Logo guidelines

The newsletters

The newsletters / Simple wide band

A4 format 210 x 297

1• **Newsletter Issue**
- Arial Light typeface (all caps).
- Font size: 48 pt.
- Line spacing: automatic.
- White.

2• **Date/Newsletter Identity**
- Arial Light or Muséo 300 or Helvetica Light typeface.
- Font size: 13 pt.
- Line spacing (first line): 24 pt.
- Line spacing (second line): automatic.
- White.

3• **Web Address of the Publisher**
- Arial Regular typeface.
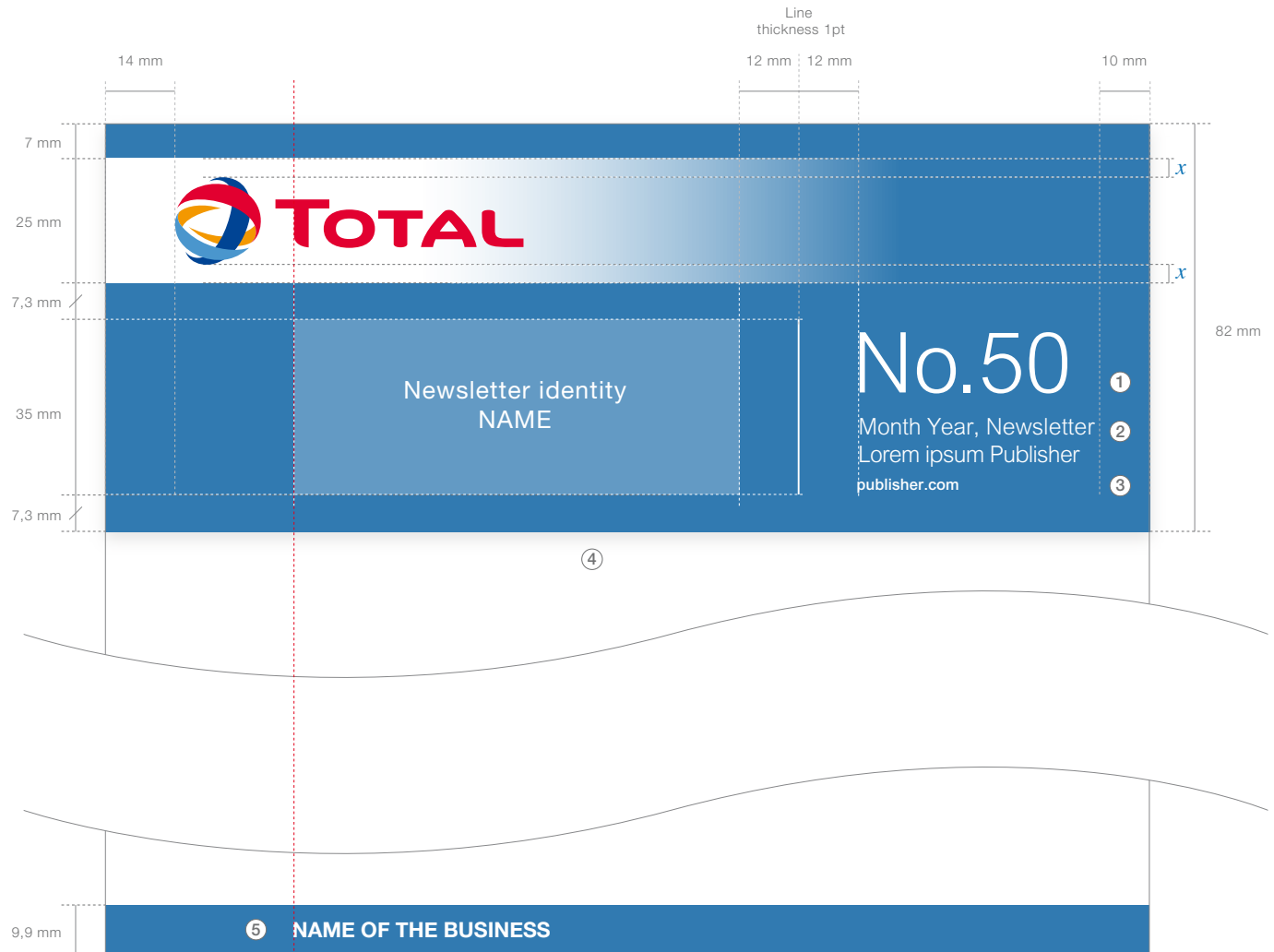- Font size: 9 pt.
- Line spacing: automatic.
- White.

