



GRAPHIC GUIDELINES

These graphic guidelines are an essential tool for deploying Servier's new visual identity.

They state the key rules that guarantee the consistency of the logotype and of the graphic territory on all the brand's communication media and touchpoints.

Bring this identity to life by following the simple usage rules explained in this guidelines.

For any questions concerning this document, an untreated application or a validation request, please contact:
coms@servier.com



Our new visual identity expresses our transformation to all our audiences. It conveys our convictions and represents what makes us stand out. We made the choice to be governed by a foundation, this allows us to be free to choose our own direction with a long-term view and means we can listen more closely to our patients, to offer them personalized solutions.

Our new logotype highlights our agility. The curve of the "R" holds up a star that embodies our vision and symbolizes our empathy, like a "smile", a sign of interaction and collaboration.

Our new, warm, colors are based on the human character of our brand, reflecting our signature: "moved by you"... women and men, patients, healthcare professionals, our partners, and the Group's employees all make our vocation become a reality, i.e., committed to therapeutic progress to serve patients needs.

INTRODUCTION

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01

BRAND FUNDAMENTALS

1.1 Logotypes and symbol

Logo lockup with signature

As a general rule, the logo lockup with signature is used on all communication media. It consists of a symbol and an original letter drawing as well as the brand's signature "moved by you" positioned below the logotype. It must never be modified or deformed.

The logotype can also be used without signature.

Symbol

The symbol from the logotype is used to sign specific media as a minimalistic version of the brand (e.g.: digital application).

The three identity colors are:

- midnight blue
- tangerine orange
- white

As white is the preferred background color, it is also an integral part of our visual identity (see page 12).

Logo lockup with signature



Logotype without signature



Symbol



The files can be downloaded here:



midnight blue
C100 M95 Y0 K30
R36 G34 B106
#24226a
pantone® 2756 C

tangerine orange
C0 M75 Y70 K0
R245 G91 B65
#f55b41
pantone® 171 C

white
C0 M0 Y0 K0
R255 G255 B255
#ffffff

1.2 Protection area and minimum size

Protection area

A margin has been defined around the logotype using the letter "E" in Servier. It determines an area that protects it from any graphic element that may be detrimental to its legibility. No other visual element (text or image) must appear within this area.

Symbol

The margin defined around the symbol is equivalent to two thicknesses of the "smile" and one and a half on the right side of the symbol.

Minimum size

So as not to impair the legibility of the logotype during printing, a minimum usage size has been defined at 15 millimeters in width for the logo lockup with signature, at 10 millimeters for the logotype without signature and 5 millimeters for the symbol.

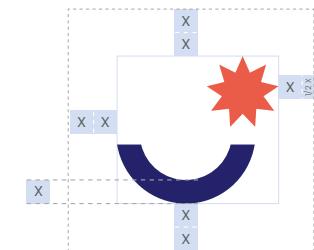
Logo lockup with signature



Logotype without signature



Symbol



1. BRAND FUNDAMENTALS

1.3 Monochrome logotypes and symbol

Logo lockup, logotype and symbol in midnight blue monochrome

When printing only allows one color, midnight blue logotypes and symbol are applied.

Color: 100% midnight blue.

Logo lockup, logotype and symbol in white reserve

On a midnight blue background, the logotypes and symbol are displayed in white.

Logo lockup, logotype and symbol in black monochrome

When color printing is not possible, the black monochrome version is applied.

Color: 100% black

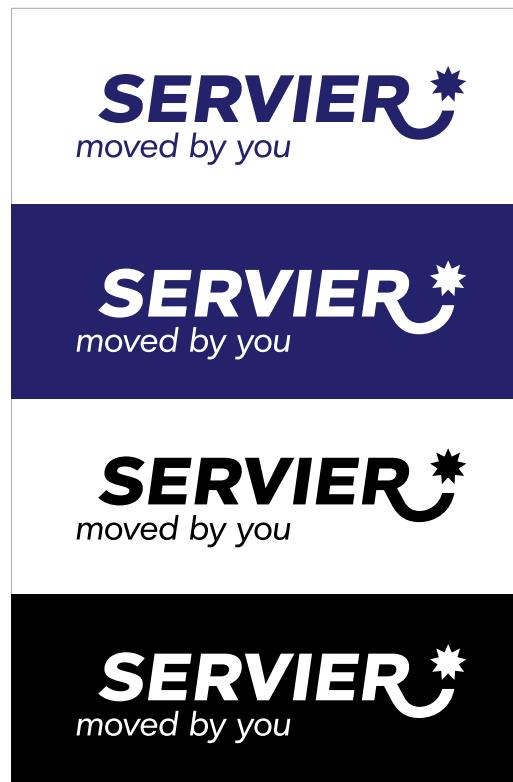
Logo lockup, logotype and symbol in white reserve

On a 100% black background, the logotypes and symbol are displayed in white.

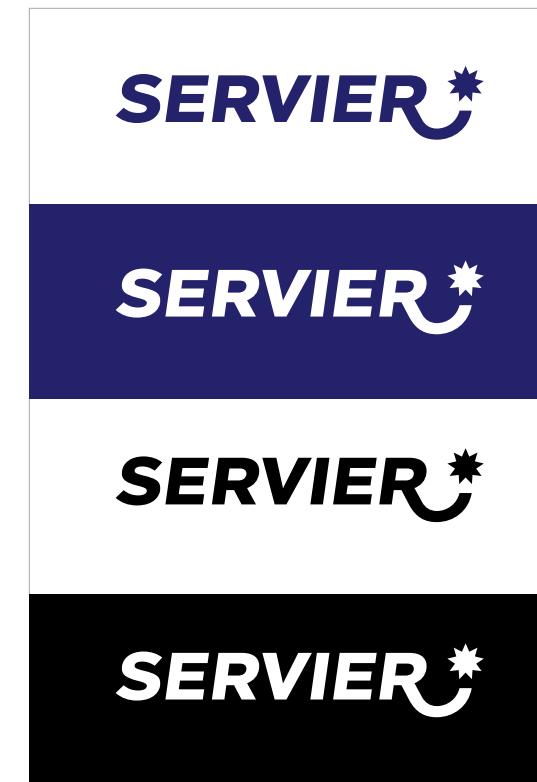
The files can be downloaded here:



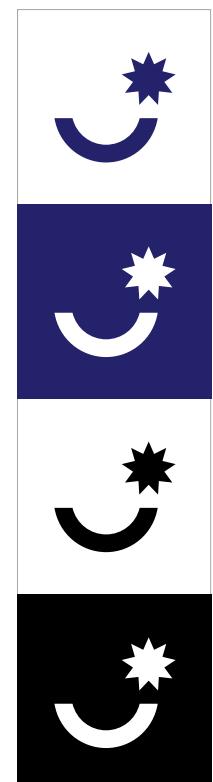
Logo lockup with signature



Logotype without signature



Symbol



1. BRAND FUNDAMENTALS

1.4 Use of logotypes and symbol on backgrounds

Use on a white background

The logo lockup, logotype and symbol are used on a white background in their identity colors and respecting their protection areas.

Use on a midnight blue background

When they are displayed on an identity midnight blue background, white is reintegrated into the typography.

Use on a light visual

They are always used in color on any type of light visual.
(background density: 20% maximum).

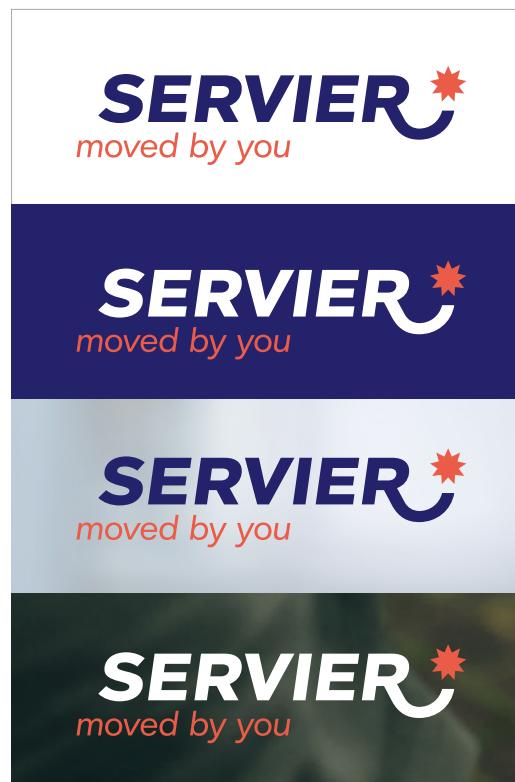
Use on a dense background

When they are applied on a dense background, white is reintegrated into the typography of the logotype.
(background density: 60% minimum).

