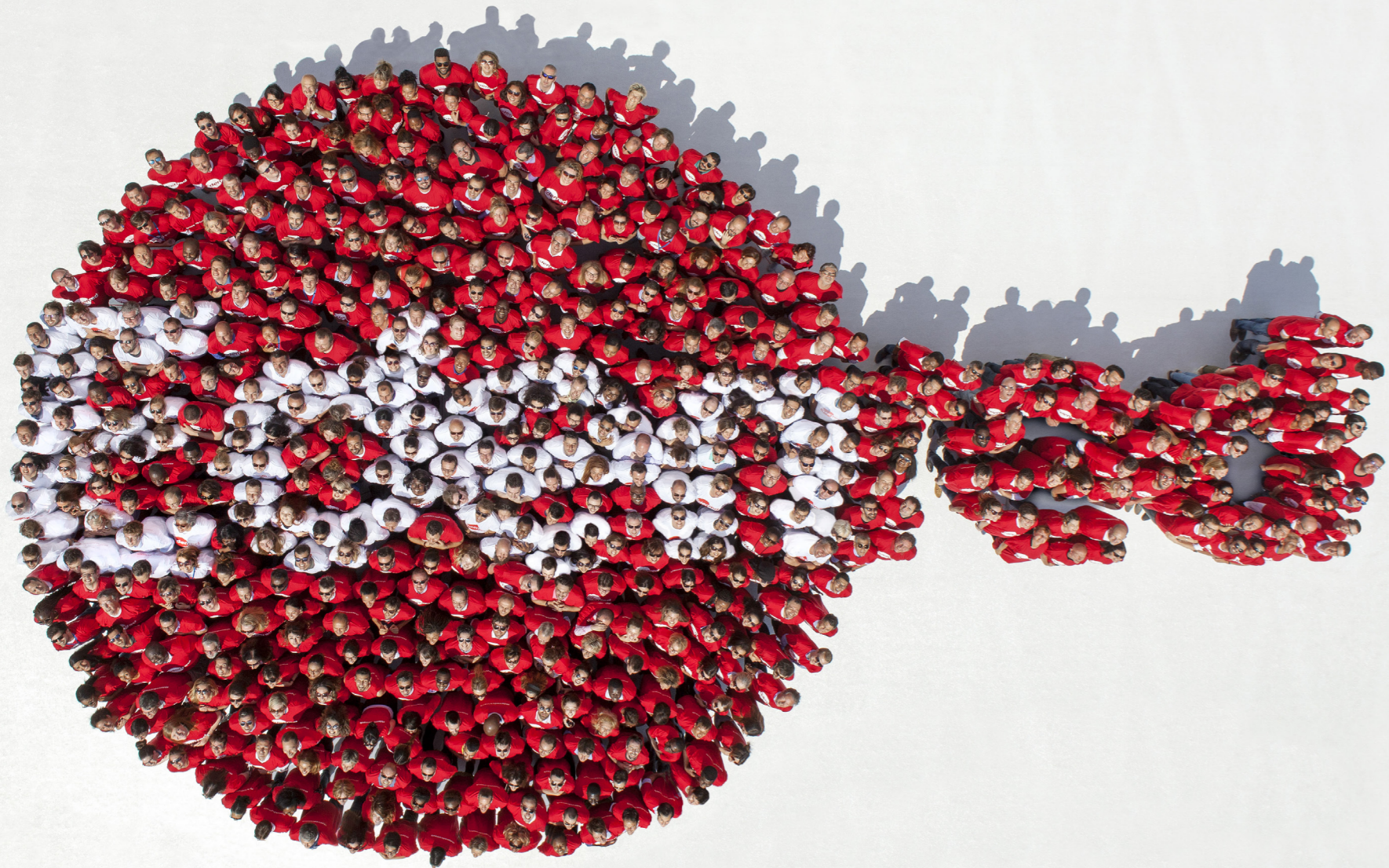




# THE BIG RED BOOK

OR EVERYTHING ABOUT  
THE EDENRED BRAND



# Hello, we're **Edenred!**

Come on, you have probably come across us already.  
(Or maybe not. But that's okay, we love to meet new people.)  
Anyway, you might like to find out more about who we were  
then and who we are now; about the way we look and the  
way we talk.

**So let's get going!**

## THIS IS US 6

Red ball  
Name  
Edenred creation  
Edenred rebranding  
Purpose  
Values  
Positioning  
Ambition

## THE PLAYBOOK 22

Visual identity  
Logo  
Typography  
Colors  
Shapes  
Iconography

## STRICTLY BUSINESS 36

Stakeholders  
Tone of voice  
Brand architecture  
Products & Services

## SHOW-TIME 52

Advertising campaign France  
Advertising campaign Mexico  
Sailing sponsoring  
Gallery of everything

