



GRAPHIC CHARTER

**Visual Identity of
Group VITAL**



A NEW IMAGE

Vital's brand image represents an important aspect of the company's influence.

The company takes particular care to adhere to this image. And the visual identity of the company is one of the elements that reinforces the quality of its representation in the world.

This graphic charter is a reference document that contains all the standard requirements for the use of the distinctive elements of **Vital's** visual identity. These guidelines provide a quality control system and are particularly intended to be communicated to service providers such as graphic designers, web designers, printers, web designers, agencies, etc.

The guidelines included in this charter are based on the fundamentals of the company's graphic universe and are applicable without exception to all media conveying the **Vital** brand.

They must imperatively be respected in order to ensure a homogeneous, harmonious and uniform visual identity.

These guidelines make it possible to verify that each graphic element (logotype, font style, colors, etc.) is used appropriately.

SUMMARY

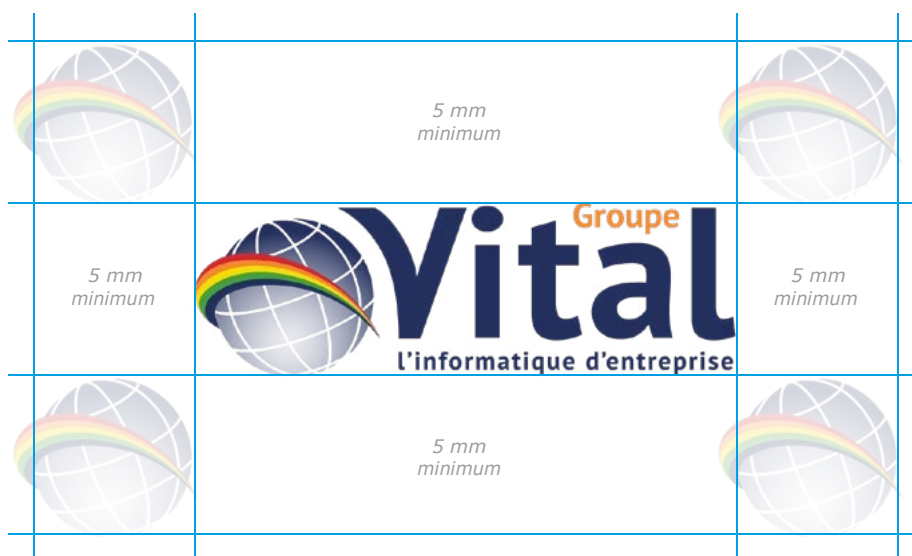
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01 LOGO

Vital's logo is composed of a pictogram representing a sphere surrounded by a rainbow, the company's name and its signature.

The area around the logotype must be minimalistic and entirely free of any text or graphic elements, in order to guarantee its good legibility.

Naturally this exclusion zone must be adjusted proportionally according to the size of the medium where the logo is located. **Nevertheless, it cannot be less than 5 mm.**



02 VARIATIONS

In all cases, the logo must clearly stand out from the background and not present any risk of poor visibility or legibility.

Depending on the context, the logo can be used in one of the following variants:



03

TYPOGRAPHIES

PT Sans, the chosen typographic font type, is the same as the one used for the logotype.

It ensures the coherence of the brand identity and has a strong visual impact thanks to its great legibility.

This typography should be used for all internal and external communications.

It is a fundamental component of the brand and should never be substituted for other typographies.

PT Sans

**AaBb
Cc01234!?,.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aspe velid que voluptaturia dic moluptatiam quidus nossit voluptiis.

Intia corenimus eum re es-
eque destisq uiasperspidi
sunt laut quibus mi, te aut
et vendam, eum faces as
et volo maxim volorio. Bis

dolor sam, venderuptis nis
maionsequid et litation ex
ex exped esediti busdam
sed dolores.

[Download font](#)

PT Sans is freely available on Google Fonts and as such is compatible with all browsers.

Nevertheless, it is possible to use the font Arial or Roboto in substitution when **PT Sans** is not available for an online communication, and only in this case.

All texts must be written in lower case, never in capital letters, with the exception of certain titles or initials (e.g. SNCF, EDF, etc.).

