

graphics guidelines

2018 AUGUST

econocom

INTRODUCTION

To support the new brand positioning and express Econocom's quality and personality, we have adjusted our visual identity.

Whatever the format, the graphics guidelines will enable us to control every aspect of our visual identity, make it reflect the same vision and thus ensure consistent communication.

A strong brand is one that speaks with a single voice. Together, at every level, we owe it to ourselves to comply with these guidelines.

contents

01 core features

THE ECONOCOM LOGOTYPE	5
RULES FOR USING THE LOGOTYPE	6
THE LOGOTYPE AS A CO-SIGNATURE	7
UNAUTHORISED USES OF THE LOGOTYPE	8
THE COLOUR PALETTE	9
THE MAIN COLOURS	10
COLOUR COMBINATIONS	11
OTHER COLOUR COMBINATIONS	12
THE NEW ECONOCOM FONT	13
FONTS FOR OFFICE DOCUMENTS	14
THE SWITCH: THE VISUAL	15
THE SWITCH: THE TEXT	17
HOW TO USE THE SWITCH	18
POSITION OF THE LOGOTYPE	20
TITLE FONTS	25
ICONOGRAPHY	26
PICTOGRAMS	28
DIGITAL USES	29
VIDEO DESIGN	30

02 brand architecture

CORPORATE & COMMERCIAL BRANDS	33
MARKETING OFFERS & TOOLS	34
EVENTS & CORPORATE PROGRAMMES	35

03 stationery and other materials

LETTERHEADS	37
BUSINESS CARDS	38
WITH COMPLIMENTS SLIPS	41
FOLDERS	42
EMAIL SIGNATURES	43
ADMINISTRATIVE DOCUMENT TEMPLATES	45
DOCUMENT PRESENTATION	46
ROLL-UP BANNERS	48

01

**core
features**

core features

The Econocom logotype must be used as is and cannot be altered under any circumstances.

Font used:

The logotype was created specially for Econocom, using the Allumi Extended hairline font which may only be used by the Communications department. Neither the logotype nor the brand font may be inserted into a text. The name Econocom should always be written with a capital E, the other letters in lower case and in the same font as the rest of the text.

Logo on a colour background

On a colour background, the white version of the logotype is used.

On a white or light grey background

The dark blue logotype is used.

**All logotypes can be found on:
Onelink – Communication – Graphics
guidelines.**

THE ECONOCOM LOGOTYPE

econocom

EXAMPLES OF THE LOGO ON COLOUR BACKGROUNDS



core features

Logo-clear zone

This clear zone has been designed to isolate the logotype from other visual elements. The minimum size of the clear zone is the height and width of the letter e.

Ideal A4/A5 size

This is the ideal size for use in A5 and A4 documents.

Use on a colour background

On a colour background, the white version of the logotype is used.

Minimum size

This size may only be used in exceptional circumstances, such as on badges or USB sticks.

RULES FOR USING THE LOGOTYPE



IDEAL A4/A5 SIZE (ACTUAL SIZE OF THE LOGOTYPE)



MINIMUM SIZE



core features

The logotype block

When the Econocom logotype is used among other brand logos, as a co-signature, it is strongly recommended to use the block with the blue background. This logotype should be supplied to any partners creating content featuring Econocom's co-signature.

The Econocom logotype block must be used exactly as is. It may only be used with the corporate dark blue background and white lettering.

In certain cases (on a dark background, for example), the Econocom logo can be used with a white block and the logotype in blue.

Logo-clear zone

This clear zone has been designed to isolate the logotype from other visual elements. The minimum size of the clear zone is the height and width of the letter e.

Ideal A4/A5

This is the ideal size for use in A5 and A4 documents.

Minimum size

This size may only be used in exceptional circumstances, such as on badges or USB sticks.

THE LOGOTYPE AS A CO-SIGNATURE



IDEAL A4/A5 SIZE (ACTUAL SIZE OF THE LOGOTYPE)



MINIMUM SIZE



core features

Unauthorised uses

Here are some examples of unauthorised uses of the logotype.

As a general rule, any uses not described in these guidelines are not allowed.

LOGOTYPE UNAUTHORISED USES

DO NOT CHANGE THE COLOUR



econocom

DO NOT USE A DIFFERENT FONT



econocom

DO NOT ALTER THE PROPORTIONS



Econocom

DO NOT POSITION IT DIAGONALLY



econocom

DO NOT ELONGATE THE LETTERS



econocom

DO NOT POSITION IT VERTICALLY



e
c
o
n
o
c
o
m

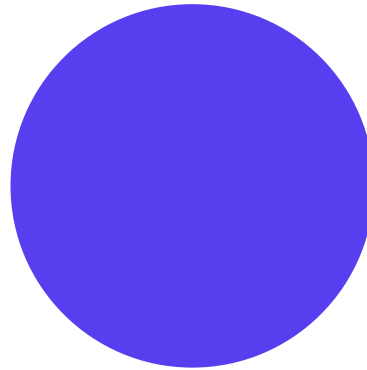
DO NOT PUT THE LOGOTYPE ON A GRADIENT OR VISUALLY "BUSY" BACKGROUND



core features

THE COLOUR PALETTE

COLOURS



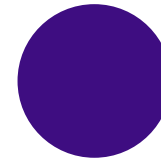
BRIGHT BLUE

PANTONE:
2368 C

C: 100
M: 64
Y: 0
K: 0

R: 87
G: 62
B: 239

HEX:
#573EEF



DARK VIOLET

PANTONE:
2695 C

C: 95
M: 100
Y: 11
K: 3

R: 62
G: 13
B: 129

HEX:
#3E0D81



BRIGHT VIOLET

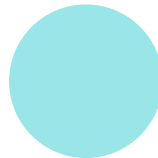
PANTONE:
266 C

C: 73
M: 100
Y: 0
K: 0

R: 135
G: 39
B: 219

HEX:
#8727DB

SECONDARY COLOURS



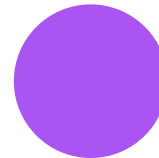
SOFT CYAN

PANTONE:
636 C

C: 39
M: 0
Y: 10
K: 0

R: 153
G: 229
B: 232

HEX:
#99E5E8



SOFT VIOLET

PANTONE:
7441 C

C: 56
M: 76
Y: 0
K: 0

R: 169
G: 84
B: 243

HEX:
#A954F3



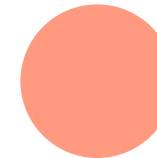
WISTERIA

PANTONE:
264 C

C: 25
M: 31
Y: 0
K: 0

R: 205
G: 184
B: 250

HEX:
#CDB8FA



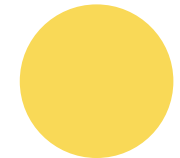
SALMON

PANTONE:
1635 C

C: 0
M: 51
Y: 46
K: 0

R: 255
G: 153
B: 127

HEX:
#FF997F



SOFT YELLOW

PANTONE:
128 C

C: 0
M: 13
Y: 75
K: 0

R: 249
G: 217
B: 87

HEX:
#F9D957

Pantone® : Reference for spot colour printing, Coated

CMYK : Reference for CMYK printing

RGB : Reference for screens

Hexadecimal : Reference for the web

core features

Using the Econocom colours

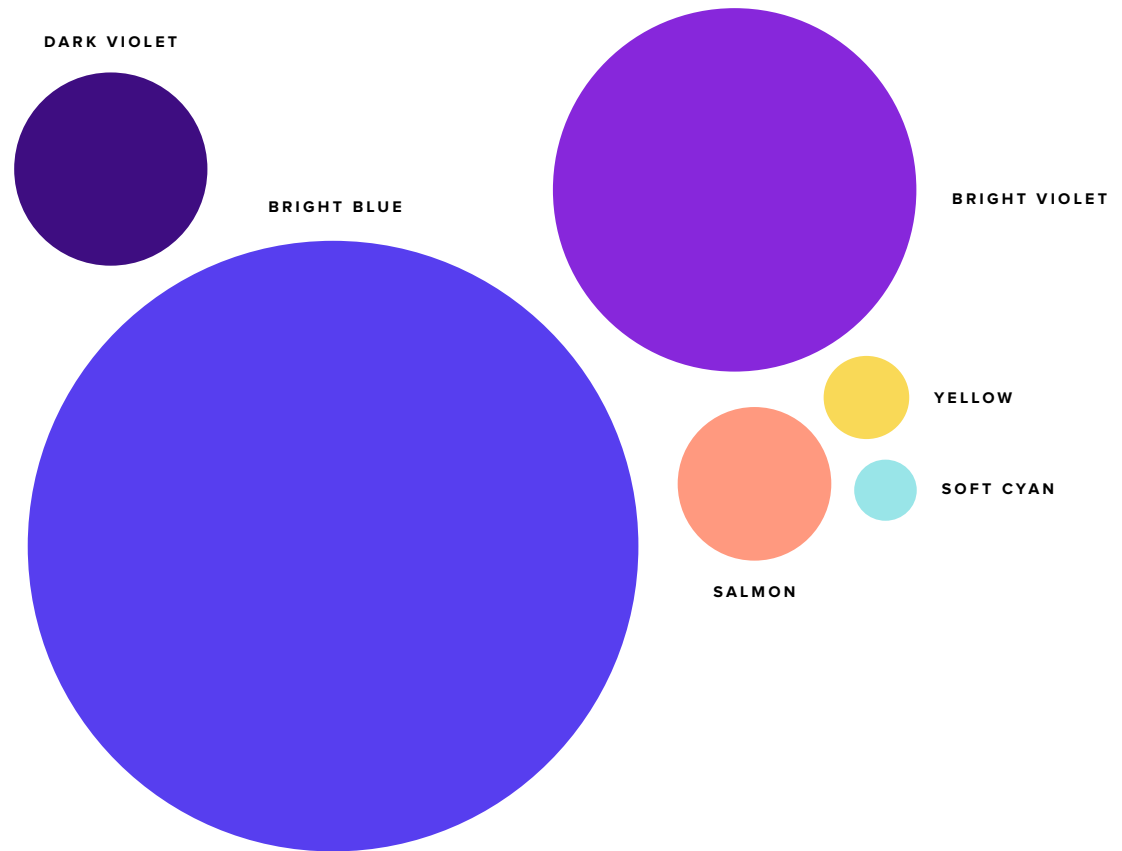
All the colours in the Econocom colour palette (see page 9) should be used in their solid form.

