



# 600 ANS D'HISTOIRE

## UNIVERSITÉ DE FRANCHE-COMTÉ

PREPARED BY :

MMI STUDENTS  
DHOTE YANN, FASEL BENOIT & HOUBRON JULES

UNIVERSITÉ DE  
FRANCHE-COMTÉ

The following table of contents provides an overview of the various sections and content available, allowing easy navigation through the diverse elements of our visual identity. It enables exploration of essential details presented within this documentation.

1.2 CONTENTS

1. The brand	3
1.1 Key-words	4
2. Brand Logo	5
2.1 Primary Logo	6
2.2 Logo Clear Space	8
2.3 Wrong Logo Use	9
3. Colors Logo Brand	10
3.1 Brand Colors	11
4. Typographie	12
4.1 Typographie	13
5. Brand elements	14
5.1 Mockups	15

BRAND CONTENTS

# 1



The brand created to **commemorate** the **600 years** of the University of Franche-Comté embodies a vibrant tribute to **six centuries** of academic history. Crafted specifically to mark this memorable anniversary, this brand encapsulates the enduring **tradition of excellence and innovation** that has defined the university throughout its journey. It reflects the strength and diversity of events and achievements that have punctuated these six centuries. By spotlighting this invaluable heritage, the brand also underscores the university's ongoing commitment to education, research, and its **pivotal role** within the community, marking a **significant milestone** in its **prestigious history**.

These chosen keywords encapsulate the overall ambiance intended for the graphic charter. By harmonizing history and heritage, education and innovation, as well as community and commitment, the aim is to strike a balance between tradition and modernity. This graphic charter aspires to reflect the university's evolution across centuries while expressing its forward-thinking vision and dedication to a diverse and collaborative community.

1.1

# KEY-WORDS

<b>Anniversary</b>	<b>Academic</b>	<b>Collaboration</b>
<b>Celebration</b>	<b>Excellence</b>	<b>Gathering</b>
<b>Prestige</b>	<b>Knowledge</b>	<b>Impact</b>
<b>Temporal</b>	<b>Progress</b>	<b>Diversity</b>
<b>Heritage</b>	<b>Innovation</b>	<b>Evolution</b>
<b>Achievements</b>	<b>Legacy</b>	<b>Commitment</b>
<p>This category commemorates the University of Franche-Comté's 600-year journey, honoring its rich legacy and pivotal achievements that have shaped its profound historical heritage.</p>	<p>"Education and Innovation" reflects the university's commitment to academic excellence, knowledge advancement, and innovative approaches in education and research, adapting to evolving needs and advancements.</p>	<p>"Community and Commitment" symbolizes the university's role as a cohesive force, fostering collaboration and diverse perspectives, showcasing its dedication to making a positive impact on society through collective engagement and enduring values.</p>



# 2

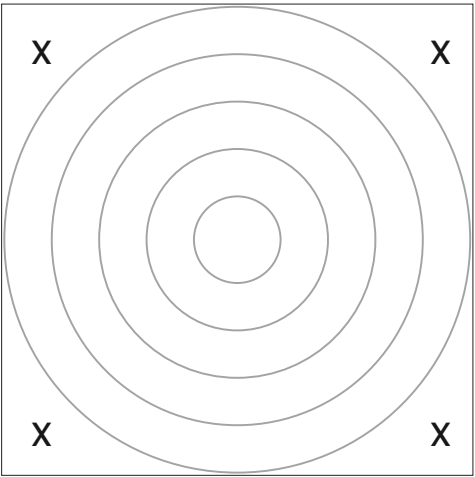


The ambiance of the logo seamlessly blends the University's cherished **heritage** with a contemporary vision. By employing **gold and black**, iconic colors of the institution, we've preserved **tradition** while infusing a modern flair. The font, retained for its familiarity, offers continuity while adding a historical dimension. Incorporating the **Lyon franc-comtois**, a distinctive regional symbol, underscores our **connection** to the region. Subtle details, such as the straight lines atop the "d," evoke a narrative progression, symbolizing **storytelling** and the transmission of **history**, while emphasizing our commitment to **education** and the ongoing **evolution** of the university.

