

Brand Guidelines

hi ventures

Brand Guidelines

- 01 Logo design
- 02 Typography
- 03 Color palette
- 04 Textures
- 05 Application

Brand Guidelines

- 01** **Logo design**
- 02** **Typography**
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	x	hi		ventures		

hi ventures





human innovation

hi.vc

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ABC CAMERA PLAIN

A B C D E F G

a b c d e f g h i

0 1 2 3 4 5 6 7

ABC CAMERA PLAIN
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ABC CAMERA PLAIN
Medium Italic

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abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&()?+*

ABC CAMERA PLAIN
Regular

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ABC CAMERA PLAIN
Regular Italic

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Helvetica Neue (TT)
Regular & Regular Italic,
Medium & Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Arial
Regular & Regular Italic,
Bold & Bold Italic

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Request

ABC
Camera Plain



Helvetica
Neue (TT)



Arial



X

X × 2

X × 4

X × 6

X × 8

X × 12

Aa

Aa

Aa

Aa

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100%

Headline
Medium

The future
of life & work

25%

Body copy
Regular

Key Insight: As work becomes ever more global
and remote, businesses require a digital infrastructure
for employee benefits.

50%

Subhead or highlighting
Medium

Atlas
Custom HR Benefits

The future of life & work

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The future of life & work

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Custom HR Benefits

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Federico Antoni & Jimena Pardo
Managing Partners

We are
now hi.

Today is a big day in our 12 years old history building
together. We are thrilled to share some news about our
firm with you all.

Insights
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Insights
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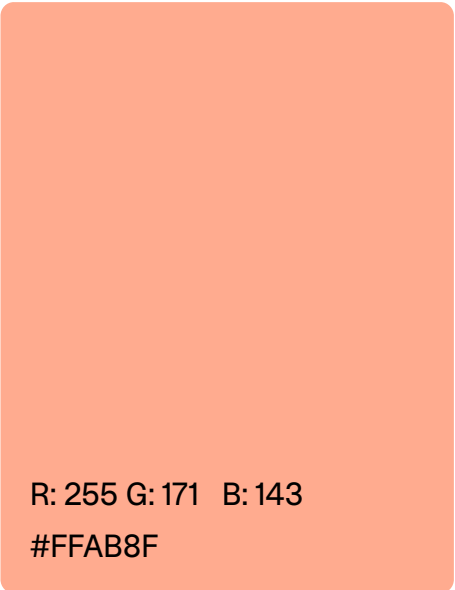
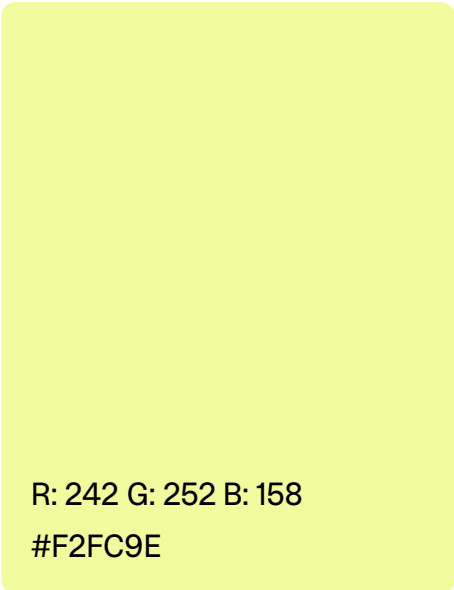
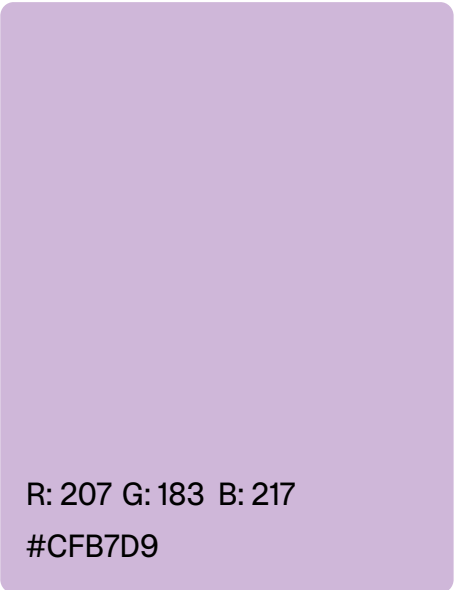
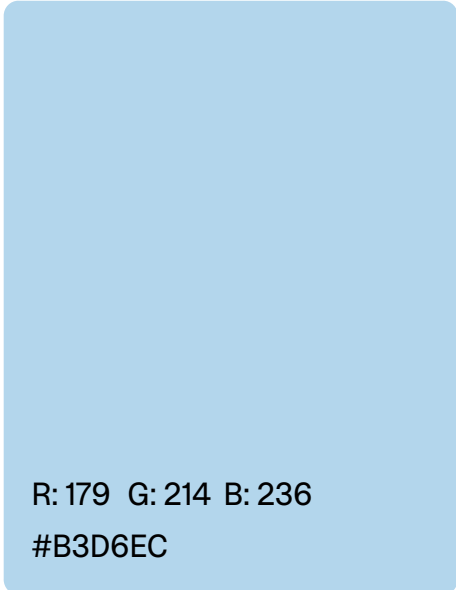
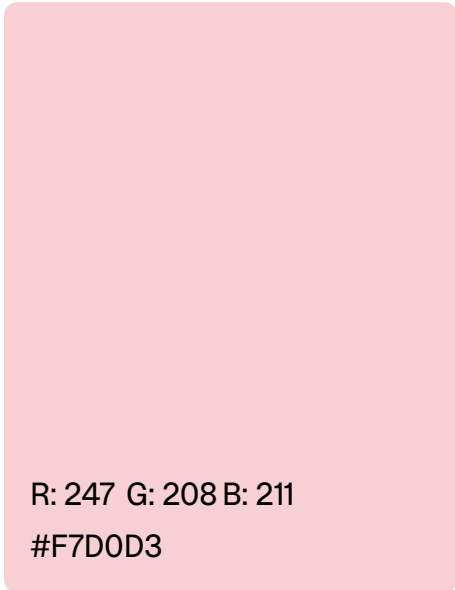
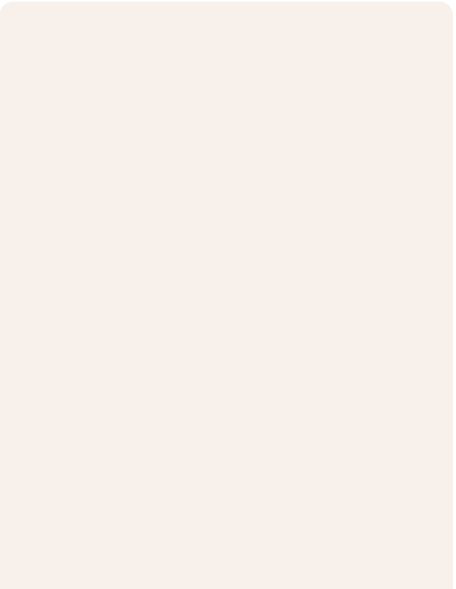
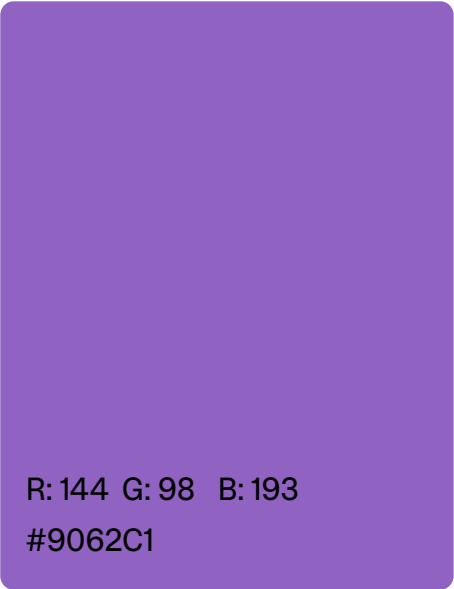
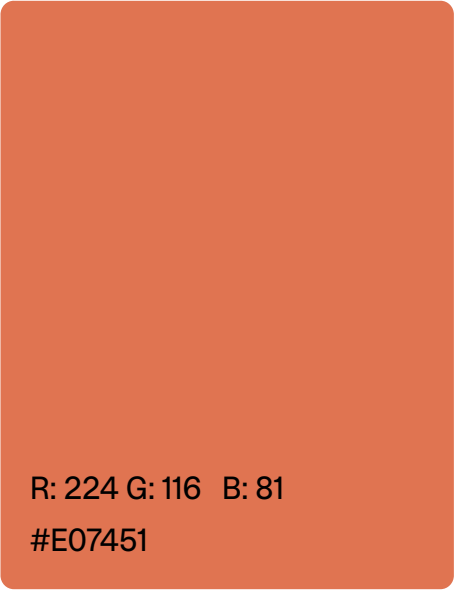
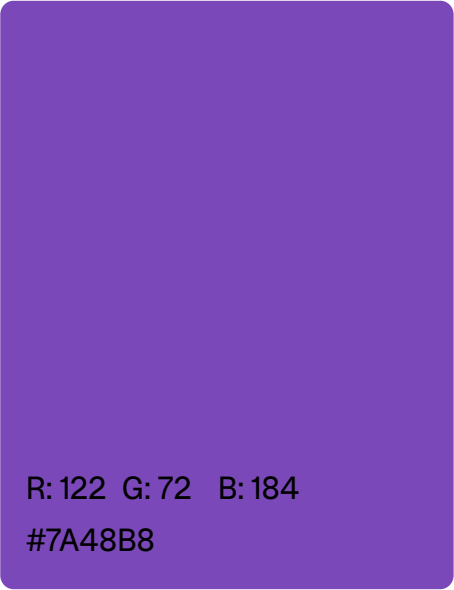
The future
of life & work

