

# Brand Identity Design Project

Visual identity for a hypothetical brand



# HiBOT

CLICK AND THAT'S IT

HiBOT is a hypothetical brand identity project that provides robotic vacuum cleaners to upper and middle class active, working professionals with high disposable income. It offers its services to highly desirous, informed and technology-oriented community.

**HiBOT**  
CLICK AND THAT'S IT





HiBOT facilitates **effortless** and **seamless collaboration**, in achieving the aspiration of sparkling and hygienic homes with its **effective** cleaning. It maintains its **continuity** and **commitment** and is a complete tech companion for your hygiene.





Efficient

Quick

Seamless

Collaborative

Contemporary

Industrial

Modern





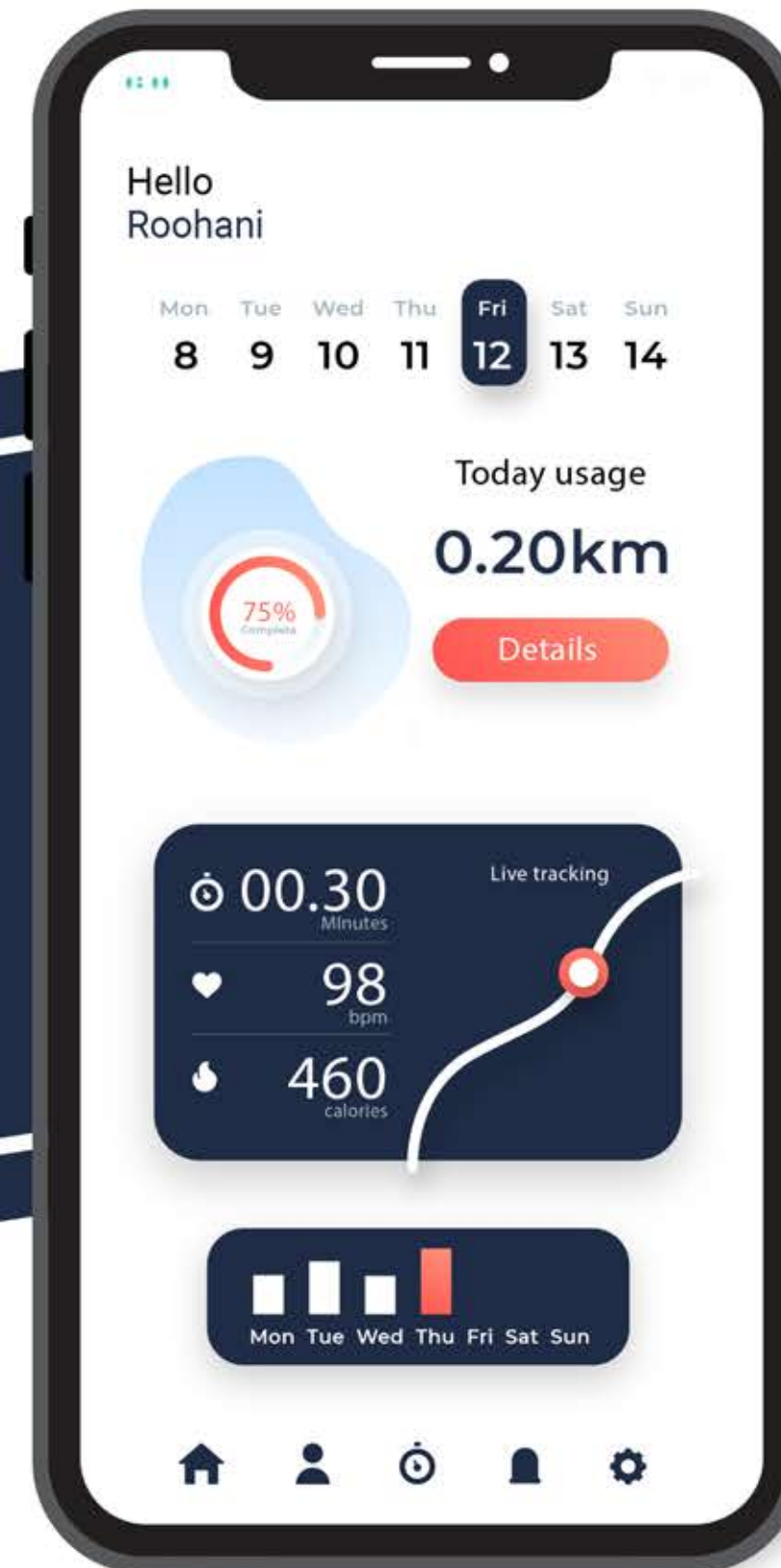
## Statement of Purpose

The name HiBOT means saying **Hi to the new friend**, companion and helper in the house which is ready to help us anytime.

