



***DASSAULT
AVIATION***

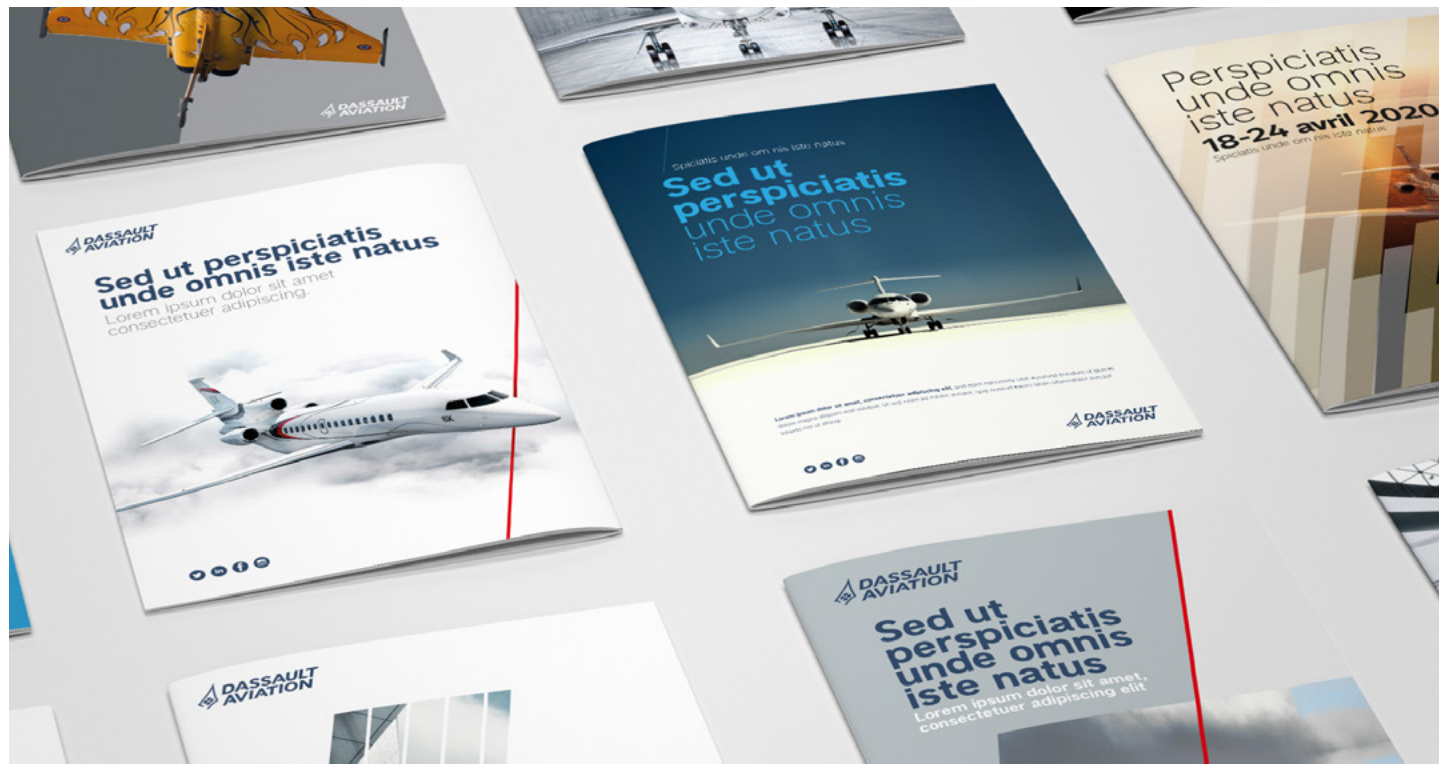
GRAPHIC GUIDELINES

OCTOBER 2022



Our brand

As part of our company's development and in the face of national and international competition, our President and CEO has sought to increase our visibility and to ensure communications consistency across the Company and its subsidiaries. Our entire brand identity has been redesigned. It naturally focuses on a powerful legacy where extra graphic codes have been added to give it a modern look and feel, consolidate its position and ensure it is recognisable. You will find all of these design ingredients in this document.





The essentials

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01

THE LOGOTYPE
AND ITS VARIATIONS

OUR LOGOTYPE

This unique design unites us all. Our logo is composed of the Dassault Aviation iconic symbol in custom-made typography.

The objective: assert our brand's presence.



01 / The logotype and its variations

The Dassault Aviation logotype

Main logotype



Secondary logotypes



THE MAIN LOGOTYPE

2-line variant: to be used as often as possible to ensure recognition and consistency of our brand.

LOGOTYPE COLOUR

The logotype is one colour, Dassault Aviation blue. Depending on the media and technical constraints, it can be used on 100% black or solid white.

Pantone 7694 C	RAL 5000
C93 M65 Y33 K24	BL 5664 bleu jersey
R050 G075 B107	

SECONDARY VARIANTS

3-line variant: to be used mostly on signage.

1-line variant: to be applied to media where the main version is not fully legible, such as on pens or event banners.

FONT

The Dassault Aviation Corporate is a font specially designed for the Dassault Aviation logo. This is only available in upper case.

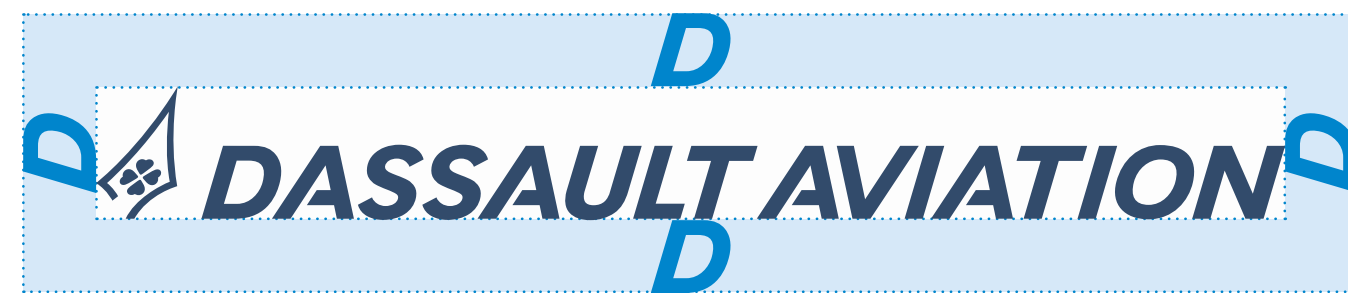
Apart from the Dassault Aviation logo, it is also reserved for the writing of Dassault Aviation Group trademarks.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#^&*

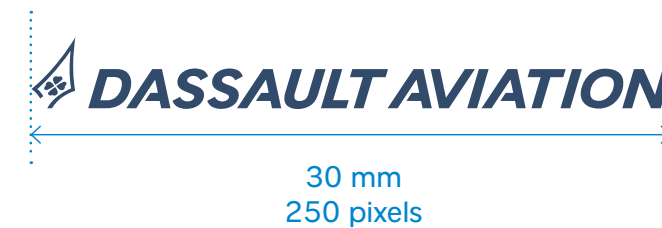
01 / The logotype and its variations

Clearance area and minimum size

Logotype clearance area



Minimum sizes for logotype use



CLEARANCE AREA

No design elements must appear in the logotype clearance area to ensure its legibility.

This area is shown here by the letter D of the Dassault Aviation logotype.

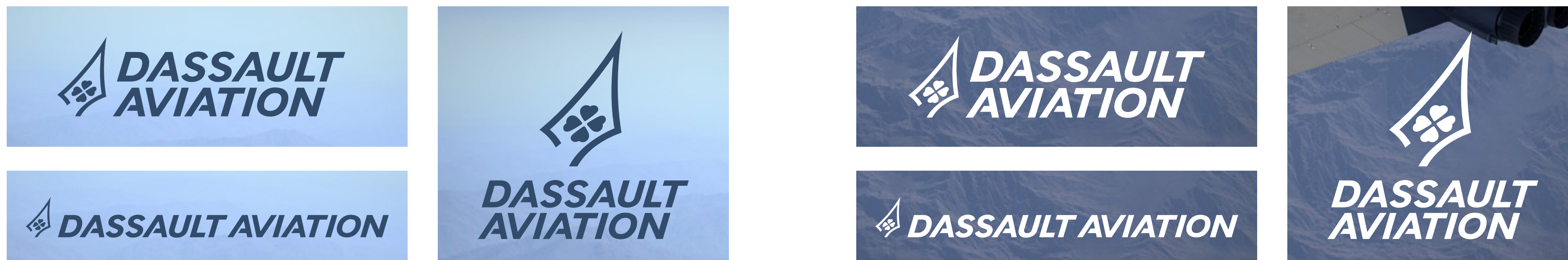
MINIMUM SIZES

In order to ensure optimal legibility of the logotype, a minimum size has been set for each logotype variant.

Everyone must make sure to use the logo in a size that allows it to be read correctly.

01 / The logotype and its variations Use on backgrounds

Use on photo backgrounds



Use on plain backgrounds



USE ON BACKGROUNDS

The logotype can be inserted on a photo background. Make sure there is optimal contrast to ensure its legibility.

The logotype can also be inserted on a coloured background. The background colour must also contrast with that of the logotype so as not to interfere with its visibility.

Above are some of the different options that can be used with the logotype according to the background colour. This applies to both the main logotype and the 1-line and 3-line variants.

01 / The logotype and its variations

Restrictions

Restrictions on backgrounds



Restrictions on the logotype



Do not use the old logotype



Do not use the Dassault Aviation name without its symbol



Do not move any elements



Do not change the colour of the logotype



Do not change the typography of the Dassault Aviation name



Do not add any elements

RESTRICTIONS ON BACKGROUNDS

To ensure the legibility of the logotype, make sure to avoid busy backgrounds (messy image with too many elements) so that it stands out enough.

RESTRICTIONS ON THE LOGOTYPE

Our logotype must never be modified. Apart from these 3 variants, there are no others.

01 / The logotype and its variations

Subsidiaries

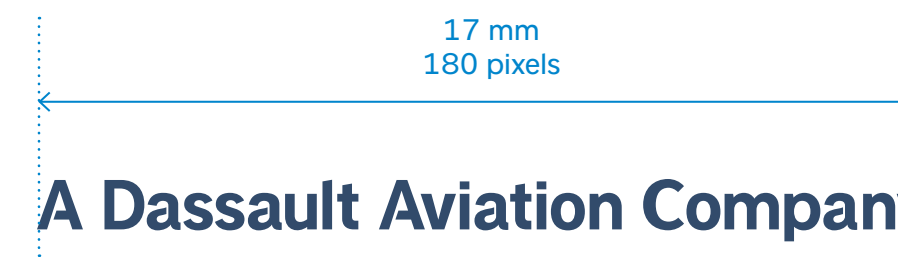
Creating the subsidiary signature



Clearance area



Minimum size



SUBSIDIARIES DERIVED FROM THE DASSAULT AVIATION MODEL

Dassault Aviation subsidiaries use the symbol and name "Dassault". The subsidiary name is written just below, in Dassault Aviation Corporate typeface. Under the name of the subsidiary, the words "A Dassault Aviation Company" are written in the Dassault Aviation Brandtype typeface.

The logotypes used by these subsidiaries are in Dassault Aviation blue. They may also be used on 100% black or solid white if required.

SUBSIDIARIES WITH SPECIFIC DESIGNS

Some Dassault Aviation subsidiaries continue to use their own brand identity. In this case, their logo includes the words "A Dassault Aviation Company".

Each integration is different and must be closely tailored to the subsidiary's logotype. The only requirement is to always write the words using the Dassault Aviation Brandtype typeface.

CLEARANCE AREA

A clearance area has been set to prevent any design or text elements from interfering with its legibility.

MINIMUM SIZE

In order to ensure optimum legibility, a minimum size has been set. As the logotypes used by these subsidiaries are all different, the size is based on the width of the words "A Dassault Aviation Company". Everyone must make sure to use the logo in a size that allows it to be read correctly.

FONT

The Dassault Aviation Brandtype is the non-italic variant of the Corporate font. Its lower case variant is used to write the subsidiary signature "A Dassault Aviation Company".

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNopqrstuvwxyz
0123456789 !@#^&*

01 / The logotype and its variations Subsidiaries

Examples of subsidiaries derived from the Dassault Aviation model



Examples of subsidiaries with specific designs



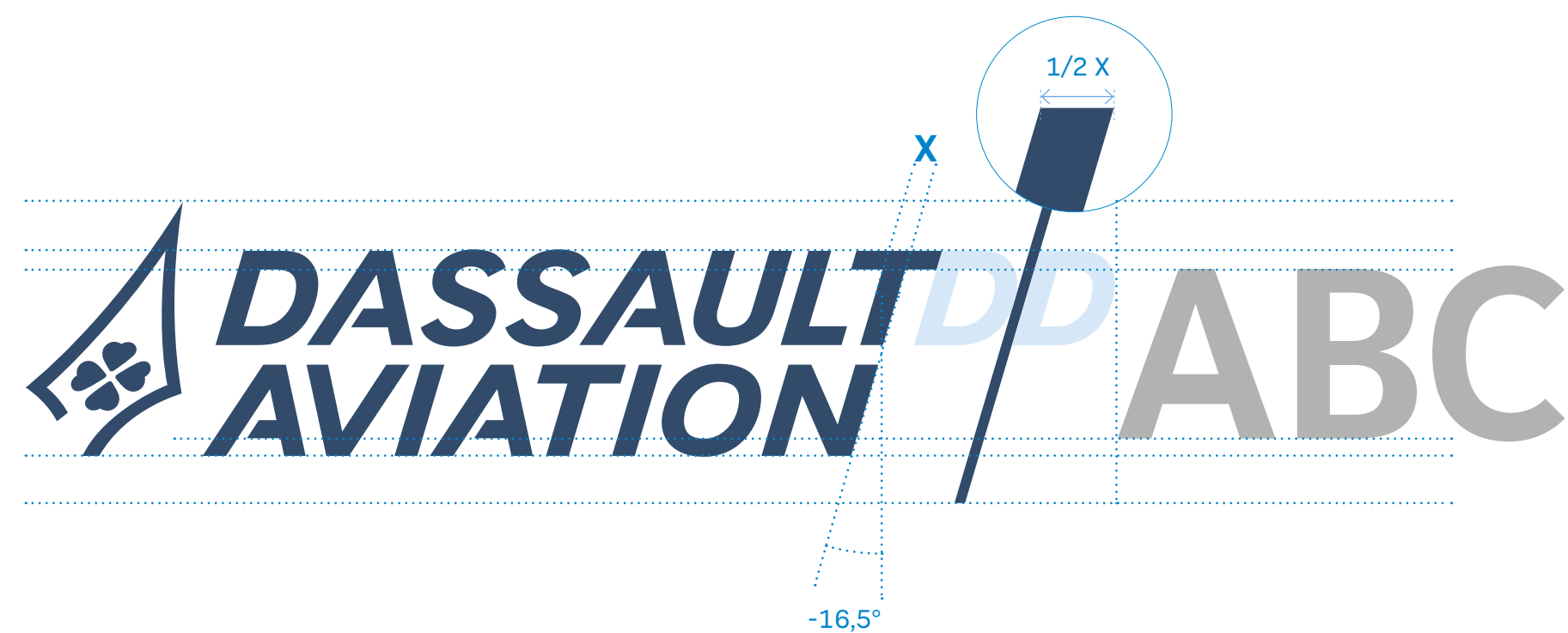
Restrictions



01 / The logotype and its variations

Co-branding (internal)

Designing a co-branding variant



DESIGN PRINCIPLE

- When the Dassault Aviation logotype is associated with an internal working group (**and only internal**), the name is joined to the right of the Dassault Aviation logotype.
- Both elements are separated using a tilt (see page 17).
- The distance and position of the elements are detailed in the diagram above.

DESIGNING SHORT NAMES

- For names with 7 characters or less over 1 line: the height of the letters is set on a space between the bottom of the T bar in Dassault and the bottom of the A bar in Aviation.
- For names over 2 lines with 7 letters or less on each: the height of each line is the same as each line of the Dassault Aviation logotype.

Positioning short names



Positioning long names



DESIGNING LONG NAMES

- For names with 7 letters or more on a single line:
 - the height of the letters is equal to 1/3 of the size of the tilt
 - the name is vertically centred
- For names over 2 lines with more than 7 characters each:
 - the height of the letters of the 1st line is equal to 1/3 of the size of the tilt
 - the height of the letters of the 2nd line is equal to 1/4 of the size of the tilt

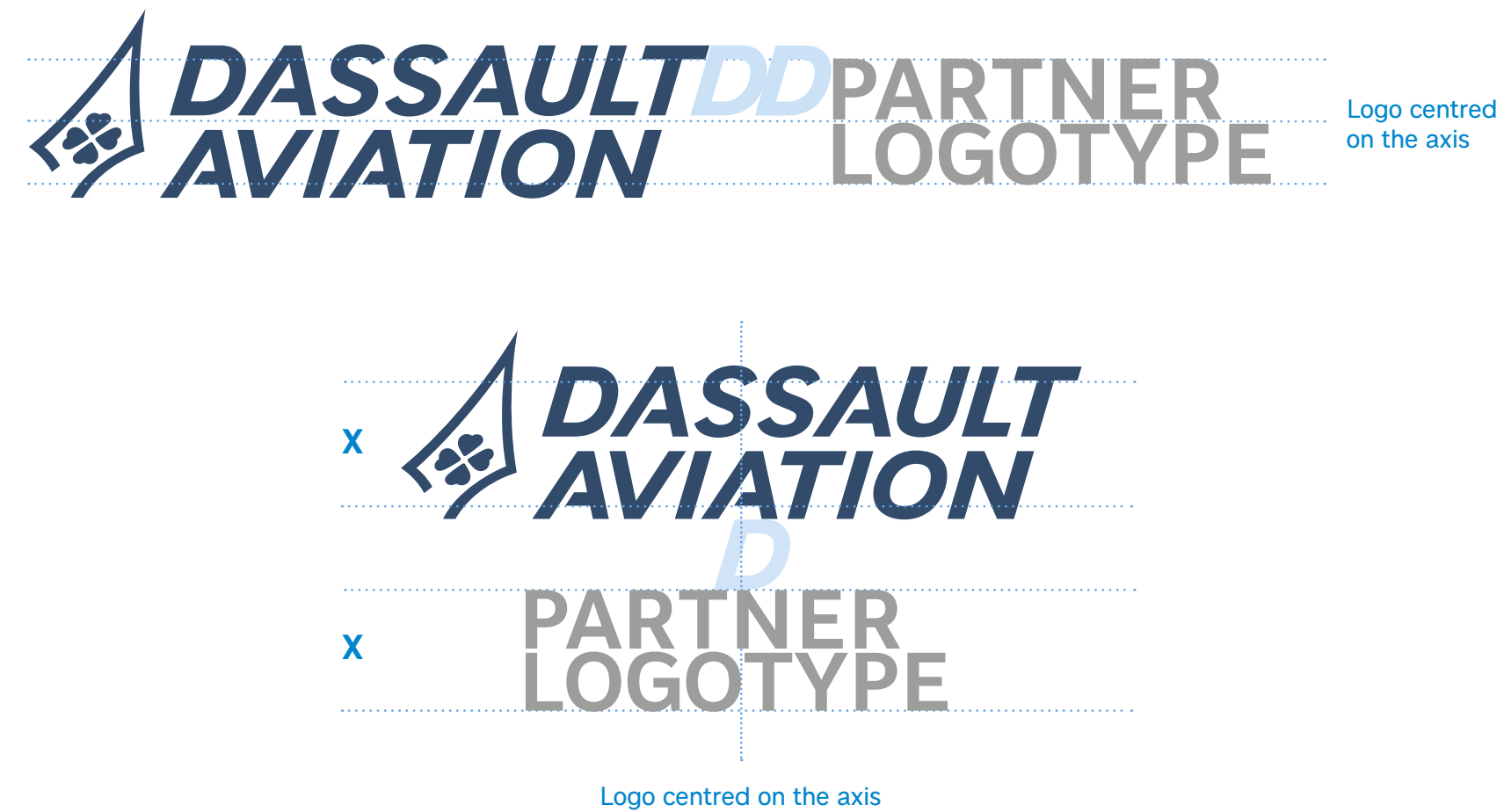
FONT

The name used on the Dassault Aviation logotype is written in a bold and/or light version of the Dassault Aviation Sans font.

