

# **42 COMMUNICATIONS HANDBOOK - USAGE**

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# 1.42 BRAND USES

The 42 and 42 <City> brands are the only legally registered brands.

## 1.1 The 42 <City> Brand

For all campuses except those that were created prior to February 2019 (Hive, Codam, 19 and 1337), the brand and campus name is “**42 <City>**”. The main sponsor’s name **is not part of** the brand or campus name.

**The logo will be created by 42 exclusively.**

It will be possible to include the name of the campus’ main sponsor in the logo’s baseline (in compliance with the Graphic Charter’s indications).

Partner campuses that do not use the 42 sign in their name should add the “Member of 42” designation next to their brand name or brand identity, before potentially moving to a standard “**42 <City>**” denomination.

Partner campuses **are not allowed to register any brand, domain name or any other distinctive sign reproducing the 42 brand or sign.** Domain names are strictly reserved by the 42 team, and are made available to each partner campus, under the terms of the license agreement appended to the partnership contract, with the country or city extension, as requested by the partner campus.

Partner campuses cannot, under any circumstances, quote, communicate, use or mention the name of Mr. Xavier Niel, **co-founder of 42, or that of his companies in their documents, media, software and conferences, whatever the means of distribution and media envisaged.** Upon request to the 42 communications department, 42 may grant prior and explicit written authorization to use or mention the name of Mr. Xavier Niel and/or one of his companies for a given period and/or event. In the absence of validation or response from 42 within 7 days of the partner campus’ written request, the request will be considered rejected.

Before using any element or communication material from other campuses, or contacting students from other campuses, the partner campus is required to explicitly **request an authorization from 42's communications department**, who will then get in touch with the campuses of interest.

All communications and uses involving the 42 <City> brand are **intended to promote and put forward each campus individually.** Each member of the 42 network **will ensure that its choices and actions cannot harm the image and reputation of the brand, the network or its co-founder Mr. Xavier Niel, or any of his companies.** Partner campuses will therefore be expected to prevent and avoid any unauthorized use of their brand elements by their staff, students or any other third party.

### DO

“42 City” = proper noun

### DON'T

not “42city”

not “42City”

## 1.2 The 42 <Country> Brand

### KEY TARGETS

The creation of tools to meet the multiple promotional and communication needs of campuses in the same country is an important initiative aimed at raising the visibility and profile of these 42 campuses.

The main objective of this initiative is to provide tools and resources that enable 42 <City> campuses to communicate jointly at the national level with their target audience: mainly future candidates and/or prescribers.

This can give greater visibility to joint actions/events at the national level, and can help campuses to reduce the costs of paid actions by having campuses in the same country pool their marketing and communications budgets together.

### USING THE “42 <Country>” NAME

The 42 <Country> name **will only be used in the logo** that will be created by 42 and made available to the relevant campuses. **No 42 <Country> trademark will be registered.**

The use of the 42 <Country> trademark will not be authorized if there is only one 42 campus in a country.

In all communications, partner campuses must use the phrase "42 in <Country>" (e.g. 42 in Spain, 42 in Germany, etc.). Only in the aforementioned logo will "42" and "<Country>" be placed side by side.

The name of Partners/Key Sponsors **may not be part of the brand name**, including the logo "42 <Country>".

**All communication and use of the 42 <Country> brand** is intended to **promote the entirety of the country's campuses**. Each member of the 42 network **will ensure that its choices and actions cannot harm the image and reputation of the brand, the network or its co-founder Mr. Xavier Niel, or any of his companies**. Partner campuses will therefore be expected to prevent and avoid any unauthorized use of their brand elements by their staff, students or any other third party.

The use of the brand is limited to the **landing page**, and to any **common communication actions** by the country's 42 campuses on their various communication channels: advertising on local social media, press releases, printed documents (flyers, etc.), purchase of advertising space from influencers (articles on paid platforms, etc.).

**For any joint action involving a financial or non-financial commitment, a written agreement must be sent** to the campus directors and communications/marketing managers of each campus, as well as to the 42 communications team, and **accepted by all parties** at least 15 days before the said communication action. In the absence of validation or response from the other campuses in the territory and from 42 within 15 days of the Partner's written request, the request will be considered rejected.

Cost-sharing must be defined and approved by each of the country's campuses prior to the beginning of the action.

In the event where partner campuses would find it difficult to reach an agreement, 42 can act as an advisor.

*For example, if 42 Angoulême proposes to the other French campuses to place a joint advertisement in a magazine, the budget and cost-split of this advertisement will have to be approved by the other French campuses prior to the signature of any deal.*

On the other hand, there can be no reserved accounts on the various social media platforms in the name of 42 <Country>, nor can there be any use of these.

### The 42 <Country> Landing Page

The purpose of this landing page is to **unite the various campuses in a single country under the same banner**. This landing page is proposed to all campuses located in countries where there are multiple campuses. This landing page is created by 42 for all the relevant countries.

It contains the following information:

- A short generic presentation of 42,
- A presentation of the country,
- A reminder of the admissions process
- Dates of upcoming Piscines (data retrieved from Apply),
- A map of the country with a view of each 42 <City> campus. This view includes:
  - A thumbnail photo of each 42 <City> campus,
  - A link to the website for each 42 <City> campus,
  - A link to the Apply website for each 42 <City> campus,
  - Links to each 42 <City> campus' social media,
  - Dates of upcoming Piscines at each 42 <City> campus (retrieved from Apply).

Partner campuses will be required to ensure that **their Piscine dates are up to date on Apply**.

It will be possible to display the **logos** of campuses main sponsors in the space provided for it on the Landing page.

The website is **created and developed in-house by 42** and made available to partner campuses in the country. Texts will be in English by default for all countries, and in French for the countries

concerned. For other languages, partner campuses **will be asked to translate the texts**, in order to have both a version in the local language and in English.

No design modifications or local adaptations (except for the reading direction) are possible.

Partner campuses have to **agree to display the link to the 42 <Country> landing page on their website, in accordance with this document.**

There will be no 42 <Country> landing page created unless there are multiple 42 partner campuses in one country. There would only be the local 42 <City> campus website. The campus would not be able to use the 42 <Country> brand.

## DOMAIN NAMES

Domain names must be registered and configured by 42. They will be reserved in accordance with the local registry policy: "**42country.(local tld)**" (Ex: .fr for France, .es for Spain, etc) with **the country name in English and in the local language, in Latin alphabet** (Ex: 42spain.es and 42espana.es).

**The .com and .org domains will be registered and configured by 42 with the country name in English and in the local language according to their availability** (Ex: 42spain.com, 42espana.com, 42spain.org and 42espana.org).

Partners may not register domain names containing the 42 trademark. However, in the event that this occurs, ownership of the domain must be transferred to 42.

If such a transfer is not possible due to constraints specific to Top Level Domain (tld) rules, the domain name must be parked and terminated by the Partner.

In the event when local legislation does not allow 42 to reserve local domain names, an exception can be made, and the partner campus may reserve the NDD locally itself. This will be subject to 42's prior written agreement, and the declaration will have to specify that the DNS (domain name system) management will be delegated to 42.

## HOSTING

The landing pages will be hosted by 42.

## ANALYTICS

For each 42 <Country> landing page, **42 will be responsible for creating a dedicated Google Analytics property linked to it**, and for sharing access to the relevant people within the campuses in question.

An additional data layer will need to be configured on Apply to enable identification of the sites from which different users originate, and more specifically, to identify conversions coming from 42 <Countries> sites.

## 1.3 The 42 Brand

No member of the network is authorized to communicate in the name or on behalf of 42.

**Partner campuses may not use** the 42 brand.

**Exceptions** can be made to indicate that partner campuses are members (42 <City> member of 42), that they use 42's pedagogy, 42's tools (Intranet 42,...), 42's selection system (Piscine 42) and adhere to 42's values.

Partner campuses may not **claim ownership of 42's values and concepts**. By way of example, it is not possible to say that 42 <City> created a unique educational concept or that 42 <City> invented the concept of Piscines.

Partner campuses will be expected **to prevent and avoid any unauthorized use of their brand elements by their staff, students or any other third party**.

Partner campuses **are required to communicate and display their belonging to 42** ("Member of 42" for those with a name other than 42 <City>) and their adhesion **to 42's values**, in accordance with the recommendations of the 42 communications department.

Partner campuses may use the <42 Alumni> logo, but under no circumstances may they communicate using <42 Alumni + Ville>.

## 1.4 Using "The 42 network" name

All communication elements used by the Partner relating to 42, including its membership of the 42 network, are the property of 42. Consequently, the Partner may not resell, distribute, sub-license or grant a right of reproduction of these elements to a third party.

No member of the network is authorized to make any communication in the name or on behalf of 42 Network.

