



## Press Release

# Transparent, friendly & approachable: new branding shows off the new RWE

- **Refreshed appearance supports the company's strategic realignment**

Essen, 30 September 2019

RWE's new appearance supports the company's strategic realignment. The revamped corporate design (CD) characterises RWE's brand appearance and will be visible across all media with immediate effect. Developed by Scholz & Friends Identify, the CD shows off the new RWE focusing on for transformation, innovation and sustainability. The basic elements of the company's former market appearance and the well-known RWE logo remain, in order to build a credible bridge between the Group's more than 120 years of history and its modern, friendly future appearance.

As before, the logo consists of the three capital letters 'RWE,' which have become softer and more compact. The corporate colours have been expanded to include green and grey and are lighter and friendlier overall. The new typo is dominated by clear, geometrical lines. RWE's new imagery provides for a unique, clear-cut brand appearance, placing the human being, nature and technology on centre stage. Two overlapping and constantly changing energy fields have been added as new design elements. They symbolise transformation and change, while clearly demonstrating how important energy is for our society. At the core of RWE's realignment is the commitment to produce clean and reliable electricity for this society.

Be it digital or analogue, the new design will be seen everywhere, showcasing a confident, open company – from the RWE website to apps, social media, publications and trade fairs to advertisements and office equipment.

“Our new appearance shows that RWE stands for innovation, change, transparency and sustainability. It was important to us to credibly link these statements to the strengths of our market appearance to date, which stands for stability and security,” explains Stephanie Schunck, Head of Corporate Communications & Energy Policy.

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## **RWE AG**

*With its four subsidiaries RWE Renewables, RWE Generation, RWE Power and RWE Supply & Trading and a portfolio of around 46 gigawatts of generation capacity, the new RWE supplies clean, reliable and affordable electricity in the future. Following the completion of the transaction with E.ON, RWE's generation capacity from renewables will be more than 9 gigawatts. The company intends to further expand this position by investing up to net €1.5 billion annually in onshore and offshore wind power, photovoltaics and storage. In addition, RWE generates electricity from hard coal, lignite, nuclear power, gas, hydropower and biomass. RWE Supply & Trading is the interface between RWE and the energy markets around the world. In order to push ahead with the energy transition, RWE is investing in innovative projects such as heat storage power plants, the generation and use of hydrogen as an energy source and Power-to-X processes. The group employs a total of around 20,000 people worldwide. RWE AG is headquartered in Essen, Germany.*

## **Scholz & Friends**

*The Scholz & Friends Group is one of the leading creative agency groups in the German-speaking region and unites the full array of communication tools to form an 'orchestra of ideas.' In past years, Scholz & Friends has repeatedly been designated 'Agency of the Year'. Its main German locations are in Berlin, Hamburg and Düsseldorf, from which Scholz & Friends can access its worldwide WPP resources. The agency's customers include Deka Bank, F.A.Z., IWC, Siemens, Tchibo, Vodafone as well as numerous associations and German government ministries.*

*Following the introduction of the GDPR, RWE would like to continue to send you press releases featuring information on the latest topics regarding RWE and to contact you via electronic means for this purpose. We hereby inform you that we have updated our privacy policy. We will not disclose any personal data that we have collected, stored and processed for the purposes of sending you our press releases to third parties. Your personal data has been submitted on a voluntary basis. You have the right to prohibit this use at any time. You have the right to obtain information from us concerning your stored personal data at any time and free of charge and to object to the processing or use of your data. If you do not wish to continue to receive press releases, please inform us of this via [datenschutz-kommunikation@rwe.com](mailto:datenschutz-kommunikation@rwe.com). Your data will then be removed from our system and you will not receive any more corresponding press releases from us. Please address any questions concerning our privacy policy to [datenschutz@rwe.com](mailto:datenschutz@rwe.com).*

