

The Objectif Lune logo has a capital «O» and a capital «L» in gold and all the other letters are black. Monochrome versions also exist as well as a negative version.

It must appear on all printed collaterals including flyers, brochures, advertisements posters, signs, packaging and anything that contains a product logo.

It doesn't include a moon and shouldn't be distorted, put in italic or used with a drop shadow.

The logo consists of the words "OBJECTIF" and "LUNE" in a bold, uppercase, sans-serif font. The letter "O" in "OBJECTIF" and the letter "L" in "LUNE" are colored gold, while all other letters are black. There is a significant space between the two words.

OBJECTIF LUNE


Our colors

- 1 Logo colors.
- 2 Primary colors.
- 3 Text colors.
- 4 Web colors.


1

OBJECTIF LUNE

Classic logo


 **Pantone 1245**

rgb 207-161-15
cmyk 0-27-100-18
html CFA800

 **Black**


rgb 0-0-0
cmyk 0-0-0-100
html 000000

Negative logo


 **White**

rgb 255-255-255
cmyk 0-0-0-0
html ffffff


Gray logo

 **Pantone 424**

rgb 106-109-109
cmyk 70-59-60-00
html 696D6C


 **Pantone 446**

rgb 63-68-68
cmyk 70-59-60-44
html 3F4444




2

Primary colors

 **Pantone 424**


rgb 106-109-109
cmyk 70-59-60-00
html 696D6C

 **Pantone 446**

rgb 63-68-68
cmyk 70-59-60-44
html 3F4444


4

Text colors 1

 **Pantone Cool Gray 10**

rgb 99-99-99
cmyk 40-30-20-66
html 636363


Text colors 2

 **Black**


rgb 0-0-0
cmyk 0-0-0-100
html 000000

3


Web colors

 **YELLOW**


rgb 245-235-54
html F5EB36

 **GRAY 1**

rgb 41-41-40
html 212020

 **GRAY 2**

rgb 33-32-32
html 292928

 **GRAY 3**

rgb 99-99-99
html 636363

How to use it

- 1 How to use it on white: the classic way.**
- 2 How to use it on a background color.**
Always use the negative logo in that case.
- 3 Web icon ONLY.**
This Objectif Lune Icon can be use for web profil or favorite icon.
- 4 Logo minimum and preferred size.**
- 5 Logo clearzone.**
Always leave the logo some space to breath.

File use

The logos are available in EPS, JPEG and PNG formats for both screen and print.



EPS files contain the master logo artwork and can be scaled to any size without loss of quality. They should be supplied/used wherever possible, when producing professional artwork for print or screen.



JPEG and PNG files should only be for print or screen but can not be enlarged. They should only be used on internally produced materials (Word, PowerPoint, etc).

1 OBJECTIF LUNE

2 OBJECTIF LUNE

3 OL™

4

OBJECTIF LUNE

5

OBJECTIF LUNE

← Minimum size 1 1/2 inches →

← Preferred size 2 3/4 inches →