

A large, abstract white graphic is positioned on the left side of the red background. It consists of two overlapping curved shapes: a smaller, rounded rectangle at the top and a larger, more rounded circle below it, creating a layered effect.

hipi

Identity Guidelines

2021

Introduction

hipi is synonymous with passion and creativity.

hipi has already become India's favourite short video platform and even a destination for plenty of talented creators.

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Logo

Logo

What's more than crazy? Our Logo

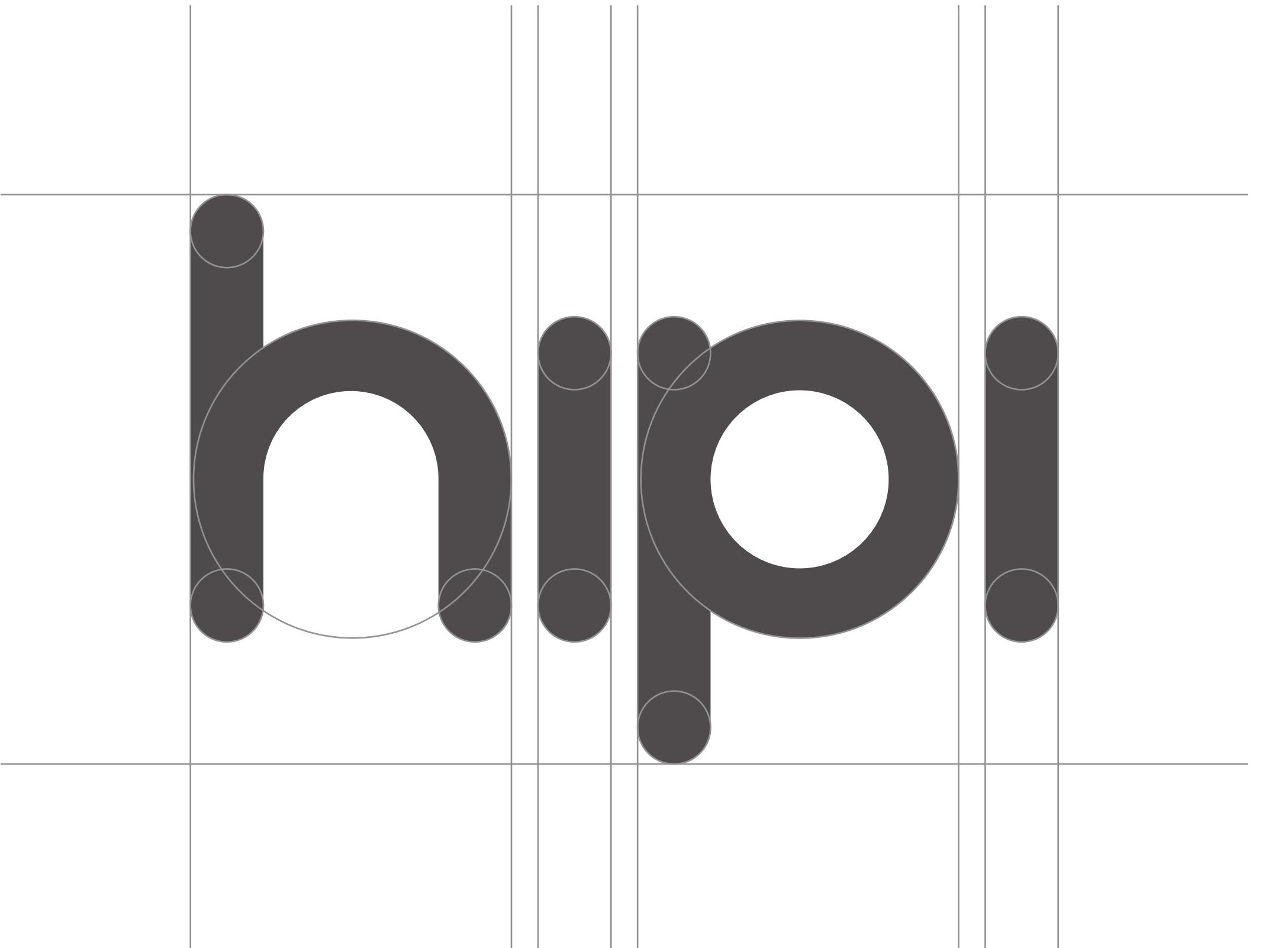
It is also young, fun, happy, and energetic, yes the same as the personality of a millennial or a Gen Z. Our tailor-made typeface creates an easy-flowing hipi world that brings everyone together. To be distinct from our competition, we made rounded corners that look unique and grabs attention. Not just this, it also acts as a reinforcement that makes every moment memorable.



Construction

Better than many renowned structures.

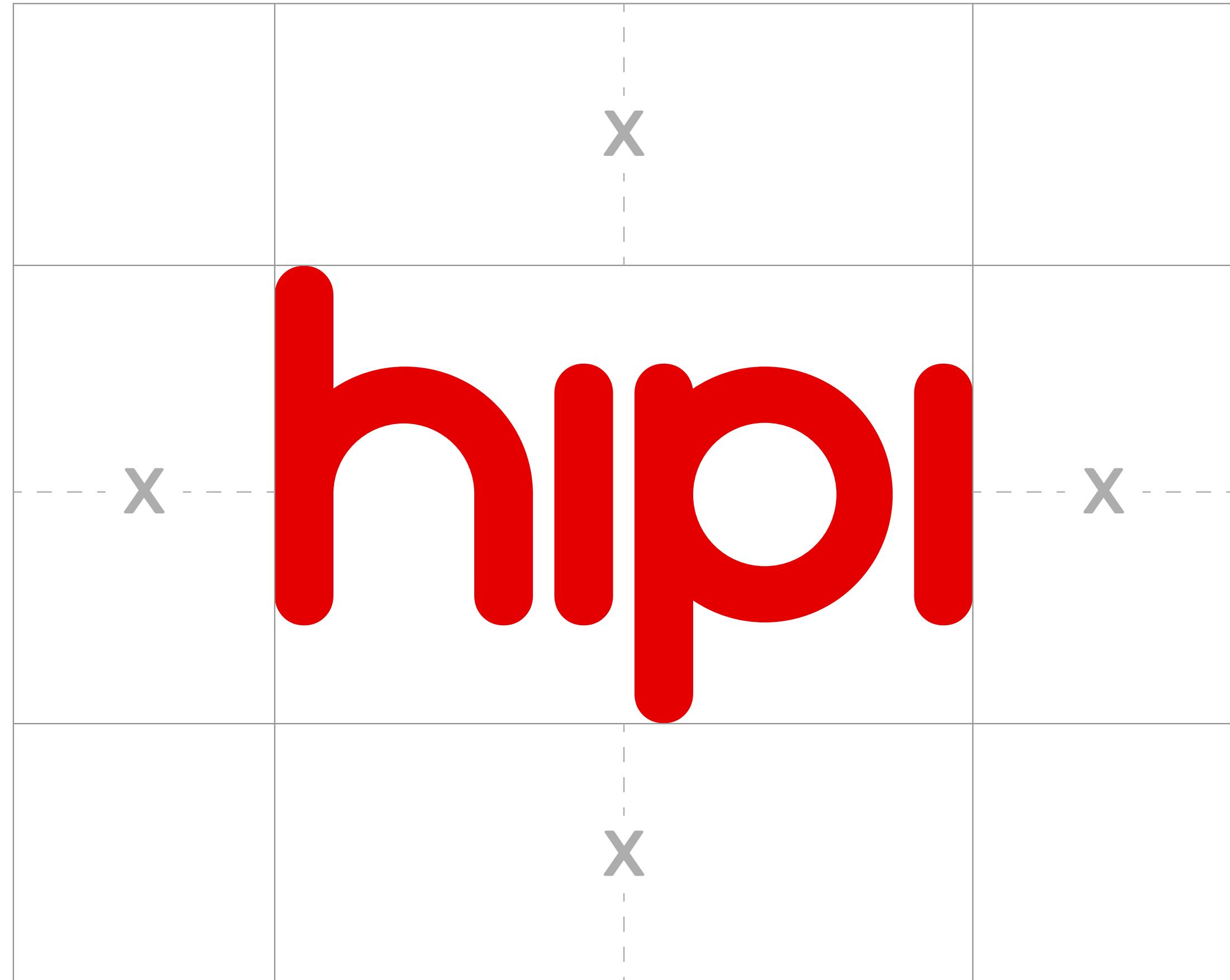
Our logo is simple and subtle yet elegant. It is based on simple shapes. We have carefully constructed the logo to maintain the ownable characteristics that allow perfect legibility at any moment, size, medium, or application.



Clearspace

Here everything is equal.

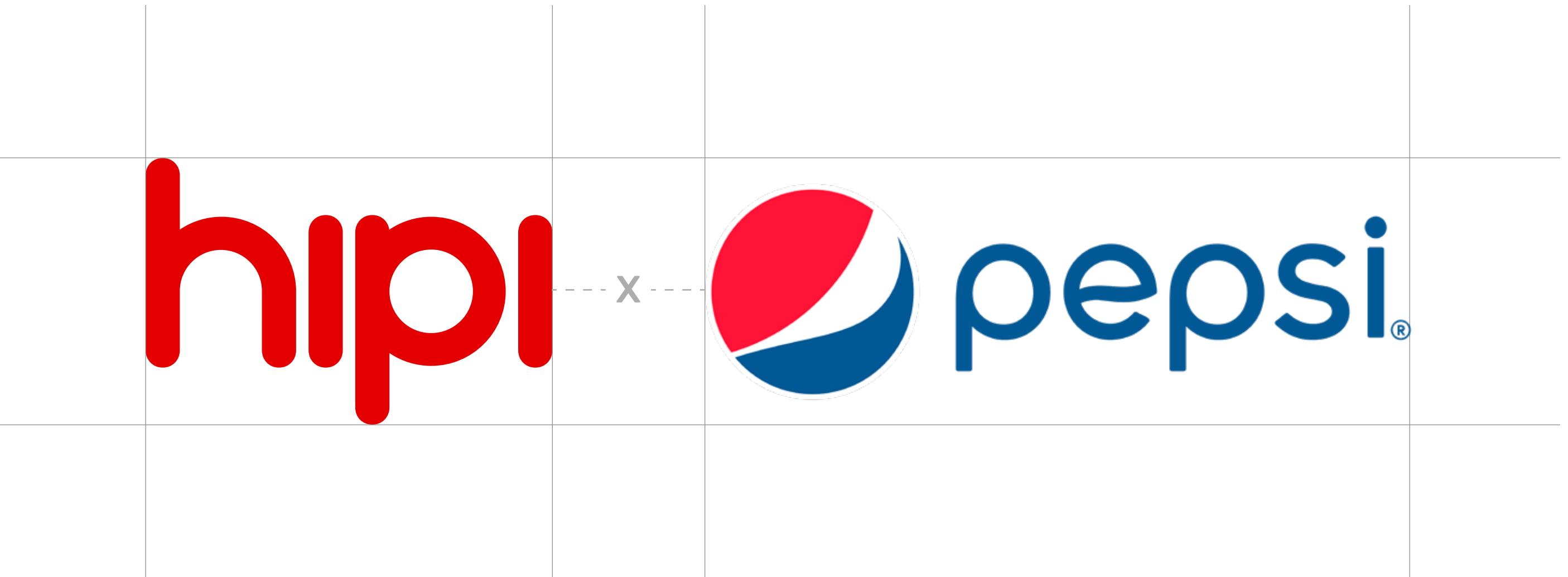
Clear Space around the logo is equivalent to the letter l of the logo.



