

Hiptest Brand book

Prepared by AREA 17
Version 1.3



Our story

Copywriting

Icon & wordmark

Color

Typography

Art direction

Preface

We created this brand book to help you better understand the Hiptest brand and why we look and sound the way we do.



Overview

Our story establishes the foundation of the Hiptest brand. It is a product of our mission and a reflection of vision, philosophy, and values.

Our story

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**Quality is not an act,
it is a habit.**

—Aristotle

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Mission

6

**Hiptest helps you get
to market faster, with
the product you actually
imagined.**

Our mission statement is a
short sentence that answers the
question: what do we do?



Vision

Our vision describes our world view and where we are going.

Building quality software is the price of doing business today. How we build that software is complex and changing. Feature requests change over night, timelines are accelerated, and more stakeholders are invited into the process.

While the goal is a better product, that's rarely the result. Too often, there are gaps between what a product owner imagines, how a developer implements it, how a tester tests it, and how it is shared with the customer.

To build quality software, alignment is needed between business and technology. That's where Hiptest comes in. By enabling clear and collaborative development, we help you get to market faster, with the product you actually imagined.

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Philosophy

01

Bridge the great divide

We bridge the gap between business and technology by using a common language that everyone will understand, and by building product knowledge with living documentation.



Philosophy

02

Get thee to market

We help shorten development cycles and increase deployment frequency by automating your software testing process and fitting in with your continuous integration and delivery pipelines.

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Philosophy

03

A quality insurance policy

We make testing from idea to production possible, assuring your product has been thoroughly tested. Safeguard your software and sleep well knowing your product works as expected.

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Philosophy

04

Our community is our obsession

We thrive on your success and delight in making your life easier. Our product is for you and we're here to help, always.



Philosophy

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05

We speak your language

Our product is uniquely and exclusively designed for modern development. We're built for (and by) Agile and DevOps teams, with native support of Behavior Driven Development (BDD).



Philosophy

06

Make way for creativity

With continuous and automated testing, you'll have the space to think strategically and creatively about how to make your product better.

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Philosophy

07

Do one thing, well

We're committed to offering useful tools that work seamlessly for our customers – a product that is easy to use and delivers on what is promised. Nothing more, nothing less.

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Values

Our values are a description of what drives us, as a team and as individuals.

Always strive for excellence

Excellence in our work, our product, and our customer support. We seek to learn and improve by engaging deeply with our mission. We share a passion for problem solving.

Freedom through creativity

We harness creativity and experimentation to solve complex problems. Everyone is given the autonomy to try something new, test a hypothesis, or invent a path forward.

Relentless curiosity

We let curiosity fuel what we do and how we do it, from the product we create to the way we service customers. Listen more than you talk. Seek feedback. Do research. Think openly.

Our team is our family

While we value independence, we rely on one another for collaboration, support, and honest feedback. We make better work when we work together. We value creating an environment where people actually want to work.

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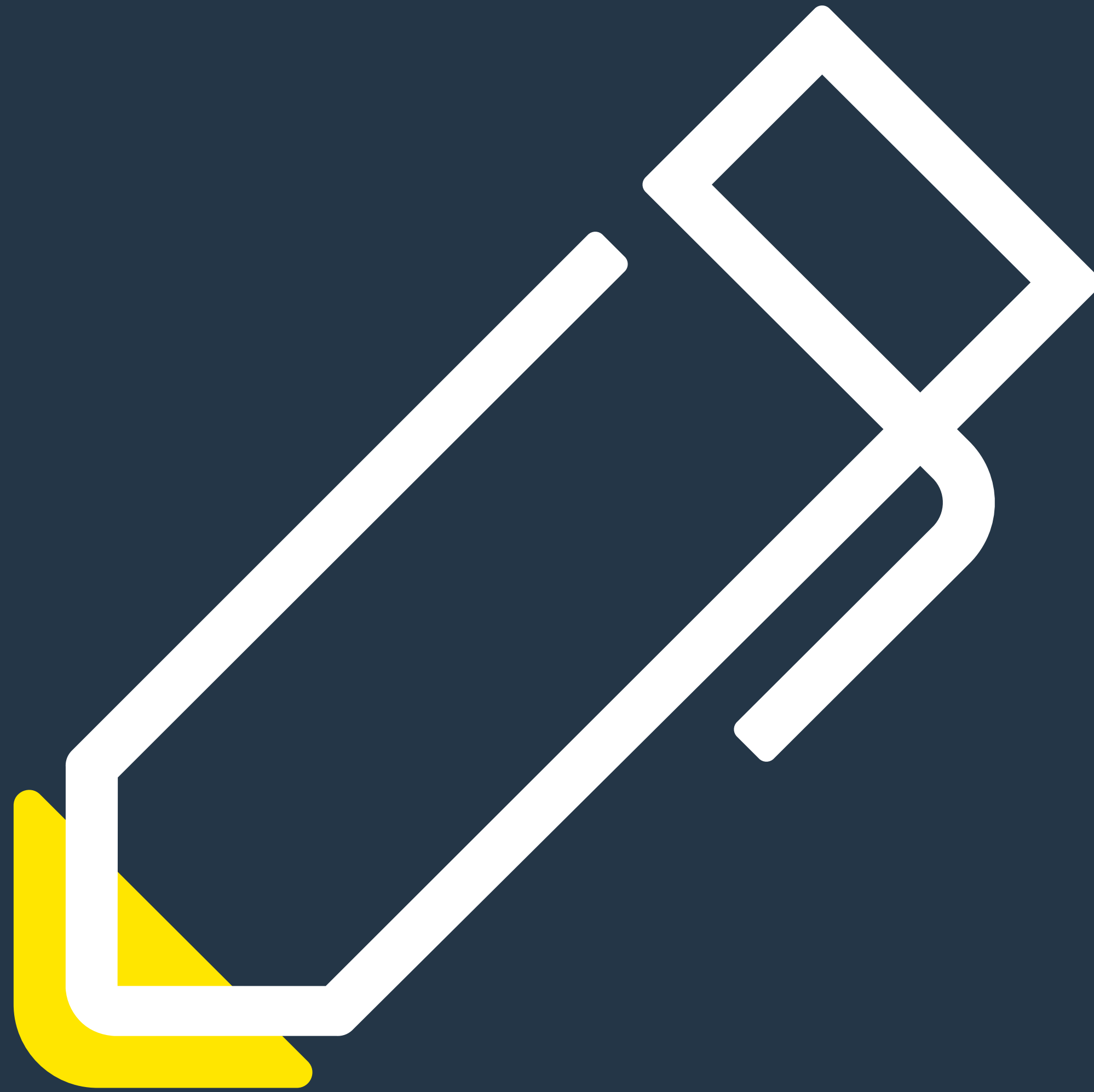
Color

Typography

Art direction



02 Copywriting



Our story

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17

The way we talk about ourselves plays a large part in how we are perceived. Although our product and interactions with customers are paramount in asserting our brand, it is the words we use that define our tone and style.



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Voice

Our tone of voice is the reflection of brand values.

Our tone is
Friendly
Casual
Easygoing
Authentic
Expert



Voice

Our style is how we use words to communicate our message.

Our style is
Cool
Simple
Direct

Our story

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Voice

Always make your writing bold and clear.

Tip
Use hemingwayapp.com to refine your marketing copy.

Never use a complex word when a simple one would do.

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Pattern language

Branding is about creating patterns, not repeating messages.

Results vs. approach

Use **quality software** when speaking about results.

Use **accelerated delivery** when speaking about approach.

Software vs. product

Use **software** when referring to the thing that is being created.

Use **product** when referring to the solution for which the software is being created.



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Pattern language

Branding is about creating patterns, not repeating messages.

Big picture vs. process

Use **business and technology** when speaking big picture.

Use **product owner and development teams** when speaking about process.

Business vs. product

Use **from idea to production** when speaking from the business perspective.

Use **define, test, learn** when speaking from the product perspective.



Application

Putting our copywriting principles into action.

Who we are

Deliver quality at the speed of modern business.

Hiptest is the bridge between business and technology, helping you to create quality software from idea to production. By aligning teams with a common language, Hiptest helps product owners and developers collaborate to build the right product, faster.

What we offer

Ship the product you actually want, as you imagine it.

Hiptest is the only Agile and DevOps test management platform with native support of Behavior Driven Development. Uniquely designed for modern business, we offer a full suite of easy-to-use tools for collaborative testing.

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Application

Putting our copywriting principles into action.

How it works

Plan for quality, don't just test for it.

Testing for quality isn't assuring quality, it's controlling it. Hiptest bakes quality into your entire process from idea to production. By creating a direct relationship between acceptance criteria, the tests used to validate it, and the production analytics used to measure it in real-time, we ensure the results of what you've shipped is what is expected.

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Application

Putting our copywriting principles into action.

1. Define your idea

Bridge the gap between business and technology.

Co-design acceptance criteria in natural language to create a shared understanding.

2. Test your code

Accelerate development cycles.

Convert acceptance criteria into executable tests to automate your delivery process.

3. Learn in production

Gain valuable insight with actionable reports.

Track user activity with real-time metrics on what's working and what's not.

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Application

Putting our copywriting principles into action.

Simple refactoring

Standardize your business domain language.

Refactor tests easily with reusable Actionwords using Gherkin syntax.

Living documentation

Know the behavior of your product.

Automatically convert your tests into living documentation that everyone can understand.

Seamless integration

Integrate with your existing tools.

Integrate with any coding language, framework, and tools such as Jira, Slack, or Trello.

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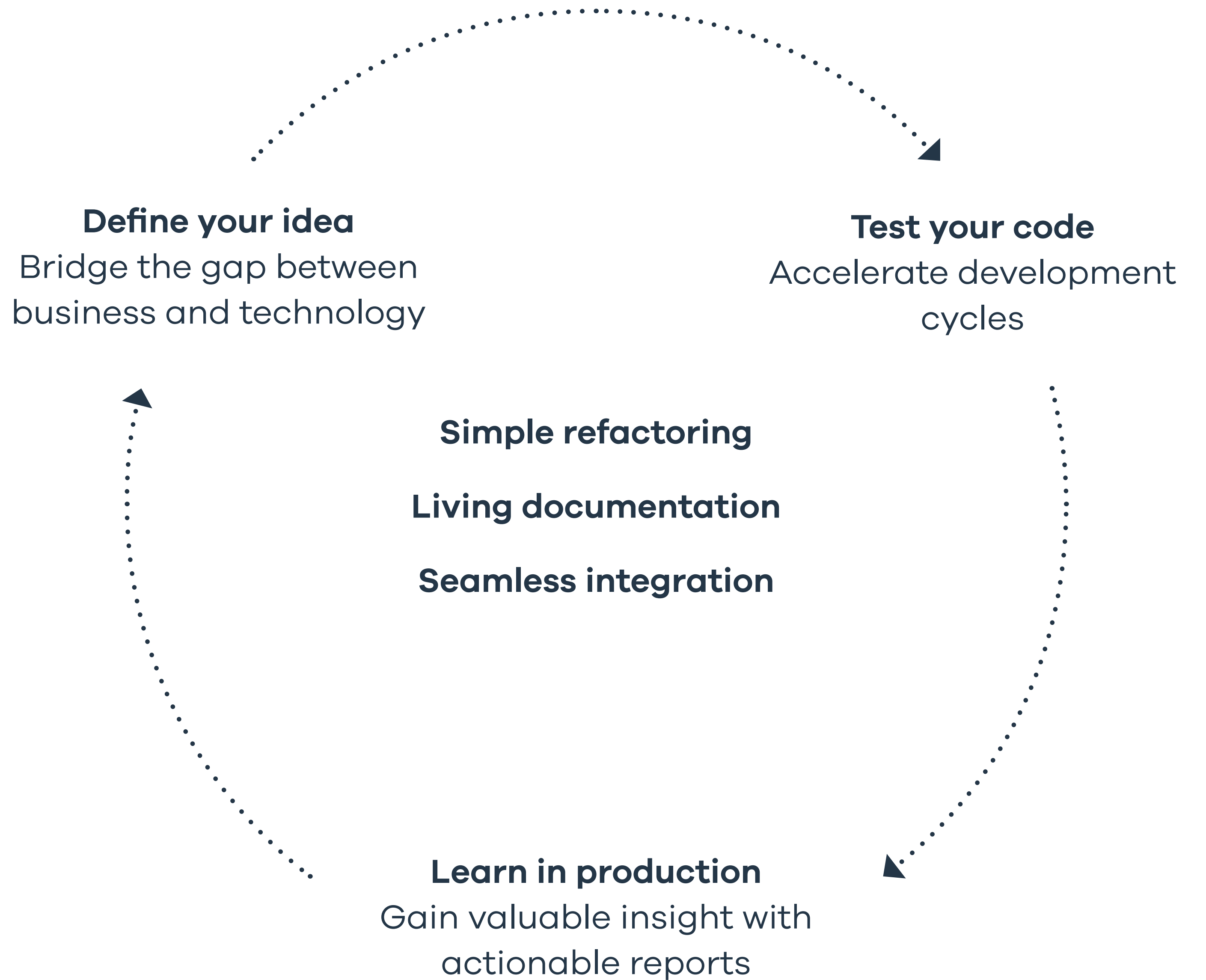
Typography

Art direction



Application

Putting our copywriting principles into action.



