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Brand Guidelines hi ventures

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Brand Guidelines

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

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- 03 Color palette
- 04 Textures
- 05 Application





01) (Logo Design

Logo with color

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Logo Scaling

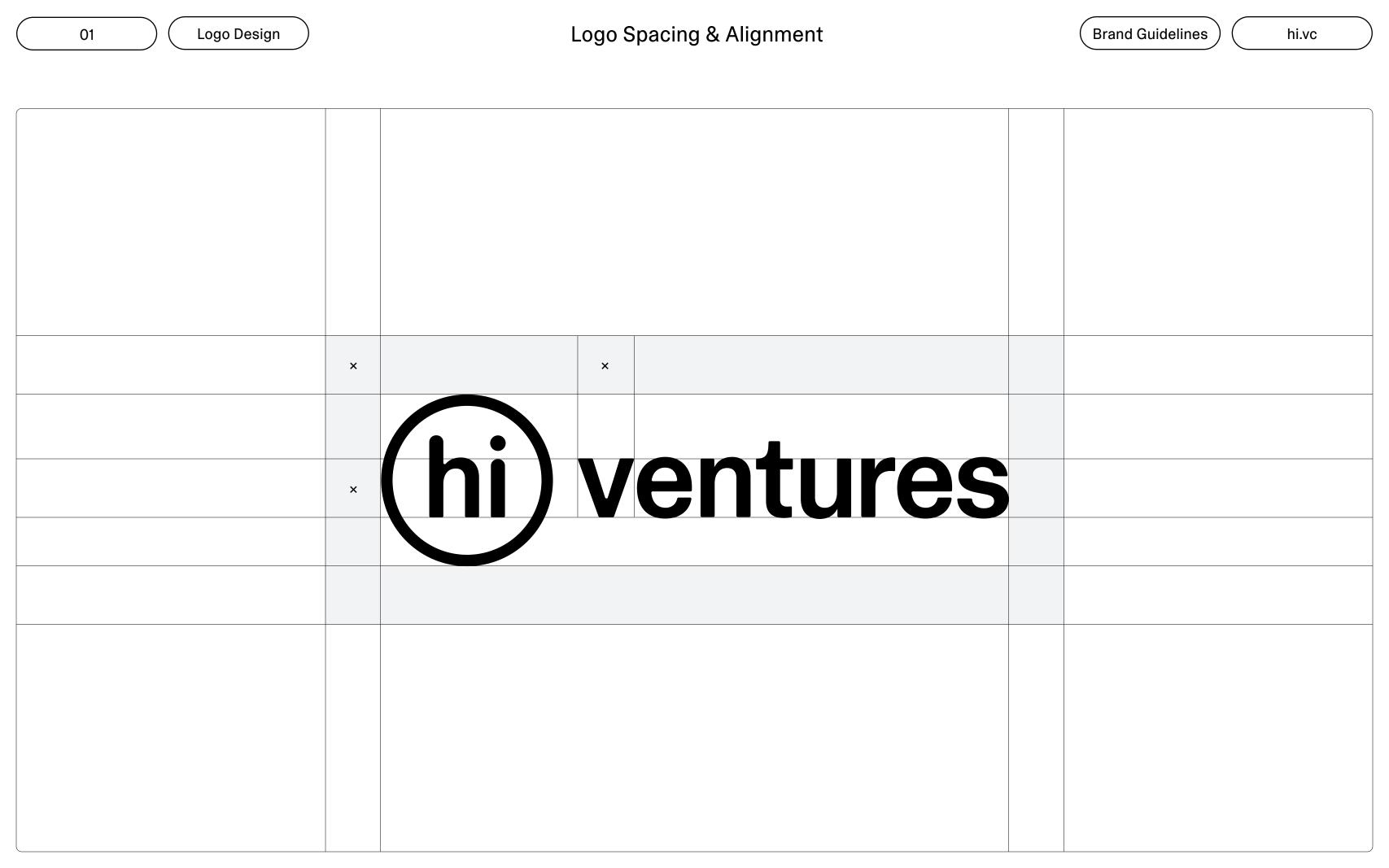
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Logo Design

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01) (Logo Design

Logo System

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human innovation

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

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ABC CAMERA PLAIN Medium

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ABC CAMERA PLAIN Regular

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ABC CAMERA PLAIN Regular Italic

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Typography

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Request

ABC Camera Plain Neue (TT)

Helvetica



















02 Typography

Scale and proportion

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 25%	Body copy	Of life & Work Key Insight: As work becomes ever more global
2070	Regular	and remote, businesses require a digital infrastructure for employee benefits.
50%	Subhead or highlighting	Atlas
	Medium	Custom HR Benefits

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

The future of life & work

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

Atlas

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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

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) (Typography)

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The future of life & work

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The future of life & work

Tracking

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

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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

Typography

Hierarchy

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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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FEDERICO ANTONI & JIMENA PARDO MANAGING PARTNERS

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insights

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Typography

Whitespace

Brand Guidelines

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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.

