

Version EN
September 2025

ALTEN BRAND BOOK

▶

◀

Guidelines



ALLEN

CON- -TEN TS ▶

1. Brand identity

— Our DNA and storytelling

2. Artistic concept

— Our scope of expression

3. Graphic charter

— Our visual identity rules

4. Editorial Charter

— Our editorial rules

5. Communication materials

— Our Print & Digital communication kits



ALTEN



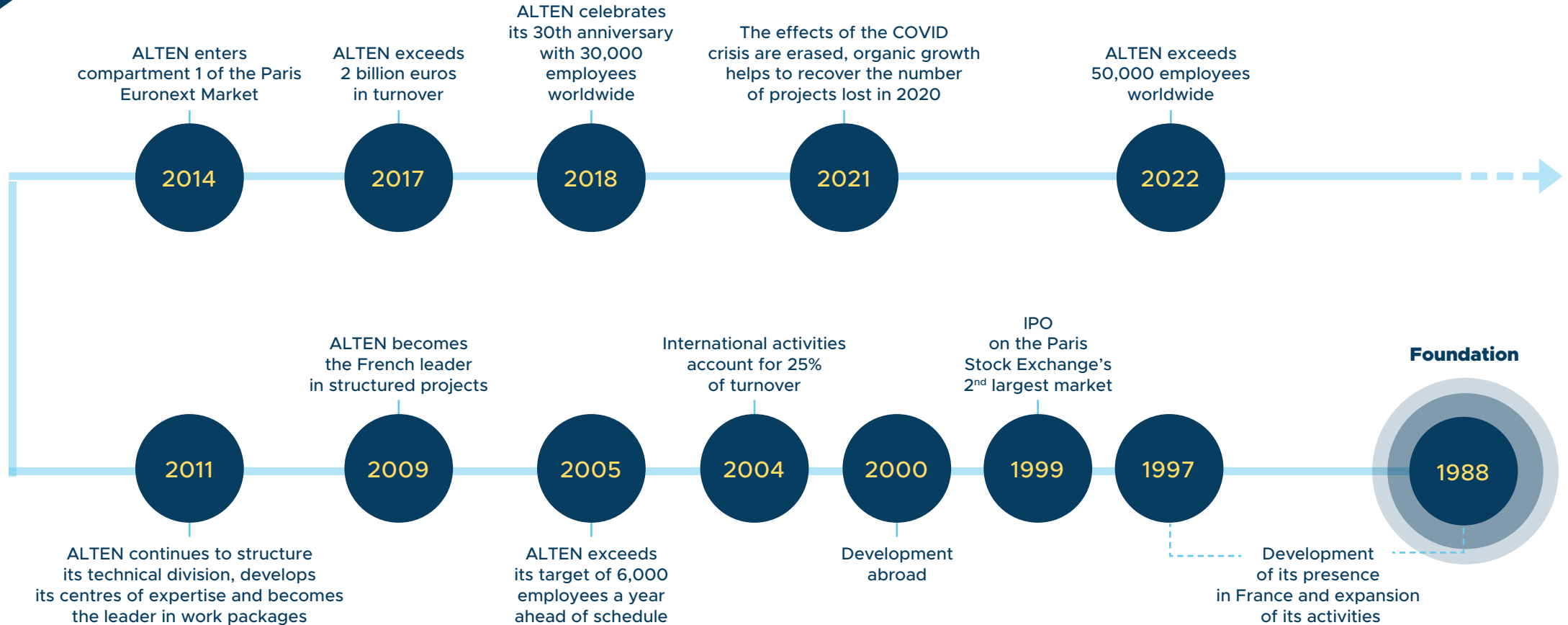
Brand Identity



ALLEN

OUR HISTORY

ALTEN was founded in 1988 by three engineers from leading universities: Simon Azoulay, Laurent Schwarz and Thierry Woog.





OUR VISION

BUILDERS OF TOMORROW'S WORLD

At ALTEN, we see our specialists as architects - today's designers of tomorrow's world.

As a global leader in Engineering and IT Services, we support companies in their technological and sustainability transformation.

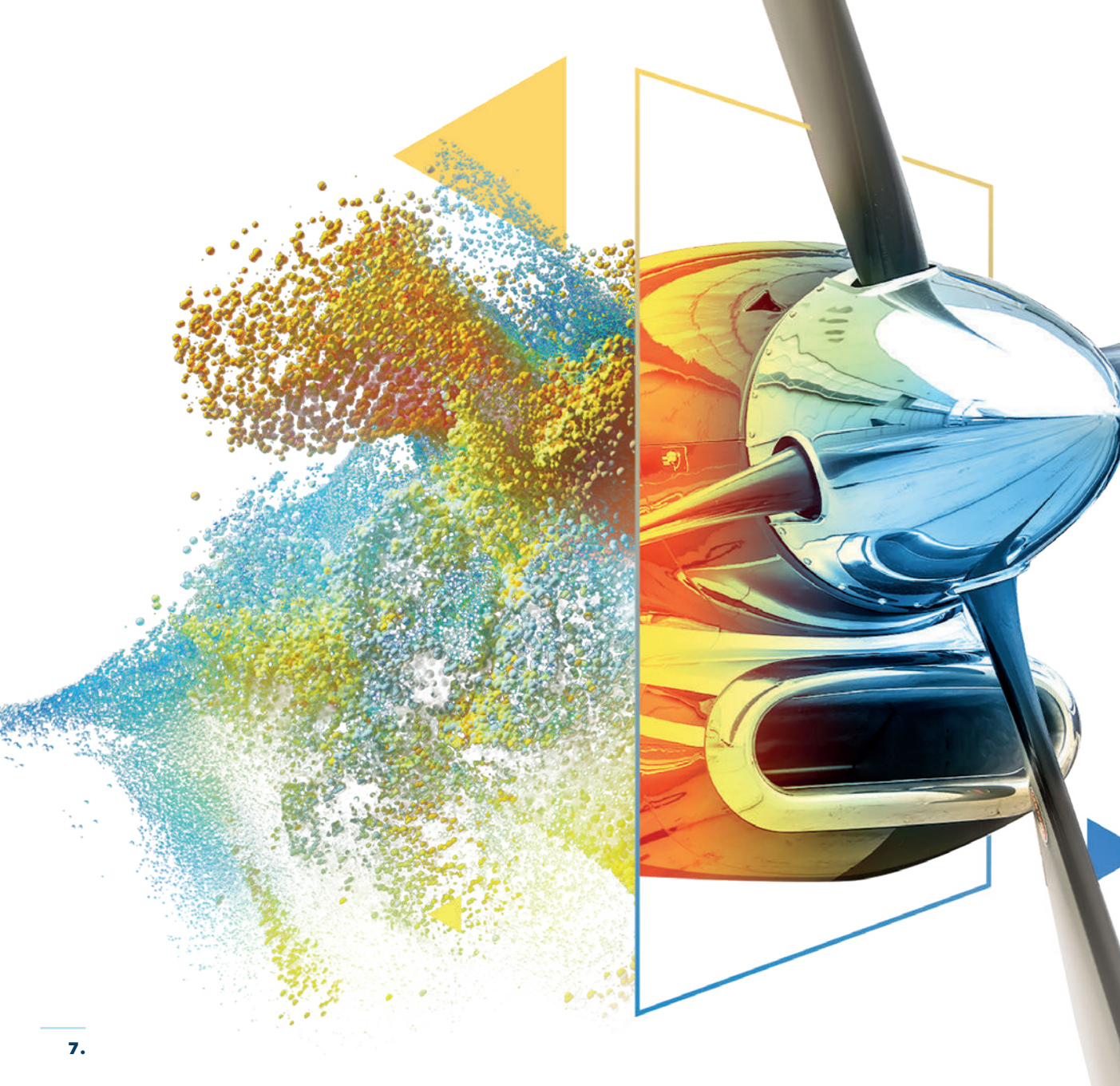
With more than 50,000 employees in 30 countries, we operate in all sectors of engineering and IT services:

