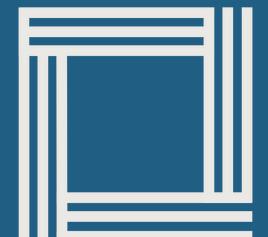




# Charte Graphique



OCTOBRE 2025

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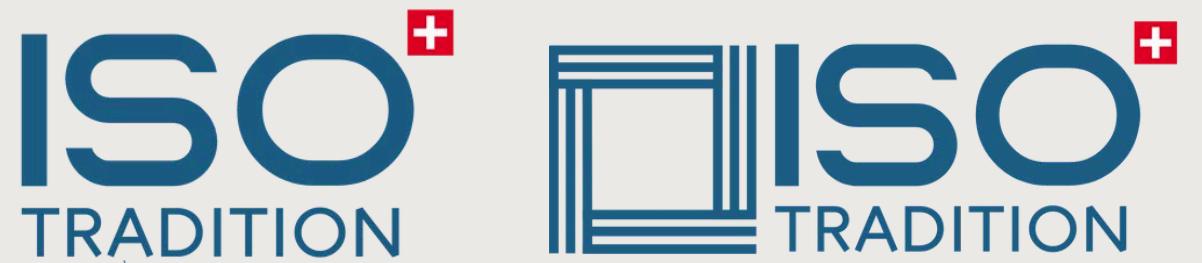


