



## Logo principal

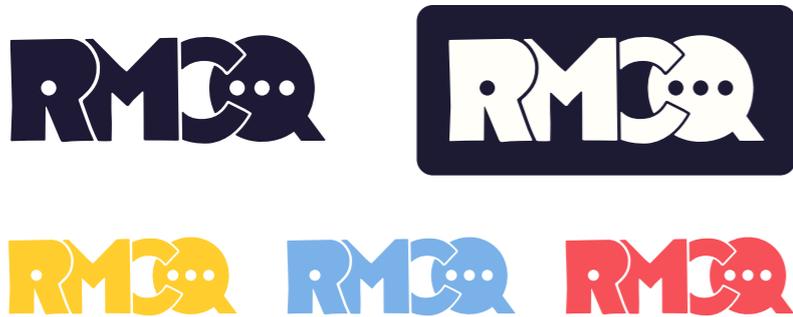
Logo sur fond foncé



Marge de sécurité



Logos secondaires



## Typographie

Titrage • Avant-garde

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789**

Texte • Helvetica Neue

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
0123456789

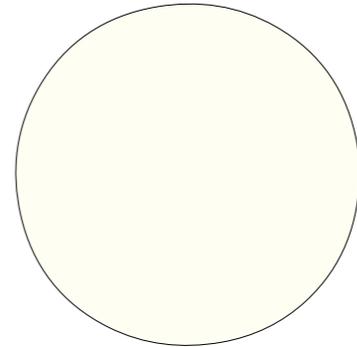
## Types de fichiers recommandés

**imprimé :** AI • PMS • CMJN

**web :** SVG • JPG • PNG • RVB

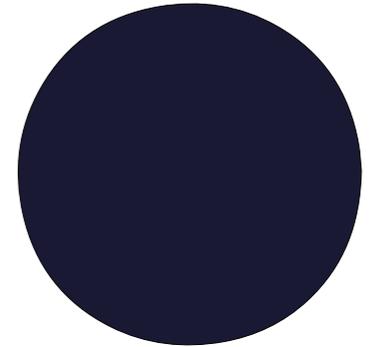
## Nuancier

Couleurs principales



### Bienveillance

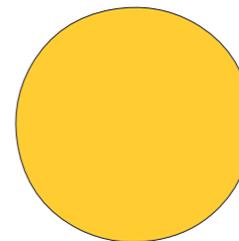
R255 V254 B249  
C0 M0 Y4 K0  
#FFFEF3



### Équilibre

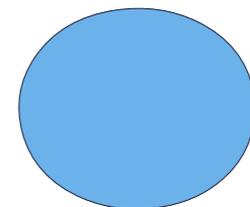
PMS 5255 C  
R30 V26 B52  
C87 M86 Y48 K60  
#1E1A34

Accents



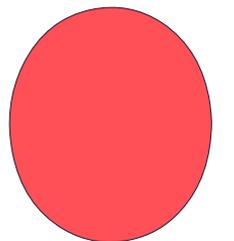
### À l'écoute

PMS 115 U  
R255 V206 B46  
C0 M18 Y90 K0  
#FFCE2E



### Rassembleur

PMS 284 U  
R122 V177 B232  
C49 M19 Y0 K0  
#7AB1E8



### Créatif

PMS Red 032 U  
R246 V80 B88  
C0 M84 Y60 K0  
#F65058