

BRAND NAVIGATION



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SPACE HIPPO BRAND GUIDE

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*We live in a world where man has walked on the moon. It wasn't a miracle; **we just decided to go.***

– Captain Jim Lovell



We're an exploration agency.

We elevate digital experiences
to new heights.

We aim to continually explore
new and exciting technology.

We're powered by a desire to
leave nothing unimagined or
unexplored.

We build out-of-this world
experiences to boost
interstellar brands.

We are ready for launch.



FLIGHT PATH

WHAT WE DO AND WHO WE WORK WITH

OPERATIONS

We design and build mobile apps, websites, cloud systems, video platforms and digital marketing campaigns for awesome, emerging consumer brands.

We are experts in:

- Customer Relationship Management
- Large-scale Cloud Architecture
- Real-time and large-scale publishing
- Software and Hardware Engineering
- Installation Advertising
- Content and Video Distribution
- Multi-screen Digital Experiences
- Multimedia and Learning Engagement
- Video Storage and Distribution

ACQUISITION

We target many different business segments for "acquisition," though our specialties lie in working with the following:

- **Advertising/Branding Agencies** that need augmentation or consulting for part of a visual campaign, product or technology engagement.
- **IT/Technology Agencies** that need assistance with consumer research, user experience, video processing or consulting on new technologies.
- **Up-and-coming Brands** with a high-energy and loyal, growing fan-base that needs beautiful, advanced mobile apps, expanded digital presence and increased customer engagement.
- **Entrepreneurs and Growing Tech Companies** that need to standardize their digital identity, enhance their brands look and improve their consumer's overall joy.

THE PLAN

OUR MISSION STATEMENT AND VALUES

Our mission is to make deeper emotional connections with consumers, enhancing both brand loyalty and awareness.

Our goal is to build beautiful, rich, media-intensive experiences that improve the lives of people, collaborate with brands to build new products and marketing experiences, leverage bleeding-edge technology and obsess over the user experience.

To accomplish our mission and goals, we're set out our four mission directives.

OUR MISSION DIRECTIVES:

We elevate digital experiences to dizzying new heights.

For over 20 years, our experts have been planning and engineering successful launches for businesses from small-to-large. Our custom approach to mission planning, along with careful and consistent delivery, will lift your digital presence into the stratosphere.

We're powered by a desire to leave nothing unimagined or unexplored.

New technology is an essential part of any agency dedicated to exploration. We continually review (and recommend) new, emerging technologies that help solve unique mission challenges. Our experiences in a broad range of unique, new methodologies and tools can also add extra velocity (Δv) to projects already in-flight.

We aim to continually explore new and exciting technology.

The universe of Open Source Software is vast and wide, and without the right flight plan it's easy to become adrift. Our Hipponauts train year-round with new technologies to keep their flight-readiness status on high alert.

We build out-of-this world experiences to boost interstellar brands.

Complex missions require an expert-level attention to detail and design. We start each mission with a comprehensive mission plan, where the results from each step inform the next. And, as with any large, complicated mission, we have contingency plans in place for even the most complex flight adjustments.

HIPPOPOTAMUS

H. amphibius - our namesake

BUT... WHY?

Adorable and ferocious, the Hippopotamus has been the inspiration for our organization since before it was founded. Seems like a silly name, but there's a good reason why.

As an experiment, our senior directors had a meeting and asked a simple question: "what's the most outrageous and impossible mission we could accomplish?"

The first answer, of course, was to launch a hippopotamus into space.

That initial dream is still the driving force behind what we do today. If we can solve the second (or even tenth) item on our list, then we're one step closer to making the impossible come true. Until then, we'll tackle one crazy, unimaginable mission after the next.

Our list is always growing; the next impossible mission we undertake could be yours.

