



GRAPHIC STANDARDS

LOGO



ROBERT JULIAT

VISUAL IDENTITY

WHICH LOGO TO CHOOSE ?

The ROBERT JULIAT logo is designed with two elements, the symbol and the typography. The "RJ" symbol (shown here on the right) is the base of the visual identity of the company.

(*) On occasion, it may be used alone. Vertical orientation, left, and horizontal orientation, are equally acceptable.

"RJ" symbol
standalone version*

Vertical orientation
the standard version
black on white background

Horizontal orientation
with ".com" signature

Horizontal orientation
with the "French baseline" signature

Horizontal orientation
with the "English baseline" signature

**Horizontal orientation
with centered symbol
(limited use only)**
with ".com" signature

Left justified orientation
with bigger typography



ROBERT JULIAT

 **ROBERT JULIAT**
www.robertjuliat.com

 **ROBERT JULIAT**
LA QUALITÉ SANS COMPROMIS DEPUIS 1919

 **ROBERT JULIAT**
UNCOMPROMISING QUALITY SINCE 1919

ROBERT JULIAT
 .com

 **ROBERT
JULIAT**

USER'S GUIDE

LOGO

Here are the technical information concerning the ROBERT JULIAT logo. Choose the logo that looks best within your publication's design among the guidelines of this section.

BLACK VERSION (STANDARD)

size 100%

DIRECT COLOUR :

BLACK 100%

PANTONE :

BLACK C

RGB :

0, 0, 0,

HEXA. CODE (web) :

#000000

WHITE VERSION

DIRECT COLOUR :

-

PANTONE :

-

RGB :

255, 255, 255,

HEXA. CODE (web) :

#ffffff

GREY VERSION

DIRECT COLOUR :

BLACK 46%

PANTONE :

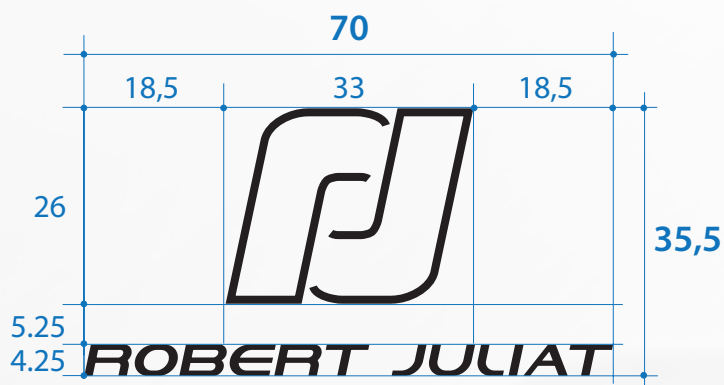
428 C

RGB :

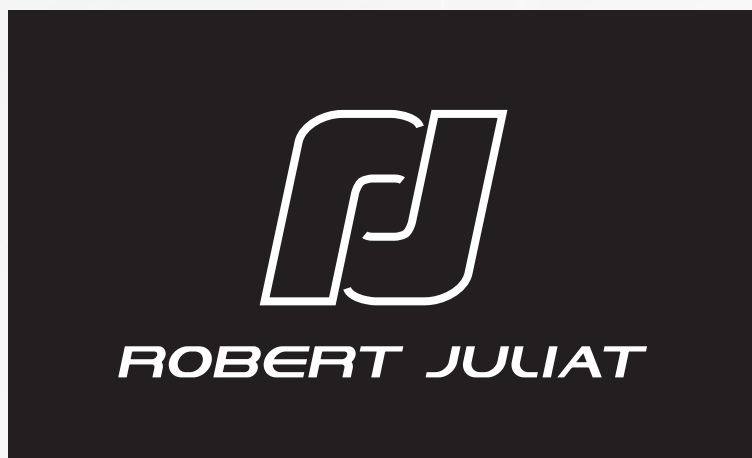
135, 136, 138,

HEXA. CODE (web) :

#87888A



Dimensions en mm.



USER'S GUIDE

RESIZING

For best proportional resizing results, activate the **uniform** scale option when reducing the logo size :

The initial logo size at 100%

Line (logo symbol) : **3pt**
Outline (typography) : **1pt**

Example at 50%

Line (logo symbol) : **1,5pt**
Outline (typography) : **0,5pt**

Example at 150%

Line (logo symbol) : **4,5pt**
Outline (typography) : **1,5pt**

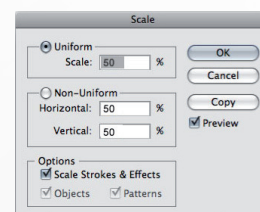
Example at 75%

Line (logo symbol) : **2,25pt**
Outline (typography) : **0,75pt**

Example at 25%

Line (logo symbol): **0,75pt**
(adapted* to 1pt)
Outline (typography) : **0,25pt**

« Scale » function in Adobe Illustrator CS5.x



Logo : «RJ» symbol

Typography

ROBERT JULIAT



ROBERT JULIAT



ROBERT JULIAT



ROBERT JULIAT



Adapted version* :



(*) NOTE :

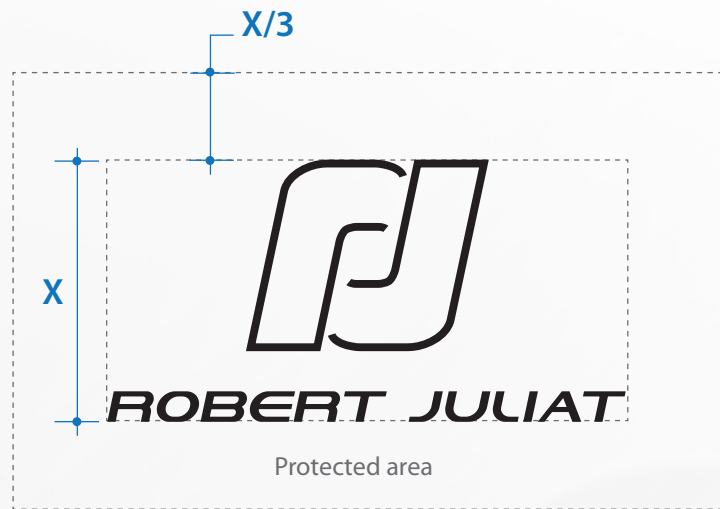
For all reductions under **75%**, the line (symbol) can be thickened from an additional **0,25pt** up to **0,4pt maximum** to ensure a better reading for specific applications (labels, screenprintings, etc.).

USER'S GUIDE

PROTECTED AREA

The ROBERT JULIAT logo is surrounded by a protected area which guarantees its good visibility and its recognition. This is an invisible technical rectangle area, of a third of the logo's height and into which no graphic, textual or visual element can penetrate.

**Spacing proportion /
protected area around the logo :**



The ROBERT JULIAT logo is to be used only as illustrated on page 4. The logo and typography should not be altered or redrawn in any other way.

Alteration of the ROBERT JULIAT's typography or spacing between letterforms is unacceptable. Size proportions of the logo must be respected as shown on the previous page. Alteration such as orientation or non respected proportions is also not acceptable.

**PLEASE, DO NOT :
deform the logo**

