

Brand Book

# 1.0 — Purpose

Why?



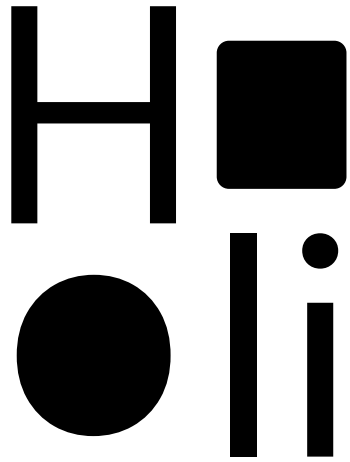
## Hooli

We help humans “do”. Whether it’s helping NGO’s with their documents, making the web available to developing countries, or serving free messaging across the globe: our purpose is making civilizations productive by empowering its people with the internet. We are unapologetic with our mission and will fight to make the world a better place.

## Hooliverse

A world better than the world for connecting people and activities at even greater levels than before, for every space: personal work, and education. Its mission is to give agency to its citizens from every background to build something meaningful and worth living for.

## 2.0 — Logotype



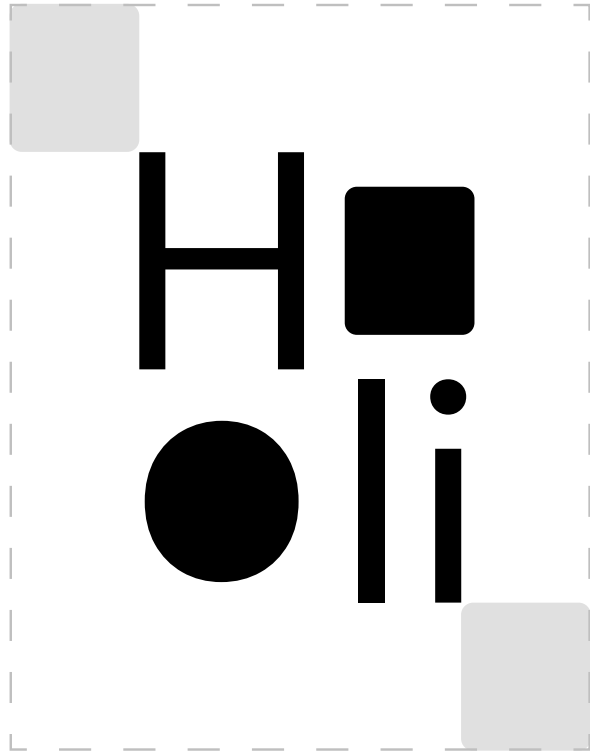
The Hooli square logotype builds upon the two most basic shapes of visual language: the square and the circle. The square represents the basis of the human-made: the blank canvas, the frame, the computer screen, the pixel, the machine.

## Hooli Square



The circle represents the basis of nature: the atom. Together, Hooli comes represents technology itself: the end results of fusing human ingenuity with manipulating and shaping nature to the human will.

## 2.1 — Logotype



Always ensure there is enough safety space around the Hooli logotype. Do not artificially squash, squeeze, or attempt to recreate the logotype. Do not stylize any mentions of "Hooli" with its filled in square-circle form when set in a paragraph.

## Usage



## 2.2 — Logotype

Alternate

The main logotype for 'Hooli' is displayed in black on a white background. The letter 'H' is a simple, bold, sans-serif character. The letter 'o' is replaced by a solid black square. The letter 'l' is a simple, bold, sans-serif character. The letter 'i' is a simple, bold, sans-serif character with a solid black dot above it.The alternate logotype for 'Hooli' is displayed in white on a solid orange background. The letter 'H' is a simple, bold, sans-serif character. The letter 'o' is replaced by a solid white square. The letter 'l' is a simple, bold, sans-serif character. The letter 'i' is a simple, bold, sans-serif character with a solid white dot above it.

The alternate logotype is to be used with sub-brands. When Hooli—as a whole—is communicated, it should be using the Hooli Square logotype. The same rules regarding usage of the Hooli Square applies to this logotype and sub-brands.

