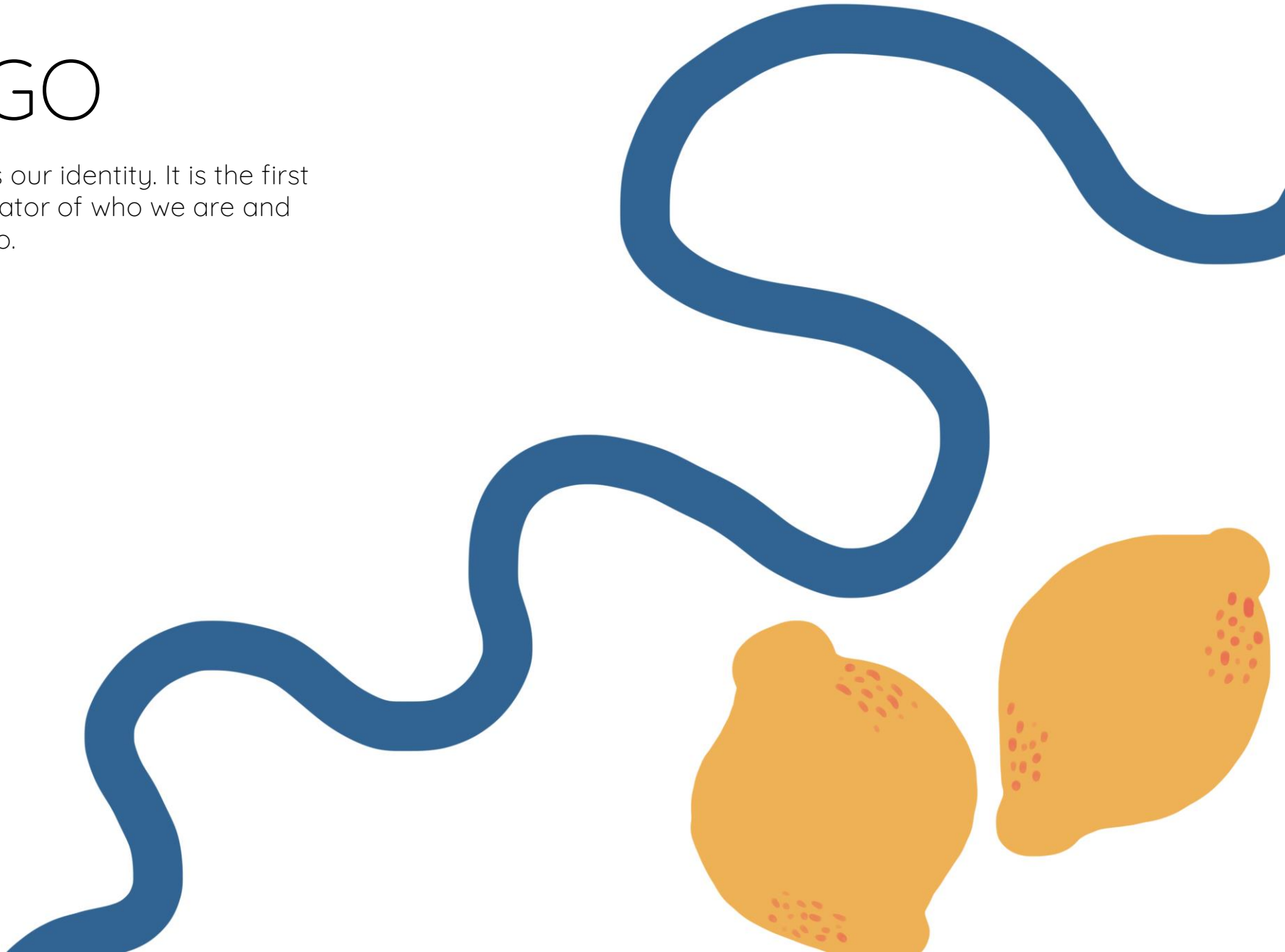friendly
hiPPO

Brand Guidelines

hippo.

Friendly Hippo was founded to provide refreshing, wholesome, and nutritious yogurt. The company values authenticity above all, and never compromise the integrity of what they do: they sell healthy yogurt that's delicious. They cater to modern consumers and their products give a sense of warmth, friendliness, and joy.

Friendly Hippo don't just sell yogurt, they sell comfort. They strive to provide 100% trust and transparency to their customers, who can enjoy a guilt-free nutritious snack with no worries.

