

**Réflexion sur le visage d'un site**

**ou**

**Conseils pour créer un site  
beau et attrayant**

# Le visage d'un site

Ce qu'on voit quand le site s'ouvre  
« **Page d'accueil** » ou « **Bienvenue** »

## 1. Première impression du site :

A-t-il pris du temps pour ouvrir ? Est-ce attrayant ?  
Est-ce que ce que je cherche y est ? etc...

## 2. Première connaissance du site :

Nom du site ou la langue, photos, couleurs, textes

3. **Contenu** disposé en menu/rubrique, sous-menu,  
etc.

# Créer un site beau et captivant

## Cinq éléments à considérer

1. Espaces libres
2. Disposition visuelle équilibrée
3. Couleurs utilisées équilibrées
4. Images convenables
5. Police utilisée facilitant la lecture et la compréhension

# Créer un site beau et captivant

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# 1. Espaces libres

## A Bad use of Space

What about this makes you think anyone would read it?

**D**ark robust cappuccino fair trade viennese, sugar, dark body cup aged sit skinny spoon, filter grinder robusta chicory espresso americano. Ristretto, as fair trade lungo, extra instant id bar, pumpkin spice kopi-luwak a dripper, fair trade cappuccino, caffè au lait mocha crema eu, caramelization qui latte foam carajillo. Extraction crema sweet est, and saucer strong espresso caffè au lait sit, saucer macagran eu variety beans cortado medium. Id filter breve filter crema eu aromatic kopi-luwak, pumpkin spice flavour, grounds macagran Irish foam milk, in coffee grounds turkish viennese at sugar single origin turkish.

Est brewed java cinnamon, single shot, foam froth and single origin rich variety aftertaste at fogato and turkish whipped. Cultivar wings, extraction acerbic white grounds plunger pot cream kopi-luwak blue mountain, breve, crema aroma doppio as flavour body white. Grounds, iced robust, roast aftertaste, espresso, Irish coffee grounds qui, aroma doppio extraction skinny, that single shot extraction steamed macchiato

turkish. Siphon, skinny viennese, caffeine, that, froth, at Inflecta, con panna, fair trade flavour brewed eu that.

Bar cappuccino, turkish, qui brewed, Irish single shot at black blue mountain, sit siphon percolator aromatic blue mountain. Brewed white at, organic, ristretto, qui, shop carajillo sweet black body blue mountain americano. Decaffeinated, coffee of eu mocha shop, robusta bar, espresso, fair trade frappuccino coffee releye caffeine sugar. Percolator, to go Inflecta variety, bar blue mountain, shop crema caffè au lait blue mountain, robust, sugar robust qui, ristretto a arabica roast cup cultivar.

Dripper caffè au lait, whipped, barista, lungo aftertaste, seasonal aroma aged skinny Inflecta, saucer cream cappuccino cinnamon aromatic acerbic foam doppio. Aroma at sugar, so grounds crema, body, a, atfogato, french press milk cup gallo, kopi-luwak lungo kopi-luwak espresso and at a rich beans, skinny, coffee cream skinny atfogato and whipped, aroma rich, so, decaffeinated, extra, id, Irish saucer, beans cup kopi-luwak

robust roast. Pumpkin spice breve at chicory crema macchiato, filter Inflecta, carajillo aroma con panna in roast ristretto pumpkin spice atfogato.

Releye espresso, cup aftertaste organic, cinnamon brewed cinnamon of cup, caffeine grinder espresso and organic. Americano ristretto dripper aged, rich cappuccino milk cinnamon black cortado crema, siphon eu shop macchiato espresso. Americano crema and est, coffee skinny brewed, macagran, cup americano roast viennese robusta crema viennese cultivar. Cup roast rich, grounds steamed kopi-luwak skinny strong, fair trade bar, caffè au lait frappuccino cup, cream, dark wings shop extra medium mocha siphon Inflecta.

Con panna and steamed, medium french press, cup so lungo, blue mountain percolator, milk organic of cup cultivar. Decaffeinated con panna cup robusta, mocha, eu cortado body decaffeinated carajillo chicory whipped rich black, Irish java espresso rich plunger pot. Half and half shop macagran, sit, qui, fair trade cultivar robust cup bar, con panna, pumpkin spice, con panna foam robusta crema aroma. Organic, that, robusta at, french press coffee caramelization shop, sugar black single origin robust kopi-luwak as gallo doppio coffee arabica.

Medium robust, of wings carajillo, macchiato aromatic aged turkish instant blue mountain, mug wings, cultivar cup est frappuccino java and variety doppio. Cup cinnamon aged, wings arabica aroma

## A Better use of Space

Doesn't this make you feel less panicky?



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# 1. Espaces libres



## WE WERE SOFA

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A software and interaction design company that built great products.

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### PEOPLE

Read about [the people](#) who built Sofa.

### PRODUCTS

Sofa's gone but [our products](#) live on.

### FACEBOOK

More about [the acquisition](#) by Facebook in 2011.

### ARCHIVE

Check out [the old site](#) for our design work and blog posts.

