

# CORPORATE IDENTITY MANUAL

JUNE 2020

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# 03

## Logo description

Blue, green, purple.

Blue for the sky and the sea.

Green for sustainable development.

Purple for energy.

Three colours, three basic pillars of inspiration.

Two arrows.

From the opposite directions.

They transfer energy.

They unite.

They become a source, a force of energy.

The one arrow points to the vocabulary of IPTO.

Letters designed as a continuous flow of energy

Lowercase, curved, friendly, strong.

They capture the vision, the mission, the values and the corporate promise of IPTO.

## Logo Specifications

The specifications of the new logo have the goal of ensuring the coherence of the graphics in all the communication tools which will be used by IPTO either in its traditional forms of communication or in modern digital ones.

The purpose is to ensure the new visual identity of IPTO through its new logo.

The corporate identity manual specifies:

- the logo: its colours, its position, its proportions, the various language versions, the variants in black and white and in a coloured background, its use in conjunction with images etc.
- the fonts to be used

- the colour palletes for the various informative publications
- the principles governing the selection of images and illustrations

Through the corporate identity manual, a wide range of cases is provided in which the rules regarding the use of the graphics of the new logo must be applied.

The manual however has the necessary flexibility so that it can evolve over time and meet the wide variety of communication tools of IPTO. The corporate identity manual is a reference guide to the proper use and application of the logo by anyone interested.

# 04

## Vision

### **Investing energy into our vision.**

Our vision at IPTO is to reliably supply all of Greece with electricity through technologically innovative interconnections on land and sea that will bring the country closer to green energy and accelerate the energy transition for the greater good of society.

We are committed to our work, which has major social and environmental benefits for all citizens. As we face the challenge of developing a significant network of island interconnections over a 10-year horizon, we remain focused on our goal for reliable, cheap and clean energy.

## Mission

### **Reliable power supply is our responsibility and responsibility is our driving force**

The country's uninterrupted supply with electricity is no easy task. It requires safety, reliability and a sense of responsibility. Our mission is to play a leading role in the green transmission of energy, utilizing the most innovative and reliable technologies of the industry globally. This is how we create added value and ensure the supply of cheap and clean power to every corner of the country. This is how we gain the trust of our shareholders and our workers and of society as a whole.

The energy mix of Greece is rapidly changing and IPTO firmly supports this national effort. As the national operator of the Transmission System, we are present everywhere, from Crete to Thrace, and from the Ionian to the Aegean

islands, to ensure the unhindered operation of the System 24 hours a day, 7 days a week, 365 days a year. Because the need for energy cannot wait.

Every euro we invest in IPTO generates multiple savings for the users of the System and leads to lower charges for the end consumer.

We are focused on modernising the National Energy Transmission System, while concentrating on the local communities, the general public and on man. The goal of this effort is to produce benefit, not just for the Energy Transmission System and the environment, but also for the citizens themselves. We listen to their needs, and our aim is to create and maintain a solid relationship of partnership with them.

## Values

**We plan with a vision, we work with commitment, we implement with determination.**

We support the healthy functioning of the market, through the implementation of fully transparent processes. We work with diligence, attention and follow all the required standards, to securely interconnect even the remotest islands

of the Aegean. The interconnection of all Greek regions with IPTO's network is a challenge in itself. Our response to this challenge is affirmative, and we provide it by building the backbone of tomorrow's energy system.

## Company promise

**We care for the people and for the environment.**

We ensure the smooth functioning of the electricity market by maintaining a constant balance between offer and demand. We seek at all times the country's energy efficiency and the seamless operation of our critical infrastructure so that it sufficiently responds to all circumstances.

Through our interconnections, we accelerate the penetration of RES into the country's energy mix, with the goal of achieving cleaner energy. We thus

take a step towards saving our mineral resources and take a stance on climate crisis, which we are prepared to tackle by developing a resilient and reliable System that we constantly maintain and grow. We take care so that our work leaves the lowest possible environmental and visual footprint.

We are well-aware that this is not an easy mission. It requires maximum performance and technological excellence. This is why we strive to constantly improve ourselves.

# 06

## Company culture

**Progress is not a quick or easy matter but it is our ally.**

The world is changing. Digital transformation is playing an ever-increasing role in our life. We reinvest in ourselves, with safety as everyone's highest priority. The transmission of electricity is ensured thanks to a highly trained workforce, under the responsibility, naturally, of our Board of Directors.

We introduce all those new technologies and innovations which the construction of our complex projects renders imperative. Through our active participation in ENTSO-E and our close collaboration with its other

members, we support the implementation of European energy policies, contributing towards the fulfilment of the European energy and climate targets, which are transforming the very nature of the energy system.

Our company's culture is open, collaborative, goal-oriented and follows the practices of good governance. We promote free competition in the Greek energy market and ensure the equal treatment and access for the National Transmission System use, being fully aware of the important social service that we provide.

