

1. BRAND LEVEL COMMUNICATION: LOGO + TAGLINE

- ↘ **The logo is available in Black and White. The priority is to use the White.**
- ↘ When encountering readability problems, you can retouch and make the background of the image more dense/darker.
- ↘ Only in exceptional cases you can use a 80% black brand logo.
- ↘ The font is Avenir medium and shall always be in capital letters.
- ↘ It is very important to respect the proportion of the branding in the page: the signature never has to take more than 81% of the simple page width, and 41% of the double page.



N.B. The last letter of the tagline has to be aligned under the end of the Ψ, not under the « ♦ »



2. LOGO Dos & DON'Ts



DON'T



DO

✓ Objectives :

1. Choose in priority white color for the logo and if you have problems to read it, use it in black 80%
2. Be careful to align the end of the Trident with the last letter of the tagline
3. Do not separate the Club Med logo from the tagline