

PROJET C & D /

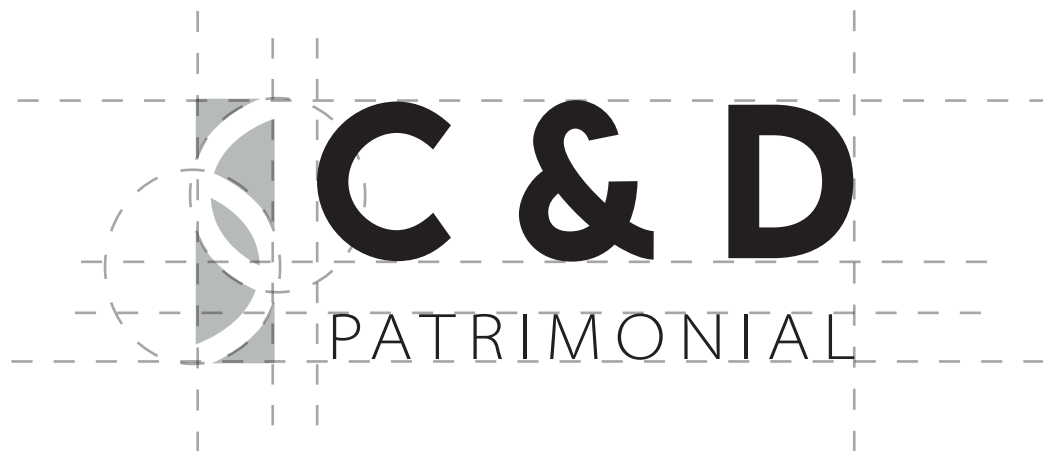
Création d'identité visuel

Proposition

Rassurante

2





Proposition

Typographie

4

LEMON MILK
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Myriad Variable Concept
Light SemiExtended

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Interlettrage 200

Proposition

Couleurs

5

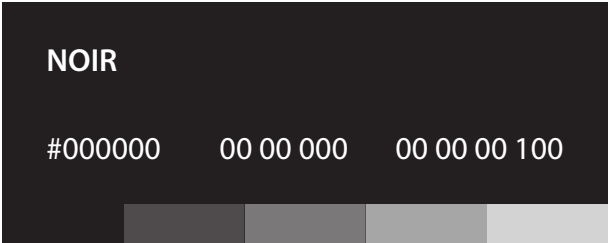
BLEU MIDI

#43b4bf 67 180 191 68 05 27 00

A color palette for 'BLEU MIDI' consisting of a solid teal rectangle at the top, followed by five smaller rectangular swatches below it. The swatches show a gradient from the teal color to white.

NOIR

#000000 00 00 000 00 00 00 100

A color palette for 'NOIR' consisting of a solid black rectangle at the top, followed by five smaller rectangular swatches below it. The swatches show a gradient from black to white.

Proposition

Signification



----- **Symbole C & D**

----- **Couleur bleu vert d'eau**
Bleu : Confiance, Sécurité, Sérénité
Vert : Croissance, Chance, Equilibre

----- **Rectangle sur la largeur**
Symbolique d'élévation, d'ascension



C & D
PATRIMONIAL

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DAVID FAZEUILH

Assistance en Gestion de Patrimoine

07 80 99 61 20
cfazeuilh34@gmail.com

83, Avenue Rhin et Danube - 34500 BEZIERS

Proposition

Emailing

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David FAZEUILH
Ingénieur Patrimonial

07 80 99 61 20
dfazeuilh@gmail.com

83, Avenue Rhin et Danube
34500 BEZIERS