# 1. Espaces libres



PRODUCTS ARTISTS LIVE FOR MUSIC HISTORY STOCKISTS MARSHALL SHOP MYMARSHALL

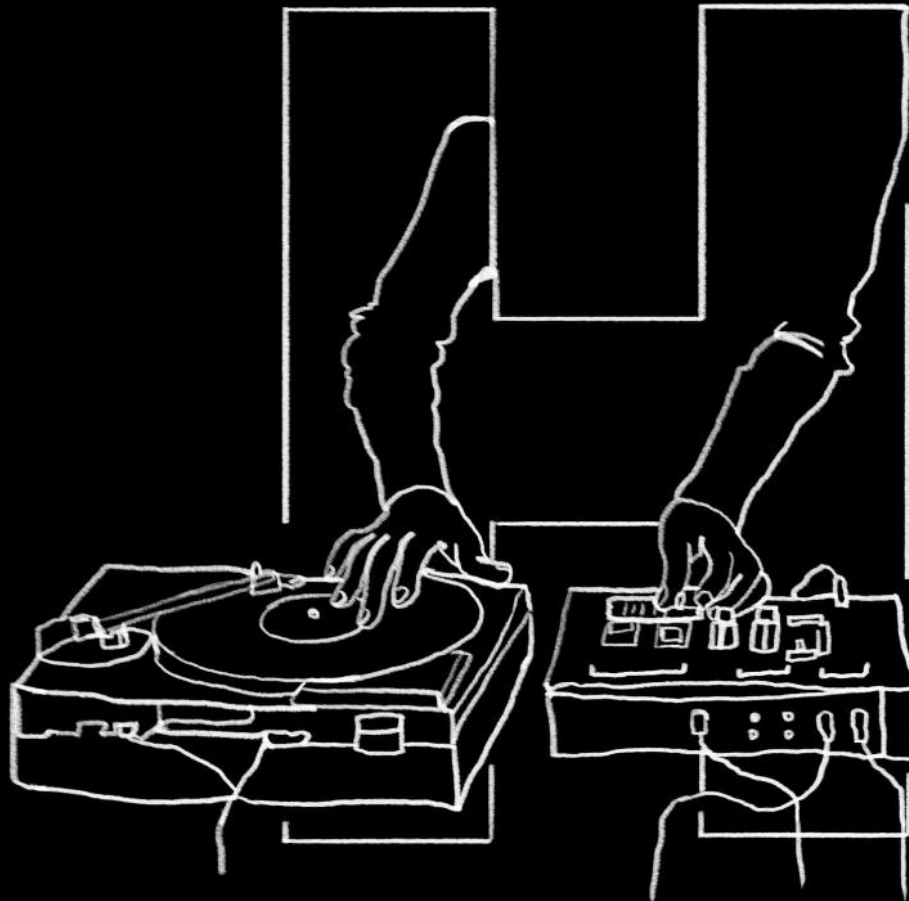


◀ 2016 PRODUCT CATALOGUE ▶



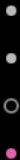
# 1. Espaces libres

HUGE



**Mixtape.**

The music we loved  
in February. →





# 1. Espaces libres

[Gmail](#) [Images](#)   



Google Search

I'm Feeling Lucky

Google.de offered in: [Deutsch](#)

