



Contents

1. Hoplink symbol_3
 - 1.1 Bicolor versions_4
 - 1.2 Monochrome versions_4
2. Colors_5
3. Small-scale symbol_6
4. Rules of use_7
 - 4.1 Standard use 7
 - 4.2 Use on black background_8
 - 4.3 Use in black_9
 - 4.4 Use in white_10
 - 4.5 Prohibited usage_11
5. Examples of use_12
6. The hoplink logo block_13
 - 6.1 Prohibited usage_11
 - 6.2 Bicolor versions_15
 - 6.3 Monochrome versions_15
 - 6.4 Event version_16
 - 6.5 Examples of use_17
7. Typography_18

1. AMC symbols



- The AMC symbol is composed of several inseparable elements that cannot be modified, moved or altered. The AMC symbol
- and the composition of its elements cannot be changed.
- The AMC symbol, as it is defined, can be used on all types of media, while respecting its proportions, colors and rules of use.
- When using the AMC symbol, preference and **priority should be given to** the institutional colors. However, depending on the applications or printing methods, the monochrome version can be used.

Bicolor versions



Color codes #0303FE (for AMC) and #6B6B6B (for Multi Services)

Monochrome version



- The monochrome version may be used only on types of media where it is not possible to use the original logotype, for aesthetic or technical reasons or due to production costs.

2.Colors

The hoplink universe is represented by the 2 distinct colors described below.

However, the colors can be adapted in order to come as close as possible to matching the Pantone color references.

Pantone
Black
C0 M0 J0 N100
R0 V0 B0
#000000

Pantone 299 C
C100 M10 J0 N0
R0 V158 B255
0095db



3.Small-scale symbol

Small-scale version for logo applications between 12 mm and 9 mm in width. Thicker version for enhanced visibility.

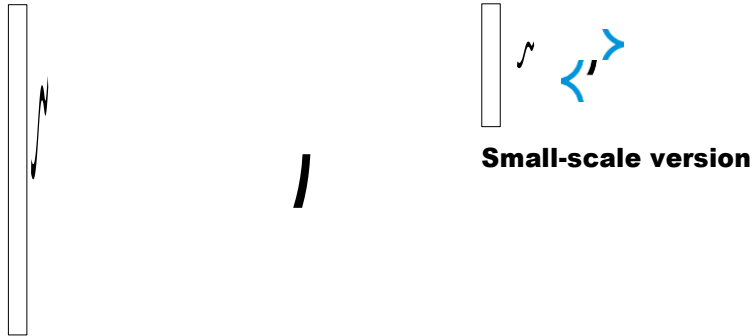


6 to 8 | mm

4. Rules of use

4.1 Standard use

Black and blue bicolor symbol on a white background.



6 to 8 mm |

6 to 8 mm |

- The readability of the logo must take priority over the choice of reproduction. It must remain completely visible, legible, and recognizable, without obscuring other graphic elements of the media support.**

4.2 Use on a black background

White and blue bicolor logo when a black background is used



Small-scale version

6 to 8 mm |

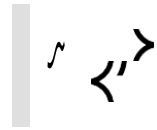


6 to 8 mm |

- The readability of the logo must take priority over the choice of reproduction. It must remain completely visible, legible, and recognizable, without obscuring other graphic elements of the media support.**

4.3 Use in black

Black symbol when a light background is used and the means of reproduction do not permit a bicolor version.



Small-scale version

6 to 8 mm |

6 to 8 mm |

The readability of the logo must take priority over the choice of reproduction. It must remain completely visible, legible, and recognizable, without obscuring other graphic elements of the media support.

4.4 Use in white

White symbol when a dark or colored background is used.



Small-scale version

6 to 8 mm |

6 to 8 mm |

The readability of the logo must take priority over the choice of reproduction. It must remain completely visible, legible, and recognizable, without obscuring other graphic elements of the media support.