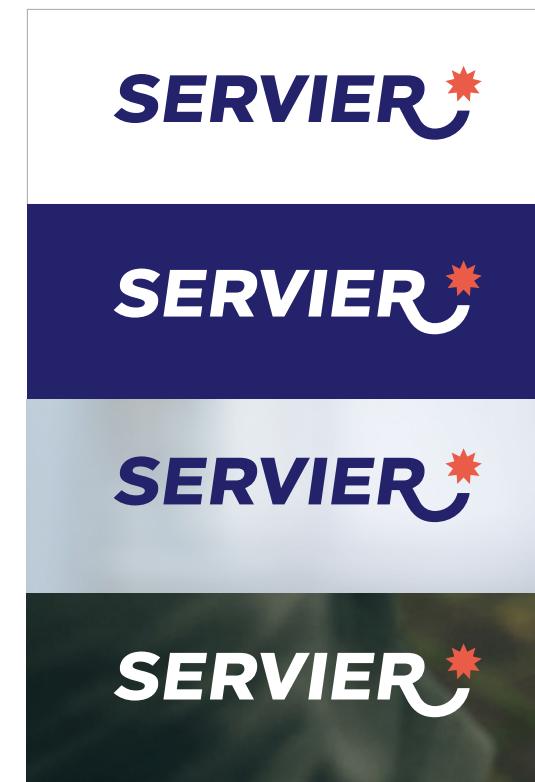
Note:

According to the layout artist's assessment, it is important to define an undisturbed visual that offers good contrast and good legibility of the logotypes and symbol.

Logo lockup with signature



Logotype without signature



Symbol



1. BRAND FUNDAMENTALS

1.5 Logotype and symbol prohibitions

- ➊ Do not modify the colors of the logotype
- ➋ Do not modify the typography of the signature
- ➌ Do not add an effect on the logotype
- ➍ Do not deform the logotype
- ➎ Do not modify the size of the star
- ➏ Do not use the logotype without its symbol
- ➐ Do not encroach on the protection area
- ➑ Do not modify the symbol



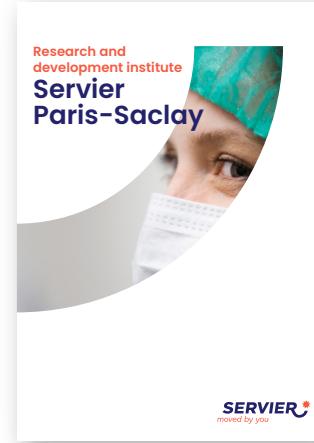
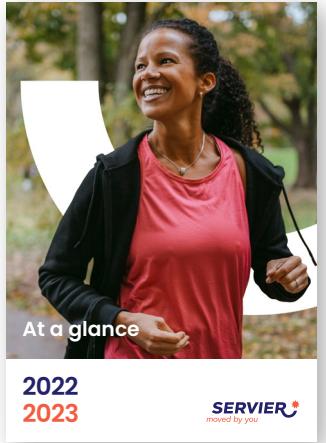


02

GRAPHIC TERRITORY

2. GRAPHIC TERRITORY

2.1 Presentation of the territory



Our graphic territory builds on the curve of the "R" of our logotype, which may evoke a "smile" or support, and which always demonstrates our presence, our caring, our enthusiasm and our optimism.

It reflects our more open, more human and more collaborative vision of research.



2.2 Color universe

Main palette

It is made up of three identity colors from the logotype and two tones down from midnight blue.

Secondary palette

Four additional hues complete the main palette, they are available for all Servier communication materials.

These colors may be used as solid colors or in texts, in addition to black, (see examples of color use in Chapter 3 Print & Digital Applications, page 26).

Print modes

The color references vary according to the materials and/or print mode:

- Four-color process
- RGB
- Hexadecimal
- Spot colors (Pantone®)

Main palette

midnight blue

C100 M95 Y0 K30
R36 G34 B106
#24226a
pantone® 2756 C

C95 M84 Y3 K0
R50 G60 B142
#323c8e
pantone® 2117 C

C20 M10 Y0 K0
R212 G222 B242
#d4def2
pantone® 2706 C

tangerine orange

C0 M75 Y70 K0
R245 G91 B65
#f55b41
pantone® 171 C

White

C0 M0 Y0 K0
R255 G255 B255
#ffffff

Secondary palette

C48 M56 Y0 K0
R155 G125 B205
#9c7dcc
pantone® 2655 C

C64 M0 Y15 K0
R71 G191 B217
#47bfd9
pantone® 637 C

C0 M25 Y95 K0
R253 G196 B0
#fdc400
pantone® 123 C

C51 M0 Y75 K0
R145 G196 B97
#91c461
pantone® 2269 C

2.3 Typographic universe

Corporate typography

POPPINS is the main font for the Servier brand. It is used on all communication materials.

Poppins
simple
WARM
digital

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Office typography

The CENTURY GOTHIC font is specifically recommended for office automation materials (PowerPoint® presentation, Word® template, e-mail signature, etc.).

Century Gothic

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9
A B C D E F G H I J K L M N O P R S T U V W X Y Z
a b c d e f g h i j k l m n o p r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

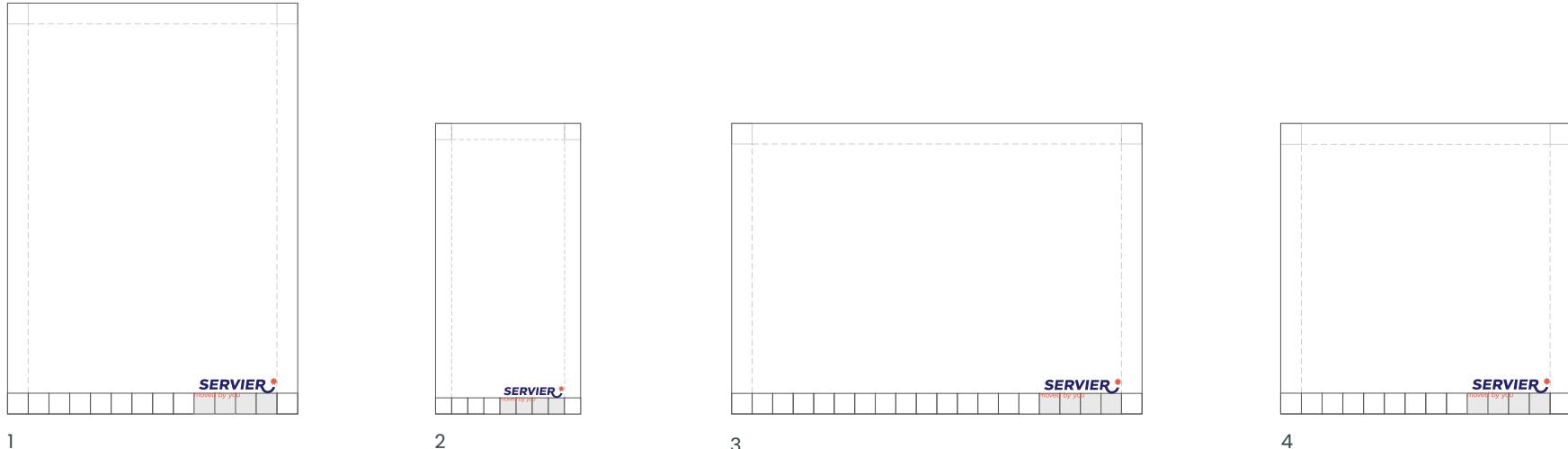
2. GRAPHIC TERRITORY

2.4 Print logo lockup size

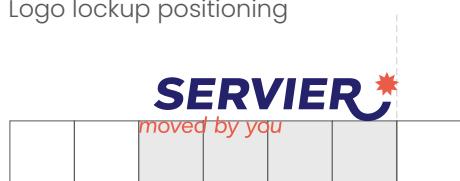
On print media, the size of the logo lockup and margins is calculated by subdivision of the width of the format.

This ratio differs depending on the formats as indicated in the table opposite (e.g., for a vertical A4 format, the margin is equal to $1/14^{\text{th}}$ of the width of the document and the width of the logo lockup is $4/14^{\text{th}}$ of this same width).

The logo lockup is positioned in the bottom right-hand corner, and the "smile" for the "R" in Servier is positioned on the bottom margin of the document.



