

# BRAND GUIDELINES

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## How to use?

The rules governing Nexans' visual identity are essential to ensure consistency in its deployment. In order to speak with one voice and develop a consistent brand identity, this brand guidelines defines the main principles to be followed in the design of visual communication tools. It specifies the rules for using the logotype, in its various versions, as well as the elements that make up the graphic territory: colours, visual language and typography. Finally, it offers a wide range of applications to illustrate how this graphic territory is translated onto various sales, marketing and communication media.

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# Summary

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**1 | MANIFESTO**

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**2 | BRAND DESIGN**

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**3 | BRAND VOICE**

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**4 | BRAND ARCHITECTURE**

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# 1 | MANIFESTO

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The future will be electric. In fact the present already is. Increasingly so.

In our dynamic, interconnected world, battling climate change requires action, and electricity is now the driving force behind progress. This evolution compels us to reimagine the dynamics of energy distribution.

At Nexans, we are on a mission toward sustainable electrification, forging a path that combines innovation, value, and responsibility to bring light where it needs to be. Beyond being a mere idea, it is the core of our company. We call it E3—Environment, Economy, and Engagement—three pillars woven into every action and decision to balance profit and sobriety.

We empower both industries and individuals throughout their entire journey. From the expansive realms of offshore wind farms to the intimacy of domestic spaces, we provide distinctive solutions that cater to our customers at every stage of their ventures: from engineering and design to installation, maintenance, recycling, repair, and repurposing.

The very foundation of our worldwide industrial know-how rests upon the fervent dedication of our employees and their desire to always do well, to learn, to pass on, to renew ourselves and to have a positive impact on what tomorrow's cable industry and our world will be.

Our efforts go beyond mere cable production; we engineer opportunities to do better with fewer resources.

**At Nexans, we electrify the future. With impact.**

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# 2 | BRAND DESIGN



The unbreakable link between our past, our present and our future, leaning forward, a dynamic representation of how our businesses are interconnected.

The symbol of circulating energy, active force, and the creative power of initiating action, all dedicated to serving the vital resource that is electricity.



Warmer, more enveloping shade, for us, the colour of copper, otherwise called red gold is the colour of the energy transition.

Associated with white, the colour of integrity, of transparency, of all the possibilities on which a new story can be written. A story to electrify the future with impact.





On a colour background 3 configurations of the N are possible:

- In red gradient,
- In white gradient,
- Graded from red to orange.

We will always favor the version that allows the best readability.

The logo features a stylized red 'N' followed by the word 'exans' in a bold, black, sans-serif font. Below the logo, the tagline 'ELECTRIFY THE FUTURE' is written in a bold, black, sans-serif font.

**Nexans**  
**ELECTRIFY THE FUTURE**

The Nexans logo consists of two main colours: red and black that contribute to them alone to the recognition of the mark. To ensure consistency and stability brand it is important to conform to codes provided colours.

**Red**

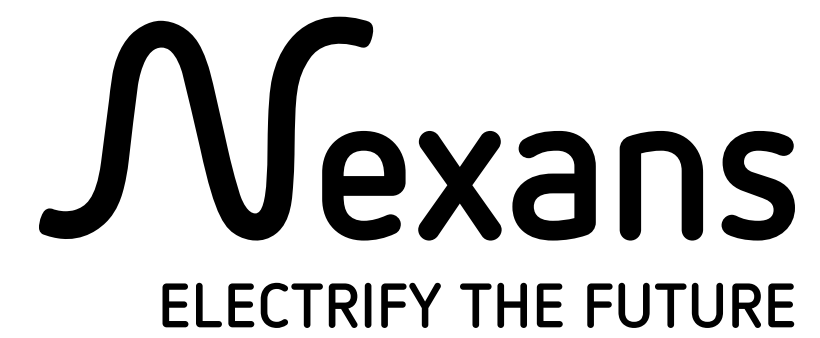
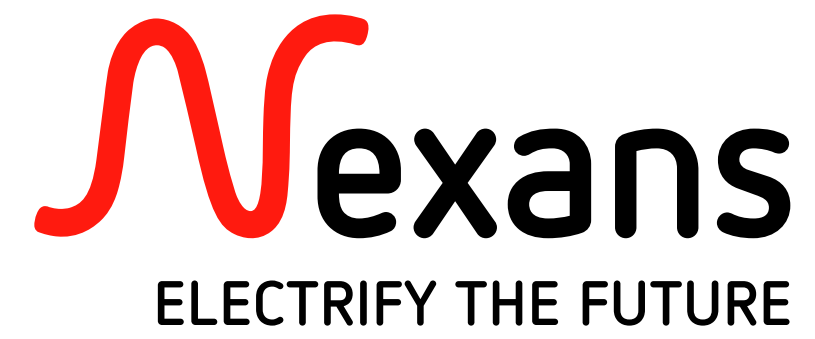
#FF1910  
RGB 255 25 16  
CMYK 0 95 100 0  
PANTONE 485 C

**Black**

#000000  
RGB 0 0 0  
CMYK 60 50 30 100

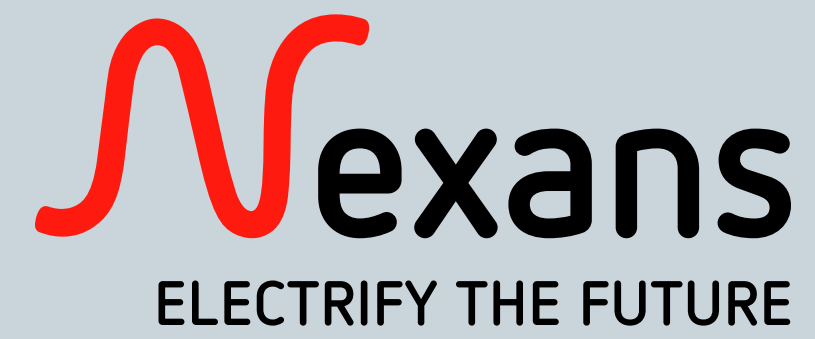
**White**

#FFFFFF  
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CMYK 0 0 0 0

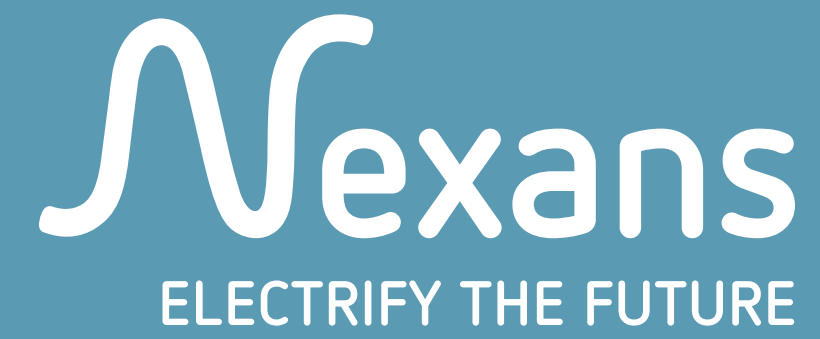


For legibility reasons or media-related manufacturing, the logo exists in monochrome version.

