



BOOK 02 SEPT. 2015

PAPETERIE & BUREAUTIQUE
STATIONERY & OFFICE
APPLICATIONS

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1. Papeterie *Stationery*

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LETTERHEAD & FOLLOWING PAGES

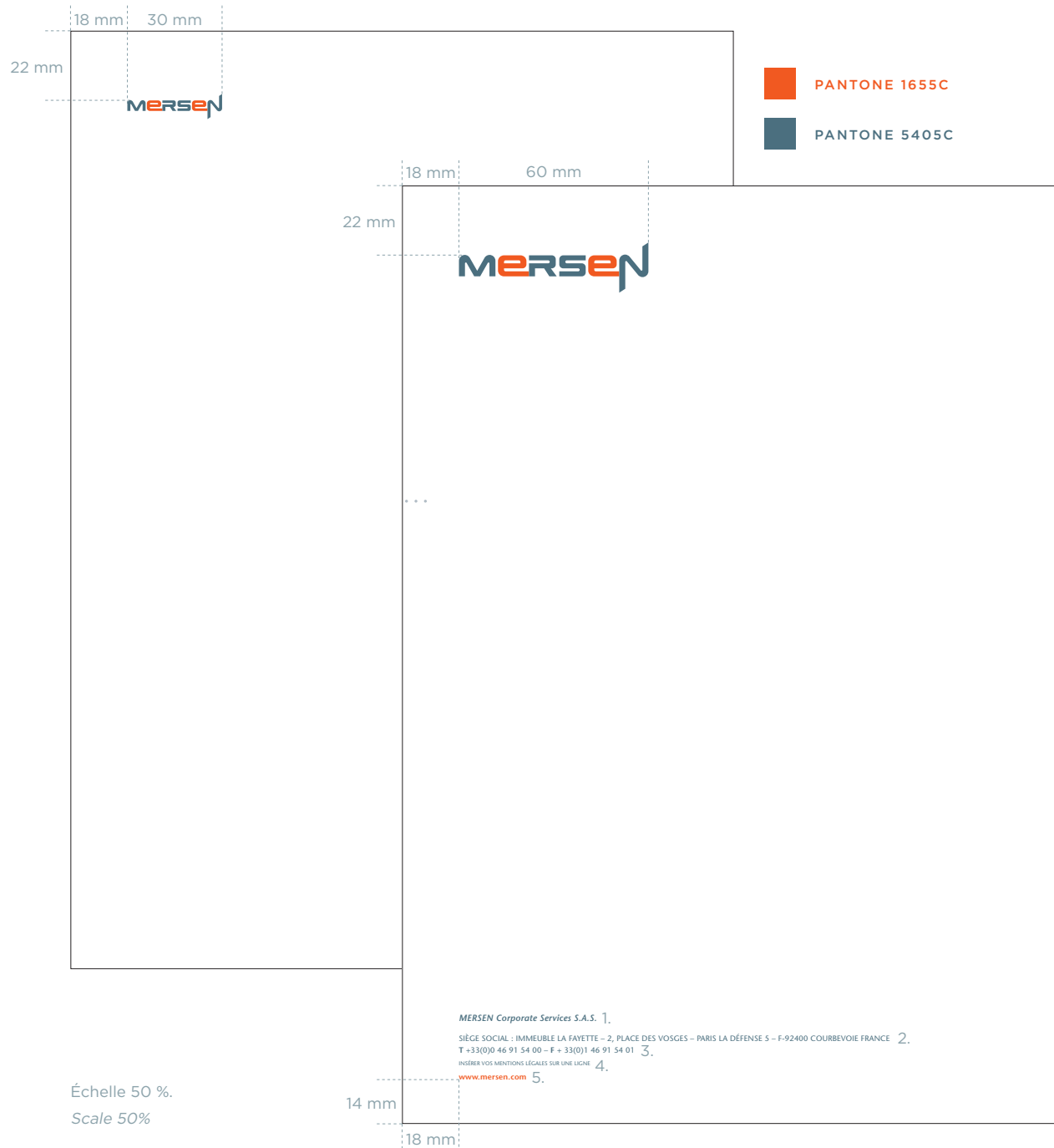
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EN-TÊTE ET SUITE DE LETTRE LETTERHEAD & FOLLOWING PAGES

