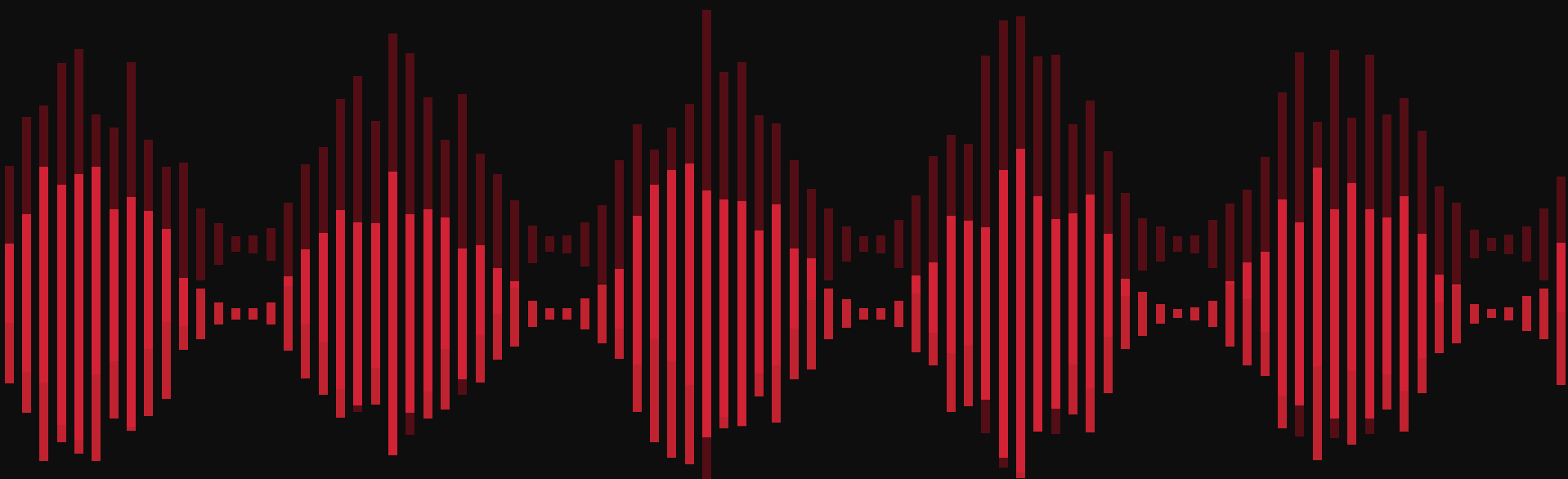


BRAND GUIDELINES



THE CULTURE,
IN MOTION.

A field guide to how Hiffi looks, sounds and behaves - across
everywhere the culture shows up.



02 BRAND STORY

WHY HIFFI EXISTS

**HIP-HOP LIVES ON VIDEO.
THE INTERNET SCATTERED
IT.
HIFFI PUTS IT BACK
TOGETHER.**

One platform for official drops, freestyles, live sets and behind-the-scenes - built for the audience that never stopped watching.



03

BRAND VALUES

The filter

Five words that filter every decision - from a push notification to a poster. **If a piece of work doesn't hold up against these, it's not on-brand yet.**

01 Raw Unpolished over corporate. Pulled from the video, not staged for it. Not polished	02 Current This week, not last season. If it's not happening now, it's not the lead. Not evergreen	03 Confident We state things. No hedging, no asking permission to have a point of view. Not tentative	04 Communal Built around crews. Made to be shared in a group chat, not consumed alone. Not solitary	05 Sharp Every word works. Cut anything that isn't earning its place on screen. Not wordy
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 **Use it as a checklist, not a vibe.** Before anything ships, name which of the five it's doing — if you can't, it's decoration, not brand.

04 BRAND PERSONALITY

IF HIFFI WERE A PERSON

THE FRIEND WHO ALREADY KNOWS ABOUT THE DROP - AND SENDS YOU THE VIDEO, NOT A LINK TO "CHECK IT OUT."

Direct, current, never try-hard. Speaks like a fan, not a marketer.

VOICE

Short, active, sure of itself.

ENERGY

High, but never forced.

POSTURE

Insider, not outsider looking in.



05 AUDIENCE

01

THE DAY-ONE

Age 18-24

Finds the video before it trends. Screenshots bars, not headlines.

02

THE CREW CURATOR

Age 20-29

Builds the group chat playlist. Shares first, watches later.

03

THE CULTURE HISTORIAN

Age 25-35

Knows the samples, the beef, the backstory. Wants the full drop.

IN ONE LINE

Hip-hop fans who treat the video as the primary format - not a companion to the song.

06 LOGO



LOGO IDEA

The mark is built on the universal cues of **switch on, live, on air** - the moment something activates and becomes visible. Its upright, stroke-driven form functions like a signal marker: a signal of presence and broadcast, engineered for immediate recognition across physical and digital environments.

CONSTRUCTION

Built entirely from rectangular slats - one module, repeated. Reads as an H at rest, a play-button in motion. The wordmark carries the same block weight, so mark and type feel cut from one sheet.

RULES

- Square corners only.
- Slat gap fixed at 1/6 of a slat's width.
- Stroke weight is the mark's personality - never modify it.
- Mark and wordmark always share one weight.

