

Brand foundations

V2 | September 2021

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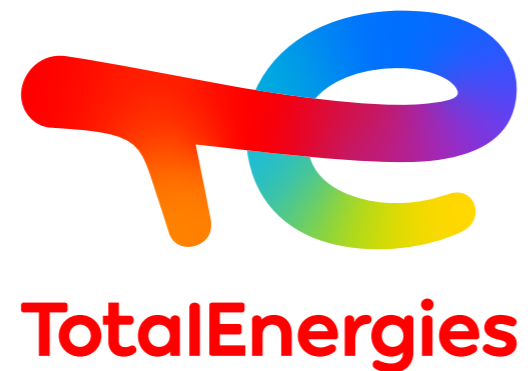
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01

The brand



Energy is Life.
We all need it
and it's a source of progress.
So today, to contribute to
the sustainable development of the planet
facing the climate challenge,
we are moving forward, together,
towards new energies.

Energy is reinventing itself,

And this energy journey is ours.

Our ambition is to be a world-class player
in the energy transition.

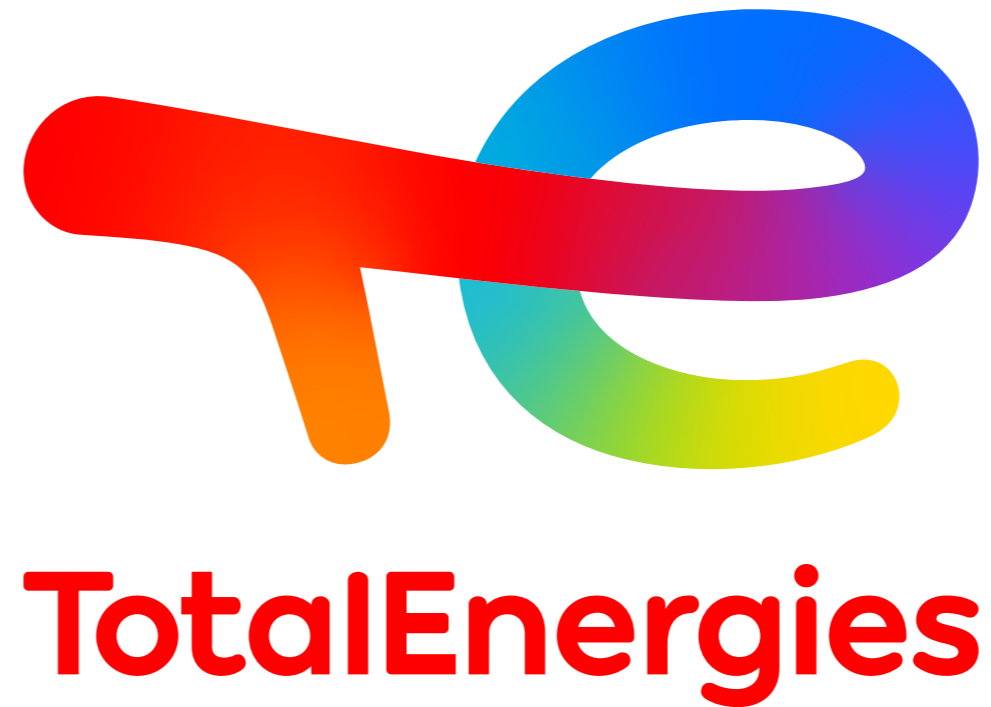
That is why

**Total is transforming and
becoming TotalEnergies.**

01 The brand | Our logo

The T and the E of TotalEnergies draw a symbol, the energy journey.

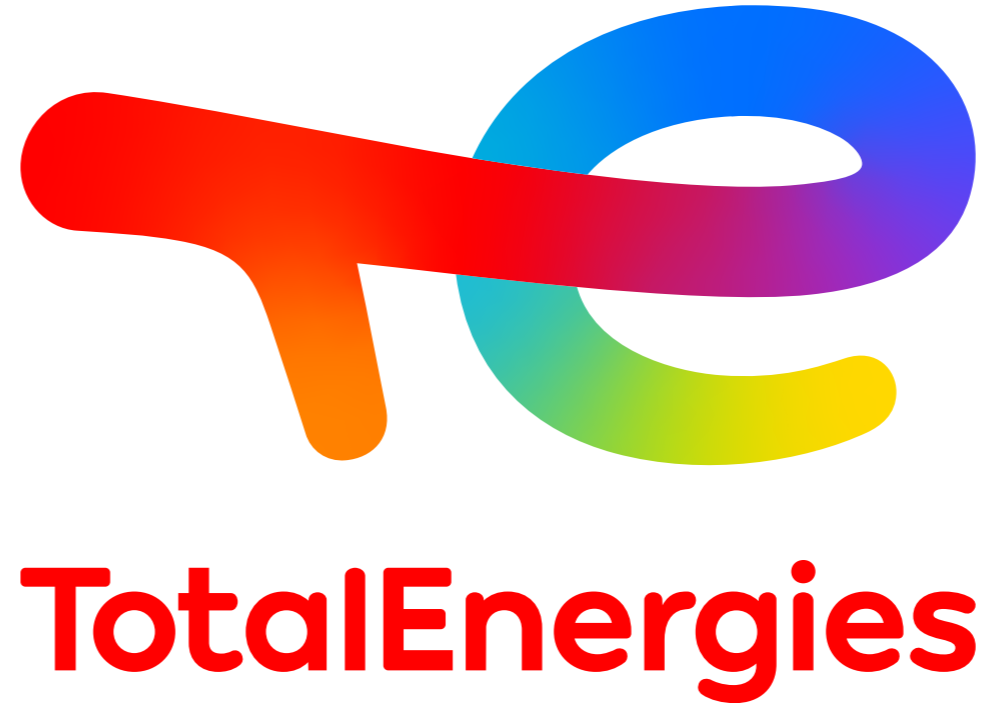
It is a journey, a path whose course is in motion. It starts from our origin, Total, and leads to the new TotalEnergies brand.



01 The brand | Our name

**Total becomes TotalEnergies.
In one word, with two capital letters
and an 's'!**

TotalEnergies is a single name,
in the plural, for all energies and all
talents. The typography draw this word
in a nonbreaking manner.



01 The brand | Our proprietary typography

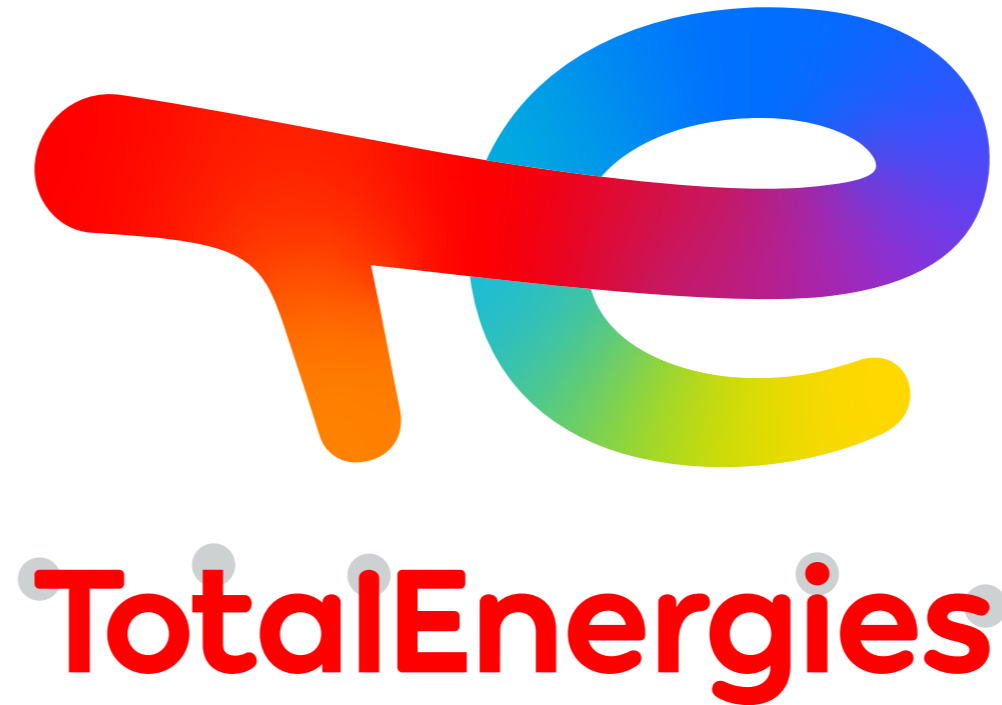
The typeface was specially designed for TotalEnergies.

It combines **strength** and **roundness** in its design, with straight sans-serif characters and alternating round and straight ends.

The lettering has been tightened to add **density** and **connection**. The brand is always closer to its audience, a service brand as well as an energy producer.

The lowercase typography is at **human** height, it conveys the humility of the brand, its humanity in the face of challenges.

The typography of the logotype does not exist as a commercial font.



01 The brand | Our pictograms - Status, treatment and usage

Their status

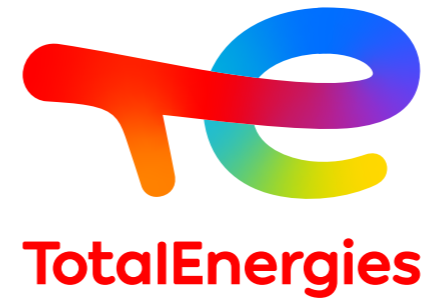
The «Energy journey» is our history, our logo and our identity system.

It is illustrated by its colors, its gradations and its **7 pictograms**.

