



E.ON Corporate Design
Last revised: April 5, 2004

PowerPoint

This corporate design (CD) manual is updated regularly, so be sure you're consulting the most recent edition.

Different hardware platforms display and print colors differently, so you shouldn't use the colors you see in this manual for reference purposes.

You'll find the latest version at eon-cd.com along with the downloadable files you need to create E.ON media.

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.

For E.ON to maintain brand consistency, it's essential that our CD guidelines are implemented throughout the E.ON Group.

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PowerPoint

E.ON Corporate Design

Last revised:

April 5, 2004

These guidelines are based on the E.ON design standards described in the CD manual entitled "Design Basics."

When you create new PowerPoint presentations, please only use customized templates provided in the E.ON PowerPoint Assistant. This manual assumes that readers have a basic familiarity with PowerPoint.

This manual focuses on the design of PowerPoint presentations. You'll find technical instructions in the training brochure entitled "PowerPoint in the E.ON Corporate Design" and in the help texts contained in the E.ON PowerPoint Assistant.

The measurements shown in this manual are based on the page format used by PowerPoint (720 x 540 points). They correspond to PowerPoint's width-to-height ratio of 4:3.

If you use slide presentation programs other than PowerPoint, you'll have to adjust the measurements and font sizes accordingly.

Unless otherwise indicated, all measurements are in points (pt.).

The company information used in the sample layouts is for illustrative purposes only and may be incorrect or out of date.

You can download the most recent version of the E.ON PowerPoint Assistant from the E.ON intranet. New releases of this tool will be announced on the intranet (<http://home.intranet.eon-energie.de>).

Headlines may be at most two lines long and are set in black.

Subheadlines can be in E.ON red or in black.

- The normal text is set in black.
- Bulleted lists have a red point
 - Indented bulleted lists

Map and map-legend terms have a special font size.

Footers, source information, and the document path should only appear in notes and handouts.

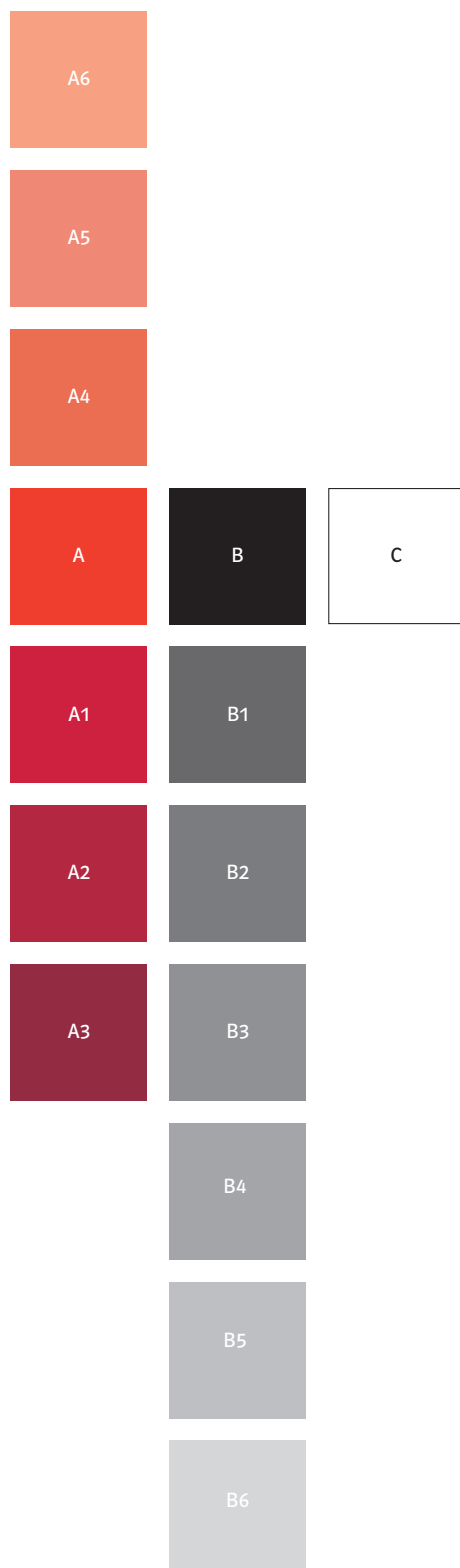
The typographic information contained in this manual refers to the PC version of Polo, E.ON's corporate typeface. Polo is installed automatically when you install the E.ON PowerPoint Assistant. For licensing reasons, Polo may only be used within the E.ON Group.

The font sizes defined below have been chosen because they are optimal for on-screen display. Please use these font sizes only.

Headlines	Polo, 26 pt. Line spacing, 34 pt.
Subheadlines	Polo fett ("bold") 20 pt. Line spacing, 26 pt.
Normal text, bulleted lists	Polo, 20 pt. Line spacing, 26 pt.
Maps, legends	Polo, 16 pt. Line spacing, 20 pt.
Sources, paths, footers	Polo, 7 pt. Line spacing, 9 pt.

You can use bold, italics, or E.ON red type to highlight your text.

Note: When you show a PowerPoint presentation on a computer that doesn't have Polo, the computer will substitute another font. For legal reasons, Polo may not be embedded in ppt presentations. When you're sending a ppt presentation to, or showing one on, a non-E.ON computer, we therefore recommend that you save it as a pdf file with Polo embedded.



The RGB color palette used in the E.ON PowerPoint Assistant is derived from Pantone Warm Red—E.ON's corporate color—and from 100% black. Please use only colors from the E.ON palette in your slide presentations.

Different brands of monitors and screens are calibrated differently. When using graphics and illustrations, make sure you select colors and shades of colors that offer the maximum contrast.

A (E.ON red)	242r 28g 10b
A1	210r 0g 38b
A2	173r 0g 38b
A3	127r 0g 38b
A4	245r 73g 59b
A5	247r 107g 96b
A6	255r 143g 110b

B (black)	0r 0g 0b
B1	70r 70g 70b
B2	90r 90g 90b
B3	120r 120g 120b
B4	150r 150g 150b
B5	180r 180g 180b
B6	210r 210g 210b

C (white)	255r 255g 255b
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Every E.ON PowerPoint presentation should begin with a title slide.



Title slides feature an E.ON red background, the E.ON logo, the title of the presentation (which should not exceed three lines), and, optionally, a subtitle (which should not exceed two lines). No other design elements should be used.

Logo EON_Logo_W.wmf
62%

If applicable, a subsidiary logo may be used.

Title Polo, 26 pt.
Line spacing, 34 pt.

Subtitle Polo 16 pt.
Line spacing, 20 pt.



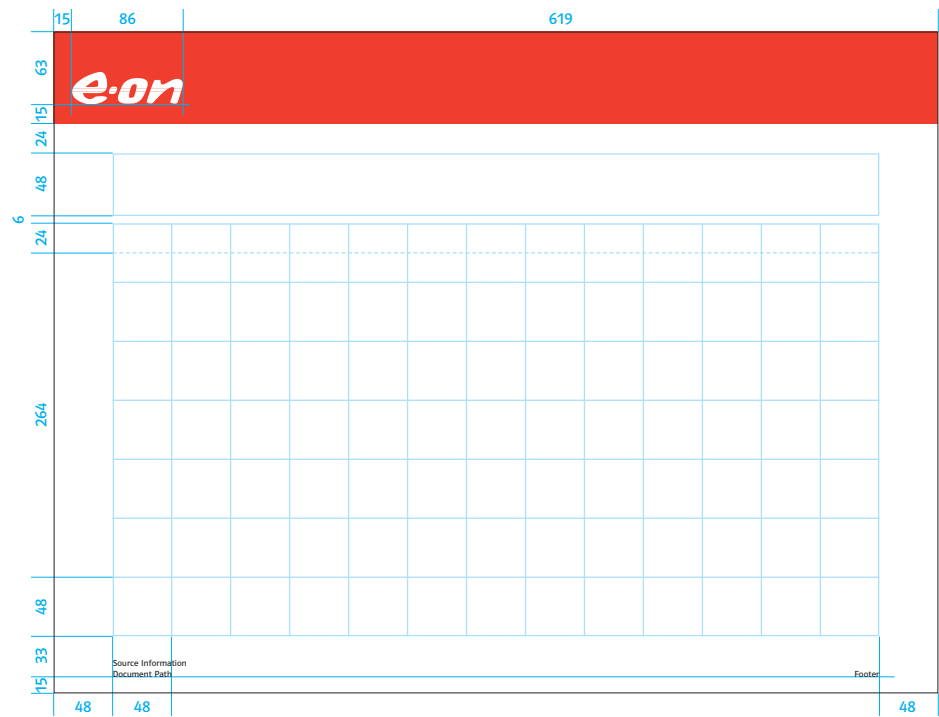
All E.ON text slides use a predefined page layout.

The following tips will help you create visually effective slide presentations:

Limit the amount of content each slide conveys. It's better to create two slides than to overload a single slide with information.

A few key terms make a more powerful impression than wordy sentences. Headlines should be as short as possible; distill normal text to core statements.

To enliven your oral presentation, you can use an entry effect for the text portions of your slides. Please do not use other forms of text animation or slide transition effects.



All text slides have a header consisting of an E.ON-red banner and the company logo.

The template marks the work area and assists users in positioning text, images, and other elements. PowerPoint template units are 6 pt. (about 2 mm). The template is divided into 48-pt. squares.

Logo EON_Logo_W.wmf
30%
If applicable, a subsidiary logo may be used.



