

# BRAND GUIDELINES

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# INTRODUCTION

The world of HR is complex and unpredictable.

Today's modern companies are ***growing quickly, expanding globally, and thinking differently*** about the role that HR and HR tech plays in their business success.

These companies recognize that an influential HR function is the very core of the business, impacting every level: It's a profit center rather than a cost center—driving employee ***productivity, collaboration, engagement, and retention***. And these same companies know that yesterday's HR tech wasn't designed to meet the needs of today's workforce or environment.

Say Hi to Bob. The HCM for everyone.

# Introduction

## Our brand

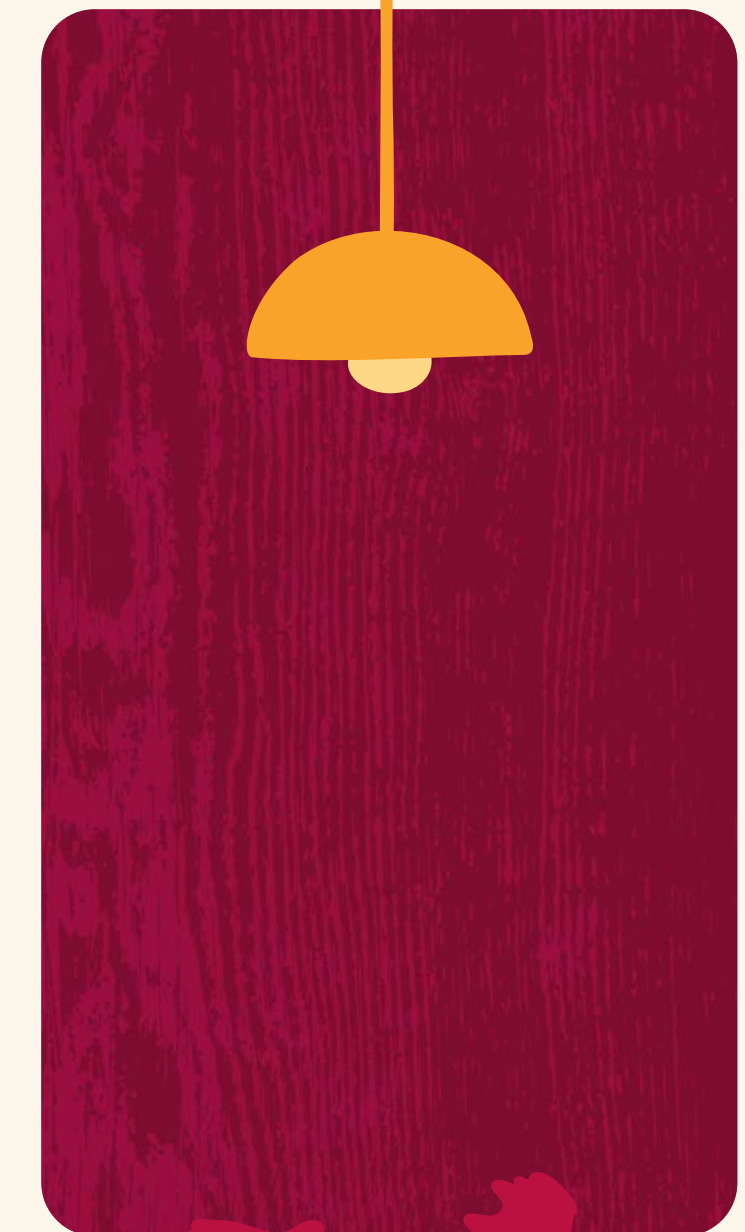
Our brand is more than just *a logo*.

It's our *story*, our *beliefs*, and our *identity*. It's what makes us *uniquely HiBob*. It's the impact we make when someone first meets us, and the feeling they leave with after every encounter.

**And YOU.** You are a unique and important extension of our brand. What you *say*, how you *sound*, and the *impression* you leave behind all reinforce and fortify the HiBob brand in the mind of our audience.

These brand guidelines provide what you need to represent HiBob—verbally and visually.

Each element is designed to bring our story to life.



# Introduction

## Brand vision and mission

Why do we do what we do?

We're on a mission to transform the modern, diverse, and global world of work for the better.

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# Vision

Extraordinary people drive extraordinary companies. We ignite organizational growth by inspiring every team member to develop professionally and reach their full potential.

# Mission

We've made it our mission to create a modern work experience that empowers organizations to be remarkable.

# Introduction

## Brand expression

Our brand expression refers to the various ways we communicate our identity, values, and personality to our audience.

It encompasses all the elements and touchpoints through which our brand interacts with customers, prospects, stakeholders, and the public.

### Brand foundations

### How we look

### How we talk

**Human**

**Organic**

**Personable**

**Forward-thinking**

**Modern**

**Savvy**

**Ally**

**Purposeful**

**Supportive**

**Universal**

**Global**

**Inclusive**

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# Introduction

## Brand foundation

So, who are we? Our brand philosophy creates the foundation for everything we do.

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## Human

Shows we **care**

We understand that people are at the heart of every business we serve. Everything we do considers, first and foremost, the human impact of what we do. We strive to be personable, authentic, and inclusive.

## Forward-thinking

Shows we are **modern**

We know modern business, because we are a modern business. We intimately understand the ways in which HR has, and continues to evolve. We understand the business realities that leaders are facing today and we anticipate where the opportunity lies for tomorrow.

## Ally

Shows we are a **partner**

We're here to support everyone from HR to managers and employees. We form nurturing relationships with both customers and the larger HR community so that we always support and guide their interests and the world they live in.

## Universal

Shows we are **inclusive**

We are improving the future of work and are inclusive in all that we do. We are for all people. We are culturally aware. We are empathetic and accepting. Being flexible and customizable for everyone is of utmost importance.



# Introduction

## Design values

Everything we create considers, first and foremost, the human impact of what we do. This idea is represented in our brand values and characterized by four key qualities: **Organic**, **Modern**, **Purposeful**, and **Global**.

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## Organic

Our designs express a sense of naturalness and fluidity, and our brand mirrors our commitment to our human-centered product and the seamless user experience we strive to deliver.

## Modern

We embrace a fresh and on-trend, contemporary aesthetic that reflects our forward-thinking approach and aligns with the ever-evolving work landscape.

## Purposeful

We carefully craft every visual element with intention. Every image we create serves a specific purpose and supports the overall brand message.

## Global

Our brand represents all people, everywhere. Our visual language transcends cultural boundaries and reflects the diverse and inclusive fabric of the modern, global workforce.



**Tone of**

**VOICE**

# Tone of voice

## Voice

It's not just **what** we say, but **how** we say it that matters.

### Personable

Speak in a friendly manner with compassion and integrity.

### Savvy

Communicate with confidence, intelligence, and expertise.

### Supportive

Be relevant, helpful, and educational, but not patronizing.

### Inclusive

Be empathetic, accepting, and culturally-aware without making assumptions.

# Tone of voice

## Voice: Personable

- We are warm, approachable, and conversational.
- We are friendly, relatable, and have compassion and integrity.
- Our language shouldn't be overly complicated, formal, or pretentious.

## Instead of this

You can create a cohesive culture and support employee retention by integrating your company's brand identity into Bob.

## Use this

Dress Bob in your brand and make your people feel at home, no matter where they work.

## Why?

Feature/function copy doesn't have to be bland/unfriendly.

# Tone of voice

## Voice: Savvy

- We know what's what in the world of work, but we're not arrogant about it.
- We are clear, authentic, and professional, yet accessible.
- We are confident about what we do and what we offer.

## Instead of this

If you haven't switched to a hybrid work model yet, you're going to be left behind and your people will leave.

## Use this

Hybrid work isn't one size fits all. Discover what your people want and reap the benefits.

## Why?

We're confident in our knowledge of the world of work but we shouldn't frighten or assume.

# Tone of voice

## Voice: Supportive

- We are in service to the HR community.
- Our message is relevant, helpful, and to-the-point.
- We educate and guide HR professionals.

## Instead of this

We'll teach your how to create a diverse, equitable, and inclusive culture.

## Use this

Creating a culture of diversity, equity, and inclusion requires strategy. Set yourself up for success.

## Why?

This isn't about us knowing better/teaching. It's about HR professionals getting the info they need to be successful.

# Tone of voice

## Voice: Inclusive

- We are modern and culturally aware.
- We are empathetic and accepting.
- We don't make assumptions, alienate, or give prescriptive answers.

## Instead of this

The right way to do performance reviews is as continuous feedback loops.

## Use this

While performance reviews are traditionally done annually, many companies see benefits in moving to a continuous feedback model.

## Why?

Stay away from finite/ alienating language like “the right way” or “you should”.

## Tone of voice

### Tone

Our voice doesn't change. Depending on content and context, our tone does.

No matter what, we'll always be...

**Friendly**

but not quirky

**Smart**

but not robotic

**Confident**

but never arrogant

**To-the-point**

but not aggressive

**Educational**

but not patronizing

**Frank**

but never fear-inducing

**Optimistic**

but always honest





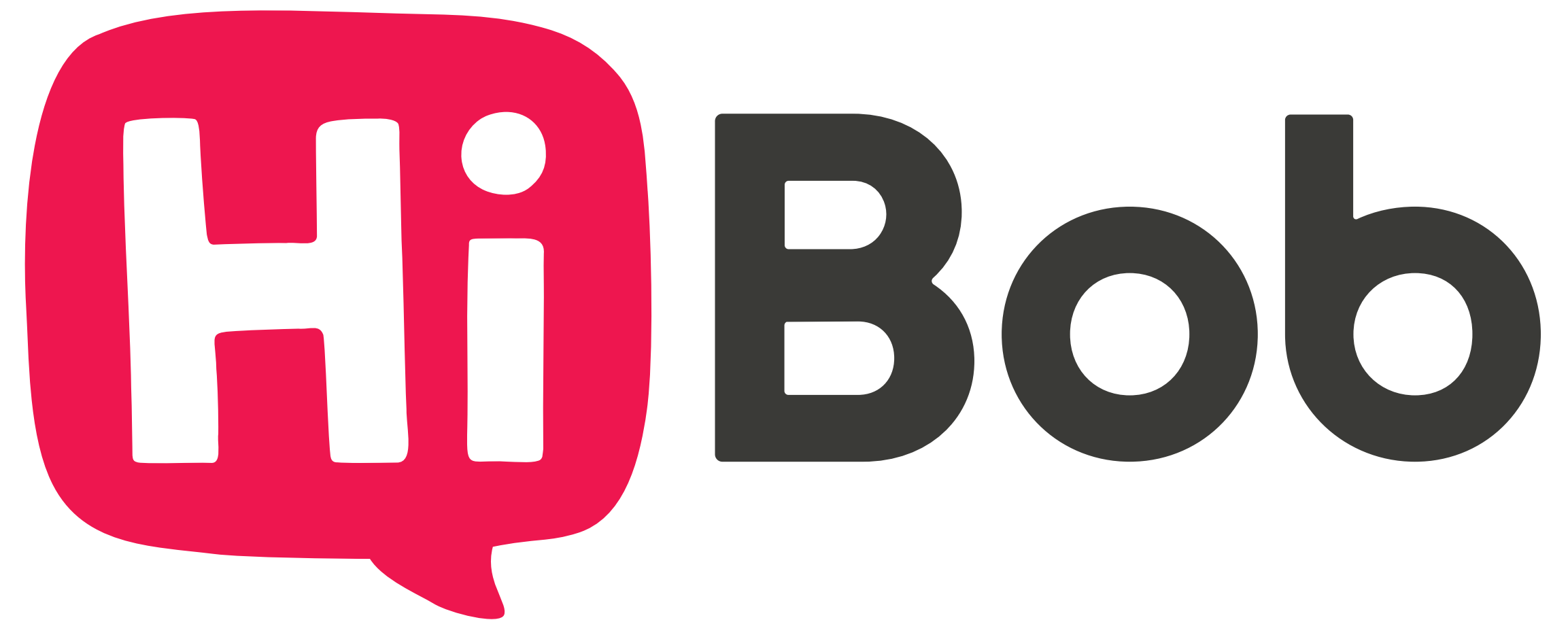
**LOGO**

## Logo

### Our logo

Our logo is the hallmark of our company, our brand, and our people across every channel, everywhere.

From the HiBubble element to its colors —with Cherry Syrup symbolizing the emotional and human aspects of the brand and Black Coffee representing the sleekness of our serious, best-in-class technology—our logo embodies the human-centric and conversational character of the HiBob brand.



