

Brand guidelines

THESE GUIDELINES HAVE BEEN DESIGNED TO ASSIST YOU WHEN CREATING ANY COMMUNICATION FOR HOVI.

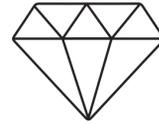
The visual identity is the expression of Hovi. It must be represented in a clear, consistent and effective way.



OUR **BRAND**



OUR INTERNAL VALUES



DEFAULT TO TRANSPARENCY

As individuals, we view transparency as a lifestyle of authenticity & honesty.

As a team, we view transparency as an effective way to work remotely and establish a culture of trust.



CULTIVATE POSITIVITY

We strive to approach things in a positive way while realizing all emotions are valid. We avoid non-constructive criticism of team members or customers.



SHOW GRATITUDE

We regularly stop and demonstrate gratitude for our circumstances. We are thankful for our customers and approach customer conversations with the knowledge that it's a privilege to serve them.



PRACTICE REFLECTION

We believe the act of introspection is where true learning and life-changing adjustments originate. We approach discussions intentionally and think through all angles.



IMPROVE CONSISTENTLY

We are biased toward action and have a higher expectation of ourselves and of our product than others have of us.

We aim to be fully engaged in our work and activities, and fully disconnected when we're not working.



BE PROACTIVE

We consider the bigger picture, knowing our work goes beyond ourselves.

We are not afraid of the less-traveled path if it holds true to our values and better the world. We don't wait for the problem to take place, rather we go after the problems before they actually occur with a solution oriented mindset.



AIM FOR PERFECTION TO REACH EXCELLENCE

We want to do the best we can in any task we undertake.

We aim for the highest possible outcome so that even if we didn't reach that, our output level is still high enough to be considered excellent.

We don't believe in low quality deliverables. Quality is very important to us and we reflect this in every single step in our sales or delivery process.

OUR COMMERCIAL VALUES



VISIBILITY

Our dashboarding system is designed in such a way that every question our clients might have on the progress and outcome of the framework will be accessible to him at any time without needing to go through any hassle or friction on our side.



RETENTION

We want to help our clients acquire more customers at a lower cost just as much as we want to delight them. Turning them into promoters is the cheapest way to acquire more customers for a lower cost.



EFFECTIVENESS

Doing things right. To be the best, our clients have to beat the best, and the best is blessed baby let's go. We want to do the right things, but we also want to do them right. Agile sprint based approach is how we execute goals.



EFFICIENCY

Yes. Doing things is good. Doing lots of things is even better. But doing lots of good things in the cleanest, fastest and smartest way is one of our cores of operation. We don't just want to deliver. We want to deliver the most, the smartest.



GROWTH

To grow, our clients need more sales. To convert, our clients need the right people, playbooks and enough leads. To generate leads, our clients need the right approach and marketing framework. Well, that's what we do.



SUSTAINABILITY

How will our clients operate if he hit his goals and overachieved his targets? Will he have the right structure and enough capacity that can withhold the increasing need of attending to more leads, more sales, or even more brand promoters?

MASTER LOGO

The original logo in black and gradient purple/green, should always be used as a first choice.

On a black background option, use white and gradient.

On a colorful background, use full white.



hovi
DIGITAL
LAB



LOGO ANATOMY



LETTERS "HO"
REFER TO THE WORD HONEST



LETTER "VI"
REFER TO THE WORD VISION

HONEST VISION IS WHAT WE HAVE AND WHAT WE WISH TO BESTOW
UPON OUR CLIENTS THROUGHOUT OUR JOURNEY WITH THEM



LOGO USAGE

MINIMUM CLEAR SPACE

Always maintain the minimum clear space around the logo to preserve its integrity. To maintain visual clarity, the logo must never appear to be crowded by any elements.

The minimum clear space must never differ proportionally from the diagram shown on this page.

A minimum area equal to "X" must always be clear.

X is equal to the height of the letter "h" in the logotype.



Print
The physical stuff



20mm minimum



On screen
Desktops / Social



100px minimum



LOGO USAGE

DON'T DO THIS

When using the loop logo the following rules should be adhered to at all times.



distorted

DON'T distort, stretch or alter the logo proportions in any way



logo color

DON'T change or swap the colors of the logo



visual effects

DON'T add drop shadows, or other effects



color

DON'T add any background to the logo



typography

DON'T attempt to recreate the logo using other typefaces. only use official logo



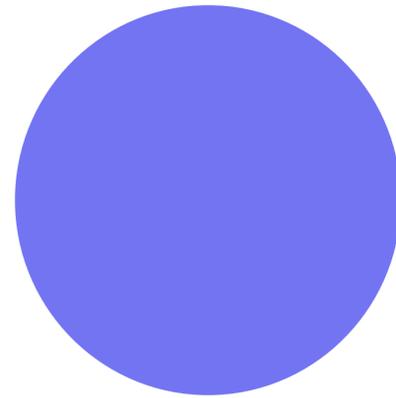
orientation

DON'T rotate, twist or flip the logo

Primary COLOR

Our brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combination of color can dramatically change the tone and appearance of a layout so it is important to consider how they work together.

To help achieve greater brand recognition it is important that our color palette is applied consistently.



LIGHT SLATE BLUE

CMYK
55 55 0 0

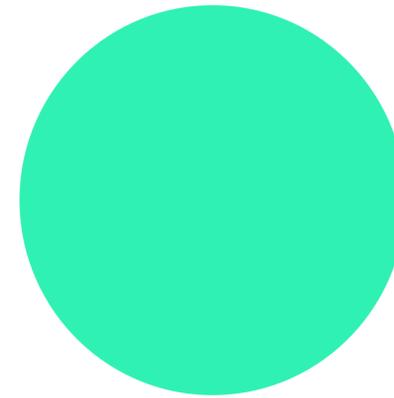
RGB
114 114 255

HEX
#7272FF

PANTONE
2725 C

BRANDING PALETTE

These include green, blue, purple, and their variations like violet. These colors reflect high technology, efficiency, speed and adaptation, dynamism and latest operational standards. These colors are calming, relaxing, and subdued.



LUMINOUS GREEN

CMYK
96 0 25 0

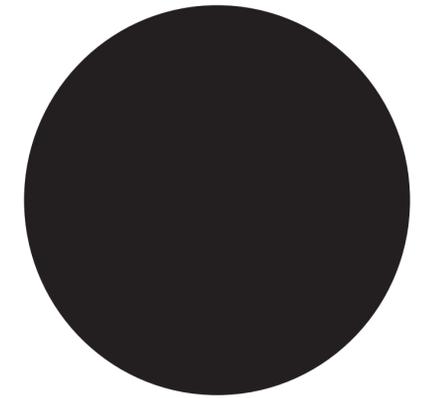
RGB
9 255 192

HEX
#09ffc0

PANTONE
929 C

WHAT DOES THE COLOR LUMINOUS GREEN MEAN?

Luminous green is a shade of green, which reflects trust and dynamic technology. In addition, the luminous green highlights the strong willpower, bravery, and attention towards achieving particular goals.



BLACK

CMYK
55 55 0 0

RGB
114 114 255

HEX
#7272FF

PANTONE
2725 C

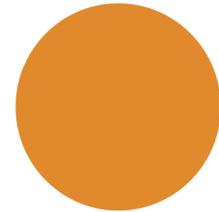
WHAT DOES THE COLOR LIGHT SLATE BLUE MEAN?

Light slate blue is a shade of blue and purple. It means success, sustainability and growth which is part of our customers' values. It is associated with open spaces and represents meaning of trust & confidence.



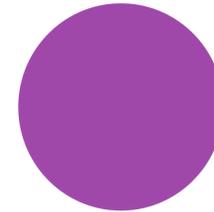
SECONDARY COLOR

Our secondary colors have been built around our primary colors to give our brand some depth and balance. The orange offers a nice contrast. The wolf gray and ghost white are neutrals to balance out the rest of the palette for background colors and text colors. The moody blue and Lavendar can be used as gradient for our primary color.