01 / The logotype and its variations

Co-branding (external)

Designing a co-branding variant



Examples of co-branding positioning



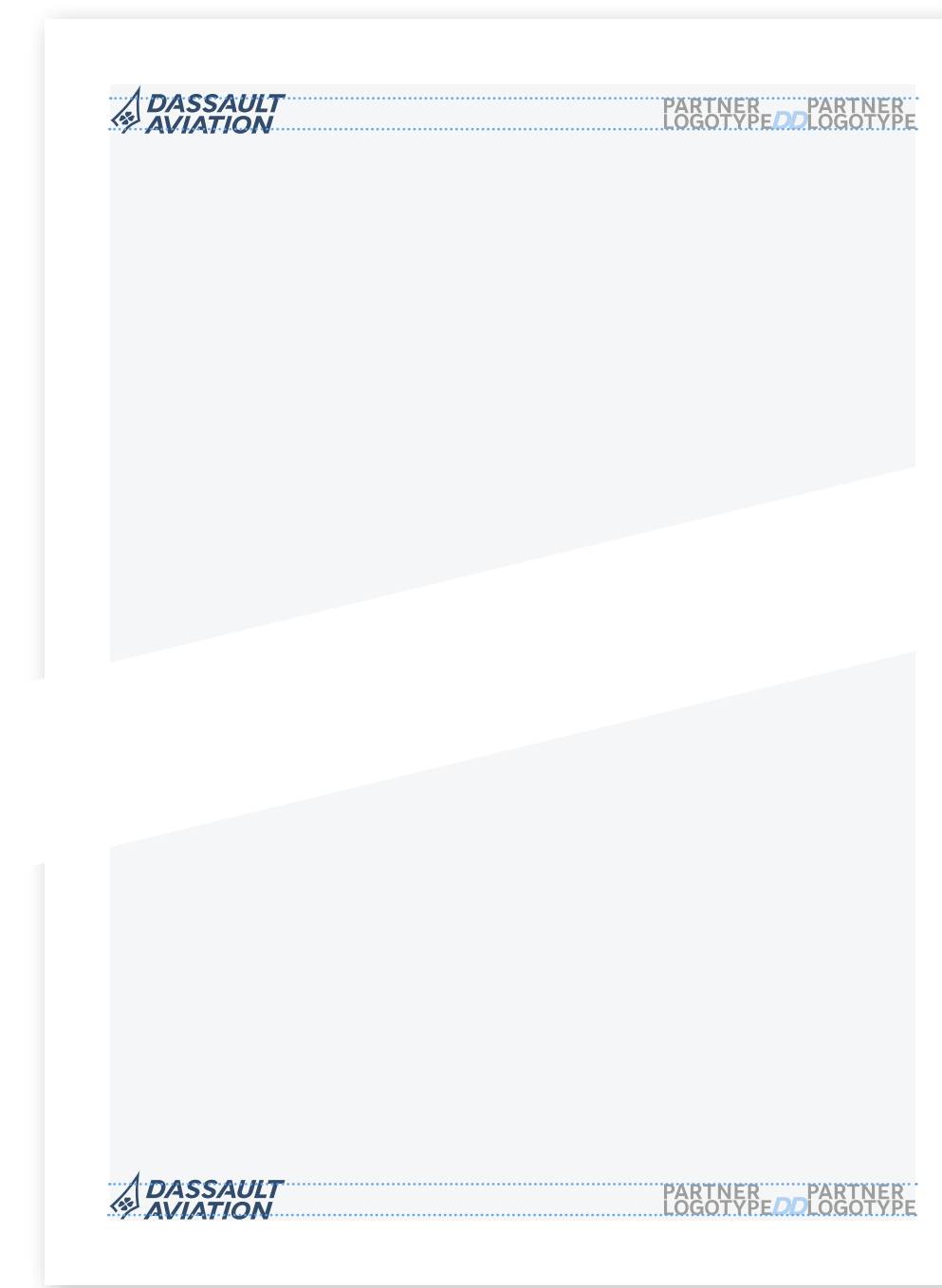
DESIGN PRINCIPLE WITH A PARTNER LOGOTYPE

When the Dassault Aviation logotype is associated with another logotype, they are separated:

- horizontally, by 2 Ds from the Dassault Aviation logotype present,
- vertically, by 1 D from the Dassault Aviation logotype present.

In terms of layout, the Dassault Aviation logotype, in its co-branding design, is systematically located on the left edge of the layout. In each design, the partner logo is centred on the axis of the Dassault Aviation logotype.

Co-branding with multiple partners

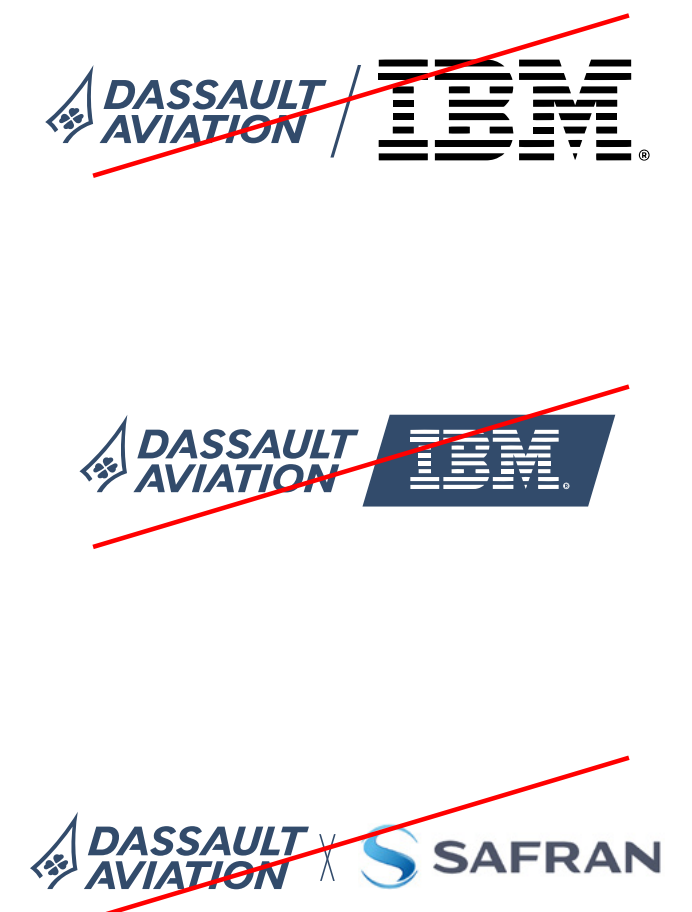


DESIGN PRINCIPLE WITH MULTIPLE PARTNER LOGOTYPES

In this design:

- the Dassault Aviation logotype is systematically placed on the left corner of the design,
- while the partner logotypes are placed on the opposite right corner.

Restrictions



The partner logotypes are separated by 2 Ds from the Dassault Aviation logotype present.

02

DESIGN
ELEMENTS

Dassault Aviation Sans and Dassault Aviation Serif fonts

Aa

Dassault Aviation sans

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

Aa

Dassault Aviation sans italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*0123456789 !@#%&**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*0123456789 !@#%&**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*0123456789 !@#%&**

Aa

Dassault Aviation sans Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

Aa

Dassault Aviation serif

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#%&*

Aa

Dassault Aviation serif italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*0123456789 !@#%&**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*0123456789 !@#%&**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*0123456789 !@#%&**

DASSAULT AVIATION SANS ET SERIF

Two specially designed fonts are used for everyday writing. They are an integral part of the Dassault Aviation identity and can be used on all your designs. Each one is available in italics and has 3 bold variants.

ALTERNATIVE TYPOGRAPHY

On media created using office software (Word, PowerPoint, Excel, etc.) and for our email signature, the alternative typography is Arial.

ARIAL Regular / *Italic*
Bold / ***Bold Italic***

02 / Design elements Colour palette

Dassault Aviation Blue

BLEU DASSAULT AVIATION	PANTONE 7694 C	C 93 M 65 Y 33 K 24	R 050 G 075 B 107	# 324B6B	RAL 5000	BL 5664 BLEU JERSEY
80 %		60 %		40 %		20 %

Dassault Aviation complementary blue variants

PANTONE 640 C	C 100 M 09 Y 00 K 15	R 000 G 133 B 203	# 0085CC	PANTONE 284 C	C 55 M 21 Y 00 K 00	R 101 G 166 B 228	# 65A6E4	PANTONE 277 C	C 35 M 12 Y 00 K 00	R 174 G 208 B 241	# AED0F1
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Divisions

PANTONE 632 C	PANTONE 234 C	PANTONE 2242 C	PANTONE 124 C
C 80 R 000 # 0098AD M 20 G 152 Y 30 B 173 K 00	C 25 R 166 # A6006B M 100 G 000 Y 00 B 107 K 15	C 90 R 000 # 00A078 M 00 G 160 Y 60 B 120 K 00	C 00 R 235 # EBAB00 M 32 G 171 Y 100 B 000 K 00

Internal working groups

PANTONE 021 C	PANTONE 206 C
C 00 R 253 # FD5000 M 75 G 080 Y 100 B 000 K 00	C 00 R 215 # D7004D M 100 G 000 Y 55 B 077 K 00

For complementary colours, please refer to chapter 04 - Divisions p.34

CORPORATE COLOURS

The Dassault Aviation blue is the same blue derived from the Dassault Aviation logo.
In addition to the Dassault Aviation blue, there are shades of blue to complement the corporate palette.
These variations should always be used in addition to the Dassault Aviation blue.

DIVISION OR INTERNAL WORKING GROUPS COLOURS

Some colours are exclusively reserved for divisions or internal working groups. These colours are specifically dedicated to them and are not included in the corporate palette.

Institutional complementary colours

PANTONE METALLICS 877 C C 00 R 255 # FFFFFF M 00 G 255 Y 00 B 255 K 00	PANTONE BLACK 6 C C 00 R 000 # 000000 M 00 G 000 Y 00 B 000 K 100	PANTONE 2380 C C 90 R 038 # 263349 M 74 G 051 Y 43 B 073 K 45	PANTONE 432 C C 92 R 065 # 414B56 M 87 G 075 Y 67 B 086 K 00	PANTONE 431 C C 70 R 097 # 616A74 M 58 G 106 Y 45 B 116 K 00	PANTONE 429 C C 11 R 168 # A8ADB4 M 03 G 173 Y 00 B 180 K 35	PANTONE 427 C C 15 R 232 # E8E9ED M 10 G 233 Y 08 B 237 K 00	
PANTONE 485 C C 00 R 255 # FF0000 M 100 G 000 Y 100 B 000 K 00	PANTONE 382 C C 30 R 182 # B6D300 M 00 G 211 Y 97 B 000 K 00	PANTONE 116 C C 00 R 255 # FFCE00 M 16 G 206 Y 100 B 000 K 00	PANTONE 7531 C C 42 R 121 # 796755 M 46 G 103 Y 56 B 085 K 36	PANTONE 7530 C C 34 R 162 # A29282 M 35 G 146 Y 43 B 130 K 15	PANTONE 7529 C C 29 R 181 # B5A99B M 28 G 169 Y 35 B 155 K 09	PANTONE 7528 C C 21 R 204 # CCC2B5 M 21 G 194 Y 28 B 181 K 02	PANTONE 7527 C C 15 R 221 # DDBBCD M 10 G 219 Y 20 B 205 K 00

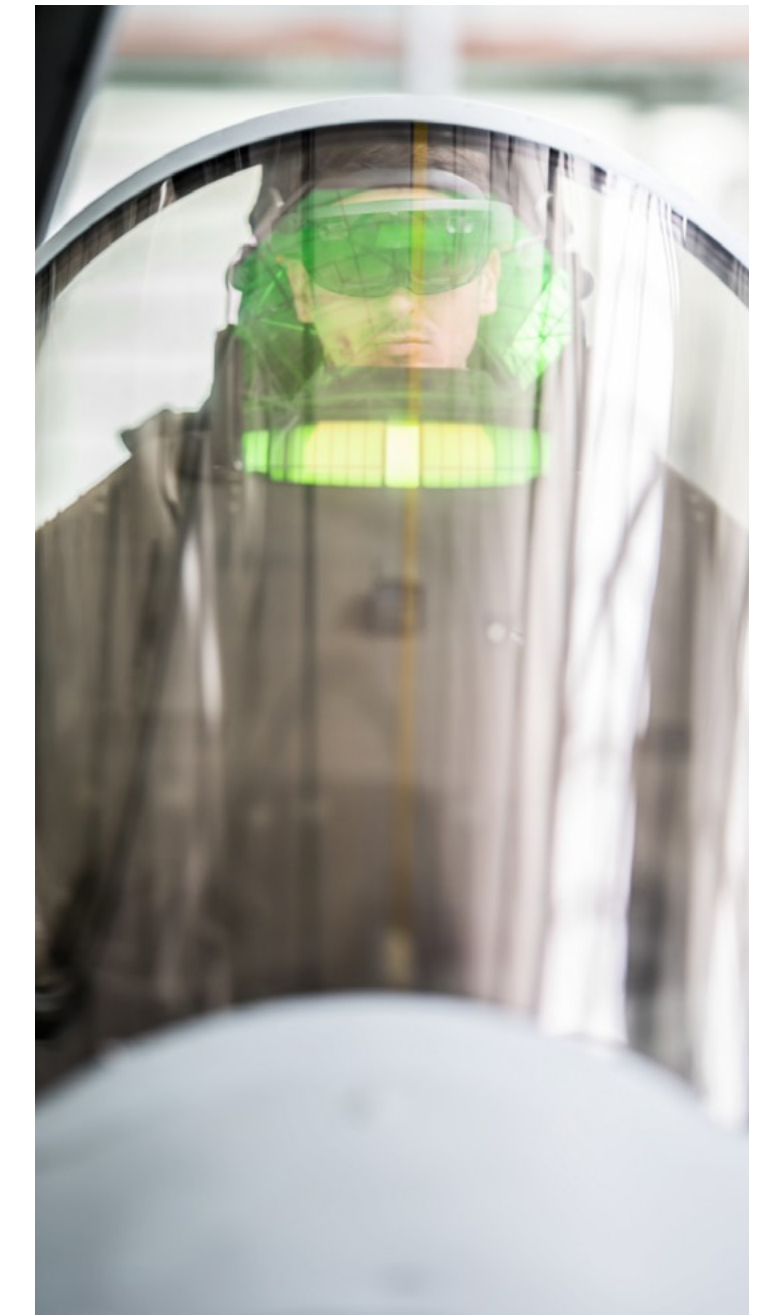
Tonic complementary colours

PANTONE 2587 C C 0 R 130 # 8241B0 M 0 G 065 Y 0 B 176 K 0	PANTONE 1635 C C 0 R 238 # EE7567 M 0 G 117 Y 0 B 103 K 0	PANTONE 1495 C C 0 R 255 # FF891E M 0 G 137 Y 0 B 030 K 0	PANTONE 346 C C 0 R 134 # 86C6A8 M 0 G 199 Y 0 B 168 K 0	PANTONE 360 C C 0 R 119 # 77BC43 M 0 G 188 Y 0 B 067 K 0	PANTONE 396 C C 0 R 224 # E0E500 M 0 G 229 Y 0 B 000 K 0
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COMPLEMENTARY COLOURS

A 22-colour complementary palette has been selected. These colours cannot be used alone: they can only be used alongside the main colour, Dassault Aviation blue.

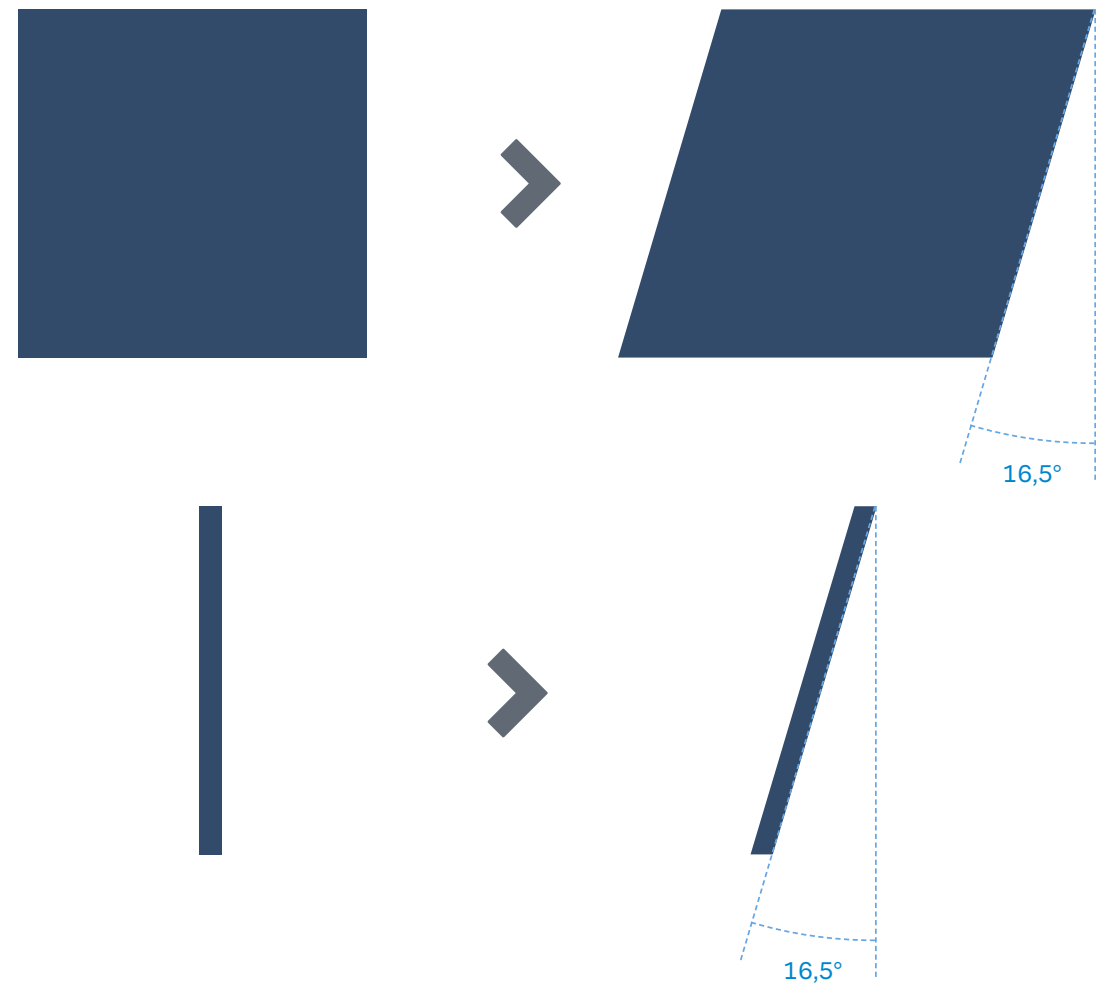
02 / Design elements Iconography



The Dassault Aviation image library presents a complete overview of our activities: employees, products, production and office sites, innovations, etc.

You can access it at the following address:
<https://photos.dassault-aviation.com>

Designing the tilt



Step 1
Create a shape as the base for the tilt and rotate it 16.5°.

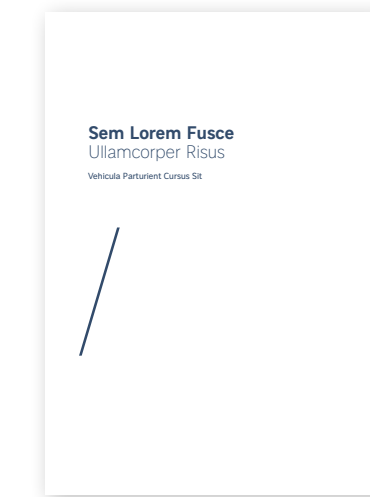


Step 2
Create the desired shape while making sure to keep the tilt. The shape can be custom-made depending on the need for the design.

Title supporting tilt



Basic tilt for decoration



Tilt composition



Tilt with graphic or solid



Step 3
Integrate the tilt in a manner that is sensitive and consistent with our identity. Infinite variations are possible.

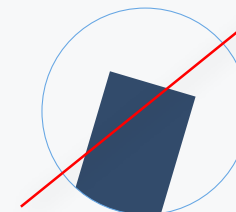
TILT

The tilt is used on all our designs. It can be used in various forms, discreet or visible.

This gradient comes from our logotype: it is an integral part of our visual identity.



The tilt must be flat at its horizontal section.