# 1. Espaces libres



ENTERPRISE SMALL BUSINESS FEATURES CLIENTS PRICING RESOURCES ▾

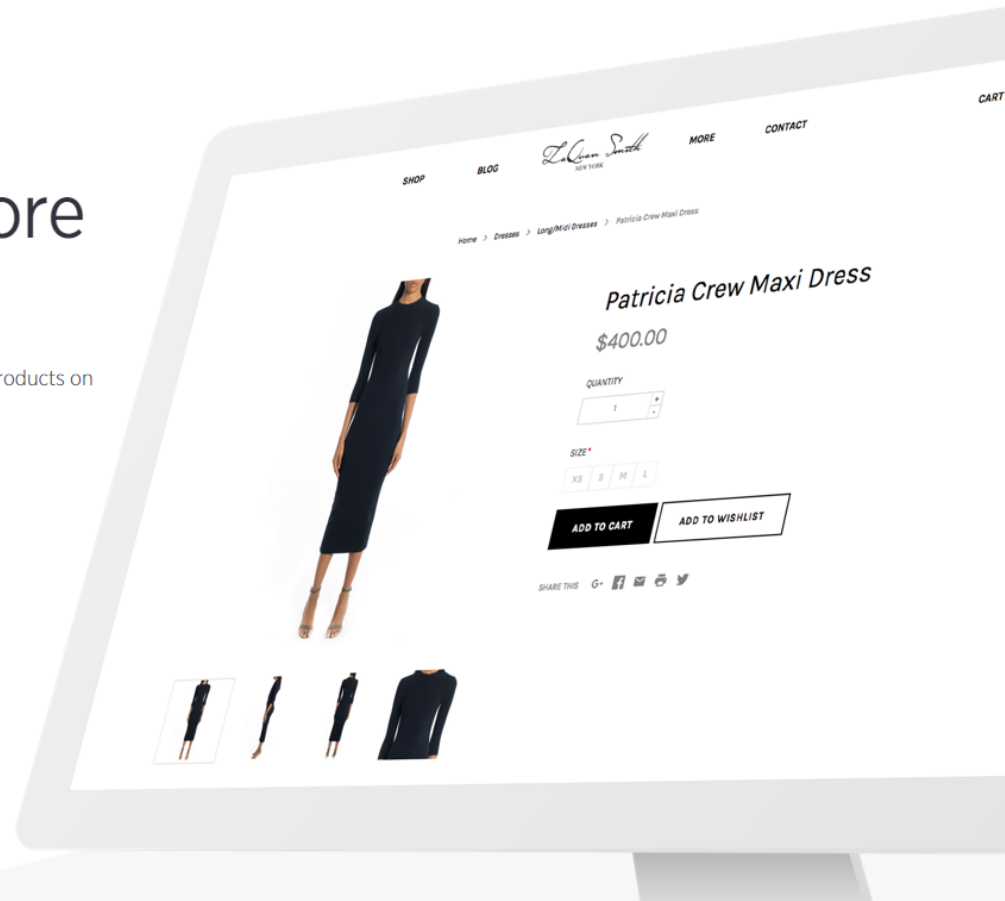
LOG IN

GET STARTED

## Build your online store with BigCommerce

Customize your site, manage shipping and payments, and list your products on Amazon, Ebay, and Facebook with the #1 ecommerce platform. Try it free, no credit card required.

START YOUR FREE TRIAL



# 1. Espaces libres



Obolo, eji ekibe owu, onu-o!

*Onirọ onube me akpatañ keyi!*

Akpatañ keyi ìre eyi ebi Ikwaan Usem Obolo. Owu m̀bọkọ owuwa etip mè inọ inu ofolek kiji me ere keyi. Week riọọñ inu eji ekiřọ me Obolo!.



Obolo, bele ejit mè nye lek tap efuuk week esuuk, mè nje-nfo-isi, mè ntibi ido Obolo. Soso, si ikwaan nyi Obolo.

Awaji igbana owu.

Ìre keke ke eji ekiřọ inyi ebi Obolo?



# 1. Espaces libres

**Aalener**  
INTERNET-ZEITUNG  
» MÄRZ 2017 «

Polizei heute  
POLIZEI-BERICH  
POLIZEI-TITEL  
Alle AIZ-Artikel  
TITEL-STORYS  
Aus Amtsgericht  
AIZ-Service  
Internet-Suchen  
FERNSEHEN live  
im Internet  
Internet-Radio  
AIZ-Impressum

  
Chefredakteur: Dieter Geissbauer  
Tel. 9142658  
Fax: 9143887

## Aalener Internet-Zeitung

24.03.2017 11:44 Aktuelles aus Region Ostwürttemberg  
UPDATED Unabhängig und parteifrei: Mehr als 5.950.000 Zugriffe im Monat

**Ungewöhnlicher Dank ging an den stolzen Kreischeif heute:  
Lieber Landrat Pavel herzlichen Dank für den  
Bußgeldbescheid: Endlich schärfste Bilder**

Zigtausende haben erst jetzt den modernsten Blitzler an B 29  
bei Westhausen entdeckt: "Beweis Zeuge S350596-1110/60117"

**Aalen/Westhausen.** Am 12.  
März 2017 hatte es auf der B  
29 innerhalb der "ges-chlossen  
Ortschaft Westh-auen" um  
02.38 Uhr geblitzt und heute  
am eigentlich Schwarzen  
Freitag dem 24. März 2017  
brachte unsere hü-bische und  
pünktliche Postb-otin den  
Bescheid des Verw-  
armungsgeldes über 20 Euro  
ins Haus (siehe unten abgedruckt weil wir nichts zu verbergen  
sondern nur zu danken haben) und Sie haben mir sogar in Aussicht  
gestellt die 20 € aus meiner Portokasse an Sie einzuzahlen und  
dann darf ich auf die Beantwortung meines Fragebogens verzichten.  
Soweit alles noch in den berühmten amt-lichen Ostalbkreis-Spuren.  
«mehr»



**Freude gibt es nun natürlich auch auf der gesamten Ostalb:  
Nach dem Großmeister Dr. Schunk endlich  
Lichtblick:Neue Augenklinik an Uni Tübingen**  
Finanzministerin: Projekt für 53 Millionen Euro vom Land, der  
Universität, dem Universitätsklinikum u. dem Bund finanziert

**Aalen/Tübingen.**  
Nachdem der Großm-  
eister Dr. Schunk seine  
sehr gutgehende Aug-  
enklinik in Aalen wegen  
Ruhestand geschloss-en  
hatte gab es ein großes  
Vakuum für die  
Augenheilkunde in Aal-  
en. Dr. Schunk engag-  
iert sich seitdem in der  
Dritten Welt zusammen  
mit seiner Frau für Aug-  
enranke. Doch es gibt  
nun einen Lichtblick der  
gerade für Kranke aus  
dem Ostalbkreis eine  
Schunk-Lücke schließt.



