1.3 LOGOTYPE

Minimum size

Use of the logotype on white background

Colored versions are to be used on a white background



Minimal size has been defined on the total width of the logotype:

Logo on 1 line: 15 mm

(Brand without signature - Regional and Specialized Banks with name - Subsidiaries)

Logo on 2 lines or 3 lines: 20 mm

(Brand with signature - Regional and Specialized Banks with name and/or signature)



DEPENDING ON THE REPRODUCTION PROCESS AND TECHNICAL CONSTRAINTS, IT MAY BE NECESSARY TO INCREASE THIS MINIMUM SIZE (E.G. IN OBJECT MARKING). THESE RULES ALSO APPLY TO LOGOS WITH THE NAME OF THE ENTITY.

1.4 LOGOTYPE

Standard size of the logotype



A4 vertical and horizontal: logotype height = 16 mm

1.5 LOGOTYPE

Protection zone

Care should be taken to respect the defined protection zone around the logotype to ensure its visibility in a disturbed environment or to place it at a safe distance from the edge of a document.

The **protection zone** is equal to half the height of the logotype square (1/2 L) and must always surround the logotype.

No graphic elements should appear in this area.





1.6 LOGOTYPE

General use

The Groupama logo without a white rectangle can be applied to plain, lightcoloured backgrounds with little visual disturbance.

Use on white background

Colored version on white background



Use on a dark background

White logo on dark background



Use on a white background

Black logo on white background



Use on light-coloured background with little disturbance

Groupama logotype without a white rectangle can be applied to plain or photographic backgrounds with little disturbance.



Colored logo on light colored background



Color logo with white rectangle on dark plain background



1.10 LOGOTYPE

Colorimetric variants

Logo colour scheme. These three colours play a key role in communicating the brand's attributes. The specifications of these colours are described on the right.



HEX #2A6654 RGB 42, 102, 84 CMYK 100, 30, 75, 30 Pantone® 336 C

ORANGE

HEX #CB521C RGB 203, 82, 28 CMYK 0, 80, 94, 0 Pantone® 1665 C

SOFT GREEN HEX #C4D600

RGB 196, 214, 0 CMYK 30, 0, 100, 0 Pantone® 382 C

PRINTING

Depending on the media and their respective printing methods, the specific colours of the Groupama logo have appropriate references either in direct tone, four-colour process, RGB or hexadecimal.



THESE INDICATIONS CONCERN ALL THE LOGOS PRESENTED IN THIS GRAPHIC GUIDELINE. WHOSE STRUCTURE IS IDENTICAL TO THE GROUPAMA BRAND LOGO.

Don't

Change in colour



Distortion of the logo







Groupama



Modified structure











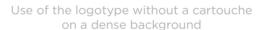


Groupama



Protection zone not respected











At lacest vit in cumquame velendi odipitiostem vel exceri dolores si utestus, te veribusamet porrum doluptamet veliciatur, conet voluptat.





The green block and the name Groupama must not be dissociated



Lorem ipsum em dolores