07 LOGO USAGE

CLEARSPACE



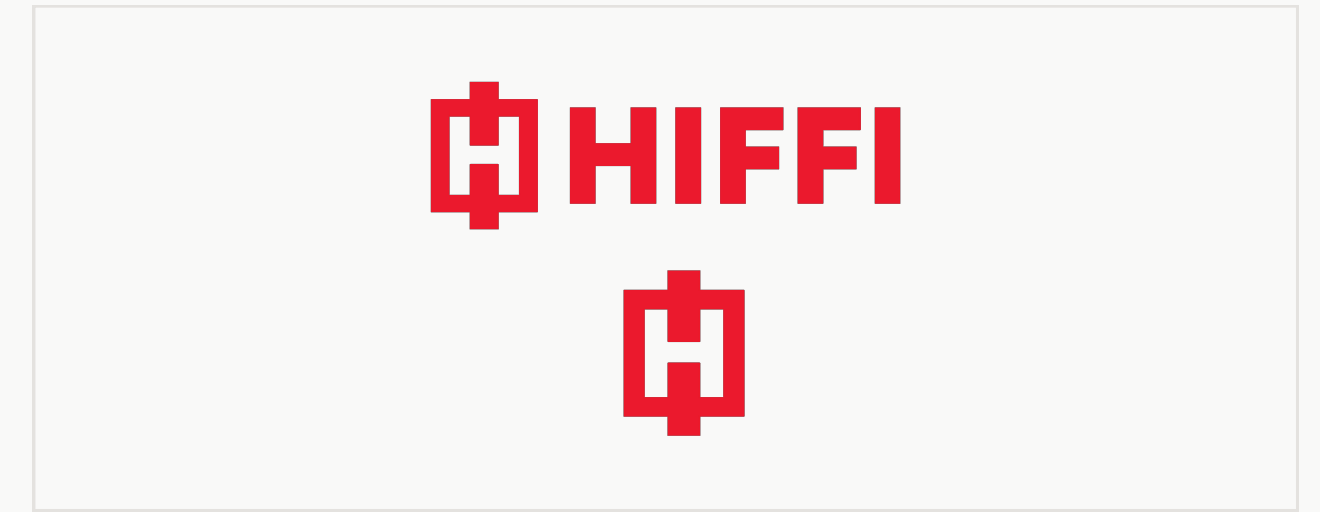
Clearspace = height of one slat, on all sides. Nothing else enters that zone.

MINIMUM SIZE



24px minimum on screen. 10mm minimum in print.

LOCKUPS



Full lockup for wide formats; icon-only for tiles and avatars.

ON COLOUR



08 NON-NEGOTIABLE USAGE SET

Exactly three sanctioned versions of the mark. No more. The fewer variants allowed, the stronger the brand becomes - constraint builds recognition.



WHITE LOGO ON RED
Hero / high impact



BLACK ON WHITE
Formal / documents / print



WHITE ON BLACK
Digital / stage / video

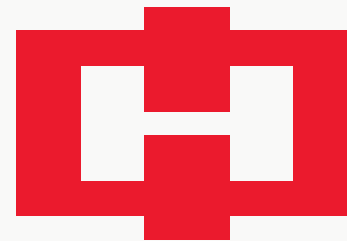
WHEN IN DOUBT

Choose the option that looks **calmer, stricter, more deliberate**, and **less designed**. That is how marks acquire permanence.

09 LOGO MISUSE



OFF-PALETTE RECOLOUR



STRETCHED PROPORTIONS



ADDED SHADOW / BEVEL



NO SCRIM ON BUSY IMAGE



ROTATED / TILTED

Hiffi

REBUILT IN ANOTHER TYPEFACE

THE SINGLE MOST IMPORTANT RULE

When the logo appears, reduce visual noise around it. Don't crowd it with text — give it air. Brand damage rarely comes from the mark itself; it comes from everything placed near it.

10

COLORS

HIFFI RED — PRIMARY BRAND COLOUR

PANTONE485 C

CMYK0, 95, 100, 0

RGB218, 41, 28

HEX#DA291C

DEEP RED

#811512

129, 21, 18

SIGNAL INK

#0E0E0E

14, 14, 14

FOG

#C9C9C9

201, 201, 201

PAPER

#FAFAF8

250, 250, 248

CONCRETE

#6B6B6B

107, 107, 107

AMBER (LIVE)

#FFB800

255, 184, 0

Ink 60 • Paper/Fog 30 • Red 10

Printers may push Yellow to 90–95% to control warmth - acceptable. Never approximate the base values above.

COLOR DISCIPLINE

Red is powerful but dangerous without control — if everything is loud, nothing is heard. Use it intentionally, not everywhere. White and black carry the sophistication; many strong identities are remembered as much for

11

TYPOGRAPHY

DISPLAY – ARCHIVO BLACK

DROP WATCH

CONDENSED – BARLOW CONDENSED

EYEBROWS, TAGS & CREDITS

BODY – INTER

Descriptions and every long-form sentence.

