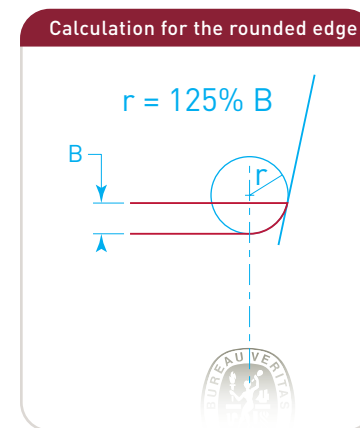
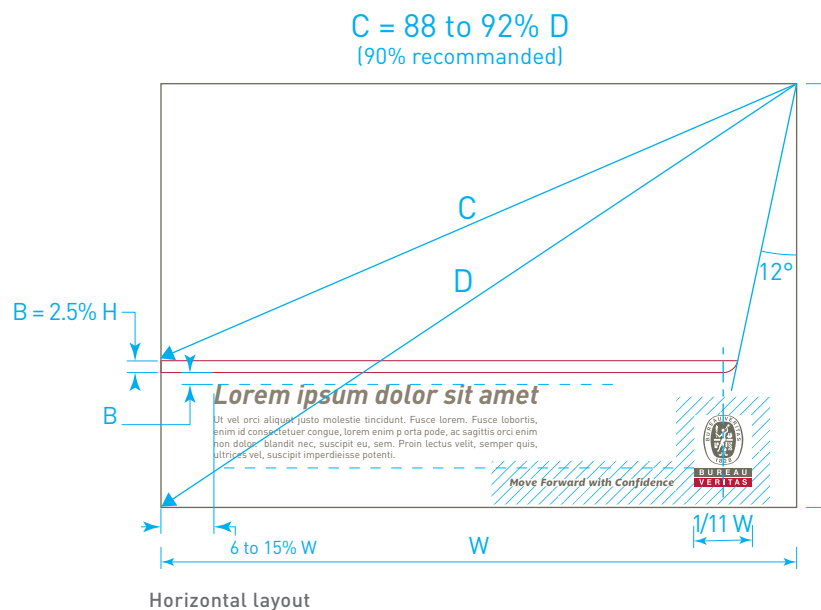
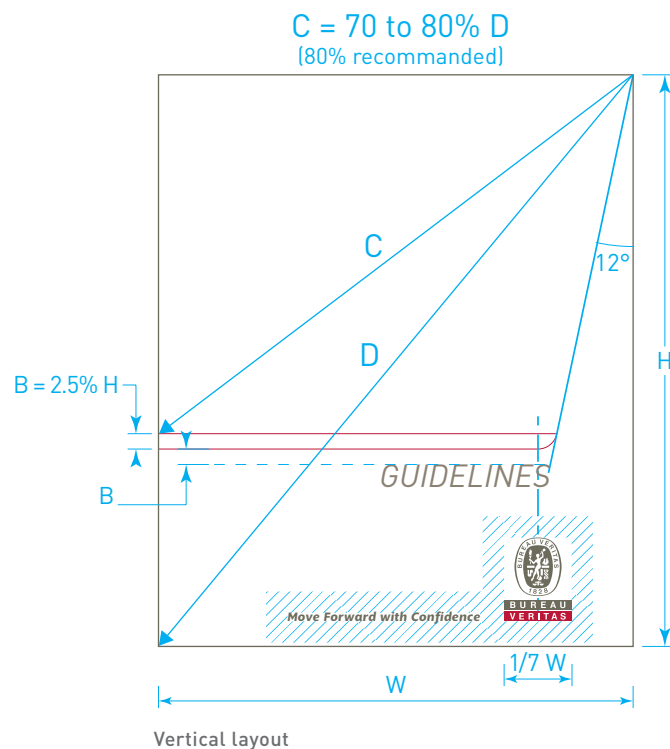


COVER PAGE AND SINGLE PAGE CONSTRUCTION



The center of the seal is aligned with the rounded edge

The visual is placed first. Its height depends on the format:

- For a **vertical format**, the visual diagonal (C) is equivalent to 70 to 80% of the document diagonal (D). The recommended value is 80% ; it is possible to reduce this for narrow formats or to leave more room for the title.

