VISUAL IDENTITY
GUIDELINES

LE
MANIFESTE
FRANÇAIS

CONTENTS

IMAGE FOR DEMO PURPOSES ONLY

1

GUIDELINES

WHY GUIDELINES MATTER?

**FOLLOW GUIDELINES, TO AVOID OUR
BRAND LOOKING LIKE A CHRISTMAS TREE**

A brand identity can only make a positive
impact if it is used consistently and correctly
across all communication materials.

Sending a consistent and controlled message of
who we are is essential to present a strong, unified
image of our company.

**ATTENTION, THESE ARE
DESIGN GUIDELINES ONLY!**

These guidelines only cover the following topics:
- Logo and approved logo variations
- Asset usage guidelines (i.e: logo, typography, colours..)

These guidelines do not cover:
- Our vision, mission and value
- Our voice, tone and style of content

In order to create a consistent brand experience, the untouched topics will be covered in a separate guidelines. When a brand is strong and consistent, every image, piece of content, and advertisement reinforces its unique value.

2

CORPORATE
LOGO

THE LOGO

THE FULL LOGOTYPE

LE MANIFESTE FRANÇAIS provides expert insights on French fashion, beauty secrets and good manners as an art form, for those who want to improve their image.

LE MANIFESTE FRANÇAIS logo is made out of a logo symbol and a logotype. The logo symbol is a powerful monogram (M + F) that evokes the Eiffel Tower. As the emblem of Paris, it embodies everything the city represents in terms of culture, arts and fashion.

The logotype was made with Baskerville Bold typeface, which has been carefully transformed from a serif font to a semi-serif, in order to obtain a more modern look. The hairline strokes' elegance of Baskerville font have been preserved, even though all the serifs elements have been suppressed. That refined and thick typeface balances perfectly with the logo symbol's strong geometrical base made of two pointing arrows forming letter 'M' and topped with the quick darting movement that forms letter 'F' .

The two corporate colours are dark blue and sapphire blue. The dark blue has been selected for its elegance, while the medium blue refers to the French flag and, symbolically represents intelligence & culture.

The General Logo
The main logo is the dark blue logo used on white background.

1) The Logo Symbol
It consists of a monogram M + F, representing the Eiffel Tower in a new, visually interesting way.

2) The Logo Title
The font used here is a revised Baskerville font. Its serifs elements have been taken out to get a modern and highly legible style, enhanced by the use of upper case letters.

3) Use The White Logo For Darker Backgrounds Only

4) The Logo Variant For Website Only
Use the alternative logo on the left.

LOGO: CORPORATE FONTS & TYPOGRAPHY

LE MANIFESTE FRANÇAIS

THE FONT

Baskerville is a standard serif font that can be found on every iMac. It has been created by the American Type Founder's Baskerville in 1941. It has been chosen for its contrast between the thick and thin strokes to match the logo design's impactful presence. The serif aspect has been suppressed from the final logotype in order to give a modern look.

BASKERVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

LOGO SLOGAN

YOUR NEXT
FASHION &
BEAUTY
APPOINTEMENT

YOUR NEXT
FASHION &
BEAUTY
APPOINTEMENT

IMPERIAL URW MEDIUM

ABCDEFGHIJKLM
OPQRSTUVWXYZ

0 1 2 3 4 5 6 7 8 9

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USAGE

Font:	Imperial URW
Font-weight:	Medium
Font-style:	Caps Only
Font-colour:	Corporate colour 1
	White
Tracking:	75pt
Leading:	Tight

EXPLANATION

Imperial URW Medium has been chosen for its characters' similarities with the reworked logo tyface. It's a semi-serif that's both thick and fine.

Do use a capitalised Imperial URW Medium font for the company's slogan in all marketing documents.

Get the desktop font here: www. myfonts.com/fonts/urw/imperial/ urw-imperial-t-medium/

LOGO CONSTRUCTION & SAFE AREA

CONSTRUCTION

The logo symbol has been designed with a few round circles on the edges.

A similar white space has been displayed in between the two pointing arrows forming the 'M' letter and between the 'F' letter, in order to get a very clean look.
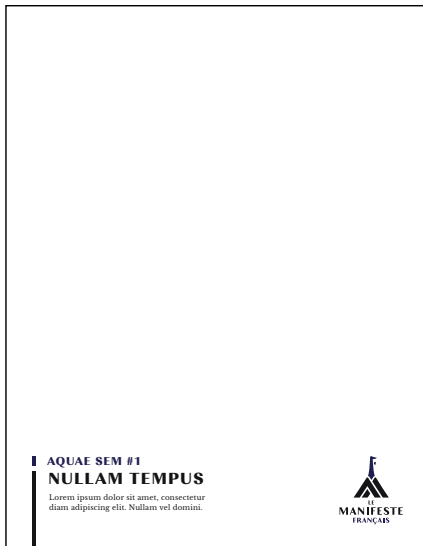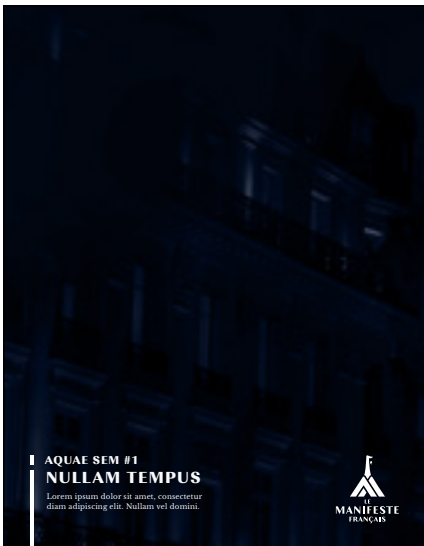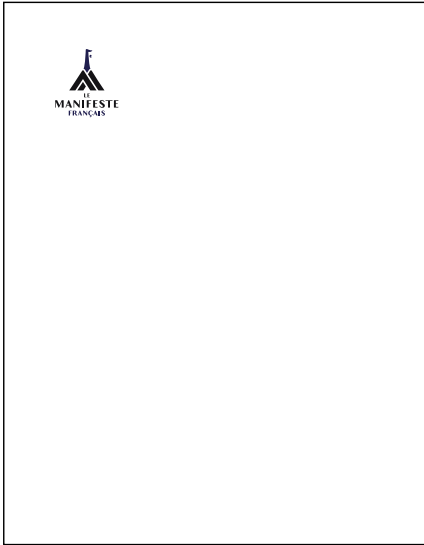
The Baskerville type has been revised and modernised by removing the serif elements. Once the serif were removed, each letter had to be placed by eye to get a balanced and pleasant visual result.