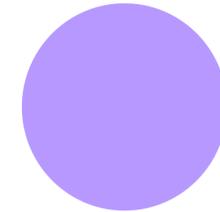
BRIGHT ORANGE

CMYK
0 38 71 5
RGB
243 150 70
HEX
#f39646



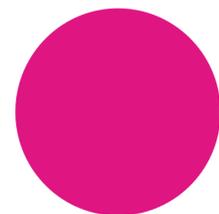
PURPUREUS

CMYK
42 83 0 0
RGB
162 72 172
HEX
#8585bd



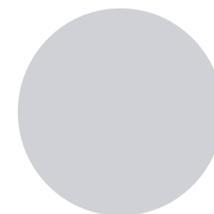
PERFUME

CMYK
32 40 0 0
RGB
185 154 255
HEX
#b99aff



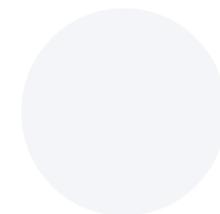
MAGENTA

CMYK
6 99 8 0
RGB
225 21 132
HEX
#e11584



WOLF GRAY

CMYK
3 2 0 14
RGB
212 214 219
HEX
#d4d6db



GHOST WHITE

CMYK
2 1 0 1
RGB
249 250 253
HEX
#f9fafd

TYPOGRAPHY

TYPEFACE

Raleway Bold

- For headers, Raleway Bold should be used
- Subheads may be specified in Raleway bold to emphasis something but size font should be 30% less.
- Only write headlines in white, over colored background & in small letters.

Link: <https://hovi.slite.com/app/channels/OrvjaSbU5E/notes/INcDYb8k-Sa#f25bd66g>

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLM NOPQRSTUVWXYZ

0123456789

AvenirNext Regular

- Avenir can be used for body text
- Only write in white, over colored background & in small letters.

Link: <https://hovi.slite.com/app/channels/OrvjaSbU5E/notes/INcDYb8k-Sa#51a95ba7>

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLM NOPQRSTUVWXYZ

0123456789



TYPOGRAPHY SPECIFICATION & WEIGHT

Typesetting specification

Whether Raleway or Avenir Next, typeface should be used with line spacing and should always offer maximum legibility to its audience.

Never allow the Hovi's brand typeface to be distorted or modified in any way and always take care to apply the type in appropriate sizes and colors.

For the web typography, line spacing/height should be a 1.6em space for the lines not to be overcrowded.

For header / page title

Raleway bold 36 px

For subheader

Raleway bold 24 px

For body text

Avenir next regular 18 px

For table titles

Avenir next regular 16 px

For links

Avenir next regular 16 px



TONE OF VOICE

EXAMPLE OF CASUAL

Hi Jade!

Thanks for sending in your comment, and you're right, I think we could do a better job on the design of our events system. I've made sure our product team is aware, and we'll get back to you shortly (usually within a week) on how they're going to approach the problem. Let me know if there's anything else I can help you with!

Cheers,

Notes on the example:

We're using "Hi" as the salutation, not "Dear" or something more formal. We're writing like we'd talk, using contractions. We're not infating the process internally.

We're not making it sound like we're a big company.

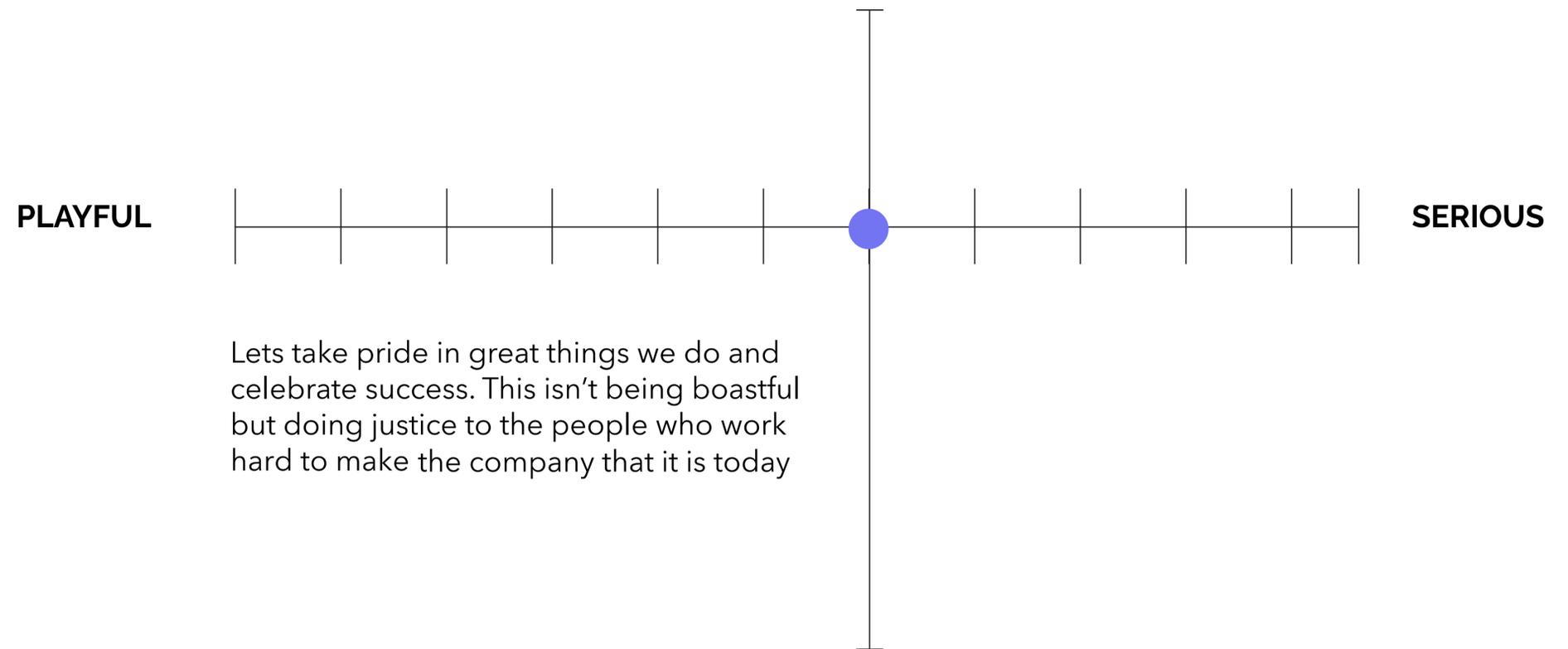
We're clearly articulating that we agree, explaining the process, and giving an estimate. We're using a Scottish/British closing that's also friendly and relatively informal. We're not being cutesy.

We're not going overboard acting like we're their friend.

We're communicating confidently. We don't like using ellipsis (...) which signals uncertainty.



PLAYFUL vs. SERIOUS



WHAT WE MEAN

We want to meet our customers on the same level of trust and commitment they place in us. Our customers run their entire operation using Administrate. We're their business utility. This means we generally want to be serious when communicating to our users. Nobody wants an airline pilot to joke around about safety matters. Never joke about security, availability, or stability matters.