Aeronautics, Space, Defence, Security & Naval, Automotive, Rail & Mobility, Energy & Environment, Life Sciences & Health, Industrial Equipment & Electronics, Telecoms, Banking, Finance & Insurance, Retail, Services & Medias, Public Services & Government.

We are the home of forward thinkers.



ALTEN



OUR MISSION

CREATE IMPACT

Innovation is only meaningful if it has a positive impact over time and on people.

At ALTEN, we are committed to creating a positive impact on the future of our partners, our employees' careers, and on the challenges facing our society and environment.

We are home to those committed to having a positive impact.



ALTEN

OUR PROMISE

MAKE IT HAPPEN

At ALTEN, we create endless possibilities.

- **For jobseekers:** opportunities to join the most inspiring projects in the most innovative companies.
- **For employees:** career development with support plans tailored to individual aspirations.
- **For partners:** innovative projects with optimised costs and timeframes.

Every day, we reaffirm our commitment to the builders of tomorrow's world.

Home to those who make things possible.





OUR ADVANTAGE

ACCELERATED TRANS- FORMATION

At ALTEN, we value expertise and we empower our young talents by giving them responsibilities.

We ensure our people stay at the top of their game by providing continuous training to aligns with market demand.

We work daily to accelerate our partners' transformation and strengthen their capacity for innovation so that they are always one step ahead.

A home that keeps on growing.



ALTEN

OUR DIFFERENTIATOR

DUAL CULTURE

We foster a dual cultured business to get the best of both worlds.

- We are both engineers and entrepreneurs.
- Our activities are driven by economic performance and social, societal and environmental impact.
- We offer the stability of a large and trusted group along with the agility of a start-up.
- We combine a holistic approach with specialist expertise.
- Whether it be an aircraft or a hospital patient, we are at the heart of society's technology.

The home for open-minded entrepreneurs and specialists building know-how.



OUR TRACK RECORD

A HOME THAT KEEPS ON GROWING

- A world leader in Engineering and IT Services.
- 50,000 employees today,
70,000 tomorrow.
- Present in more than 30 countries.
- 6,500 customers and just as many
technological challenges!



OUR TRACK RECORD

A HOME WHERE PEOPLE LEARN AND THRIVE

- **A wide array of opportunities** with swift career development paths and close supervision.
- Internal universities where employees can enhance their skills, discover new career paths and train for them.
- Many opportunities for mobility, enabling people to grow towards their ambitions.
- **Inspirational teams** and an intrapreneurial culture with agile and autonomous business entities.
- ALTEN Labs, a hub for disruptive projects that make innovation a springboard for learning.



OUR TRACK RECORD

HOME OF THE DEDICATED

A sustainable commitment.

- **To the environment:** reducing our carbon footprint, promoting green mobility, innovating sustainably, reducing waste, protecting biodiversity and ensuring that our buildings are energy efficient.
- **To society:** helping the organisations and communities around us, promoting women in scientific and technical professions, addressing major social and societal issues, embracing individuality, regardless of ethnicity, age, gender, sexual orientation, religion or disability.
- **To our customers:** positively supporting our industry partners in their technological and sustainability transformation through our R&D activities in energy efficiency, digital responsibility and environmental performance.





OUR AMBITION

TO BE THE FIRST CHOICE

We want to make ALTEN:

- The first choice for engineers and IT specialists.
- The first choice for developing the technologies of the future.
- The first choice for companies that are building tomorrow, today.

We want to be chosen out of conviction, ambition and passion.

The home you choose first.





