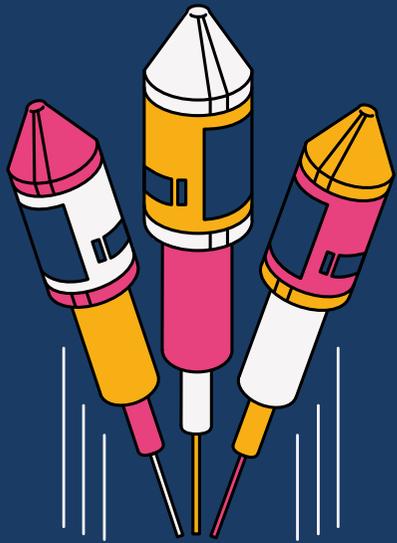


# CHARTRE GRAPHIQUE





# À NE PAS FAIRE



# TYPOGRAPHIES

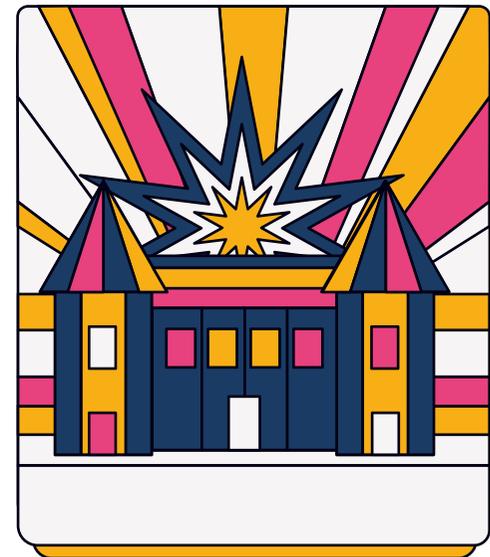
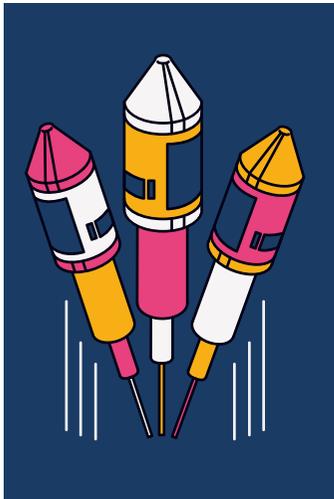
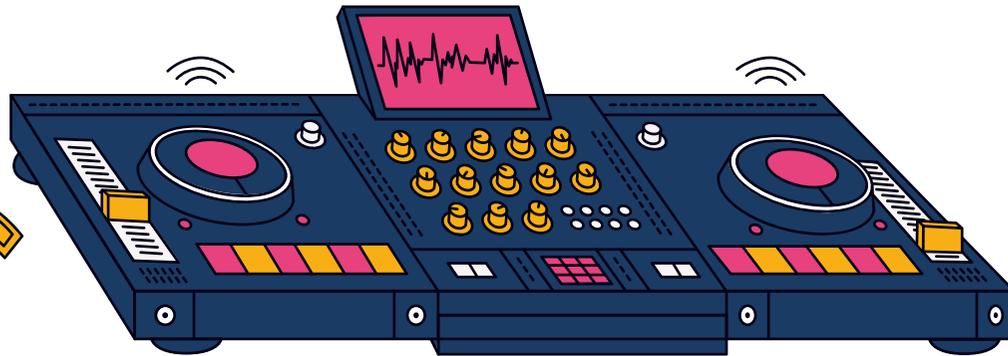
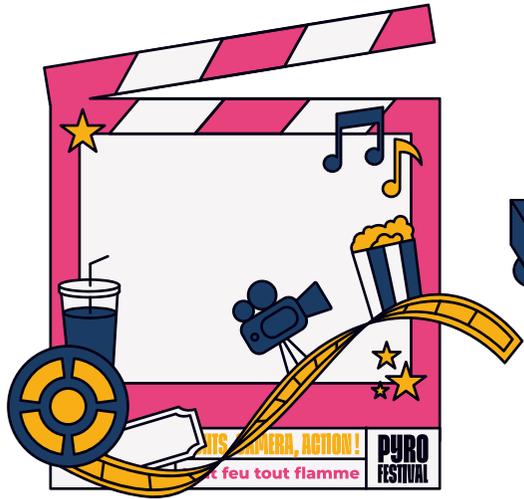
## PROGRAMME