DO	DON'T
"The 42 network" or "The network 42" #42network	not "42network" not "42Network"

## 2. COMMUNICATION CHANNELS AND MATERIAL

While each campus can draw up its own communications strategy, certain **common rules** apply within 42 and its network of partner campuses.

All communications, whatever the medium, **must comply with the rules and values set out above** concerning the use of the 42 Brand, 42 <City> and 42 <Country>.

**Impersonating** another 42 campus, 42 or the 42 network, whether intentionally or not, is **strictly forbidden**. Making comments in place of another campus or 42, or the 42 network, is also forbidden. It is recommended to reply by asking for the contact of the campus in question.

It is always preferable to **share and comment** rather than create new content when something happens in a 42 partner campus. *For example, if 42 <City1> wishes good luck to 42 <City2> for their first Piscine, the message from 42 <City2> should be shared and/or commented on.*

In the event of cross-campus content creation (for example, if 42 <City1> and 42 <City2> are planning a webinar together) 42's communications department should be **made aware** beforehand. It is a way of ensuring that it doesn't interfere with another planned event, and possibly, spreading the idea among other campuses.

## 2.1 Local Websites

Partner campuses' own websites are a showcase for the training program. They are also the **central communication asset** for each campus. They must bring together the essential information for the different targets established by each campus, as well as the legal notices for the partner campus' country.

Before designing the website, **you must contact 42's staff to register a 42 <City> domain name**. The showcase site must be **validated** by 42's communications department **before being published**.

In order to achieve **consistency** between all of 42's partner campuses, while retaining an identity that includes local details, it is necessary to follow the **elements of the graphic charter** that have been given.

Many resources are available to Partners (WordPress templates, photos, videos, icons, etc.). They can all be used locally.

If **multiple campuses open in the same country, or if multiple campuses exist in the same country**, each campus will have its own website.

## 2.2 The "42 - The network" Website, News and Intranet

The "42 - The Network" website [www.42network.org](http://www.42network.org) was created to **bring together and showcase the network of 42 partner campuses** around the world. The purpose of this website is to present 42's pedagogy, its values and the different campuses in the network.

Each campus has its own dedicated page, and it is up to each campus to **check** that the information about them is up to date **on a regular basis**.

Available directly on the "42 - The network" site, the News section offers qualified content to be shared by all Partners.

42's editorial line favors content that is timeless or has little impact over time. It highlights the successes and values of our partner campuses.

All site content, including news, is produced by 42's communications department.

## 2.3 Social Media

### ID

On each social media, campuses must have a unique identifier (@something) and, if available, a display name.

The identifier will depend on availability, hence it is highly recommended to register it as soon as possible. Most of the time, it will be the name of the campus, with minor modifications if necessary: 42City, 42\_City, 42.City. The ID should not be too long.

The display name must be the campus name. It should use the following denomination 42 <City>.

### Profile

The profile image and, where applicable, the cover image, must also comply with 42's logo usage guidelines.

### Hashtag

Using the #42Network hashtag in the public description is recommended - but it shouldn't give the impression that you're a spokesperson for 42. The 42 brand should not be used on its own.

### Deactivation

To deactivate an account on social media, whether due to inactivity, lack of time, relevance, etc., please contact 42's communications department. Staff will retain their security access, should reactivation prove necessary.

## 2.4 Press Relations

To announce the opening of a campus, if a press release is planned, it must be approved in writing by 42's communications department **beforehand**.

In all cases, the communications around the official launch of a campus should be coordinated with 42's communications department.

## 2.5 Events

If you are asked to intervene on behalf of the 42 network, you must submit your request to the 42 communications department. They should then send you a **written authorization prior to the event**.

We recommend that you pass on information about your major events to the 42 communications department, so that we can **communicate about them on a global level**, and possibly **invite** other partner campuses to participate.

## 2.6 Partnerships

Partnerships with public or private entities must be carried out in **strict compliance** with the 42 and 42 <City> brands, 42's values and educational principles, and local legislation.

### **3. GRAPHIC CHARTER**

42

# GRAPHIC CHARTER

## BEFORE YOU START

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*This document contains all the graphical elements created by the 42 entity. You should refer to it carefully to respect the visual identity of the entity and the values it carries.*

*This document also provides best practices for using the global graphical elements created by 42. It's intended to be used and read by as many people as possible.*

## 42, STORY OF A BRAND

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**42** refers to the book of Douglas Adams, 'The Hitchhiker's guide to the galaxy' and also, to the nonsensical answers of *Deep Thought*, the computer in charge of the enlightenment of the meaning of life. This can be seen in the following:

- Self-mockery that is both light and brilliant
- The invitation to keep trying and progress in an original way
- A certain faith in Humanity

For us, "42" is: universality, passion and distance, looking from a new perspective, technology without technologism, humor, ambition and humility, art and the art of questioning. In short, 42 is our answer of what education of the future should be.

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# 01 CAMPUS LOGOTYPE SYSTEM

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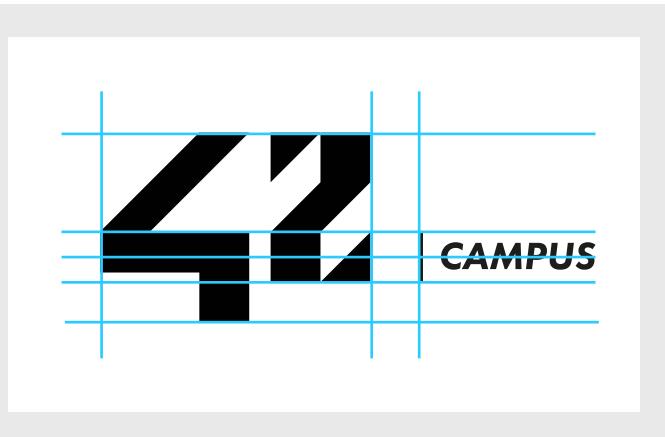
- 1.1 Campus Logotype System
- 1.2 Special cases
- 1.3 The "42 STARTUP CLUB" label

## 1.1 A LOGOTYPE SYSTEM FOR OUR CAMPUS AROUND THE WORLD - PART 1

The "Campus Logotype System" is quite simple. It consists of adding a baseline to the original 42 logotype with **the name of the city** where the new campus' logotype will be created by 42 and made available to the campuses concerned.

The logotype is built with the original 42's logotype to which we have added a pipe character and a name written in **Futura PT Heavy Oblique** uppercase.

In order to increase readability and consistency, only the full name of the city or country is allowed. The logo features the city name in English (and in some cases, the city name is also in the local alphabet for campuses that consider it more appropriate or essential).



### SECURITY MARGINS

Regardless of the support on which the logo will be used, it should always be surrounded by sufficient blank space so as to maximize its visibility and its impact (Hatched line area marked 'Safe Area'). No graphic element of any kind should appear in this zone.

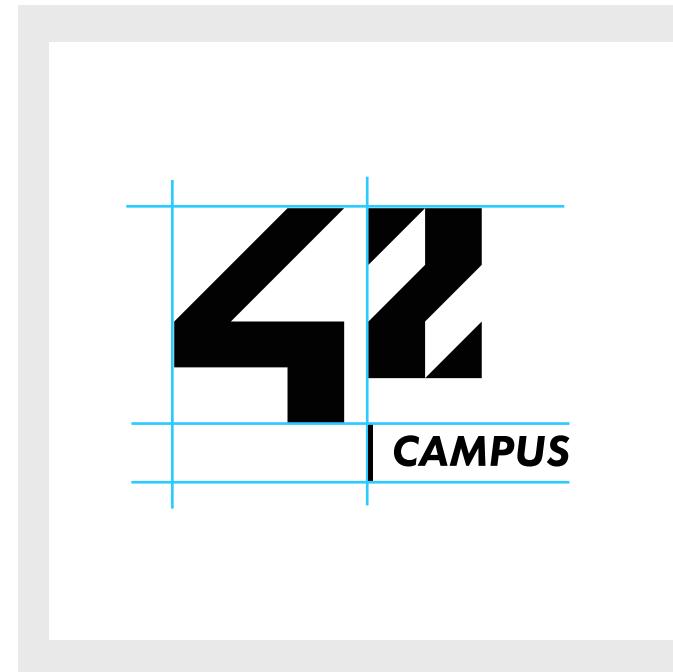
### USE CASES

In order to find the value of the logo's security margin, divide the height of the logo by two : Security margin = Height(represented by X) / 2



## 1.1 A LOGOTYPE SYSTEM FOR OUR CAMPUS AROUND THE WORLD - PART 2

It could be useful in some cases to have the logotype organized in a different way. The version presented as shown on this page is another possibility of for the 42 campus logotype.

