

Iconographic guidelines

February 2017

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Carrefour's iconography helps to create a shared visual language that is consistent and recognisable.

When used correctly, it ensures consistency in our actions and becomes a powerful tool to show who we are.

We are more than retailers – we are partners in your daily life. Our iconography is a fundamental part of our corporate brand, because it enables us to highlight our profession, our personality and our business plan.

To this end, the principles that govern its use and production are part of our brand fundamentals and apply to both photos and videos.

The fundamentals

- Natural lighting and situations, candid shots.
- Photos taken at eye level.
- Photos filled with employees, customers, suppliers, etc.
- Subjects in action/interacting.
- Situations that are contextualised, concrete, and understandable.
- Busy commercial centres that are popular with everyone.
- Close-up shots of objects that suggest trade (labels, tastings, baskets, shopping carts, etc.).

The restrictions

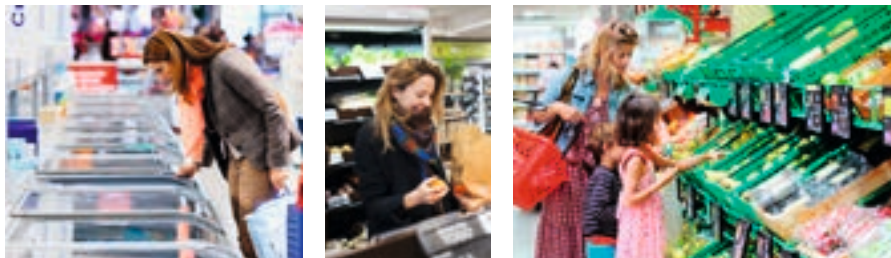
- No empty stores, no shelves without customers.
- No poses or contrived compositions.
- No high- or low-angle shots.
- No black and white.
- No high contrast or saturated colours.
- No overworked styling or casting.
- No looking directly into the camera (with the exception of employee portraits for internal use).
- No studio shots (neutral backgrounds).
- No blurry photos.

Our customers during their shopping journey

Our customers are stakeholders in our stores. We are anchored in their lives and offer them treasured moments of relaxation that are positive, simple, useful and enjoyable.

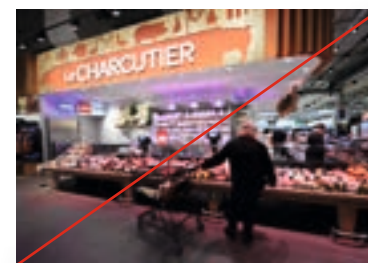
Recommendations

- All stages of the shopping journey are represented (choice, purchase, use of the various services, etc.).
- The framing is close, intimate and always at eye level.
- Poses are natural and expressive (curiosity, interest, surprise, pleasure, etc.).
- The shots are candid, showing customers going about their daily lives.
- The scenes are always sharp, never blurry.

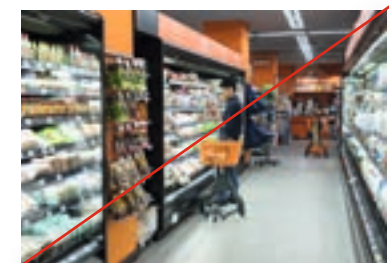


Example restrictions

The lighting is too dark.



There is no feeling of closeness with the customer.



The photo is posed and unnatural.



Our in-store employees

We are retailers who understand your daily needs. We listen to our customers, work with them and prepare products right before their eyes. We know how to speak with passion, exciting interest and enthusiasm. We are passionate and uncompromising.

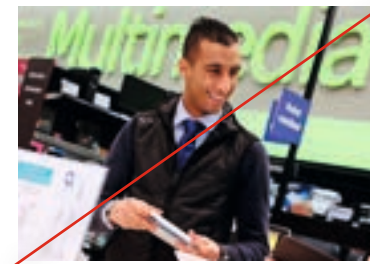
Recommendations

- We are always moving and interacting (even off-camera).
- Our poses are natural and the pictures are candid.
- The framing is close and always at eye level.
- Our outfits and equipment (hats, hairnets, gloves, aprons, etc.) are always impeccable.
- The depth of field is shallow and softens the photo.



