

BRAND GUIDLINE
V1

INDEX

HUNCH

CHAPTER ONE

Our brand at a glance

- Persona
- Positioning
- Brand Assets
- Brand Essence
- Imagery Style

CHAPTER TWO

Master Brand

- Master Brand
- Brand Misuse
- Brand On Colours
- Primary Colour Palette
- Secondary Colour Palette
- English Font
- Arabic Font

CHAPTER THREE

Stationary

- Business Card
- Letterhead
- Folder
- A4 Folder
- DL Envelope

CHAPTER FOUR

Communication

- Co-branding
- Thumbnails
- Social Media Post
- Social Media Post With Co-branding
- Powerpoint Cover
- Powerpoint Inside
- Powerpoint Binder
- PEmail Signeture

***OUR BRAND
AT A GLANCE***



We believe in the beginnings spark. That little raw idea constantly evolving to create something distinguished. We believe in our hunch.

we believe in local talents gathered on a principle to create a distinguished communication for our partners throughout their marketing activities.

- Where true wisdom manifests itself*
- Trust your Hunch, Energy doesn't lie*
- Knowing what your eyes hasn't yet figured out*
- We are Action*
- Don't trust words, trust actions*
- Trusting us is your decision, proving you right is our goal*
- All or nothing,*
- Not what to do, but why you're doing it*

DISCERNMENT

PROVINCIAL

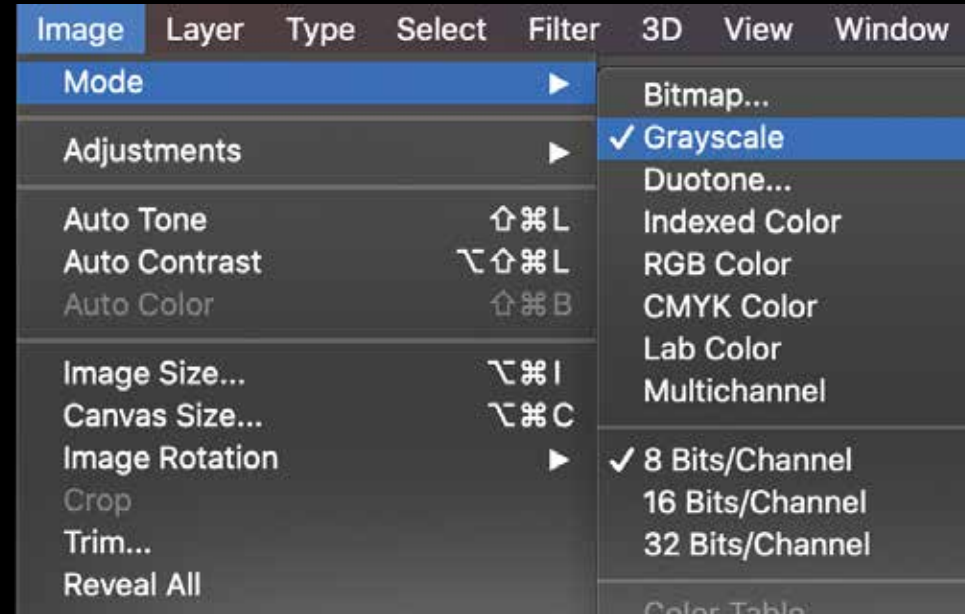
TALENTED

LEAGIOUS

IMAGERY STYLE



All our images should be Grayscaled across all our communications to Reflect the premium status of the brand