Partnership

Growing together, building together.

We have aligned partnership logos with product mock-ups by following the same rules as brand partnerships to understand the logo placement.



Logo Color

Not just RGB, it's more than that.

We have used red on white backgrounds and vice-versa as the primary colour of the logo. In some cases, the logo can be white on darker backgrounds and black on lighter colour backgrounds. Usage of any other colour is strictly not allowed.



Scale

hipli h

Everything is scalable.

We have exquisitely designed our logo to scale to small sizes on print and screen.

Smallest size: 40 pixels (14.1 mm) wide for full logo and 15 pixels (5.2 mm) wide for the h icon.

hipli h

hipli h

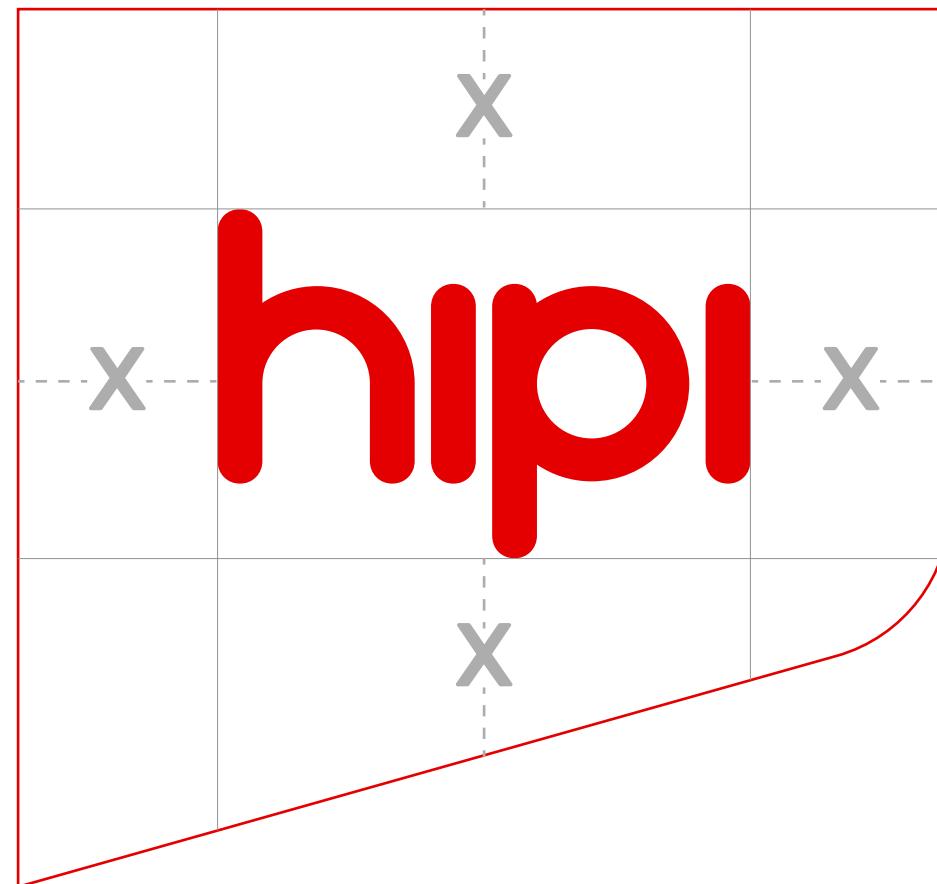
40 px hipli

15 px h

Logo Placement

Sometimes left is also right.

We always place our logo on the corner patch to keep the visibility intact and to make the logo stand out in the creative. This patch can only be placed on the top left corner of the layout. We can't use any other colour except red for the patch.

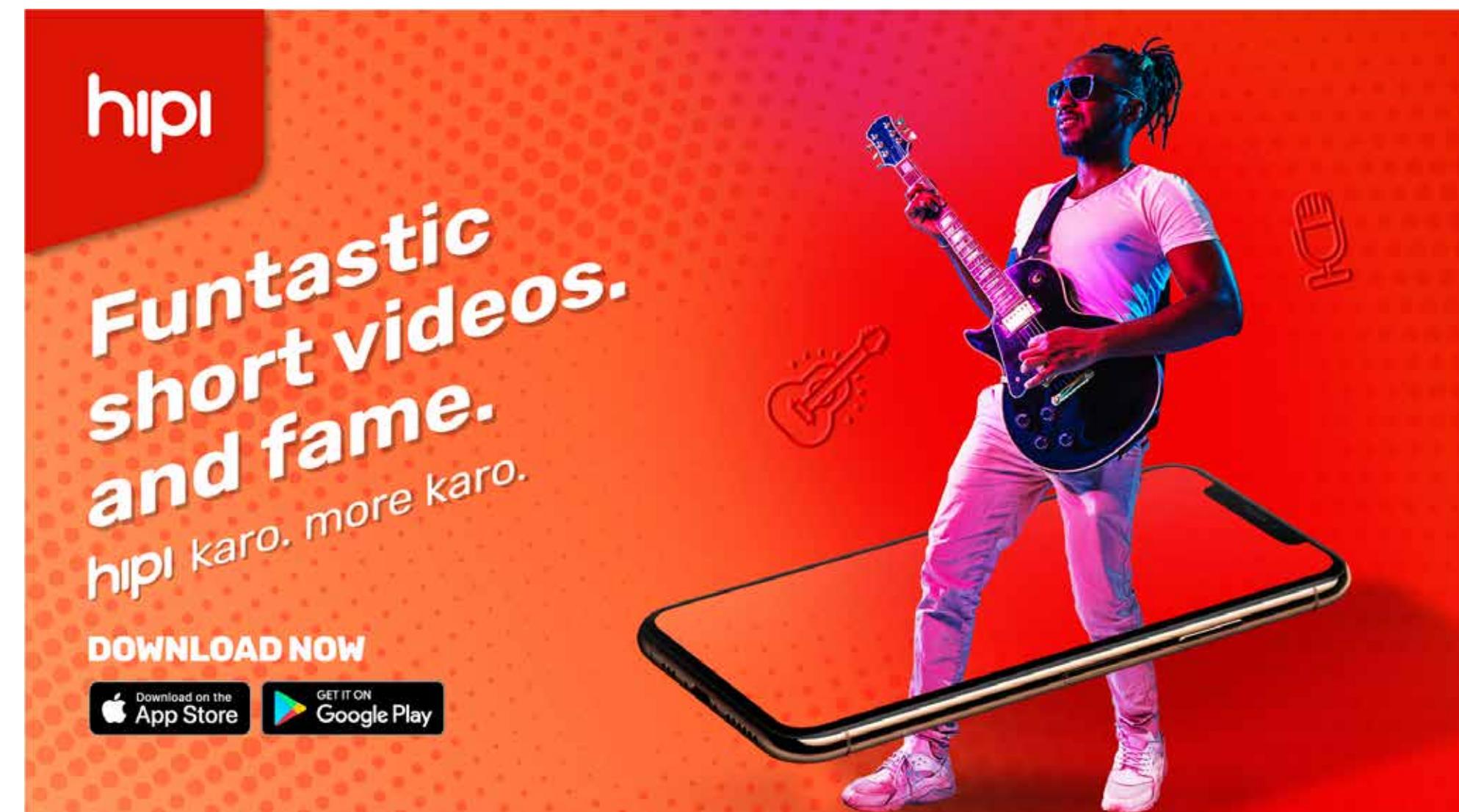
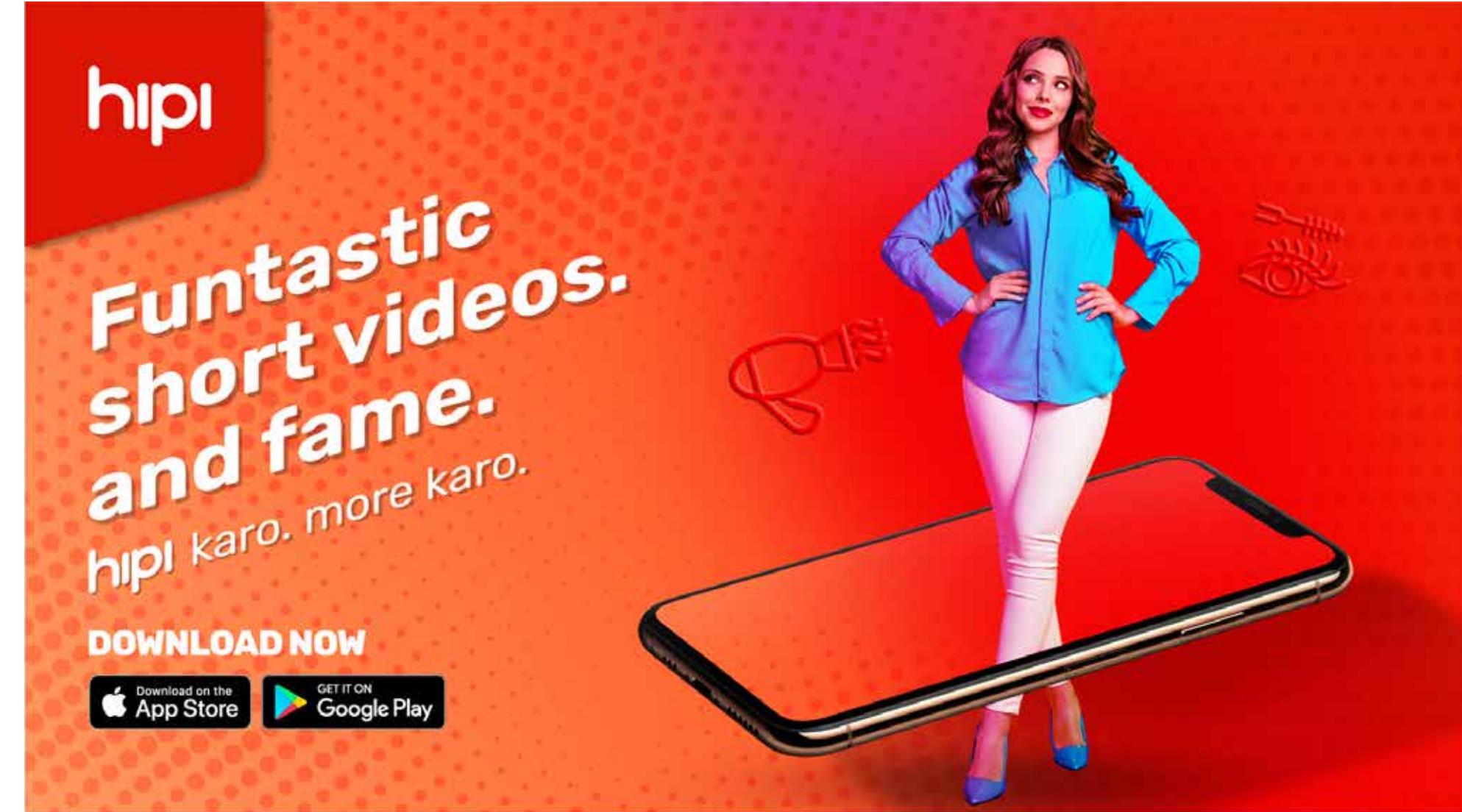