The bright blue is the main Econocom colour.

The dark violet is used for the logotypes (see Brand architecture).

The bright blue, dark violet and bright violet are designed to establish the Econocom visual identity. The contrasting colours - salmon, soft yellow and soft cyan - add a touch of variety to brighten up this visual landscape for communications materials.

THE MAIN COLOURS



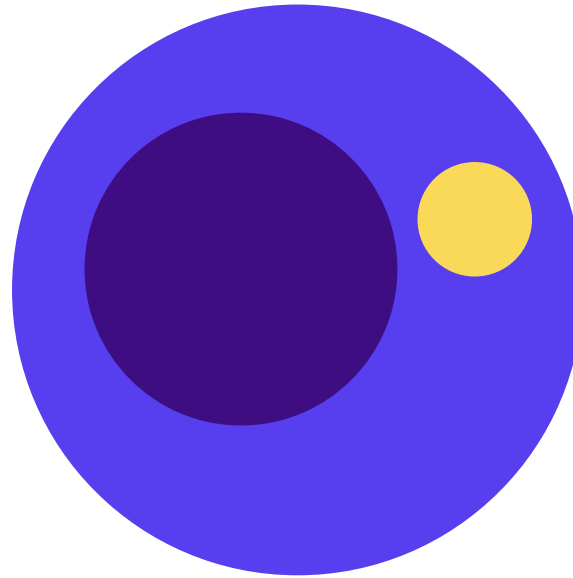
core features

Colour combinations

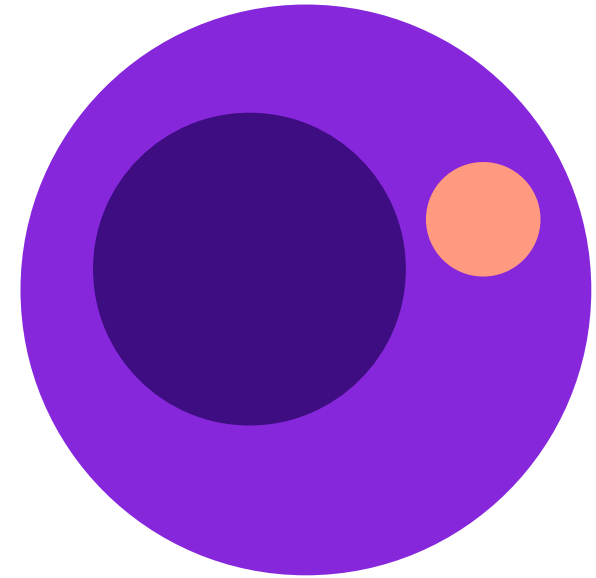
Certain colour combinations may only be used for specific purposes. For example, the combination of bright blue, dark violet and yellow is to be used for corporate communication.

COLOUR COMBINATIONS

EXAMPLE OF CORPORATE COLOUR COMBINATION



EXAMPLE OF MARKETING COLOUR COMBINATION



core features

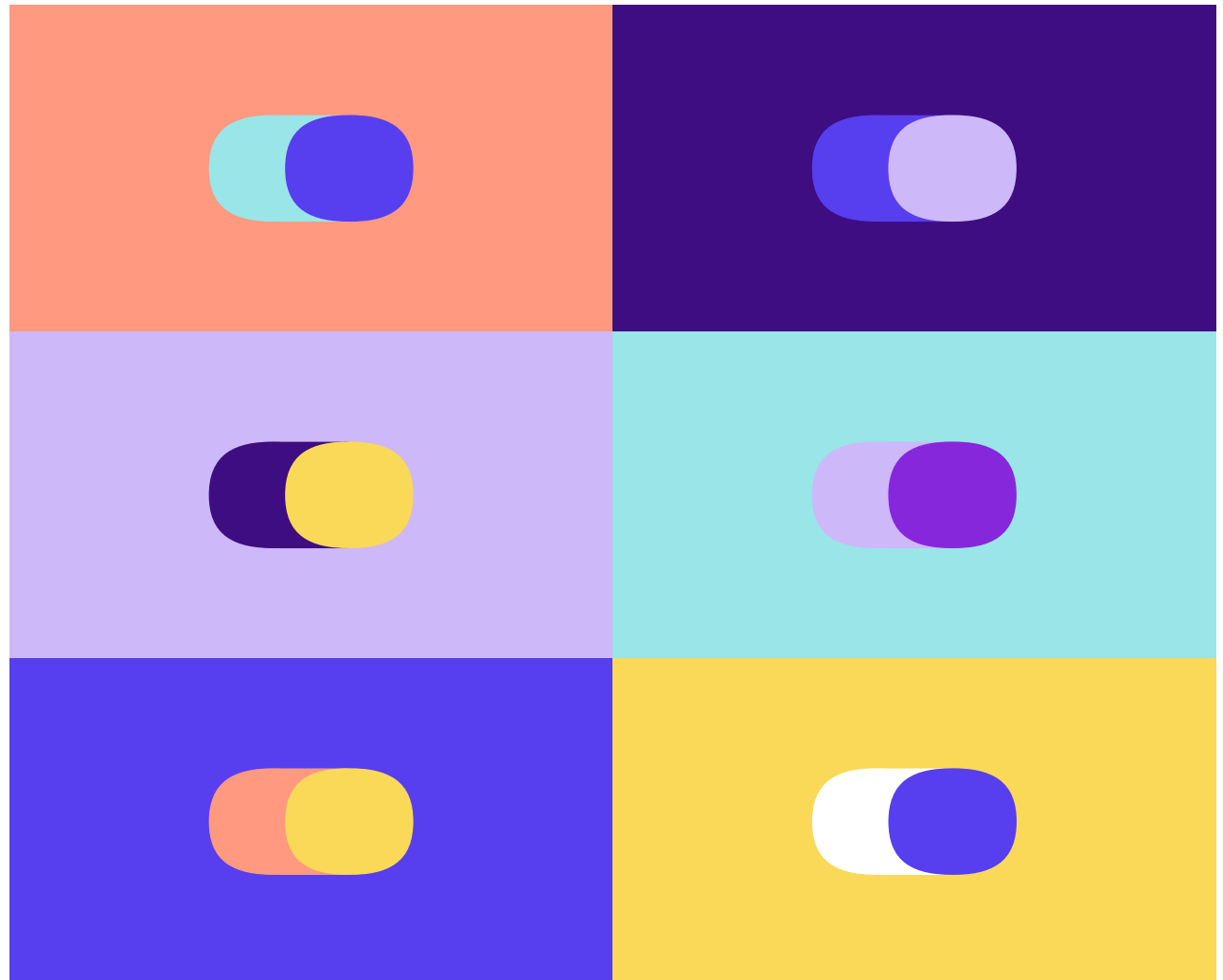
Other colour combinations

The colour combinations shown opposite give an idea of the new Econocom visual identity.

As shown in these examples, it is preferable not to combine more than three colours in the same visual/document.

OTHER COLOUR COMBINATIONS

EXAMPLES OF COLOUR COMBINATIONS



core features

New font

The new Econocom corporate font is Montserrat: it's modern, digital – and free.

It replaces the former Allumi font.

THE NEW ECONOCOM FONT

MONTSERRAT IS THE NEW ECONOCOM CORPORATE FONT

Montserrat

MONTSERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!#€()*./.,

MONTSERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!#€()*./.,

MONTSERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!#€()*./.,

MONTSERRAT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!#€()*./.,

All the fonts can be found on:
Onelink – Communication – Graphic
guidelines.

core features

Fonts for office documents

To ensure the integrity and consistency of the layout of standard office documents (faxes, PowerPoint presentations, Word, etc.), the Arial font is used instead of the former Calibri, and is available on all workstations, both within the company and outside (clients and partners).

However, fonts from the Montserrat family may be used for office documents, provided the document in question is converted into PDF before being distributed.

FONT S FOR OFFICE DOCUMENTS

ARIAL IS THE NEW ECONOCOM OFFICE FONT

ARIAL

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!#€()*!/,

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789?!#€()*!/,

core features

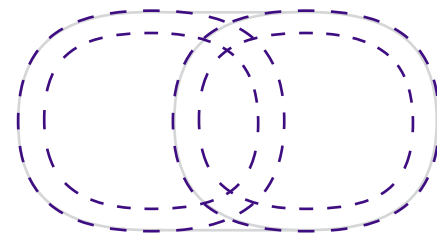
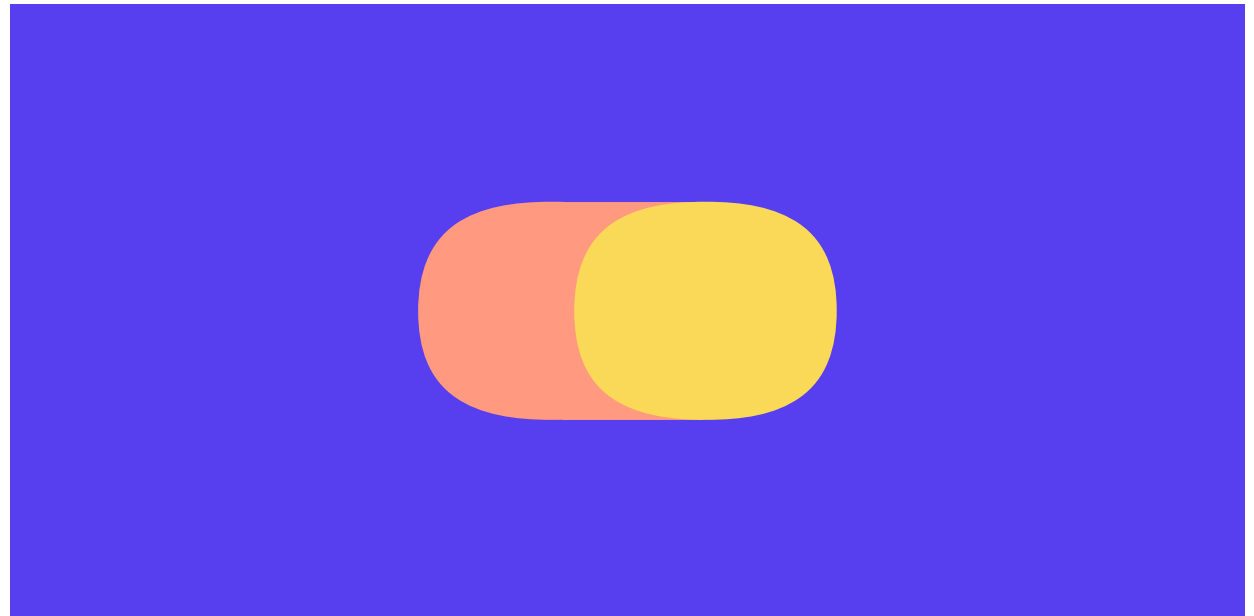
The switch

The Econocom switch symbolises activating change. It is aimed at Econocom's clients and, also - indirectly - users.