Finally, both logo symbol and logotype have been center-aligned.

3

CORRECT LOGO PLACEMENT

CORRECT LOGO PLACEMENT

-

EXPLANATION

To place the logo "LE MANIFESTE FRANÇAIS" in the correct way, please use one of the approved styles that are shown on the left. Any other placement is not allowed.

PARAMETER

Example 297 x 210mm (A4)

LE MANIFESTE
FRANÇAIS

GALERIES
LAFAYETTE

AQUAE SEM #1
NULLAM TEMPUS
Lorem ipsum dolor sit amet, consectetur
diam adipiscing elit. Nullam vel domini.

LE
MANIFESTE
FRANÇAIS

AQUAE SEM #1
NULLAM TEMPUS
Lorem ipsum dolor sit amet, consectetur
diam adipiscing elit. Nullam vel domini.

LE
MANIFESTE
FRANÇAIS

LOGO APPLICATION ON BACKGROUNDS

A. COLOURED LOGO VERSION SHOULD ALWAYS BE DISPLAYED ON LIGHT BACKGROUNDS

USAGE

The main coloured logo version is to be used on white or light-coloured backgrounds only, so that no background colours can alter the logo's colours.

Always make sure there is enough empty space around the logo, as it needs a maximum of breathing room to stand out.

B. WHITE LOGO VERSION DISPLAYED ON DARK BACKGROUNDS

USAGE

The white logo version will be used only when the backround color is dark enough.

Always make sure there is enough copy/empty space around the logo; as it needs a maximum of breathing room to stand out.

## C. WHITE LOGO VERSION DISPLAYED ON MODIFIED IMAGE

USAGE

LE MANIFESTE FRANÇAIS' corporate colours are used here to make the brand recognisable.

It is meant to be used on print materials internal pages like handouts, brochures, Powerpoint slides.

It can be also used on campaigns' posters, on flyers, web advertisements as long as the colour theme is used in a consistent way througout the campaign.

IMAGE RETOUCHING TIPS

1. Open the picture you want to retouch on 'Photoshop'.

2. Add a layer at the top and start colouring the layer with a large soft brush. Use the dark corporate colour (C: 97 M: 86 Y: 53 K: 87 | R: 8 G: 8 B:19) on the edges to create a "vignette" effect and darken the edges, then use the corporate sapphire blue (C: 100 M: 96 Y: 29 K: 38 | R: 34 G: 34 B: 80) randomly elsewhere on the picture. Finally, set the opacity mode to 'Overlay'.

3. Add a solid colour layer at the top of the previous one. Use the the corporate sapphire blue and set the opacity to the 'Colour' mode.

4. Add a solid colour adjustment layer at the top of the previous one. Use the the dark corporate colour and set the opacity to the 'Colour' mode.
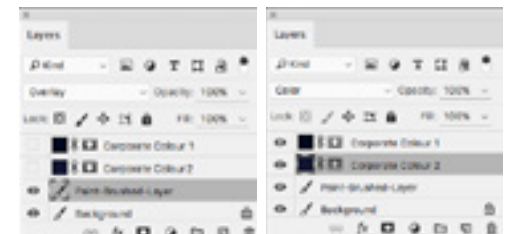
LOGO MISUSE ON BACKGROUNDS

1) Never distord the logo in any ways.

Attention:
Use of any stylized, animated, hand drawn or other versions of an inofficial logo is not permitted.

2) Never place the logo on a dark blue background that will compromise its legibility

3) Never place the coloured logo on any kind of white shape (circle, diamond, rectangle..)

4) Never distord in any ways the logo

5) Never place the coloured logo on a coloured background. The background colour has to be fairly light to make the logo stand out at the top of it.

6) Never place the logo on a noisy background.

LOGO SIZES

The logo has been created to work as well on billboard than on smaller formats, like email signatures.

The portrait logo minimum size:
4,5 x 4,8 cm
including the safe area

The landscape logo minimum size:
6 x 1,1 cm
including the safe area

4

CORPORATE COLOUR SYSTEM

COLOUR SYSTEM

DARK BLUE	**SAPPHIRE BLUE**

EXPLANATION

The company has only two official colours: dark blue and sapphire blue. These colors will become a recognizable identifier for the company.

USAGE

These are the dominant colour palette for all marketing materials.
Check with your designer or printer when using the corporate colours to make sure they are always be consistent.