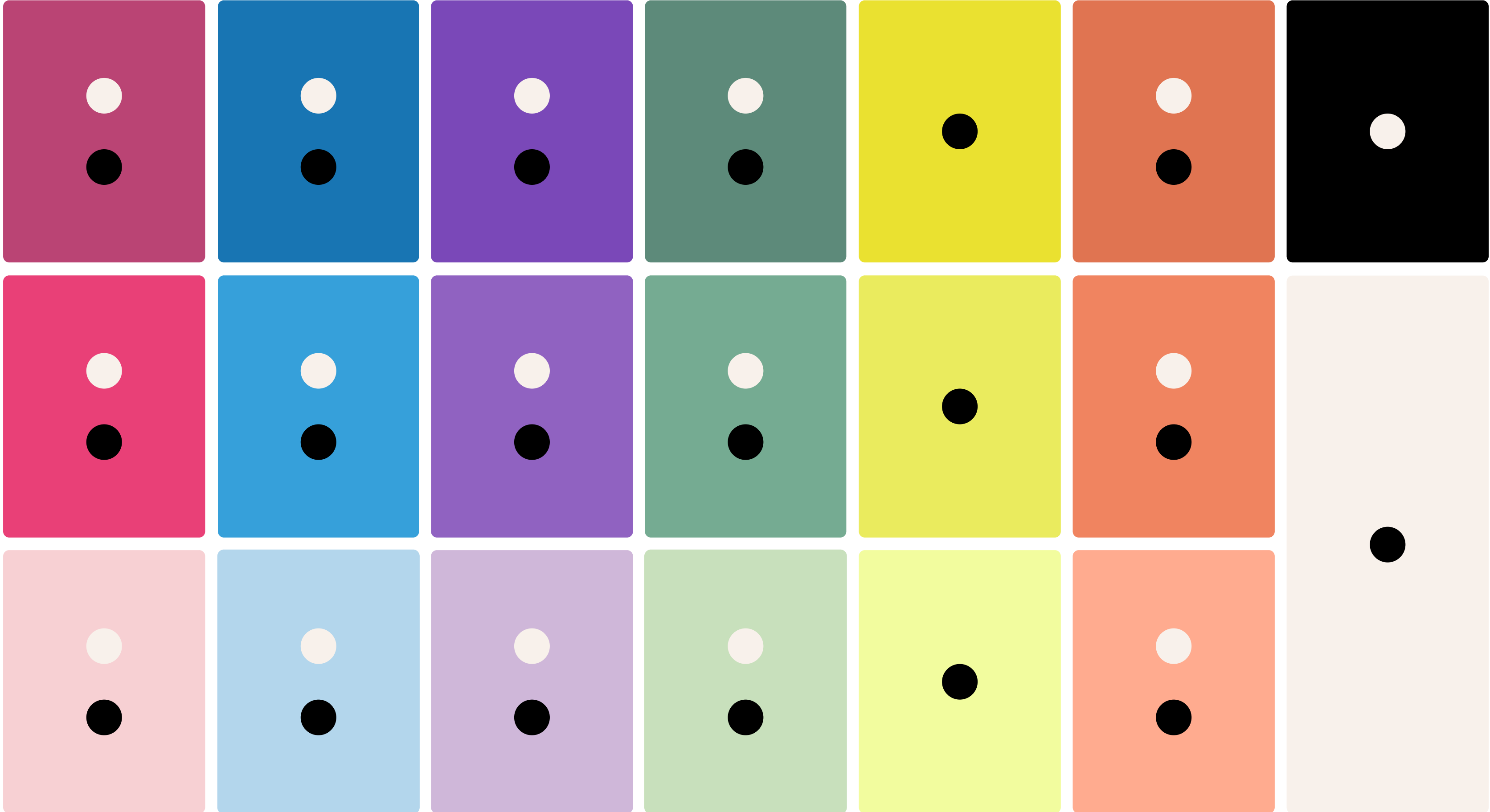
Key Insight: As work becomes ever more global
and remote, businesses require a digital infrastructure
for employee benefits.

