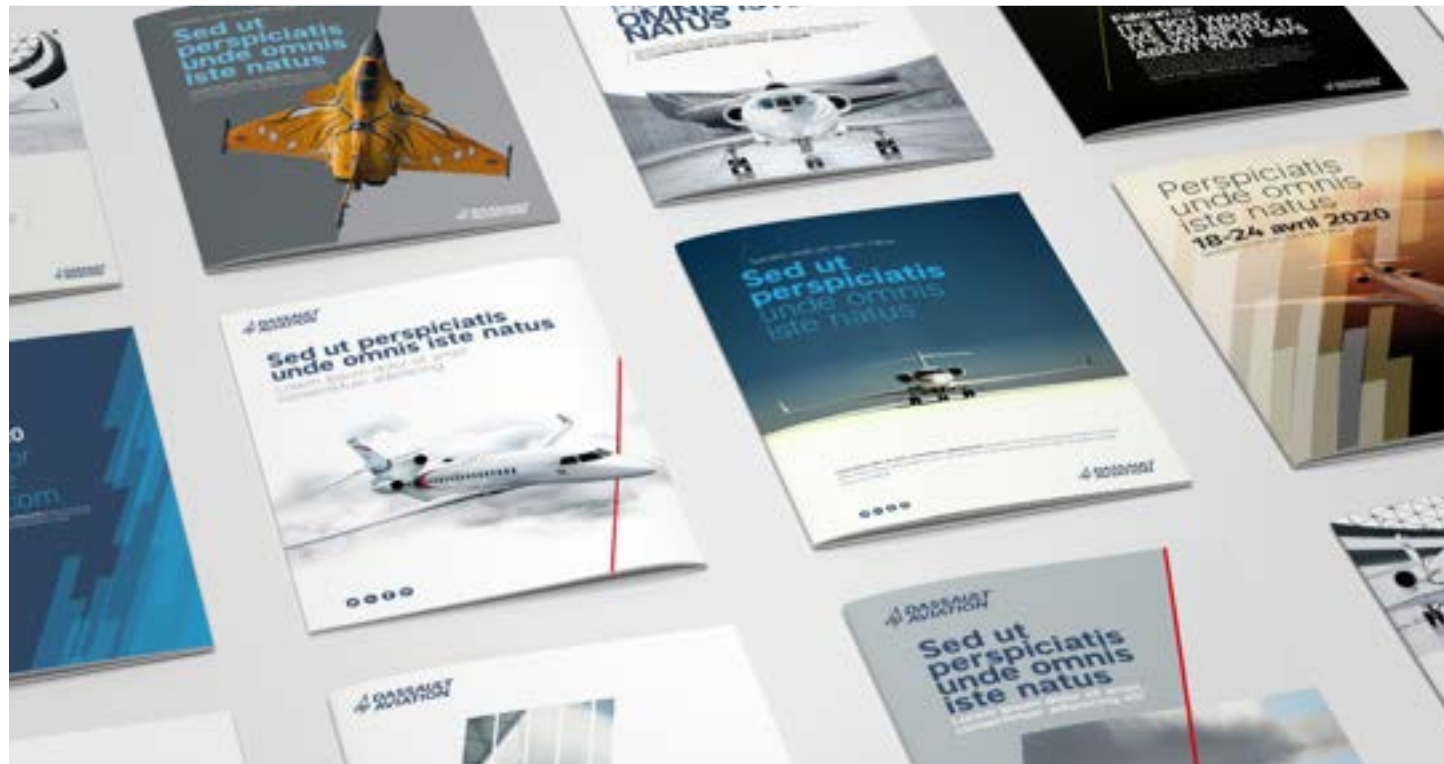




***DASSAULT
AVIATION***

GRAPHIC CHARTER

SEPTEMBER 2025



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.



01 / Logotype and its variations

Dassault Aviation logotype

Main logotype



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
C 93 - M 65 - J 33 - N 24	BL 5664 bleu jersey
R 050 - V 075 - B 107	

Secondary logotypes



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.

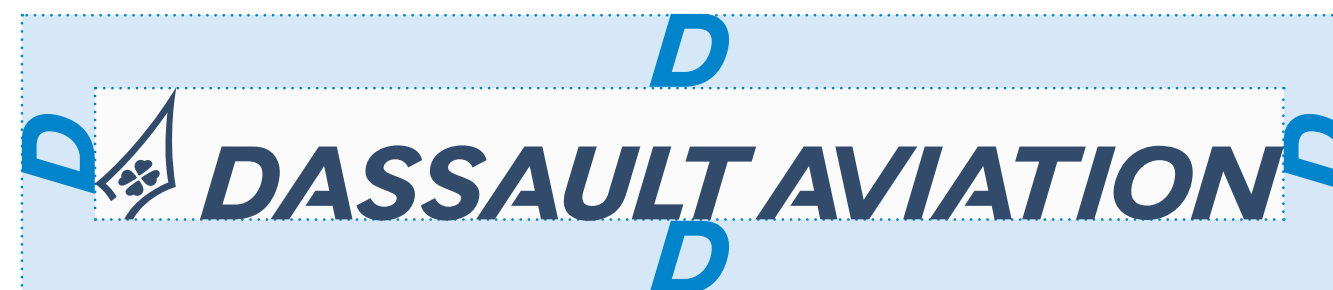
Apart from the Dassault Aviation logo, it is also reserved for the writing of Dassault Aviation Group trademarks.

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 from 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 / 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 restricitions



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 restricions



Ne pas utiliser l'ancien logotype



Ne pas utiliser la dénomination Dassault Aviation sans son symbole



Ne pas déplacer les éléments



Ne pas changer la couleur du logotype



Ne pas changer la typographie du nom Dassault Aviation



Ne pas rajouter d'éléments

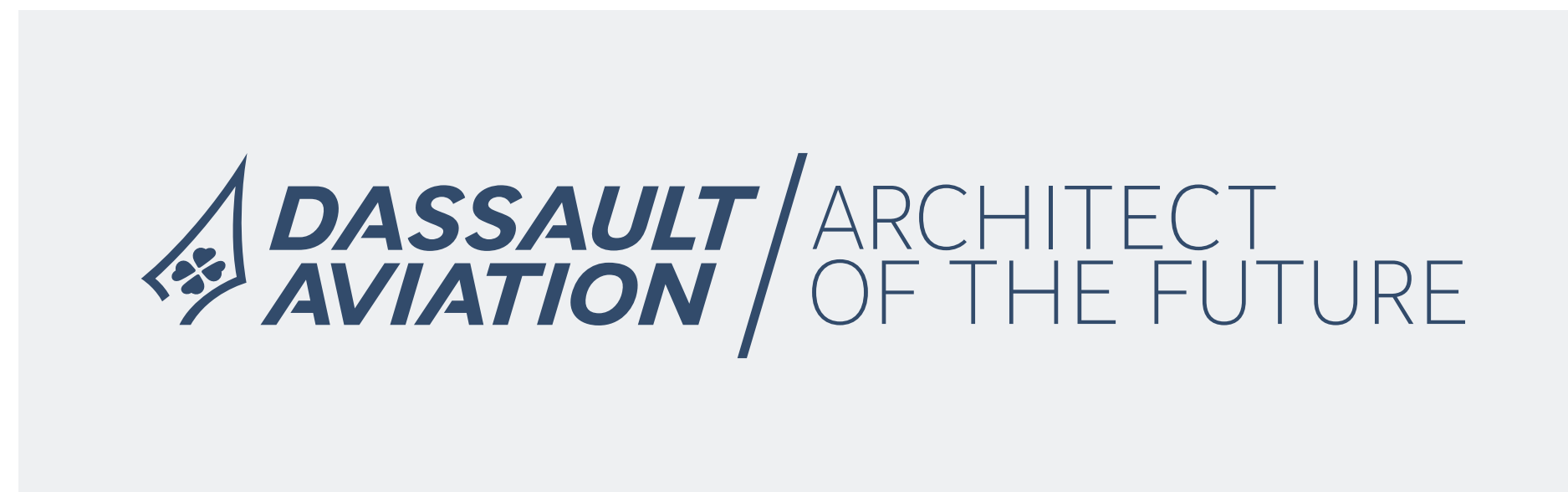
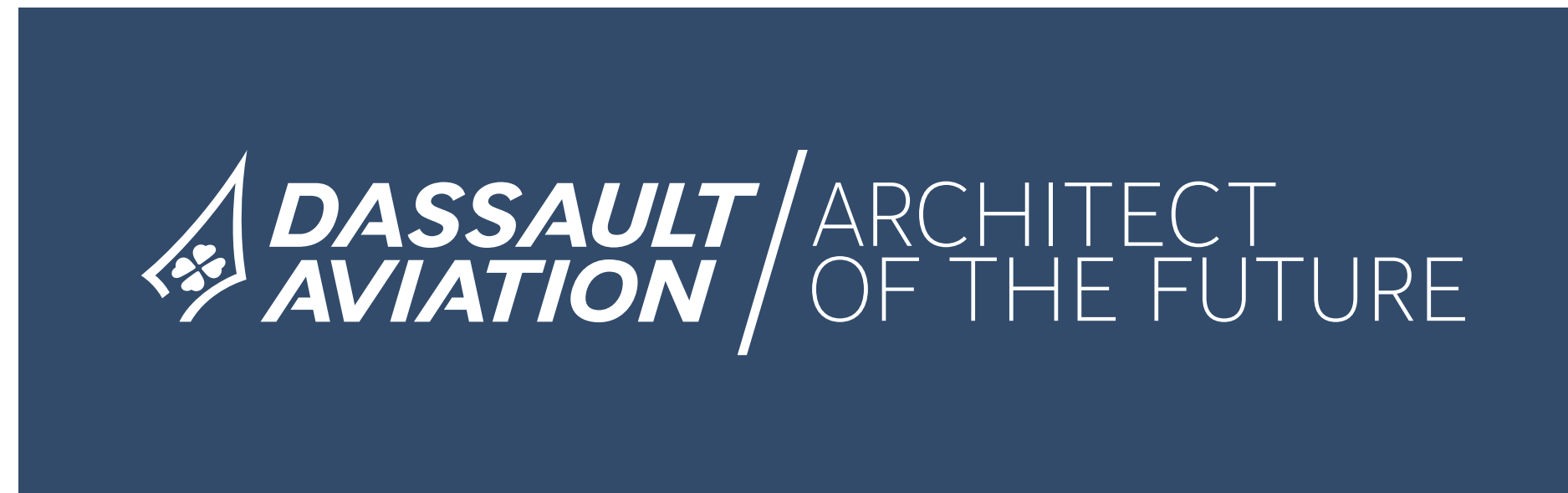
LOGOTYPE RESTRICTIONS

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)



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.

Examples



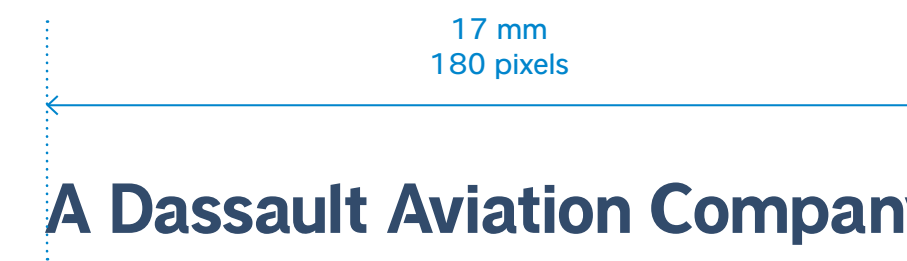
Layout rules for subsidiary names



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 ». Company » .

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#^&*

01 / Logotype and its variations Subsidiaries

Subsidiaries derived from Dassault aviation model



Subsidiaries with specific designs



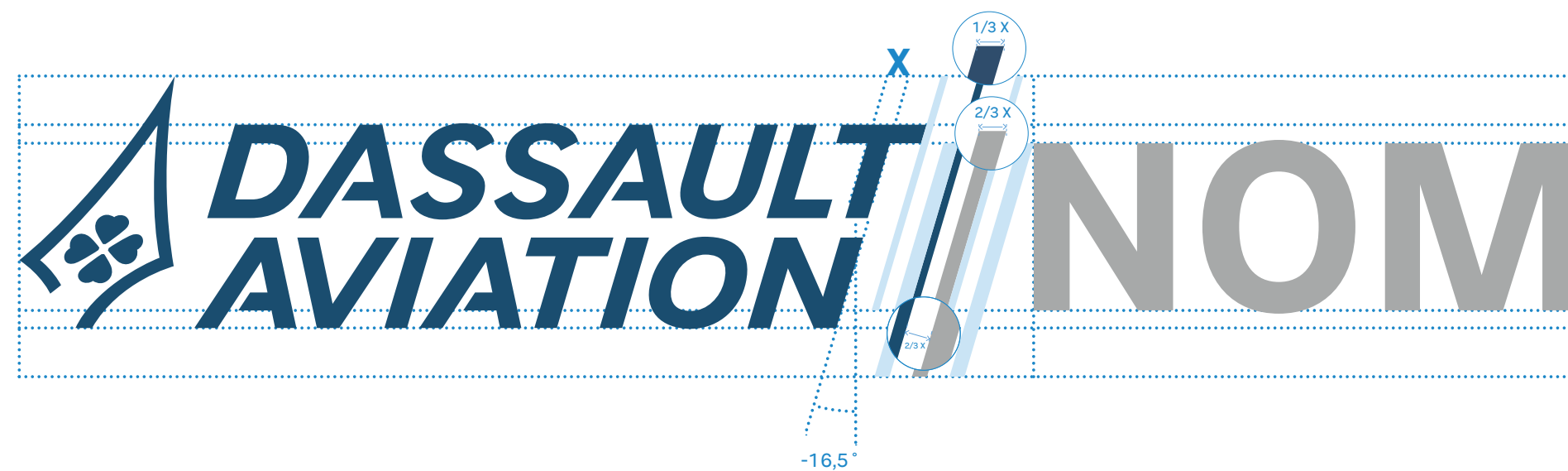
Restrictions



01 / Logotype and its variations

Co-branding (internal)

Layout rules for co-branding



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.

