



## Charte graphique

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avec la collaboration de Corinne Brunois



LOGO simple



LOGO avec baseline



# Composition du logo

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## Police logo + baseline :

TW CEN MT CONDENSED EXTRA BOLD

## Couleurs logo



**VERT CLAIR :**  
#C9DD05  
R: 201 V: 221 B: 5  
C: 26 M: 0 J: 100 N: 0

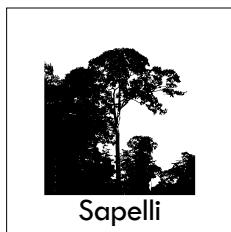


**VERT MOYEN :**  
#9EBD08  
R: 158 V: 189 B: 8  
C: 44 M: 8 J: 100 N: 0

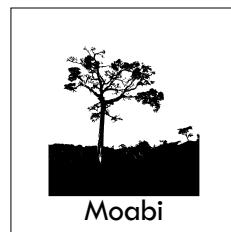


**VERT FONCÉ :**  
#719E0F  
R: 113 V: 158 B: 15  
C: 62 M: 19 J: 100 N: 3

## Éléments graphiques dans le logo :



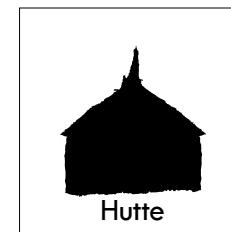
Sapelli



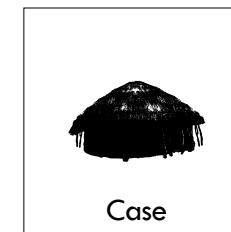
Moabi



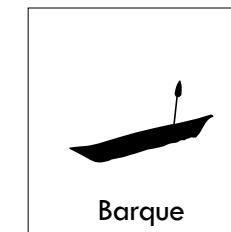
Végétation



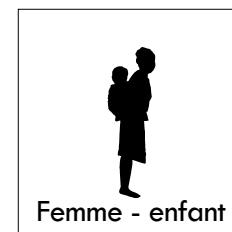
Hutte



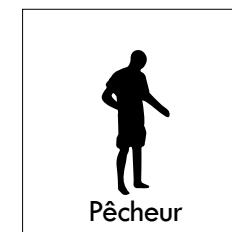
Case



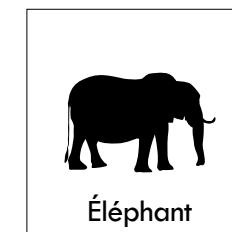
Barque



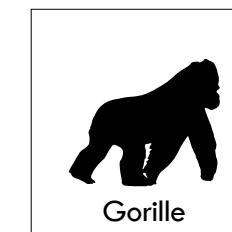
Femme - enfant



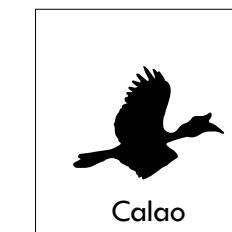
Pêcheur



Éléphant



Gorille



Calao

## Couleurs complémentaires



**ORANGE :**  
#eeab0b  
R: 238 V: 171 B: 11  
C: 6 M: 36 J: 96 N: 0



**BORDEAU :**  
#991923  
R: 153 V: 24 B: 35  
C: 26 M: 100 J: 84 N: 25



**MARRON :**  
#6e3326  
R: 110 V: 51 B: 38  
C: 35 M: 78 J: 77 N: 50

## Silhouette arbres



## Frise type wax avec éléments graphiques du logo



3,4x1cm



6x1,6cm



En dessous de 2cm  
et au-delà de 70cm,  
utiliser le logo.svg

14,5x4cm



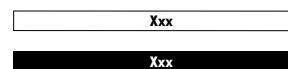
Logo seul



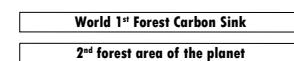
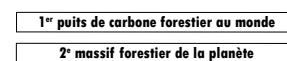
Logo avec baseline



