



BRAND TOOLKIT

September '22

CONTENTS

Creative Strategy ⁰³

Logo ⁰⁴

Avatar ⁰⁵

Color Palette ⁰⁶

Typography ⁰⁷

Photography ⁰⁸

Graphic Language ⁰⁹

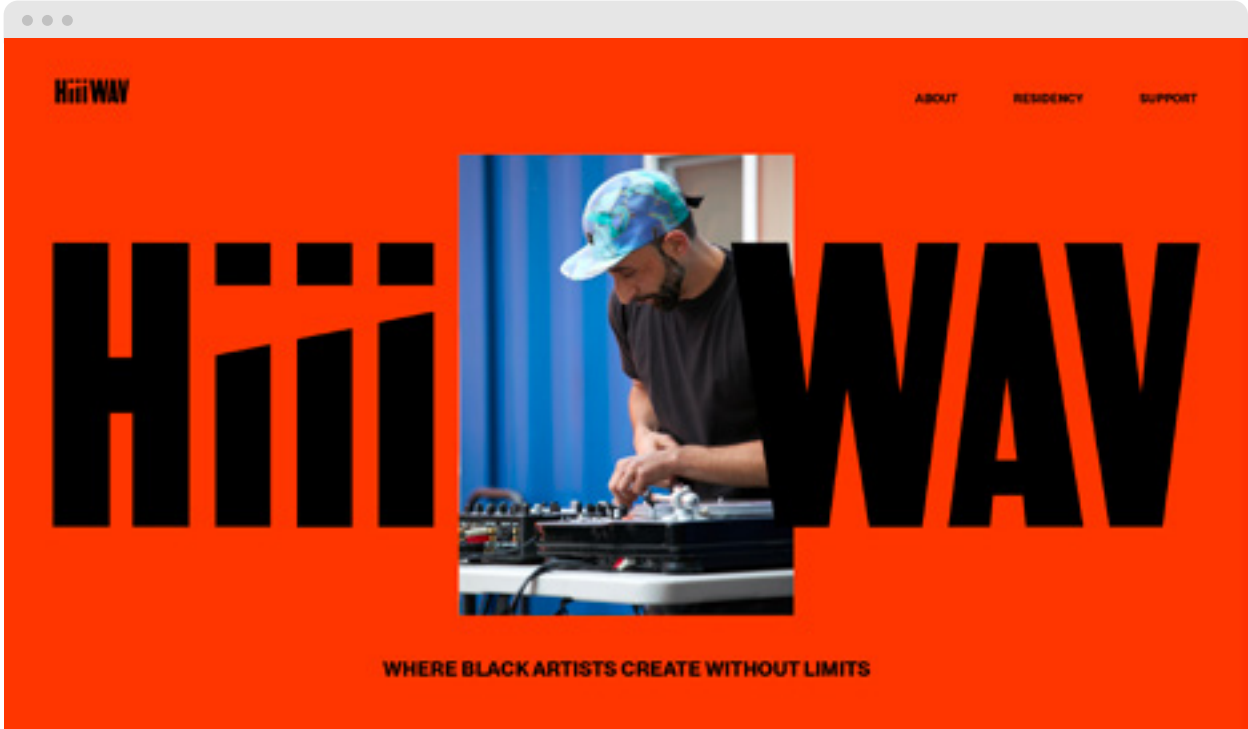


CREATIVE STRATEGY

HiiiWAV's name and visual world is inspired by the ideas brought forward in Kendrick Lamar's song HiiiPoWeR – rising above all the systemic barriers that limit the Black community. The 3 i's also represent heart, honor and respect and speaks to how we carry ourselves in the world.

WAV symbolizes momentum, motion, reciprocity and community. ".wav" is also is a high quality music file – symbolic of artist-entrepreneurs stepping up their experience engaging with us.

Our logo and visual language speak to the idea of transcendence and rising above to energize and inspire others. HiiiWAV is a pathway forward into a new world that helps Black artist-entrepreneurs discover themselves, realize and reach their goals, so they can elevate themselves and their communities.



LOGO

Wordmark

Our logo is bold, rallying and unapologetically takes up space. The ‘i’s in the mark and the tall letterforms visualize the concept behind our name.

