

GRAPHIC GUIDELINES



April 2021



A brand's top-of-mind is conditioned by its ability to control the way it is presented, in order to guarantee absolute consistency, regardless of its use. It is used to show our audience a uniform identity and contributes to its recognition.

Graphic guidelines define the fundamental rules of use of the graphic symbols making up our company's visual identity.

Compliance with these rules helps guarantee strong visibility and good memorisation in all communication media.

It strengthens our image and reassures our customers.

Strict compliance with these rules allows us to speak with one voice worldwide, regardless of the subject broached.

They act as the cement of our identity and their coherence brings together all the stances taken by our company.

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These graphic guidelines are constantly evolving. They are destined to be updated to support the Group's development, finding inspiration in the work of its employees worldwide.

The examples presented are not necessarily the latest versions of the tools.

Although strict compliance with fundamental elements is necessary to ensure consistency and visibility for our company, do not hesitate to contact our teams if you have any queries, doubts or a proposed improvement that we could include in the guidelines.

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1. FUNDAMENTAL ELEMENTS

The Group's logotypes

Context of use



UP LOGOTYPE

It represents **the brand**, but also **the group and parent company** as a legal entity.



**Making
every day better**

BRAND BLOCK

It consists of the Up logo and the “Ça fait du bien au quotidien” signature and represents **the brand** every time the Up group takes a public stance. It must be used in priority.

It is translated into the local language of the country in which it is used.

It is used on all communications by the Group, countries, markets and to endorse product stances.



COUNTRY

COUNTRY/SUBSIDIARY LOGOTYPE

If necessary, it may be used to present **the Group's subsidiaries** and countries.



PRODUCT LOGOTYPE

It represents a **product** marketed by the Group.

It is available in **2 versions**:

- the 2019 version
- the 2015 version

In a text, the product-brand is written “UpProduct®”, without space, with the first letter of Up and of the product in upper case and a registered ® (e.g.: “UpDéjeuner®, UpCadhoc®”).

Up logotype

Principles

It represents **the brand**,
but also **the group**
and parent company
as a legal entity.

An Up logotype consists
of an **orange square**
(see p. 19) and the **Up name**,
in white using the redrawn
Kabel typography.

**N.B. The Up logotype
is visually balanced.**
Do not try to reproduce it.
Use the vector files available
by request and give them
to your partners and providers
if necessary.



Up brand block

Principles and construction

The brand block is used to represent the Up brand, **every time the Group takes a public stance**. It should be **used in priority rather than the Up logotype alone**.

It consists of the **Up logotype** and “**Ça fait du bien au quotidien**” signature in Orange (see p.19). The signature is positioned to the right of the logotype, over two lines. It adapts to the country and the local language.

On some applications, **the brand block is used on 1 single line**. The size of the signature is therefore larger to remain legible on all media. For example:

- To introduce email campaigns
- On goodies with a format that prevents the use of the main brand block.

N.B. To reproduce the logotype, use vector files available by request and give them to your partners and providers if necessary.

BRAND BLOCK



BRAND BLOCK - 1 LINE VARIANT



LOCAL LANGUAGES



Up logotype and brand block

Exclusion zone and minimum size

To guarantee the legibility of the Up brand block, the following rules of use must be followed:

- The recommended **exclusion zone** around the logotype and brand block is defined by the width of the letter “p”. To ensure clarity, no text or graphic element may be featured in this zone.
Important: this is not a white box.
- The **minimum size** of the brand block is 10 mm high. Below this size, the signature is no longer present.
- The logotype can be reduced to **4 mm on the side**.

EXCLUSION ZONES



MINIMUM SIZES

4 mm
11 px



10 mm
28 px



Ça fait du bien
au quotidien

Up logotype and brand block

Use of backgrounds

Only colour and monochrome versions presented opposite are authorised.

Colour versions are preferred.

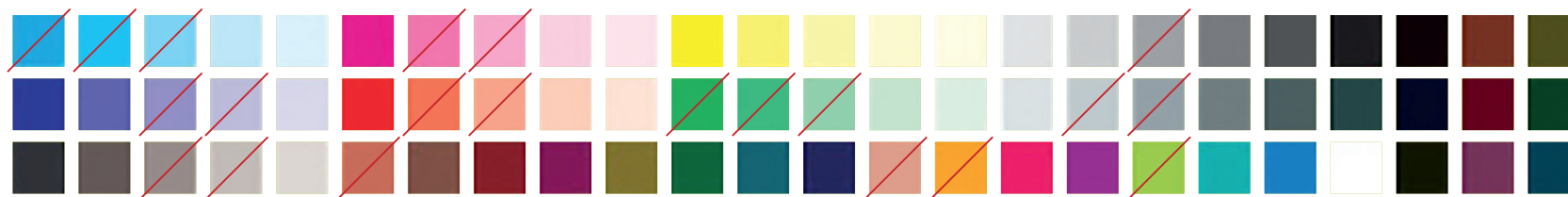
They are available in Pantone spot colours, in four colour versions and in RGB.

The Up logotype and brand block are applied in **Orange** on coloured backgrounds which give enough **contrast** to **guarantee perfect legibility**.

The Up logotype and brand block are applied in **white** **only on the Orange Up background and Orange Up coloured image**.



EXAMPLES OF ACCEPTED AND FORBIDDEN BACKGROUNDS FOR THE ORANGE LOGO



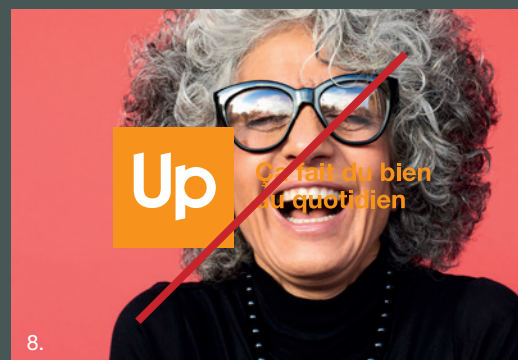
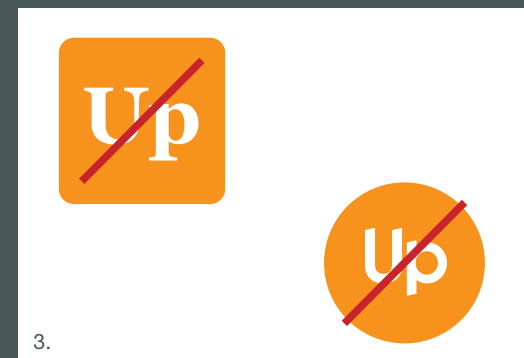
Up logotype and brand block

Don'ts

The logotypes may not be modified.

Non-exhaustive examples of forbidden incorrect uses:

1. Deforming the logo.
2. Changing the colouring.
3. Changing its construction.
4. Adding elements in the exclusion zone.
5. Changing the signature.
6. Using the colour version on a background with the same intensity as the Up logotype.
7. Using the brand block on a colour background that blurs the text.
8. Using the brand block on a disruptive photographic background.
9. Positioning the Up logotype on inappropriate zones.



Recommendations:

use vector files available and, if necessary, hand them over to your providers with a copy of these graphic guidelines.

Subsidiary logotype

Principles, construction, exclusion zone and minimum size

The country logotypes, present on **administrative documents** and communication media stating the “Up subsidiary” name are always structured in the same way.

The **country name** is in upper case, in ITC Kabel Demi typography (scale 100%, letter spacing 0 pt). The height of the country name is equivalent to 1/11th of the height of the square and is positioned in the centre, below the Up logo.

Its **colour**, like that of the square, is orange (see p. 19).

The recommended **exclusion zone** is defined by the width of the letter “p”. To ensure clarity, no text or graphic element may be featured in this zone. **Important:** this is not a white box.

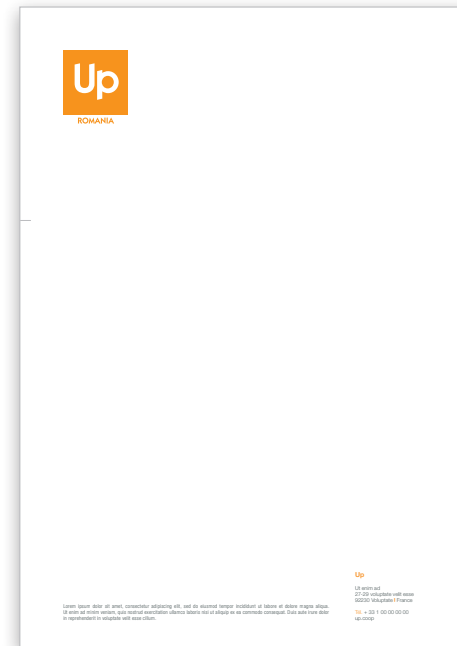
The **minimum size** of the country logotype is 15 mm wide.

N.B. To reproduce the logotype, use vector files available by request and give them to your partners and providers if necessary.

CONSTRUCTION



EXCLUSION ZONE & MINIMUM SIZE



Application example - Letterhead



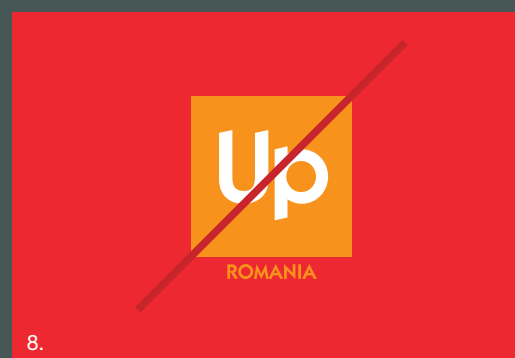
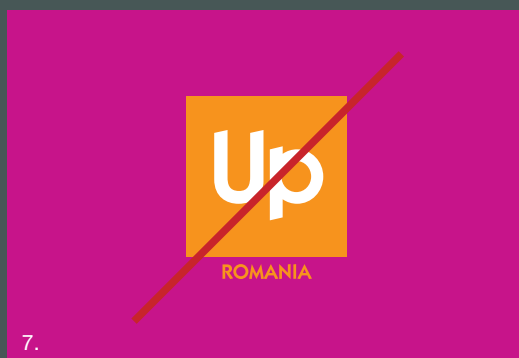
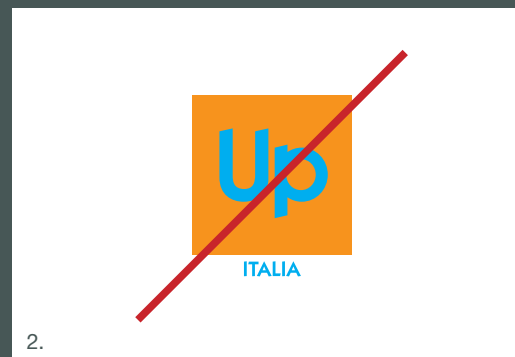
Subsidiary logotype

Don'ts

The “Up subsidiary” logotype may not be modified.

Non-exhaustive examples of forbidden incorrect uses:

1. Deforming the logo.
2. Changing the colouring.
3. Using another colour.
4. Changing its construction.
5. Combining the brand block and the country logo.
6. Using the logo on a disruptive photographic background.
7. and 8. Using the logo on a colour background that blurs the text.



Recommendations:

use vector files available and, if necessary, hand them over to your providers with a copy of these graphic guidelines.

The **logotype produced on 1 line on a black background is preferred**. The 2-line version will be used if there are width restrictions.

The **product name** is in lower case with the first letter of each word in upper case, in ITC Kabel Demi (scale 100%, letter spacing 0 pt). The **height of the name** is equivalent to the height of the square and is positioned to the right of the Up logotype.

The recommended **exclusion zone** around the logotype is defined by the width of the letter “p”. To ensure clarity, no text or graphic element may be featured in this zone.

Important: this is not a white box.

The priority **colour** for the use of logotypes produced is grey, with the Up logotype in orange on a white background. The **white** version can be used on a coloured background of the product environment (p. 19). The use of the **black and white** logotype is only authorised for monochrome printing.

The **minimum size** of the logotype produced is defined with respect to the minimum size of the Up logotype, which should not be less than 4 mm.

For **specific uses** (network, period of the year, legal, multi-product range, etc.), it is possible to add **wording** stating this specificity. This wording is located to the bottom right of the product logo.

N.B. To reproduce the logotype, use available vector files.

Product logotype, 2015 version

Construction, use and minimum size

CONSTRUCTION



CONSTRUCTION - 2-LINE VARIANT



CONSTRUCTION - 1-LINE VARIANT WITH SPECIFIC WORDING LINKED TO A USE



RECOMMENDED USES

ON A WHITE BACKGROUND



ON A PRODUCT ENVIRONMENT COLOURED BACKGROUND



MINIMUM SIZE

4 mm
11 px | Up Cadhoc

4 mm
11 px | Up Chèque
Déjeuner

MONOCHROME USES



Product logotype, 2015 version

Don'ts

The product logotypes may not be modified.

Non-exhaustive examples of forbidden incorrect uses:

1. Deforming the logo.
2. Changing the colouring.
3. Changing its construction and typography.
4. Using the logo on a disruptive photographic background or inappropriate zones.
5. Constructing it from the country logotype.
6. Using the colour version on a background.
7. Featuring several products on the same logotype.
8. Adding elements without complying with the guidelines.



Recommendations:

use vector files available and, if necessary, hand them over to your providers with a copy of these graphic guidelines.



The brand block created in 2019 is designed for easy recognition of the “Up” brand and to create a closer tie between the “Up” brand (prefix) and the product brand (suffix).

Verbally, this new construction also gives voice to “Up” and strengthens its pronunciation.

The product name is in lower case, in ITC Kabel Demi typography (scale 100%, letter spacing 0 pt). The **height of the letters** is equivalent to the height of the “p” in the Up logotype.

The recommended **exclusion zone** around the logotype is defined by the width of the letter “p”. To ensure clarity, no text or graphic element may be featured in this zone. **Important:** this is not a white box.

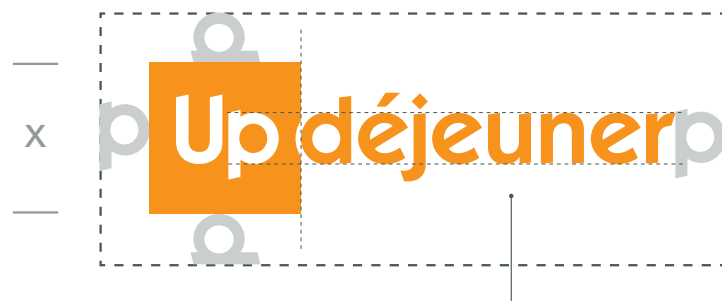
The name of the products will preferably consist of one word. If the name is longer, it will be composed on one single line. In the case of an ampersand (& the commercial “and”), a **narrow space** will be positioned before and after the “&” to create a logo with a balanced space between the elements.

N.B. To reproduce the logotype, use vector files available by request and give them to your partners and providers if necessary.

Product logotype, 2019 version

Construction

CONSTRUCTION



The first letter of the product name is attached to the Up logo. A graphic contour makes the Up logo stand out. Its thickness in points is equal to 1/10th of the height of the square in millimetres. (e.g.: If the height of the Up logo is 20 mm, the thickness of the contour will be 2 pts).

ITC Kabel Demi.
Height of the letters identical to the “p” in the Up logotype.

EXAMPLES



Product logotype, 2019 version

Use and minimum size

The priority **colour** for the use of logotypes produced is Orange on a white background. The **white** version can be used on the coloured background of the vouchers (p. 19). The use of the **black and white** logotype is only authorised for monochrome printing.

To ensure clarity of the product name, the **minimum size** of the logotype must not exceed 6 mm high.

For **specific uses** (network, period of the year, legal, multi-product range, etc.), it is possible to add **wording** stating this specificity. This wording is located to the bottom right of the product logo.

The colour of the wording shall be the same as that of the product universe, or if not, grey (see p.19). Warning: the use of the colour orange for the wording is not approved.

RECOMMENDED USES

ON A WHITE BACKGROUND



ON A PRODUCT ENVIRONMENT COLOURED BACKGROUND



MONOCHROME USES



CONSTRUCTION WITH SPECIFIC WORDING LINKED TO A USE



MINIMUM SIZE

6 mm
16 px

Product logotype, 2019 version

Don'ts

The product logotypes may not be modified.

Non-exhaustive examples of forbidden incorrect uses:

1. Deforming the logo.
2. Changing the colouring.
3. Changing its construction and typography.
4. Using the logo on a disruptive photographic background or inappropriate zones.
5. Constructing it from the country logotype.
6. Using the colour version on a background.
7. Constructing it over 2 lines.
8. Using the wrong spacing or no spacing before and after the ampersand (&).



Recommendations:

use vector files available and, if necessary, hand them over to your providers with a copy of these graphic guidelines.



Colours

Main, secondary and vouchers

The identity colours of Up must be respected.

They contribute to ensuring the consistency and strength of the communication visual territory.

The **two main colours** (orange and grey) can be adapted in their different degrees of opacity if necessary.

They are completed by:

- **secondary colours** (a few examples on the right)
- **the 5 colours of the strategic programmes**
- **and the colours of the vouchers.**

The references are provided in:

- **Pantone spot colours** to print stationery and mark objects
- **four-colour printing (CMYK)** to print advertising, documents and digital printing of adhesives
- **RGB** for screen applications
- **and hexadecimal (#)** for digital applications.

For all digital use, you can refer to page 58 of the guidelines.

MAIN COLOURS

orange

grey

Pantone 1375C*

C0 M50 Y100 K0

R245 G145 B0

#f59100

Pantone 445C

C60 M40 Y45 K45*

R79 G93 B91

#4f5d5b

* For use on a text destined to be printed, use black 80%



*** IMPORTANT** The **expected outcome** for the **Up Orange** is **1375C** (on coated paper). When printing on **uncoated** paper, this colour will be replaced by **Pantone 123U** to correct the colour variation due to the paper. For grey, this variation is less noticeable.

EXAMPLES OF SECONDARY COLOURS



C100 M60 Y0 K0

R0 G91 B169

#005ba9



C60 M0 Y55 K0

R109 G189 B142

#6dbd8e

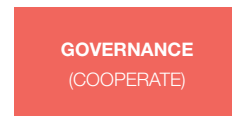


C100 M0 Y25 K5

R0 G150 B181

#0096b5

COLOURS OF THE STRATEGIC PROGRAMMES

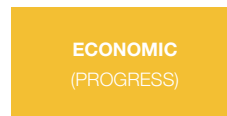


GOVERNANCE
(COOPERATE)

C0 M75 Y60 K0

R234 G95 B84

#ea5f54

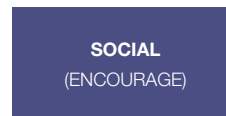


ECONOMIC
(PROGRESS)

C5 M25 Y90 K0

R242 G192 B35

#f2c023



SOCIAL
(ENCOURAGE)

C80 M75 Y20 K10

R81 G72 B126

#51487e



SOCIETAL
(INSPIRE)

C60 M15 Y0 K0

R108 G181 B227

#6cb5e3



ENVIRONMENTAL
(SAFEGUARD)

C75 M0 Y50 K0

R1 G177 B158

#01b19e

VOUCHER COLOURS (E.G. IN FRANCE)

Culture				
LUNCH	GIFT	Up Chèque Lire	Up Chèque Culture	PERSONAL SERVICE
Pantone 1375C C0 M50 Y100 K0 R245 G145 B0 #f59100	Pantone 1805C C20 M100 Y100 K0 R197 G14 B31 #c50e1f	Pantone 2384C C100 M45 Y0 K0 R0 G112 B184 #0070b8	Pantone 233C C20 M100 Y0 K0 R197 G0 B123 #c5007b	Pantone Process Cyan C C100 M0 Y0 K0 R0 G158 B227 #009ee3

Typography

Logo, main, desktop publishing and web

ITC Kabel Demi is exclusively used for the logos. The Kabel typography cannot be used for any other use.

The main typography of the Up group for text (excluding the logotype) is **Helvetica Neue**, which must be preferred. It is available in a range of fourteen font thicknesses from Thin to Black and in italic versions.

In the case of desktop publishing or on the web, if it is impossible to use **Helvetica Neue**, it is replaced by Roboto, available as a free download on Google Fonts, or failing that, **Arial**.

For catchlines in insets (see p. 24): The combination of insets and Helvetica Neue Extra Black Condensed Oblique typography used in upper case gives strength to the messages. That is why its use is preferred. If its use is impossible, it will be replaced by **Impact**.

MAIN

Helvetica Neue

AaBbCcDdEefGgHhIiJjKk
LlMmNnOopQqRrSsTtUu
VvWwXxYyZz£#%&€@?!"
0123456789

Helvetica Neue 35 Thin
Helvetica Neue 37 Thin Condensed
Helvetica Neue 45 Light
Helvetica Neue 47 Light Condensed
Helvetica Neue 55 Roman
Helvetica Neue 57 Condensed
Helvetica Neue 65 Medium
Helvetica Neue 67 Medium Condensed
Helvetica Neue 75 Bold
Helvetica Neue 77 Bold Condensed
Helvetica Neue 85 Heavy
Helvetica Neue 87 Heavy Condensed
Helvetica Neue 95 Black
Helvetica Neue 97 Black Condensed

LOGOS

ITC Kabel Demi

AaBbCcDd
EeFfGgHh
IiJjKkLl
MmNnOo
PpQqRr

DESKTOP PUBLISHING AND WEB

Roboto

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYy
Zz£#%&€@?!"0123456789

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Italic

Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

Arial

AaBbcDdEeFf
GgHhIiJjKkLl
MmNnOoPpQq
R r S s T t U u
VvWwXxYyZz
£ # % & € @ ? ! "
0 1 2 3 4 5 6 7 8 9

Territory of expression

Key markers

A **unique territory** of expression for a more consistent, impactful, dynamic and efficient brand.

The territory of expression applies to:

- the 3 dimensions of the brand: corporate, employer, business.
- **communications that are designed to promote** the company, a product, a service, an operation, a partnership, an initiative, etc.
- all media: print, digital, TV, etc., whenever the messages have a publicity or promotional purpose.

5 The territory of expression consists of 5 markers:

They are recurring elements, both graphic and editorial;

1

Stances and personality

2

Catchlines and editorial mechanisms

3

Insets and colours

4

Iconography

5

Diagonals

Specific cases of non-publicity/promotional communication media:

In these cases, not all the markers are intended for use, especially **catchlines which should be kept for publicity purposes.**



Territory of expression

1 Stances and personality

A GENERAL INTENTION

4 major definitions express the personality of Up:

Commitment

It is expressed in terms of involvement and attention paid to others, but also through the notion of “committed marker” which rejects any theoretical “commitment” to make real action the only outcome. Independence is the necessary condition of freedom which expresses unbridled commitment in action.

Difference

Up remains the challenger in its market and being a challenger is also a state of mind: that of people who call themselves into question, try to optimise, do better, all the time. This implies creativity and originality, ability to reinvent and offload dogma and habit. Being a challenger, both creative and original, therefore allows a measure of impertinence.

Proximity

Up is a human company, close to its different stakeholders, characterised by its open-mindedness and ability to forge relationships and spread its enthusiasm.

Competence

Up is reliable and demanding, high performing and efficient.

This structuring base needs to come to life through the territory of expression. For that, the stance used in communications plays a key role to allow the full expression of these personality traits.

B WHAT CHARACTERISTICS?

The stance must be simple and accessible (like all solutions proposed by Up) but never neutral or distant:

- it provides meaningful solutions, for its customers, beneficiaries and society in general;
- it also underscores the importance of the human factor and receptiveness, close and trusting relationships.
- In a positive and unifying style, the stance, especially through the use of catchlines, can add humour, play with words to make readers smile and create a close relationship with them.

C WHAT TONE?

A tone that reflects its personality!

Positive, optimistic and modern

Always receptive changes and trends, Up is “connected” to people and to its environment. It is a brand that is part of everyday life: in a sustainable and useful way!

Serious, without taking itself seriously

The tone is “serious” as it is genuine and authentic. It is a simple, accessible and empathic brand, which does not take itself seriously.

Cheerful, even slightly offbeat

Close, complicit, happy to play with words and double meanings, rhymes, especially in catchlines.

Dynamic, energetic

The tone is playful. The stance is catchy in terms of form and substance.

Close, empathic

This closeness is expressed by the cheerful tone but also the stances that illustrate knowledge of the issues facing Up’s target groups.

Respectful but not distant

Polite tone balanced by simple, spoken language that creates a close relationship with the interlocutor.

Territory of expression

2 Catchlines and editorial mechanisms

A GENERAL INTENTION

In this new configuration, catchlines are the salient feature of our communications. They are built on the basis of a strong phrase, given new wording and rhythm to directly address the reader in a complicit stance, in terms of form and substance. They are never peremptory, guilt-inducing or lesson-giving. To the contrary, they invite discussion.

This mechanism must be implemented in key communications tools: brochure, press advertisement, introduction to product presentations, etc. It is not recommended as part of relational marketing actions (emailing announcing the upgrading of a customer's solution, technical problem, etc.).

B PROPOSED EDITORIAL MECHANISMS.

In promotional or advertising communications, catchlines follow three editorial mechanisms:

- 1- "What if..."
- 2- "You are the one who..."
- 3- "To you, who..."

These mechanisms have been designed to adapt:

- to the different target audiences,
- to the diversity of the Group's professions and environments,
- to the different levels of brand stances (corporate, employer, commercial).

This flexible and modular approach allows a uniform stance that helps give value to the personality of Up and develop the brand (belonging / attribution / recognition).

C CONDITIONS OF USE

WHAT IF...

We at Up are broadening our potential fields, now and for the future. This editorial mechanism is ideal to talk about societal issues. But also to take stances as an employer brand. This mechanism is a means of connecting with a dream, desire, conviction... to something concrete, a reality. With the underlying idea of "what if... it were possible". It allows Up to take a position as an innovative business, able to respond to all aspirations (BtoB, BtoC and, more generally, societal).

And expresses the idea of an open, forward-thinking brand.

Examples:

"And what if everyone who dreamed of an inclusive society had got things right" (corporate)

"What if you had several trump cards" (cross-cutting)

"What if we ate fresh food to stay fresh" (product)

YOU ARE THE ONE WHO...

At Up, we guarantee that everyone has the freedom to choose.

This editorial mechanism is particularly adapted to approach the diversity of offers, products, services, functionalities.

This approach suggests that for each situation, Up has a solution. Whatever your desires, convictions, needs, etc., it gives everyone the possibility to express them, without making a value judgement. It also refers to the variety of acceptance networks. And it gives the image of a generous, receptive brand:

"All tastes are in nature and Up is there to satisfy them".

Examples:

"Whether you like big cats at the zoo or the museum, you are the one who decides" (product)

"Whether you prefer sushi in front of your computer screen or a meal out with friends, you are the one who decides" (product)

"Awesome, well done, super, wow, kudos to you..."

You are the one who decides" (cross-cutting / reward)

TO YOU, WHO...

At Up, we are aware of our customers' and beneficiaries' reality. This editorial mechanism is ideal to specifically address the different expert audiences of Up. It is used to discuss an issue, need, concern or expectation on specific subjects. It is a way of establishing Up's image as an empathic expert, connected to professional realities faced by your different target audiences.

Examples:

"To you, who wants to improve everyday life daily"

(corporate)

"To you, who does everything it takes to give pleasure to the largest number" (cross-cutting HR/QWL market)

"To you, who prefers recipe books to ledgers" (product)

D SPECIFIC CASE

Catchlines are there to arouse interest and curiosity, desire or simply ensure that the reader feels they are being listened to, understood in their job and in their everyday life.

Their purpose is not to promote or highlight products.

This revelation comes at a later stage, like the answer to that question or query.

However, in cases where the offer needs to be mentioned in the catchline, it needs to be written as UpProduct®, without space, the first letter of Up and of the product in upper case and a registered ® : UpDéjeuner®, UpCadhoc®.