1.
LOGO

Our logo is our identity. It is the first communicator of who we are and what we do.

Aligned Logo Unit

There is one permissible version of the Friendly Hippo logo.

This logo lockup should be used on all applications unless specified otherwise.

Exclusion Zone

Leave empty space equal to the line from the letter "i" in hippo around the logo. This ensures that other elements do not intrude and disturb the logo.

Symbol + Logotype

Friendly Hippo's logo has a symbol and a logotype. The logotype is never to be used individually.

The symbol can be used individually in some cases, where the complete logo cannot be displayed or has already been displayed. Examples include pins and other small surfaces.

The Do's & Don'ts

Maintaining consistency in the visual language of the brand is essential. Here are some examples of modifications that ruin the visual brand. These are not permissible.

Do not skew, tilt, or scale the logo out of proportion.

The Do's & Don'ts

Maintaining consistency in the visual language of the brand is essential. Here are some examples of modifications that ruin the visual brand. These are not permissible.
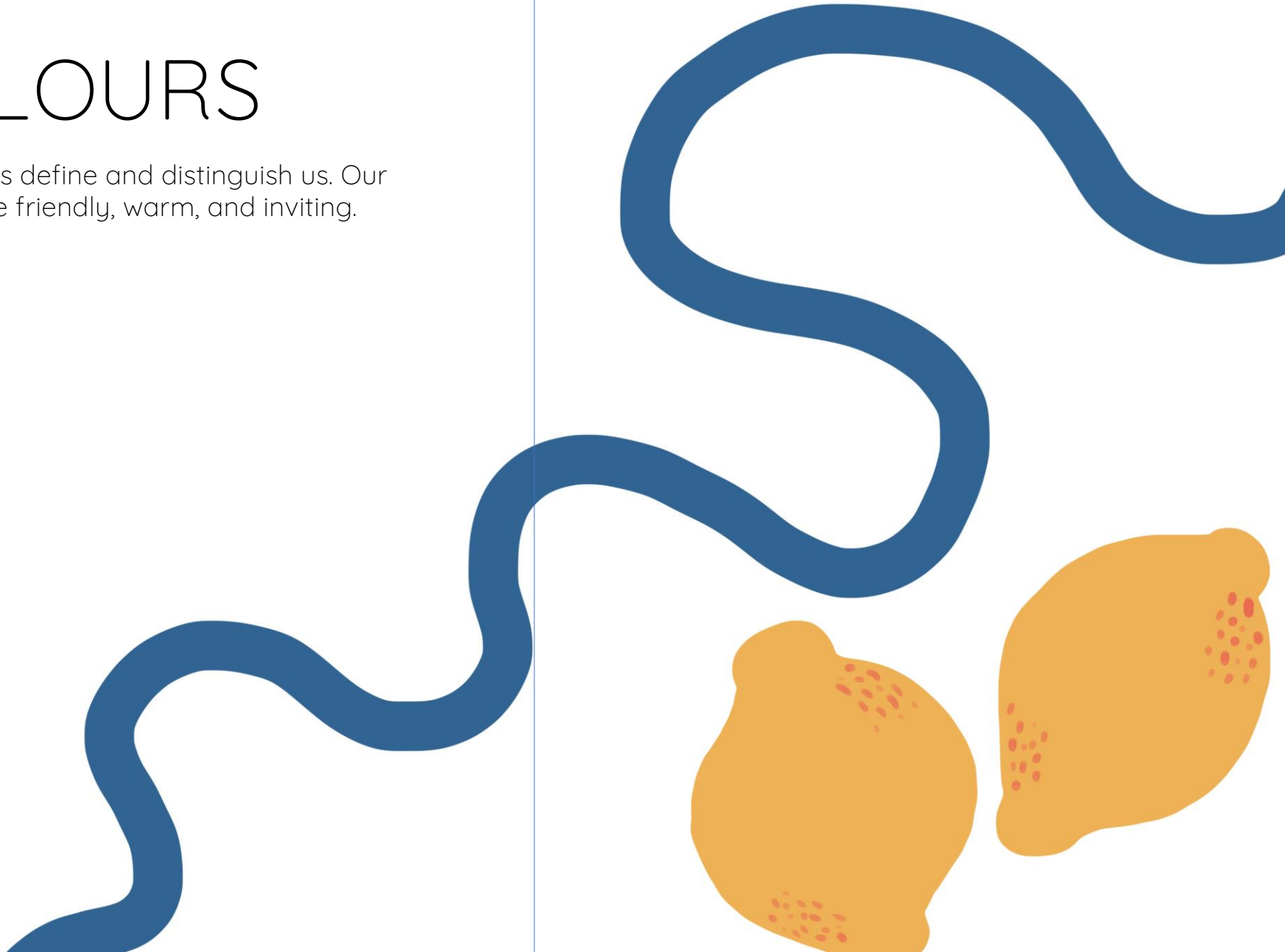
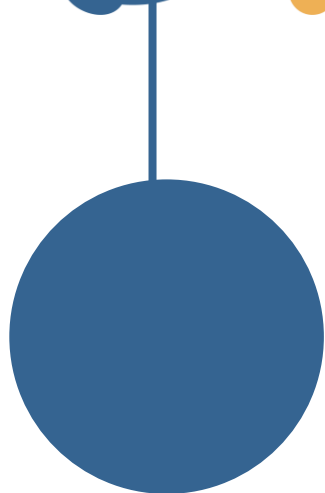Do not change the colours of the symbol or the logotype.