These pictograms are therefore **identity pictograms**, expressing what TotalEnergies is, a **multi-energy company**.

Used together, they carry this message and reveal the 7 energies that make up the energy journey.

Their colors echo the color logic of the logotype. Each pictogram appears in the gradient color assigned to the energy it represents.



OIL



NATURAL GAS



ELECTRICITY



HYDROGEN



BIOMASS



WIND



SOLAR

01 The brand | Our pictograms - Status, treatment and usage

Do's - Don'ts

The identity pictograms' treatment, color and number are defined.

Therefore :

- they cannot be modified;
- they cannot be completed;
- the order cannot be altered.

They are reserved for institutional and corporate communication.

Therefore, they cannot be used:

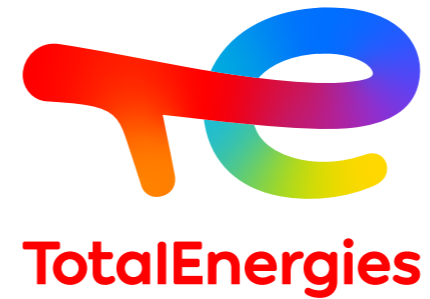
- for commercial communications
- outside the TotalEnergies ecosystem.

In this context, two uses are possible, always in the presence of the logo but not attached to it:

Gathered in the «energy bar», to illustrate the energy journey; Taken individually, to illustrate an energy.

2 restrictions:

- **The energy bar must never replace or obscure the logo;**
- **An energy pictogram must never become the logo of an activity by itself.**



OIL



NATURAL GAS



ELECTRICITY



HYDROGEN



BIOMASS



WIND



SOLAR

01 The brand | Our pictograms - Status, treatment and usage

Usage rules

Design

They are designed in a linear treatment, with roundness and in gradient color on a white background.

Clear space

In order to maintain maximum legibility, the pictograms are included in a clear space within which no other graphic or textual element can be found.

This clear space is the same for each pictogram and corresponds to a square whose side is equal to 18 times the thickness of the line forming the pictogram.

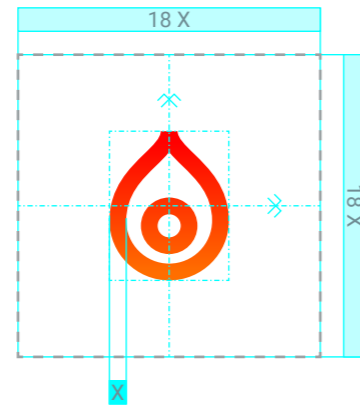
It guarantees a minimum distance between the pictograms when they are presented next to each other (horizontally or vertically).

The «energy bar»

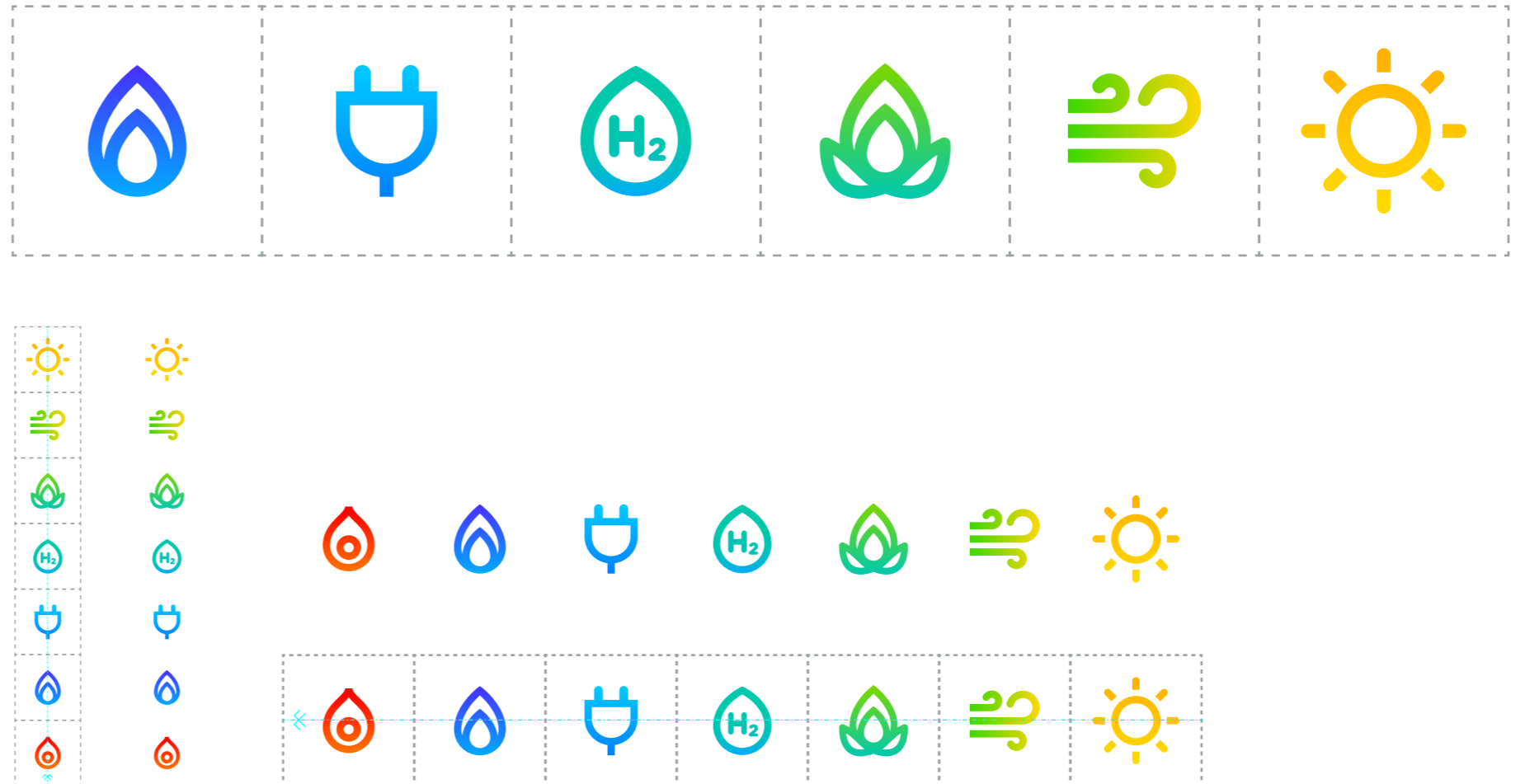
It is composed of the 7 energy pictograms, placed in the precise order shown opposite, horizontally or vertically.

The pictograms are centered on a median line and their respective spacing corresponds to their clear spaces.

Clear space



Energy bar



01 The brand | Our pictograms - Application examples


Their applications : the 7 pictograms used together

Only in institutional and corporate communication to illustrate TotalEnergies, the multi-energy Company.

This use is possible on all communication media, whether physical, digital, video or print.

NB: The energy pictograms must be used on a medium on which the logotype is present but never adjacent to it.

Digital



The digital application shows the TotalEnergies logo at the top center. Below it, there are four columns of text explaining the logo's components: 'Le logo', 'Le chemin', 'Le nom', and 'Les Couleurs'. At the bottom, there are seven energy pictograms arranged horizontally, each with a label below it: PETROLE, GAZ, ELECTRICITE, HYDROGENE, BIOMASSE, EOLIEN, and SOLAIRE.

Le logo
→ C'est le T et le E de TotalEnergies qui dessinent un symbole, le chemin des énergies.

Le chemin
→ C'est un chemin dont le tracé est en mouvement. Il part de notre origine, Total, et conduit vers la nouvelle marque TotalEnergies.

Le nom
→ TotalEnergies, c'est un seul nom, au pluriel, pour dire toutes les énergies et tous les talents. La typographie dessine ce mot de manière inscissable.

Les Couleurs
→ Elles sont 7, pour autant d'énergies. On passe d'une couleur à l'autre, d'une énergie à l'autre. Le rouge, la couleur historique de la marque, et le point de départ de cette transformation.

