

BRAND STANDARDS

SÉNIK
GROUPE | GROUP

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INTRODUCTION



THE PURPOSE

The SÉNIK GROUP is the umbrella company which the other four companies (5 brands) are members of. These 5 brands operate independently and operate as their own business entities.

Each brand has its own autonomy.

SÉNIK
GROUPE | GROUP

e=mc²
EVENTS

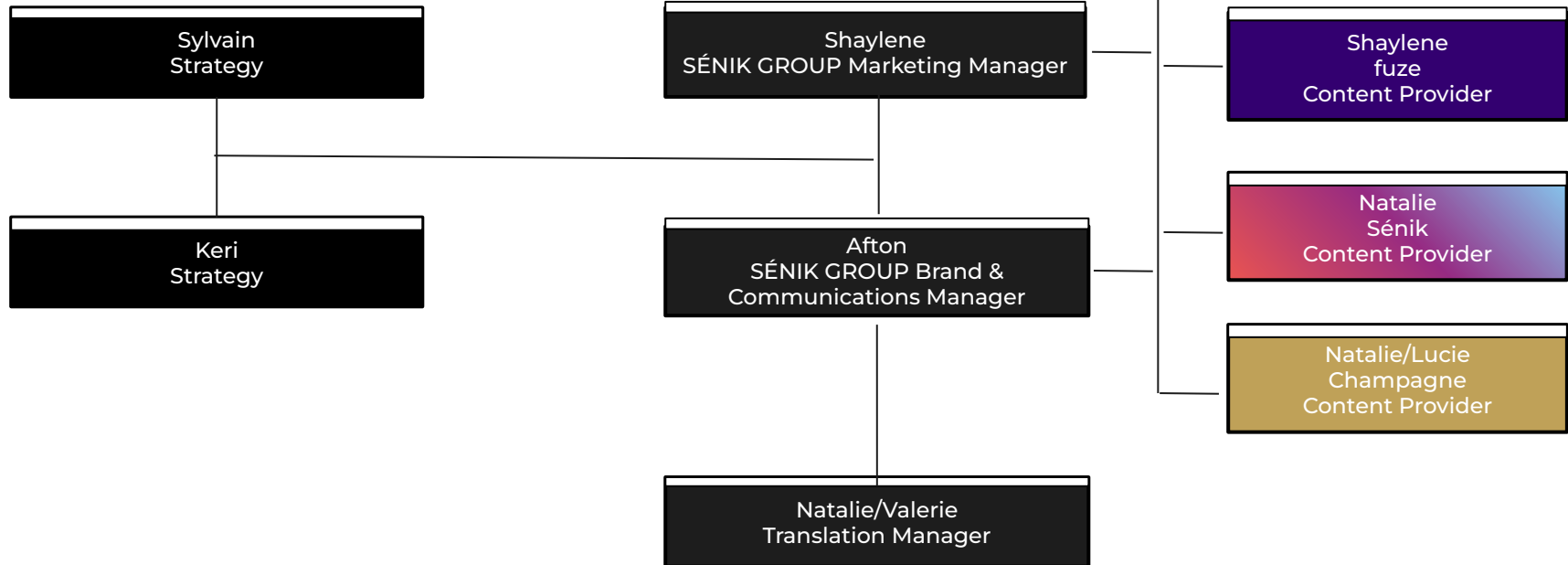
C
CHAMPAGNE
ÉVÉNEMENTS - EVENTS

e=mc²
PRODUCTIONS

SÉNIK
THE EVENT
AGENCY

fuze

THE SG BRAND & MARKETING TEAM



BRAND VOICE



BRAND VOICE

A friendly, collaborative “parent” of the individual brands. It speaks kindly and fairly to and about all 5 brands. Recognizing differences, strengths and successes equally. We use “we” and we represent and promote in an inclusive and friendly manner.

Exceptional
Service

Purpose
First

Friendly

Vibrant

Connected

Polished

Industry
Experts

Inclusive

Honour
Diverse Cultures

Gender
Equality

LANGUAGE

We are a bilingual Canadian brand. Our first language is Canadian English with French as secondary. We endeavour to use bilingual friendly terms.

As a brand reaching for global reach and a global client base we feature english first.

When in doubt a British spelling is more common to an American spelling.

Examples:

- Colour not color
- Neighbour not neighbor

BRAND ELEMENTS

Consistency is key. Here are some additional elements to consider and use when creating content or presentations for the SÉNIK GROUP.

- Stacking titles in the top left corner of presentations or content
 - Except divider slides which are bottom left corner and unstacked
 - Except main cover presentation page which is top left but unstacked
- A 3x point vertical line in black or white to divide page title and subtitle text
- Subtitle text left adjacent and centred vertically
- Use & in titles instead of the word “and”
- Title Case Presentation Titles (except words three letters and under; “the”, “to”, if not the lead word)
 - Unless it’s in French and then it’s not Title Case, but lower case
- Left justified to title unless graphic, then centred
- Round bullet points
 - Each row should be full colour round (you may need to manually adjust this)
 - Indentations should follow the sizing here (you will need to reduce in the format options)

**LOGO &
TAGLINE**



THE LOGOS

SG white on black icon for tab headers, buttons and minimally where needed on social and digital. (can be placed in a circle with spacing).