4• **Drop Shadow Specifications**
- Mode: product.
- Offset x: 0 mm.
- Offset y: 1.44 mm.
- Attenuation: 1.44 mm.

⚠️

5• **Name of the Business**
- **Optional**
- Color of the band same as that of the header
- Name of the business set in Helvetica Neue Bold font.
- Font size: 12 pt
- Line spacing: automatic
- White (all caps).

The color of the header and the band containing the name of the Business are similar and must be chosen on the first and the second level of the color palette of the Group.

Line thickness 1pt

14 mm   12 mm   12 mm   10 mm

7 mm

25 mm

7,3 mm

TOTAL

Newsletter identity
NAME

No.50

Month Year, Newsletter
Lorem ipsum Publisher

publisher.com

① ② ③

x
x

82 mm

35 mm

7,3 mm

④

9,9 mm

⑤ **NAME OF THE BUSINESS**

A4 format 210 x 297

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- Line spacing (first line): 15 pt.
- Line spacing (second line): automatic.
- White.

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- Arial Regular typeface.
- Font size: 7 pt.
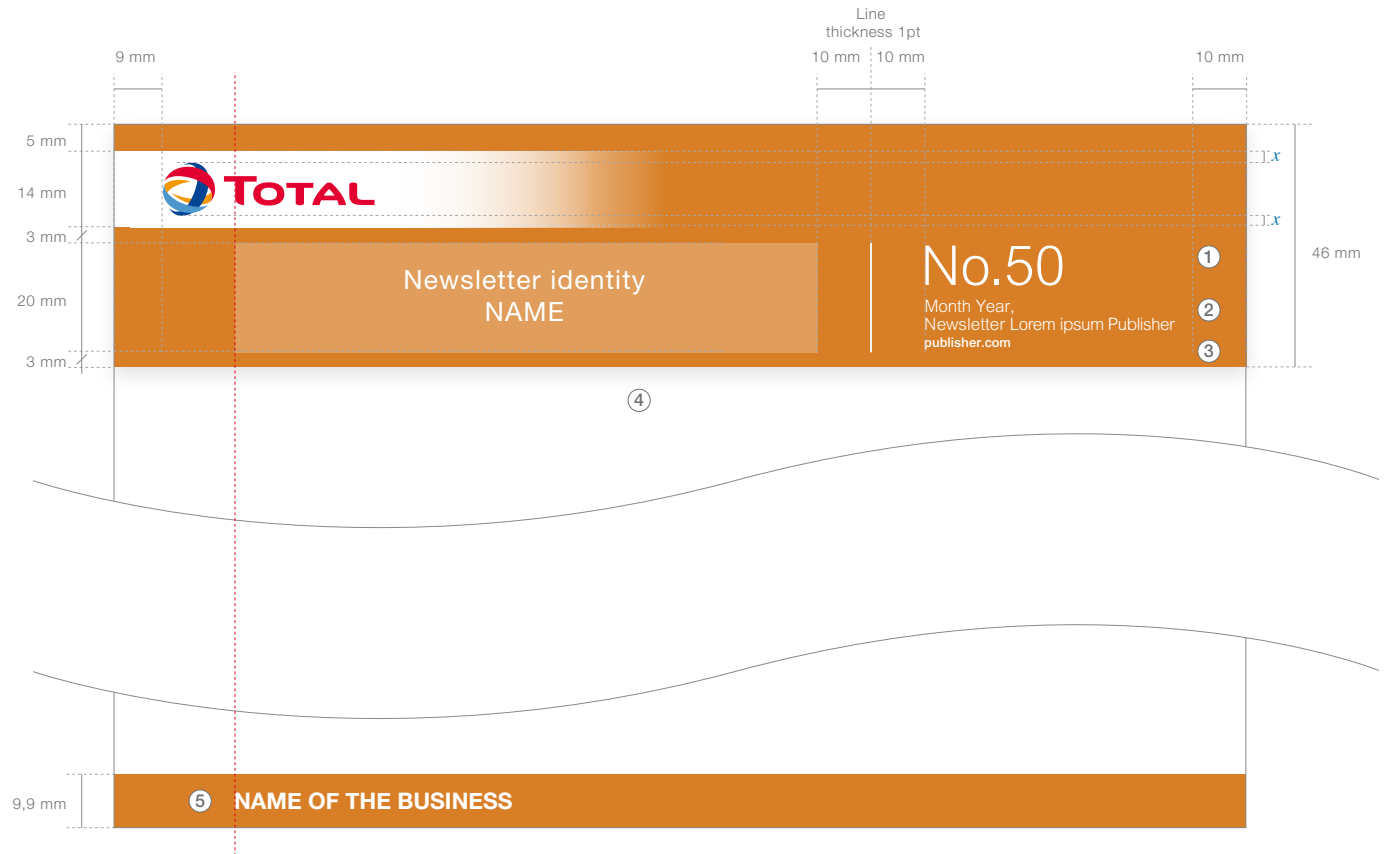- Line spacing: automatic.
- White.

