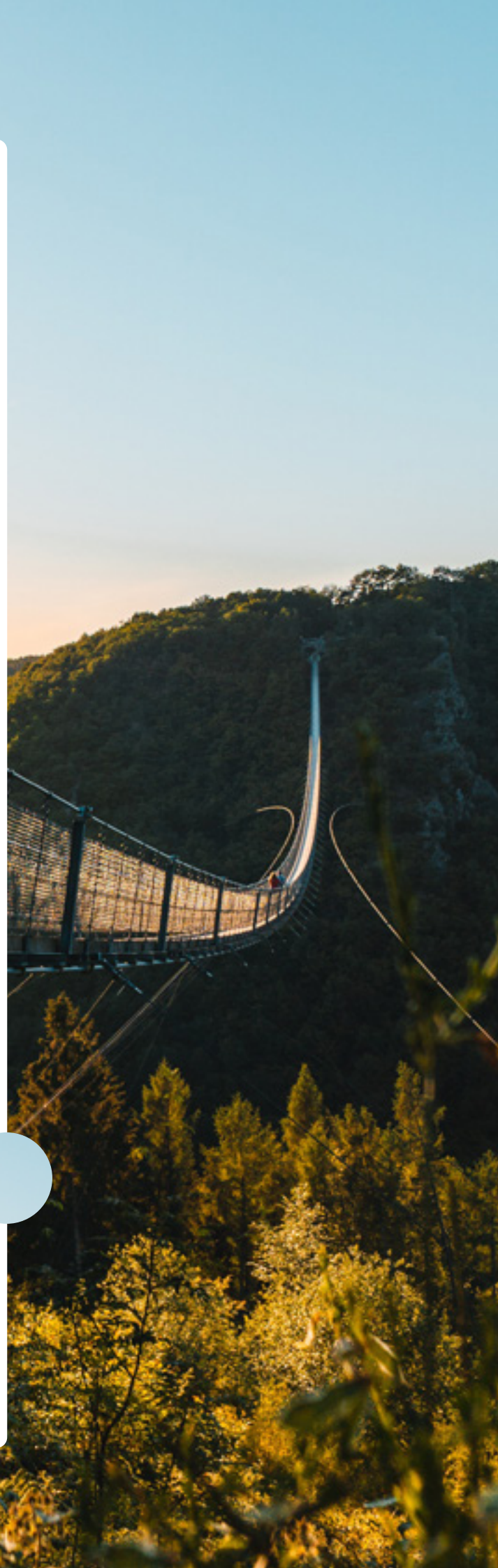


Brand Book & Guidelines

How to express our
brand essence in our
communications



MAY 2023





Hello.

**This book is about
Candriam as a
company and brand.**

It's about our place in the Asset Management world, our reason for being, vision and mission. It's about our personality and relationship with our audiences. We explain what holds us together as we embrace the changing world around us, and as we improve our information and communication with clients. With those who trust us today – and those who we want to connect with and support in the future.

We hope you enjoy exploring it and bringing it to life every day.

The Candriam Team

Shaping the world. **Inside.**

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Part one
**Brand
Book.**





A word from our CEO.

//

Our vision on financial services and, in particular, on asset management, is that our future should be one of Conviction and Responsibility.

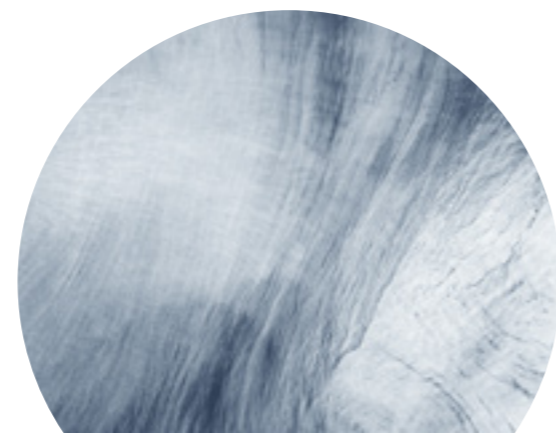
Vincent Hamelink
CEO - Candriam



Conviction and responsibility.

We aspire to be a leader in our industry, to continue to drive change, to innovate, and of course to grow. But critically, to do so by making responsible choices and taking decisions based on the facts of today, as well as the potential impact on tomorrow.

Achieving this means continually sharpening our investment processes through research and development, engineering tailored investment solutions for individuals and institutions the world over, and empowering our clients, by relying on our expert teams, to make wise decisions. All the while, allocating our investment capital in a way that maximises sustainable returns and positive impacts on society as a whole.



Manifesto.

Change is the new normal. Humanity must adapt if it is to seize opportunities and meet the challenges we face together.

For Candriam, this means being ahead in Asset Management. It means having a long-term vision for how this changing world will impact our clients and their decisions and goals. Being flexible and yet solid enough to accompany them and explore with them.

We do this with Conviction and Responsibility. These two values drive everything we do. This gives us meaning, dynamism and strength. That's why Candriam explores new sustainable investment territories as we help our clients to make a positive impact.

Together, we're shaping the future. For people everywhere and for future generations.

Candriam enriches people and the planet.

Person- ality.

Personality.



Engaged

Thanks to our belief and our conviction, we are passionately engaged in our brand, our work and serving our clients.

There is a focus and a dynamism which drives the brand and the Candriam team.

Our clients can sense our level of engagement and they appreciate us for it.

Human

An essential part of Candriam's culture: humanity. There is a genuine 'clan' feeling: a true bond, as people support each other and work together with a shared vision.

We are focused on the financial ambitions of our clients, as well as their concerns and the issues that matter most to them.

In our work, we consider human needs and experiences, as well as financial realities.





Responsible

At Candriam, we take our responsibilities seriously.

The human race has a shared responsibility to protect the future health of the planet.

That's why sustainability is pivotal. It's a differentiator and a path towards global responsibility.

It's about having a positive impact on the world and on each other. We recognise the need to invest in the common good.

True

Delivering on our word is vital to Candriam.

Our faithful clients can testify to this. We work hard to deliver on our promises.

In all our dealings, there is a 'humble pride' that's essential: act with integrity and live up to the confidence our clients place in us.



Inventive

Candriam has been a pioneer in ESG.

And we're pushing forward in High Yield and Sustainable Bonds in emerging markets.

We believe that innovation is the way to embrace all the positivity and potential in the world, and open up new perspectives in asset management.

We want our originality, innovation and fresh thinking to inspire everyone.

Flexible & Solid

Candriam has the firm foundations of an established company with a strong group behind it.

Yet, we still have the flexibility to embrace change, explore new methods, routes and opportunities.





The name

Our name Candriam is the acronym of our core company values:

Conviction **AND** **R**esponsibility **I**n **A**sset **M**anagement. These two values drive everything we do.

A New York life Investments Company

Candriam. A New York Life Investments Company. The Group is our Partner. In an ever-changing world, it enhances the power and the stability of Candriam.

Name & identity.

Candriam has a strong visual identity.

**It is recognisable and distinctive.
It evokes the personality and the
vision of our brand.**





The logo

Our Candriam logo combines a straightforward and linear approach with the dynamic 'rosace' shape.

It shows that the brand has different facets and multiple entrances for the various audiences.

It also hints at the layers we have as a global multi-specialist.



Vision.

Investment choices today will have a significant positive impact on individuals, humanity and the future of our planet.

Mission.

Candriam makes its vision a reality by enabling clients to reap rewards from responsible and sustainable investments. We are enriching people and the planet.

How does Candriam deliver on its mission ?



Candriam guides and supports its clients in their investment choices. We empower them to have a positive long-term impact on the planet – for themselves and also for people everywhere. How? By continuously exploring new ESG territories.



Client relationship.

Understanding & appealing to our clients

Our clients are institutional investors, distributors and also retail clients. The common thread is their interest in **responsible and sustainable investment** which has the potential to benefit societies, economies and the environment.

Of course, the impetus for investment is still financial reward. But increasingly, it is the wish to be a **driver of change**. That's why we inspire and convince them with an active and outspoken brand – appealing to all their motivations, both financial and ethical.

Ultimately, Candriam wants to be recognised as the brand that stands by its convictions and enables people to invest in a better society, life, business and globe.

Brand essence.

The Candriam tagline

Investing for Tomorrow

Candriam's tagline defines our essence, scope and purpose. It is the promise of the brand and shows what we deliver to our clients. It's active, energetic and focused on our long-term vision.

Tone of voice.

Tone of voice.

Words reflect who we are

Words express our identity and the way we want to be seen. So, the words we choose are essential.

Language is a pillar of our identity.

For it to be strong, it must work across all media, adapt to our various audiences and be flexible enough to apply to different situations.

We are engaged, human, responsible, true, inventive, flexible and solid. Our writing must convey that personality so that people can feel and see it.



Narrative & messaging

The narrative is anchored in the present, while looking to the long-term future.

We want to actively LEAD CHANGE and enrich people and the planet.

Our brand speaks with the confidence of a leader, but focuses on a sense of teamwork, and the collective mindset which our customers, partners and service providers are invited to join.