2.
COLOURS

Our colours define and distinguish us. Our colours are friendly, warm, and inviting.
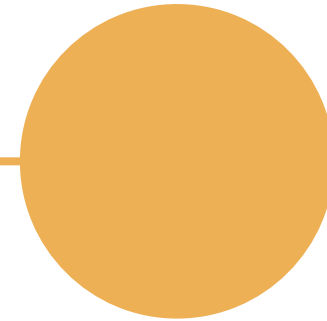
Full Colour

Yellow and blue are our primary brand colours. They invoke feelings of trust, comfort, and friendliness.

PANTONE 653 C

#356491   C: 84%
R: 53   M: 56%
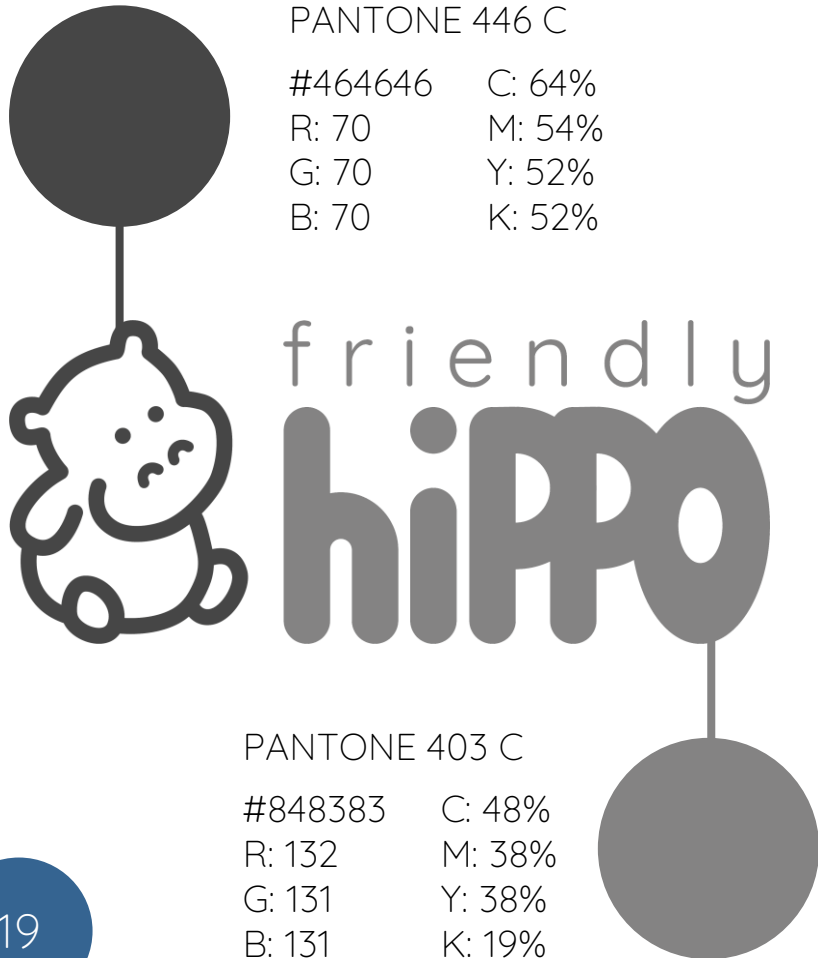G: 100   Y: 23%
B: 145   K: 6%

