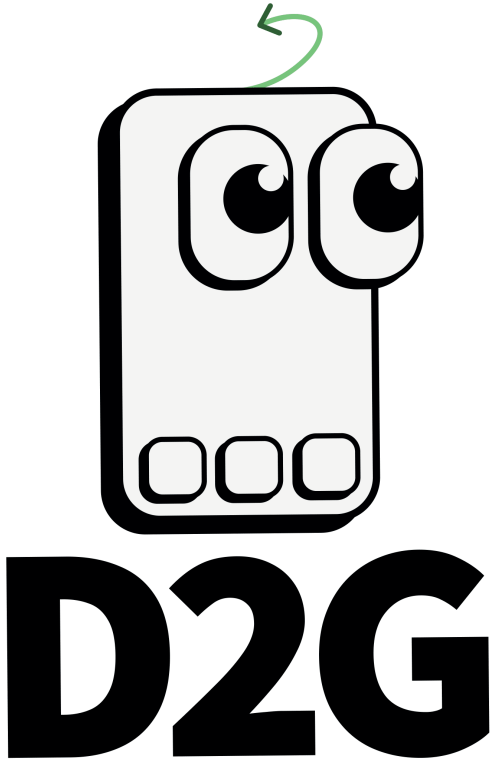

Graphic charter
D2G

March - April 2022

IUT Bobigny / DUT Métiers du Multimédia et de l'Internet

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FOREWORD

Why a graphic charter ?

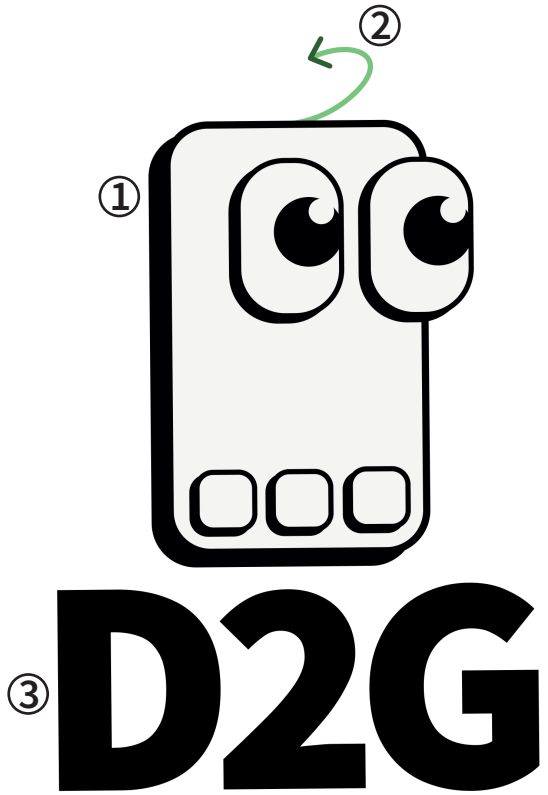
This graphic charter is a working document containing
rules for our logos and D2G's graphic identity.
D2G's graphic identity. The aim is to standardise our communication
supports, and thus to create a graphic coherence
on all of our content. This charter will allow us to to reinforce our image,
in order to be better identified from the outside.

Digital To Give = D2G

LOGO OF D2G

Presentation of the logo

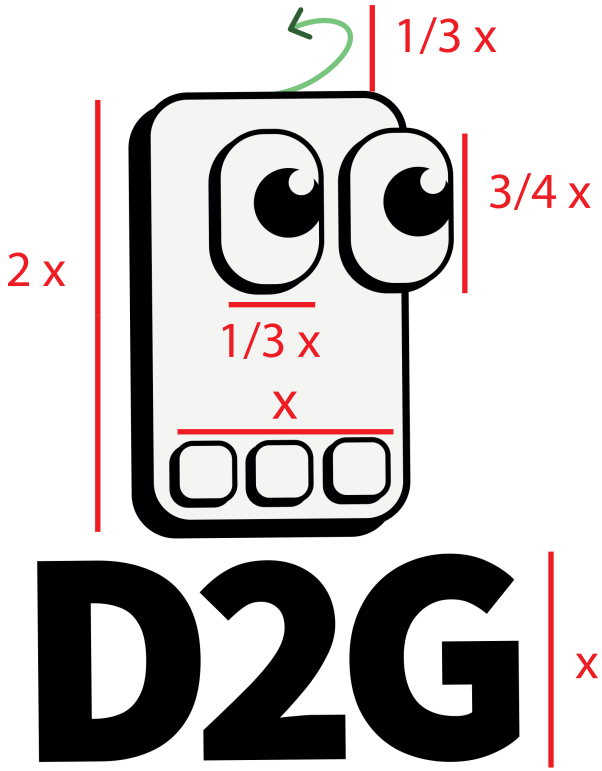
The logo is quite simple.
It consists of a **mascot** (1) shaped like a smarphone because our company is related to the multimedia world, above it is a **small green arrow** (2), which represents the second hand.the second hand.
And finally, underneath all this, we have placed the name placed the **name** (3) of our company.