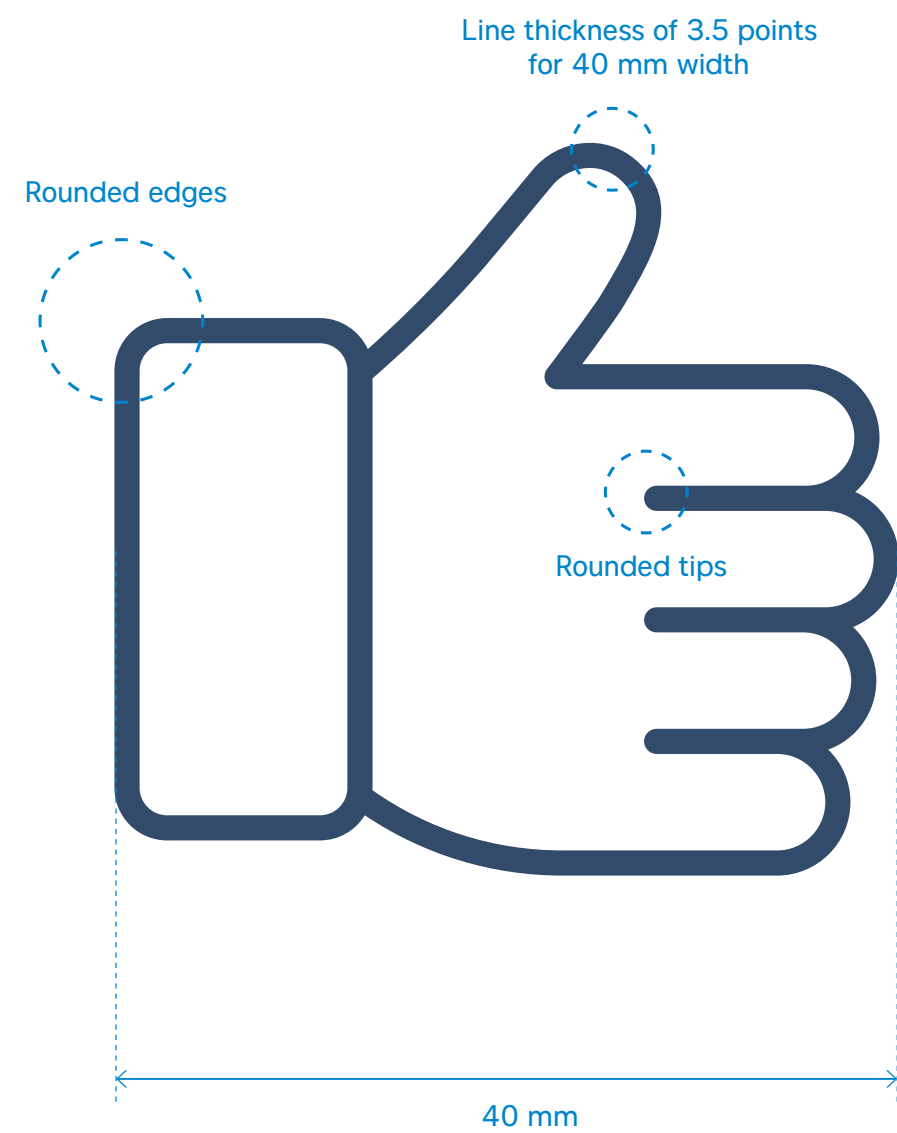
This type of tilt and any other angle or shape are not allowed.

02 / Design elements

Examples of the tilt being used



Designing pictograms



Examples of outline pictograms



Examples of solid pictograms



OUTLINE DESIGN RULES

Outline pictograms have a thickness of 3.5 points when the pictogram is 40 mm wide. When the pictogram size changes, the line thickness is increased or reduced proportionally. All angles, edges and tips must be rounded.

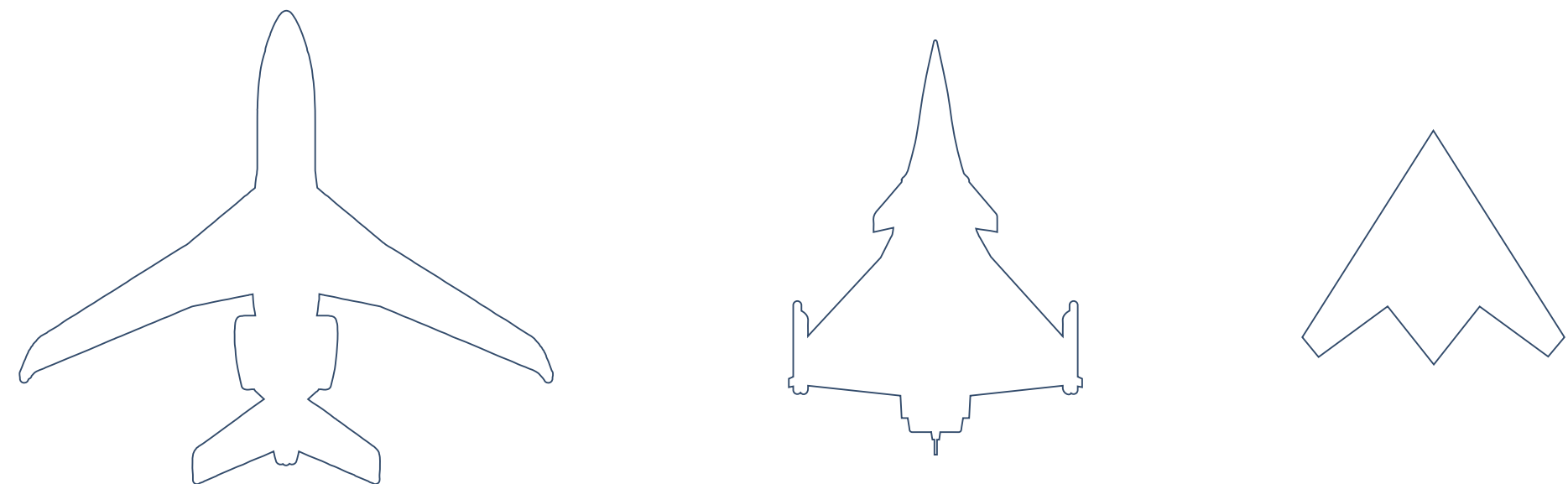
SOLID DESIGN RULES

Solid variants are adaptations of outline versions. The design rules are identical but the pictograms will be filled with the desired colour.

PICTOGRAM COLOURS

They are mainly Dassault Aviation blue but can be used in one of the colours from the complementary palette or those used by divisions and internal working groups.

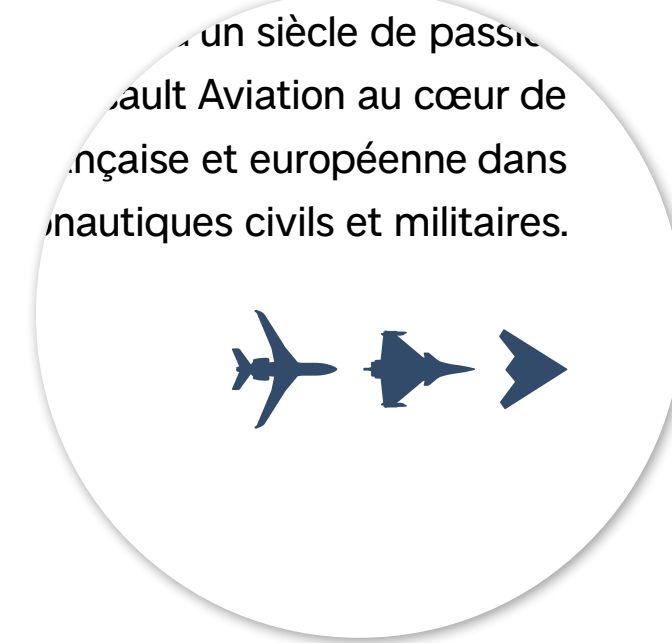
Outline



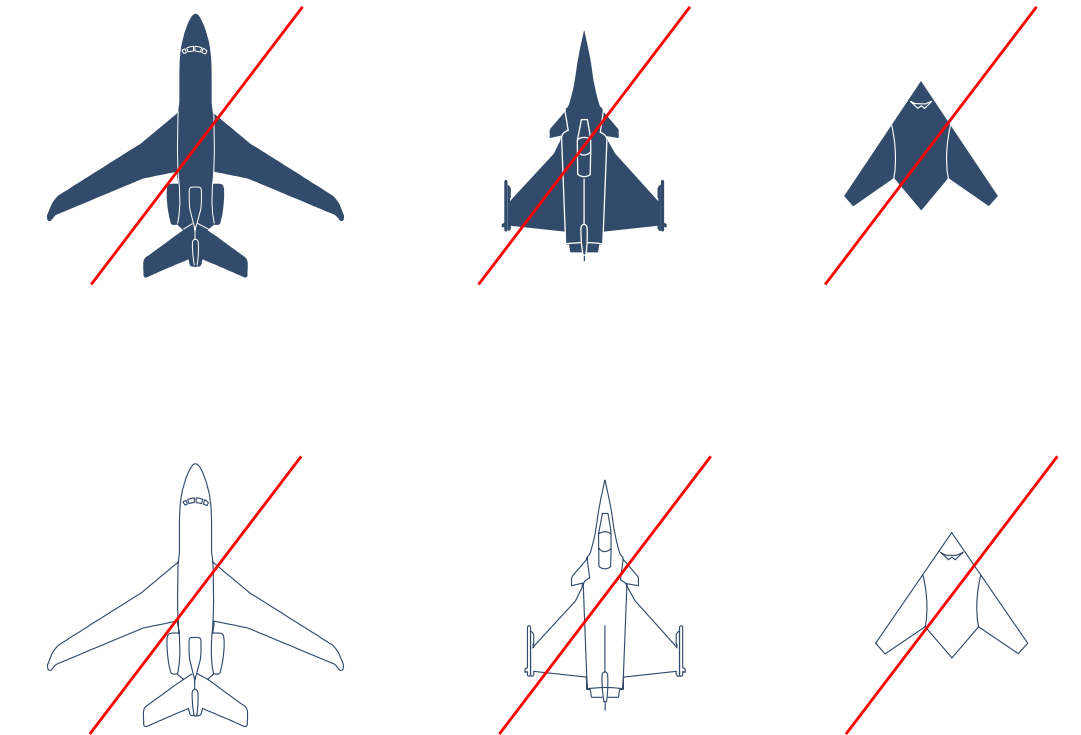
Solid



Examples



Restrictions



DESIGN PRINCIPLE

- Product pictograms illustrate our different aircraft categories.
- Each product family is represented by a pictogram.
- Outline or solid pictograms are used.

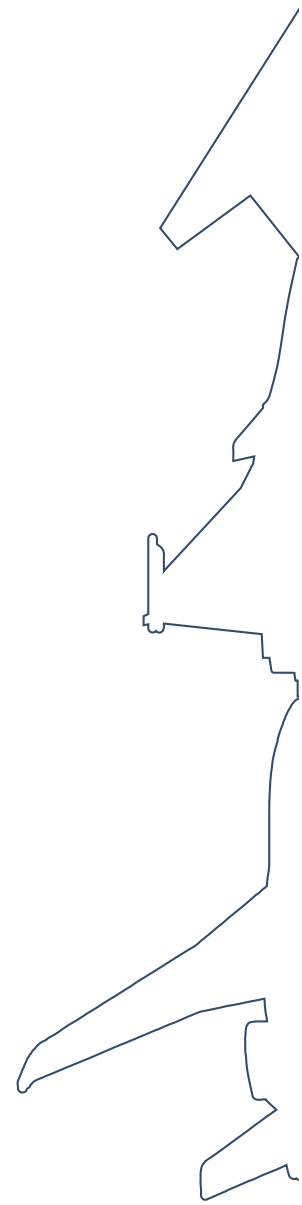
- The line draws the outline of the aircraft without any other detail.
- They can be used in Dassault Aviation blue or in a colour from the complementary palette or those used by divisions or internal working groups

RESTRICTIONS

- Product pictograms may not be modified or treated in a different manner.

02 / Design elements "Skyline" design

The design



Examples of use



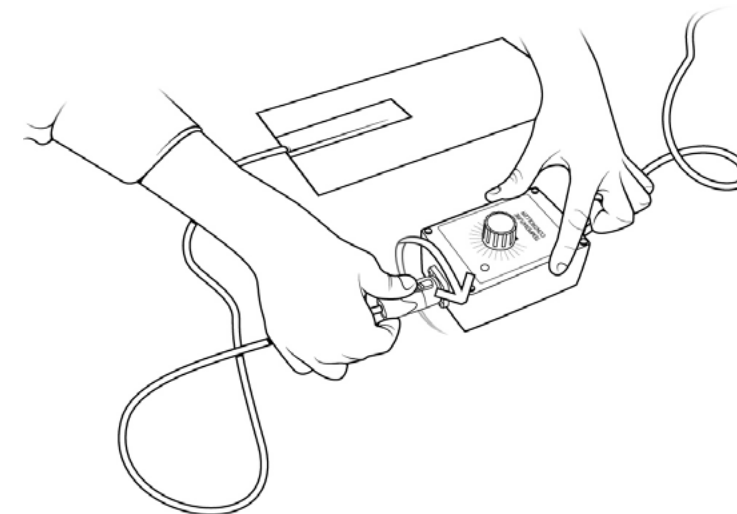
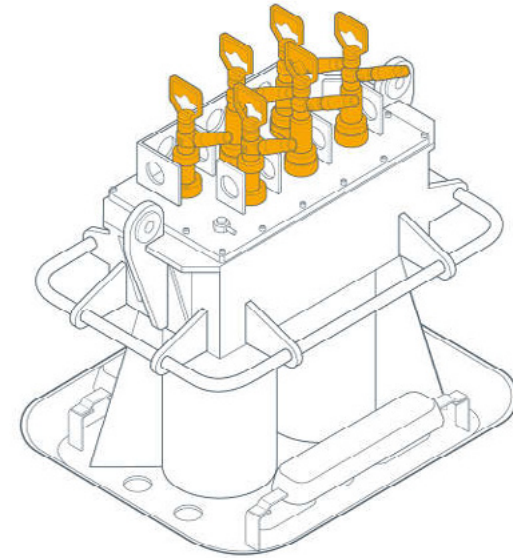
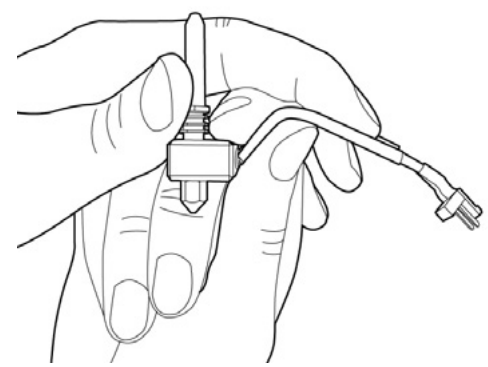
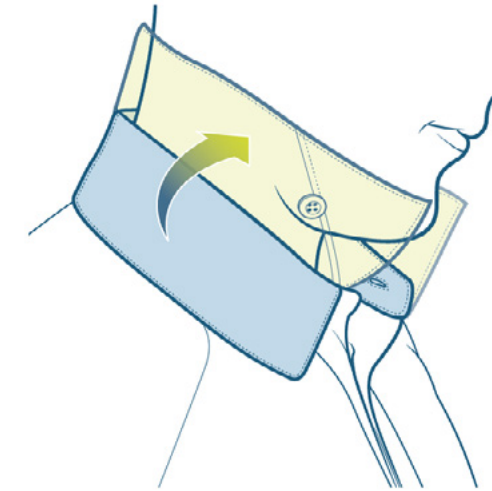
PRINCIPLE

- The "skyline" design is inspired by product pictograms. The line from each product family is used here to create a unique design.
- The line is continuous and follows the left side of each aircraft in this defined sequence.

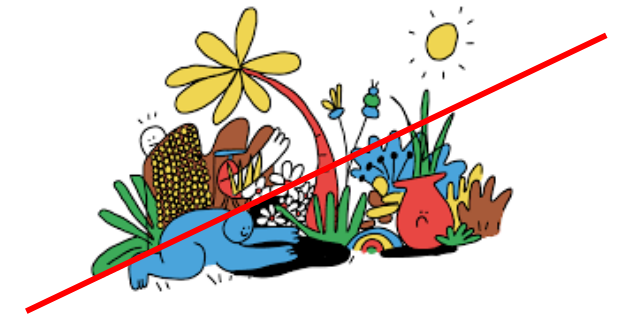
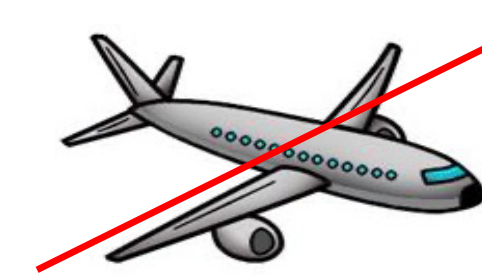
USE

- This line is mainly used as an outline but can also be used in solid format when the design is attached to one side of the media.
- The skyline design should only be used vertically, possibly with a slight gradient, but never horizontally.

Examples of illustrations



Restrictions



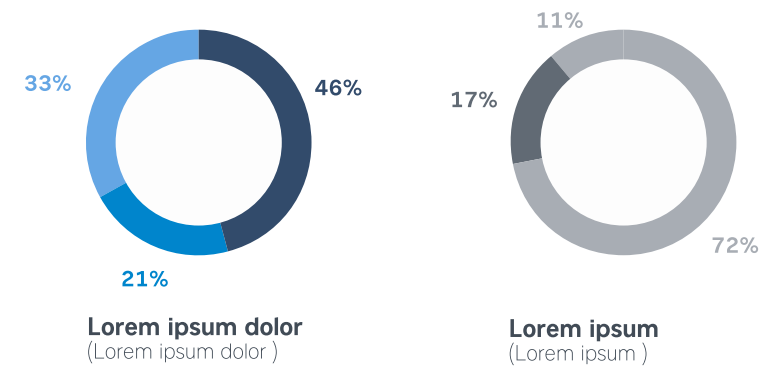
STYLE AND ILLUSTRATIVE TREATMENT

Examples of the illustrative style are shown above. The illustrations are drawn in outline, in black only. Greyscale can be used in solid form to give more depth and legibility to the illustration. Occasionally colours can be added to highlight a specific drawing, object or action.

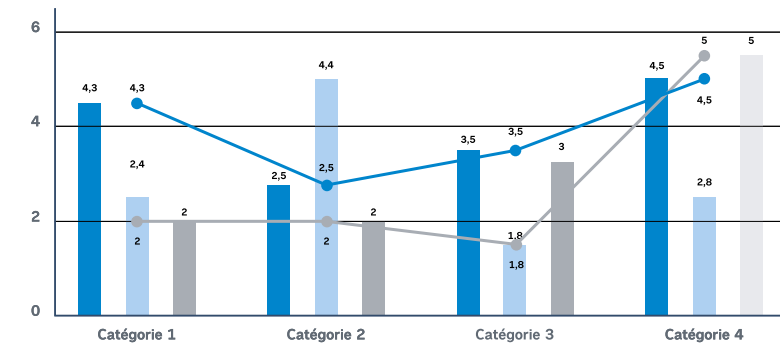
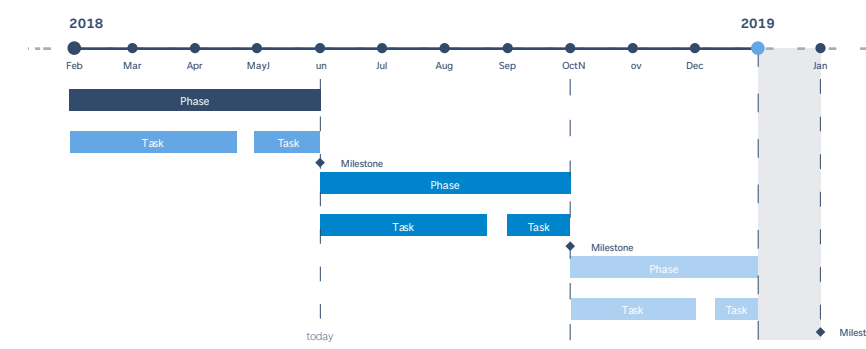
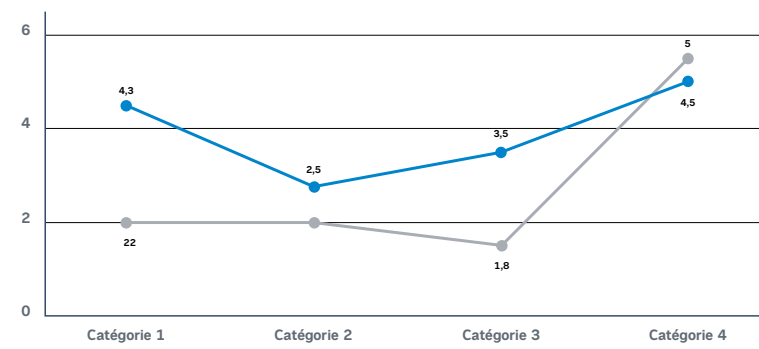
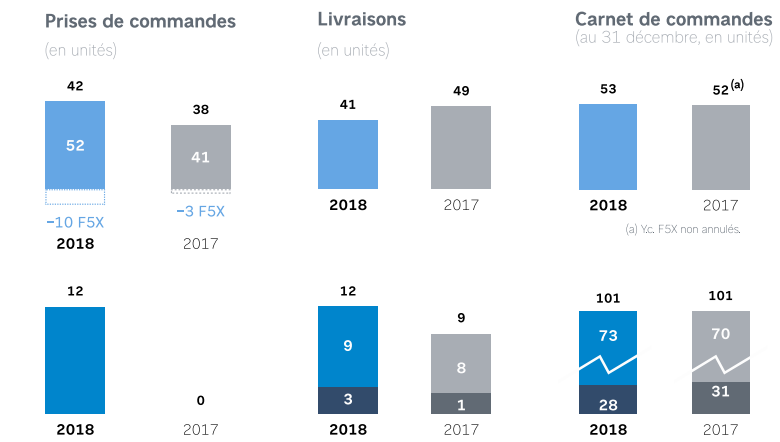
RESTRICTIONS

In keeping with the chosen style, illustrations must not be bright or too colourful. The illustrations must be as close as possible to the outline treatment shown above and must not fall into an overly playful or superficial approach.