PANTONE 150 C

#EEB055   C: 6%
R: 238   M: 85%
G: 176   Y: 73%
B: 85   K: 0%

Monochrome

The monochrome version is to be used only where the full colour logo cannot be used. Applications include newspapers, forms, fax sheets, etc

PANTONE 446 C

#464646	C: 64%
R: 70	M: 54%
G: 70	Y: 52%
B: 70	K: 52%

PANTONE 403 C

#848383	C: 48%
R: 132	M: 38%
G: 131	Y: 38%
B: 131	K: 19%

friendly **hiPPo**

Single Colour

The single colour version is to be used only in black and white, for special applications that require it.
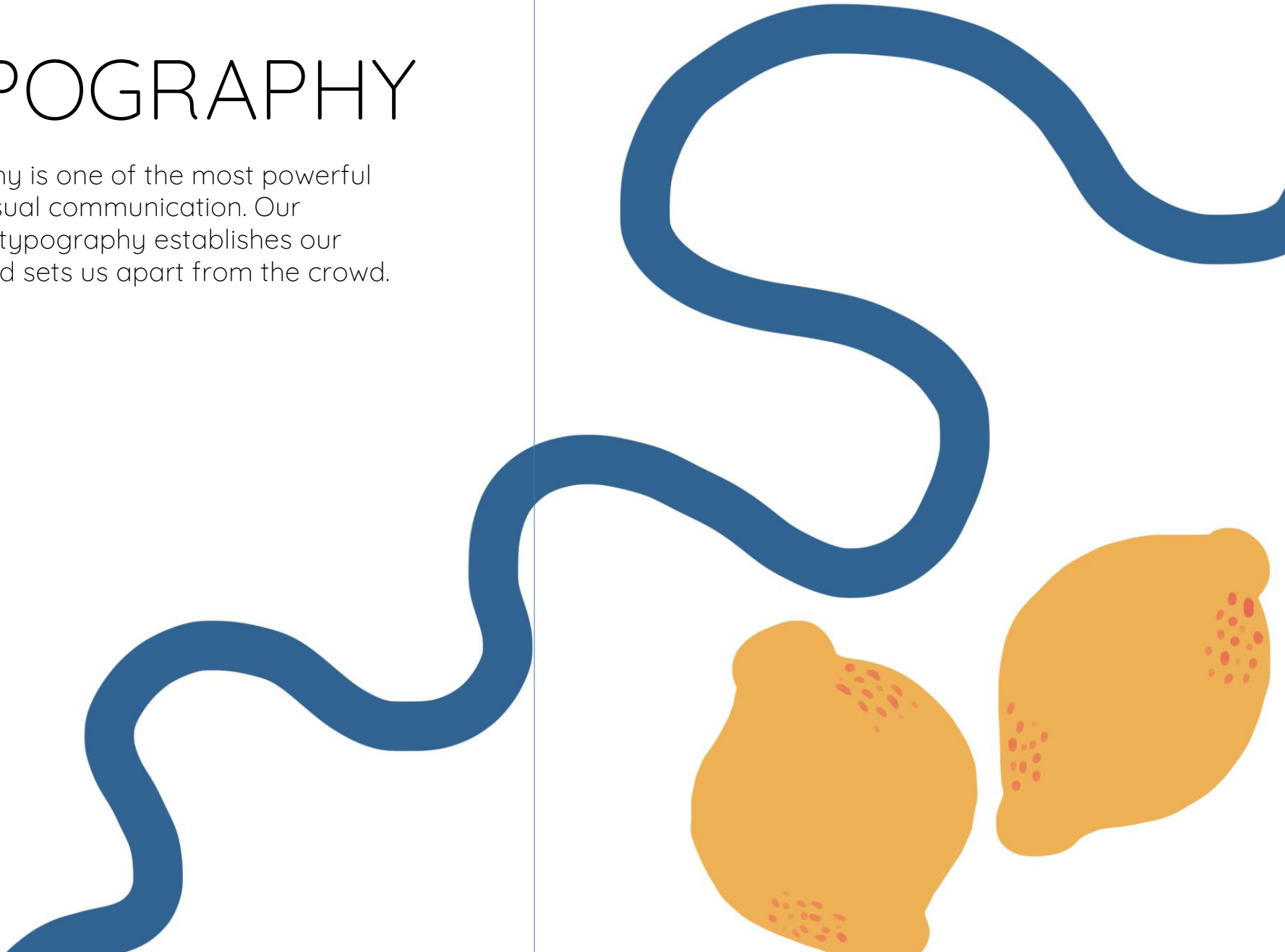
friendly **hiPPo**

It can be applied on materials like glass, wood, plastic, etc.