03 Icon & wordmark



Overview

Our logo is an essential part of our brand. It embodies our core proposition and acts as a recognizable signature that unites all of our communication.

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Copywriting

Icon & wordmark

Overview

Icon

Lock-ups

Color

Minimum sizes

Clear space

Avatars

Product icons

Misuse

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Typography

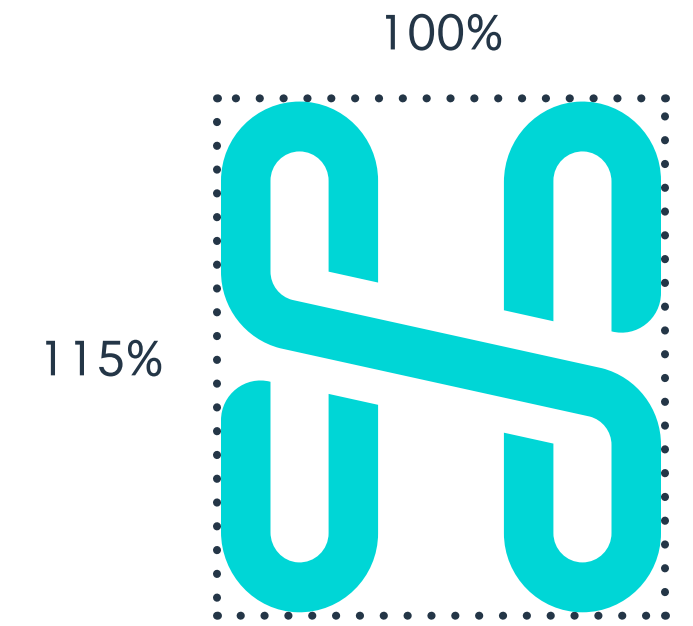
Art direction



Icon

What does our icon mean

Our icon is a representation of the bridge we build between business and development. The icon is formed by one continuous line, a reference to the core value of our product – continuous testing. A secondary reference to an infinite loop further strengthens the concept of continuous testing.



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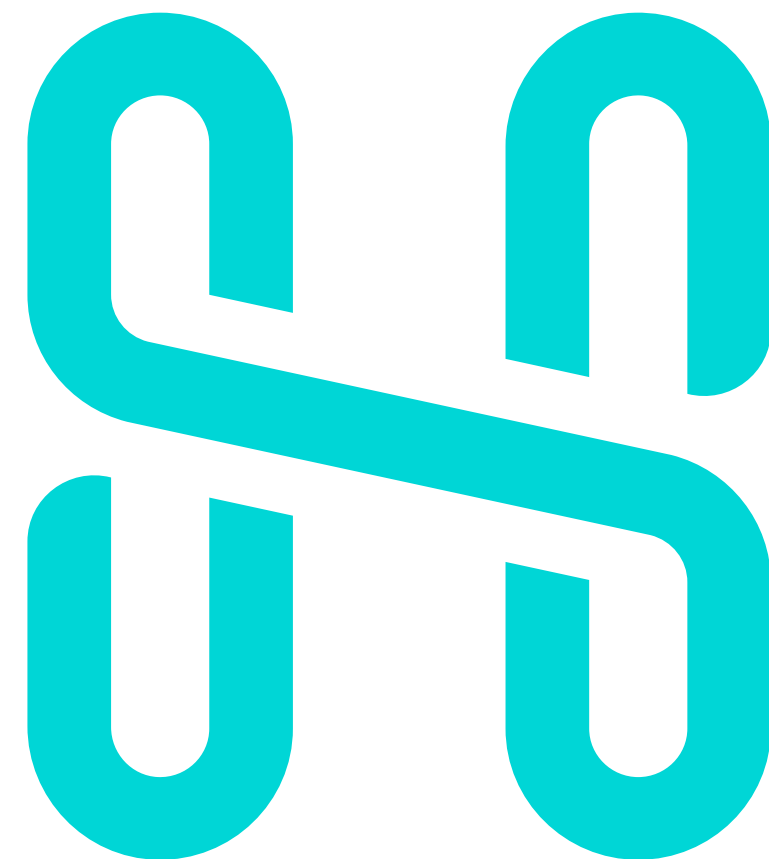
Typography

Art direction

Lock-ups

Icon

The Hiptest icon can live alone for applications where the full lock-up may not be as strong. Examples of this include avatars or product icons.



Wordmark

The wordmark can also live alone, however careful consideration should be given to its use. Think about brand awareness and context: Are people familiar with Hiptest brand already or will this use-case be supported by other communication which include the icon?

Hiptest



Lock-ups

Horizontal lock-up

This horizontal lock-up of our icon and wordmark should be primary lock-up used in most communication. This should be the first consideration before choosing to use either the icon or wordmark alone.



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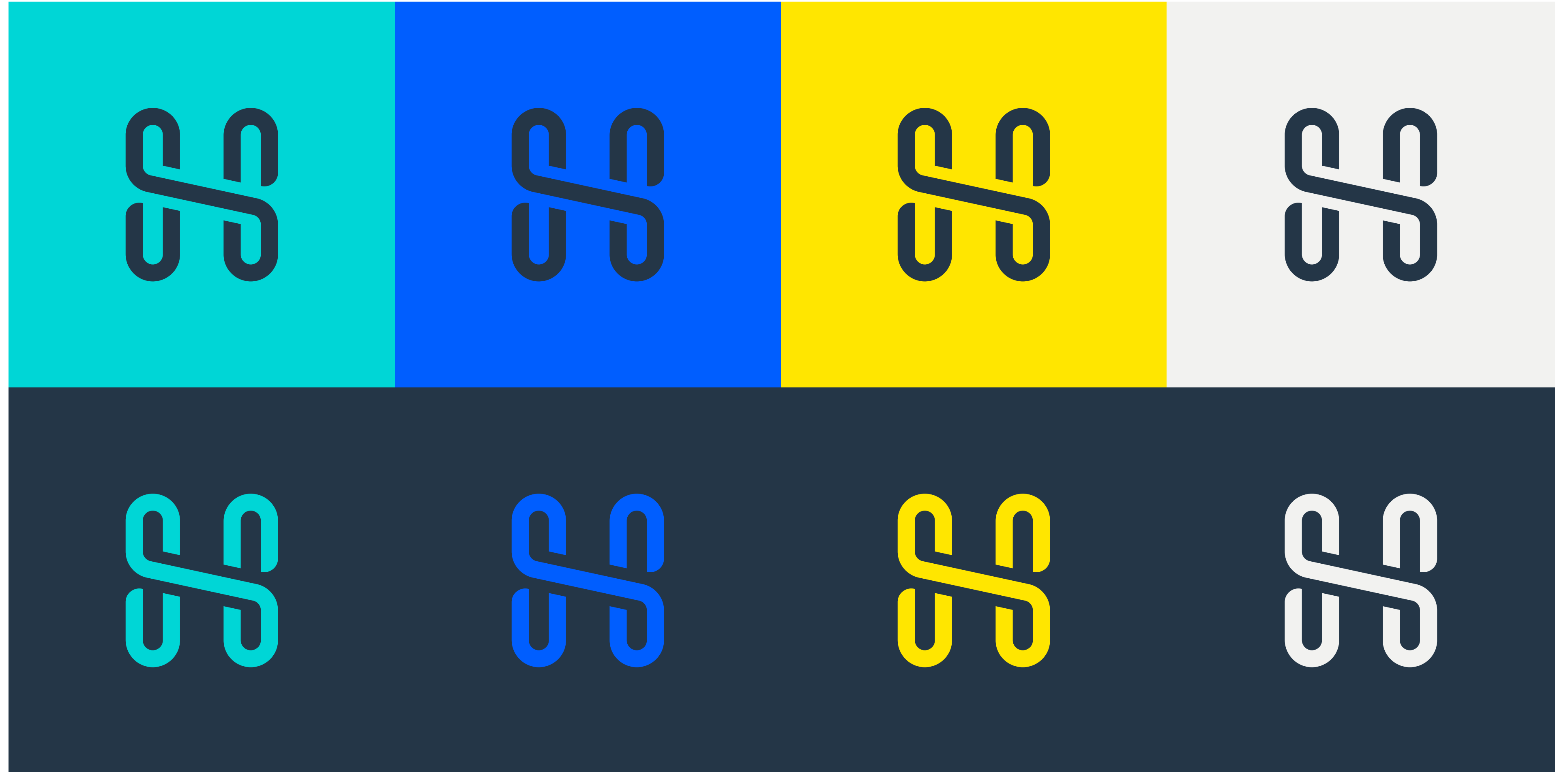
Color

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Art direction

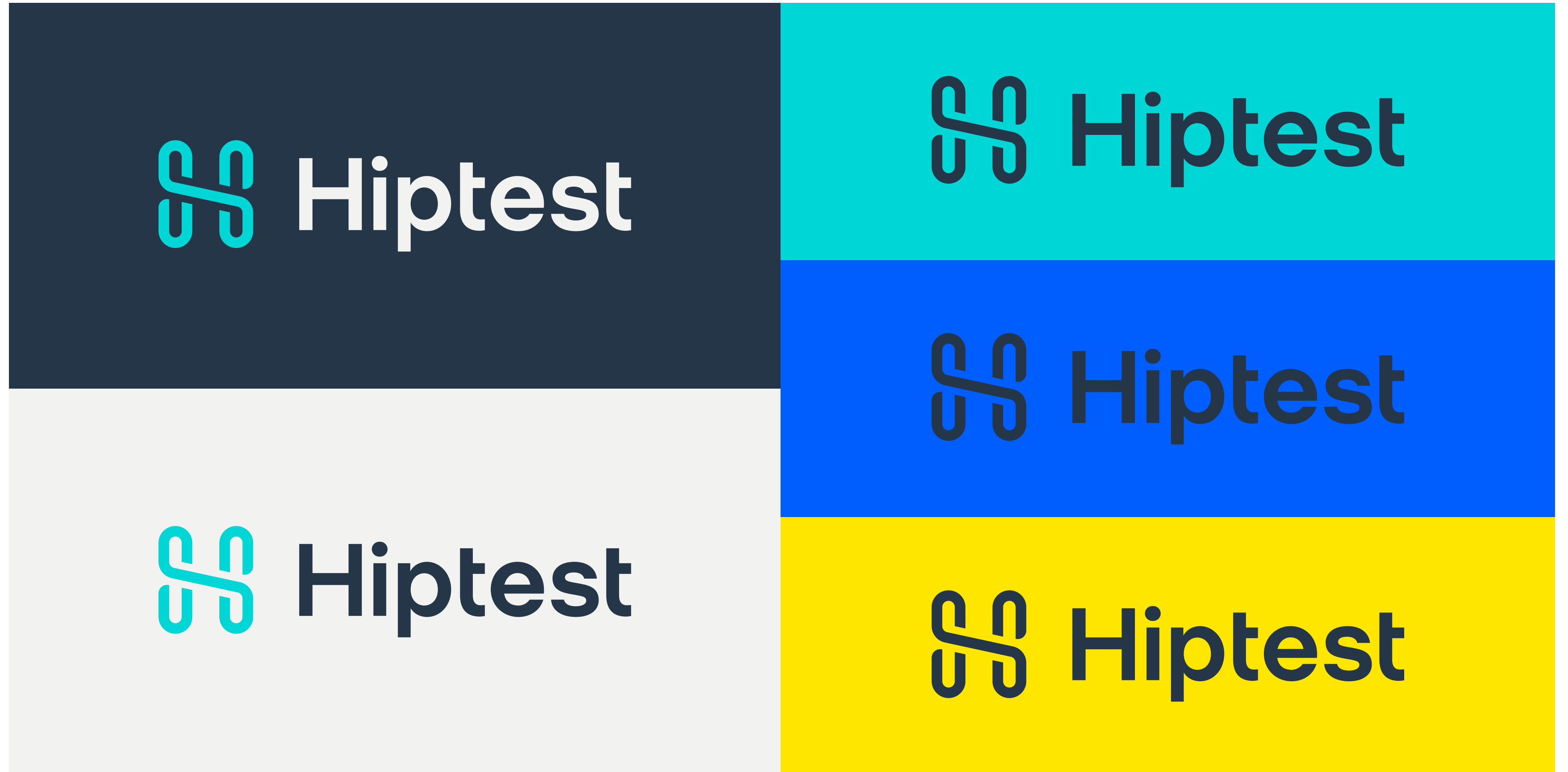


Color



Find more information about color on page 43

Color



Find more information about color on page 43

Color

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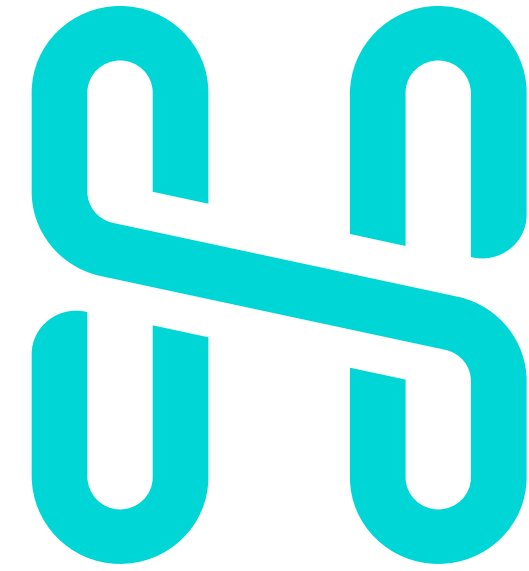
Art direction



Find more information about color on page 43

Minimum sizes

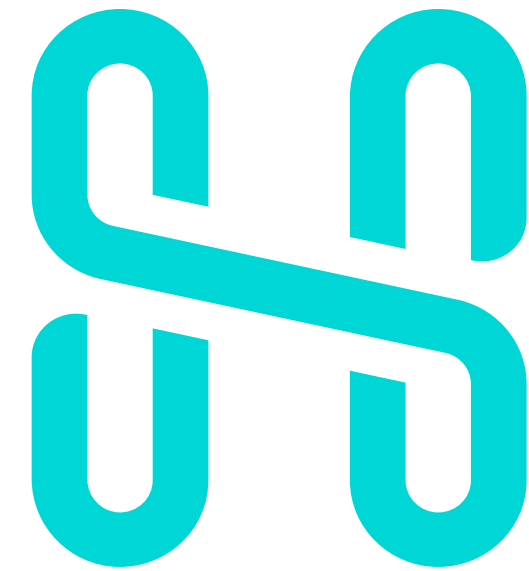
How small can we go
We've defined the minimum sizes of our icon, wordmark and lock-up to make sure we always look our best. Please adhere to these guidelines wherever possible.