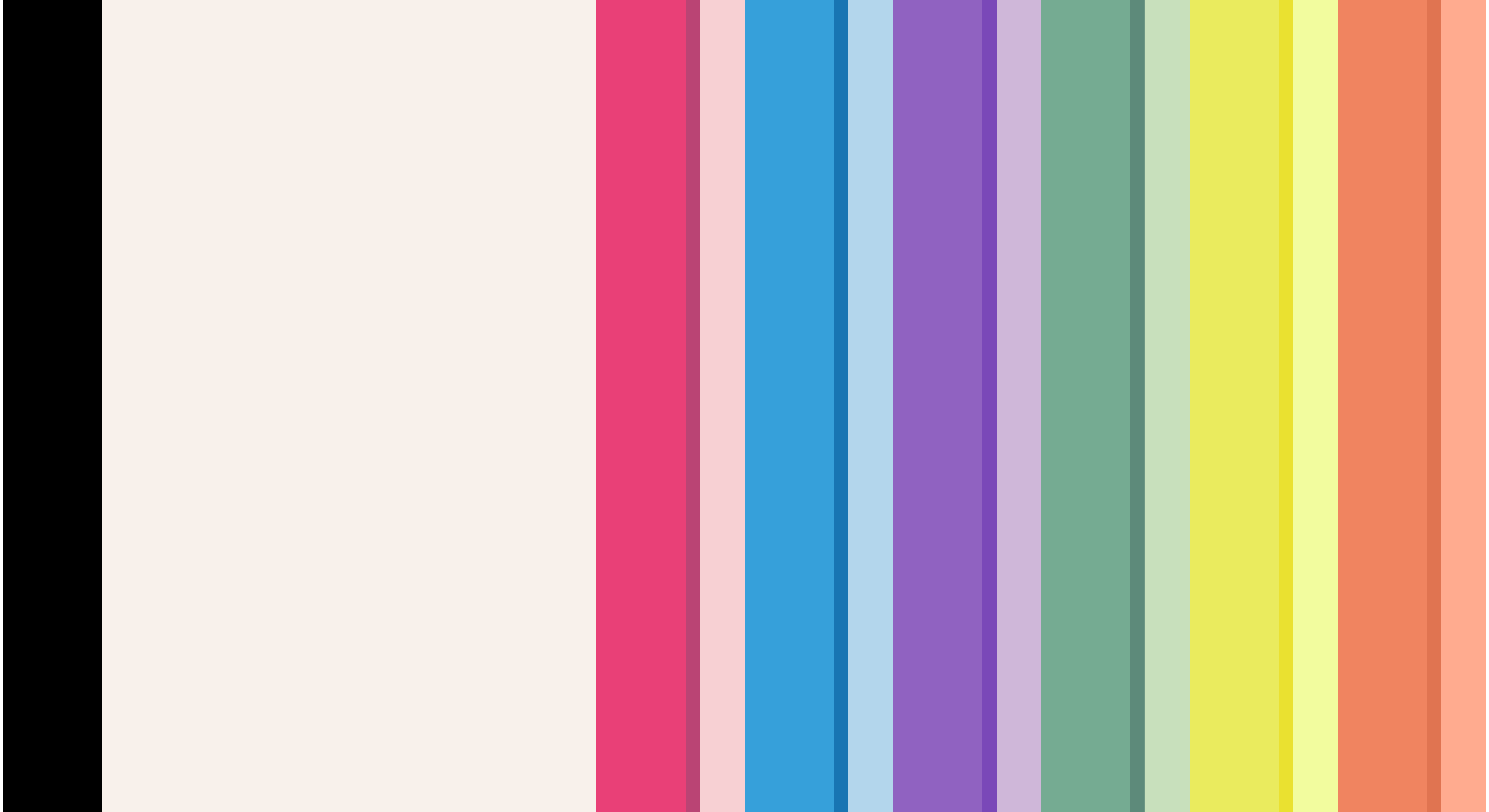
Atlas
Custom HR Benefits

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The future of life & work

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Atlas

Custom HR Benefits

Acceleration of commerce in Latin America

As the nearshoring wave consolidates, commerce between the US and Mexico urgently needs software and AI to manage demand

Nuvocargo

Digital AI freight forwarder

The future of life & work

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Atlas

Custom HR Benefits

From 0 to multi billion dollar exit

hi invested the first institutional check in 2015, and successfully led funding from the pre-seed stage all the way to Series A, holding a board position until the 2021 Uber acquisition

Juan Pablo, Daniel & Oskar

Cornershop Founders. Hi Since 2015

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Request



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Digital AI freight forwarder

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~~Custom HR Benefits~~

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Benefits

Key Insight: As work becomes ever more global and remote, businesses require a digital infrastructure for employee benefits.