We chose the typeface Martin for its unique letterforms that add personality and mix the past and the present. Created by Black typeface designer Tre Seals, it was inspired by the remnants of the posters from the Memphis Sanitation strike of 1968 that Martin Luther King’s widow led 4 days after his assassination.

LOGO IN USE

To keep the boldness of the logo and for consistency we recommend only using the logo in black and white. Use the black version across most color and on light backgrounds. Use the reversed version of the logo on dark backgrounds.

- Do not condense, stretch or resize the logo
- Do not change the color, case or font
- Do not rotate or skew
- Do not place on distracting backgrounds

MINIMUM SIZE

To ensure legibility, ensure the logo is larger than 25px wide.

HiiiWAV



LOGO

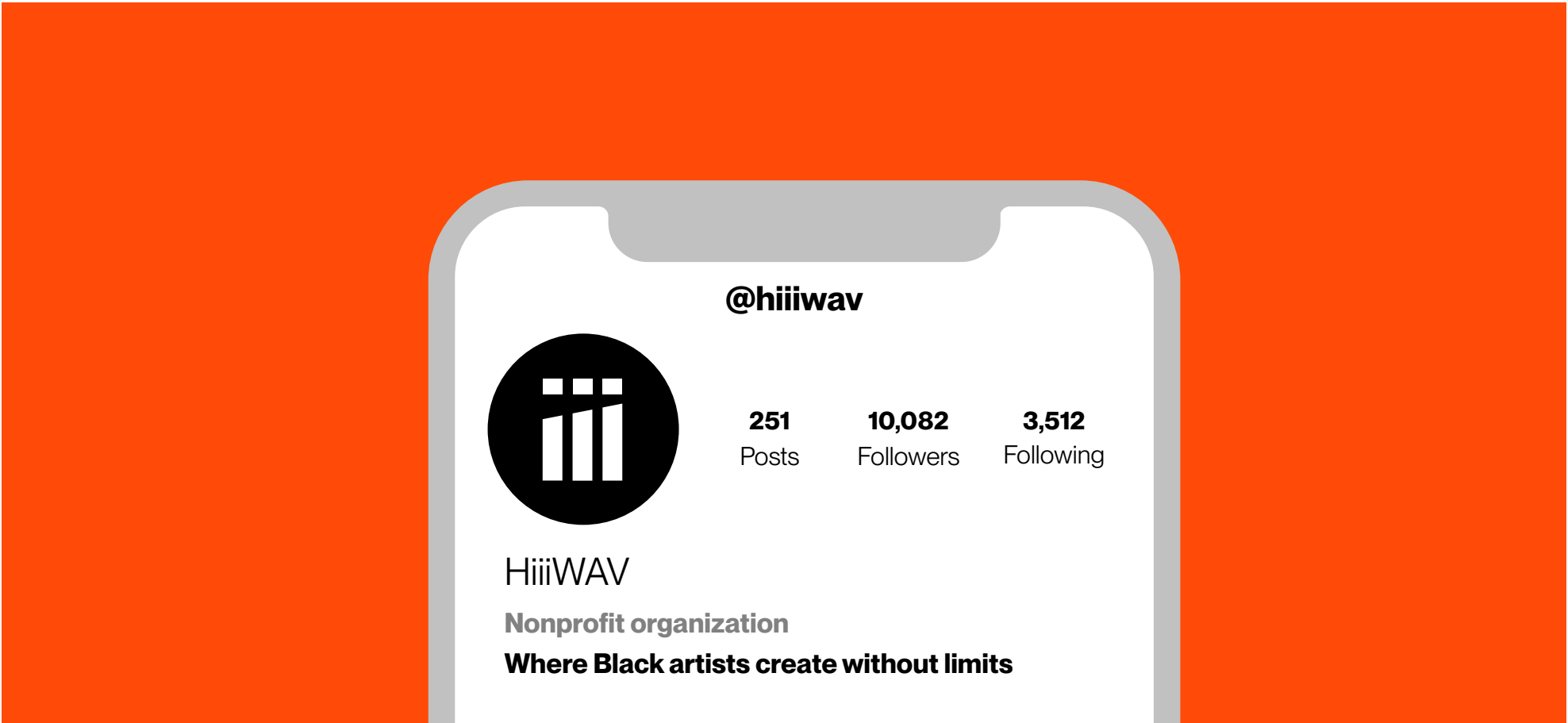
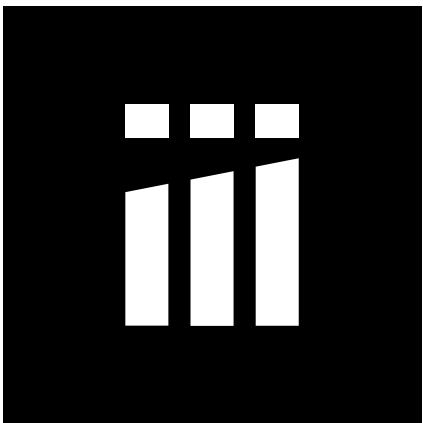
Avatar

