

CHARTRE GRAPHIQUE

mes zones



Auteur
Melhem Karam

MES ZONES

SOMMAIRE

4 Logo Declinaison



5 Color Indentity
& Palette



6 Logo Inspiration
& Concept



7 Typography / Fonts

A

MES ZONES

M

MES ZONES

Z

MES ZONES



MES ZONES



RENTAL HOMES



MES
ZONES
RENTAL HOMES



MES
ZONES



RENTAL HOMES

MES ZONES

— Logo Inspiration —



cozy cottages



houses for rent



natural atmosphere



MES ZONES

COLOR IDENTITY



COTTAGE OCHRE (Hex #EAC29D)

- Primary Base: Warm & Inviting



MOSS GREEN (Hex #6D8E69)

- Secondary Base: Organic & Authentic.



DUSTY ROSE (Hex #E5989A)

- Accent: Welcoming & Soft.



SAGE DOOR (Hex #9CB89D)

- Accent: Fresh & Calm.



LAVENDER BLUE (Hex #A6A9D9)

- Accent: Tranquil & Natural.



BRASS GOLD (Hex #C4A77D)

- Accent: Historic & Trusted.



APPLICATION GUIDELINES

- Base (70%): Use Cottage Ochre & Moss Green for general ambiance and structures.
- Accents (30%): Apply Dusty Rose, Sage Door, Lavender Blue, and Brass Gold for highlights and garden elements.



MES ZONES

— FONT IDENTITY —



AETHELRED SERIF (Distressed Serif & Unique)

- Primary Headings: For main titles, major headers, and important brand statements. Maintain distressed character.



BOOK ANTIQUA (Classic & Readable Serif)

- Secondary Text: For body copy, descriptions, lists, and secondary details. Ensures excellent readability.



ARTISAN SCRIPT (Handcrafted Script & Charming Accent)

- Accent Text: For unique details, product names, and hand-drawn call-outs.

APPLICATION GUIDELINES

- Primary Heading: All main brand titles, major headers (e.g., 'MES ZONES') must use AETHELRED SERIF.
- Copy Use: Use BOOK ANTIQUA for all paragraph text, descriptions, lists, and secondary details.
- Special Accents: ARTISAN SCRIPT is for unique details, product names on signposts, and handcrafted call-outs.

