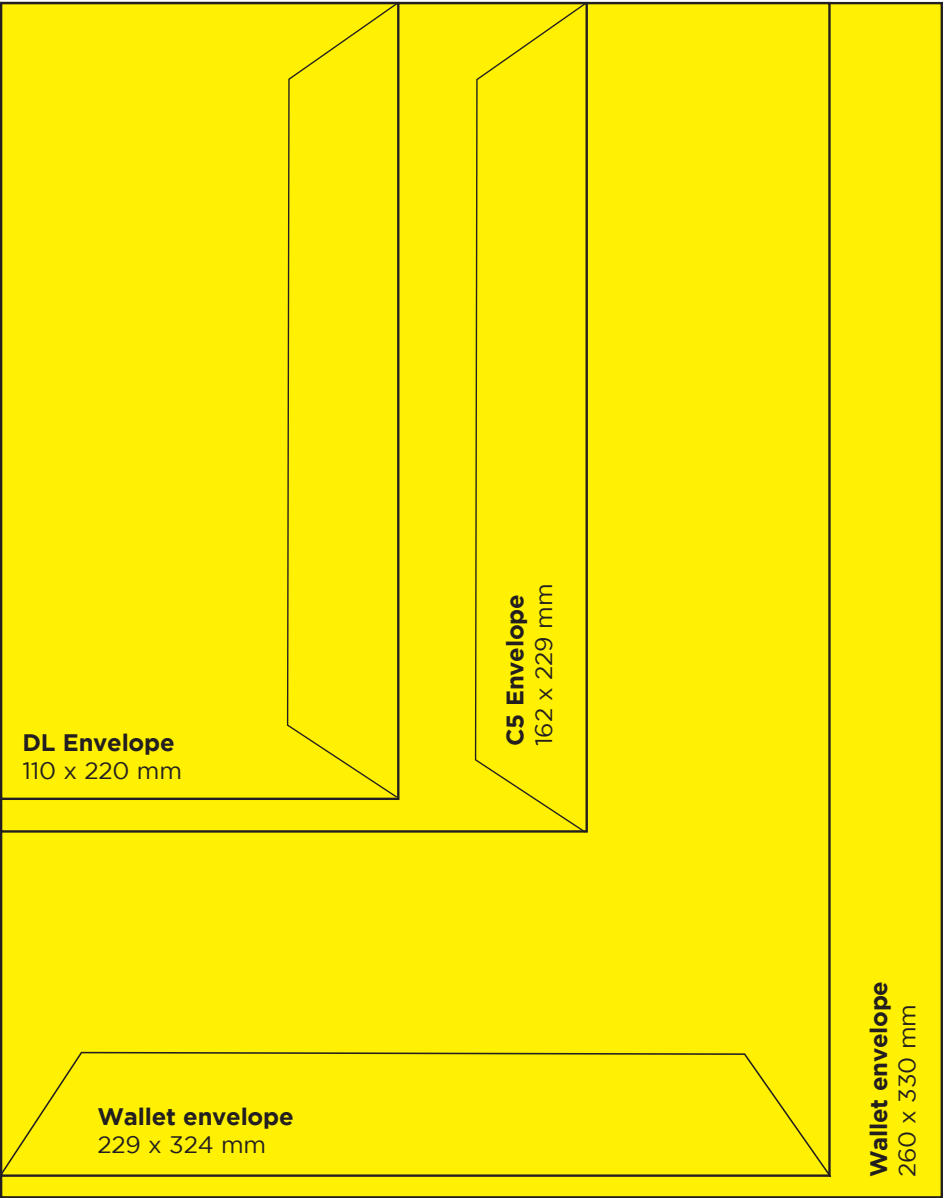
Social media: height: 3 mm, black at 40%

colas.com: Gotham black, size 7, spacing 7

At 3 mm from the bottom of the card

Double chevrons: line thickness: 2 mm

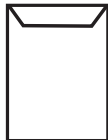
They are enclosed into a rectangle, 32 mm wide by 13 mm high.



Envelopes:
Flaps on the long edge

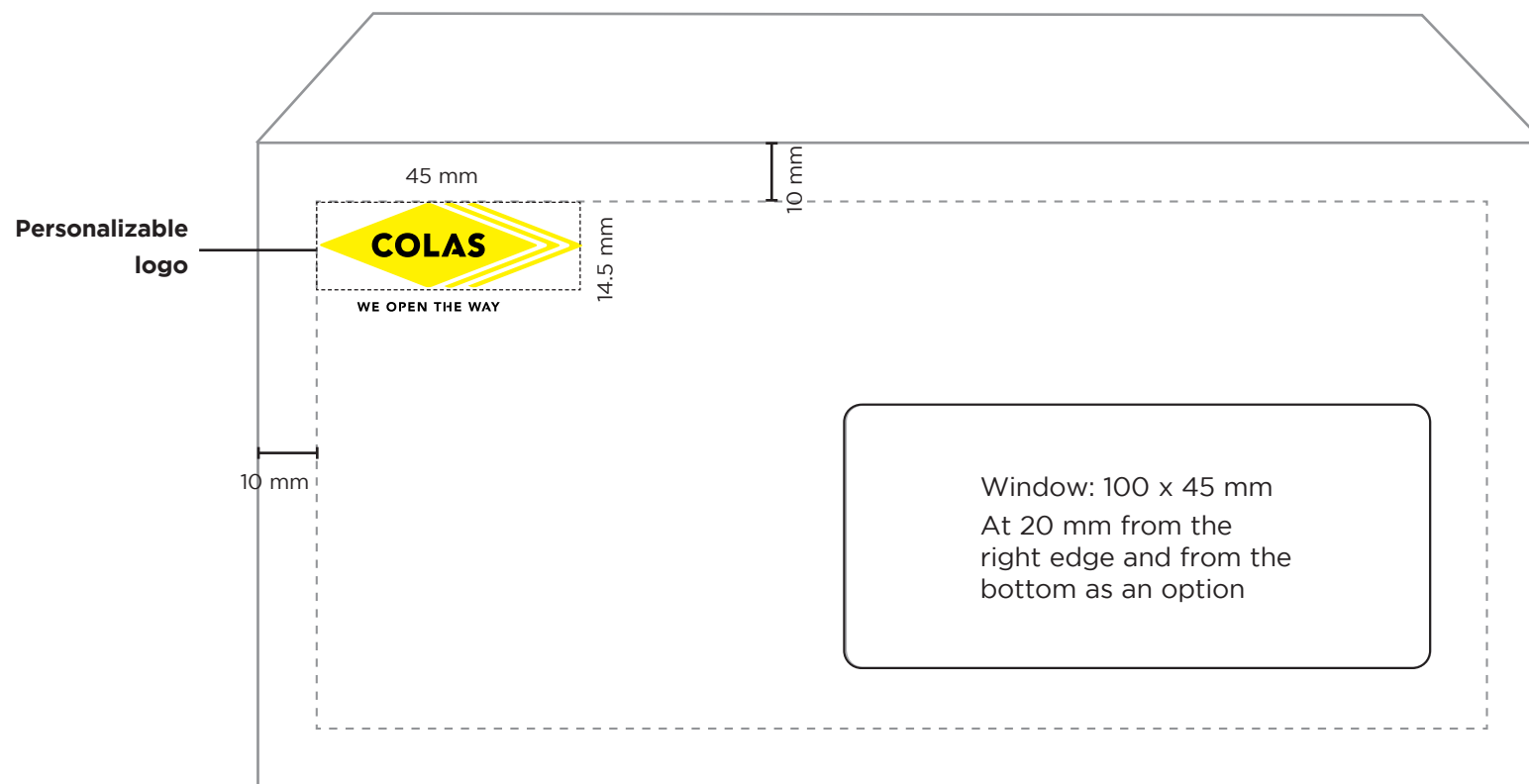


Wallet envelope:
Flap on the short edge



STATIONERY

ENVELOPES - 220 X 110 MM



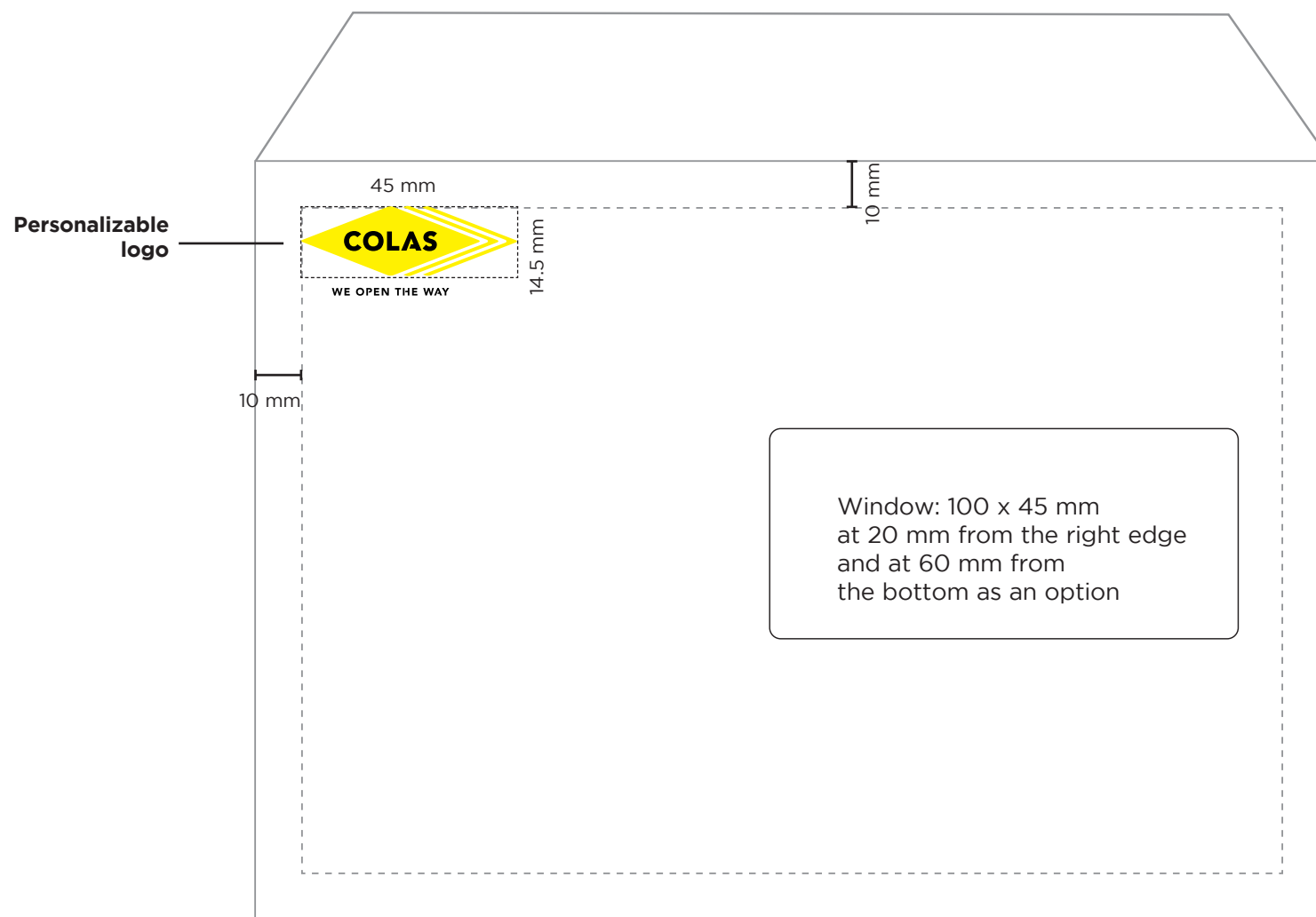
Layout:

Format: 220 x 110 mm. White space: 10 mm

Colas Logo: diamond size: 45 x 14.5 mm

STATIONERY

ENVELOPES - 229 X 162 MM



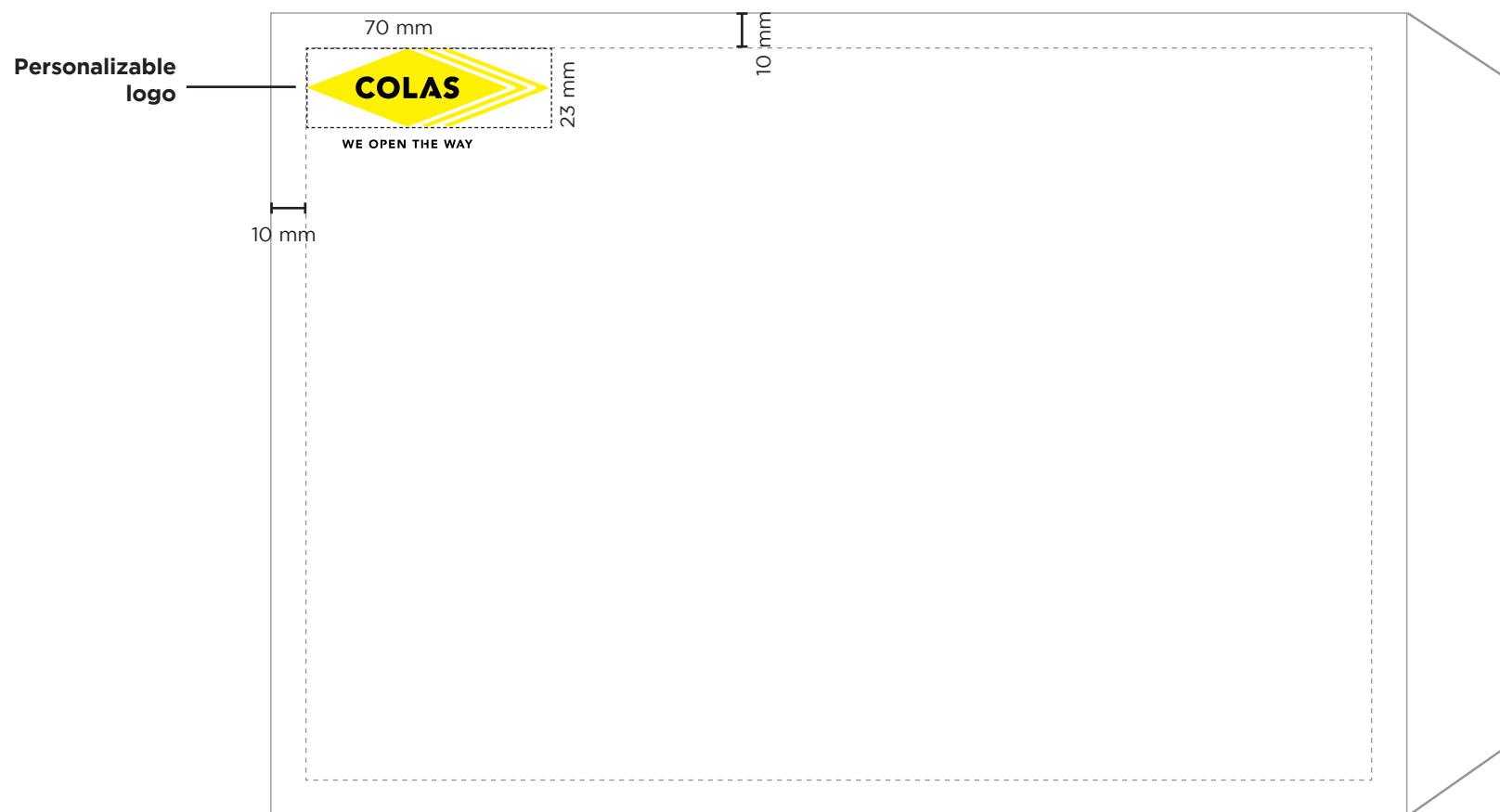
Layout:

Format: 220 x 110 mm. White space: 10 mm

Colas Logo: diamond size: 45 x 14.5 mm

STATIONERY

ENVELOPES - 324 X 229 MM

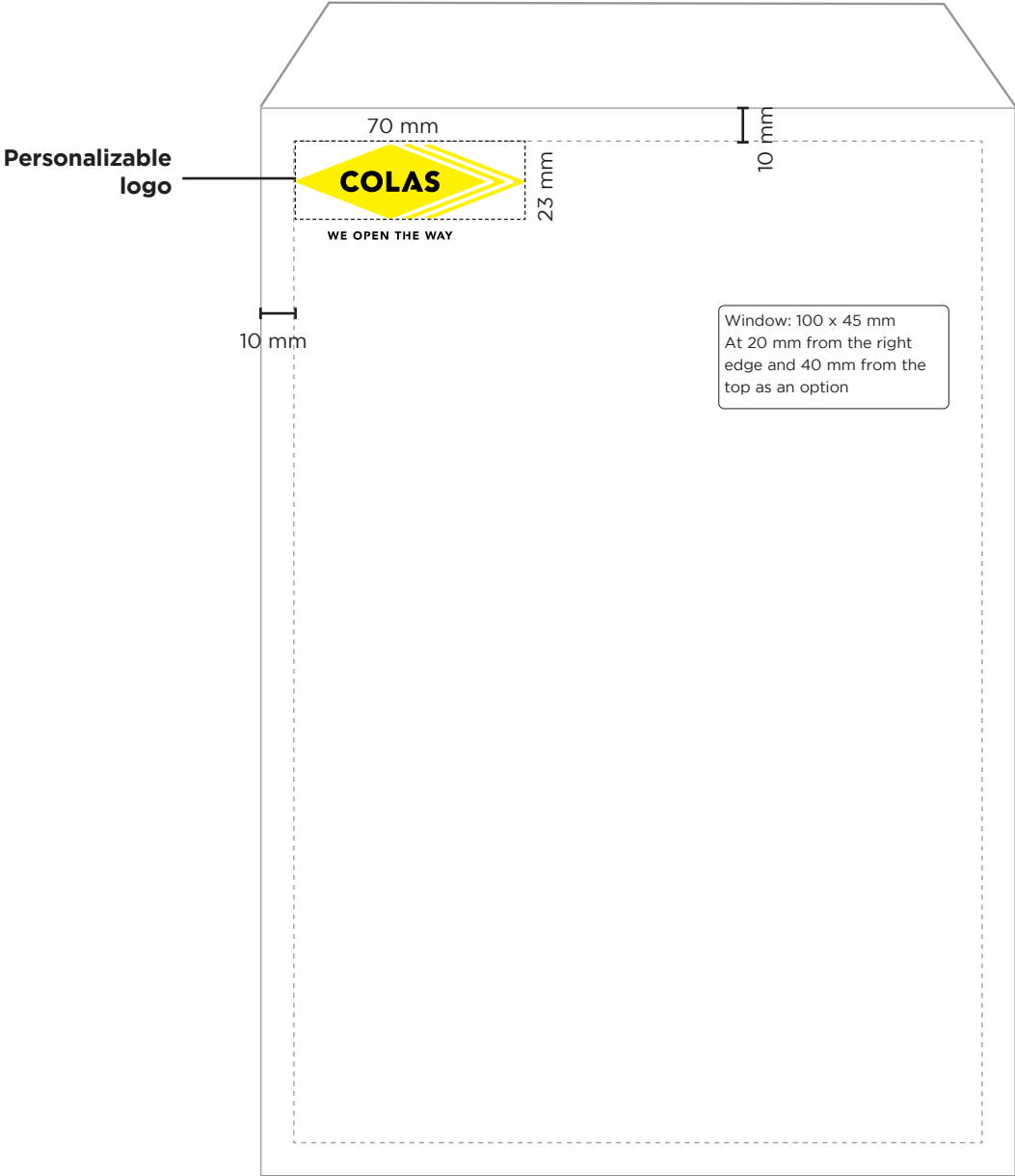


Layout:

Format: 324 x 229 mm. White space: 10 mm

Colas Logo: diamond size: 70 x 23 mm

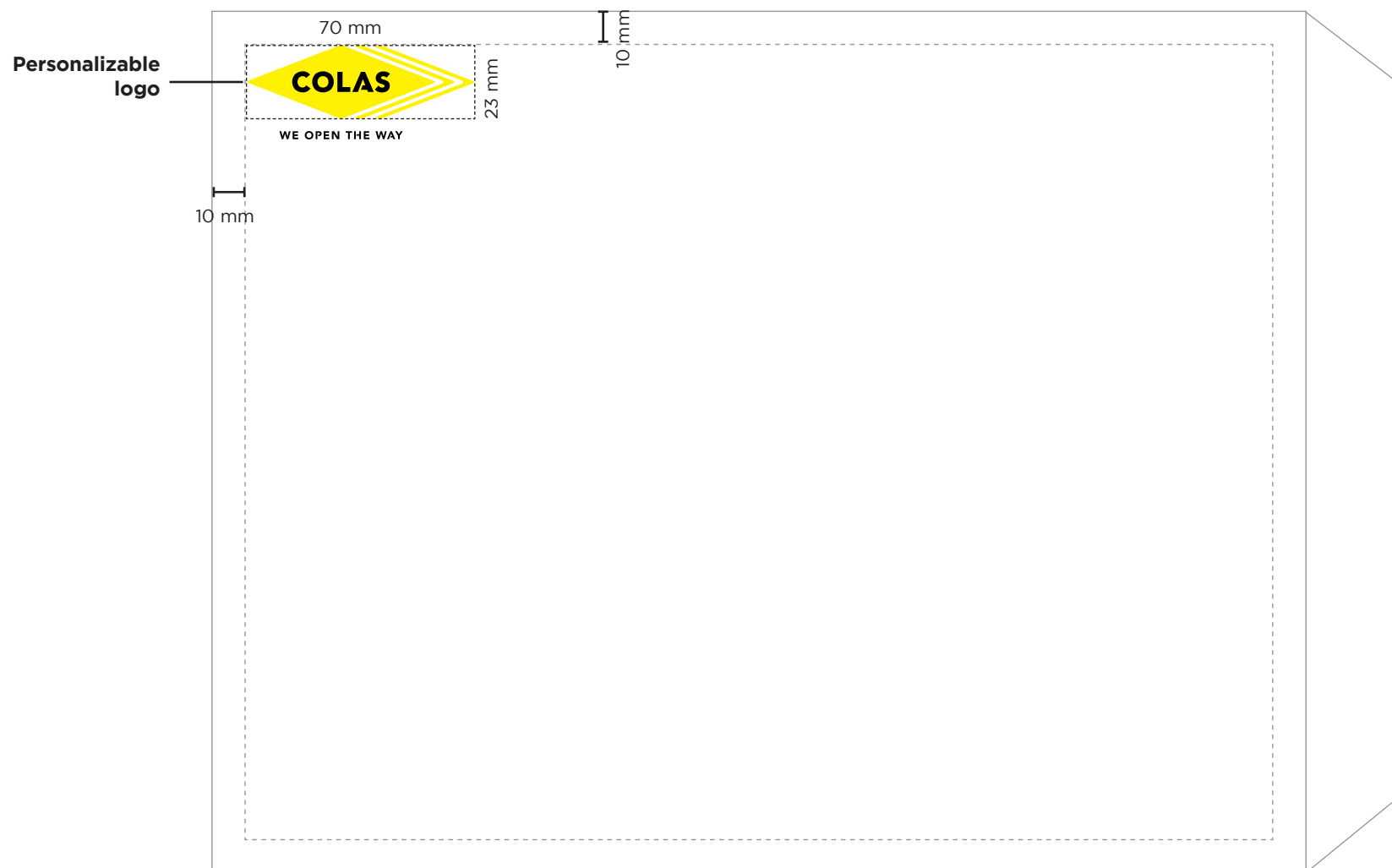
STATIONERY
ENVELOPES - 229 X 324 MM



Layout:
Format: 229 x 324 mm. White space: 10 mm
Colas Logo: diamond size: 70 x 23 mm

STATIONERY

ENVELOPES - 330 X 260 MM



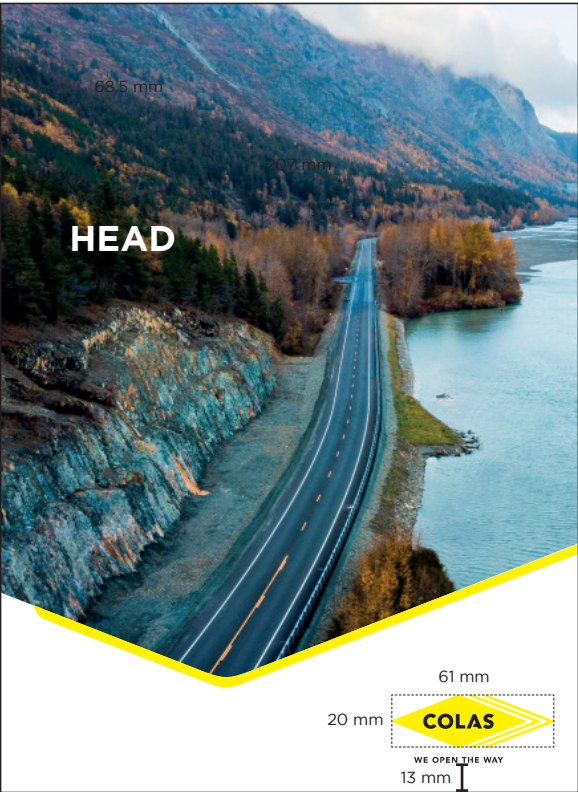
Layout:

Format: 330 x 260 mm. White space: 10 mm

Colas Logo: diamond size: 70 x 23 mm

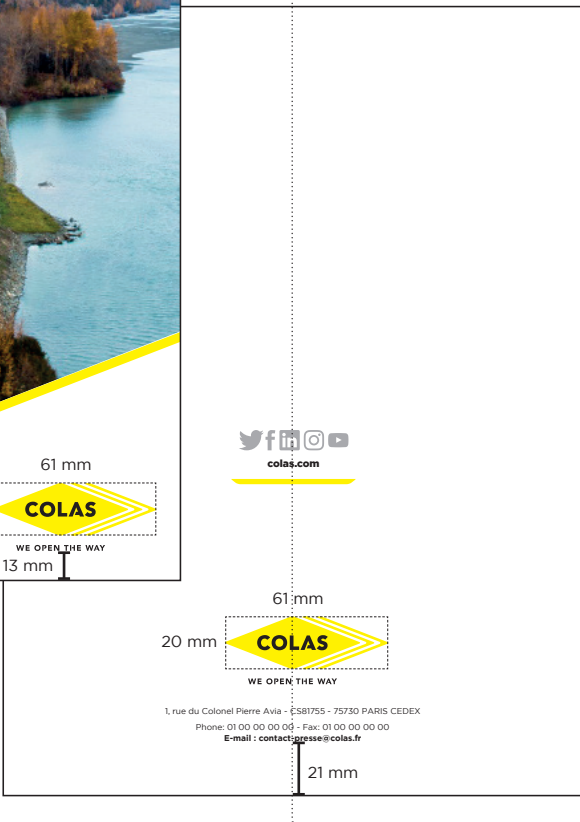
DOCUMENT FOLDER

Closed folder - Cover

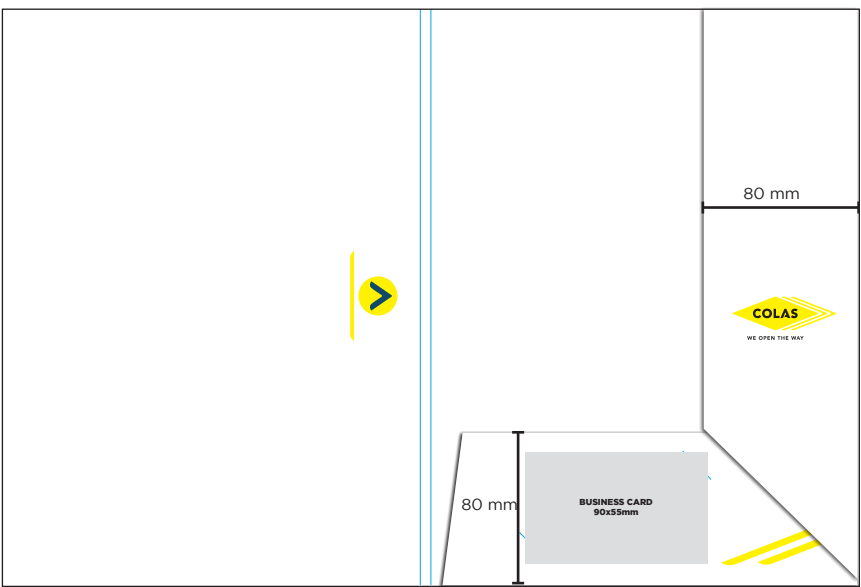


Heading: Gotham bold, size 38, black or white depending on the background.

Closed folder - Back



Closed folder - Inside view




Social media: Height: 7.5 mm, black at 40%
www.colas.com: Gotham black, size 7, black at 100%
Address block: Gotham book, size 9, spacing 12, black at 100%
Email: Gotham bold, size 9, spacing 12, black at 100%


FORMATS:


Closed format: 220 x 300 mm
Format of the open unfolded sheet: 530.5 x 385 mm

OFFICE APPLICATIONS




INTERNAL MEMO






TITLE




PROJECT

est nommé chef d'agence
à Aque nonectatum




DEPARTMENT

prend en charge, sous l'autorité de Prénom Nom
Onsectu strunda cor am nat aut perionsequam inctus.



SUBTITLE

est nommé chef d'agence
à Aque nonectatum




SUBTITLE

prend en charge, sous l'autorité de Prénom Nom
Onsectu strunda cor am nat aut perionsequam inctus.

www.colas.com

01





MEETING MINUTES



MEETING HELD ON
Month day, 2021

PREPARED BY Name

DATE Month xx, 2021

PARTICIPANTS

Name, Name, Name, Name, Name, Name, Name, Name



MEETING SUBJECT

Onsectu strunda cor am nat aut perionsequam inctus.



CONTEXT

Borum fugitem es es estor apitaes eles aut ellis venis ducienient venem consendit era dis sequam eseqe as des abor-
rup taquam doluptibus sunitit que quaest, culland elestius imus evere pora cor re cerspiciur susdandel minus restlisi
nctatem quistotas et accullande pa dolorru mquiam que voluptia sequist adis ea nos accus, sit, atus id eos ima dolorro
vitatinctes erspis rem laut landae nonsed qui arum est aliquam, ut acepe ex et fugiam que doloremod qui officidignis.