ROLE

Consistent use of these colours will contribute to the cohesive and harmonious look of LE MANIFESTE FRANÇAIS brand identity across all relevant media.

PRIMARY COLOUR

DARK BLUE

-

COLOUR CODES
CMYK : C: 097 M: 086 Y: 053 K: 087
RGB : R: 008 G: 008 B: 019
HEX : #00000D

COLOUR TONES

DARK BLUE COLOUR USAGE

Instead of a pure black use the corporate dark blue colour for headers and body copy.

It can be used as a solid background colour with the white logo version at the top, inside corporate documents such as annual reports or handouts.

The other colour tones below can also be used to create tables' background

colours for instance, or be placed below any kind of body copy.

On the website, it can also be used for the hover colour state.

Finally, it can be used to create company icons or other design elements like vertical or horizontal separators.

80 %	**60 %**	**40 %**	**20 %**
CMYK: C: 079 M: 073 Y: 053 K: 060	CMYK: C: 070 M: 065 Y: 047 K: 032	CMYK: C: 053 M: 047 Y: 036 K:006	CMYK: C: 027 M: 023 Y: 018 K: 0
RGB: R: 038 G: 039 B: 052	RGB: R: 076 G: 073 B: 087	RGB: R: 127 G: 124 B: 136	RGB: R: 185 G: 183 B: 190
HEX: #262734	HEX: #4c4957	HEX: #7f7c88	HEX: #b9b7be

SECONDARY COLOUR

SAPPHIRE BLUE
-

COLOUR CODES

SAPPHIRE BLUE COLOUR USAGE

This colour is used for bold and regular links inside the body copy for print and web pages.

It can be also used as a sub-header that will appear in a smaller font-size at the top of the big dark blue header to make a constrast.

On the website, it can also be used for the active colour state.

Finally, it can be used to create company icons or other design elements like vertical or horizontal separators.

5

BRAND LITTERATURE

BRAND LITTERATURE: HEADERS

SUB-HEADER
HEADER

I'M A
HEADER

IMPERIAL URW ULTRA BOLD

ABCDEFGHJKL-MOPQSTUWXYZ

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USAGE

Font:	Imperial URW
Font-weight:	Ultra bold
Font-style:	Caps only
Font-colours:	**Dark blue (big header)**
	C: 97 M: 86 Y: 53 K: 87
	R: 8 G: 8 B: 19
	Sapphire blue (sm header)
	C: 100 M: 96 Y: 29 K: 38
	R: 34 G: 34 B: 80
	+ White (for dark img)
Tracking:	75pt
Leading:	Tight

EXPLANATION

Imperial URW has been chosen for its characters' similarities with the reworked logo tyface. It's a semi-serif that's both thick and fine.

Do use a capitalised Imperial URW ultra-bold font for headers in all marketing documents.

Get the desktop font here:
www.myfonts.com/fonts/urw/imperial/urw-imperial-t-ultra-bold

BRAND LITTERATURE: BODY-COPY

Lorem ipsum dolor sit amet, test link adipiscing elit. Nullam dignissim convallis est. Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet sem.

Lorem ipsum dolor sit amet, test link adipiscing elit. Nullam dignissim convallis est. Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet sem.

LIBRE BASKERVILLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0 1 2 3 4 5 6 7 8 9

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USAGE

Font:	Use Libre Baskerville font-family for body copy.
Font-style:	Lowercase
Font-colour:	**Dark blue** C: 97 M: 86 Y: 53 K: 87 R: 8 G: 8 B: 19 **Sapphire blue (links)** C: 100 M: 96 Y: 29 K: 38 R: 34 G: 34 B: 80 + **White (for dark img)**
Tracking:	25pt
Leading:	Spaced out, i.e: for a 10pt font-size, use a leading of 15pt as shown above

EXPLANATION

Libre Baskerville's tall and refined characters pair wonderfully with Imperial URW font.

It gives an elegant and refined looks to LE MANIFESTE FRANCAIS' internal and external communications, including the Internet site.

Get the desktop font here:
www.fontsquirrel.com/fonts/libre-baskerville

BRAND LITTERATURE: TEXT HIERARCHY & STYLES

HEADER 1

HEADER 2

SUB-HEADER
HEADER 1

PARAGRAPH

Lorem ipsum dolor sit amet, test link adipiscing elit. Nullam dignissim convallis est. Quisque aliquam. Donec faucibus. Nunc iaculis suscipit dui. Nam sit amet sem

LINK

Lorem ipsum dolor sit amet, test link adipiscing elit. Nullam dignissim convallis.

LIST TYPES

- List Item 1
- List Item 2
- List Item 3

1. List Item 1
2. List Item 2
3. List Item 3

DESCRIPTION | CAPTION

Lorem ipsum dolor sit amet, test link adipiscing elit. Nullam dignissim convallis est.