25 PX / 8 MM



100 PX / 20 MM



140 PX / 25 MM

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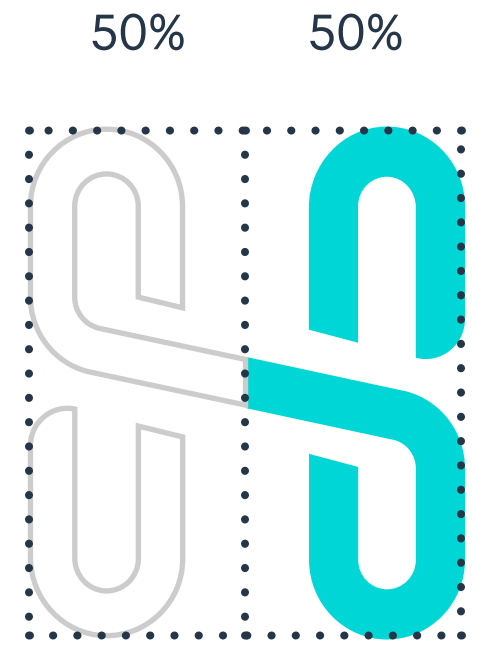
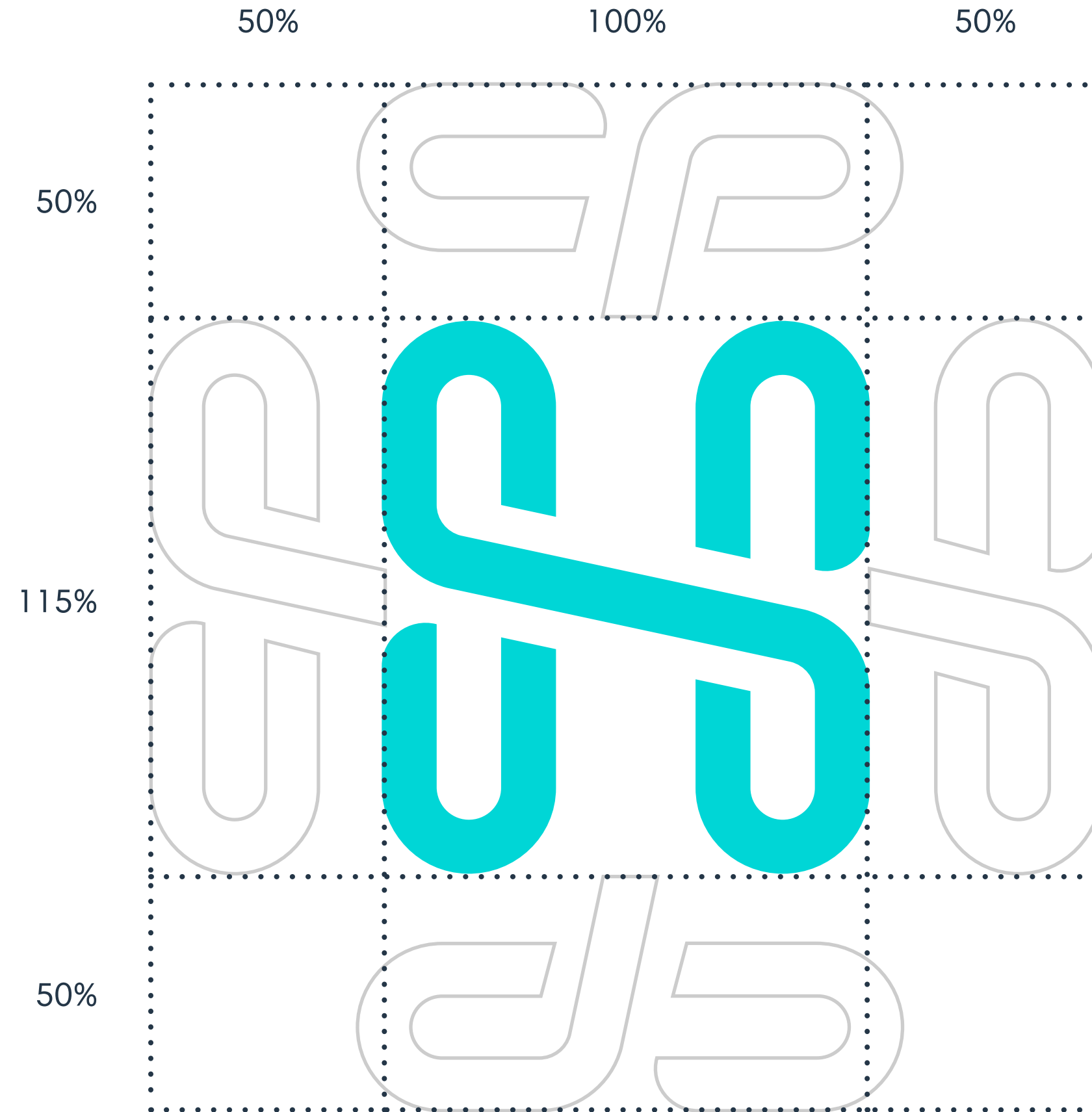
Art direction



Clear space

Around our icon

Having the right amount of space around our icon helps it to look its best and keeps it safe away from other graphic elements. When our icon is used alone, the clear space should be half the width of the icon.



Clear space

Around our wordmark

When using our wordmark alone, the clear space around it should equal to half the width of the icon above and below, and the full width of the icon to the left and right.



Clear space

Around our horizontal lock-up

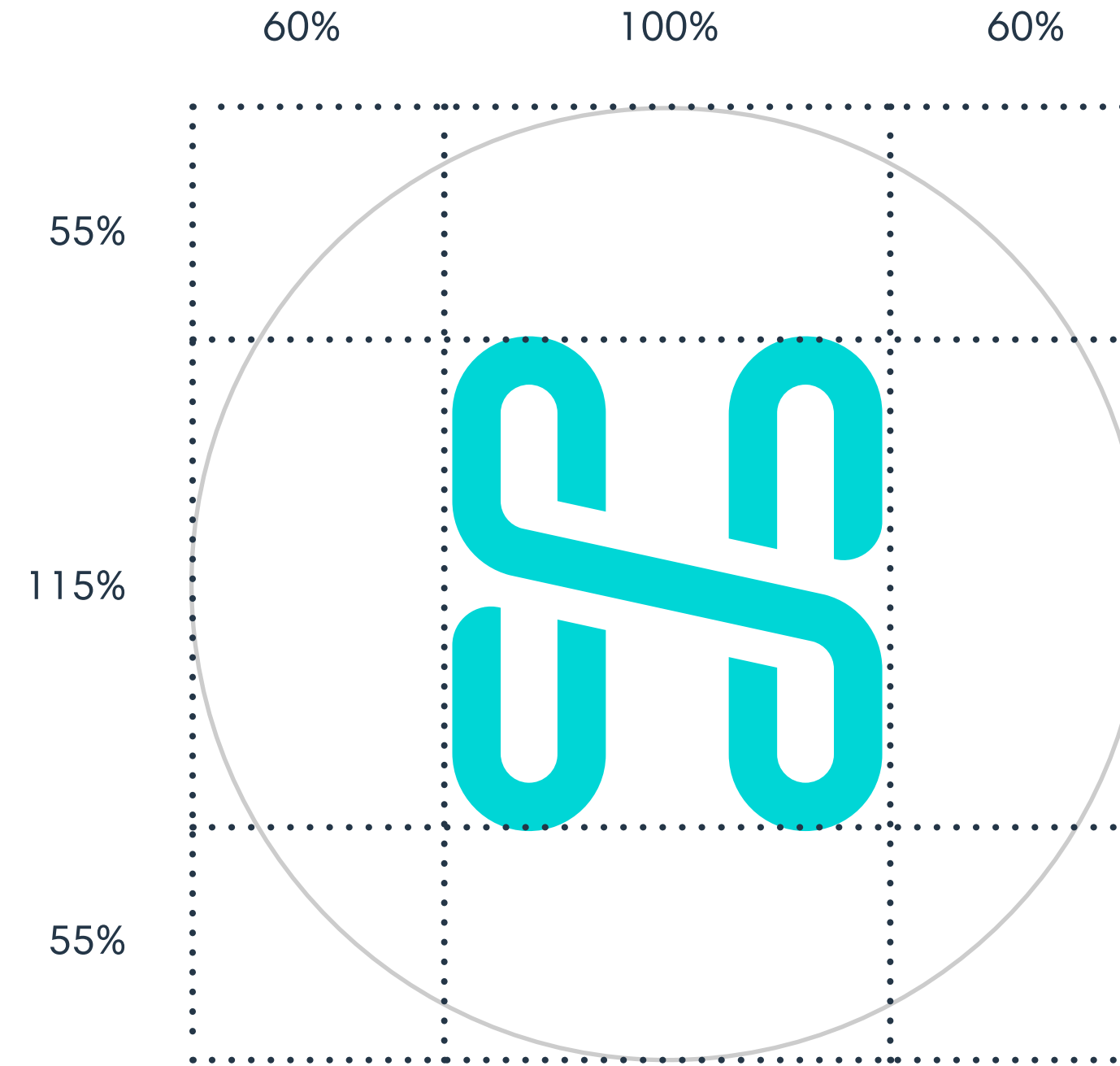
When using our horizontal lock-up, the clear space around it should be equal to half the width of the icon above and below, and the full width of the icon to the left and right.



Avatars

Our social presence

When short on space, use our icon to represent our brand. On social media platforms such as Instagram, Twitter, and Facebook, a square image is cropped to a circle. Please adhere to these guidelines to keep our icon balanced inside the circle format.



