



HISPANOTECH

BRAND GUIDELINES

2020

A solid red wave-like shape that starts from the bottom left corner and curves upwards towards the right, extending across the bottom of the page.

WHAT IS HISPANOTECH?

A **not-for profit organization** with the mission to help Hispanic professionals to integrate and advance their careers in Canada.

Federally incorporated in 2008, Hispanotech is led by a volunteer-based Board of Directors advancing the mission through the organization of networking events and conferences featuring speakers from global corporations, covering leading-edge technology topics.

Hispanotech runs special interest groups such as Women in Tech and it partners with other professional organizations to organize solid mentoring and educational programs. Activities are mostly geared towards Latin American STEM professionals, however, Hispanotech welcomes everyone.

Hispanotech plays an important role in assisting newcomers in the challenging journey of integrating into the Canadian labour market. It also supports Hispanic professionals who are already working in their fields, advance their careers, by showing them how to navigate the Canadian corporate culture.

Proud

We are grateful and committed to Canada,
and proud of our roots.

Progressive

We embrace change
and continuous improvement.

Inclusive

We accept and respect that people
are diverse in their opinions,
ethnic background, religion,
sexual orientation, and education.

Community oriented

We reach beyond our constituency
to help and share experiences
and know-how.

WHAT ARE THE VALUES OF HISPANOTECH?

VOICE & TONE

Hispanotech uses the following elements in its brand voice:

Professional - we use language that reflects our know-how and capabilities, as highly-skilled, successful professionals.

Simple - we are professional yet clear and concise.

Authentic - we are honest, direct and transparent in our communications.

Inclusive - we celebrate our diverse backgrounds and use a language that reflects our commitment to Diversity, Equity and Inclusion*.

Modern - we stay abreast of trends and developments and use a language that reflects our presence and influence in the current landscape

Our tone may vary depending on the occasion, sometimes it may be celebratory, thoughtful, melancholic, or cheerful. But it will always adhere to the characteristics of the voice expressed above

BRAND NAME & LOGO

Our **brand name** is a combination of the words 'Hispanic' and 'Technology'.

Our **graphic elements** are:

- the first letters of each of the above words, in lower case: "h" and "t".
- the white-coloured letters 'h' and 't' sitting in front of a red trapezoid
- the hispanotech.ca website sitting below the trapezoid and the letters 'h' and 't'
- the website in Raleway font with the word 'tech' bolded



The **brand logo** is the combination of our **brand name** and **graphic elements**.

Aside from the website, all other brand logo elements cannot be separated into its individual elements.

LOGO USAGE

The Hispanotech logo will be a celebration of our rich multiculturalism and diversity, adapting to embrace relevant events, dates and causes.

Some examples are shown below:

Allowed



Commemorations



Everyday use



Awareness months



Pride logo

LOGO USAGE

To ensure we keep our logo's proportions, the logo cannot be rotated, warped, stretched, recoloured, or altered in any way.

Not allowed



Do not apply 3D effects



Do not stretch or warp it



Do not apply
artistic effects



Do not change the font



Do not use other colours

LOGO USAGE

To enhance readability, align to the following guidelines:



On dark backgrounds, use the logo with 'hispanotech.ca' in white letters



On light backgrounds, use the logo with 'hispanotech.ca' in black letters

LOGO USAGE

Hispanotech's logo needs to be recognizable and readable. White space and sizing are essential to maintain a strong brand presence.

White space

To avoid cluttering, we always leave air around our logo. The minimum white space surrounding it should be at least two same sized stacked 'h' letters.