Custom HR Benefits

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America

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~~Digital AI freight forwarder~~

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Helvetica Neue (TT)

			
<p>Partner of formidable tech entrepreneurs solving Latin America's hardest problems since 2012.</p>			
			



<p>Pancho Part-time receptionist</p> <p>+52 55 2143 7712 Sierra Mojada 477 Lomas de Chapultepec Ciudad de México</p>	
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Pancho
Part-time receptionist

+52 55 2143 7712
Sierra Mojada 477
Lomas de Chapultepec
Ciudad de México

Helvetica Neue (TT)

	Mexico City January 10, 2024			
	Estimado, Esteban German			
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Mexico City
January 10, 2024

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hi.vc



Pancho

Part-time receptionist

+52 55 2143 7712

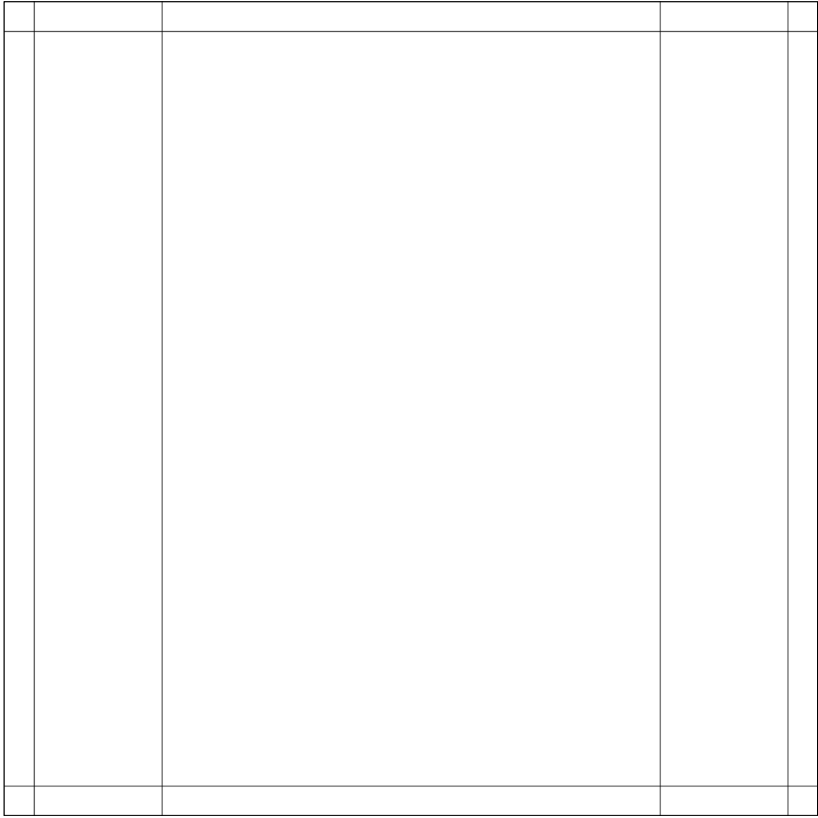
Sierra Mojada 477

Lomas de Chapultepec

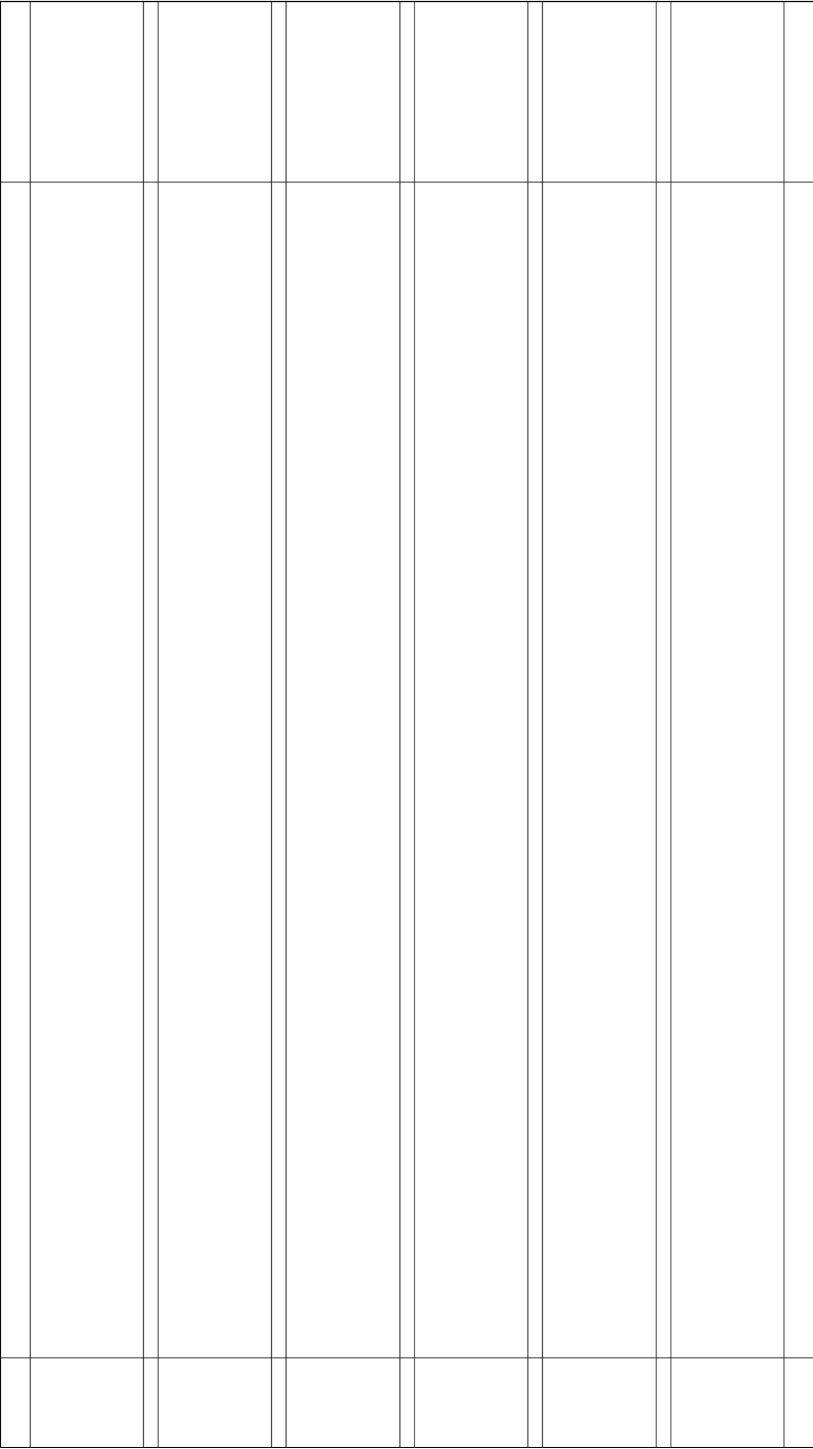
Ciudad de México



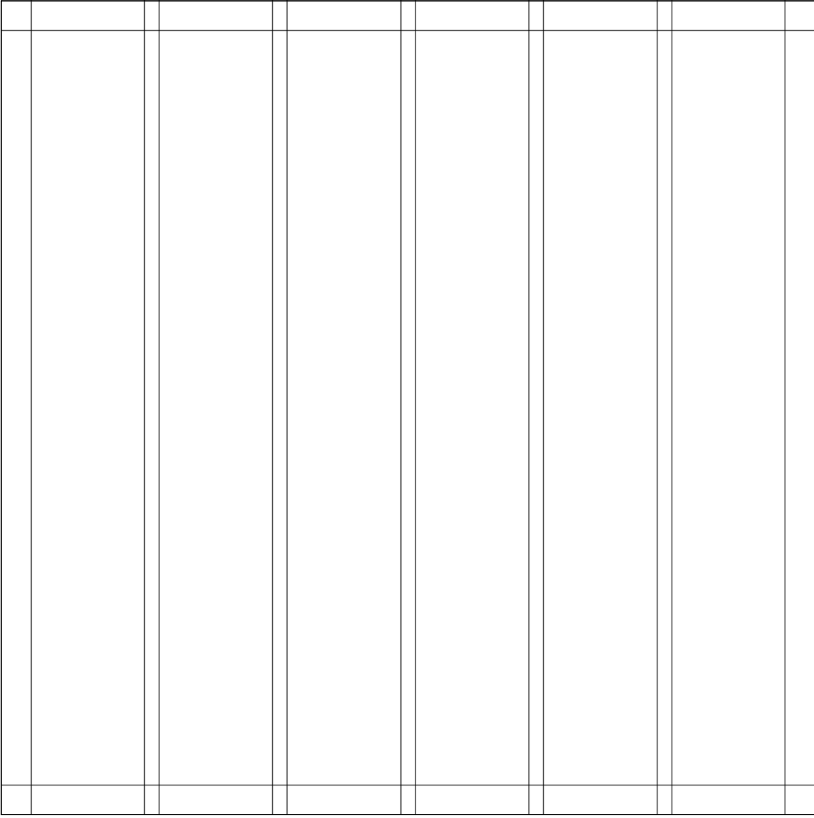
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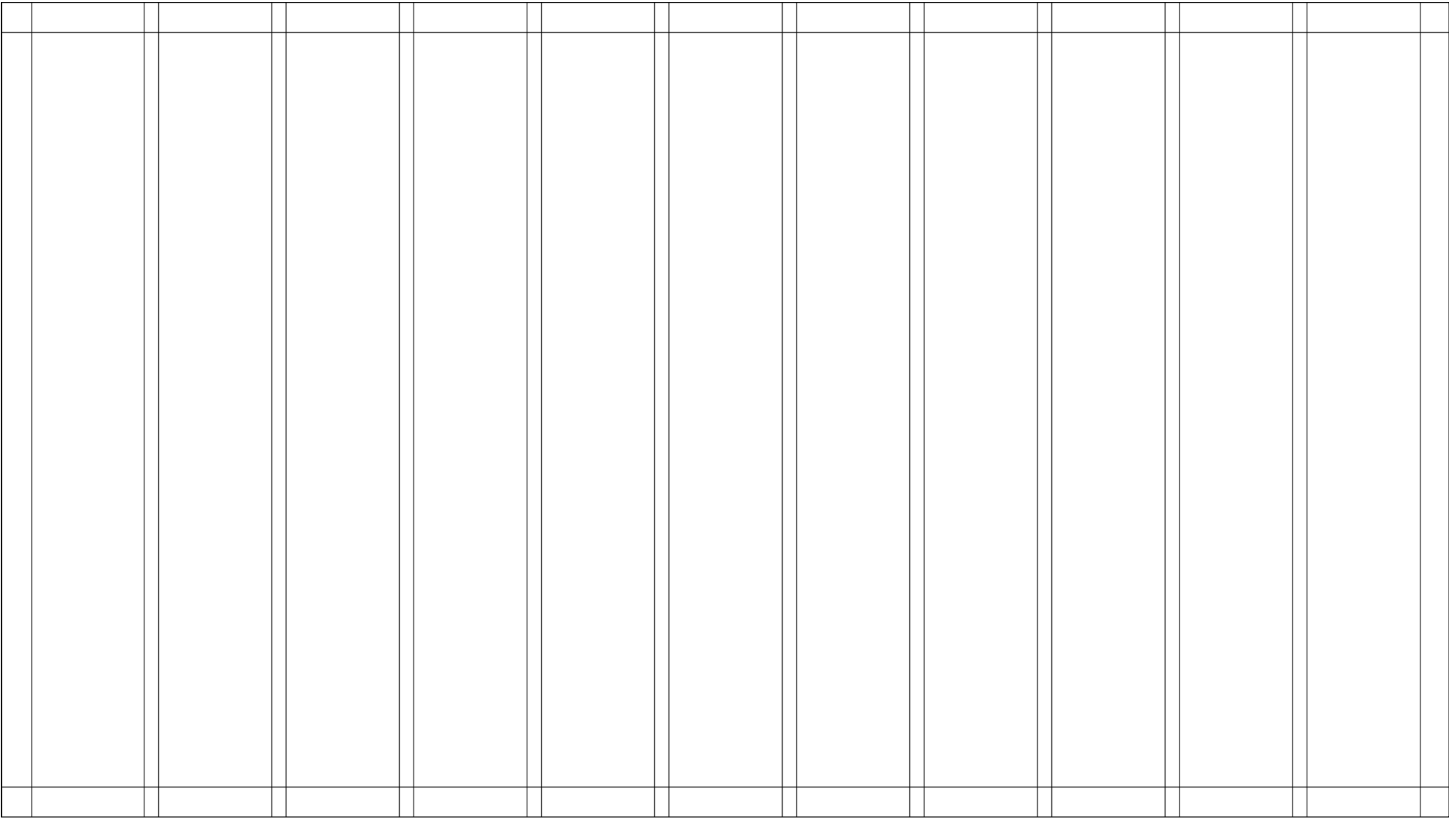
Story (1080 × 1920px)