Wherever possible, always favor logo in its two main colours.



**Nexans**  
ELECTRIFY THE FUTURE

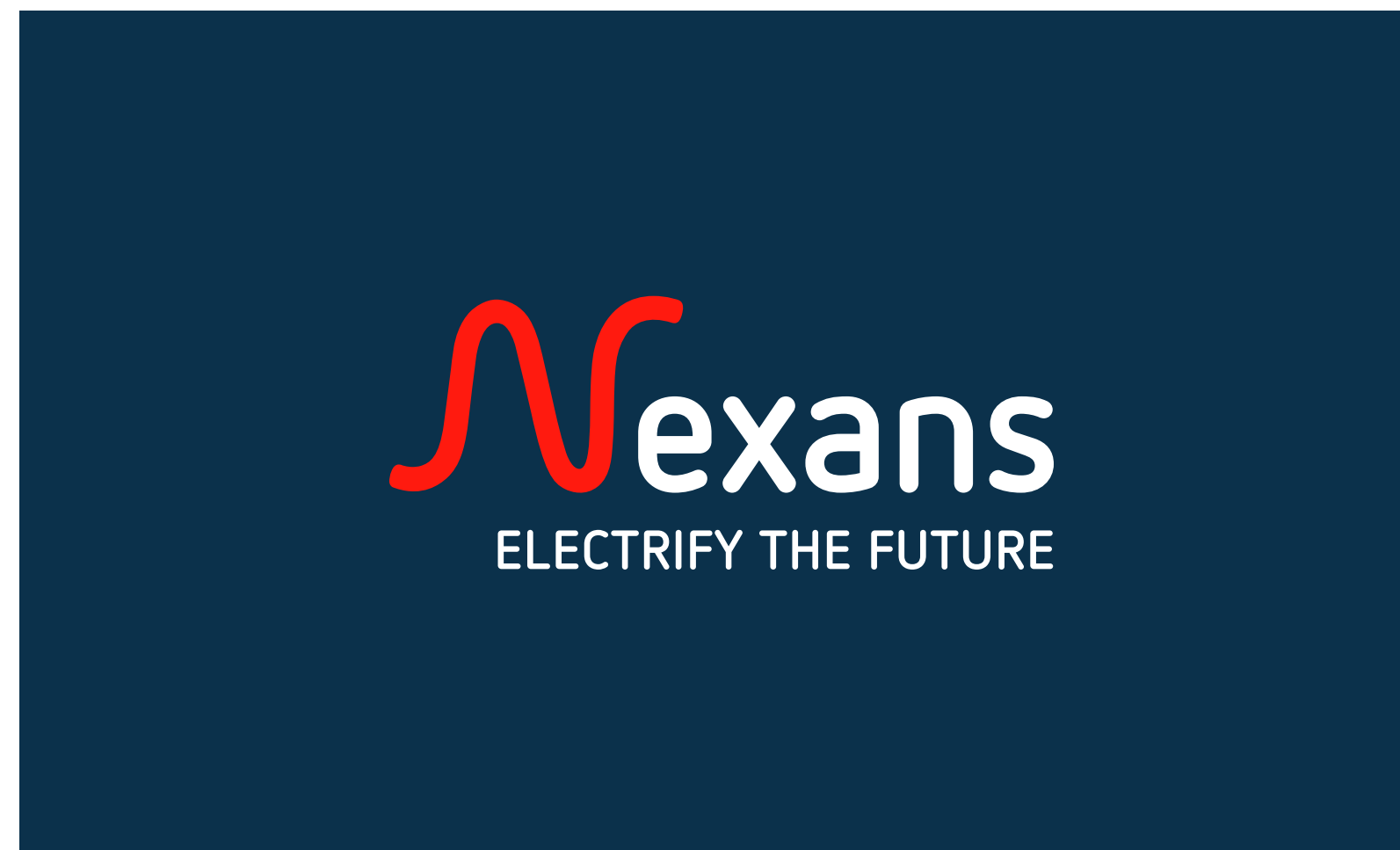
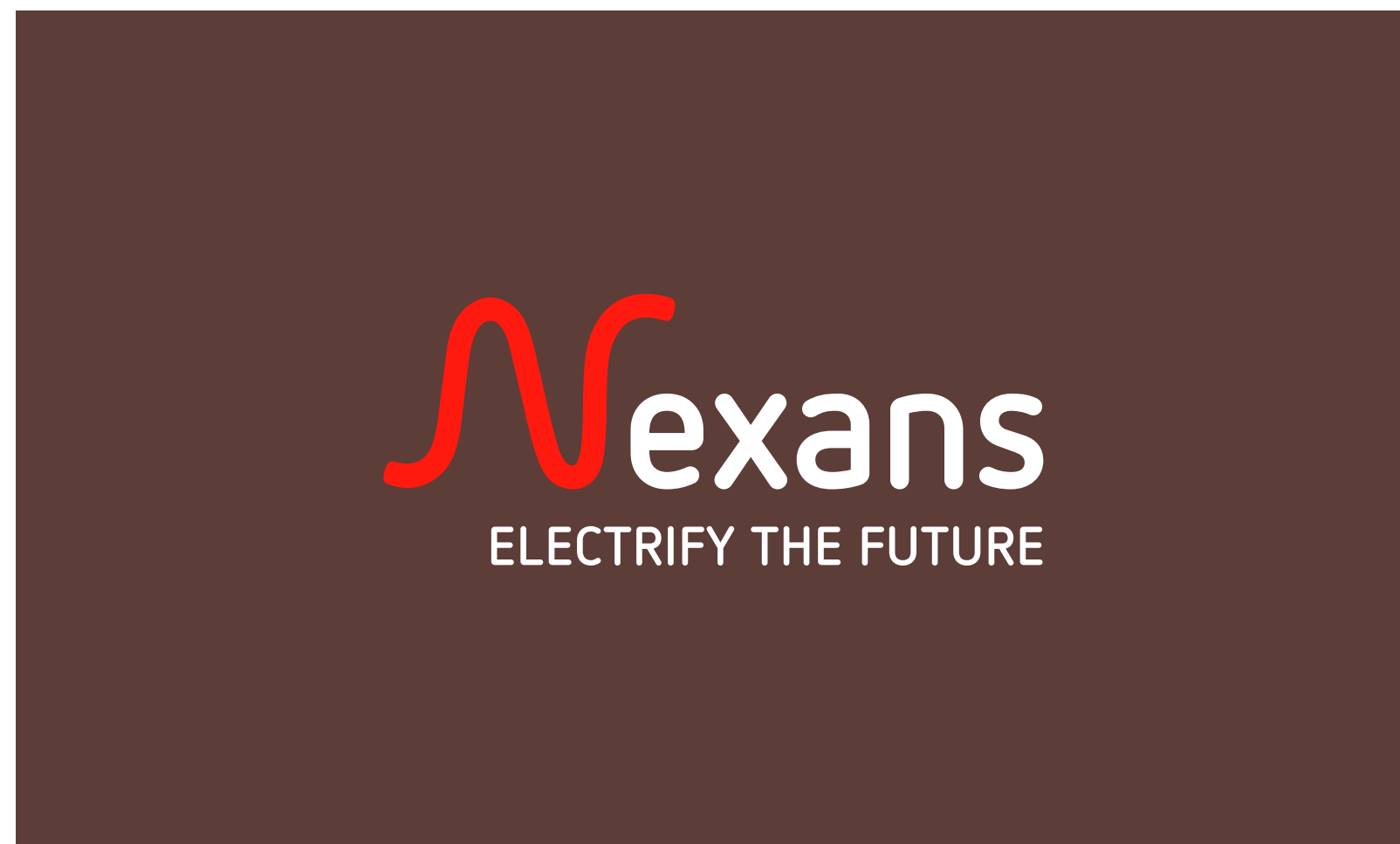
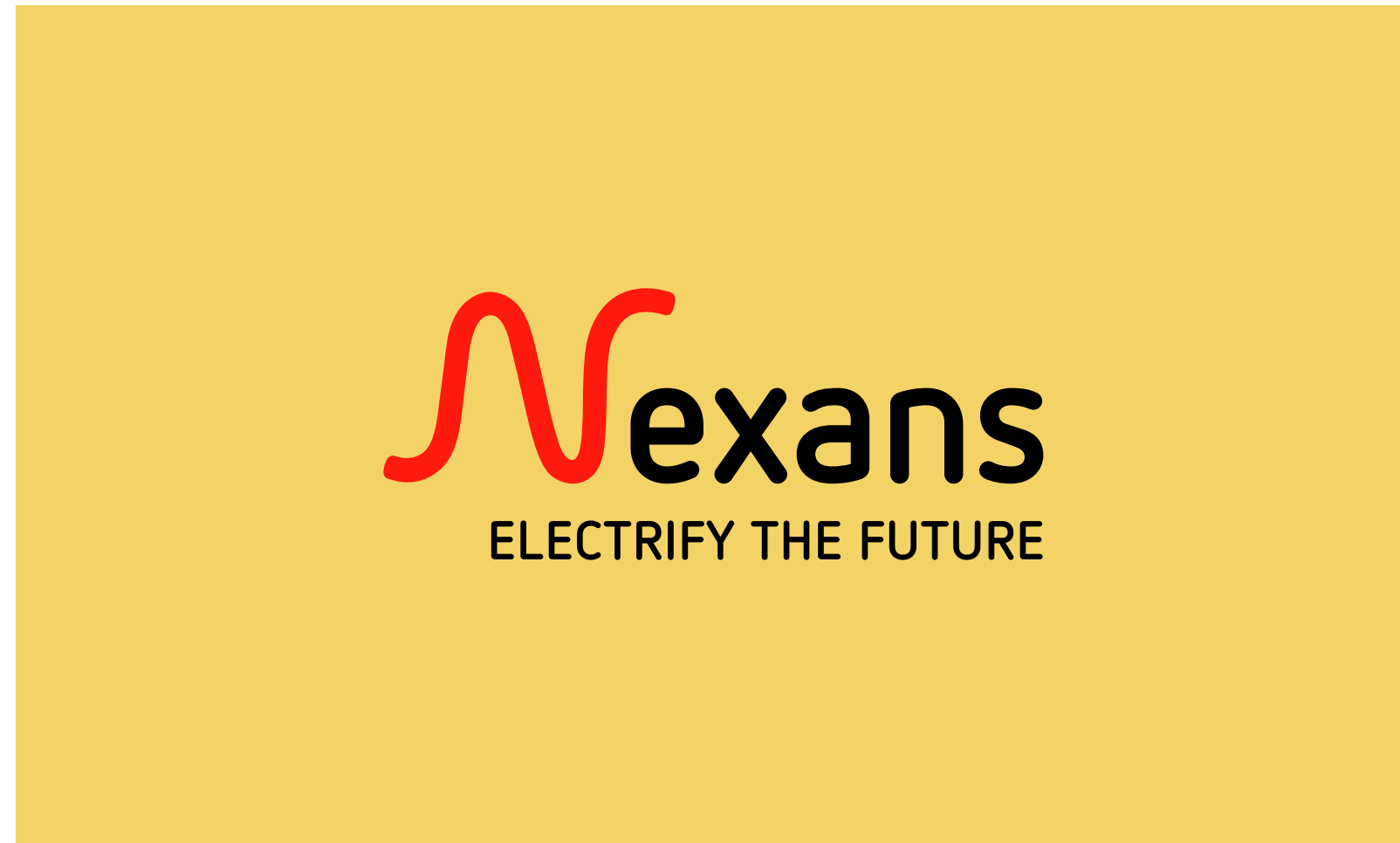


