



LE DÉVOLUY

An aerial photograph of a dense, lush green forest. The trees are tightly packed, creating a textured canopy of various shades of green. The lighting is soft, suggesting a misty or overcast day. Centered over the forest is the text 'LE DÉVOLUY' in a large, white, serif font. Below it, the phrase 'tout commence' is written in the same serif font, followed by the word 'ici' in a smaller, white, italicized script font.

LE DÉVOLUY
tout commence *ici*





3 PILIERS *naturels*

A low-angle, silhouette-style photograph of a mountain bike against a warm, orange-hued sky at sunset or sunrise. The bike is positioned on the right side of the frame, with its front wheel and handlebars clearly visible. A bright sun is partially obscured by the bottom of the frame, creating a strong lens flare effect. A thin white circle is drawn in the upper left quadrant of the image.

ÉNERGIE

A low-angle, silhouette photograph of a mountain bike against a warm, orange-hued sky at sunset or sunrise. The bike is positioned on the right side of the frame, with its front wheel and handlebars clearly visible. The sun is low on the horizon, creating a strong backlighting effect and a lens flare. The word "ÉNERGIE" is written in white, uppercase letters across the center of the image, partially overlapping the bike's front wheel.

ÉNERGIE

A low-angle, silhouette photograph of a mountain bike against a warm, orange-hued sky at sunset or sunrise. The bike is positioned on the right side of the frame, with its front wheel and handlebars clearly visible. The word "ÉNERGIE" is written in a white, serif font across the center of the image, partially overlapping the bike's front wheel. Above the letter "É", there are two small, stylized circular icons: one with a gear-like pattern and another with a simple dot.

ÉNERGIE

The image features a low-angle silhouette of a mountain bike against a warm, orange-hued sunset sky. The bike is positioned on the right side of the frame, with its front wheel and handlebars clearly visible. In the bottom left corner, there is a white geometric pattern consisting of interconnected lines forming a series of triangles. Overlaid on the bike's front wheel is a small, stylized sun icon with radiating lines. The word "ÉNERGIE" is written in a clean, white, sans-serif font across the center of the image, partially overlapping the bike's wheel and the sunset background.

ÉNERGIE



AUTHENTICITÉ

A photograph of a dense forest with tall, thin trees and a mossy forest floor. The word "AUTHENTICITÉ" is overlaid in white text, with a small circle above the letter 'I'.

o
AUTHENTICITÉ

A photograph of a dense forest with tall, slender trees and a thick carpet of green moss on the forest floor. The word "AUTHENTICITÉ" is written in white capital letters across the center of the image, with three small white circles above it.

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AUTHENTICITÉ

○ ○ ○
○ ○ ○
AUTHENTICITÉ



A close-up photograph of a green leaf with water droplets. The leaf's veins are clearly visible, and several water droplets of varying sizes are scattered across its surface. A white circular graphic element is positioned at the top center of the frame. The word "PURETÉ" is written in white, uppercase letters across the middle of the leaf.

PURETÉ

A close-up photograph of a green leaf with water droplets and a small white insect. The leaf is covered in numerous small, clear water droplets of varying sizes. A small, white, star-shaped insect is visible on the left side of the leaf. The background is a soft, out-of-focus green.

PURETÉ

A close-up photograph of a green leaf, likely from a plant, showing intricate vein patterns. The leaf is covered with numerous small, clear water droplets of varying sizes. There are also several small, white, irregular spots or lesions scattered across the leaf's surface, particularly along the veins. The overall color palette is a range of greens, from deep forest green to lighter, yellowish-green at the veins. The lighting is soft, creating a gentle glow on the water droplets.

PURETÉ

PURETÉ





2 GAMMES DE COULEURS *naturelles*

HIVER

la gamme couleur



ÉTÉ

la gamme couleur





Votre



quotidien



a



changé

HIVER

nouvelle baseline

LE DÉVOLUY

Votre nature *s'exprime*





nouvelle baseline

.....