We can use the 3 'i's in place of our logo on applications where people already know us, and on applications that feature our full name already (e.g., social avatar, favicon, merch).

AVATAR IN USE

Similar to our logo, always use the avatar in black and white.

- Do not condense, stretch or resize
- Do not change the color
- Do not rotate or skew
- Do not place on distracting backgrounds



COLOR PALETTE

Our palette is simple, strong and vibrant. It is designed to feel digital and reflect the youthful energy of the HiiiWAV brand.

Purple is associated with spirituality and encourages imagination and creativity. Orange adds warmth and joy. Green is tech forward and brings energy.

Black brings balance to the palette and adds impact when used alone with each of the brighter colors.

When printing materials professionally (e.g., swag), send the Pantone (PMS) codes along with the design files to ensure the vibrancy of the colors.

PURPLE		ORANGE		GREEN		BLACK	
HEX	A34DFF	HEX	FF4D16	HEX	99FF69	HEX	000000
RGB	153/77/255	RGB	255/77/22	RGB	153/255/105	RGB	0/0/0
PMS	265C	PMS	Orange 021C	PMS	7487C	PMS	Process Black
CMYK	52/66/0/0	CMYK	0/65/100/0	CMYK	42/0/62/0	CMYK	0/0/0/100

TYPOGRAPHY

HiiiWAV thrives on experimentation when we bring different creators together so our type style reflects this collaboration.

MONTREAL NEUE

Our primary typeface is Montreal Neue. It is a modern, bold sans-serif font that we chose for its impact, clarity and flexibility.

We use Montreal Neue ALL CAPS bold for short headlines (under 6 words) and book for all body copy.

EDITORIAL NEW ITALIC

Our secondary typeface is Editorial New Italic. It is a condensed, elegant serif typeface that contrasts and compliments Montreal Neue. We use it sparingly to add emphasis (alt for bold) and for styling quotes. It's always used in combination with Montreal Neue and never alone.

For subheads and longer headlines, use a combination of Montreal Neue book and Editorial New italic. Editorial New should be used sparingly for words we want to call attention to.

WHERE BLACK
ARTISTS CREATE
WITHOUT LIMITS

Black artists are leading our culture forward through our *entrepreneurial spirit, creative ambition, and beyond*

HiiiWAV emerges from a rich history of creators and collaborators who share in our vision. We are immensely grateful for the support and mentorship of Vinitha and David Watson of Zoo Labs, and take pride in continuing a lineage of creating positive outcomes for our Oakland community and beyond.

