



la pasta

Charte graphique



Introduction

Rit moloribus venis sape
vel imus.Ibus doloreUt and
picidque delibusdam fuga.
Ne-qui distiuribus experum
erest laboriore perfercia sa

eat mo bla quiderferum v
ioriam netur, atinctibu-

Rit moloribus venis sape
vel imus.Ibus doloreUt and
picidque delibusdam fuga.
Ne-qui distiuribus experum
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eat mo bla quiderferum v
ioriam netur, atinctibu-



Sommaire

- 1 Le logotype marque _____
- 2 Les typographies _____
- 3 Le print _____
- 4 Le produit _____
- 5 déclinaisons pub _____



Le logotype



LE LOGOTYPE MARQUE

Rit moloribus venis sape
vel imus. lbus dolore Ut and
picidque delibusdam fuga
Ne-qui distiuribus experum
erest laboriore perfercia sa

eat mo bla quiderferum v
ioriam netur, atinctibu



DÉGUSTEZ DU BONHEUR

LE LOGOTYPE

DÉCLINAISON SUR FOND

- 1 Rit moloribus venis sape vel imus.Ibus doloreUt and
- 2 picidque delibusdam fuga Ne-qui distiuribus experum
- 3 erest laboriore perfercia sa
- 4 eat mo bla quiderferum v ioriam netur, atinctibu
- 5 ioriam netur, atinctibu



LE LOGOTYPE

PÉRIMÈTRE DE PROTECTION ET TAILLE MINIMALE

Rit moloribus venis sape
vel imus.lbus doloreUt and
picidque delibusdam fuga
Ne-qui distiuribus experum
erest laboriore perfercia sa

eat mo bla quiderferum v
ioriam netur, atinctibu



Image



Texte



LE LOGOTYPE

LE CODE COULEUR

Rit moloribus venis sape
vel imus.lbus doloreUt and
picidque delibusdam fuga
Ne-qui distiuribus experum
erest laboriore perfercia sa

eat mo bla quiderferum v
ioriam netur, atinctibu



CMJN

1C1C1B

FFFFFFFF

DA001A

E65C15

E94D34

FFE089

839C15

00E2E2

B6360C



La typographie



LA TYPOGRAPHIE MARQUE

Rit moloribus venis sape
vel imus. lbus dolore Ut and
picidque delibusdam fuga
Ne-qui distiuribus experum
erest laboriore perfercia sa

eat mo bla quiderferum v
ioriam netur, atinctibu



AVENIR NEXT

Ultra Light

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Demi Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ALDINE-REGULAR

Regular

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



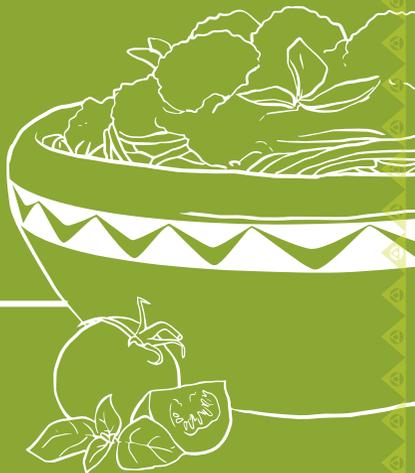
Print



PRINT CARTE DE VISITE

Rit moloribus venis sape
vel imus. Ibus dolore Ut and
picidque delibusdam fuga
Ne-qui distiuribus experum
erest laboriore perfercia sa

