



VISUAL IDENTITY

APRIL 2017

LOGO COLOURS

Code CSS #FC6B01

RGB R: 252
G: 107
B: 1

HSV 25.34° 99.6% 98.82%



Code CSS #FFB36F

RGB R: 255
G: 179
B: 111

HSV 28.33° 56.47% 100%

WEBSITE COLOURS

The official colours of iMuSciCa are the two colours referenced below. They can be accompanied by the colours referenced on page 4 and 5 as used on the website.

Code CSS #FC6B01

RGB R: 252
G: 107
B: 1

HSV 25.34° 99.6% 98.82%



Code CSS #FFB36F

RGB R: 255
G: 179
B: 111

HSV 28.33° 56.47% 100%

WEBSITE COLOURS

Code CSS #ffbf47

RGB R: 255
G: 191
B: 71

HSV 39.13° 72.16% 100%



Code CSS #0095ff

RGB R: 0
G: 149
B: 255

HSV 204.94° 100% 100%

WEBSITE COLOURS

Code CSS #444444

RGB R: 68
G: 68
B: 68

HSV 0° 0% 26.67%



Code CSS #888888

RGB R: 136
G: 136
B: 136

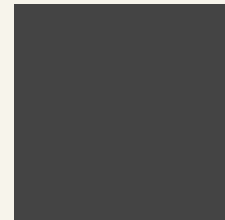
HSV 0° 0% 53.33%

INSTITUTIONAL WEB DOCUMENTS

For all institutional web publications,

Size	headers	24 pt,
	titles	18 pt,
	text bodies	14 pt.

Text bodies can be in the #444444 colour



or in #888888 colour.

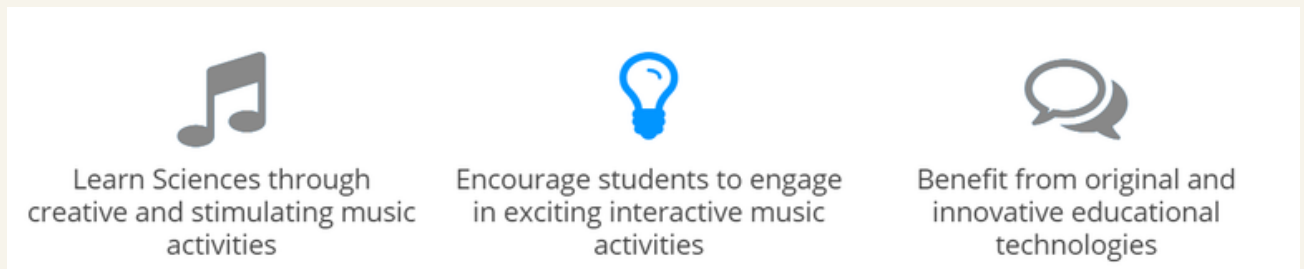
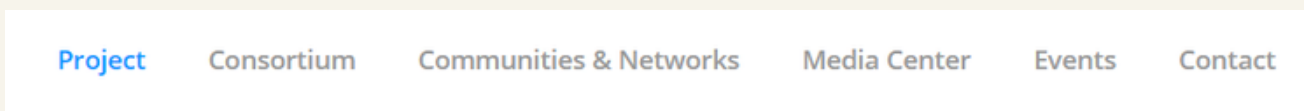


INSTITUTIONAL WEB DOCUMENTS

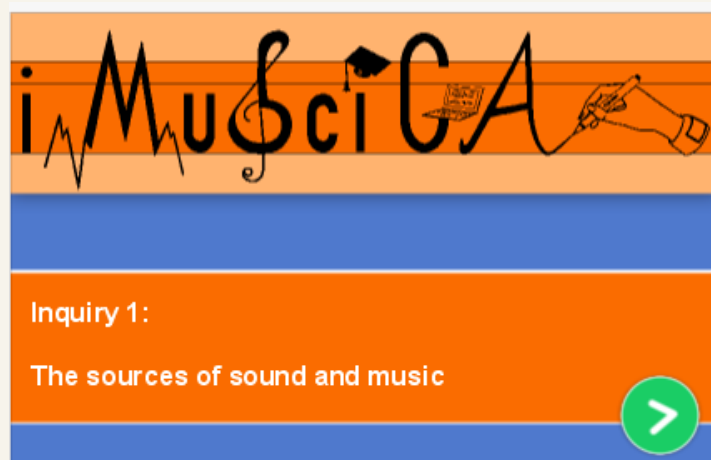
The colours below should be used as **heading** colours or **highlight** colours in text bodies.



Examples from the website:



Example from a first activity book model idea:



FONT

The official font of iMuSciCa is Open sans which can be used with different style: bold, italic, semi-bold, ... to highlight a word, a sentence, to create rythm.

Open sans
abcdefABCDEF123

Open sans italic
abcdefABCDEF123

Open sans bold
abcdefABCDEF123

Open sans light
abcdefABCDEF123

Open sans extra bold
abcdefABCDEF123



To **download** Open Sans: <http://urlz.fr/530u>