

The new AES Brand



Quick
reference
guide



Brand Strategy

Our purpose

Accelerating the future
of energy, **together.**

About us

Working with you, we're improving lives by delivering greener, smarter energy solutions the world needs.

Our values



Safety first

Safety is at the core of everything we do. We always identify potential risks to our people, contractors, customers, partners and communities, and measure success by how safely we conduct our work together while contributing to a greener energy future.



Highest standards

We act with utmost **integrity** towards our people, contractors, customers, partners and communities, and hold the solutions we deliver together to global standards of **excellence**.



All together

We work as one team across our business and with our people, contractors, customers, partners and communities. We meet changing customer needs with **agility** and have **fun** solving meaningful challenges as a team.

Our propositions

For our people

One team working together globally and locally, in partnership with our stakeholders and with each other, to create your role in the future of energy and to set your work up for greater impact to improve lives.

For customers & governors

An innovative and reliable partner combining its global resources and local expertise to deliver greener, smarter energy solutions that work for you and your priorities, to accelerate your future, and to improve lives.

For partners & communities

A trusted partner committing to being an active, invested member of your community and sharing in your goals of being part of a greener, smarter future that improves lives.

For the media

An international business working together with global customers and local communities to not only achieve business goals but also to make a greater impact and to improve lives.

For investors & financial partners

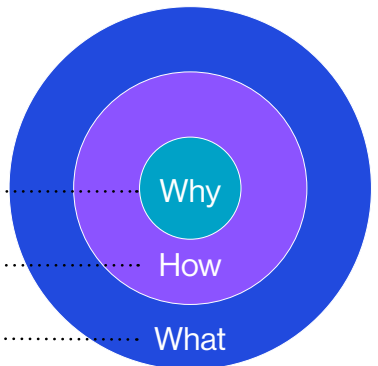
A world-class business partnering with a global customer base to not only accelerate the future of energy through greener, smarter solutions but also to improve financial results for our customers, partners and ourselves.

Strategy components

Why we exist. Our **purpose**.

How we operate. Our **values**.

What we offer. Our **propositions**.



Architecture

AES masterbrand

It's centered on an AES masterbrand that we know has the social and commercial permission to offer solutions tailored to customer needs.



The AES masterbrand is the main face that goes to the world and the brand that brings our organization together.

Use AES masterbrand to:

- Set strategic direction for the global organization
- Unify the business operationally and culturally as one company
- Maintain multi-market customer relationships
- Represent the employer for our people and contractors across markets

Local market brand

The AES masterbrand extends across a selection of local markets that indicate AES' local expertise and impact in our regions, as well as a selection of capabilities that include everything AES has to offer.



To leverage our global x local advantage, our local market brands are how we show up in the places we operate.

Use local market brand to:

- Communicate with local external stakeholders
- Launch local programs, initiatives, and projects
- Represent the plants, sites, and assets within a market
- Form local, market-specific partnerships and / or joint ventures

Visual Identity

Logo

Our logo is our visual symbol and represents the essence of what we stand for as a brand. It is our unique signature and is used as a sign-off on the majority of applications and touchpoints. **The AES logo should be placed at the bottom right of compositions where possible.** In situations where scrolls are involved, the logo should be placed top left to ensure the logo can be seen at all times.



Primary

The primary logo (which uses the AES gradient) should be used across all applications. However, our AES logo may not be suitable in all print use cases. In scenarios which require only one color, we can use our additional optimized logos.



Secondary

The secondary (monochrome gradient) version may be more suitable for faxing and single color print advertisements.



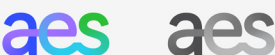
Tertiary

The tertiary versions (in black and white) may be more suitable for embossing, low-quality print advertisements and other printing effects.



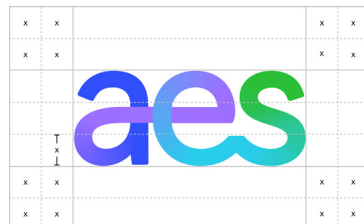
Background color

The primary use for our logo is to be shown on white or Gray 01 backgrounds. Ideally, it should not be positioned on darker backgrounds or on photographs.



Minimum clearspace

Clearspace is the minimum distance between the logo and other elements. 2/3 the height of the AES logo defines the minimum clearspace requirement.



