

# les goûts & les couleurs

david rault

PARISWEB

2011

13, 14 et 15 octobre

13 octobre 2011

La typographie comme outil de design (David Rault) OFFICIAL

PARIS  
WEB

Par parisweb

+ S'abonner

7 232 vues

HQ

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18:39

56:22



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88

J'aime

683

+1

0

La typographie comme outil de design (David Rault) par parisweb



Suggestions

AUTOPLAY



24:38

La peluche

Par thebluemuffin

146 vues.

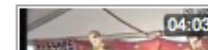


17:33

POTEMA 1 (türkçe) Yatmak artık cesaret ister

Par Potema

203 917 vues.



04:03

Pascal Rault & Ali Otmame  
"Banlieue pourrie"

**parisweb 2011**

~~parisw eb 2011~~

**la couleur**

twitter









istabul

The final

UNION DES CLUBS CHAMPIONS  
EUROPÉENS

Judith

Final 2005

The Final 2005

Carreia

CHAMPION

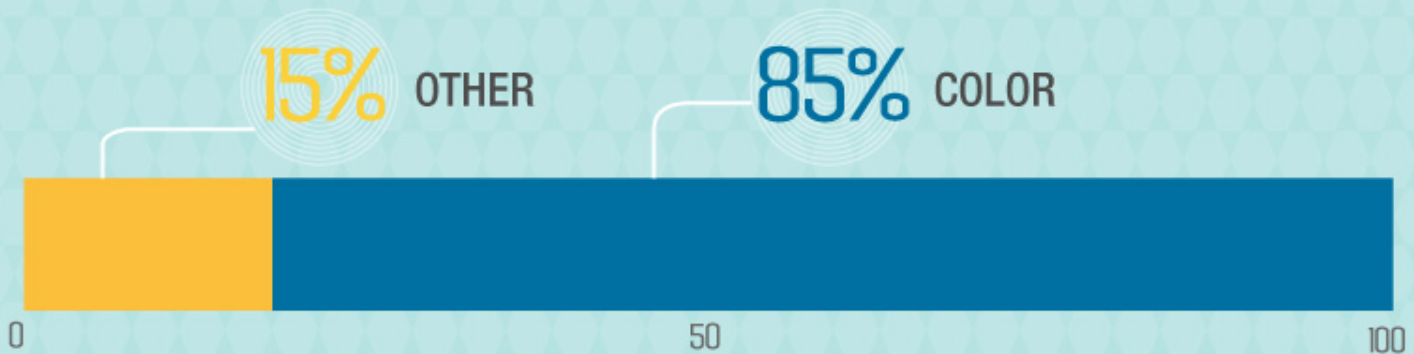


**“Dans le domaine du sport,  
la couleur rouge (...) donne à ceux qui  
la portent un sentiment de  
puissance et à ceux qui la combattent  
un sentiment d’infériorité”**

**Prof. Russel Hill & Robert Barton  
Durham University, UK - 2008**



85% of shoppers place color as a primary reason for why they buy a particular product.