TEXT COLOUR STYLES

HEADERS & COPY

CORPORATE COLOUR 1 DARK BLUE	
CMYK:	**RGB:**
C:0t97	R:008
M:086	G:008
Y:053	B:019
K:087	

SUB-HEADERS & LINKS

CORPORATE COLOUR 2 SAFFIRE BLUE	
CMYK:	**RGB:**
C:100	R:034
M:096	G:034
Y:029	B:080
K:038	

DESCRIPTION COPY

CORPORATE COLOUR 1 DARK BLUE (60%)	
CMYK:	**RGB:**
C:070	R:076
M:065	G:073
Y:047	B:087
K:032	

6

CORPORATE STATIONERY
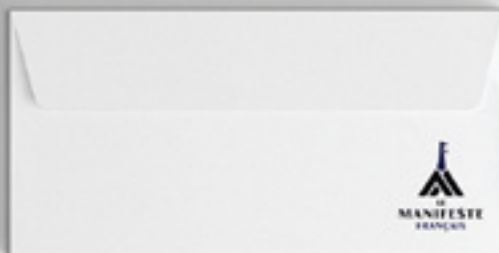
THE COMPANY LETTERHEAD #1

EXPLANATION

Imperial URW ultra bold font is used for the headlines at 10pt with a tracking of 75pt, **Libre Baskerville Regular** for the body copy and the corporate dark blue colour for the body copy and separators.

USAGE

The letterhead will be used with a regular white envelope.

PARAMETER

Dimensions
8.5 x 11 inches
U.S. letter size

Weight
120g/m white

Print
CMYK

LE MANIFESTE FRANÇAIS

9th of January 2017,

OBJECT:
**PHASES ULTRICE
NULLA QUIS NIBH**

**YOUR NEXT FASHION
& BEAUTY APPOINTMENT**

P: 647 778 442 | F: 647 778 443
E: contact@lemanifestefrancais.com
W: www.lemanifestefrancais.com

OUR PARTNERS

Dear Sir, Madam,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus.

Phasellus ultrices nulla quis nibh. Quisque a lectus. Donec consectetuer ligula vulputate sem tristique cursus. Nam nulla quam, gravida non, commodo a, sodales sit amet, nisi.

Pellentesque fermentum dolor. Aliquam quam lectus, facilisis auctor, ultrices ut, elementum vulputate, nunc.

Sed adipiscing ornare risus. Morbi est est, blandit sit amet, sagittis vel, euismod vel, velit. Pellentesque egestas sem. Suspendisse commodo ullamcorper magna.

Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus. Pellentesque fermentum dolor. Aliquam quam lectus, facilisis auctor, ultrices ut, elementum vulputate, nunc.

PAGE 1/2

LE MANIFESTE FRANÇAIS

9th of January 2017,

OBJECT:
PHASES ULTRICE

NULLA QUIS NIBH

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P: 647 778 442 | F: 647 778 443
E: contact@lemanifestefrancais.com
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OUR PARTNERS

Dear Sir, Madam,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus.

Phasellus ultrices nulla quis nibh. Quisque a lectus. Donec consectetuer ligula vulputate sem tristique cursus. Nam nulla quam, gravida non, commodo a, sodales sit amet, nisi.

Pellentesque fermentum dolor. Aliquam quam lectus, facilisis auctor, ultrices ut, elementum vulputate, nunc.

Sed adipiscing ornare risus. Morbi est est, blandit sit amet, sagittis vel, euismod vel, velit. Pellentesque egestas sem. Suspendisse commodo ullamcorper magna.

Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus. Pellentesque fermentum dolor. Aliquam quam lectus, facilisis auctor, ultrices ut, elementum vulputate, nunc

PAGE 1/2

THE COMPANY ENVELOPE #1

-

THE COMPANY LETTERHEAD #2
-

EXPLANATION

Imperial URW ultra bold font is used for the headlines at 10pt with a tracking of 75pt, **Libre Baskerville Regular** for the body copy and the corporate dark blue colour for the body copy and separators.

USAGE

The letterhead will be used with an envelope with window.

PARAMETER

Dimensions
8.5 x 11 inches
U.S. letter size

Weight
120g/m white

Print
CMYK

Toronto City Hall
100 Queen St W, Toronto,
ON M5H 2N2

LE
MANIFESTE
FRANÇAIS

9th of January 2017,

**OBJECT: PHASES ULTRICE
NULLA QUIS QUIDAM NIBH**

Dear Sir, Madam,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus.

Phasellus ultrices nulla quis nibh. Quisque a lectus. Donec consectetuer ligula vulputate sem tristique cursus. Nam nulla quam, gravida non, commodo a, sodales sit amet, nisi.
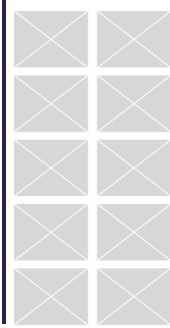
Pellentesque fermentum dolor. Aliquam quam lectus, facilisis auctor, ultrices ut, elementum vulputate, nunc.

Sed adipiscing ornare risus. Morbi est est, blandit sit amet, sagittis vel, euismod vel, velit. Pellentesque egestas sem. Suspendisse commodo ullamcorper magna.

Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat.

**YOUR NEXT FASHION
& BEAUTY APPOINTMENT**

P: 647 778 442 | F: 647 778 443
E: contact@lemanifestefrancais.com
W: www.lemanifestefrancais.com

OUR PARTNERS

PAGE 1/2

Toronto City Hall
100 Queen St W, Toronto,
ON M5H 2N2

LE
MANIFESTE
FRANÇAIS

9th of January 2017,

**OBJECT: PHASES ULTRICE
NULLA QUIS QUIDAM NIBH**

Dear Sir, Madam,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis. Suspendisse urna nibh, viverra non, semper suscipit, posuere a, pede.

Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat. Nam dui mi, tincidunt quis, accumsan porttitor, facilisis luctus, metus.