Color

Our brand colors bridge our past and our future. Using colors from the previous AES brand maintains the blue-green metaphor to communicate renewables. Both colors have been adjusted to be more high-energy and digital, with lightness to feel approachable.

To signal real change, new technologies and new ways of working, we use two additional colors in the spectrum, creating differentiation between AES and our competitors.

AES color palette

Neutrals	AES Gradient	AES Signature Colors			
Gray 01 #F5F5F5 245, 245, 245		AES Blue #214ADE 33, 74, 222	AES Purple #8C5CF2 140, 92, 242	AES Aqua #00A2C7 0, 162, 199	AES Green #16A837 22, 168, 55
PMS 429 0, 0, 0, 10		PMS 2945 100, 52, 0, 12	PMS 2088 61, 69, 0, 0	PMS 312 90, 0, 11, 0	PMS 354 85, 0, 90, 0
Gray 02 #E5E5E5 229, 229, 229		75% Tint	75% Tint	75% Tint	75% Tint
PMS 428 0, 0, 0, 20		50% Tint	50% Tint	50% Tint	50% Tint
Gray 03 #BFBFBF 191, 191, 191		50% Tint	50% Tint	50% Tint	50% Tint
PMS 427 0, 0, 0, 30	25% Tint	25% Tint	25% Tint	25% Tint	
White #FFFFFF					Black #000000

Color story

Our colors tell the story of how we do our work and why we do it...
... and represent the different elements that build our brand and offering.



Opportunities

Blue is the most conservative and 'safe' tone that defines the status quo. We identify opportunities for our customers and deliver greener, smarter solutions to make their future a reality.

Blue represents trust, confidence and intelligence.



Technology

Aqua is the most future-facing and digital tone in our palette. It is our link to technology and how we leverage innovation to advance our solutions and our customers.

Aqua represents progress, sophistication and energy.



People

Purple is the most unexpected tone for an energy company. It stands for our unique differentiator amongst competitors: our people.

Purple represents the partnership our people take, the devotion and creativity we bring, and the pride we feel.



Impact

Green is a literal representation of our purpose to accelerate the future of energy and the technology we use to get there.

Green represents growth, renewal, harmony, the environment and positive impact.

Colored type

Signature colors can be used to add specific emphasis to headlines:

- AES Blue: **opportunities**
- AES Purple: **people**
- AES Aqua: **technology**
- AES Green: **impact**

- Working with you, we're improving lives by delivering greener, smarter energy solutions the **world needs**.
- Working with you, we're improving lives by delivering greener, smarter energy solutions the world needs.
- Working with you, we're improving lives by delivering greener, **smarter energy solutions** the world needs.
- Working with you, we're improving lives by delivering **greener, smarter** energy solutions the world needs.

These color highlights should be used sparingly and not account for more than 25% of any given headline. **Do not color punctuation** such as periods, commas, asterisks or quotations. **Do not change the weight or style** of highlighted text.

Color proportions

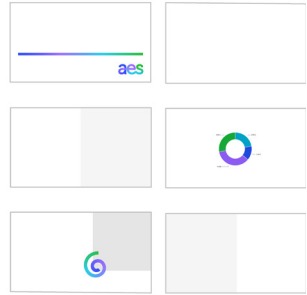
In order to implement the new visual identity successfully, color needs to be used in the right proportions.

Our AES gradient and signature colors can easily overpower communication materials if not handled carefully.

Compositions should remain light and effortless. **We recommend starting with a white background** before adding an element featuring the AES gradient or signature colors.

To maintain proper balance of white, neutrals, signature colors, and the AES gradient, **every composition should follow the same color proportion rules:**

- 1/2 White
- 1/4 Neutrals
- 1/7 Signature Colors
- 1/12 AES Gradient



Line

Our gradient line is the foundational element of our visual identity. Forming our logo, it represents our unique ability to respond to our customers' needs and to tailor our solutions around them. The transition to green reflects the connection between our history and our future, and the shape functions as a literal connection that brings together all of our visual elements in the system

Line story

Combined into a line element, color signals how we work together towards a greener, smarter future of energy.

Now

Future



Typography

Unique typography is one of the hardest working tools in our toolkit. It ensures that even when there is no color or photography present, our content still stands out from competitors and looks like us. Our type is effortlessly confident in headlines and easy to read in body copy. It is the visual manifestation of the AES voice—leading, yet humble.