Territory of expression

3 Insets and colours

A GENERAL INTENTION

Insets support catchlines in their publicity or promotional purpose. Everything has been designed to give impact and momentum to the stance.

To stick with the initial intention, the use of insets must be rigorous **and be limited to catchlines of a press advertisement, titles in a leaflet or the chapters of a video, etc.**

B APPLICATION CONDITIONS

Colour

The colour of insets changes, depending on the stance taken:

- orange Up inset with white text (or white inset with orange Up text, if more legible) for a cross-cutting or corporate or multi-product stance.
- colour inset of the product environment with white text for a product stance.

Text

The combination of insets and **Helvetica Neue Extra Black Condensed Oblique** typography used in upper case gives strength to the messages. It is a key element of the territory of expression and the brand identity. If Helvetica is unavailable, it will be replaced by Impact.

When product brands are mentioned in insets, they must be written as follows: UpProduct®.

CROSS-CUTTING OR CORPORATE STANCE

WHAT IF WE COULD BE
ECONOMICALLY SUCCESSFUL
WHILE DOING BUSINESS
DIFFERENTLY?

AWESOME, WELL DONE,
SUPER, WOW, KUDOS TO YOU...
YOU ARE THE ONE WHO DECIDES

TO YOU, WHO IMPROVES
EMPLOYEES' EVERYDAY
LIVES WHILE EXPRESSING
YOUR VALUES

PRODUCT STANCE

WHAT IF WE OFFERED
EMPLOYEES A GIFT
THAT LOOKS LIKE THEM
WITH UpCadhoc®

UpDéjeuner® CARD OR VOUCHER,
YOU ARE THE ONE WHO DECIDES

TO YOU, WHO WANTS
ACCESS TO A MANAGEMENT
AND SERVICE PLATFORM

WHAT IF LOREM
IPSUM DOLOR SIT
AMET, CONSECTETUR
ADIPISCING ELIT

LOREM IPSUM DOLOR
SIT AMET, CONSECTETUR
YOU ARE THE ONE
WHO DECIDES

TO YOU, WHO LOREM
IPSUM DOLOR SIT AMET,
CONSECTETUR
ADIPISCING ELIT

4

Territory of expression

Iconography

General spirit of the visual

The visual is not demonstrative. It mainly sets the tone which aims to be positive and modern. The visual supports the catchline which is placed in the foreground.

Colour background

The object is photographed in front of a coloured background. A range of bright colours and understated treatment in bold and dynamic shades complementary to or tone-on-tone helps express the vitality of the company and its optimistic outlook on society.

People and objects

The presentation must be as simple as possible, without artifice or sophisticated layouts. It must be simple to read instantly.

Method

These are visuals to accompany publicity stances. They exclude all editorial visuals. Remember to include photo credits when using visuals. Visuals are free of rights and can be used on all media in compliance with the graphic guidelines.



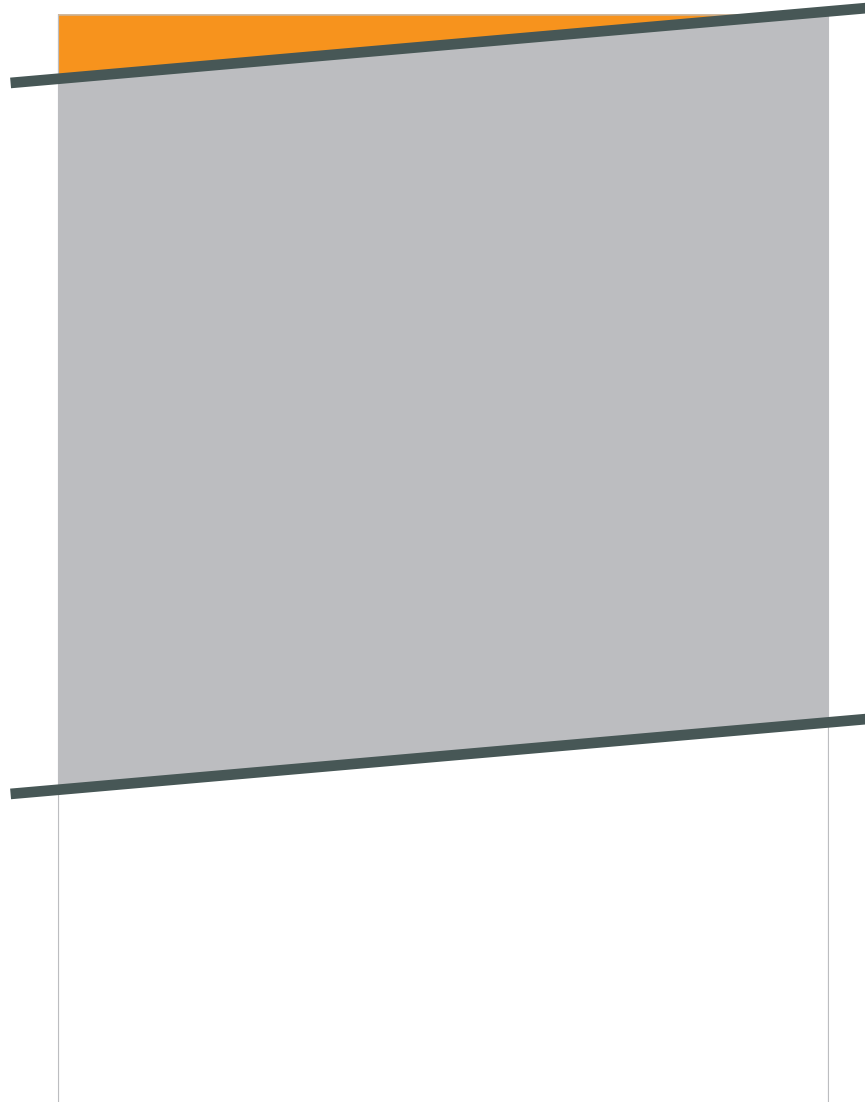
Territory of expression

5 Diagonals

They are used to give new momentum to our square (strong identity marker of the brand).

The upper sloping band crowns a visual positioned in a sloping block. The band is in the Up orange colour or product colour, depending on the stance. It can include wording indicating the type of solutions.

Whenever possible, the diagonal must be included in the main visuals of communications tools (full page visual, header, etc.) and be featured in the tool's artwork.



UP SOLUTIONS FOR SOCIAL AND ECONOMIC COMMITTEES

EXAMPLES



Pictograms

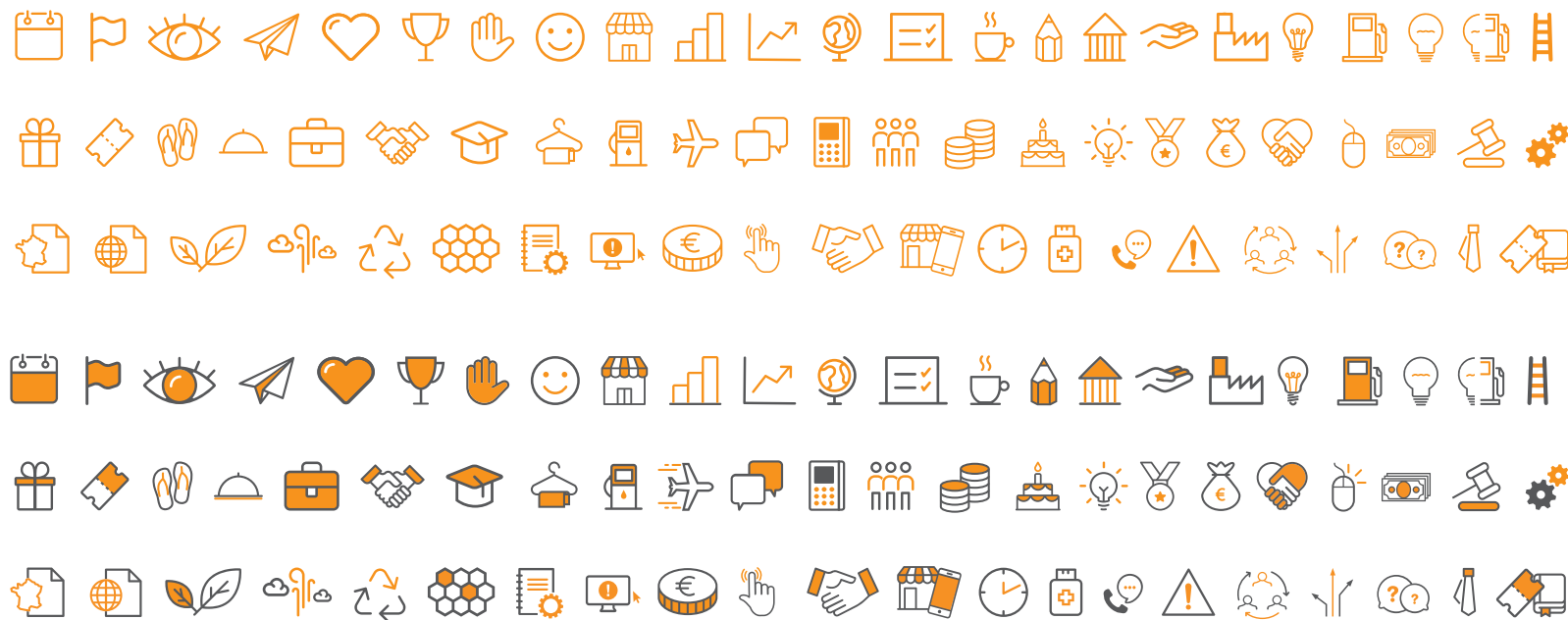
Examples

A **pictogram bank** has been specially developed for Up.

These pictograms contribute to the territory's graphic consistency. They have been designed for print use and must therefore be used in priority for this type of media.

Other pictograms exist. They can be customised in line with the product environments.

To create additional pictograms, you can take your inspiration from the examples opposite.



N.B. For any reproductions, use the files available on InVision.

Computer graphics and diagrams

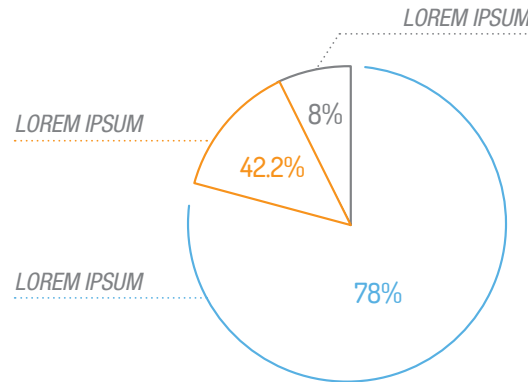
Computer graphics and diagrams also contribute to the graphic consistency of the territory.

When creating computer graphics, use **understated and line graphics**.

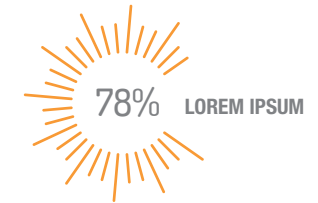
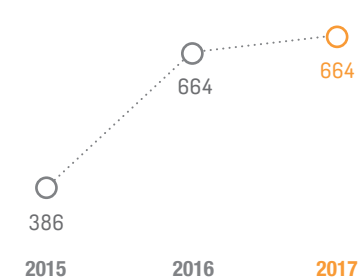
The orange colour will be used for the current year or to highlight important information.

Black at 40-80% will be used in comparison to highlight the important data.

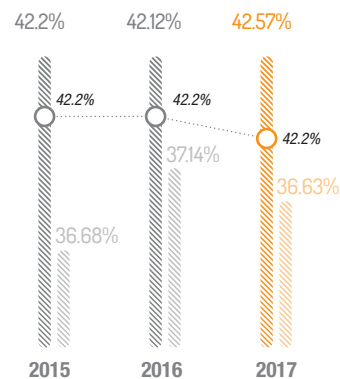
If necessary, colours taken from the Up colour range (see page 19) may complete graphs requiring more colour.



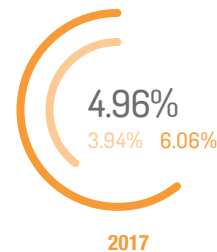
LOREM IPSUM
(in thousands of euros)



LOREM IPSUM
SERIUM - MENTIBUS

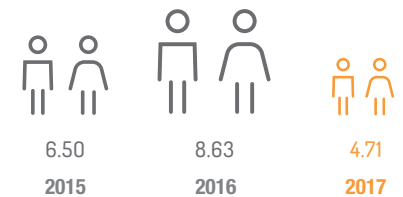


LOREM IPSUM
SERIUM - MENTIBUS



4.84%	2016 SERIUM 6,13% MENTIBUS 3,66%
4.90%	2015 SERIUM 4,50% MENTIBUS 5,30%

LOREM IPSUM
LOREM IPSUM



2. DESKTOP PUBLISHING AND STATIONERY

2.1 DESKTOP PUBLISHING

PowerPoint™ mask

Construction principles

Format
16/9

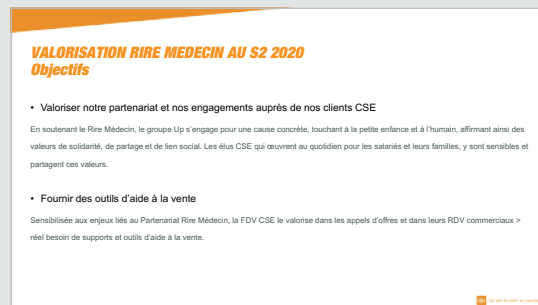
Typography

Helvetica. If unavailable, it is replaced by **Roboto**, available as a free download on Google Fonts or, failing that, **Arial**.

Insets

The combination of insets and **Helvetica Neue Extra Black Condensed Oblique** typography used in upper case gives strength to the messages. It is a key element of the territory of expression and the brand identity. If Helvetica is unavailable, it will be replaced by **Impact**.

CONSTRUCTION



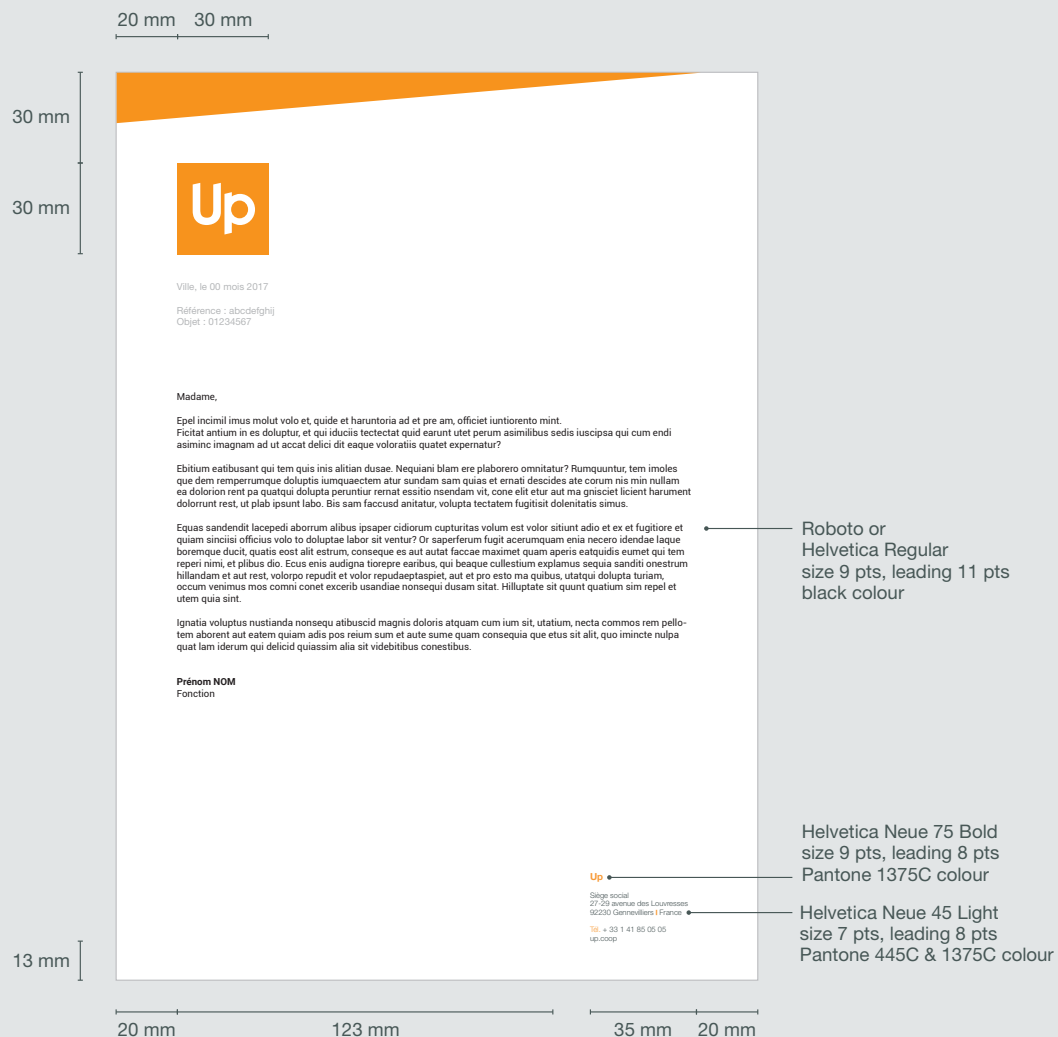
N.B. When creating a PowerPoint™ presentation, use the available customisable file.

Word™ mask

Construction principles

In Word™ documents, the logotype is placed on the top left.

CONSTRUCTION



Email signature

Construction principles

To position the signature,
use the application available on
<https://communication.up.center/>

CONSTRUCTION



Prénom Nom

prenom.nom@up.coop

Responsable identité et différenciation

Direction Communication et Différenciation | Up

07 77 37 94 13

33 1 41 85 08 01

up.coop



| my **Linked** in

Advertising banner

Dimensions: 560x100px
Rounded edges: 30px
Format: png, jpeg or gif

For your banner, include
a redirecting URL address,
if possible, tracked to measure
traffic.



Avant d'imprimer, pensez à l'environnement

2.2 STATIONERY

Stationery

Construction principles

Group

The Up logotype is positioned on the top right of the business card and on the top left of the correspondence card and letterhead.

Subsidiaries, Cooperative

The Up Subsidiary logotype (for international subsidiaries) or Up logotype (for the cooperative) is placed on the top right of the business card and on the top left of the correspondence card and letterhead.

Single product

The logotype is positioned on the top left on all documents. The Up logotype is positioned on the back of business cards, on the bottom right of the correspondence card and bottom left of the letterhead.

Multi-product

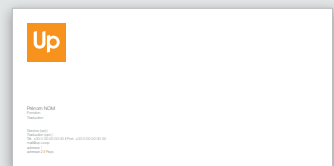
On the business card, product logotypes are positioned on the back, on the bottom right of the correspondence card and bottom left of the letterhead.

GROUP

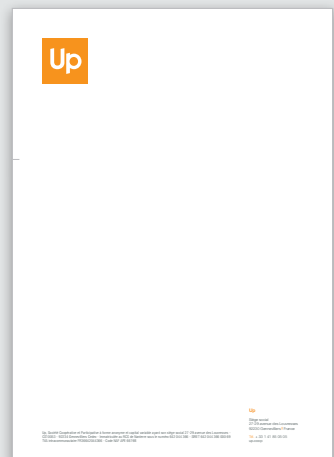
Business card



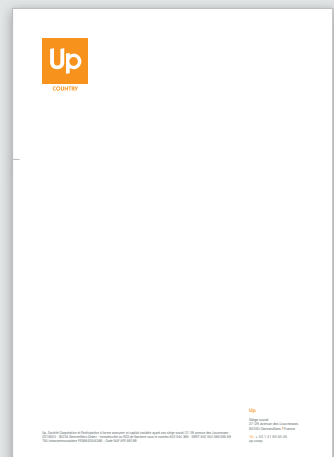
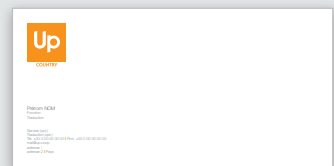
Correspondence card



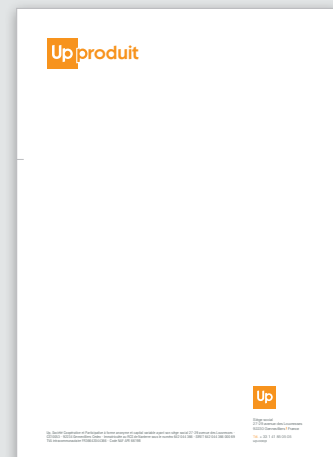
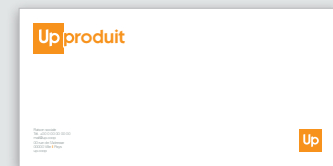
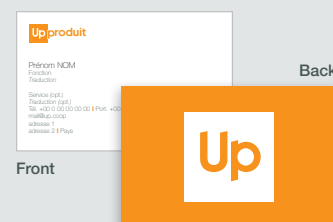
Letterhead



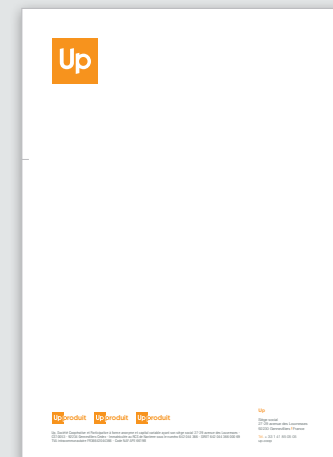
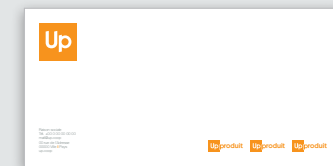
SUBSIDIARIES, COOPERATIVE



SINGLE PRODUCT



MULTI-PRODUCT



Business cards

Construction principles

On business cards, the Up logotype is positioned on the top right and the product logo on the top left (single product version).

Format
85x55 mm

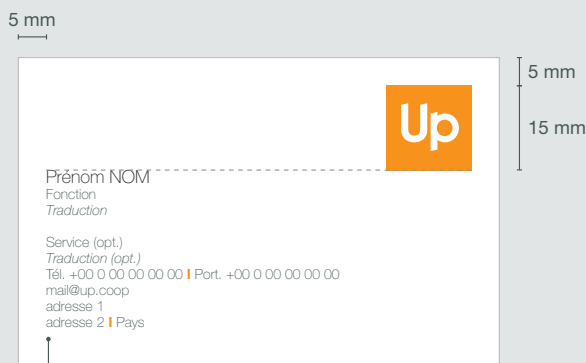
Printing
Front and back in 2 Pantone spot colours - 1375C and 445C - plus matt film coating on the back (orange solid colour) for group, subsidiary and multi-product versions.

Typography
Helvetica Neue

Back
The back of business cards will feature the Up logo or product logos, depending on the version.

N.B. For all productions, use the masters available on request or from the Brand Center.

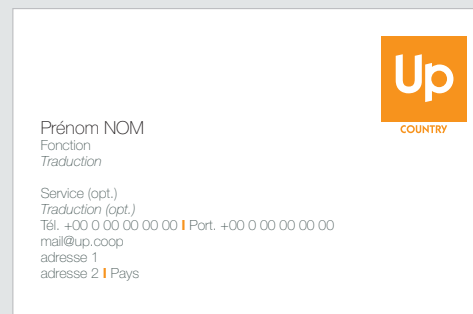
GROUP OR MULTI-PRODUCT FRONT



First name, Surname:
Helvetica Neue 35 Thin
size 9 pts, black colour

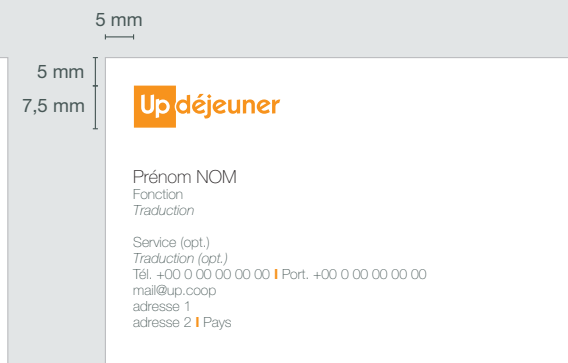
Information:
Helvetica Neue 35 Thin, normal & italic
size 7 pts, leading 8 pts, grey colour

SUBSIDIARY FRONT



Separators:
Helvetica Neue 75 Bold
size 7 pts, leading 8 pts, orange colour

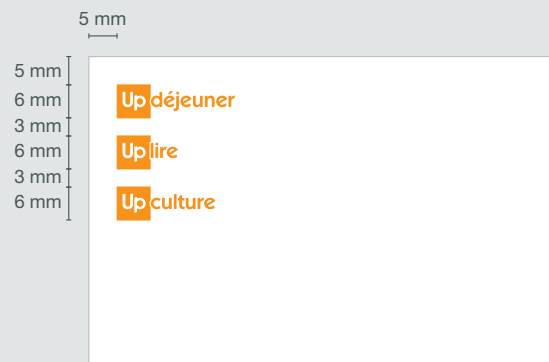
SINGLE PRODUCT



GROUP, SUBSIDIARY AND SINGLE PRODUCT VERSION



MULTI-PRODUCT BACK



Correspondence card

Construction principles

On correspondence cards, the Up logotype or product logotype (single product version) is positioned on the top left.

Format
210x105 mm

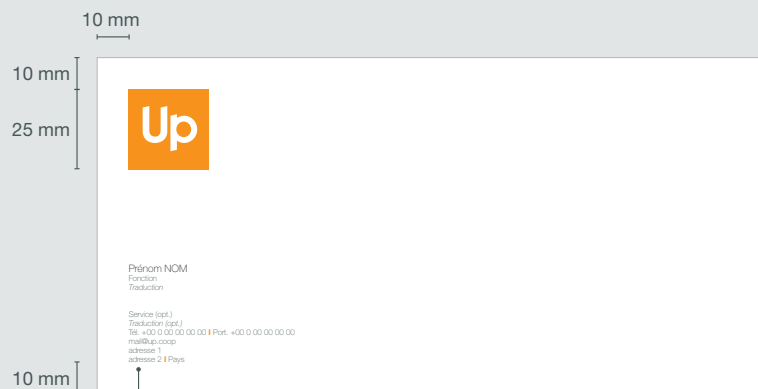
Printing
Front only in 2 Pantone spot colours 1375C and 445C

Typography
Helvetica Neue

On the bottom of correspondence cards, the product logos (multi-product version) or Up logo (single product version) will be featured, depending on the version.

N.B. For all productions, use the masters available on request or from the Brand Center.