DECISIONS


Aque nonectatum is et as ea et faccusit alitis mil ius aut ut venissum fuga. Tur, sandit autecte cum la nosant estemolu-
pid experiatlis que omnisto volor aceriat etur am num id et mos dolorep ernam, aut as et eumenihit audanis volum dolor-
por arum quibusant facea niscipsam esciis explabo rporpos inum ulpa que mollici llorepuis as porem quaerae quam
quae moluptaqua volorporepta prat autem consedicit mi, veliquis net enimil ipiet undae simus endant eosanimus illatur


- Lupta veliaeria dunt maximus.
- Est, quiaern atemquos sitatus doleculam et que ped que odis endit
- Tenesti dolenectore volor autendici unt providunt


MILLIONS OF EUROS	2018	2019	BO 2020	BO 2021	BP 2022
Work on hand (12/31)	XX	XXX	XX	XX	XX
Consolidated revenue	XX	XXX	XX	XX	XX
Current operating income	XXX	XXX	XXX	XXX	XXX
Current operating margin	XXXX	XXX	XXXX	XXXX	XXXX

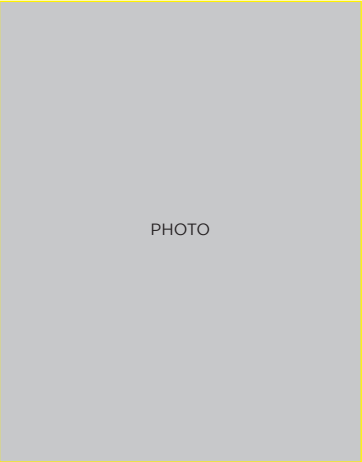


APPOINTMENT




 NAME

 SUBTITLE
est nommé chef d'agence
à Aque nonectatum



PHOTO



www.colas.com

01

Optional photo



TITLE THEME

Borum fugitem es es estor apitaes eles aut ellis venis ducienient venem consendit era dis sequam eseqe as des aborrupt taquam doluptibus sundit que quaest, culland elestius imus evere pora cor re corerspiciur susdandel minus restisi nctatem quistotas et acculande pa dolorru mquiam que voluptia sequist adis ea nos accus, sit, atus id eos ima dolorro vitatinctes erspis rem laut landae nonsed qui arum est aliquam, ut acepe ex et fugiam que doloremod qui officidignis ut earchilorem exceptas quis aut quibus.

- Lupta veliaeria dunt maximus.
- Est, quiaern atemquos sitatus dolecullam et que ped que odis endit
- Tenesti dolenectoreolor autendici unt providunt

BORUM FUGITEM ES ES ESTOR API-TAES ELES AUT ELLIS VENIS DUCIENIENT VENEM CONSENDIT

era dis sequam eseqe as des aborrupt taquam doluptibus sundit que quaest, culland elestius imus evere pora cor re corerspiciur susdandel minus restisi nctatem quistotas et acculande pa dolorru mquiam que voluptia sequist adis ea nos accus, sit, atus id eos ima dolorro vitatinctes erspis rem laut landae nonsed qui arum est aliquam, ut acepe ex et fugiam que doloremod qui officidignis ut earchilorem.

- Lupta veliaeria dunt maximus.
- Est, quiaern atemquos sitatus dolecullam et que ped que odis endit

XXXX people

era dis sequam eseqe as des aborrupt taquam doluptibus sundit que quaest,

XX%

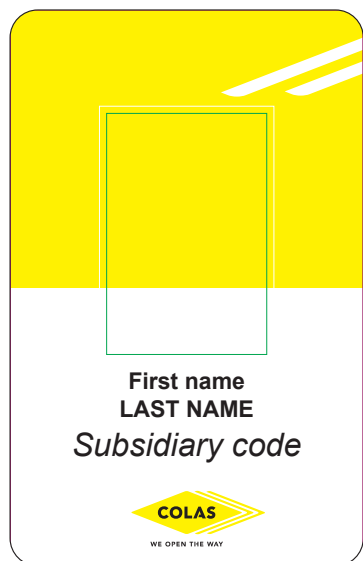
people
evere pora cor re corerspiciur susdandel minus restisi nctatem quistotas et acculande pa dolorru mquiam que voluptia sequist

XXX people

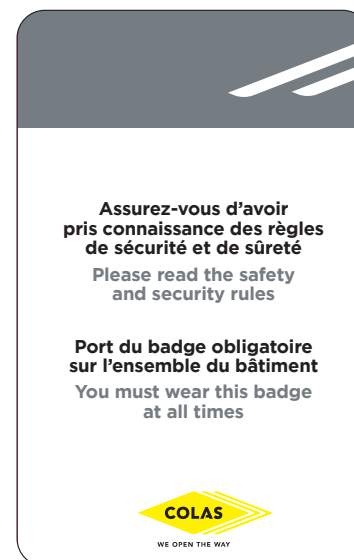
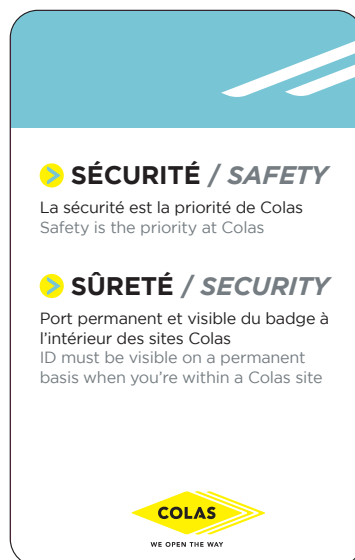
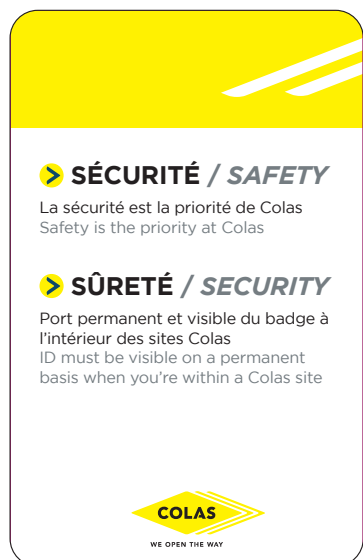
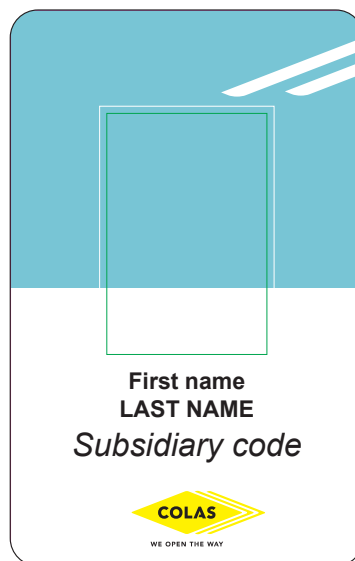
Lupta veliaeria dunt maximus.

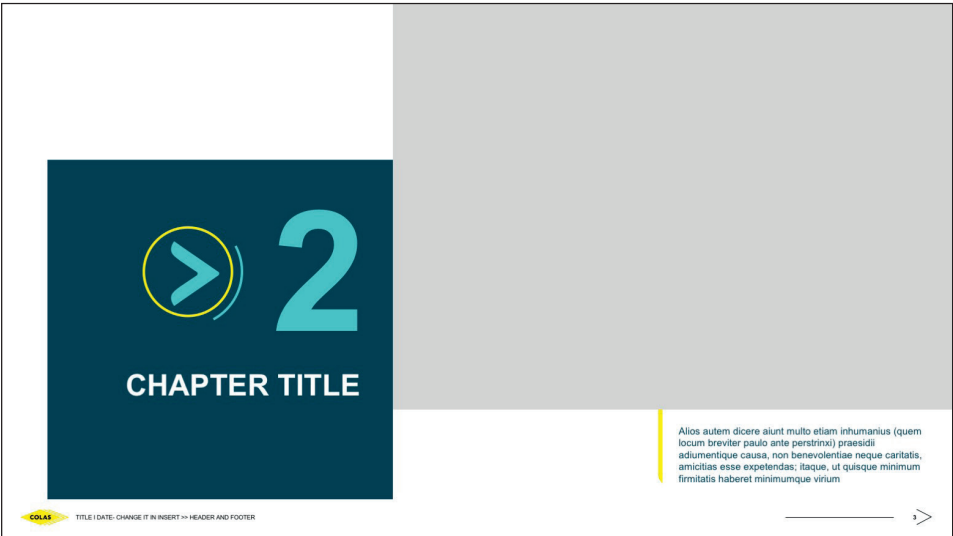
OFFICE APPLICATIONS

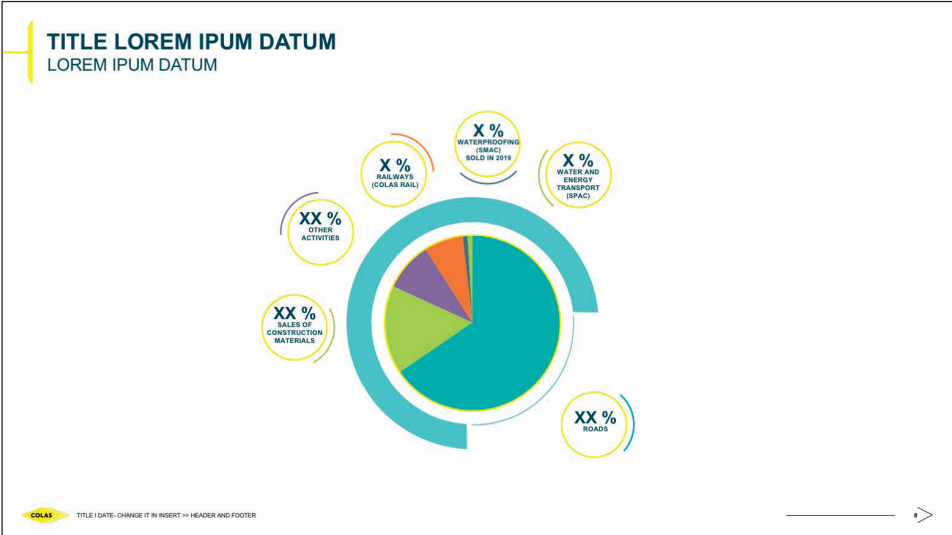
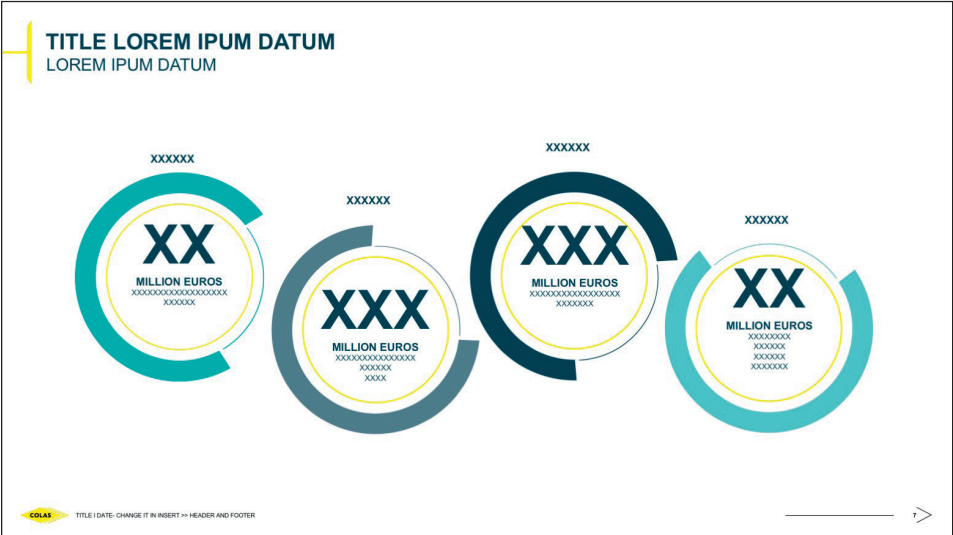
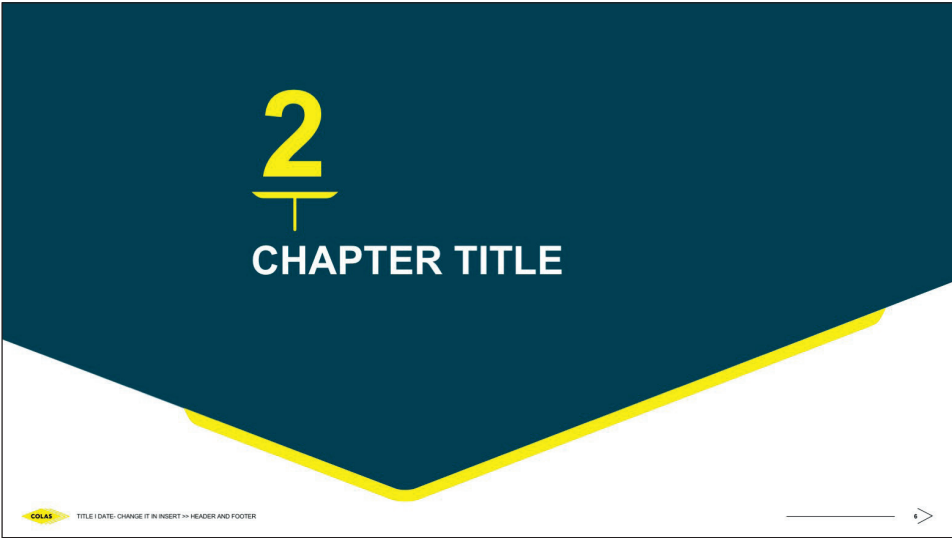
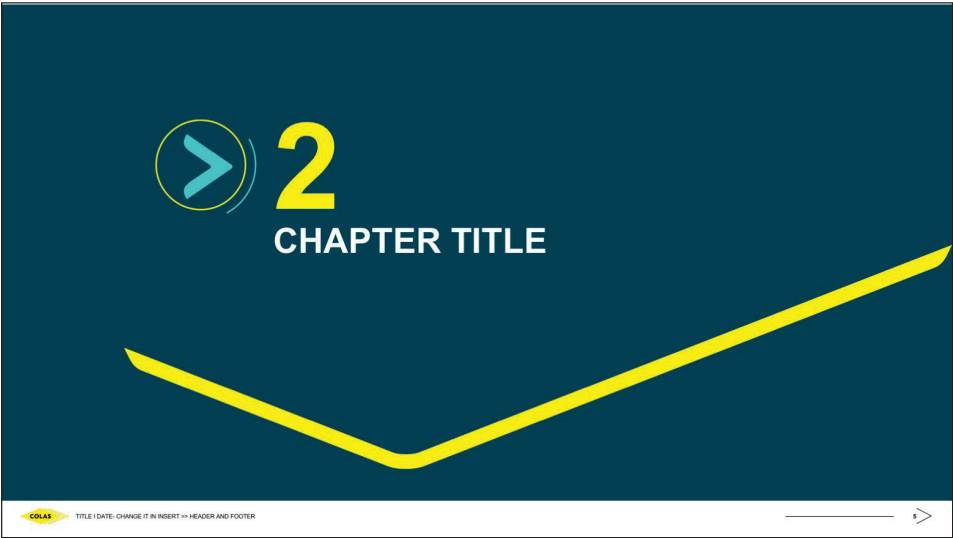
ID BADGES



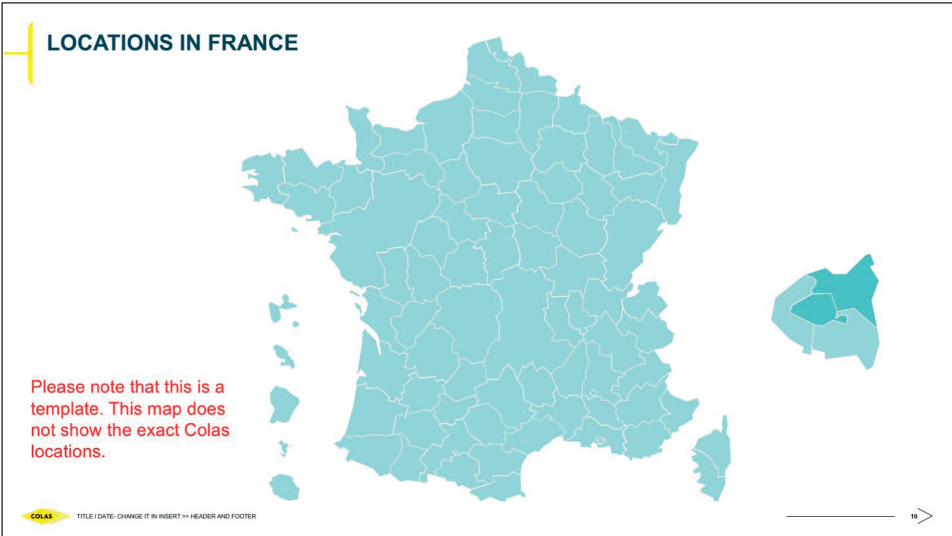
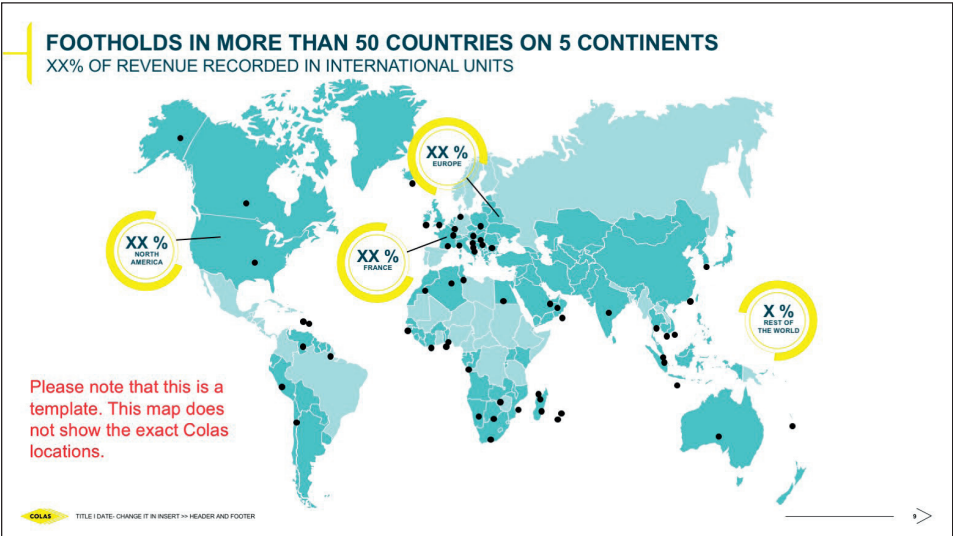
First name last name:
Arial bold size 10, black 100%
Subsidiary code:
Arial italic size 14







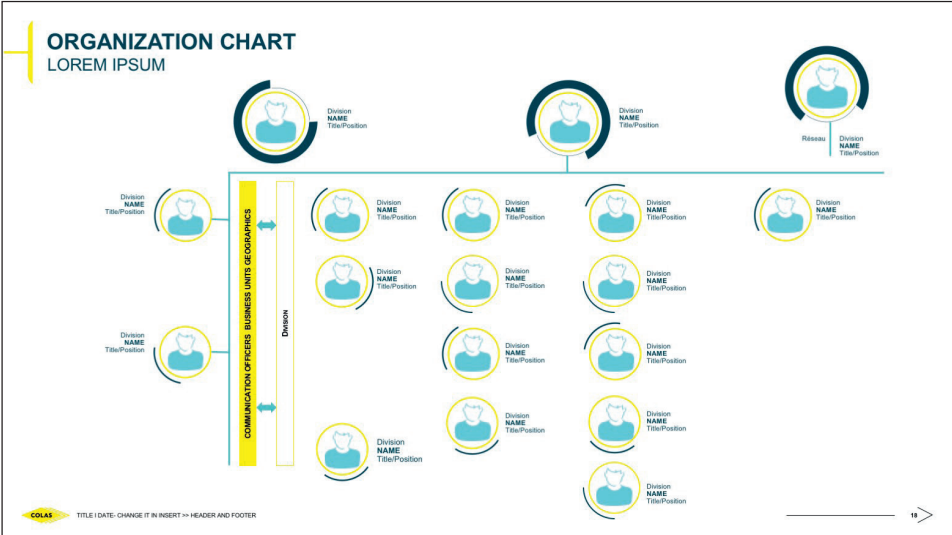
OFFICE APPLICATIONS
POWERPOINT PRESENTATIONS

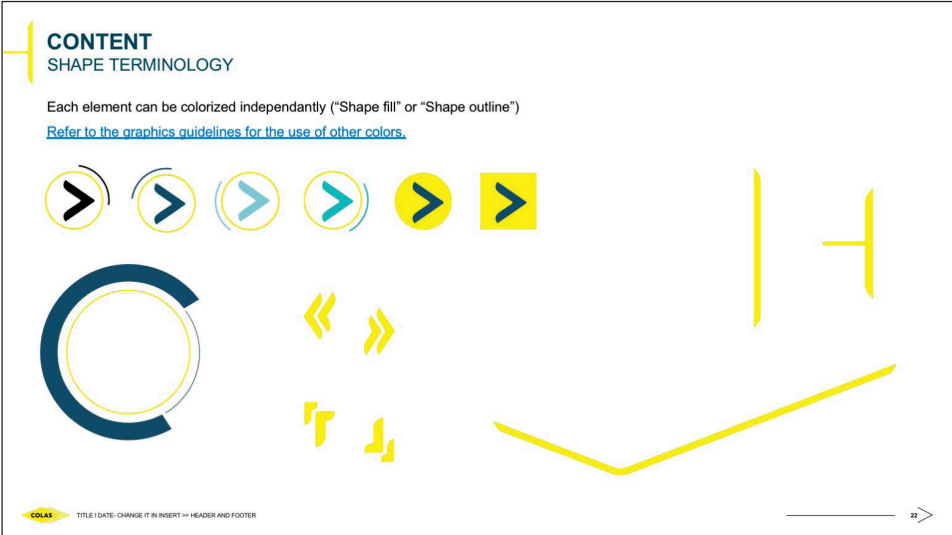
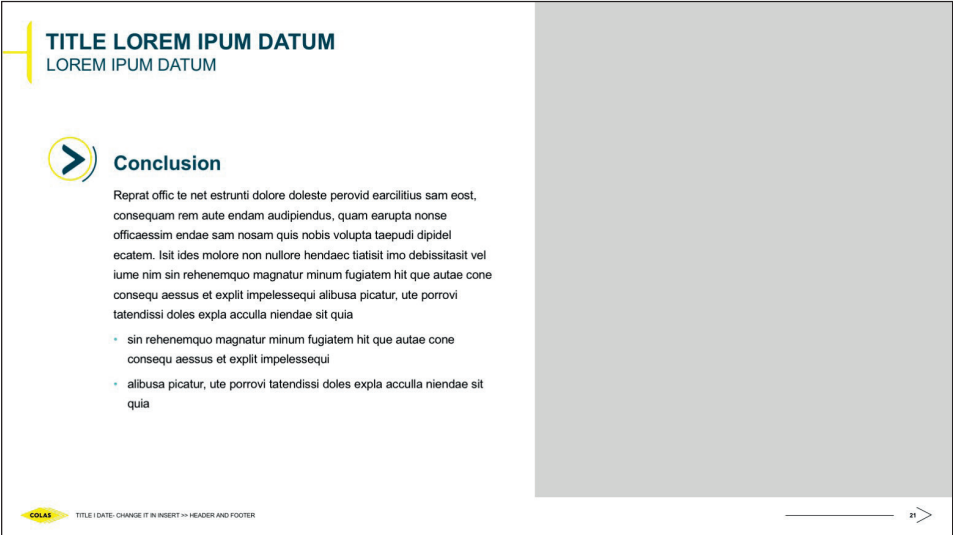
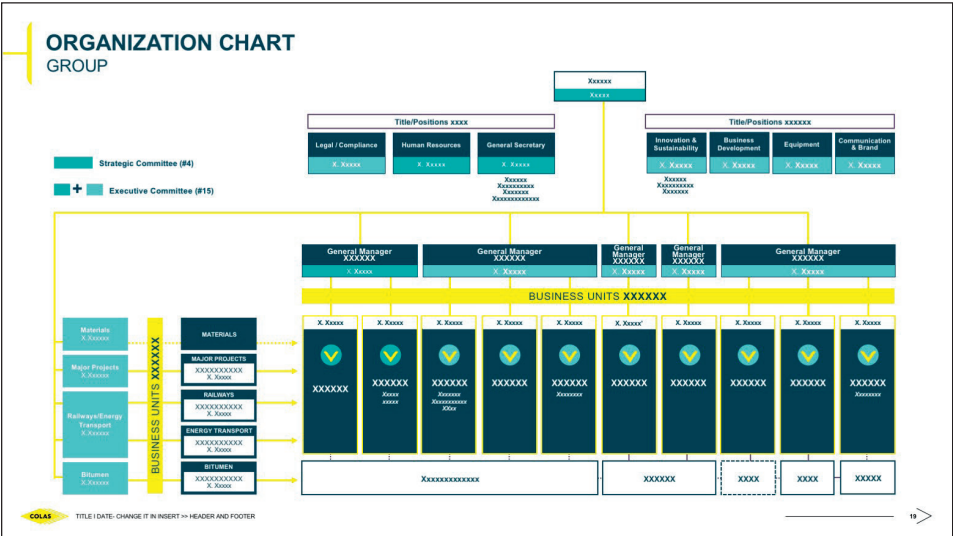


TITLE
LOREM IPUM DATUM

MILLION EUROS	2018	2019	BO 2020	BO 2021	BP 2022
Work on hand (12/31)	XX	XXX	XX	XX	XX
Consolidated revenue	XX	XXX	XX	XX	XX
Current operating income	XXX	XXX	XXX	XXX	XXX
Current operating profit margin	XXXX	XXX	XXXX	XXXX	XXXX
Income from operations	XX	XXX	XX	XX	XX
Free cashflow	XXX	XXX	XXX	XXX	XXX
Return on capital employed (ROCE)	XX	XXX	XX	XX	XX

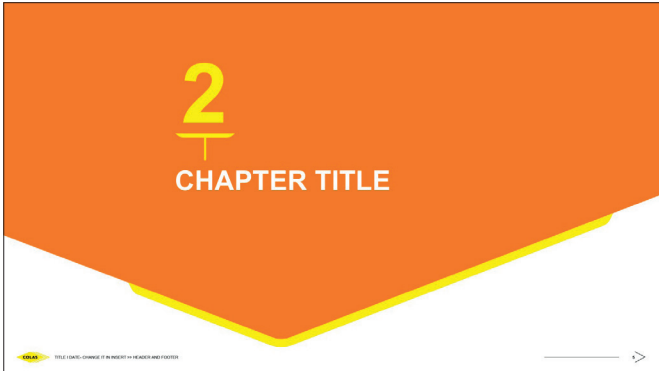
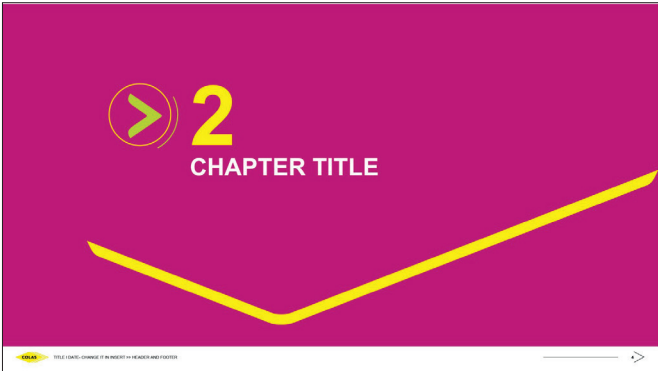
COLAS TITLE | DATE: CHANGE IT IN INSERT -> HEADER AND FOOTER 11 >





OFFICE APPLICATIONS

POWERPOINT PRESENTATIONS (WITH SECONDARY COLORS)

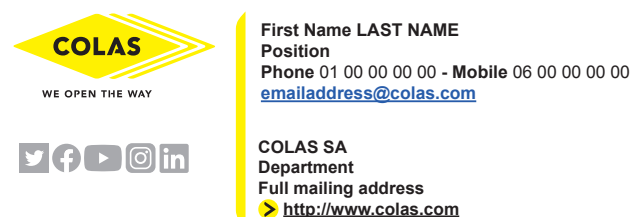


DIGITAL COMMUNICATIONS

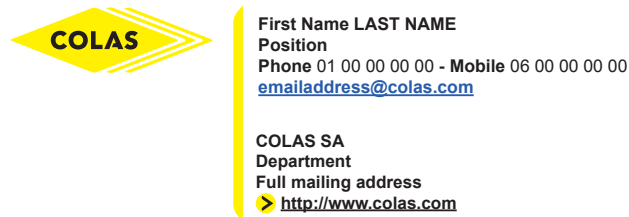
DIGITAL COMMUNICATIONS

EMAIL SIGNATURE

Original file



No social media and no baseline



Double logo



Country



No social media and no baseline - Country



Double Logo - Bilingual



DIGITAL COMMUNICATIONS

SOCIAL MEDIA - WORKSITE POSTS

The graphic elements used for standardized “worksite” posts are:

- A hyphen (see p.24) in yellow color (R 255 – G 237 – B 0)
- Indication of location (country and/or city)
- An icon symbolizing the location

To be placed according to the selected visual design and the available space to ensure readability.



DIGITAL COMMUNICATIONS

SOCIAL MEDIA - QUOTE POSTS

The graphic elements used for standardized “quote” posts are the quotation marks (see p. 23) in yellow (R 255 - G 237 - B 0).

The “quote” posts must include the picture, identity and position of the speaker. The text shall not interfere with speaker visuals.

A second template of “quote” post is available. Use an image related to the quote.

If it is impossible to create a link between the quote and the imagery, the best option is to use a solid-colored background (see p. 18 or 19).



DIGITAL COMMUNICATIONS

SOCIAL MEDIA - FINANCE/KEY FIGURES

The graphic elements used for standardized “financial” posts are:

- The hyphen – Shape A (see p. 24) in yellow (R 255 – G 237 – B 0).
- The focus - (see p. 25).

The illustrations of the “finance” or “key figures” posts shall be an image or a background of solid color, and one or several key figures shall have captions.



SIGNS: BASIC PRINCIPLES

The Colas logo must not be reversed.

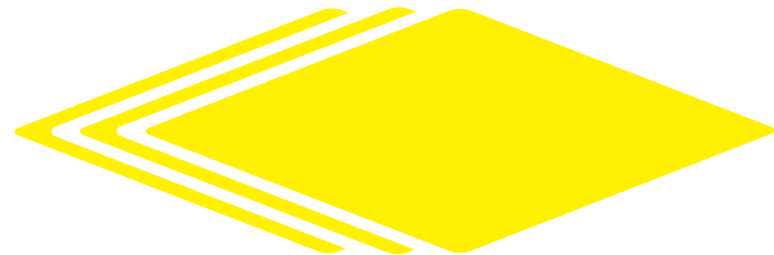
- If the reverse side of the logo is visible, the surface shall be yellow, without letters

IMPORTANT

- For agency signs: **the Colas logo shall be produced in 3D.**
- Signs for accessory buildings, (“workshop” type): **the Colas logo may be produced in 3D or 2D, optionally**



FRONT FACE



REAR FACE



The rounded corners of the logo must be preserved.

