

CHARTE GRAPHIQUE



Our fleet, at your service, since the wheel has been invented in 1957 :)

I. LOGOTYPE



POSITIF



ZONE DE PROTECTION

2. UTILISATION A FAIRE



Our fleet, at your service, since the wheel has been invented in 1957 :)

**POSITIF NOIR
NEGATIF ROUGE ET NEGATIF BLEU**



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3. COULEURS

Couleurs de la marque

PRINCIPALES



BLEU

CMYK
STANDARD
IMPRESSION

CYAN 88
MAGENTA 49
JAUNE 3
NOIR 0

RGB/RVB
STANDARD WEB
(1F82F7)

R 0=31
G 130
B 247

PANTONE
TEINTE DIRECTE



ROUGE

CMYK
STANDARD
IMPRESSION

CYAN 0
MAGENTA 95
JAUNE 75
NOIR 0

RGB/RVB
STANDARD WEB
(FF0000)

R 255
G 13
B 64

PANTONE
TEINTE DIRECTE

4. TYPOGRAPHIE

Typographie Titre de la marque



« les polices de caractères sont comme l'odeur ou la saveur des mots. » Voilà comment le designer et premier gestionnaire d'Adobe Type, Dan Rhatigan, décrit les polices de caractères, ces formes que prennent les lettres imprimées.



ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789
!#%&'()*+,-./:;<=>?@

Typographie Accompagnement

Introducing Objective Font Family! Objective designed and shared by Alexander Slobzheninov. We have introduced his best fonts such as: Fivo Sans, Fivo Sans Modern, Octarine.. Objective is a free geometric font family, open to the whole world. Its name says for itself – Objective is objective, neutral and clean. The font family was designed to be a workhorse for you, so it comes in 8 weights, 16 styles, 347 glyphs per font. This makes it perfectly suitable for many projects – logotypes, identities, packaging, web design, posters, headlines and even texts.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

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