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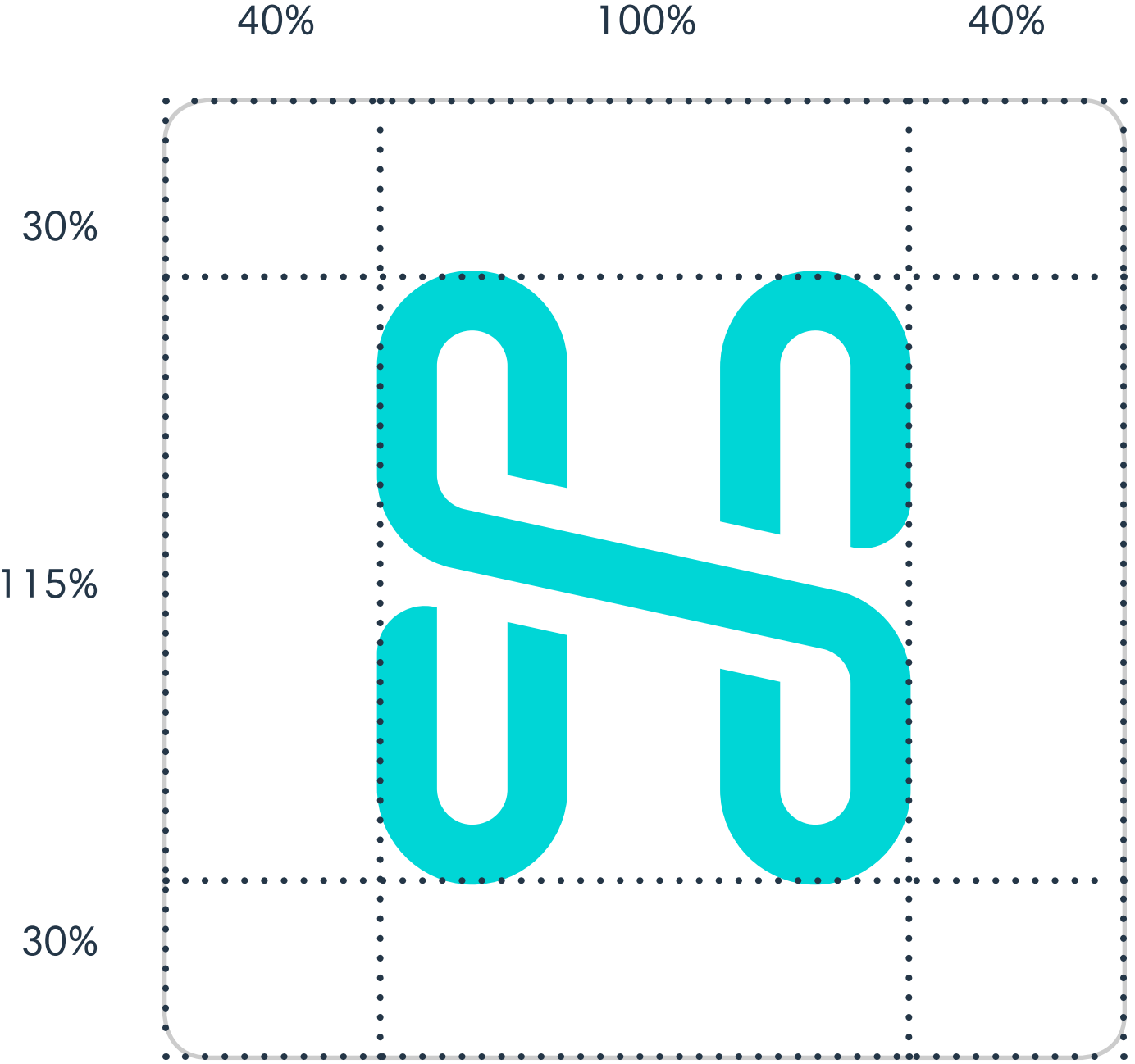
Art direction



Product icons

Our marketplace presence

We market our product through various online marketplaces like the Atlassian Marketplace. It is important that our brand gain exposure when sitting among other brands. Adhere to these guidelines to keep our icon balanced for this format.



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Misuse



Don't rotate the icon or wordmark. Don't rotate the horizontal lock-up.



Don't apply any layer styles or effects to our logo.



Don't alter the proportions of our logo.



Don't apply outline effects to our logo.



Don't change the colors of our logo beyond those outlined in this brand book.



Don't apply gradients to our logo.



04 Color



Our story

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Color

Overview

Core

Neutral

Product

Usage

Misuse

Typography

Art direction

Overview

Color distinguishes our brand and helps us to create consistent experiences across marketing and product. We use color in meaningful ways in all expressions of our brand.



Core

Hip	Electric	Zest	Echo	Verve
R 0 G 214 B 214	R 0 G 95 B 255	R 255 G 230 B 0	R 35 G 54 B 71	R 242 G 241 B 240
C 64 M 0 Y 24 K 0	C 82 M 64 Y 0 K 0	C 2 M 4 Y 99 K 0	C 87 M 71 Y 49 K 45	C 4 M 4 Y 3 K 0
# 00D6D6	# 005FFF	# FFE600	# 233647	# F2F1F0



Neutral

White

R 255
G 255
B 255

C 0
M 0
Y 0
K 0

000000

Black

R 0
G 0
B 0

C 0
M 0
Y 0
K 100

FFFFFFFF

Grey 60

R 102
G 102
B 102

C 0
M 0
Y 0
K 60

666666

Grey 40

R 153
G 153
B 153

C 0
M 0
Y 0
K 40

999999

Grey 20

R 204
G 204
B 204

C 0
M 0
Y 0
K 20

CCCCCC



Product

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Pass

Fail

R 0
G 219
B 91

R 242
G 67
B 51

C 69
M 0
Y 91
K 0

C 0
M 89
Y 87
K 0

00DB5B

F24333



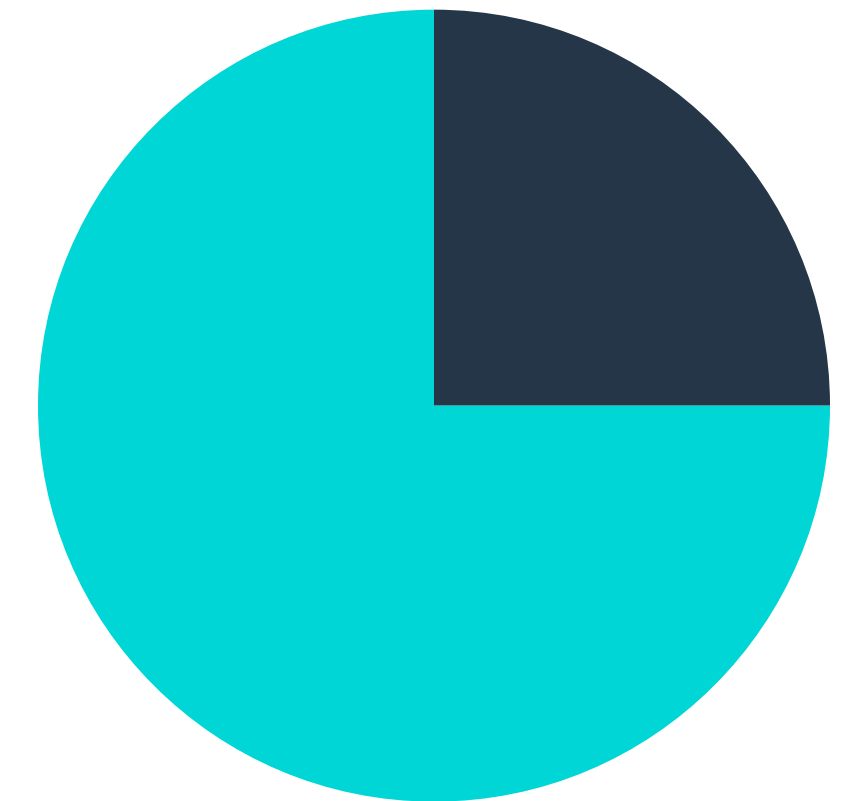
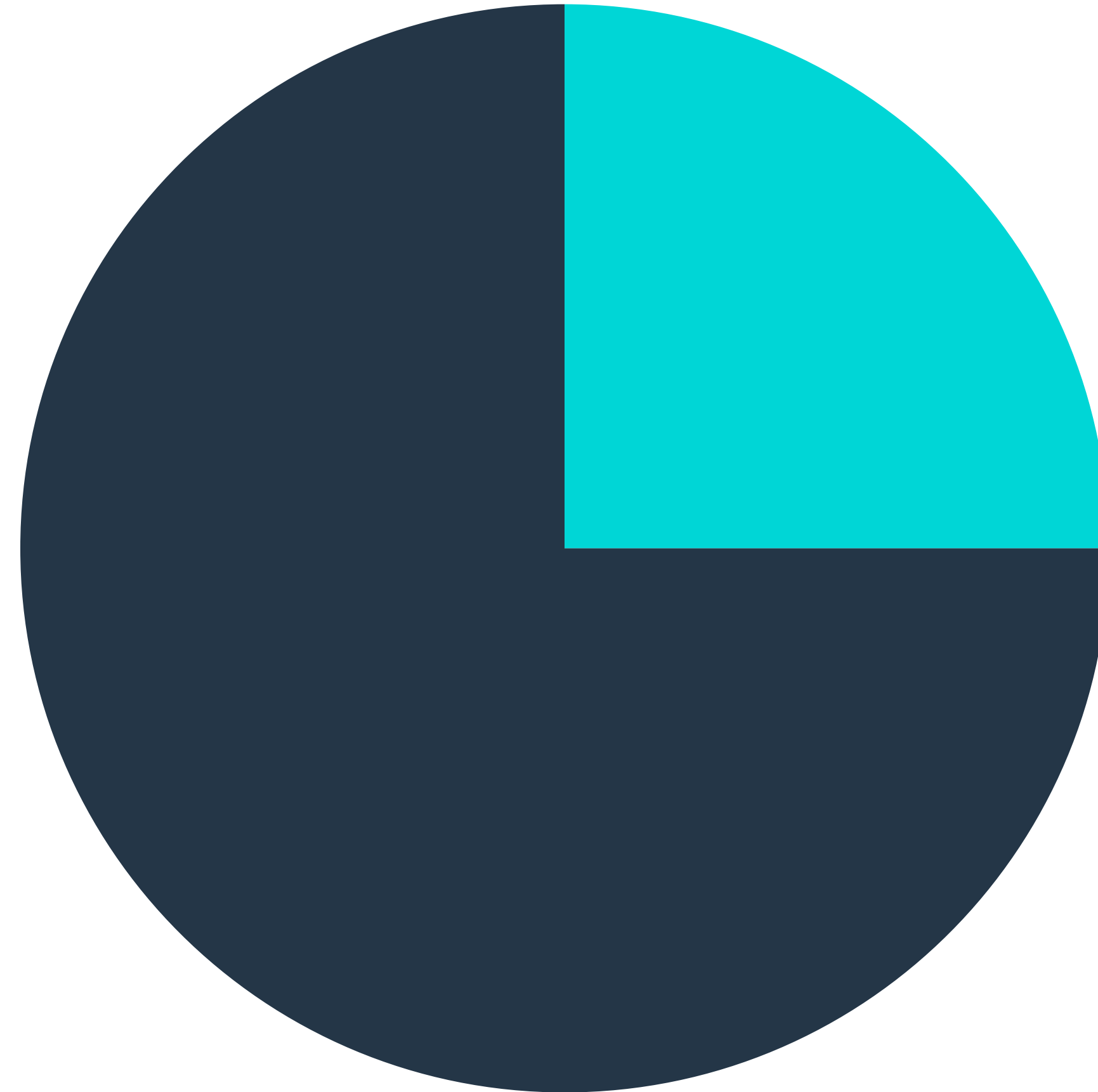
Usage

Duos

When thinking about using color, think in ratios. One ratio is the duo palette, which has one lead color and one accent color used in a 3:1 ratio.

