

# Identité visuelle

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**TERRA FORMA**

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## **Observatoires des systèmes socio-écologiques au coeur des transitions socio-techniques**

L'Anthropocène, nouvelle période géologique où les actions humaines modifient l'habitabilité de la Terre pour toutes les formes de vie, pose de nouveaux défis que des approches fragmentées ne peuvent résoudre.

TERRA FORMA vise à concevoir et tester des observatoires in-situ apportant une nouvelle vision multi-messagers, couplant les points de vue de capteurs sur les dynamiques humaine, biotique et abiotique. Ce projet s'appuie sur les dernières avancées technologiques pour concevoir et déployer un réseau évolutif de capteurs intelligents.

Ces observations générées par ces capteurs fourniront une production massive de données hétérogènes et alimenteront des bases de données quasiment en temps réel.

TERRA FORMA rassemble des scientifiques, dans un effort interdisciplinaire au carrefour des sciences de la Terre, naturelles, technologiques, informatiques et sociales.

L'homogénéisation de données qui en résultent ouvriront la voie au bigdata dans les sciences de l'environnement.

## CONCEPT

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Conception d'un logo représentant, de façon symbolique et graphique, les différents champs de données pouvant être récoltés.

Le logo adopte un système graphique modulable à l'image d'un écosystème en perpétuelle évolution.

L'identité visuelle adoptera, elle aussi, un système graphique modulable offrant flexibilité et fonctionnalité. Le logo trouvera sa composition en fonction de la grille voulue et sera accolé à une photo renforçant ainsi son concept.

**TERRA**

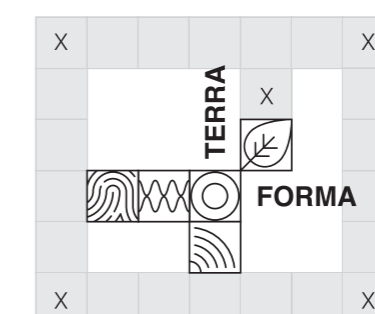
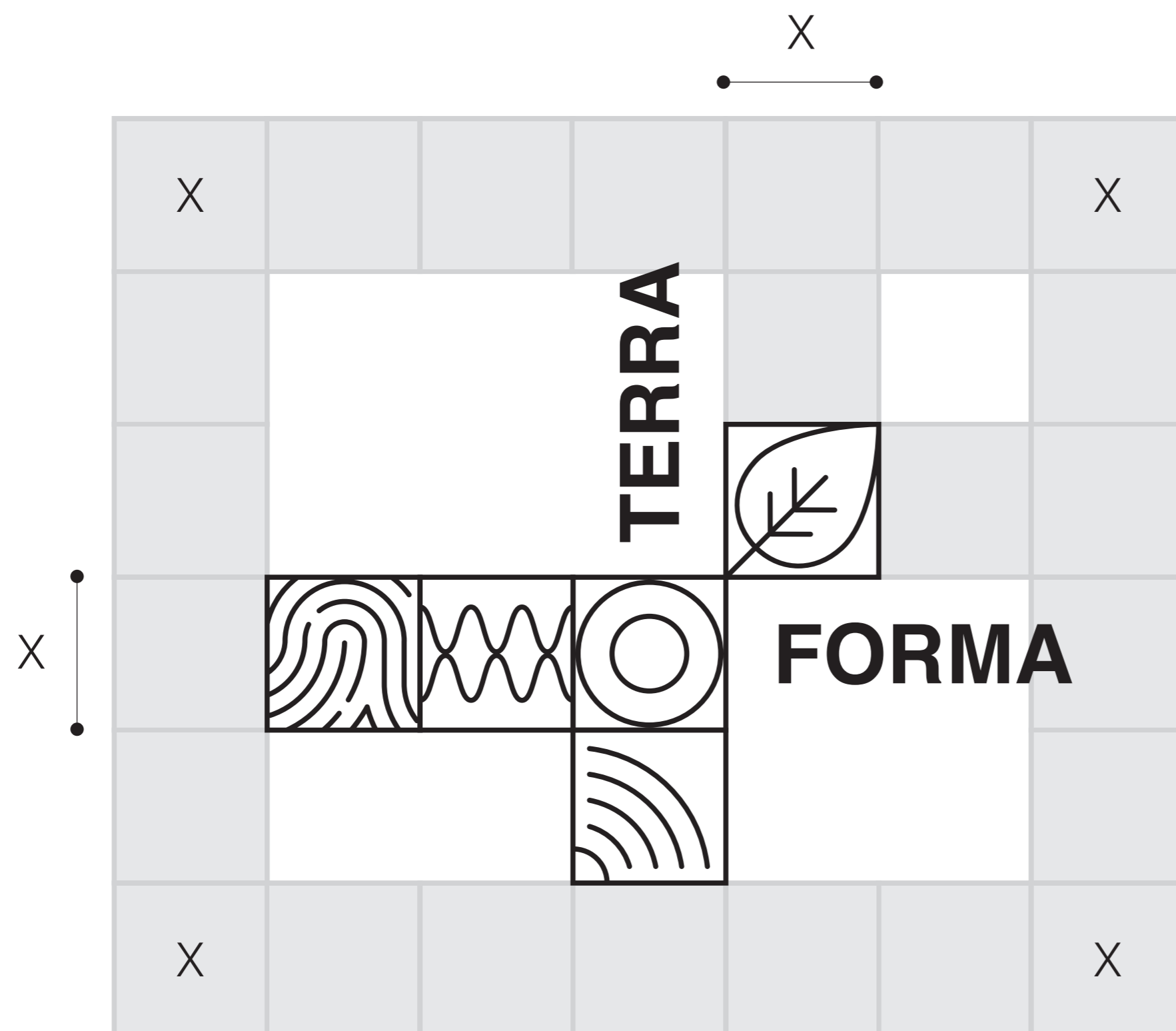


