

VANIER

CÉGEP / COLLEGE



**HIDDEN
GENS**

Brand Guidelines

DESIGNED BY YOUSEF MEGDAD

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We are Hidden Gems

This publication has been developed to guide users of Hidden Gems' visual identity on how to use the company's logos and graphic material. This reference guide aims to guarantee consistency with the corporate image conveyed internally and externally that Hidden Gems has been building.



Brand Personality

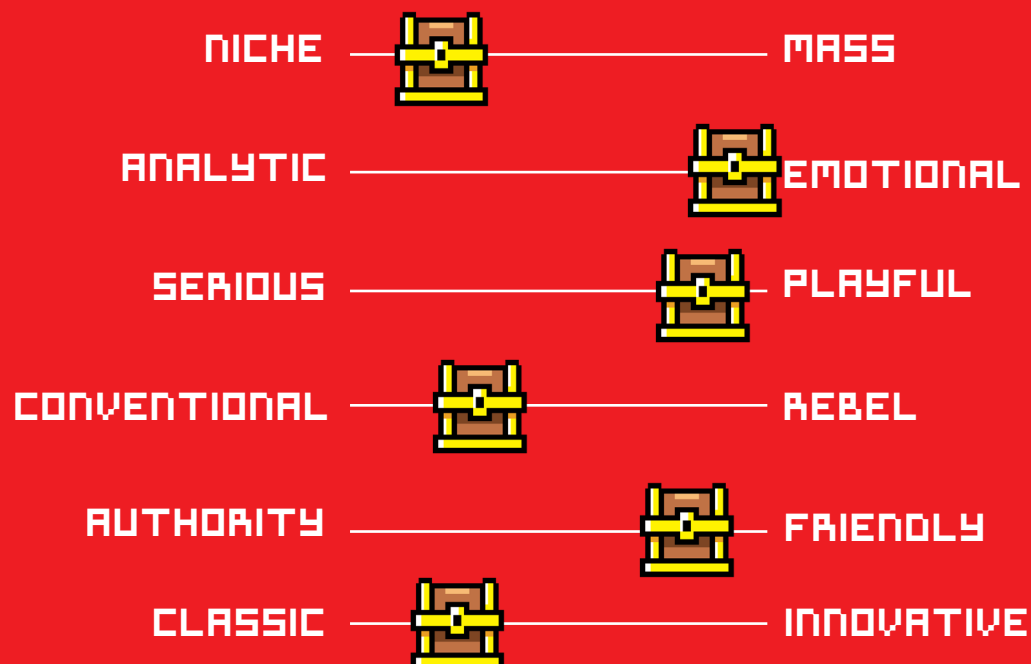


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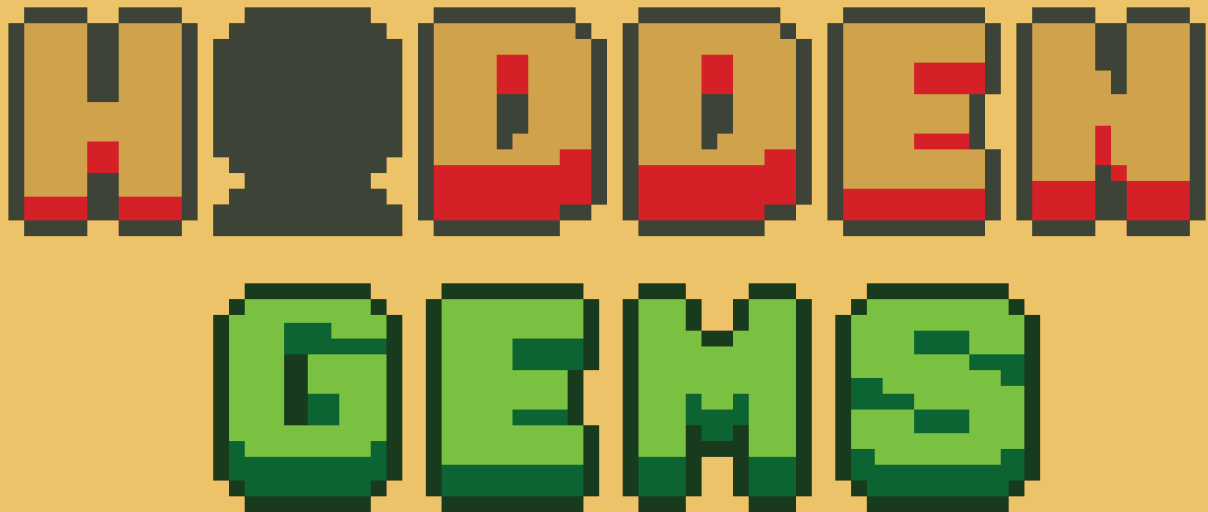
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LOGO



A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it. To preserve the integrity of the Hidden Gems brand, its use must be managed through the standards set out in this guide.

