



OUR LOGO

Our brand is built on solid foundations and a proud history that is perfectly embodied in our logo. The logo has taken on a more modern look over time, but maintained its fundamentals: a graphic element that represents the company's ambition, entrepreneurial spirit and ability to make things happen.

It is a dynamic symbol that expresses, in its infinite form, our positive impact on our environment.

The typeface expresses status, harmony and modernity.

Proportionally, the name takes up a large part of the logo.

Our experience, conveyed by the founding date, is an integral part of the logo.

Together, these components articulate the ambition of a brand with a long history that is firmly rooted in the present and always ready to meet new challenges.

LOGO DESIGN

The design is a balanced equation of the different components that represent who we are: a symbol that expresses our vision of the business and our vibrant outlook, our name and our founding date.

The logo cannot be modified.

Main logo



Alternative logo



Symbol alone (specific uses)



LOGO VERSIONS

The main logo, centred, is the preferred version for the majority of applications.

A horizontal version may be used as an **alternative** when the centred version is not feasible, because the available height is insufficient or the format is very elongated (for example, a banner or beach flag).

The symbol may be used alone in exceptional cases only, when technical constraints rule out use of the main logo or alternative version.

Examples include social media or PowerPoint templates, due to lack of space and lack of clarity for the founding date.



PROTECTION AREA

The logo should always be surrounded by a clear space, known as a protection area, the size of the "I" in Immobel.

The space between the symbol, the name and the founding date corresponds to half the "I" in Immobel.

Minimum size

20 mm wide



25 mm wide



Our logo



THE LOGO AND ITS APPLICATIONS

The logo is printed in its main colour when placed on a very light colour background or image.

A reverse white logo is used on a dark background or image. Be careful with contrasts.

No other uses are allowed.

Black version
(specific uses)





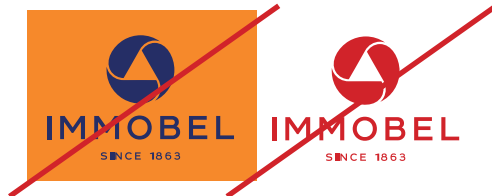
Deformed logo

UNACCEPTABLE LOGO USAGE

The logo's proportions, colours and composition must never be modified. The logo must remain visible in all circumstances.



Improper proportions for the symbol or name

Non-compliance
with colour guidelinesIntroverted symbol
and nameNon-compliance with
typeface guidelines