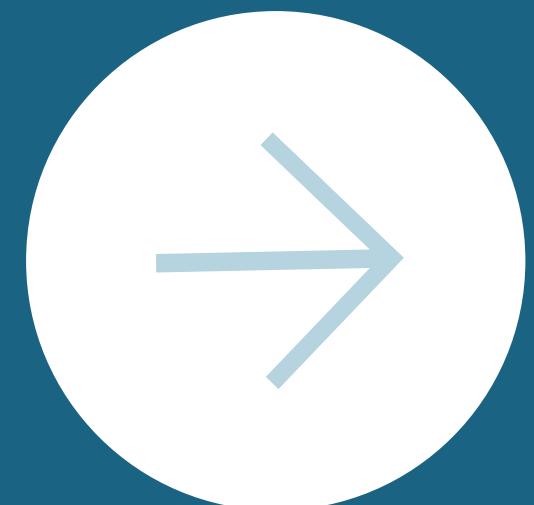




GOAL GETTER

BRAND KIT



LOGOS

Logo principal

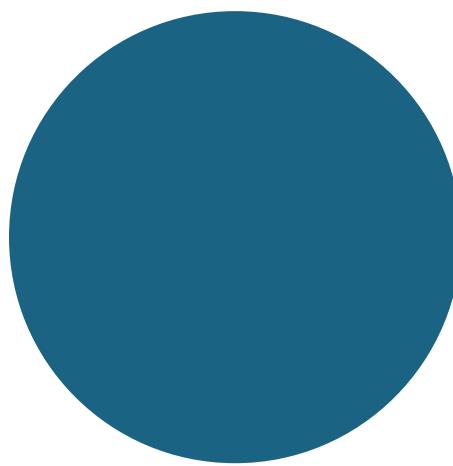


Ratio 1:1

Variations

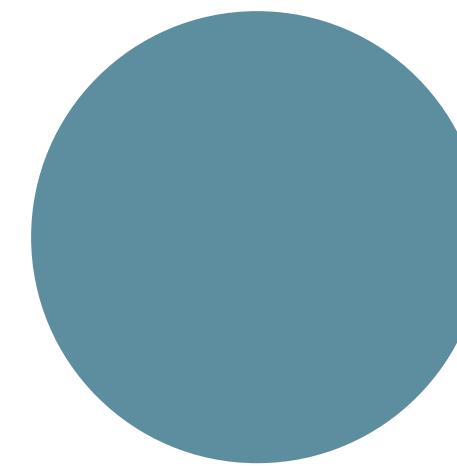


PALETTE DE COULEURS



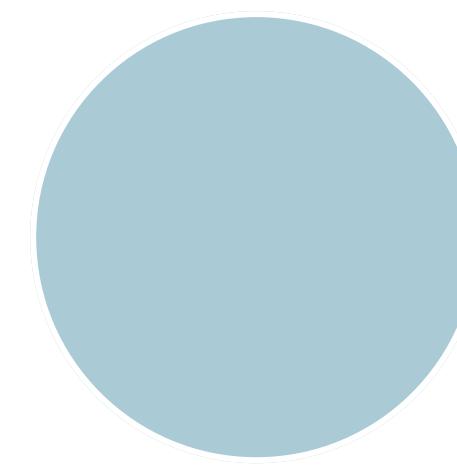
Baltic Blue

CMYK: 79, 24, 0, 49
RGB: 27, 99, 131
HEX: 1B6383



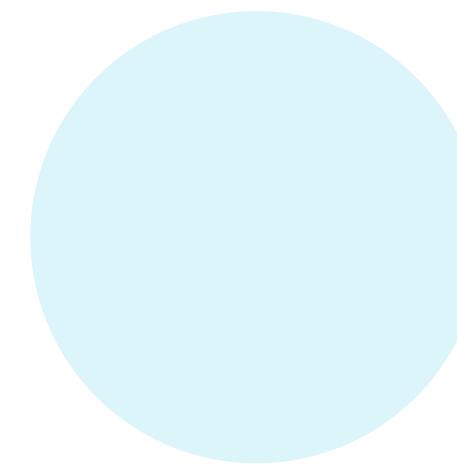