The logo of HiBOT shows the **S-pattern of cleaning of the device** to provide ultimate cleanliness and hygiene.

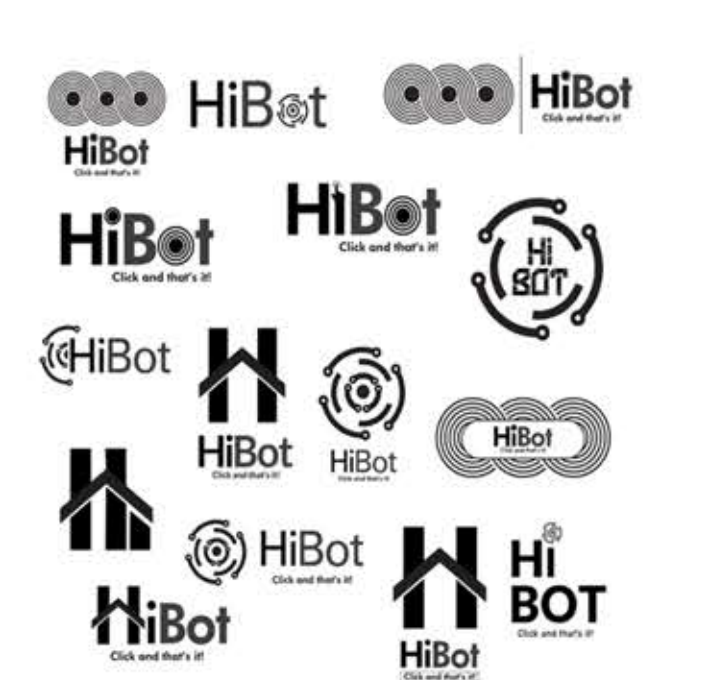
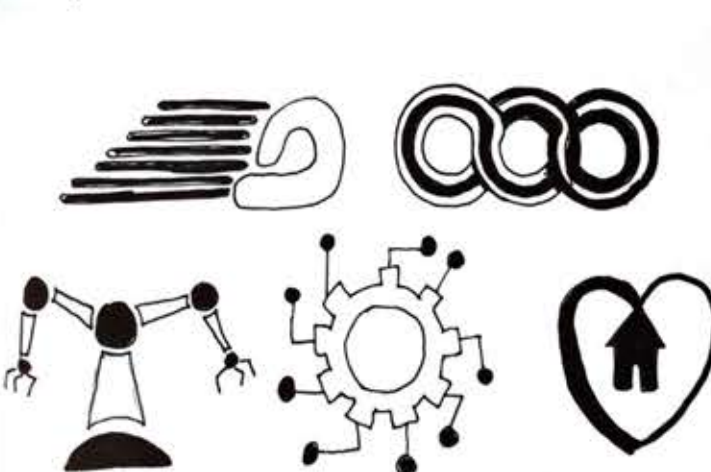
