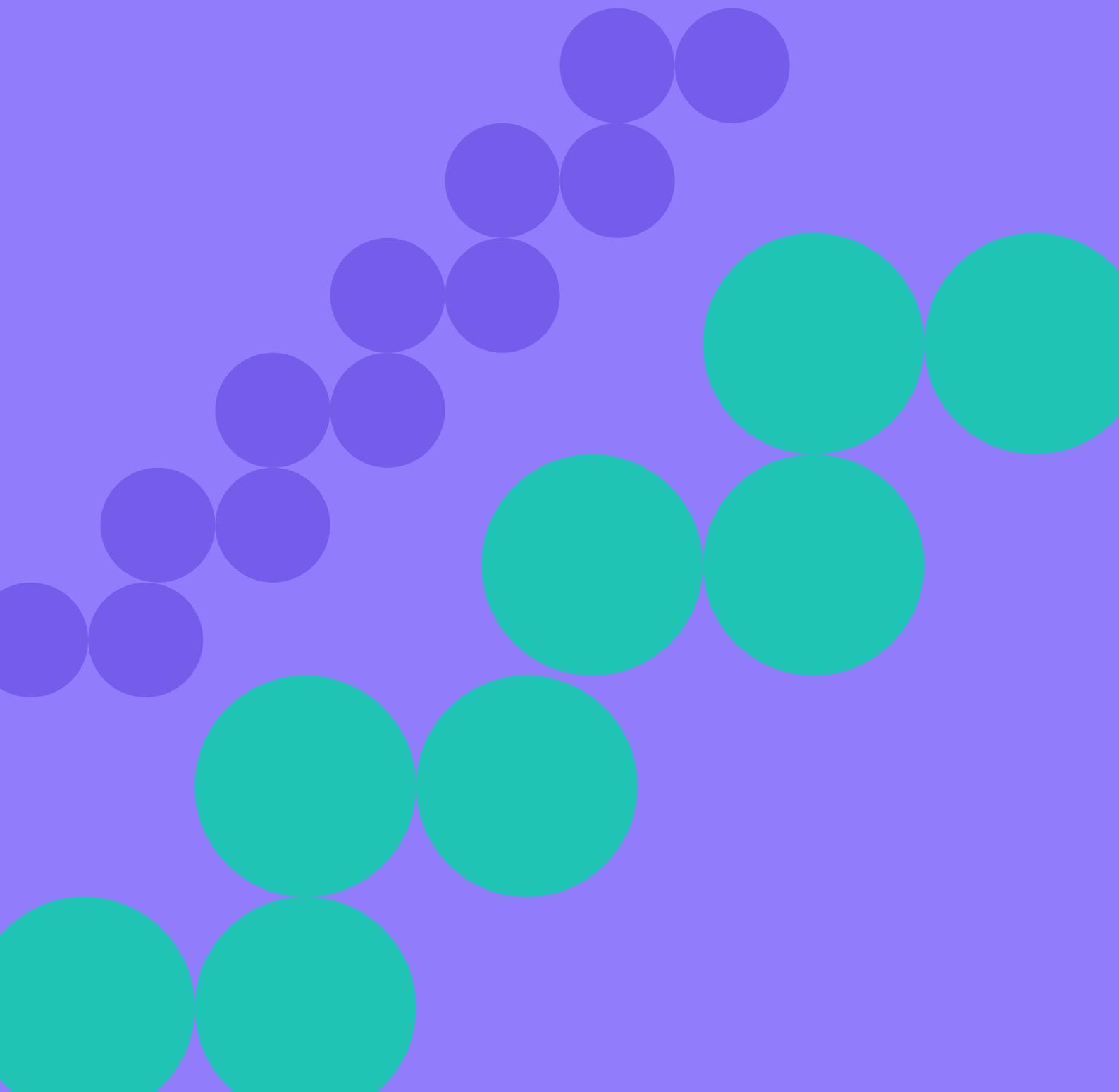
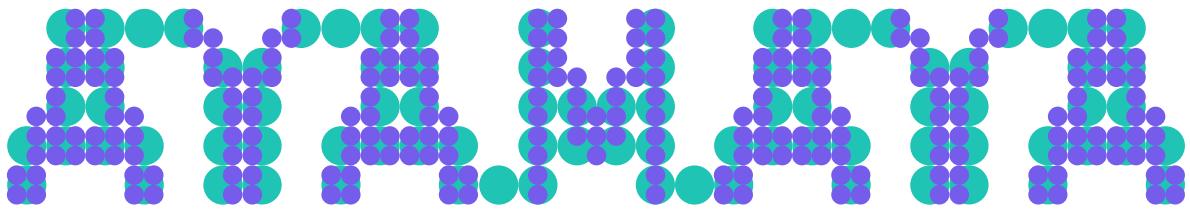


