



VISUAL IDENTITY

NEW CALEDONIA TOURISM

2 0 2 2



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The logo

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OUR GENERIC LOGO	P 5
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Composition of the logo

The various components

The heart of Voh



The name of the destination

new
caledonia

The brand's signature slogan + ®

Pacific heart[®]

Our generic logo

For print and digital use



Our brand symbol

For print and digital use



The heart of Voh: the most famous natural landscape in New Caledonia.

Photo : Yann Arthus-Bertrand - 1992

Logo variations by market

FRENCH MARKET	P 8
ENGLISH MARKET	P 9
JAPANESE MARKET	P 10



French market

Variations of the logo

Logo CMJN



White logo



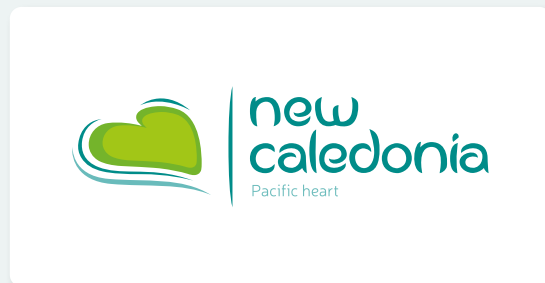
Green logo



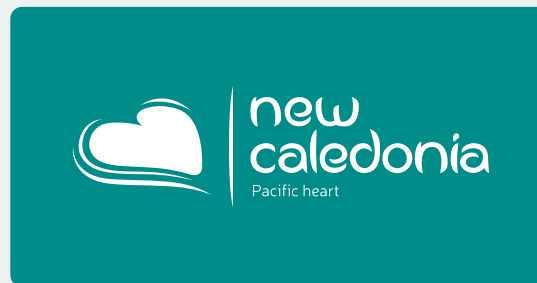
English market

Variations of the logo

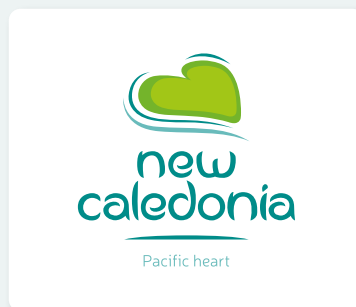
Logo CMJN



White logo



Green logo



Japanese Market

Variations of the logo with the signature “the closest island to paradise”[®] inspired by the novel by Katsura Morimura.