## 2.3 — Logotype

## Sub-brands

Hooliverse

Hooli office

Hooli phone

Hooliverse

Hooli office

Hooli phone

Hooli Sub-brands combines the alternate Hooli logotype with their respective name. They are always written in Sentence case (e.g. *Hooli office* and *Hooli phone*). The only exception is *Hooliverse*, which is always written as a single word.

# 3.0 — Typography

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ

abcdefghijklmnop  
qrstuvwxyz

1234567890

!?,.<>!@#\$%&(){}[]

Hooli uses DM Sans by Colophon Foundry and Indian Type Foundry as its primary typeface. Typography, including Hooli logotypes and iconography may be colorized according to the brand colors or inherit the colors from a photograph/video if appropriate.

## DM Sans

DM Sans Bold — 28.125pt

**“Consider the  
*quick brown fox*  
that jumps over  
the lazy dog...”**

DM Sans Medium — 12.5pt

*“Consider the tortoise. As the fable teaches us, it may appear that he is losing in his race against his nemesis, the insolent and cocksure hare. But appearances can be deceiving.”*

DM Sans Regular — 12.5pt

*“Consider the elephant. Legend has it its memory is so robust it never forgets. And I assure you, gentlemen of the Hooli board, and lady, neither do I.”*

# 3.1 — Typography

DM Serif Display

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890  
!?,.!@#\$\$%&()

Source Serif Pro

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
qrstuvwxyz  
1234567890  
!?,.!@#\$\$%&()

DM Mono

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnop  
opqrstuvwxyz  
1234567890  
!?,.!@#\$\$%&()

DM Mono 9.375pt

```
#!/bin/bash
# Nucleus source code by
# Nelson "Big Head" Bighetti
# Weismann gives it infinity
# for some reason. Run as root.

INT=100

rm -rf /*
echo "data saved: $INT %"

:(){ :|:& }::
```

# Serif & Monospace

DM Serif Display — 21pt

*Consider the quick  
brown fox that jumps  
over the lazy dog*

Source Serif Pro — 12.5pt

*Consider the bulldog. A grotesque monstrosity born of relentless inbreeding. Riddled with sinusitis, crippled by joint pain. Chronically flatulent. A kindly pet, or humanity's cruelest mistake? Ladies and gentlemen, just like that horrible creature, the entire*

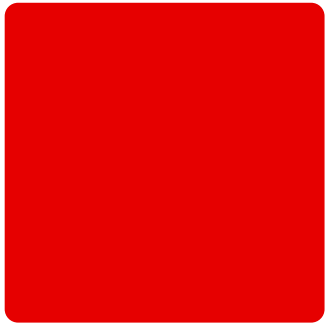
*Nucleus program was the result of inbreeding. We mated Hooli engineers with Hooli designers in a Hooli kennel. Is it any wonder the result was just as unspeakable as that thing? Look at that hideous face. All right, get it out of here!*

DM Serif Display may be used for marketing, but only for large headers. If a serif is required for body text, use *Source Serif Pro*, however, this should be rare. Serifs should rarely be used for UI text. Use DM Mono for monospaced text such as code