OUR VALUES

EXCELLENCE

TRUST

BOLDNESS

RESILIENCE

CURIOSITY



ALTEN



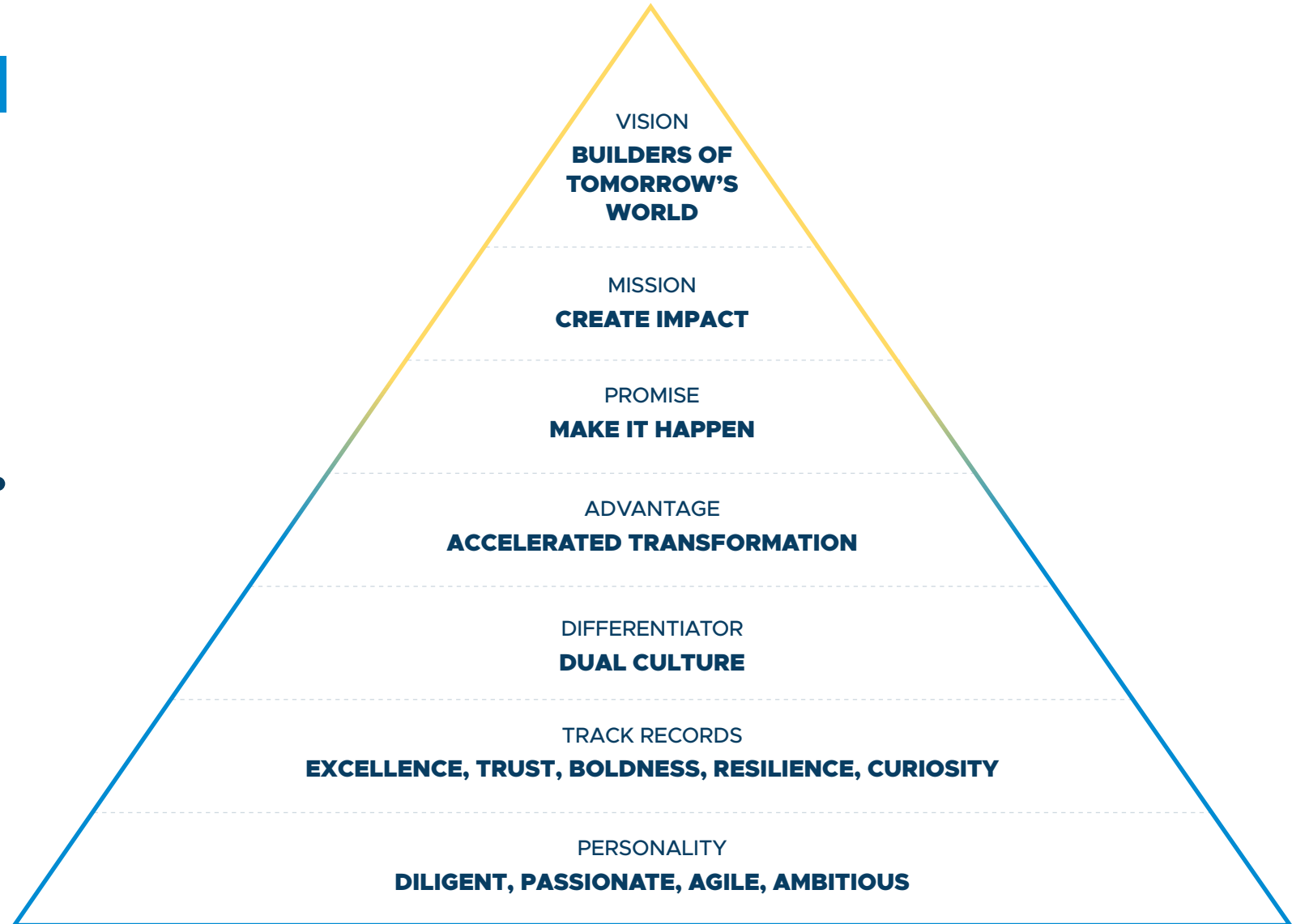
WE ARE

DILIGENT
PASSIONATE
AGILE
AMBITIOUS



ALLEN

Building tomorrow's world today.



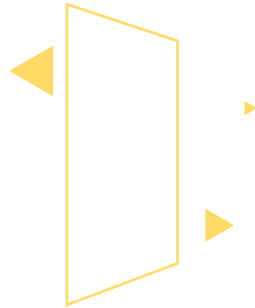


Artistic Concept



ALLEN

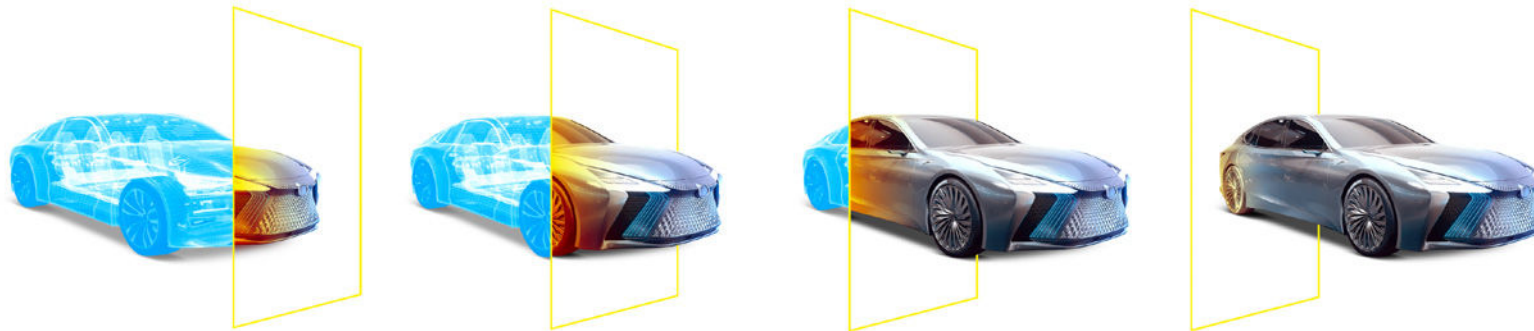
OUR GRAPHIC ELEMENTS



Drawing inspiration from the geometric elements of our logo to create a graphic language with a strong identity.

The ALTEN “door” as a gateway that illustrates the transformation.

FROM DESIGN TO IMPLEMENTATION



OUR SIGNATURE

**BUILDING TOMORROW'S
WORLD TODAY:** a signature
that highlights who we are
and what we do.

We are the engineers building
tomorrow's world, today.

Our promise : MAKE IT HAPPEN

A signature that attracts attention
and helps people remember our
business and our added value.

**BUILDING
TOMORROW'S
WORLD
TODAY**



ALLEN

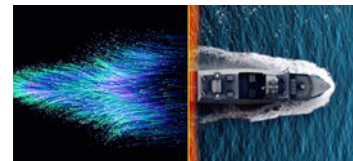
LET OUR DNA SPEAK FOR ITSELF.

