



E.ON Corporate Design
Last revised: December 16, 2008

Stationery Package

Notice

This corporate design manual is updated on a regular basis.

Please make sure that you are consulting the most recent edition.

At www.eon-cd.com you will always find the latest version of the manual, as well as all of the template files for the guidelines outlined in this manual.

Please note that the German manuals are revised first and that there is necessarily a delay before these revisions are reflected in the English manuals. Nevertheless, new or revised CD guidelines are compulsory from the date the corresponding German manual is put online. Please contact the E.ON AG Brand Management team if you have questions about revised guidelines that are not yet available in English.

Consistent implementation of these guidelines is necessary to ensure uniform brand consistency for E.ON and is therefore the prerequisite for a high level of recognition and success in the market.

As different technical platforms will display and print colors differently, the colors in this manual are for reference purposes only.

The information in the sample layouts is for illustrative purposes only.

Introduction

1.0 Letterhead

- 1.1 Microsoft Word template for letters
- 1.2 Size and position of the E.ON logo
- 1.3 First sheet
- 1.4 Continuation sheets
- 1.5 Microsoft Word template for faxes
- 1.6 Microsoft Word template for fax continuation sheets
- 1.7 Internal memos
- 1.8 Memo continuation sheets
- 1.9 Short memos
- 1.10 Press releases
- 1.11 Contracts, bids, etc.
- 1.12 Letterheads for Board of Management or Board of Directors of Group business units
- 1.13 Return address

2.0 Business cards

- 2.1 Monolingual cards
- 2.2 Cards with more than eight lines of text
- 2.3 Business cards with address for visitors
- 2.4 Bilingual cards
- 2.5 Business cards for Board of Management or Board of Directors of Group business units

3.0 Envelopes and address labels

- 3.1 Envelopes
- 3.2 Postage machine stamps
- 3.3 Address labels

Stationery Package

E.ON Corporate Design

Last revised:

December 16, 2008

Contents

4.0 Other media

- 4.1 Positioning the E.ON logo
- 4.2 Greeting cards
- 4.3 General purposes cards
- 4.4 Condolence cards
- 4.5 A4 notepads
- 4.6 A5 notepads
- 4.7 Name tags
- 4.8 Place cards
- 4.9 ID cards
- 4.10 Standard folders
- 4.11 Binders
- 4.12 Binders with the E.ON arc

5.0 Print layout information

- 5.1 Telephone, fax, and email
- 5.2 Bank routing information

Stationery Package

E.ON Corporate Design

Last revised:

December 16, 2008

Introduction

These design options are based on the E.ON CD manual entitled "Design Basics".

Unless otherwise indicated, all measurements are in millimeters (mm).

The Stationery Package is an important communication tool that ensures uniform brand consistency for E.ON in direct contact with the customer.

In addition to easy handling, the corporate color E.ON red is an essential factor.

The definitions set down here refer only to graphic implementation. Information and guidelines on text content can be found in a separate document, which is currently being compiled.

Introduction



Standard letter



Envelope



Business card



Greeting card



Binder

Alongside the classic media forms such as letters, business cards and envelopes, the offering for direct customer communication is further supplemented by other media.

Media items such as greeting cards, notepads or folders are standard versions. Special wishes must be approved on the business unit level with the Brand Management team of each market unit and on the market unit level with the Corporate Center.

E.ON letterhead, whether for E.ON AG or the E.ON companies, is preprinted with the respective logo and a fold mark (both in Pantone Warm Red) on an offset press.

Microsoft Word templates are used to customize the remaining information. This ensures that the address details and the sender, company information and the body of the letter are always set in the correct type and always positioned correctly.

Company information, for example in the window line and marginal text, is set in Polo, the E.ON corporate font. In deliberate contrast, the personalized text in the letter is set in Times New Roman.

The address blocks and other information on business stationery are formatted according to German postal guidelines. E.ON companies should follow local conventions regarding such details.

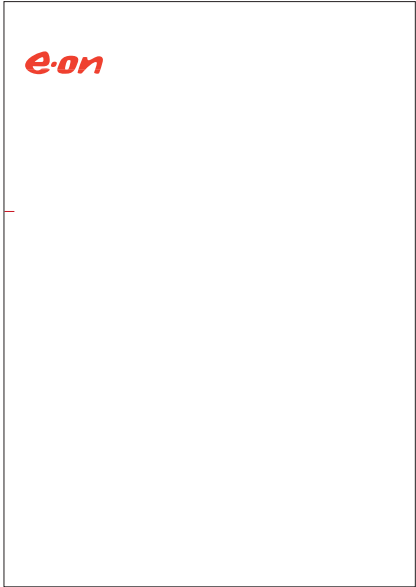
Character spacing on letterhead stationery is based on **Microsoft Word** settings.

In Word the two Polo font weights are called "normal" and "bold."

Some of the guidelines for Group-wide correspondence deviate from the DIN 5008 standard.

1.1 Microsoft Word template for letters

Letterhead



E.ON letterhead



Letter in the Word template



Completed letter

Letters are printed out on E.ON letterhead.

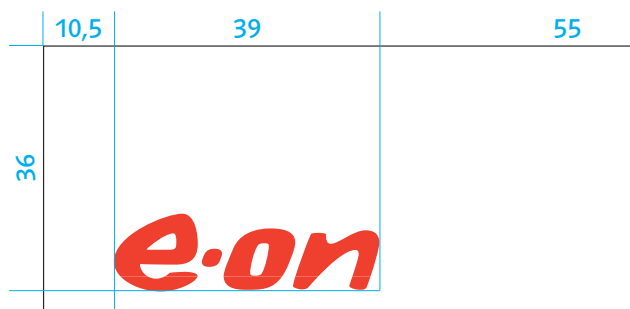
On PCs letters are composed using Microsoft Word templates that are retrieved from the server. All settings, such as type face, type size, type placement and line spacing, are automatic settings and may not be changed.

The sender's contact information (telephone number and extension etc.) is positioned in the right margin.

The entire contents of the document are printed out on the E.ON letterhead.

1.2 Size and position of the E.ON logo

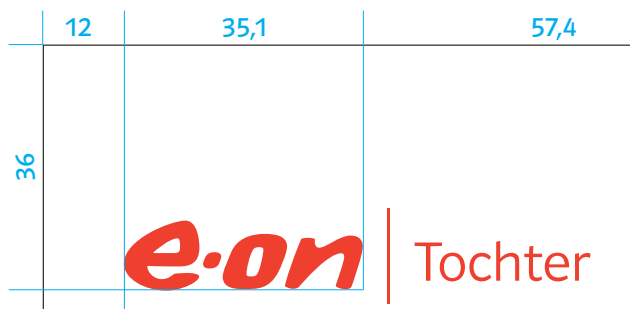
Letterhead



E.ON subsidiary logos are always printed 10 % smaller than the E.ON logo. The following sizes are used for stationery sheets:

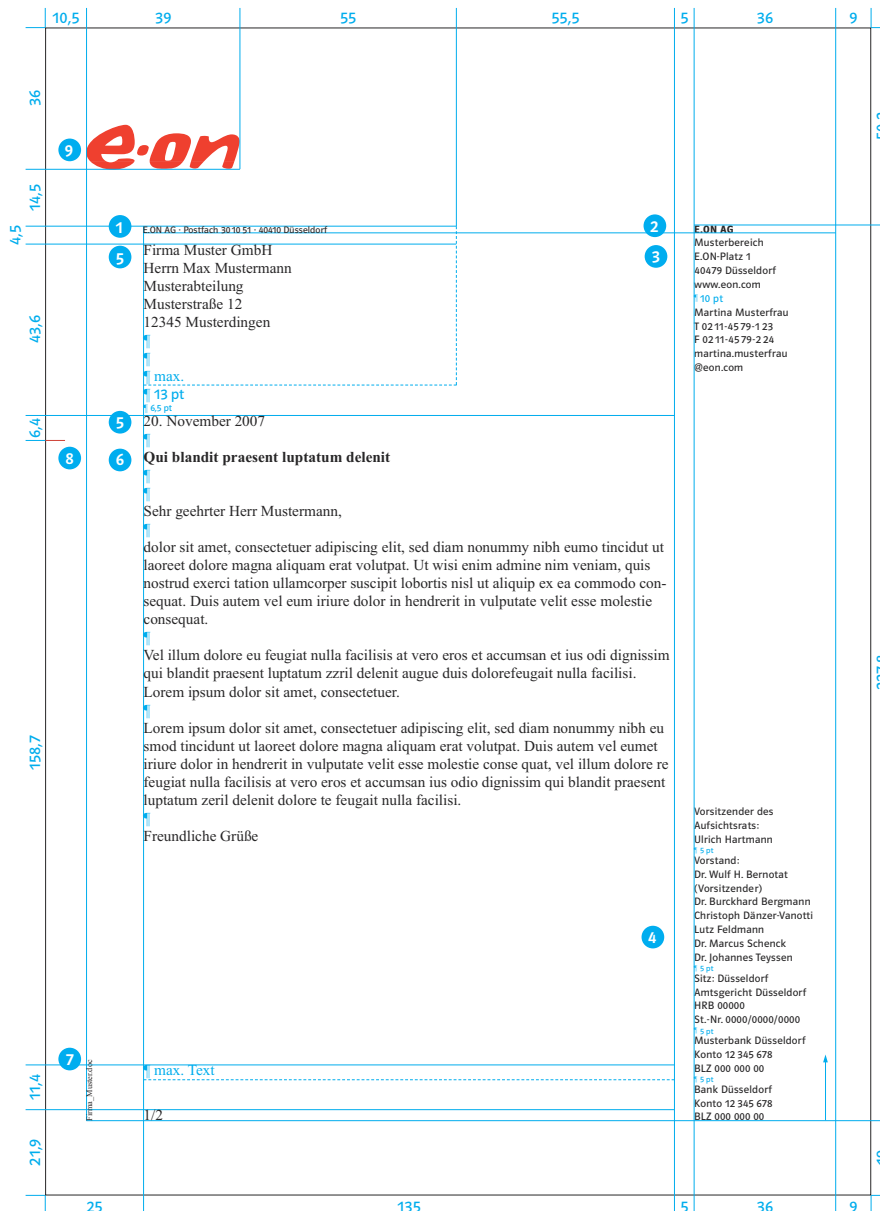
E.ON logo	39 %
E.ON subsidiary logo	35.1 %

The positioning of the logo is oriented to the left lower curve of the letter "e". Please observe the variable distance to the left edge of the paper.



1.3 First sheet

Letterhead



- | | |
|------------------------|---|
| Format | A4 |
| ① Envelope window line | Polo normal, 7 pt
Line spacing: 8 pt
CS: +0.1 pt |
| ② Company | Polo bold, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ③ Sender | Polo normal, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ④ Board members | Polo normal, 8 pt
Line spacing: 10 pt
CS: +0.3 pt
Blank line: 5 pt |
| ⑤ Body copy | Times New Roman, 11pt
Line spacing: 13 pt
CS: 0 (standard) |
| ⑥ Subject line | Times New Roman bold, 11 pt
Line spacing: 13 pt
CS: 0 (standard) |
| ⑦ File name | Times New Roman, 6 pt
CS: 0 (standard) |
| ⑧ Fold mark | 0.3 pt, length: 5mm
Pantone Warm Red |
| ⑨ Logo | EON_Logo_Peps 39% |

For size and position of the E.ON subsidiary logo see Section 1.2.

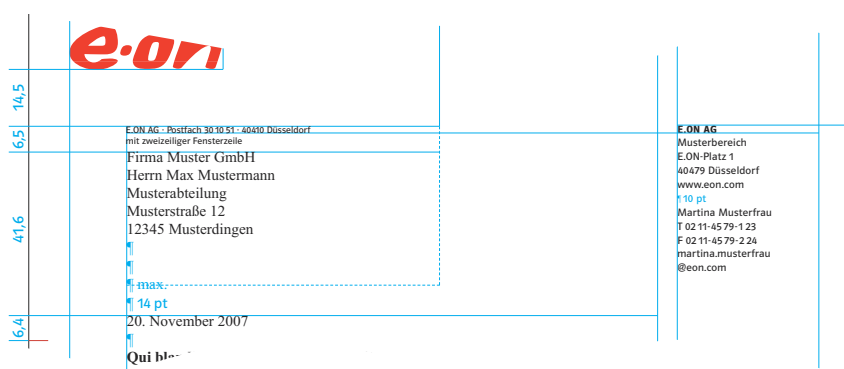
Character spacing (CS) is based on Microsoft Word settings.

