

ÉVITER LA FRAGILISATION : directives visant l'image de marque

Marque

ÉVITER

LA FRAGILISATION

É - ÉQUILIBRER SON ALIMENTATION 

V - VÉRIFIER SES MÉDICAMENTS 

I - IMMUNISER 

T - TENTER DE BIEN DORMIR 

E - ENTRETENIR DES LIENS 

R - RESTER ACTIF 

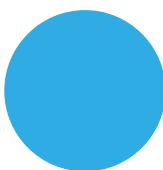
EVITER.CA - GARDER LE CONTRÔLE

Palette de couleurs

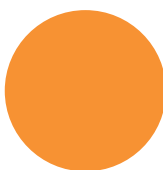
CMYK



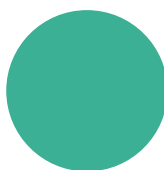
C-26
M-0
Y-83
K-0



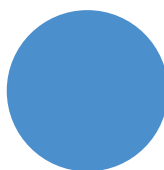
C-69
M-14
Y-0
K-0



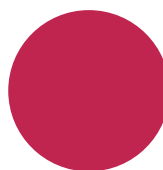
C-0
M-51
Y-90
K-0



C-72
M-6
Y-53
K-0



C-70
M-35
Y-0
K-0

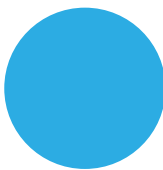


C-25
M-100
Y-65
K-0

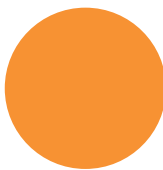
RGB



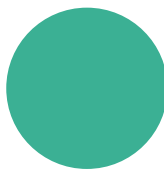
R-198
G-219
B-86



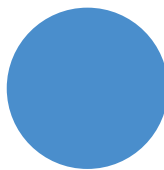
R-44
G-172
B-227



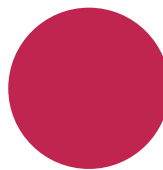
R-247
G-146
B-51



R-59
G-176
B-148



R-74
G-142
B-204



R-192
G-37
B-80

Police de caractère

ÉVITER

Avenir
Black

LA FRAGILISATION

Turnpike
Regular

É – ÉQUILIBRER SON ALIMENTATION



V – VÉRIFIER SES MÉDICAMENTS



I – IMMUNISER



T – TENTER DE BIEN DORMIR



E – ENTRETENIR DES LIENS



R – RESTER ACTIF



EVITER.CA – GARDER LE CONTRÔLE

Avenir Next
Condensed Medium

Frutiger
Ultra Black