



Charte graphique / Brand guidelines

ejó™

*Sentez l'ambiance. Aimez la propreté.
Feel the vibe. Love the clean.*



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spécificité du logo
logo specific

icône / icon



principal / main

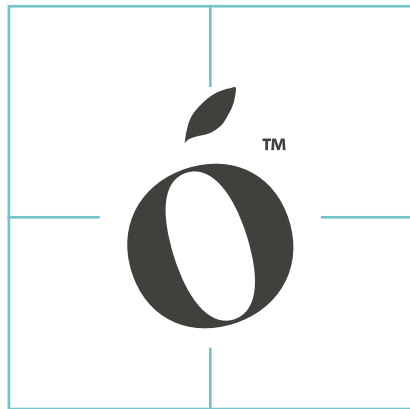


étiquette principale
main label



espace libre clear space

icône / icon



principal / main



0,5" d'espace tout autour
0.5" space all around

variation du logo
logo variation



**arrière-plan
background**

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spécifications de couleur colour specifications



RBG 64 64 62
CMYK 67 60 62 48
HEX #40403E



RBG 18 139 142
CMYK 83 27 44 4
HEX #128B8E



RBG 228 175 35
CMYK 11 31 100 0
HEX #E4AF23



RBG 242 234 228
CMYK 4 6 8 0
HEX #F2EAE4



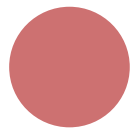
RBG 70 194 202
CMYK 64 0 23 0
HEX #46C2C4



RBG 225 215 113
CMYK 0 15 66 0
HEX #FFD771



RBG 29 152 104
CMYK 82 17 76 2
HEX #1D9868



RBG 205 114 113
CMYK 17 66 48 1
HEX #CD7271



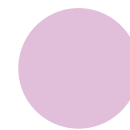
RBG 198 217 47
CMYK 27 0 99 0
HEX #C6D92F



RBG 42 183 133
CMYK 74 0 65 0
HEX #2AB785



RBG 245 144 144
CMYK 0 54 32 0
HEX #F59090



RBG 225 190 218
CMYK 9 28 0 0
HEX #E1BEDA

typographie typography

tangerine

logo et en-têtes

logo & headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-+=<>?:{}.,/;[]

**harmonia sans
black**

en-têtes

headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-+=<>?:{}.,/;[]

harmonia sans
regular

corps du texte

body text

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()-+=<>?:{}.,/;[]

bonnes pratiques logo best practices

do not crop the logo



do not use drop shadows
or any other effects



do not change the
transparency of the logo



do not recreated using
any other typeface



do not change the size of
the lettering



do not outline the logo



do not distort the logo



schéma pattern



lavande et arbre à thé
lavender & tea tree



eucalyptus et romarin
eucalyptus & rosemary

