



Logos applications 2022

Chamo – CMP – PGI – Octopus



Ressources ChaMo

Charte Graphique du groupe BIR

POLICE

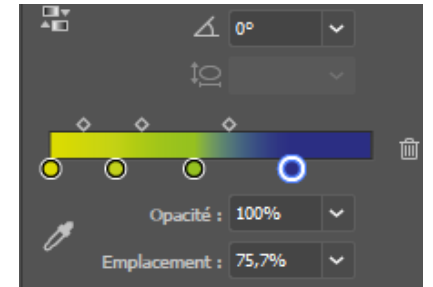


Bâtir • Innover • Recycler

CODES COULEUR



DÉGRADÉ



Logos



Logo actuel de
l'application ChaMo



Logo conceptuel fourni
par Ludovic Hanhart

Chameaux



Casques





Conception du cadre des logos

Propositions cadres – Aperçus ChaMo



Propositions cadres – Aperçus PGI

PGI

PGI

PGI

PGI

PGI

PGI

PGI

PGI

Propositions cadres – Aperçus CMP

CMP

CMP

CMP

CMP

CMP

CMP

CMP

CMP

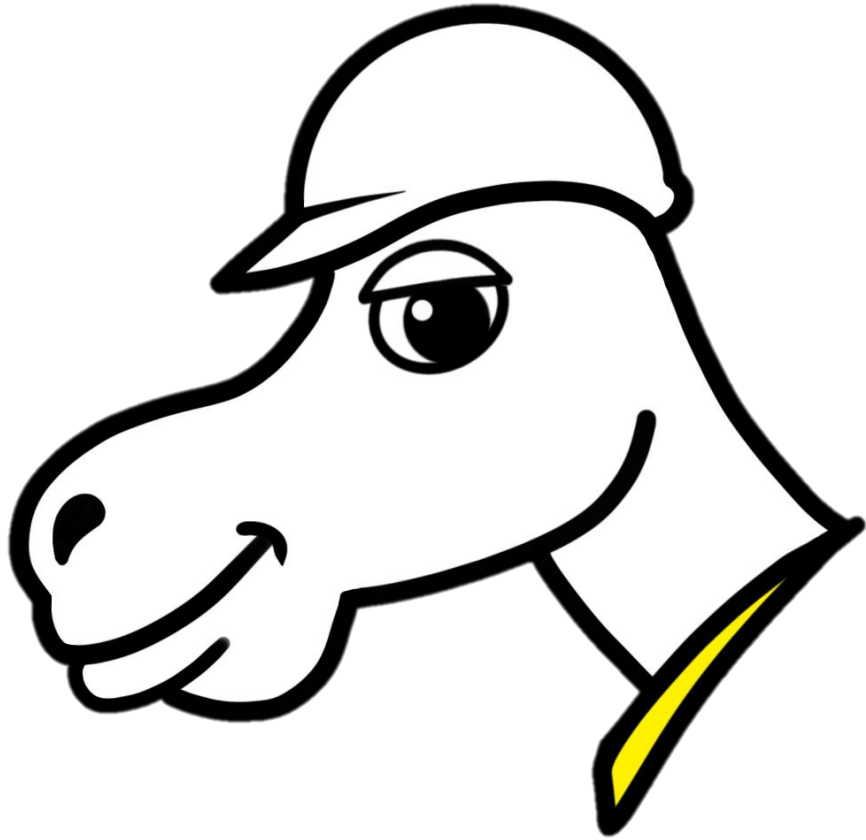
Propositions Chamo – Cadres





Conception du chameau

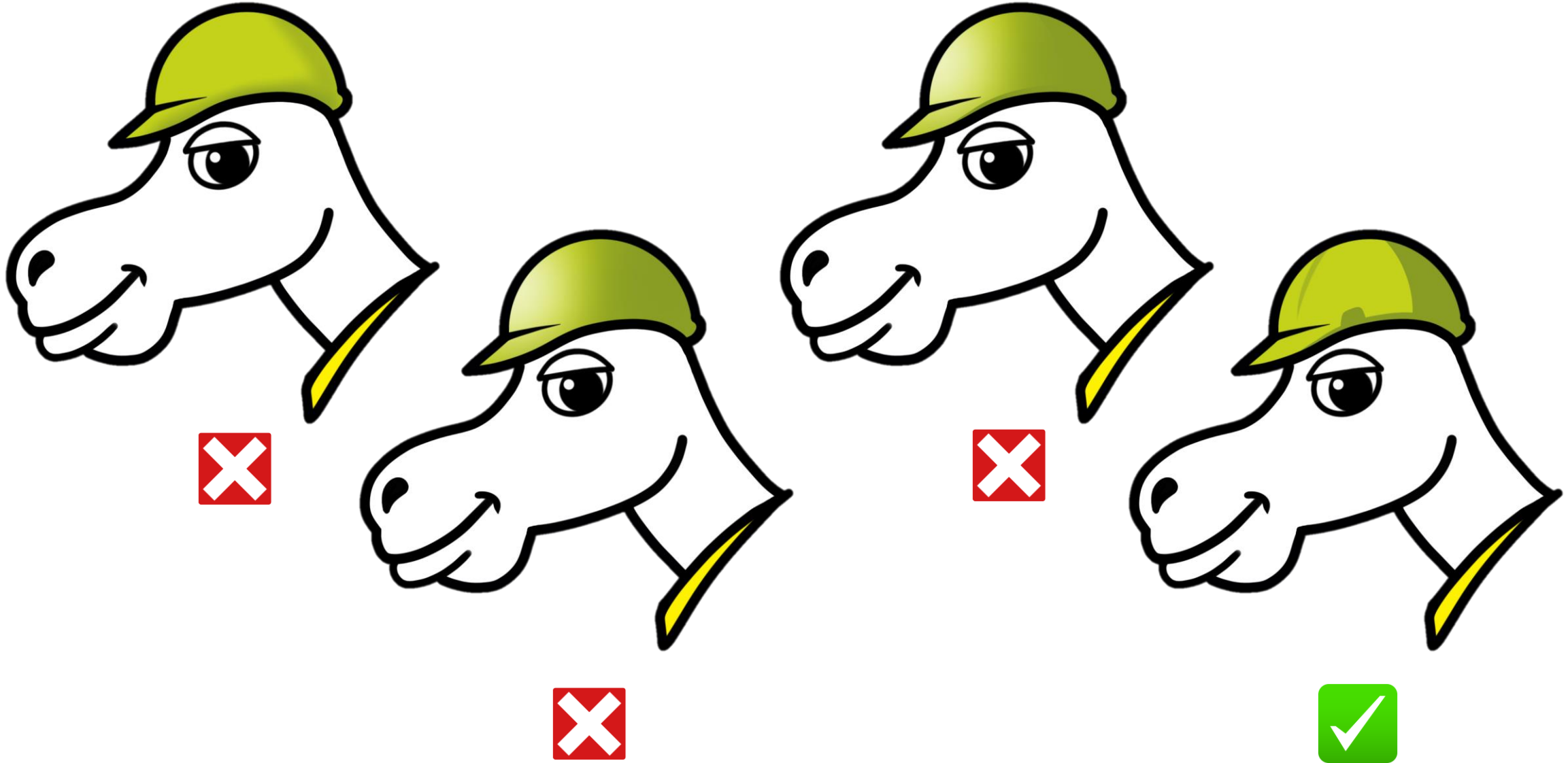
Propositions Chamo - Œil



Propositions Chamo - Cou



Propositions Chamo - Casque