GROUP

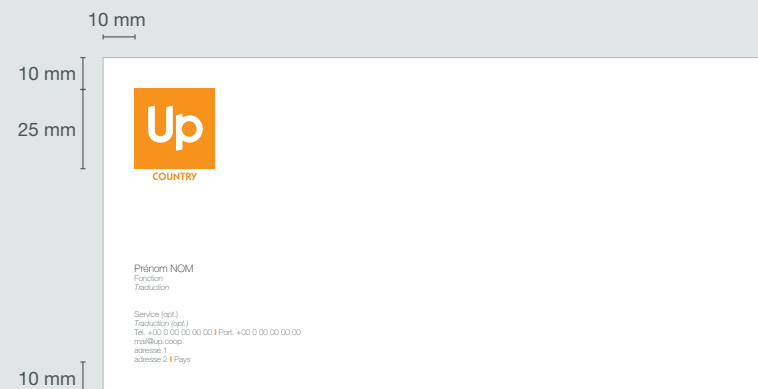


First name, Surname:
Helvetica Neue 35 Thin
size 9 pts, black colour

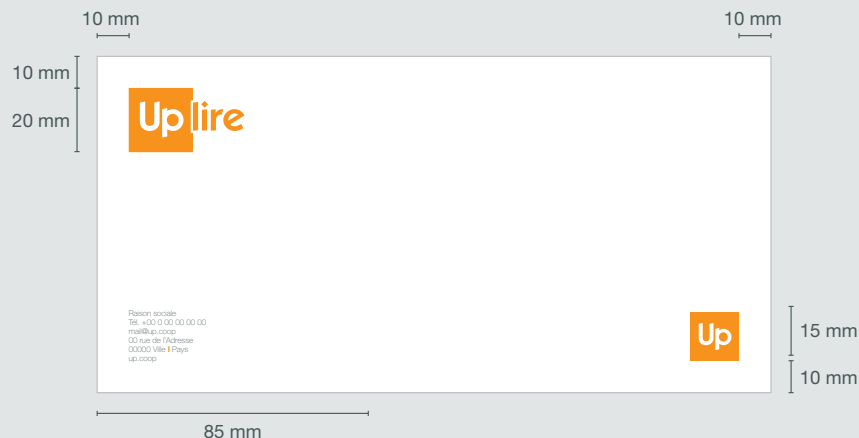
Information:
Helvetica Neue 35 Thin, normal & italic
size 7 pts, leading 8 pts, grey colour

Separators:
Helvetica Neue 75 Bold
size 7 pts, leading 8 pts, orange colour

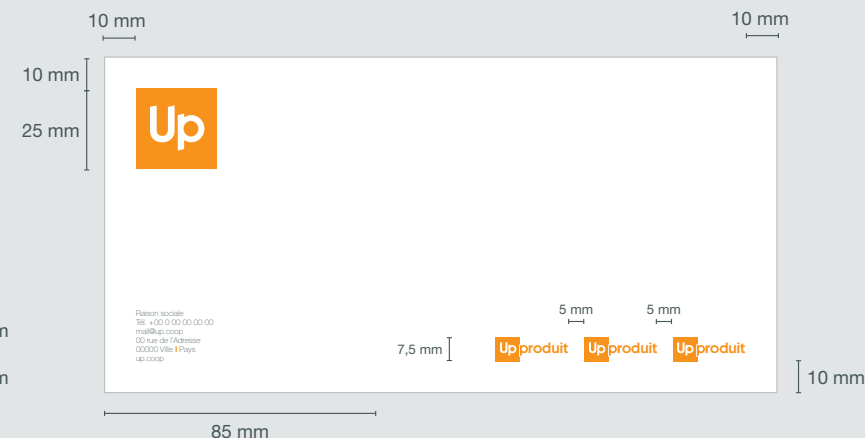
SUBSIDIARIES



SINGLE PRODUCT



MULTI-PRODUCT



Up

Up

Up

Up

Up

Up

Up

Up

Up



Up



Letterhead

Construction principles

Format
A4 (210x297 mm)

Printing
Front only in 2 spot colours
Pantone 1375C and 445C

Typography

Helvetica Neue or Roboto

On the footer of letterheads, the product logos (multi-product version) or Up logo (single product version) will be featured, depending on the version.

N.B. For all productions use the masters or Word templates available on request or from the Brand Center

SINGLE AND MULTI-PRODUCT



Multi-product

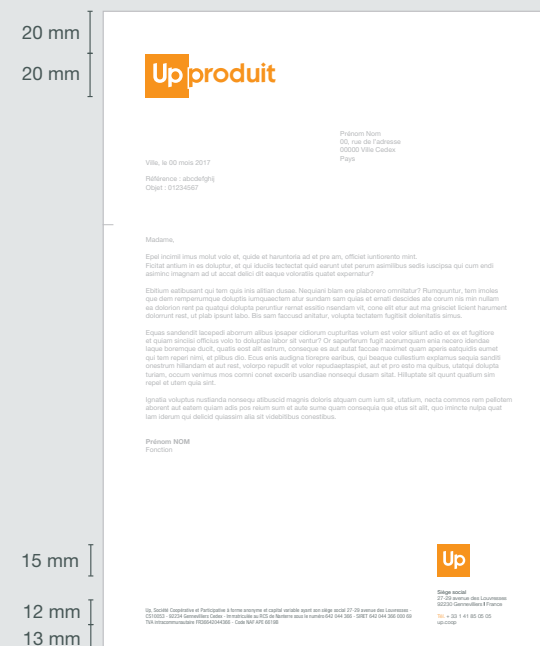
- Roboto or Helvetica Regular
size 9 pts, leading 11 pts
black colour

Helvetica Neue 75 Bold
size 9 pts, leading 8 pts
- Pantone 1375C colour

- Helvetica Neue 45 Light
size 7 pts, leading 8 pts
Pantone 445C & 1375C colour

Helvetica Neue 47 Light Condensed
size 7 pts, leading 8 pts
Pantone 445C colour

Single product



3. EXTERNAL COMMUNICATIONS

3.1 PRINT

Corporate brochure

A4 construction principles

Band

Corporate brochures start with a top sloping band in the Up orange colour.

Iconography

The visual takes up most of the surface of the document and represents the iconographic spirit of the territory of expression (see page 25).

The zone taken up by the iconography can vary in height to leave variable room for text.

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible). It can move along the left-hand edge of the visual to balance with it.

An optional text used as a second reading level can be added below the visual.

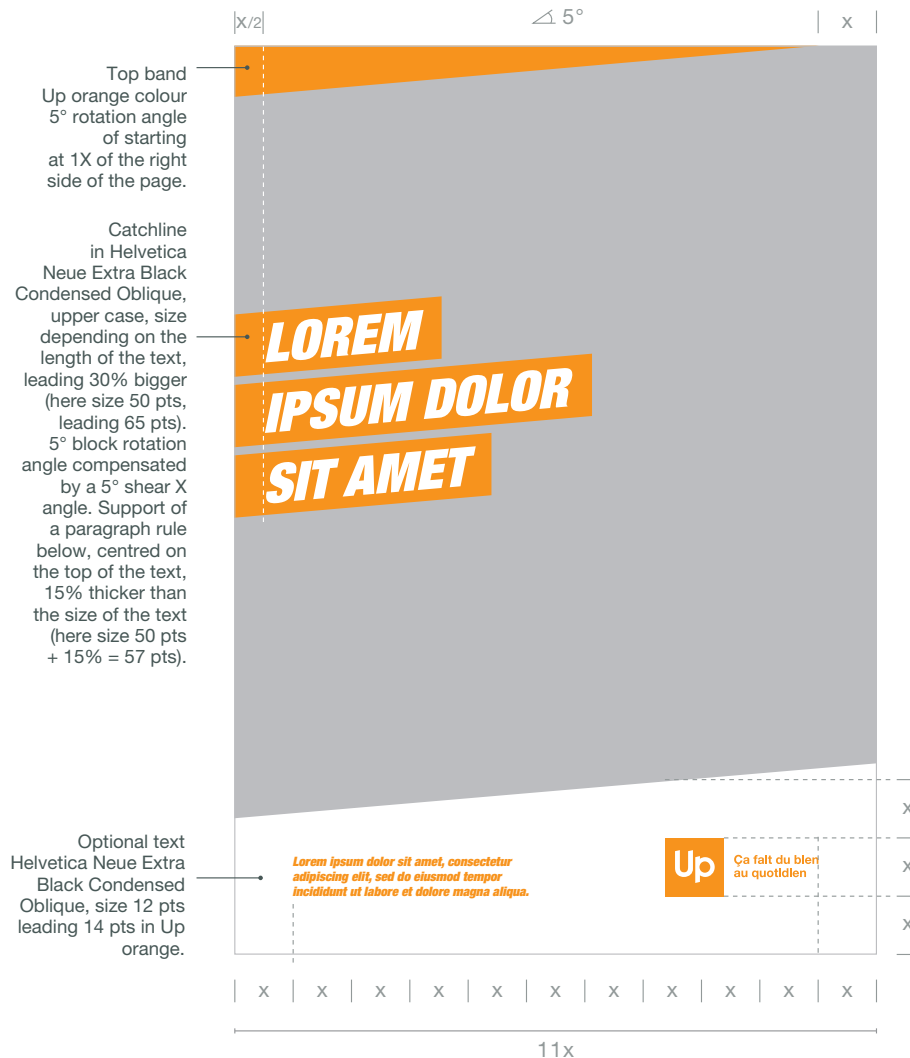
Brand block

It is always positioned on the bottom right.

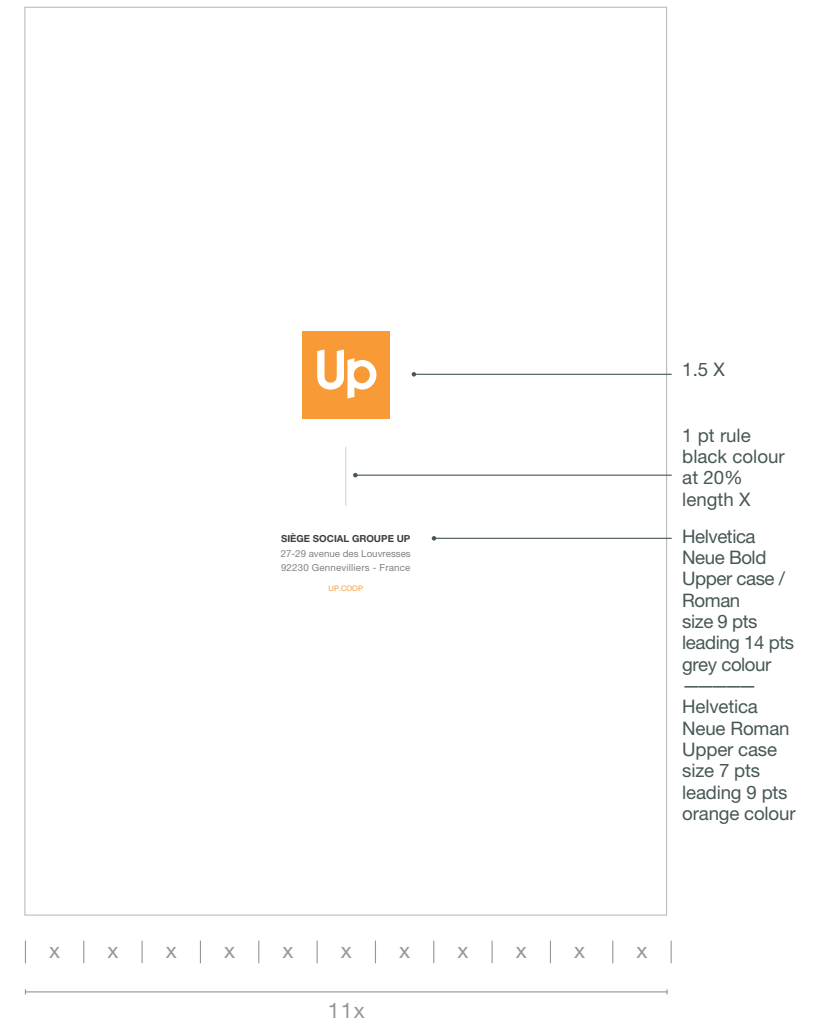
Back cover page

It features the Up logo and the postal address.

CONSTRUCTION OF THE COVER



CONSTRUCTION OF THE BACK COVER PAGE

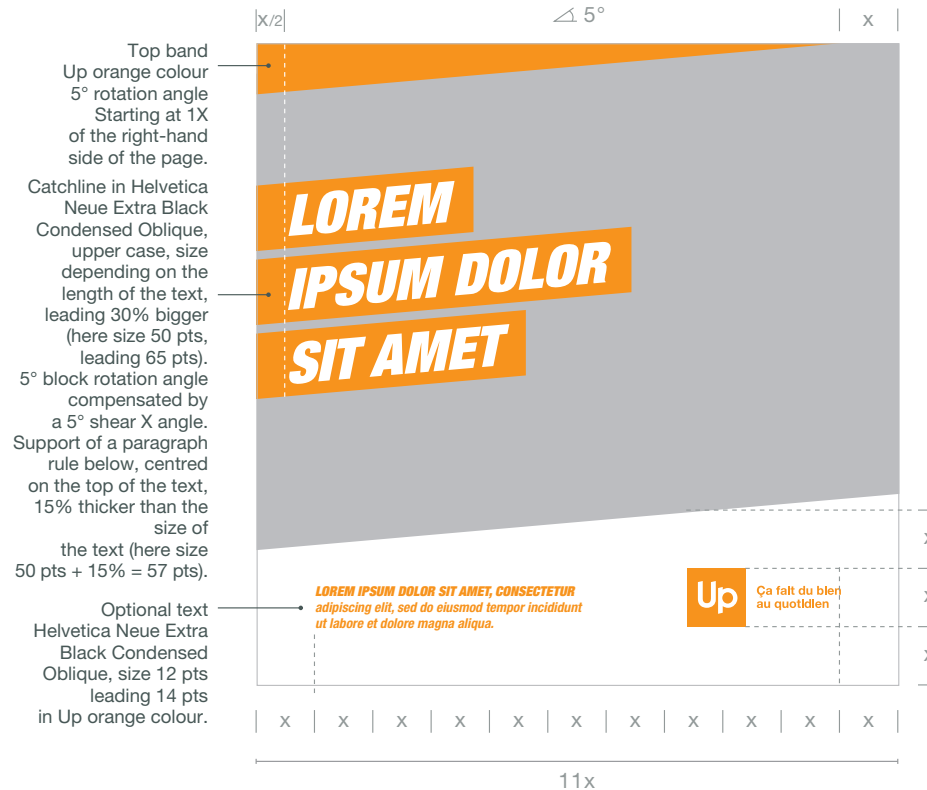


Corporate brochure

20x20 construction principles

Corporate brochures
can have a square format.

CONSTRUCTION OF THE FRONT COVER PAGE



EXAMPLE

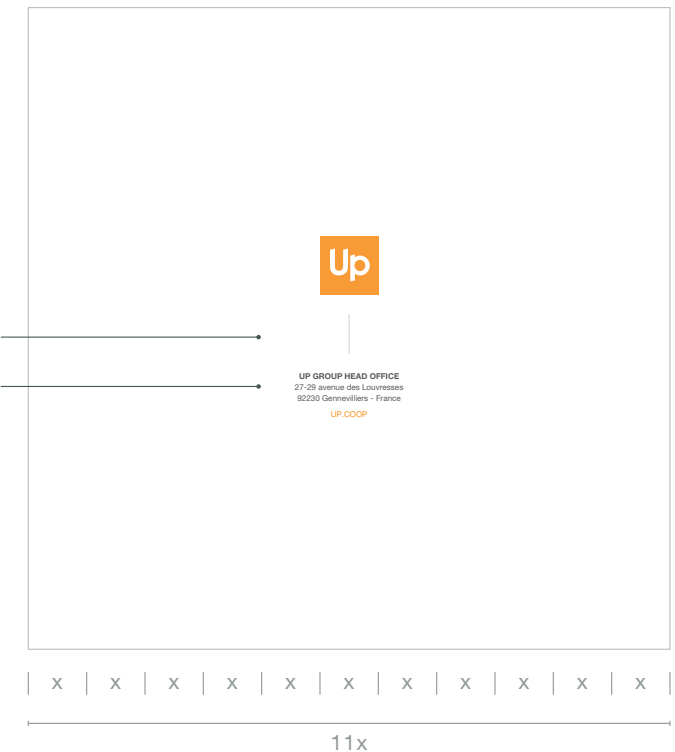


CONSTRUCTION OF THE BACK COVER PAGE

0.7 pts rule
black colour
at 20%
length 2/3 X

Helvetica
Neue Bold
Upper case /
Roman
size 7.5 pts
leading 10 pts
grey colour

Helvetica
Neue Roman
Upper case
size 7.5 pts
leading 9 pts
orange colour



Solution and target brochure

Construction principles

Band

Solution/Target brochures start with a top sloping band in the Up orange colour. It can feature wording indicating the target for which solutions are proposed.

Iconography

The visual takes up most of the surface of the document and represents the iconographic spirit of the territory of expression (see page 25). The zone taken up by the iconography can vary in height to leave variable room for text.

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible). It can move along the left-hand edge of the visual to balance with it.

An optional text used as a second reading level can be added below the visual.

Brand block

It is always positioned on the bottom right.

Back cover page

It features the centred brand block in the grey solid and contact block in the bottom diagonal.

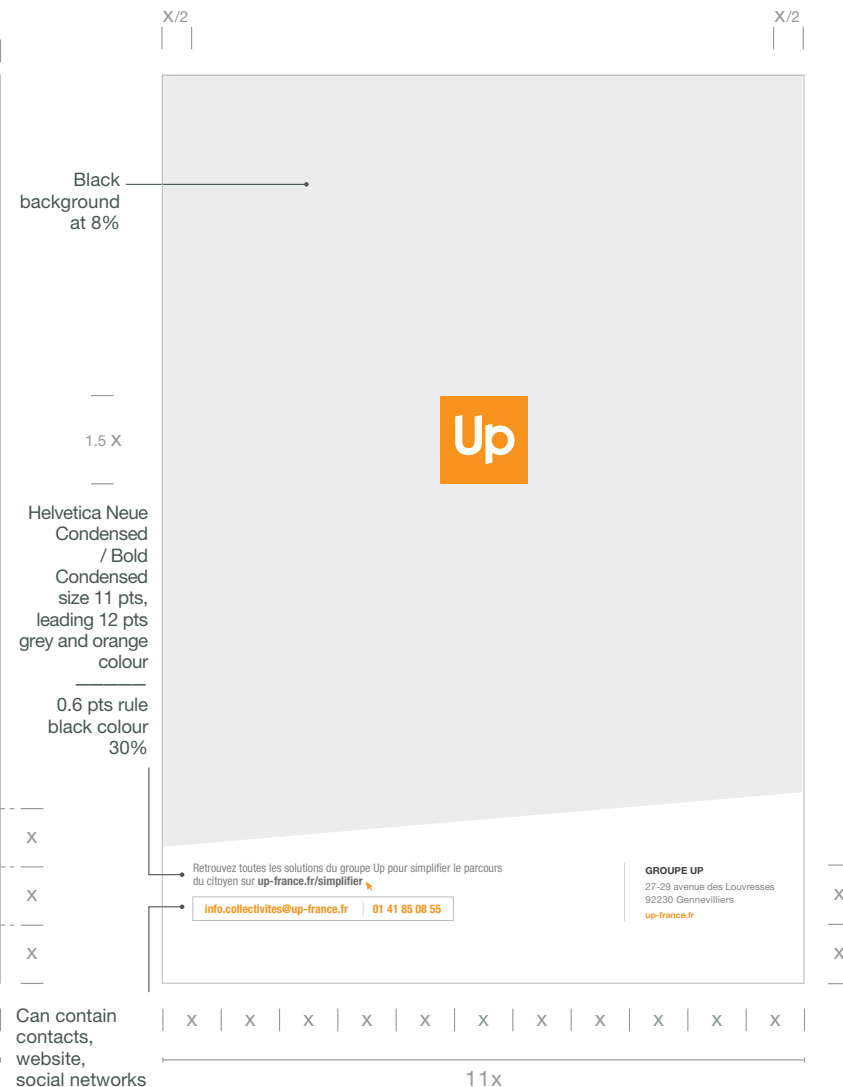
Contact block

It can contain the URL of a website, a phone number, a call to action as well as the postal address.

CONSTRUCTION OF THE COVER



CONSTRUCTION OF THE BACK COVER PAGE



Product brochure

Construction principles

Band

Product brochures start with a top sloping band in the product colour.

Iconography

The visual takes up most of the surface of the document and represents the iconographic spirit of the territory of expression (see page 25). The zone taken up by the iconography can vary in height to leave variable room for text.

Catchline and inset

Supported by a colour product inset with white text. It can move along the left-hand edge of the visual to balance with it.

An optional text used as a second reading level can be added below the visual.

Product logo

It is always positioned on the bottom right.

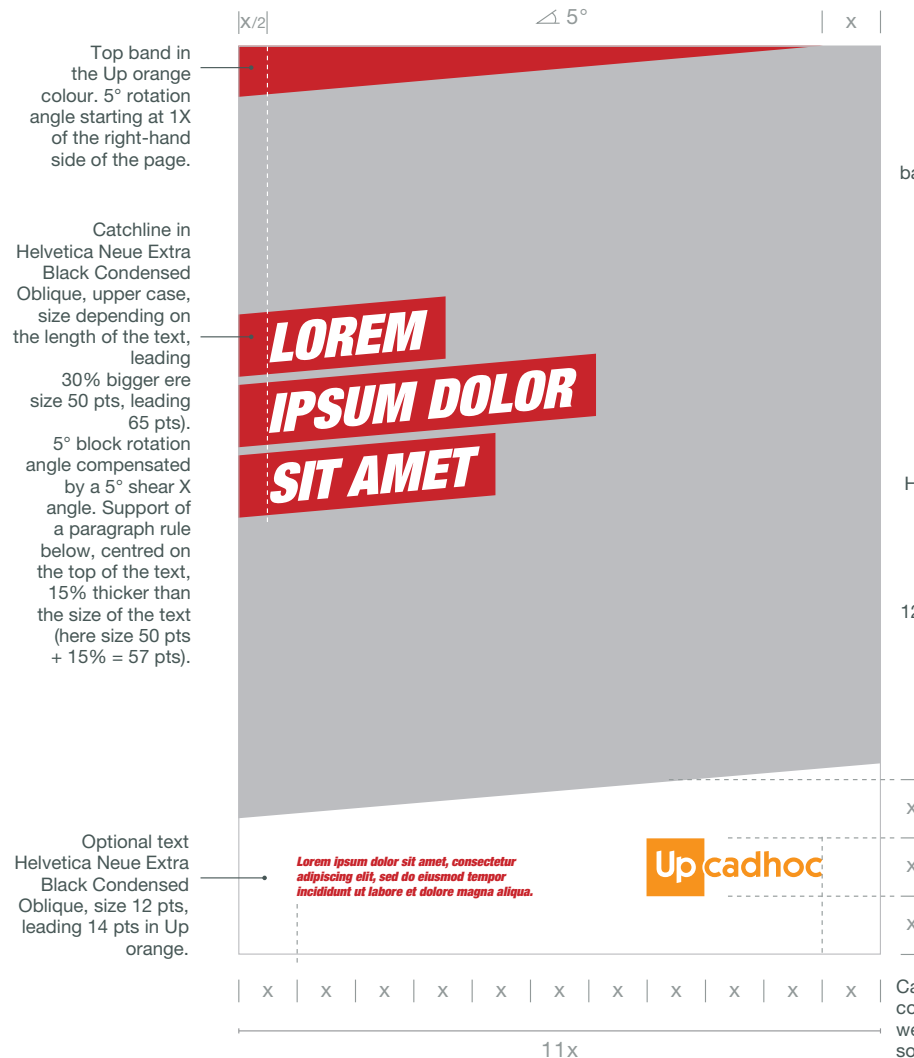
Back cover page

It features the centred brand block in the grey solid and contact block in the bottom diagonal.

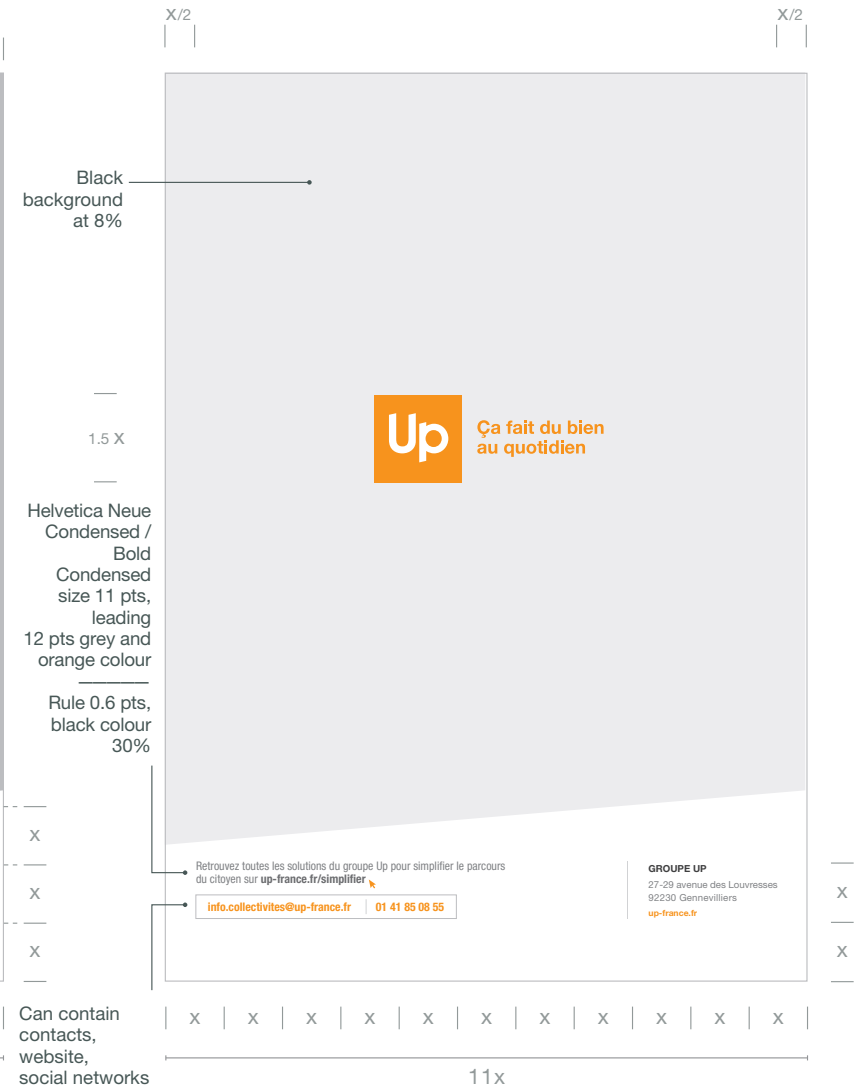
Contact block

It can contain the URL of a website, a phone number, a call to action as well as the postal address.

CONSTRUCTION OF THE FRONT COVER PAGE



CONSTRUCTION OF THE BACK COVER PAGE



Product brochure

Examples



Brand content magazine

Construction principles

This tool, due to its “brand content” positioning, does not have to take the Up territory of expression of the graphic guidelines

This tool presents the brand content to support its positioning and provide the brand with non-commercial content. It summarises articles, briefs produced by the brand on a specific subject. The front and back cover pages are set out in the guidelines

Typography

The text is typeset in Helvetica Neue.

Iconography

The photograph occupies most of the surface of the document.

Brand block

It is always positioned on the bottom right, centred in the height of the white band.

Back cover page

It features the brand block on the bottom right. Contact information is justified left, separated from the credits by a rule.

CONSTRUCTION OF THE FRONT COVER PAGE



Title logo CODE BOLD

Helvetica Neue
Medium Condensed
20 pts
orange colour



Helvetica Neue
Bold Condensed
Upper case 9 pts
black colour 80%

Helvetica Neue
Bold Condensed /
Condensed 8 pts
black colour 80%

Helvetica Neue
Bold 8 pts
orange colour and
black 80%

0.5 pts rule
black 80%

Helvetica Neue
Roman 6.5 pts
black colour 80%

CONSTRUCTION OF THE BACK COVER



Vous souhaitez nous contacter?
Par mail : info.collectivites@up.coop - Par téléphone : 01 41 85 08 55
Conception : [beardes](#) / Crédit photos : Gettyimages, Shutterstock

Can contain contacts, website, social networks

Brand content magazine

Principles of the inner pages

EXAMPLES FOR INSPIRATION

[illegible]

COALITION INNOVATION
DES CAS/CS

« Solutions Vieilles / CCAS » - groupe UJ

Quels bénéfices des collectivités en lien avec les CCAS et CAS en particulier avec des Identités en termes de technologie ?

Les collectivités ont accès à la technologie d'aujourd'hui pour gérer les données et les services. Elles peuvent ainsi améliorer la qualité de leur service et réduire les coûts. Elles peuvent également améliorer la sécurité et la confidentialité des données.

PAROLE D'EXPERT

L'EXPERIENCE UTILISATEUR
et le parcours usager au centre des processus d'innovation

Amor, Thomas, le premier chef de projet de la Coalition pour donner le principe de nos actions. Il a été le premier à nous proposer de nous réunir pour partager nos expériences et nos connaissances.