## Taglines

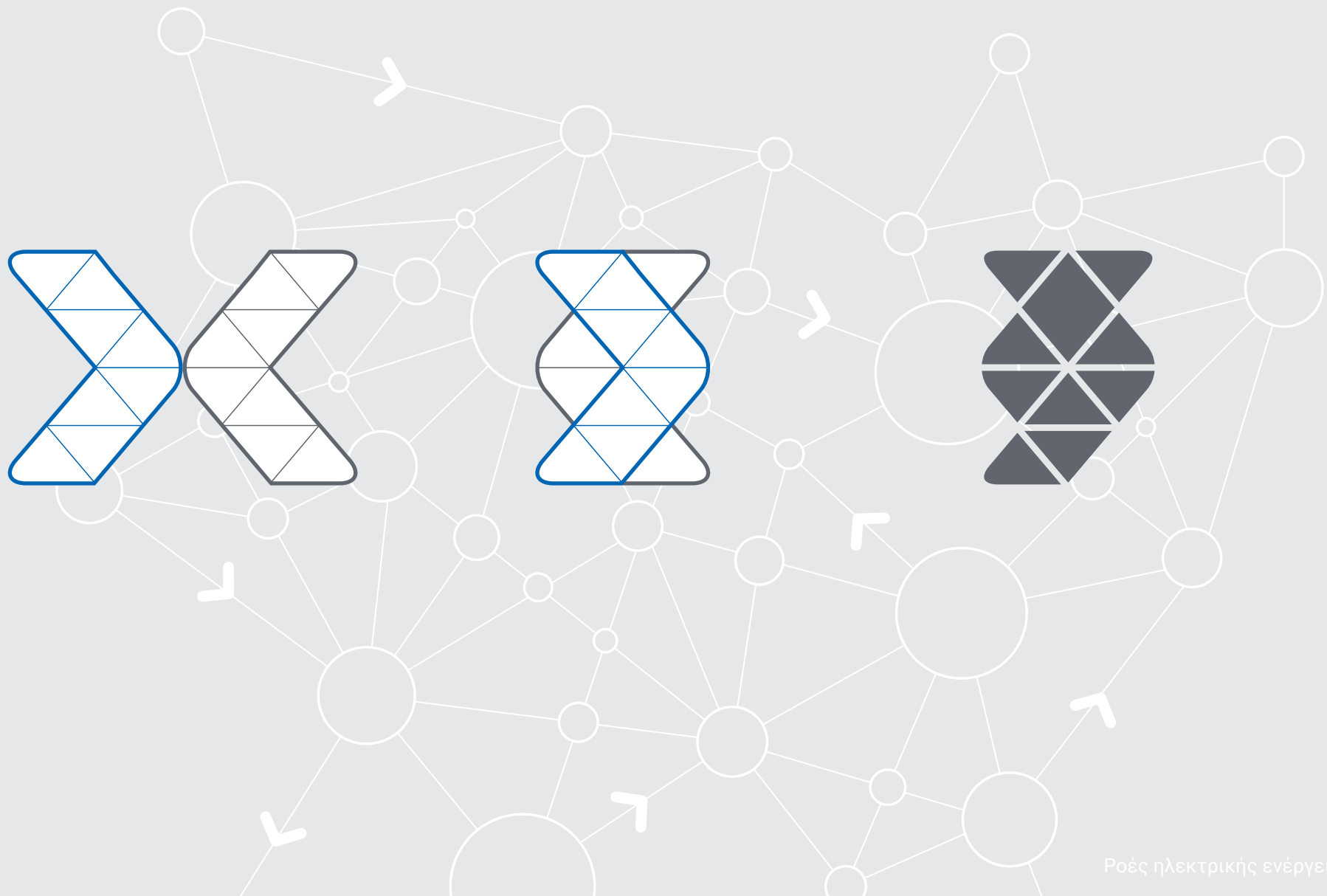
**IPTO, Interconnecting tomorrow**

**IPTO, Powering the future**



**THE LOGO**

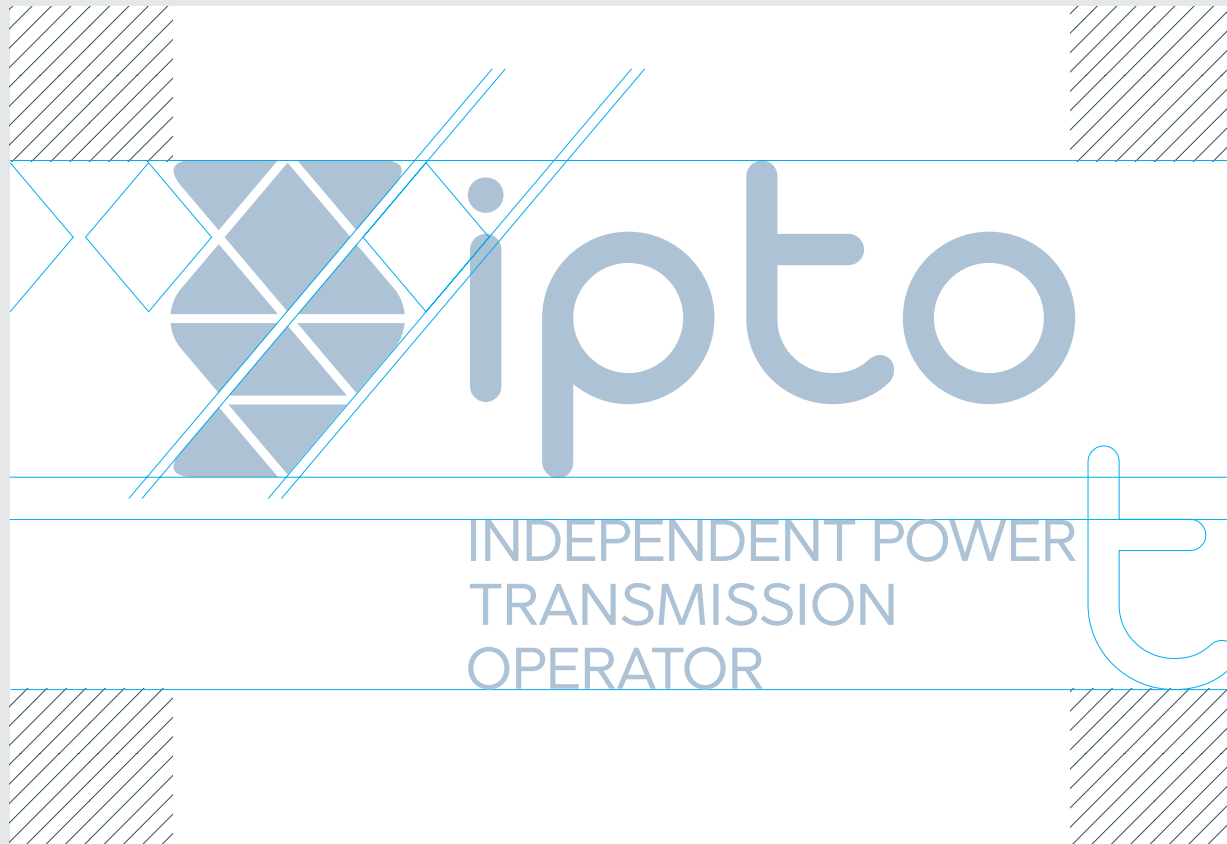
## 08 The emblem





09

## Geometry



# 10

## Safe use

In order to ensure readability and dynamic presence, the logo requires a margin of safety which is clear from other graphics or text. The proposed security margin serves to protect the logo. Because the logo will appear in different applications and formats, the safety

margin will ensure clarity and dynamic presence. Where possible, leave more than the minimum security margin around the logo. Some exceptions may only apply in special cases of packaging with a different shape.



### Minimum size

The logo should always be easy to distinguish. This is the reason why a small size has been established. The symbol must be at least 12mm high.