Logo Placement

Drop everything but not the corner patch.

The corner patch has a minimal drop shadow effect to keep it separate from the main creative. This effect can be achieved by using following values when applying the drop shadow in the Adobe Illustrator.

Mode: Multiply
Opacity: 40%
X offset: 5
Y offset: 5
Blur: 5



Social Icons

Really exceptional.

We have specially curated the app icons and have individually designed them based on specifications. They are an exception to the clear space guidelines and are sized optically to best fit each shape.



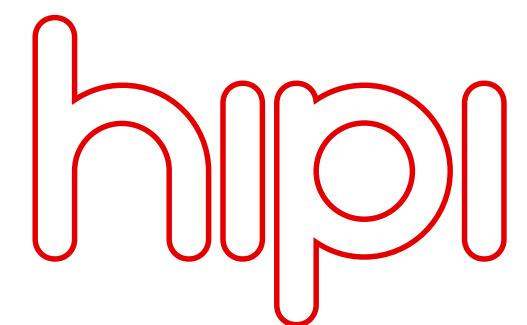
Things to avoid

Always and forever.

Any sort of tampering with the logo's original shape is forbidden. The following things should not be allowed in any case.



Do not crop



Do not convert to outlines



Do not distort letters



Do not change transparency



Do not distort



Do not use gradient



Do not rotate



Do not use drop shadow



Do not change colors

Colors

Brand Colors

**Forget the colours of the rainbow,
but remember this.**

We can use these colour proportions in any layout or collateral design. We can use primary and secondary colours as part of any brand creatives. Not just this, we can even use tertiary colours with our primary and secondary colours, but in a limited quantity.

Primary colors



Secondary colors

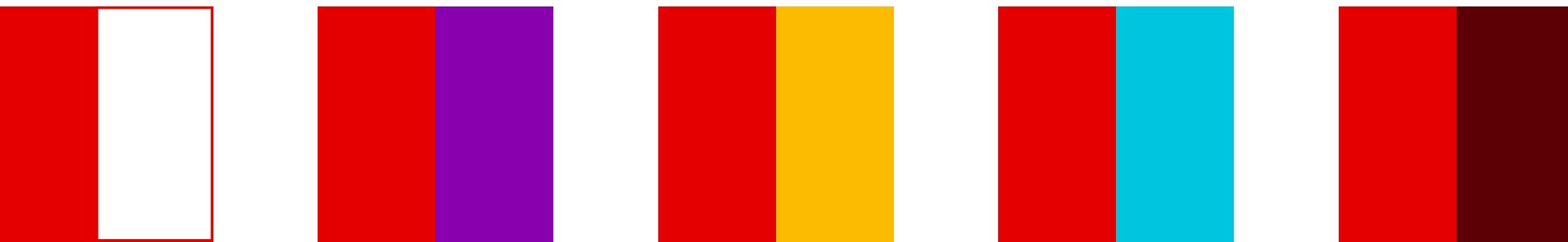


Tertiary colors



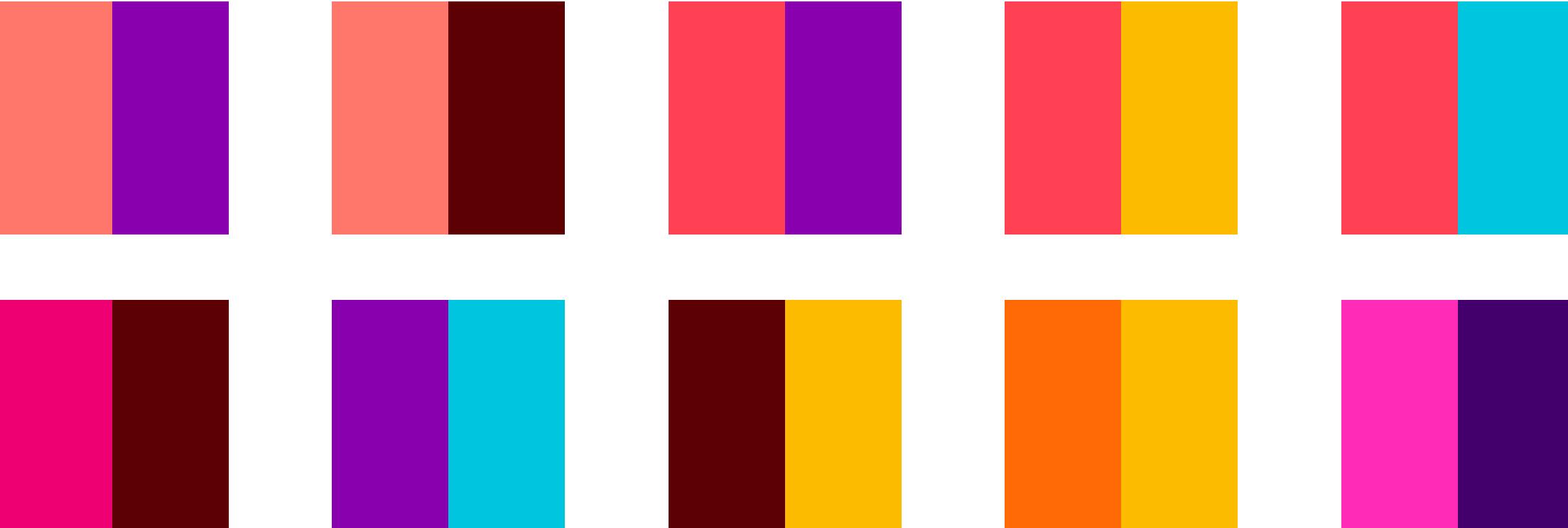
Color Combinations

Preferred combinations

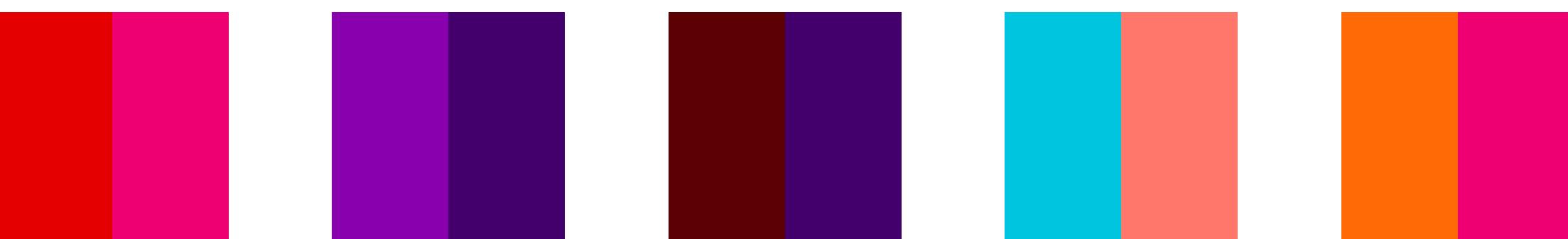


Combinations that work the best.

We recommend these colour combinations that we believe will highly create an impact. Apart from these colour combinations, you can use any other suitable combination freely; if the creative demands. Except for the low contrasting colours as shown.



Avoidable combinations



Typography

Brand Font - Rubik

Rubik > Every other font.

Rubik is our brand font, and it belongs to the Sans Serif font family with slightly rounded corners. It matches the tone of the brand and works ideally to maintain consistency and create clarity. It also adds youthfulness to the brand. The font is a Google font and is freely available to use. Our font being from a big family gives us additional benefits for font pairings.

Rubik

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

1234567890~!@#\$%^&*()-=+;':.,/?

Light

Light italic

Regular

Regular italic

Medium

Medium italic

Semi bold

Semi bold italic

Bold

Bold italic

Extra bold

Extra bold italic

Black

Black italic

Pairings

Pair made in heaven.

