

THE BOOSTER, + OUR DISTINGUISHING GRAPHIC ELEMENT

As a developer of sustainable, user-centric properties, Immoebel has a positive impact on cities. The booster is a distinctive marker that makes our added value tangible.

This distinguishing graphic element introduces the tagline and provides numerous possibilities for visual composition. It expresses a powerful benefit for our stakeholders.



**FOR CITIES
FOR PEOPLE**

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto.

Booster



THE BOOSTER, OUR DISTINGUISHING GRAPHIC ELEMENT

The booster links the tagline with a tangible benefit. It is a focal point that ties our projects to customer needs.

Usage guidelines:

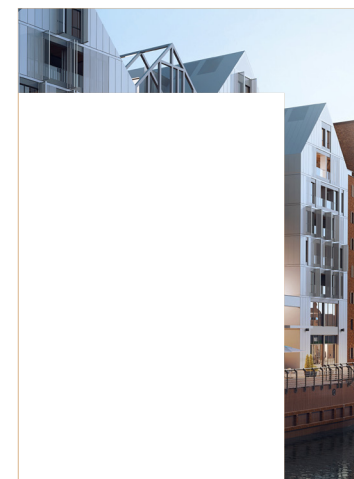
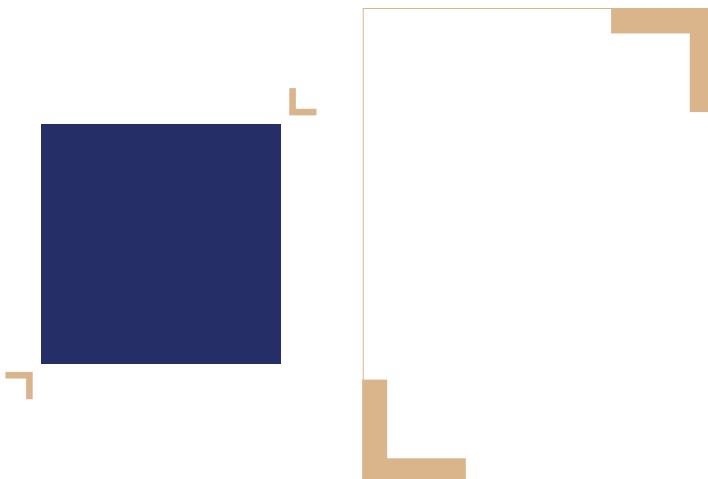
Booster: +

In most cases, it introduces the tagline. It can also be used to introduce visuals or to position the main body copy (for example, in an advertisement).

Closed and open booster:

The open booster indicates direct speech. On a visual, it highlights an important element or draws the eye to a key detail.

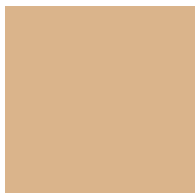
The closed booster frames a visual element or section of text to provide emphasis and punctuate the layout (for example, in a brochure).



Colour palette

Main colours**BLUE (IDENTITY)**

C97 M90 Y25 K25
Pantone® 2766C (90%)
R39 G49 B99
#263062

**WHITE****SAND**

C14 M29 Y48 K0
Pantone® 726C
R224 G187 B142
#E0BB8E

COLOURS

No changes may be made to Immobel's main colours. They contribute to a strong, consistent visual identity for our communication.

The references are as follows:

- **CMYK four-colour codes** for publications and digital printing ;
- **Pantone®** colours for printing stationery or marking objects ;
- **RGB values** for screen displays ;
- **Hex code (#)** for the web.

Secondary colours**BLUE-GREY**

C70 M48 Y29 K0
Pantone® 5415C
R101 G124 B150
#647B96

**GREY**

C9 M5 Y10 K0
Pantone® 9100C (80%)
R230 G231 B225
#E5E7E1

TYPEFACES

The typefaces were chosen to make Immobel's communication universe even more consistent and distinctive.

Other than stationery and office software

(Project brochures, advertising, press kits, annual reports, etc.)

BEBAS NEUE

REGULAR

FOR COVER OR CHAPTER TITLES.
UPPER CASE.