Propositions Chamo – Position logo



Propositions Chamo

Ajout 'Groupe BIR'



Propositions Chamo

Test Casque Blanc ou vert, redresser la tête, ajout Bulle GB, supprimer le gilet du cou



Version finale Chamo choisie





Version finale PGI & CMP choisie



The logo consists of a dark blue rounded square with a white highlight in the top-left corner. The letters 'CMP' are written in a bold, white, sans-serif font in the center.

CMP

The logo consists of a dark blue rounded square with a white highlight in the top-left corner. The letters 'CMP' are written in a bold, white, sans-serif font in the center. In the bottom-right corner, the letters 'GB' are written in a smaller, white, sans-serif font.

CMP

GB



PCI



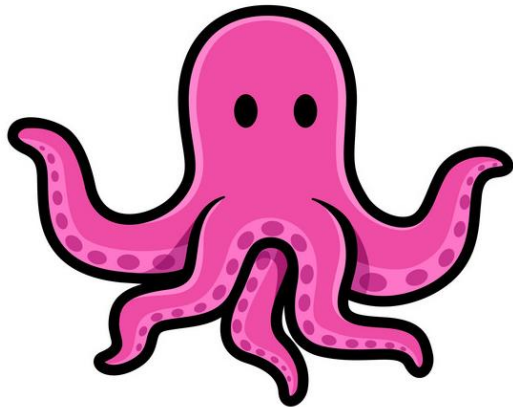
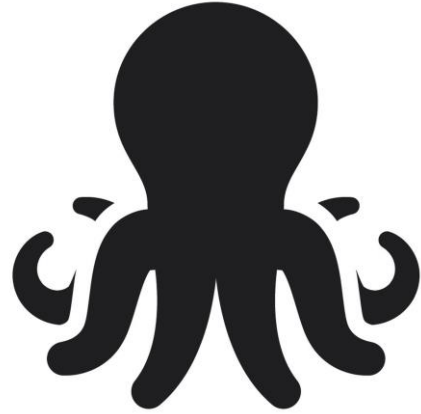
PCI