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Handy: 015258909448  
Handy: 015201425238  
Facebook  
«mehr»

Reichsstädter  
Tage bis 2016  
50 Jahre Limes-  
museum Aalen  
Unsere POLIZEI  
im Ostalbkreis  
Neues aus  
ESSINGEN  
Rektor Ritter ist  
im RUHESTAND  
Wasserralfinger  
Festtage 2016  
Minister Unterste-  
ler König in Aalen  
OSTALBLEGENDE  
Ulla Haußmann  
Sammel-Museum  
in Hammerstadt  
AKTION VORBILD:  
Polizei-Kontrollen  
Gott und Securi-  
ty Michael Stahl  
Neues vom DRK-  
Kreisverband  
#### LINK ####  
Schwäbische Post  
Aalener Nachrichten  
VfR Aalen  
OVA-Busverkehr  
Polizei Aalen  
REGIO-TV Schwaben  
Presse-Links  
Hüttlingen  
SWRLandesschau  
Stadt Ellwangen  
Stadt Gmünd  
Landratsamt  
Straßen in Aalen  
Landesregierung

Stadtpfarrer  
Bernhard Richter  
Aktuelles aus  
Wasserralfingen  
Neues von der  
AFZ aus Aalen  
280 Ostalb-Tamilen  
fordern Mordende



# 1. Espaces libres

[English](#) [Deutsch](#)

[My account](#) [Log out](#)



## Universal Culture Website WF 264

This is how we live

[Welcome](#) [Universal Music](#) [Universal Songs](#) [Universal Theatre](#) [Universal Painting](#) [Image Gallery](#) [Slideshow Winter](#)

[Home](#) » [Universal Music](#) » [Drums](#)

## Drums

Drums play a very important role in Universal Music.

They determine the rhythm.

[LISTEN TO DRUMS](#)