**FORMA**



**ZONE DE RESERVE**

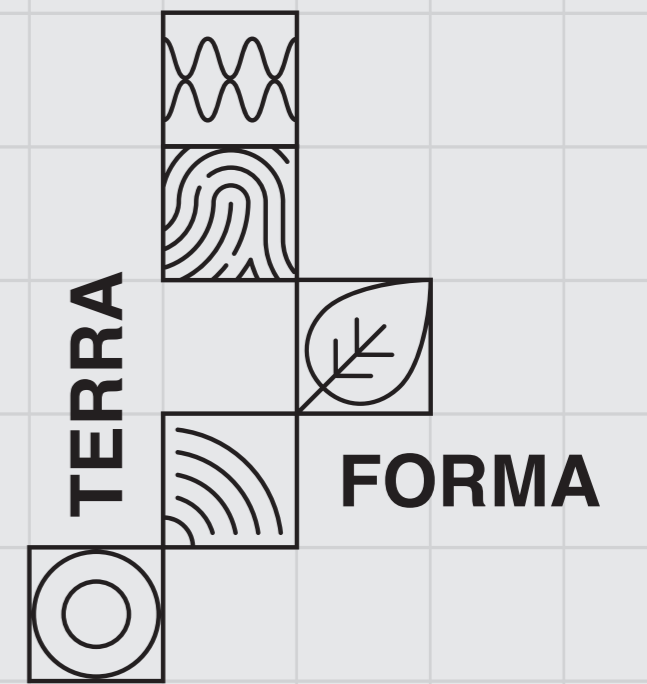
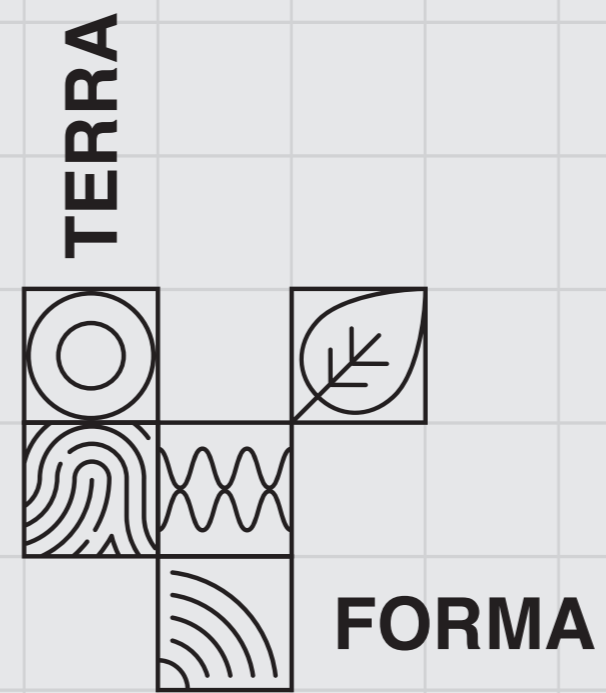
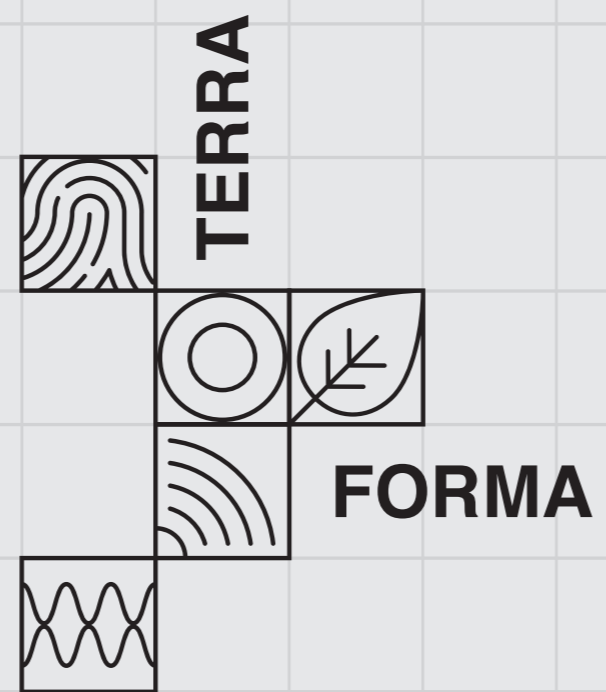
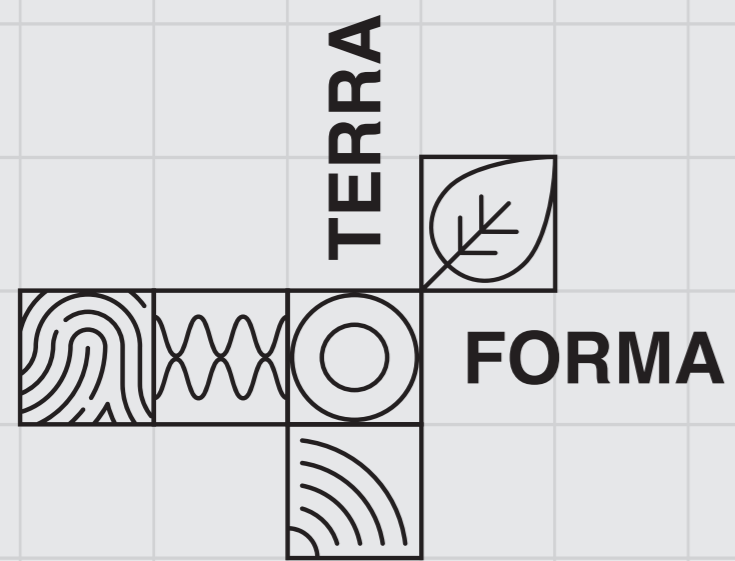
(En l'absence de photo)