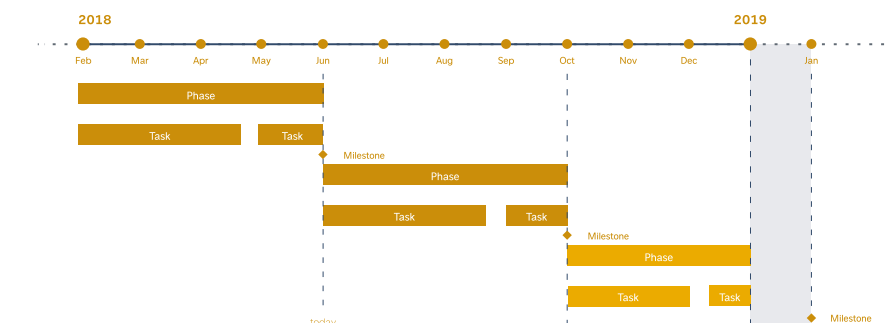
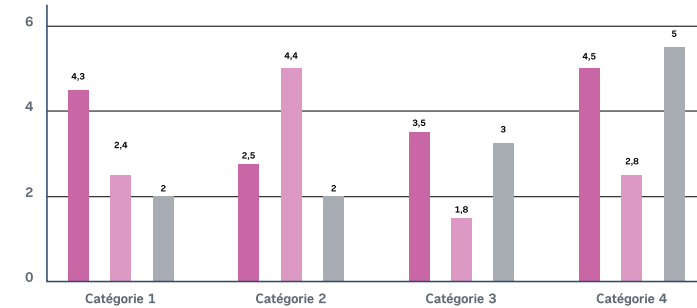
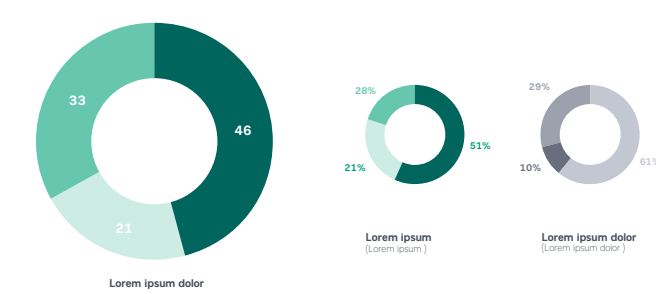
Chart design templates



	2018*	2018 Lorem ipsum
LOREM IPSUM DOLOR	5084	4884
CONSECTETUER ADIPISCING	5084	4884
sed diam nonummy nibh euismod	13,5%	7,5%
CONSEC ADIPISCING	-77	-57
CONSACING	-250	-100
LOREM IPSUM DOLOR	665	420
consect adipiscing	13,5%	13,5%
consectetuer adipiscing	82,3€	45,3€



Colour variations



CHARTS

Various diagrams and tables have been created for Dassault Aviation to standardise the use of charts with figures within the Company and ensure a consistency of expression for this type of information.

COLOURS

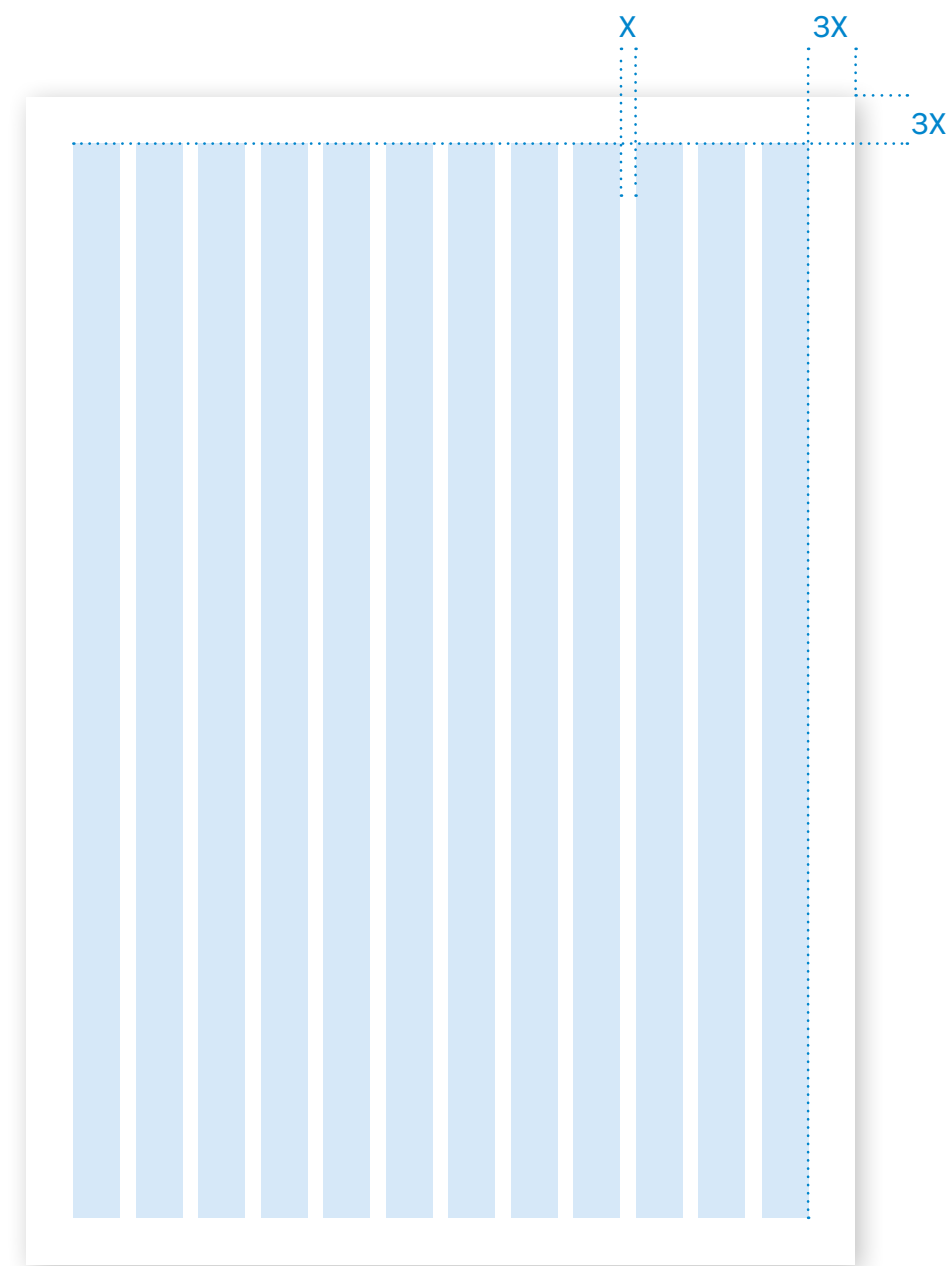
- The palette of corporate blue and the complementary shades of grey must be used in corporate communications.
- As part of communications by specific divisions or internal working groups, the dedicated colours must then be used.

03

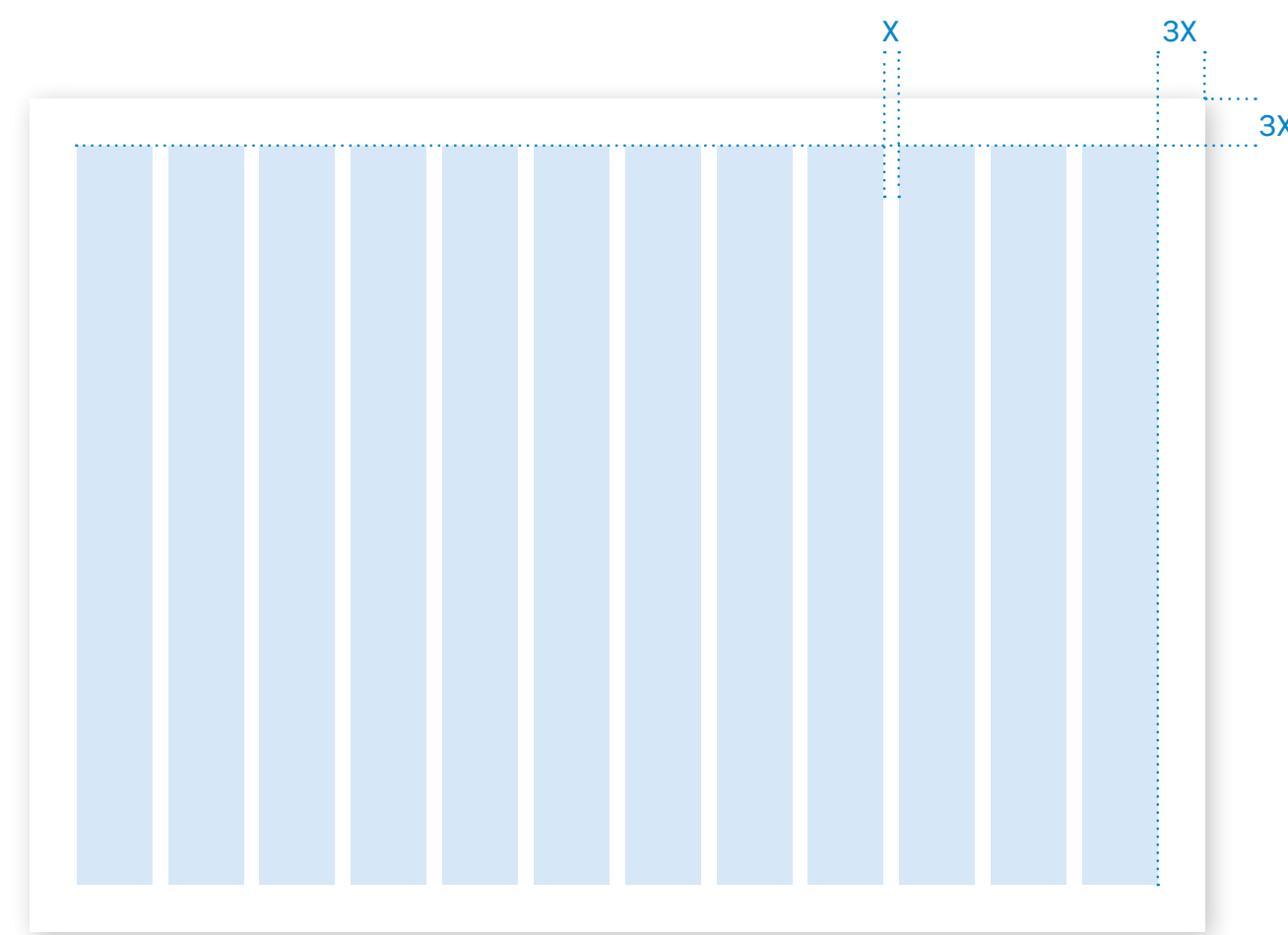
PUBLICATION

03 / Publication Baseline grid

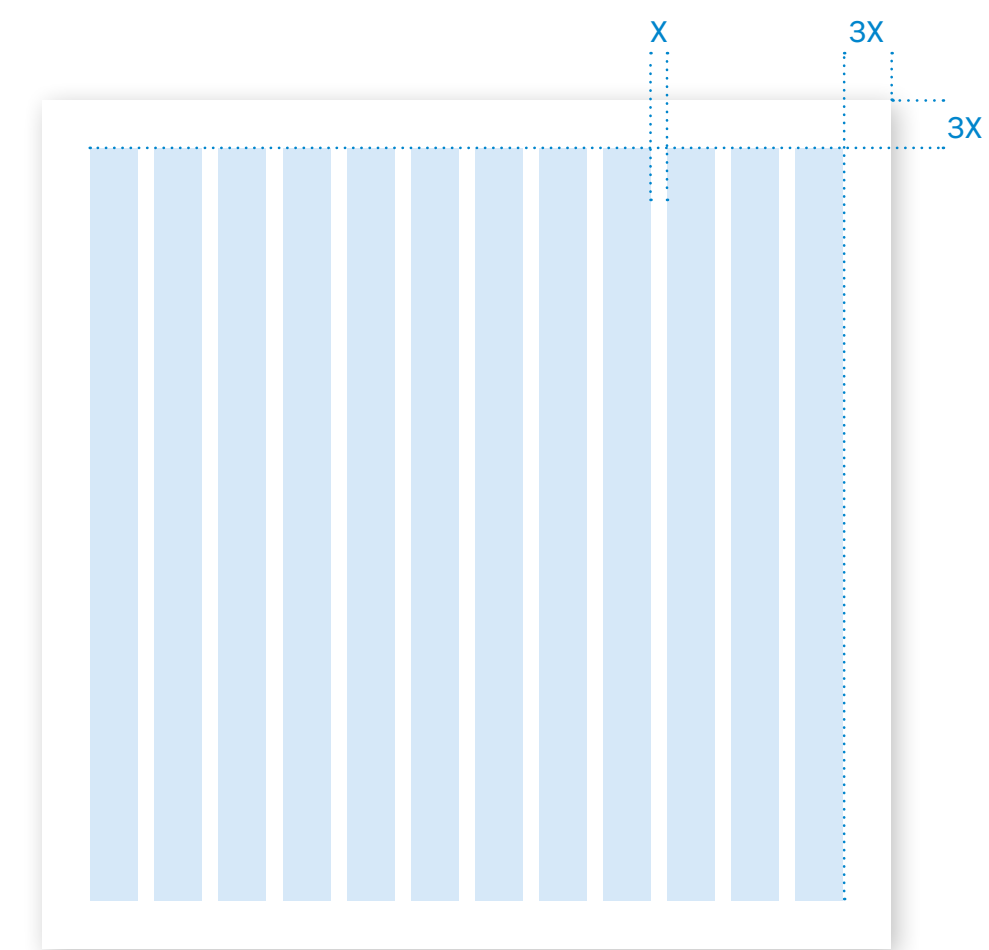
Vertical format



Horizontal format



Square format



X = THE SMALLEST SIDE OF THE DESIGN / 52.5

PRINCIPLE

The publication layout is created on a baseline grid with 12 sections across the full width.

It applies to the covers and inside pages regardless of the format (A4, A5, etc. vertically or horizontally).

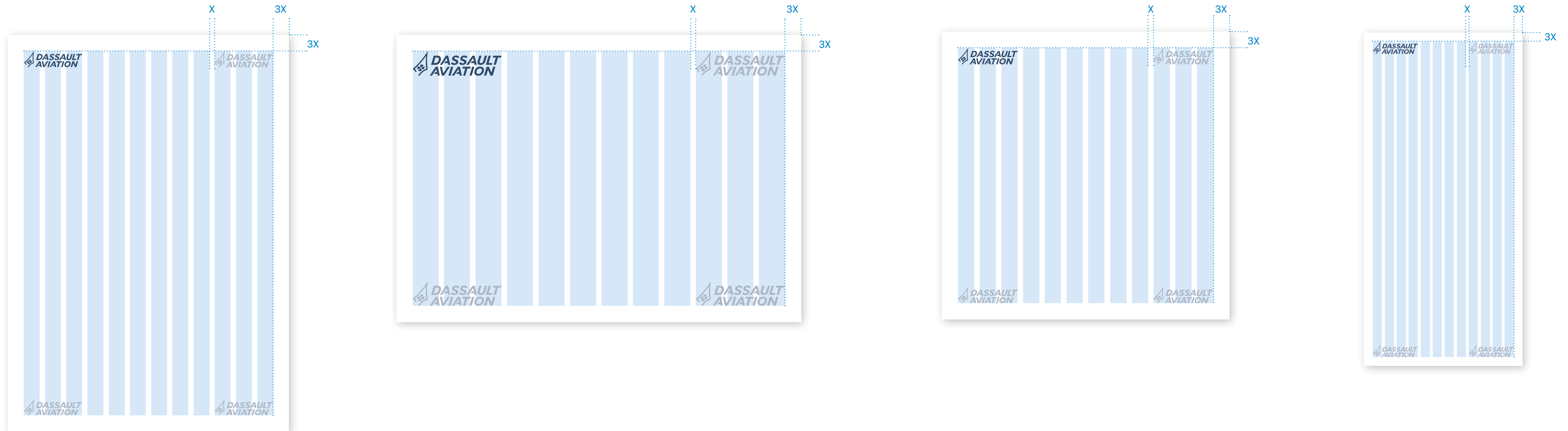
No element may be inserted outside the grid, with the exception of page numbering.

CALCULATION RULE

This grid is calculated based on to the smallest side of the design.

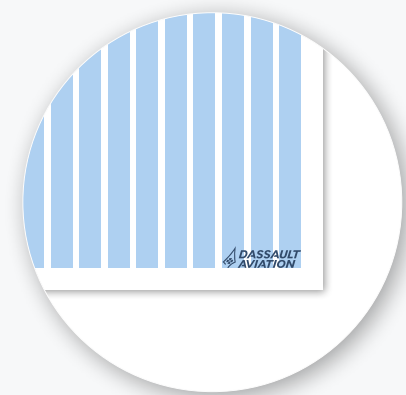
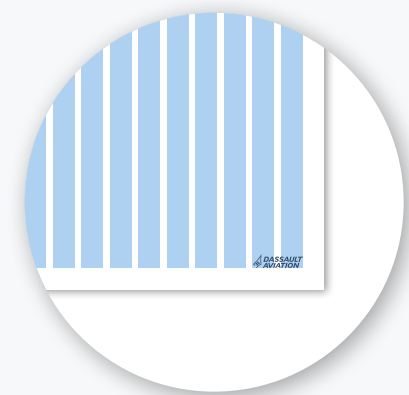
This dimension must be divided by exactly 52.5 in order to have the basic unit (X) required to calculate the margins and gutters.

Logotype positioning

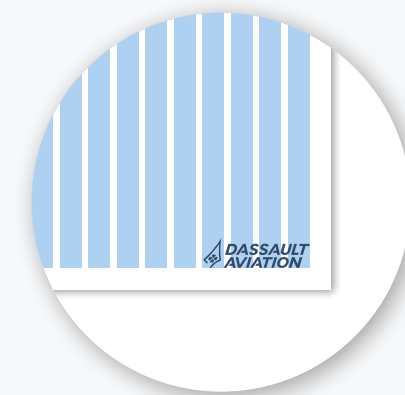


SIZE AND POSITIONING

- The logotype must be 3, 4 or 5 sections in size depending on the design format.
- The logotype must be between 2 and 5 sections in size depending on the design format.
- The logotype must be positioned at one of the 4 corners of the cover.
- In its co-branding design, the Dassault Aviation logotype is systematically located on the left.