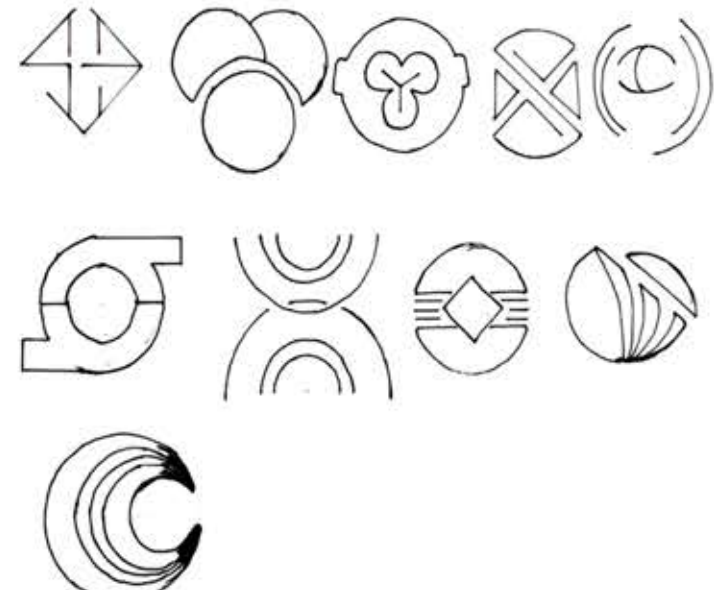
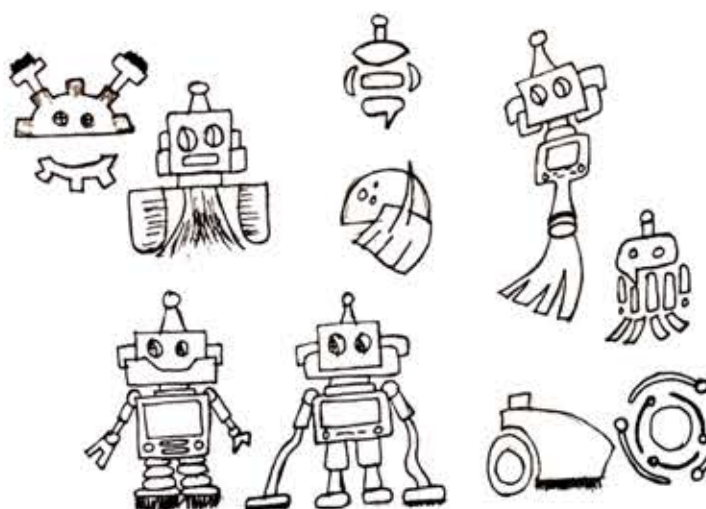
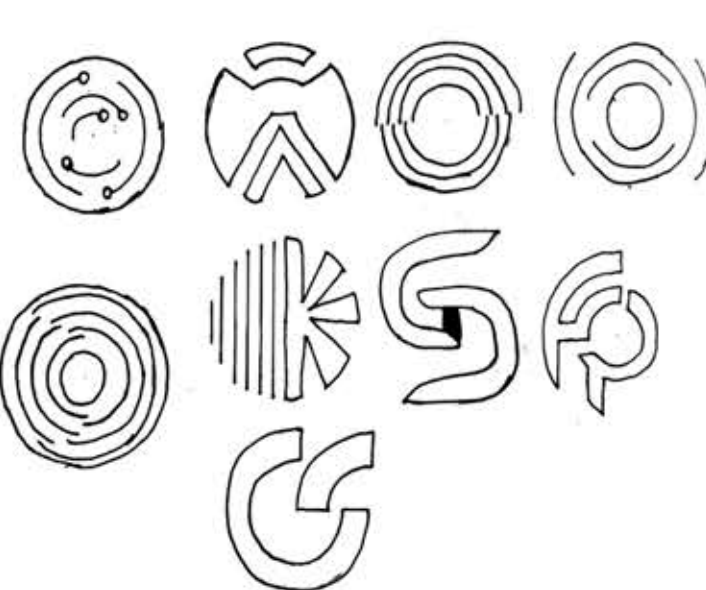
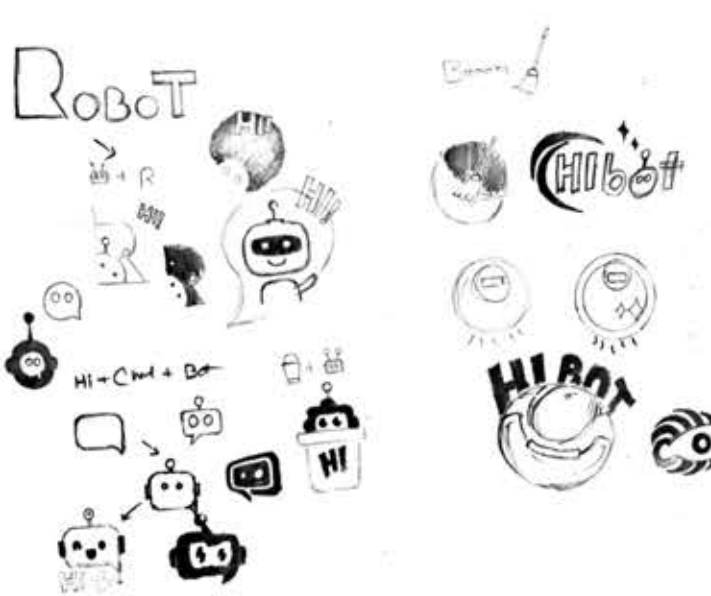