Taille minimale  
X = 7 mm

X = Zone de reserve

# COMPOSITIONS



# Helvetica

# Bold

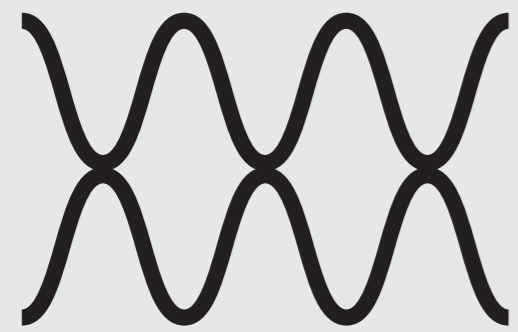
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abcdefghijklmnopqrstuvwxyz**

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# ÉLÉMENTS GRAPHIQUES



COULEURS

**CMJN %**  
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**RVB %**  
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**CMJN %**  
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**RVB %**  
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**CMJN %**  
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**RVB %**  
225 111 52

**CMJN %**  
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**RVB %**  
188 220 245

**CMJN %**  
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**RVB %**  
147 96 55

**CMJN %**  
55 11 85 0

**RVB %**  
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**CMJN %**  
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**RVB %**  
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**CMJN %**  
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**RVB %**  
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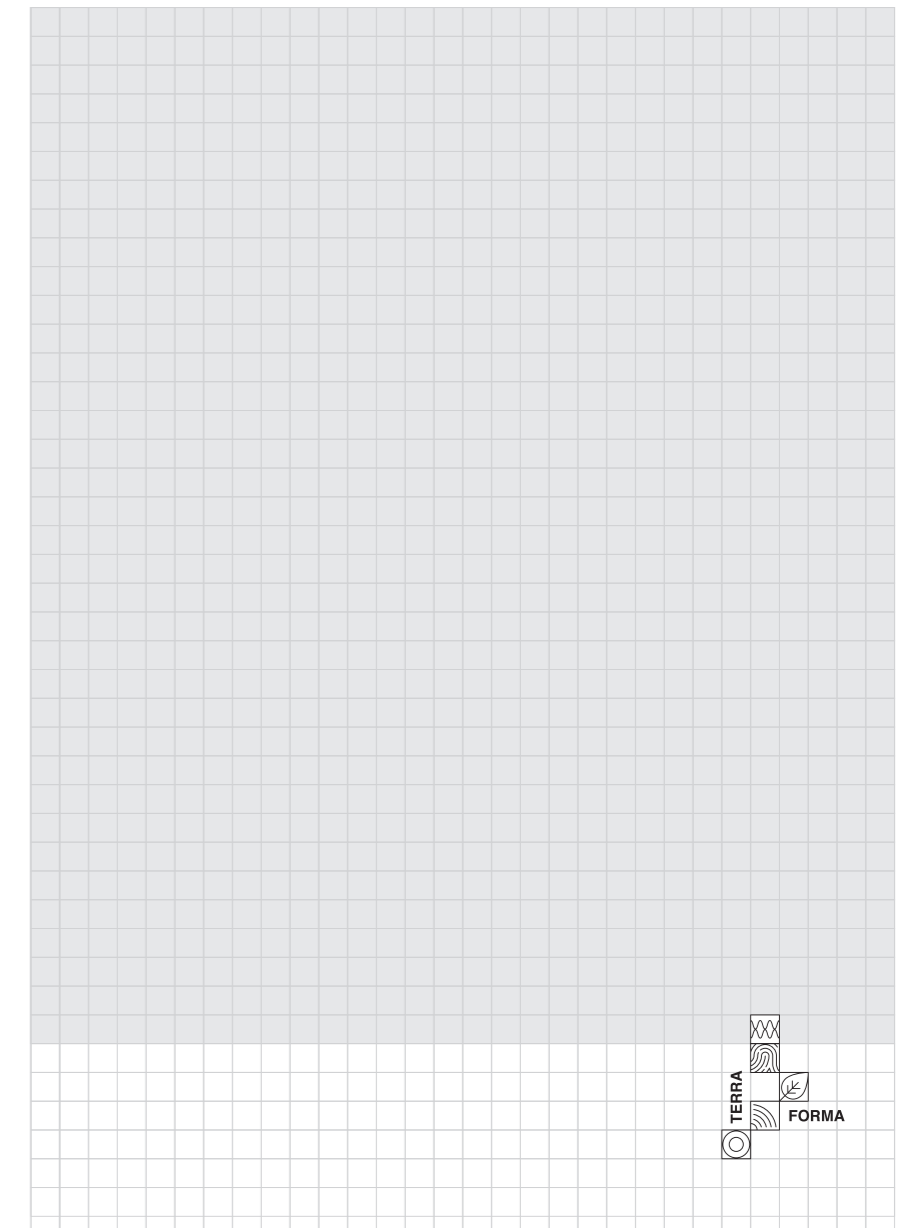
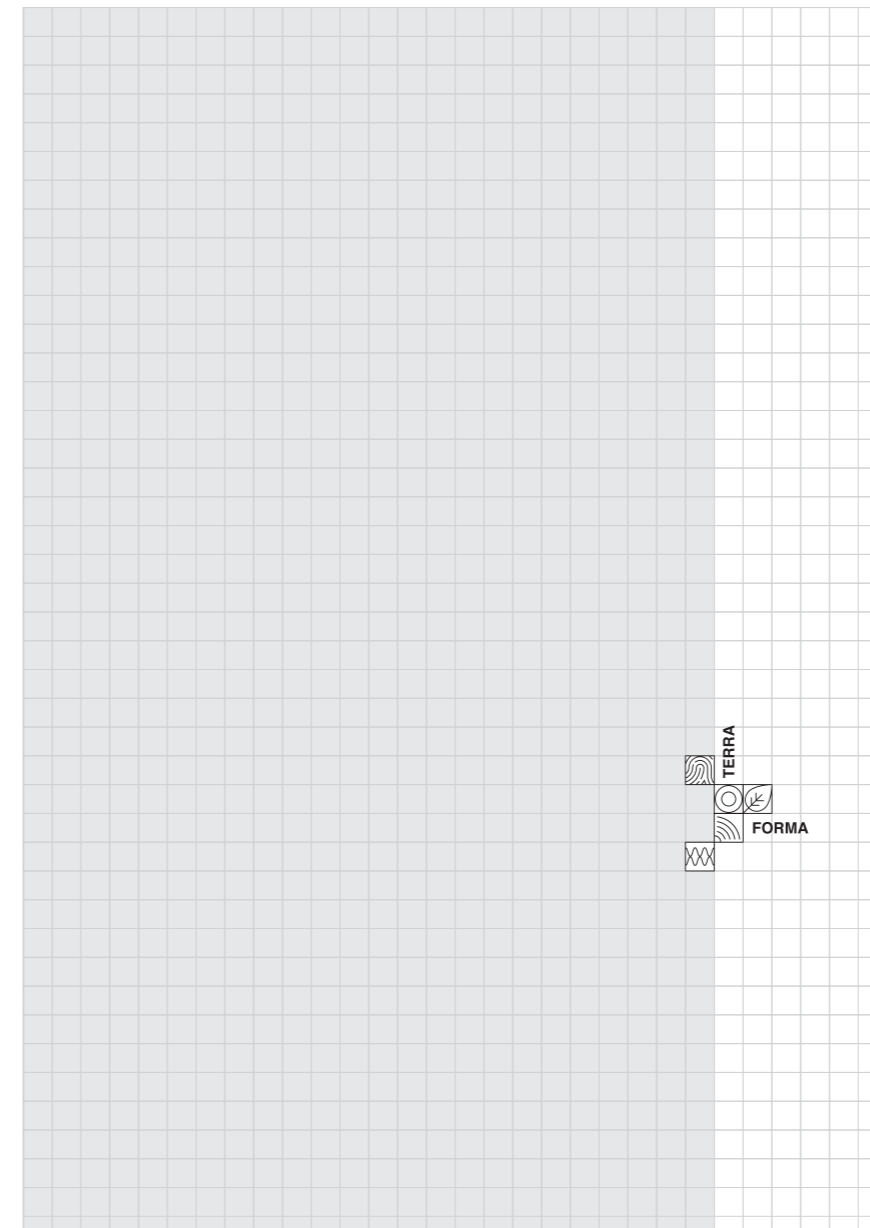
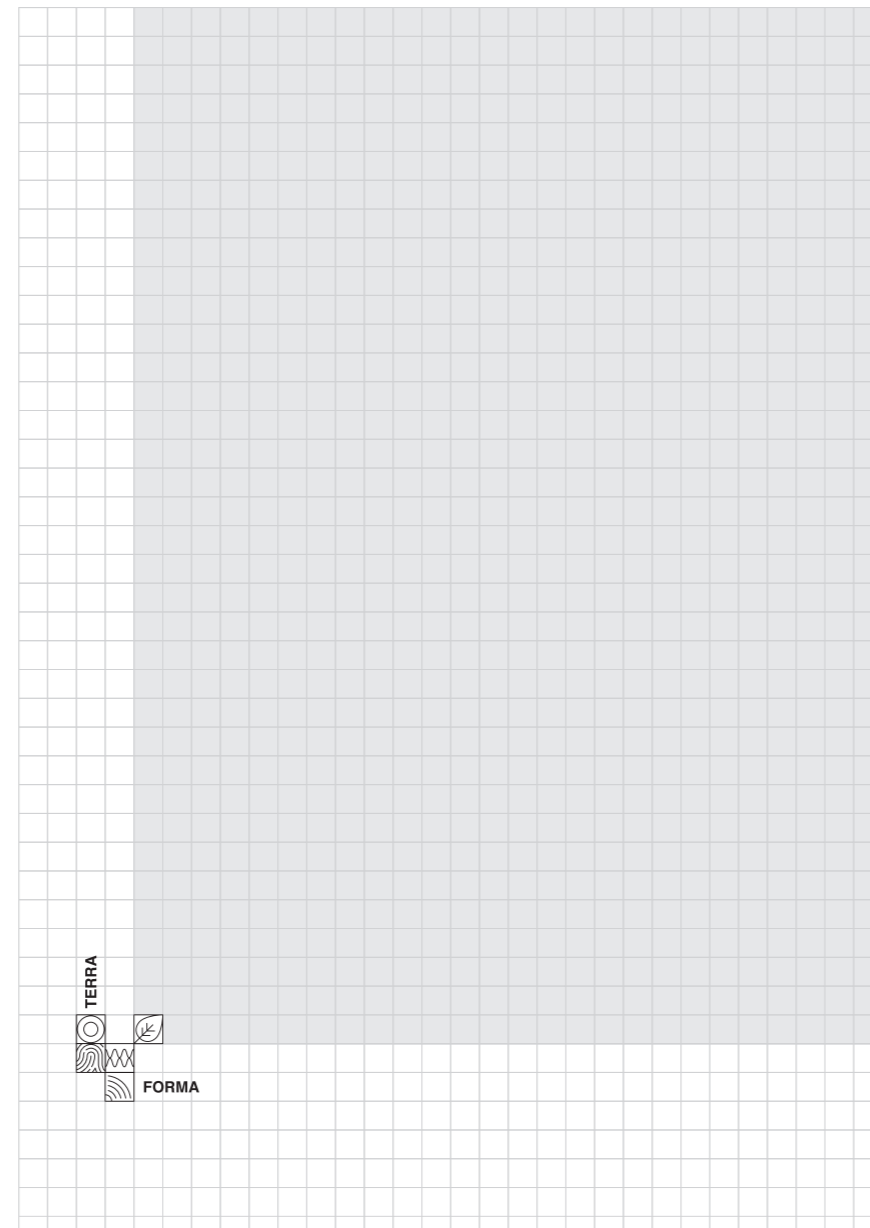
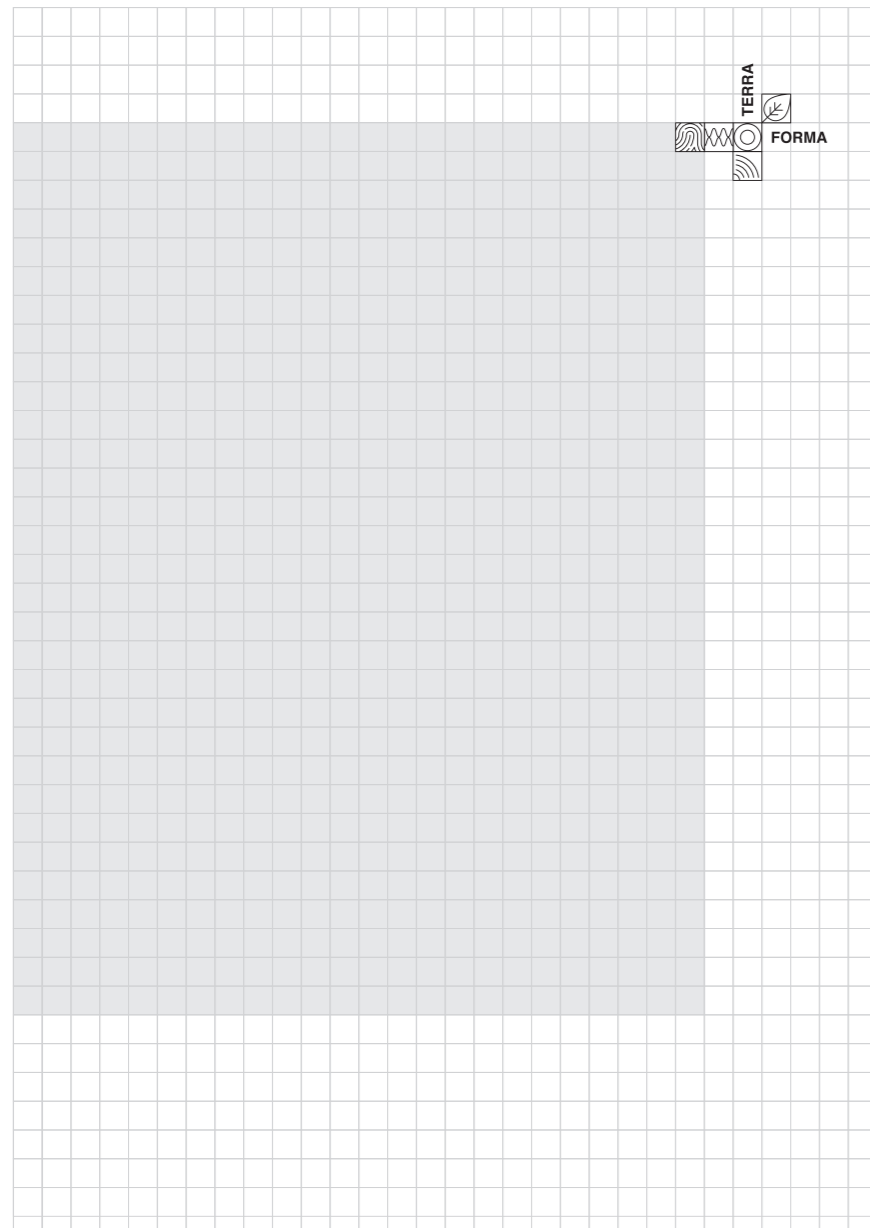
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# GRILLE MODULABLE