Design

The Econocom switch is made up of the "O" of Econocom.

THE SWITCH



econocom

core features

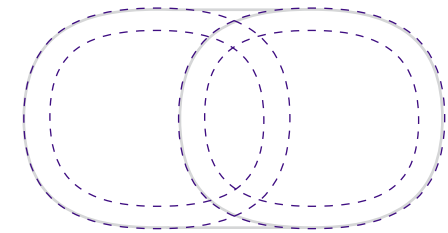
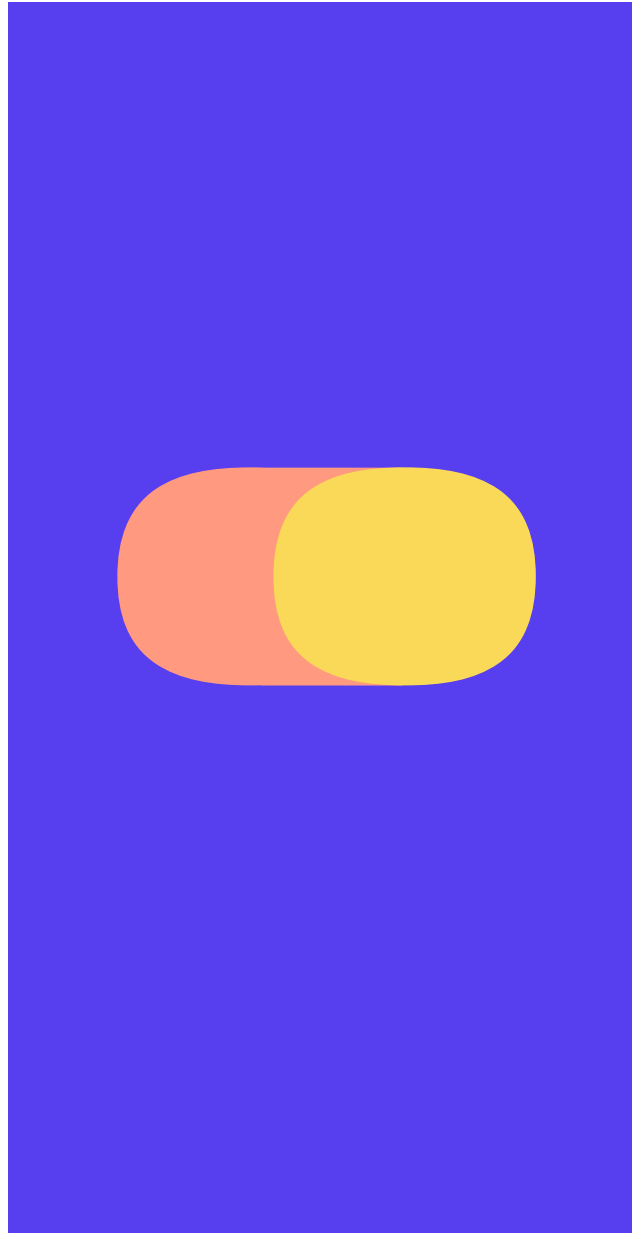
The switch

The Econocom switch symbolises activating change. It is aimed at Econocom's clients and, also - indirectly - users.

Design

The Econocom switch is made up of the "O" of Econocom.

THE SWITCH



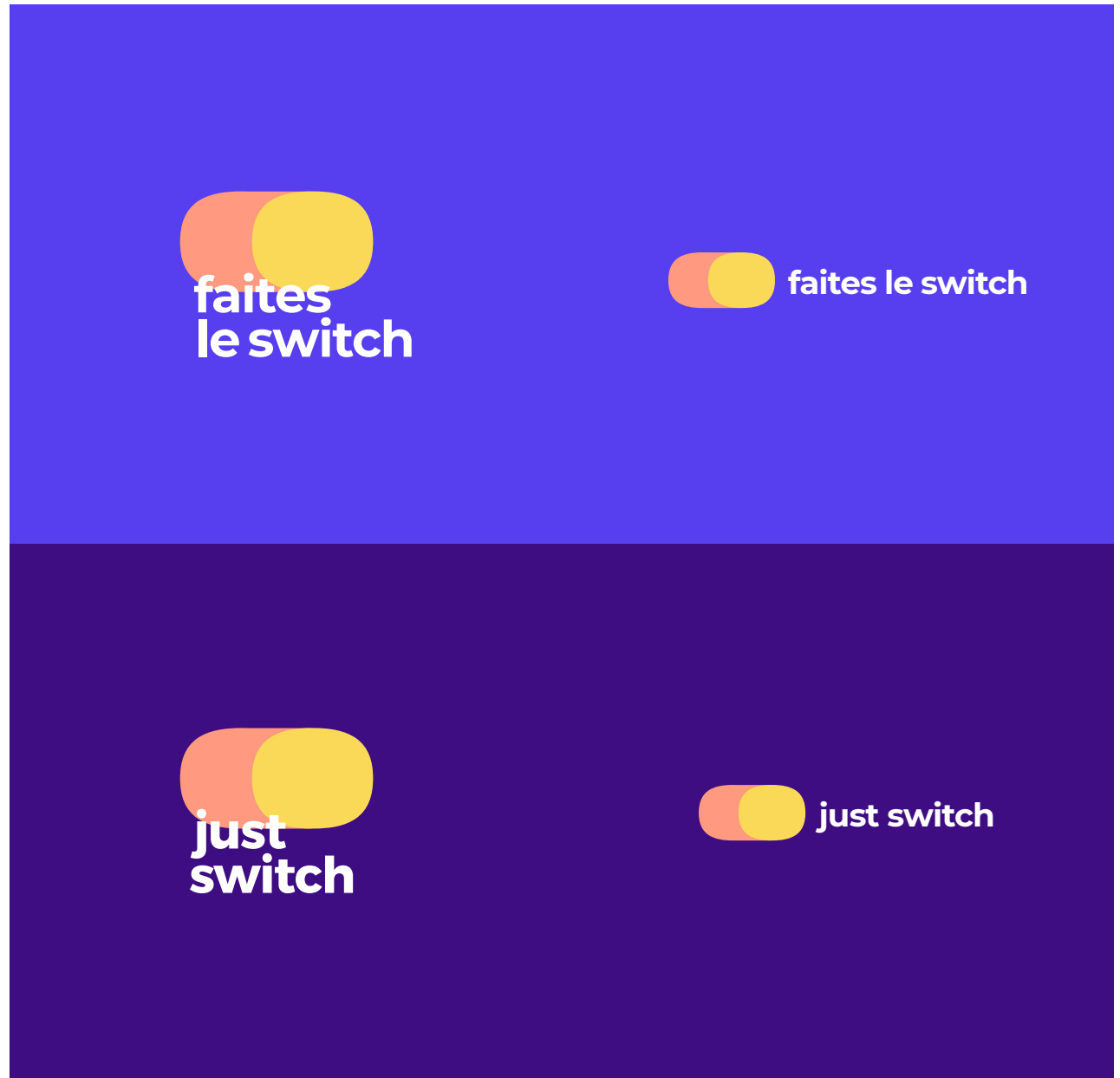
econocom

core features

Presentation

The "just switch" logo can be displayed either vertically or horizontally.

PRESENTING THE SWITCH



core features

The different modes

The switch may be used in either "On" or "Off" mode, but should preferably be used in "On" mode as this has more positive connotations (suggests action and movement).

Unauthorised uses

The shape and design of the switch may not be altered in any circumstances. In terms of colours, in order to maintain the contrast, do not use colours that are too similar or not from the graphics guidelines' palette.

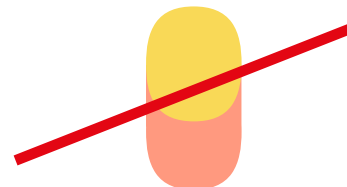
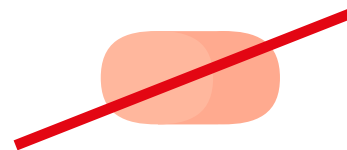
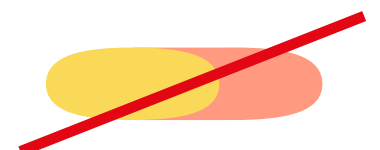
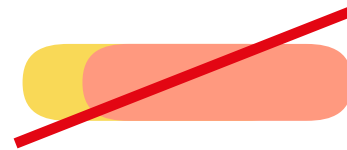
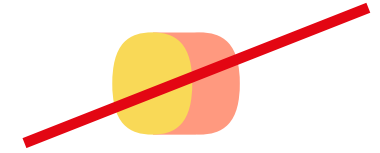
HOW TO USE THE SWITCH

"OFF" MODE

"ON" MODE



discover



core features

Occasional use

The switch may occasionally be incorporated into text, but exclusively for communications and marketing purposes.