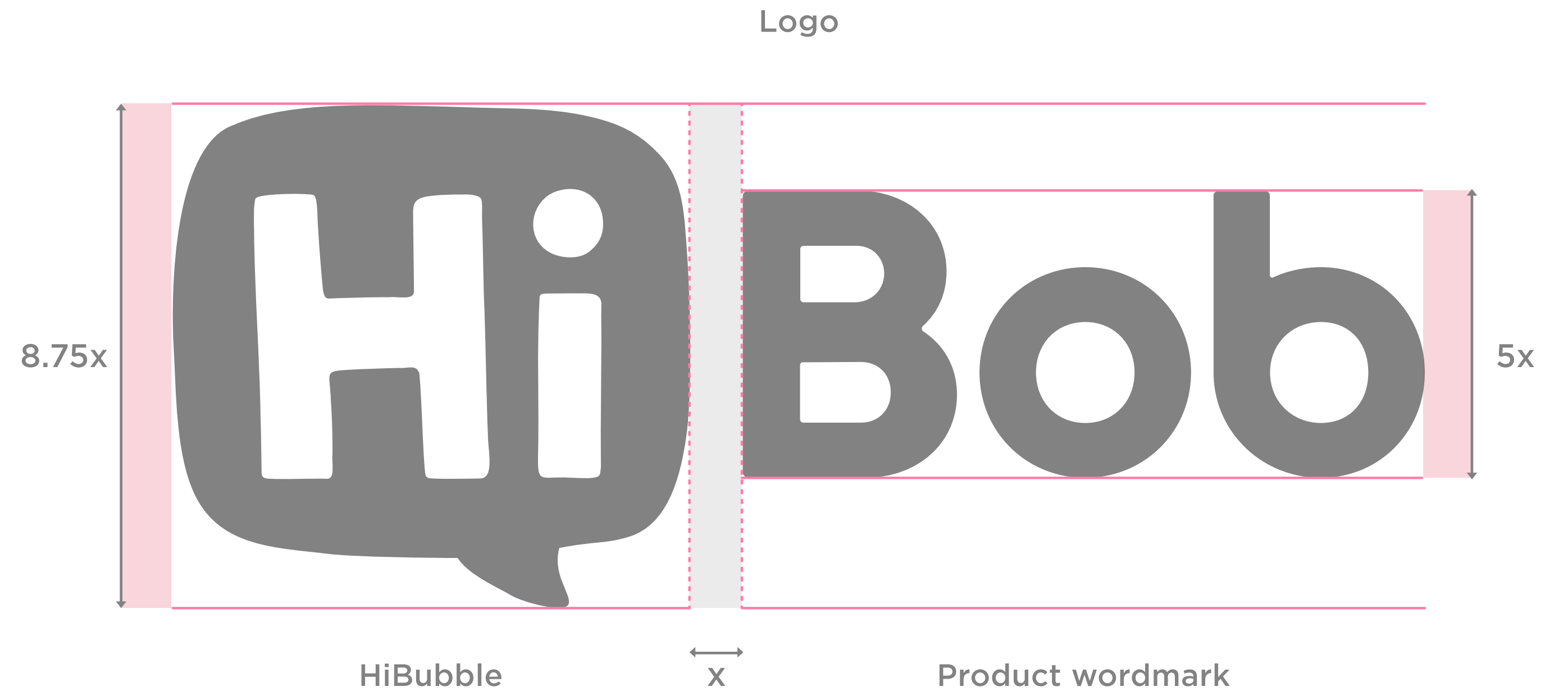
# Logo

## Construction

Down-to-earth, inclusive, and professional communication between people everywhere, from every background, is our trademark. The HiBubble embodies this. Its shape is organic, unique, and expressive—just like the real people we’re on a mission to support.

The HiBubble and Bob wordmark work together to create visual balance.

When used together, we use the clearspace between the HiBubble and the Bob wordmark as our reference to create a balance between the two elements.

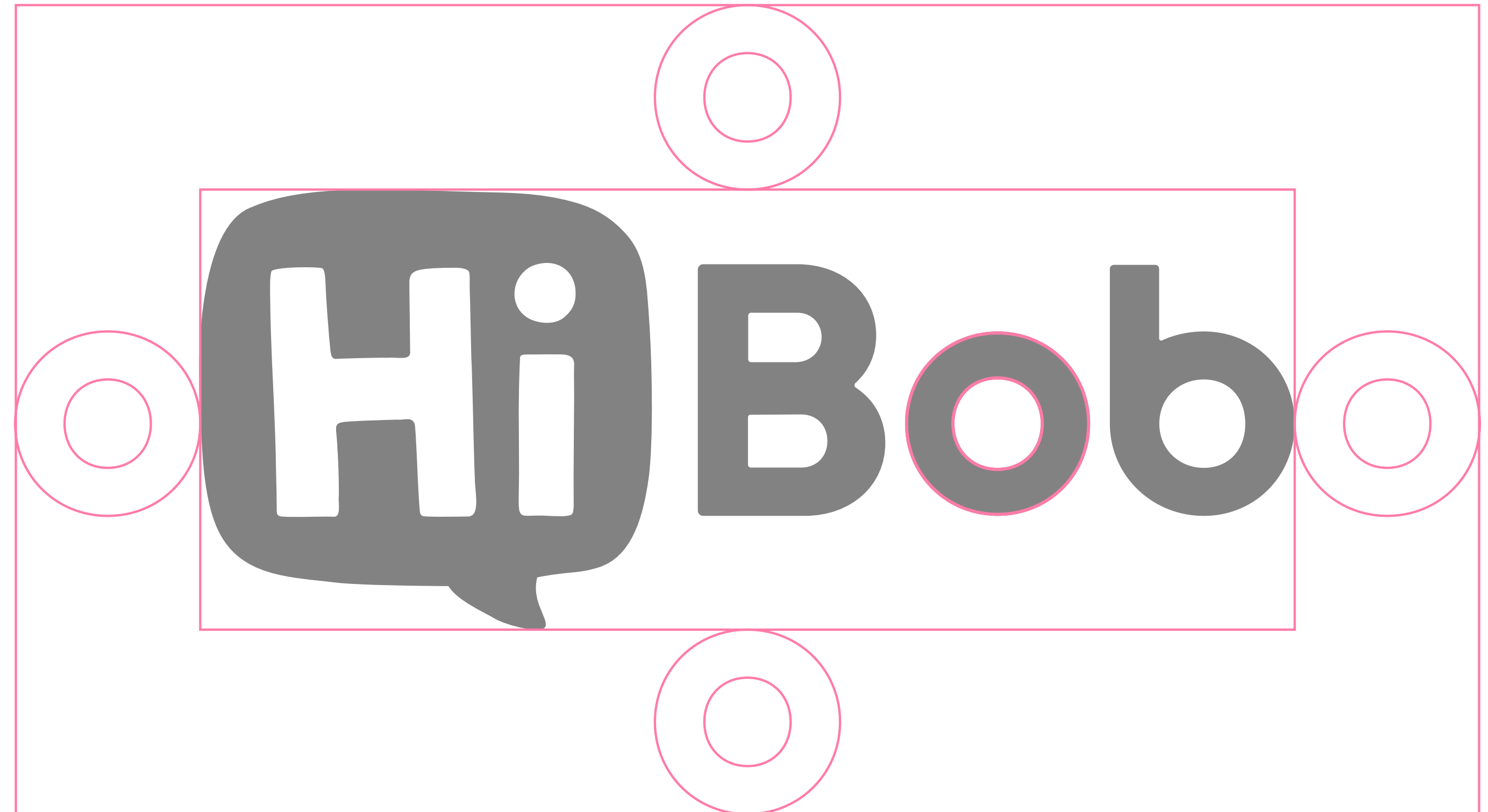


## Logo

### Clear space

Every logo needs some space to stand out visually against the buzz of brand communications.

The proportions of the "o" in Bob define the minimum clearspace for the HiBob logo. No graphics or text should come within the boundaries of the defined clearspace.



# Logo

## Layout

In digital or print layouts, be flexible when using the logo within grids. Avoid aligning the logo on the right side to create better balance.



## Logo

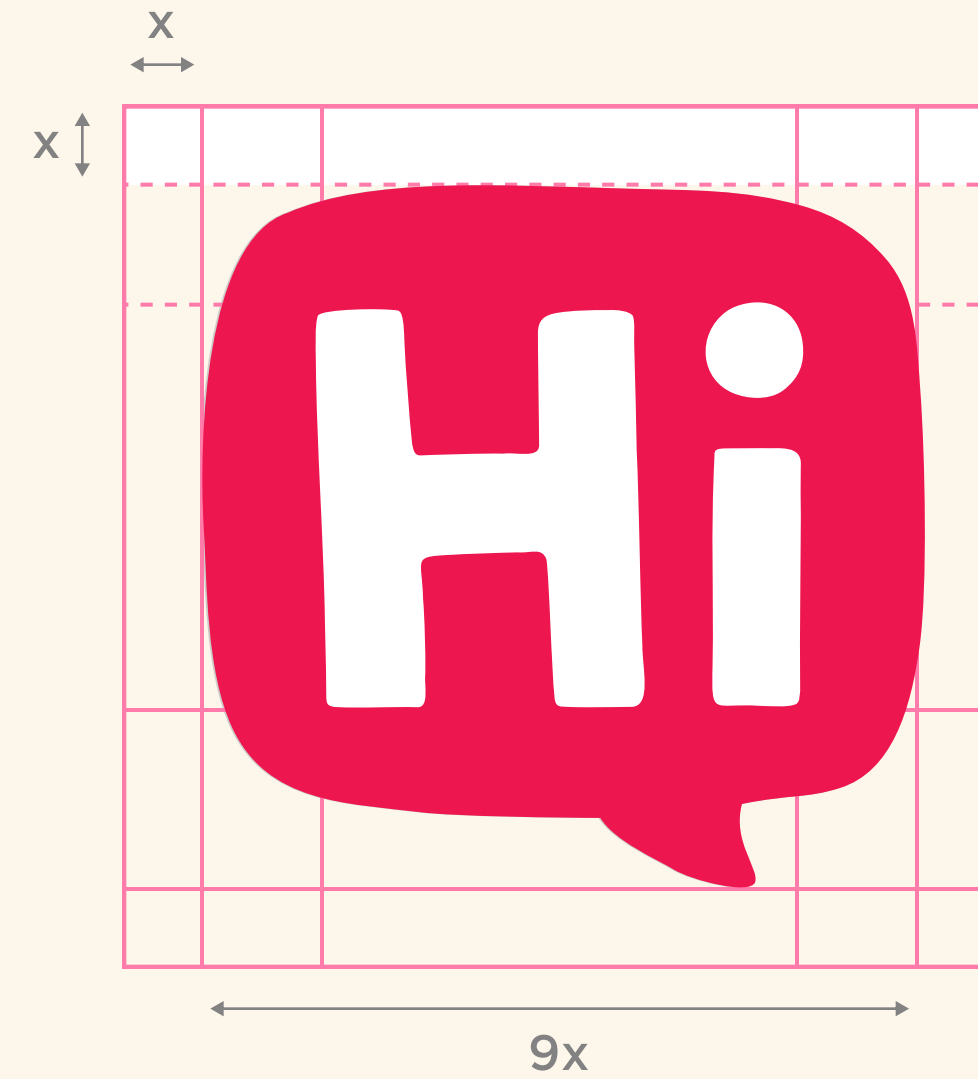
### HiBubble

Our HiBubble is NOT a short version of the logo and should not replace the logo.