¶ = blank line

Text in letters is always left-aligned and not in full block format.

Letters display a page number only if they consist of more than one page.

When setting the width of the column of text in the right margin, make sure that all text is within the printable area of the page.



10,5	149,5	5	45
52,8	 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 suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ius odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ius odio dignissim qui blandit praesent luptatum zeril delenit dolore te feugait nulla facilisi. 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 suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ius odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur. Freundliche Grüße		278
210,9			
11,4			
21,9			
25	135	5	45
			19

max. Text

2/2

For the next pages you can use sheets preprinted with the E.ON logo or E.ON subsidiary logo. You can also use blank stationery sheets of the same type of paper.

On continuation sheets there is no text in the right margin.

Continuation sheets always display a page number.

1.5 Fax as PC application

Letterhead

10,5 39 110,5 5 36 9

36 7 **e-on** 50,2

10,5 13,1 1 2 **E.ON AG**

4 3 **Firma Muster GmbH**
Herrn Max Mustermann
Service-Management
Fax-Nr.: 0 69-2 34 25 94

39 13 pt
4 20. November 2007

5 **Qui blandit praesent luptatum delenit**

Sehr geehrter Herr Mustermann,

dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eumo tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim admine nim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ius odi dignissim qui blandit praesent luptatum delenit augue duis dolore feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur.

165,1 227,8

11,4 6 **max. Text**

21,9 19

25 135 5 36 9

Vorsitzender des Aufsichtsrats:
Martin Mustermann
Vorstand:
Dr. Marga Musterfrau (Vorsitzende)
Dr. Max Mustermann
Bernd Beispiel
Bertha Beispiel-Muster
Magnus Mustermann
Dr. Mechthild Muster
Sitz: Musterstadt
Amtsgericht Musterstadt
HRB 00000
St.-Nr. 0000/0000/0000
Musterbank Musterstadt
Konto 12 345 678
BLZ 000 000 00
Bank Musterstadt
Konto 12 345 678
BLZ 000 000 00

1/2 zusätzliche Seiten: 0

On faxes the logo is printed out in black together with the rest of the letter on a standard white sheet of paper.

- | | |
|-----------------------|--|
| Format | A4 |
| ① Title | Polo bold, 13 pt
CS: +0.3 pt |
| ② Company | Polo bold, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ③ Sender | Polo normal, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ④ Body copy | Times New Roman, 11 pt
Line spacing: 13 pt
CS: 0 (standard) |
| ⑤ Subject line | Times New Roman bold, 11 pt
Line spacing: 13 pt
CS: 0 (standard) |
| ⑥ File name | Times New Roman, 6 pt
CS: 0 (standard) |
| ⑦ Logo | EON_Logo_B.wmf
39 % |

For size and position of the E.ON subsidiary logo see Section 1.2.

Character spacing (CS) is based on Microsoft Word settings.

¶ = blank line

Faxes display a page number only if they consist of more than one page.

The number of pages in the fax transmission is entered manually in the right margin, as the transmission may contain other documents (copies etc.), which would alter the overall number of pages.

e-on Tochter

Fax
Firma Muster GmbH
Herrn Max Mustermann
Service-Management
Fax-Nr.: 0 69-2 34 25 94

1.1. Februar 2007

Qui blandit praesent luptatum delenit

Sehr geehrter Herr Mustermann,

dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eumo tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim admine nim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat.

Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ius odi dignissim qui blandit praesent luptatum delenit augue duis dolore feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur.

165,1 227,8

11,4 6 **max. Text**

21,9 19

25 135 5 36 9

Vorsitzender des Aufsichtsrats:
Martin Mustermann
Vorstand:
Dr. Marga Musterfrau (Vorsitzende)
Dr. Max Mustermann
Bernd Beispiel
Bertha Beispiel-Muster
Magnus Mustermann
Dr. Mechthild Muster
Sitz: Musterstadt
Amtsgericht Musterstadt
HRB 00000
St.-Nr. 0000/0000/0000
Musterbank Musterstadt
Konto 12 345 678
BLZ 000 000 00
Bank Musterstadt
Konto 12 345 678
BLZ 000 000 00

1/2 zusätzliche Seiten: 0

1.6 Microsoft Word template for fax continuation sheets

Letterhead

10,5	149,5	5	45
52,8			
210,9	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 suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. ¶ Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ius odi dignissim qui blandit praesent luptatumes delenit augue duis dolore feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur. ¶ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eumet iriure dolor in hendrerit in vulputate velit esse molestie conse quat, vel illum dolore re feugiat nulla facilisis at vero eros et accumsan ius odio dignissim qui blandit praesent luptatum zeril delenit dolore te feugait nulla facilisi. ¶ 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 suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. ¶ Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ius odi dignissim qui blandit praesent luptatumes delenit augue duis dolore feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur. ¶ Freundliche Grüße ¶ Martina Musterfrau		278
11,4	max. Text		
21,9	2/2		19
25	135	5	45

The text in faxes can also take up more than one page. Here again, on fax continuation sheets there is no text in the right margin.

Faxes having more than one page always display a page number.

1.7 Internal memos

Letterhead

Internal memorandum forms are used exclusively for intercompany correspondence.

The logo is printed out in black together with the rest of the memo on a standard white sheet of paper.

Format	A4
① Title	Polo bold, 13 pt CS: +0.3 pt
② Company	Polo bold, 8 pt Line spacing: 10 pt CS: +0.3 pt
③ Sender	Polo normal, 8 pt Line spacing: 10 pt CS: +0.3 pt
④ Field marker	Polo bold, 8 pt Line spacing: 13 pt CS: +0.3 pt
⑤ Body copy	Times New Roman, 11 pt Line spacing: 13 pt CS: 0 (standard)
⑥ Subject line	Times New Roman bold, 12 pt Line spacing: 14 pt CS: 0 (standard)
⑦ File name	Times New Roman, 6 pt CS: 0 (standard)
⑧ Logo	EON_Logo_B.wmf 39 %

For size and position of the E.ON subsidiary logo see Section 1.2.

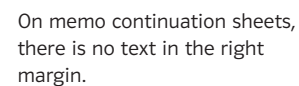
Character spacing (CS) is based on Microsoft Word settings.

¶ = blank line

Memos display a page number in the lower left only if they consist of more than one page.

The distance between the last name below "To" or "Copy to" and the memo text is at least 3.5 blank lines (= 45.5 pt). This means that the memo text is pushed down accordingly.

Letterhead



Memos having more than one page always display a page number.

1.9 Short memos

Letterhead

The diagram shows a short memo form with various dimensions and numbered callouts (1-12) indicating specific elements and their sizes. The form includes a header section with a logo (12), a company address section (1, 8), a subject line section (4), a body section (5, 6, 7, 8, 9), and a footer section (10, 11). Dimensions are provided in millimeters (mm) and points (pt).

The short memo can be used for internal and external messages. For increased efficiency the form may include check boxes. These can vary from one company to the other.

- | Format | A4 |
|--------------------------|--|
| ① Envelope window line | Polo normal, 7 pt
Line spacing: 8 pt
CS: +0.3 pt |
| ② Company | Polo bold, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ③ Sender | Polo normal, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ④ Title | Polo bold, 13 pt
CS: +0.3 pt |
| ⑤ Text above check boxes | Polo normal, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ⑥ Check box text | Polo normal, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ⑦ Check boxes | 2,4 x 2,4mm
Outline: 0.4 pt |
| ⑧ Body copy | Times New Roman, 11 pt
Line spacing: 13 pt
CS: 0 (standard) |
| ⑨ Subject line | Times New Roman bold, 11 pt
Line spacing: 13 pt
CS: 0 (standard) |
| ⑩ File name | Times New Roman, 6 pt
CS: 0 (standard) |
| ⑪ Fold mark | 0.3 pt; length: 5mm
Pantone Warm Red |
| ⑫ Logo | EON_Logo_Peps
39 % |

For size and position of the E.ON subsidiary logo see Section 1.2. Character spacing (CS) is based on Microsoft Word settings.

¶ = blank line

Memos solely intended for internal purposes use the version with the integrated black logo.

A small thumbnail version of the short memo form, showing the layout and content in a compact format.

10,5	39	50,5	60	5	36	9	
36							50,2
11,3	1 Pressemitteilung						2 E.ON AG E.ON-Platz 1 40479 Düsseldorf www.eon.com ☎ 10 pt Bitte Rückfragen an: ☎ 10 pt Martina Musterfrau T 02 11-45 79-1 23 F 02 11-45 79-1 24 martina.musterfrau@eon.com
11,3	4 20. November 2007						
11,3	5 Duis Dr. Martin Mustermann autem vel eum iriure dolor						
11,3	7 Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eum tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim admine nim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ius odi dignissim qui blandit praesent luptatum zzril delenit augue dui dolore feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu smod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie conse quat, vel illum dolore re feugiat nulla facilisis at vero eros et accumsan ius odio dignissim qui blandit praesent luptatum zeril delenit dolore te feugait nulla facilisi. Dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eum tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim admine nim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat. Vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ius odi dignissim qui blandit praesent luptatum zzril delenit augue dui dolore feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh eu smod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie conse quat, vel illum dolore re feugiat nulla facilisis at vero eros et accumsan ius odio dignissim qui blandit praesent luptatum zeril delenit dolore te feugait nulla facilisi.						227,8
11,4	6 max. Text						
21,9	1/2						19
25	135						5
	36						9

Press releases are printed out on E.ON letterhead.

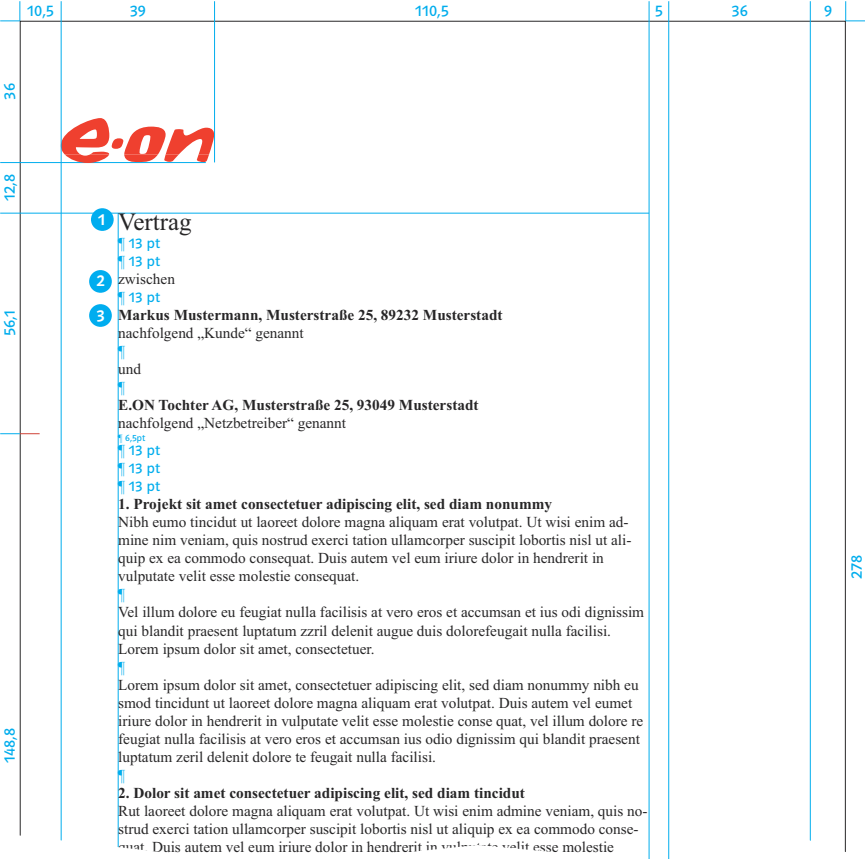
- | | |
|--------------------|---|
| Format | A4 |
| ① Title | Polo bold, 13 pt
CS: +0.3 pt |
| ② Company | Polo bold, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ③ Sender | Polo normal, 8 pt
Line spacing: 10 pt
CS: +0.3 pt |
| ④ Body copy | Times New Roman,
11 pt
Line spacing: 13 pt
CS: 0 (standard) |
| ⑤ Headline | Times New Roman
bold, 11 pt
Line spacing: 13 pt
CS: 0 (standard) |
| ⑥ File name | Times New Roman,
6 pt
CS: 0 (standard) |
| ⑦ Fold mark | 0.3 pt, length: 5mm
Pantone Warm Red |
| ⑧ Logo | EON_Logo_.eps
39% |

For size and position of the E.ON subsidiary logo see Section 1.2.