Logo lockup positioning



Formats	Document margin	Logotype size
1. Vertical 210 x 297 mm	$1/14^{\text{th}}$ of the width	Logotype width = $4/14^{\text{th}}$ of the width
2. Leaflet 105 x 210 mm	$1/9^{\text{th}}$ of the height	Logotype width = $4/9^{\text{th}}$ of the width
3. Horizontal 297 x 210 mm	$1/20^{\text{th}}$ of the width	Logotype width = $4/20^{\text{th}}$ of the width
4. Square 210 x 210 mm	$1/14^{\text{th}}$ of the height	Logotype width = $4/14^{\text{th}}$ of the width

2. GRAPHIC TERRITORY

2.4 Logo lockup size (cont.)

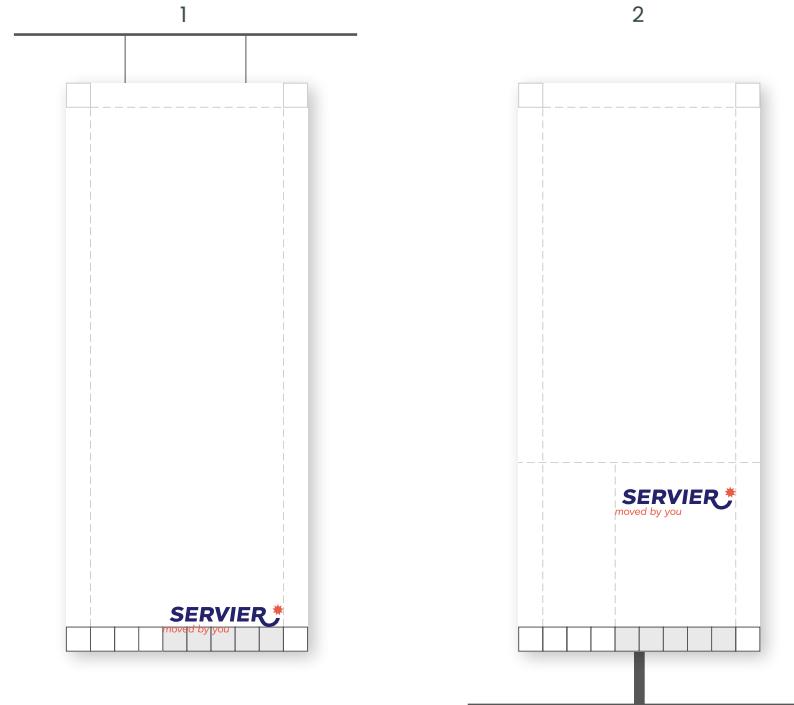
The logo lockup can be positioned in two different ways depending on the type of kakemono used.

1. Hanging kakemono:

The logo lockup is positioned in the bottom right-hand corner, and the "smile" for the "R" in Servier is positioned on the bottom margin of the document.

2. Totem kakemono:

When the kakemono is placed on a totem on the ground, the logo lockup is then raised within the limit of the first lower third of the format in order to ensure better legibility.



Formats	Document margin	Logotype size
Kakemono 850 x 2000 mm	1/10 th of the width	Logotype width = 5/10 th of the width

2. GRAPHIC TERRITORY

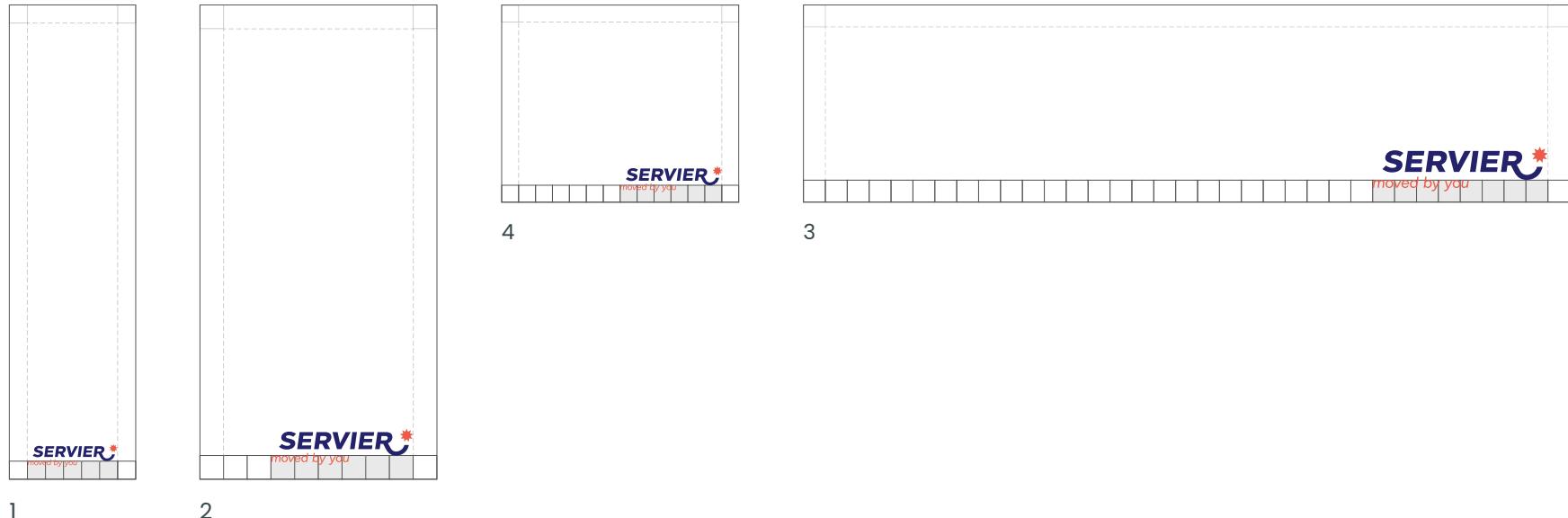
2.5 Digital logo lockup size

On digital media, the size of the logo lockup and margins is calculated by subdivision of the width of the format.

This ratio differs depending on the formats as indicated in the table opposite (e.g., for a vertical format, the margin is equal to $1/7^{\text{th}}$ of the width of the document and the width of the logo lockup is $5/7^{\text{th}}$ of this same width).

The logo lockup is positioned in the bottom right-hand corner, and the "smile" for the "R" in Servier is positioned on the bottom margin of the document.

Logo lockup positioning



Formats	Document margin	Logotype size
1. Vertical 160 x 600 px	$1/7^{\text{th}}$ of the height	Logotype width = $5/7^{\text{th}}$ of the width
2. Vertical 300 x 600 px	$1/10^{\text{th}}$ of the width	Logotype width = $6/10^{\text{th}}$ of the width
3. Square 300 x 250 px	$1/14^{\text{th}}$ of the height	Logotype width = $6/14^{\text{th}}$ of the width
4. Horizontal 970 x 250 px	$1/35^{\text{th}}$ of the height	Logotype width = $8/35^{\text{th}}$ of the width

2.6 "Smile" construction principle

Servier's graphic territory is derived from the logotype. It is based on a simple and adjustable graphic principle that evokes a "smile".

The thickness of the "smile" is defined according to a circle the radius of which is divided into three equal parts.

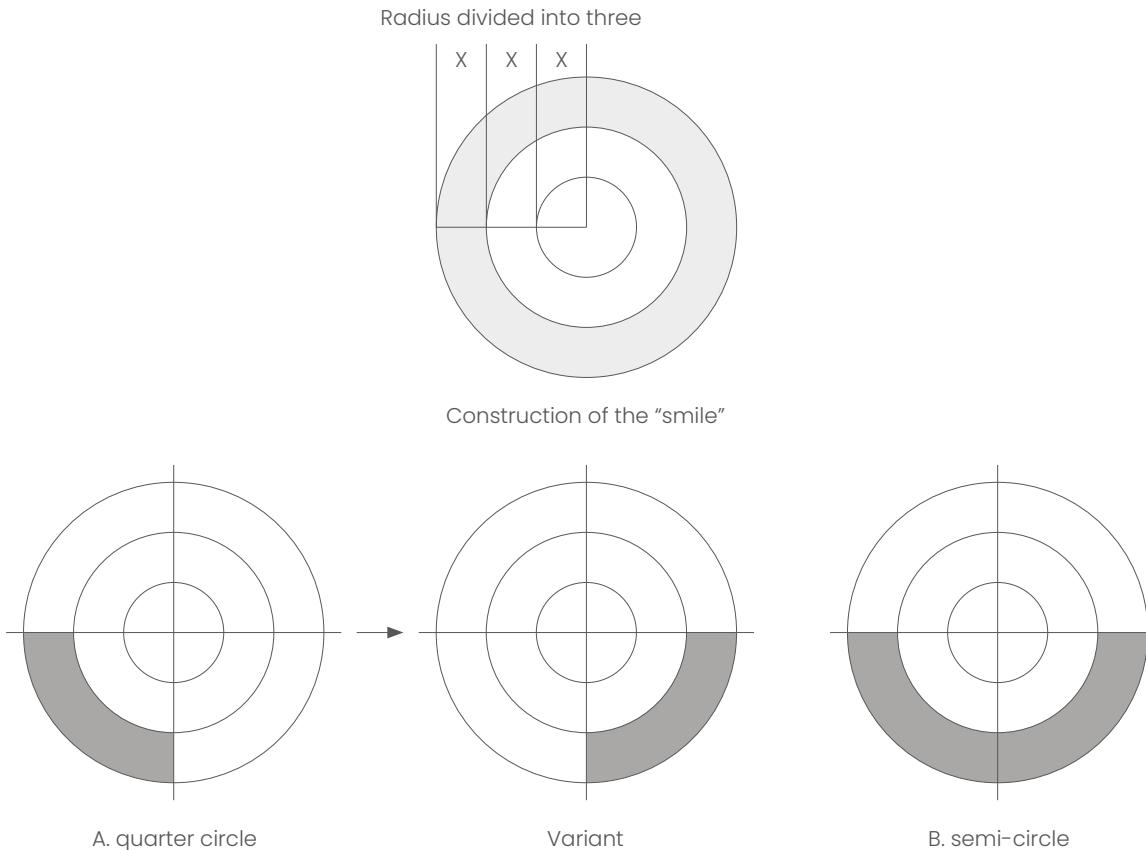
Once the thickness of the circle has been defined, it is divided into four quarters.

