ICE DREAM

ICE DREAM

I. Mission Statement

Le blah blah des glaces ICE DREAM, des glaces naturelles, bio, faites maison, originales...

Ellles sont Volupid qui volum quibus, qui cum invellut aut remporesti blaccum la quo esequassecus molum volupta tatius pro etus in cus exceaquam qui corum, quate nullorem quo magnimo doluptur?

Ximus int, tem reptatis dolum que nus, que enis magni to occae de id exerumqui od quibeatem sequae si unt ut voluptiumque pernatusda dolendae dipsuntist esecto corrualiaspedis conesendis in es inci iusci dipitet quam, corrovit acearcit dolesci utate nonsenit ut alicabo. Itatur as cum repudam sus eos dus millabore quiant et que plandae riscimi, adi consequiaOnsedit, simendae con nonsend uciundant.
Vollore sinvell aturemq uundel inctiis alita nus, toria volorest et, sit, qui qui volupienis voles pliquae as rae cor molorepedit.

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2. The Logo

An introduction to the logo and the do's and don'ts of using it

Le logo des glaces ICE DREAM, est une version simplifée d'une glace à 3 boules, en forme de nuage : légèretée...

Ellles sont Volupid qui volum quibus, qui cum invellut aut remporesti blaccum la quo esequassecus molum volupta tatius pro etus in cus exceaquam qui corum, quate nullorem quo magnimo doluptur?

Ximus int, tem reptatis dolum que nus, que enis magni to occae.
Vollore sinvell aturemq uundel inctiis alita

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Le logotype

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2.2 Sizing and Exclusion Zones

3. Colour

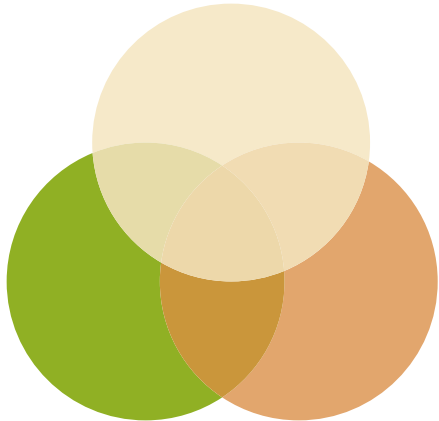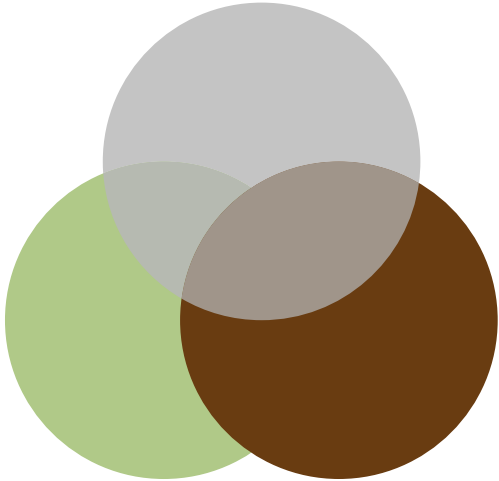What colours to use and how to use them

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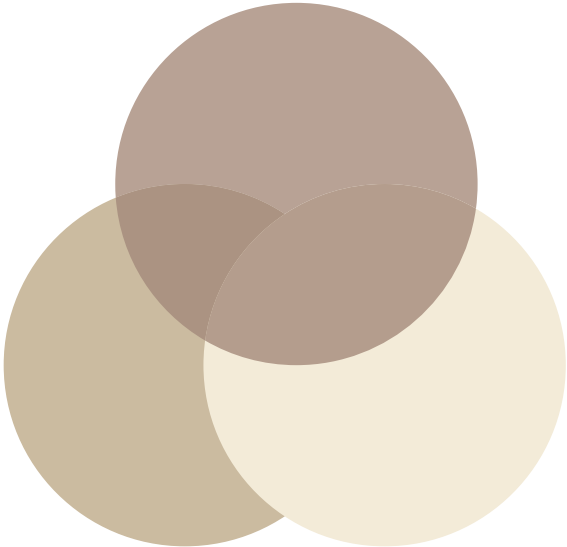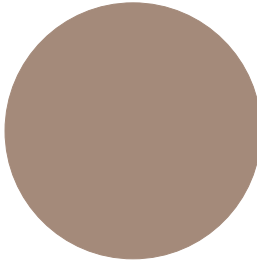# 3.1 The Colour palette