11

Logo



ΑΝΕΞΑΡΤΗΤΟΣ  
ΔΙΑΧΕΙΡΙΣΤΗΣ ΜΕΤΑΦΟΡΑΣ  
ΗΛΕΚΤΡΙΚΗΣ ΕΝΕΡΓΕΙΑΣ



INDEPENDENT POWER  
TRANSMISSION  
OPERATOR



ΑΝΕΞΑΡΤΗΤΟΣ  
ΔΙΑΧΕΙΡΙΣΤΗΣ ΜΕΤΑΦΟΡΑΣ  
ΗΛΕΚΤΡΙΚΗΣ ΕΝΕΡΓΕΙΑΣ



INDEPENDENT POWER  
TRANSMISSION  
OPERATOR

## 12 Horizontal use



13

Use with tagline



# 14 Monochrome



ΑΝΕΞΑΡΤΗΤΟΣ  
ΔΙΑΧΕΙΡΙΣΤΗΣ ΜΕΤΑΦΟΡΑΣ  
ΗΛΕΚΤΡΙΚΗΣ ΕΝΕΡΓΕΙΑΣ



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OPERATOR

# 15 Department Signage



# 16

## Incorrect use

Below are examples of the use of the logo. The logo must always be reproduced by the digital files available from the Communications



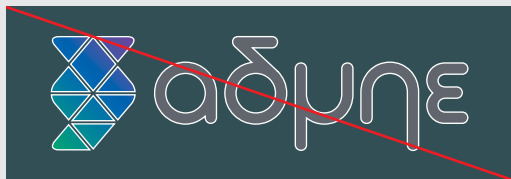
Do not alter the logo by compressing or expanding it, either horizontally or vertically.



Do not remove any part of the logo.



Do not use a different font.



Do not add a border to any part of the logo in a background that affects its readability.

Department. The colours of the logo elements must not be replaced, changed or altered under any circumstances.



Do not change the colours of the logo.



Do not change the position of the logo elements.



Do not place the logo in a corner.



Do not use shadow.





ipto

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# 20

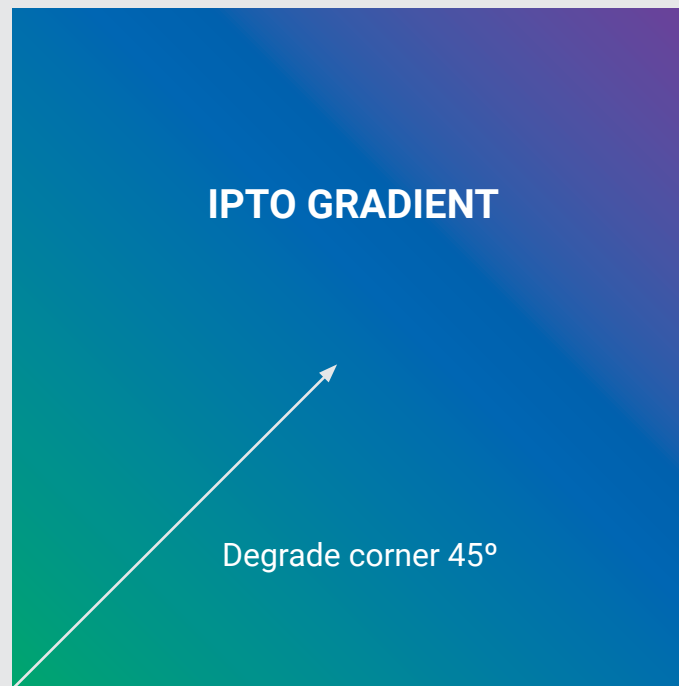
## Colour Palette

The degrade is an integral part of the identity as it reflects the fusion of energy, sustainable development and the Greek element. It should be used in the logo and as a background colour.

The angle of inclination should be adjusted to 45 symbolizing movement

and transition and it

represents progress. The degrade uses three colours from the colour palette of ADMIE in the following sequence: Green-Blue-Purple

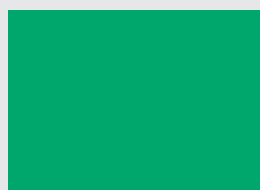


# Colour Palette

All the applications of the logo should be in the colours mentioned on these pages. Whenever it is possible, the colours of the logo should be the approved ones. The colours are according to the colour model CMYK and it

can be used for printing. With the colour model RGB we codify all the colours that can appear on a screen and with HEX/HTML for use on the internet.

## COLOUR PALETTE



**IPTO GREEN**  
SUSTAINABILITY

HEX/HTML: #00916A  
sRGB: 00, 145, 145  
CMYK: 100, 00, 80, 00



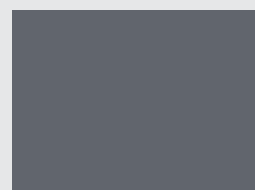
**IPTO BLUE**  
GREECE

HEX/HTML: #1163AE  
sRGB: 17, 99, 174  
CMYK: 100, 60, 00, 00



**IPTO PURPLE**  
ENERGY

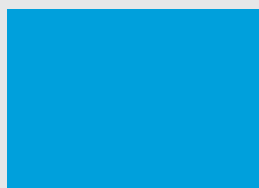
HEX/HTML: #82438E  
sRGB: 130, 67, 142  
CMYK: 70, 90, 00, 00



**TEXT**

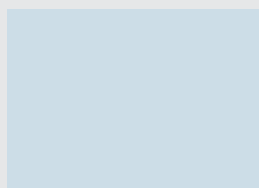
HEX/HTML: #63666A  
sRGB: 99, 102, 105  
CMYK: 10, 05, 00, 70

## SECONDARY COLORS



**LIGHT BLUE**

HEX/HTML: #11A0DB  
sRGB: 17, 160, 219  
CMYK: 75, 20, 00, 00



**BACKGROUND**

HEX/HTML: #CDDEE7  
sRGB: 205, 222, 231  
CMYK: 10, 00, 00, 10

# Approved Fonts

"Effra Font family" in all its forms can be used in ads, brochures and other types of promotion or communication. "Roboto" can be used on

the internet and in internal forms of communication where we have text content.