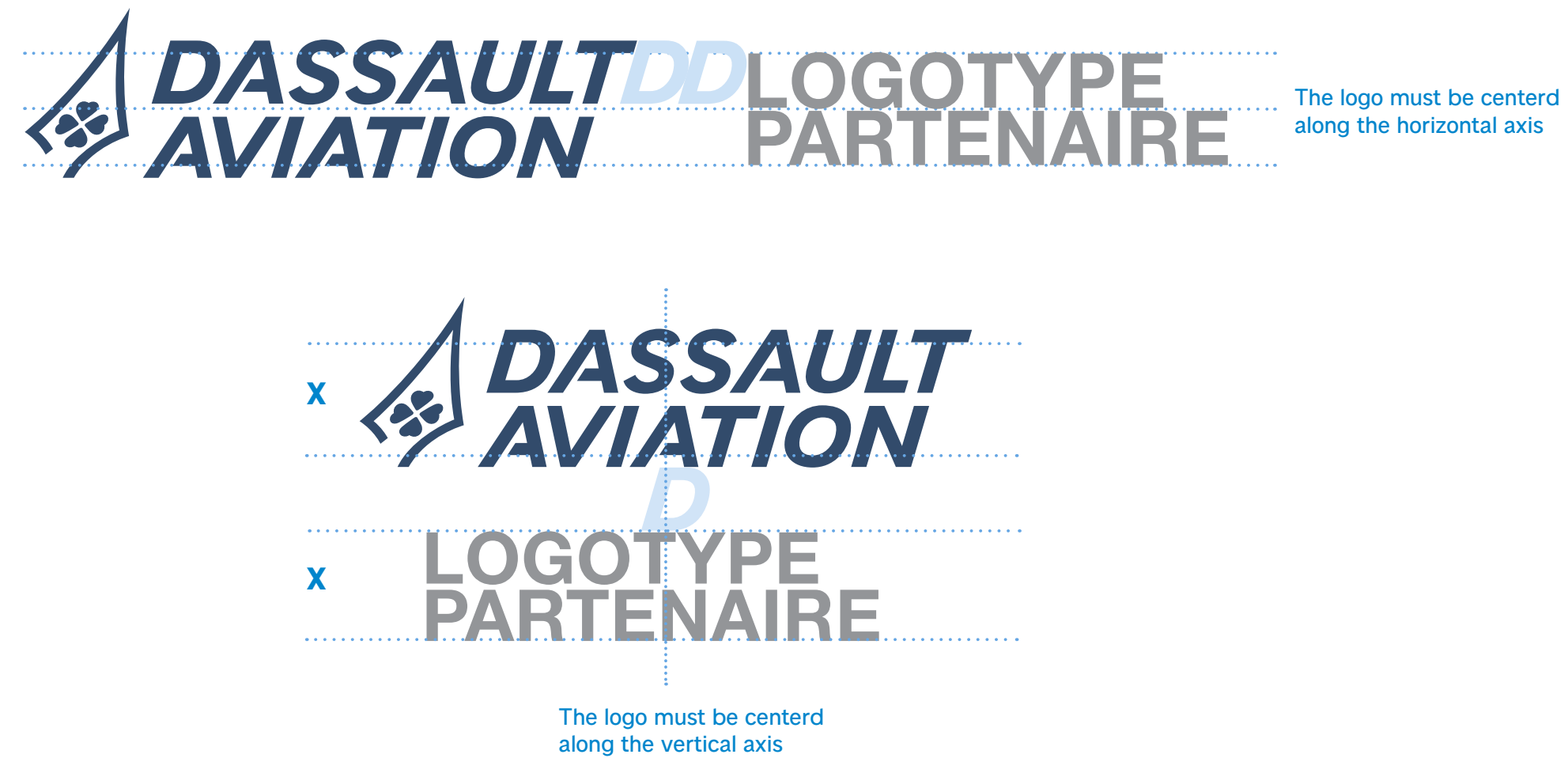
FONT

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



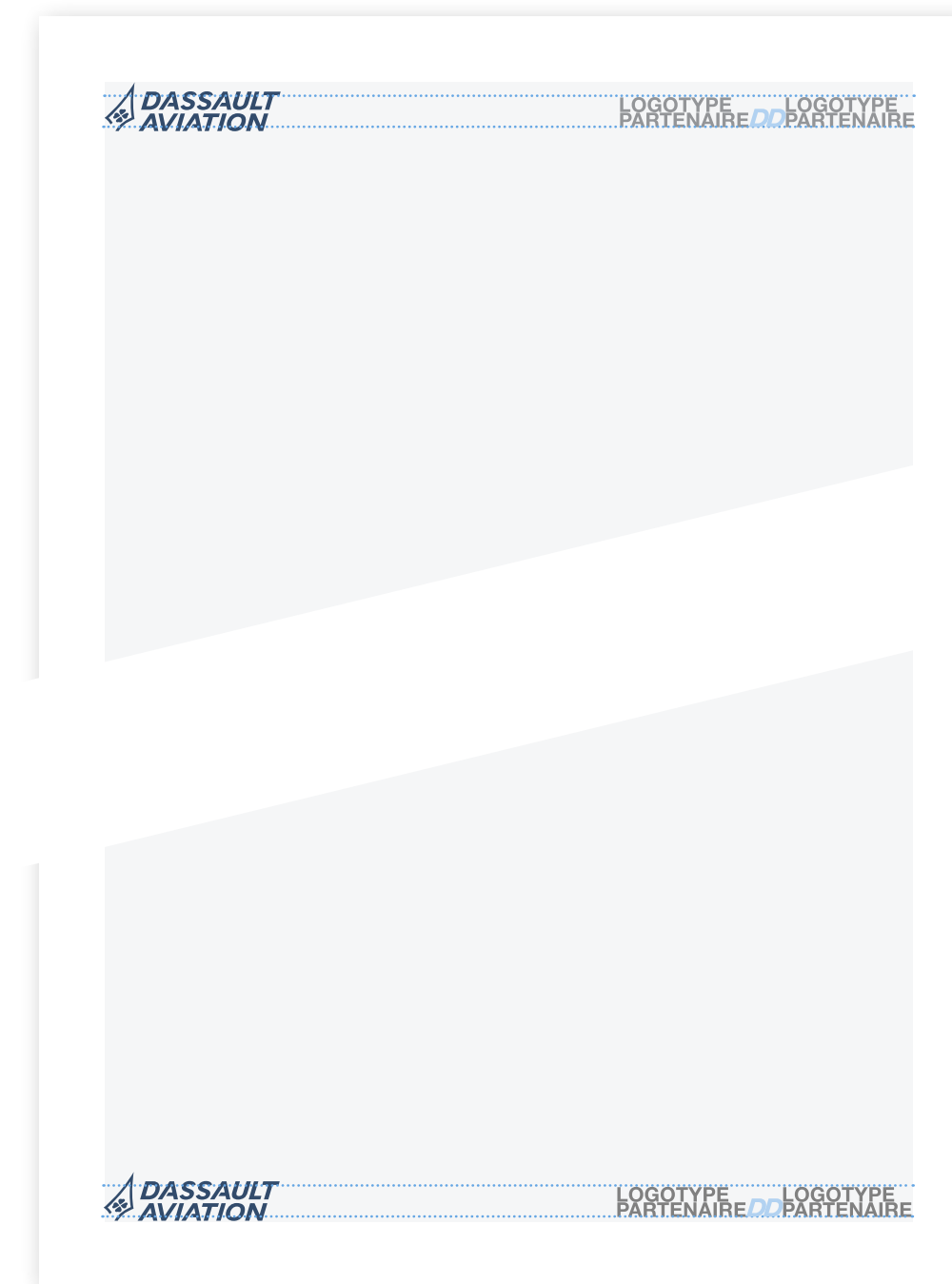
DESIGN PRINCIPLE WITH A PARTNER LOGOTYPE

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. est centré sur l'axe du logotype Dassault Aviation.

Design principle with multiple partner logotypes



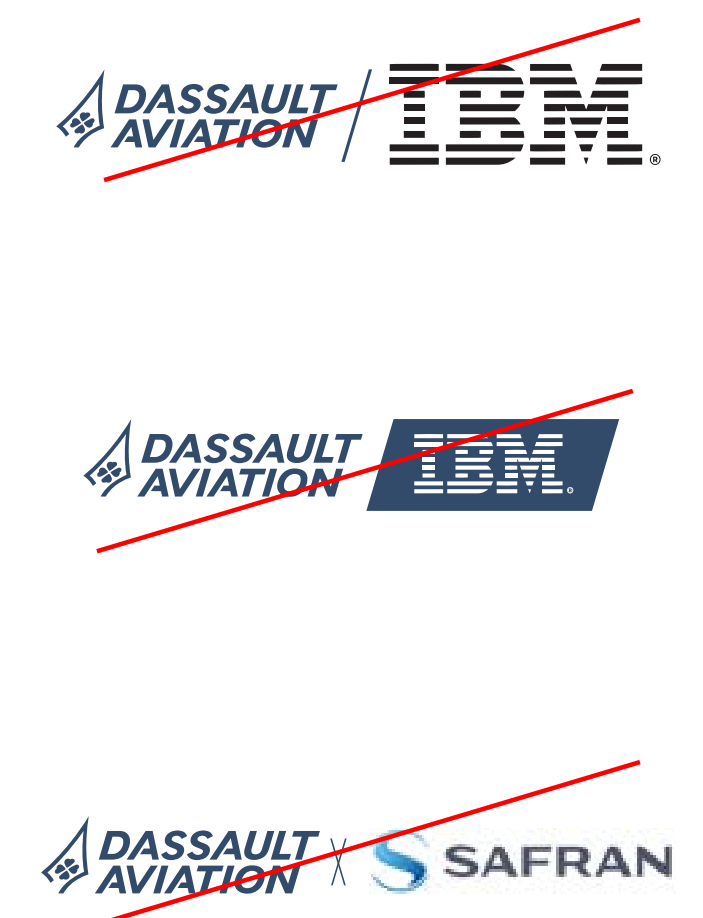
DESIGN PRINCIPLE WITH MULTIPLE PARTNER LOGOTYPES

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.

Restrictions



02

DESIGN
ELEMENTS

Dassault Aviation Sans and Dassault Aviation Serif typefaces

Aa

Dassault Aviation sans

Light :	<i>Light italic :</i>
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*	0123456789 !@#\$\$%^&*
Regular :	<i>Italic :</i>
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*	0123456789 !@#\$\$%^&*
Bold :	<i>Bold italic :</i>
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*	0123456789 !@#\$\$%^&*
Black :	
abcdefghijklmnopqrstuvwxyz	
ABCDEFGHIJKLMNOPQRSTUVWXYZ	
0123456789 !@#\$\$%^&*	

Aa

Dassault Aviation serif

Light :	<i>Light italic :</i>
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*	0123456789 !@#\$\$%^&*
Regular :	<i>Italic :</i>
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*	0123456789 !@#\$\$%^&*
Bold :	<i>Bold italic</i>
abcdefghijklmnopqrstuvwxyz	abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ	ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*	0123456789 !@#\$\$%^&*

Aa

Dassault Aviation sans Condensed

Light :
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*
Regular :
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#\$\$%^&*
Bold :
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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.

Each of them is available in an italic version, except for the Dassault Aviation Condensed, and they come in different weights.

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
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Division

PANTONE 2718 C					DE														
C 69	R 088	# 5887DA																	
M 44	V 135																		
J 00	B 218																		
N 00																			
80 %					60 %					40 %					20 %				

PANTONE 322 C					DEC														
C 86	R 000	# 006B73																	
M 34	V 107																		
J 44	B 115																		
N 24																			
80 %					60 %					40 %					20 %				

PANTONE 2242 C					HSE														
C 90	R 000	# 00A078																	
M 00	V 160																		
J 60	B 120																		
N 00																			
80 %					60 %					40 %					20 %				

PANTONE 7694C					APRISO				
C 93	R 050	# 324B6B							
M 65	V 075								
J 65	B 107								
N 24									

PANTONE 7694 C 60% CUSTOMER SUPPORT					
C 53	R 132	# 8493A6			
M 35	V 147				
J 24	B 166				
N 07					

PANTONE 7678 C					SI INFORMATION				
C 67	R 114	# 724896							
M 80	V 072								
J 00	B 150								
N 00									

PANTONE 234 C					RH														
C 25	R 166	# A6006B																	
M 100	V 000																		
J 00	B 107																		
N 15																			
80 %					60 %					40 %					20 %				

PANTONE 632 C					RSE														
C 80	R 000	# 0098AD																	
M 20	V 152																		
J 30	B 173																		
N 00																			
80 %					60 %					40 %					20 %				

PANTONE 124 C					SAFETY														
C 00	R 235	# EBAB00																	
M 32	V 171																		
J 100	B 000																		
N 00																			
80 %					60 %					40 %					20 %				

PANTONE 021 C					INNOVLAB				
C 00	R 253	# FD5000							
M 75	V 080								
J 100	B 000								
N 00									

PANTONE 206 C					VIGILANTS ENSEMBLE				
C 00	R 215	# D7004D							
M 100	V 000								
J 55	B 077								
N 00									

For detailed specifications, see chapter 04 - Divisions p.35

Internal working groups

For detailed specifications, see chapter 05 - Internal working groups, p.45

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

Complementary vivid colors

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



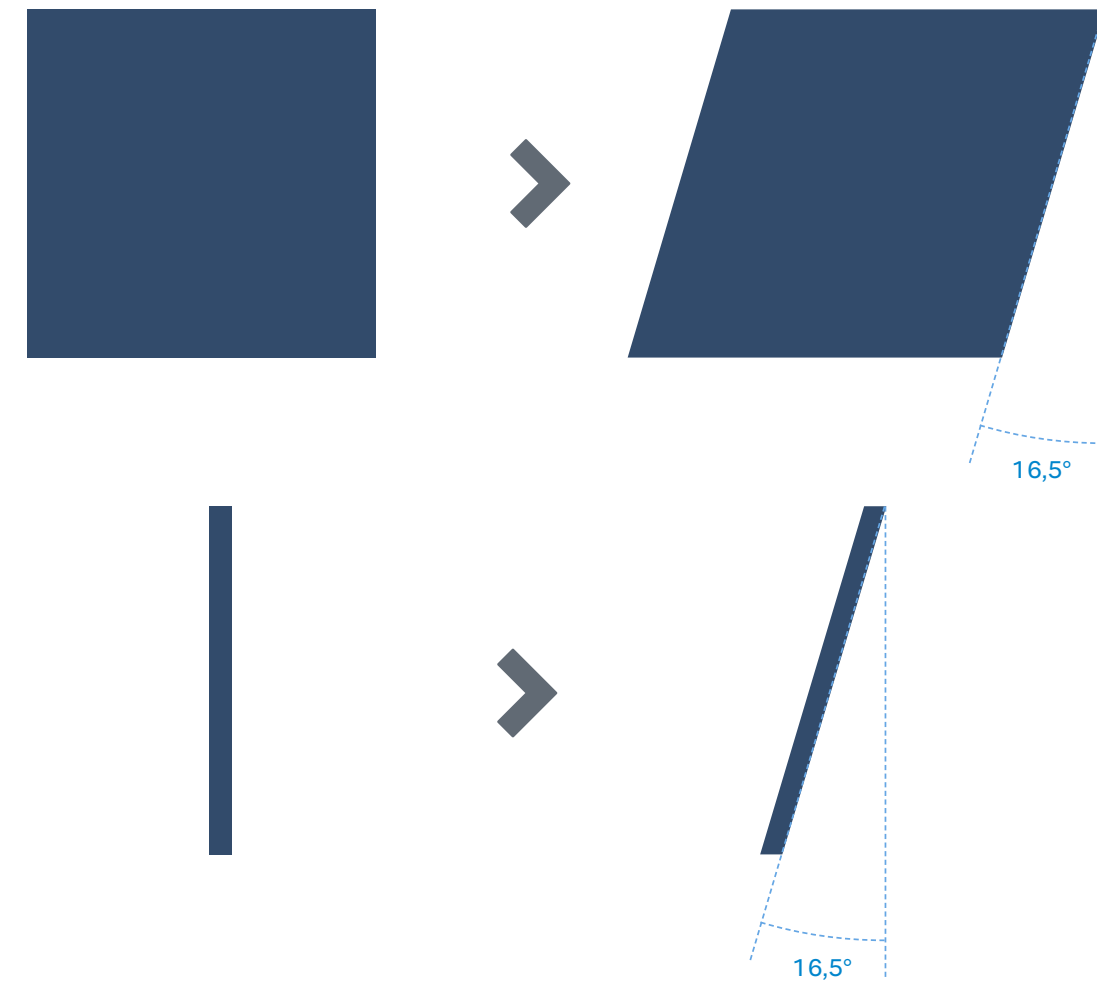
The Dassault Aviation image library presents a complete overview of our activities, employees, products, production sites, office sites, innovations, etc.

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

02 / Design elements

Slanted line

Slanted line design



Step 1

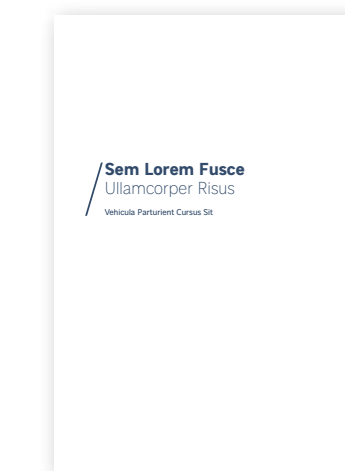
Create a shape as the base for the tilt and rotate it 16.5°.



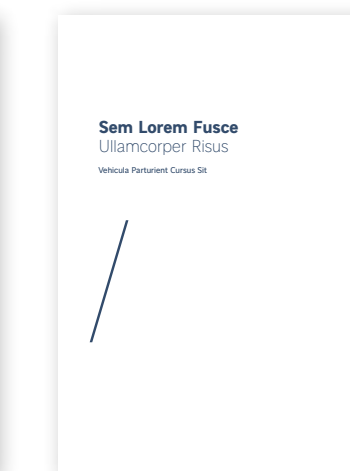
Step 2

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.

