



JUNE 2026 · VERSION 1.0

Brand Guidelines

Logo, color, typography, and the template kit — everything needed to produce on-brand material.

IDENTITY

Logo



PRIMARY LOCKUP



S MARK

Files: kit / 01-Logos (SVG + transparent PNG, dark and light)

- Use the supplied files only — never retype the wordmark or rebuild the mark.
- Clear space on all sides: the height of the S mark.
- Dark surfaces use the light lockup; white documents use the on-light version.
- Never recolor, stretch, outline, or add effects.
- The S mark stands alone only at small sizes (favicons, avatars, chips).

SYSTEM

Color

DARK — SCREENS, DECKS, SOCIAL



#060A0E

BACKGROUND



#0A1218

PANEL



#00E5A0

ACCENT



#51AD95

MARK



#F2FAF7

INK



#7A9E94

MUTED

LIGHT — PRINT, WORD DOCUMENTS



#FFFFFF

PAPER



#0E1E18

INK



#4A6E60

SECONDARY



#00684A

ACCENT



#51AD95

MARK



#99C1B5

HAIRLINE

Brand green carries emphasis, never body copy. One accent moment per layout beats five.

Typography

Familjen Grotesk

Headlines, numbers, anything loud

Space Mono

Labels, tickers, data, kickers — always letterspaced caps

Instrument Sans

Body copy and UI text

All three are free on Google Fonts. Every template in the kit ships with the fonts embedded, so nothing needs installing just to use them. Install the fonts only if you are creating new material from scratch.

The template kit

01 Logos

SVG and transparent PNG, dark and light. Use these files everywhere; never screenshot the site.

02 PowerPoint

HSI-Presentation-Template.pptx (17 example layouts) and the .potx — File > New from the template for a blank branded deck.

03 Word

Press release, letterhead/memo, and fact sheet templates. White print theme, brackets mark what to replace.

04 Cards

Card makers at 1200×630 and 1080×1080. Edit text, then File > Save a Copy > PNG exports the exact pixel size for press and social.

Numbers in any template are illustrative. Pull live figures from hypestrat.xyz/dashboard and verify before anything goes out.