Tone of voice pillars

How our language reflects our personality.



We are **Human**

- We speak directly, talking to the reader as 'you', 'your'.
- We're inclusive and respectful, speaking to everyone with equal consideration.
- We carry the voice of a whole team, so we say 'we' and 'our' to convey this solidarity.

We are **Convincing**

- We clearly express our strong convictions.
- We explain our viewpoint, approach and choices to convince our clients.
- We are positive and motivating, attracting interest with our headings and calls to action.

We are **Responsible**

- Our words show our ethical spirit and awareness of the common good.
- We believe everyone has a shared responsibility to enable the future of people and the planet.
- We support and defend the interests of our clients in their long-term development.



Tone of voice in action

While staying true to our three tone of voice pillars, we can adapt our style slightly to different situations.

For example, sometimes the human side will be most evident (in a client email), while sometimes, responsibility has the most emphasis (in a brand ad), or perhaps our conviction (in a whitepaper).





Human.

Do.



Where possible, we speak in the first-person plural, to represent the people behind our brand:

“At Candriam, we believe that investments should take the environment into account.”

“At Candriam, we support your investment choices in health care.”



We speak directly to our clients as if in conversation with them:

“Are you aiming to reduce your portfolio’s carbon footprint?”

“It depends what matters most to you.”

“We appreciate your opinion: let us know your questions and comments.”

Don't.



We are not salesy, pushy or too casual.

“Investments like this don’t come around very often.”

“This is an opportunity not to be missed.”

“Catch you soon on our social channels ;-)”



We are not jargon-filled and complex:

“We have the ability to replicate any Smart Beta index, regardless of the index supplier (MSCI, FTSE, ERI, scientific Beta ...)”

Convincing.

Do.

- ✓ **We explain our viewpoint and choices clearly and without ambiguity. Our communications have confidence and clarity.**

"We support, with conviction and transparency, companies that succeed through sustainable practices."

"The decrease makes sense."

- ✓ **We always explain our preferences and lines of reasoning.**

"This is the reason why our experts..."

"Because the success of a drug or a medical device doesn't depend on questions of taste or fashion."

Don't.

- ✗ **We are never arrogant.**

"As the number one in responsible investments."

"With results that make competing funds pale."

- ✗ **We don't shout things out with an exclamation mark.**

"The Eurozone has entered the expansion phase!"

"The future is now!"

Responsible.

Do



Our ESG approach shines through all our communications.

"Financial performance and environmental and social responsibility go hand in hand."



For us, finance is not an end in itself, but always at the service of higher issues.

"Enriching our clients far beyond finance."

"Investing for tomorrow."

Don't



We do not over-promise or minimise the importance of other issues.

"We are reversing climate change."

"No matter what the cost."



We do not think in the short term.

"The yield is immediate."

"In a three-month perspective."

Vocabulary

Because the words we choose show who we are, here's a list of words and phrases that sound like us:



Human

- "With you"
- "Supporting you"
- "Always listening"
- "Our team"
- "Client confidence"
- "A genuine connection"
- "All together"
- "Help our clients to make a positive impact"
- "The issues that matter most"
- "In the spirit of"
- "Many of us welcome"



Convincing

- "At Candriam, we believe that"
- "Our vision"
- "That's why"
- "The reason why"
- "Lead"
- "Build"
- "Make the choice"
- "Our commitments"
- "Strong values"
- "To drive change"
- "It is our belief"
- "In light of this research"
- "Weigh up the risk"



Responsible

- "Shaping the future"
- "Sustainable investment"
- "A long-term vision"
- "Responsible choices"
- "The challenges of tomorrow"
- "The betterment of society"
- "Energy transition"
- "Mitigating the effects of climate change"
- "The future of the planet"
- "Must all adapt to this new paradigm"

Final writing tips...

Candriam should usually be written in sentence case. This gives the brand humanity. While upper case tends to appear arrogant and loud, sentence case has a natural flow and reflects the language of conversation.

The only exceptions are in headings, or in our 'extended tagline':

CANDRIAM. INVESTING FOR TOMORROW.

This is because it needs weight in order to stand out.



The approach

Aim to inspire, enlighten, and share information.

Speak directly as if in conversation (you/ us/your/our/we).

Consider both financial and the ethical motivations.

Favour UK (British) English spelling

Candriam as a brand is never he or she.

Only we, us or it

Before writing, ask yourself...

Who is our audience?

What is the format / medium / wordcount?

What is the goal?

The tone: Human, Convincing, Responsible

The vocabulary

Our writing must be easy to understand.

Expert, but not full of jargon.

Everyday words where possible.

Read out loud to yourself

Does it sound natural?

Is the meaning clear?

Does it sound calm and rational?

Is it positive and inspiring?



Part two

Brand Guidelines.



The logo.

Presentation

The character of our brand is summed up in its logo.

It shows a balanced between a linear, straightforward approach, and the 'rosace' shape, which introduces fluidity and an opening up of the brand to the outside world.

Logo in use

The Candriam logo should be used mainly in its blue version on a white background.

The black version of the logo on a white background can be used if colours are not available.

The white logo on the blue background gives some flexibility if needed.

Please make sure you are using the exact colour references defined on pages 46 and 48.



Protection area and minimum size

A protection area should always be respected around the logo, whatever the background. An element of the logo (the 'rosace') has been chosen as a reference to objectively define this area.

To make sure the logo is readable and clearly visible, do not reduce its size beyond the minimum size defined below.

Protection area around the logo



Minimum size of use




The logo requires a minimum size.

Don'ts

These are examples of forbidden Candriam logotypes.

To protect the integrity of our brand, the logo rules must be respected and any alteration is forbidden.



Don't change proportion Don't change the font Don't use effects




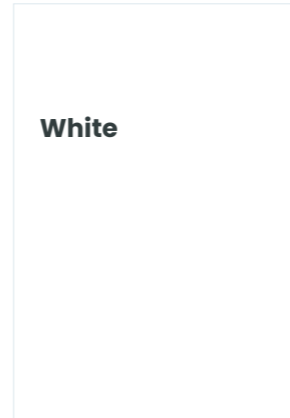
Don't change the colour Don't use on black background No rotations

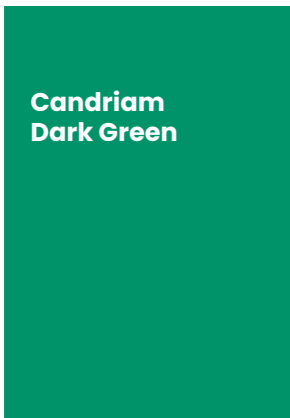



The colours.

Primary colour palette

This is the primary palette of our brand.

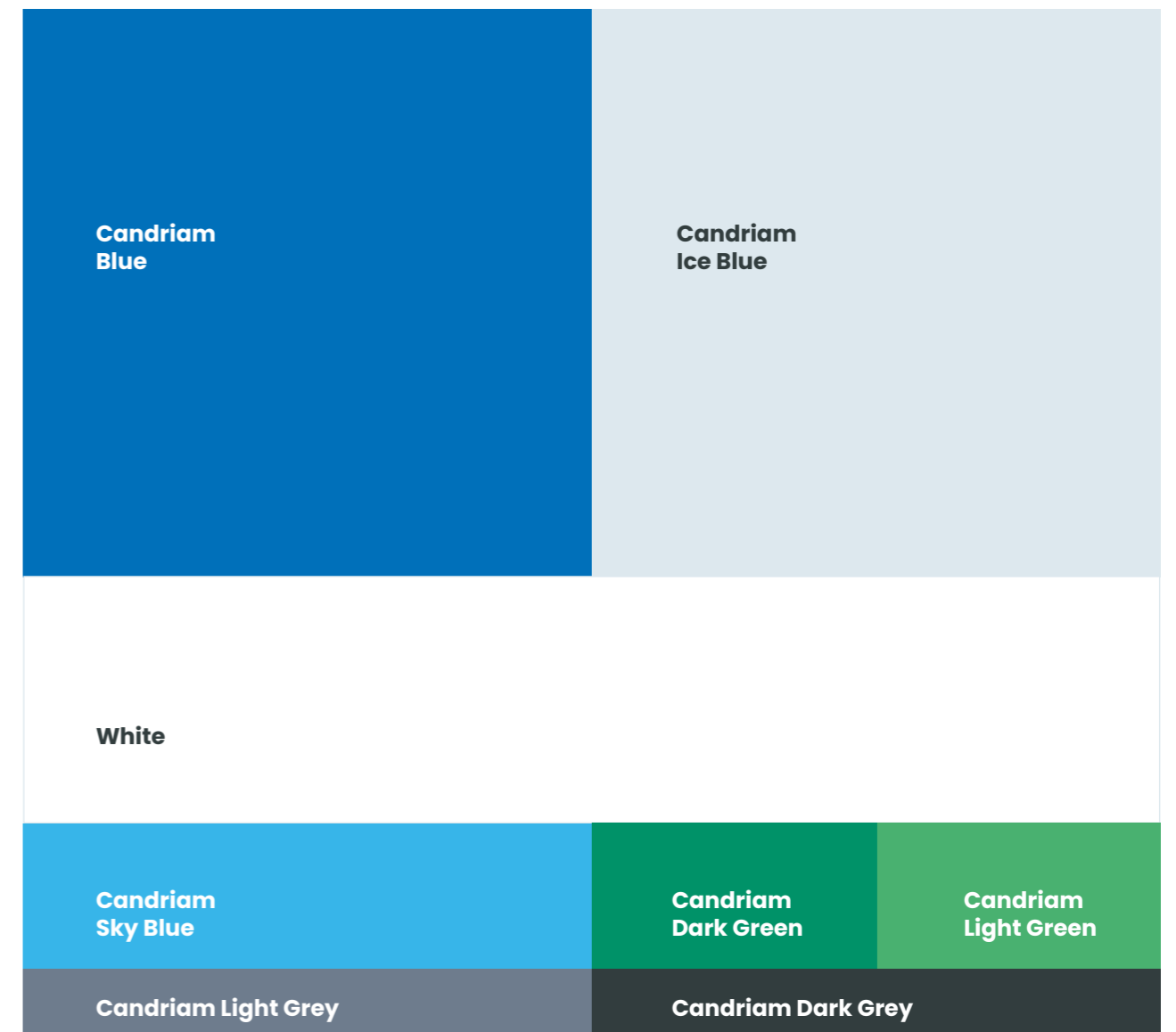
It's reassuring, calm, pure and serious. Ideal for our sector.