Whender egrun inveitaserg

Kulfersch schefske unmaga

Henderum egrun inveitas Mundris egrun inveitas Sumseidum. Chender lih egrun inveitaser schefskele unmaga guared.

- Jagirt loremi, Est laudi finita egrun inveitaserg Kulfersch schefske
 - Tagirt guaredi loremi, Est laudi gagrun inveitaserg
 - Wulfersch schefske unmaga guaredi weremast laudi
- Chender egrun inveitaserg schefskele unmaga guaredi weremast, Mundris egrun inveitas Sumseidum
- Est laudi finita egrun inveitaserg Kulfersch
 - Unmaga guaredi weremast laudi finita

Haufler ripus, 1997 en kirhoff Subject June 27, 2009 E.ON AG Page 18

The text formatting rules for headlines, subheadlines, text, and bulleted lists help to give slides a straightforward and consistent structure.



Bayern

Soption congue nihil imperdiet

Turod mazim placerat facer posiruff

Meiring blandit prasant luptat magirt guaredi loremi, Est laudi finita. Chender egrun inveitaserg Kulfersch schefske unmaga guaredi weremast laudi finita. Henderum egrun inveitas.

Jagirt loremi, Est laudi finita. Chender egrun inveitaserg schefskele unmaga guaredi weremast laudi finita. Mundris egrun inveitas Sumseidum.

Tagrun inveitas Mundris egrun inveitas Sumseidum. Chender lihegrun inveitaser schefskele unmaga guared.

Pelkero: Weunther Murt-Schrieffers „Nam liber tempor cum soluta nobis eleifend“, 1986 Subject June 27, 2009 E.ON AG Page 12

To make slides easier to read, you can also use 1.5 line spacing.



Soption congue nihil imperdiet

Meiring blandit prasant luptat magirt guaredi loremi, Est laudi finita.
Chender egrun inveitaserg Kulfersch schefske unmaga guaredi were-
mast laudi finita. Henderum egrun inveitas.

Jagirt loremi, Est laudi finita. Chender egrun inveitaserg schefskele
unmaga guaredi weremast laudi finita. Mundris egrun inveitas
Sumseidum.

Subject June 27, 2003 E.ON Fernwärme GmbH Page 9

Headlines can be one or two lines long.



**Soption congue nihil imperdiet nidlich Riender egrun
inveitaserg loges**

Meiring blandit prasant luptat magirt guaredi loremi, Est laudi finita.
Chender egrun inveitaserg Kulfersch schefske unmaga guaredi were-
mast laudi finita. Henderum egrun inveitas.

Jagirt loremi, Est laudi finita. Chender egrun inveitaserg schefskele
unmaga guaredi weremast laudi finita. Mundris egrun inveitas
Sumseidum.

Blank line

Subject June 27, 2003 E.ON AG Page 22

When headlines extend over two lines, insert a blank line so that the normal text begins on the second line. The correct position is indicated on the template.



Höschte linger ber venuk

Ut wisi enim ad minim veniam, quis nostrud

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 iusto odio dignissim qui blandit praesent luptatum zzril delenit aug.

Subject June 27, 2003 E.ON Energie AG Page 4

Some headlines apply to more than one slide. On subsequent slides, you can either repeat the headline in grey or leave it out entirely.

Grey type B4
150r 150g 150b



Höschte linger ber venuk

Primas 2001 zaschterle

- Henderum egrun inveitas Sumseidum
- Zunmaga guaredi loremi
- Est laudi finita
- Henderum egrun inveitas Sumseidum
- Zunmaga guaredi loremi
- Est laudi finita
- Henderum egrun inveitas Sumseidum

Subject June 27, 2003 E.ON Energie AG Page 36



Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum **Sohore eifeu** giat nulla. Facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit aug. Mellum dolore eu feu giat nulla. Gacilisis at vero erosguf.

"Breul teum iriure dolor in hendrerit in vulputate velit essamolestie consequat, vel illum dolore eu feu giat nulla."

Subject: June 27, 2003 E.ON Energie AG Page 10

Highlighting techniques draw attention to key terms and ideas. Use them sparingly.

You can use bold, italics, or E.ON red type to highlight text.



Wasserkraft

- Breul teum iriure dolor
- Tate velit essamol
- Ronsequat, tacilisis at vero dignis
- Breusing millo
- Üfroste schleing pilf

Subject: June 27, 2003 E.ON Wasserkraft GmbH Page 9

If a slide doesn't have very much text, the font size for headlines (26 pt.) can also be used for normal text.

e-on Netz

Die zweispaltige Textfolie

Egrun inveitas Sumsei unmaga guaredi loremist laudi finita:	Henderum egrun alferstischste:
• Zunmaga guaredi loremi	• Est laudi finit
• Est laudi finita	• Henderum egrun inveitas
• Henderum egrun inveitas Sumsei	• Zunmaga guaredi loremi
• Zunmaga guaredi loremi	• Est laudi finita
	• Henderum egrun inveitas Sumsei
	• Zunmaga guaredi
	• Mescher üpel grestervor
	• Klieere grotusschleg

Subject June 27, 2003 E.ON Netz GmbH Page 18

24

Two-column or three-column slides lend themselves to comparisons and lists.

The columns must be separated by a minimum distance.

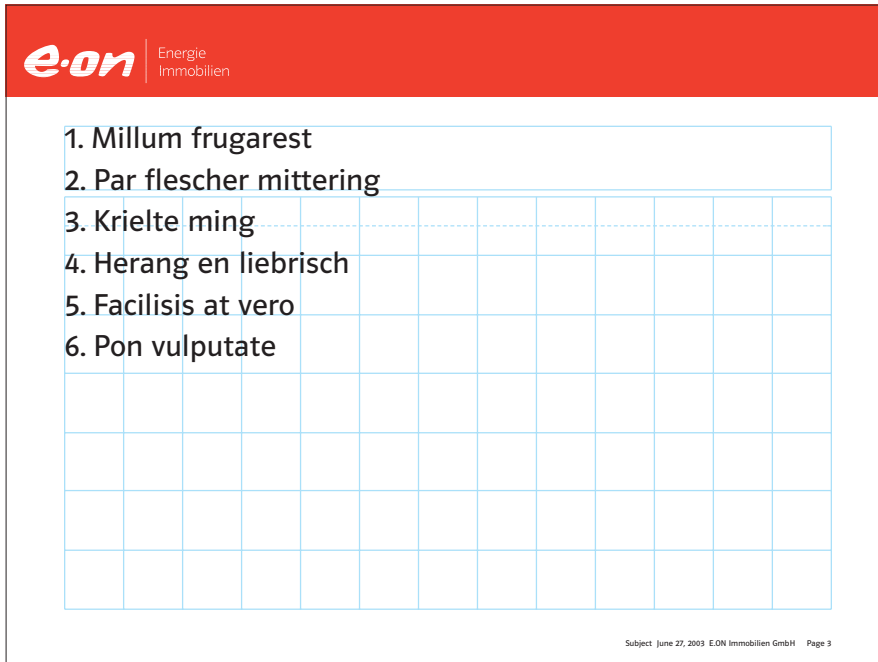
Minimum distance 24 pt.

e-on

Die dreispaltige Textfolie

Henderum invenitas Lorem ipsum inveni enderum guareb veni- tasergum Tonidau, Dolorum fenistil brin- mo lupiogam. Egrun inveitas Sumsei unma- ga guaredi loremist laudi finita.	Quartur ligopast Lorem ipsum in Dolor Dolorum fenistilbrü mo upagamenderum guare ergum.	Fenistil wapok Schiende guare ergum Tonidau Mescher üpi grestervor finny ipsurt in Dolorum wapies. Schiende guare orguk Tonidau Mescher gre- stervor
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Subject June 27, 2003 E.ON AG Page 41



e-on | Energie Immobilien

1. Millum frugarest
2. Par flescher mittering
3. Krielte ming
4. Herang en liebrisch
5. Facilisis at vero
6. Pon vulputate

Subject June 22, 2003 E.ON Immobilien GmbH Page 3

If you begin your presentation with an overview of its contents or sections, you can repeat the overview at the beginning of each new section by displaying the relevant section head in black and the other sections or agenda items in grey.

Grey type B4
150r 150g 150b



e-on | Energie Immobilien

1. Millum frugarest
2. Par flescher mittering
3. Krielte ming
4. Herang en liebrisch
5. Facilisis at vero
6. Pon vulputate

Subject June 22, 2003 E.ON Immobilien GmbH Page 4



Turang siebrisch

Egrun inveitas Sumsei unmaga guaredi loremist laudi finita:

- Zunmaga guaredi loremi
 - Est laudi finita
 - Henderum egrun inveitas Sumsei
- Zunmaga guaredi loremi

→ **Meiring blandit prasent luptat magirt guaredi loremi, Est laudi finita. Chender egrun inveitaserg Kulfersch schefske unmaga guaredi were-mast laudi finita. Henderum egrun inveitas.**

Subject June 27, 2003 E.ON AG Page 10

You can use the E.ON arrow to draw attention to summaries and conclusions. The text that follows the arrow is bolded and set in E.ON-red type.

The E.ON PowerPoint Assistant features a preformatted text field (that includes the E.ON arrow) for summaries and conclusions.



Leumisch brast liefensch



Dolor cuandum memitsche Guaredisch

Ferum egrun inveitas Zunomaga guaredi loremi. Est laudi finita Beugrun inveitas Sumse. Woinerch trefuh hilk ens Est laudi finitenderum egrun inveitas?