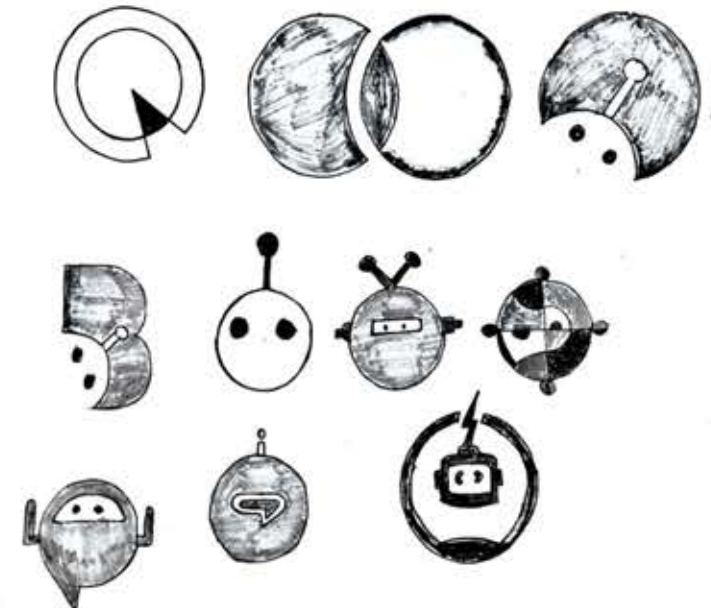
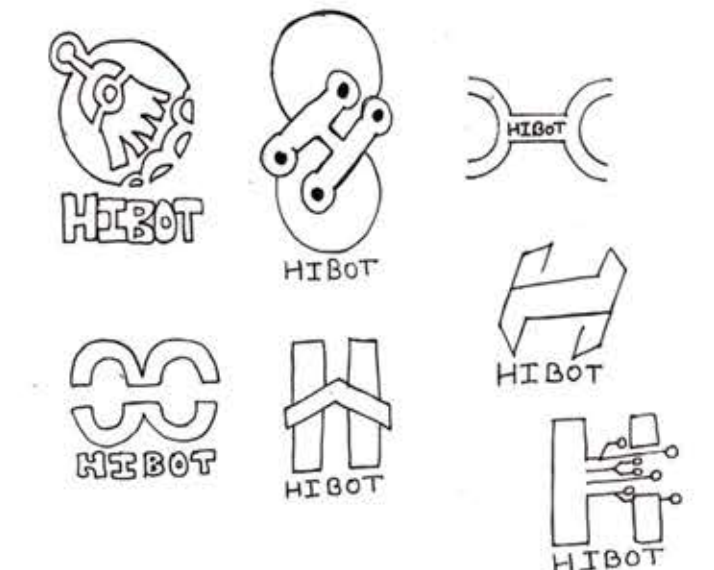
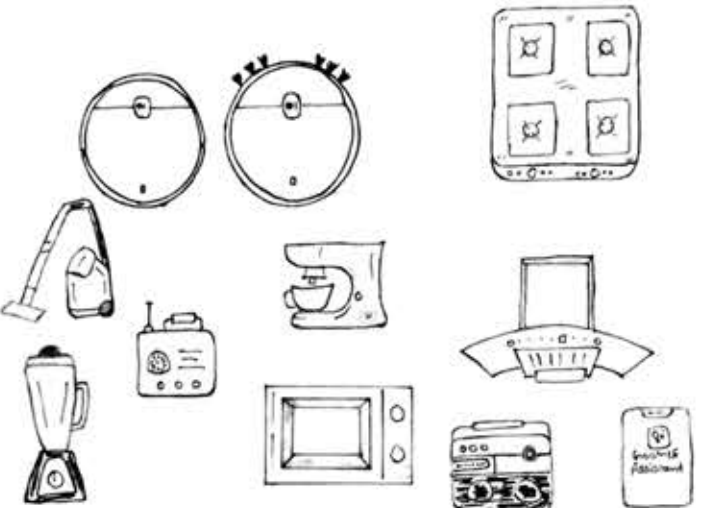
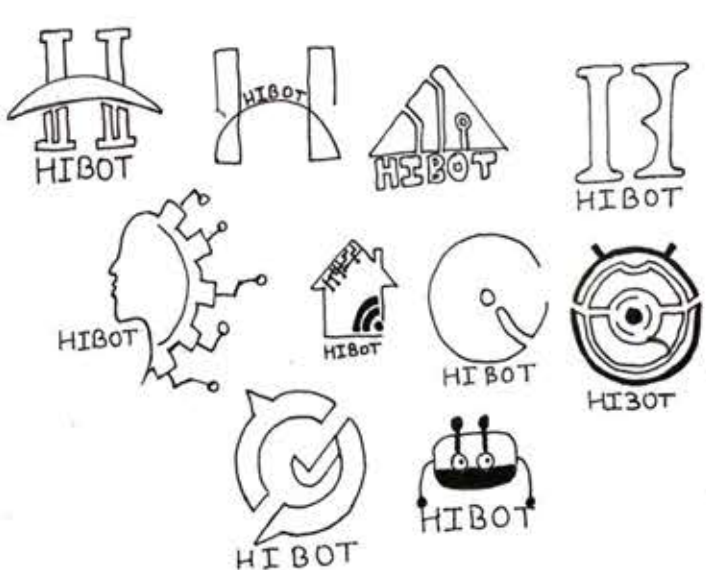
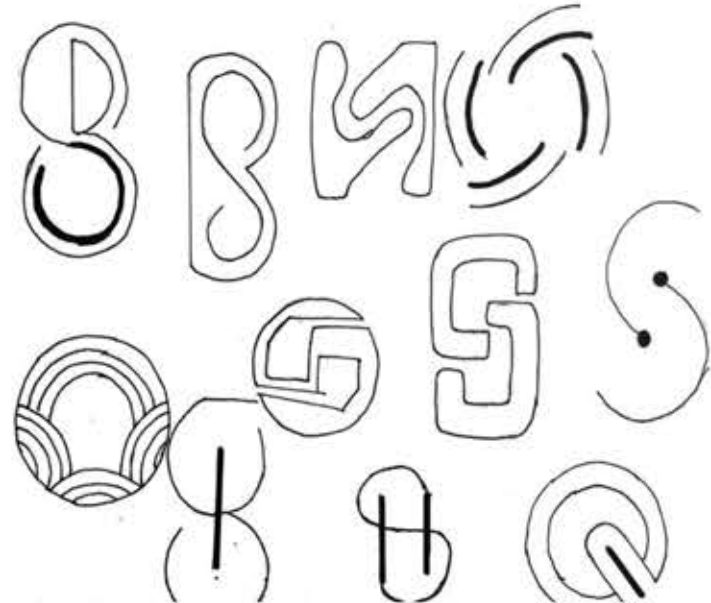
