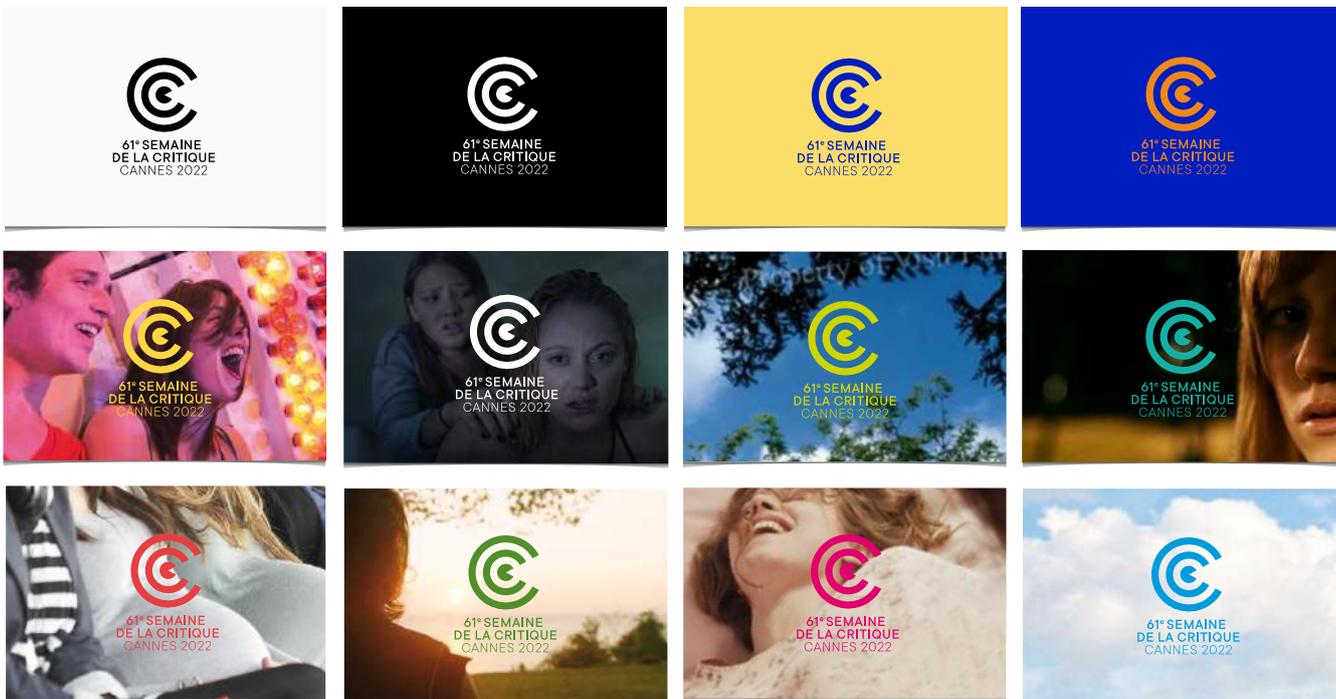


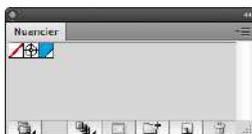
# LA SEMAINE DE LA CRITIQUE USING THE MONOCHROME LOGO

Please make sure the logo is easily readable and that it is well contrasted with the background colour(s). The chosen colour must be visually consistent. On dark backgrounds, if you are unsure of your choice of colour, choosing white is the wisest option. On light backgrounds, si you are unsure of the choice of colour, it's best choosing black at 100%.

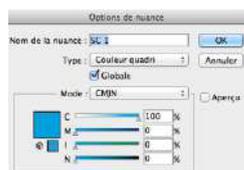


## HOW TO DO ?

1. Open the logo in Adobe Illustrator.
2. Open the «Swatches» panel



3. Double click on the colour, a new window called «Swatch Options» will open.

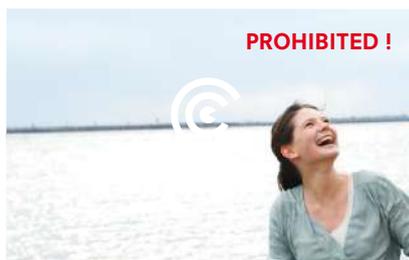


4. Adjust the colour to your liking, tick the preview mode and then validate by clicking «ok».

5. Copy and paste the logo into your visual.

6. Adjust if needed the colour of the logo according to your background colour or visual by repeating steps 2 to 4.

## PROHIBITED USES



No light monochrome logo on light background.



No dark monochrome logo on dark background.



The logo must stay monochrome.