



CallHippo

Brand Guidelines



01 Logo

Primary logo



Our primary logo is available in a vibrant palette of blue, red, yellow, green, black, and white, ensuring maximum brand recognition across various applications.

Secondary logo



For optimal visibility on dark backgrounds, we recommend using the white version of our logo. This ensures clear communication of our brand identity even in low-light environments.



Our vibrant colored logos are designed to shine on white backgrounds. This combination ensures maximum impact and clear communication of our brand identity.

Ensuring Clear Space Around the Logo

For optimal impact and readability, always surround your CallHippo logo with ample clear space. This creates a visual buffer zone, separating the logo from other design elements on the page.

1. letters

Using the letter as a unit is the most straightforward and intuitive approach. We can choose a single letter as the smallest unit. For example, Google uses G for x, and PayPal uses the initial P for x. You don't need to do any math.



Logo Scalability and Minimum Size

Our CallHippo logo is designed for versatility and can be adapted to various sizes while maintaining its visual impact.

Minimum Size: To ensure clear legibility across different applications, we recommend a minimum logo height of 32 pixels.



96PX



80PX



64PX



48PX



32PX

Maintaining Logo Integrity

For consistent brand recognition, always use the CallHippo logo in its original form. This means avoiding any modifications to its colors, proportions, or typography.



DON'T PLACE THE LOGO IN A CONTAINER



DON'T ADD BORDER STROKES TO THE LOGO



DON'T APPLY ANY EFFECTS TO THE LOGO



DON'T ALTER THE PROPORTIONS / RATIO OF THE LOGO



DON'T ALTER THE SPACE BETWEEN LETTERS



DON'T ROTATE THE LOGO

Social Media










02 Colors






CallHippo Orange: The Energizing Core

CallHippo Orange is the vibrant core of our brand identity. Inspired by the act of answering an incoming call – a moment of connection and action – this energetic hue is prominently featured in our calls to action (CTAs), and all key brand touchpoints designed to spark awareness and recognition.

Brand Orange



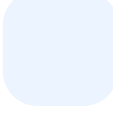




























HEX #F35B16
RGB 243 | 91 | 22 | 1
CMYK 0 | 63 | 91 | 5

Swatch	Value
	#FFF5F0
	#FFE9DE
	#FFA586
	#F48D68
	#FF692D

Swatch	Value
	#F35B16
	#D64700
	#592C1D
	#FFB74D
	#BF360C

A Palette for Every Touchpoint






Our meticulously crafted brand color palette empowers consistent brand presentation across all marketing materials, communication channels, and even the product interface itself. This strategic use of color strengthens brand identity and creates a unified user experience for every CallHippo interaction.

color/red	color/yellow	color/green	color/blue
Swatch	Value	Swatch	Value
	#FFF1F0		
			
			
			
			
			
			
			









A Palette for Every Touchpoint

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color/indigo

Swatch	Value
	#F3F2FC
	#D1D0F4
	#A8A7EA
	#6563D9
	#5856D6
	#4341A3
	#2E2D70
	#19183C

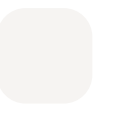




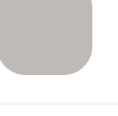




color/purple

Swatch	Value
	#F9F2FD
	#E9CFF6
	#D5A5EE
	#B560E1
	#AF52DE
	#853EA9
	#5B2B74
	#31173E

color/pink

Swatch	Value
	#FFFCFE
	#FBDCEF
	#EFBFDD
	#DD93C2
	#D6409F
	#CF3897
	#C2298A
	#651249

color/grey

Swatch	Value
	#F6F5F3
	#EFECEA
	#EFECEA
	#DCD9D6
	#D1CECB
	#BEBBB8
	#8F8C8A
	#84827F
	#777573
	#22201D



03 Typography

Typeface

STK Bureau Serif serves as our primary typeface, lending a distinctive voice to the CallHippo brand. This versatile typeface comes in two weights, offering flexibility for various applications.

CallHippo STK Bureau Serif

Heading

STK Bureau Serif l Book

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
?!&@\$#% 0123456789

STK Bureau Serif l Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
?!&@\$#% 0123456789

Body Copy

IBM Plex Sans l Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
?!&@ \$#% 0123456789

IBM Plex Sans l Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
?!&@ \$#% 0123456789

Heading Style Desktop

HEADING	NAME	SIZE (PX/REM)	LINE HEIGHT (PX/REM)	WEIGHT	TRACKING (PX/REM)
--desktop-heading-01	Heading 01	54 / 3.375	64 / 4	Bold	-1.2 / -0.075
--desktop-heading-02	Heading 02	42 / 2.625	50 / 3.125	Bold	-0.8 / -0.05
--desktop-heading-03	Heading 03	32 / 2	40 / 2.5	Bold	-0.4 / -0.025
--desktop-heading-04	Heading 04	28 / 1.75	36 / 2.25	Bold	0
--desktop-heading-05	Heading 05	20 / 1.25	28 / 1.75	Bold	0
--desktop-heading-06	Heading 06	18 / 1.125	26 / 1.625	Medium	0

