

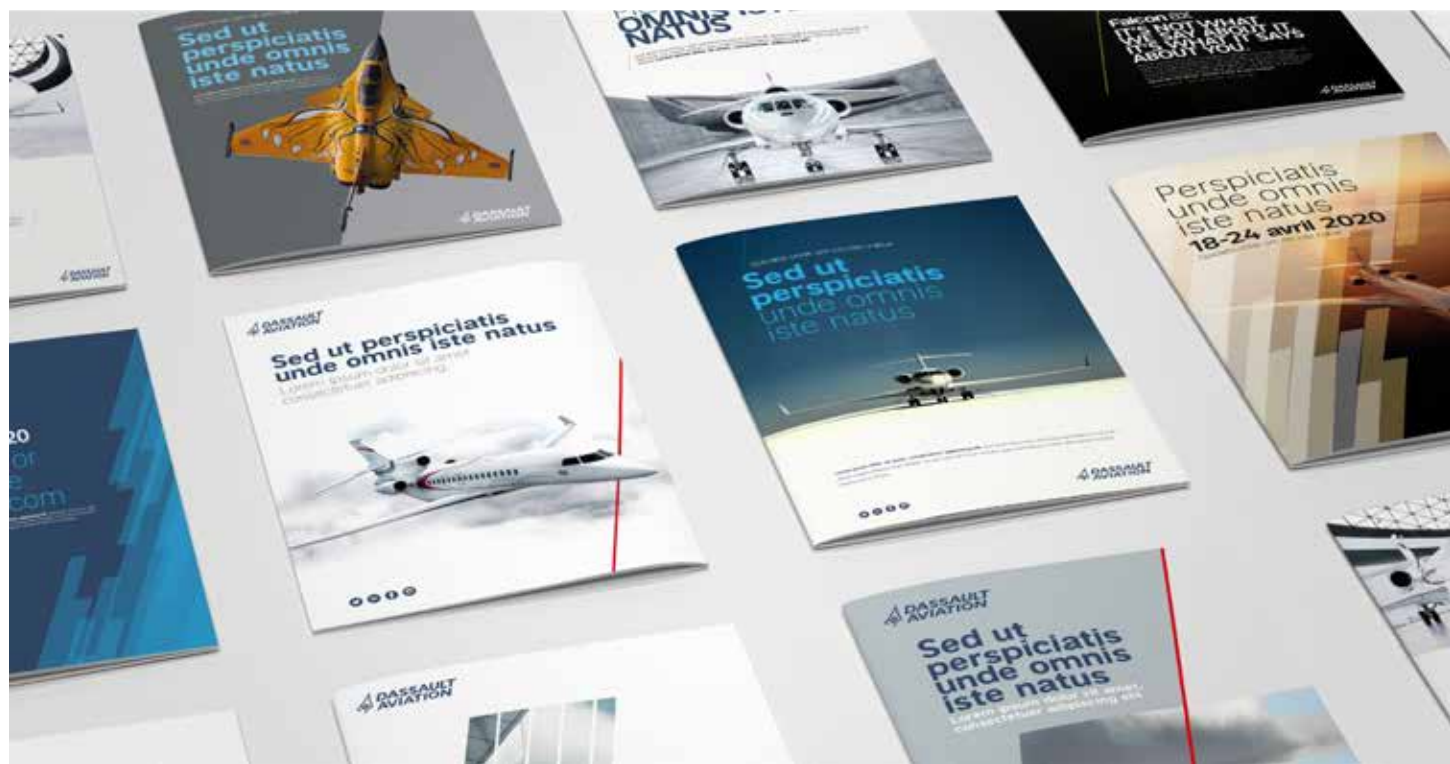


GRAPHIC CHARTER

MARCH 2024



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.



Essentials

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01

LOGOTYPE AND ITS VARIATIONS

LOGOTYPE AND ITS VARIATIONS

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 / Logotype and its variations

Dassault Aviation logotype

Main logotype



Secondary logotypes



MAIN LOGOTYPE

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

LOGOTYPE COLOR

The official logotype color is Dassault Aviation blue. The logotype may also be displayed in black or white depending on background types and technical constraints.

Pantone 7694 C	RAL 5000
C93 M65 J33 N24	BL 5664 bleu jersey
R050 V075 B107	

SECONDARY LOGOTYPES

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.

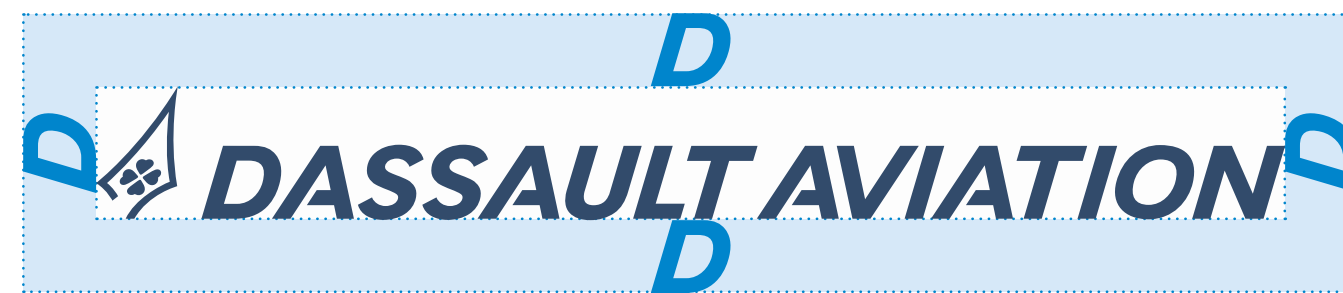
Apart from the Dassault Aviation logo, it is also reserved for the writing of Dassault Aviation Group trademarks.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#^&*

01 / Logotype and its variations

Clearance area and minimum sizes

Clearance area



Minimum sizes



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.

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 / Logotype and its variations

Utilization on backgrounds

Use on photo backgrounds



Use on plan 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 colored background. The background color must also contrast with that of the logotype so as not to interfere with its visibility.

As shown above, the logotype color varies depending on the background color. These rules apply to the main logotype and to the 1-line and 3-line variants.

01 / Logotype and its variations

Restrictions

Background restricitons



Logotype restricions



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 color of the logotype.



Do not change the typography of the Dassault Aviation name.



Do not add any elements.

BACKGROUND RESTRICTIONS

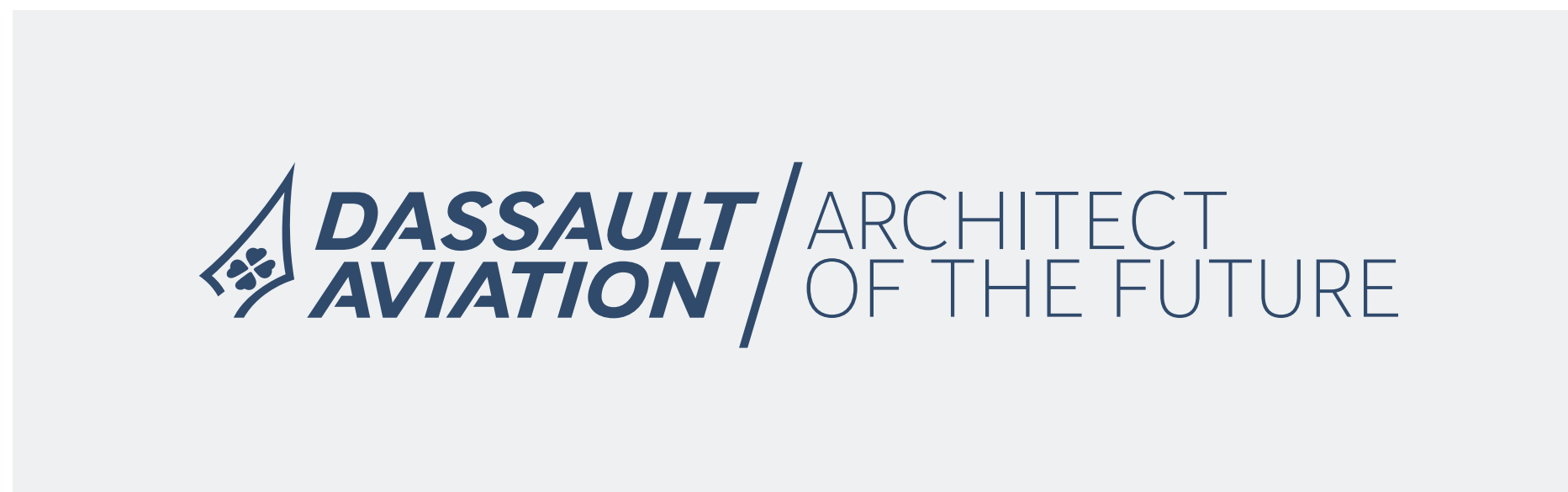
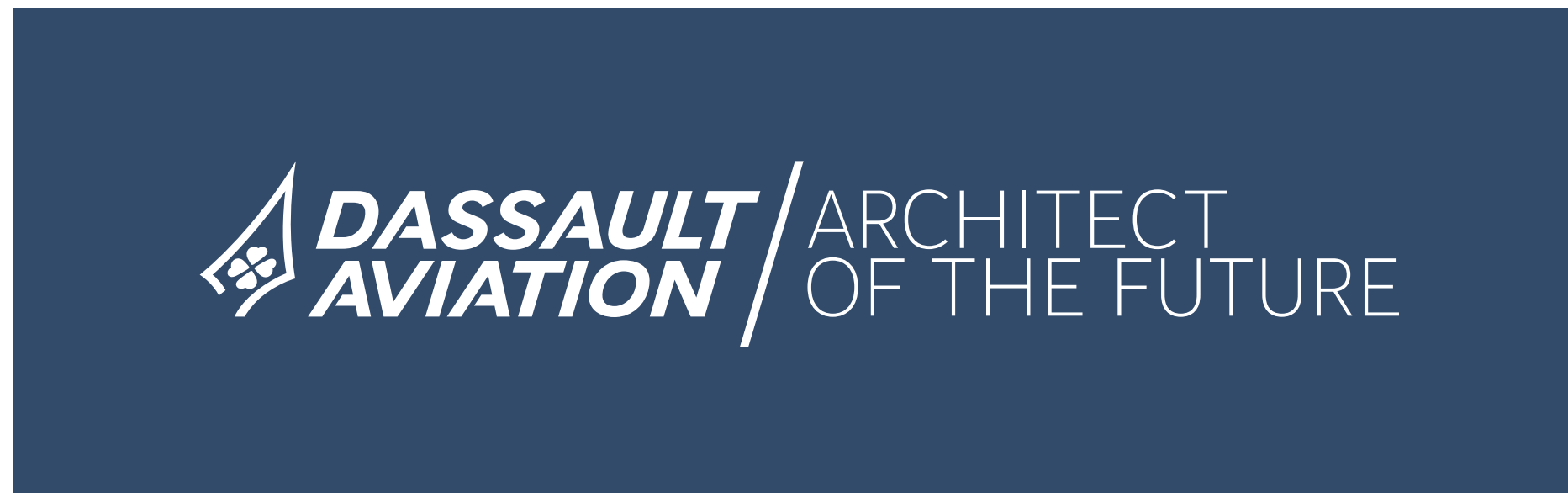
To ensure the legibility of the logotype, make sure to avoid busy backgrounds (messy image with too many elements) so that it stands out enough.

LOGOTYPE RESTRICTIONS

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

01 / Logotype and its variations Logo and signature

Logo and signature (full brand name)



Examples



LOGO AND SIGNATURE (FULL BRAND NAME)

The full brand name consists of the Dassault Aviation logo and a brand signature or baseline.

LAYOUT PRINCIPLES

- The brand signature is placed to the right of the Dassault Aviation logo.
- Both elements are separated by a single slanted line in Dassault Aviation blue.

- The diagram below shows how these elements are placed in relation to each other.

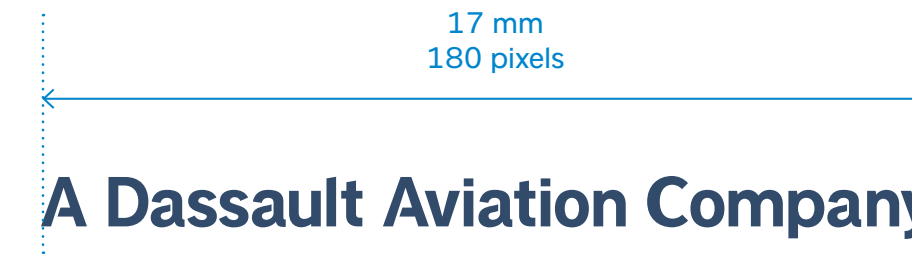
Layout rules for subsidiary names



Clearance area



Minimum size



SUBSIDIARIES DERIVED FROM 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».

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#^&*

01 / Logotype and its variations Subsidiaries

Subsidiaries derived from Dassault aviation model



Subsidiaries with specific designs

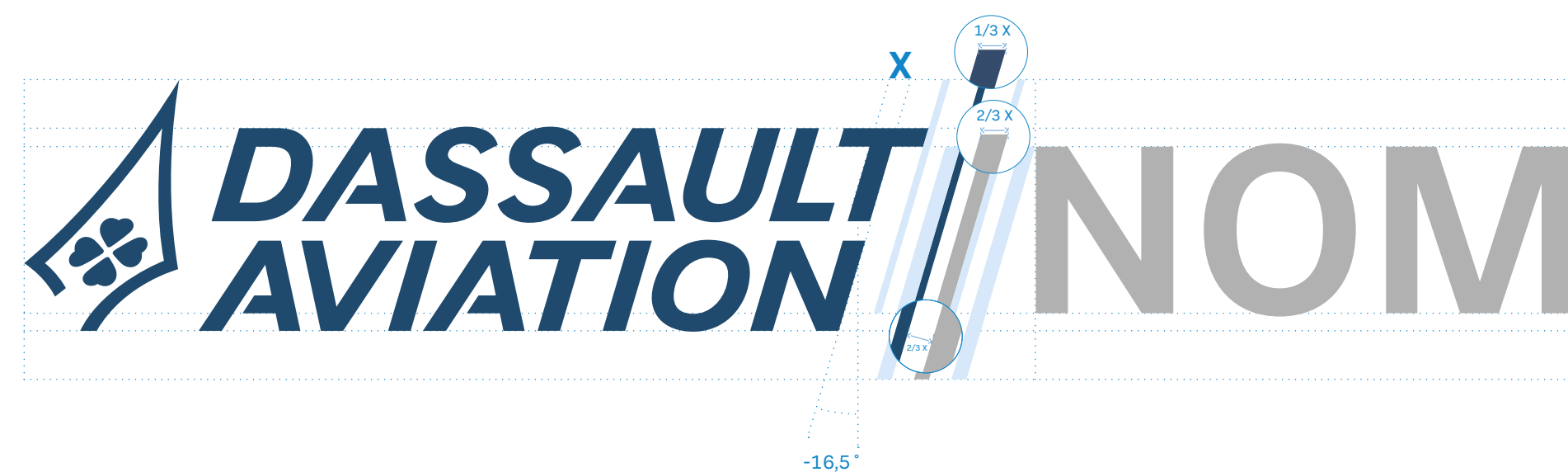


Restrictions



01 / Logotype and its variations Co-branding (internal)

Layout principles



LAYOUT PRINCIPLES

- The project name, and company theme or division is displayed to the right of the Dassault Aviation logo.
- Both elements are separated by two slanted lines.
- The diagram below shows how these elements are placed in relation to each other.

LAYOUT PRINCIPLES FOR SHORT NAMES

- For names with seven letters or less, and on a single line, letter height is equal to the space between the bottom of the arm of the letter “T” in Dassault, and the bottom of the crossbar in the letter “A” in Aviation.
- For names on two lines with seven letters or less each: the height of each line is equal to each line of the Dassault Aviation logotype. Note: the height of the word “Dassault” is slightly greater than that of the word “aviation”.

Layout principles for short names



Layout principles for long names



LAYOUT PRINCIPLES FOR LONG NAMES

- For names with more than seven letters, and displayed on two lines, observe one of the following two options:
 - la hauteur des lettres est égale à 1/3 de la taille du biais
 - le nom est centré verticalement
- For names with more than seven letters, and displayed on two lines, observe one of the following two options :
 - Letter height for each line is equal to that of each line of the Dassault Aviation logo. Note: letter height for “Dassault” is slightly greater than that of “Aviation”.

- The height of letters on the first line is equal to one-third of the height of the slanted line; the height of letters on the second line is equal to one-fourth of the height of the slanted line.

FONT

The term associated with the Dassault Aviation logo is displayed in Dassault Aviation Sans typeface in bold and/or light font, and in lowercase and/or uppercase.