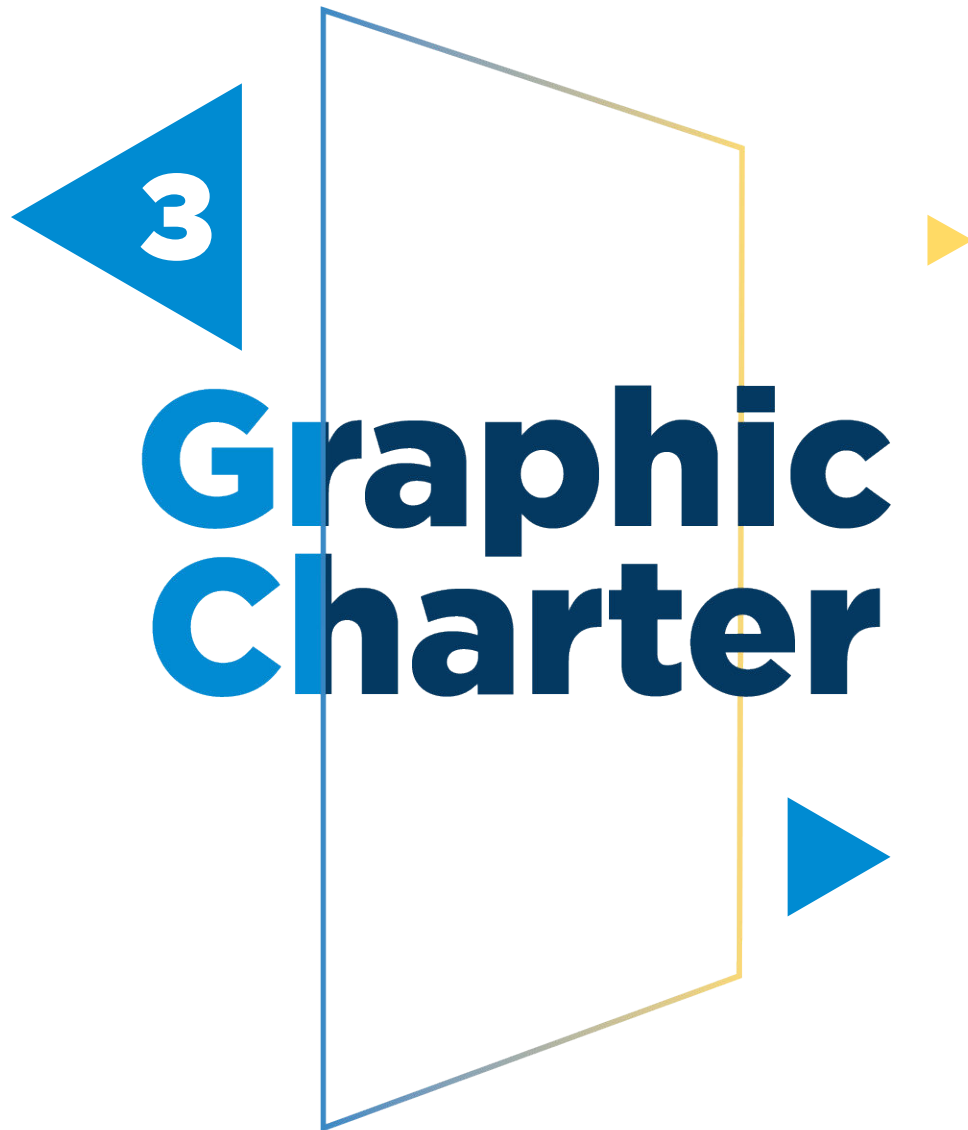
This corporate film establishes our **values** and embodies our **vision**.

Its **storytelling** allows us to:

- reinforce our brand image
- assert our positioning
- highlight our employees
- demonstrate our know-how

It conveys a positive and attractive image while keeping a cognitive, inspired and responsible approach.





Graphic Charter



ALLEN

The main logotype

BE UNIQUE

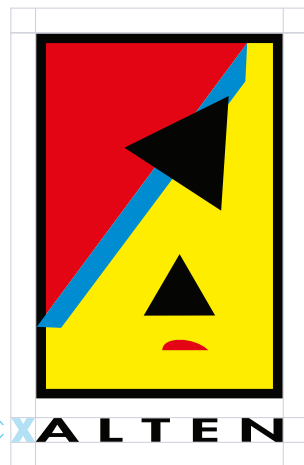
DESCRIPTION

The main logo is a combination of 2 types of signs: one textual and the second figurative.

This is the founding logo of the brand. Composed of the three primary colours (blue, yellow, red), it is a symbol of identity and history.

USES

The main logo is intended for institutional use (corporate materials where the brand must be highlighted and quickly recognised).



PROTECTION ZONE

Protection zone (white space) that is based on the height of the ALTEN letters in the logo.

It is forbidden to place elements in this zone, or to place the logo too close to the edge of a document.

NB: the logo (in black or white) always has a white border.

USE ON SOLID COLOUR



Positive Black

Only on a white or light background.



Positive White

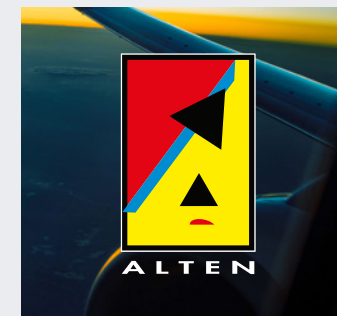
Only on a dark or coloured background*.

USE ON VISUAL



Positive Black

Should always be used on a white banner.



Positive White

Never remove the white border around the logo.

*Charter colours (see page 27)

OUR LOGO & VARIANTS

The second logotype

BE IDENTIFIABLE

DESCRIPTION

The secondary logo consists only of the textual sign (the letters of the word ALTEN).

This less complex logo allows for optimal readability and is adapted to digital standards (the word ALTEN is larger and therefore more visible).



USES

The secondary logo is intended for exclusively **digital** use (the web and social networks). Its horizontal format allows it to be responsive and therefore readable and multi-support.

PROTECTION ZONE

Same as for the main logo.

Positive Black

Only on a white background (do not use on a visual).

Positive White

Only on a dark or coloured background*.

Positive White

Only on a visual.