Heading Style Mobile

HEADINGS	NAME	SIZE (PX/REM)	LINE HEIGHT (PX/REM)	WEIGHT	TRACKING (PX/REM)
--mobile-heading-01	Heading 01	32 / 2	40 / 2.5	Bold	-0.8 / -0.05
--mobile-heading-02	Heading 02	28 / 1.75	36 / 2.25	Bold	-0.4 / -0.025
--mobile-heading-03	Heading 03	24 / 1.5	30 / 1.875	Bold	-0.4 / -0.025
--mobile-heading-04	Heading 04	20 / 1.25	28 / 1.75	Bold	0
--mobile-heading-05	Heading 05	18 / 1.125	26 / 1.625	Bold	0
--mobile-heading-06	Heading 06	16 / 1	24 / 1.5	Medium	0

Body Style Desktop

BODY	NAME	SIZE (PX/REM)	LINE HEIGHT (PX/REM)	WEIGHT	TRACKING (PX/REM)
--desktop-body-l	Body large	18 / 1.125	26 / 1.625	Regular	0
--desktop-body	Body	16 / 1	24 / 1.5	Regular	0
--desktop-body-sm	Body small	14 / 0.875	20 / 1.25	Regular	0
---	Body large, semi bold	18 / 1.125	26 / 1.625	Semi Bold	0
---	Body, semi bold	16 / 1	24 / 1.5	Semi Bold	0
---	Body small, semi bold	14 / 0.875	20 / 1.25	Semi Bold	0

Body Style Mobile

BODY	NAME	SIZE (PX/REM)	LINE HEIGHT (PX/REM)	WEIGHT	TRACKING (PX/REM)
--mobile-body-l	Body large	16 / 1	24 / 1.5	Regular	0
--mobile-body	Body	14 / 0.875	20 / 1.25	Regular	0
--mobile-body-sm	Body small	12 / 0.75	16 / 1	Regular	0
---	Body large, semi bold	16 / 1	24 / 1.5	Semi Bold	0
---	Body, semi bold	14 / 0.875	20 / 1.25	Semi Bold	0
---	Body small, semi bold	12 / 0.75	16 / 1`	Semi Bold	0

