

BRAND NAVIGATION



# BRAND NAVIGATION

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.

SPACE  
**HIPPO** 

# 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 ( $\Delta v$ ) 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

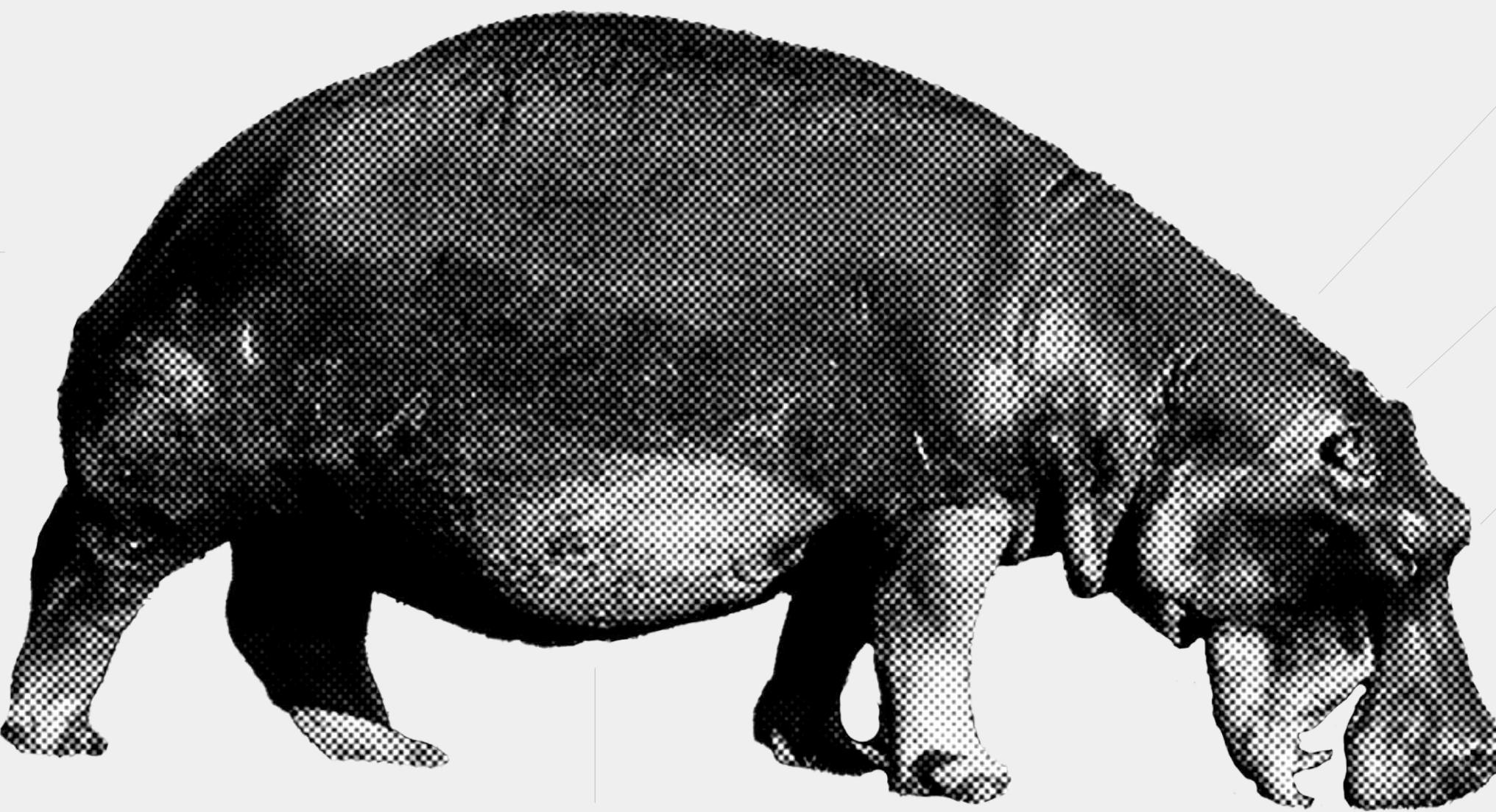


FIGURE H2: DETERMINATION



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.

# OUR VALUES

A STATEMENT ON OUR VALUES

Our values are simple:

**SPACE IS  
FOR ALL.**

NO SMALL MINDS; WE ONLY THINK BIG.

## INCLUSION STATEMENT

### We believe in doing good work while being good.

We are committed to inclusion, both in our work force and in our client base. We affirm that we never take into regard any of the following when choosing crew members or potential mission partners:

- AGE
- ANCESTRY
- CITIZENSHIP STATUS
- COLOR
- DISABILITY
- FAMILIAL STATUS
- GENDER
- GENDER EXPRESSION
- GENDER IDENTITY
- GENETIC INFORMATION
- MARITAL STATUS
- MEDICAL CONDITION
- NATIONAL ORIGIN
- PREGNANCY
- RACE
- RELIGION
- RESIDENCE STATUS
- SEX
- SEXUAL ORIENTATION
- VETERAN STATUS

## OUR RATIONALE

### We work best with those who work well with others.

We believe that freedom of speech is core to a healthy democracy. We also believe that discrimination is abhorrent and a direct threat to both those principles.