- For a **horizontal format**, the visual diagonal (C) is equivalent to 90% (recommended) of the document diagonal (D), a latitude of 88 to 92% will allow for all cases.

The visual's dynamic angle is always 12° and is systematically measured from the upper right corner of the document.

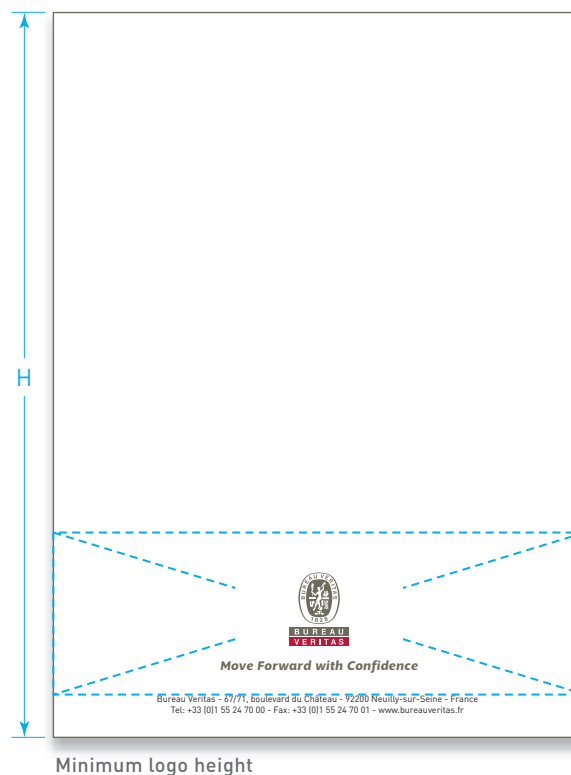
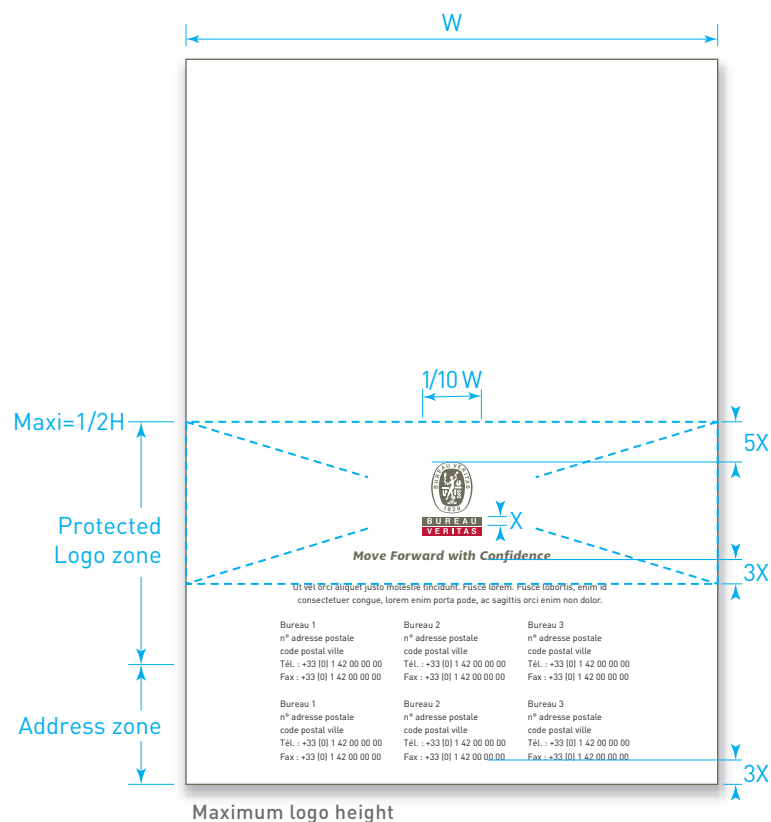
The height of the red line (B) corresponds to 2.5% of the document height (H). The radius for the rounded edge (r) depends on the height of the red line. The logo is placed directly in line with the rounded edge: the center of the seal is aligned with the rounded edge.