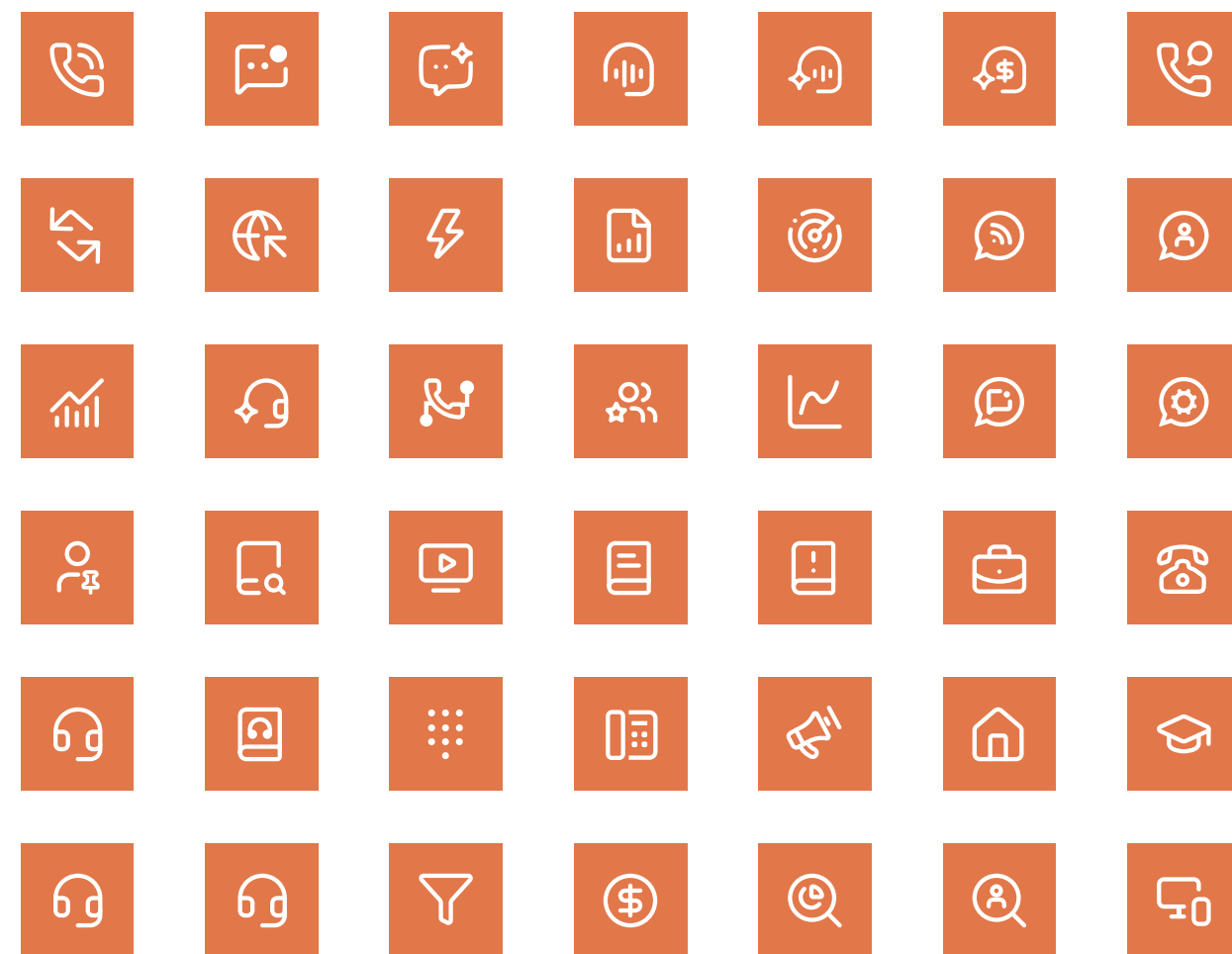


04 Icons

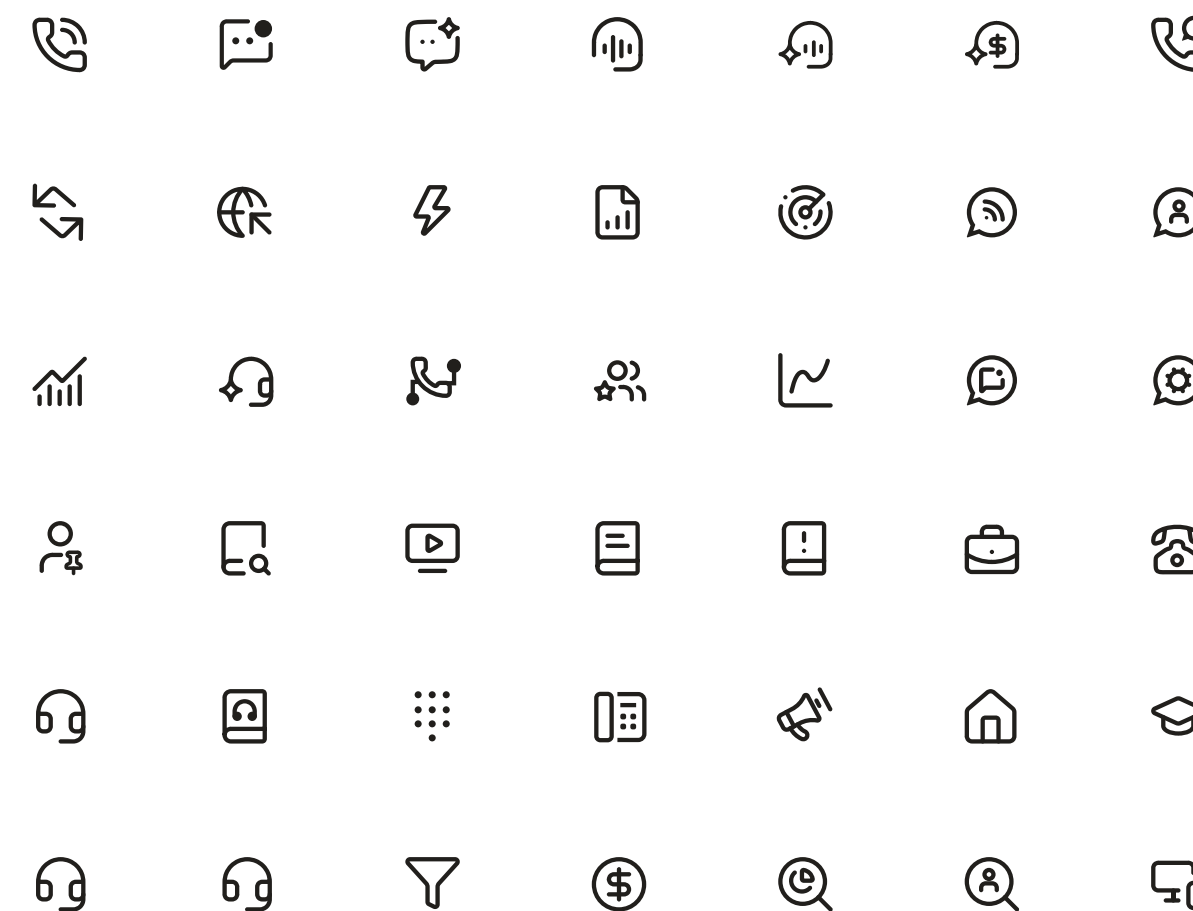
CallHippo Icons

CallHippo leverages a collection of brand icons across presentations, websites, and other resources. These impactful visual elements effectively break down complex information, drawing attention to important sections and enhancing user experience.

