Brand Guidelines

YEAR 2026

Hippius

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This document establishes the fundamental principles for effectively implementing our brand identity.

Our goal is to provide a flexible framework of practical guidelines that ensure brand consistency while allowing room for creativity and individual initiative.

A robust brand stands as one of an organization's most valuable assets - it can be the decisive factor that sets us apart from our competitors and compels customers to choose us. It serves as the visual and written embodiment of our entire identity, encapsulating our commitment to delivering on our promises to our customers.

To maximize its impact, consistent application of our brand is essential. The elements presented in this guide are designed to assist you in this crucial endeavor, ensuring our brand resonates powerfully and consistently throughout our interactions.

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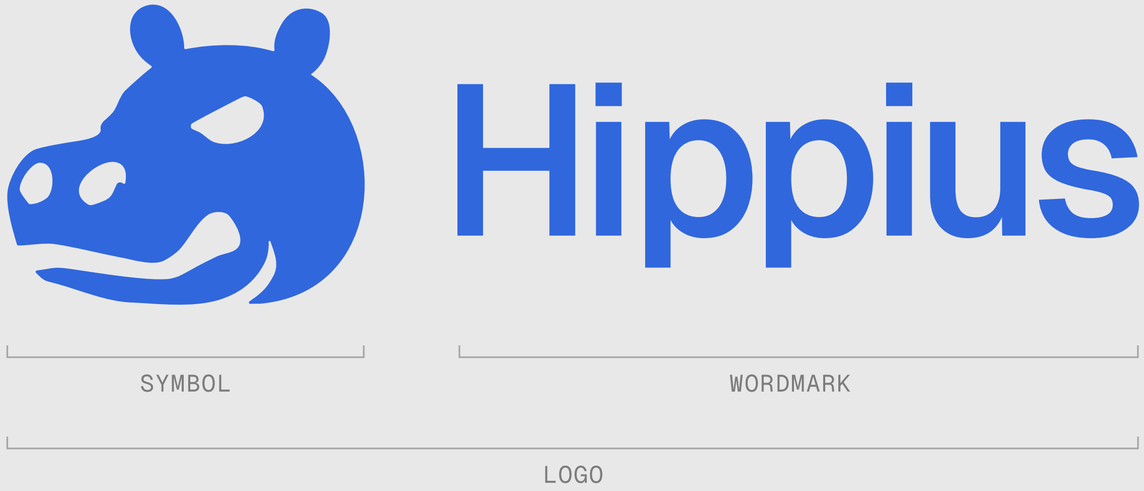
Brand Marks

THE LOGO

The logo’s geometric sunrise combined with the central dot creates a dual-read mark: a rising sun at dawn that simultaneously becomes an eye, symbolizing the daily “gm” ritual and the insider insight of the crypto-native AI builder.

To ensure the continuity of this recognition, it's crucial to refrain from any alterations, modifications, or redrawing - thus maintaining the logo's original integrity.



THE SYMBOL

When space or size constraints arise, the logo mark can replace the full logo, making it ideal for profile pictures or favicons.

Use your discretion, prioritizing the full logo for formal brand presentations.