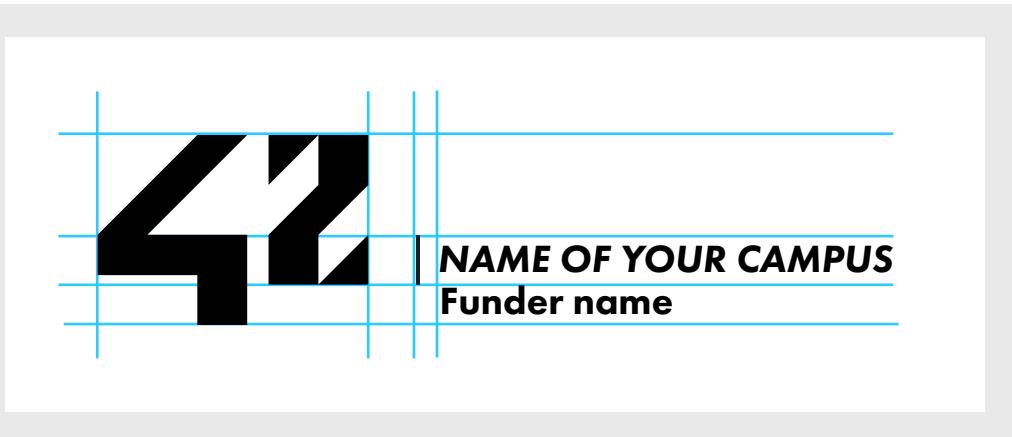


## 1.2 SPECIAL CASES

### "42 CAMPUS BY SPECIFIC COMPANY"

If your campus is powered by a specific company or entity, 42 can put an additional baseline in your logotype as shown below.

The logotype is built with the original 42's logotype to which we have added a pipe character and a name written in **Futura PT Heavy Oblique** uppercase. The baseline of «Funder name» is written in **Futura PT Heavy**, same size as the city name above.



#### OTHER USE CASES



#### VERY IMPORTANT

For perfect homogeneity between campuses, it is very important to not change the disposition of the logo and the campus name, or to not add some additional graphic design next to the logo.

## 1.3 APPLICATION WITH OR WITHOUT BACKGROUND

LOGO A



LOGO B



LOGO C



For any use of the logotype on a background color, preferably using one of the three colors above. However, the logo can be applied on different backgrounds. Make sure that if the background is dark, the color of the logo remains white, and if the background is light, the color of the logo remains black. Be careful with color contrast.

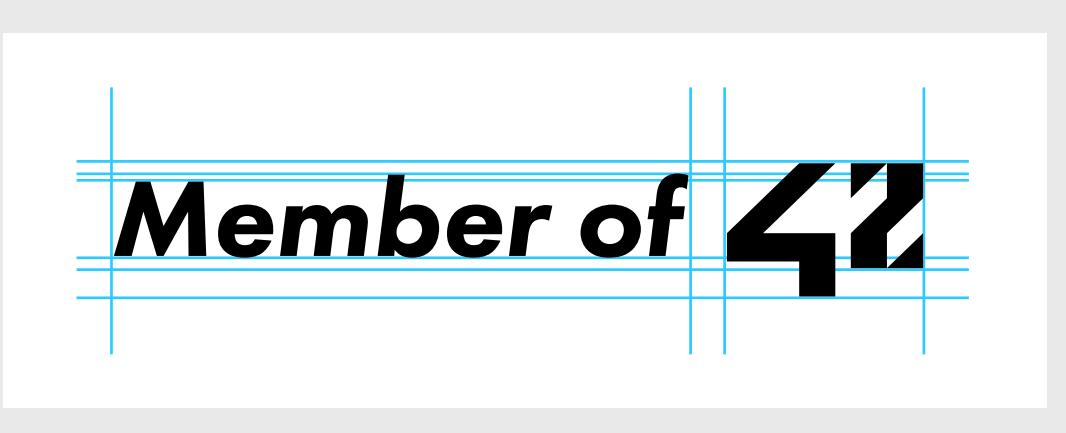
Black or white are the only two colors allowed for the logotype.

### EXAMPLES



## 1.4 "MEMBER OF 42" LABEL

For our campuses that have already been launched, it is required to add a label with the mention «Member of 42» like the one shown as below. This label should be added close to your logotype, you're free to choose the best layout as possible so that your identity remains coherent and harmonious. In any case please go [here](#) to find the file.



**Member of 42**

### EXAMPLE OF USE CASES

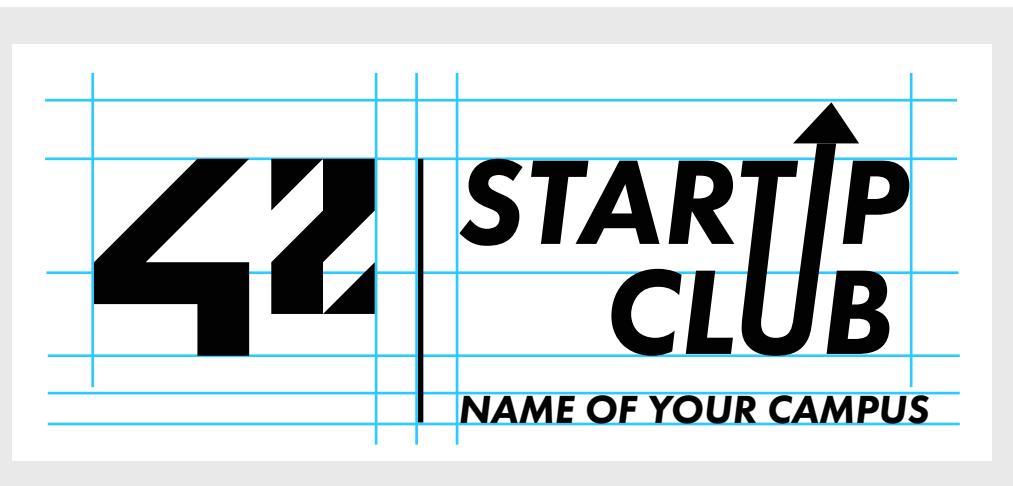


The two proposals next to are given as an example, 42 leaves it to the entities concerned to apply the 42 label as harmoniously as possible to their logotype.

## 1.5 THE "42 STARTUP CLUB" LABEL FOR OUR CAMPUS AROUND THE WORLD"

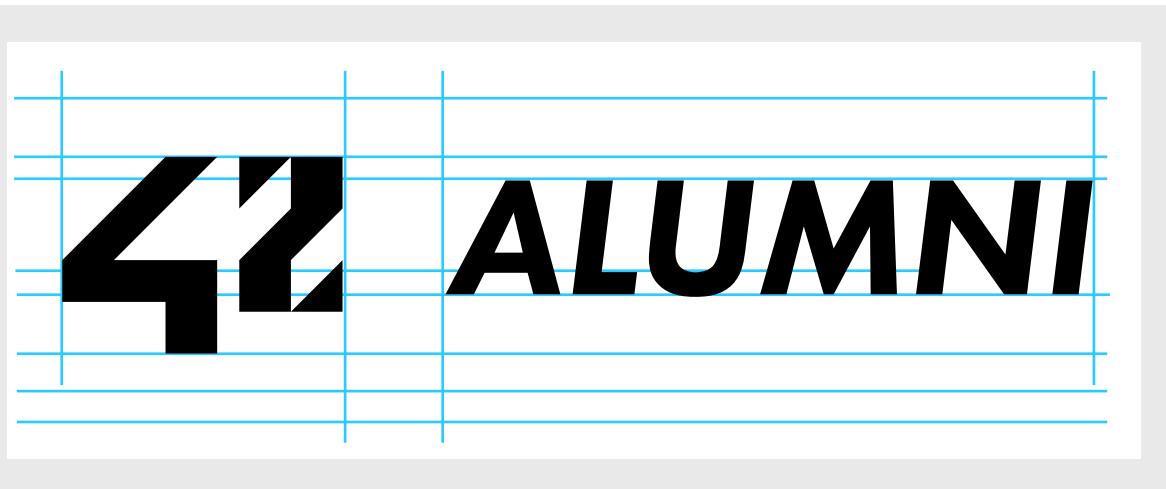
The 42 Start-up Club is the community of entrepreneurs from 42 in Paris. The 42 Start-up Club allows them to be gathered around the creation of their company: start-up, scale-up... The 42 Start-up Club also allows them to benefit from the strength of a passionate community, to share between entrepreneurs and to benefit from several advantages and perks. It also offers access to a 42 incubation program at Station F. This program aims to support and develop the most promising start-ups of 42 for 6 months.

To create an entrepreneurs club, campuses can use this logo with the city of the campus. It could be useful in some cases to have the logotype organized in a different way. The version presented as shown on this page is an other possibility of use of our 42 Startup club logotype. In any case please refer to the [42\\_startupclub\\_campus\\_template.ai](#) (or .eps) file [here](#).