# THIS IS US

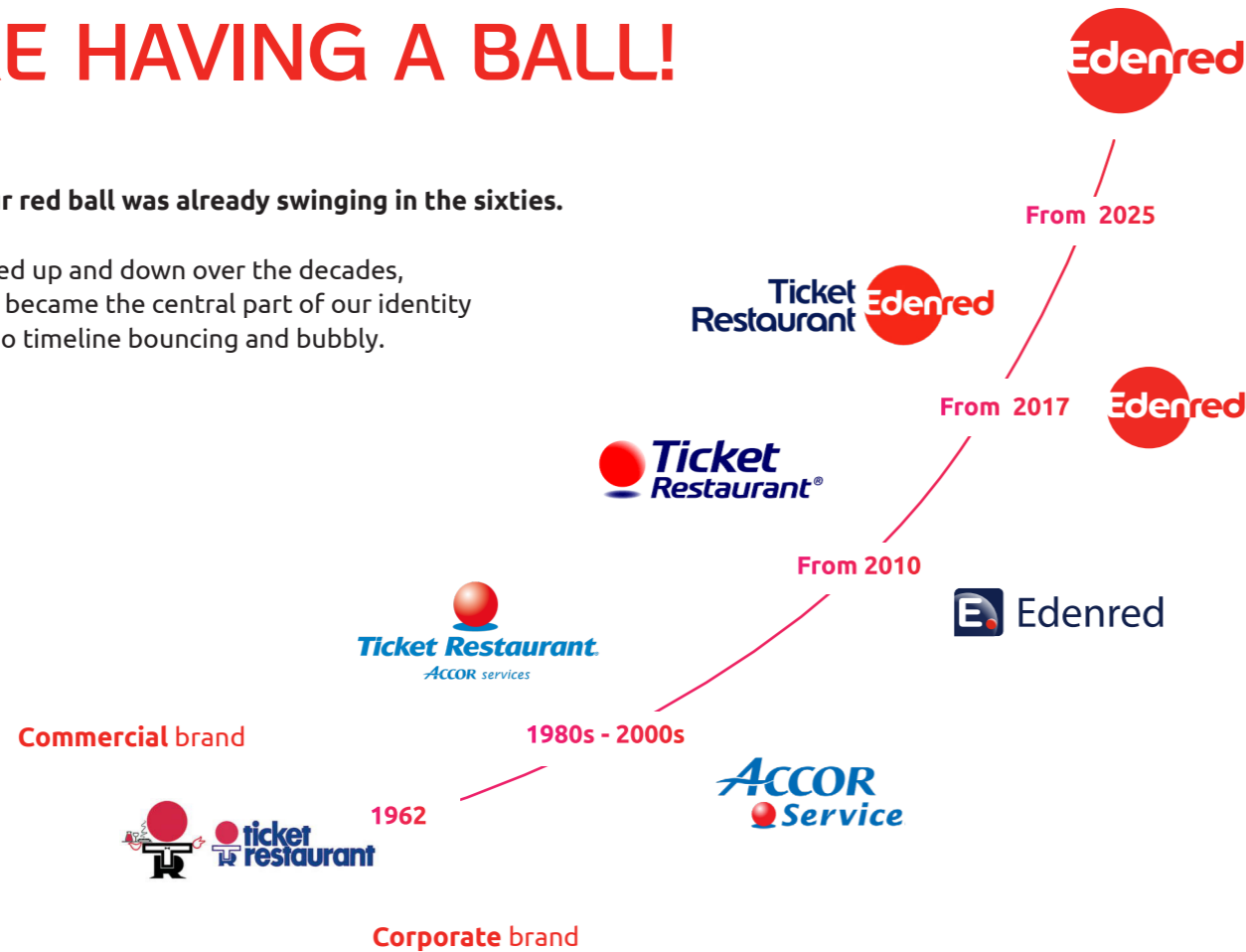
It's not so much that we *like* talking about ourselves, but we usually know it better.



# WE'RE HAVING A BALL!

Guess what? Our red ball was already swinging in the sixties.

It may have moved up and down over the decades, but it eventually became the central part of our identity – making our logo timeline bouncing and bubbly.



# THERE'S A COLORFUL STORY BEHIND OUR NAME

Mix a note of our French roots, a touch of Hispanic spice, a hint of heaven and there you go!

EDENRED

↓ ↓ ↓ ↓

**E** for *Entreprendre*  
That's French for "moving forward" or "starting a business".

**D** for *Différemment*  
"Differently", because we're like no one else!

**EN** for *Ensemble*  
On your own, you go faster; "together" we go further, and that's exactly where we intend to go.

**RED:** Beyond our flagship color, it's Spanish for "Network".

↓

**EDEN:** We're about well-being. Should we say more?

Now, try pronouncing it: /ɛdɛnrɛd/  
It's not that hard, is it?

## REMEMBER 2010?

*La Roja* scoops the football World Cup; the launch of Instagram revolutionizes the world of photo apps; European airspace closes after the eruption of the Eyjafjallajökull volcano (you still can't say it, right?).

And on **July 2**, following the separation from the Accor Group, **the Edenred brand was born**. This very day, while Edenred was listed for the first time on the Paris Stock Exchange, giant red balls started popping up next to city landmarks of **40 Edenred countries** – in France, Argentina, South Africa, Italy, Taiwan, Bulgaria, Spain, South Korea or Chile. Talk about an iconic birth!





## 2017: A BRAND NEW BRAND

For Edenred, it was more than a seven-year itch. It was the moment we realized it was about time to stand up, be ourselves and speak up. This major rebranding ignited an unstoppable process that led to the coolest brand there is today: ours.

To us, this 360° rebranding felt more like a second birth. Not only did it bring a new logo, but also a fully redefined visual identity, serving the new course we set for our brand architecture and positioning. **Our aim: moving gradually from a business-to-business company (yawn!) to a business-to-consumer one (yay!).**

And yes, that also meant putting our beloved unique brand before the 350 product brands that existed back then. Quite a challenge to tidy such a mess, right?

And guess what? We didn't know it was impossible, so we did it!



