

# DIGITAL GUIDELINES FOR WEBSITE APPLICATIONS

2018 Edition



**BNP PARIBAS**

The bank for a changing world

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**01-INTRODUCTION**

02-COHERENCE

03-FLEXIBILITY

04-LINKS,CONTACTS

## WHY ARE BNP PARIBAS' DIGITAL CHARTS EVOLVING?

Three years after the launch of BNP Paribas Group's new visual identity, an evolution of its digital chart (for web, apps and social networks) became necessary.

To reflect our positioning as "The bank for a changing world", we needed to factor in the growing importance of mobile in digital use, the shift from web design in the mobile-first era, and the digital ambitions of the Group.

To achieve these aims, we decided:

- To become more flexible by removing the constraints within the digital chart that are now obsolete following recent developments in web, apps and social networks,
- To maintain visual coherence by capitalising on our most distinguishing and identifying brand codes; the logo and signature; BNP Paribas Green, two bespoke typefaces, and the iconographic style.

We named these codes "brand core assets". Simple but essential rules must be respected when these are used on the web, apps and social networks.

By seeking to achieve a better balance between flexibility and coherence, we offer a consistent, high-performance visual identity that will deliver simplified, relevant and innovative experiences for our users.

This new approach applies to the websites, applications and social networks used by the brands and subbrands using the taking flight symbol on a green square.

## WHAT'S NEW IN THIS WEB CHART?

This document is the web component (mobile and desktop interfaces) of the digital chart. To explain the application of this new approach to web branding, let's compare the design of the website to a cake, and this chart to a recipe.

We allow you to create the cake that best meet the needs of users, we provide you with all the essential ingredients (the brand core assets), but let you have more flexibility in baking the actual cake.

However, in branding as in baking, some basic rules are inevitable if the whipped cream is to peak.

We haven't neglected to enumerate these rules in this document. We count on you to put them into practise. The kitchen team must show solidarity!

Become ambassadors of the BNP Paribas brand, taking care to respect the integrity the subbrands taking a flight symbol on a green square and of all the digital projects implemented by these, both internally and externally.

So now, let's get cooking!

**The Branding Team**

01-INTRODUCTION

**02-COHERENCE**

03-FLEXIBILITY

04-LINKS,CONTACTS

OVERVIEW

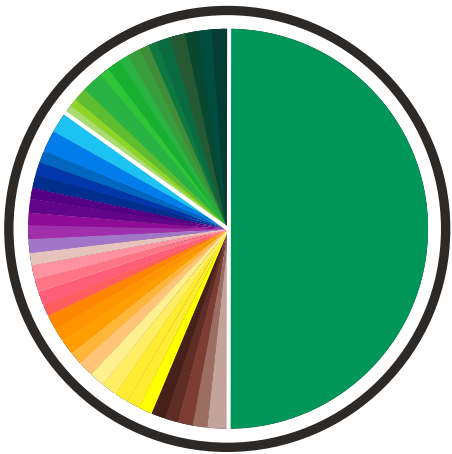
The four core assets presented here are the most easily identifiable elements of our brand’s identity, catalysts of recognition.

That’s why we have decided to reinforce their dosage in the recipe of our website’s visual identity.

In the following pages, you will find the principles that govern their use and, when applied correctly and consistently, will guarantee the strength of these assets and of our brand.



The logo with its signature



The color palette with the BNP Paribas Green in top sequence



Our two bespoke typefaces



Image library: photo, illustration, pictograms

# 01-LOGO AND SIGNATURE




USER GUIDELINES

The logo always appears:

- greater than 24 pixels in height,
- in its RGB and 3D version,
- on a white background,
- as the header and footer on mobile and desktop interfaces,
- accompanied by signature on desktop view.

The choice of one of the versions shown on the right depends on both the interface and the UX needs. Their applications are detailed in the following pages.

With each use of the logo with its signature, it is imperative to respect the zones of protection illustrated here.

 For more information on the logo, [click here](#).  
For more information on the Brand Block, [click here](#).

01



Horizontal Brand Block with the signature on three lines

This is the recommended and preferred version.  
It ensures optimal visibility of the signature.

02



Compact Brand Block

This must only be used as a second choice:

- when space is limited,
- when the Horizontal Brand Block creates conflict on the page layout.

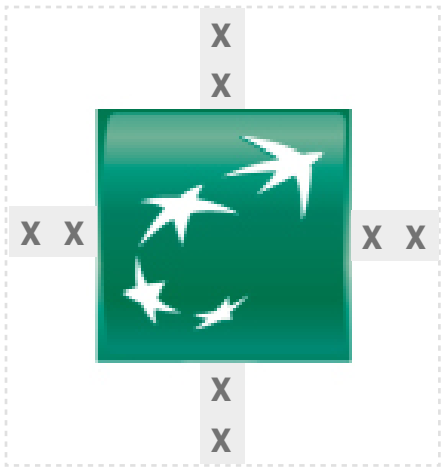
03



Horizontal Logo

This must be used on mobile view only when limited space would not allow for sufficient legibility of the signature.

04



Emblem

1. This can be used in the header, when space is limited in relation to UX requirements:
  - in desktop view, in a sticky menu,
  - in mobile view, in the header.
2. To be used as a Favicon.

## PLACEMENT IN THE HEADER, MOBILE INTERFACE

In mobile view, the presence of the brand is mandatory in the header

- in its upper part,
- left or centred,
- on a white background.

Depending on the space available and UX requirements, the following scenarios are possible.

**i** To create a seamless user experience with the brand, place the menu and principle features in the same place on all the sites your target user will access.

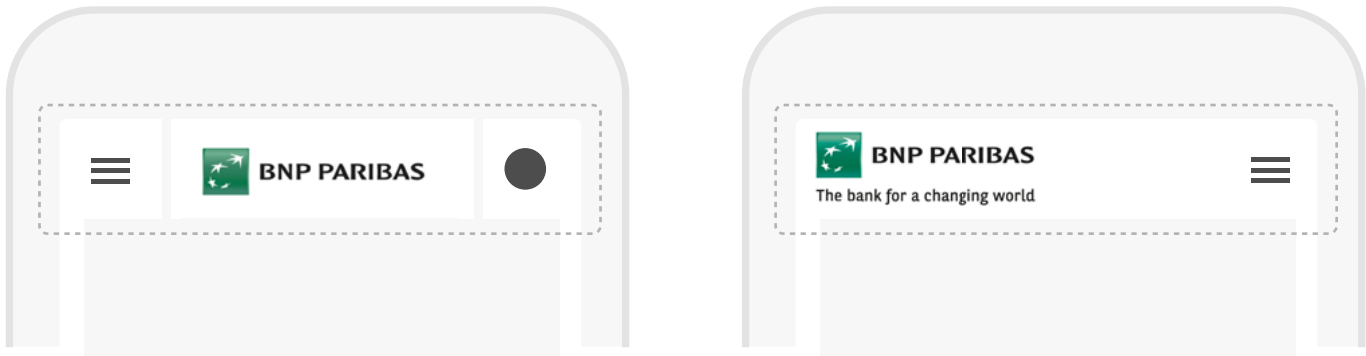
To optimize the screen's surface, the brand can disappear when in scroll mode.

**🔔** In the examples presented here, only the information relating to the logo placement is mandatory. Functional elements are shown for illustrative purposes only.

**✉** Request [the ergonomic guideline chart](#) to learn best practices for header and navigation construction.

**+** Discover more on [the accessibility criteria of the header and navigation](#).

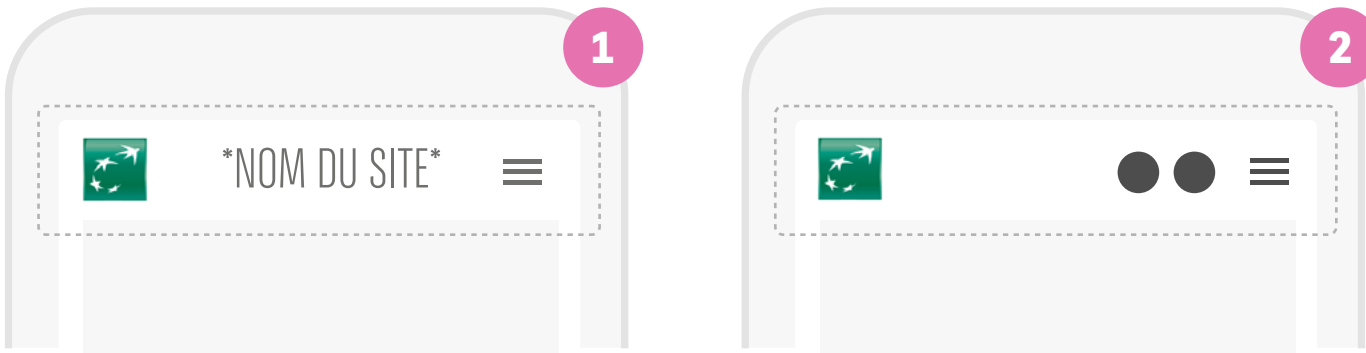
01



### Horizontal logo or compact Brand Block

These are the recommended and preferred versions to ensure optimal visibility of the brand and signature.

02

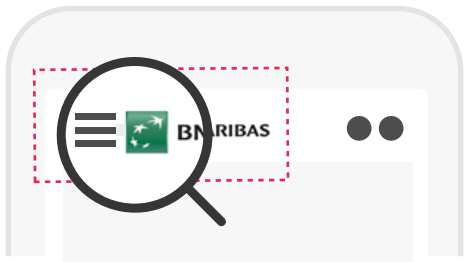


### Emblem

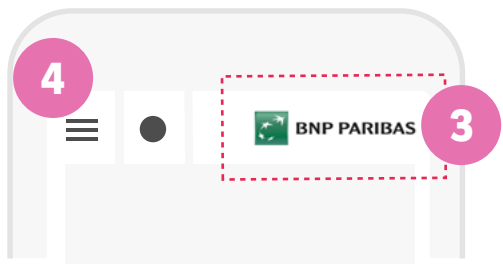
This can be used in the header when:

- 1 The site name must be mentioned (see page 12 for further details),
- 2 The user experience decision requires a maximum amount of free space.

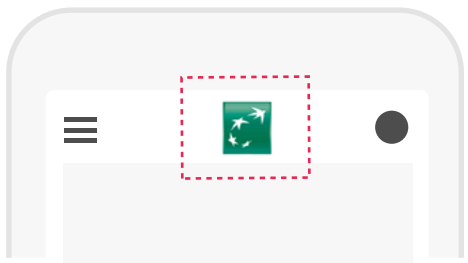
## DON'TS



The zones of protection must be respected.



- 3 The logo or emblem must not be placed to the left of the header.
- 4 Only the burger menu can be placed on the left of the logo or emblem.





When space permits, the horizontal version of the logo is preferred for optimum brand visibility.



# PLACEMENT IN THE HEADER, DESKTOP INTERFACE

In desktop view, the Brand Block must always be placed:

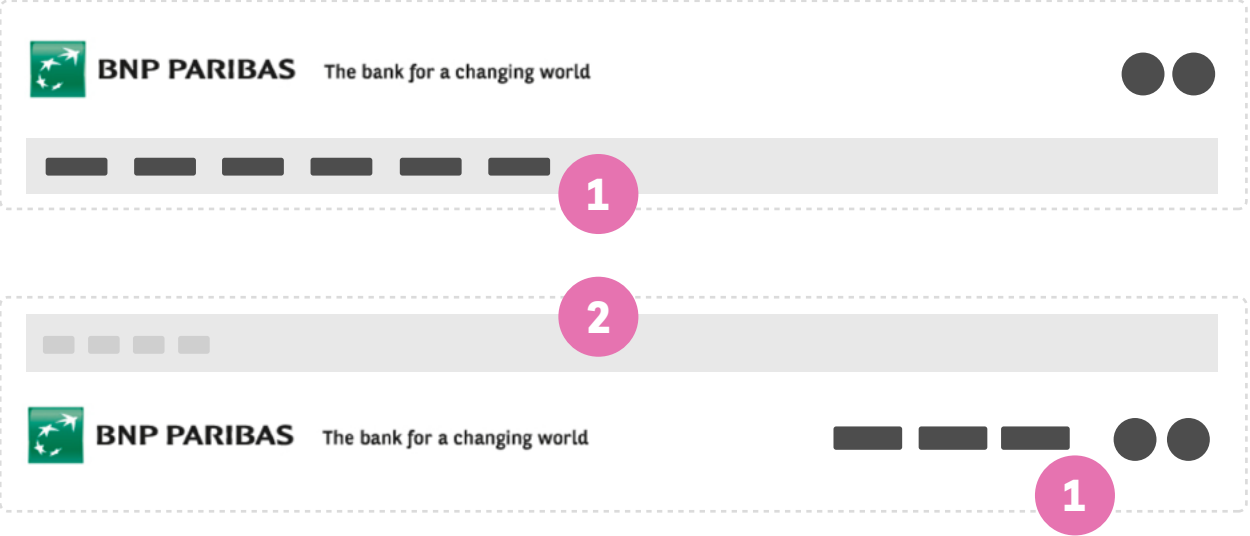
- in the upper part of the header,
- to the left of the interface,
- on a white background,
- together with the signature.