Amor, Thomas, le premier chef de projet de la Coalition pour donner le principe de nos actions. Il a été le premier à nous proposer de nous réunir pour partager nos expériences et nos connaissances.

Comment travailler pour répondre à ces besoins ?

Nous collectons, analysons, comparons les données et les informations recueillies par nos équipes qui sont régulièrement sur le terrain et en contact direct avec les participants et les décideurs des collectivités. Les données les plus précieuses du travail sont celles des participants, qui nous permettent de comprendre les besoins et les attentes des collectivités et de les intégrer dans nos projets.

Nous collectons, analysons, comparons les données et les informations recueillies par nos équipes qui sont régulièrement sur le terrain et en contact direct avec les participants et les décideurs des collectivités. Les données les plus précieuses du travail sont celles des participants, qui nous permettent de comprendre les besoins et les attentes des collectivités et de les intégrer dans nos projets.

Par ailleurs, nous avons en place une veille technologique, scientifique et technologique, qui nous permet de rester à jour sur les dernières avancées, solutions d'achat de logiciels, conseils, etc.

Nous avons aussi l'ambition d'être reconnus comme les meilleurs des collectivités en ce sens que nous sommes capables de répondre à nos besoins et de les intégrer dans nos projets.

Nous avons aussi l'ambition d'être reconnus comme les meilleurs des collectivités en ce sens que nous sommes capables de répondre à nos besoins et de les intégrer dans nos projets.

En quoi consiste le logiciel MiliSense et comment a-t-il évolué ?

MiliSense est une plateforme logicielle qui permet de collecter et d'analyser les données des collectivités. Elle est utilisée par les collectivités pour améliorer leur service et réduire les coûts.

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Il y a aussi, par exemple, les ODS et les plans pour venir au contact et échanger un peu plus avec l'extérieur. Les applications MiliSense ont été développées par un groupe de personnes qui ont travaillé pendant un certain temps sur des projets de recherche et de développement.

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Retrouvez toutes nos informations sur
coalitioninnovation.fr - info@coalitioninnovation.fr



Chez Up, nous agissons pour l'association au service de l'adaptation de la société au vieillissement...



L'AIDE AUX PERSONNES ÂGÉES

L'innovation, facteur d'autonomie !

Rejoignez nous, Simon, Paul, Amel, Maril, nous avons le plus récent matériel informatique pour accompagner les personnes âgées dépendantes. Comme chez nous l'énergie la seule source d'énergie est le soleil nous avons un million de fois et un million de fois le nombre de personnes âgées dépendantes. Il y a des millions de personnes âgées dépendantes, mais il n'y a pas de personnes âgées dépendantes. Il y a des millions de personnes âgées dépendantes, mais il n'y a pas de personnes âgées dépendantes. Il y a des millions de personnes âgées dépendantes, mais il n'y a pas de personnes âgées dépendantes.

Le numérique, qui est capable de connecter les individus, par son immatérialité et sa simplicité d'usage est une aide qui peut être mise à disposition. Il est capable de connecter les individus, par son immatérialité et sa simplicité d'usage est une aide qui peut être mise à disposition. Il est capable de connecter les individus, par son immatérialité et sa simplicité d'usage est une aide qui peut être mise à disposition.

La dépendance, du terme venant avec l'âge de nos personnes âgées dépendantes, est une situation où une personne ne peut plus s'occuper d'elle-même. Elle a besoin d'aide pour accomplir des tâches quotidiennes. Cette aide peut être fournie par des professionnels de la santé, des bénévoles ou des proches. La dépendance est une situation où une personne ne peut plus s'occuper d'elle-même. Elle a besoin d'aide pour accomplir des tâches quotidiennes. Cette aide peut être fournie par des professionnels de la santé, des bénévoles ou des proches.

... et pour la connexion technologique au service de l'humain.



**demain
c'est
qu'aujourd'hui**

Faites le plein d'inspirations sur demainguide.fr



Up l'innovation au service de l'humain

[illegible]

Product sheet

Construction principles

Band

Product sheets start with a top sloping band in the product colour.

Iconography

The visual takes up the upper third of the document and represents the iconographic spirit of the territory of expression (see page 25). The zone taken up by the iconography can vary in height to variable room for text.

Product logo

It is always positioned under the visual, justified left.

Packshot

Depending on the stance, different packshots can be used.

Product logo

Always positioned and justified left.

Contact block

It is positioned on the back of the sheet, on the bottom left. It can contain the URL of a website, a phone number, a call to action or referrals to social networks.

Brand block

It is always positioned on the back on the bottom right.

CONSTRUCTION OF THE FRONT

LE CADEAU QUI EMBALLE TOUT LE MONDE!

16 enseignes dans le top 30 des enseignes préférées des français

LES + ENTREPRISES

NOS OFFRES DE SERVICES

MODES DE COMMANDE

PERSONNALISATION

MODES DE LIVRAISON

MOYENS DE PAIEMENT

VALEUR DE LA DOTATION

ESPACE CLIENT WEB DÉDIÉ

Font specifications:

- Roboto Bold 12 pts black colour 80%
- Title: Dosis Bold 12 pts CADHOC red colour
- Text: Helvetica Neue Bold / Roman 10 pts black colour 80%
- Dosis Bold / regular 11 pts red colour CADHOC / black 80%
- Helvetica Neue Bold Upper case / Light 10 pts black colour 80%

CONSTRUCTION OF THE BACK

Upcadhoc

LES + BÉNÉFICIAIRES

LES SERVICES BÉNÉFICIAIRES DÉDIÉS

LE MEILLEUR RÉSEAU MULTI-ENSEIGNES

GRANDE DISTRIBUTION

MODE

MAISON / DÉCO

PUÉRICULTURE & RÉCRÉATIONS

LOISIRS & SPORTS

VOYAGES & DÉTENTE

GASTRONOMIE

Où utiliser mes titres ?

RESTONS EN CONTACT

REJOIGNEZ LA CONVERSATION

Font specifications:

- Dosis Bold 10 pts black colour 90%
- Helvetica Neue Bold Condensed 9 pts hyperlink blue colour
- Helvetica Neue Roman 7 pts black colour 80%

Corporate advertisement

Construction principles

Band

Corporate advertisements start with a top sloping band in the Up orange colour.

Iconography

The visual takes up most of the surface of the document and represents the iconographic spirit of the territory of expression (see page 25).

The zone taken up by the iconography can vary in height to leave variable room for text.

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible). It can move along the left-hand edge of the visual to balance with it.

Packshot and Call to action

Depending on the stance, different packshots can be used together with a call to action towards the required website.

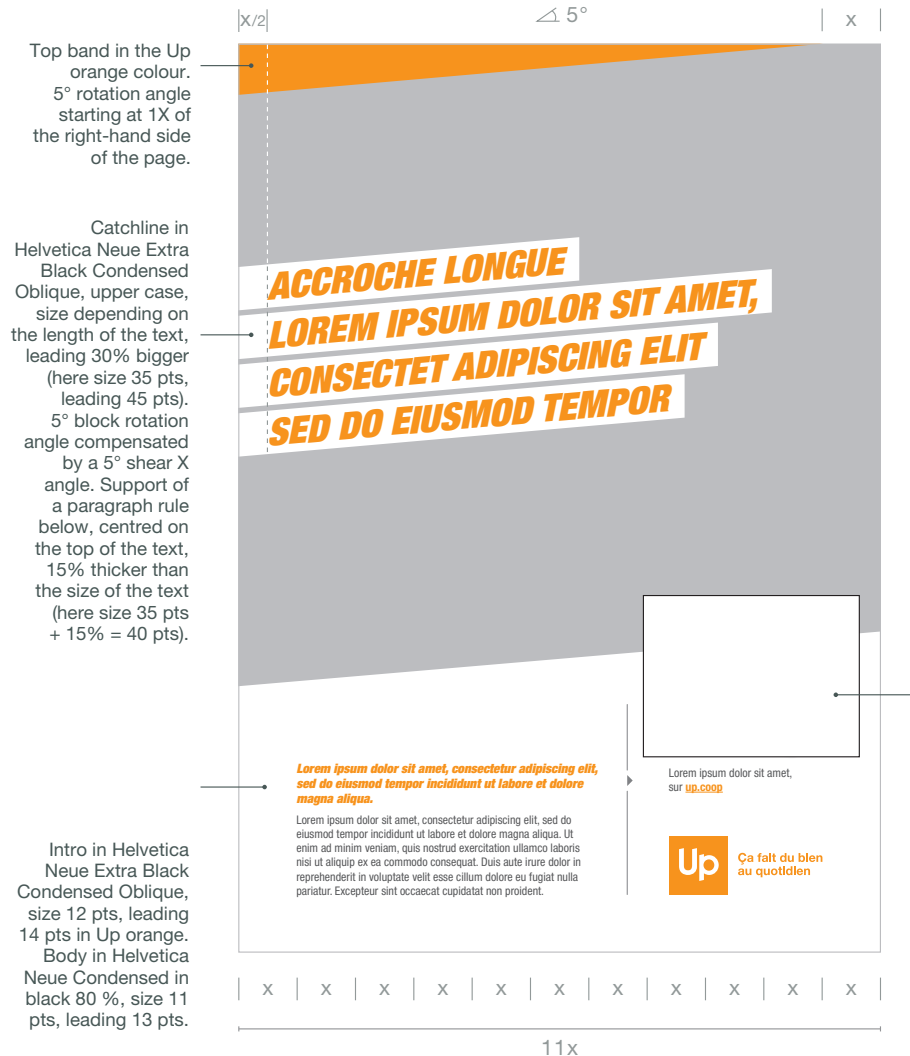
Text

Different layouts of the text part can be envisaged. Focus on clarity and legibility.

Brand block

It is always positioned on the bottom right.

A4 FORMAT



EXAMPLES OF PACKSHOT / CALL TO ACTION

Call to action

Job-dating

Find us on 3 September 2019 at 27-29 av. des Louvresses, 92230 Gennevilliers

Apply on the up.coop application space

Packshot



Discover all catering points in France on up.coop



EXAMPLE

Solution and target advertisement

Construction principles

Band

Solution and target advertisements start with a top sloping band in the Up orange colour. It can include wording indicating the solutions put forward.

Iconography

The visual takes up the iconographic spirit of the territory of expression (see page 25). The zone taken up by the iconography can vary in height to leave variable room for text.

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible). It can move along the left-hand edge of the visual to balance with it.

Product packshot and Call to action

Depending on the stance, different packshots can be used together with a call to action towards the required website.

Text

Different layouts of the text part can be envisaged.

Brand block

It is always positioned on the bottom right.

Contact block

It can contain the URL of a website, a phone number, a call to action or referrals to social networks.

A4 FORMAT



EXAMPLES OF PACKSHOT / CALL TO ACTION

Product packshot



Discover all our solutions on [up.coop/storemopsim](#)



In voucher form or 100% paperless, discover all our solutions on [up.coop/domicile](#)

Promotion of a service or functionality



Discover all our solutions on [up.coop/storemopsim](#)

Partnership



Discover all our solutions For a #healthy_diet on [up.coop/dejeuner/Partnerships](#)

Key figure

+ 3.6 million households use personal services

Discover all our solutions on [up.coop/domicile](#)

EXAMPLE



Product advertisement

Construction principles

Band

Product advertisements start with a top sloping band in the Up orange colour depending on the stance.

Iconography

The visual takes up the iconographic spirit of the territory of expression (see page 25). The zone taken up by the iconography can vary in height to leave variable room for text.

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible) or product colour inset with white text. It can move along the left-hand edge of the visual to balance with it.

Product packshot and Call to action

Depending on the stance, different packshots can be used together with a call to action towards the required website.

Text

Different layouts of the text part can be envisaged. Focus on clarity and legibility.

Brand block

It is always positioned above the body copy and is justified left on it.

Product logo

It is always positioned above the body copy and is justified left on it.

A4 FORMAT



EXAMPLES OF PACKSHOT / CALL TO ACTION

Product packshot



Discover all our solutions on up.coop/storemopsim



In voucher form or 100% paperless, discover all our solutions on up.coop/domicile

Promotion of a service or functionality



Discover all our solutions on up.coop/storemopsim

Partnership



Discover all our partnerships For a #healthy_diet on up.coop/dejeuner/Partnerships

Key figure

+ 3.6 million households use personal services

Discover all our solutions on up.coop/domicile

Corporate poster

Construction principles

Band

Corporate posters start with a top sloping band in the Up orange colour.

Iconography

The visual takes up the iconographic spirit of the territory of expression (see page 25). The zone taken up by the iconography can vary in height to leave variable room for text.

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible) or product colour inset with white text. It can move along the left-hand edge of the visual to balance with it.

Product packshot and Call to action

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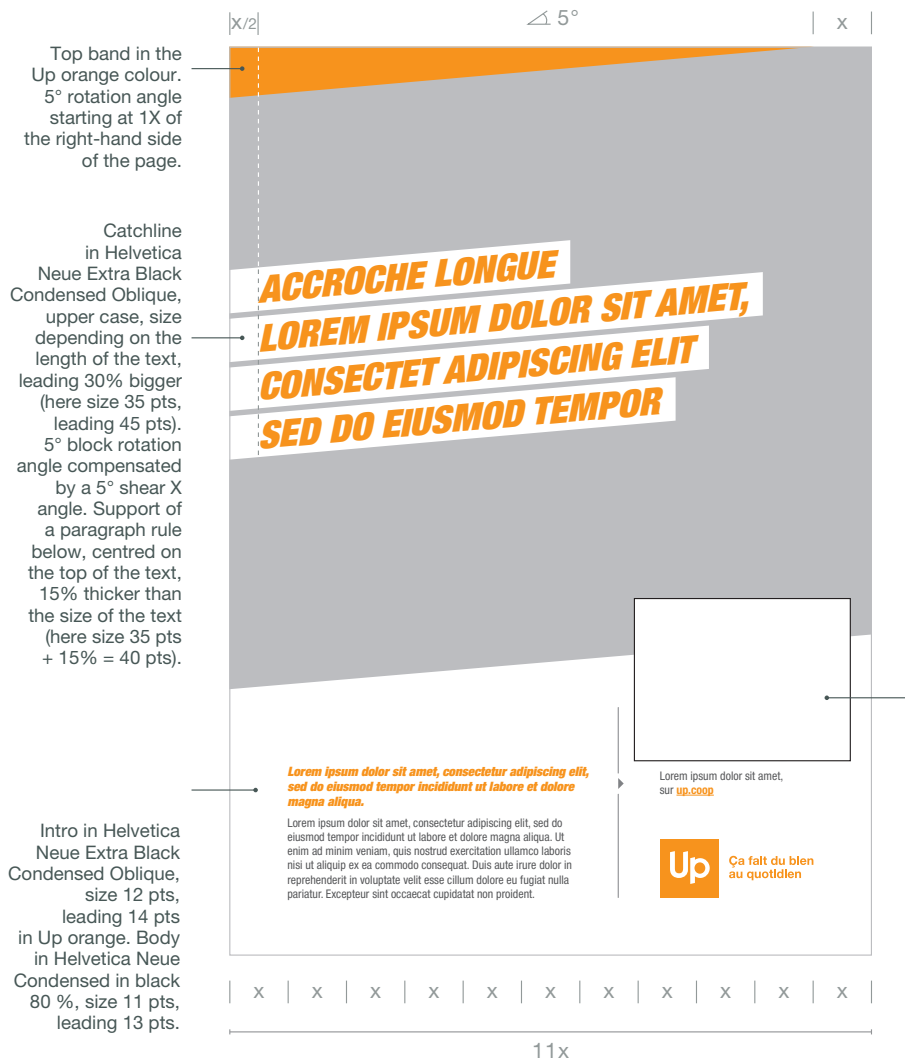
Text

Different layouts of the text part can be envisaged. Focus on clarity and legibility.

Brand block

It is always positioned above the body copy and is justified left on it.

A4 FORMAT



EXAMPLES OF PACKSHOT / CALL TO ACTION

Call to action

Job-dating

Find us on 3 September 2019
at 27-29 av. des Louvresses,
92230 Gennevilliers

Apply on the [up.coop](#)
application space

Packshot



Discover all catering
points in France
on [up.coop](#)

Solution and target poster

Construction principles

Band

Solution and target posters start with a top sloping band in the Up orange colour. It can include wording indicating the solutions put forward.

Iconography

The visual takes up the iconographic spirit of the territory of expression (see page 25). The zone taken up by the iconography can vary in height to leave variable room for text.

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Product packshot and Call to action

Depending on the stance, different packshots can be used together with a call to action towards the required website.

Text

Different layouts of the text part can be envisaged.

Brand block

It is always positioned above the body copy and is justified left on it.

A4 FORMAT



EXAMPLES OF PACKSHOT / CALL TO ACTION

Product packshot



Promotion of a service or functionality



Partnership



Key figure



Product poster

Construction principles

Band

Product posters start with a top sloping band in the Up orange colour depending on the stance.

Iconography

The visual takes up the iconographic spirit of the territory of expression (see page 25). The zone taken up by the iconography can vary in height to leave variable room for text.

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible) or product colour inset with white text. It can move along the left-hand edge of the visual to balance with it.

Product packshot and Call to action

Depending on the stance, different packshots can be used together with a call to action towards the required website.

Text

Different layouts of the text part can be envisaged. Focus on clarity and legibility.

Product logo

It is always positioned above the body copy and is justified left on it.

Brand block

It is always positioned on the bottom right.

A4 FORMAT



EXAMPLES OF PACKSHOT / CALL TO ACTION

Product packshot



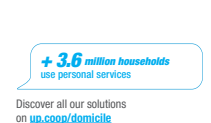
Promotion of a service or functionality



Partnership



Key figure



Press release

Construction principles

Up logo

It is positioned first and centred widthways on the page.

Printing

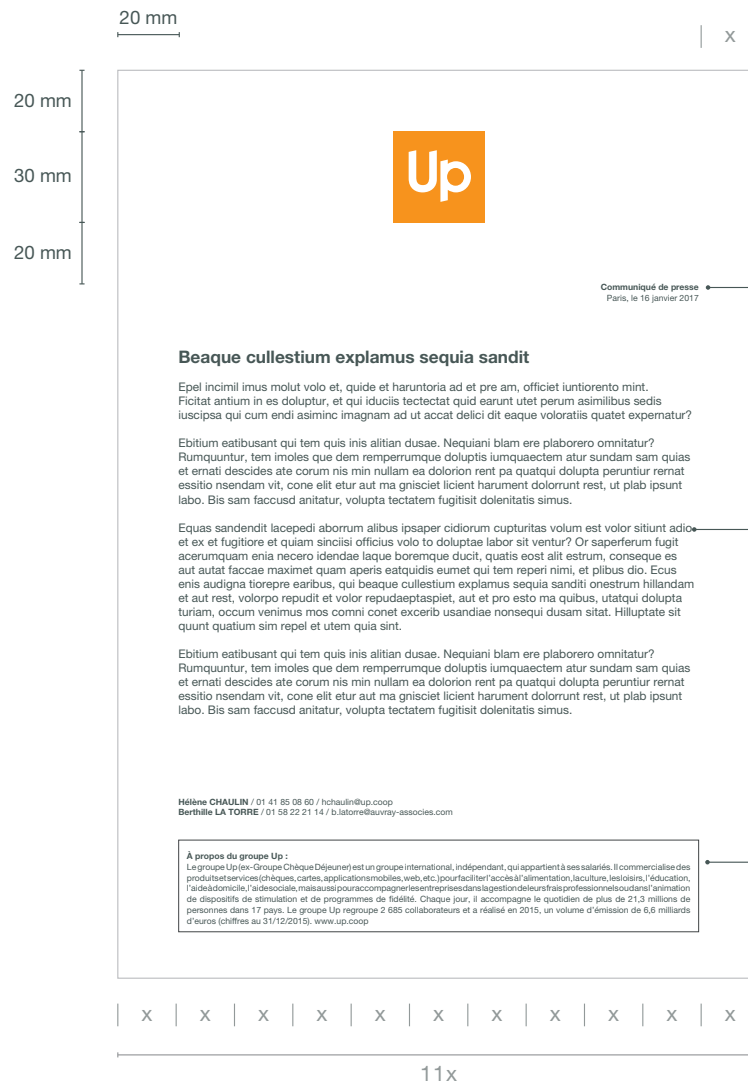
CMYK four-colour printing
or circulation in PDF

Typography

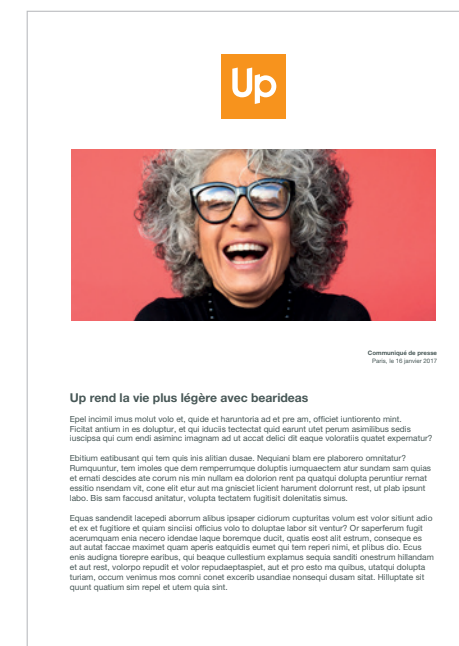
Helvetica Neue

Desktop publishing fonts used to draft releases are Helvetica or, failing that, Arial.

CONSTRUCTION



EXAMPLE WITH PHOTO



3.2 DIGITAL

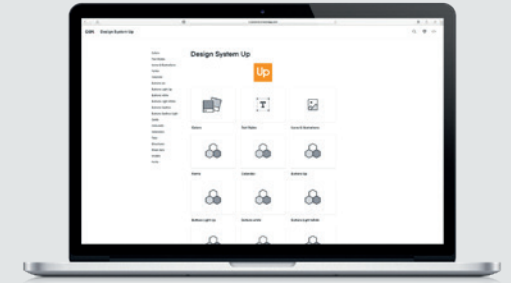
Fundamental elements

To simplify and standardise the production of digital media in all our countries, we currently use a tool that brings together all the components needed to create or update web platforms (websites, applications, mobile applications, etc.):

- **For UI/UX: InVision Design System Manager (DSM)**

This is an on-line system that is used to import objects (buttons, table, Inputs, icons, illustrations, etc.) to create models from Sketch.

To access these tools and retrieve the fundamental elements of our graphic guidelines, please contact our teams.



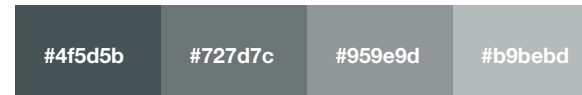
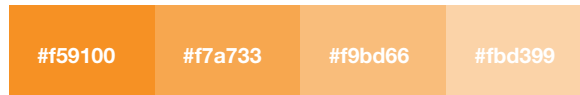
The identity colours of Up must be respected.

They contribute to ensuring the consistency and strength of the communication visual territory.

The two main colours (orange and grey) can be adapted in their different degrees of opacity if necessary.

COLOURS

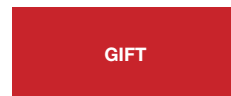
Main



Vouchers (e.g. in France)



#f59100



#c50e1f

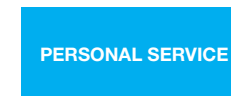


#0070b8

Culture

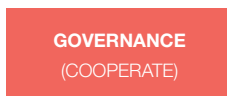


#c5007b



#009ee3

Strategic programmes



#ea5f54



#f2c023



#51487e



#6cb5e3



#01b19e

Fundamental elements

Typography, buttons and favicons

Typography

The main font is Helvetica Neue, which should be preferred.

If it is impossible to use **Helvetica Neue**, it is replaced by Roboto, available as a free download on Google Fonts, or failing that, **Arial**.

For catchlines in insets

(see p. 24-25): If it is impossible to use Helvetica Neue Extra Black Condensed Oblique, it will be replaced by **Impact**.

Buttons

For **search, contact, social networks** (non-exhaustive list), we recommend the use of **floating buttons** on the side which follow the scroll. For all other buttons, we recommend the use of **flat and round buttons**.

Favicon

The favicon is an icon that is displayed in miniature on the tab of a website and in the browser's favourites bar. It is an indispensable tool to develop our brand on the internet.

For more information, please contact Sabrina Iram: sabrina.iram@up.coop

MAIN TYPOGRAPHY

Helvetica Neue

AaBbCcDdEefGgHhIi
JjKkLlMmNnOopQq
RrSsTtUuVvWwXxYyZz
£#%&€@?!"0123456789

SECONDARY TYPOGRAPHY

Roboto

AaBbCcDdEefGgHhIiJjKkLlMm
NnOopQqRrSsTtUuVvWwXxYyZz

Arial

AaBbCcDdEefGgHhIiJjKkLlMm
NnOopQqRrSsTtUuVvWwXxYyZz

BUTTONS

Examples



FAVICON



Fundamental elements

Pictograms

Pictograms

There is a digital guideline available for apps, customer areas, etc. This guideline will allow you to support the user in your processes while humanising your human-machine relationship. User-centred and up-charted, these graphic tools meet the technical constraints of UX, UI and developers.

You will find :

- a **visual guide** to illustrate a conversational tone with the user in your screens,
- **action icons** to facilitate learning the interface. They highlight the steps of an action: email sent, card activated... and thus guide the user's path,
- a **mentor in the shape of emojis** to express a specific emotion,
- **Product visuals ranging** from cards to pictograms to meet functional constraints,
- **functional pictograms**.

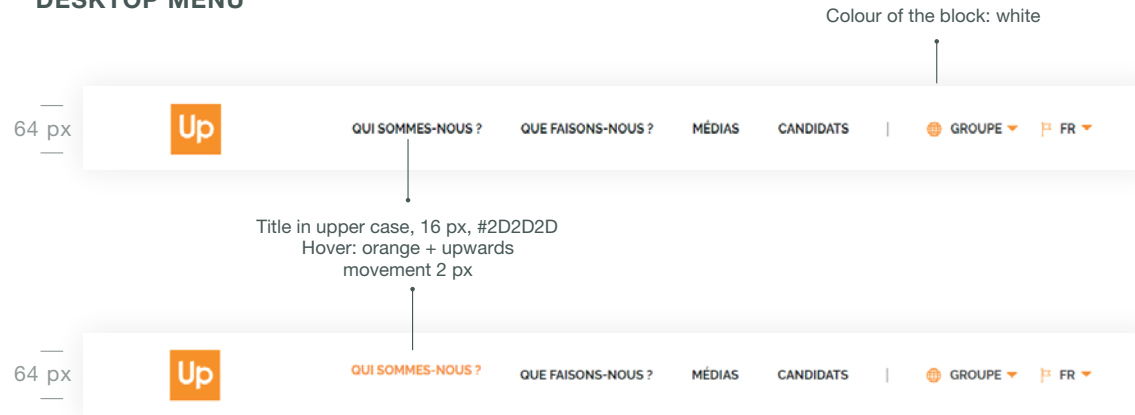
For more information, please contact Delphine Marseglia, delphine.marseglia@up.coop

Fundamental elements

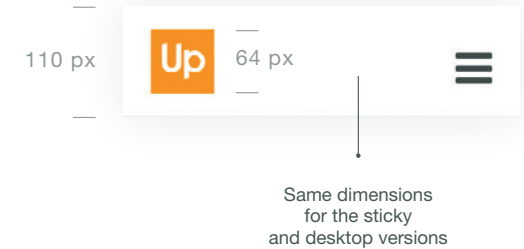
Menu

To obtain the relevant templates, please contact
Sabrina Iram:
sabrina.iram@up.coop

DESKTOP MENU

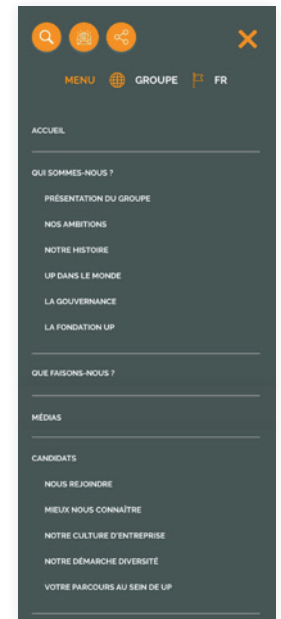


MOBILE MENU



OPEN MOBILE MENU

Title in upper case
white; 12 px;
Orange hover



STICKY - DESKTOP MENU



OPEN DESKTOP MENU



Fundamental elements

Header

The Group makes available a header/footer solution which must be implemented on all of the Group's sites. This solution is used to generate one's own header and footer, in the local language from a back office and integrate them easily onto each site, regardless of the technology used for development.