Air Force Blue

CMYK: 42, 11, 0, 37
RGB: 93, 142, 160
HEX: 5D8EA0



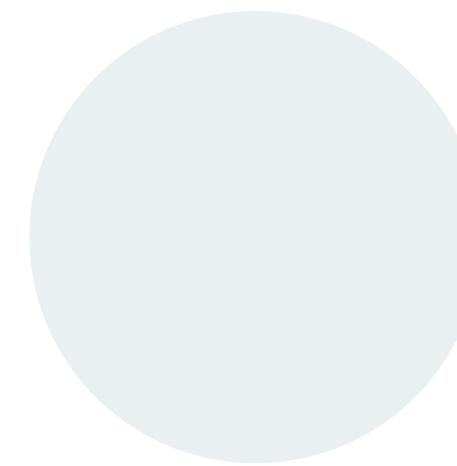
Light Blue

CMYK: 21, 5, 0, 16
RGB: 170, 203, 214
HEX: AACBD6



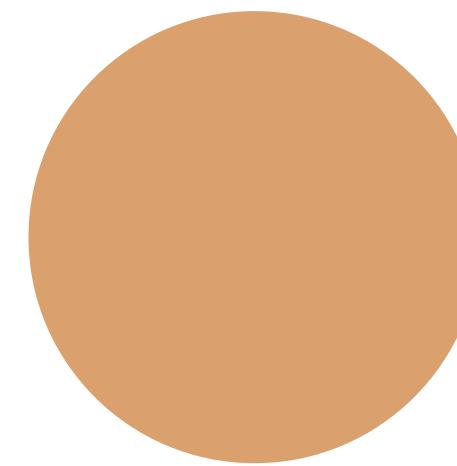
Light Cyan

CMYK: 12, 2, 0, 2
RGB: 220, 245, 250
HEX: DCF5FA



Platinum

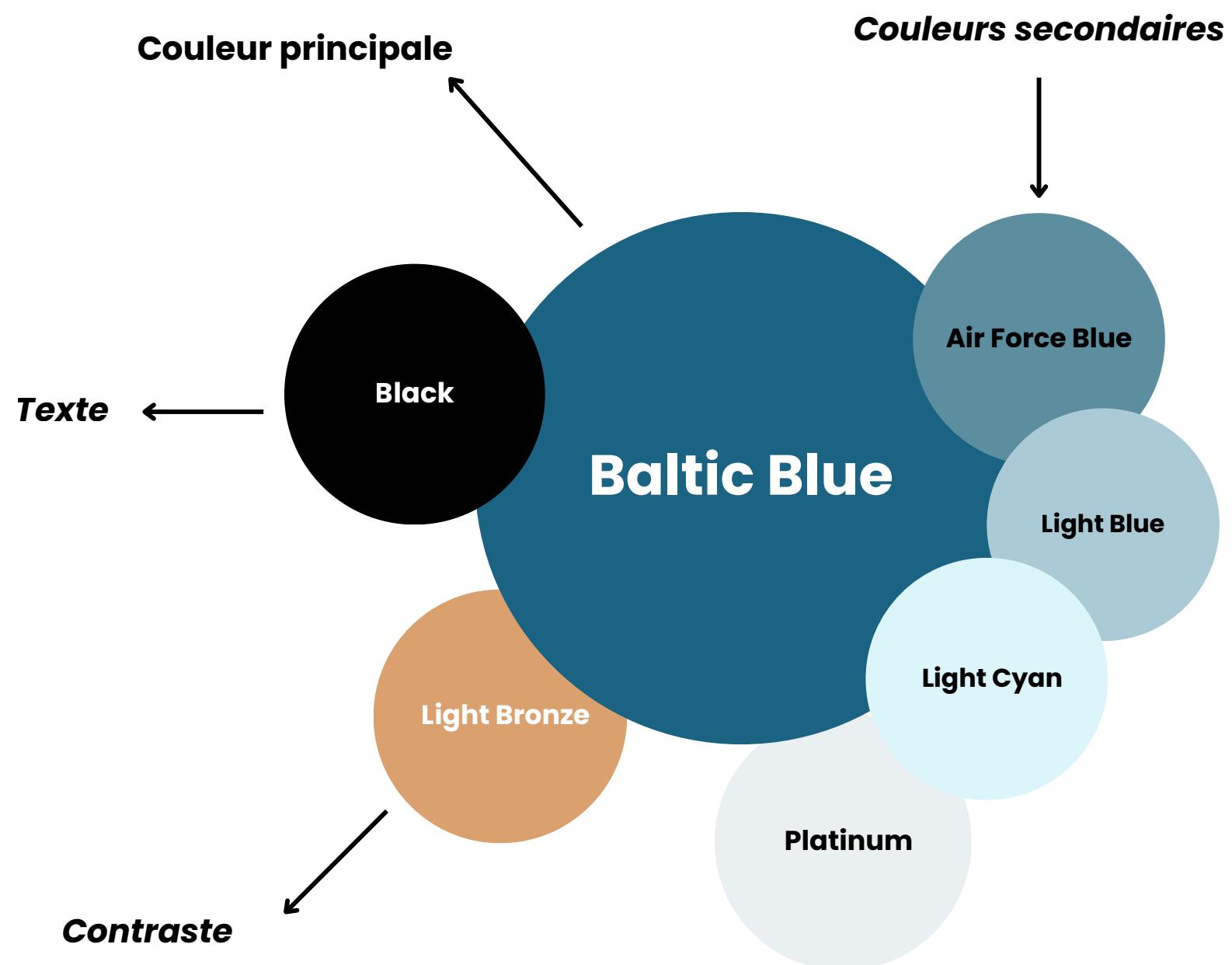
CMYK: 3, 1, 0, 5
RGB: 234, 240, 242
HEX: EAFOF2



