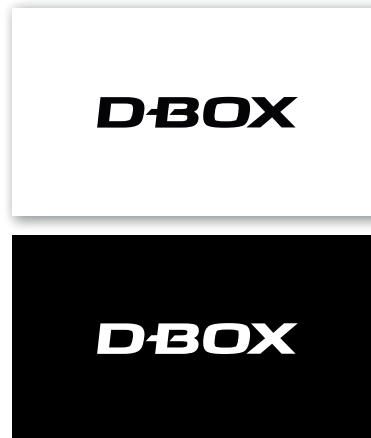


IDENTITY VISUAL / ALONE / available versions

Colour



B&W



DOs and DON'Ts

Never use the visual identity in blue and avoid the orange and black version, except on Halloween.



IDENTITY VISUAL / WITH TAGLINE / available versions

Colour



B&W



Specific horizontal version

For use in extremely small sizes or if seen from afar, ex: on a promotional item or a billboard.
Colour and B&W versions are also available.



IDENTITY VISUAL / ALONE / available versions

Official version / Build-out



Minimal safety zone



IDENTITY VISUAL / WITH TAGLINE

Specific horizontal version



Build-out



Unit of measure



Minimal safety zone

MAIN COLORS



Original orange

Pantone : 151 C
CMYK : 0-56-100-0
RGB : 255-130-0



Deep blue

Pantone : 2768 C
CMYK : 100-83-0-56
RGB : 7-29-73



White

CMYK : 0-0-0-0
RGB : 255-255-255