Primary brand color

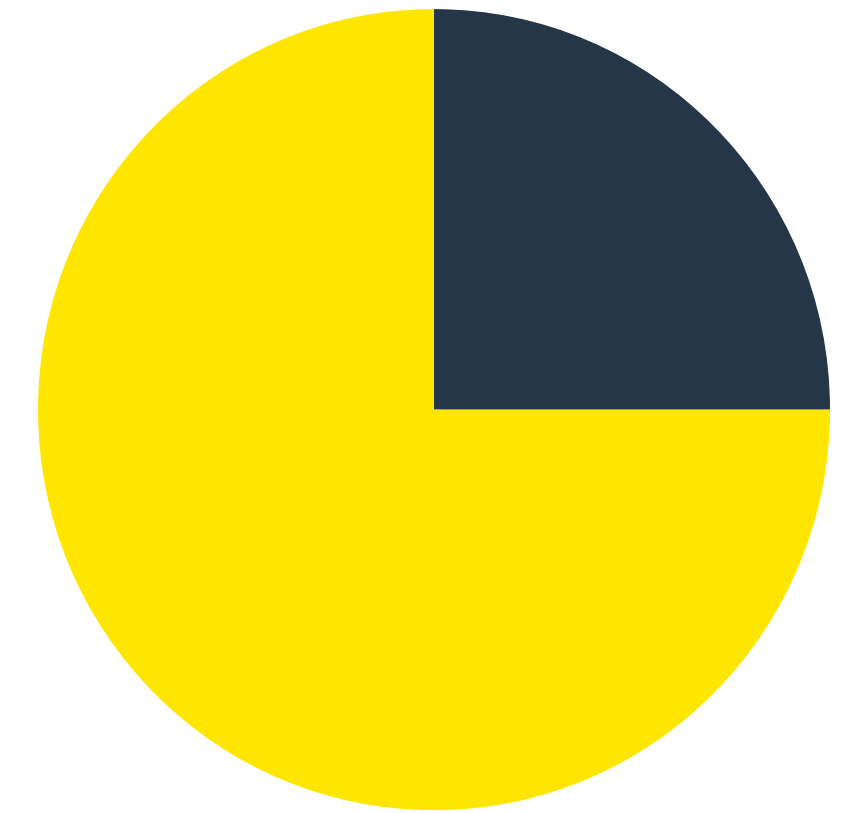
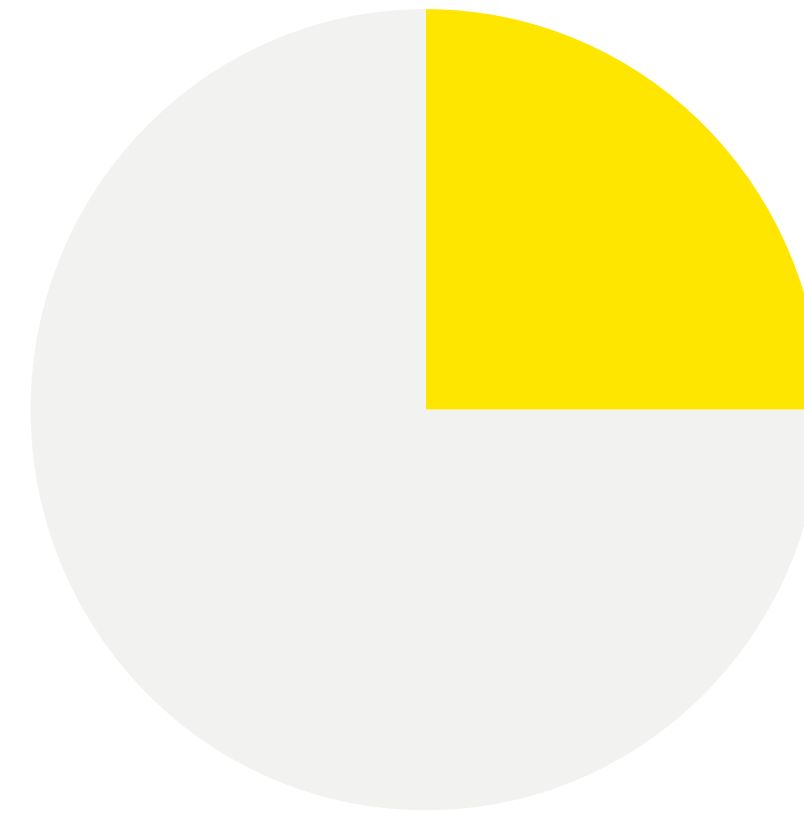
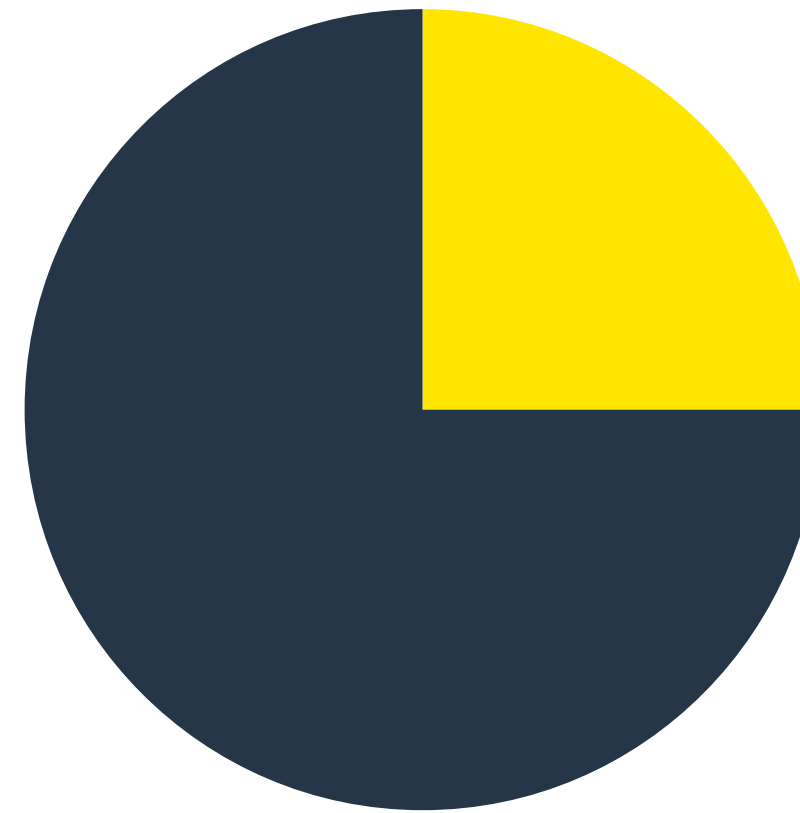
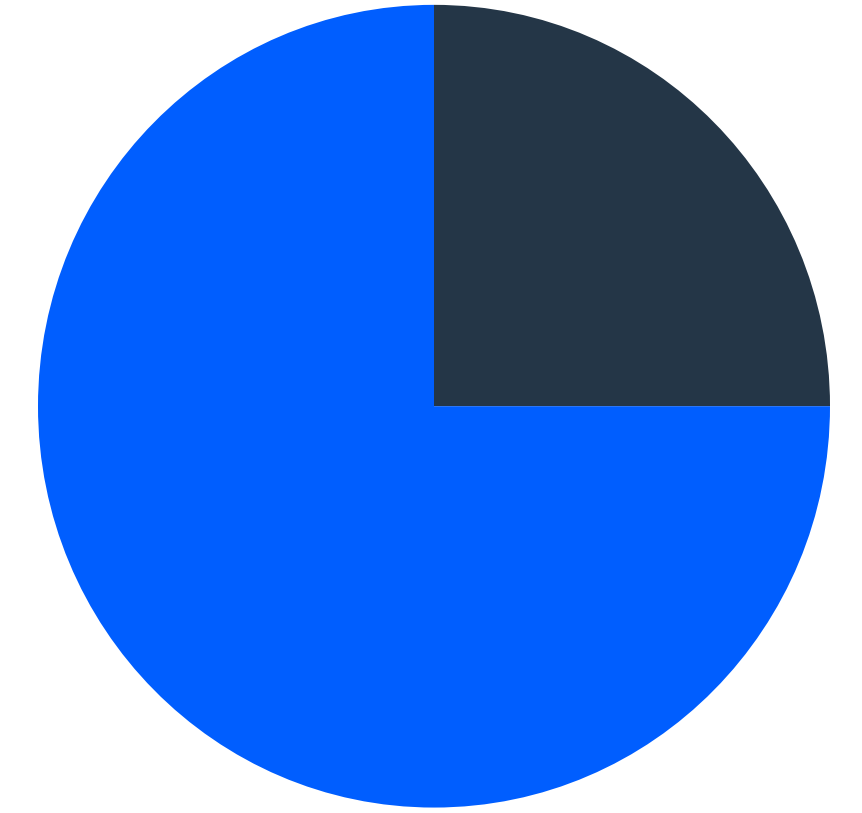
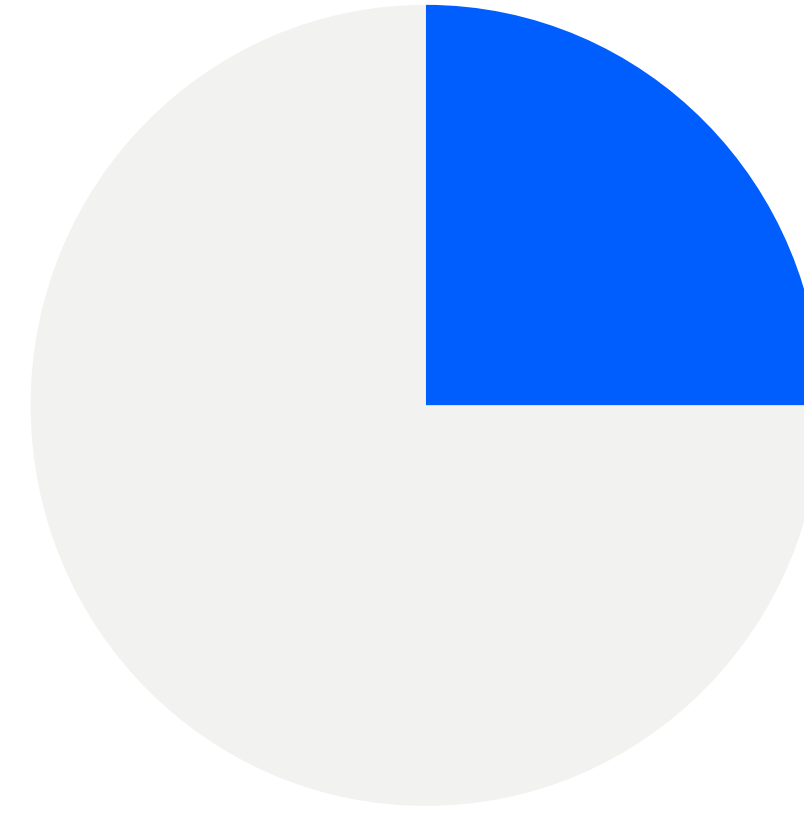
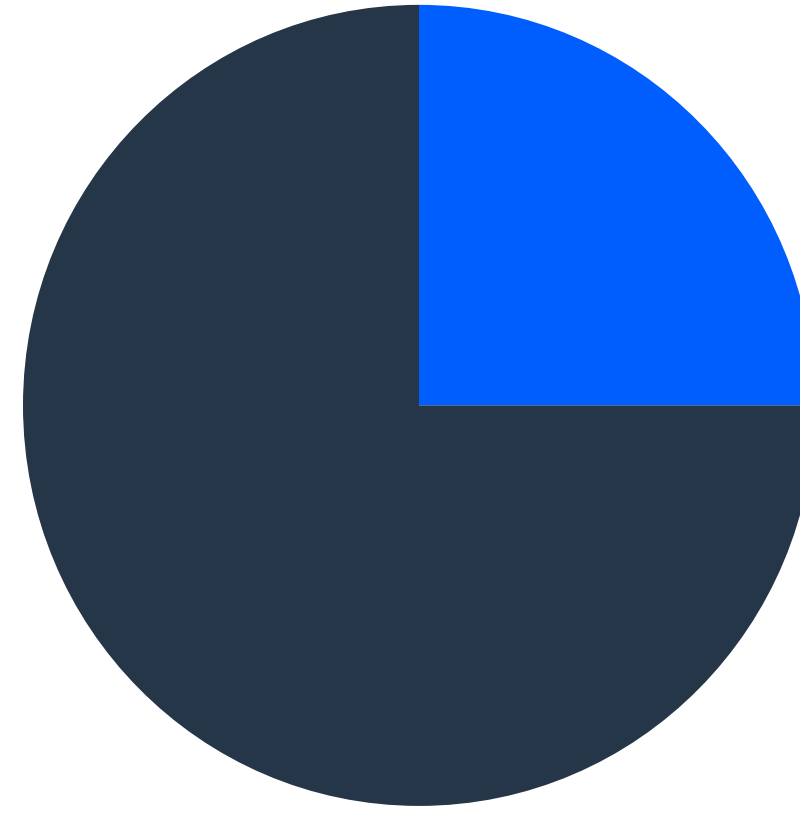
Our primary brand color is Hip. Color combinations using Hip should be considered for all siloed forms of communication.



Usage

Additional duos

These additional duo palettes can also be used as a part of our brand, but they should be used to support other communications which use Hip.



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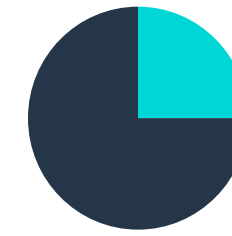
Usage

Misuse

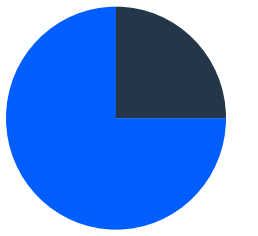
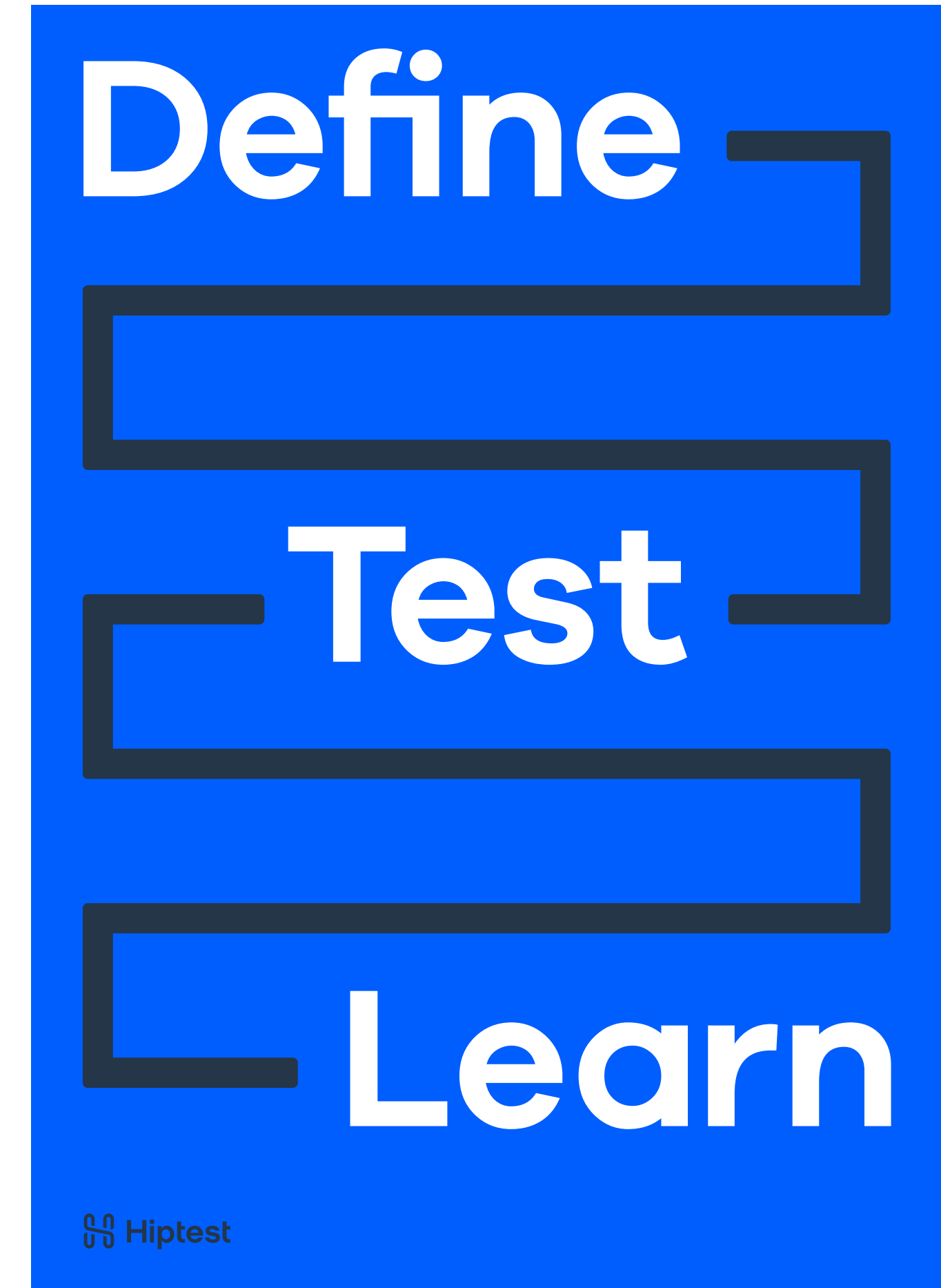
Typography