# ENRICH CONNECTIONS. FOR GOOD.

## This page has a purpose (literally)

**Enrich connections. For good.** Four words to sum up what we want to bring to the world through our solutions: long-lasting and meaningful connections. Our purpose is our North Star: it shines out and shows us the way.

If a picture is worth 1,000 words, then a video is worth so much more. Watch our manifesto and you might feel the same thrill that we get each time we do.

**That's 1'55 you won't regret.**



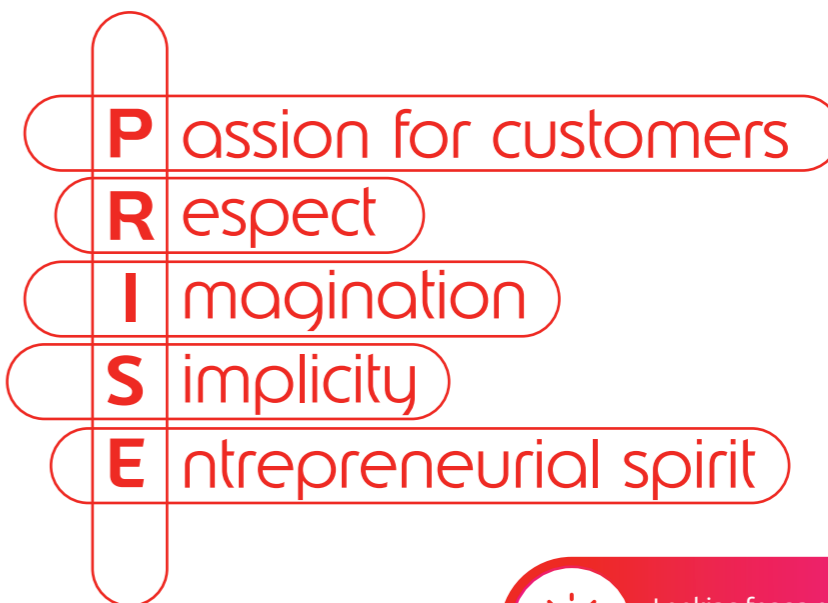


## THE COMPANY WE KEEP

You could say that the pulse of our brand resonates with the heartbeats of all Edenred people.

So, what's in this Dream Team vibe?

From day one, we go by core values of : **Passion for customers, Respect, Imagination, Simplicity and Entrepreneurial spirit.**



Looking for an easy way to memorize our values?  
The PRISE acronym is exactly what you need.

## IN A LEAGUE OF OUR OWN

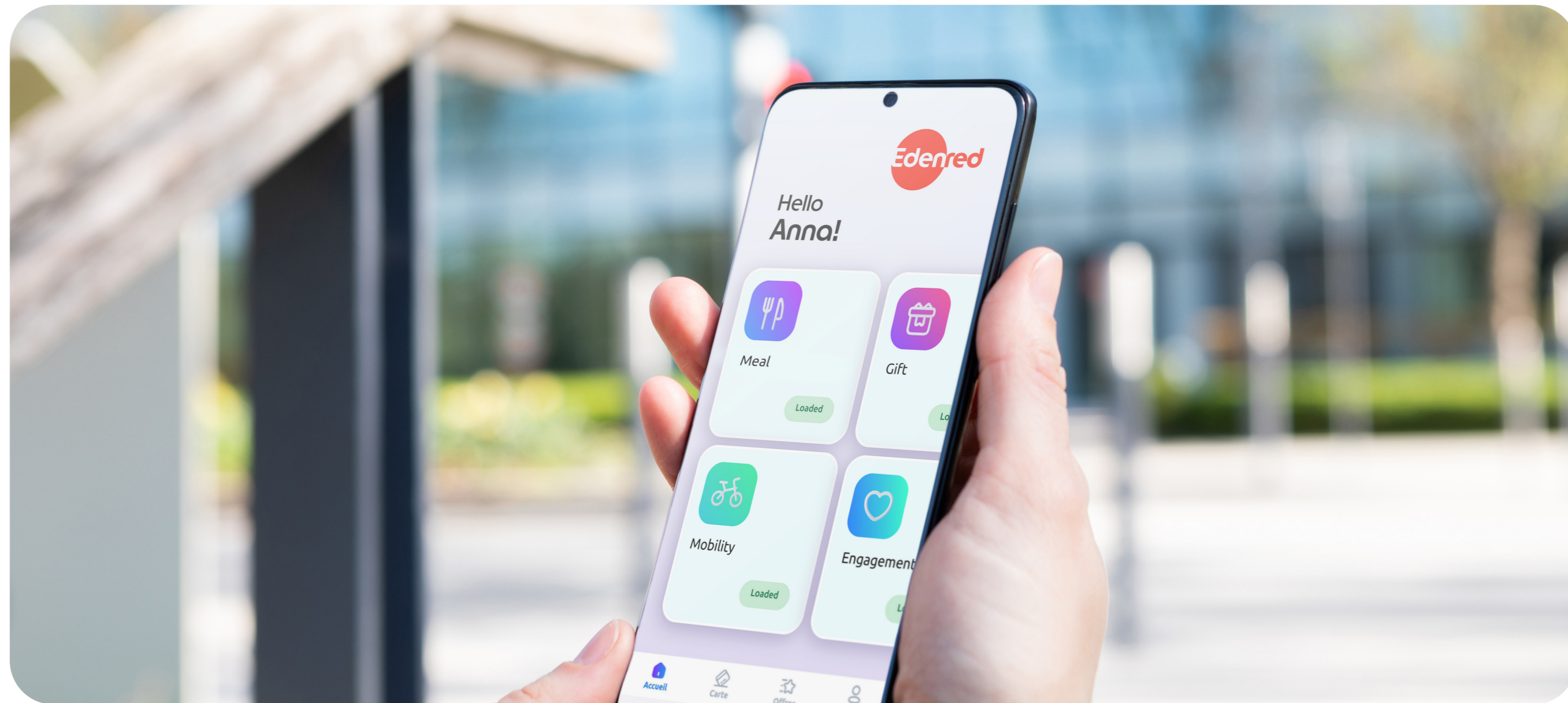
Edenred isn't just another player in the benefits and mobility space. We're the benchmark everyone else measures against.