HOW TO USE THE SWITCH

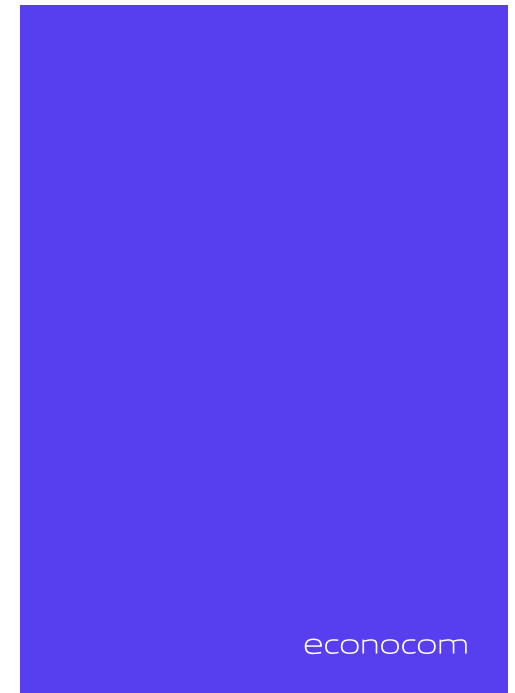
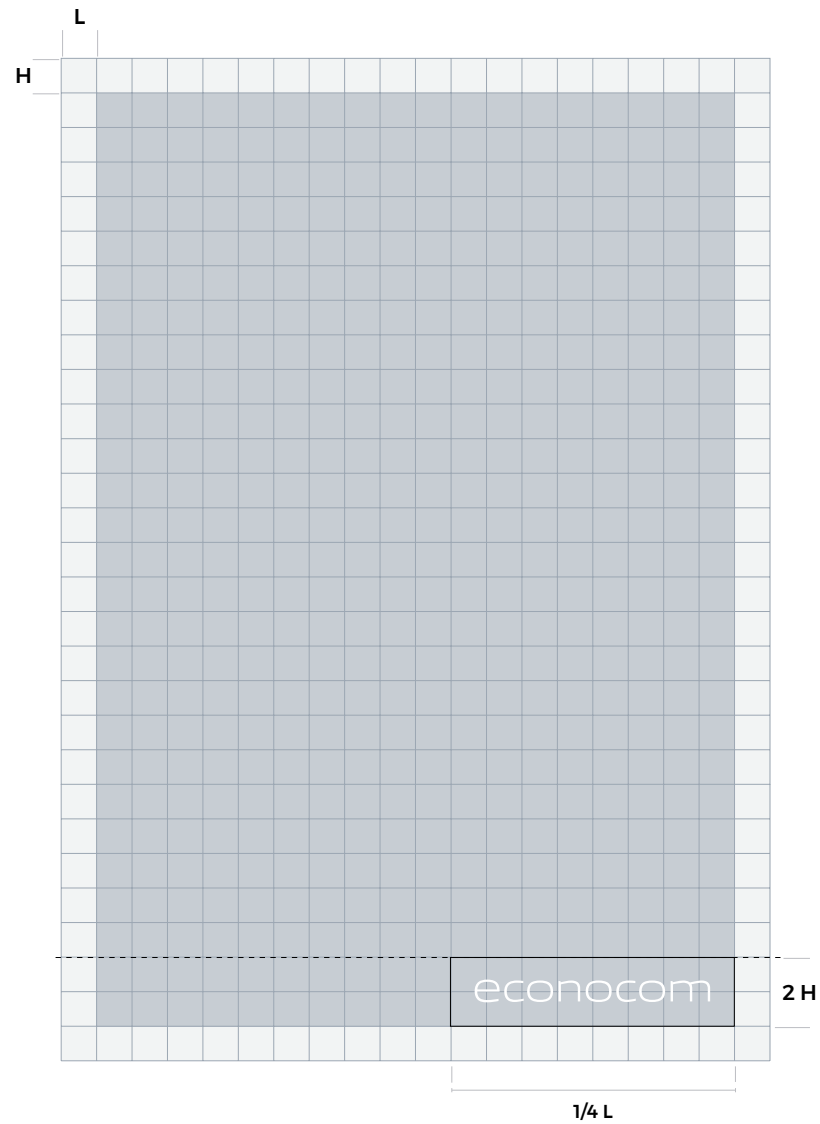


core features

Position of the logotype on its own

The Econocom logo should always be placed on the bottom right-hand side of the title or content on the page.

POSITION OF THE LOGOTYPE



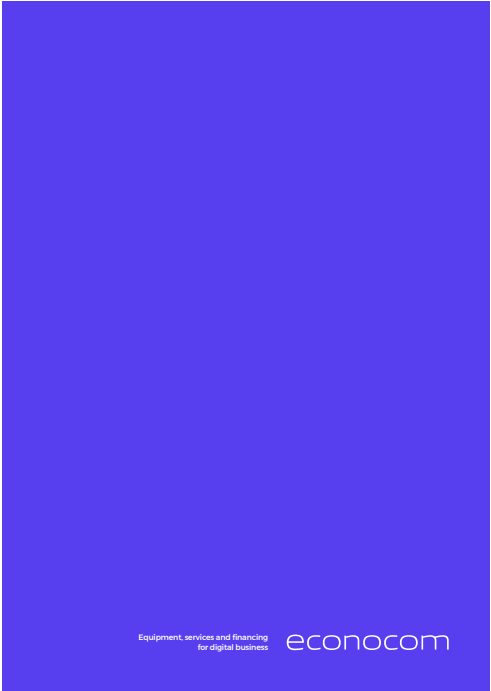
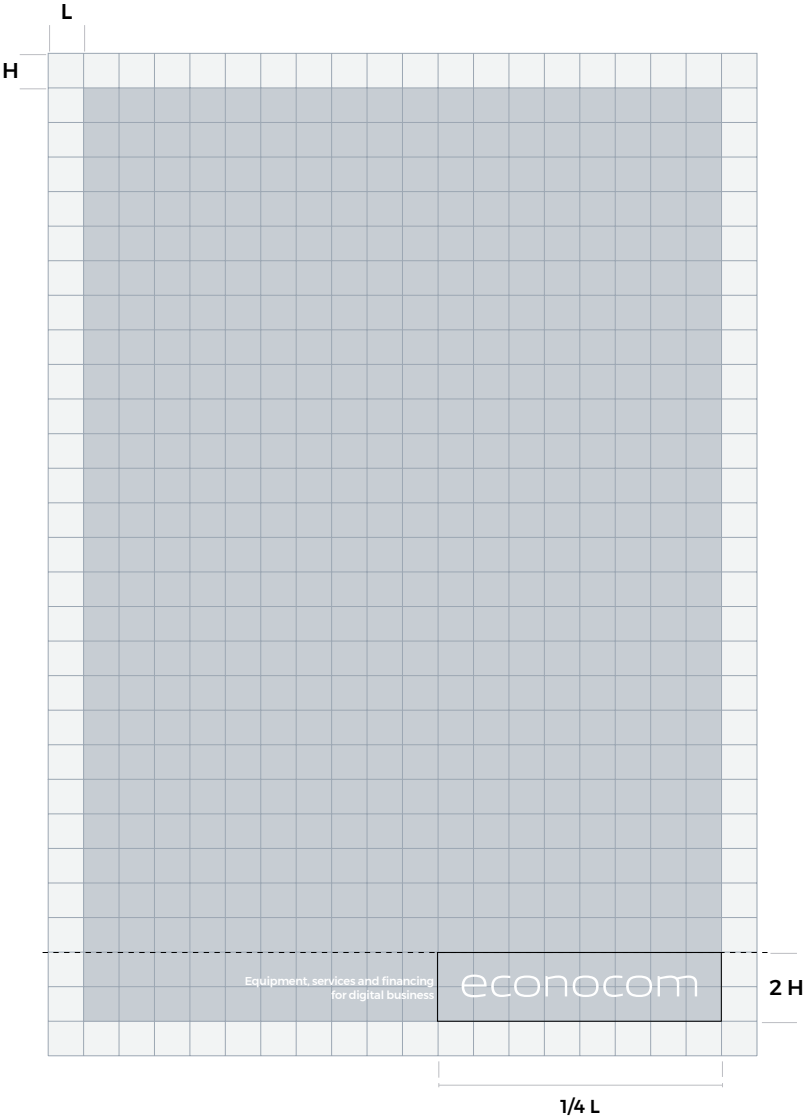
Maximum content zone

core features

Position of the logotype with the descriptor

When the descriptor ("Equipment, services and financing for digital business") is used, it can be right-justified and placed to the left of the logo.