01 / Logotype and its variations Co-branding (external)

Design principle with a partner logotype



Co-branding layout examples



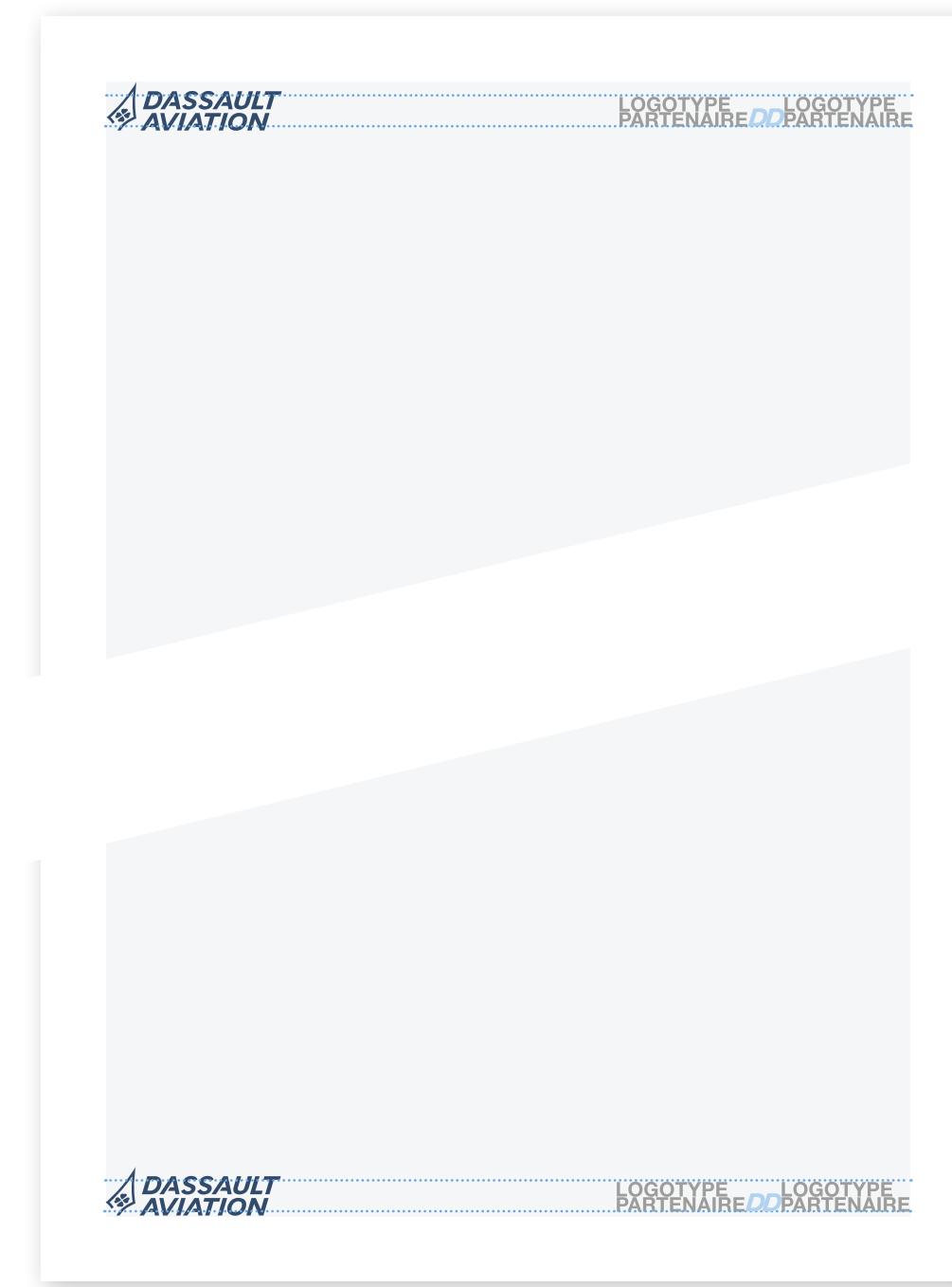
DESIGN PRINCIPLE WITH A PARTNER LOGOTYPE

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

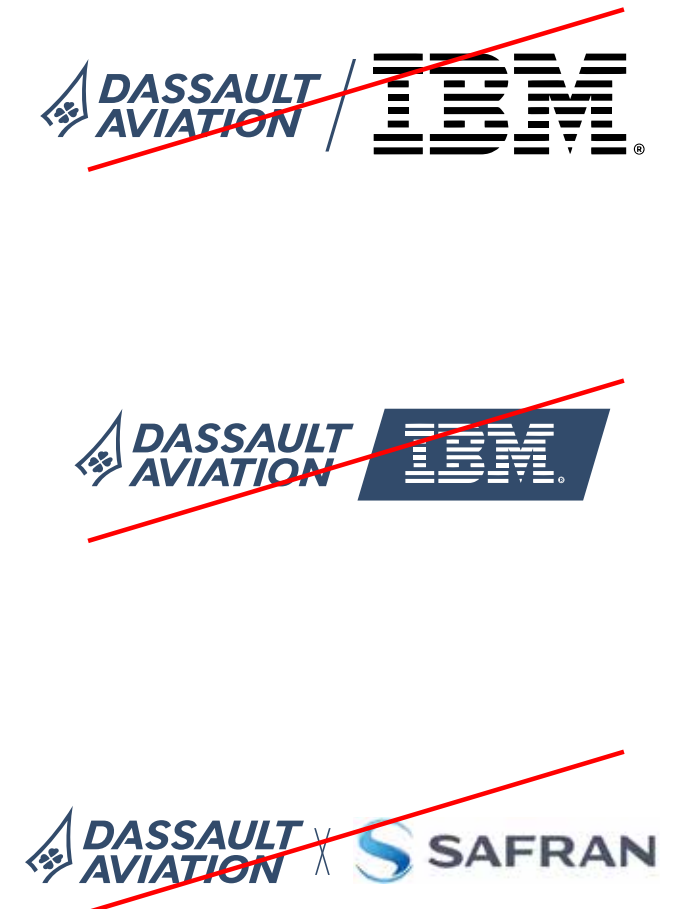
- Horizontally, by 2 Ds from the Dassault Aviation logotype present.
- Vertically, by 1 D from the Dassault Aviation logotype present.

The Dassault Aviation logotype must always be placed to the left in co-branding scenarios. Partner logos must be vertically centered with the Dassault Aviation logotype.

Design principle with multiple partner logotypes



Restrictions



DESIGN PRINCIPLE WITH MULTIPLE PARTNER LOGOTYPES

In this design :

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

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

02

DESIGN
ELEMENTS

Dassault Aviation Sans and Dassault Aviation Serif typefaces

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-
VWXYZ
0123456789 !@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
0123456789 !@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
0123456789 !@#\$\$%^&*

Aa

Dassault Aviation serif

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ

Aa

Dassault Aviation serif italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*0123456789 !@#\$\$%^&**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
*0123456789 !@#\$\$%^&**

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
0123456789 !@#\$\$%^&*

DASSAULT AVIATION SANS AND 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***

Dassault Aviation blue

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

Dassault Aviation complementary blues

PANTONE 640 C	C 100 M 09 J 00 N 15	R 000 V 133 B 203	# 0085CC	PANTONE 284 C	C 55 M 21 J 00 N 00	R 101 V 166 B 228	# 65A6E4	PANTONE 277 C	C 35 M 12 J 00 N 00	R 174 V 208 B 241	# AED0F1
------------------	-------------------------------	-------------------------	----------	------------------	------------------------------	-------------------------	----------	------------------	------------------------------	-------------------------	----------

Divisions

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

Pour les couleurs complémentaires, vous pouvez vous référer au chapitre 04 - Les directions p.34

Internal working groups

PANTONE 021 C	PANTONE 206 C
C 00 R 253 # FD5000 M 75 V 080 J 100 B 000 N 00	C 00 R 215 # D7004D M 100 V 000 J 55 B 077 N 00

Pour les couleurs thématiques, vous pouvez vous référer au chapitre 05 - Les thématiques internes p.42

INSTITUTIONAL COLORS

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.

COLORS FOR DEPARTMENTS OR INTERNAL THEMES

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

Complementary colors

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

Complementary vivid colors

PANTONE 2587 C C 70R 130# 8241B0 M 80V 065 J 0B 176 N 0	PANTONE 1635 C C 0R 238# EE7567 M 65V 117 J 55B 103 N 0	PANTONE 1495 C C 0R 255# FF891E M 55V 137 J 90B 030 N 0	PANTONE 346 C C 52R 134# 86C6A8 M 0V 199 J 43B 168 N 0	PANTONE 360 C C 60R 119# 77BC43 M 0V 188 J 90B 067 N 0	PANTONE 396 C C 20R 224# E0E500 M 0V 229 J 91B 000 N 0
80 % 60 % 40 % 20 %	80 % 60 % 40 % 20 %	80 % 60 % 40 % 20 %	80 % 60 % 40 % 20 %	80 % 60 % 40 % 20 %	80 % 60 % 40 % 20 %
PANTONE 7664 C C 70R 110# 6E2E7D M 95V 046 J 0B 125 N 5	PANTONE 7416 C C 10R 217# D9665C M 70V 102 J 60B 092 N 0	PANTONE 7565 C C 0R 232# E87A1F M 60V 122 J 95B 031 N 5	PANTONE 557 C C 55R 125# 7DB296 M 13V 178 J 50B 150 N 0	PANTONE 7737 C C 65R 102# 66A133 M 15V 161 J 100B 051 N 0	PANTONE 7765 C C 25R 204# CCCC29 M 10V 204 J 90B 041 N 0

ACCOMPANYING COLORS

A palette of 22 complementary colors has been selected. These colors cannot be used on their own. They must be used in conjunction with the main corporate color: Dassault Aviation blue.



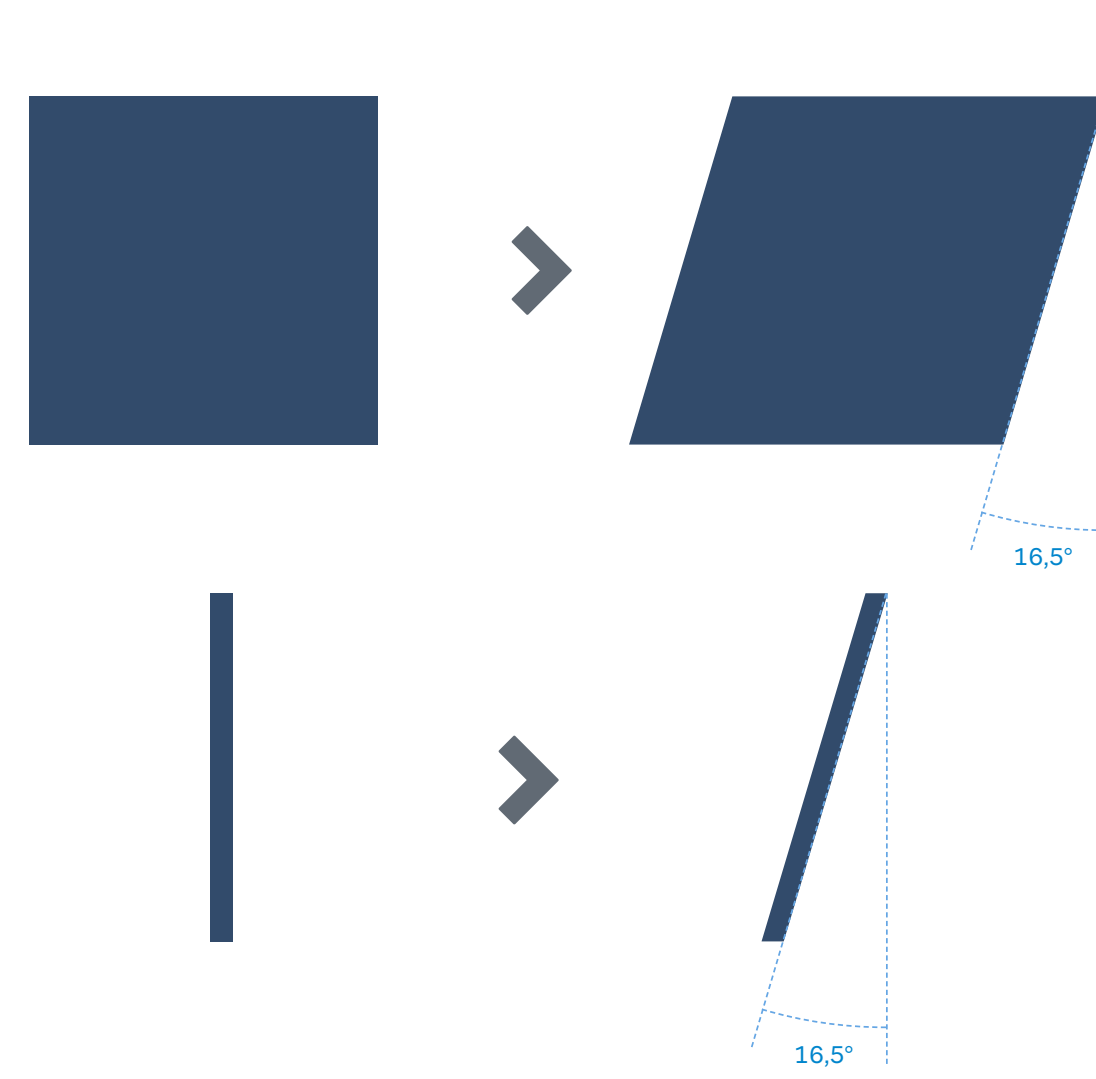
The Dassault Aviation image library presents a complete overview of our activities, employees, products, production sites, office sites, innovations, etc.

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

02 / Design elements

Slanted line

Slanted line design



Step 1

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



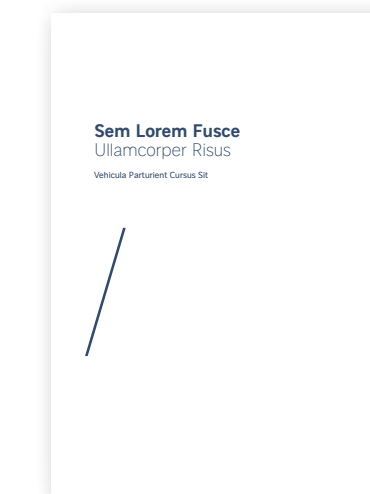
Step 2

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

Composition designed around the slash



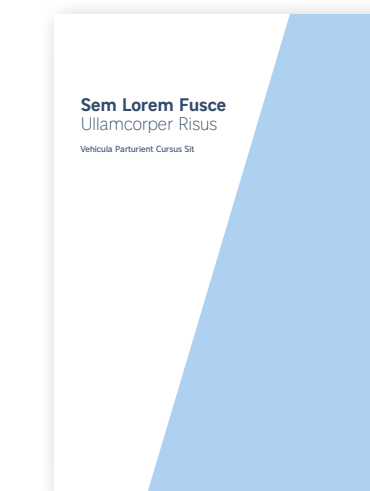
Simple slash as a decoration



Composition designed around the slash



Slash to support a heading or title



Step 3

Integrate the slanted line in a manner that is sensitive and consistent with our identity. Infinite variations are possible.

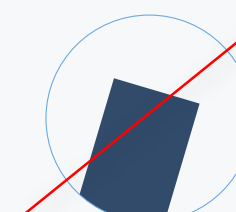
SLANTED LINE DESIGN

The slanted line 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.



If the slash has a horizontal edge, it must be flat

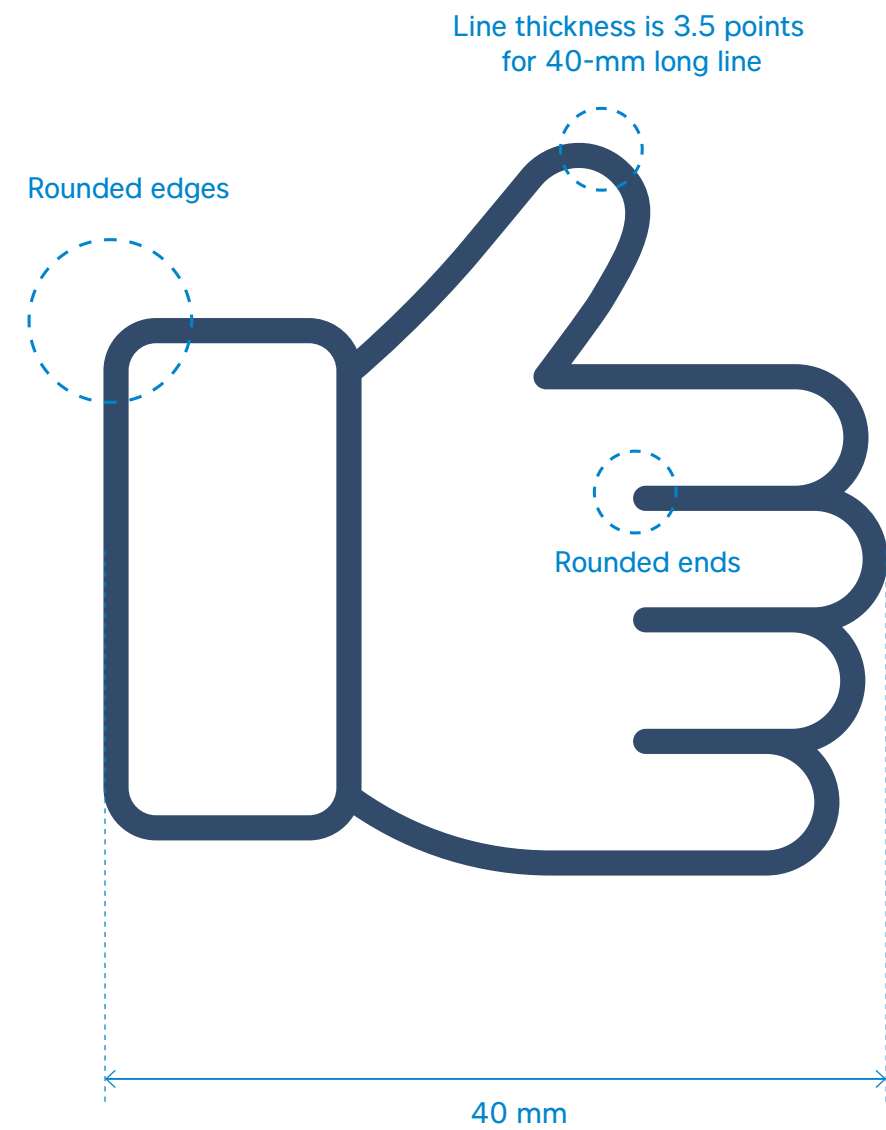


This type of slash is prohibited, as is any other angle or shape.