LOGO COLORS

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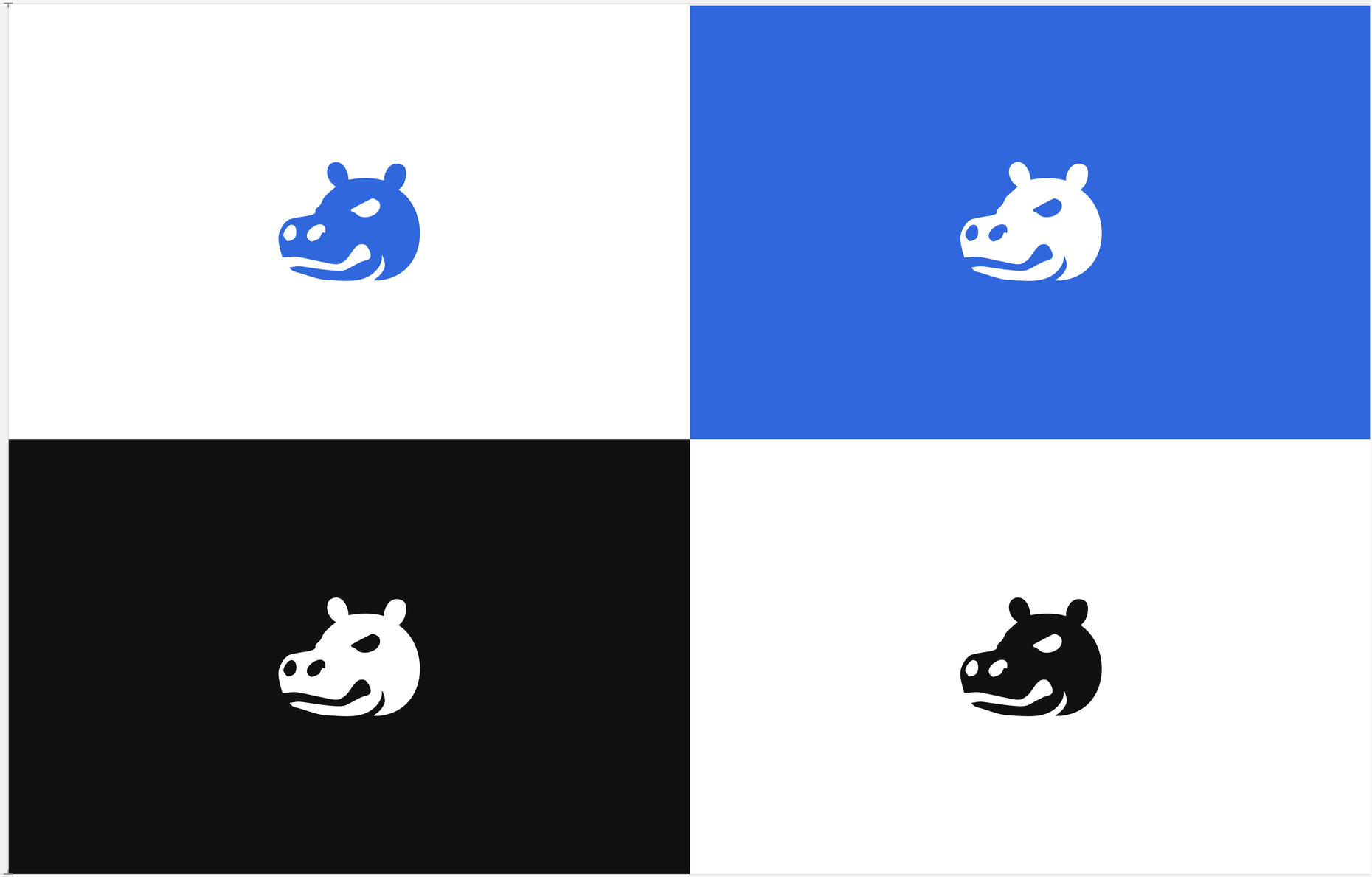

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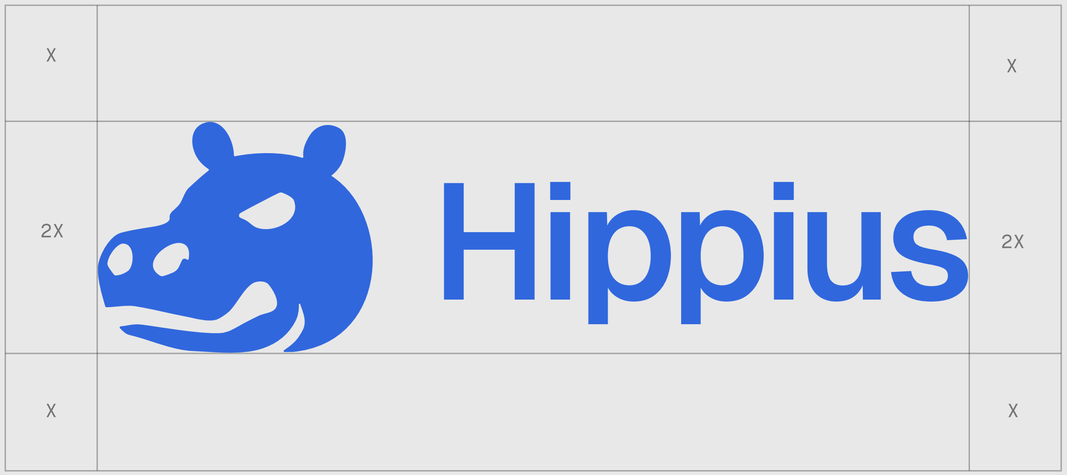
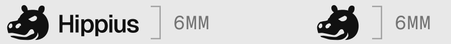


MINIMUM SIZE

DIGITAL



PRINT



LOGO USE CASE

PRIMARY

A high-contrast variant designed to stand out against any background texture, visual noise, or dark interface. The outer border ensures instant recognition and high visibility at a glance , acting as a brand frontliner.