Example restrictions

The angle in the photo is not natural.



The photo is too posed.



Our office employees

*We are passionate and uncompromising.
Our actions are professional, clear and assured.*

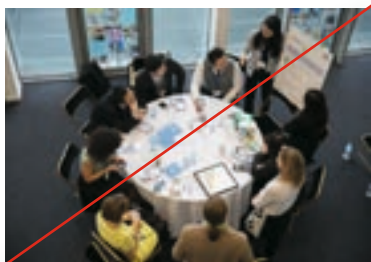
Recommendations

- We are always moving and interacting.
- Our poses are natural and the pictures are candid.
- The framing is close and always at eye level.
- The depth of field is shallow and softens the photo.



Example restrictions

*The framing is too wide and angled,
creating a feeling of distance.*



Our employees: portraits

*These visuals can be the exception to some
fundamentals of our iconographic style,
and are strictly limited to internal communications.*

Recommendations

- The framing is close.
- The depth of field is shallow and softens the photo.



Our employees and suppliers in the laboratory

*We are passionate and uncompromising.
Our actions are professional, clear and assured.*

Recommendations

- We are always moving and interacting.
- Our poses are natural and the pictures are candid.
- The framing is close and always at eye level.
- The depth of field is shallow and softens the photo.



Example restrictions

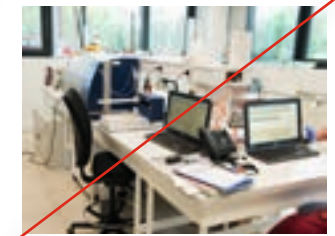
The photo lacks interaction.



The focus is on the products and not the employees.



*No employees in the photo.
Low quality photography.*

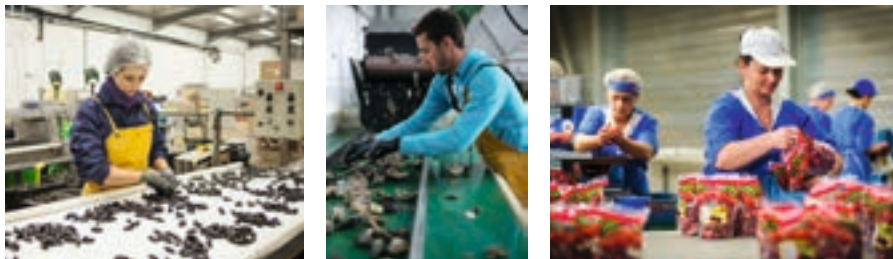


Our suppliers on the production line

We are passionate and uncompromising. Our actions are professional, clear and assured.

Recommendations

- We are always moving and interacting.
- Our poses are natural and the pictures are candid.
- The framing is close and always at eye level.
- The depth of field is shallow and softens the photo.

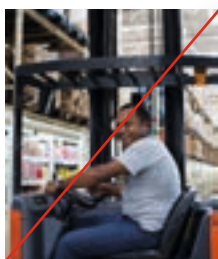


Example restrictions

The framing does not showcase the employee.



The employee's pose looks unnatural.



Our partners and customers

Our partners are a reflection of us. They share the passion of the profession and bring specific expertise to the table. Their actions are professional, clear and assured.

Recommendations

- They are always moving and interacting.
- Their poses are natural and the pictures are candid.
- The framing is close and always at eye level.
- The depth of field is shallow and softens the photo.



Example restrictions

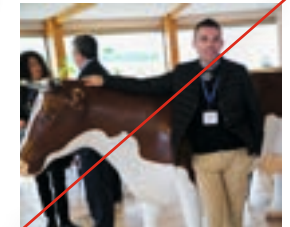
The lighting is dark and the person is in a fixed pose.



The person seems distant.



The posture is not natural.