LE DÉVOLUY

La nature *vous appelle*



TYPOGRAPHIE BASELINE

Notre recherche typographique nous a amené à faire vivre deux typos en harmonie. Une typographie simple pour évoquer les bases de DÉVOLUY, mais aussi son caractère d'authenticité et de pureté, et une typographie dynamique pour représenter l'énergie.

) Lato regular
abcdefghijklmnopqrstuvwxyz
0123456789

○○○ Une typographie classique exprimant l'authenticité et la pureté

) Cheddar Jack
abcdefghijklmnopqrstuvwxyz
0123456789

○○○ Une typographie rythmée exprimant l'énergie

LE LOGO

Notre axe graphique nous amène à faire évoluer votre logo.
À travers le choix d'une nouvelle typographie plus moderne,
nous exprimons un domaine tourné vers l'avenir avec une
expression unique propre à DÉVOLUY.



sur fond blanc

Garder son caractère authentique au travers des supports utilisés

LE DÉVOLUY

Sobriété, pureté des supports choisis.
Goodies d'appartenance. Code couleur hiver.



LA GESTUELLE DES MAINS

Ramener l'humain au plus proche de vos communications.
À travers des plans subjectifs originaux, à travers une gestuelle d'expression.



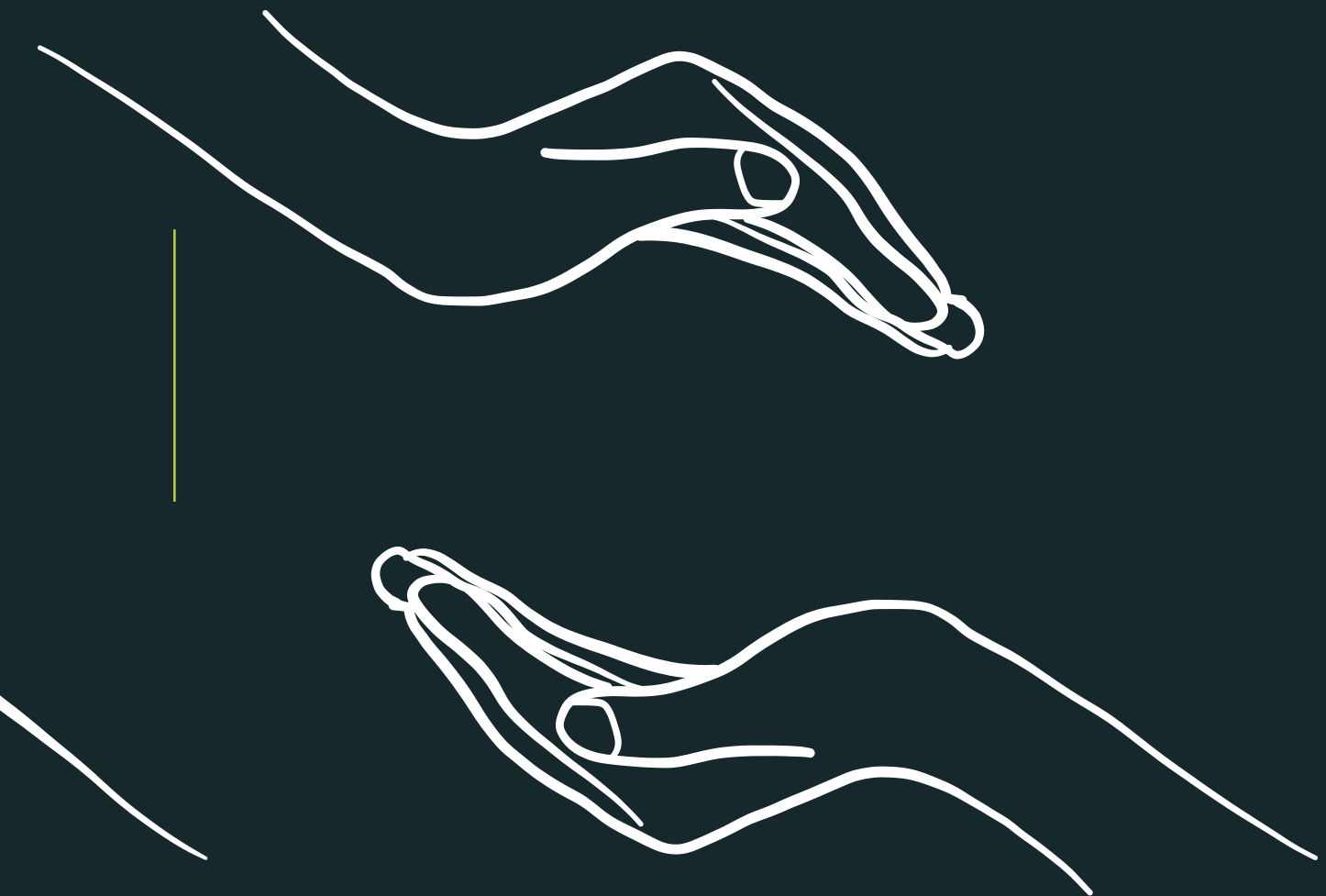
lettre D
en langage
des signes



montrer,
suggérer,
s'exprimer



les deux mains en cercle pour
exprimer l'énergie, la dualité
du lieu et du touriste.



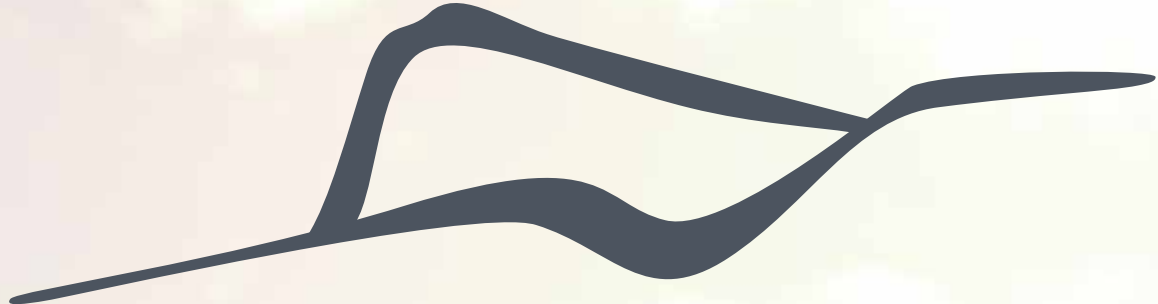
les deux mains en cercle pour
exprimer l'énergie, la pureté,
le respect des lieux.