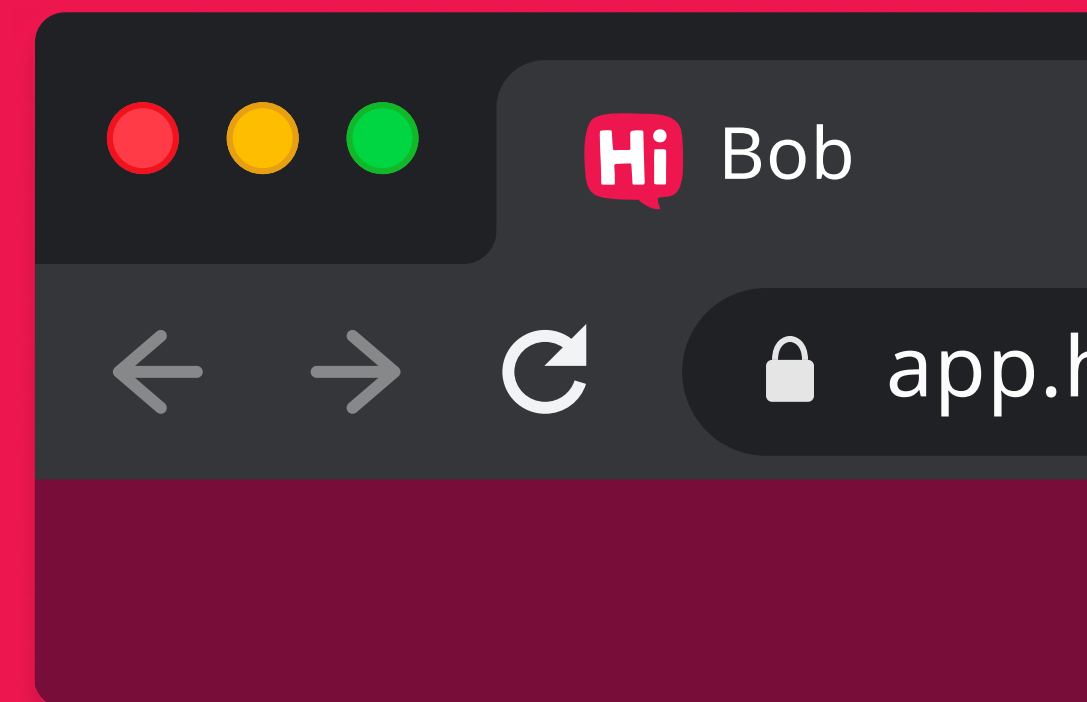
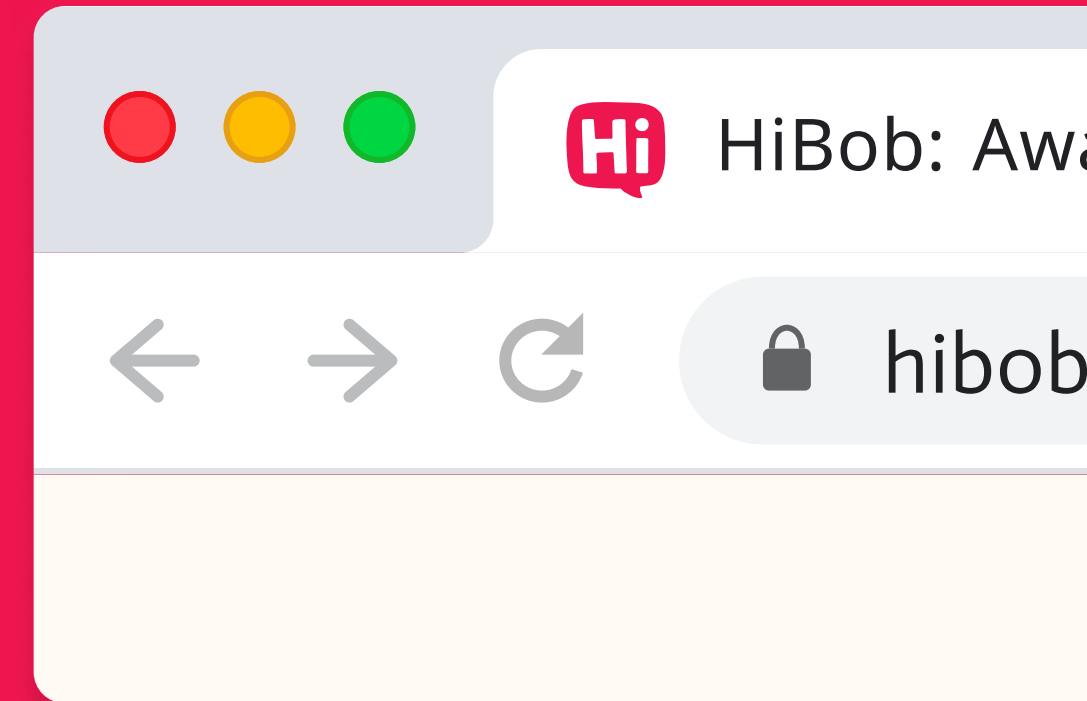
We primarily use the HiBubble when the logo is too small to be legible, like the favicon of our website and platform.

You can use the HiBubble for events, swag, and animations only if it's accompanied by our full name and/or logo.

Remember, we want to highlight our full name as much as possible. Never use the HiBubble when you can use the logotype.



Say  to Bob

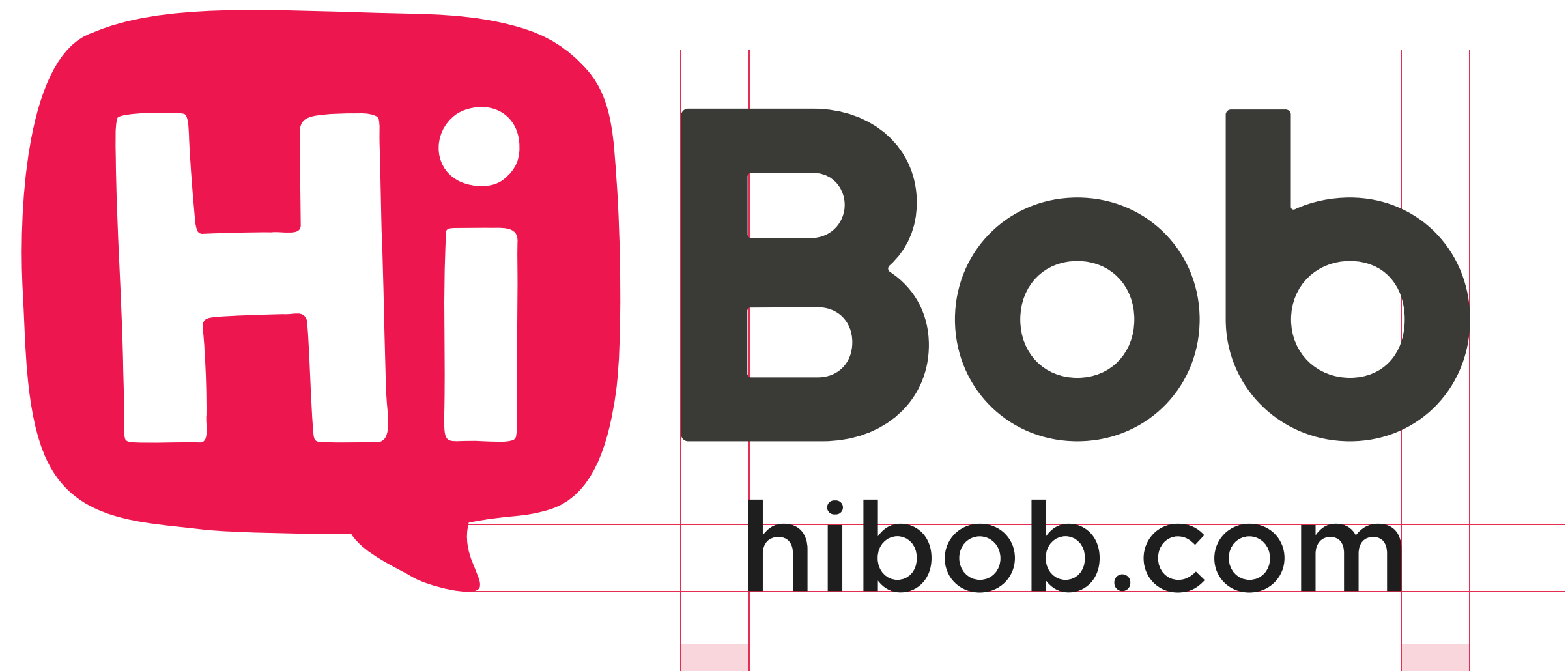


## Logo

### URL lockup

If you need to include HiBob's web address, the URL should be placed beneath the logo in the proportions shown here.

The URL should align with the center of the "o" in Bob, and the base height and width of each letter in the URL should match the width of the capital B's stem.

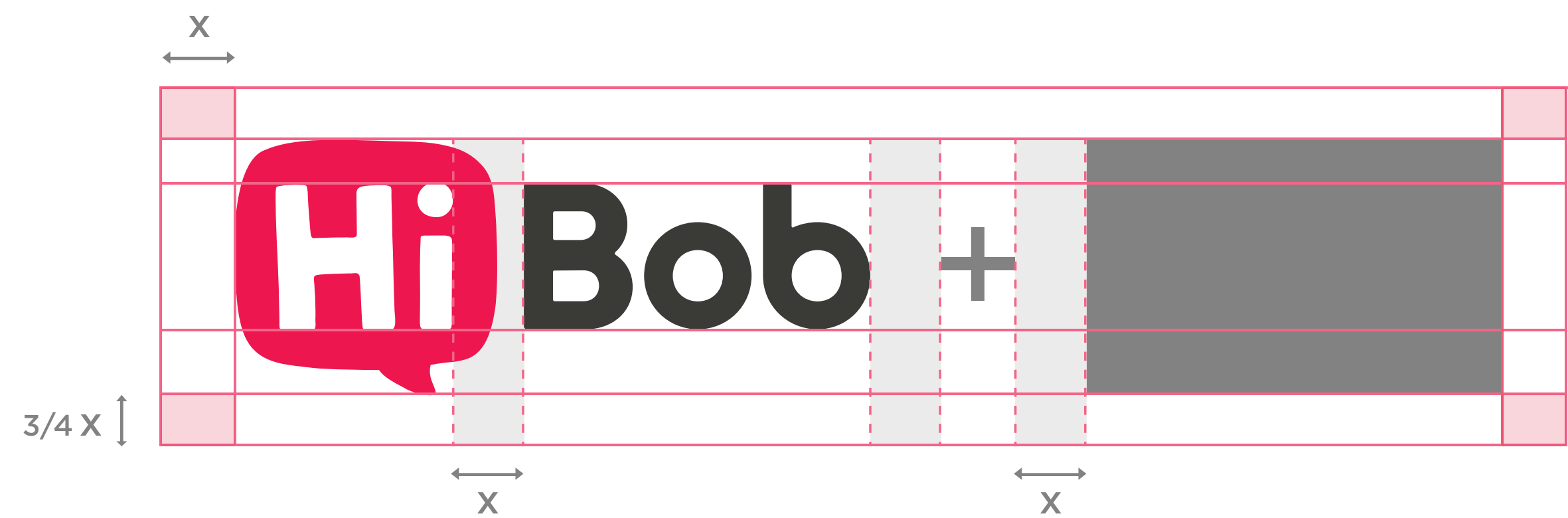
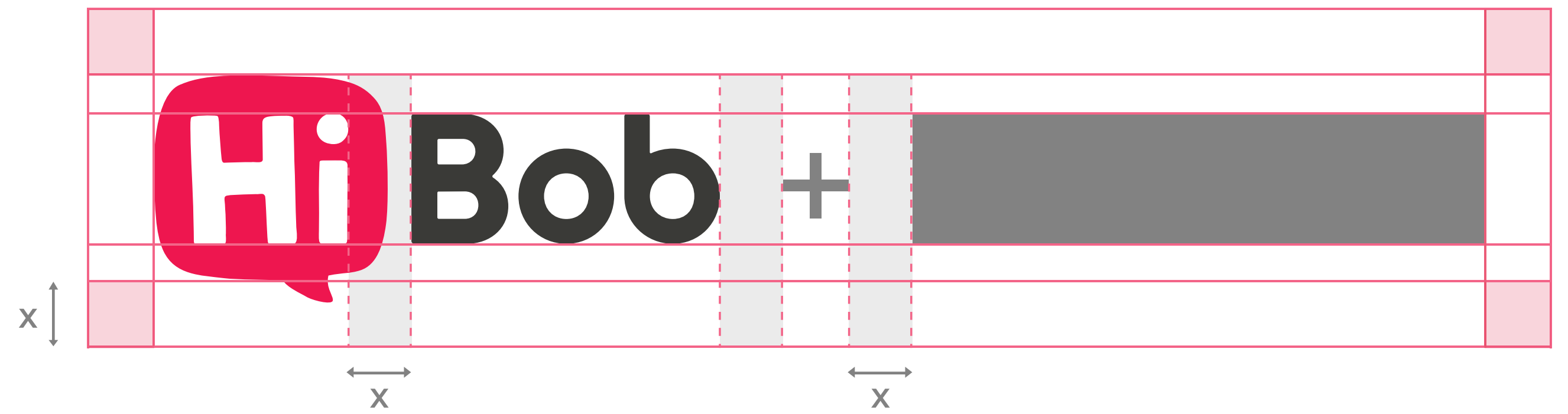


# Logo

## Co-branding

When combining our logo with other logos, it's important to make sure we provide enough spacing between the logos.

This partnership logo lockup is important to establish an equal visual balance between HiBob and the partner brand. The logos should be separated by a '+' symbol.





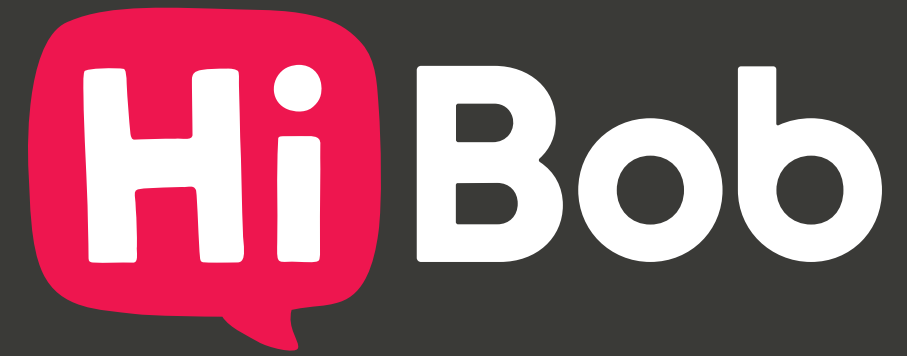
## Logo

### Application

Our logo's versatility lets us maintain contrast and legibility on various backgrounds.

