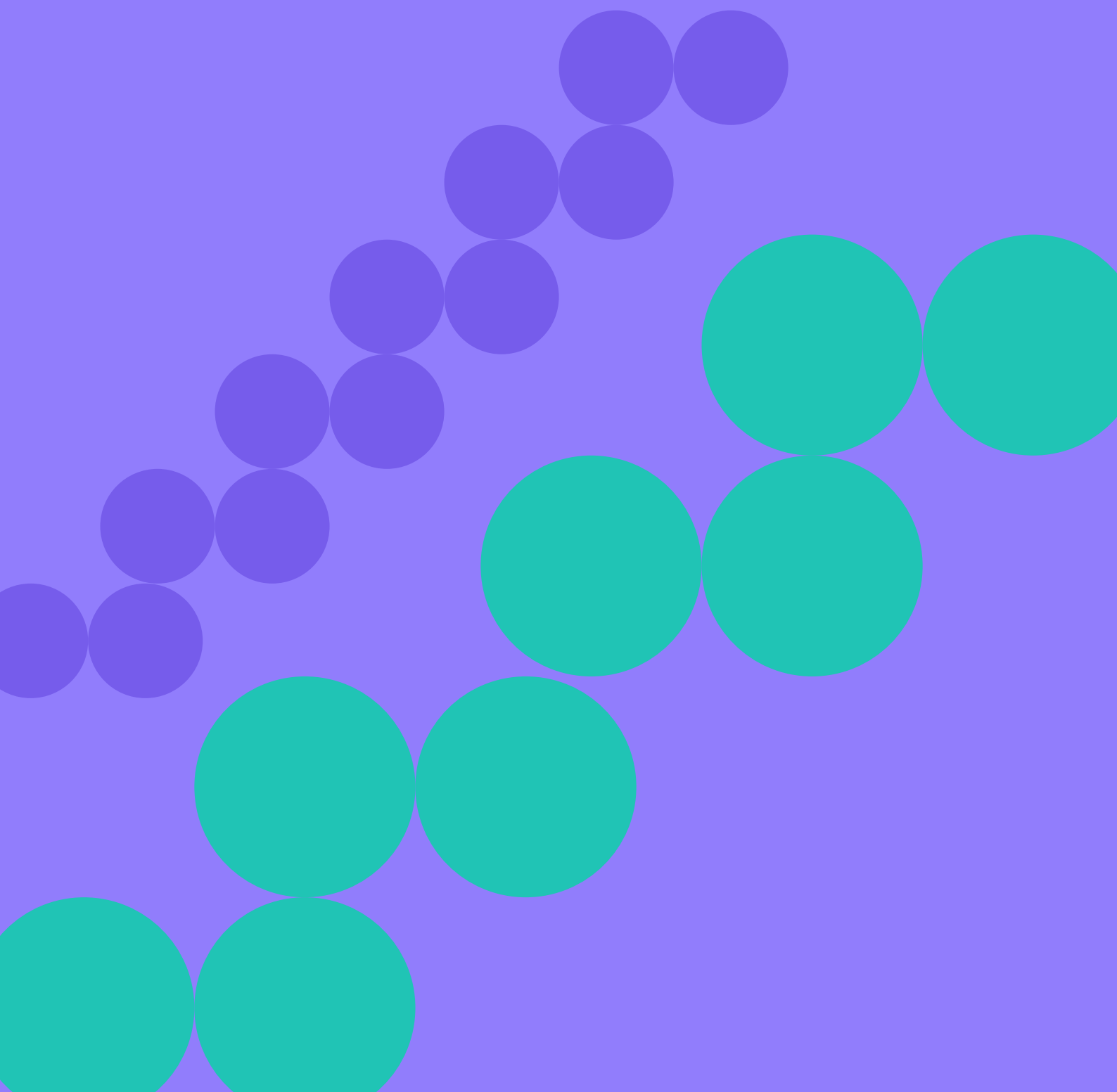
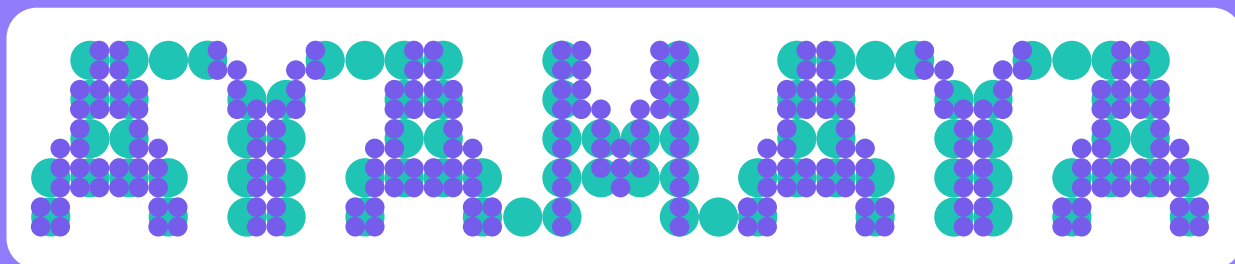