FIGURE H1: ANATOMICAL

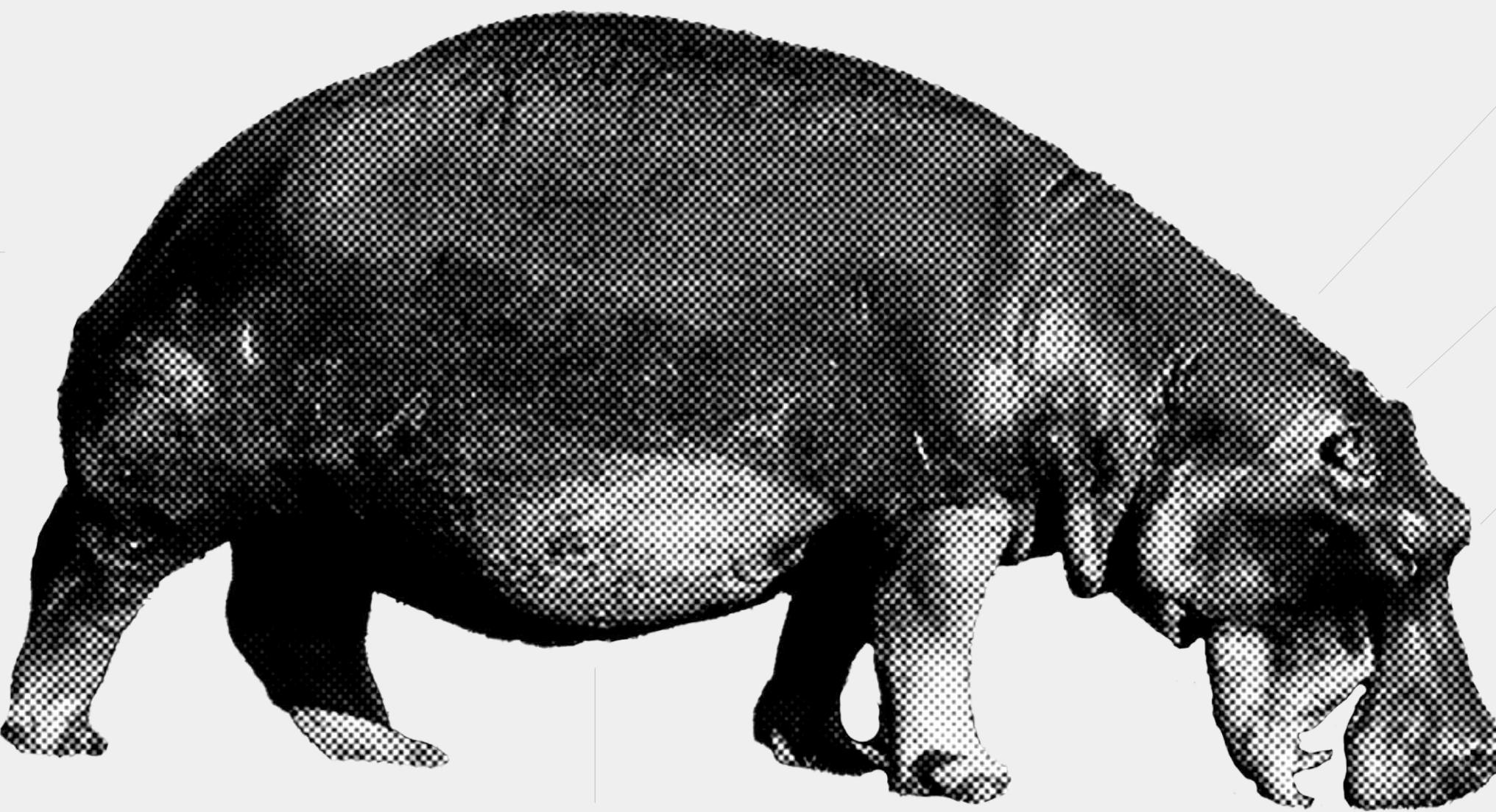


FIGURE H2: DETERMINATION



FIGURE H3: BITE PROFILE

With a force of nearly 13,000 kPa of bite force and a jaw that extends nearly 180°, it's seemingly purpose-built for planetary excavation and collection.



Cute but fierce, hippos were once land-dwelling creatures. Because of their tenacity and fearlessness, they were successfully recruited for interstellar missions. They also look super adorable in a space helmet.

LIVERY

OUR VISUAL IDENTITY

LOGO

You could say it's aspirational. Or playful. Even genuine.

We won't say that, but you can.

FIGURE LI: REGULAR LOGO





FIGURE L4: MASCOT

For the first 12 years of Space Hippo, we had lots of changes. Even though our mission, our launch plan and livery have changed a lot over the years, our mascot, Ollie has been with us every step of the way. While he's not an official part of our visual brand or an actual General, he does occasionally drop in our work.



FIGURE L2: LIGHTWEIGHT LOGO

You can also drop the tagline (and the copyright sign) when the logo gets really small, or it just feels right.