Readability

To allow readability and proper identification, the size of our logo cannot be smaller than 1.5

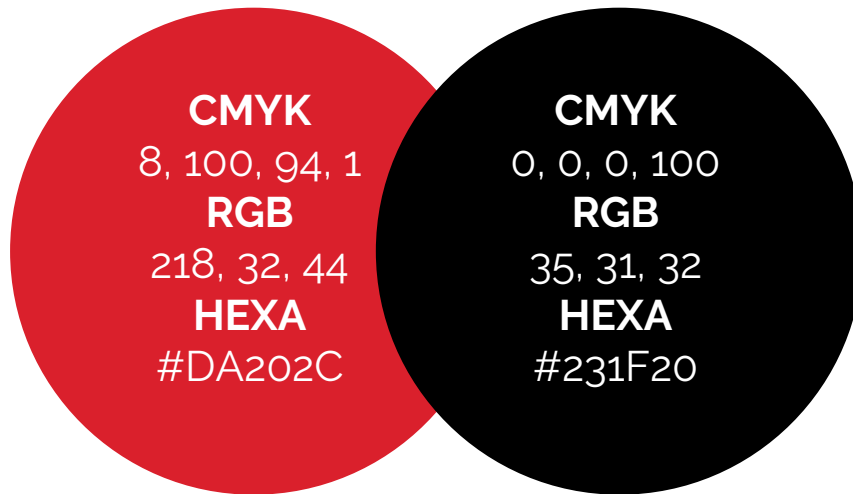
cm **H** x 1.47 cm **W**



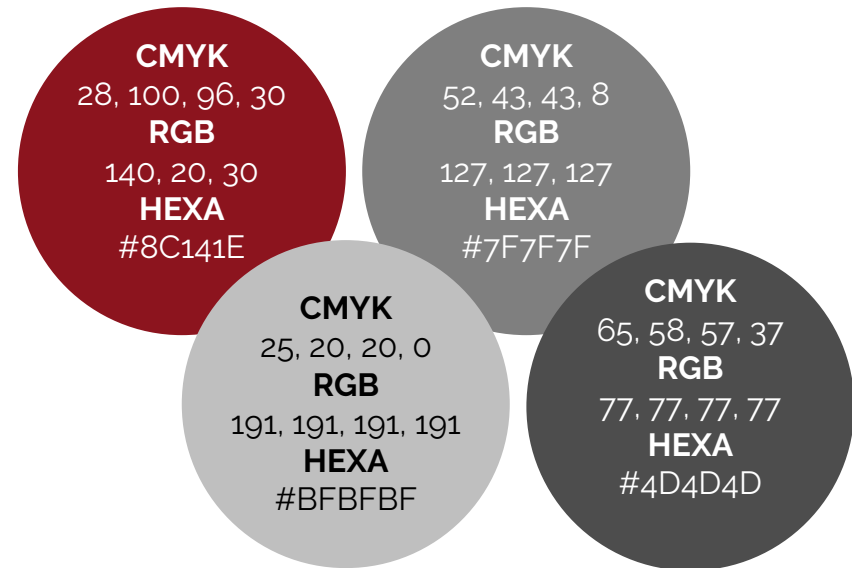
If a smaller size is inevitable, remove the brand name: hispanotech.ca

BRAND COLOURS

Primary colours



Secondary colours



Tertiary colours

Undetermined | Alternative colours can be used for Marketing purposes but the main palette should focus on primary and secondary colours

TYPOGRAPHY

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Raleway

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Primary font | Calibri

This is the preferred font in any of its variations. Calibri is a Sans Serif font available in most computers.

Secondary font | Raleway

Raleway is a Sans Serif, modern, simple, and easy to read font. Raleway is a Google font available for free download that can be used in all Hispanotech materials as a complement to Calibri.

Creative fonts | Undetermined

Alternative fonts can be used for Marketing purposes but the main contents of all materials should be drafted using Raleway or Calibri, using the pareto principle.

MARKETING MATERIALS

Letterhead



TOPIC OR TITLE

Subtitle, date, or other use case

MARKETING MATERIALS



Helping Hispanic professionals
integrate and advance their careers in Canada.