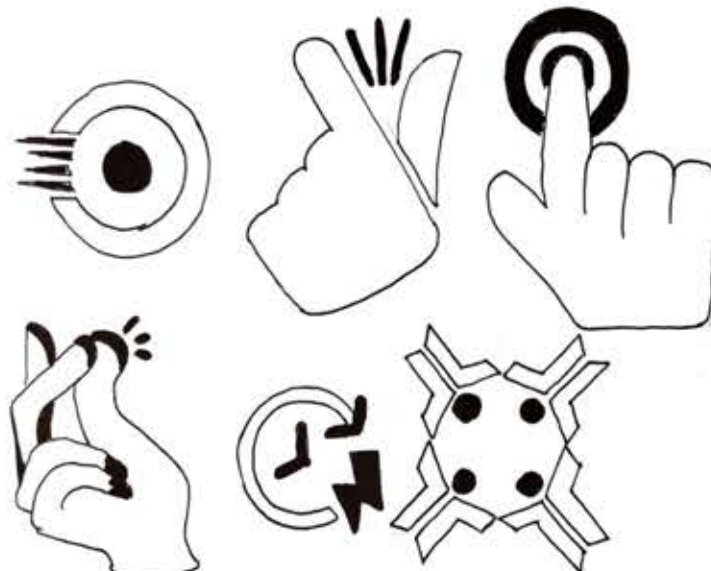
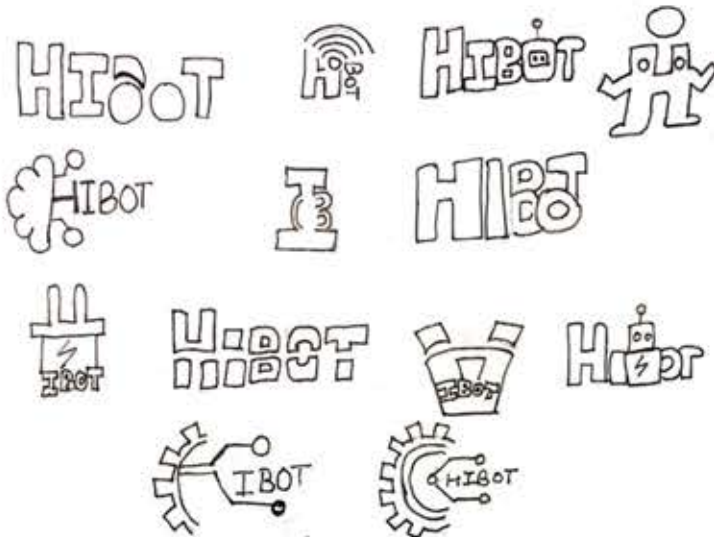
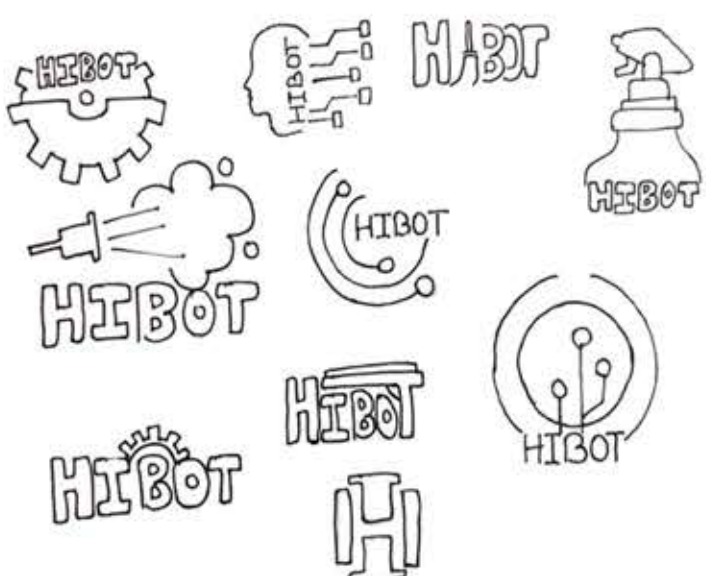
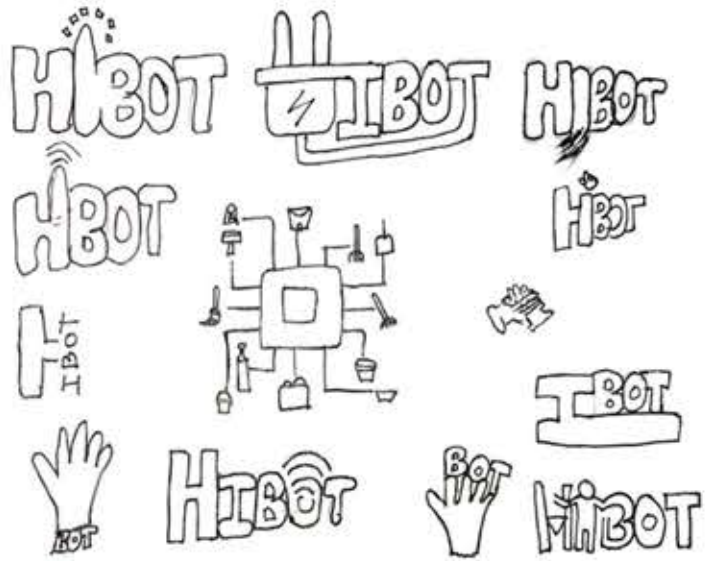
It showcases its **brand personality of competence** through seamless and effortless collaboration with its efficiency, commitment and continuity in providing sparkling homes.





