

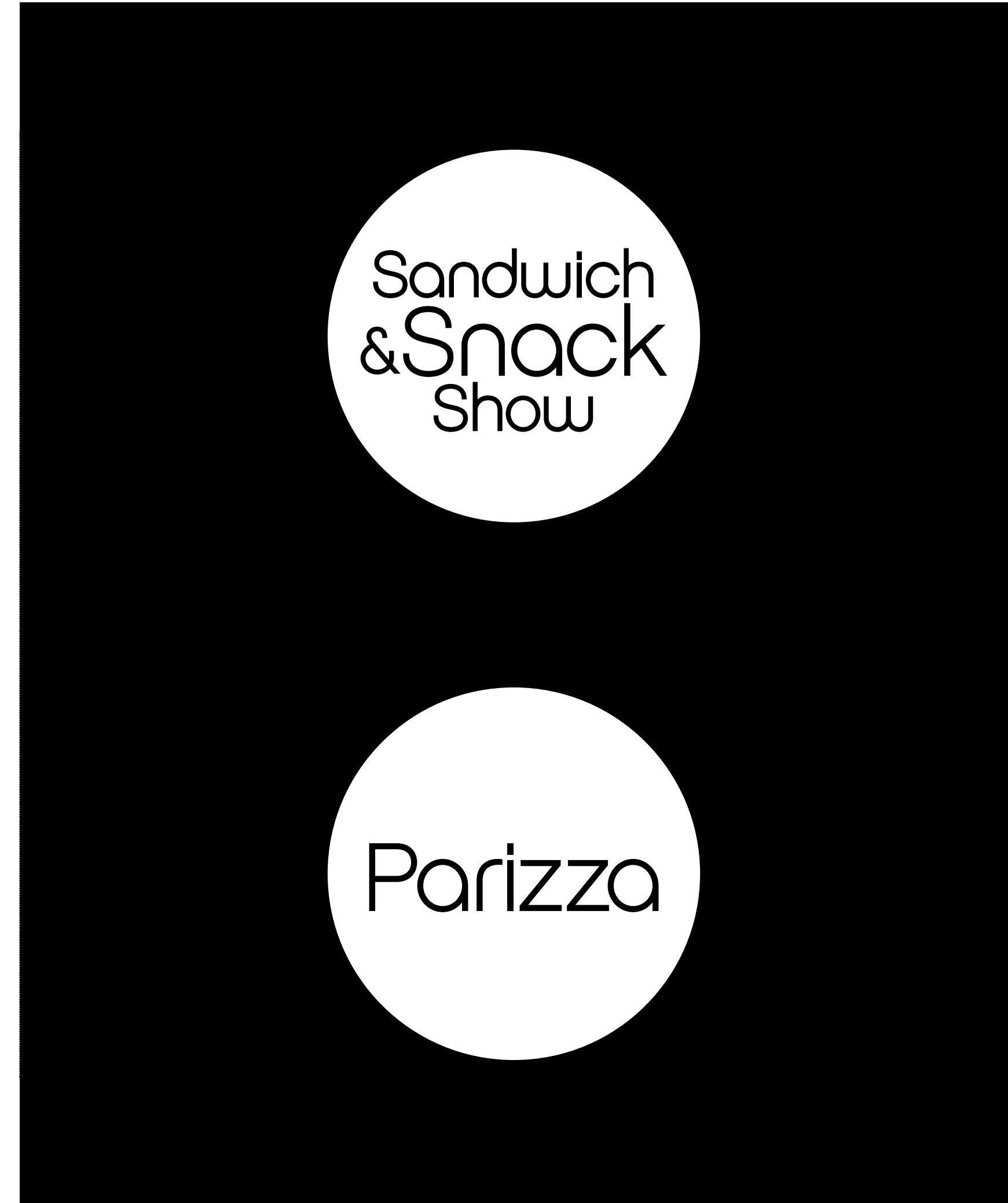
Sandwich  
& Snack  
Show

Parizza

# Identité visuelle 2024

Août 2023

# Les logos



# Tagline

*reinventing food moments\**

*reinventing  
food moments\**

*reinventing  
food  
moments\**

# Typographies

<b>CHALET COMPRIME</b>	CologneSixty	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @ & 0123456789
	HongKongEighty	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @ &amp; 0123456789</b>
<b>HELVETICA</b>	Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @ & 0123456789
	Light Oblique	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @ &amp; 0123456789</i>
	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @ & 0123456789
	Oblique	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @ &amp; 0123456789</i>
	Bold	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @ &amp; 0123456789</b>
	<b>Bold Oblique</b>	<b><i>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz @ &amp; 0123456789</i></b>