Light Bronze

CMYK: 0, 27, 50, 15
RGB: 218, 160, 109
HEX: DAA06D

PALETTE DE COULEURS



Couleurs	Rôles	Significations	Utilisation
Baltic Blue	Couleur principale	Stabilité, confiance, profondeur, sérieux	Titres, éléments structurants, fond fort
Air Force blue	Couleur secondaire	Calme, confiance, équilibre, stabilité	Fonds secondaires, sections, blocs
Light Blue	Couleur secondaire claire	Apaisement, tranquilité, espoir	Arrière-plans, zones de lecture
Light Cyan	Couleur neutre claire	Légèreté, paix, optimisme, clarté	Fonds principaux, pages longues
Platinum	Couleur neutre	Stabilité, calme, paix	Espaces vides
Light Bronze	Couleur de contraste	Motivation, énergie, élégance, chaleur	Mots-clés, pictos, détails graphiques
Black	Couleur secondaire	-	Textes

CONTRASTES ET ASSOCIATIONS

GOAL GETTER

GOAL GETTER

~~GOAL GETTER~~

GOAL GETTER

GOAL GETTER

~~GOAL GETTER~~

GOAL GETTER

~~GOAL GETTER~~

TYPOGRAPHIES

Titres

INTRO RUST

GOAL GETTER

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
WXYZABCDEFHIJKLMNOPQR
STUVWXYZ1234567890!@#\$%^
&*()**

Sous-titres, accroches

Poppins Bold

Première plateforme de santé mentale positive.

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxyz
yz1234567890!@#\$%^&*()**