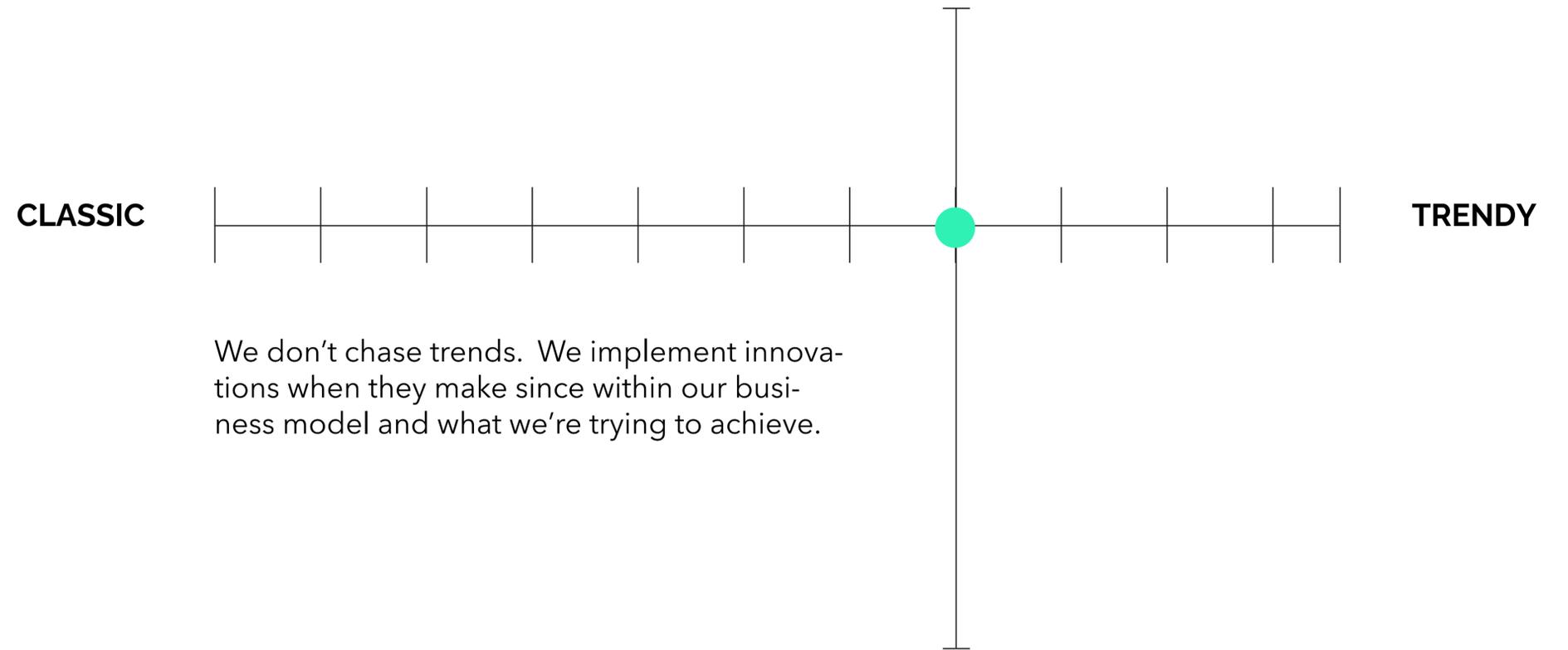
WHAT WE DON'T MEAN

What We Don't Mean We don't want to abolish all humour or playfulness, but we need it to be appropriate. Moving from most casual/playful to least: In Person, Phone Calls, Social Media, Blog, Website, Tickets, Application Text, Legal Agreements. Remember, it's easy to misconstrue the written word and lose tone, particularly across cultures and language barriers.

HOW DOES "CASUAL" SOUND?

We sound clear, confident, upbeat, accurate, but not playful.

CLASSIC vs. TRENDY



WHAT WE MEAN

Classy. Adhering to designs, language, and delivery that we know will look good in 15-20 years. We're shooting for practical, timeless, relatively conservative. We love trying new things and ideas, but we balance them against being overly trendy.

WHAT WE DON'T MEAN

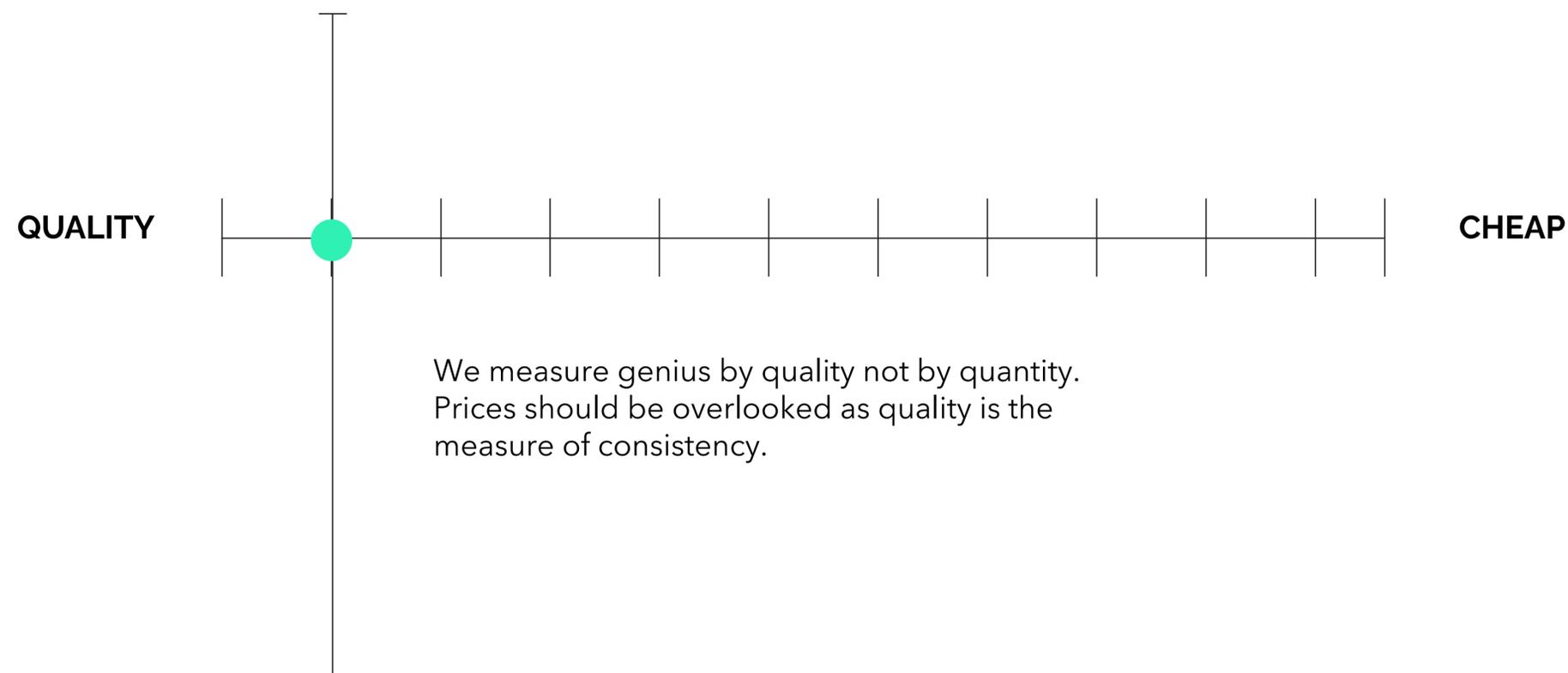
Outdated, committed to an old idea, difficult to change, stuffy, old looking.

HOW DOES "CASUAL" SOUND?

We don't use euphemisms that date us. We're not going to use phrases like "totes, amazeballs, etc."



QUALITY vs. CHEAP



WHAT WE MEAN

We emphasise quality over price or quantity.