## PRINTABLE USE

### Effra Font Family

Effra Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

Effra Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

Effra Bolt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

Effra Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

## ONLINE USE

### Roboto Font Family

Roboto Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

Roboto Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

Roboto Bolt

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

Roboto Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

## INTERNAL USE

### Tahoma Font

Tahoma Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

Tahoma Bold

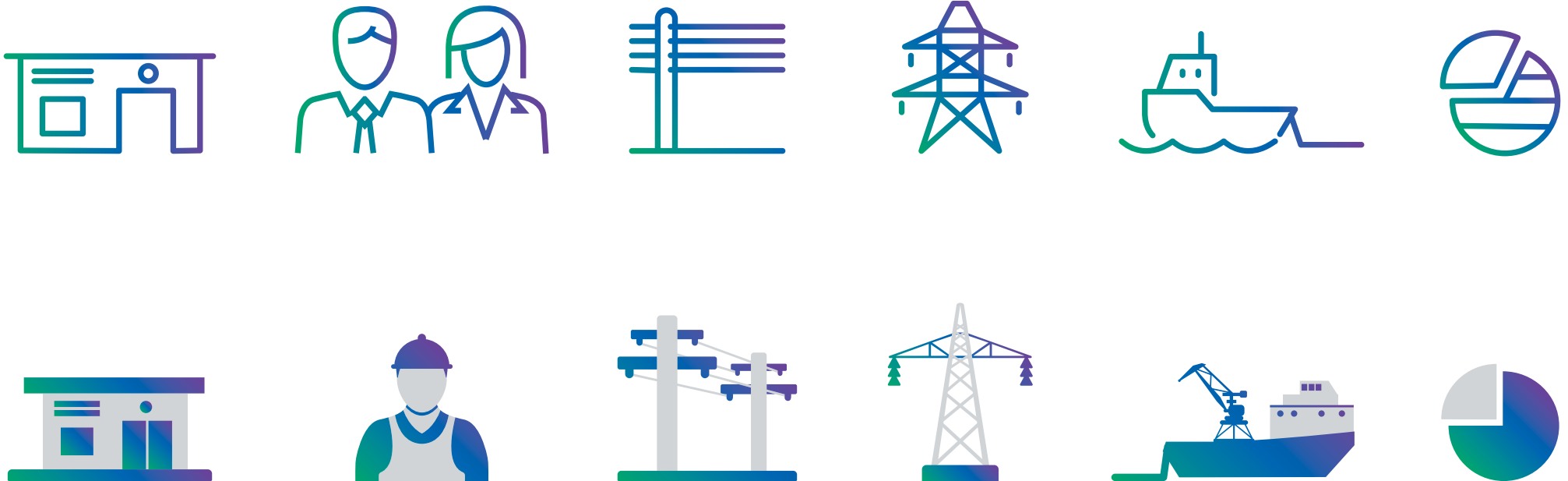
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890&.,:;€%@!?(\*)

# 23 Icons

Two types of icons for prints and infographics





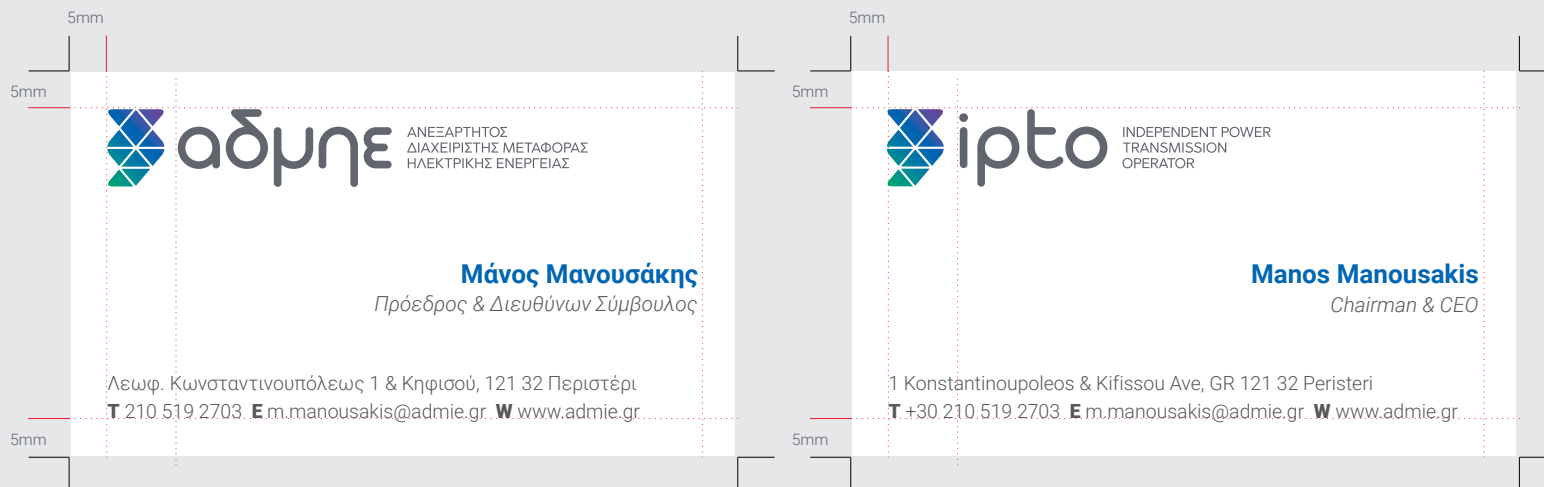
**STATIONERY**



# 25 Cards

Use the following guidelines when preparing cards. Select where applicable, the appropriate address and contact details as shown in the examples here.