The US Supreme Court's decision in 303 Creative v. Elenis, U.S. (2023) has effectively legalized discrimination, and is another signal of the court's indifference and intolerance.

If 303 Creative is allowed to deny clients based on their convictions, then so are we. We refuse to work with anyone who denies the rights or diminishes the validity of any human being.

We will protect the rights of our employees and we will actively deny any work from clients that could do us, our crew or humanity harm.

**OPEN SKIES  
OPEN MINDS  
OPEN HEARTS  
OPEN SOURCE**

## WE ARE OPEN

We practice a few principals in our work, what we call our OPENs (don't worry, it's not an acronym for anything)

Each of our OPENs is a reminder of how we want to treat our crew, clients and partners, how we think about our work and how we practice our values—not only in the workplace, but on real-life missions in real life.

### SKIES

One of our Mission Directives says it clearly: we elevate digital experiences to dizzying new heights. It's our goal to always be looking up and beyond what we can see today. We anticipate trends, then capitalize on them. Our eagerness to go higher and farther comes from our desire to do the hard things and make our goals both sustainable, repeatable and record breaking.

### MINDS

Engineers and explorers share a desire to imagine what doesn't exist and strive to find the answers to it. A sense of wonder, curiosity, and an ability to navigate uncharted space are characteristics of the most successful of both. We keep our minds fresh and sharp, constantly using new technology, sometimes even rediscovering our favorite, lost finds all over again.

### HEARTS

A rocketship will only get you so far; you need an entire crew to truly explore. We believe that the ideas we've never thought of come from the people who've never thought like ourselves. We believe that a person's value is in their actions and words, and we find endless value in those who share our enthusiasm for openness and acceptance. If you love, then we love you.

### SOURCE

Free and Open Source Software (FOSS) is like space: it's everywhere, but you can't really see it. Even still, FOSS is the digital glue that holds our society together. It's a key part of our company's mission and our values. At every opportunity, we make it our goal to provide the code we produce, freely, to the world. We're a small speck in the galactic scheme, but we intend to burn our star bright.

# LIVERY

OUR VISUAL IDENTITY

## LOGO

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

We won't say that, but you can.

FIGURE L1: REGULAR LOGO



FIGURE L2: LIGHTWEIGHT LOGO



**FIGURE L3: WHITE LOGO**

The moon's craters are hollow when black, and solid when white.



**FIGURE L3: SPACING**

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



**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.

# 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 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.

## 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

Leading: 80% default

Tracking: -10

H1 - Runda Black:

SPACE HIPPO  
MAKES  
IT GO.

H2 - Forma DJR Micro:

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

## 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.

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.

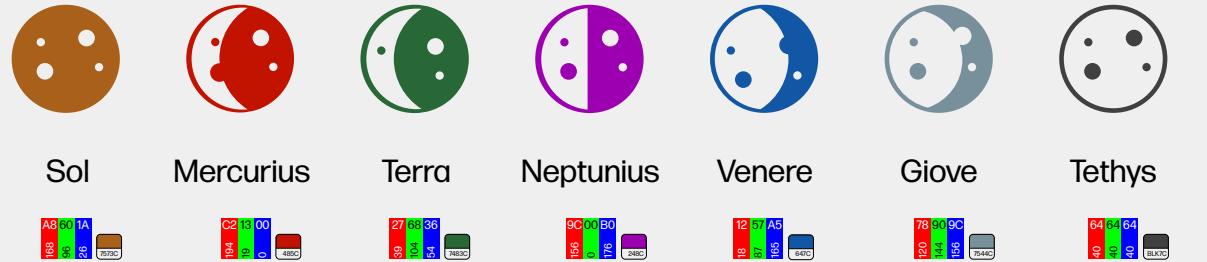
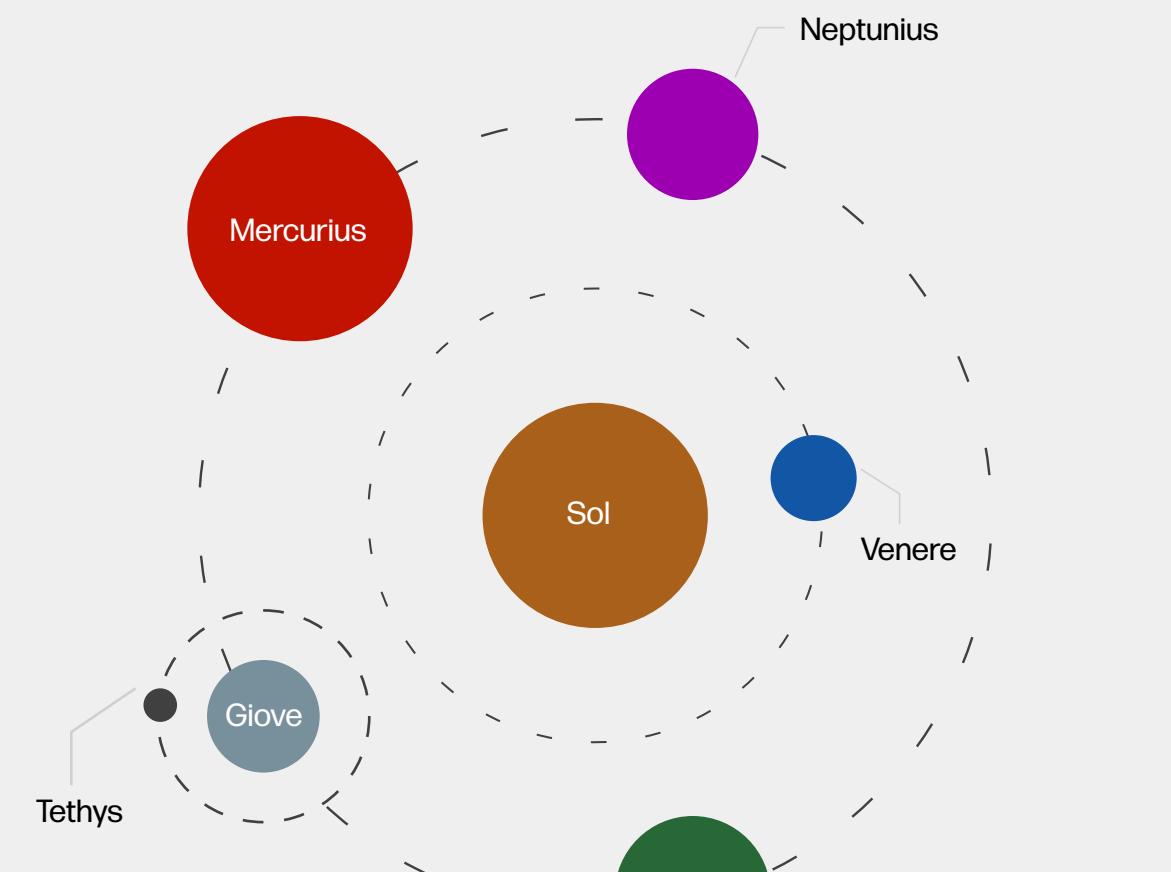
Of course, beautiful photos of the cosmos are excluded from this rule.