The new AES typeface

Headline / Subhead

Body Copy

Everyday use (Documents, PPT presentations)

Arial Regular
Arial Regular

Arial Regular
Arial Regular Italic
Arial Regular Bold

Email, Websites, System Interfaces

Helvetica Thin
Helvetica Light

Helvetica Regular
Helvetica Italic
Helvetica Bold

External Use (Designers, Creative Agencies, Advertisements)

Neue Haas Display Pro Extra Light
Neue Haas Display Pro Light

Neue Haas Text Pro Regular
Neue Haas Text Pro Regular Italic
Neue Haas Text Pro Bold

Substitute Arial for use in Vietnamese & Cyrillic languages

Typography style

Take the point size of headlines, subheads, or body copy and **multiply or divide by 2** to calculate the point size of the weight above or below.

Type is **always aligned left** with **sentence case** headlines.

Neue Haas Display Pro Extra Light 110/100
Working with you, we're improving lives by delivering greener, smarter energy solutions the world needs.

x=1.4 x=1.2
Neue Haas Display Light 55/50.0
Working with you, we're improving lives by delivering greener, smarter energy solutions the world needs.

x=1.2
Neue Haas Text Regular 27.5/25.0
Working with you, we're improving lives by delivering greener, smarter energy solutions the world needs.

Gestures

Beyond the logo, the line is brought to life to directly reflect the pillars of our business strategy. These six gestures represent the impact of our partnership, changing shape to meet our customer needs and to deliver their tailored solutions. Conveying confidence, dynamism, and a human spirit, they visualize how we accelerate the future of energy.

Green growth:
Leading the renewable transition



Customer centricity:
Working in partnership



New business models:
Driving transformation



Leading technologies:
Applying innovation



Talent development:
Developing our talent



Digital strategy:
Integrating digital



The shape and color flow towards the top right, conveying optimism and positivity. Our six gestures are not part of our iconography series and as such should not be emulated or re-purposed for other needs. **Gestures should not be used purely for decoration, but to emphasize our six pillars.**


Aligned with text


Gestures can be aligned within headlines. Similar to drop-capitals and initials, they add emphasis to the beginning of a statement.

The gestures can be used within headlines and body copy, on one or spanning multiple lines. The height of

the gesture should correspond, approximately, to the capital height of the text and not crash into the lines above or below. Aim for an equal amount of clearspace on all four sides of the gesture as shown by the gray shading, right.

 Accelerating the future of energy, together

 We work as one team across our business and with our customers and partners, using agility to meet changing customer needs and having fun celebrating each other's success.

 We work as one team across our business and with our customers and partners, using agility to meet changing customer needs and having fun celebrating each other's success.

In special occasions, gestures can also be added mid-sentence at natural pauses.

When positioning the gestures, they should always be aligned to the left, right or end of the sentence, and never floating in the middle of a line with text on both sides

 We can
accelerate the
future of energy,
together. 

Aligned with image

Gestures and images can be combined to visualize the pillars of our business strategy.

In these special occasions, images should be cropped to a 1:1 ratio in either a square or a circle. The gesture should be no more than a $\frac{1}{4}$ of the size of the image. When positioned, the gesture should cover no more than $\frac{1}{9}$ of the image.

Shown are all possible gesture-image combinations. Gestures are always positioned on the bottom left corner of the image and should only be combined with images as shown:



Iconography

Like our logo and gestures, our iconography is built by our gradient line. Whether they're standing alone or supporting copy, our icons are tools to dial the volume up or down on any piece of content and to reinforce our identity.

Solar



Hydro



Wind



Gas



Coal



Storage



Our icons are used as visual shorthands for topics we need to communicate on a regular basis. Topics may include icons to represent our values or different components of our solutions.

Icons help to structure information and create visual emphasis across both digital and printed environments. However, they **shouldn't be created to visualize potentially confusing and complex topics**, as these topics will be easier to explain in copy.