Use the black logo on light backgrounds.

Use the white logo on dark or colored backgrounds and when using a dark layer on photographs.



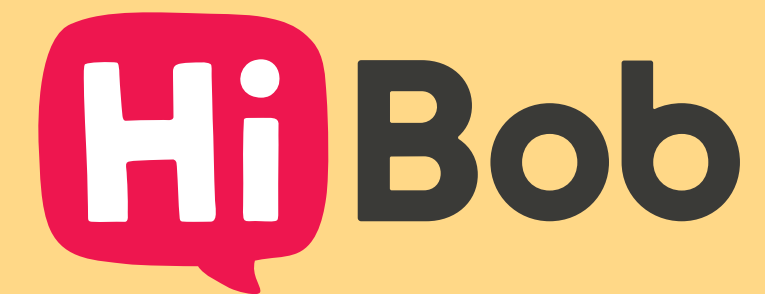
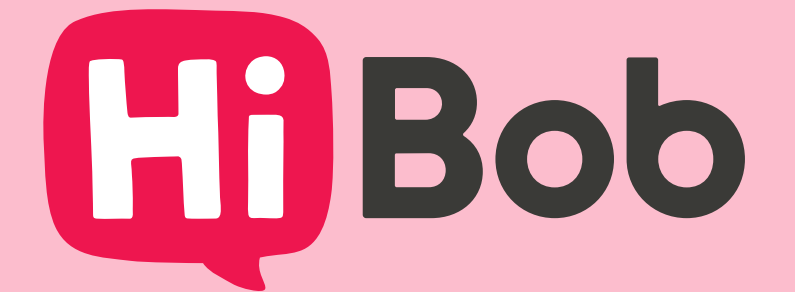
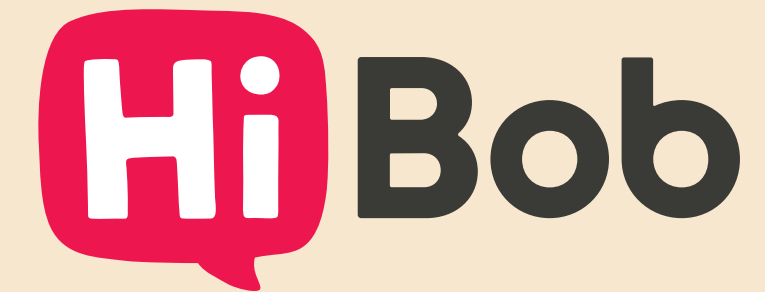
## Logo

### Application on colors

Colorful backgrounds are present in the way we communicate our brand.

We prioritize visual inclusivity by ensuring that our logo is always clear and legible, regardless of the background color it's placed on. To achieve this, we make sure there is sufficient contrast between our logo colors and the background.

These are some of our **recommended examples** to maximize visibility and ensure that our logo is easily recognizable.





**COLORS**

# Colors

## Primary colors

Colors play an essential role in our brand identity. They help us visually express our fundamental values and communicate our brand message consistently and effectively.

We carefully handpicked a warm color palette composed of pigments that evoke emotion, connection, and a sense of humanity.

We thoughtfully use our colors to create memorable impressions in people's minds and stand out from the crowd.

**Cherry Syrup**  
#EE164F

R238 G22 B79  
CO M100 Y52 K0

Pantone 1925 C

**Dark Wine**  
#83143D

R131 G20 B61  
CO M85 Y53 K49

Pantone 228 C

**Orange Juice**  
#FAA32B

R250 G163 B43  
CO M36 Y100 K0

Pantone 137 C

**Cappuccino Foam**  
#FDF6EB

R255 G1247 B235  
CO M0 Y8 K0

Pantone P 1-2 C

**Black Coffee**  
#3A3A37

R58 G58 B55  
C67 M61 Y64 K53

Pantone Black 7 C

**White Cream**  
#FFFFFF

R255 G255 B255  
CO M0 Y0 K0

Pantone 000 C

# Colors

## Tints and shades

Our color palette can expand into a broader range of tints, shades, and soft and bold strokes.

Tints and shades give us more flexibility and allow us to add depth to our visuals.

While our tints are a valuable tool, it's important to use them carefully.

<p>#60032A R96 G3 B42 C27 M100 Y9 K54</p> <p>Pantone 229 C</p>	<p>#BB1141 R187 G17 B65 CO M100 Y48 K26</p> <p>Pantone 1945 C</p>	<p>#F88400 R248 G132 B0 CO M61 Y100 K0</p> <p>Pantone 152 C</p>	<p>#F7E7CE R0 G0 B0 C5 M8 Y24 K0</p> <p>Pantone P 8-1 C</p>
<p><b>Dark Wine</b> #83143D</p> <p>R131 G20 B61 C17 M100 Y0 K33</p> <p>Pantone 228 C</p>	<p><b>Cherry Syrup</b> #EE164F</p> <p>R238 G22 B79 CO M100 Y52 K0</p> <p>Pantone 1925 C</p>	<p><b>Orange Juice</b> #FAA32B</p> <p>R250 G163 B43 CO M36 Y100 K0</p> <p>Pantone 137 C</p>	<p><b>Cappuccino Foam</b> #FDF6EB</p> <p>R255 G1247 B235 CO M0 Y8 K0</p> <p>Pantone P 1-2 C</p>
<p>#9C2443 R156 G36 B67 CO M100 Y48 K26</p> <p>Pantone 1945 C</p>	<p>#F36488 R243 G100 B136 CO M58 Y1 K0</p> <p>Pantone 204 C</p>	<p>#FEBB59 R254 G187 B89 CO M22 Y83 K0</p> <p>Pantone 136 C</p>	<p>#FFFBF4 R255 G251 B244 CO M0 Y2 K0</p> <p>Pantone P 1-1 C</p>
<p>#FEABBO R254 G171 B176 CO M33 Y4 K0</p> <p>Pantone 707C</p>	<p>#FAC7D1 R250 G199 B209 C2 M25 Y0 K0</p> <p>Pantone 4078 C</p>	<p>#FFD887 R255 G216 B135 CO M5 Y66 K0</p> <p>Pantone 120 C</p>	<p><b>White Cream</b> #FFFFFF</p>

# Colors

## Color combinations

Our brand colors work as an organic system and are key to bringing our brand to life.

Our color combinations are vibrant and flexible. We can be bold or muted—this is a game of balance.

These are our go-to combinations that we found work well together.



# Colors

## Color tones

In addition to color combinations, we use tonal variations to add sophistication and create intentional moods or themes to our designs.

Tone-on-tone schemes expand our visual hierarchy and allow us to create specific moods in every image.





# TYPOGRAPHY



# Typography

## Main typography

Typography is an essential characteristic of our brand's identity and personality. The fonts, styles, and layouts we choose help us connect to our audience and communicate our culture and commitment to DEI&B.

We use a diverse range of three typefaces with varying weights that work together to express our unique personality and flexible culture. Our eclectic collection of fonts is clear and accessible, representing our dedication to diversity and the inclusion of every team member.

**Champion**  
Primary font family

**ABCDEFGHIJKL  
MNOPQ  
RSTUVWXYZ  
1234567890**

**Sentinel SSm**  
Secondary font family

**abcdefghijkl  
mnopqrstuvwxyz  
1234567890**

**Gotham SSm**  
Secondary font family

**abcdefghijkl  
mnopqrstuvwxyz  
1234567890**

# Typography

## Type hierarchy

We apply each of our fonts to different use cases and never swap them.

**Champion** is used only for headlines. Never use it for subheads, body copy, or any long text.

**Sentinel** is used only for subheads and quotes.

**Gotham** is used only for body text.

**SAY HI  
TO BOB**

**Bob simplifies people management across the entire organization—driving productivity, engagement, and culture**

This is your one-stop-shop for curated HR content covering everything from automation and people analytics to hybrid work and streamlining HR. Dive in!

## Champion

Headlines -  
used in all caps only

### Weights used:

Heviweight | Middleweight  
Welterweight | Lightweight

## Sentinel

Subheads & quotes

### Weights used:

Book | Medium  
Semibold | Black | Italic

## Gotham

Body text

### Weights used:

Book | Medium | Bold

# Typography

## G suite alternates

We use an alternative group of fonts supported by Google Workspace for assets created in Google applications (e.g., Google Docs, Slides, Sheets, etc.), and substitute Archivo Black for Champion, Domine for Sentinel, and Lato for Gotham.

**Archivo Black**  
Primary font family

**ABCDEFGHIJKL  
MNOPQ RSTUVWXYZ  
1234567890**

**Domine**  
Secondary font family

abcdefghijkl  
mnopqrstuvwxyz  
1234567890

**Lato**  
Secondary font family

abcdefghijkl  
mnopqrstuvwxyz  
1234567890

# Typography

## Headlines

To emulate the diversity and inclusiveness of our culture within the brand, we use different weights in our headline typeface. This helps us illustrate the uniqueness of every individual.



# Typography

## Headline length

We keep our headlines short for legibility and impact. Try to keep a 1-3 word maximum per each line of text with a maximum of three lines.



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# SHAPES

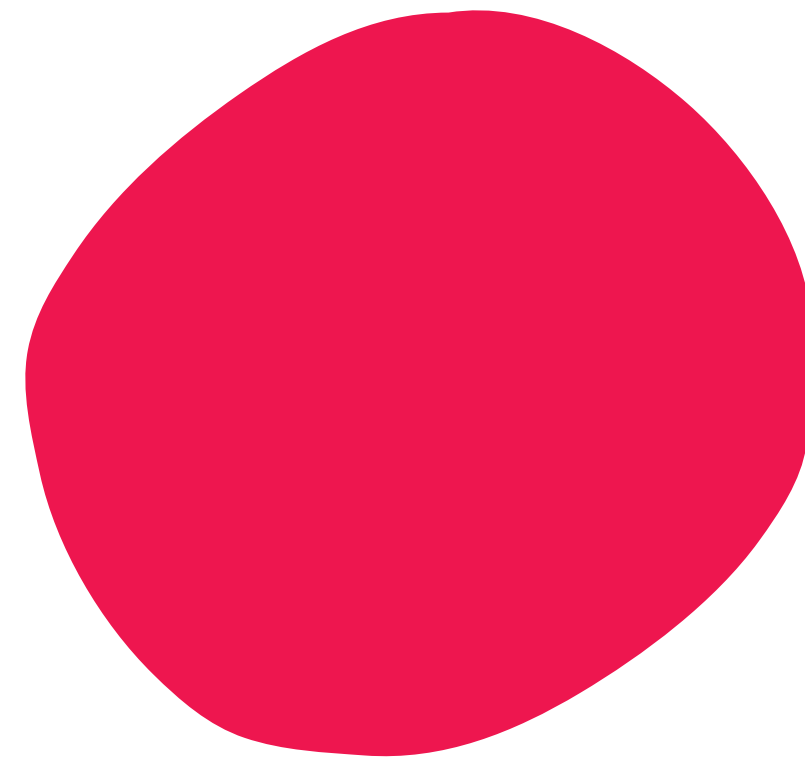
# Shapes

## Primary shapes

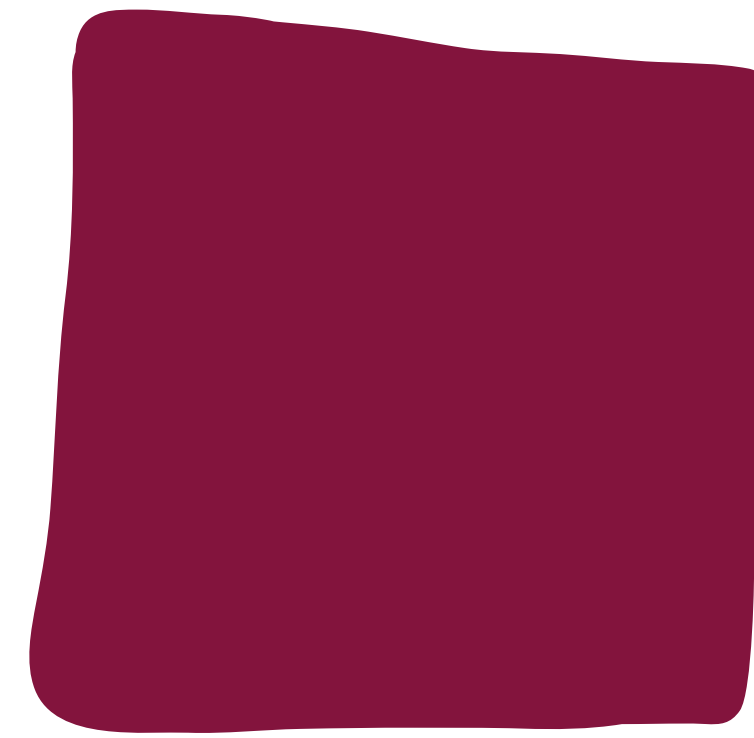
Our shapes play a foundational role within our design system, and we've carefully crafted them to reinforce our brand identity. They are as unique and expressive as the people we serve.