1. **Raison sociale** ITC Stone Sans Semi Italic, corps 8 pt, approche +20, tout en capitales, interlignage 10 pt.
 2. **Adresse** ITC Stone Sans Medium, corps 7 pt, approche +20, tout en capitales, interlignage 10 pt, espace avant 3 mm.
 3. **Téléphone, Fax** ITC Stone Sans Medium, corps 7 pt, approche +20, tout en capitales, interlignage 10 pt. Abréviations « **T, F** » : ITC Stone Sans Semi.
 4. **Mentions Légales** ITC Stone Sans Semi, corps 5 pt, approche +20, interlignage 10 pt, espace avant 3 mm.
 5. **Site Internet** ITC Stone Sans Semi, corps 7 pt, approche +20, interlignage 10 pt, espace avant 1 mm.
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1. **Corporate name of the subsidiary**
 ITC Stone Sans Semi Italic, Size 8 pt, tracking +20, all caps, leading 10 pt.
 2. **Address** ITC Stone Sans Medium, Size 7 pt, tracking +20, all caps, leading 10 pt, space before 3 mm.
 3. **Telephone, Fax** ITC Stone Sans Medium, Size 7 pt, tracking +20, all caps, leading 10 pt. Abbreviations “**T, F**”: ITC Stone Sans Semi.
 4. **Legal Notices** ITC Stone Sans Semi, Size 5 pt, tracking +20, leading 10 pt, space before 3 mm.
 5. **Website** ITC Stone Sans Semi, Size 7 pt, tracking +20, leading 10 pt, space before 1 mm.

MISE EN PAGE D'UN COURRIER LETTER LAYOUT

Recommandations pour la mise en page d'un courrier, à adapter suivant les usages locaux :

1. Adresse destinataire

Arial Bold, corps 12 pt, interlignage 20 pt.

2. Courrier

Arial Regular, corps 11 pt, interlignage 16 pt, texte ferré à gauche.

Recommendations for laying out a letter, to be adapted to customary local practice:

1. Address

Arial Bold, size 12 pt, leading 20 pt.

2. Letter Body Arial Regular, size 11 pt, leading 16 pt, ragged right.

110 mm

58 mm



46 mm

Nom de la Société
Nom du correspondant 1.
Première ligne d'adresse
00000 Nom de la Ville

Madame, Monsieur, 2.

Marge 50 mm

Marge 35 mm

Ecte eugait, quis el ex eugiamc onsequat init amcommod do od tat. Ut dolor sectem eu feumsan ut illuptat prate magna core commy nim zzrit vulla feum el utet landignis etum volobore elit lorem volum zzriuscidunt lum dunt nos num nisim velit inim my nullamet aliquisim deliquis aut il utat. Duip elit lamet la adit eumsandrem endit loborercil el ulput praes-ecte venim dunt aliquipit il ipsum quat, si.
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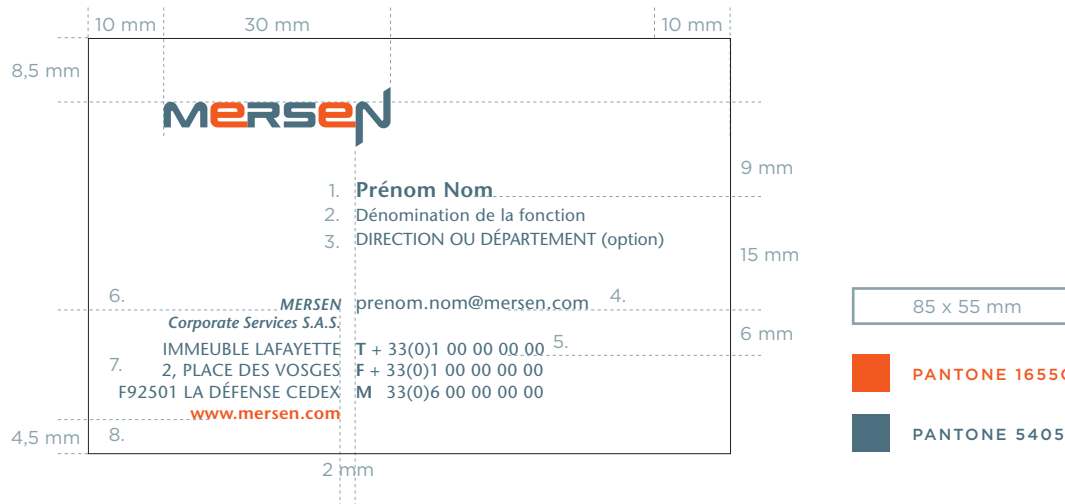
Rostie tet, quamcor tionse dolum zzrilit, quatis nullaore te feugue maip ex essi eros accum zzrit augait la aliquis sequism olesto esse



