

# Ice Dream

Des glaces  
naturelles

CHARTE GRAPHIQUE 2022



# Présentation de la marque

## NATUREL



## ICE DREAM

### une marque de glaces artisanales bio et locale

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# Le logo

## Présentation

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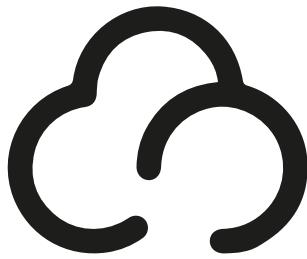
# Le logo

## Test

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A	B	C	D
 <b>ICE DREAM</b>	 <b>ICE DREAM</b>	 Le cargo vélo est le véhicule de ICE DREAM (le «i» de ICE redescant pour former un «d» à cream)	 Le nuage en forme de 3 boules fait rêver. Les lettres sont rondes
Le cup est fait avec le «l» et le «D», les initiales d'ICE DREAM	Le cône est fait avec le «A» de DREAM inversé		

# Le logo

## Les règles

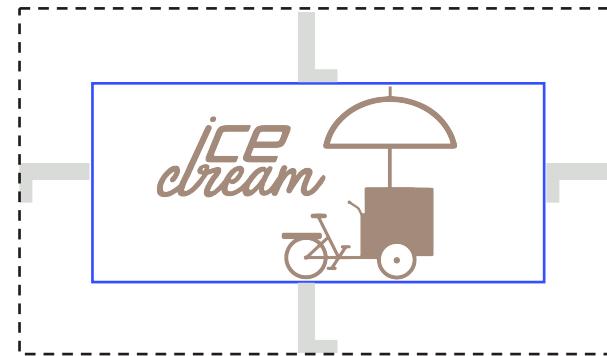
### Zone de respiration

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### Taille minimale

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### Zone de respiration



### Taille minimale



### Version originale

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### Version noire

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### Version blanche

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# Le logo

## À ne pas faire

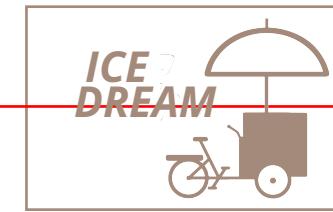
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Ne pas changer la couleur



Ne pas modifier la typographie



Ne pas remplir le logo



Ne pas choisir un fond inapproprié



Ne pas déformer le logo



Ne pas incrusteur de photo



Ne pas changer l'épaisseur de trait



Ne pas choisir un fond inapproprié

## Couleurs principales

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## Couleurs secondaires

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**C35 M41 J48 N11**

**R161 V137 B121  
HEX A39382**

**PANTONE 7530 C**

**C90 M76 J0 N0**

**R179 V153 B127  
HEX B3997F**

**PANTONE 7529 C**

**C2 M2 J2 N2**

**R248 V248 B249  
HEX F8F8F9**

**PANTONE 179-1 C**

**C16 M7146 J180 N20**

**R215 V92108 B202  
HEX FFFFFF**

**PANTONE 7527 C**

**C69 M53 J52 N76**

**R31 V29 B30  
HEX 1F1D1E**

**PANTONE 419 C**

# Typographie

Présentation

Book

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Medium

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Demi

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AvantGarde EF - Demi

## Titres et sous-titres

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  
0123456789-/:àé\$€\*@#

AvantGarde EF - Book

## Corps de texte

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  
0123456789-/:àé\$€\*@#

AvantGarde EF - Medium

## Mots-clé et chiffres

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# Photographie

## Règles

### Sujets sain

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### Tonalité de base

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### Tons naturels

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# Iconographie

## Règles

### Sujets sain

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### Tons naturels

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# Pictogrammes

La gamme

## Couleur

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## Épaisseur du trait

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## Utilisation

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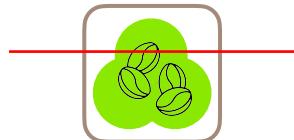


# Pictogrammes

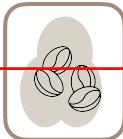
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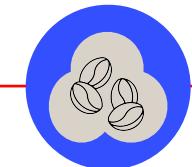
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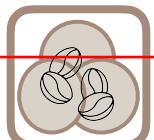
Ne pas changer la couleur