Carlos Paz-Soldán
President

Toronto, ON | 416 123 4567
president@hispanotech.ca



Laura Bejarano
Director, Events

Toronto, ON | 416 123 4567
director_events@hispanotech.ca

Business card

MARKETING MATERIALS



Certificate of Appreciation

On behalf of Hispanotech
this certificate is presented to

Someone Somewhere

With deep appreciation for sharing your valuable knowledge
and participating in Hispanotech's round of webinars with the topic:
"Unlocking your economic & professional potential"

Carlos Paz-Soldán

Laura Bejarano

July 2020



VOLUNTEER
CERTIFICATE
OF APPRECIATION

In recognition of the time and energy invested to support the celebration of women's
empowerment and growth

Someone Somewhere

Dated this 19th of March, 2020

Carlos Paz-Soldán
President

Laura Bejarano
Director, Operations



Diplomas

MARKETING MATERIALS



free webinar

ht
hispanotech.ca

Sep 16, 2020 | 6:00 - 7:30 p.m.

UNLOCKING YOUR ECONOMIC & PROFESSIONAL POTENTIAL

Benefits of a microloan in your personal and professional history
Financial services to apply for to enhance your skills
Application process

windmill
MICROLENDING



free webinar

ht
hispanotech.ca

Sep 16, 2020 | 6:00 - 7:30 p.m.

UNLOCKING YOUR ECONOMIC & PROFESSIONAL POTENTIAL

Benefits of a microloan in your personal and professional history
Financial services to apply for to enhance your skills
Application process

windmill
MICROLENDING

Invitations

Light backgrounds


MARKETING MATERIALS









Invitations


Dark backgrounds

MARKETING MATERIALS


 THE SOURCE FOR TECH BUYING ADVICE


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**THE FUTURE IS NOW!**
Are you ready for it?
Join our experts as they discuss the skills you need to enhance to access to the jobs of the future. Our panel includes **Data Scientist**, Galo Ginocchio; **Machine Learning Engineer**, Gabriela Roca, **Data Visualization Developer**, Gabriel Seminario; and **Business Intelligence Specialist** Gema Rodriguez
October 20, 2020 at 7:00 p.m.
[Click here and save your spot!](#)

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**New low price: Apple's iPad 2018 is \$229, beating Black Friday's best deal**
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eBanners

MARKETING MATERIALS

Posters



hispanotech.ca

THE FUTURE IS NOW!

Are you ready for it?

There are skills that you will need to access the jobs of the future. Join our panelists as they discuss what these skills are, and how to enhance them.

- **Data Scientist**, Brenda Avila
- **Machine Learning Engineer**, Karla Espinosa
- **Data Visualization Developer**, Lucero Tsui
- **Business Intelligence Specialist**, Nayely Figueroa

When: October 20, 2020 at 7:00 p.m.
Where: Virtual conference via Zoom, e-mail
info@hispanotech.ca for more information

Get your eTicket, it's free!