02 / Design elements Slanted-line implementation model



Pictograms creation



Outline icons



Solid icons



OUTLINE ICONS 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 ICONS RULES

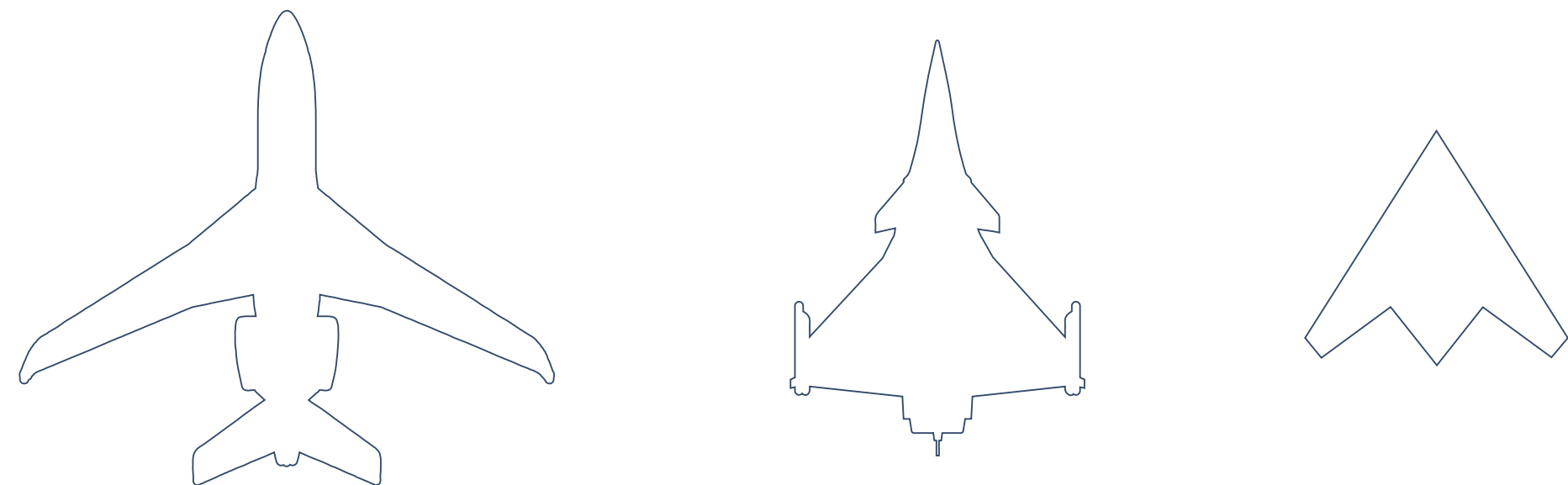
Solid variants are adaptations of outline versions. The design rules are identical but the pictograms will be filled with the desired color.

ICONS COLORS

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

Color icons are available upon request. Please, contact the brand identity internal working group of the communications division.

Outline



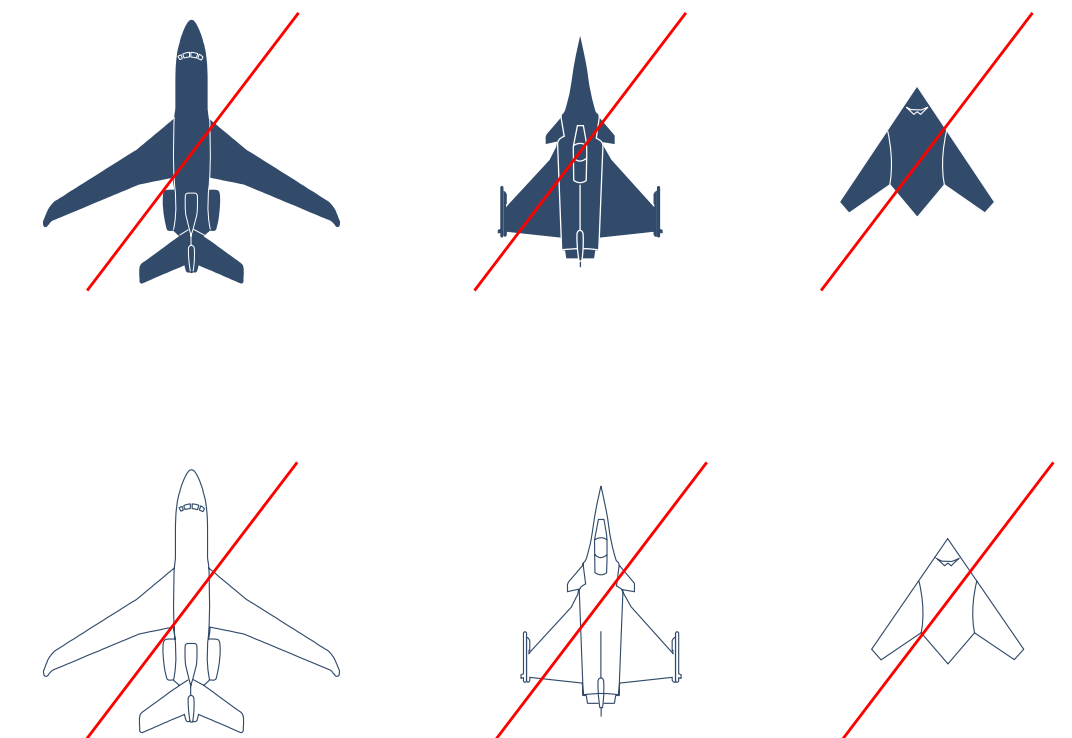
solid



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 color from the complementary palette.

THREE-ICON SET

A set of three icons represents our three main products: Falcon, Rafale, nEUROn.

The set is a visual depiction of the duality and prospective nature of our business activities. These three icons must only be used as a set.

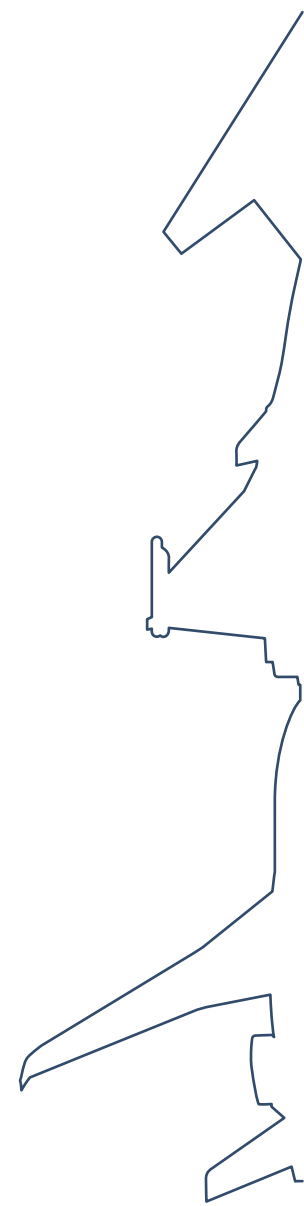
RESTRICTIONS

It is prohibited to modify product icons, apply a different style, or to change orientation (from right to left or from top to bottom).

02 / Design elements

« Skyline » design

The design



Layout examples



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.

Illustrations examples



Restrictions



STYLE AND ILLUSTRATIVE TREATMENT

Examples of the illustrative style are shown bellow. 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 colors can be added to highlight a specific drawing, object or action.

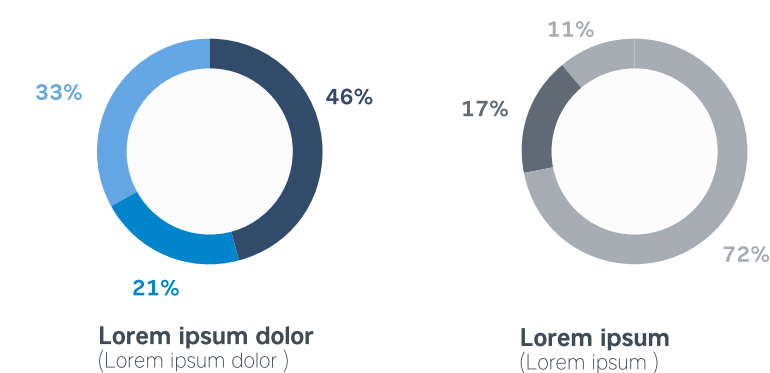
RESTRICTIONS

In keeping with the chosen style, illustrations must not be bright or too colorful. 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.

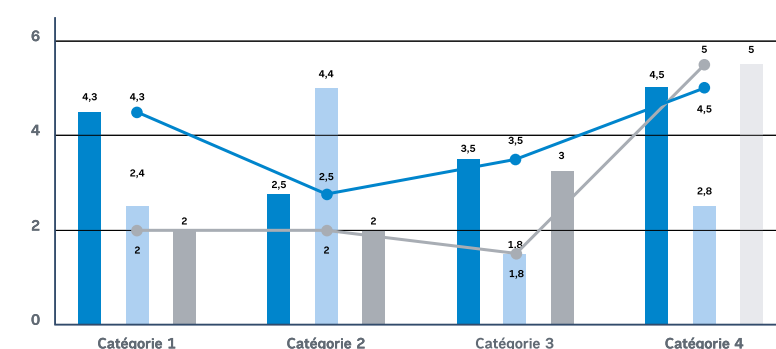
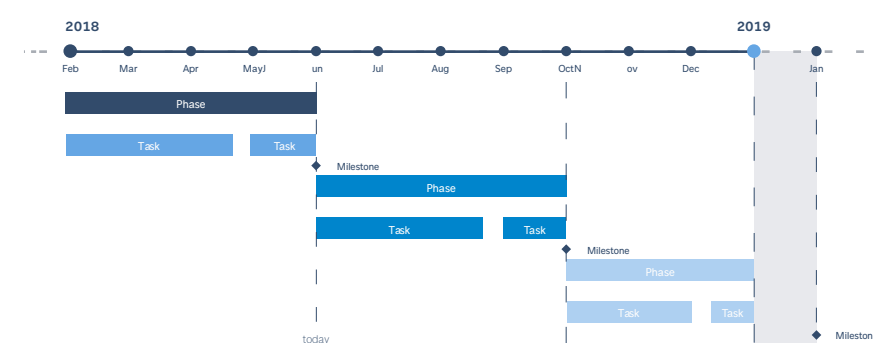
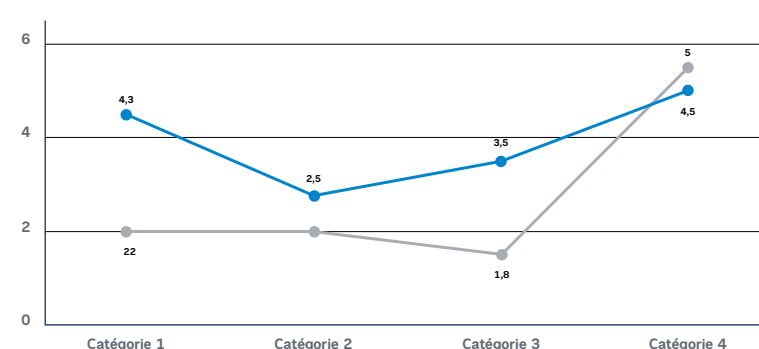
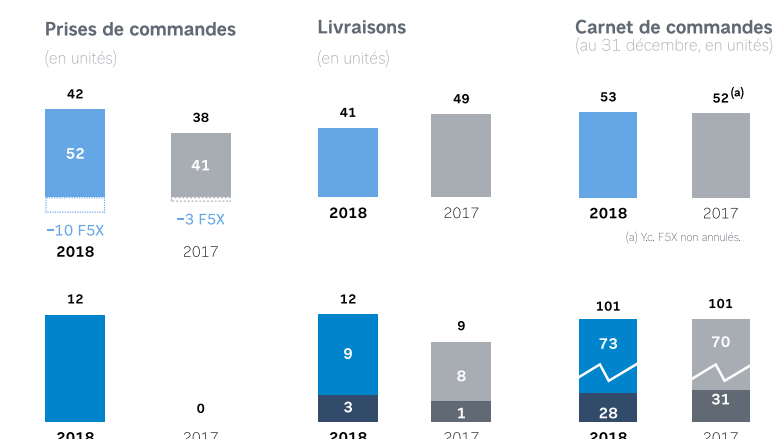
02 / Design elements

Charts

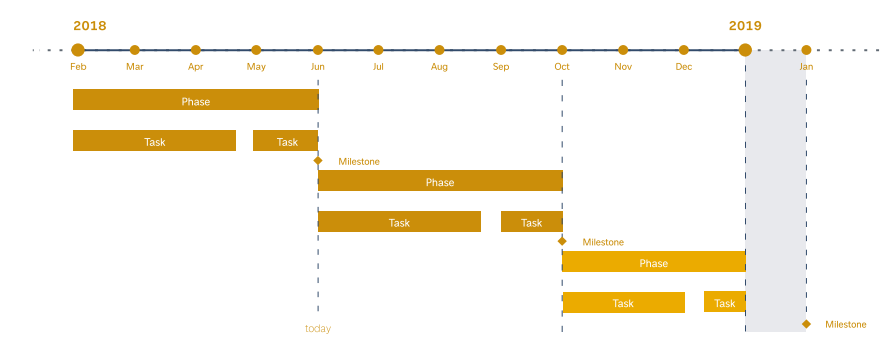
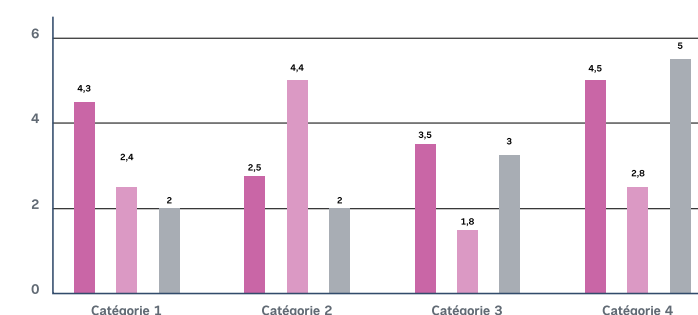
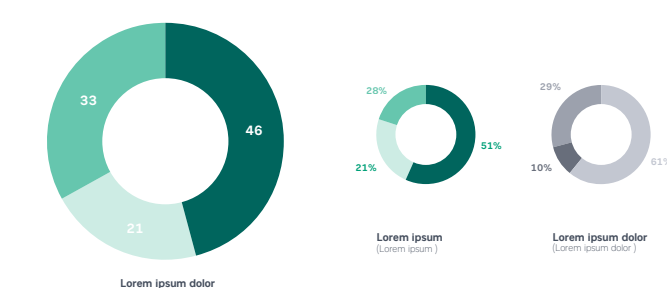
Chart design templates



Lorem ipsum dolor	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€



Variations de couleurs



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. You can find these in the corporate PowerPoint mask.

COLORS

- 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 colors must then be used.