The circle was our first shape, and as our brand evolved, our library of shapes grew and became more complex. We prefer rounded shapes and soft curves because they communicate approachability and warmth, which are consistent with our human-centered design philosophy.

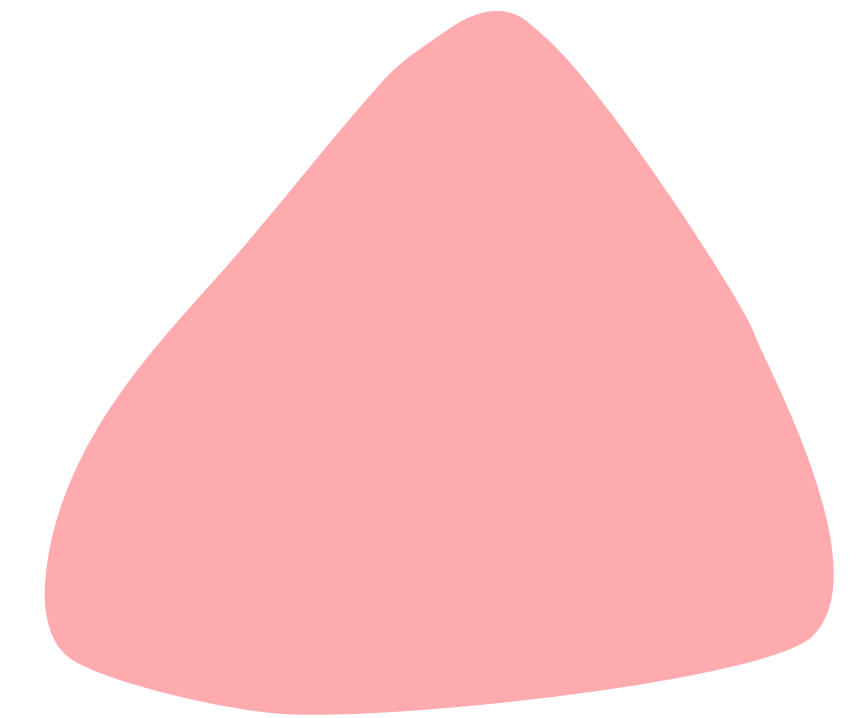
We integrate our shapes into most of our designs to create a custom visual language that enriches our brand identity.



Circular



Rectangular



Triangular



Curvilinear



Star



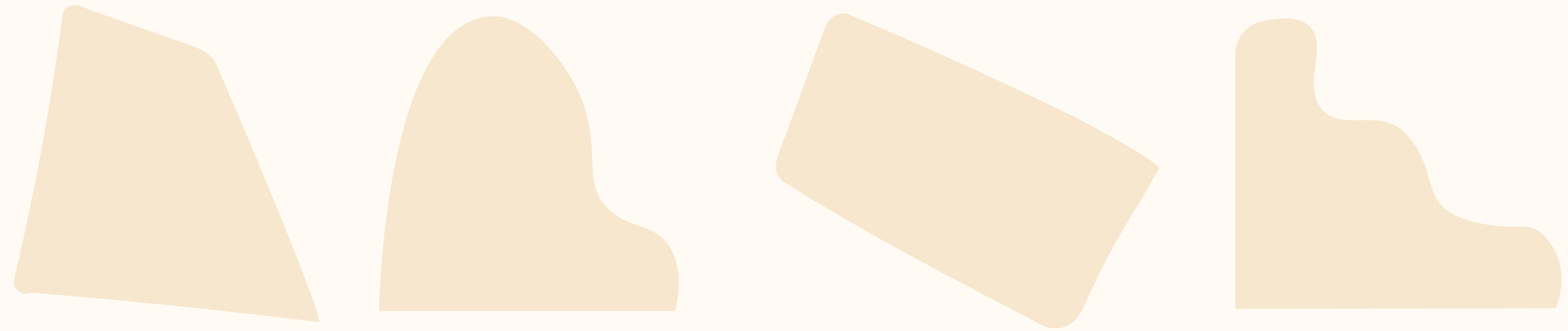
Freeform

# Shapes

## Secondary shapes

Our collection of shapes can be expanded into various forms to add greater depth to our visuals. While our primary shapes remain the same, we allow ourselves to explore an eclectic array of figures that share their essential characteristics: they are diverse, organic, and open.

Every figure we create embodies the essence of the form that inspired it to create another branch in our family of shapes.







Textures and

**PATTERNS**

## Textures

We also use textures to convey the identity and personality of our brand. Textures add depth and tactile appeal, contributing to people's overall visual experience with our brand.

Our textures are inspired by the materials surrounding us in the everyday work environment. They're a part of the organic and ever-changing world around us.

We use our textures as background and inside shapes and try to minimize their use in our illustrations.

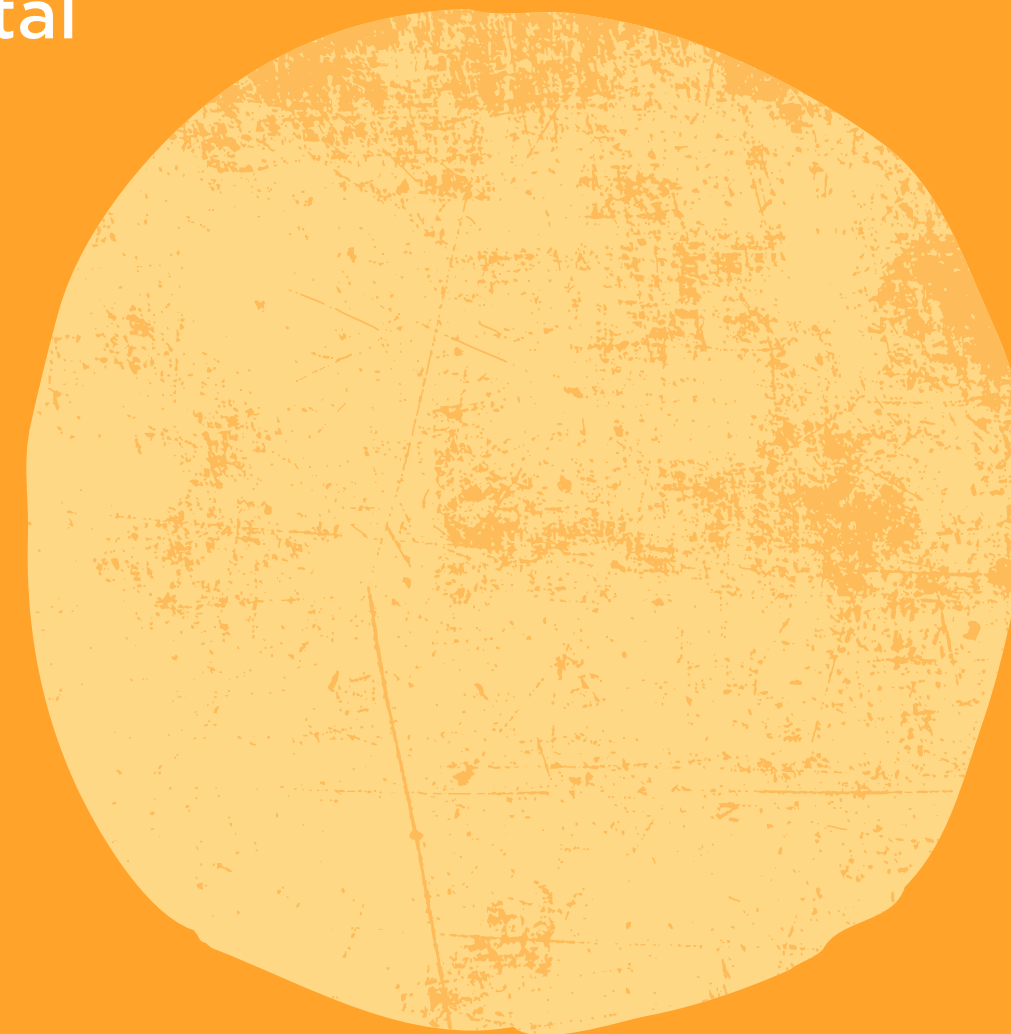
Stone



Wood



Metal



Fabric

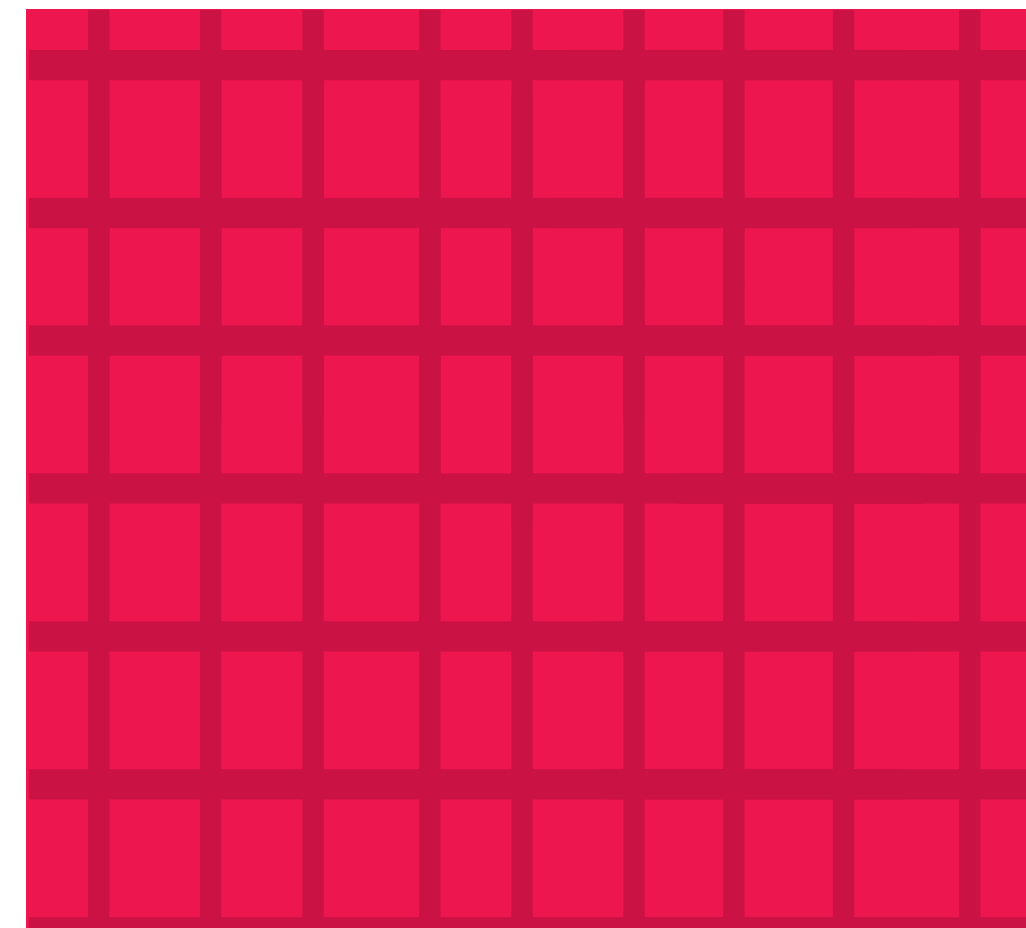


## Patterns

Patterns are an essential part of our illustration style. They're used as a finishing touch to help us create vibrant and multi-layered images that enrich the stories we tell.

Our visual language uses patterns to express moods and direct the viewer's attention to specific elements in each illustration.

These patterns are not used alone but in combination with other components of our visual language to represent our brand values and diverse and inclusive culture.