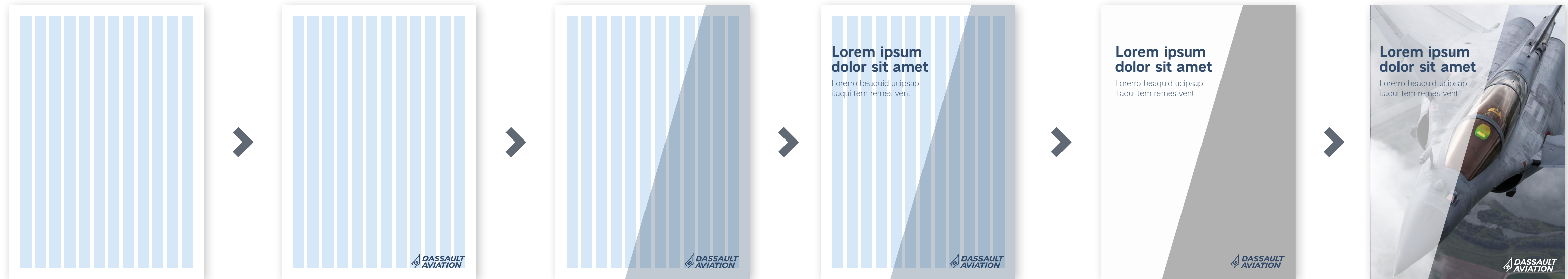


Variations of 2 and 3 sections wide, preferred for formats larger than A4.



Variations of 4 and 5 sections wide, preferred for formats smaller than A4.

Creating a cover in 6 steps



Step 1
Create your 12-section grid on your design.

Step 2
Insert the logo in the grid according to the rules explained on page 27.

Step 3
Add your tilt as needed, (see below).

Step 4
Insert your text on the design without interfering with the identity of Dassault Aviation.

Step 5
Add colour to text or the background as needed.

Step 6
Insert your graphic and finalise your layout.

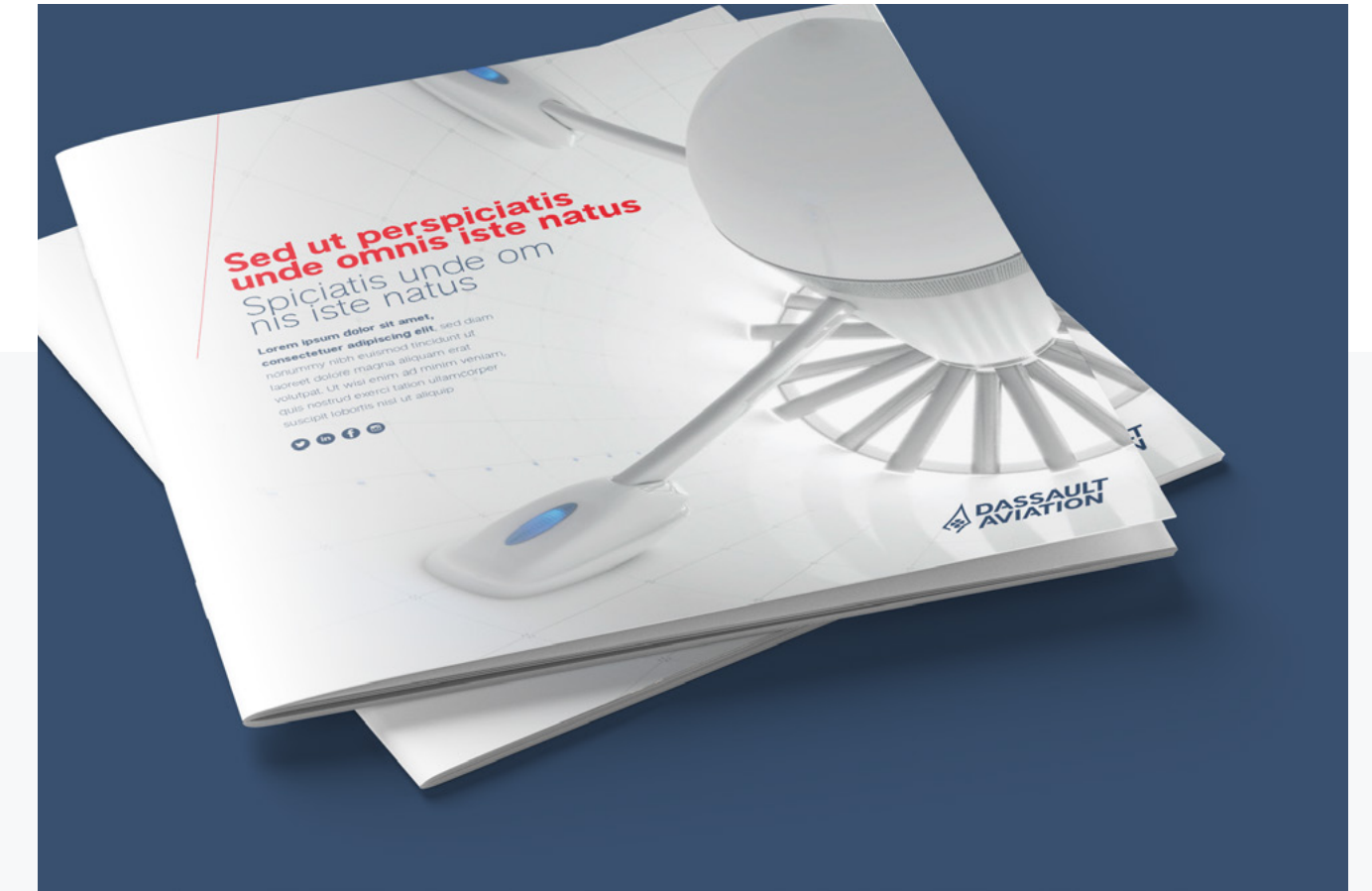
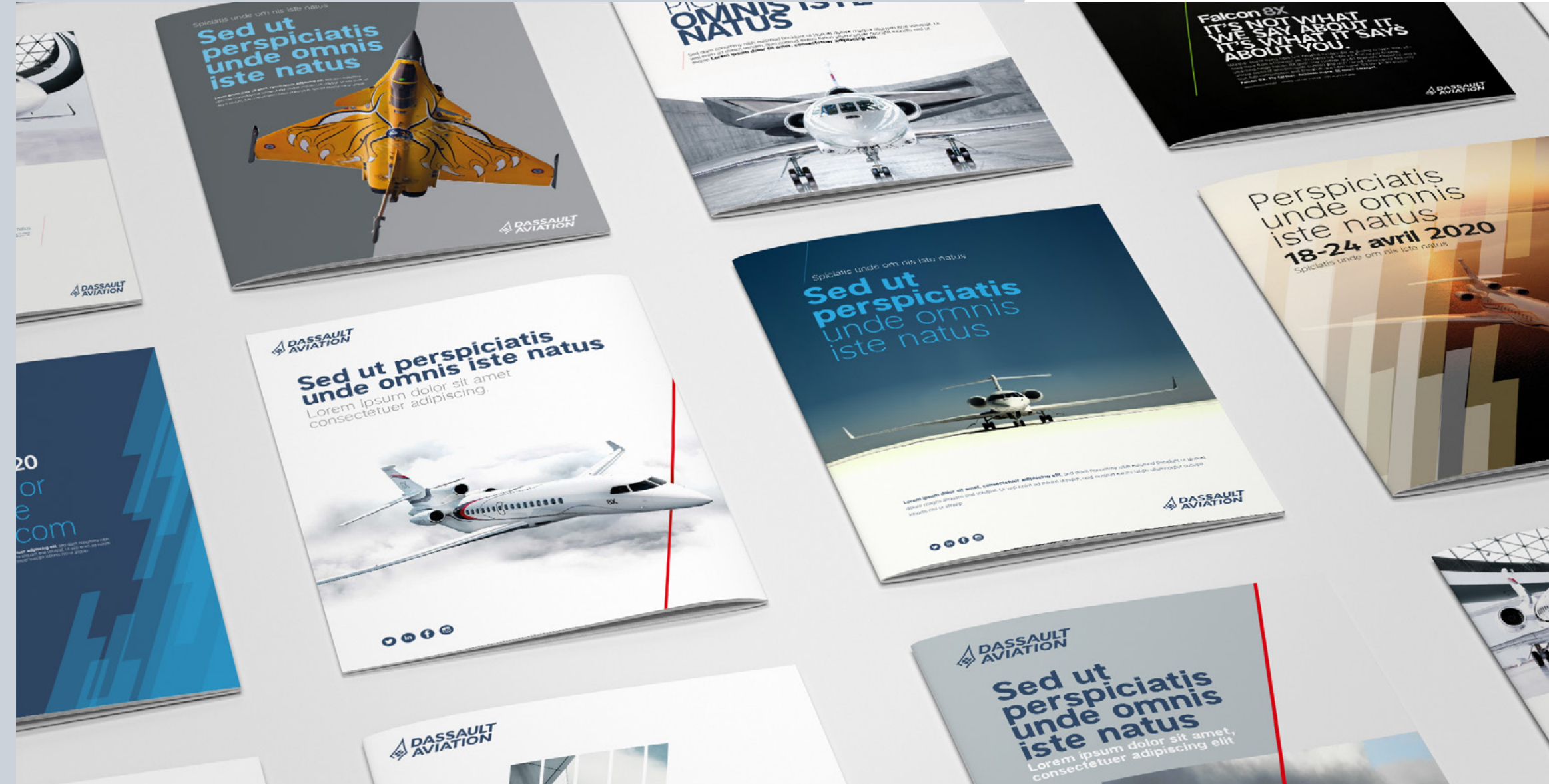
COVERS

There is a free choice of layout but it must adhere to the design rules above. This system offers infinite design variations.