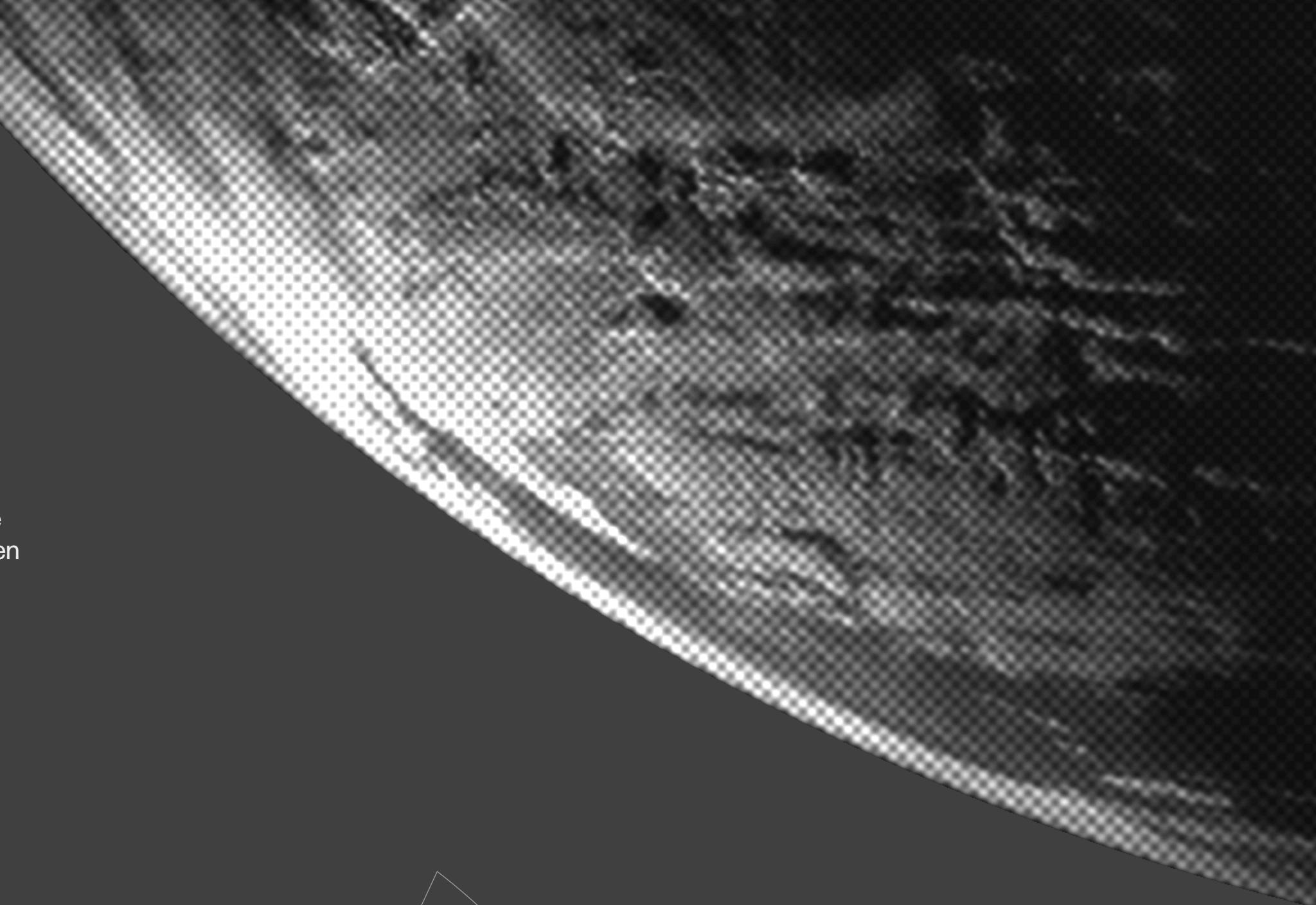


FIGURE L3: SPACING

The logo should have at least the width of two "S" characters between it and literally anything else.



AN EXPLORATION AGENCY



TYPOGRAPHY

Our color schemes have been carefully selected not only to show off our fun side, but to be readable and accessible to all. Both Protanopia- and Deuteranopia-type color blind persons should see our colors as a gradient, which we hope makes them more identifiable. For that reason, we decline to use any other color (besides shades of gray) in our design.

TYPEFACES

Runda Black

Forma DJR Micro

Forma DJR Text

Verveine

Anonymous Pro

VT323

Helvetica, Arial, Ununtu

Available from Adobe Fonts
(Subscription Required)

Available from Google
(free)

When other fonts
aren't available

H1 - Runda Black:

**SPACE HIPPO
MAKES
IT GO.**

Tracking: -10

Leading: 80% default

H2 - Forma DJR Micro:

We are explorers and engineers with a proven record launching large, complex systems to the cloud.

Tracking: 90%

Body Copy

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 lobortis nisl ut aliquip

Typography classes

EDITOR'S NOTE: *tellus ac cursus commodo, tortor mauris*

Subhead: *dolor sit ornare sem lacinia quam venenatis.*

CALLOUT: *viva non commodo luctus, nisi erat porttitor*

Display Text: *duis est cornelia lorem ipsum dolor sit amet*

Footnote: *volutpat semper tellus, at fringilla urna ultrices.*

Forma DJR Text
28pt, Regular

Bold Italic (Tethys)
Bold
Extra Bold
Light
Light Italic

Heading Colors

Mercurius

h2. Heading 2

h3. Heading 3

h4. Heading 4

h5. Heading 5

h6. Heading 6

H1. HEADING 1

h2. Heading 2

h3. Heading 3

h4. Heading 4

h5. Heading 5

h6. Heading 6

Lead body copy/callout

Portland ullamco kale chips dreamcatcher lomo, cillum craft beer ea messenger bag non tumblr umami. Eu meh ethnic, et you probably haven't heard of them adipiscing tumblr cray deserunt post-ironic banksy. Aliqua 3 wolf moon dolor PBR.

T+:00:001.134

F1: SUPER TECHNICAL CALLOUTS

Runda Black (all caps)

Forma DJR Micro Light

Forma DJR Micro Medium

Forma DJR Micro Regular

Forma DJR Micro Italic

Forma DJR Micro Bold

Forma DJR Micro Medium Italic

Forma DJR Text Medium

VT323

Verveine

Code

```
package spacehippo

import (
    "fmt"
    "gospacehippo.com/blastoff/rocket"
    "gospacehippo.com/blastoff/mission"
)

func main(mission string) error {
    await mission.Control.Countdown()
    s1, s2, s3 := rocket.Stages(3)
    await err := s1.Fire().Burnout()
    if err != nil {
        return ErrAbort
    }

    await err = s2.Fire().Burnout()
    if err != nil {
        return ErrAbort
    }

    await err = s3.Fire().Burnout()
    if err != nil {
        return ErrAbort
    }

    return nil
}
```