*Charter colours (see page 27)

Monochrome variants

BE READABLE

DESCRIPTION & USES

Depending on technical and contextual constraints, the standard version of the logo may not be appropriate (printing technique, marking, texture, etc.).

These versions are intended for **print media** (exclusively Print) and may only be used with the agreement of the Group Communications Department.

Only this Department has the authorisation for this.

Positive Black

Only on a white background (do not use on a visual).



Positive White

Only on a dark or coloured background*.



Positive White

Only on a visual.



The icon

BE VISIBLE

DESCRIPTION

The logo-icon consists solely of the figurative sign.

USES

The logo icon is intended for web use only and in a **small space** (where the ALTEN textual sign of the main logo is unreadable).



Never use above 40 px in height.

PROTECTION ZONE

Same as for the main logo.

OUR LOGO & VARIANTS

Restrictions

It is strictly prohibited to modify the logo or its variants in any way:

1. Rotate
2. Transform by adding text
3. Distort
4. Change the colours
5. Compromise readability
6. Add a drop shadow

The logo should always be made smaller or larger in such a way that the **aspect ratio** is constant.

The **colour profile** must be chosen according to the use.

CMYK

Logo for printing and Print media.

RGB

Logo for digital and digital media.



①

ALTEN
FRANCEALTEN™
FRANCEALTEN
FRANCE

②



ALTEN

ALTEN

③



ALTEN

④



⑤



ALTEN

⑥

OUR COLOUR PALETTE

Main colors

Our usual palette is based on a trio of contrasting hues, found in the natural elements of the world around us:

- Azure blue
- Navy blue
- Ochre yellow

Their symbolism and perception are vectors of recognition and contribute to immediate identification.

Three colours in line with our values.



Azure blue: an airy, stable and soothing colour. Blue naturally induces a feeling of security thanks to its associations with the sky or the ocean. It makes reference to spirit, ingenuity & wisdom.

Navy blue: authoritative and intense colour. Blue is the colour preferred by the vast majority of human beings. This dark hue is therefore widely used in the digital and technological world.

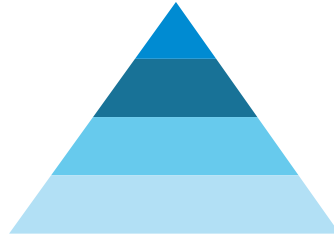
Ochre yellow : stimulating and dynamic colour, associated with dynamism and action. In psychology, it is the colour of happiness (in connection with the positive effects of the sun on mood). Bold and vibrant, it stands out from other colours.



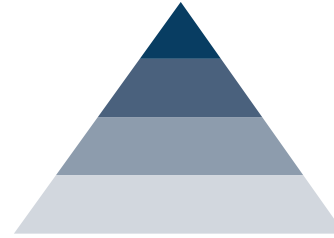
OUR COLOUR PALETTE

Secondary colours

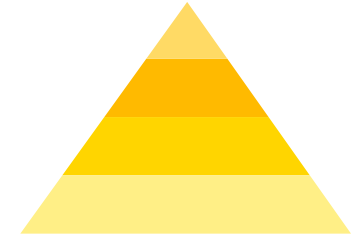
Use to shade elements, especially to differentiate data or in the case of illustrations (graphs, tables, infographics, etc.).



#008bd2
CMYK: 80 34 0 0
RGB: 0 139 210



#043962
CMYK: 100 78 36 26
RGB: 4 57 98



#ffda65
CMYK: 0 14 69 0
RGB: 255 218 101

AZURE BLUE SHADES



#176f98
CMYK: 86 46 23 7
RGB: 23 111 152



#7dcaed
CMYK: 52 2 3 0
RGB: 126 203 238



#b2e0f5
CMYK: 34 0 3 0
RGB: 178 224 245

NAVY BLUE SHADES



#4a617d
CMYK: 76 54 32 17
RGB: 74 97 125



#8d9cad
CMYK: 49 31 23 6
RGB: 141 156 173



#d2d7de
CMYK: 21 13 11 0
RGB: 210 215 222

YELLOW OCHRE SHADES



#ffba00
CMYK: 0 31 93 0
RGB: 255 186 0



#ffd500
CMYK: 0 15 100 0
RGB: 255 213 0









#ffef86
CMYK: 0 3 58 0
RGB: 255 239 134

OUR COLOUR PALETTE

Tertiary colours

Use to shade elements and play on contrasts.

GREYSCALE BLUESCALE

Use for a background.	<p>#ebcf0 CMYK: 9 6 5 0 RGB: 235 236 240</p> 	<p>#bf3f9 CMYK: 10 2 2 0 RGB: 235 243 249</p> 
Use for an element (line, table, etc.).	<p>#cdceda CMYK: 23 17 10 0 RGB: 205 206 218</p> 	<p>#dae8f3 CMYK: 17 4 3 0 RGB: 218 232 243</p> 
Use for secondary text (caption, details, etc.).	<p>#8c8c9a CMYK: 48 39 28 10 RGB: 140 140 154</p> 	<p>#cbeaf8 CMYK: 24 0 3 0 RGB: 203 234 248</p> 

LOGO COLOURS



- Azure blue** is the only pure colour in the logo that we are keeping.
- Navy blue** replaces the “luxury” connotated black to appear more approachable. We prefer Navy blue, which establishes a proximity and a more relaxing textual contrast.
- The pure yellow of the logo has been replaced by **ochre yellow**, which is warmer and softer.
- We also exclude the colour red, which is too paradoxical and evokes both passions and emotions such as anger, but also danger and prohibitions. If used incorrectly, it can be perceived very negatively and does not blend harmoniously with our palette.



Main font

METROPOLIS FONT FAMILY

Metropolis is a Sans-Serif font, designed with verticality in mind for good readability, adapted to all media and optimised for the web, mobile interfaces and print.

Its pronounced curves, open shapes and modern aesthetics create an optical balance.

Its wide choice of weights allows for beautiful contrasts and hierarchy of information.

METROPOLIS

Aa

Thin

Aa

Extra Light

Aa

Light

Aa

Regular

Aa

Medium

Aa

Bold

Aa

Extra Bold

Aa

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

"Typography carries meaning, even before we talk about the meaning of words."