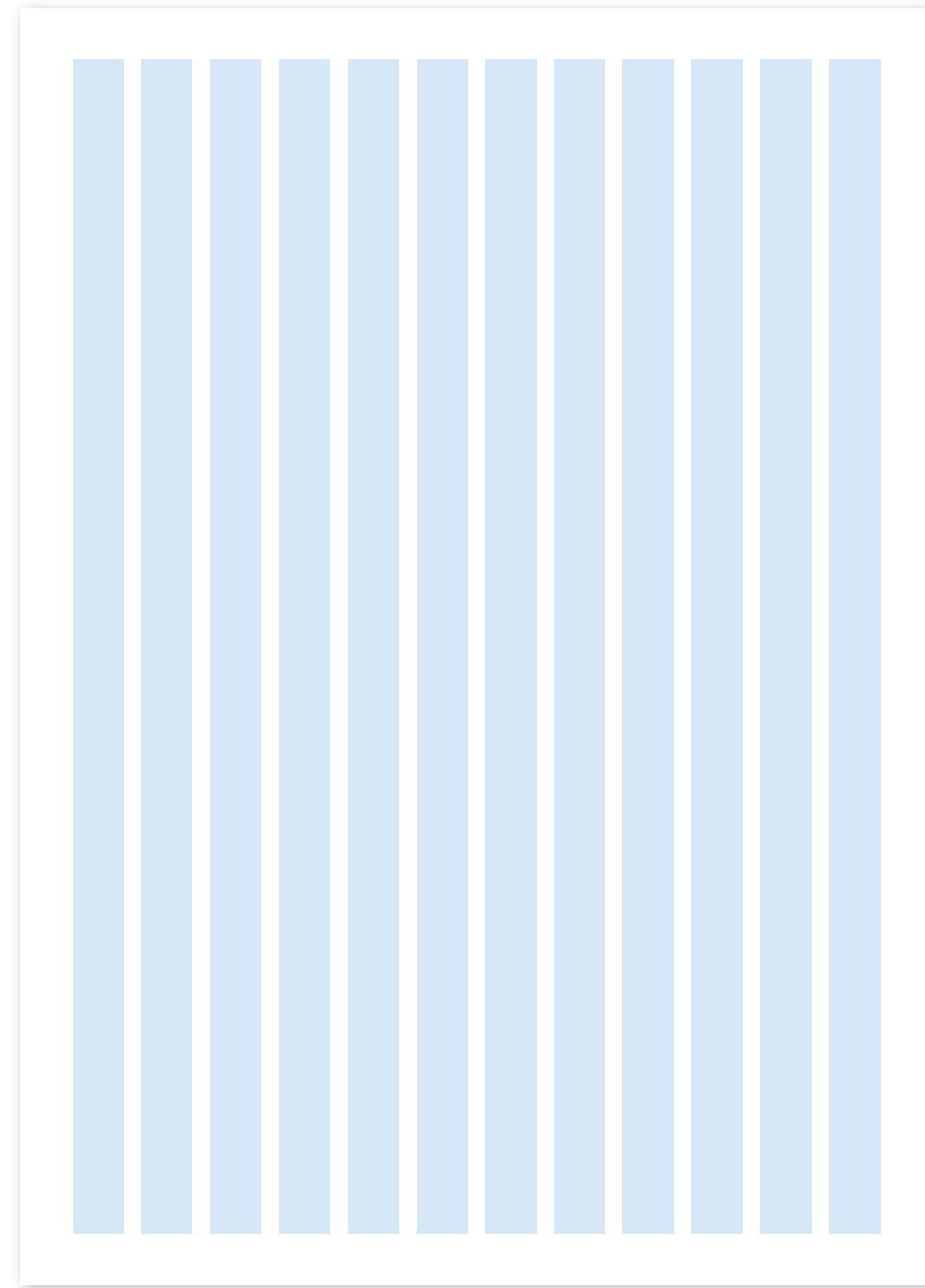
03 / Publication

Examples of covers

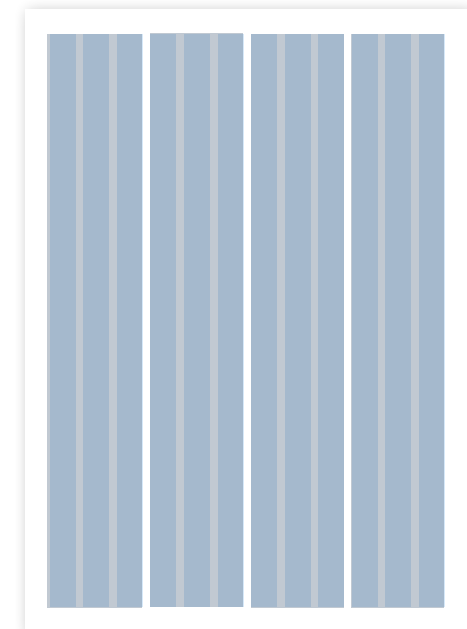


Column options

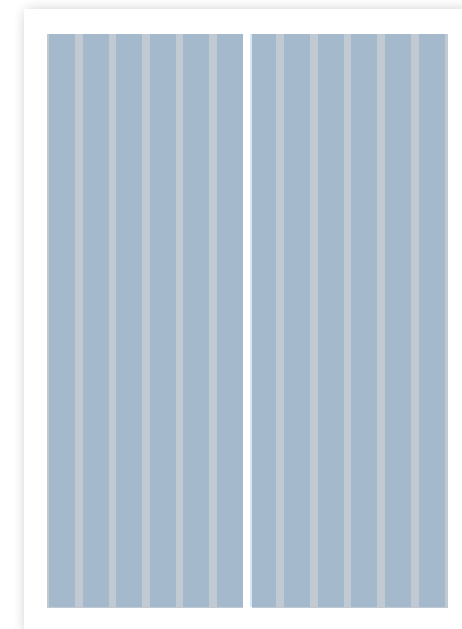
12-COLUMN GRID



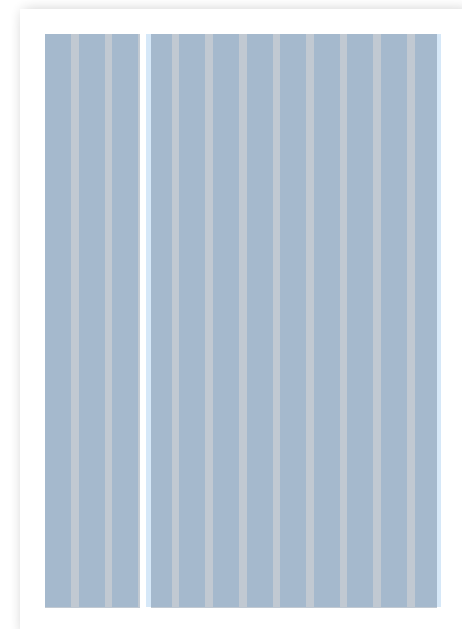
OPTION A: 4-COLUMN BASELINE



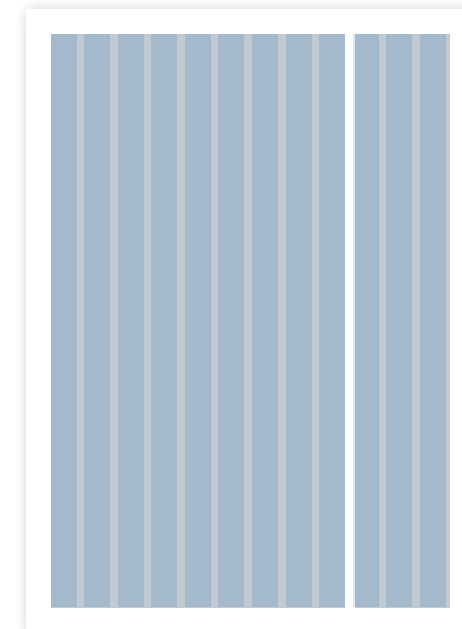
4 modules



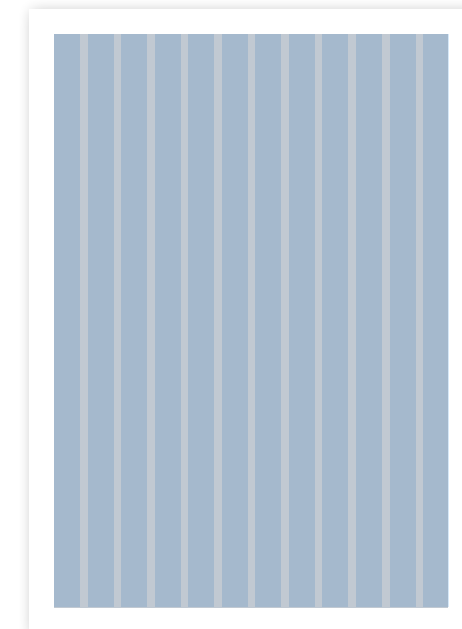
2 modules



2 modules



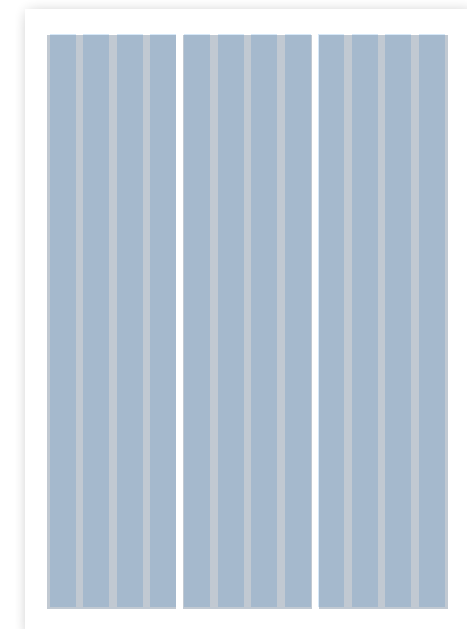
2 modules



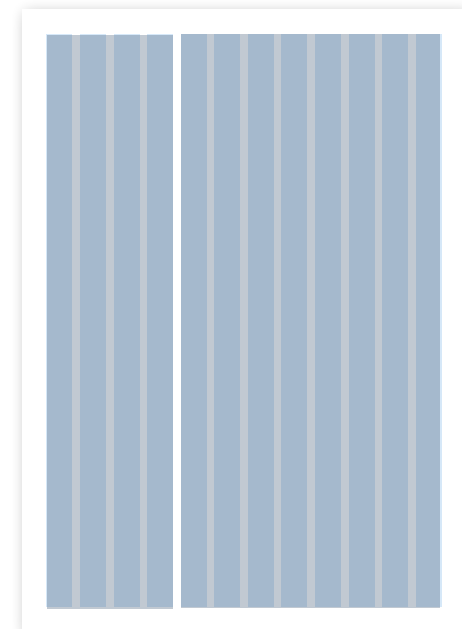
1 modules



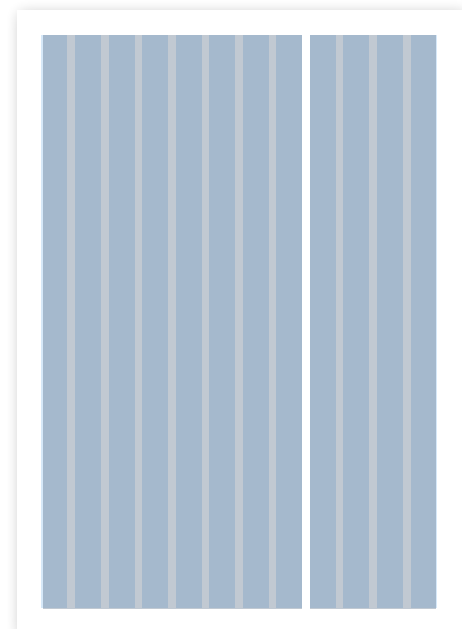
OPTION B: 3 COLUMN-BASELINE



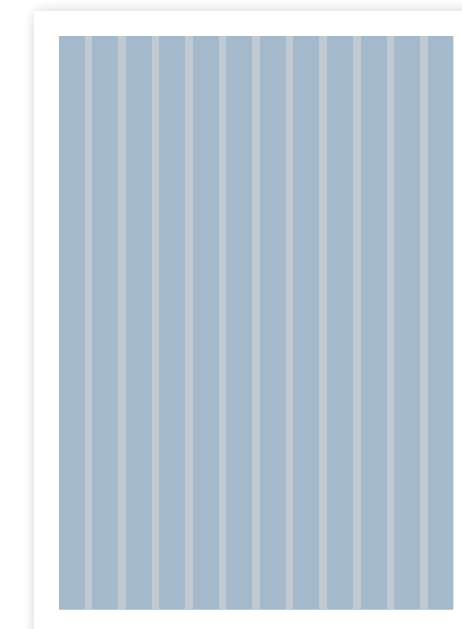
3 modules



2 modules

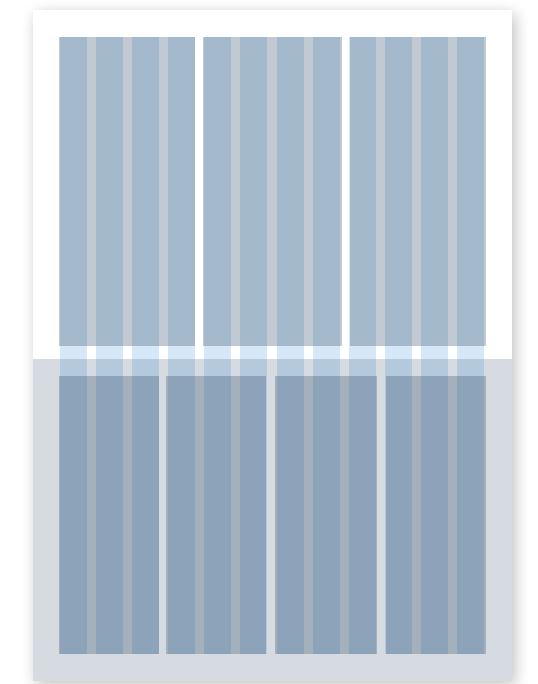


2 modules



1 modules

3 AND 4 COMBINATION



USE ON INSIDE PAGES

The 12-section grid can be separated into different modules to allow for a variety of layout possibilities.

The grid can be divided into a 3 or 4-column baseline. You are then free to choose the number of modules you want and/or to blend your grid's sub-division over the height (see combination 3 and 4 diagram).

It is vitally important to adhere to the 12-section grid and the gutter size.

03 / Publication

Examples of inside pages



04

DIVISIONS

04 / Divisions CSR (corporate social responsibility)

CSR branding



CSR short version



DIVISION BRANDING

Branding used by CSR, HR, HSE and Safety make use of the composition shown on page 11 with a 1-line, short name variation.

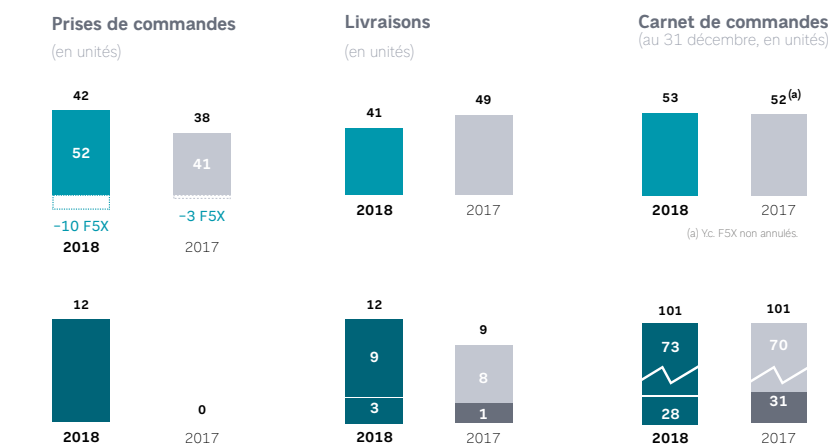
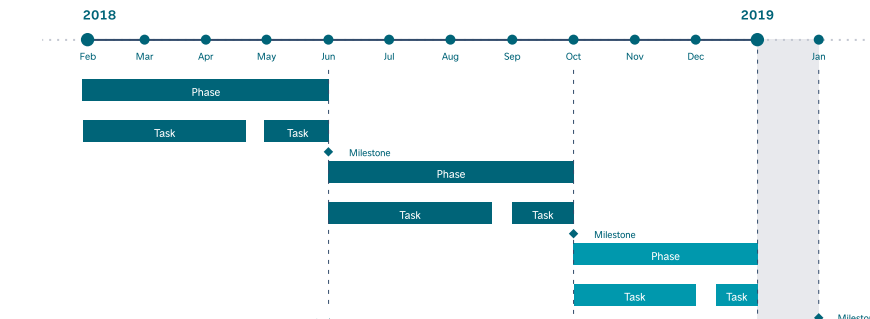
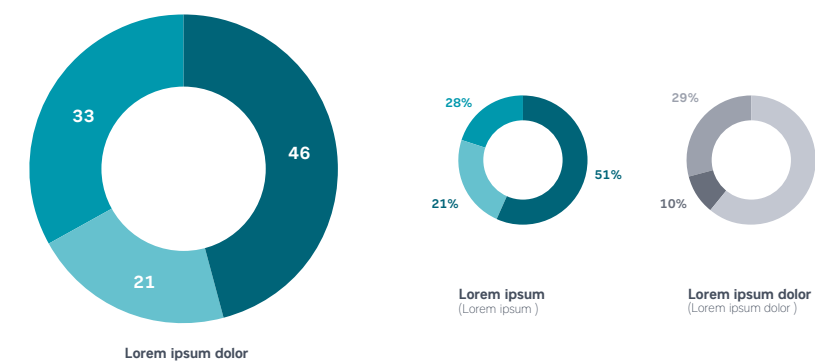
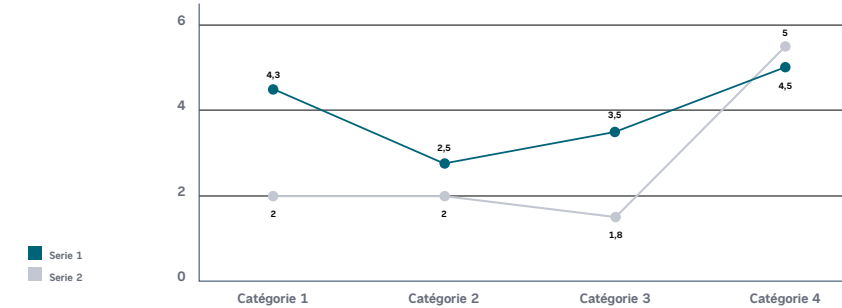
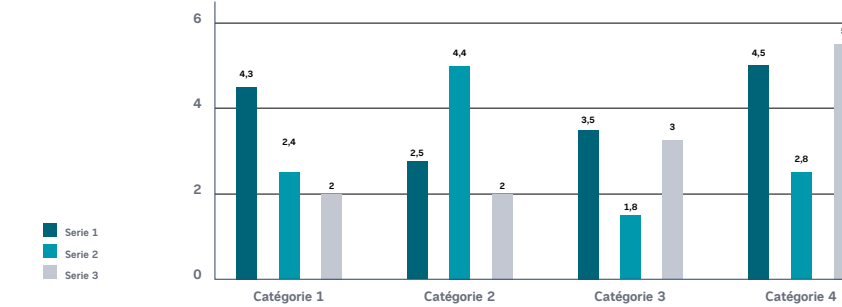
On a white background, the division is written in the main colour (CSR = blue).

On a blue background, the division is written in solid white.

CSR colours

PANTONE 7694 C			
C 93	R 050	# 324B6B	
M 65	G 075		
Y 33	B 107		
K 24			
PANTONE 632 C			
C 80	R 000	# 0098AD	
M 20	G 152		
Y 30	B 173		
K 00			
R 051	R 102	R 153	R 204
G 173	G 193	G 214	G 234
B 189	B 206	B 222	B 239
# 33ADBD	# 66C1CE	# 99D6DE	# CCEAEF
PANTONE 7701 C			
C 90	R 000	# 006478	
M 40	G 100		
Y 35	B 120		
K 25			

Complementary colours



USE

The division identity complies with all rules of the Dassault Aviation world with the distinctive colours and own-branding for each specific direction.

COLOURS

Colours specific to each division have been selected to personalise and identify them. These unique colours must only be used for CSR, HR, HSE and Safety communications.

They are used in combination with Dassault Aviation blue and the Dassault Aviation complementary colour palette. These are the only colours that can be used for "division" communications.

For legibility reasons, it is not possible to use the main division colour for text on a blue background.

04 / Divisions HR (human resources)

HR branding



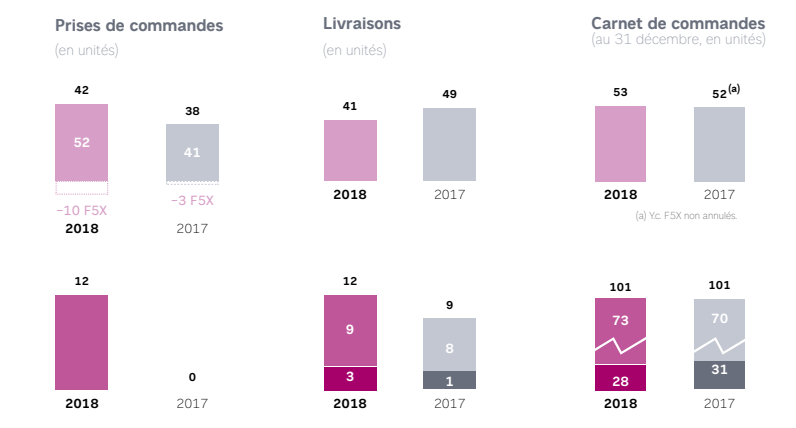
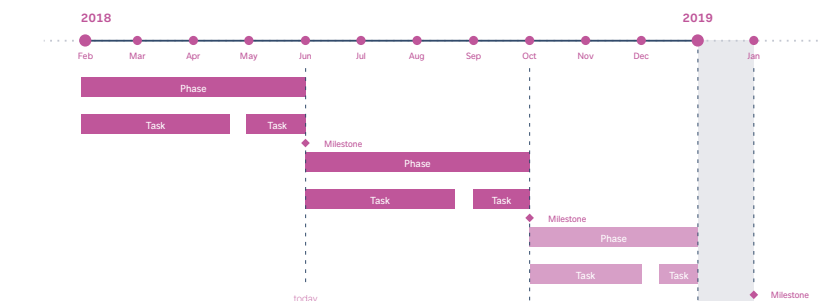
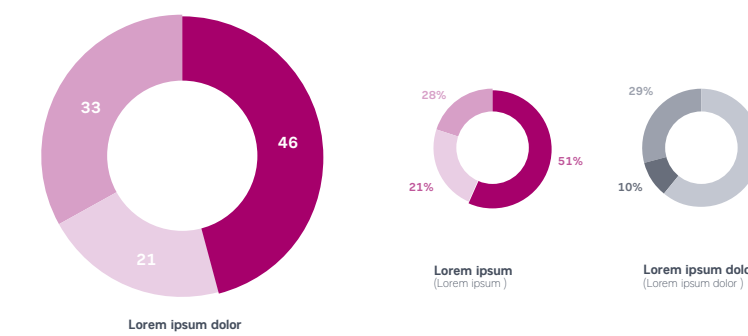
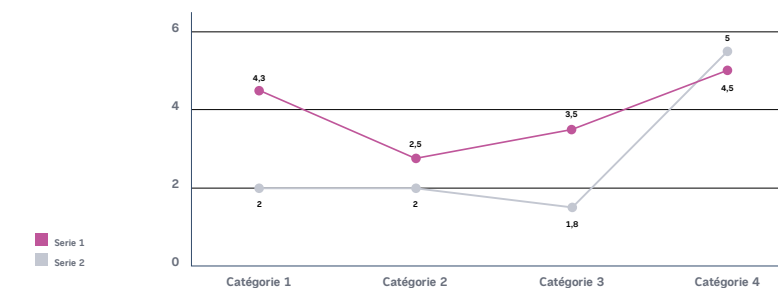
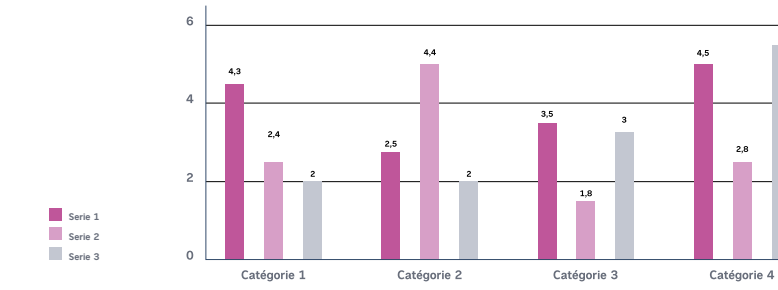
HR short version



HR colours

PANTONE 7694 C			
C 93	R 050	#	324B6B
M 65	G 075		
Y 33	B 107		
K 24			
PANTONE 234 C			
C 25	R 166	#	A6006B
M 100	G 000		
Y 00	B 107		
K 15			
R 184	R 201	R 219	R 237
G 051	G 102	G 153	G 204
B 137	B 166	B 196	B 225
# B83389	# C966A6	# DB99C4	# A6006B
PANTONE 234 C			
C 25	R 166	#	A6006B
M 100	G 000		
Y 00	B 107		
K 15			

Complementary colours



DIVISION BRANDING

Branding used by CSR, HR, HSE and Safety make use of the composition shown on page 11 with a 1-line, short name variation.

On a white background, the division is written in the main colour (HR = purple).

On a blue background, the division is written in solid white.

There is a short version variant, without the Dassault Aviation logotype, to be used exclusively in the event of reduced design area. This is to ensure branding legibility. This is the only permitted exception to the co-branding design principles.

USE

The division identity complies with all rules of the Dassault Aviation world with the distinctive colours and own-branding for each specific direction.

COLOURS

Colours specific to each division have been selected to personalise and identify them. These unique colours must only be used for CSR, HR, HSE and Safety communications.

They are used in combination with Dassault Aviation blue and the Dassault Aviation complementary colour palette. These are the only colours that can be used for "division" communications.

For legibility reasons, it is not possible to use the main division colour for text on a blue background.

04 / Divisions HR (human resources) examples



04 / Divisions HSE (health, safety and environment)

HSE



HSE short version



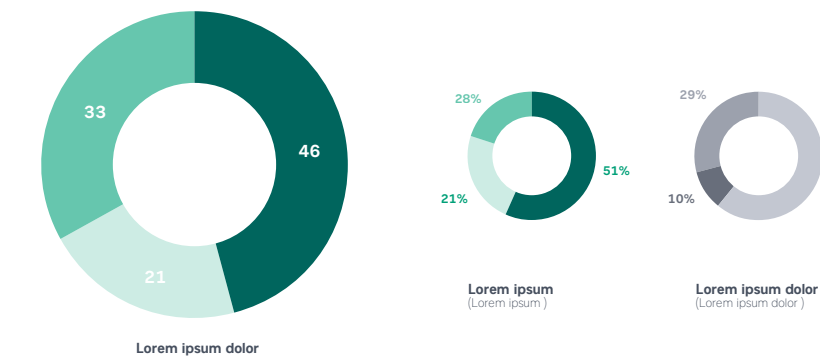
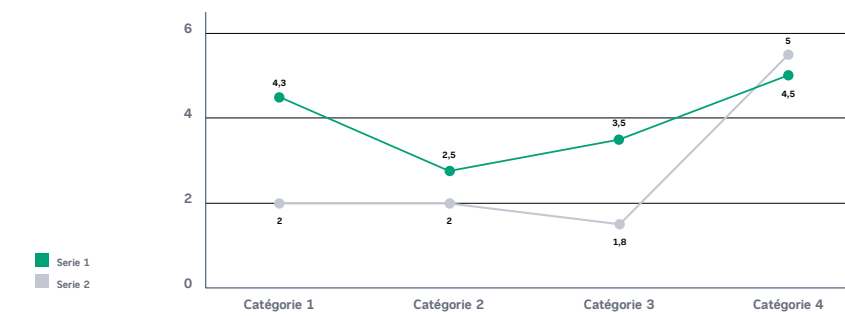
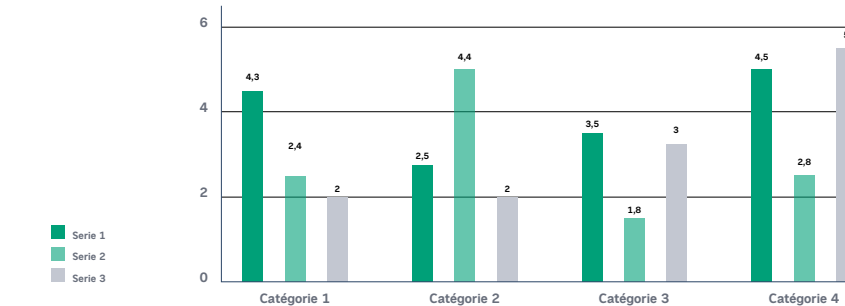
HSE colours

PANTONE 7694 C			
C 93	R 050	#	324B6B
M 65	G 075		
Y 33	B 107		
K 24			
PANTONE 2242 C			
C 90	R 000	#	00A078
M 00	G 160		
Y 60	B 120		
K 00			
R 051	R 102	R 153	R 204
G 179	G 198	G 217	G 236
B 147	B 174	B 201	B 228
# 33B393	# 66C6AE	# 99D9C9	# CCECE4
PANTONE 329 C			
C 100	R 000	#	00655D
M 00	G 101		
Y 55	B 093		
K 44			

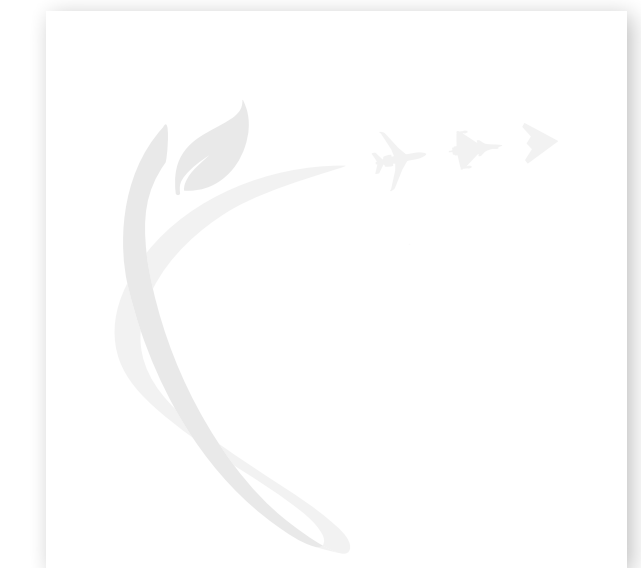
Complementary colours



HSE design



Colour: 5% black



Colour: Dassault Aviation blue 95%



DIVISION BRANDING

Branding used by CSR, HR, HSE and Safety make use of the composition shown on page 11 with a 1-line, short name variation.

On a white background, the division is written in the main colour (HSE = green).

On a blue background, the division is written in solid white.

There is a short version variant, without the Dassault Aviation logotype, to be used exclusively in the event of reduced design area. This is to ensure branding legibility. This is the only permitted exception to the co-branding design principles.

USE

The division identity complies with all rules of the Dassault Aviation world with the distinctive colours and own-branding for each specific direction.