Character spacing (CS) is based on Microsoft Word settings.

¶ = blank line

Subsequent pages are handled like the continuation sheets of business letters: the text starts higher on the page, and there is no text in the right margin (see Section 1.4).



In contracts, bids, and similar documents, the entire text is treated as body copy, which means that the title (never longer than one line) is also set in Times New Roman. Text placement is the same as on the continuation sheets of a standard business letter.

- | | |
|-------------|--|
| Format | A4 |
| ① Title | Times New Roman, 18 pt
Line spacing: 20 pt
CS: 0 (standard) |
| ② Body copy | Times New Roman, 11 pt
Line spacing: 13 pt
CS: 0 (standard) |
| ③ Body copy | Times New Roman bold, 11 pt
Line spacing: 13 pt
CS: 0 (standard) |

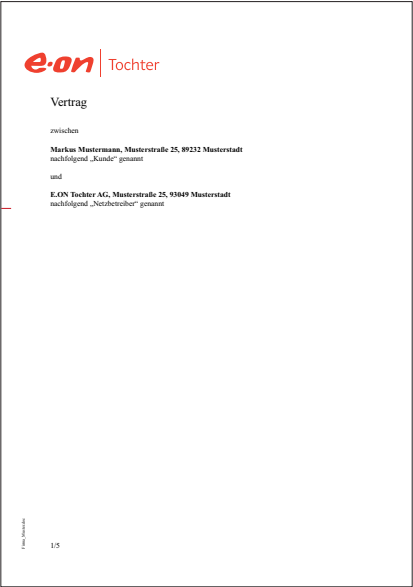
Character spacing (CS) is based on Microsoft Word settings.

¶ = blank line

The body copy may begin on the first page directly below the contract title and names of contracting parties, or on the second page.

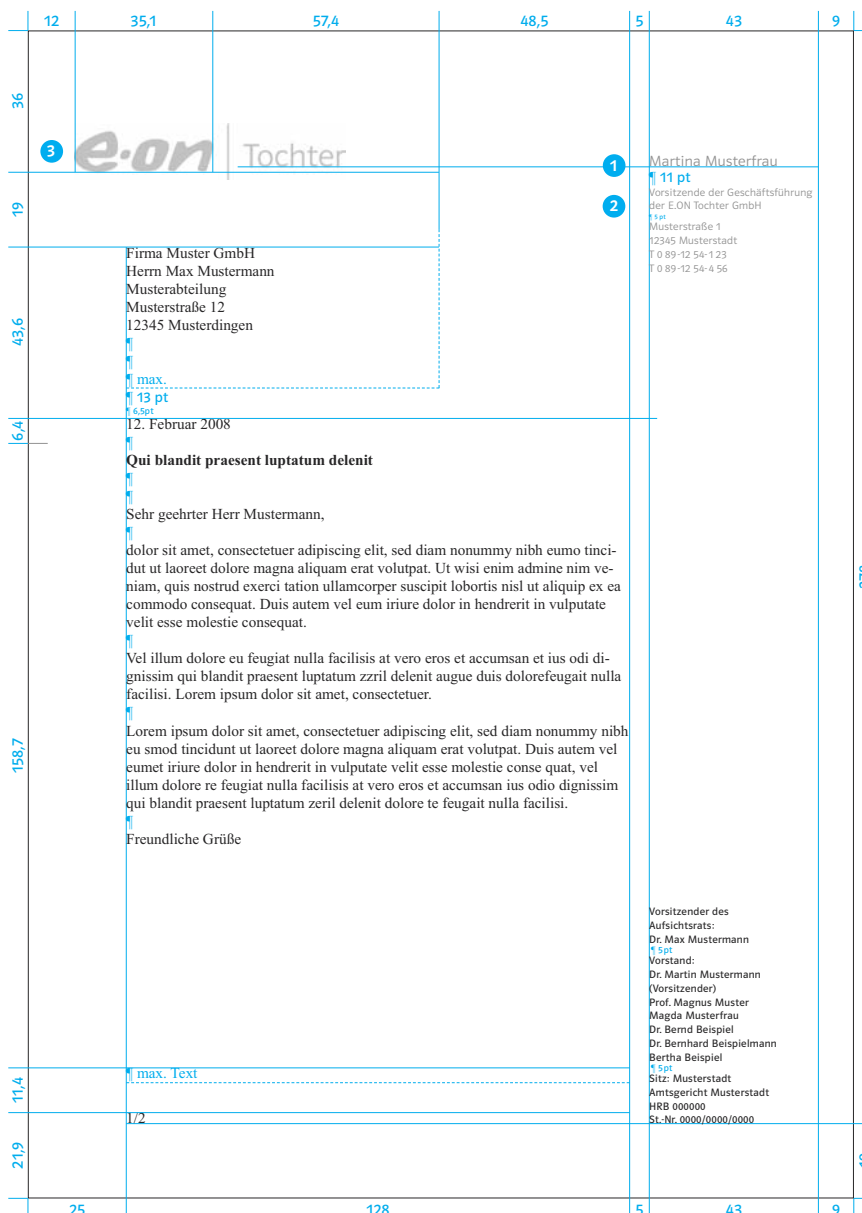
The text may be further structured using bolding and/or blank lines.

The standard continuation sheet is used for all subsequent pages.



1.12 Letterheads for Board of Management or Board of Directors of Group business units

Letterhead



Logo, fold and personal contact data are printed in gray ink on an offset press.

Spot color Pantone Cool Gray 8

All other information is printed out on a laser printer.

Format DIN A4

① Name Polo 11K leicht, 11 pt
Line spacing: 12 pt
CS: +3
Blank line 11 pt

② Address Polo 11K leicht, 8 pt
Line spacing: 10 pt
CS: +3
Blank line 5 pt

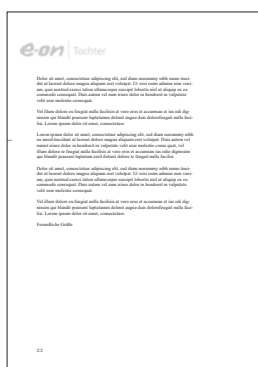
③ E.ON 35.1 %
subsidiary
logo

* For this special case, existing logos can be opened and saved again in Pantone Cool Gray 8.

Character spacing (CS) is based on Microsoft Word settings.

The column in the right margin is wider than on the standard stationery paper.

For the next pages you can use either sheets preprinted with the E.ON subsidiary logo (1) or blank sheets (2) of the same type of paper.



Second page (1)



Second page (2)

E.ON AG
Musterbereich
E.ON-Platz 1
40479 Düsseldorf
www.eon.com

Martina Musterfrau
T +49 2 11-45 79-1 23
F +49 2 11-45 79-1 24
martina.musterfrau
@eon.com

(1st alternative)

Martina Musterfrau

E.ON AG
Musterbereich
E.ON-Platz 1
40479 Düsseldorf
www.eon.com

T +49 2 11-45 79-1 23
F +49 2 11-45 79-1 24
martina.musterfrau
@eon.com

(2nd alternative)

All letters, faxes and internal memos are personalized, i.e. the individual details of the sender are listed in the right margin.

1st alternative

In the standard version, first the company name (Polo bold), then the division, street, place name and the Internet address are listed. After a blank line follow the name, telephone and fax numbers and email address of the sender.

2nd alternative

In special cases the name of the sender can be additionally highlighted (Polo bold). After a blank line follow the company name, division, street, place name and the Internet address. A second blank line separates the block with the telephone and fax numbers and email address. This special version must be approved by the Brand Management team of your market unit lead company.

If necessary, foreign subsidiaries will adapt return addresses to the national postal guidelines of the country.

Business cards are two-color and may be monolingual or bilingual.

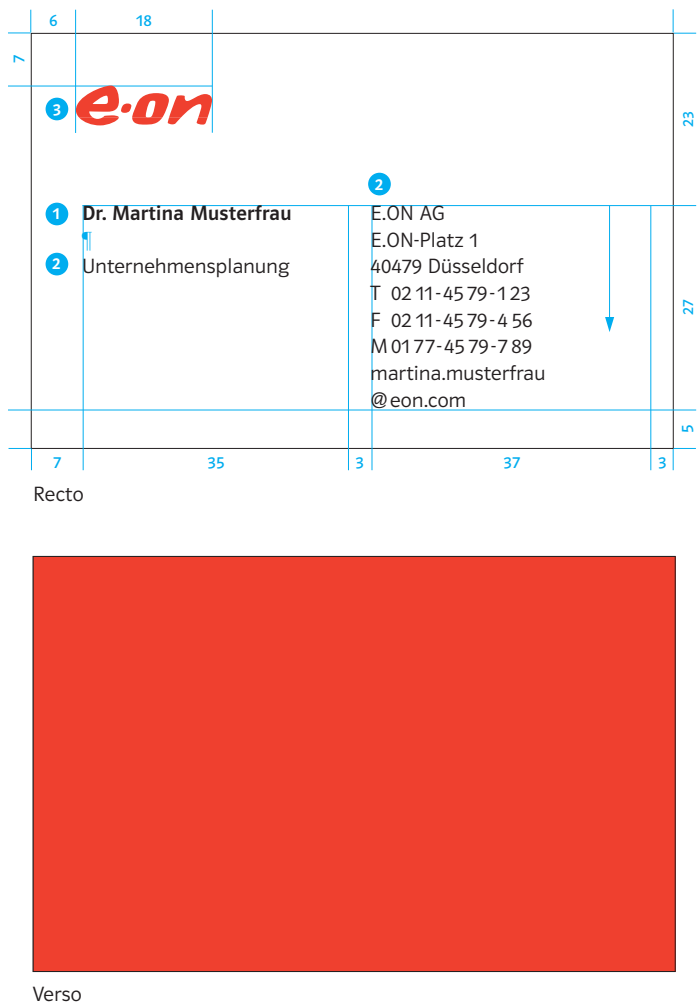
Tracking is based on **QuarkXPress** settings. One QuarkXPress unit equals 1/200 em quad.

Two weights of Polo K are used on business cards: leicht (light) and kräftig (medium).

Some of the guidelines for Group-wide correspondence deviate from the DIN 5008 standard.

2.1 Monolingual cards

Business cards

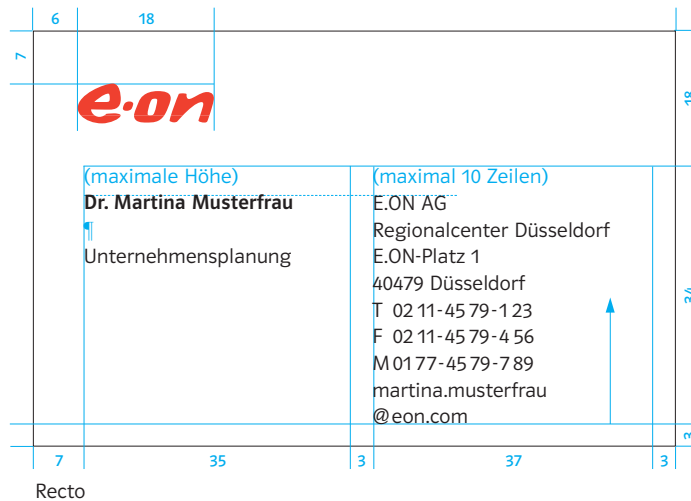


The reverse side is always in Pantone Warm Red.

Format	85 x 55 mm
① Name	Polo 11K kräftig, 8 pt Line spacing: 10 pt CS: +3
② Contact details	Polo 11K leicht, 8 pt Line spacing: 10 pt CS: +3
③ Logo	EON_Logo_.eps 18 %
E.ON subsidiary logo	18 %
Verso	Pantone Warm Red, 100 %

2.2 Cards with more than eight lines of text

Business cards



E.ON business cards are designed to accommodate varying amounts of text. The format and type size, however, are always the same.

In exceptional cases, this business card version can be used for a maximum of 9 or 10 lines. In this case, the right text block is positioned lower and aligned from the bottom up. The top line of the right text block determines the height of the first line of the left text block (both text blocks are always at the same height).