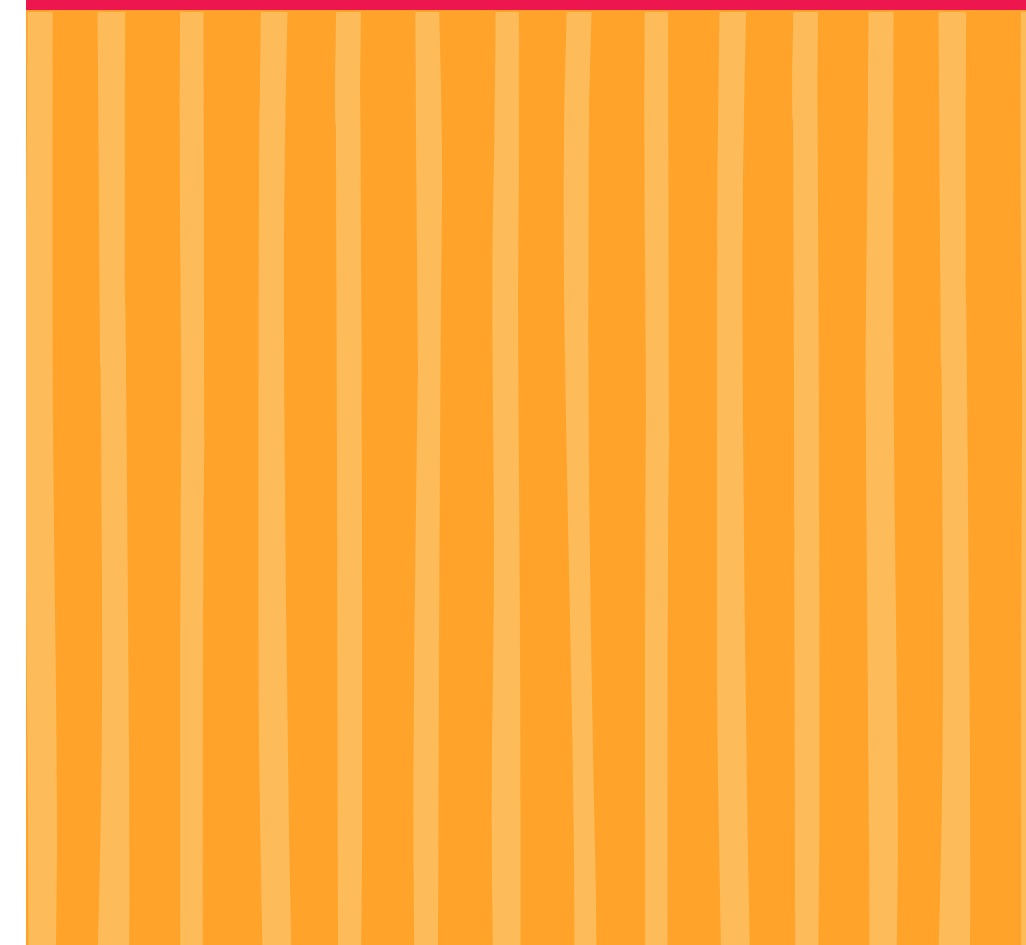
**Checkers**  
*Build together*



**Curls**  
*Ever-changing*



**Sparks**  
*Shine in my role*



**Stipes**  
*Leading the way*



**Waves**  
*Growth culture*



**Blobs**  
*Authentic self*



# IMAGERY

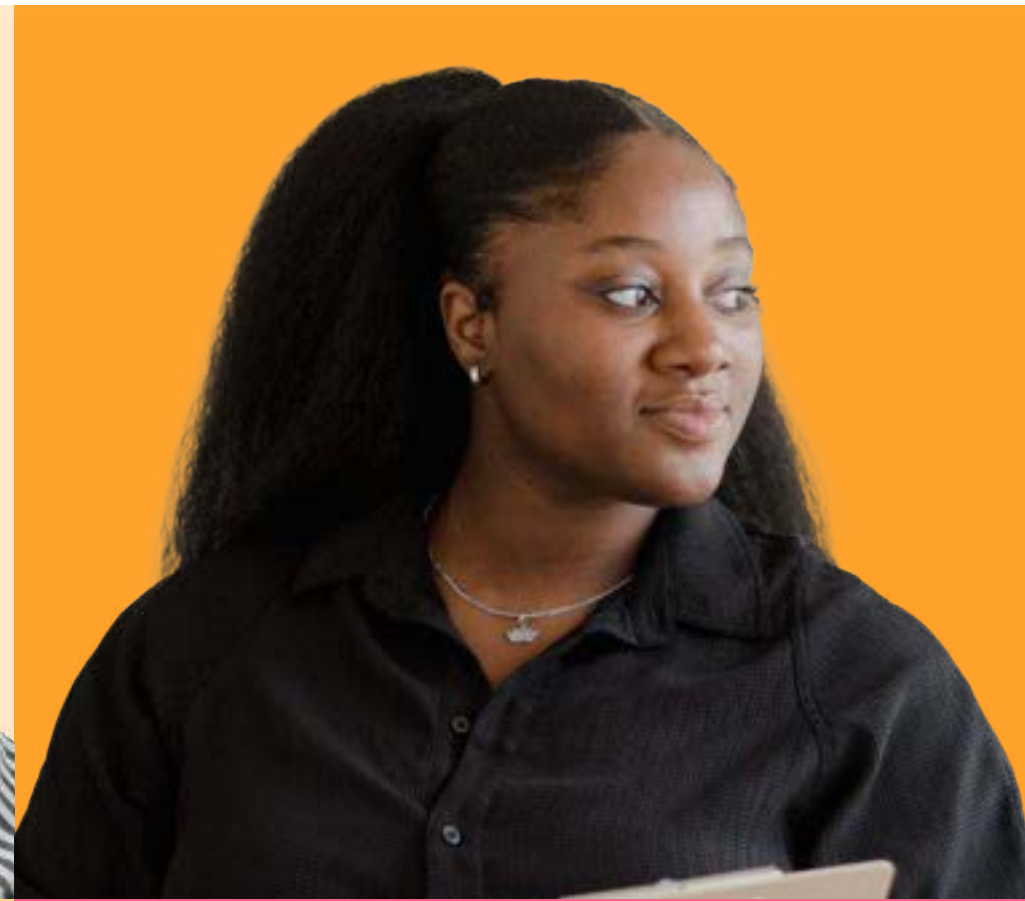
# Imagery

## People

As a people-centric brand, it's essential to use images of real people. Real-life pictures of people allow us to showcase the diversity and authenticity of everyone who interacts with our brand.

Our images feature people with natural expressions, and the models represent real people—diverse, friendly and authentic.

We aim to establish a deep connection with our audience by using models who mirror the demographics of the people we're speaking to in every piece.