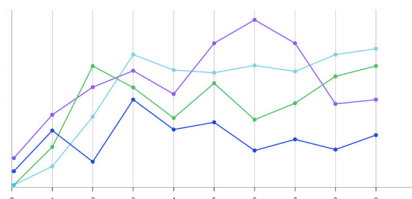
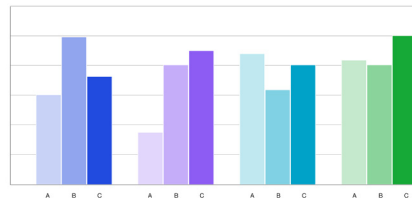
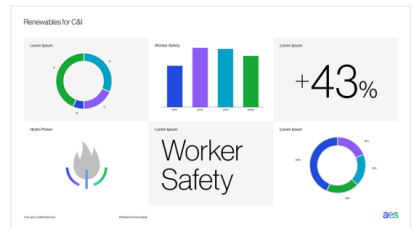
Icons should be accompanied by explanatory copy to allow people to 'learn' their meaning. Icons should not be used purely for decorative purposes. **Only use approved icons** provided in the AES Brand Toolkit.

Infographics

To tell our stories, we often need to depict functional information that leads with data. To keep this data visually unified, we developed an infographic style that includes stylized charts, graphs and diagrams. These elements utilize our signature colors and typography to ensure that our data visualization fits within our brand and is distinctly AES.

Infographics should always use our four AES signature colors first. To support these colors, our neutrals and 25%, 50% and 75% tints can also be used. **Add white space/strokes between colors.**

Color infographics should be used on white or Gray 01 backgrounds. Black text can be used on Gray 01, Gray 02 and Gray 03 backgrounds.



Photography

In our system, photography works to fully tell our stories to the world. Our approach highlights every element of each project, leveraging both the innovation of our solutions and the humanity of our partnerships. It not only helps us to visualize the future of energy, but also to hero the customers, communities and countries that we partner with along the way.

Photography story

Our photography shows the stories that build AES. It showcases the breadth of our solutions on both a global and a local level—from macro to micro—and the resulting greater impact. We use five categories to structure our stories:

Global (macro)

Local (micro)



Geography

Context

People

Technology

Impact

Aligned with text

Like gestures, images can also be aligned within headlines. Unlike gestures, images can also be placed in the center of line. **The height of the images should correspond to the height of the text.** Do not inset gesture-image combinations within text.

Together we
can accelerate
the  future
of energy 

Aligned to line

If using multiple images, we recommend aligning them to a line. The images can be positioned in any order on the line, but should look to include images from the different categories (geography, context, people, technology, impact). **Ensure that at least one image features a human aspect.**



Images can be full-bleed but if using more than two images, look to **restrict images to only two or three different aspect ratios** so as not to over-complicate composition. Shown left are two images at a 1:1 ratio, and one image at a 3:2 ratio.

Apparel

When applying the AES logo to apparel and promotional items, it is always preferred to use the full-color AES masterbrand logo on white or light grey items only. Other acceptable colors are black and navy blue with the tertiary AES logo in white.

For apparel, a digital imprint of the AES masterbrand logo is the preferred application, except in circumstances that specifically require embroidery.



Logo embroidery

For embroidery application only, a simplified version of the full-color AES masterbrand logo should be applied using specified thread colors:



Isacord 40 thread line:

AES Blue: 3611

AES Purple: 2910

AES Aqua: 4620

AES Green: 5613

NOTE: Full-color embroidery should be applied to apparel that is white or light grey in color. In applications that require embroidery on other colors for safety purposes, such as dark blue fire retardant uniforms or high visibility safety vests, the white or black tertiary versions of the AES logo may be used.

Composition

Our system is designed to give you the flexibility to create content and tell the stories that you need to, whilst still feeling like one AES brand.

Photography -led

For use with one photograph, this is the most toned down version of our brand.



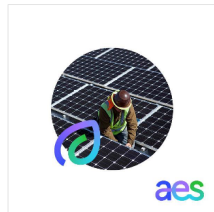
Line-led

For use with multiple photographs, this approach towards photography is unique to how we tell our stories.



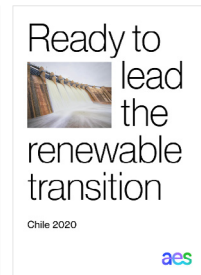
Gesture-led

Gestures allow us to promote our focus on solutions tailored to our customers needs.



Type-led

Use of large text and inset imagery is an unexpected, and expressive direction in our industry.



Resources

AES Brand Toolkit

To access to the complete AES Brand Toolkit and brand resources, visit brand.aes.com.

Questions

For questions, please reach out to brand@aes.com.