LE DÉVOLUY
○○○
La nature vous appelle



La nature *vous appelle*



LE DÉVOLUY

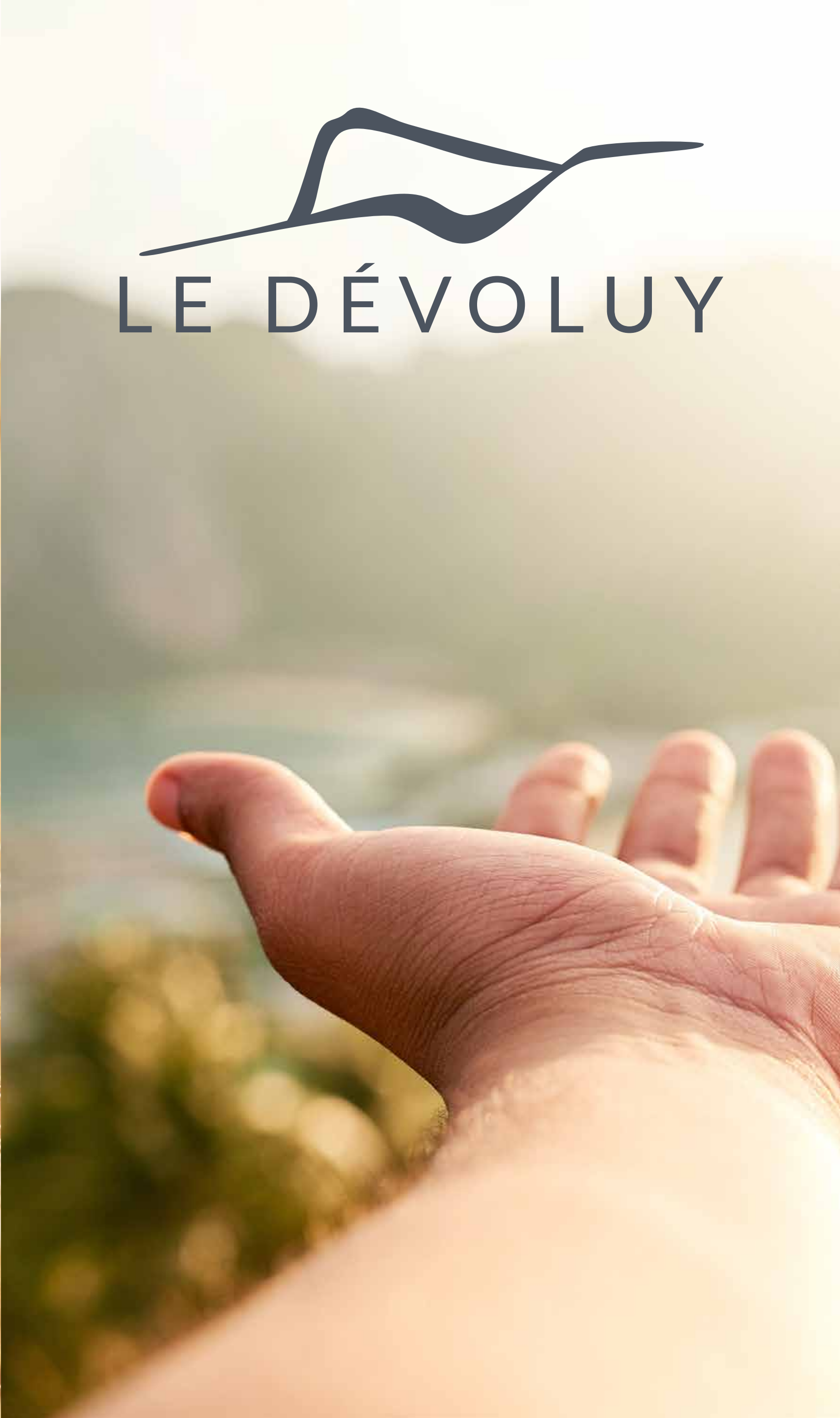


A hand is visible on the right side of the frame, pointing its index finger towards a distant mountain peak. The background is a vast mountain landscape with green slopes, rocky peaks, and a clear blue sky with scattered clouds.