## 1.6 THE "42 ALUMNI" LABEL FOR OUR INTERNATIONAL CAMPUSES

42 puts a high emphasis in keeping a close-knit alumni community. Please refer to the **42alumni.ai** file [here](#). In that respect, the entity has come up with a specific logo for it: the '42 Alumni' logo. The idea is to add the mention "ALUMNI" next to the 42 base logotype, in the Futura PT Heavy Oblique font, in capital letters, as shown below:



# 02 TYPOGRAPHY

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2.1 Official typography

2.2 Fonts

Futura PT is the official font used in all the 42's graphic charter supports. It was designed by Isabelle Chaeva, Paul Renner, Vladimir Andrich et Vladimir Yefimov. There are 22 fonts variations in the original design, but only 6 are used in the 42's graphic charter.

**If it's not possible for you to use Futura PT, please use a Sans Serif font in any case.  
You can find the package [here](#).**

Futura PT

### Book

---

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,;?!/

### Book Oblique

---

*The quick brown fox jumps over the lazy dog*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,;?!/

### Heavy

---

**The quick brown fox jumps over the lazy dog**  
**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789.,;?!/**

### Heavy Oblique

---

***The quick brown fox jumps over the lazy dog***  
**ABCDEFGHIJKLM NOPQRSTUVWXYZ**  
***abcdefghijklmnopqrstuvwxyz***  
**0123456789.,;?!/**

### Light

---

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,,:?!/

### Light Oblique

---

The quick brown fox jumps over the lazy dog

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789.,,:?!/

# 03 COLORS

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3.1 Primary colorimetric system

3.2 Secondary colorimetric system

## 3.1 PRIMARY COLOR SYSTEM

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Originally, 42's visual identity was represented by two main colors. They could be found on the logotype as well as the «Heart of code» building. It was black and white reflecting the binary system.

### PRIMARY SYSTEM



#### BLACK

##### CODES

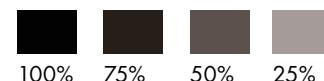
CMYK : c0% M0% J0% n100%  
RGB : 0, 0, 0  
Web : # 000000



#### WHITE

##### CODES

CMYK : c57% M90% J0% n0%  
RGB : 255, 255, 255  
Web : # ffffff



#### TONES

100% 75% 50% 25%



#### TONES

100% 75% 50% 25%



#### GRADIENT



#### GRADIENT

### USE

- Logotype
- Titles
- Texts
- Graphic elements
- Color backgrounds

### USE

- Logotype
- Texts (on dark background)
- Color backgrounds

## 3.2 SECONDARY COLOR SYSTEM

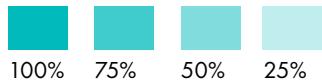
### SECONDARY SYSTEM



### TURQUOISE BLUE

#### CODES

CMYK : c72% M0% J32% n0%  
RGB : 0, 186, 188  
Web : # 00babc



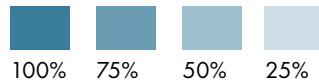
#### TONES



### DUCK BLUE

#### CODES

CMYK : c82,6% M32,1% J25,57% n8,16%  
RGB : 4, 128, 159  
Web : # 04809f



#### TONES



### GRADIENT



### GRADIENT

### USE

- Titles
- Graphic elements
- Color backgrounds
- Call-to-action (UI)
- Links (UI)

Beware of the contrast : this color doesn't match well with the white.

### USE

- Titles
- Graphic elements
- Color backgrounds
- Call-to-action (UI)
- Links (UI)

## 3.2 SECONDARY COLOR SYSTEM

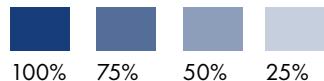
### SECONDARY SYSTEM



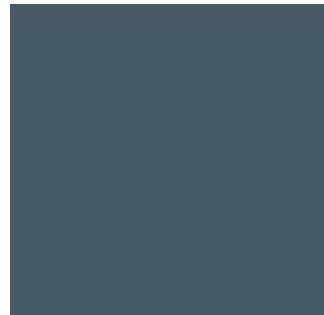
### NAVY BLUE

#### CODES

CMYK : c100% M81% J8% n0%  
RGB : 23, 61, 122  
Web : # 173d7a



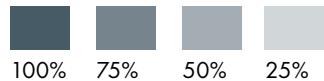
#### TONES



### GREY

#### CODES

CMYK : c82,6% M32,1% J25,57%  
n8,16%  
RGB : 4, 128, 159  
Web : # 475b67



#### TONES



#### GRADIENT



#### GRADIENT

### USE

- Titles
- Texts (on light background)
- Color backgrounds
- Graphic elements
- Links (UI)

### USE

- Texts (UI)

If you want to add colors, you have to ask validation to the communication service of 42.  
Please be aware to respect accessibility when you use colors.

# 04 BRANDING AND APPLICATIONS

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4.1 - Business card, letter

4.2 - Branded objects

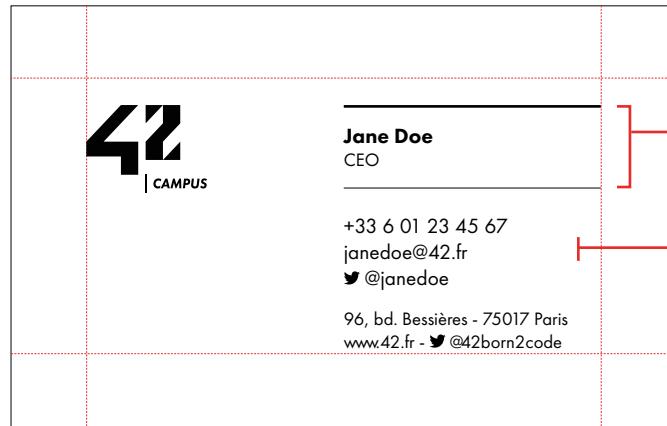


## 4.1 BUSINESS CARD TEMPLATE (CAMPUS VERSION)

You'll probably need to create some business cards for your team. The 42's business card template is quite simple, built to be the least expensive as possible to produce. Both faces of the business cards could be printed in black and white or grayscale, in order to minimize the cost.

You're free to use the size you like for your business card template. The example below is settled with a size of 88mm per 56mm. You can find this file [here](#).

### FRONT TEMPLATE



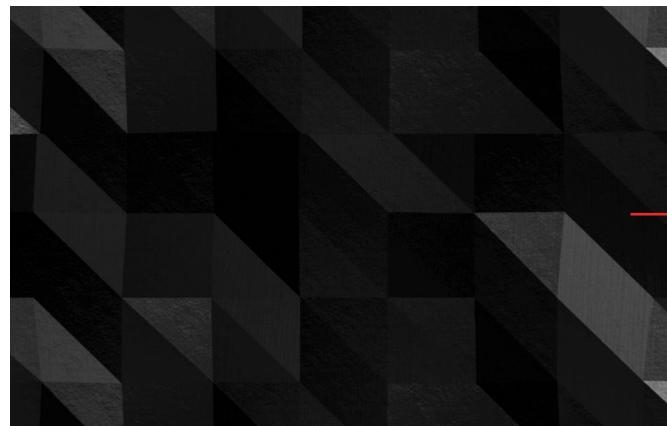
Name remains in bold.

Keep the same blank space between each border and the text.

Font size should never be under 7pt in order to stay readable.

Margin should be settled at 10 millimeters minimum and keeping safe of any graphic elements.

### BACK TEMPLATE



Use the 42 monolythe pattern on the back of your business cards  
(The background is provided with this graphic charter)