CHARTE GRAPHIQUE



SOMMAIRE

1

LE LOGOTYPE

2

RÈGLES D'USAGE

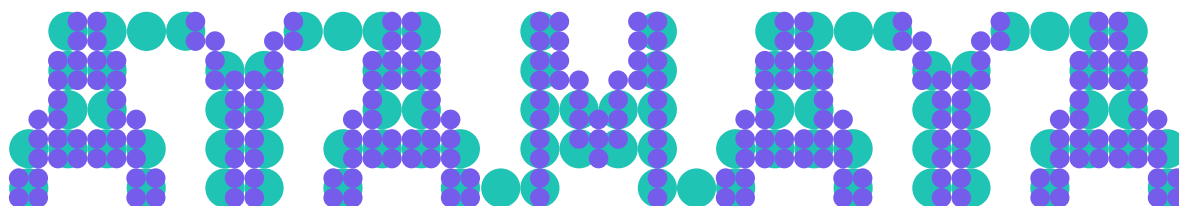
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L'UNIVERS GRAPHIQUE

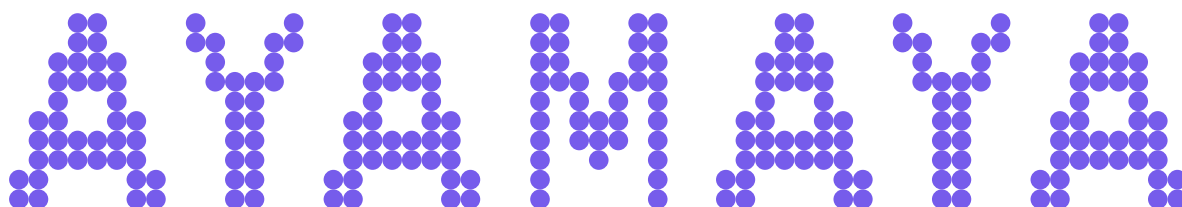
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APPLICATION SUR SUPPORT