**CHALET COMPRIME  
HongKongEighty**

CHALET COMPRIME  
CologneSixty

**HELVETICA  
Bold**

HELVETICA  
Light

*HELVETICA  
Light Oblique*

**TITRE**

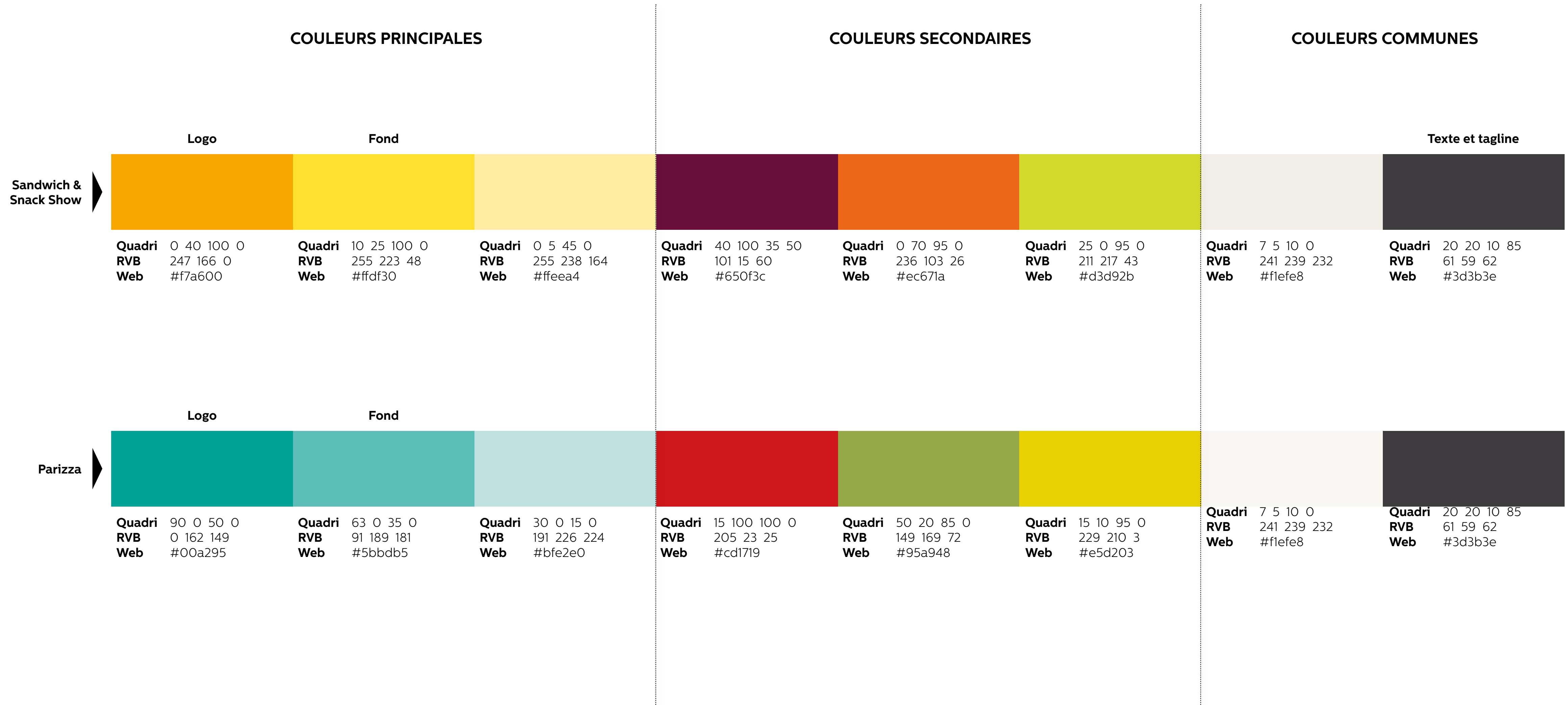
**SOUS-TITRE**

**Titre niveau 1**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.