4.5 Prohibited usage

**All alterations or modifications (colors, proportions, effects...)
of the logotype are prohibited.**

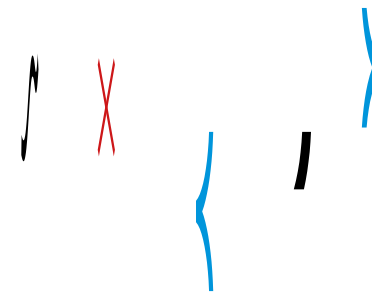
Modification of colors:

PROHIBITED



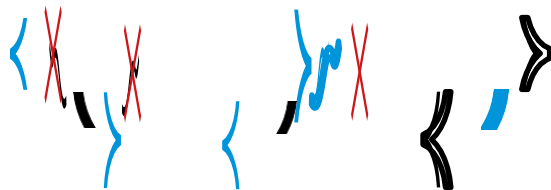
**Use of the small-scale symbol in a large
format (more than 12 mm in width)**

PROHIBITED



Modification of proportions/layouts :

PROHIBITED



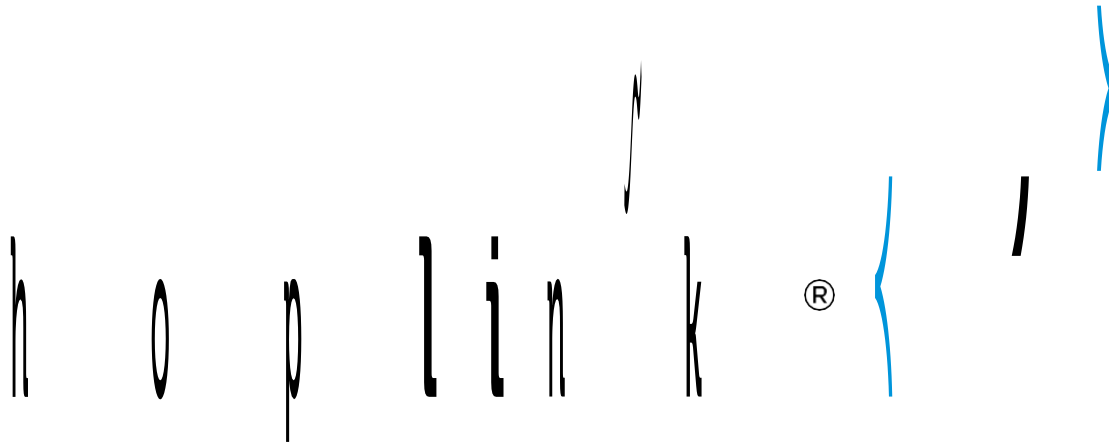
5. Examples of use

To learn more about the use of the logo, please refer to the "Hoplink Communication Toolkit."



6. Hoplink logo block

It is composed of the hoplink logo with a brand mark of a "kangaroo", also called symbol.

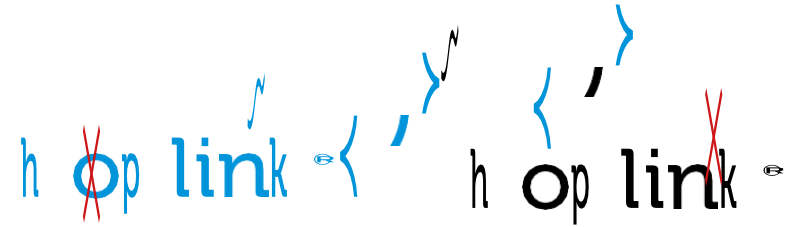


- The hoplink block logo is composed of several inseparable elements that cannot be modified, moved or altered. The proportions and composition of its elements cannot be changed.
- The hoplink logo block, as it is defined, can be used on all types of media, while respecting its proportions, colors and rules of use.

