



MY KIDS LOVE

Paris

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PRÉAMBULE

MY KIDS LOVE PARIS

WHAT IS A BRAND IDENTITY?

A brand identity represents the values, services, ideas and personality of an organisation. It is designed to increase recognition and build perceptions of the organisation in its chosen marketplace.

This brand identity needs to be graphically represented and usually include elements such as logos and supporting graphics, colour palette, typography and photography choices and can, within its guidelines, use examples to visualise how a brand should be depicted across various different visual media.

WHY IS THIS BRAND SO IMPORTANT?

This identity guideline is a tool designed to project the image, values and aspirations behind the brand. It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation.

MAKE YOUR
BRAND IMPRESSION
LASTS.

A PROPOS

MY KIDS LOVE PARIS

My Kids Love Paris est la seule conciergerie haut de gamme à proposer des services pensés pour les parents et leurs enfants en vacances à Paris. Des parcours personnalisés à la journée ou des services à la carte, My Kids Love Paris s'occupe de tout pour que vous puissiez savourer une expérience familiale inoubliable à Paris en toute sérénité.

LOGO

CONSTRUCTION



Le logo est composé de 3 éléments. La marque MY KIDS LOVE, sa déclinaison à PARIS et la couronne d'étoiles. Ces éléments ne doivent jamais changer. La position, la taille, la couleur et l'agencement des éléments ne peuvent en aucun cas être modifiés. L'uniformité renforce la notoriété de la marque.

LOGO USAGE



MY KIDS LOVE

Paris

A close-up photograph of a child's feet wearing yellow sneakers with white laces, standing on a wooden skateboard with orange wheels. The skateboard is resting on a wooden plank. The text 'MY KIDS LOVE' is overlaid in a bold, white, sans-serif font, slightly arched. Above the text are several small white stars. Below the text, the word 'Paris' is written in a white, cursive script font.

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LOGO USAGE



Le logo nécessite une séparation claire des autres éléments. L'espace requis autour du logo doit être au moins équivalent à 1,5 fois la hauteur des lettres capitales du logo. L'espace ne doit jamais être inférieur. Le logo doit toujours être positionné dans un espace vide des dimensions minimum requises.

LOGO USAGE

DON'T

01 NOT RIGHT

Do not rotate the logo.

02 NO THANKS

Do not add embellishments like drop-shadows, embossings etc. to the logo.

03 COLOUR CLASH

Do not place the logo on the wrong colours. If it's unavoidable to sit the logo on a colour or a photo, use the negative white logo.

04 LOSS OF IDENTITY

Do not remove the graphical element or rearrange elements of the logo.

05 EXPERIMENT WITH COLOURS

Do not use different colour on the logo.

06 ALTERING HEIGHT & WEIGHT

Always keep the logo proportionally at all time.



PALETTE COULEURS

PALETTE COULEURS



GRIS

CMWK 71% 60% 43% 37%
HTML #494c5b



JAUNE

CMWK 4% 20% 95% 0%
HTML #f6c800



ROSE

CMWK 10% 27% 31% 1%
HTML #e4c2ae



ROUGE

CMWK 71% 60% 43% 37%
HTML #494c5b



OR

CMWK 24% 33% 71% 11%
HTML #bc9d55



TURQUOISE

CMWK 68% 0% 24% 0%
HTML #3ebac7



BLEU

CMWK 67% 31% 26% 7%
HTML #598da3

TYPOGRAPHY

PRIMARY FONT

Gotham Book

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

Gotham Light

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

Gotham Medium

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

Gotham Bold

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

SECONDARY FONT

Open Sans Regular

Open Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

Open Sans Light

Gotham Book Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

Open Sans Medium

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

Open Sans Bold

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz01234567890

HEADING AND PARAGRAPH STYLE

Titre

SOUS TITRE

Parisian at heart, I was brought up on my Russian babushka's fairy tales. I'm passionate about the arts, fashion, travelling and discovering new cultures, and the joy and spontaneity of childhood remain an inspiration to this day. I want to share the French art de vivre and Paris' traditions, fabulous flavours and chic spirit with families from all over the world.