GB



Ressources Octopus

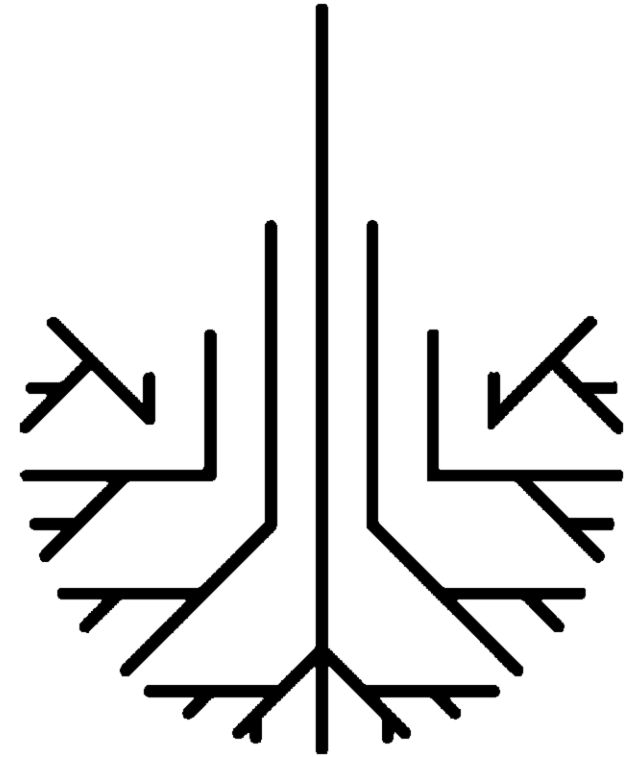
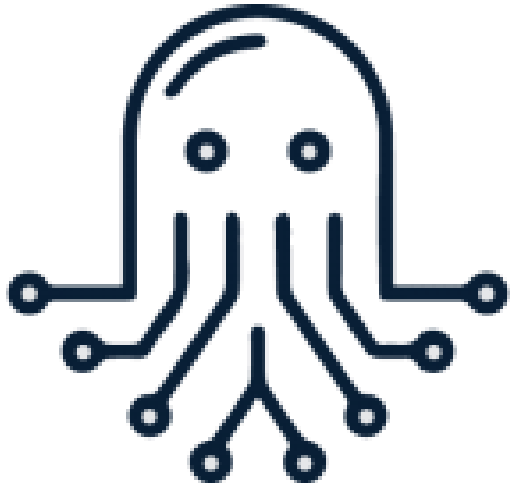
Pieuvres