POSITION OF THE LOGOTYPE



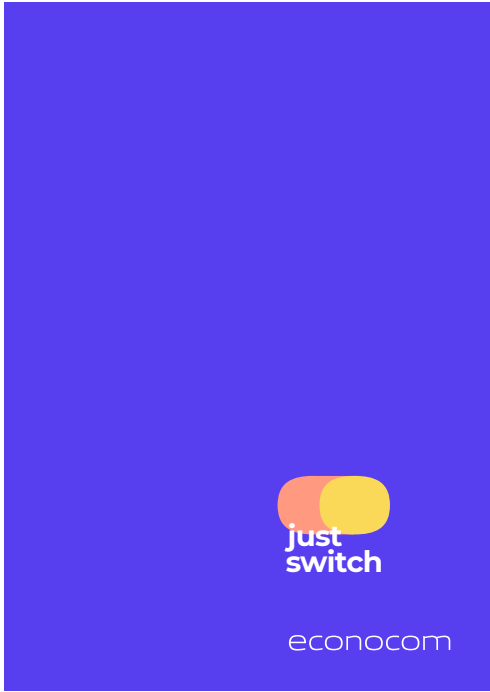
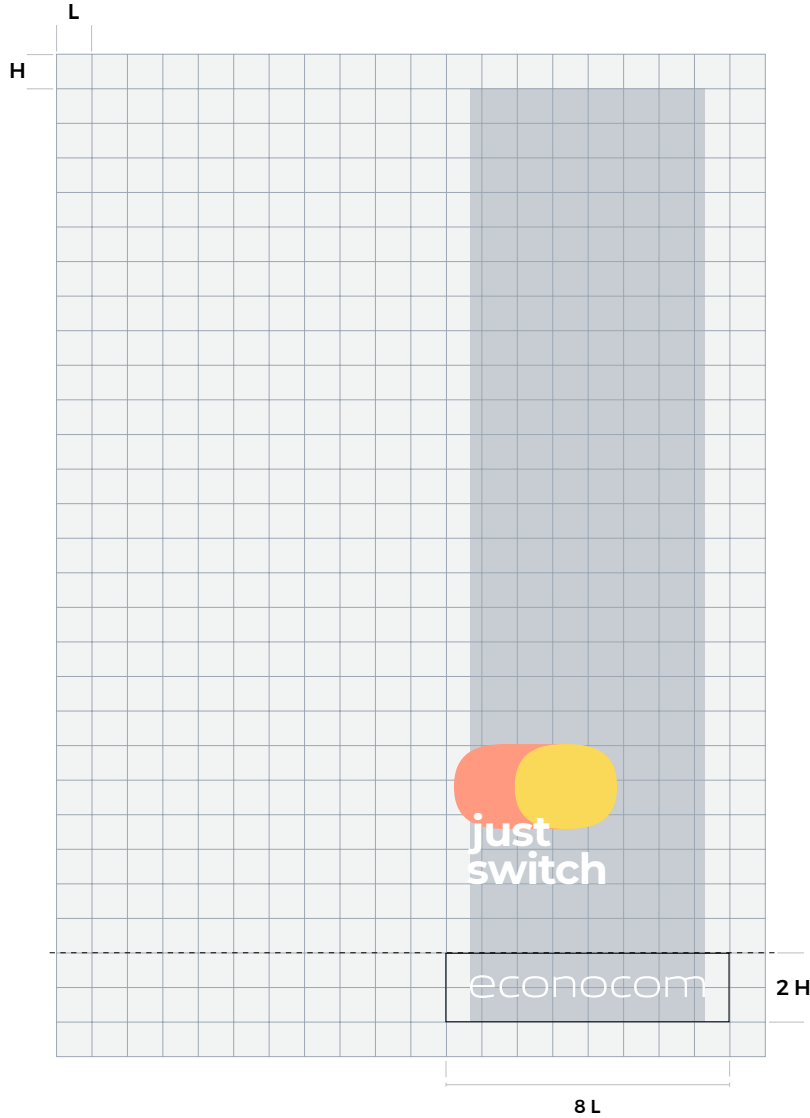
Maximum content zone

core features

Position of the "just switch" block - Vertical 1

The vertical "just switch" block must be placed above the logo in a column formed by the logo. It should not be wider than the logo.

POSITION OF THE LOGOTYPE



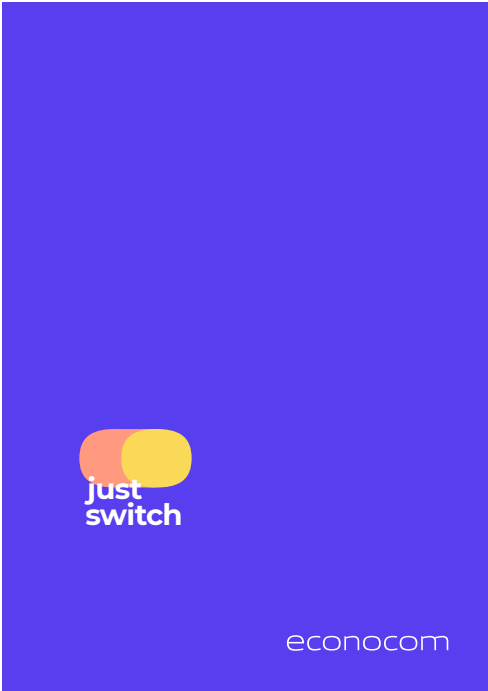
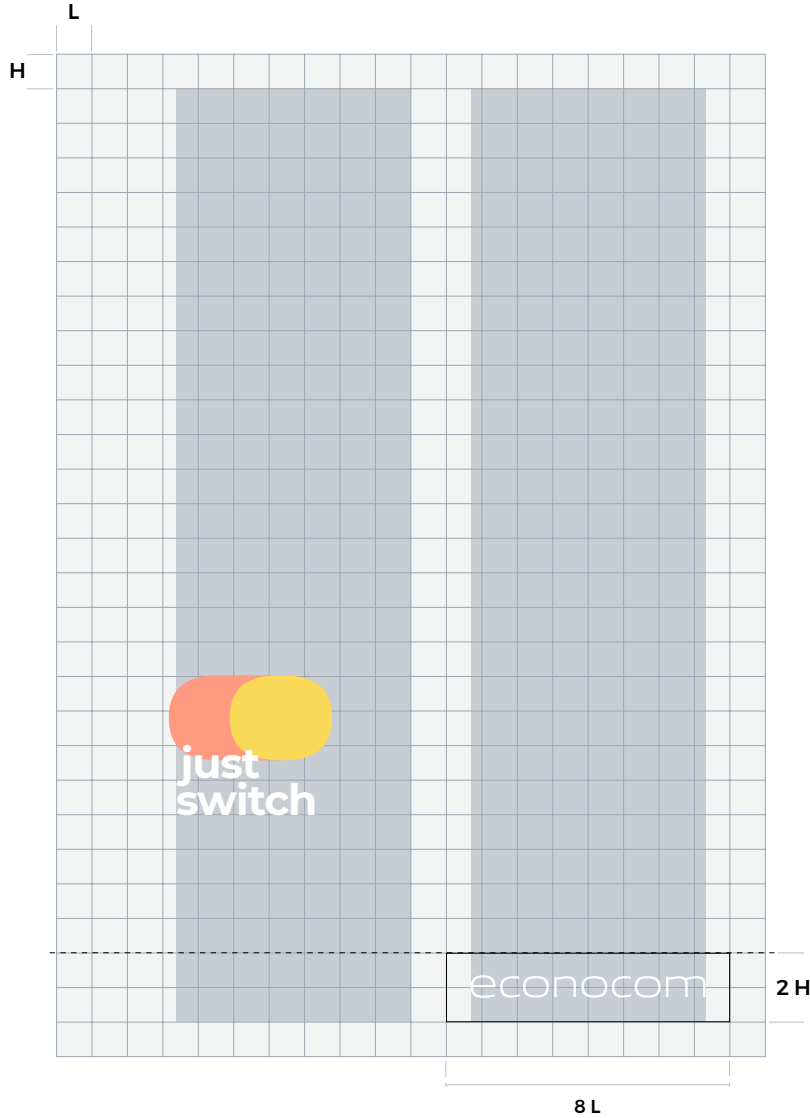
Maximum content zone

core features

Position of the "just switch" block - Vertical 2

The vertical "just switch" block may be placed opposite the logo, in a column that cannot be wider than the logo.

POSITION OF THE LOGOTYPE



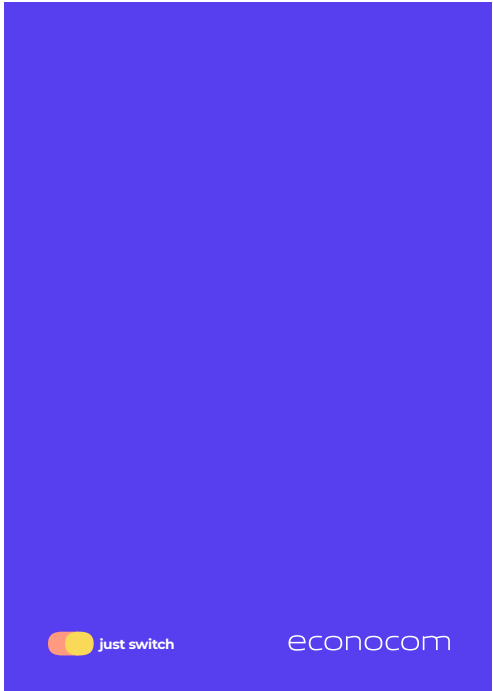
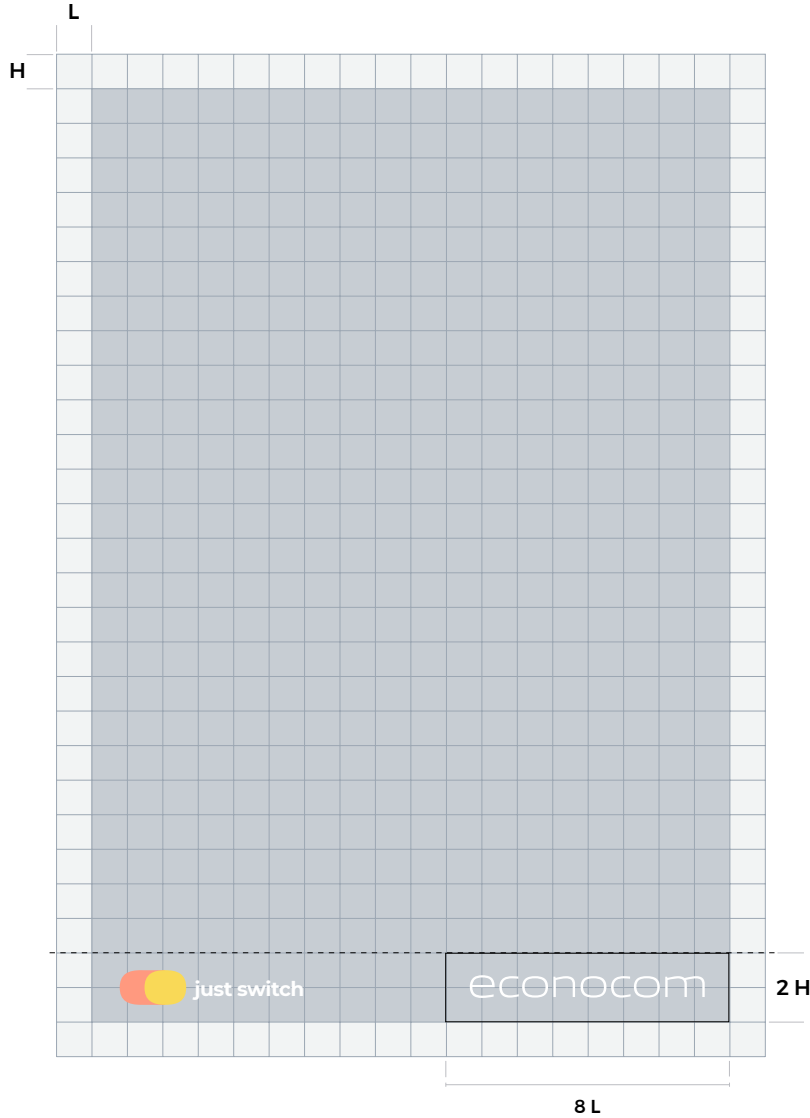
Maximum content zone

core features

Position of the "just switch" block - Horizontal

The horizontal "just switch" block may be placed opposite the logo, but always to the left, with the logo always on the right.