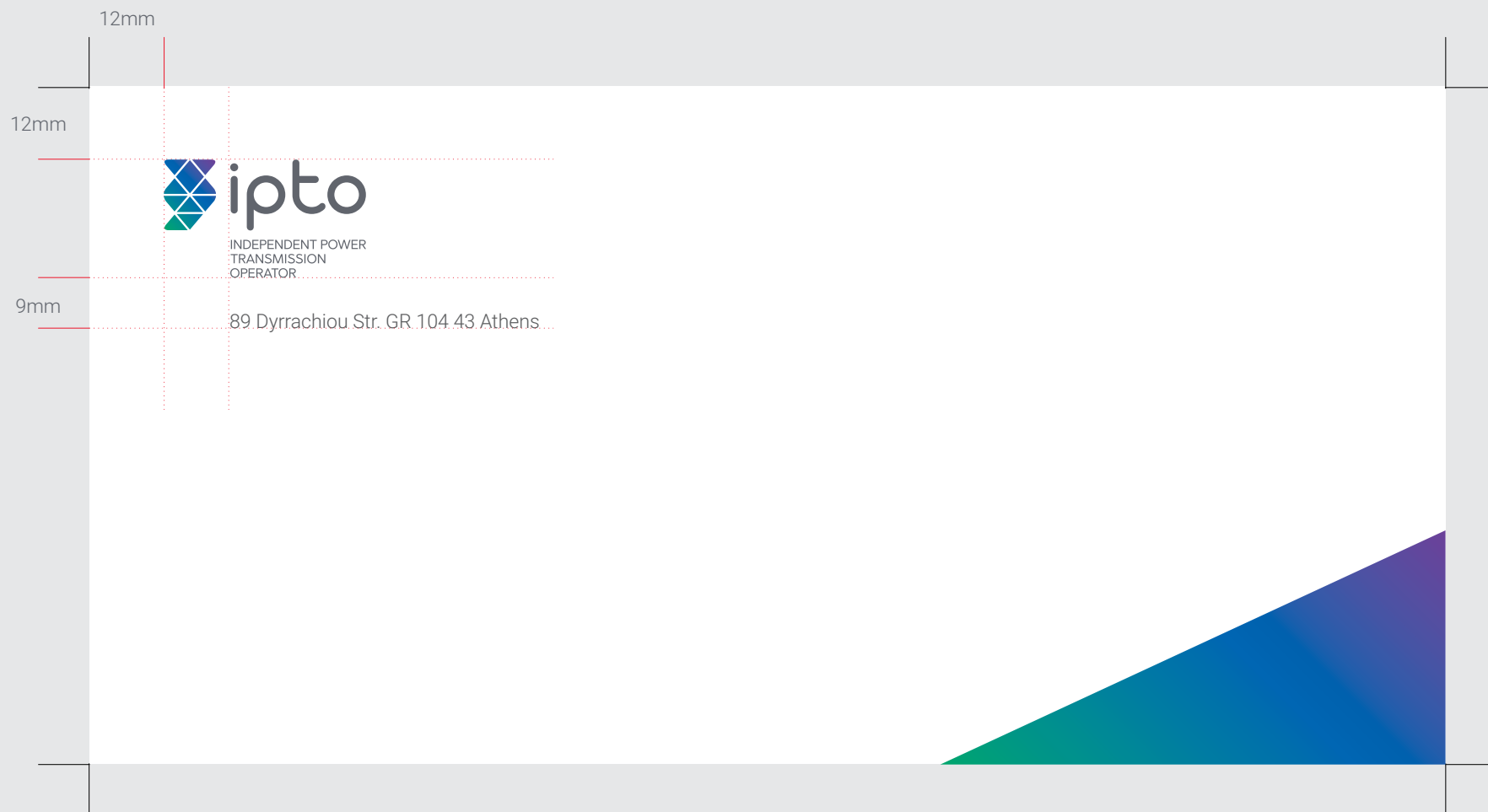
Size : 90 cm x 52 cm



# 26 Envelope DL

Size: DL (220 mm x 110 mm)

Font: Roboto light 9"

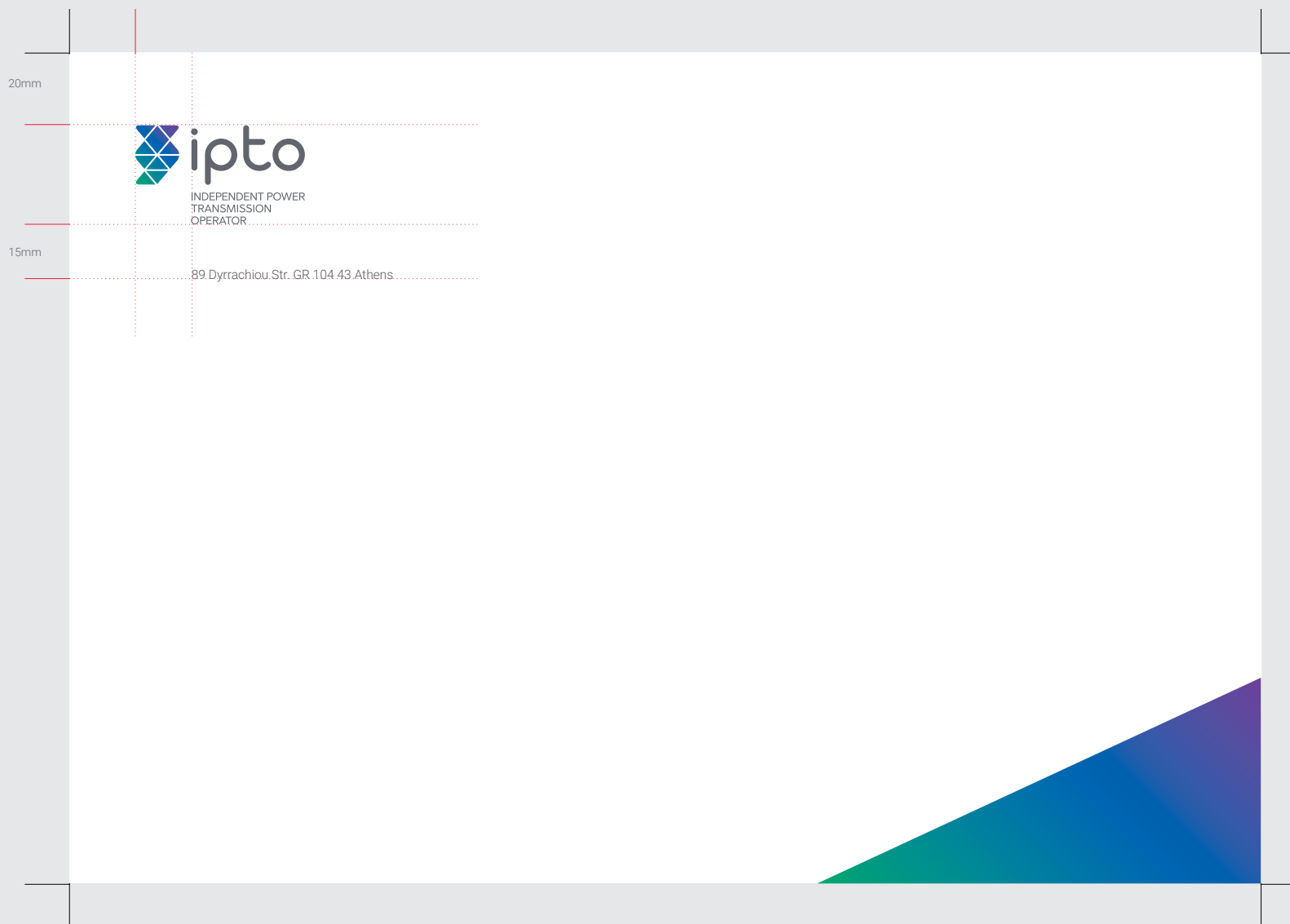


# 27

## Envelope A4


Size: A4 (330 mm x 230 mm)

Font: Roboto light 10"