Prénom Nom

MERSEN Corporate Services S.A.S.
SIÈGE SOCIAL : IMMEUBLE LA FAYETTE - 2, PLACE DES VOSGES - PARIS LA DÉFENSE 5 - F-92400 COURBEVOIE FRANCE
T +33(0)0 46 91 54 00 - F + 33(0)1 46 91 54 01
INSÉRER VOS MENTIONS LÉGALES SUR UNE LIGNE
www.mersen.com

CARTES DE VISITE BUSINESS CARDS



recto



verso

1. Prénom Nom

ITC Stone Sans Semi
C. 8 pt, app. + 20,
inter. 8,5 pt.

1. First Name / Name

ITC Stone Sans Semi
Size 8 pt, tracking + 20,
leading 8,5 pt.

2. Fonction

ITC Stone Sans Medium
C. 6,5 pt, app. + 20,
inter. 9 pt.

2. Job Title

ITC Stone Sans Medium
Size 6,5 pt, tracking + 20,
leading 9 pt.

3. Département

ITC Stone Sans Medium
C. 6,5 pt, app. + 20,
tout CAP, inter. 9 pt.

3. Department

ITC Stone Sans Medium
Size 6,5 pt, tracking. + 20,
all caps, leading 9pt.

4. E-mail

ITC Stone Sans Medium
C. 7 pt, app. + 20,
inter. 8,5 pt.

4. Email

ITC Stone Sans Medium
Size 7 pt, tracking. + 20,
leading 8,5 pt.

5. Tél, Fax, Mobile

ITC Stone Sans Medium
C. 6,5 pt, app. + 20,
tout CAP, inter. 8 pt.
Abréviations « T, F, M » :

ITC Stone Sans Semi.

5. Telephone, Fax, Mobile

ITC Stone Sans Medium
Size 6,5 pt, tracking + 20,
UC only, leading 8 pt.
Abbreviations "T, F, M":

ITC Stone Sans Semi.

6. Raison sociale

ITC Stone Sans Semi Italic
C. 6 pt, app. + 20,
tout CAP, inter. 7 pt.

6. Corporate Name

ITC Stone Sans Semi Italic
Size 6 pt, tracking + 20,
UC only, leading 7 pt.

7. Adresse

ITC Stone Sans Medium
C. 6,5 pt, app. + 20,
tout CAP, inter. 8 pt.

7. Address

ITC Stone Sans Medium
Size 6,5 pt, tracking + 20,
UC only, leading 8 pt.

8. Site Internet

ITC Stone Sans Semi
C. 6,5 pt, app. + 20,
inter. 8 pt.

8. Website

ITC Stone Sans Semi
Size 6,5 pt, tracking. + 20,
leading 8 pt.

CARTES DE CORRESPONDANCE COMPLIMENTS SLIPS



carte de correspondance générique

Échelle 50 % Scale 50%



PANTONE 1655C



PANTONE 5405C

210 x 100 mm



carte de correspondance nominative

1. Prénom Nom

ITC Stone Sans Semi
C. 9 pt, app. + 20,
inter. 10,5 pt.

1. First Name / Name

ITC Stone Sans Semi
Size 9 pt, tracking + 20,
leading 10.5 pt.

