

# GRAPHIC CHARTER TEMPLATE

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## INTRODUCTION

We offer you a template of a graphic charter to be sent to us at the beginning of our collaboration in order to facilitate and speed up the deployment of the platform. Under no circumstances are you obliged to complete all the parts described in this template. Indeed, this document is intended to guide you. This way, you can transmit other additional elements as well.

We advise you to make a short introduction to your graphic charter which would include, in a quick way, the following topics :

- Présentation of your organization
- The main mission of your organization
- Its key message
- Its slogan
- Other elements of presentation

To complete each part of the template, we recommend that you add many captures of your graphic identity elements.

### 1. THE LOGO

#### 1.1. THE ELEMENTS THAT MAKE UP THE LOGO

The elements that make up a logo can be symbolic. By explaining it to us, we better understand the context surrounding your logo and your organization. Your logo also has a meaning that we need to know. The logo is the main element of your graphic identity.

#### 1.2. THE DIFFERENT FORMS OF LOGO

Your logo may be able to be adapted in different forms. These forms are often used in specific cases. Feel free to show us your logo and its different shapes in this section.

#### 1.3. THE LOGO SIZES

By specifying the size of your logo and its different shapes, we guarantee you the visibility of it as you wish.

## 1.4. THE LOGO PROTECTION ZONE

It is possible to have a logo protection zone. This area is generally used to make the logo easier to read.

## 1.5. LOGO PROHIBITIONS

A logo can very quickly be distorted by an effect or color. When detailing these prohibitions, please be assured that our team will take care to respect the use of your logo and its properties.

## 1.6. THE BLACK AND WHITE VERSIONS

For the black and white versions of the logo, please specify the colours used and any changes.

## 1.7. RULES TO BE OBSERVED ON A COLOURED BACKGROUD

In which situations do you use your logo in colour, white and black or other? The more precision you give us on your graphic charter in this way, the more precise we will be later on by respecting it.

## 1.8. THE DECLINATIONS

Show us the possible variations of your logo and their uses if you have them.

## 2. LES COLOURS

What colours do you use for your graphic identity? It is important to send us your entire colour palette. You must also tell us which colours you use most often (your primary colours) or how they are used. Likewise, with your secondary colors.

## 3. THE TYPOGRAPHY

You must provide us with the names of the fonts you use for your communication. But also the use of each of the fonts with their size.

## 4. USE OF IMAGES OR GRAPHIC ELEMENTS

### 4.1. ICONOGRAPHY

If you use icons, illustrations or images with specific presentation requirements, you must specify this. A specificity can be an effect, an overlay color, a shape or other. You can also send them to us.

### 4.2. EXAMPLES

Feel free to send us examples of how illustrations can be used on your communication media.

## 5. THE COMMUNICATION

Show us your communication media with their layout explanation : business cards, letters, envelope models or others.

## 6. OFFICE AUTOMATION

### 6.1. EMAIL SIGNATURE

Explain your email signature with its layout (logo, dimensions, position of each element, margins...).

### 6.2. OTHER EXEMPLES

These may be internal communication documents, Powerpoint presentations or other documents. In this case, you can send us the position, dimensions and margins of each element on the example.

## 7. DIGITAL

### 7.1. WEBSITE

Since we mainly have to adapt to your online graphic charter, this part should not be neglected. You can give us the url address of your organization's website so that we can be inspired by it. Otherwise, we advise you to send us site models or explain each previous point by adding the style of your CTA (=action button) in this part.

## 7.2. SOCIAL NETWORKS

Tell us your graphic identity on social networks. You can describe the adaptation of your logo and its use on social networks. But also the use of images and their dimensions on each social network.

## 8. THE GOODIES

You can add photos of your goodies.