PETROLE GAZ ELECTRICITE HYDROGENE BIOMASSE EOLIEN SOLAIRE

Physical



Event



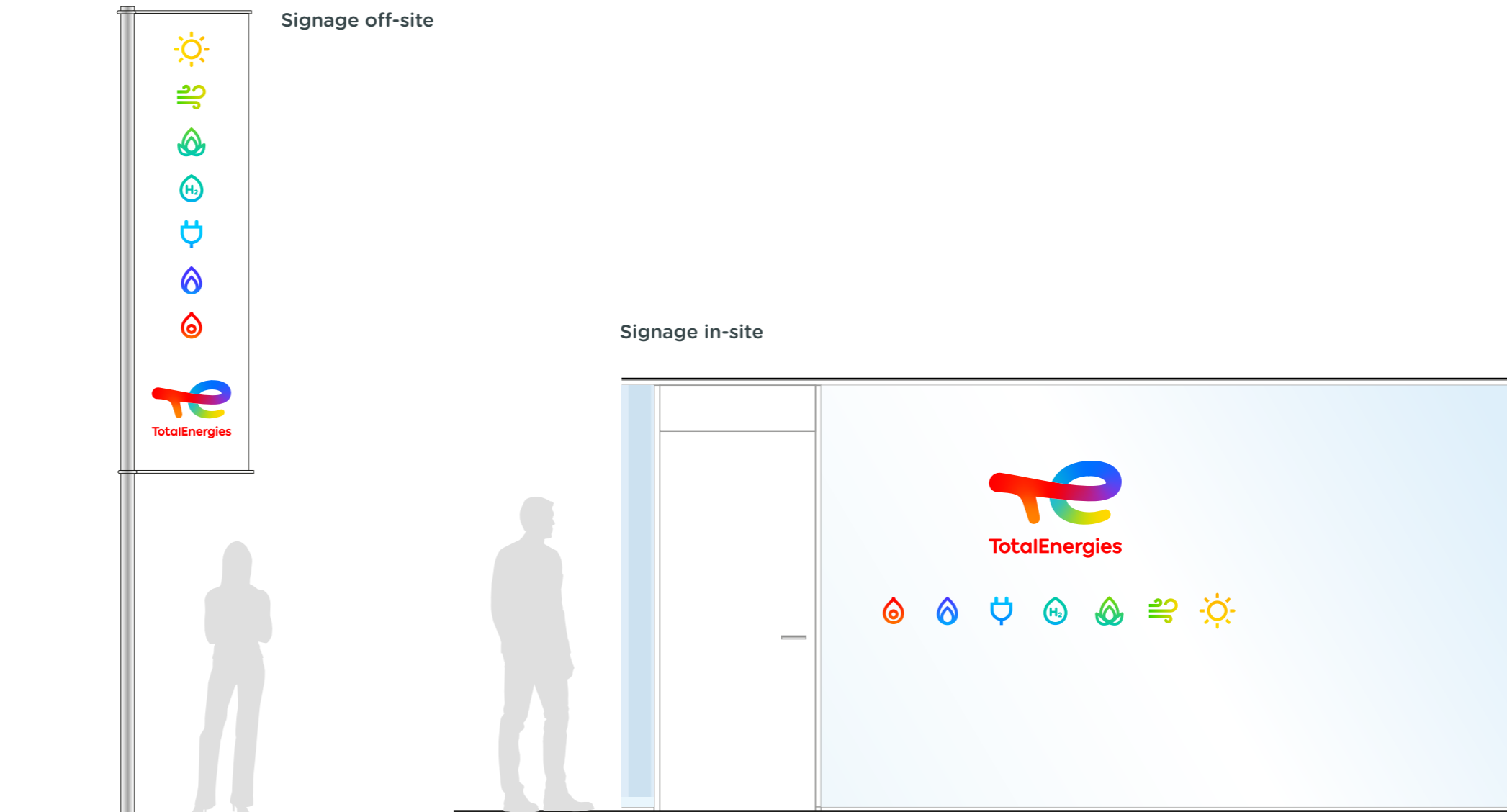
01 The brand | Our pictograms - Application examples

Their applications :
the 7 pictograms used together

Only in institutional and corporate communication to decline elements of the “Energy journey”, always in presence of the logo.

This use is possible on all communication media whether physical, digital, video or print.

NB: The energy pictograms must be used on a medium on which the logotype is present but never adjacent to it.



01 The brand | Our pictograms - Application examples

Their applications :
Individual energy pictogram use

Only in institutional and corporate communication to decline elements of the “Energy journey”, always in presence of the logo.

This use is possible on all communication media whether physical, digital, video or print.

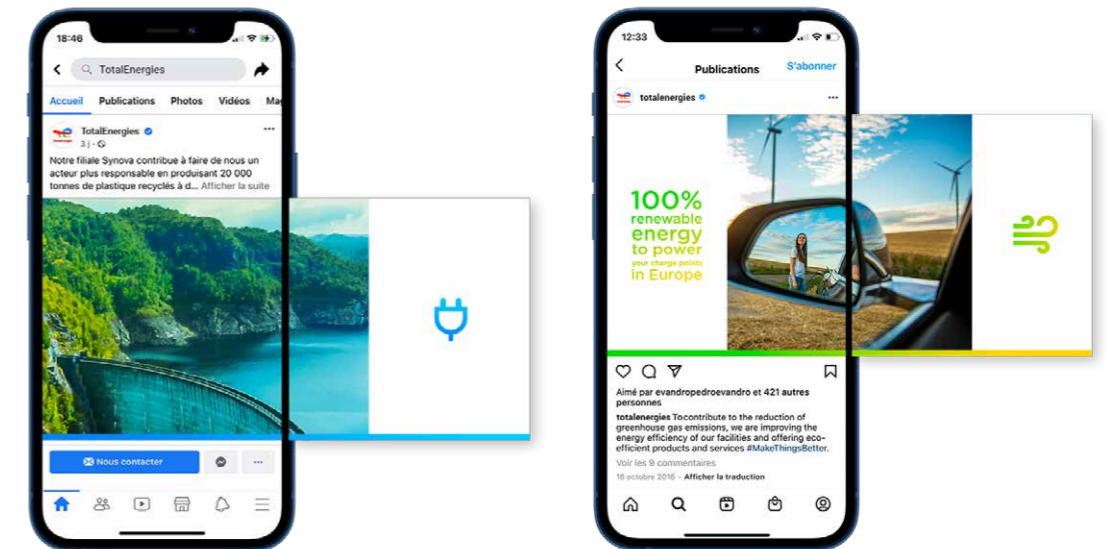
NB: The energy pictograms must be used on a medium on which the logotype is present but never adjacent to it.

Events



Use of the pictograms with the TotalEnergies logo at a distance, clearly visible

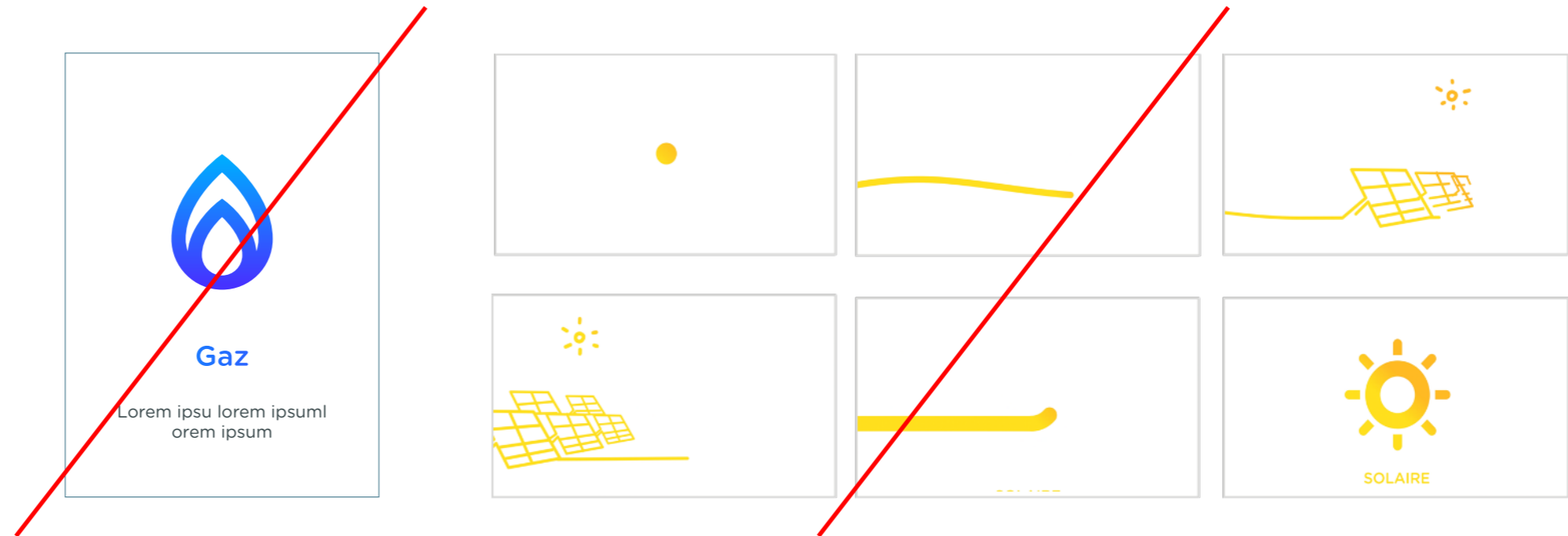
Digital / Social Media



Use of the pictograms with the TotalEnergies logo at a distance, clearly visible

01 The brand | Our pictograms - don't

It is not allowed to use one energy pictogram or the energy bar without the TotalEnergies logo.