**Nexans**  
ELECTRIFY THE FUTURE

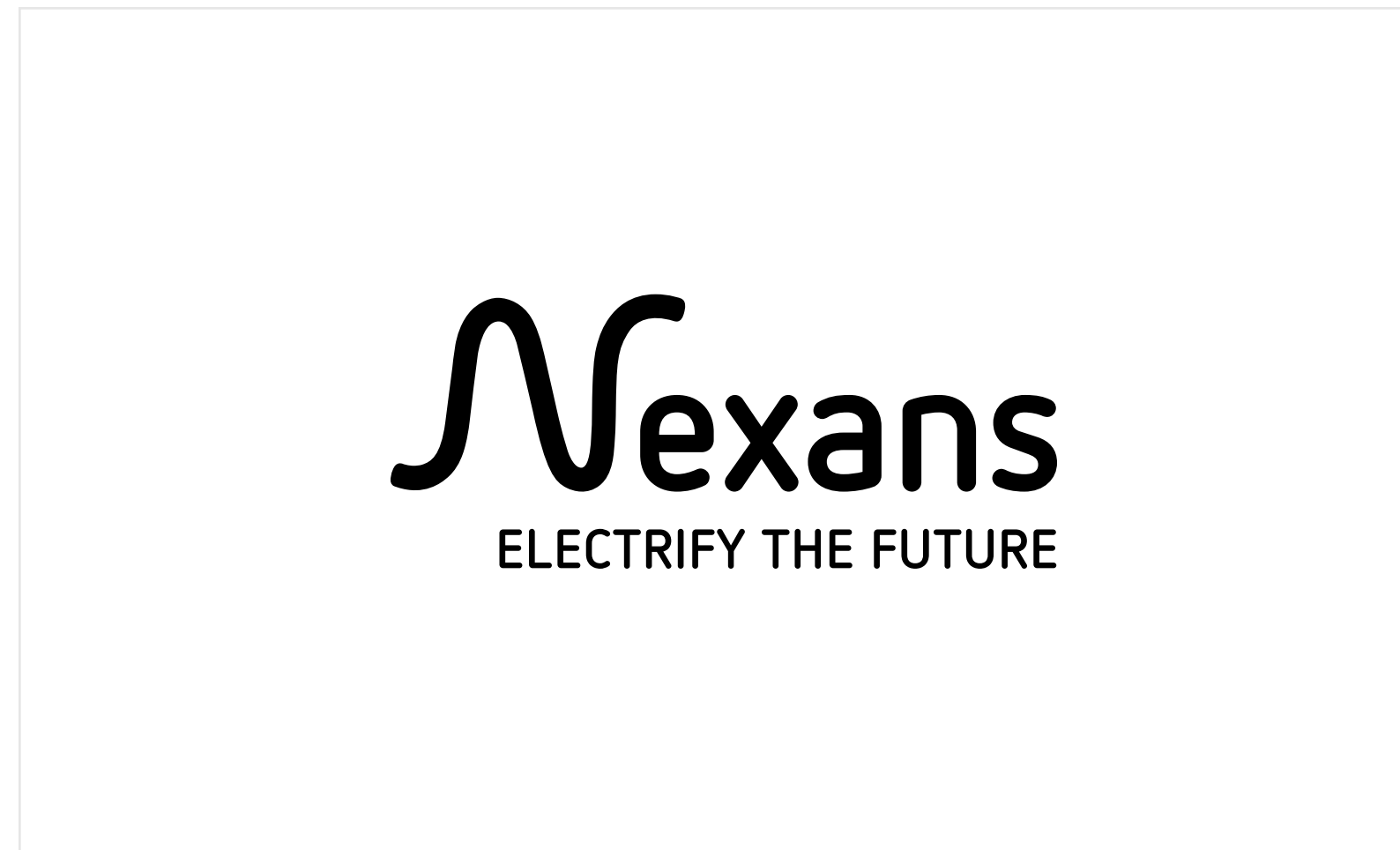
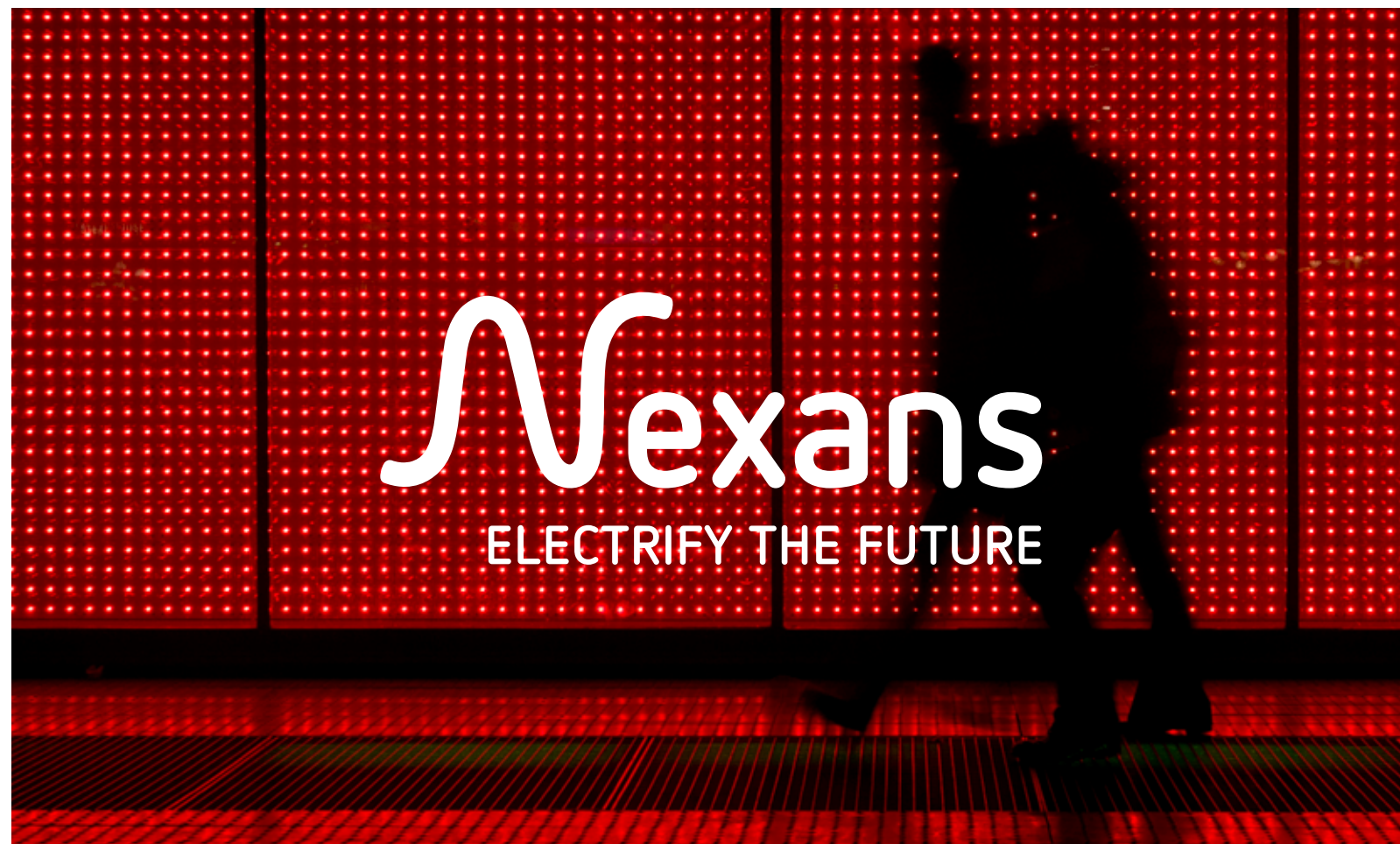


