

Visual

1/7 8.10.2018

Guidelines

TEINTURERIES

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The logo is available in only one version, whatever may the usage or background be. To ensure a consistent identity and the protection of the Teintureries, the logo must always be applied in its original design. It is therefore not allowed to change its components or its proportions. Please be sure to use the PDF files for printed matter.



TEINTURERIES

Black version on white background
[Teintureries_Logo_Noir]

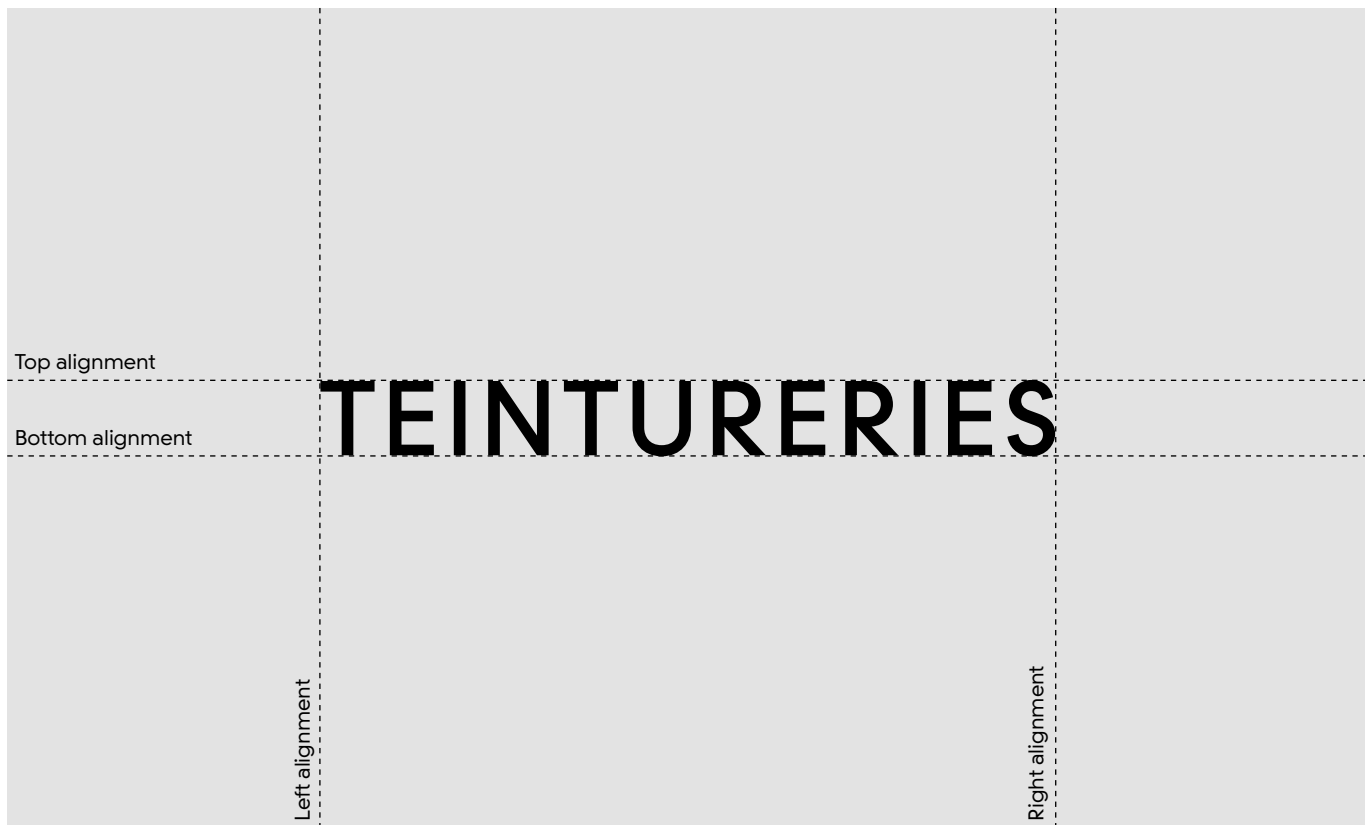


TEINTURERIES

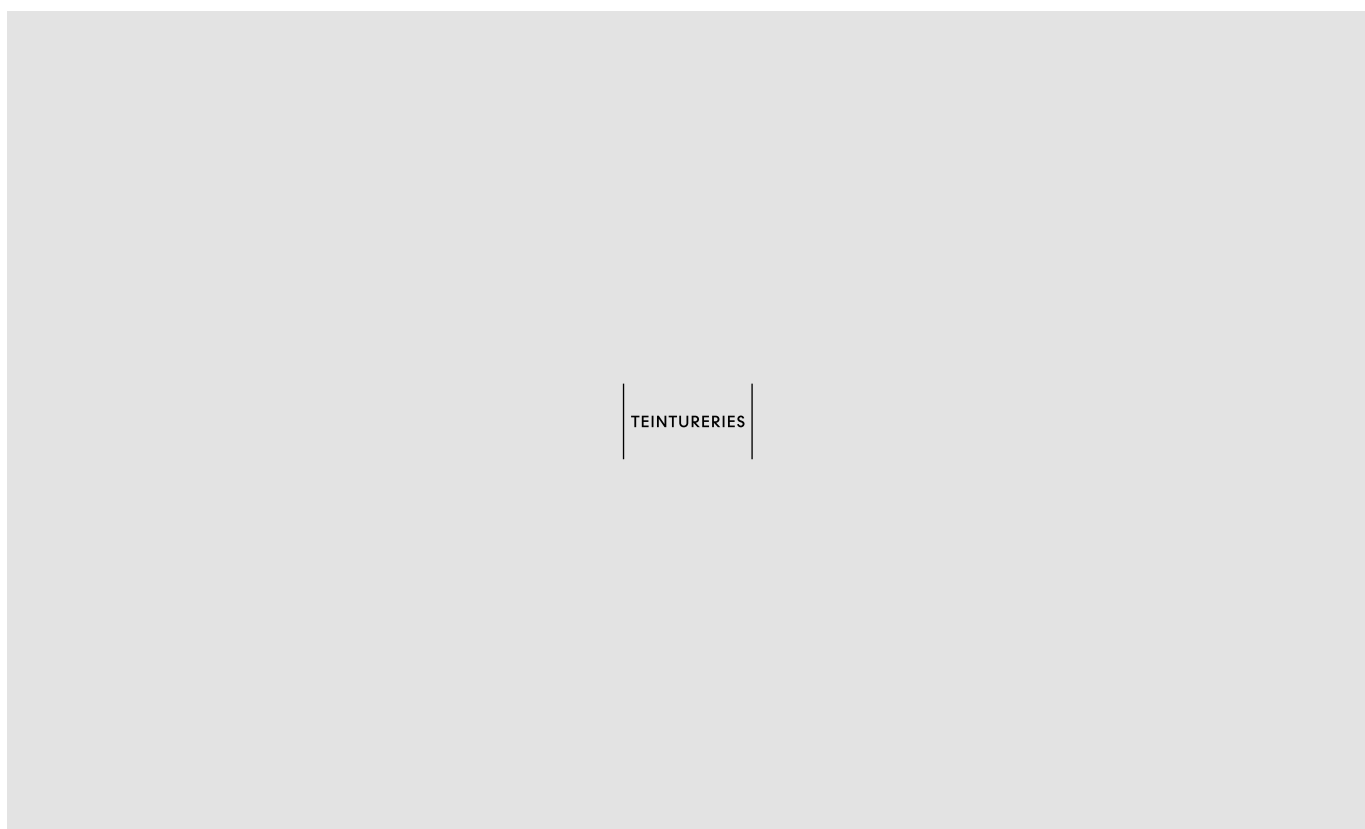
White version on black background
[Teintureries_Logo_Blanc]



A minimum margin is needed in order to affirm the integrity of the logo. A white space around it ensures an effective visual impact. Therefore no graphical elements such as textures, patterns or photographs, should be placed in this safe space. This rule allows the logo to always have the same proportion of empty space around it, at whichever size.



It is advised to use those guides in order to align the logo in a layout.



The logo can't be used under a minimum size of 15mm wide.

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For general use, black version on white background.

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In case of dark background, use the white version.

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The use of alternative colors must be limited to technical constraints.

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Do not modify the appearance of the logo.

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Do not rotate the logo.

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Do not create multicolor version of the logo.

TEINTURERIES

ECOLE SUPERIEURE DE THEATRE

Do not add text to the logo.

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Maintain enough contrast between the background and the logo.



Do not use the logo on complicated background.