

GRAPHICAL CHARTER

This charter presents the essential elements of JHiptser company's new visual identity application. It aims to create coherence between the different institutional publications.



AI vector illustrator format

Used for the professional reproduction of the logo, it integrates the four-color process and Pantone colors. This type of file can be easily enlarged without alteration of quality.

SVG format

This is a data format used to define vector graphics, it is entirely based on XML and offers many benefits to developers and users. With SVG, you can use XML and JavaScript to create lightweight web images.

PNG bitmap format

This type of file is used in common office projects, it includes an «alpha channel» that makes the logotype transparent, it can be placed on images or solid colors.

JPEG bitmap format

Used for common office projects, often in low resolution, this format, easily importable in word processing software uses only RGB nuances. This type of file, consisting of pixels, can not be enlarged.

ICO format

This is the file format that handles the icons on the Microsoft Windows operating system. Files in this format typically contain square format images: 16 × 16, 32 × 32, 48 × 48, 256 × 256 pixels, and so on. This format is mostly used for the favicon: the icon displayed in the favorites bar of an internet browser. This icon usually takes the logo of the site or a simplified logo in case it is too complex to appear in miniature.

The favicon is mostly used by Internet users to quickly identify your site in their favorites bar.

RGB

A mode of color representation used by a screen or a camera sensor, the color is decomposed according to its 3 components Red, Green and Blue (by additive synthesis).

CMYK

This color format is used in printing, it allows to create colors from 4 components Cyan, Magenta, Yellow and Black (by subtractive synthesis).

Hexadecimal code (#)

A hex triplet is a three-byte, six-digit hexadecimal number used in web page design, in HTML and in cascading style sheets (CSS), and other applications to represent colors. Bytes represent the red, green, and blue components of the color.

The Pantone color chart

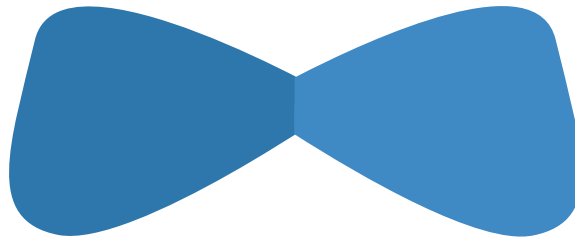
The Pantone color chart is a universal color chart used in the field of graphic design and printing, which contains more than 992 coded colors.

This principle allows two interlocutors to be found in the multitude of existing colors and to accurately define the designated color for each one.

LOGOTYPES



ABBREVIATED LOGOTYPES





C 81%
M 48%
Y 12%
K 1%
R52 G116 B171
HTML #3474AB

C 74%
M 37%
Y 2%
K 0%
R66 G137 B199
HTML #4289C7

Black (K) 93%
R52 G51 B51
HTML #343333

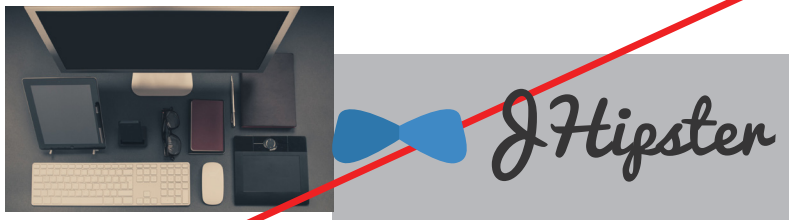
The typography chosen for the logotype is *Pacifico*.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Exclusion zones



The logotype is preferably used on a white background. It has a protection zone: the surrounding elements do not enter this zone.
We provide, at a minimum, this spacing.

Use on a colored background



The logotype is preferably used on a white background.

It can be used on a colored background, in cases where it remains legible.