WHAT WE DON'T MEAN

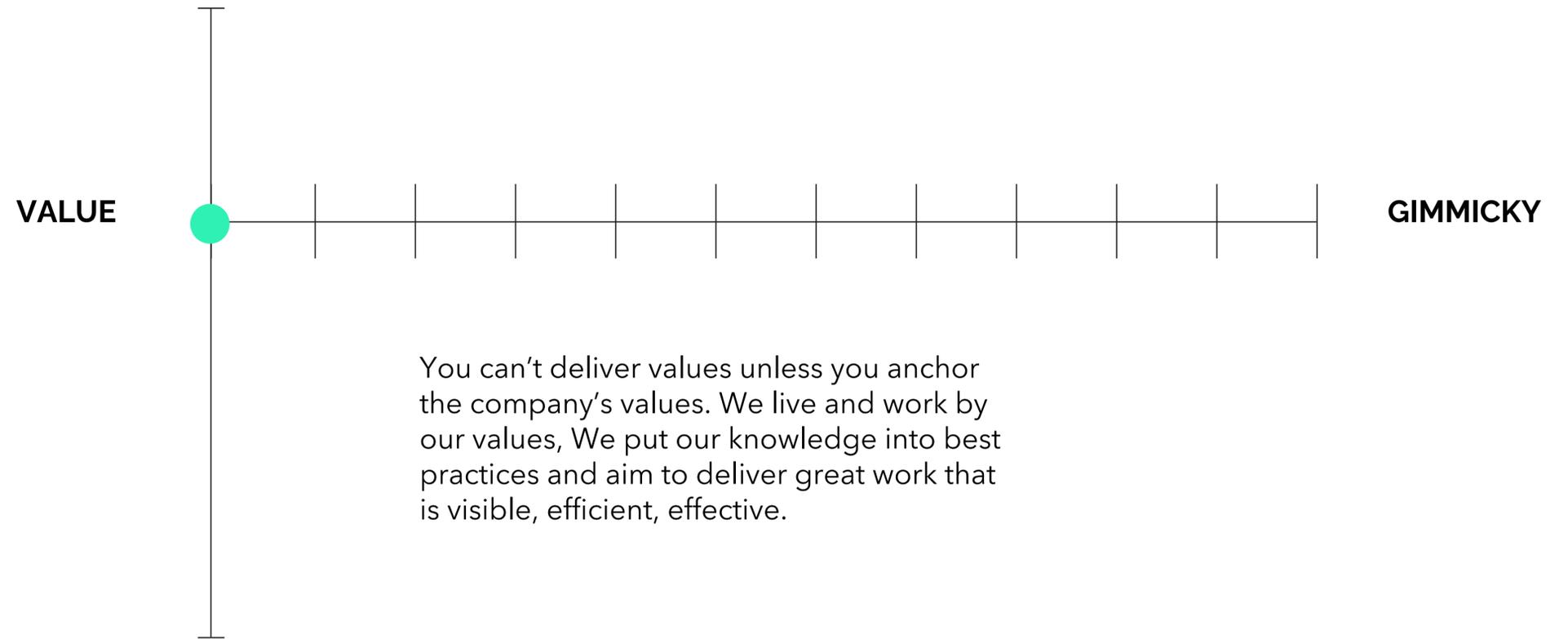
Overpriced, elitist.

HOW DOES "CASUAL" SOUND?

We almost never talk about price. We promote quality, because our customers entire businesses rest on the quality of the software we produce.



VALUE vs. GIMMICKY



WHAT WE MEAN

We need to deliver messages that consist of valuable content for the reader, messages should be clear and concise without the use of a gimmicky tone

WHAT WE DON'T MEAN

We should deliver value without an advertisement tone, we need to make sure we do not sound too flashy while still delivering fruitful content.

HOW DOES "CASUAL" SOUND?

Always deliver the importance of value over price.



DIGITAL CONTENT



LANGUAGE

We should use a tone of voice that is special to Hovi. Simple, readable, and easy to understand vocab. Casual, not formal. Use industry catchy buzzwords such as: content is king, community, algorithm, hyperlocal, influencer/micro-influencer, mobile-first creative, AI, Big data, disruptor, gamification, low hanging fruit, real-time engagement, snackable content, retargeting, storyscaping, etc

LEGIBILITY

Legibility is the ease of reading a text, not in terms of words, the design of the text needs to be clear (how your text looks to readers). You need to make sure that the reader can read the text without any additional effort. If so, the message you are trying to convey will not be delivered. Following a few "rules" concerning text like the font size, contrast, style, and line length you will be able to avoid making such mistakes.

SPAM

Conveying a message comes with a lot of work and one of the most important things that you should not overlook is the feel of the overall message. If your message sounds too spammy, readers will most likely report your message as a spam message and that will lead to you losing a potential client on hand. Try to steer away from making your text sound too manipulative, needy, shady, and sleazy by avoiding words like buy, don't delete, free, as seen on, earn money, and so on.

STRUCTURE

The order that you prevail your ideas, and the link between your points are as important as the words you are using. When a text is well structured it can remarkably increase the reader's comprehension and retention of the information in that text. A well-structured text allows the reader to navigate through the text more smoothly. Before sending out any message always make sure that the related sections are well linked and that ideas are presented in a logical and orderly manner.

CREDIBILITY

Never sleeping on client testimonials as they are the easiest/best way to showcase credibility. Consistency is key, business websites, ads, and tone of voice should stay consistent throughout. Practicing what we preach is the door to credibility, nobody will trust your business if you preach one thing and perform another. Lastly, offer your customers the best products/services, as you can never build credibility with weak products/services.

ACCESSIBILITY

Creating digital content with accessibility in mind is the best way to ensure that materials provide the best user experience for all individuals. Providing benefits for everyone visiting our online content is very important to keep in mind when creating content. First, make sure that the content created is responsive across all devices and screens. Content should be perceivable, operable, understandable, and robust.

Tips: use heading styles, add descriptive alt text to images, use descriptive hyperlinks, use bullets and numbered lists, think about ppl with shade blindness or color blindness, run check accessibility tool on Microsoft office files.

SEARCHABILITY

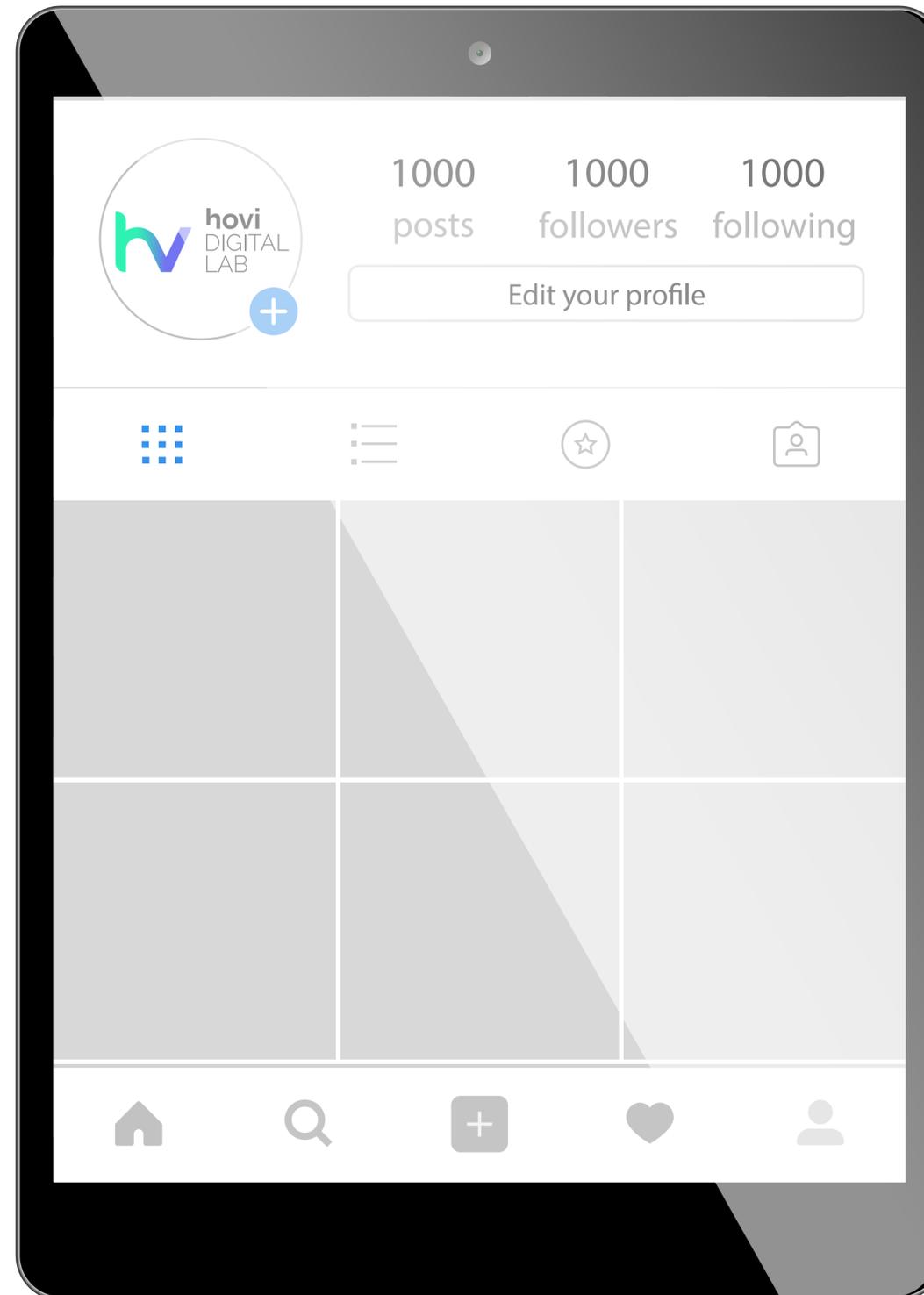
It's all about making our content easier to find. This where SEO practices come to use. Start by incorporating more specific keyword phrases with lower search volume and competition, but still drive in a sizable amount of traffic. Transcribe media files, create highly shared headlines lists and stay on top of topic trends. Also, be aware of search behavior changes such as voice search and visual search + create content accordingly. Focus on natural link-building strategies. Use hashtags on social media, include relevant tags in blogs. Update + upload new content relevant in context.