Art direction

Usage



Echo & Hip



Electric & Echo



Usage

Trios

We can also use ratios of multiple colors. These trio palettes use one lead color with three accent colors. The lead color for a trio palettes should be either Echo or Verve.



Usage

Additional trios

These additional trio palettes use Verve as the lead color.



Usage

Shorten your
release cycles
and **accelerate**
your time to
market



Hiptest

Modify hundreds of tests in a flash
Detect copy paste and optimize
your test maintenance. Use all of
business terminology to design your
tests and make them more
readable. Sign up and get your first

tests in seconds. Import your
existing tests. Create, execute
and track your tests in real time.
Get insights with action reports
and metrics. Use the open
source Hiptest publisher.

Echo, Verve, Hip & Zest

From idea
to production



Hiptest

Modify hundreds of tests in a flash
Detect copy paste and optimize
your test maintenance. Use all of
business terminology to design
your tests and make them more
readable. Sign up and get your first

tests in seconds. Import your
existing tests. Create, execute
and track your tests in real
time. Get insights with action
reports and metrics. Use the
open source Hiptest publisher.

Verve, Echo, Zest & Electric



Misuse



Don't use transparency or tints of our color palette.



Don't use the our color palette to form gradients.



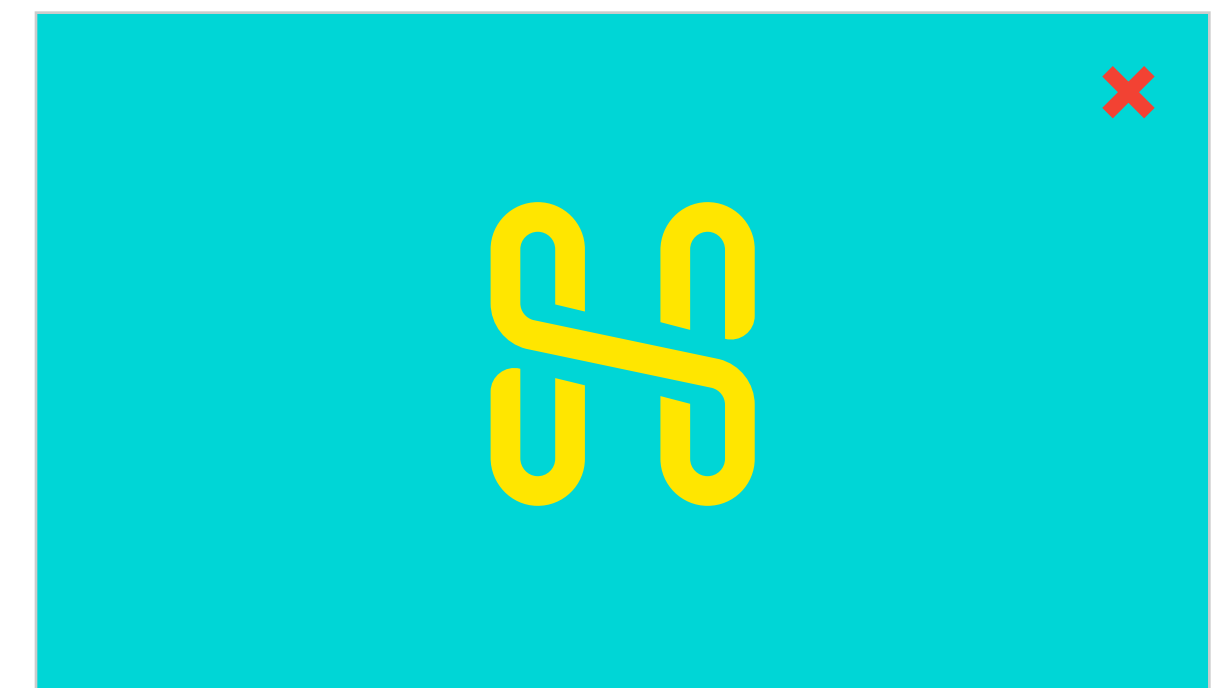
Don't use the product color palette in marketing materials.



Don't use colors outside of the color palette for any external marketing materials.



Don't adjust the color values in any way.



Don't use incorrect combinations or ratios of the color.



05 Typography



Our story

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Overview

Our typefaces colors the words we use and helps shape their meaning. Our typography allows us to be fun, bold, and friendly in our marketing, and clear and focused with our product.



Typefaces

Galano Grotesque
is our display family.
It's friendly & fun.

Galano Grotesque

Galano Grotesque is a geometric sans serif type family with a modern streak, which is the result of a harmonization of width and height. It was designed by Rene Bieder in 2014.



Typefaces

Core weights

Galano Grotesque comes in many weights but our core weights are Semibold and Regular.

Licensing

Anyone authoring Hiptest creative should purchase these typefaces. They are available from the online marketplace MyFonts.

Galano Grotesque Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Galano Grotesque Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Typefaces

Harmonia Sans is our
copy family. It's flexible
and readable.

Harmonia Sans

Harmonia Sans has been crafted to be a confident, legible, and contemporary sans serif that is neutral and legible, but with enough character and poise to sing on the page. It was designed by Jim Wasco in 2010.



Typefaces

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Core weights

Harmonia Sans comes in many weights but our core weights are Bold and Regular.

Licensing

Anyone authoring Hiptest creative should purchase these typefaces. They are available from the online marketplace MyFonts.

Harmonia Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Harmonia Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Typefaces

Additional weights

Harmonia Sans is available in many other additional weights. These additional weights may be used to better performance for specific applications, such as product or web copy to ensure readability and legibility on screen.

Harmonia Sans Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Harmonia Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Harmonia Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



Kerning

When to kern

Sometimes letters don't sit together nicely by default. Kerning is the process of unifying the space between each letter.

In print applications particularly, any display copy should be kerned to look right.

As a general rule, any copy over 50pt should be kerned manually.

Galano Grotesque Semibold, 350pt, Unkerned



Galano Grotesque Semibold, 350pt, Kerned



Leading

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How to set leading
 The distance between baselines, the lines which typography sit on, drastically changes the readability of text. Leading needs to be changed based on type size to make sure it's always easy to read.

As a general rule, text below 50pt will need leading between 110% and 125% of the type size.

Galano Grotesque Semibold, 50pt, 60pt leading

**Building quality software is the price
 of doing business today. How we
 build that software is complex and
 changing. Feature requests change
 over night, timelines are accelerated,
 and more stakeholders are invited
 into the process.**



06 Art direction



Our story

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Our marketing materials tell an important story about who we are and what we offer to our customers. We use illustration to help narrate our brand story.



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Principles

We've defined four principles which help describe the look and feel of our brand. These principles should be considered when producing any Hiptest creative. While it's not essential to adhere to all four principles in all creative, we should aim to cover two of the principles at minimum.

Bold
Friendly
Fun
Direct

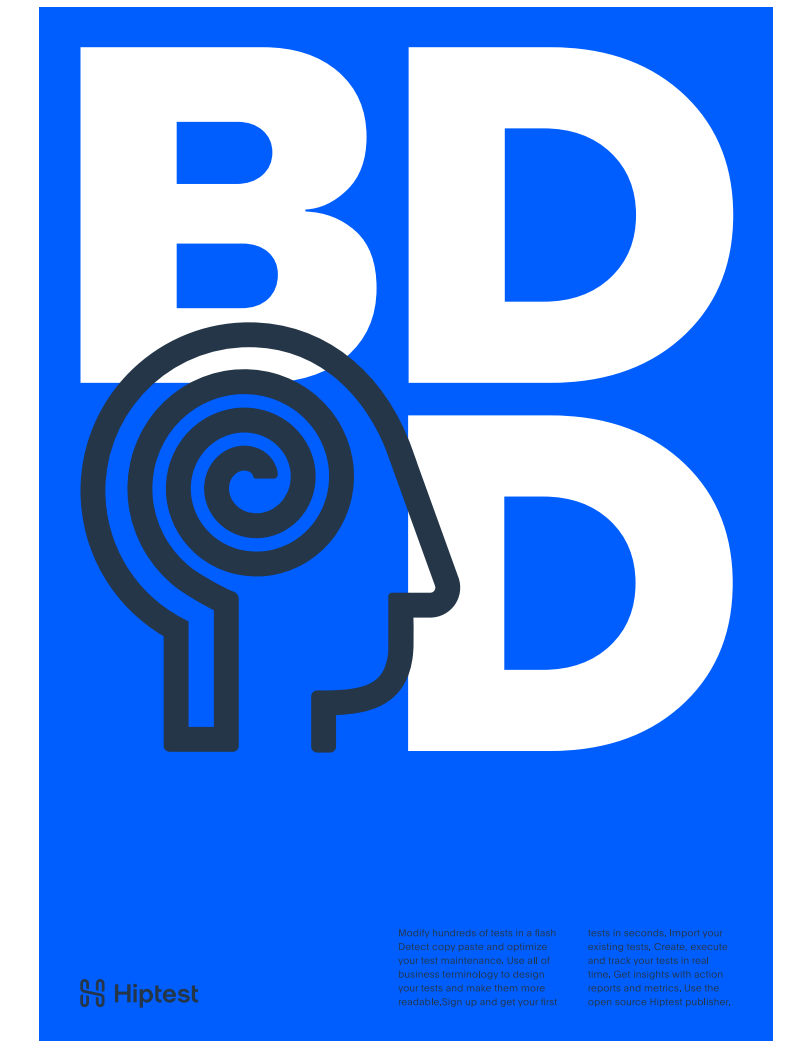
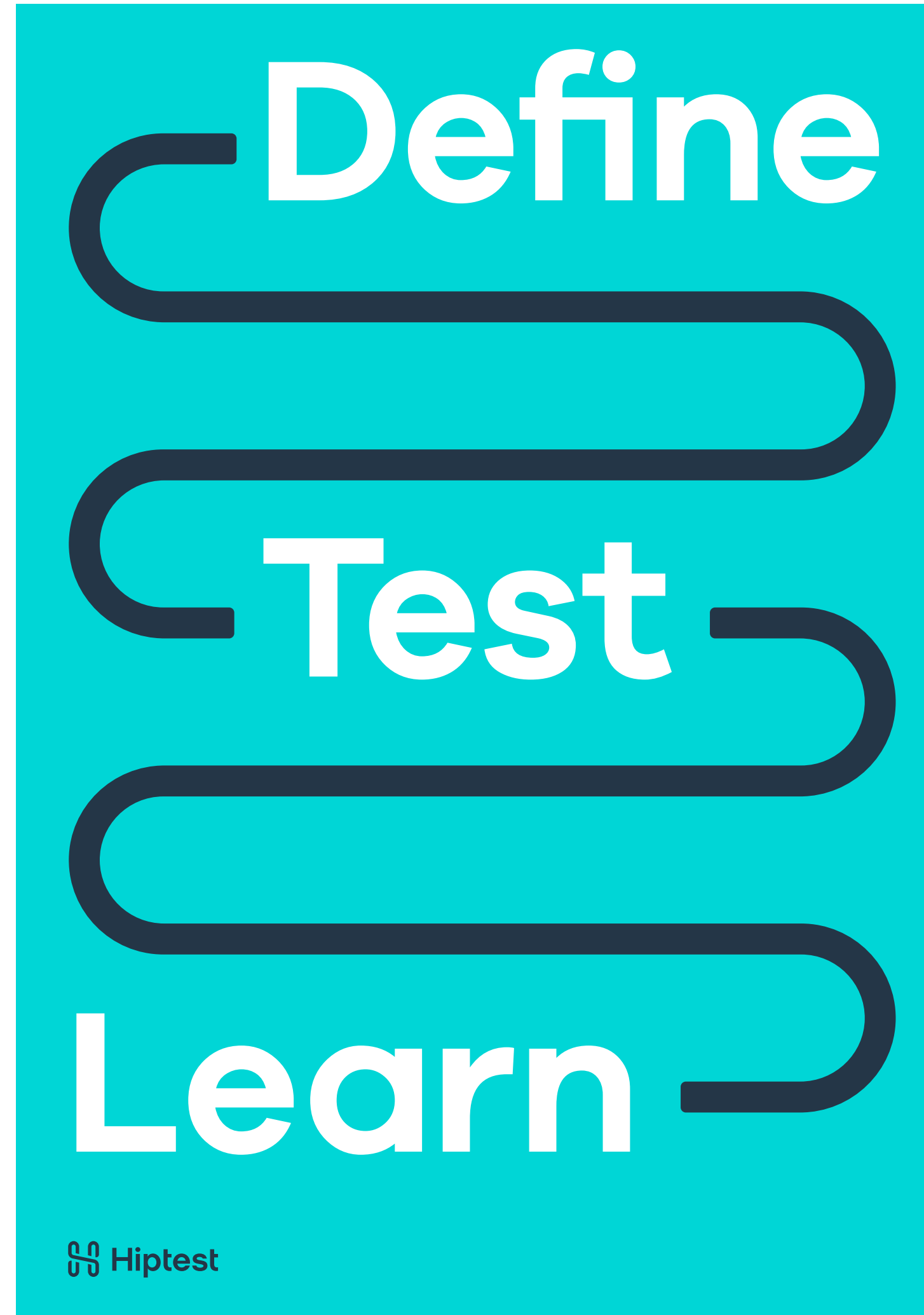