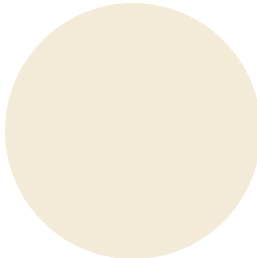What colours to use and how to use them
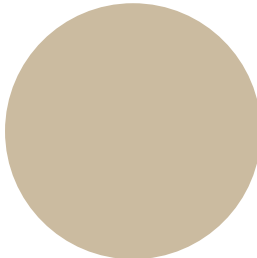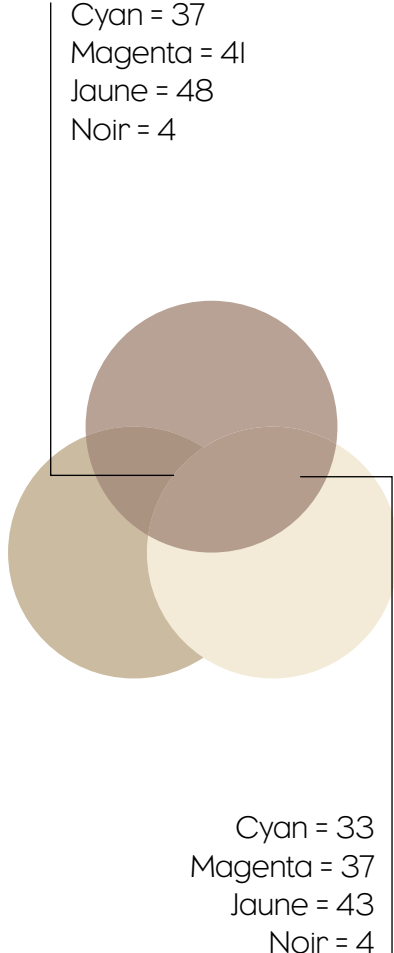
3.1 The Colour palette

What colours to use and how to use them

Cyan = 40
Magenta = 45
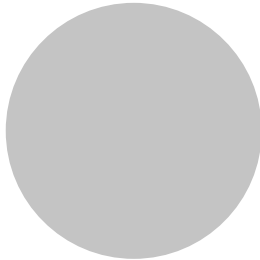Jaune = 50
Noir = 5