Couleurs cartouche/texte



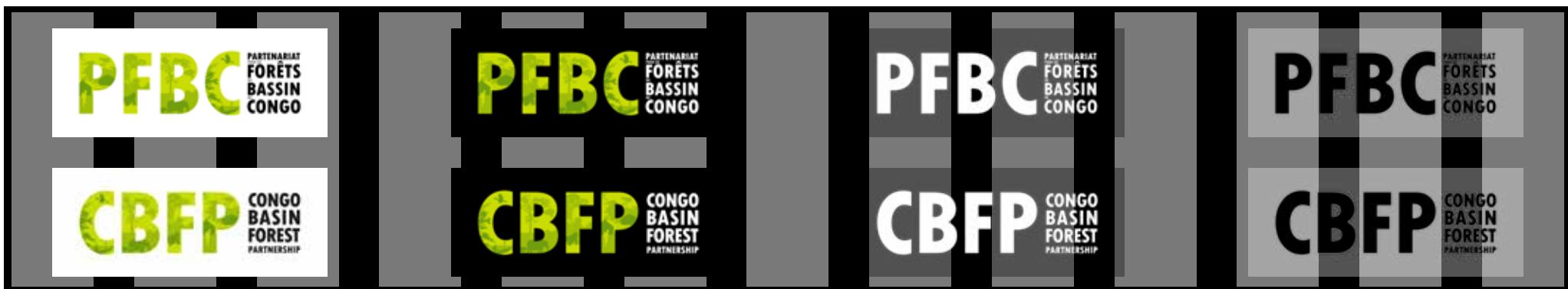
Baselines possibles



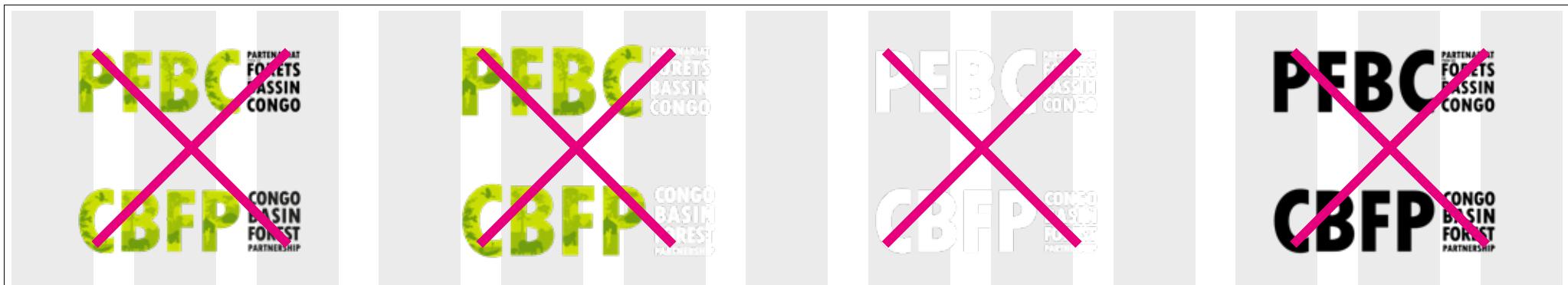
# Utilisations du logo sur différents fonds

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Toujours utiliser le logo dans son cartouche



Ne jamais utiliser le logo sans son cartouche



**Toujours faire apparaître le copyright :  
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# Exemples de supports de communication

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Carton invitation «Save the date»



Page de garde document Word



Kakémono



# Exemples de supports de communication

© TYPOCITY 2025

Fond de scène (6x3m)



Background réunion visio



Bannière Facebook



Outro vidéo



Bannière Linkedin



# Site web et réseaux sociaux

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## Site web + QR codes

<https://pfbc-cbfp.org/fr/>



<https://pfbc-cbfp.org/en/>



## Plus d'informations :

Dr Dany Pokem

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## Facebook

<https://www.facebook.com/pages/Congo-Basin-Forest-Partnership/424394764326797/>



## Linkedin

<https://www.linkedin.com/company/102085359>



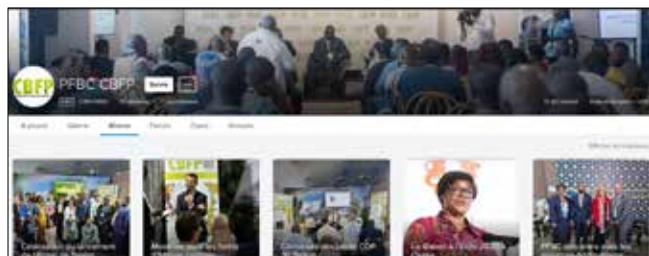
## X (Twitter)

[https://twitter.com/cbfp\\_pfbc](https://twitter.com/cbfp_pfbc)



## Flickr

<https://www.flickr.com/photos/cbfp-pfbc/albums>



## trello : présentation des différents supports de com

<https://trello.com/b/dICff50X>



## Youtube

<https://www.youtube.com/@pfbc-cbfptv947>

