



CONNECTED TO INNOVATION

# GRAPHIC CHARTER

VERSION 2021



## INTRODUCTION

The term "charter" comes from the Latin word *charta*, meaning "paper", and has, in English, come to mean "law or fundamental rules". The graphic charter contains the essential graphic rules that make up a company's visual identity. The graphic charter serves to check and make sure that each visual element is being used correctly so that each new medium correctly reflects the company's image.

**The graphic charter is a design aid, and combines a certain flexibility to deal with specific cases, with the need to respect the spirit of the brand.**

A graphic charter serves two purposes:

- The company's visual identity is maintained regardless of who writes up the document.  
All communication tools speak with "the same voice".
- From amongst several incoming documents, recipients can easily identify those coming from us.

All creations must be validated by the **Prevost** Marketing Department.


# 01

## VISUAL IDENTITY

<b>Prevost</b> logo	p. 4
Using the <b>Prevost</b> logo	p. 5
Fonts	p. 7
Colours	p. 8
The <b>prevoS1</b> logo	p. 9
Using the <b>prevoS1</b> logo	p. 10
Iconography	p. 12
Pictograms	p. 13

3

## Prevost

 **Files:**  
1. Visual identity / 1. Logo

### Main version

This is the graphic representation of the trademark.  
**The blue-logo version should be used as a priority.**

The **Prevost** logo has been registered (files available).



It must always be applied on a white background, horizontally and cannot be modified, distorted or redrawn.

The logo block is often used with the tag-line

CONNECTED TO INNOVATION

The tag-line is grey (N 80 %) or equivalent.  
Its font is Helvetica Neue Light with a character spacing of 120 pt

### Other logo versions

Exceptionally, the logo can be used in black or white.



### Colours

The logo is always blue or white on the products. Exceptionally, it can be used in black.



**PANTONE®** Process 293 C  
**CMJN** 100 / 80 / 0 / 0  
**RVB** 0 / 02 / 169  
**WEB** # 005ca9  
**RAL** 6005



**PANTONE®** 000 C  
**CMJN** 0 / 0 / 0 / 0  
**RVB** 255 / 255 / 255  
**WEB** # ffff  
**RAL** 9010



**PANTONE®** Process Black  
**CMJN** 0 / 0 / 0 / 100  
**RVB** 29 / 29 / 27  
**WEB** # 1d1d1b  
**RAL** 9005

# USING THE Prevost

## Buffer

For the sake of legibility, no element (line, text or image) should be placed too close to the logo. This buffer is defined according to the height of the "r" in **Prevost**, as shown below.



## Minimum font size

The minimum logo sizes to be used are: 15 mm for printing and 85 pixels for screen display.

← 15 mm  
85 px

## Restrictions on logo usage

Do not change the logo; it must always be used in its original form. Never dissociate the marking from the name or change its proportions. Never use the logo vertically, except in price lists and catalogue sections.



## Usage in texts

If the word "Prevost" is used in a text, it should be written in lower case and bold, with the **P** always in uppercase.

# USING THE Prevost

## Location & Size

The logo must always be positioned at the top left of the communications medium. Use the marking as the reference point to position the logo. For "standard" formats, respect the dimensions shown below.

<b>A3 cover</b> Logo size 120 mm 	<b>A4 cover</b> Logo size 100 mm 	<b>A5 cover</b> Logo size 60 mm 	<b>A6 cover</b> Logo size 40 mm 
<b>A3 footer</b> Logo size 20 mm 	<b>A4 footer</b> Logo size 20 mm 	<b>A5 footer</b> Logo size 15 mm 	<b>A6 footer</b> Logo size 15 mm 

## Special cases

<b>Catalogues &amp; Price listings</b> Logo size 140 mm 	<b>A4 supports</b> (Product sheets, press announcements, commercial actions, etc.) Logo size 90 mm 	<b>Back cover A4</b> Logo size 60 mm 
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## Footer structure

The logo must always be positioned on the outside of the page, along with the sheet.



# FONTS

## Main font

### Helvetica Neue 45 Light / 75 Bold

This font makes for printed and on-screen materials that are easy to read.

It should be used on all print and digital communication media (brochures, catalogues, websites, etc.).

Other Helvetica Neue fonts can be used as needed.

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz  
àéèæoeöôüïñ.,;:'/?!&(){}«»°-\_\*#@

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz  
àéèæoeöôüïñ.,;:'/?!&(){}«»°-\_\*#@

## Alternative font

### Helvetica / Arial / Arial Black or Bold

Inside **Prevost**, use Helvetica, Arial or Arial black.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz  
àéèæoeöôüïñ.,;:'/?!&(){}«»°-\_\*#@

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789  
abcdefghijklmnopqrstuvwxyz  
àéèæoeöôüïñ.,;:'/?!&(){}«»°-\_\*#@

## Font for the names of product ranges

### Helvetica Neue, Arial or Arial black

In order to emphasise the names of our products, they must be given in bold, italic (blue, black or white).

*Alto, Conex, 27102, PPS, prevoS1*

# COLOURS

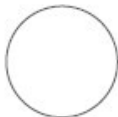
## Main colours

As a priority, use the blue version of the logo **Pantone® Process 293 C** or equivalent CMYK / RGB / WEB / RAL.

The logo can also be white on a blue background.