Cyan = 6
Magenta = 7
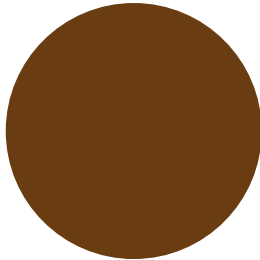Jaune = 18
Noir = 0

Cyan = 25
Magenta = 25
Jaune = 40
Noir = 0

Cyan = 37
Magenta = 41
Jaune = 48
Noir = 4

Cyan = 33
Magenta = 37
Jaune = 43
Noir = 4

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3.1 The Colour palette

What colours to use and how to use them

Cyan = 37
Magenta = 41
Jaune = 48
Noir = 4

Cyan = 0
Magenta = 0
Jaune = 0
Noir = 31

Cyan = 40
Magenta = 70
Jaune = 100
Noir = 50

Cyan = 33
Magenta = 37
Jaune = 43
Noir = 4

Cyan = 38
Magenta = 7
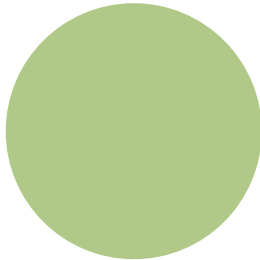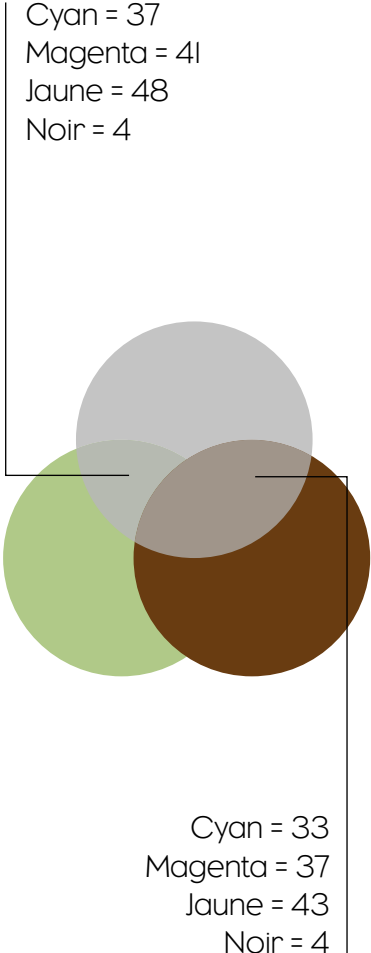Jaune = 57
Noir = 0

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3.1 The Colour palette

What colours to use and how to use them

Cyan = 37
Magenta = 41
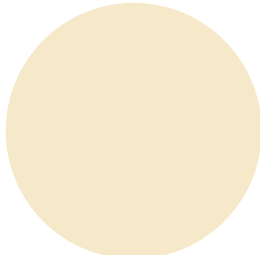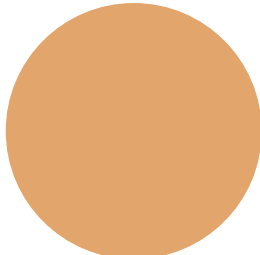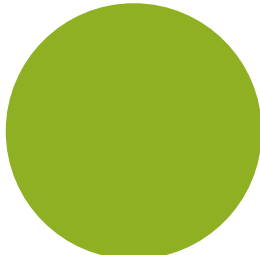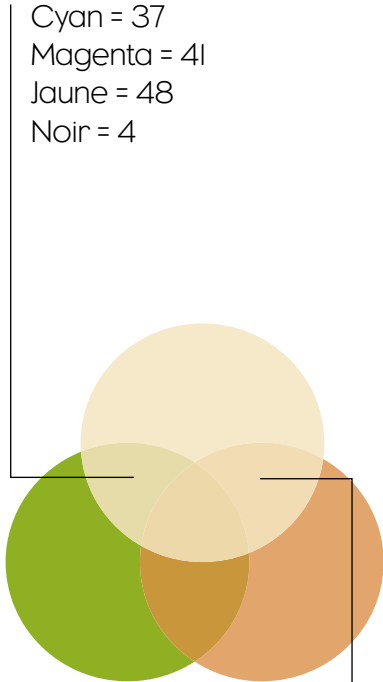Jaune = 48
Noir = 4

Cyan = 5
Magenta = 8
Jaune = 26
Noir = 0

Cyan = 10
Magenta = 39
Jaune = 61
Noir = 2

Cyan = 33
Magenta = 37
Jaune = 43
Noir = 4

Cyan = 52
Magenta = 11
Jaune = 100
Noir = 1

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4. Typefaces

Our typefaces and how to use them

Nous avons utilisé toute une série de variantes sur le même blahblah...

Les solupta plab ium nos earum adis exero con pra quam venimusa sinum alita secusdande pa quo quam nos moloris pe rectat qui iderit quod esciis archit volenimus eum imus, is dolupta desciet quiam, quissum illaborporum la il ius.

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4. Typefaces

Our typefaces and how to use them

Police **ICE DREAM**

Roboto Bold Condensed
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

Roboto Condensed
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890

Roboto Thin
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890

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4. Typefaces

Our typefaces and how to use them

Police TEXTE

Eagle Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Eagle Book
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

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6.4 Digital application

Our typefaces and how to use them

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