LOGO OF D2G

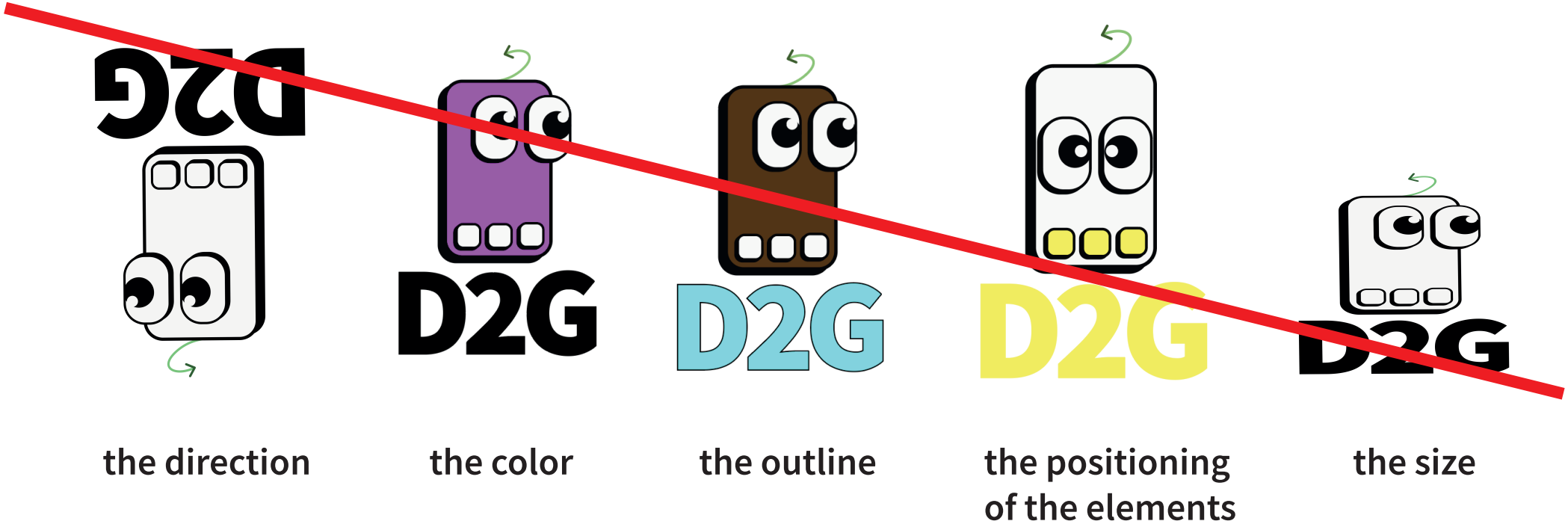
Its dimensions

Our logo is correctly sized and it is easy to use it.



LOGO OF D2G

The prohibitions

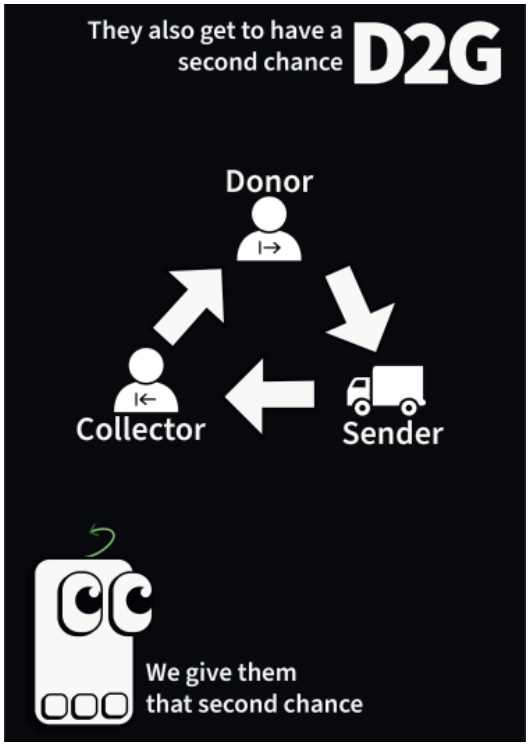


GRAPHICS ELEMENTS

Print

These two flyers will be used for our print communication. This will allow us to distribute these flyers to our customers.