 <p>Candriam Blue</p>	 <p>Candriam Ice Blue</p>	 <p>Candriam Sky Blue</p>	 <p>White</p>
CMYK 100 / 44 / 0 / 0 RGB 0 113 186 HEX #0071BA PANTONE 660 C	CMYK 16 / 5 / 4 / 0 RGB 221 232 238 HEX #DDE8EE PANTONE 656 C	CMYK 68 / 7 / 0 / 0 RGB 36 184 241 HEX #24B8F1 PANTONE 298 C	CMYK 0 / 0 / 0 / 0 RGB 255 255 255 HEX #ffffff

 <p>Candriam Dark Green</p>	 <p>Candriam Light Green</p>	 <p>Candriam Dark Grey</p>	 <p>Candriam Light Grey</p>
CMYK 97 / 8 / 73 / 1 RGB 0 156 115 HEX #009c73 PANTONE 340 C	CMYK 70 / 0 / 70 / 0 RGB 50 198 110 HEX #32C66E PANTONE 2256 C	CMYK 75 / 60 / 60 / 50 RGB 50 61 62 HEX #323d3e PANTONE 447 C	CMYK 30 / 17 / 8 / 51 RGB 106 122 138 HEX #6a7a8a

Colour proportions

Aim for these proportions within the design. This does not have to be followed exactly, but it ensures that the blues are dominant, while the other colours support and highlight the content.



Charts & graphs

This is a secondary colour palette for charts & graphs only. These complementary colours can be used in addition to the primary colours, to add dynamism, vibrancy and contrast.

Additional colour palette for charts & graphs

Candriam Navy Blue	Candriam Dark Ice Blue	Candriam Blue Grey	Candriam Lavander Blue
CMYK 100 / 62 / 0 / 61 RGB 0, 38, 100 HEX #002664	CMYK 19 / 5 / 0 / 9 RGB 188, 219, 231 HEX #BCDBE7	CMYK 20 / 10 / 0 / 15 RGB 173, 194, 216 HEX #ADC2D8	CMYK 69 / 53 / 0 / 1 RGB 77, 118, 252 HEX #4D76FC

Order for charts creation

Charts with 1 Colours ●

Charts with 2 Colours ● ●

Charts with 3 Colours ● ● ●

Charts with 4 Colours ● ● ● ●

Charts with 5 Colours ● ● ● ● ●

Charts with 6 Colours ● ● ● ● ● ●

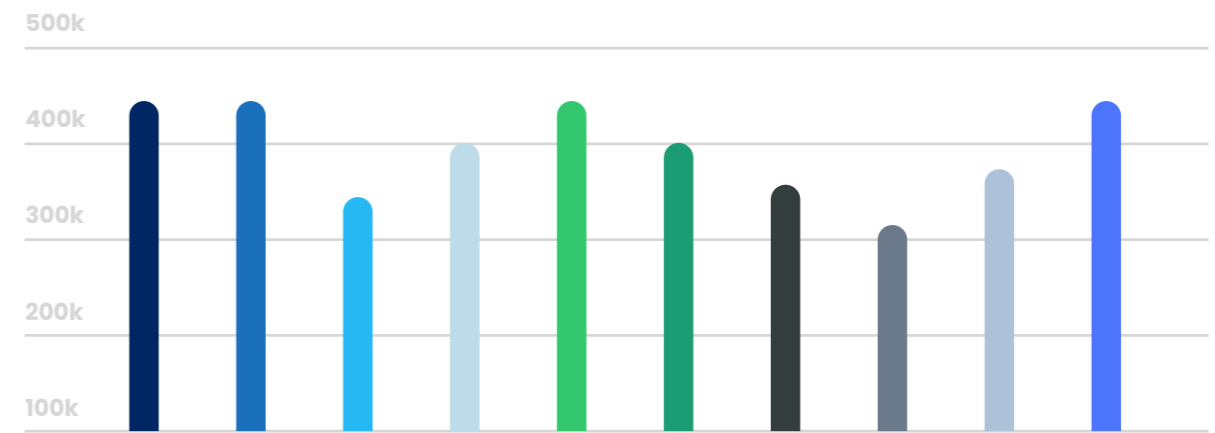
Charts with 7 Colours ● ● ● ● ● ● ●

Charts with 8 Colours ● ● ● ● ● ● ● ●

Charts with 9 Colours ● ● ● ● ● ● ● ● ●

Charts with 10 Colours ● ● ● ● ● ● ● ● ● ●

Some charts as examples



Additional colour palette for specific status & alerts

All done Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed	● #22B4AD RGB 34, 180, 173 ● #EEF5EE RGB 238, 245, 238
Generic information Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed	● #FDA10D RGB 253, 161, 13 ● #FCF6E7 RGB 252, 246, 231
Error/Forbidden Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed	● #ED4646 RGB 237, 70, 70 ● #FFEDED RGB 255, 237, 237



“Typography plays one of the most important roles in branding; it communicates most of the look and feel.”



The font.

Font for Graphic Design / Main Font

Typography plays one of the most important roles in branding; it communicates most of the look and feel.

Poppins is a modern font with a large number of styles to use in our communications.

Poppins Light

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

abcdefghijklm
nopqrstuvwxyz
1234567890

Poppins Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

**abcdefghijklm
nopqrstuvwxyz
1234567890**

Font hierarchy

Keep the choice of font as simple and clear as possible. Poppins Bold is our preference. We like it big, bold and straight to the point to reinforce the feeling of the solidity and security.

NB: Depending on the space and content, feel free to adapt font sizes, but aim to keep a feeling of space. It should look clear and minimalist, avoiding clutter.

Giant titles 126/138

Giant
Title.

Poppins bold Ice blue 30%

H1 heading 60/70

Hello.

Poppins bold

H2 heading 35/40

Welcome
to Candriam.

Poppins bold

Subtitles gray 18/25

I can be bigger
or smaller
depending on
the content and
space

Poppins bold

Subtitles bicolor

I can be bigger
or smaller
depending on
the content and
space

Poppins bold

Body 11/20 (optimised)

We aspire to be a leader in our industry, to continue to drive change, to innovate, and of course to grow. But critically, to do so by making **responsible** choices and taking decisions based on the facts of today, as well as the potential impact on tomorrow.

Poppins light + **bold**

NB: The type size and leading will depend on the general layout of the document. However, please be consistent and not do change it from one page to another.

Minimum Body Size (print) 8/14

We aspire to be a leader in our industry, to continue to drive change, to innovate, and of course to grow. But critically, to do so by making responsible choices and taking decisions based on the facts of today, as well as the potential impact on tomorrow.

Sources & Legal Text 6/8

We aspire to be a leader in our industry, to continue to drive change, to innovate, and of course to grow. But critically, to do so by making responsible choices and taking decisions based on the facts of today, as well as the potential impact on tomorrow.

Poppins light + **bold**

Alternative Font for Office

You want to make a classic Word, PowerPoint or other document? Don't have the official Poppins font?

No problem. You can apply all of these guidelines with Arial. Be careful, however, not to distort the font. Never use capitals except for footnotes and for the date (see cover and footer).

H1 heading 60/70

Hello.

Arial bold

H2 heading 35/40

Welcome to Candriam.

Arial bold

Subtitles grey

I can be bigger or smaller depending on the content and space

Arial bold

Subtitles bicolour

I can be bigger or smaller depending on the content and space

Arial bold

The blue dot

We can use a blue dot as a motif in our typography. This is suitable only for main titles or H1 headings. It gives rhythm, a sense of conviction and incorporates Candriam Dark blue. Use it sparingly for maximum effect.

Don't use it on the cover.