Phasellus ultrices nulla quis nibh. Quisque a lectus. Donec consectetuer ligula vulputate sem tristique cursus. Nam nulla quam, gravida non, commodo a, sodales sit amet, nisi.
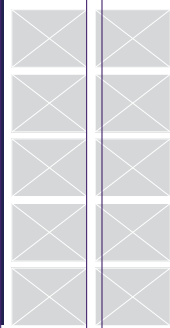
Pellentesque fermentum dolor. Aliquam quam lectus, facilisis auctor, ultrices ut, elementum vulputate, nunc.

Sed adipiscing ornare risus. Morbi est est, blandit sit amet, sagittis vel, euismod vel, velit. Pellentesque egestas sem. Suspendisse commodo ullamcorper magna.

Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna eros eu erat. Aliquam erat volutpat.
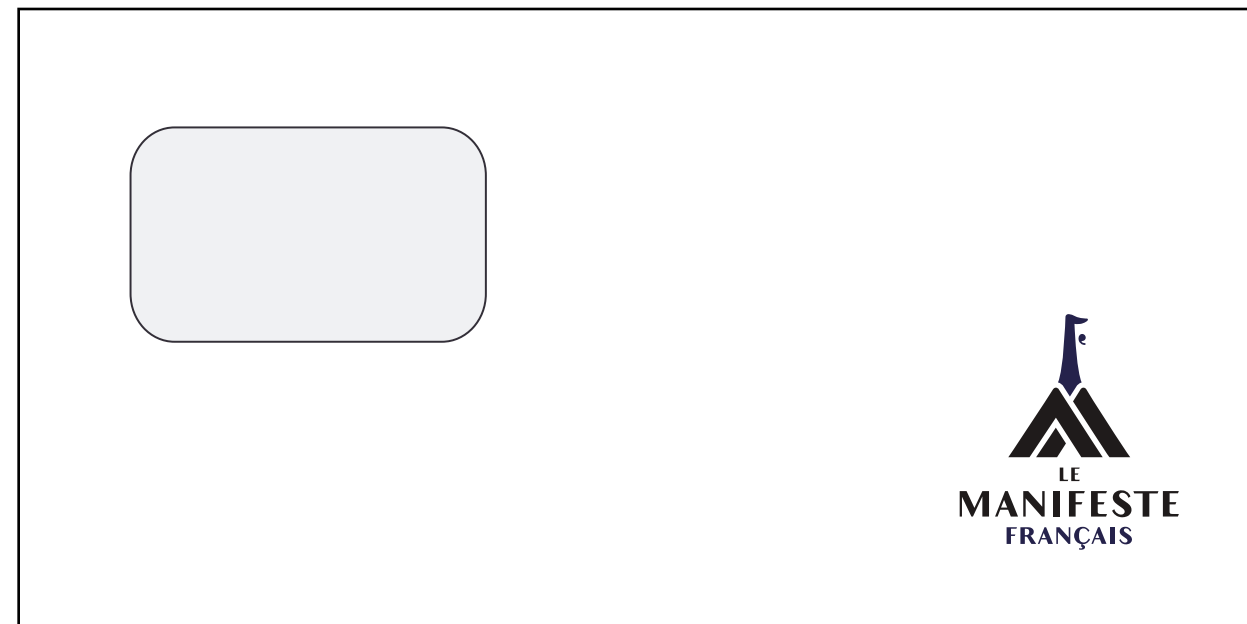
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OUR PARTNERS

PAGE 1/2

THE COMPANY ENVELOPE #2

-

THE COMPANY THANK YOU CARD

-

THANK YOU!

Lorem ipsum dolor sit amet, consectetuer diam lupus adipiscing elit. Donec odio. Quisque volta mattis eros. Nullam malesuada erat ut turpis.

Pendisse urna nibh, viverra non, semper suscipit ser dia. Donec nec justo eget felis facilisis fermentum. Aliquam porttitor mauris sit amet orci. Aenean dignissim pellentesque felis.

Our Team

**LE
MANIFESTE
FRANÇAIS**

PARAMETER

Dimensions
200 x 150 mm

Weight
400g/m white

Print
CMYK

THE COMPANY BUSINESS CARDS

OLIVIER KALOMBO
CEO-FOUNDER

Phone:
647-539-5173

Email:
contact@lemanifestefrancais.com

Website:
www.lemanifestefrancais.com

#1

Double Sided

Dimensions
85 x 55 mm

Print
CMYK

OLIVIER KALOMBO
CEO-FOUNDER

Phone:
647-539-5173

Email:
contact@lemanifestefrancais.com

Website:
www.lemanifestefrancais.com

#2

Single Sided

Dimensions
85 x 55 mm

Print
CMYK

7

QUICK WEB STYLEGUIDE

CSS STYLES FOR LEMANIFESTEFRANCAIS.COM

LOGO TO USE (S.V.G FORMAT)

LE MANIFESTE FRANÇAIS

HEADERS

Imperial URW Ultra Bold Webfont is recommended for the website's headlines. Get the webfont here: www.myfonts.com/fonts/urw/imperial/urw-imperial-t-ultra-bold

Use the css. styles below:
font: Imperial URW ultra bold;
font-size: 16pt
line-height: 17pt
letter-spacing: 75pt;
letter-style: caps;
colour: #00000D or #FFF;

DARK HEADER
WHITE HEADER

BODY COPY

Libre Baskerville Webfont is recommended for the website's body copy. Get the webfont here: https://fonts.google.com/specimen/Libre+Baskerville?selection.family=Libre+Baskerville

Use the css. styles below:
font: Baskerville Libre
font-size: 11pt;
line-height: 15pt;
colour: #00000D;
letter-spacing: 25pt;
link-colour: #211f4f;

Lorem ipsum dolor sit amet, consectetuer et adipiscing elit. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

Morbi in sem quis dui placerat ornare. Pellentesque odio nisi, euismod in, pharetra a, ultricies in, diam. Sed arcu. Cras consequat.