Support for the title



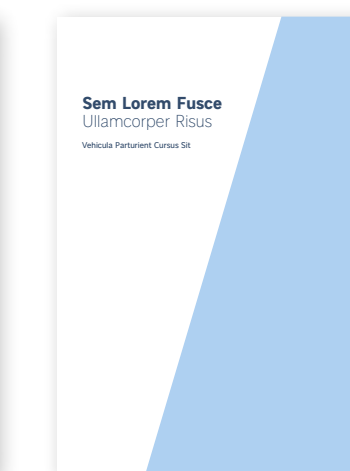
Simple ornament



Composition



Visual or color block



Step 3

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

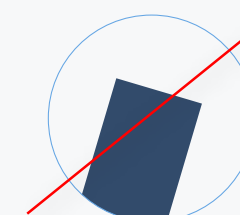
SLANTED LINE DESIGN

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



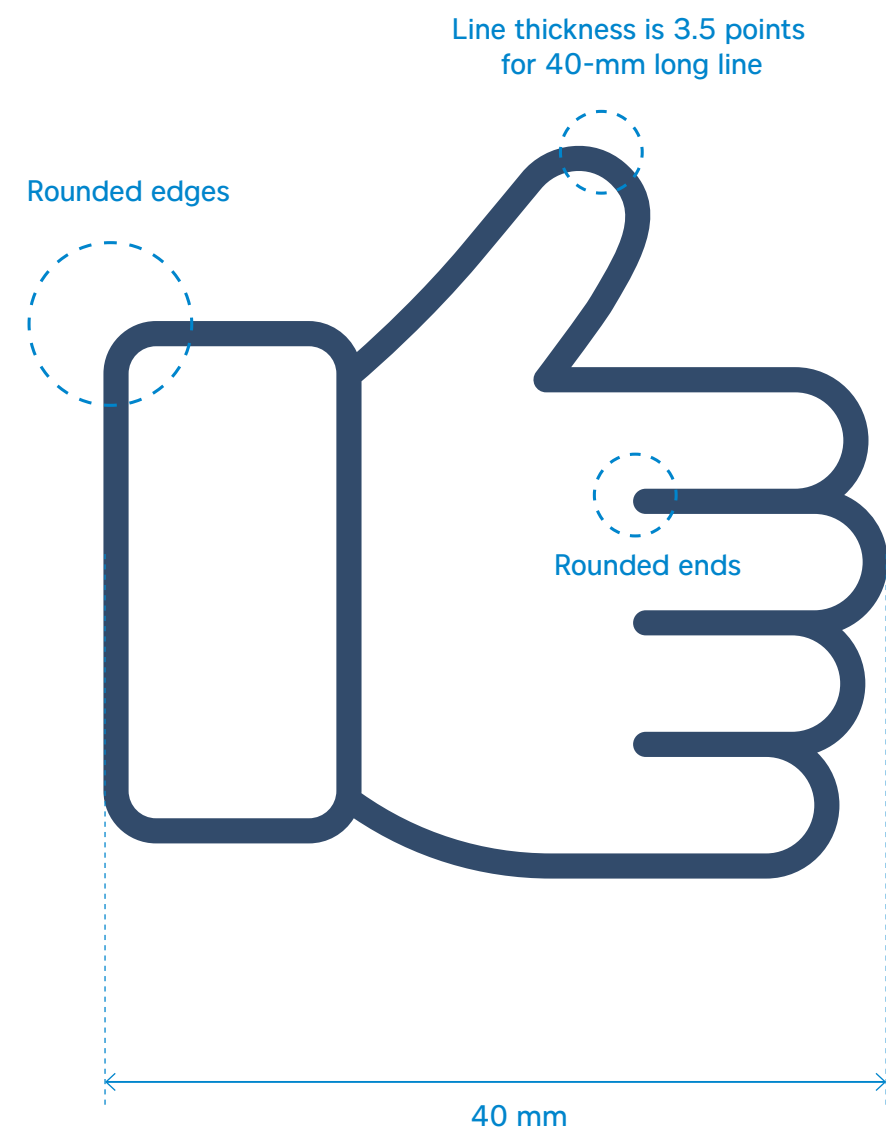
This type of slash is prohibited, as is any other angle or shape.

02 / Design elements

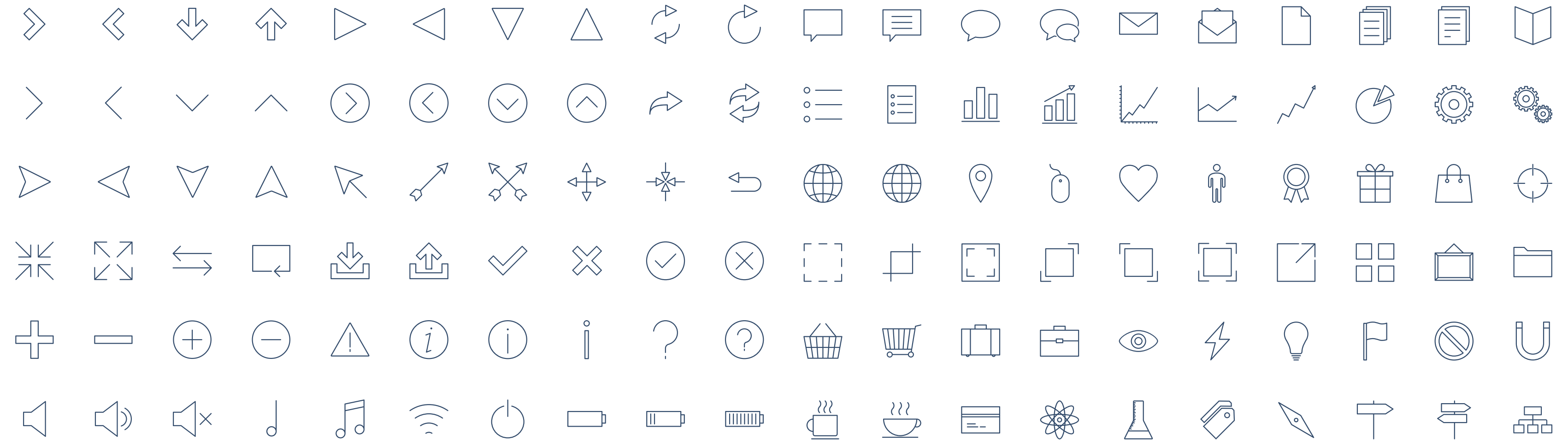
Slanted-line implementation model



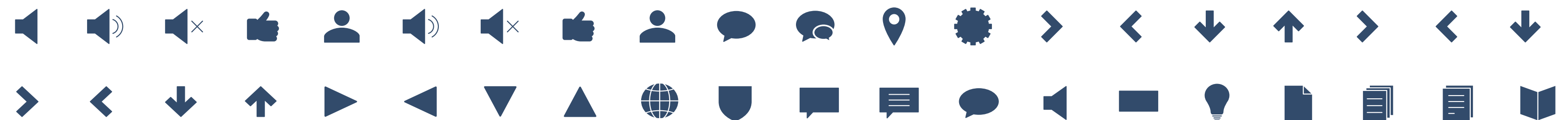
Pictograms creation



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.

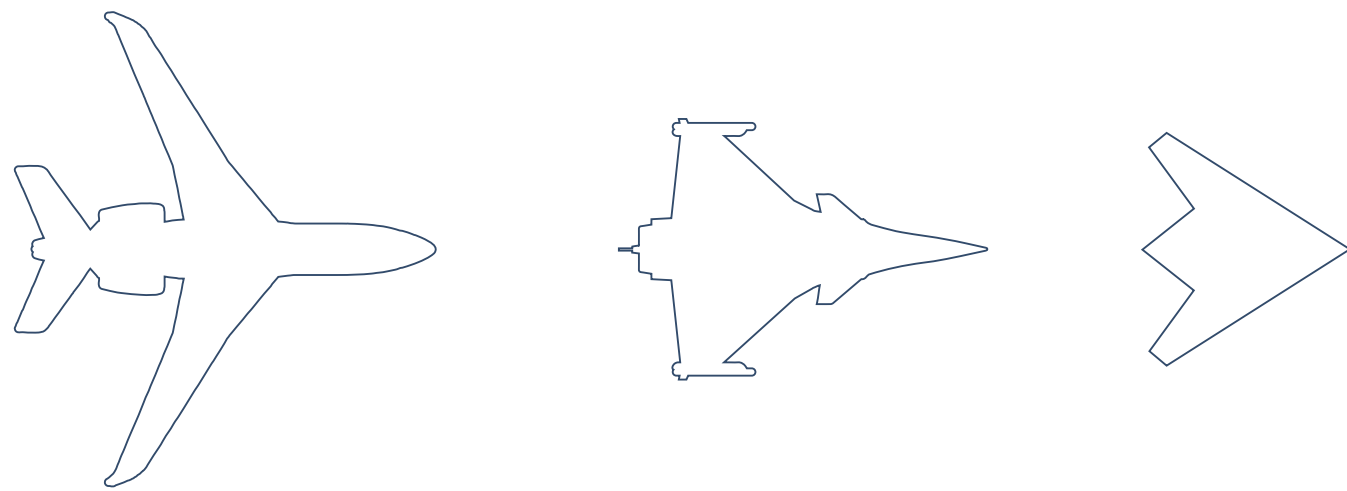
ICONS COLORS

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.

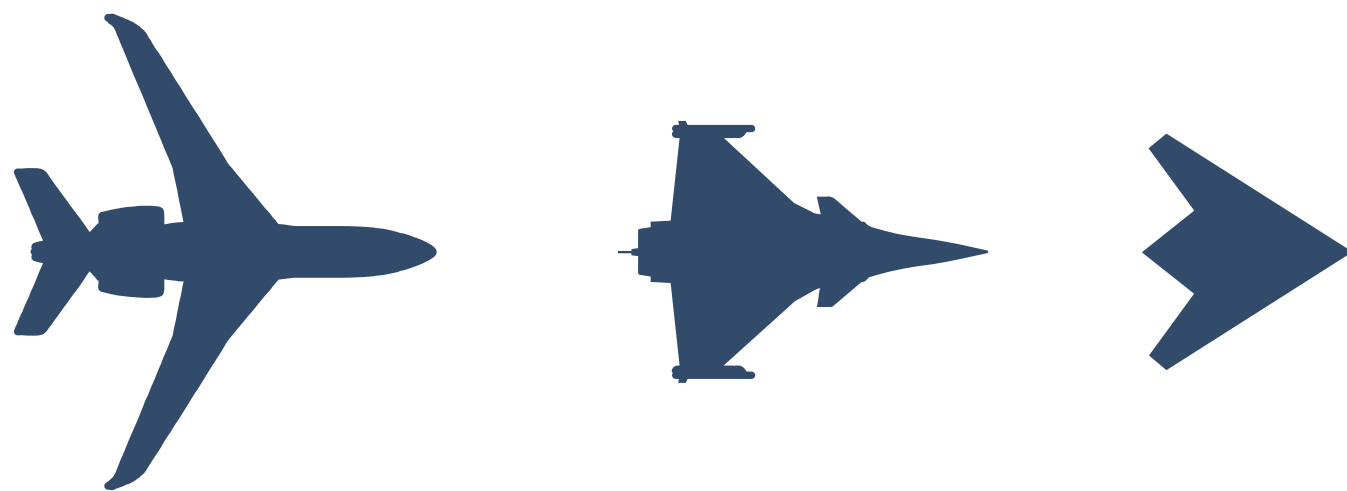
02 / Design elements

Product icons

Outline



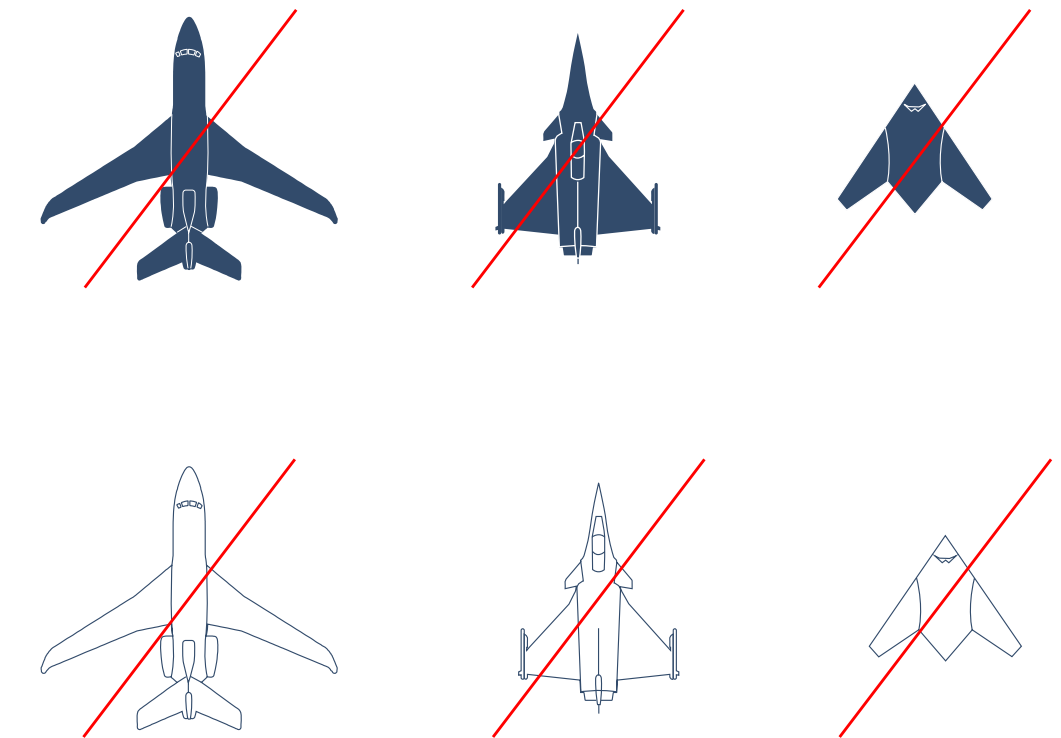
Solid



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.

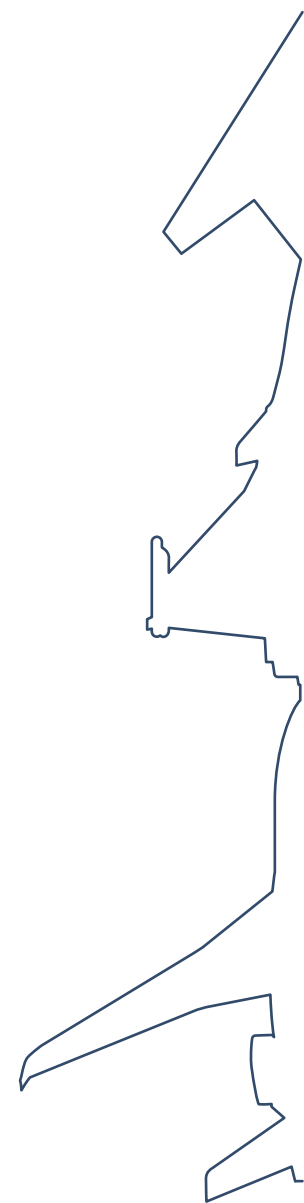
RESTRICTIONS

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

02 / Design elements

« Skyline » design

The design



Layout examples



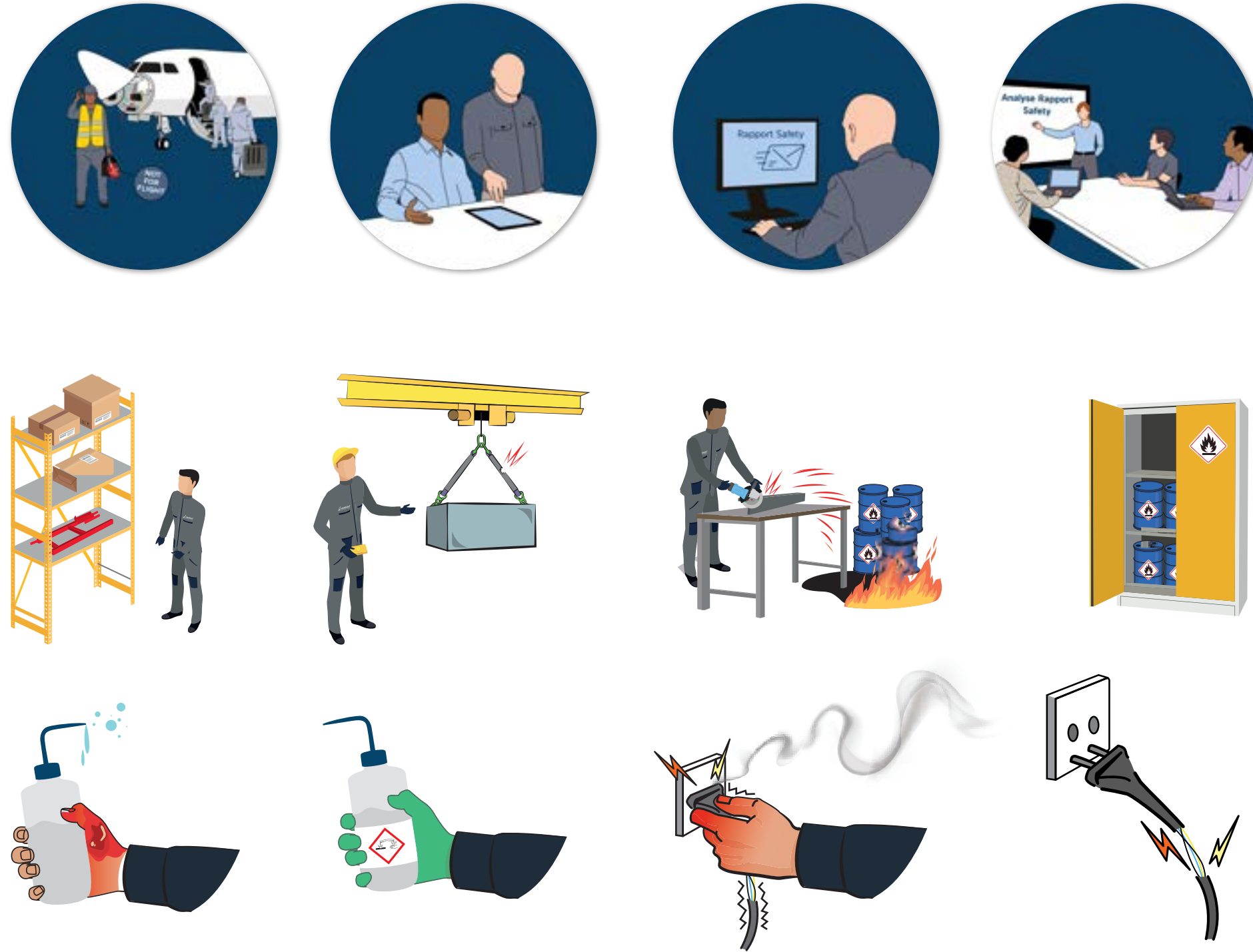
PRINCIPLE

- « 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



STYLE AND ILLUSTRATIVE TREATMENT

Examples of the illustrative style are shown below. The illustrations are mainly 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.