Federico Antoni & Jimena Pardo Managing Partners Atlas

Custom HR Benefits

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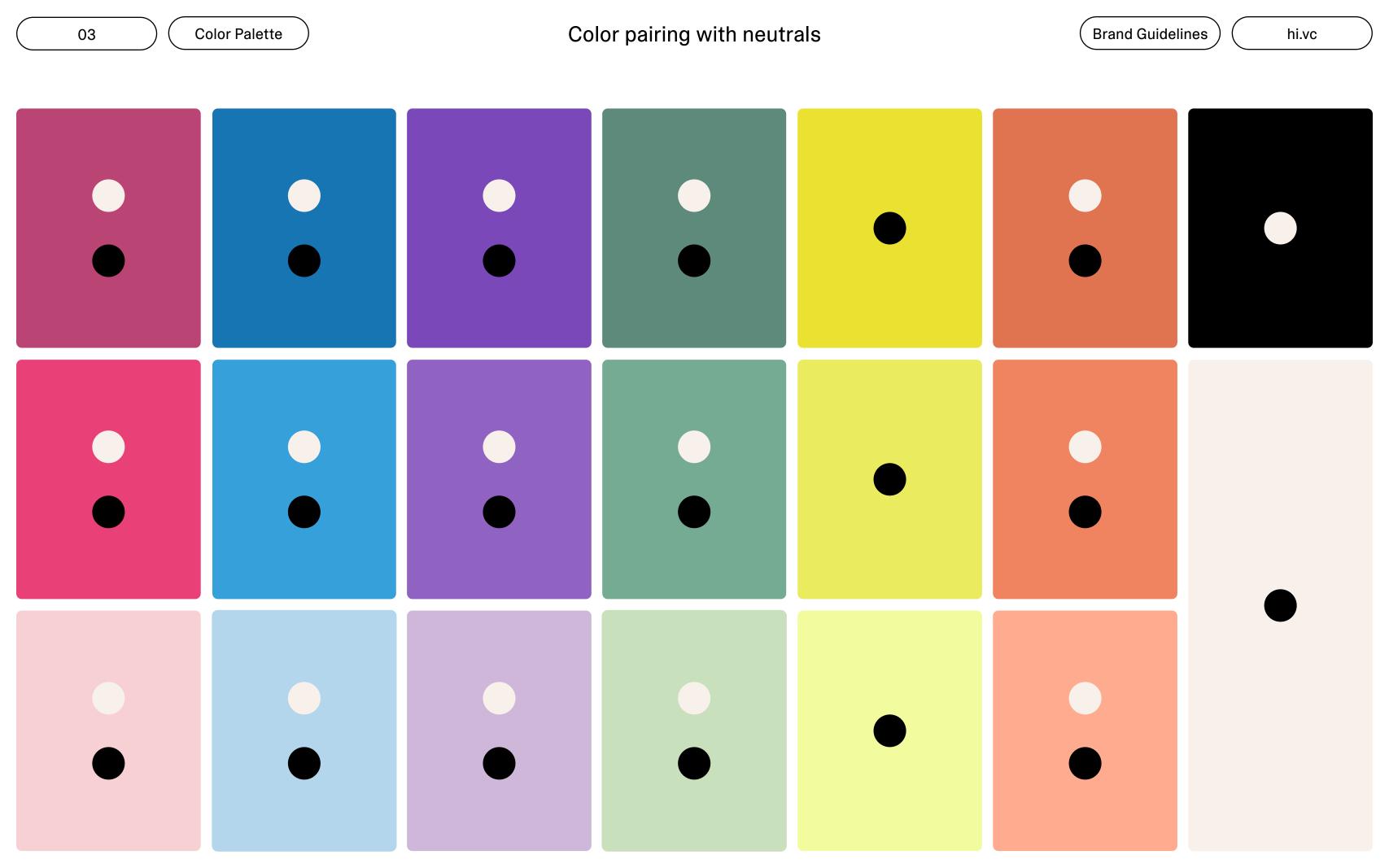
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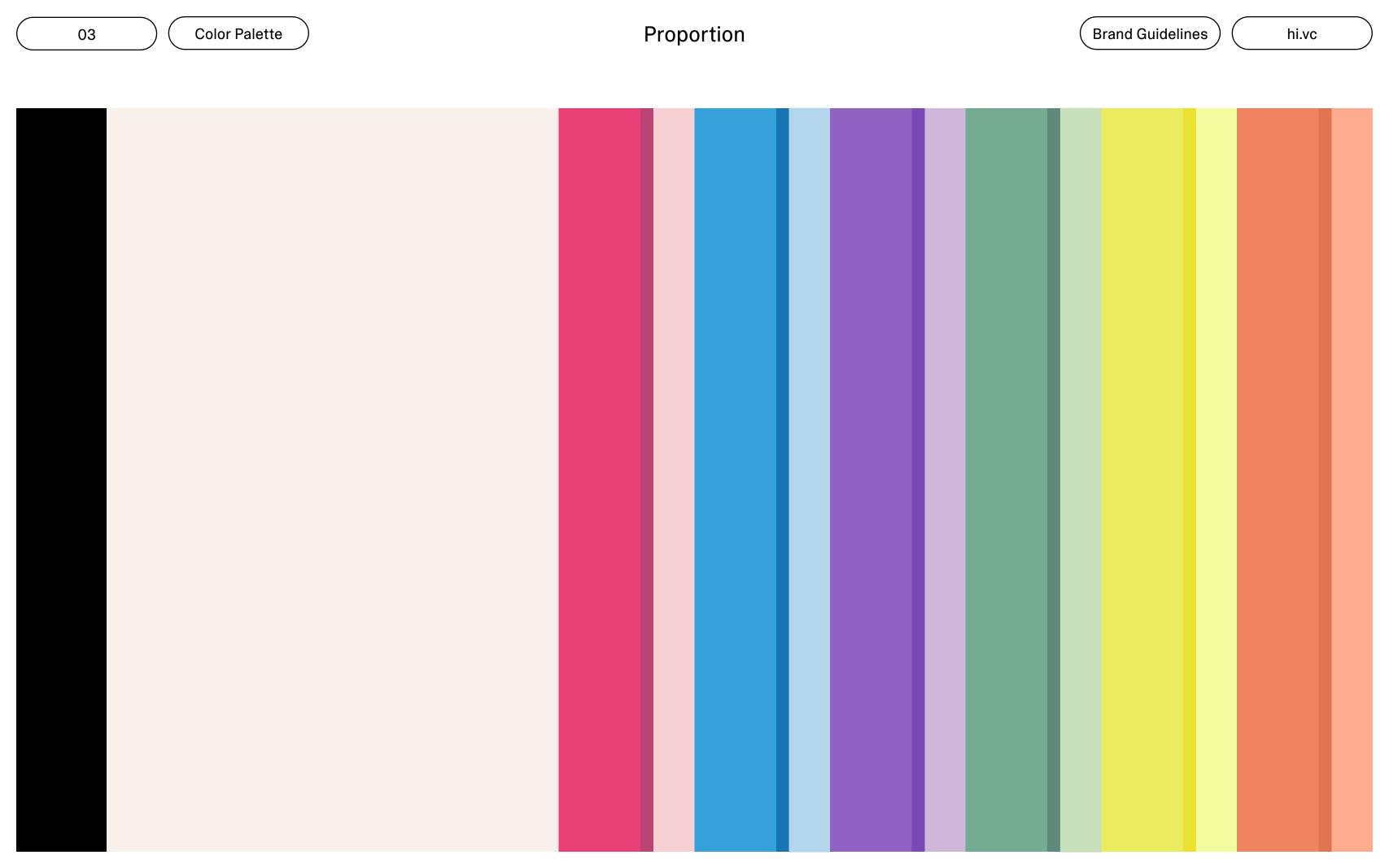
- 01 Logo design
- 02 Typography
- 03 Color palette
- 04 Textures
- 05 Application