Logo CMJN



White logo



Green logo



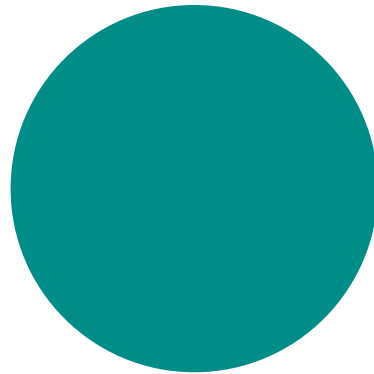
Colour coding

MAIN COLOURS	P12
COMPLEMENTARY COLOURS	P13



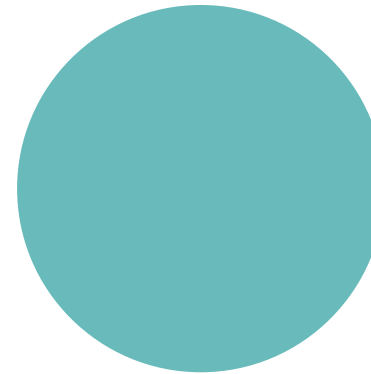
Main colours

CMJN / RVB / Web / Pantone



C 100	R 0
M 10	V 140
J 50	B 137
N 5	#008b89

Pantone : 3272 C

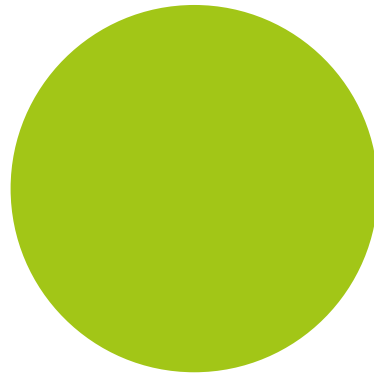


C 60	R 105
M 5	V 187
J 30	B 187
N 0	#68bbbb

Pantone : 365 C

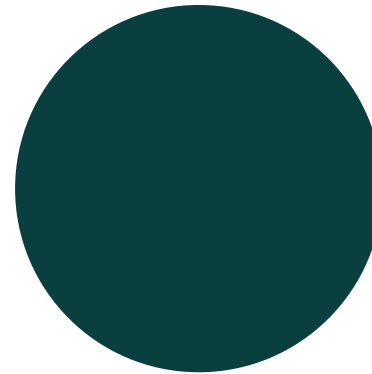
Complementary colours

CMJN / RVB / Web / Pantone



C 45	R 162
M 0	V 198
J 100	B 23
N 0	#a2c516

Pantone : 375 C



C 90	R 9
M 47	V 63
J 59	B 62
N 57	#083f3d

Pantone : 7722 C

Typography

FRENCH & ENGLISH MARKETS	P15
JAPANESE MARKET	P16



French and English markets

Print & Web

Neris Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neris Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neris Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neris Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neris SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neris SemiBold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neris Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Neris Black Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography for Headlines

AVALLON ALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Avallon

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Japanese market

Print & Web

Noto Sans JP Thin

1つの旅で何通りも楽しめるのが、ここ、ニューカレドニア。太平洋の真ん中に位置する大小の島々では、豊かな自然の景色や文化を楽しむことができます。

Noto Sans JP Regular

1つの旅で何通りも楽しめるのが、ここ、ニューカレドニア。太平洋の真ん中に位置する大小の島々では、豊かな自然の景色や文化を楽しむことができます。

Noto Sans JP Bold

1つの旅で何通りも楽しめるのが、ここ、ニューカレドニア。太平洋の真ん中に位置する大小の島々では、豊かな自然の景色や文化を楽しむことができます。

Noto Sans JP Light

1つの旅で何通りも楽しめるのが、ここ、ニューカレドニア。太平洋の真ん中に位置する大小の島々では、豊かな自然の景色や文化を楽しむことができます。

Noto Sans JP Medium

1つの旅で何通りも楽しめるのが、ここ、ニューカレドニア。太平洋の真ん中に位置する大小の島々では、豊かな自然の景色や文化を楽しむことができます。

Noto Sans JP Black

1つの旅で何通りも楽しめるのが、ここ、ニューカレドニア。太平洋の真ん中に位置する大小の島々では、豊かな自然の景色や文化を楽しむことができます。

Typography for Headlines

Tetsubin Gothic

1つの旅で何通りも楽しめるのが、
ここ、ニューカレドニア。太平洋
の真ん中に位置する大小の島々で
は、豊かな自然の景色や文化を楽し
むことができます。

Rules for using the logo



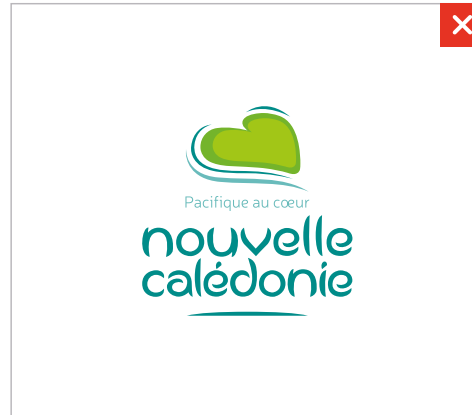
EXAMPLES OF USES	P18
EXAMPLES OF USES ON A COLOURED BACKGROUND.....	P19