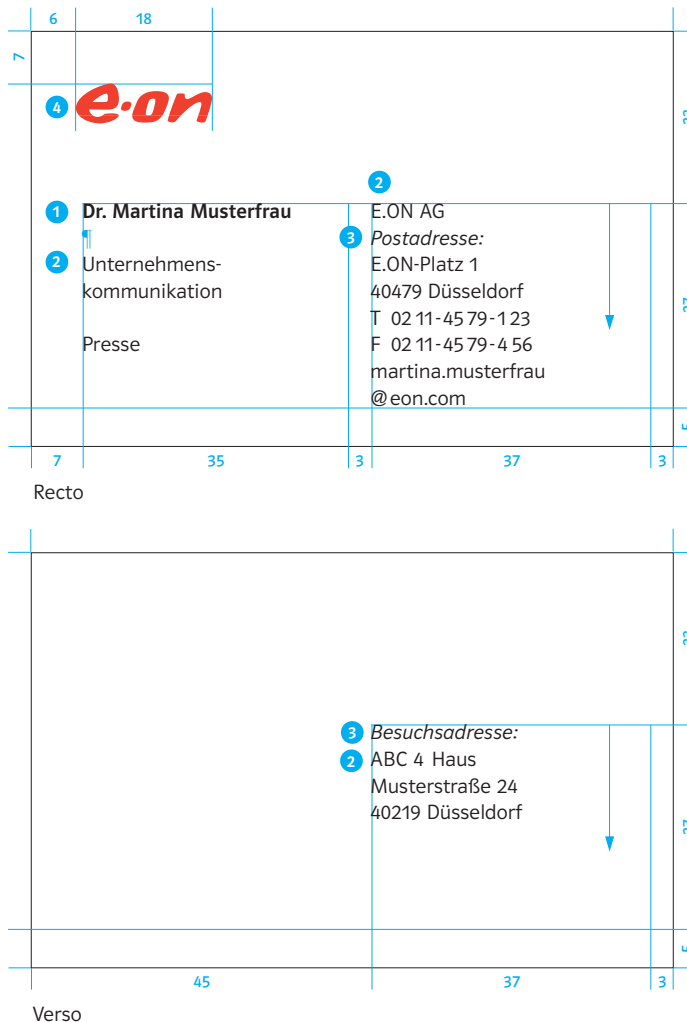


Verso



2.3 Business cards with address for visitors

Business cards

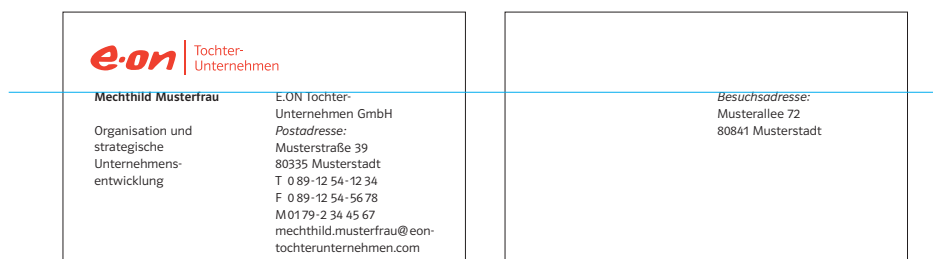


E.ON companies with a special address for visitors position this information on the back of the card.

For reasons of clarity, the references "Postal address" and "Address for visitors" are added.

E.ON subsidiary logos are printed in the same size as the E.ON logo.

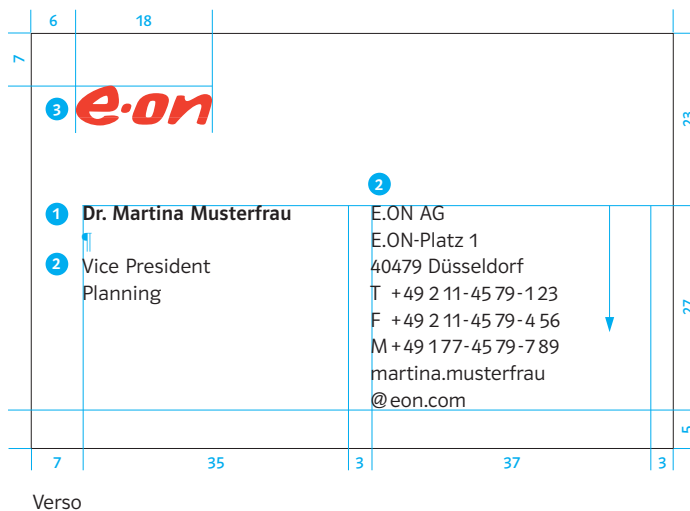
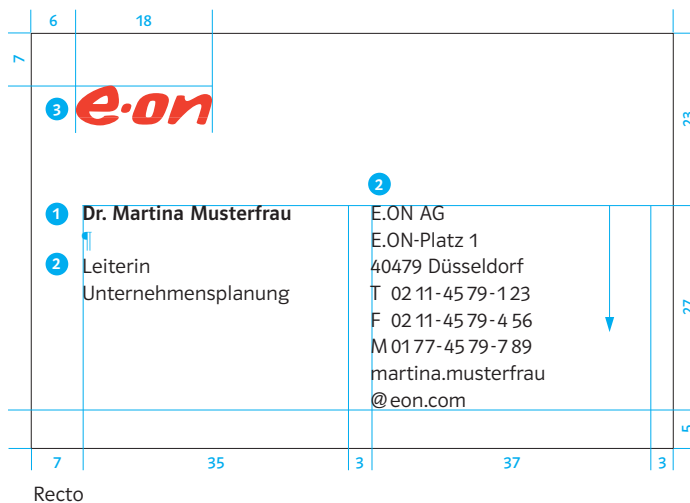
Format	85 x 55 mm
① Name	Polo 11K kräftig, 8 pt Line spacing: 10 pt CS: +3
② Contact details	Polo 11K leicht, 8 pt Line spacing: 10 pt CS: +3
③ Reference	Polo 11K leicht kursiv, 8 pt, ZAB 10 pt LW +3
④ Logo	EON_Logo_P.eps 18 %
E.ON subsidiary logo	18 %



On business cards with more than eight lines, the height of first line of text on the back is the same as on the front (compare Section 1.2).

2.4 Bilingual cards

Business cards



The design rules for bilingual cards are the same as for monolingual cards.

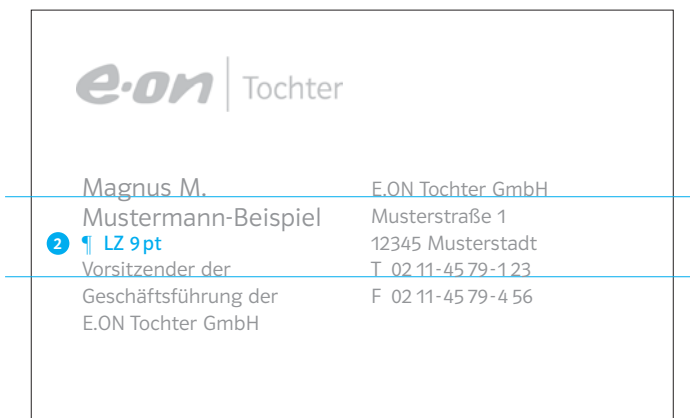
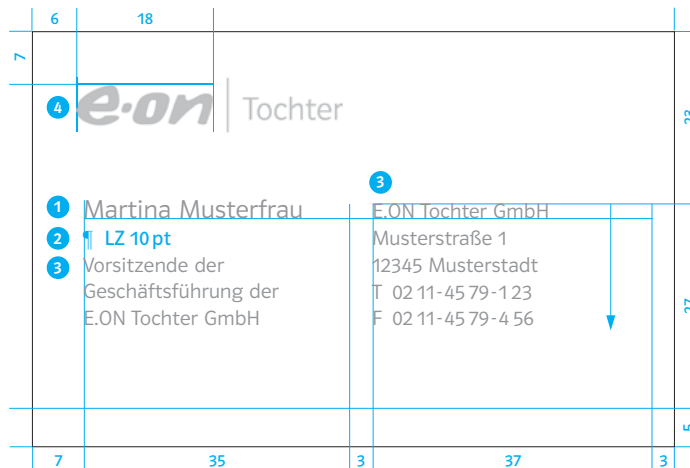
The two languages are always the local language of the country and English. The only items translated are the division and department designations. Names, titles, street names, and city names are not translated.

Optionally, the name of the country can be added below the address the postal code. Telephone, fax and mobile numbers are preceded by the country code and the plus sign (see Section 5).

In matters of detail, E.ON companies outside Germany should follow local conventions.

2.5 Business cards for Board of Management or Board of Directors of Group business units

Business cards



The business cards are printed in gray ink on an offset press.

Spot color Pantone Cool Gray 8

The reverse side is blank.

Format 85 x 55 mm

① Name Polo 11K leicht,
10 pt
Line spacing: 11 pt
CS: +3

② Blank line Line spacing: 10 pt
or 9 pt

③ Title/
Address Polo 11K leicht,
8 pt
Line spacing: 10 pt
CS: +3

④ Logo 18 %*

* For this special case, existing logos can be opened and saved again in Pantone Cool Gray 8.

Character spacing (CS) is based on QuarkXPress settings.

Names that fit on one line are followed by a blank line of 10 pt, whereas names that take up two lines are followed by a blank line of 9 pt.

All envelopes display the E.ON logo. Optionally they may also display the return address.

Address labels for packages always display the E.ON sender address.

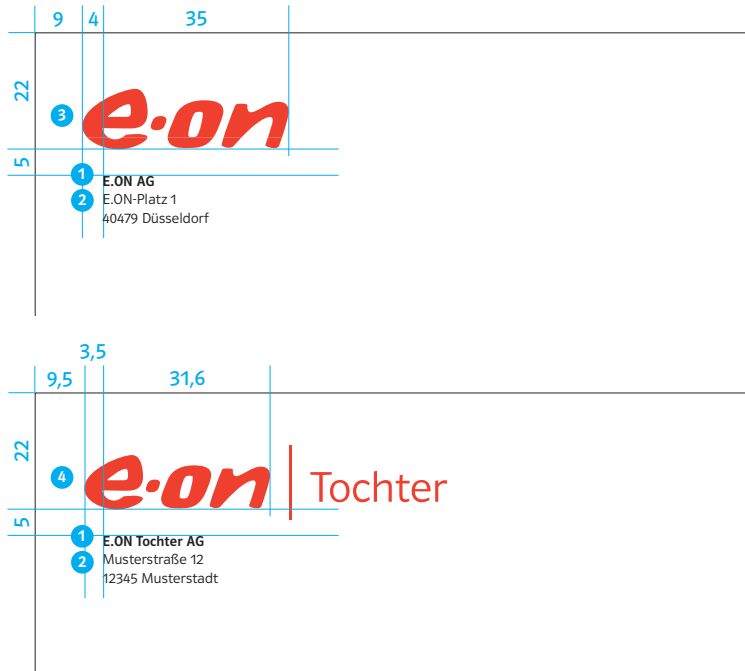
E.ON subsidiaries operating outside Germany should follow local postal guidelines (e.g. size, format, etc.) and formatting conventions.

Tracking is based on **QuarkXPress** settings. One QuarkXPress unit equals 1/200 em quad.

Two weights of Polo K are used on business cards: leicht (light) and kräftig (medium).

3.1 Envelopes (C long)

Envelopes and address labels



All envelopes display the E.ON logo. Only envelopes without windows (3) are preprinted with the sender's address to avoid double printing of this information.

Envelopes with windows (1) display the sending address preprinted on the letter. Envelopes without windows (2) bear the sending address on a preprinted address label. (See also Sections 1.3 and 3.3)

C long	220 x 110 mm
① Company	Polo 11K kräftig, 8 pt Line spacing: 10 pt CS: +3
② Sender	Polo 11K leicht, 8 pt Line spacing: 10 pt CS: +3
③ Logo	EON_Logo_Peps 39 %
④ E.ON subsidiary logo	35.1 %

Character spacing (CS) is based on QuarkXPress settings.

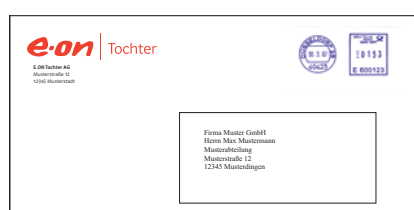
Postage machine stamps on envelopes should not incorporate a logo or other design elements.