Two versions of the "smile" are possible:

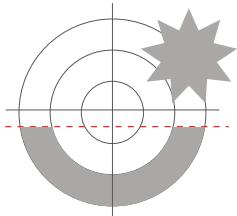
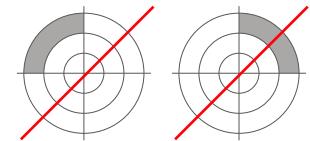
- A. quarter circle
- B. semi-circle

Note :

These three combinations of the "smile" may be used in the opposite reading direction, which offers various graphical variants.



It is prohibited to use the 2 upper quarters of the circle alone



Important!

The construction of the symbol slightly differs from that of the "smile", it starts below the center of the circle.

2.7 “Smile” usage rules

The “smile” graphic symbol is infinitely adjustable. Its size, composition and placement adapt depending on the page layout and the format type (vertical and horizontal).

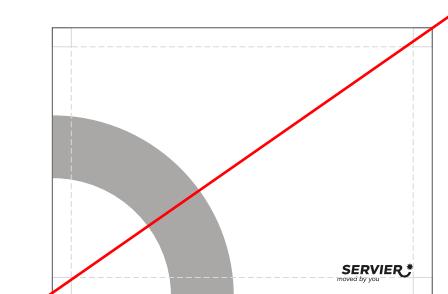
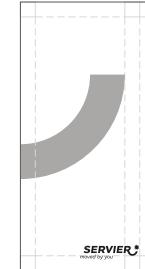
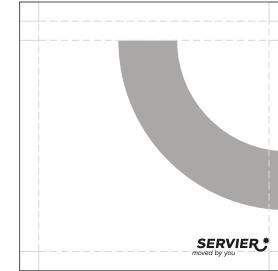
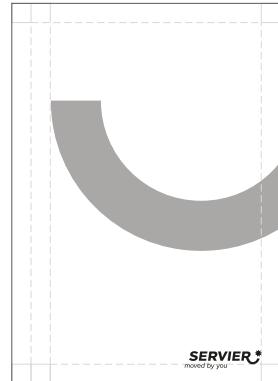
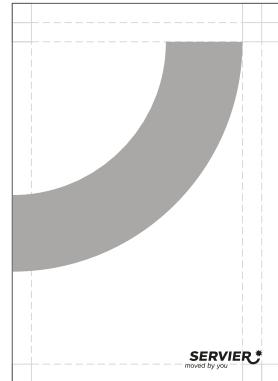
To preserve the reading of the “smile”, a composition rule consists of never closing the “smile”, its cut part must appear on one of the sides regardless of the type of layout.

To maintain correct reading of the “smile”, it is important to respect at least 1/4 circle of the “smile”.

The minimum distance from the margin where the “smile” opens is equivalent to two squares.

Note:

“smile” treatment examples are shown in Chapter 3 Print & Digital Applications (see page 26).



It is prohibited to close the “smile”

2.7 “Smile” usage rules: coloring

Four color combinations of the “smile” on colored background are possible.
Any color combination other than those shown opposite is prohibited.

Combination 1

Midnight blue background,
white “smile”

Combination 2

Midnight blue background,
toned down blue “smile”

Combination 3

White background,
midnight blue “smile”

Combination 4

White background,
light blue “smile”

Midnight blue:
C100 M95 Y0 K30
R36 G34 B106
#24226A
pantone® 2756 C

Toned down blue:
C95 M84 Y3 K0
R50 G60 B142
#323c8e
pantone® 2117 C

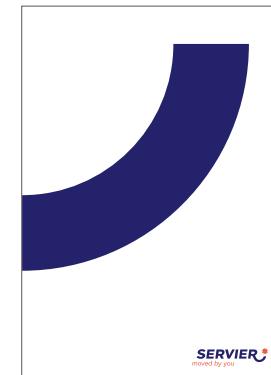
Light blue:
C20 M10 Y0 K0 – R212 G222 B242
#d4def2 – pantone® 2706 C



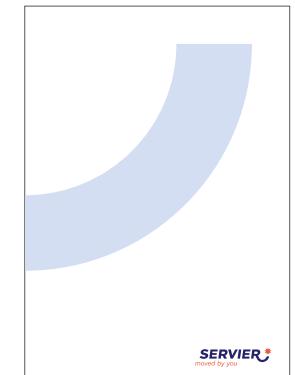
1



2

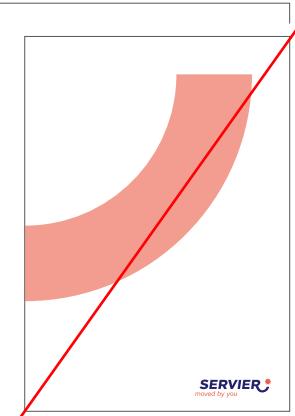
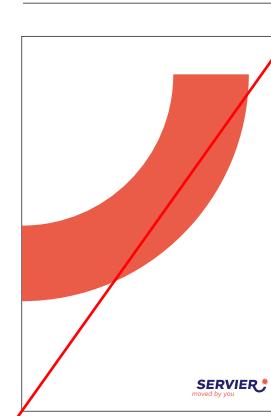
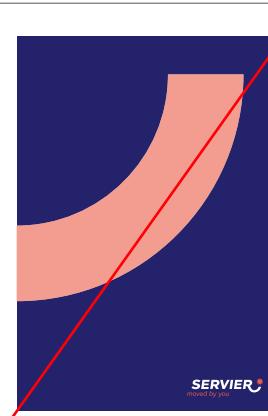
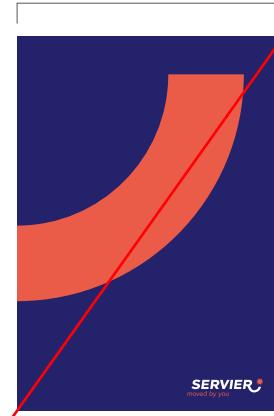


3



4

Don'ts



2. GRAPHIC TERRITORY

2.7 “Smile” usage rules: with visual

Two options for integrating the “smile” and a visual are possible:

Option 1

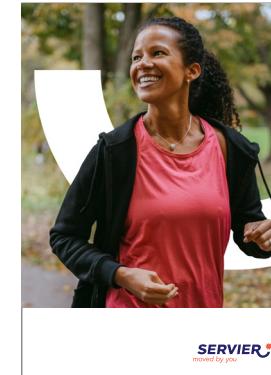
The “smile” incorporates a visual
(examples 1 & 2)

Option 2

The “smile” is included in a visual
(examples 3 & 4)

Note:

When integrated into a visual,
the “smile” is displayed in the
authorized colors of the previous page.



2.8 Print titling principles

Typography plays a key role in the page layout and in particular in the management of the title with the “smile”.

The print media examples opposite illustrate various titling variants. It is recommended to make the title stand out using graphical plays, either by two contrasting colors, or by superimposing the syllables when the title only consists of a single word.

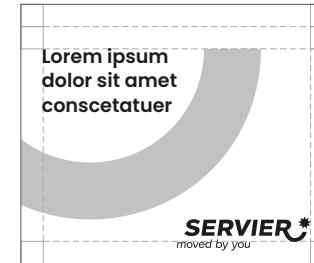
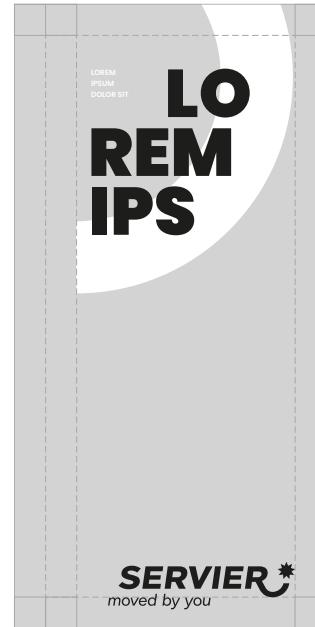
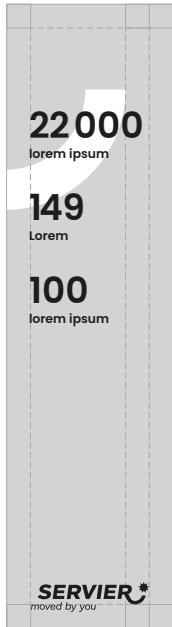
Note:

it is important that the title is in harmony with the “smile”. It is either superimposed on it, or it is placed in an area of the page layout that is in balance with its shape and placement.



2.9 Digital titling principles

Digital media examples follow the same graphic rules as print media (see page 20).



2.10 Professional iconographic universe

Servier's iconographic universe is divided into two visual typologies:

1. Professional visuals
2. Patient visuals (next page)

Professional visuals:

They showcase the expertise of professionals in pursuing one objective: "**healthcare**".