Montserrat - ExtraBold

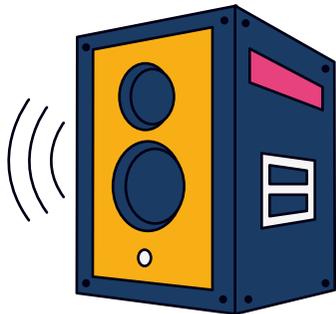
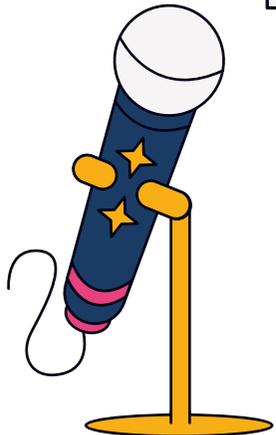
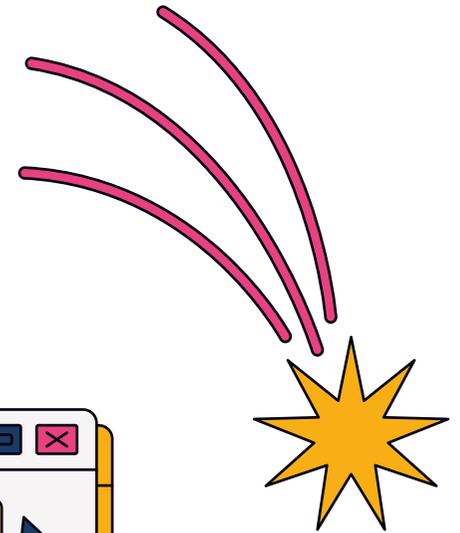
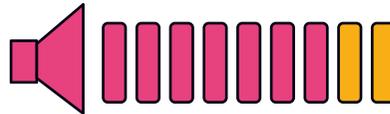
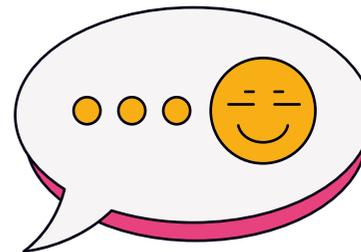
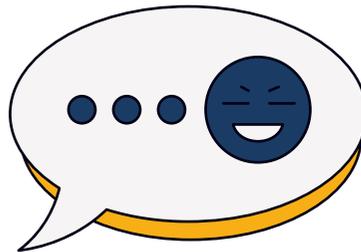
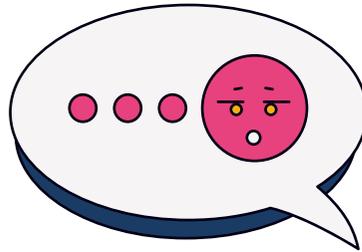
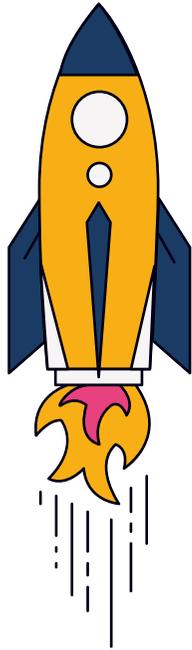
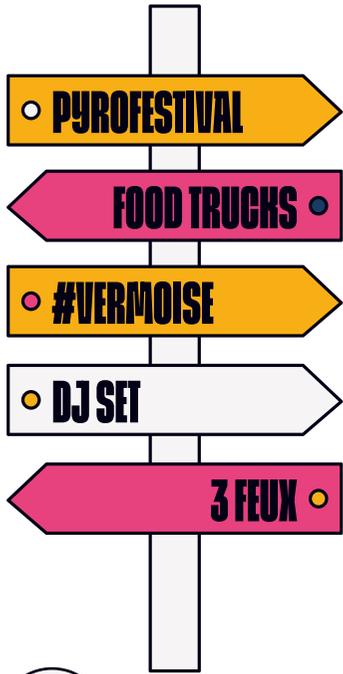
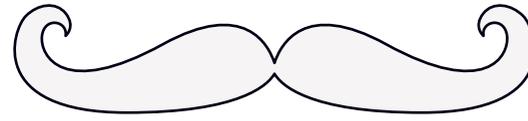


(seulement pour les textes)