Anonymous Pro

COLORS

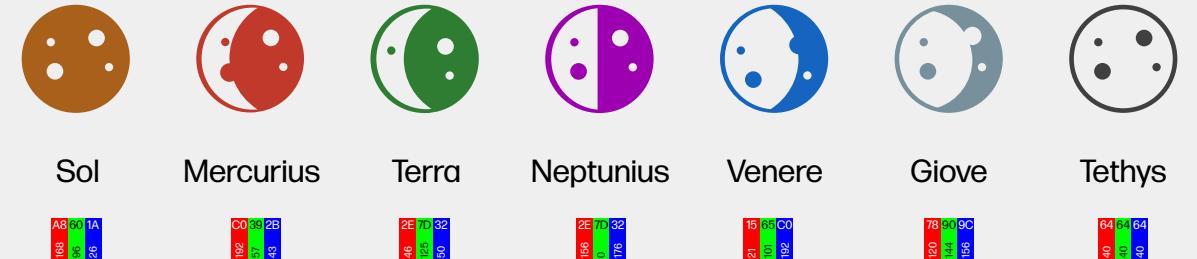
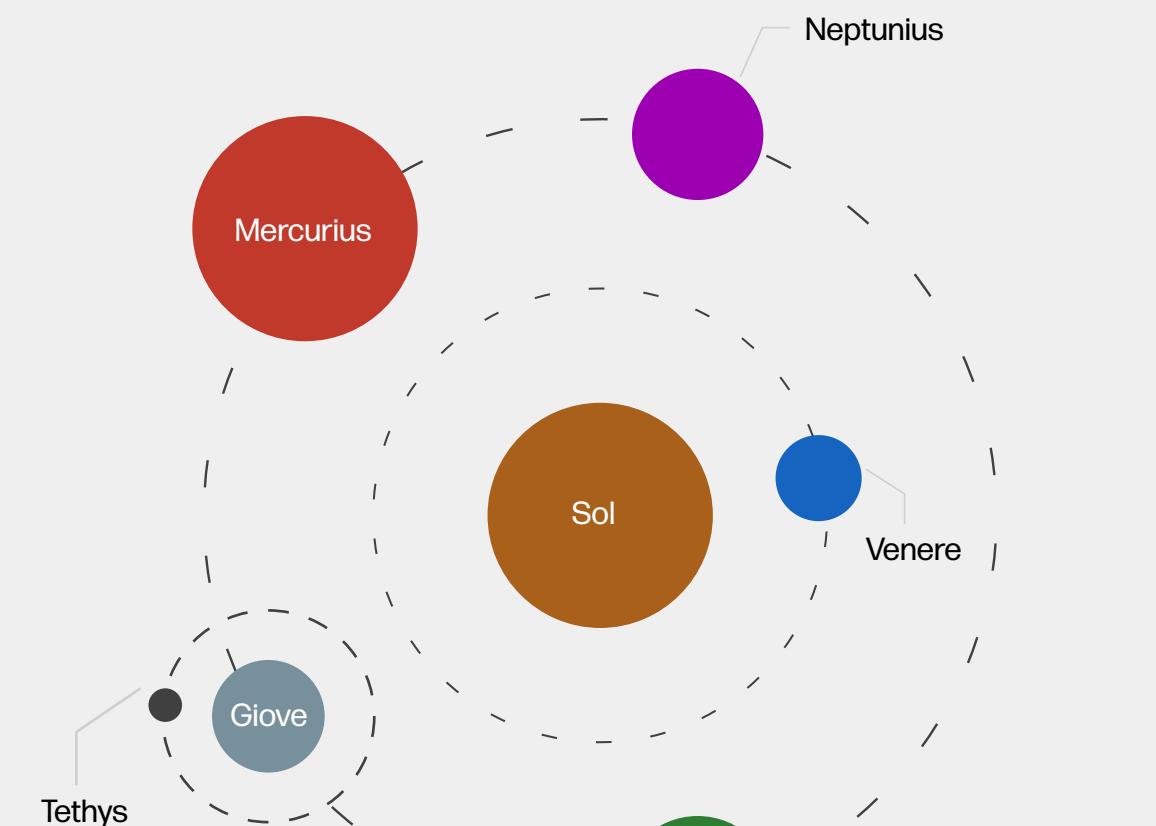
Our color schemes have been carefully selected not only to show off our fun side, but to be readable and accessible to all. Both Protanopia- and Deutanopia-type color blind persons should see our colors as a gradient, which we hope makes them more identifiable. For that reason, we decline to use any other color (besides shades of gray) in our design.

Of course, beautiful photos of the cosmos are excluded from this rule.

LIGHT

Our Light color scheme is designed with distinct colors, each tuned to be easily readable. Colors are slightly muted to reduce eye strain.

The palette is based on the Google Material Design Language.



LOGO COLOR

Our logo comes in two colors: black and white. Hippopotamuses are stubborn creatures and see the world in black and white, so we try to be respectful. Please don't get cute; we're really, really serious about this rule.



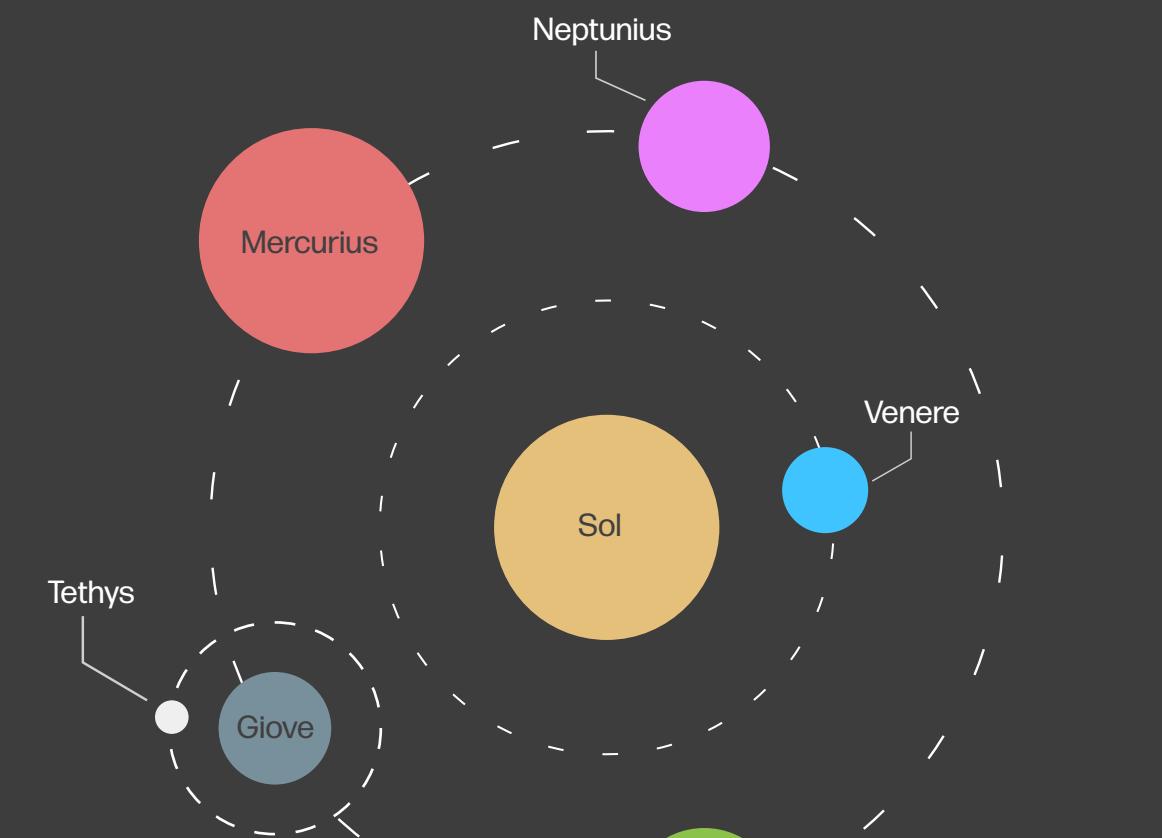
Big eyes and ears at the top of their heads make hippos some of the most fearsome predators and alert space cadets. However, they can't see colors, which is why our palette is contrast-heavy and color-blind friendly.