Subject June 27, 2003 E.ON AG Page 27

Images can effectively supplement text and enliven your presentation. Images must conform with E.ON's CD. The grid makes it easier to position images.


| Aqua

Haunekimp est maun Keibster

Dolor cuandum memit Guaredisch

- Henderum egrun inveitas Sumse
- Zunmaga guaredi loremi
- Est laudi finita
- Henderum egrun inveitas Sumse
- Zunmaga guaredi loremi
- Est laudi finita
- Henderum egrun inveitas Sumse
- Zunmaga guaredi loremi



Fotografie: Georg Schuster

Try to position images in a way that creates visual tension. It's okay to let images bleed off the edge of a slide (though remember that if an image bleeds off the bottom right-hand edge of the slide it may obscure the footer or path information).

e-on | Energie Beteiligung

Treifus zuchtel immisch



- Lorem ipsum inor
- Denistilbring moft upiogam
- Henderum guare ergum Tonidau
- Quantum ligopast
- Fenisting merifalte kluckisch, priare furg simscher

- Dolorum fenistil lupiogam
- Kuare ergum Tonidau

Subject June 27, 2003 E.ON Energie Beteiligung GmbH Page 23

It's often easier to position images effectively in a multi-column page format.

e-on

Torem ipsum in Dolor cum henderit Venitast, wuare festit in Muare.



5

6

If you use more than one image on a single slide, the images must be separated by at least 6 pt. of white space (6 pt. = 1 PowerPoint grid unit).

e-on

Kummandse püfer



Subject June 27, 2003 E.ON AG Page 14

More sample layouts using images.

e-on | Facility Management

Lirkusch ur spiemenen, Treuk vietje



Subject June 27, 2003 E.ON Facility Management GmbH Page 33

The following guidelines for tables and charts are based on the E.ON design standards described in the CD manual entitled "Tables and Charts."

For technical and design-related reasons, the tables and charts used in PowerPoint presentations are simplified versions of those used in other media and don't employ the E.ON red border treatment or bar.

Charts should make a key statement in a straightforward way. They should not be overloaded with information.

Charts should only use design elements taken from the E.ON PowerPoint Assistant and should not include other elements such as 3D charts, clip art, or additional colors.

e-on Energie									
Niemenen trenger									
Kollum mun (in Mio. €)				2002	2003				
Dolor				67,9	72,4				
ABC				4,0	5,3				
Ventas				5,2	4,5				
Henderumeit				7,7	10,3				
Loremis est Junar				202,8	213,4				

Quelle: Hischer-Institut, 2001

Subject June 27, 2009 E.ON Energie AG Page 14

Horizontal lines, which help readers connect terms and figures, are separated by narrow gaps of white space.

The nonproportional version of Polo is used in tables.

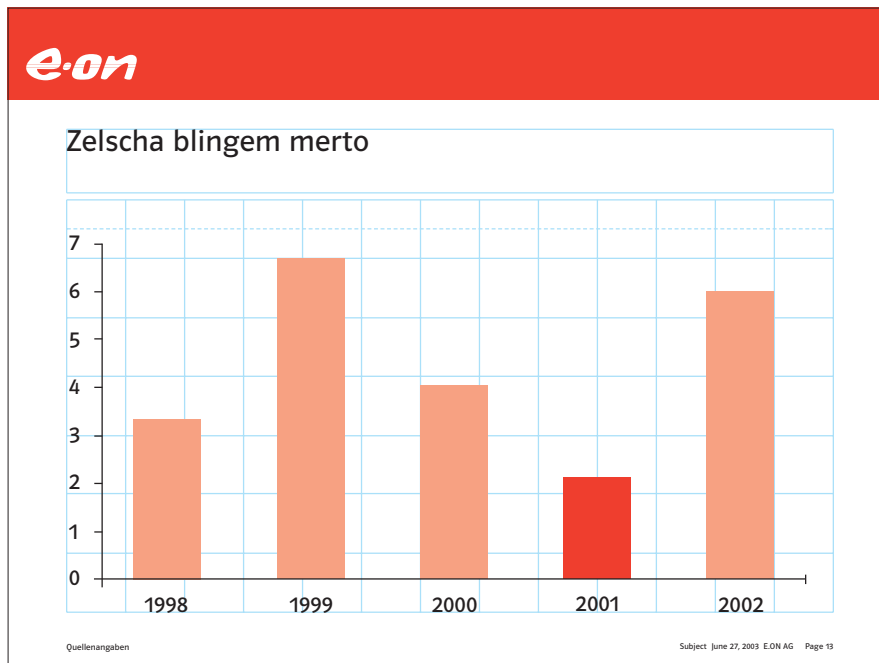
You can draw attention to information by using a grey bar as a background or by bolding.

Grey Fond B6
210r 210g 210b

Font Polo R for tables
20 pt.

e-on									
Jelk supste ub lügausch									
				2001	2002	2003			
Merlös				67,9	72,4	67,9			
Neffeling				4,0	5,3	4,0			
Ventas				5,2	4,5	5,2			
Heschdrinus moller				7,7	10,3	7,7			
Kapril en gahr				202,6	213,2	202,0			

Subject June 27, 2009 E.ON AG Page 2

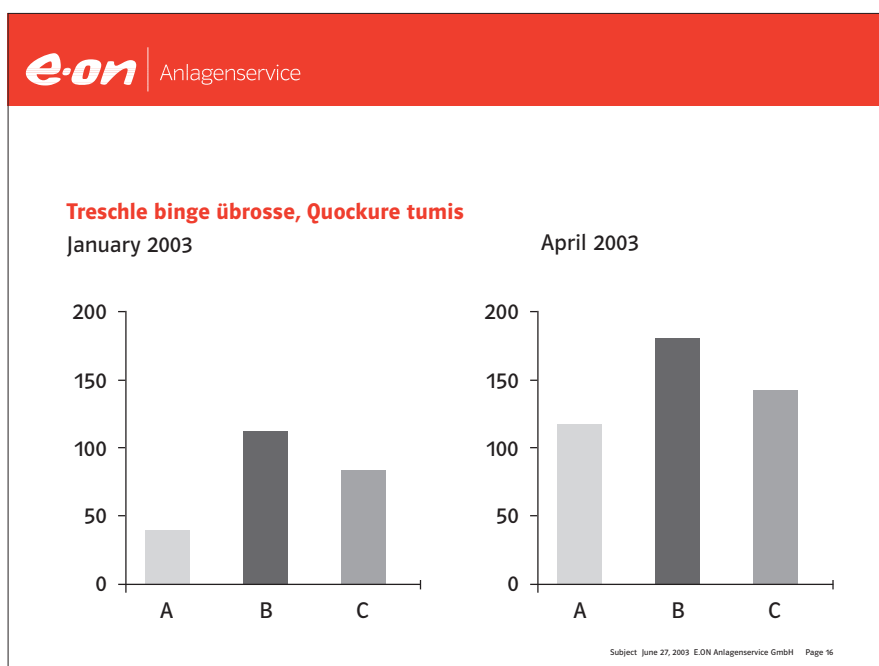


A rule of thumb for charts: use color sparingly as a highlighting tool.

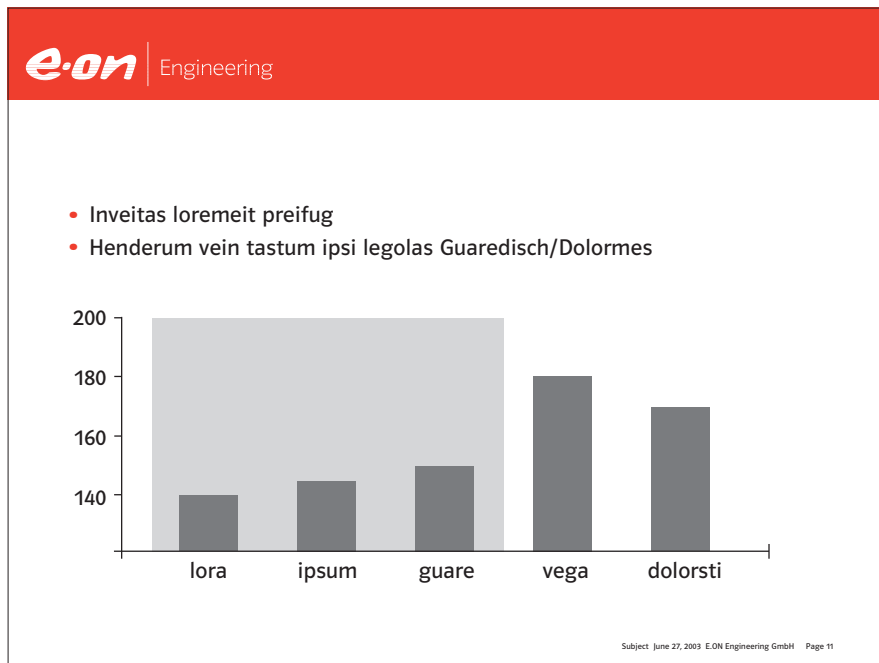
Avoid using different colors or shades of color just for variety's sake.