Short Headlines

PP NEUE MONTREAL
BOLD

Subheads and
Longer Headlines

PP NEUE MONTREAL
BOOK

PP EDITORIAL NEW
ITALIC

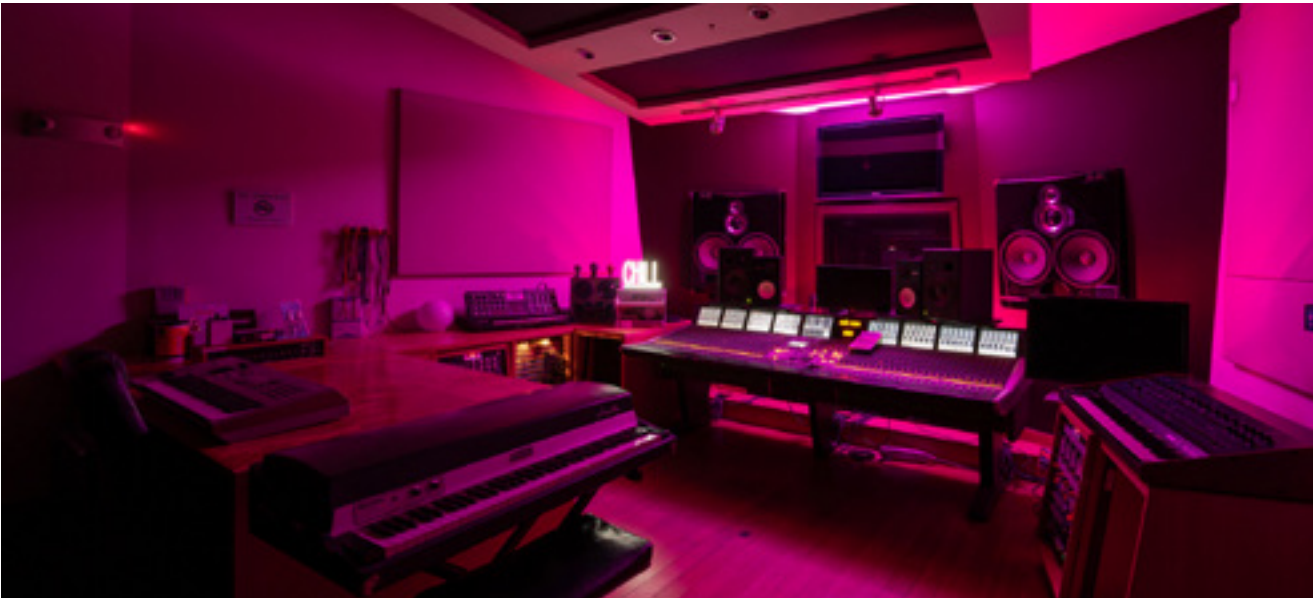
PP NEUE MONTREAL
BOOK

PHOTOGRAPHY

Our photography showcases who we are and what we do. It shows the interconnection between art, technology and business by capturing the collaboration happening between creators, our space and our community.

To show the true vibrancy of the people, space and community, we use full color images across our brand applications.

We keep it real. We use images that are authentic, candid and have a documentary feel to show our artists and team in action, performing and collaborating.



GRAPHIC LANGUAGE

Inspired by music and technology, our graphic language uses elements of our logo with our color palette to create a unique set of patterns.

Use these patterns as backgrounds for digital applications like social posts and ai filters as well as experiential applications like wall graphics. We have designed these patterns so they can be tiled and used flexibly across multiple applications.

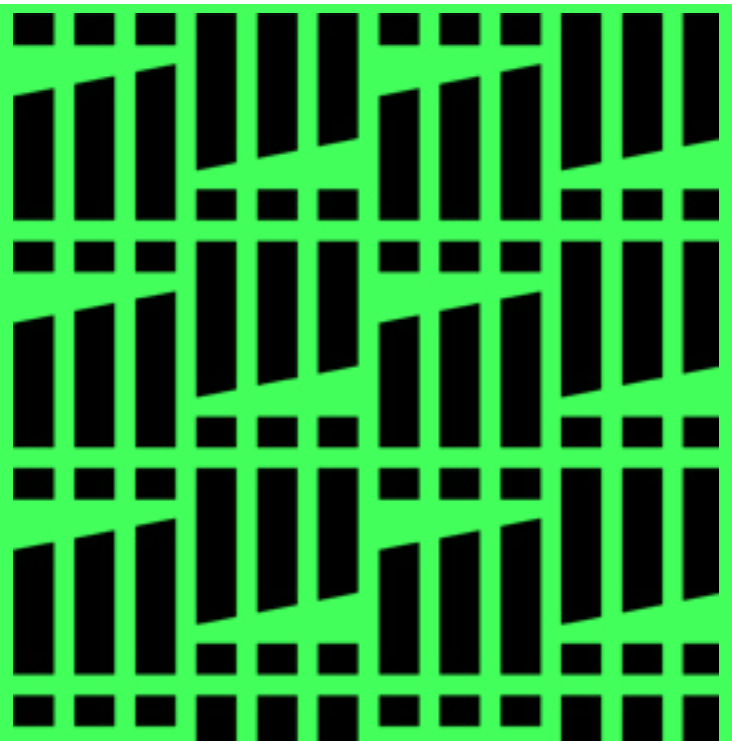
Only use these patterns in black on a single color background.