Restrictions

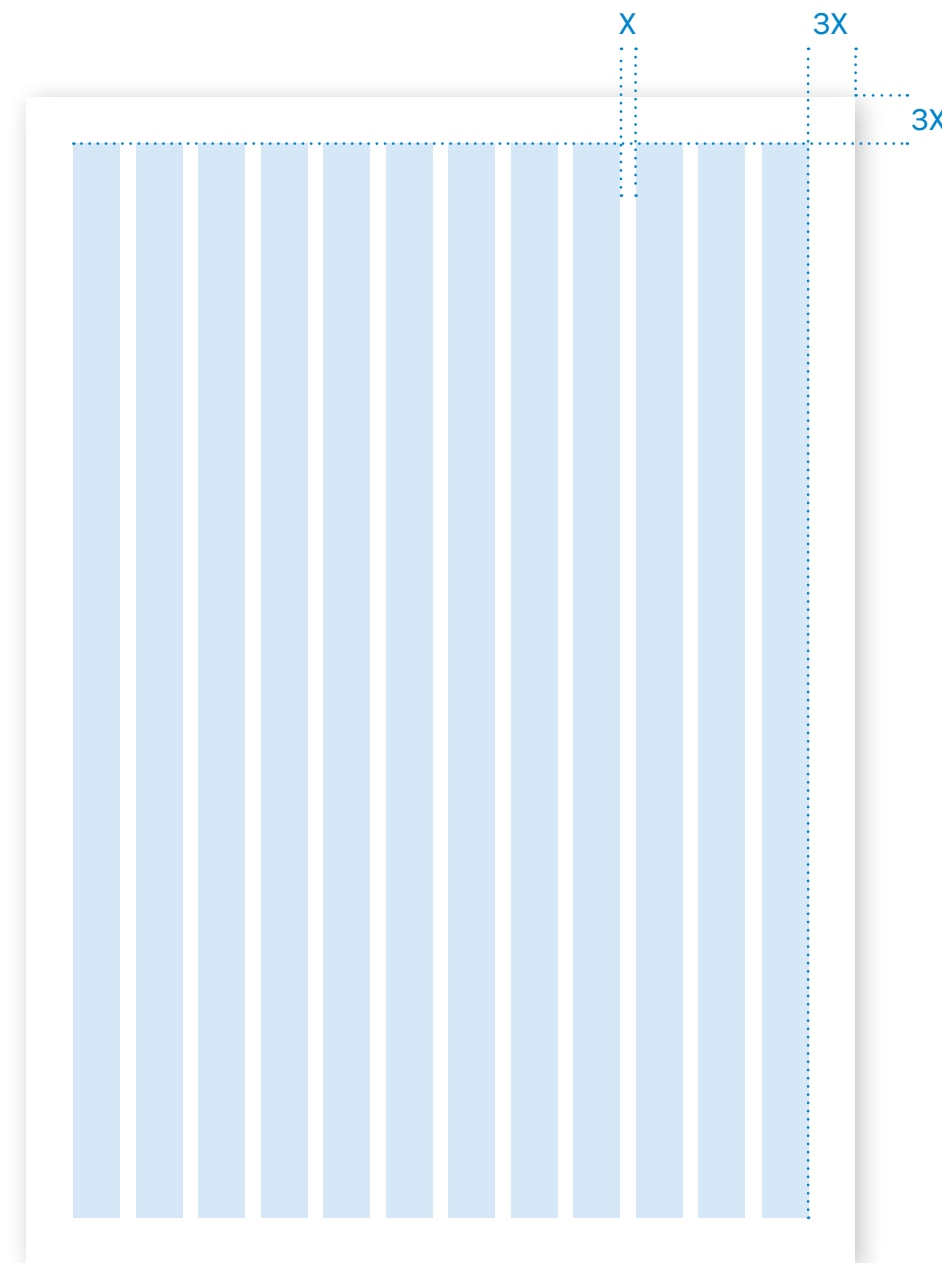


03

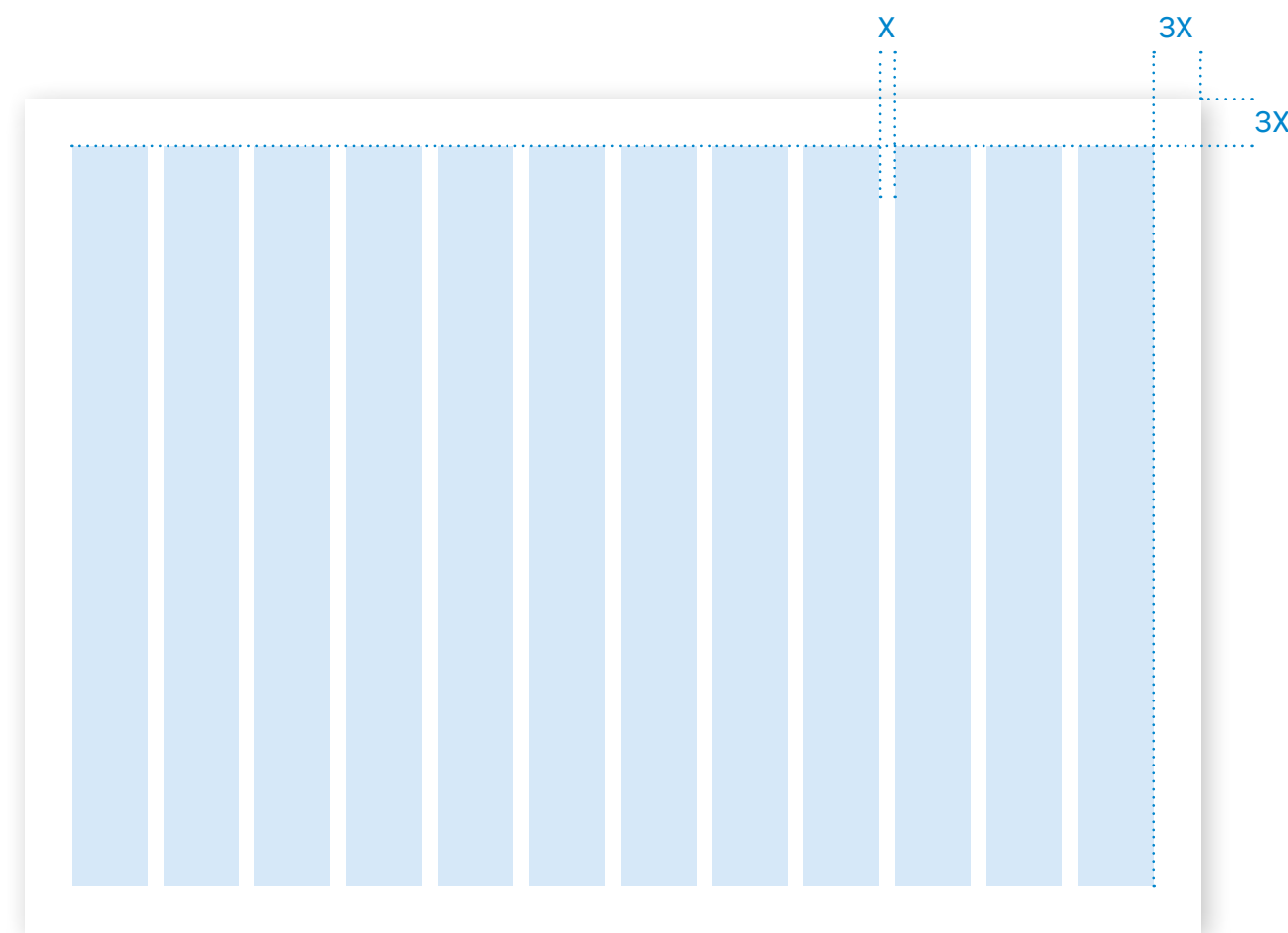
PUBLICATION

03 / Publication Baseline grid

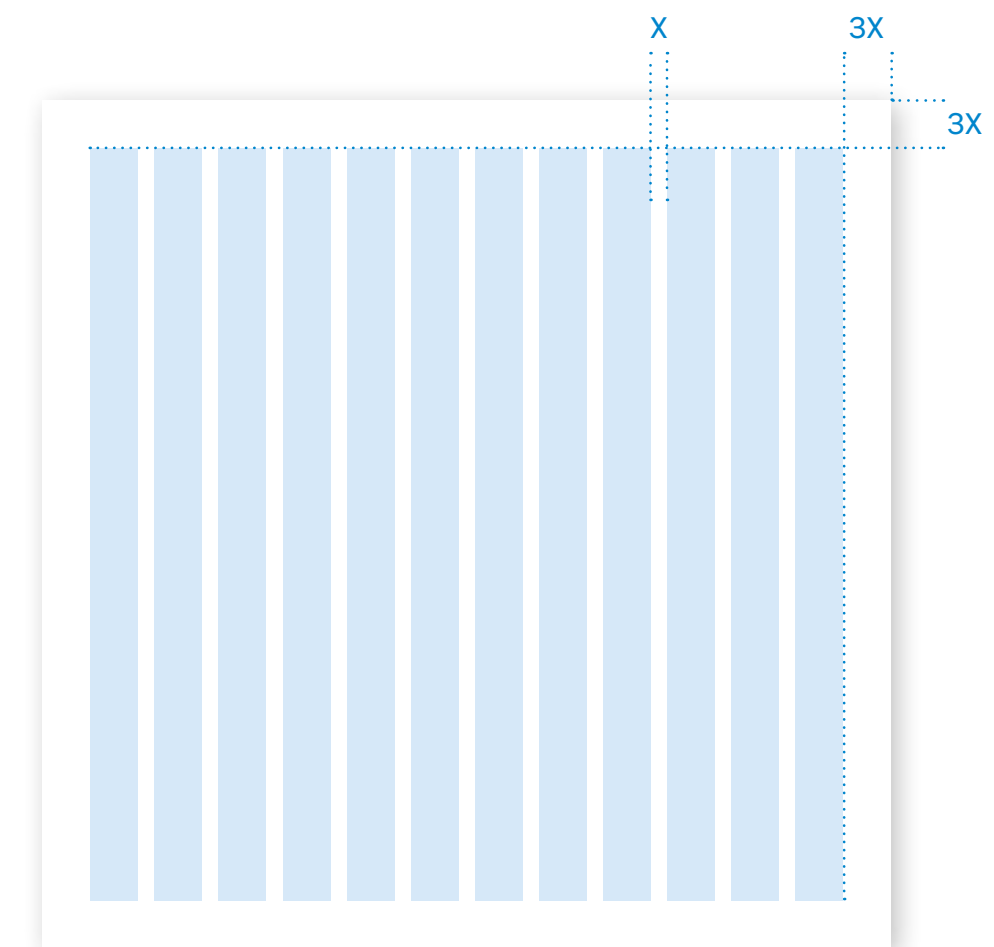
Vertical format



Horizontal format



Square format



$$X = \text{MEDIUM SMALLEST SIDE} / 52,5$$

LAYOUT 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 vertically or horizontally).

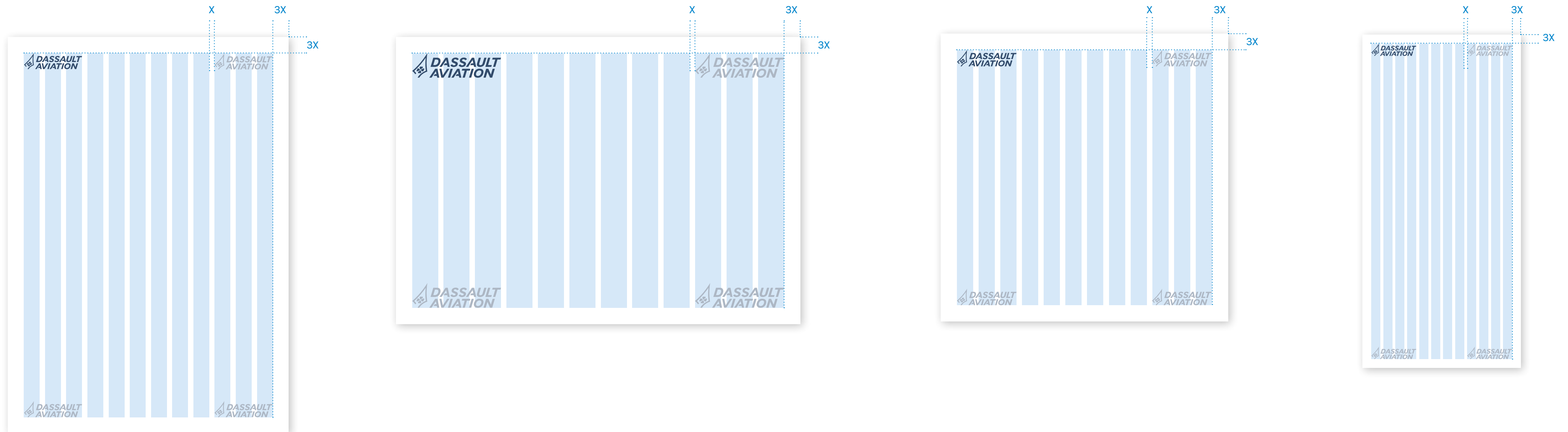
No element may be inserted outside the grid, with the exception of page numbering.

CALCULATION RULE

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

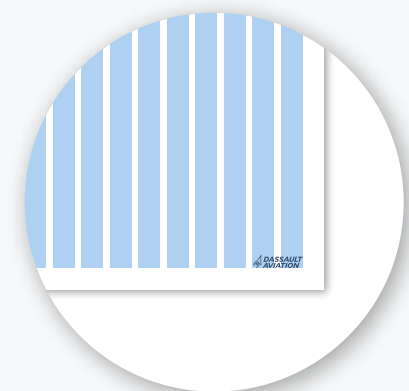
This dimension must be divided by exactly 52.5 in order to have the basic unit (X) required to calculate the margins and gutters.

Logotype positioning

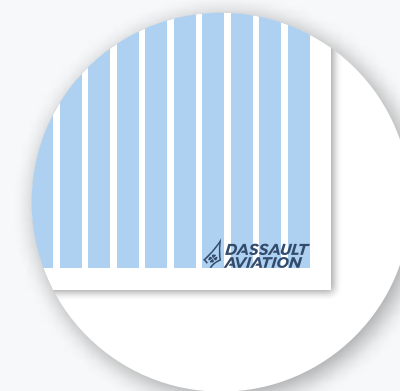
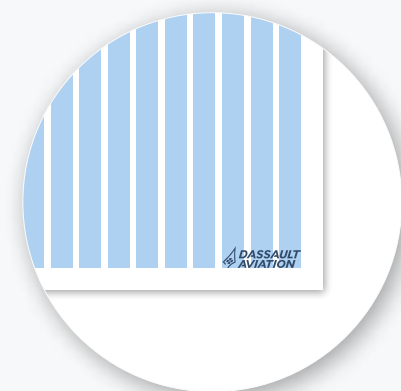


SIZE AND POSITIONING

- The size of the logotype is equal to 3, 4 or 5 sections depending on the size of the medium.
- The size of the logotype must cover between 2 and 5 sections depending on the size of the medium.
- The logo must be located at one of the 4 corners of the cover.
- In its co-branding configuration, the Dassault Aviation logo is always located on the left.



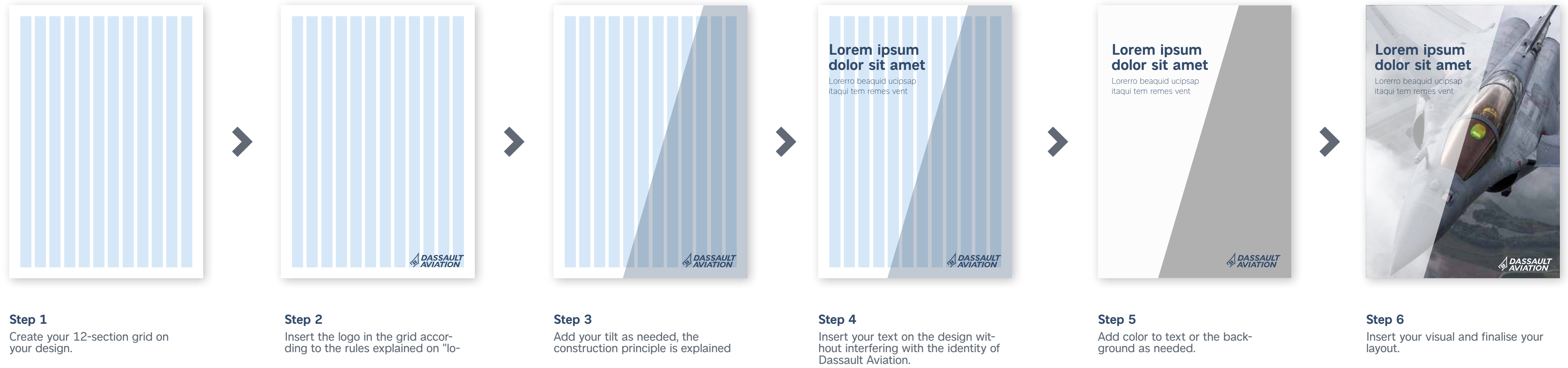
Variations of 2 and 3 sections wide,
preferred for formats larger than A4.