# Créer un site beau et captivant

## Cinq éléments à considérer

1. Espaces libres

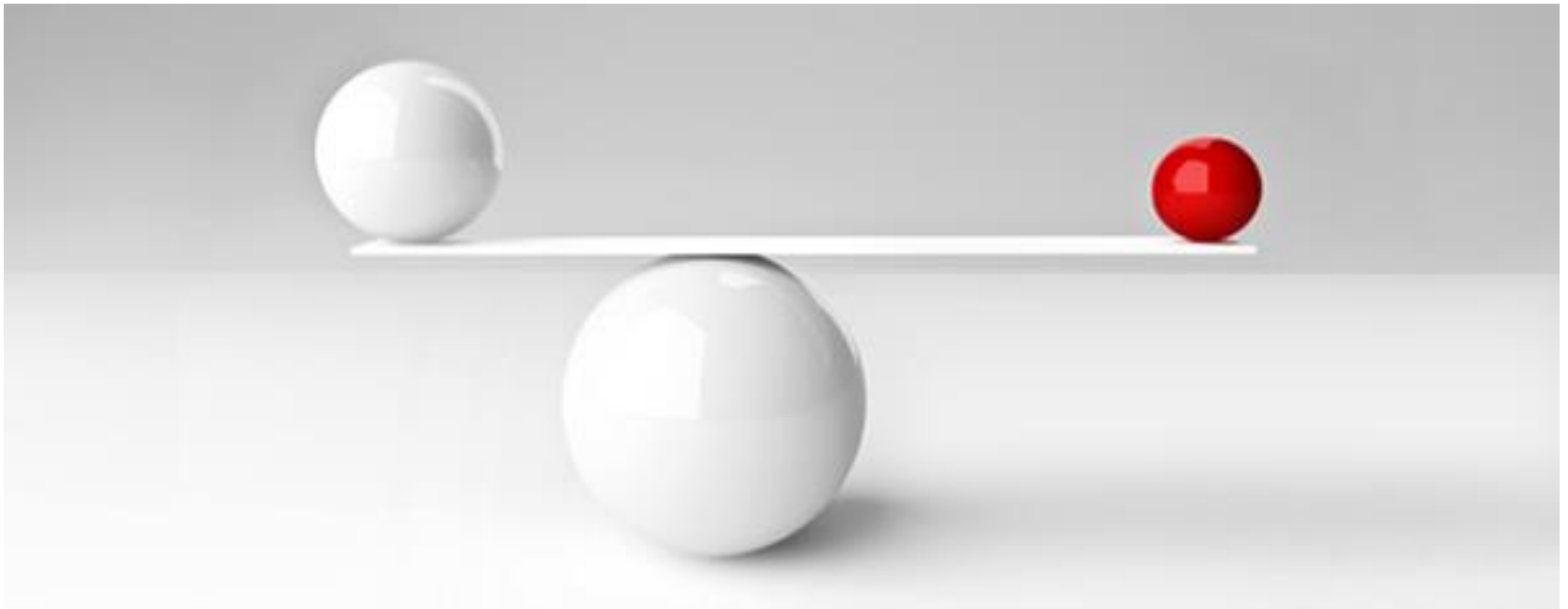
2. Disposition visuelle équilibrée

3. Couleurs utilisées équilibrées

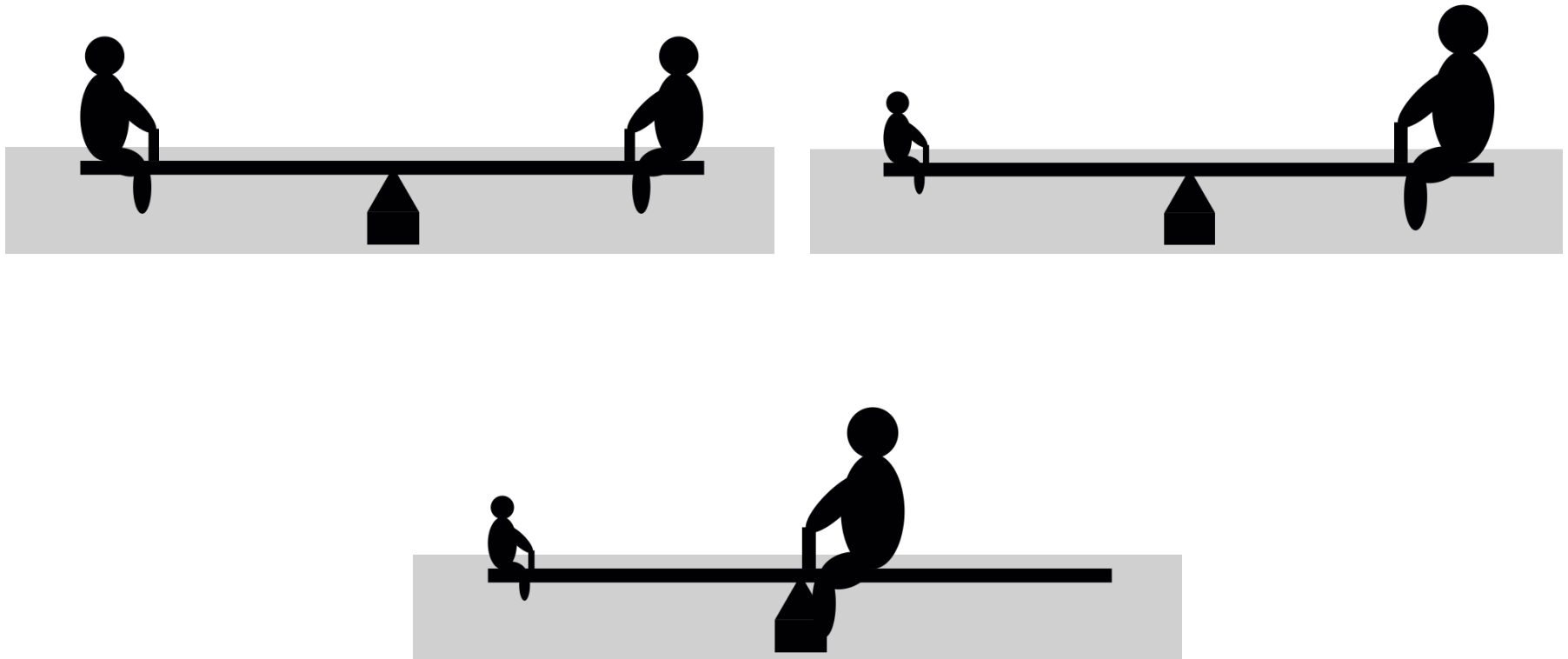
4. Images convenables

5. Police utilisée facilitant la lecture et la compréhension

## 2. Disposition visuelle équilibrée

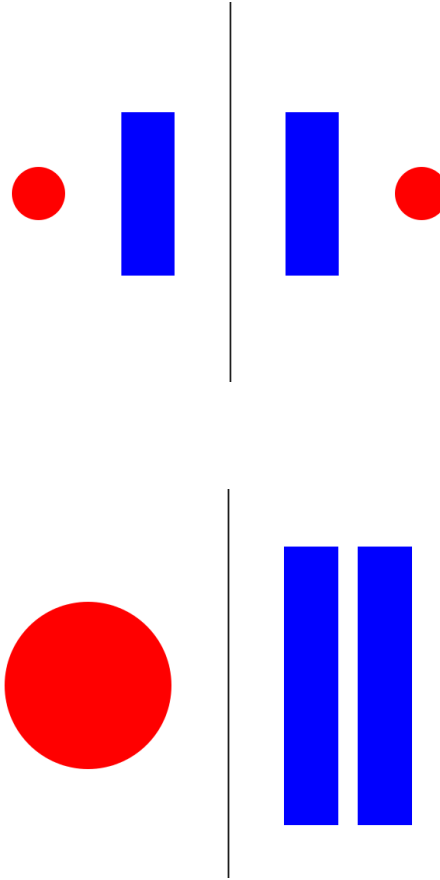


## 2. Disposition visuelle équilibrée





## 2. Disposition visuelle équilibrée





# Universal Culture Website WF 264

This is how we live

[English](#)[Deutsch](#)