Body 11/20

We aspire to be a leader in our industry, to continue to drive change, to innovate, and of course to grow. But critically, to do so by making responsible choices and taking decisions based on the facts of today, as well as the potential impact on tomorrow.

Arial Regular + bold

Sources & Legal Text 6/8

We aspire to be a leader in our industry, to continue to drive change, to innovate, and of course to grow. But critically, to do so by making responsible choices and taking decisions based on the facts of today, as well as the potential impact on tomorrow.

Arial + bold



The shapes.

Harmonious shapes

Shapes are a key part of our visual identity. They help to support content and add delicate touches of natural elements and textures. The aim is to combine colours, tints and shapes into one group.

Each composition should have balance and be pleasing to the eye.

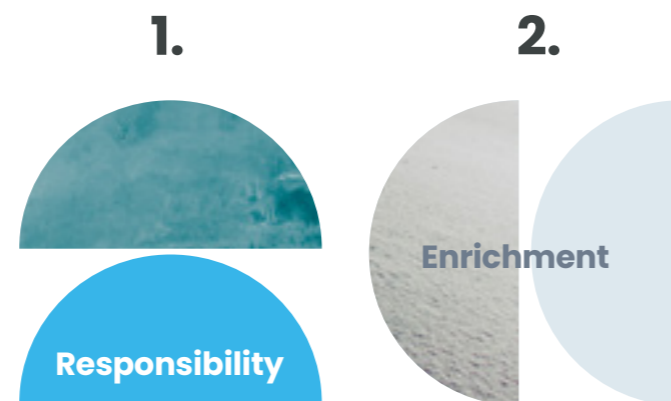
Pebble frame

This 'pebble' image frame should be used with the flat side at the edge of the page, either on the left or on the right.



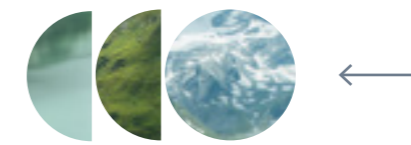
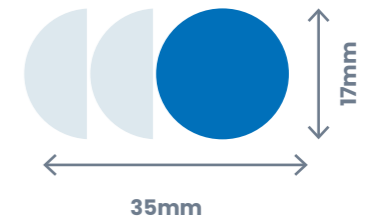
Double moon

This 'double moon' graphic can be used to dress a page, with or without a keyword. It can be filled with a textured image or a flat colour.

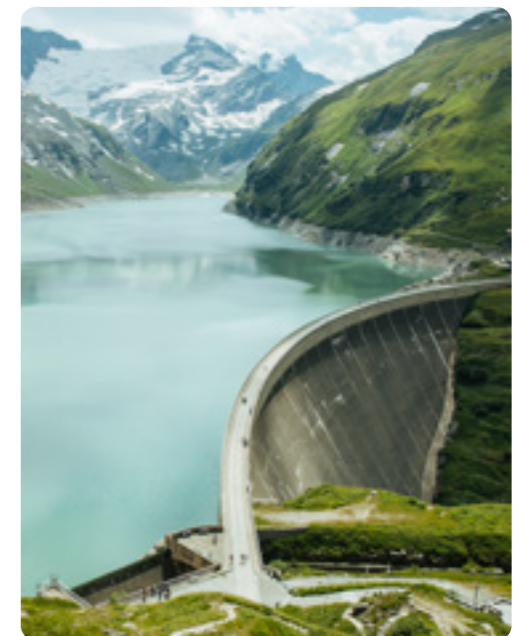


Triple moon

This 'triple moon' graphic can be used to add structure to a page or a full-page image. Either use it with flat colour or repeat the image from the cover. It must recreate the natural elements of the image.



Water, earth and rock.



Frame

Information is framed, highlighted by a shape.



40mm

Eclipse

This motif can be used to adorn a page, no more than once per file. Choose a suitable photograph and respect the measurements. This shape should not be used excessively.



88mm

Circular image

Shape for a photographic image. Can be placed anywhere or at the end of a page.



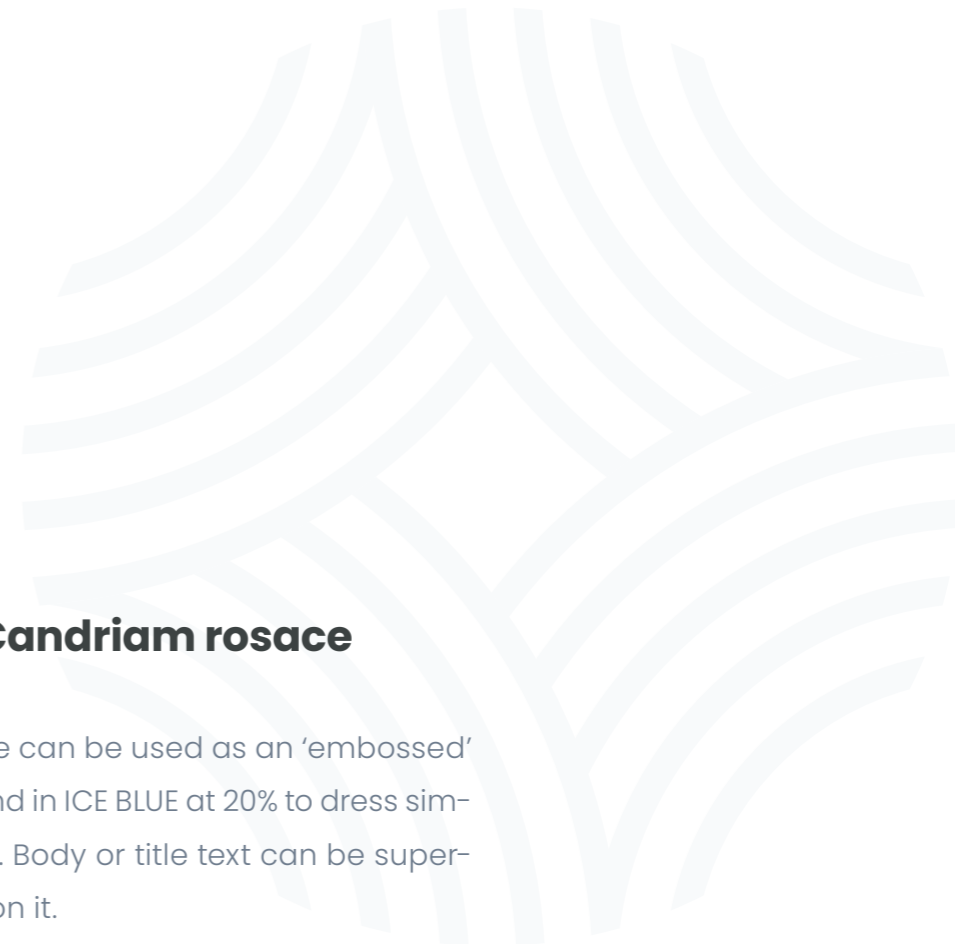
Candriam rosace

It can be used on its own as a visual motif, for example, on a plain page or overlaid on an image as seen on page 23.



Giant Candriam rosace

The rosace can be used as an 'embossed' background in ICE BLUE at 20% to dress simple pages. Body or title text can be superimposed on it.



124mm

The photography.

01
Business

03
Nature

05
Economy

07
Health

09
Shapes

11
Cities

02
Lifestyle

04
Nature in trouble

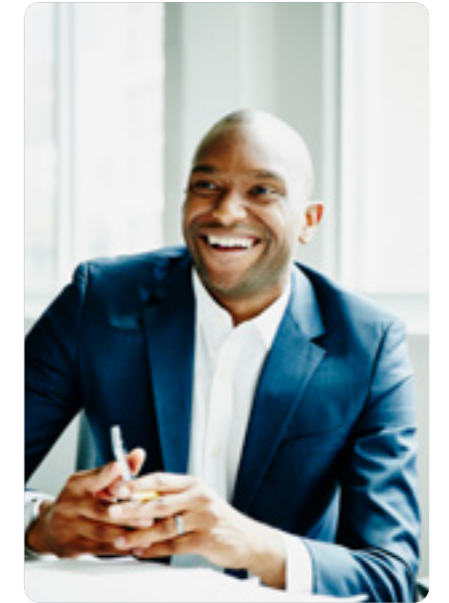
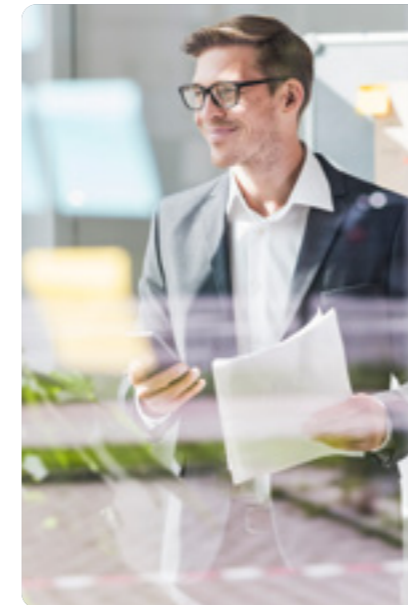
06
Sustainability