DARK

Our Dark color scheme was also designed with unique accent colors, tuned to be more readable on a dark screen. Color saturation is increased, and each color is lightened and hue tweaked to improve contrast.

This palette is also based on the Google Material Design Language.

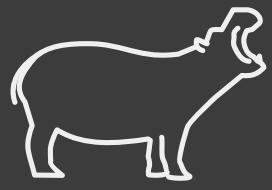


INDICATORS

We encourage the use of expressive and meaningful imagery as more expressive and accessible way to communicate.

We provide a few icons for use; we also encourage the use of Font Awesome v6 Thin library of icons.

Oh, and while we still hold hope that life in other solar systems does exist, until they give us a call, we refrain from alien imagery.



NEW ICONS

We encourage the use of clever icons! When creating a new icon, consider our following guidelines:

- Line drawings
- Mono-color
- Thin
- New/unique
- Easily Recognizable
- Simple
- A little cute

FIGURE VI: VISUAL INDICATORS



COMPONENTS

THE TOOLBOX

The Space Hippo Brand is meant to be polished and slick. That said, we've established a retro, classic-computer-era look for our design components.

Why? Because it's important to have fun, even in space.

We use a handful of simple elements, a rainbow of colors and a little cleverness to craft all manner of component craft.

BORDERS

The most common element among all our components is the border. It can serve as the outline for a button, a sidebar, a blockquote or an alert window. The dark and light color schemes are suited as opposing border/fill colors.

FIGURE C1: BORDER DEFINITION

The container color and the border color should be of sufficient contrast. This is easily achieved by using the dark/light scheme variant of a color.

The border edges should not meet at the bottom-left sides or the top-right sides.

1m

12m

Border width is 1/12 the height of the container box.

TABLE C1: STYLES

OUTLINE
HIGHLIGHT
INSET
RAISED

TABLE C2: COLORS

BLACK	LIGHT	DARK
	DARK	
VENERE		
NEPTUNIUS		
MERCURIUS		
SOL		
TERRA		

BUTTONS

Buttons are, in fact, not toys. But they should still be fun to press.

We use our vibrant range of colors and our standard border to create a number of button styles: from call-to-action buttons to instrument panels.

Rectangle



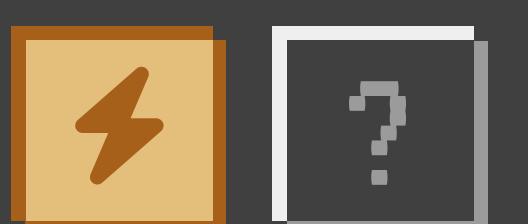
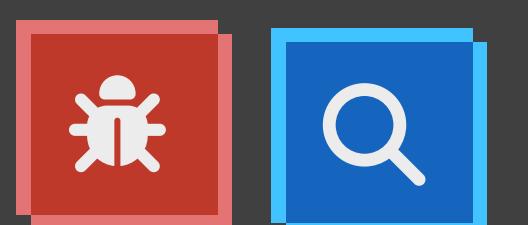
Normal Active



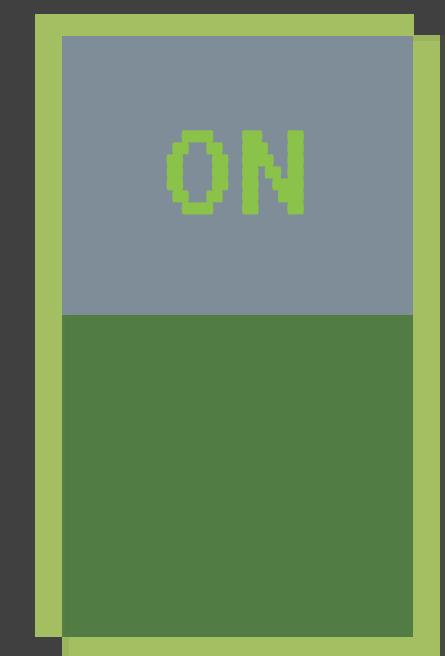
OK

MORE

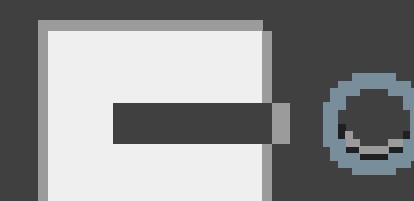
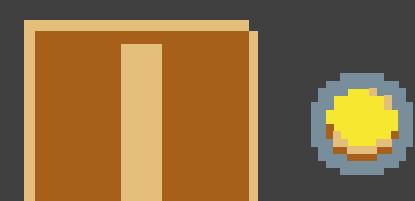
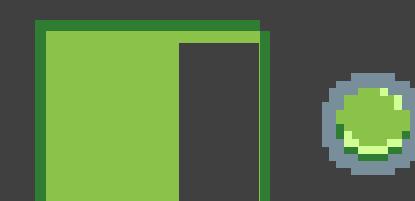
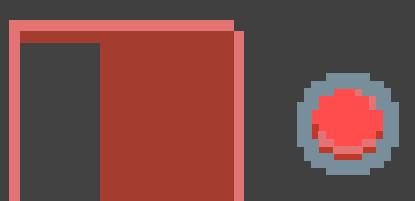
Square



Toggle Switches



Small Toggles



INPUTS

We apply minimal styling to our inputs to ensure compatibility across all browsers and to increase accessibility.