*

# Gamme colorielle



# Le visuel



# Le visuel



# Annonces presse



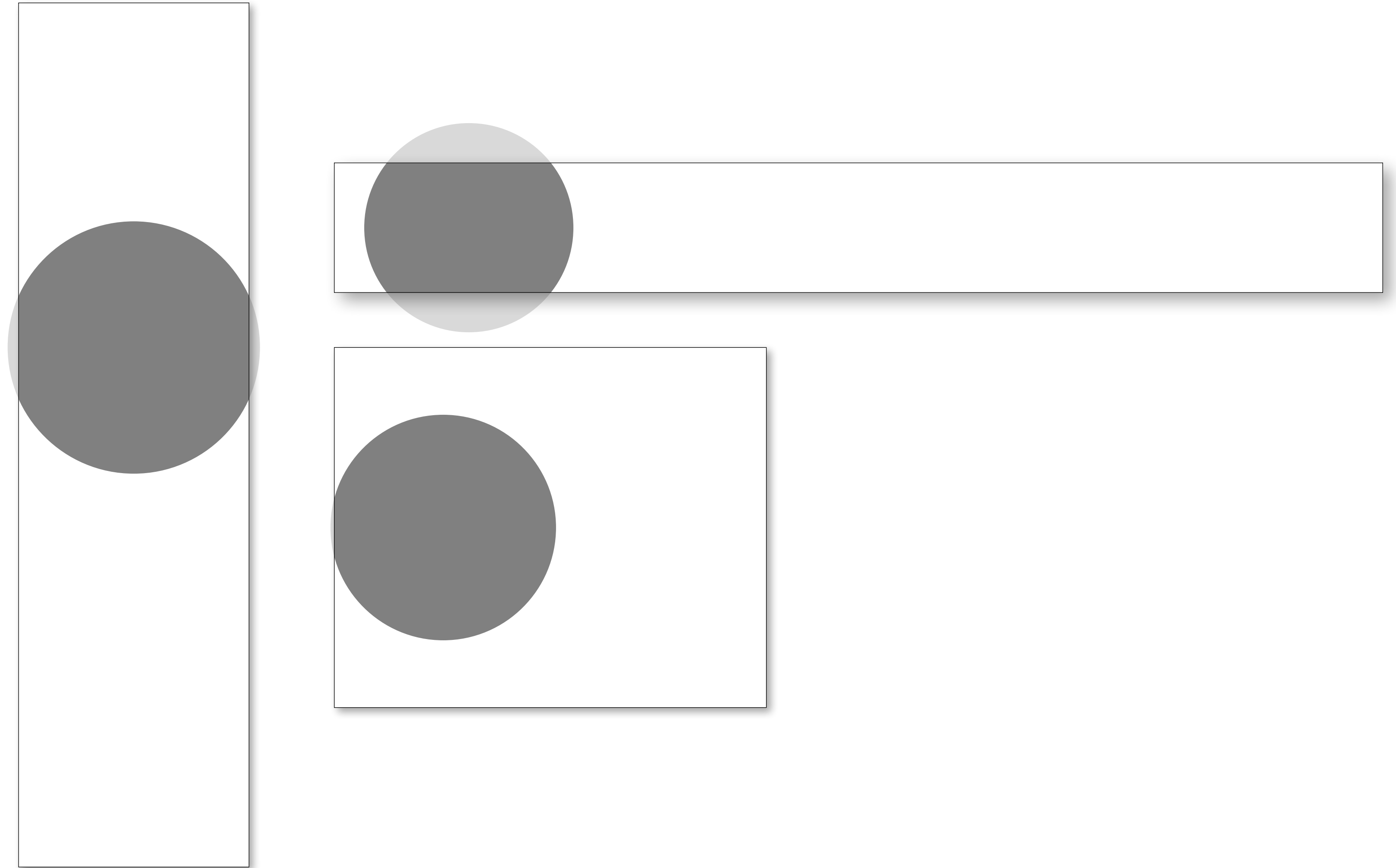


# Annonces presse



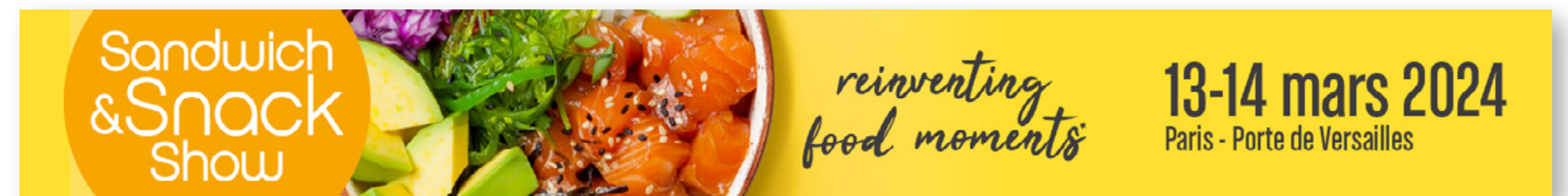
# Principe de construction graphique fond + logo

Pour une lisibilité optimum des marques, le logo rond peut