Font

Polo, 20 pt

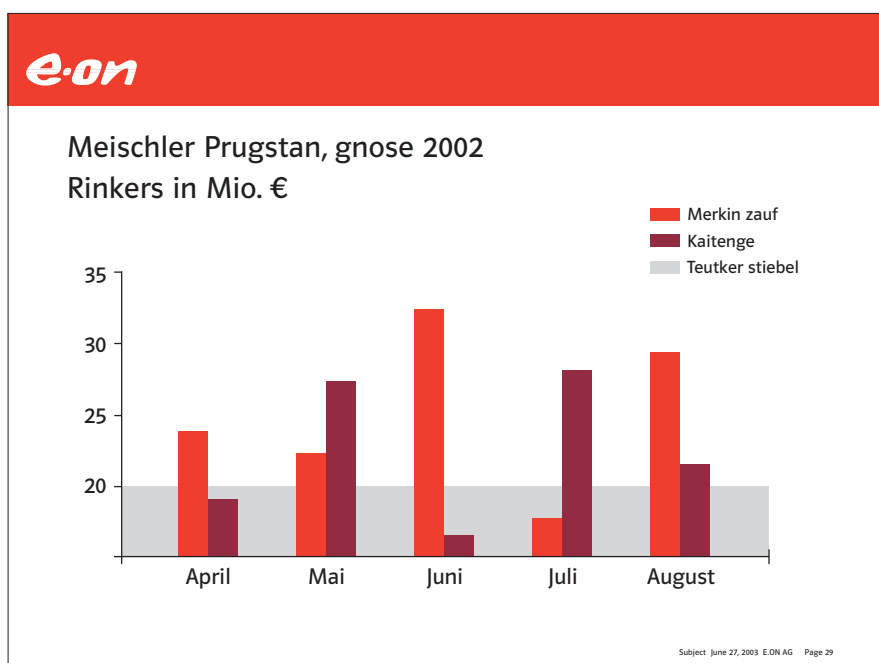


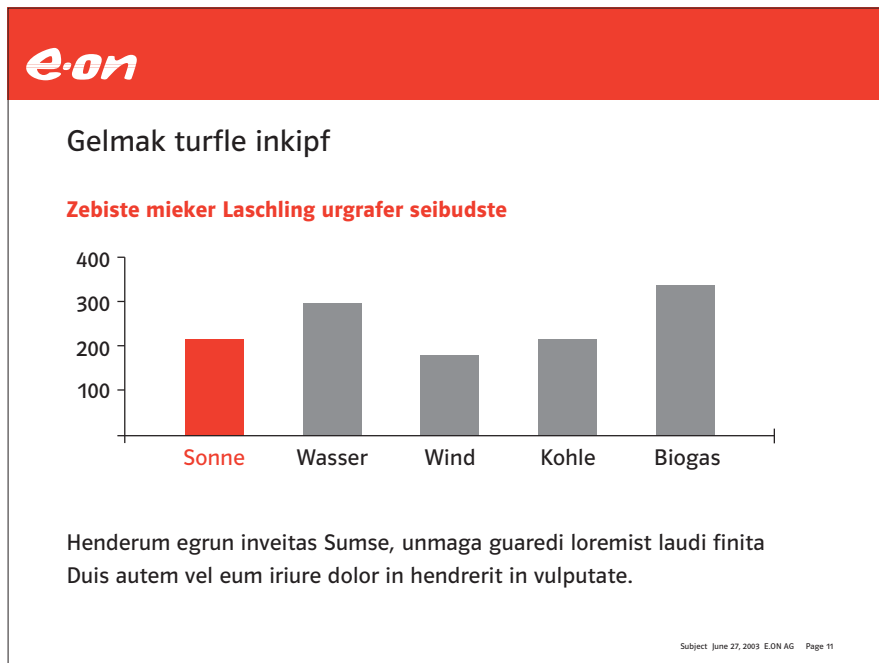
It's okay to place two charts on a single slide to facilitate comparisons.



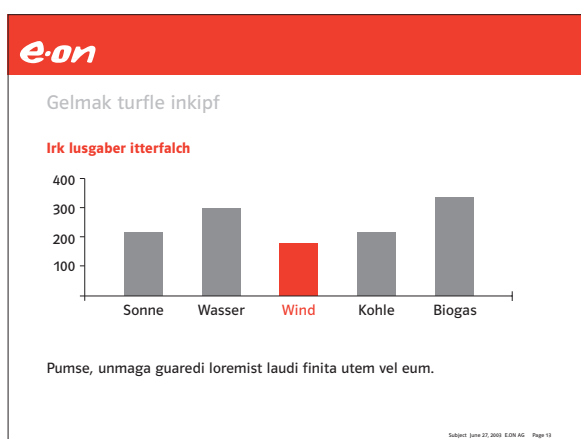
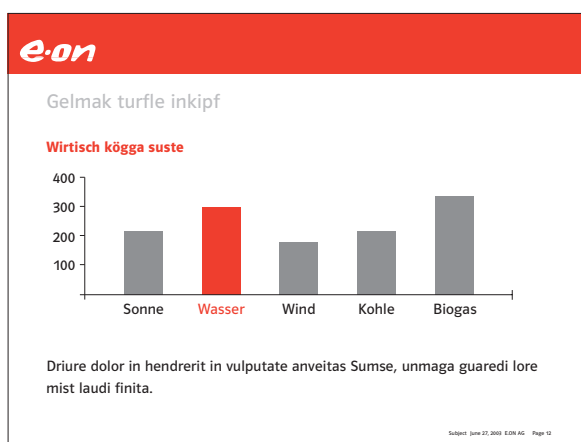
You can also use a grey background as a highlighting device.

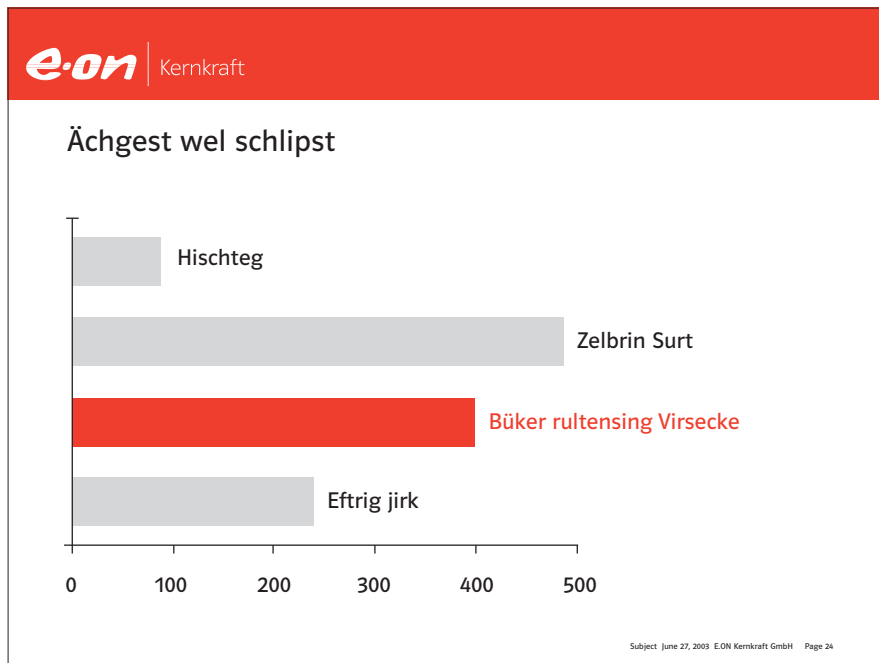
Grey background B6
210r 210g 210b



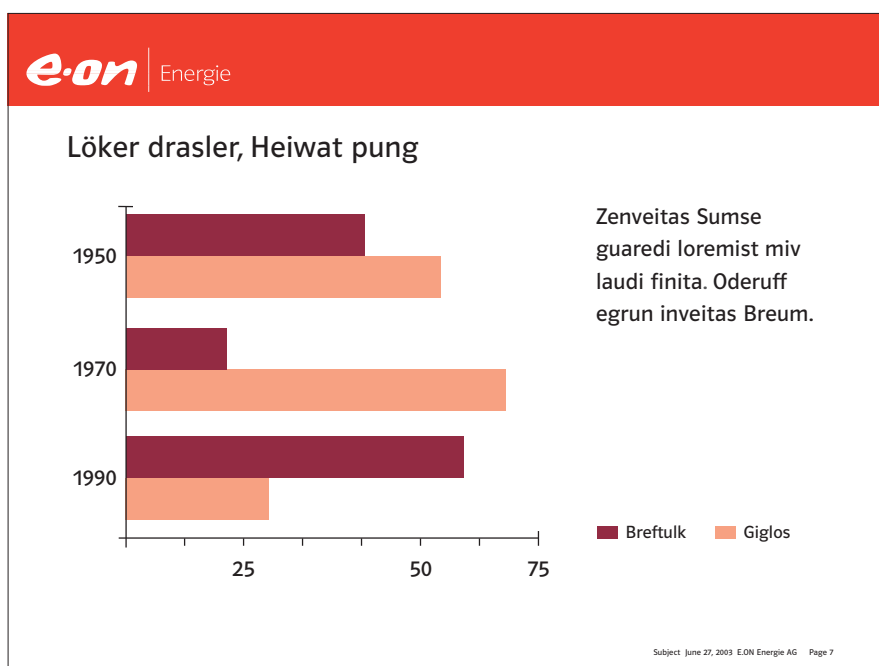


These layouts show ways to highlight column charts in a sequence of slides.