ILLUMINATED SIGNS

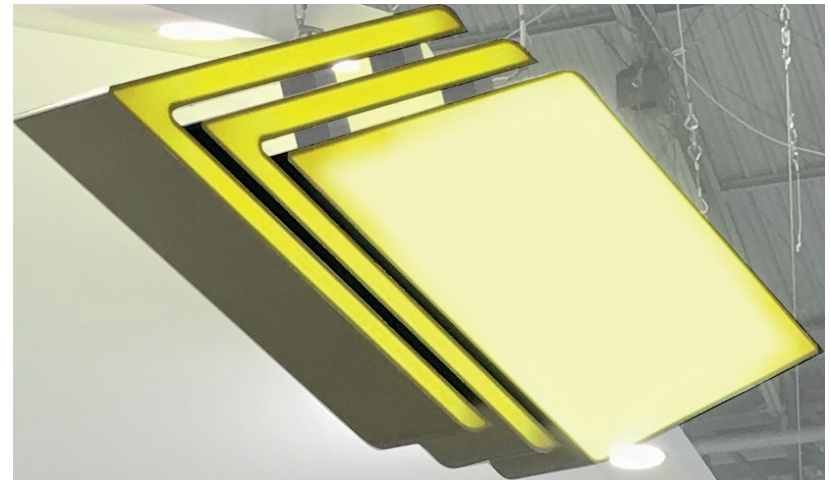
The logo consists of the Colas diamond and the two chevrons

- **Colas logo on the front face:** black lettering cut-outs on yellow background
- **Rear face:** yellow, plain
- **Recommended depth:** 20 cm

- **Recommended finish:** brushed aluminium
- **It is recommended to keep the chevrons:** varnished frame (metal tubing), default color or black



FRONT WITH FONT



REAR

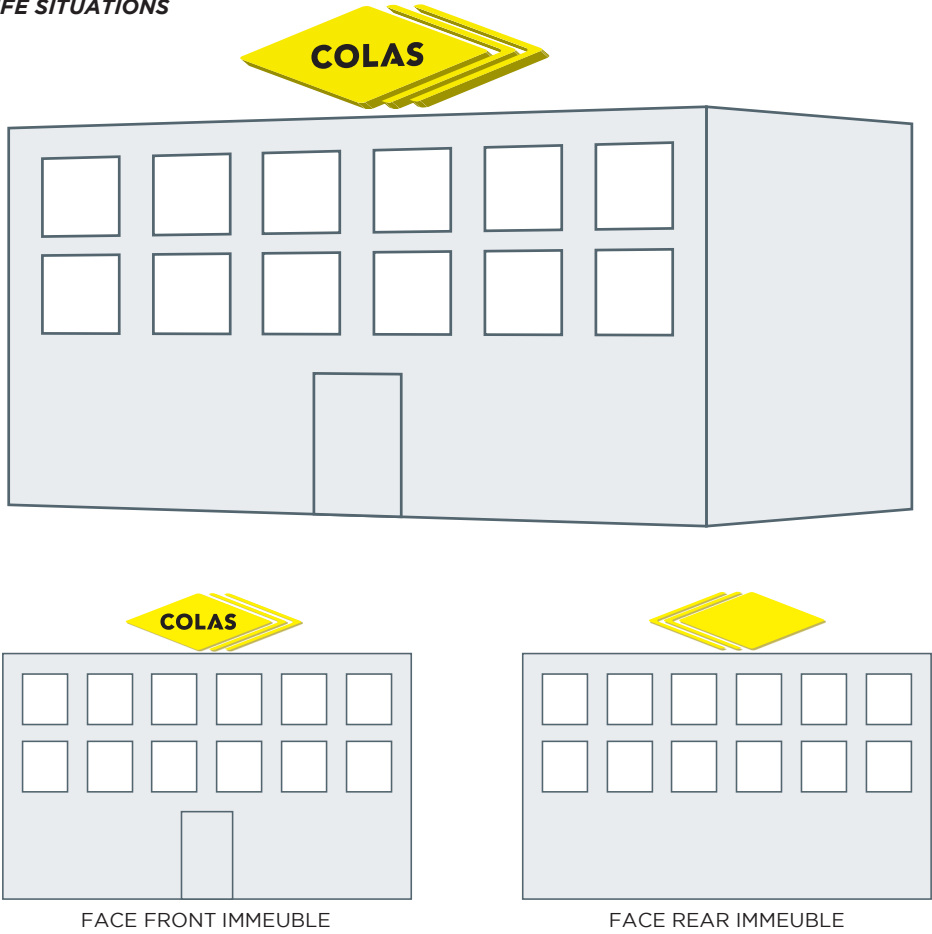
GOOD TO KNOW: a Plexiglas sign exceeding 3 metres will require fittings.

The rounded corners of the logo must be preserved.

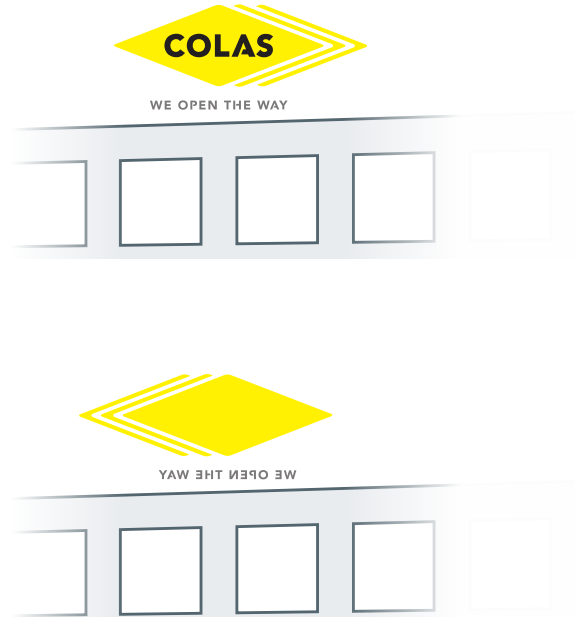
**ROOF SIGNAGE
BOX
(ILLUMINATED OR NOT)**

- Due to their size, roof signs are very impressive and are visible from far away.
- An attractive and effective way to anchor the brand name into the landscape.
- This involves submitting an application to the municipal authorities as the sign must comply with local specifications and laws.

EXAMPLE OF REAL-LIFE SITUATIONS

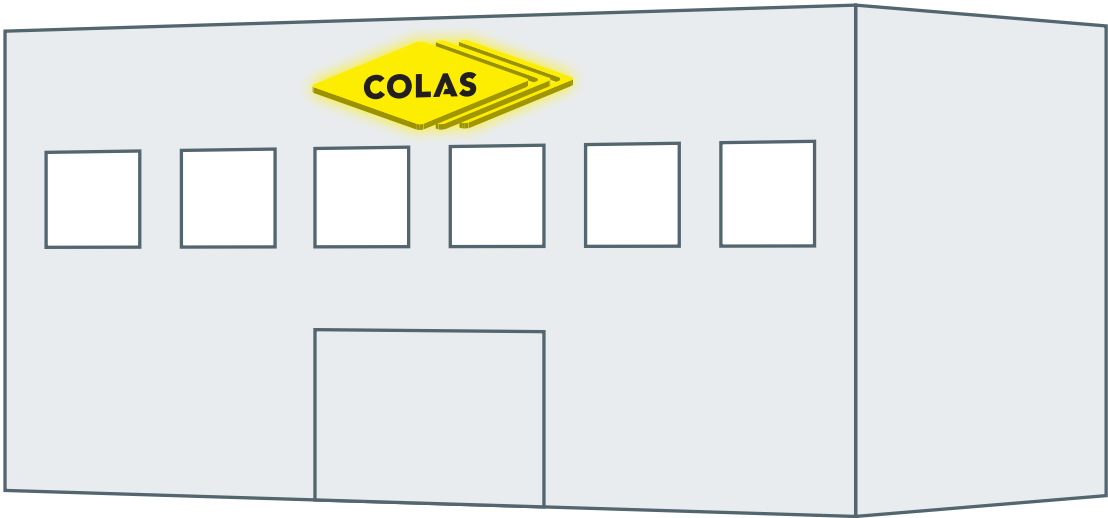


WITH BASELINE



**FAÇADE SIGNAGE
BOX**
(ILLUMINATED OR NOT)

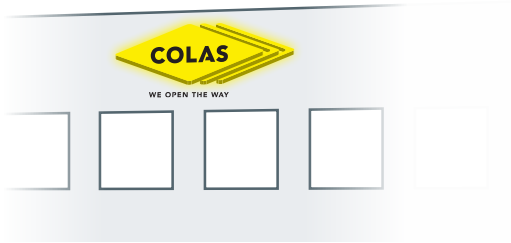
EXAMPLE OF REAL-LIFE SITUATIONS



STANDARD FORMATS:

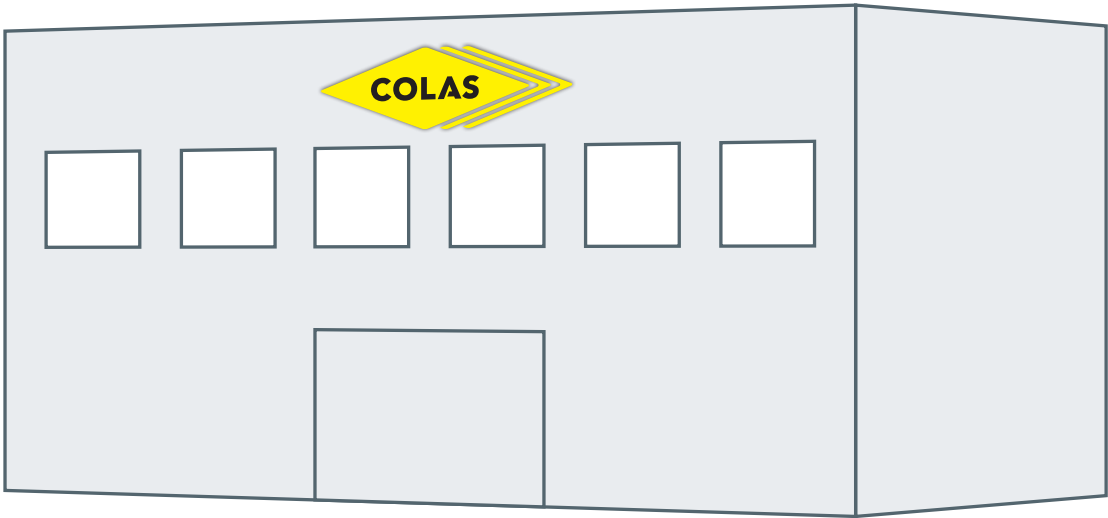
- Width: 3000 mm - Height: 974 mm
- Width: 2000 mm - Height: 649 mm
- Width: 1000 mm - Height: 325 mm

WITH BASELINE



FAÇADE SIGNAGE
CUTOUT LETTERING

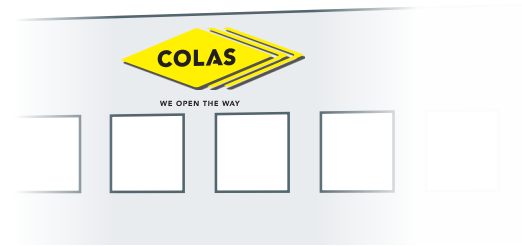
EXAMPLE OF REAL-LIFE SITUATIONS



STANDARD FORMATS:

- Width: 3000 mm - Height: 974 mm
- Width: 2000 mm - Height: 649 mm
- Width: 1000 mm - Height: 325 mm

WITH BASELINE



SIGNS AT SITES AND WORKSITES

SIGNS AT SITES AND WORKSITES

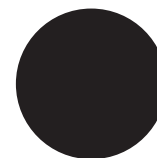
TYPEFACE AND RANGE OF COLORS

CENTURY GOTHIC BOLD

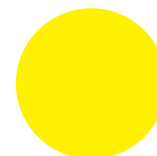
A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

CENTURY GOTHIC REGULAR

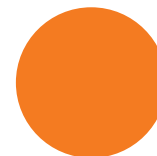
A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z



CMYK: **C: 0 - M: 0 - Y: 0 - K: 100**
RVB: **R: 0 - V: 0 - B: 0**
PANTONE: **BLACK**
RAL: **9005**

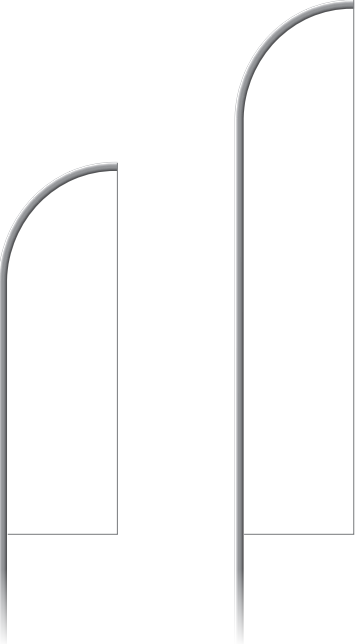


CMYK: **C: 0 - M: 0 - Y: 100 - K: 0**
RVB: **R: 255 - V: 237 - B: 0**
PANTONE: **YELLOW C**
RAL: **1021**



CMYK: **C: 0 - M: 64 - Y: 100 - K: 0**
RVB: **R: 238 - V: 116 - B: 2**
PANTONE: **152 C**
RAL: **2004**

2 FORMATS AVAILABLE



Width: 700 mm
Height: 2,300 mm

Width: 700 mm
Height: 3,300 mm



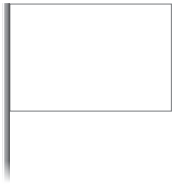
SIGNS AT SITES AND WORKSITES

FLAGS

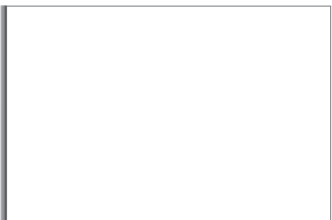
3 FORMATS AVAILABLE



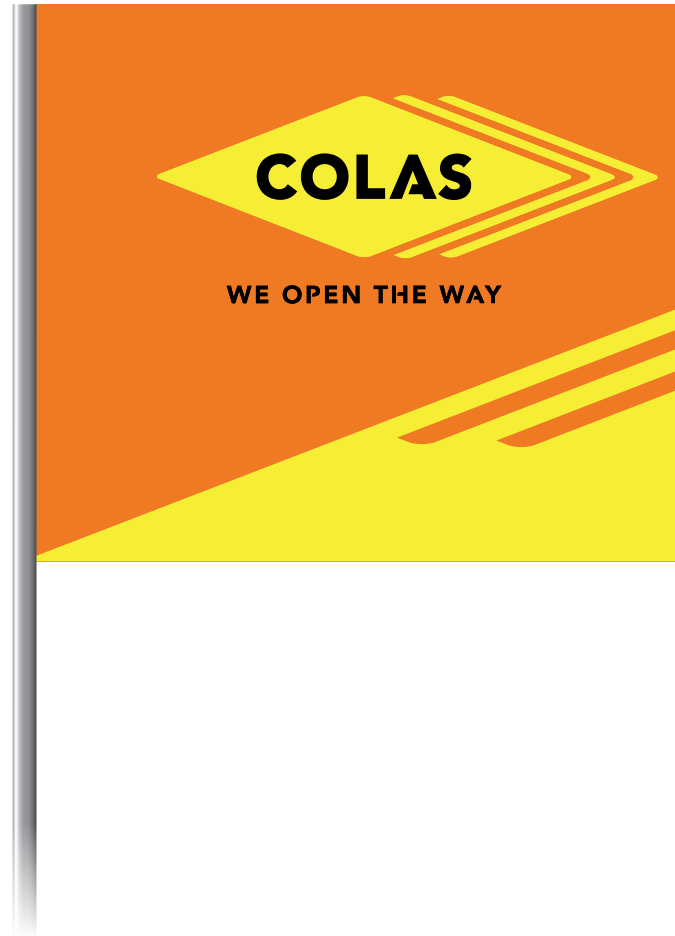
Width: 1,000 mm
Height: 850 mm



Width: 1,500 mm
Height: 1,000 mm



Width: 3,000 mm
Height: 2,000 mm



SIGNS AT SITES AND WORKSITES

CANVAS PRINTS



RECOMMENDED USE:

Near worksites

FORMAT:

Width: 5,000 mm

Height: 3,000 mm

Single-sided printing

SIGNS AT SITES AND WORKSITES

LARGE PANELS

**RECOMMENDED USE:**

scaffolding or cranes

FORMAT:

Width: 1,200 mm

Height: 800 mm

SIGNS AT SITES AND WORKSITES

URBAN PANELS



**RECOMMENDED
USE:**

Fences

FORMAT:

Width: 420 mm

Height: 297 mm

**RECOMMENDED USE:**

near worksites

FORMAT:

Width: 1,200 mm

Height: 800 mm

Duplex printing

as option

AGENCY SIGNAGE

AGENCY SIGNAGE

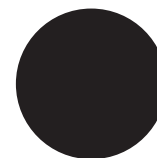
TYPEFACE AND COLOR RANGE

CENTURY GOTHIC BOLD

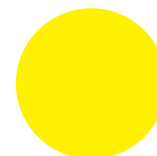
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CENTURY GOTHIC REGULAR

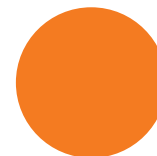
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



CMYK: **C: 0 - M: 0 - Y: 0 - K: 100**
RVB: **R: 0 - V: 0 - B: 0**
PANTONE: **BLACK**
RAL: **9005**



CMYK: **C: 0 - M: 0 - Y: 100 - K: 0**
RVB: **R: 255 - V: 237 - B: 0**
PANTONE: **YELLOW C**
RAL: **1021**



CMYK: **C: 0 - M: 64 - Y: 100 - K: 0**
RVB: **R: 238 - V: 116 - B: 2**
PANTONE: **152 C**
RAL: **2004**

AGENCY SIGNAGE

DIRECTIONAL SIGNAGE



Reception



Toilet



Dining room



Conference room



Lift



Toilet for disabled persons



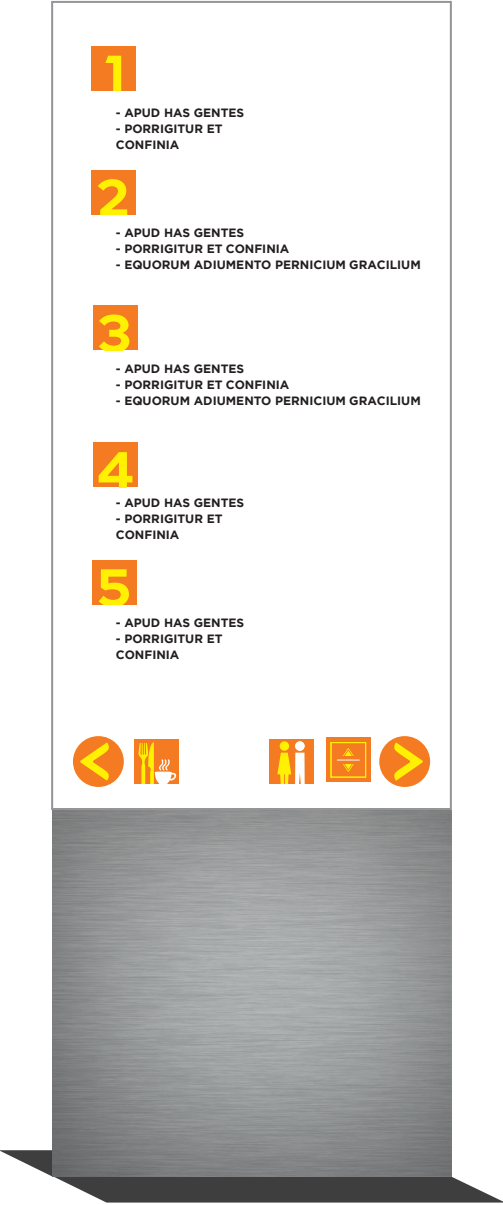
Lift for disabled persons



Floors

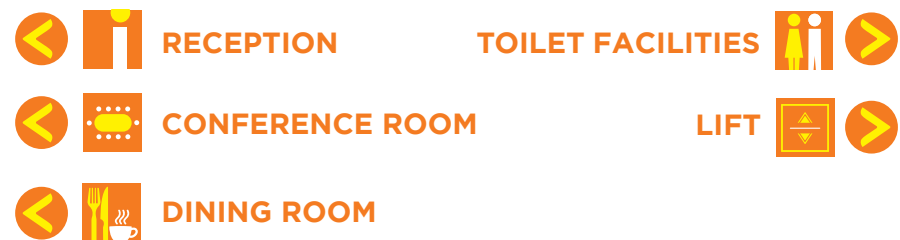


AGENCY SIGNAGE
WELCOMING TOTEM POLE



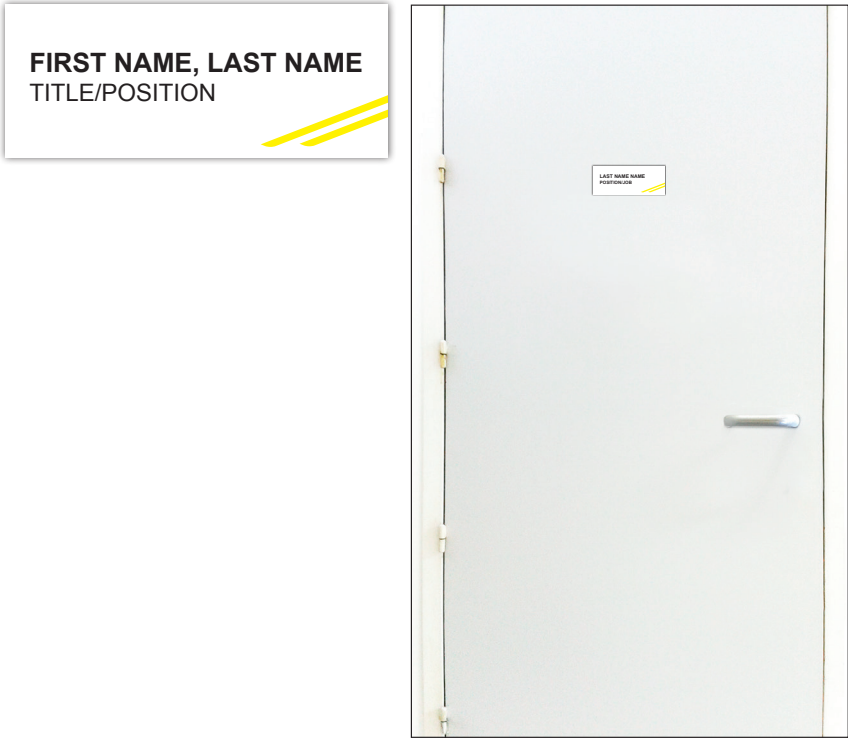
AGENCY SIGNAGE

WALL SIGNAGE



AGENCY SIGNAGE
DOOR/WALL LABELS

ARIAL/Regular et Bold





AGENCY SIGNAGE

SITE ENTRANCE PANELS

The logo must be centered on the width of the substrate and on the base of the diamond without the chevrons

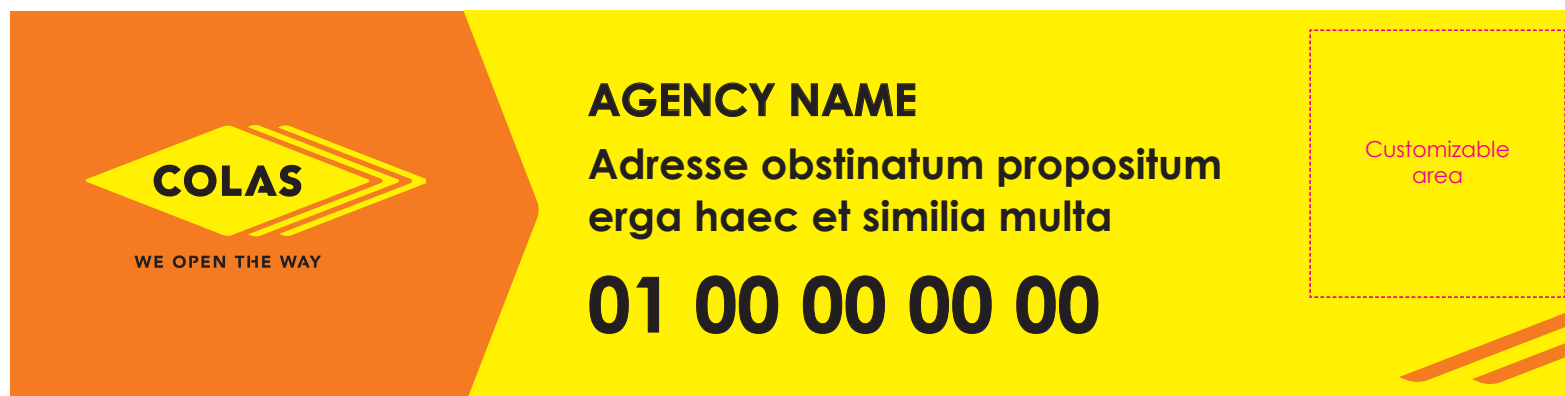


FORMAT:

Width: 1800 mm
Height: 1200 mm

AGENCY SIGNAGE

BANNERS



FORMAT:

Width: 4 metres
Height: 1 metre

AGENCY SIGNAGE

SIGN POLES

The logo must be centered on the width of the substrate and on the base of the diamond without the chevrons



AGENCY SIGNAGE

CALICOT



FORMAT:

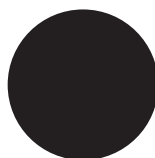
Width: 1,2 mètre
Height: 3,5 mètres



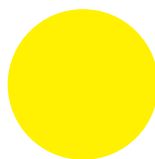
THE “VEHICLES” CHARTER WILL BE UPDATED IN 2021.

VEHICLES

COLOR RANGE



CMYK: **C: 0 - M: 0 - Y: 0 - K: 100**
RVB: **R: 0 - V: 0 - B: 0**
PANTONE: **BLACK**
RAL: **9005**



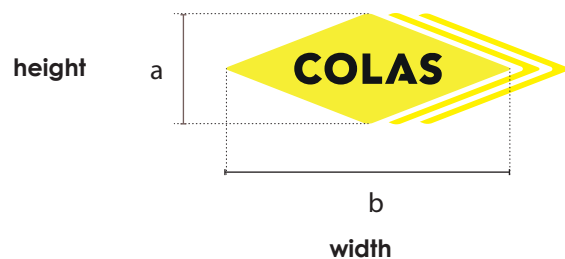
CMYK: **C: 0 - M: 0 - Y: 100 - K: 0**
RVB: **R: 255 - V: 237 - B: 0**
PANTONE: **YELLOW C**
RAL: **1021**



CMYK: **C: 0 - M: 64 - Y: 100 - K: 0**
RVB: **R: 238 - V: 116 - B: 2**
PANTONE: **152 C**
RAL: **2004**

VEHICLES

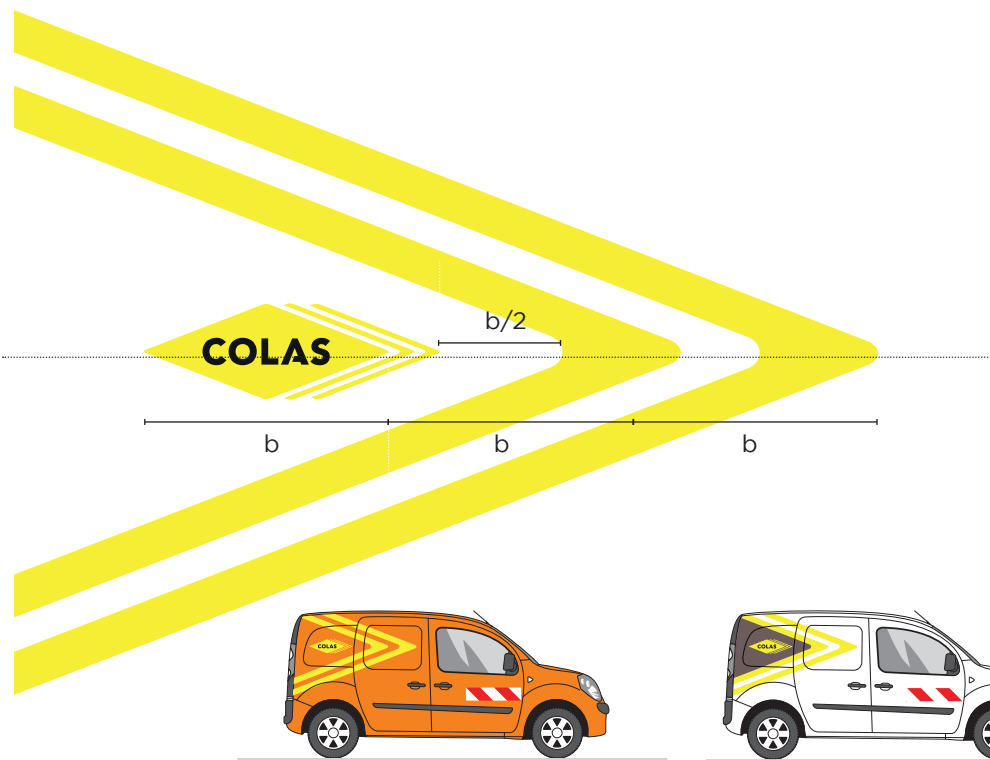
RULES FOR MARKING OF VEHICLES AND EQUIPMENT



b represents the width of the logo without the chevrons.

UTILITY VEHICLES

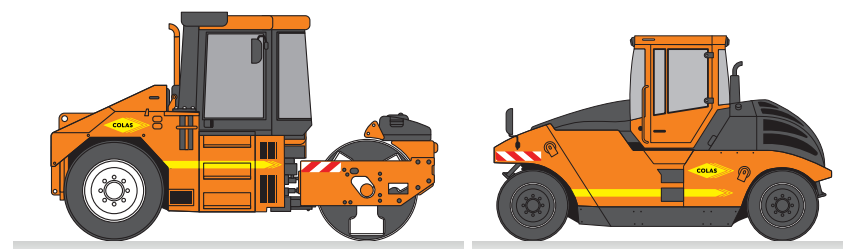
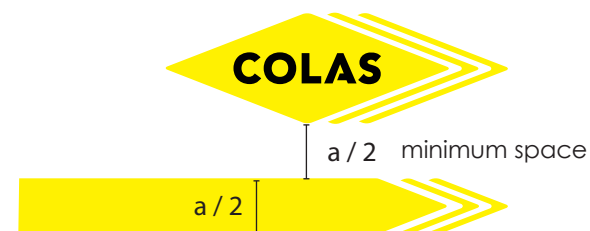
The chevrons depend on the size of the logo.



OTHER VEHICLES

The height of the strip is half the height of the Colas logo.

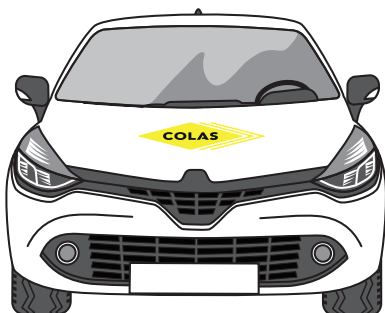
The Colas logo and the strip can be separated. If they are close, it is necessary to leave a minimum space from the height of the strip under the logo.