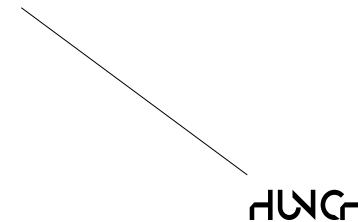
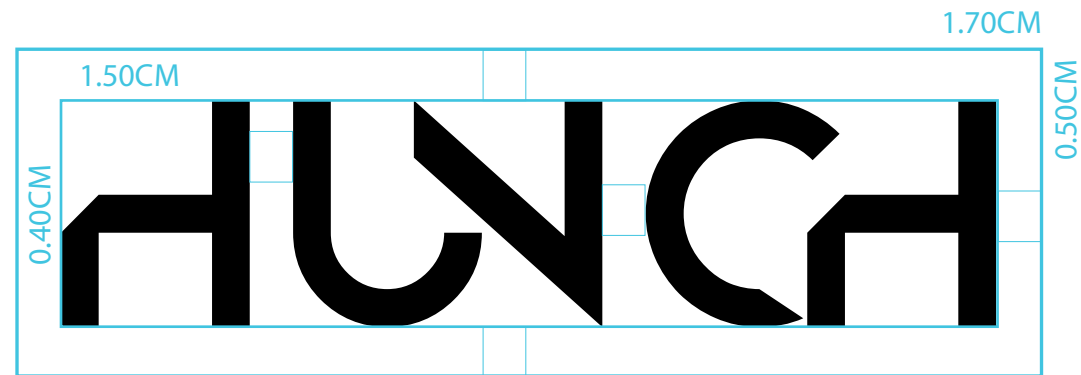
Lorem ipsum

***MASTER
BRAND***

HUNCH

HUNCH

Our brand is the most recognisable element of our identity, a universal signature across all communications. There is more than one version of artwork for our brand. It is essential the correct artwork is used in the appropriate situation as explained in the following pages.



Our brand must always be presented in a confident and legible way. Ensure our brand is not ever smaller than the minimum size, as shown opposite.



- 1-Thining the logo is prohibited.
- 2-Reflecting the logo is prohibited.
- 3-Using shadow under the logo is prohibited.
- 4-Compressing the logo is prohibited.
- 5-Applying gradient to our logo is prohibited.
- 5-Applying colours to our logo is prohibited.



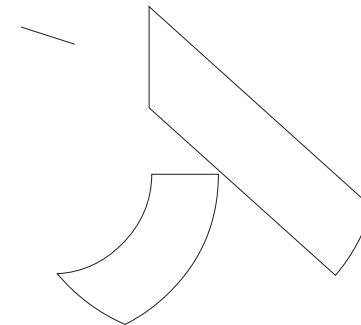
Our brand demonstration can be provided on different backgrounds as shown, our brand must always be presented in a confident and legible way. Ensure our brand is not ever smaller than the minimum size, as shown opposite.

PRIMARY COLOUR PALLETTE

TRUE BLACK
#000000



WHITE
#FFFFFF



Our brand is one of our most valuable assets and to ensure it is not abused please ensure it is only used in the correct manner and not in any of the following ways.

SECONDARY COLOUR PALLETTE

STROBE TURQUOISE

PANTONE UNCOATED P 118-5 U

PANTONE COATED P 118-5 C

HEX 07364F



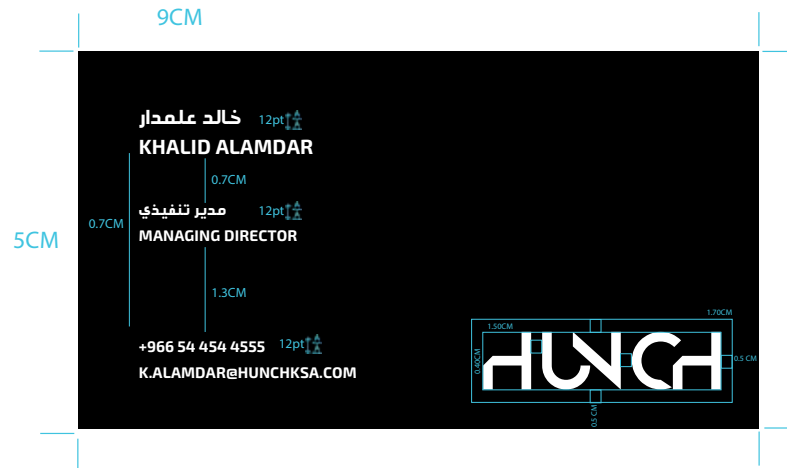
We have an extended secondary colour that we use in support of our core colour. Our secondary palette is used as an accent in branded communications, both printed and digital. These can be used for offers and on-line for greater effect.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