Pieuvres



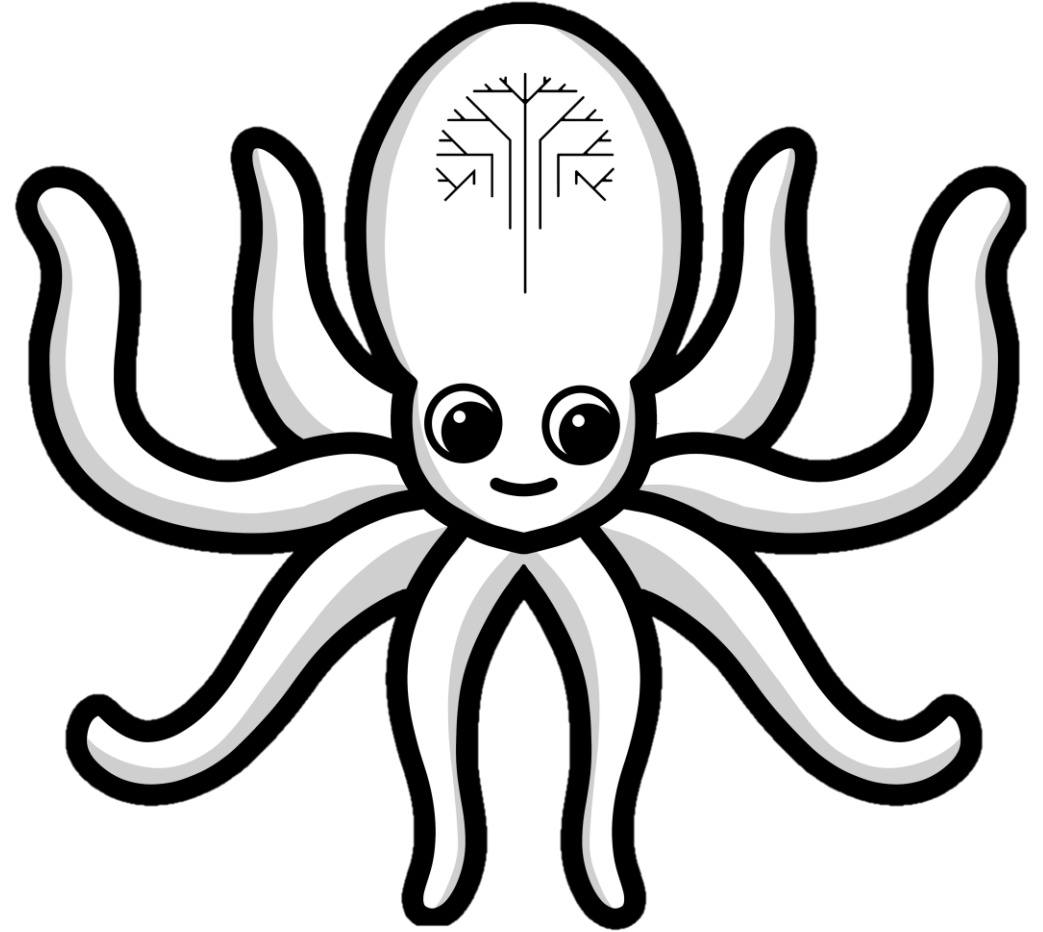
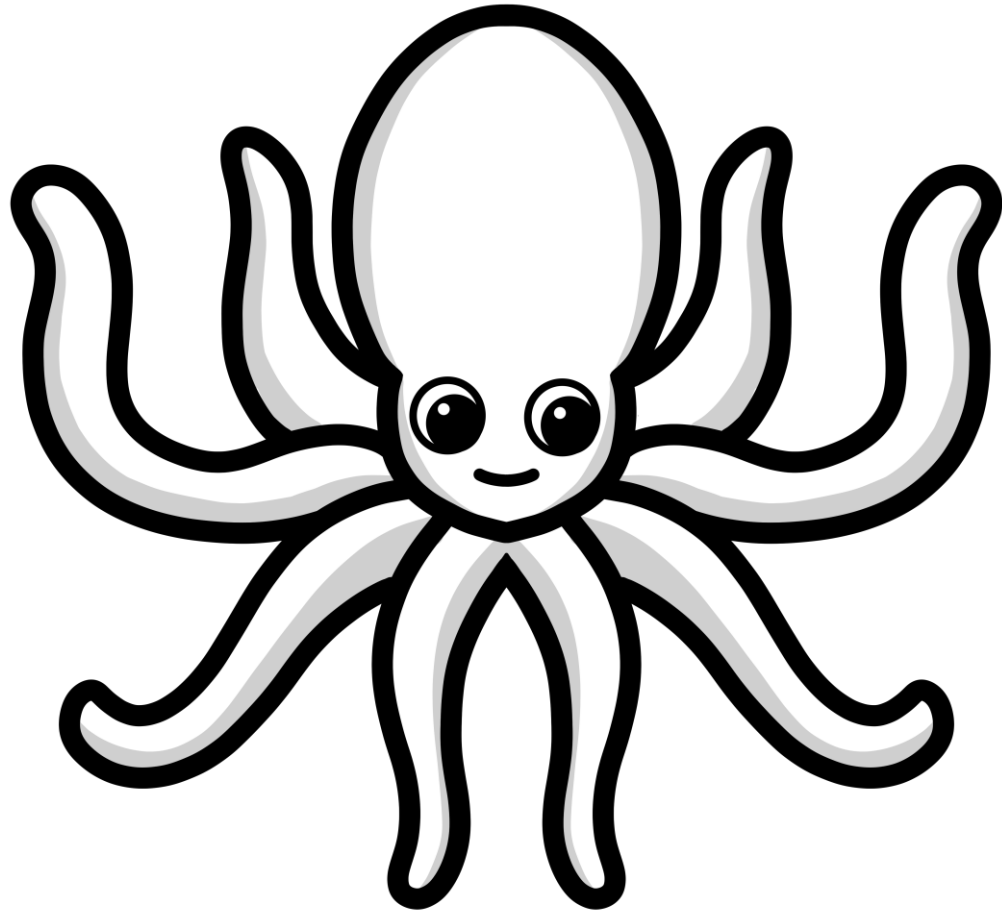
Pieuvres





Conception d'octopus

Proposition Octopus



Version finale Octopus choisie