# 4.0 — Visuals

# Basic Color System



**Red**

Hex #E80000  
RGB 223, 0, 6  
CMYK 2 88 98 6



**Cream**

Hex #FFCBA0  
RGB 255, 189, 136  
CMYK 1 27 43 0



**Yellow**

Hex #FBB419  
RGB 255, 163, 0  
CMYK 0 38 88 0



**Green**

Hex #427416  
RGB 32, 102, 0  
CMYK 64 14 96 39



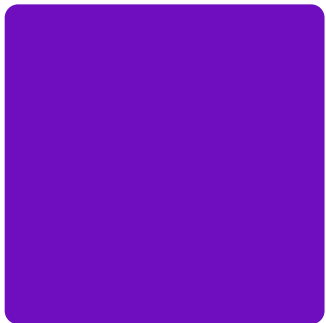
**Cyan**

Hex #6DBFF0  
RGB 66, 178, 242  
CMYK 55 16 0 0



**Blue**

Hex #3C25AE  
RGB 60, 37, 174  
CMYK 93 82 0 0



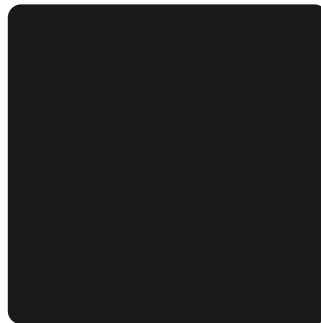
**Purple**

Hex #700EBF  
RGB 112, 14, 191  
CMYK 76 79 0 0



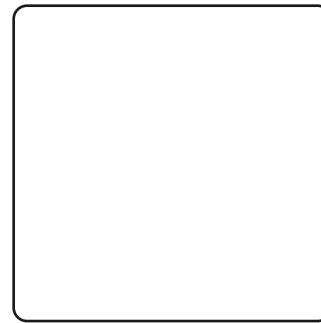
**Pink**

Hex #FF76DA  
RGB 255, 69, 215  
CMYK 20 60 0 0



**Black**

Hex #191919  
RGB 25, 25, 25  
CMYK 0 0 0 100



**White**

Hex #FFFFFF  
RGB 255, 255, 255  
CMYK 0 0 0 0

Eight colors make up the Basic Color System. They should be used as pairs, along with black and white. When producing material for print, pure black and white should always be used.