Depending on the space available and UX requirements, the following scenarios are possible.

-  To optimize the screen’s surface, the logotype can disappear when in scroll mode, leaving just the emblem.
-  In the examples presented here, only the information relating to the logo placement is mandatory. Functional elements are shown for illustrative purposes only.

-  Request [the ergonomic guideline chart](#) to learn best practices for header and navigation construction.
-  Discover more on [the accessibility criteria of the header and navigation](#).

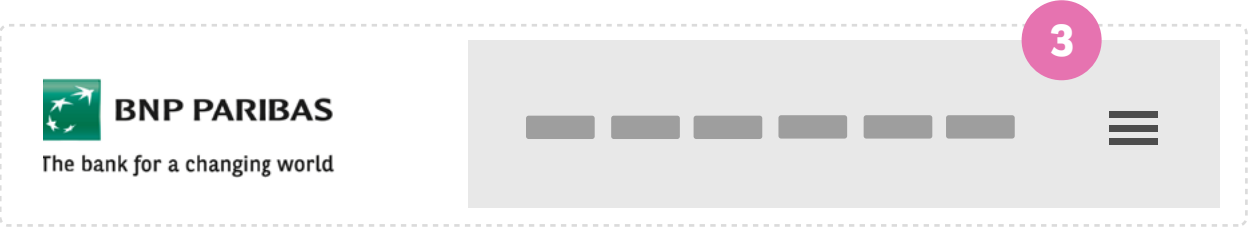
## 01



### Horizontal Brand Block

This is the recommended and preferred version to be used as soon as possible.

## 02



### Compact Brand Block

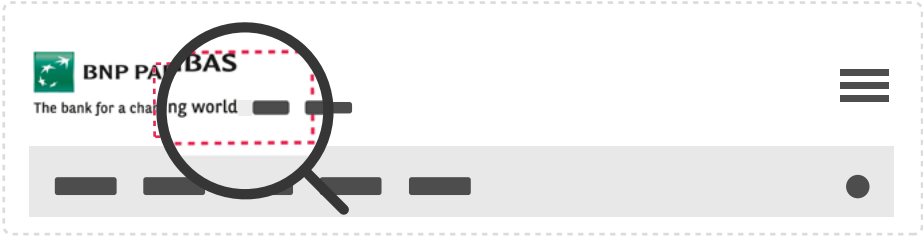
This version can be used to free space to the right of the brand block to allow a navigational or other functional element to be inserted.

## 03

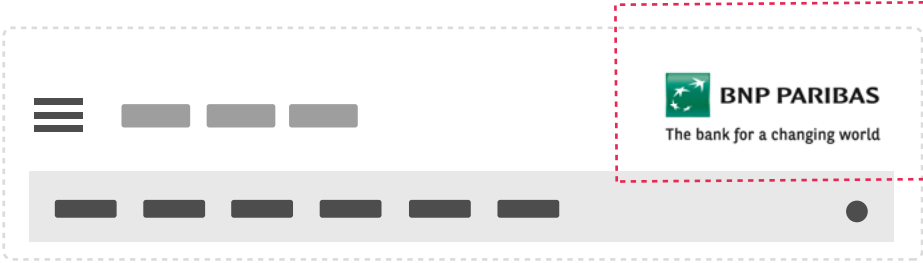
### Only the placement of the Brand Block in the header is determined

- 1 The choices of navigation and menu types are open.
- 2 Horizontal secondary navigation, links or other functional elements can appear above and / or beneath the Brand Block.
- 3 It is possible to place items to the right of the Brand Block.

## DON'TS



The zones of protection must always be respected.



The logo and its signature must obligatorily be placed to the left of the header.

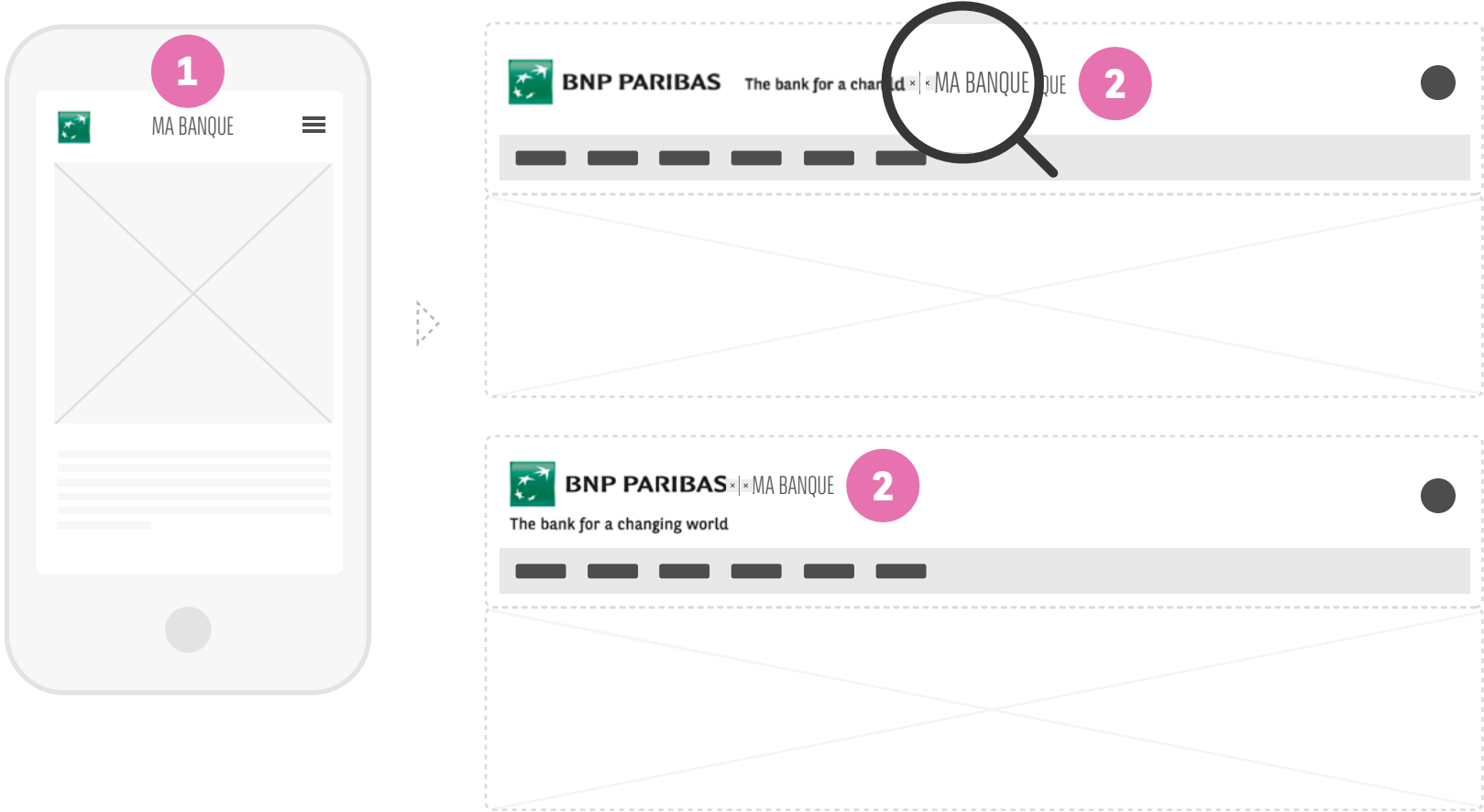
## PLACEMENT IN THE HEADER, SPECIAL CASE FOR WEBSITE NAME

Depending on the interface configuration,  
the website name may be placed:

- inside the header,
- above the floatation line.

Whichever is chosen, the website name  
must be composed in BNPP Sans  
or BNPP Sans Condensed.  
If BNPP Sans is the selected typeface,  
it must be used in a different weight  
or case (capital or lowercase)  
than that used for the signature.

01



1 For the mobile version, the name  
of the descriptor is centred.

2 For the desktop version,  
the descriptor may be placed  
following the brand signature.

In both cases, the site name  
must appear in black on a white  
background.

02




3 4 For mobile and desktop versions,  
the site name may be placed  
above the floatation line in an area  
immediately visible to the user  
on landing on the site (for example,  
directly on the principal visual  
or Hero shot).

PLACEMENT IN THE HEADER,  
SPECIAL CASE  
FOR BRAND CONTENT


Only Brand Content sites may incorporate a label into their header. Brand Content sites are those that:

- have an external communication project,
- are not directly related to the core business of the Group,
- address an audience with an initially non-commercial message,
- where an overly ostentatious brand message could hinder the credibility of the content.

All label creation must be submitted to the Brand Guarantor Team for validation.

 In the cases presented here, only information related to logo placement are mandatory. Other functional elements are shown only as examples.

 For more on label creation, [click here](#).

 [Validate your label creation with the Brand Guarantor Team!](#)

 [Download the Brand Content kit.](#)



Minimum size of the emblem = 24 pixels

Construction

The “by BNP PARIBAS” endorsement is

- obligatory,
- composed in the color and 3D version of the logo,
- placed under the label **1** or to the right **2**.

The rules of construction presented must be respected.



Use

For mobile and desktop Interface versions, the Brand Content project label:


- is always endorsed,
- appears in the header,
- can disappear in scroll mode.

The white background beneath the Logo is not obligatory, but the rules of the logo’s colors detailed in the Brand Universe must be respected.