Praesent dapibus, neque id cursus faucibus, tortor neque egestas augue, eu vulputate magna , ultricies ut, elementum vulputate,

BUTTON STYLE

Use the css. styles below:
font: Imperial URW ultra bold;
font-size: 13pt;
letter-spacing: 75pt;
font-colour: white;
background-colour active: #211f4f;
background-colour hover: #00000D;
height: 35px;
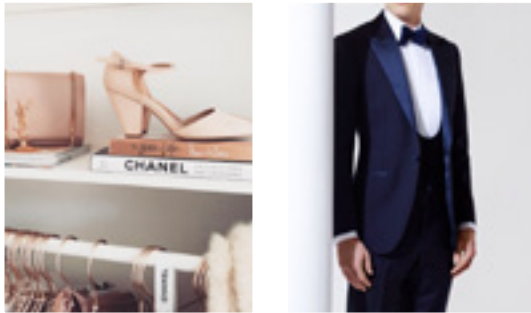
BOOK NOW!   BOOK NOW!

DESCRIPTION COPY

Libre Baskerville Webfont is recommended for the website's description copy.

Use the css. styles below:
font-size: 10pt;
line-height: 15pt;
colour: #4c4961;
letter-spacing: 25pt;

WEB PHOTOGRAPHY STYLE

White & Minimalist
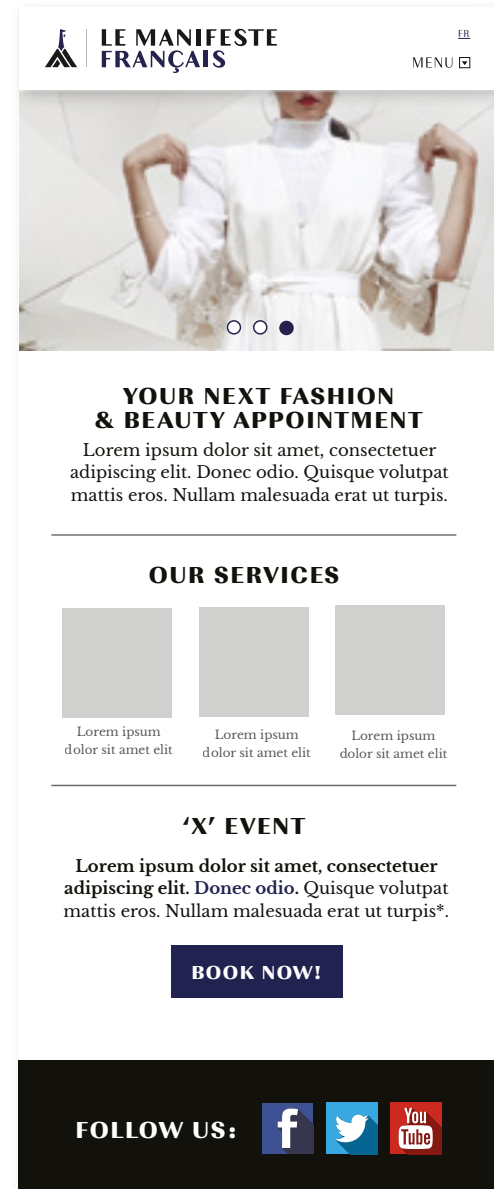(see next chapter)

LANGUAGE TOOGLE ACTIVE

Imperial URW Medium Webfont is recommended for the website's headlines. Get the webfont here: www.myfonts.com/fonts/urw/imperial/urw-imperial-t-medium

Use the css. styles below:
font-size: 7pt underlined;
line-height: 15pt;
colour: #201f51;
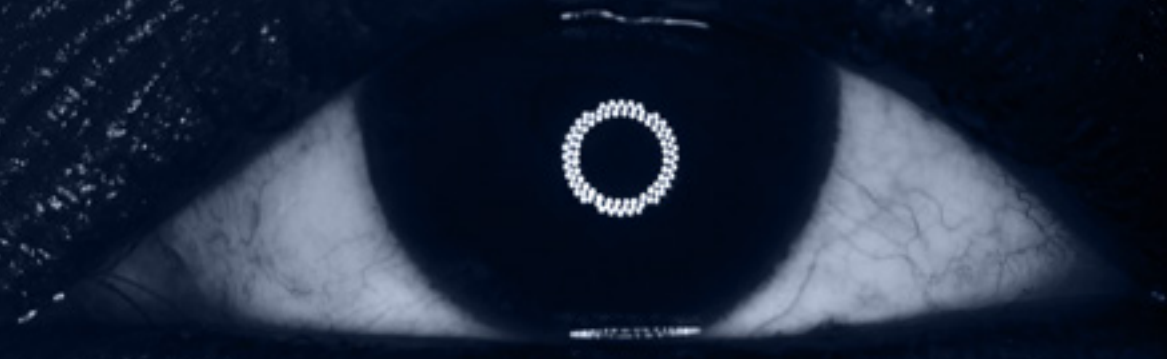**letter-spacing:** 75pt;

MENU ACTIVE

Imperial URW Medium Webfont is recommended for the website's headlines. Get the webfont here: www.myfonts.com/fonts/urw/imperial/urw-imperial-t-medium

Use the css. styles below:
font-size: 10pt;
colour: #00000D;
letter-spacing: 75pt;

LANGUAGE TOOGLE INACTIVE

Imperial URW Medium Webfont is recommended for the website's headlines. Get the webfont here: www.myfonts.com/fonts/urw/imperial/urw-imperial-t-medium

Use the css. styles below:
font-size: 7pt not underlined;
line-height: 15pt;
colour: #00000D;
letter-spacing: 75pt;

LE MANIFESTE
FRANÇAIS

FR

MENU ▾

**YOUR NEXT FASHION
& BEAUTY APPOINTMENT**

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis.