08
Textures

10
Technology

01 Business

Do



Don't



02 Lifestyle

Do

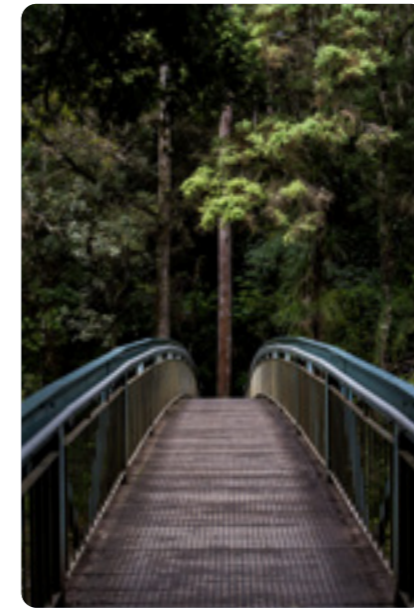
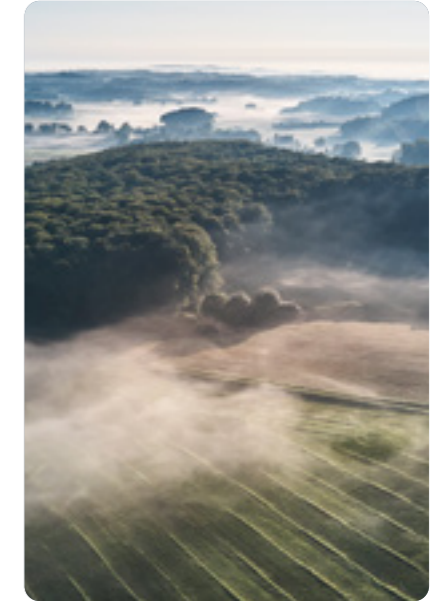


Don't



03 Nature

Do



Don't

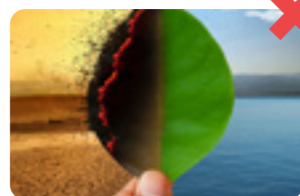


04 Nature in trouble

Do

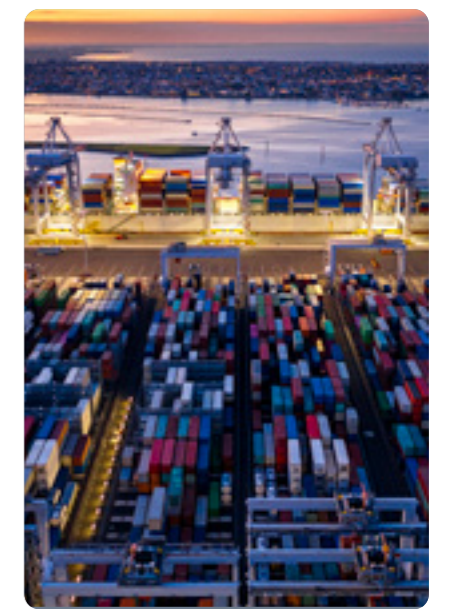
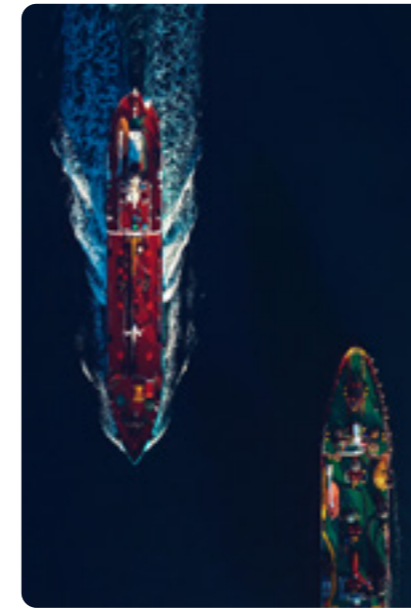


Don't



05 Economy

Do



Don't



06 Sustainability

Do

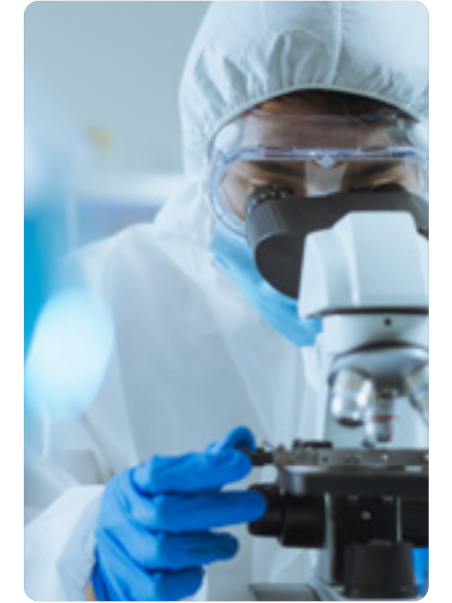


Don't



07 Health

Do

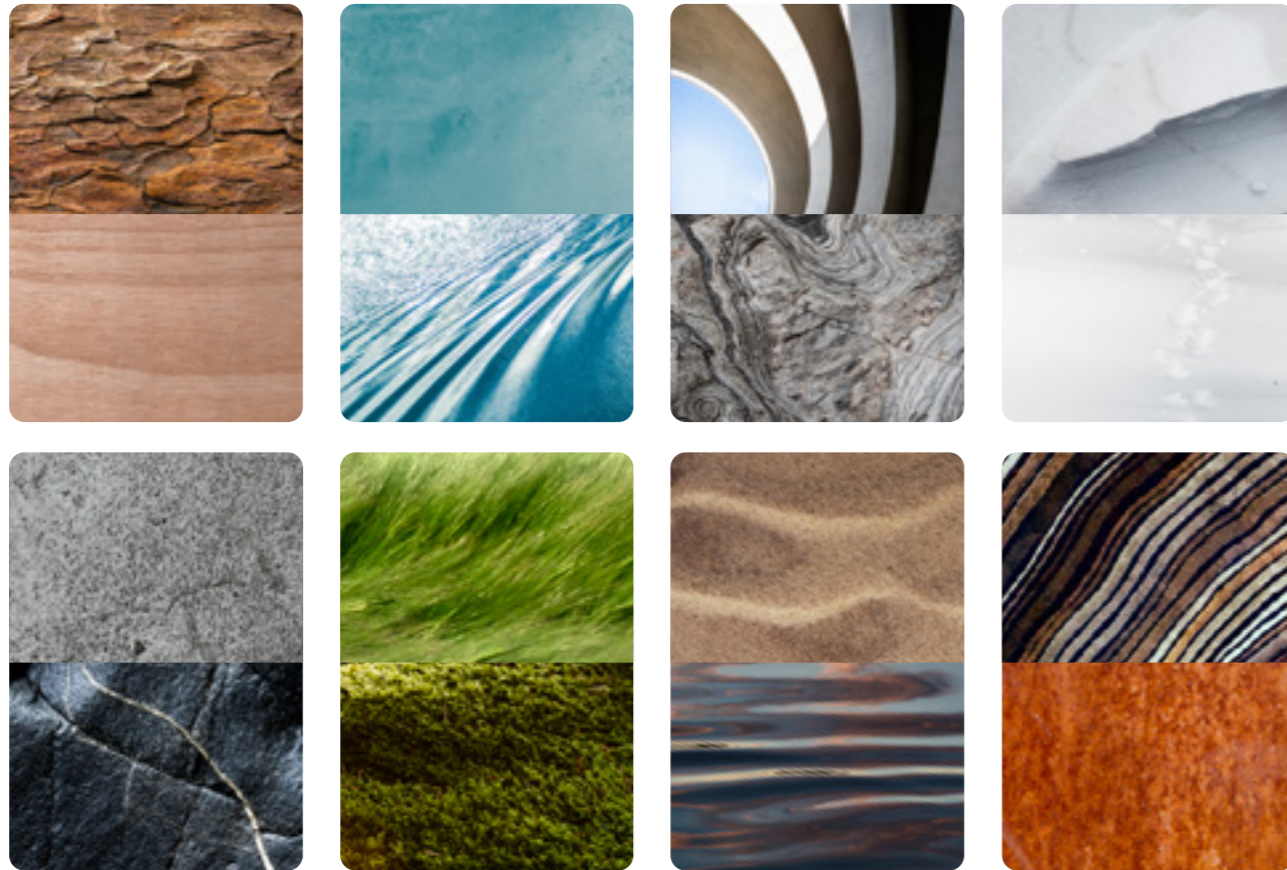


Don't



08 Textures

Do



NB: Only use beautiful, natural textures that make sense within the context. You can use it within a shape so that it is subtle. See the applications within this document.