## PLACEMENT IN THE FOOTER

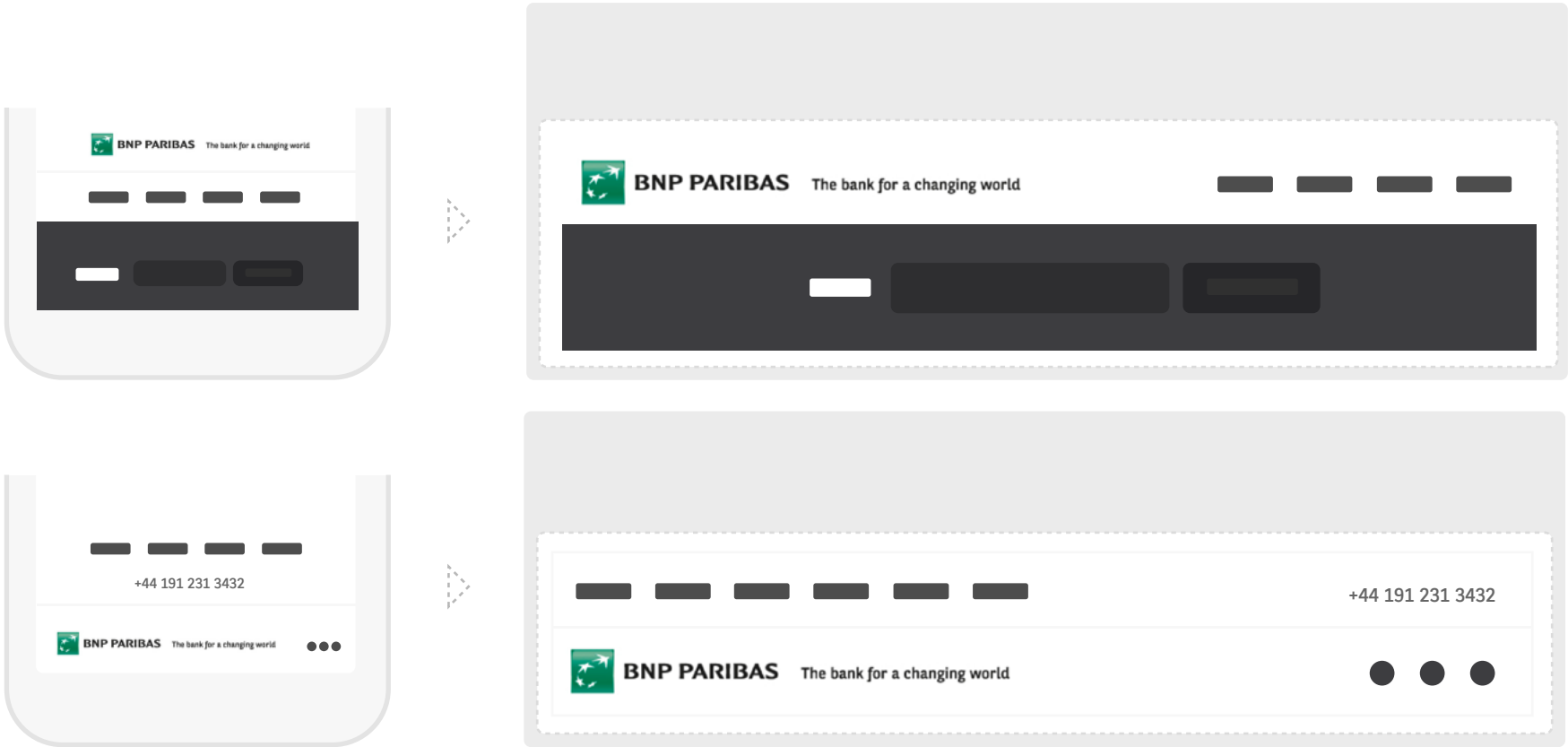
The construction of the footer depends on the type of interface. In all cases, however, the footer features the Brand Block (logo and signature) on a white background only.

Depending on the construction of the footer, various positions of the Brand Block can be envisaged.

 In the examples presented here, only information related to the Brand Block placement is mandatory. Other functional elements are shown for illustrative purposes only.

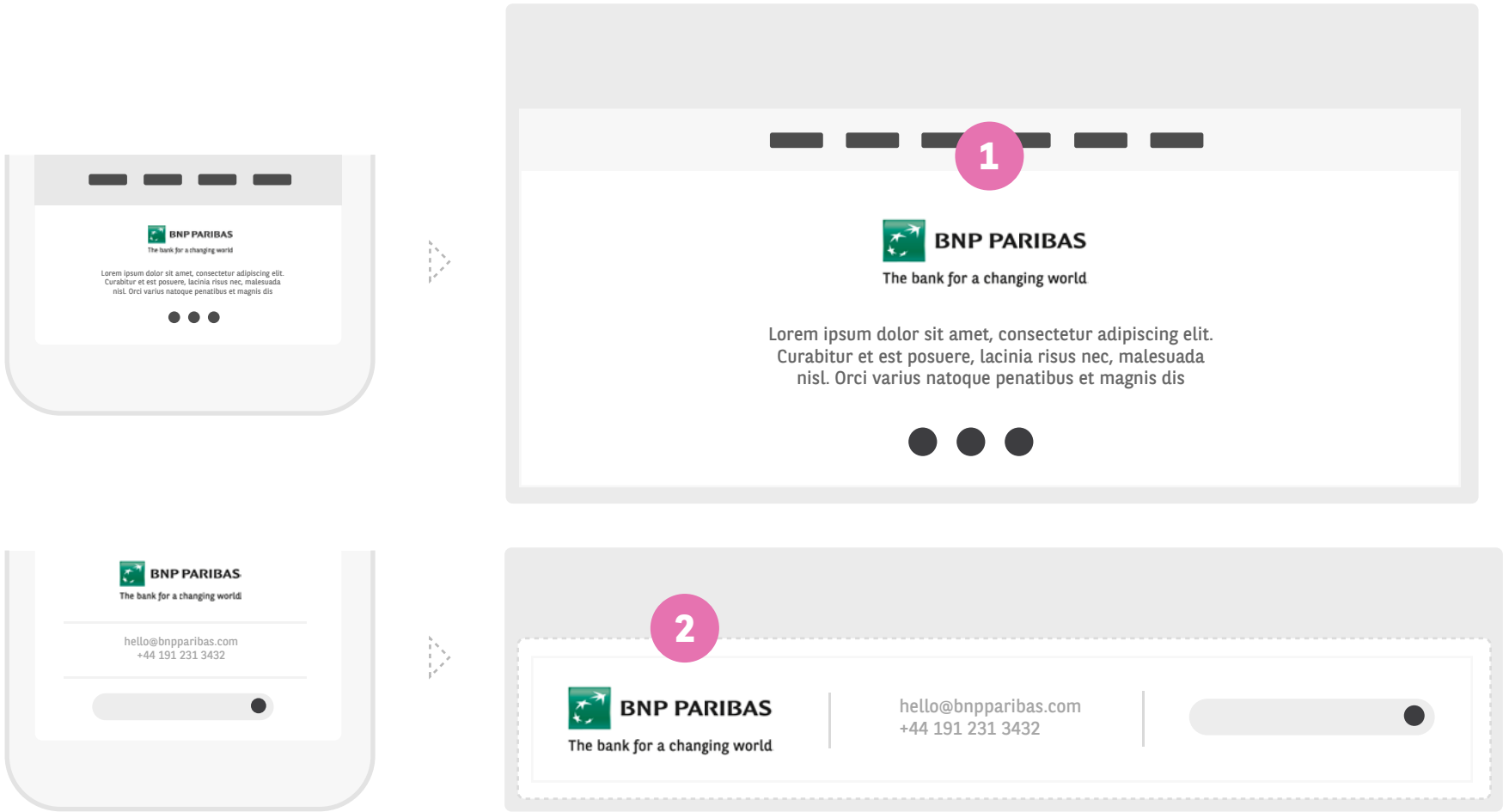
 Request [the ergonomic chart](#) to discover the best practice for constructing a footer.

01



**The Horizontal Brand Block** is always placed in the left part of the footer.

02



**The Compact Brand Block** can be placed:

- 1 at the centre or
- 2 in the left part of the footer.

## PLACEMENT ON STATIC SCREENS

Static screens without any dynamic vertical movement must include the horizontal or compact brand block (logo and signature) on a white background only.

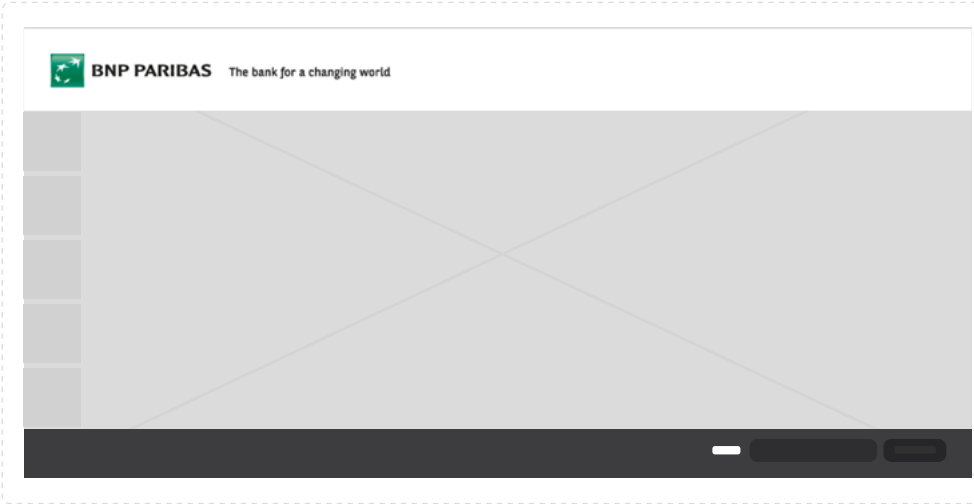
To respond to the specifications of these non-scroll pages, several scenarios are possible.

 In the examples presented here, only information related to the Brand Block placement are mandatory. Other functional elements are shown only as examples.

 Request [the ergonomic chart](#) to discover the best practice for constructing a footer.

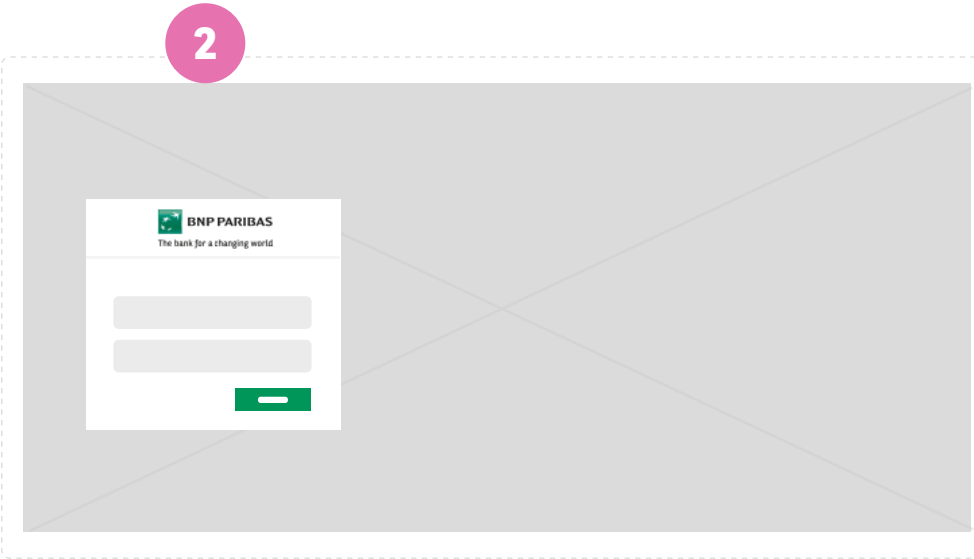
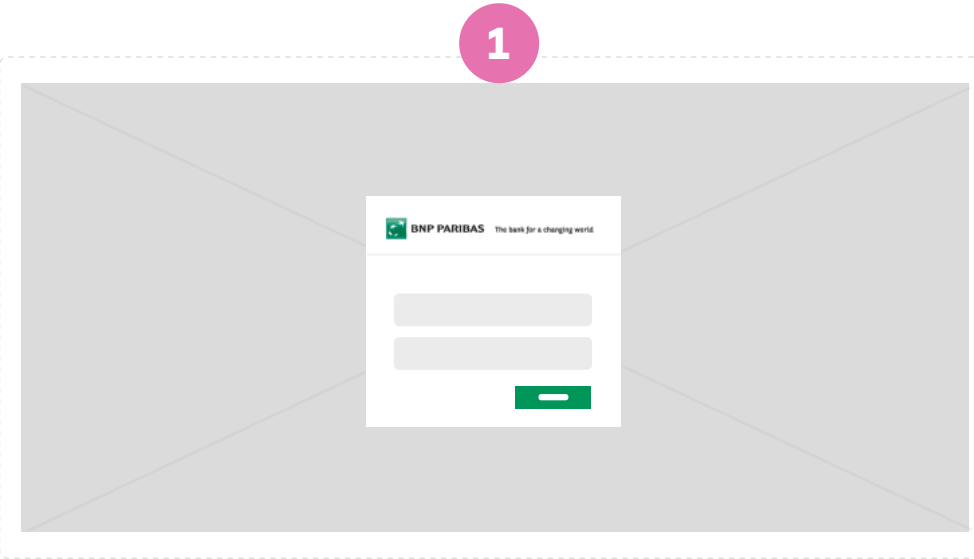
 Discover more on [the accessibility criteria to forms](#).