POSITION OF THE LOGOTYPE



Maximum content zone

core features

Title fonts

These two fonts are to be used for creating editorial documents.

The main titles of a document should start with a lower case. This rule does not apply to body text or sub-titles.

They should be used with a condensed letter-spacing. The ideal letter-spacing is **-25**. However, to ensure better readability in body text, **-10** or even **0** spacing may be used if necessary.

Use of upper and lower cases

Level 1 and 2 titles and taglines always start with a lower case letter, irrespective of the medium or format. Isolated words used as a title or website menus, for example, always start with a lower case (except in exceptional cases). Titles beginning with a lower case do not end with a full stop.

This rule does not apply to words beginning with a lower case in a body text (proper names, etc.).

Level-3 titles generally begin with a lower case, although exceptions can be made, depending on the format used.

All body text, irrespective of the medium or format, begins with an upper case and ends with a full stop.

TITLE FONTS

EXAMPLES OF USE OF THE MONTERRAT FONT:



CASE USE: EXAMPLE

level 1

level 2 lorem ipsum

level 3 lorem ipsum dolor sit amet

CASE USE: EXAMPLE

level 1

level 2 lorem ipsum

Level 3 lorem ipsum dolor sit amet, consectetur adipiscing elit.

core features

Visuals

Visuals are to be used to illustrate documents, preferably full-page.

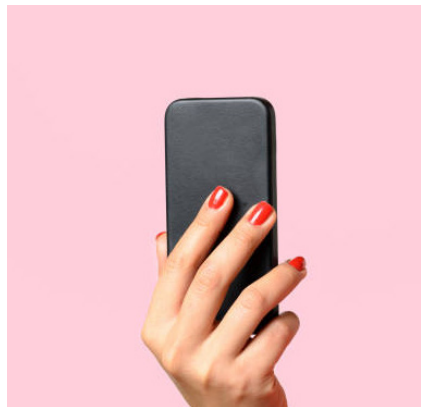
Duotone effect (superimposition of one contrasting colour halftone over another colour halftone) may be used for campaign visuals and is part of the Econocom graphics guidelines.

When choosing photos, always use:

- Flat, plain, backgrounds
- Natural situations (i.e. protagonists not posing or looking at the camera)
- Flat-design illustrations
- Close-ups of devices.

The rules and guidelines apply to visuals used for all media and documents.

ICONOGRAPHY



EXAMPLE OF CAMPAIGN VISUAL WITH DUOTONE EFFECT

core features

Unauthorised iconography

The visuals are to be used to illustrate documents, preferably full-page.

Black & white visuals are not authorised in the Econocom graphics guidelines.

Do not use:

- Black & white images
- Photos with a colour filter
- Conceptual or abstract images
- Close-ups of objects or body parts (too impersonal and cold).

ICONOGRAPHY



core features

Guidelines for pictograms

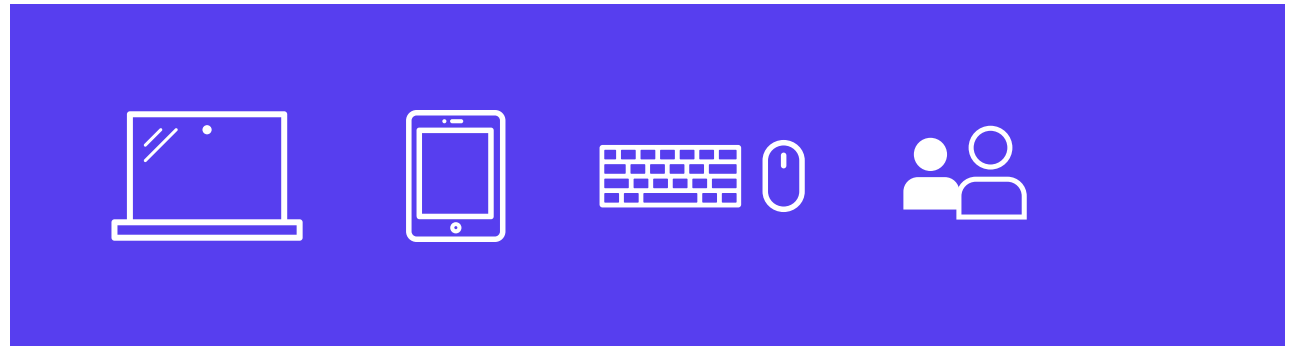
Only a single colour of the Econocom graphics guidelines may be used for pictograms: do not mix them.

Pictograms must comply with the examples shown opposite: line versions are preferable to solid versions and the size of the outline should always be the same thickness. You may also use solid pictograms, but in this case the line version should be in the foreground (see example opposite).

Staff are not authorised to create their own pictograms or purchase them from external image banks.

PICTOGRAMS

EXAMPLE OF EXISTING PICTOGRAMS



**A pictogram database is available on:
Onelink – Communication – Graphics
guidelines.**

core features

Web elements

As Montserrat is a Google font, it can of course be used on all digital formats such as the Econocom website, Satellite websites and other corporate media.

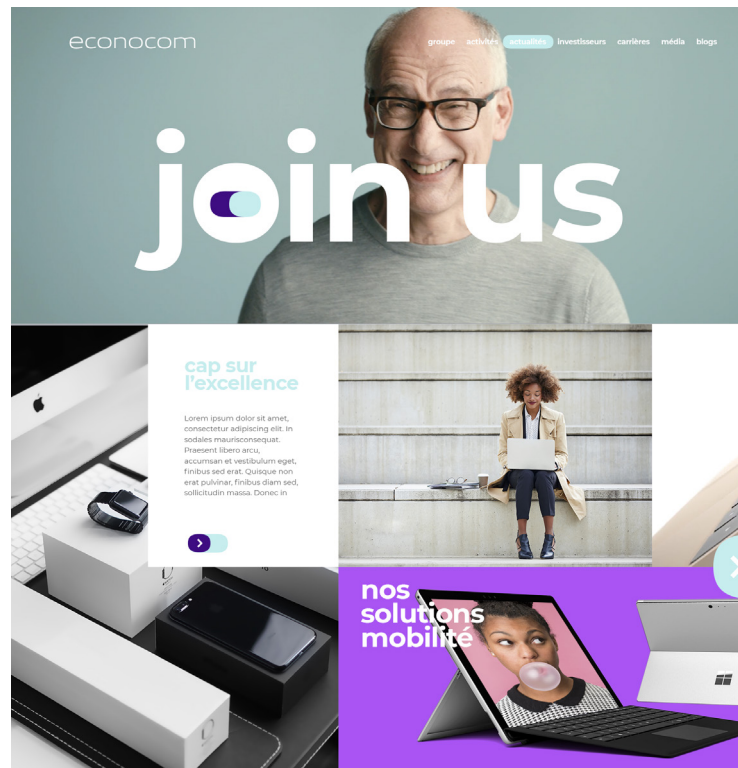
Digital formats such as the website may feature animations that suggest the “switch” movement, such as slider transitions from left to right.

Please inform the Communications department before implementing any website development projects.