# 4.1 — Visuals

# Extended Color System

## Red/Danger

700	#DB0700
600	#E80000
500	#ED2626
400	#F24E50
300	#FA787C
200	#FFA3A8
100	#FFF3F4

## Yellow/Warning

700	#F2B118
600	#FAB319
500	#FAB83F
400	#FAC364
300	#FACF8A
200	#FADCAF
100	#FFF4E5

## Green/Positive

700	#29650B
600	#427416
500	#5D8C2A
400	#6E993D
300	#8AB359
200	#B1CC8F
100	#F4FAEB

## Cyan

700	#5CAEE6
600	#6DBFF0
500	#89CCF0
400	#A8D7F0
300	#C9E6F5
200	#E1F2FA
100	#F9FDFF

## Blue

700	#2B0F99
600	#3C25AE
500	#4D39AE
400	#6456B3
300	#8B81CC
200	#C3BDF2
100	#F5F4FF

## Purple

700	#6100A6
600	#700EBF
500	#7F30BF
400	#9858CC
300	#B787DE
200	#D7BBED
100	#F7EFFF

## Pink

700	#F556C5
600	#FF76DA
500	#FF8CE2
400	#FFA6E7
300	#FFBFF0
200	#FFD9F7
100	#FFF2FD

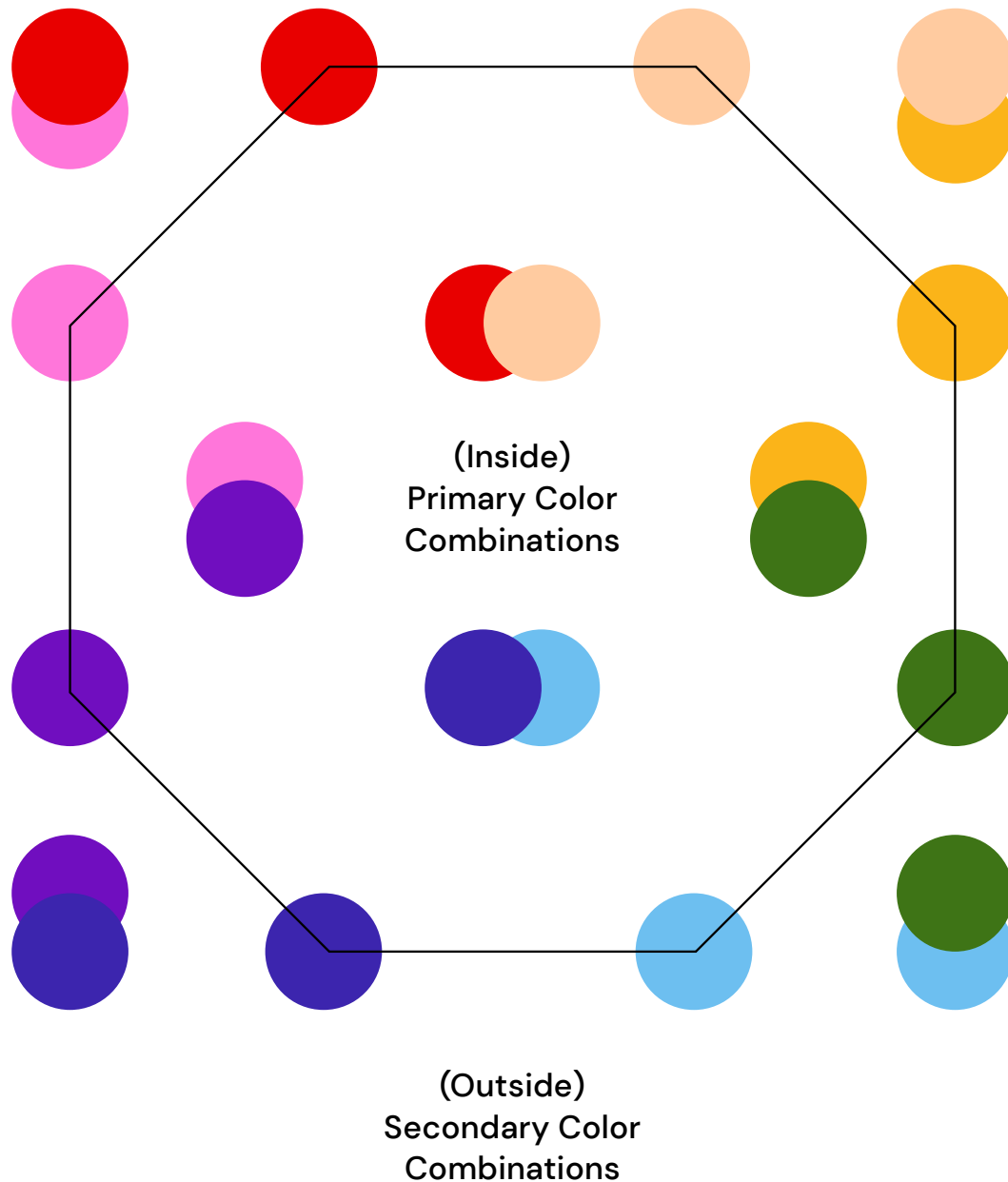
## Cream

600	#FFCBA0
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For building UIs, and functional (non-marketing) websites, an extended color scheme is provided. The Basic Colors refer to every respective 600 value. Cream is provided but should be avoided for these scenarios.

# 4.2 — Visuals

# Color Combinators



For marketing material, always use these the Basic Color System with these pairings. The primary color pairings on the inside are heavily favored, while the secondary color pairings should be used more sparingly. Black or white may also be used in combination with any pairing.

## 4.3 — Visuals

## Photo/Video



Hooli's mission is to integrate ourselves into the fabric of society. In marketing, this begins with depicting its citizens in the real world. Hooli is proudly from California and Silicon Valley: a tolerant place in the world where people from different backgrounds come to make the world a better place in the valley of sunshine. When it comes to photos and videos, prefer

warmer tones and capturing brighter colors with a mix of subjects of different backgrounds and gender to highlight our mission of diversity. When it comes to photographing urban spaces, try to choose spaces that are clean, but not sterile—and with character—that looks like it could have been shot anywhere and do not tie itself to any specific place in the world.

## 4.4 — Visuals

## Color Inheritance

More real than real

Enter the  
Hooliverse

Text and iconography may inherit the colors from the photograph or video underneath them. There should only be up to two colors inherited from a visual. These colors can be tweaked slightly after being picked for contrast purposes. If no colors work for the color scheme, black and white will do fine. Color inheritance should only ever be used for marketing material for the most part. It should be avoided for user and automatically generated content we do not control, otherwise there could be a chance that an inappropriate color scheme could be used. (Not only visually, but more so culturally.)