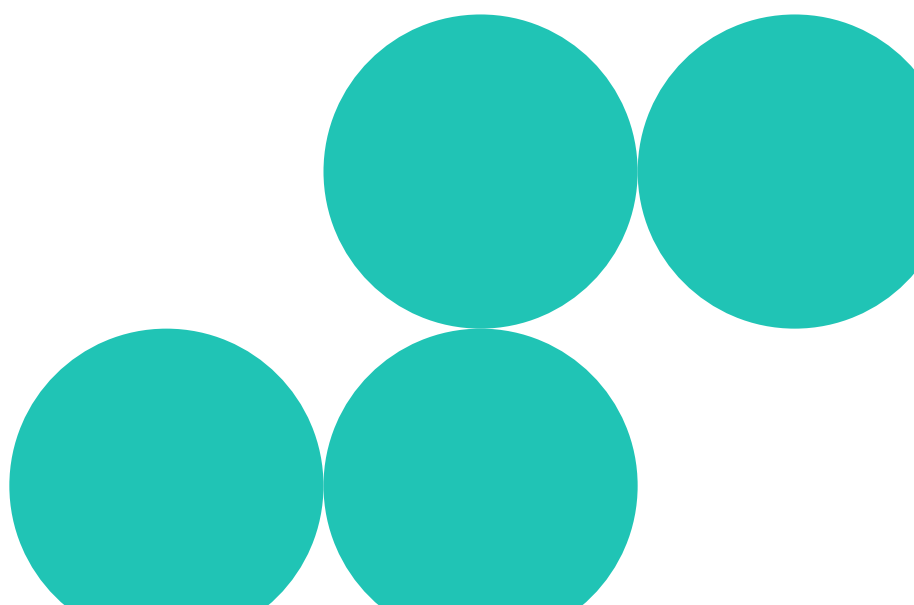
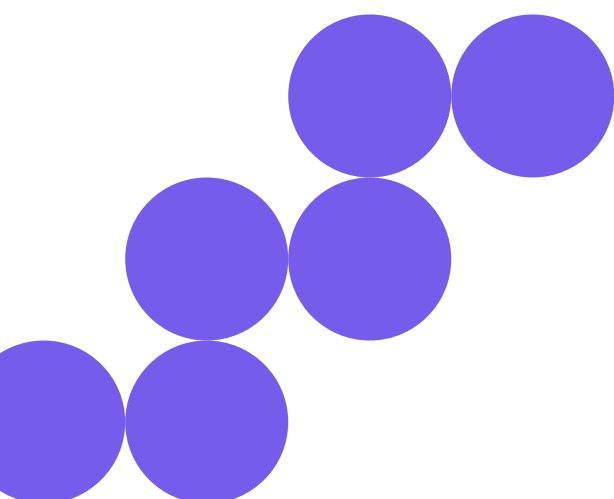
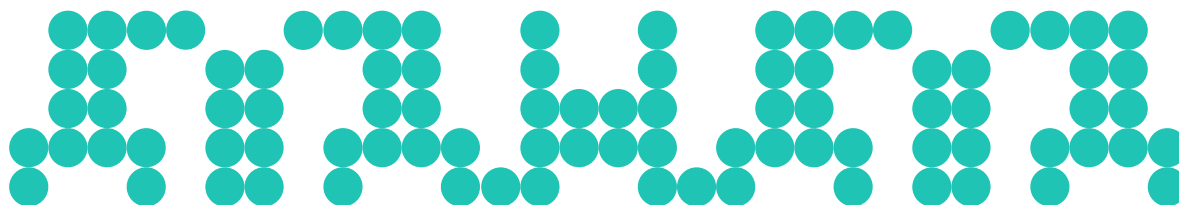
LOGOTYPE DÉCOMPOSITION