قل للمليحة بالخمار الأسود
قل للمليحة بالخمار الأسود

STATIONARY

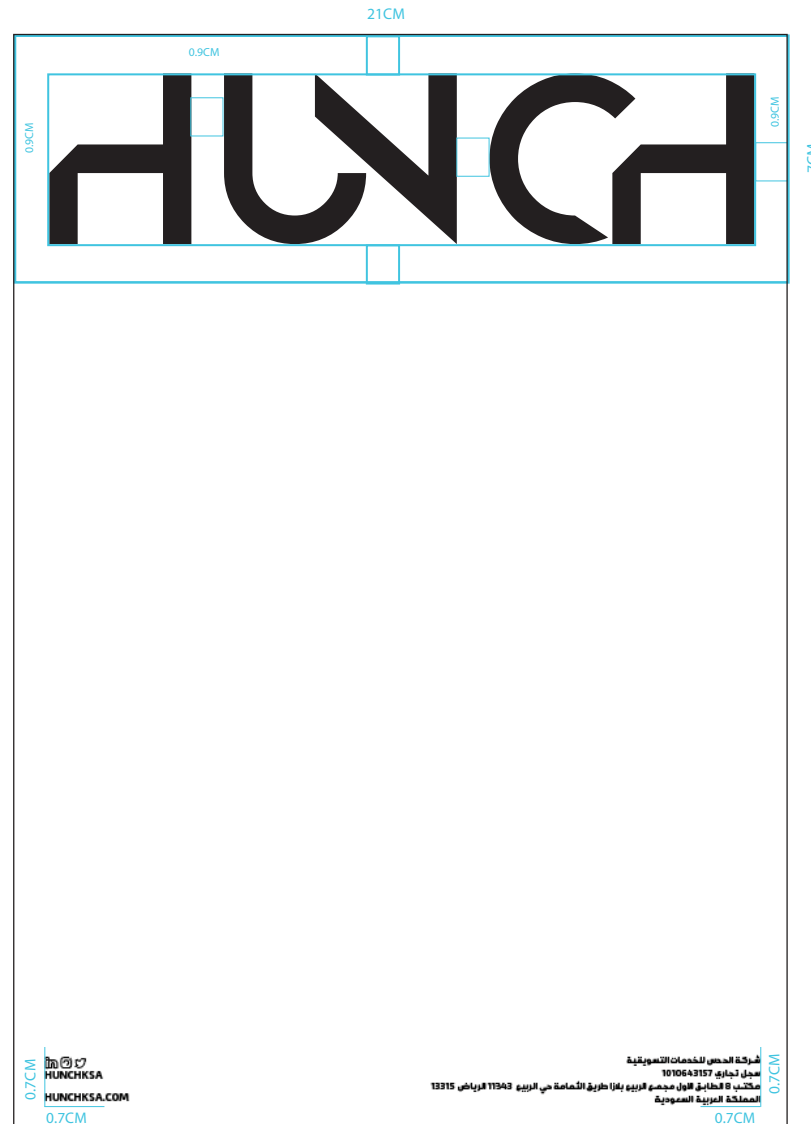
BUSINESS CARD



Card dimensions: 5X9 cm