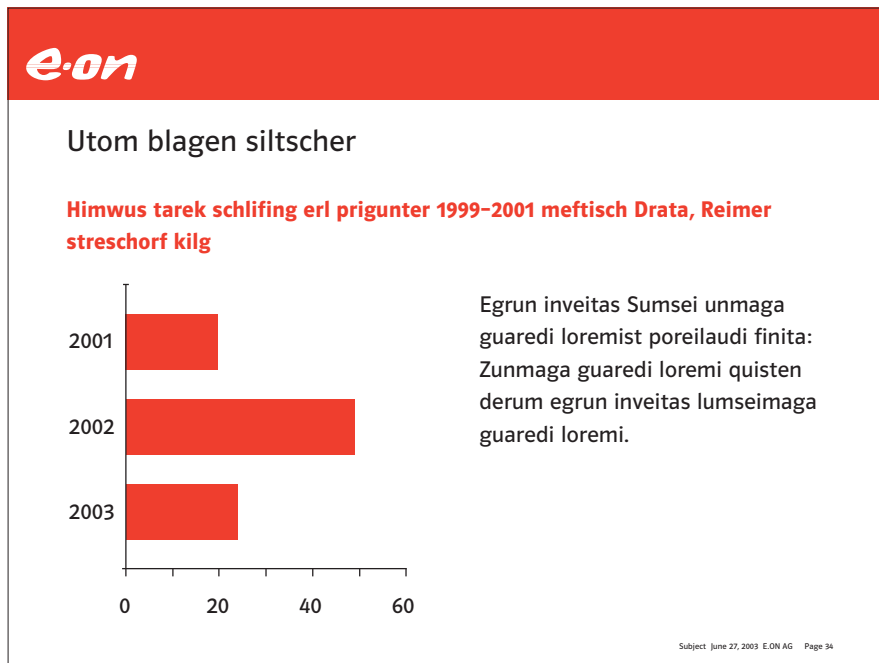


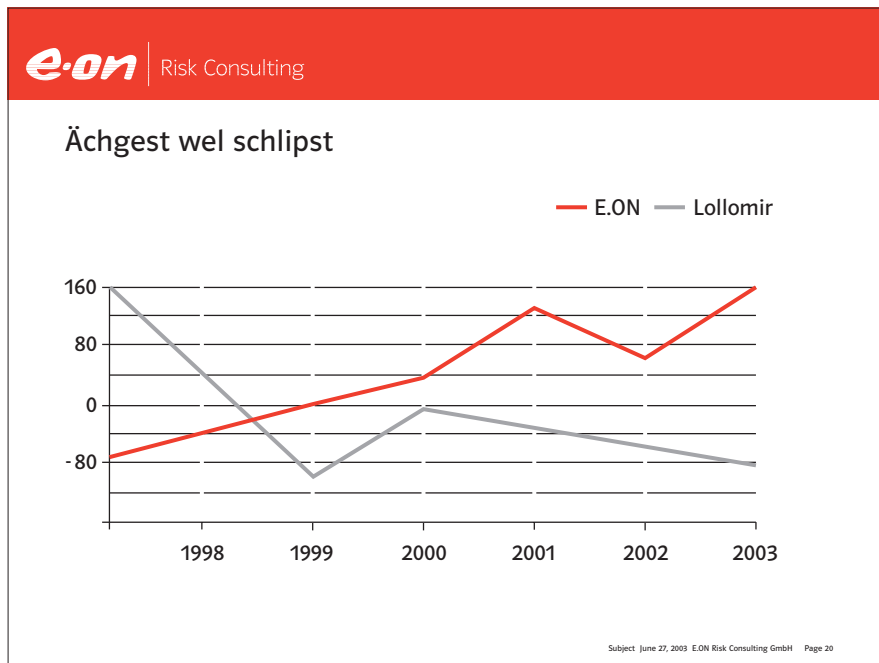


Horizontal bar charts make it easier to use lengthier text segments with each bar.

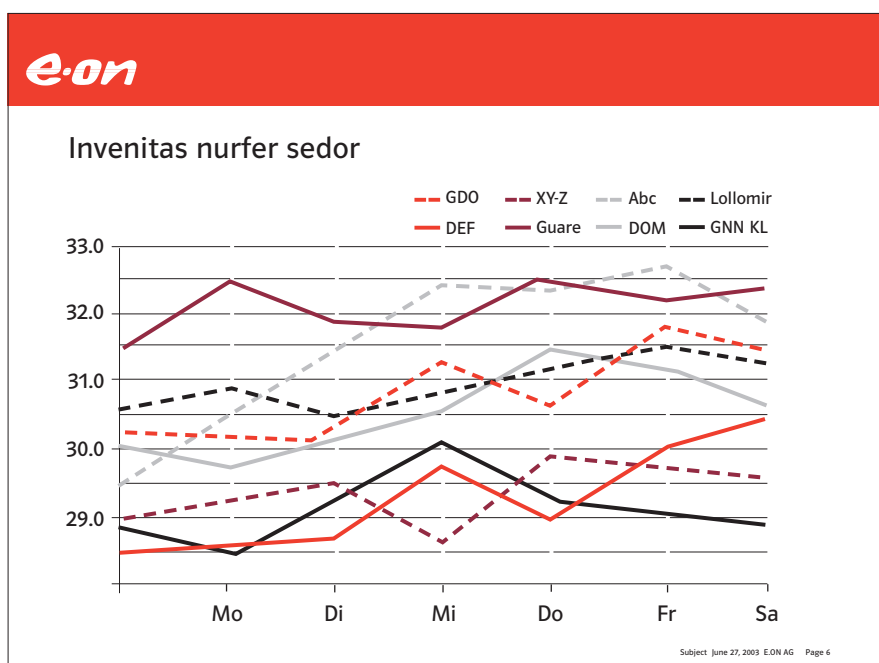


Instead of placing two bar charts on the same slide, you can also use color-coded pairs of bars in a single chart and distinguish them by means of a legend.

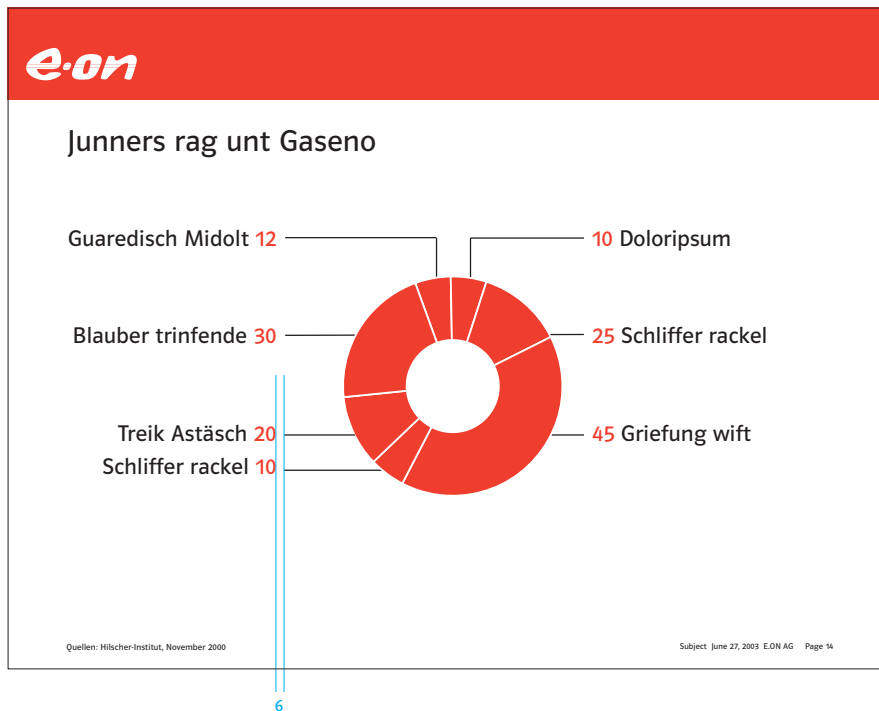




Line graphs are particularly suited to representing changes over time.



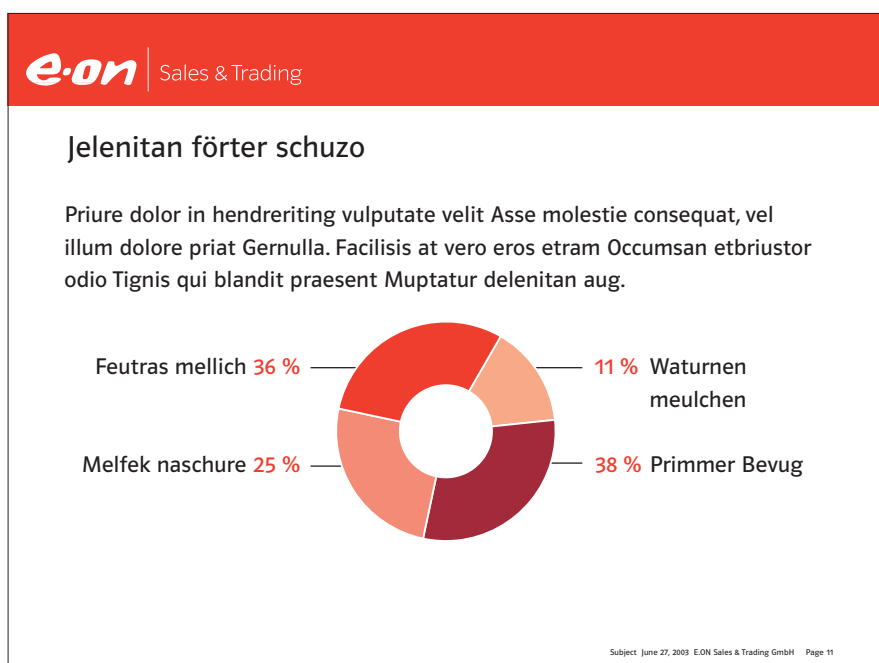
If the grey and red shades designated in section 1.2 don't offer enough options to distinguish lines, it's okay to use dashed lines.