COLOR-POSITIVE VERSION



PROSCRIBED USES

The core components of the logo form an indivisible whole: symbol, colours, proportions and positioning of its different elements must not be modified in any way

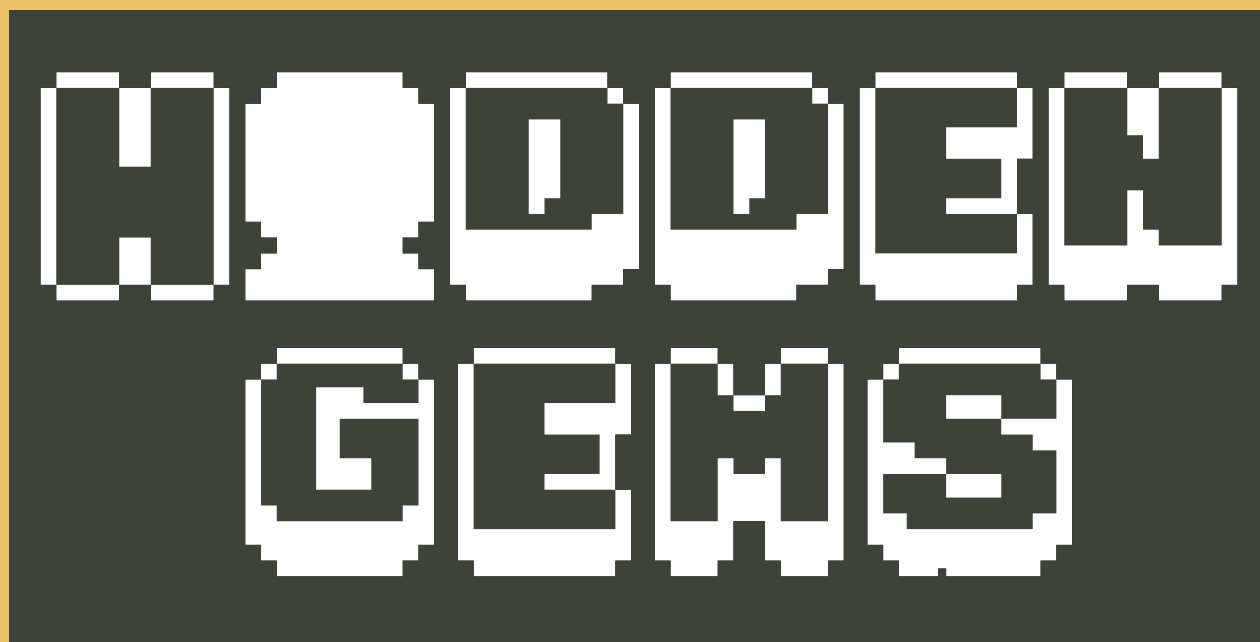


BLACK-POSITIVE VERSION

The Hidden Gems logo must be used in black only when production constraints do not allow the use of colour.



NEGATIVE VERSION



BUFFER ZONE

To optimize its presence in any given space, the logo must include a buffer zone, i.e., a minimum area of protection, free of external graphic textual elements.

The size of this area is based on a relative measurement, which can be applied in any context, and is equal to half the height of the "Lock" icon inside the word "Hidden Gems".



MINIMUM SIZE

A minimum size for usage of the logo must be determined to ensure optimal visibility. The Hidden Gems logo must measure at least 1 inch wide (2.5 cm).



COLORS



The official corporate colours for the visual platform, i.e., for all graphic elements used in support of the logo, are Dark Grey, Dark Yellow and Red. Technical specifications are detailed below.

PRIMARY COLORS

#42453c
RGB 66-69-60
CMYK 67-55-69-49

#cda44b
RGB 205-164-75
CMYK 14-36-87-0

#d41920
RGB 212-25-32
CMYK 0-100-100-0

SECONDARY COLORS

#2b3d23
RGB 43-61-35
CMYK 81-48-94-60

#3e6b3d
RGB 62-107-61
CMYK 89-32-100-25

#92c04f
RGB 146-192-57
CMYK 57-0-100-0

TYPOGRAPHY



The official typefaces to be used in corporate and marketing communications, for printed or electronic documents, are Retrotech, Symtext and Futura MD BT. Produced by Hidden Gems.

Primary (Main titles)

RETROTECH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@& (-+=),.;

SECONDARY (HEADERS)

SYMTEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@& (-+=),.;

Thirdly (basic text)

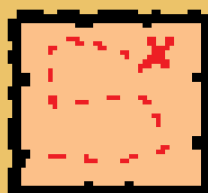
Futura Md BT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@& (-+=),.;

GRAPHIC ELEMENTS



ILLUSTRATIONS/PIXEL SPRITES



APPLICATION EXAMPLES

Video game box covers



APPLICATION EXAMPLES



LANYARD/EMPLOYEE KEYCARD



BUS STOP BILLBOARD ADVERTISEMENTS



APPLICATION EXAMPLES



WEBSITE WIREFRAMES