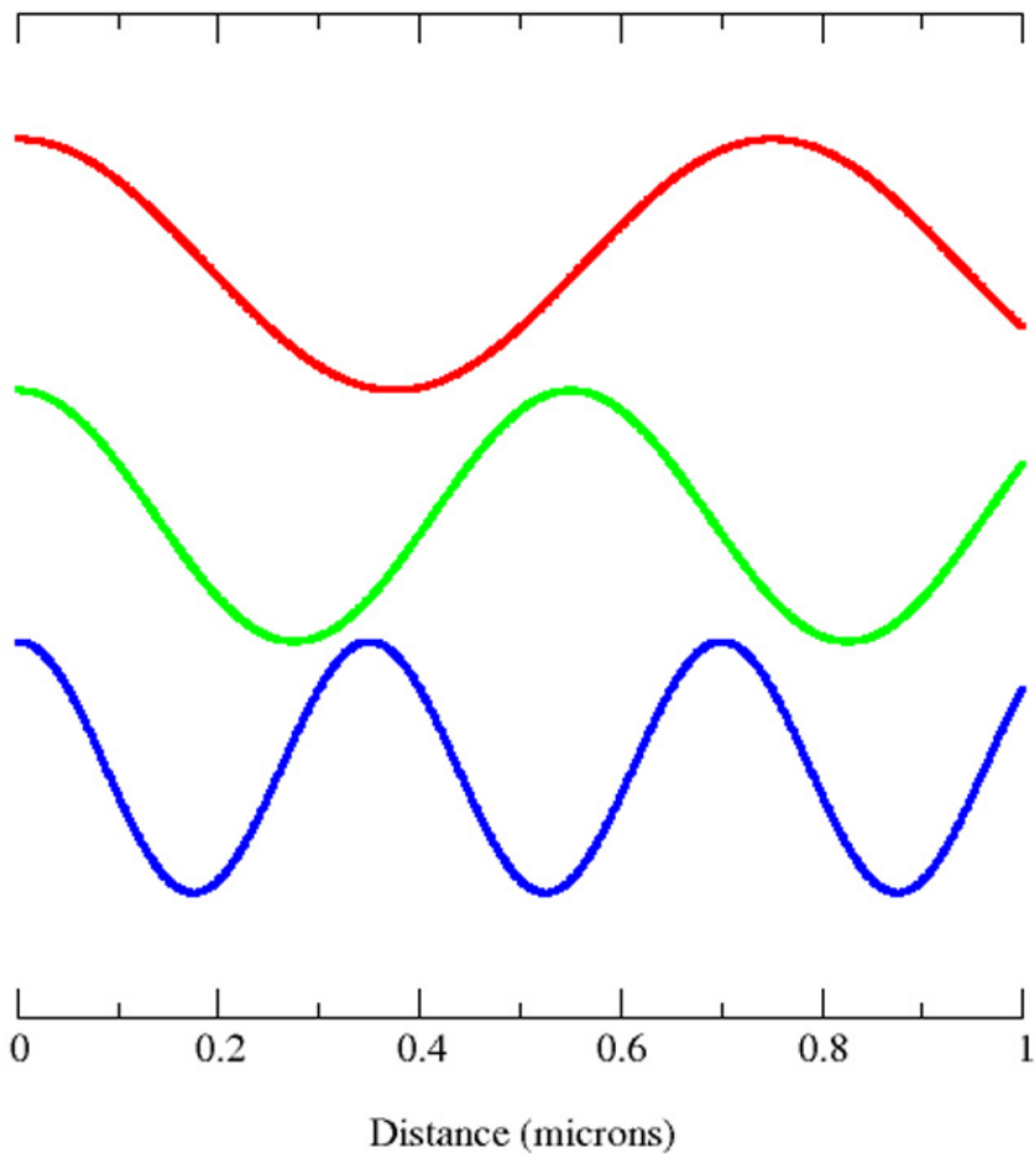


Color increases brand recognition by 80%. Brand recognition directly links to consumer confidence.