We must maintain these types of pairings. This allows clarity, consistency and a strong hierarchy for all communications. Medium weight should be paired with Light weight, and Bold weight should be paired with Regular weight.

Bold Headline
Regular Sub-head

Medium Headline
Light Sub-head

Special Headlines

Makes our headlines more special.

Rotation of the typeface is allowed as it gives the creative a dynamic and a cool look. We can do the rotation effect by using the shear transform option. We shear it vertically to 15°.

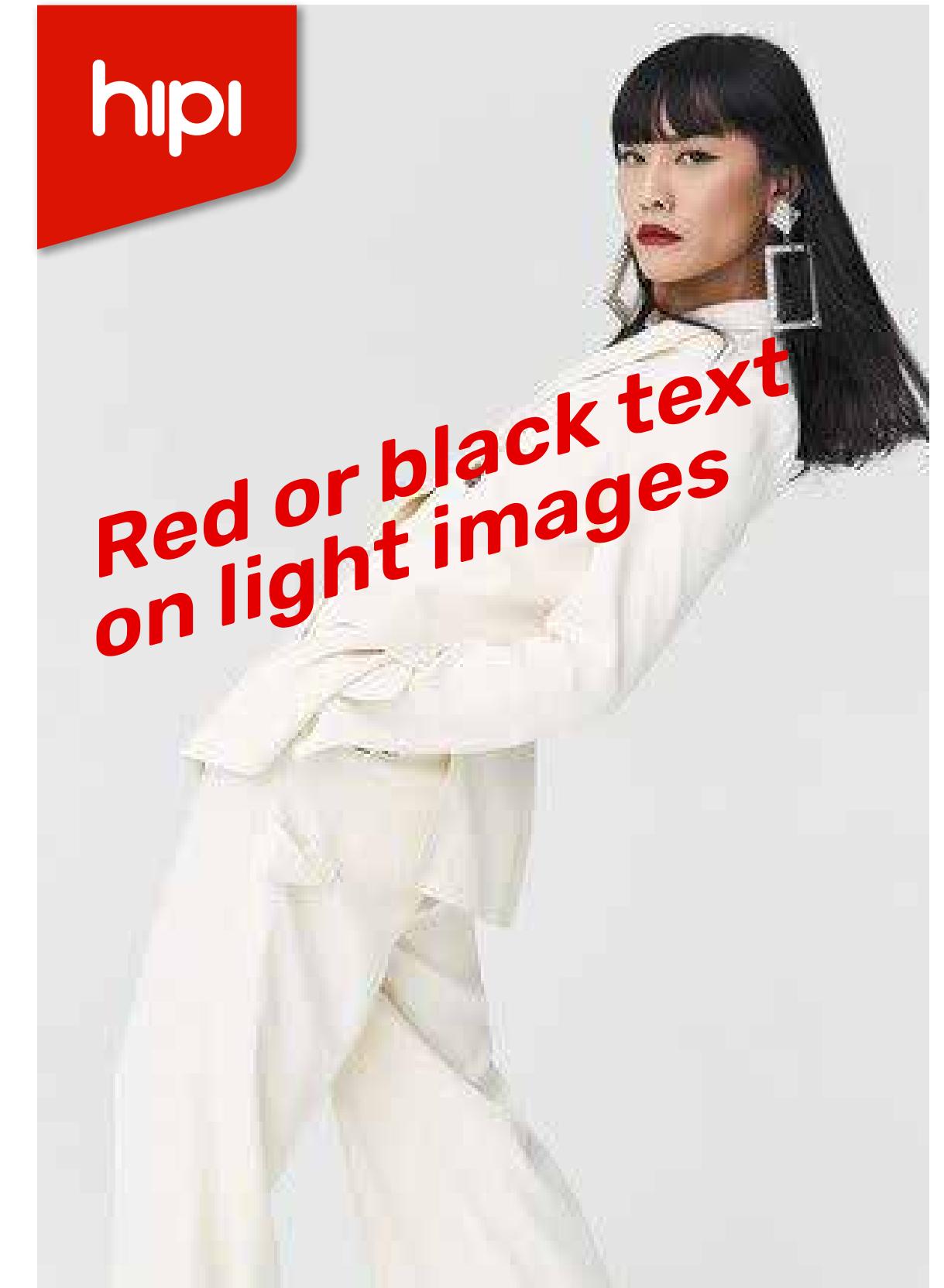
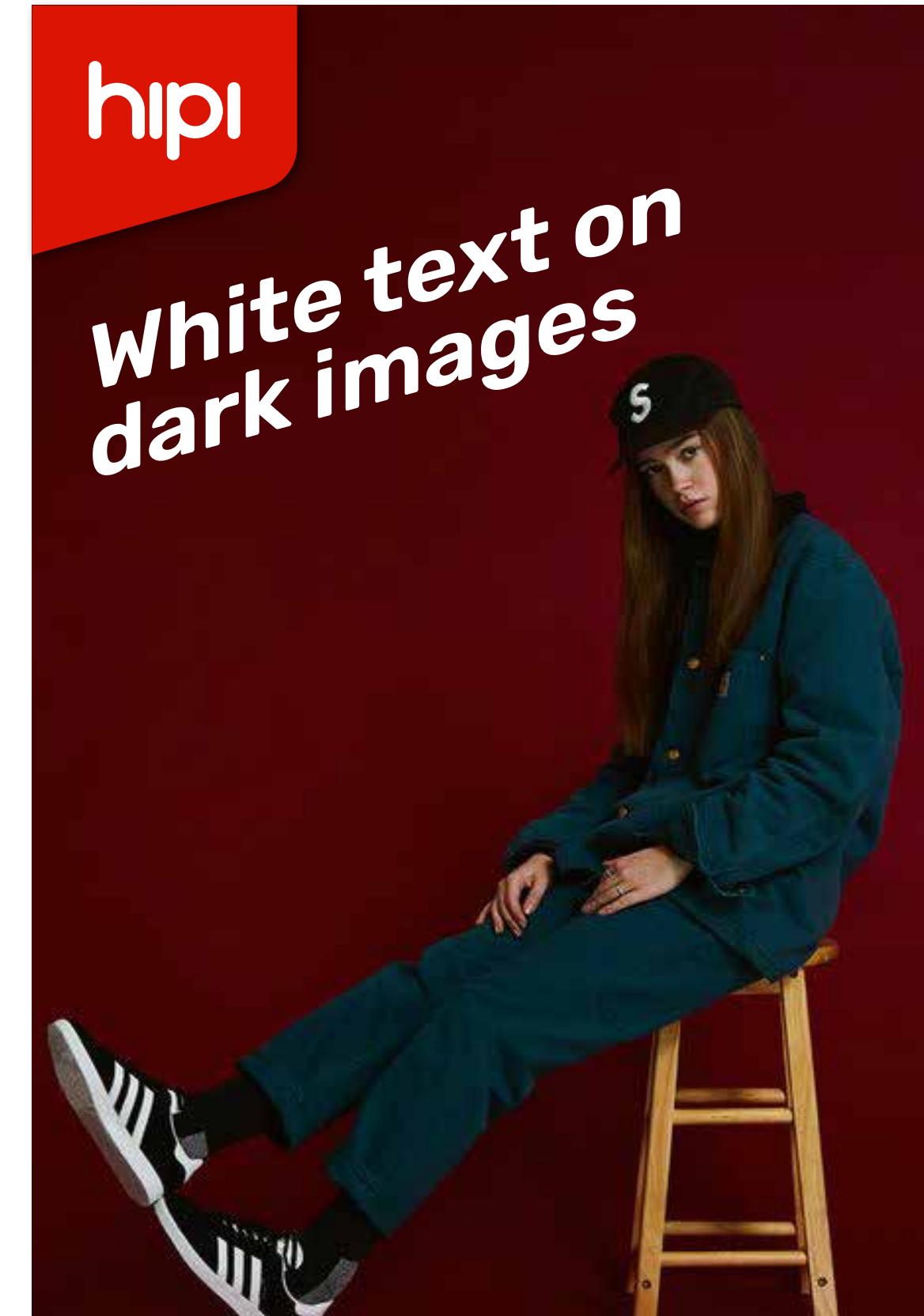
Funtastic
short videos.
and fame.

Left aligned -15°

Typo on image

Simple and Subtle.

We follow a simple rule when using typography on the images. Typo should be red or black on light imagery or white on dark imagery.



Things to avoid

Don't forget these points.

Following things should be avoided
when working with typography.

Lorem ipsum
 Lorem ipsum
 Lorem ipsum
 Lorem ipsum

L o r e m i p s u m
 Lorem ipsum

Do not use any other colors than
red, black and white for the typo

Do not adjust kerning or tracking

Lorem ipsum
 Lorem ipsum dolor sit amet,
 Lorem ipsum dolor sit amet, consectetur
 adipiscing elit, sed diam nonummy nibh
 euismod tincidunt ut laoreet.

Lorem ipsum
 Lorem ipsum dolor sit amet,
Lorem ipsum dolor sit amet,
consectetuer adipiscing elit, sed
diam nonummy nibh euismod.