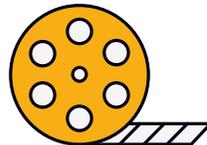
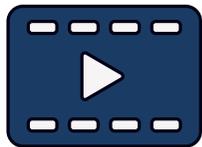
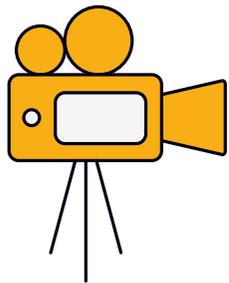
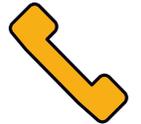
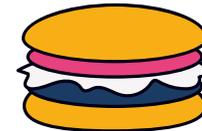
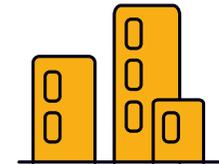
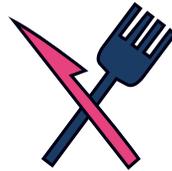
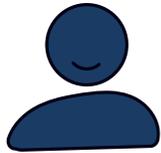
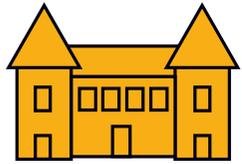
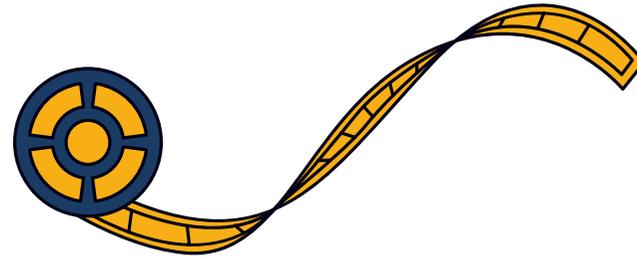
# ILLUSTRATIONS



# ILLUSTRATIONS 2



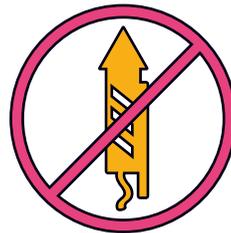
# PICTOGRAMMES



# PICTOGRAMMES 2



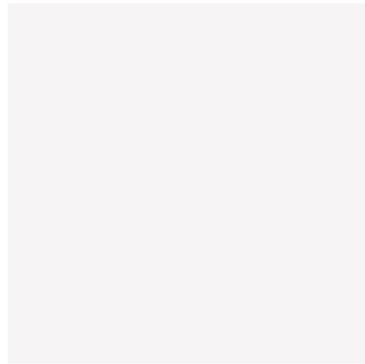
# PICTOGRAMMES 3



# COULEURS



**#1a3b64**



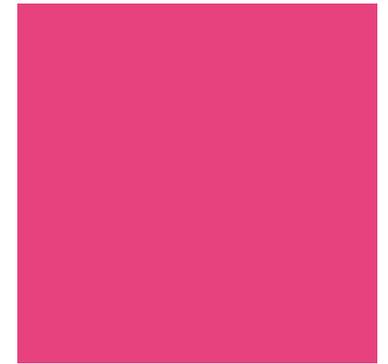
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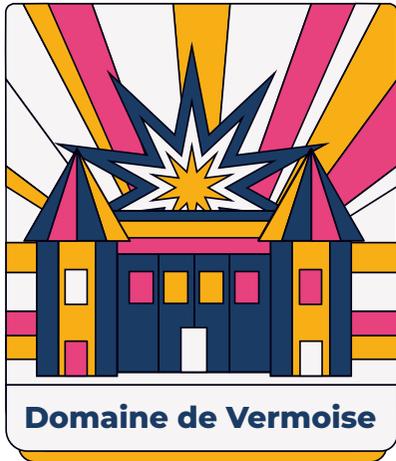


**#f8af15**



**#e7417e**

# CONSTRUCTION



TOUT FEU

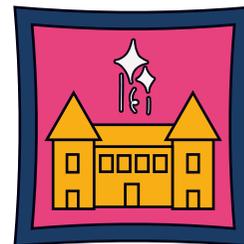
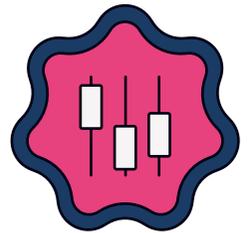
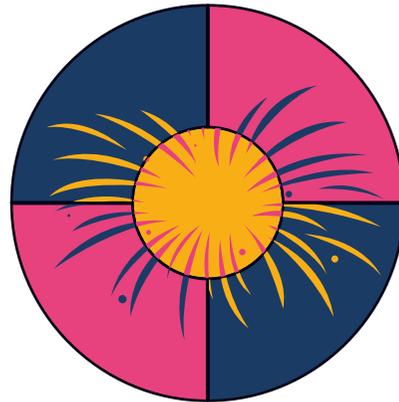


