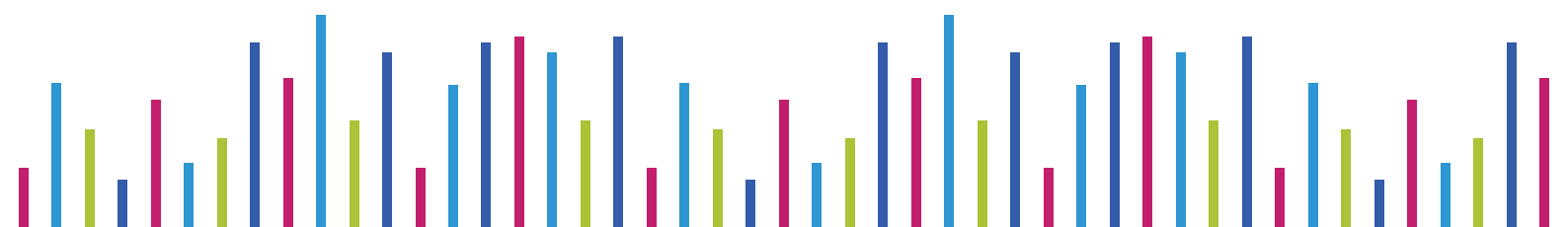
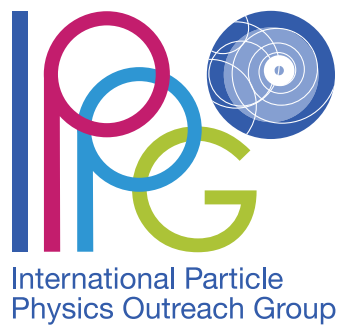


GRAPHIC CHARTER IPPOG



1. LOGOTYPE

a. *Classic version & colours*



#3a53a1
RVB 58 83 161
CMYK 87 70 0 0



#92a6d6
RVB 146 166 214
CMYK 48 31 0 0



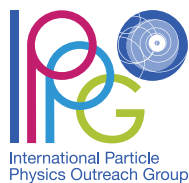
#c71c67
RVB 199 28 103
CMYK 16 97 27 5



#1d1d1b
RVB 62 151 211
CMYK 72 28 0 0



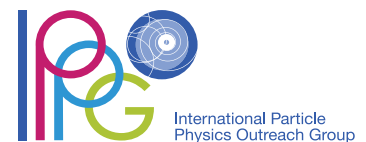
#b3c30e
RVB 179 195 14
CMYK 38 7 100 0



—
Classic logo (square)



—
Classic logo monogramme

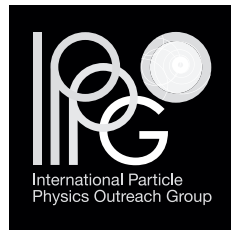
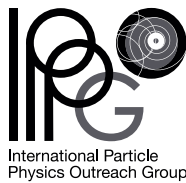


—
Classic logo (horizontal)

chzia

1. LOGOTYPE

b. Colours variations



030404
RVB 3 4 4
CMYK 89 77 61 95



67656a
RVB 103 101 106
CMYK 44 38 30 47



e3e3e3
RVB 227 227 227
CMYK 0 0 0 15



ffffff
RVB 225 225 225
CMYK 0 0 0 0



3a53a1
RVB 58 83 161
CMYK 87 70 0 0



6e7bbb
RVB 1110 123 187
CMYK 64 51 0 0



a1a5d3
RVB 161 165 211
CMYK 42 34 0 0



ffffff
RVB 225 225 225
CMYK 0 0 0 0



c71c67
RVB 199 28 103
CMYK 16 97 27 5



d3638a
RVB 211 99 138
CMYK 12 72 20 4



e19bb1
RVB 225 155 77
CMYK 8 48 13 3



ffffff
RVB 225 225 225
CMYK 0 0 0 0



1d1d1b
RVB 62 151 211
CMYK 72 28 0 0



7eb0df
RVB 126 176 223
CMYK 54 21 0 0



b0caeb
RVB 176 202 235
CMYK 35 14 0 0



ffffff
RVB 225 225 225
CMYK 0 0 0 0



b3c30e
RVB 179 195 14
CMYK 38 7 100 0



cad262
RVB 202 210 98
CMYK 28 5 73 0



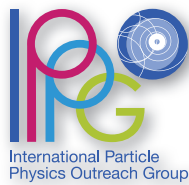
dee29e
RVB 222 226 158
CMYK 18 3 48 0



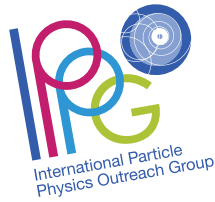
ffffff
RVB 225 225 225
CMYK 0 0 0 0

1. LOGOTYPE

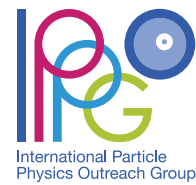
c. Forbidden



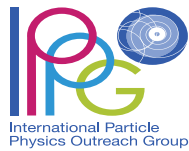
—
Do not use effect



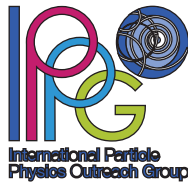
—
Do not make any rotation



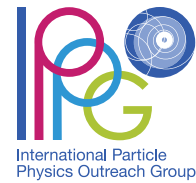
—
Do not remove elements



—
Do not distort

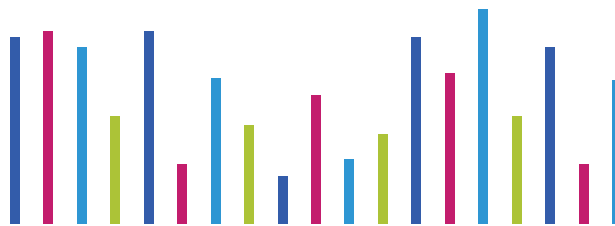


—
Do not add outlines



—
*Do not inverse colour or
use other ones*

2. ASSOCIATED DESIGN



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*This design can be used on every support
(print and web)*

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3. FONTS

a. Print fonts

Titles - Capital letters
Helvetica Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Subtitles and legends
Helvetica Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Current text
Helvetica Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

If the font Helvetica is not available on your computer,
please use the Arial one.

Titles - Capital letters
Arial Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Subtitles and legends
Arial Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Current text
Arial Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

3. FONTS

b. Web fonts

Titles - Capital letters
Helvetica Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Subtitles and legends
Helvetica Italic

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

Current text
Helvetica Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

If the font Helvetica is not available on your computer,
please use the Arial one. (See font above.)