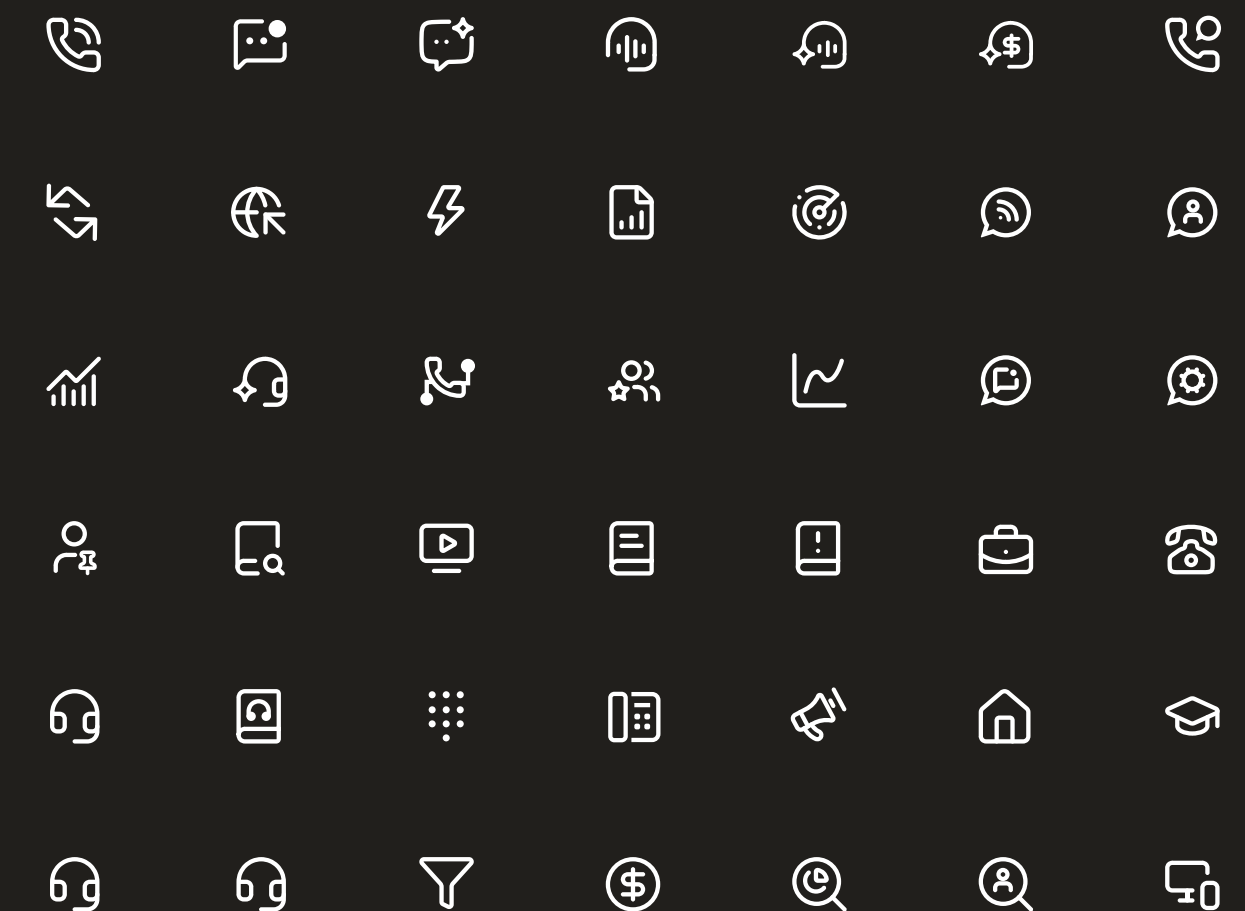
Brand Color



Black



White

