

Graphic Standards Guide



Réseau des
massothérapeutes
professionnels
du Québec

Bring together | Act | Protect



> Visual identification

OFFICIAL LOGO

The logotype must never be redesigned or modified. Use the appropriate master files intended for reproduction at all times.



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MINIMUM SIZE

The logo should never be reproduced in a smaller format than the size shown in the illustration below. In a smaller format, the logo loses its impact and readability.



Réseau des
massothérapeutes
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du Québec

1.25"

PROTECTION ZONE

In order to preserve the integrity and readability of the logo, a minimum protected space must be maintained around the logo. This space must be completely free of visual elements, including graphic or typographic elements, which could impair the readability of the logo.





> Proper use

If it is impossible to use the color version of the logo, it may appear in black. If the logo is to appear on a black or very dark background, then it should be in white to better stand out from its visual environment.

CORRECT USE

Color



Black



Reversed white



MISUSE





> The colors

OFFICIAL COLOR

Regardless of the chosen mode of reproduction, it is important to always keep the Pantone 279 reference as the absolute target color. The proposed CMYK and RGB formulas serve as a guide only.



C70 - M35 - Y0 - K0
R65 - G143 - B222
#418FDE
Pantone : 279

SECONDARY COLORS



C60 - M30 - Y20 - K55
R66 - G85 - B99
#425563
Pantone : 7545

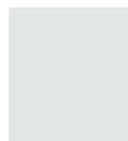


C0 - M35 - Y75 - K0
R255 - G181 - B73
#FFB549
Pantone : 129

TERTIARY COLORS



C0 - M65 - Y75 - K0
R255 - G106 - B57
#FF6A39
Pantone : 299



C7 - M3 - Y5 - K8
R208 - G211 - B212
#D0D3D4
Pantone : 427



C60 - M40 - Y40 - K100
R0 - G0 - B0
#000000
Pantone : Black 6



> Official fonts

Averta is the official font of the Réseau des massothérapeutes professionnels du Québec. Used systematically and consistently in communications, it gives the brand its unique look and visual homogeneity.

Averta bold

Averta semi bold

Averta régulier

Averta italique



> Contact

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Business Hours

Monday to Friday
8:30 a.m. to 12:00 p.m.
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