As **market leader**, we've earned the trust of millions by doing what we do best: **supporting purchasing power, enhancing well-being, and making life smoother for professionals on the move.**

As a brand, we have to demonstrate our audience what we do in the most convincing way.

We combine innovation and tech with a cool, approachable spirit, proof that a leader doesn't have to be rigid. We don't need to boast or minimize the competition; **we simply let our solutions, our users' smiles, and our results do the talking.**

After all, we know exactly why we're number one, and so does everyone else.





# EDENRED IS A LOVE BRAND

## FROM "WHO?" TO "WOW!"

Being number one is great, but being *loved?*  
That's the real thing.

Despite millions of people using our solutions daily, many still don't know who's behind the refreshing daily lifts that make their work and life more enjoyable.

And you can't love a brand if you don't know its name.

Our mission is to change that by connecting Edenred to the feeling our users already know so well: the little thrill of treating yourself, guilt-free. We're one of the rare brands that lets people enjoy life's good things without feeling like they're spending money.

To become a **true love brand**, we must show our users that we understand them: their habits, their timing, their emotions. Because when we speak their language and share their smiles, that's when Edenred stops being just a logo... and starts feeling like a friend.

# THE PLAY-BOOK

Like all teams in the major leagues, we want to play by the rules. Especially when it comes to our brand identity.



# EDENRED'S 4 ELEMENTS

Picture these 4 brand assets as Edenred's Fantastic Four.

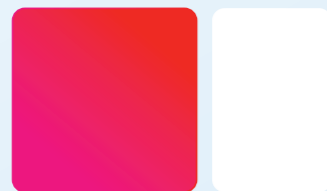
Every single one of them is powerful, but when combined, they form an invincible visual identity. So make sure to include them all in your creations and you will make any branded material stronger and instantly recognizable.

1. **Edenred**  
Logo



2. **Hello & welcome**  
Edenred font

3. **Colors**



4. **Shapes**





## DON'T GO LOW WITH OUR LOGO

Our logo is a perfect summary of Edenred's identity, bringing together our name, shape, color and typeface.

We designed it to be iconic and instantly recognizable. It's a major asset to build and boost our brand awareness.

We love it so much that we confess we might sometimes be overprotective.

### BE A KEEPER TO OUR LOGO

**Keep it red** – obviously. We're not called Edenblue, right?

**Keep the sun shining through "Eden"** – it does sound like a biblical command, but it's rather a friendly reminder that the first four letters of our logo are always transparent. *Always.*



**Hungry for details?**  
Check our graphic guidelines

## ARE YOU FOND OF FONTS?

Have you ever seen this font type used by someone else? We hope not! It was designed especially for us. We own it and treasure it as **one of our most important identity assets**.

Train your eye and you will always spot it in our most important graphic designs: our logo, first. Big titles with huge visual impact, too. But only communications and design teams are entitled to use it in content creation.

### EDENRED

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 . , ; : ? !

Edenred → Edenred → Edenred

BIG TITLE

## Title is written in Edenred

### Subtitle is written in Ubuntu

Edenred est suggestus digitalis servitii et praestationum quae in mundo operis in cottidie laborandi sustinet. lungitur in 44 terris, plus quam 60 miliones utentium ad plus quam 2 decies centena millia socium mercatorum per 1 miliones clientium negotiatorum.

Edenred offert solutiones solutiones pro certis usibus pro cibo (sicut adstipulatores prandium), operarius pugna (sicut chartarum doni et rostra spontanea), mobilitatem (ut solutiones multi-energiae, inclusa electricis investio, sustentatio, vectigal et officia raeda), necnon praestationes profesionales (sicut card virtualis).

Body copy is in Ubuntu.

SMALL TEXT

### UBUNTU

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 . , ; : ? !

Ubuntu is a Google font. It offers great balance with round and large Edenred as it is slightly more condensed. **You should use it for ordinary text.**

### APTOS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 . , ; : ? !

The vast majority of Edenred people will never need to use more than **one font** for their everyday tasks (Outlook, Word and PowerPoint). **And that font is Aptos.**

## RED

RGB 247 39 23  
 CMYK 0 96 100 0  
 HEX #F72717  
 PMS 485C  
 RAL 3026

## SHOWING OUR TRUE COLORS

As for wine, people tend to prefer red or white. As for our brand, we choose both.

**Red and white are our flagship colors,** which create an atmosphere that makes us feel immediately at home.

## WHITE

RGB 255 255 255  
 CMYK 0 0 0 0  
 HEX #FFFFFF

## VIBRANT RED

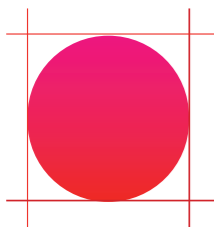
Nowadays, a monochromic approach can seem too radical and slightly outdated. We therefore designed the well-named “vibrant red” (i.e. red to pink gradient), which brings a more digital and bolder vibe to our material. Let’s put it this way: vibrant red has increasingly become our “new” red!

