

KEOLIS ABRIDGED GRAPHIC GUIDELINES

THE LOGO

KEOLIS

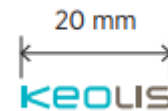
DIFFERENT COLOUR VARIATIONS OF THE LOGO



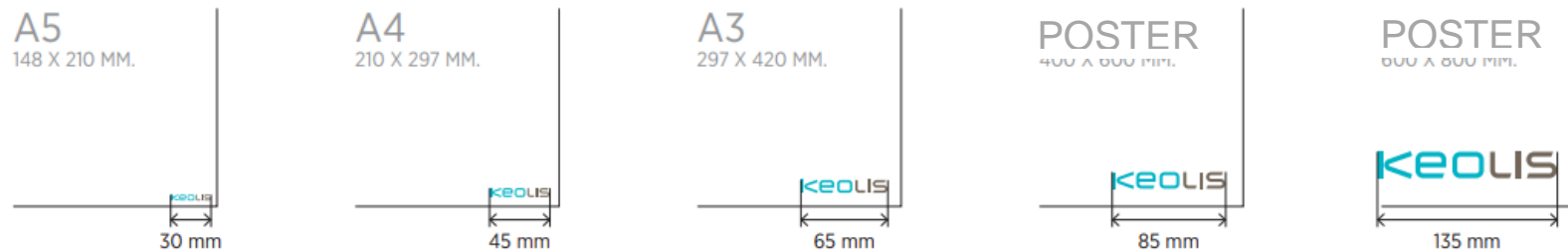
REQUIRED BUFFER ZONE



MINIMUM SIZE



SIZE OF LOGO BASED ON DOCUMENT FORMAT



THE COLOURS

PRIMARY COLOURS

PANTONE 3125 C
C85 - M0 - Y25 - K0
R=0 V=170 B=195
#00AAC3
RAL - 210 60 40

PANTONE 630 C
C48 - M00 - Y10 - K00
R=120 V=200 B=215
#78C8D7
RAL - 210 80 25

PANTONE 7707 C
C100 - M18 - Y12 - K50
R=0 V=95 B=125
#005F7D
RAL - 220 40 40

PANTONE 316 C
C97 - M21 - Y32 - K70
R=10 V=65 B=70
#0A4146
RAL - 200 30 30

PANTONE 404 C
C10 - M20 - J30 - K60
R=120 V=110 B=100
#786E64
RAL - 080 50 05

PANTONE WARM GREY 1C
C06 - M07 - Y10 - K11
R=215 V=210 B=205
#D7D2CD
RAL - 080 80 05

PANTONE WARM GREY 5C
C11 - M13 - Y16 - K30
R=175 V=160 B=155
#AFA09B
RAL - 060 60 05

PANTONE BLACK 7C
C00 - M00 - Y00 - K90
R=60 V=55 B=55
#3C3737

SECONDARY COLOURS

'Natural'
colours

PANTONE 7472 C
C55 - M00 - Y27 - K00
R=100 V=180 B=180
#64B4B4

PANTONE 617 C
C12 - M06 - Y64 - K13
R=195 V=180 B=95
#C3B45F

PANTONE 7494 C
C35 - M05 - Y44 - K14
R=155 V=175 B=140
#9BAF8C

PANTONE WARM GREY 5C
C11 - M13 - Y16 - K30
R=175 V=160 B=155
#AFA09B

'Bright'
colours

PANTONE 165 C
C00 - M68 - Y100 - K00
R=255 V=105 B=25
#FF6919

PANTONE 2587 C
C60 - M75 - Y00 - K00
R=130 V=70 B=180
#8246B4

PANTONE 116 C
C00 - M15 - Y100 - K00
R=255 V=210 B=5
#FFD205

Pantone 7744 C
C19 - M00 - Y98 - K10
R=190 V=190 B=20
#BEBE14

Pantone 198 C
C00 - M85 - Y55 - K00
R=225 V=60 B=85
#E13C55

__ STYLISED SHAPES



__ LOGO TYPEFACES

TWO IDENTICAL TYPEFACES

KEO

REGULAR

REGULAR + LIGHT

FOR

- Strategic and transverse
Groupe programmes

EXAMPLES

- KeoSphere
- KeoLife

FOR

- Transition logos for subsidiaries

EXAMPLES

- Euro Bus
- Coaches for Bassin de Thau

Geogrotesque

Light + **Semi bold**

Medium

Semi bold

FOR

- Useful and functional
products, tools and
services

EXAMPLES

- Keolis directory
- Keolis Help Desk

FOR

- Brand block for
commercial subsidiaries
- Signature
- Values
- Co-branded project
names

FOR

- Specific programmes and
tools

EXAMPLES

- KIHM
- WELKOME

ONE TYPEFACE FOR JOINT-VENTURES & PARTNERSHIPS

Eurostile

Demi

TYPEFACES FOR SPECIFIC PROGRAMMES OR PROJECTS eg. KeoLife and KeoLife Week

Sancoale
Slab Soft

Medium condensed

FOR

- 'Life' in KeoLife
- 'Week' in KeoLife Week
- City names underneath the KeoLife logo

___ TYPEFACES FOR CONTENT

FOR PRINT MATERIALS & PUBLICATIONS

FOR HEADINGS

Berthold Akzidenz Grotesk

Medium condensed

FOR MAIN TEXT

Gotham Narrow

Extra light

Light

Book

Medium

Bold

FOR DIGITAL TOOLS

FOR HEADINGS

Museo Slab

900

FOR MAIN TEXT

Proxima Nova

Thin

Light

Regular

Bold

FOR MICROSOFT OFFICE DOCUMENTS eg. Word, PowerPoint

Arial

Regular

Bold