Cards can be recto verso

## 4.2 LETTER

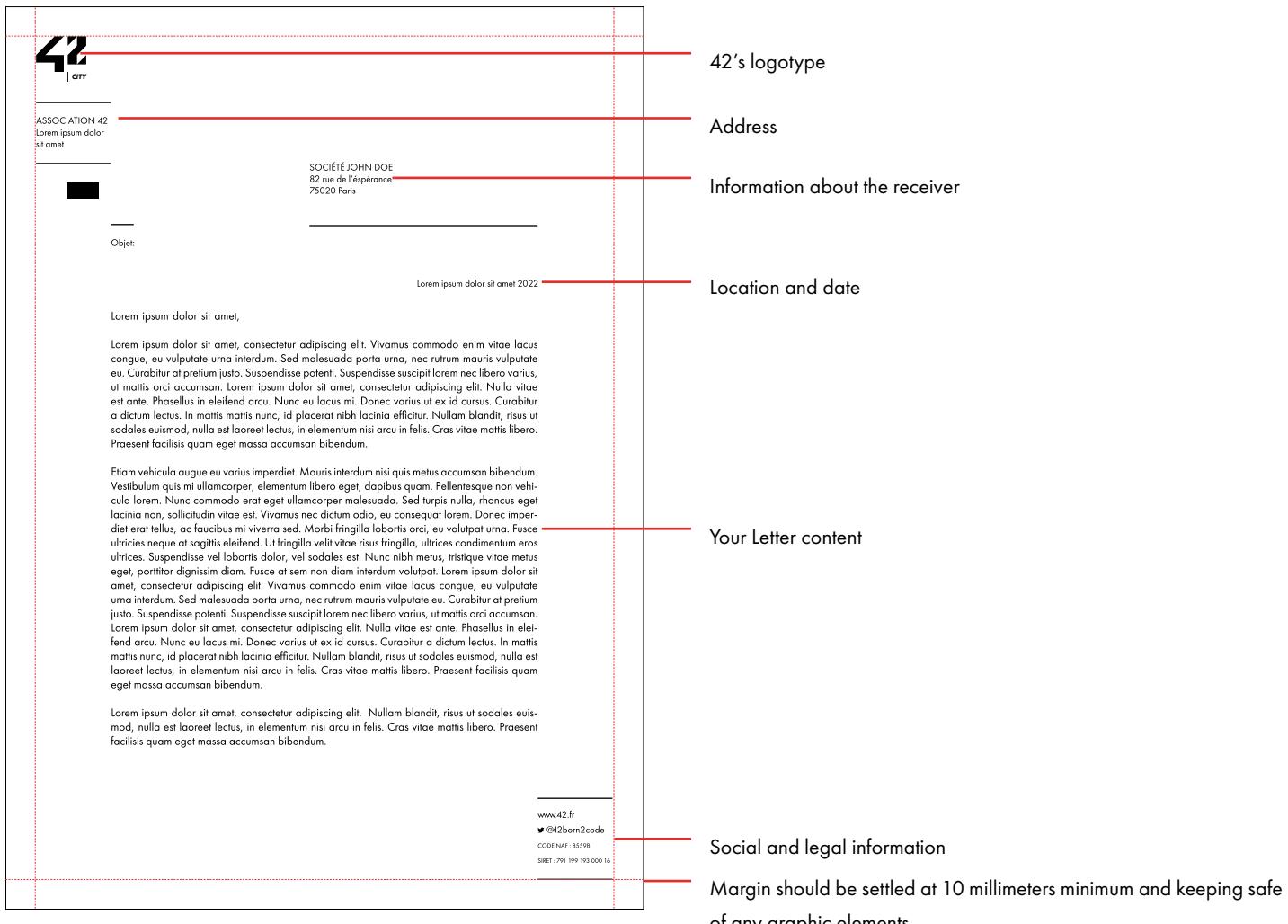
For an important and official letter you'll need to use this template.

The size of your letter depends on the size of the current paper you use.

The example below is settled for A4 paper size (21 x 29,7mm).

You can find this file [here](#).

### LETTER TEMPLATE



## 4.3 BRANDED OBJECTS

---

Preferably use black or white, or both for any object you choose.

Each elements of text appearing on your object must remain in Futura PT  
which is the official font of the 42's graphic charter.

---

**FRONT**



---

**BACK**



## 4.3 BRANDED OBJECTS

One might be tempted to maximize the size of the 42 logotype on each branded object. But keep in mind that the best size is the one that will best highlight the logotype, a balanced blank space around the logotype is always a good solution. Remember, keep it simple and smart.



# 05 USER INTERFACE

---

5.1 UI elements

5.2 Webdesign (42 website)

5.3 Webdesign (42 the Network website)

Here are some UI elements that you can use as guidelines for any website or interface you have to create. You'll find all of them in the file **42-UI-elements.sketch** provided with this graphic charter [here](#).

### HEADING

**Heading 1 - 55 px**

**Heading 2 - 35 px**

**Heading 3 - 28 px**

**Heading 4 - 20 px**

**Heading 5 - 18px**

**Heading 6 - 18px - book oblique**

### PARAGRAPH

#### Important text

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam imperdiet neque at ligula tempus, sit amet condimentum justo malesuada. Mauris consectetur hendrerit nisl in tincidunt. Phasellus dapibus lacus sed dolor egestas tempus. Praesent eu dui vel eros fermentum malesuada. Morbi egestas, sapien nec vehicula gravida, ipsum nibh dignissim tortor, ac faucibus risus tortor a dui. Donec sapien justo, consectetur eu magna bibendum, consequat dignissim odio. Morbi convallis sem eros, sed suscipit ligula luctus a. Aliquam in elit eget turpis consequat rhoncus at eget nisl.*

*Morbi pulvinar vulputate justo at ullamcorper. Aenean imperdiet sed mi sed euismod. Nunc malesuada diam id diam efficitur varius. Cras lorem augue, ultricies nec erat non, sollicitudin pulvinar turpis.*

#### Main text

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam imperdiet neque at ligula tempus, sit amet condimentum justo malesuada. Mauris consectetur hendrerit nisl in tincidunt. Phasellus dapibus lacus sed dolor egestas tempus. Praesent eu dui vel eros fermentum malesuada. Morbi egestas, sapien nec vehicula gravida, ipsum nibh dignissim tortor, ac faucibus risus tortor a dui. Donec sapien justo, consectetur eu magna bibendum, consequat dignissim odio. Morbi convallis sem eros, sed suscipit ligula luctus a. Aliquam in elit eget turpis consequat rhoncus at eget nisl. Morbi pulvinar vulputate justo at ullamcorper.*

*Aenean imperdiet sed mi sed euismod. Nunc malesuada diam id diam efficitur varius. Cras lorem augue, ultricies nec erat non, sollicitudin pulvinar turpis.*

### BUTTONS



### BUTTON TAGS



### OUTLINE BUTTONS



### ACTIVE STATE



### DISABLED STATE



### CHECKBOX AND RADIO BUTTONS



### DROPSWONS



Lorem  
Ipsum dolor  
Sit amet

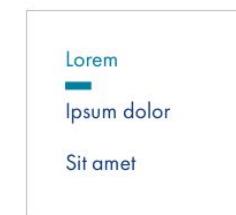
#### SINGLE BUTTON DROPSWONS



#### SINGLE BUTTON DROPSWONS



#### MENU ITEM



### ALERTS

This is a primary alert— check it out!

This is a secondary alert— check it out!

This is a success alert— check it out!

This is a danger alert— check it out!

This is a warning alert— check it out!

This is a info alert— check it out!

This is a light alert— check it out!

This is a dark alert— check it out!

## 5.1 UI - COLORS

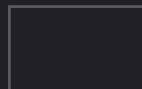


Hexa : #2dd57a  
RGB : 45, 213, 122

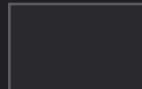
Hexa : #04809F  
RGB : 0, 186, 188



Hexa : #173D7A  
RGB : 32, 32, 38



Hexa : #202026  
RGB : 32, 32, 38



Hexa : #29292e  
RGB : 41, 41, 46



Hexa : #5b5b60  
RGB : 91, 91, 96



Hexa : #e3e3e3  
RGB : 227, 227, 227



Hexa : #475B67  
RGB : 91, 91, 96

## 5.2 UI - ICON SET - FLATICON

Here are some UI elements that you can use as guidelines for any website or interface you have to create. You'll find all of them [here](#).