Dark and light colors can be combined for large text and UI elements, but for text smaller please consider using Tethys Dark or Light as a contrast color.

## LIGHT

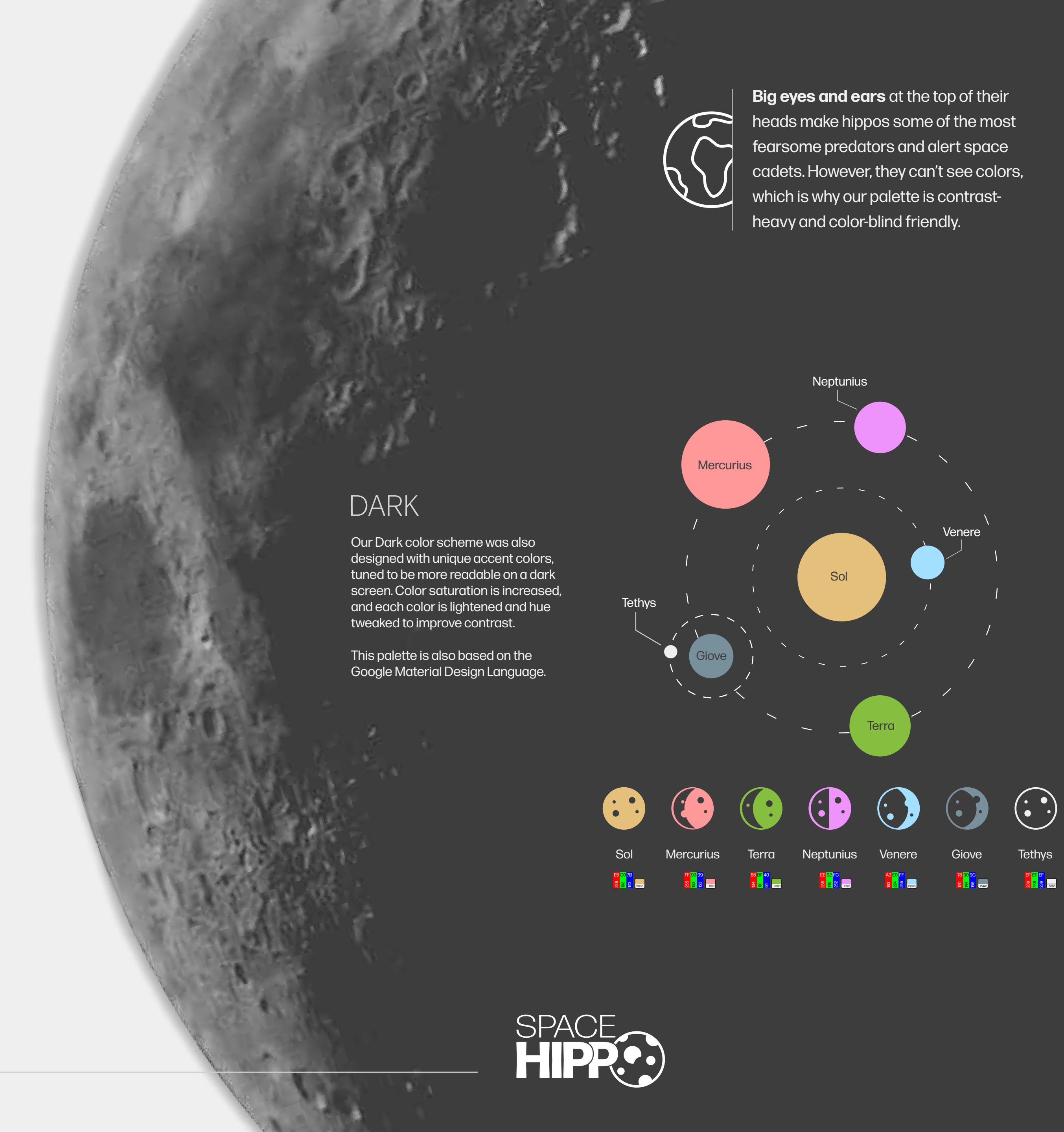
Our Light color scheme is designed with distinct colors, each tuned to be easily readable. Colors are slightly muted to reduce eye strain.