LOGO WAV PATTERN



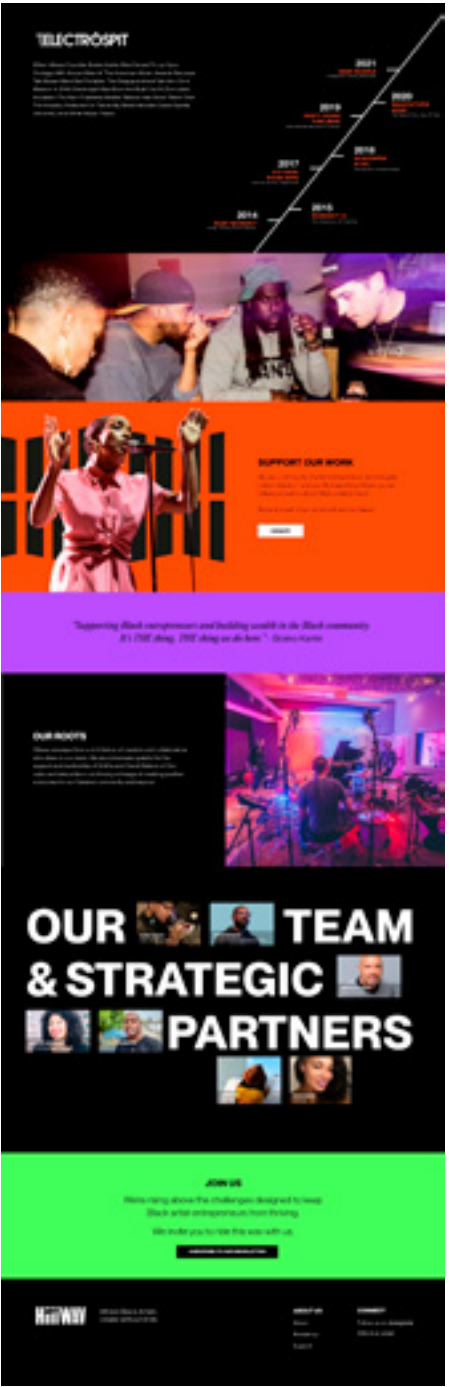