1



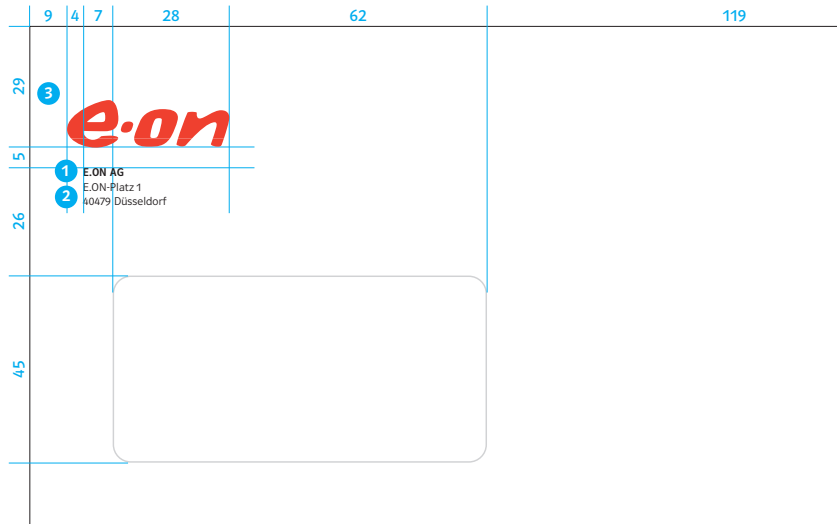
2



3

3.1 Envelopes (special format)

Envelopes and address labels



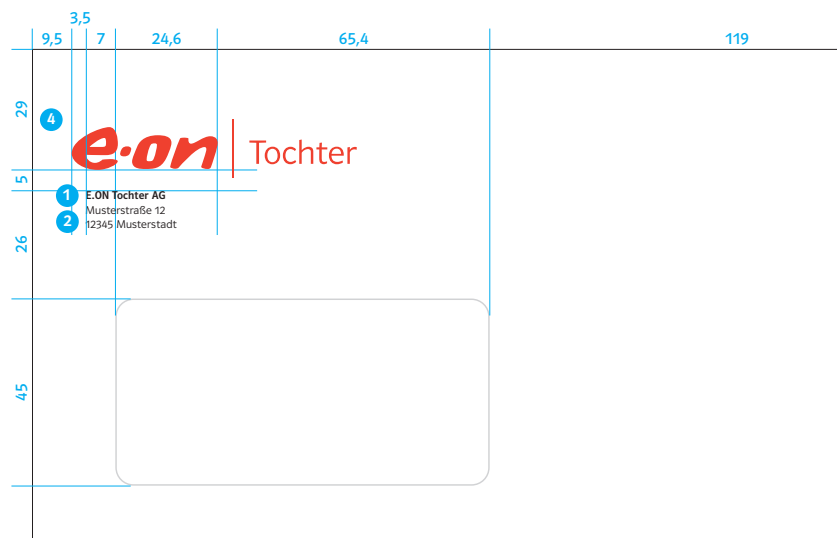
For sending unfolded documents in A4 format there is a customized envelope that differs from the standard C4 portrait format (in format and window size).

Special format 229 x 317 mm

Only envelopes without windows (3) are preprinted with the sender's address to avoid double printing of this information.

Envelopes with windows (1) display the sending address preprinted on the letter. Envelopes without windows (2) bear the sending address on a preprinted address label. (See also Sections 1.3 and 3.3)

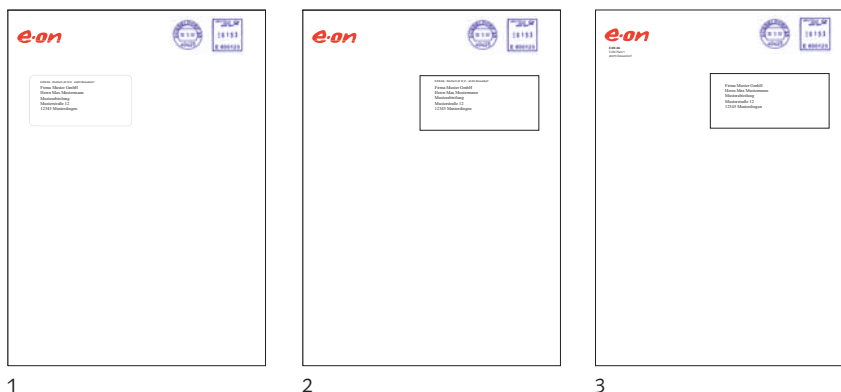
The E.ON logo is also positioned in the upper left corner on envelopes without windows in landscape format and on standard C5 envelopes.



- ① **Company** Polo 11K kräftig, 8 pt
Line spacing: 10 pt
CS: +3
- ② **Sender** Polo 11K leicht, 8 pt
Line spacing: 10 pt
CS: +3
- ③ **Logo** EON_Logo_P.eps
39 %
- ④ **E.ON subsidiary logo** 35.1 %

Character spacing (CS) is based on QuarkXPress settings.

Postage machine stamps on envelopes should not incorporate a logo or other design elements.



1

2

3

3.2 Postage machine stamps

Envelopes and address labels

E.ON Bayern
Regionalleitung Oberbayern
80294 München



Postage machine stamps on envelopes can be used to incorporate additional information.

These are restricted to typographical elements. They may not incorporate pictures, illustrations or other design elements.

All stamps must have sufficiently large type sizes.

Postfach 20 05 53
80005 München



Frohe Ostern



Frohe
Weihnachten
und ein gutes
neues Jahr!

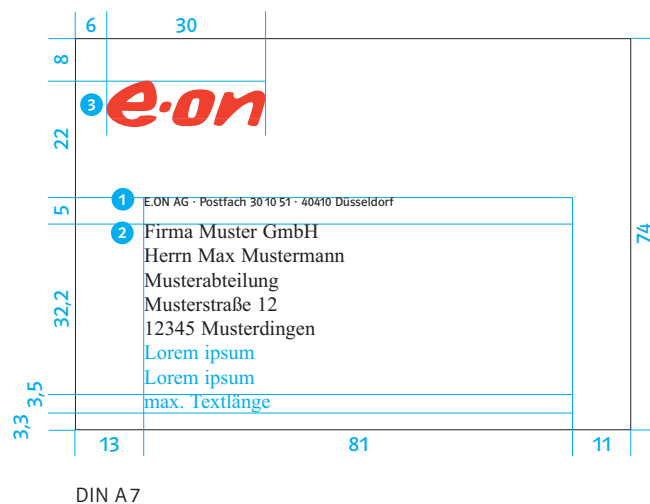
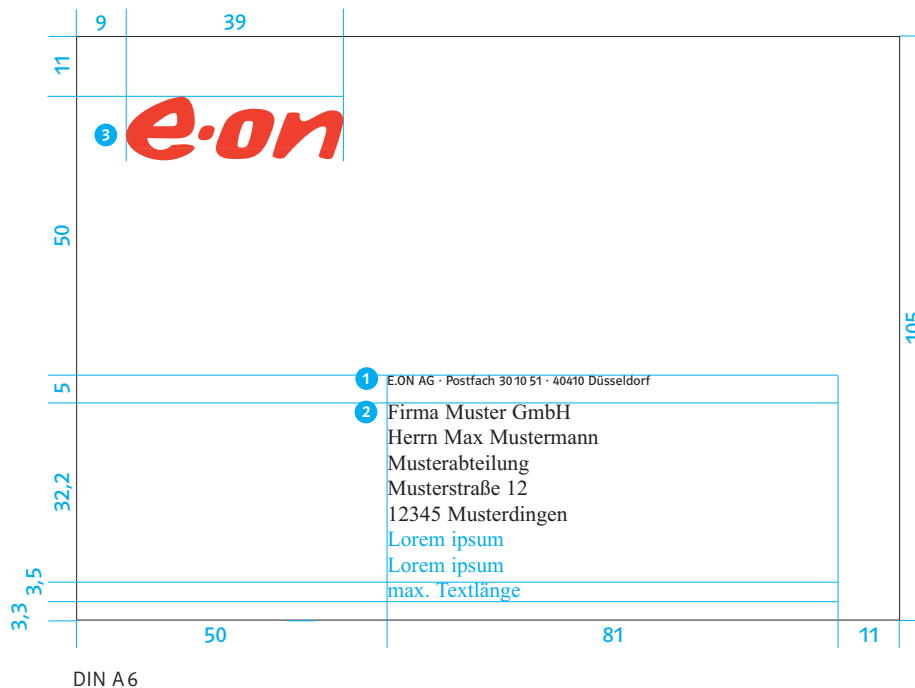


SYSTEMS
Int. Fachmesse
München
18. – 22.10.2005



3.3 Address labels

Envelopes and address labels



A4 label sheet



Completed labels



A4 label sheet



Completed labels

Address stickers for packages are available in two sizes. They are arranged on a standard A4 sheet.

The E.ON corporate logo or E.ON subsidiary logo is preprinted on the label on an offset press. Return and inside addresses are later printed on the label using a laser printer.

Microsoft Word templates are available for generating the return and inside addresses.

Large stickers:

Format 148 x 105 mm (A 6)

① Sender Polo normal, 7 pt
Line spacing: 8 pt
CS: +0.1 pt

② Address Times New Roman, 11 pt
Line spacing: 13 pt
CS: 0 (standard)

③ Logo EON_Logo_Peps 39%
E.ON subsidiary logo 35.1%

For positioning of the E.ON subsidiary logo see Section 4.1.

Small stickers:

Format 105 x 74 mm (A 7)

① Sender Polo normal, 7 pt
Line spacing: 8 pt
CS: +0.1 pt

② Address Times New Roman, 11 pt
Line spacing: 13 pt
CS: 0 (standard)

③ Logo EON_Logo_Peps 30%
E.ON subsidiary logo 27%

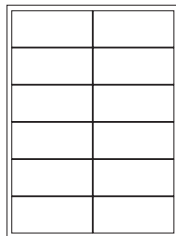
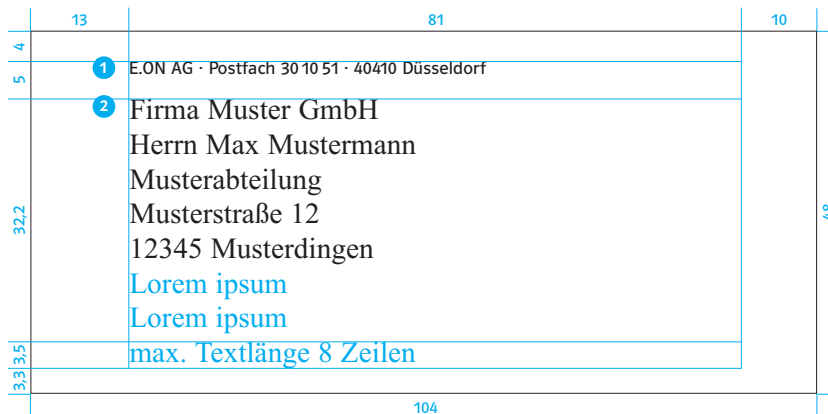
E.ON subsidiary logo

Character spacing (CS) is based on Microsoft Word settings.

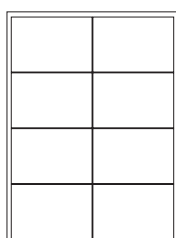
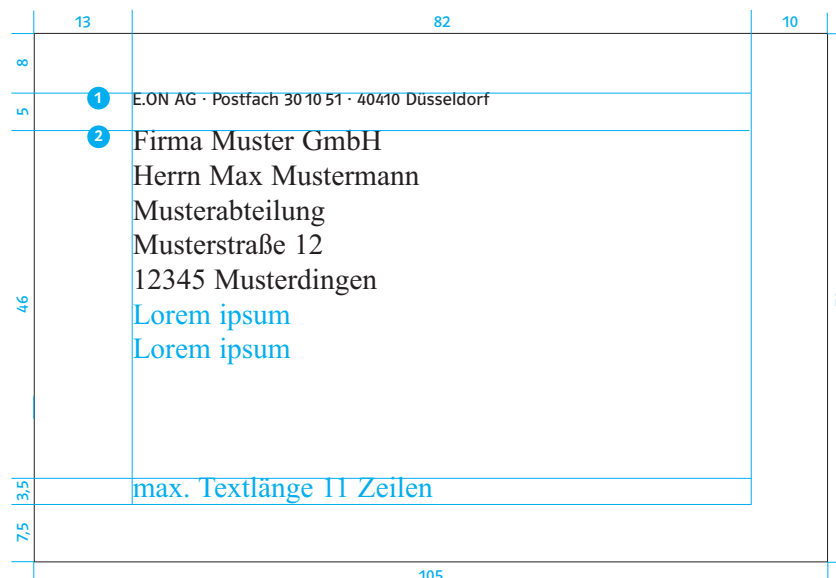
For positioning of the E.ON subsidiary logo see Section 4.1.