Examples of uses

DO / DON'T



Do not tilt the logo



Do not change the layout



Do not distort the logo



Do not change the logo



Recommended use

Examples of uses on a coloured background

DO / DON'T



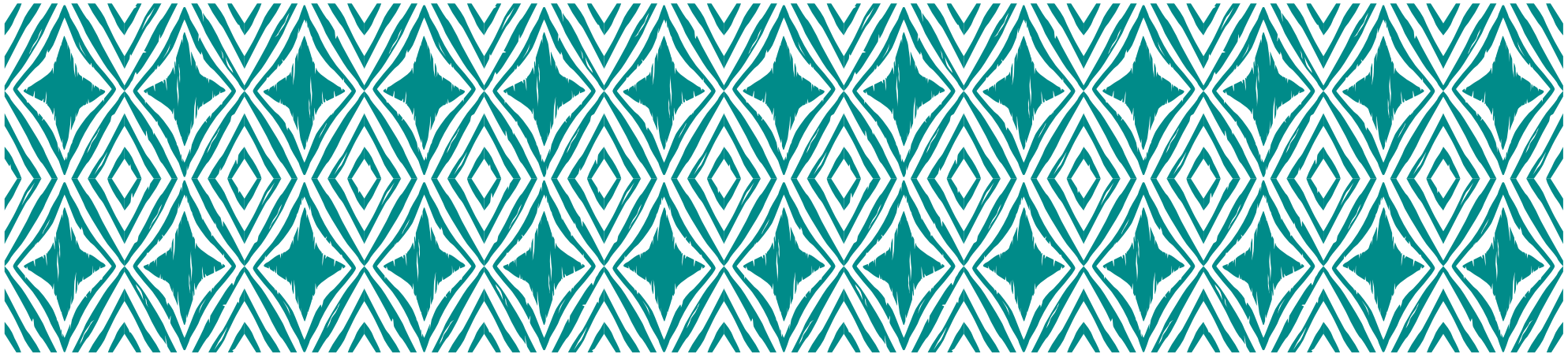
The use of the logo in monochrome on a coloured background ensures maximum readability.

Graphic elements



Kanak engraving

Use as a divider and decoration



These motifs and textures, inspired by Kanak art, can be declined in all the colours present in the NCT visual identity to decorate any supports.

Geographic Breakdown



GEOGRAPHIC BREAKDOWN OF NEW CALEDONIA	P23
OPTIONAL COLOUR CODING OF 5 REGIONS.....	P24

Geographic Breakdown of New Caledonia

5 core tourism regions



Colour coding of the 5 regions (optional)

CMJN / RVB / Web / Pantone



C 100 R 0
M 50 V 105
J 20 B 157
N 0 #00689d

Pantone : 307 C



C 75 R 0
M 7 V 172
J 19 B 201
N 0 #00acc9

Pantone : 3125 C



C 52 R 143
M 0 V 192
J 97 B 44
N 0 #8fbf2b

Pantone : 375 C



C 0 R 234
M 75 V 91
J 100 B 12
N 0 #ea5a0b

Pantone : Orange 021 C



C 0 R 253
M 25 V 195
J 100 B 0
N 0 #fdc300

Pantone : 7548 C

Pictograms

MUST-SEE	P 26
ACTIVITIES	P 27
TRANSPORT / TRAVEL	P 28
ACCOMMODATION	P 29
RESTAURANT	P 30
NATURE	P 31
WILDLIFE	P 32
OTHER	P 33



Must-See

This non-exhaustive and non-restrictive selection of pictograms is provided as an indication only to facilitate the work of creation.

Transport / Travel

This non-exhaustive and non-restrictive selection of pictograms is provided as an indication only to facilitate the work of creation.

Activities

This non-exhaustive and non-restrictive selection of pictograms is provided as an indication only to facilitate the work of creation.

Accommodation

This non-exhaustive and non-restrictive selection of pictograms is provided as an indication only to facilitate the work of creation.

Restaurant

This non-exhaustive and non-restrictive selection of pictograms is provided as an indication only to facilitate the work of creation.

Nature

This non-exhaustive and non-restrictive selection of pictograms is provided as an indication only to facilitate the work of creation.

Wildlife

This non-exhaustive and non-restrictive selection of pictograms is provided as an indication only to facilitate the work of creation.

Other

							
							
							
	This non-exhaustive and non-restrictive selection of pictograms is provided as an indication only to facilitate the work of creation.						

