KAUTAQ
CONSTRUCTION

Brand Guide

Nunavik's Premier General Contractor.

Redefining Quality & Respect in the Northern Construction Industry.

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About us

Mission

Kautaq Construction offers construction and project development services in the residential, commercial and civil sectors in Nunavik. Community projects are at the heart of the company's activities!

SCHEDULES

Meeting construction deadlines is very important to us. We respect the deadlines of each of our projects without ever lowering the quality of our services. That being said, you can always rely on our word.

QUALITY

The entire Kautaq team is extremely concerned about the quality of our facilities. We use the best materials with the latest technologies. We listen to all your needs to respond more effectively to all your expectations. For all these reasons, our constructions reach a high level of quality.

CLOSE CONTACT

Another of the values that we hold most dear are people. Our customers, of course, but also all our communities. We offer fast, easy and always friendly contact with our employees. We keep a close link with all the people directly or indirectly related to our company.

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Logotypes

Primary Logo

The logo was created in a more centered version, so that the emblem can be seen clearly in all circumstances. It represents an Inuksuk; very important stone constructions in Nunavik. It also contains the company name in Inuktitut syllabics embedded in the shape. The sans serif signature has been slightly modified at the level of the letter K as well as the letters A to give more dynamism.

Variation

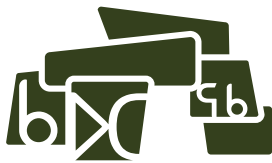The logo can be used in the version below as well. It has the emblem on the left and the signature on the right. This variation was created for more horizontal uses or when the primary logo does not fit the format, design-wise.

Secondary Logo

Emblem

The official logo emblem can be used alone to give visual impact to the various media on which it will be used. It can be an addition to a design where we already find the primary logo. In the case of Kautaq, the emblem can also be used as a background pattern (usually not repeated, in reduced opacity and with the Vaporous Beige colour).
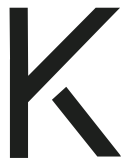
Signature

The signature can be used completely as in the example. It can also be broken down into several ways; without the Inuktitut syllabic letters, without the word "construction" or even only the name "Kautaq."

Icon

The iconic K of the primary logo can be used alone as a graphic element that makes a big impact or in patterns to give more character to the design. In the case of Kautaq, the icon is often used in a corner/side of an image or to separate two sections.

Usage

PERMITTED USE

Use Emblem Only
Use signature only
Use in brand colours

PROHIBITED USE

Improvise new colours
Have insufficient contrast
Manipulate letters or words

Official Colours

The Kautaq logo should be used as often as possible with its official colours. It is the only one of the colour variations that is used in two colours i.e. "forest green" and "black not black." On the other hand, it requires a white or very pale background.

On Dark Colours

In the case of a graphic composition requiring a dark coloured background, the logo can be used all in WHITE or in a colour that contrasts sufficiently with the background (example: "midnight clover" or "terracotta").

In Accent Colours

The Kautaq logo is available in the various unique colours defined for the brand (available on page X). They can be used in cases where you want to add dynamism or have a greater impact.

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Typography

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Primary Typography

Apertura

Apertura is a rounded sans serif geometric geometry with a humanistic touch. It takes liberties from the strict modernist geometries found in other round types. Apertura is both neutral and unique, a useful quality for work where the type needs to be interesting and new without stealing the show. Apertura offers an alternative "a" that changes everything and makes it unique. We use it for body texts as well as for headlines. In the case of Kautaq, this font is used for body text as well as headings. It is used mostly in its regular style, not too bold, with a slight letters spacing.

AaBbCc

Regular

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
0123456789 (&?!/, :;-*$)

Medium

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
0123456789 (&?!/, :;-*$)

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Accent Typography

Overlock

This font was created with the idea of simulating the Overlock sewing technique. What makes these shapes special is the warm feel they give to your text, due to the particular rounded glyph shapes that emerge. Therefore, the Overlock font family is ideal for highlighting certain texts and giving them more impact. That's why we use this font as an accent font. In the case of Kautaq, it is always used in all caps, in its boldest form, and with a wide letter spacing.

ABCDEF

Bold

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 0123456789 (&?!/, :;-*$)

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Inuktitut Typography

Euphemia UCAS

Euphemia covers most languages that use the Canadian syllabic script, including various Cree spellings, Inuktitut, and the historic Carrier/Dakelh script. It is reminiscent of Kautaq's primary colour font and is quite simple. It is used in cases where the company translates documents into the Inuktitut language (official language of Nunavik).

