



# Charte graphique

Auto-école **Montlhery**



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2021

# LE LOGOTYPE



Le **logotype** qui sera  
utilisé sur le site de  
l'**auto-école Montlhéry**  
à Narbonne vous est présenté ici

Nous avons choisi de  
représenter un  
**volant**, symbole de  
la **conduite**, ainsi  
qu'une **route** en son  
centre

Les couleurs choisies  
respectent les couleurs  
associées à l'auto-école  
Montlhéry, basées sur du  
**bleu** et une pointe de  
**rouge**, couleur des  
voitures de l'auto-école

# LA TYPOGRAPHIE

Typographie principale

## Raleway

- Raleway est une typographie
- élégante sans-sérif sélectionnée
- par nos soins pour sa lisibilité sur le
- web

typographie libre de droit

# Penultimate

The spirit is willing but the flesh is weak

## SCHADENFREUDE

3964 Elm Street and 1370 Rt. 21

The left hand does not know what the right hand is doing.

The Latin alphabet, owing to political causes, finally displaced the other national scripts of Italy. As the alphabet of Rome, it became the alphabet of Latin Christendom, and the literary alphabet of Europe and America. It is now, with the single exception of the Arabic, the only alphabet possessing any claim to cosmopolitan extension. Its great historical importance may therefore justify a more minute examination

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# LA TYPOGRAPHIE

Typographie des titres

## Roboto Slab

- Roboto Slab est une typographie
- lisible sélectionnée par nos soins
- pour sa modernité, ses courbes et
- sa géométrie

typographie libre de droit

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# LES RÉFÉRENCES COULEURS



#07182a

rvb (7, 24, 42)



#1668ba

rvb (22, 104, 186)



#012169

rvb (1, 33, 105)



#f0f2ff

rvb (240, 242, 255)



#ba161b

rvb (186, 22, 27)