Post (1080 × 1080 px)



Banner (1920 × 1080 px)



Request

Profile picture (1080 × 1080 px)



Story (1080 × 1920px)

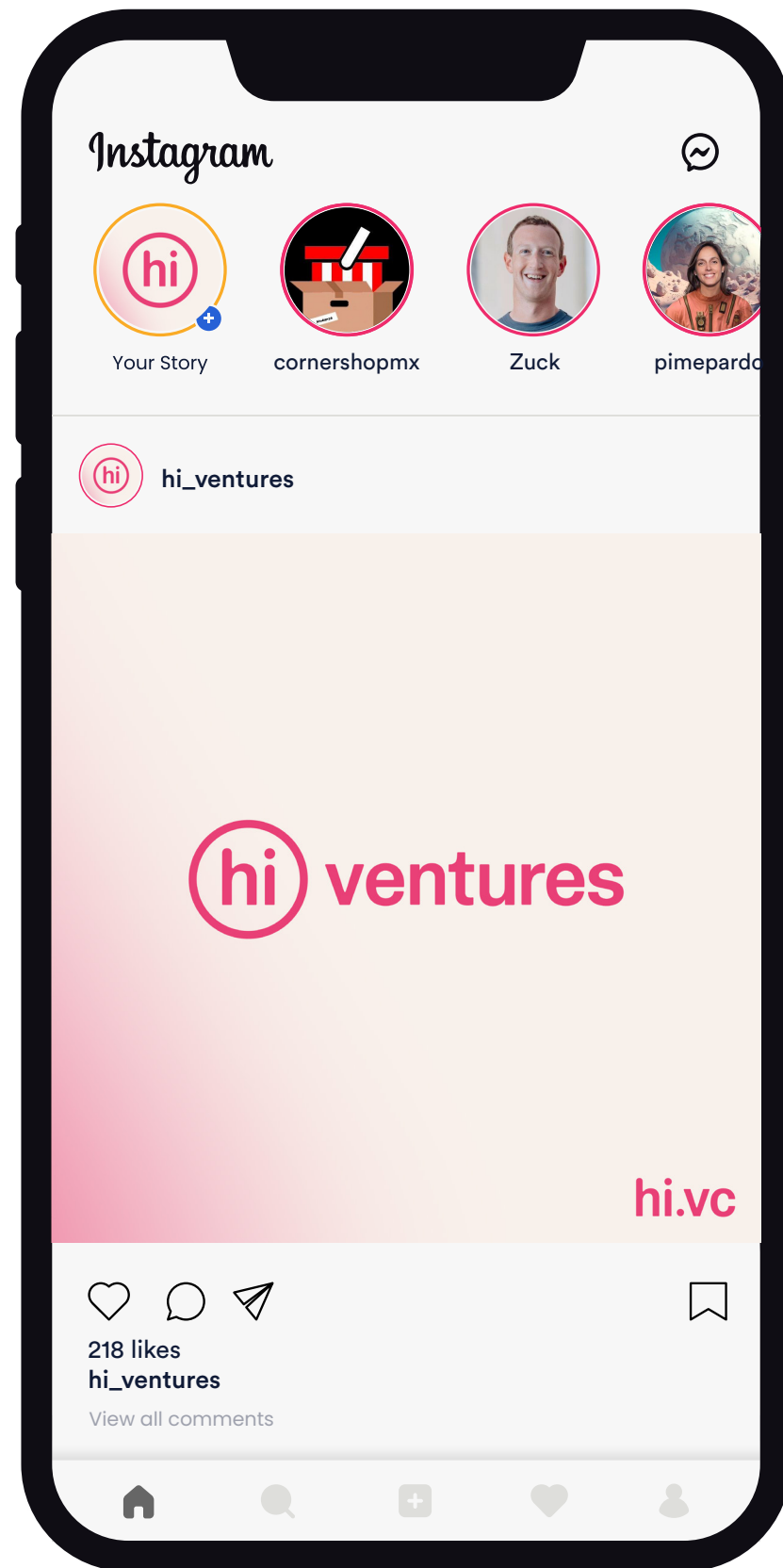


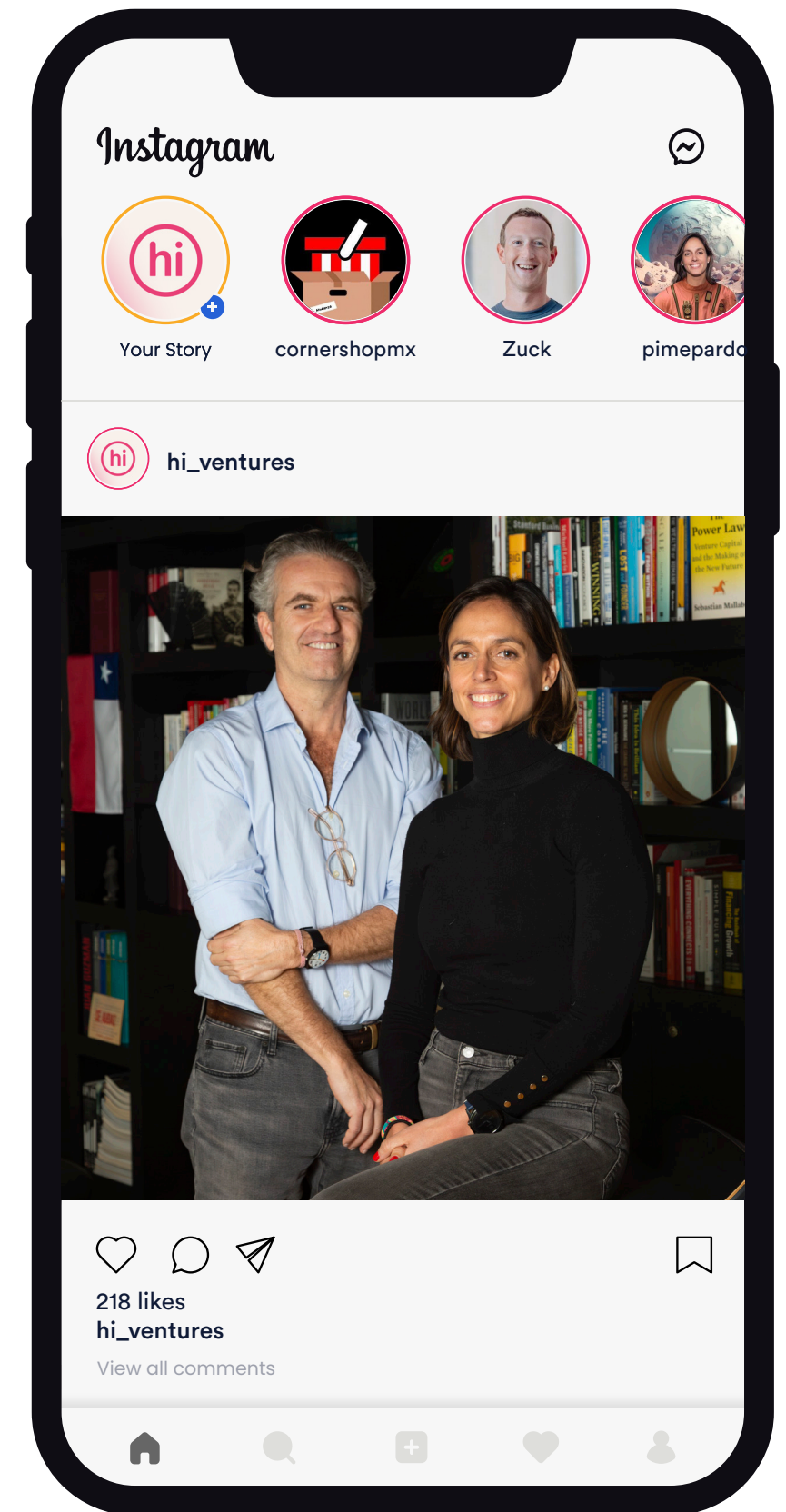
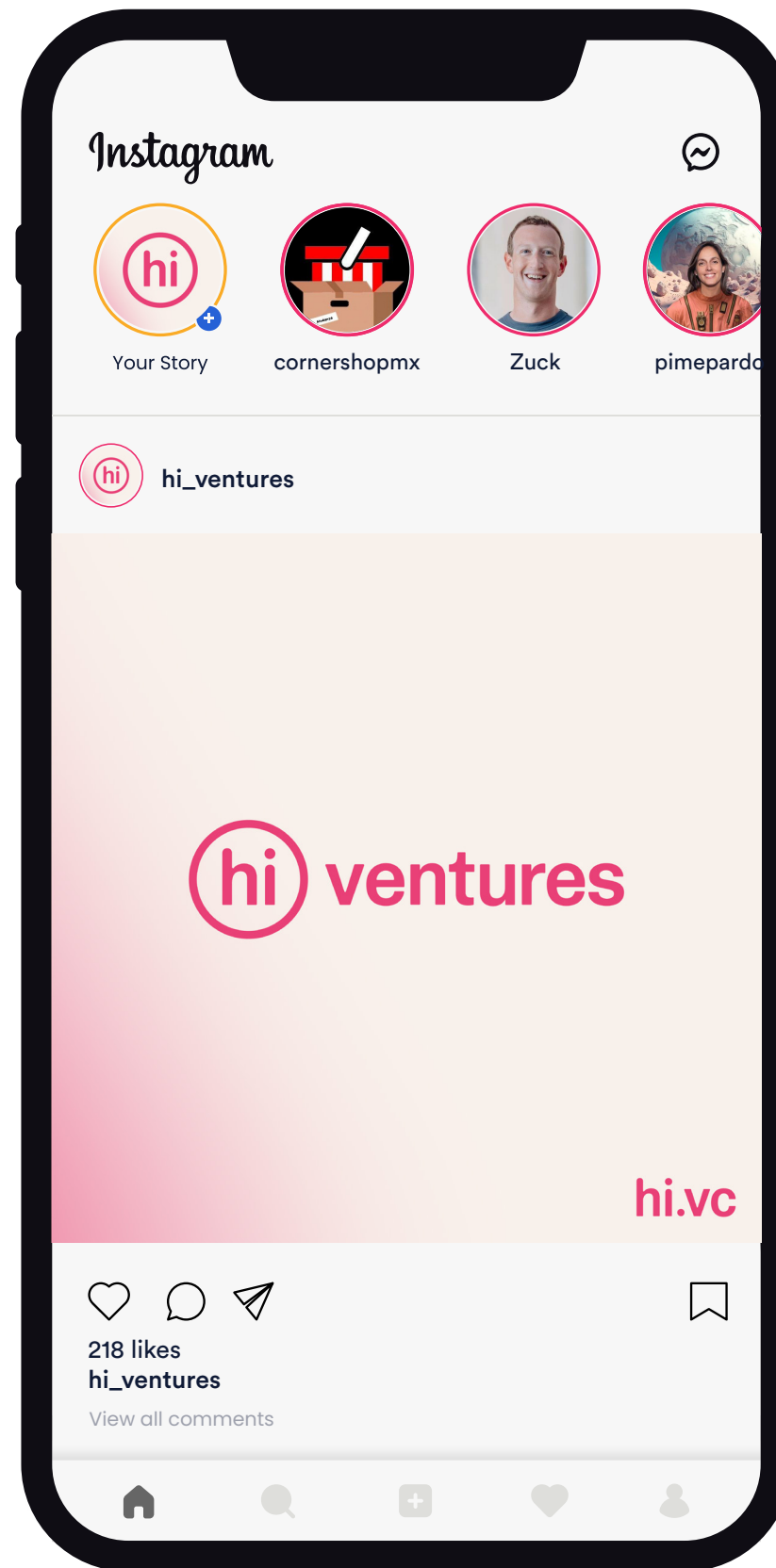
