



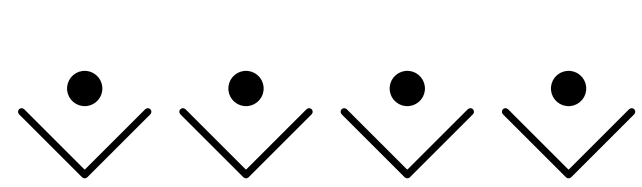
DESIGN GUIDE

LOGOTYPE

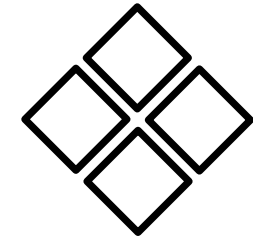
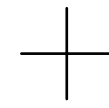
01



01 - SYMBOL EXPLANATION

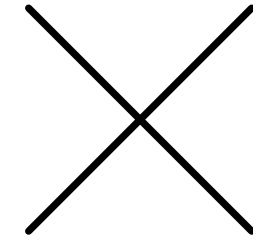
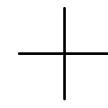


**People  
Community**

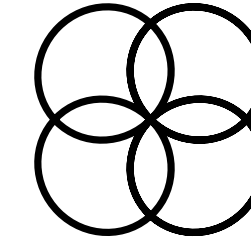
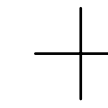


**Municipality**

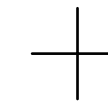
Represents municipal workplaces and reference to city emblem



**Intersectionality**



**Diversity  
Inclusion**



**Equality**



## 01 - FIRST LOGO PRIMARY VERSIONS

On a white background : purple & colors version.



On a purple background : white & colors version.



Any other combinations of these versions are prohibited.

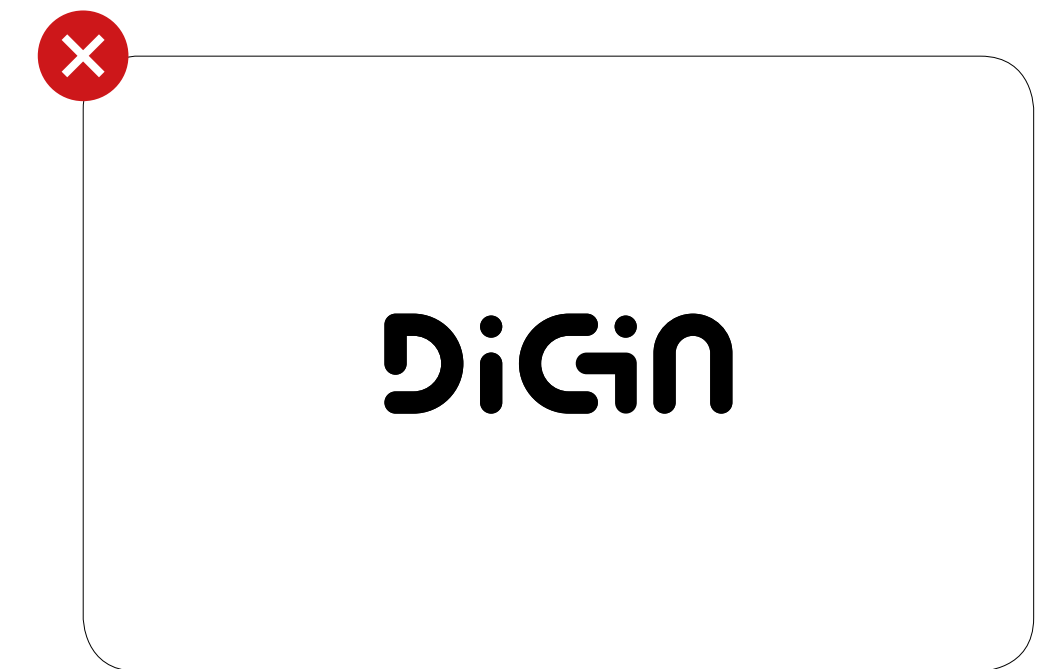
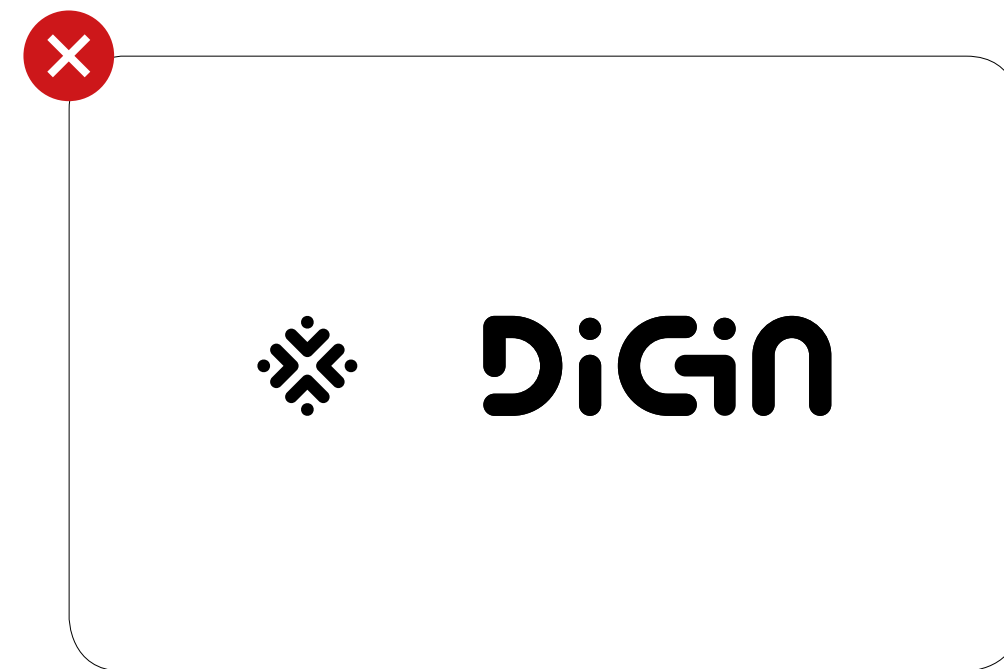
## 01 - FIRST LOGO SECONDARY VERSIONS



