GRAPHIC CHARTER

Optim'Action Gestion

Optim'Action
Gestion

Logo Presentation

The Optim'Action Gestion logo is built around a circular movement made of fluid, harmonious curves, symbolizing continuity, coordination, and ongoing optimization. The organic shapes convey adaptability and strategic support, while the circular dynamic evokes progress and well-controlled performance.

The deep petrol blue, sage green, and matte gold palette combines rigor, balance, and value creation. The whole projects the image of a modern, reliable firm oriented toward structured, sustainable management.

Logo Variations

The Optim'Action Gestion logo has several variations so it can adapt to any context or medium while preserving its legibility and graphic integrity.





For White background



Colored background



Dark or black background

COLORS

Three color modes are defined depending on the medium: four-color process (CMYK), RGB, and a monochrome version. These variations ensure visual consistency and optimal legibility across all media.

des supports.

PRIMARY COLORS

Petrol blue
#1C3644

Sage green
#9AAFA3

Matte gold
#BF9D5E

Optim'Action Gestion

CMYK: values per Illustrator print color profile.

CMYK

For use in print projects. Brochures, flyers, business cards, etc.

Petrol blue
C/M/Y/K 94 / 64 / 49 / 51

Sage green
C/M/Y/K 47 / 19 / 38 / 3

Matte gold
C/M/Y/K 21 / 37 / 73 / 9

Optim'Action Gestion

RGB: values for screen display.

RGB

For screen display.

Petrol blue
R/G/B 28 / 54 / 68

Sage green
R/G/B 154 / 175 / 163

Matte gold
R/G/B 191 / 157 / 94

Optim'Action Gestion

MONOCHROME

For monochrome use. Fax, photocopying...

C/M/J/N
C/M/Y/K
0 / 0 / 0 / 100

Typography

Montserrat - main typeface
Futura - secondary typeface

Montserrat is the main typeface of Optim'Action Gestion and forms the visual signature of the brand. Futura is used as a complement to highlight certain key elements and add character to the visual identity.

Title

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Subtitle

Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Body Text

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Taglines / Keywords

Futura Medium / Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Logo Usage

The Optim'Action Gestion logo must be used consistently across all communication materials. It can be applied to promotional items (t-shirts, tote bags, bottles, mugs) as well as professional materials (signage, pens, documents, business cards) and digital mockups (mockups, presentations).



T-shirt



Tote Bag



Bottle



Mug