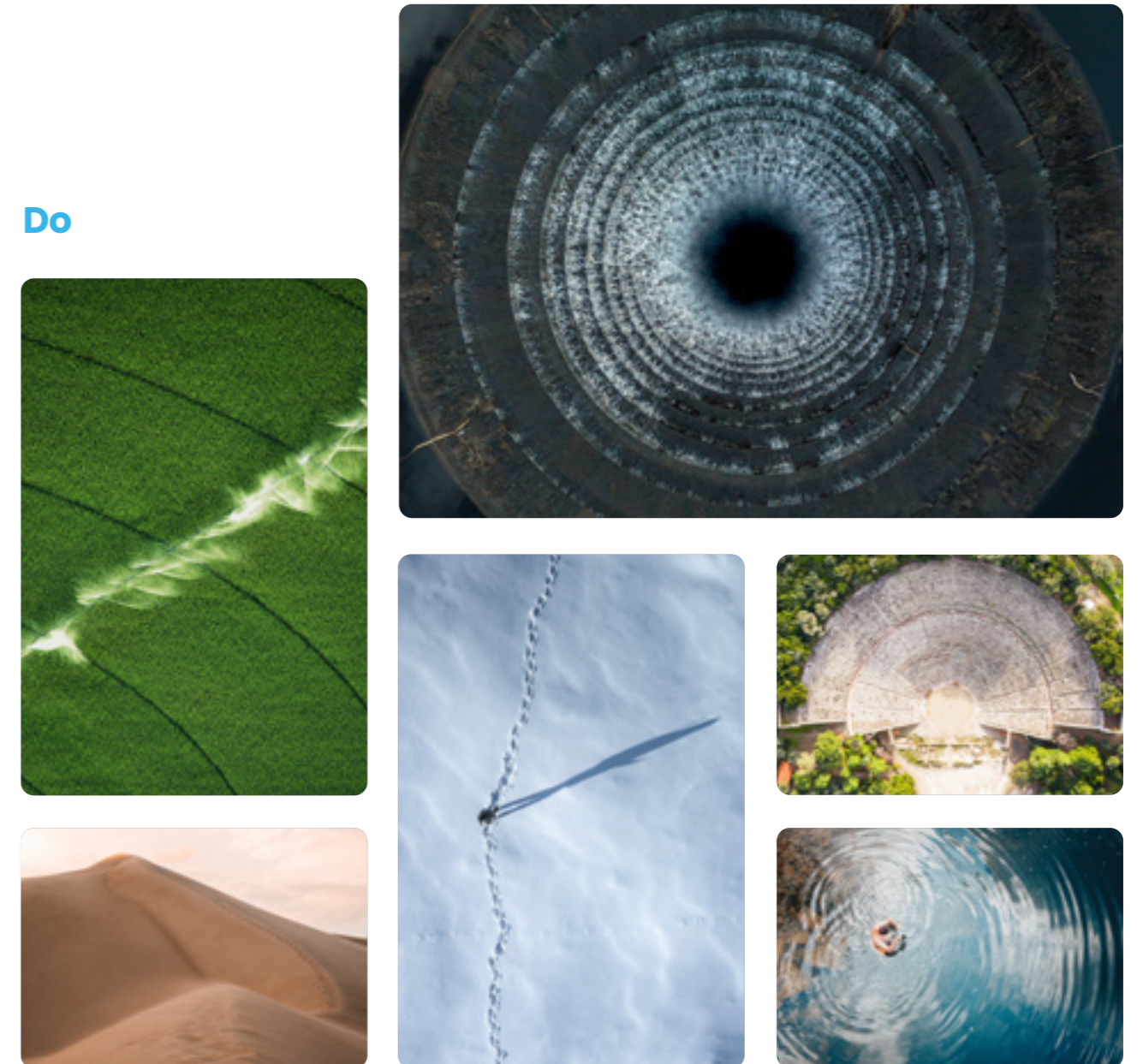
They should not look stylised.

Don't



09 Shapes

Do

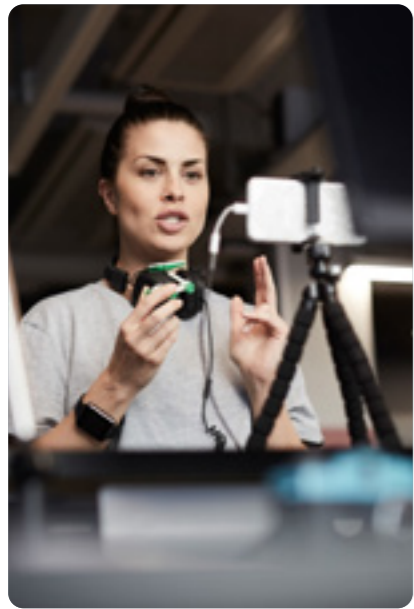


Don't



10 Technology

Do



Don't



11 Cities

Do













Don't



The cover & backcover

When choosing a cover image, aim to fulfill at least 4-5 of these criteria. This will ensure we portray the values of Candriam in our imagery. Note: the subject (focal point) should be on the right of the image, as in the examples below:

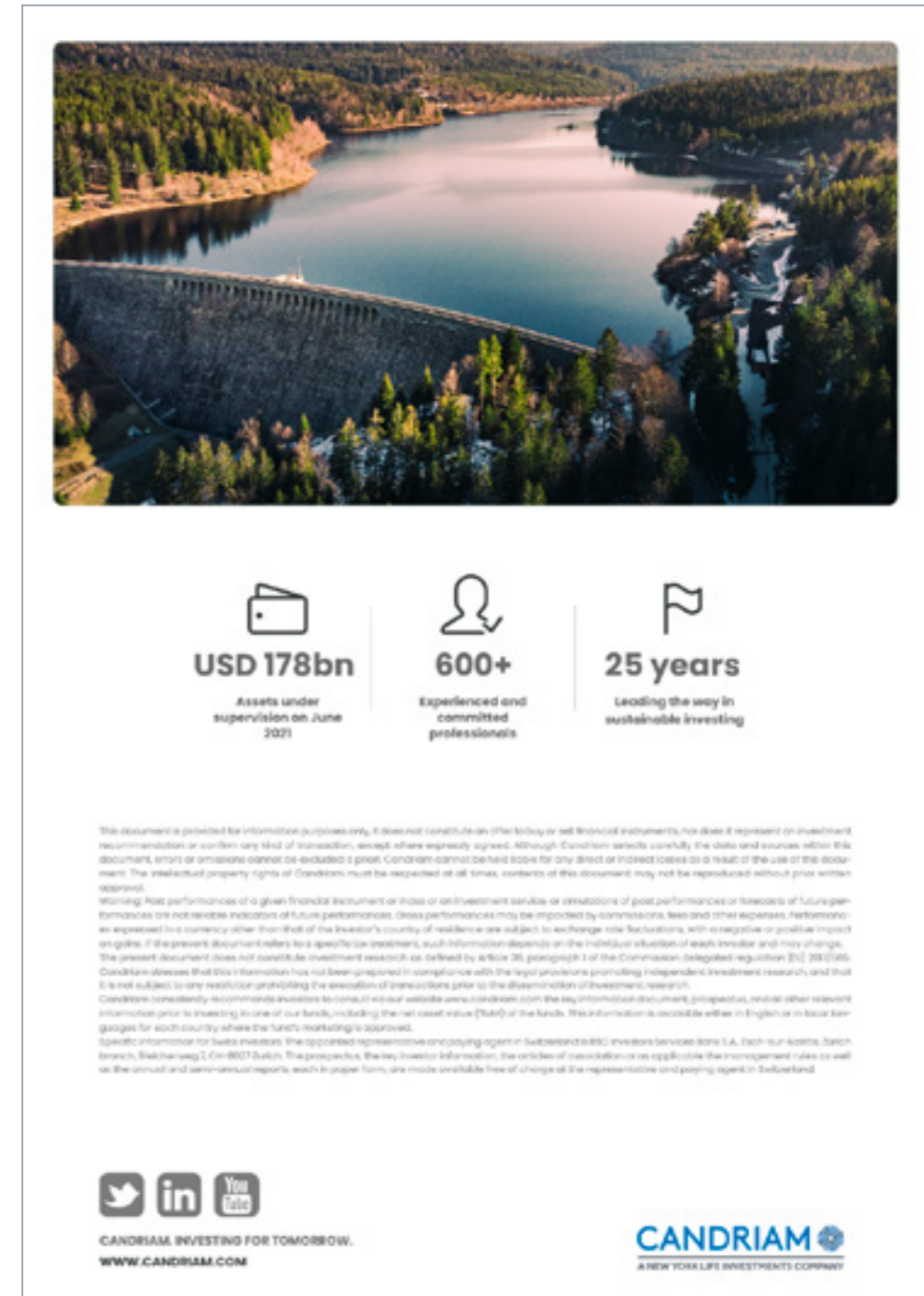
	<ul style="list-style-type: none"> ● Engaged ● Human ● Responsible ● True ● Inventive ● Flexible & Solid ● Aesthetic 		<ul style="list-style-type: none"> ● Engaged ● Human ● Responsible ● True ● Inventive ● Flexible & Solid ● Aesthetic
	<ul style="list-style-type: none"> ● Engaged ● Human ● Responsible ● True ● Inventive ● Flexible & Solid ● Aesthetic 		<ul style="list-style-type: none"> ● Engaged ● Human ● Responsible ● True ● Inventive ● Flexible & Solid ● Aesthetic
	<ul style="list-style-type: none"> ● Engaged ● Human ● Responsible ● True ● Inventive ● Flexible & Solid ● Aesthetic 		<ul style="list-style-type: none"> ● Engaged ● Human ● Responsible ● True ● Inventive ● Flexible & Solid ● Aesthetic