Logos spacing allows for minimally an S sized space on either end & double the size of the GROUPE below and above the logo (no squishing).

SÉNIK
GROUPE | GROUP



WRITING THE NAME

When using the SÉNIK GROUP name only the SÉNIK and GROUP are to be capitalized, unless the sentence is starting with the word “the”.

The SÉNIK GROUP in writing is ALL CAPS, but not “the”.
The É must be used when writing the name.

Examples:

We are the SÉNIK GROUP!

The SÉNIK GROUP is a collective of amazing brands.

Each brand is “a part of the SÉNIK GROUP”

THE BRANDS

The SÉNIK GROUP 5 brands should be represented in white on black when the group is using them. Colour logos should be used for the individual brands representation only.

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TAGLINES & HASHTAGS

Taglines are used on the website, social media bios and presentations. Hashtags are used on applicable social media channels only.

TAGLINES

Experiences Amplified.

Five Brands. One Bold Vision.

HASHTAGS

- #experiencesamplified
- #5brands1vision
- #poweroffive
- #elevatingevents
- #eventarchitects

POWERED BY

Powered by the SÉNIK GROUP

CURRENTLY USED:

- “e” website & business cards

TO BE DISCUSSED:

- fuze brand integration
- Champagne brand integration
- Sénik the Event Agency brand integration
- Places
 - Email signatures
 - Websites
 - Proposals
 - Business cards
 - Social media

MANAGEMENT:

- Who is in charge of communicating these decisions?
- Who is in charge of monitoring these decisions?
- Is this a logo or text?

TYPOGRAPHY



COLOUR & FONT

Black & White are the primary and **ONLY** colours of the SÉNIK GROUP brand. White on black. Black on white.

**IBM PLEX SANS BOLD FOR
TITLES (40 SIZE PPT)**

SECONDARY TITLE (20 SIZE PPT)

Manrope Normal for type (14 size PPT) or Arial when not available

IMAGERY



IMAGERY

ALL images need to be clear and relevant to the concept and story being told.

Be sure to frame the image correctly to highlight the focal point of the image that is aligned with the concept.

The preference is the use of colour imagery, however black and white is acceptable if it sets the emotion.



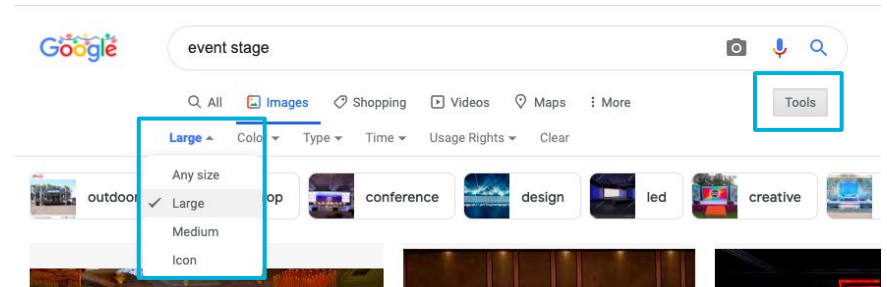
IMAGERY

Great stock photo and video sites:

- <https://www.pexels.com/>
- <https://unsplash.com/>
- <https://artgrid.io>

All images are to be the highest resolution so there no pixelation [fuzziness] on any images.

For Google searches, make sure you are searching for high resolution images using the tools button on the images tab.




IMAGERY

Images are not to be stretched or skewed to distort the image.

Examples

Here are some examples of how to properly resize your images:

- Lock your *aspect ratio* before inputting size measurements manually
- Use the crop feature 
 - Different in each application; ask Afton if you need help
 - In Google Slides, the manual measurements can be used while in the crop function to set the crop parameters
- Use the pre-set photo boxes in the Proposal Library layouts



Size	
Width	Height
3.16 in	3.77 in
Width Scale	
100 %	Height Scale
100 %	100 %
<input checked="" type="checkbox"/> Lock aspect ratio	

SOCIAL MEDIA CONTENT



DISCLAIMER & RULES

Guidelines for success!

Most Importantly

Any information about the SÉNIK GROUP needs to be shared on the Group channel first and then shared individually by the brands. This includes announcements, shared events, etc.

Content Sharing & Timing

All content needs to be shared with Shaylene in advance so she can schedule a month at a time.

*last minute requests can be accommodated, but still need to be sent to Shaylene prior to posting

Previous Posts

Any information that has been previously shared doesn't need to be taken down, these will be the rules moving forward.

Bilingual Accuracy

All content needs to be reviewed by Natalie to ensure bilingual accuracy.

SOCIAL MEDIA HANDLES

Handles for the SÉNIK GROUP

LINKEDIN

SÉNIK GROUP

FACEBOOK

SÉNIK GROUP

INSTAGRAM

SÉNIK GROUP

SOCIAL MEDIA BIOS

Bios for the SÉNIK GROUP

LINKEDIN

We are a collective of five Canadian event brands with over 43 years of experience. We deliver innovative, high-impact experiences that connect people, amplify brands, and create lasting impact. Our partnership is built on a shared commitment to creativity, excellence, and deep industry expertise. By leveraging the strengths of our brands, we offer a broader portfolio of services, increased market reach, and an unparalleled team of passionate event professionals.