CHARTE GRAPHIQUE



SOMMAIRE

1

LE LOGOTYPE

2

RÈGLES D'USAGE

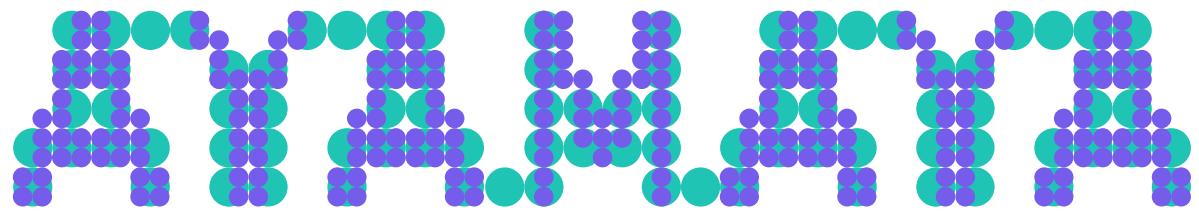
3

L'UNIVERS GRAPHIQUE

4

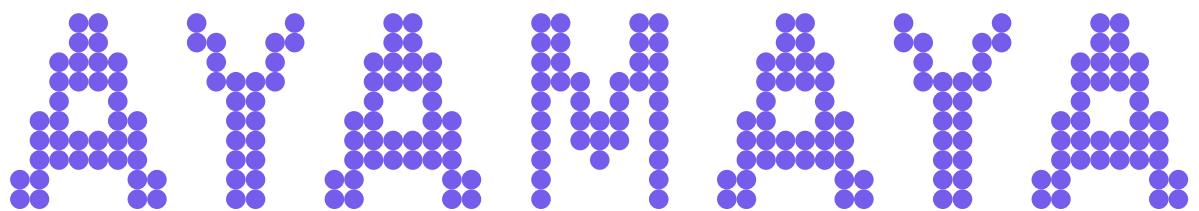
APPLICATION SUR SUPPORT

LOGOTYPE DÉCOMPOSITION



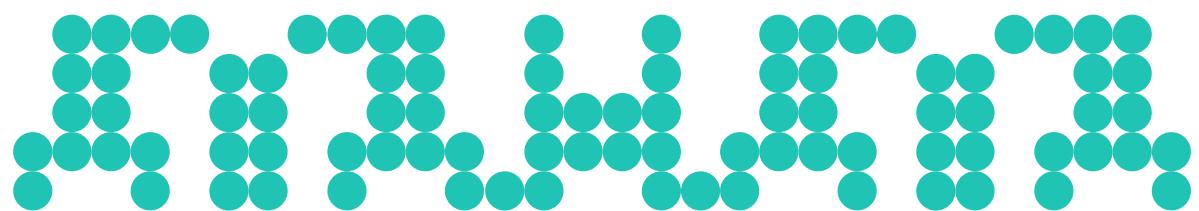
A Y A M A Y A

ASSEMBLAGE EN DEUX PARTIES