COLOURS

Colours specific to each division have been selected to personalise and identify them.

These unique colours must only be used for CSR, HR, HSE and Safety communications.

They are used in combination with Dassault Aviation blue and the Dassault Aviation complementary colour palette. These are the only colours that can be used for "division" communications.

HSE DESIGN

For HSE, there is an exclusive design that can be used as a watermark on specific HSE communications.

This design is not a logotype. This is a complementary design element to be used on a raster background as indicated above.



Safety branding



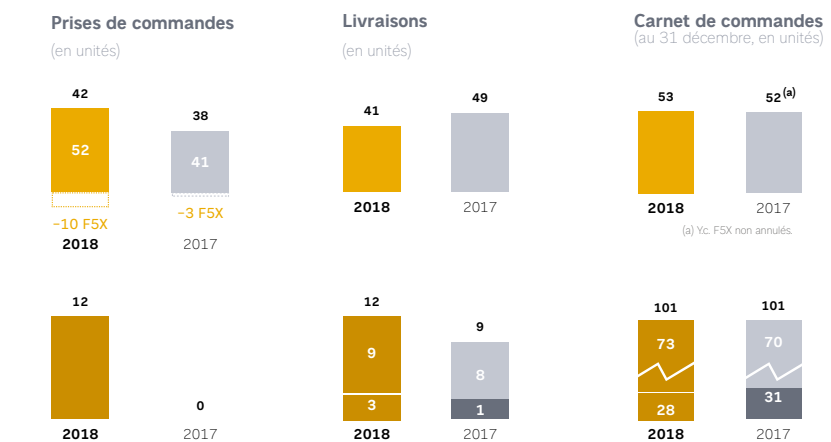
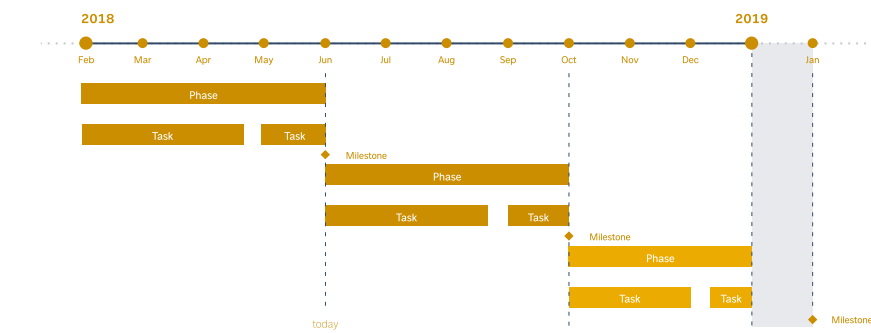
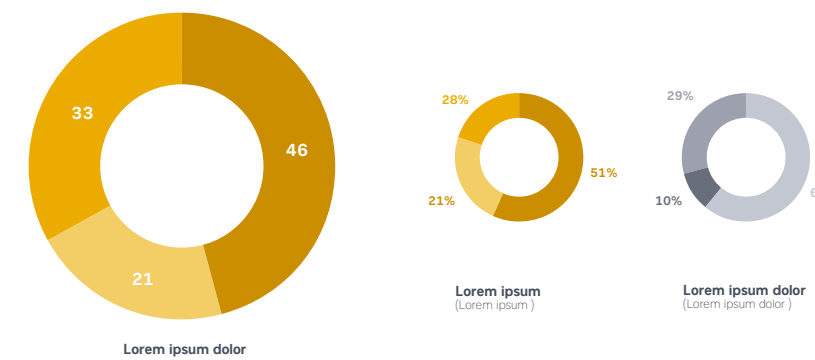
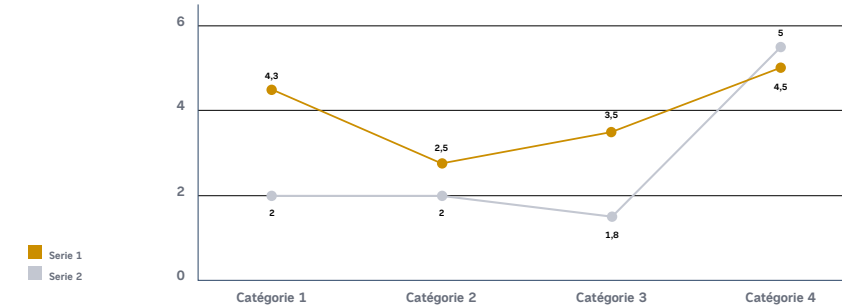
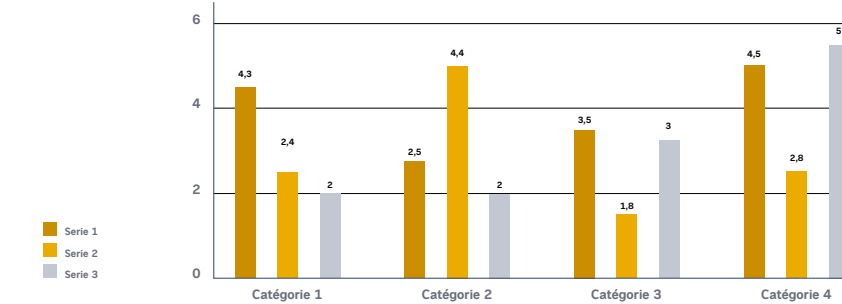
Safety short version



Safety colours

PANTONE 7694 C			
C 93	R 050	# 324B6B	
M 65	G 075		
Y 33	B 107		
K 24			
PANTONE 124 C			
C 00	R 235	# EBAB00	
M 32	G 171		
Y 100	B 000		
K 00			
R 239	R 243	R 247	R 251
G 188	G 205	G 221	G 238
B 051	B 102	B 153	B 204
# EFBC33	# F3CD66	# F7DD99	# FBEECC
PANTONE 131 C			
C 00	R 203	# CB8E0A	
M 36	G 142		
Y 100	B 000		
K 15			

Complementary colours



DIVISION BRANDING

Branding used by CSR, HR, HSE and Safety make use of the composition shown on page 11 with a 1-line, short name variation.

On a white background, the division is written in the main colour (Safety = yellow).

On a blue background, the division is written in solid white.

There is a short version variant, without the Dassault Aviation logotype, to be used exclusively in the event of reduced design area. This is to ensure branding legibility. This is the only permitted exception to the co-branding design principles.

USE

The division identity complies with all rules of the Dassault Aviation world with the distinctive colours and own-branding for each specific direction.

COLOURS

Colours specific to each division have been selected to personalise and identify them.

These unique colours must only be used for CSR, HR, HSE and Safety communications.

They are used in combination with Dassault Aviation blue and the Dassault Aviation complementary colour palette. These are the only colours that can be used for "division" communications.

For legibility reasons, it is not possible to use the main division colour for text on a blue background.



05

INTERNAL
WORKING GROUPS

04 / Internal working groups MMT - InnovLab - Vigilants ensemble - Customer support

INNOVLAB logotypes and colours



INNOVLAB short version



INNOV LAB design

Colour: 5% black



Colour: Dassault Aviation blue 95%



MMT logotypes and colours



MMT short version



MMT design

Colour: 5% black



Colour: Dassault Aviation blue 95%



INTERNAL WORKING GROUPS BRANDING AND COLOURS

Internal working groups such as InnovLab, MMT, Vigilants ensemble or Customer support enjoy a distinctive identity. Each has its own colour codes added to the Dassault Aviation corporate colour.

There is a short version of internal working group branding, without the Dassault Aviation logotype, to be used exclusively in the event of reduced expression surface area. This is to ensure branding legibility.

This is the only permitted exception to the co-branding design principles.

On a white background, the working group is written in the main colour.

On a blue background, the working group is written in solid white. Internal entity logotypes are assigned a fixed position, the top left corner.

INTERNAL WORKING GROUPS DESIGNS

For certain specific internal working groups, there is an exclusive design that can be used as a watermark for communications.

This design is not a logotype. This is a complementary design element to be used only on a raster background in 5% black.

04 / Internal working groups MMT - InnovLab - Vigilants ensemble - Customer support

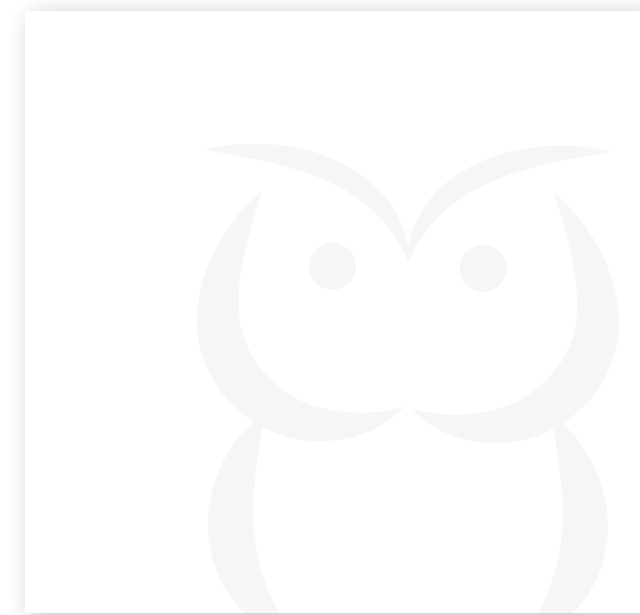
Vigilants ensemble logotypes and colours



PANTONE 206 C			
C 00	R	215	
M 100	G	000	
Y 55	B	077	
K 00	#	D7004D	

Vigilants ensemble design

Colour: 5% black



Colour: Dassault Aviation blue 95%



Vigilants ensemble short version



INTERNAL WORKING GROUPS BRANDING AND COLOURS

Internal working groups such as InnovLab, MMT, Vigilants ensemble or Customer support enjoy a distinctive identity. Each has its own colour codes added to the Dassault Aviation corporate colour.

There is a short version of internal working group branding, without the Dassault Aviation logotype, to be used exclusively in the event of reduced expression surface area. This is to ensure branding legibility.

This is the only permitted exception to the co-branding design principles

Customer support logotypes and colours



DASSAULT AVIATION BLUE	
60%	
# 8493A6	

Customer support short version



On a white background, the working group is written in the main colour.

On a blue background, the working group is written in solid white. Internal entity logotypes are assigned a fixed position, the top left corner.

Customer support design

Colour: 5% black



Colour: Dassault Aviation blue 95%



INTERNAL WORKING GROUPS DESIGNS

For certain specific internal working groups, there is an exclusive design that can be used as a watermark for communications.

This design is not a logotype. This is a complementary design element to be used only on a raster background in 5% black.

04 / Les thématiques internes MMT - InnovLab - Vigilants ensemble - Customer support examples



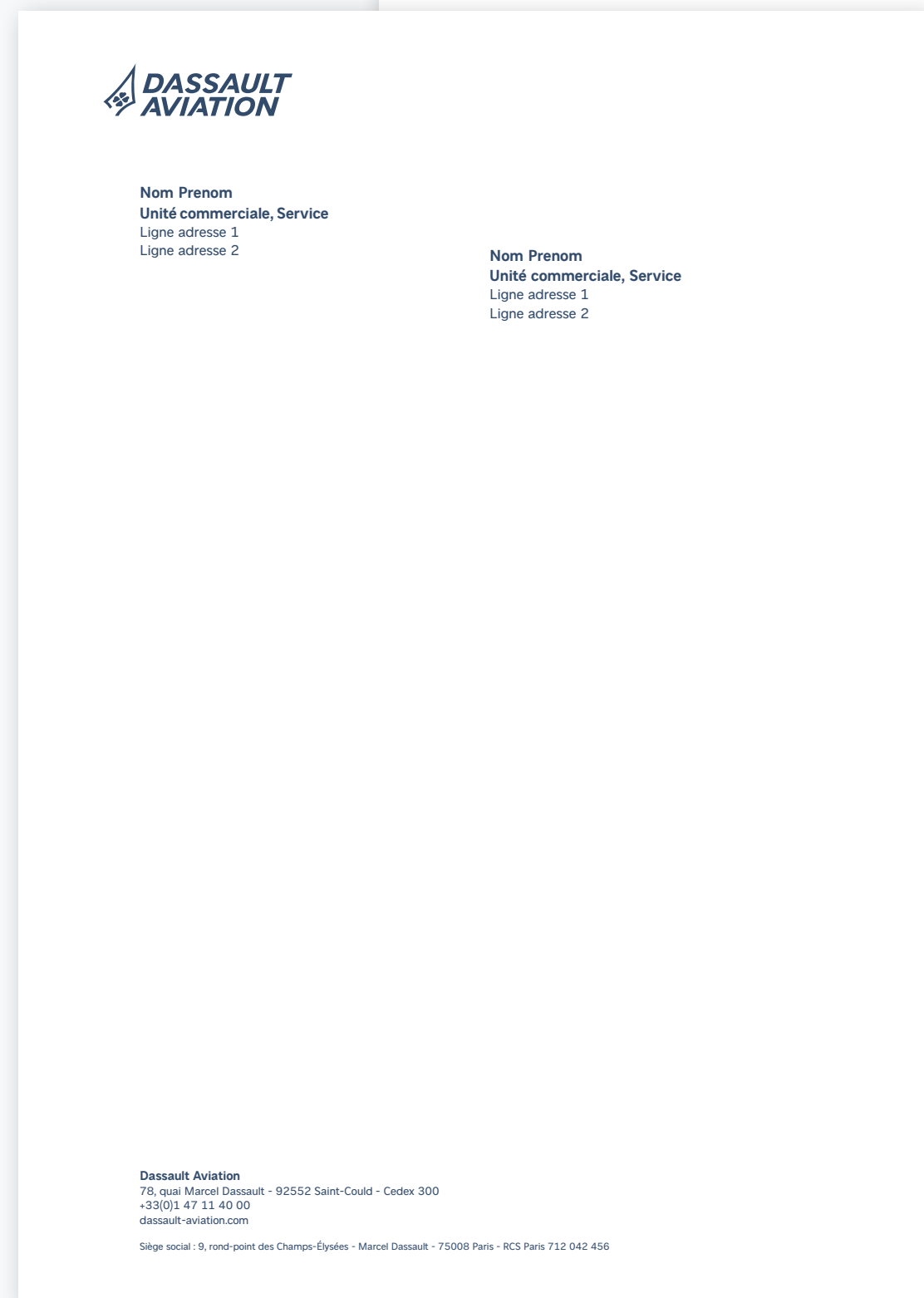
06

CORPORATE
MEDIA

06 / Corporate media

External communications tools

Letterhead paper 210x297



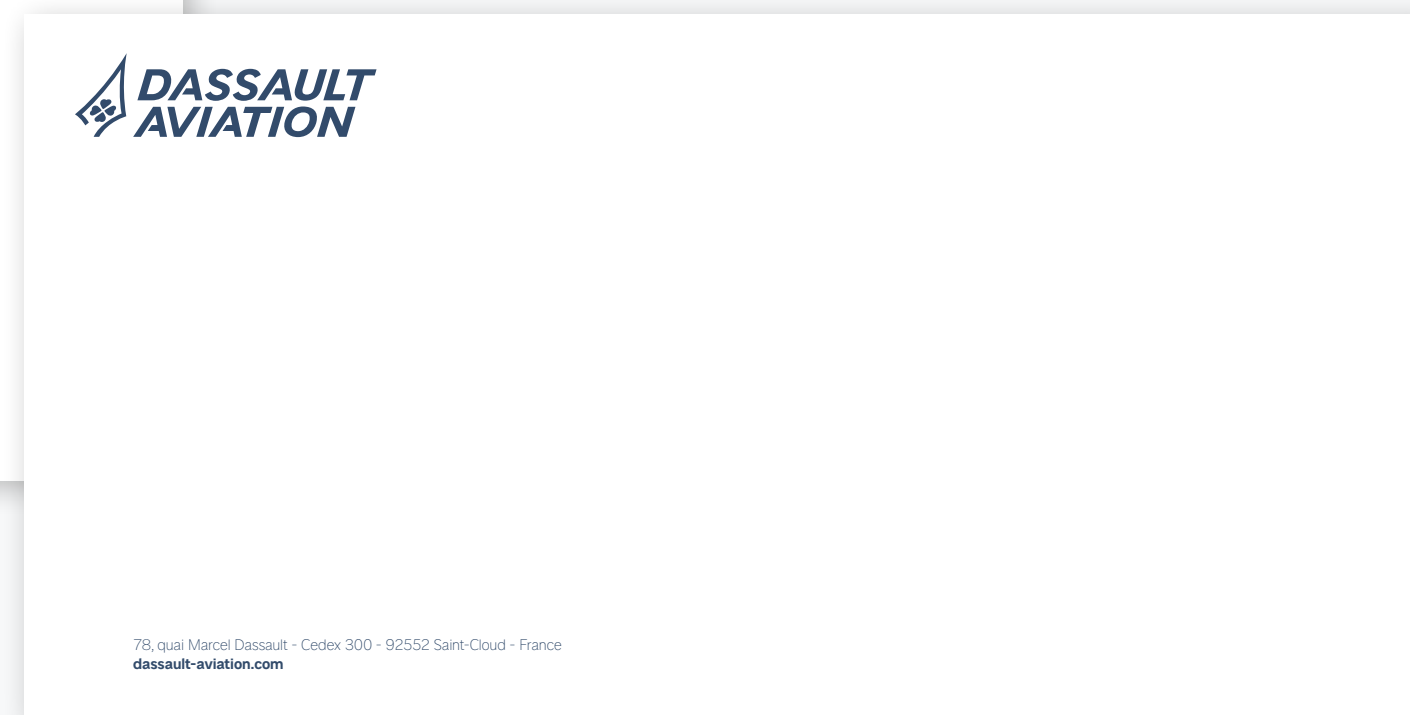
Business card 85x55



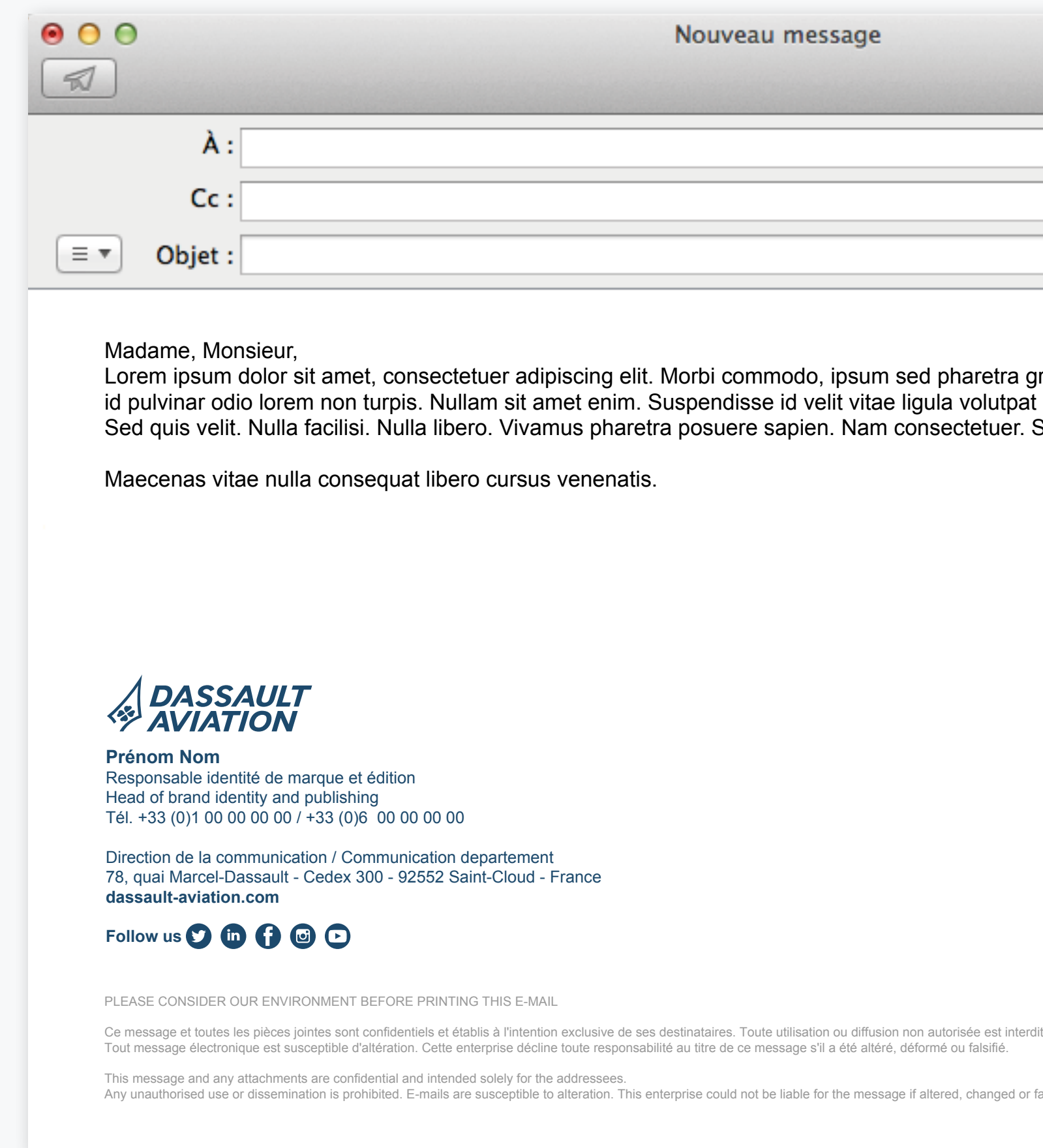
Business card 120x80



Compliment slip 210x105



E-mail signature




EXTERNAL CORRESPONDENCE

Very specific templates are available to ensure the consistency of correspondence tools. These are available at the Brand Center.