2. Fonction

ITC Stone Sans Medium
C. 6,5 pt, app. + 20,
inter. 10,5 pt.

2. Job Title

ITC Stone Sans Medium
Size 6.5 pt, tracking + 20,
leading 10.5 pt.

3. Département

ITC Stone Sans Medium
C. 6,5 pt, app. + 20,
tout CAP, inter. 10,5 p.

3. Department

ITC Stone Sans Medium
Size 6.5 pt, tracking + 20,
all caps, leading 10.5 pt.

4. Raison sociale

ITC Stone Sans Semi Italic
C. 7 pt, app. + 20,
tout CAP, inter. 10 pt.

4. Corporate name

ITC Stone Sans Semi Italic
Size 7 pt, tracking + 20,
all caps, leading 10 pt.

5. Adresse

ITC Stone Sans Medium
C. 5,5 pt, app. + 20,
tout CAP, inter. 7,2 pt.

5. Address

ITC Stone Sans Medium
Size 5.5 pt, tracking + 20,
all caps, leading 7.2 pt.

6. Tél, Fax, Mobile, E-mail

ITC Stone Sans Medium
C. 7 pt, App. + 20,
tout CAP, inter. 10 pt,
espace av. 1 mm.
Abréviations « **T, F, M** » :

6. Telephone, Fax, Mobile, Email

ITC Stone Sans Medium
Size 7 pt, tracking + 20,
all caps, leading 10 pt,
space before 1 mm.
Abbreviations "**T, F, M**":
ITC Stone Sans Semi.

7. Site Internet

ITC Stone Sans Semi
C. 5,5 pt, app. + 20,
inter. 7 pt.

7. Website

ITC Stone Sans Semi
Size 5.5 pt, tracking + 20,
leading 7 pt.

ENVELOPPES ENVELOPES

Le logotype est placé dans l'angle supérieur gauche sur tous les formats d'enveloppes.

Les enveloppes blanches sont imprimées en 2 couleurs. Les enveloppes kraft sont imprimées en noir.

Si certaines contraintes locales imposent un placement du logotype à un endroit spécifique, il est possible d'adapter la charte.