**Nexans**  
ELECTRIFY THE FUTURE

On E3 colour background, preference will always be given to the use of the logo in its red and black version except in this case: if the red and background colour vibrate, then the logo will remain in white.



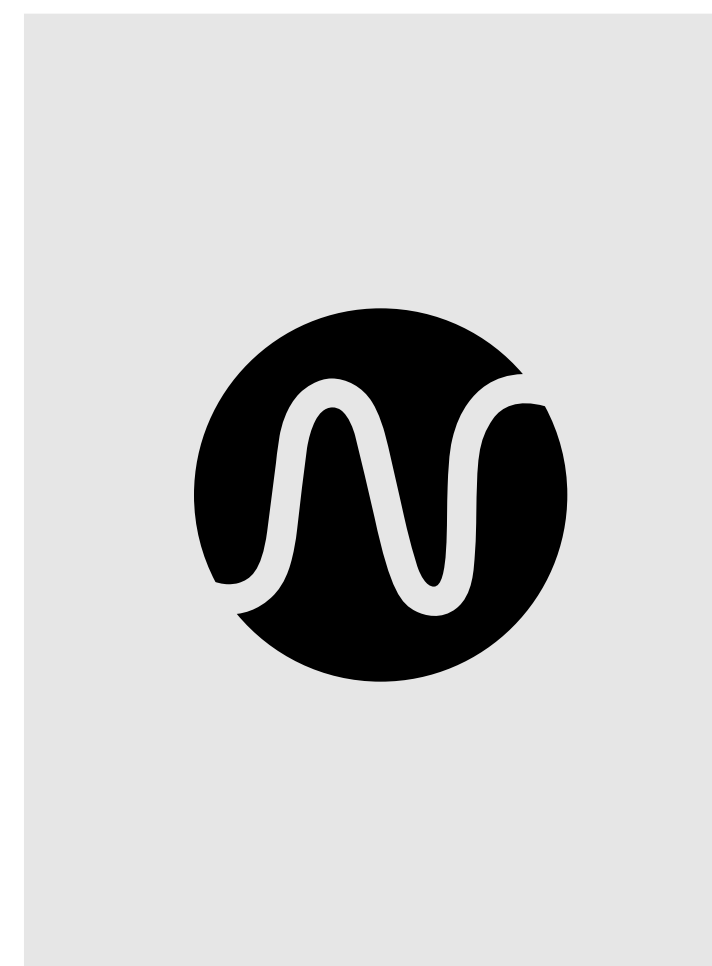
On secondary colours background, preference will always be given to the use of the logo in its red and black version except in this case: if the red and background colour vibrate, then the logo will remain in white.



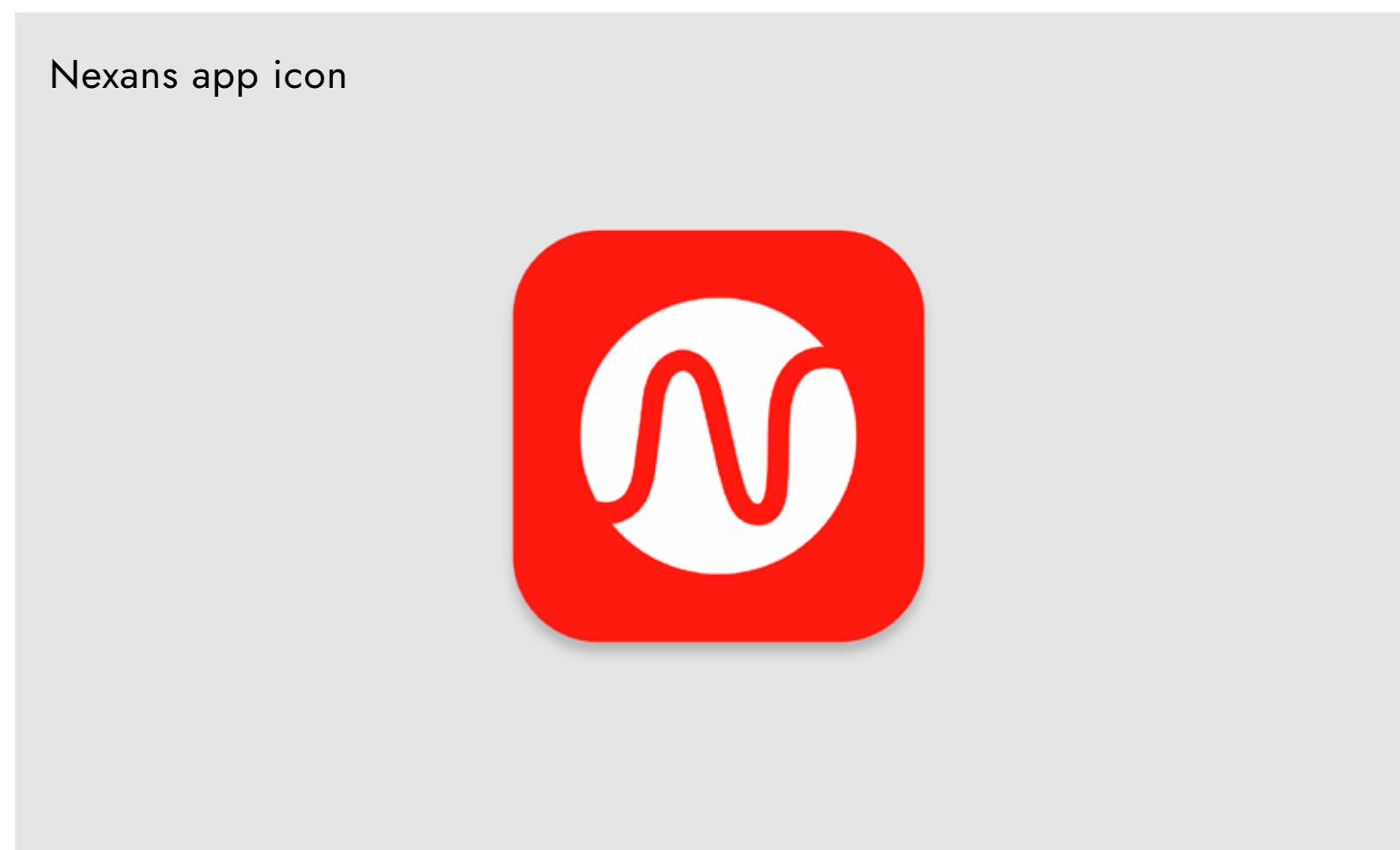
On an iconographic background one will use always Nexans logo version which allows the best readability. We will always favor the version in colour unless there is a problem contrast.