A snapshot of these employees is given in their work setting. The values conveyed are expertise, professionalism, proficiency and collaboration in team work.

The photo or choice of visual must follow simple rules:

Give preference to a bright environment integrating a few splashes of color, tightly framed, a light contrast and depth of field. Cold and overexposed visuals are to be avoided.

Note:

The images shown opposite are available in the Servier photo library, a selection of visuals from the Gettyimages library is also available.

Find them on "e-photo"

<http://ephoto.inet.grs.net/>

Please check the conditions of use relating to each photo before use.



2.11 Patient iconographic universe

Patient visuals:

They express the relationship of empathy that exists between the patient and the healthcare professional, all generations together. The values conveyed are interaction, sharing and goodwill.

These images must also be as natural as possible, in terms of light and attitudes. These moments of sharing are not artificial but natural and simple.

Note:

The images shown opposite are from the Gettyimages library.

Find them on "e-photo":

<http://ephoto.inet.grs.net/>

Please check the conditions of use relating to each photo before using.



2.12 Pictographic universe

A group of pictograms drawn in a linear style makes it possible to personalize various themes.

They may be used for print and digital.

The pictograms may be used in midnight blue on white background or in reversed in white on a midnight blue background..

The files can be downloaded here:



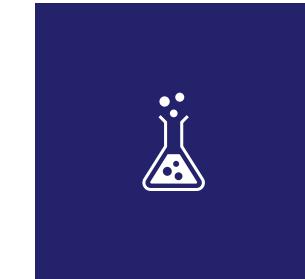
Generic



Results



Research



Digital



2.12 Pictographic universe (cont.)

Each therapeutic area is represented by a pictogram the color and design of which are unchangeable.

The colors used for the pictograms are those of the secondary palette (see page 12).

The files can be downloaded here:



Oncology



Cardio-metabolism



Neuroscience



Immuno-inflammation





03

PRINT & DIGITAL APPLICATIONS

3. PRINT & DIGITAL APPLICATIONS

3.1 Letterhead and following page

Paper with letterheads are defined according to the template opposite and available on the ePaper application for employees based in France.

Particular cases must be submitted for approval to the Communication Department.

1. Company name

Century Gothic Regular, B. 12 pt,
spacing 0 pt, color: midnight blue

2. Text area

Century Gothic Regular, B. 10 pt,
spacing 0 pt, line spacing 12 pt,
color: black

3. Mailing address and contact details

Century Gothic Regular, B. 6.5 pt,
spacing 0 pt, color: midnight blue

4. Corporate name

Century Gothic Regular, B. 6.5 pt,
spacing 0 pt, line spacing 9 pt,
color: midnight blue

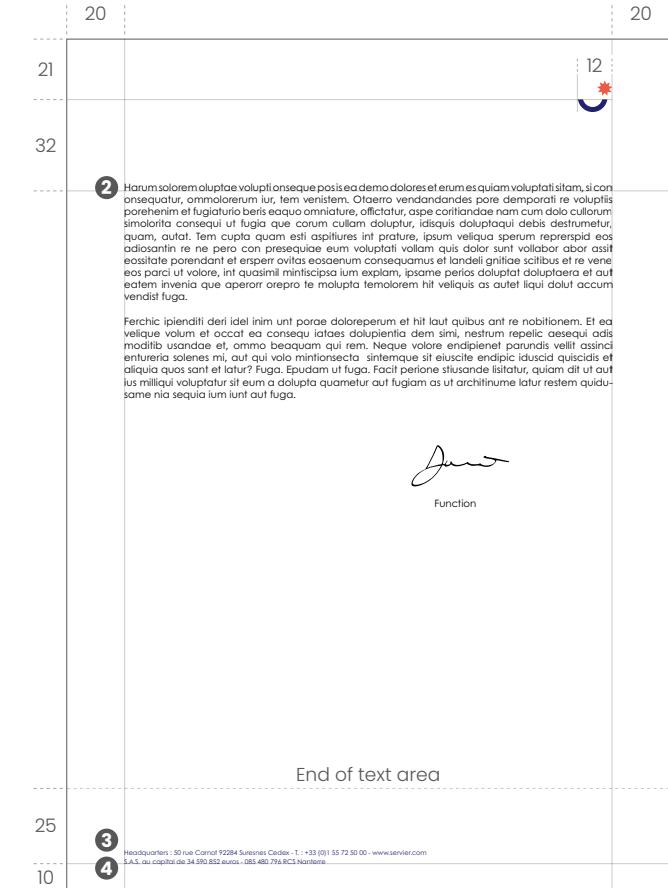
The file can be downloaded here:



Servier Graphic guidelines



Format 210 x 297 mm - Scale: 38% - scaling in millimeters



Following page

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3. PRINT & DIGITAL APPLICATIONS

3.2 Business card

Business cards are defined according to the template opposite.

1. First name, Last name

Poppins SemiBold, B. 9.5 pt,
spacing 0 pt,
color: tangerine orange

2. Function - Department

Poppins Medium, B. 8 pt, spacing 0 pt,
line spacing 12 pt,
color: midnight blue

3. Contact details

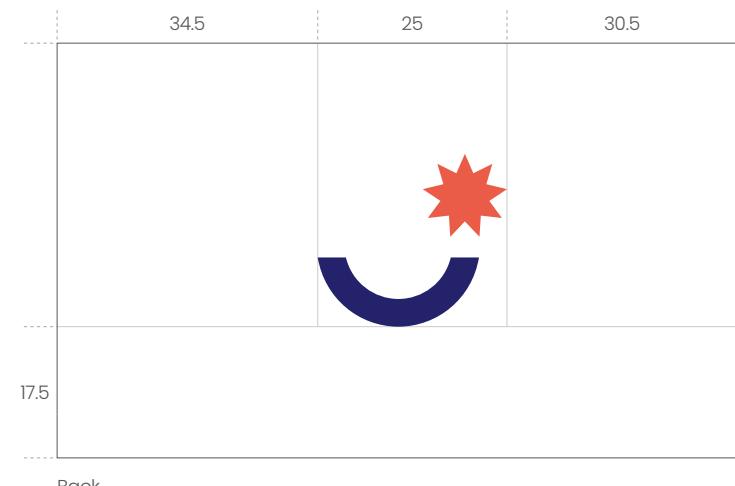
Poppins Medium, B. 6 pt, spacing 0 pt,
line spacing 9.5 pt,
color: midnight blue

4. Mailing address

Poppins Light, B. 6 pt, spacing 0 pt,
line spacing 7 pt,
color: midnight blue

5. QR code

The QR code is shown as an example.
Each business card has its own
QR code.



The file can be downloaded here:



3.3 Correspondence card

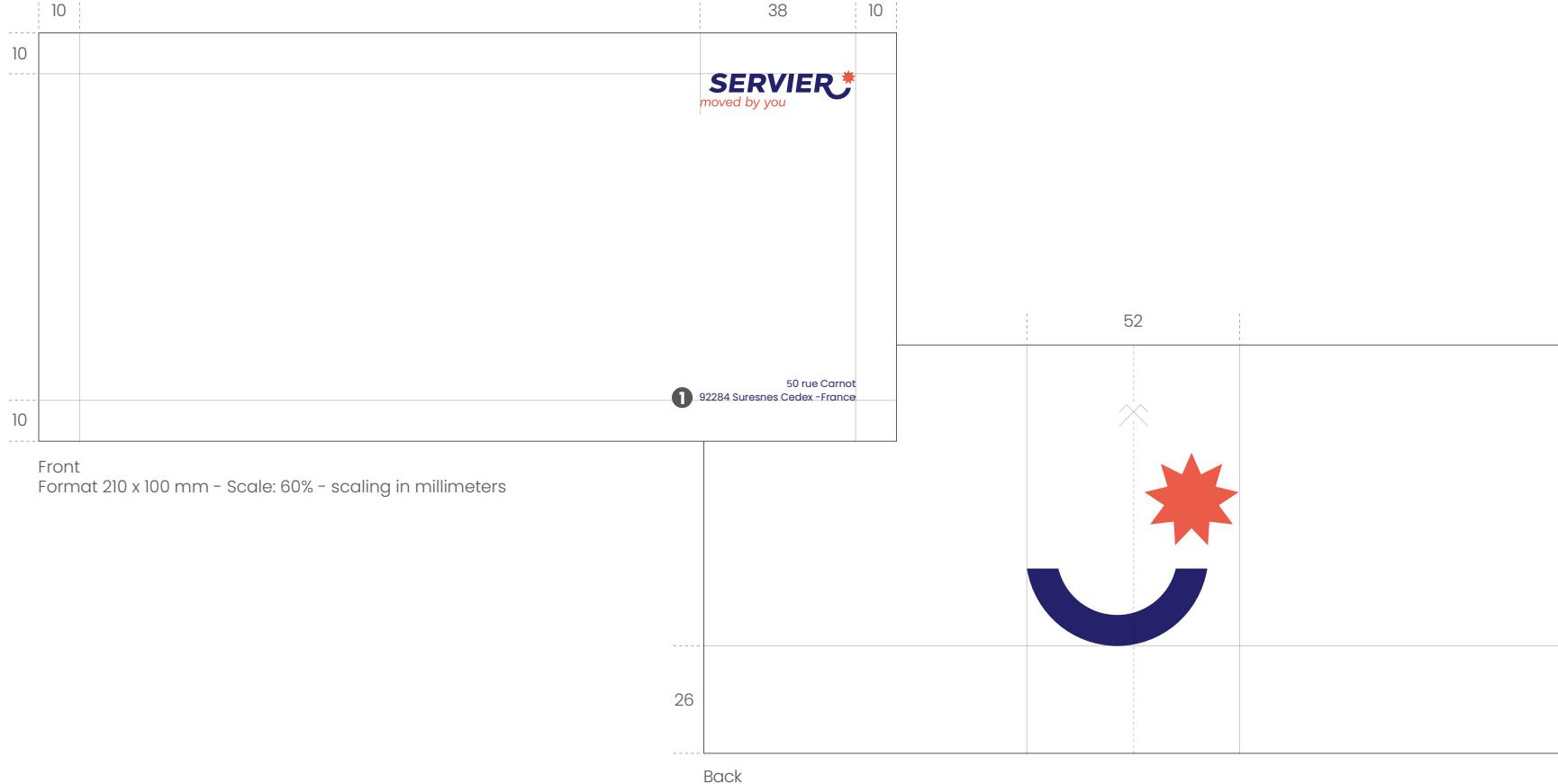
Correspondence card is defined according to the template opposite.

