



Hello,

Welcome to the Enel brand guidelines

Our brand is central to every interaction Enel has with people. That's why it's important that everyone who works with our brand fully understands what it stands for and how its creative expression works.

Tools, not rules

This document is a toolkit to help you to use the brand in the best way for your specific task. We know that every challenge is different, so instead of giving you detailed templates for every possible use, we have simply defined basic rules and notional examples to guide your every project.

Bringing the brand to life is now up to you.



Our strategic statement

1. Our strategic statement

Background

The Enel group is the world's **leading power** company.

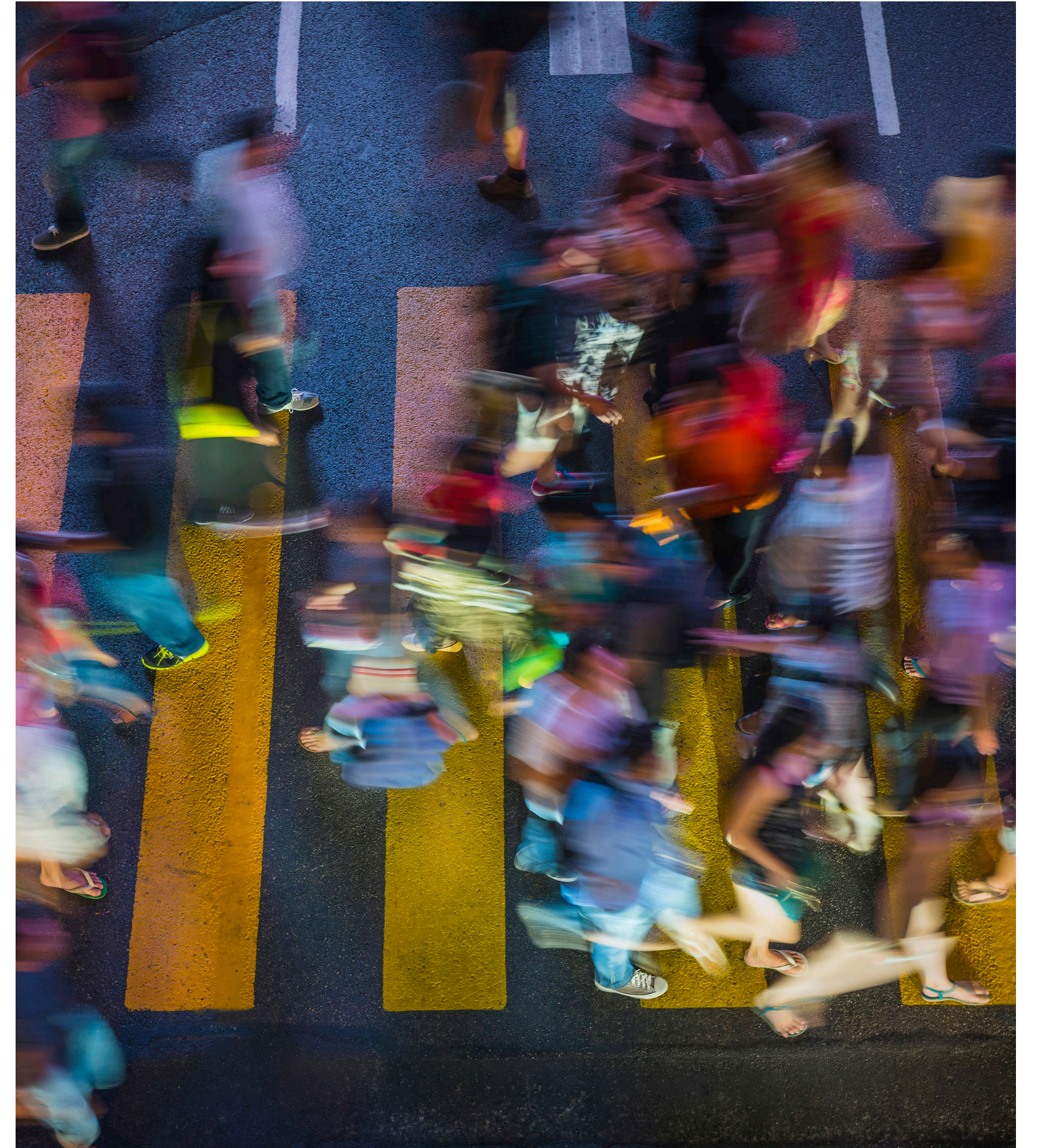
For more than 50 years we have empowered nations around the globe to progress.

Today, the world faces bigger challenges than ever before.

As a power company, we can and must play a key role in tackling these challenges. However, we can't do it alone.

