

ICONOGRAPHIE

LA PRESSE+

Voici l’iconographie standard qui doit être utilisée dans vos publicités La Presse+.

Elle a été développée afin de favoriser l’interaction et générer un engagement optimal.

Notez que ces icônes doivent avoir une taille minimale de **40px**.

ICÔNES D'INTERACTIONS

Une couleur en aplat peut être appliquée à ces icônes.

ACTIVER / OUVRIR



FERMER



REJOUER



GLISSER



ÉCOUTER L'AUDIO



SOURDINE



FAIRE PAUSE



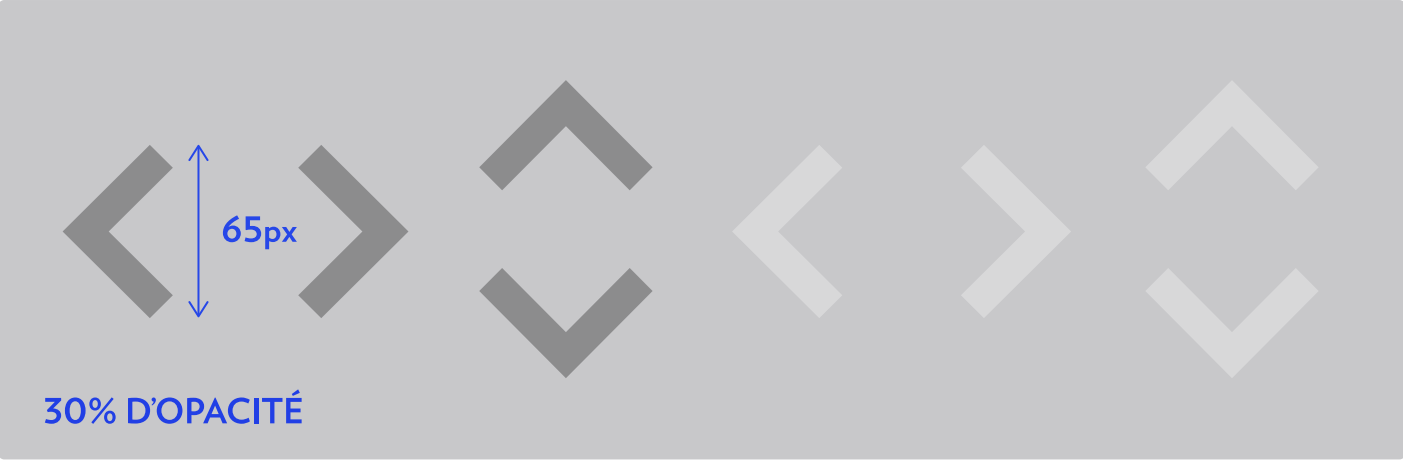
VOIR LA VIDÉO



INDICATEURS VISUELS

Les indicateurs visuels doivent être noirs ou blancs avec une transparence d’environ 30 % d’opacité. Ces éléments ne doivent pas être cliquables.