They may be nominative. In this case, the First name and Last name are right-aligned below the Servier logo lockup.

1. Mailing address

Poppins Light, B. 7 pt, spacing 0 pt, line spacing 9 pt, color: midnight blue

The file can be downloaded here:



3.4 E-mail signature

All Servier employees must use the same e-mail signature on a white background.

E-mails must include as a minimum: the First name, Last name, Function, Department, Servier logo lockup, label and certification if applicable.

1. First name, Last name

Century Gothic Bold, B. 11 pt, spacing 0 pt, color: tangerine orange

2. Function - Department

Century Gothic Bold, B. 9 pt, spacing 0 pt, line spacing 10.8 pt, color: midnight blue

3. Contact details

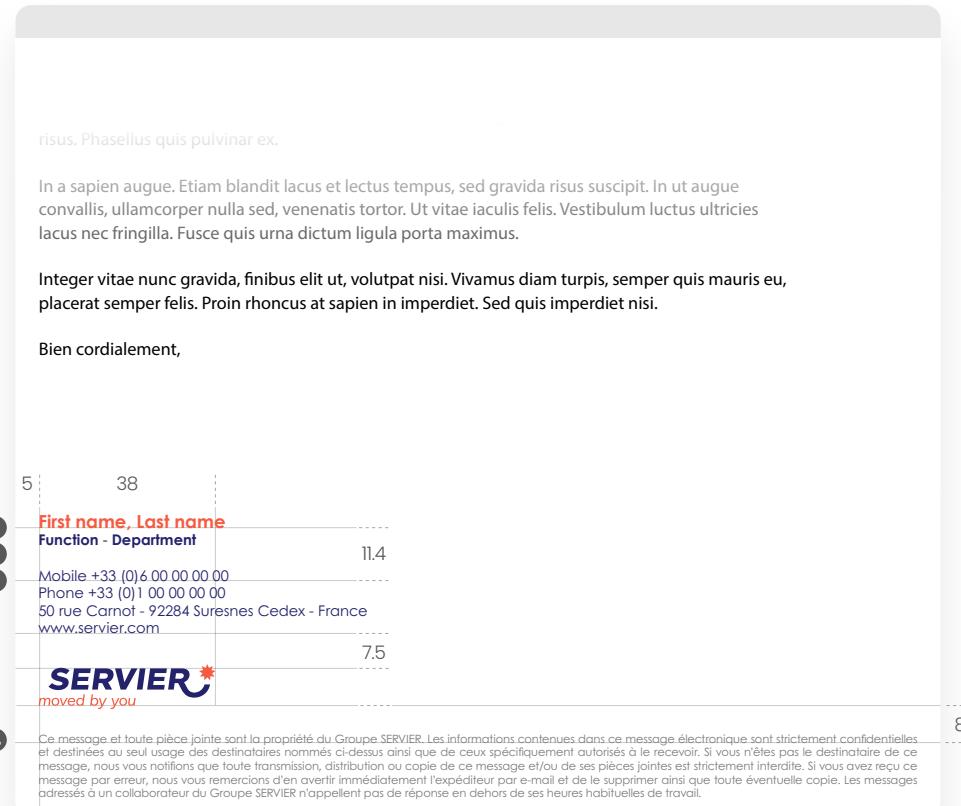
Century Gothic Regular, B. 9 pt, spacing 0 pt, line spacing 10.8 pt, color: midnight blue

4. Confidentiality message

Century Gothic Regular, B. 7 pt, spacing -10 pt, line spacing 8.4 pt, color: black outline at 65%

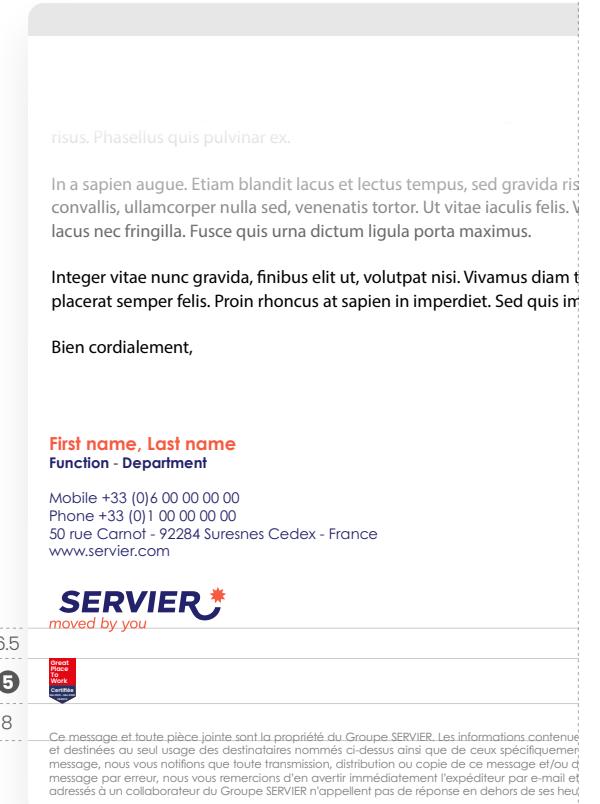
5. Label and certification

Servier Graphic guidelines



Scale: 60% – scaling in millimeters

The file can be downloaded here:



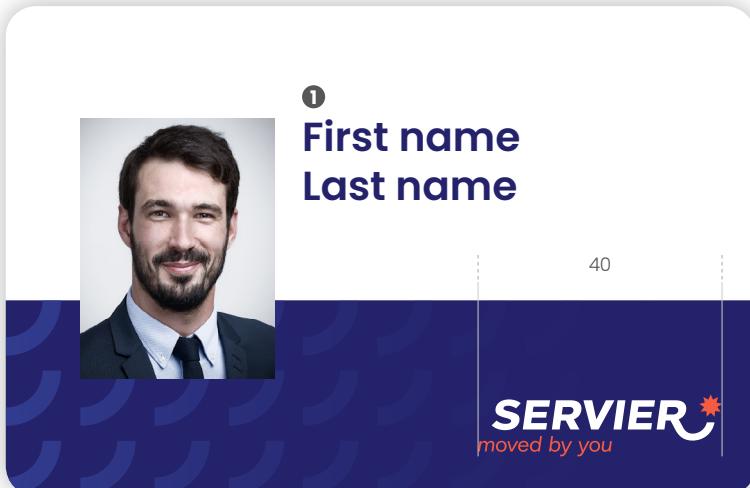
3.5 Badge

The badge is divided into two background colors, white and midnight blue.

The printing of a fill pattern produced using the “smile” makes it possible to enrich the midnight blue background.

1. First name, Last name

Poppins SemiBold, B. 19 pt,
line spacing 23 pt, spacing 0 pt,
color: midnight blue



Format 124 x 81 mm - Scale: 80% - scaling in millimeters



Graduated fill pattern on midnight blue background

3.6 Microsoft® Teams® screen background

To personalize your background in Microsoft® Teams®, a collection of four background screens personalized with the Servier trademark is available.

To integrate the Servier background screen for your Teams® meetings:

1. Click on "Background filters"
2. Select "Add new"
3. Import your background screen from your computer
4. Your Servier background screen is displayed!

