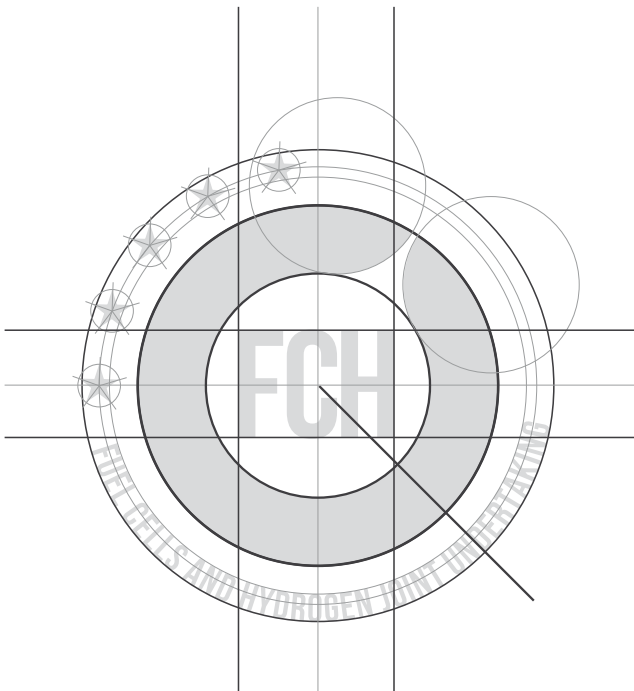


# 02

## LOGOTYPE Presentation and Architecture of the logotype



The FCH logotype is made up of 4 elements: the typography, the symbol of a drop inside a circle, 5 stars representing Europe and a tag line in English. The logotype is identifiable by its typography and its unique symbol created specifically for the brand. It cannot be modified. To increase its visibility, the logotype should be used in colour...



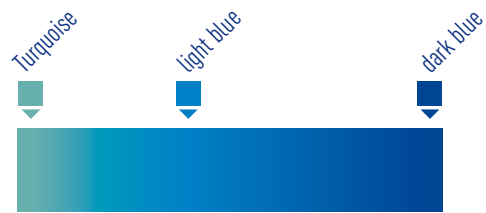
The graphical base of the logotype is made up of concentric circles. The elements are arranged around the 3 letters FCH. The tag line and the stars are placed on the external circles giving the appearance that they rotate around the symbol.



# 02 LOGOTYPE Colour version



Colour scale composition:



The gradient angle is 45° with Turquoise at the top left, next to the stars, fading to Dark blue at the bottom right.

**Azure Blue**  
Pantone Process Blue C  
C 100% - M 30% - Y 0% - K 0%  
R 0 - V 129 - B 199  
# 0081c7

**Navy Blue**  
Pantone 7687 C  
C 100% - M 80% - Y 0% - K 0%  
R 0 - V 68 - B 148  
# 004494

**Turquoise**  
Pantone 7472 C  
C 62% - M 12% - Y 33% - K 0%  
R 61 - V 167 - B 171  
# 3da7ab

**Yellow**  
Pantone 102C  
C 0% - M 0% - Y 100% - K 0%  
R 255 - V 237 - B 0  
# ffed00

# 02

## LOGOTYPE Monochrome version

The monochrome version of the logotype should only be used when faced with technical constraints. In this case, the monochrome version in blue Pantone 7687 C 100% or black 100% would be preferable. A white monochrome version of the logotype can also be used.



 **Navy Blue**  
Pantone 7687 C



 **Black**  
Pantone Neutral Black C N 100%



 **White**  
Only on a dark background



# 02

## LOGOTYPE Protection zone

In order to ensure the readability of the logotype, a protected space has been defined in which no graphic or typographical elements can be placed.

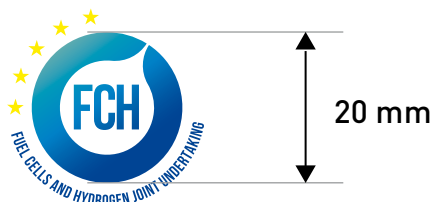
The protection zone corresponds with the height of the letters FCH.



# 02

## LOGOTYPE Minimum size

The minimum size for the logotype when used with the tag line is 18 mm in diameter for the circle. Any less than this, then the logotype should be used without the tag line. In this case, the minimum size for the logotype is 10 mm in diameter.



The logotype with tag line should be used for diameters greater than or equal to 20 mm.



Below 20 mm in diameter, the logotype without tag line should be used. The minimum size is 10 mm in diameter.



# 02

## LOGOTYPE Rules for use on a background

On a dark background (solid colour or visual) the white monochrome version of the FCH logotype should be used to allow optimum contrast and ensure its readability. On a light or white background, the colour version of the logotype can be used. On a varied background, the logotype should be placed in a white circle (see source files).

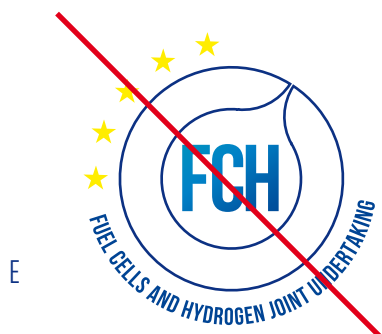


# 02

## LOGOTYPE Restrictions

Here are a few, non-exhaustive examples of restrictions of use for the FCH logotype.

A. do not deform the logotype / B. do not change the colours / C. do not change the typography / D. do not use shading / E. do not use only an outline / F. do not change the colour fade.



# 02 LOGOTYPE Restrictions

G. do not delete elements / H. do not rotate /  
I. do not reposition elements / J K L. do not use inappropriate backgrounds

