**Integrity of the logo**

The logotype consists of two elements:
- the Club Med lettering
- the Trident symbol with its sand lozenge

The proportions and relative positions of these elements are invariable.

It is forbidden to add any decorative elements:

The Club Med lettering is inseparable from the Trident symbol:

http://www.phototheque-online.com/logotoque/Usage_US.html
However, the Trident symbol can be used on its own (cf. chapter on this subject).
The font of the Club Med logo is an original design.
This font cannot be used for any other purpose.

Protective area

The Club Med logotype is isolated within a protective area defined by the height of the letter M of the logotype

\[ X = \text{hauteur de la lettre M} \]

Cette zone de protection détermine un espace dans lequel aucun autre élément perturbant ne doit figurer (illus)

The position and the size of the logo can be freely chosen to fit the medium in which it appears, provided that
down in this document are respected (protective area, inseparability of the logo elements, colour codes).

Which version of the logo should I choose?

1) The 2-colour version (blue and sand) must be used whenever possible.
2) If the use of the 2-colour version is not suitable because of the background colour or photograph, the entire
   version must be used.
3) As a last resort, the blue monochrome version may be used.
4) The black version is reserved solely for black & white printing.

For all uses in media or below-the-line advertising, the logo should preferably be used in combination with the

> For more information...

2-colour versions

This version is to be preferred in all media:
Versions monochromes

Use on a coloured background

Light background

The white or blue monochrome version of the logo is used when it appears on a light background.

Use on a photographic background

The white or blue monochrome version of the logo is used in order to guarantee its visibility.

When it is used on a photographic background, the logo must be placed on a clear area of the photo.

Light photographic background
Dark photographic background

It is forbidden to place the logo on a cluttered photographic background:

Black version

Used only for black and white printing.