The file can be downloaded here:



Screen background 1



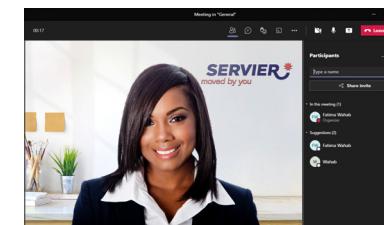
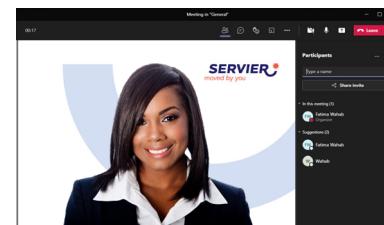
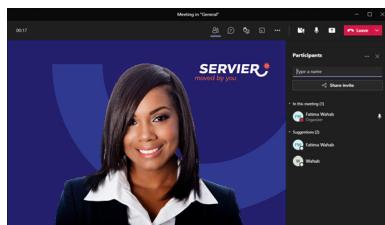
Screen background 2



Screen background 3



Screen background 4



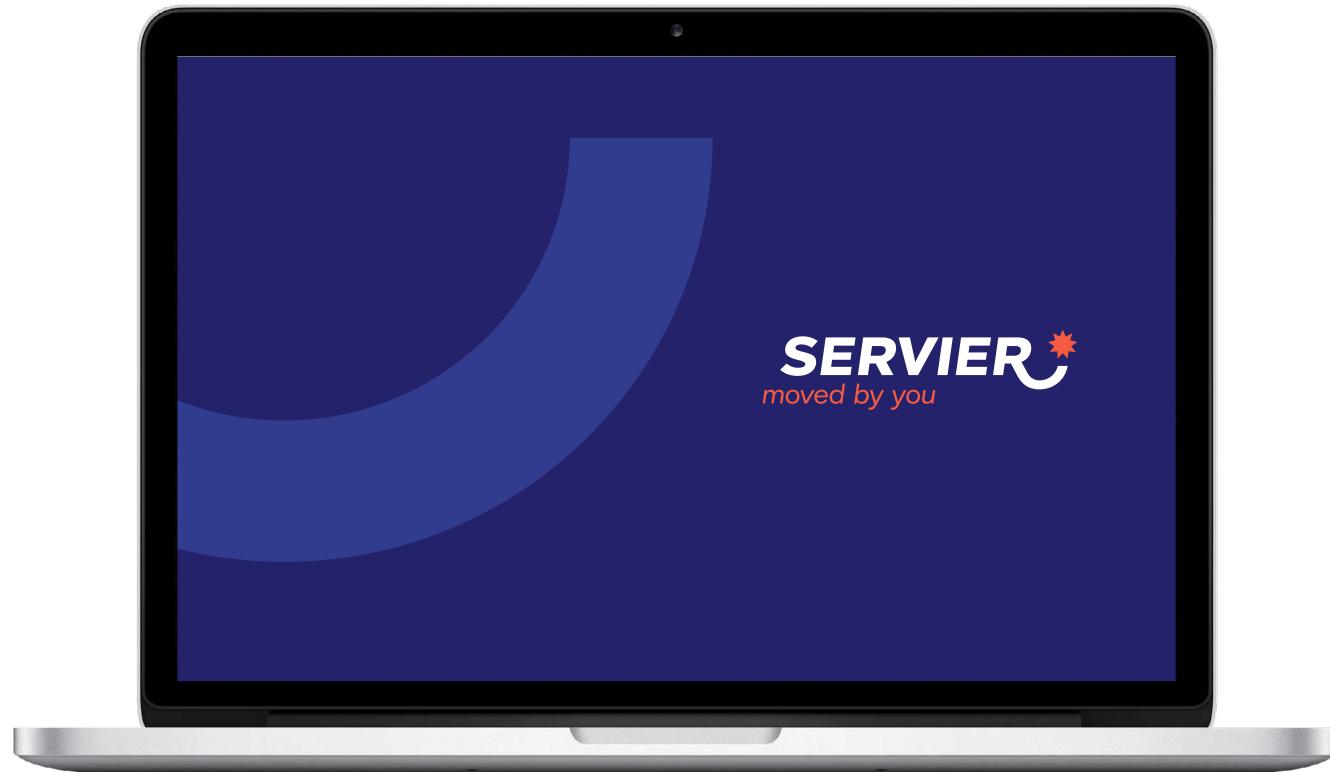
Simulation on Microsoft® Teams®

| 3.7 PC background screen

To personalize your PC, a Servier background screen is available.

It shows the Servier logo lockup treated in reserve on midnight blue background as well as the "smile" treated in tone-on-tone blue.

The file can be downloaded here:



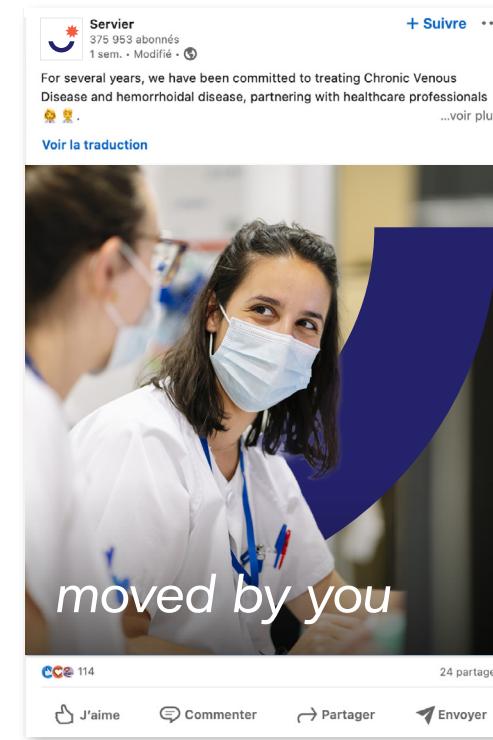
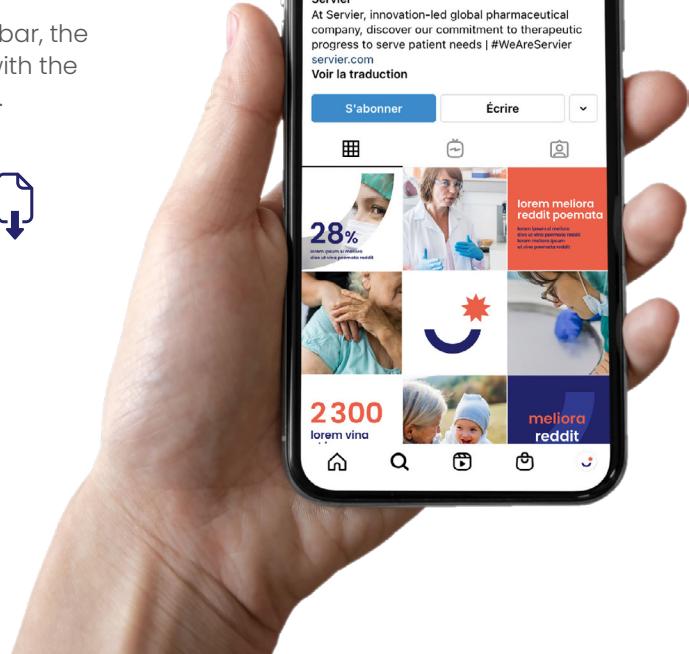
3.8 Social networks

The social networks icon consists of the Servier symbol integrated on a white background.

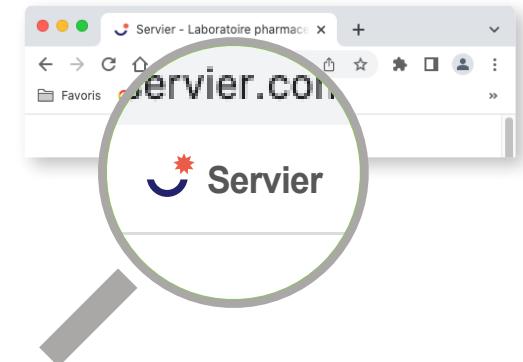
The Servier symbol is displayed in the various avatar formats specific to each social network.

In the Internet page navigation bar, the "favicon" is the Servier symbol with the Servier name in the system font.