HR illustration



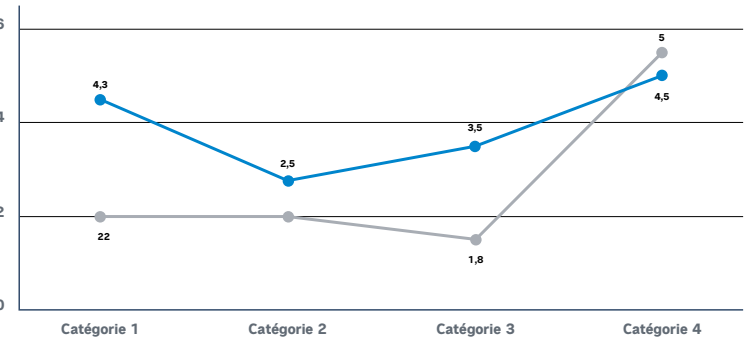
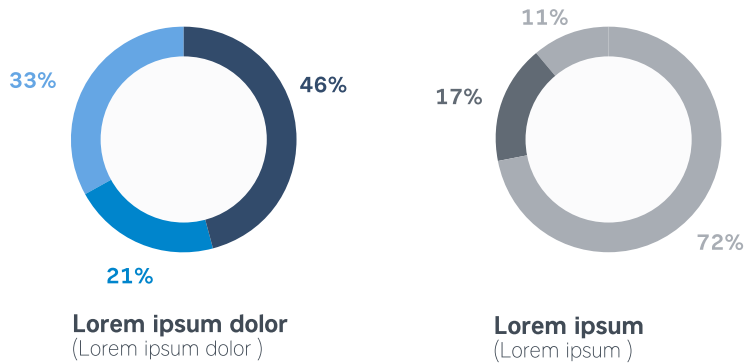
Events illustrations



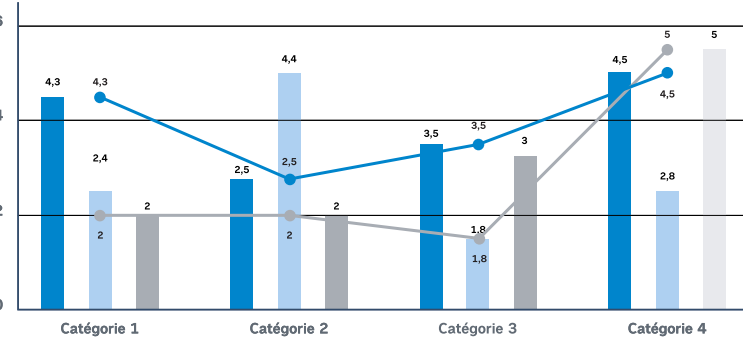
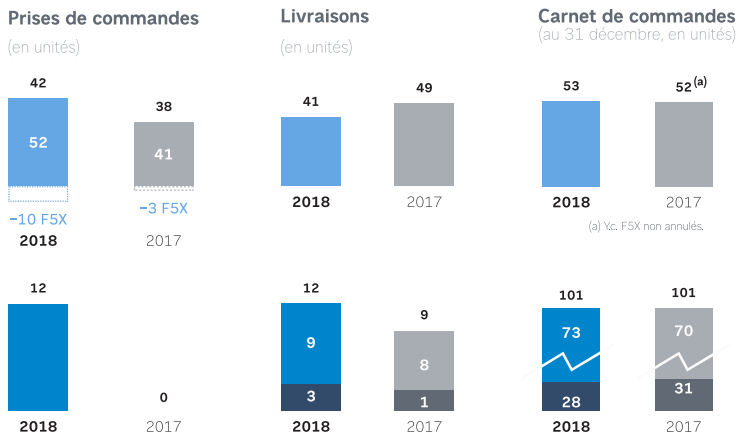
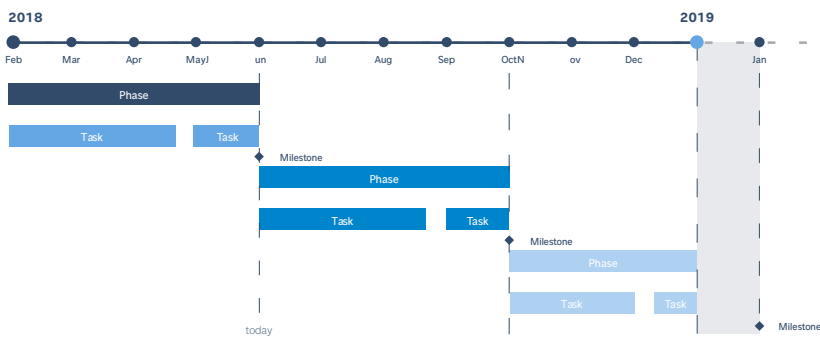
Restrictions



Chart design templates



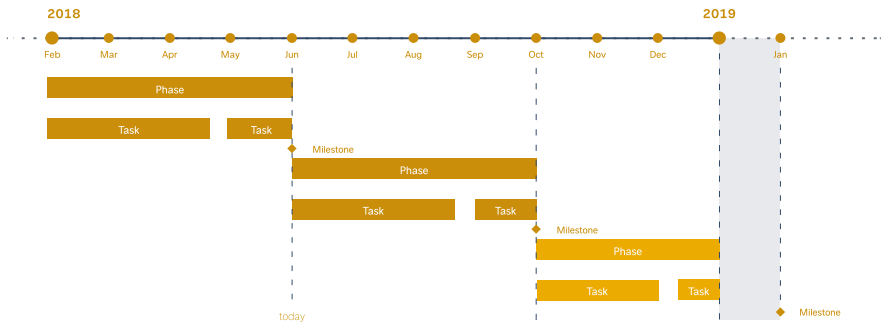
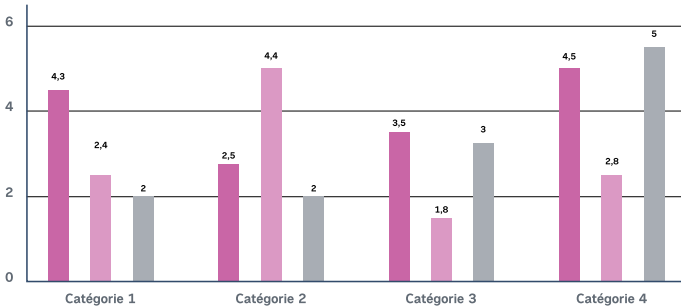
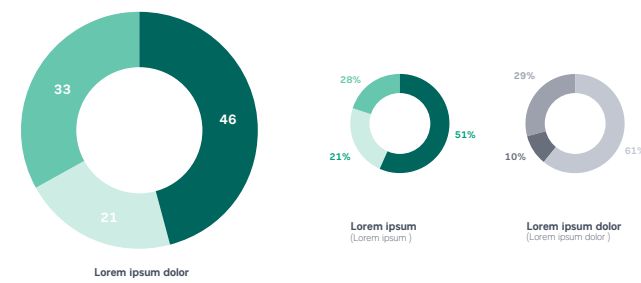
Lorem ipsum dolor	2018*	2018 Lorem ipsum
LOREM IPSUM DOLOR	5084	4884
CONSECTETUER ADIPISCING	5084	4884
sed diam nonummy nibh euismod	13,5%	7,5%
CONSEC ADIPISCING	-77	-57
CONSACING	-250	-100
LOREM IPSUM DOLOR	665	420
consect adipiscing	13,5%	13,5%
consectetuer adipiscing	82,3€	45,3€



Restrictions



Colors variation



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

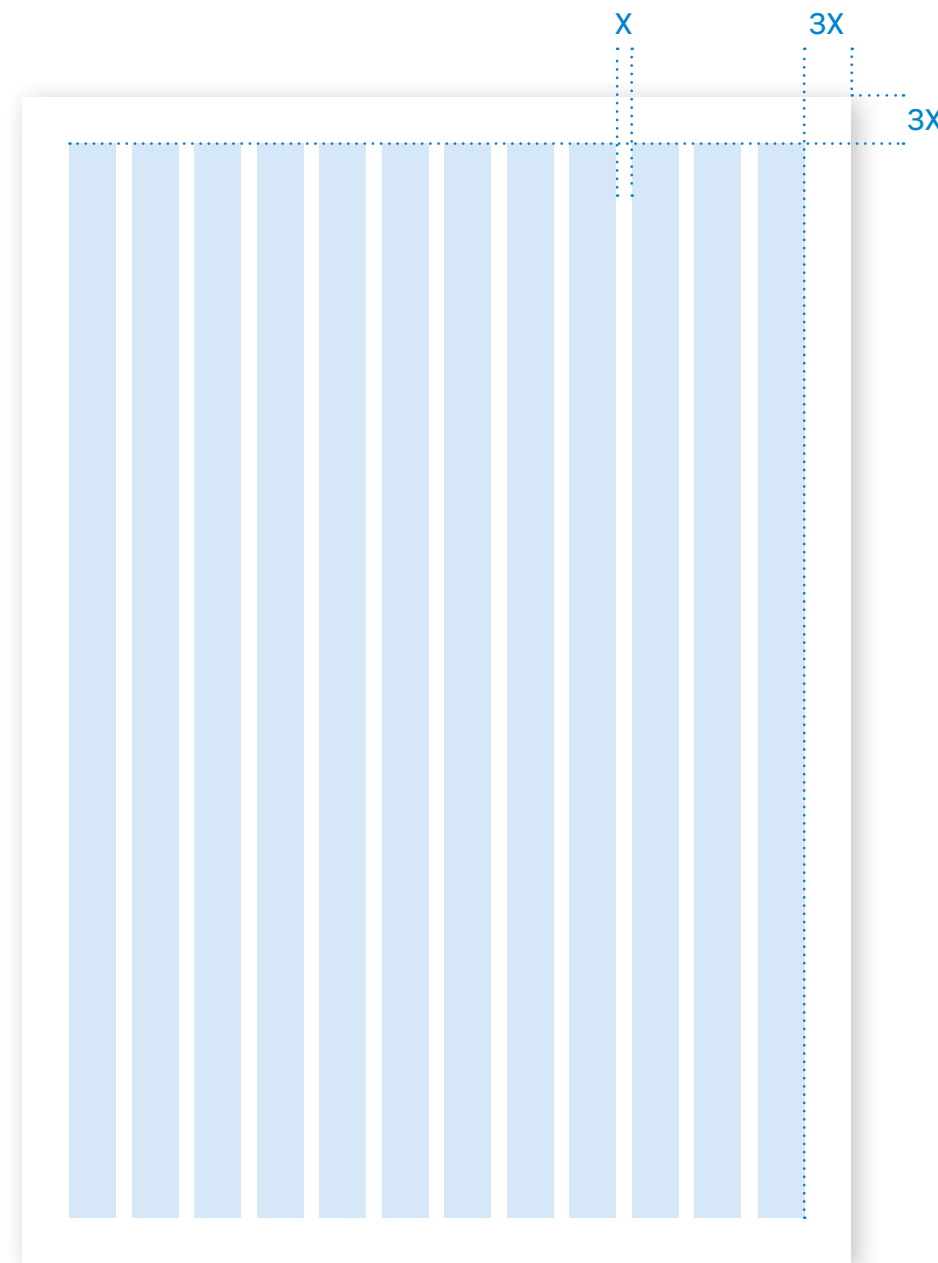
- The palette of corporate blue and the complementary shades of grey must be used in corporate communications.
- As part of communications by specific divisions or internal working groups, the dedicated colors must then be used.