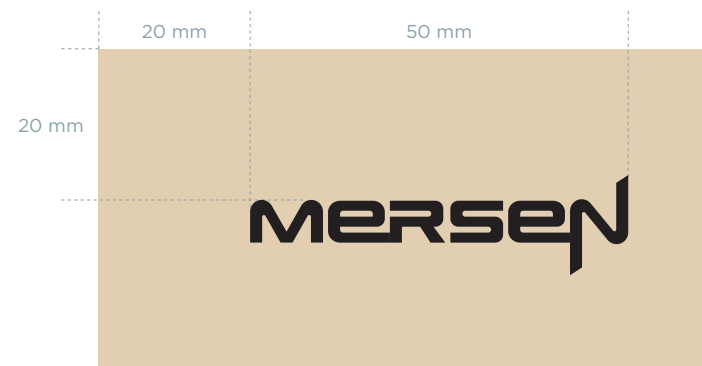
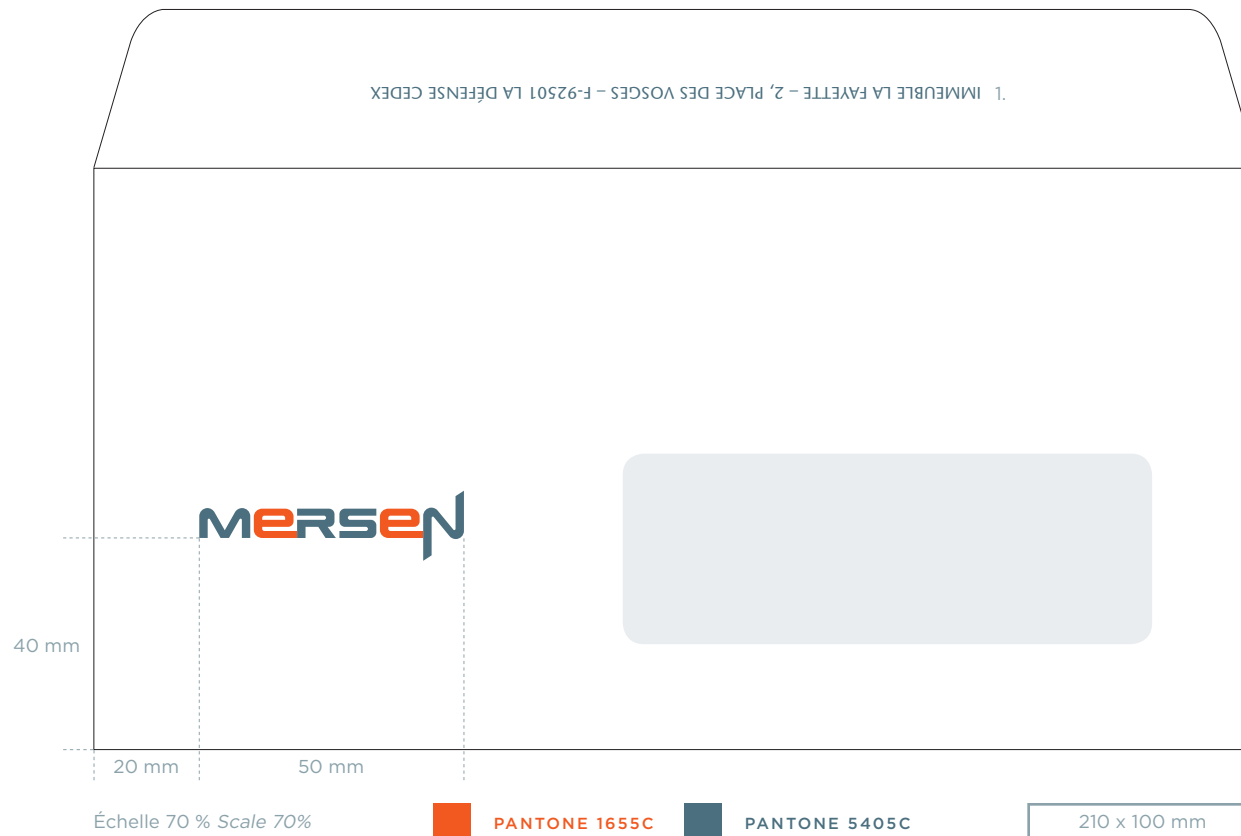
1. Adresse ITC Stone Sans Medium, C. 9 pt, tout CAP, app. + 20.

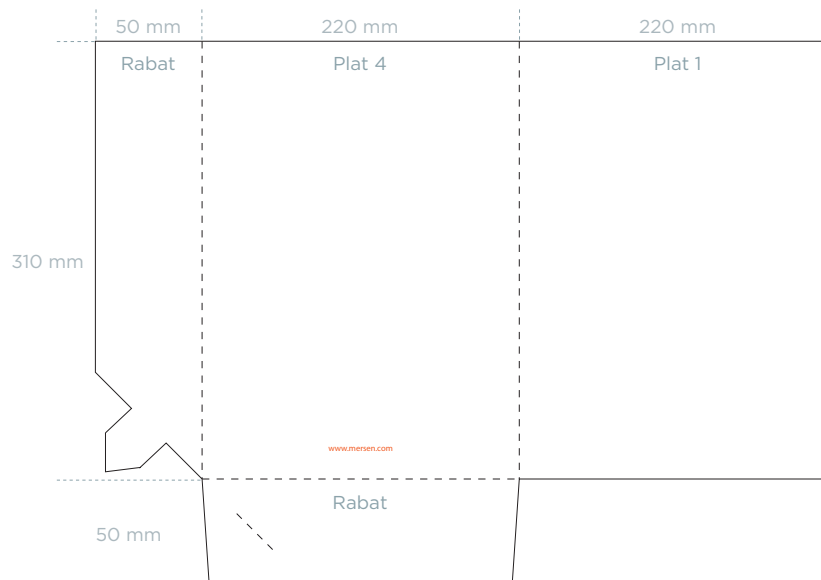
The logotype should be placed on the upper left corner of the envelope on all sizes envelopes.