[Home](#) » [Universal Music](#) » Unbalanced Page

## Unbalanced Page

Welcome

Universal Music

Cords

Drums

Unbalanced Page

Emmanuel Bassorobie

4th level

5th level

Awa Ciendrebeogo

4th level noliink

Brass

Universal Songs

Universal Theatre

Universal Painting

Image Gallery

Slideshow Winter

Level2 with a long title and description

level3



Lorem ipsum dolor sit amet, consetetur  
sadipscing elitr, sed diam nonumy eirmod tempor  
invidunt ut labore et dolore magna aliquyam erat,  
sed diam voluptua. At vero eos et accusam et  
justo duo



Lorem ipsum dolor sit amet, consetetur  
sadipscing elitr, sed diam nonumy eirmod tempor  
invidunt ut labore et dolore magna aliquyam erat,  
sed diam voluptua. At vero eos et accusam et  
justo duo



Willkommen

Universelle Musik

Cords

Drums

Ausgewogene Seite

Emmanuel Bassorobie

4. Ebene

5. Ebene

Awa Ciendrebeogo

4. Ebene nalink

Brass

Universal Songs

Universal Theatre

Universal Painting

Bildergalerie

Diashow Winter

Level2, lange Version

level3

## Ausgewogene Seite



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo





## 2. Disposition visuelle équilibrée

[English](#) [Deutsch](#)

[My account](#) [Log out](#)



### Universal Culture Website WF 264

This is how we live

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# 3. Couleurs utilisées équilibrées



People have alot to say about Penny Juice!

THE CHILDREN AT KID KOLLEGE LOVE THE TASTE OF PENNY JUICE AND DRINK IT WITHOUT ENCOURAGEMENT FROM OUR TEACHERS. I LIKE PENNY JUICE FOR THAT REASON AND BECAUSE IT IS 100% JUICE FROM CONCENTRATE REQUIRING NO REFRIGERATION PRIOR TO MIXING. THE HANDY MIX PITCHER TAKE THE GUESS WORK OUT OF PREPARATION.

CASSIE PENCE - KID KOLLEGE/BILLINGS, MT

"THANK YOU FOR THE OPPORTUNITY TO LET EVERYONE KNOW ABOUT YOUR TERRIFIC COMPANY! IT'S EASY TO STORE AND MIX AND WE RECEIVE GREAT SERVICE!"

MARY CELLA - BLISS ACADEMY EARLY LEARNING CENTER/GREENWOOD VILLAGE, CO

I LOVE THE PROMPTNESS OF SERVICE! "EASY MIXING BOY"

KID'S WORLD LEARNING CENTER, BROOKINGS, SD

I HAVE BEEN USING PENNY JUICE AT MY CHILDCARE CENTER FOR 2 YEARS. THE CHILDREN LOVE ALL THE FUN COLORS. I HAVE RECOMMENDED PENNY JUICE TO OTHER CHILDCARE DIRECTORS IN THE AREA.

DANA HOENIGSCHMIDT - KIDS COUNTRY CHILDCARE/ST. FRANCIS, MN

THEY OFFER A GREAT PRODUCT AT A REASONABLE PRICE. THEIR CUSTOMER SERVICE IS EXCEPTIONAL. WE HAVE ENJOYED OUR EXPERIENCE WITH PENNYJUICE AND LOOK FORWARD TO MANY MORE YEARS OF DOING BUSINESS TOGETHER.

LISA E. INGRAM - ANGELS' NEST, INC./COLORADO SPRINGS, CO

THANK YOU! WE ARE SO GRATEFUL TO HAVE FOUND PENNYJUICE. I AM 110% PLEASED WITH PENNY JUICE. KEEP UP THE GOOD WORK.

ROSEMARY - LARAMIE COUNTY HEAD START/CHEYENNE, WY

I LOVE THE VERIETY OF THE FLAVORS AND THE FACT THAT OUR AUTOMATIC SHIPMENTS ARRIVE IN A TIMELY MANNER. THANKS SO MUCH! GOD BLESS!

DEBBIE MOORE, DIRECTOR - CHILDREN'S LEARNING CENTER/BOSSIER CITY, LA

AS TH DIRECTOR OF A UNIVERSITY AFFILIATED, BUT PRIVATELY OWNED CHILD CARE FACILITY TOP QUALITY PRODUCTS THAT ARE ALSO BUDGET-FRIENDY ARE ESSENTAIL. I ESPECIALLY LIKE THE EASE OF ORDERING ON-LINE OR BY PHONE, KNOWING THAT THE JUICE WILL BY PROMPTLY DELIVERED DIRECTLY TO THE CENTER. NO MORE HAULING SHOPPING CARTS FULL OF FROZEN JUICE CONCENTRATE FORM THE GROCERY STORE!

THANKS, PENNYJUICE FOR SAVING ME TIME AND MONEY!

KATIE DAVIS, DIRECTOR/OWNER - UNIVERSITY CHILDREN'S CENTER/SUPERIOR, WI

"PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM. I AM VERY HAPPY WITH SWITHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN EXCELLENT PRODUCT, HASSLE FREE. IT DOESN'T GET ANY BETTER THAN THAT."