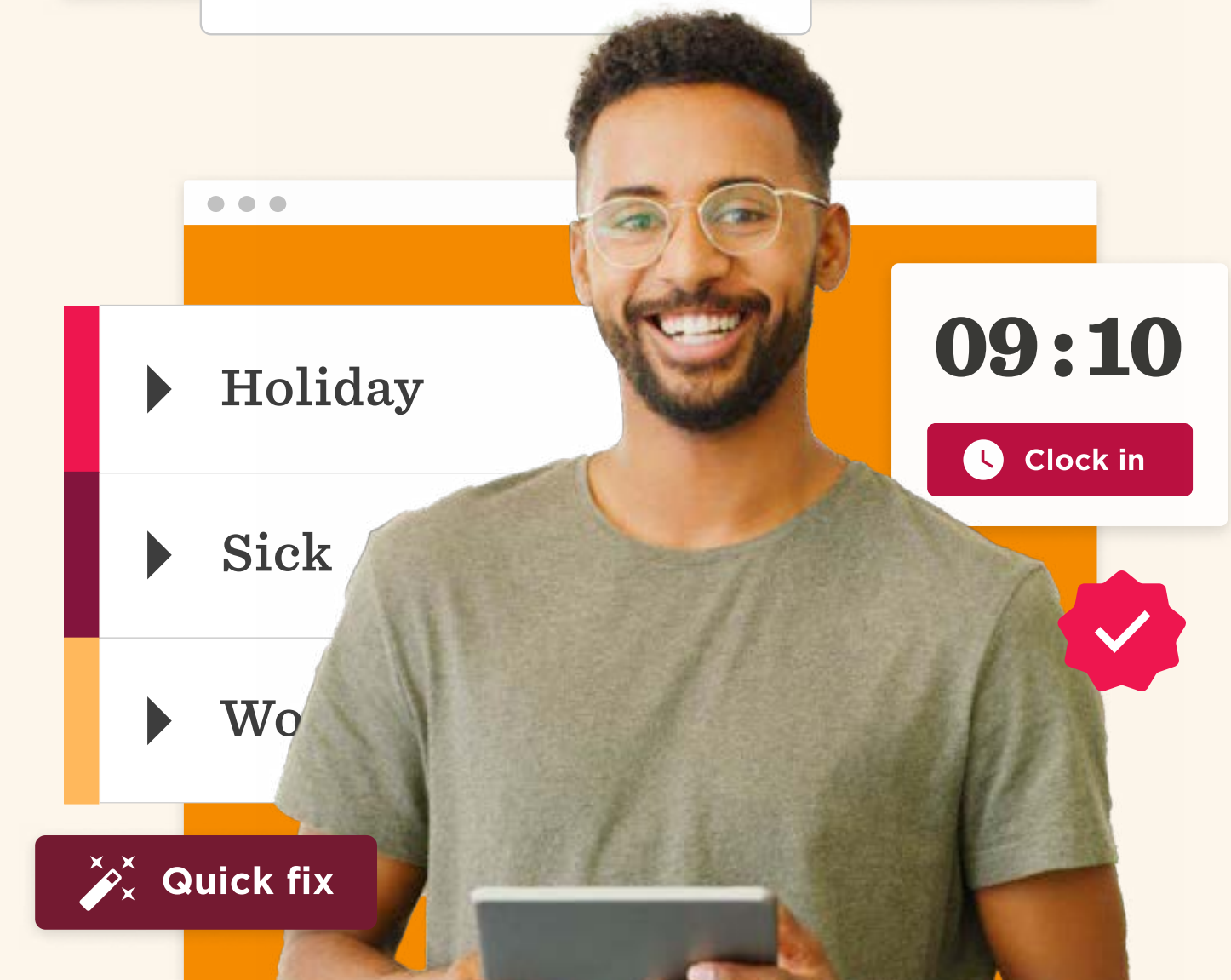
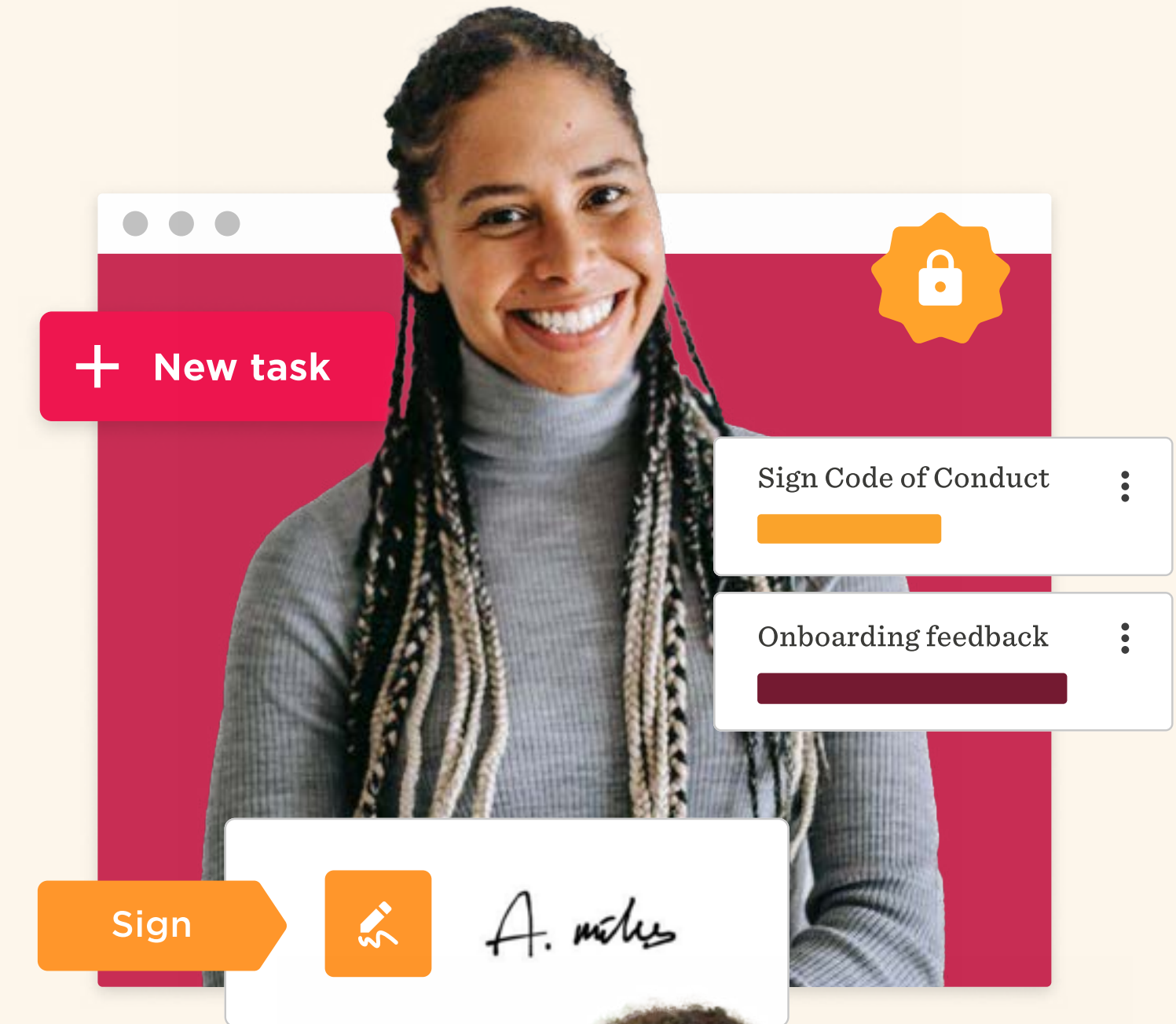
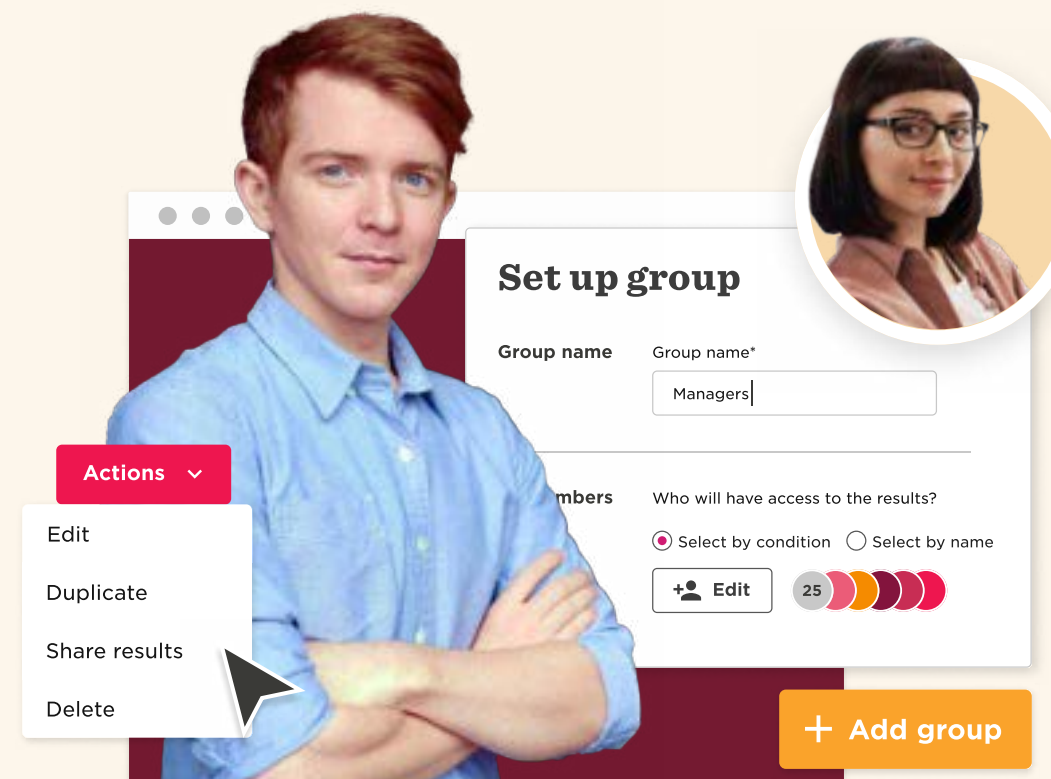
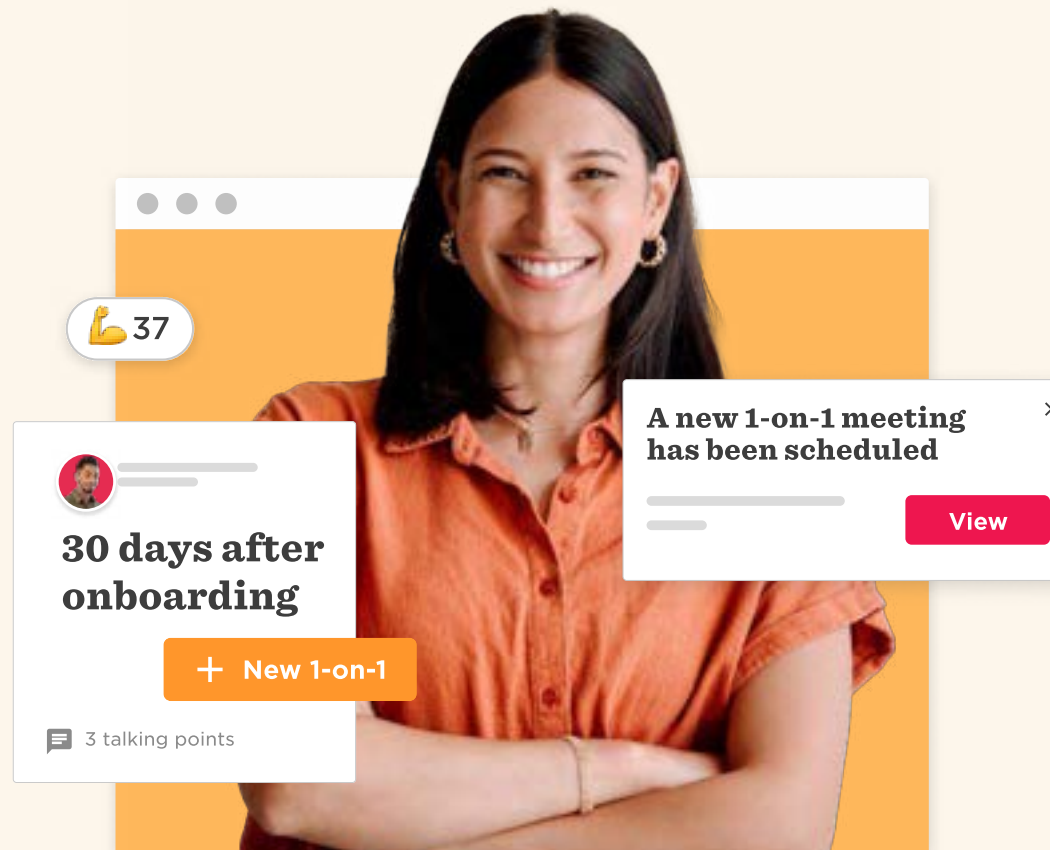
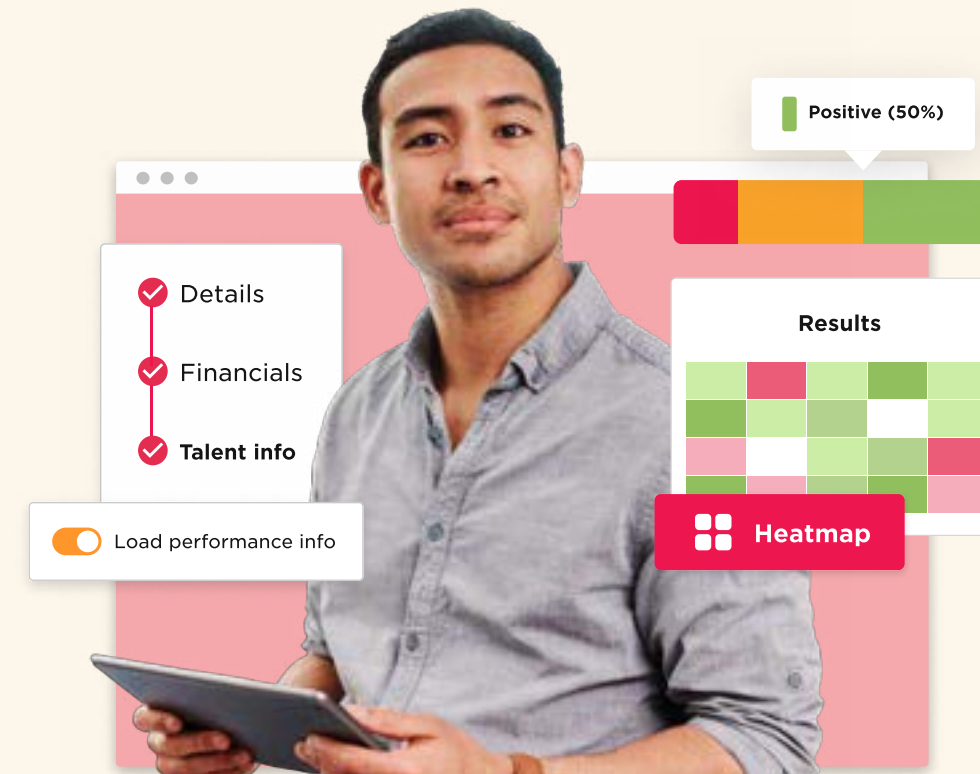
# Imagery

## People and product

Our product is what we do, and we're proud to show it off.

The product elements we use in our images always align with the story we're telling. And to demonstrate the impact our product has on the lives of our customers, we always include people in images featuring our product.

Every design aims to clarify our product story, and we use product elements to emphasize the features and solutions our product offers.



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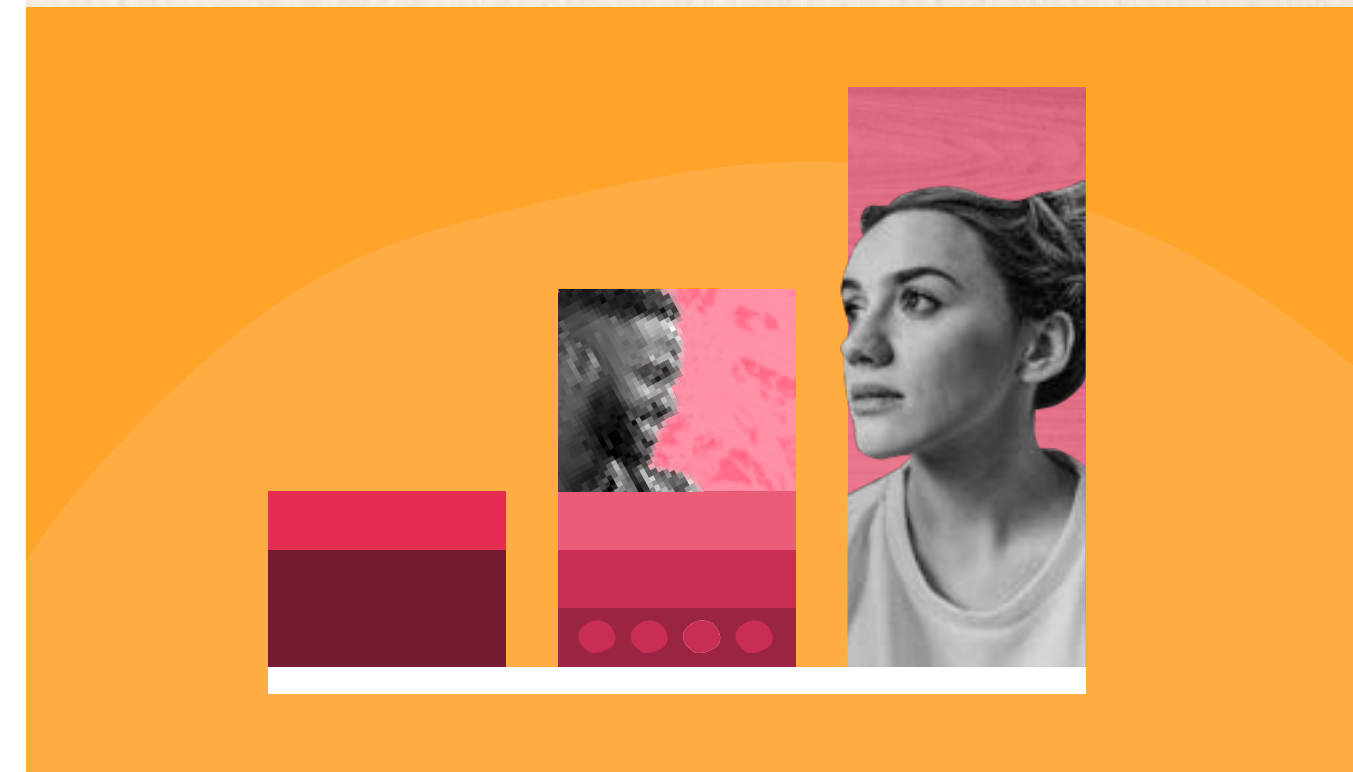
Real world branding

# Imagery

## Collages

Our collages represent one more pillar of our visual language. We combine realistic photography with illustrations, patterns, and textures to create captivating compositions that tell better stories across all channels and media.