We need to **open up** to people, partners and technologies so we can **multiply our impact** in today's world.

Together we will develop tomorrow's power solutions to help individuals, communities, businesses, cities and nations tackle the challenges that matter to them.



1. Our strategic statement

The concept

Open Power

Combines the strength of our global organisation with the opportunities of a new, open and connected world.

It directs what Enel does as a business in the following ways:

How does Open Power direct what we do as a business?

1. **Open** Enel's infrastructure to more uses

With new technologies to maximise the value of our assets in ways that benefit people, partners, shareholders.

4. **Open** Enel's people to more knowledge

By sharing internally and externally to promote entrepreneurialism, collaboration and innovation.

2. **Open** up new value to Enel's customers

Through services that meet their changing needs and generate new revenue streams for the business.

5. Establish **open** and transparent ways to do business

With all critical stakeholders to build the relationships we need to create shared value.

3. **Open** Enel's energy to more people

By connecting more people to Enel's services to empower emerging economies to grow.

1. Our strategic statement

The concept

Open Power

is relevant to our entire
shareholder landscape.

How is Open Power relevant to our stakeholders?

1.
Customers

We work in open and equal exchange with them to make power better together.

2.
Communities

We interact, discover and co-create with them to open shared value for all.

3.
Institutions

We develop tomorrow's infrastructure open for cities and nations to grow sustainably.

4.
Investors

We inspire them with opportunities that open new partnerships, services and business models.

5.
Media

We discover stories with them that excite the world and ignite an Open Power movement.

6.
Partners

We open up our resources and reach to jointly develop solutions at scale that benefit us and our partners

7.
Employees

We collaborate globally to open our collective creativity and power local innovations.

1. Our strategic statement

The implications

Open Power

helps Enel to become a new type of energy business.

This needs to be reflected in **the way people experience** our brand.

What does an Open Power Enel...

1. ... **look** like?

2. ... **move** like?

3. ... **feel** like?

4. ... **sound** like?

5. ... **speak** like?

6. ... **behave** like?

7. ... **smell** like?

8. ... **tell stories** like?

1. Our strategic statement

The implications

Open Power

is translated into a brand expression that makes Open Power tangible, and enables everyone to participate.

How will our brand feel different?

1. Open & Collaborative

to enable everybody to participate

2. Energetic

to infuse energy and empower people to act

3. Always moving

to constantly inspire change and innovation



2. Our logo

2. Our logo

Primary version

The multi-coloured version of the logo is our primary logo.

It should only be used on white backgrounds, never on black, photography or colour, for the following reasons.

1. To provide maximum contrast, legibility, on print and digital applications
2. To guarantee an energetic and vibrant look, communicating the idea of a modern, open brand