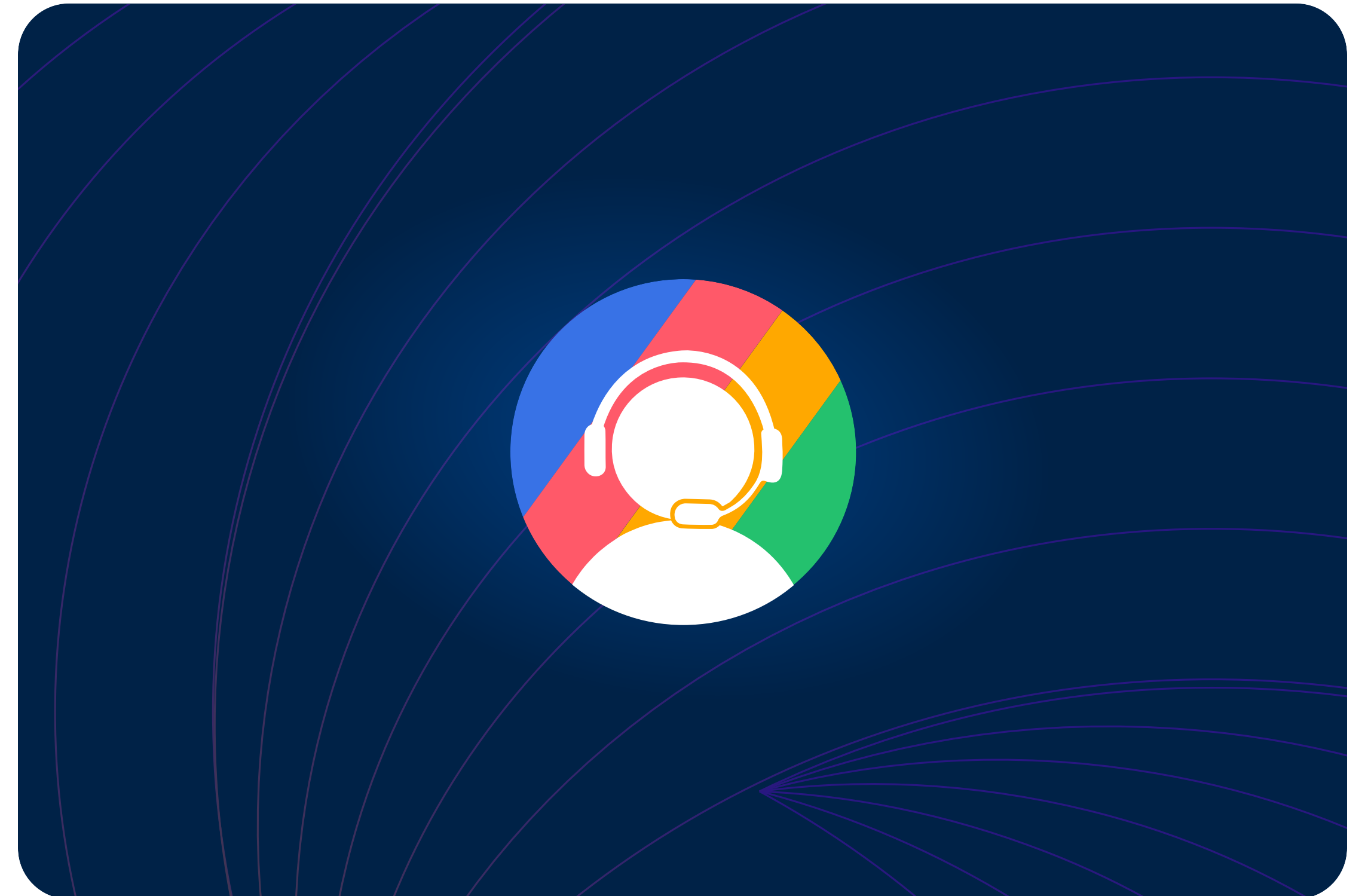
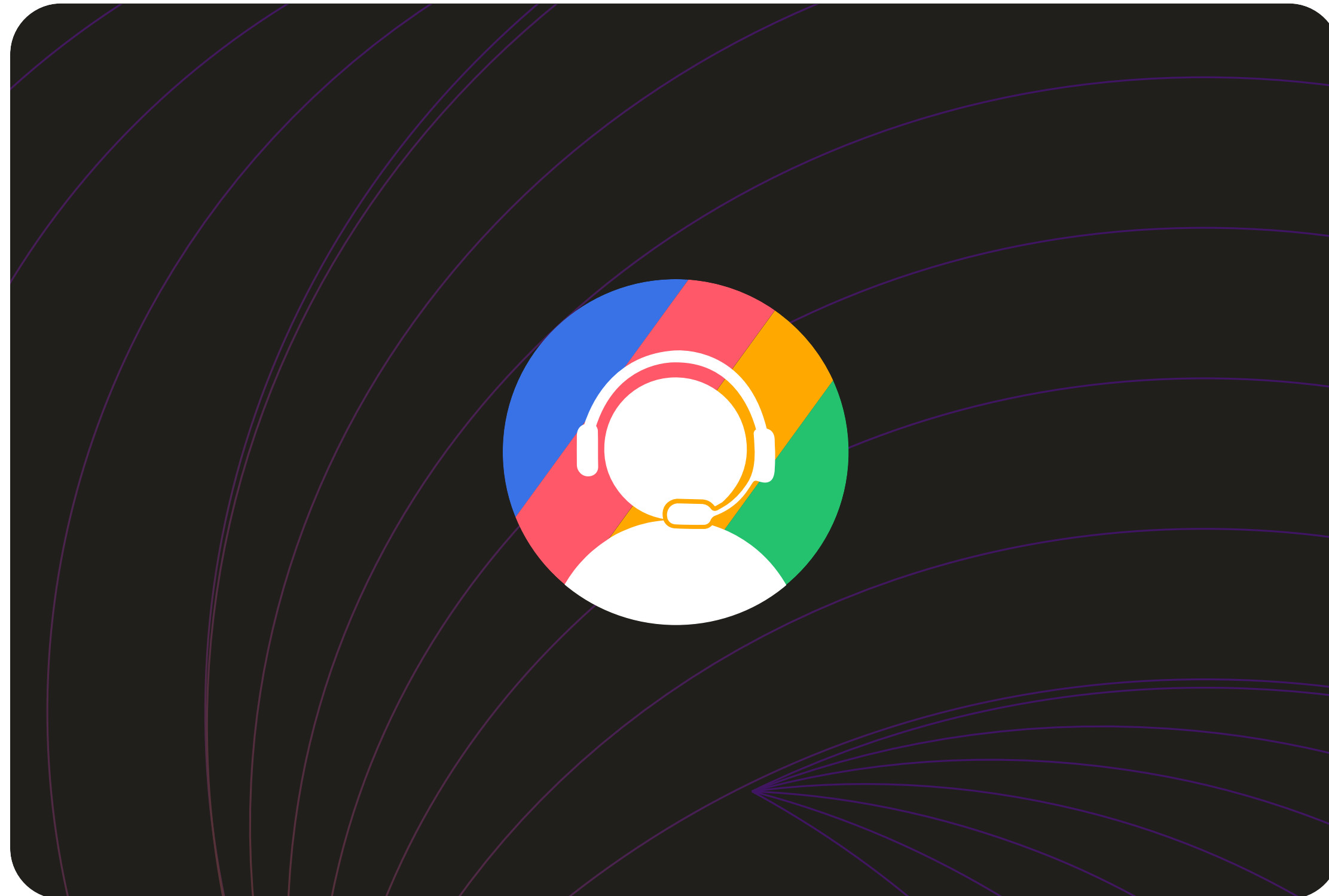