To achieve well-balanced compositions, we apply a black-and-white filter to our photographs and add an extra layer of grain to enhance their texture.





# ILLUSTRATIONS



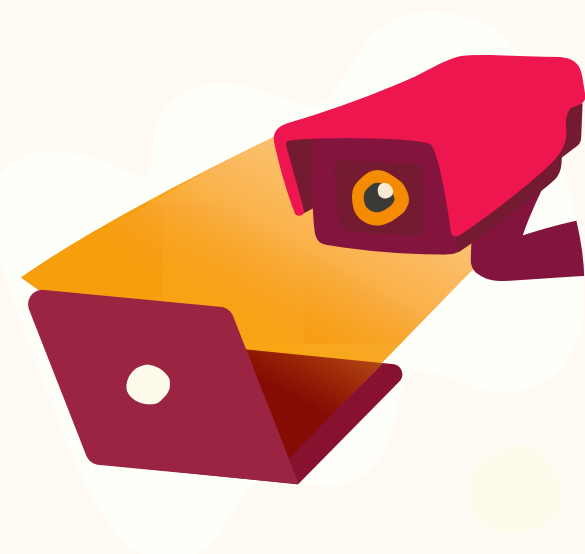
# Illustrations

## Overview

Illustration plays a key role in our brand identity. It's a powerful tool for storytelling that enables us to convey our warm, vibrant personality in a creative and flexible way.

We use illustrations to bring our brand to life and communicate abstract concepts in a fun and relatable manner.

Illustrations provide us with a versatile and expressive style that we can use across all our marketing materials. Our visually striking illustrations capture our playful and personal tone and enable us to better connect with our audience.



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# Illustrations

## Principles

We use three principles to ensure all brand illustrations communicate the right message, tone, and personality.

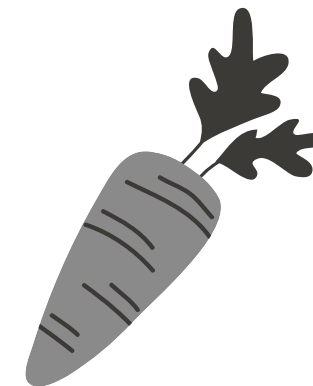
Instead of this



Use this



We use a flat and straightforward, hand-drawn illustration style that emphasizes our “organic” value.



We keep the style and concept as simple and clear as possible by excluding extra details



We do not use depth in our illustrations.

# Illustrations

## Style

Our expressive and people-centric illustrations are hand-drawn and unique.

Each illustration is carefully crafted with patterns and organic, fully-colored, rounded shapes to convey a sense of approachability and warmth. This helps synchronize our visual and verbal languages.

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Patterns

Soft curves

Expressive style

Solid color shapes

# Illustrations

## Hero illustrations

We take great care in designing our scene and hero images to ensure that every piece of content we create stands out. These illustrations are an excellent way to establish the tone of our stories and visually communicate our brand's message and style.

We incorporate these designs into all our content, including articles, emails, product pages, ads, presentations, and more.

Our scene and hero illustrations are multi-layered and informative, featuring a background and other details that enrich the stories of each image's primary subject.

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BLOG | HR STRATEGY | 5 MIN READ | AUGUST 31, 2023

## The productivity puzzle: How to navigate hybrid work

by Tali Sachs



Gauge the effectiveness  
**OF HYBRID  
WORK**

The COVID-19 pandemic fundamentally changed the way we perceive work environments.

Overnight, people were thrust from the traditional office environment into remote work to comply with lockdown rules and social distancing guidelines. Ever since, this transformative shift has continually challenged our understanding of productivity and workplace dynamics.

While the sudden change to remote working may have been a culture shock for some, many companies actually experienced a sharp increase in workplace productivity.

In fact, [Stanford's research](#) noted a 13 percent increase in remote-work productivity levels compared to pre-pandemic figures, emphasizing improved work satisfaction and a 50 percent reduction in [attrition rates](#).

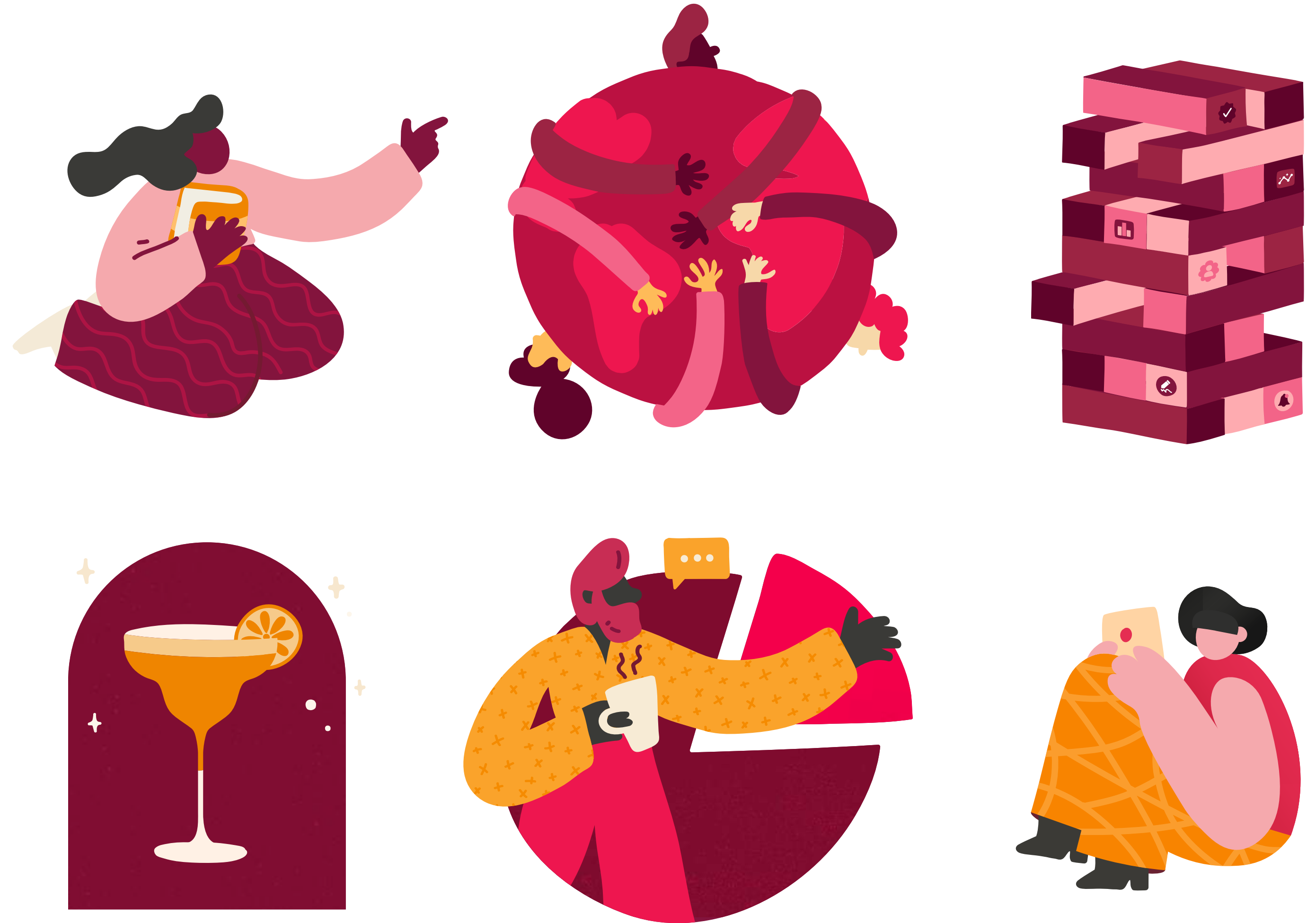
# Illustrations

## Spot illustrations

Spot illustrations depict small moments in a story and use fewer elements to convey our message. We use them to explain a specific concept or feature within a larger story.

Spot illustrations have more elements than icon illustrations but are less complex than scene and hero illustrations.

We use spot images in almost every asset we create, from blog articles and guides to product and solution pages. Additionally, we use them in our marketing campaigns and on various social media channels.



# Illustrations

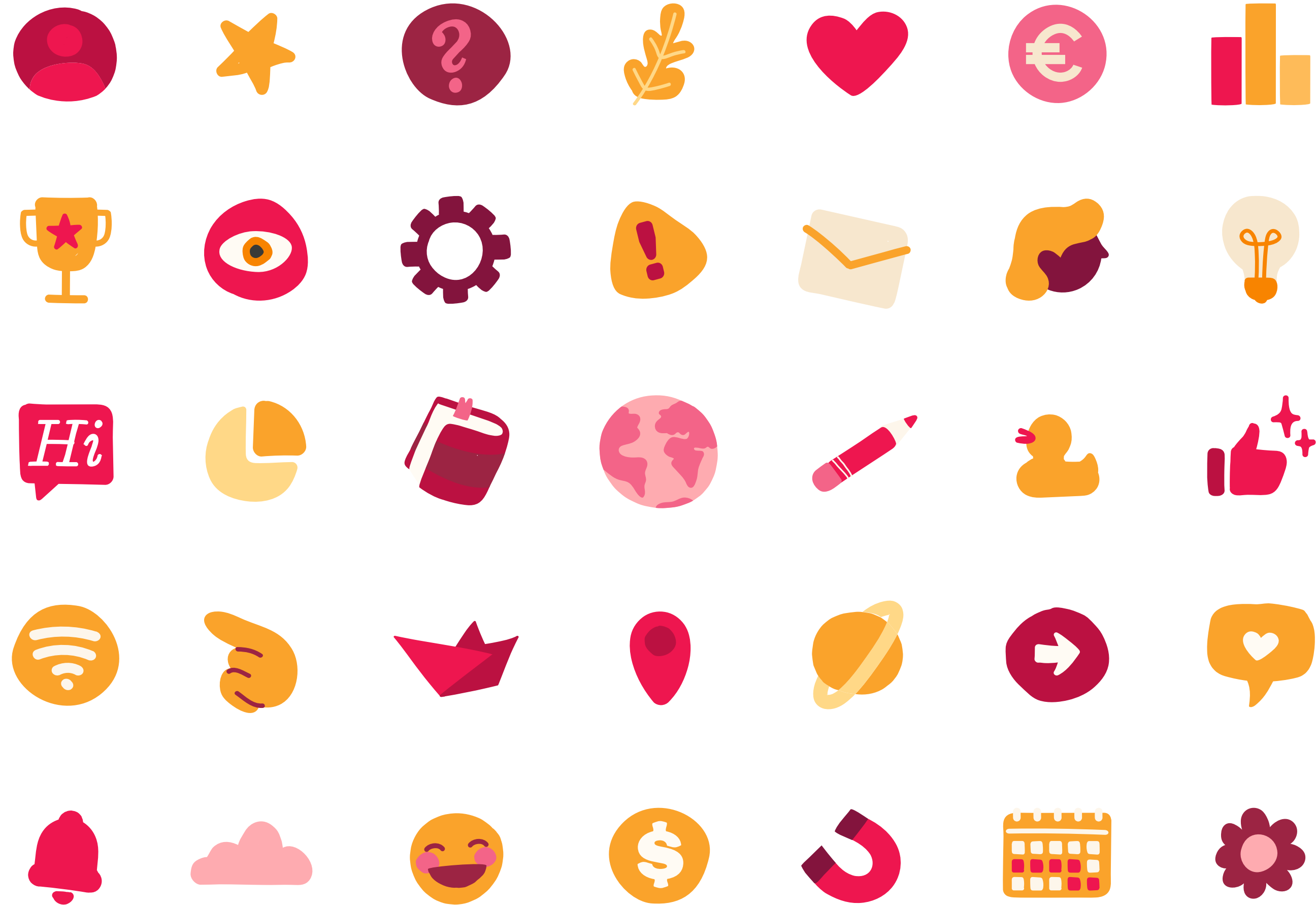
## Illustrative icons

Icons are simple illustrations that help clarify complex concepts and instantly convey a single idea.

Our icons use bold geometric shapes and a minimal color palette, featuring small details that add personality and quirkiness to other commonly used elements in our visual language.

They're concise and highly reductive but endearing. We use them in infographics, presentations, templated designs, data sheets, and more.

Our library of illustrative icons is flexible for easy and effective use.





Real world

**BRANDING**

# Real world branding

## Employer branding

Our swag, merch, and printed materials are how we showcase our brand in the real world—at events, in our offices, and in gifts we give to our customers, employees, and prospects.

It's important that all our employer branding materials adhere to our brand guidelines. Using the correct brand colors, typography, tone, and visuals as outlined in our brand guidelines is what truly sets our brand apart and makes it stand out.

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