3.3 Address labels

Envelopes and address labels



12 labels



8 labels

Standard address labels (on A4) are used for labeling envelopes. We recommend the following:

12 labels (104 x 48 mm)

Herma SuperPrint No. 4457
Avery Zweckform No. 3424

8 labels (105 x 70 mm)

Avery Zweckform No. 3426

The type size on the address stickers is same as on the stationery.

Format 104 x 48 mm
105 x 70 mm

① Sender Polo normal, 7 pt
Line spacing: 8 pt
CS: +0,1 pt

② Address Times New Roman,
11 pt
Line spacing: 13 pt
CS: 0 (Standard)

Character spacing (CS) is based on Microsoft Word settings.

Word templates are available for generating the exact typeface.

The maximum text length is 8 to 11 lines.

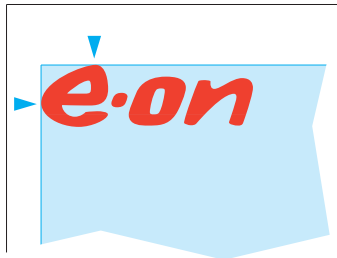
Other media include items like company greeting cards and notepads, which project the E.ON brand in a wide variety of workplace situations.

Tracking is based on **QuarkXPress** settings. One QuarkXPress unit equals 1/200 em quad.

Two weights of Polo K are used on business cards: leicht (light) and kräftig (medium).

Character spacing in media that are created using computer templates is based on **Microsoft Word** settings.

In Word the two weights of Polo are called "normal" and "bold".



Top left corner



Lower right corner



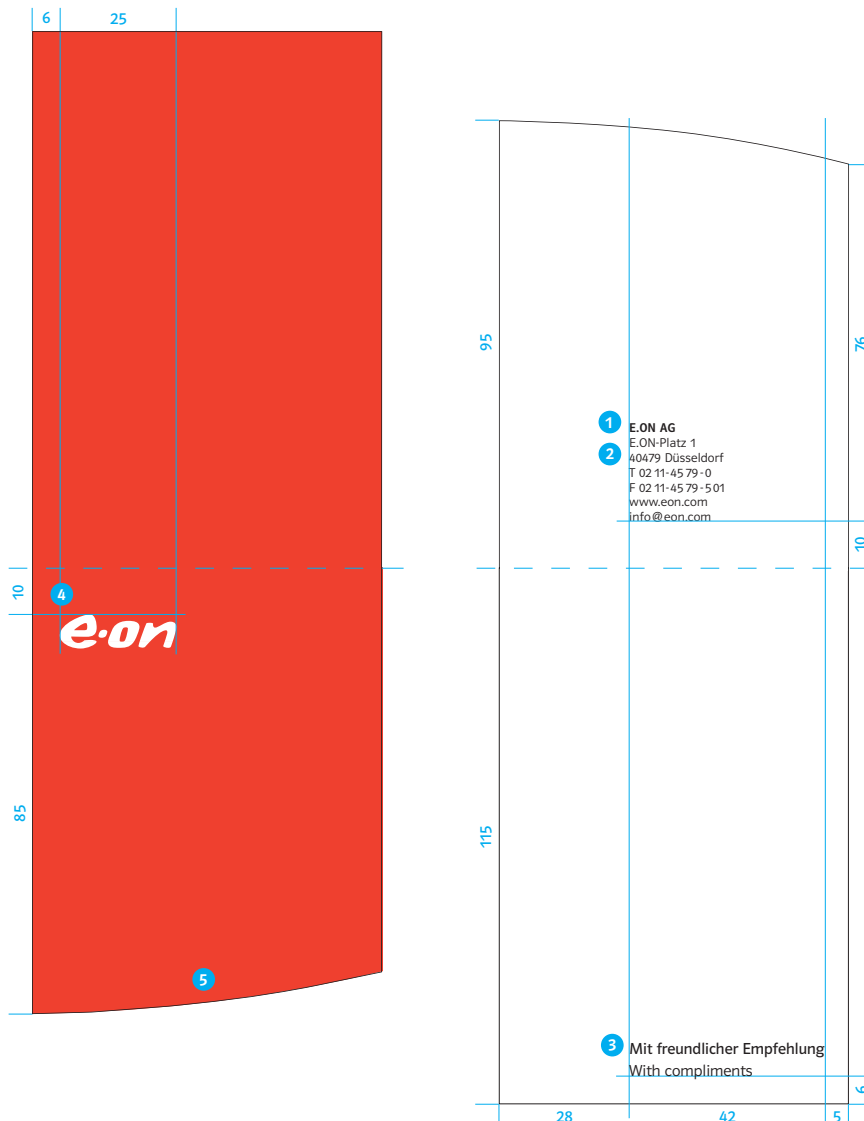
E.ON subsidiary logos are always printed 10 % smaller than the E.ON logo.

For example if the E.ON logo is 40 % the E.ON subsidiary logo will be 36 %.

The position orients itself to the corner in which the E.ON logo is placed. The E.ON subsidiary logo is streamlined to the E.ON logo.

4.2 Greeting cards

Other media



E.ON greeting cards have a single fold and allow space for a brief handwritten message on the inside between the address and the standard greeting at the bottom of the format.

The exterior background is Pantone Warm Red. The interior background is white.

Format closed 75 x 115 mm
Format open 75 x 210 mm

- ① Company Polo 11K kräftig, 8 pt
Line spacing: 9 pt
CS: +3
- ② Address details Polo 11K leicht, 8 pt
Line spacing: 9 pt
CS: +3
- ③ Greeting text Polo 11K leicht, 10 pt
Line spacing: 10 pt
CS: +3
- ④ Logo EON_Logo_W.eps 25 %

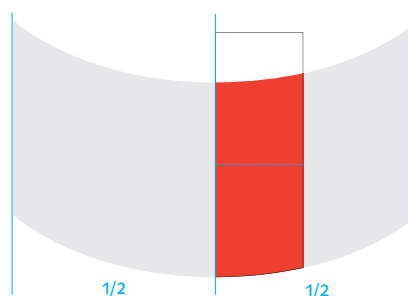
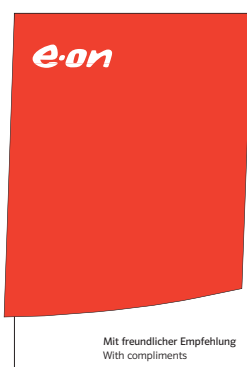
E.ON subsidiary logo 22.5 %
- ⑤ E.ON arc EON_Bogen_P.eps 55%, rotated 180°

Character spacing (CS) is based on QuarkXPress settings.

For positioning of the E.ON subsidiary logo see Section 4.1.

The section of the arc used for greeting cards is oriented on the center of the arc.

The white space above the arc must be filled in with 100% Pantone Warm Red.



4.3 General purpose cards

Other media



These cards are square, have a single fold, and allow space for a handwritten message on the inside.

Invitations can be supplemented with an insert (e.g. an agenda or small map providing directions).

The exterior background is 100% Pantone Warm Red. The interior background is white.

Format closed 210 x 105 mm

Format open 210 x 210 mm

- ① Text Polo 22K leicht, 100 pt
CS: +3
+ 30% black*
- ② Logo EON_Logo_W.eps
35%

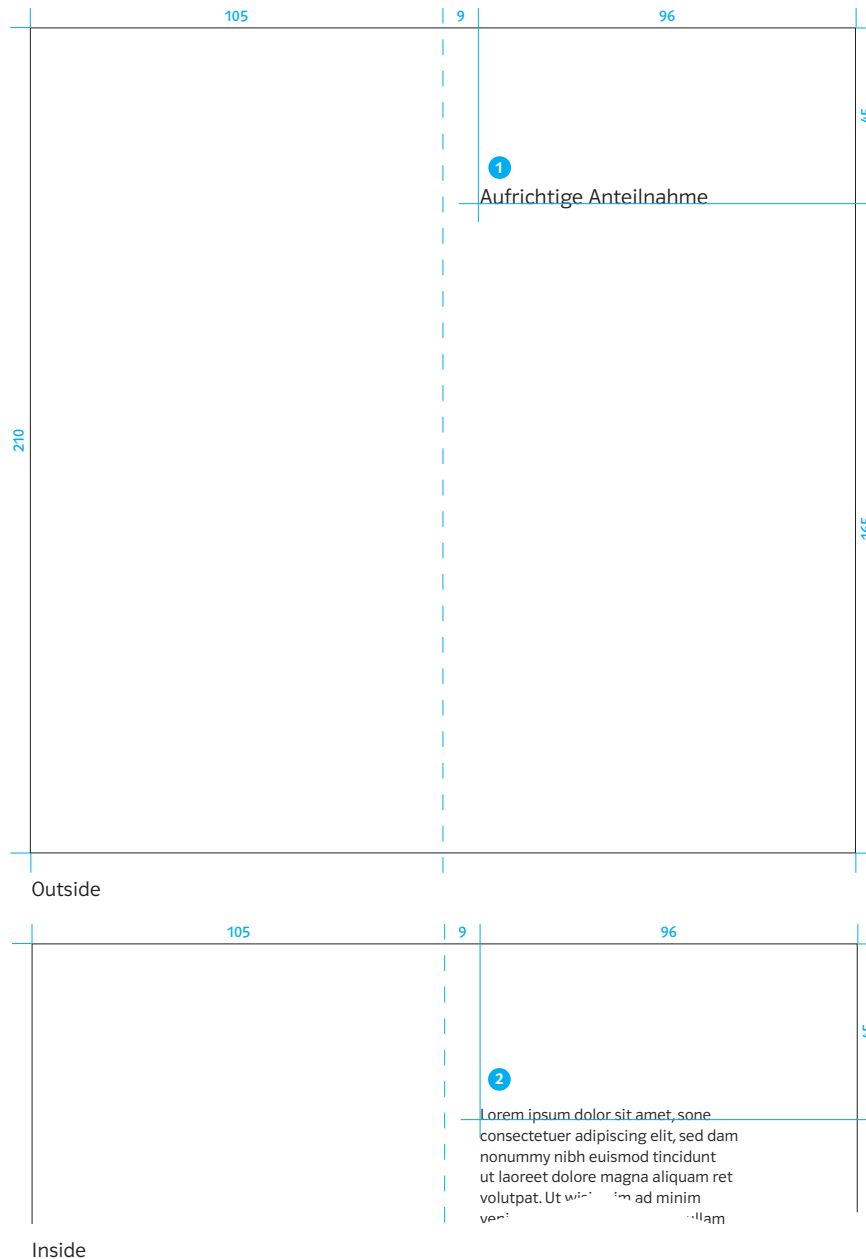
E.ON 31.5%
subsidiary
logo

* The darker shade of red is 30% black printed on the E.ON red background.

Character spacing (CS) is based on QuarkXPress settings.

For positioning of the E.ON subsidiary logo see Section 4.1.

The card described here can be used for a variety of purposes. For special events, it may be appropriate to produce special cards that echo the design of the other media relating to the event. Specially designed cards must be approved by the Brand Management team of your market unit lead company.



The exterior text is preprinted on an offset press.

Format closed 105 x 210 mm
Format open 210 x 210 mm

① Text Polo 11K leicht,
16 pt
CS: +3

Character spacing (CS) is based on QuarkXPress settings.

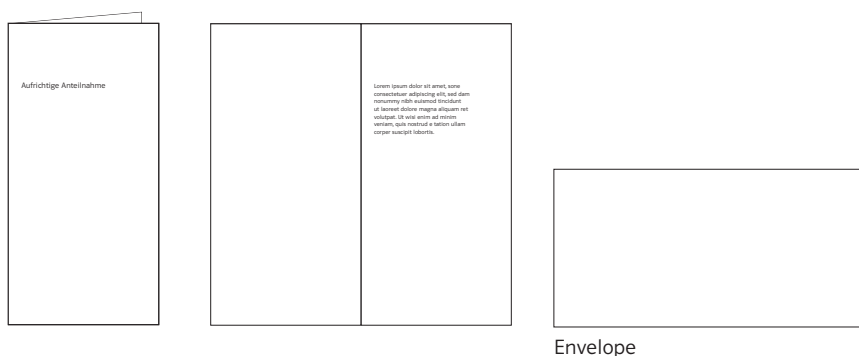
The interior text is generated in a Microsoft Word template and can be printed individually on a laser printer.