01



**The Brand Block appears in the header or the footer.**  
It isn't necessary to have the brand appear twice.

02



**The Brand Block can appear in a functional element on the page.**  
(for example, in a connection box) on condition it's placed

- 1 at the centre or
- 2 in the left part of the interface.

# COHERENCE


## 02-COLOR



COLOR BALANCE

The BNP Paribas brand livery color is Pantone green 340C, also called ‘BNP Paribas Green’.

To enhance it, the colors surrounding it must be carefully and precisely dosed. We will provide the secrets to you in the following pages.

 The color balance must be achieved at style sheet level. Photos and illustrations are added to it in a second phase.

 Request [the ergonomic chart](#) to discover the best practice for using color.


 Discover more on [the accessibility criteria of color](#).

15% of colors

Primary Palette of Colors


This palette of greens is used to complement the Brand Livery Green. They strengthen the presence of the brand within the applications.


Minimum 50% of colors

 **Brand Livery Green. Predominant color**

BNP Paribas Green must be the principle color in all the websites of the Group. Rules and recommendations for its applications are detailed on pages 18 to 21.

*R0 V150 B90*  
*#00965A*

 **Black & White**

 **Supporting colors**

Black and white are considered as neutral colors that allow BNP Paribas Green to predominate. You will find examples of their use in the following pages.

*Black:*  
*On footer modules*  
*R45 V41 B38*  
*#2D2926*

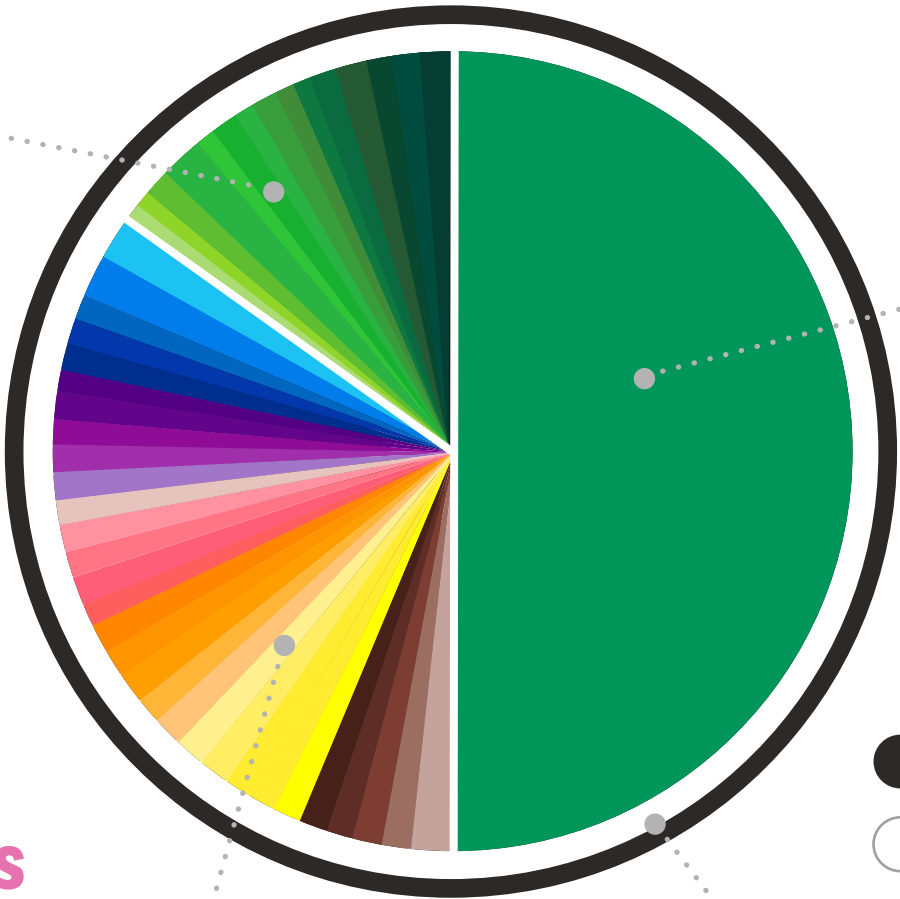
*White*  
*On interface base*  
*R255 V255 B255*  
*#FFFFFF*

35% of colors

Secondary Palette of Colors

The secondary color palette is infinite. You are free to choose the most appropriate colors for your project, as long as these are not our competitors’!

*These secondary colors must be used sparingly. Please refer to pages 22 to 23 for more details.*




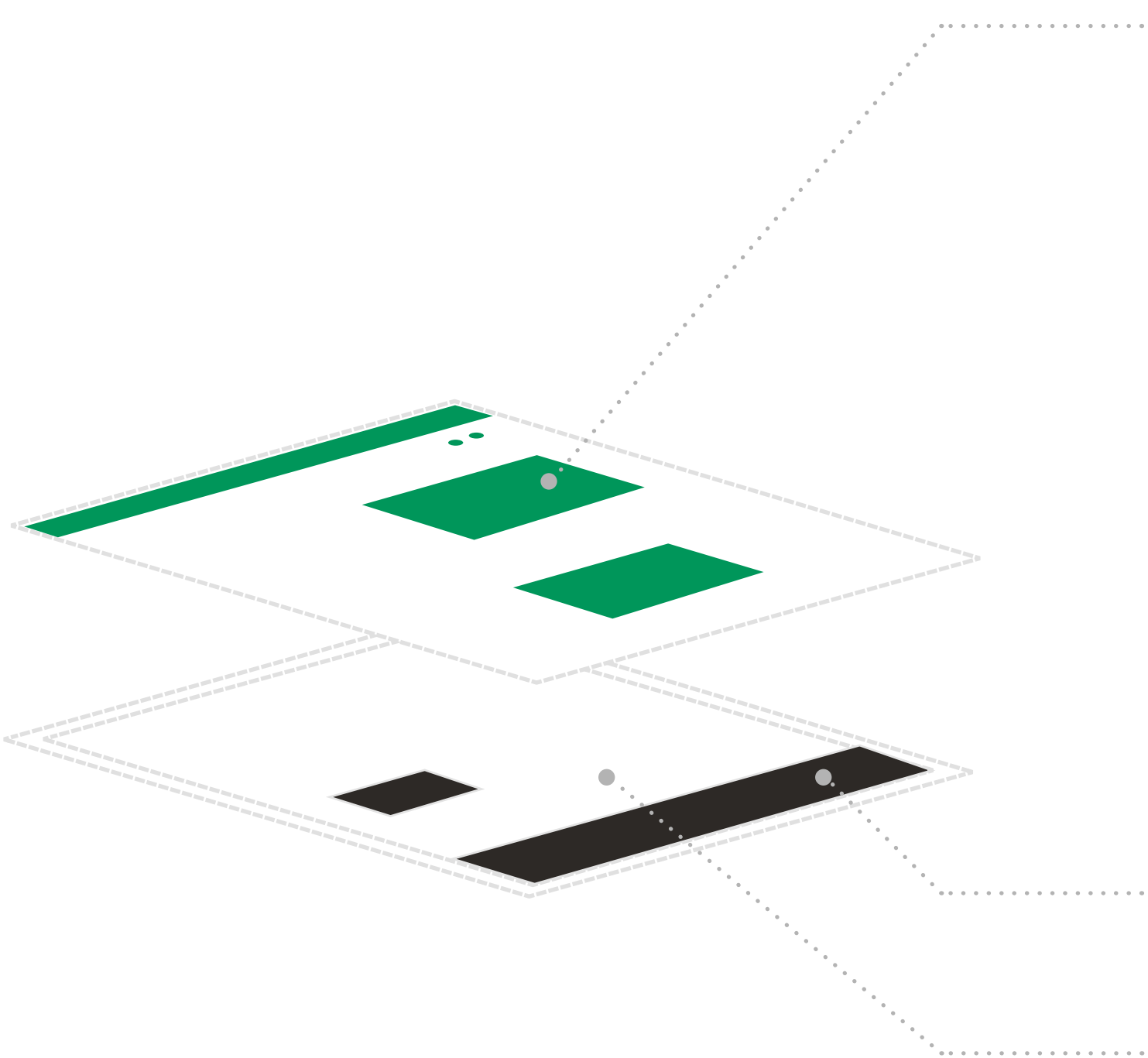
BRAND LIVERY COLORS


BNP Paribas Green must predominate on all application screens. It is obligatory to use it for all call-to-action buttons (see page 19 for more details).




Black and white act as a backdrop to create this balance.



On page 24 you will find inspirations for using color.

 The choice and positioning of colors are not arbitrary. They are subject to the functions of the interfaces, the UX choice and the interaction. They must be used coherently throughout all the sites.



-  **Brand Livery Green**  
*R0 V150 B90*  
*#00965A*  
  
To preserve the integrity of BNP Paribas Green:  
  
- It can be graduated using only the three greens below:  

 *#007265*     *#00BC8C*     *#00A951*

  
  
Transparency may be applied.  
This must be defined based on your content and in a way that will not affect legibility.
-  To create contrast on the page, black may be used for the menu, content, body copy and modules, etc..
-  White must be used systematically as interface background. It may be partially covered with visuals.

# BNP PARIBAS GREEN, CALL-TO-ACTION APPLICATIONS

BNP Paribas Green is obligatory for use on all buttons and calls-to-action.

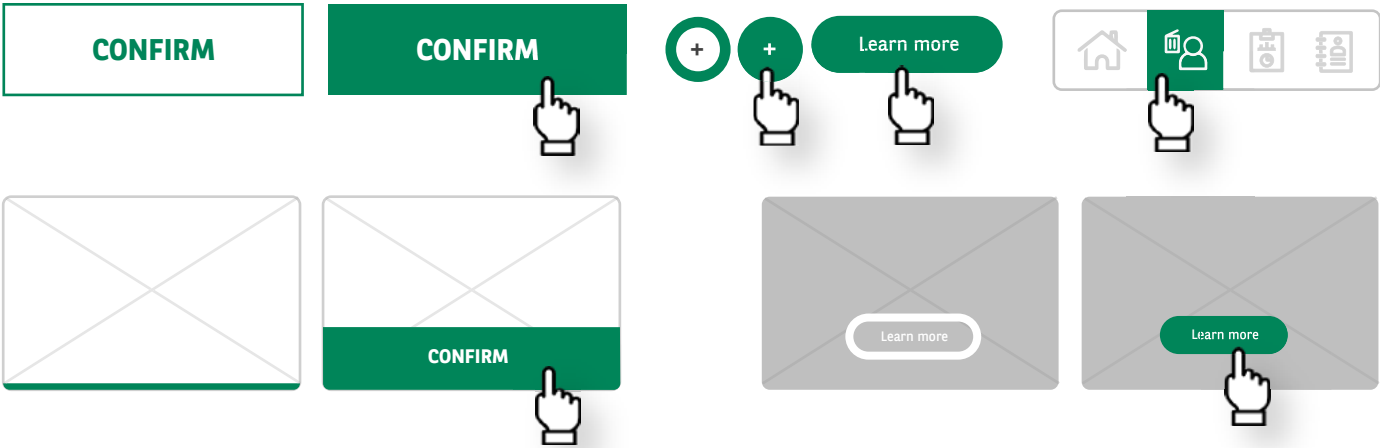
In consideration of certain UX constraints and content prioritization, the color of the button can be revealed on clicking.