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- Mode: product.
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Line thickness 1pt

9 mm   10 mm   10 mm   10 mm

5 mm

14 mm

3 mm

20 mm

3 mm

46 mm

TOTAL

Newsletter identity
NAME

No.50
Month Year,
Newsletter Lorem ipsum Publisher
publisher.com

① ② ③

④

9,9 mm

⑤   **NAME OF THE BUSINESS**

The newsletters / Wide band with additional logos

A4 format 210 x 297

1 • Newsletter Issue
 - Arial Light typeface (all caps).
 - Font size: 48 pt.
 - Line spacing: automatic.
 - White.

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 - Arial Light or Muséo 300 or Helvetica Light typeface.
 - Font size: 13 pt.
 - Line spacing (first line): 24 pt.
 - Line spacing (second line): automatic.
 - White.

3 • Web Address of the Publisher
 - Arial Regular typeface.
 - Font size: 9 pt.
 - Line spacing: automatic.
 - White.

4 • Drop Shadow Specifications
 - Mode: product.
 - Offset x: 0 mm.
 - Offset y: 1.44 mm.
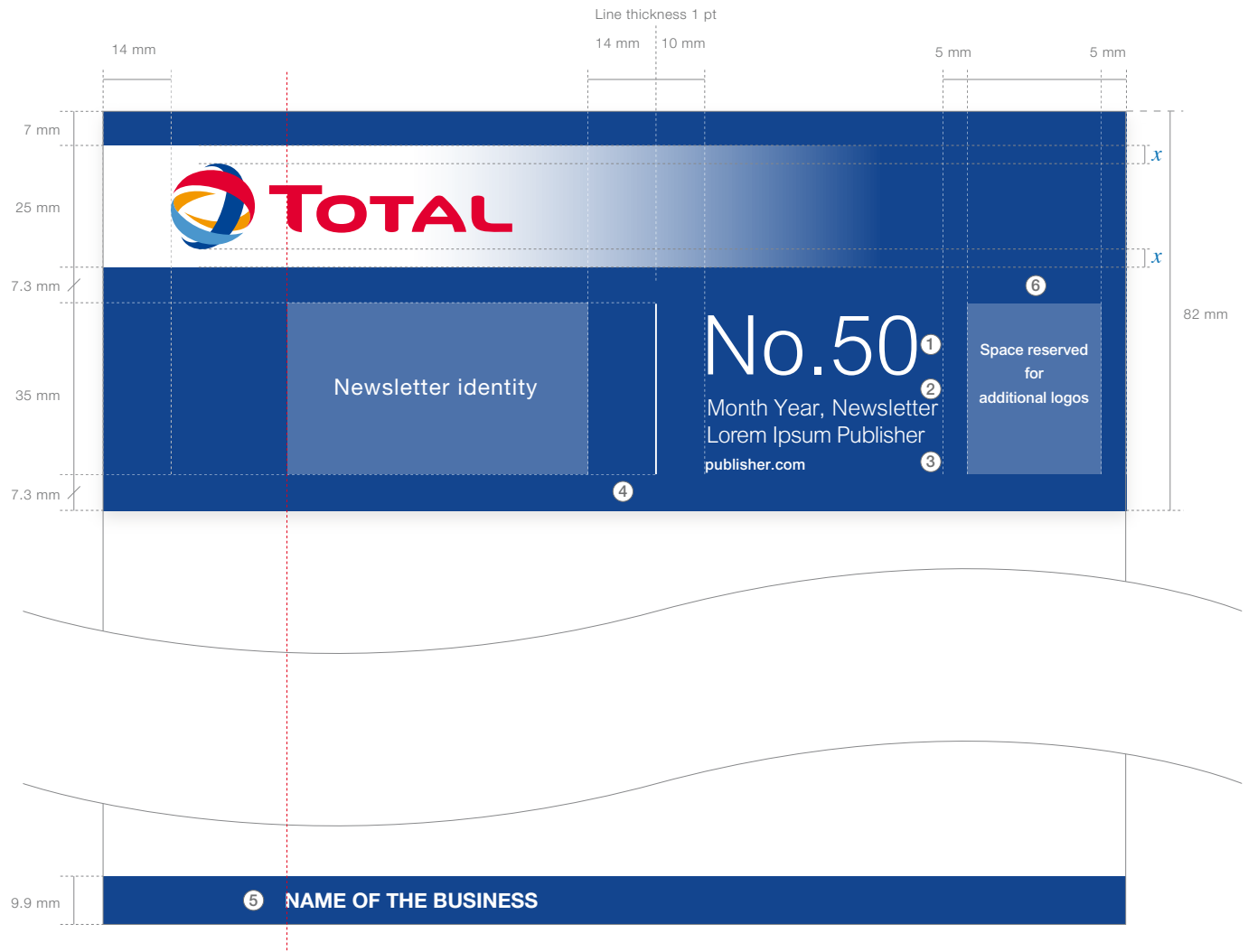 - Attenuation: 1.44 mm.

⚠️

5 • Name of the Business
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 - Color of the band same as that of the header
 - Name of the business set in Helvetica Neue Bold font.
 - Font size: 12 pt
 - Line spacing: automatic
 - White (all caps).

⚠️

6 • Required logos of Group programs, projects and initiatives. Example: safety logo.

The color of the header and the band containing the name of the Business are similar and must be chosen on the first and the second level of the color palette of the Group.

Line thickness 1 pt

14 mm

14 mm 10 mm