www.hispanotech.ca

MARKETING MATERIALS



Subsection's title



TITLE
SUBTITLE

Date

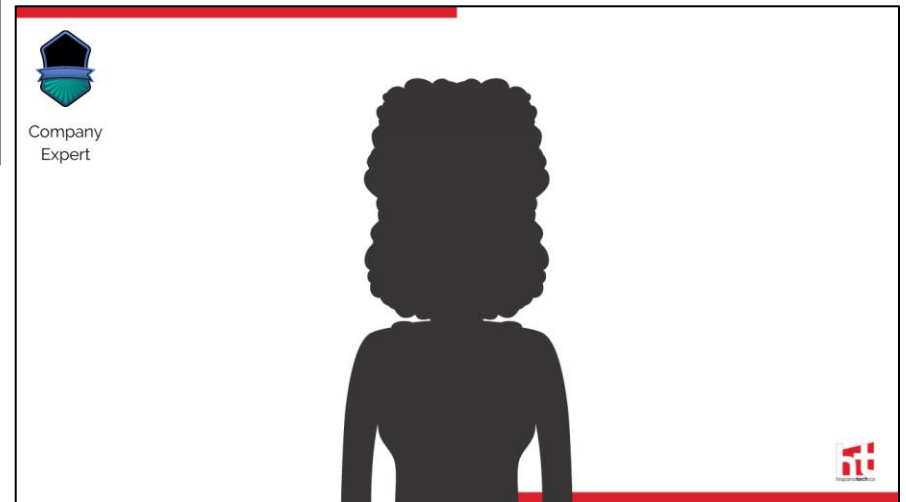


Title



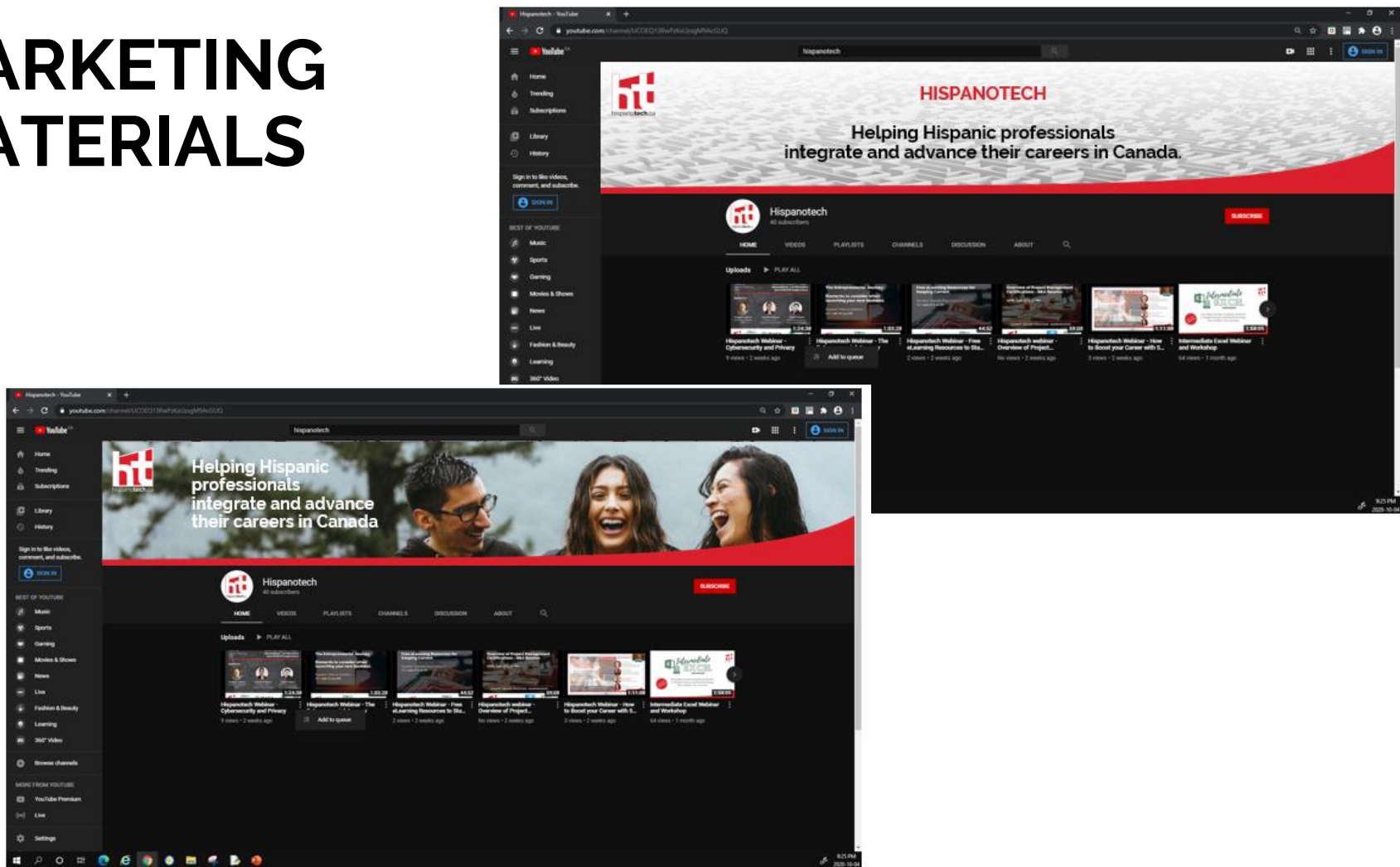
PPT template

MARKETING MATERIALS



Zoom backgrounds

MARKETING MATERIALS



YouTube channel

MARKETING MATERIALS



Carlos Paz-Soldán
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Lina Flores
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Email signatures

PARTNERSHIPS & COLLABORATIONS

During joint events, where Hispanotech is not the main organizer, our brand can steer away from its brand colours. However, the brand logo must always be used in its red and black palette.



Mentoring
Program 2020