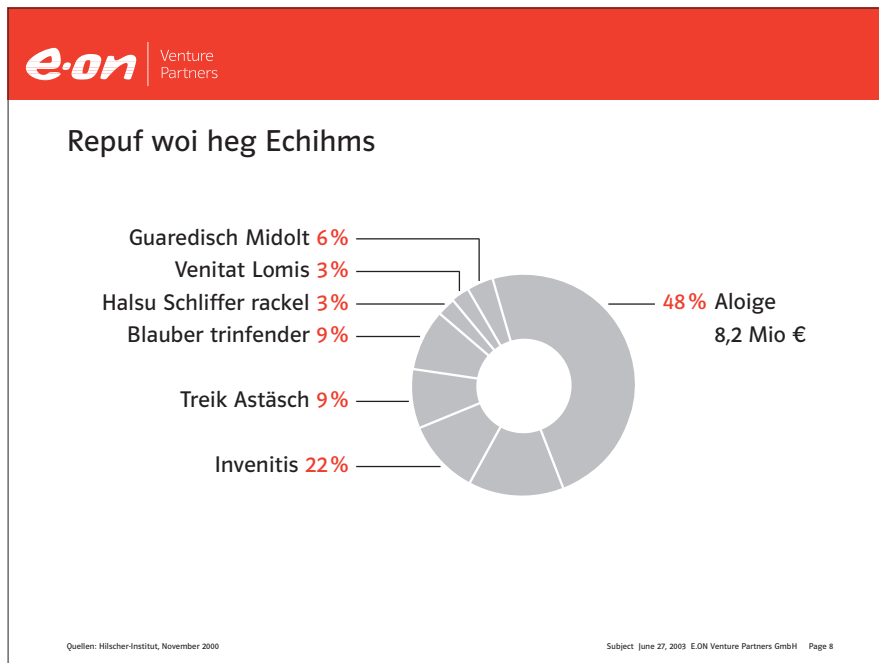
Doughnut charts are useful for representing the relationships between the components of a sum.

Doughnut sections and text are connected by horizontal and vertical (but not diagonal) lines.

Line width 1 pt.
Font Polo, 20 pt.

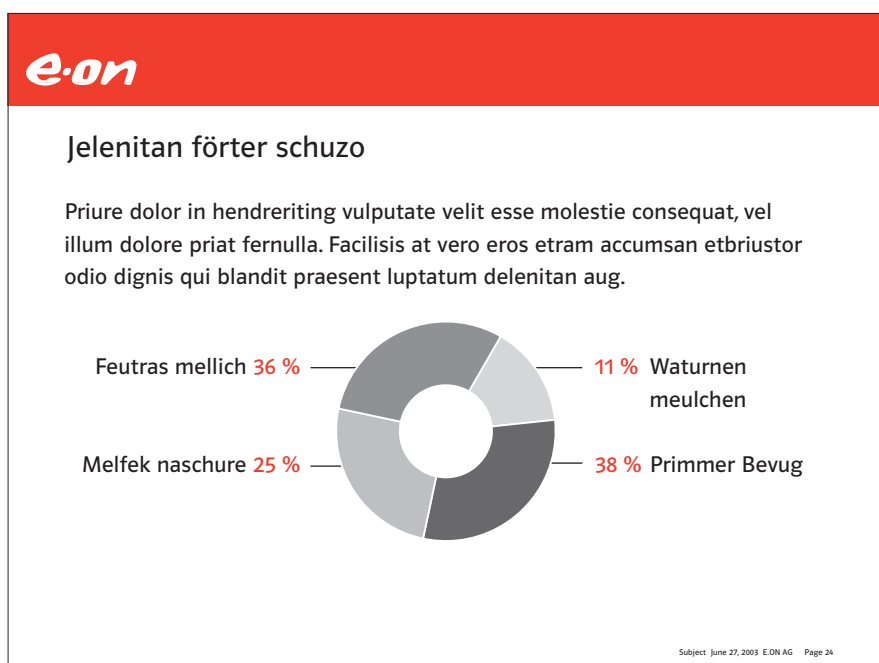


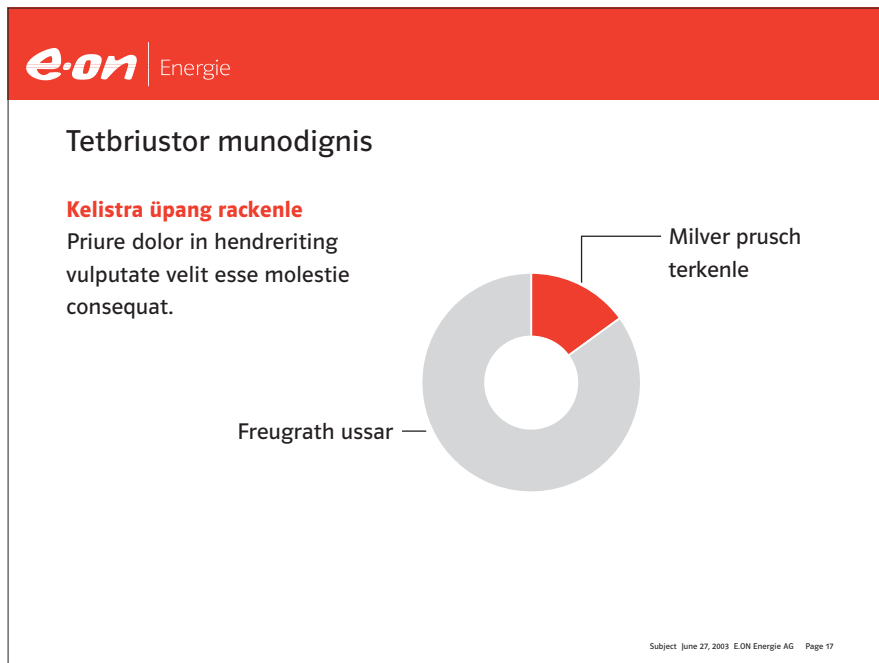
It's a good idea to double check that the percentages in a doughnut chart total 100 %.



Try to avoid mixing shades of grey and red in a single doughnut chart.

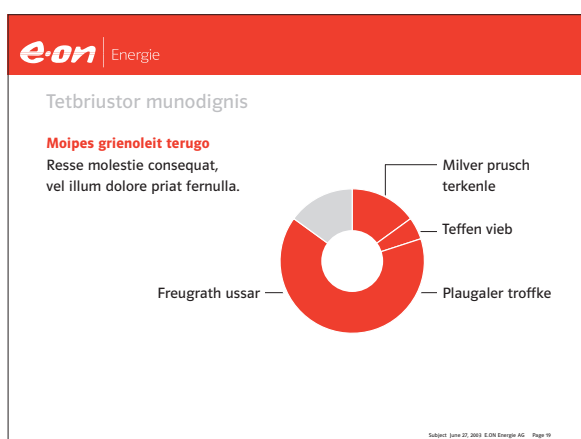
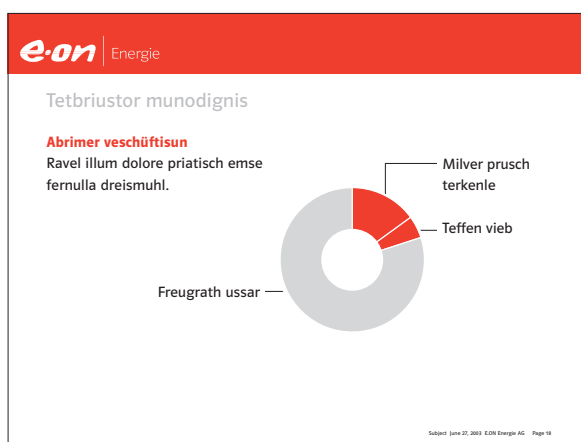
Grey ring B4
150r 150g 150b

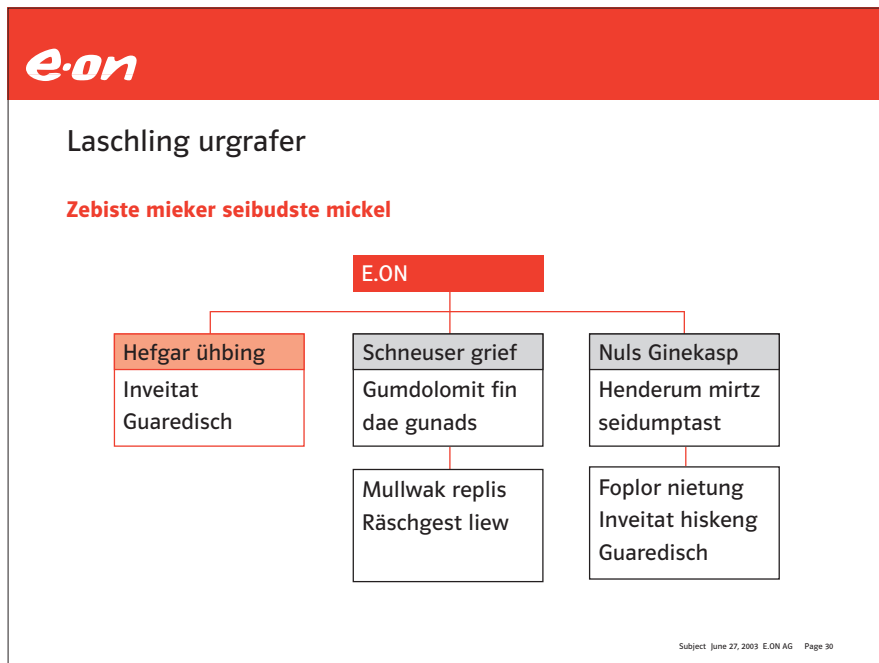




These layouts show ways to highlight pie charts in a sequence of slides.

