



NAME

The Coolest Hotspot

DIGITAL PRESENCE

www.thecoolesthottspot.com

Twitter: @CoolestHotspot

LinkedIn: @The Coolest Hotspot

PRESENTATION TEXT

The Coolest Hotspot is an umbrella initiative led by Quebec Life Sciences and Health Technologies (LSHT) sector players aiming to represent the ecosystem with an outlook toward regional promotion for investment attraction. The initiative brings together industry partners, local economic development and investment promotion agencies, as well as research organizations committed to advancing the LSHT area, increasing its international reach, visibility, and competitiveness.

LOGO

Complete version (official)



Signature version (official)



Short version (acronym)



Reversed version



Black version

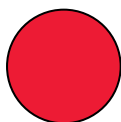


FONTS

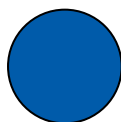
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Secondary or substitute typography: Arial

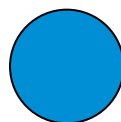
MAIN COLOURS



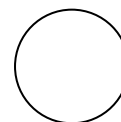
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OPACITY: 100%
CMYK: 0/100/85/0
RGB: 237/27/52
HTML: ED1B34



COLOUR: DARK BLUE
OPACITY: 100%
CMYK: 100/70/0/0
RGB: 0/91/170
HTML: 005BAA



COLOUR: LIGHT BLUE
OPACITY: 100%
CMYK: 100/25/0/0
RGB: 0/143/213
HTML: 008FD5



COLOUR: WHITE
OPACITY: 100%
CMYK: 0/0/0/0
RGB: 255/255/255
HTML: FFFFFFFF