RGB 247 39 23  
 CMYK 0 96 100 0  
 HEX #F72717

RGB 255 0 125  
 CMYK 0 96 15 0  
 HEX #FF007D

## YOU BETTER SHAPE UP!

You may find only two core shapes in our toybox but they open up an almost infinite universe of possibilities, creating a family resemblance in every Edenred material, without running around in circles.



### The Circle

This is the core of Edenred's DNA. It is obviously reminiscent of our famous **red ball**.



### The Ribbon\*

Stretch the Circle and you get the Ribbon! It can be used in all directions: horizontally, vertically and diagonally. You can even zoom it in (so only one tip appears on your design) or zoom it out (to create thin lines).

*\* Kindly don't call it "Capsule" or "Sausage".*



# GET THE PICTURE?

## Edenred is about authenticity.

Whenever possible, we choose to depict real situations to present our products and processes in the most natural way. And we want so much our photographs and videos to embody what Edenred is about that we shoot them ourselves, turning our Edenred people into models for a day.

We especially don't want to pretend we work and live in a image bank. That's not the real world, right?

Start with browsing our **Brand Center** for inspiration. There's a fair chance that you will even find just what you need.



*Gaëtane plays a customer in a retail outlet*



*Marie is a very engaged employee in her company*



*Théo is a merchant in a restaurant*



*Chloé & Eloise play the roles of HR decision-makers*



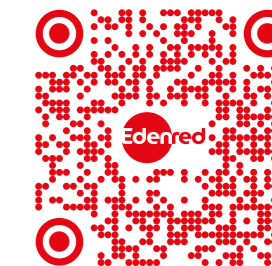
*Pedro is a utility vehicle driver*



*Cécile is a waitress in a coffee shop*



*Yamada-san and Mouri-san are very happy customers in a restaurant*



Find hundreds of photos in our Brand Center

# STRICTLY BUSINESS

There's a lot of who we are in what we do.  
Turn the page to find out.





## CLOSING THE CIRCLE

We are now a B2B2C (business-to-business-to-consumer) brand.

### What does that mean?

In a nutshell, we now speak equally to every link of the chain: companies, shop owners and end-users. Between all of them, we create strong bonds and operate smooth transactions.

To all of them, we want to inspire trust and a feeling of closeness. And for that, we need to know and understand them inside out.

So forget about the Lord of the Rings and the Godfather: **meet the Edenred trilogy.**



**1 million +**  
corporate clients

Over **1 million corporate clients** purchase Edenred solutions on behalf of their employees and beneficiaries, in **44 countries.**



**60 million +**  
users

Users receive the Edenred solution, often charged with a specific credit. Our digital payment platform then ensures that this sum is used according to the legal regulations (e.g.: the credit is only for buying food on a working day). More than **60 million people** thus have Edenred in their wallets. That's close to the population of Italy.



**2 million +**  
partner merchants

The transactions can be made only within our **network of partner merchants**: you know them by the Edenred sticker on their shop windows. Restaurants, retailers, service stations, e-commerce platforms... There are over **2 million** of them, probably including the shop around the corner you like so much.

## SPEAKING IN OUR OWN VOICE

You don't talk the same way to your neighbor, your banker and your mom, right? And yet, you are still the one talking.

Well, it goes the same way for us. We discuss a lot of different topics with a lot of different people. And whoever we're talking to, we strive to stay true to ourselves.

This posture should never change, as it perfectly aligns with our purpose:  
**Enrich connections. For good.**

CLIENTS  
PARTNERS  
USERS  
SHAREHOLDERS  
CANDIDATES  
EMPLOYEES  
PUBLIC AUTHORITIES  
MEDIA

**We'll never look down on anyone:** remember, passion for our customers and respect are our first two core values.

**Our trade is to maximize simplicity in a complex world.**  
We'd use the simplest words even to describe challenging concepts, and illustrate them with everyday situations everybody can relate to.

**We're friendly,** but not awkwardly familiar.

To build closeness and trust, **a little humor doesn't hurt.**



By the way, have you spotted the clues above?  
*Neighbor, mom, maximize, humor:* we use **US English**.

# BUILT TO LAST

As we like to say, "it all started with a small piece of paper."

Sure, everyone knows Ticket Restaurant: it's practically a noun in the French dictionary. But while that slice of our story is iconic, it's also just that: a slice. And having awareness isn't the same as having the right image.

Today, we're the **leading digital platform for corporate services across benefits, mobility, and B2B payments**; a global brand that simplifies daily life and empowers people at work. Smart, innovative, international, and undeniably digital. And while "Ticket Restaurant" may bring nostalgia, Edenred brings the future way beyond the lunch table.

**So think of our brand architecture as a well-organized family reunion:** everyone's got their own personality, but they all proudly wear the same badge.

