The logo

The arch and the wordmark. Two layouts, the house colours, and three rules.

Two layouts



Stacked

The arch above the name. For square formats and centred layouts.



Side by side

The arch to the left of the name. To fit on a single line: article header, signature, banner.

Colours

Ink, #151515, on a light ground.

White, #FFFFFF, on a dark ground.

Ivory, #F5F0E7, the house ground.

Three rules

Never distort the logo.

Never change its colour.

Never place it over a busy image.

In this kit

01 Empile - Stacked · the stacked logo, as SVG, PNG and PDF

02 Cote a cote - Side by side · the side-by-side logo, as SVG, PNG and PDF

03 Mot-symbole - Wordmark · the name alone, as SVG and PNG

04 Arche - Arch · the arch alone, as SVG and PNG

05 Fond ivoire - Ivory ground · the logo and the arch on ivory, as PNG and JPEG, including a square for a profile picture

Folders 01 to 04 come in ink and in white, as 2,400 px PNG files on a transparent ground. Folder 05 is on a solid ground.