**couleurs :**

- réactions physiques**
- réactions acquises**



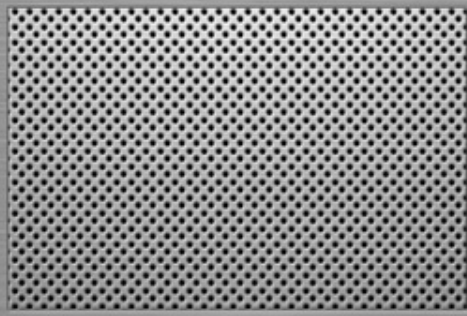


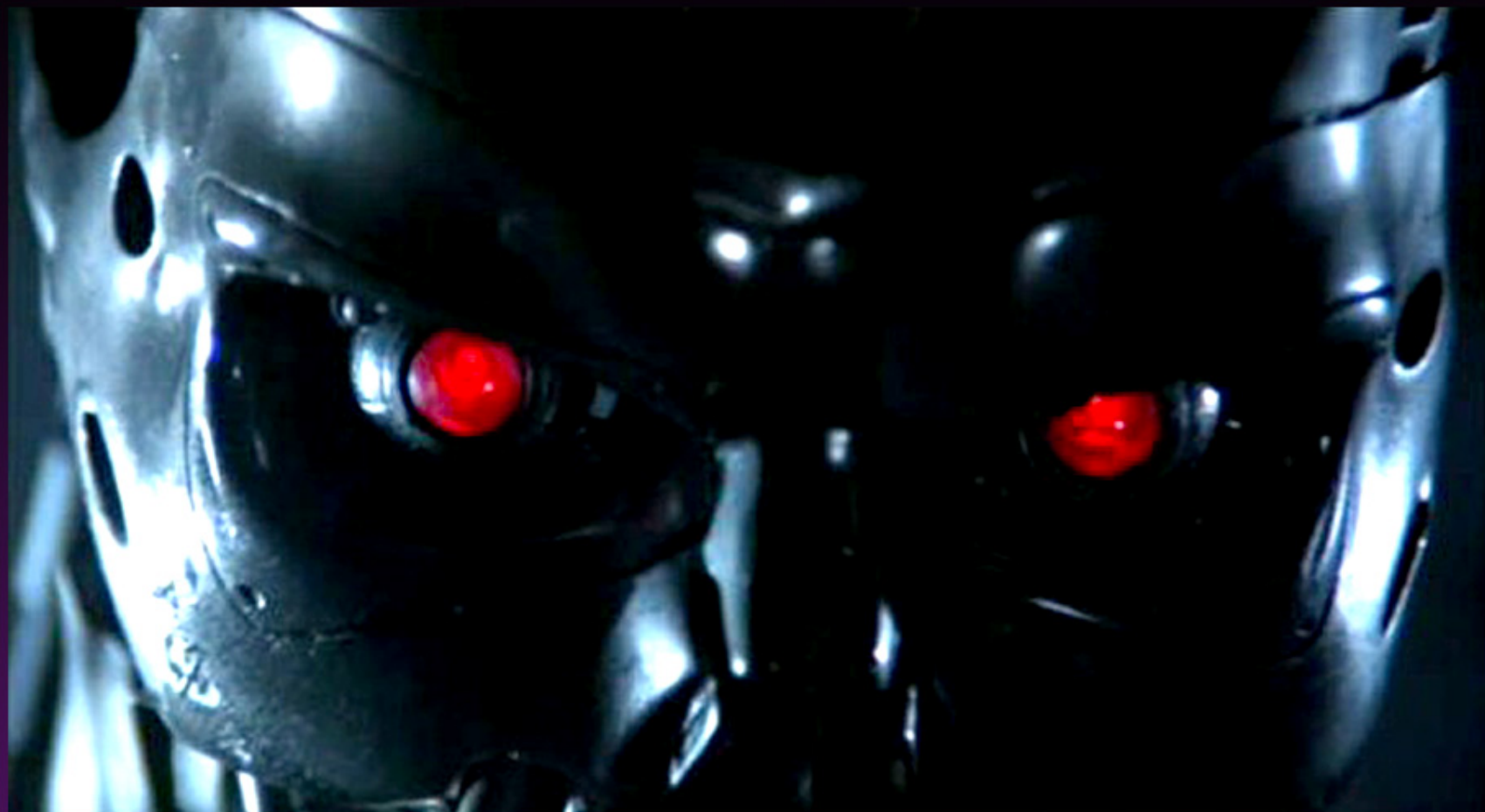




**la passion, l'érotisme,  
l'excitation, la force,  
le pouvoir, la chaleur,  
la vitesse, la victoire,  
l'agressivité, le danger**

**HAL 9000**













3 pour 2

3€316  
LE PACK

+

25%  
D'économies  
Soit 2€37

= 50%  
d'économies











**joie**  
**spontanéité**  
**chaleur**

**ATTENTION**



**TRAVAUX  
EN COURS**













**lisibilité  
optimale**

**GET IN LANE**

Any  
Vehicle



**Public service  
vehicle**

**Check Point 2m**

SIGNS

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**Amsterdam Airport Schiphol**



**Baggage hall**



**Arrivals hall**



**Transfer services**

Gates **C** 9, 11, 13, 15, 18



**All other gates**

**C18**

Wheelchair toilet

Toilets



**énergie, vitalité, été,  
joie, enthousiasme,  
jeunesse, dynamisme.**





**l'automne, la campagne,  
les moissons; une certaine  
élégance.**





ouest  
france

# Les années 60



*La devise des années 60s, ce n'est ni après ça, c'est avant ça. C'est avant ça, c'est avant ça, c'est avant ça, c'est avant ça, c'est avant ça.*

La vie quotidienne • Les événements • Mai 68 • La culture • Les faits divers



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facebook®

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**PARIS WEB**  
Webdesign, qualité et accessibilité

IBM®



**oh oui, une anecdote !**





**de nîmes = denim**  
**bleu de gênes = blue jean**



**Best Buy** 



**Conforama**

**IKEA**

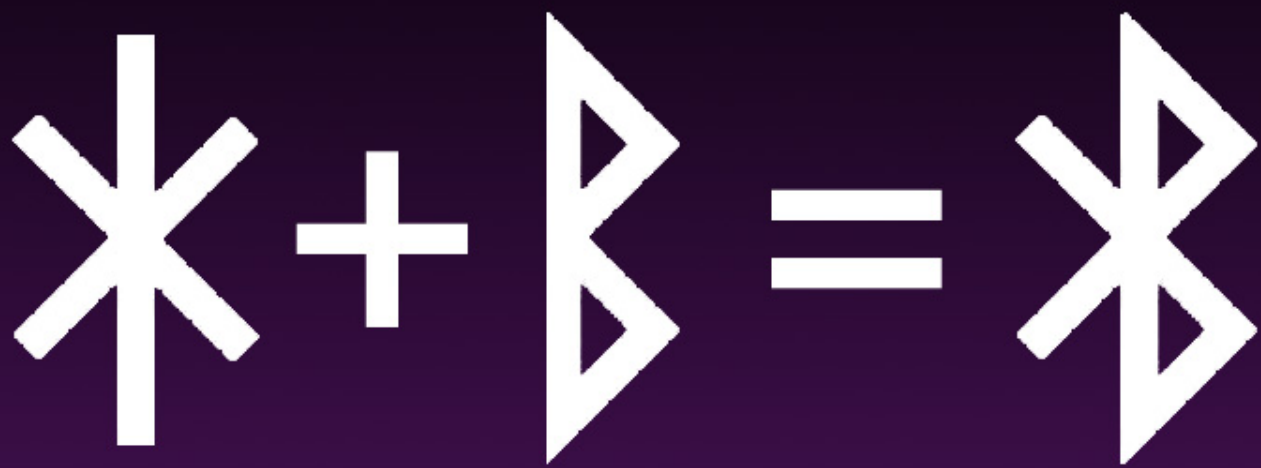
**castorama**

**encore une anecdote !  
c'est Noël !**



**Bluetooth<sup>®</sup>**







**nature, bio, ecologie**





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écologique

[www.voynet2007.fr](http://www.voynet2007.fr)