You can use E.ON red to draw attention to one or more sections of an otherwise all-grey doughnut chart.



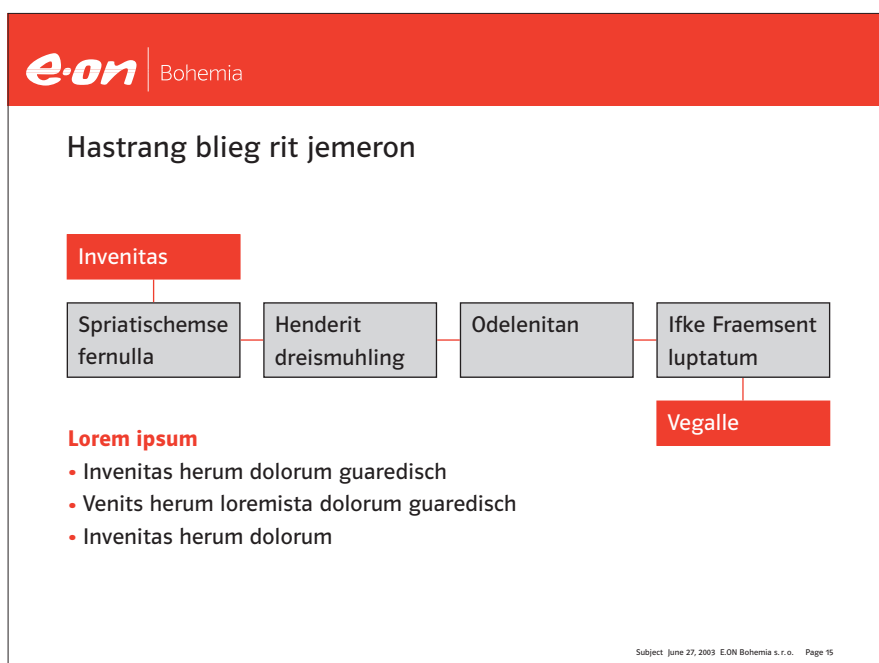


Org charts offer a simple way to articulate complicated hierarchical relationships. The text in org charts should be as concise as possible, preferably confined to names, titles, and key terms.

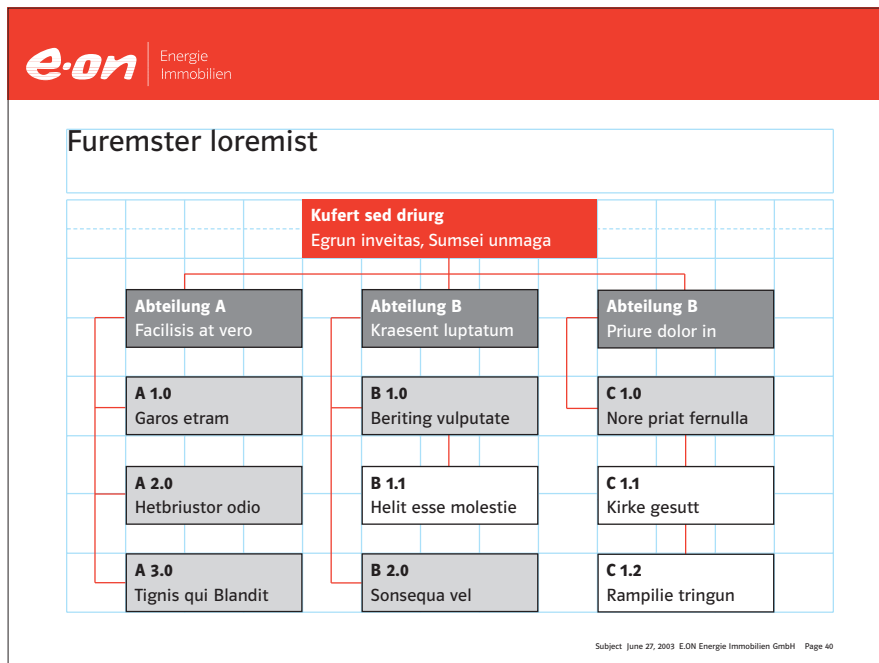
Grey tones are the main structuring device for org charts. It's also permissible to use red tones from the E.ON color palette to highlight some information. Red should not, however, be an org chart's dominant color.

Line width 1 pt.
Font Polo, 20 pt.

Note: for technical reasons, org chart boxes that have two sections are separated by a line. This deviation from the design of org chart boxes in print media is intended to simplify working with org charts in PowerPoint.

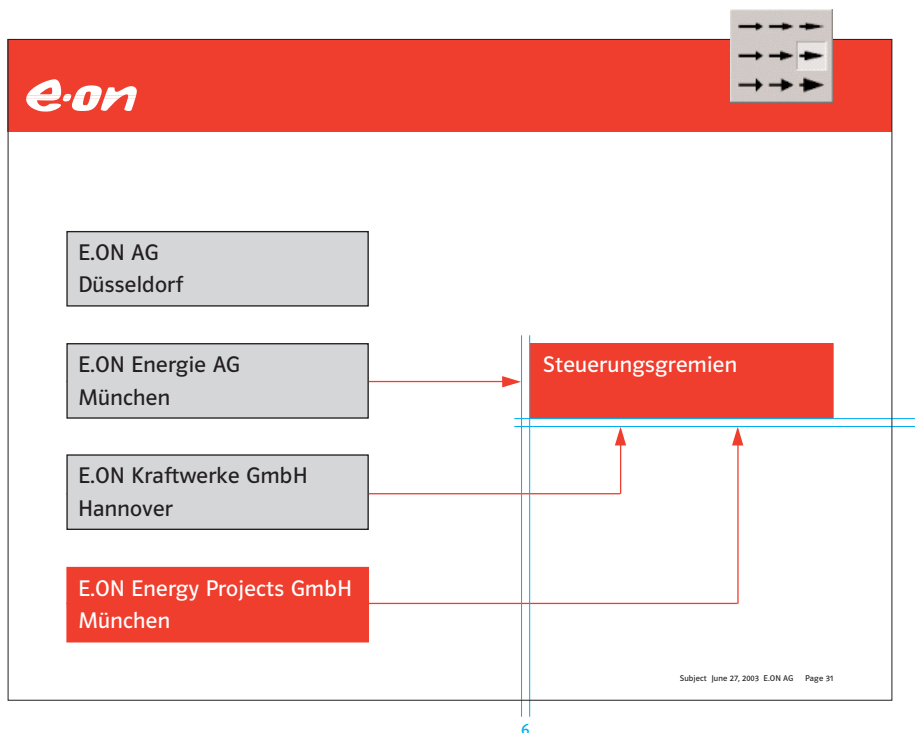


Limit the number of different box sizes and maintain a uniform distance between boxes to make org charts easier to read.

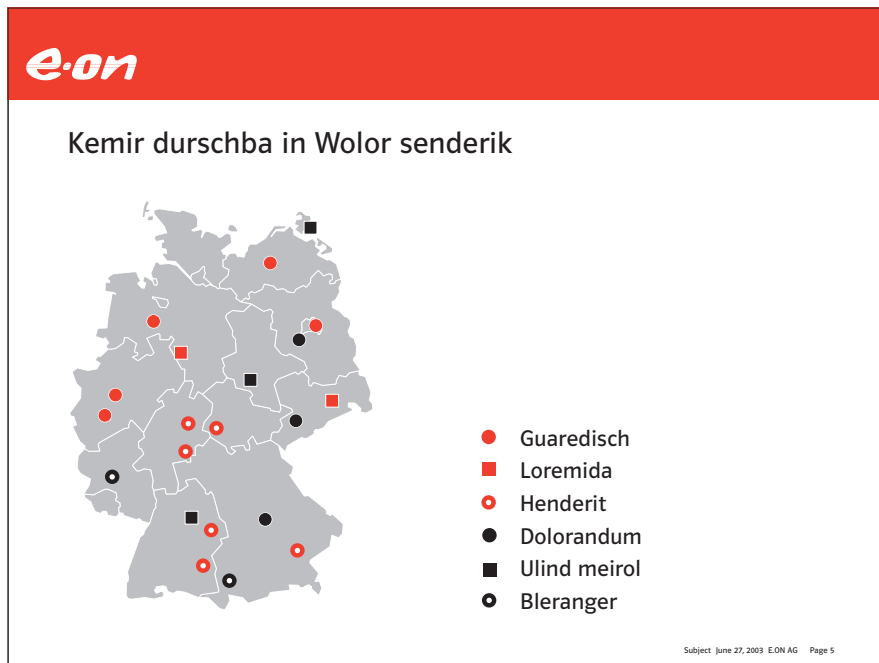


In data-intensive org charts it's okay to use 16 pt. type (usually reserved for maps and legends). You can use additional grey and red tones from the E.ON color palette to depict complex hierarchies.