# 28 Letterhead

Size: 210 mm x 297 mm

25mm	65mm
12mm	 INDEPENDENT POWER TRANSMISSION OPERATOR
9mm	Δυρραχίου 89, Αθήνα 104 43 <b>T.</b> +30 2105192101 <b>F.</b> +30 2105192324 <b>E.</b> info@admie.gr <b>W.</b> www.admie.gr
Ημερομηνία	
Όνομα του Αποδέκτη Τίτλος Εταιρεία Διεύθυνση Ταχυδρομικός Κώδικας, Πόλη	
Χαιρετισμός,	
Αυτό είναι ένα χαρακτηριστικό δείγμα του τρόπου με τον οποίο πρέπει να είναι δακτυλογραφημένη μία επιστολή στο νέο σας επιστολόχαρτο.	
Ορίστε το αριστερό περιθώριο στα 25χιλ στο αριστερό άκρο του επιστολόχαρτου σας και ξεκινήστε στοιχίζοντας πλήρως το κείμενο σας σε ένα πλαίσιο κειμένου πλάτους 160χιλ. Χρησιμοποιήστε την γραμματοσειρά Roboto Regular μεγέθους 10 στιγμών (pt) με διάστιχο 13 στιγμών. Όλοι οι τύποι πρέπει να οριστούν χωρίς συλλαβισμό και να εκτυπωθούν με μαύρο μελάνι.	

Size: 210 mm x 297 mm

25mm

12mm

12mm

40mm



Ορίστε το αριστερό περιθώριο στα 25χιλ στο αριστερό άκρο του επιστολόχαρτου σας και ξεκινήστε στοιχίζοντας πλήρως το κείμενο σας σε ένα πλαίσιο κειμένου πλάτους 160χιλ.

Χρησιμοποιήστε την γραμματοσειρά Roboto Regular μεγέθους 10 στιγμών (pt) με διάστιχο 13 στιγμών.

Όλοι οι τύποι πρέπει να οριστούν χωρίς συλλαβισμό και να εκτυπωθούν με μαύρο μελάνι.

Ξεκινήστε το κείμενό σας με την τρέχουσα ημερομηνία, η οποία πρέπει να είναι στην ίδια ευθεία με την τελευταία γραμμή της διεύθυνσης. Μετά από την ημερομηνία πατήστε το πλήκτρο 'enter' 2 φορές και εισάγετε τα στοιχεία του παραλήπτη. Μετά την τελευταία σειρά των στοιχείων του αποδέκτη πατήστε 3 φορές το πλήκτρο 'enter' και εισάγετε τον χαιρετισμό σας. Πατήστε το πλήκτρο 'enter' 2 φορές και αρχίστε να πληκτρολογείτε την επιστολή σας. Μεταξύ των παραγράφων πατήστε δύο φορές το πλήκτρο 'enter' αφήνοντας το ανάλογο κενό.

Μετά την τελευταία φράση της επιστολής σας πατήστε τρεις 3 φορές το πλήκτρο 'enter' και ξεκινήστε τον αποχαιρετισμό σας. Μετά τον αποχαιρετισμό πατήστε το πλήκτρο 'enter' άλλες τέσσερις 4 φορές και εισάγετε το όνομα του αποστολέα, παρέχοντας έτσι αρκετό χώρο για μια υπογραφή.