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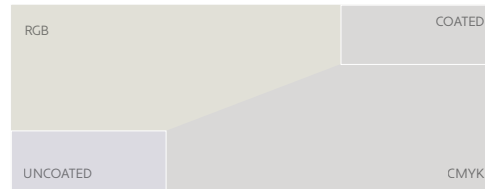|	ai /ai/	i /i/	ii /i:/	u /u/	uu /u:/	a /a/	aa /a:/	
	▽	△	◮	▷	◸	◁	◂	H
p /p/	∨	∧	∧̇	>	>̇	<	<̇	ᐸ
t /t/	∪	∩	∩̇	⊃	⊃̇	⊂	⊂̇	ᑦ
k /k/	ᖅ	ᖃ	ᖃ̇	ᑯ	ᑯ̇	ᑲ	ᑲ̇	ᒃ
g /g/	ᒉ	ᒋ	ᒋ̇	ᒍ	ᒍ̇	ᒐ	ᒐ̇	ᒡ
m /m/	ᒣ	ᒥ	ᒥ̇	ᒧ	ᒧ̇	ᒪ	ᒪ̇	ᒻ
n /n/	ᓀ	ᓂ	ᓂ̇	ᓄ	ᓄ̇	ᓇ	ᓇ̇	ᓐ
s /s/	ᓭ	ᓯ	ᓯ̇	ᓱ	ᓱ̇	ᓴ	ᓴ̇	ᔅ
l /l/	ᓓ	ᓕ	ᓕ̇	ᓗ	ᓗ̇	ᓚ	ᓚ̇	ᓪ
j /j/	ᔦ	ᔨ	ᔨ̇	ᔪ	ᔪ̇	ᔭ	ᔭ̇	ᔾ
v /v/	ᕓ	ᕕ	ᕕ̇	ᕗ	ᕗ̇	ᕙ	ᕙ̇	ᕝ
r /r/	ᕃ	ᕆ	ᕆ̇	ᕈ	ᕈ̇	ᕋ	ᕋ̇	ᕐ
q /q/	ᖅᑫ	ᖅᑭ	ᖅᑭ̇	ᖅᑯ	ᖅᑯ̇	ᖅᑲ	ᖅᑲ̇	ᖅ
ng /n/	ᖐ	ᖏ	ᖏ̇	ᖑ	ᖑ̇	ᖓ	ᖓ̇	ᖕ
nng /n:/		ᙱ	ᙱ̇	ᙳ	ᙳ̇	ᙳ	ᙵ̇	ᖖ
t /t/		ᑎ	ᑎ̇	ᑐ	ᑐ̇	ᑕ	ᑕ̇	ᑦ

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Official Colours

Official Colours

The colours were chosen to represent more natural colours. They evoke shades of earth and greenery. Green colours are the main colours of Kautaq. The orange colour was chosen to give an impact and dynamism to the designs. It also represents construction, the domain of the company.

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Vaporous beige

Despite the apparent difference below, the web colours, screen (RGB) and print (CMYK and PANTONE) have been carefully selected on their respective supports in order to preserve the integrity of the brand. It is important to use the colours with the codes listed below.

HEX	#E0E0D6
RGB	224 / 224 / 214
CMYK	14 / 12 / 13 / 0
COATED	Pantone Cool Gray 1 C
UNCOATED	Pantone Cool Gray 1 U

Suede Green

HEX	#738849
RGB	115 / 136 / 73
CMYK	54 / 17 / 82 / 2
COATED	Pantone 2276 C
UNCOATED	Pantone 2276 U

Hinterlands Green

HEX	#344116
RGB	52 / 65 / 22
CMYK	55 / 6 / 98 / 64
COATED	Pantone 4216 C
UNCOATED	Pantone 4217 U

Autumn

HEX	#CE7618
RGB	206 / 118 / 24
CMYK	0 / 49 / 100 / 8
COATED	Pantone 145 C
UNCOATED	Pantone 144 U

Almost Black

HEX	#1C1E1C
RGB	28 / 30 / 28
CMYK	76 / 59 / 67 / 76
COATED	Pantone Black 3 C
UNCOATED	Pantone Black 3 U

Pattern

A pattern was created with the repetition of the shape of the emblem in outline lines. Although it is most commonly used in Vaporous Beige, it can be used in several brand colours. It is mainly used as a background and at about 30% opacity to promote readability.

On Darker Colours

On dark colours, patterns should be used in light tones (for example: Vaporous Beige or White).

On Lighter Colours

On light colours, patterns should be used in dark shades like Suede Green or Hinterlands Green.

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Iconography

Icons

The icons have been designed with rounded shapes, to echo the shape of the logo and all the shapes used throughout the brand image. They were made with imperfect shapes to give them a more organic style. They perfectly represent the universe of Kautaq, as well as the construction and the communities.

Image colorization

Kautaq images have a particular colorization. They have earth tones that are desaturated, with lots of black and white. To maintain the overall look of the Kautaq brand, it is important to keep the same not too colourful image style. In the case of an image that does not correspond to the colorization, there is always the possibility of using a filter that decolorizes a little and/or cools the colours.