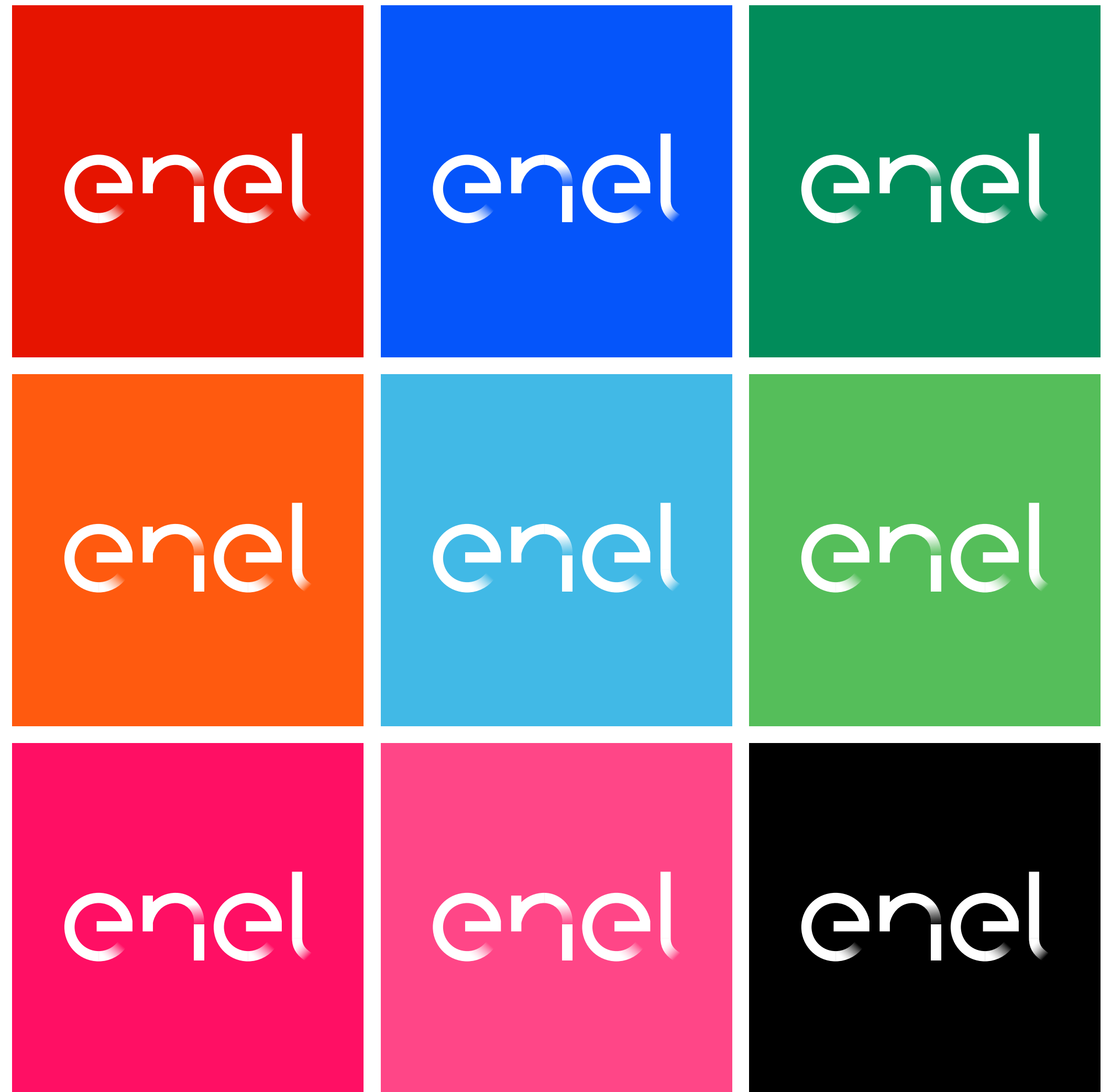


2. Our logo

Secondary version (white)

The white logo is our secondary version.

It is used when photography or set coloured backgrounds are required. Please note that it is the white version that is used against any of our core Enel colour backgrounds.



2. Our logo

Special usage versions:
Solid logo

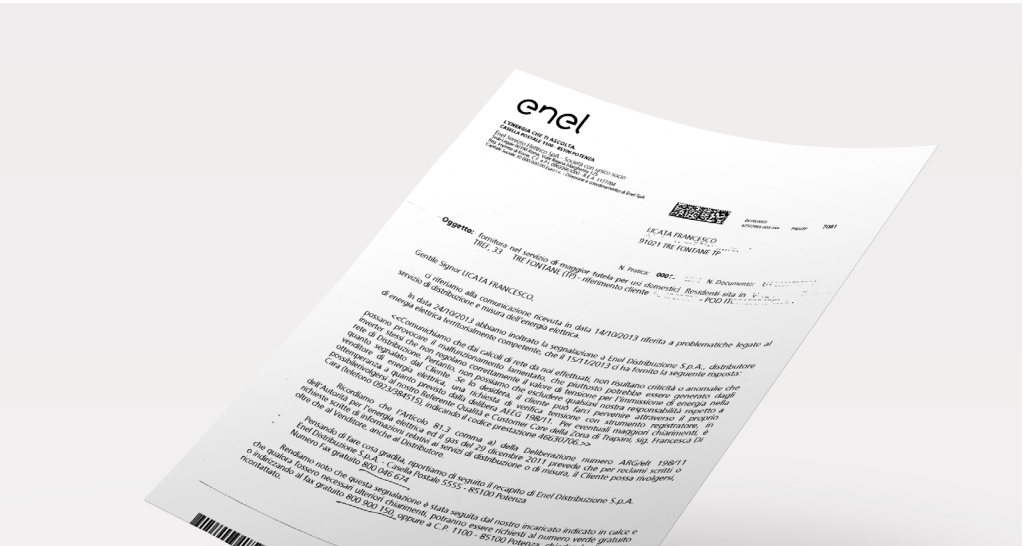
The solid version logo should only be used in applications that don't allow any colours or gradients (e.g. when the logo needs to be embossed, engraved or embroidered), or when colour and gradient printing is restricted (receipts, faxes etc.).



Hardware



Restricted printing (faxes and receipts)



2. Our logo

Logo usage

All versions of our logo have exclusion zones around them to help them stand out. The exclusion zone is equal to the width of two cursors.

Minimum logo size
= 20 mm
= 55 pixels



Exclusion zone = two cursors



Standard-version logo
Minimum size