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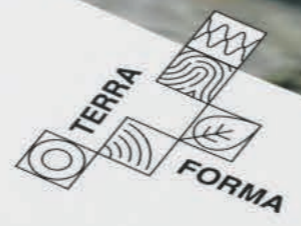




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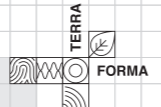

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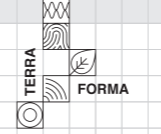
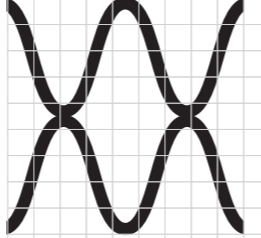
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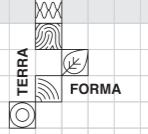
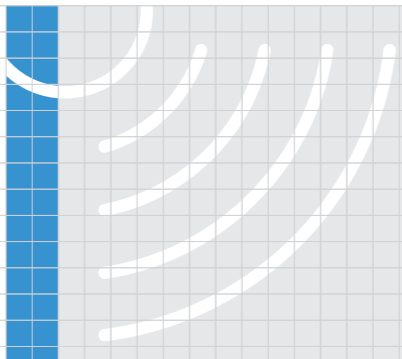
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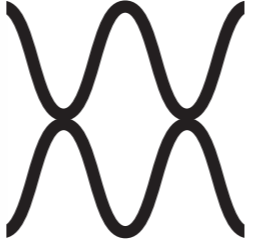
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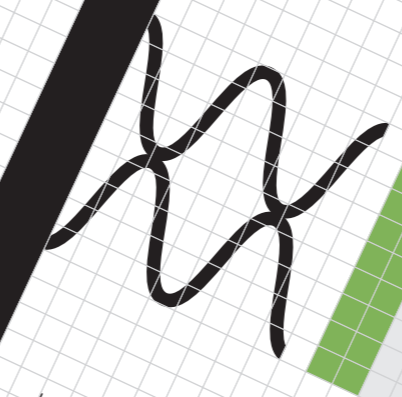
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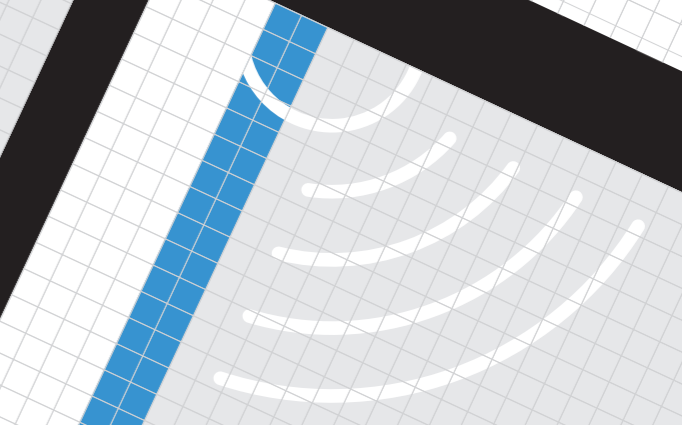
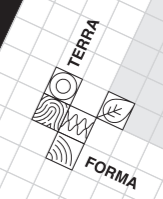


