



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



Mr N. E. Surname 1  
23 Anystreet  
Anytown  
Anycountyshire  
POST CODE

5th November 2016

Dear Mr Harley,

Si meliora dies, ut vina, poemata reddit, scire velim, chartis premium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter viis atque novos? Excludat iurgia fi nis, Est vetus atque probus, centum qui perfi cit annos. Quid, qui deperit minor uno mense vel anno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas. Est vetus atque probus, centum qui perfi cit annos. Est vetus atque probus, centum qui perfi cit annos.

Si meliora dies, ut vina, poemata reddit, scire velim, chartis premium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter viis atque novos? Excludat iurgia fi nis, Est vetus atque probus, centum qui perfi cit annos. Quid, qui deperit minor uno mense vianno, inter quos referendus erit? Veteresne poetas, an quos et praesens et postera respuat aetas. Si meliora dies, ut vina, poemata reddit, scire velim, chartis premium quotus arroget annus. scriptor abhinc annos centum qui decidit, inter perfectos veteresque referri debet an inter viis atque novos?

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Yours sincerely,

Jill Sharp  
Managing Director

Registered as a company in England and Wales: Number 9423891. VAT No. 246 7935 66. Directors: D P J Monk and Mrs J Sharp.

## 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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