USE CASES

- Desktop & Mobile Icons: Launcher shortcuts on Windows, macOS, iOS, and Android screens.
- Browser Favicons: High-contrast icons in web browser tabs and bookmarks bar.
- Complex or Dark Backgrounds: Placed over photos, gradients, or dark-mode UI cards where contrast is low.
- Physical Merchandise: Printed stickers, vinyl decals, apparel patches, and product packaging.

NOTE: With an exception of Social Media Avatars: Profile pictures for X, Instagram, LinkedIn, and YouTube.

SECONDARY

A streamlined, borderless silhouette designed for clean layout integration. It operates best within structured designs where subtle branding is preferred over high-contrast visual callouts.



USE CASES

- App & Web Headers: Top navigation bars, sidebars, and main application menus.
- Website Footers: Lower page branding blocks alongside copyright and secondary links.
- Digital Documents: Headers for slide decks, PDFs, reports, and official invoices.
- Email Signatures: Professional footers in company communication templates.
- Single-Color Applications: Monochromatic printing, stamps, or subtle background watermarks.

MISUSE

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✕ DON’T ROTATE



✕ DON’T REARRANGE ELEMENTS



✕ DON’T CHANGE COMPONENTS’ RELATIONSHIP



✕ DON’T CHANGE THE TYPEFACE



✕ DON’T OUTLINE



✕ DON’T STRETCH OR DISTORT



✕ DON’T ADD COLOR NOT SPECIFIED



✕ DON’T ADD ELEMENTS



[02]

Colors

COLORS

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ROYAL BLUE	HEX: #3167DD
UNDERWATER FERN	HEX: #04C870
SALMON	HEX: #FF6D61
TECH WHITE	HEX: #F5F5F5
BLACK	HEX: #000000
BLACKOUT	HEX: #1E1E1E
MINE SHAFT	HEX: #313131
DRAVIT GREY	HEX: #606060
PALE SILVER	HEX: #EBEBEB

[03]

Typography

TYPEFACE 1

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GEIST

AaBb

UPPERCASE

ABCDEFGHIJKLMNOPQRST
UVWXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

PUNCTUATION

(){}[]:;”\|<>.,!@#&

NUMBERS

1234567890

TYPEFACE 2

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GEIST MONO

AaBb

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUV
WXYZ

LOWERCASE

abcdefghijklmnopqrstuvwxyz

PUNCTUATION

(){}[]:;”\|<>.,!@#&

NUMBERS

1234567890

[03]