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.

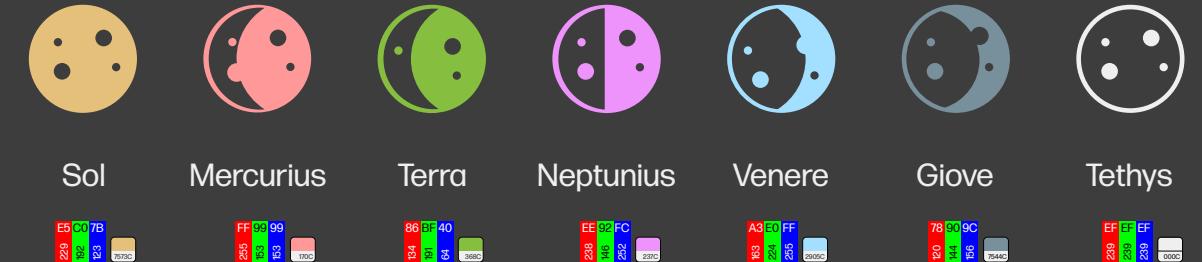
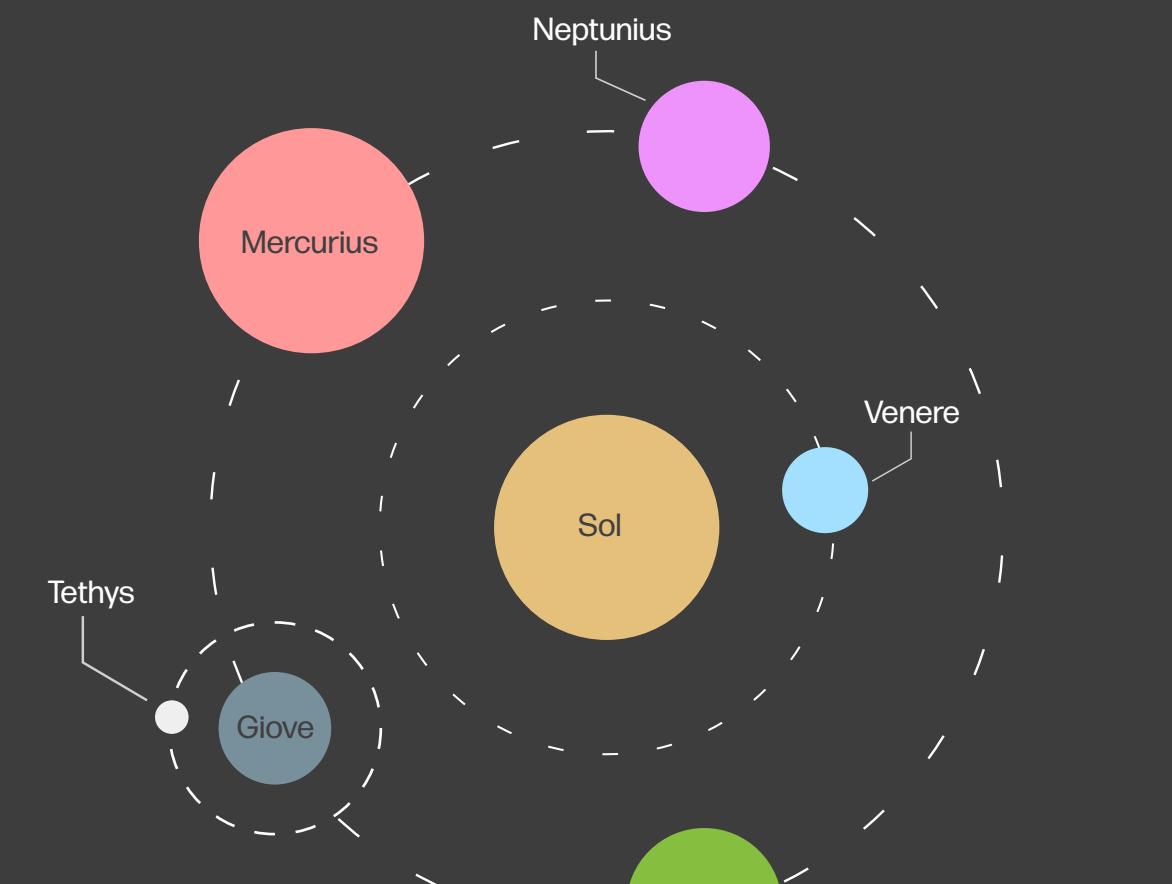


**Big eyes and ears** at the top of their heads make hippos some of the most fearsome predators and alert space cadets. However, they can't see colors, which is why our palette is contrast-heavy and color-blind friendly.