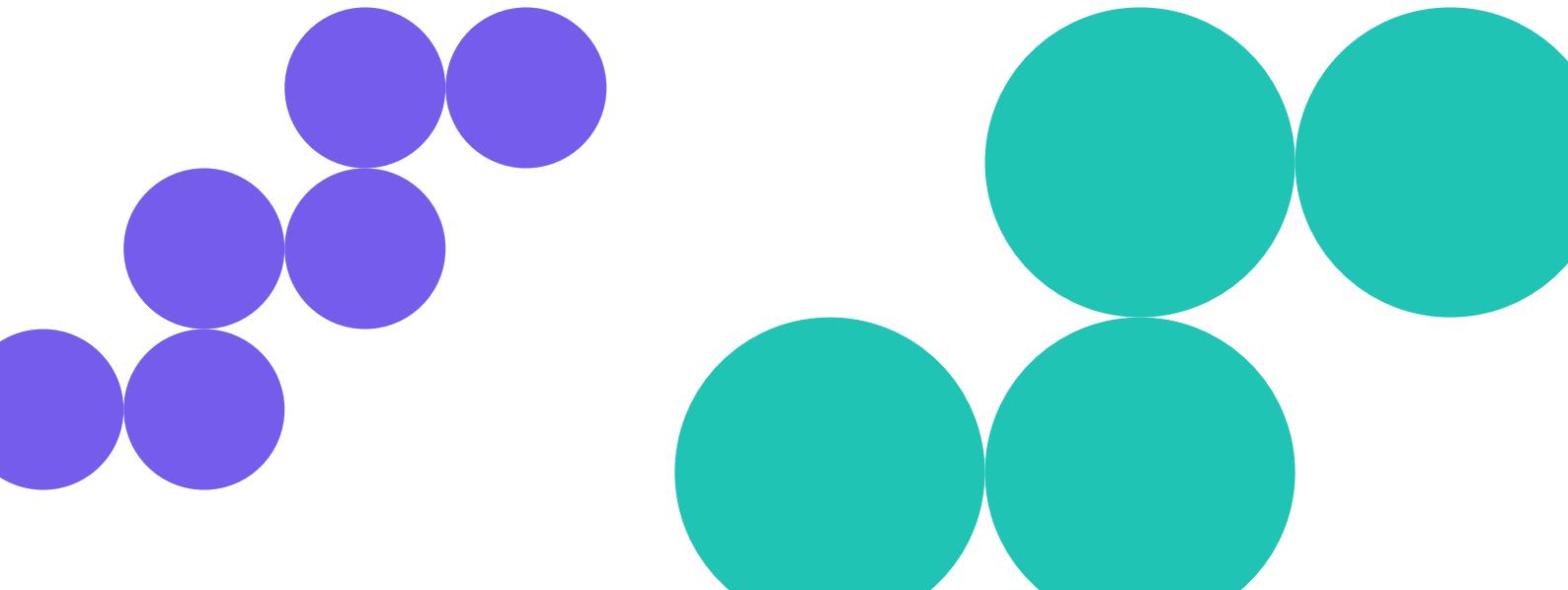


A Y A M A Y A

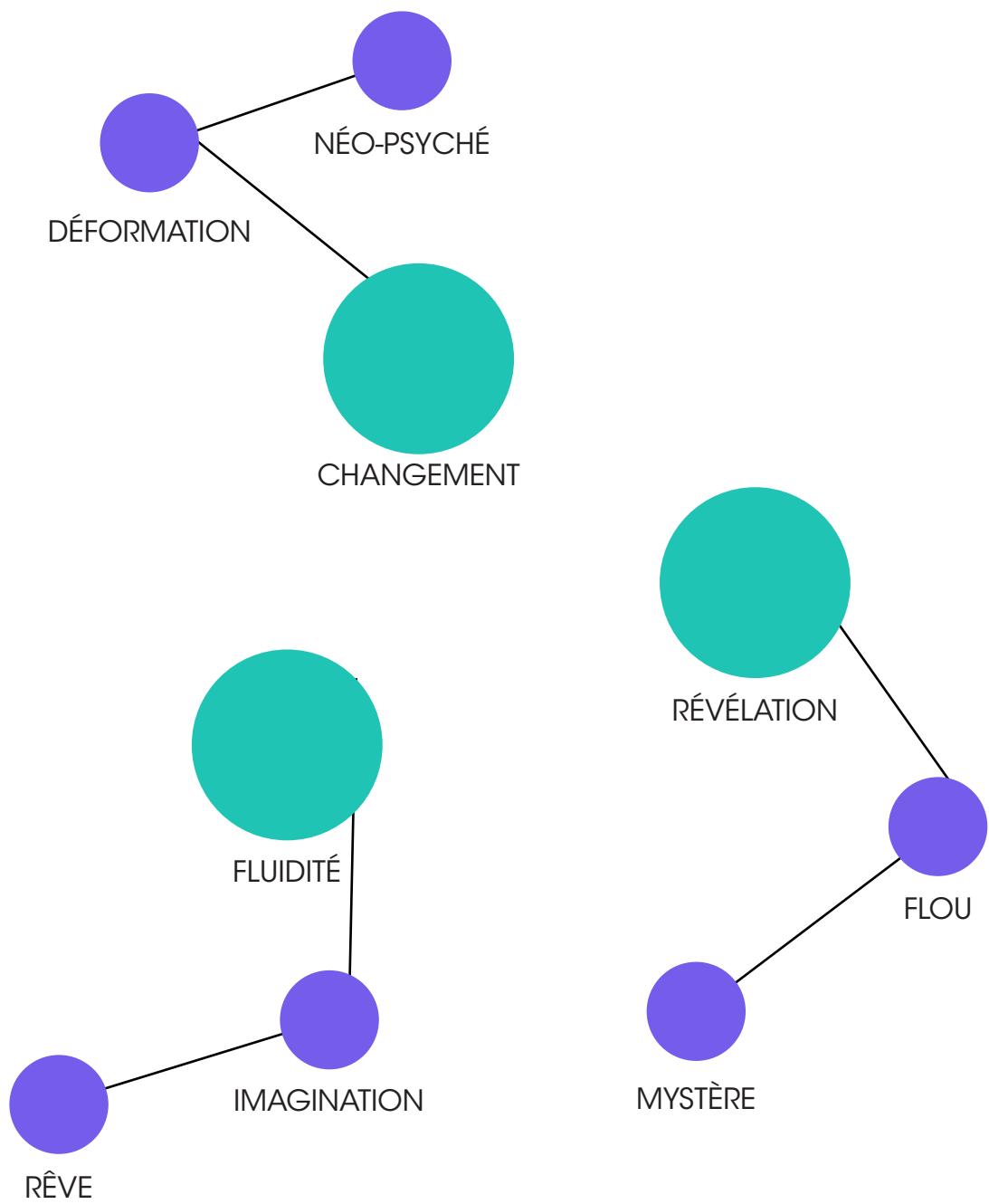
+



A Y A M A Y A



LOGOTYPE MOTS CLÉS



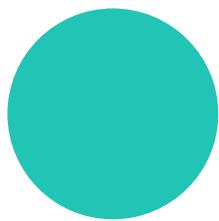
LOGOTYPE COULEURS



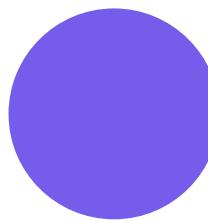
PLANTONE: 3242C
RGB: (82,232,222)
CMYK: (65,0,4,9)



PANTONE: 2715C
RGB: (145,125,252)