05 Backgrounds

Creating Engaging Visuals with Abstract Backgrounds

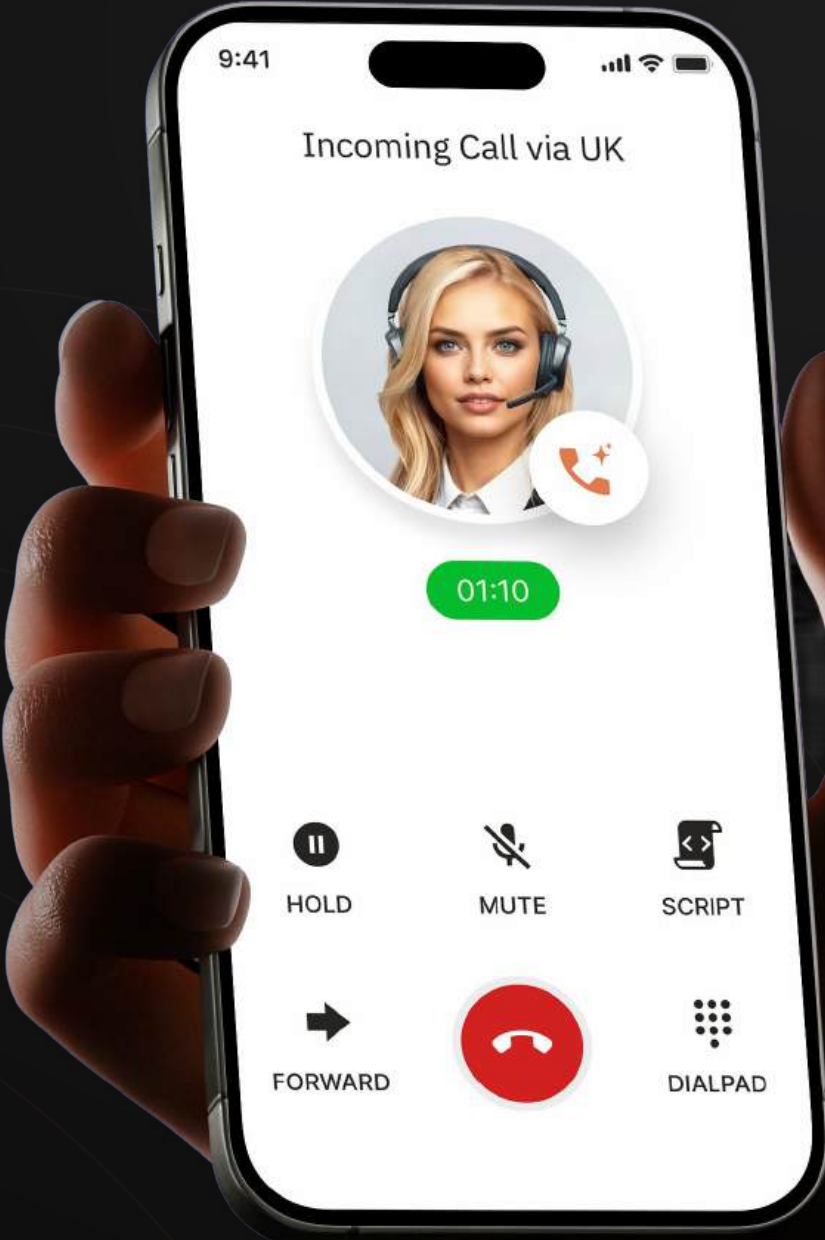
Our brand identity extends to captivating abstract backgrounds that complement various content pieces, including presentations and website elements. By incorporating these abstract backgrounds, you can enhance the visual appeal of your communication materials while staying true to CallHippo's unique brand identity.



Example

Missed Calls? 
Not With CallHippo's Virtual
Phone System.