Social networks icon



Nexans app icon



The stamp, derived from the logotype can be used instead on small-sized media, on digital media and as an icon on social networks.

In general, the red version of the stamp will always be preferred.

The monochrome version is used for black and white printing or engraving markings for example.

# Nohemi

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

Nohemi  
Bold

**Lorem ipsum dolor sit amet, consectetur**

Nohemi  
SemiBold

**Lorem ipsum dolor sit amet, consectetur**

Nohemi  
Regular

Lorem ipsum dolor sit amet, consectetur

Nohemi  
Light

Lorem ipsum dolor sit amet, consectetur

To maintain a consistent and identifiable image on all media, Nexans must use only three families of characters.

Nohemi typography is used to structure the content. It is used in specific cases:

- Titles and subtitles,
- Quotes,
- Key figures.



## Jost

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mn Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

Jost Bold

**Lorem ipsum dolor sit amet, consectetur**

Jost Regular

Lorem ipsum dolor sit amet, consectetur

To maintain a consistent and identifiable image on all media, Nexans must use only three families of characters.

The second typography is the Jost, which fits perfectly with the Nohemi and is used for writing everyday text, in digital and office media.

The Jost typography is free of right and accessible to all.

## Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 0123456789

Arial Bold

**Lorem ipsum dolor sit amet, consectetur**

Arial Regular

Lorem ipsum dolor sit amet, consectetur

To maintain a consistent and identifiable image on all media, Nexans must use only three families of characters.

The third typeface is Arial, which is used when Jost is not applicable.



Orange-red, a warmer, more enveloping hue, the colour of copper, which for us represents the assumed colour of the energy transition.

A colour whose gradient can be used in 3 ways.

# 3 | BRAND VOICE

## An editorial charter: why?

### For all

**This charter is intended for all those who contribute to the Nexans expression,** whether it's a question of corporate, commercial or financial communication, whether they are Nexans employees or partners, whether they are company spokespersons, communication or marketing professionals.

### To unify all our speeches

In communications, consistency and repetition are key. If we want to make our audiences understand and remember what we say, we need to align our key messages with the way we deliver them. To speak with one voice and convey our purpose: **"We give the power to electrify the future with impact"**.

### To make a difference

Among other things, a brand stands out by its "voice", by the way it speaks. The semantic field, vocabulary, style and tone are all elements that set it apart. It is therefore an essential lever for meeting the challenge of Nexans' differentiation and "decommoditize" itself. **Having a specific voice allows Nexans to be known, recognized and preferred.**

### To simplify

**This charter has been designed as a compact tool, rather than a large corpus.** As a help to guide you when faced with a problem of communication rather than a sum of prohibitions. It has only one ambition: to become a reflex for all your needs from which you can draw tips and inspirations.

# Let's speak Nexans !



Expression of messages

# #1 The editorial line

**Inspired by your positioning, the editorial line inspires content production and guarantees its coherence.**



From a clear positioning:

**To become a key pure  
player world leader in  
sustainable electrification**

to a singular editorial line:

**From design to manage**

**From power generation  
to usage**

**From employees  
to customers**

Nexans is present across the entire value chain: engineering-design, production, installation and maintenance. At each stage, our offer can be adapted to specific needs.

## From design to manage. From power generation to usage.

# We give the **power** to **everyone** to **electrify the future** with **impact**

Nexans acts as a key partner to create opportunities of sustainable value from tailor-made turnkey projects to smart cable management systems and global offers including cables, services and digital solutions.

Nexans offers:

- reliability, that controls risk and creates trust
- innovation, able to anticipate needs
- performance, through high level of quality standards

Nexans addresses different types of customers alongside the electrification value chain.

And is committed to social inclusion and the electrification of developing countries.

This "all" also applies internally, with a collective of concerned and united employees.

Nexans is in the front line when it comes to meeting the challenge of growing electricity needs.

Its solutions help to meet the major challenge of decarbonization.

Nexans anticipates needs with innovative solutions.

Lead by it's E3 operating model.

Nexans contributes to the objectives of carbon neutrality and a reduced environmental footprint.

Nexans increases the safety of people and goods through its solutions and industrial practices.

Nexans shows solidarity by getting involved in the electrification of the most disadvantaged.



Expression of messages

## #2 Posture



## A brand contributing to positive change

**A reminder of the key role it plays**, the heart of the challenge of sustainable electrification, and at the heart of people's lives. An ever-growing importance.

**Take a long-term perspective.** Think of the installer's short term as the longer term: that of the financier or the future of the planet.

**Thinking on a local scale**, and in response to specific challenges, as well as on a global scale and the hindsight it confers (different markets, continents, etc.).

**Showing constant movement**, energy and requirement of a brand that innovates and explores.

Nexans gives customers the means to "do" and **"act"**.

**An alternative model**, where performance combines economic, environmental and commitment dimensions.

Nexans claims to do **"better"** rather than "more", a new vision of its business.