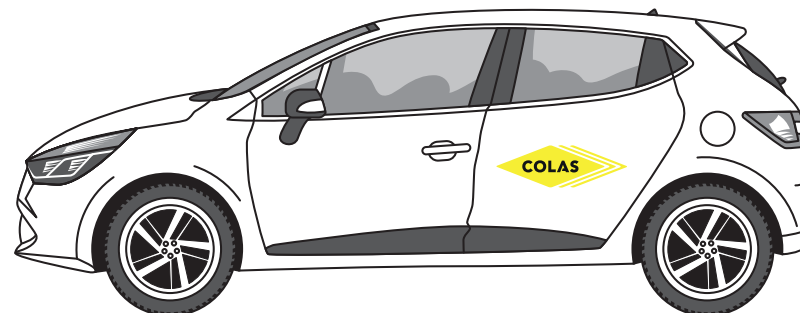
UTILITY VEHICLES

WHITE COMPACT

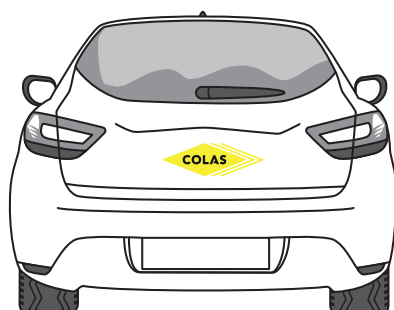
FRONT



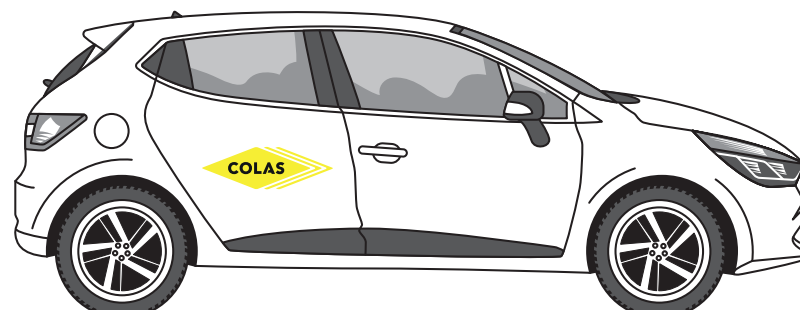
LEFT



REAR



RIGHT



UTILITY VEHICLES

SMALL WHITE VANS

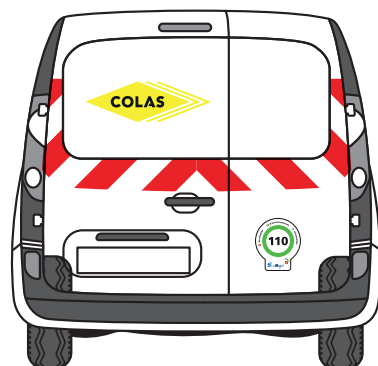
FRONT



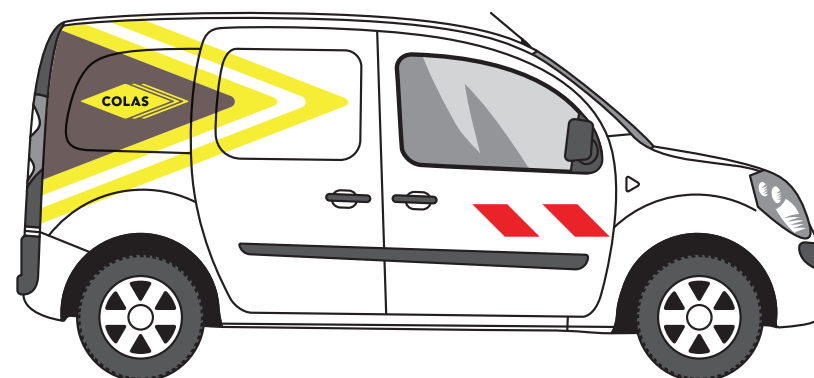
LEFT



REAR



RIGHT



UTILITY VEHICLES

SMALL ORANGE VANS

FRONT



LEFT



REAR



RIGHT

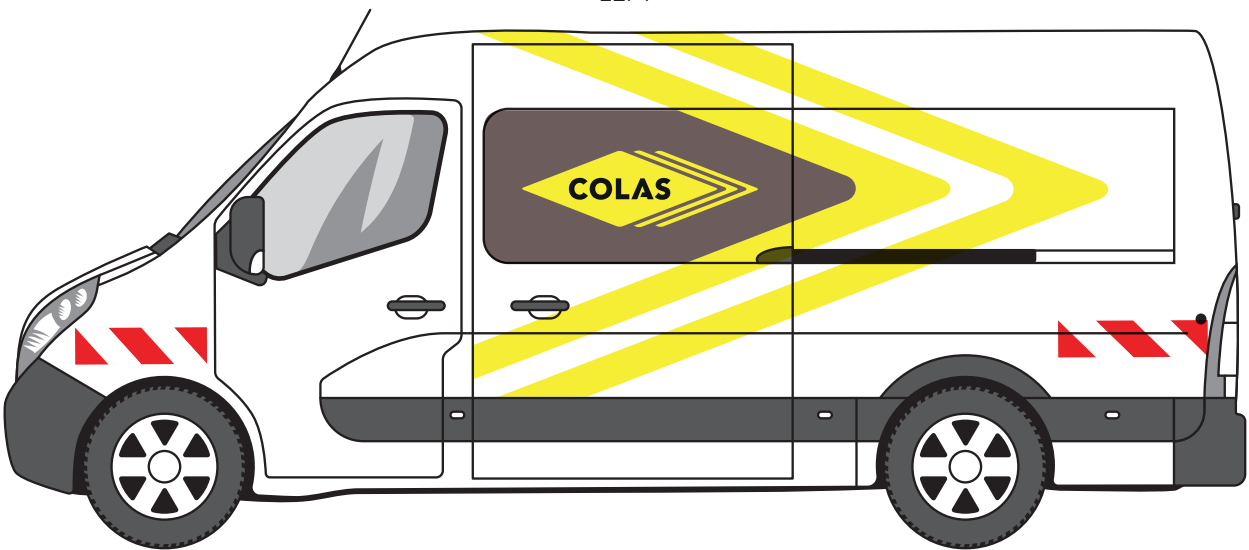


UTILITY VEHICLES
WHITE VANS

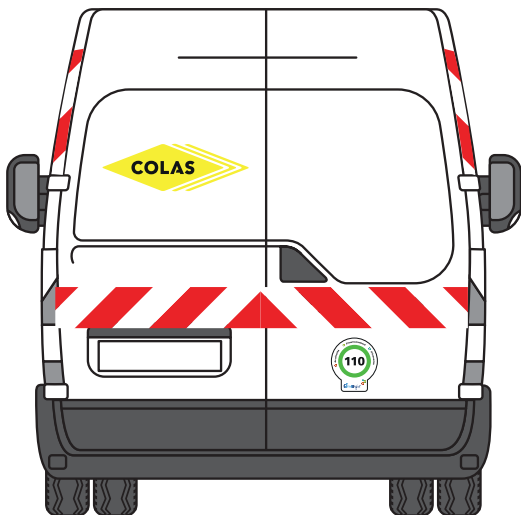
FRONT



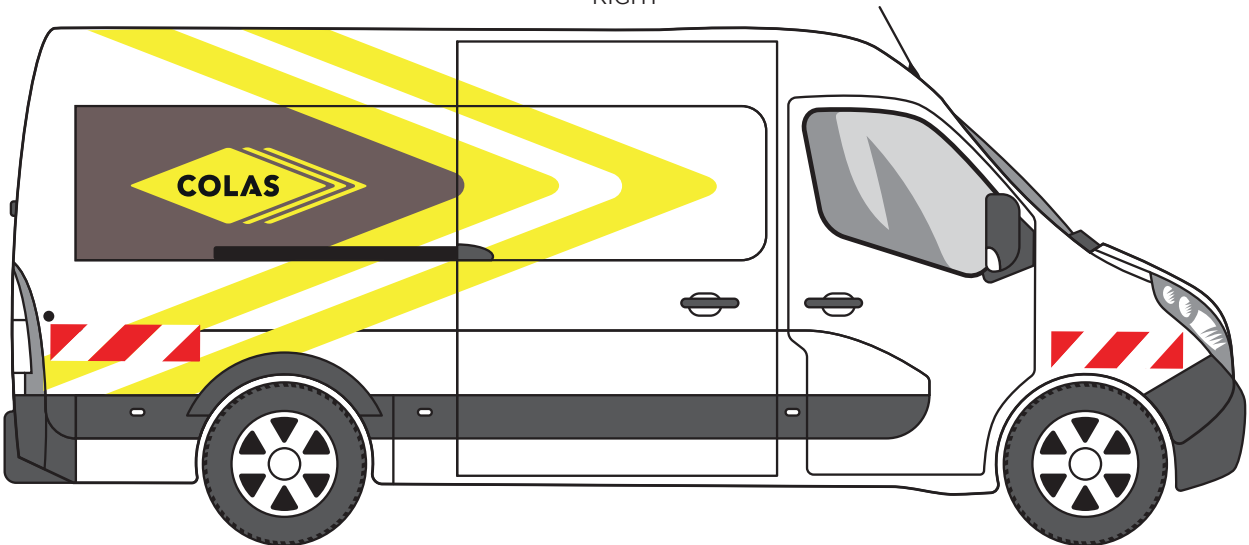
LEFT



REAR



RIGHT

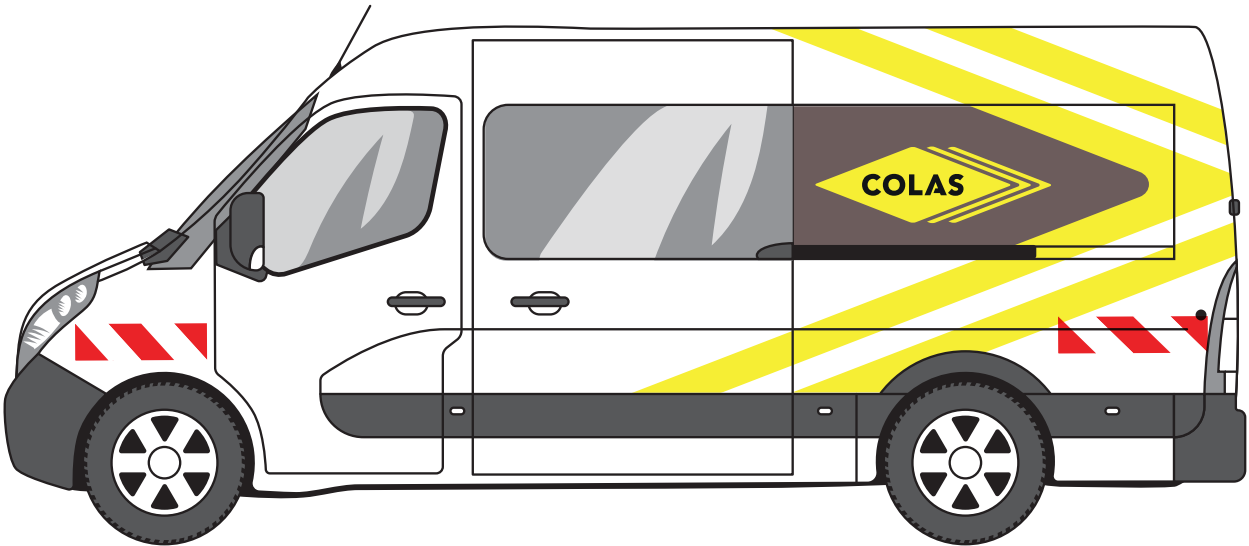


UTILITY VEHICLES
WHITE VANS WITH WINDOWS

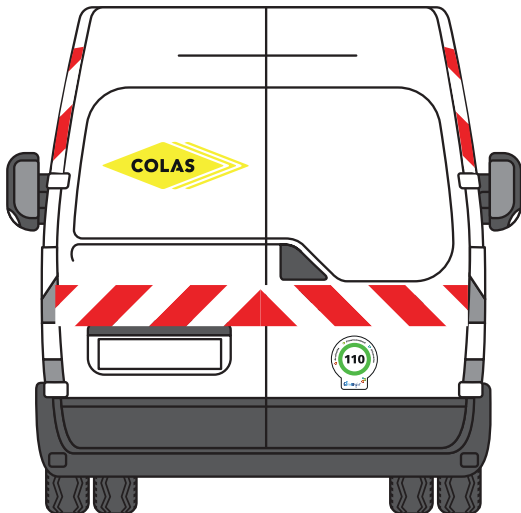
FRONT



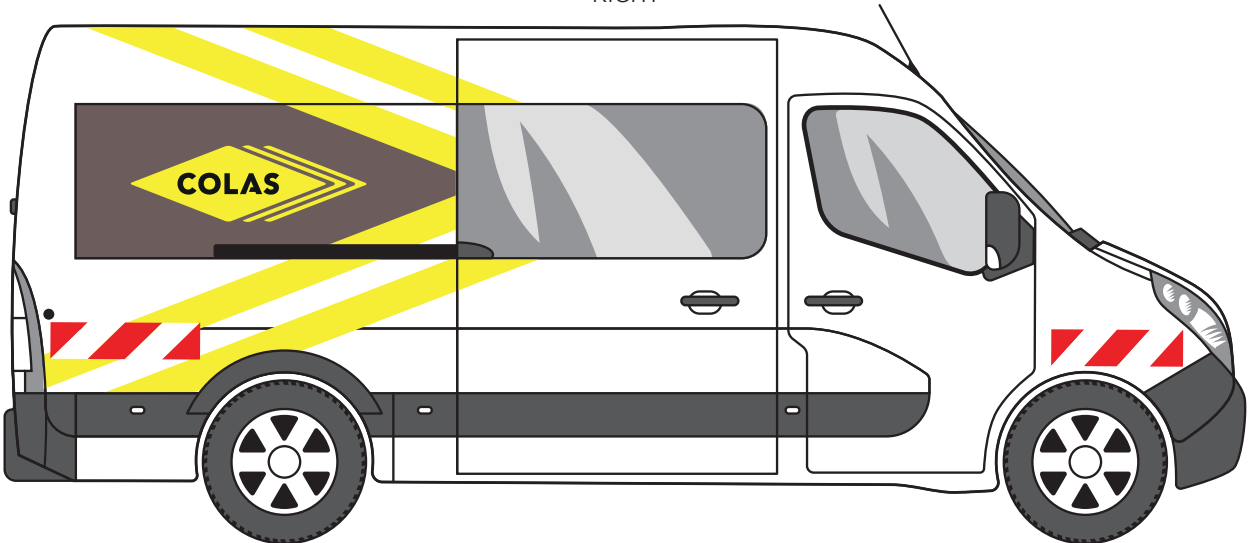
LEFT



REAR



RIGHT

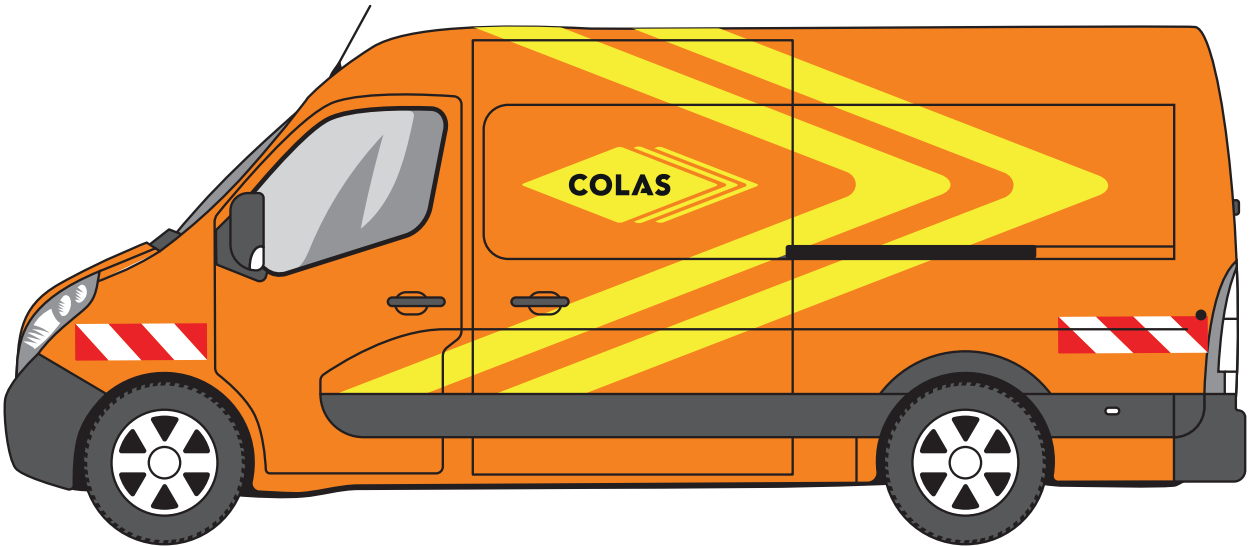


UTILITY VEHICLES
ORANGE VANS

FRONT



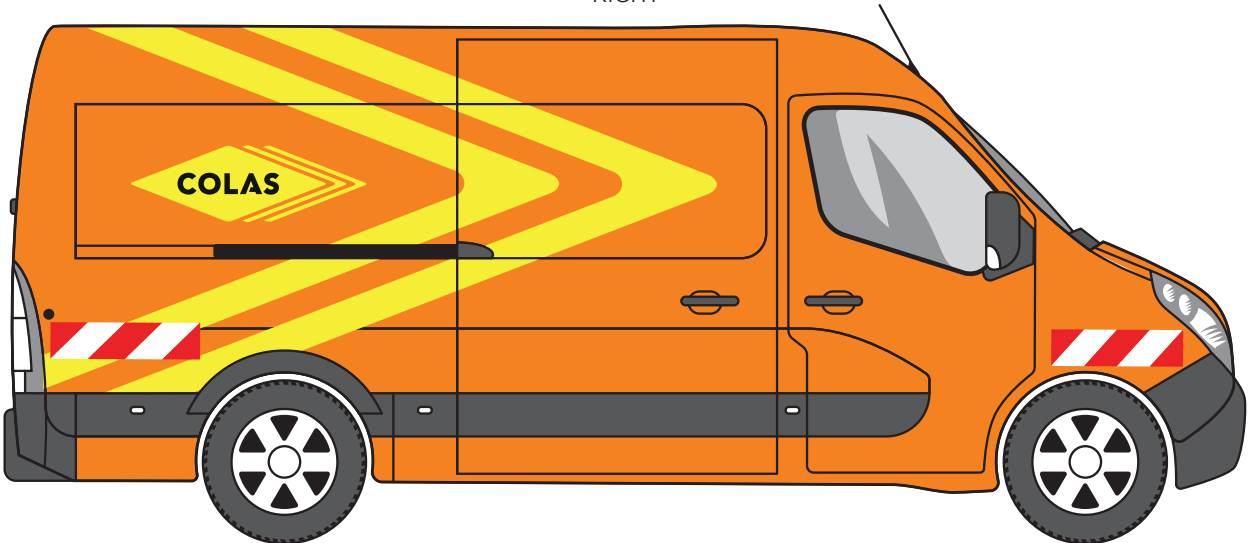
LEFT



REAR



RIGHT

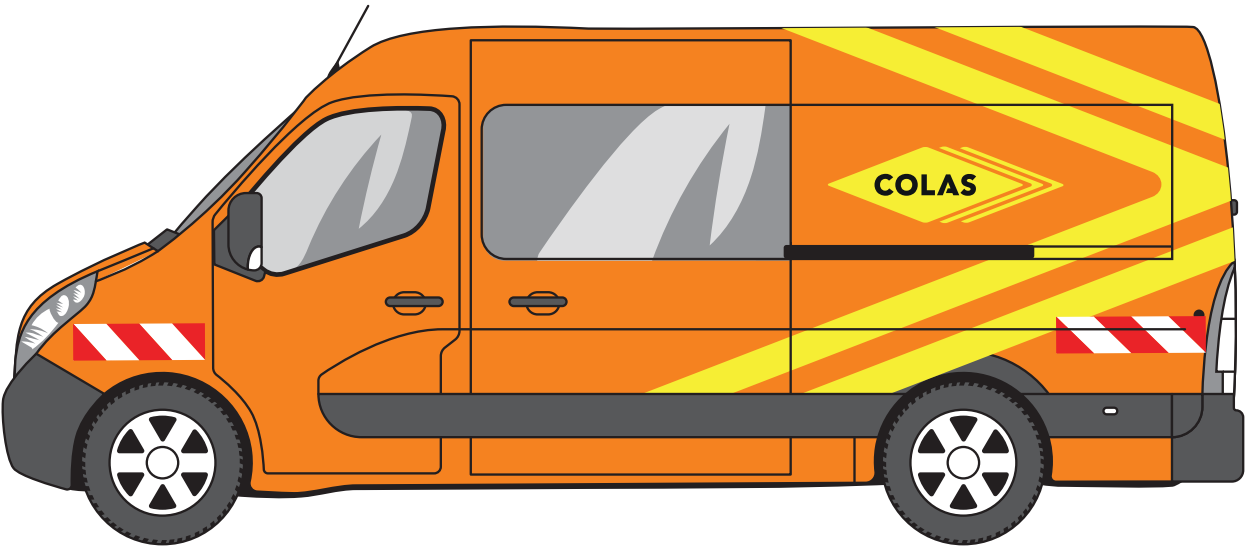


UTILITY VEHICLES
ORANGE VANS WITH WINDOWS

FRONT



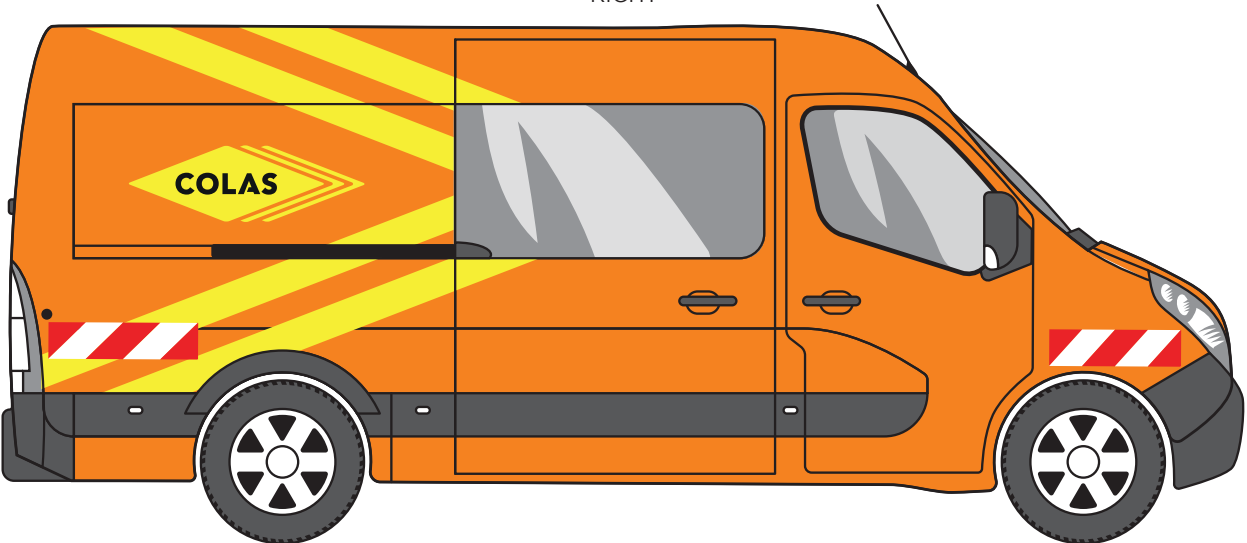
LEFT



REAR



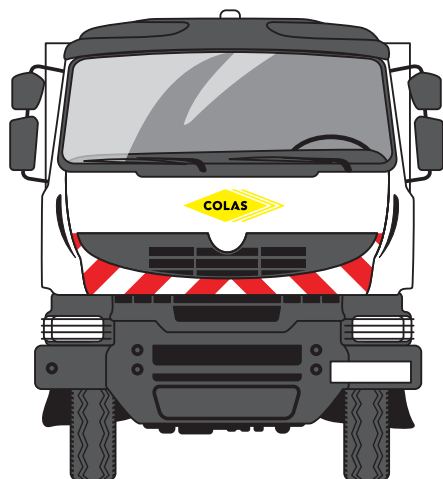
RIGHT



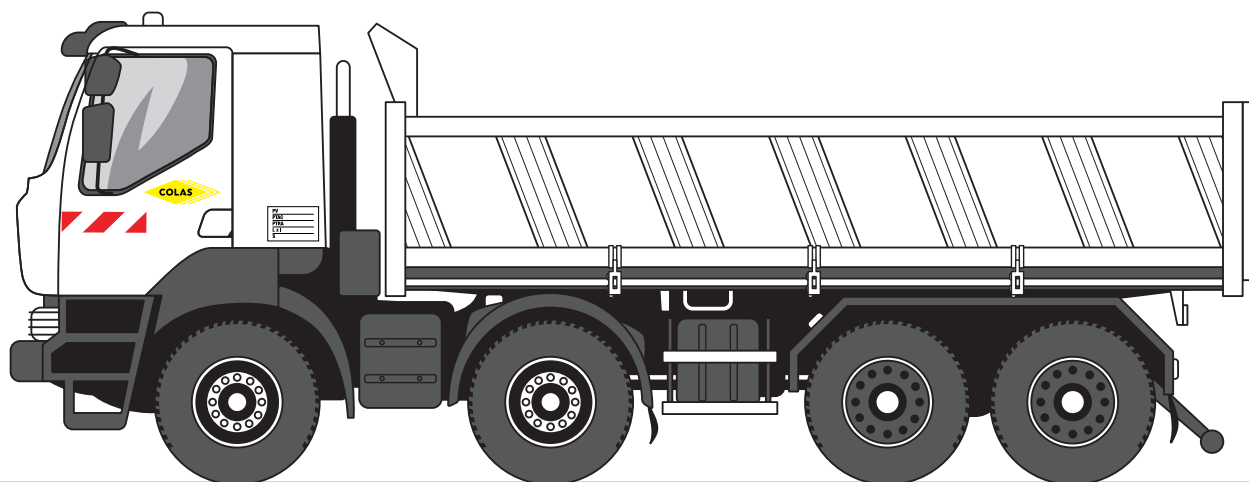
TRUCKS

WHITE TWO-WAY DUMPER TRUCKS

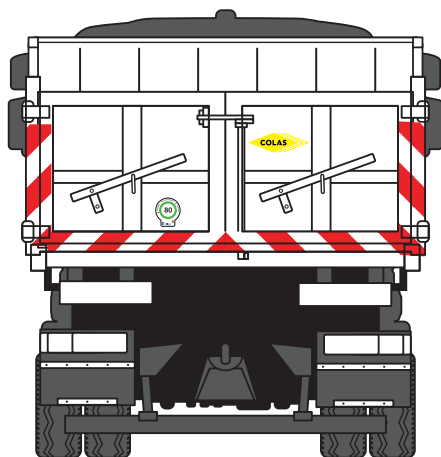
FRONT



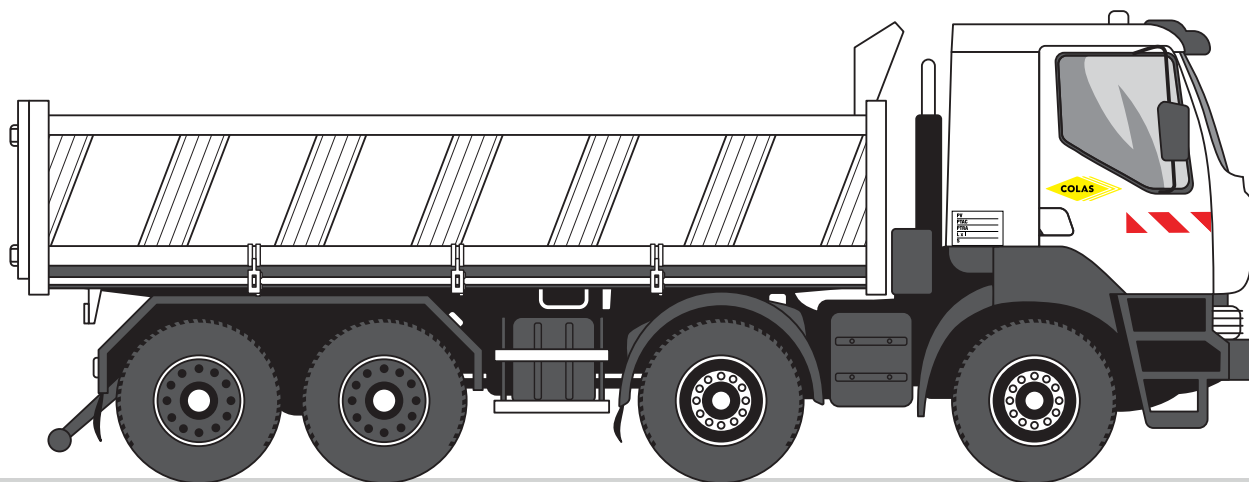
LEFT



REAR



RIGHT



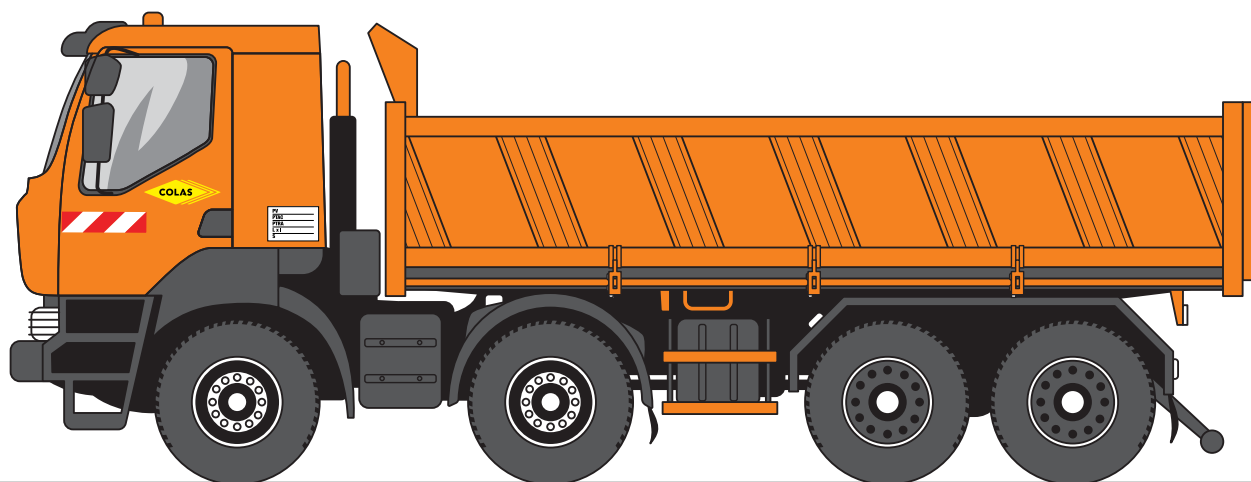
TRUCKS

ORANGE TWO-WAY DUMPER TRUCKS

