

51 FRANCE BRAND IDENTITY

HORIZONTAL LOGO

51 FRANCE

51 FRANCE

VERTICAL LOGO

51
FRANCE

51
FRANCE

EMBLEM



TYPEFACES

RUNALTO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

RALEWAY SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

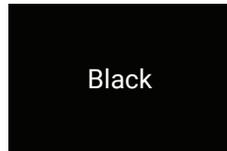
SABON LT PRO ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Orn. Sheffield Pro
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890

COLOR PALETTE

MAIN



Black

C75 M68 Y67 K90
R0 G0 B0
Hex #000000



White

C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

SECONDARY



Rose Taupe

PANTONE 4041C
C43 M60 Y58 K22
R129 G94 B88
Hex #815E58



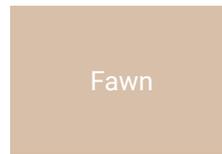
Rose Quartz

PANTONE 4086 C
C27 M34 Y29 K0
R188 G165 B165
Hex #BCA5A5



Chamoisee

PANTONE 2318 C
C31 M53 Y78 K21
R164 G116 B73
Hex #A47449



Fawn

PANTONE 2310 C
C15 M23 Y32 K0
R217 G192 B169
Hex #D9C0A9



Isabelline

PANTONE 2310 C 20%
C2 M3 Y6 K0
R246 G241 B235
HEX #F6F1EB