Do not make different levels of
hierarchy the same weight

Do not make any level of hierarchy
the same size or scale as another

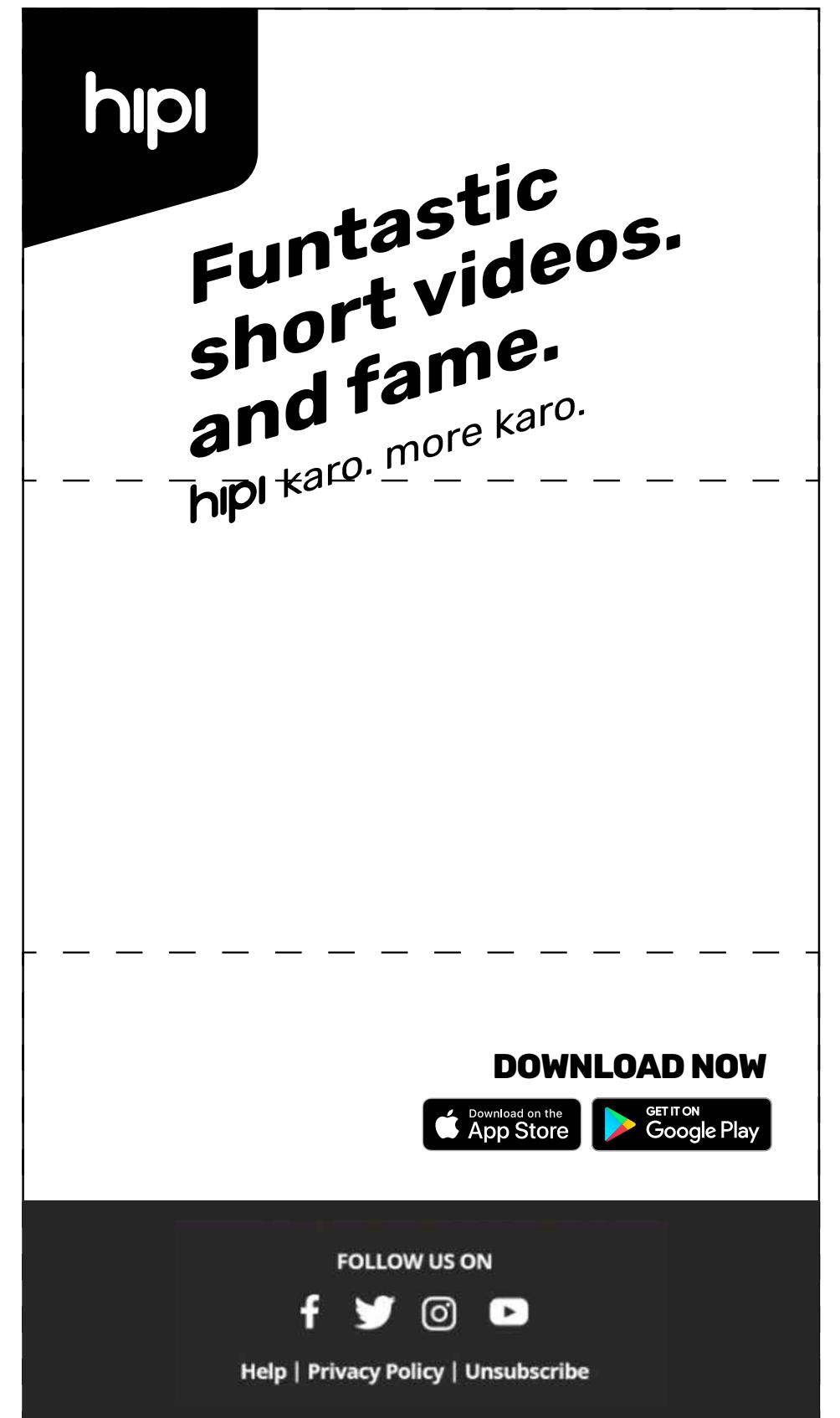
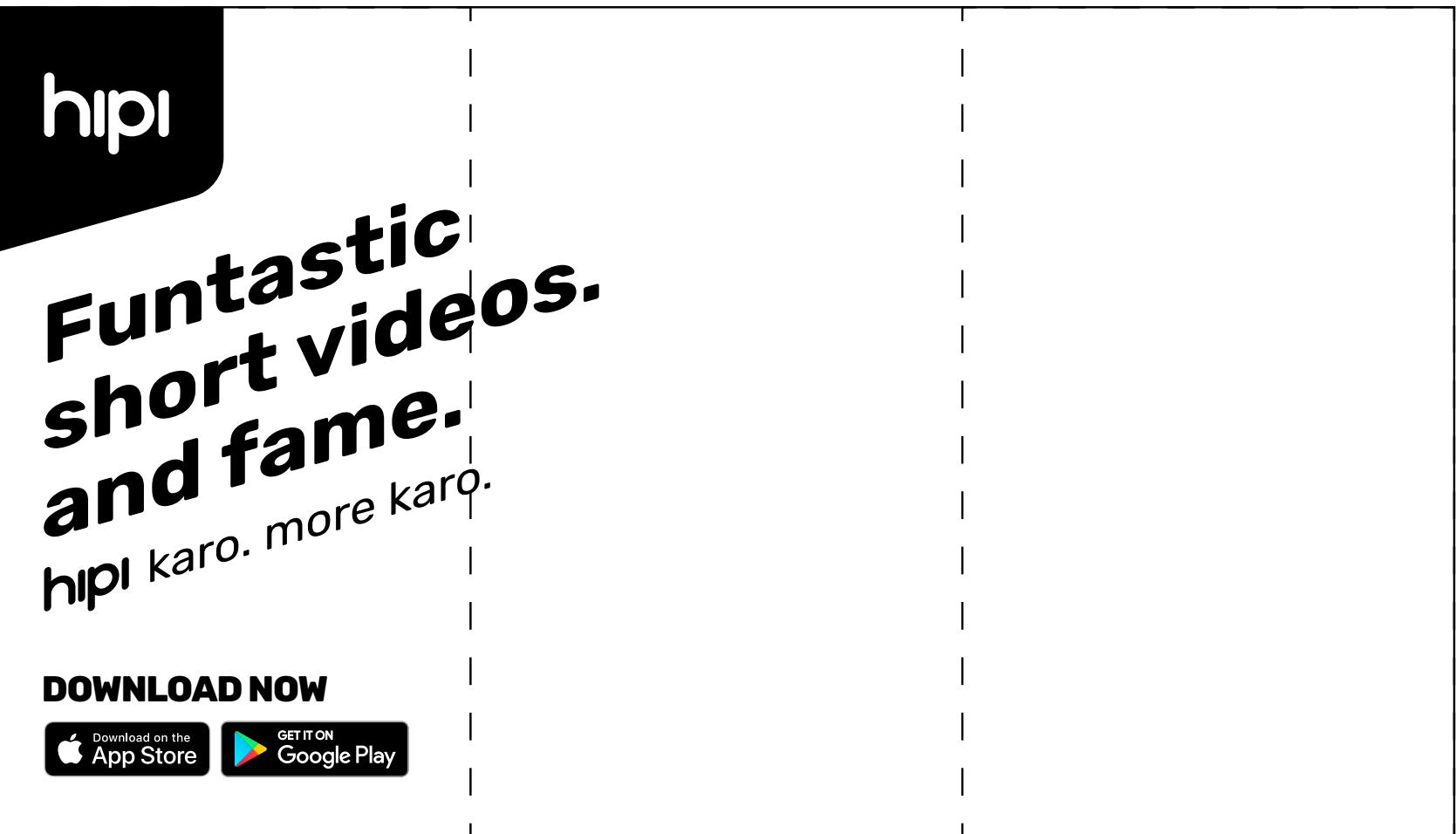
Composition

Guidelines

We roughly follow a simple guideline when making any creative.