03 Color Palette

(Brand Guidelines) (hi.vc

R: 186 G: 68 B: 116	R: 24 G: 117 B: 179	R: 122 G: 72 B: 184	R: 93 G: 138 B: 122	R: 234 G: 225 B: 48	R: 224 G: 116 B: 81	R: 0 G: 0 B: 0
#BA4474	#1875B3	#7A48B8	#5D8A7A	#EAE130	#E07451	#000000
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#E94077	#36A0DA	#9062C1	#75AB92	#EAEB5E	F08460	
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#F7D0D3	#B3D6EC	#CFB7D9	#C8E0BC	#F2FC9E	#FFAB8F	#F8F1EB





Color Palette

Brand Guidelines

hi.vc

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

Color Palette

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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 Al freight forwarder

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

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

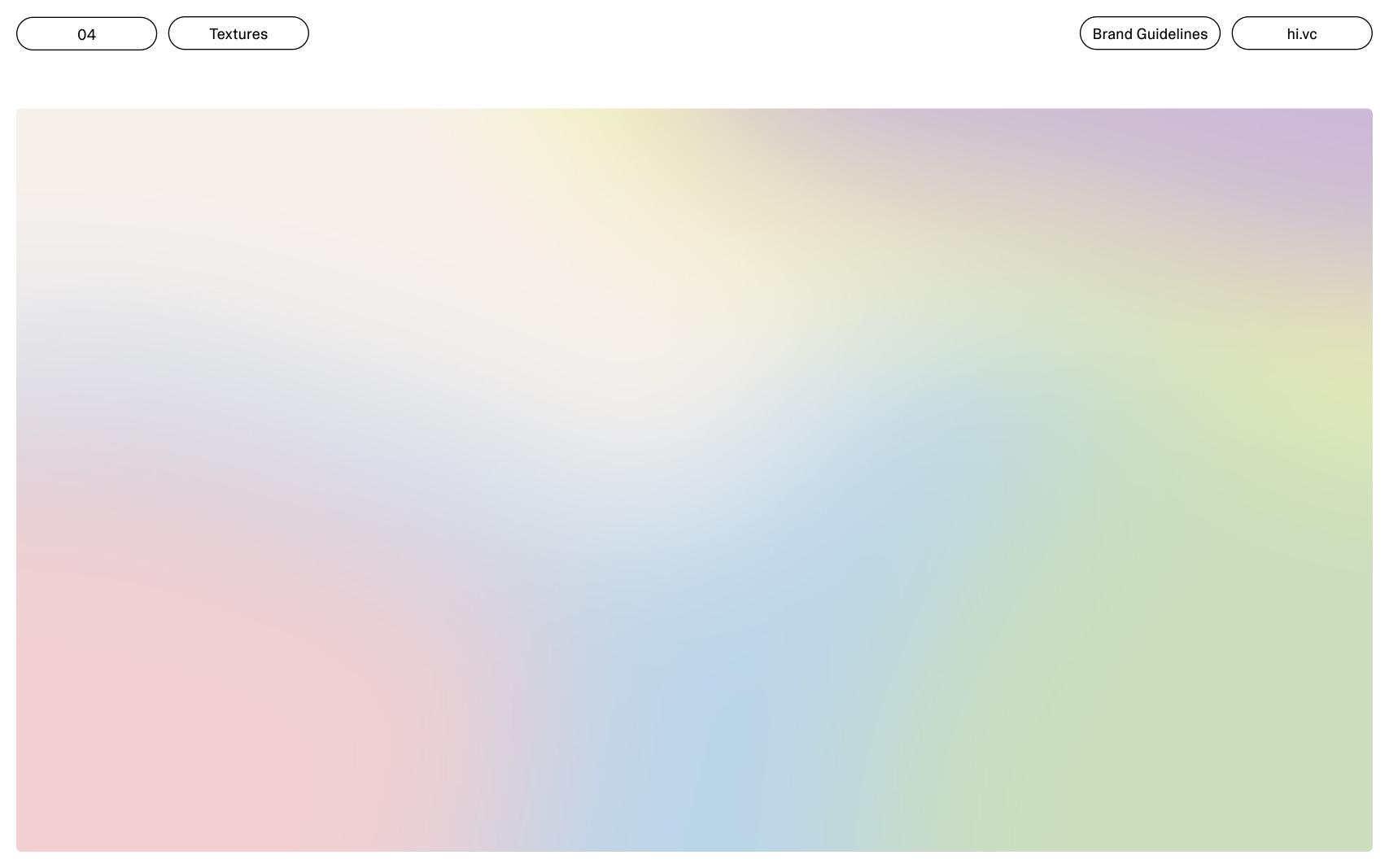
Juan Pablo, Daniel & Oskar

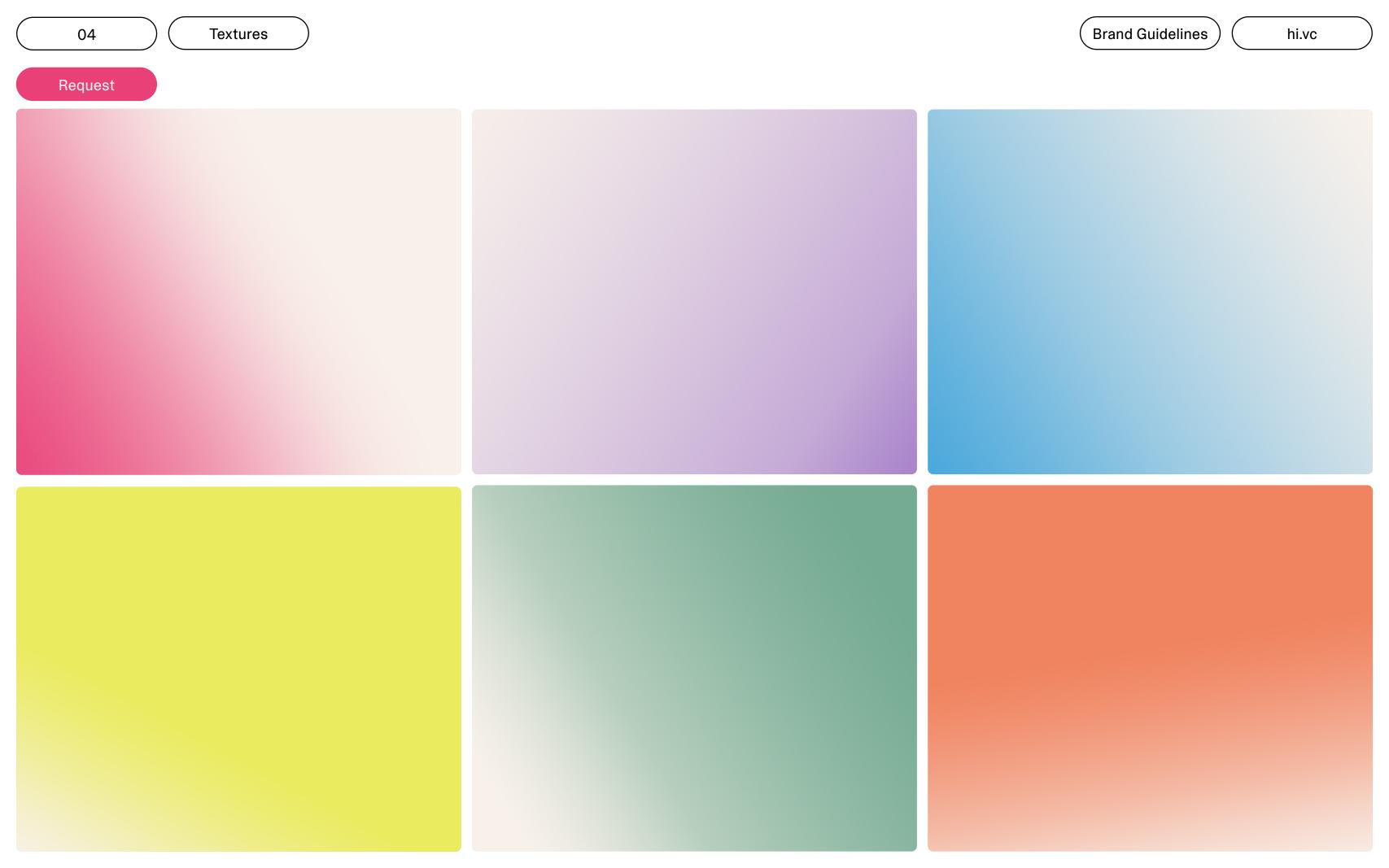
Cornershop Founders. Hi Since 2015

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





Textures

Brand Guidelines

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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.

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Custom HR Benefits

04

Textures

Brand Guidelines

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Acceleration of commerce in Latin America

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Juan Pablo, Daniel & Oskar

Cornershop Founders. Hi Since 2015

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

