



accting

Graphic Charter.

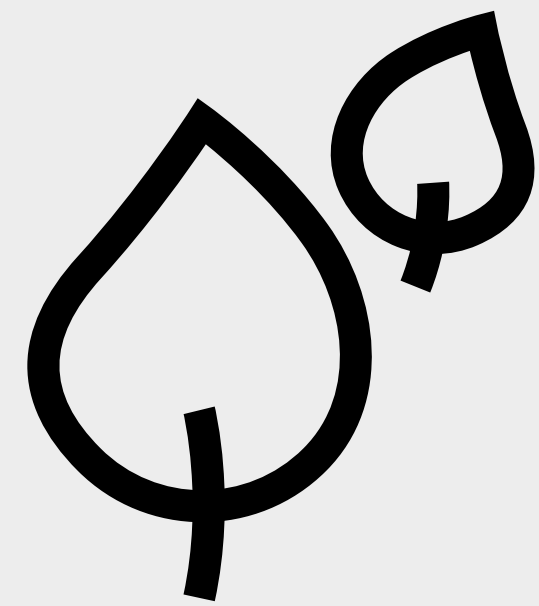
MARCH 2022



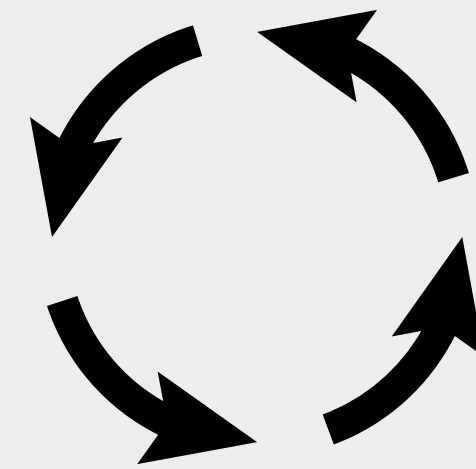
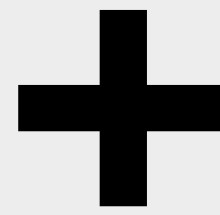


PART 1

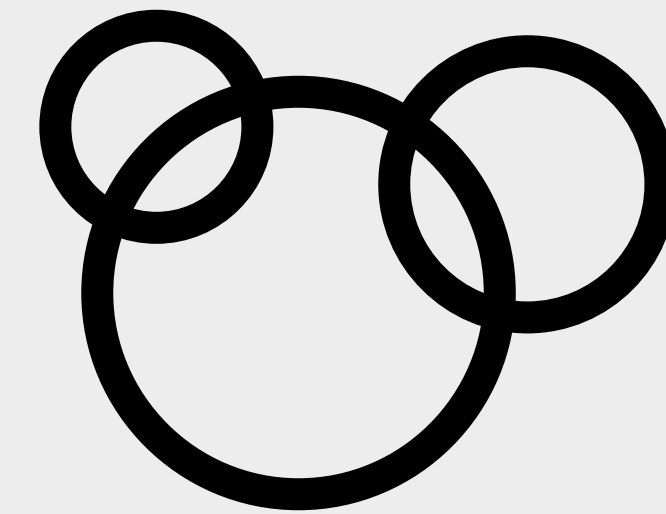
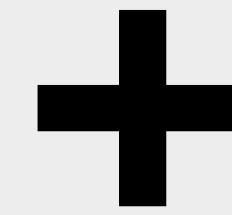
Logotype.



Green Deal
Ecology



Movement
Sustainability



Inclusivity
Crossing data

— MAIN LOGO VERSION: GREEN BACKGROUND



accting

— MAIN LOGO VERSION: WHITE BACKGROUND



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AdvanCing behavioural
Change Through
an INclusive Green deal



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AdvanCing behavioural
Change Through
an INclusive Green deal



LOGO GUIDELINES

The logo must always keep:

- Its **linearity**
- Its **proportions**
- Its **disposition**

It is allowed to **isolate the elements** but forbidden to assemble them without **keeping the properties** original planned in the design.