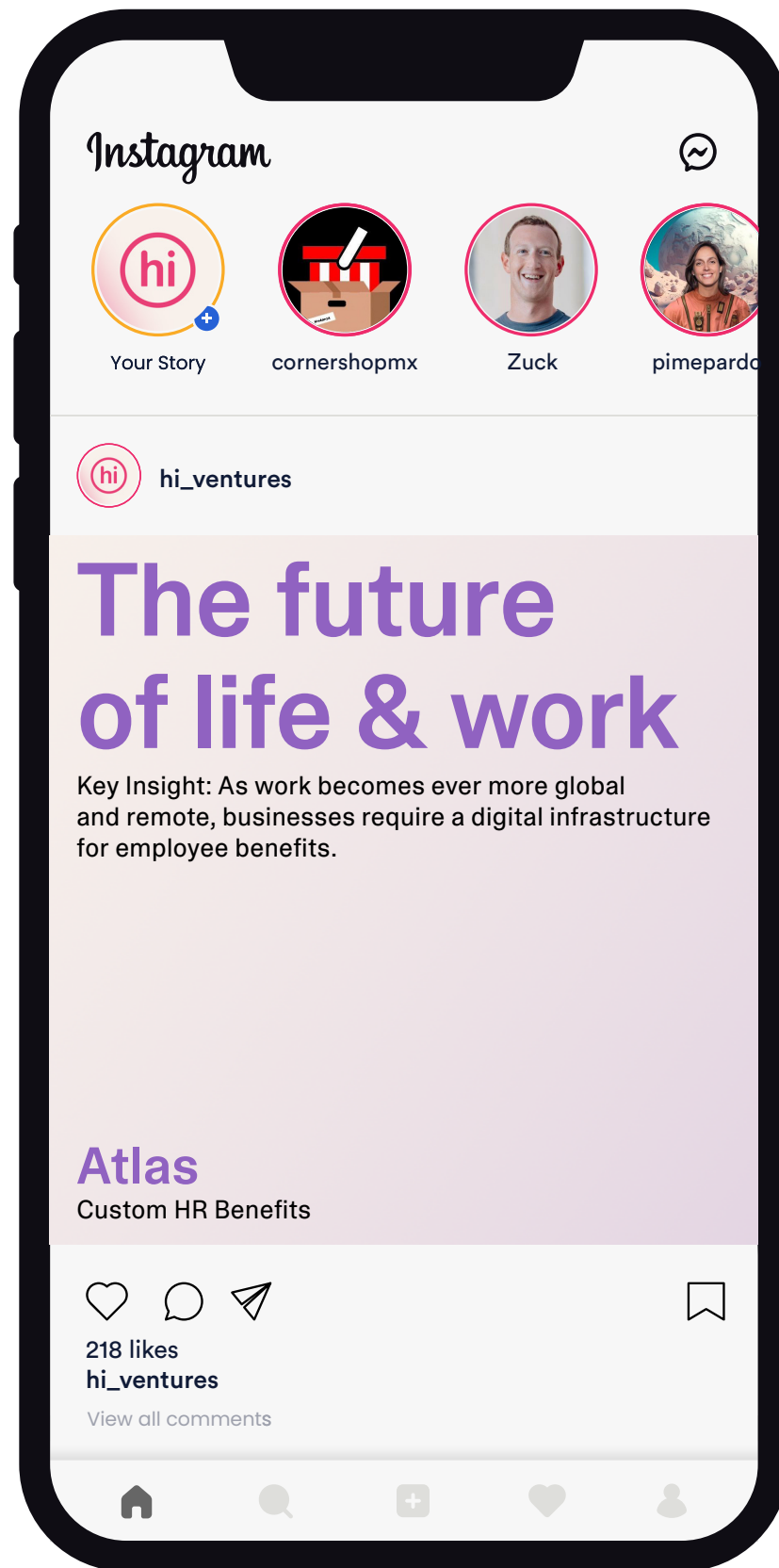
Post (1080 × 1080 px)



Banner (1920 × 1080 px)







Request



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now hi.



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Aplazame, Carrot, Clubbi
Cornershop, Enlight, Fintual,
Flat, Flink, Kocomo, Mendel,
Nuvocargo, RobinFood,
Senzai, Shinkansen,
Slang, WonderBrands,
Yana



[Request](#)

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