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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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n Pablo, Daniel & Oskar

Acceleration of commerce in Latin

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

Nuvocargo Digital Al freight forwarder

The future of life & work

The future

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

From 0 to multi billion dollar exit

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

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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

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Digital Al freight forwarder

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

Eustom HR Benefits

Acceleration of commerce

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

Navocargo Digital Al freight forwarder

Acceleration of commerce in Latin

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

Digital Al freight forwarder



Acceleration of commerce in Latin

al Al freight forwarder

Brand Guidelines

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Brand Guidelines

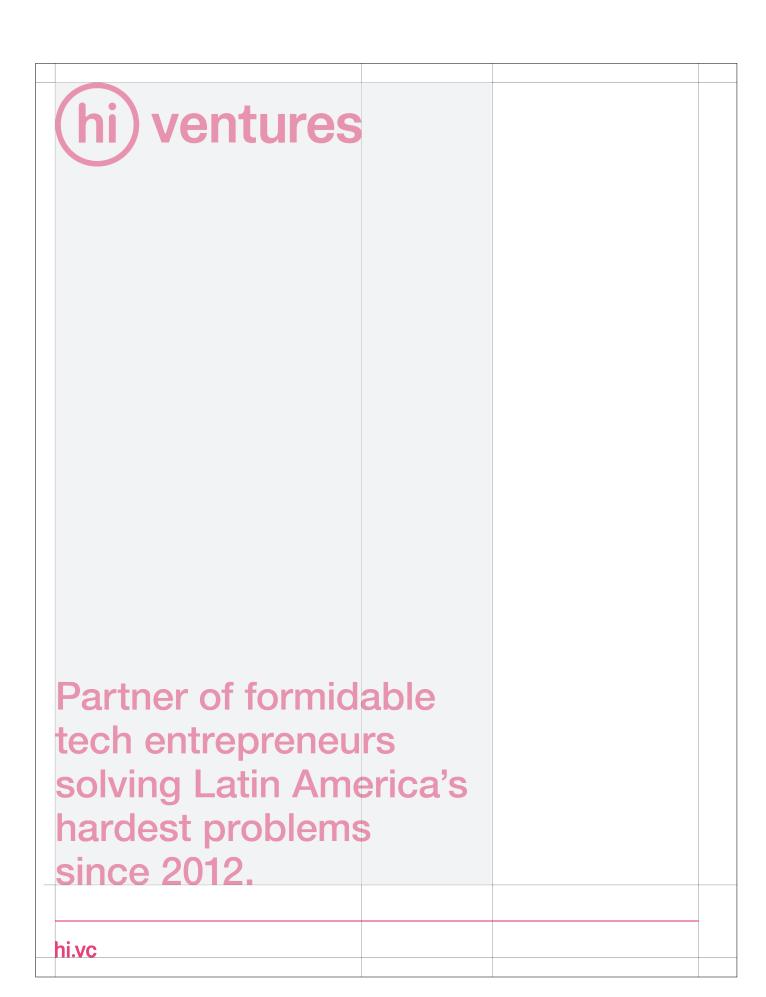
- 01 Logo design
- 02 Typography
- 03 Color palette
- 04 Textures
- 05 Application

Stationary

Brand Guidelines

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Helvetica Neue (TT)





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Sierra Mojada 477
Lomas de Chapultepec
Ciudad de México

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Mexico City January 10, 2024