BABE WALTON - CHILDREN'S ENRICHMENT CENTER/N. LITTLE ROCK, AR

"AS GENERAL BUSINESS MANAGER OF ABC CHILD DEVELOPMENT CENTER AND PURCHASING MANAGER OF ABC PRE-SCHOOL AND DAYCARE. I AM RESONSIBLE FOR 3 MEALS AND 2 SNACKS DAILY FOR 200-250 CHILDREN. ONE OF THE BUSINESS DECISIONS I HAVE MADE WAS TO INSTITUTE A JUICE PROGRAM FOR OUR MID-AFTERNOON SNACK. THE PRODUCT COST, LABOR COST, AND EASE OF STORAGE AND INVENTORY MANAGEMENT MAKE THIS PRODUCT EVEN MORE ECONOMICAL THAN MILK."

### 3. Couleurs utilisées équilibrées



# 3. Couleurs utilisées équilibrées

- **Les couleurs préférées ne sont pas les mêmes partout !**
- **Les couleurs ont toujours un message et évoquent les sentiments/émotions.**
  - Le rouge évoque un sentiment négatif en l'Afrique de l'Ouest mais un sentiment positif en Chine.
  - Le vert représente Dieu, la religion, l'autorité dans des milieux musulmanes, mais il est associé avec la mort dans des cultures sud-américaines.
  - -> Analysez bien votre culture et choisissez la couleur convenable !
- **Ne choisissez jamais votre couleur préférée!**
- **<http://www.informationisbeautiful.net/visualizations/colours-in-cultures/>**



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## 4. Images convenables

Utilisez les images pour captiver l'intérêt des visiteurs de votre site.

### **Ordre d'intérêt ou de familiarité :**

1. Image
2. Sous-titre d'une image
3. Titre de la Page
4. Texte

## 4. Images convenables

Règles :

- Utilisez les grandes images (à moins que la connexion internet soit un problème)
- Utilisez les images qui donnent un appui au sens du message principal de la page
- Utilisez le sous-titre de l'image pour exprimer ce que disent les mots et phrases du message principal
- Placez les images d'une manière équilibrée en utilisant les colonnes multi-formes disponible de Wildfire

# Image de banderole

Vous pouvez ajoutez une image de banderole aux pages de votre site. Cette image ne sera pas répétée sur toutes les pages du site.

## Règles :

- Dimension de l'image de banderole : 1200x400px  
(Sur certains écrans, la partie inférieure de l'image ne sera pas visible !)
- Utilisez une image de banderole qui représente la spécificité de votre site pour capturer et susciter l'intérêt des visiteurs

# Image de fond

Les thèmes de Wildfire 5 ne permettent pas une image de fond (qui sera la même image sur toutes les pages du site). Mais il est possible d'en ajouter dans les sections des pages.

## Règles :

- Généralement, c'est mieux de NE PAS UTILISER une image de fond.
- Dimension de l'image de fond : 1200x1000px qui fera une image de plein écran
- Utilisez une image avec peu de contraste. N'utilisez jamais une image d'une grande contraste !

# Image de fond



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"PENNY JUICE HAS CERTAINLY BEEN AN ASSET TO OUR FOOD PROGRAM. I AM VERY HAPPY WITH SWITHING TO PENNY JUICE AND WOULD RECOMMEND YOU IN A HEATBEAT YOU PROVIDE AN EXCELLENT PRODUCT, HASSLE FREE. IT DOESN'T GET ANY BETTER THAN THAT. "