Whatever the country, whatever the solution, whatever the market, **our masterbrand, Edenred, always comes first.**

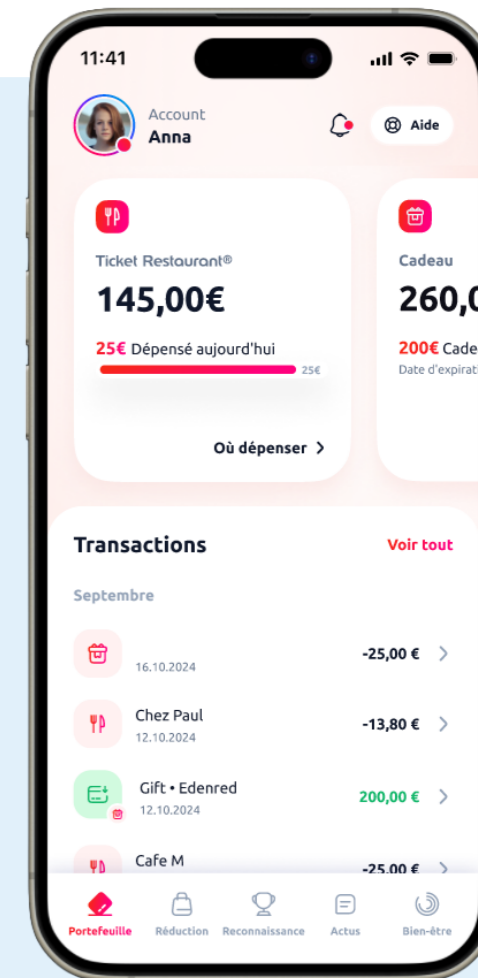
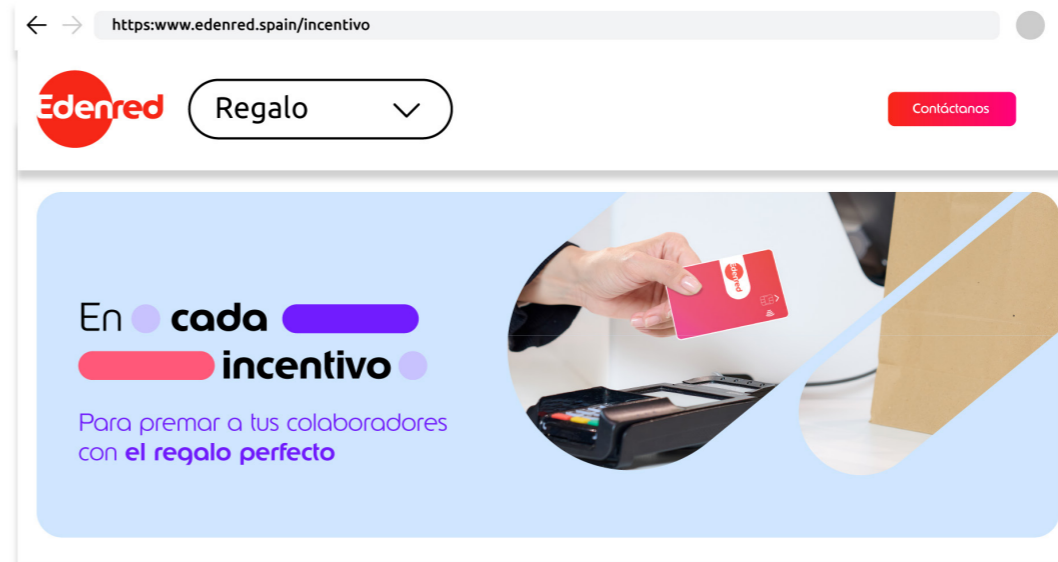
Then comes the name of the solution, for descriptive purposes. This name can of course be translated in local languages.