## 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.

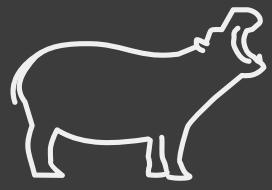


# INDICATORS

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



# DESIGN

## 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

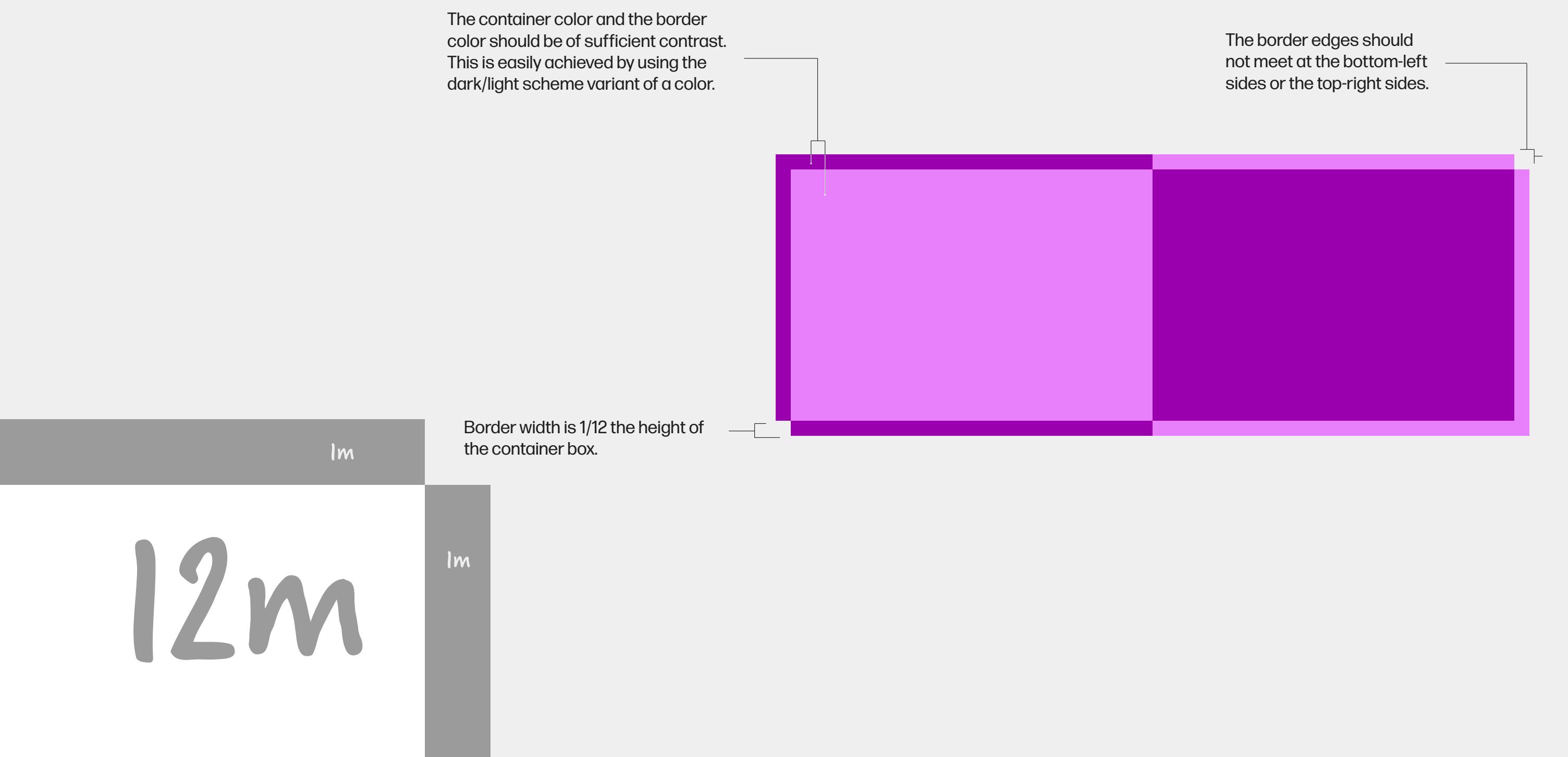


TABLE C1: STYLES



TABLE C2: COLORS

BLACK	LIGHT	DARK
VENERE		
NEPTUNIUS		
MERCURIUS		
SOL		
TERRA		

# BUTTONS

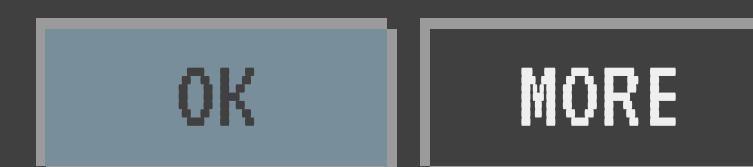
Buttons are, in fact, not toys. But they should still be fun to press.