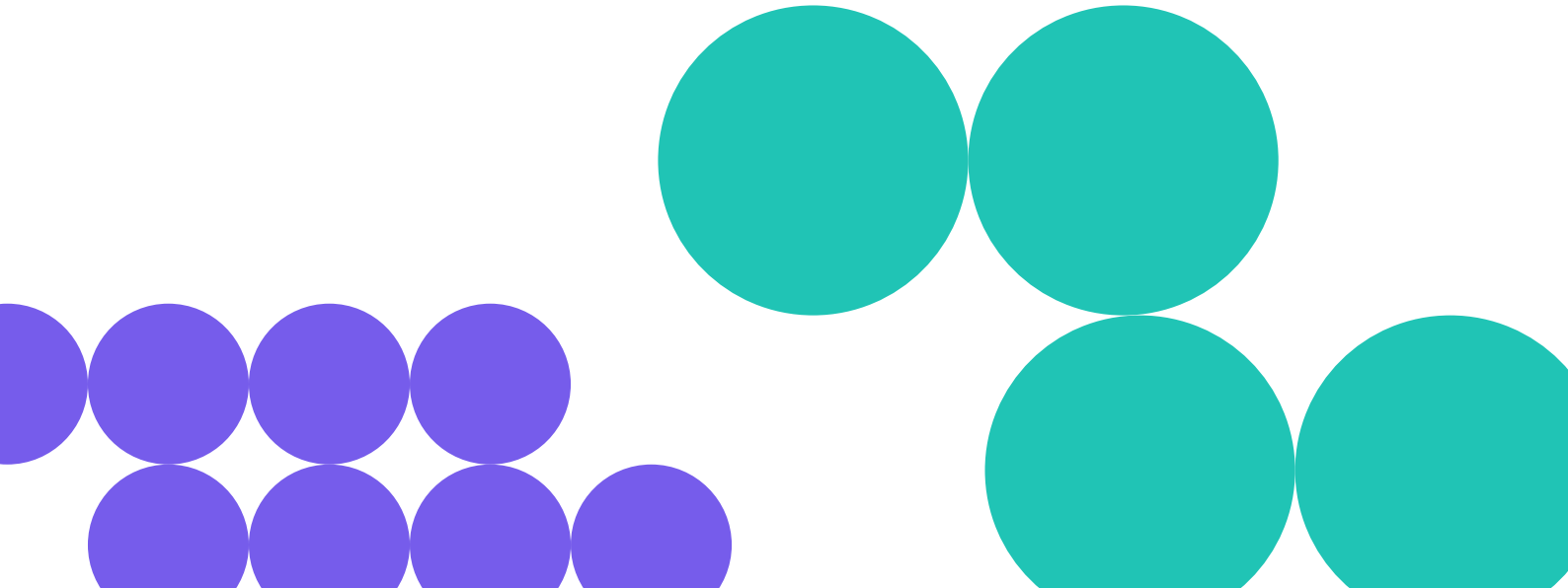
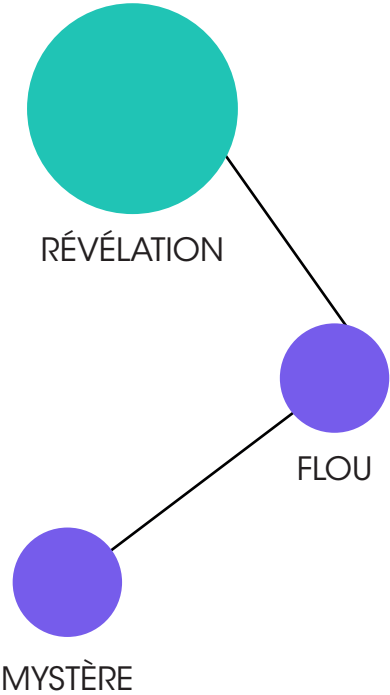
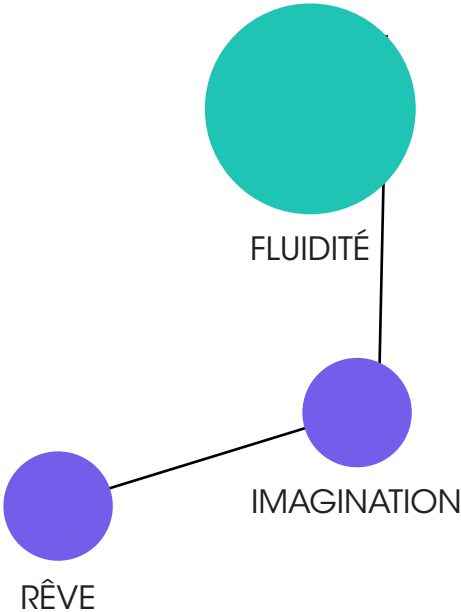
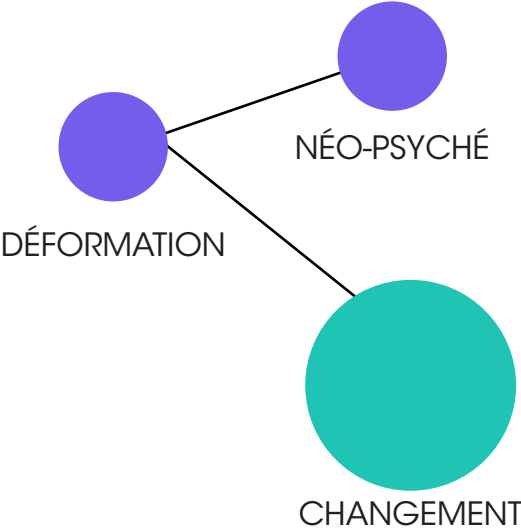
ASSEMBLAGE EN DEUX PARTIES