01



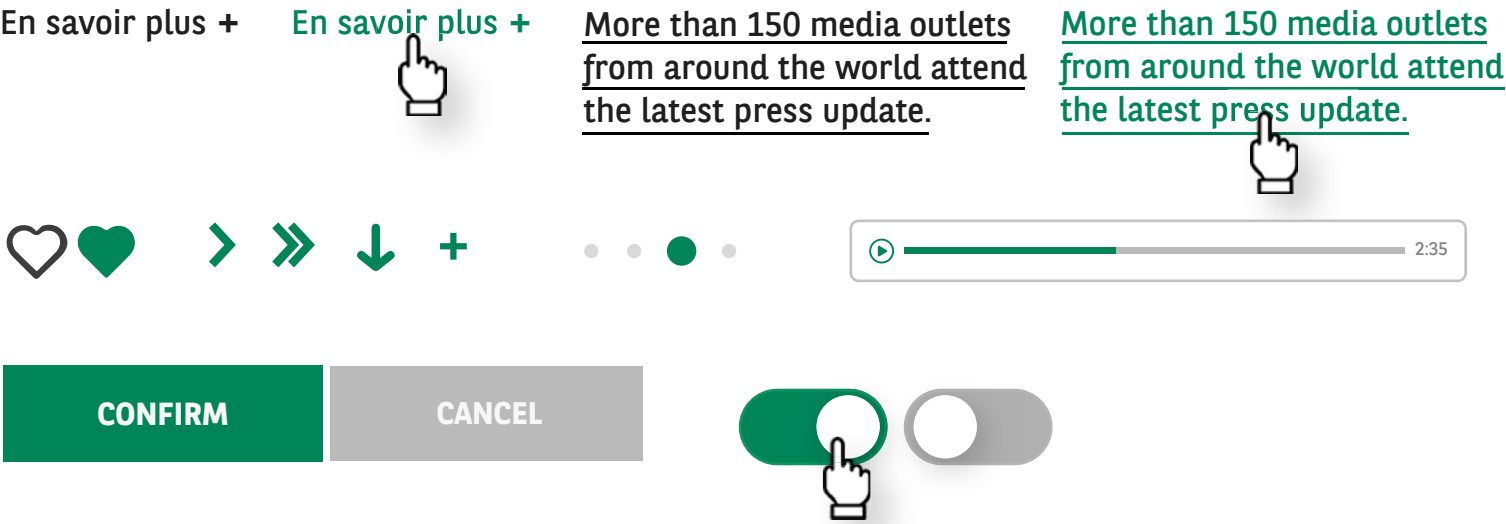
**Principle buttons**  
This is the version for priority use.  
The text appears:  
- in white #FFFFFF  
- on a flat background #00965A,  
- in all upper case or all lower case.

02



**Principal buttons: exceptional cases**  
Depending on the devises and the interactions, BNP Paribas Green may exceptionally appear in the roll-over of the principle buttons.

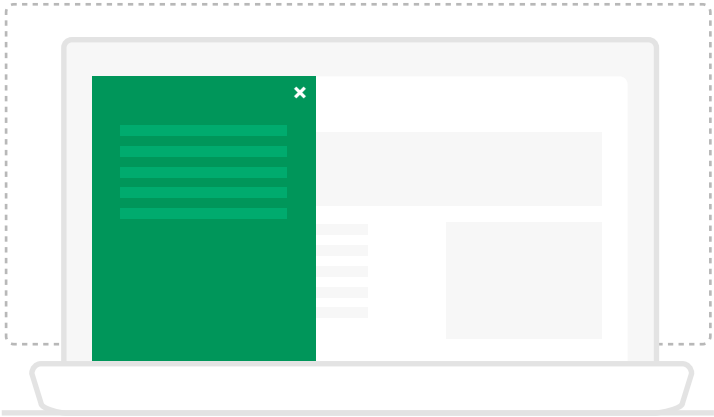
03



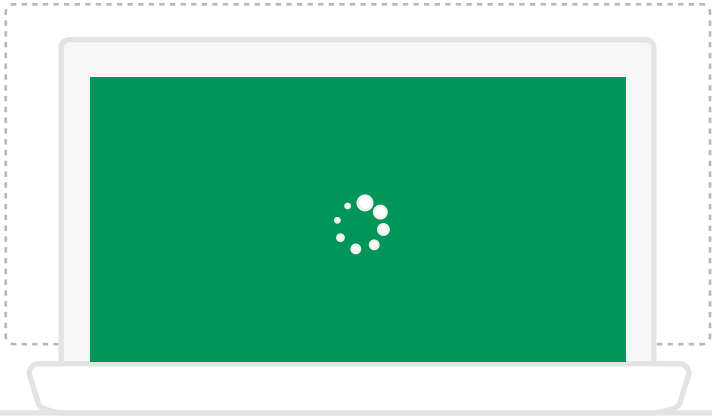
**Buttons and secondary links**  
To avoid the interactive elements appearing at the same level, the links and buttons can use BNP Paribas Green in the roll-over.

BNP PARIBAS GREEN,  
INTERACTIVE DESIGN APPLICATION

A digital interface is not a static page.  
BNP Paribas Green can be used on  
all interactive elements.

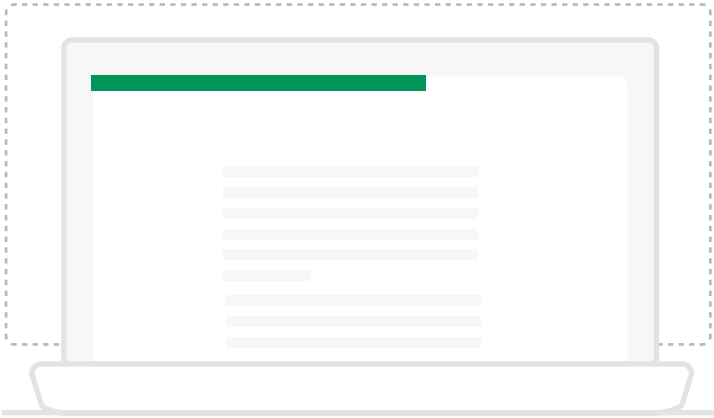


On a panel menu or full webpage

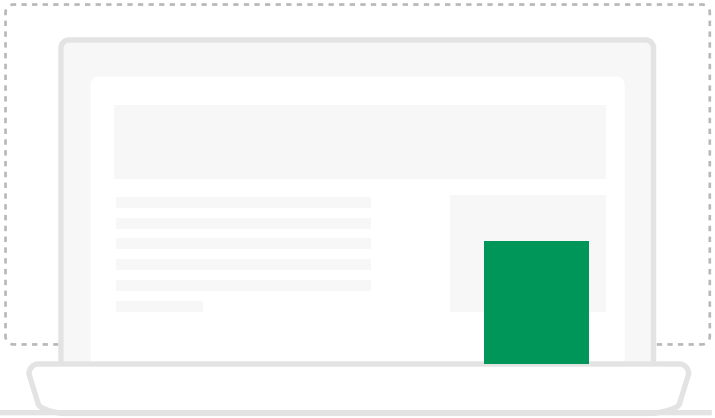


On a dynamic transition panel between webpages

✓ Some examples



On a scroll bar that evolves during the reading process



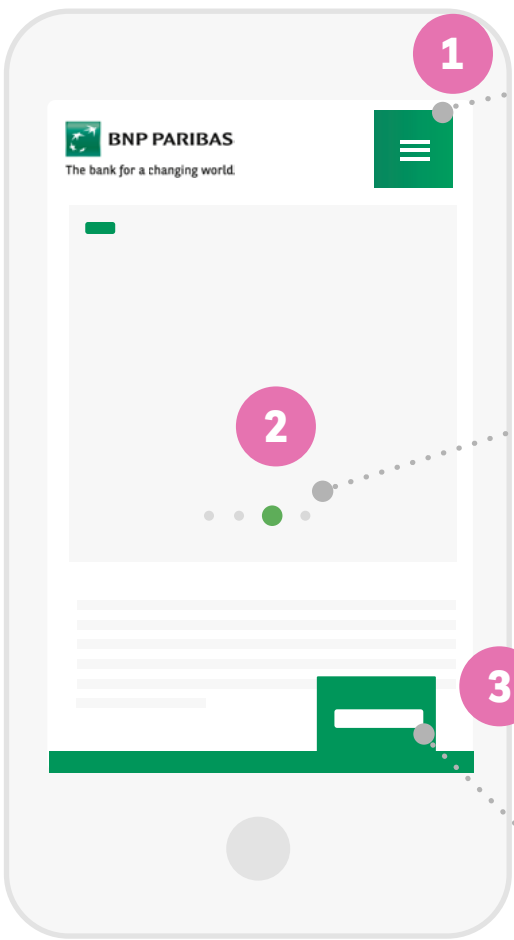
On pop-ins (chatbots, cookies, etc.)

# BNP PARIBAS GREEN, RESPONSIVE COMPORTEMNT

For responsive interfaces adapted to desktop, the arrangement of colors can vary depending on the scroll. We recommend using BNP Paribas green for some unvarying static elements in the visible zone, making sure the colors are balanced throughout the scrolling process.

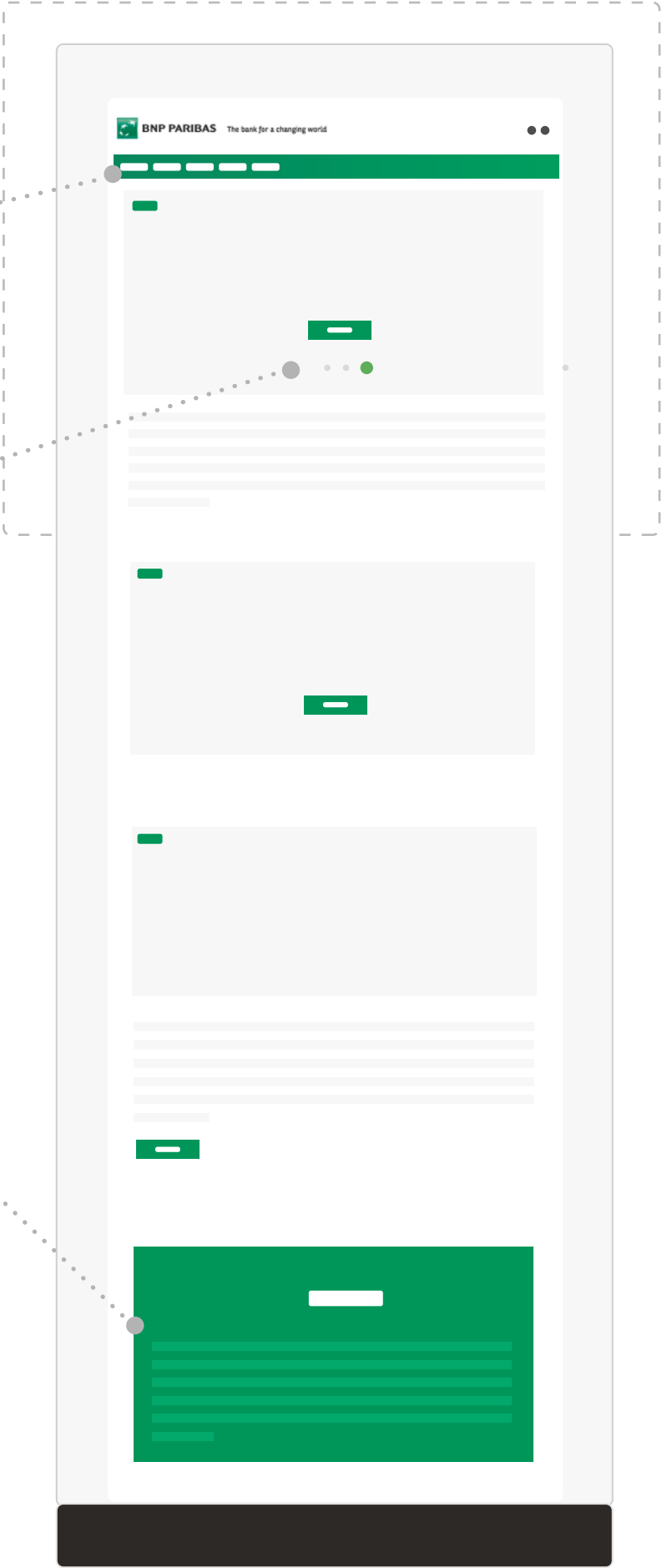
**i** Depending on the project, we recommend a mobile-first approach. This allows an interface database to be constructed using most of the necessary elements, then enriched for desktop. The choice and positioning of colors are not arbitrary. They are subject to the functional aspects of the interface.

 Request [the ergonomic chart for additional information on responsive comportment.](#)



## ✓ Examples

- 1 On both interfaces, the green is present in the header.
- 2 Even if the button does not appear in mobile, the green remains present.
- 3 The contact module present on the bottom of the desktop page is a static element at the bottom of the screen on the mobile interface.