PERSONALITY

We are creative, independent, unique, bold ... Stick to our fun entertaining yet educational personality and deliver content accordingly. Write like we talk, build suspense (by creating teasers), consider storytelling when creating content, engage our audience by asking questions, adjust to a great catchy yet simple formatting style, include fascinating facts, etc Build our own online identity so that we can be easily recognized amongst other companies.

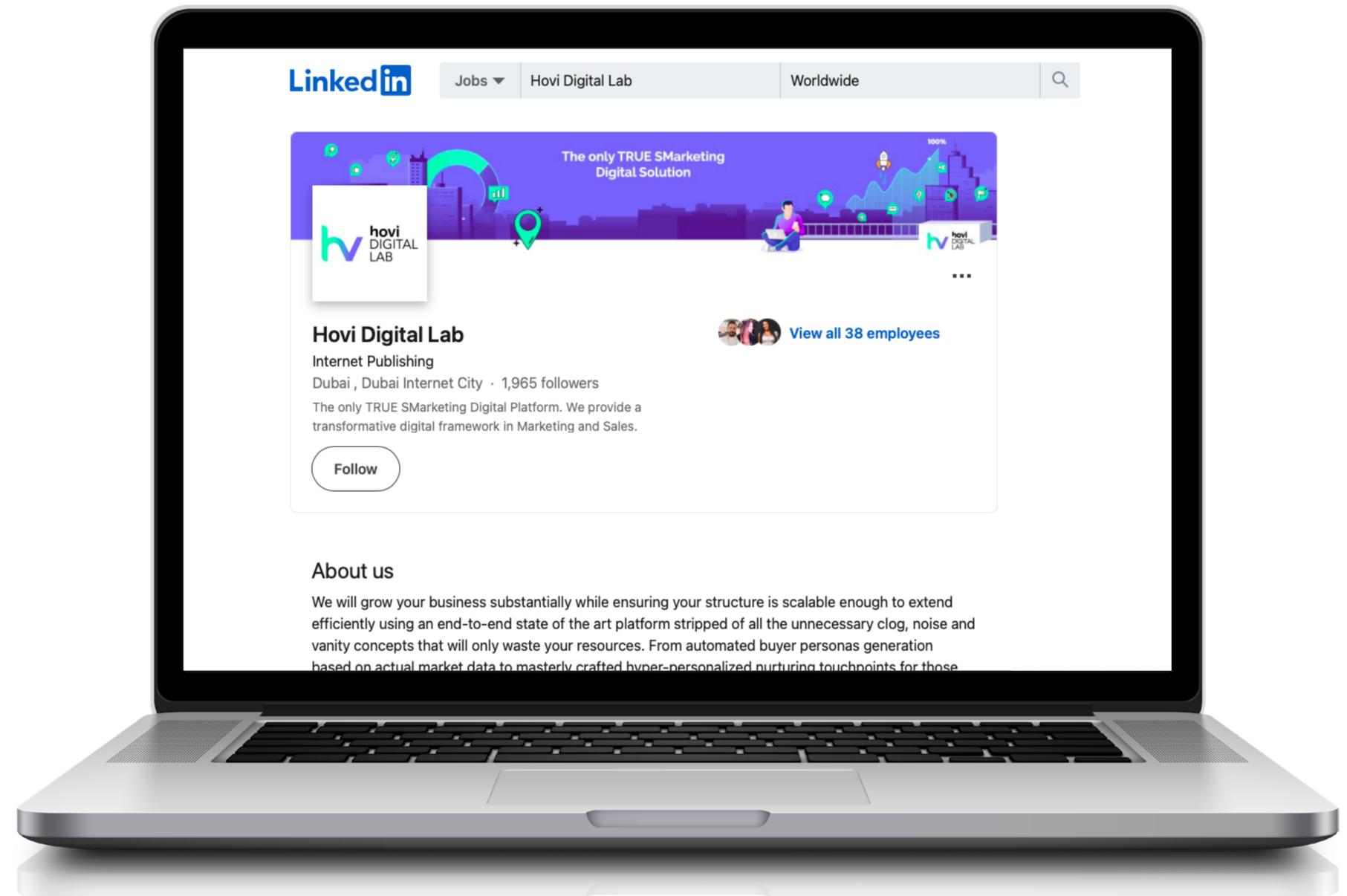
SOCIAL MEDIA INSTAGRAM

Our focus will be on prevailing a fun, educational, and transparent platform. The way to go about it is by posting Educational 1 min videos, carousel explainer posts, reels for fun, fast-absorbing content. We also want to connect with our audience and make them feel like they are part of us by introducing our team, our culture, and make sure our content is engaging to open conversations with them. We will also use this platform for announcements, upcoming events and to promote hovi tv.