The cover grid

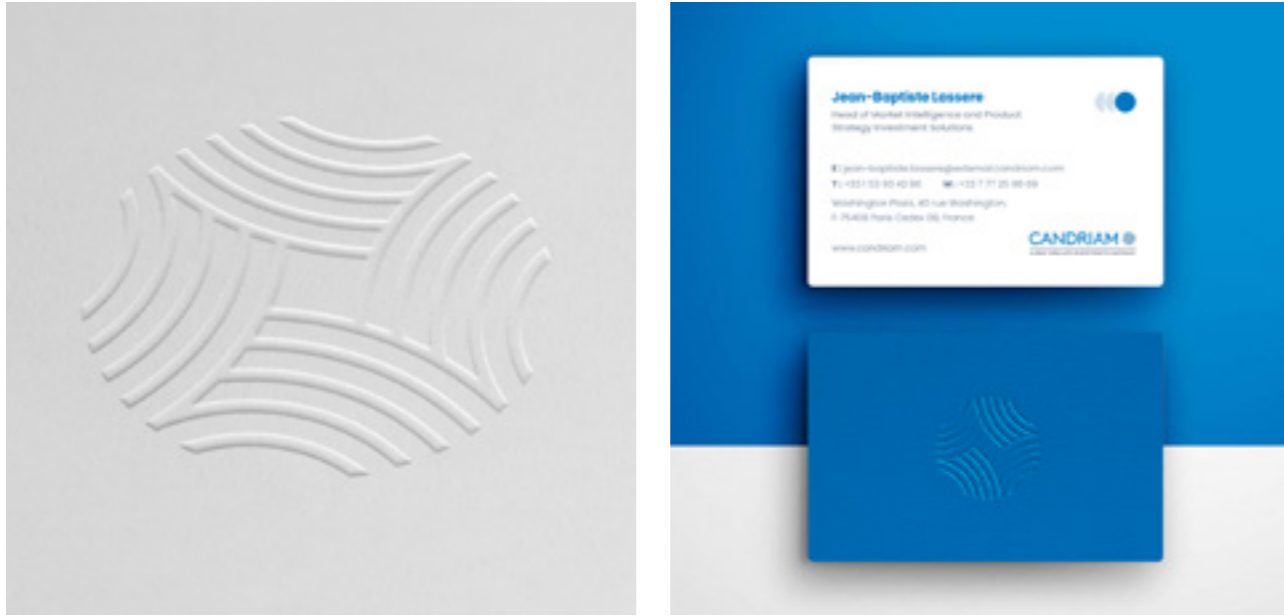


The backcover grid

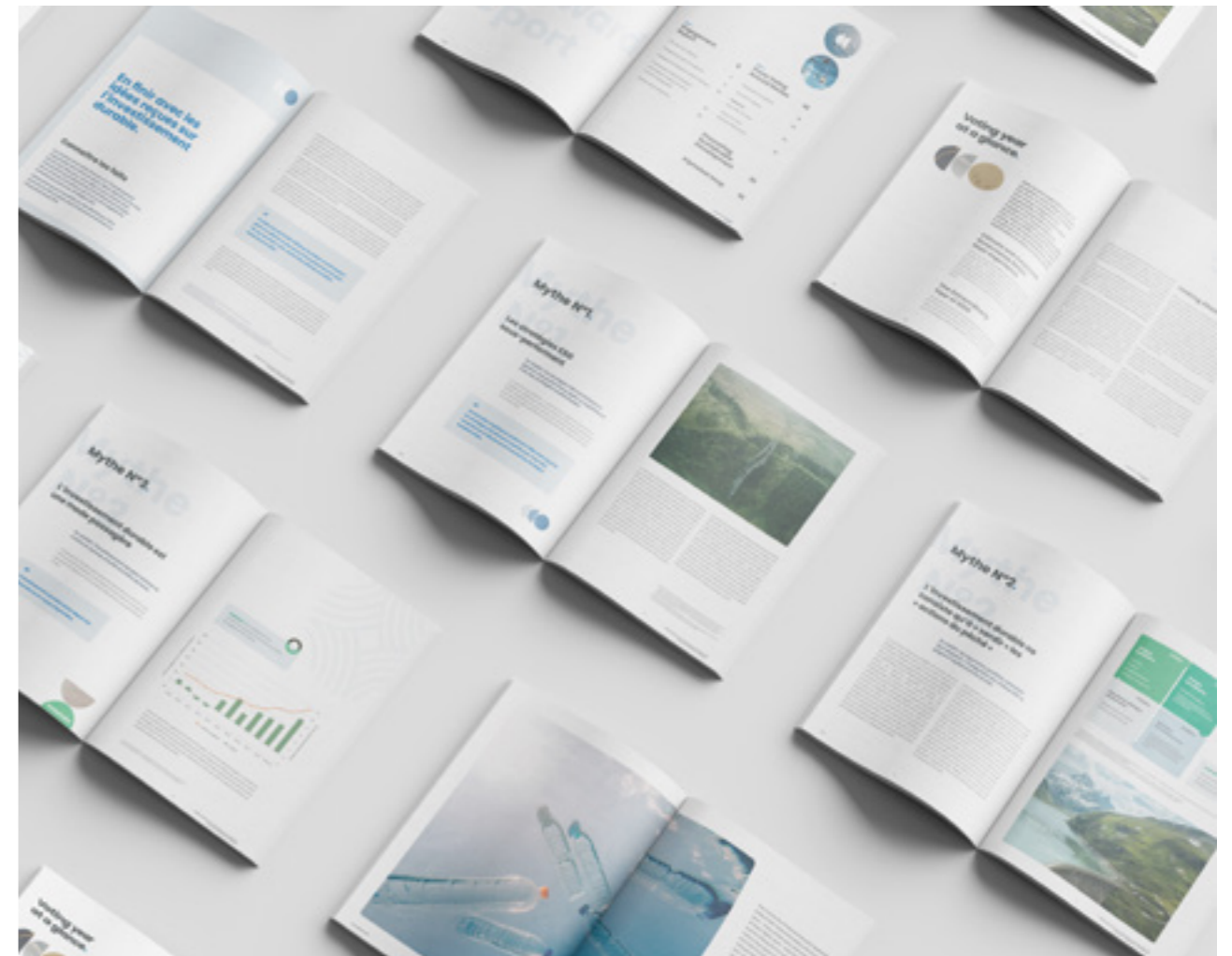


Design examples.