Two-color printing for white envelopes. Black single-color printing for Kraft envelopes.

The placement of the logotype may be changed in accordance with local usage.

1. Address ITC Stone Sans Medium, size 9 pt, tracking + 20, all caps.





CHEMISE PRESS KIT COVER

Deux exemples de chemises ont été créés en cohérence avec l'identité visuelle.

- La chemise 1 est imprimée en deux tons directs (Pantone 5405 C, Pantone 1655 C).
- La chemise 2 est imprimée en quadrichromie.

Two sample folders consistent with the visual identity have been produced.

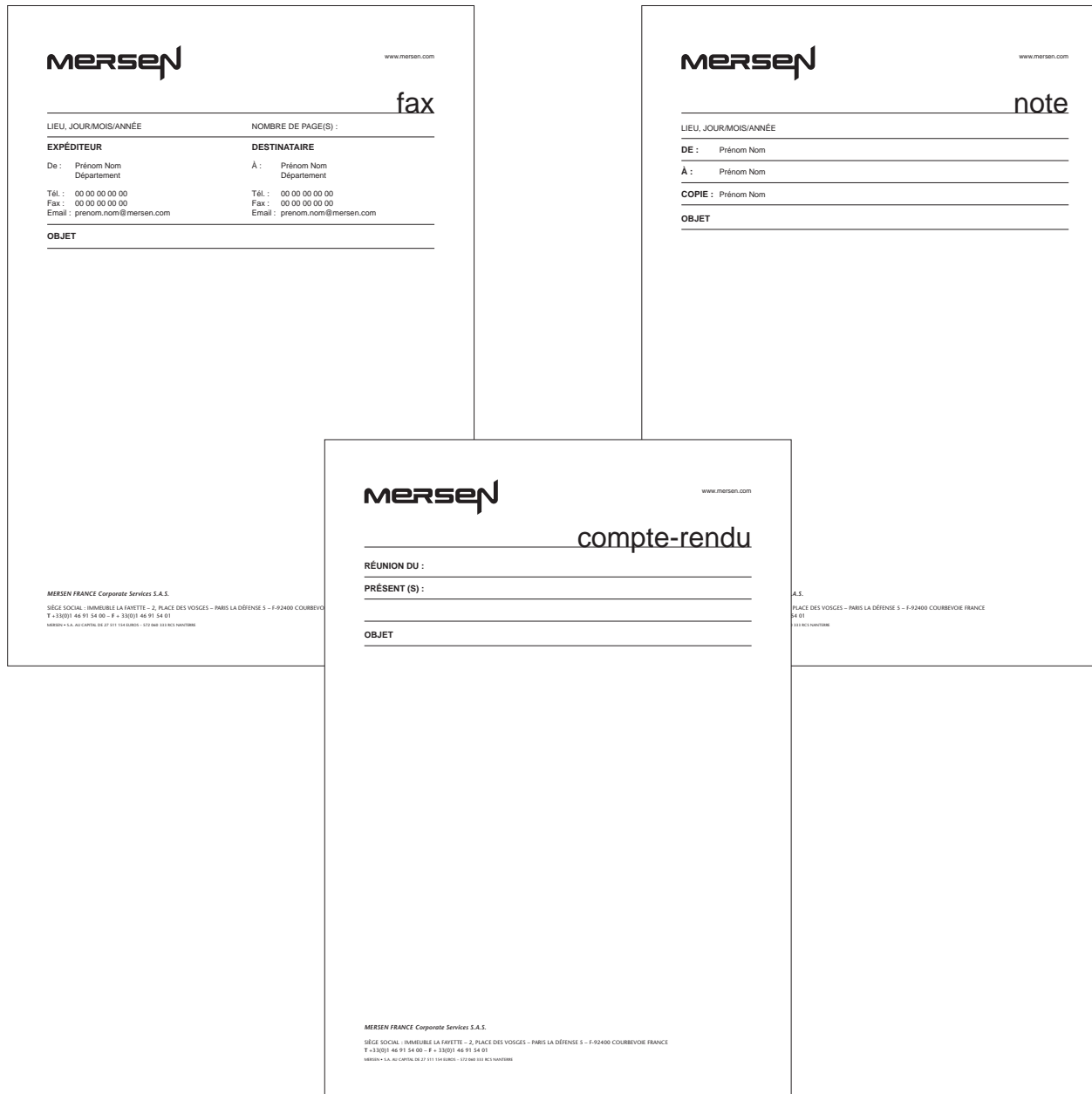
- Folder 1 is printed in two straight Pantone colors (5405 C, 1655 C).
- Folder 2 is a four-color print.

