GRAPHIC CHARTER
IPPOG

1. LOGOTYPE
a. Classic version & colours

#3a53a1	#92a6d6	#c71c67	#3e97d3	#b3c30e
RVB 58 83 161	**RVB** 146 166 214	**RVB** 199 28 103	**RVB** 62 151 211	**RVB** 179 195 14
CMYK 87 70 0 0	**CMYK** 48 31 0 0	**CMYK** 16 97 27 5	**CMYK** 72 28 0 0	**CMYK** 38 7 100 0

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Classic logo (square)
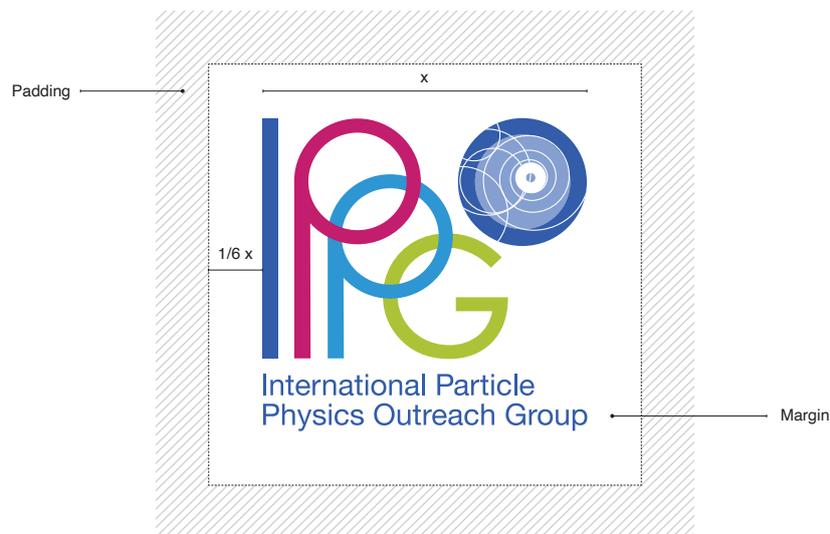

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Classic logo monogramme

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Classic logo (horizontal)

1. LOGOTYPE

b. Safety padding & Margin background

It's important to respect the safty margin/padding to let enought space
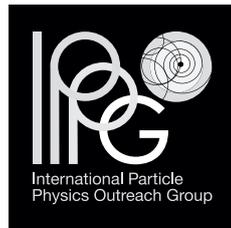to the logo to be clear and readable easily.

1. LOGOTYPE

c. Minimum size print & web

Classic logo (square)
***Print:** 15mm - **Web:** 42px*

Classic logo monogramme
***Print:** 10mm - **Web:** 28px*

Classic logo (horizontal)
***Print:** 11mm - **Web:** 31px*

The smallest sizes are specially thinked to let the logo entirely readable.
Please don't use it smaller, or you're going to loose some important elements.

1. LOGOTYPE
d. 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
# 3e97d3 **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

e. Forbidden

Do not use effect

Do not make any rotation
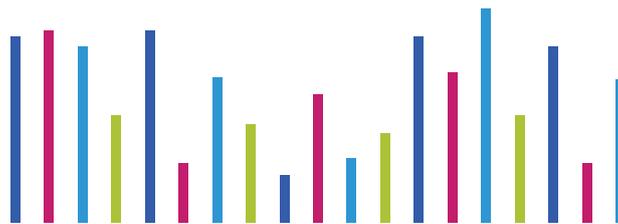

Do not remove elements

Do not distort

Do not add outlines

Do not inverse colour or use other ones

2. ASSOCIATED DESIGN

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

3. FONTS
a. Print fonts

Titles **Ubuntu bold**	Subtitles and legends *Ubuntu Italic*	Current text Helvetica Regular
ABCDEFGHIJKLMN **OPQRSTUVWXYZ** **abcdefghijklmn** **opqrstuvwxyz** **0123456789**	*ABCDEFGHIJKLMN* *OPQRSTUVWXYZ* *abcdefghijklmn* *opqrstuvwxyz* *0123456789*	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789

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

Titles **Ubuntu bold**	Subtitles and legends *Ubuntu Italic*	Current text Arial Regular
ABCDEFGHIJKLMN **OPQRSTUVWXYZ** **abcdefghijklmn** **opqrstuvwxyz** **0123456789**	*ABCDEFGHIJKLMN* *OPQRSTUVWXYZ* *abcdefghijklmn* *opqrstuvwxyz* *0123456789*	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789

3. FONTS
b. Web fonts

Titles **Ubuntu bold**	Subtitles and legends *Ubuntu Italic*	Current text Helvetica Regular
ABCDEFGHIJKLMN **OPQRSTUVWXYZ** **abcdefghijklmn** **opqrstuvwxyz** **0123456789**	*ABCDEFGHIJKLMN* *OPQRSTUVWXYZ* *abcdefghijklmn* *opqrstuvwxyz* *0123456789*	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 0123456789

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

3. FONTS
c. Exemple of print & web fonts

Qui tem verspit quae volorio ← Title
Ubuntu Bold
12pt

Subtitle
Ubuntu Regular → *Voluptis am re venisin re*
11pt

Ficime mi, qui rerem es audiore nim harum quis que voluptis am re venisin re, utature mpossitat eos et, cuptae pedi arion nus, optatium alissin repudis dollupta quia vellendit vendipita explab idiam ut aspeliate necepel ictemperat.

Anditatem explate liti denes es dempores netur re dionsen dellate mporio. Orem is aut exera aute velitia prateca boriati aut optia voluptam el ipsaeptur sequas ratist, tempos et erios etur aspel est esto quae velest eat voluptis dolorep udipis is dolores sinctio te repero maximagnihil mo venecte molora volorunt omnim eossume nissincto ium ipsam ressimilis autatio veruptae verae dolentibus et quatur mi, voluptatem nobis dolore estempore occaboribus doluptiatia peruptatiati tem. Ipsapiet eumquis mint, qui dollor aut exerchiction plis pedipide rem quam etur aut pla voluptatur, et quis sa que non con rem aspiducia voloribus, tem ducil ipsaesci conecep eratiissum il ipsunt atur aut facientur re natur, nimus.

Text
Helvetica Regular → Sum lat ex et et ratur? Qui tem verspit quae volorio. Epratur aut etur aut a est eos inus-
9pt tem rento es re ped quisi dit veratatur, et illoren imenim et et renihilla dolum, vendicipis enimossin re, vellant reped molorem qui verunt everibus, qui dis moluptatum iliqui vo-lupti oremporro maio. Xerum, quatem dolorest res dolorro imustistiori incte nimolesed que venet, qui cus eum nustior eptaecta sum eaquis es res moluptatem re dolor aut dent eos sinto officab inciistio bla dolor aut ex eaturis sincimet aut ad etur molendis perum idit vendae pel istiae vendit experib eribearume cuptatem consequo quidend ipicit autatiostias cones abo.