1. The **hero logo**
2. The **white** in major with the split-screen
3. The **colors** of the energies
4. A pure and **simple** style
5. The **pictograms**
6. An iconography in life, **on the side of the consumer and use**
7. An **enthusiastic**, optimistic and dynamic tone
8. A “choral”, **inclusive, positive** sound identity

02



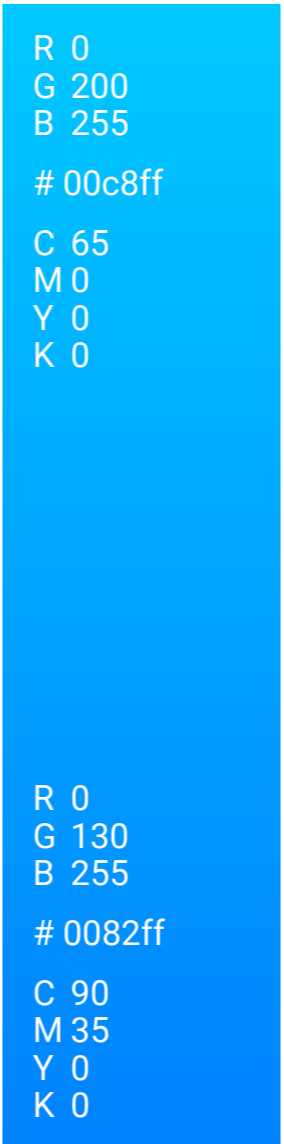

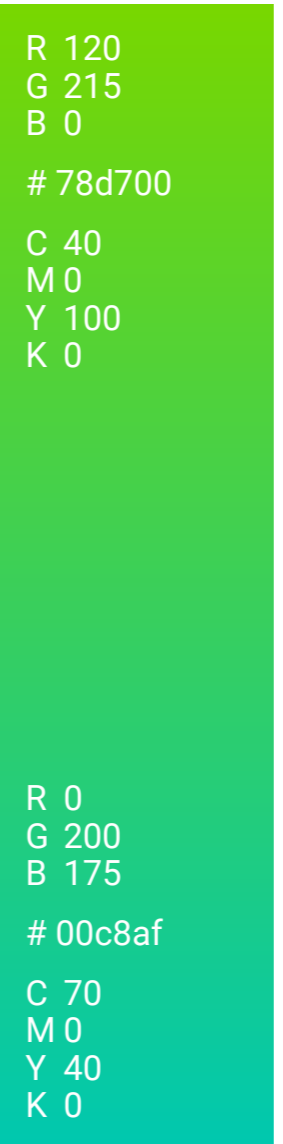

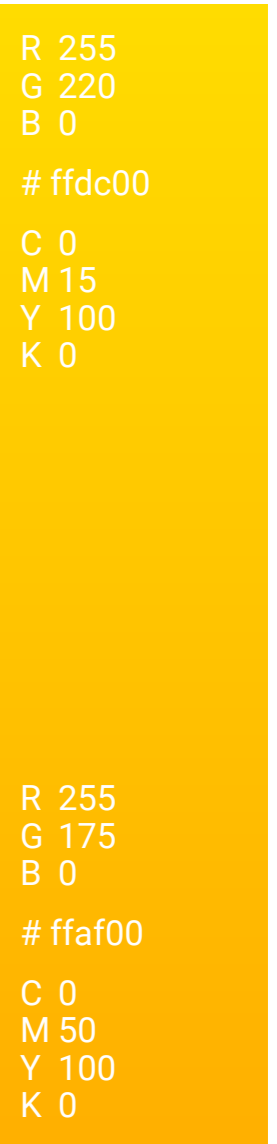
Graphic ingredients

02 Graphic ingredients | Gradient Colors

The color palette is inspired by the energies journey and the logotype colors. They can be used as gradient or solid colors (see following page).

Opposite are the color references for each application:

- **RVB/hexadecimals** for visuals and pictograms used on screen
- **CMYK** (4-color process) for the following print materials:
- **publishing** (e.g. brochure, leaflet etc.)
- **press** (e.g. magazine, newspaper etc.)
- **diplay**

 <p>R 255 G 110 B 0 # ff6e00</p> <p>C 0 M 55 Y 100 K 0</p> <p>R 255 G 0 B 0 # ff0000</p> <p>C 0 M 100 Y 100 K 0</p>	 <p>R 0 G 170 B 255 # 00aaff</p> <p>C 80 M 30 Y 0 K 0</p> <p>R 70 G 50 B 255 # 4632ff</p> <p>C 100 M 75 Y 0 K 0</p>	 <p>R 0 G 200 B 255 # 00c8ff</p> <p>C 65 M 0 Y 0 K 0</p> <p>R 0 G 130 B 255 # 0082ff</p> <p>C 90 M 35 Y 0 K 0</p>	 <p>R 0 G 200 B 170 # 00c8aa</p> <p>C 60 M 0 Y 65 K 0</p> <p>R 0 G 170 B 255 # 00aaff</p> <p>C 65 M 0 Y 0 K 0</p>	 <p>R 120 G 215 B 0 # 78d700</p> <p>C 40 M 0 Y 100 K 0</p> <p>R 0 G 200 B 175 # 00c8af</p> <p>C 70 M 0 Y 40 K 0</p>	 <p>R 255 G 215 B 0 # ffd700</p> <p>C 0 M 15 Y 100 K 0</p> <p>R 60 G 215 B 0 # 3cd700</p> <p>C 50 M 0 Y 100 K 0</p>	 <p>R 255 G 220 B 0 # ffdc00</p> <p>C 0 M 15 Y 100 K 0</p> <p>R 255 G 175 B 0 # ffaf00</p> <p>C 0 M 50 Y 100 K 0</p>
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02 Graphic ingredients | Solid Colors

The gradient colors are also interpreted as solid colors.

Opposite are the color references for each application:

- **RGB/hexadecimals** for visuals and pictograms used on screen
- **CMYK** (4-color process) for the following print materials:
- **publishing** (e.g. brochure, leaflet etc.)
- **press** (e.g. magazine, newspaper etc.)
- **display**
- **Pantone® spot colors** for goodies, luxury editions, stationery, etc.

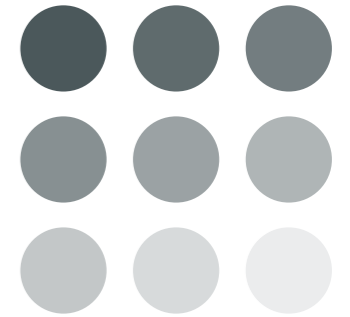
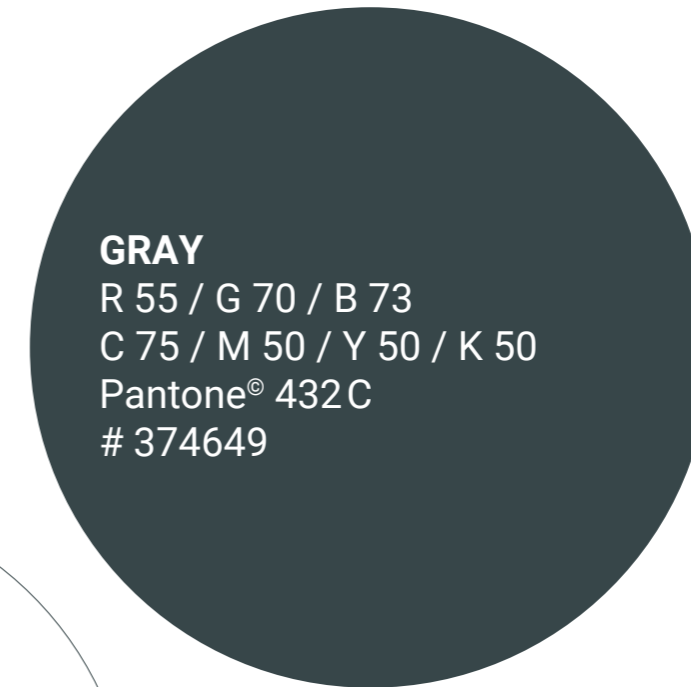
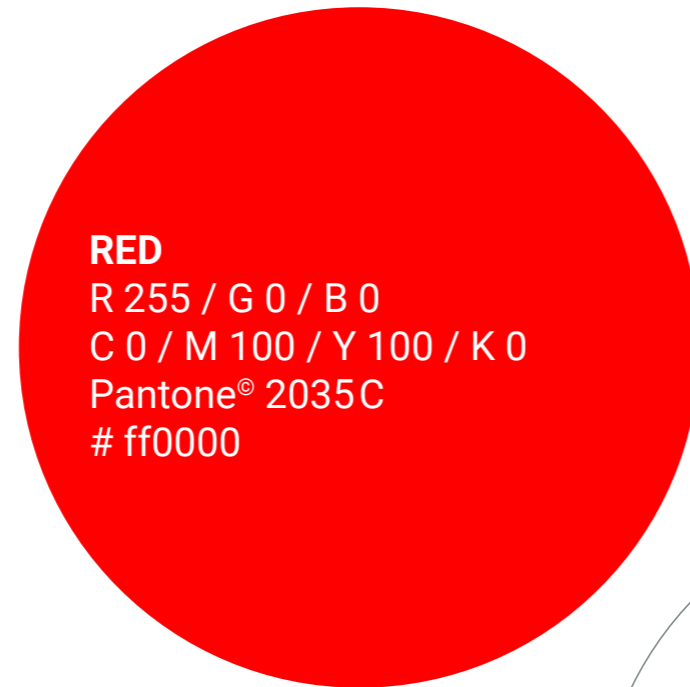
R 255 G 0 B 0 # ff0000 C 0 M 100 Y 100 K 0 Pantone® 2035 C	R 40 G 90 B 255 # 285aff C 95 M 65 Y 0 K 0 Pantone® 2132 C	R 0 G 155 B 255 # 009bff C 80 M 5 Y 0 K 0 Pantone® 299 C	R 50 G 200 B 200 # 32c8c8 C 60 M 0 Y 15 K 0 Pantone® 319 C	R 40 G 200 B 150 # 28c896 C 70 M 0 Y 55 K 0 Pantone® 2413 C	R 150 G 230 B 0 # 96e600 C 30 M 0 Y 100 K 0 Pantone® 2291 C	R 255 G 200 B 0 # ffc800 C 0 M 15 Y 100 K 0 Pantone® 123 C
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02 Graphic ingredients | Transversal colors

The red is the historical color of the brand and of its identity.

The gray is a complementary color, mainly used for texts. It can be used in different levels of opacity for backgrounds only.

Finally, **the white** is used as the background for communication texts; it is also used for headlines when placed on a visual.