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CANTON DE RENNES LE BLOSNE

*Lakaat an douar da vont  
war e du*

**Valérie Coussinet**  
Martin Siloret (remplaçant)

*Faisons tourner la  
terre dans le bon sens*

La Bretagne  
au **COEUR**  
et le **COEUR** à  
gauche



UDB

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SOUTENUE PAR EUROPE ÉCOLOGIE - LES VERTS



**vie, croissance, calme,  
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confiance, chance,  
sécurité.**







**terre, bois, nature, foyer,  
authentique, chaleureux,  
rassurant, intemporel,  
simple, serein, sincère,  
durable, fiable, rustique,  
bio, naturel, à l'ancienne.**

ADULT / ADULTE  
**NATURAL**  
 YEARS **1+** AN ET PLUS  
 LARGE BREED  
 (GRANDE RACE)

*Formula dog food  
 Aliment pour chiens  
 Dogs over 50 lbs.  
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NET WT./PDS NET: 2.72KG (6LBS)

**Eukanuba**



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Saveur à l'Ancienne.  
 Crème & Noix de muscade

QUALITÉ  
 Pomme de terre Française  
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140 kcal  
 100g

4 SACHETS | DE 1 ASSIETTE | 125g





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Alphonse "Scarface" Capone  
Occupied This Cell





**noblesse, richesse, luxe,  
pouvoir, protection,  
passion, mystère,  
générosité, sensualité.**



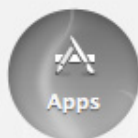






**neutralité, détachement,  
autoritaire, conventionnel,  
pouvoir, richesse,  
technologie, science,  
innovation, vitesse.**

macrabbbit



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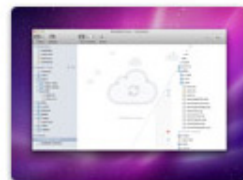
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**mystère, ténèbres, mort,  
luxe, virilité, pouvoir,  
classe, élégance.**











**pureté, innocence,  
bonté, fidélité,  
changement,  
retour à l'essentiel,  
sincérité, propreté.**





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# chama inc.

*when was the last time you  
took the temperature of your  
business & communications strategy?*

[UPDATE] We asked you, "when was the last time you considered your business and communications strategy?" And then we asked ourselves the same question and decided to make some changes. So now, you can find Eddie Correia focusing on Sustainable Communications and Information Communication Technologies at [3EcoBees](#) and [Moses Mehraban](#) focusing on web strategies and a couple of new creative services which will be launched in early 2010. For now he can be reached on [email](#) and [twitter](#). We look forward to seeing you at our new locations!



# We are Sofa

---

Sofa is a software and interaction design company. We make friendly, useful products.

---

## Software »

We make some really good Mac and web applications.

## Design »

A sample of our work, from icons to entire interfaces.

## Company »

Sofa was founded in 2006 and is based in Amsterdam.

## Blog »

Our thoughts on design, code and everything else.

**en moyenne :**

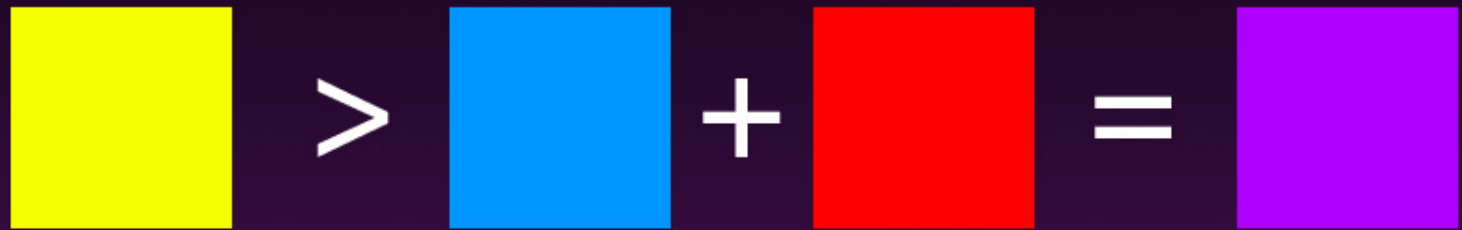
**3 - 4 couleurs maximum**

**1 : couleur de base**

**2 : nuances (plus clair,  
plus foncé)**

**3 : couleur  
complémentaire**





**exemple :**

**1 : couleur de base**



**2 : nuances**



**3 : couleur**



**complémentaire**

**quelques exemples**

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We create, build, and maximize brands by getting people to engage and interact. That means we love to build websites, apps, content, and campaigns. And we especially like to do this work for you on time, on budget, and without an army of account people or excess overhead to complicate your message.

