

PURPOSE OF SEMANTIC GUIDELINES



Immobel is a unique logo,
common identity codes in all countries
and a shared vision.

For that reason, we need to speak
with a single voice.

When presenting the Group,
speak Immobel!



A MESSAGE PLATFORM FOR TALKING ABOUT IMMOBEL

A POSITIONING

Demonstrates our positive impact on society

As experts in highly complex real estate projects in major European cities, we create attractive architectural environments that meet clients' expectations and the needs of today and tomorrow. With more than 150 years of experience, we dare to take a position, we have the agility to invest and the drive to improve living and working environments.

Immobel
is:

A TAGLINE

Highlights the value of our action at the user and city level

FOR CITIES
FOR PEOPLE

THREE SUPPORTING MESSAGES

We develop for people

We are committed to understanding and keeping pace with our stakeholders' changing needs and expectations.

We develop projects with the future in mind

We deploy value-added initiatives with our network of partners that have a positive impact on society.

We develop on solid foundations

We combine years of experience and a pan-European footprint with dynamic, agile teams and 360° expertise.

USING THE MESSAGE PLATFORM TO PRESENT CONTENT

TWO GOALS:

Demonstrate how
Immobel creates value
through its projects.

Present the benefits
of Immobel's action
for cities and
their residents.

A TONE OF VOICE TO:

1

Speak with
one voice.

2

Align message
form and content.

3

Demonstrate
our convictions.

A TONE OF VOICE FOCUSED ON CUSTOMERS

Human

People are our top-of-mind concern. This golden rule applies to all our communication, no matter what the subject: innovation, CSR or Group strategy.

Our writing must be empathetic

That means:

- Showing our involvement by putting user experience and benefits first
- Speaking directly by using the imperative mood
- Keeping things simple so our communication is accessible

Useful methods:

- Make business cases sound like stories
- Use testimonials

A TONE OF VOICE THAT ADDS VALUE

Entrepreneurial

We are entrepreneurs focused on growth. We detect opportunities and invest in areas that can create value. We do not fear change and we modify our scope of action, as well as our geographic footprint, as needed.

Our writing must be dynamic

That means:

Using action verbs
Expressing convictions and a vision
Creating a sense of immediacy

Useful methods:

Provide figures
to describe impacts

A TONE OF VOICE THAT EMPHASIZES COLLABORATION

Enthusiasm

We're known for being an involved, engaged partner. We work hand in hand, leveraging our energy, expertise and networks to make each project a success.

Our writing must be engaged

That means:

Showing consideration
for our various stakeholders

Demonstrating expertise in project presentations

Personalising our writing

Useful methods:

Let our partners speak
whenever possible

Don't hesitate
to use testimonials

STYLE GUIDE

Helpful writing guidelines for talking about Immobel.

Not allowed

~~IMMOBEL~~

~~Passive mood.~~

Example: "It was decided that..."

~~Abstract and
distant copy~~

Best practices

Immobel

Generally in lower case with a capital "I".
Must be in upper case if used in a title in all caps.

Active mood.

Example: "Immobel decided that..."

We avoid abstract and distant copy and show **it's about real life**, that people are involved on a daily basis and that **there is real impact**.

The tone of voice is **straight and to the point**, reflecting professionalism, transparency and confidence. A facts-oriented tone focused on results will refer to Immobel's approach, determination and dedication to achieve its ambitions. Technical/ niche vocabulary may be used for specific audiences (experts) when needed.