

# Charte Graphique Mathieu Pezeril





# TABLE DES MATIERES

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**MOODBOARD**

**5**

**VALEURS**

**5**

**CROQUIS**

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**CARTE DE VISITE AVEC LOGO**

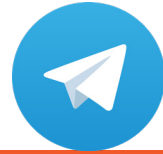
**8**

**BRANDING**

**9**







# Salt.

# CONCURRENCE



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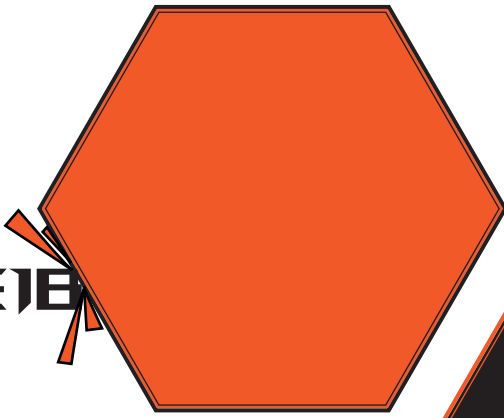
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Wild Communication

# SWISSPER *Social & Media*

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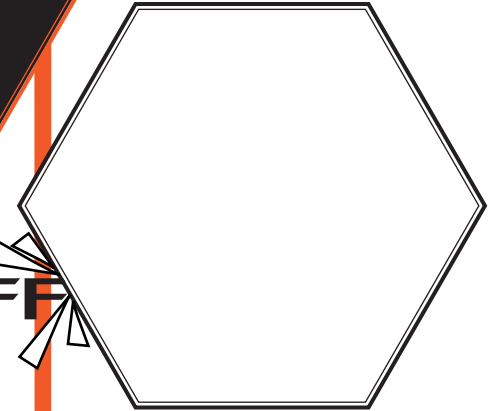


MOODBOARD

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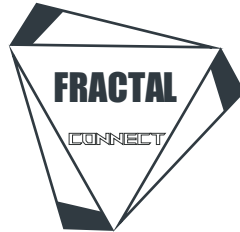
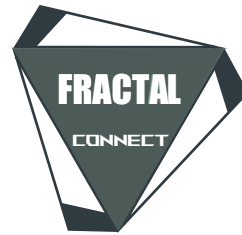
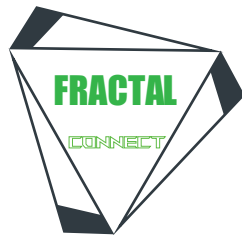
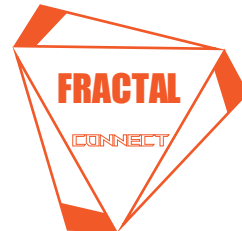
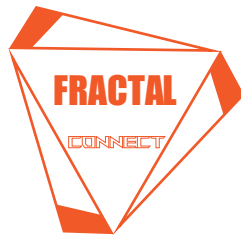
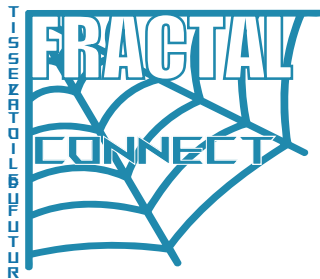
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**VALEURS**

**Innovation**

**Transparence**

**Fiabilité**



**CROQUIS**



**VERSION FINALE PROPOSEES**



# VERSION FINALE RETENUE

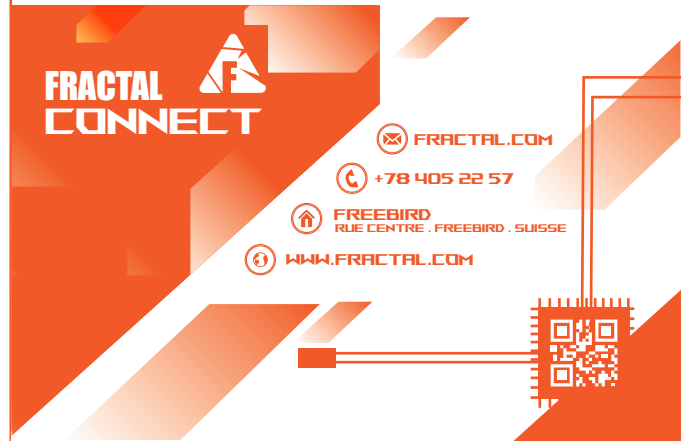


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## VERSIONS DERIVEES



# CARTE DE VISITE AVEC LOGO



# TYPOGRAPHIES

**ROG FONTS**  
HELLO WORLD THIS  
PRODUCT WAS THE  
BEST EVER SEEN

**Impact**  
Hello world this product was  
the best ever seen

Helvetica Neue (OTF)  
Hello world this product  
was the best ever seen