03

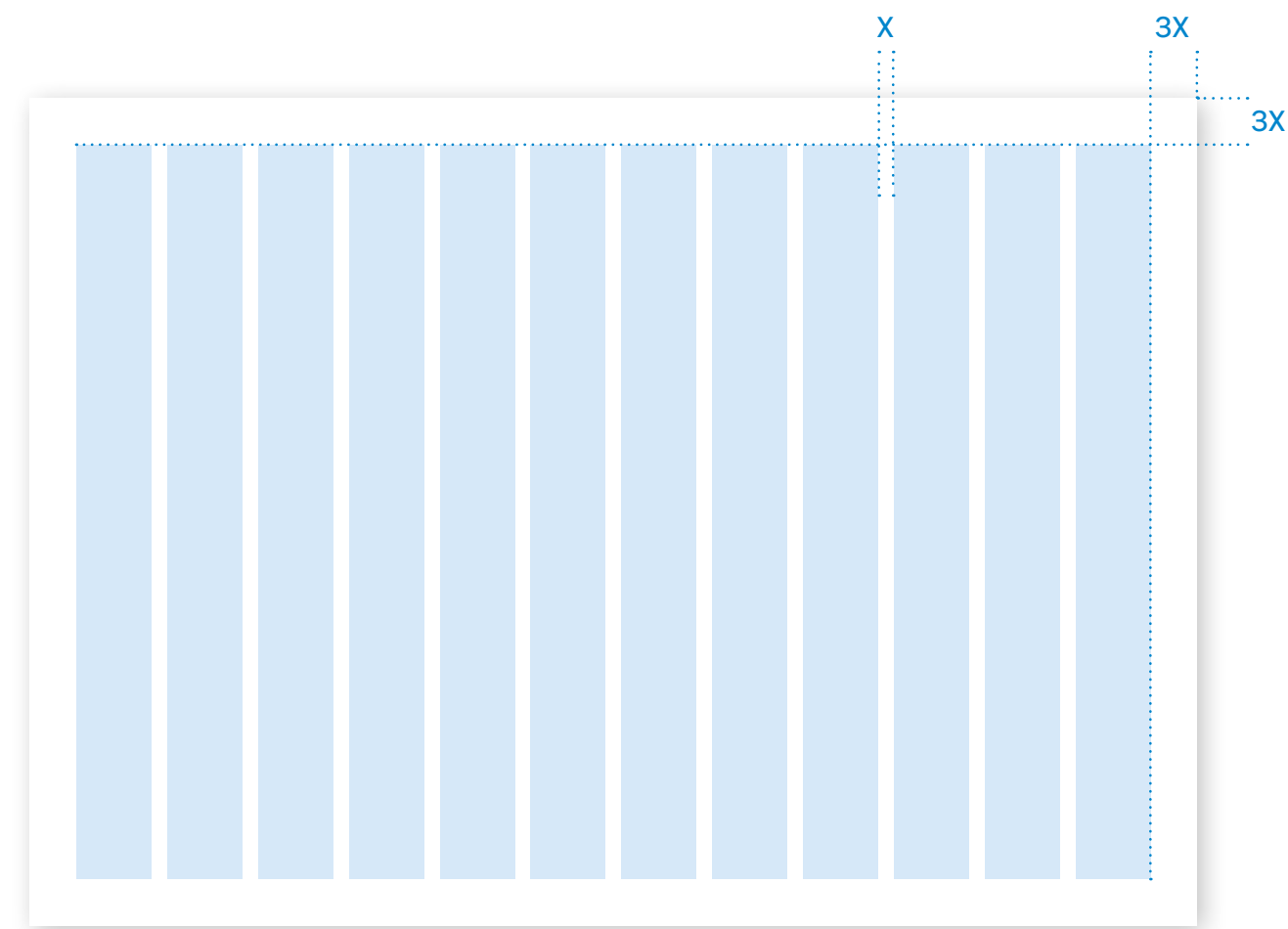
PUBLICATION

03 / Publication Baseline grid

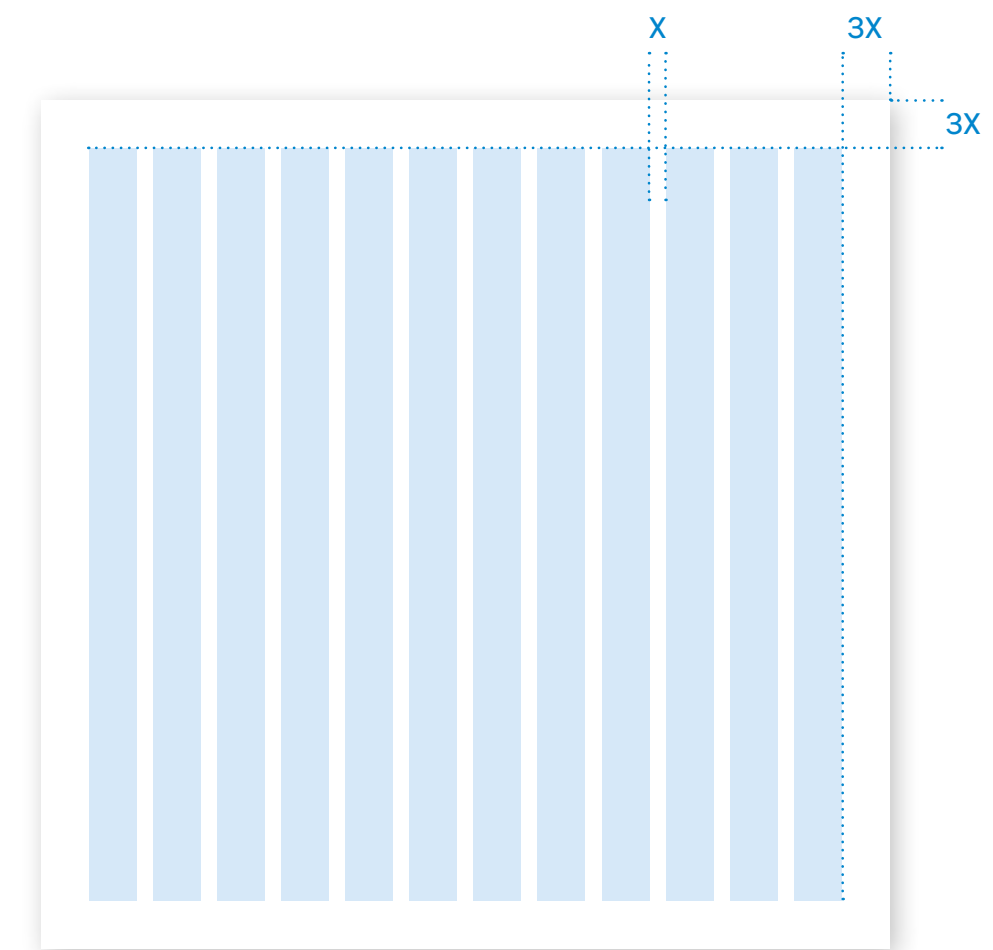
Vertical format



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).

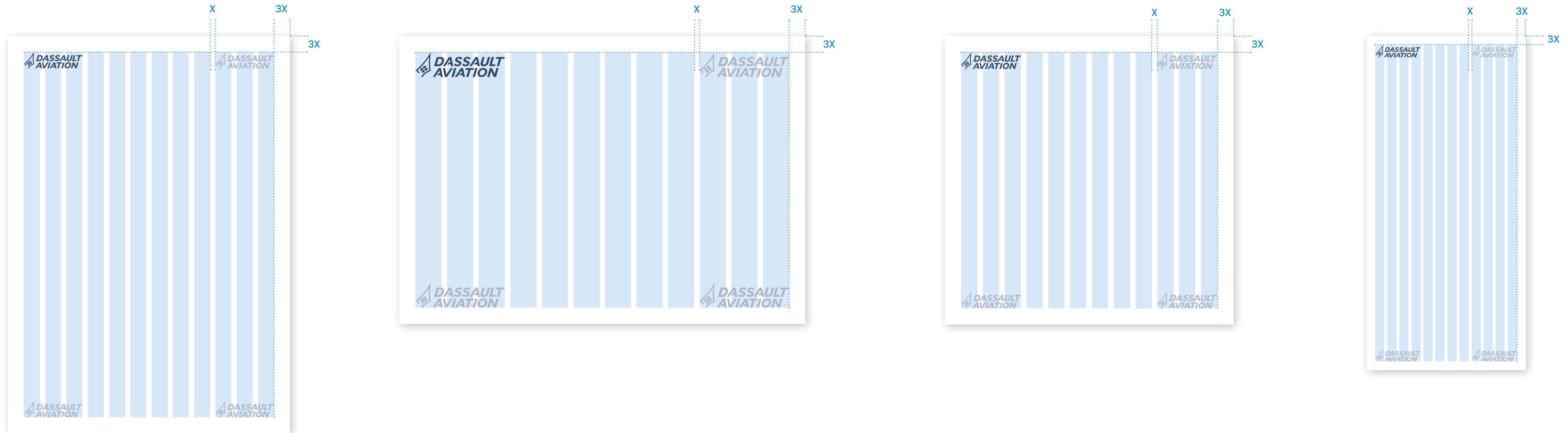
No element may be inserted outside the grid, with the exception of page numbering.

CALCULATION RULE

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

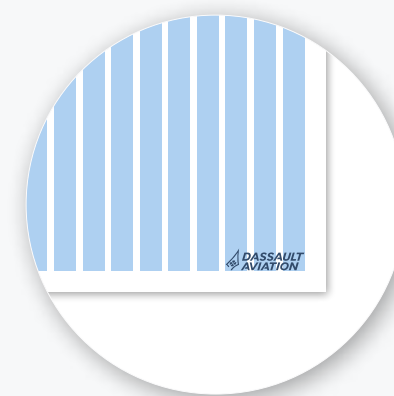
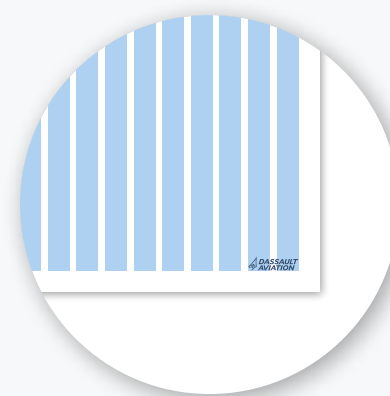
This dimension must be divided by exactly 52.5 in order to have the basic unit (X) required to calculate the margins and gutters.

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.

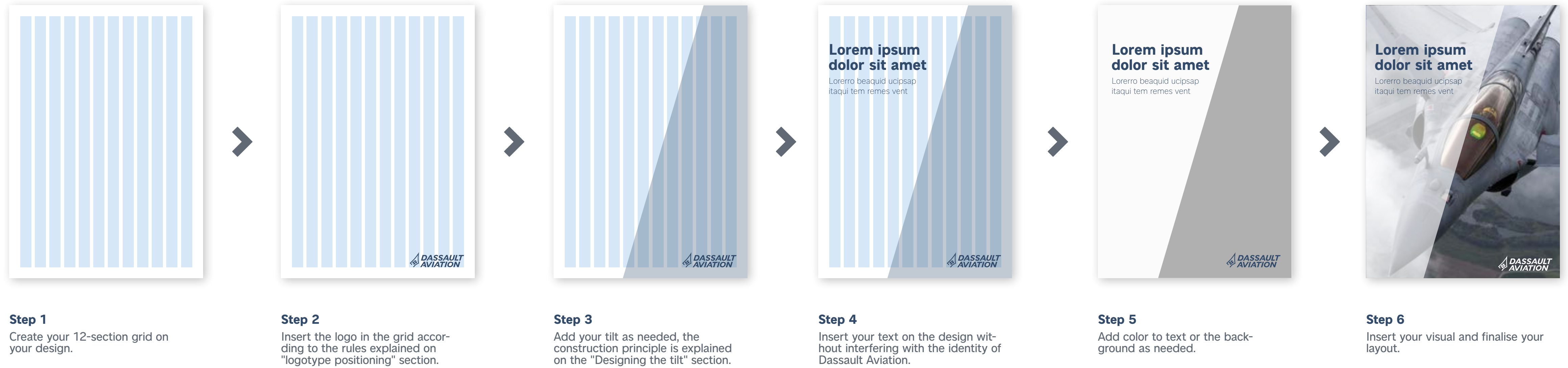


Variations of 2 and 3 sections wide,
preferred for formats larger than A4.