5 mm 5 mm

7 mm

25 mm

x

x

TOTAL

7.3 mm

Newsletter identity

No.50 ❶

❷

82 mm

❻

Space reserved for additional logos

35 mm

Month Year, Newsletter
Lorem Ipsum Publisher

publisher.com ❸

7.3 mm

❹

9.9 mm

❺ **NAME OF THE BUSINESS**

The newsletters / Thin band with additional logos

A4 format 210 x 297

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- Font size: 29 pt.
- Line spacing: automatic.
- White.

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- Arial Light or Muséo 300 or Helvetica Light typeface.
- Font size: 9 pt.
- Line spacing (first line): 15 pt.
- Line spacing (second line): automatic.
- White.

3 • Web Address of the Publisher
- Arial Regular typeface.
- Font size: 7 pt.
- Line spacing: automatic.
- White.

4 • Drop Shadow Specifications
- Mode: product.
- Offset x: 0 mm.
- Offset y: 1.44 mm.
- Attenuation: 1.44 mm.

⚠

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- Name of the business set in Helvetica Neue Bold font.
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- Line spacing: automatic
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⚠

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The color of the header and the band containing the name of the Business are similar and must be chosen on the first and the second level of the color palette of the Group.

Line thickness 1 pt

9 mm   9 mm 10 mm   5 mm   5 mm

5 mm

14 mm

3 mm

20 mm

3 mm

TOTAL

Newsletter identity

No.50 ①
Month Year,
Lorem Ipsum Publisher ②
publisher.com ③

④

Space reserved
for
additional logos ⑥

x

x

46 mm

9.9 mm

⑤ **NAME OF THE BUSINESS**