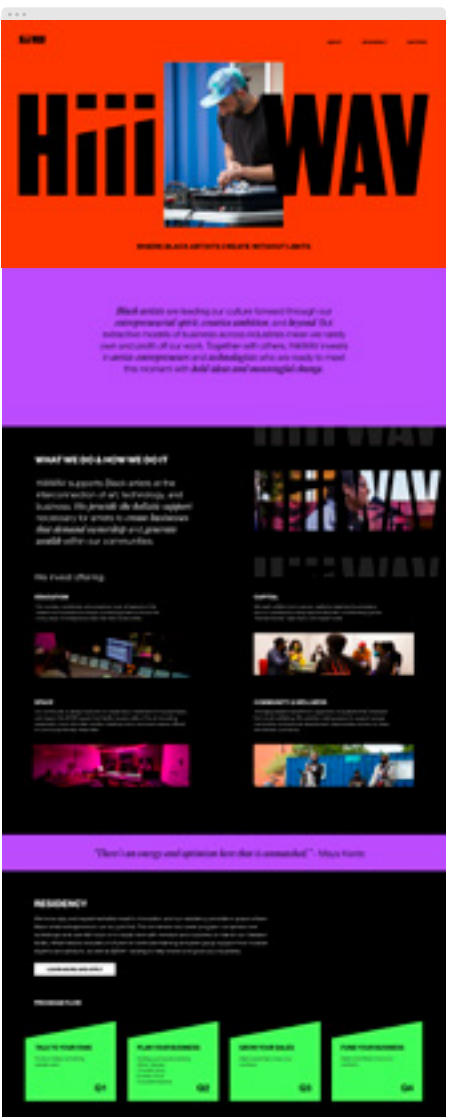
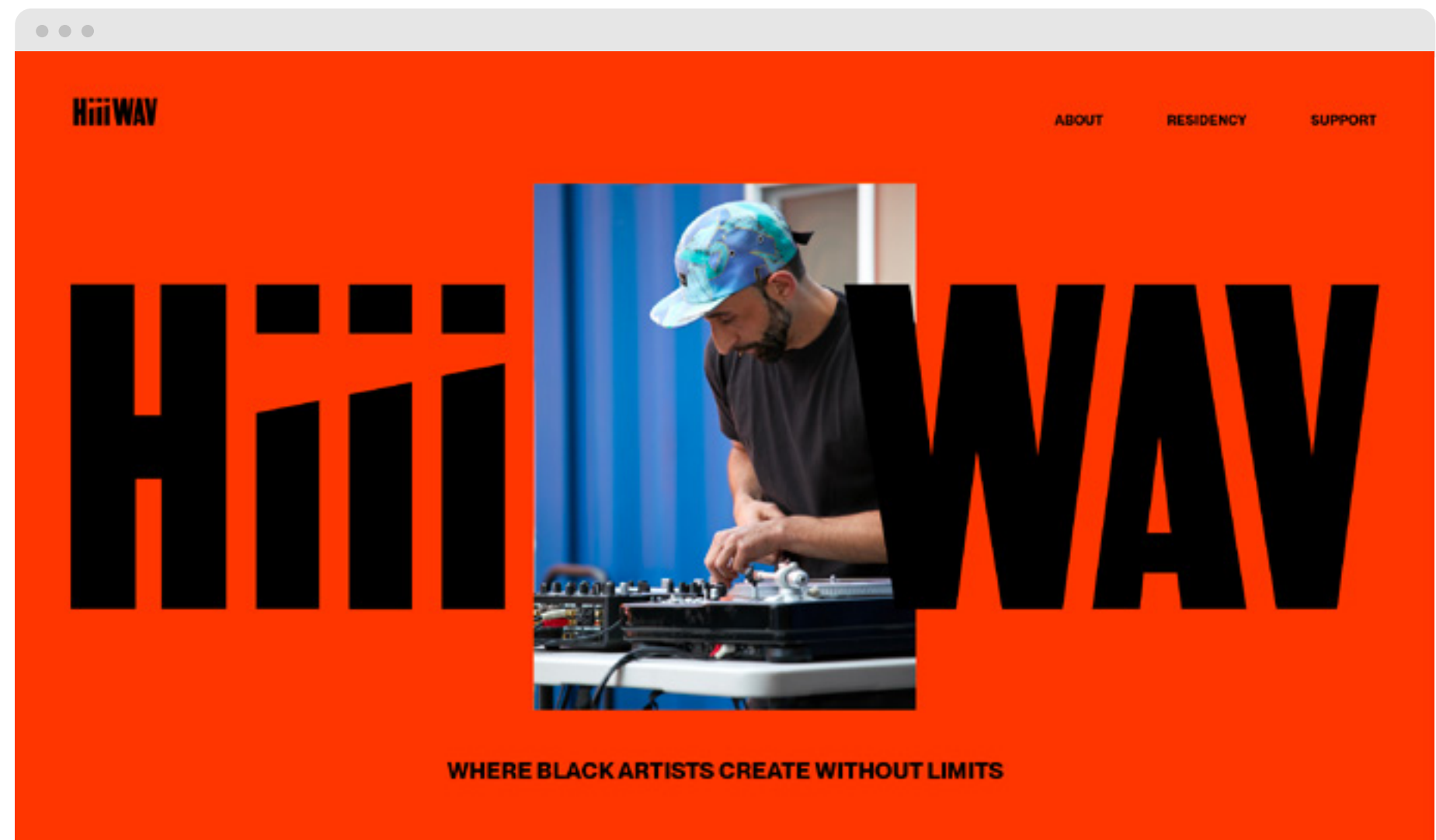
WAV PATTERN