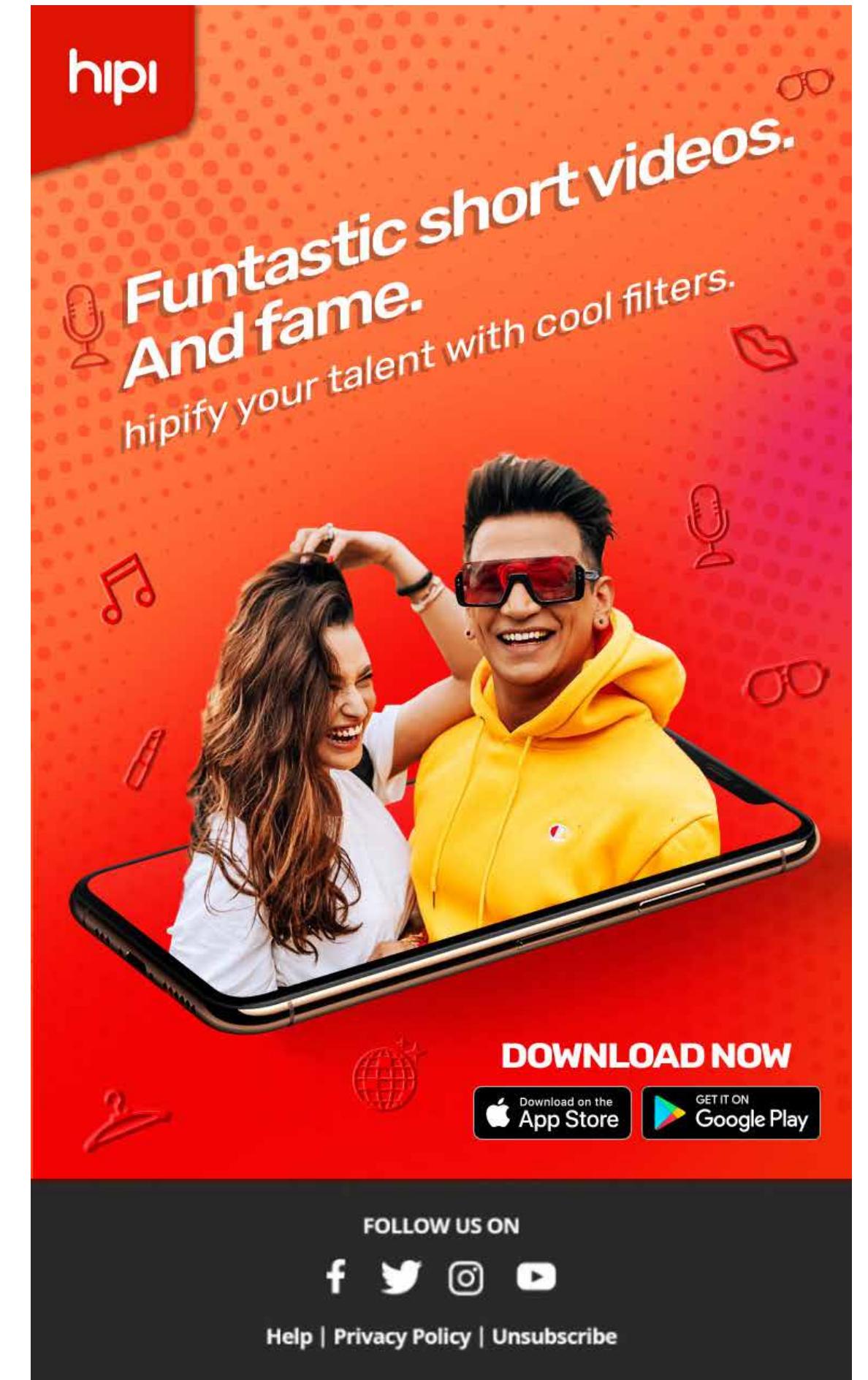
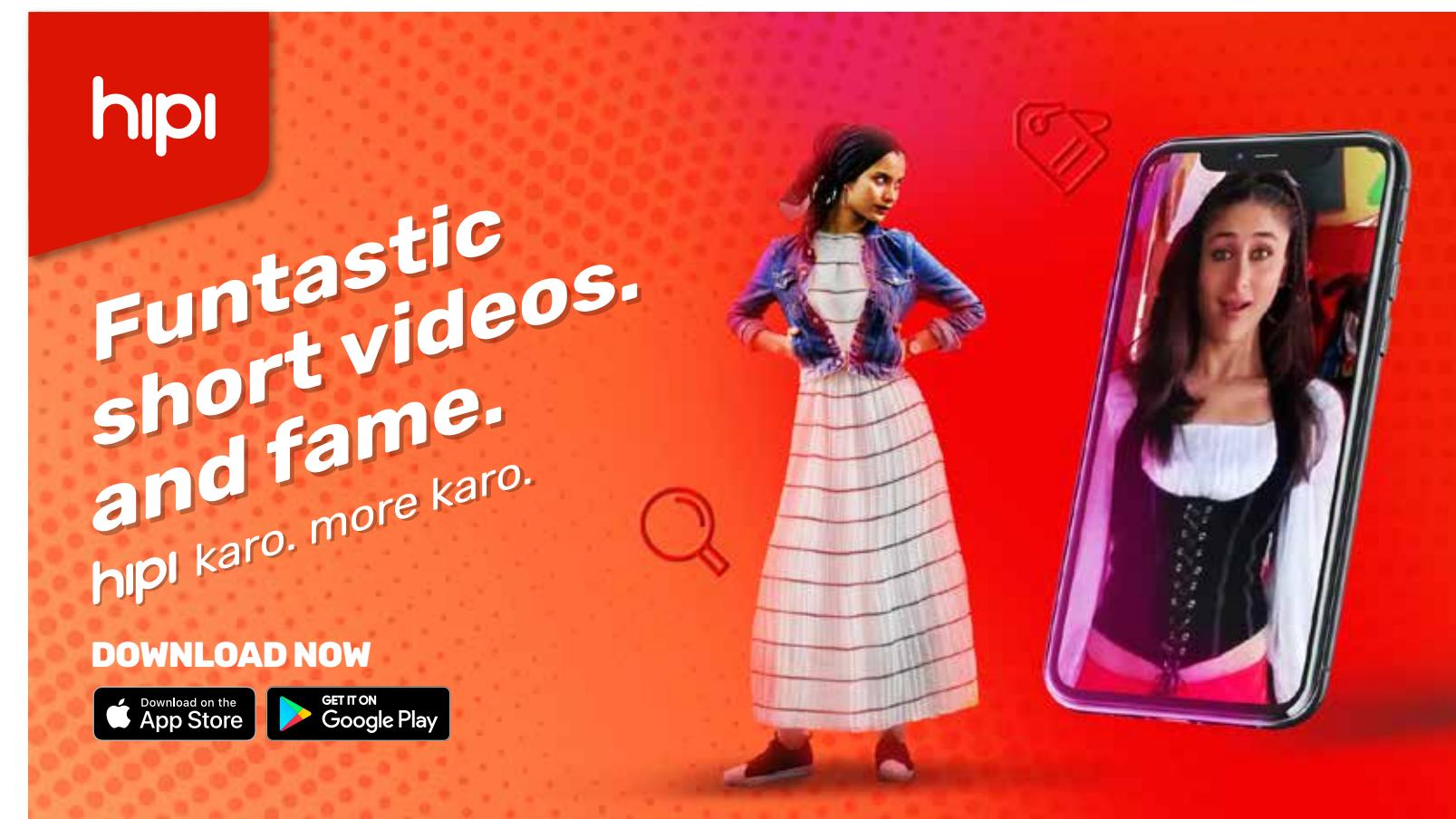
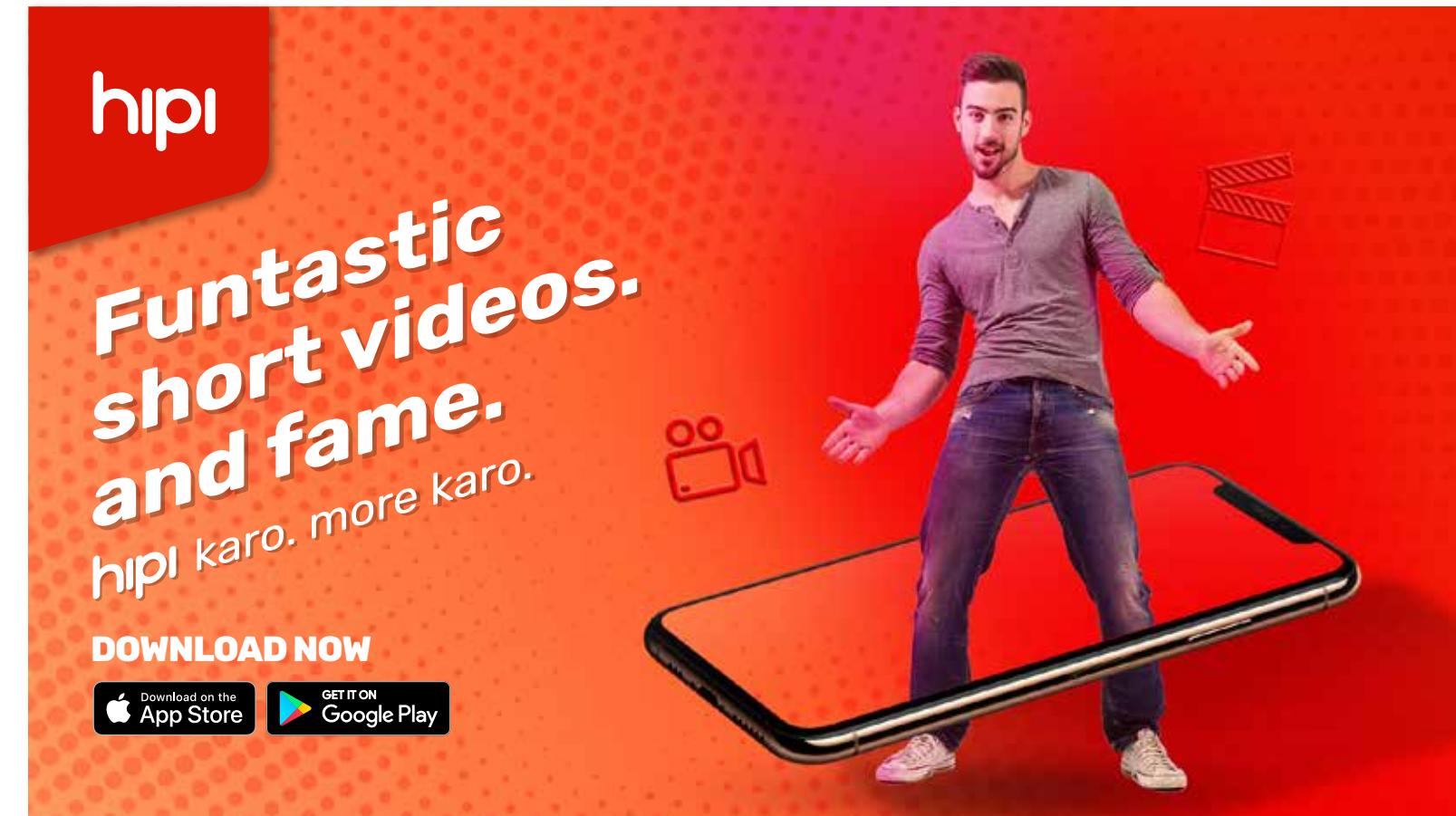
In the horizontal layout the left 1/3rd part of the layout is always used for headlines, sub-heads, logo and call to action. The key visual always comes on the remaining right hand side of the layout.

It's similar in the vertical layout but here we put headlines, sub-heads and logo in the top 1/3rd, Key visual is in the center and call to action and other information is always in the bottom.



Examples

Here are some examples of the layouts. We try to use a mobile device in all the key visuals to convey the message that the excitement coming out of the mobile device directly to you.