Alternative fonts

ARIAL OR CALIBRI

Arial is the archetype of the classic lineal: simple, functional and with a remarkable graphic unity. Its variety of weights allows for smooth reading and a good hierarchisation of information. It therefore makes for quick and easy reading.

The use of Arial or Calibri is recommended in the absence of the **Metropolis** font, especially on Microsoft suite media, as they are part of the Windows package and are therefore installed on all computers.



ARIAL

Aa Aa Aa

Regular

Bold

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

CALIBRI

Aa Aa Aa

Light

Regular

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

"It's all about character!"

Secondary font

SCOTCH DISPLAY FONT

This sophisticated font allows for a neat and captivating visual effect. On the borderline between a serif and a calligraphic font, it provides both stability and lightness. It creates contrasts and goes very well with Metropolis.

USES

Only to be used for display characters: titles, headings or other eye-catching elements.

Not to be used small or in a paragraph.

SCOTCH DISPLAY FONT

Aa

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Font Family

OUR TEXT STYLES

The word **ALTEN** should always be written in capital letters (in Print & Digital) to reinforce the visual impact and readability of our name.

✗ Do not write in black: the running text colour should always be in navy blue.

✗ Do not write in yellow: poor readability.

✗ Do not overuse capital letters.

NB: our brain reads more easily if the letters correspond to shapes. However, the shapes disappear in a text in capitals. In addition, the use of capital letters is often seen as aggressive and conveys negativity.

LOREM IPSUM

Title block

Lorem ipsum dolor sit amet, consectetur
eiusmod tempor incididunt ut labore et dolore.

Highlighted title

Introduction

Highlight

Lorem ipsum
dolor sit amet

Title highlight

Subtitle 1

LOREM IPSUM

Subtitle 2

LOREM IPSUM DOLOR

Lorem ipsum dolor sit amet :

- consectetur adipiscing elit
- sed non risus maecenas massa

Bullet list

Running text

Suspendisse lectus tortor, dignissim
sit amet, adipiscing nec, ultricies sed,
dolor. Cras elementum ultrices diam

Highlight

Lorem ipsum dolor sit amet.

Conclusion

OUR GRAPHIC ELEMENTS



AL TEN



Our artistic concept is inspired by the **geometric elements** of our logo to make it a **graphic language of identity**.

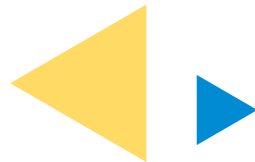
THE TRIANGLE

STABILITY | ACHIEVEMENT | TRANSFORMATION

The triangle is a timeless geometric symbol of harmony and **stability**.

With the point upwards, it is associated with a pyramid and everything that evokes progress and **achievement**.

With the point to the side, the shape suggests a direction (often related to the arrow) and illustrates movement and **transformation**.



THE VERTICAL RECTANGLE

TECHNOLOGY | INNOVATION | TRANSITION

The rectangle is a geometric symbol of rigour and balance.

It evokes human construction because in nature there are no right angles. It is therefore associated with **technology** and **innovation**.

VERTICALLY, it represents a **transition** and expresses a certain dynamism.



OUR ICONS

Our pictograms help to get a message across quickly. They symbolise an idea and bring conceptual clarity and visual interest to the content.

Our icons are minimalist, with rounded shapes and wireframe outlines. They should all have the same line thickness.

SECTORS



ACTIVITIES



HUMAN RESOURCES



MISCELLANEOUS



3 GRAPHIC CHARTER

OUR VISUALS

Photos and illustrations must respect a common visual symbolism that reflects the Group's key values.

Our visuals must be personified, expert, aspirational, challenging, innovative and technological.

It is recommended to favour a photographic world with **blue and yellow tones**.



OUR VIDEOS

Our videos bring the most complex concepts to life and embody our expertise.

They reflect our identity, our culture, the people who embody it and our history.

They play a central role in our communication strategy.

UNCHANGING ELEMENTS

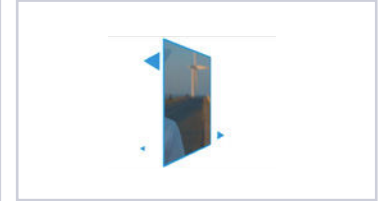
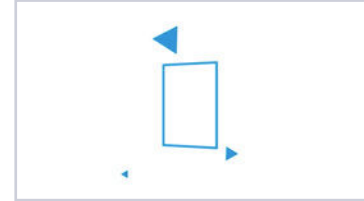
- Intro
- Outro

DISTINCTIVE ELEMENTS

(adapt to the content types)

- Title
- Slide Transition
- Synth Speakers

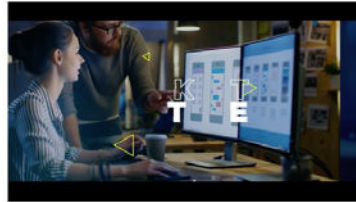
Intro



Outro



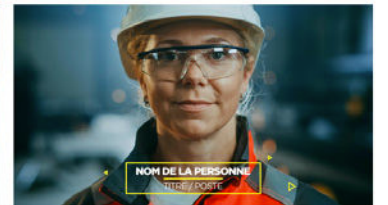
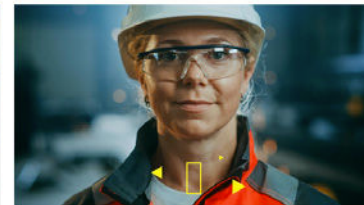
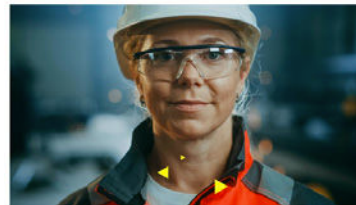
Title