The file can be downloaded here:



Example of LinkedIn post



Servier favicon

3. PRINT & DIGITAL APPLICATIONS

3.8 Social networks (cont.)

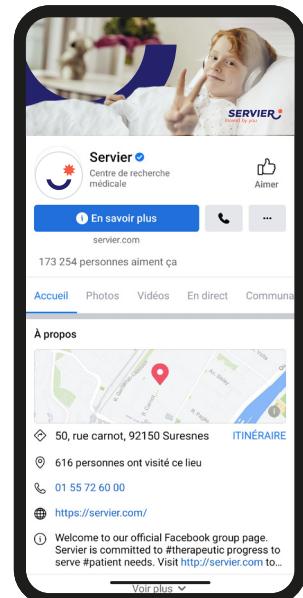
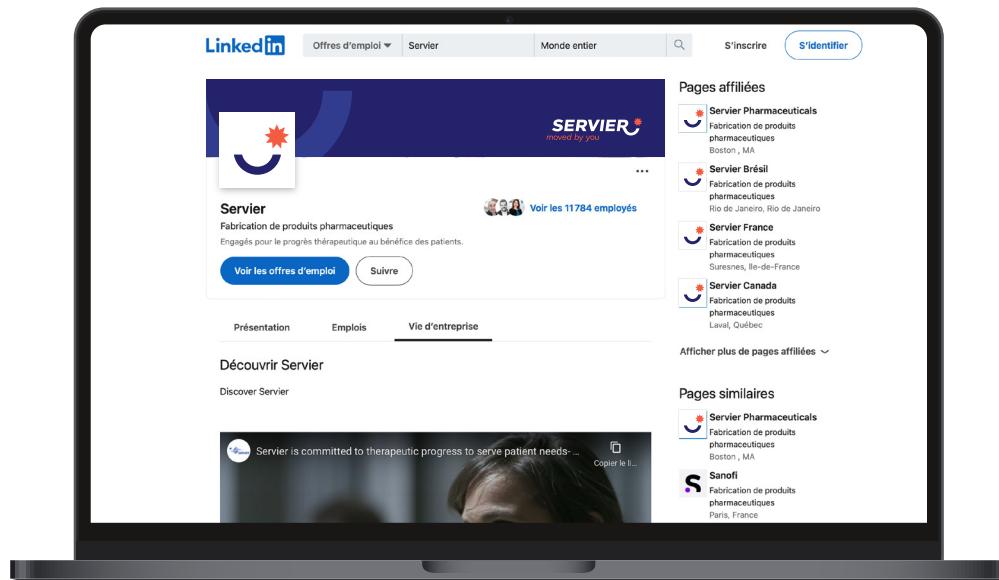
On social networks, the cover photos are defined according to the templates opposite:

- with the “smile” applied on blue background
- with a visual integrating the “smile”

These cover photos are to be used on all platforms (Facebook, Twitter and YouTube).

On LinkedIn, only the version with the “smile” on a blue background is permitted.

The file can be downloaded here:



3. PRINT & DIGITAL APPLICATIONS

3.9 Brochure covers

Depending on the case, the page background may be white, in a solid midnight blue or with a visual bleeding off.

Thanks to the richness of the graphic territory elements, the "smile", colors, typographical plays, various cover variants are possible (see Chapter 2).

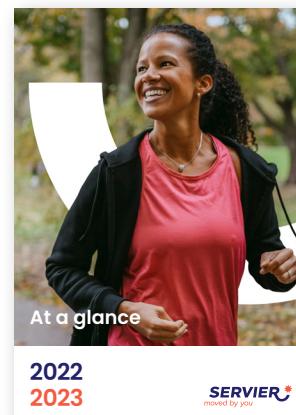
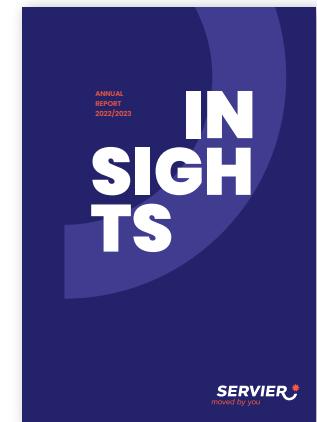
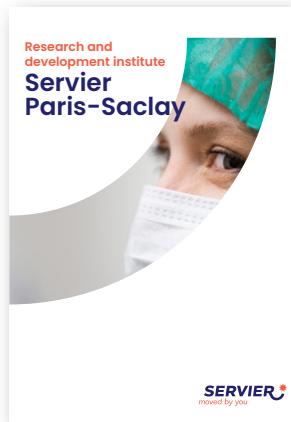
Brochure titles are composed in POPPINS, in lower case or all in upper case.

The titles are visually very present and processed graphically using color sets matching identity hues.

To highlight keywords, it is possible to use two quarter circles as shown opposite. They can take any color of the palette.

Note:

Regardless of the cover chosen, white background, midnight blue background, or full format visual, the "smile" must always be present.



3.10 Inside pages

The inside pages are well spaced out and must be predominantly white. They are designed on two or three columns as required.

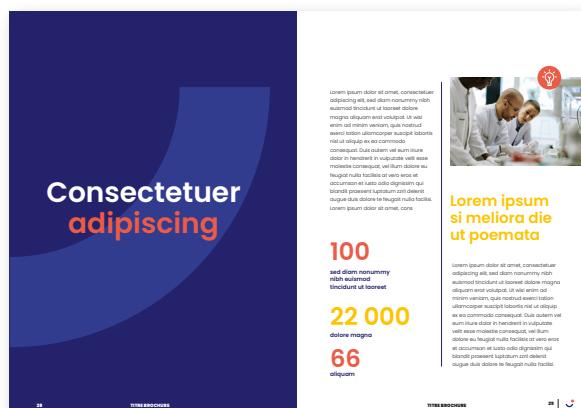
The page layout is rigorously structured around main titles, photos, columns of left-aligned text and thin vertical lines.

Using the secondary color palette makes it possible to highlight a title, a key figure, a quote or important information.

To highlight keywords, it is possible to use two quarter circles as shown opposite. They can take any color of the palette.

Note:

The “smile” makes it possible to bring the brochure’s page layout to life, however, to avoid any repetition, it must be used sparingly.



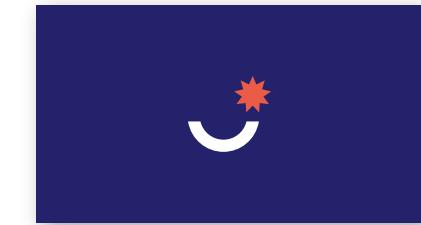
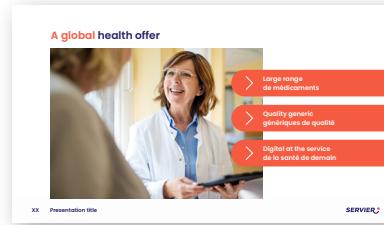
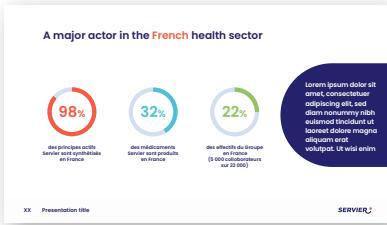
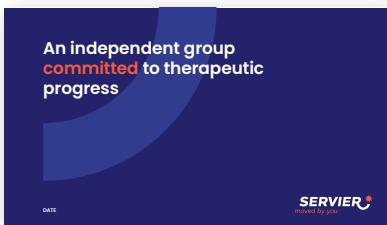
3. PRINT & DIGITAL APPLICATIONS

3.11 PowerPoint® presentation

A common slide master is available to show all your PowerPoint® presentations in Microsoft Office 2018.

It must be used to ensure visual coherence of all presentations from the Servier Group.

All texts are written in Century Gothic.



3.12 Newsletter

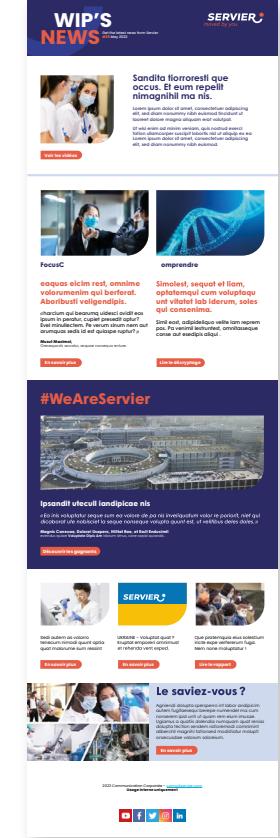
Servier newsletters are designed according to a template and a unique header based on a color code using the identity hues.

The layout is structured by white sections or displayed in the identity colors as well as in the toned down blue of the secondary palette.

Thick horizontal lines are used to separate the white sections.

Titles are written in Century Gothic Bold all in lower case, the running text in Regular.

Visuals are personalized with one of the corners rounded.



3.13 Posters

The various graphic territory tools as well as the color palettes are applied to bring posters to life.

Poster 1

It is structured in three sections, the top section is dedicated to the title, the middle section is dedicated to the visual (an illustration or photo), the bottom section is solid white and integrates information and the Servier logo lockup.

Poster 2

It is structured in two sections, the top section is dedicated to the visual (an illustration or photo), the bottom section is solid white and integrates the title, information and the Servier logo lockup.

Logo lockup inset

A white inset integrating the Servier logo lockup is designed according to the margin principle, the value of one square above the logo lockup frames this block, no text must appear inside.



1



2

3.14 Kakemonos

Kakemonos can be attached to the ceiling using hangers or installed on a totem on the ground.

In this second case, the Servier logo lockup is raised within the limit of the first lower third of the format in order to ensure better legibility (see page 15).

The Servier logo lockup appears on all kakemonos.

It is positioned on the right in the bottom section in compliance with the margins (see page 15).

Kakemonos are printed either on white backgrounds, or on colored backgrounds, favoring the midnight blue background.

All texts are written in Poppins.