iii PATTERN

BRAND APPLICATIONS

Website



BRAND APPLICATIONS

Social Posts



BRAND APPLICATIONS

AI Filters



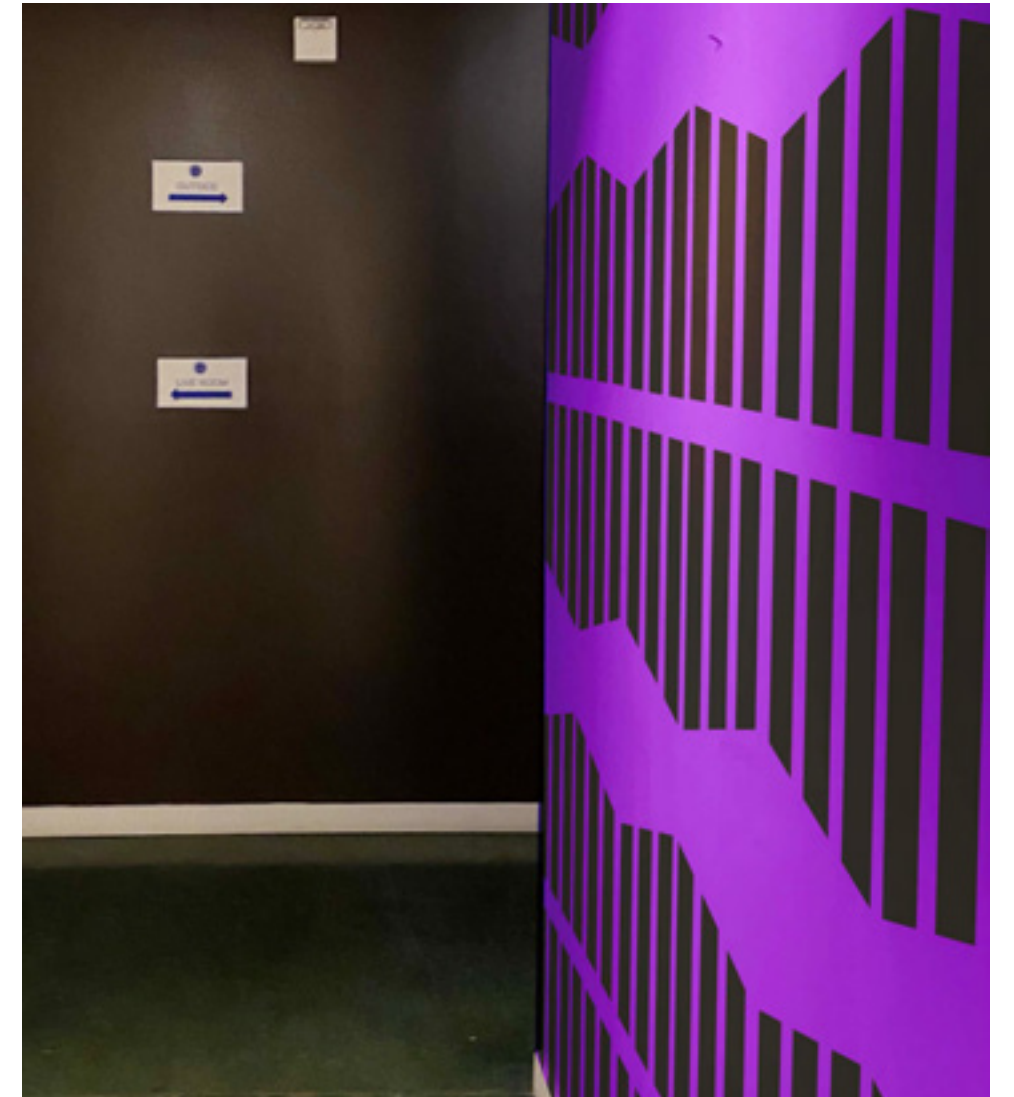
BRAND APPLICATIONS

Exterior



BRAND APPLICATIONS

Interior



BRAND APPLICATIONS

Swag