In short, all our products now go by **the Edenred brand, and no other.**

ONE  
BRAND



PRODUCT NAME

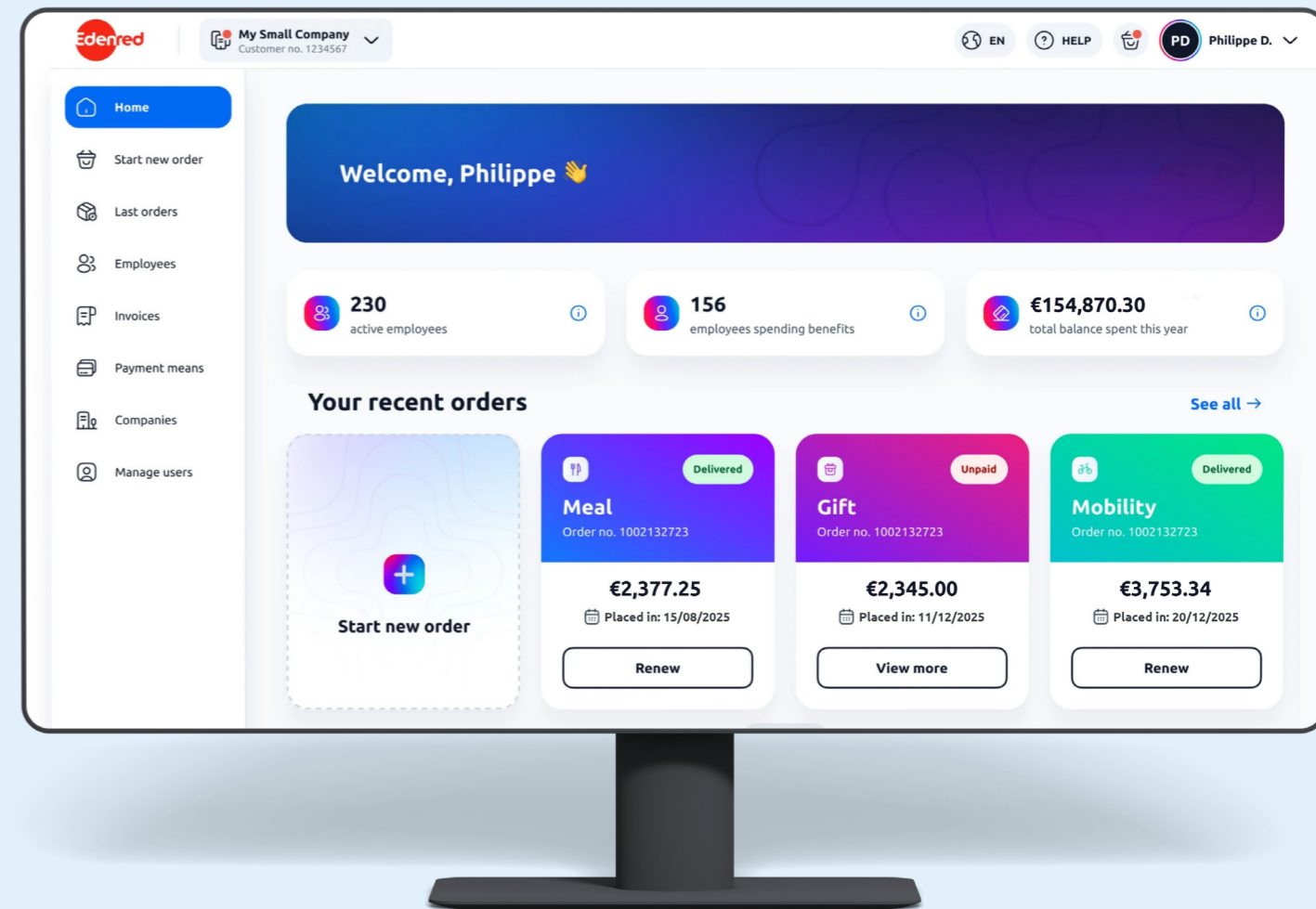


# FROM US TO YOU

So what do we do for a living?

Well, it would be simpler to illustrate if we were selling socks, bicycle tires or can openers. But concretely, our solutions around the world take mostly the form of **apps, online platforms and cards**. And we pay particular attention to ensuring that they embody the essence of our brand, whatever the market.

Surely it's time to introduce our **3 Business Lines**.



POWERING UP YOUR JOIE DE VIVRE

# BENEFITS & ENGAGEMENT

With our various employee benefits and engagement platforms, we make Mondays a little tastier and commuting a lot less grim. Our solutions boost employees' everyday lives and help companies take care of their people; because happy teams create a real difference (especially after a great lunch).

Don't get mistaken, **we're the world leader in that field.**



- MEAL & FOOD
- COMMUTING
- GIFT
- SAVINGS & DISCOUNTS
- CHILDCARE
- SPORT & CULTURE
- REWARDS & RECOGNITION
- HEALTH SERVICES
- WELLBEING
- EMPLOYEE COMMUNICATION



A RELIABLE, SUSTAINABLE & EFFICIENT JOURNEY COMPANION

# MOBILITY

Energy cards? E-mobility? Toll management? Maintenance? Expense tracking? We have them all.

We take the mess out of mobility so businesses can drive efficiency without the traffic jams. Whether it's a company car or a whole fleet of utility vehicles, our tools help our clients go further, faster, greener, and without mysterious fuel receipts.



- FUEL / ALTERNATIVE FUEL
- EV CHARGING
- VAT REFUND SERVICES
- PARK & WASH
- FLEET MAINTENANCE
- FREIGHT PAYMENT
- TOLL
- FLEET MANAGEMENT



PAYING (WITH OUR) COMPLIMENTS

# PAYMENT SOLUTIONS & NEW MARKETS

We bring payment magic to the world of work: corporate payment platforms, incentives, salary cards, public social programs and more. Need to streamline your processes or support financial inclusion of your workforce? **We've got the tools to smoothen every transaction.**



- DIGITAL WALLETS
- POINT OF SALES ACQUIRING
- EMBEDDED FINANCE
- INVOICE-TO-PAY
- CORPORATE EXPENSES



# SHOW-TIME

In a perfect world, we would look like this all the time.



## DESIGNED TO BE SPOTTED

In 2024, our brand met the spotlight for our first 360° advertising campaign, and yes, thank you, we definitely loved the attention!

With impactful visual identity and messages that stick, we showed how Edenred supports our users' purchasing power in various everyday situations.

Whatever the channel or the media, it was more than just ads, it was our way of turning heads, sparking smiles, and making sure **Edenred is always top of mind** (and hopefully top of wallet).



# MAKING THE INVISIBLE UNFORGETTABLE

In 2023, Edenred lit up Mexico City with a bold new message: **“Behind a great company, there’s Edenred.”**

Did you ever realize that the famous brand you love so much (soft drink, mobile app, airline, you name it) could be one in Edenred’s 1 million clients? Yes, our solutions might directly contribute to making them strong and cool.

From the heights of the iconic World Trade Center, one of the city’s tallest buildings, our campaign made the invisible visible, showing how Edenred powers thousands of businesses and employees every day. By shining a spotlight on our three Business Lines, we reminded both decision-makers and users that Edenred isn’t just part of the industry; we set the benchmark.

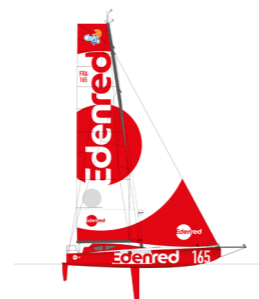
You might not always see us, but with Edenred, you’ll always feel the difference.