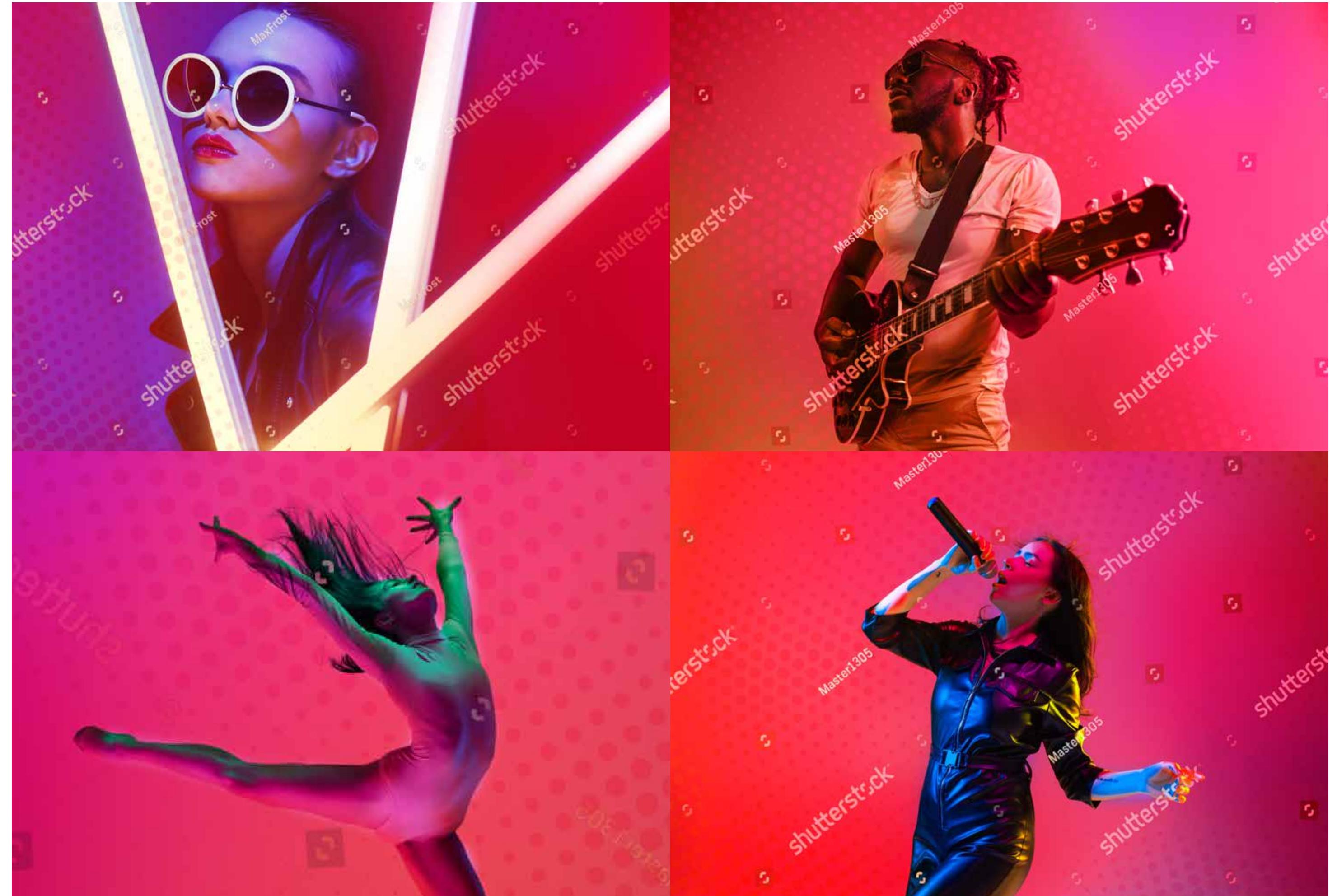


Photography & Video

Visual reference

Energetic and Enthusiastic.

We aspire to inspire the young audience and our photography and videography do that. We always try to promote happiness and attempt to bring out energy and liveliness through our visuals. To achieve that, we try to capture, select or create our visuals in neon lighting with purple, pink and blue tones.



Things to avoid

Don't enter this zone.

We avoid using visuals that are related to work, have no energy, are shot in natural light and are black and white.



Illustrations

Illustration reference

Simply beautiful.

The illustration style we use in our creatives is simple yet energetic. Simple shapes, clean lines, flat colours and heightened reality gives our illustration a contemporary feel and makes it easy to understand at a glance.



Things to avoid

A strict no.

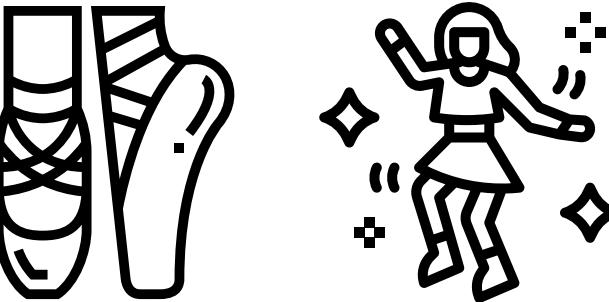
We should avoid using complicated, realistic, old school, comic, low poly, etc styles. This will keep identity simple and refreshing.



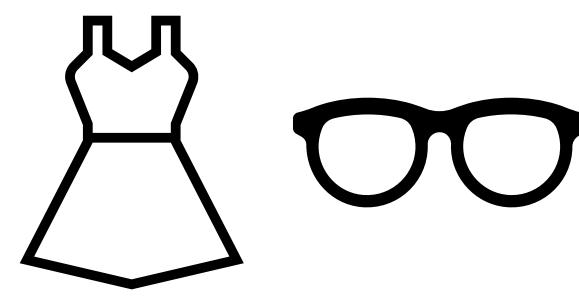
Icons

Icons

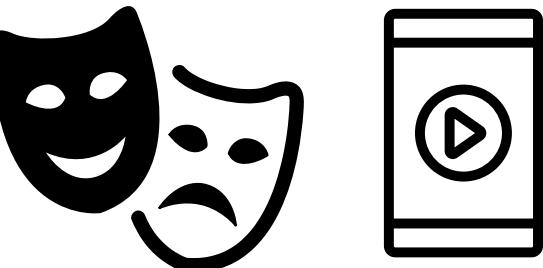
We use various icons in our creatives to strengthen the communication. Here are few examples. You can create new icons in a similar style as per the requirement.



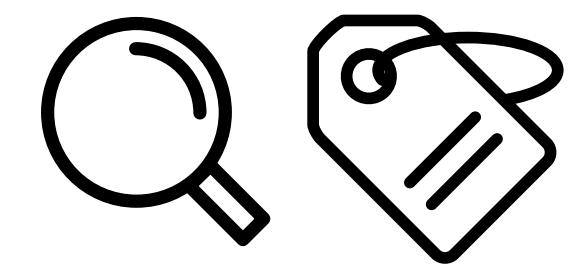
Dance



Fashion



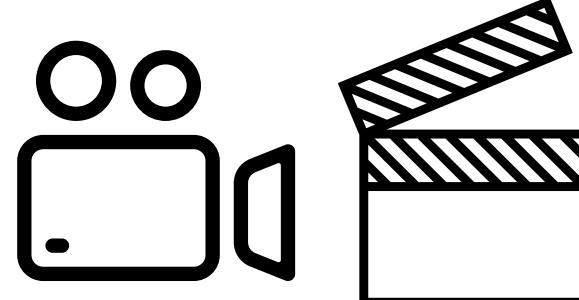
Entertainment



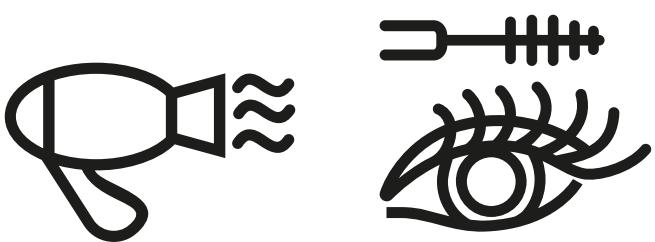
Shopable



Singing



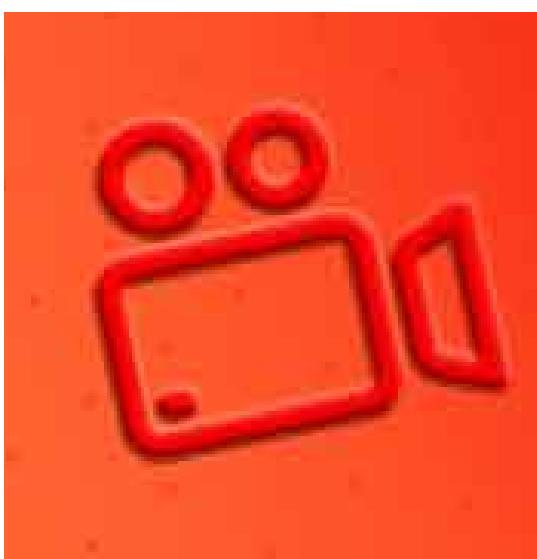
Acting



Beauty

Emboss effect

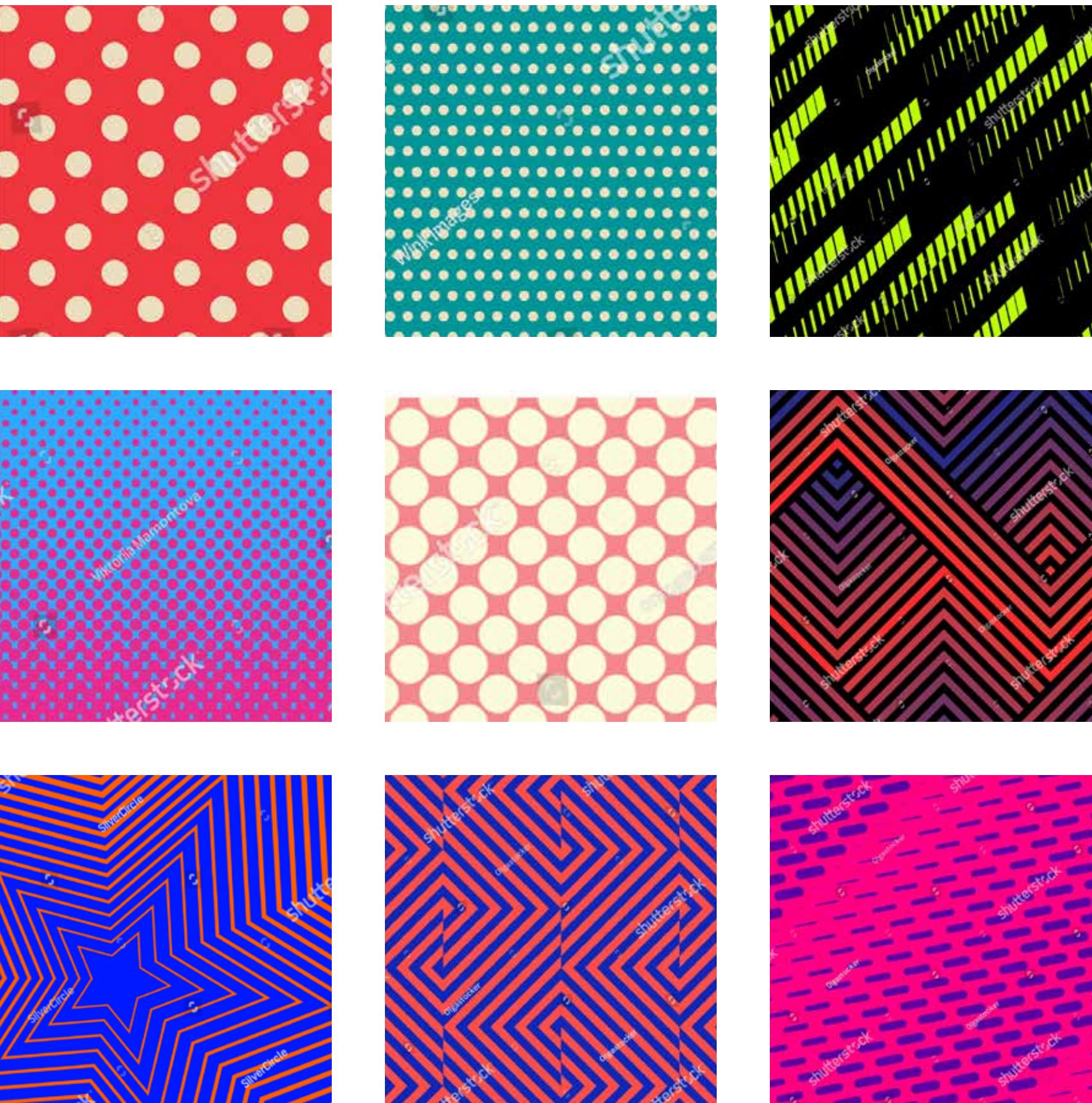
Icons need to have the emboss effect as shown to use in the final creative. You can achieve this effect by simply using the bevel and emboss effect tool. And please make sure to match the icon color to the background.