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



Creating a cover in 6 steps



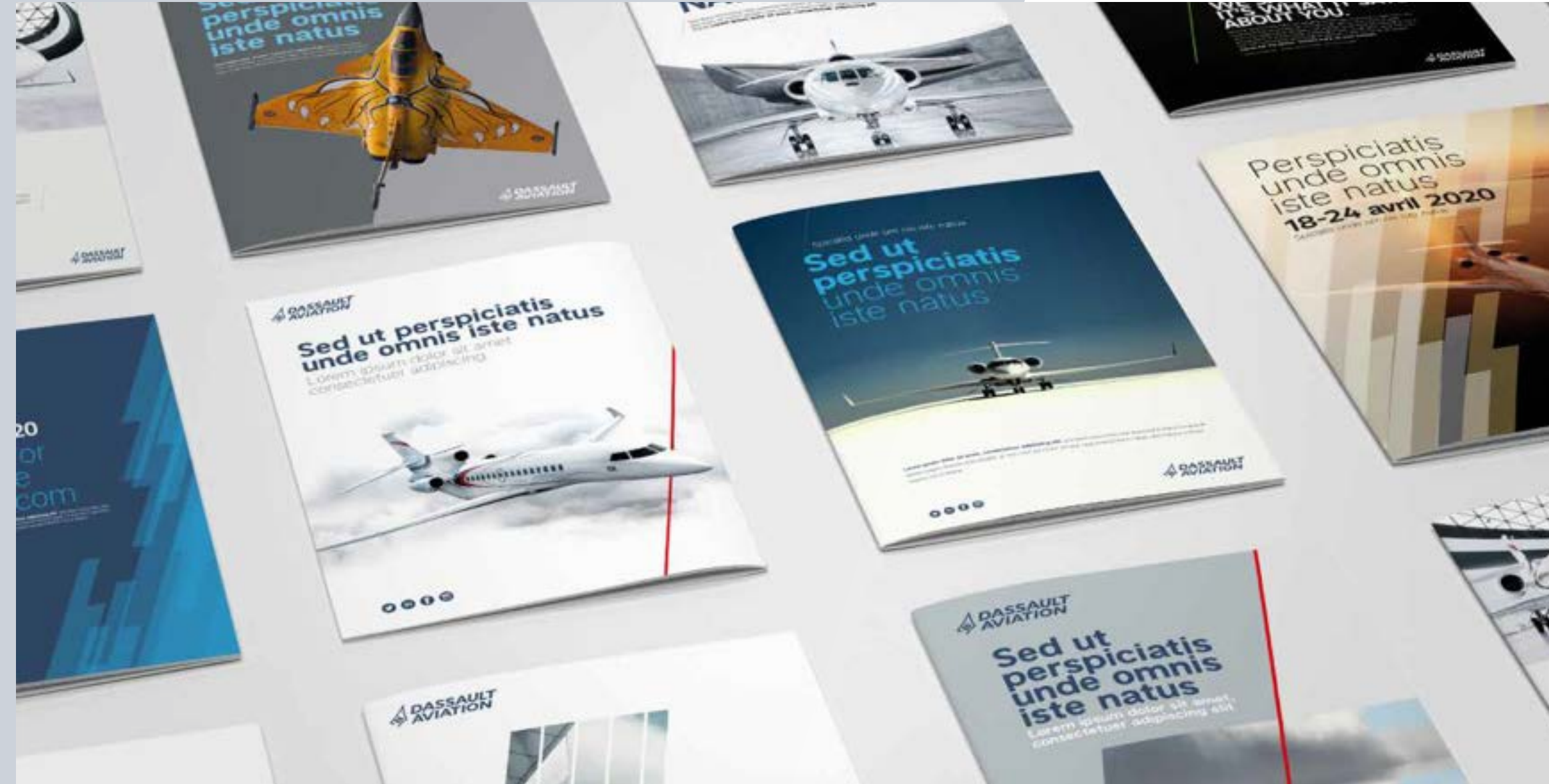
THE COVERS

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



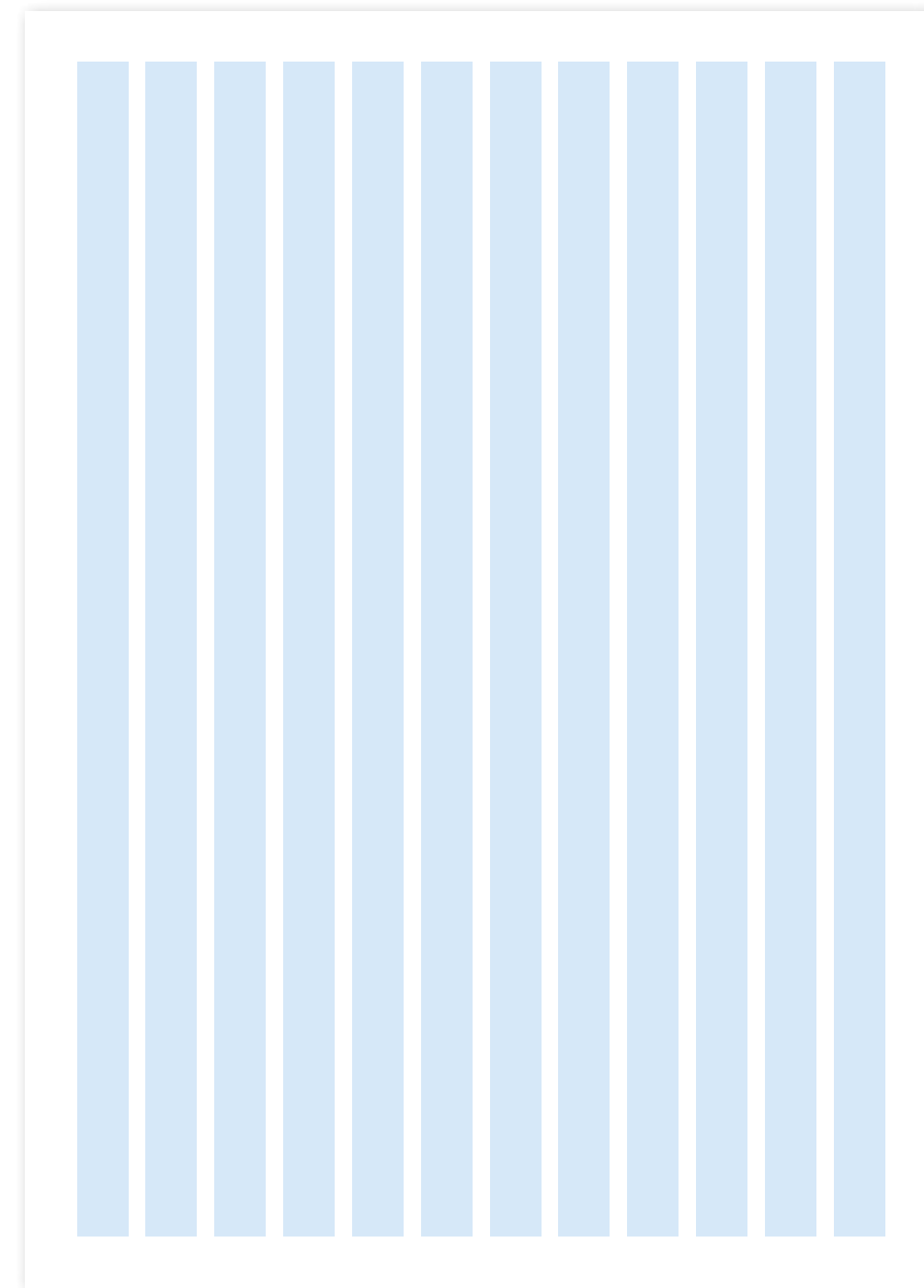
03 / Publication

Examples of covers

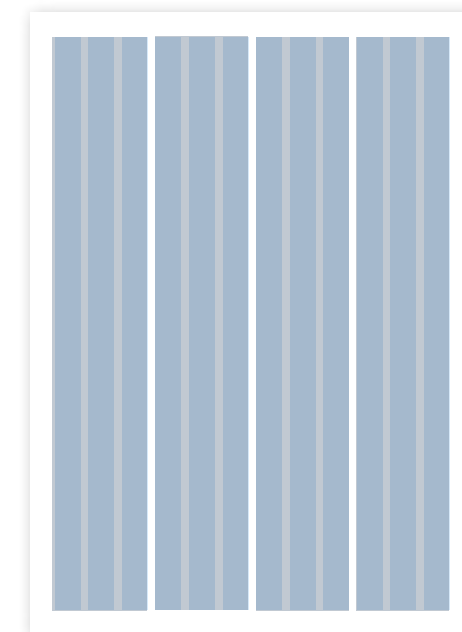


Use on inside pages

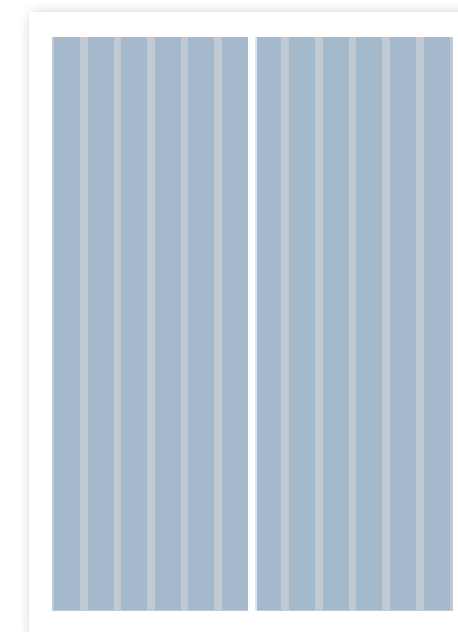
12-SECTION GRID



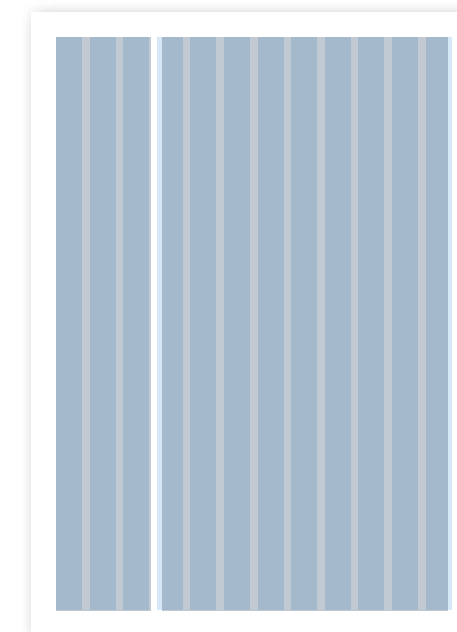
OPTION A : 4 COLUMN-BASELINE



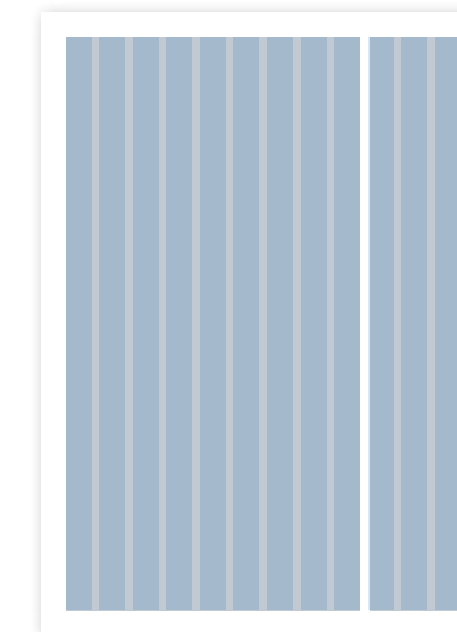
4 modules



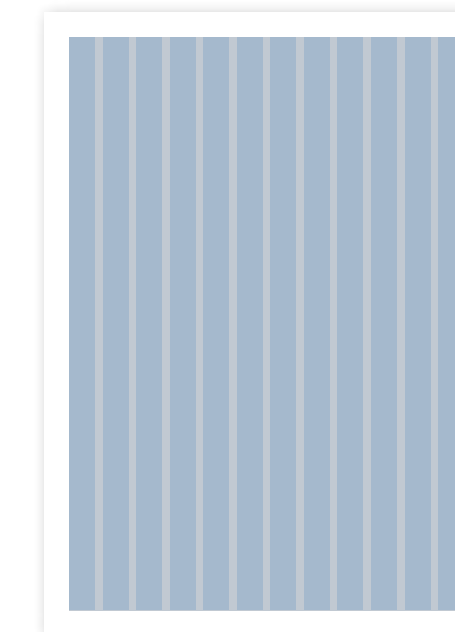
2 modules



2 modules



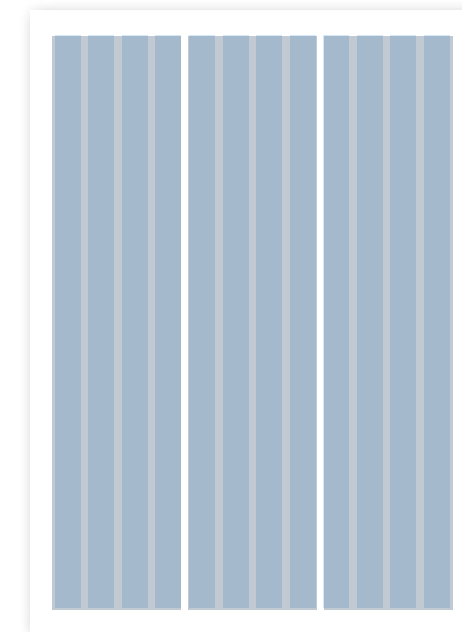
2 modules



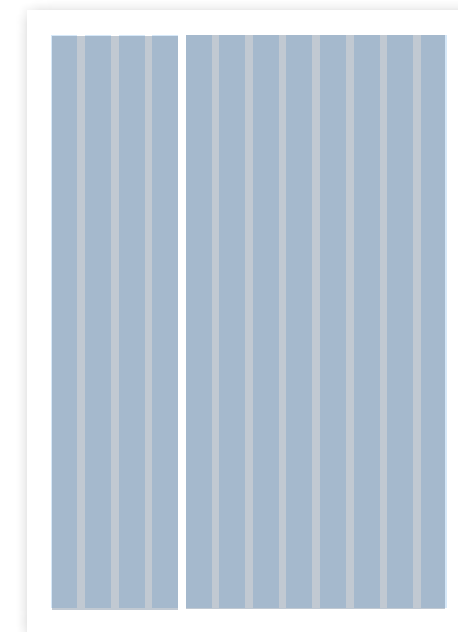
1 module



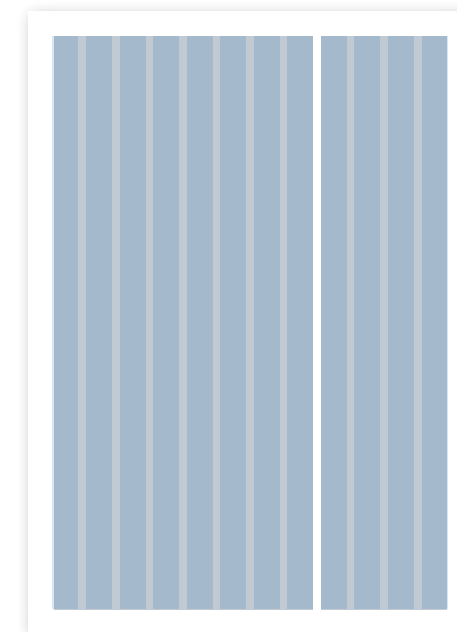
OPTION B : 3 COLUMN-BASELINE



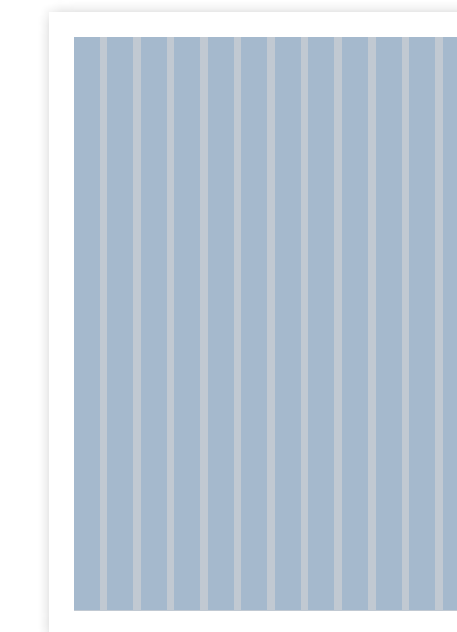
3 modules



2 modules

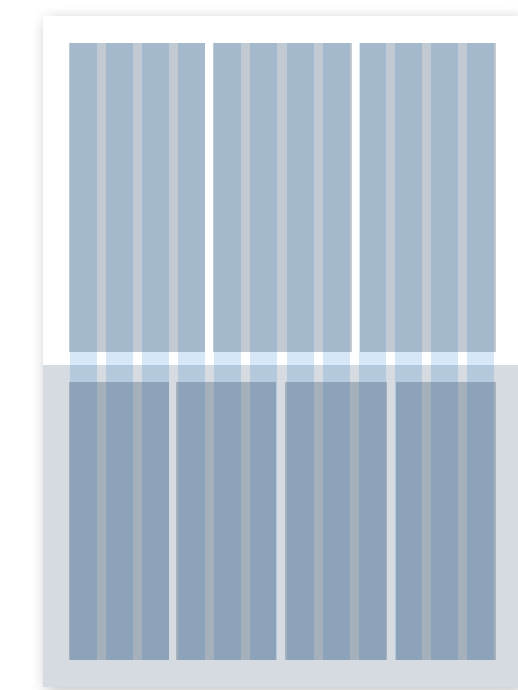


2 modules



1 module

COMBINATION 3 AND 4



INTERIOR LAYOUT

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.

Examples of columns for text

Option A : 4 column-baseline

Lorem ipsum dolor
 sit amet

Lorerrø beaquid ucipsap itaqi tem rem es vent im doluptat ex Fugitatuscia dolorro
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dolupta veris eos aut hitatio blatur
audam coreic tempost int.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
nummy nibh tristique

[illegible]

Lorem ipsum dolor sit amet,
 consectetur adipiscing elit, sed do
 eiusmod tempor incididunt

Qui nem am et altitarem est, autet uider cam sumqste uellatet, uelacet.
Borenduto bera iuerum qui edi qud quantea sinta omis modit am, carieremoci acipit euare, con regta rem
am uersipis robit, sed coe poc sum est reuandit officia stracta amri res modi cosequee cut etioe quae dolo
illeluciat as et ad olea uenit quae sum uita poredit nitum autioeque uoluptaqum in rerum corum fuit
infibia quique antio beatam uolupta peribudas ped exped magnatem

Lorem
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Lorero beaguid

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uostias estore.

lorem ipsum dolor sit amet

doloresi dit qui omolacit atendi
verenia vena aliquo te sita s duntiam
sem quida lobit exat miammo, ut officit
repita veni dolupta sinist hucandi
quosia consequunt ut qui duntiam
sinist ut inellectibus miverat elit, volo
corandam cum vinda dolorendi
dolupta quoniam rem, hique duntiam
venit, qui doluptata vendore nost
hancipis et ex

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li, fuaatit, ammodoro, tota in, rehet,

**Lorem
ipsum dolor sit
amet**

Lorenzo Desquid

rem ipsum dolor sit amet

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 **DASSAULT AVIATION** / Graphic charter - 33

03 / Publication

Examples of inside pages



04

DIVISIONS

04 / Divisions CSR (corporate social responsibility)