② Text Polo normal, 12 pt
Line spacing: 15 pt
CS: +0.3 pt

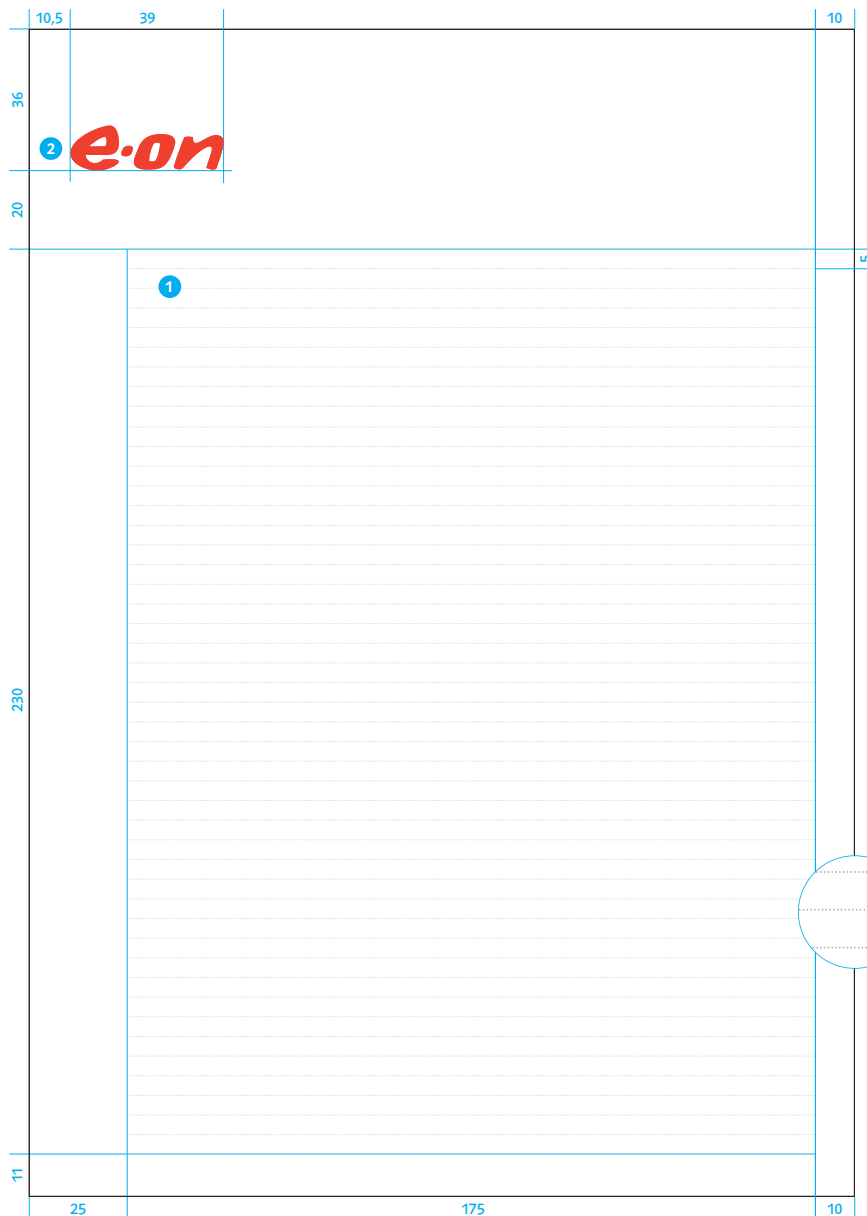
Character spacing (CS) is based on Microsoft Word settings.

The C long envelope used to send condolence cards is not pre printed.

Neither the card nor the envelope displays a logo or incorporates traditional condolence card elements (black border, black bars, etc.).



A Microsoft Word template is used to generate the interior text.



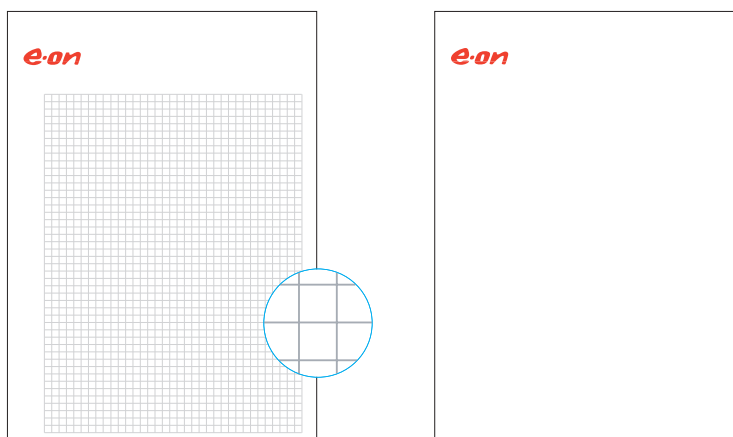
Notepads come in a variety of designs and may be ruled, grid, or blank. They may also be hole-punched and depending on intended use the glue strip may be at the top or the left edge.

To achieve optimal legibility of handwritten notes, the lines or grids are printed in light gray. Ruled lines are **dotted**; grid lines are **solid**.

The spot color for linework is Cool Gray 6.

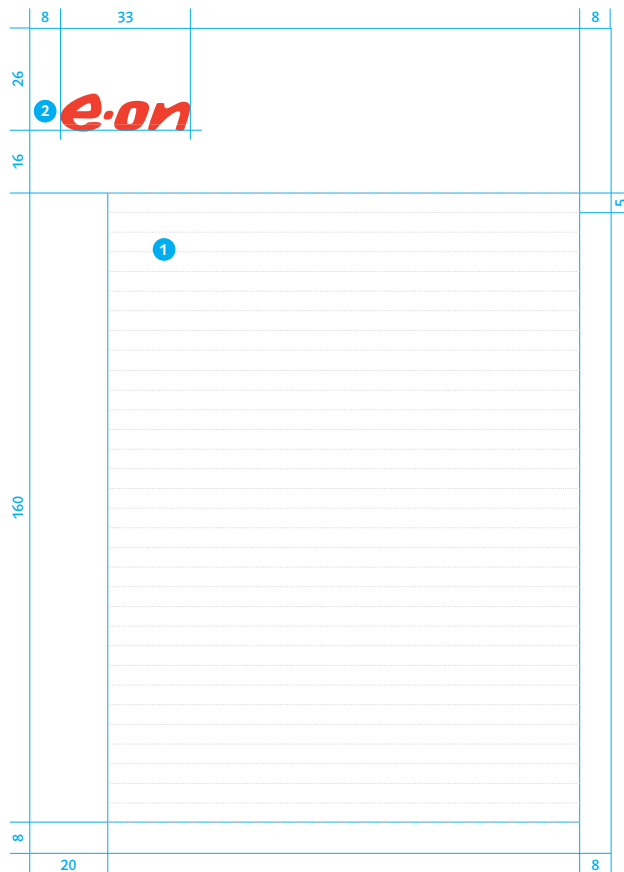
Format	210 x 297 mm
① Lines	0.7 pt Pantone Cool Gray 6
② Logo	EON_Logo_Peps 39%

For positioning of the E.ON subsidiary logo see Section 1.2.



4.6 A5 notepads

Other media



Notepads also come in A5 in a variety of designs and may be ruled, grid, or blank. They may also be hole-punched and depending on intended use the glue strip may be at the top or the left edge.

To achieve optimal legibility of handwritten notes, the lines or grids are printed in light gray. Ruled lines are **dotted**; grid lines are **solid** (see Section 4.5).

The spot color for linework is Cool Gray 6.

Format 148 x 210 mm

① Lines 0.7 pt
Pantone
Cool Gray 6

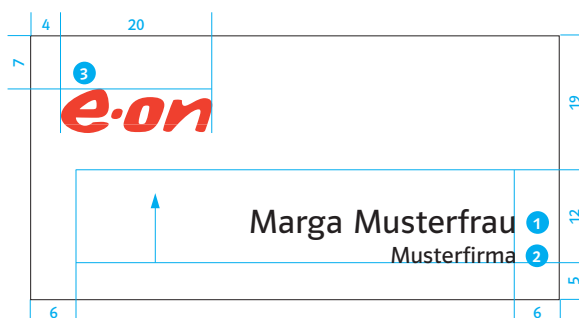
② Logo EON_Logo_Peps
33 %

E.ON
subsidiary
logo 29.7 %

For positioning of the E.ON subsidiary logo see Section 1.2.



Large name tag



Small name tag



Name tags are printed on white paper, cut out, and inserted in clear plastic holder.

Text is right-aligned and orients itself on the baseline.

Large name tags may display a maximum of four lines of text.

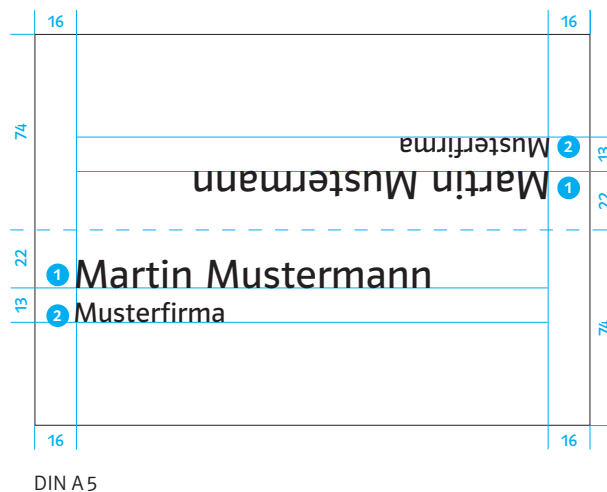
Format	85 x 55 mm
① Name	Polo normal, 16 pt Line spacing: 18 pt CS: +0.3 pt
② Company name	Polo normal, 11 pt Line spacing: 14 pt CS: +0.3 pt
③ Logo	EON_Logo_Peps 25 %
	E.ON subsidiary logo

Character spacing (CS) is based on Microsoft Word settings.

Small name tags may display a maximum of three lines of text.

Format	70 x 35 mm
① Name	Polo normal, 13 pt Line spacing: 15 pt CS: +0.3 pt
② Company name	Polo normal, 9 pt Line spacing: 11 pt CS: +0.3 pt
③ Logo	EON_Logo_Peps 20 %
	E.ON subsidiary logo

Character spacing (CS) is based on Microsoft Word settings.



Place cards are printed on white paper with a grammature of at least 250 gsm and folded in the center of the short edge.

There are two sizes: A4 and A5. Place cards may include the company name if representatives of more than one company are present at a meeting.

Format unfolded 297 x 210 mm (A4)

- ① Name Polo normal, 65 pt
Line spacing: 72 pt
CS: +0.3 pt
- ② Company name Polo normal, 45 pt
Line spacing: 52 pt
CS: +0.3 pt

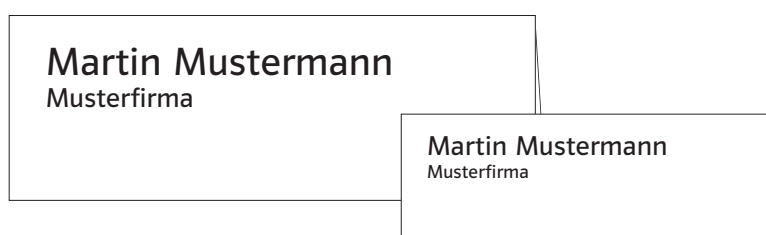
Format unfolded 210 x 148 mm (A5)

- ① Name Polo normal, 45 pt
Line spacing: 52 pt
CS: +0.3 pt
- ② Company name Polo normal, 31 pt
Line spacing: 36 pt
CS: +0.3 pt

Character spacing (CS) is based on Microsoft Word settings.

No logos appear on place cards.

The type sizes for the standard label are used as a reference. Where necessary they can be streamlined. The design/layout is adapted accordingly (distance from edge of card and between lines).



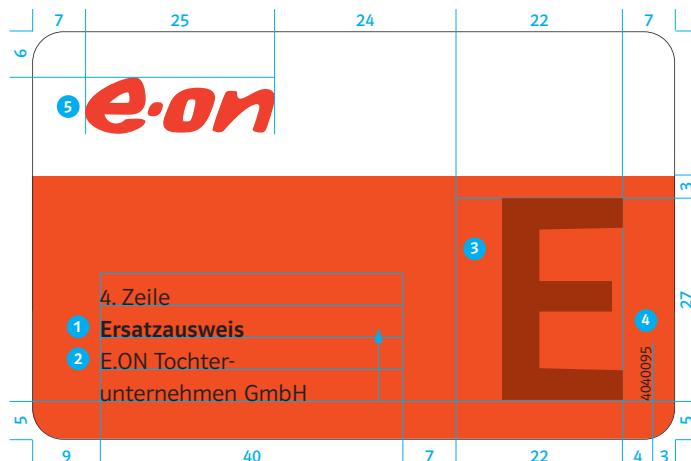


The ID cards of E.ON employees bear passport photos. The background of the card is white.