CMYK: (42,50,0,1)



PANTONE: 3258C
RGB: (33,196,181)
CMYK: (83,0,8,23)



PANTONE: 2725C
RGB: (118,92,235)
CMYK: (50,61,0,8)



PANTONE: 327C
RGB: (10,138,122)
CMYK: (93,0,12,46)



PANTONE: 2665C
RGB: (97,66,217)
CMYK: (55,70,0,15)

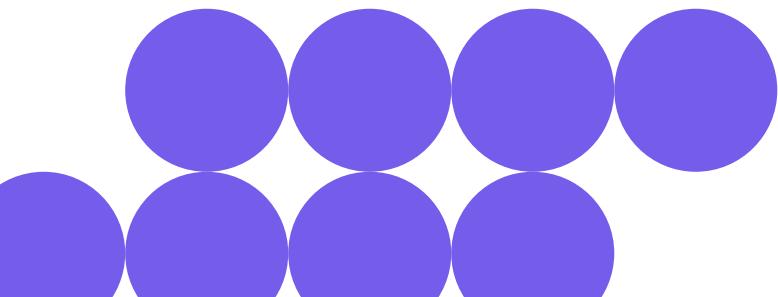
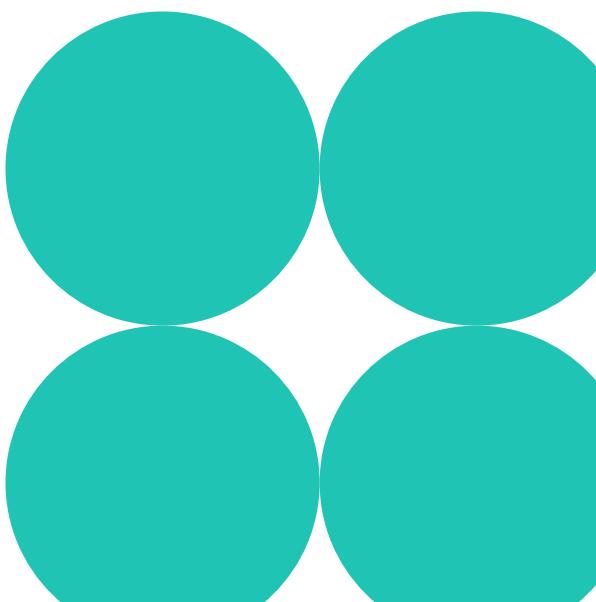