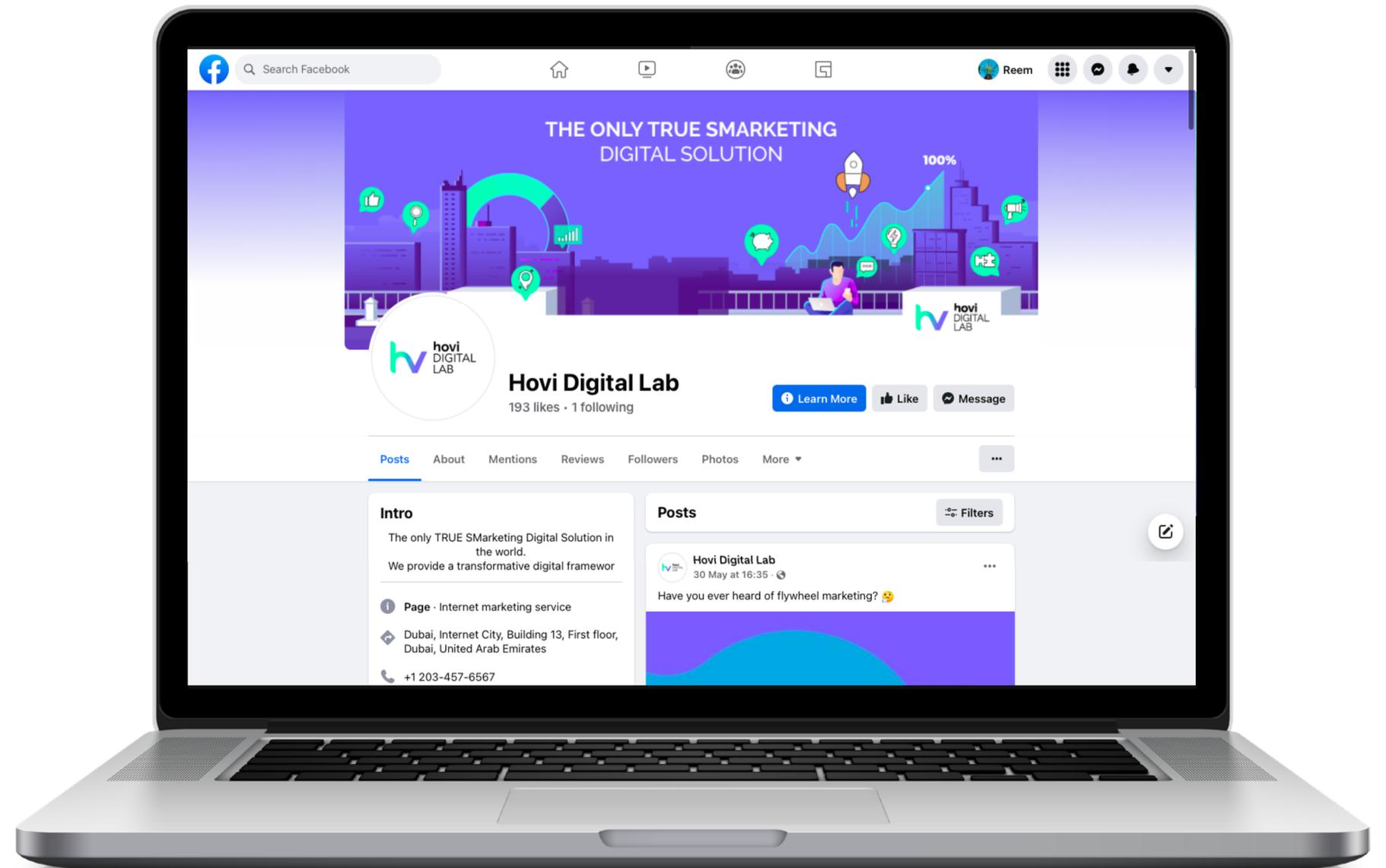
SOCIAL MEDIA LINKEDIN

Our focus on this platform is to showcase more educational and professional content. In addition to shared content with Instagram, there will be articles specifically for LinkedIn about industry trends and topics related to company culture, employee achievements as well as company milestones. Also, we will be posting job opportunities and career tips in our industry.



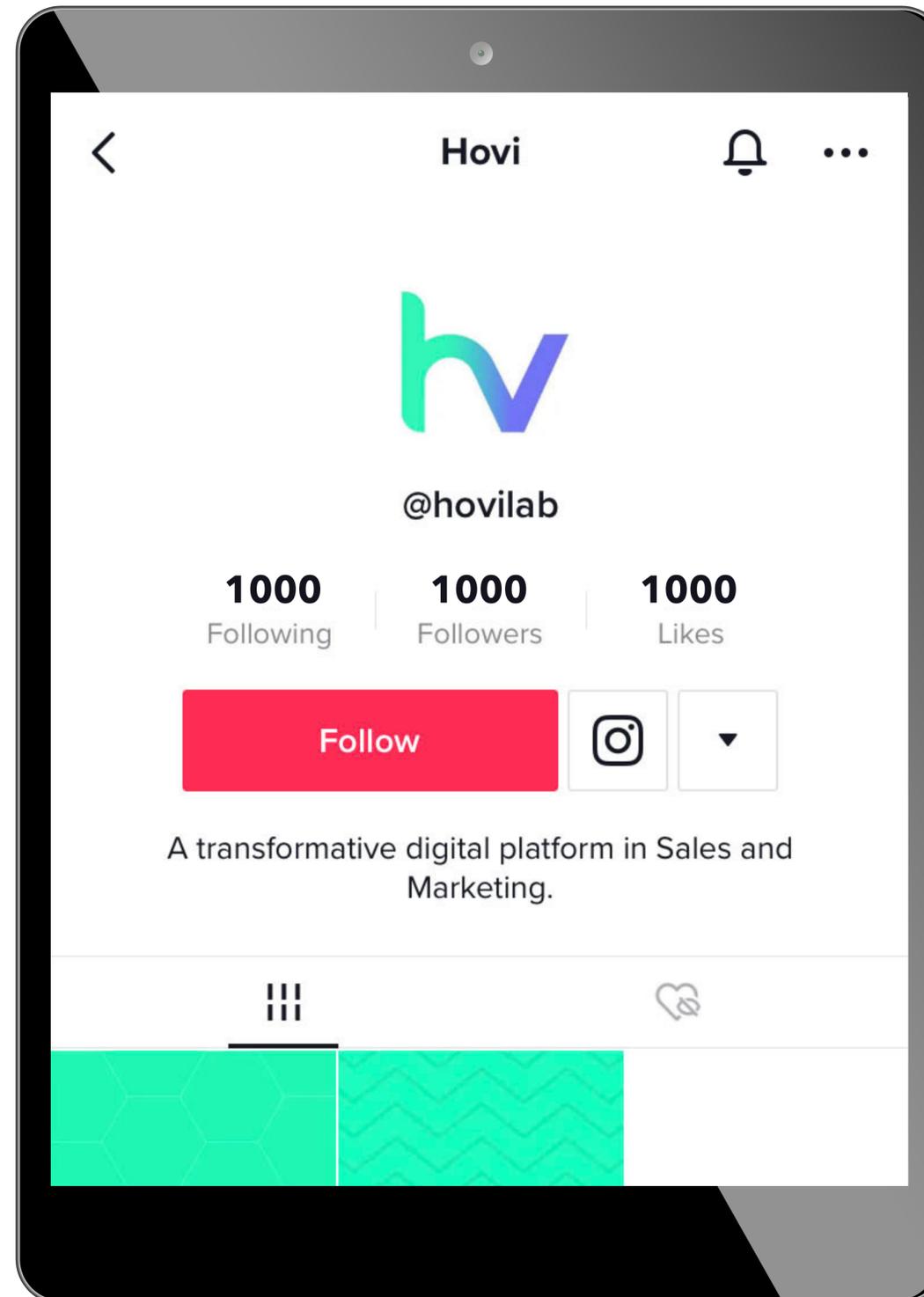
SOCIAL MEDIA FACEBOOK

Our approach on Facebook is very similar to our approach on Instagram. With that being said, we will post educational videos, but Facebook users enjoy long videos unlike Instagram so we will post the full video there. Also, we will post carousel pics, face absorbing content, tips and tricks, interesting/educational topics, and behind the scenes of the team to be transparent across all platforms.