DIGITAL USES

Montserrat

EXAMPLE OF WEB PAGE



core features

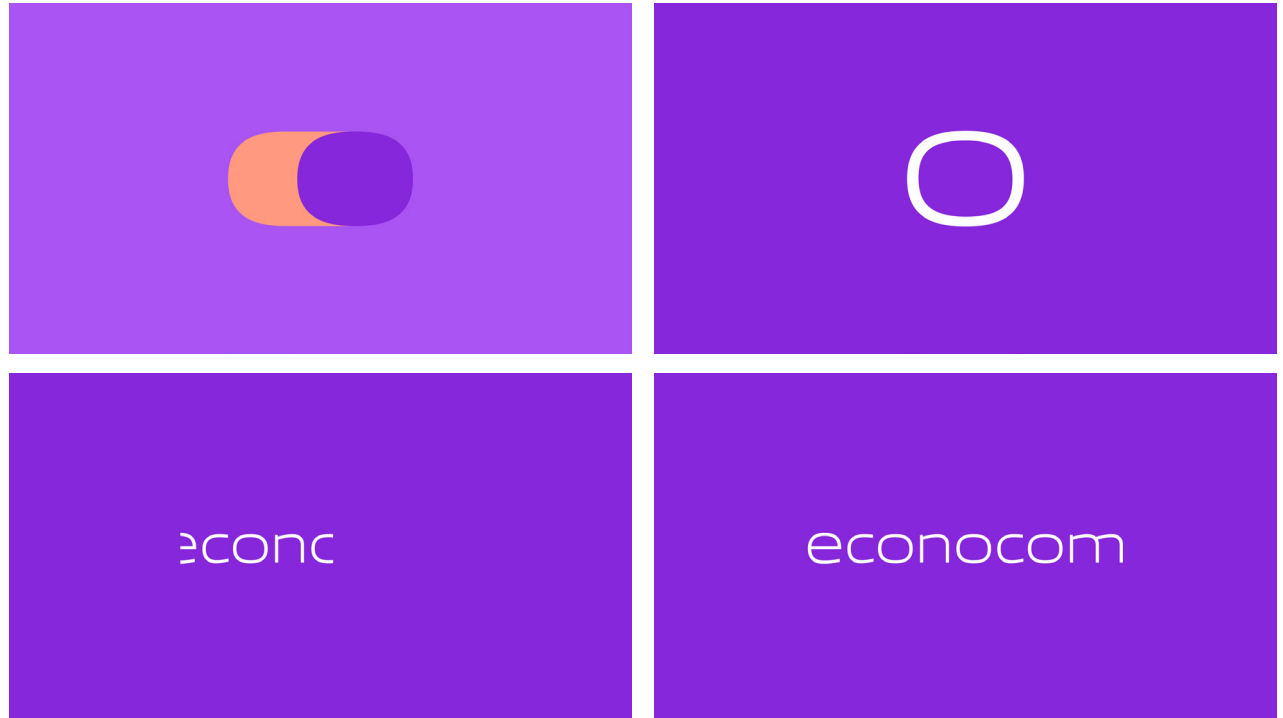
Intros and outros

Video elements include an intro and outro animation showing the Econocom logo. These are standard, mandatory elements which may not be changed.

Please inform the Communications department before creating any videos.

VIDEO DESIGN

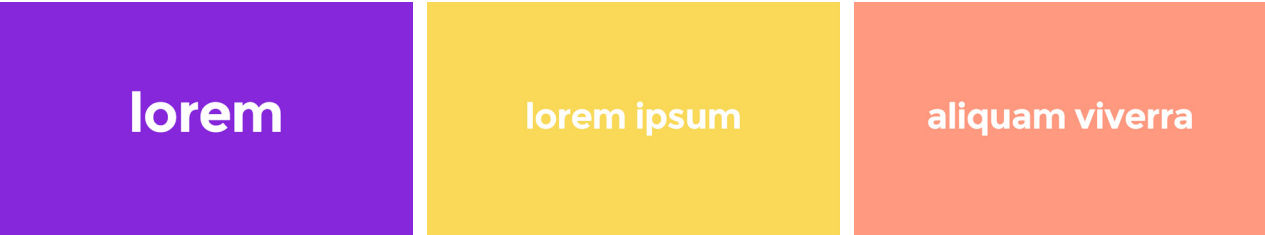
EXAMPLE OF TITLE SCREENS



core features

VIDEO DESIGN

EXAMPLE OF TITLE SCREENS

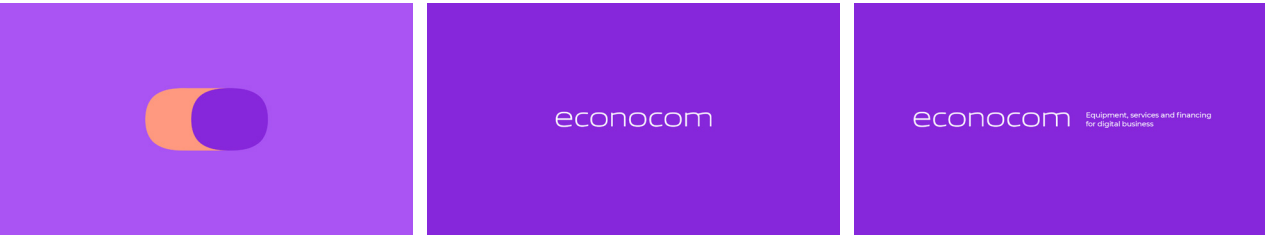


EXAMPLE OF VIDEO DESIGN FOR EXTERNAL COMMUNICATION

EXAMPLE OF VIDEO DESIGN FOR INTERNAL COMMUNICATION



EXAMPLES OF TRANSITION AND CLOSING SCREENS



02

**brand
architecture**

brand architecture

Level 1 – Corporate

Level 1 is the logotype of the parent company.

The Econocom logotype is available on: Onelink - Communication - Graphics guidelines.

Level 2 – Business Unit

Level 2 is for business units.

Their names must always be accompanied by the Econocom logo.

The logotype clear zone must always be maintained (see page 6) for business unit logos.

Only the Group Communications department can create these logos.

Level 3 – Satellites

The logotypes of the Satellites must always be used with the Econocom logo.

They can only appear independently when the Econocom logotype already features elsewhere in the document. The affiliation between the companies must always be clearly illustrated. The logotype clear zone must always be maintained (see page 6) for satellite logos.

Only the Group Communications department can create these logos.

Please address any requests to Stephanie Savin: stephanie.savin@econocom.com

CORPORATE & COMMERCIAL BRANDS



brand architecture

Niveau 4 – Offer families

Level 4 is for marketing offer families. The Montserrat bold font is used.

The Econocom logotype must always feature on documents with logotypes of offer families. The logotype clear zone must always be maintained (see page 6).

Only the Group Communications department can create these logotypes.

Level 5 – Marketing offers & tools

Level 5 is for marketing sub-offers, i.e. sub-categories of marketing offers.

The Montserrat bold font is used for these.

The logotype clear zone must always be maintained (see page 6) for sub-offer logos.

The Econocom logotype must always feature on documents with marketing offer & tool logotypes.

Only the Group Communications department can create these logos.

MARKETING OFFERS & TOOLS

OFFER FAMILIES

Level 4

econocom	mobility
econocom	infrastructures & réseaux
econocom	services managés & cloud
econocom	gouvernance de la performance

MARKETING OFFERS & TOOLS

Level 5

MARKETING OFFERS

TOOLS

econocloud	onelink
onedesk	

brand architecture

Level 6 – Event & corporate programmes

Level 6 is for events & corporate programmes.

A certain degree of artistic licence is allowed for creating logotypes for specific events. However, the secondary fonts and colours must comply with the graphics guidelines.

In any event, such logotypes should be consistent with the nature of the event and the target audience, and the quality of the graphics should be up to the brand's standards.

All logos must be approved by the Group Communications dept.

EVENTS & CORPORATE PROGRAMMES

Level 6



03

**stationery
and other
materials**

stationery and other materials

Letterheads

The letterhead is in A4 format (210 x 297 mm).

The font used for the date and reference is Arial Bold.

The font for the running text is Arial Regular.

This is a preformatted template that must be used exactly as is. It includes the standard colour and font sizes to be used.

**The template is available on:
Onelink - Communication - Graphics guidelines.**

LETTERHEADS

ECONOCOM AND SATELLITE LETTERHEADS:

econocom

Recipient's name
Company name
Address line 1
Address line 2
Additional line
Town, postcode, country

1st July 2018

Reference: Berum quam, sitae re, sa non conetur, omni.

Dear Mr. Smith,

Ique latem acculparchil idellab id eic tem doloribust ad quaerum quae nit, aut odigenet est quia nobit eum as ma imincipiet quis es re vidunt, que mi, cuptam, quiatu? Ictium sedisqu aspeliqu uaecepraee aut volupta quid ut volupit atemolo riaspeditas experuntur modions equatis endis ab lur re ma sit velenim sus.

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Company
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Mob. + 33 (0) 6 00 00 00 00 Tel. 33 (0) 1 00 00 00 00

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Recipient's name
Company name
Address line 1
Address line 2
Additional line
Town, postcode, country

1st July 2018

Reference: Berum quam, sitae re, sa non conetur, omni.

Dear Mr. Smith,

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Ucienderem rere ex eum repeliquam ut hicist ectotata ilignim agnitio quatque dicat archicab im coria cone anihiciamus es eic tem fuga. Ut eos accullo remquost utecatBis et, atia vili bla corpore residebis di dolorum fugia qui dolatutasa velent, od escimincia ducis sanitassit utecuptaqus cum adi aperum, sedit optatorpor alictem et dolupta quid qui dolorem. Luptas pa que omnia simet dolo vendus, sum estrume nemporiae num lum id es quis illabo. Ihicae verferis explacculpa se ni offic temoluptatur aliaesc iendam ius que sum simusda ecliam vita voluptae cus derspendio que ipienim pori. Endiciet at volupta

Company
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Mob. + 33 (0) 6 00 00 00 00 Tel. 33 (0) 1 00 00 00 00

stationery and other materials

Business cards

The business card format is 85x55 mm.

This is a preformatted model. It includes the standard colour and font sizes to be used.

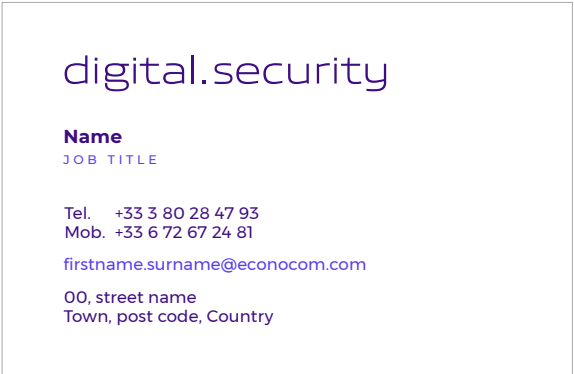
The templates are available on:
Onelink - Communications - Graphics guidelines.

BUSINESS CARDS



stationery and other materials

BUSINESS CARDS



stationery and other materials

With compliments slips

The with compliments slip format is 210 x 105 mm. The back must be left blank.

This is a preformatted template that must be used exactly as is. It includes the standard colour and font sizes to be used.

The templates are available on: Onelink – Communication – Graphics guidelines.