Form Fields

INPUT LABEL

Your Name

FOCUSSED INPUT

Ollie Osmo

DISABLED INPUT

Not Applicable

INVALID INPUT

no@email X

Please enter a valid value.

VALIDATED INPUT

user.name ✓

Good news! This will work.

Textarea

Mission-critical means moving forward, sticking to the launch schedule and working the plan from start to finish: looking upward and thinking forward.

Slider

Progress Bar

50%

COMPLETE

Fieldset

LEGEND

Checkboxes

UNCHECKED

ACCEPTED

CHECKED

REJECTED

ALWAYS CHECKED

DISABLED

Radio Buttons

SELECTED

NOPE

Select Menu

SELECT ▼

SUBMIT

COMPOSITION

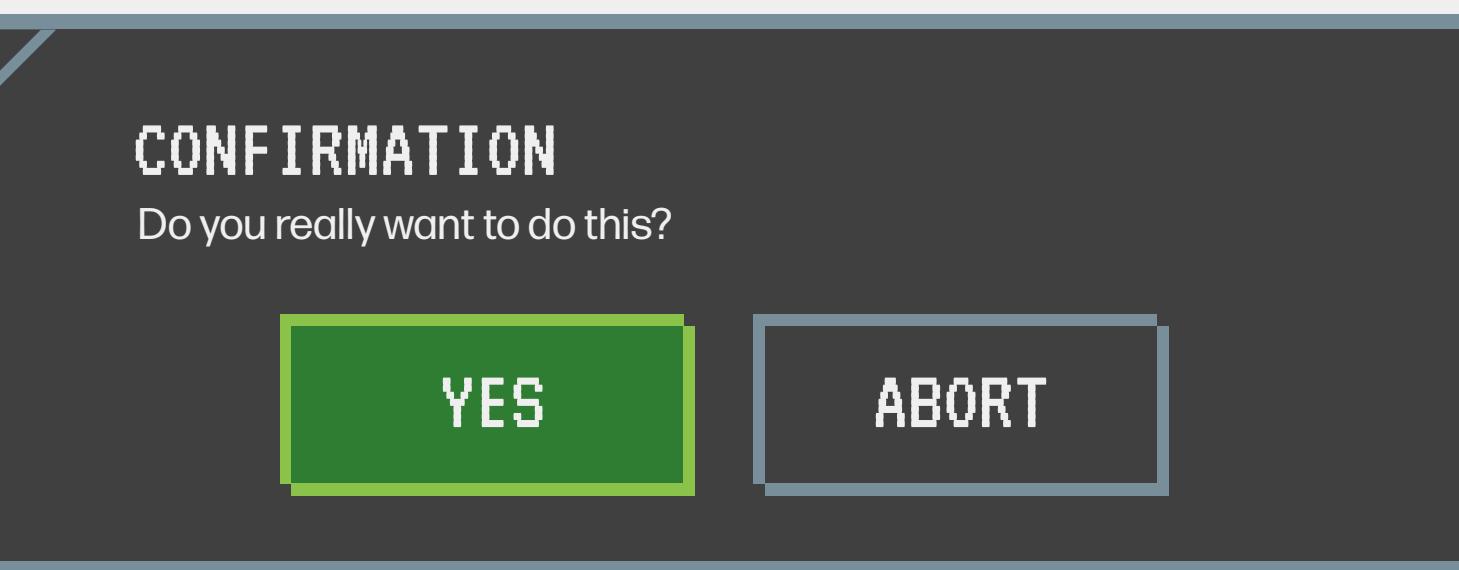
A spaceship isn't a single object; it's a system of interconnected and modular components, each working together for maximum lift.

We use the same philosophy in creating components for our design. We utilize the minimum amount for the optimal impact.