These color options may be used only for ... (communication content for networks ?)  
Any other color variations of the logo are prohibited.

This black option may be used only for ... (documents intended to be printed in black and white ?)

01 - LOGOS PROHIBITED VARIATIONS





## 01 - PERMITTED COMBINATIONS ON A PHOTOGRAPHIC BACKGROUND



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



The color version of the logo should never be used on a photographic background, unless the background is very light and the contrast is important.



COLORS

02

## 02 - COLOR PALETTE

**PRIMARY COLOR**

**PURPLE**

#522154

RGB : 82, 33, 84

CMJN : 68, 100, 30, 28

**SECONDARY COLOR**

**SALMON PINK**

#FA5782

RGB : 250, 87, 130

CMJN : 0, 78, 22, 0

**SECONDARY COLOR**

**YELLOW**

#FFBD00

RGB : 255, 189, 0

CMJN : 0, 32, 96, 0

**SECONDARY COLOR**

**TURQUOISE**

#69DEC9

RGB : 105, 222, 201

CMJN : 71, 0, 35, 0

## 02 - FONT COLOR COMBINATIONS

**WHITE ON PURPLE**

**WHITE ON PINK**

**PURPLE ON YELLOW**

**PURPLE ON TURQUOISE**

**PURPLE ON WHITE**

**PINK ON PURPLE**

**YELLOW ON PURPLE**

**TURQUOISE ON PURPLE**

Any other font color combinations are prohibited.

TYPOGRAPHY

03

HEADLINES - NUMBERS

AA

**Arial Rounded**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

TITLES - SUBTITLES - TEXTS

Aa

**Century Gothic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

01

THIS IS A HEADLINE

THIS IS A TITLE

This is a subtitle

This is a text. Atus repudam enihili tassinum sit asped utaspie ndererr orioria prerit in porpore pro ese corpor alit eos serrorem ius ex eaquatur. Di int molumquo velicitia apieni dolupta vellest arum doloriam exceserum aut la iniscipsunto mi, qui nobita