

GRAPHIC DESIGN CHARTER

The
Accros
du
Peignoir



Tradem

The pitch

They have visited any number of spas. They are now completely “hooked” and go everywhere in their bathrobe. Whether in the spa centre, back in their own home or in any manner of real-life situations, however incongruous and eyebrow raising, these individuals find themselves caught in the heavenly spiral of the bathrobe. Step-by-step, the phenomenon is set to cast its spell, rolling out like a “wave of wellness”, becoming the recognised emblem of thermal spas in the Massif central.



Approach

Shared trademark

The shared trademark defines and codifies a common language that helps to bring out its full personality.

It is available to all stakeholders who wish to participate in its promotion. It acts as a “flag bearer” that federates stakeholders around a common identity so that the adopted strategy becomes part of the mindset of our target client bases.

Tools

This open-access, fully customisable toolbox lets stakeholders explore all the possibilities for integrating components of the trademark into their pre-existing communications channels and charters, thus making the most of the opportunity.

Advantages

By their actions, stakeholders can actively help to foster recognition of the trademark and promote the positive, offbeat image of the “Accros du Peignoir”. Widespread promotion of the “Les Accros du Peignoir” trademark will boost its visibility and strengthen its reputation, thus paving the way for the creation of an “Accros du Peignoir” community.



Logotyp

Four-colour printing:



Single-colour printing:



Knockout:



Four-colour printing:

Cyan = 0% - Magenta = 25% - Yellow = 100%
Black = 30%



Four-colour printing:

Cyan = 100 % - Magenta = 60% -
Yellow = 30 % Black = 65 %



RGB:

Red = 193 - Green = 152 - Blue = 0



RGB:

Red = 0 - Green = 44 - Blue = 67

Logo + base line “Certified by lesaccrosdupeignoir.com”

Four-colour printing:



Logo + geographical base line



MASSIF
CENTRAL
. Vichy



MASSIF CENTRAL
. Saint-Laurent-les-Bains.

Typographics

FONTS:

Avenir Next Condensed - Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Next Condensed - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Next Condensed - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Avenir Next Condensed - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Avenir Next Condensed - Heavy

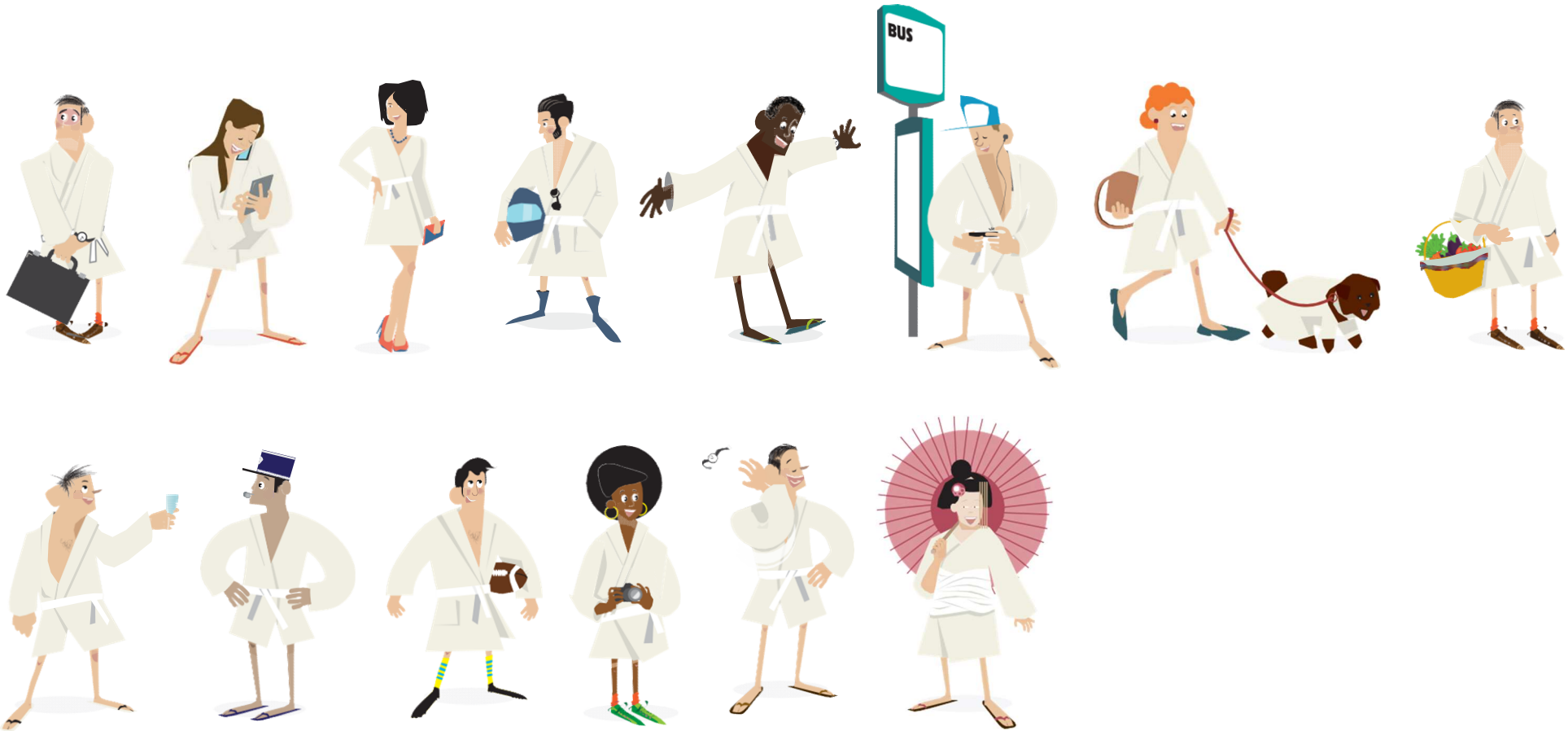
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