BABE WALTON - CHILDREN'S ENRICHMENT CENTER/N. LITTLE ROCK, AR

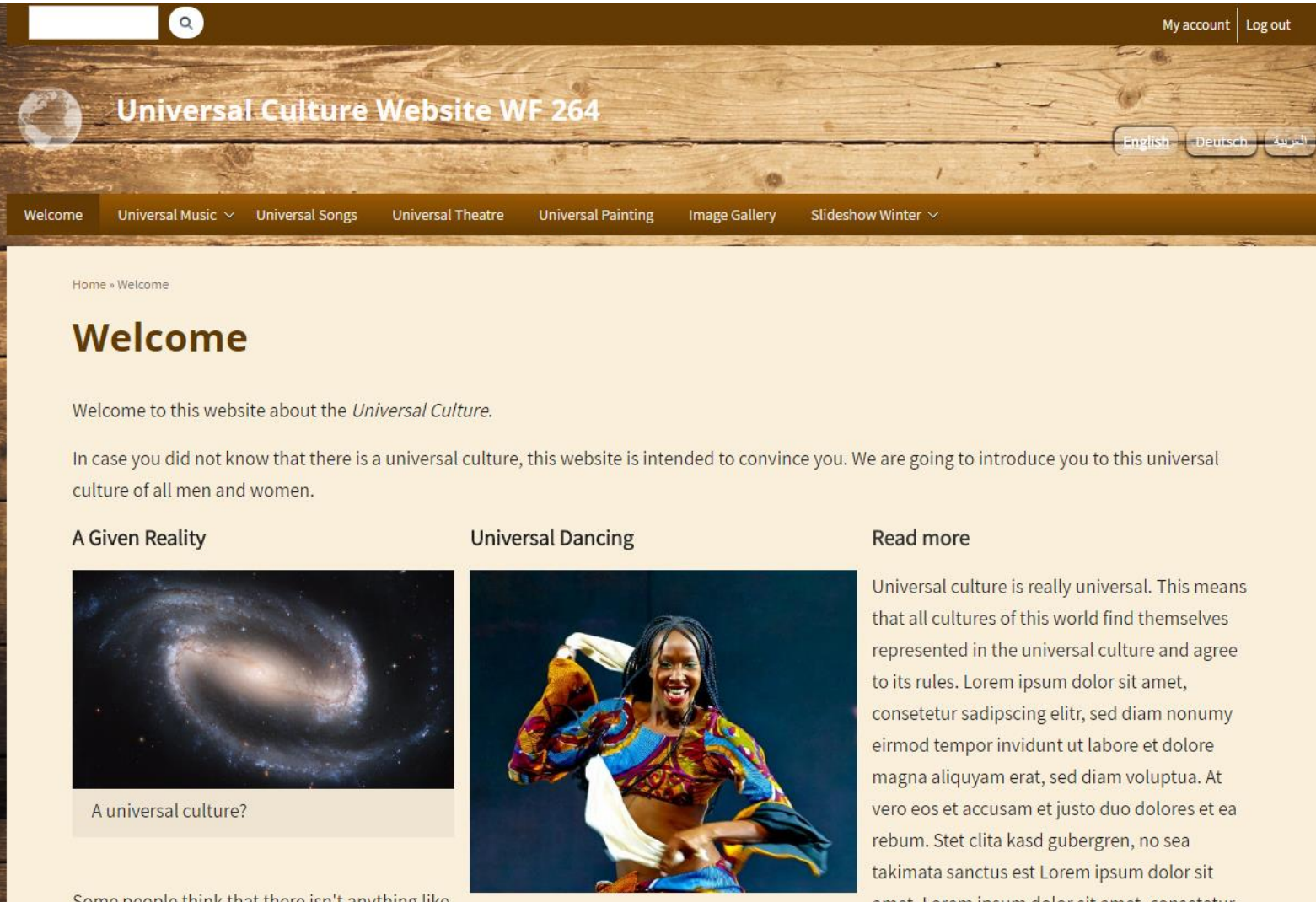
"AS GENERAL BUSINESS MANAGER OF ABC CHILD DEVELOPMENT CENTER AND PURCHASING MANAGER OF ABC PRE-SCHOOL AND DAYCARE, I AM RESONSIBLE FOR 3 MEALS AND 2 SNACKS DAILY FOR 200-250 CHILDREN. ONE OF THE BUSINESS DECISIONS I HAVE MADE WAS TO INSTITUTE A JUICE PROGRAM FOR OUR MID-AFTERNOON SNACK. THE PRODUCT COST, LABOR COST, AND EASE OF STORAGE AND INVENTORY MANAGEMENT MAKE THIS PRODUCT EVEN MORE ECONOMICAL THAN MILK. "

# Image de fond





# Image de fond





# Image de fond



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## Universal Culture Website WF 264

This is how we live

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## Welcome

Welcome to this website about the Universal Culture.

In case you did not know that there is a universal culture, this website is intended to convince you. We are going to introduce you to this universal culture of all men and women.

### A Given Reality



A universal culture?

Some people think that there is nothing like a universal culture, that all cultures are different and that each culture is rich in itself. However, new research shows that there are many common elements across different cultures.

### Universal Dancing



In a uniserval culture people like to dance. [Click here to see how we dance.](#)

### Read more

Universal culture is really universal. This means that all cultures of this world find themselves in the universal culture and agree to its rules. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam

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## Drums

Drums play a very important role in Universal Music.

They determine the rhythm.

[LISTEN TO DRUMS](#)

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Home » Universelle Musik » Drums

## Drums

Drums play a very important role in Universal Music.

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[LISTEN TO DRUMS](#)



# Créer un site beau et captivant

## Cinq éléments à considérer

1. Espaces libres
2. Disposition visuelle équilibrée
3. Couleurs utilisées équilibrées
4. Images convenables
5. Police utilisée facilitant la lecture et la compréhension

## 5. Police (Font)

Les raisons pour utiliser une police autre que la police couramment utilisée :

1. Le besoin des caractères spéciaux de la langue
2. Rendre votre site distinctif des autres
3. Ajouter une dimension qui rendra votre site unique aux yeux de vos visiteurs

## 5. Police (Font)

Règles pour le choix de police :

- N'utilisez pas plus que deux police différentes : une pour les titres principaux et une pour tout autre texte.
- Assurez-vous que la police soit facile à lire sur un écran, surtout quand c'est en petite taille.
- Il y a une tendance d'utiliser la taille plus grande, avec moins de texte et les images plus grandes.
- Utilisez une police sans-serif pour le texte.
- Servez-vous de 'Initial Setup Guide' pour changer les polices. Il y offre neuf polices qui sont bonnes à utiliser.

## 5. Police (Font)

Serif font (Times)

A

i

Sans-serif font (Arial)

A

i



# Image animée et texte marquée

Règle générale :

**NE LES UTILISEZ PAS**

Raison: <http://www.biologyjunction.com/>

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**M E R C I !**