Material: Metallic Foil

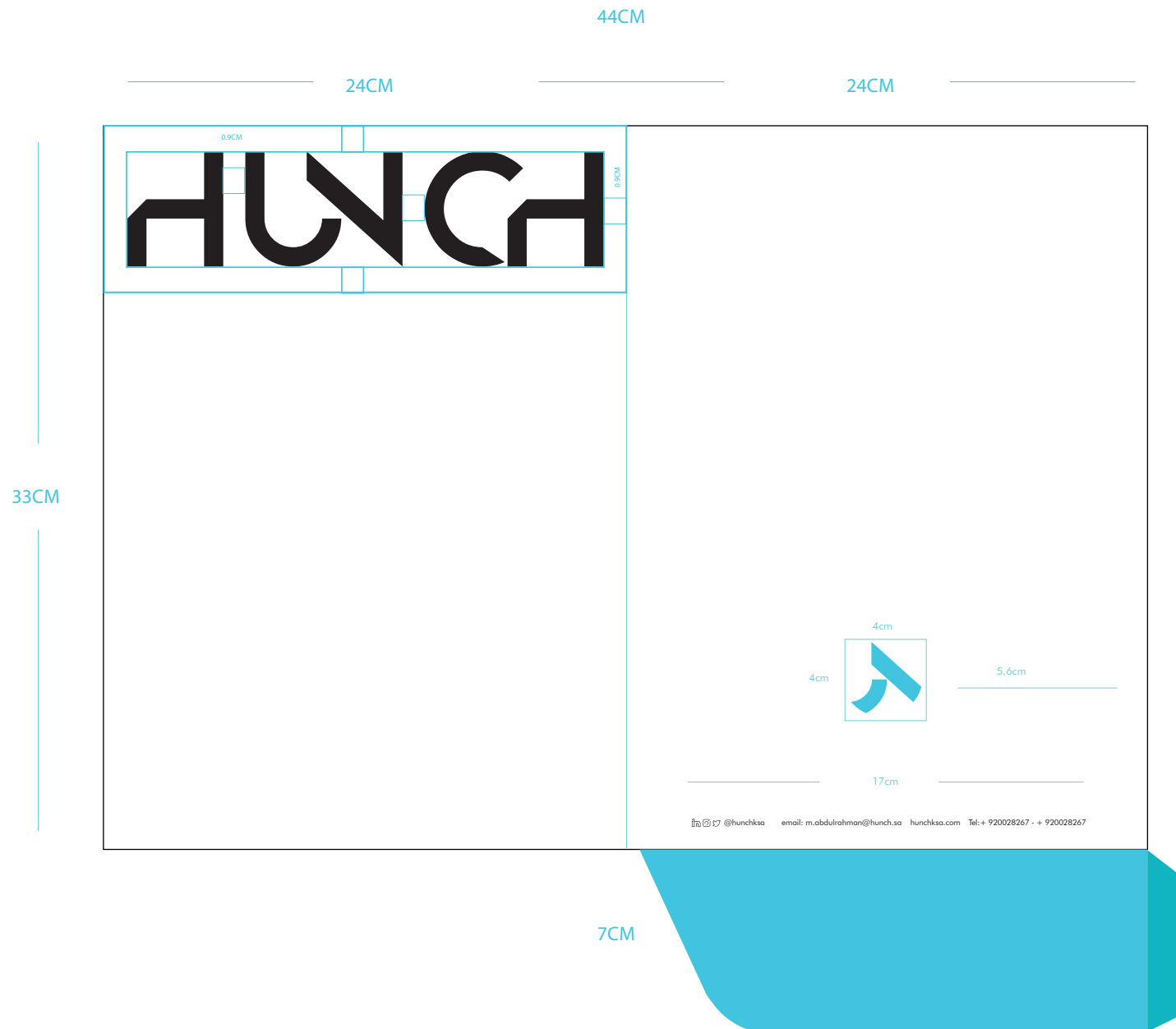
Note: Shown 100% of actual size All dimensions shown are in Centemeter