WITH COMPLIMENTS SLIPS

econocom

Company
00, street name - town - post code - country Tel. + 33 (0) 1 00 00 00 00 Fax. 33 (0) 1 00 00 00 00

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Company
00, street name - town - post code - country Tel. + 33 (0) 1 00 00 00 00 Fax. 33 (0) 1 00 00 00 00

stationery and other materials

Folders

The folder format is 220 x 305 mm with a 10 mm wide square back.

The folders are printed on offset matte paper (with a matte protective coating).

This is a preformatted template that must be used exactly as is. It includes the standard colour and font sizes to be used.

The templates are available on:
Onelink – Communication – Graphics guidelines.

FOLDERS



stationery and other materials

Basic email signatures

Email signatures must use the format pictured opposite.

This is a preformatted template that must be used exactly as is. It includes the standard colour and font sizes to be used.

Please ensure that the following rules are correctly applied in your email signature:

Name

Arial Bold - 9pt - Colour #3E0D81

Job title

Arial - 8pt - Colour #573EEF

Landline, mobile, address

Arial - 8pt - Colour #3E0D81

E-mail and website

Arial - 8pt - Colour #573EEF

E-mail and website

Arial - 10pt - Colour automatic black.

The templates are available, along with the installation procedure, on:

Onelink - Communication - Graphics guidelines.

EMAIL SIGNATURES

EXAMPLES OF AN EMAIL SIGNATURES

Name

Job title

second line of job title (optional)

Tel : +xx x xx xx xx xx Mob : +xx x xx xx xx xx

Address

xxxxxx@econocom.com — www.econocom.com

econocom

Name

Job title

second line of job title (optional)

Tel : +xx x xx xx xx xx Mob : +xx x xx xx xx xx

Address

xxxxxx@econocom.com — www.econocom.com

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stationery and other materials

Email signature with banners

Email signature banners must only be used for advertising campaigns for Econocom events or publications.

The recommended formats are 468 x 60 pixels or 468 x 125 pixels, as pictured opposite.

For secondary text, use Montserrat Bold or medium, 12 pt minimum.

Banners usually contain an URL; to prompt people to visit the website, you can add a button surrounded by a contour (see example).

You may remove the logo of your entity from your email signature if it already features in the email banner.

All banners must be approved by the Communications dept.

EMAIL SIGNATURES

EXAMPLE OF AN EMAIL SIGNATURE WITH A BANNER

Name

Job title

second line of job title (optional)

Tel : +xx x xx xx xx xx Mob : +xx x xx xx xx xx

Address

xxxxxx@econocom.com — www.econocom.com



stationery and other materials

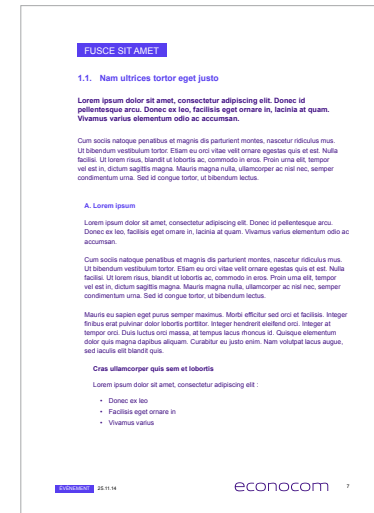
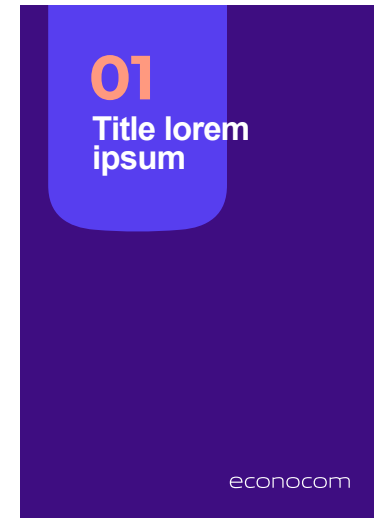
Word template

A Word template has been designed specially to ensure consistency for all presentations and sales proposals.

This is a preformatted template that must be used exactly as is. It includes the standard colour and font sizes to be used.

The templates for Econocom and the Satellites are available on:
Onelink - Communication - Graphics guidelines.

DOCUMENT PRESENTATION



stationery and other materials

PowerPoint template

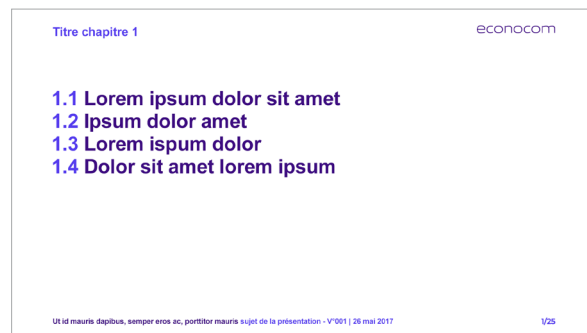
A PowerPoint template has been designed specially to ensure consistency for all presentations and sales proposals.

This is a preformatted template that must be used exactly as is.

It includes the standard colour and font sizes to be used.

The templates for Econocom and the Satellites are available on:
Onelink - Communication - Graphics guidelines.

DOCUMENT PRESENTATION



stationery and other materials

There are two types of roll-up banner:

The corporate roll-up banner

This cannot be altered.

The template is available on:
Onelink - Communication - Graphics guidelines.

Generic roll-up banner

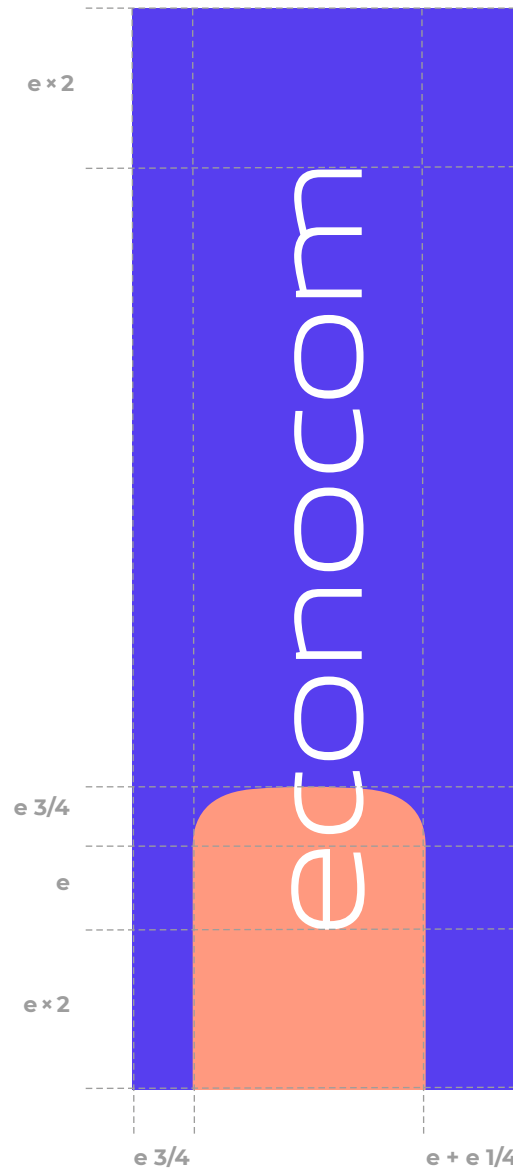
Logotype: the logotype must always feature on the top middle part of the banner, as pictured opposite.

Colours: only the colours of the graphics guidelines may be used. The recommended colours for the background are the bright blue or the bright violet.

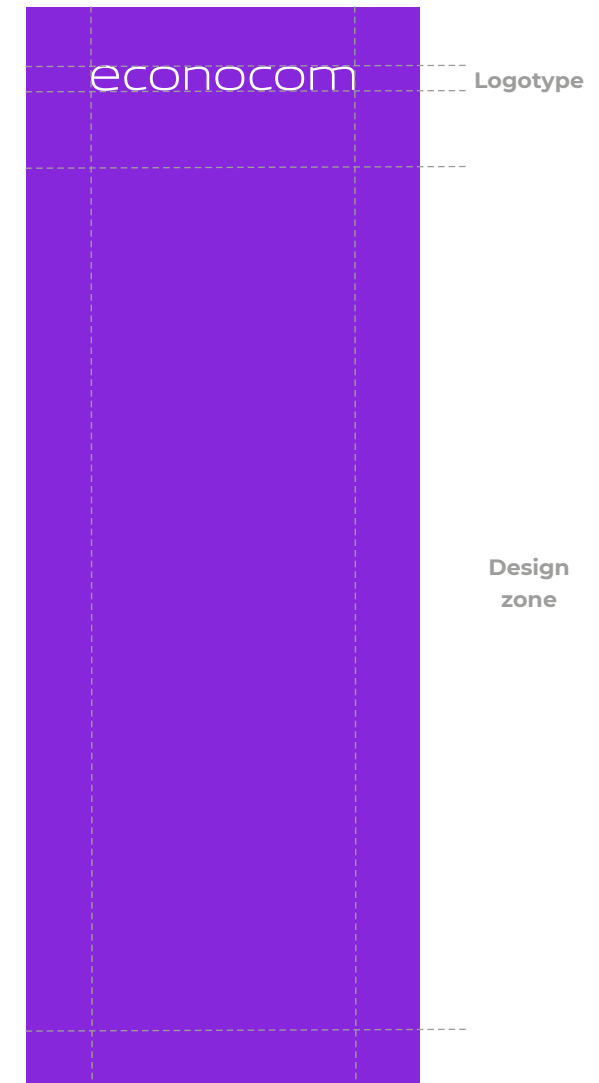
The template is available on:
Onelink - Communication - Graphics guidelines.

ROLL-UP BANNERS

CORPORATE ROLL-UP BANNER:



GENERIC ROLL-UP BANNER:



econocom

95%



lorem
ipsum
sin dolor
amet

 faites le switch

econocom

lorem
ipsum
sin dolor
amet



faites
le switch.

econocom

contact

If You have any questions about these graphics guidelines, please contact the Group Communications Department:
Stéphanie SAVIN stephanie.savin@econocom.com