



GRAPHIC CHARTER





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LOGO



Clear space

The logo must be surrounded by a minimum amount of clear space equal to the size of the «e»
No visual elements may be placed in this area.



Usage Guidelines

Do

- Use our official, unmodified Serve the City logo.
- Make sure the logo is readable.
- Allow for at least the minimum buffer space around the logo (see after).

Don't

- Add or remove any element to the logo



- Modify the proportions of the logo



- use effects on the logo



- change colors for the logo



Readability

- Use always white background when logo is used on colored image



Colors

Logo's colors

Dark blue



C100 M72 J26 N0
R0 V78 B128

Green



C50 M0 J81 N0
R149 V193 B82

Light Gray



C25 M7 J0 N22
R168 V187 B203

Accompagnement's colors



C100 M19 J42 N0
R0 V136 B147



C69 M13 J29 N0
R73 V168 B177



C46 M0 J0 N0
R145 V212 B242



C14 M0 J17 N6
R218 V229 B213



Typography

The font to be used in all official documents and publications is ITC Avant garde Gothic Std. If you haven't (to the web for example) used Arial.

About this font family

Herb Lubalin and Tom Carnase based their 1970 design of ITC Avant Garde Gothic on Lubalin's logo for Avant Garde Magazine. The condensed fonts were designed for the International Typeface Corporation in 1974 by Ed Benguiat. ITC Avant Garde Gothic is a geometric sans serif type, that is, the basic shapes were made with a compass and T-square; the design is reminiscent of the work from the 1920s German Bauhaus movement.

Letterforms built of circles and clean lines are highly effective for headlines and short texts. The condensed faces have the same modern look, while retaining legibility in lengthier texts.

ITC Avant Garde Gothic Std Book & Book oblique

For text

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz

ITC Avant Garde Gothic Std Bold

For title

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

ITC Avant Garde Gothic Std Extra light

For subtitle

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

Graphic elements 1/2

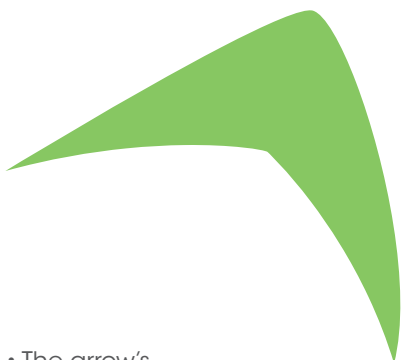
You can use the logo's elements separately to different visuals



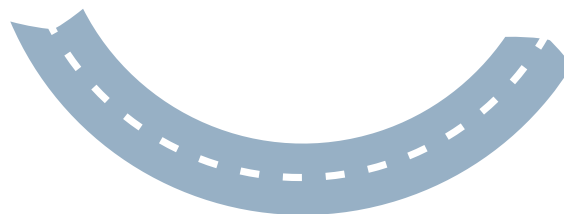
• The town



• The arrow's top



• The arrow's



• The road



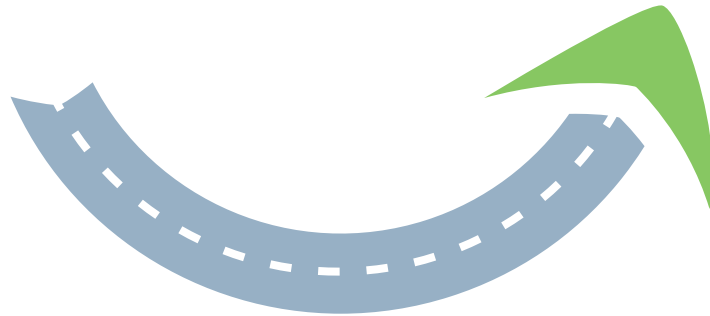
• The grey arrow's



• The grey arrow's for left corner

Graphic elements 2/2

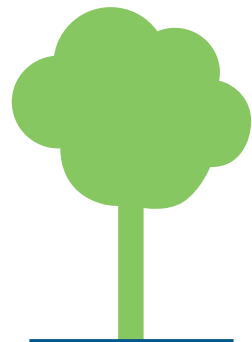
You can use the logo's elements separately to different visuals



• The complet arrow



• The blue town



• The tree



In used

Word file

Powerpoint file

Banner web



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graphisme et illustration

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