## PRIMARY AND SECONDARY COLOR PALETTES

The primary color palette (of other greens) and the secondary color palette (of other colors) are used to dynamize the page layout design.

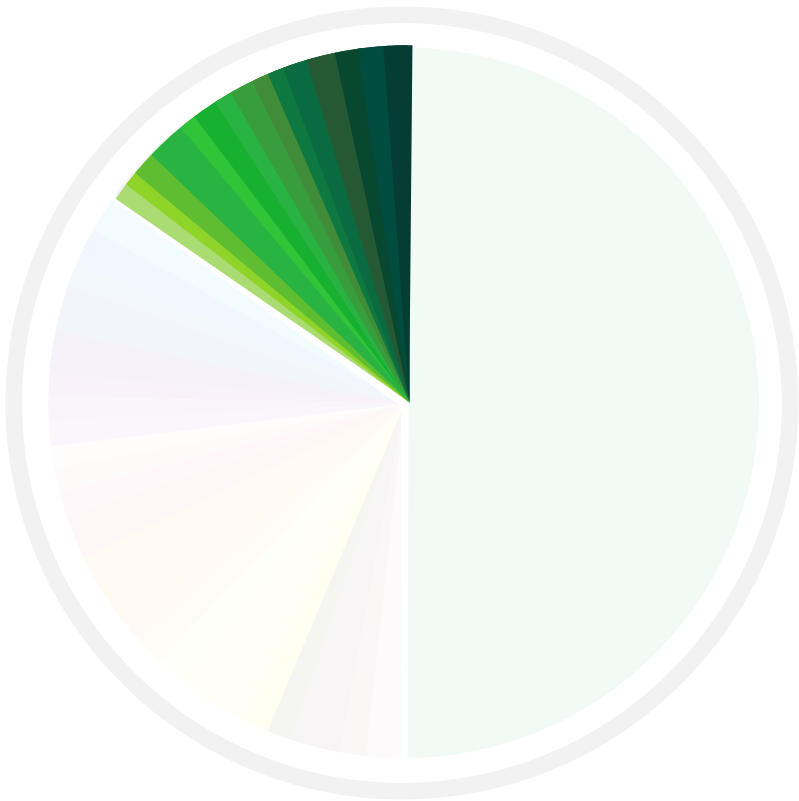
While this palette is always used to complement BNP Paribas Green, it should be used sparingly and in small touches, for example in:

- links to secondary texts,
- module backgrounds,
- site links in the header or footer.

 Avoid using color as the only element to convey information, to make sure sites are also accessible to color-blind users.

 Validate color contrast on an interface with [Check my colors](#), [Contrast ratio](#), [Color safe](#).

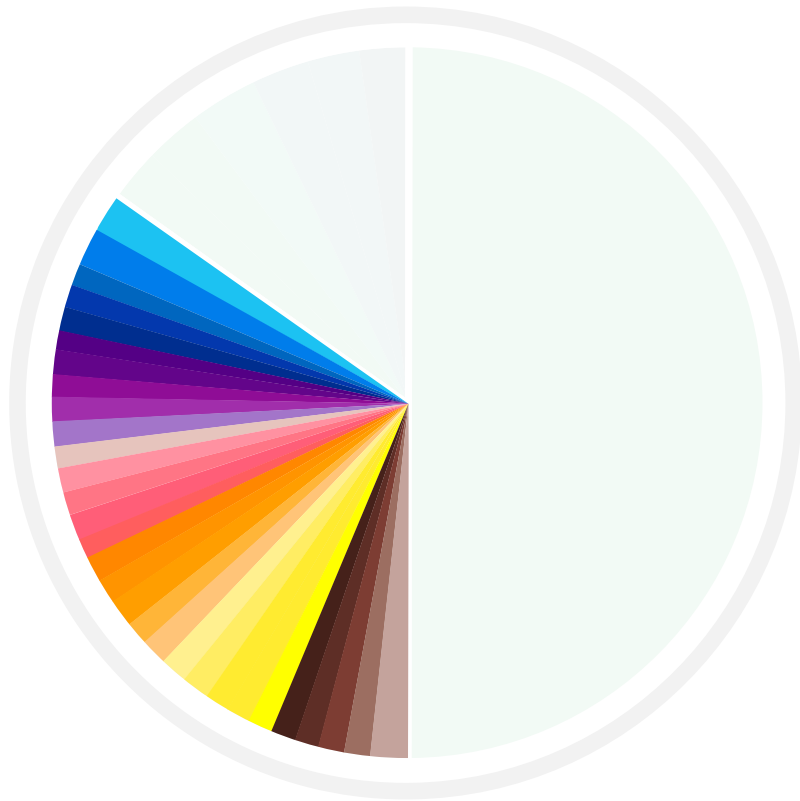
15%



Primary Color Palette

This palette is comprised of all the other shades of green. With the exception of BNP Paribas Green, no one shade of green is imposed for use.

35%



Secondary Color Palette

The secondary color palette is comprised of all other colors. No one shade is imposed for use. However:

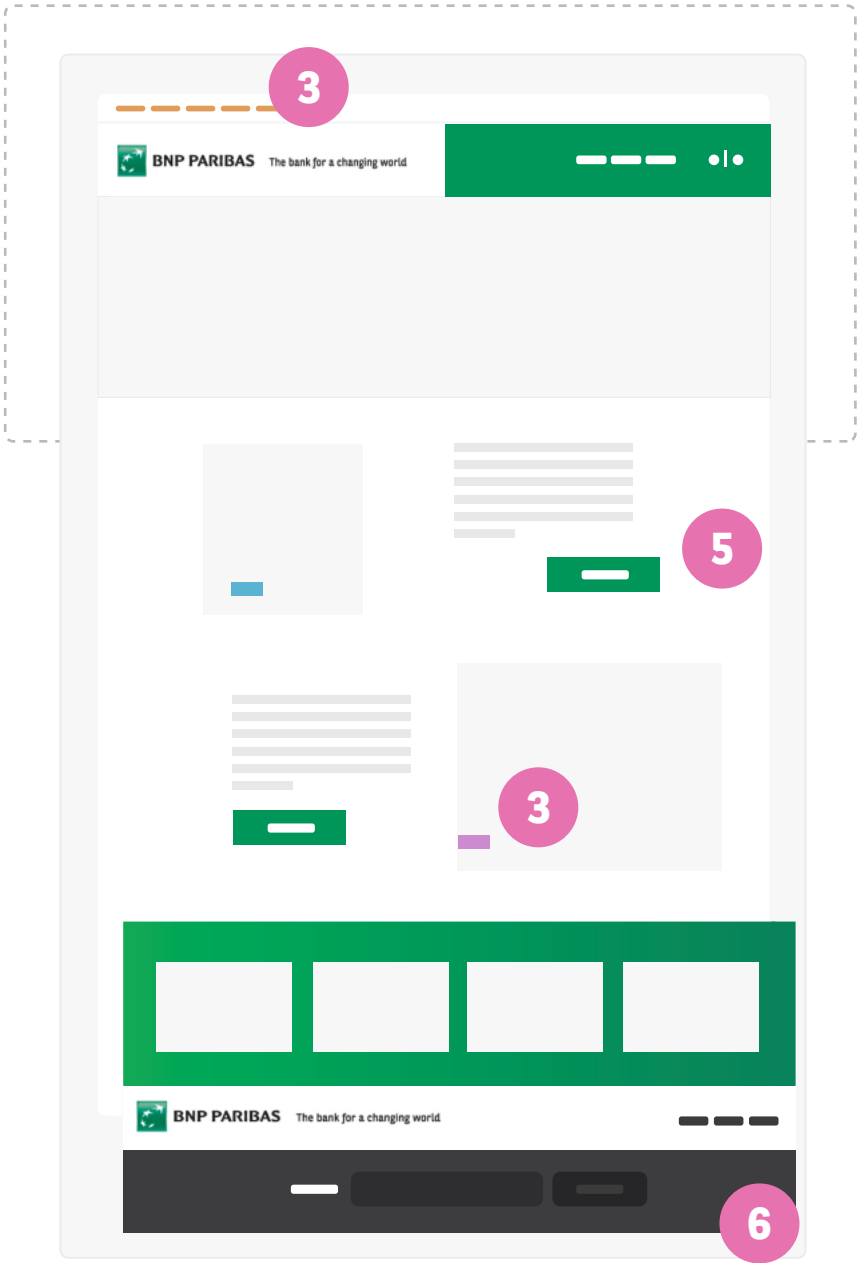
- avoid repeatedly using colors associated with your principal competitors.
- select colors with strong enough contrast to be legible.
- in the case of Brand Content, the colors used should be the identifying colors of the project.

# PRIMARY AND SECONDARY COLOR PALETTES

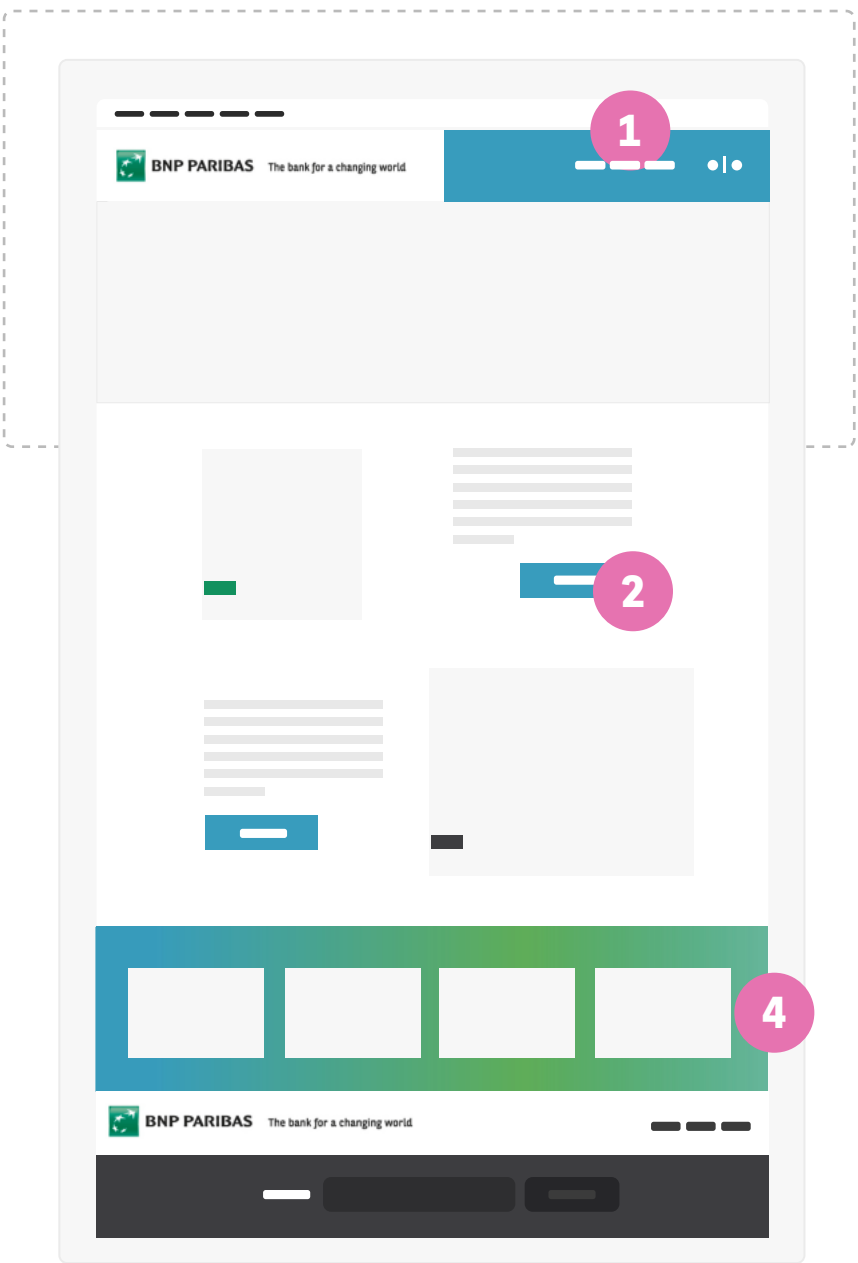
To achieve color balance, the primary and secondary color palettes must not be a basis for creation. BNP Paribas Green is the basis for enriching page design.