Document dimensions: A21 4X29.7 cm

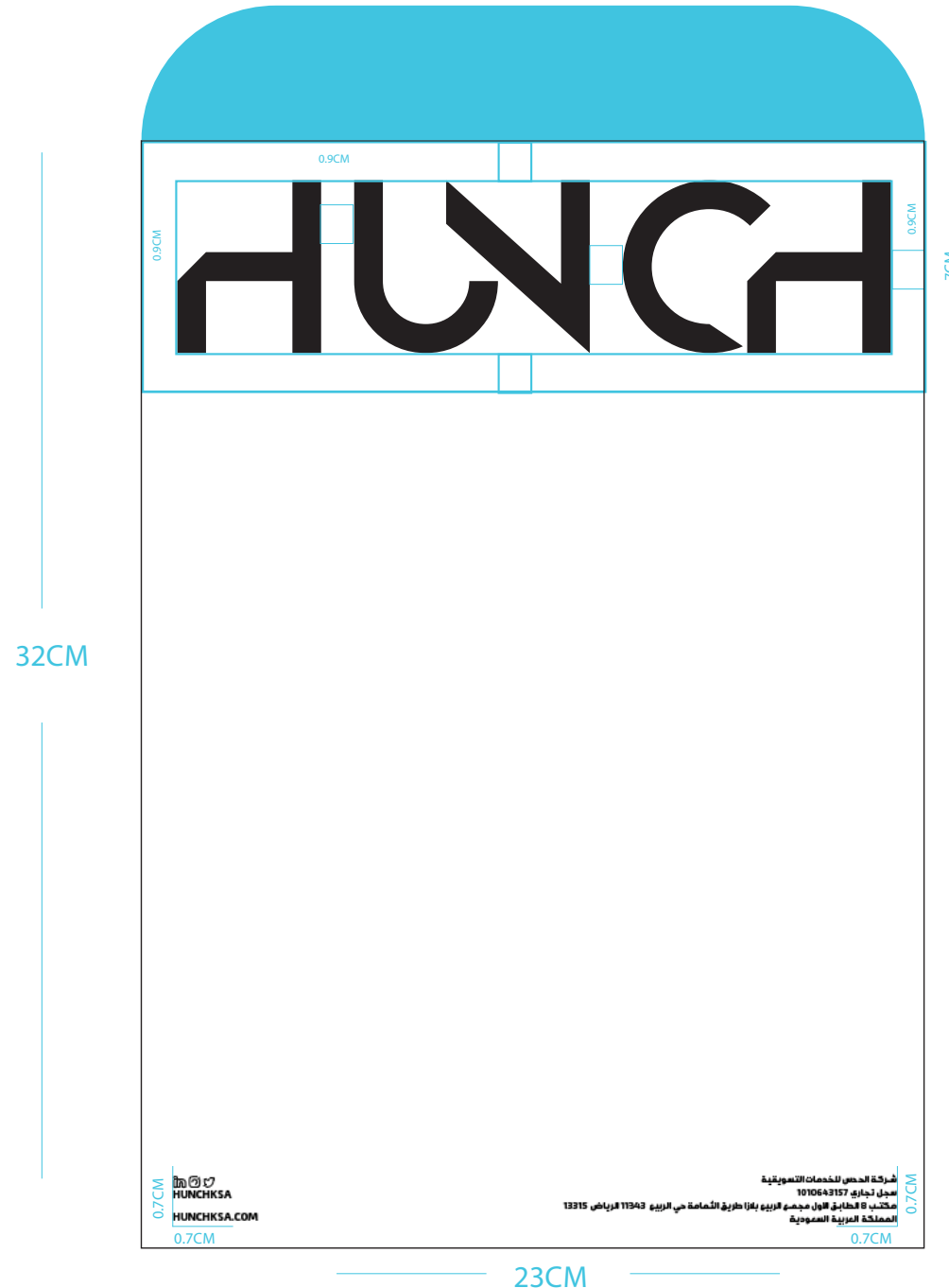
Paper stock: White, 80 gsm

Note: Shown 100% of actual size All dimensions shown are in Centemeter

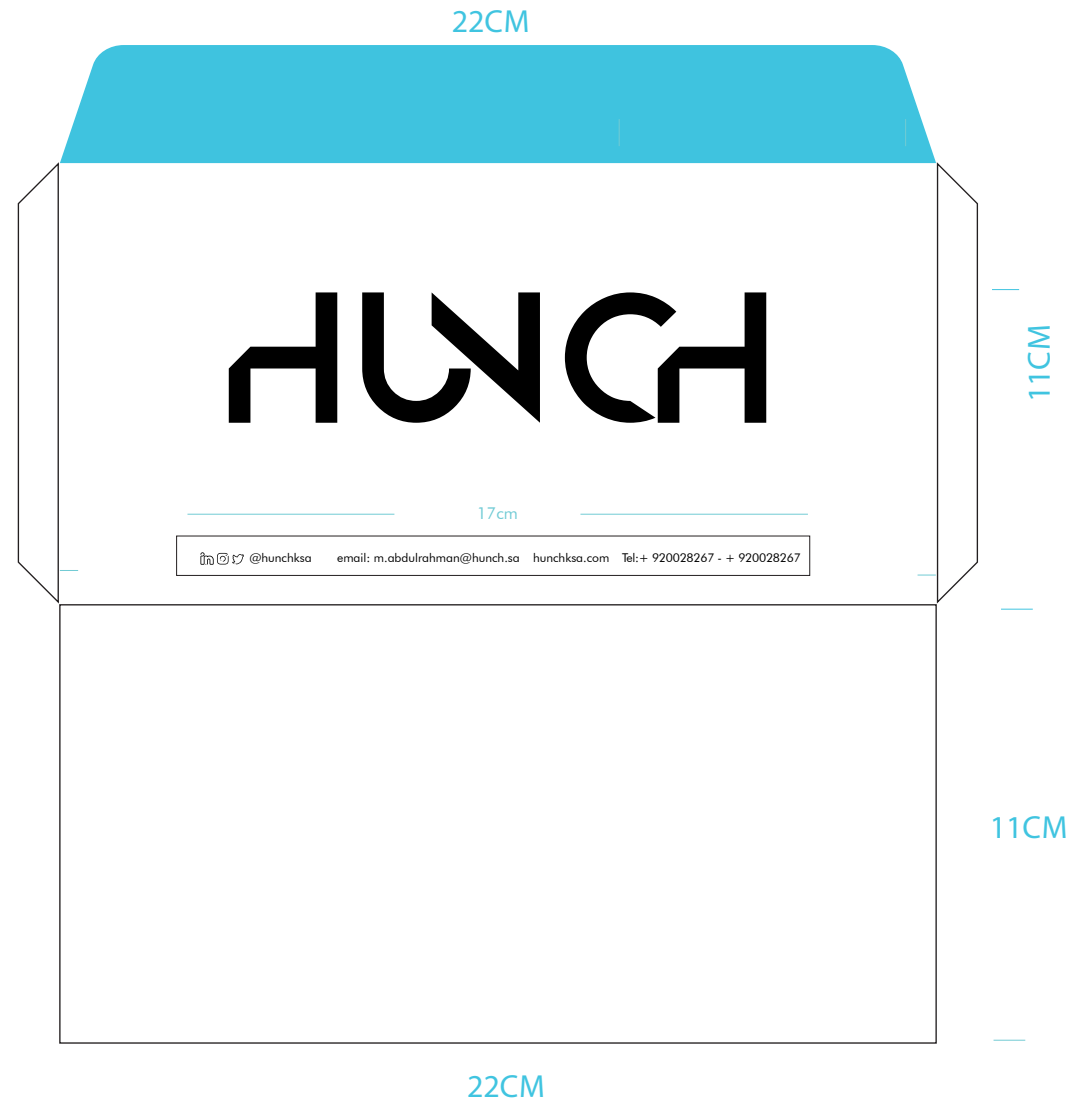


Document dimensions: 44X33 cm
Note: Shown 100% of actual size All dimensions shown are in Centemeter

A4 FOLDER



Document dimensions: 23X32 cm
Note: Shown 100% of actual size All dimensions shown are in Centemeter



Card dimensions: 22X11 cm

Note: Shown 100% of actual size All dimensions shown are in Centemeter

EMPLOYEE BADGE



Our Employee card & badge design is distinguished by its metallic material, the data is laser engraved inside a lite metallic plate as shown.