Principles

Being bold

It is important that our communications feel bold and confident. We can create a bold look and feel through use of confident typography, more expressive use of the color palette, and combining illustration with typography.

- 1. Expressive use of color
- 2. Large typography
- 3. Confident composition



Consider using large or capitalized typography for short and simple messaging and layering single color illustrations with typography.

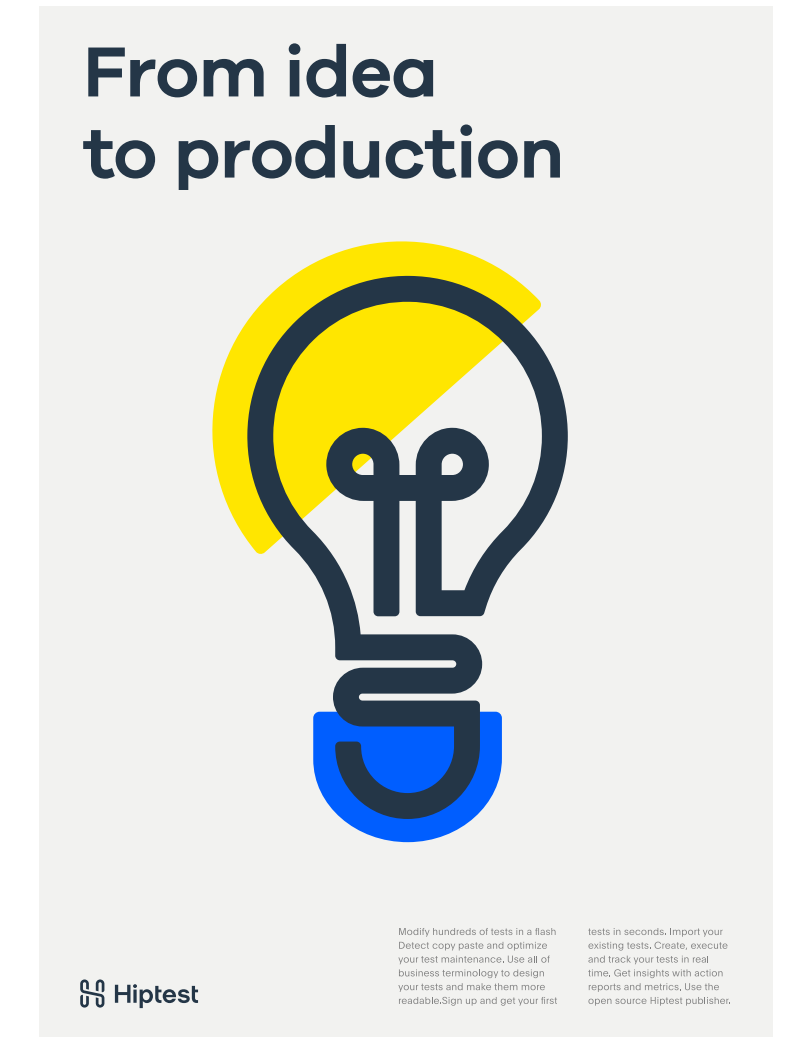
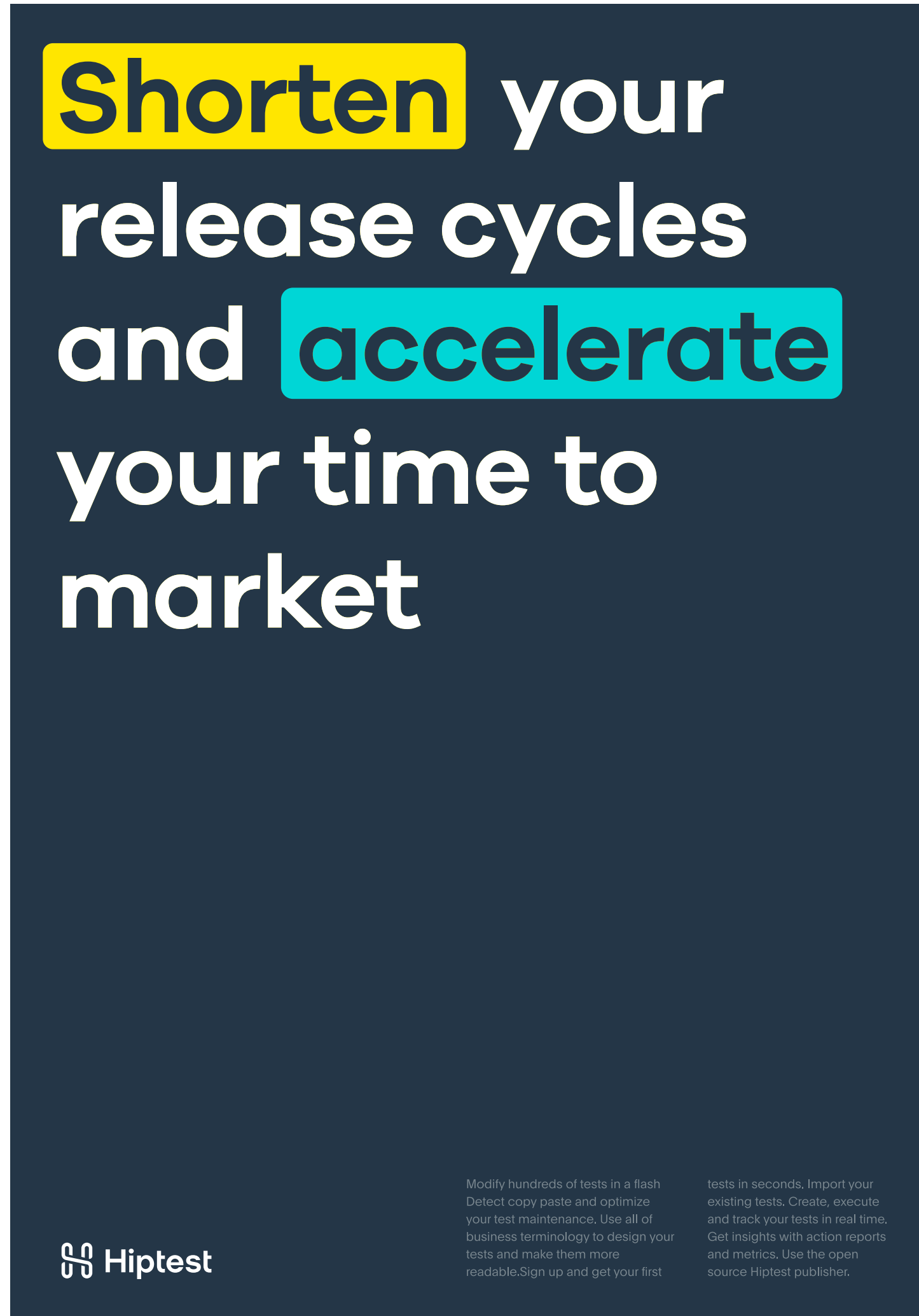


Principles

Being friendly

We want to connect with our audience in a friendly manner. This can be done through our tone of voice, as well as the way we present our message visually. Typography should always be clear and readable to allow our personality to shine through. We can also use illustration to provide additional visual narration to our story.

1. Create warmth with color
2. Focus on copy or illustration
3. Simple composition



Consider how illustrations can make your story more engaging, relatable or inspiring. Illustrations can be abstract or literal.

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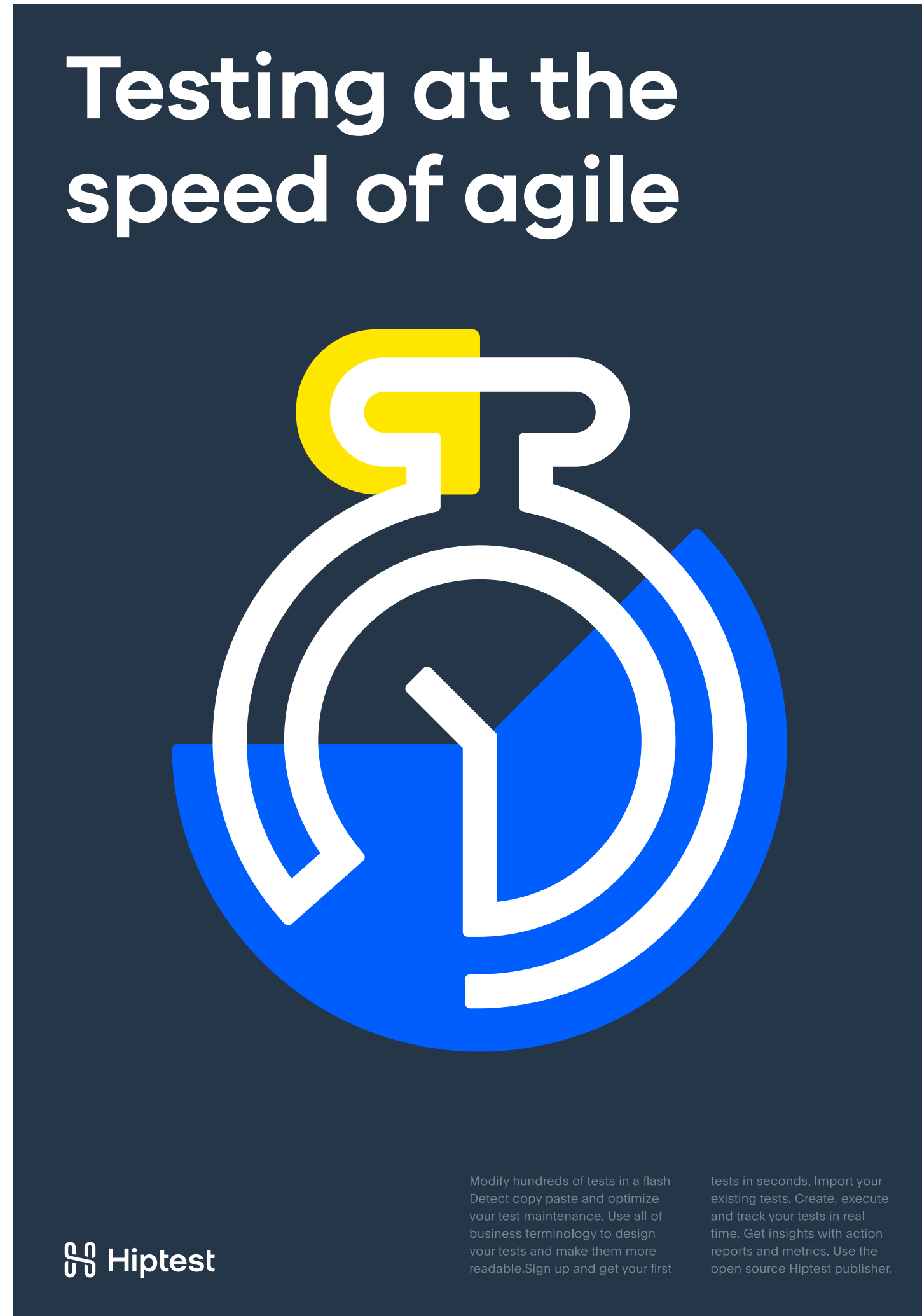
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Being fun

Making testing fun is core to the Hiptest brand. We need to make sure this comes across in our communications and through to our customers. When thinking about being fun in our communications, think about balancing expressiveness with simplicity.