Estimado, Esteban German

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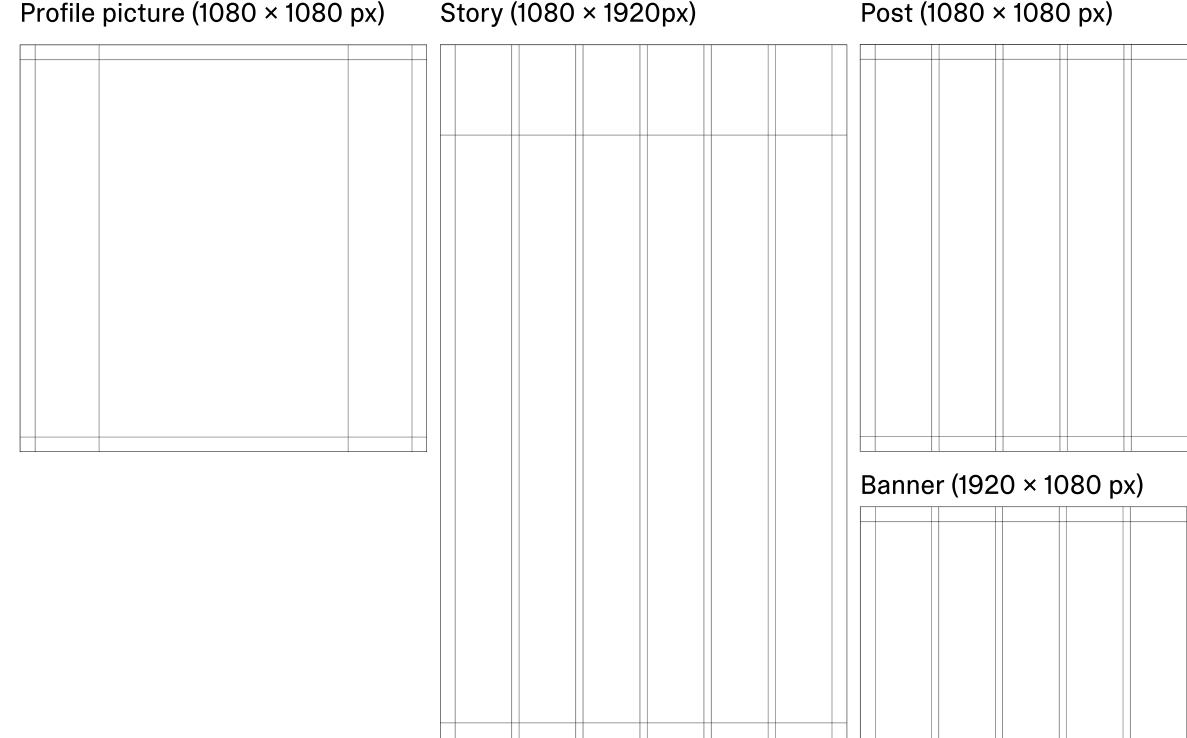
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Part-time receptionist