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June 10, 2011



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2010

INDUSTRY  
AWARD

2010

2011

RULE  
THE  
WORLD

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> Branding and Identity

> Illustration

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Détendez-vous



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Le goût subtil du lait, de la crème brûlée\* et du caramel grillé relevé d'une dose d'espresso.

\*saveur crème brûlée

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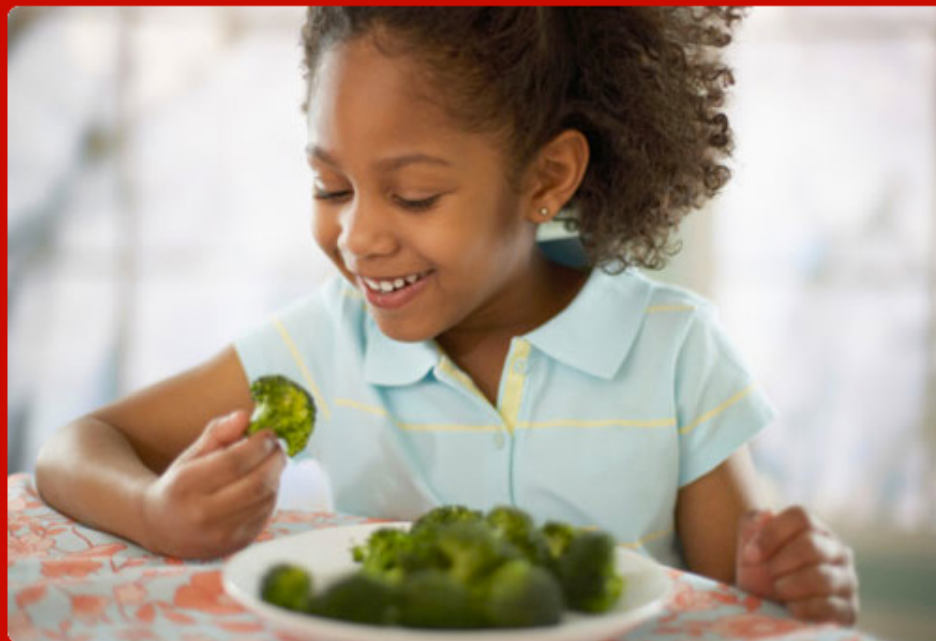
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Brands

Recipes

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xerox



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**TORTA DE CHOCOLATE E MENTA**

Massa de chocolate, creme de menta, chantilly, creme de chocolate.

**PRATELEIRA**



**FRUTAS - UMA BOA IDÉIA PARA O VERÃO!**

Durante o verão, as frutas reinam entre as opções mais indicadas para o consumo diário, especialmente no café-da-manhã, como sobremesas após as refeições principais ou nos intervalos das mesmas (lanches), em razão de suas inúmeras qualidades do ponto de vista nutricional.

**TWITTER**

Bom dia! Que tal vir tomar um cafezinho e adoçar o sabadão com nossas sobremesas?

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Last Name:

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Re-enter Email:

New Password:

I am:

Select Sex:

Birthday:

Month:

Day:

Year:

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Let's go

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Let's go

Restrictions, taxes & fees apply

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Restrictions, taxes & fees apply

Flights + hotel from  
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Long Beach to  
Las Vegas

Let's go

Restrictions, taxes & fees apply

JetBlue Getaways

Vacations

Las Vegas

Turks & Caicos

Top 10 Deals

Cruises

Gift Cards

## Web design, qualité et accessibilité

Édition 2011 : c'est complet

Paris Web, la conférence francophone des gens qui *font* le web, aura lieu à Paris du 13 au 15 octobre 2011. Elle explorera les thèmes de l'accessibilité Web, du design numérique et des standards ouverts.



### Les orateurs

[Liste complète des orateurs](#)