## 5.2 UI - ICON SET - FLATICON



## 5.2 UI - ICON SET - FLATICON



## 5.2 UI ICON SET - FAVICON

---

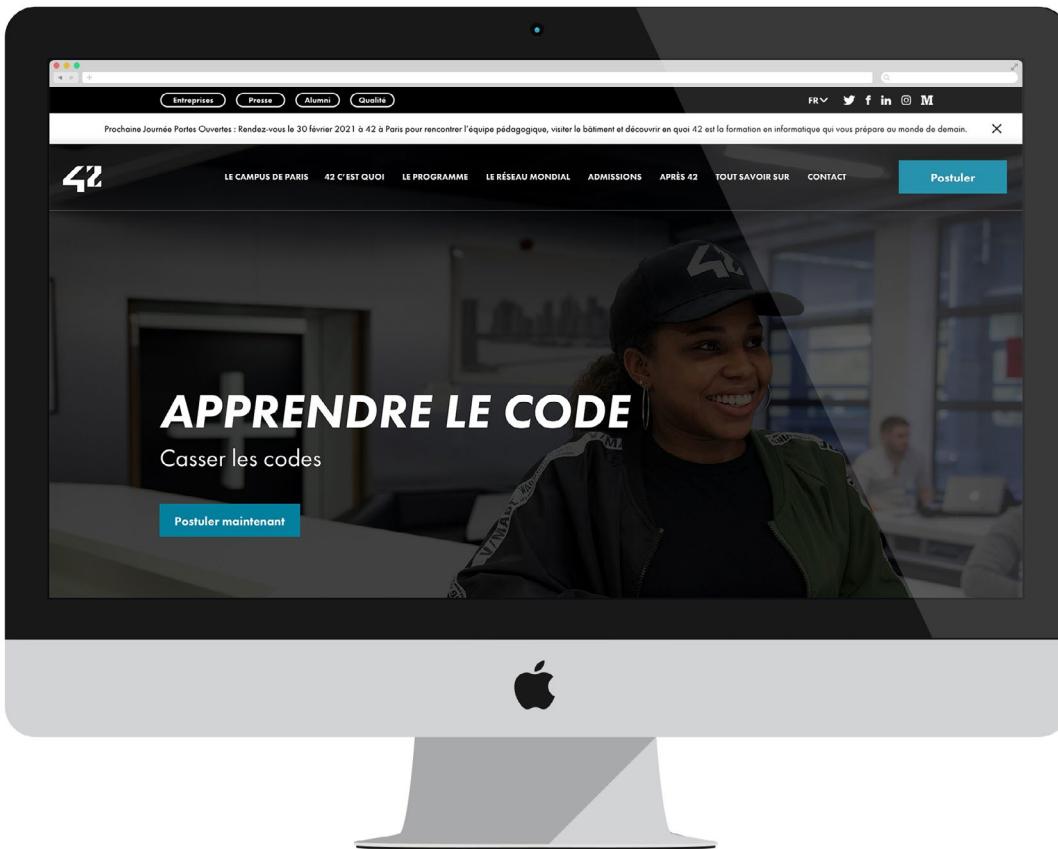
You'll find the file [here](#) provided with this graphic charter.

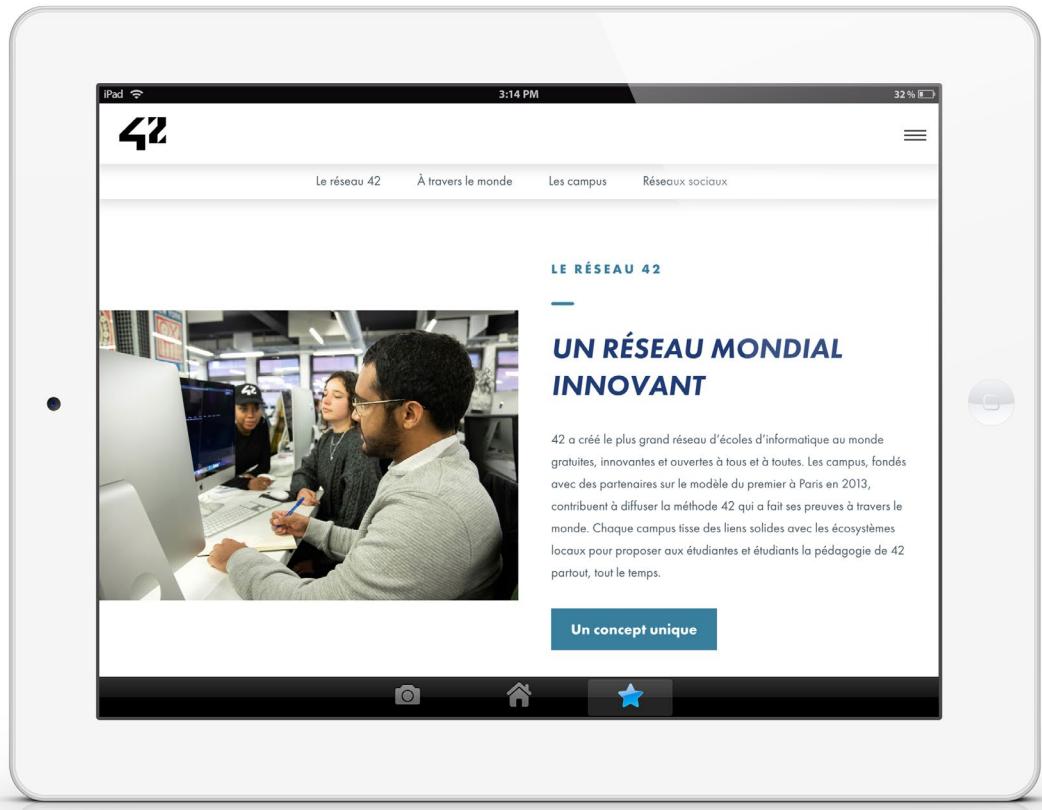
The file is black on a white circle in order to respect the rules of accessibility in particular in the case of the dark mode.



## 5.3 42'S OFFICIAL WEBSITE - WEBDESIGN CONCEPT & REDESIGN

For this redesign, the main idea was to focus on the values of 42, especially the diversity. Showing the life and the people who make the spirit of what it means to be a part of the (...). Also, the previous version being a terminal, the content was very dense. The purpose for this new version is to simplify the visit of the website. Templates can be found [here](#).