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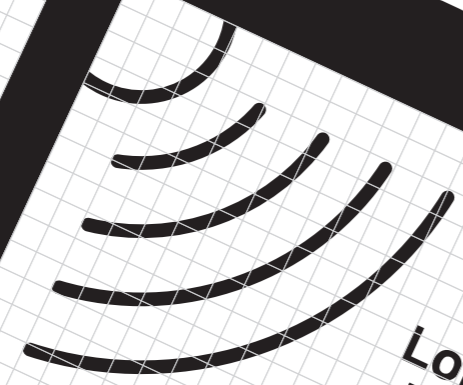
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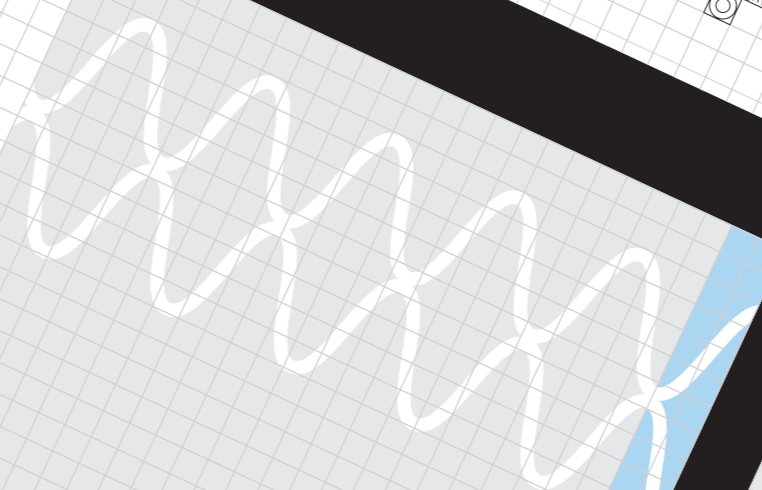
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