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

Layout of a cover in 6 steps



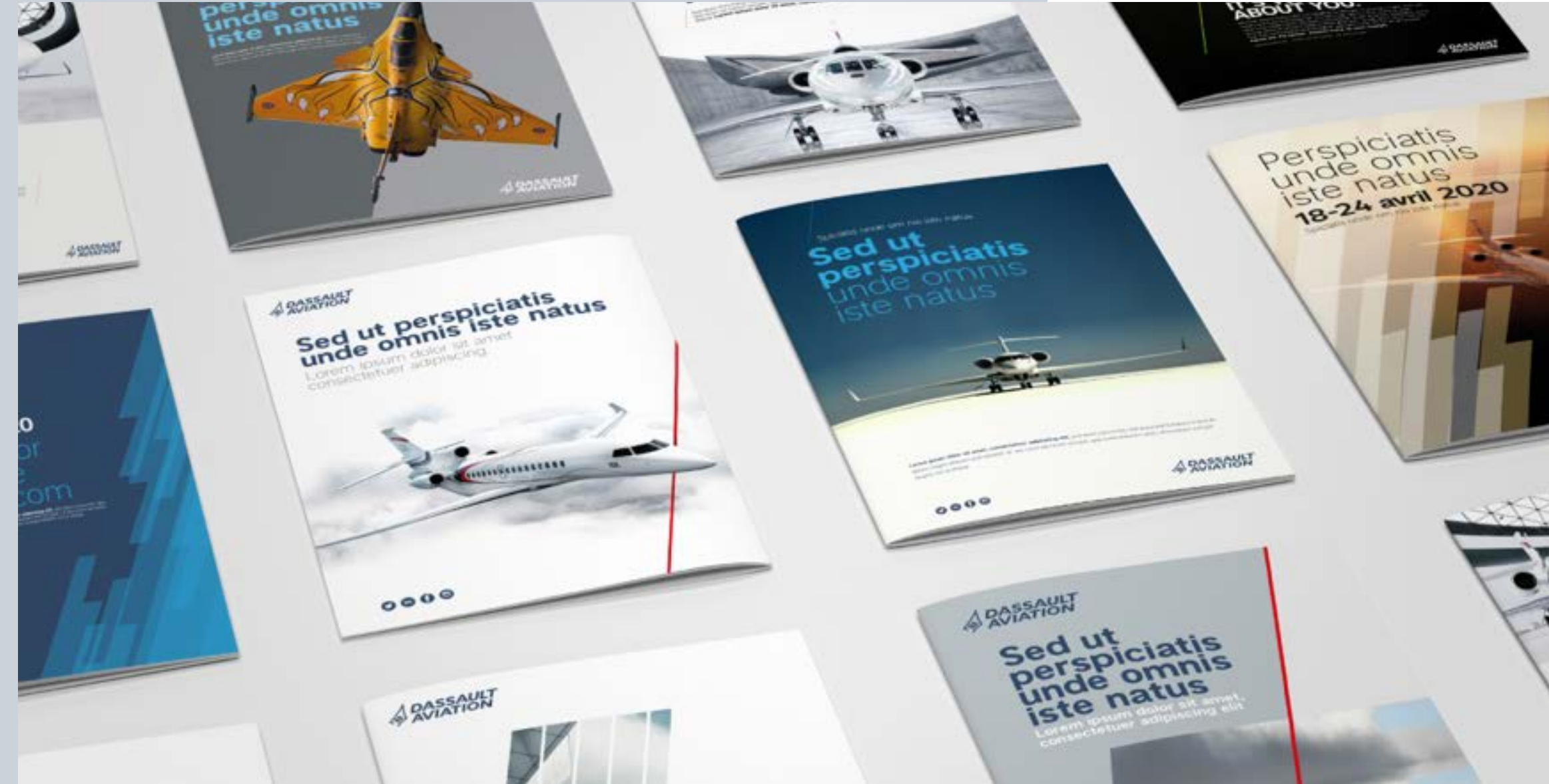
THE COVERS

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

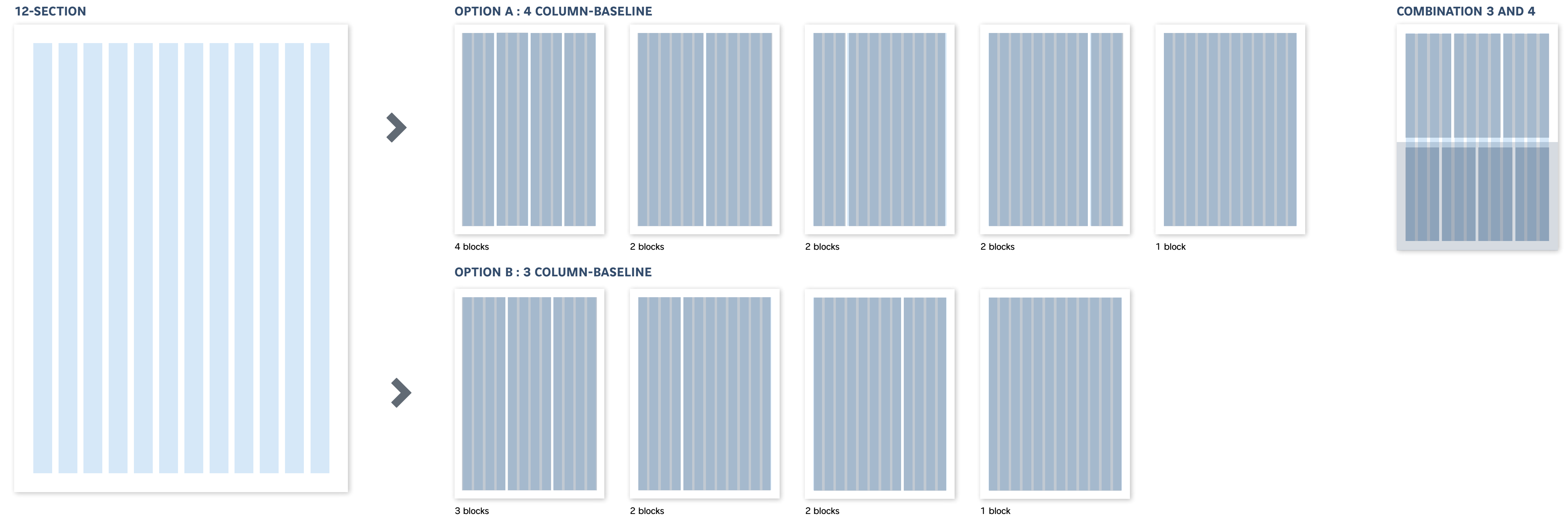


03 / Publication

Examples of covers



Use on inside pages



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



Option B : 3 column-baseline



3 or 4-column baseline



03 / Publication

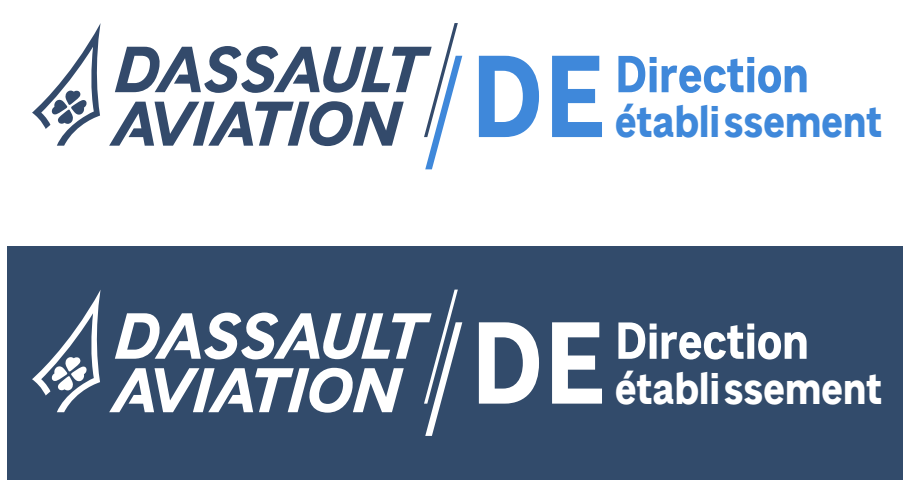
Examples of inside pages



04

DIVISIONS

DE branding



DE favicons

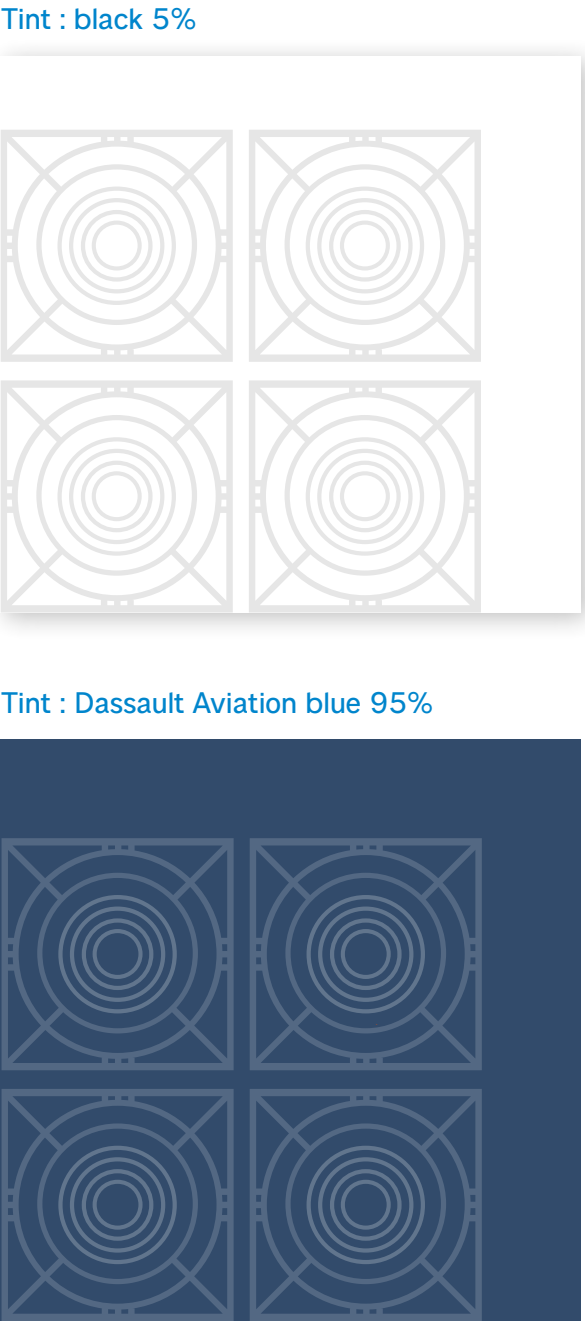


DE Colors

PANTONE 7694 C			
C 93	R 050	# 324B6B	
M 65	V 075		
J 33	B 107		
N 24			
PANTONE 2718 C			
C 69	R 088	# 5887DA	
M 44	V 135		
J 00	B 218		
N 00			
R 125	R 155	R 188	R 222
V 157	V 181	V 205	V 231
B 210	B 223	B 235	B 246
C 56	C 44	C 30	C 15
M 33	M 23	M 15	M 7
J 0	J 0	J 0	J 0
N 0	N 0	N 0	N 0
# 7D9DD2	# 9BB5DF	# BCCDEB	# DEE7F6
PANTONE 653 C			
C 86	R 049	# 316195	
M 59	V 097		
J 19	B 149		
N 4			



DE - Saint-Cloud design



BRANDING DIVISIONS

Signage must comply with composition rules on page 13 and the 1-line short-name variant.

On a white background, the division is written in the dedicated color.

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

Specific colors for each division have been selected to personalize and identify them. These unique colors must be used only for the communications of the division that have an associated color.

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.

DE DESIGN

This pattern, unique to each establishment, is not a logo. It is a graphic element to be used as a background screen or watermark on DE communications.

DEC branding



DEC favicons



DEC Colors

PANTONE 7694 C

C 93	R 050	# 324B6B
M 65	V 075	
J 33	B 107	
N 24		

PANTONE 322 C

C 86	R 000	# 006B73
M 34	V 107	
J 44	B 115	
N 24		

R 51	R 102	R 153	R 204
V 137	V 167	V 196	V 226
B 144	B 272	B 199	B 227

C 76	C 62	C 45	C 24
M 26	M 18	M 10	M 4
J 39	J 32	J 23	J 12
N 9	N 2	N 0	N 0
# 338990	# 66A7AC	# 99C4C7	# CCE2E3

PANTONE 567 C

C 87	R 020	# 143D34
M 47	V 061	
J 68	B 052	
N 60		



BRANDING DIVISIONS

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

HSE branding



HSE favicons

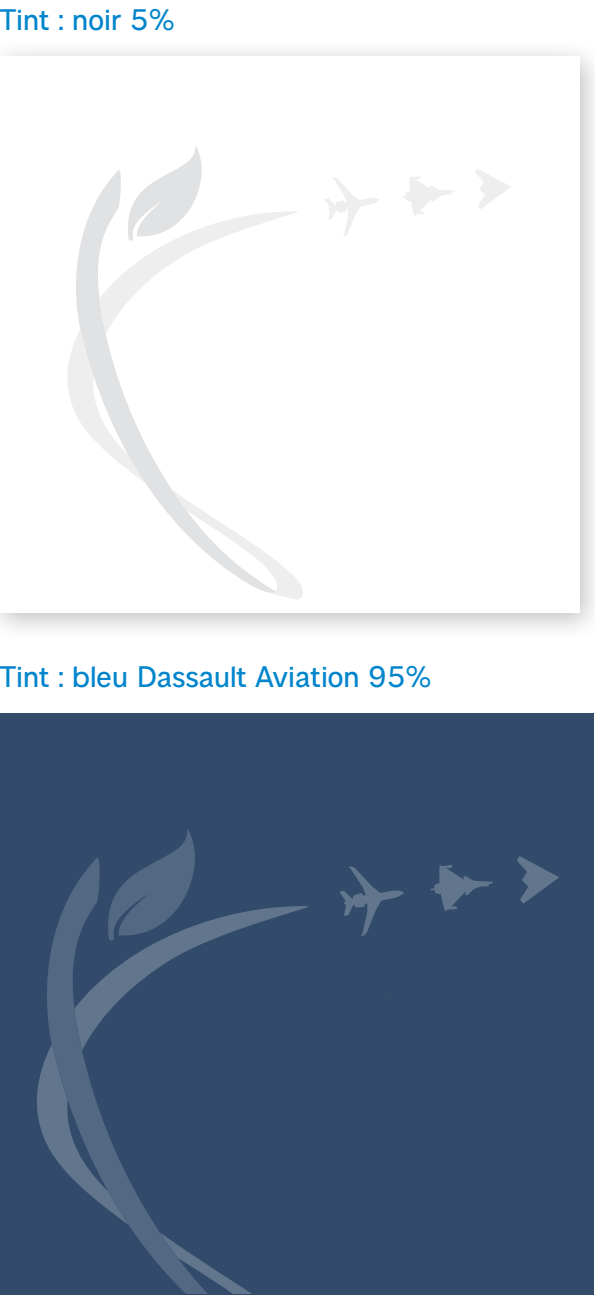


HSE colors

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
C 72	C 59	C 44	C 24
M 0	M 0	M 0	M 0
J 53	J 40	J 28	J 15
N 0	N 0	N 0	N 0
# 33B393	# 66C6AE	# 99D9C9	# CCECE4
PANTONE 329 C			
C 100	R 000	# 00655D	
M 00	V 101		
J 55	B 093		
N 44			



HSE design



BRANDING DIVISIONS

Signage must comply with composition rules on page 13 and the 1-line short-name variant.

On a white background, the division is written in the dedicated color.

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.

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UTILIZATION

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COLORS

Specific colors for each division have been selected to personalize and identify them. These unique colors must be used only for the communications of the division that have an associated color.

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 pattern, unique to each establishment, is not a logo. It is a graphic element to be used as a background screen or watermark on HSE communications.



RH branding

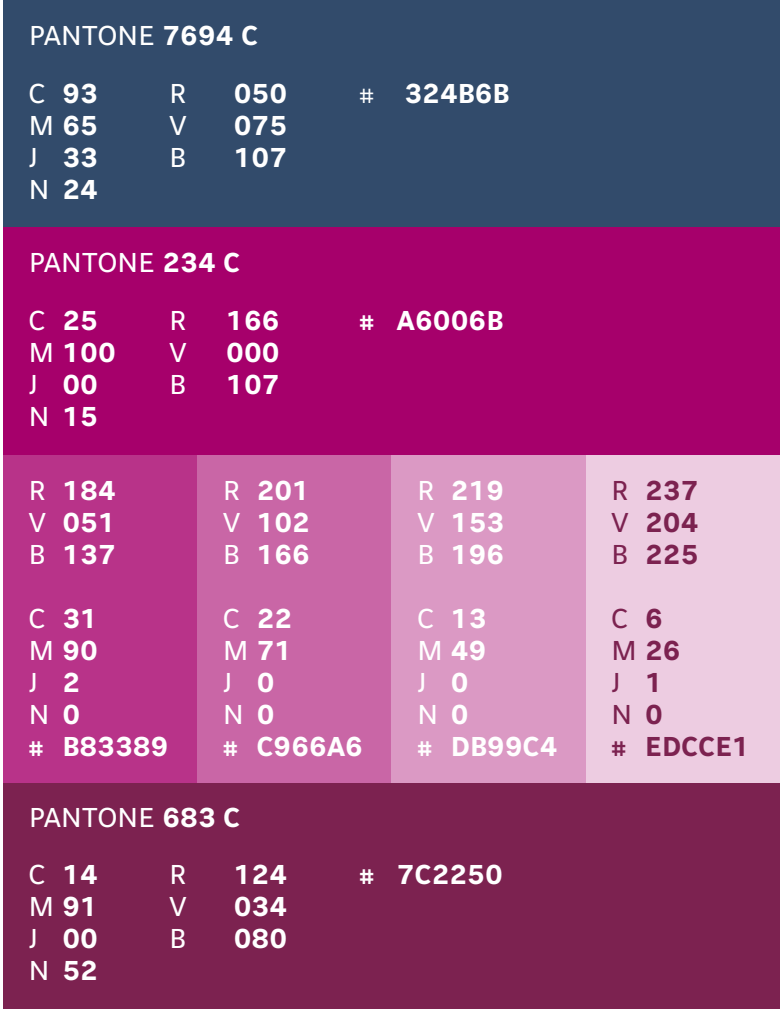


For other examples of signage, you can consult the brand center.

RH favicons



RH colors



BRANDING DIVISIONS

Signage must comply with composition rules on page 13 and the 1-line short-name variant.

On a white background, the division is written in the dedicated color.

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

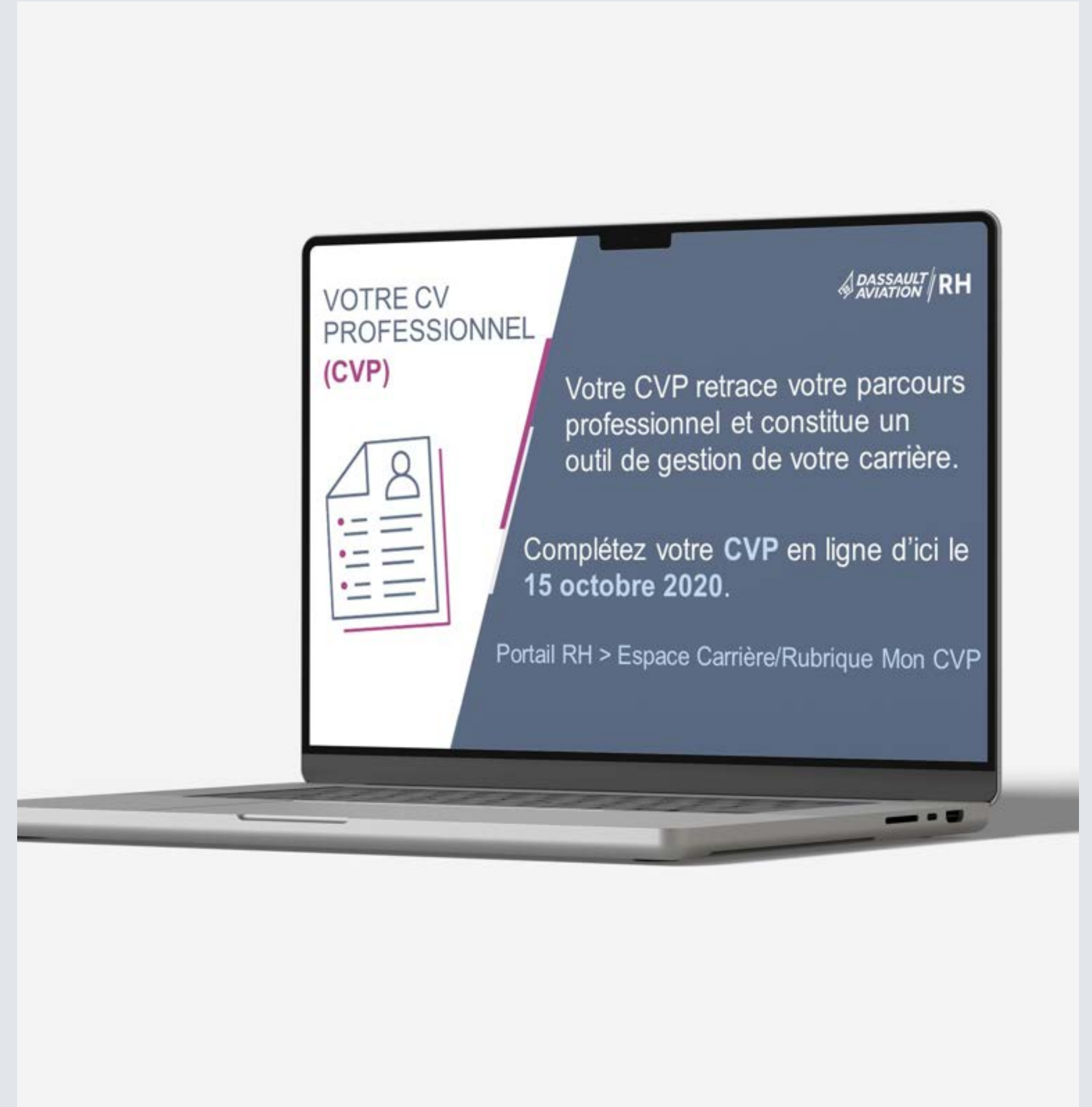
Specific colors for each division have been selected to personalize and identify them. These unique colors must be used only for the communications of the division that have an associated color.

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 Human Resources (RH)



RSE branding



RSE favicons



RSE 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
C 71	C 59	C 43	C 24
M 8	M 1	M 0	M 0
J 26	J 21	J 15	J 8
N 0	N 0	N 0	N 0
# 33ADBBD	# 66C1CE	# 99D6DE	# CCEAEF
PANTONE 7701 C			
C 90	R 000	# 006478	
M 40	V 100		
J 35	B 120		
N 25			



BRANDING DIVISIONS

Signage must comply with composition rules on page 13 and the 1-line short-name variant.

On a white background, the division is written in the dedicated color.

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

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COLORS

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

Safety branding



Safety favicons



BRANDING DIVISIONS

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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.