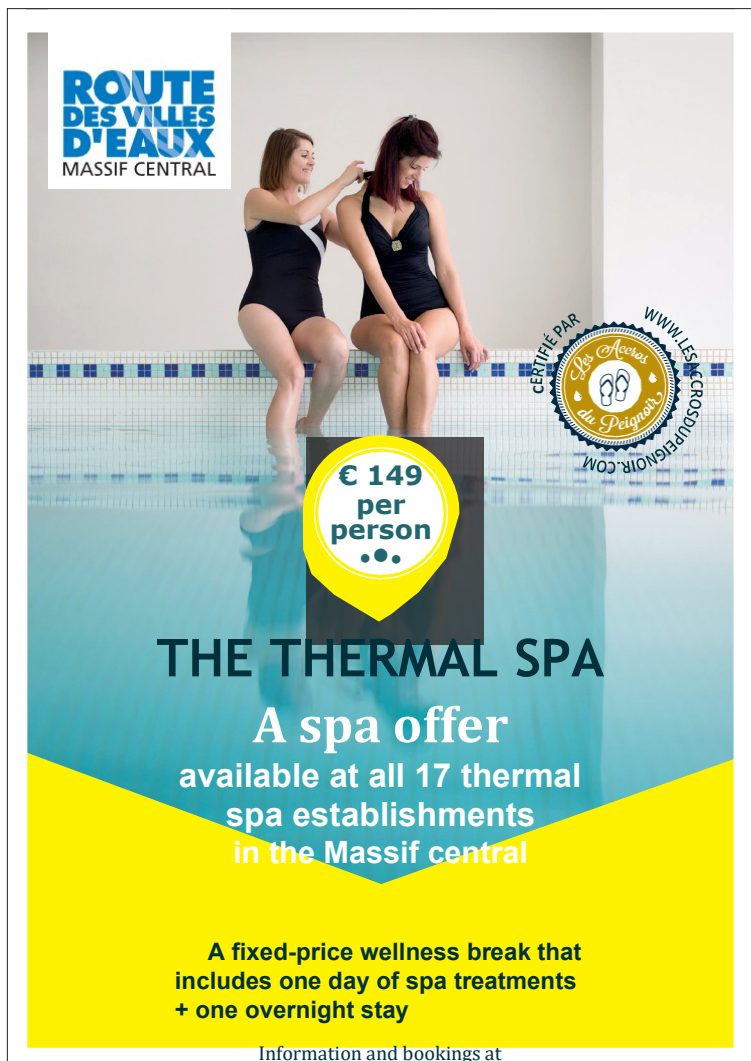
Characters

The characters help to extend the trademark's identity.



Use

Examples:



**ROUTE
DES VILLES
D'EAUX**
MASSIF CENTRAL

€ 149
per
person
...

THE THERMAL SPA
A spa offer
available at all 17 thermal
spa establishments
in the Massif central

A fixed-price wellness break that
includes one day of spa treatments
+ one overnight stay

Information and bookings at

CERTIFIÉ PAR
Des Arcs
du Peignoir
WWW.LES-CROSDUPESIGNOR.COM



MAY AND JUNE 2018
SPRINGTIME THERMAL SPA TREATMENTS
IN AUVERGNE

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try out

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pour 30€**
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DU PEIGNOIR