**Use a resolutely optimistic tone**, supported by success stories and results.

With Nexans, "it works" and "we'll get there".

**We are pioneers:  
we give the power  
to innovate**



# A successful brand

**We are dedicated:  
we give the power  
to impact**

**Always take a global approach:**

- in the electricity value chain "from power generation to usage",
- in the "from design to manage" project phasing,
- in the "far beyond the cable" offer.

**Demonstrate the ability to adapt** to every challenge, to each target, each sector, delivering customized solutions.

**Measuring performance,** in all its forms aspects (technical, financial). And with an overall vision over time (TCO). Demonstrate the "added competitiveness" we bring to the customer.

**Be in a position of mastery,** which limits the risk. Both in terms of form (the semantic field of control and reinsurance) and content (reminders of comparable projects that have been successfully completed, the means/precautions deployed, etc.). Use plain language, «straight to the point», making firm promises that build trust, without being pretentious.

**Simplify,** by presenting a **Nexans "experience"** that is tailored to the needs and uses of the various trades as well as the end user



## An attentive brand

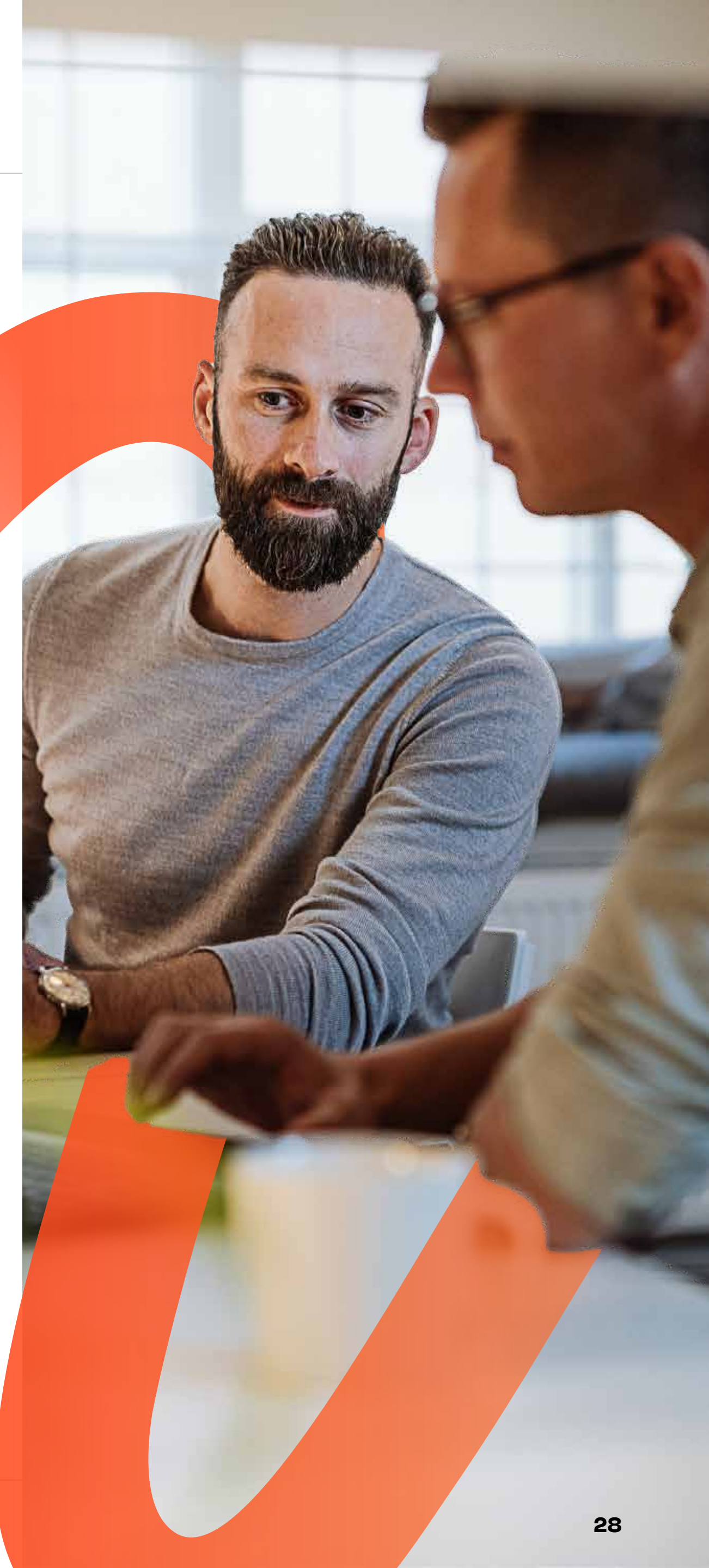
**Show all the support**, an integral part of the Nexans experience. That characterizes a brand deeply human, beyond its technical dimension, and which close ties with its stakeholders. Support to be embodied, by representing and giving a voice to employees, to ensure a shared commitment that drives the whole group. Nexans is not a supplier, but a company. Nexans is not a supplier, but the **“Key partner”**.

**Sharing** expertise and best practices, demonstrating the efforts and resources deployed to educate and help customers.

**Putting safety at the heart of our priorities:** safety on worksites and in operations installations.

**Be aware of the meaning of your role for society as a whole**, all over the World, from ensuring electricity supply to implementing a proactive approach to connecting disadvantaged populations.

**We are united:  
we give the power  
to care**



Expression of messages

## #3 The Nexans tone

**In each of its speeches, Nexans adopts a specific tone. This tone supports the brand's posture, enabling it to be recognized and stand out from the competitors.**

### The Nexans Touch



## Draws its essence from the brand's **values**

### **INSPIRING**

**Because we are pioneers  
we want to inspire**

We want to inspire our stakeholders to electrify the world with more responsibility. We want them to feel part of positive change. We inject energy and optimism into our subjects by showing that sustainable electrification is possible if we all work together.

#### **How?**

By communicating our transformation internally to the outside world through people engagement, customer testimonials, innovative initiatives and new all-in-one offerings comprising sustainable and safer sets of complementary solutions.

### **SPECIFIC**

**Because we are dedicated  
we want to be specific**

We wish to address each stakeholder's specific needs. We need to align our know-how with the risks they face and the challenges they take, in order to provide intelligent, tailored responses.