LATO

Light

For body copy.

ARCHIVO

Medium

For subtitles and headings.
Lower case.

LATO

Bold

For elements to be highlighted
in the body of the text.

Stationery and office software

(Word correspondence, PowerPoint presentations, business cards, etc.)

FRANKLIN GOTHIC

DEMI CONDENSED

FOR TITLES. UPPER CASE.

ARIAL

Regular

For body copy.

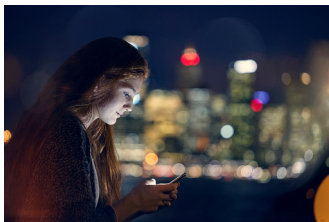
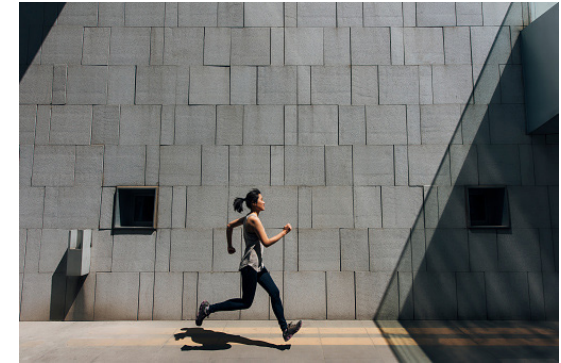
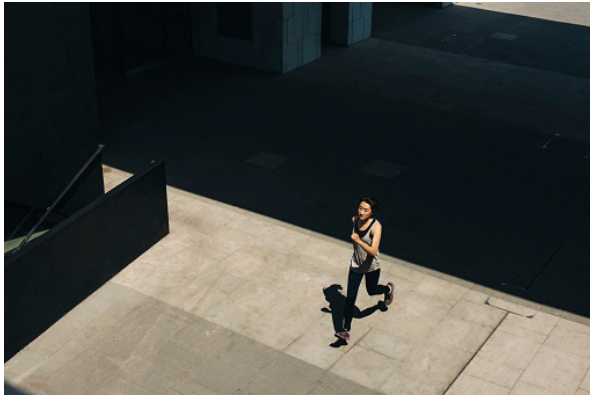
ARIAL

Bold

For elements to be highlighted
in the body of the text.



LIFESTYLE VISUALS



BRIEF

Visuals display moments from everyday life.

People in the city, living the city.

Focus on users in action.

No posing.

Use visuals with traces of blue and sand.

People, with the city as the background.

BUSINESS VISUALS



BRIEF

Visuals display moments from work life.

Focus on employees in action.

No posing.

Use visuals with traces of blue and sand.



BUILDING VISUALS



BRIEF

Highlight the buildings.

Prefer warm sunlight, with tones of blue.

Capture architectural details.



ICONS

The Immobel icons have been designed on the basis of our visual identity standards.

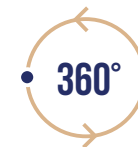
They may be used to illustrate our businesses, highlight our expertise or describe trends.

A library of some 30 icons is available in the Brand Centre.

Graphic recommendations for designing new icons:

- Icons always contain two colours that play off each other in the composition. Sand sets the stage and blue underlines the key information.
- All icons are line drawings.
- One or more blue points may be used. They unify the icons by bringing Immobel's logo symbol to mind.

Examples



Icons

Business



M/F Talent



Cityscape



International and local



Listed on the stock exchange



Market capitalisation



Market



Business model



Operational track record



Financial profile



Growth strategy



Legal



Prospecting



Acquisition



Conceptualisation



5 segments



Permitting



Construction



Commercialisation



360° integration of competencies



Strong family shareholding base

Icons

Trends



Demographics



Digitalisation



Shared economy



Mixed functions



Urban transformation



New ways of living and working



"Real estate as a service"

CSR
(environment,
foundation,
community
engagement)



Social inclusion



Culture



Health



Socially involved



Green buildings



Sustainability



Financial climate



Environment



Green energy



Safety



Well-being



Intergenerational