2.

Bureautique

Office applications

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FAX, NOTE ET COMPTE-RENDU FAX, MEMO & MINUTES

Des modèles Word ont été créés pour ces trois documents afin de garder une cohérence dans l'ensemble de la communication.

La typographie utilisée pour ces modèles est l'Arial. Ces modèles sont disponibles sur l'intranet.

Word templates have been produced for these three types of documents to ensure consistency across all communication.

The typeface used in these templates is the Arial family. These templates are available through the intranet.

SIGNATURE PIED DE MAIL EMAIL SIGNATURE¹.

Prénom Nom

Arial Bold
C. 10 pt, inter. 12 pt.

1. First Name Name

Arial Bold
Size 10 pt, leading 12 pt.

2. Fonction

Arial Regular
C. 8 pt, inter. 12 pt.

2. Job title

Arial Regular
Size 8 pt, leading 12 pt.

3. Département

Arial Regular
C. 6 pt, inter. 12 pt,
tout CAP.

3. Division or Department

Arial Regular
Size 6 pt, leading 12 pt,
all caps.

4. Tél et Mobile

Abréviations « T, M » :
Arial Bold C. 8 pt,
inter. 10 pt.
Numéros : Arial Regular
C. 8 pt, inter. 10 pt,
espace av. 8 pt.

4. Telephone and Mobile

Abbreviations "T, M":
Arial Bold
Size 8 pt, leading 10 pt.
Numbers: Arial Regular
Size 8 pt, leading 10 pt,
space before 8 pt.

5. Adresse email

Arial Bold
C. 7 pt, inter. 10 pt.

5. Email address

Arial Bold
Size 7 pt, leading 10 pt.

6. Raison sociale

Arial Bold
C. 6,5 pt, Inter. 9 pt,
espace av. 5 pt.

6. Corporate name

Arial Bold
Size 6.5 pt, leading 9 pt,
space before 5 pt.

7. Adresse

Arial Regular
C. 6 pt, Inter. 9 pt,
espace av. 1 pt.

7. Address

Arial Regular
Size 6 pt, leading 9 pt,
space before 1 pt.

8. Site Internet

Arial Bold
C. 7 pt, Inter. 9 pt,
espace av. 1 pt.

8. Website

Arial Bold
Size 7 pt, leading 9 pt,
space before 1 pt.



- 1 Prénom Nom
- 2 Dénomination de la fonction
- 3 EN OPTION DIRECTION OU DÉPARTEMENT
- 4 T + 33(0)1 00 00 00 00
M (0)6 00 00 00 00
- 5 Adresse email
- 6 MERSEN Corporate Services S.A.S.
- 7 IMMEUBLE LAFAYETTE – 2, PLACE DES VOSGES
F92051 LA DÉFENSE CEDEX
- 8 www.mersen.com



- 1 Prénom Nom
- 2 Dénomination de la fonction
- 4 T + 33(0)1 00 00 00 00
M (0)6 00 00 00 00
- 5 www.mersen.com





PRINCIPE D'ÉCRANS POWERPOINT POWERPOINT TEMPLATES

Des masques PowerPoint ont été créés pour vos présentations afin de garder une cohérence dans l'ensemble de la communication.

La typographie utilisée pour ces masques est l'Arial. Ces masques sont disponibles sur l'intranet.

PowerPoint templates have been produced for your presentations to ensure consistency across all communication.

The typeface used for these templates is the Arial family. These templates are available through the intranet.

Pour toute information complémentaire ou élément graphique contacter : dri@mersen.com

For further information or graphic element please contact: dri@mersen.com

Designed by *welove*