Delphine  
Malassingne



Laurent  
Denis



Stephanie  
Troeth



Florian Le  
Goff



Romy  
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Sophie  
Drouvroy



Stéphane  
Enten

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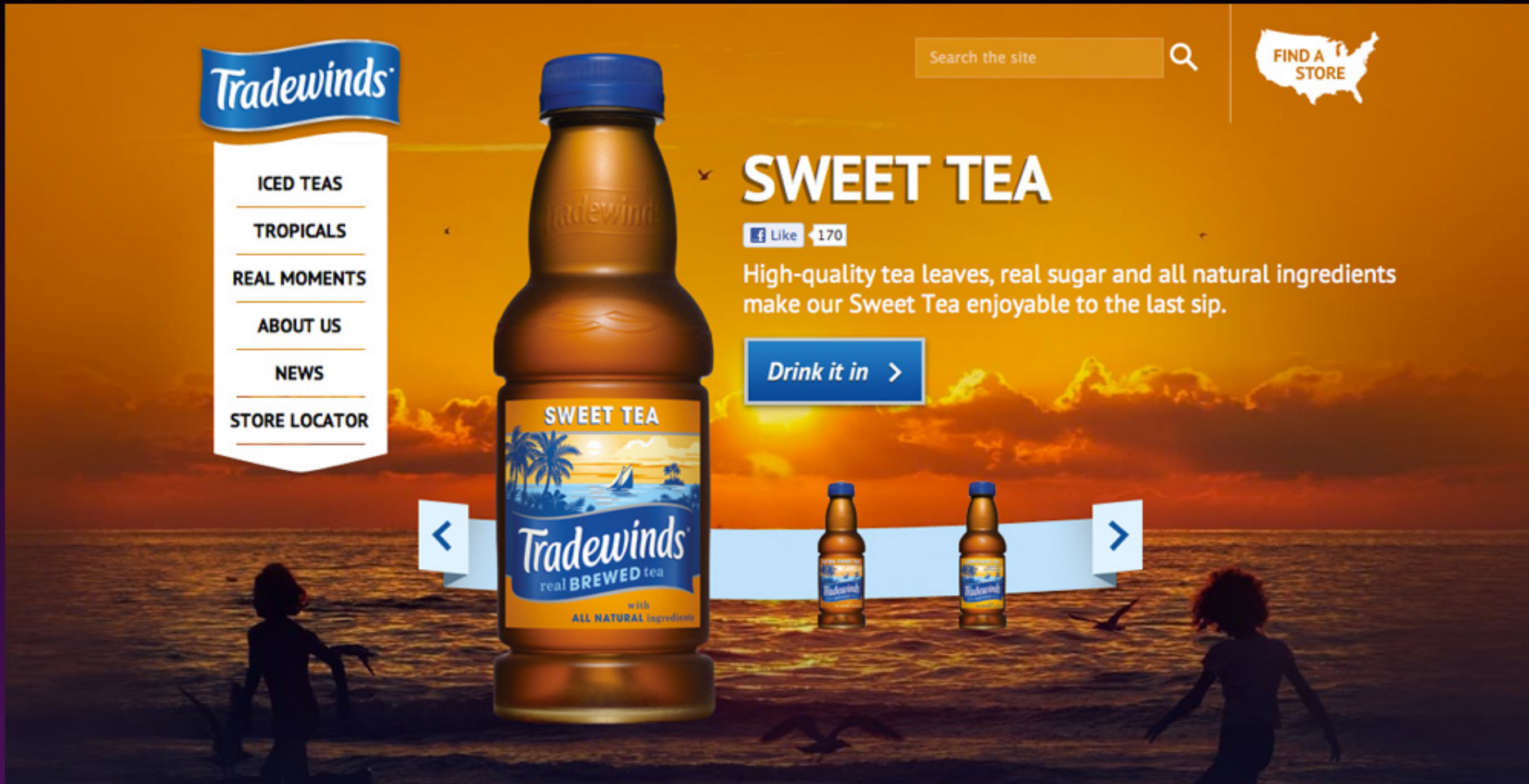
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Advertising, D&AD, Typography

### Bon Hiver Snowboarding

I recently worked on a print campaign and type treatments for Bon Hiver Snowboarding.

08/26/2011 / One Comment



Lettering, Photography

### Roach Clip Art

Roach clip. Clip art. Roach Clip Art. Some 'unique' things I found pickin' turned into this series.

07/27/2011 / No comments



AD&D, Typography

### Victory League

A new series of work originally created for Adam Garcia's recent 'Trust Me' show.

07/20/2011 / 3 Comments



Design, Poster

### Discovery & Error

Type exploration based on the James Joyce quote — "A man's errors are his portals of discovery."

11/24/2010 / One Comment





**Grafikas is the non-commercial works of Drew Europeo.**

This is a space for experimentations and collaborations.

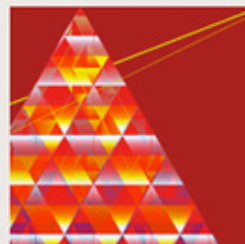
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**2010**



**365 DAYS PROJECT: PEN & MARKERS OBSESSION**

Found a new addiction that brought me to go back to the basics. Pen, markers and my Molekines were all I needed.



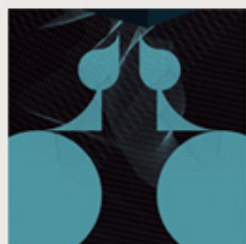
**365 DAYS PROJECT: THE ALPHABET SERIES**

Each day, different styles, different colors, different letters...



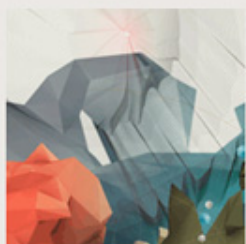
**365 DAYS PROJECT: LINES & GEOMETRY**

Each day, different visuals, different emotions, different colors...



**SYMMETRY**

Collaborative work between me and Jozias Dawson. Inspiration: Roschach Test



**3D + AUTOMATION**

A combination of 3d elements made by Jozias Dawson and semi automated linear arts done by me.