SOCIAL MEDIA TIKTOK

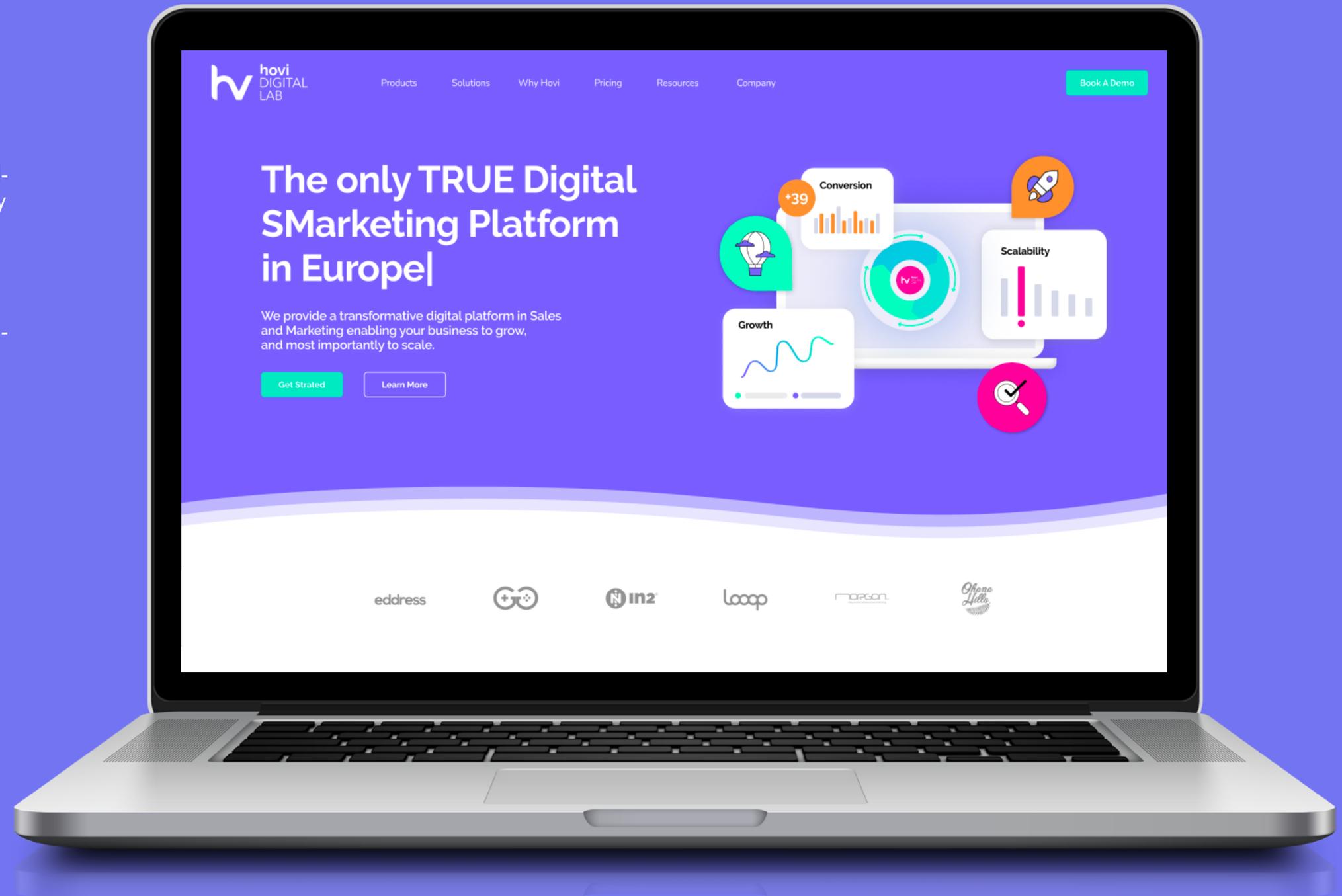
Tiktok will display our fun side of the company, it will be a breath of fresh air. We will post funny videos/ stories that employees are willing to share, we can post pranks on employees, company trips, and some dances. Moreover, we can also post some cute short videos about some interesting marketing tips and tricks, in addition to other fascinating business stories.



WEBSITE

Our website reflects our company, products, and services. It showcases a trendy company with a great tech stack. We understand the technology and we use the latest techniques in the digital marketing and saas world to provide a unique SMarketing solution. We are reliable and our website is made of real people, our people. We showcase the importance of our values, company culture, and employees.

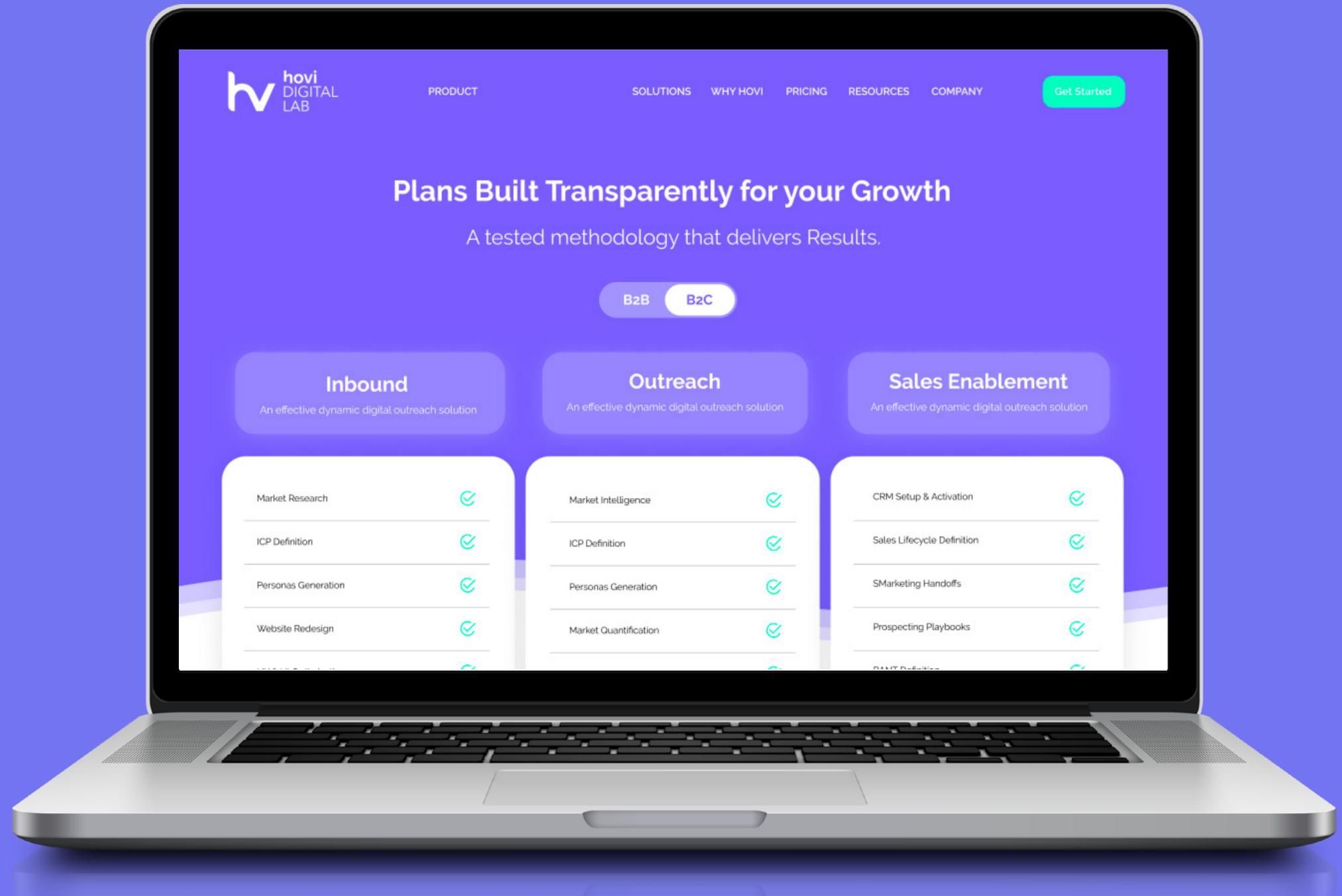
Visually, the website shows how the color palette is used over a larger project and multiple pages. It also displays our tone of voice, illustrations, and iconography.



