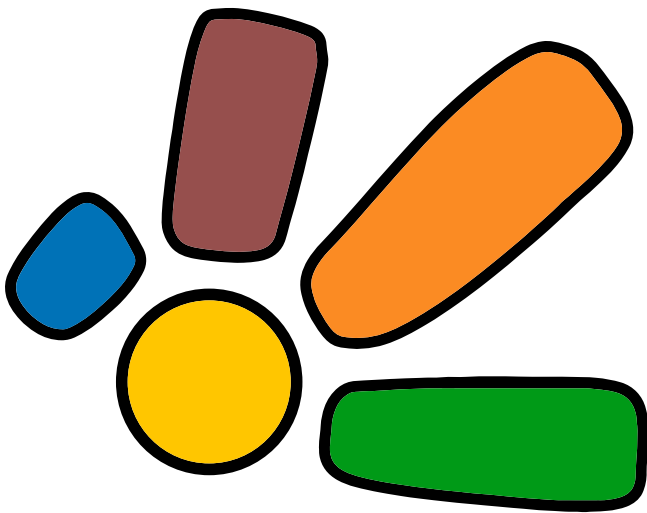
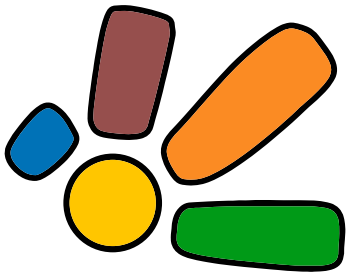


# Visual Identity of Objectif Sciences International



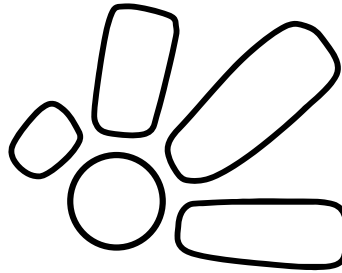


1 - LOGO



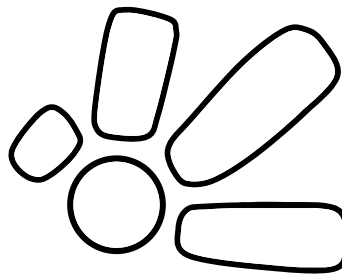
Colors

Website  
Clothes  
Goodies  
Papers  
Vehicles  
Flyers



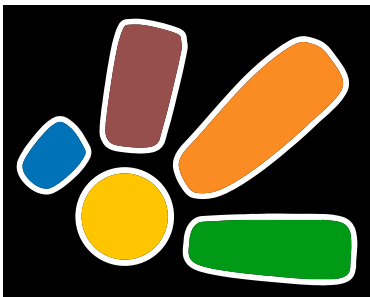
Transparent Border Black

Engraving  
Stamp  
Watermark (40% Transparency)



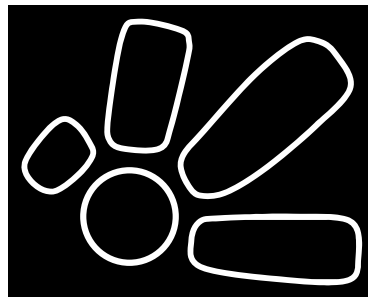
White

To be defined



Colors Border White

Website  
Clothes  
Goodies  
Flyers



Transparent Border White

Clothes Dark Color  
Watermark (40% Transparency)

**No distortion allowed - Déformation interdite**

**Always transform the size proportionally**

**Toujours transformer la taille de manière proportionnelle**

**Programmes' logos must always be accompanied by this logo**  
**Les logos des Programmes doivent toujours être accompagnés de ce logo**



## 2 - COLORS

**SUN**

#FFCC1A

Logo

**WARNING**

#FF5C5C

Rare and important  
buttons**WOW**

#FB9739

Logo

**OTTER**

#625B56

Current buttons - Title on Box 4  
Enhancements - Background for  
enlighted text - Links - Box 1**WATER**