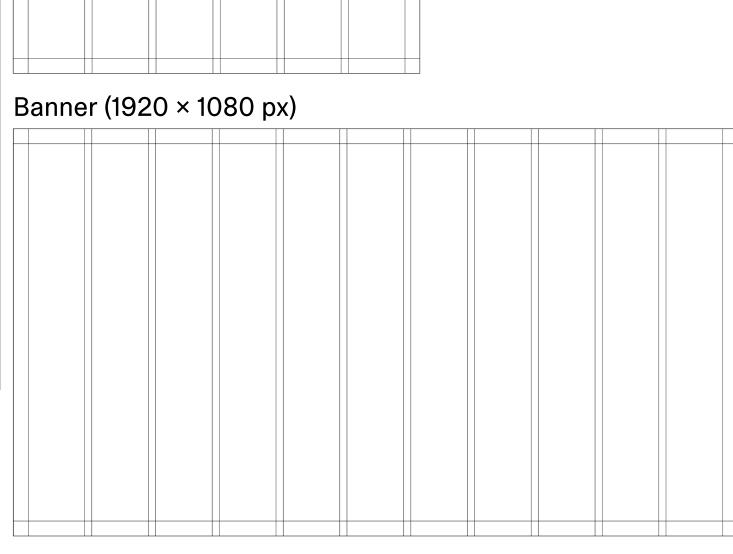


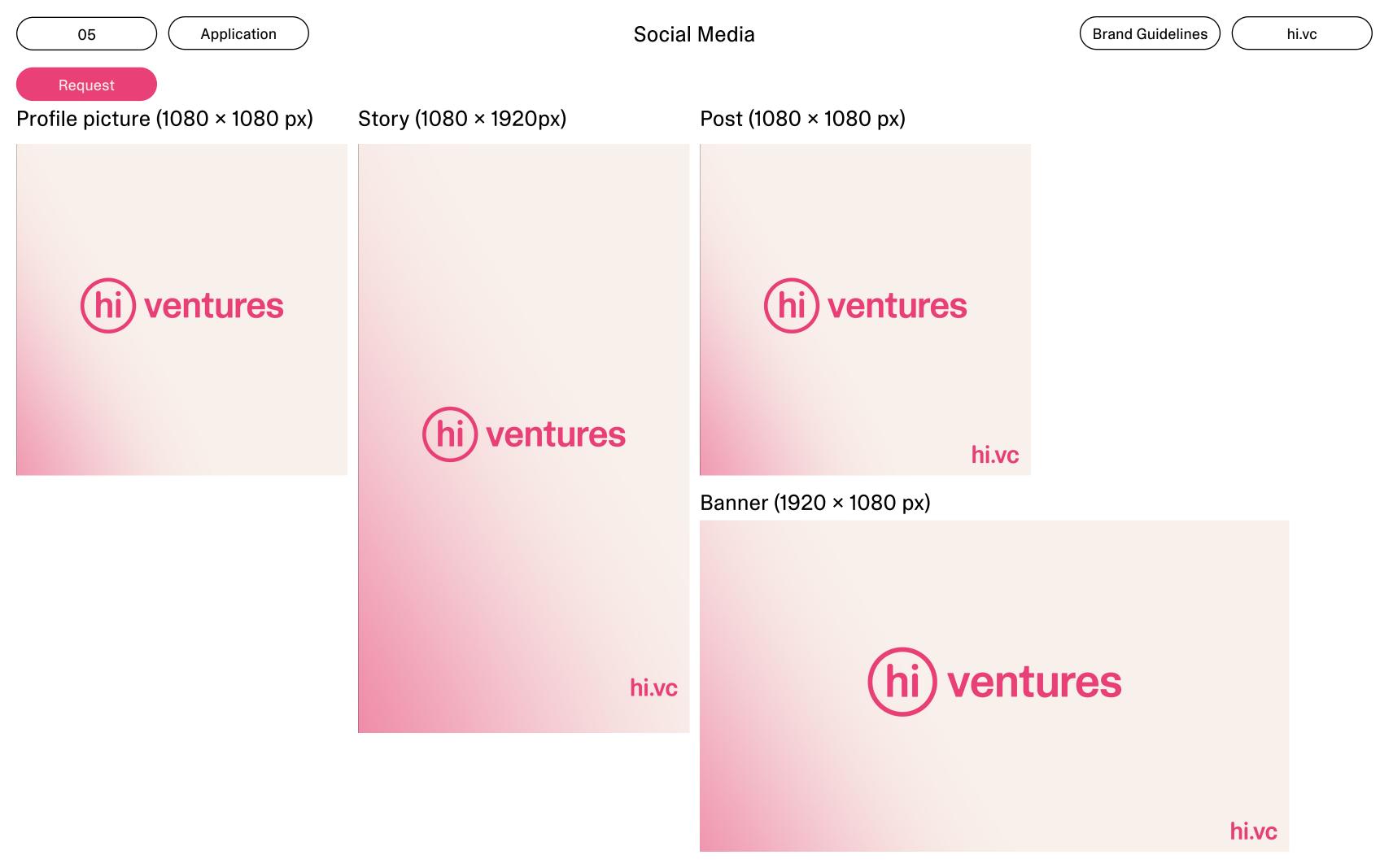
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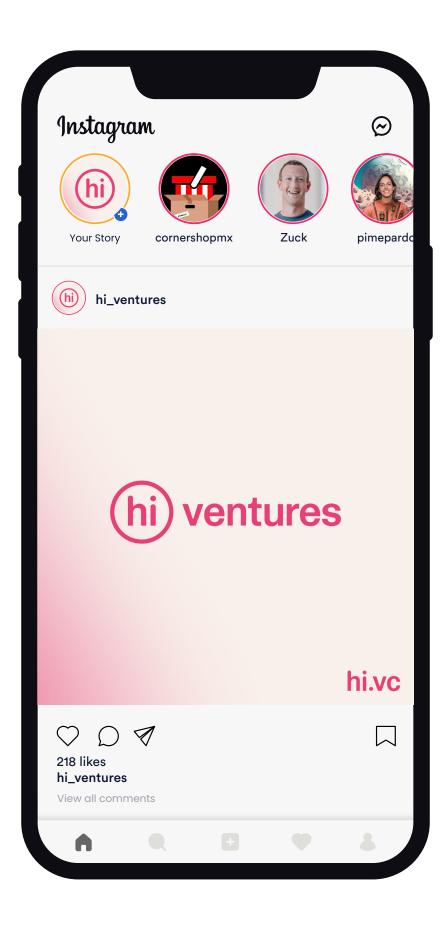