02 Graphic ingredients | Certified AA colors

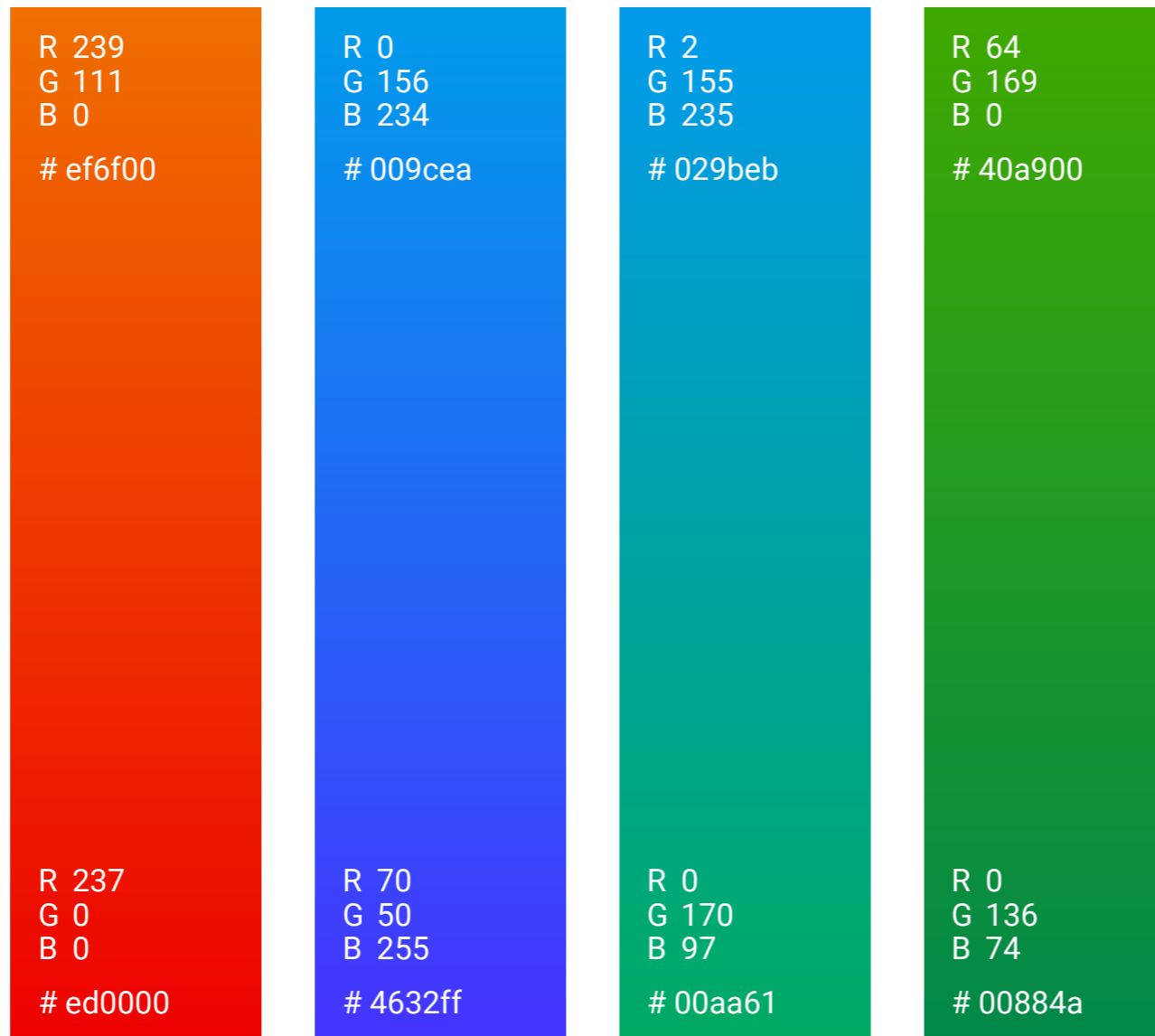
To improve the legibility of the web contents and texts, **specific colors have been determined in accordance with AA standards** recommended by WCAG (Web Content Accessibility Guidelines).

Each of the 8 colors composing the gradients are accessible (AA) when used on white or light gray background (#F7F9FA). They can be used as solid colors or gradient colors.

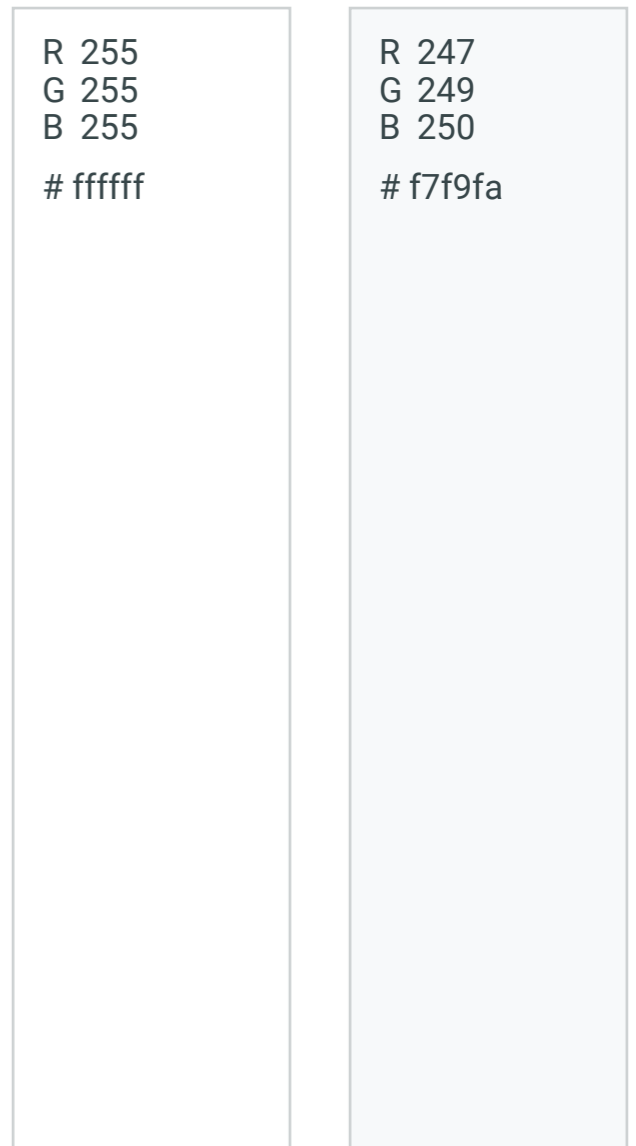
Certified AA colors usage

They are used for texts on the following digital and web mediums:

- websites
- newsletters
- push mails
- emailings
- office medium (PowerPoint and Word documents)
- PDF for screens



Background colors



For agency-produced publishing materials:

Gotham Rounded is the main typeface used for headlines on all print communication supports made by the agencies. It can be used in all its different weights.

Roboto is the secondary typeface used for the composition of the texts, in addition to Gotham Rounded, for print.

For publishing materials developed in-house by collaborators, **Roboto** is used for titles and text composition. This means that collaborators do not have to acquire the Gotham Rounded typeface.

Finally, **Arial** is recommended for office applications and emailings.

! Agencies in charge of print creations will have to use the different fonts.

For information, the Gotham Rounded's licence must be bought before use:

Gotham Rounded:
<https://www.typography.com/fonts/gothamrounded/styles/gothamrounded>

Roboto:
Roboto is a free open source font that can be downloaded at no cost from the Google fonts catalog:
<https://fonts.google.com/?query=roboto>

Please see the digital guidelines for more information on fonts use on digital mediums.

Main font

Gotham Rounded

Energies
to embrace
the future

Light AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt0123456789
Book AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt0123456789
Medium AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt0123456789
Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt0123456789

Office font

Arial

Universalité

Regular AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt0123456789
Italic AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt0123456789
Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt0123456789
Black AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTt0123456789

Secondary font

Roboto

Simplicity
& legibility

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper et si pura suscipit

Thin AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp0123456789
Light AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp0123456789
Regular AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp0123456789
Medium AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp0123456789
Bold AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp0123456789
Black AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp0123456789

02 Graphic ingredients | Font alternatives per country

If a font is not available in a language, it can be replaced with the alternatives presented in this table:

	FRENCH	ENGLISH	SPANISH	DANISH	FINNISH	NORWEGIAN	SWEDISH	RUSSIAN	JAPANESE	CHINESE	TRADITIONAL CHINESE (TAIWAN)	TRADITIONAL CHINESE (HONG-KONG)	ITALIAN	PORTUGUESE	VIETNAMESE	INDONESIAN	ARABIC	THAI	CROATIEN	SERBIAN	HUNGARIAN	LITHUANIAN	BULGARIAN	GERMAN	DUTCH	ROMANIAN	SLOVANIAN	UKRAINIAN	POLISH	TURKISH	CAMBODIAN	CZECH	GREEK	SLOVAK	KAZAKH	KOREAN	BRAZILIAN PORTUGUESE	GE'EZ (ETHIOPIA, ERITREA)	
	FR	EN	ES	DA	FI	NB	SV	RU	JA	ZH-HANS	ZH-TW	ZH-HK	IT	PT	VI	ID	AR	TH	SH	SR	HU	LT	BG	DE	NL	RO	SL	UK	PL	TR	KM	CS	EL	SK	KK	KO	PT-BR	GEZ	
TITLES	1 - Gotham Rounded	X	X	X	X	X	X						X	X		X			X		X	X		X	X	X	X		X	X		X		X			X		
	2 - Nunito <i>(alternative for the Gotham Rounded)</i>							X							X					X								X							X				
	3 - Noto Sans <i>(alternative for the Gotham Rounded and the Nunito, if not available, except for arabic)</i>								Noto Sans JP	Noto Sans SC	Noto Sans TC	Noto Sans HK					Noto Kufi Arabic	Noto Sans Thai													Noto Sans Khmer		Noto Sans					Noto Sans KR	
BODY TEXT	1 - Roboto	X	X	X	X	X	X	X					X	X	X	X			X	X	X	X	X	X	X	X	X	X	X	X		X	X	X	X			X	
	2 - Noto Sans <i>(alternative for the Roboto, except for arabic)</i>								Noto Sans JP	Noto Sans SC	Noto Sans TC	Noto Sans HK					Noto Kufi Arabic	Noto Sans Thai													Noto Sans Khmer							Noto Sans KR	
OFFICE	1 - Arial	X	X	X	X	X	X	X					X	X	X	X	X			X	X	X	X	X	X	X	X	X	X	X		X	X	X	X			X	
	2 - Alternative for Arial								Yu Gothic	Microsoft YaHei (for zh-hant: Microsoft JhengHei)	Noto Sans TC	Noto Sans HK					Segoe UI	Lee-lawadee																				Malgun Gothic	

The fonts may be subject to licensing. Please make sure that the license has been subscribed for each use.