# Logo & Variations

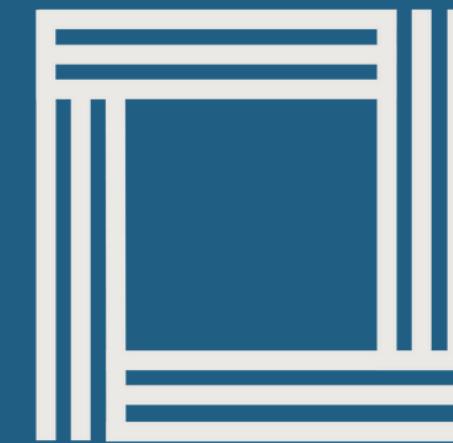
## Logo principal



## Variations



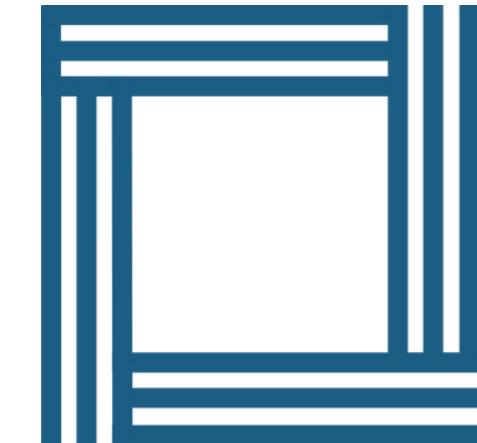
LOGOTYPE



BASELINE

*Votre nouvel art de vivre*

LOGOTYPE



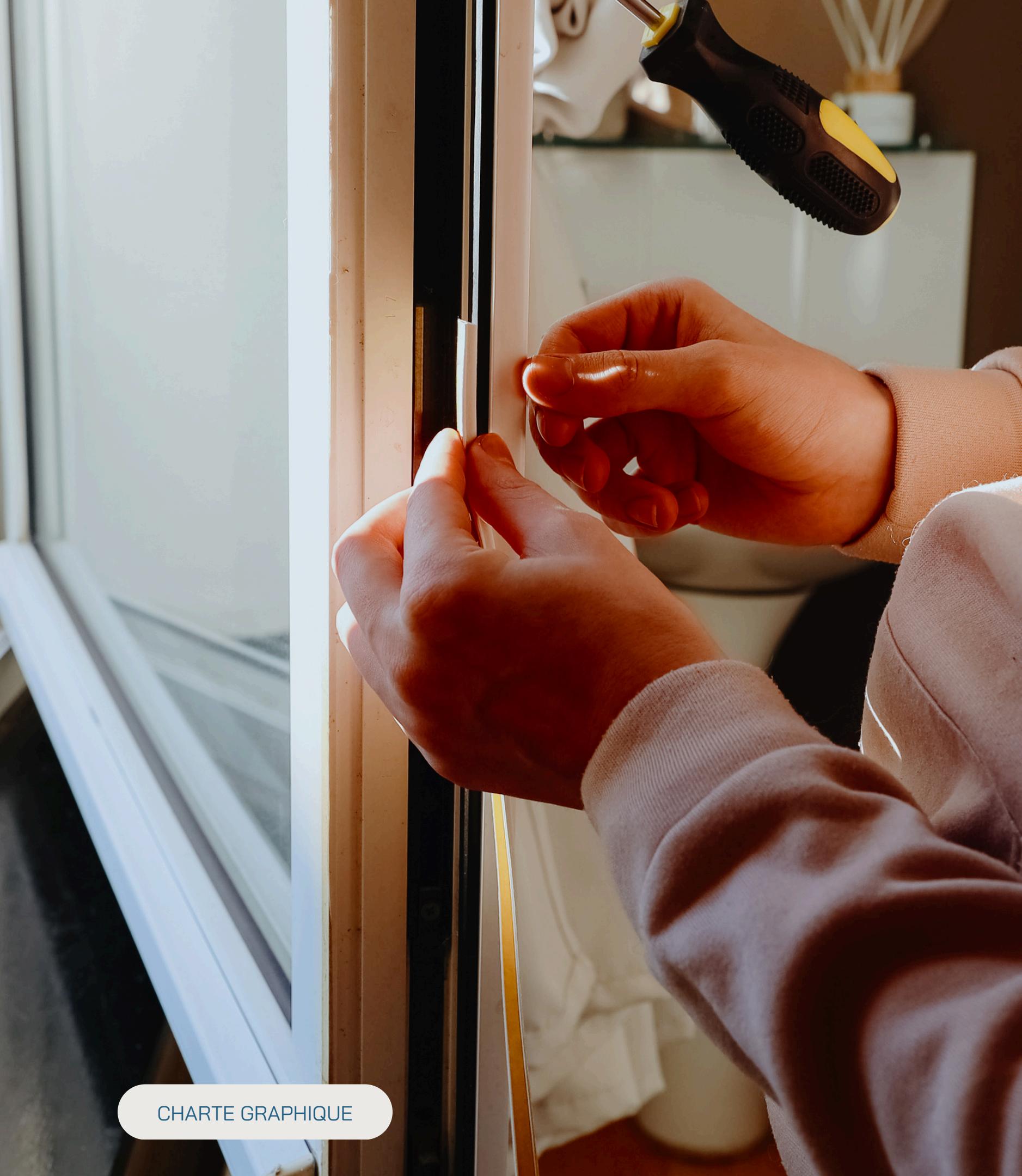
BASELINE

*Votre nouvel art de vivre*

Noir & Blanc



# Typographies



# Typographies

POLICE LOGO

FLAT LEVEL

ISO<sup>+</sup>

AA BB CC DD EE

FF GG HH II JJ KK LL MM NN OO PP QQ

RR SS TT UU VV WW XX YY ZZ

0 1 2 3 5 6 7 8 9 0

LIGHT  
NORMAL

AA

AA  
AA

Light  
Normal  
Regular  
**Bold**

Aa

Aa  
Aa  
Aa  
Aa

POLICE PRINCIPALE

Bai Jamjuree

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123567890

*Photograph Signature*

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll

Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww

Xe Yy Zz

0123567890

*Regular*

POLICE BASELINE

*Votre nouvel art de vivre*

Aa

Aa

POLICE SECONDAIRE LOGO

TRADITION

**strokeWeight**

Aa Bb Cc Dd Ee

Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123567890

|                  |    |
|------------------|----|
| Light            | Aa |
| Normal           | Aa |
| Regular          | Aa |
| <b>Semi Bold</b> | Aa |
| <b>Bold</b>      | Aa |
| <b>Bold +</b>    | Aa |

Aa



# Palette de couleurs

## Couleurs



### Couleur principale

Azur

### Couleur secondaire

#ebe9e5

### Couleur d'accent

Orange clair

#f8ad0c

Orange