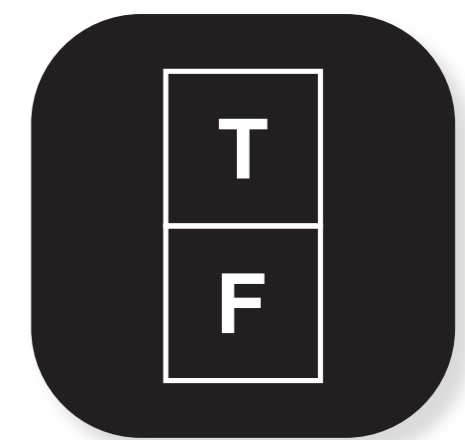
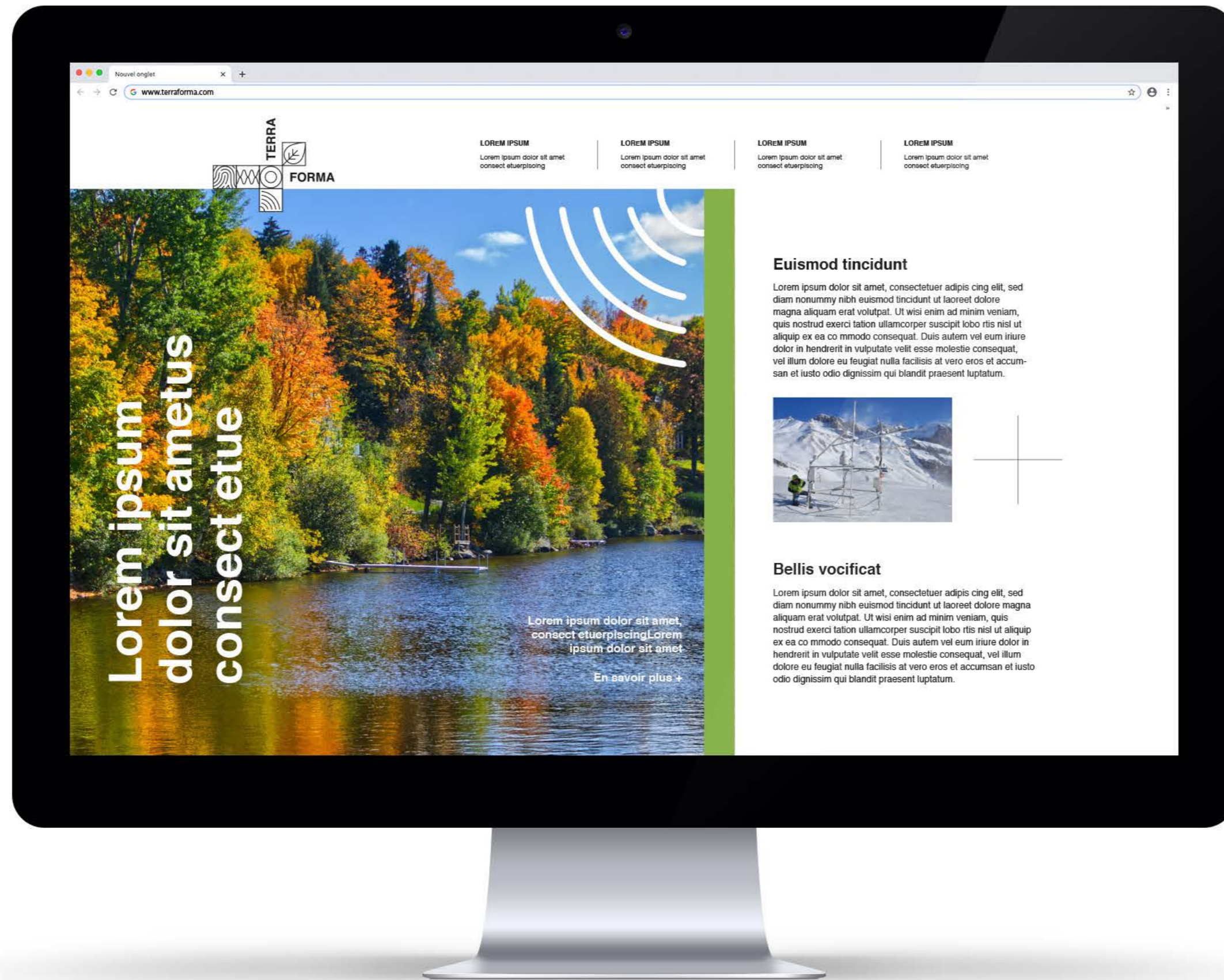


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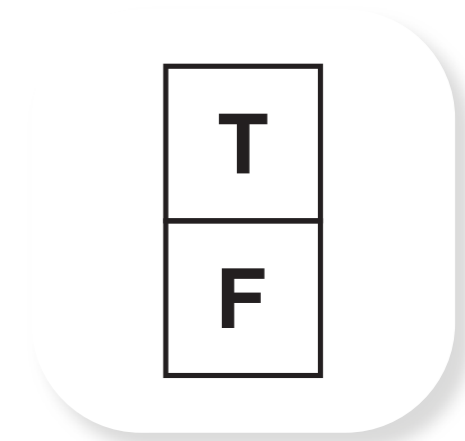


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