sortir des formats selon les exemples ci-contre.



# Bannières web

Modèles « dates »



# Bannières web

Modèles « dates »



# Bannières web

Modèles « badge »



# Bannières web

Modèles « badge »



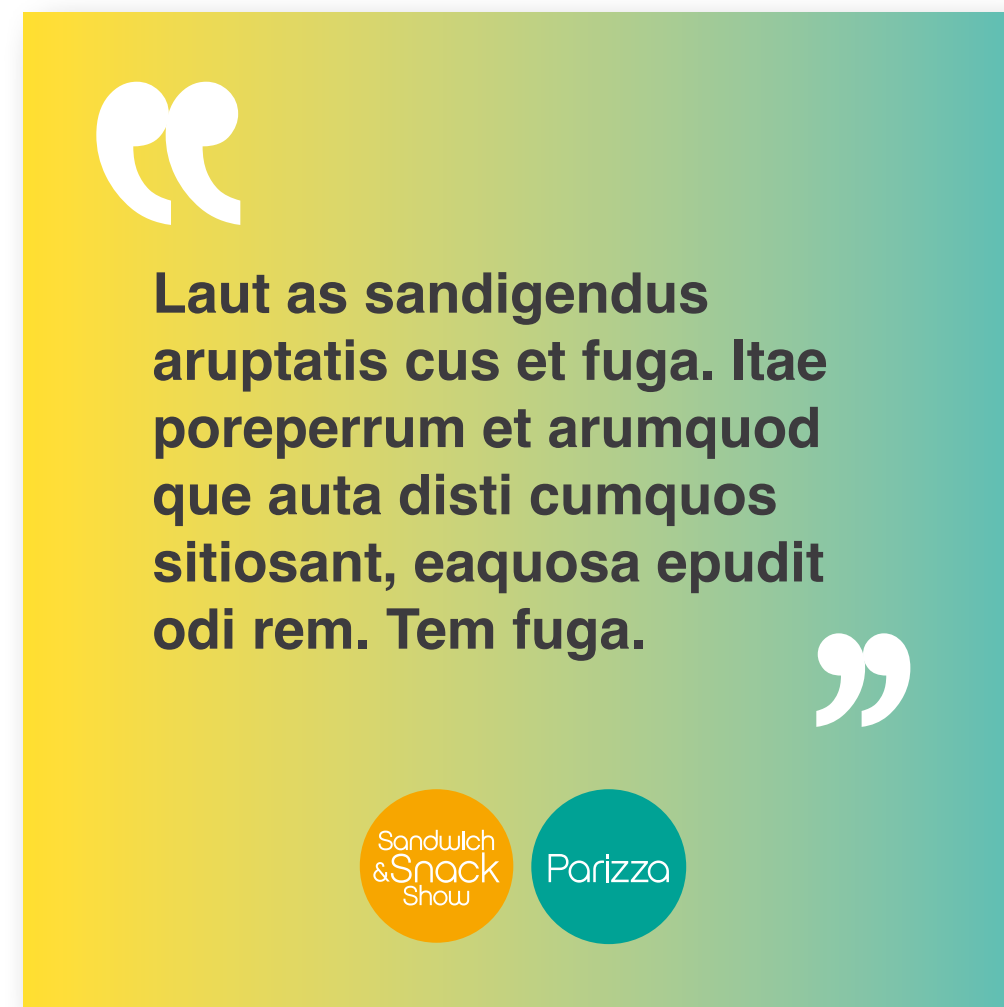
# Bannières web

Modèles « 2 salons »