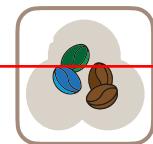
Ne pas déformer



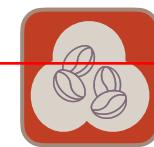
Ne pas placer sur une forme



Ne pas changer l'épaisseur



Ne pas remplir



Ne pas rajouter de couleur

# PARFUMS

## Règles

### Sain

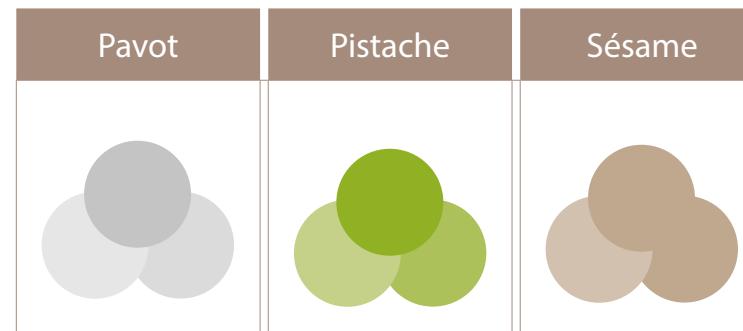
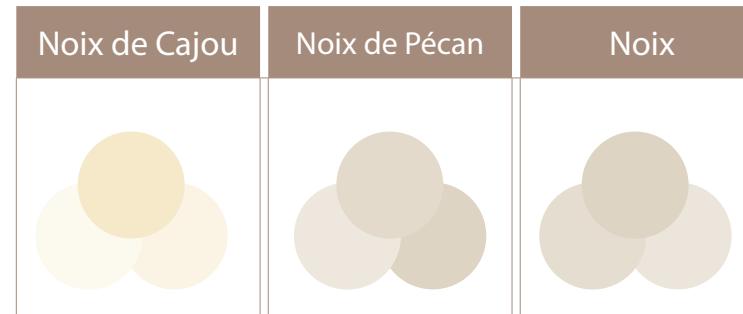
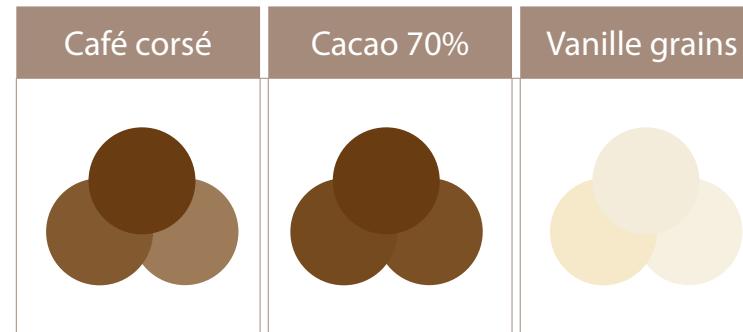
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### Naturels

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### Neutres

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# Application

## Exemples

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The collage consists of three main sections:

- Top Left:** Three stacked paper cups of ice cream. The top cup is brown with a white umbrella and bicycle logo, the middle is dark brown, and the bottom is green. Each cup has the words "ice cream" written vertically on it. Below this image is a placeholder text block: "Lorem ipsum dolor sit amet, consectetur adipiscing elit."
- Bottom Left:** A tablet device showing a digital version of the same branding on its screen. The screen displays the "ice cream" logo, a QR code, and the text "via parisi". Below this image is another placeholder text block: "Lorem ipsum dolor sit amet, consectetur adipiscing elit."
- Right Side:** A promotional graphic for "Notre carte au parfum de rêves glacés". It features a stack of three cups (brown, dark brown, green) and a small icon of a bicycle under an umbrella. The text "Spécial Série aux graines à mélanger sans modération" is displayed above a grid of nine smaller images, each representing a different grain flavor: Café corsé, Cacao 70%, Vanille grains, Noix de Cajou, Noix de Pécan, Noix, Pavot, Pistache, and Sésame.



Contact

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