Photos and illustrations change with the rhythm of the contents, the balance of the colors must be assured even before their integration.

## DO'S



## DON'TS

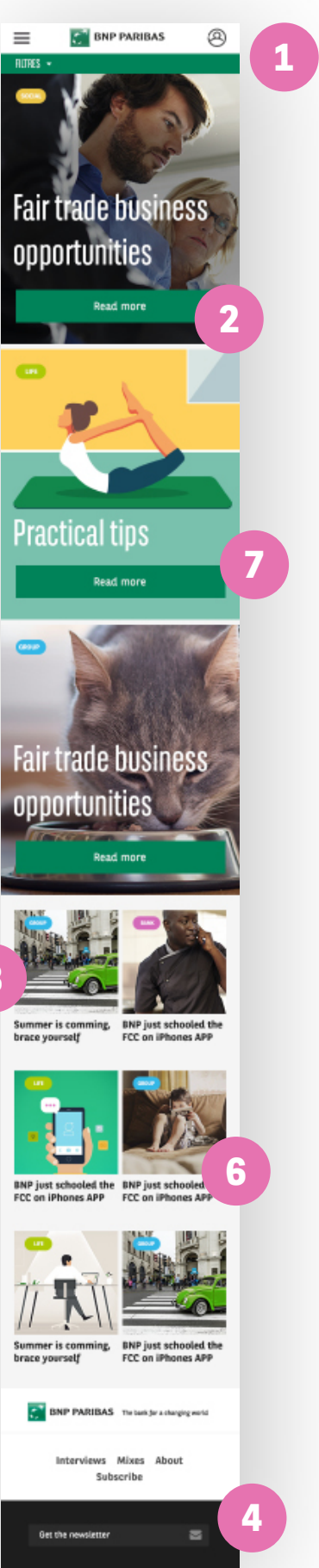
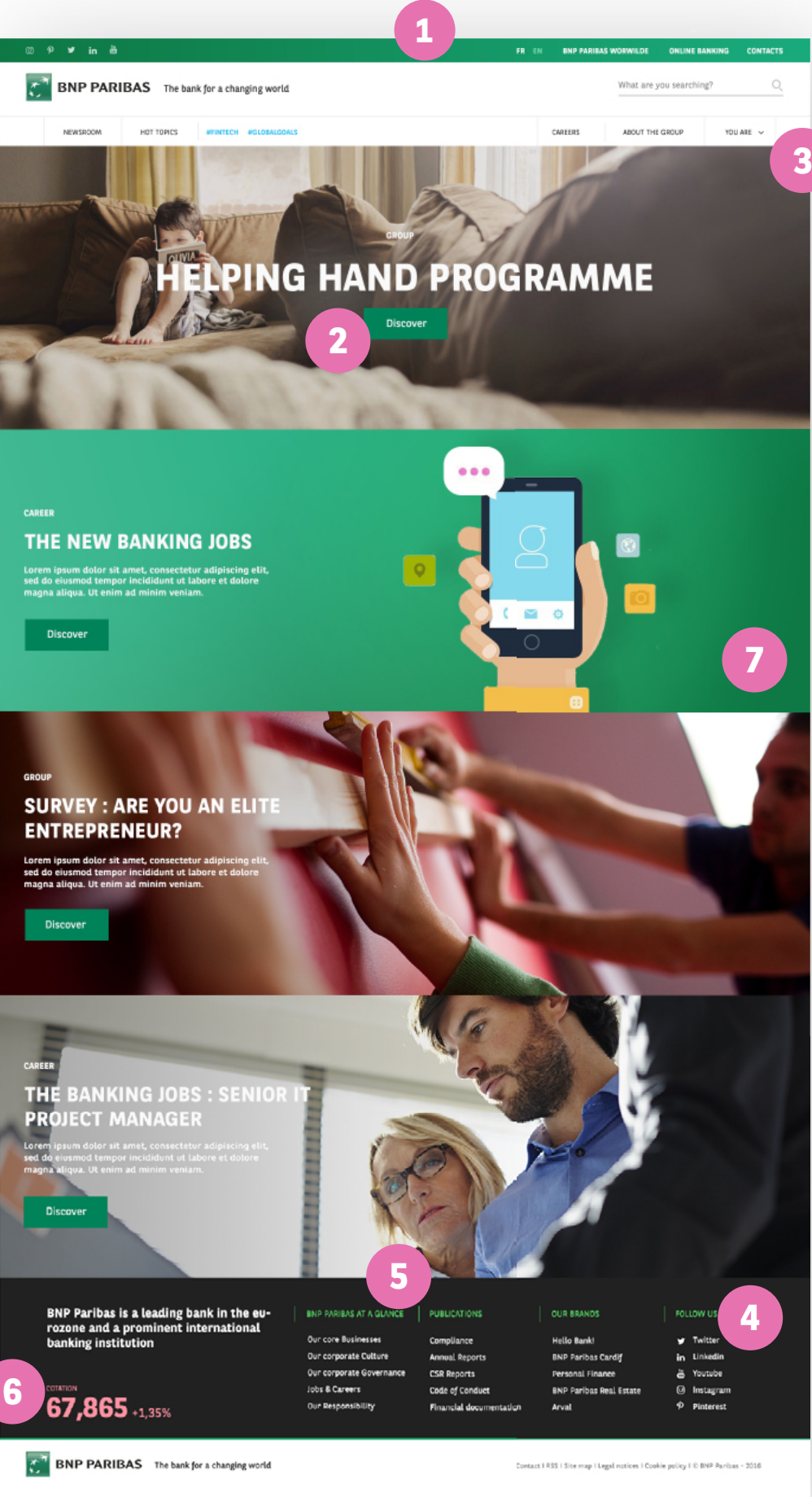


- 1 When a color is attributed to the header, BNP Paribas Green must be used in priority.
- 2 Buttons obligatorily use the brand livery green.
- 3 The primary and secondary color palettes must be used in small doses, for example for the functions on site links in the header and footer, to categorise content, etc.
- 4 BNP Paribas Green must not be graduated with any other color.
- 5 White must be used as the interface background.
- 6 Black is used for functional elements, the footer for example, to bring contrast.



INSPIRATIONS

- 1 BNP Paribas Green is present in the header, through various elements.
- 2 Buttons and call-to-actions use BNP Paribas Green at the very least for overviewing (obligatory).
- 3 White must be used as the interface background (obligatory).
- 4 Black is used systematically throughout the page for various elements; body text, modules, footer.
- 5 Another shade of green is used for footer titles, for example.
- 6 Colors from the secondary color palette are used in small touches, in module backgrounds, navigational elements, tags, etc.
- 7 Photographs and illustrations respect the Group’s library of visuals.






# COHERENCE

## 03-TYPOGRAPHY

USER GUIDELINES

We emphasize our brand identity on our websites by using our two bespoke typefaces: BNPP Sans Condensed and BNPP Sans.

To ensure ease of reading the body text, two additional typefaces may also be used for content: “Arial” and “Open Sans”.

 Choose no more than three fonts per media.

- For example:
- 1. Arial for body copy,
  - 2. BNPP Condensed Cap for titles,
  - 3. BNPP Condensed normal for subheadings.

Avoid using BNPP Sans Condensed Cap for very long titles, as its readability comfort is not designed for this.

 Discover more on [the typography accessibility criteria](#).

 Download [the typography kit](#).

01

Typefaces for titles and buttons:

HELLO  
HELLO  
Hello  
Hello

BNPP Sans Condensed

HELLO  
Hello  
Hello  
Hello

BNPP Sans

02

Typefaces for body text:

You are the drivers of change. We, BNP Paribas, are your bank for a changing world. We **detect and understand the changes** that impact our customers in order to provide new services and solutions that enhance their personal and professional life.

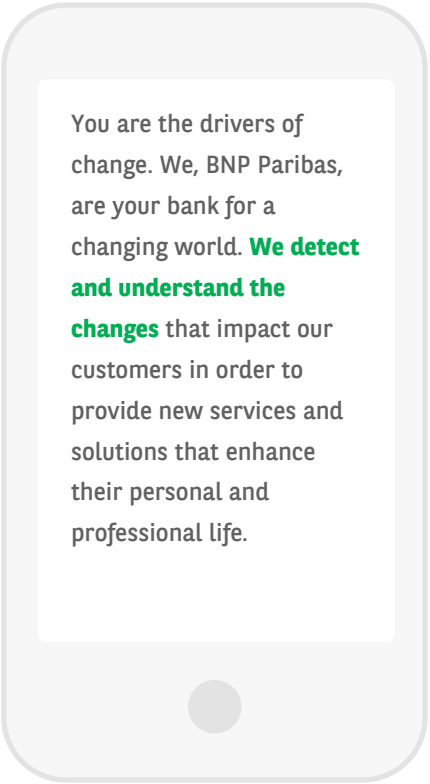
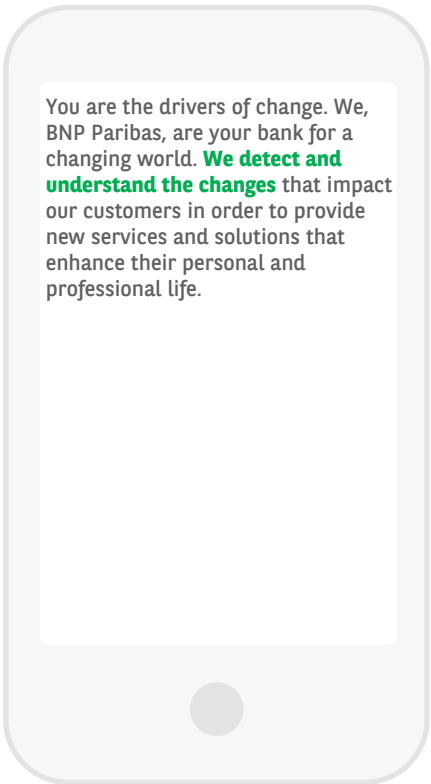
Open Sans

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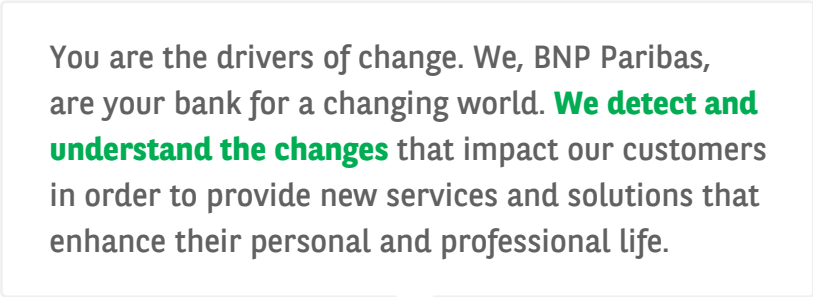
Arial  
(default)

BEHAVIOUR

DON'T



On mobile applications, your text will logically appear longer. Let the text breathe with wide line spacing and white space, and avoid using more than 40 characters per line.



For high resolution adaptations, we recommend using

- a typeface with a minimum height of 16 pixels for body text,
- proportional line spacing to avoid compressing body text.

DO



Please remember to use typefaces in their Webfont versions. Many type formats exist, not all browsers accept the same version!



Texts in black on a white background, or the opposite can produce disturbing vibration for the reader, especially on mobile. Always choose a slightly contrasted black, for instance #141414.

# CONTEMPORANCE

## 04-BELOW-THE-LINE ICONOGRAPHY




PHOTOGRAPHY: “IN THE MAKING”

A changing world is a world in perpetual movement. Things are happening and opportunities are arising at every moment, everywhere, all the time. Knowing this, the bank for a changing world needs to be firmly anchored the present moment, at the side of the people who are making things happen.

This must be felt through our below-the-line photographic style.