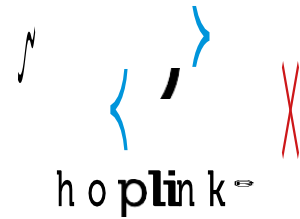
6.1 Prohibited usage

All alterations or modifications (colors, proportions, effects...) of the logotype are prohibited.

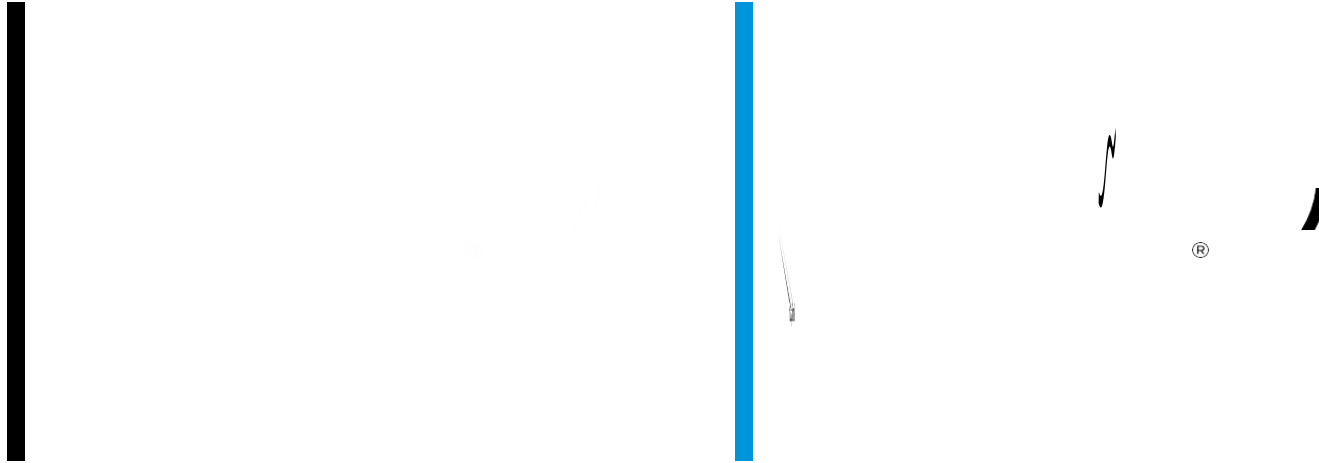
Modification of colors:
PROHIBITED



Modification of proportions/layouts: **PROHIBITED**



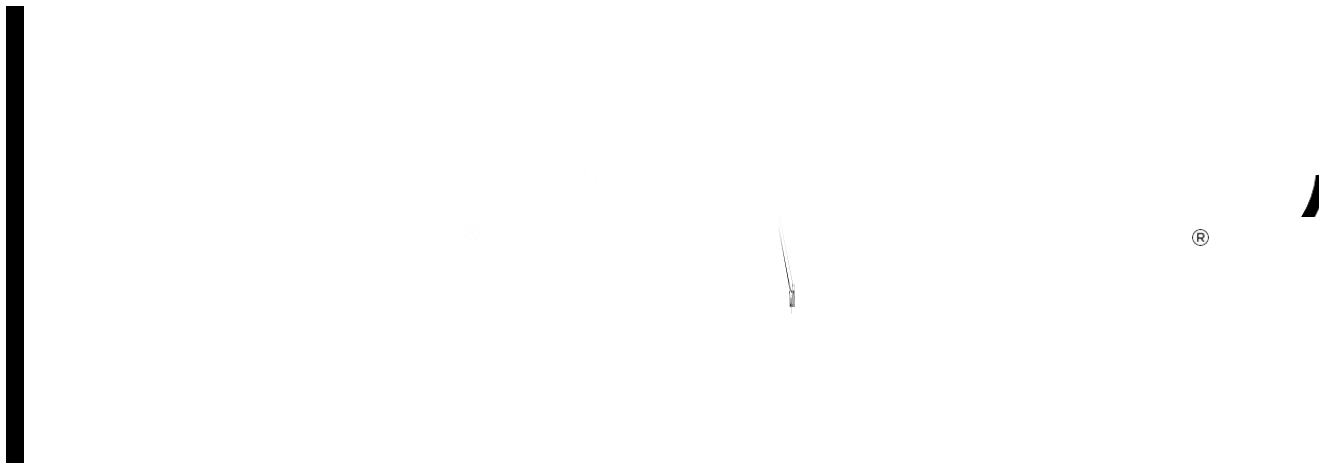
6.2 Bicolor versions



There are only 2 choices of colors for the logotype (on a black background and on a blue background).

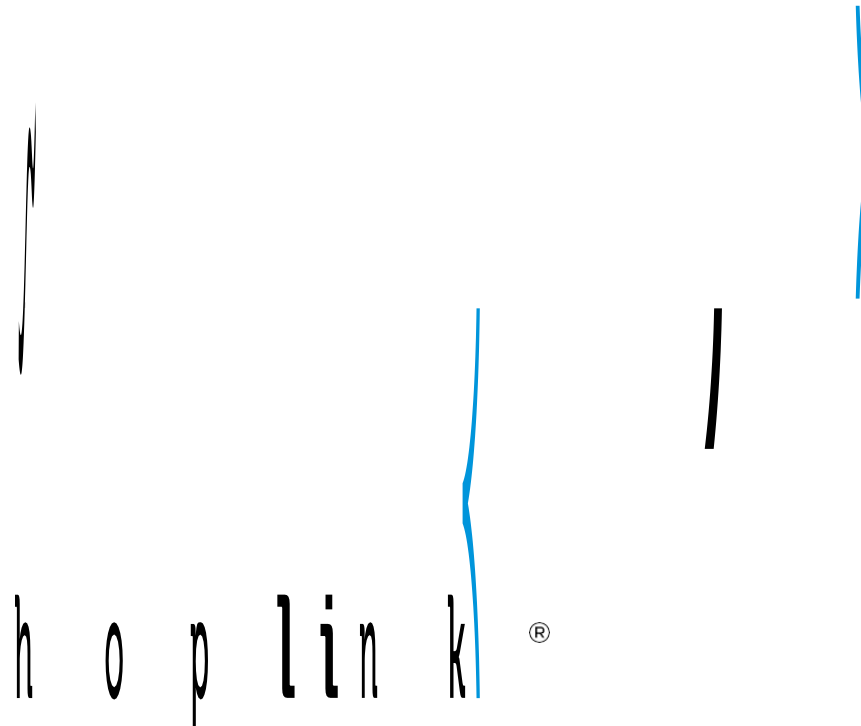
The color of the arrows is always blue on a black background, and white on a blue background.

6.3 Monochrome version



A monochrome version is permitted only on media where it is not possible to use the original logotype, for aesthetic or technical reasons, or due to production costs.

6.4 Event version



- The event block logo is composed of several inseparable elements that cannot be modified, moved or altered. The proportions and
- composition of its elements cannot be changed.
- The event block logo, as it is defined, can be used on all types of media supports, while respecting its proportions, colors and rules of use.
- When using the symbol, preference and **priority should be given to** the institutional colors. However, depending on the applications or printing methods, the monochrome version can be used.

6.5 Examples of use

Block logo Event block logo



7. Typography

The hoplink brand identity features two fonts. The Museo font (that of the logo), has real character and elevates the status of the brand. It is used for titles that need to be highlighted.

For standard text, the font is Open Sans, which is rounder, making it possible to create a sense of proximity and providing a more modern look.

Museo 500 Open Sans Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU-
VWXYZ0123456789(@+%;...

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUWXYZ
0123456789(@+%;...

Museo 700 Open Sans Semi Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTU-
VWXYZ0123456789(@+%;...

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNQRSTUWXYZ 0123456789(@+%;...

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