

1.3 LOGOTYPE

Minimum size

Use of the logotype on white background

Colored versions are to be used on a white background



Groupama

Minimal size has been defined on the total width of the logotype:

Logo on 1 line: 15 mm

(Brand without signature – Regional and Specialized Banks with name – Subsidiaries)

Logo on 2 lines or 3 lines: 20 mm

(Brand with signature – Regional and Specialized Banks with name and/or signature)



DEPENDING ON THE REPRODUCTION PROCESS AND TECHNICAL CONSTRAINTS, IT MAY BE NECESSARY TO INCREASE THIS MINIMUM SIZE (E.G. IN OBJECT MARKING). THESE RULES ALSO APPLY TO LOGOS WITH THE NAME OF THE ENTITY.

1.4 LOGOTYPE

Standard size of the logotype



Groupama

A4 vertical and horizontal: logotype height = 16 mm



ALWAYS RESIZE THE LOGOTYPE IN A HOMOTHETIC WAY

1.5 LOGOTYPE

Protection zone

Care should be taken to respect the defined protection zone around the logotype to ensure its visibility in a disturbed environment or to place it at a safe distance from the edge of a document.

The **protection zone** is equal to half the height of the logotype square ($1/2 L$) and must always surround the logotype.

No graphic elements should appear in this area.



THESE RULES APPLY TO ALL VARIATIONS OF THE LOGOTYPE

1.6 LOGOTYPE

General use

The Groupama logo without a white rectangle can be applied to plain, **light-coloured** backgrounds with little visual disturbance.

Use on white background

Colored version on white background



Use on a dark background

White logo on dark background



Use on a white background

Black logo on white background



Use on light-coloured background with little disturbance

Groupama logotype without a white rectangle can be applied to plain or photographic backgrounds with little disturbance.



Colored logo on light colored background



Color logo with white rectangle on dark plain background



THESE RULES APPLY TO ALL VARIATIONS OF THE LOGOTYPE

1.10 LOGOTYPE

Colorimetric variants

Logo colour scheme. These three **colours play a key role** in communicating the brand's attributes. The specifications of these colours are described on the right.



GREEN

HEX #2A6654

RGB 42, 102, 84

CMYK 100, 30, 75, 30

Pantone® 336 C



ORANGE

HEX #CB521C

RGB 203, 82, 28

CMYK 0, 80, 94, 0

Pantone® 1665 C



SOFT GREEN

HEX #C4D600

RGB 196, 214, 0

CMYK 30, 0, 100, 0

Pantone® 382 C

PRINTING

Depending on the media and their respective printing methods, the specific colours of the Groupama logo have appropriate references either in direct tone, four-colour process, RGB or hexadecimal.



THESE INDICATIONS CONCERN ALL THE LOGOS PRESENTED IN THIS GRAPHIC GUIDELINE, WHOSE STRUCTURE IS IDENTICAL TO THE GROUPAMA BRAND LOGO.

1.12
LOGOTYPE

Don't

Change in colour



Ratios not respected



Distortion of the logo



Change in font



Modified structure



Non-compliant denomination setting



Protection zone not respected



Use of the logotype without a cartouche on a dense background



Use of the symbol without square



At lacest vit in cumquame velendi odipitiossem vel exceri dolores si utectus, te veribusamet porrum doluptamet veliciatur, conet voluptat.

The green block and the name Groupama must not be dissociated



Lorem ipsum em dolores

Groupama