Safety colors

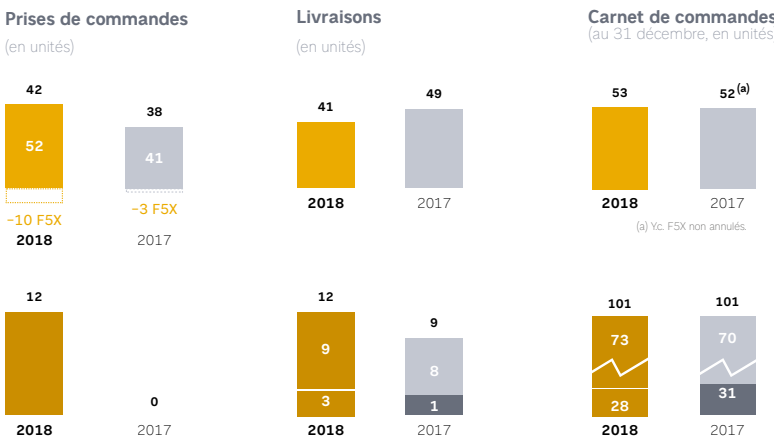
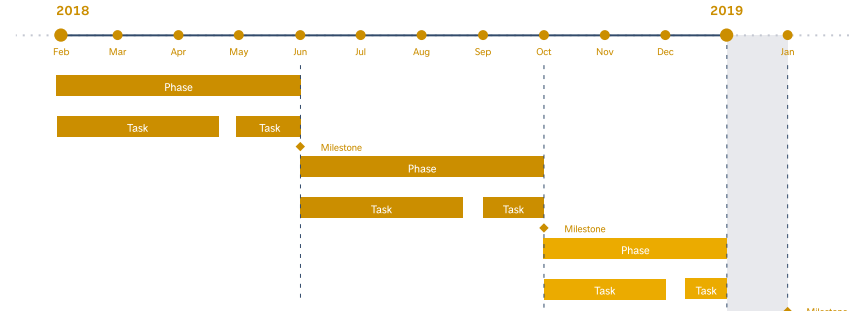
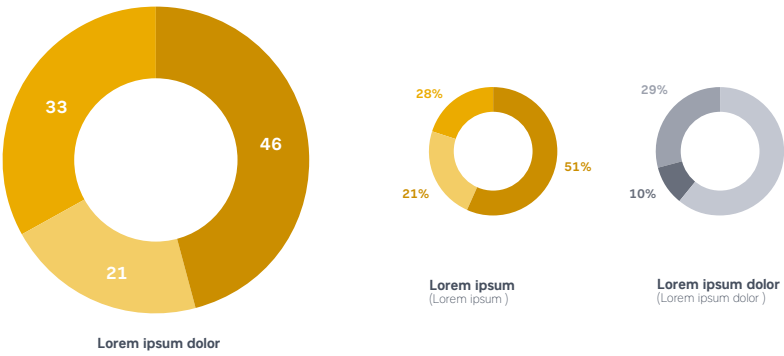
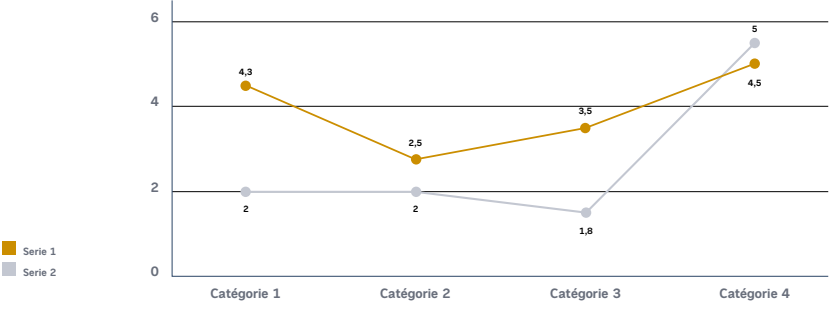
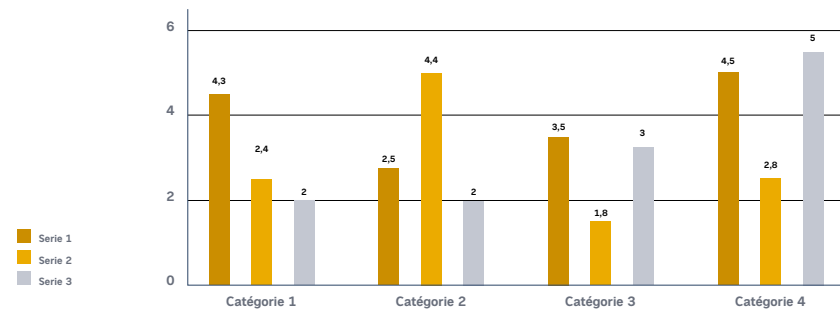
PANTONE 7694 C			
C 93	R 050	# 324B6B	
M 65	V 075		
J 33	B 107		
N 24			

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

C 7	C 6	C 4	C 2
M 27	M 20	M 13	M 6
J 86	J 69	J 48	J 25
N 0	N 0	N 0	N 0
# EFBC33	# F3CD66	# F7DD99	# FBEECC

PANTONE 131 C			
C 00	R 203	# CB8E0A	
M 36	V 142		
J 100	B 000		
N 15			



UTILIZATION

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

COLORS

Specific colors for each division have been selected to personalize and identify them. These unique colors must be used only for the communications of the division that have an associated color.

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

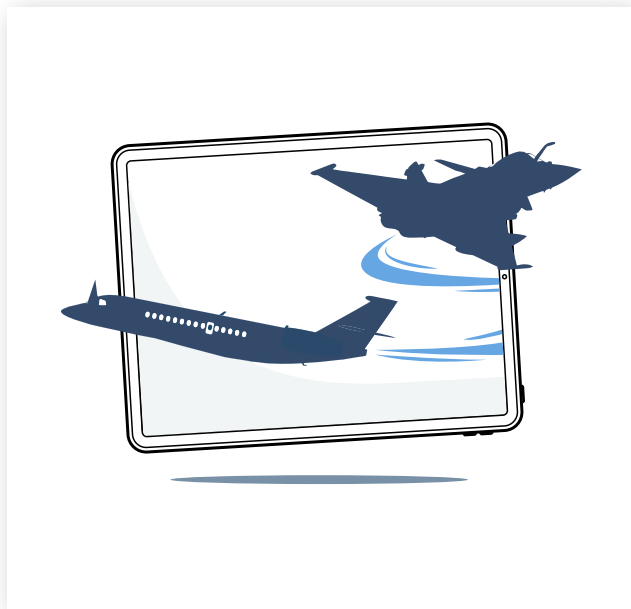
Apriso branding and colors



The Apriso logo is displayed on a dark blue background. The Dassault Aviation logo is in white, and "APRISO" is in a larger, bold white font.

PANTONE 7694C			
C 93	R	050	
M 65	V	075	
J 65	B	107	
N 24	#	324B6B	

Apriso design



BRANDING AND COLORS FOR INTERNAL THEMES

Internal working groups themes have logotype, a dedicated color, and sometimes a pattern that allow immediate recognition of their communication. These graphic elements follow the usage rules of Dassault Aviation's graphic system.

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.

Customer support branding and colors



The Customer Support logo is displayed on a dark blue background. The Dassault Aviation logo is in white, and "CUSTOMER SUPPORT" is in a larger, bold white font.

BLEU DASSAULT AVIATION	
60%	
# 8493A6	

Customer support favicons



Customer support design

Tint : black 5%



Tint : Dassault Aviation blue 95%



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.

05 / Internal working groups

SI - Vigilants ensemble

SI branding and colors



PANTONE 7678 C

C 67	R 114
M 80	V 72
J 00	B 150
N 00	# 724896

SI design



Examples of SI logtypes



SI informations favicons



BRANDING AND COLORS FOR INTERNAL THEMES

Internal working groups themes have logotype, a dedicated color, and sometimes a pattern that allow immediate recognition of their communication. These graphic elements follow the usage rules of Dassault Aviation's graphic system.

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.

Vigilants ensemble branding and colors



PANTONE 206 C

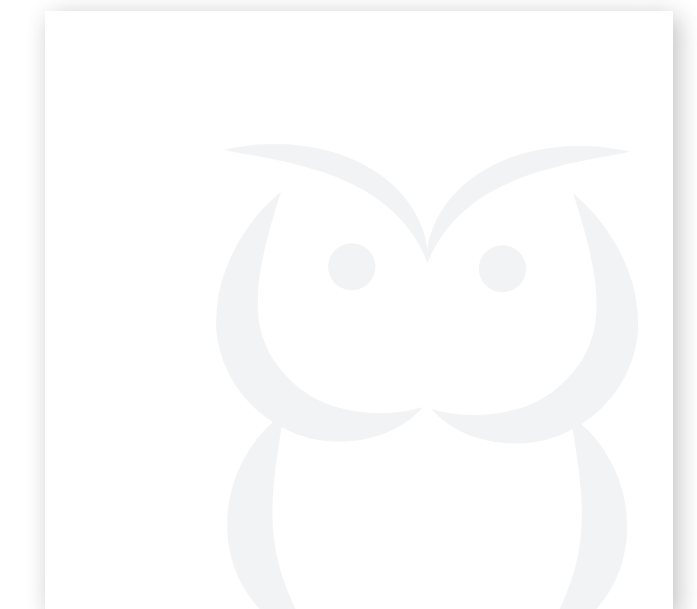
C 00	R 215
M 100	V 000
J 55	B 077
N 00	# D7004D

Vigilants ensemble favicons



Vigilants ensemble design

Tint : black 5%



Tint : Dassault Aviation blue 95%



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.

INNOVLAB branding and colors



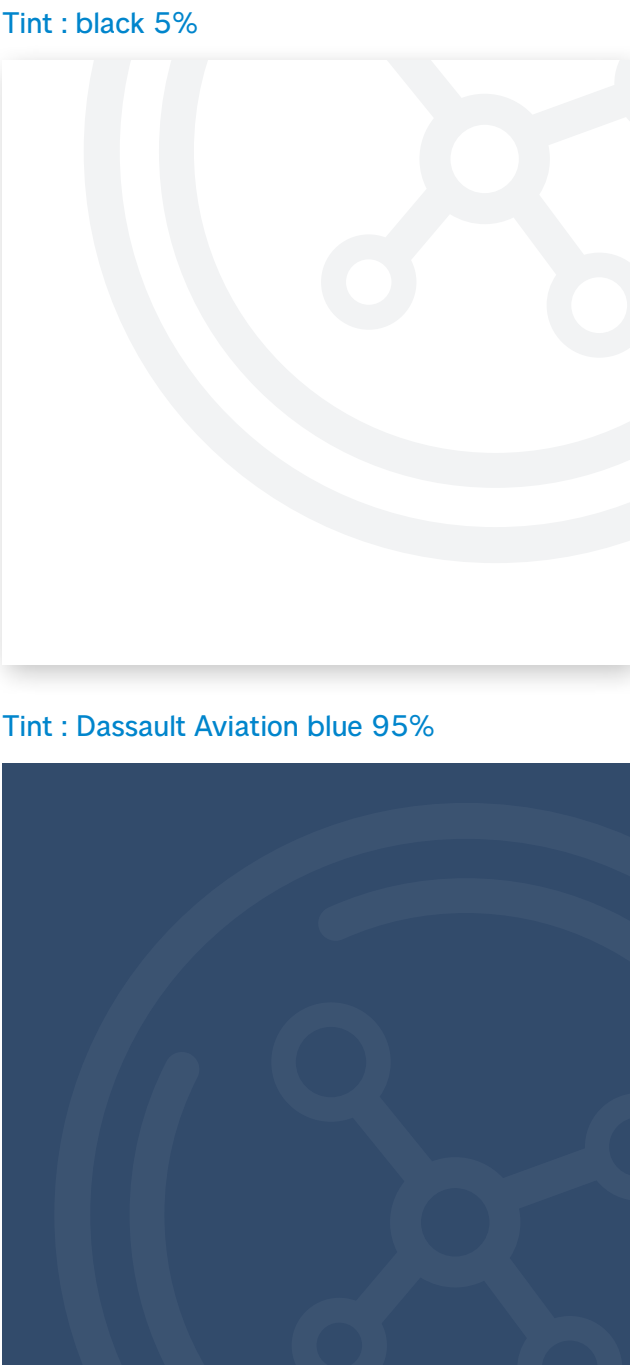
Examples of INNOVLAB logtypes



INNOVLAB favicons



INNOVLAB design



BRANDING AND COLORS FOR INTERNAL THEMES

Internal working groups themes have logotype, a dedicated color, and sometimes a pattern that allow immediate recognition of their communication. These graphic elements follow the usage rules of Dassault Aviation's graphic system.

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.

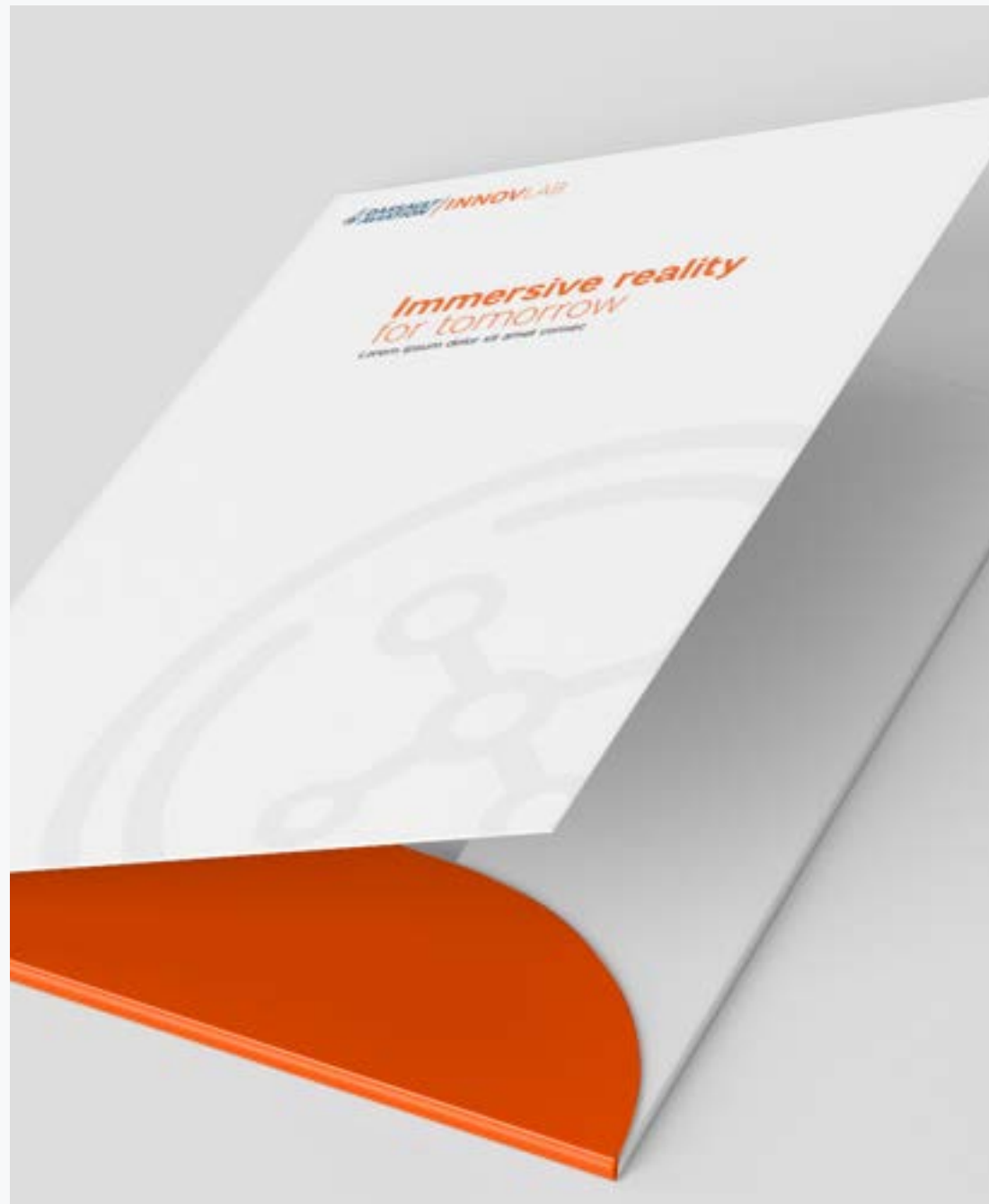
On white backgrounds, themes are displayed in the main color. On blue backgrounds, themes are displayed in white. Logotypes and internal entities are always displayed on the upper left corner.

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.