PANTONE: 3272C
RGB: (10,166,150)
CMYK: (94,0,10,35)

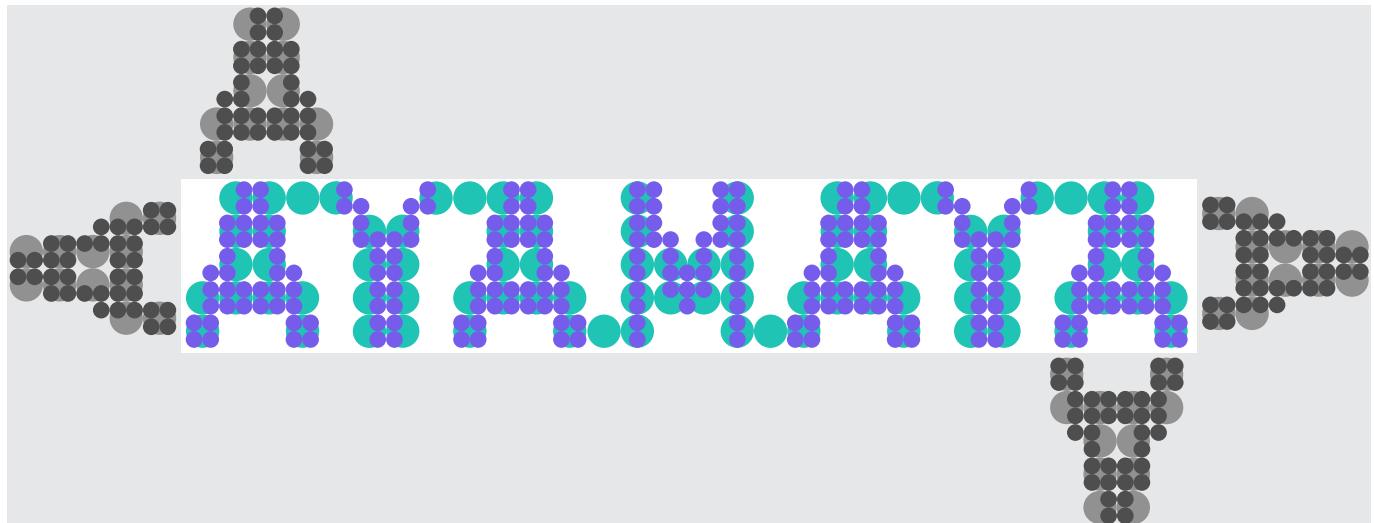


PANTONE: 267C
RGB: (82,48,196)
CMYK: (58,76,0,23)

Le turquoise évoque le mouvement, l'illusion et la transparence, en lien avec la prestidigitation et la transformation perceptuelle. Le violet, quant à lui, fait référence à l'étrangeté, à la pensée symbolique et aux jeux de perception. Ensemble, ces teintes dynamiques et contrastées renforcent l'approche expérimentale, ludique et énigmatique d'AYAMAYA.



RÈGLES D'USAGE ZONE DE PROTECTION

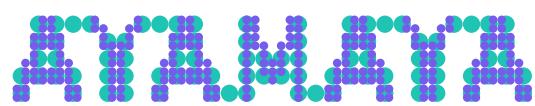


La zone de protection, c'est à dire l'espace entourant le bloc-marque, doit être de la même taille que le «A» majuscule de «AYAMAYA».

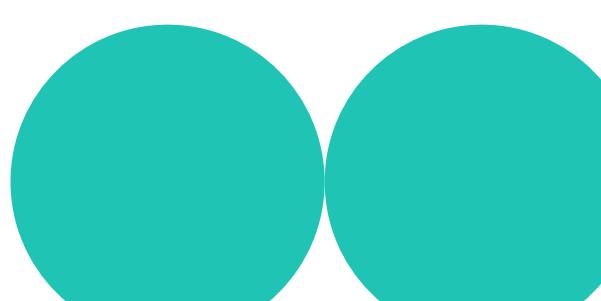
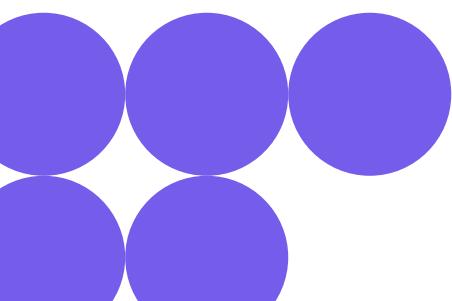
POUVOIR DE RÉDUCTION



4mm



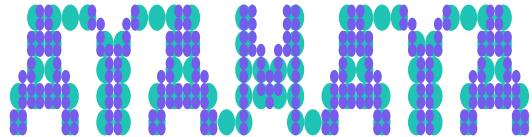
Infini



RÈGLES D'USAGE INTERDITS



Ne pas placer le bloc-marque sur une image sans bloc blanc.



