



**ZAA.CC**

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# **CHARTE GRAPHIQUE**

**Le Rubicon**

**LOGOTYPE**

# LE RUBICON

En partenariat avec **WAR ON THE ROCKS** 

Logotype

# LE RUBICON

En partenariat avec **WAR ON THE ROCKS** 

Application renversée

**LE RUBICON**

The logo consists of the text 'LE RUBICON' in a bold, dark blue, sans-serif font. The letter 'O' is replaced by a stylized globe icon. The globe is composed of horizontal lines of varying lengths, creating a circular shape. The top half of the globe is red, and the bottom half is dark blue, with a white vertical line running through the center.

Logotype seul



Icône seule

Le Rubicon



Suivez-nous



Auteurs



Code morse



# **TYPOGRAPHIE**

**NRVSBRKDWN**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**(1234567890)**

**!@#\$%&\*+/-[]\_(1234567890)**

**!@#\$%&\*+/-[]\_**

# Roboto Condensed

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
(1234567890) !@#\$%?&\*+/-[]\_

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*(1234567890) !@#\$%?&\*+/-[]\_*

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**(1234567890) !@#\$%?&\*+/-[]\_**

***abcdefghijklmnopqrstuvxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***(1234567890) !@#\$%?&\*+/-[]\_***

# Roboto

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
(1234567890) !@#\$%?&\*+/-[]\_

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*(1234567890) !@#\$%?&\*+/-[]\_*

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**(1234567890) !@#\$%?&\*+/-[]\_**

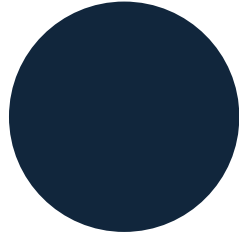
*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*(1234567890) !@#\$%?&\*+/-[]\_*

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**(1234567890) !@#\$%?&\*+/-[]\_**

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*(1234567890) !@#\$%?&\*+/-[]\_*

# **PALETTE DE COULEURS**

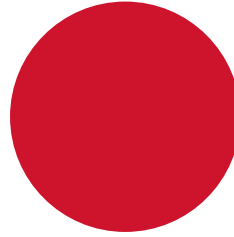
## Couleurs du logo



Pantone 2965 C

RGB  
17 / 38 / 60  
#00263E

CMYK  
100 / 80 / 47 / 55

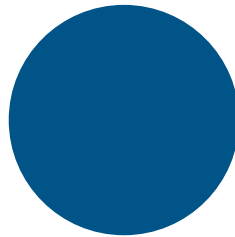


Pantone 186 C

RGB  
200 / 16 / 46  
#C8102E

CMYK  
2 / 100 / 85 / 6

## Couleur complémentaire



Pantone 7692 C

RGB  
0 / 84 / 135  
#005487

CMYK  
99 / 63 / 23 / 8

Palette de couleurs

# **EXEMPLES DE VISUELS**



Divers médias imprimés





Objets promotionnels



Médias numériques



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