PANTONE® Process 293 C  
CMJN 100 / 60 / 0 / 0  
RVB 0 / 92 / 189  
WEB #005c9d  
RAL 5005



PANTONE® 000 C  
CMJN 0 / 0 / 0 / 0  
RVB 255 / 255 / 255  
WEB #ffffff  
RAL 9010

## Supporting colours

Dark grey is mainly used for texts.

Orange is also used to announce new products or event information.

Yellow is only used for special offers and similar.



TEXT

PANTONE® Cool Gray 10 C  
CMJN 0 / 0 / 0 / 80  
RVB 87 / 87 / 86  
WEB #675766  
RAL 7012



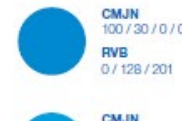
NEW PRODUCTS

PANTONE® 716 C  
CMJN 0 / 60 / 100 / 0  
RVB 239 / 125 / 0  
WEB #ef7d00  
RAL 2003

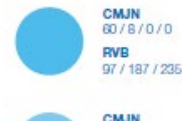


SPECIAL OFFER

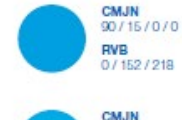
PANTONE® 7548 C  
CMJN 0 / 22 / 100 / 0  
RVB 254 / 200 / 0  
WEB #fec800  
RAL 1018



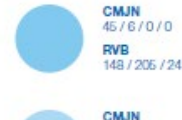
CMJN  
100 / 30 / 0 / 0  
RVB  
0 / 128 / 201



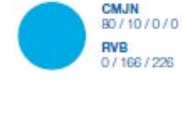
CMJN  
60 / 8 / 0 / 0  
RVB  
97 / 187 / 235



CMJN  
90 / 15 / 0 / 0  
RVB  
0 / 152 / 218



CMJN  
45 / 6 / 0 / 0  
RVB  
148 / 205 / 241




CMJN  
80 / 10 / 0 / 0  
RVB  
0 / 166 / 226



CMJN  
30 / 4 / 0 / 0  
RVB  
188 / 222 / 246

# prevoS1

 Files:  
1. Visual identity / 2. prevoS1

## Main version

The **prevoS1** logo is registered. It cannot be modified or distorted.  
If both logos are present on the page, the **prevoS1** logo must be less than 60% of the size of the **Prevost** logo.



It must always be applied on a white background, horizontally and cannot be modified, distorted or redrawn.

## Other logo versions

Exceptionally, the logo can be used in black or white.



## Colours

The logo is always blue or white on the products. Exceptionally, it can be used in black.



PANTONE® Process 293 C  
CMJN 100 / 60 / 0 / 0  
RVB 0 / 92 / 169  
WEB # 005ca9  
RAL 5005



PANTONE® 000 C  
CMJN 0 / 0 / 0 / 0  
RVB 255 / 255 / 255  
WEB # #fff  
RAL 9010



PANTONE® Process Black  
CMJN 0 / 0 / 0 / 100  
RVB 29 / 29 / 27  
WEB # 1d1d1b  
RAL 9005

# USING THE prevoS1

## Buffer

For the sake of legibility, no element (line, text or image) should be placed too close to the logo. This buffer is defined according to the height of the "r" of **Prevost**, as shown below.



## Restrictions on logo usage



Do not change the logo; it must always be used in its original form. Never dissociate **S1** from the name nor change its proportions.  
Never use the **prevoS1** logo vertically.



## Minimum font size



15 mm  
85 px

The minimum logo sizes to be used are: 15 mm for printing and 85 pixels for screen display.

## Usage in texts

When writing about the product range in a text, the logo should not be used; rather, it should be written in bold type with the **S1** in italics: **prevoS1**. It can be in black, white or blue.

# USING THE **prevoS1**







## Location & Size

On a cover, the **prevoS1** logo must be 60% the size of the **Prevost** logo. If both logos are present on the page, the **prevoS1** must be 60% the size of the **Prevost**



## Colours associated with the buttons

**prevoS1** couplers are compatible with international standards, a specific colour must be used depending on the country and the profile used.

 <b>ISO 6150 B</b> RAL 6015 CMJN 90 / 40 / 0 / 0 RVB 0 / 123 / 194	 <b>British</b> RAL 2008 CMJN 0 / 65 / 100 / 0 RVB 238 / 114 / 3
 <b>European 7.4</b> RAL 6024 CMJN 90 / 10 / 80 / 10 RVB 0 / 139 / 85	 <b>Truflate</b> RAL 3020 CMJN 0 / 100 / 100 / 0 RVB 210 / 10 / 17
 <b>ISO 6150 C</b> RAL 9005 CMJN 0 / 0 / 0 / 100 RVB 29 / 29 / 27	 <b>ARO 210</b> RAL 1018 CMJN 0 / 15 / 100 / 0 RVB 255 / 213 / 0

## Footer structure

The logo must always be positioned on the outside of the page, along with the sheet.



Visual identity • Using the **prevoS1**

11



# ICONOGRAPHY

Files:  
1. Visual identity / 3. Iconography

## Layout of visuals

As a general rule, shots should be taken from a 3/4 high position. Logos must be placed in the reading direction. The photographer should make sure that the products are correctly oriented.

If necessary, they should be made brighter, more legible and edited. Any scratches, stains, or other rough edges must be removed.

For covers, visuals on a white background are preferable, with particular care taken with the lighting. The general sober look and the layout should combine to enhance the brand.



### prevoS1

Edit the logo in white on the coupler and blower.



### Hose reels

Edit the images to remove yellow labels.



### FRL

Edit the yellow texts in white



Visual identity • Iconography

12

