



CHARTE GRAPHIQUE | 2021

LOGO



UTILISATION PRINCIPALE



UTILISATION
SUR FOND DE COULEUR FONCÉ



UTILISATION
SUR FOND NOIR



UTILISATION
VERSION NOIRE

The background features a large, semi-transparent white circle centered on the page. Overlaid on this are two overlapping circles: a red circle on the left and a dark blue circle on the right, both partially obscured by the white circle.

COULEURS

PANTONE
XXX

CMJN
100 / 64 / 0 / 67

RVB
0 / 38 / 78

HEX
#00264E

PANTONE
XXX

CMJN
10 / 100 / 77 / 2

RVB
210 / 16 / 51

HEX
#D21033

The background features a dynamic abstract design composed of three overlapping curved bands. The top band is a bright red color. The middle band is a darker, more saturated red. The bottom band is a deep navy blue. These bands overlap in a way that creates a sense of depth and movement, resembling a stylized heart or a wave. The overall effect is modern and energetic.

POLICES

HELVETICA NEUE LT PRO

47 Light Condensed
A B C a b c 1 2 3 4

47 Light Condensed Oblique
A B C a b c 1 2 3 4

57 Light Condensed Oblique
A B C a b c 1 2 3 4

77 Light Condensed Oblique
A B C a b c 1 2 3 4

77 Light Condensed Oblique
A B C a b c 1 2 3 4

87 Light Condensed Oblique
A B C a b c 1 2 3 4

87 Light Condensed Oblique
A B C a b c 1 2 3 4

CARTE DE VISITE



Recto

Verso

POWERPOINT



**L'INGENIERIE
EN MOUVEMENT !**



The background features a minimalist abstract design. It consists of three overlapping curved bands: a top band in a medium shade of red, a middle band in a darker shade of red, and a bottom band in a dark navy blue. These bands overlap in the center, creating a white space where the word 'VÉHICULE' is placed.

VÉHICULE