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.

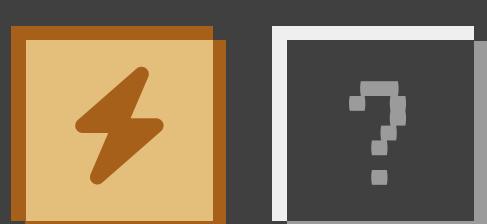
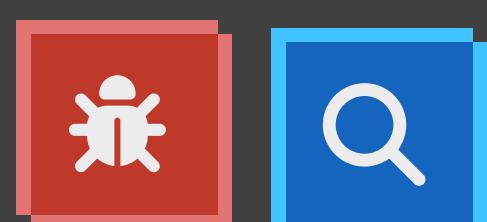
Rectangle



Normal      Active



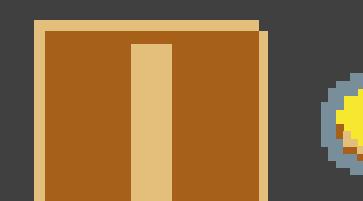
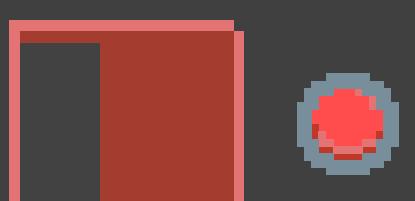
Square



Toggle Switches



Small Toggles



# INPUTS

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

## Form Fields

Your Name

Ollie Osmo

Not Applicable

no@email

*Please enter a valid value.*

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

#### Radio Buttons

#### Select Menu

SELECT

### SUBMIT

# COMPOSITION

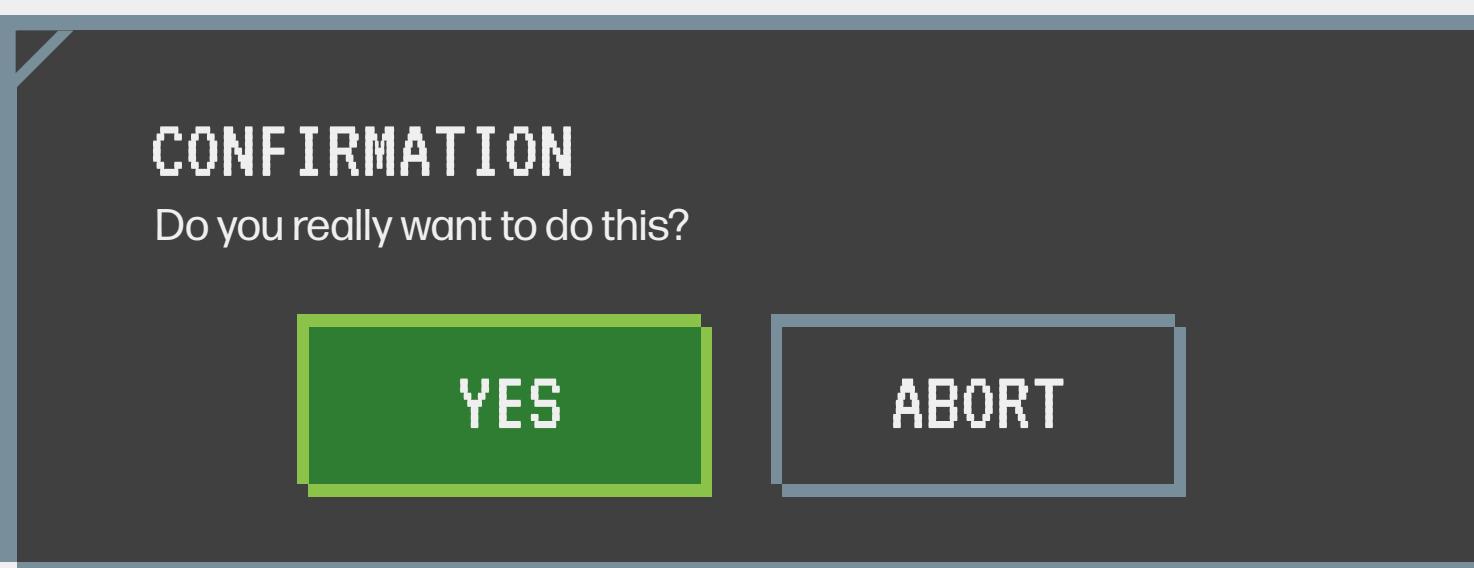
A spaceship isn't a single object; it's a system of interconnected and modular components, each working together for maximum lift.