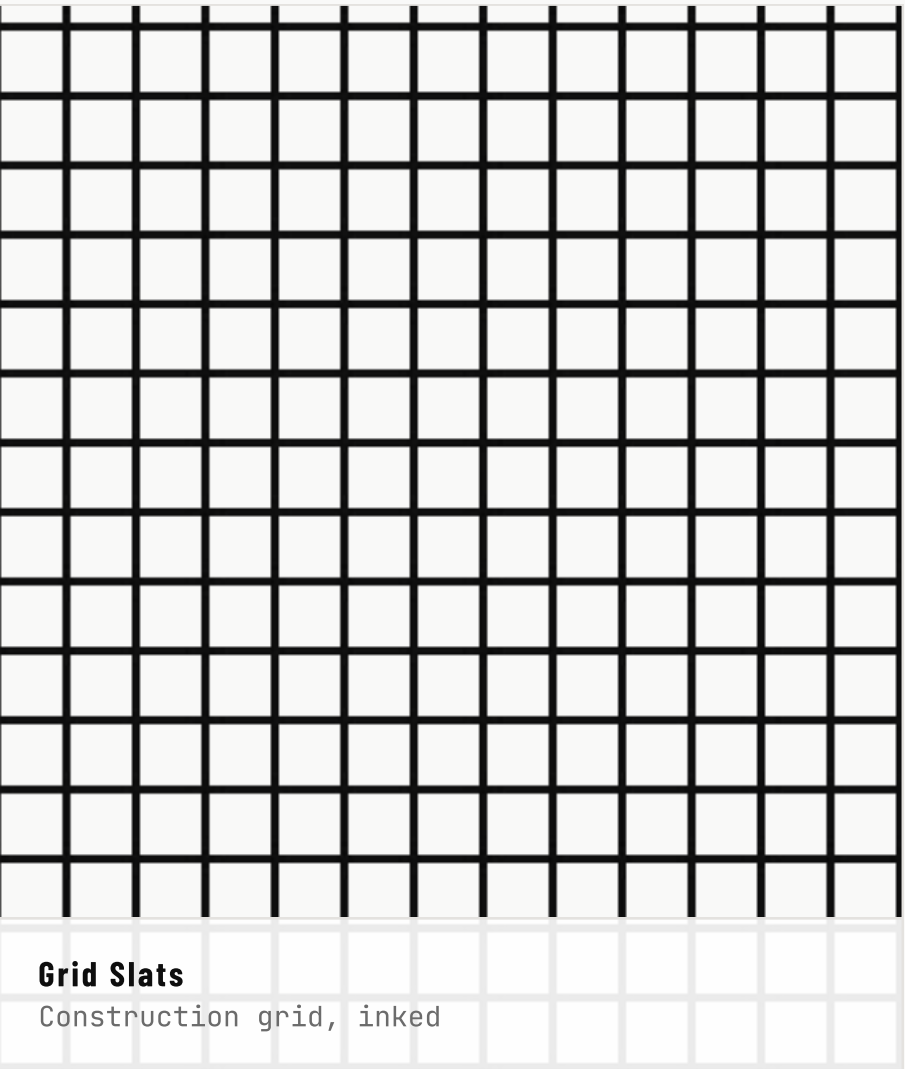
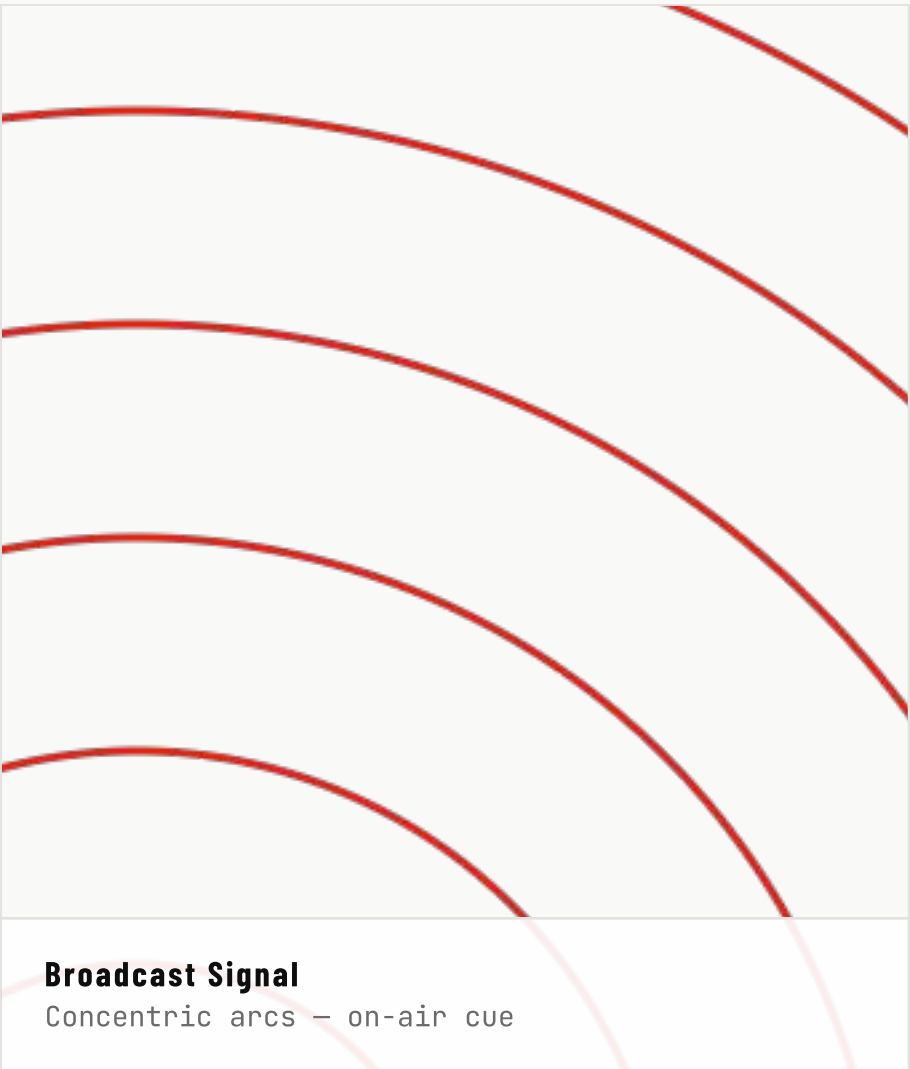