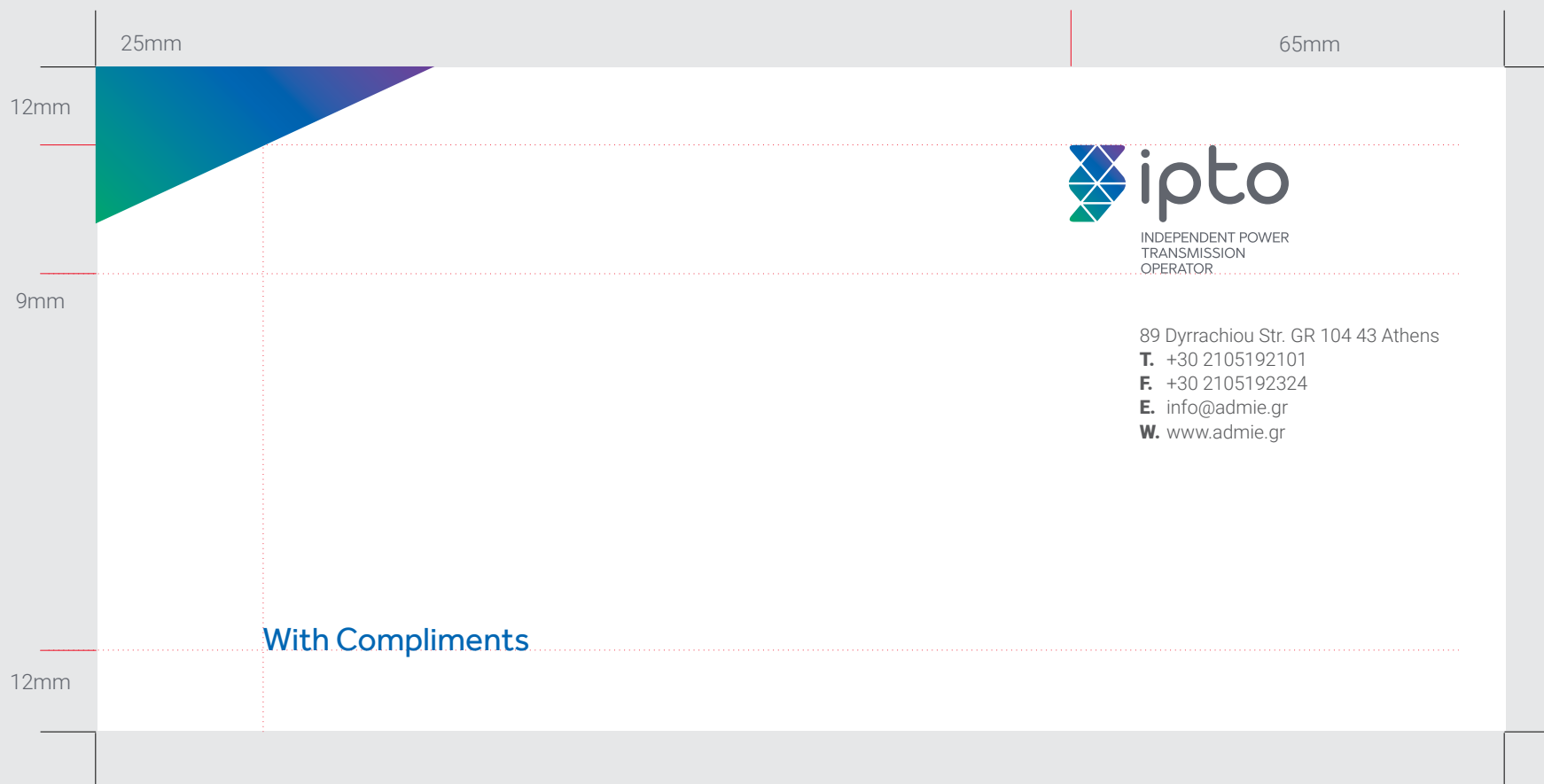
Τιμητικός αποχαιρετισμός,

Όνομα του αποστολέα  
Τίτλος

# 30

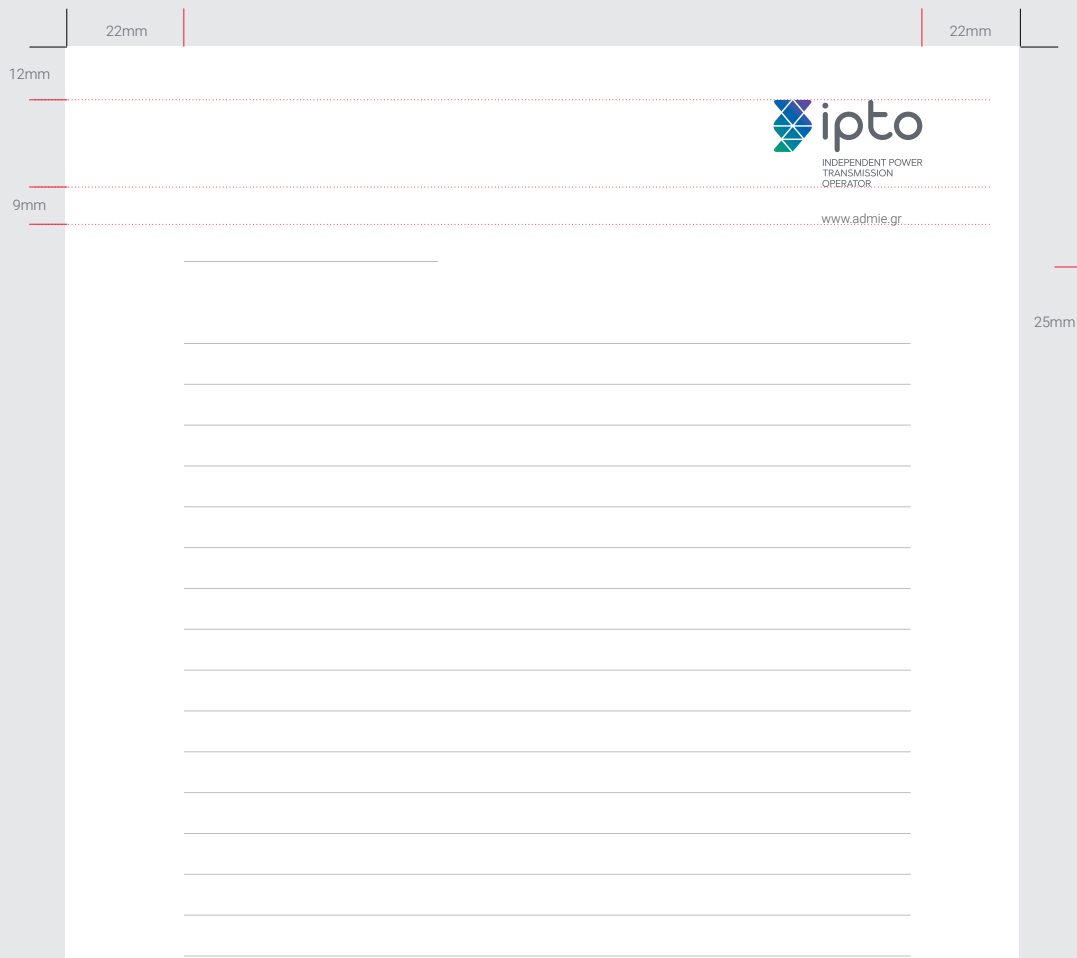
## With compliments sheet

Size: 210 mm x 99 mm



# 31 A4 notebook

Size: 210 mm x 297mm



32

## A4 notebook

Cover page

Size: 210 mm x 297 mm





# 33

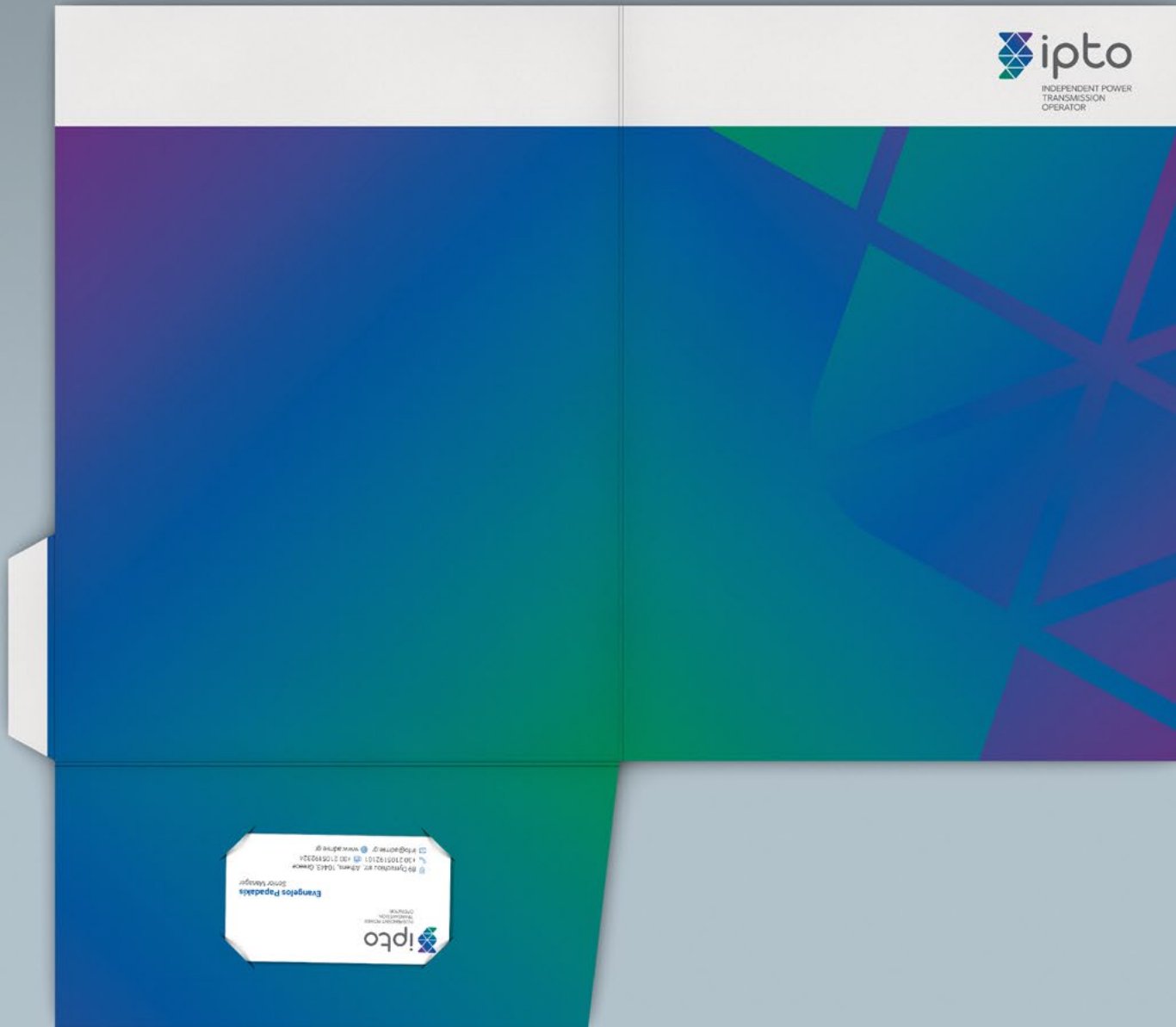
## A5 Notebook

Size: (148,5 mm x 210 mm)



## 34

# Folder A4







# COMMUNICATION

Printed Matter  
and information materials

37

Presentation cover slide (1st version)

# Annual Strategy Meeting 2020

General Directorate  
of Technology,  
System Planning  
& Strategy



38

Presentation cover slide (2nd version)



# Annual Strategy Meeting 2020

General Directorate  
of Technology,  
System Planning  
& Strategy

# 39 Presentation slide

01



## Crete-Attica Interconnection

The Interconnection of Crete with the Hellenic Electricity Transmission System is a major priority of National strategic energy plan. It is successfully entering the phase of implementation in 2020 with the completion of the tender processes and the inauguration of the construction works.



**From February 2020 to first months of 2023**



**950 Euro**





# 40 Email newsletter



INDEPENDENT POWER  
TRANSMISSION  
OPERATOR

View in browser

FEBRUARY 2020



## ANSWER ABOUT YOUR QUESTION

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit,  
sed do eiusmod tempor.

[View more](#)

### The Crete-Peloponnese Interconnection is entering full implementation

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor  
incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida.

[View more](#)

### The Independent Power

Lorem ipsum dolor sit amet,  
consectetur adipiscing eli.

[View more](#)





21  
Ultra-High  
Voltage



316  
Substations



800  
km Submarine  
& Underground



11.000  
km Overhead  
Power Lines



15.11.2019

#### The National Energy Control Center goes digital

Lorem ipsum dolor sit amet, consectetur  
adipiscing Eli. Lorem ipsum dolor sit amet,  
consectetur adipiscing Eli.



#### Απολογισμός Εταιρικής Υπευθυνότη



#### Οικονομικές Καταστάσεις 2019



89 Dyrachiou str, Athens, 10443, Greece