We compiled a guidebook to help you select photographs entitled “In The Making”.

 To discover our photo style, [click here](#).  
You’re looking for a photo?  
[Consult the BNP Paribas Photostock.](#)



IN THE MAKING

Things must be perceived from the viewpoint of one of the actors in the scene.

Multiple levels of perception can be created by using a variety of depths of field. We use contrasting images with warm, slightly saturated colors.



**People**  
People must be shown in movement, fully engaged in what they are doing. The viewer must have the sensation of being integrated in the scene.



**Places**  
The settings used should bring airiness and space to the visual. A human presence must always be felt, either directly through the photograph, or indirectly, through their shadow, for instance.

**Objects and animals**  
One way or another, they all participate in the action of the scene. Images showing everyday objects interacting with other elements or objects should guide you in your choice of photo.



ILLUSTRATION

Next to photographs, illustrations complete our brand core palette of assets and helps us to convey our “bank for a changing world” brand positioning.

OUR GUIDING PRINCIPLES


- Graphic
- Simple and streamlined
- Realistic
- ...with BNP Paribas Green!

For example, people must be represented naturally and realistically and in real settings, if possible in movement, while still being stylish.

Faces must be relatively refined, without too much detail.

The characters must be actively involved in the unfolding scene.

BNP Paribas Green must obligatorily be present in every illustration.

 To discover more on our illustrative style, [click here](#).

To discover more on pictograms, [click here](#).





PICTOGRAMS

UX and UI are totally compatible with pictograms, which must always represent a function. They can be used as an indication on a diagram (data) or as a navigational element (application).



The pictogram can be designed in line with the graphic concept of the site, but must respect interactive and ergonomic standards.



BNP Paribas Green may be used as the pictogram color to give it an on-screen presence and a button function.



The pictogram can also be used reversed out of an image. Please remember first to ensure its legibility.

ICONfont | SVG

Pictograms may also be composed using typography to streamline the chart. You may also use a bank of pictograms in SVG format.

## PLACING TEXT ON VISUALS

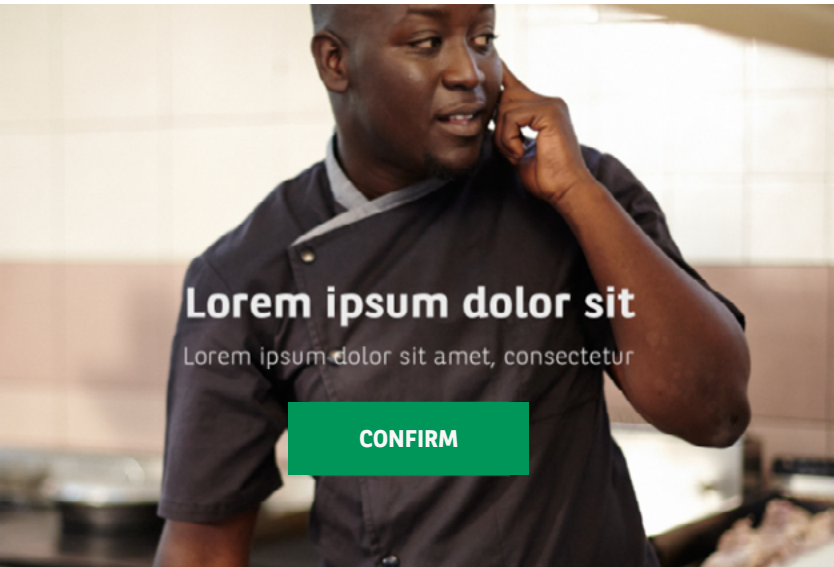
Many layouts will require text to be placed directly on images. Whether this is to optimize space or associate text with an image, some rules must be respected.

Several layers of visual interpretation can be created for application interfaces. For example, by slightly blurring the background of an image, or integrating a light drop shadow beneath a static button in the foreground of the content. In these cases, please respect user-friendliness and accessibility rules.

### DO’S



Choose a part of the image that’s sufficiently neutral and without key information to ensure legibility of the text. This will place emphasis on the most important part of the visual.



Vary the typefaces and optimize the breaks in text for the optimum hierarchy of information and clarity of message.

### DON'TS



The text is obscuring the most important part of the visual. Choose another better adapted photograph.



Weak tone-on-tone contrast makes the text illegible. Change the color of the text.



RESPONSIVE BEHAVIOUR

When creating a responsive site, please test the adaptation of your images onto various formats, desktop, tablet, mobile or television.



Desktop image in 16:9 with an image hook.



Check if the cropped or reduced image is still visually comprehensible.



Desktop image in 4:3 with a complex image hook.



Remember to separate the text from the image to ensure legibility.

DON'TS



Avoid using a font that would be too small to be read.



Avoid placing text on a complex zone of the image, to allow it to be easily read on screen.

# COHERENCE

## 05-URL

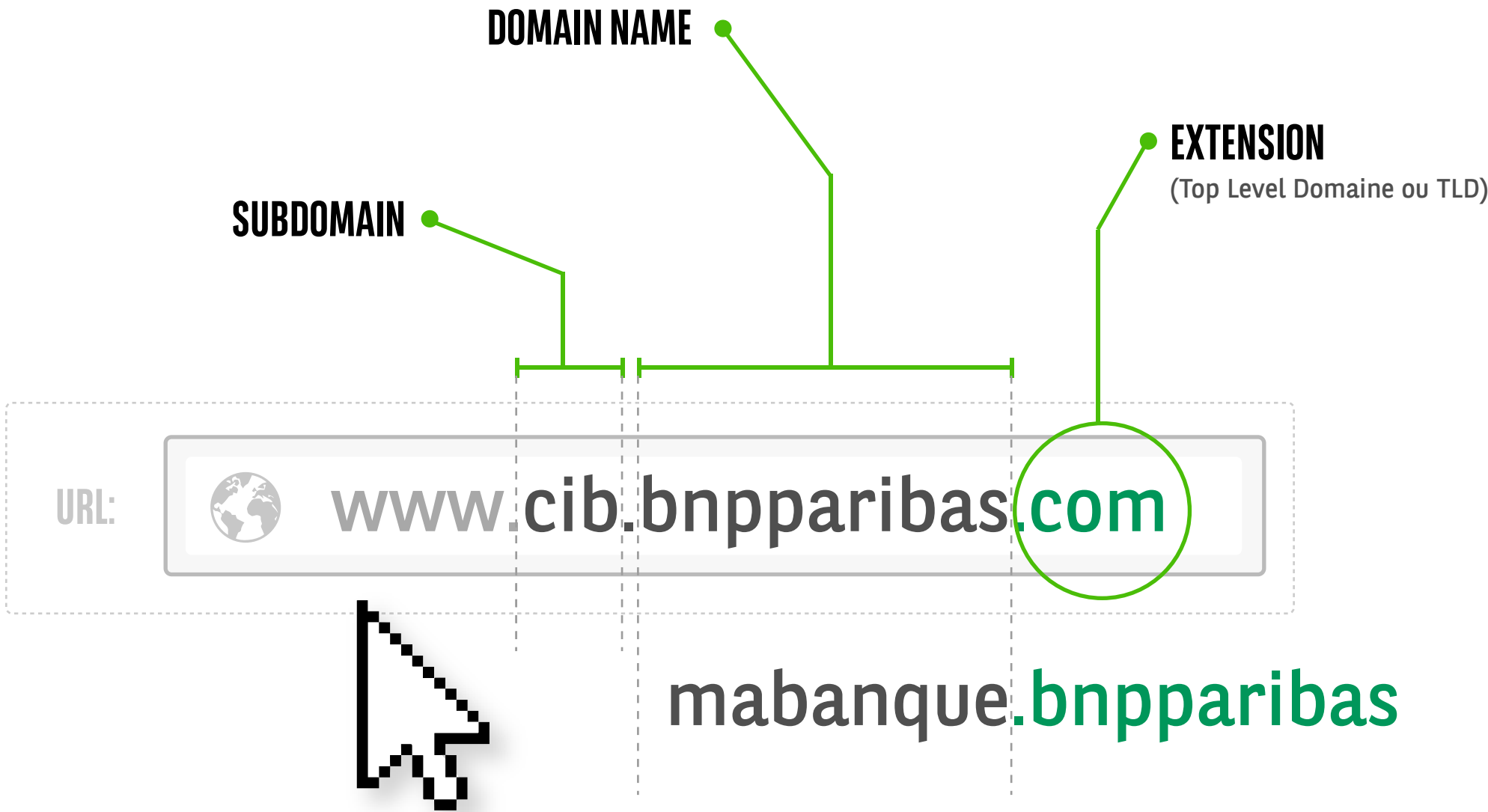
# NAMING POLICY


Choosing a URL means selecting the more appropriate name to implement the branding strategy and to maintain a clear, legible and coherent positioning.

It is important that, from the outset, the URL responds to some key questions and conveys a message:

- Who is speaking?
- What is the geographical zone?
- What is the subject of the site?

These issues must be addressed from the very beginning of the project.



-  Discover more on
1. [Brand policy on domain names](#),
  2. [the naming strategy](#),
  3. [Refweb](#).

 A question? Contact the [domain name team](#).

01-INTRODUCTION

02-COHERENCE

**03-FLEXIBILITY**

04-LINKS,CONTACTS

## A NEW CONCEPT IN UX RAPPORT BRANDING

If we wish to grant more freedom to the UX to concentrate on the brand's ability to offer innovative interfaces adapted to user needs, it is more important than ever that it fits and is transcribed into our "The bank for a changing world" positioning by following these five principles.

# 01 STRIVE FOR SIMPLICITY AND SECURITY

# 02 PUT YOURSELF IN THE USER'S PLACE

# 03 ADOPT A MOBILE-FIRST APPROACH


The desktop version can subsequently be enriched and completed according to use


# 04 BE INNOVATIVE...

# 05 ...IN YOUR OWN STYLE - THAT OF THE BRAND!

# RESPECT GOOD WEBSITE PRACTISES

Establishing a new relationship between branding and UX doesn't mean ignoring digital accessibility criteria. On the contrary, respecting these contributes to building our image by positioning BNP Paribas as a digital brand expert that strives to offer a user-friendly experience accessible to everyone, one that is intuitive, efficient and homogenous over all applications.

-  A question on accessibility?
- Contact the Mission Handicap page dedicated to accessibility on [Echonet](#).
  - Contact the [Mission Handicap team](#).

-  Any question about ergonomics?
- Consult the [ITP Ergonomics team](#) and/or consult their [Echonet](#) website.



The criteria for accessibility must be taken into consideration at each stage of a project.

Most are easy to implement if they are anticipated from the outset. To facilitate the understanding and piloting of these standards by the project teams, the Group has provided you with several tools.



[Accessibility requirements to use in the specifications charts](#)



[Notice for graphic designers](#)



[Notice for editorial contributors](#)



## Ergonomics

In addition to accessibility standards, it is also essential to take a number of good ergonomic practices in the design of a website into account. To accompany you, ITP is offering you:

1. A checklist of good practices,
2. A guide to good "surface" ergonomics practices providing general benchmarks (directly applicable recommendations), to be requested to the ITP Ergonomics team by e-mail.

*However, taking these recommendations into account does not replace user knowledge or recognition of their work.*

01-INTRODUCTION

02-COHERENCE

03-FLEXIBILITY

**04-LINKS, CONTACTS**

# LINKS

## BRAND UNIVERSE

- Emblem
- Logo
- Signature
- Brand Block
- Color
- Typography
- Photography
- Illustration
- Pictograms
- Labels

## ECHONET LINKS

- RHG Handicap Mission
- Computer Ergonomics
- Mobile Channel
- Social Media Community

## DOWNLOADABLE ELEMENTS

- Emblem
- Favicon
- “by BNP Paribas” Endorsement
- Typography
- Templates for Apps
- Templates for Social Media

# CONTACTS

- Sébastien Guyader
- Céline Bécaud
- Mélanie Martin
- Prescillia Chanteur

*You have a question not answered  
in this guidebook?  
The Brand Team (Communication Group)  
will be happy to help you.*

THANK YOU!