

DATACTIVIST  
Charte graphique  
2018

LOGOS

**DATA/ACTIVIST**

## UTILISATION LOGOS

Fond clair / Fond foncé | Logo couleur



**DATA**ACTIVIST

The logo features the word "DATA" in red and "ACTIVIST" in dark blue, separated by a diagonal slash. The end of the word "ACTIVIST" is composed of a cluster of small, dark blue dots.

**DATA**ACTIVIST

The logo features the word "DATA" in red and "ACTIVIST" in white, separated by a diagonal slash. The end of the word "ACTIVIST" is composed of a cluster of small, white dots.

## UTILISATION LOGOS

Fond clair / Fond foncé | Logo Monochrome



**DATACTIVIST**

The logo consists of the word "DATACTIVIST" in a bold, sans-serif font. The final letter 'T' is stylized, with its right vertical stroke composed of a series of small dots that trail off to the right, creating a digital or pixelated effect.

**DATACTIVIST**

The logo consists of the word "DATACTIVIST" in a bold, sans-serif font. The final letter 'T' is stylized, with its right vertical stroke composed of a series of small dots that trail off to the right, creating a digital or pixelated effect.

## UTILISATION LOGOS

Logo court



**DATA**  
**CTIVIST**

The logo consists of the word "DATA" in a bold, dark blue sans-serif font, with a red diagonal slash through the letter "A". Below it, the word "CTIVIST" is in the same font and color. To the right of "CTIVIST", there is a small cluster of dark blue dots of varying sizes, arranged in a roughly triangular shape.

**DATA**  
**CTIVIST**

The logo consists of the word "DATA" in a bold, white sans-serif font, with a red diagonal slash through the letter "A". Below it, the word "CTIVIST" is in the same font and color. To the right of "CTIVIST", there is a small cluster of white dots of varying sizes, arranged in a roughly triangular shape.

## LOGOS CARRE (ICONE)



## COULEURS

### Principales



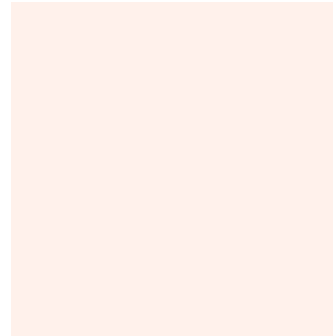
Nuit  
#173541

RVB 23/53/65  
CMJN 89/67/53/50



Rouge  
#E95459

RVB 233/84/89  
CMJN 4/82/61/0



Rosé  
#FFF1EB

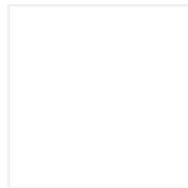
RVB 255/241/235  
CMJN 0/5/5/0

### Secondaires



Turquoise  
#4ED9CC

RVB 78/217/204  
CMJN 56/0/28/0



Blanc  
#ffffff

RVB 255/255/255  
CMJN 0/0/0/0



Noir  
#000000

RVB 0/0/0  
CMJN 100/100/100/100

POLICES

We open data, we make them useful  
-- Open Sans Regular --

**We open data, we make them useful**  
-- Open Sans Bold --

**TITRE**  
-- Montserrat - ALL CAPS --

**CECI EST LE TITRE**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum-



**MERCI !**

**DATA**ACTIVIST