LE DÉVOLUY

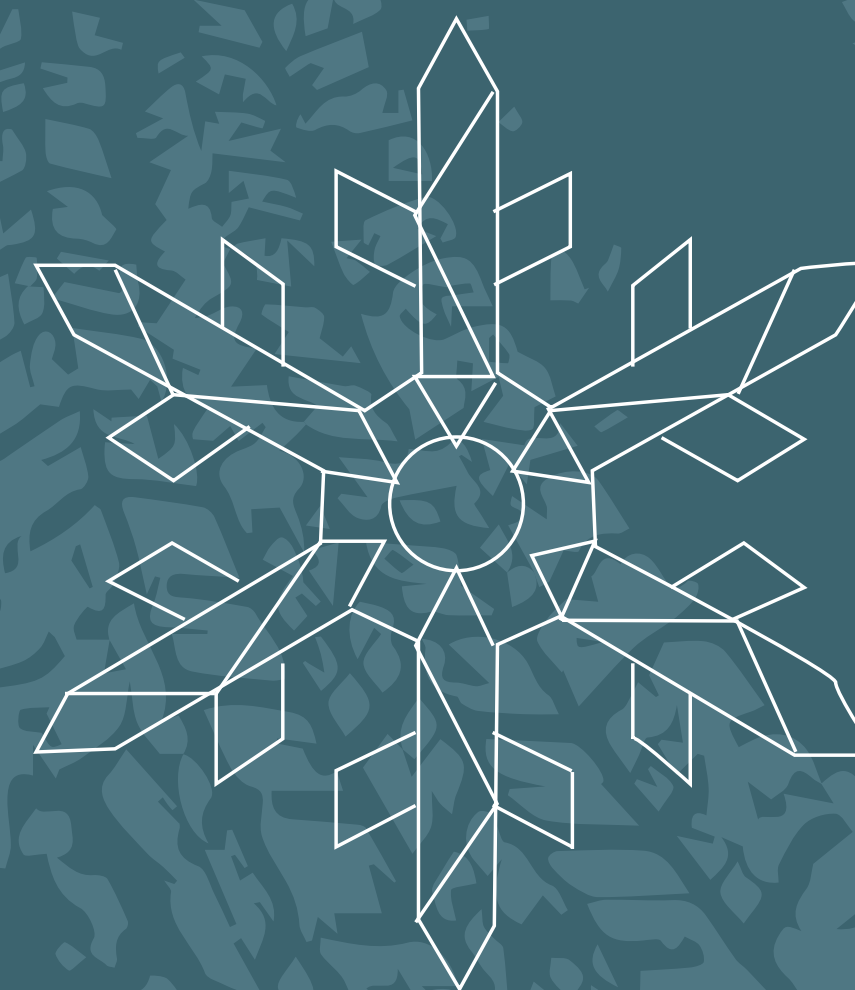
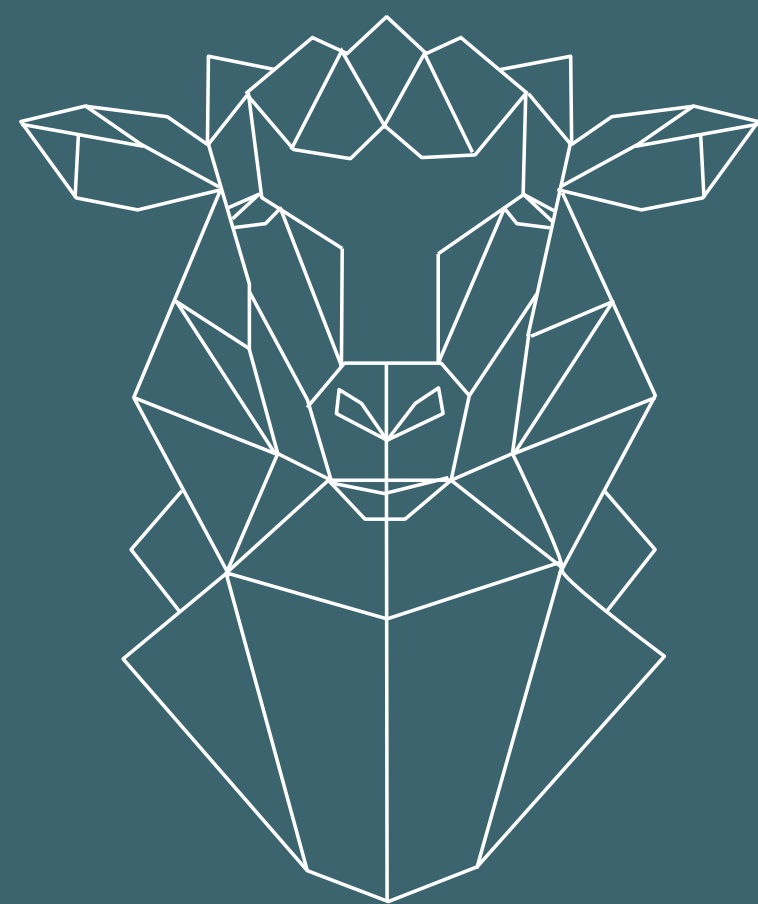
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La nature *vous appelle*