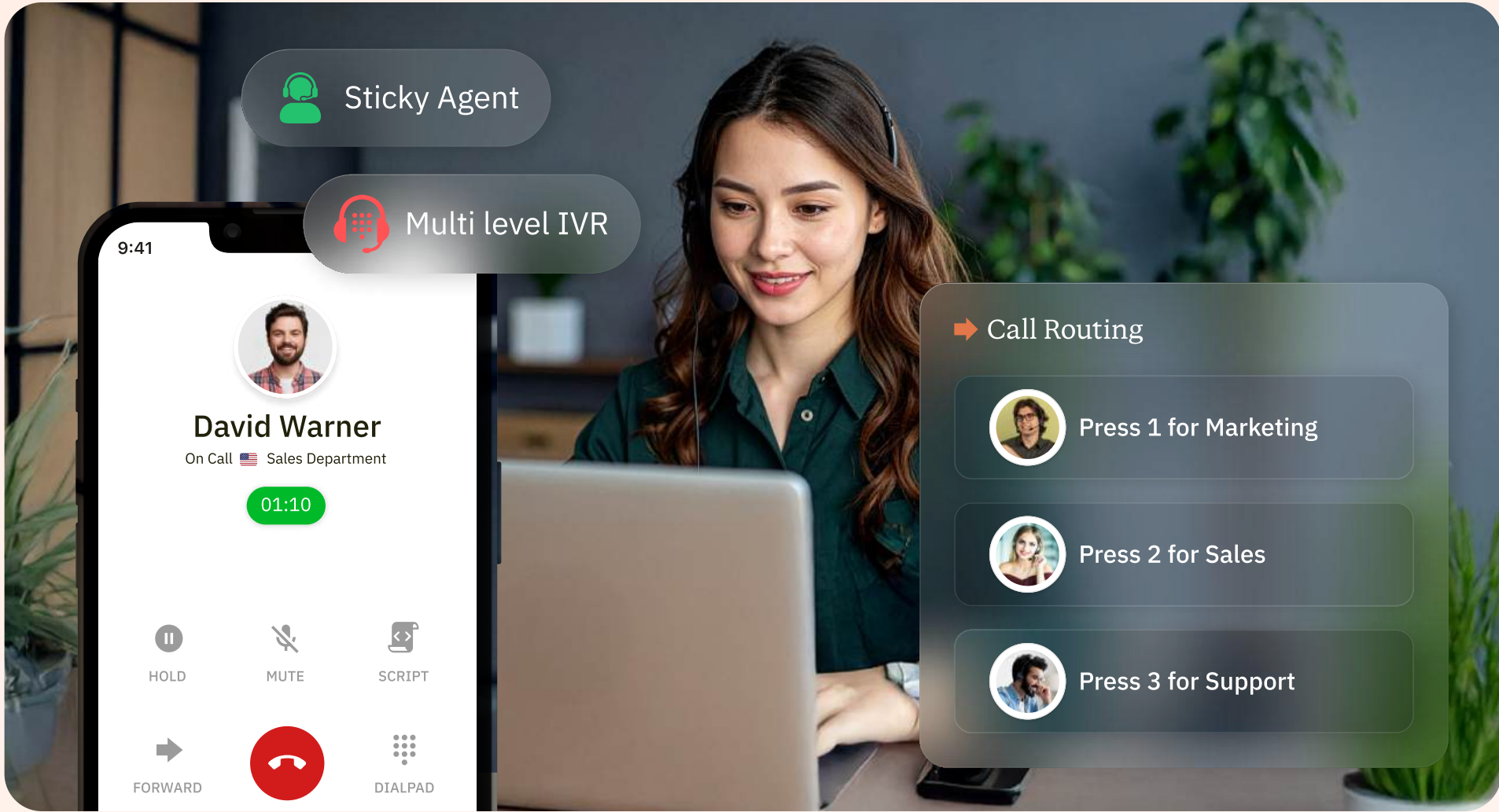
Learn How



Answer Customer Calls 24/7
With Virtual Phone System

Never miss a lead, even outside office hours.

Start Free Trial



Blog Example



CallHippo

Conversational AI in Sales: Close deals Faster and Smarter



CallHippo

Conversational AI in Sales: Close deals Faster and Smarter



CallHippo

Conversational AI in Sales: Close deals Faster and Smarter



CallHippo

Conversational AI in Sales: Close deals Faster and Smarter





06 Glass Effect

Adding Depth with Glass Overlays

Our design toolkit includes the use of subtle glass overlays. These transparent layers are strategically placed on top of abstract backgrounds to create a sense of depth and visual intrigue.

Usage:

1. Highlighting Small Headings
2. Showcasing Product Feature

Make More Calls

CallHippo is the leading virtual phone system



07 Shadows

Elevating Content with Card Shadows

Card shadows come in Three distinct levels, providing flexibility to achieve the desired level of depth and separation within your designs.