OUR SERVICES

Lorem ipsum dolor sit amet elit

Lorem ipsum dolor sit amet elit

Lorem ipsum dolor sit amet elit

'X' EVENT

Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Donec odio. Quisque volutpat mattis eros. Nullam malesuada erat ut turpis*.

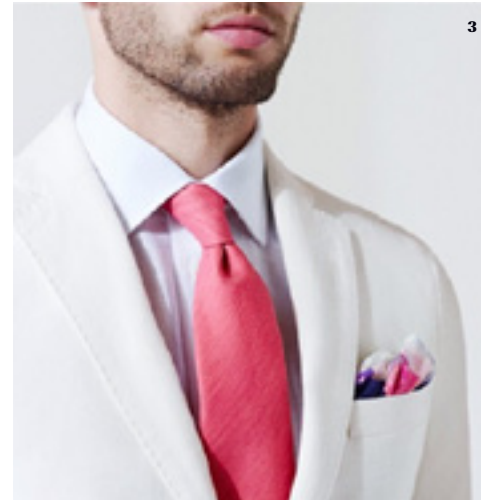**BOOK NOW!**

FOLLOW US:

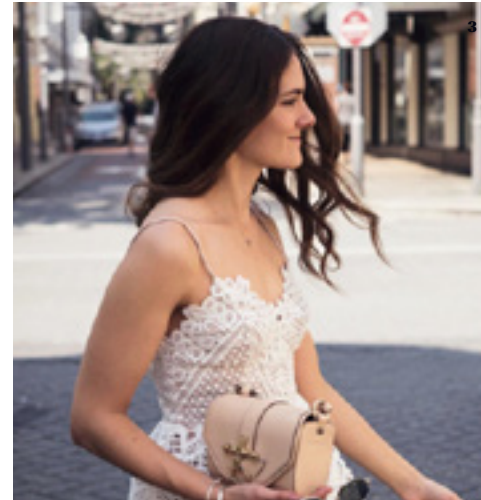# 8

PHOTOGRAPHY

WHITE & MINIMALIST

LE MANIFESTE FRANÇAIS' imagery is:

— Bold,

— Clear

— Elegant,

— Inspiring

— Intriguing

— Minimalist

Instagram photos credits :
- 2: **@inspiringwit**
- 1,4,5,6: **@ kate.lavie**
- 3: **@jprstyling**

PEOPLE

French style seems effortless; but it is in fact quite sophisticated in its apparent simplicity. Thus, we're looking for a type of photography that conveys a natural and effortless look:

1. Posed and staged photography must be avoided. Look for genuine smiles and people in motion instead.

2. When selecting photos for marketing material, make sure, people look genuine and aren't looking at the camera.

3. Finally, make sure to show diversity as French people come from various backgrounds.

Only the type of photography shown here has the power to inspire LE MANIFESTE FRANÇAIS' target audience.

Instagram photos credits :
- 3: @inspiringwit
- 4: @ crysbk

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MARKETING MATERIAL

MARKETING MATERIAL

INTRO

This final chapter is meant to show what can be achieved by respecting the graphic rules previously explained. It aims]at demonstrating how consistency can be acheived by using LE MANIFESTE FRANÇAIS' corporate fonts, colours, logo and photographic style throughout print and web materials. Note that consistency is key as it will help the brand's recognition.

USAGE

The main logo is featured on marketing tools such as bags, pencils, mugs, badges etc..

KAKEMONOS

Kakemonos are meant to welcome guests at some events.

The logo can either appear on a white or a dark bacground, depending on the ongoing campaign's colour theme.

VIDEO STILL/INTRO SLIDE
- EXAMPLE

AQUAE SEM #1
NULLAM TEMPUS

Lorem ipsum dolor sit amet, consectetur
diam adipiscing elit. Nullam vel domini.

LE
MANIFESTE
FRANÇAIS

0:00 / 0:31

USAGE

As it is an intro slide, the use of the main
coloured logo is recommended.