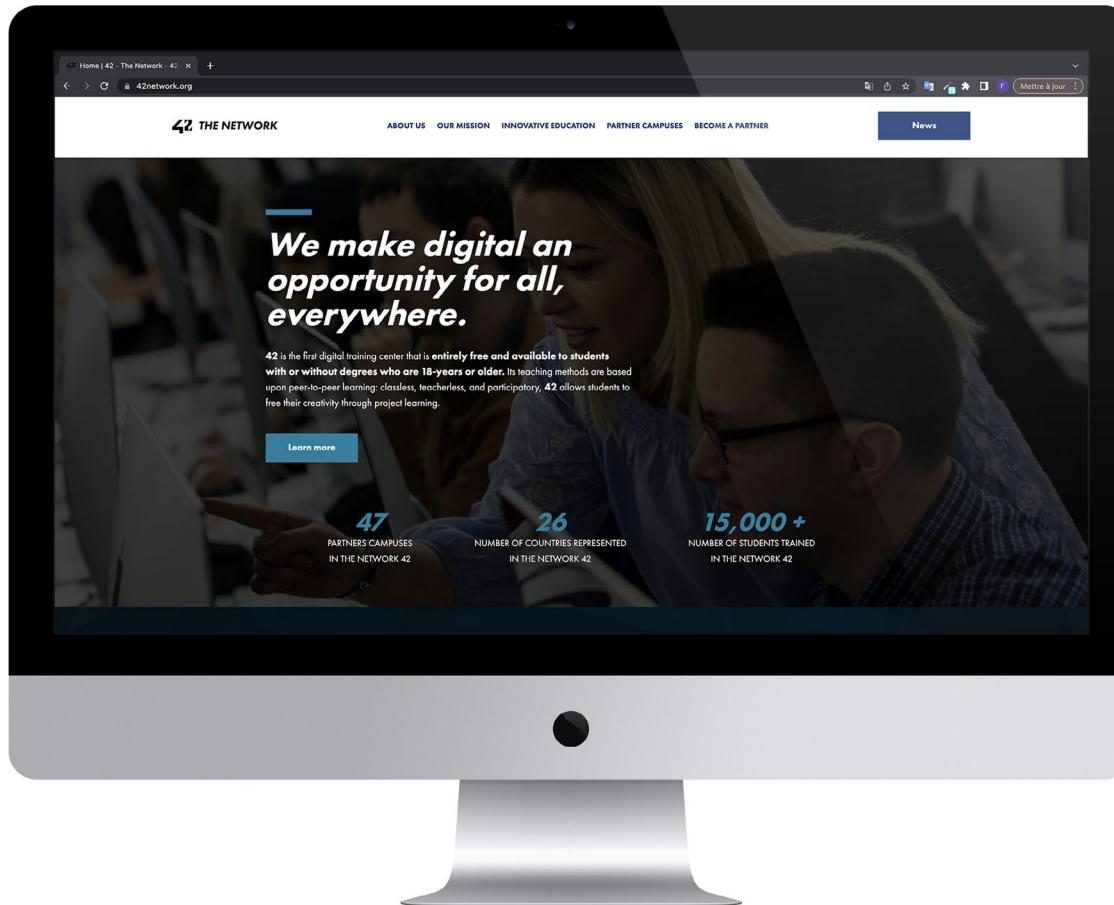


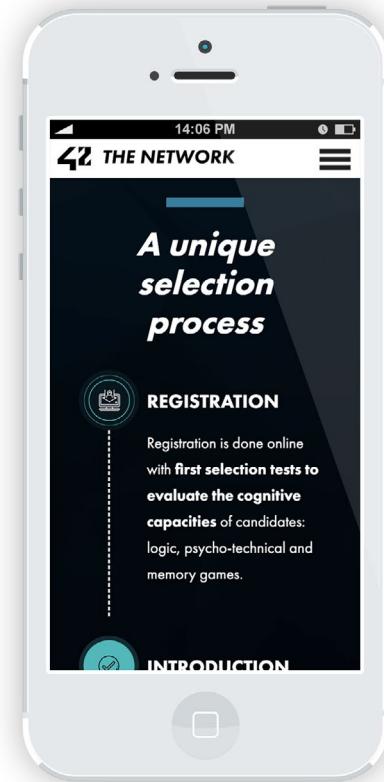
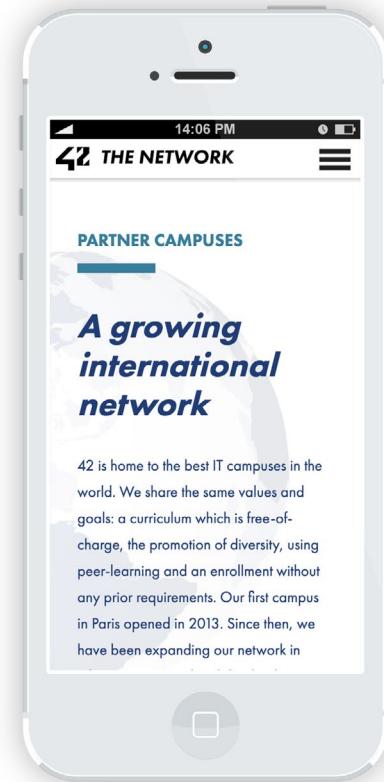
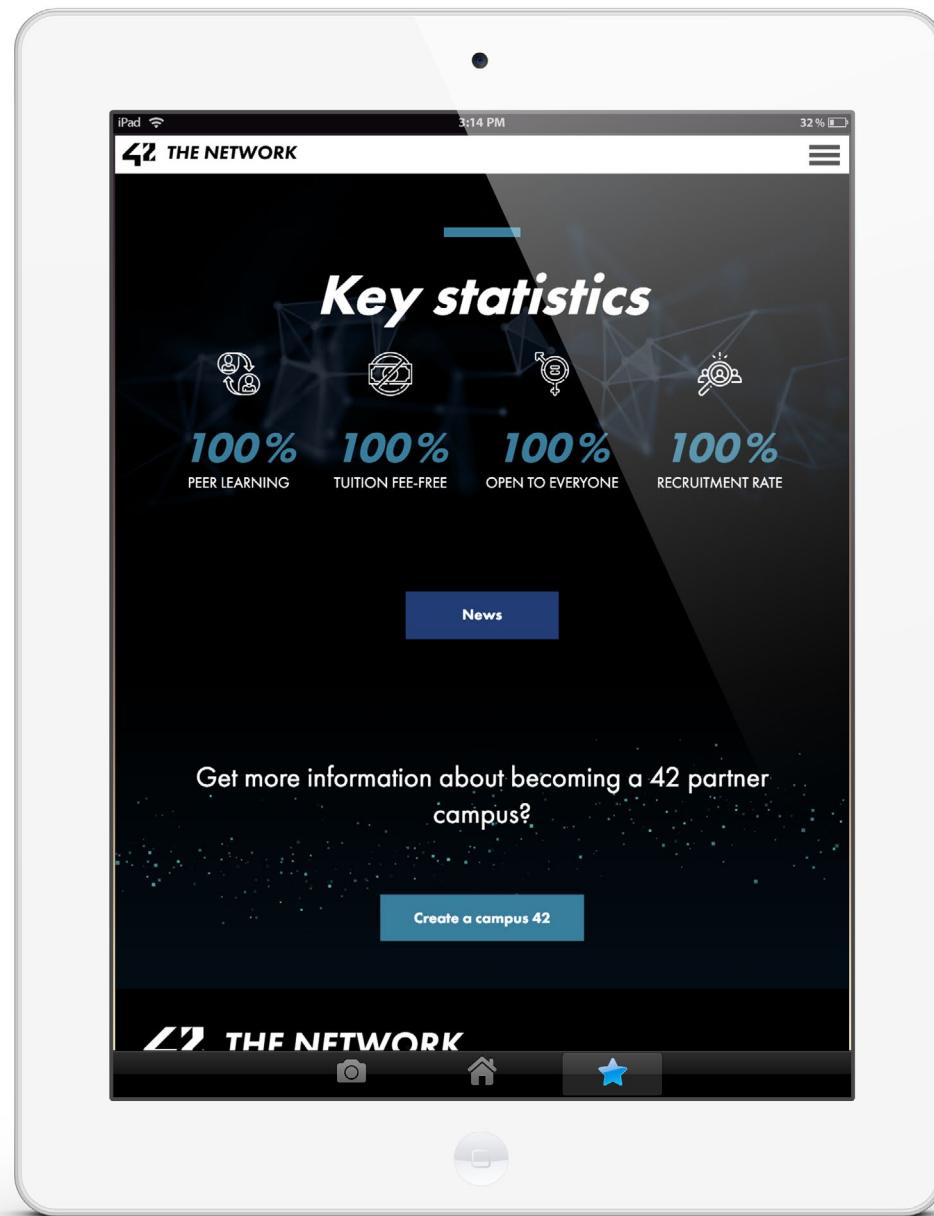
## 5.4 42 NETWORK'S OFFICIAL WEBSITE - WEBDESIGN CONCEPT

This site presents the values of 42, its pedagogy and its missions. It facilitates contact with 42 for new international development opportunities.

The website offers a dedicated page for each campus with a general presentation. It provides an entry point to each campus with direct links to websites and social networks of partner campuses. It also includes a news page.

You can find all the required things [here](#).





# 06 MEDIA

---

6.1 Social media

6.2 Photography

6.3 Video

## 6.1 SOCIAL MEDIA - FACEBOOK

The screenshot shows a Facebook page interface for a brand named "Your Brand". The page header includes the Facebook logo, the page name "Your Brand", a search bar, and navigation links for Home, Find Friends, Settings, and Help. The main content area features a large profile picture placeholder with the number "42" inside a circle. Below it, the page name "Your Brand" and handle "@Your Brand" are displayed. A sidebar on the left lists navigation options: Home (selected), About, Photos, Reviews, Likes, Videos, Events, Notes, Posts, and Manage Tabs. A "Promote" button is at the bottom of this sidebar. The central feed area shows a post from "42 THE NETWORK" featuring a group of people looking at a laptop screen. Below the post are interaction buttons for Liked, Message, More, and Call Now. A status bar at the bottom of the feed shows "This Week" metrics: 23,949 Post Reach, 2 Website Clicks, and 1 Call Now. To the right, there's a sidebar with sections for Brand Category (4.5 stars, CLOSED NOW), a search bar, and a message stats section showing 106K likes and 52K visitors. At the bottom, there are links for "Find New Customers For Your Store" and "See Pages Feed".

## 6.1 SOCIAL MEDIA - INSTAGRAM

44

Instagram

Accueil

Recherche

Découvrir

Messages

Notifications

Créer

Profil



42\_network

Contacter

...

148 publications    5,412 followers    37 suivi(e)s

**42 | The Network**  
We make digital an opportunity for all, everywhere.  
#42Network  
[linktr.ee/42Network](https://linktr.ee/42Network)

Suivi(e) par codamcollege et 42.born2code



#Program...

---

PUBLICATIONS    REELS    IDENTIFIÉ(E)



## 6.1 SOCIAL MEDIA - TWITTER



The image shows a Twitter profile page for the account @42Network. The profile picture is a white circle containing the '42' logo. The bio reads: '42 is the first digital training center that is entirely free and available to 18-year-old students with or without degrees.' It includes the handle #42Network and a link to their website: [inktr.ee/42Network](http://inktr.ee/42Network). The stats show 123 tweets, 51 following, 1,957 followers, and 10 likes. The header image features a blue-tinted photograph of students working on laptops. The main timeline shows one tweet from '42 the network' (@42Network) dated June 28, which encourages learning more about their network at <http://42network.org>. The 'Who to follow' section lists accounts like WPCrumbs, Glam Ink, and Freebies Cafe.

Home Notifications Messages

Search Twitter

42 THE NETWORK

Tweets 123 Following 51 Followers 1,957 Likes 10

Following

**42 The Network**

@42Network Follows you

42 is the first digital training center that is entirely free and available to 18-year-old students with or without degrees.