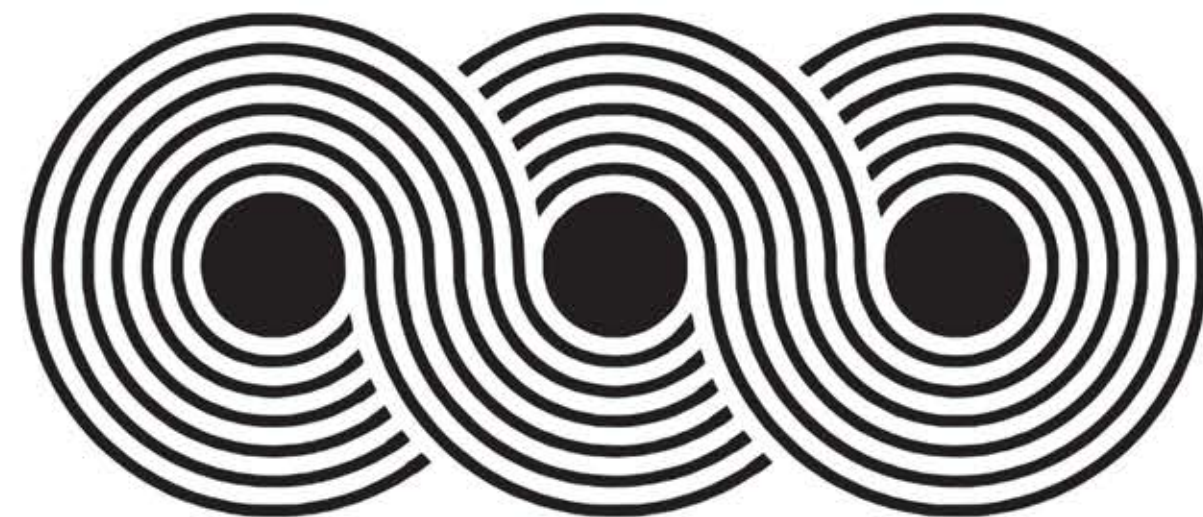


# Doodles





Idea Development



Seamless collaboration  
Effortless movement



Complete



Continuity



Commitment



## Color Explorations



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# HiBOT

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## Typography

Primary typeface used for wordmark

**GAME OF SQUIDS**

Primary typeface used for tagline

**Poppins**

Secondary typeface used for body text

**Roboto**

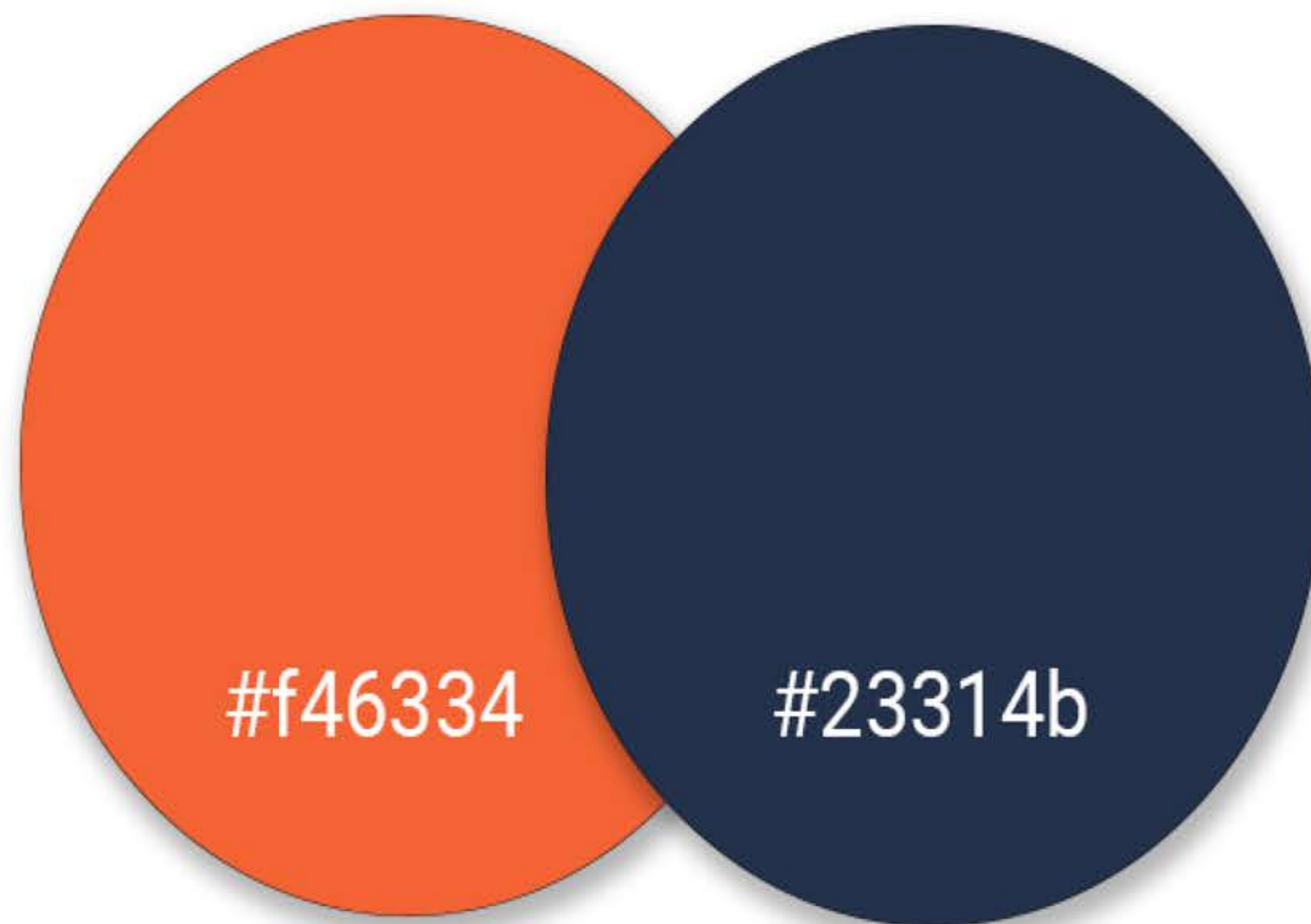






## Color Palette

**Orange** represents optimism, energy, adventure and creative and **blue** represents freedom, trust, technology & loyalty.



