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Colors - Bases

PANTONE 1795 C

SCOTCHCAL 100-368

C 0 / M 93 / J 79 / N 5

R 217 / V 39 / B 46

#D9272E
Colors - Palette

- Noir 100%
  - 90%
  - 80%
  - 70%
  - 60%
  - 50%
  - 40%
  - 20%
  - 10%

- Red
  - 90%
  - 80%
  - 70%
  - 60%
  - 50%
  - 40%
  - 20%
  - 10%

- Black
- Red
Corporate font
Print publication
Titling
GothicFB Narrow

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789@&?!*

The font used for all applications other than office and electronic documents is «Titling GothicFB Narrow.»

Emphasis font for corporate are:

Light Chaîne du Bonheur
Regular Chaîne du Bonheur
Bold Chaîne du Bonheur
Emphasis font (Light, Regular and Bold) must be used according to its application to the various communication media. This font is used for printing documents produced such as stationery and communication supports and should be used whenever possible.

Examples: publications, billboards, signage, diverse literature, stationery, etc..

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Emphasis font (Light, Regular and Bold) must be used according to its application to the various communication media. This font is used for printing documents produced such as stationery and communication supports and should be used whenever possible.

Examples: publications, billboards, signage, diverse literature, stationery, etc..

Body Texte - 10pt
Molestie consequat vel illum dolore eu feugiat nulla facilisis, at vero eros et accumsan! Demonstraverunt lectores legere; me lius quod ii legunt saepius. Typi non habent claritatem insitam est usus legentis in iis qui facit eorum claritatem Investigationes claritas.
### CH03. THE LOGO

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Logo – Logotype construction

CHAÎNE DU BONHEUR
LA SUISSE SOLIDAIRE

1/2X
X
The logo is available in the following formats:

- Illustrator CS3
- Illustrator EPS Version 8
- JPG
- PNG
- CMYK
- RGB
- Pantone
- Black – White
Black

Chaîne du Bonheur
La Suisse Solidaire

Negative
Logo - Languages

FRENCH

GERMAN

ITALIAN

ROMANCHE

ENGLISH
Logo – Uses

100% White background
Color Logo

Red corporate background
Negative Logo

0% to 40% Black background
Color Logo

41% to 100% Black background
Negative Logo
Incorrect use