



Laboratoire de Traitement
de l'Information Médicale
Laboratory of Medical
Information Processing

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01. Latim Logo

Positioning

Grey area indicates **Safe Zone**. Other graphical and visual elements can be safely positioned up outside this space (or partially inside).

Red squares indicates **Clear Space** and must be free of all graphical and visual elements. The minimum required Clear space is defined by the measurement of the letter "M", or by a virtual square that can fit in the "A" triangle:



02. Logo Options

To avoid making mistakes with the logo



03. Logo in use

Mug



TS



A4



04. Typography

Typeface family

The logo have been made with a modified “**Roboto**” typeface.

Roboto is a neo-grotesque sans-serif typeface family released in 2011. Roboto is the default font on Android and google apps. This is a native googleFont : Web, video and print friendly.

For this logo, some letter curves have been manually modified to avoid any problems with copyright. It's less than 70% of the original curves.

It is strongly recommended to use Roboto for any written document or web to match with the visual identity. Otherwise, the use of the "Arial" is suggested.

All this document have been made with “Roboto”.

You can download Roboto for free here:
<https://fonts.google.com/specimen/Roboto>

Roboto black

Roboto bold

Roboto medium

Roboto regular

Roboto light

Roboto thin

05. Colour Specifications

Primary colours : "MARINE" and "SKY"



"MARINE"

PRINT C96 M80 Y25 K10
 SCREEN R39 V70 B120
 WEB #274678



"SKY"

PRINT C56 M5 Y0 K0
 SCREEN R94 V194 B236
 WEB #5EC2EC



"WHITE"

PRINT C0 M0 Y0 K0
 SCREEN R255 V255 B255
 WEB #FFFFFF

Spectrum



Gradient : "LINK" to "SKY"

LEFT ("LINK")

PRINT C80 M43 Y0 K0
 SCREEN R48 V128 B188
 WEB #3080BC



RIGHT ("SKY")

PRINT C56 M5 Y0 K0
 SCREEN R94 V194 B236
 WEB #5EC2EC

ANGLE ON LOGO

-77°

Secondary color : "LINK"



"LINK"

PRINT C80 M43 Y0 K0
 SCREEN R48 V128 B188
 WEB #3080BC



"BLACK"

PRINT C100 M100 Y100 K100
 SCREEN R0 V0 B0
 WEB #000000



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