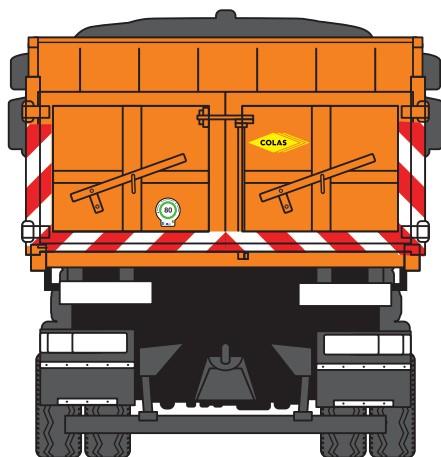
FRONT



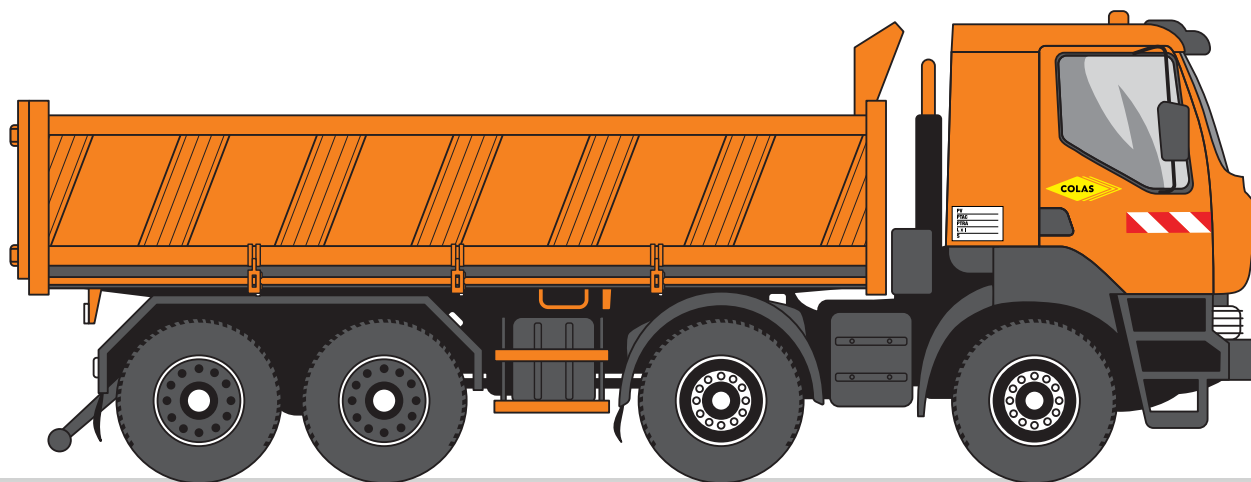
LEFT



REAR



RIGHT



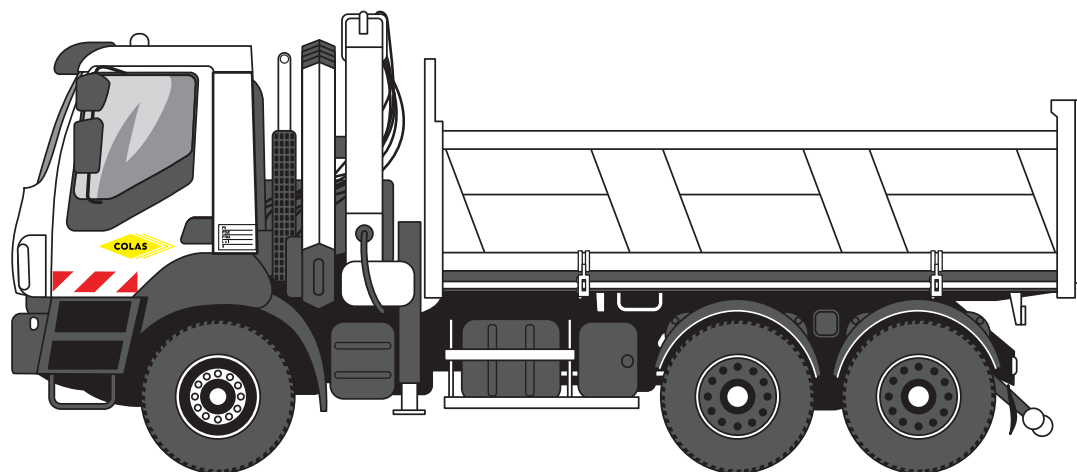
TRUCKS

WHITE TWO-WAY DUMPER CRANE TRUCKS

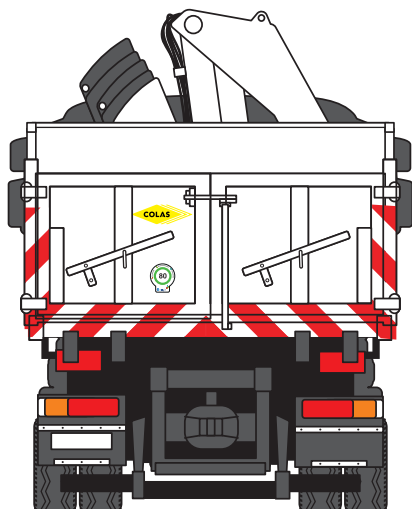
FRONT



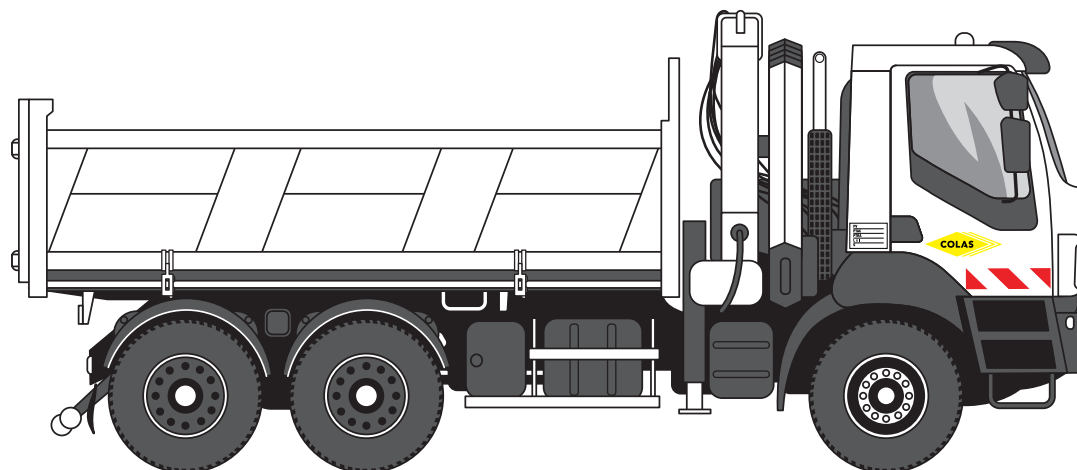
LEFT



REAR



RIGHT



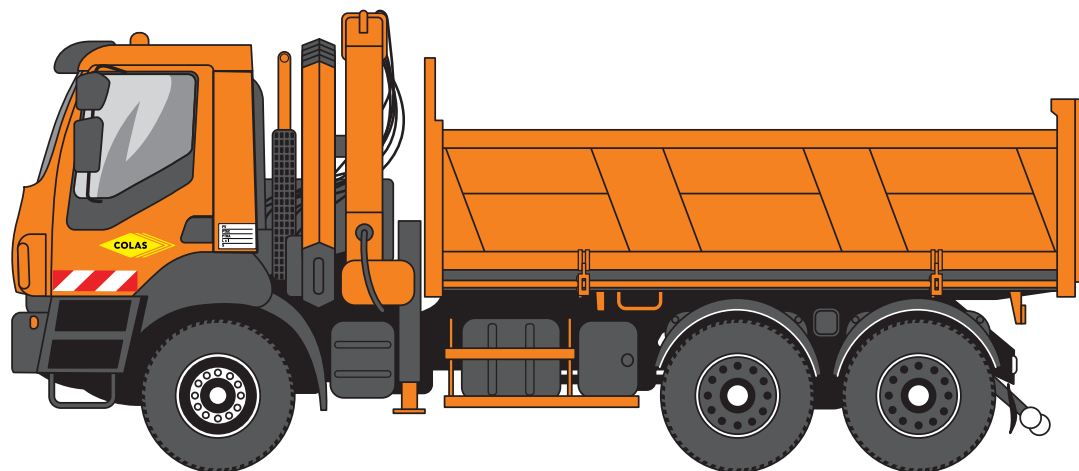
TRUCKS

ORANGE TWO-WAY DUMPER CRANE TRUCKS

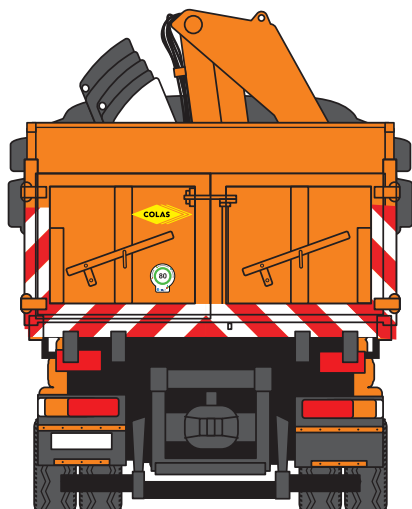
FRONT



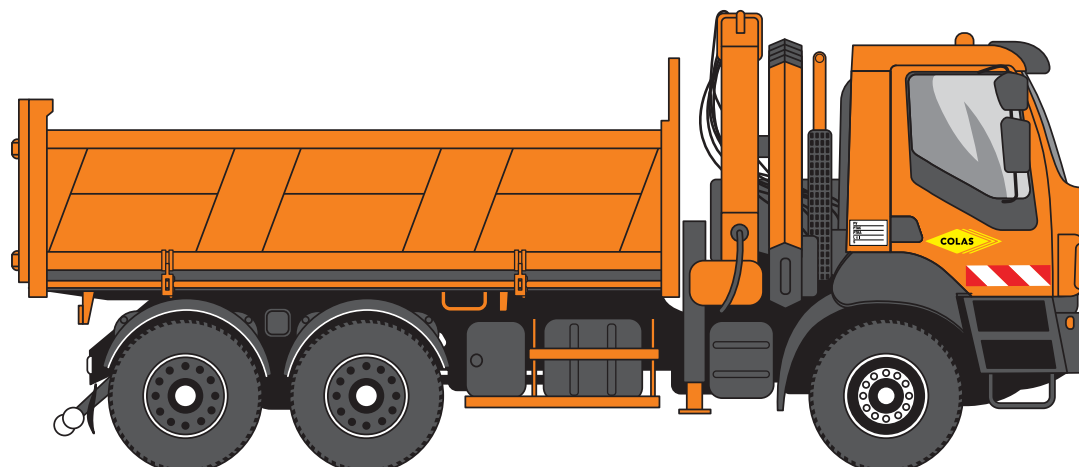
LEFT



REAR



RIGHT



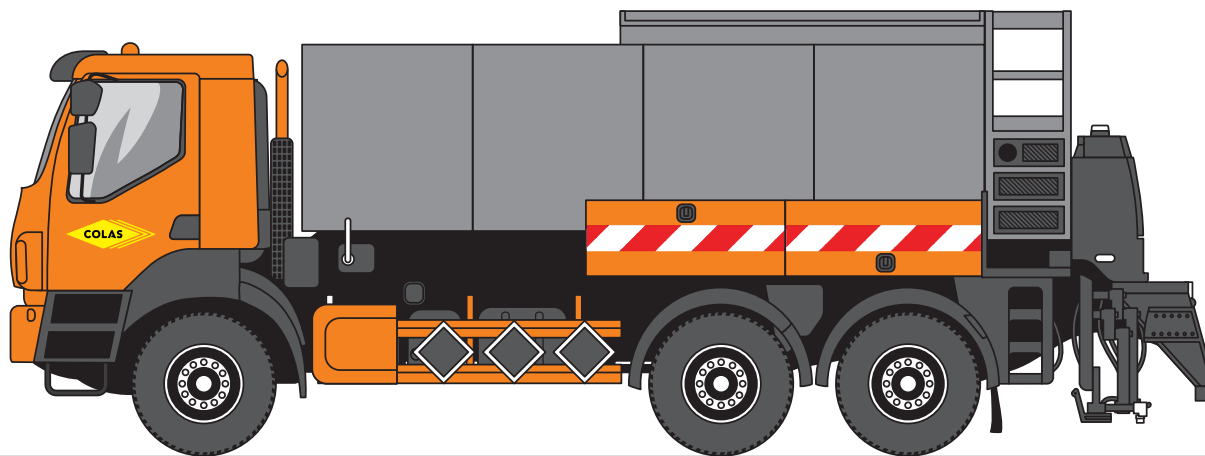
CONSTRUCTION EQUIPMENT

SPRAYER TRUCKS

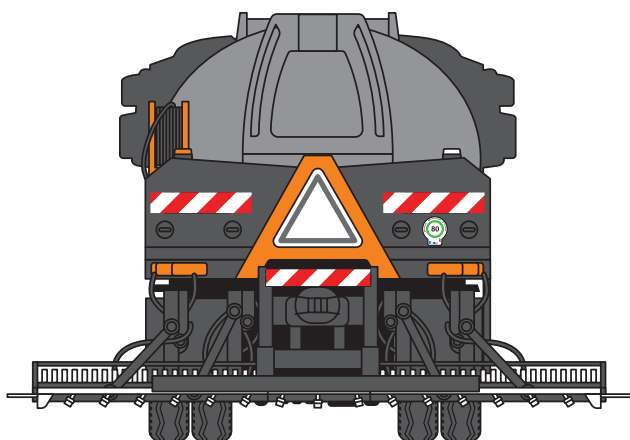
FRONT



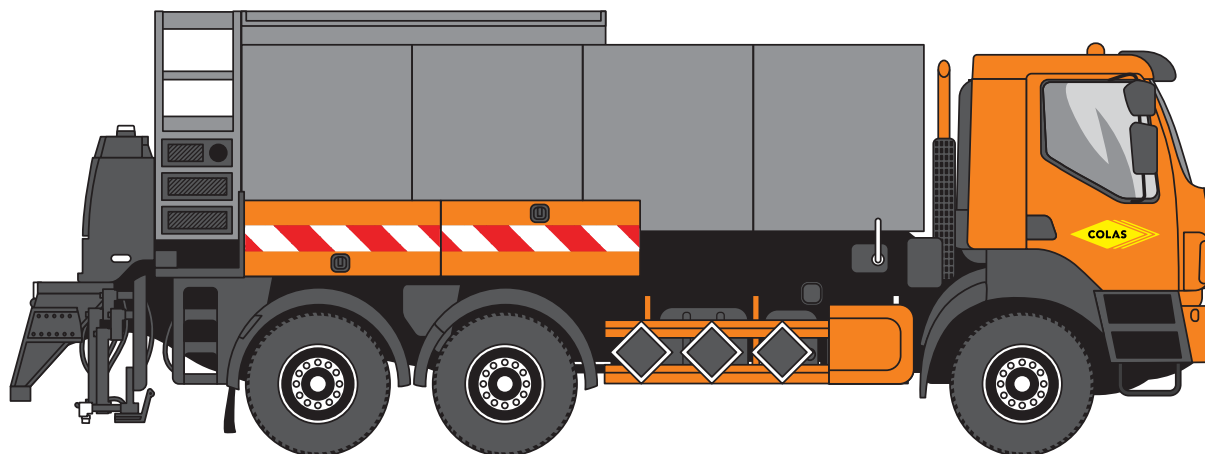
LEFT



REAR



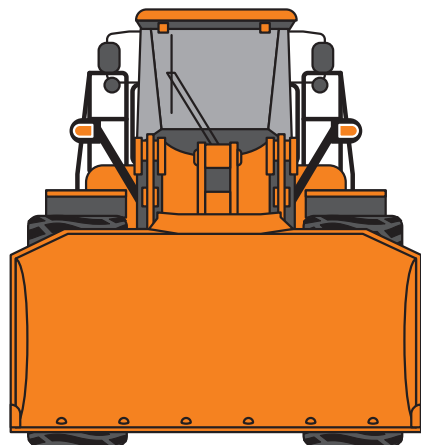
RIGHT



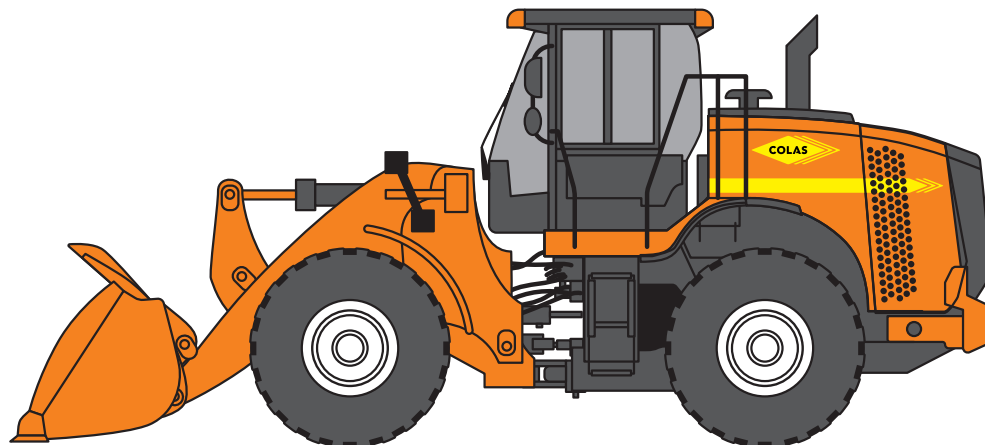
CONSTRUCTION EQUIPMENT

WHEEL LOADERS

FRONT



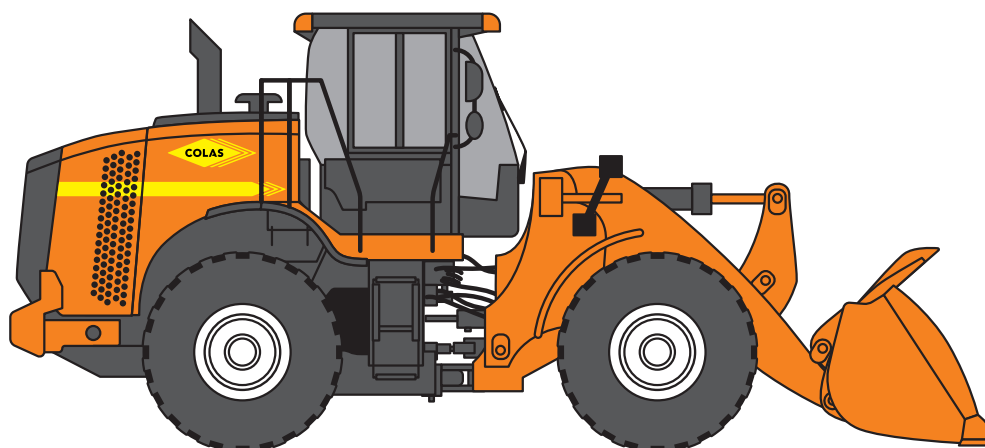
LEFT



REAR



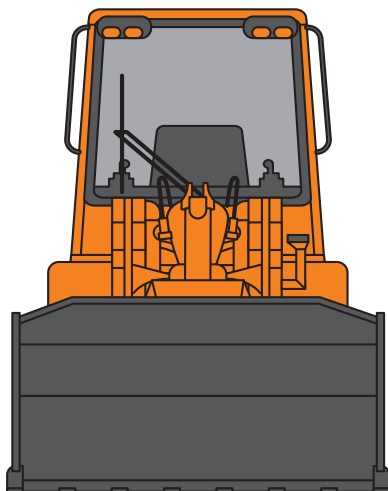
RIGHT



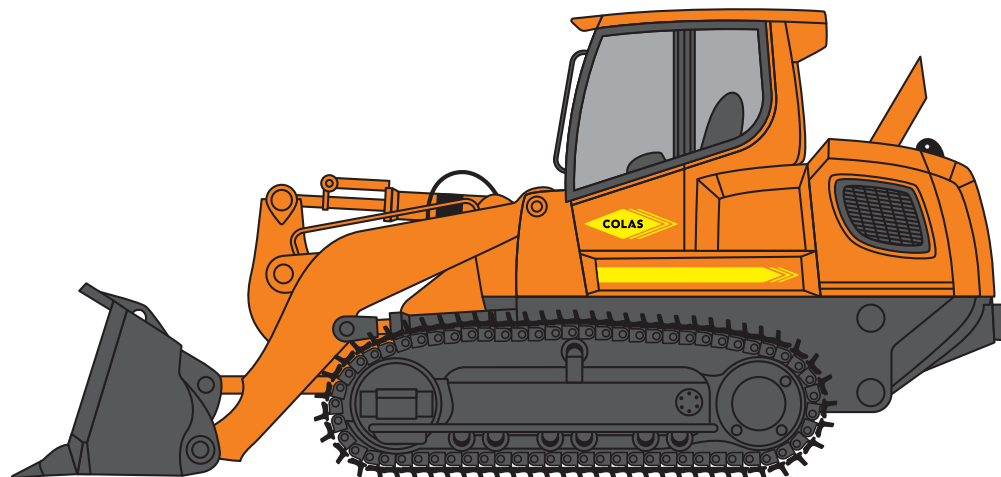
CONSTRUCTION EQUIPMENT

LOADERS ON TRACKS

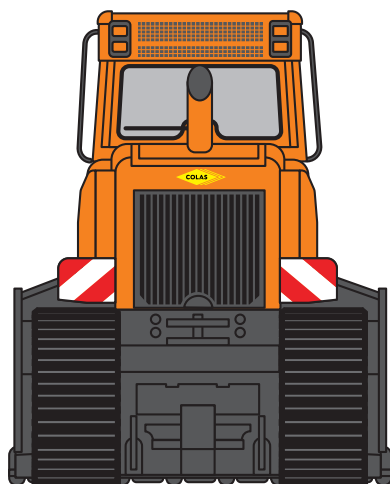
FRONT



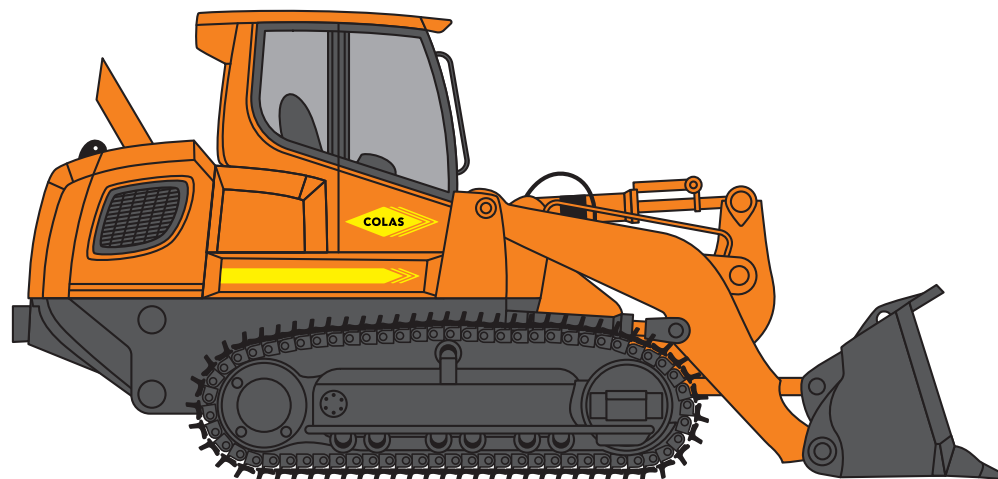
LEFT



REAR



RIGHT



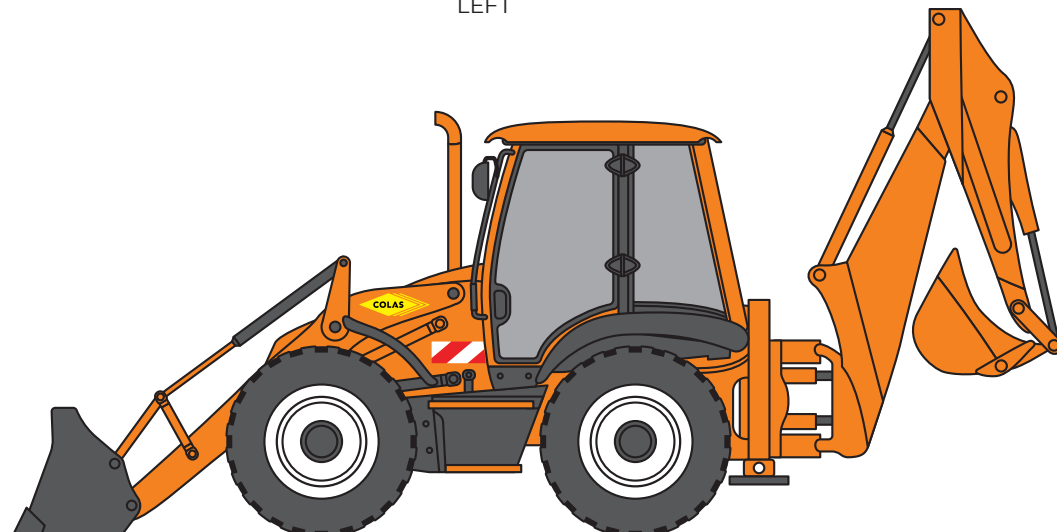
CONSTRUCTION EQUIPMENT

BACKHOE LOADERS

FRONT



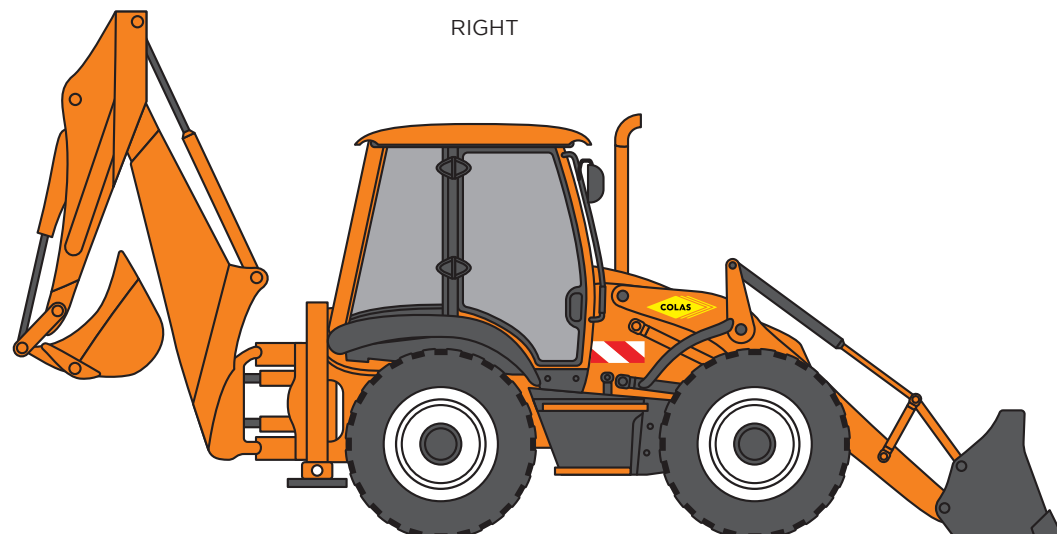
LEFT



REAR



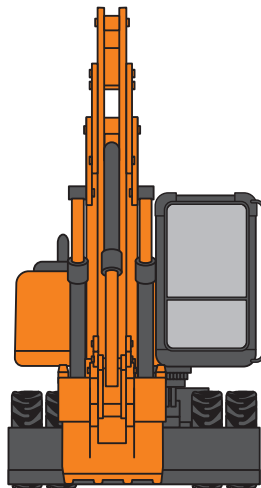
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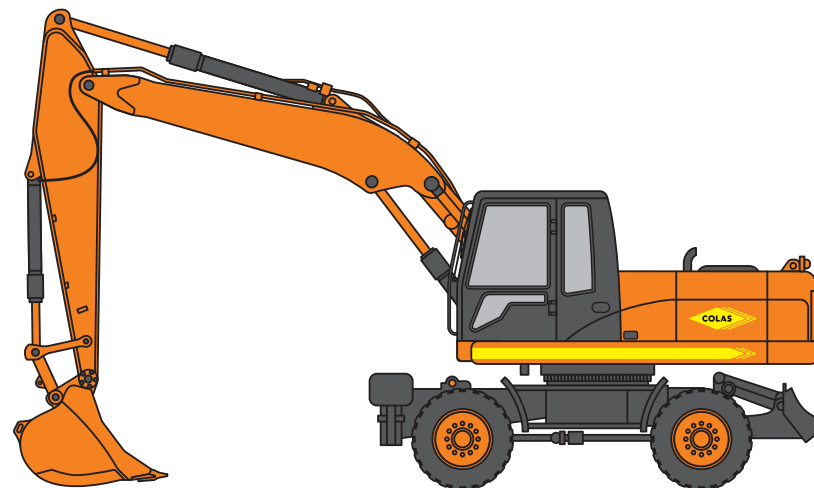
CONSTRUCTION EQUIPMENT