Part-time receptionist

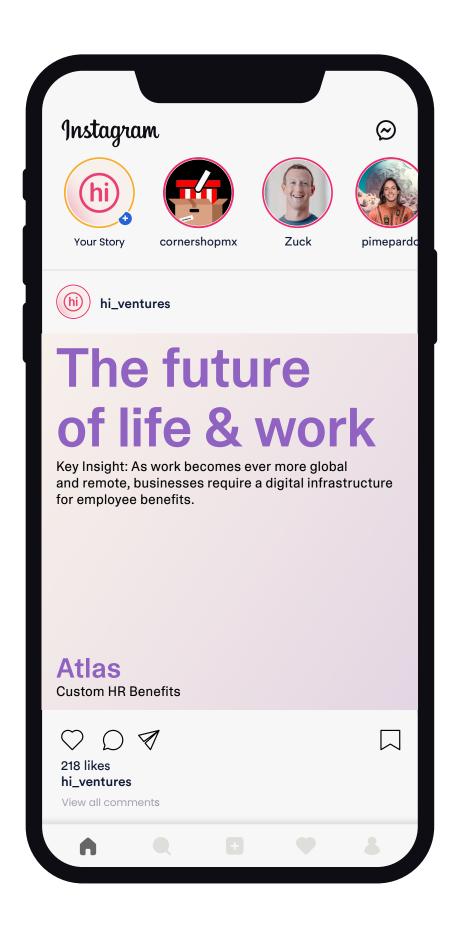
+52 55 2143 7712 Sierra Mojada 477 Lomas de Chapultepec Ciudad de México