COMMUNICATION



Our brand is present in many online & digital media platforms, thumbnails and profile picture should be as give,

SOCIAL MEDIA POST DESIGN



Our main template for social media content is forged to meet the main brand tool kit as shown

SOCIAL MEDIA POST DESIGN WITH CO BRANDS



Our main template for social media content is forged to meet the main brand tool kit as shown

SOCIAL MEDIA POST DESIGN



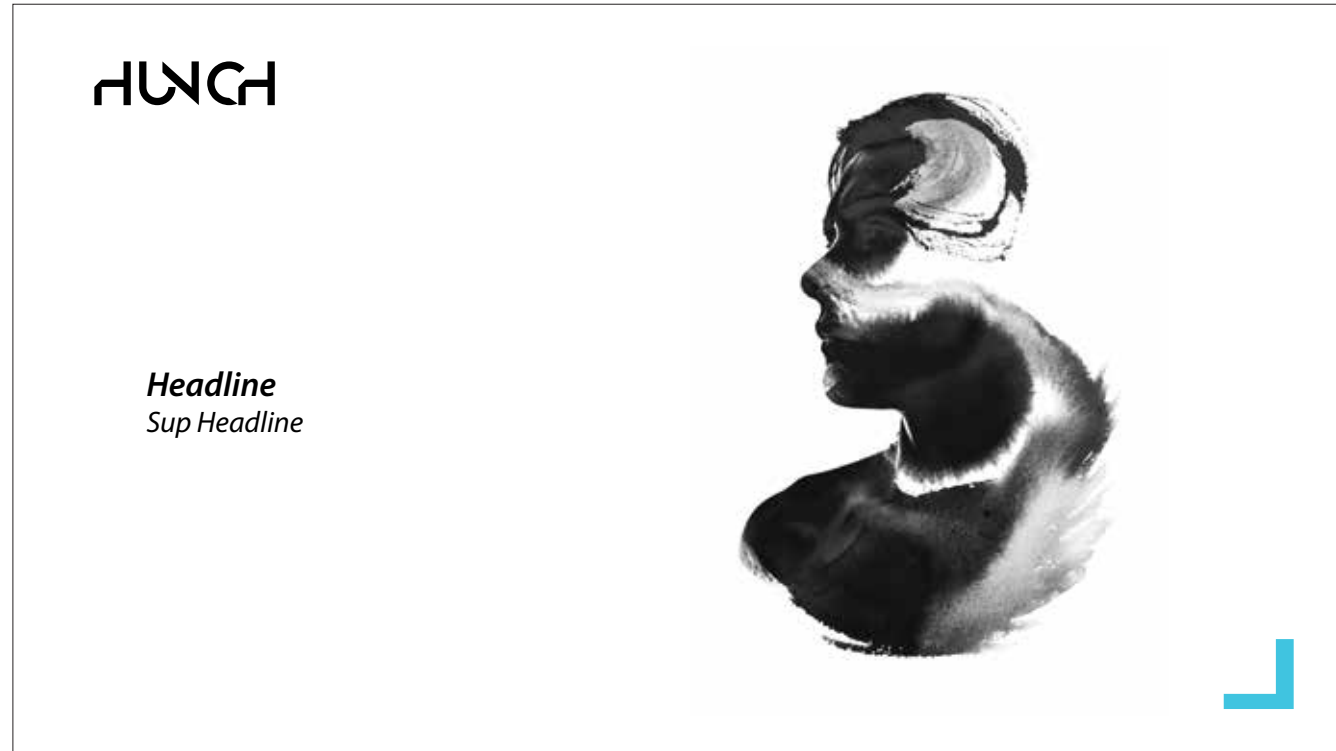
Our main template for social media content is forged to meet the main brand tool kit as shown

POWERPOINT COVER



Our main template for presenting purposes is forged to meet the main brand tool kit as shown

POWERPOINT COVER



Our main template for presenting purposes is forged to meet the main brand tool kit as shown