TIPS

1. Use a photography at the back

2. Place a white solid rectangle at the top of it.

3. Set the opacity to 40%.

4. Then add a white gradient at the bottom.

WHITE/DARK COLOUR SCHEME USAGE
- POWERPOINT SLIDES EXAMPLE

Do use the dark & white colour combinaison on corporate documents, flyers, brochures, handouts, as well as web advertising materials. Always display the dark blue images, either on the reversed side of a flyer for instance, either inside internal pages only. The

cover pages must show the main coloured logo on a light background. Finally, let's highlight that these dark and white layouts convey an idea of luxury & elegance, especially when paired with a close-up, bold and minimalist photography.
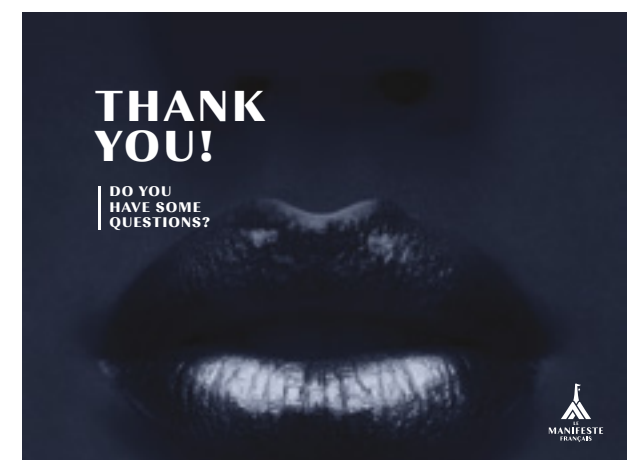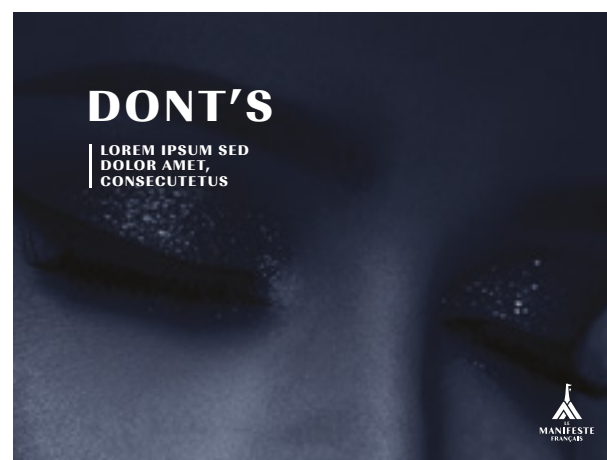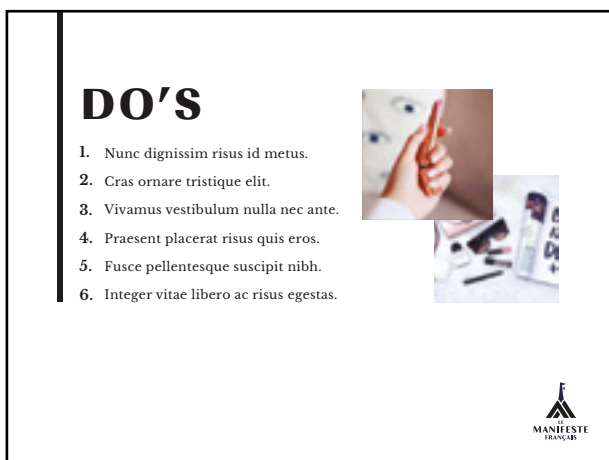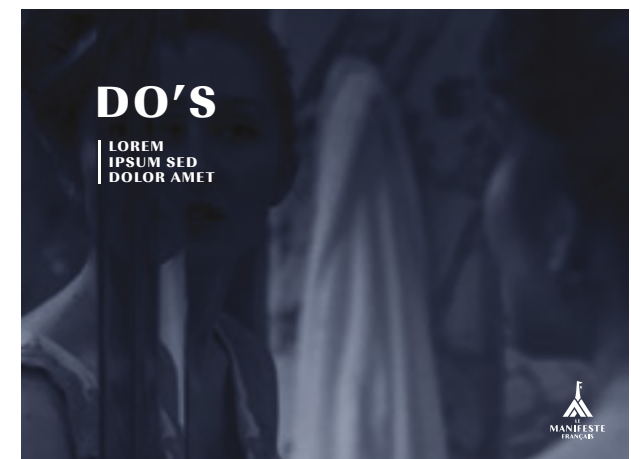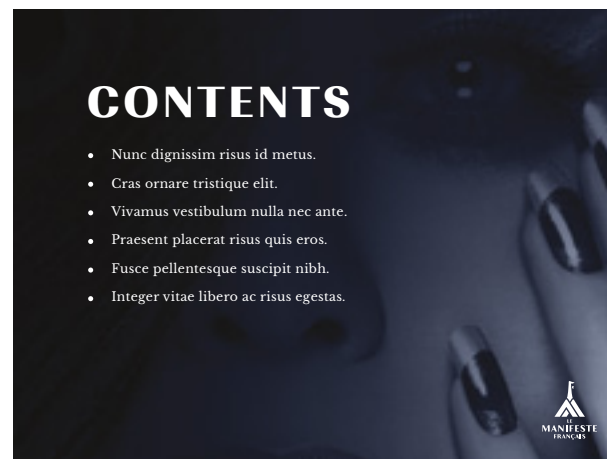
COLOURED PHOTOGRAPY USAGE
- **BROCHURE EXAMPLE**

Place the main coloured logo onto a photography with either a white or a light background colour. A gradient fading to white can be added to enlighten the image so that the logo stands out perfectly on it.

All the inside pages can use coloured and unretouched photography. This would be the option to adopt if no one is able to darken the photographs as show on page 43.

POSTERS & STREET BILBOARDS EXAMPLES

The dark blue corporate skin is recommended for LE MANIFESTE FRANÇAIS' campaigns, althought using a white background with the primary coloured logo still works. The most important advice would be to keep the same colour scheme consistent accross all campaigns materials; i.e: if 'Campaign X' starts with an online newsletter with a light skin, the whole additional materials must remain use the same skin.

THANK
YOU

LE
MANIFESTE
FRANÇAIS