

# Brand Guidelines



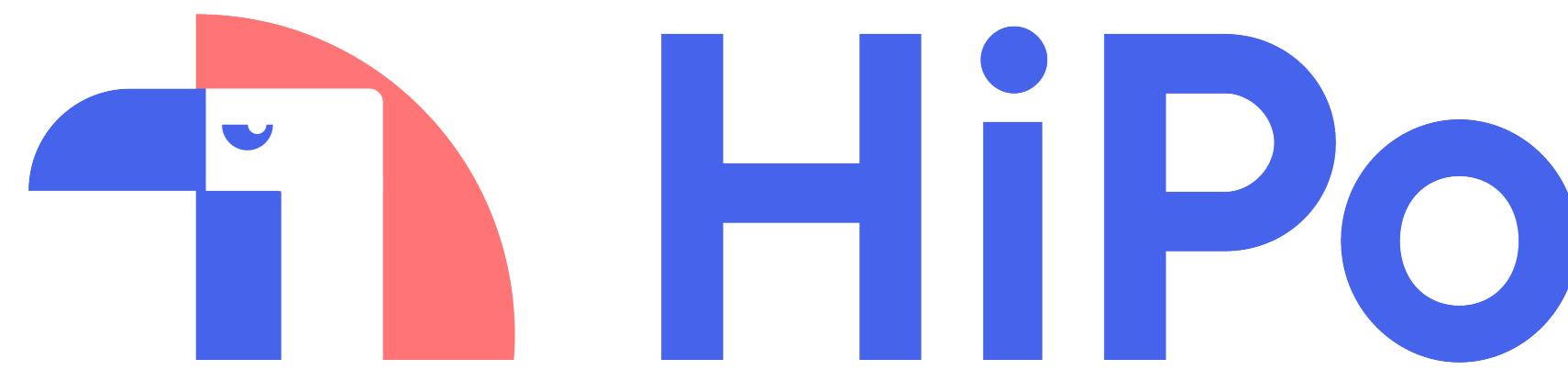
# Our Values

HiPo aims to be the leading career assessment, development, and planning service that democratises career growth.

We aim to enable professionals to get a holistic view of their aspirations and their performance.

**first you aspire, then you soar**





The HiPo Logo consists of a minimalist rendition of a vulture overlaid on a quadrant, next to the name of the brand stylised as 'HiPo'