SECONDARY VERSIONS

Secondary versions of the logo may only be used on media where the main versions of the logo are already in use.

— EXAMPLES OF PROHIBITTED VARIATIONS



– PERMITTED COMBINATIONS ON A PHOTOGRAPHIC BACKGROUND

Sufficient contrast is important for the logo to stand out correctly in an image.





LOGO PROTECTION ZONE

The logo should always keep a protection zone around it, when inserting on any support.

This protection zone corresponds to the **height of the letter « a »**.



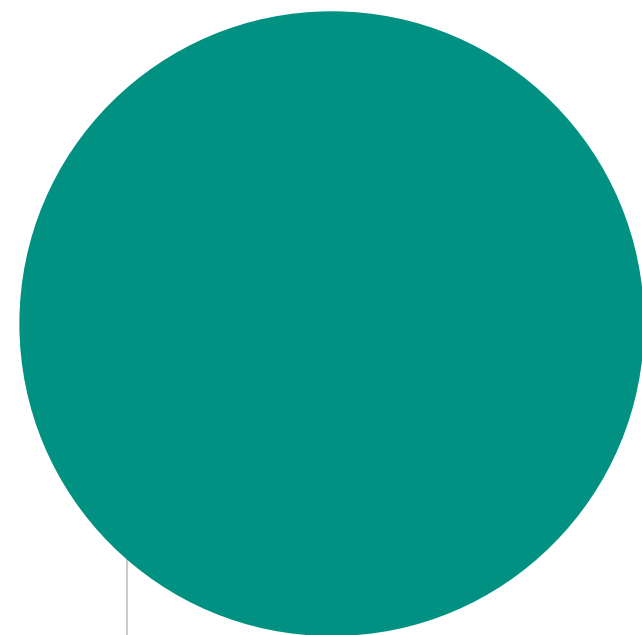
LOGO MINIMAL SIZE

The logo should never be printed with a size smaller than 30mm.



PART 2

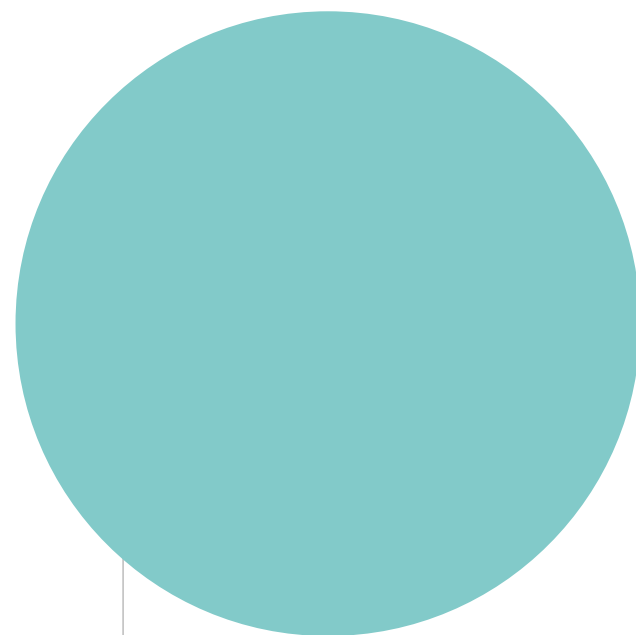
Colours.