+



LOGOTYPE
MOTS CLÉS



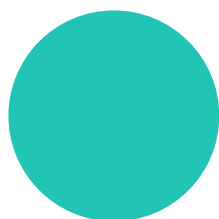
LOGOTYPE COULEURS



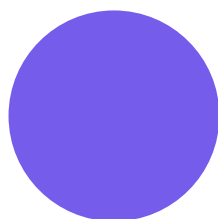
PANTONE: 3242C
RGB: (82,232,222)
CMYK: (65,0,4,9)



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)

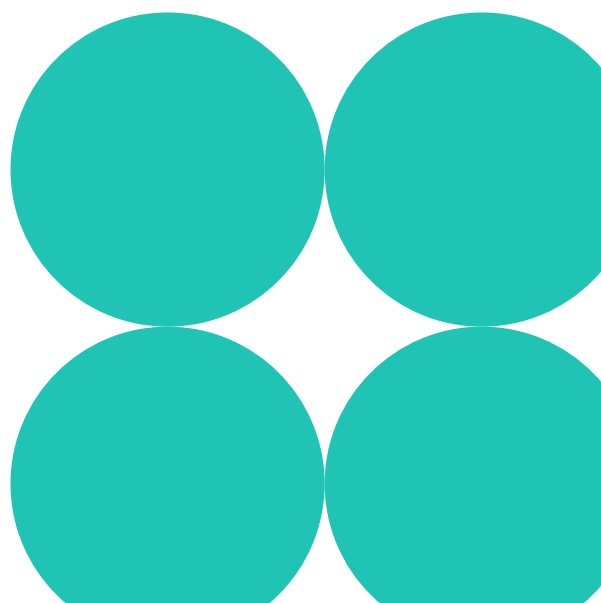
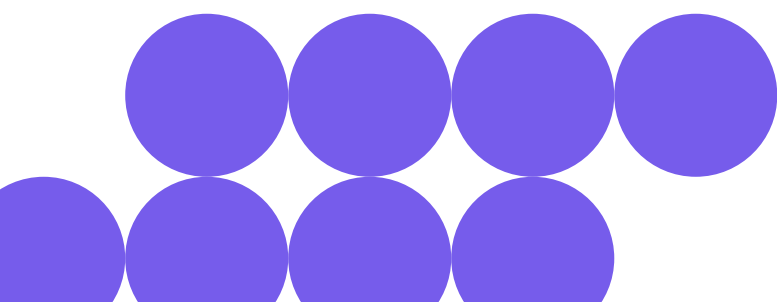


PANTONE: 3272C
RGB: (10,166,150)
CMYK: (94,0,10,35)