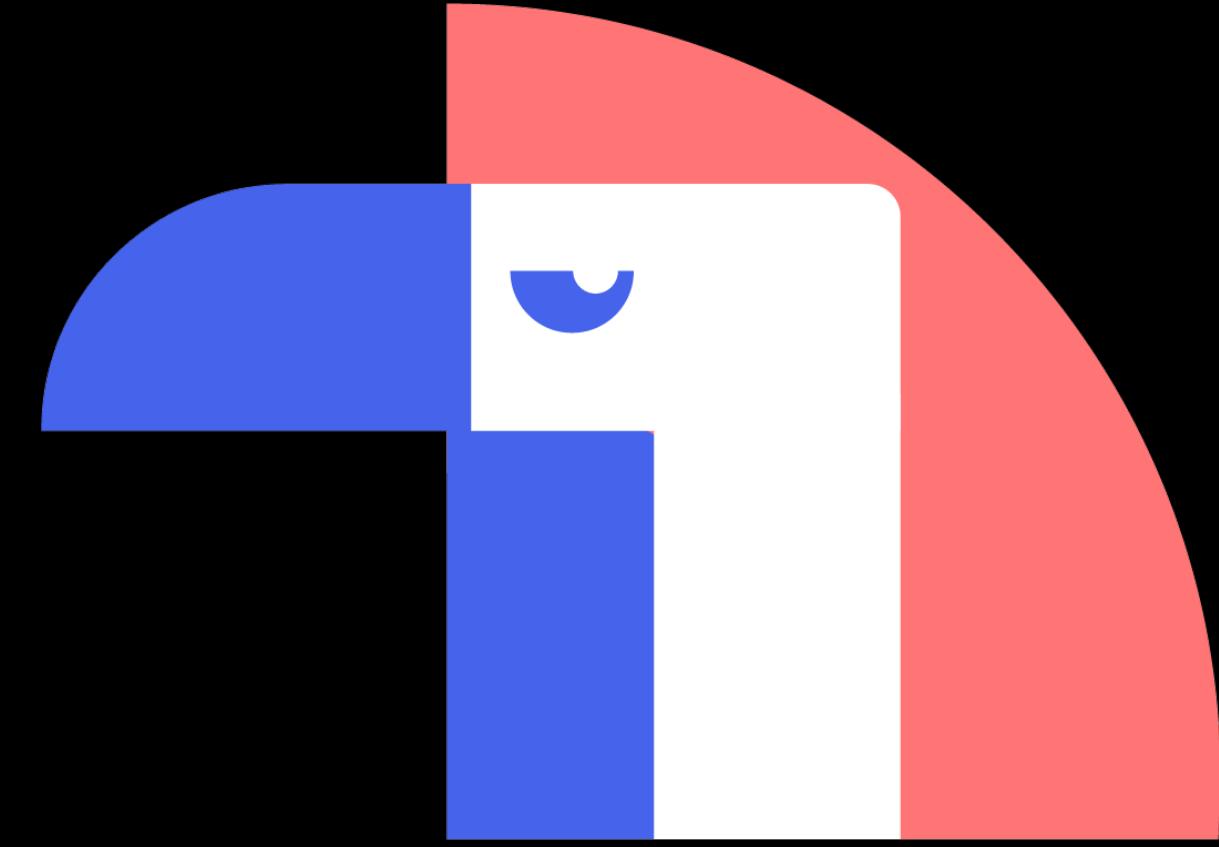


An alternative, all-white logo may be used on a blue background

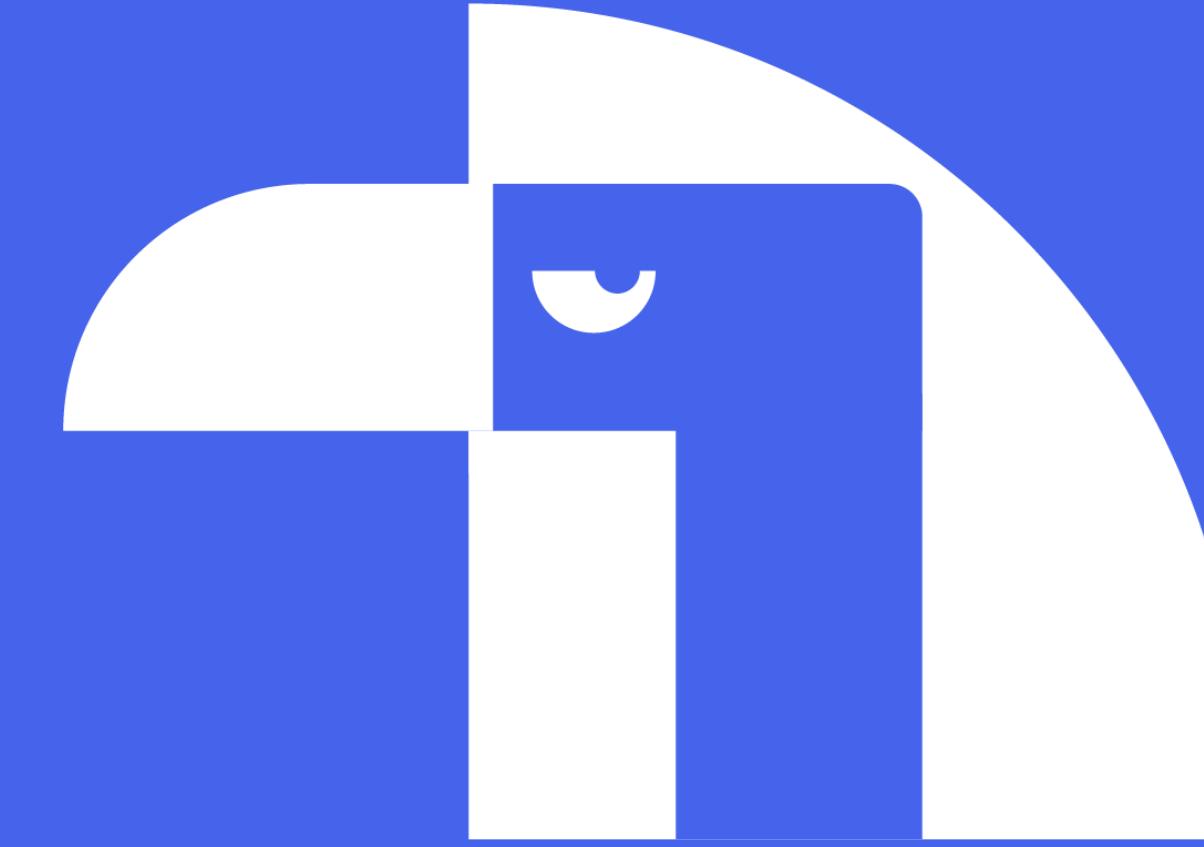


## Logo Clear Space

Clear space is the area surrounding the logo that should be kept free of any text or graphic elements. This ensures the brand identity stands out in all of our communication.



The HiPo Icon can be used as a standalone brand identity. The standard icon should always be used against a solid background. Avoid using the same against blue or coral.



In a solid blue background, the alternative white icon can be used.

# Colour

## Primary brand colours

our primary brand colours are royal blue, white and coral.

Royal Blue

RGB - 76 98 227

HEX #4C62E3

White

RGB - 255 255 255

HEX #FFFFFF

Coral

RGB - 238 125 121

HEX #EE7D79

Alto Grey

RGB - 213 213 213

HEX #D5D5D5

Black

RGB - 0 0 0

HEX #000000

# Typography

Montserrat Display - Regular

A B C D E F G H I J K L M  
N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m  
n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

A a

Montserrat Display - Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

## PRIMARY FONT

Montserrat is our primary typeface. It should be used in all instances where titles and quote typography is required. It is a modern sans-serif, a simple clean and legible typeface which meshes well with brand's professional identity.

# Typography

Karla - Light

A B C D E F G H I J K L M

N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m

n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

A a

Karla - Extra Bold

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0**

## SECONDARY FONT

Karla is our secondary typeface. It should be used in all instances where body typography is required.

# Imagery



Imagery used in communication materials should be candid and energetic. The angle of imagery should always be grounded or at eye-line. Imagery should adhere to the colour palette.

Diversity is an important value to the brand. Try to use material that includes people of colour.



# Empower Growth Elevate Success

Through personalised development tools  
and comprehensive report analysis.



Hi

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