Applications

ASSEYS & LAYOUT

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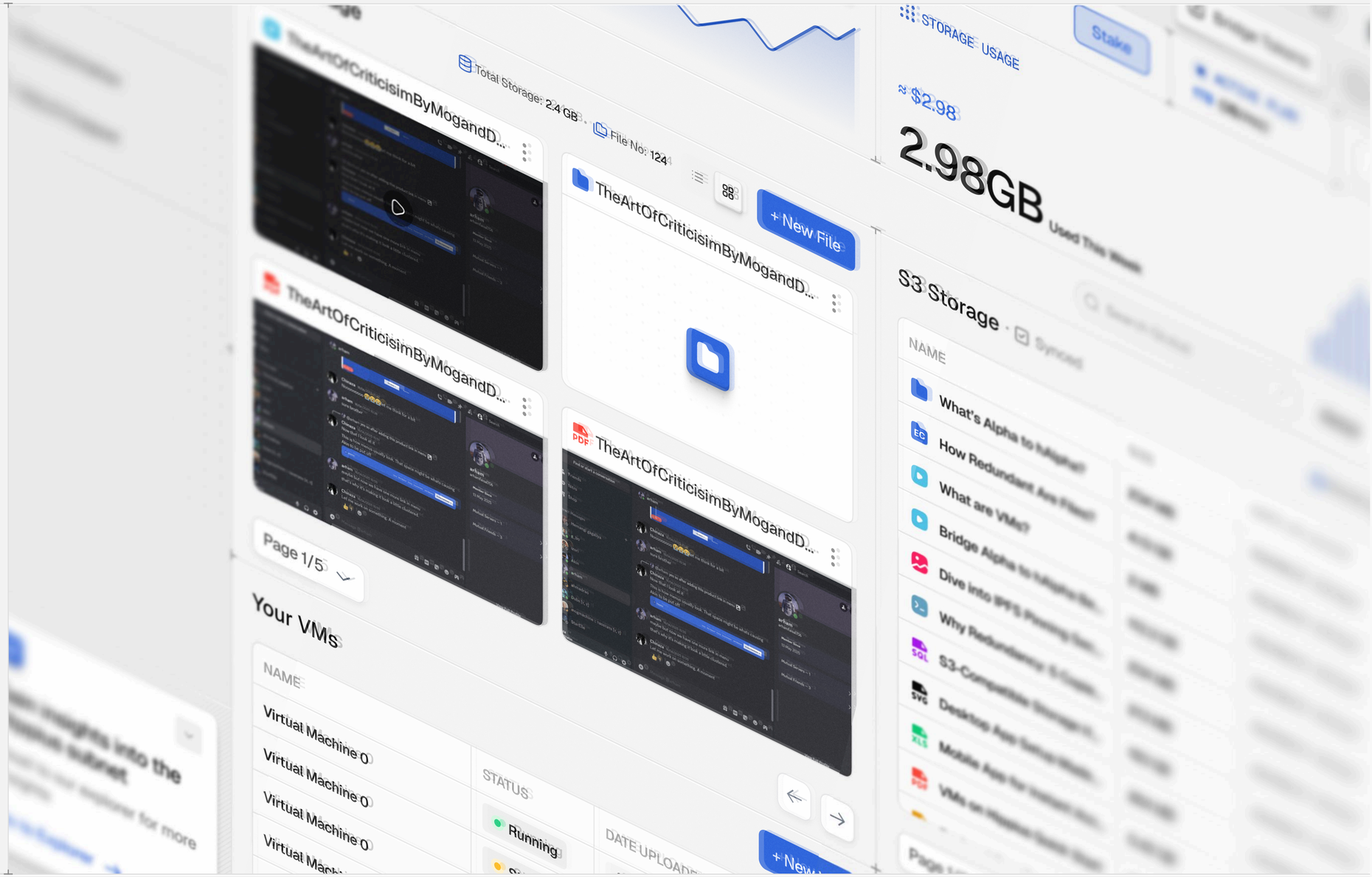
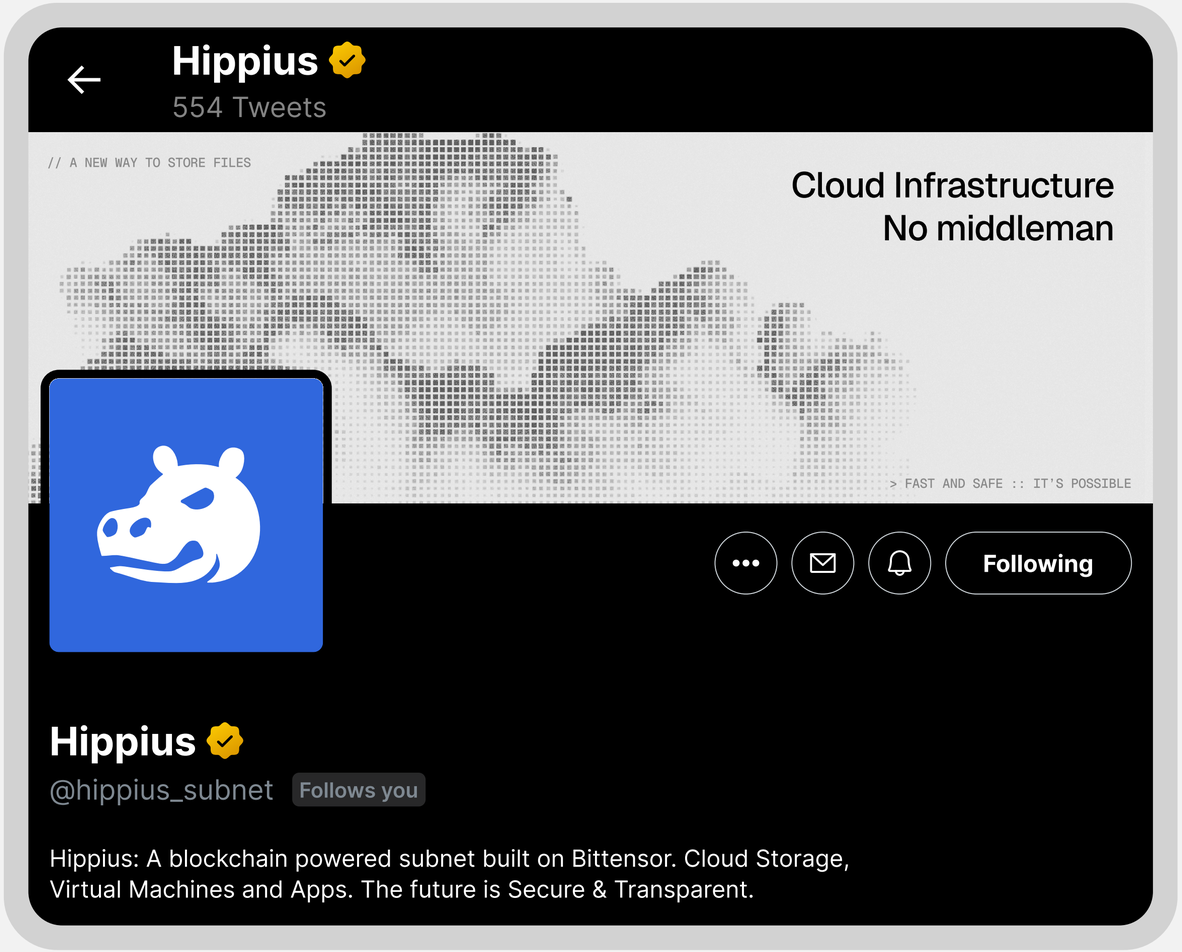
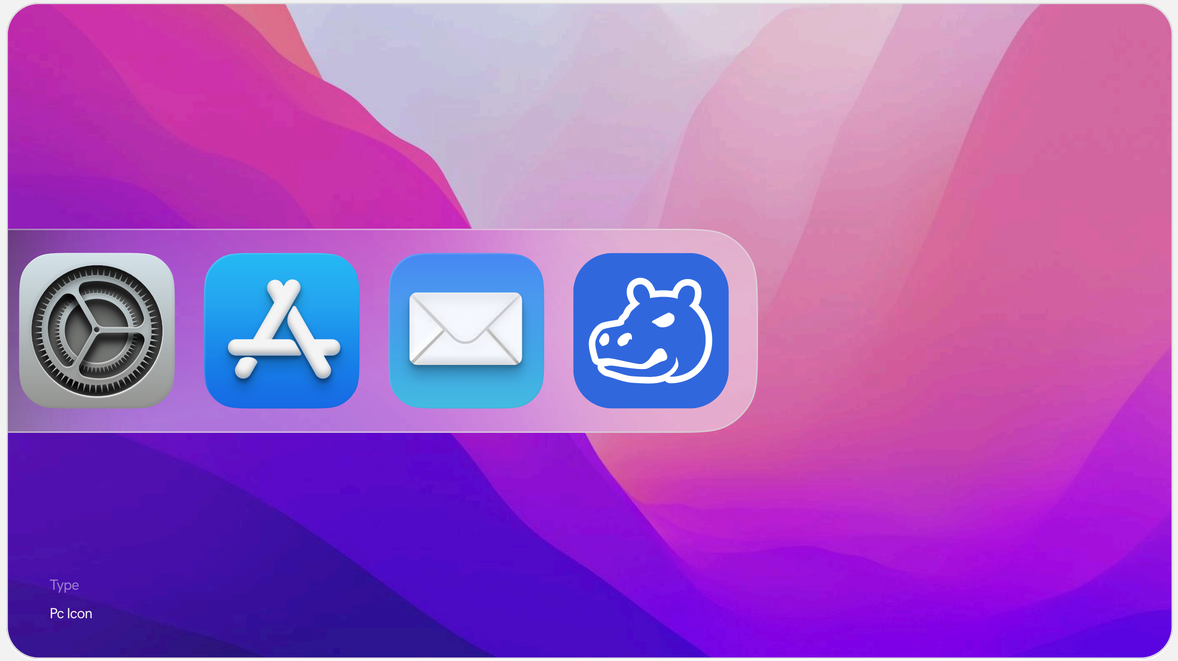
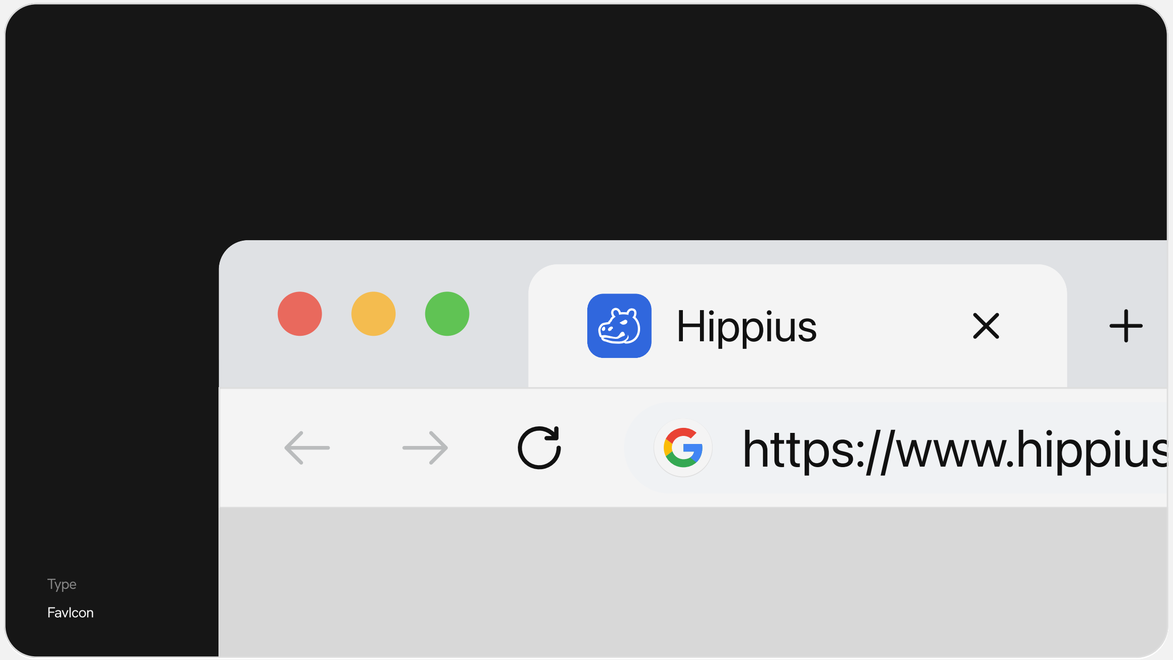


ICONS


Hippius
554 Tweets
// A NEW WAY TO STORE FILES
Cloud Infrastructure
No middleman
> FAST AND SAFE :: IT'S POSSIBLE
Following
Hippius
@hippius_subnet
Follows you
Hippius: A blockchain powered subnet built on Bittensor. Cloud Storage,
Virtual Machines and Apps. The future is Secure & Transparent.

ICONS





INVOICE

Invoice

BILL TO

v21.studio
123 Corner St., London, U.K
Phone: +123 4356 897
Email: miki@v21.studio

QUOTE DETAILS

Invoice No. #2025-001
Issued Date: Sept 23 rd, 2025
Due Date: Sept 29 th, 2025

ITEM	UNIT	UNIT PRICE	TOTAL
PMF Research and Strategy	02	$ 2.000	$ 4.000
PMF Research and Strategy	02	$ 2.000	$ 4.000
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SUBTOTAL

$ 8.900
TVA (19.9%)

Failing to comply within the given dates may result in additional charges.

TOTAL

$ 11.894

+123 345 6547

support@cashmerelabs.com

Str. Luis, No. 123
London, UK, 400393

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