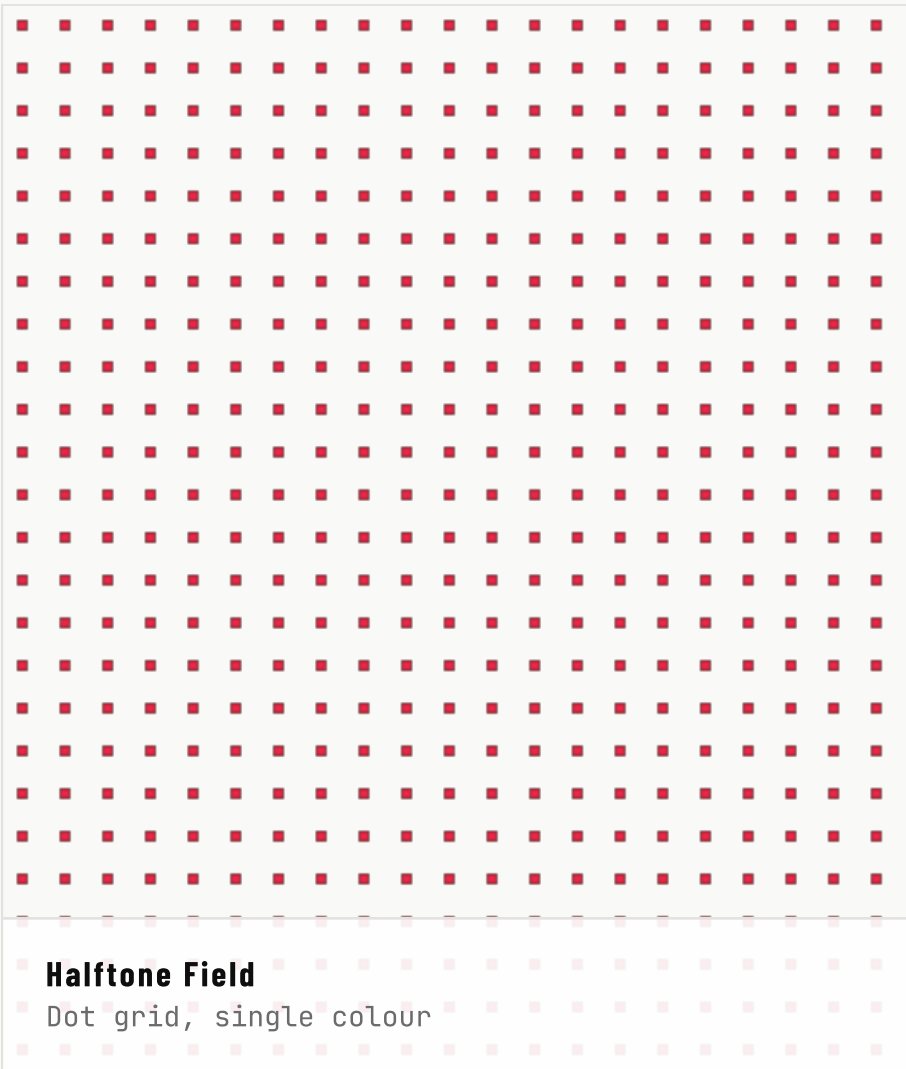
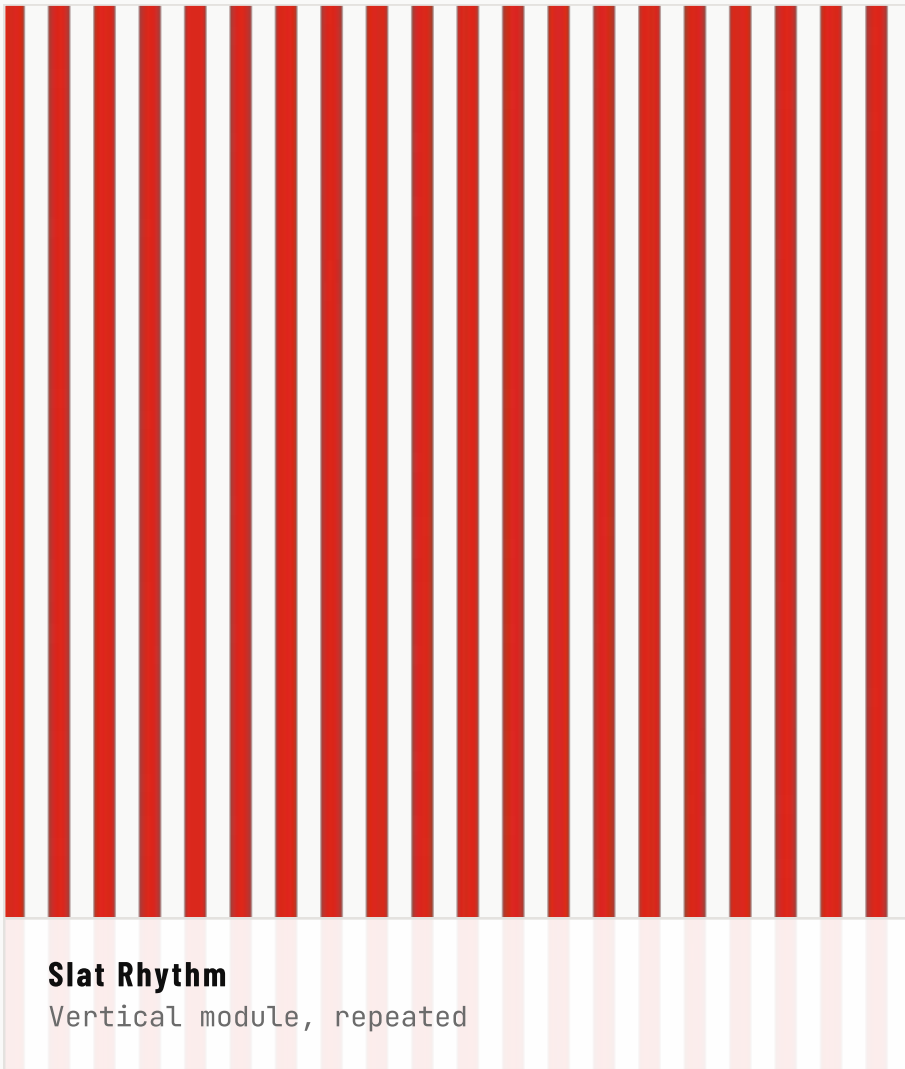
MONO – JETBRAINS MONO

