

HiHello Brand Guidelines



Mission

We exist to help people strengthen relationships and amplify the power of their network.

About


Founded in 2018 by Manu Kumar, HiHello helps people around the world connect and share information. HiHello gives people a platform where they can create and share their own digital business cards, scan paper cards (much like its predecessor, CardMunch), and manage their contacts.


While HiHello is headquartered in Palo Alto, California, most of the team works remotely. The team is passionate about the impact they’re making in the networking space.

Our Logo

Primary


Full gradient



FULL GRADIENT


GRADIENT ICON

Secondary


Full color



COLOR OUTLINE


COLOR ICON

Grayscale

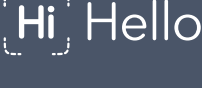
Full gray



FULL GRAYSCALE OUTLINE


GRAYSCALE ICON

Reverse

Full white


FULL WHITE


WHITE ICON

Our Colors

Primary Colors



Violet
#8F60DE




White
#FFFFFF




Gray
#718096


Secondary Colors




Doughnut
#EE85DD




Tomato
#EA3A2E




Tangerine
#FF8C39




Banana
#FFC631




Thyme 600
#38A169



Beach
#6DD3C7



Sky
#628AF8



Jeans
#3A59AE


Logo Clear Space

Digital Format

Minimum dimensions never replicate our logo at any size smaller than the accompanying guidelines for consistency across digital and print applications.



80px



208px

Digital format: minimum dimensions

Print Format

To ensure the right amount of breathing space around the HiHello logo, refer to the size of “Hi” in relation to all sides of the logo.

Print format: clear space