The implementation of the header on sites is not compulsory.

It is up to the entity to decide.

Composition of the header in local language.

- Find us on:
- Each entity can publish its social networks.
 - Displays the group's social networks by default if the entity is not present on social networks.

Up logo: link to the group's site.

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

DESKTOP HEADER



Fundamental elements

Footer

The implementation of the footer on sites is mandatory.

There are two footer versions. Each entity selects the one that best suits their needs.

Mobile footer

Only keep indispensable elements.

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

DESKTOP FOOTER

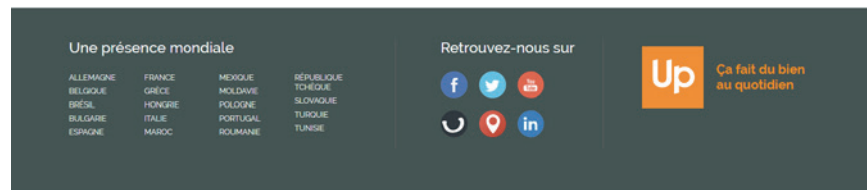
95 px



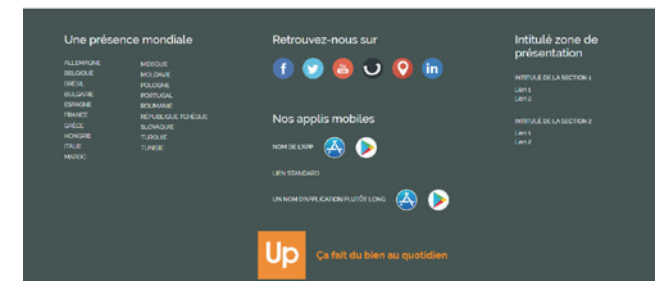
Title in upper case
white; 12 px;
#4E5B59

DESKTOP FOOTER

Group footer

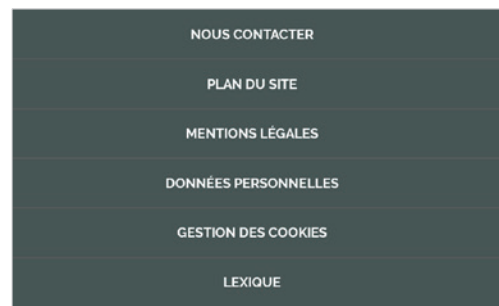


Country footer



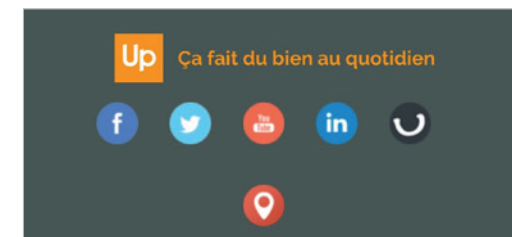
MOBILE FOOTER

35 px



Title in upper case
white; 10 px;
#4E5B59

MOBILE FOOTER



COOKIE FOOTER

En poursuivant votre navigation sur ce site, vous acceptez l'utilisation de cookies destinés à améliorer la navigation et à adapter le contenu en mesurant le nombre de visites et de pages vues.
[Pour en savoir plus](#)

ACCEPTER

Corporate website

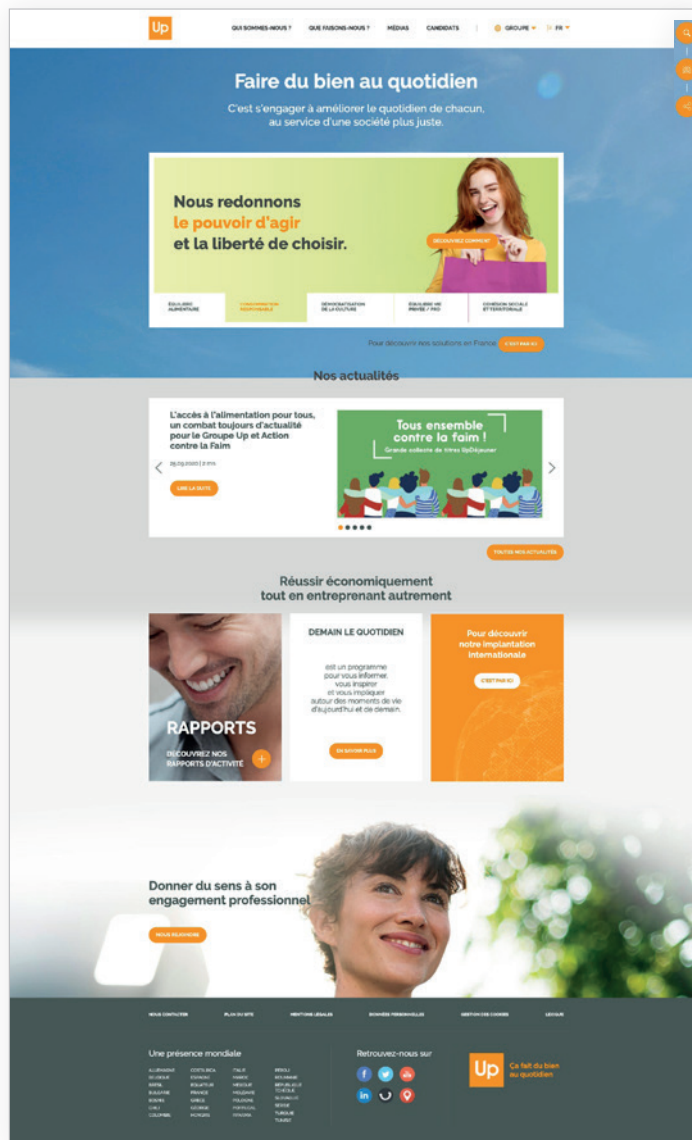
Example

The Group's website uses an understated and minimalist style that excludes depth effects. It imposes short text, simple forms and solid colours with a combination of visuals. Priority is given to images to create breathing spaces.

Responsive

The website is developed in a responsive design style to adapt to all screen widths.

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

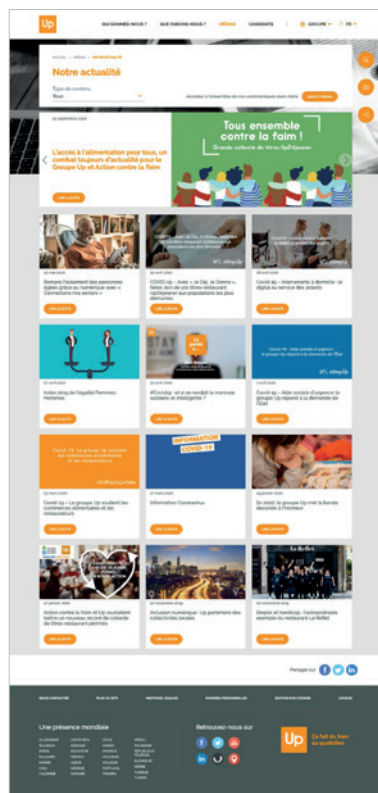


Constitutional website

Page principles - desktop version

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

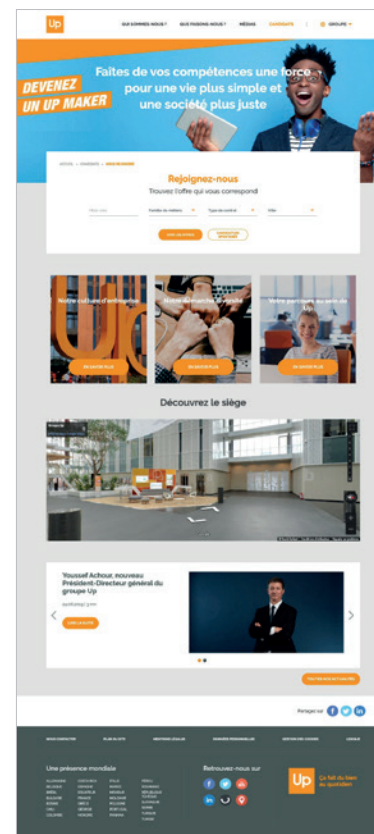
NEWS PAGE



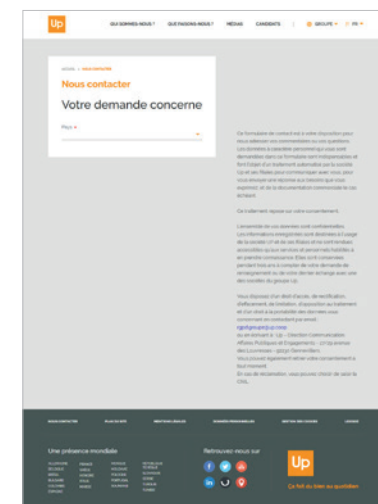
CONTENT PAGE



CAREER PAGE



CONTACT PAGE



Corporate website

Page principes - mobile version

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

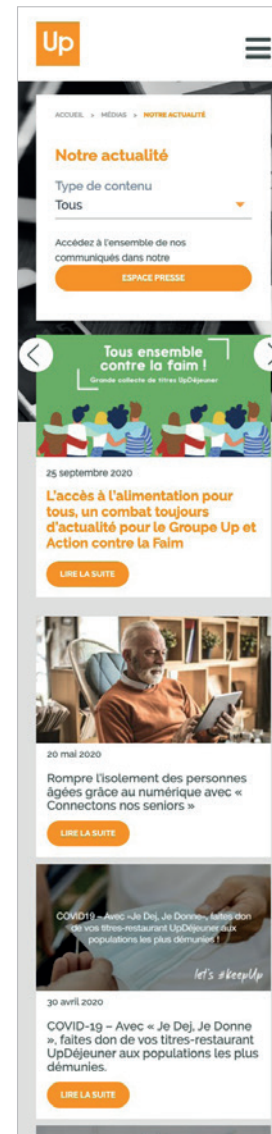
HOME PAGE



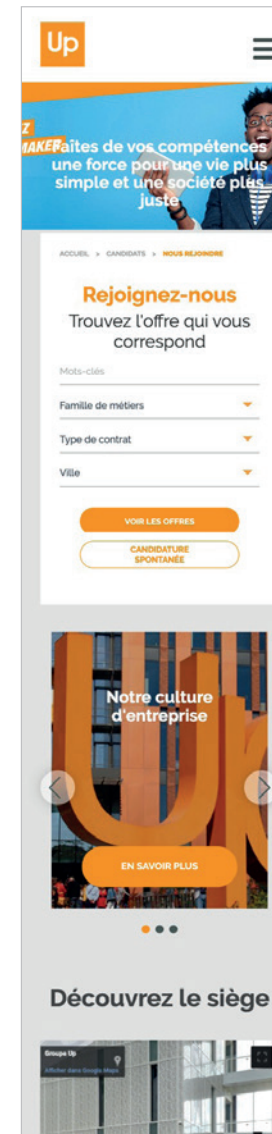
CONTENT PAGES



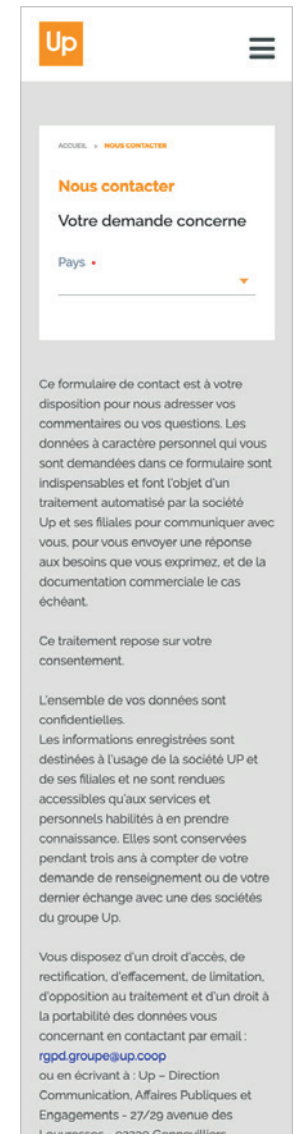
MEDIA PAGE



CAREER PAGE



CONTACT PAGE



Business website

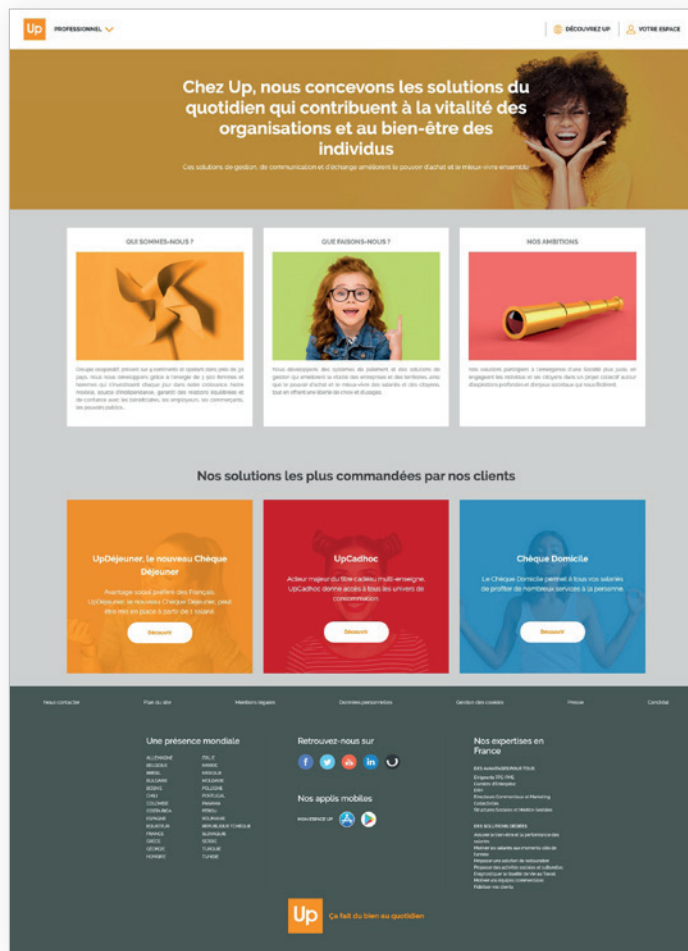
Example of France

The business website uses an understated and minimalist style that excludes depth effects. It imposes short text, simple forms and solid colours with a combination of visuals. Priority is given to images to create breathing spaces.

Responsive

The website is developed in a responsive design style to adapt to all screen widths.

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

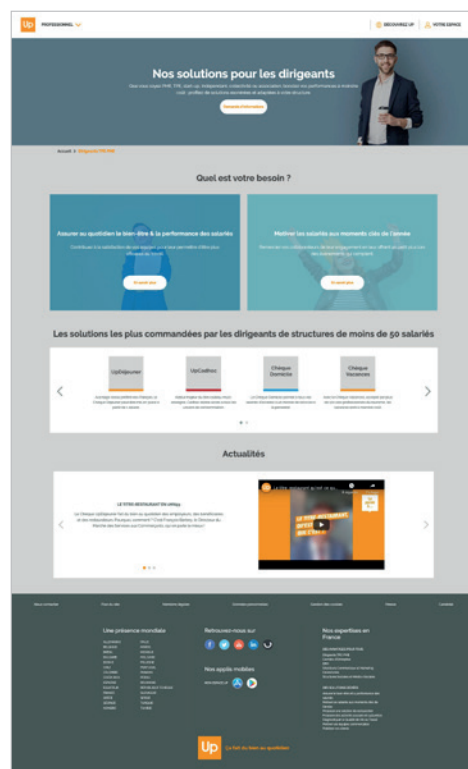


Business website

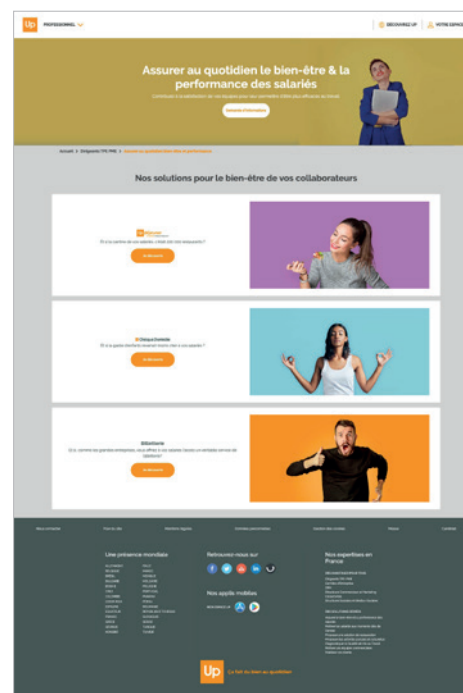
Example of France

To obtain the relevant templates, please contact Sabrina Iram: sabrina.iram@up.coop

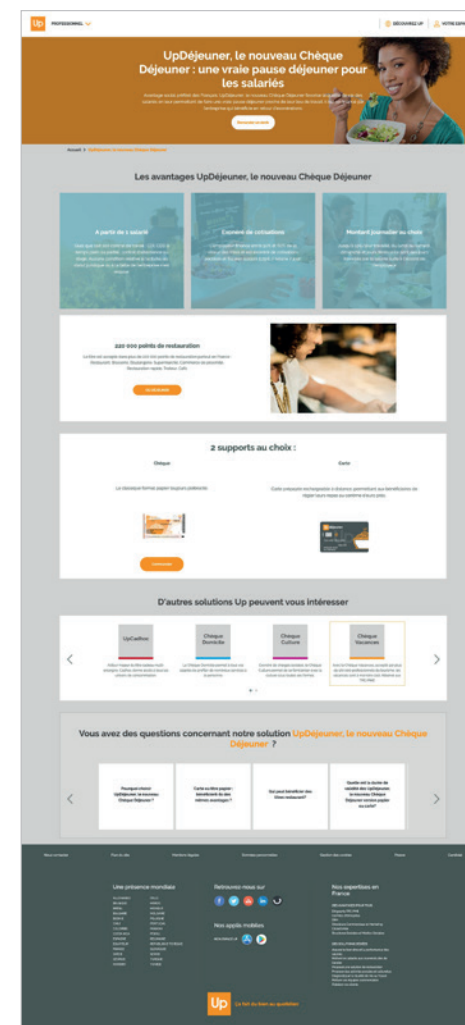
TARGET PAGE



ISSUE PAGE



PRODUCT PAGE



Brand content website

Example of France

These are tools in which brand content (articles, expert interviews, key figures, computer graphics, videos, etc.) is presented to give substance to our positioning and provide the brand with non-commercial content.

For example, in France, the **demain.up.coop** website.

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

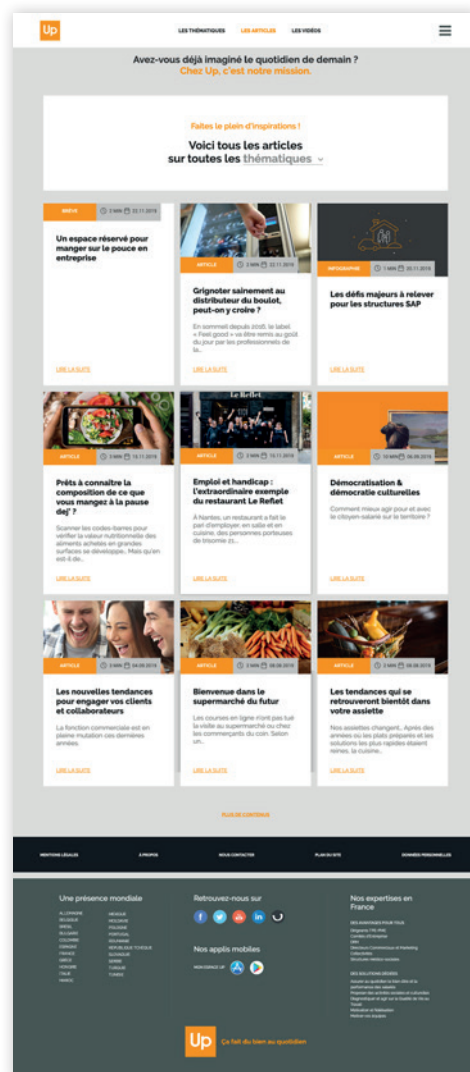


Brand content website

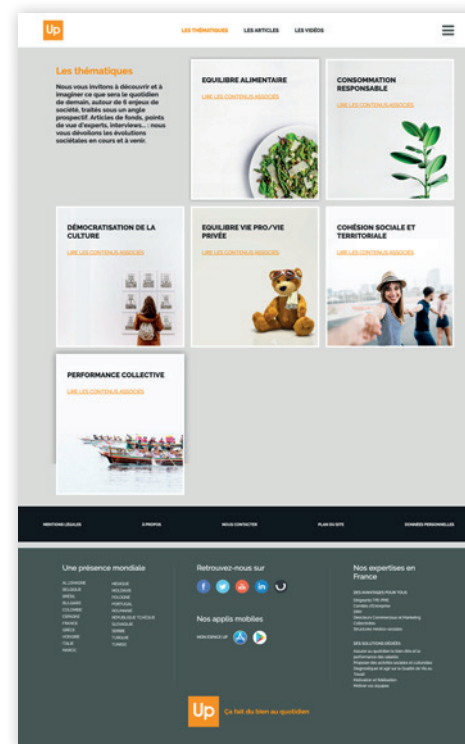
Example of France

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

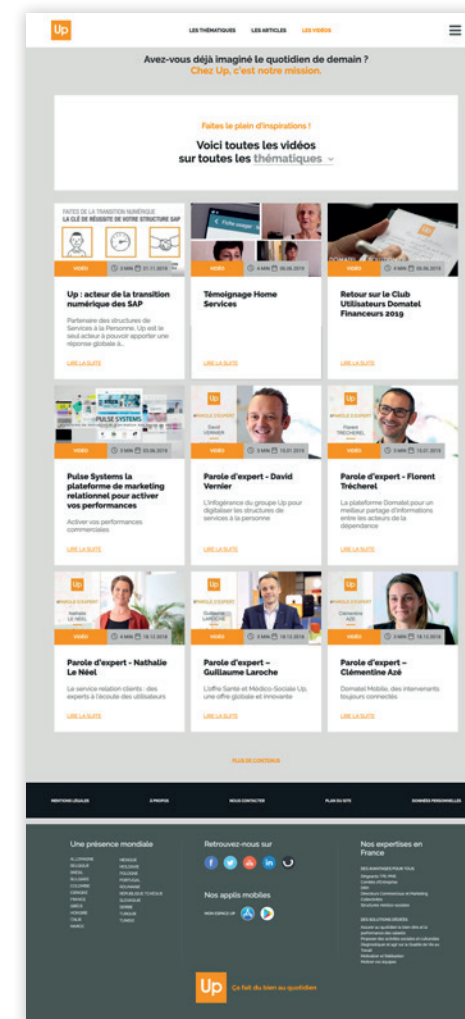
ARTICLES PAGE



TOPICS PAGE



VIDEO PAGE



Product website

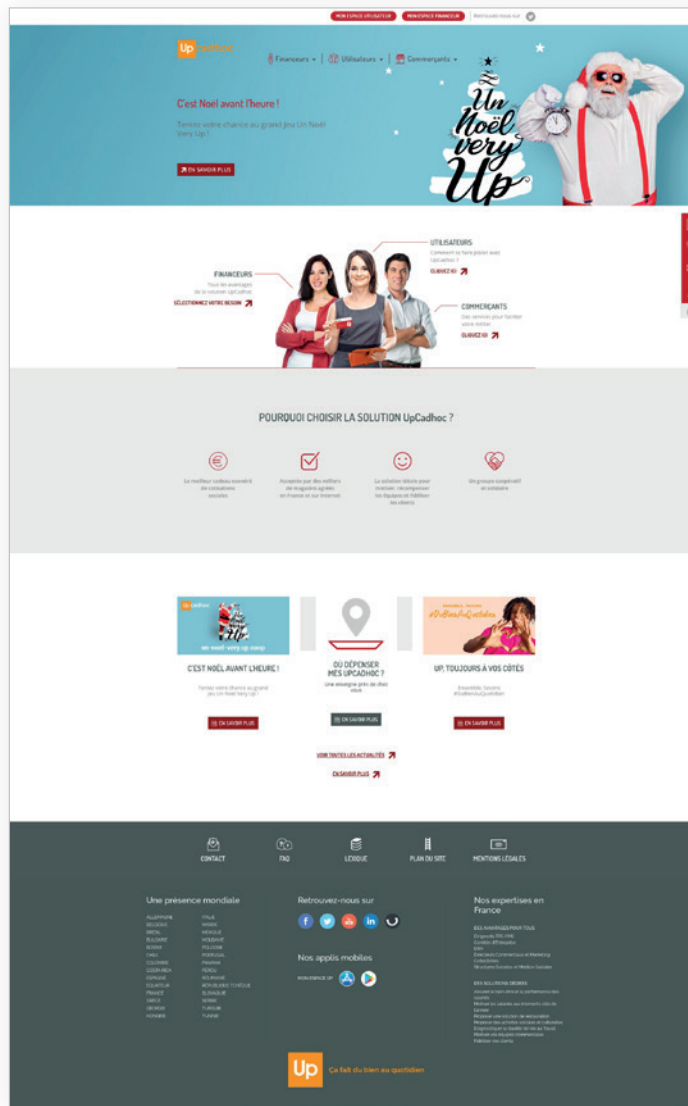
Example of France

Unlike corporate and business websites, they use the understatement of a white or grey background to highlight product arguments.

Responsive

The websites are developed in a responsive design style to adapt to all screen widths.