RUBBER-TIRED EXCAVATORS

FRONT



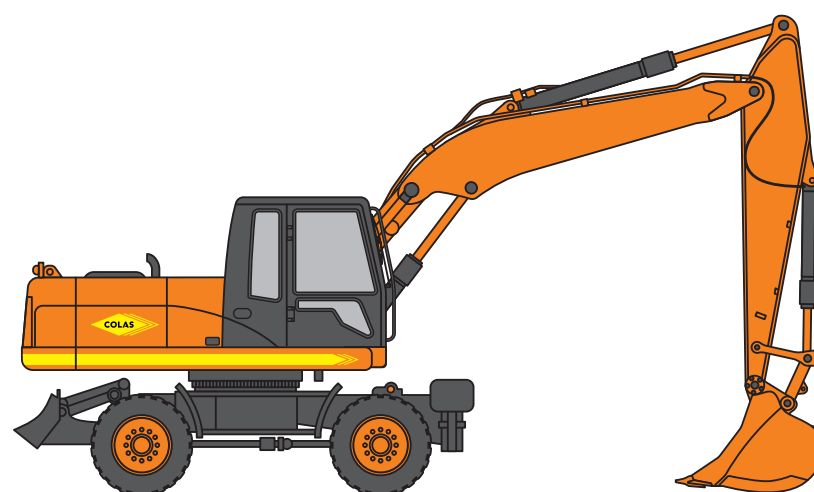
LEFT



REAR



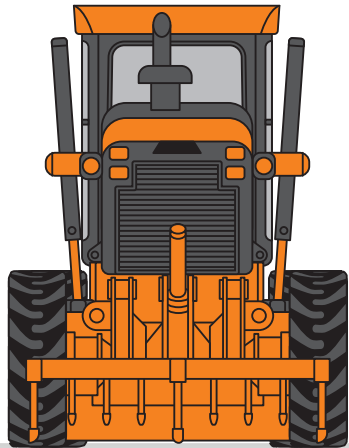
RIGHT



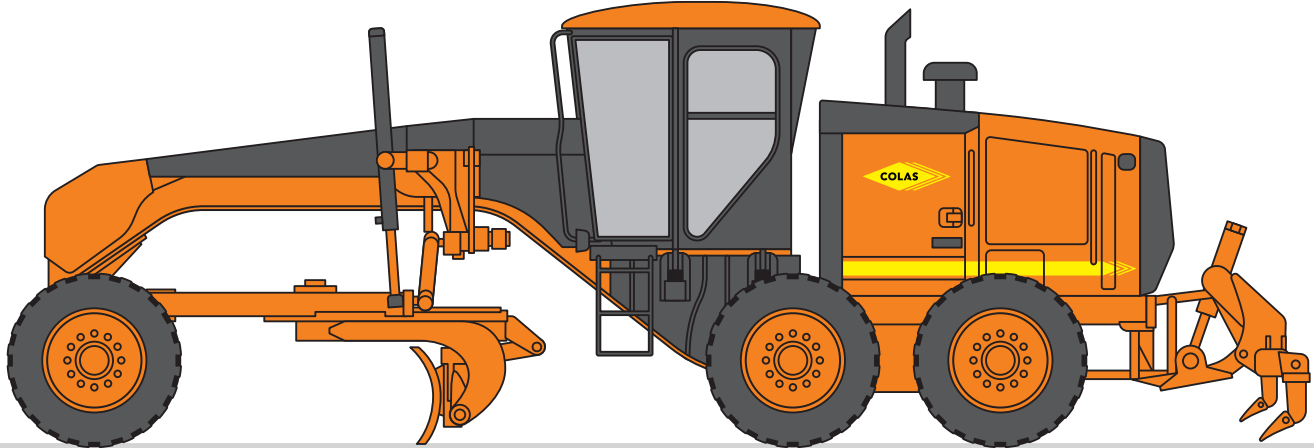
CONSTRUCTION EQUIPMENT

GRADERS

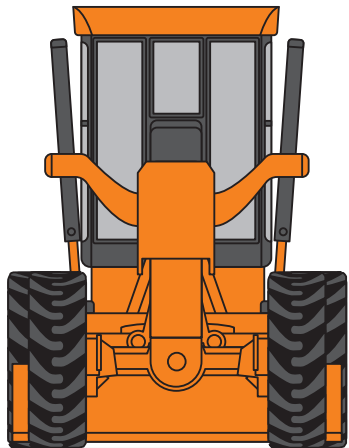
FRONT



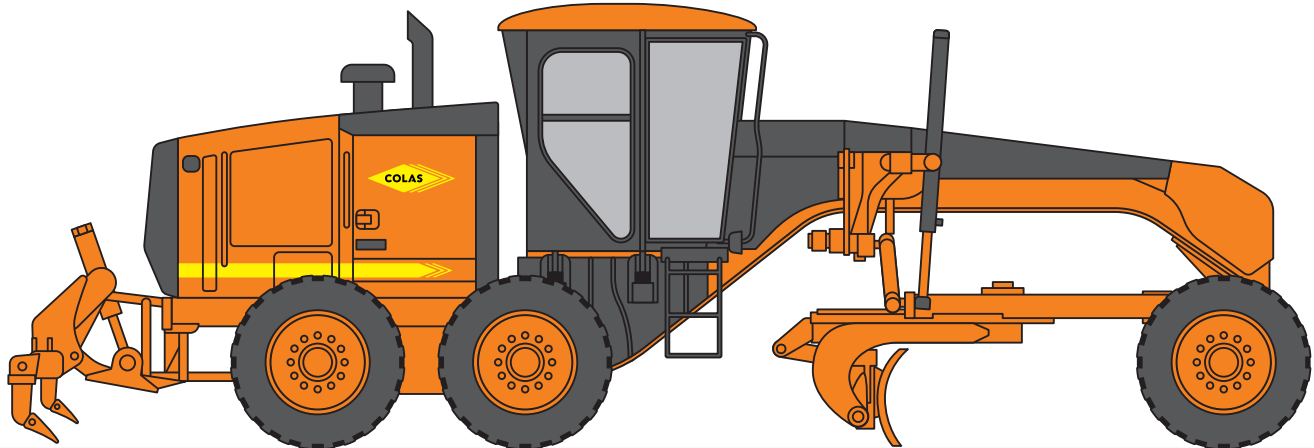
LEFT



REAR



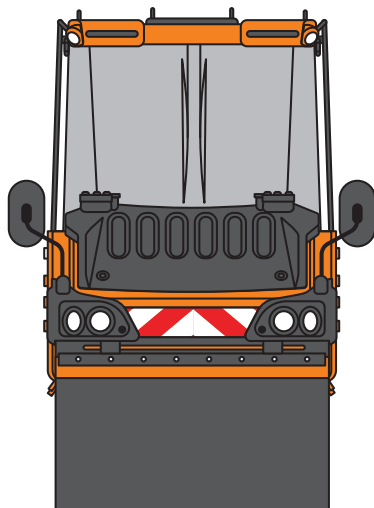
RIGHT



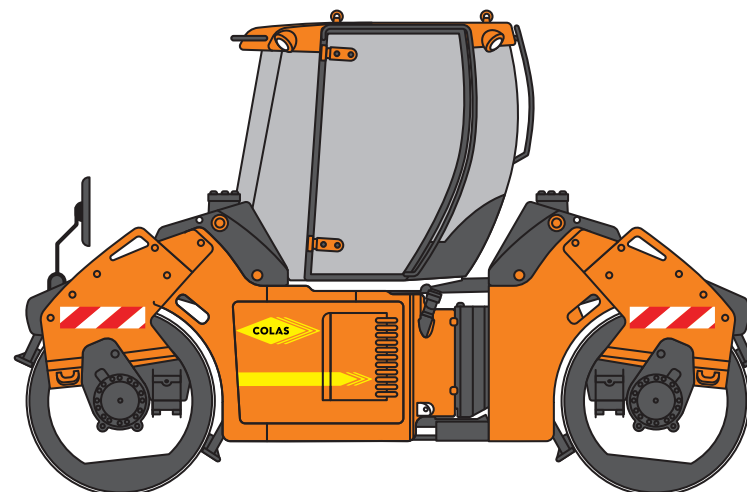
CONSTRUCTION EQUIPMENT

VIBRATING TANDEM ROLLERS

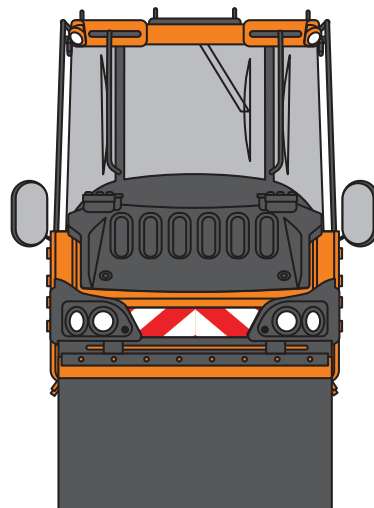
FRONT



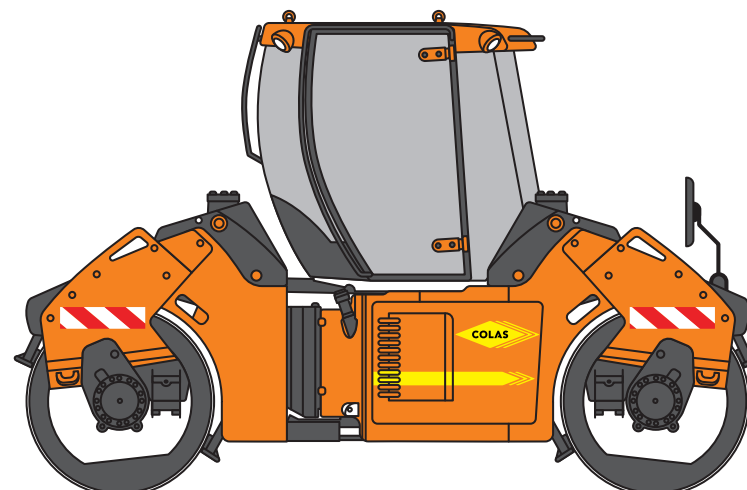
LEFT



REAR



RIGHT



CONSTRUCTION EQUIPMENT

RUBBER-TIRED COMPACTORS

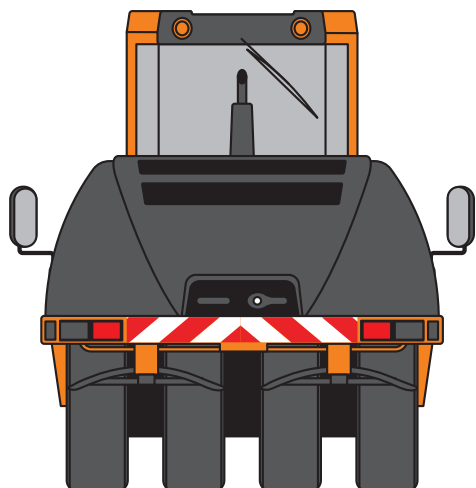
FRONT



LEFT



REAR



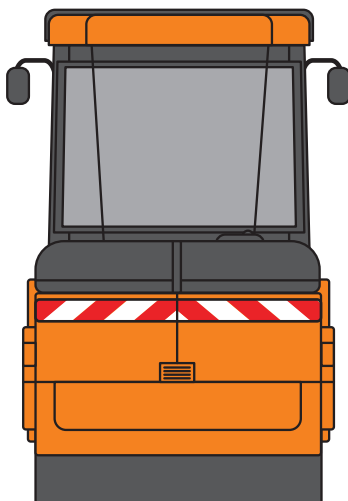
RIGHT



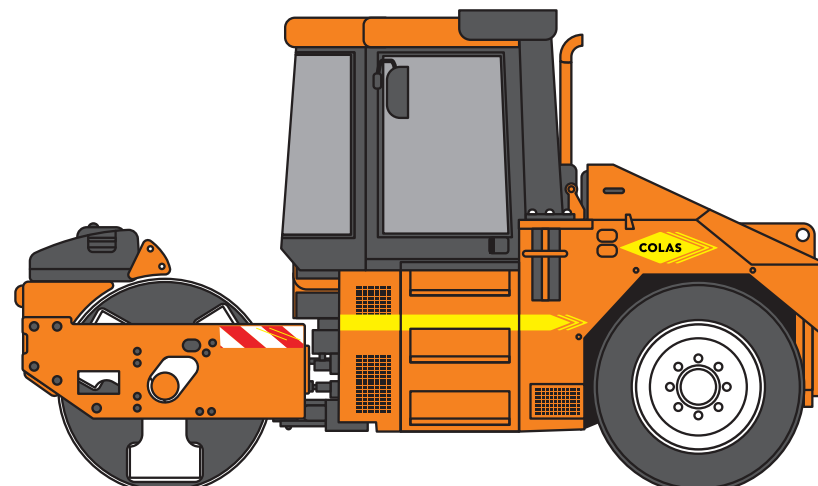
CONSTRUCTION EQUIPMENT

MIXED COMPACTORS

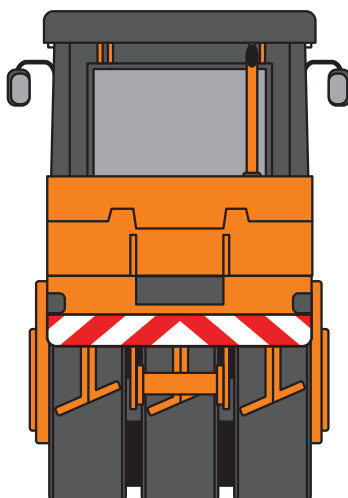
FRONT



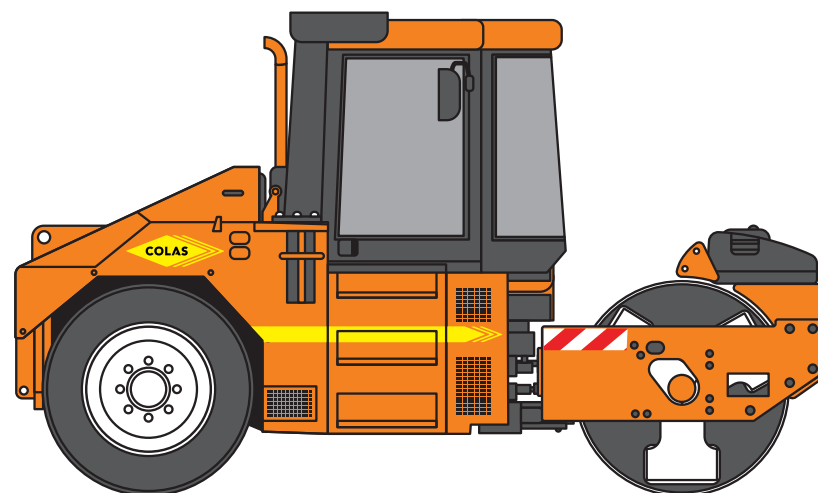
LEFT



REAR



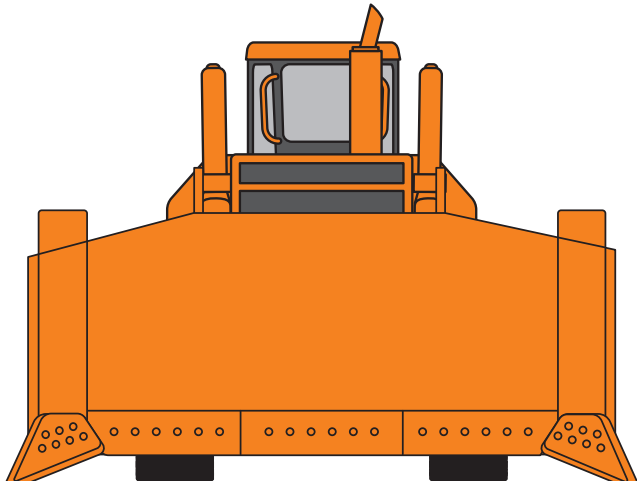
RIGHT



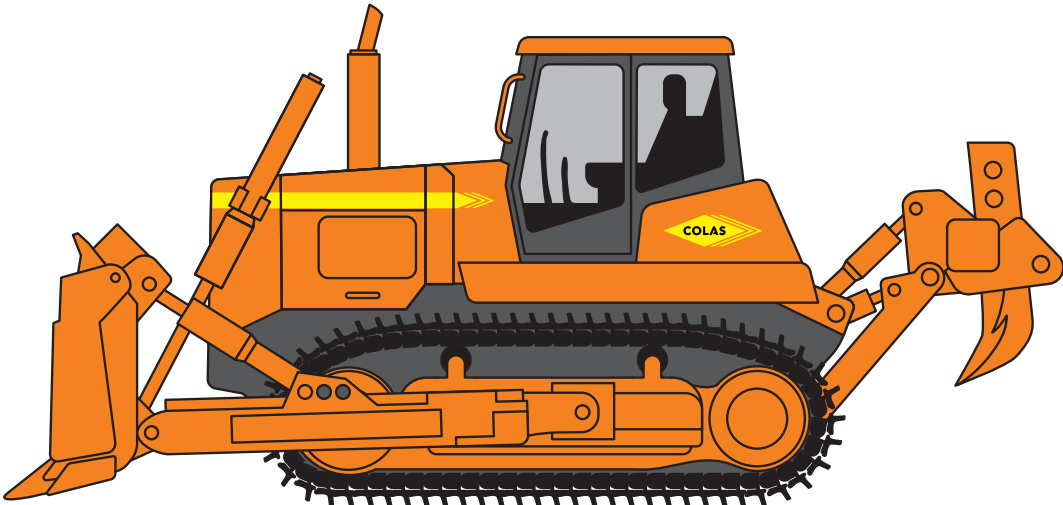
CONSTRUCTION EQUIPMENT

BULLDOZERS

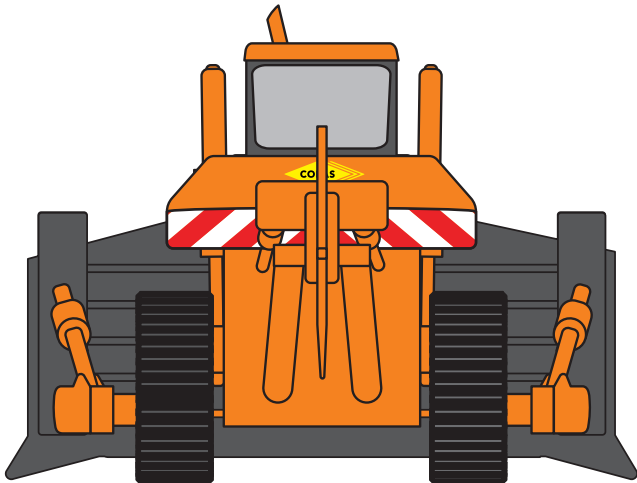
FRONT



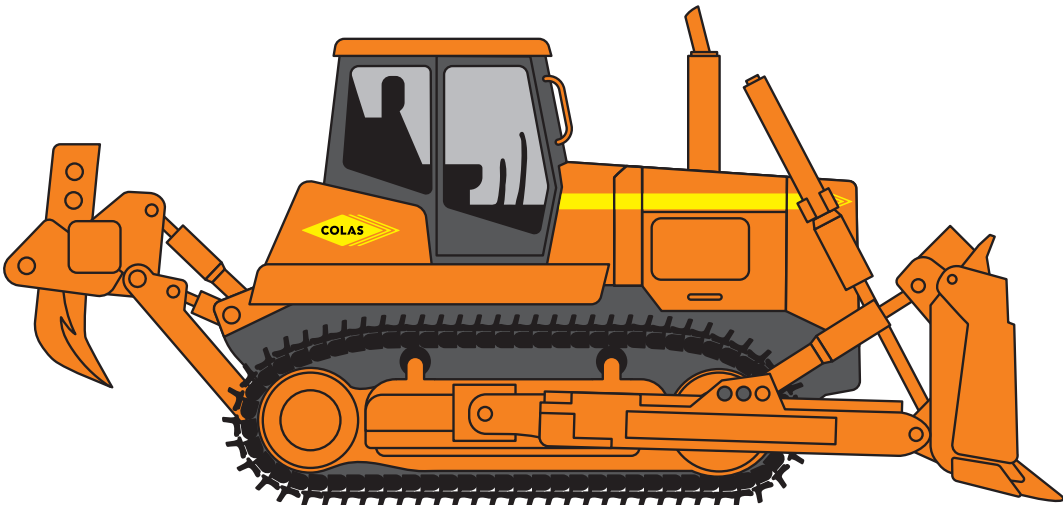
LEFT



REAR



RIGHT



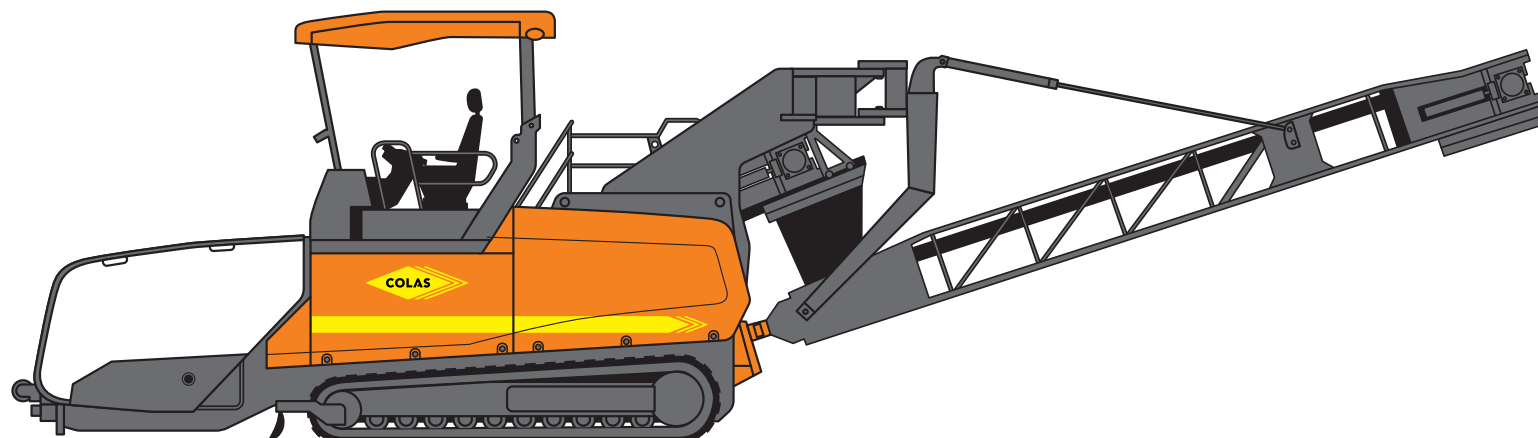
CONSTRUCTION EQUIPMENT

PAVER FEEDERS

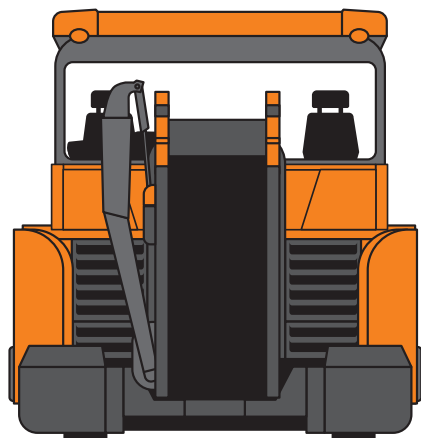
FRONT



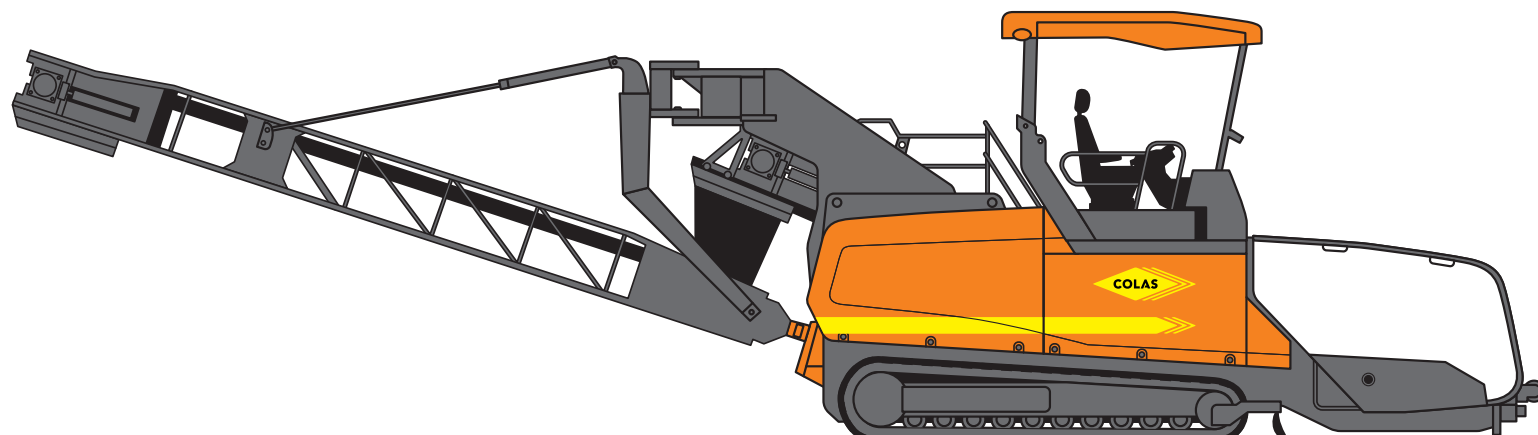
LEFT



REAR



RIGHT



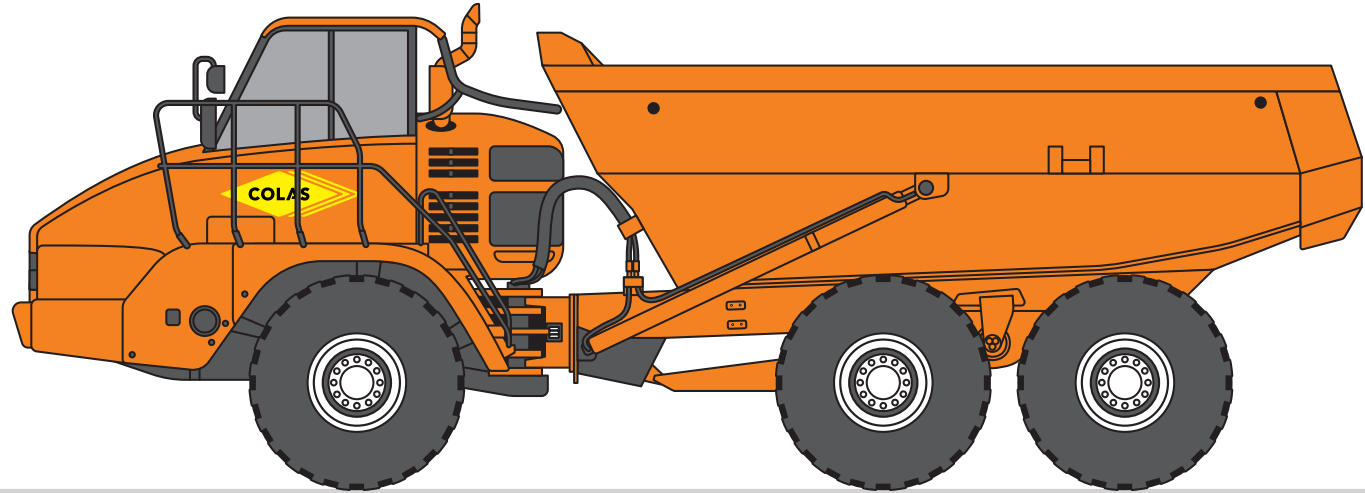
CONSTRUCTION EQUIPMENT

ARTICULATED DUMPERS

FRONT



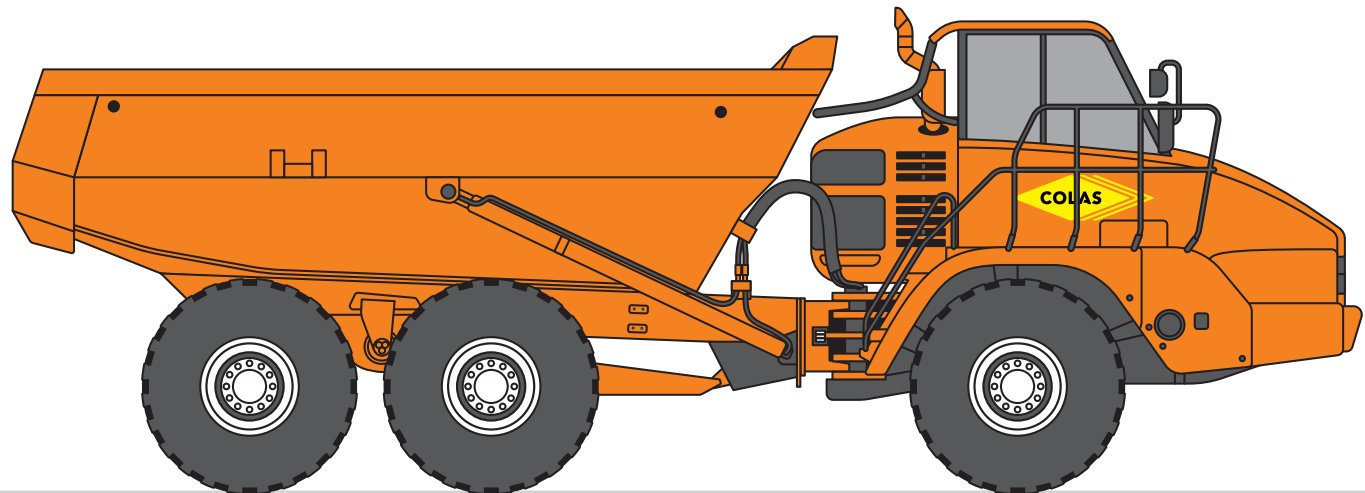
LEFT



REAR



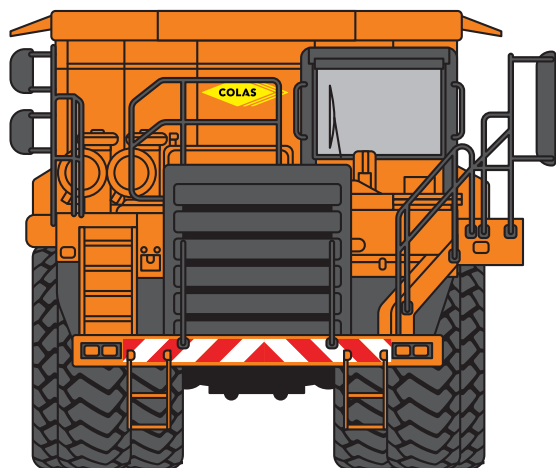
RIGHT



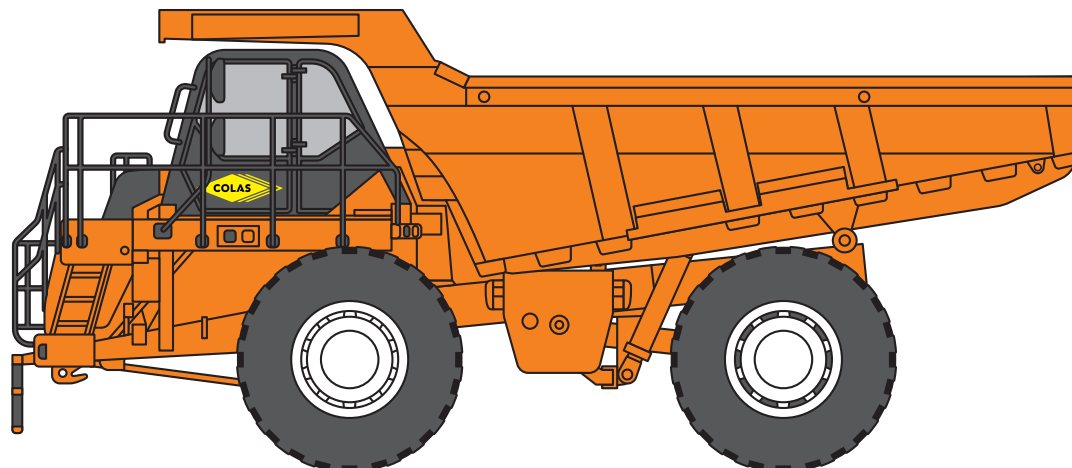
CONSTRUCTION EQUIPMENT

DUMPERS

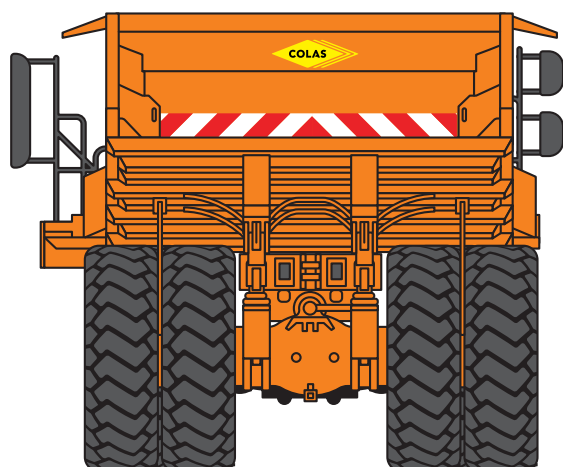
FRONT



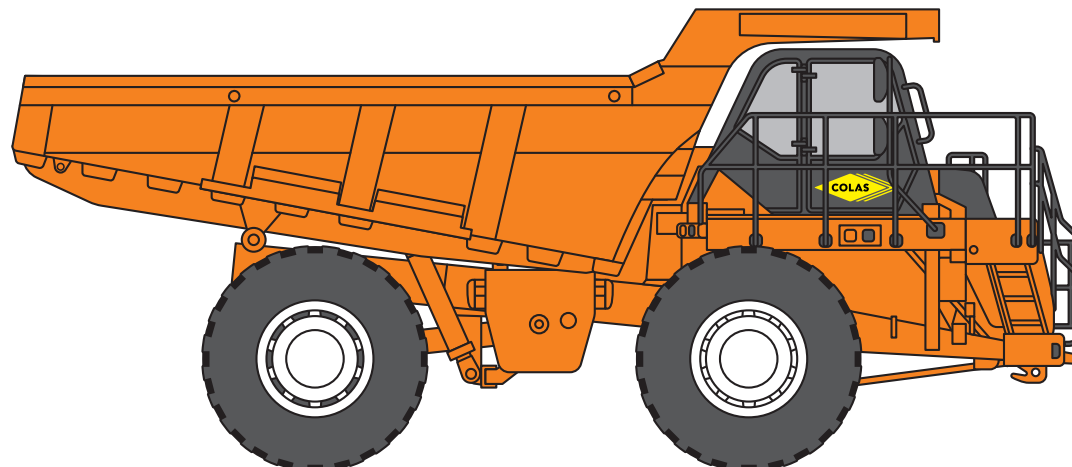
LEFT



REAR

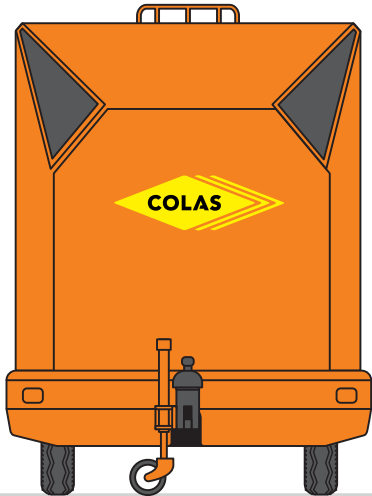


RIGHT

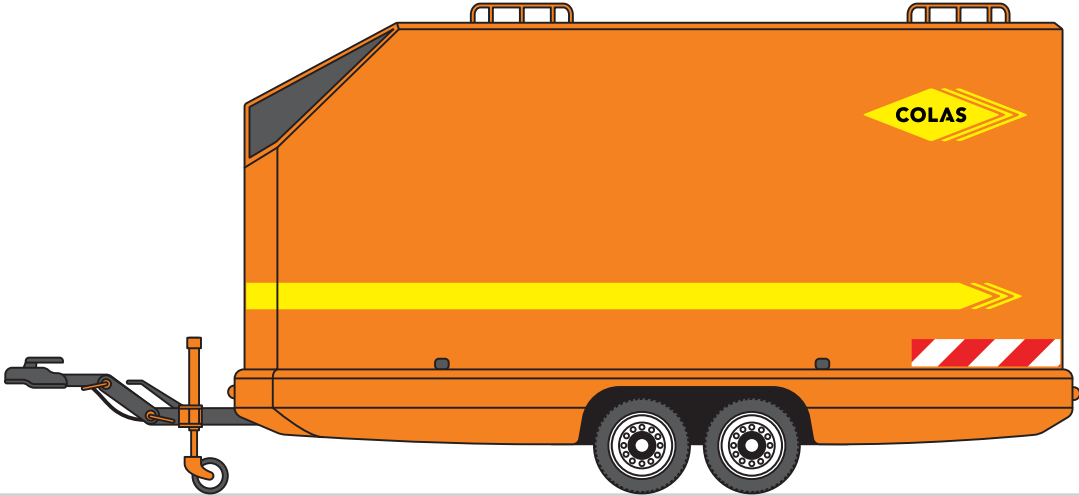


CONSTRUCTION EQUIPMENT
TRAILERS

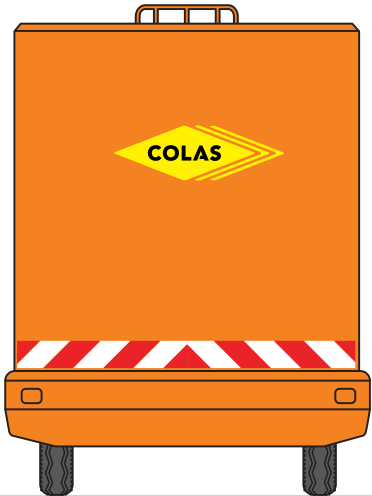
FRONT



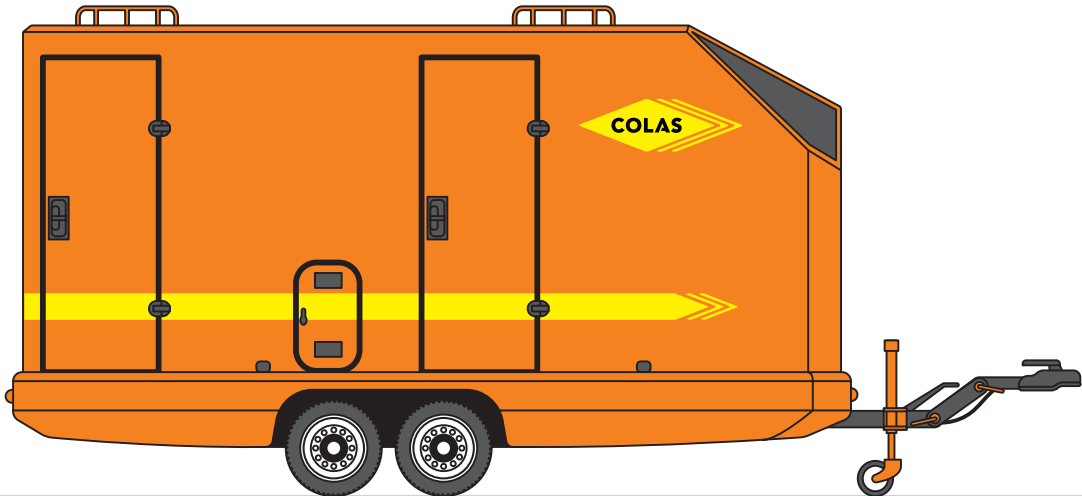
LEFT



REAR



RIGHT





WORKWEAR

MANAGERS, LABELLED, FROM FAIR TRADE

PRODUCTION OF RAW MATERIALS

Respecting the planet

Produced in Mali and Burkina Faso, they are made of organic cotton fiber grown without GMOs or hazardous pesticides; they are the result of rainfed agriculture and manual harvesting. They also contain recycled polyester to limit the use of natural resources.

Fair trade

Thanks to a fair and stable price, the producers of this cotton can make a dignified living from their work. They also receive a bonus to fund projects for their community. The cotton is labelled Fairtrade/Max Havelaar.

WEAVING, DYEING AND CLOTHING INDUSTRY

Control of environmental impact and harmlessness for the skin

The fabrics were made in ISO 14001 certified European factories. The dyes used for coloring are labelled OEKO TEX® 100 category 2.

Quality of working conditions and respect for the principles of fair trade

The clothes are made in workshops in North Africa whose practices were checked by SGS during a social audit. In addition, these garment factories have been certified by FLOCERT.