#### **How?**

By keeping our customers' level of understanding and intimacy up to date, through consistent, intelligent and straightforward wording and imagery that will ensure the most enjoyable experience possible for customers throughout their brand journey.

### **TRUE**

**Because we are united  
we want to be truthful**

We aim to create a climate of trust by providing our customers with proof that what we do is the most effective way of doing it. We need to surround ourselves with an ecosystem of committed partners who share our convictions and values.

#### **How?**

By providing solid facts and figures that support the brand's positioning. We remain authentic through our transparency in presenting our actions - past, present and future. We demonstrate our determination to prove that we can electrify the future with impact.

### DIRECT

Nexans' words go **"straight to the point"**. This compact form expresses the brand's sincerity and efficiency. Voluntarily compact, even "cut", the hooks deliver the essential in a punchy way.

Even before collaborating, the exchange with Nexans already reflects the values of simplicity and performance. Nexans has a "smart attitude".

### QUESTIONING

Direct address ("you"), use of possessives ("your"), Nexans words set the scene for a relationship, or even a conversation. Because they are people serving people. Because we know how to adapt our response to each context, each need.

The Nexans tone is personalized and embodied. It helps weave an emotional bond with the brand's stakeholders.

### IMPUSLE CREATOR

The Nexans tone calls for action. Because it appeals directly to the reader, and therefore "calls" him or her, and because its compact form gives the image of an accessible objective, it creates the desire to act. Nexans' words give **momentum**, they "take by the hand". The future with impact.

# 4 | BRAND ARCHITECTURE



## Nexans as our Masterbrand “One Brand”

The brand that refers to the group’s strategic positioning at global, regional and local level, in the 3 major sectors of sustainable electrification: Generation & Transmission, Distribution, Usage.

## Subsidiaries Brands “by Nexans”

### **Madeco, Indeco, Centelsa, Reka, Liban Cables.**

Regional or local brands that exemplify Nexans’ proficiency and leadership in specific electrification sectors, tailored to the market structure and local requirements of a given region or country.

## Trademarks

### **For innovative services: Mobipay, Ultracker.**

Trademarks filed and registered in various countries where we operate to offer more innovation and added value throughout the customer journey

### **For cable as core business: Nexans + product designation**

Using a consistent product name across all cable ranges worldwide, Nexans reaffirms its long-standing expertise in cable manufacturing. It also underscores our plants’ unwavering commitment to delivering outstanding performance and exceptional quality in all our cable products.

### **Specific programs by Nexans:**

Nexans’ dedicated initiatives such as research and training programs developed by Nexans for the advantage of its stakeholders, including customers, partners, and distributors.

Cables, services and specific programs are part of dedicated global, regional or local offers that provide value creation for customers and partners (such as : Fire Safety, Solar Power, Low Carbon).

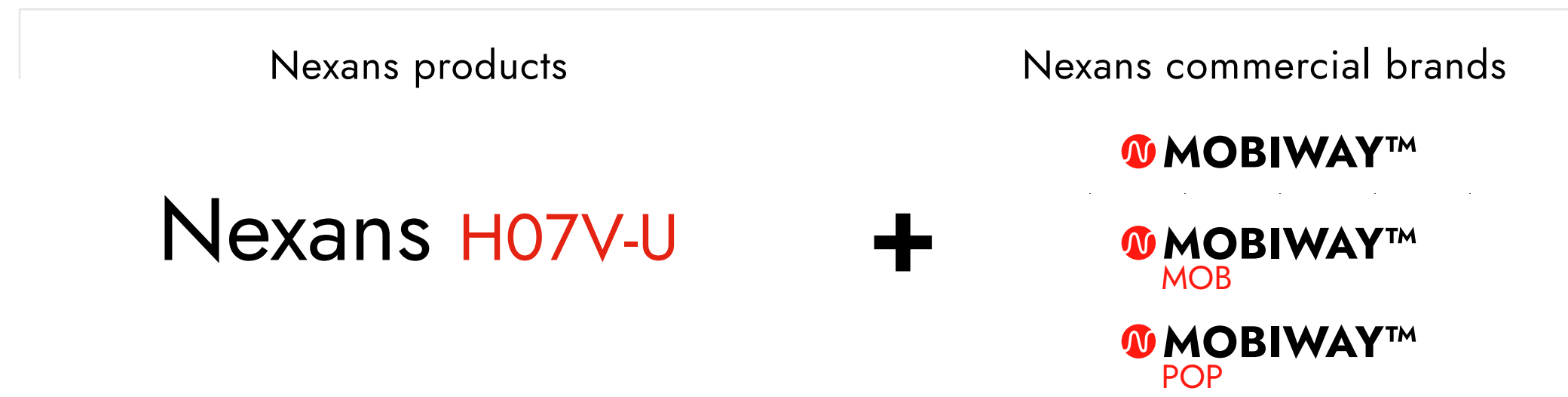
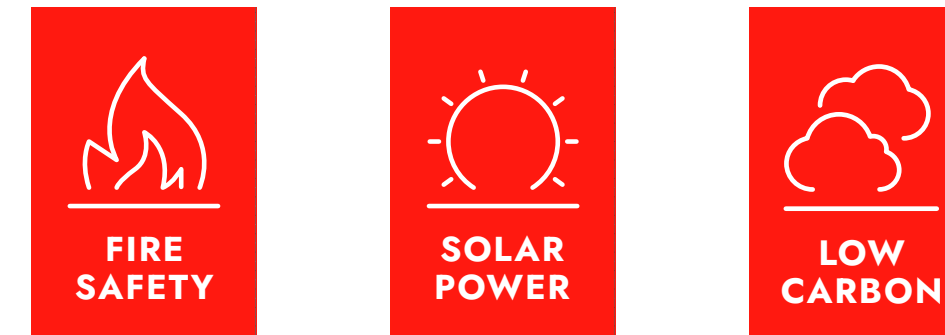
1 **Roof:**  
marterbrand equity



2 Nexans brand subsidiaries



3 **Piliars:**  
value proposition



4 Programme by Nexans



5 **Foundation:**  
common shared values

E3 operating model linked to values as inspiring insights to structure our sales, marketing and communication argumentation.

**ENVIRONMENT**  
Pioneer to innovate

**ECONOMIC**  
Dedicated to impact

**ENGAGEMENT**  
United to care

**At Nexans,  
we electrify  
the future.  
With impact.**





Nexans  
ELECTRIFY THE FUTURE