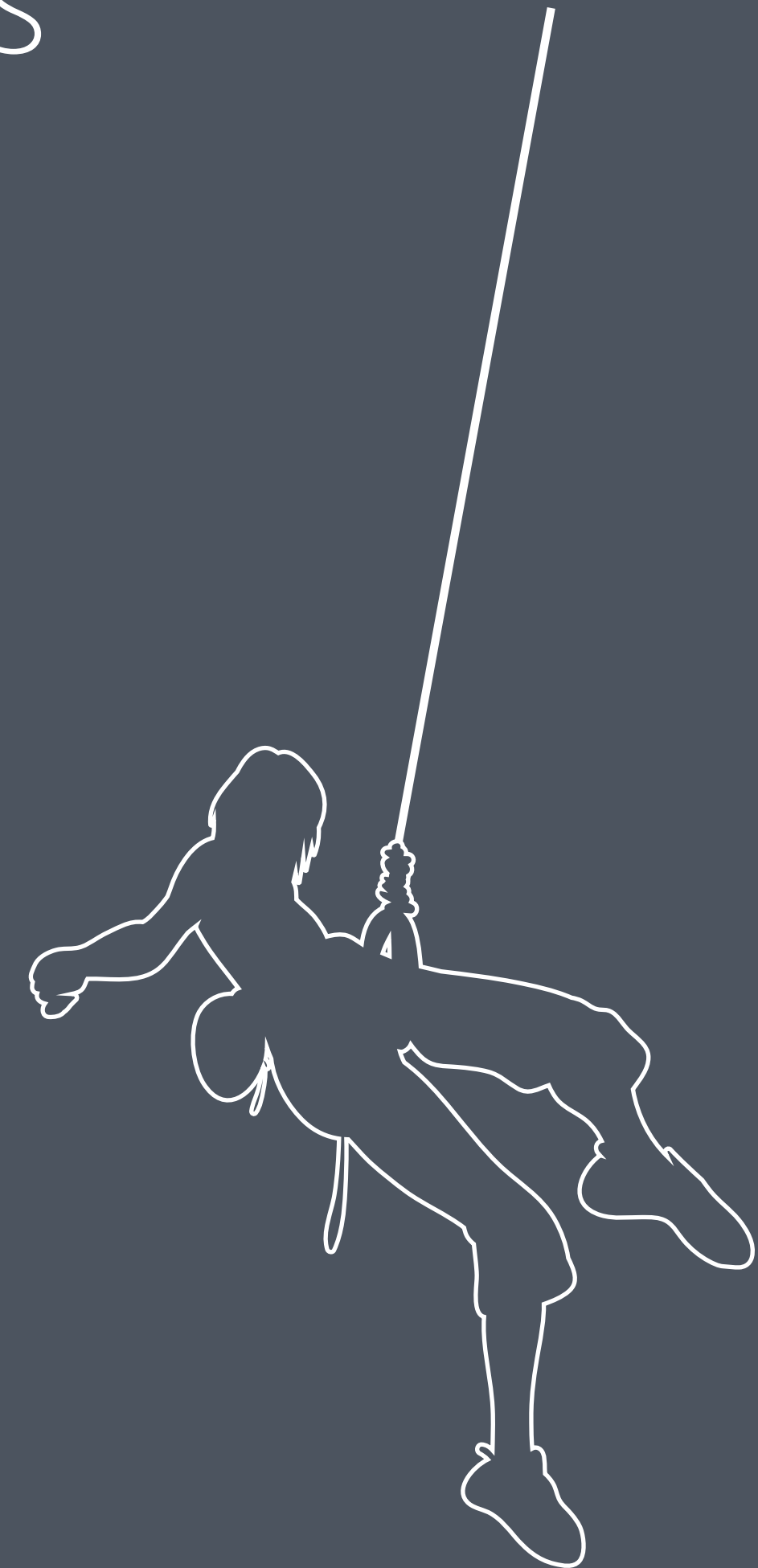
LE GRAPHISME DES TEMPS FORTS

LES TEMPS FORTS DU DÉVOLUY POSSÈDENT LEURS
PROPRES ACCENTS GRAPHIQUES, POUR LA NATURE,
DES LIGNES POLYGONALES



LE GRAPHISME DES TEMPS FORTS

VOICI DES STYLES D'ILLUSTRATIONS,
POUR LES ACTIVITÉS,
DES LIGNES ÉPURÉES ET DYNAMIQUES



DÉCLINAISONS
COMMUNICATIONS
PRINT



DÉCLINAISONS
SIGNALÉTIQUES