DISTRIBUTION

Clothes are prepared and delivered by partners located closest to the workplace.

60 TONNES

of cotton fiber were grown by 6,500 Malian producers to make all the clothes, which represents 8% of the production of organic fair trade cotton.

To know more:

www.maxhavelaarfrance.org

www.oeko-tex.com

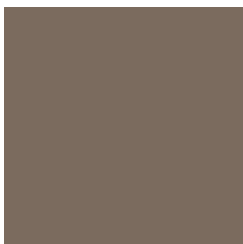
www.flo-cert.net

WORKWEAR

COLORS

WORKWEAR

Main colors and contrast



PANTONE®
17-0909 TPX



PANTONE®
15-1150 TPX



PANTONE®
18-1664 TPX

TEE-SHIRT COLOR



PANTONE®
16-1414 TPX

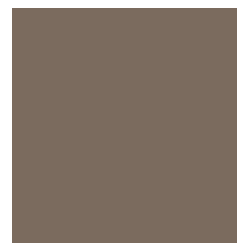
HIGH-VISIBILITY CLOTHING

Main color



FLUORESCENT ORANGE
EN 20471

CONTRACT COLOR

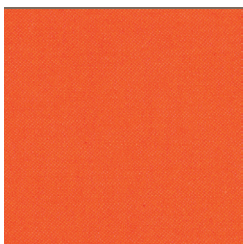


PANTONE®
17-0909 TPX

WORKWEAR

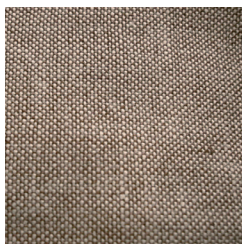
FABRIC COLLECTION

HIGH-VISIBILITY JACKET AND WORK TYPE TROUSERS



SATIN
50% POLYESTER
50% COTTON

JACKET AND WORK TYPE TROUSERS



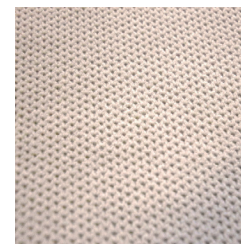
SERGE
60% COTTON
40% POLYESTER

JACKET AND SWEATSHIRT



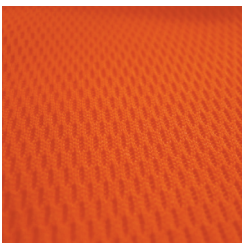
POLAR FLEECE
100% POLYESTER

TEE-SHIRT



PIQUE KNIT
60% COTTON
40% POLYESTER

HIGH-VISIBILITY TEE-SHIRT



KNITTED FABRIC
MOISTURE TRANSFER
100% POLYESTER

HIGH-VISIBILITY CONTRAST TEE-SHIRT



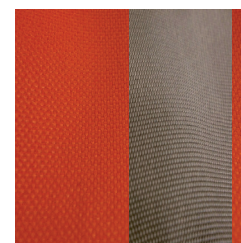
OPEN WEAVE
100% POLYESTER

HIGH-VISIBILITY SOFTSHELL



3 LAYERS
100% POLYESTER

HIGH-VISIBILITY PARKA



SERGE
100% POLYESTER
POLYURETHANE COATING

WORKWEAR
SILHOUETTES



Jacket and trousers
Women



Jacket and knee boot
trousers Men

WORKWEAR

SILHOUETTES



Knee boot overalls
Men



Jacket and knee boot
trousers Men



Tee-shirt and
Trousers Men

WORKWEAR

SILHOUETTES



Fleece and trousers
Men



Polar fleece jacket and knee boot
trousers Men

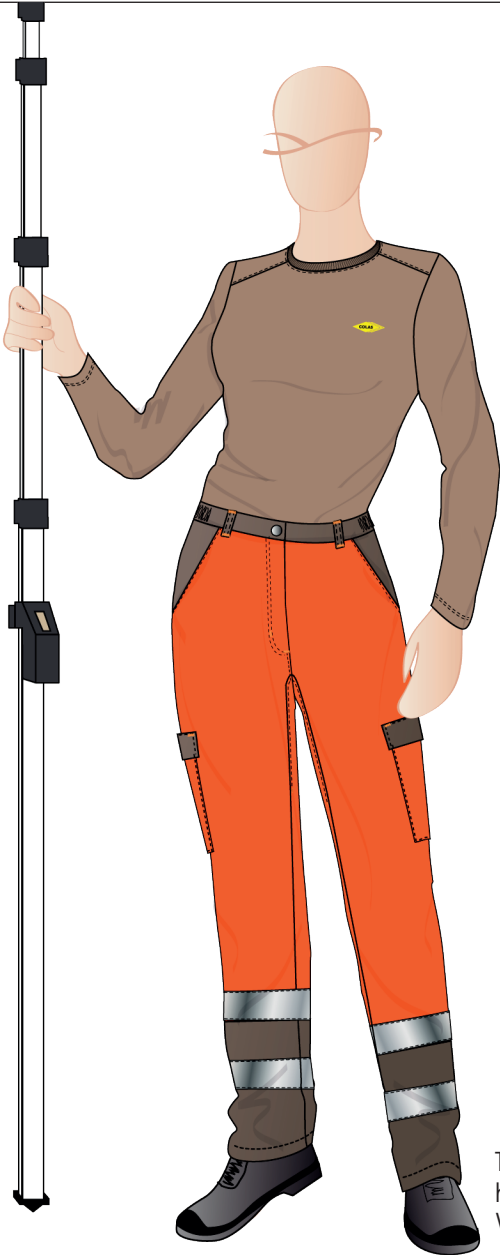
WORKWEAR
SILHOUETTES



Tee-shirt and high-visibility
unisex trousers



Jacket and
high-visibility knee
boot trousers Women



Tee-shirt and
high-visibility trousers
Women

WORKWEAR

SILHOUETTES



Tee-shirt and high-visibility trousers Men



Jacket and high-visibility knee boot trousers Men



High-visibility tee-shirt and knee boot trousers Men

WORKWEAR

SILHOUETTES



High-visibility softshell and
knee boot trousers Men



High-visibility softshell and
knee-boot trousers Women

WORKWEAR

SILHOUETTES

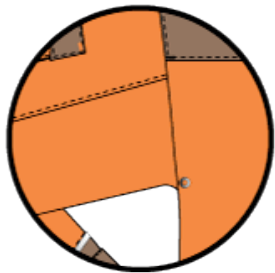


High-visibility parka and
knee boot trousers Men

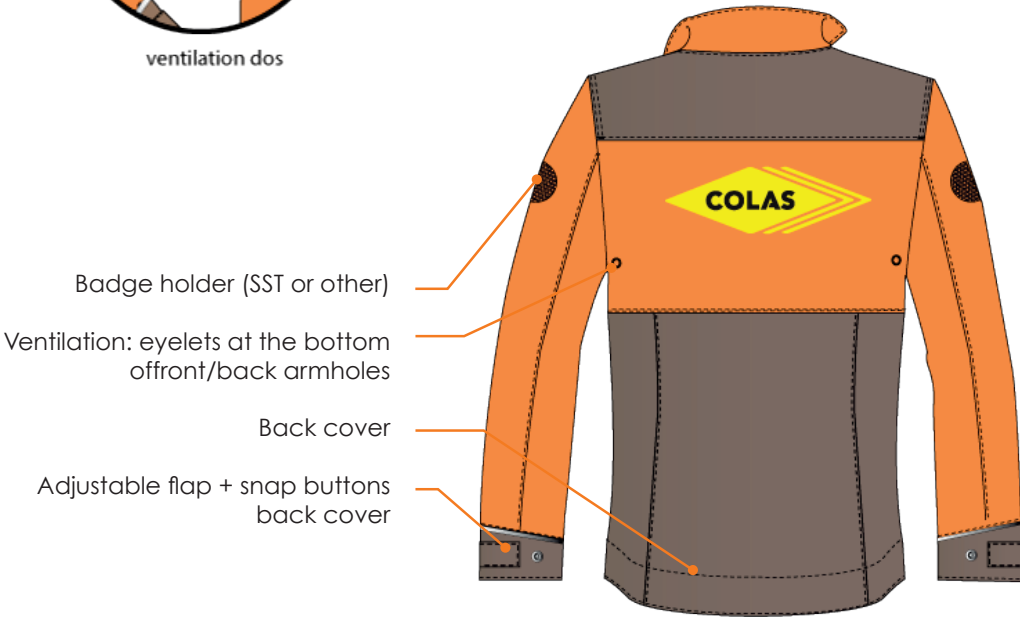


Bodywarmer and
high-visibility knee
boot trousers Men

Jacket



ventilation dos

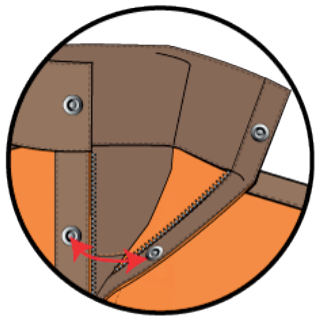


Badge holder (SST or other)

Ventilation: eyelets at the bottom
offront/back armholes

Back cover

Adjustable flap + snap buttons
back cover



Double closing system:
zip + snap button

Name tag

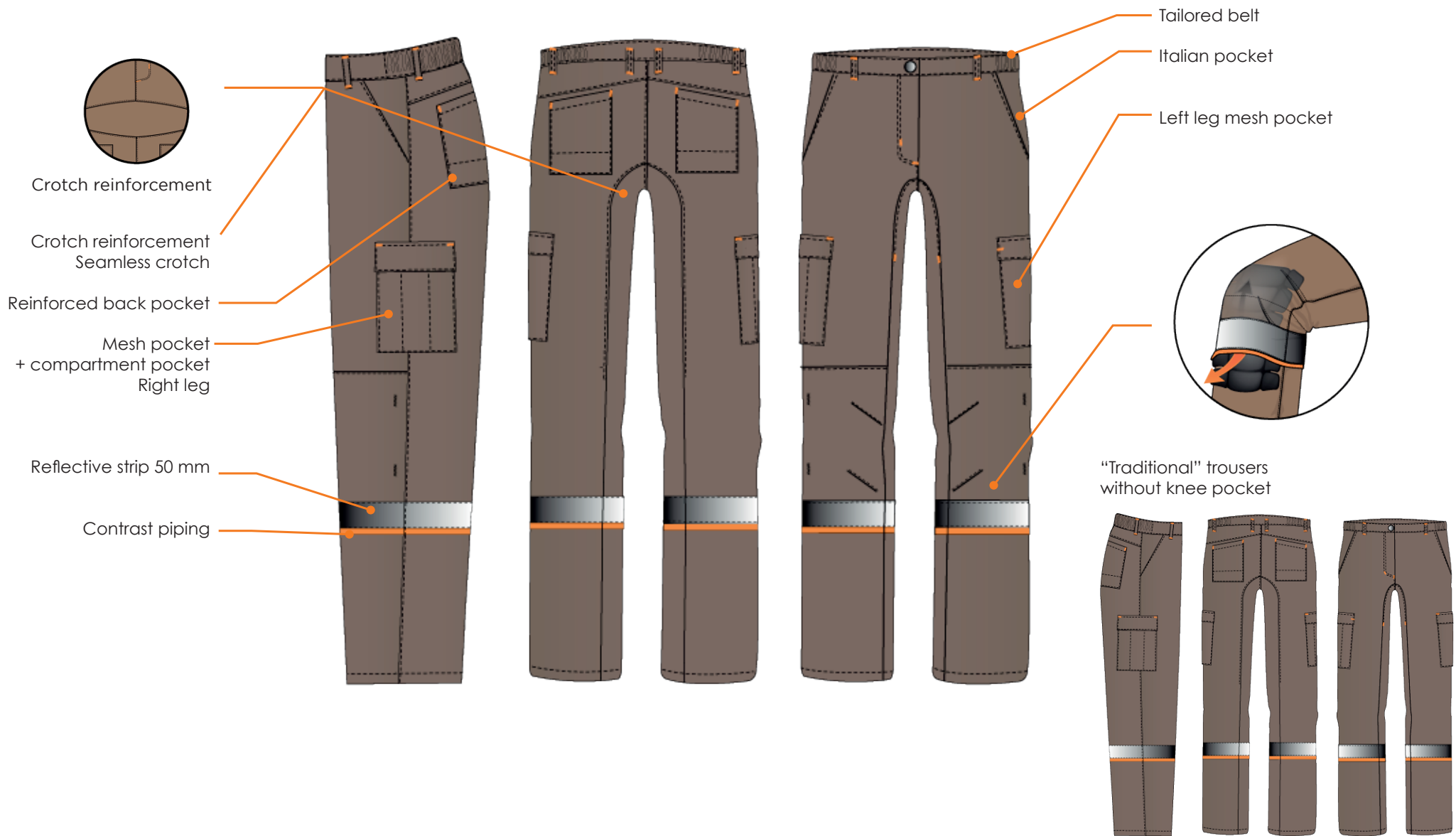
Chest pocket
under flap + velcro

Low pocket with press studs

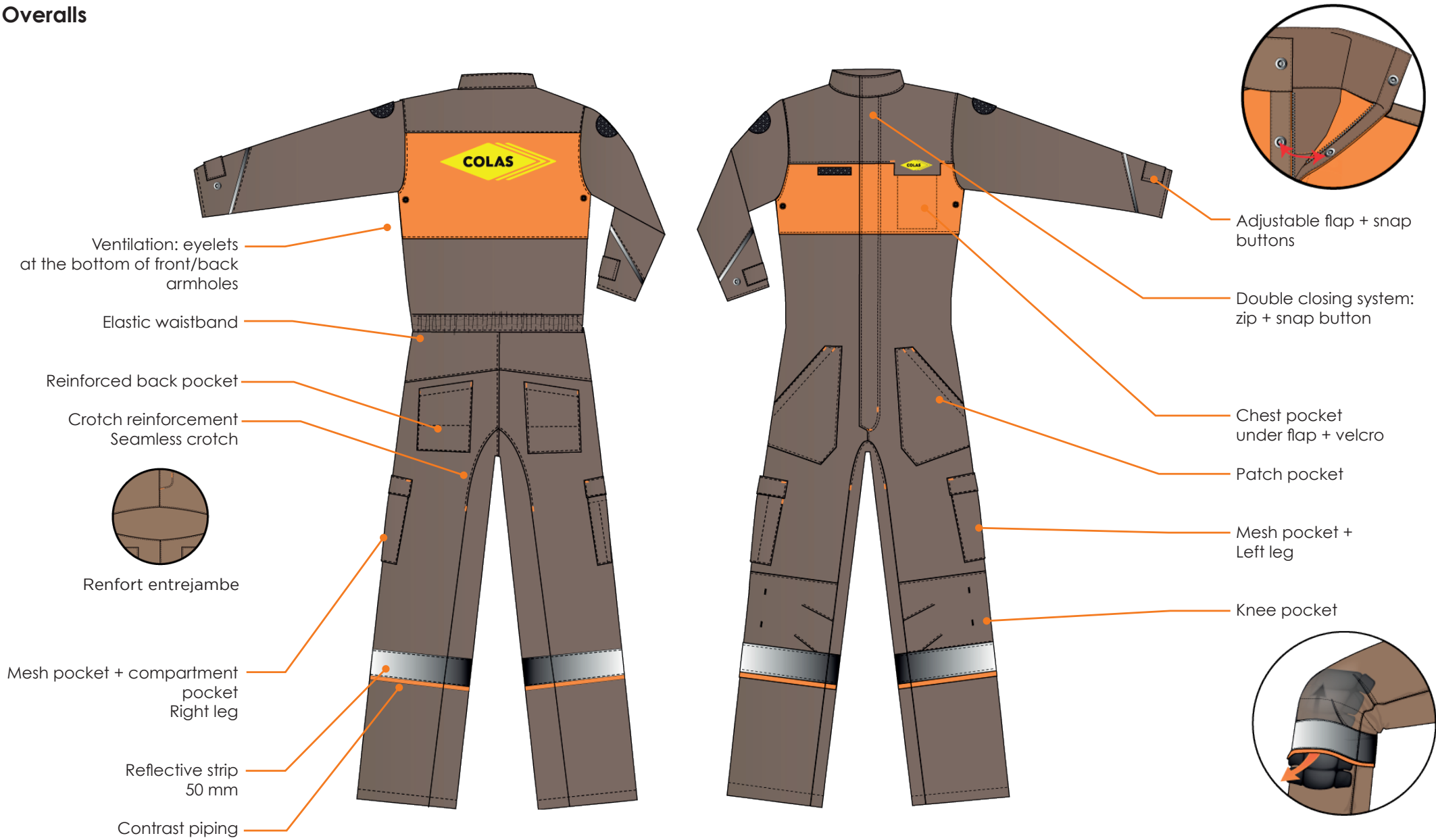
Retro-reflective piping

Contrast piping

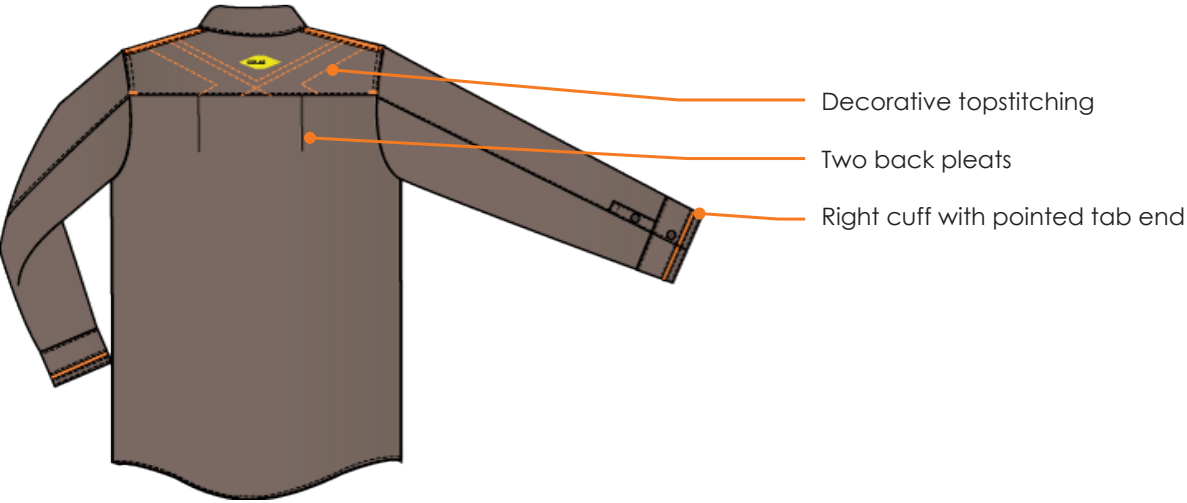
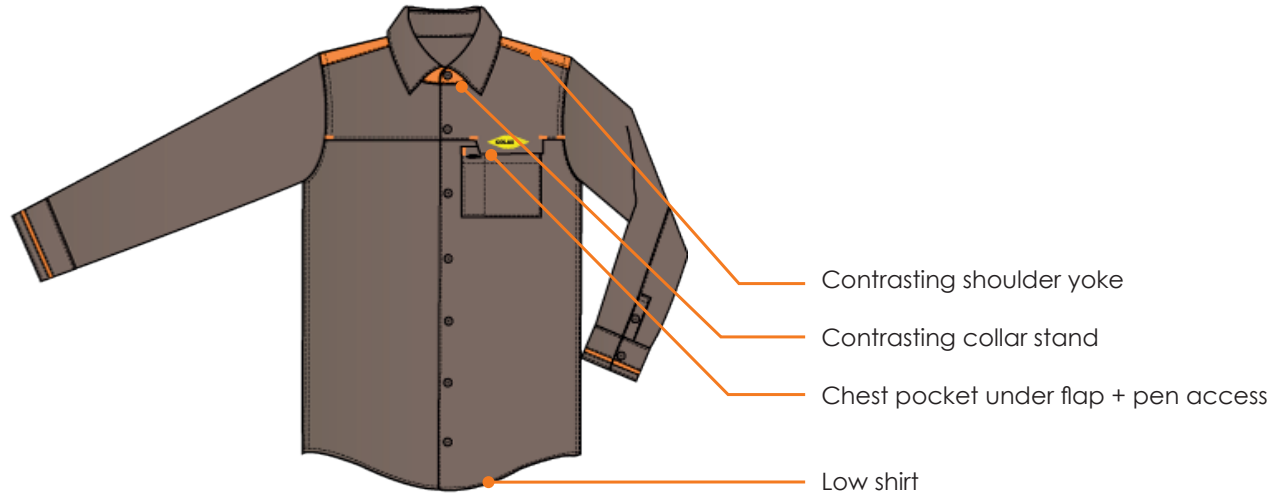
Knee boot trousers



