



2019 Brand guidelines

sodexo
QUALITY OF LIFE SERVICES

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LOGOTYPE

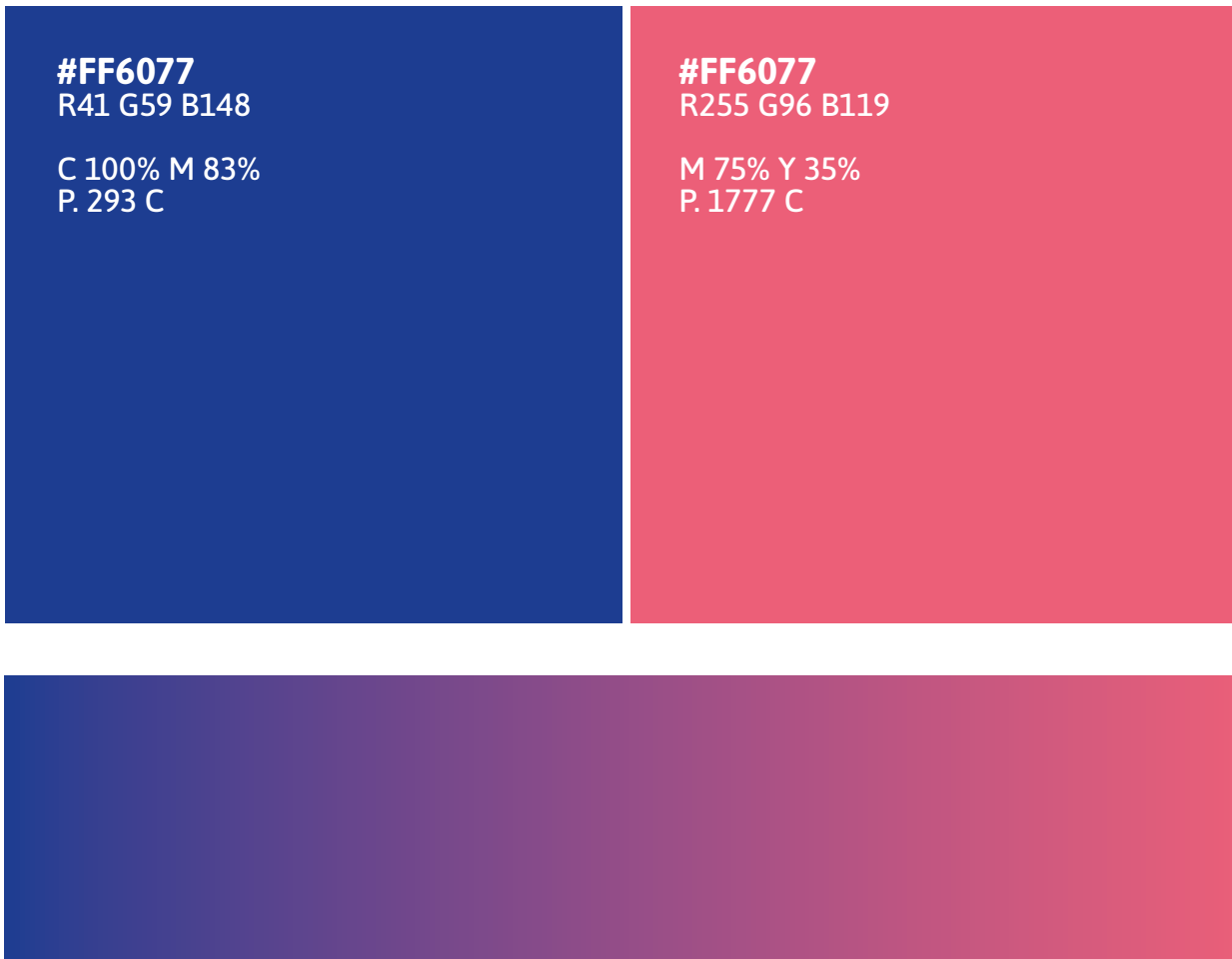
The ANDJOY logotype is made up of a typography and a symbol.
These elements are inseparable, their disposition and proportions are fixed and cannot be modified.
The symbol can be used alone in addition to the entire logotype or for specific applications



COLORS

The references of ANDJOY's colors are written below .

The CMYB and Pantone references can be used for printing while the RGB and Html references can be used on web and video content.



TECHNICAL GUIDELINES

The protected area around the logotype is an invisible rectangle in which no textual or visual element can appear. It allows a clear lecture and an optimal visibility of the logo. Its construction is described below.

Its minimal size of utilization should be of 30 mm / 85 px of width for the logotype and 7 mm / 20 px for the symbol.

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30 mm / 85 px



7 mm / 20 px

USAGE

The ANDJOY logotype is used only on a light background to preserve the harmony of the color gradient.
On dark or disturbed backgrounds, a white cartridge the size of the protected area should be added to the logo.
When using the logo on a medium where color is not authorized, use a monochrome version.
The visibility and recognition of the logo is the priority.



DON'T

These examples are strictly prohibited



do not distort



do not move



use on medium funds



use on disturbed funds



logo used without symbol



Typography change

GRAPHIC STYLE

To enrich these designs:

- A typography has been chosen: the ASAP
- A series of pictograms and illustrations has been drawn

Aa Aa Aa

ASAP Medium

ASAP Regular

ASAP *Italic*