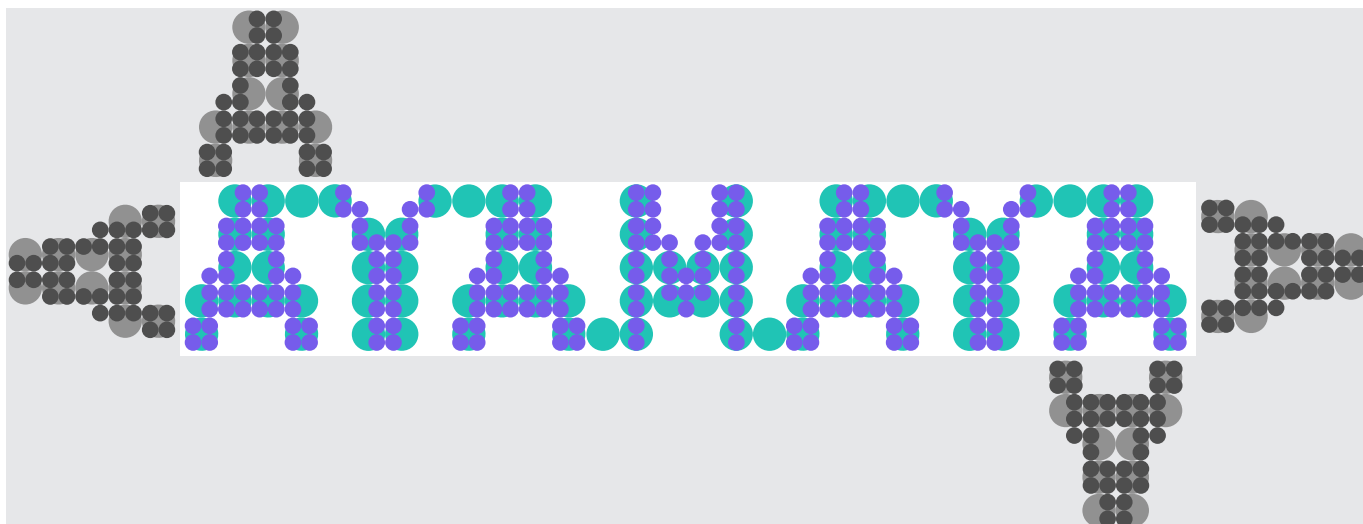
PANTONE: 267C
RGB: (82,48,196)
CMYK: (58,76,0,23)

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.



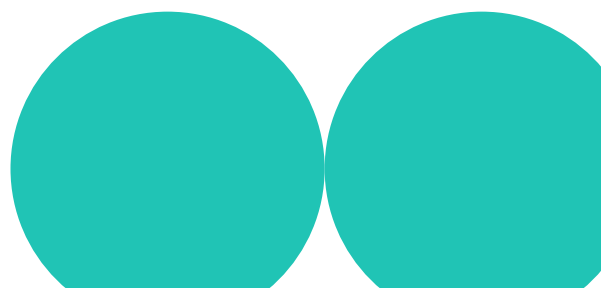
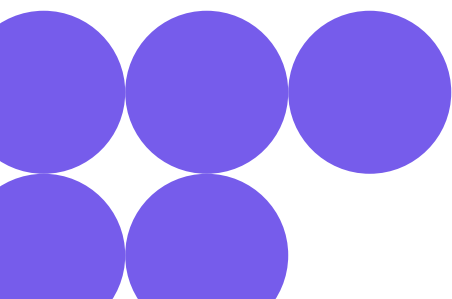
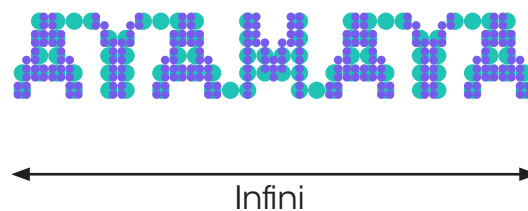
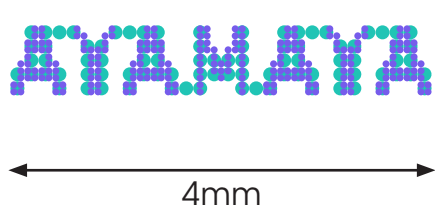
RÈGLES D'USAGE

ZONE DE PROTECTION

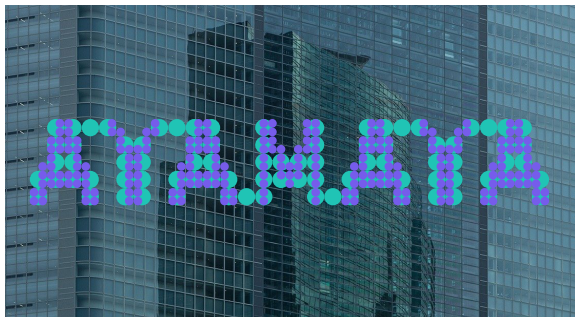


La zone de protection, c'est à dire l'espace entourant le bloc-marque, doit être de la même taille que le «A» majuscule de «AYAMAYA».