CSR branding



Short versions



CSR colors

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

Couleurs d'accompagnement



BRANDING DIVISIONS

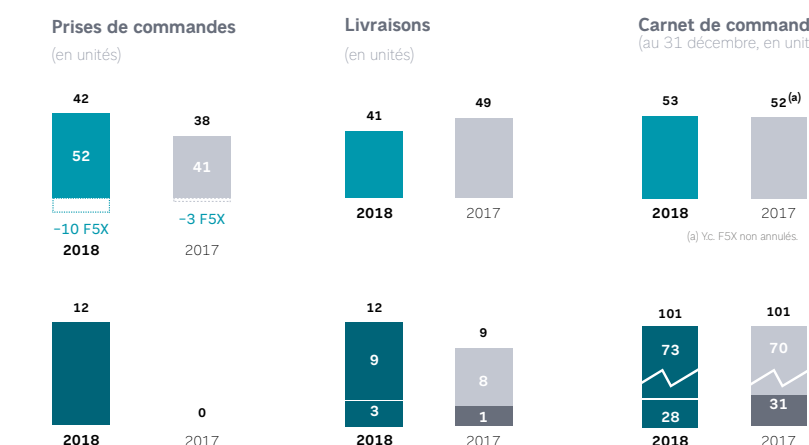
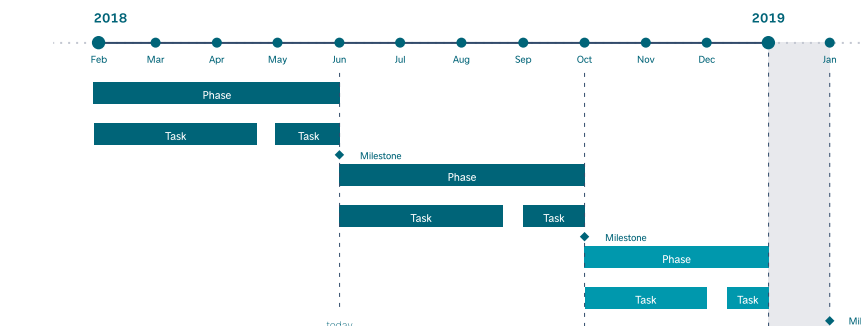
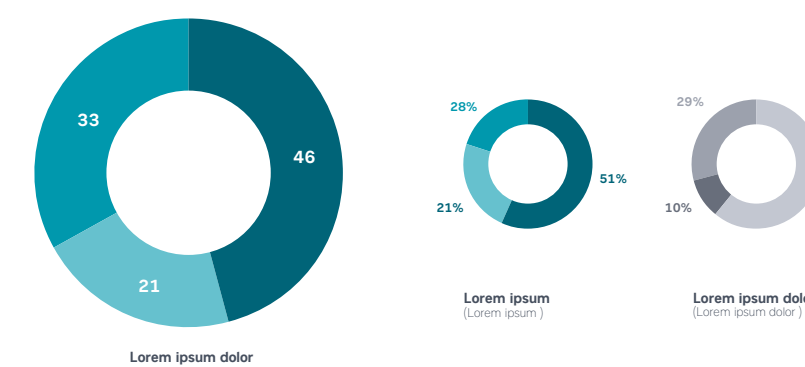
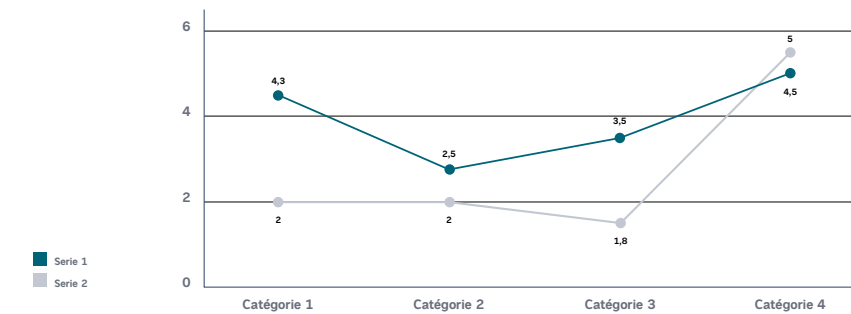
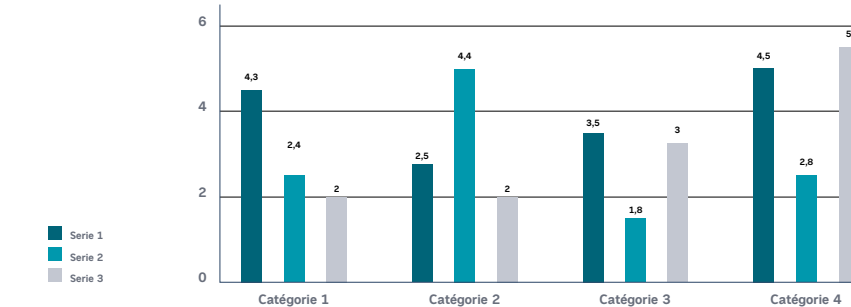
Signage related to CSR, HR, HSE and Safety must comply with composition rules on page 11 and the 1-line short-name variant.

On a white background, the division is written in the main color: blue.

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

These are versions of the marking without the Dassault Aviation logo. Their use is limited to the Company intranet and in cases of reduced expression surface. This is to ensure the legibility of the marking.

This is the only exception tolerated to the principles of co-marking construction.



UTILIZATION

The identity of the divisions complies with the rules of the Dassault Aviation universe with specific color and marking features.

COLORS

Colors specific to each division have been selected to personalise and identify them. These unique colors 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 color palette. These are the only colors that can be used for "division" communications.

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

04 / Divisions HR (human resources)

HR branding



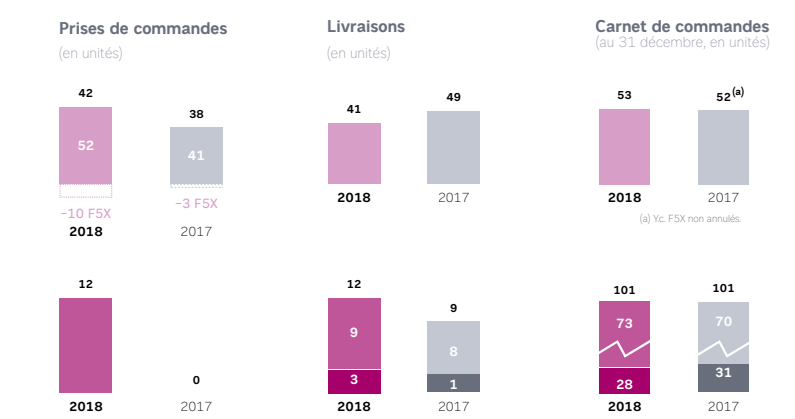
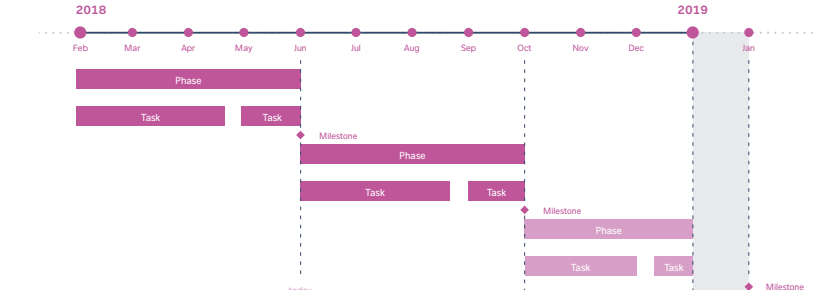
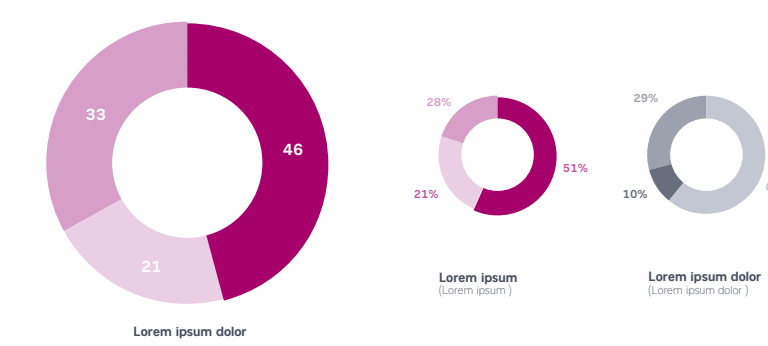
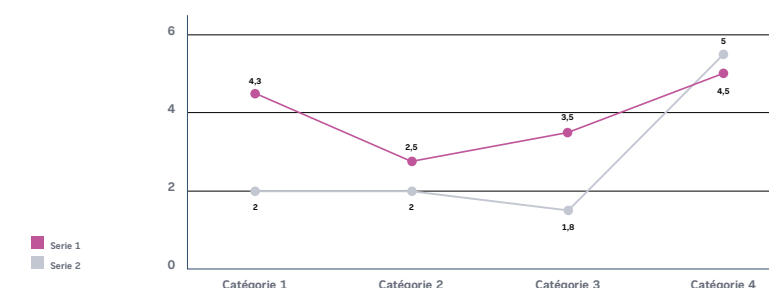
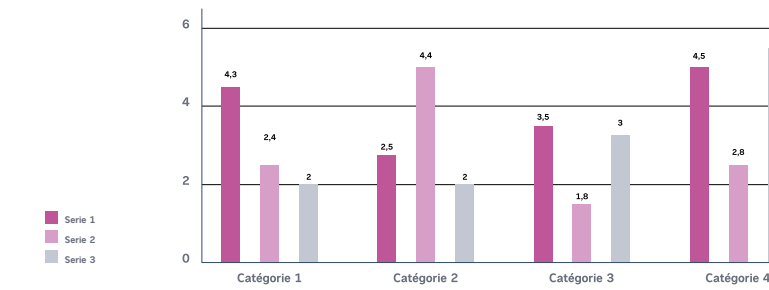
Short versions



HR colors

PANTONE 7694 C			
C 93	R 050	# 324B6B	
M 65	V 075		
J 33	B 107		
N 24			
PANTONE 234 C			
C 25	R 166	# A6006B	
M 100	V 000		
J 00	B 107		
N 15			
R 184	R 201	R 219	R 237
V 051	V 102	V 153	V 204
B 137	B 166	B 196	B 225
# B83389	# C966A6	# DB99C4	# A6006B
PANTONE 683 C			
C 14	R 124	# 7C2250	
M 91	V 034		
J 00	B 080		
N 52			

Couleurs d'accompagnement



Pour d'autres exemples de marquages, merci de vous diriger sur le Brand Center

BRANDING DIVISIONS

Signage related to CSR, HR, HSE and Safety must comply with composition rules on page 11 and the 1-line short-name variant.

On a white background, the division is written in the main color: purple.

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

These are versions of the marking without the Dassault Aviation logo. Their use is limited to the Company intranet and in cases of reduced expression surface. This is to ensure the legibility of the marking.

This is the only exception tolerated to the principles of co-marking construction.

UTILIZATION

The identity of the divisions complies with the rules of the Dassault Aviation universe with specific color and marking features.

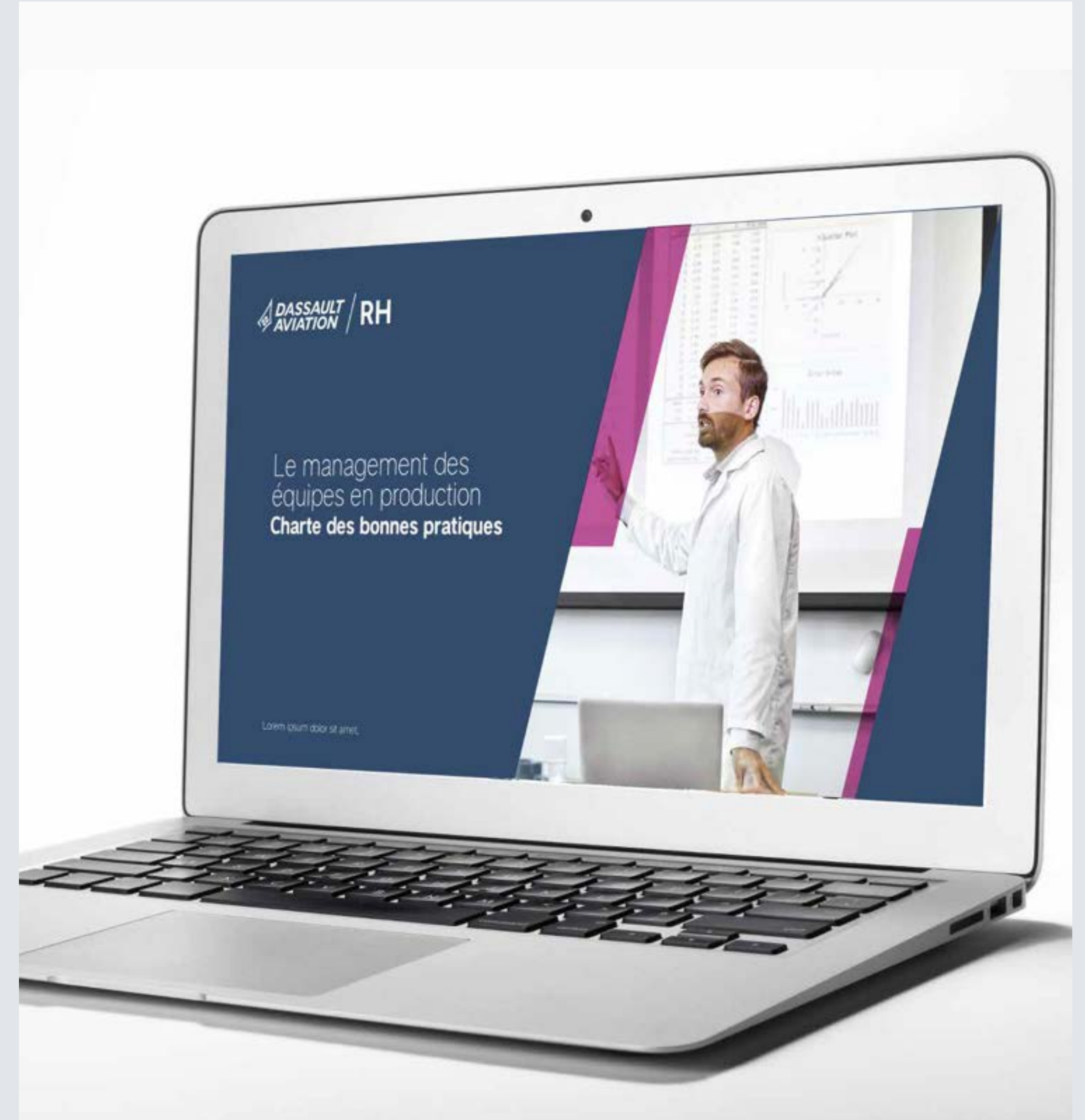
COLORS

Colors specific to each division have been selected to personalise and identify them. These unique colors 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 color palette. These are the only colors that can be used for "division" communications.

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

04 / Divisions Exemples HR (human ressources)



04 / Divisions HSE (health safety environment)

HSE branding



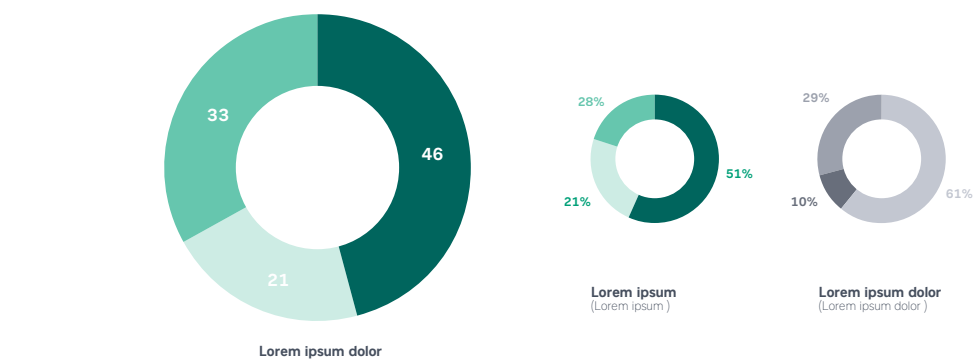
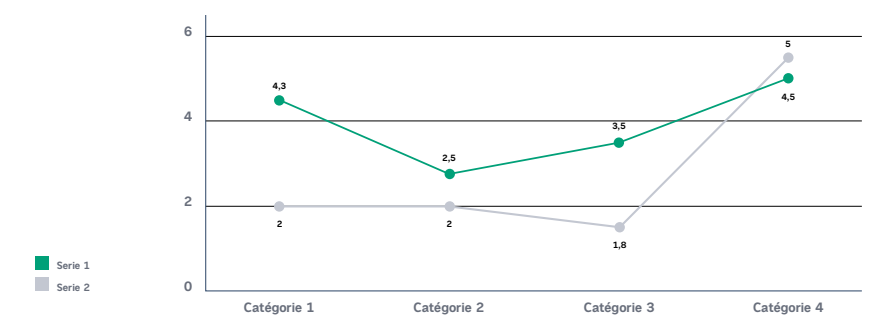
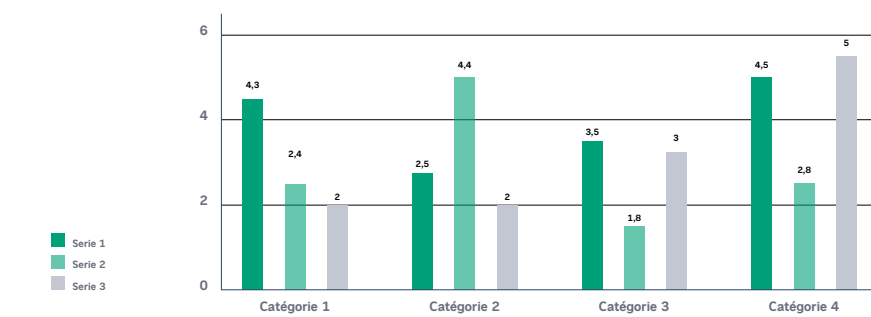
Short versions



HSE Colors

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

Couleurs d'accompagnement



HSE design

Teinte : noir 5%



Teinte : bleu Dassault Aviation 95%



BRANDING DIVISIONS

Signage related to CSR, HR, HSE and Safety must comply with composition rules on page 11 and the 1-line short-name variant.

On a white background, the division is written in the main color: green.

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

These are versions of the marking without the Dassault Aviation logo. Their use is limited to the Company intranet and in cases of reduced expression surface. This is to ensure the legibility of the marking.

This is the only exception tolerated to the principles of co-marking construction.

UTILIZATION

The identity of the divisions complies with the rules of the Dassault Aviation universe with specific color and marking features.

COLORS

Colors specific to each division have been selected to personalise and identify them. These unique colors 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 color palette. These are the only colors that can be used for "division" communications.

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

HSE DESIGN

This HSE-specific motif has been retained from its former logo in order to capitalise on divisions recognition. It can be used as a watermark on HSE communications. This design is not a logotype. It is an accompanying graphic element to be used as a halftone background as described above.