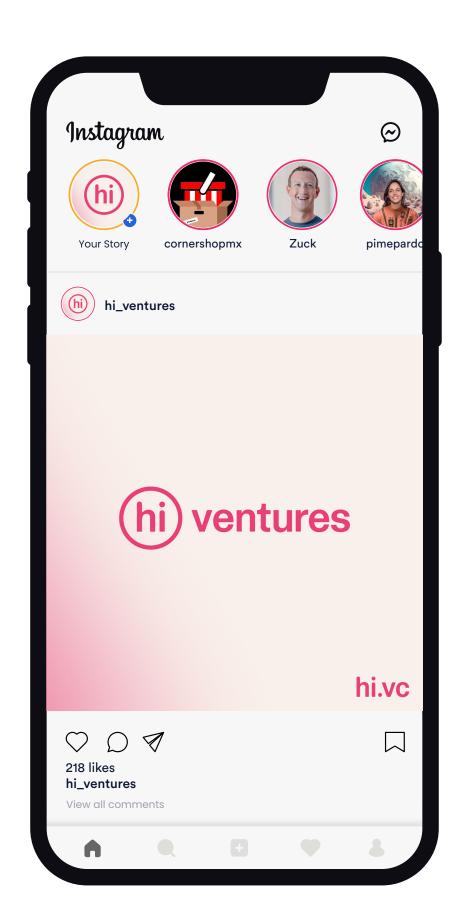




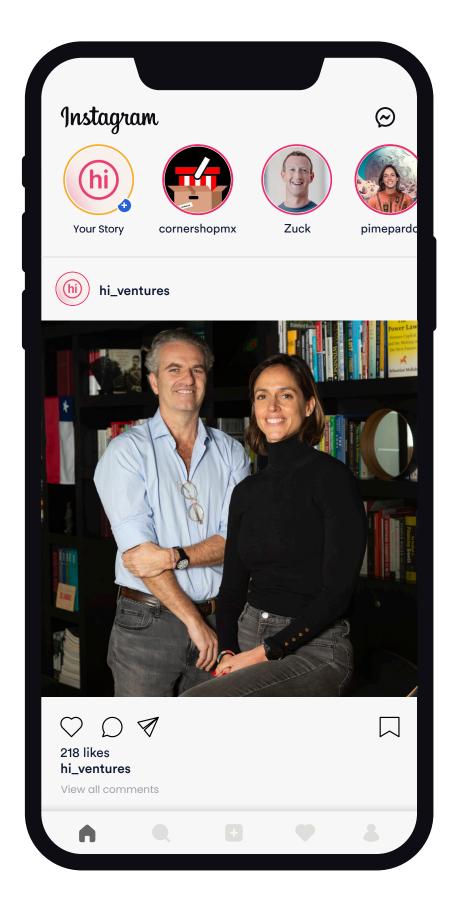




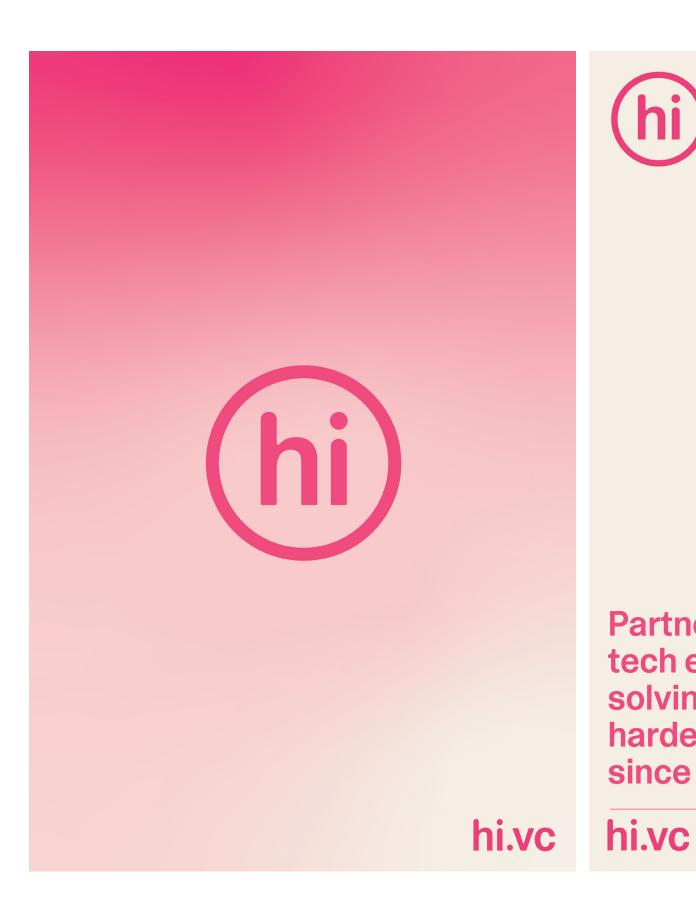




Social Media



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Uniforms

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