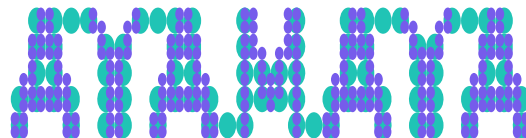
POUVOIR DE RÉDUCTION



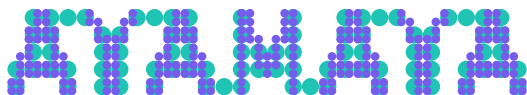
RÈGLES D'USAGE INTERDITS



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



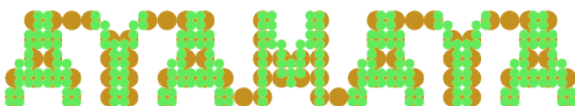
Ne pas déformer, retourner ou réarranger ses éléments.



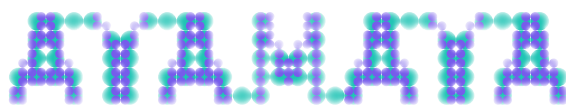
Ne pas utiliser une version non vectorisée du logo.



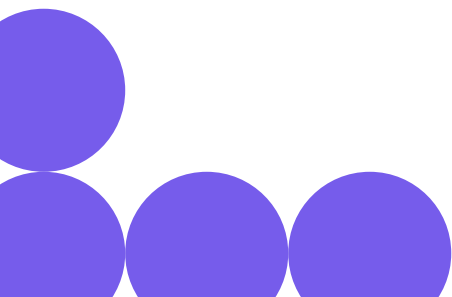
Ne pas utiliser couper le sceau d'excellence.



Ne pas utiliser d'autres couleurs.



Ne pas altérer avec des effets visuels.



TYPOGRAPHIE D'ACCOMPAGNEMENT L'UNIVERS GRAPHIQUE

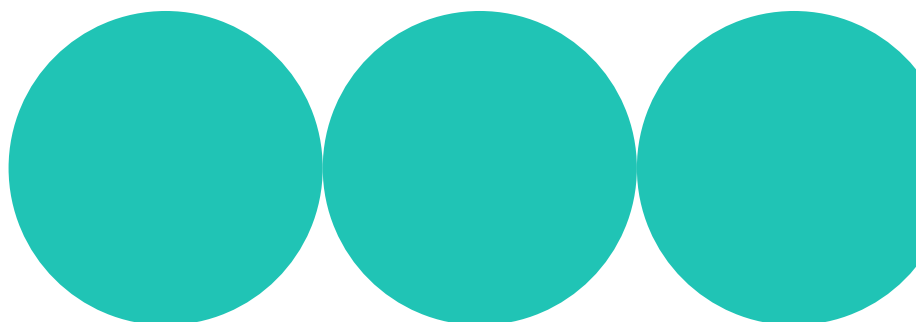
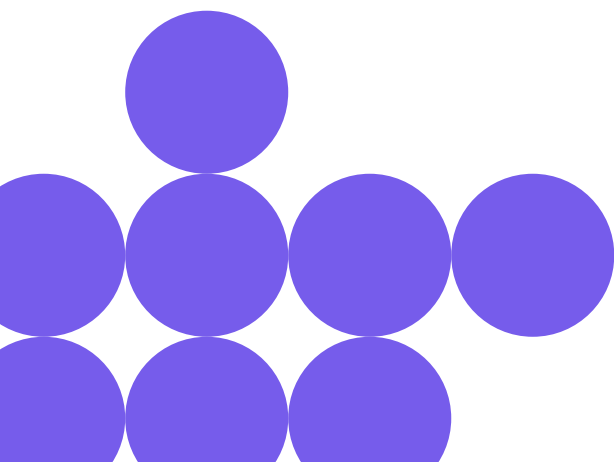
Typographie: ITC Avant Garde Gothic Std

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PAPETERIE

APPLICATION SUR SUPPORT