# Communication RS 2 salons

Exemples





# Communication RS

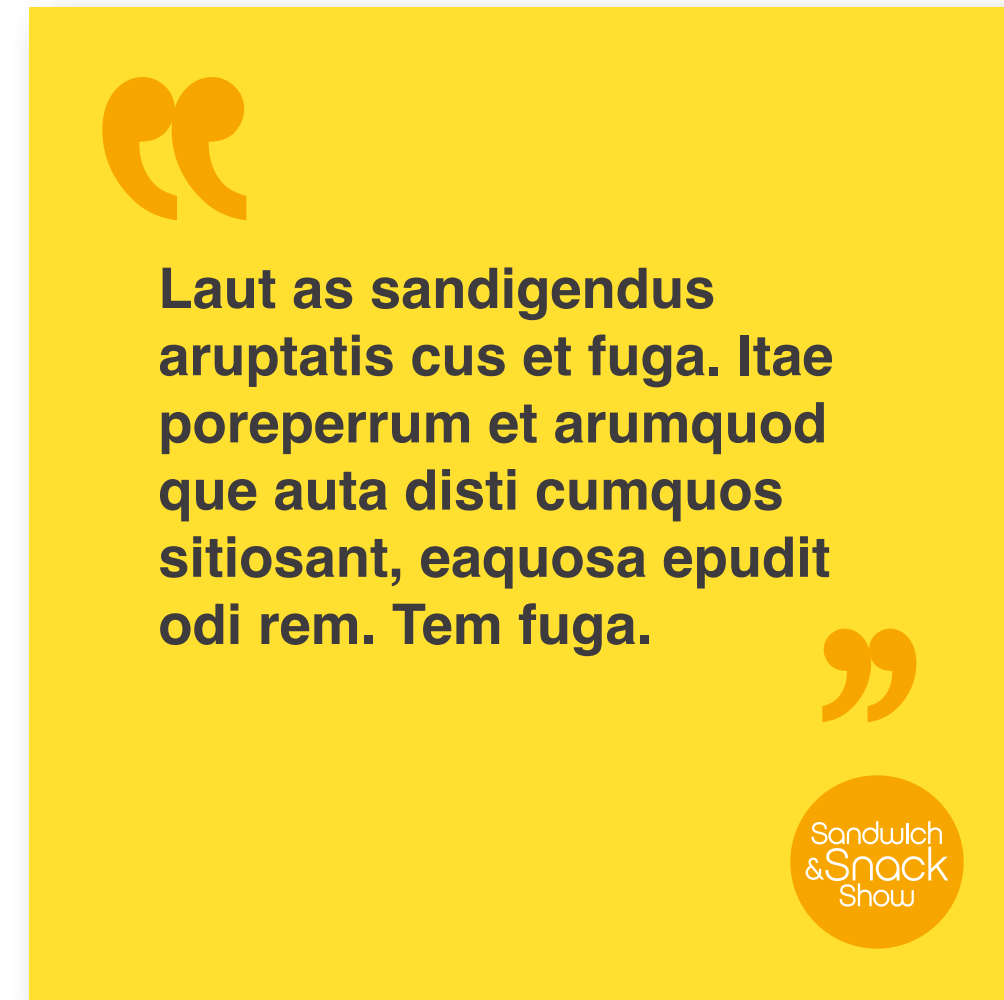
Exemples



Sandwich & Snack Show

Save the date

13-14 mars 2024  
Paris - Porte de Versailles



Laut as sandigendus aruptatis cus et fuga. Itae poreperrum et arumquod que auta disti cumquos sitiosant, eaquosa epudit odi rem. Tem fuga.