3.
TYPOGRAPHY

Typography is one of the most powerful aides in visual communication. Our distinctive typography establishes our identity and sets us apart from the crowd.

Typeface: Quicksand

Use Quicksand Bold for headings.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!$&#@*)0123456789

Quicksand SemiBold can be used for subheadings.

Quicksand SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!$&#@*)0123456789

Use Quicksand Regular for body copy.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!$&#@*)0123456789

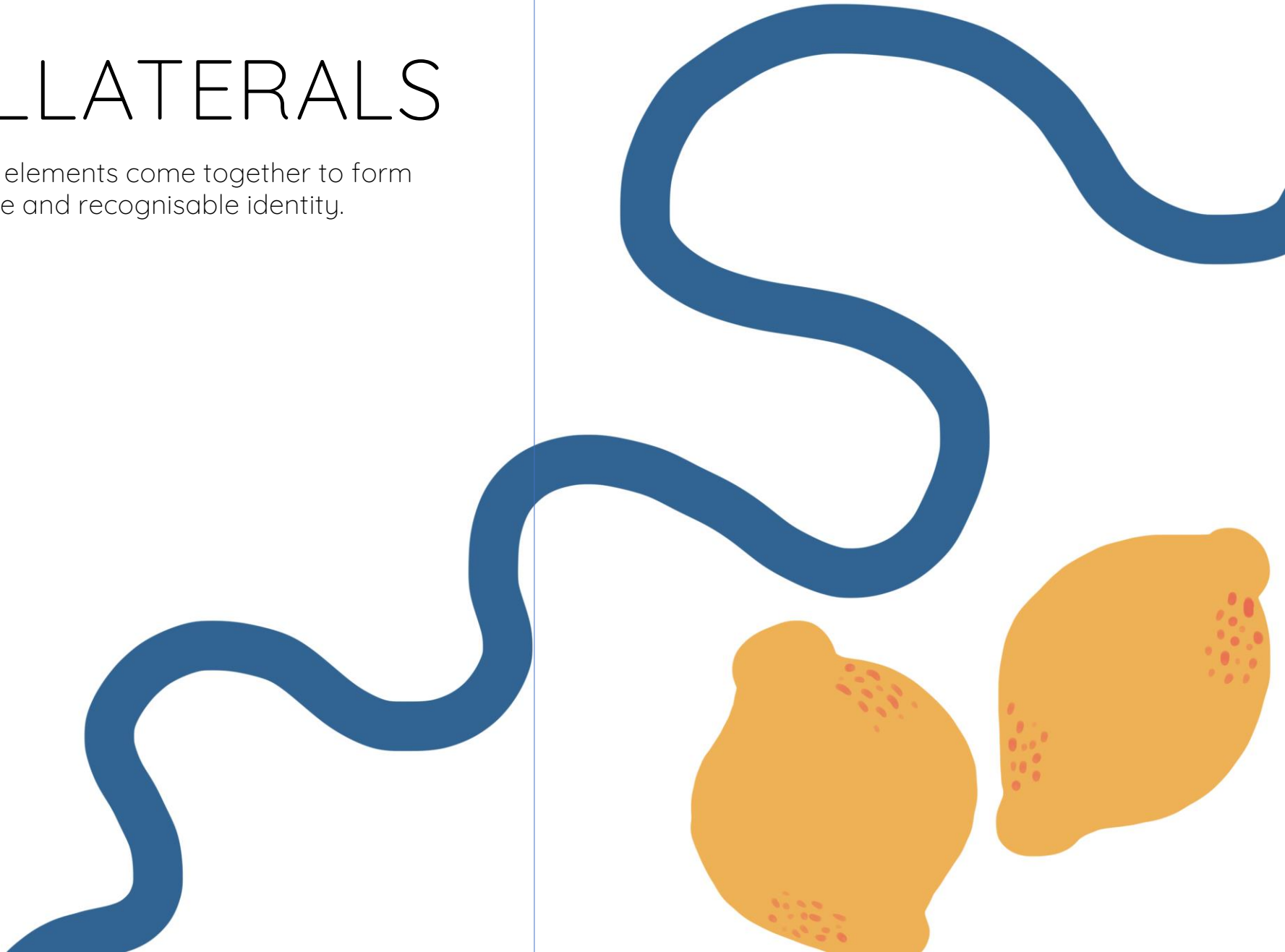Quicksand Light can be used for taglines, footer text, and other fine text.