The space between the red line and the title is equal to the height of the red line.

Titles can be written in capital letters or small case. Their size and position can be adjusted according to their length, always ensuring that the logo is left clear (see chapter "Brand Elements" concerning the protected zones).

Model formats are available on digital supports, see the end of this Graphic Guideline document.

BACK COVER



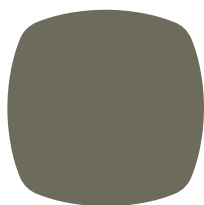
Every back cover is constructed in the same way:

- Use of logo with centered tagline.
- The logo width is 1/10th of the document, it is positioned at $3X$ above the address (its height varies according to the size of the address).
- The address is written in DIN Regular, centered under the logo, and is positioned at $3X$ at the bottom of the page. For multiple addresses several columns can be used, in such cases the addresses are aligned to the left.

- The top of the protected logo zone is, at maximum, the middle of the page, In some cases, it may be necessary to reduce the address size.

The upper half of the page should remain blank. However, for a four page document, it is possible to continue the content on the upper half of the back page, while respecting a minimum area equivalent to $5X$ above the logo. The guidelines for the inside pages apply to this content. (see pages 41 and 42).

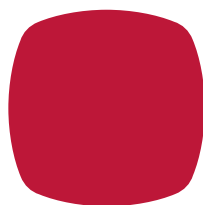
PAGE LAYOUT COLORS



Pantone® 404 C
C0 M0 Y20 K70
R104 G102 B92
T50° S12% L41%
L43 a0 b7
HTML 68655C
RAL 7006

Priority use:

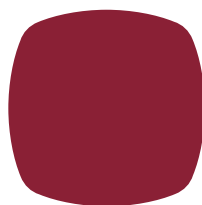
- Text
- Banner insert
- Isolated insert



Pantone® 200 C
C10 M100 Y75 K15
R176 G0 B45
T345° S100% L69%
L44 a69 b41
HTML B0002D
RAL 3020

Priority use:

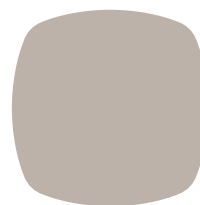
- Red line
- Title / sub-title



Pantone® 202 C
C40 M100 Y80 K20
R130 G36 B51
T350° S72% L51%
L34 a50 b23
HTML 822433
RAL 3011

Priority use:

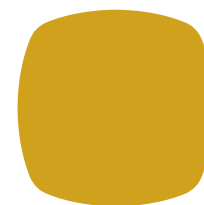
- Banner insert
- Isolated insert



Pantone® Warm Gray 4 C
C0 M7 Y10 K30
R183 G177 B169
T34° S8% L72%
L73 a2 b5
HTML B7B1A9
RAL DESIGN 0607005

Priority use:

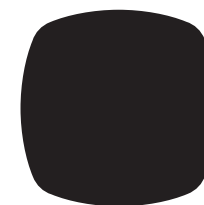
- Banner insert
- Isolated insert



Pantone® 117 C
C10 M30 Y100 K10
R199 G153 B0
T46° S100% L78%
L68 a16 b78
HTML C79900
RAL 1005

Priority use:

- Isolated insert



Pantone® Black C
C0 M0 Y0 K100
R0 G0 B0
T0° S0% L12%
L8 a0 b0
HTML 1E1E1E

Priority use:

- Text

The layout colors employ the logo colors (grey Pantone® 404 C and red Pantone® 200 C). Burgundy Pantone® 202 C and pale grey Pantone® Warm Gray C are in the same color range. Gold Pantone® 117 C contrasts, ensuring that important inserts stand out. Black is used exclusively for text.

No other color may be employed for page layout elements. It is advised to use no more than three colors on the same document (excluding black or grey for the text). The aim is to ensure that the brand is clearly recognized, remains elegant and that visuals and charts stand out well.

N.B.: the values indicated are for printing on white coated photo paper, adaptation may be necessary depending on the application.