#42Network

[inktr.ee/42Network](http://inktr.ee/42Network)

Joined Mars 2020

Tweet to Message

**42 the network** @42Network · Jun 28

Want to learn more about our growing international network? Visit our new dedicated website <http://42network.org>, which features all campuses! We really are proud to make digital an opportunity for all, everywhere. #42Network

**Who to follow** · Refresh · View all

Followed by Glam Ink and others

**WPCrumbs** @WPCrumbs

[Follow](#)

Followed by Glam Ink and others

**Glam Ink** @TheGlamInk

[Follow](#)

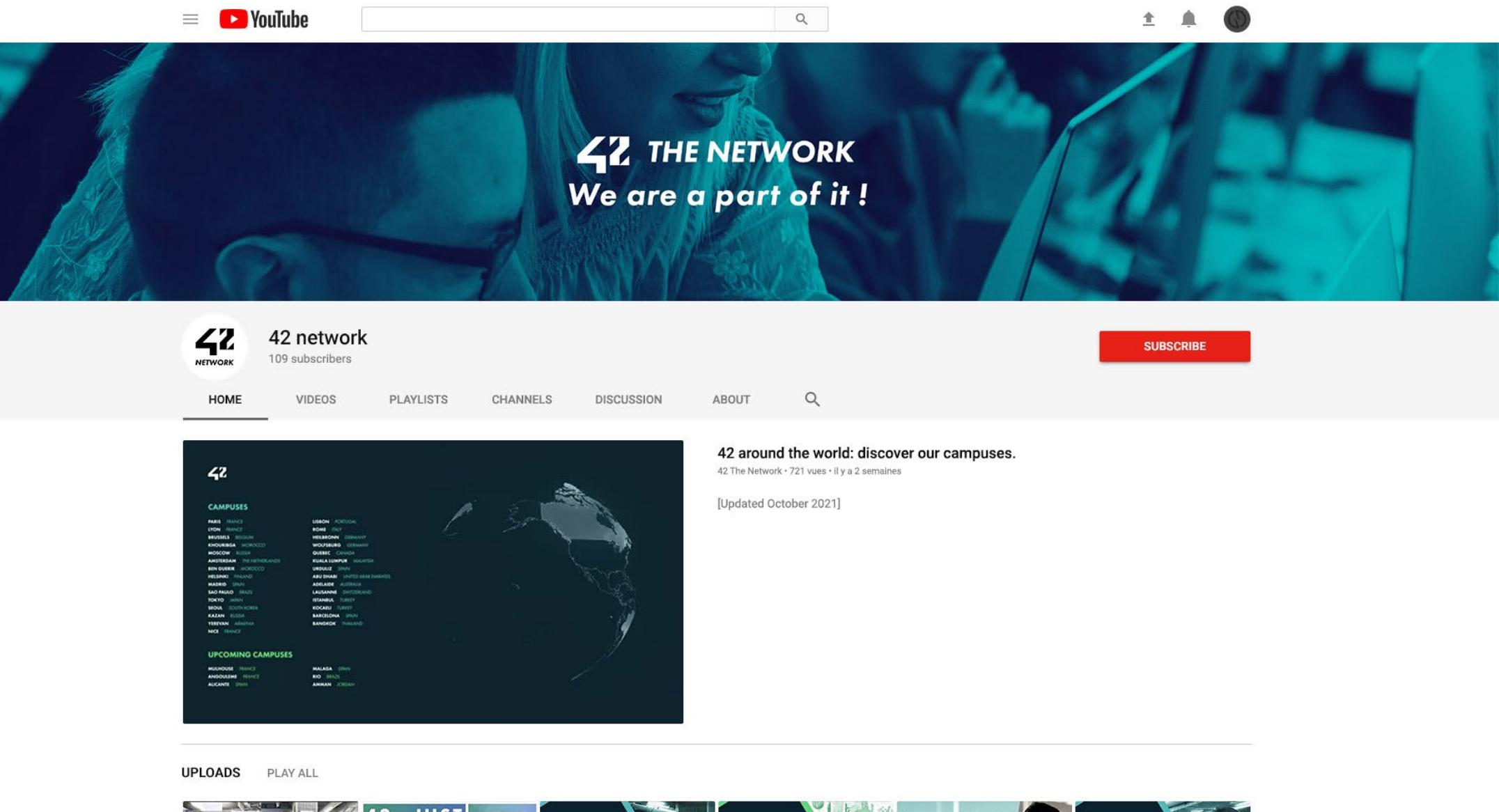
Followed by Glam Ink and others

**Freebies Cafe** @Freebies..

[Follow](#)

## 6.1 SOCIAL MEDIA - YOUTUBE

46



The image shows a screenshot of a YouTube channel page for "42 network". The channel has 109 subscribers. The main banner features a woman smiling with the text "42 THE NETWORK" and "We are a part of it!". Below the banner, there's a navigation bar with links to HOME, VIDEOS, PLAYLISTS, CHANNELS, DISCUSSION, ABOUT, and a search icon. A large section on the left lists "CAMPUSES" around the world, including Paris, Lyon, Brussels, Khouribga, Moscow, Bangalore, Ben Gurir, Helsinki, Madrid, São Paulo, Tokyo, Seoul, Kazan, Yerevan, and Nice. Another section lists "UPCOMING CAMPUSES" like Miskolc, Angoulême, and Alicante. On the right, there's a video thumbnail titled "42 around the world: discover our campuses." with 721 views and updated in October 2021.

YouTube

42 network

109 subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS CHANNELS DISCUSSION ABOUT

42

CAMPUSES

PARIS	FRANCE	LISBON	PORTUGAL
LYON	FRANCE	ROME	ITALY
BRUSSELS	BELGIUM	HEILBRONN	GERMANY
KHOURIBGA	MOROCCO	WOLFSBURG	GERMANY
MOSCOW	RUSSIA	QUEBEC	CANADA
BANGALORE	INDIA	EL PASO	UNITED STATES
BEN GURIR	MOROCCO	URDULIZ	SPAIN
HELSINKI	FINLAND	ABU DHABI	UNITED ARAB EMIRATES
MADRID	SPAIN	ADELAIDE	AUSTRALIA
SÃO PAULO	BRAZIL	LAUSANNE	SWITZERLAND
TOKYO	JAPAN	TEHRAN	IRAN
SEOUL	SOUTH KOREA	KOCATEL	TURKEY
KAZAN	RUSSIA	BARCELONA	SPAIN
YEREVAN	ARMENIA	BANGKOK	THAILAND
NICE	FRANCE		

UPCOMING CAMPUSES

MISKOLC	FRANCE	MALASA	INDIA
ANGOULEME	FRANCE	RIO	BRAZIL
ALICANTE	SPAIN	AMMAN	JORDAN

42 around the world: discover our campuses.

42 The Network • 721 vues • Il y a 2 semaines

[Updated October 2021]

UPLOADS PLAY ALL



A large banner for the company '42 THE NETWORK'. The banner features a blue-toned background image of people working on laptops, the number '42' in large white digits, and the text 'THE NETWORK' in white. Below the banner is the company's logo, which is a white square containing the number '42' and the text 'THE NETWORK' underneath.

### 42 the network

We make digital an opportunity for all, everywhere.

Paris · + 27 572 old students · 54 011 followers



Jon & 3 other connections work here · 482 employees

[+ Follow](#)

[Visit website](#)

[More](#)

[Home](#)

[About](#)

[Posts](#)

[Jobs](#)

[Plus](#)

### About

42 is the first completely free computer training course, open to all without qualification requirements and accessible from 18 years old. Its pedagogy is based on peer-to-peer learning: a participatory operation, without lessons, without a teacher, which allows students to unleash all their creativity thanks to ... [see more](#)

### Pages people also viewed

**Company Name**  
Internet  
1,234 followers

[+ Follow](#)

**Company Name**  
Technology  
1,234 followers

[+ Follow](#)

**Company Name**  
Design  
1,234 followers

[+ Follow](#)

[See all similar pages](#)



# 42 The Network

Home

Sep 8

## **An education more adapted to all profiles”**

Don't call him "Director" but "Captain of 42 Lausanne": Christophe Wagnière is at the helm of 42 Lausanne and shares with us his journey and his beliefs. What motivates you in being Captain of 42 Lausanne?...



42 Network 4 min read



Sep 8

## **42 Lausanne, the beginning of a great story**

Discover 42 Lausanne, a young campus which, one year after its launch, has retained the excitement of its early days. Close to Lake Geneva, greenery, and the ski slopes, 42 Lausanne has everything to please. The...



42 Network 3 min read



Aug 9

## **“42 is excellence without elitism!”**

Stephan Salberter is Director of 19, the 42 campus located in Brussels and opened in 2018. He shares his thoughts for an education that truly takes the human into account. What is your favourite thing about bein...



Get started

Sign In

Search



## 42 The Network

135 Followers

We make digital an opportunity for all, everywhere.  
#42Network.

Follow



## 6.2 PHOTOGRAPHY

42 is for all. We choose through our photographic work to put forward our diversity, open-mindedness and social inclusion. The strength of 42 isn't only its model but also the people who come in it. It was important for us to focus on the humain being, the looks, the smiles, to show that 42 is a place to study but also a place to live.

[Here](#) you can find files to use for your content.



Here are some UI elements that you can use as guidelines for any video animations you have to create. You'll find all of them in the file

**42 Motion Graphics Charter EN 2021.4** provided with this graphic charter [here](#).