## CATCHING THE WAVE

Since 2018, our sailing sponsoring is more than our logo on a sail: it's a living metaphor for who we are.

The partnership was born in the wake of our 2017 rebranding, as we set out to extend the reach of our identity and embody it in an inspiring way. **Entering the world of sports sponsoring for the first time, we chose sailing for its perfect alignment with our values of imagination, simplicity and entrepreneurial spirit.** Supporting skipper Emmanuel Le Roch in his childhood dream of competing in the legendary Route du Rhum transatlantic race, we managed to unite our entire ecosystem behind this bold human adventure.



Class 40  
12 m



Mini 6.50  
6.50 m



Figaro 3  
10 m



Class 40  
12 m



Ocean 50  
15 m



Many steps followed that first one and the story accelerated quickly. **In 2019, promising rookie Basile Bourgnon joined the crew, bringing fresh energy, talent and a strong appetite for competition.** With him on board, we shifted from sponsoring a skipper to shaping a true racing team, and gaining the expertise to design and build our own boats. One after another, the Edenred Mini, Figaro and Class40 monohulls took shape, each reflecting the growth of our ambition. Season after season, like the Edenred brand, the team grew stronger, more cohesive and daring, preparing our next big leap.

In 2025, it was time to take the challenge to a brand new dimension: along with our two skippers, we decided to enter the Ocean Fifty circuit, building a state-of-the-art, next-generation multihull: **Edenred 5, the fifth born in our sailing team.**

Each race is a chance to showcase our values, while connecting our brand with adventure, sustainability and global visibility. And let's face it: we stand out more than ever among other boats!

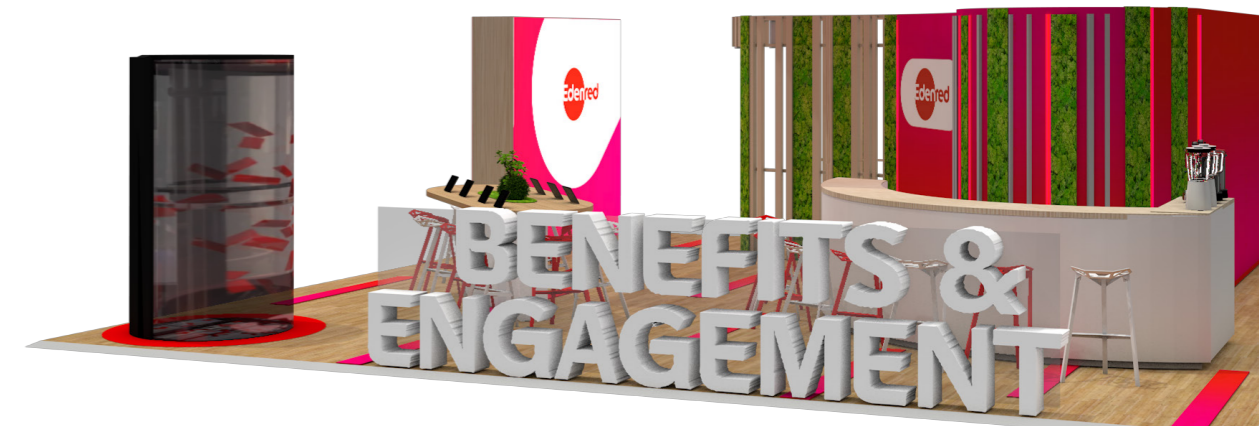
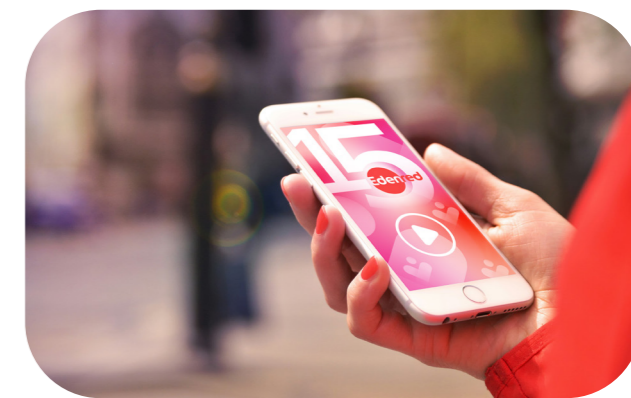


Relive the Edenred sailing project milestones in this video.



62 SHOWTIME • Gallery of everything







**2026 Edition**

Design & conception:  
Edenred's Communications Department

Printed on PEFC-certified paper using vegetable-based inks

**Let's give ourselves some credit(s)**

This Big Red Book was proudly imagined in the hot Summer of '25 at e-Quarter, by the Edenred Communications Dream Team. Every single word and pixel was designed by us. Nana, Cécile and Julien would like to thank each other for the splendid time and fun they had on this project, Emmanuelle for her trust, and the Finance Department for the budget cuts (without which we might not have done the job all on our own). The trademarks and logos appearing in this Brand Book are registered by Edenred SE, companies within the Edenred Group or its trading partners. Mention of these trademarks or logos in no way grants the right of use of the said trademarks, which thus cannot be used without prior written consent from the owner. Abuse and infringement shall be severely punished by Cécile, and believe us, you don't want to make her mad.

**Photos credits:**

Abraham PACHECO, David CABANNES, Fabien BERNARDI, Jean-Marie LIOT, Shogo TAKEBAYASHI, Stéphane D'ALLENS, Valérie LABADIE.