FLYER 1



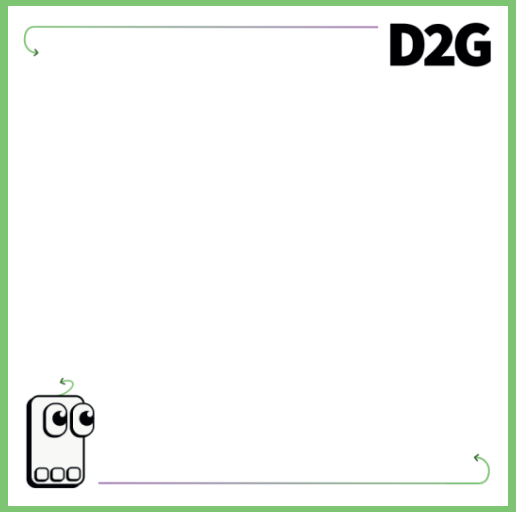
FLYER 2

GRAPHICS ELEMENTS

Web

We will use this different template to feed our social networks or our website.
The different graphic elements will also be used on the website and the networks.

INSTAGRAM POST TEMPLATE

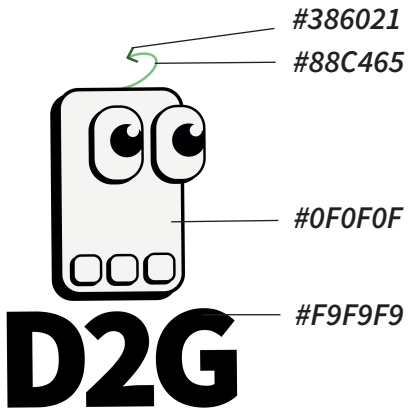


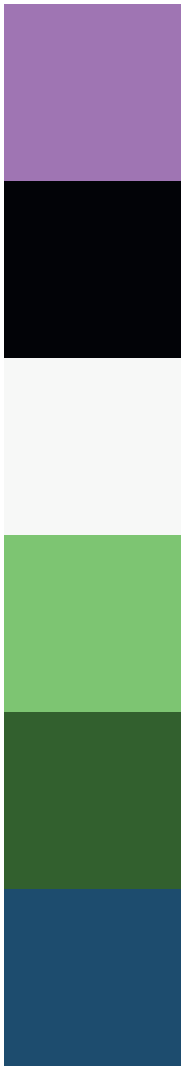
BANNER

COLOUR PALETTES

Which colors do we use ?

We have chosen colours in shades of green, in connection with the environment with the environment and therefore recycling. The two green colours are not very present, because we wanted to to emphasize the hight-tech side of D2G.





#BF75D5
PANTONE 521 C

#F9F9F9
BLACK 3 CP

#0F0F0F
PANTONE 663 C

PANTONE 367 C

#386021
PANTONE 7743 C

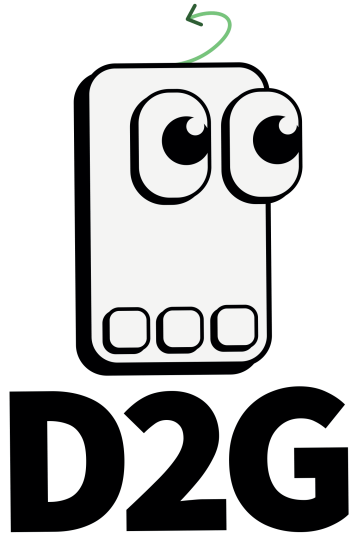
PANTONE 7477 C

TYPOGRAPHY

Which typo do we use ?

We have chosen a simple and uncluttered typography to stay in the theme of our of our company. The typography is sans-serif and we decided to use 5 sub-families? **Regular** for the texts. **Light** for the subheadings. **Bold Italic** for the subheadings. **Semi Bold** for the second part of the subheadings. **Bold and Ronnia Heavy**for the titles.

Source Sans Pro Regular	**Source Sans Pro Light**	**Source Sans Pro Bold Italic**	**Source Sans Pro Semi Bold**	**Source Sans Pro Bold**	**Ronnia-Heavy**
Lorem ipsumscds sffvsrqgrqghehty tdhsdthsrthgd sdhdshgthth dthdhdtshrsth sthdthdthr	Lorem ipsumscds sffvsrqgrqghehty tdhsdthsrthgd sdhdshgthth dthdhdtshrsth sthdthdthr	*Lorem ipsumscds sffvsrqgrqghehty tdhsdthsrthgd sdhdshgthth dthdhdtshrsth sthdthdthr*	**Lorem ipsumscds sffvsrqgrqghehty tdhsdthsrthgd sdhdshgthth dthdhdtshrsth sthdthdthr**	**Lorem ipsumscds sffvsrqgrqghehty tdhsdthsrthgd sdhdshgthth dthdhdtshrsth sthdthdthr**	**Lorem ipsumscds sffvsrqgrqghehty tdhsdthsrthgd sdhdshgthth dthdhdtshrsth sthdthdthr**

CONCLUSION

Finally, if we were to characterise our visual identity in a few words we would say that it is modern and uncluttered, but above all it recalls the main theme of our company: the environment.