FACEBOOK

We are a collective of five Canadian event brands with 43+ years of expertise. We deliver bold, high-impact experiences that connect people & brands. Together, we elevate events across the globe.

INSTAGRAM

Elevating live events & experiences across the globe.
#creatingexcellence
together

SOCIAL MEDIA GRAPHICS

A sampling of how the brands will be represented in stories, posts and headers online.

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GRUPE | GROUP

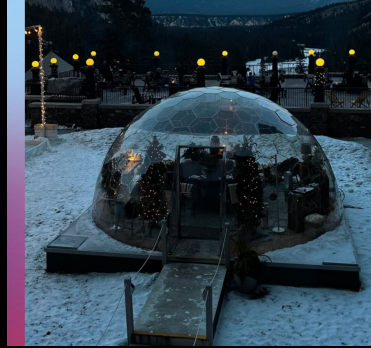
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SIGNATURE GRAPHICS

The email signature graphic for those working directly for the SÉNIK GROUP.



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Co-Propriétaire, Président | Co-Owner, CEO

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Montreal | Quebec | Toronto | Calgary | Vancouver | Victoria

🌐 senikgroup.ca | Creating Excellence Together

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ÉVÉNEMENTS - EVENTS

SÉNIK L'AGENCE
ÉVÉNEMENTIELLE

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WEBSITES



WEBSITES

We have two websites for the SÉNIK GROUP - one internal between the 5 companies, and one external that links to the social media accounts.

thesenikgroup.com

- For **internal** communications only
- Use Connect branding
- Font is manrope

Pages:

- Landing
 - Links to each brand
 - SÉNIK GROUP socials links
- Team contact
- Connect information

senikgroup.ca

- For **external**
- Use SÉNIK GROUP branding
- Font is manrope

Pages:

- Landing with
 - About us paragraph
 - Links to each brand
 - SÉNIK GROUP socials links
 - Contact form to info@senikgroup.ca
 - managed by Valérie. It's a info@senik.ca alias email
- Link in bio for Instagram
- Blog

COLLABORATION



PRESENTATIONS & PROPOSALS

When we represent the entire group of companies in speaking presentations or proposals these are the brand guidelines.

This is work in progress. The following four slides are the start to presentation slide layouts. Please contact Afton if you need a presentation.

WE ARE

SÉNIK

GROUPE | GROUP

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NOUS SOMMES

SÉNIK

GROUPE | GROUP

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EVENEMENTS - EVENTS

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THE EVENT
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The SÉNIK GROUP is the umbrella company which the other four companies (5 brands) are a part of as independent brands who operate as their own business entities.

Each brand has its own autonomy.

SÉNIK
GROUPE | GROUP

EXPERIENCE
AMPLIFIED.

We are a collective of five Canadian event brands with over 43 years of experience. We deliver innovative, high-impact experiences that connect people, amplify brands, and create lasting impact.

Our partnership is built on a shared commitment to creativity, excellence, and deep industry expertise. By leveraging the strengths of our brands, we offer a broader portfolio of services, increased market reach, and an unparalleled team of passionate event professionals.

We deliver bold, high-impact experiences that connect people & brands. Together, we elevate events across the globe.



EVENT INDUSTRY

The event industry plays a vital role in connecting people, sharing knowledge, building brands, motivating employees, engaging communities, and raising funds. It encompasses diverse formats such as meetings, conferences, incentive events, fundraising galas, and award shows.

Event professionals manage logistics, creative design, marketing, sponsorships, and hospitality to deliver seamless and impactful experiences. Their work drives business growth, supports non-profit missions, and creates lasting impressions for attendees and stakeholders alike.

Globally valued at over \$2 trillion by 2028, events are a top-performing marketing channel, with 52% of businesses citing them as delivering the highest ROI.

In-person engagement remains strong, with 81% of meetings including face-to-face elements in 2024.

EVENT TYPES

The event industry is a diverse and dynamic sector that includes the following key types:



CORPORATE EVENTS: These include product launches, company milestones, and brand activations aimed at promoting business objectives and engaging key stakeholders.

CONFERENCES: Large-scale formal gatherings organized around a specific theme, industry, or topic. Conferences often feature keynote speakers, panel discussions, breakout sessions, exhibitions, and networking opportunities.

INCENTIVE EVENTS: Motivational experiences offered by companies to reward employees, sales teams, or partners for meeting performance goals. These often include travel, luxury experiences, and unique activities.

AWARD SHOWS: High-profile events designed to recognize and celebrate achievements across various industries such as entertainment, business, and the arts. They often feature live performances, speeches, and media coverage. They can include television broadcasts.

FUNDRAISING GALAS: Elegant, black-tie events organized by non-profits or charitable organizations to raise funds and awareness for a cause. These typically include dinners, auctions, guest speakers, and entertainment to engage donors and supporters.

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EXPERIENCE AMPLIFIED.