

Welcome to Hightouch's Brand Guide

Our foundation is what we build the Hightouch brand upon. It's what grounds our decisions in all facets of the Hightouch journey.

Who we are

Foundation

Vision

A future where **everyone** can take action on their data.

Mission

Empower **anyone** to use data to reach their potential.

Philosophy

The entire business world is dependent on all forms of data and is truly the core operating system of any organization. Yet, an exorbitant amount of businesses are not able to access the data they need or move it where it needs to go – missing untapped potential.

So we've committed ourselves to illuminate the path for businesses to take. Through an easy-to-use data platform, we enable any individual, regardless of background to be active, empowered participants and finally reach actionable data. In turn, this allows individuals to make better decisions, manage complex events efficiently, and essentially create a new future for the business.

The Hightouch visual identity includes our logo, typography, color palette, illustration, product images, and photography. This visual identity is growing everyday so cheers to more exciting updates ahead.

Visual Identity

Logo

Our logo embodies our entire foundation – data democratization.

Specific letterform tails and stems in the word-mark are at an angle to represent forward-change in our industry. The icon-mark is the simplest representation of data democratization. The mini square represents the old world of data and its opaque accessibility and the large square, moving forward at an angle, is our brand color, lightspeed, and signifies the future of data.



Primary

The mixed green icon-mark and forest green word-mark should be used whenever possible.



Secondary

Use solo icon-mark only when there isn't enough space for the primary logo.



Tertiary

The tertiary logo should only be used for social platforms or iOS app.



Dark background

The primary logo can only be used on a white background. But, if you have to use the logo on any other background color, use the white version.



Light background

If you're unable to use the primary logo and a background color is lighter, please use the black version.



Typography

Aa

Primary – Sharp Display No1 in Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789!@#\$%^&*()+<>?;{}\|/

Aa

Secondary - Nantes in Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
123456789!@#\$%^&*()+<>?;{}\|/

Type application

Headline	Body	Eyebrow	Type Applications			
H1	This is B1. It’s the largest size for body copy. Enjoy.	E1	E4	Your eyebrow friend		
H2	Say hi to B2. It’s the next largest size for body copy.	E2	H3	Friendly, yet contemporary		
H3	B3, folks. It’s the medium size for body copy. Have fun!	E3	B3	A light, readable serif with tails and feet that looks dependable and warm.		
H4	Presenting B4. It’s the next medium size for body copy.	E4	QM	“ A brand is the outward expression of a brand, including trademark, logo, name, messaging, and visual appearance.		
H5	B5 is yo buddy. It’s your small size for body copy. Cheers!	E5	B3			
H6	Lastly, B6. It’s your next next small size for body copy. Peace!	E6	Numbers /Bullets	1	Complete your data plan	• Complete your data plan
				2	Boost this feature	• Boost this feature
				3	Know your personas	• Know your personas

Primary color palette

Forest

#03484D

Grass

#4FC26B

Lightspeed

#CAF23A

**Primary
proportions**

Moonlight

#03484D

Avocado

#E8F8EC

Peridot

#F1F6D4



Secondary color palette

Space

#222F51

Electric

#B979FF

Ocean

#658DF4

Secondary
proportions

Plum

#633CC6

Lilac

#F1E7FC

Sky

#E2EDF6



Illustration art direction



Product image art direction

Graphic design art direction



What we look like

The voice and tone guide is currently in development. Get ready.

Voice & tone

Voice & tone (WIP)

Just like the Hightouch voice and tone Guide is in progress, our messaging guide is in development. Stay tuned!

Messaging

Messaging (WIP)

Cheers to you
& **activate** on :)

Photography art direction