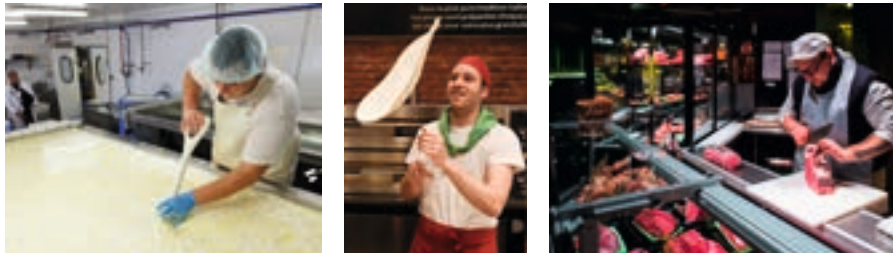


Our actions and expertise

*We are passionate and uncompromising.
Our actions are professional, clear and assured.*

Recommendations

- Our poses are natural and the pictures are candid.
- The framing is close and always at eye level.
- The depth of field is shallow and softens the photo.
- Raw or prepared, the products must be fresh, well-kept and appetizing.



Example restriction



The focus must be on the employee's actions and not the product.

Our actions and expertise: the focus

*We are passionate and uncompromising.
Our actions are professional, clear and assured.
These actions can be the focus of the image.*

Recommendations

- Our actions are unrehearsed.
- The visual should not be too busy.
- The action should be immediately understandable.
- Raw or prepared, the products must be fresh, well-kept and appetizing.
- Labels and signage must be clearly visible and facing in the right direction.



Example restriction



The action is not immediately clear.

Our products

Regardless of the shot, our products must be visible and enhanced by the surroundings, actions, and signage elements.



Our in-store products

Our products are fresh and delicious.

Recommendations

- We highlight our products with qualitative zooms.
- We promote the choices offered in stores.
- The tags and labels must be visible and legible.
- The product is held in someone's hand whenever possible.
- The lighting should be natural.
- The products are in perfect condition.
- Carrefour brands and local products are emphasised.



Example restriction



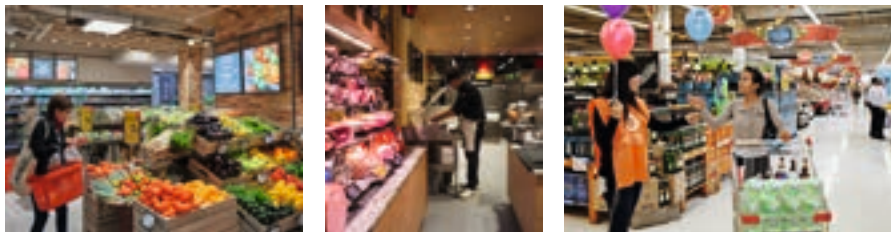
Packshots of products are reserved for store communication materials (product catalogues, etc.).

Our stores: interiors

Our stores are lively, friendly and welcoming places. You can meet anyone here (skilled staff and customers, alone or in a family), in friendly setting.

Recommendations

- There is always a human presence; the scenes are always sharp and never blurry.
- Our aisles are well-stocked.
- The environment is clean, tidy and welcoming.
- The framing is wide enough to show the important elements.
- We have a high-quality selection.



Example restrictions

The photo is blurry.



The shot is not wide enough and does not adequately showcase the store.



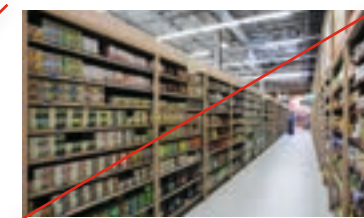
The photo is too dark to be immediately clear.



The photo is too busy and unorganized.



The store is empty.



Concept photos intended to highlight the commercial tools (shelving displays, furnishings, flooring, lighting, etc.) cannot be used for corporate communications.

Our stores: exteriors

Our stores are lively, friendly and welcoming places. You can meet anyone here, in friendly setting.