R 0
G 145
B 130

C 94
M 13
Y 57
K 1

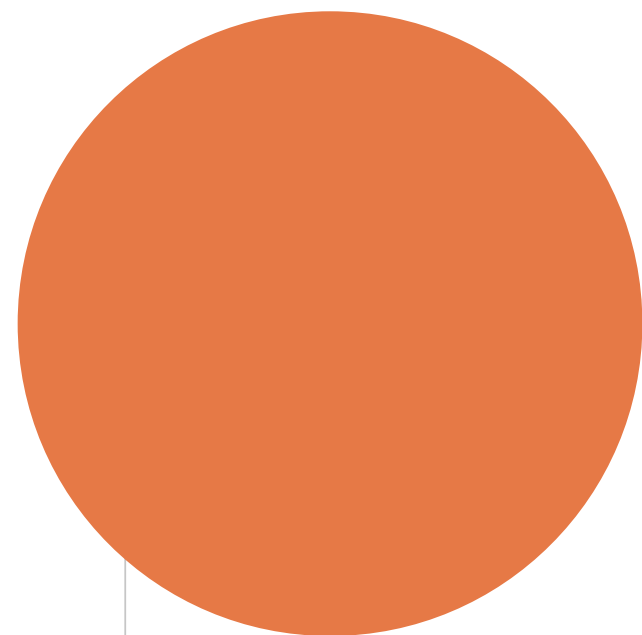
#009182



R 130
G 202
B 201

C 52
M 0
Y 25
K 0

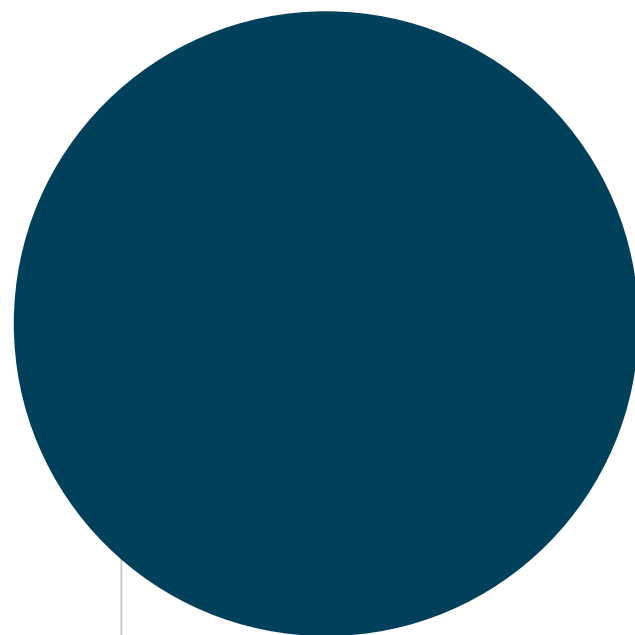
#82cac9



R 230
G 121
B 71

C 6
M 62
Y 75
K 0

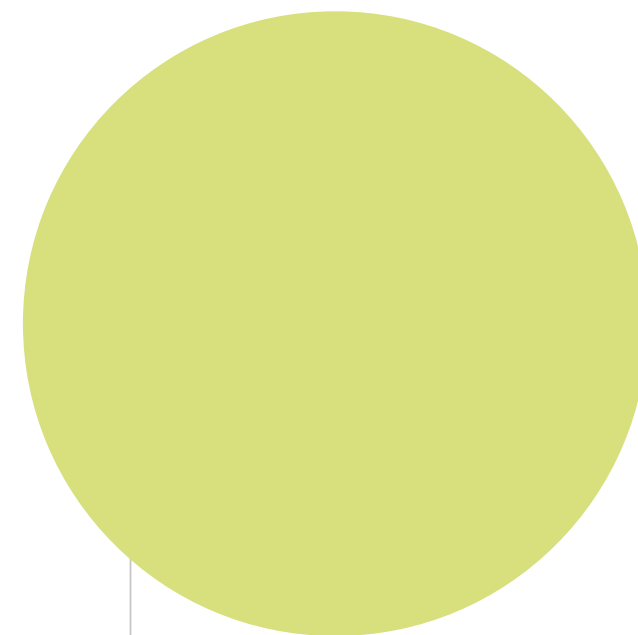
#e67947



R 0
G 64
B 90

C 100
M 68
Y 43
K 31

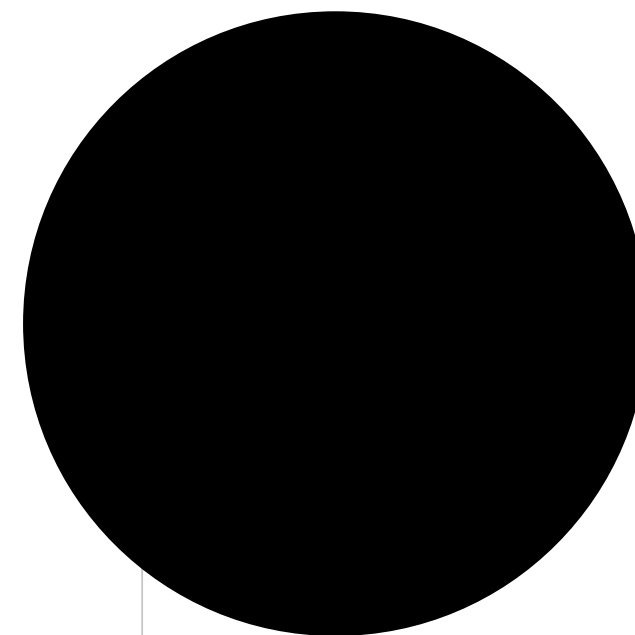
#00405a



R 215
G 224
B 124

C 22
M 0
Y 63
K 0

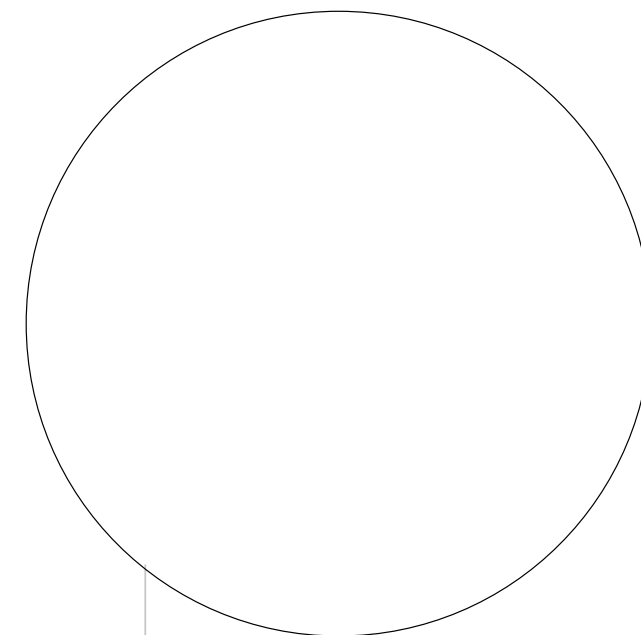
#d7e07c



R 0
G 0
B 0

C 0
M 0
Y 0
K 100

#000000



R 255
G 255
B 255

C 0
M 0
Y 0
K 0

#ffffff



PART 3

Fonts.

FONTS

The font associated with Accting is **DM Sans** which is available on Google Fonts.

DM Sans can be replaced by **Helvetica** (on Mac) or **Arial** (on PC) on Microsoft Office or equivalent.

DM Sans Regular

DM Sans Italic

DM Sans Medium

DM Sans Medium Italic

DM Sans Bold

DM Sans Bold Italic

**This is
a title**

DM SANS BOLD

This is a subtitle

DM SANS MEDIUM

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
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

DM SANS REGULAR

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.

Ut enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex
ea commodo consequat. Duis aute irure dolor
in reprehenderit in voluptate velit esse cillum
dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non
proident, sunt in culpa qui officia deserunt
mollit anim id est laborum.

DM SANS REGULAR – LONG TEXTS

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
0 1 2 3 4 5 6 7 8 9 > ? ! . , : @ & +

ARIAL BOLD

PC + MAC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789>?!.,:@&+

ARIAL REGULAR

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789>?!.,:@&+*

ARIAL ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789>?!.,:@&+**

ARIAL BOLD

PC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789>?!.,:@&+

HELVETICA REGULAR

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789>?!.,:@&+*

HELVETICA ITALIC

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789>?!.,:@&+**

HELVETICA BOLD

MAC



This charter was made by
www.benjung.com