00:42 / 03:15 – 4.2M views

Display and headlines: caps only. Body copy: sentence case, always. One display weight per screen.

12 Pattern

Hiffi's pattern system is built from the same geometry as the logo - the slat module, the broadcast signal, the halftone field - never from the mark itself. **The logo is a signal, not a texture.** Repeating it turns an authoritative symbol into decoration and quietly erodes recognition. These four patterns carry the brand's energy into backgrounds, packaging and merch without ever touching the mark.



Usage rules

Never the logo

Patterns are built from the slat module, dot grid, or signal lines — never from repeating the mark itself.

Texture, not focus

Patterns sit behind content. They support hierarchy, they never compete for it.

One colour only

Red on Paper/Ink, or Ink on Paper. Never mix pattern colours within a single field.

Low opacity near text

Keep patterns at 6–15% opacity wherever copy sits on top. Full strength only in empty space.

13 IMAGERY

TREATMENT

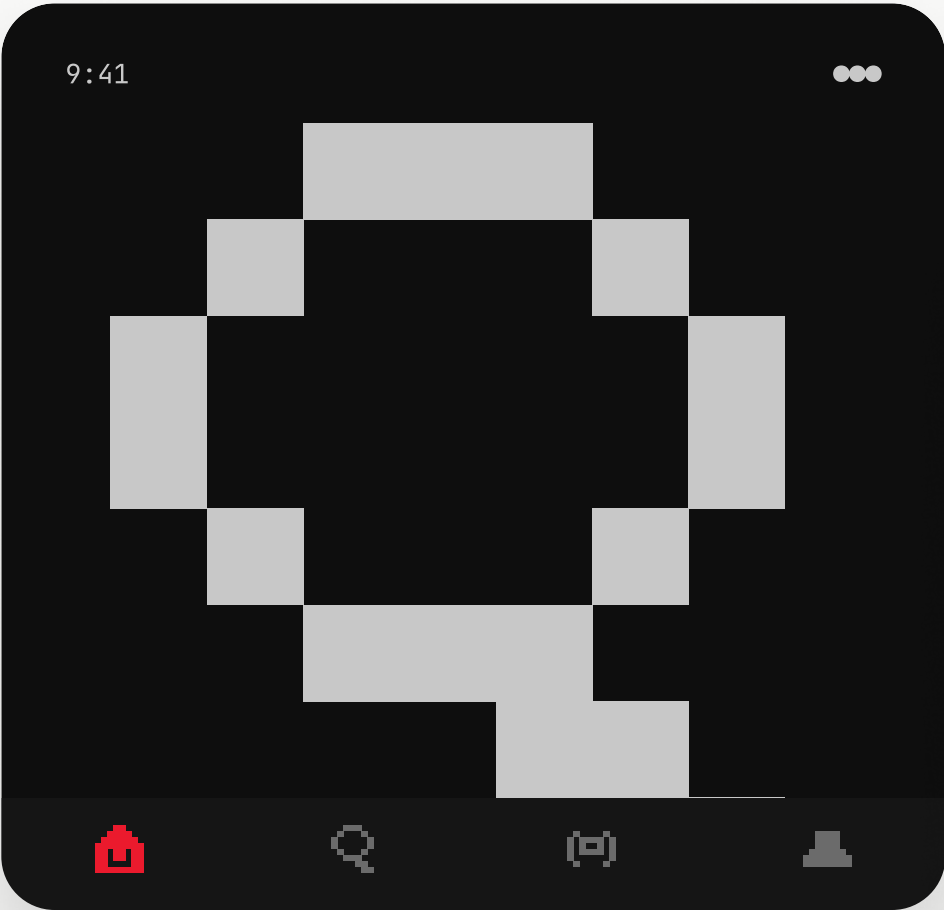
Real performance moments — concert lighting, studio sessions, crowd energy — run through a red-to-ink duotone at 15–25% opacity. High-contrast, crushed blacks. Pulled from the video, never staged for a poster.