- 1. Expressive use of color
- 2. Expressive use of illustration
- 3. Dynamic composition



Consider creative ways to play with continuous lines. How could continuous lines be used to make simple shapes or patterns.

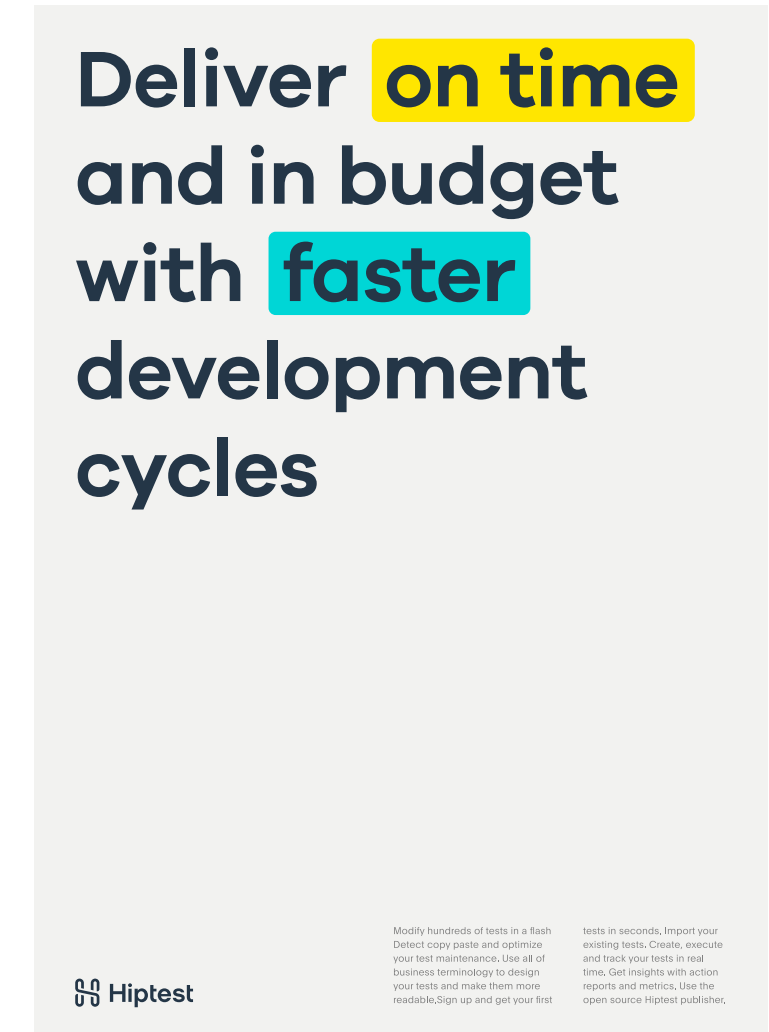


Principles

Being direct

Sometimes, it's important for us to be direct. Messages more serious in tone should be presented clearly, with a focus on delivering a simple, not overly complicated message, alongside additional graphical elements.

- 1. Restrained use of color
- 2. Focus on message
- 3. Simple composition



Consider how the use of color might enhance your message without adding visual clutter.



Illustration

Introduction

Illustrations are key to the success of our brand. They help simplify complicated messages and illustrate abstract concepts.

Our illustrations emphasize the fun in our product and help communicate our vision. They elevate our brand and differentiate us from our competitors. Each illustration should be carefully crafted to tell a simple and compelling story.



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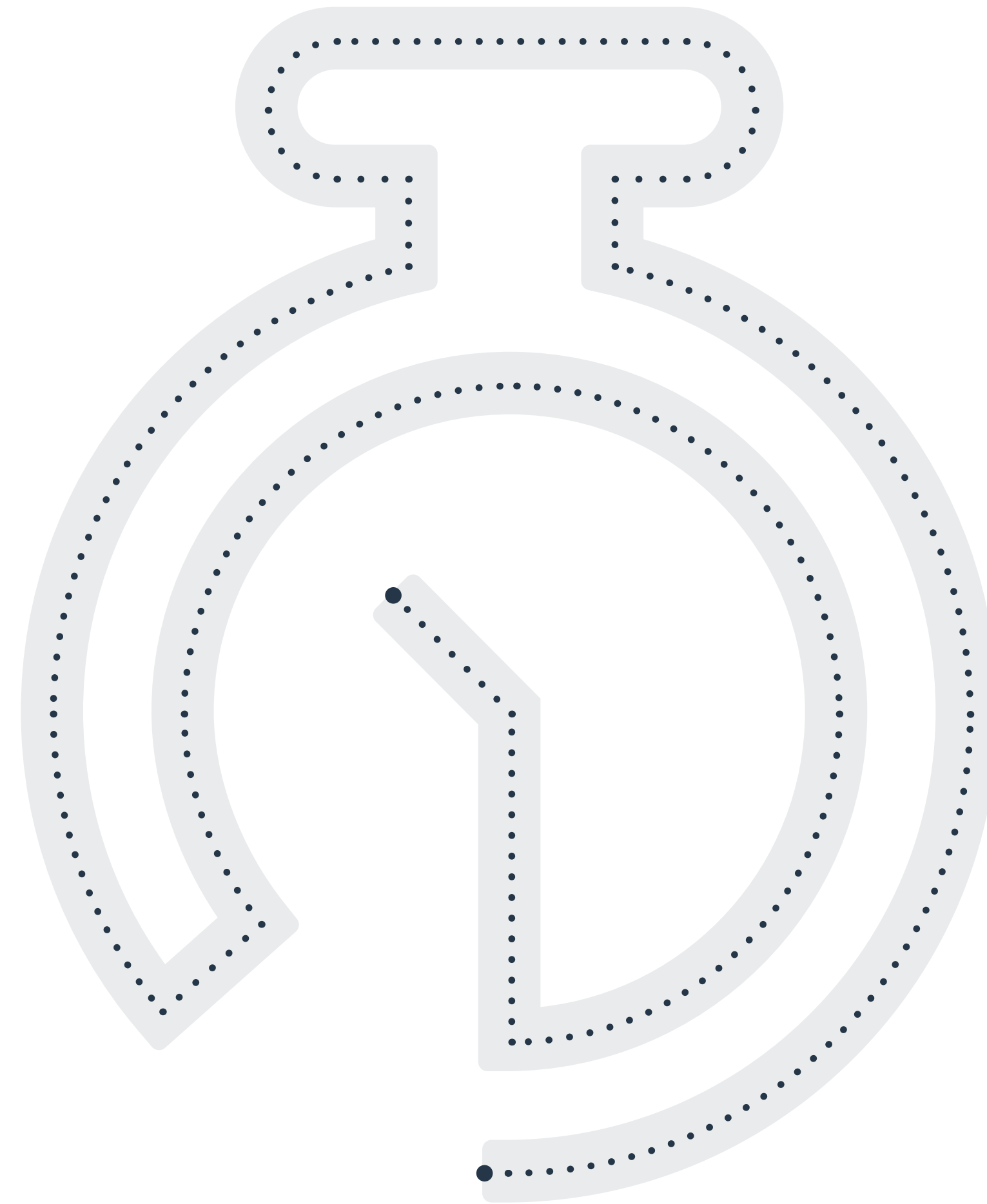
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Continuous line

The foundational principle of our illustration style is a main form constructed from a single line. This principle keeps our illustrations unique and unified.

Consider where the line starts and ends. Illustrations are most successful when they start and end in different positions.

Secondary elements that are not a part of the continuous line can be added to the illustrations. These should only be included if they add meaning, not just for decoration.

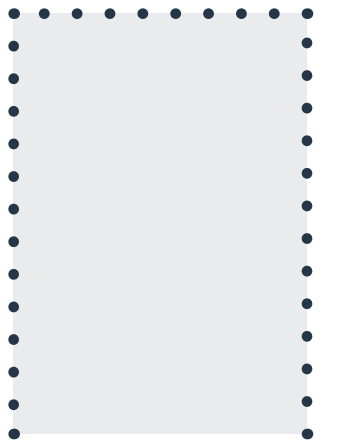


Illustration

Construction

The stroke weight of the illustration should be heavy. As a general rule, it should be calculated as double the thickness of the largest type size width being used within an application.

Both internal and external corners as well as ends of strokes should be rounded to create a more friendly look and feel. This should be done manually as it is dependent on the size the final illustration.



Illustration

Depth

Create depth within an illustrations by layering simple, geometric shapes in the background of the continuous line. These forms should be simplistic mirrors of the main form of the illustration.

Color

The illustration's continuous line should more often than not use Echo or Verve. However, this is not a strict rule. Background forms can use any combination of the colors within our palette. They often work best when only two colors are paired together.



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Collaboration and diversity

People should appear natural and friendly. We should aim to show diverse teams of people.



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Joy

Our product brings joy to the development process. We should aim to show joyful expressions and reactions in our photography.



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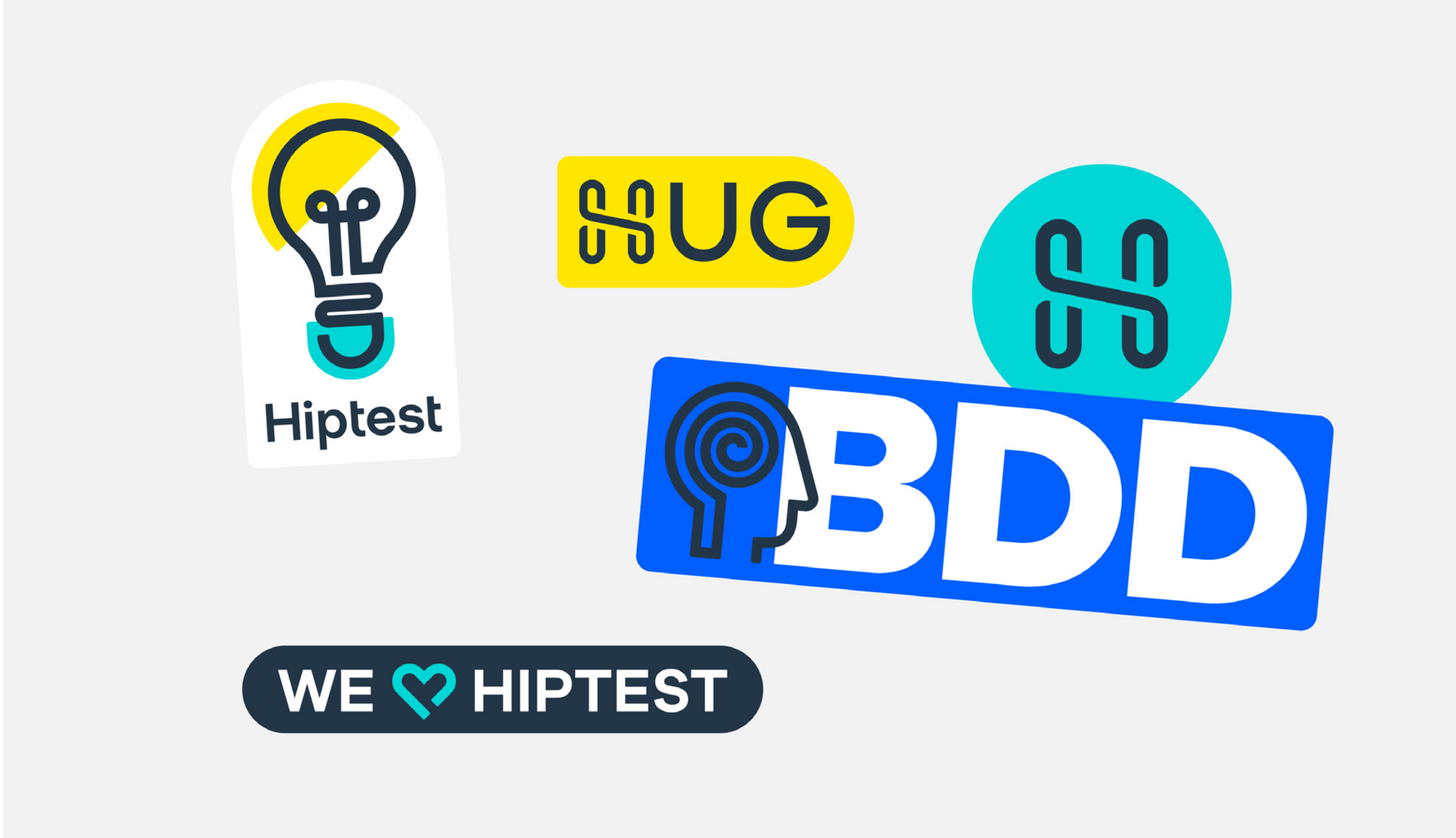
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