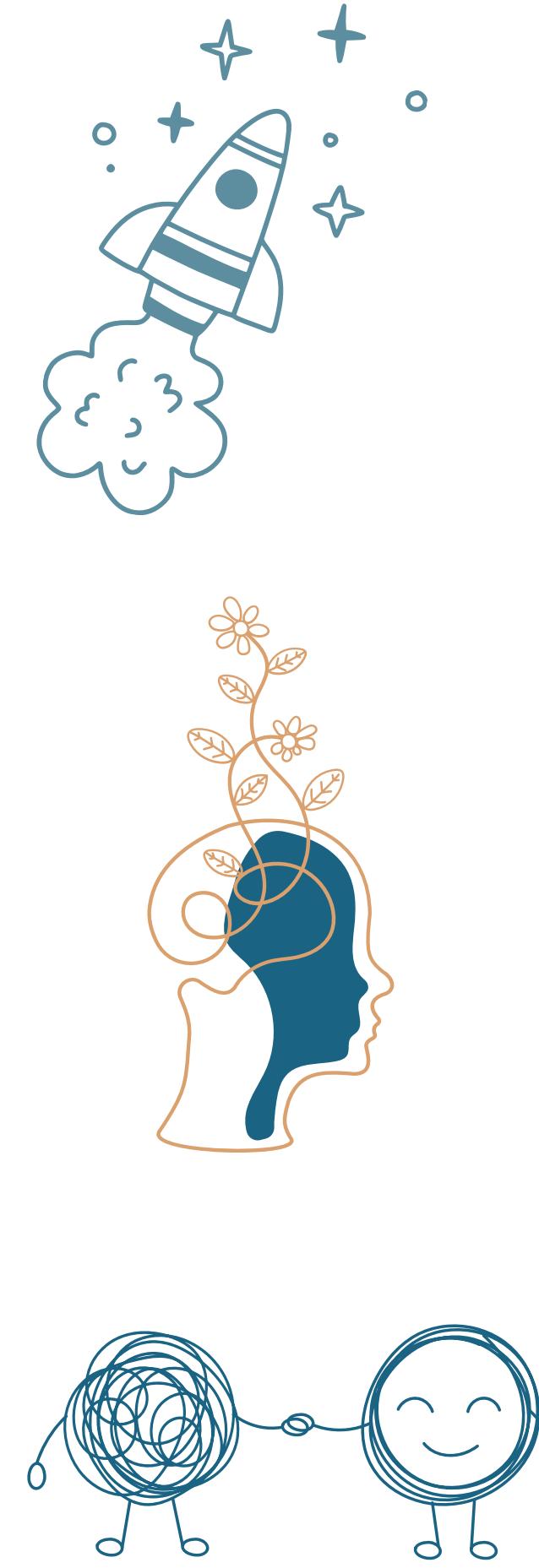
Texte

Poppins Regular

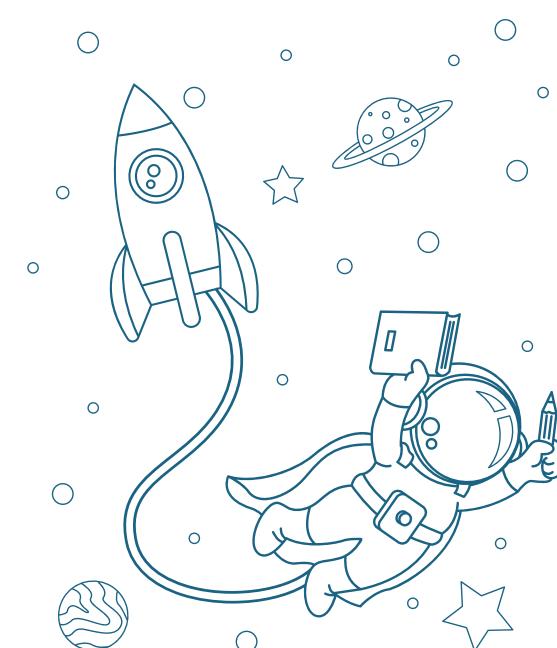
Santé mentale

**ABCDEFGHIJKLM NOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz12
34567890!@#\$%^&*()**

MOCKUP FEED INSTAGRAM



MENTAL
HEALTH



MOCKUPS POST INSTAGRAM



GUIDE DES FORMATS POUR INSTAGRAM ET LINKEDIN



Instagram Image sizes

Hootsuite®

PROFILE			
Profile picture			320 x 320
POST SIZES			
	FEED	GRID	ADS
Landscape image	1080 x 566	1012 x 1350	1080 x 566
Vertical image	1080 x 1350	1012 x 1350	1080 x 1350
Square image	1080 x 1080	1012 x 1350	1440 x 1440
Carousel images	1080 x 1350	1012 x 1350	
Reels	1080 x 1920	1080 x 1440	1440 x 2560
Stories	1080 x 1920		1440 x 2560



LinkedIn Image sizes

Hootsuite®

PROFILE			
Profile picture	400 x 400	Cover photo	1584 x 396
COMPANY PAGE			
Logo	400 x 400	Cover Image	1128 x 191
Life tab main image	1128 x 376	Life tab custom modules image	502 x 282
Life tab company photos image	400 x 400		
POST			
With URL:	1200 x 627		
ADS			
Landscape image	1200 x 628	Square image (desktop & mobile)	1200 x 1200
Vertical image (mobile only)	720 x 900	Carousel	1080 x 1080

Source: Hootsuite