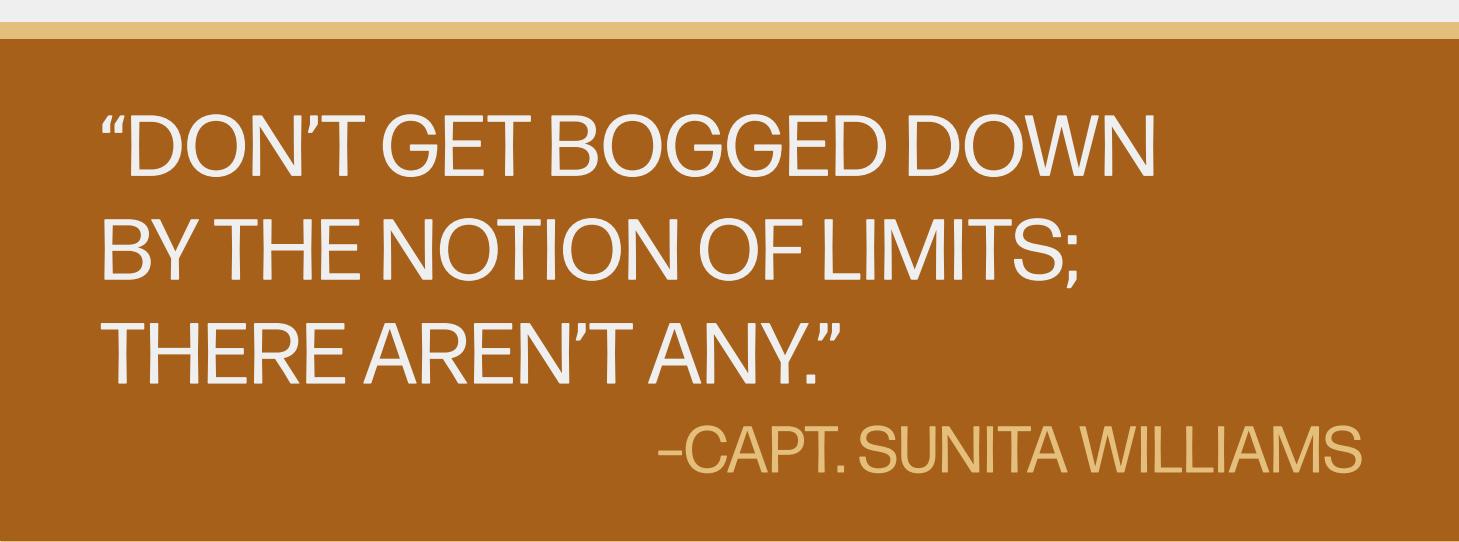
Sidebar



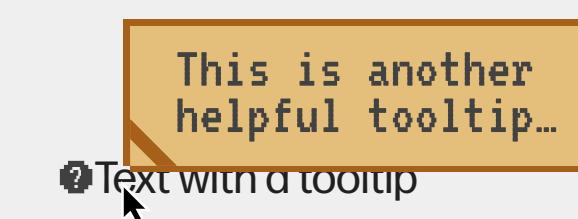
Confirmation Dialog



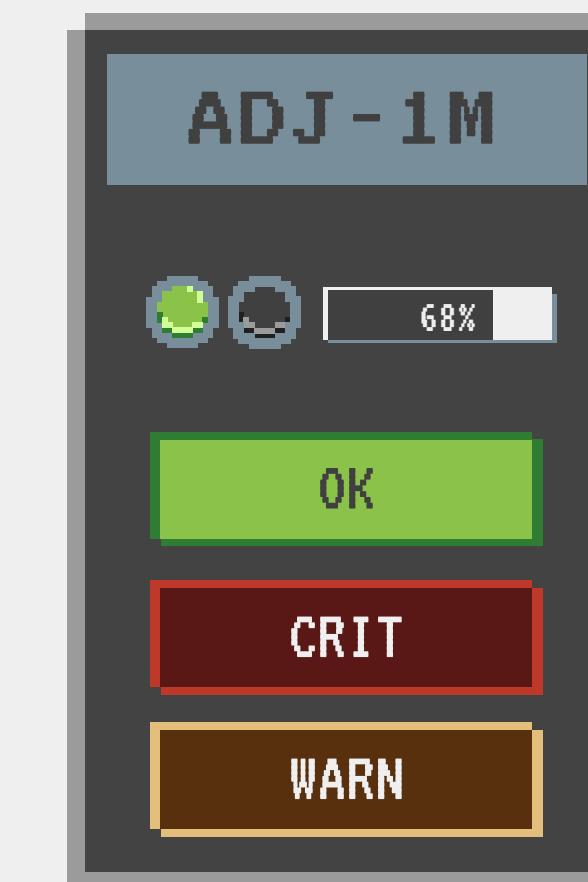
Blockquote



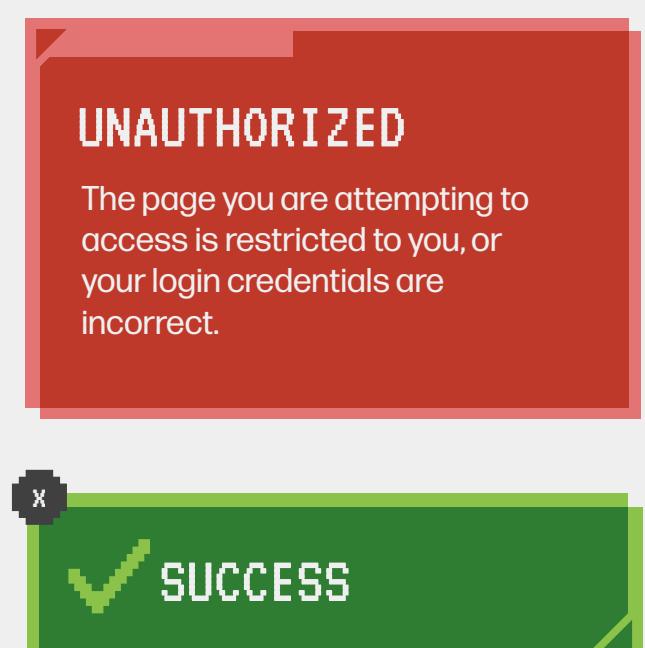
Tooltips



Status Panel



Snackbars



SOCIAL BRANDING

Each social media channel has a different look, but we aim to maintain our brand integrity everywhere.

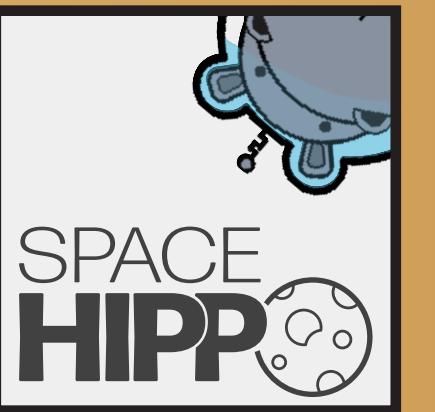
Follow these guidelines to produce collateral for social media channels.