ET COMMUNICATIONS
EXTÉRIEURES





DÉCLINAISONS
COMMUNICATIONS
PRINT

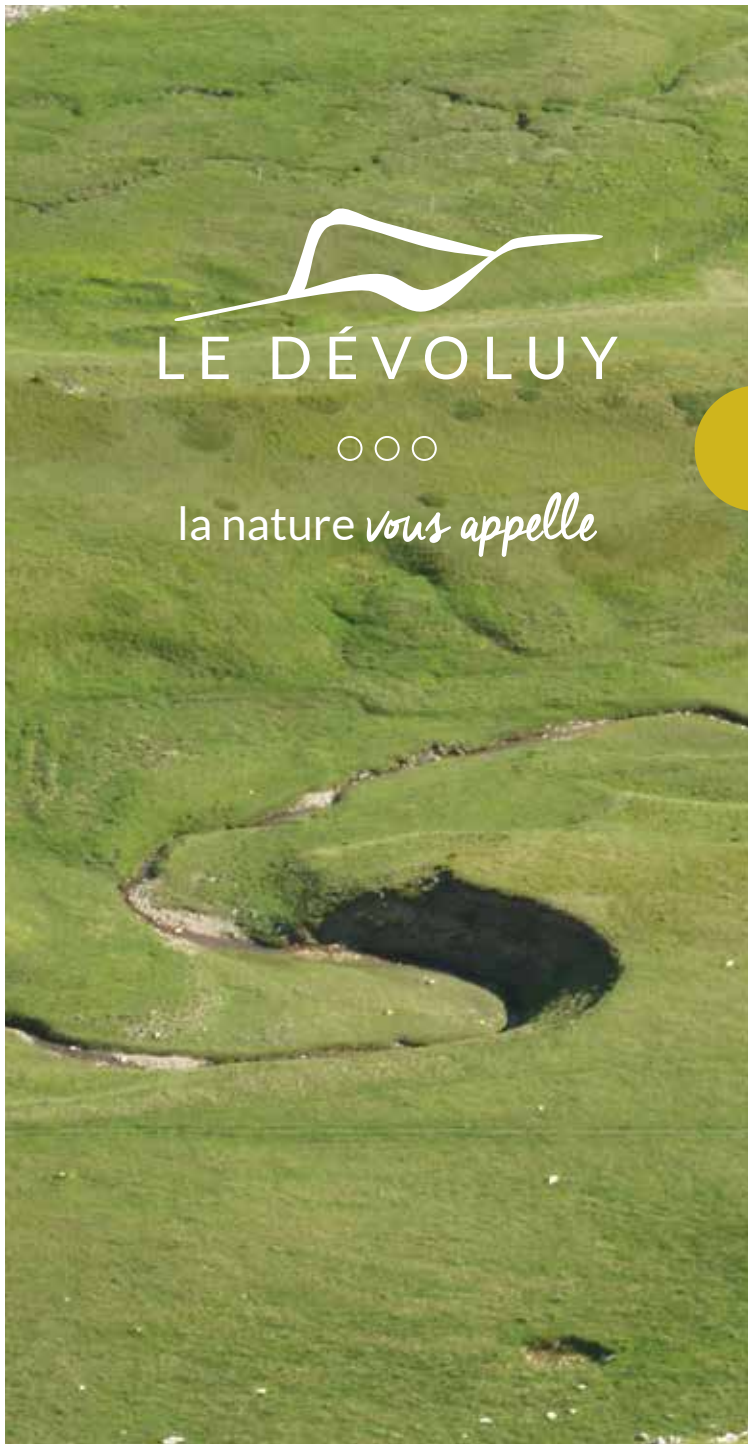


LE DÉVOLUY
ooo
la nature *vous appelle*

ES
CA
LA
DE

Au Dévoluy,
tout commence
ici !

ooo



LE DÉVOLUY
ooo
la nature *vous appelle*

DÉ
CO
UV
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TE

ooo

DÉCLINAISONS
COMMUNICATIONS
RÉSEAUX SOCIAUX