06 / Corporate media

External communications tools

Financial press release Word template

 **COMMUNIQUÉ FINANCIER**
Saint-Cloud, le jour mois année

TITRE (ARIAL BOLD CORPS 15)

Chapô de trois lignes maxi, en Arial Regular corps 13

(Saint-Cloud, le 2018) – (Arial Regular corps 11) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Intertitre (Arial Bold 11 gras)

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor

Intertitre (Arial Bold 11 gras)

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor


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Plus d'informations sur : www.dassault-aviation.com

78, quai Marcel-Dassault - 92552 Saint-Cloud Cedex 300 - France - Tél. +33 (0)1 47 11 40 00
Siège social : 9, Rond-Point des Champs-Élysées Marcel Dassault - 75008 Paris - France - S.A. au Capital de 66 495 368 Euros - 712 042 456 RCS Paris

Press release Word template

 **PRESS RELEASE**
COMMUNIQUÉ DE PRESSE
Direction de la communication

TITRE (DASSAULT AVIATION SANS BOLD CORPS 16)

Chapô de trois lignes maxi, en Dassault Aviation Sans Regular corps 14

(Saint-Cloud, le 2018) – (Dassault Aviation Sans Regular corps 11) Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor.

Intertitre (Dassault Aviation Sans Bold 11 gras)

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget

Intertitre (Dassault Aviation Sans Bold 11 gras)


Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget

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Photos HD : mediaprophoto@dassault-aviation.com
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78, quai Marcel-Dassault - 92552 Saint-Cloud Cedex 300 - France - Tél. +33 (0)1 47 11 40 00
Siège social : 9, Rond-Point des Champs-Élysées Marcel Dassault - 75008 Paris - France - S.A. au Capital de 66 495 368 Euros - 712 042 456 RCS Paris

 **PRESS RELEASE**
COMMUNIQUÉ DE PRESSE
Direction de la communication

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Intertitre (Dassault Aviation Sans Bold 11 gras)

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Intertitre (Dassault Aviation Sans Bold 11 gras)

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget

À PROPOS DE DASSAULT AVIATION
Avec plus de 10 000 avions militaires et civils livrés dans plus de 90 pays depuis un siècle, Dassault Aviation dispose d'un savoir-faire et d'une expérience reconnus dans la conception, le développement, la vente et le support de tous les types d'avion, depuis l'appareil de combat Rafale jusqu'à la famille de business jets haut de gamme Falcon en passant par les drones militaires. En 2016, le chiffre d'affaires de Dassault Aviation s'est élevé à 3,6 milliards d'euros. Le Groupe compte 12 000 collaborateurs.

dassault-aviation.com

CONTACTS PRESSE
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EXTERNAL CORRESPONDENCE

Very specific templates are available to ensure the consistency of correspondence tools. These are available at the Brand Center.

Breaking news Word template

FLASH N°24
04/09/2019
Information interne

ÉVOLUTION DE NOTRE IDENTITE VISUELLE

Dans le cadre de notre transformation et afin de renforcer notre visibilité, notre identité visuelle se modernise.

Notre logo, créé en 1989, change dans la continuité :

- il conserve le delta et le trèfle liés à notre ADN,
- il adopte une typographie contemporaine et qui nous est propre,
- sa couleur est désormais le bleu, en adéquation avec l'univers aéronautique.



Notre nouveau logo sera visible, à partir d'aujourd'hui, sur quelques-uns de nos supports de communication.

Les autres éléments de notre nouvelle identité visuelle (typographies, mise en page, couleurs d'accompagnement) sont en cours de définition. Ils seront ensuite déclinés sur nos différents supports de communication (PowerPoint, Flash info, papeterie, outils digitaux, vidéo, etc.).

Une charte graphique complète sera mise en ligne par la Dircom sur Deltanet durant les prochains mois.

Pour la plupart de nos supports de communication, la nouvelle identité visuelle doit être appliquée de manière progressive, après épuisement des stocks.


Éric Trappier
Président-directeur général

DIRECTION DE LA COMMUNICATION 

Website news Word template

ACTUS N°00
00/00/2020
Mérignac

**CONFÉRENCE DE PRESSE
RÉSULTATS 2019**

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INFORMATIONS INTERNES 

Internal memo Word template

 **NOTE INTERNE**
Saint-Cloud, September 25th, 2019

**DIRECTION XXXXXXXXXXXXX
XXX nr 31/2019
XX/XXXX**

DESTINATAIRE(S) :
Tous directeurs


COPIES :
MM. E. TRAPPIER
L. SEGALIN
B. GIORGIANNI

OBJET : NOMINATION DANS L'ORDRE DE LA LÉGION D'HONNEUR

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Éric Trappier

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Press review Word template

 **PANORAMA DE PRESSE**
Direction de la communication

INTERNAL COMMUNICATIONS

Very specific templates are available to ensure
the consistency of correspondence tools.
These are available at the Brand Center.



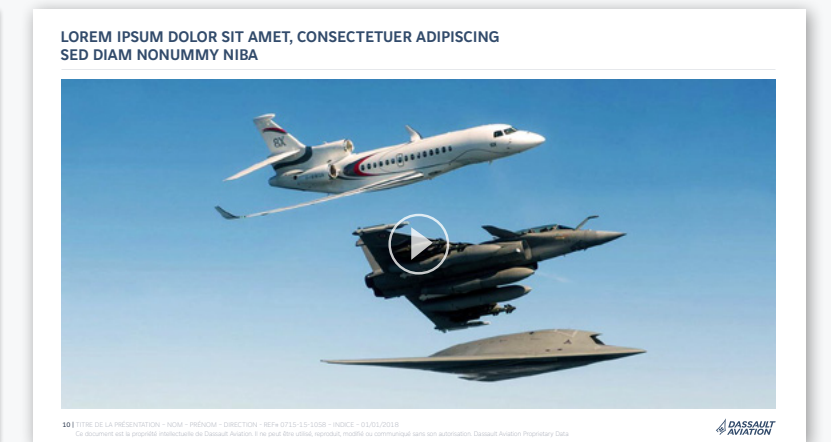
Cover with the Safran co-branded logotype on blue background



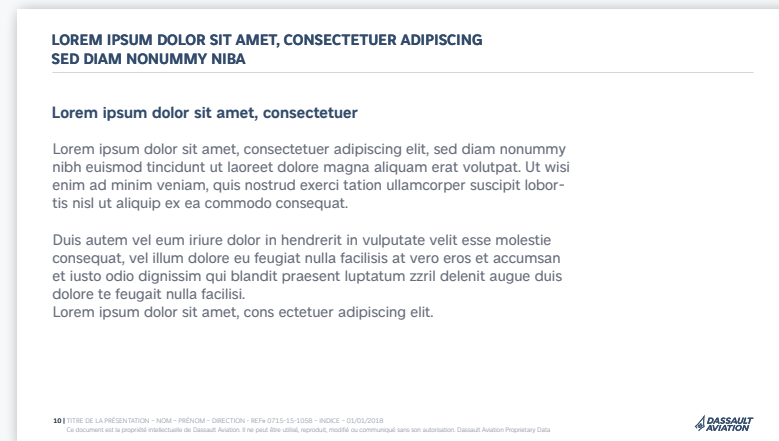
Cover with the logotype on blue background



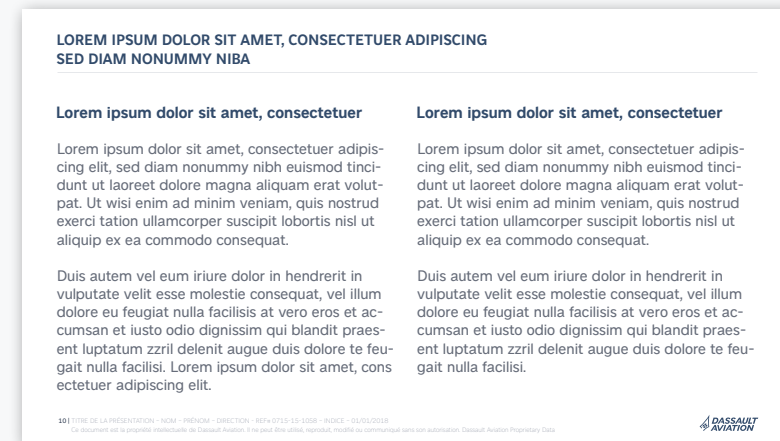
Cover with the logotype on white background



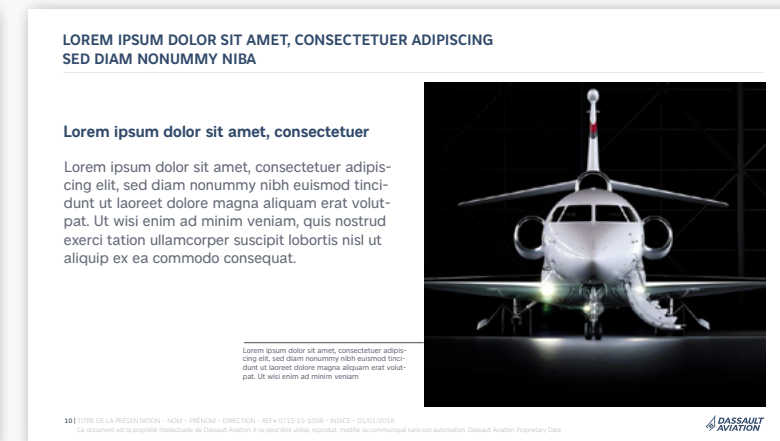
Slide with a title and a large format graphic



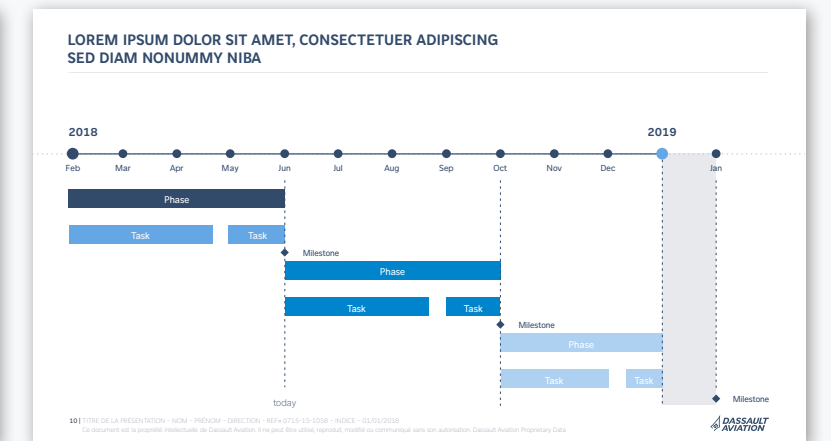
Slide with text only on 1 column



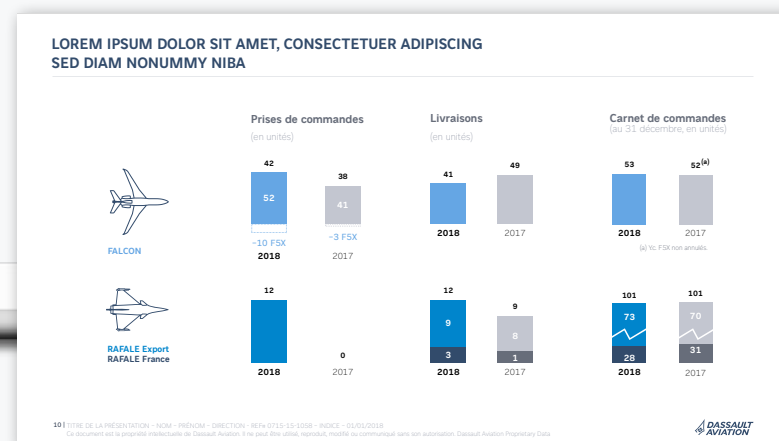
Slide with text only on 2 columns



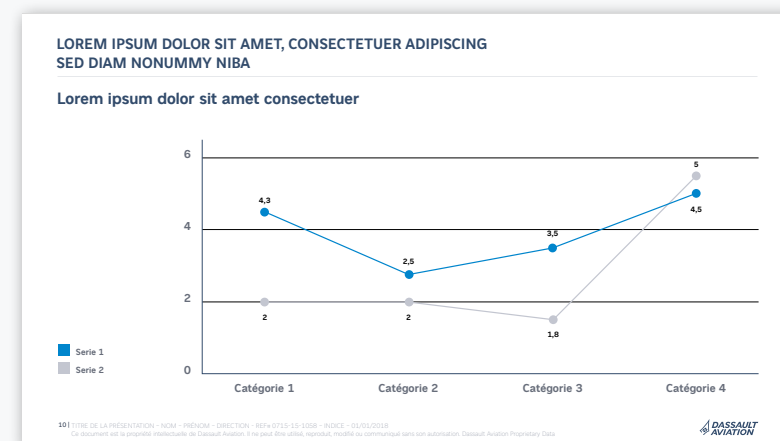
Slide with text and a graphic



Slide with a table



Slide with charts



Slide with a diagram



Slide with a bleed graphic



Slide with a variety of graphics

POWERPOINT

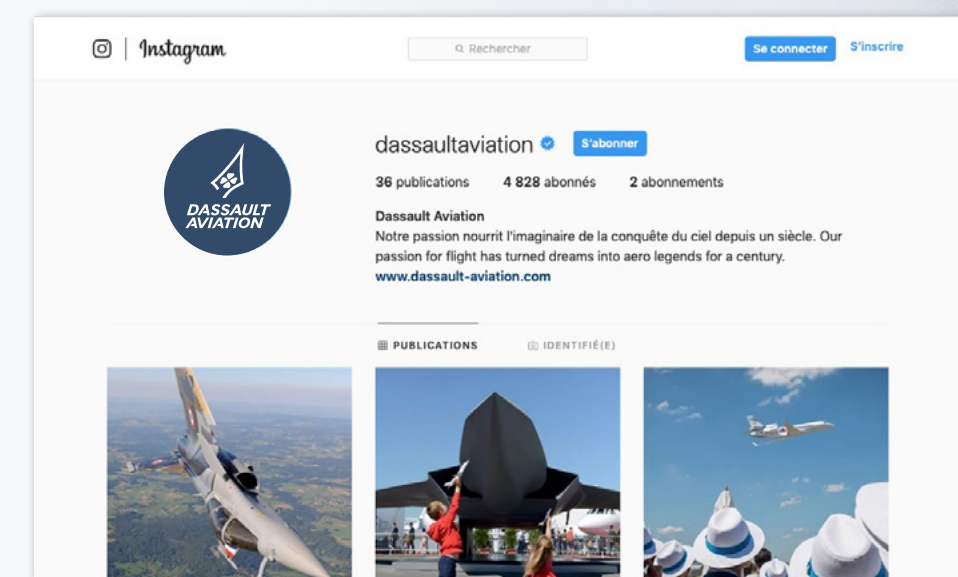
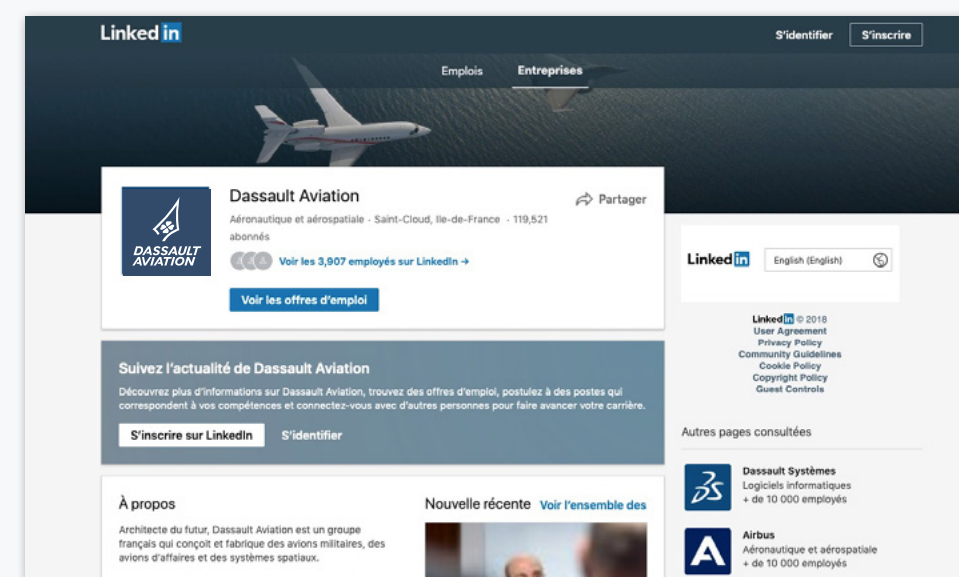
Above are some examples of PowerPoint slides.

A template including a wide variety of PowerPoint slides is available on the Brand Center.



47 Publications

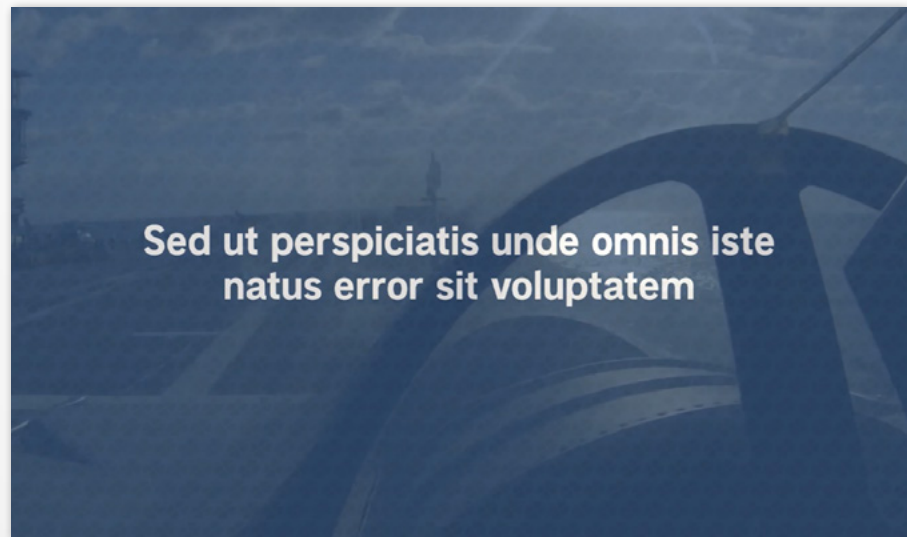
Dassault Aviation
Services de l'industrie
Notre passion nourrit
ciel depuis un siècle
turned dreams into
www.dassault-aviation.com



FAVICON

On social media, profile images display the new logotype. It is inserted on the blue Dassault Aviation background and is used with its 3-line version, in solid white, to maximise its visibility in the space available.

Always give priority to maximum brand visibility with the complete logotype, below the minimum use size of 90 pixels. For the 3-line logotype, give priority to the Dassault Aviation emblem alone.



THE AUDIOVISUAL CHARTER

An audiovisual charter is also available. It lists all the templates and possible animations to convey our brand image (intro, outro, transition, etc.)

07

OTHER
DESIGNS



EVENTS

Here are some examples of kakemonos, flags and banners. They can be used to present a corporate graphic or promotional speech.

Always optimize the logo in the space available. For events, the 3 variants of the logo are available depending on the format.





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