Background Patterns

Patterns for background

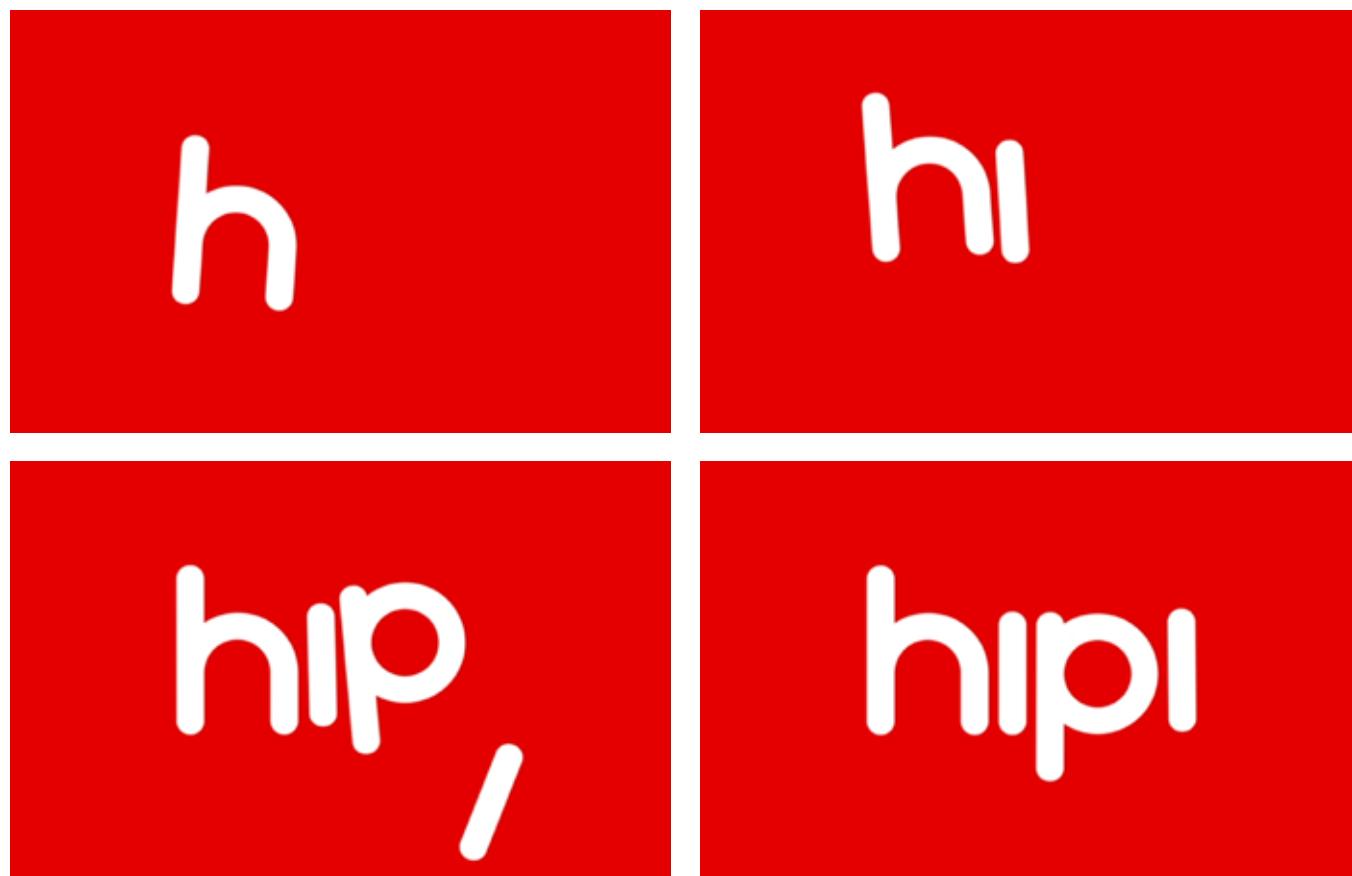
We use variety of patterns to enhance the background of the creative artwork. Here are few samples you can use it to improve the background.



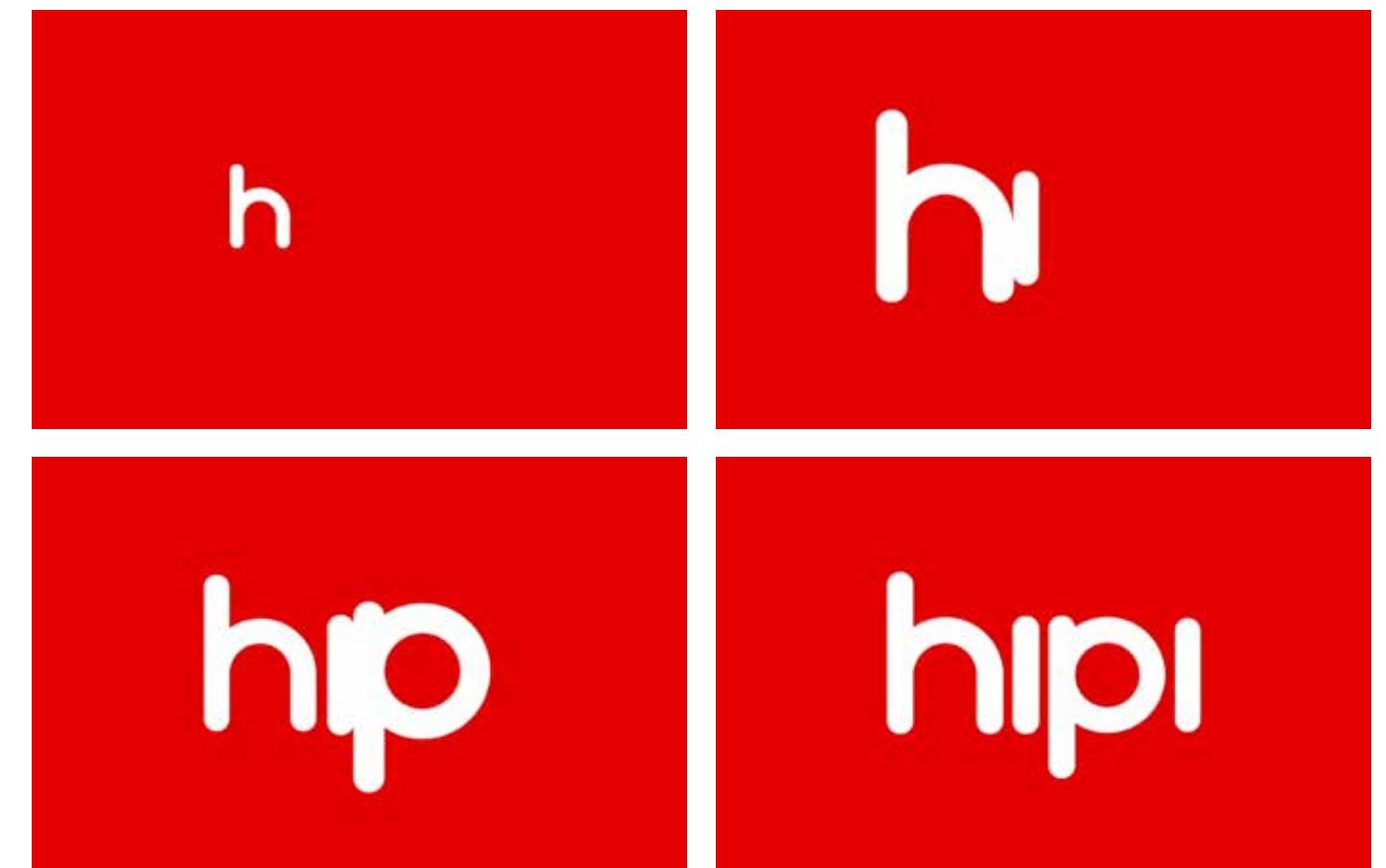
Motion

Logo/typography motion

Whenever we use motion, we keep it simple.
Following are two examples for the logo and
typography motion.



Watch on youtube



Watch on youtube

Transition

This is an example for the video transition.
It uses h from the logo and colors from our
brand palette.



Watch on youtube

Lingo & Verbifying

Lingo & Verbifying

Lorem ipsum dolor sit amet,

consectetuer adipiscing elit, sed
diam nonummy nibh euismod
tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim
ad minim veniam, quis nostrud
exerci tation ullamcorper suscipit

Video Uploaded:

hipi up
hIPUP
hipload (hipi + upload)

Like:

Hurray
Yippie
Comment:
Boli
hipress (hipi + express)
Express

hipi Universe:

hipihoppers
hipi club
hippies
hipi ke deewane
hipi company
hipi gang

Verbifying hipi

hipish
hipied
hiping
hipfy

Fan following:

hipi Janta
hipi buffs
hipporter (hipi + supporter)

hi|pi