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop



Product website

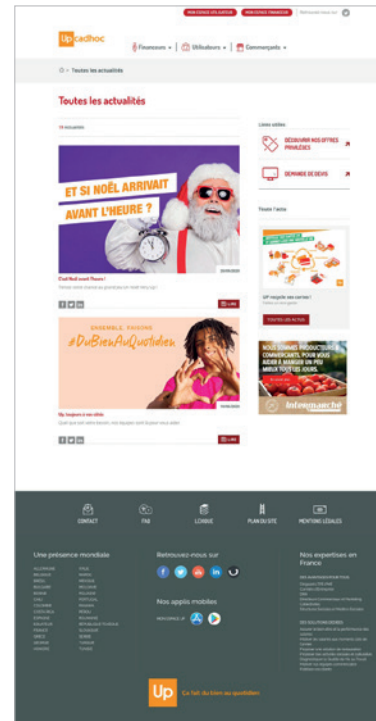
Example of France

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

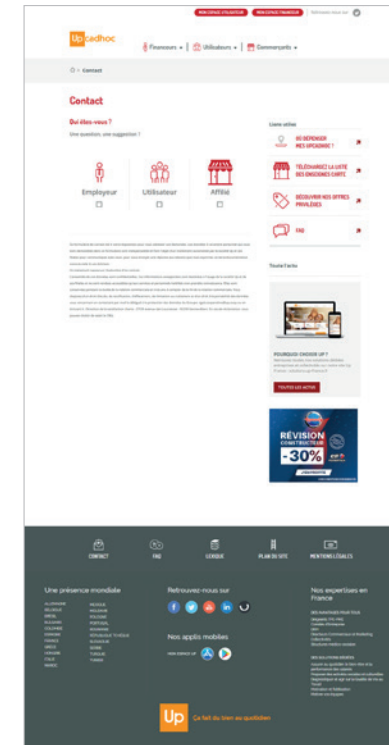
DISCOVERY PAGE



NEWS PAGE



CONTACT PAGE



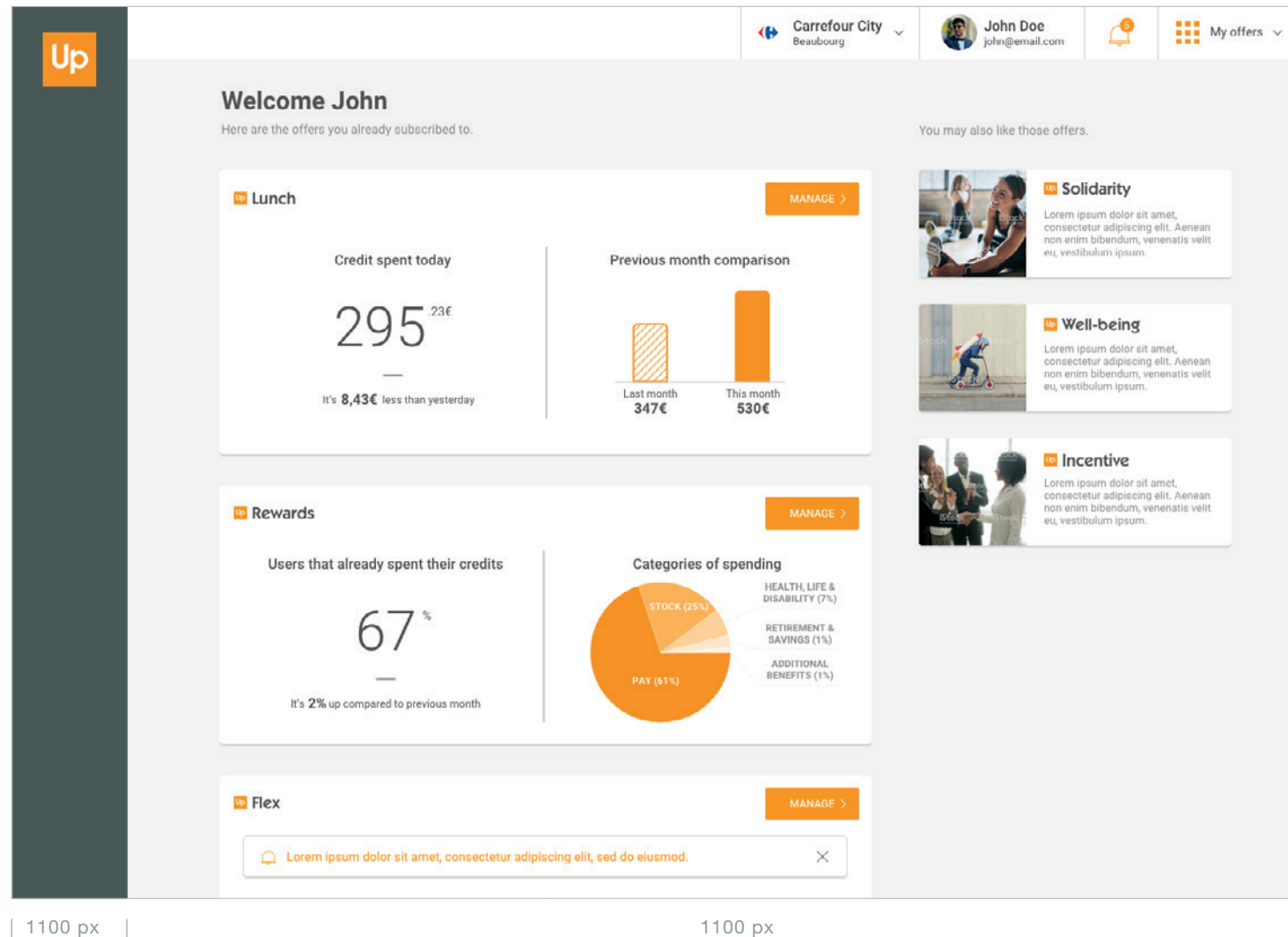
Applications

Example of France

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

60 px

STRUCTURE



Applications

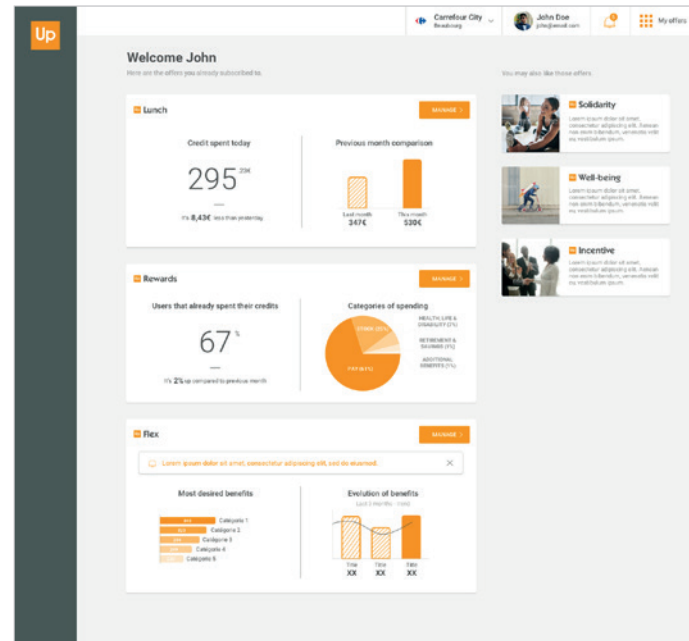
Example of France

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

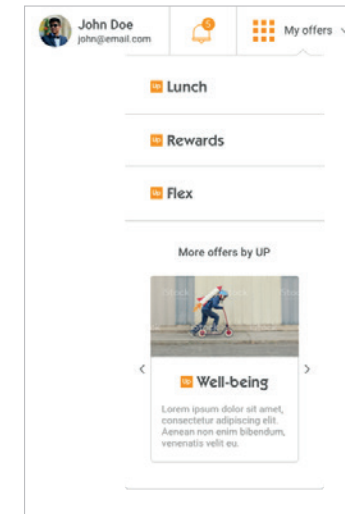
STRUCTURE



Menu



Dashboard



Header

Mobile application

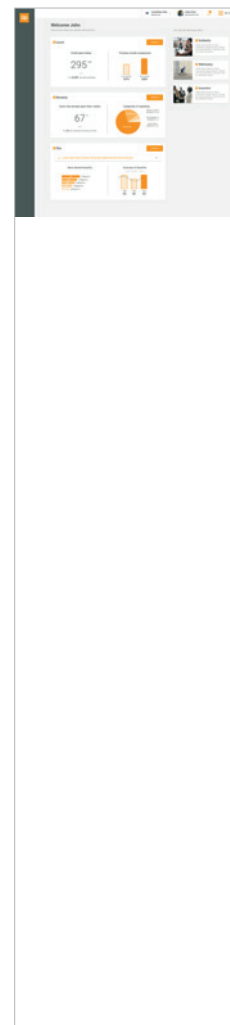
Construction principles

Icon

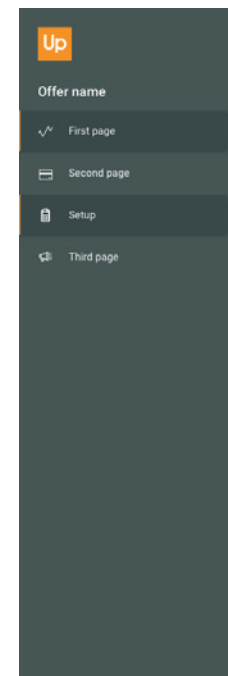
Product logotypes are centred at the top of the screen.

To obtain the relevant **templates**, please contact Sabrina Iram:
sabrina.iram@up.coop

CONSTRUCTION



Dashboard



Menu



Mobile header



Page header



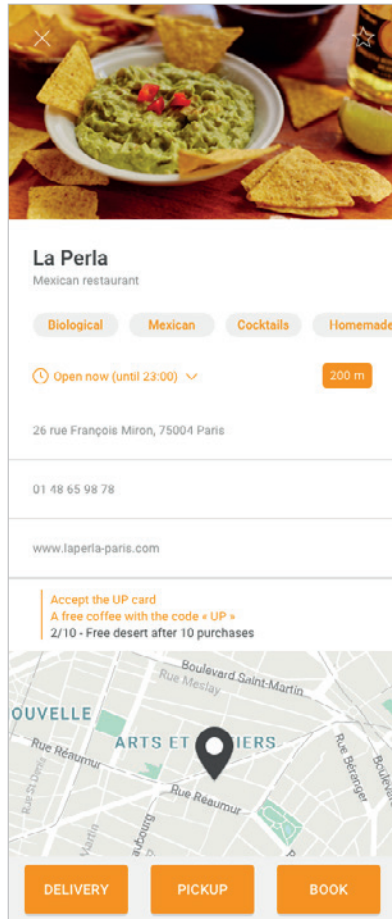
Search bar

Application mobile

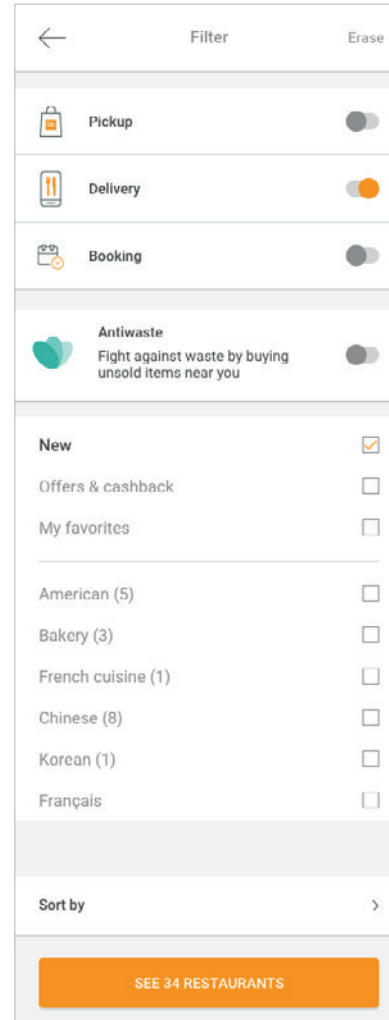
Example of France

To obtain the relevant templates, please contact Sabrina Iram:
sabrina.iram@up.coop

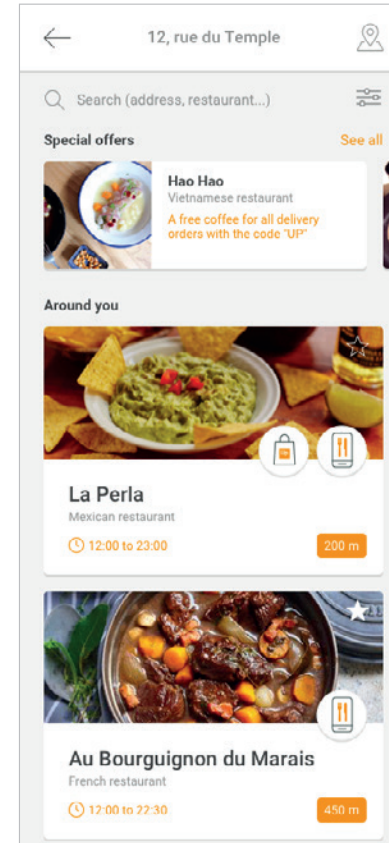
BENEFICIARY INTERFACES



Affiliates page



Filter page



Search page

Mobile application

Construction principles

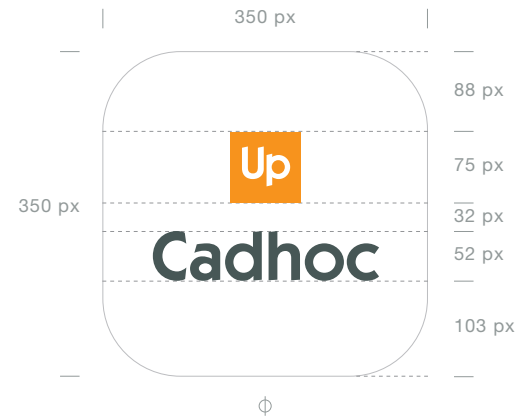
Icon

Product logotypes are centred on application icons.

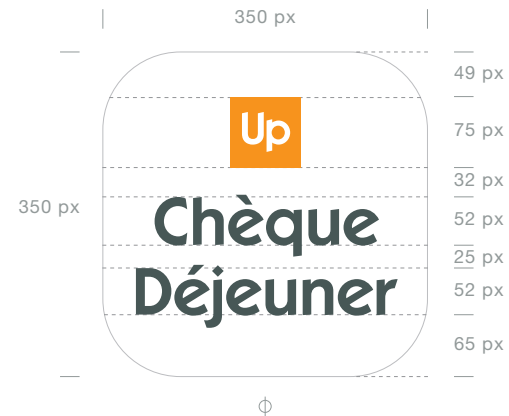
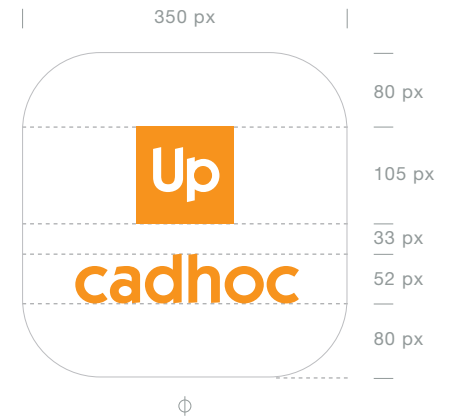
UP APPLICATION



PRODUCT APPLICATION 2015 version



2019 version



Emailing

Construction principes

On multi-product emailing headers, the brand block is positioned on the top left, product logos are inserted in the email body, before the presentation of the offers.

On single product emailing headers, the **product logotype** is positioned on the top left.

Band

Emailings start with a top sloping band in the Up orange or product colour.

Iconography

The visual takes up the iconographic spirit of the territory of expression (see page 25).

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible) or product colour inset with white text. It can move along the left-hand edge of the visual to balance with it.

DESKTOP MULTI-PRODUCT EMAILING



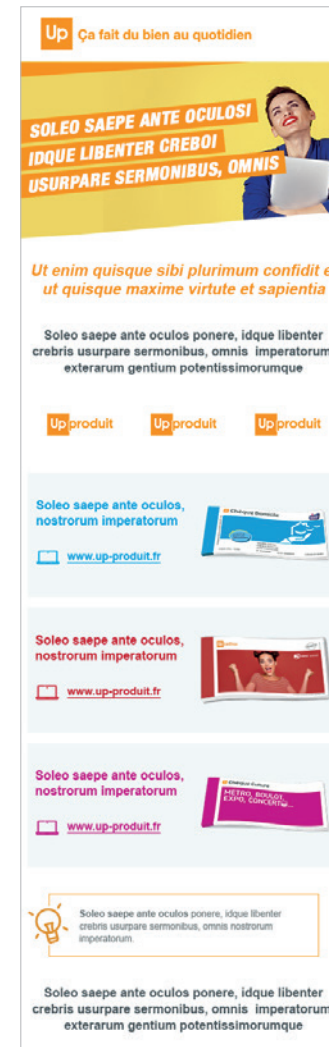
600px

DESKTOP SINGLE PRODUCT EMAILING



600px

MOBILE MULTI-PRODUCT EMAILING



MOBILE SINGLE PRODUCT EMAILING



Social networks

Facebook



Facebook profile photo

all countries with the Up logo
(the country will be
specified in the name):
180 × 180 px minimum

Displayed:
on the page in 170 × 170 px,
as an avatar 32 × 32 px.

Cover

851 × 315 pixels

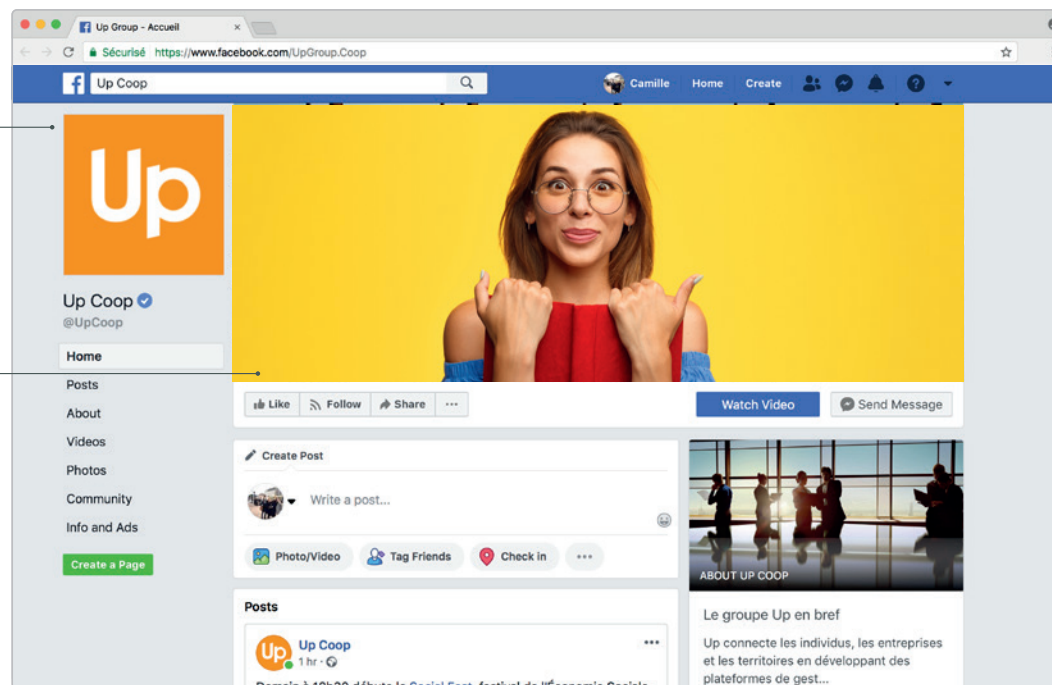
Displayed:
on desktop in 820 x 312 px,
on mobile in 640 x 312 px.

Naming rule

“Up Subsidiary” configuration,
in the country language,
for the user name and
for the name.

Company’s page name:
75 characters max.

(e.g.: @UpCeskaRepublika)



Social networks

Twitter



Twitter profile photo

all countries with the Up logo
(the country will be specified
in the name) upload
a 400 x 400 px photograph
Displayed in a 200 px diameter
circle on the Twitter profile

Cover

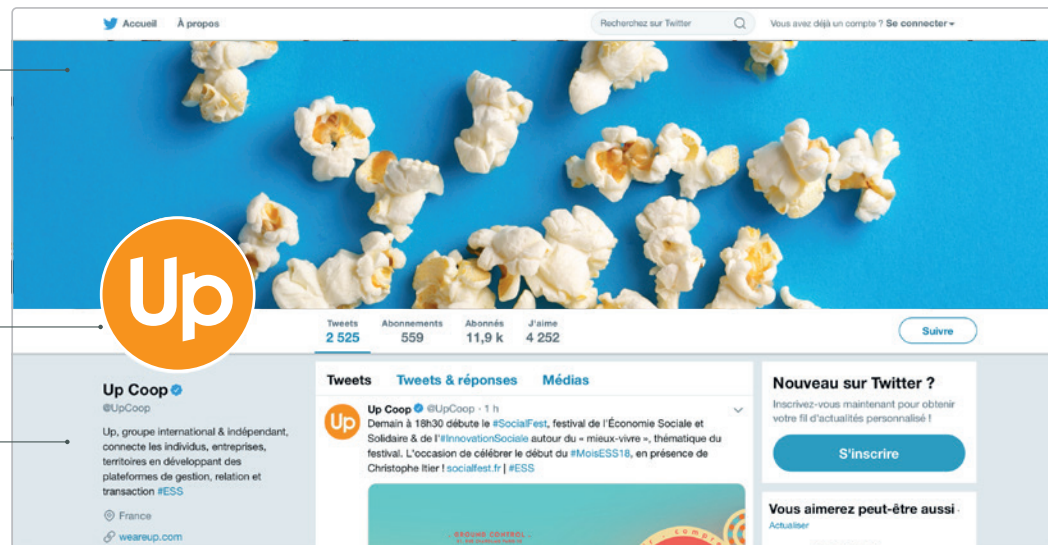
1500 x 500 pixels

Presentation

160 characters

Naming rule

- “Up Subsidiary” configuration,
in the country language,
for the user name:
15 characters max.
(e.g.: @UpFrance, or @UpCZ)
- “Up Subsidiary”
configuration, in the country
language, for the name
The name: can contain
50 characters but user names
must be short, for legibility
purposes. (for example:
Up France or
Up Ceska Republika)



Social networks

LinkedIn



Cover

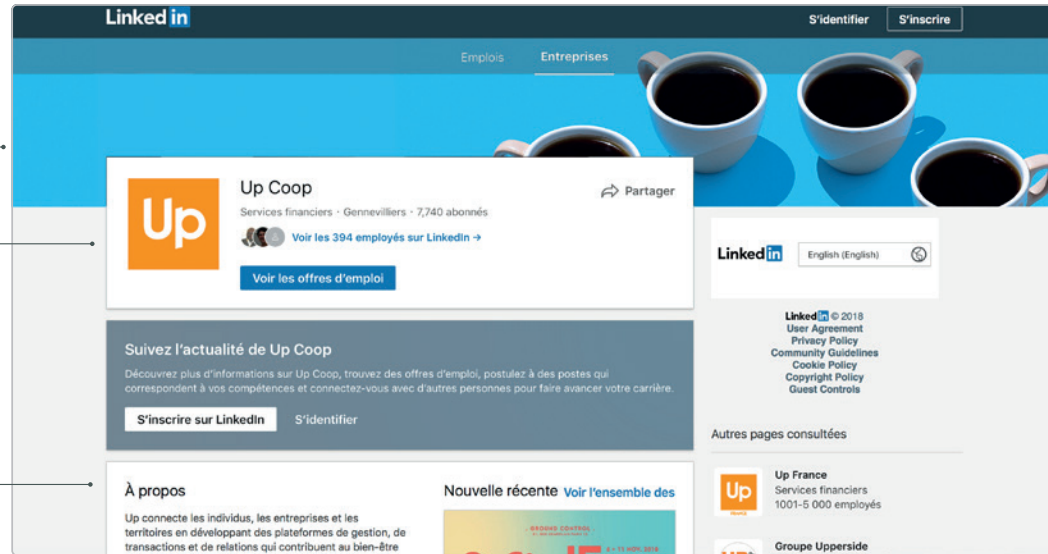
1536 × 768 pixels recommended

LinkedIn pages logo (Company)

300 × 300 pixels (max 8 Mb, format jpeg, gif, png), square format

Presentation

You can display the name and description of your page in more than 20 languages. Members may see your page displayed in their language. If you have not added information specific to a language, they will see the name and description by default.



Naming rule

- “Up Subsidiary” configuration, in the country language, for the page name
- Company name: 100 characters (e.g.: Up Ceska Republika)
- About: 2000 characters

For your information:

Tab	Module	Minimum size of image	Recommended size for image
Presentation tab	Logo image	300 (l) x 300 (h) pixels	300 (l) x 300 (h) pixels
Presentation tab	Presentation tab image	360 (l) x 120 (h) pixels	360 (l) x 120 (h) pixels
Presentation tab	Cover photo	1192 (l) x 220 (h) pixels	1536 (l) x 768 (h) pixels
Corporate life tab	Image	1128 (l) x 376 (h) pixels	1128 (l) x 376 (h) pixels
Corporate life tab	Customised modules	502 (l) x 282 (h) pixels	502 (l) x 282 (h) pixels
Corporate life tab	Company photo	264 (l) x 176 (h) pixels	900 (l) x 600 (h) pixels

Social networks

YouTube



Cover

2560 × 1440 pixels on desktop
(flexible lateral zones):
between 2560 x 423 and
1546 × 423 px visible
on mobile:
1546 × 523 px displayed
on tablet:
1855 × 423 px displayed

YouTube channel photo

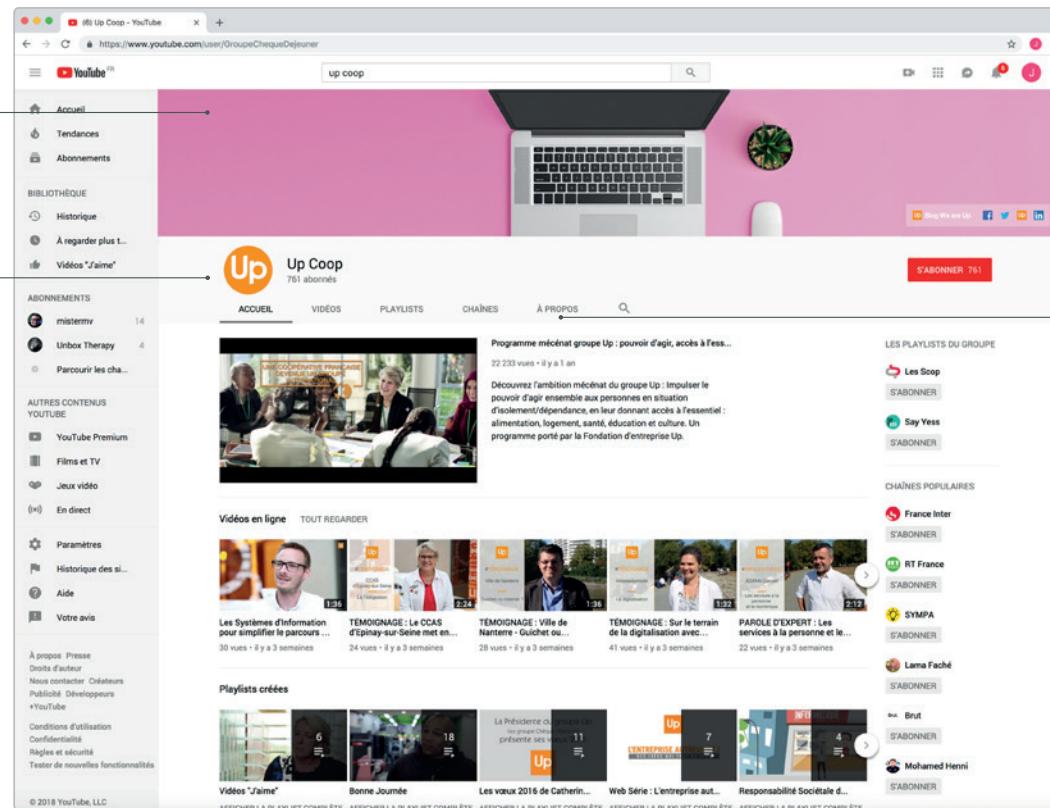
all countries with the Up logo
(the country will be specified
in the name), 800 x 800 px,
displayed in 98 x 98

Customised miniature

You can choose your own
video image shot when
loading it.
Customised miniature format:
1280 x 720 px

Naming rule

“Up Subsidiary” configuration,
in the country language,
for the page name.