Ne pas déformer, retourner ou réarranger ses éléments.



Ne pas utiliser une version non vectorisé du logo.



Ne pas utiliser couper le sceau d'excellence.



Ne pas utiliser d'autres couleurs.



Ne pas alterer avec des effets visuels.

TYPOGRAPHIE D'ACCOMPAGNEMENT L'UNIVERS GRAPHIQUE

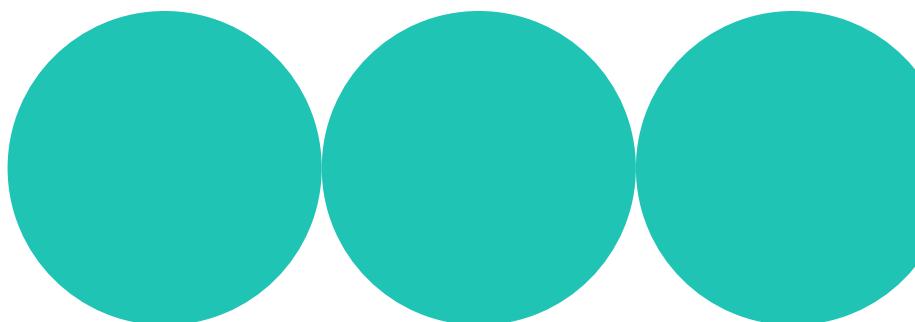
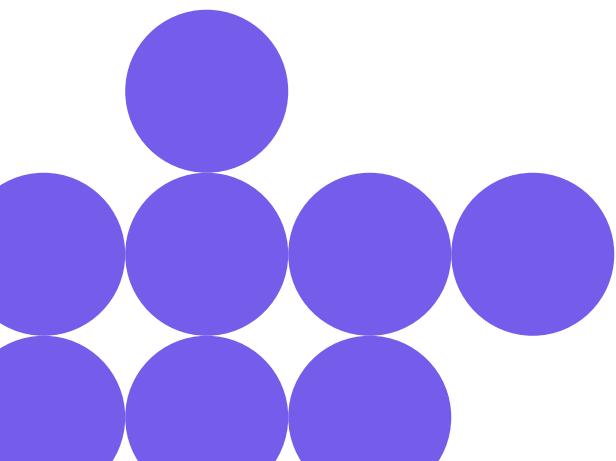
Typography: ITC Avant Garde Gothic Std

Magniste nat lab ide vellene

Igendis sequis dolorem dolorpos modit, cor aut alibus dolenis ditem qui commodi cus, tem alibusda inciand anihillacid quo explabo. Hil ipsuntibus, ut fugitae doluptati nonserum latempore, ipicius miliquia simagnatus nis rempos eaquis cum nos volorpore qui vide porero et facero eius ne rero magnate perchit ute m nus, aditiam, in nihic tecupti quae sim quodiatae parum re la nis sitati bea quam apel mosant lam reprae sit hil inimusam fuga. Simpore percil ma qui cum exerem qui diam re de voluptatiae solorerio beate voluptat labor aut harum veribus nisi conse nos pratquiata quo officipid quas alibus

Moluptate dolup- tae aut quo tor

Quiducipsam, quidionsed exceremped que pliquo vollest, volum harum et hari destior re lam, occum quo quas del in rercien daestiaturo quo molor sam rehento teste magnatia ditatem quibus quidi que quae re porion ende pe deseque nonsequo molo bla delitem derum ea consequas doluptibus. Samet poresci taspit voluptatis et lamendis aliquib eribus a essin repreost quaest, quaturem enitiss equiam, sinto blabo. Et oditat quo doloreptae restiis custi occus alibus, nobitati dolorro maximus tibusda ipiendel maio. Uptatem commis eium accume vendebis eum hil most eaquatur, ullabo. Intur simodipid quam sumquo



PAPETERIE APPLICATION SUR SUPPORT