SOURCES

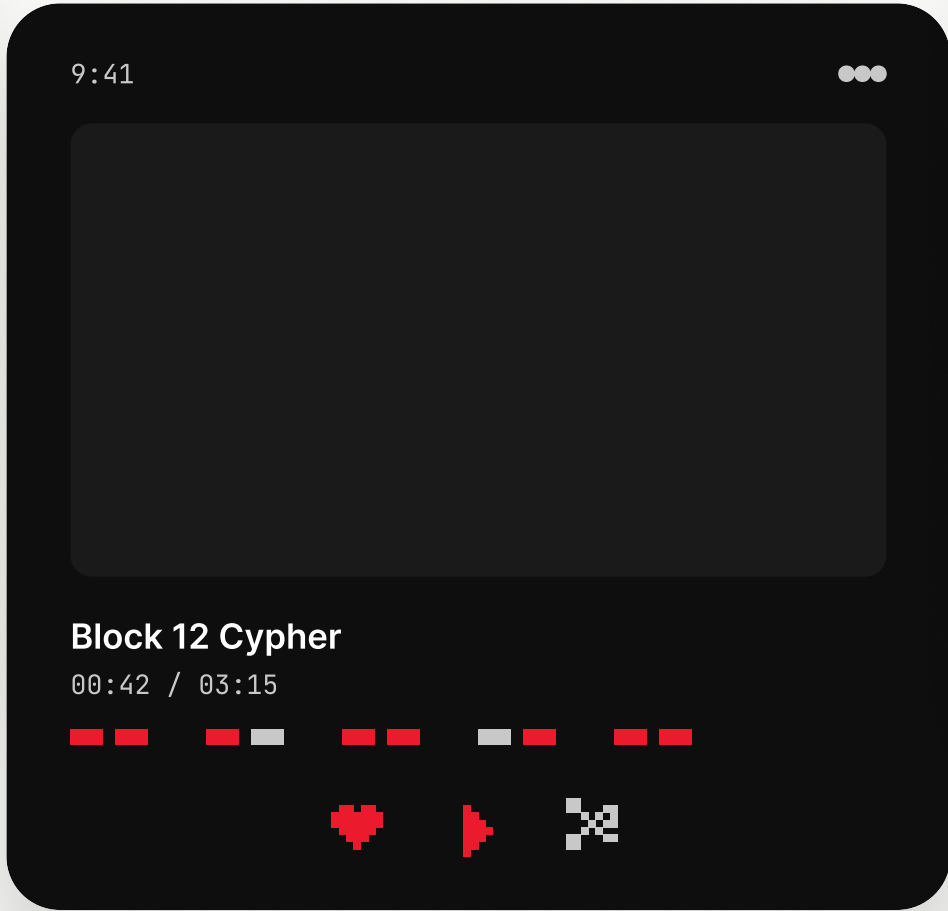
Concert lighting · studio sessions · crowd moments · artist portraits · behind-the-scenes. Faces and hands stay clear of the caption zone.