+30 210-5192101



+30 210-5192324



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# 41 Corporate magazine - Cover page



# Annual Strategy Meeting 2020

General Directorate  
of Technology,  
System Planning  
& Strategy



# Annual Strategy Meeting 2020

General Directorate  
of Technology,  
System Planning  
& Strategy



# Annual Strategy Meeting 2020

General Directorate  
of Technology,  
System Planning  
& Strategy





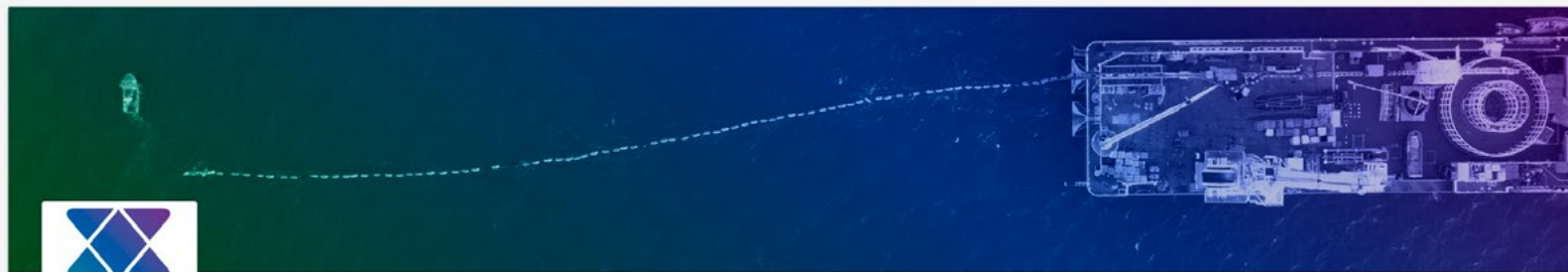













 **Independent Power Transmission Operator (IPTO)** ✓ Following ...

Utilities · Athens, Attiki · 3,609 followers

Interconnecting tomorrow

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[See all 153 employees on LinkedIn](#) →

[Home](#)[About](#)[Jobs](#)[People](#)[Ads](#)[All](#)[Images](#)[Documents](#)[Videos](#)Sort by: [Top](#) ▼**Independent Power Transmission Operator (IPTO)**3,609 followers  
1w • Edited • 

The [#renewables](#) hit a record high in 2019, when 42% of the total [#electricity](#) consumption was covered by the [#greek](#) wind and sun on March 21. [#ipto](#) is accelerating its 5 billion Euro [#grid](#) upgrade and expansion projects ...see more



## 2019 RES Record in Greece

According to the revised NECP, RES will cover 35% of the energy consumption by 2030 (vs 18% today)

On March 21,  
Renewables covered

# 42%

of the total  
electricity demand

From the total  
electricity consumed:



# 30%

came from the wind  
(40,5 GWh)

### Similar pages

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Utilities

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Utilities

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Oil &amp; Energy

[+ Follow](#)[Show more](#) ▼





Use the following guidelines.

**From:**

**Sent:**

**To:**

**Cc:**

**Subject:**

Dear Name

Lorem ipsum 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.

Kind regards

Raftopoulos Nikos



**Raftopoulos Nikos**  
Director

**TECHNOLOGY, SYSTEM DEVELOPMENT & STRATEGY**

TECHNOLOGY & TELECOMMUNICATIONS DEPARTMENT

89 Dyrachiou str, Athens, 10443, Greece

**T.** +30 2105192101 **E.** info@admie.gr **W.** www.admie.gr