About (description page) can
contain up to 1000 characters
and also include links

Social networks

Instagram



Instagram profile photo

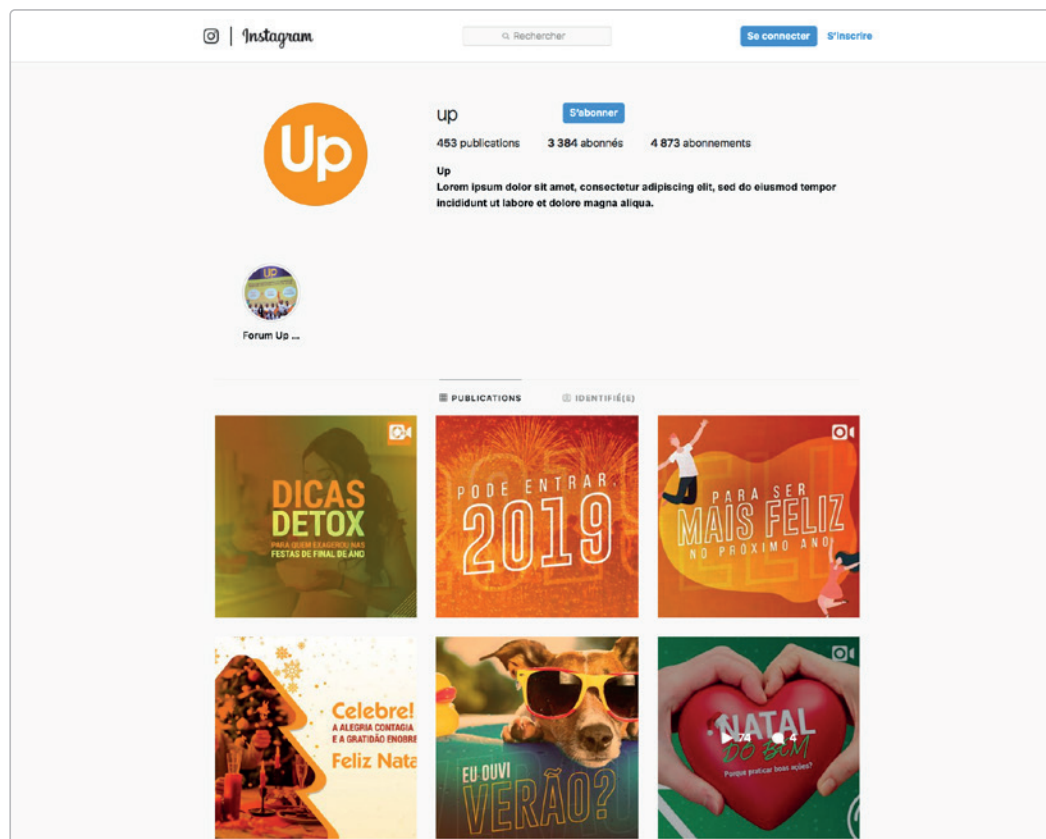
all countries with Up logo
(the country will be specified
in the name)
150 × 150 pixels

Bio

It can contain up to
150 characters

Naming rule

- Company name:
You have 30 characters
in the country language
(e.g. upceskarepublika).



Social networks

General principles of graphic construction for posts

To maintain graphic consistency or a visual unity between the different posts, graphic guidelines have been set up according to publication content.

Band

Posts can include a top sloping band in the Up orange colour, in white or the product colour, depending on the stance. It can include wording indicating the solutions put forward.

Iconography

The visual takes up the iconographic spirit of the territory of expression (see page 25).

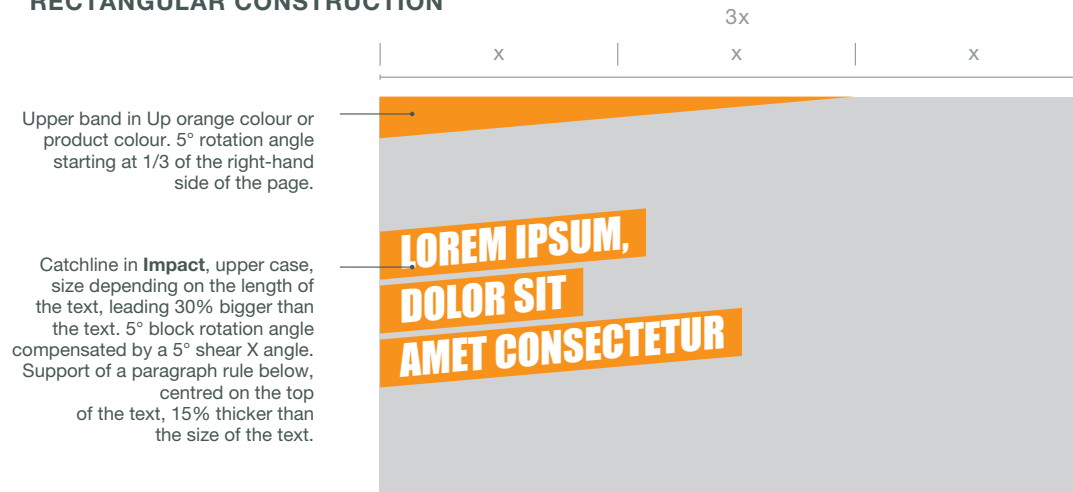
Catchline and inset

Posts can comprise an Up orange coloured inset with white text (or white inset with Up orange text, if more legible) or product colour inset with white text (see details on next pages).

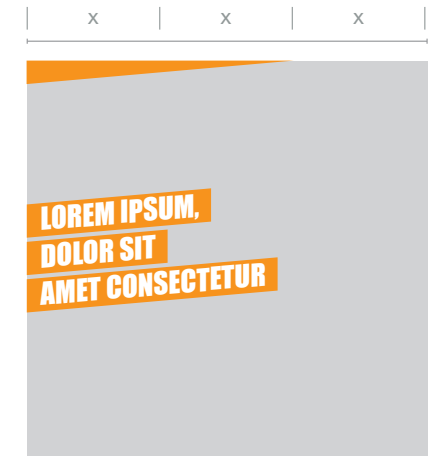
The formats are as follows:

Facebook	1200x630 px
Twitter	1024x576 px
Linkedin	1200x627 px
Yammer	1024x576 px
Tv screen	1920x1080 px

RECTANGULAR CONSTRUCTION



SQUARE CONSTRUCTION



Social networks

Case where the territory of expression applies

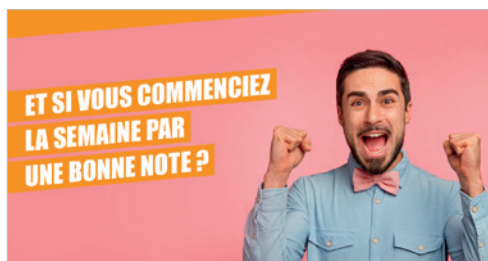
Catchline

Unlike the catchlines used in print communication tools, the typography used for social networks is **Impact**.

This typography was chosen for its similarity to the Groupe Helvetica Neue Extra Black Condensed Oblique typography used in upper case which gives strength to the messages.

Roboto is the reference typography, available as a free download on Google Fonts.

GENERIC CONTENT



GENERIC CONTENT + #DUBIENAUQUOTIDIEN



PRODUCT CONTENT



PARTNERSHIPS



Social networks

Case where the territory of expression does not apply

In cases where it is not worth applying the territory of expression (snapshot at an event, conference, trade fair, etc.), there are several possibilities.

Photo

Presented or not with an orange band on the top left.

Photo with Roboto text

Orange solid colour on the left, with angle if hashtag.

PHOTOS



PHOTOS WITH TEXT



**For more information
on the graphic treatment
of social network posts,**
please contact Thierry Joli
or Myriam Mebarek:
thierry.joli@up.coop
myriam.mebarek@up.coop

Web banners

Construction

To maintain graphic consistency or a visual unity between the different banners, a graphic principle has been set up on all publications.

Band

Banners start with a top sloping band in the Up orange colour or product colour depending on the stance. It can include wording indicating the solutions put forward.

Iconography

The visual takes up the iconographic spirit of the territory of expression (see page 25).

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible) or product colour inset with white text.

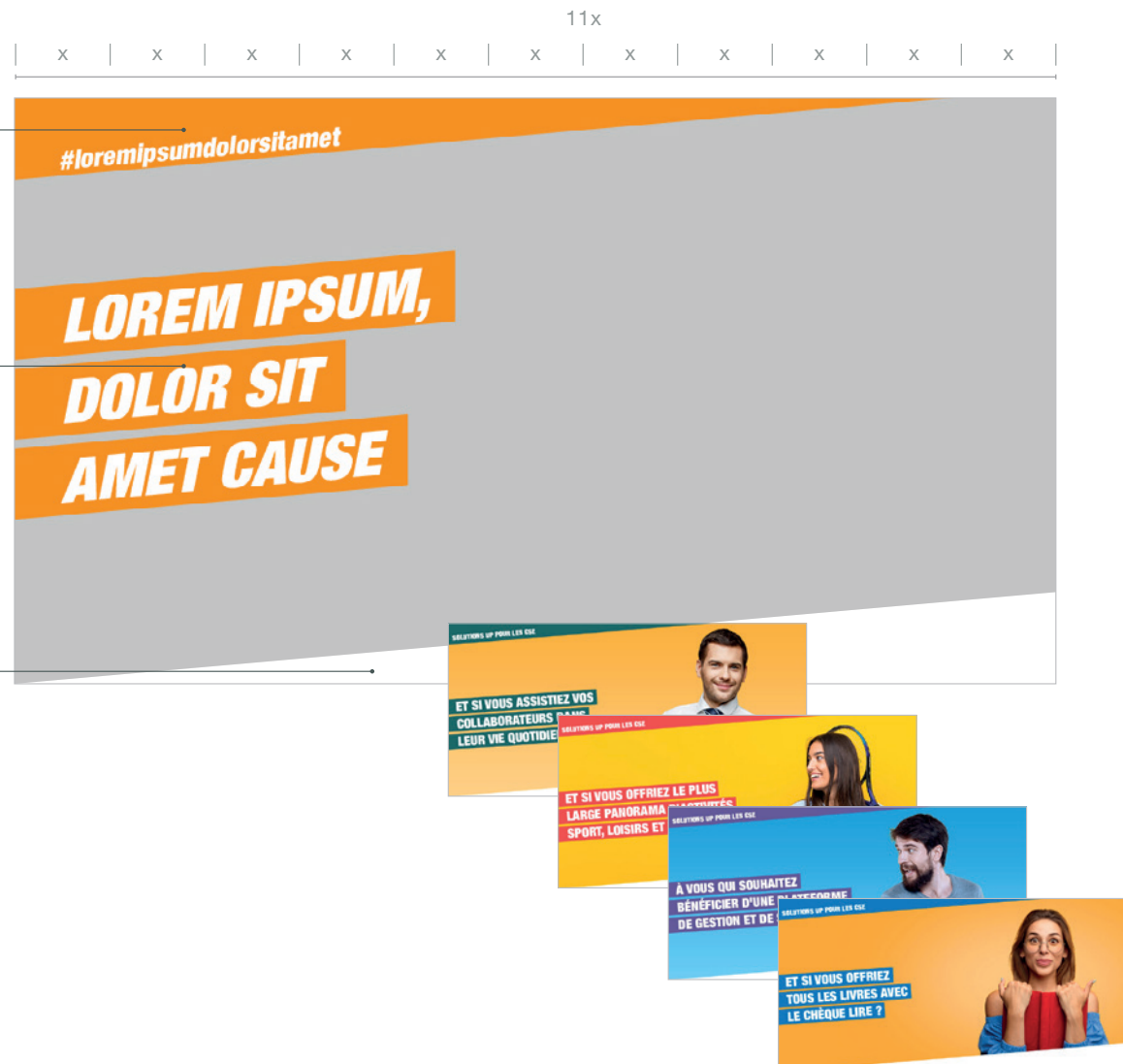
CONSTRUCTION

Upper band in Up orange colour or product colour. 5° rotation angle starting at 1X of the right-hand side of the page. Optional white text in Helvetica Neue Black Condensed Oblique.

Catchline in Helvetica Neue Extra Black Condensed Oblique, upper case, size depending on the length of the text, leading 30% bigger than the text. If 5° block rotation angle compensated by a 5° shear X angle. Support of a paragraph rule above, centred on the top of the text, 15% thicker than the size of the text.

If the use of Helvetica is impossible, it will be replaced by Impact.

Lower white band closing the visual. 5° rotation angle starting from the lower left-hand corner.



Video screen

Construction principles

When a brand expresses itself, the product logo appears in the intro.

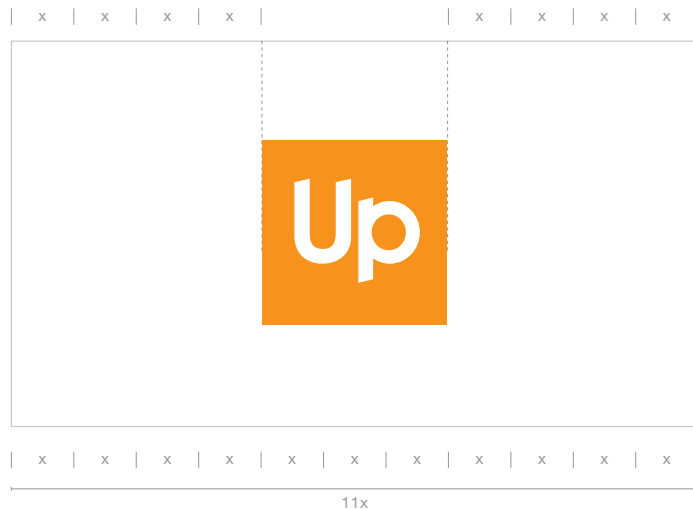
The end screen of films and motion designs consists of a main brand block and the website URL.

A jingle accompanies the appearance of the brand block.

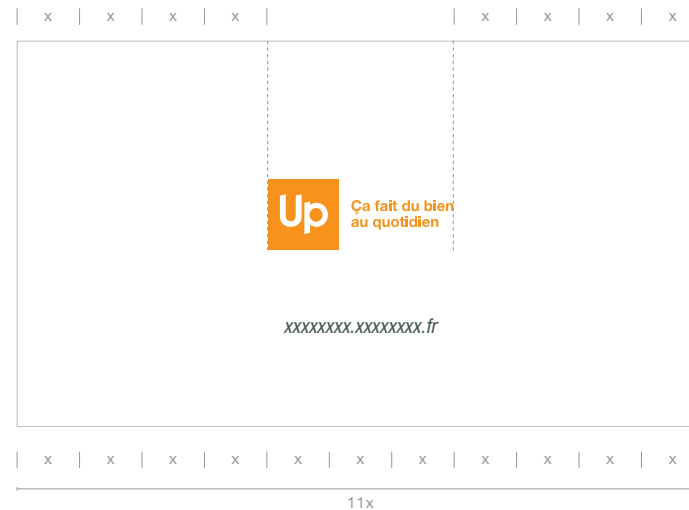
For a final screen, take the **brand block** in its RGB version.

For the **URL**, take the colour reference of the main Up grey.

IN CONSTRUCTION



OUT CONSTRUCTION



N.B. For all productions, use the files available on request or from the Brand Center.



Video screen

Principles of construction of “la parole à” video

“La parole à” videos are screened in-house and focus on a product or initiative being developed within the Group.

Questions are treated in orange insets. The font used is **Helvetica Neue Extra Black Condensed Oblique in upper case** and may be replaced by Impact if unavailable.

When product brands are mentioned in the insets, they follow the same rules as in print documents and should be written as follows: **UpProduct®**.

Subtitles are placed at the bottom of the video and typeset in Helvetica Neue Regular.

If key words or visuals need to be highlighted, they appear on the left-hand part of the screen. Depending on requirements, they can appear and disappear as pop-ups or remain displayed throughout the video.



3.3 EVENTS

Corporate suspended banner

Construction principles

Corporate suspended banners start with the Up **brand block** and **sloping upper band** in the Up orange colour. It crowns a visual also positioned in a sloping block.

Iconography

The visual takes up the upper part of the banner and represents the iconographic spirit of the territory of expression (see page 25).

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible). It can move along the left-hand edge of the visual to balance with it. The size of the visual and of the catchline can be modulated according to the content to be included.

Text

Intro in Helvetica Neue Extra Black Condensed Oblique, in the Up orange or product colour, depending on the stance. Body in Helvetica Neue Condenses.

800X2000 CONSTRUCTION



Catchline in Helvetica Neue Extra Black Condensed Oblique, upper case, size depending on the length of the text, leading 30% bigger (here size 150 pts, leading 195 pts). 5° block rotation angle compensated by a 5° shear X angle. Support of a paragraph rule below, centred on the top of the text, 15% thicker than the size of the text (here size 150 pts + 15% = 172.5 pts).

In Helvetica Neue Extra Black Condensed Oblique, size 70 pts, leading 84 pts in Up orange, body in Helvetica Neue Condensed black 80%, size 60 pts, leading 72 pts.



EXAMPLE

Business suspended banner

Construction principles

Business suspended banners start with the Up **brand block** and **sloping upper band** in the Up orange colour. It crowns a visual also positioned in a sloping block.

Iconography

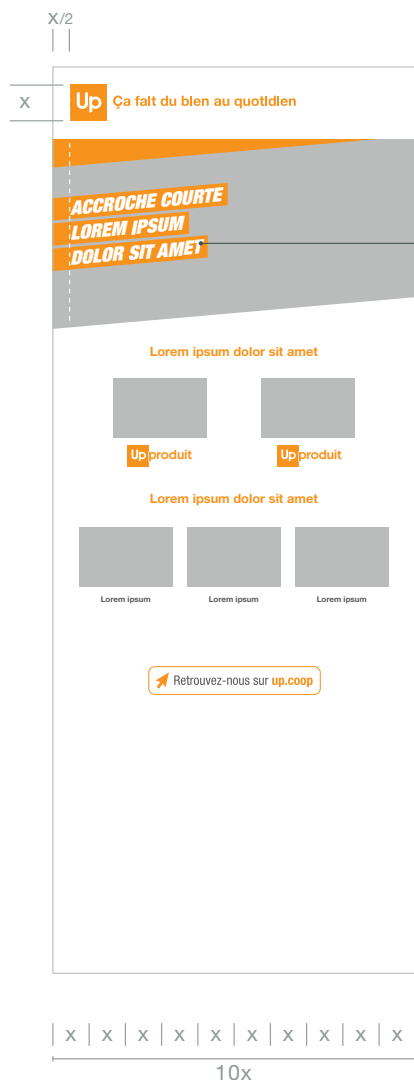
The visual takes up the upper part of the banner and represents the iconographic spirit of the territory of expression (see page 25).

Catchline and inset

Supported by an Up orange coloured inset with white text (or white inset with Up orange text, if more legible) or product colour inset with white text. It can move along the left-hand edge of the visual to balance with it.

The size of the visual and of the catchline can be modulated according to the content to be included.

MULTI-PRODUCT OR SINGLE PRODUCT, DEPENDING ON THE STANCE



Catchline in Helvetica Neue Extra Black Condensed Oblique, upper case, Size depending on the length of the text, letter spacing 30% larger (here size 120 pts, leading 156 pts). 5° rotation of the block compensated by a 5° shear X angle. Support of a paragraph rule below, centred on the height of the text, 15% thicker than the size of the text (here body 120 pts + 15% = 138 pts).

EXAMPLE



EXAMPLE
OF AN
UMBRELLA
STAND



Goodies

Examples

FOR INSPIRATION



3.4 VOUCHERS AND NETWORK

Voucher book and voucher

Construction principles

Voucher books consist of a **product logotype** on **1 line** and a **product solid colour**. This can include a catchline in Dosis typeface over a visual or pictogram.

On voucher books and vouchers, the **product logotype** is placed on the top left.

Format

Voucher book: 140x72 mm
Voucher: 134x72 mm

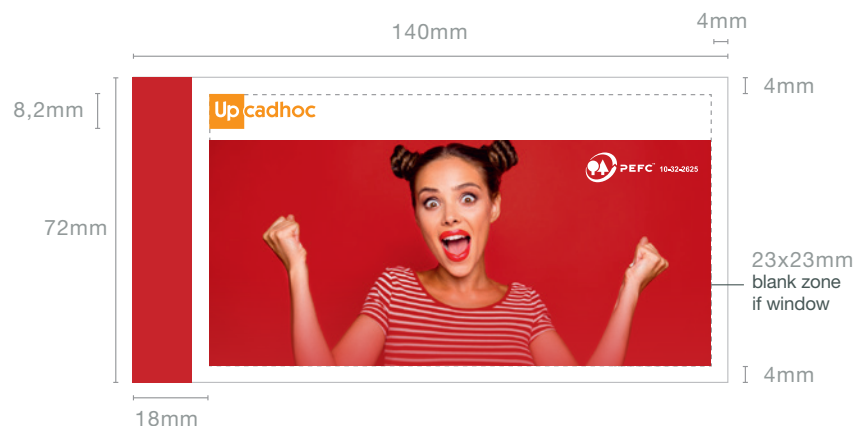
Printing

Front/back

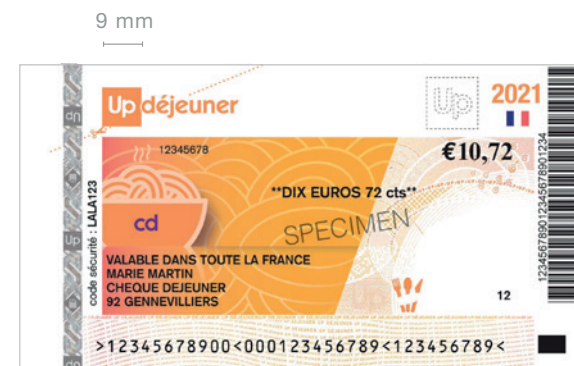
Typography

Helvetica and Dosis

CONSTRUCTION OF THE FRONT OF A VOUCHER BOOK



SIZE OF THE LOGOTYPE ON A VOUCHER



Product card

Construction principles

On cards, the product **logotype** is placed on the left and centred on the height of the white band.

The product **solid colour** supports the logotype, the catchline and creative elements.

The **Up logotype** is placed as an endorsement on the back of the cards.

Should it be necessary to include an **informative statement**, it is positioned at the top 2 mm from the solid colour and to the right. Helvetica Neue 65 medium condensed 6 pts.

Format
85,6x54 mm

Printing
Front/back

Typography
Helvetica

CONSTRUCTION OF THE FRONT OF A CARD



BACKS FOR INSPIRATION



Single product window sticker

Checkout and window sticker, 2019 version

Checkout stickers consist of a **product logotype** placed on the top left, a **product solid colour** and a **pictogram**.

On window stickers, the **product logotype** is positioned on the top left. The **solid colour** is square-shaped and the **QR code** is placed on the bottom right of that square.

Format

Checkout sticker: 45x50 mm

Window sticker: 150x213 mm

Printing

Front only

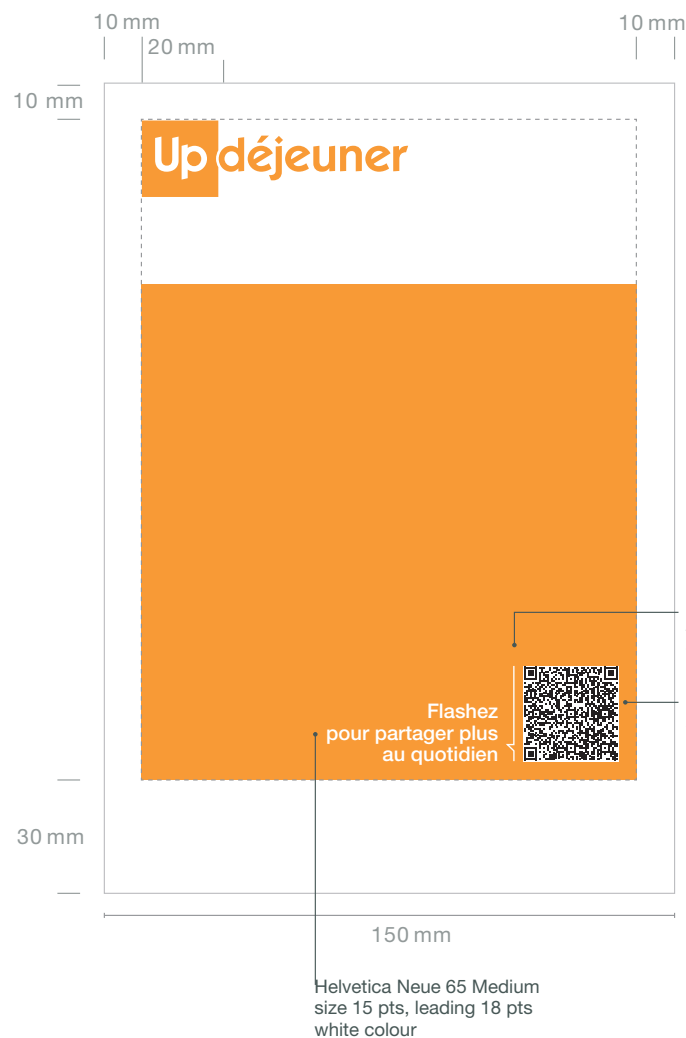
Typography

Helvetica Neue

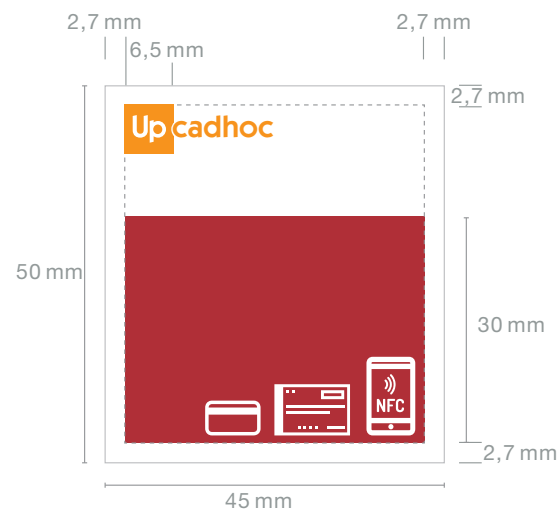
Pictograms

Use of line pictograms to symbolise the payment methods accepted in the store.

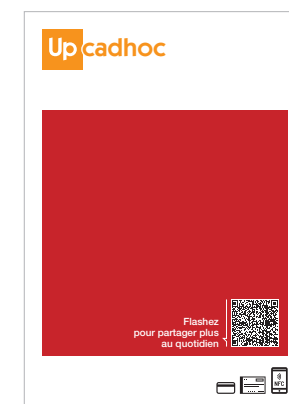
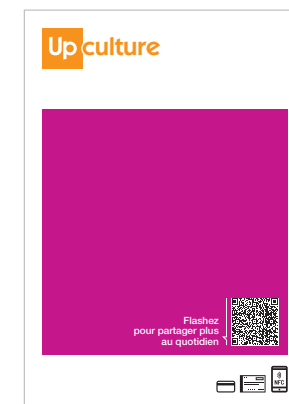
CONSTRUCTION OF A WINDOW STICKER



CONSTRUCTION OF A CHECKOUT STICKER



EXAMPLES



2015 VERSION



Multi-product window sticker

Construction principles, 2019 version

The construction of **multi-product window stickers** is the same as for single products.
Only the space between the coloured squares changes.

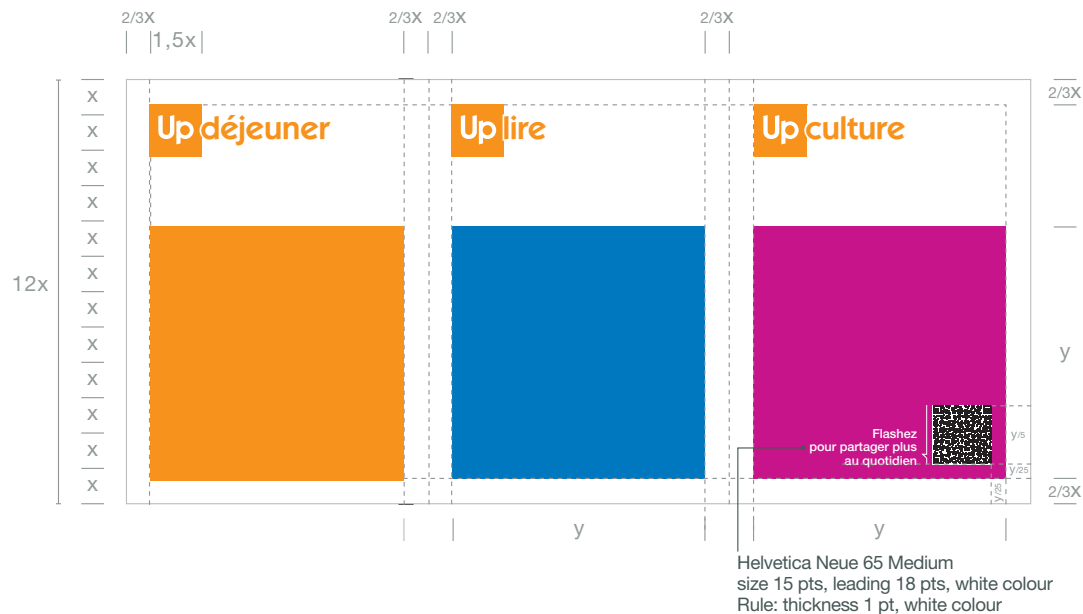
The **QR code** only appears once, on the right-hand square.