Title
PT Sans
Bold & Regular

Main Font Bold & Main Font Regular

Introductory Paragraph
PT Sans
Bold

Sam aborem quod minulla borerit aliquas idis alis quossunt quam aspe vel id que voluptaturia dic tent moluptatiam quidus nossit voluptiis maion nim quis aute sequaturibus am ni quia vid magnam.

Body
PT Sans
Regular

Intia corenimus eum re esequae des-
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te aut et vendam, eum faces as et
volo maxim volorio. Bis dolor sam,
venderuptis nis maionsequid et lita-
tion ex ex exped esediti busdam este
nonsed quos dolores tiorior estibus
erum aut venis ium ut intisint as do-
loreptat excearum nobitaturi arupta-

tem volestem sandistius, qui rat.
Millibus voloris tiassequiae que asped
estion re parum voluptatum ium si-
mus exernat quidit idipsum quatur si-
tis et, velest, sequam et venis amusam
nimodi cum similic.

04 COLORS

The colors that make up the visual identity of **Vital** are derived from the rainbow featured on the logo.

They are clear, bright and refer to the different fields of action of the company.



CMYK **C100 M89 Y34 K22**
RGB **R0 G33 B105**
HEX **#002169**



CMYK **C8 M94 Y82 K1**
RGB **R215 G40 B47**
HEX **#d7282f**



CMYK **C0 M54 Y87 K0**
RGB **R255 G144 B21**
HEX **#ff9015**



CMYK **C4 M9 Y100 K0**
RGB **R255 G221 B0**
HEX **#ffdd00**



CMYK **C74 M10 Y94 K0**
RGB **R69 G160 B65**
HEX **#45a041**

05 VIDEO

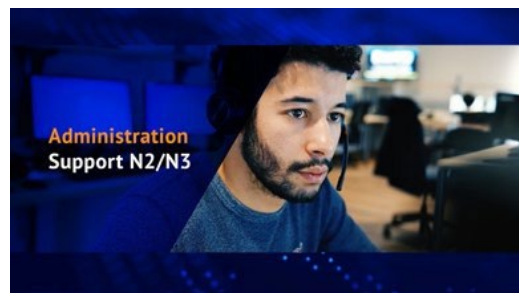
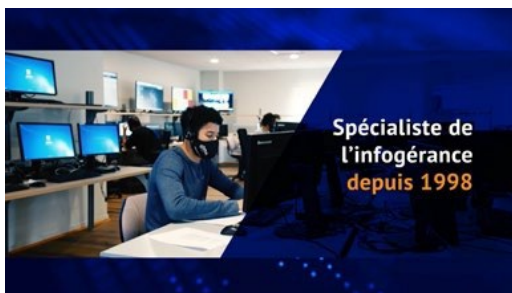
While **Vital's** core business (ou expertise) is technical, the videos produced for the group must above all highlight the human element at the heart of the company.

Whether internally, with career advancement programs, or with clients, with a personalized approach to the relationship, **Vital** is decidedly a social company.

The image should always be as bright as possible, with a great deal of attention paid to the background.

Settings where the subject is facing the camera should be avoided, as well as shots that are too close together. Instead, place the subject on the left side of the shot, facing the right, or vice versa.

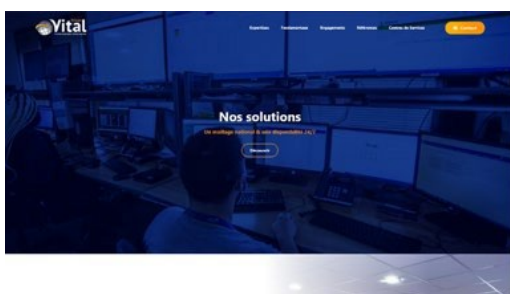
The graphics, animations and music used in **Vital's** video productions must be consistent with previous productions and respect the principles of the dynamism and legibility of the messages.



06 WEB

The website <https://www.groupe-vital.com/> can be used as a reference for **Vital**'s visual identity.

The visual productions for the website must be consistent with its identity.



[Visit our website](#)

07 CONTACT

For more information about this graphic charter, please contact the Strangerous Artworks agency: julien@strangerous-artworks.com

[Contact](#)