TOUT FLAMME

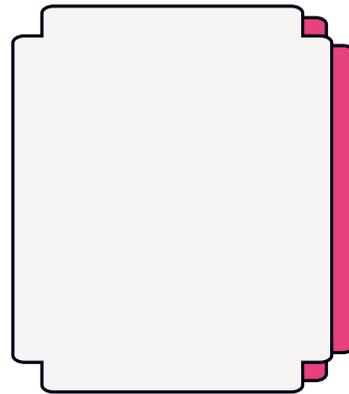
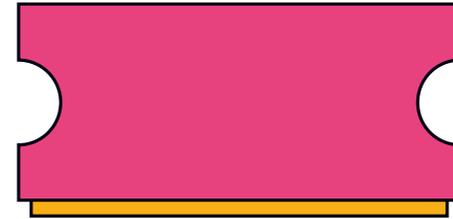
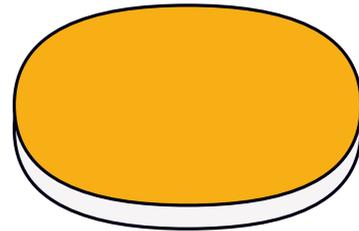
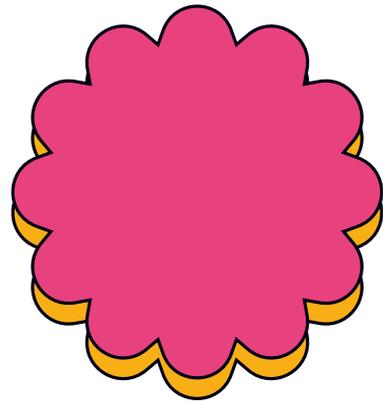


- Rien ne se chevauche
- Alternier entre texte, illustrations
- Ne pas changer/rajouter de couleurs
- Bords arrondis pour cases en rectangle
- Pas d'ombre portée
- Pas d'élément qui flotte
- Typo titre en blanc toujours avec contour
- Typo titre en noir sans contour
- Logo «accroché»
- Accroche drôle dans chaque visuel
- Contour de la même taille partout

# STICKERS



# CADRES



# AUTRE



**2 places VIP**  
(Adulte)

**1350€<sub>HT</sub>**

**Adultes**

**140€<sub>HT</sub>**  
par personne

**5 places VIP**  
(Adulte)

**1800€<sub>HT</sub>**

**Enfant**

**80€<sub>HT</sub>**  
par personne

**10 places VIP**  
(Adulte)

**2250€<sub>HT</sub>**

# EXEMPLE D'UTILISATION DE LA CHARTE

A vertical schedule graphic for the #PYRO festival. It features a dark blue header with a clock icon and the word 'HORAIRES' in yellow. Below are three rows, each with a time slot in a white box and an event description in a yellow box with an icon.

Horaires	Événement
19H00	Ouverture des portes
21H00	Début du spectacle
02H00	Fermeture des portes Fin de la soirée

A vibrant event poster for the #PYRO festival. The background is dark blue. At the top left, a white box says '3 FEUX' with a starburst icon and 'Faites exploser les scores!'. Next to it is a stylized illustration of a festival stage with colorful lights. To the right, a white box shows the date '27 SEPT. 2025'. Below these are a location pin for '10150 Sainte-Maure' and a pink starburst saying '- DE 7 ANS ? C'est gratuit !'. The center features a large pink box with '#PYRO festival' and 'Vermoise' written vertically. On the sides, the text 'TOUT FEU' and 'TOUT FLAMME' is written vertically. At the bottom, there are icons for a heart, a cinema ticket saying 'FAIT SON CINÉMA!', a popcorn bucket, a DJ set, food trucks with a burger, and a circular badge saying 'On va mettre le feu aux poudres ! PYRO festival'.

**TOUT FEU  
TOUT FLAMME**

pour le bouquet final !

**AVEC NOUS,**

vous ne serez plus en pétard.

**PLONGEZ DANS LE  
FEU DE L'ACTION**

mais ne vous enflammez pas trop vite !

**UN FESTIVAL  
PYROTECHNIQUE ?**

on va mettre le feu aux poudres !

**ON VOUS MIJOTE  
QUELQUE CHOSE...**

à (petit) feu !

**HÉ, T'AURAI PAS  
DÙ FEU ?**

promis, on est pas de mèche !

**SOURIEZ,**

vous êtes cramés !

**ON BRÛLE  
D'IMPATIENCE.**

vous n'allez y voir que du feu !

**ÇA SENT  
LE ROUSSE...**

on va vous en mettre plein la vue !

**ON VA RAVIVER  
VOTRE FLAMME !**

ne nous mettez pas d'eau sur le feu !