DIRIGER ET GLISSER



SÉLECTIONNER



PINCER



GRATTER/DÉVOILER



AUDIO



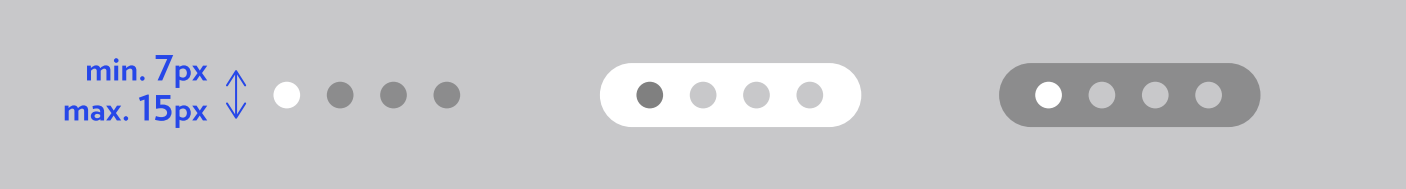
EXPLORER



FAIRE TOURNER



GALERIE



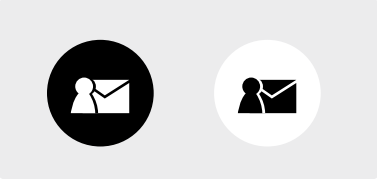
ICÔNES DE LIENS EXTERNES

Une couleur en aplat peut être appliquée à ces icônes

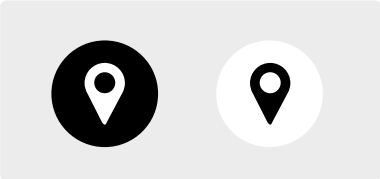
ACCÉDER AU WEB



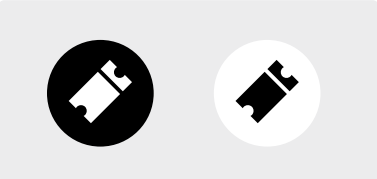
ENVOYER UN COURRIEL



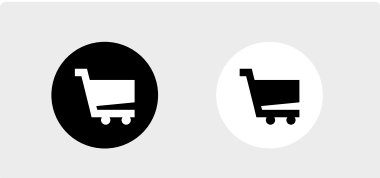
LOCALISATION



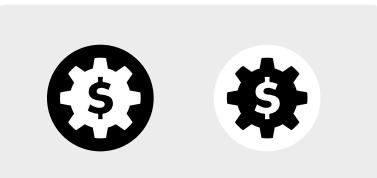
ACHETER UN BILLET



EFFECTUER UN ACHAT



CONFIGURATION ET PRIX



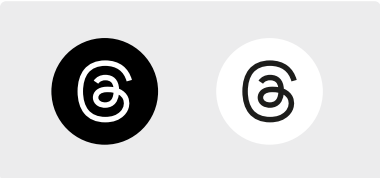
LIVRAISON



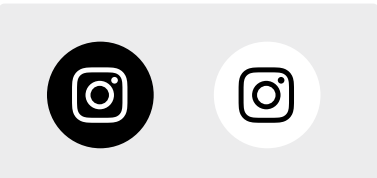
FACEBOOK



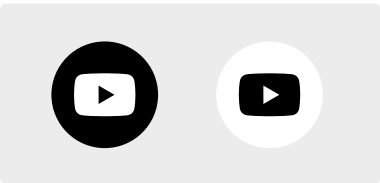
THREADS



INSTAGRAM



YOUTUBE



CHAÎNE YOUTUBE



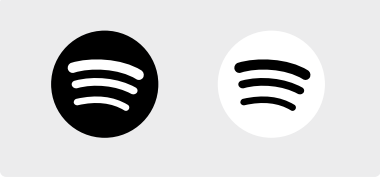
PINTEREST



X



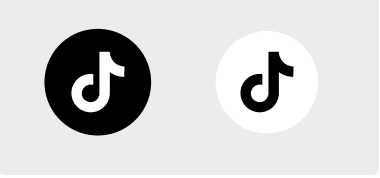
SPOTIFY



LINKEDIN



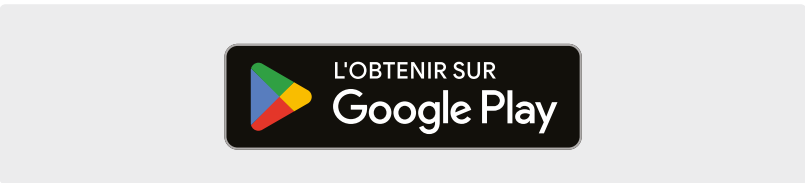
TIKTOK



APP STORE



GOOGLE PLAY



LA PRESSE+ ICONS

This is the standard iconography to be used in your La Presse+ ads. It has been developed to encourage interaction and generate optimal engagement.

Please note that these icons must have a minimum size of **40px**.

INTERACTION ICONS

Solid colours can be applied to the following icons.

