

GUIDELINES

PHOTOS of the **100 YEAR CAMPAIGN**

Please follow the guidelines below.

If you need to change or add new elements, please contact us for the final approval.



We can use these 3 types of photos :

1



Photos of
the limited editions

2



Mika photos
made for Pilot

3



Photos of Mika
the artist/the singer

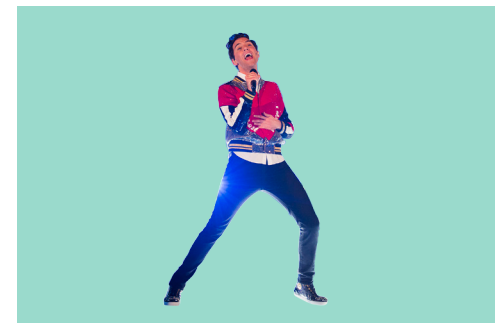
For all photos, you have to keep the background used:



You cannot crop images:



You cannot use another background colour:



ZOOM ON THE LIMITED EDITION PHOTOS

If necessary, you can add logos to this type of photos only. In that case, please follow these guidelines, using the set of 2 squares (logos available in .ai format under request):



You can readjust the size of the squares if the photo is too small (to make the logos visible).

ZOOM ON THE LIMITED EDITION PHOTOS

If you already have logos on your page, please use as such:



Example:



If you need to advertise several products at the same time, you can use the following mosaic photos:



With Mika



Without Mika