02 Graphic ingredients | Iconography principles

TotalEnergies iconography is warm, bright and sunny.

Photographic style:

- uncluttered visuals
- warm light,
- bright colors and color unity,
- perspective in the visual.

Attitudes of the characters:

- in motion,
- in action,
- attitude not fixed, not posed.

The images or simulations must respect the HSE fundamentals of the Company.



Lifestyle



Energies

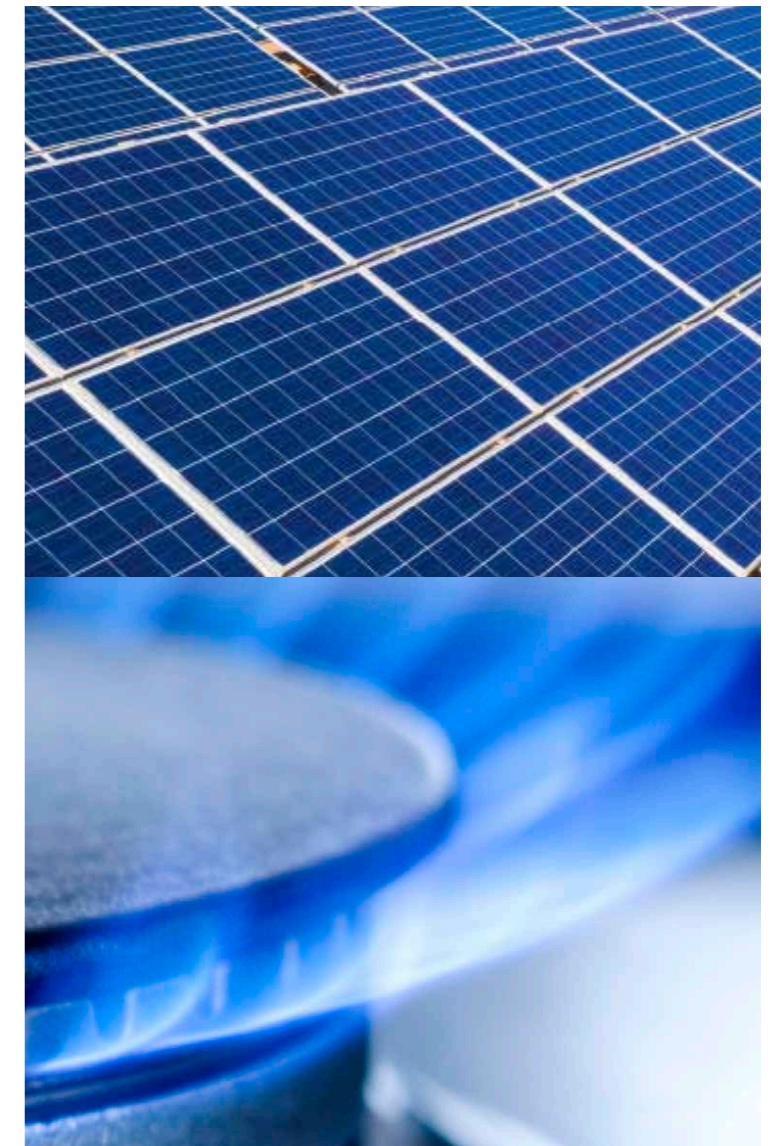
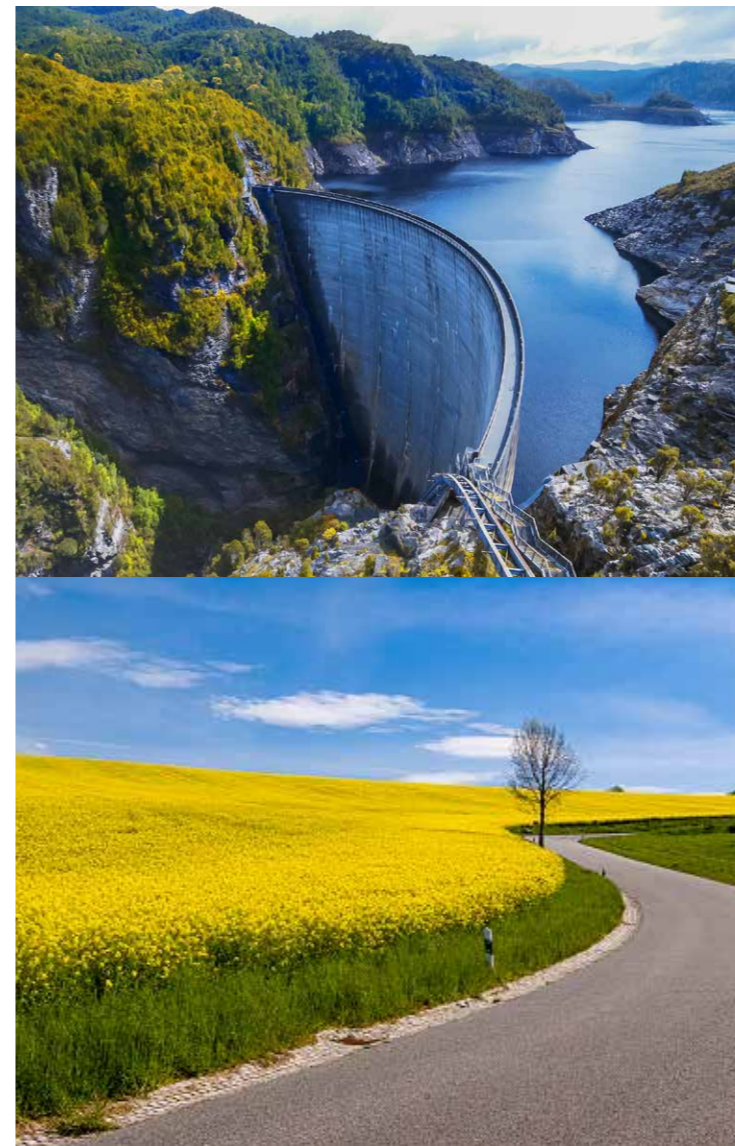
Work environment



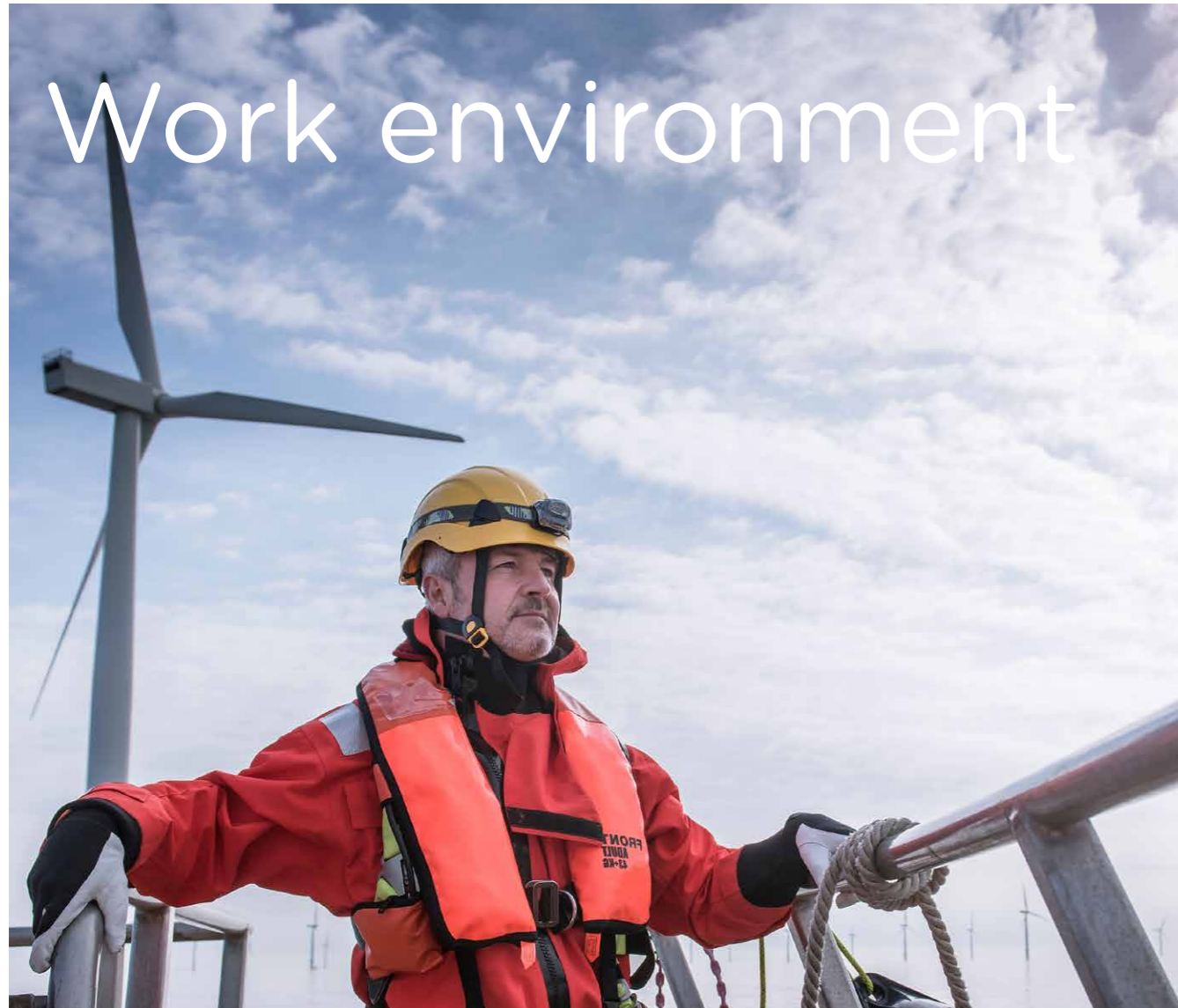
02 Graphic ingredients | Iconography style for lifestyle visuals