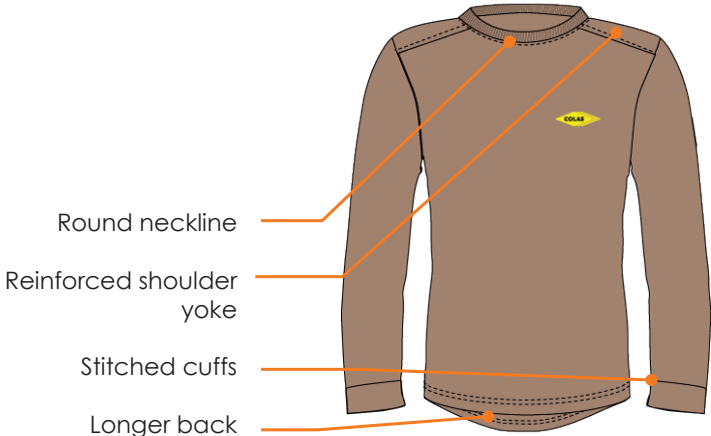
Overalls



Shirt



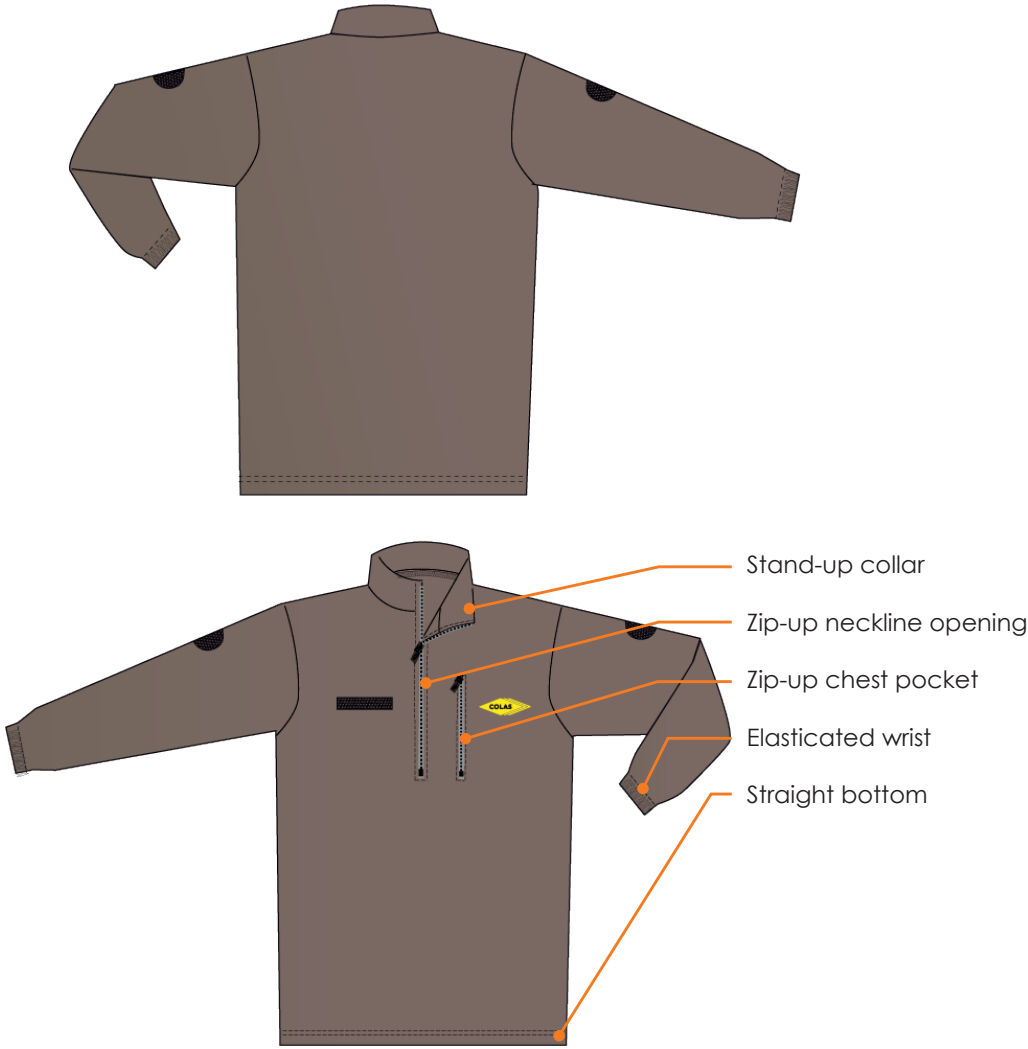
Tee-shirt



Protection UV



Fleece



Polar fleece jacket



TECHNICAL DRAWINGS



2

Removable sleeve



Respirabilité optimale



Coupe-vent

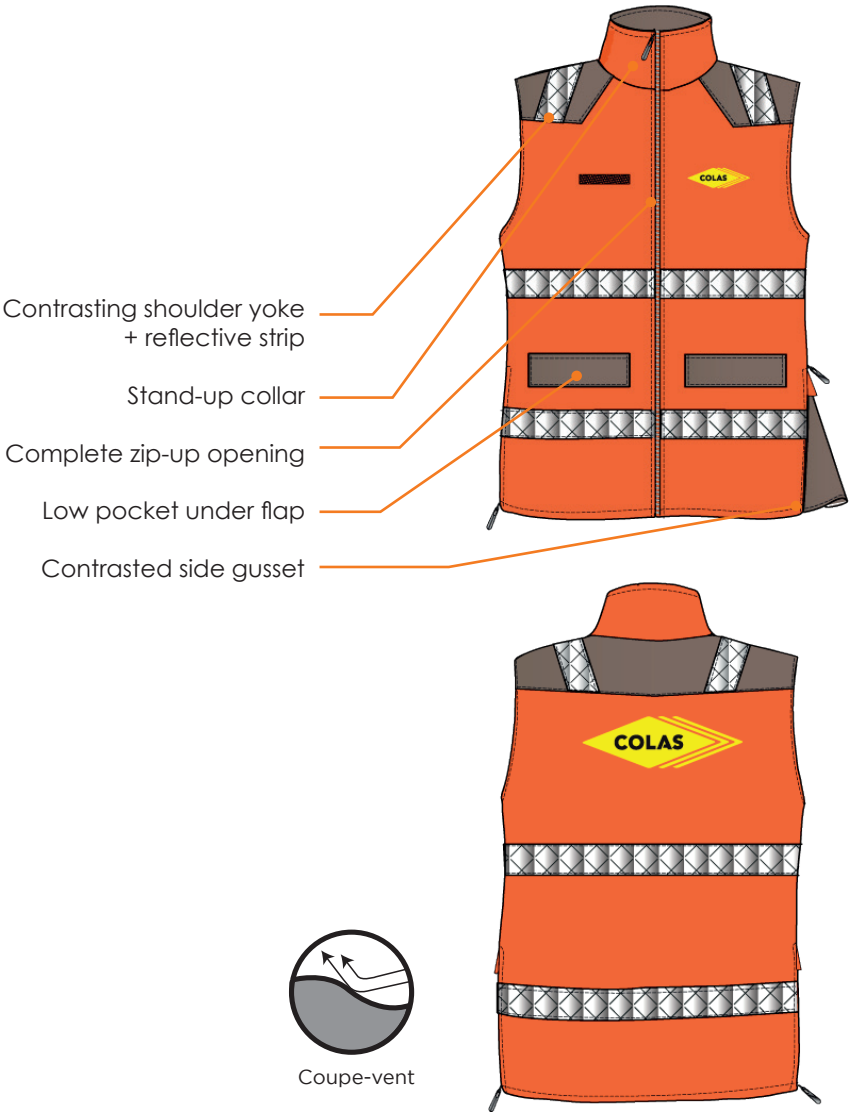
High-visibility parka



High-visibility tee-shirt



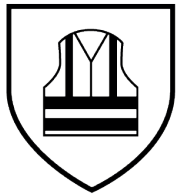
High-visibility bodywarmer



High-visibility jacket

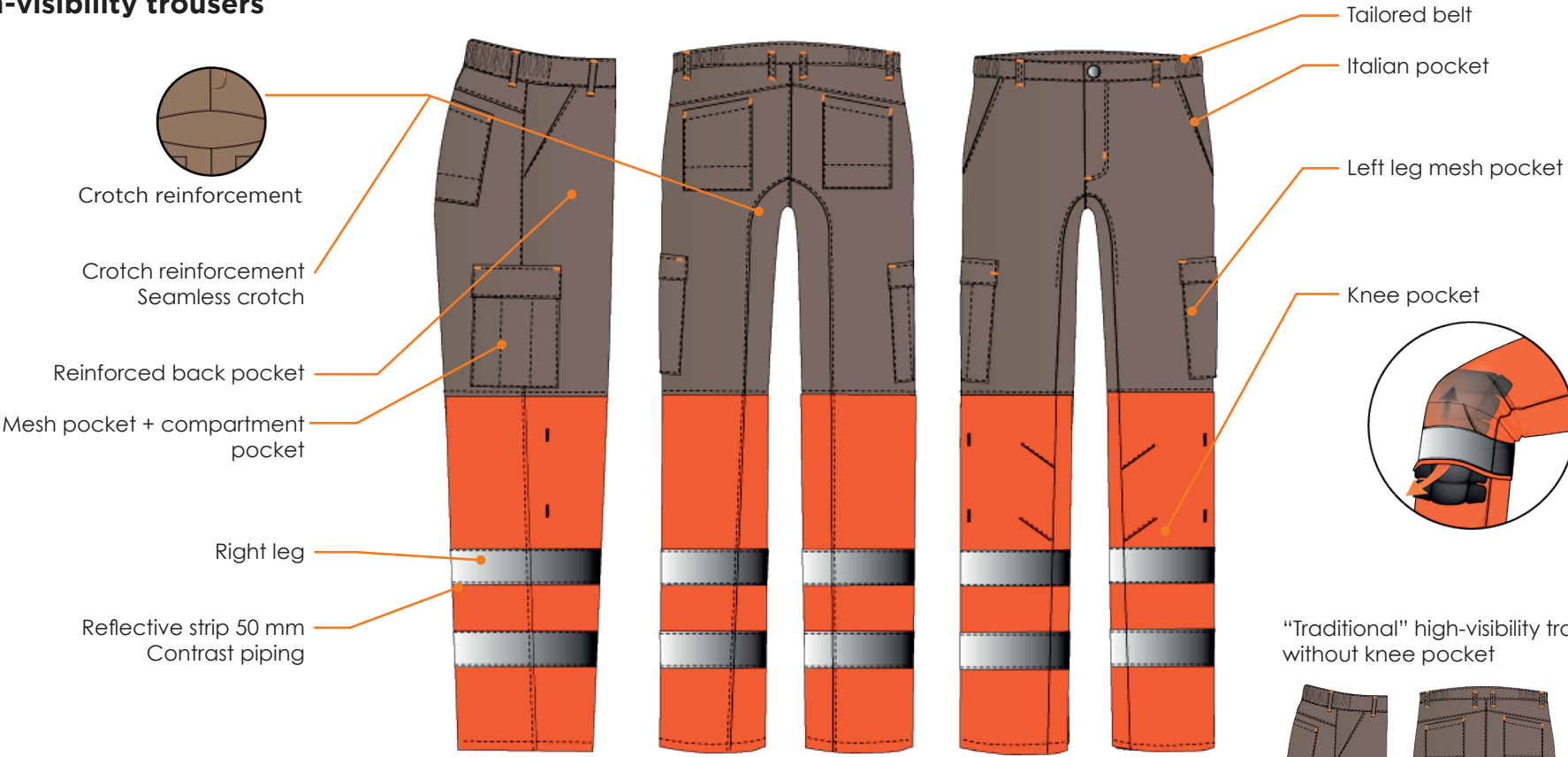


EN ISO 20471

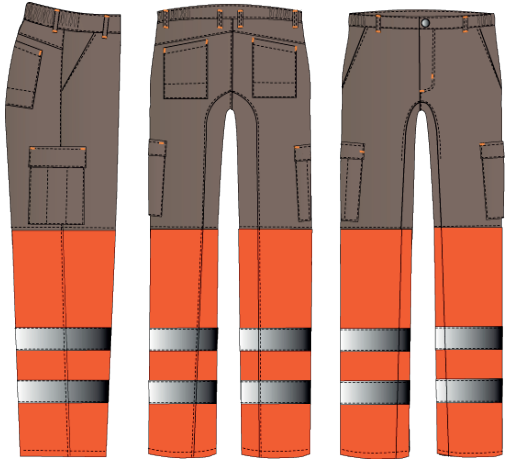


2

High-visibility trousers



"Traditional" high-visibility trousers without knee pocket



PRODUCT DEFINITION MEN



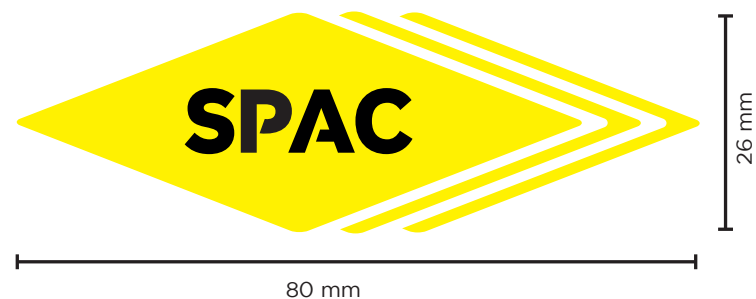
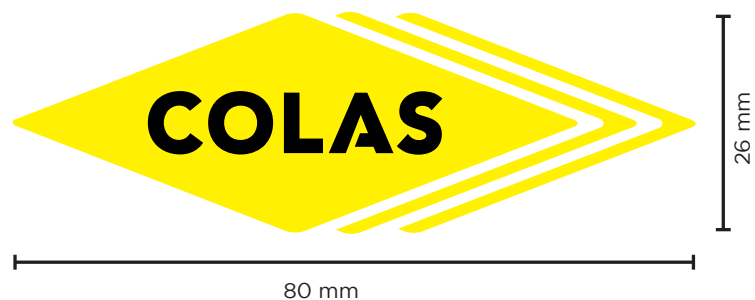
PRODUCT DEFINITION WOMEN



MODEL ALSO
AVAILABLE
FOR WOMEN

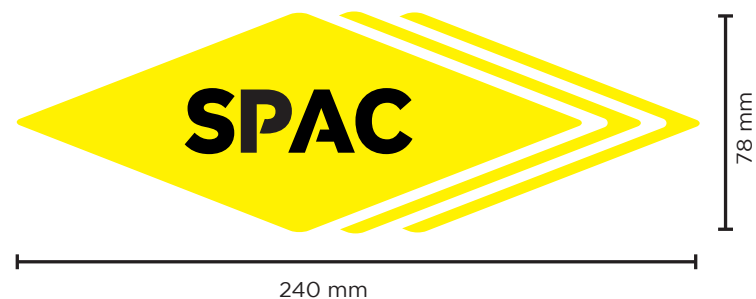
Back marking

All the logos are 24 cm wide and their height varies proportionally.
These sizes are adaptable for specific markings (pocket flap for example).



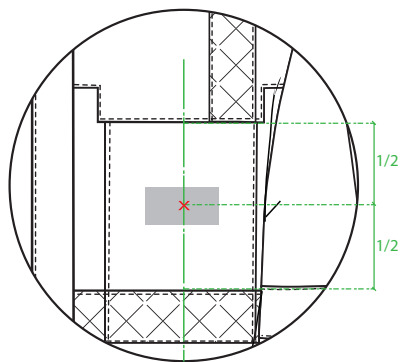
Back marking

All the logos are 24 cm wide and their height varies proportionally.
These sizes are adaptable for specific markings (pocket flap for example).



Parka EN 20471

Chest marking



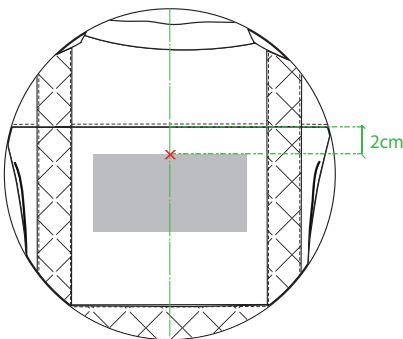
Quality: polymerisable transfer

Color: according to logo
of the subsidiary

Horizontal position:
centred in the middle of the pocket

Vertical position:
centred in the middle of the pocket

Back marking



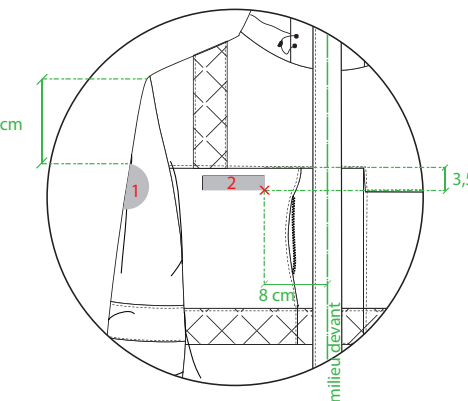
Quality: polymerisable transfer

Color: according to logo of the
subsidiary

Horizontal position:
centred in the middle of the back

Vertical position:
2 cm below high back panel

Optional markings



1. Badge

Quality: velcro support

Support Color: tone on tone

Marking Color:
depending on model

Horizontal position:
centred in the middle of the sleeve

Vertical position:
10 cm below the sleeve cap

2. Patronymic strip

Quality: embroidery

Support Color: tone on tone

Marking Color:
black

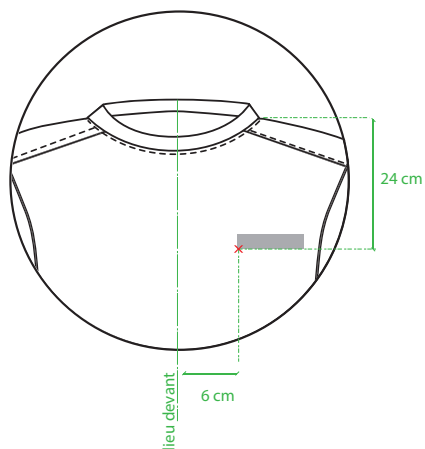
Horizontal position:
8 cm from the middle front

Vertical position:
3.5 cm below the chest cut

WORKWEAR

MARKINGS

TRADITIONAL TEE-SHIRT
Chest marking



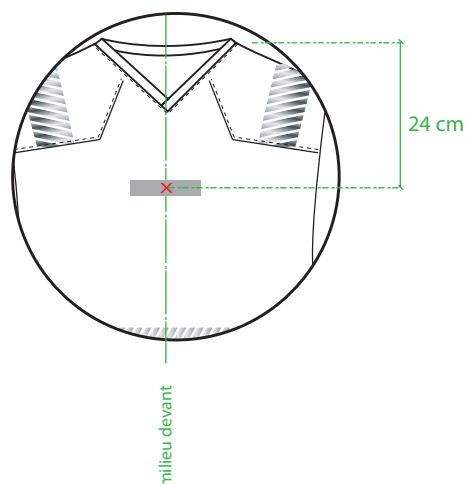
Quality: polymerisable transfer

Color: according to logo of the subsidiary

Horizontal position:
6 cm from the middle front

Vertical position:
24 cm from the shoulder tip
to the neckline

TEE-SHIRT EN 20741
Chest marking



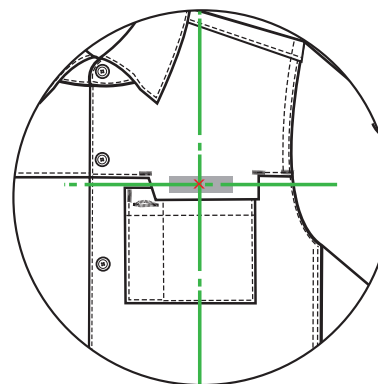
Quality: polymerisable transfer

Colors: according to logo
of the subsidiary

Horizontal position:
6 cm from the middle front

Vertical position:
24 cm from the shoulder tip
to the neckline

SHIRT
Chest marking



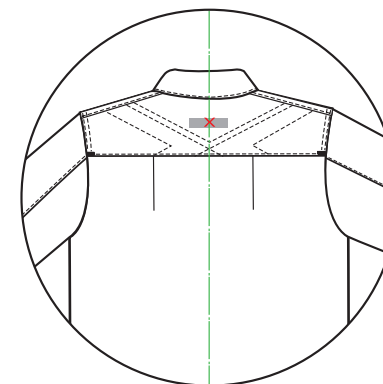
Quality: polymerisable transfer

Color: according to logo of the
subsidiary

Horizontal position:
centred on the chest pocket flap

Vertical position: centred on the
chest pocket flap

CHEMISE
Back marking



Quality: polymerisable transfer

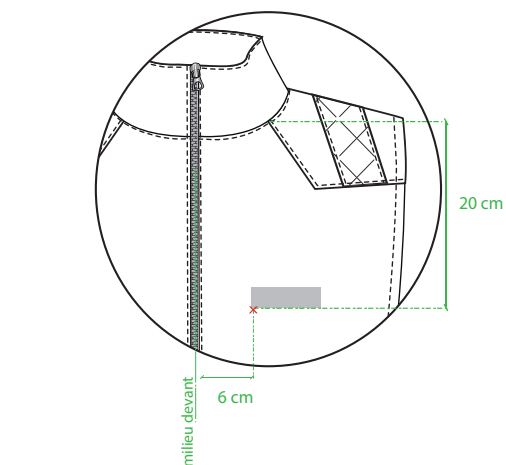
Color: according to logo of the sub-
sidiary

Horizontal position:
centred on the middle of the back

Vertical position: centred above
decorative topstitching

Bodywarmer EN 20471

Chest marking



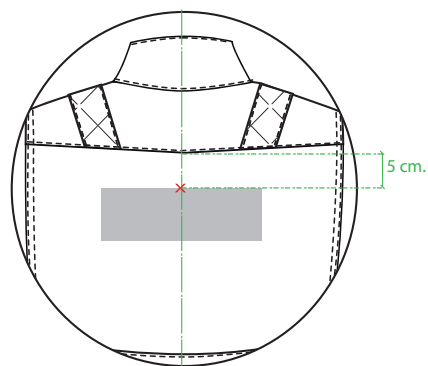
Quality: polymerisable transfer

Color: according to logo of the subsidiary

Horizontal position:
6 cm from the middle front

Vertical position:
20 cm from the tip
of the neckline yoke

Back marking



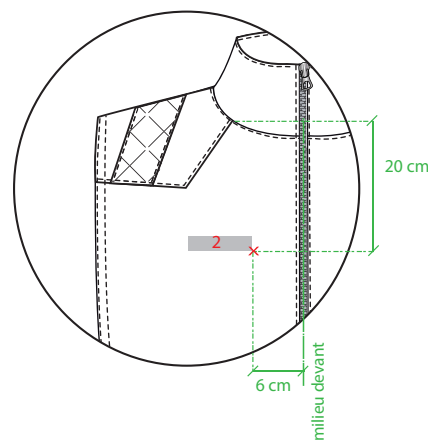
Quality: polymerisable transfer

Color: according to logo of the subsidiary

Horizontal position:
centred in the middle of the back

Vertical position:
5 cm below the back panel

Optional marking



2. Patronymic strip

Quality: embroidery

Support Color: tone on tone

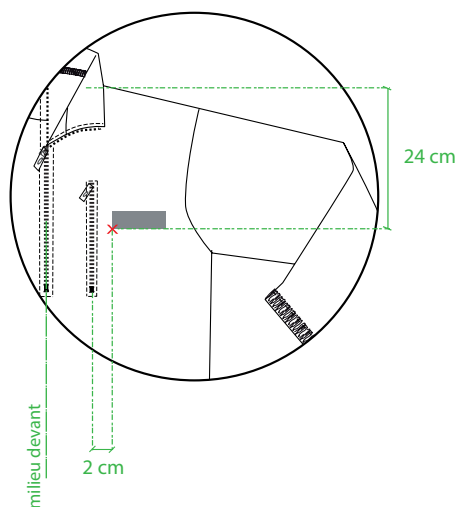
Marking Color: black

Horizontal position:
6 cm from the middle front

Vertical position: 20 cm from
the tip of the neckline yoke

Fleece

Chest marking



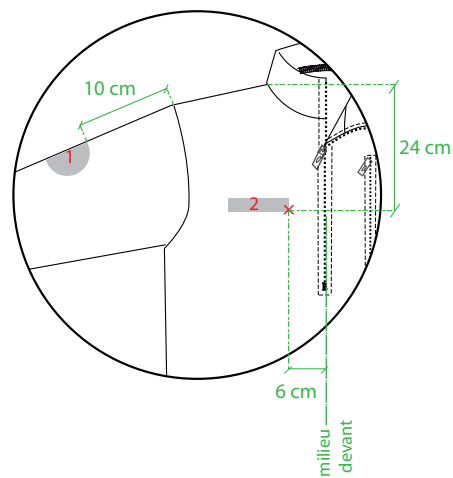
Quality: embroidery

Color: according to logo of the subsidiary

Horizontal position:
2 cm from the zip of the chest pocket

Vertical position:
24 cm from the shoulder
tip to the neckline

Optional markings



1. Badge

Quality: velcro support

Support Color: tone on tone

Marking Color: depending on model

Horizontal position:
centre of the sleeve

Vertical position:
10 cm below the sleeve cap

2. Patronymic strip

Quality: embroidery

Support Color: tone on tone

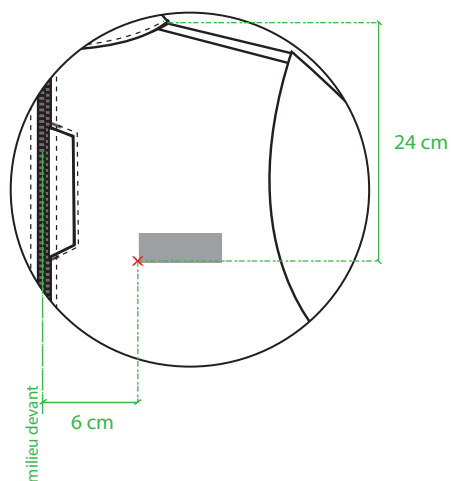
Marking Color: black

Horizontal position:
6 cm from the middle front

Vertical position:
24 cm from the shoulder tip
to the neckline

Polar fleece jacket

Chest marking



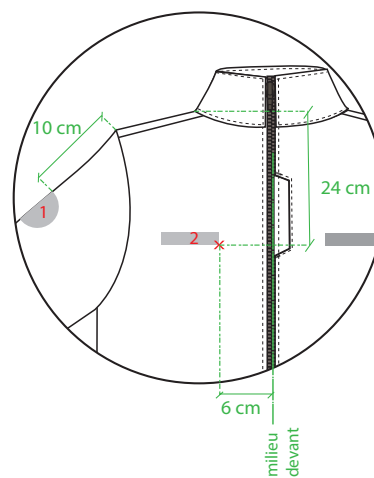
Quality: embroidery

Color: according to logo of the subsidiary

Horizontal position:
6 cm from the middle front

Vertical position:
24 cm from the shoulder tip
to the neckline

Optional markings



1. Badge

Quality: velcro support

Support Color: tone on tone

Marking Color: depending on
model

Horizontal position:
centre of the sleeve

Vertical position:
10 cm from the sleeve cap

2. Patronymic strip

Quality: velcro support

Support Color: tone on tone

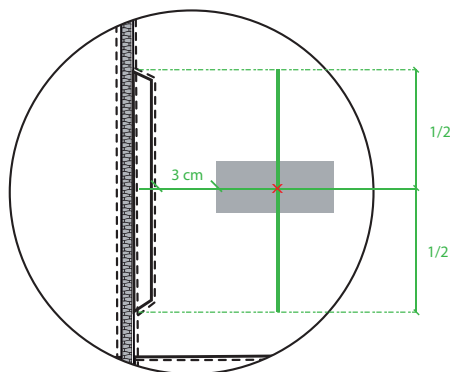
Marking Color: black

Horizontal position:
6 cm from the middle front

Vertical position:
24 cm from the shoulder tip
to the neckline

Softshell EN 20471

Chest marking



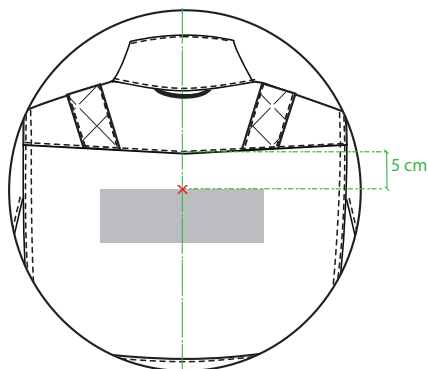
Quality: polymerisable transfer

Color: according to logo of the subsidiary

Horizontal position:
3 cm from the
chest pocket opening

Vertical position:
centred over the height of the
pocket

Back marking



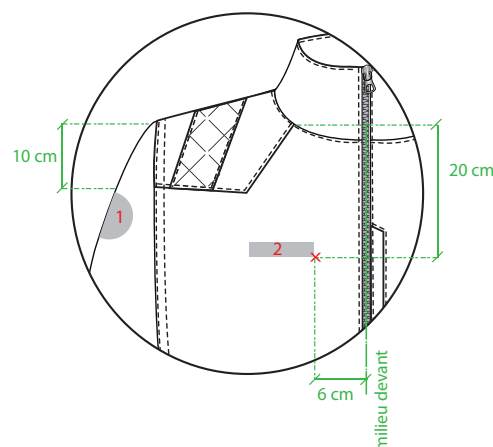
Quality: polymerisable transfer

Color: according to logo of the subsidiary

Horizontal position:
centred in the middle of the back

Vertical position:
5 cm below the back panel

Optional markings



1. Badge

Quality: velcro support

Support Color: tone on tone

Marking Color: depending on
model

Horizontal position:
centre of the sleeve

Vertical position:
10 cm below the sleeve cap

2. Patronymic strip

Quality: embroidery

Support Color: tone on tone

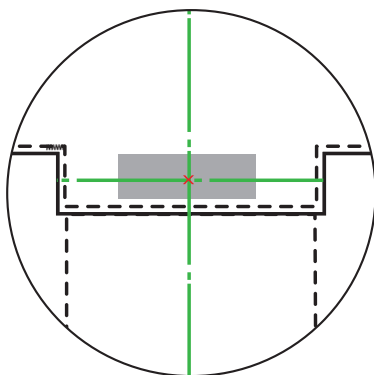
Marking Color: black

Horizontal position:
6 cm from the middle front

Vertical position:
20 cm from the tip of the neckline
yoke

Jacket and overalls

Chest marking



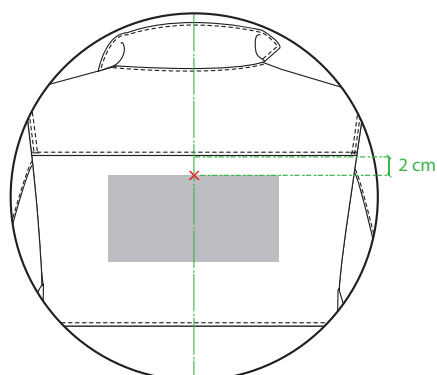
Quality: polymerisable transfer

Color: according to logo of the subsidiary

Horizontal position:
centred on the
chest pocket flap

Vertical position:
centred on the
chest pocket flap

Back marking



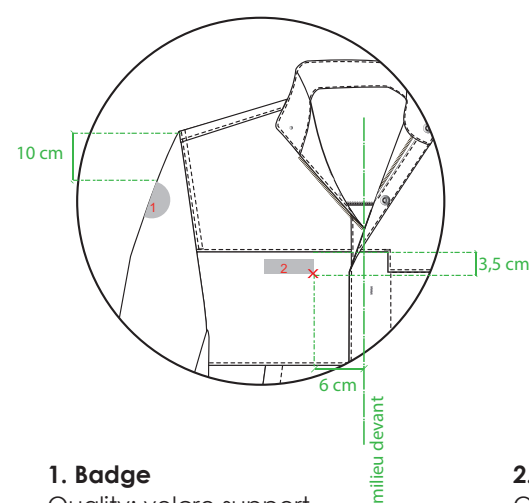
Quality: polymerisable transfer

Color: according to logo of the subsidiary

Horizontal position:
centred on the middle of the
back

Vertical position:
2 cm below the back panel

Optional markings



1. Badge

Quality: velcro support

Support Color: tone on tone

Marking Color: depending on
model

Horizontal position:
centre of the sleeve

Vertical position:
10 cm below the sleeve cap

2. Patronymic strip

Quality: embroidery

Support Color: tone on tone

Marking Color: black

Horizontal position:
6 cm from the middle front

Vertical position:
3.5 cm below the chest cut