Business cards

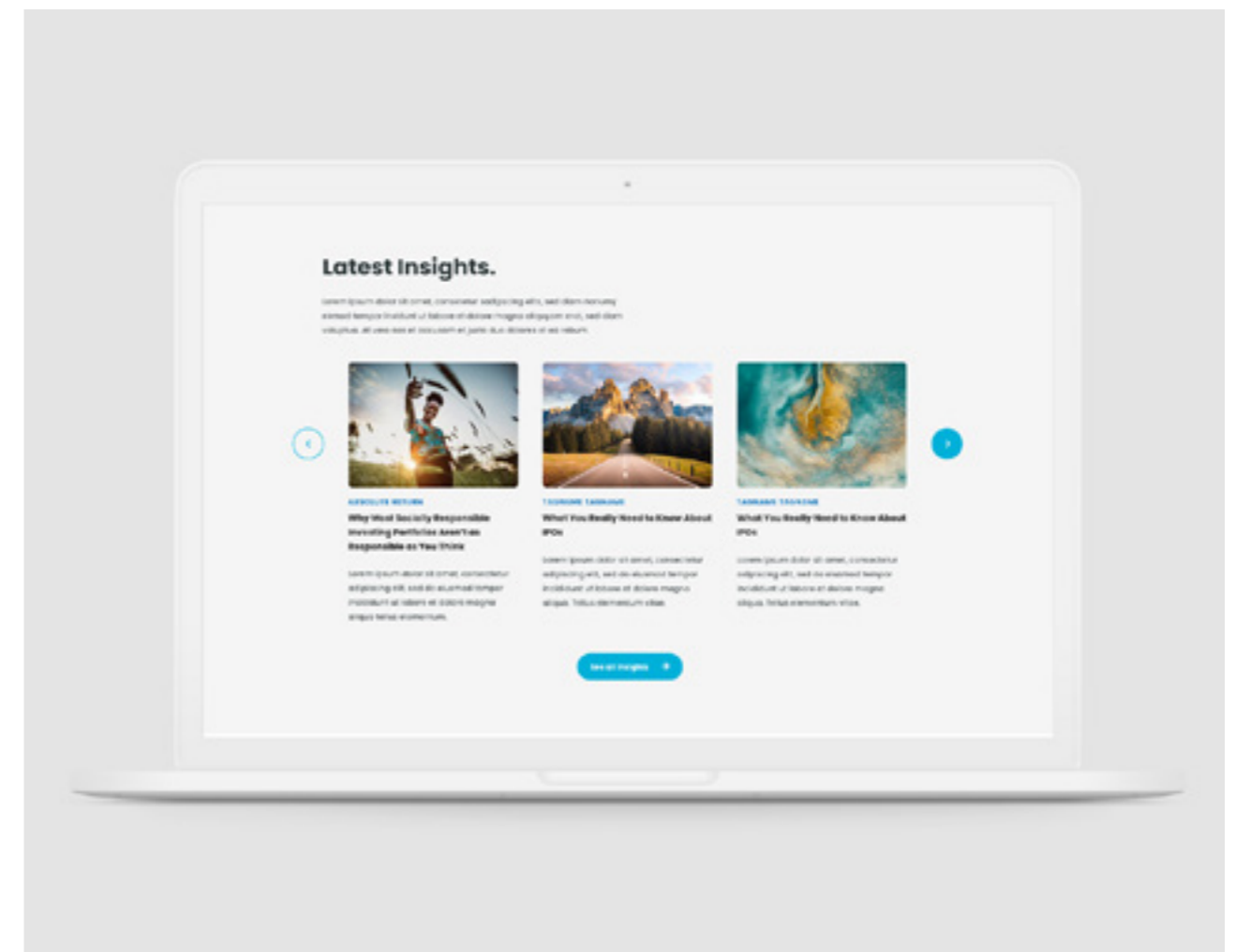
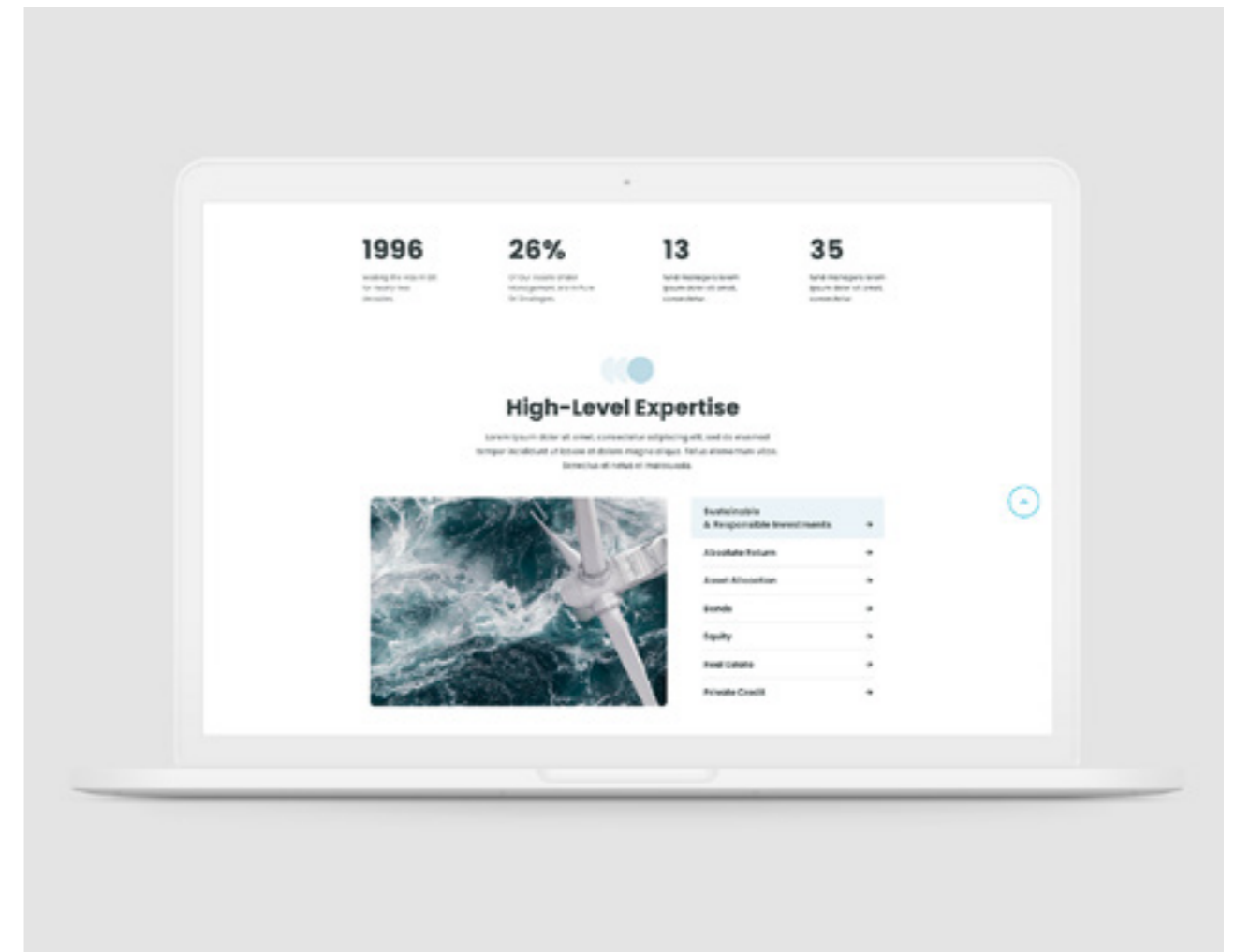
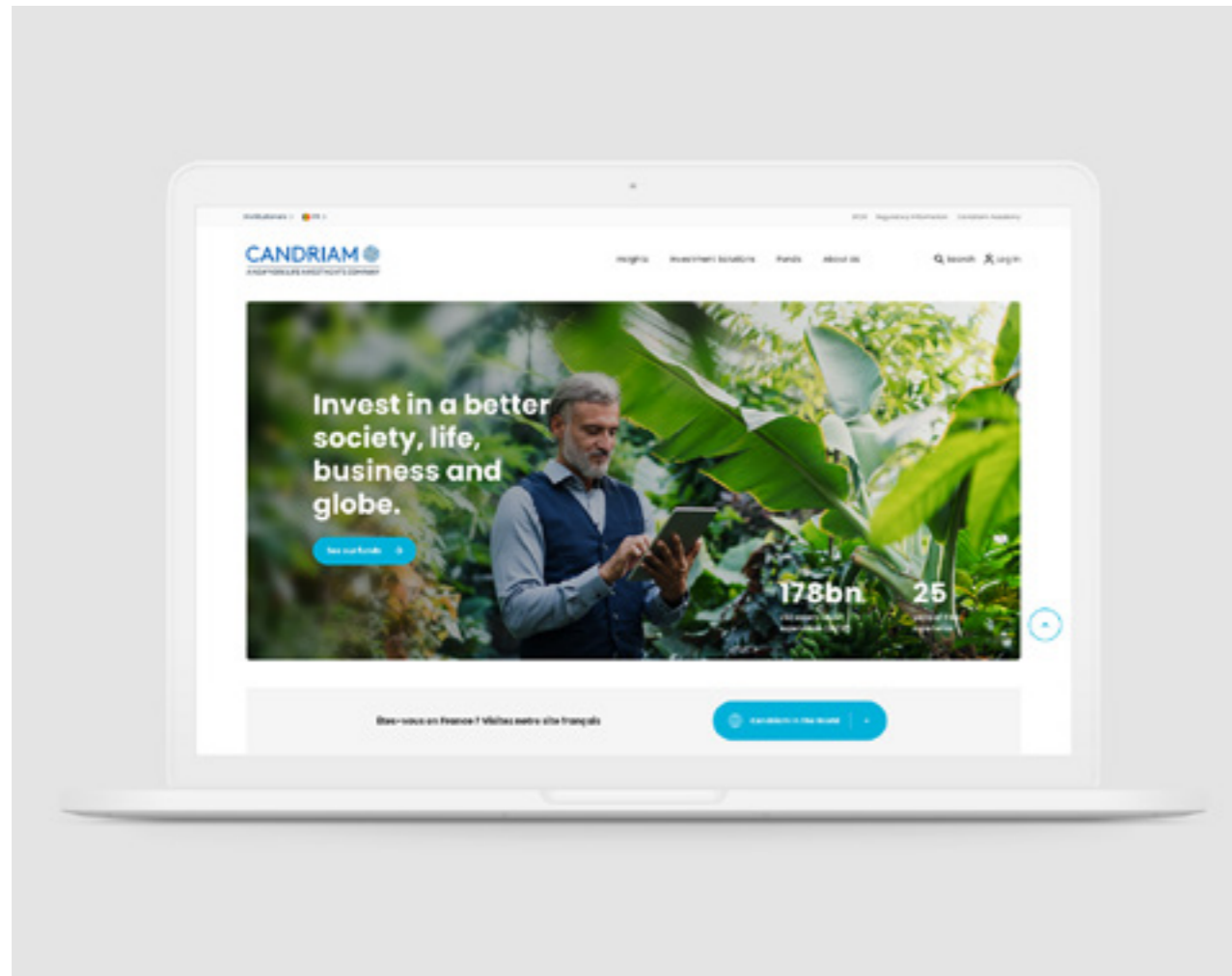


Brochure



Design examples.

Web page





Thank you.

We hope you are inspired to
communicate with our audiences
with strength and consistency.





USD 148bn

Assets under supervision on December 2022



600+

Experienced and committed professionals



+25 years

Leading the way in sustainable investing



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