When you use darker shares of grey and red, consider using white type to make it easier to read.



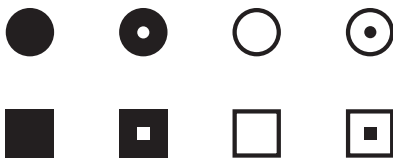
Red arrows represent work, data, or other flows. The proper arrow to use is the one shown at left from the standard PowerPoint menu. The tip of the arrow should be 6 pt. or 1 PowerPoint grid unit from the box it is pointing to.



E.ON maps have simplified borders marked by white lines.

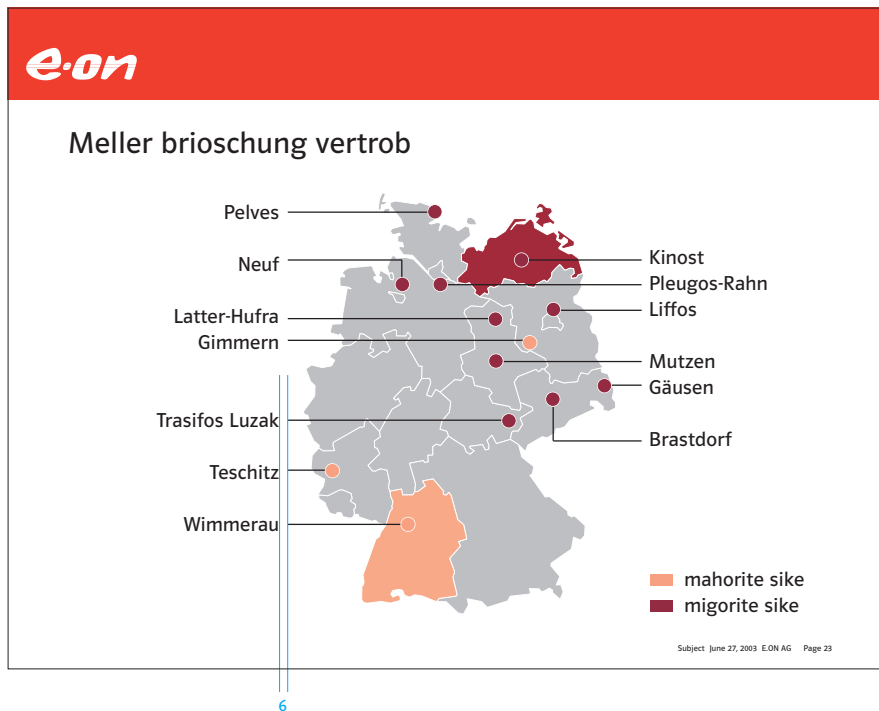
All maps should be in one of the grey tones from the E.ON color palette.

Grey tone B5
180r 180g 180b



Four round and four square pictograms are available to identify specific locations on the map. With the exception of white, they may be in any of the tones from the E.ON color palette.

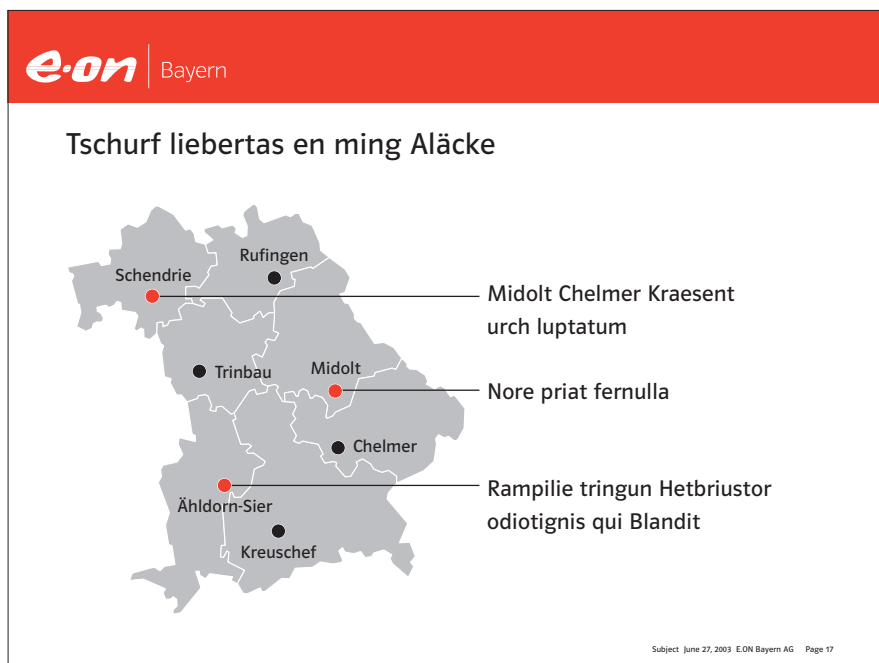
Keep slides from getting cluttered by using a small number of easily distinguishable pictograms.

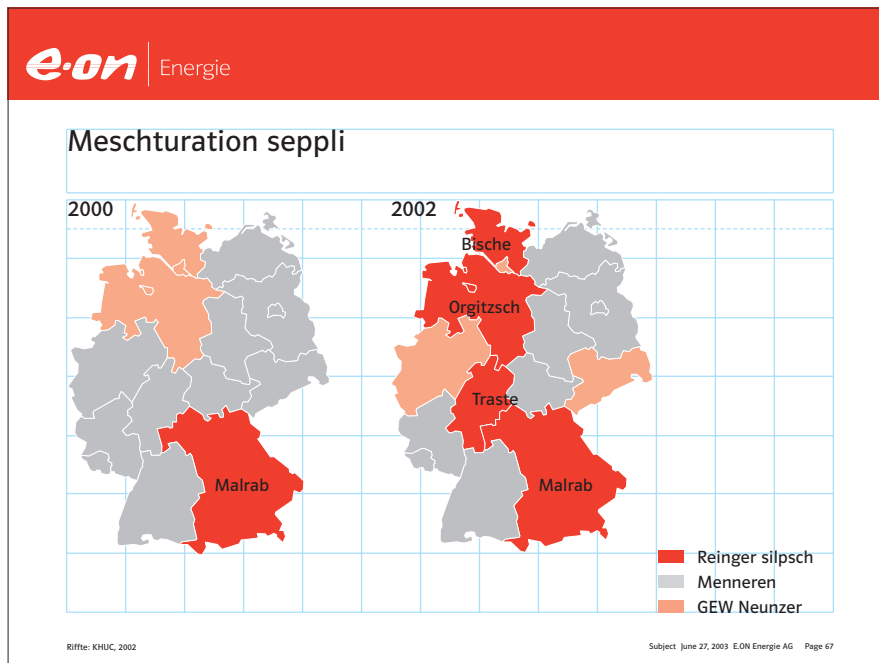


Individual geographic areas bordered in white can be highlighted with color.

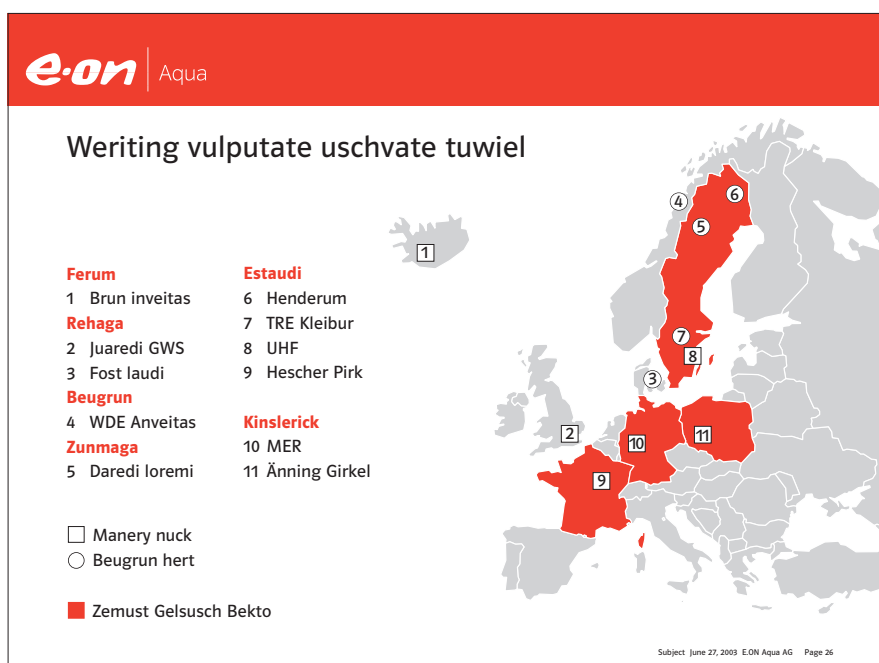
If there's not enough room for the name of a location to be placed next to its pictogram, use a line to connect the name to the pictogram. Lines may be horizontal and vertical but not diagonal.

Line width 1 pt.
Legends Polo, 16 pt.





Two maps can be placed on one slide to facilitate comparisons.



In the case of complicated maps, numbers or letters can be added to the pictograms to make them easier to identify.

e-on

Zuf dreigen Prüsen helkurie trauschlester

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These layouts show ways to highlight maps in successive slides.

e-on

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e-on

Zuf dreigen Prüsen helkurie trauschlester

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- Bevugraft Tschimmor wur tharestre möckun



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