Safety branding



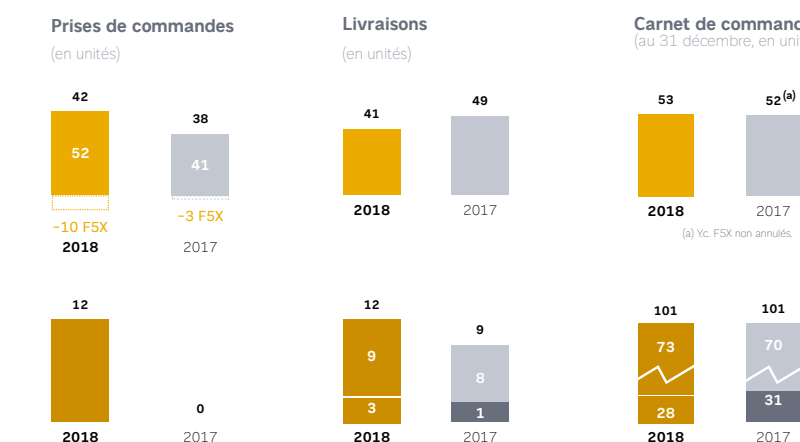
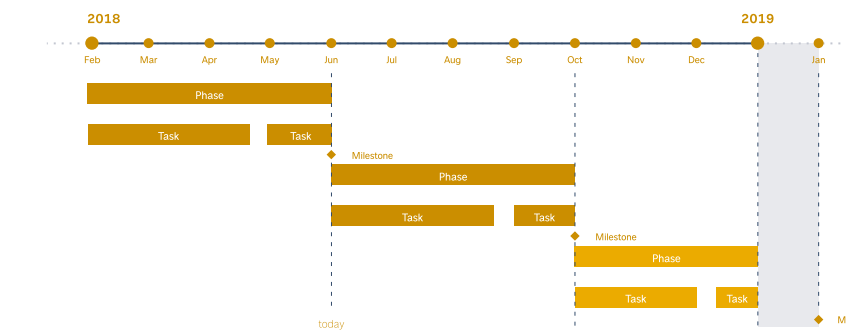
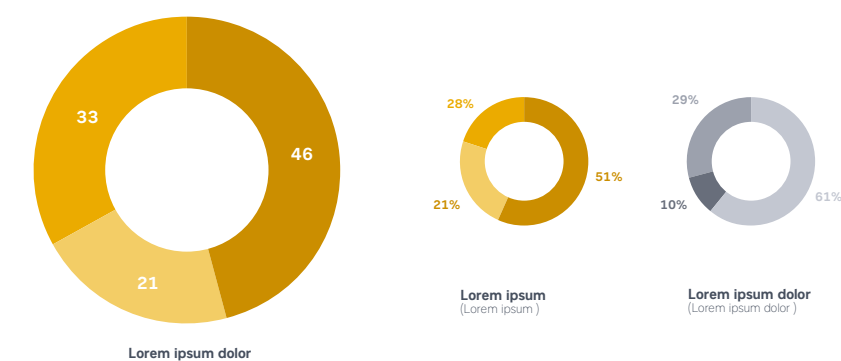
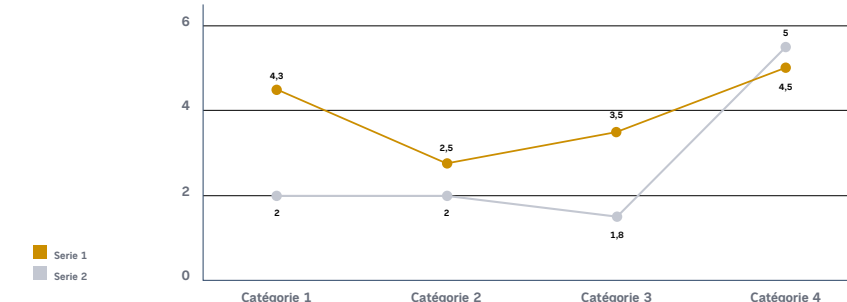
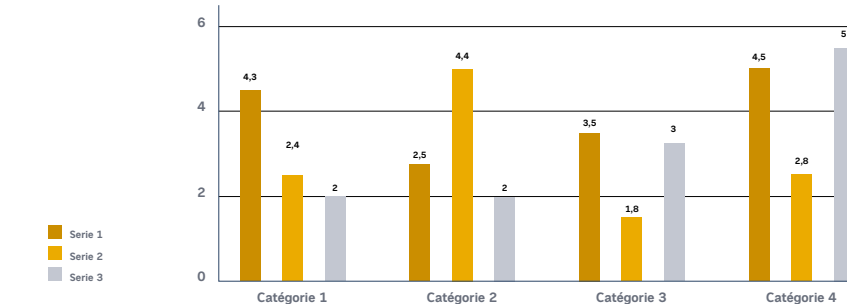
Short versions



Safety colors

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

Couleurs d'accompagnement



BRANDING DIVISIONS

Signage related to CSR, HR, HSE and Safety must comply with composition rules on page 11 and the 1-line short-name variant.

On a white background, the division is written in the main color: yellow.

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

These are versions of the marking without the Dassault Aviation logo. Their use is limited to the Company intranet and in cases of reduced expression surface. This is to ensure the legibility of the marking.

This is the only exception tolerated to the principles of co-marking construction.

UTILIZATION

The identity of the divisions complies with the rules of the Dassault Aviation universe with specific color and marking features.

COLORS

Colors specific to each division have been selected to personalise and identify them. These unique colors 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 color palette. These are the only colors that can be used for "division" communications.

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



05

INTERNAL WORKING GROUPS

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

INNOVLAB logotypes and colors



INNOVLAB short versions



INNOVLAB design

Teinte : noir 5%



Teinte : bleu Dassault Aviation 95%



Vigilants ensemble logotypes and colors

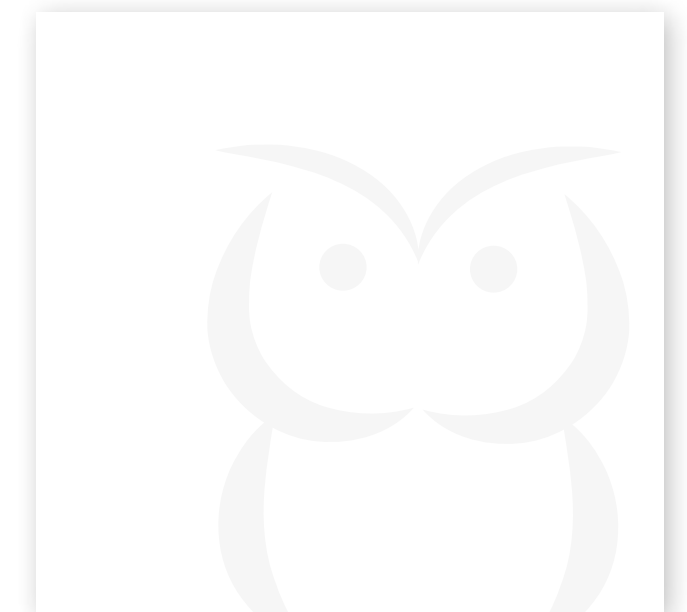


Vigilants ensemble short versions



Vigilants ensemble design

Teinte : noir 5%



Teinte : bleu Dassault Aviation 95%



BRANDING AND COLORS FOR INTERNAL THEMES

Internal themes such as InnovLab, Vigilants ensemble or Customer Support have specific visual identities and colors, and are displayed alongside the institutional Dassault Aviation color.

A concise version of internal themes, which excludes the Dassault Aviation logotype, is used exclusively for smaller mediums in order to ensure readability. This is the only tolerated instance in co-branding layouts.

On white backgrounds, themes are displayed in the main color. On blue backgrounds, themes are displayed in white. Logotypes and internal entities are always displayed on the upper left corner.

INTERNAL WORKING GROUPS DESIGN

For certain internal themes, there is a specific motif that can be used as a watermark on communication media. This pattern is not a logo. It is an accompanying graphic element to be used only in a 5% black background.

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

Customer support logotypes and colors



Customer support short versions



Customer support design

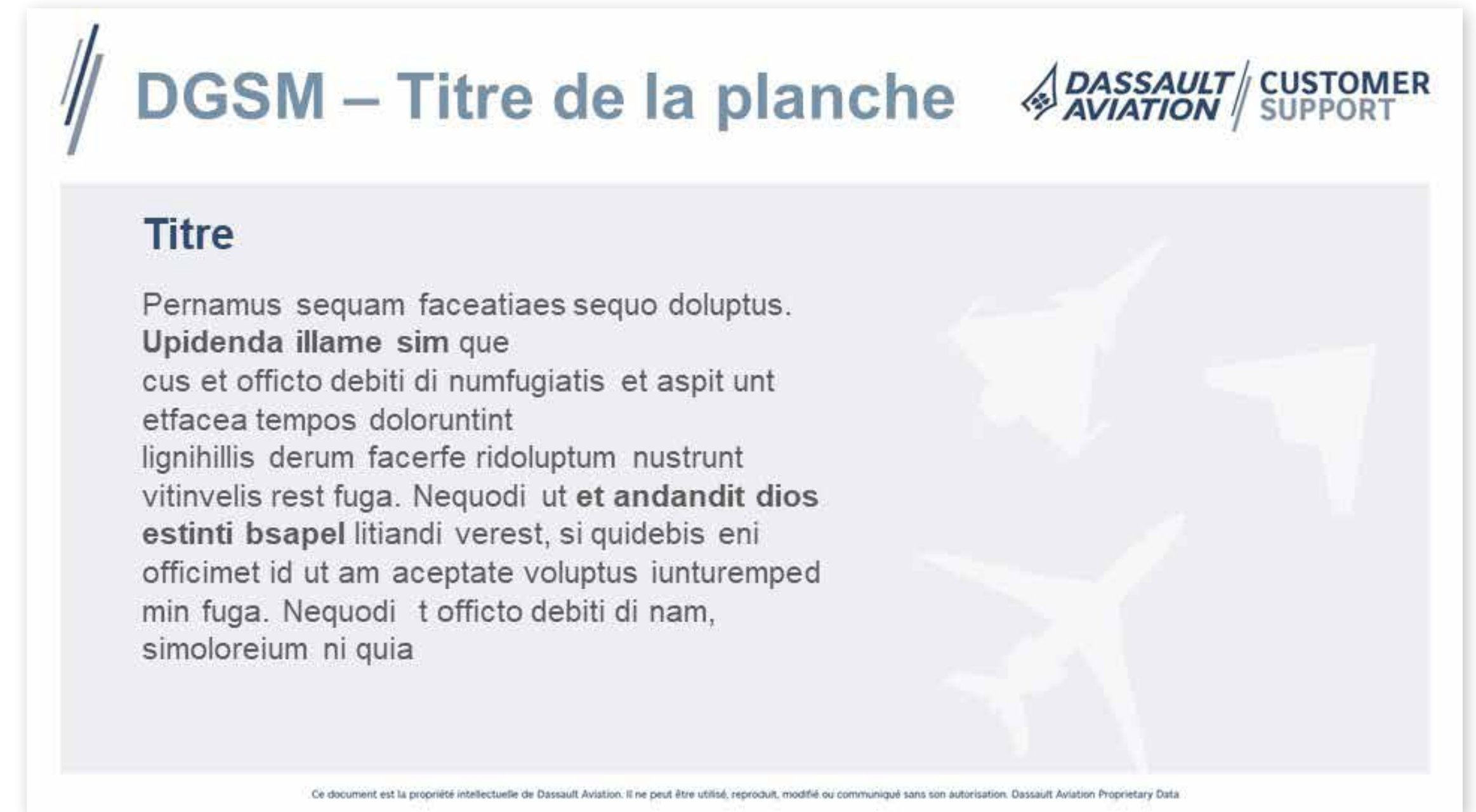
Teinte : noir 5%



Teinte : bleu Dassault Aviation 95%



Layout examples



BRANDING AND COLORS FOR INTERNAL THEMES

Internal themes such as InnovLab, Vigilants ensemble or Customer Support have specific visual identities and colors, and are displayed alongside the institutional Dassault Aviation color.

A concise version of internal themes, which excludes the Dassault Aviation logotype, is used exclusively for smaller mediums in order to ensure readability. This is the only tolerated instance in co-branding layouts.

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INTERNAL WORKING GROUPS DESIGN

For certain internal themes, there is a specific motif that can be used as a watermark on communication media. This pattern is not a logo. It is an accompanying graphic element to be used only in a 5% black background.