WEBSITE PRICING

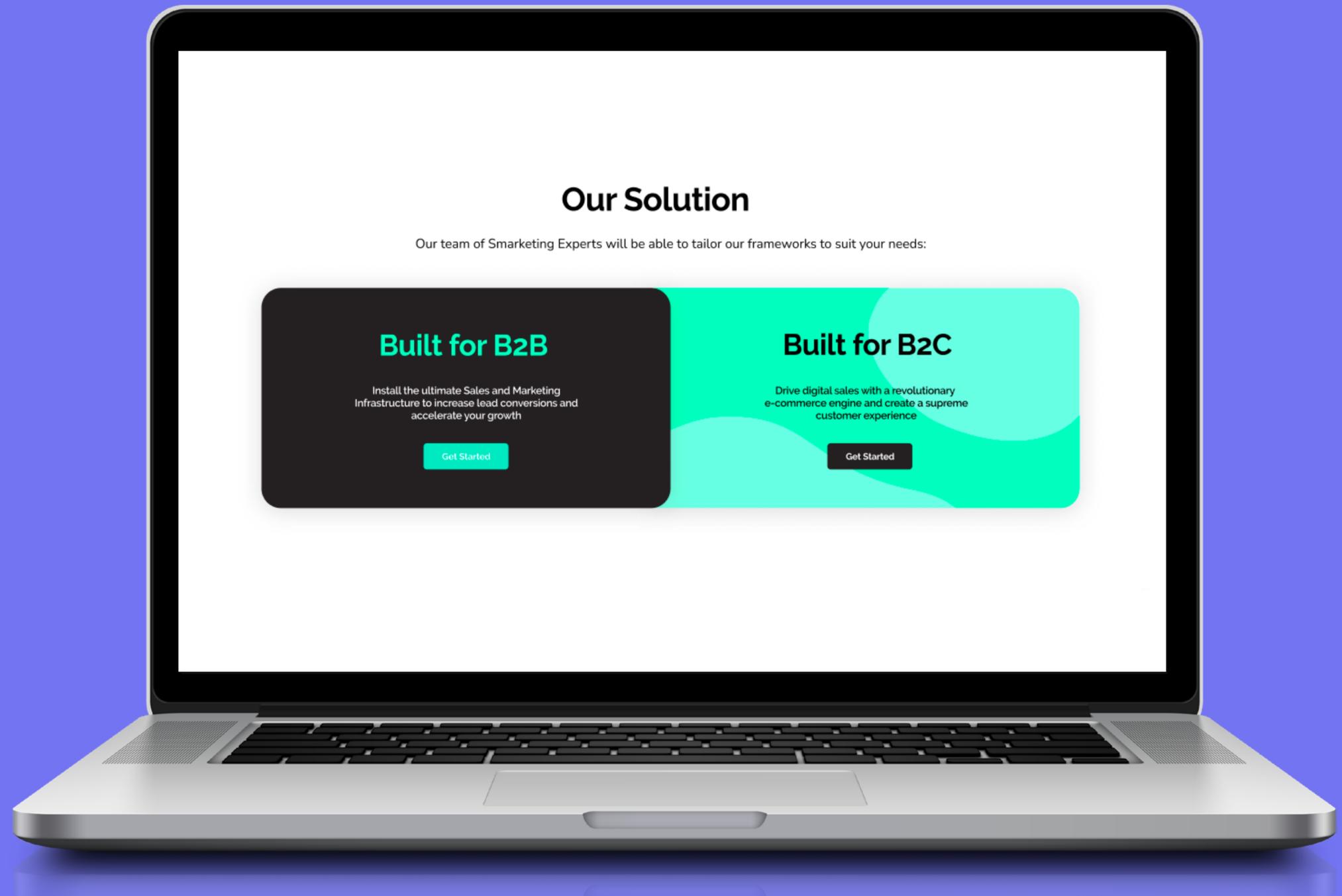
No hidden costs. No hooks. Clear and Concise pricing methodology that fits your size and growth plans. And with the ROI we generate, we believe it will be one of the smartest investments you'll have made.

We share our packages in a clear and simple way to reflect transparency and show credibility.



WEBSITE SOLUTIONS

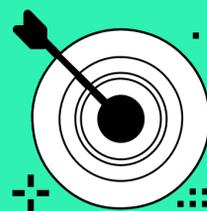
Our methodologies are used by the global leaders in the digital marketing world. We are not testing, experimenting or trying marketing strategies or techniques. We are employing a framework that we know works very well, based on experience, expertise and global case studies. We will grow your business substantially while ensuring your structure is scalable enough to extend efficiently.



ICONOGRAPHY

We use icons to support our offering and services.

All icons can be created using only black & white on colorful backgrounds.



effectiveness



team



call to action



innovation



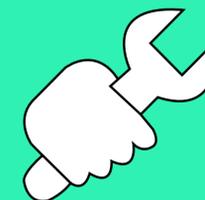
blast email



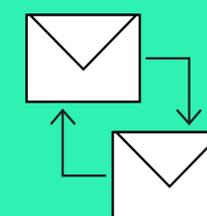
marketing/promotion



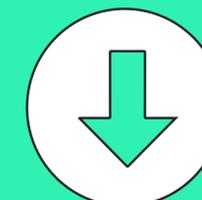
local



operation



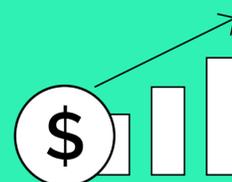
integrations



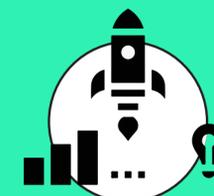
waterfall



recurring revenue



improve



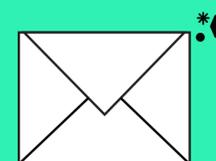
solutions



sales



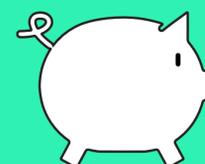
manualy



basic reporting



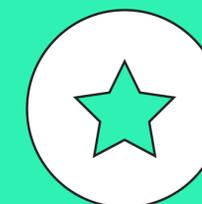
multinational
marketing
companies



marketing cost



dashboard



perfection

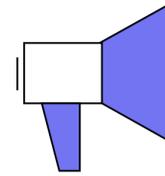
ICONOGRAPHY

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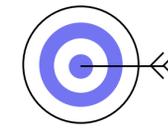
visibility



advertising



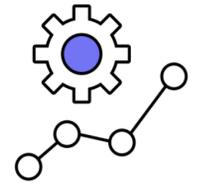
email



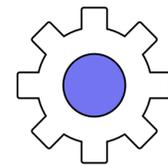
research



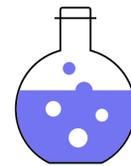
creativity



Implementation



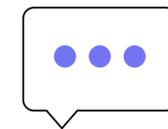
construction



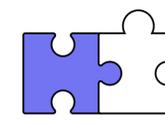
strategy



communication



social media



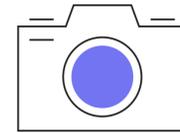
solutions



outings



efficiency



visuals



lead generation



technical support



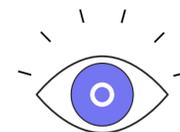
analysis



mental health



gratitude



reflection



sustainability



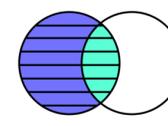
growth



retention



security



Transparency



wellbeing



market definition



blog



playbooks1



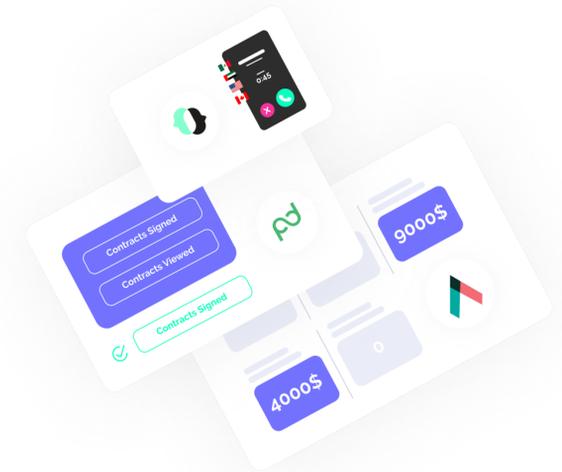
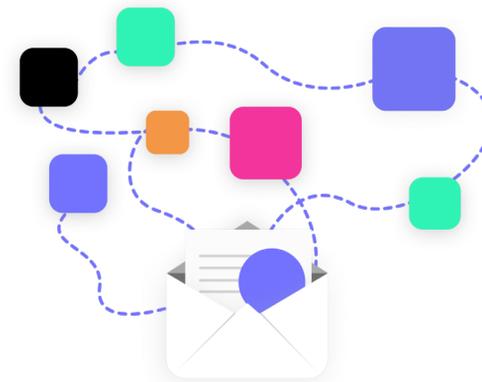
sales funnel

ILLUSTRATION

We use illustrations sparingly and to support or break up large amounts of information - our key selling point is always our direct messaging.

All illustrations can be created using Purple, Green, White & our secondary color palette.

NOTE: ALL VECTORS MUST BE SAVED AS SVG. FORMAT.



IMAGERY

Hovi imagery style should capture authentic life interactions and expressions between people who happen to be caught in a moment. Avoid imagery where people are intentionally looking at the camera as this loses the spontaneity of capturing a moment in time. Never run photos together that depict the same camera angle.

Here are some examples of lifestyle photography that can be used throughout all communications for Hovi.

NOTE: ALL PICTURES USED ON THE WEBSITE MUST BE SAVED AS WEBP. FORMAT.



THANK YOU

For any questions about the visual guidelines,
please get in touch with Tamara.



Email: tamara@thehovi.com