The images or simulations must respect the HSE fundamentals of the Company.



The images or simulations must respect the HSE fundamentals of the Company.



The images or simulations must respect the HSE fundamentals of the Company.

02 Graphic ingredients | Pictograms style

Style of the pictograms:

They are part of the brand's vocabulary: **accessible, simple,** and in **proximity**

These pictograms are designed in a **linear treatment** with a lot of roundness. They can take all the **colors of the palette.**

Pictograms examples



ELECTRIC BIKE



INNOVATION

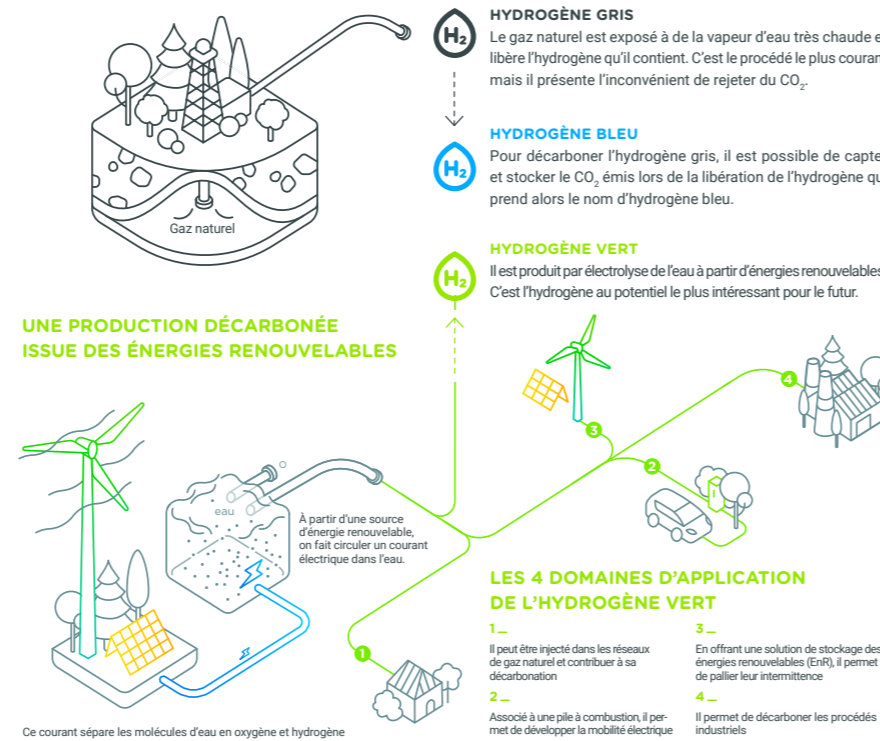
02 Graphic ingredients | Illustrative style

The brand also expresses itself in its illustrations and their specific treatment.

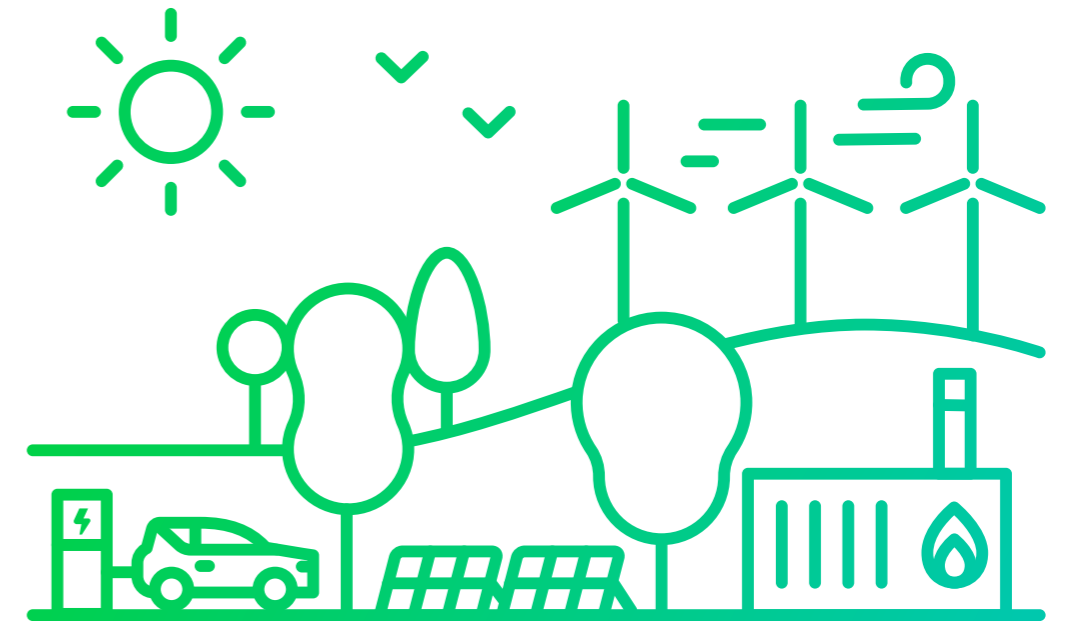
Illustrations are designed in a **linear treatment**. Very simple and uncluttered which allow an immediate reading and accessible to all.

They can be treated either in **axonometry** or **in flat**.

They always use the **colors of the palette** and apply the correspondences of the colors with the energies.



Example of illustration in axonometry: parallel perspectives which allow to give an impression of volume or relief.



Example of a solid illustration: round and warm shapes in a linear treatment, in a pictogram style.

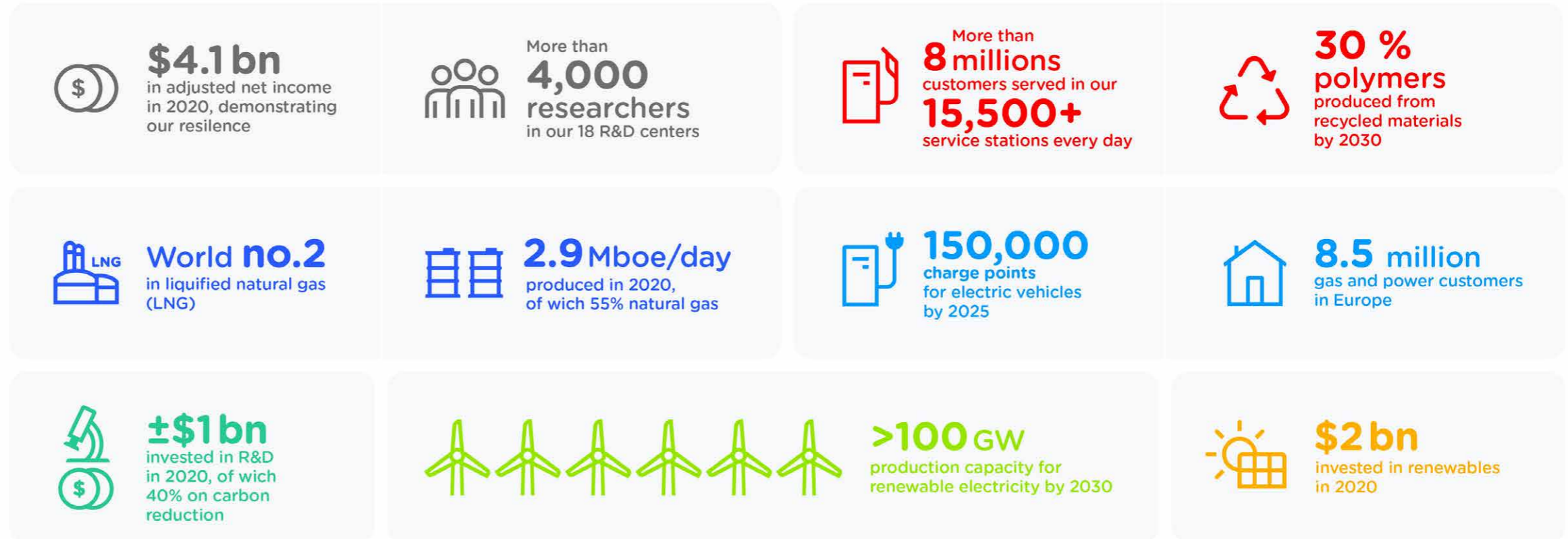
02 Graphic ingredients | Infographics and data visualization

The infographics and data visualizations take on the **simplicity, roundness and enthusiasm** common to all forms of brand expression.