Profile Photos

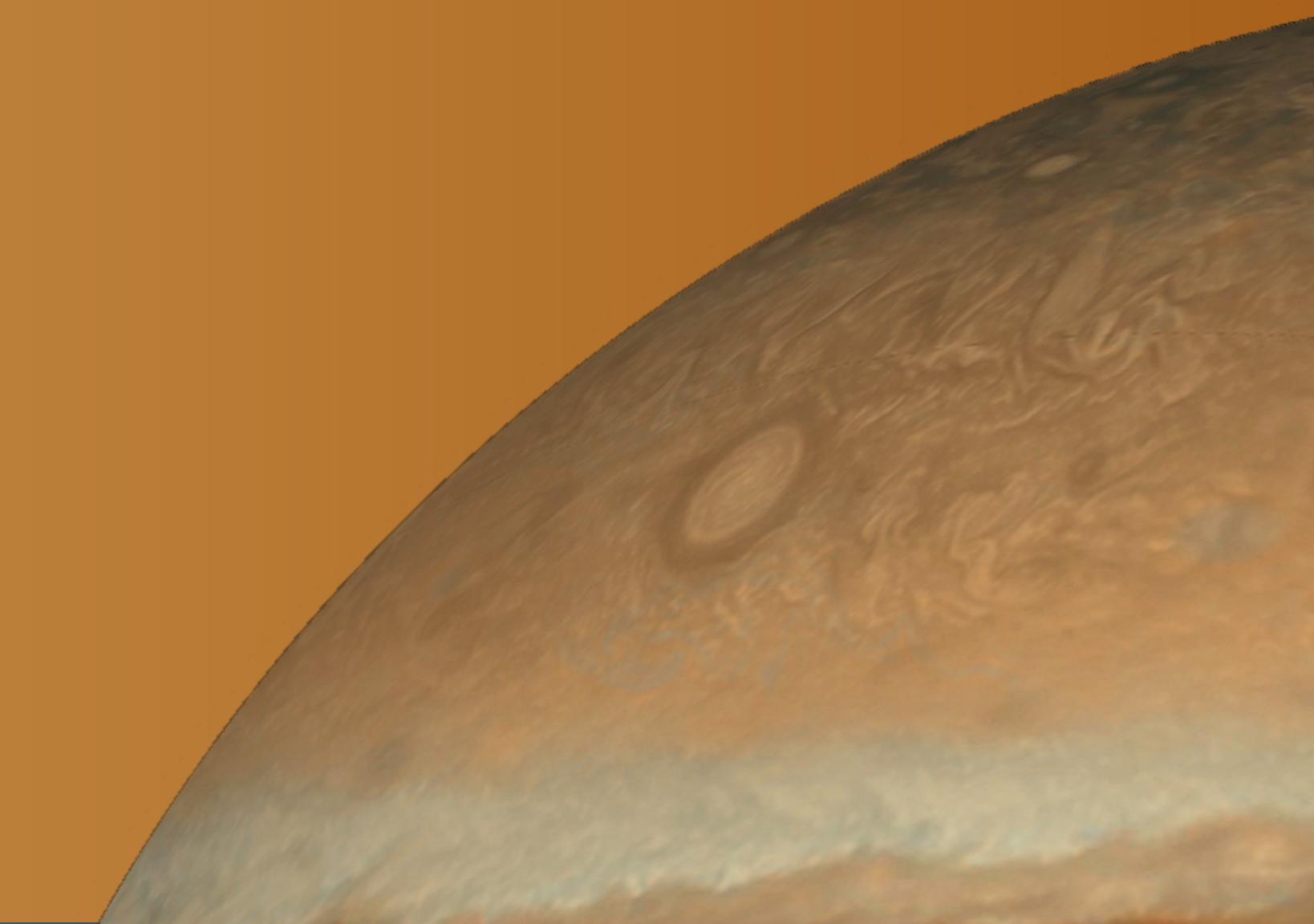
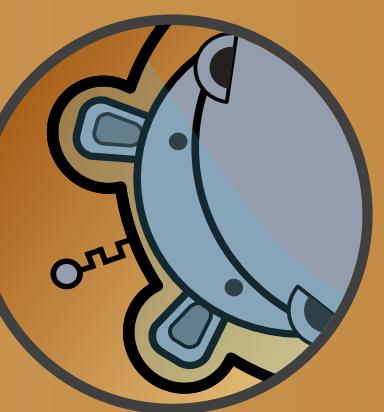
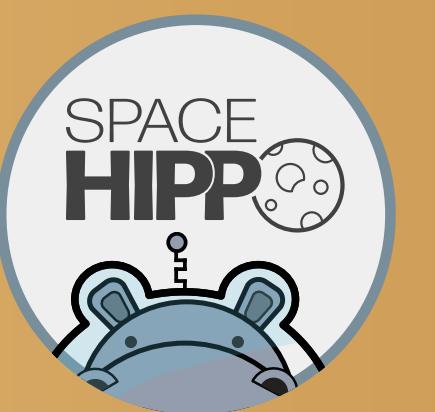
Square Profile



Mugshots



Round Profile



Profile Banners

Branding is important, so our image across all channels should match. Use the following design guides to develop profile banners that are fluid and consistent.



Landscape

Instagram

Facebook/LinkedIn

Twitter

TikTok

1920x1080

1600x900

1200x628

Portrait

TikTok

1080x1920

Instagram/Twitter

1080x1350

Facebook/LinkedIn

1200x628



SPACE
HIPP 

THANKS FOR EXPLORING

**SPACE
HIPPO**

AN EXPLORATION AGENCY