Sandwich & Snack Show



Sandwich & Snack Show

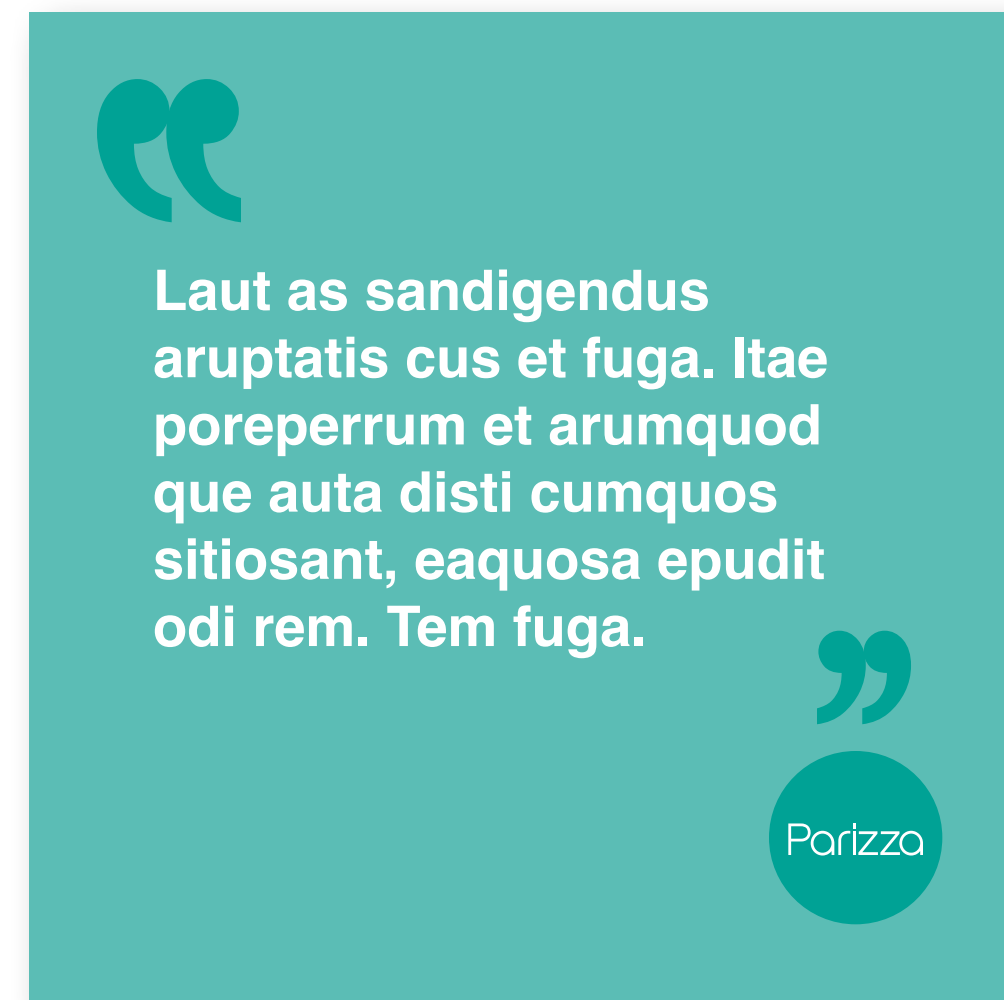
Laut as sandigendus aruptatis cus et fuga. Itae poreperrum et arumquod



Parizza

Save the date

13-14 mars 2024  
Paris - Porte de Versailles



Laut as sandigendus aruptatis cus et fuga. Itae poreperrum et arumquod que auta disti cumquos sitiosant, eaquosa epudit odi rem. Tem fuga.

Parizza



Parizza

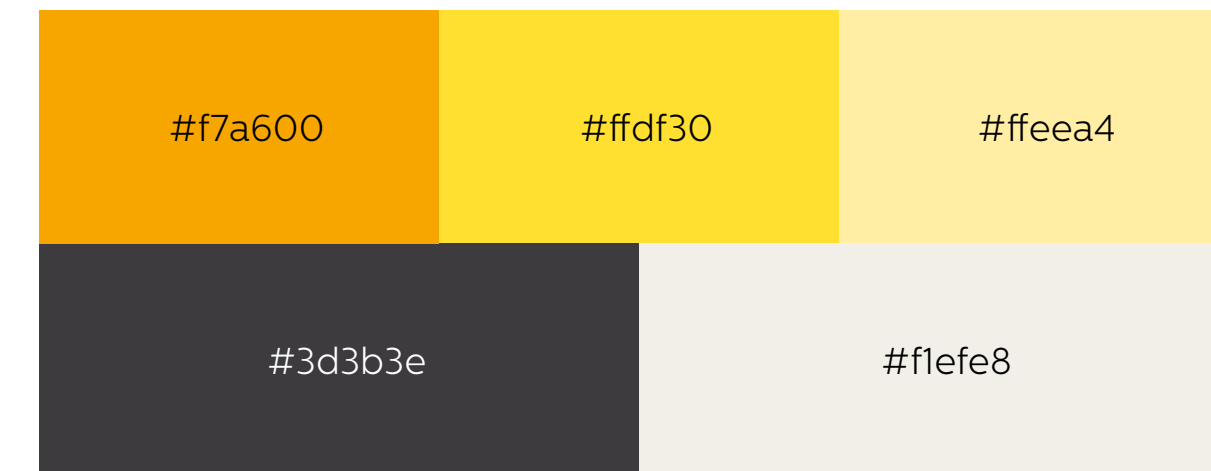
Laut as sandigendus aruptatis cus et fuga. Itae poreperrum et arumquod