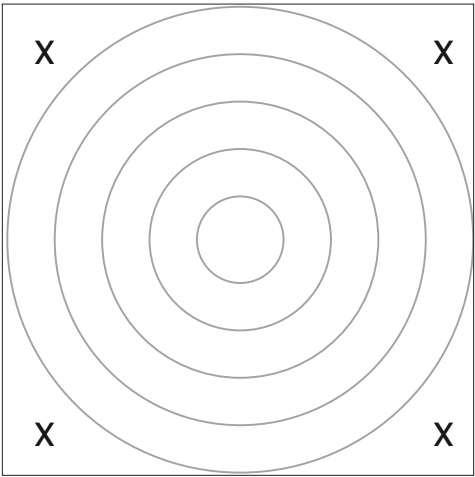
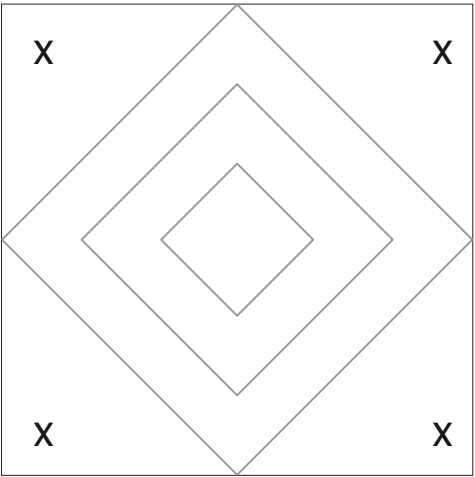
Our primary logo embodies the very essence of the University of Franche-Comté, seamlessly blending tradition with modernity. Maintaining clear space around the logo is crucial to ensure its visibility and impact. Minimum clear space guidelines are established to preserve the visual integrity and identity of the logo, ensuring its optimal legibility and recognition.

2.1  
PRIMARY LOGO

The Brand  
Section : Brand Margin



The Brand  
Section : Brand Stamp





The Logo Clear Space page outlines the essential area of clear space required around our logo. This space ensures that the logo remains prominent and undisturbed, allowing it to maintain its visual impact and integrity across various applications and platforms.

2.2

LOGO CLEAR SPACE

X			X
14x14		14x14	
X			X



This section highlights the improper uses to avoid for our logo. It identifies prohibited practices, such as distortion, unauthorized color alterations, or any modifications that would compromise the visual integrity of our institutional identity.

## 2.3

### WRONG LOGO USE

DO NOT ADD AN OUTLINE



DO NOT COMPRESS



DO NOT USE FLUORESCENT BACKGROUNDS, AND USE  
COLORS CLOSE TO THOSE OF THE LOGO



DO NOT FLATTEN



# 3



The color schemes of our brand logo embody the heritage and essence of the University of Franche-Comté. This section details the specific color codes and combinations that represent our institution's identity. Consistent use of these designated colors is crucial to maintain the integrity and recognition of our brand across all our communications and representations.

Explore in this section the carefully curated color palettes dedicated to commemorating the 600 years of the University of Franche-Comté. These colors embody our rich heritage and contemporary vision, offering insights into the strategic color choices behind our distinctive visual identity.

3.1

BRAND COLORS

RGB

207-166-66

CMYK

15-35-93-4

HEX

#CFA642

CMYK

74-65-63-81

RGB

29-29-27

HEX

#1D1D1B

CMYK

72-66-65-78

RGB

26-26-26

HEX

#0A1A1A

# TYPOGRAPHY

# 4



Within this section dedicated to **typography**, explore the meticulous selection of **typefaces** that encapsulate the **distinctive visual identity** of the University of Franche-Comté. These specific fonts have been chosen to reflect our **heritage** while ensuring **optimal readability** and **visual consistency** across all our communication materials.

Our choice of typography has been meticulously curated to reflect the distinctive visual identity of the University of Franche-Comté, in celebration of its 600 years. These specific fonts blend an antique aesthetic with modern readability, evoking our rich heritage while emphasizing our commitment to future education.

## 4.1

# TYPOGRAPHY

Aa

Primary

Regular

**Abril Fatface Regular**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(,.)

Ad

Secondary

Regular

**Poppins Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890?!\*+(,.)

# 5



Explore this dedicated section showcasing brand elements and **mockups** to witness our logo in action across various visual mediums. These mockups portray practical applications of our visual identity on different platforms, including **print materials**, **digital assets**, and more. By delving into these representations, you'll gain insights into the **versatility** and **visual impact** of our logo in diverse contexts, highlighting its seamless integration into our communications and reinforcement of our **brand identity**.

Explore our print and web mockups showcasing our logo in celebration of the 600 years of the University of Franche-Comté. Discover its versatility across various visual platforms, providing a dynamic glimpse into its adaptability in diverse contexts.

## 5.1 MOCKUPS



Water Bottle



Cap



Tshirt



Stickers



PREPARED BY :

MMI STUDENTS  
DHOTE YANN, FASEL BENOIT & HOUBRON JULES

UNIVERSITÉ DE  
FRANCHE-COMTÉ