Quicksand Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!$&#@*)0123456789
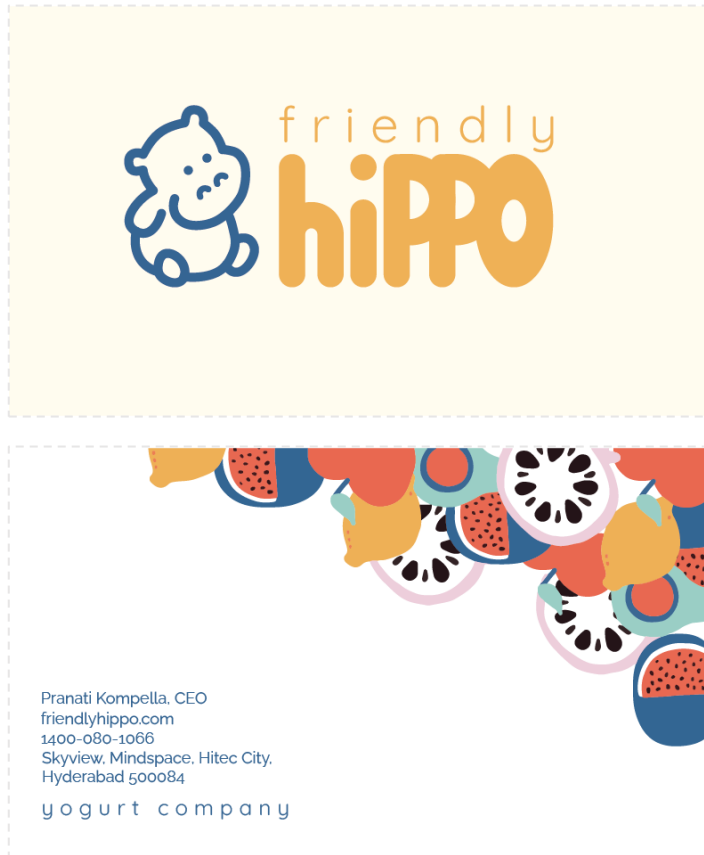
4.

COLLATERALS

The brand elements come together to form
a distinctive and recognisable identity.

Business Card

Pranati Kompella, CEO
friendlyhippo.com
1400-080-1066
Skyview, Mindspace, Hitec City,
Hyderabad 500084

yogurt company

Letterhead

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hiPPO
yogurt company

Pranati Kompella
CEO

friendlyhippo.com
1400-080-1066

Skyview, Mindspace,
Hitec City, Hyderabad

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Pranati Kompella
CEO

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Skyview, Mindspace,
Hitec City, Hyderabad