**2009**



**BLEND**

A typography play utilizing the illustrator's blend tool. Experimenting with nodes to form different shapes of the alphabet.



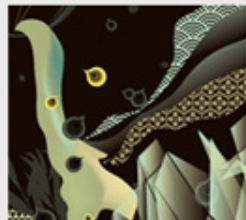
**INTERPOLATION**

A typography experiment that uses the Scriptographer engine and Buru Destruct's BD Unfold font as a base then deconstructed manually.



**AND THEY GREW UP SO FAST**

Taken: July 24, 2009



<http://www.fujitsu.com/global/accessibility/assistance/cd/>

ColorDoctor

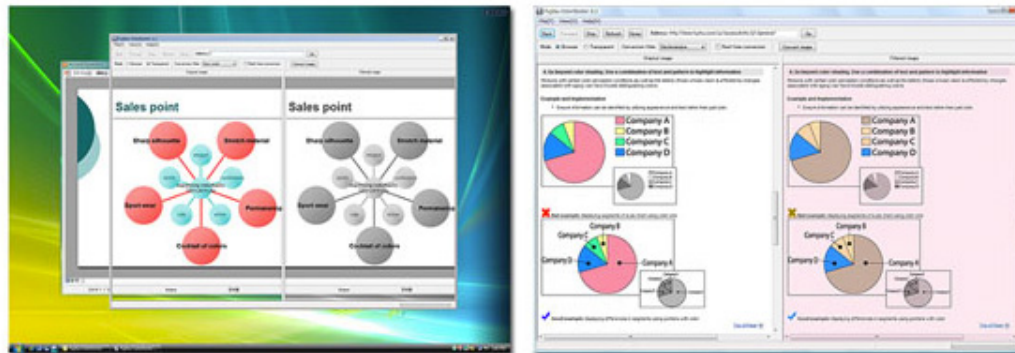
日本語



ColorDoctor 2.1

For Windows

universal  
design award 08



ColorDoctor is software that simulates the display content according to grayscale and color characteristics.

**ColorDoctor is available at anytime as a free download from the Fujitsu Web site**

**ColorDoctor**  
Free Download

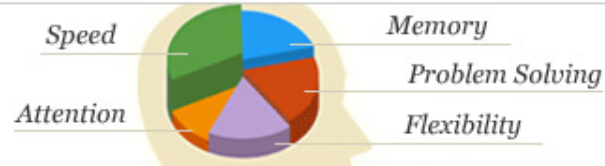
ColorDoctor runs on the Windows® XP and Windows Vista operating systems. The program is available at anytime as a [free download](#) from the Fujitsu Web site.

# <http://www.vischeck.com/>

## Vischeck



Your brain,  
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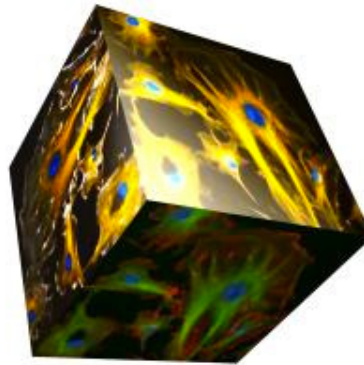
**User quotes:**

I just had to drop you a note to say 'wow' and thank you. I have suffered with color blindness all my life, and it's always been very difficult to explain the world I see... I can finally share my world with my wife and my son.

-Tom W.

Vischeck **simulates** colorblind vision.

Daltonize **corrects** images for colorblind viewers.

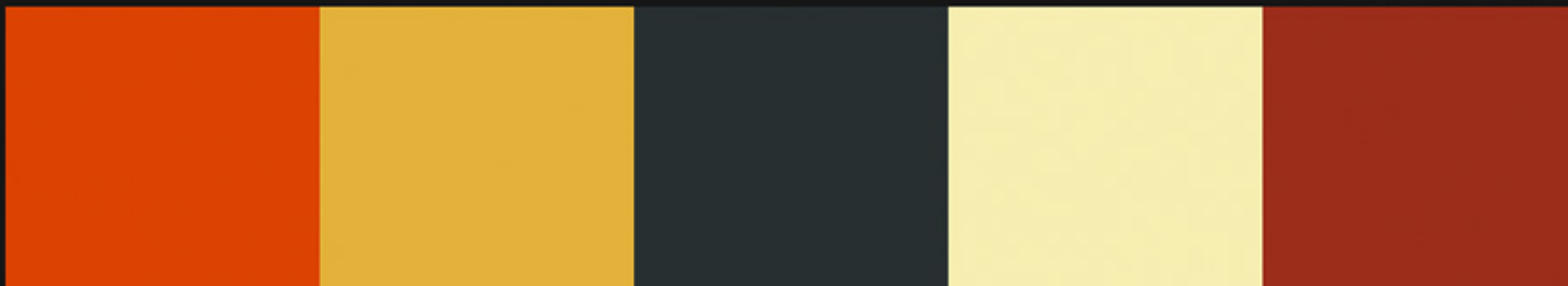



How do babies see the world? Visit [TinyEyes](#).