Small

Medium

Large

Level 1

```
background: #FFFFFF  
box-shadow: 0px 2px 4px  
            rgba(34, 37, 37, 0.08);
```

Level 2

```
background: #FFFFFF  
box-shadow: 0px 4px 8px  
            rgba(34, 37, 37, 0.08);
```

Level 3

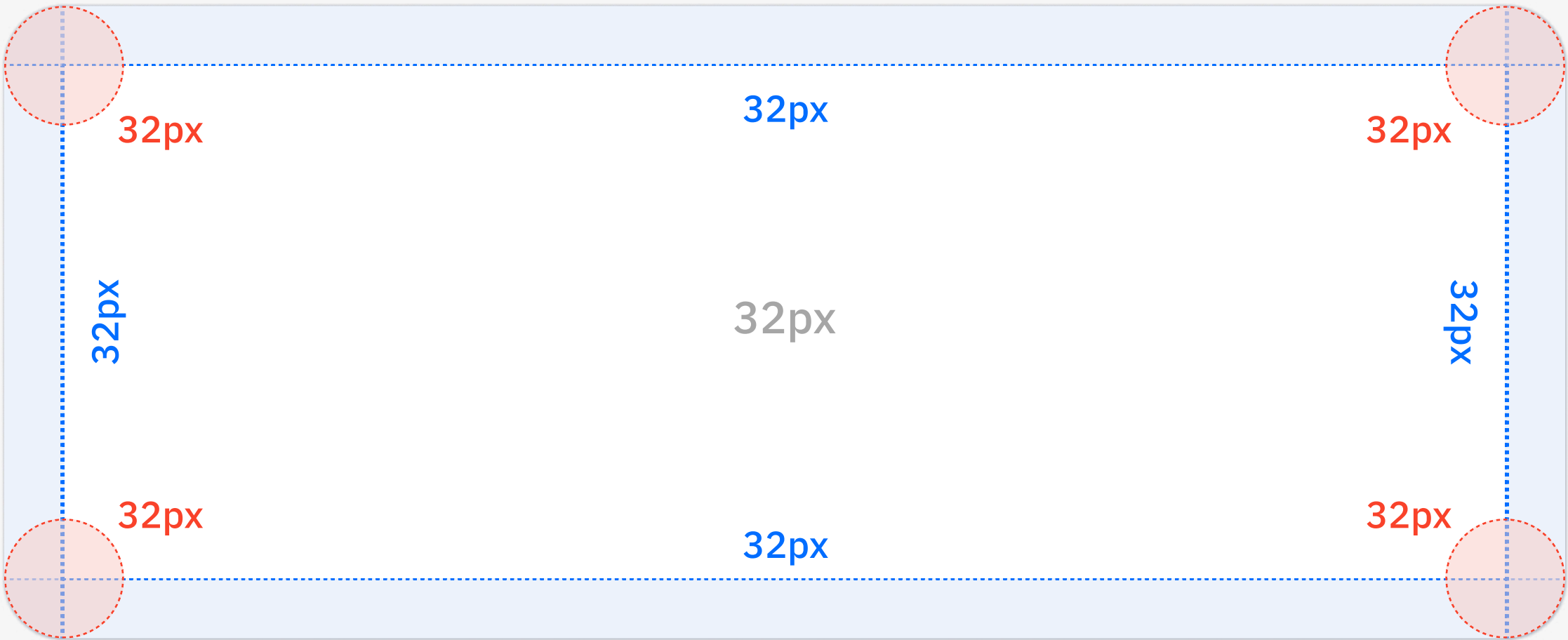
```
background: #FFFFFF  
box-shadow: 0px 16px 48px  
            rgba(34, 37, 37, 0.16);
```



08 Padding

Harmonious Balance: Padding and Rounded Corners

CallHippo's user interface prioritizes a balanced and visually appealing aesthetic. To achieve this, we leverage a consistent approach to padding and rounded corners. For example, if the padding is 32px all around, the corner radius is also set to 32px. This creates a balanced look.



Business Phone System

With CallHippo, you can buy a business phone system and have it up and running in less than 3 minutes from anywhere in the world. Powered by robust features, CallHippo’s powerful commercial phone system is one oLorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.



09 Buttons

Buttons - Call To Action

In user interfaces, buttons are clickable elements that trigger actions. They act as a bridge between the user's intent and the system's response.

Light

	Primary	Secondary	Hover
Small	<button>Start Free Trial</button>	<button>Start Free Trial</button>	<button>Start Free Trial</button>
Medium	<button>Start Free Trial</button>	<button>Start Free Trial</button>	<button>Start Free Trial</button>
Large	<button>Start Free Trial</button>	<button>Start Free Trial</button>	<button>Start Free Trial</button>

Dark

	Primary	Secondary	Hover
Small	<button>Start Free Trial</button>	<button>Start Free Trial</button>	<button>Start Free Trial</button>
Medium	<button>Start Free Trial</button>	<button>Start Free Trial</button>	<button>Start Free Trial</button>
Large	<button>Start Free Trial</button>	<button>Start Free Trial</button>	<button>Start Free Trial</button>

Small Button: Font: IBM Plex Sans Weight: Medium Font Size: 14px Padding: 16px Button Height: 32px Border Radius: 36px

Medium Button: Font: IBM Plex Sans Weight: Medium Font Size: 16px Padding: 24px Button Height: 44px Border Radius: 36px

Large Button: Font: IBM Plex Sans Weight: Medium Font Size: 16px Padding: 32px Button Height: 52px Border Radius: 36px