05 / Internal working groups

Customer support - InnovLab - SI Informations - Vigilants ensemble



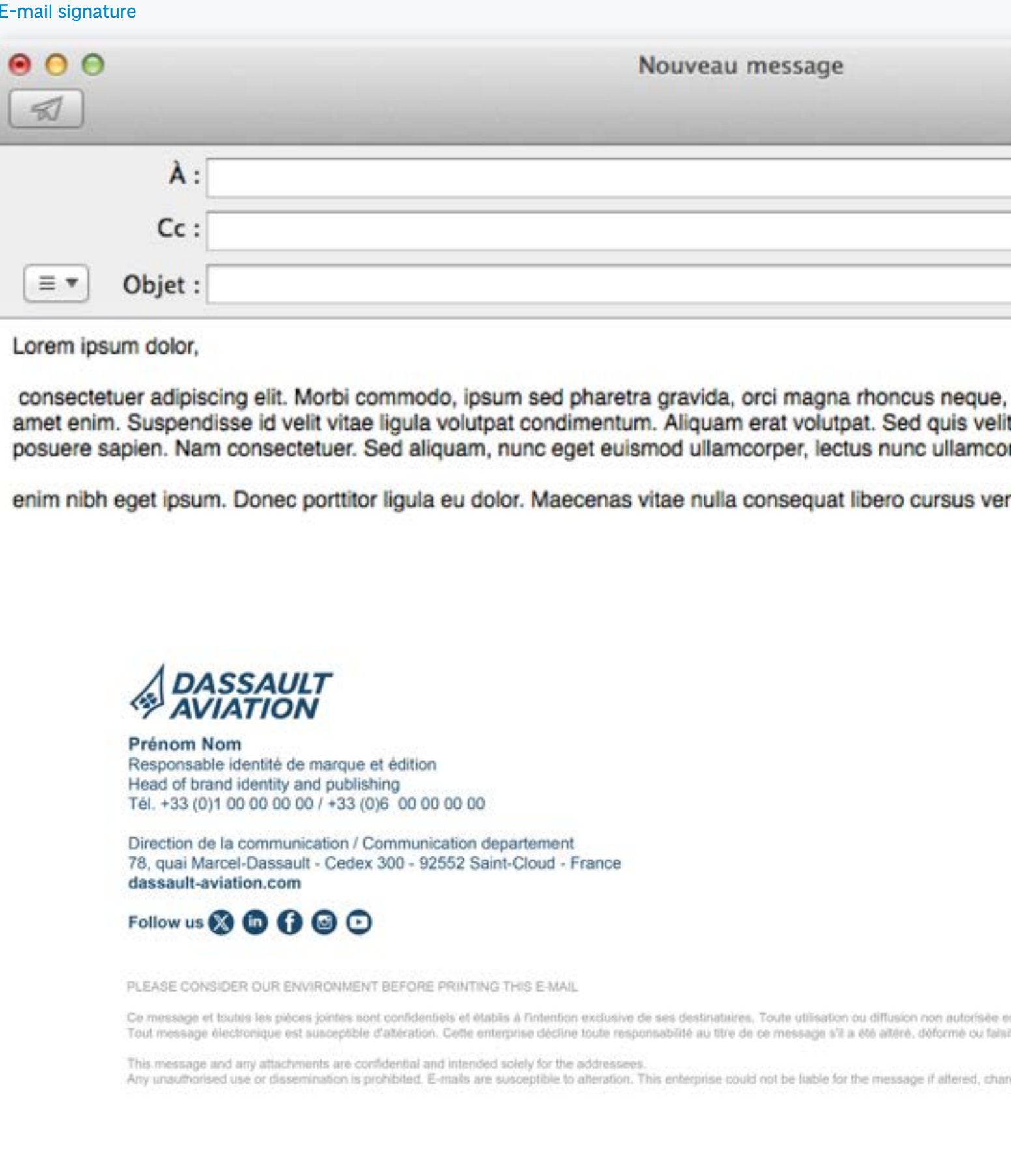
06

CORPORATE
MEDIA



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)

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 Xerferfe ribus, odipidus aut et et votorem periate pre ipsapel idelit, nimillam, ut esequodi omnimus id ml, ommoluptam experti volendelit faci blautemquas aut eostota ecerferro modis re sin nonse vel ipit enis ut experti proratus doloriorem et quatem as si omnis qui unt vollect utlilo inverib usanden tibeatlat lia cus repror rem et invenesequid ut aut volent este volupta speribuscias id quae. Ut rem. Itam, qui tem quis ellestenis volorem aliquid ma connit poresti istisque modiscimenis es aliquataquae venimil ene nit enis ra doluptia voluptas adi corum doluptur veniae porero moluptatus es nihilla ceperror ad escitio nsequas num inveliqi cupti niatem qui blatio ent.

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Communication Financière
Armelle Gary - Tél. +33 (0)1 47 11 84 24 - armelle.gary@dassault-aviation.com

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

 **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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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

CONTACTS PRESSE Communication institutionnelle Stéphane Fort / Mathieu Durand Tél : +33 (0)1 47 11 86 90 (85 88) stephane.fort@dassault-aviation.com mathieu.durand@dassault-aviation.com	Communication Falcon Vadim Feldzer / Marie-Alexandrine Fouillard Tél : +33 (0)1 47 11 44 13 (64 23) vadim.feldzer@dassault-aviation.com marie-alexandrine.fouillard@dassault-aviation.com
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Photos HD : mediaprophoto.dassault-aviation.com
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

Breaking news

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 for Dassault Aviation, featuring a stylized delta symbol to the left of the words "DASSAULT AVIATION" in a bold, sans-serif font.

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 black ink, appearing to read "Eric Trappier".

Éric Trappier
Président-directeur général

DIRECTION DE LA COMMUNICATION

The Dassault Aviation logo, consisting of a stylized delta symbol followed by the words "DASSAULT AVIATION" in a bold, sans-serif font.

Website news

ACTUS

N°00
03/03/2020

Mingraz

CONFÉRENCE DE PRESSE
RÉSULTATS 2019

Vitate lamus, surtatote volgatas et cariores mivnent.

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INFORMATIONES INTERINES



Word template for tributes

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HOMMAGE

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Information System

Word template for Internal memo


**DASSAULT
AVIATION**

NOTE INTERNE
 Saint-Cloud, September 25th, 2019

DIRECTION XXXXXXXXXXXXX

XXX nr 31/2019

XX/XXXX

DESTINATAIRE(S) :

Tous directeurs

COPIES :

MM. E. TRAPPIER

L. SEGALEN

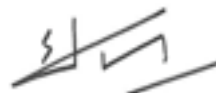
B. GIORGIANNI

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

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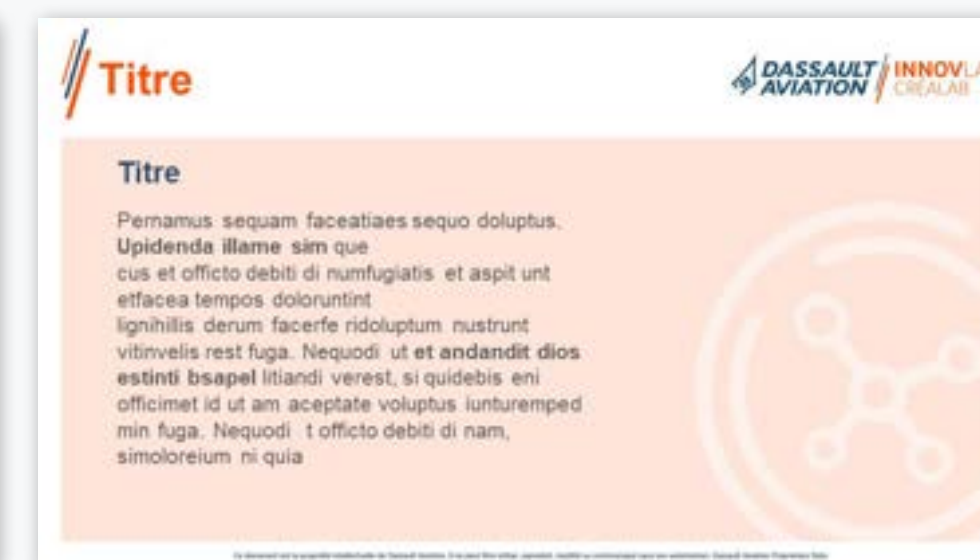
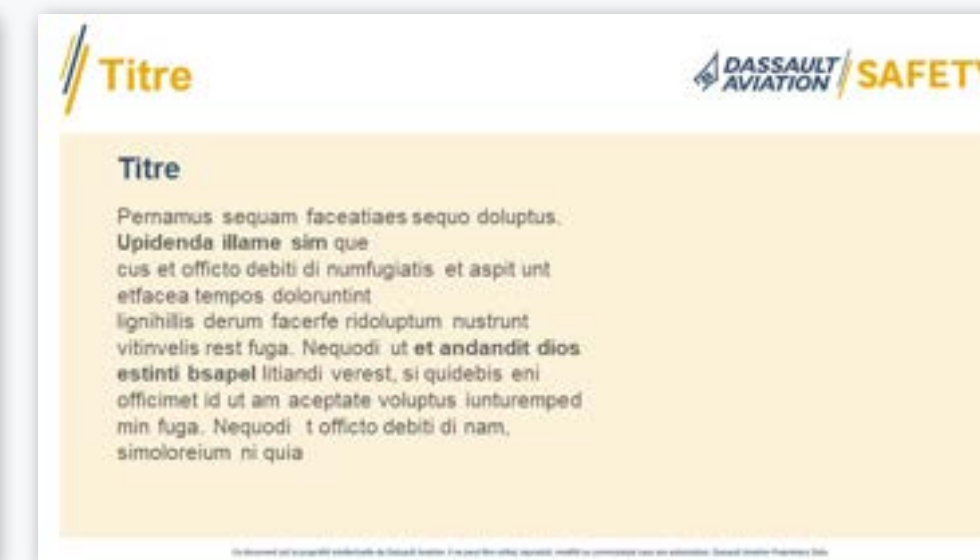
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Éric Trappier

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Word template for Press review



POWERPOINT

Screen communication slide examples are shown above.

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



LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING
SED DIAM NONUMMY NIBA

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

DUIS AUTEM VEL EUM IRURE DOLOR IN HENDERIT IN VULPUTATE VELIT ESSE MOLESTIE CONSEQUAT, VEL ILLUM DOLOR EU FEUGIAT NULLA FACILIS AT VERO EROS ET ACCUSMAN ET IUSTO ODIO DIGNISSIM QUI BLANDIT PRAESENT LUPATUM ZZRII DELENIT AUGUE DUIS DOLOR TE FEUGAIT NULLA FACILISI.

LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPISCING ELIT.

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Slide with graphs

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SED DIAM NONUMMY NIBA

Prises de commandes (en unités)

Modèle	2018	2017
FALCON	42	38
RAFALE Export	12	0

Livraisons (en unités)

Modèle	2018	2017
FALCON	41	40
RAFALE Export	12	9

Carnet de commandes (en unités)

Modèle	2018	2017
FALCON	63	62 ⁽¹⁾
RAFALE Export	73	70

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Slide only containing text in

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Slide with title and large image

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SED DIAM NONUMMY NIBA

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

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Slide only containing text in two columns

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING
SED DIAM NONUMMY NIBA

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLOR MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCI TATION ULLAMCORPER SUSCIPIT LOBORTIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.

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Slide with text and an image

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Slide with a table

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SED DIAM NONUMMY NIBA

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER

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Slide with a diagram

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Slide with a full-bleed image

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SED DIAM NONUMMY NIBA

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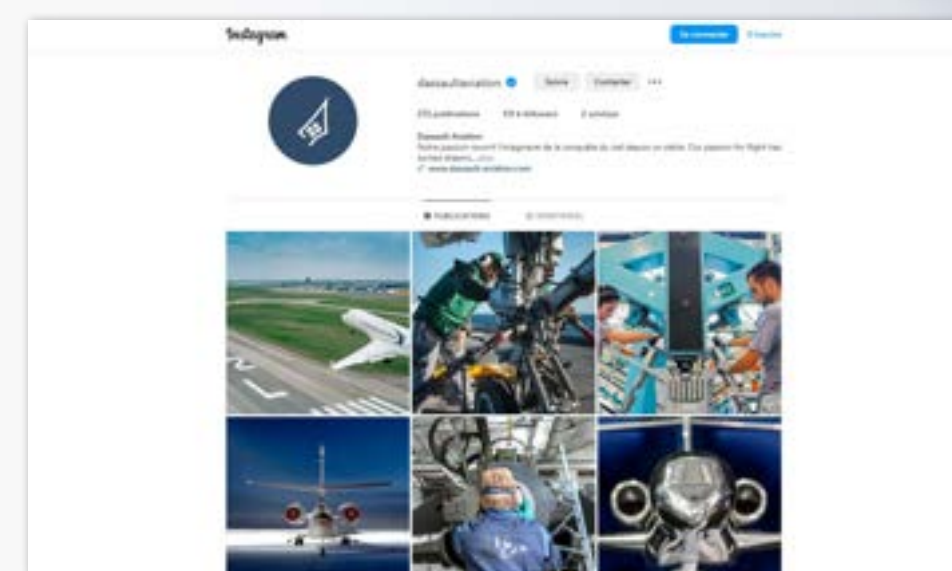
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Slide with multiple images

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.

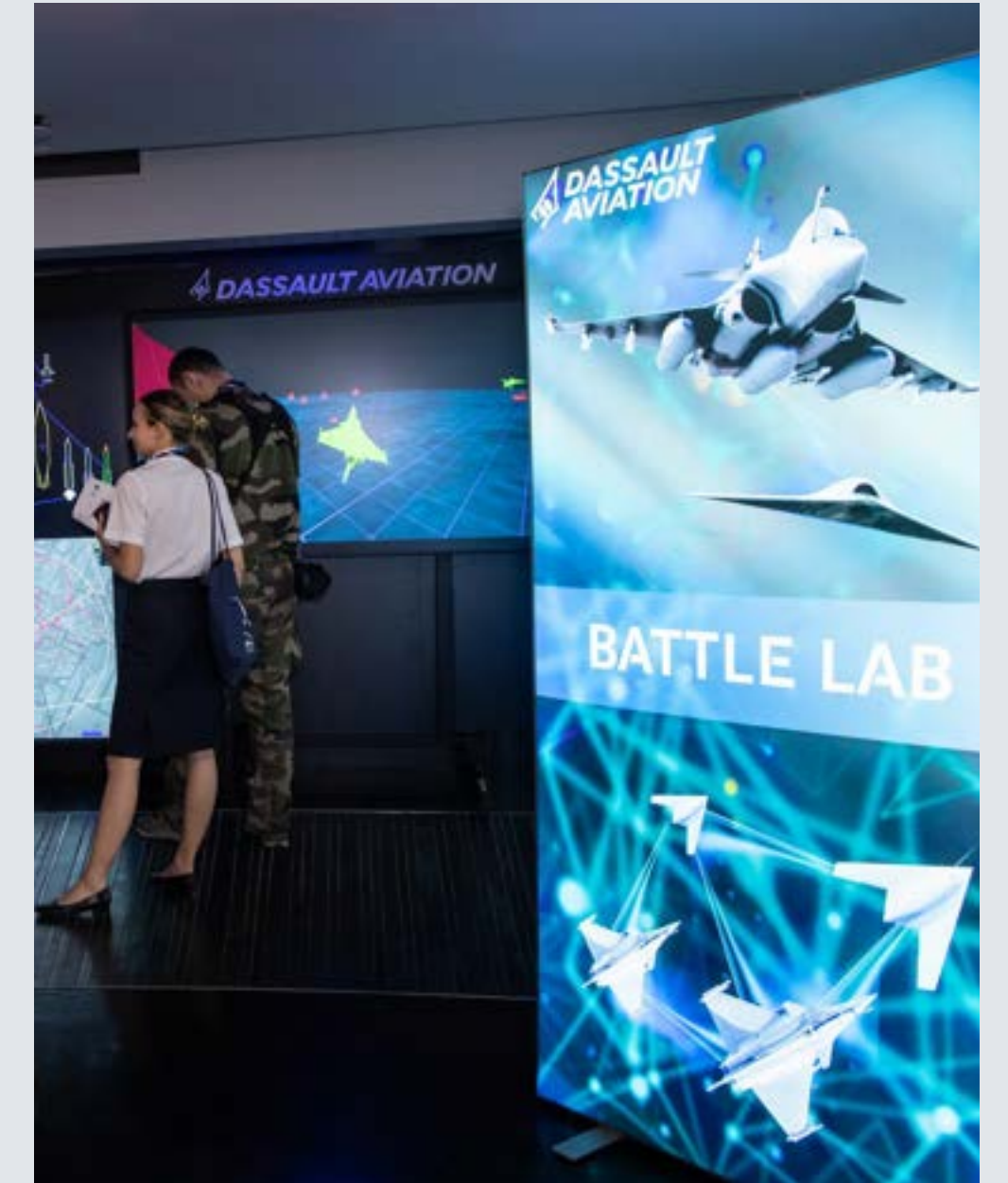
BATTLE LAB
DASSAULT AVIATION



**DASSAULT
AVIATION**



BATTLE LAB (())
DASSAULT AVIATION



07 / Other designs Exhibition booth





CONTACT

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Tél. +33 (0)1 47 11 56 09 / +33 (0)6 75 17 78 16

Direction de la communication / Communication

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Brand center on the internet

brandcenter.dassault-aviation.com



Brand center on the intranet

Deltanet > communication section > Brand center