*Other sites worth visiting:*

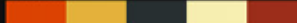
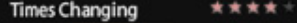
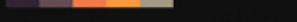

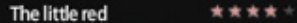
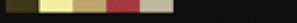

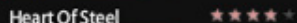

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## Furious



by dezi9er

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Post on: 2011.09.15 at 12:46 AM by jedi  
Nice one!



Post on: 2011.09.15 at 07:08 AM by mozgotianka



## News & Features

### Kuler downtime

The Kuler service will be down for maintenance on **08/30/2011** from **17:00 PM – 18:30 PM PT**. Inconvenience caused is regretted!

### Capture creative ideas anywhere!

Use free Adobe Ideas mobile sketching app to create and use color themes on iPhone/iPad. [Learn more here](#)

**Kuler and Creative Suite**: Access Kuler directly in your Creative Suite 4 & 5 applications. See tutorial on [Adobe TV](#)

Developers: Apply for your **Kuler API key!**

## Welcome to Kuler

New to Kuler? Explore, create and share color themes. Use online or download themes for Adobe Creative Suite 3, 4 & 5. View

# http://www.colorcombos.com



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## Color Combinations and Color Schemes

### Latest Color Combos

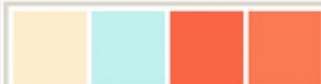


ColorCombo280



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ColorCombo279



0 0 0

ColorCombo278



0 0 0

ColorCombo277



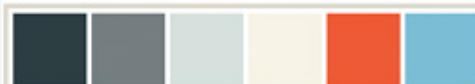
0 0 0

ColorCombo276



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ColorCombo275



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ColorCombo274



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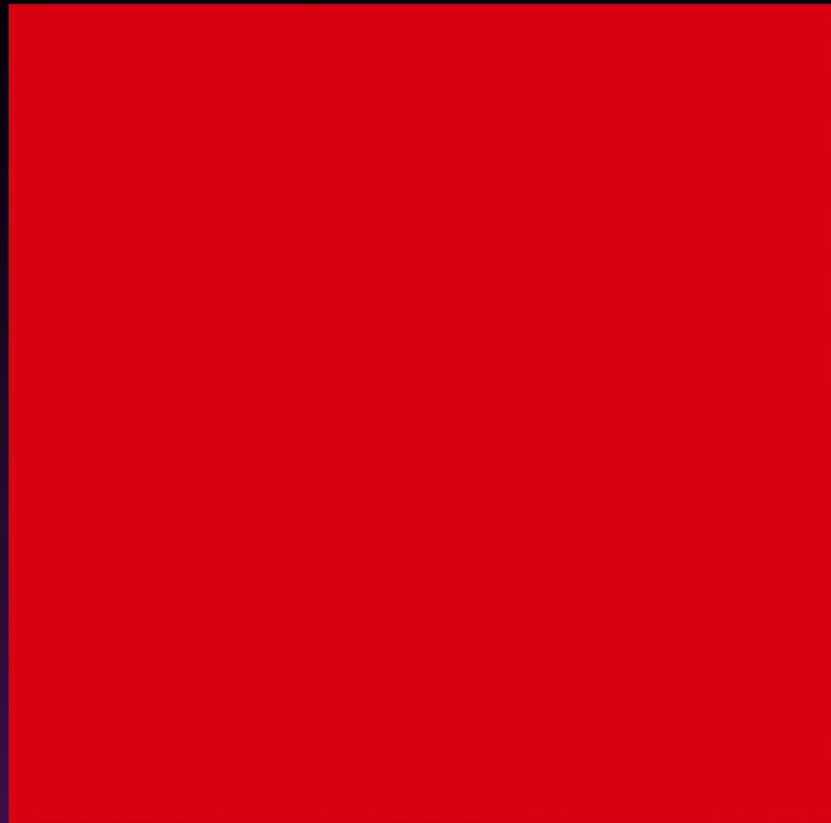
lemon

pink

purple



# myPANTONE (iPhone, iPod Touch)



## myPANTONE™

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The screenshot shows the app interface for Pantone 2727 C. At the top, there is a color bar and a blue square labeled 'PANTONE® 2727 C'. Below this, there are two tabs: 'Details' and 'Harmonies'. The 'Harmonies' tab is selected, showing four categories of color harmonies:

- Monochromatic:** Three shades of blue: PANTONE® 2727 C, PANTONE® 2945 C, and PANTONE® 279 C.
- Analogous:** Three colors: PANTONE® 2727 C, PANTONE® 639 C, and PANTONE® 265 C.
- Split Compliment:** Three colors: PANTONE® 2727 C, PANTONE® 126 C, and PANTONE® 7584 C.
- Triadic:** Three colors: PANTONE® 2727 C, PANTONE® 349 C, and PANTONE® 155 C.

**questions, remarques,  
remerciements, insultes:**

**[davidrault@gmail.com](mailto:davidrault@gmail.com)**

**merci !**