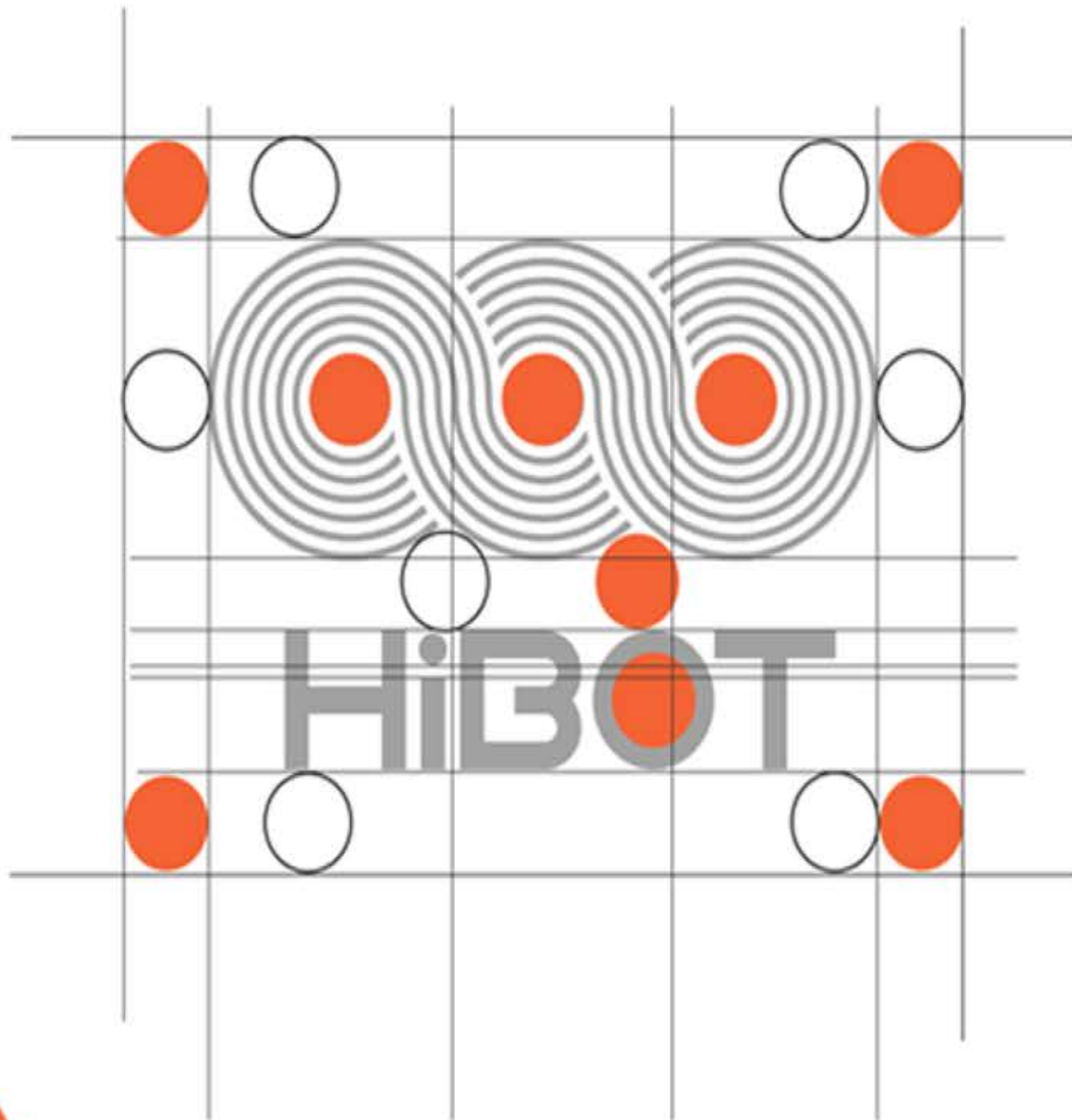
#f46334

#23314b

RGB - 244, 92, 52  
CMYK - 0, 76, 88, 0

RGB - 35, 49, 75  
CMYK - 90, 78, 45, 42





# HiBOT

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# Use of logo



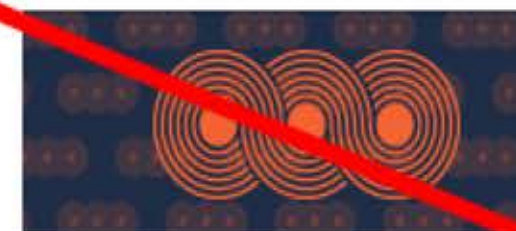
Logo should always be used on dark backgrounds, white being the exception.



Tagline should not be written if not necessary.



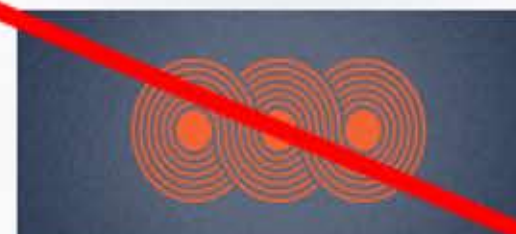
Circle size of logomark should be the same between the wordmark and logomark in any size.



Don't place the logo over a pattern of any kind



Don't distort the logo



Don't put a glow behind the logo











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03, Model Town, Jalandhar, Punjab - 144001

hi\_bot@gmail.com  
99004-40044  
www.hibot.co.in

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