Slide Transition



Synth Speakers





Editorial Charter



ALLEN

OUR KEYWORDS

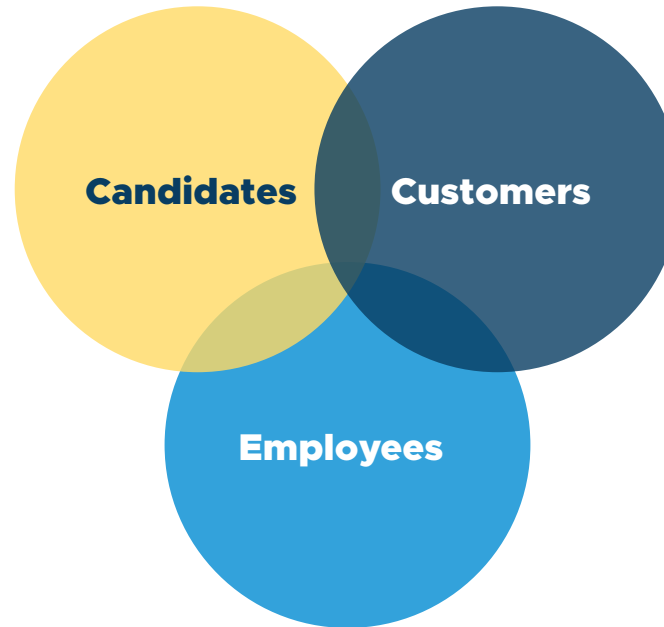
Diligence R&D
Performance Agile Accelerator
Innovation Technology Dynamic Independent
Leader **ENGINEER** Know-how
Humble C.S.R. Professional integration Ambition Rigour
Meritocratic Intrapreneurship Autonomy
Responsible company Committed “Engineer” culture History

OUR TARGETS & AUDIENCES

The deployment of ALTEN's **brand content strategy** is based on a simple idea: once clearly identified by its audience, a brand can become its own selling point.

This approach is based on **branding** on the one hand (all the components that enable the public to identify a brand and remember it) and **production of content** on the other.

The two **objectives** are the same: to create a relationship of trust and to make the brand its own media.



ALTEN's audience can be grouped around three priority targets:

CANDIDATES

Enriching and diversified projects, permanent bridges so that employees are always where they will be most fulfilled and most relevant for ALTEN's partners.

CUSTOMERS

For its partners, ALTEN is a trusted technology partner. A provider of solid, meaningful and long-term solutions.

EMPLOYEES

We see our engineers as builders and offer them a stimulating environment where expertise and collaboration go hand in hand.

OUR HOUSE OF MESSAGES

ALTEN's House of Messages allows us to create a coherent, powerful and controlled field of communication to reach our targets.



**Building tomorrow's
world today.**

RESEARCH & TECHNOLOGY

We invest in innovative R&D programmes to stay one step ahead. We support our customers in their technological and industrial challenges.

PEOPLE-FOCUSED

We believe in the expertise of our teams. We train them for the major challenges of tomorrow. We value the diversity of our talents and their skills without ever hesitating to entrust responsibilities to the youngest.

SUSTAINABILITY

Our growth is solid because it is sustainable. Our innovations only make sense if they have a positive impact over time and on people.

OUR EMPLOYER PROMISE

As a renowned international company, ALTEN aims to attract the best talent and encourage the commitment of its employees.

Our **employer promise** is about the company's identity, culture, values and operating principles.

It aims to make this culture explicit, to give an authentic, realistic and engaging image of what the company is as an employer.

**Our goal: to make ALTEN
the first choice for applicants.**

Our employer promise is based on **4 pillars:**

TECHNOLOGICAL CHALLENGES

We put the expertise of our consultants to work on stimulating projects.

INSPIRING TOGETHERNESS

We encourage the sharing of experience to create value.

FULFILLING OPPORTUNITIES

We accelerate the personal and professional development of our consultants.

SUSTAINABLE COMMITMENT

We are working to make social responsibility everyone's business.

OUR TONES OF VOICE

While our **voice** is always the same, the **tone** may change depending on the subject or the audience.

When we write, we must remember that how we speak to our audience is just as important as what we say.



OUR TYPOGRAPHIC RULES

ALTEN should always be written in capital letters.

QUOTES

English quotation marks are used in English texts.

Ex.: “word”

SEPARATORS

The separators for thousands and decimals in numbers are those of the language of use:

- Thousands: [,]
- Decimals: [.]

Ex.: 2,750,620.55

DATE PRESENTATION

- Text and inside tables:
31 December 2021, 1 January 2021
- Tables, if abbreviated: *31/12/2023*

VALUES PRESENTATION

- Text: currency in sign (€, £, \$) stuck to the number in figures + unit in words (million, billion).
Ex.: *€75 billion, £2,200 billion*

COMPANY NAMES

Company names are written in capital letters.