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

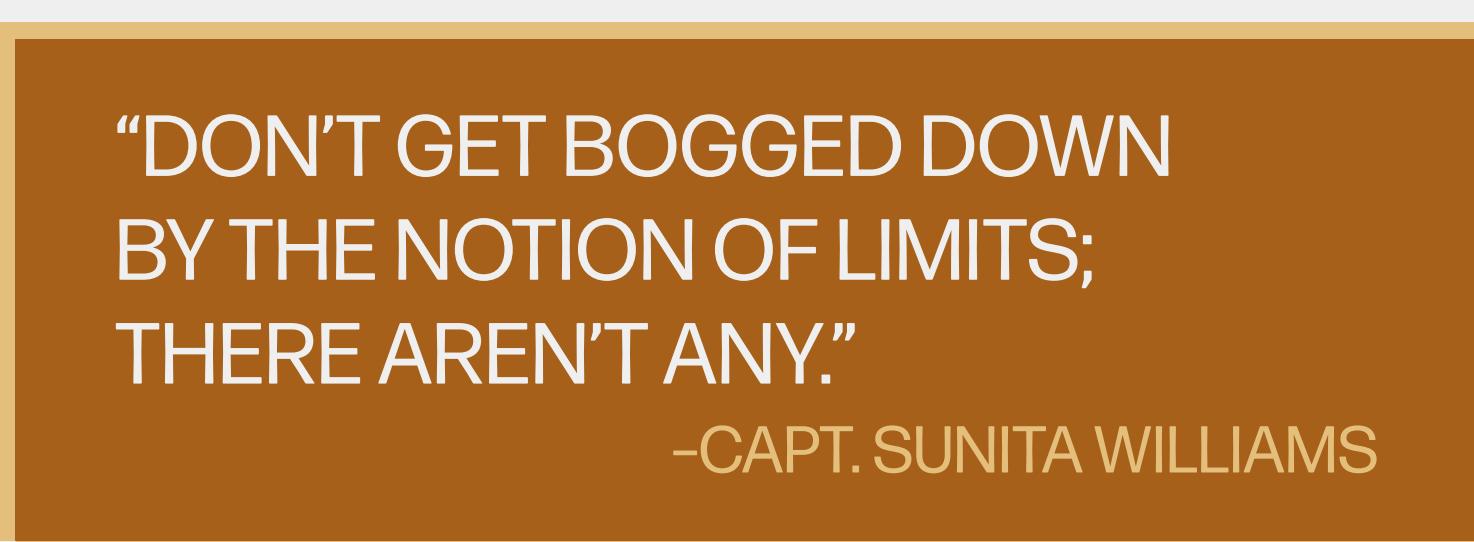
## Sidebar



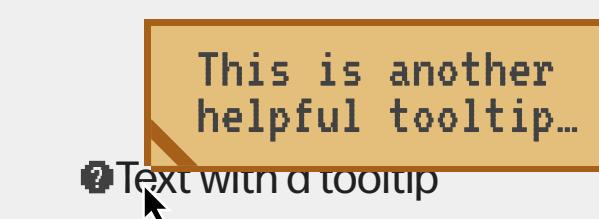
## Confirmation Dialog



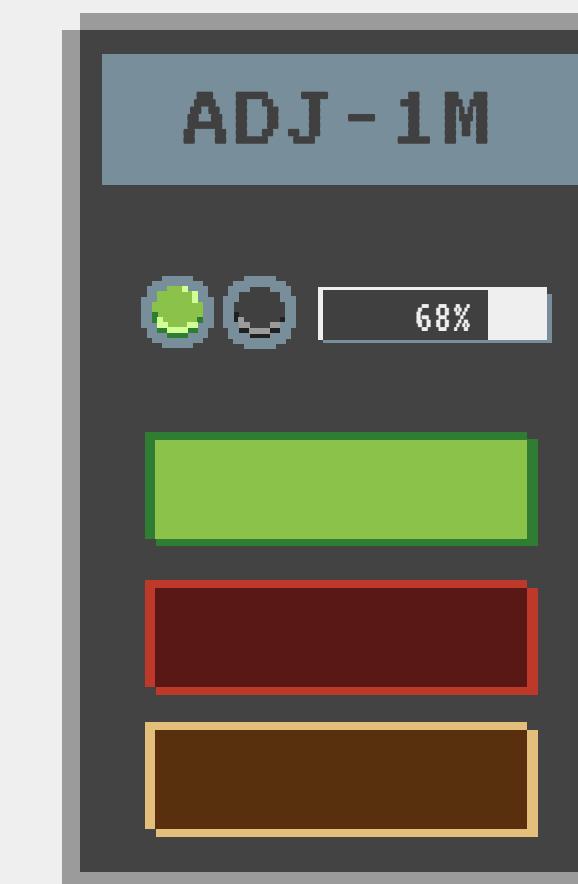
## Blockquote



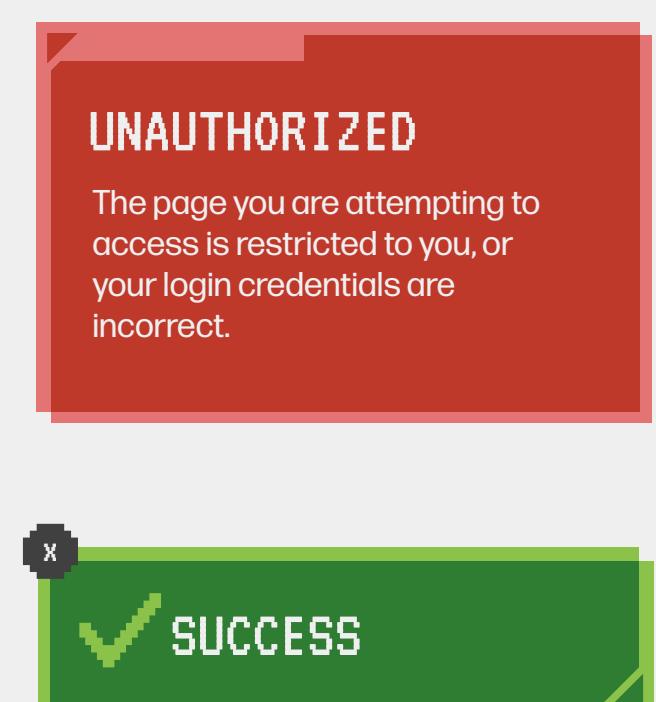