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



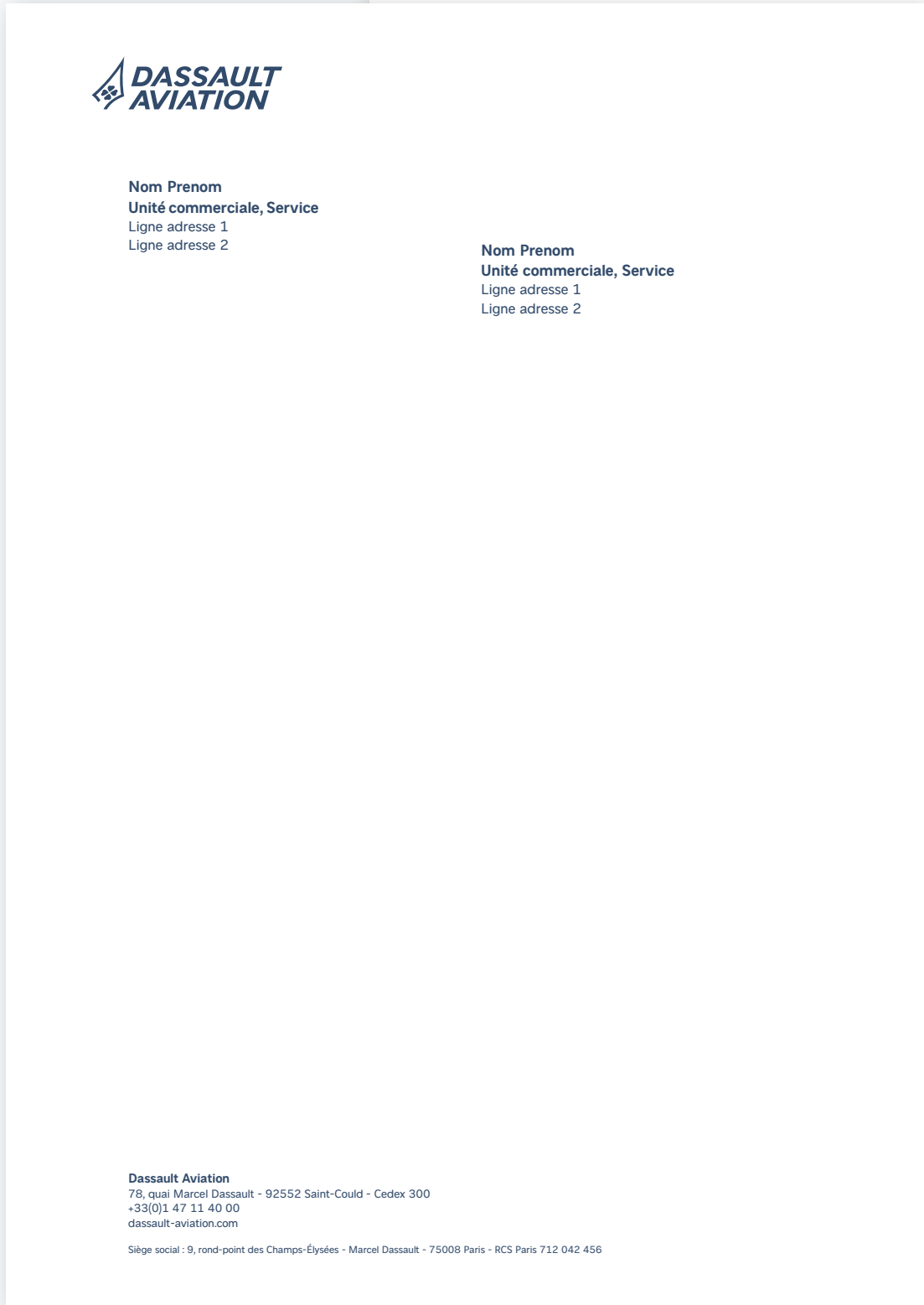
06

CORPORATE
MEDIA

06 / Corporate media

External communication tools

Letterhead paper 210x297



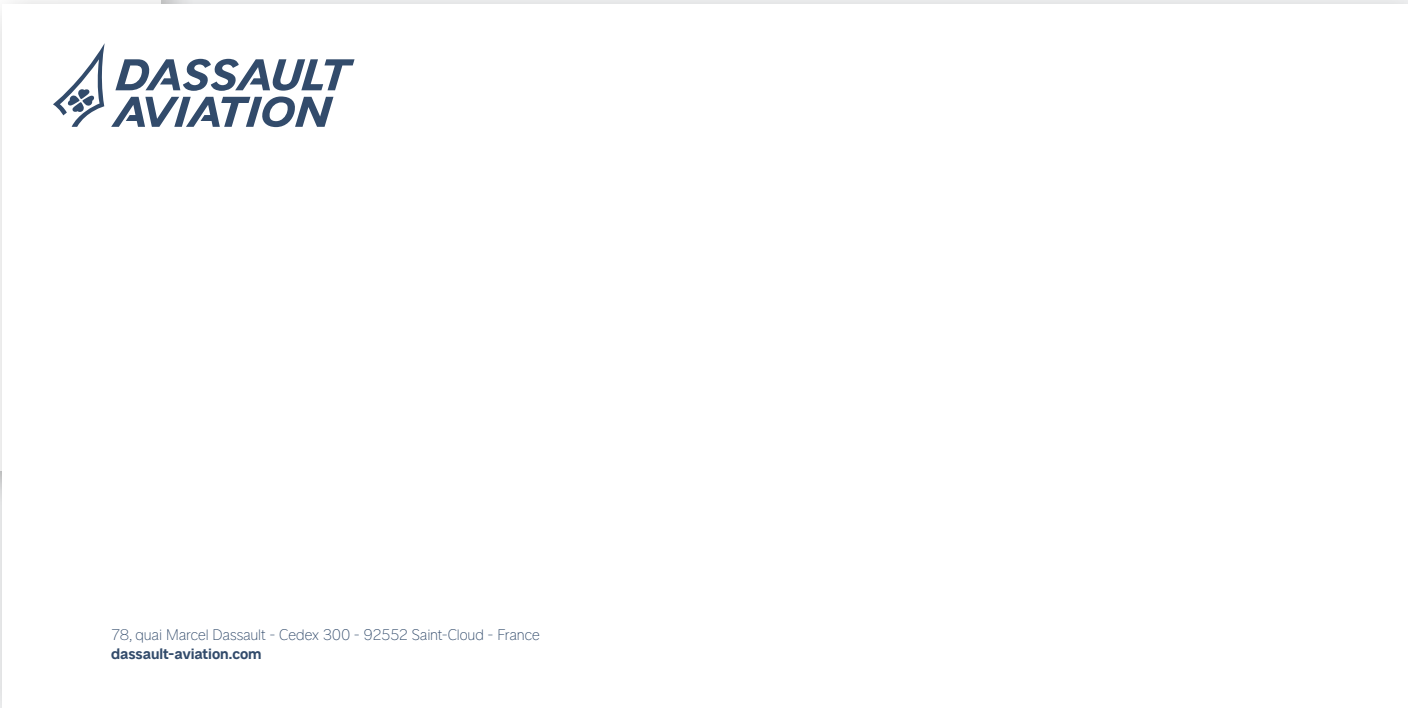
Business card 85x55



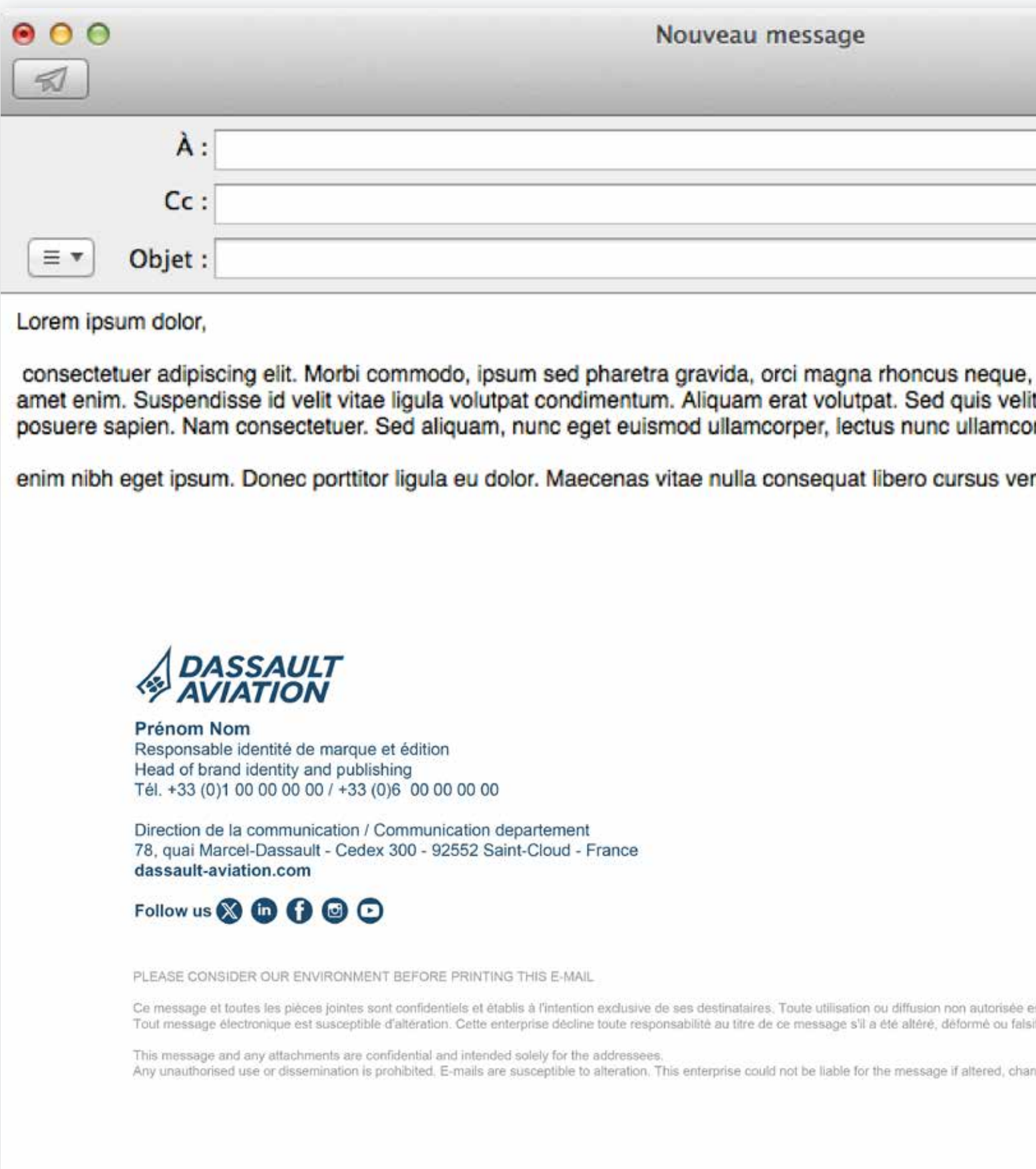
Business card 120x80



Note cards



E-mail signature



OUTSIDE CORRESPONDENCE

Very specific templates are available to ensure the consistency of correspondence tools.
Available on the Brand Center

Financial press release



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)

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Intertitre (Arial Bold 11 gras)

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Press release



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)

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PRESS RELEASE
COMMUNIQUÉ DE PRESSE
Direction de la communication

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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

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Vidéos HD : mediaprovideo.dassault-aviation.com

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OUTSIDE CORRESPONDENCE

Very specific templates are available to ensure the consistency of correspondence tools.
Available on the Brand Center

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.

The logo features a stylized aircraft icon on the left, composed of three geometric shapes forming a delta-like pattern. To its right, the words "DASSAULT" and "AVIATION" are stacked vertically in a bold, sans-serif typeface.

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.

A handwritten signature in dark ink, appearing to read "Eric T.", written over a light blue grid background.

Eric Trappier
Président-directeur général

DIRECTION DE LA COMMUNICATION

The logo consists of a stylized aircraft icon followed by the words "DASSAULT" and "AVIATION" in a bold, sans-serif font.

ACTUS

CONFÉRENCE DE PRESSE RÉSULTATS 2019

N° 00
00/00/0000

Mémoire

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INFORMATIONS INTERNES



Word template for tributes

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 **DASSAULT
AVIATION**

NOTE INTERNE
Saint-Cloud, September 29th, 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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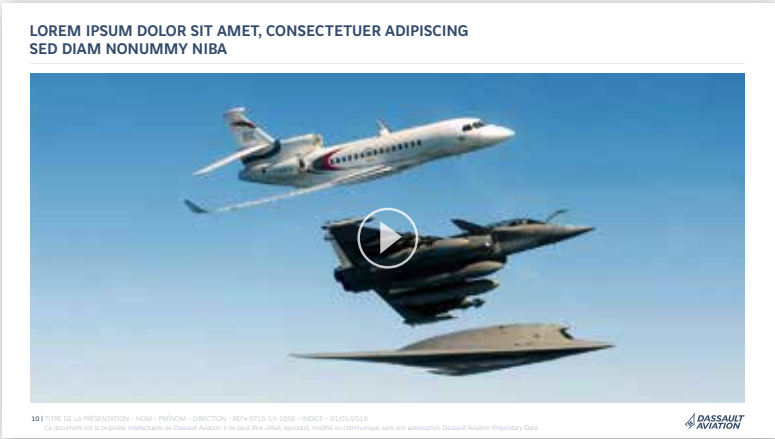
Cover page with logotype and Safran co-branding on a blue background



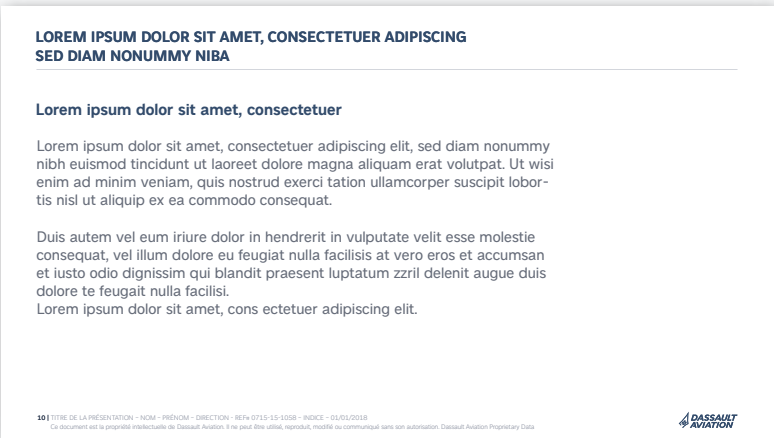
Cover page with logotype on a blue background



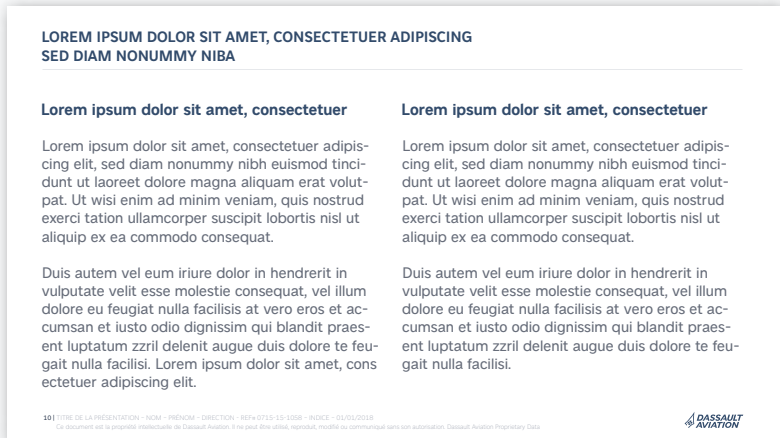
Cover page with logotype on a white background



Slide with title and large image



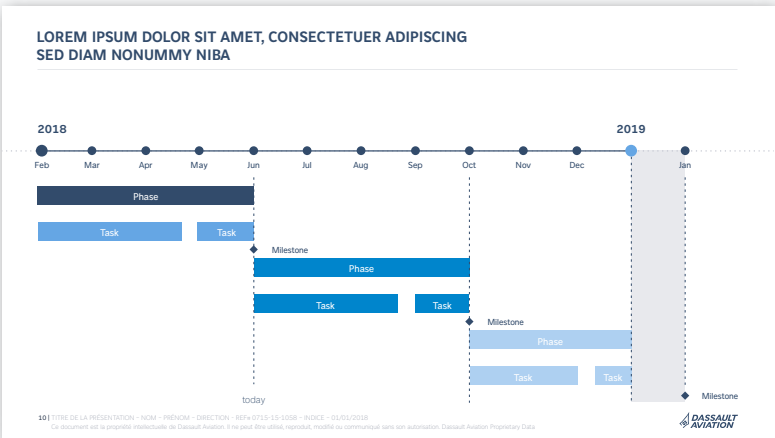
Slide only containing text in one column



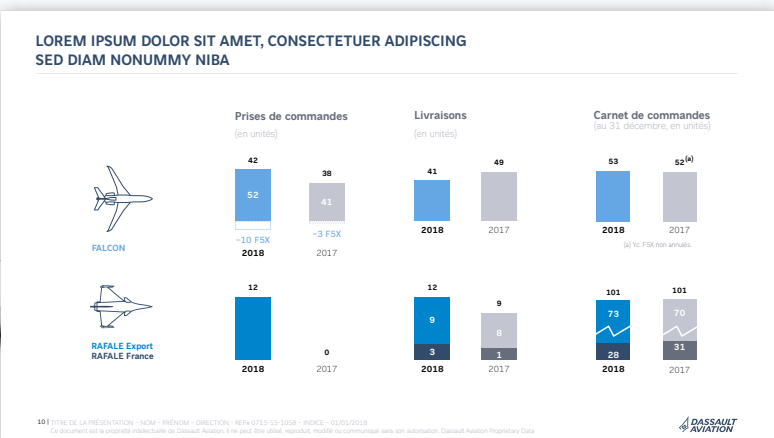
Slide only containing text in two columns



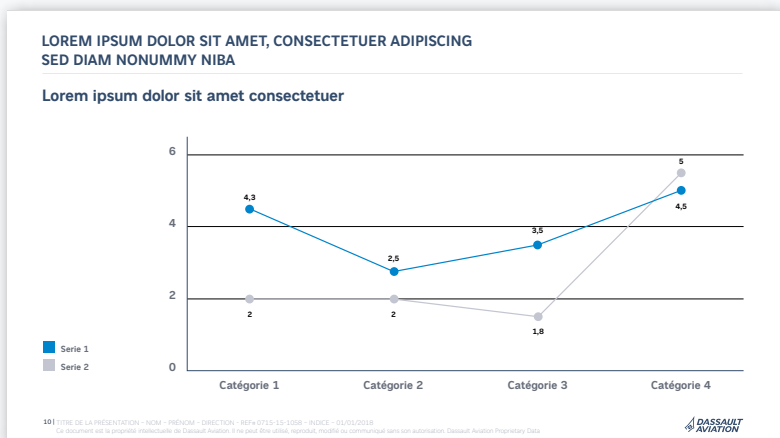
Slide with text and an image



Slide with a table



Slide with graphs



Slide with a diagram



Slide with a full-bleed image

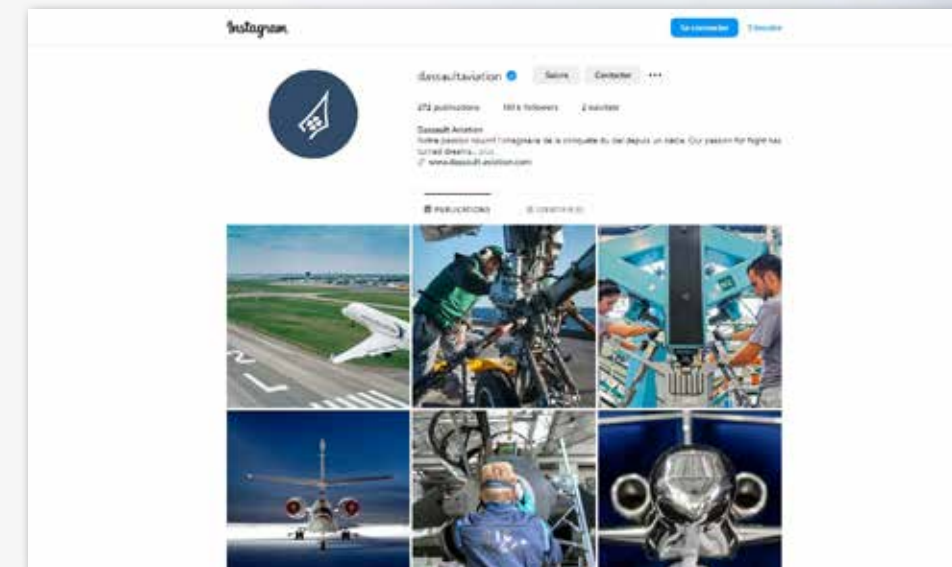
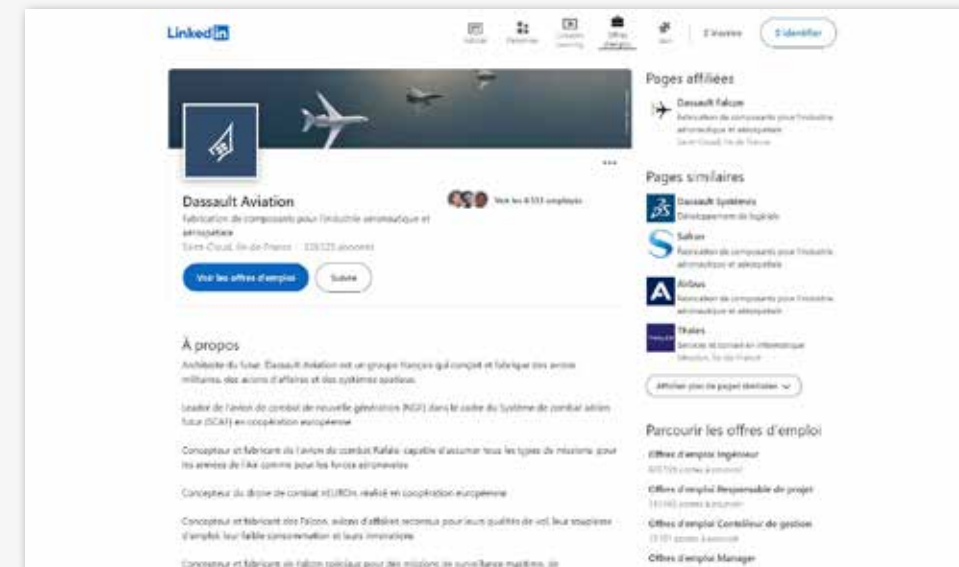


Slide with multiple images

POWERPOINT

PowerPoint slide examples are shown above.

A wide variety of PowerPoint slide templates are available on the Brand Center.



FAVICON

These are variations of our logo adapted to the profile images of social networks. They are placed on the Dassault Aviation blue background and are used in its 3-line logotype, in white reserve, in order to maximize its visibility in the available space.

The visibility of the brand is favored by using the full logo, below the minimum size of 90 pixels. For the 3-line logotype, the Dassault Aviation emblem alone is preferred.



DIGITAL STYLE GUIDE

The Dassault Aviation graphics system is also available for audiovisual use, so that our films' packaging conveys our brand image: intro, outro, transition, titling, etc. There is a specific outro for the HR film with the baseline "Higher, together".

07

OTHER DESIGNS



EVENTS

Shown above are examples of kakemonos, flags and banners displaying institutional images or promotional content.

Always optimize logo placement and size within available space. In the case of events, all three logo variants are available depending on the size of the medium.





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Responsable identité de marque et édition / Brand identity and publishing manager

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Direction de la communication / Communication

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