Ex : *AIXIAL, ATEXIS, etc.*

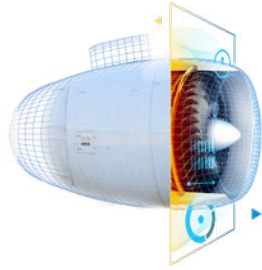


Communication Materials

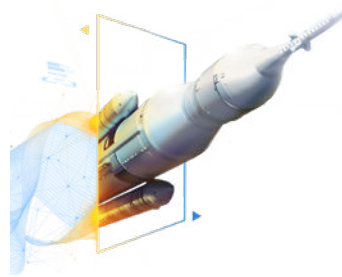


ALLEN

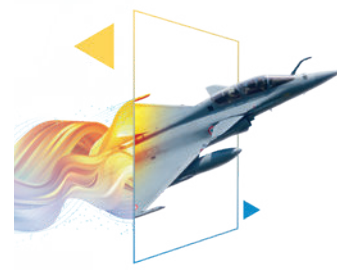
VISUALS BY SECTOR



Aeronautics



Space



Defence



Naval



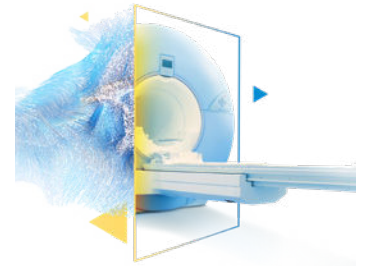
Automotive



Rail & Mobility



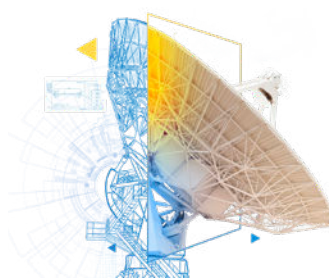
Energy & Environment



Life Sciences
& Health



Industrial Equipment
& Electronics



Telecoms



Banking, Finance
& Insurance



Retail, Services
& Media



Public Services
& Government

EMPLOYEE VALUE PROPOSITION

APPLICANTS PRESENTATION

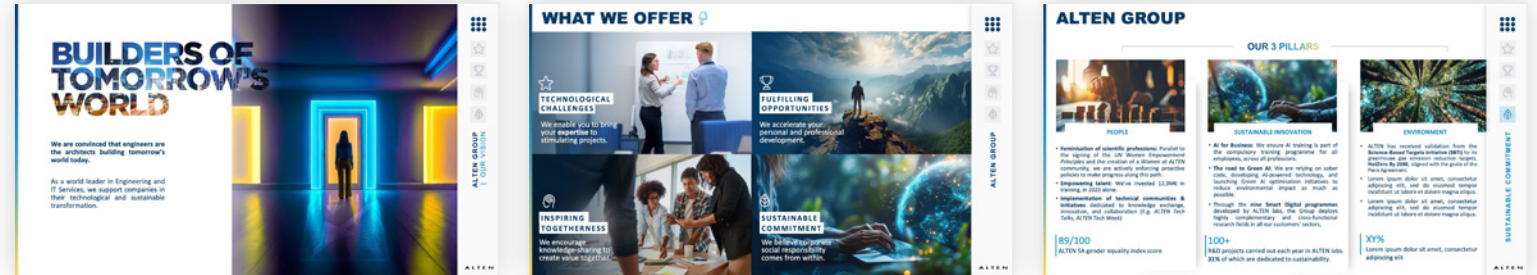
An interactive presentation designed to make an impact and reinforce the speech during an interview.

Knowing our strengths to be more convincing.

CANDIDATE BROCHURES

Tailored brochures intended for recruitment events, that bring together the pillars of the employer promise associated proofs & language elements.

Our recruitment documents present the assets that allow us to distinguish ourselves as an employer, with the goal of making ALTEN the first choice for candidates.



Consultant



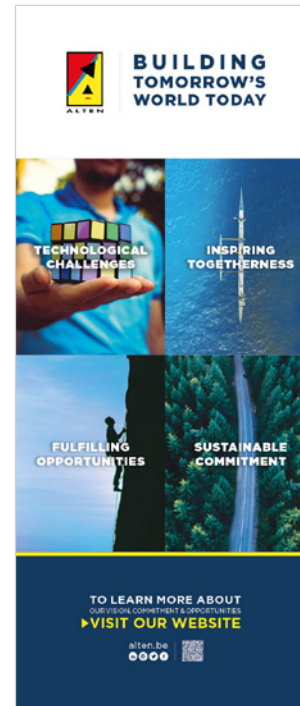
International careers

Our roll-ups aim to increase our visibility and our presence during an event. They are modular and can be combined with other models and supports (roll-ups, stand and posters).

CORPORATE



Building tomorrow's world today



Employer Promise



Business Sectors

ROLL-UP

These formats can be **adjusted** according to the communication objective and offer a wide choice of visuals, messages and combinations (with other roll-ups, the stand and posters).

RECRUITMENT



Engineers 1

Engineers 2

Engineers 3

Business Managers

Supports Functions

5 COMMUNICATION MATERIALS

RECRUITMENT EXHIBITION STAND

Composed of several modular panels, the exhibition stand allows to be spotted and identified during events.



RECRUITMENT POSTERS

Our posters meet a triple objective:

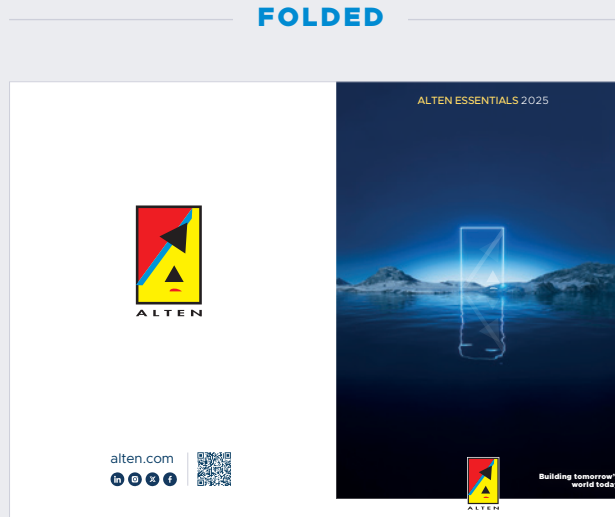
- to recruit new talent
- to promote our vision, expertise and commitments
- to retain our employees.

They are modular according to the communication objective and offer a wide choice of visuals, messages and combinations.



ALTEN ESSENTIALS

This corporate flyer presents the major information about the ALTEN Group: geographic footprint, key figures, sustainable commitments.



POWERPOINT TEMPLATES

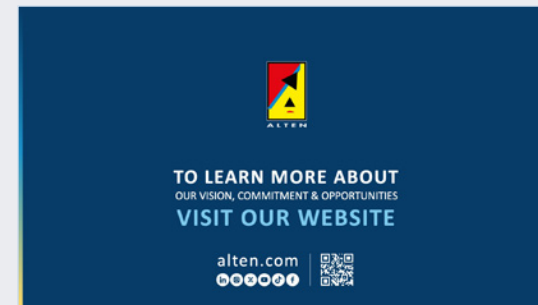
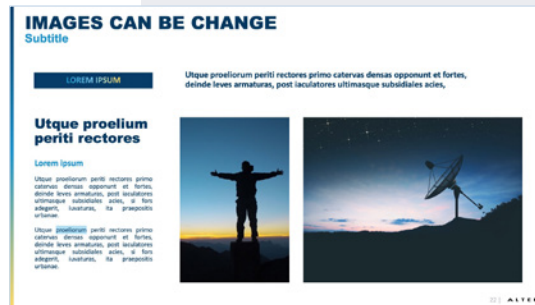
A RECOGNISABLE & CONSISTENT IDENTITY

Our PowerPoint presentations are an essential communication tool.

By following the graphic charter and standardising the style, our messages have greater impact, enhancing our credibility.

Our templates:

- comply with global graphic guidelines
- cover a wide range of scenarios
- can be easily modified and customised



Thank
you.

Group Communication
groupcommunication@alten.com