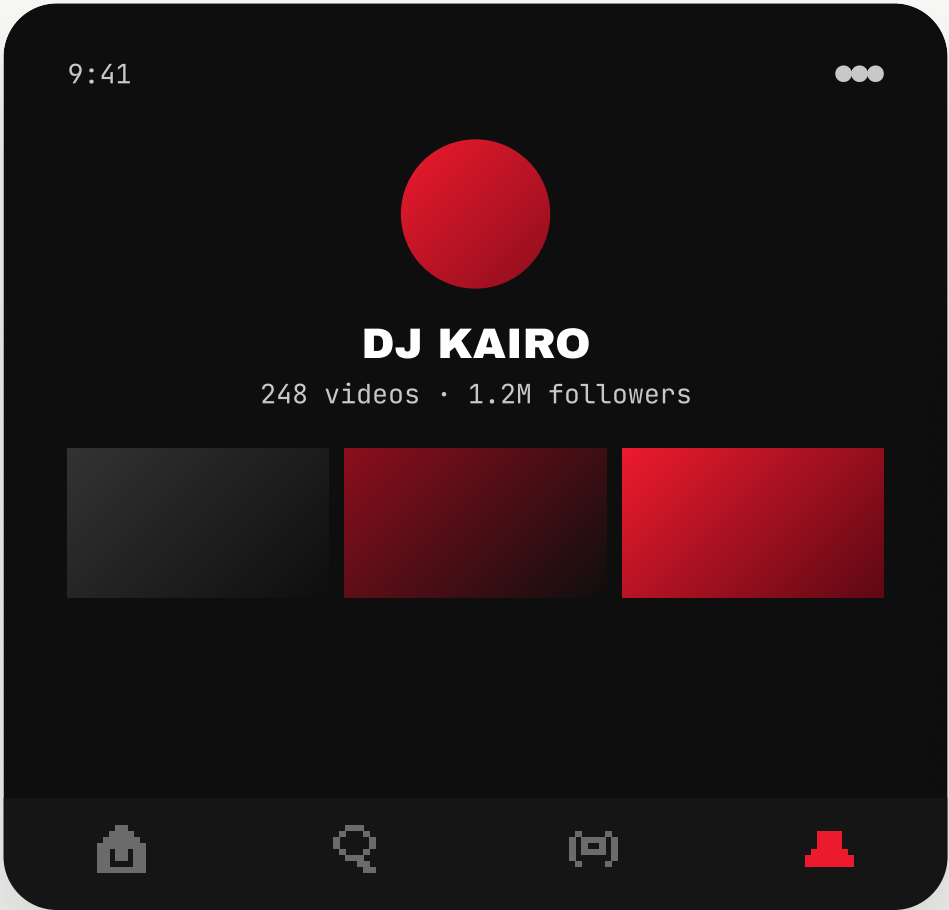
14 UI COMPONENTS



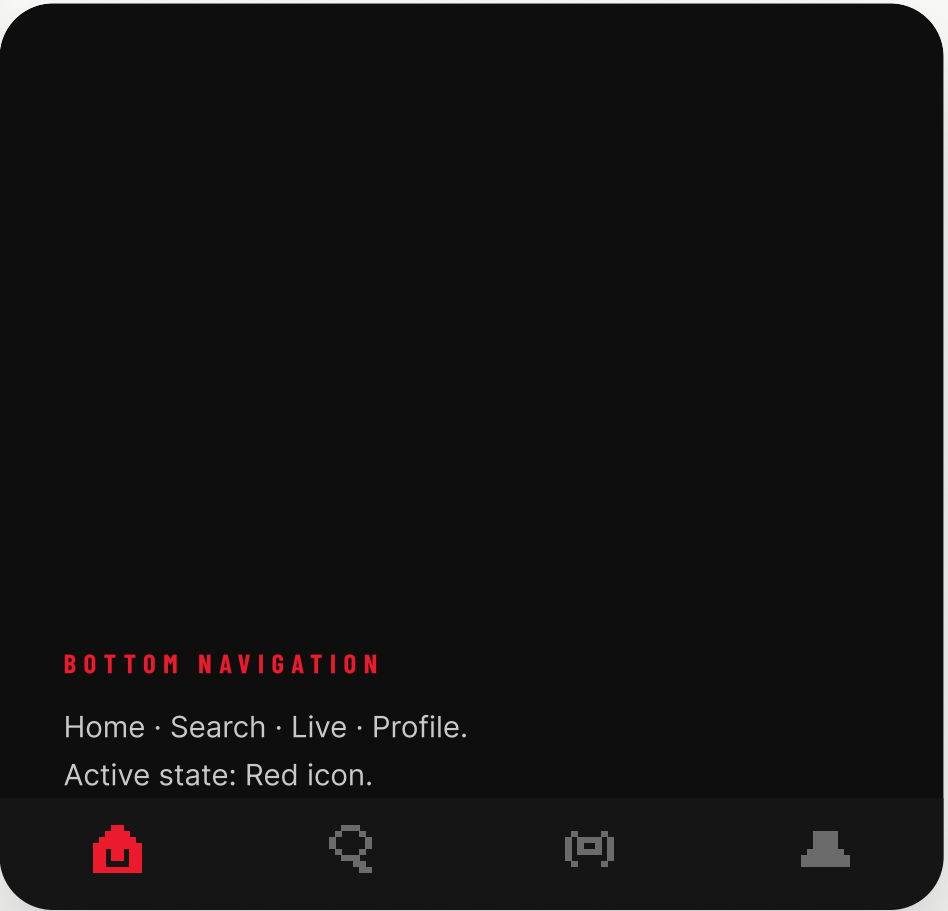
Home screen



Video player

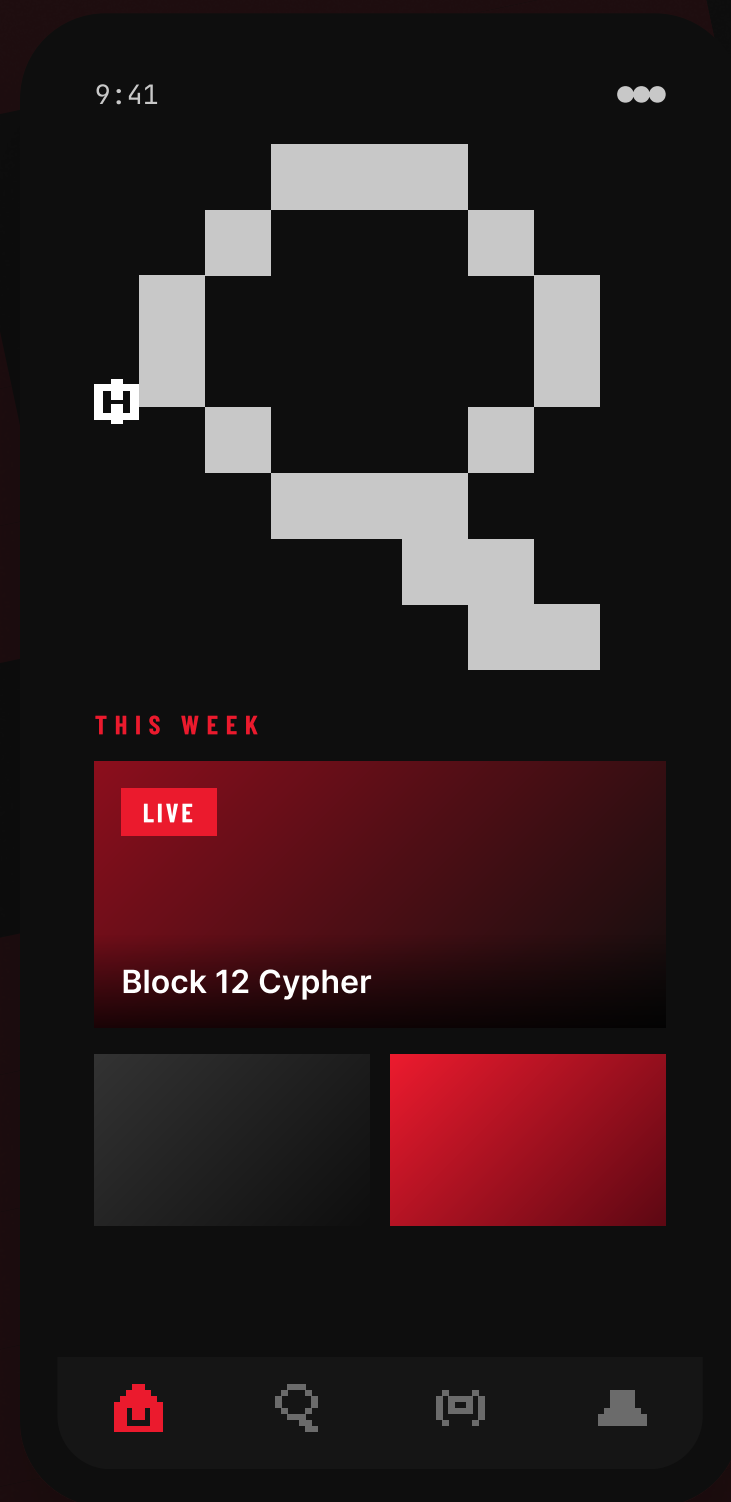


Profile



Bottom navigation

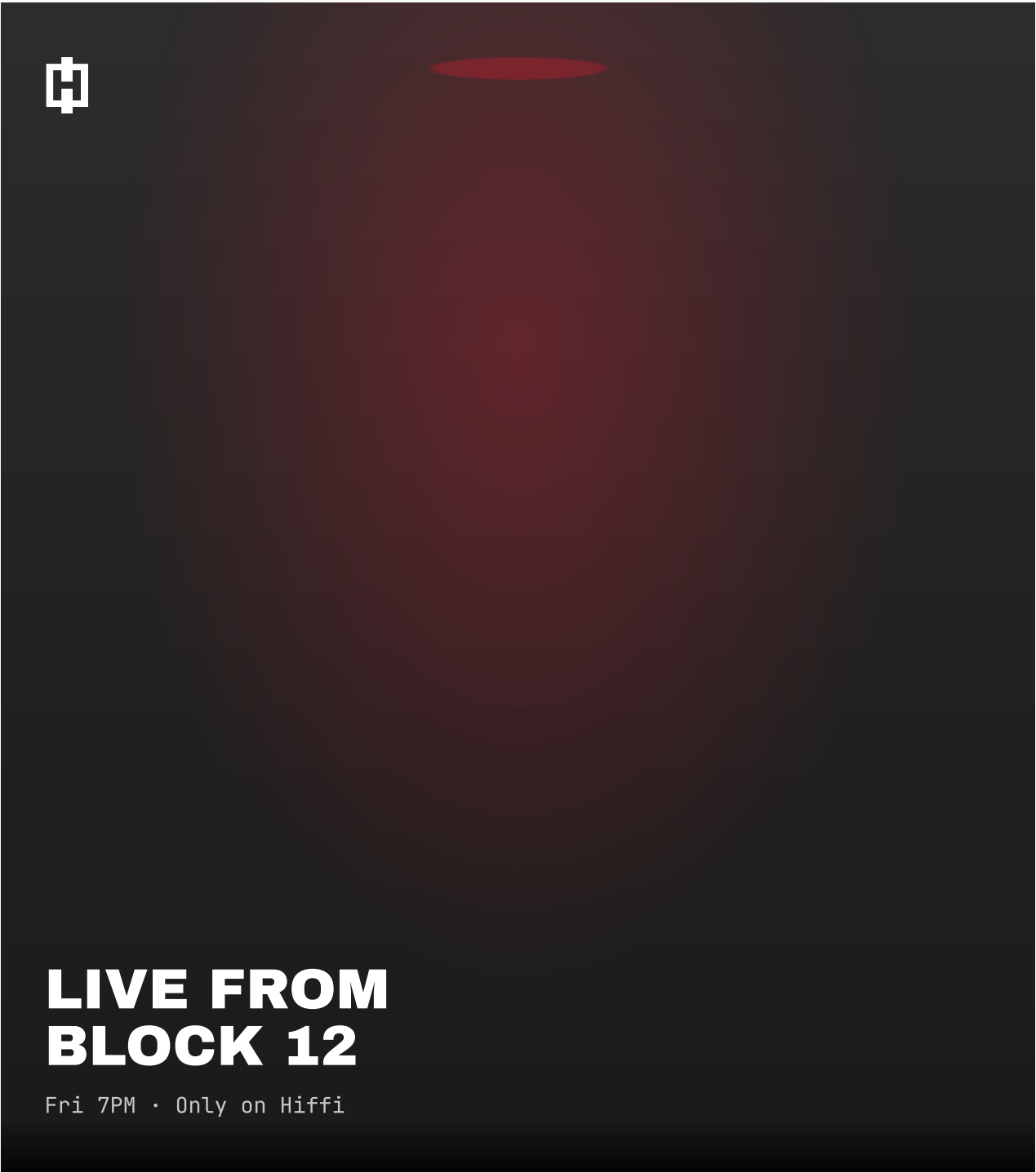
15 MOBILE APPLICATION



The app runs almost entirely on Ink. Red is reserved for the one action per screen that matters — play, live, or the active nav state. Slats appear as loaders and scrub bars.



16 **MARKETING ASSETS**



Poster /
signage



Merch – T-shirt



Merch – Cap

17

BRAND VOICE

Tone pillars

Direct

Say the thing, then stop.

Knowing

Written by people who watch this, not marketers.

Energetic

Active verbs, short sentences.

Never try-hard

No forced slang, no exclamation points.

In practice

Don't / Do

Don't

"Unlock exclusive premium content!"

Do

"Watch it first. Premium."

Don't

"An error has occurred while processing your request."

Do

"That video didn't load. Try again."

Don't

"We are thrilled to announce our newest feature!"

Do

"Now you can save videos offline."

Don't

"Don't miss out — this drop won't last long!!"

Do

"Live now. Block 12 Cypher."

 **HIFFI**
THANK YOU