ACTIVATE



CLOSE



REPLAY



SWIPE



PLAY AUDIO



MUTE



PAUSE



VIEW VIDEO



VISUAL INDICATORS

Visual indicators must be in black or white at around 30% opacity.
These elements must not be clickable.

DIRECT AND SLIDE



SELECT



PINCH



SCRATCH / REVEAL



AUDIO



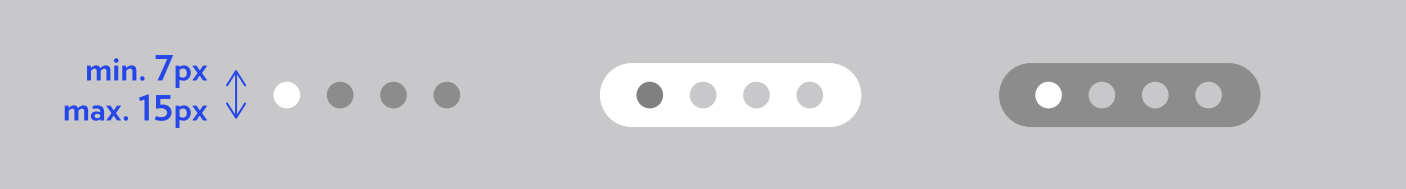
EXPLORE



ROTATE



GALLERY



EXTERNAL LINK ICONS

Solid colours can be applied to the following icons.

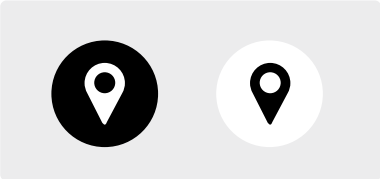
GO TO WEBPAGE



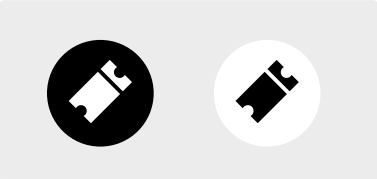
MAIL TO



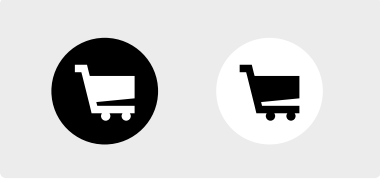
LOCATE



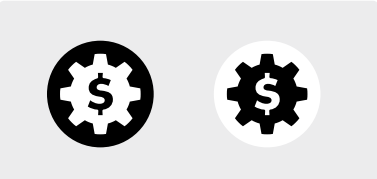
BUY TICKETS



BUY



BUILD AND PRICE



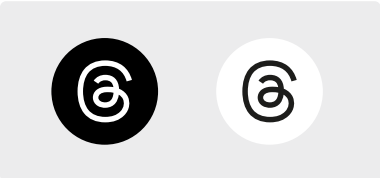
DELIVERY



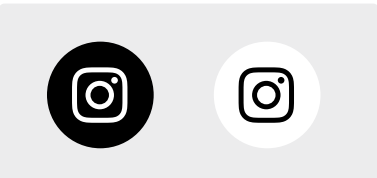
FACEBOOK



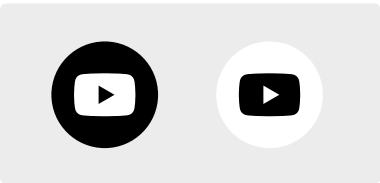
THREADS



INSTAGRAM



YOUTUBE



YOUTUBE CHANNEL



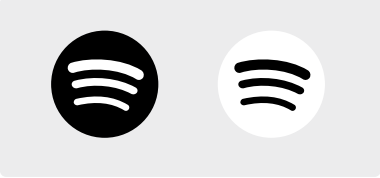
PINTEREST



X



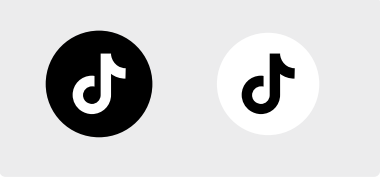
SPOTIFY



LINKEDIN



TIKTOK



APP STORE



GOOGLE PLAY