eat mo bla quiderferum v
ioriam netur, atinctibu



Rècto



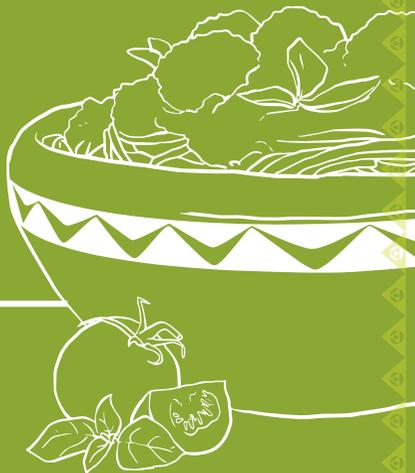
Verso



PRINT PAPIER ENTÊTE

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Ne-qui distiuribus experum
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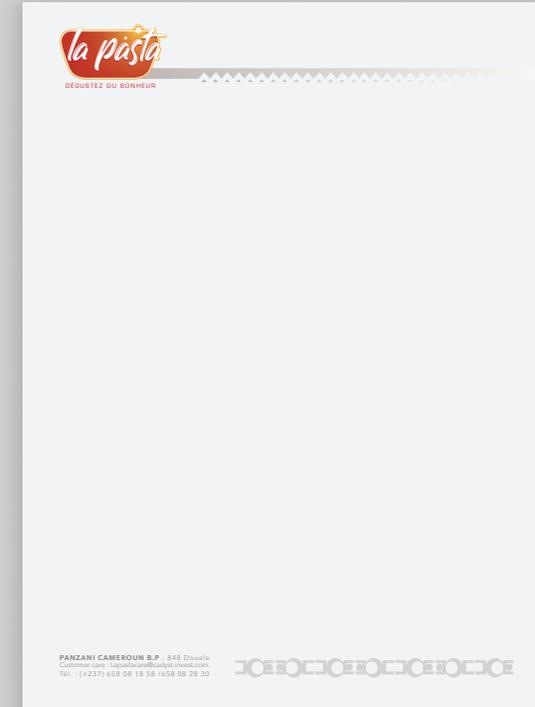
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Produit



PRODUIT PACKAGING

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ioriam netur, atinctibu



Longue



Courte



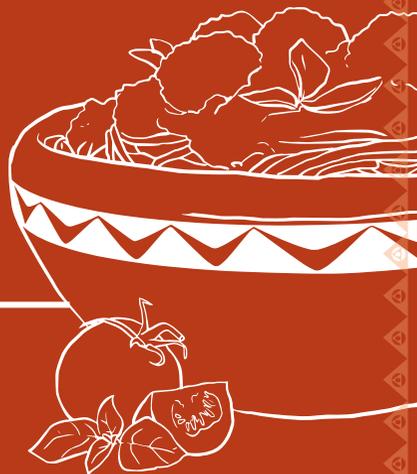
Publicité



PRODUIT PACKAGING

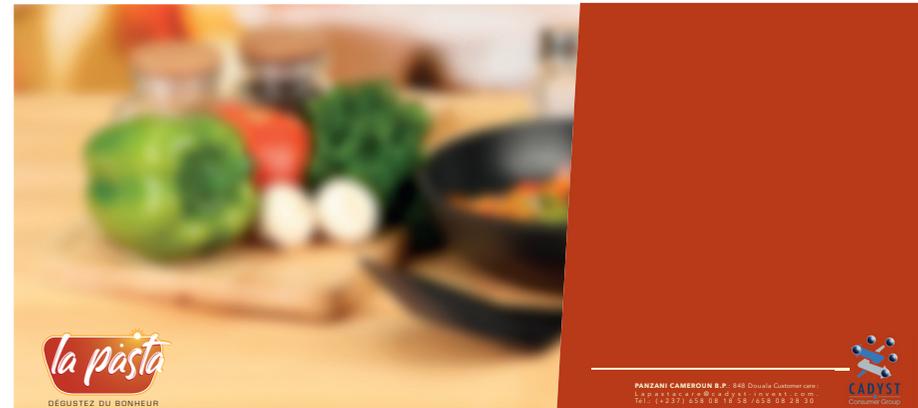
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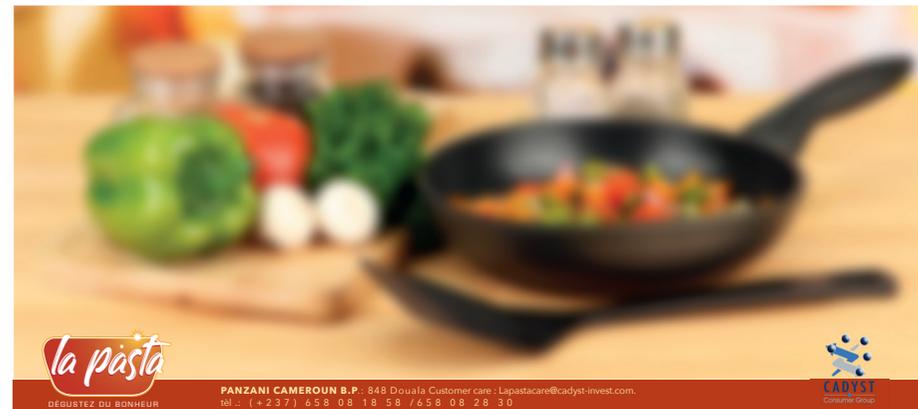


Formats horizontals

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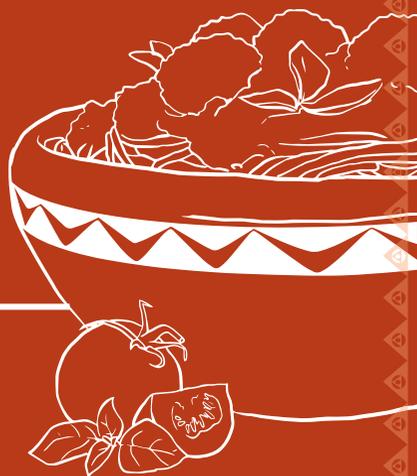
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PRODUIT PACKAGING

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Formats verticales



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Merci

