

Graphic Charter

Calypso

Original Logotype

Calyпсо

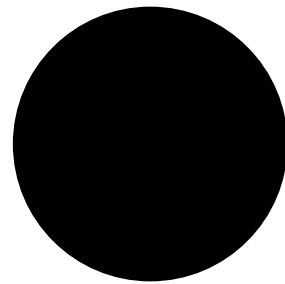
The logotype is composed of several inseparable elements that cannot be modified, moved or altered.

The proportions and composition of these elements are unchangeable.

The logotype, as it is defined, is applied on all the supports in the respect of its proportions, colors and rules.

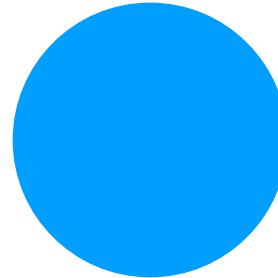
The logotype is preferably **and primarily** applied in its institutional colors. However, depending on the application or printing method, it is possible to use the logotype in monochrome.

Colors



Pantone Black
C0 M0 J0 N100
R0 V0 B0
#000000

Pantone 299
C100 M10 J0 N0
R0 V158 B255
0095db

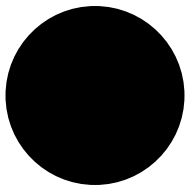
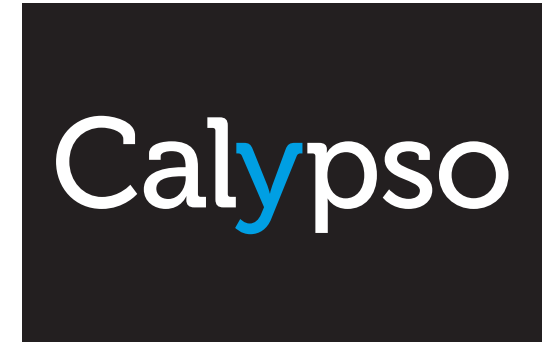


The logotype is composed of 2 distinct colors referenced above.

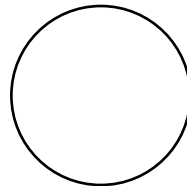
Nevertheless, the colors can be adapted in order to be closer to the Pantone colors.

Colors

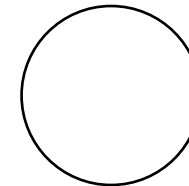
Calypso



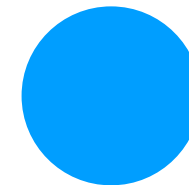
Pantone Black
C0 M0 J0 N100
R0 V0 B0
000000



C0 M0 J0 N0
R255 V255 B255
FFFFFFFF



C0 M0 J0 N0
R255 V255 B255
FFFFFFFF



Pantone 299
C100 M10 J0 N0
R0 V158 B255
009EFF

There are only 3 color variations of the logotype (black, white, white and blue)

The use of these versions is authorized only on the supports where it is not possible to use the original logotype, for esthetical, technical or manufacturing cost reasons.

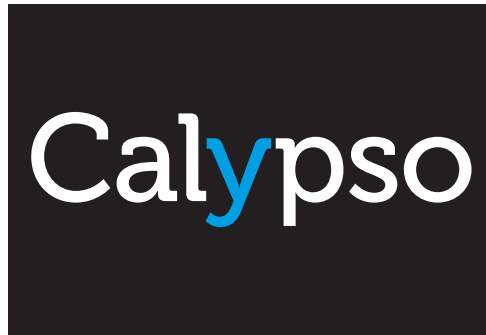
Use of the logotype

on all supports



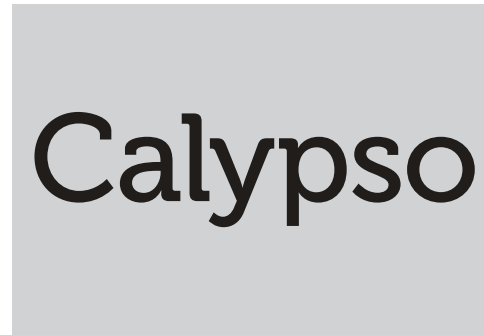
Calypso

Two-tone black and blue logo
when on a white background



Calypso

Two-tone white and blue logo
when on a black or dark
background



Calypso

Black logo when on a light
background



Calypso

White logo when on a dark or
colored background

The readability of the logo must take priority over the choice of reproduction. It must remain visible, legible, identifiable and without graphic conflict with other elements of the support.

Use of the logotype

Examples



Not allowed

Calyps 

Calyps 

Calyps 

Calyps 

Calyps 

Colors modification : **NOT ALLOWED**

Change in proportions/arrangements : **NOT ALLOWED**

All interpretations or modifications (colors, proportions, effects...) of the logotype are forbidden.