Envelope

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Hitec City, Hyderabad

29

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Pranati Kompella, CEO
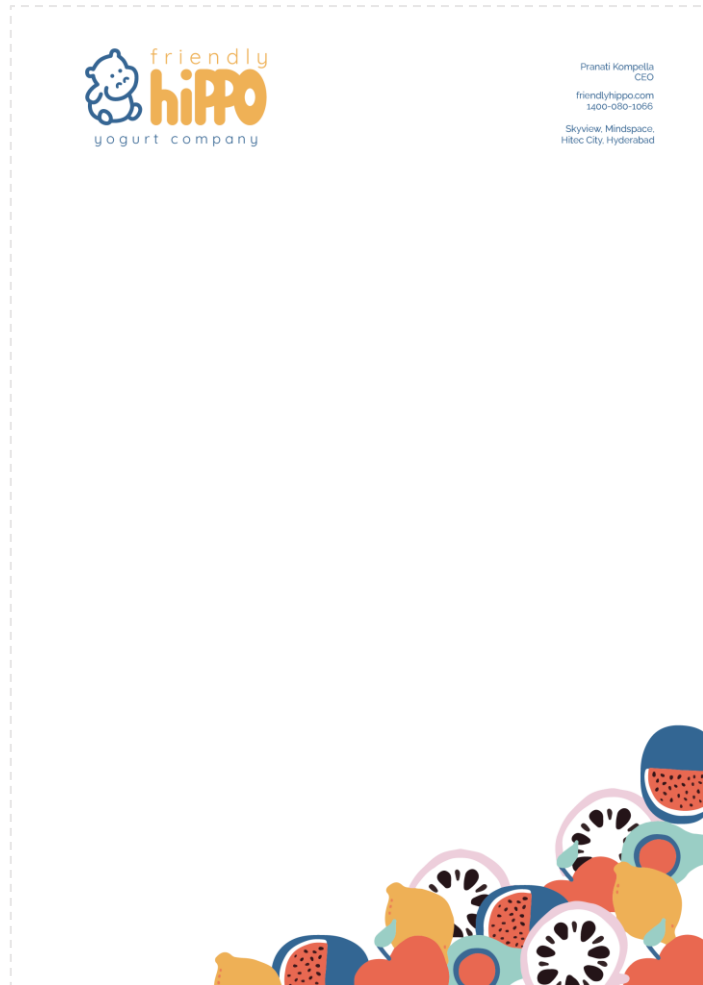friendlyhippo.com
1400-080-1066
Skyview, Mindspace,
Hitec City, Hyderabad

30

Packaging

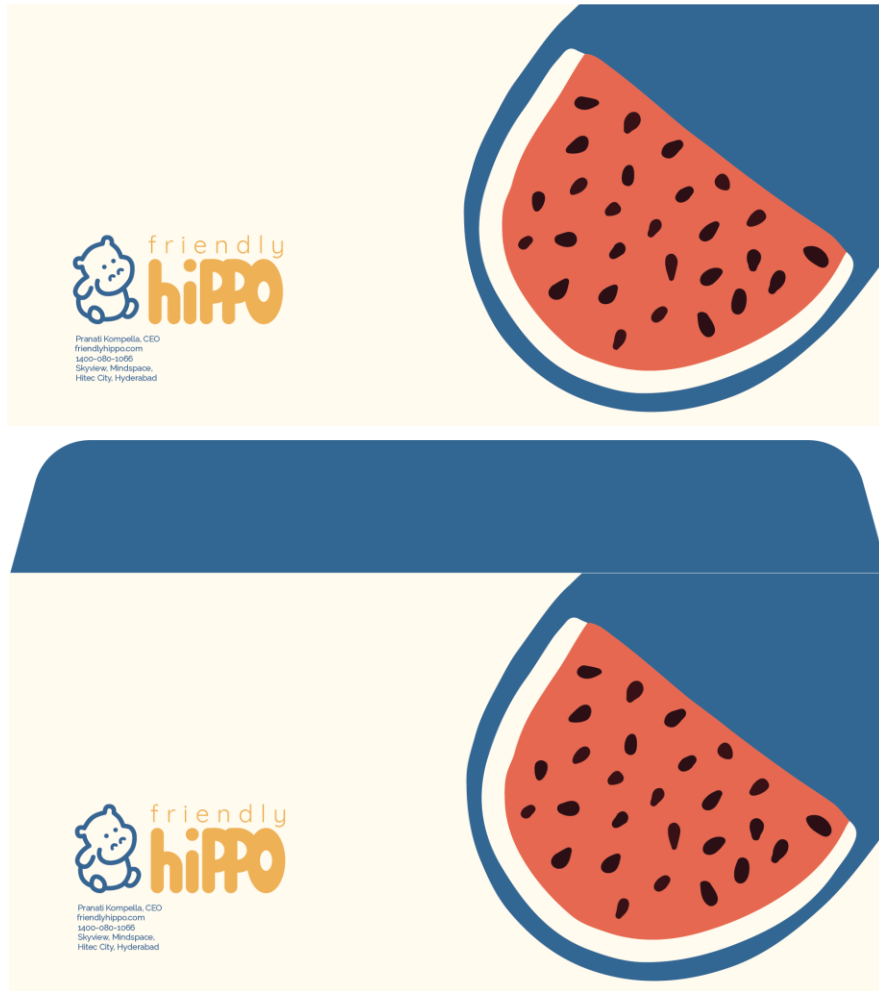# Brand Identity

Friendly Hippo Yogurt Company

1400-080-1066
friendlyhippo.com
Skyview, Hitec City,
Hyderabad, 500084