In addition to personalized ID cards there are and general-purpose ID cards, e.g. temporary or replacement ID cards). These are used for visitors and are marked with a large "E" in lieu of the passport photo. The text area is E.ON red.

The text aligned from the bottom up (max. four lines). The type is black.

All ID cards throughout the E.ON Group display the E.ON logo. Any deviation from this rule must be approved by the Brand Management team of your market unit lead company. The E.ON company name is positioned beneath the name of the employee or on general-purpose cards below the ID card designation.

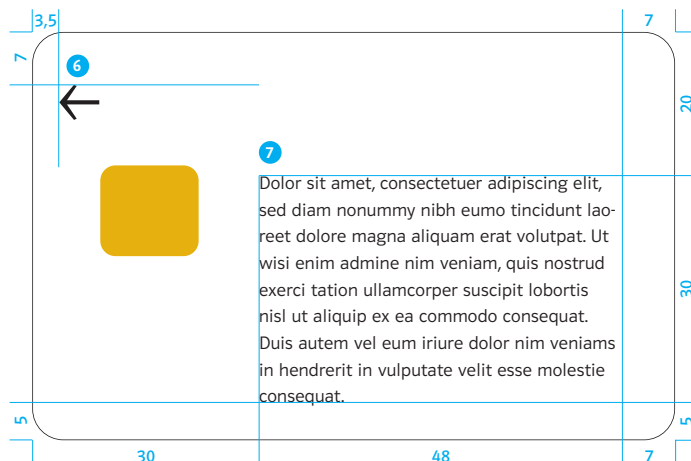


Format 85 x 54 mm

- ① Name Polo 11K kräftig, 9 pt
Line spacing: 12 pt
CS: +3
- ② Company Polo 11K leicht, 9 pt
Line spacing: 12 pt
CS: +3
- ③ Letter Polo 22K kräftig 113 pt
+ 40% black*
- ④ ID No. Polo 11K leicht, 6 pt
CS: +3
- ⑤ Logo EON_Logo_Peps 25%
- ⑥ Arrow EON_Pfeil_leicht_B.eps 10%
- ⑦ Text Polo 11K leicht, 7 pt
Line spacing: 10 pt
CS: +3

* The darker shade of red is 40% black printed on the E.ON red background.

Character spacing (CS) is based on QuarkXPress settings.





The exterior of the folder is E.ON Red; the interior is white.

Optionally a short title can be placed on the front of the binder. The E.ON logo is always positioned on the front of the binder.

The E.ON logo or E.ON subsidiary logo is right-aligned in the lower right corner.

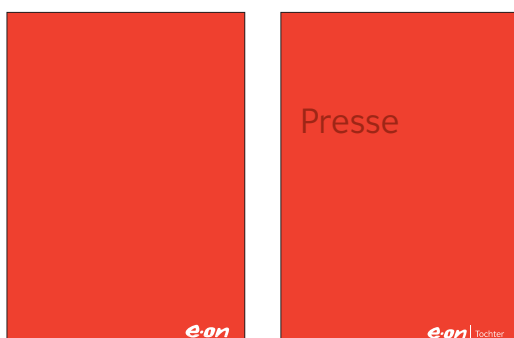
- | | |
|---------------|--|
| Format closed | 220 x 310 mm |
| ① Text | Polo 22K leicht,
95 pt
Line spacing: 95 pt
CS: +3
+ 30% black* |
| ② Logo | EON_Logo_W.eps
39% |

* The darker shade of red is 30% black printed on the E.ON red background.

Character spacing (CS) is based on QuarkXPress settings.

For size and position of the E.ON subsidiary logo see Section 4.1.

The folder described here is the standard solution. For special occasions the design may be varied. However, this must first be approved by the Brand Management team of your market unit lead company.





There are two design possibilities for binders:

The exterior of the binder is 100% Pantone Warm Red; the interior is 100% white. The E.ON logo is positioned on the front and the spine of the binder.

If necessary, text may be printed directly on the spine of the binder (Example 1) or on a slip of white paper or card stock that is inserted in a clear plastic holder (Example 2).

The measurements on the left are for binders sized for A4 documents.

The minimum spine width is 30 mm.

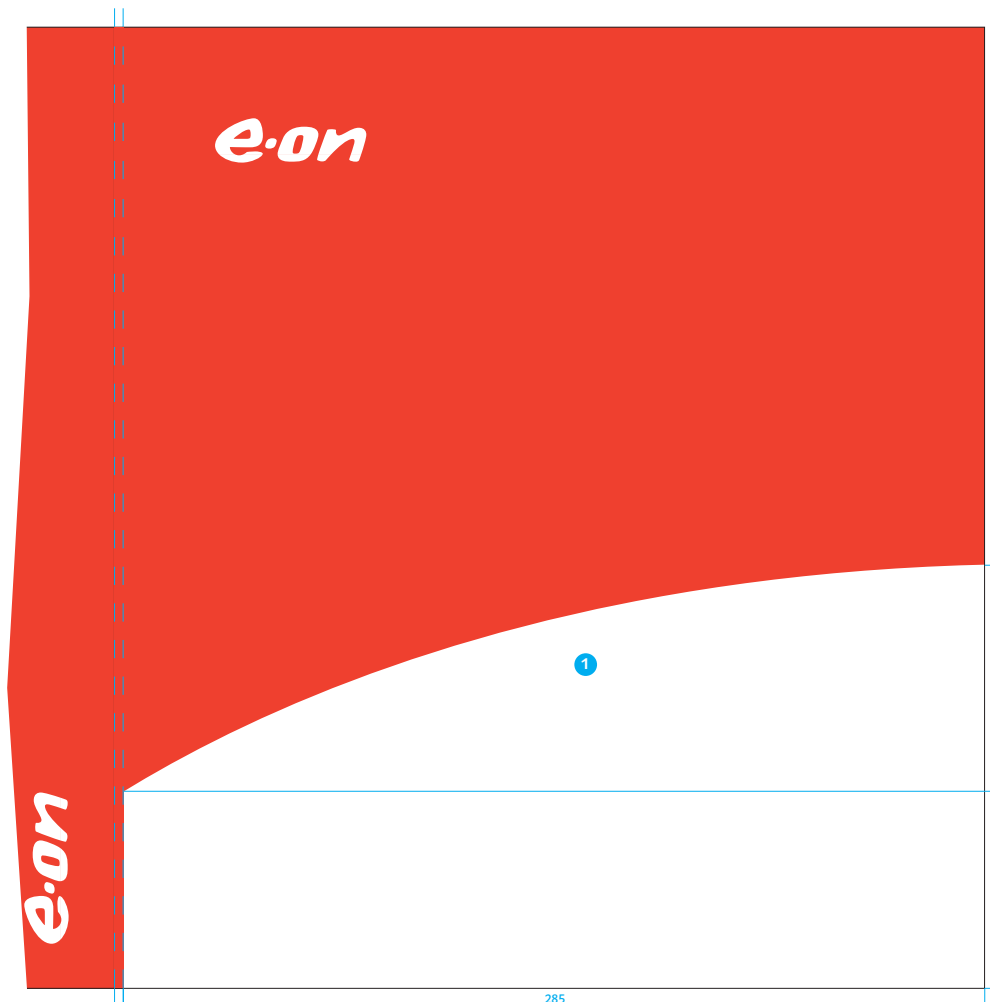
- | | |
|------------------------------|---|
| ① Text
(binder) | Polo 22K buch,
27 pt
CS: +3* |
| ② Text
(label) | Polo normal,
27 pt
CS: + 0.3 pt** |
| ③ Logo | EON_Logo_W.eps
50 % |
| ④ E.ON
subsidiary
logo | 45 % |

* Character spacing (CS) is based on QuarkXpress settings.

** Character spacing (CS) is based on Microsoft Word settings.

For positioning of the E.ON subsidiary logo on the front cover see Section 4.1.





Binders may also feature the E.ON arc on the front cover.

The E.ON logo is positioned on the front and the spine of the binder (see Section 4.11 for placement guidelines).

The measurements below are based on a binder with a front cover that is 285 mm wide. If a binder is wider than 285 mm, the arc is increased proportionally, while always starting at the same height on the left edge of the cover.

① Arc E.ON_Bogen_W.eps
110%

Settings for QuarkXPress:
X axis: -43 mm
Y axis: 177 mm

The E.ON arc never extends past the hinge onto the binder's spine, but rather ends at the left edge of the front cover so that the spine is 100% E.ON red.

The binders described here are standard solutions. For special occasions the design may vary. This must be approved by the Brand Management team of your market unit lead company.



Displaying information in a common format helps E.ON to achieve a homogenous image.

This format applies to type that is set in graphic design software and in Word templates.

Our guidelines sometimes deviate from the DIN 5008 standard that regulates the layout of stationery. The regulations in place throughout the E.ON Group, for example for writing telephone numbers, apply.

5.1 Telephone, fax, and email

Print layout information

national

T 0|89-23|45-6|78|90

M 01|72-1|23|45|67

international

T +49|89-23|45-6|78|90

M +49|1|72-1|23|45|67

werblich genutzte Service-Nummer

T 0180-20|20|20|8

T 0800-2|200|400

E.ON AG

E.ON-Platz 1

40479 Düsseldorf

T 02 11-45 79-6 28

F 02 11-45 79-6 29

T 02 11-45 79-6 28

F 02 11-45 79-6 29

M 01 71-5 64 78 84

T 0 89-12 54-53 08

F 0 89-12 54-53 17

M 01 71-5 64 78 93

www.eon.com

vorname.name@eon.com

vorname.langename
@eon.com

Use Polo K for contact information on corporate stationery, business cards, and brochures.

Telephone, fax, and mobile phone numbers

These numbers are preceded by a single letter: T, F, or M. The area code and phone number are separated by a hyphen.

Contrary to the DIN norm, at E.ON we separate the rows of numerals into groups of two from right to left. This rule applies to each individual group of numerals (e.g. phone numbers), with the exception of promotional service numbers. These must be separated into units that make the number easier to remember (e.g. "Oh-eight-hundred" numbers).

The area codes for telephone, fax and mobile phone numbers are always left-aligned.

To optically balance the spacing between characters in phone numbers, set the kerning to -10 (QuarkXPress) after a blank space where necessary. The spacing between numbers and hyphens should also be adjusted by +10 to +20 (guideline).

Websites and email addresses

E.ON dispenses with the words "Email" and "Internet" on business cards, letterhead, and similar media. In this one instance only, E.ON is written in lowercase letters without a dot between "e" and "on".

As a rule, personal email addresses should consist of the employee's first and last name set in all lowercase letters and separated by a dot. If an email address is too long to fit on a single line on a business card or other medium, divide it into two lines with the "@" starting the second line.

E.ON companies operating outside Germany should follow local formatting conventions.

5.2 Bank routing information

Print layout information

Bank account number

Konto 0|000|000

German Postbank account number

Konto 000|00-000

Bank routing code

BLZ 000|000|00

International bank routing code

IBAN DE00|0000|0000|0000|0000|00

Musterbank Düsseldorf

Konto 12 345 678

BLZ 100 200 30

Postgiroamt München

Konto 123 45-678

BLZ 200 300 40

Please note that the following guidelines apply to German bank routing information and are provided for illustrative purposes only.

Your designs should conform with the formatting conventions of your country. E.ON companies operating in the same country are to adopt the same formatting conventions.

In Germany, bank account numbers are separated into groups of three numerals and preceded by the word "Konto" (account).

German Postbank account numbers are divided into two halves and separated by a hyphen. The first half is itself separated by a space between the final two numerals and the numerals that precede them.

German bank routing codes are separated into two groups of three numerals and one group of two numerals. The numbers are preceded by the acronym "BLZ" (bank routing code).

International routing codes (IBAN) are separated from left to right into five groups of four numerals with a group of two numerals at the right end.

Bank routing information should always have the same overall format:

Bank name + location
Account number
Bank routing code

E.ON companies operating outside Germany should follow local formatting conventions.