Format
150x213 mm

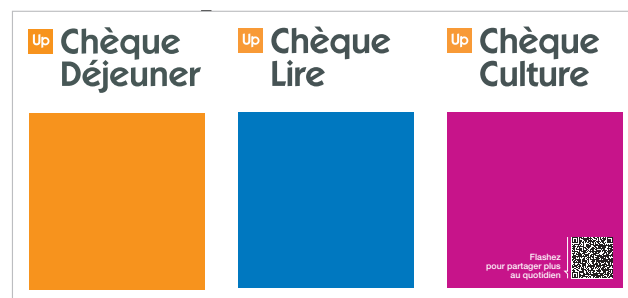
Printing
Front only

Typography
Helvetica Neue

CONSTRUCTION



2015 VERSION



4. IN-HOUSE COMMUNICATIONS

In-house brochure

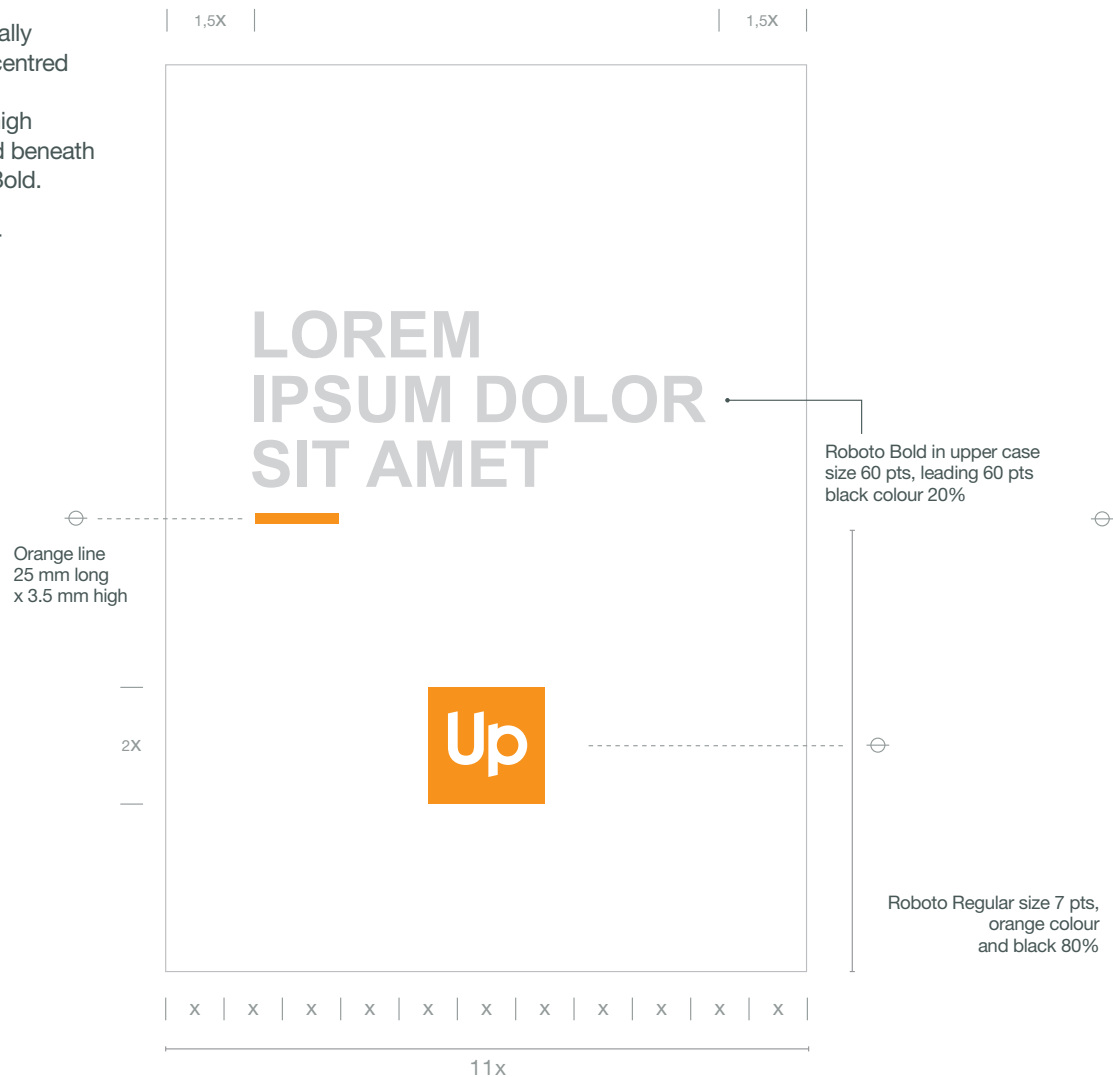
Construction principles

The A4 **cover** pages have a **title** typeset over 1 to 4 lines, an **orange rule** and the **Up logo**.

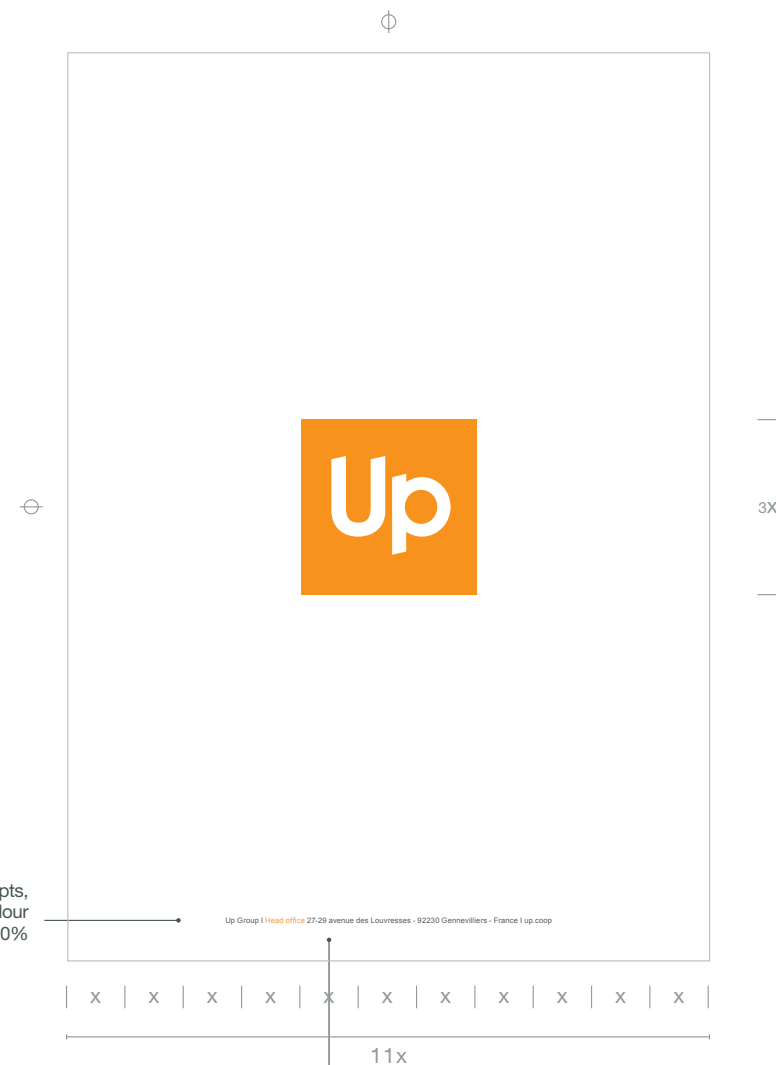
The page is divided vertically into two. The **Up logo** is centred in the lower part.
A 25 mm long x 3.5 mm high **orange line** will be placed beneath a text typeset in Roboto Bold.

For the back cover, prefer a well-spaced out layout.

VERTICAL COVER



VERTICAL BACK COVER



In-house brochure

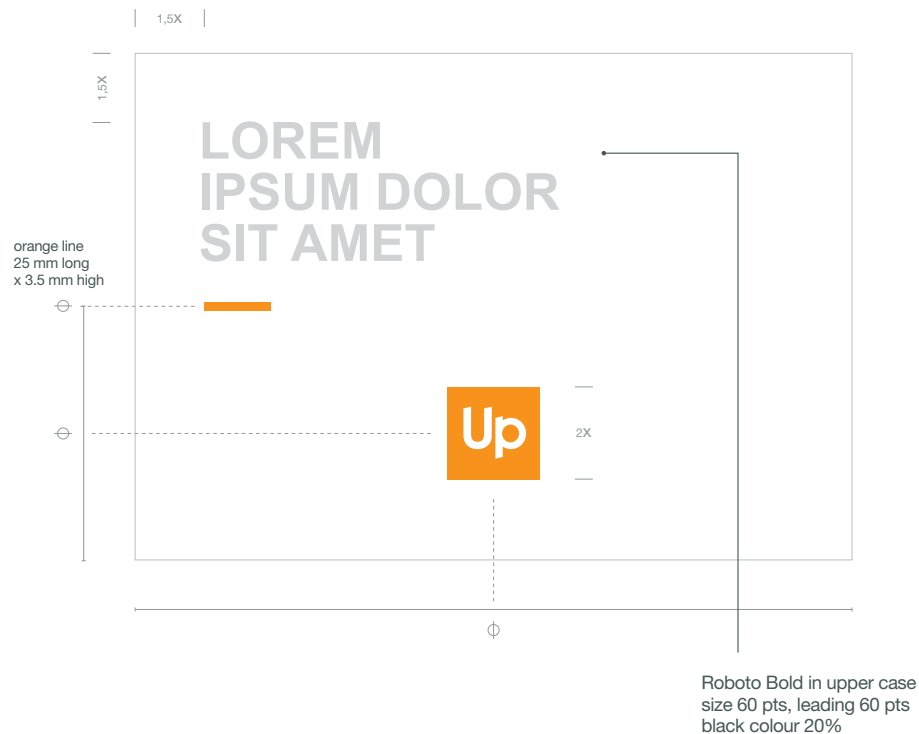
Construction principles

The A4 **cover** pages have a **title** typeset over 1 to 4 lines, an **orange rule** and the **Up logo**.

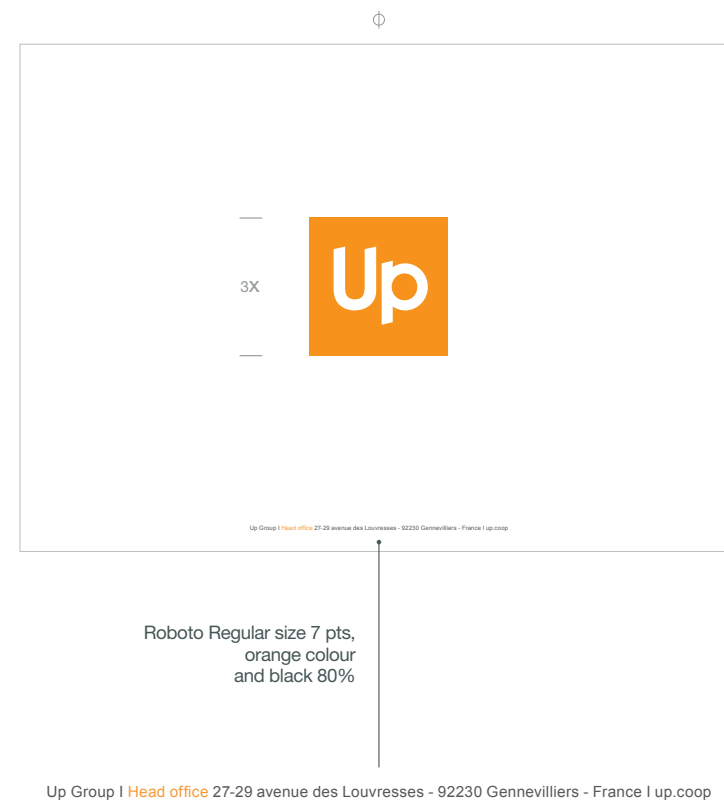
The page is divided horizontally into two. The **Up logo** is centred in the lower part.
A 25 mm long x 3.5 mm high **orange line** will be placed beneath a text typeset in Roboto Bold.

For the **back cover**, prefer a well-spaced out layout.

HORIZONTAL COVER



HORIZONTAL BACK COVER



Folder

Construction principles

Folders designed to hold A4 documents have a 230 x 320 mm format and have a **title** typeset over 1 to 4 lines, an **orange rule** and the **Up logo**.

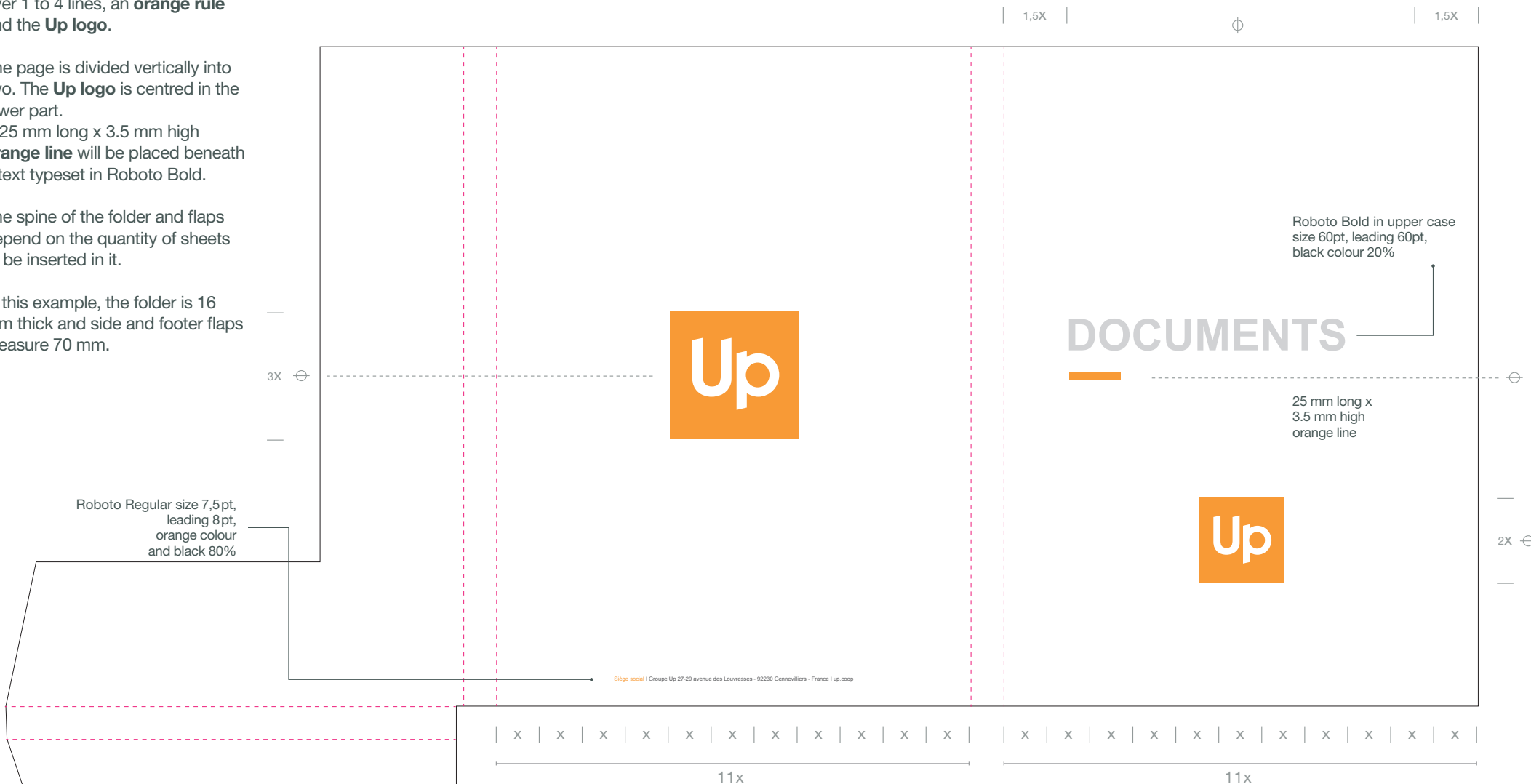
The page is divided vertically into two. The **Up logo** is centred in the lower part.
A 25 mm long x 3.5 mm high **orange line** will be placed beneath a text typeset in Roboto Bold.

The spine of the folder and flaps depend on the quantity of sheets to be inserted in it.

In this example, the folder is 16 mm thick and side and footer flaps measure 70 mm.

BACK COVER

COVER



Poster

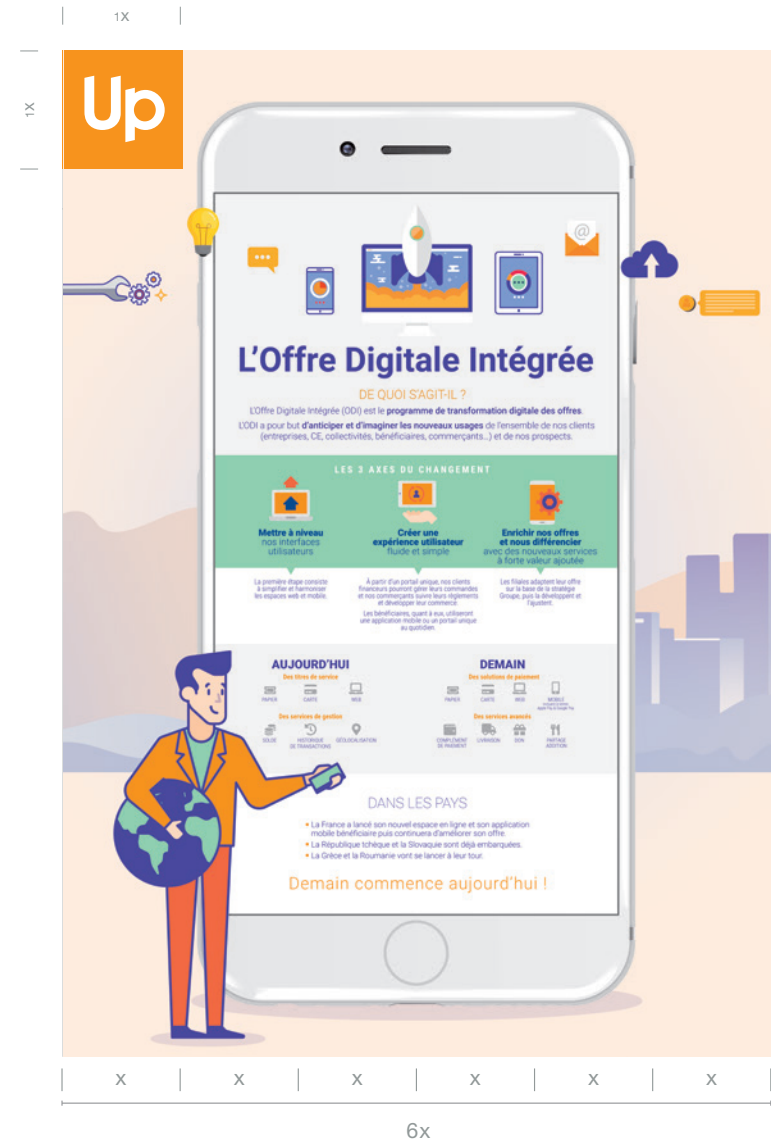
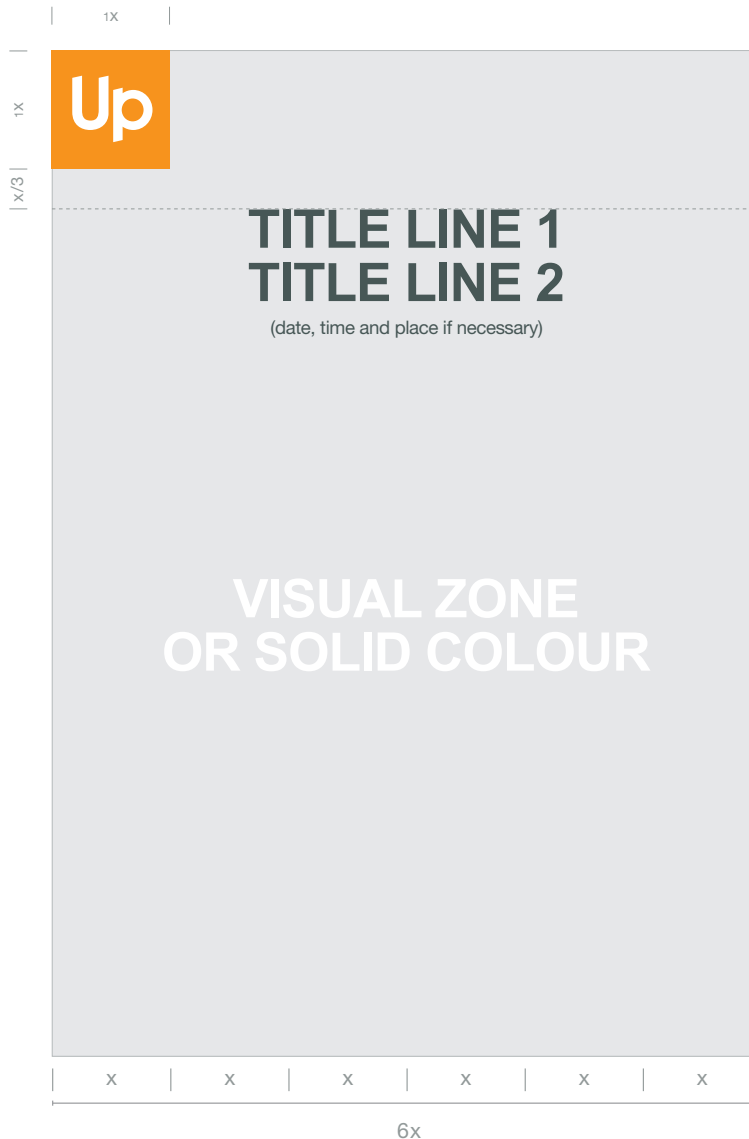
Construction principles

A3 **posters** can be used for Events, Information (computer graphics, acquisition, etc.).

The basic structure consists of a visual or solid colour covering all or part of the poster and the Up logotype positioned on the top left.

The **title**, typeset over 1 or several lines, is in Roboto bold and may be followed by any useful information.

CONSTRUCTION



E-news: Rendez-vous

FOR INSPIRATION



In-house magazine

EXAMPLE FOR INSPIRATION

engagé.e.s

PANORAMA DES NOUVEAUTES

> P04

UP DATA

> P08

SATISFACTION CLIENT : ON DIAGNOSTIQUE COMMUNE...

> P08

TOUS VENDEURS, TOUS AMBASSADEURS DE UP

> P10



PANORAMA DES NOUVEAUTÉS

Petit à grands, les pas franchis sur nos équipes ces derniers mois, dans un contexte des plus compliqué, sont de belles victoires. Qu'elles améliorent les services rendus à nos clients, financeurs, bénéficiaires ou commerçants, ou encore notre efficacité, voici quelques améliorations... qui font du bien au quotidien.

UpCloud : les financeurs ont leur portail!

L'espace de commande en ligne UpCloud® était l'un des projets prioritaires pilotés par La Caisse Populaire au sein de la Cooperative. Son ambition: réduire les coûts de traitement et initier un processus de digitalisation totale des commandes. La version 1 de « Mon Espace Client UpCloud » a été mise en ligne le 15 octobre avec succès, pour le run de fin d'année.

UpRecast chez Upwork

C'est la nouvelle offre de Cizyan (Domnic) à destination des structures de services à la personne et de maintien à domicile. À la fois portail web et application mobile, cette solution offre aux utilisateurs une vision à 360° du parcours de la personne aidée. Si UpRecast, amène une coordination entre le prestataire (Service de aide et d'accompagnement à domicile SAND, Service de soins infirmiers à domicile SSIAD, Hospitalisation à domicile HAD...), cette offre collaborative

De Parantex à Upa

Commercialisée depuis 6 ans par Multinet en Turquie, le programme d'animation commerciale Parantex était la illustration de avantages exclusifs liés à l'utilisation de sa carte UpCloud®. Comment ça marche ? Le salarié porteur de la carte reçoit sur son mobile des suggestions de commerces autour de lui ou d'utiliser sa carte en échange de points bonus crédités sur son compte UpCloud®. Il peut ensuite consommer sa cagnotte au gré de ses envies dans le réseau UpCloud®.

La promesse que l'on fait au client Parantex est simple: générer du chiffre d'affaires supplémentaire en fonction de ses objectifs, augmenter le panier moyen, acquérir de nouveaux clients...

Le Chèque Sport & Bien-être

devient UpSport & Loisir

Le « rebranding » (renommage) de nos produits se poursuit, pour capitaliser sur la marque Up et proposer une meilleure lisibilité de nos offres sur les marchés. Après UpCloud et UpCloud®, la solution Sport d'Anzès fera sa mue en janvier prochain pour devenir UpSport & Loisir. Notre territoire d'expression qui, au côté du rebranding, permet une identification de notre marque est désormais bien ancré dans nos communications.

d'être d'une messagerie instantanée va aussi nous permettre de mutualiser nos développements et donc de proposer des fonctionnalités partagées à l'ensemble de nos clients (paiement en ligne, chat...).

Le premier utilisateur de cette solution, qui devait être lancée durant le salon des services à la personne - annulé en raison de la Covid-19 - est le SSIAD de Combourg !

La campagne des solutions UpCloud® adaptée au nouveau territoire d'expression.

Retrouvez tous les supports pour vos présentations notamment dans le Brand Center en suivant [clics](#).

UpInsee bolster l'engagement des salariés

Reconnaissez ceux qui s'engagent dans des actions qui dépassent le cadre strict du travail et un levier d'engagement.

Lorsqu'une entreprise multiplie ses équipes dans le cadre d'actions à impact sociétal, qu'il s'agisse de développement durable ou d'actions sociales, elle peut désormais valoriser ses politiques RSE et ceux qui les animent au quotidien, grâce à UpInsee.

Proposée par le marché Ifre, cette solution digitalisée bid en main, dotée d'outils d'animation interactifs permet aux entreprises de mettre en place une véritable dynamique d'engagement.

UP DATA L'ensemble des FAI pour mobiles a connu un essor de 100% en 2015. Les services personnalisés pour les visiteurs de la plateforme ont permis de recruter plus de 27 collaborateurs aux compétences à la carte pour l'essor du site et leur faire valoir leurs engagements !	125 « Merci du Bonjour ! » En 2015, les services personnalisés ont été le plus apprécié par l'équipe et ont été le plus apprécié par l'équipe pour leur qualité de service (100 par jour)	4,3/5 La note moyenne de nos produits	1405 abonnés inscrits sur la Facebook de la boutique en 12 semaines
68% « L'achat facile de l'abonnement à l'abonnement personnel est le plus apprécié par l'équipe et a permis de recruter plus de 27 collaborateurs aux compétences à la carte pour l'essor du site et leur faire valoir leurs engagements !	NPS = 9 Le Net Promoter Score est l'indice de satisfaction moyen de 1000 clients de la boutique	622 Kits de perfectionnement	435 personnes
20% C'est la date de digitalisation de nos produits	1 million ! Nos commandes après le lancement de la plateforme de commandes en ligne		

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