They can be built with **pictograms** or **simple diagrams**.

Their territory of evocation is in the daily life and the use.

The **color** scheme respects the palette and the correspondences between color and energy.



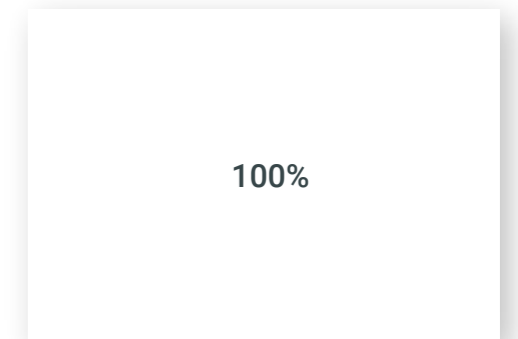
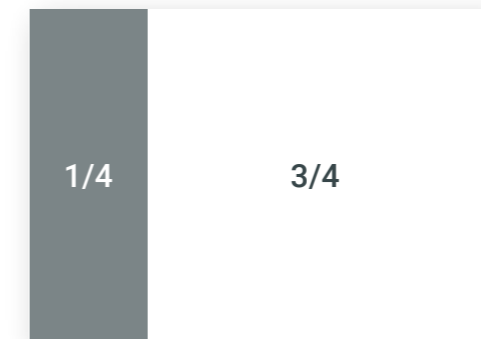
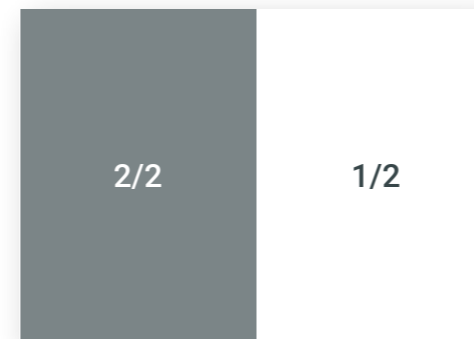
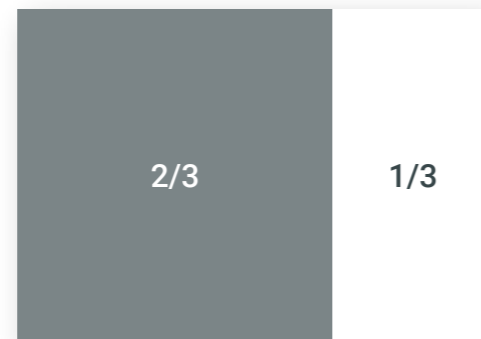
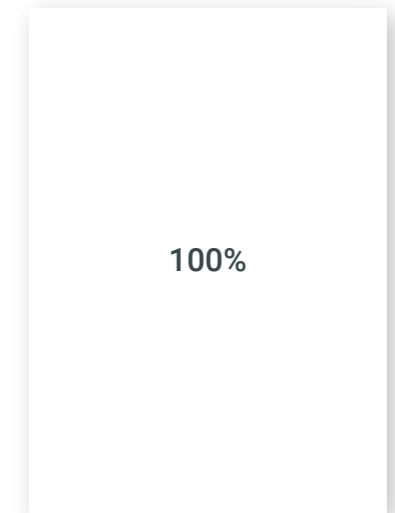
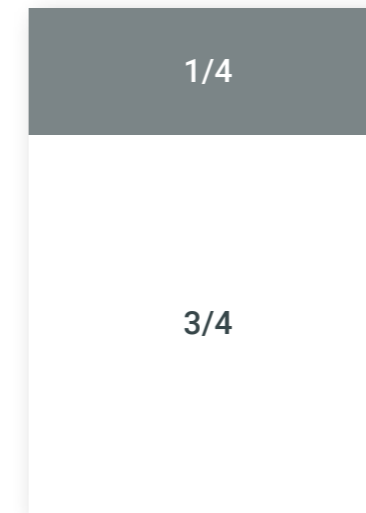
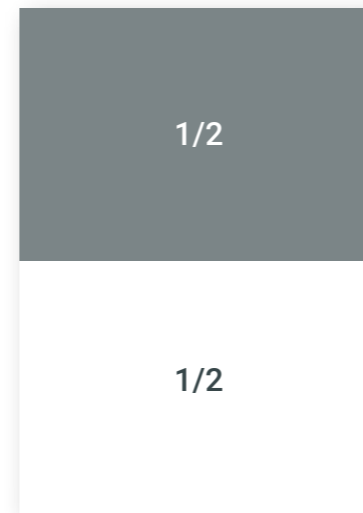
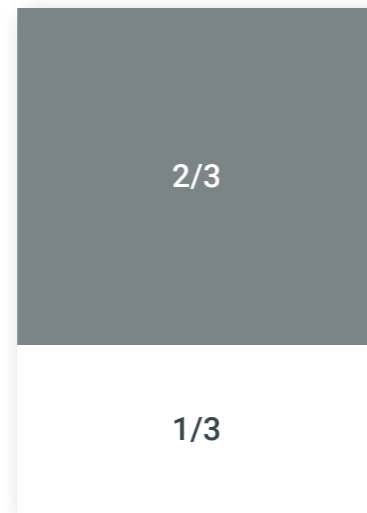
02 Graphic ingredients | Layout principles

The split screen principle divides the communication into two main parts: one for the visual and the other for the text.

Ideally, the format is divided into two equal parts.

The area of the visual occupies a maximum of two-thirds of the length of the format and a minimum of one quarter

In some specific cases, the text area can occupy the entire page and can then be accompanied by pictograms or a clipped visual.



Only for editorial use

Specific cases

■ Visual area □ Text area

03

Sound identity

TotalEnergies' sound identity expresses the movement and optimism of the “energy journey”.

The brand music is **unique** and **proprietary**, as is the typography of the TotalEnergies name. It was designed to be **universal** and **multi-cultural**, as the brand is present in more than 130 countries around the world.

It expresses the personality of TotalEnergies', which is both **enthusiastic** and **reassuring** (because of its past, the scope of its activities), **human** (it is close to us and present in everything that makes up our daily lives, moving around, heating, communicating, etc.), **plural and inclusive** (energy must be accessible to everyone, everywhere in the world), and it is always innovative and on the move.

It works on **all media and is adaptable to the needs**, from the long version to the sound jingle.

Find all the versions of the sound identity on the brand center.

Title : TotalE Music

Editor: Dissonances

Composors: François Castello / Antoine Teixeira

03 sound identity | Pronunciation rules

TotalEnergies is a French brand with an international presence in over 130 countries.

It is a **global brand**, and its name is pronounced in only two ways:

- In France, the brand is pronounced in the French way (the 's' is not heard)
- Internationally, in all countries and languages, the brand is pronounced this way *TotâEnergiz* [*təʊt'ɛnədʒiz*] (the 's' is heard)

04

Tone and style

**An enthusiastic, optimistic,
dynamic tone.**

The brand has this tone because TotalEnergies has the assets to meet the challenge of the energy transition.

TotalEnergies has the size, the integrated model and the diversity of energies, the international presence, the proximity to its customers to change the pace of transformation, accelerate the energy transition and achieve carbon neutrality by 2050.

Energy is reinventing itself.
And so are we!
**Total is transforming and
becoming TotalEnergies.**

04 Tone and style | Our style

A direct and accessible style.

Simple and concise sentences.
A direct tone that expresses itself in everyday language, in the proximity of **daily life** and **usage**. Because we know that our success depends on our ability to support and guide our audiences towards less carbon-intensive offers to optimize their use of energy and mobility.

BEFORE

Total has joined the Getting to Zero Coalition to support the maritime industry's decarbonisation by collaborating with companies across the maritime, energy, infrastructure and finance sectors.

The Getting to Zero Coalition's ambition is to help achieve the target set by the International Maritime Organisation to reduce Greenhouse Gases emissions from shipping by at least 50% by 2050 - compared to 2008 levels.

AFTER

TotalEnergies is part of the Getting to Zero coalition, an alliance of more than 140 companies in the maritime, energy, infrastructure and finance sectors.

Working together, their shared objective is to decarbonize shipping.

04 Tone and style | Writing as TotalEnergies

“We”

TotalEnergies is a **plural and inclusive** brand. The challenge of energy transition and transformation is a collective one. Together with our employees, partners, consumers and society, we will succeed.

It is an inclusive, close, accessible “we” with which the brand speaks.

It tells its story in the **first person**, in the chapters and the boxes on the key figures.

To embody our transformation in our identity, Total has become TotalEnergies and to mark this new stage the word “Group” has been replaced by “Company”.

We write “the company”, with a lowercase ‘c’ when it is placed before TotalEnergies.

For example: **The company TotalEnergies** is present in more than 130 countries.

On the other hand, we write “the Company”, with a capital ‘C’ when the word stands alone: Example: Our Company wants to be in the Top 5 of renewable energies.

This rule applies to all Company’s documents, both internal and external.

We are developing a portfolio of operations across the electricity value chain

< 0.1 %

Our 2020 commitment: Maintain the methane intensity of our operated gas facilities at close to zero.

With this move, **the Compagny** is demonstrating its commitment to developing a competitive renewable gas industry.