# Communication Emailing

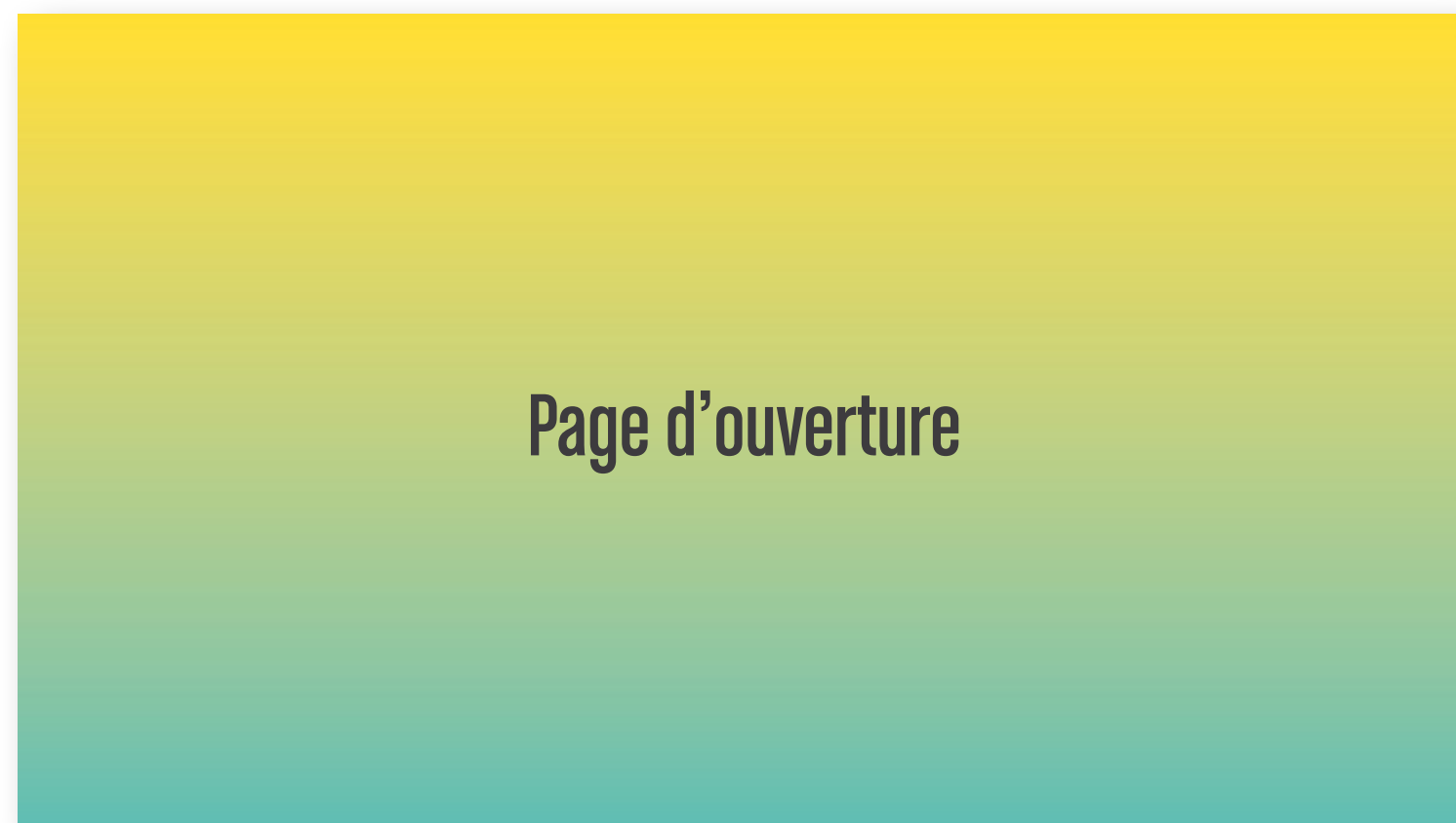
Header emailing



Couleurs d'accompagnement pour emailing et newsletter