#1A80BE

Logo

**NIGHT**

#3A4347

Text Font Body - Box 2  
Titles on Box 3 - Tags  
Secondary Box**NATURE**

#1AA42F

Logo

**LIGHT NIGHT**

#66777E

Subtitle on Box 2 - Box 4  
Second Title on**EARTH**

#A1615F

Logo

**WHITE**

#FFFFFF

Title on Box 1 and 2  
Box 3 - Papers - Vehicles  
Objects**ONYX**

#000000

Logo  
border**GREY**

#FFFFFF

Secondary Enhancement  
Second Title on Box 2**LIGHT GREY**

#F3F3F3

Background

**SAFARI**

#FCF0DE

Clothes  
Second Title on Box 1



## 3.1 - TYPOGRAPHY

## TITLE 1

Family: Sansation  
Weight: Bold  
Size: 64  
Letter Spacing: -2%

# Change [...]

## TITLE 2

Family: Sansation  
Weight: Bold  
Size: 40  
Letter Spacing: -2%

## Change the World

## TITLE 3

Family: Sansation  
Weight: Bold  
Size: 24  
Letter Spacing: -2%  
Other: Uppercase

### CHANGE THE WORLD

## TITLE 4

Family: Sansation  
Weight: Bold  
Size: 24  
Letter Spacing: -2%

### Change the World

## SUBTITLE

Family: Sansation  
Weight: Regular  
Size: 24

### Change the World

## PRETITLE

Family: Sansation  
Weight: Bold  
Size: 12  
Other: Uppercase

### CHANGE THE WORLD

## HEADER

Family: Sansation  
Weight: Bold  
Size: 12  
Letter Spacing: 3%  
Other: Uppercase

### CHANGE THE WORLD

## FOOTER

Family: Sansation  
Weight: Regular  
Size: 12

Change the World



## 3.2 - TYPOGRAPHY

<b>DOCUMENT BOX TITLE</b>	Family: Sansation Weight: Bold Size: 16	<b>CHANGE THE WORLD</b>
<b>LIGHT</b>	Family: Sansation Weight: Light Size: 11 Line Height: 140%	Change the World
<b>BODY</b>	Family: Sansation Weight: Regular Size: 11 Line Height: 140%	Change the World
<b>BOLD</b>	Family: Sansation Weight: Bold Size: 11 Line Height: 140%	<b>Change the World</b>
<b>LEGEND KEY</b>	Family: Sansation Weight: Light Size: 10	Change the World
<b>LINK</b>	Family: Sansation Weight: Bold Size: 11 Decoration: Underline	<u><b>CHANGE THE WORLD</b></u>
<b>DESCRIPTION</b>	Family: Sansation Weight: Regular Size: 13	Change the World



## 4 - SLOGANS

**Participatory Research :**  
**the key to effective Education and meeting the SDGs**

**La Recherche Participative au service de l'Éducation et de la  
concrétisation des Objectifs du Développement Durable**

Since 1992

Fondé en 1992

Special Consultative Status to United Nations (ECOSOC)

Statut Consultatif Spécial auprès des Nations Unies (ECOSOC)

Change the World !

Change le Monde !

GET INVOLVED WITH INCREDIBLE SCIENTIFIC PROJECTS !

MENEZ À BIEN D'INCROYABLES PROJETS DE RECHERCHE !

SCIENCE CAMPS WHICH COULD CHANGE THE WORLD !

DES SÉJOURS ET DES VOYAGES QUI CHANGENT LE MONDE

Exceptional adventures and real projects for sustainable development

Des aventures hors du commun, des projets de sciences participatives  
pour le développement durable



5 - LOGOS VARIATIONS



Website Header, Goodies, Vehicles and Small Recall



Engraving and Stamp



Watermarks



Letters, Stickers and Jubilee T-Shirts