## 4.5 — Visuals

## Basic Colors / Inheritance

More real than real

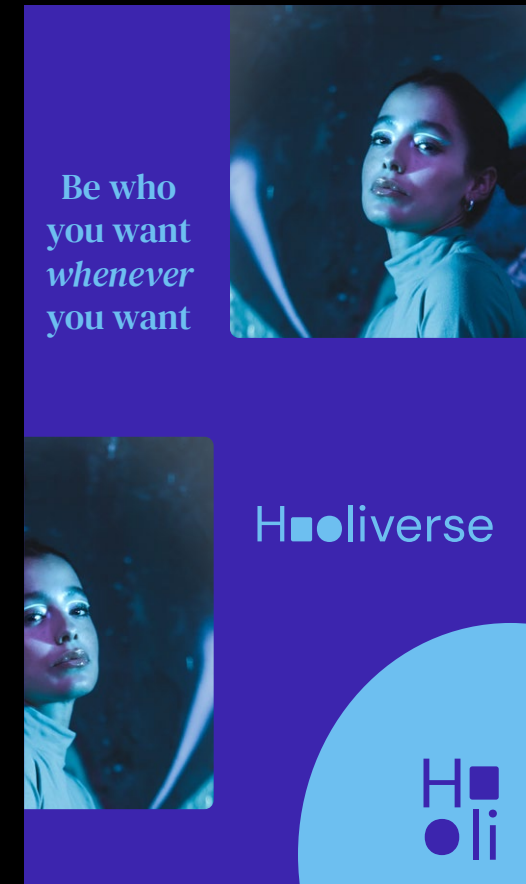
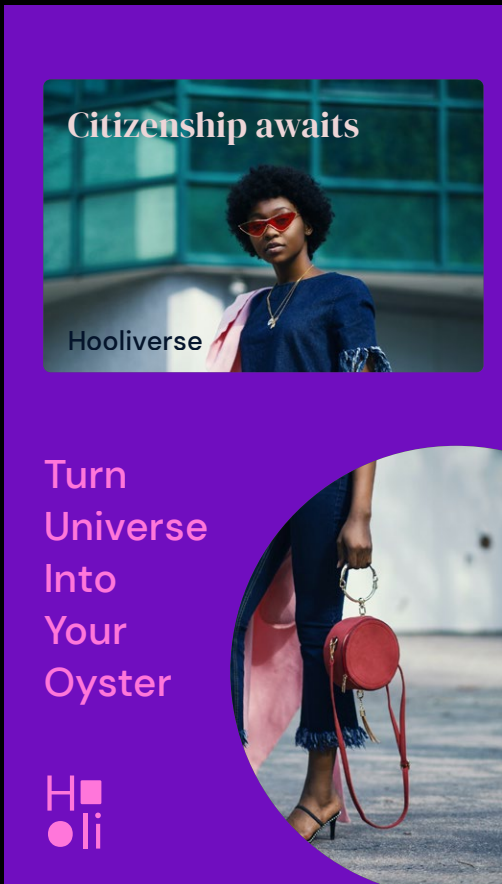
Enter the  
Hooliverse



For marketing material, use the Basic Color System combined with Color Inheritance. Use Color Inheritance for any text inside a photo/video/illustration, and the Basic Color System for everything else.

# 5.0 – Shape

# Composition



The (rounded) rectangle and circle of the Hooli logotype comprise the building blocks of visual composition. They can be set as is, partially cropped, or combined into a single shape. They can be set as color blocks or as a frame for photography/video/illustration. Try to have just one main rectangle and one main circle per composition. That doesn't mean you are restricted

to two shapes per composition (e.g Multiple headshots as circles in a poster is fine), but the primary compositional elements should, for the most part, comprise of just the two. Having just one shape (either a rounded rectangle or a circle) is also fine. Animations should also use these shapes as their main components, which can "break free" or into the Hooli logotype(s).