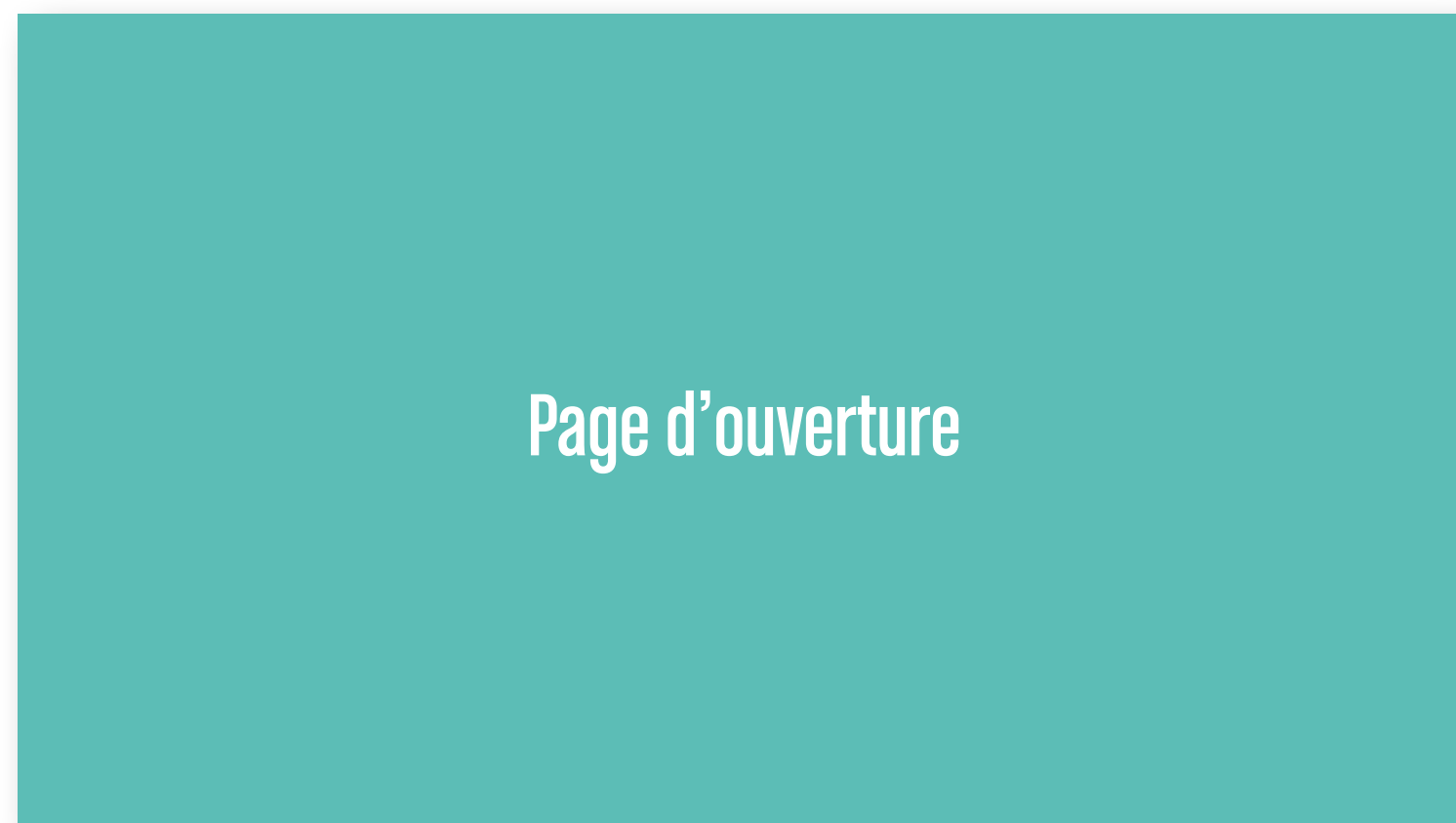
# Présentation PPT 2 salons



# Présentation PPT SSS



# Présentation PPT PAR



# Signalétique

Principe