## Tooltips



## 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

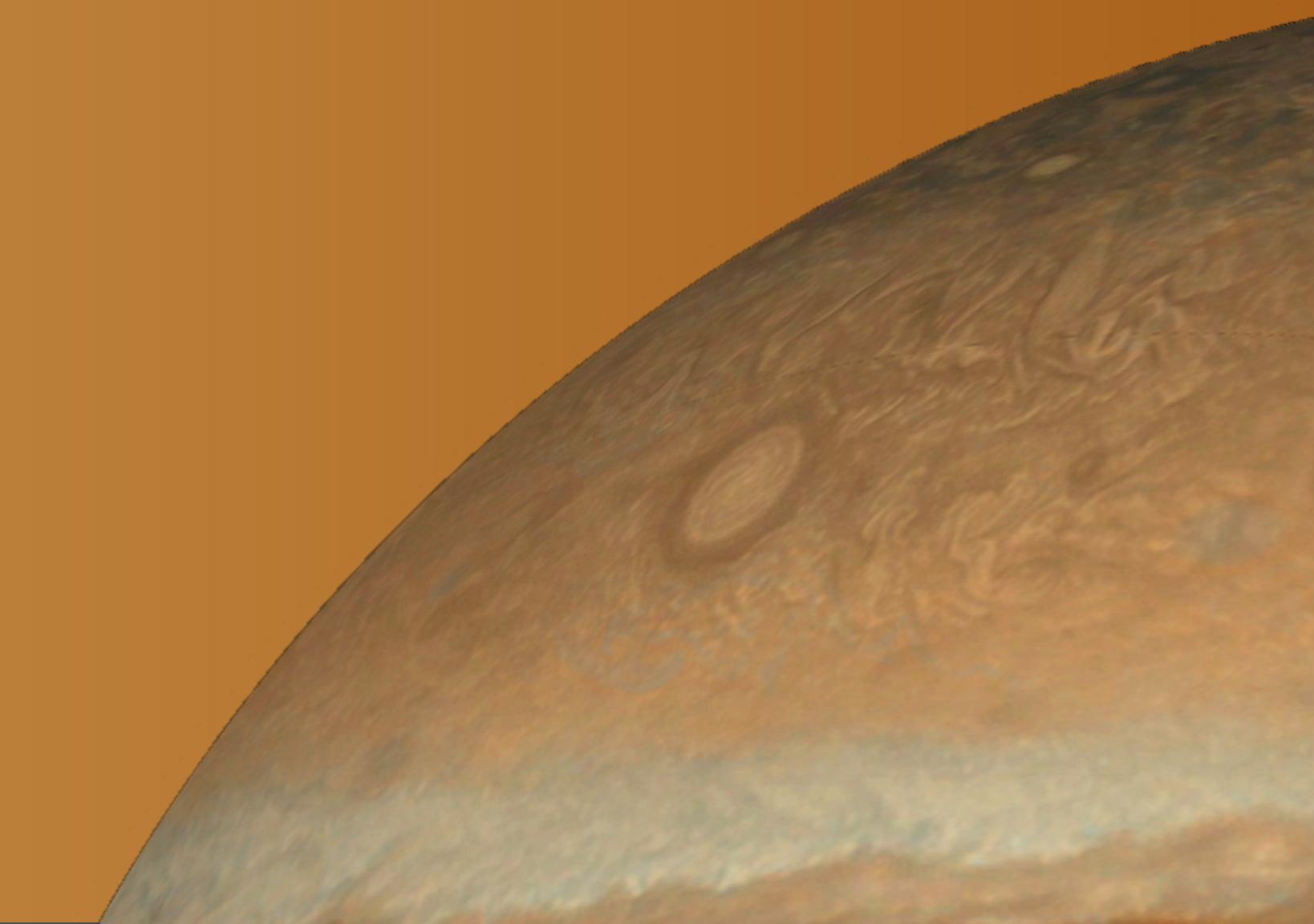
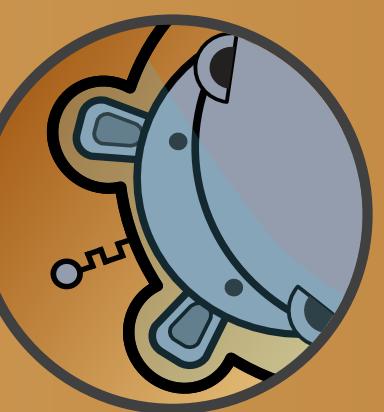
Square Profile



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