POWERPOINT INSIDE

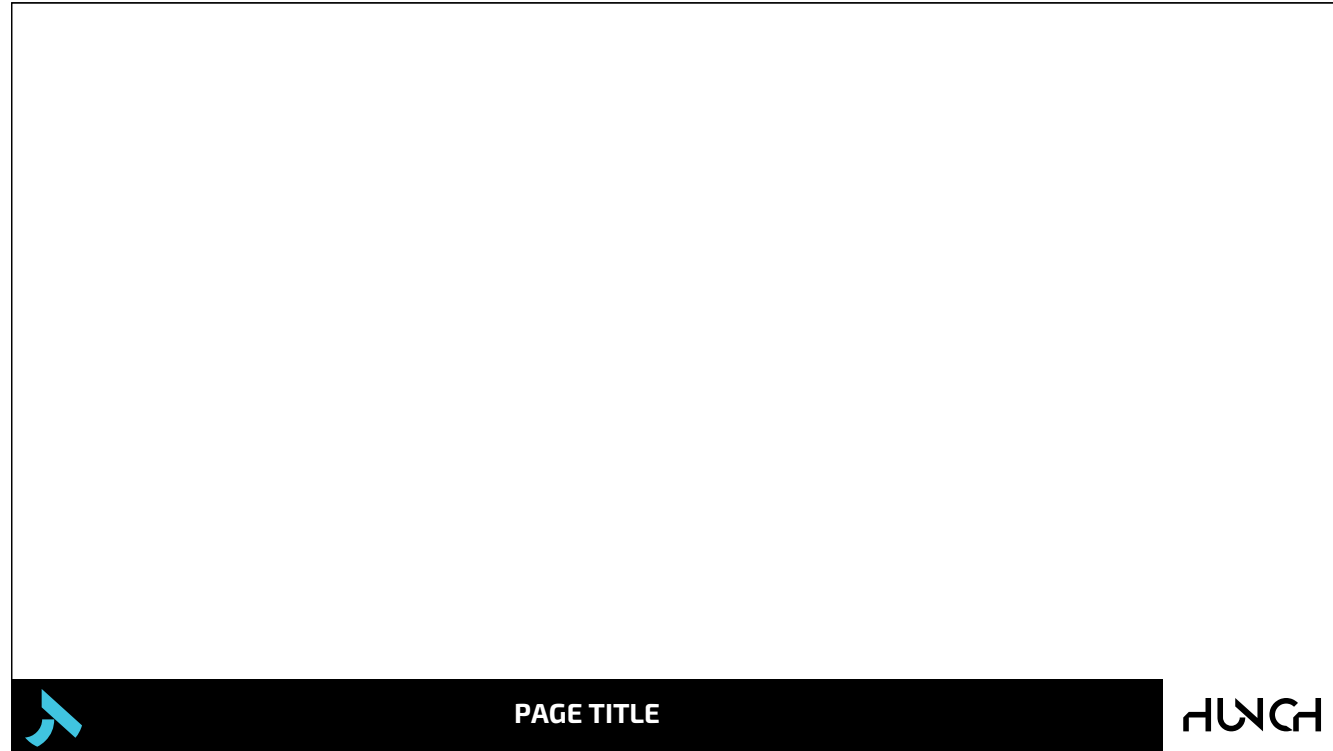


Our main template for presenting purposes is forged to meet the main brand tool kit as shown



Our main template for presenting purposes is forged to meet the main brand tool kit as shown

POWERPOINT BINDER



Our main template for presenting purposes is forged to meet the main brand tool kit as shown



Our main template for presenting purposes is forged to meet the main brand tool kit as shown



Our main template for presenting purposes is forged to meet the main brand tool kit as shown

POWERPOINT CLOSURE



Our main template for presenting purposes is forged to meet the main brand tool kit as shown

EMAIL SIGNATURE

فيصل السديري Faisal Al Sudairy	شريك إداري Managing Partner	+966 50 542 4784 f.sudairy@hunchksa.com
		
   HUNCHKSA	HUNCHKSA.COM	

Our main email signature is forged to meet the main brand tool kit as shown

THANK YOU

HUNCH