To go to the breakout room, a pop-up message will show up. Click **Join**.

If it doesn't pop-up, you can click on the **Breakout Rooms** icon

You can join Breakout Rooms from here.

If you are in the breakout room alone, please give everybody 1 minute to join you.
If no one joins after a minute, **ask for help**:

Click this button

Leave the breakout room and join the main session

If you get disconnected from Zoom, you will need to be **reassigned to your breakout room** once you re-join the meeting

Technical tips

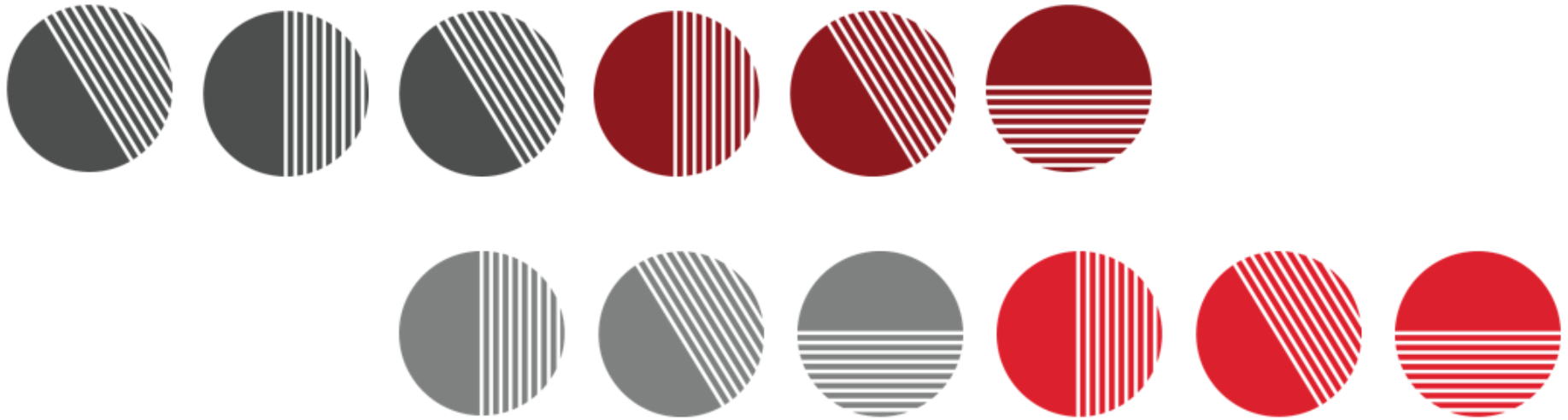
Logos at the bottom: hispanotech.ca, EXATEC, EY, ISACA, Javeriana University Professional Alumni Association Canada, pwc.

MARKETING MATERIALS



Graphic elements

MARKETING MATERIALS



Graphic elements