Recommendations

- There is always a human presence; the scenes are always sharp and never blurry.
- The environment is clean and welcoming.
- Shots are wide enough to show the important elements.
- The composition is dynamic.
- It is immediately clear that the building belongs to a Group store.
- Wide and medium shots must show customers.
- Car parks are clean and safe.
- Equipment (benches, playgrounds, picnic tables, etc.) is clean, in good condition, and shown being used by people.
- Logotypes displayed on the store's facade are always fully visible.



Example restrictions

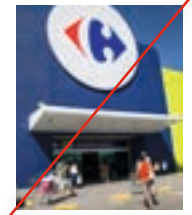
It is not immediately clear that the building belongs to the Carrefour Group. No customers are present in the photo.



The building is not visible.



The angle of the shot is not natural.



! Concept photos intended to highlight the commercial tools (shelving displays, furnishings, flooring, lighting, etc.) cannot be used for corporate communications.

Shopping malls

Places for commerce and life, shopping malls are lively and friendly.

Recommendations

- The Carrefour logo should always be visible.
- There is always a human presence; the scenes are always sharp and never blurry.
- The environment is clean and welcoming.
- Spaces are lively and vibrant.
- Shots are wide enough to show the important elements.
- The composition is dynamic.
- Omnichannel materials in the shopping journey are never photographed alone; clients must always be shown interacting with them.



Example restrictions

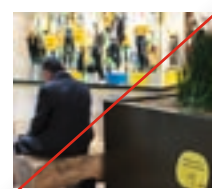
The mall is empty. The Carrefour logo is not visible. No one is using the interactive terminal.



The photo's perspective does not make the mall look good.



The photo is too dark and does not represent the life of the mall.

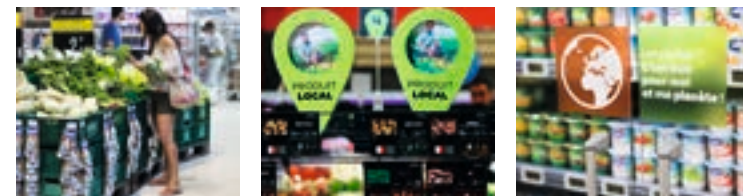


Signage for our stores

Our offerings are attractive, clear and relevant.

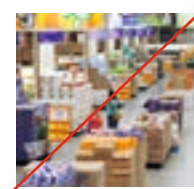
Recommendations

- Price/ labels/ origins signage is highlighted in its setting, using tight shots or wide shots (with human presence).
- The signage elements are in perfect condition.



Example restrictions

The elements are not clear.



The signs are not contextualized and do not stand out in the space.



The sign is not contextualized and the camera angle is poor.



Technical specifications for photos

Photos must be taken in HD so that they can be broadcast on 18 x 7 m screens with a resolution of 2625 x 1020.

Framing

Photos must be framed in an optimal manner that allows them to be used in all formats (horizontal, vertical, panoramic) and meet the different model requirements.

Authorizations and credits

People who appear in the photos must authorise their use. The images must also be accompanied by a text file containing the photo credits: name of the photographer, date, place taken, and duration of rights.

Rights

Photo rights should be applied on a global scale for both internal and external use, for a period of 5 to 10 years.

Technical specifications for videos

As with the iconography, videos are an active part of brand realisation and implementation. Their production must comply with the principles set forth in this guide and with the technical specifications outlined below.

Contact Information

Videos must be sent to geraldine_cayzac@carrefour.com using Filexchange or Wetransfer. Attractive screenshots that are representative of the film should be included in 1920 x 1080 JPG format.

Languages

Dubbing is prohibited. Subtitles, which should be embedded in the image.

Files

There is no size limit. The master of the final HD version must be sent without post-production in 1920 x 1080 ProRes 422 HQ format or in international version (I.V.).

Video: PAL

Format: MPEG-4
Codec: H264
Encoding: VBR 2 pass
Resolution: 1920 x 1080 in 16/9
Bit rate: 10 Mbps
Image/second: 25

Audio

Codec: Audio MPEG-4
Bit rate: 256 Kbps
Stereo sample rate: 48 KHz

Department of Group Communications

Contacts:

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