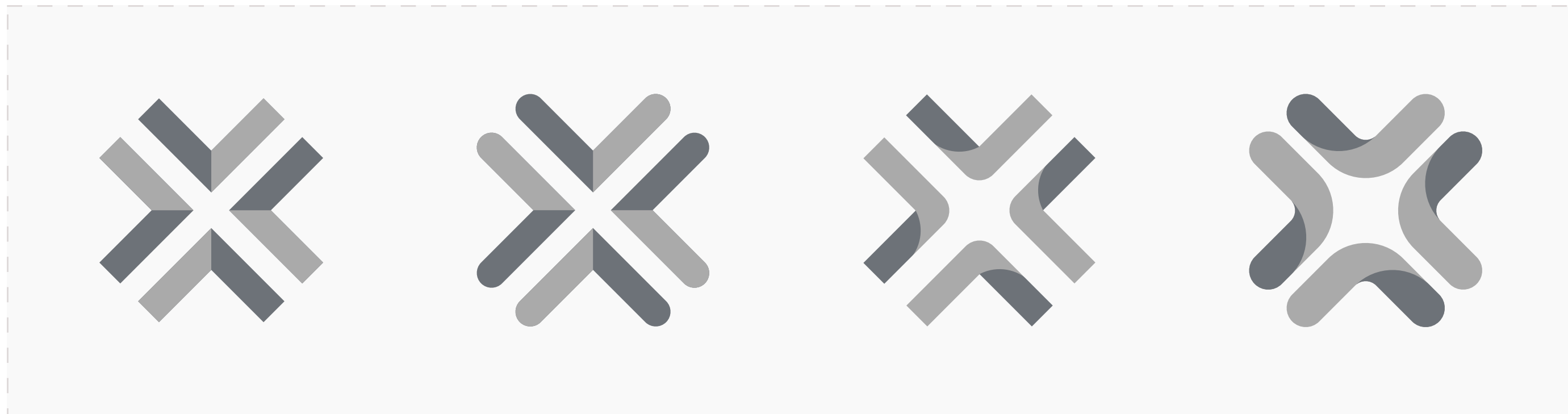


Brand Identity
THE HOKUS PLATFORM



Brand Identity
Inspiration



Brand Identity
Logo



Brand Identity
Logo brand. Gradient. Positive state

#134B77

Ocean Light



Brand Identity
Logo brand. Gradient. Negative state

#134B77

Ocean Light



Brand Identity

Logo brand. Mono Colour. **Positive state**

#134B77

Ocean Light



Brand Identity

Logo brand. Mono Colour. **Negative state**



Brand Identity

Logo brand. Greyscale. **Positive state**



Brand Identity

Logo brand. Black & White. **Positive state**



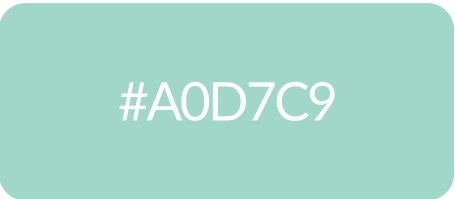
Brand Identity

Logo brand. Mono Colour. **Negative state**

Solid Colours



Avocado Light



Pear Light



Cactus Light



Sea Light



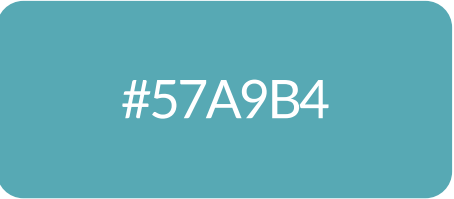
Ocean Light



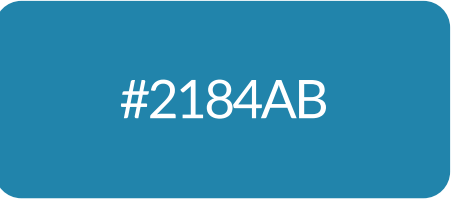
Avocado Dark



Pear Dark



Cactus Dark



Sea Dark



Ocean Dark

Gradient Colours



Avocado Light - Dark



Pear Light - Dark



Cactus Light - Dark



Sea Light - Dark



Ocean Light - Dark



Avocado - Pear



Pear - Cactus



Cactus - Sea

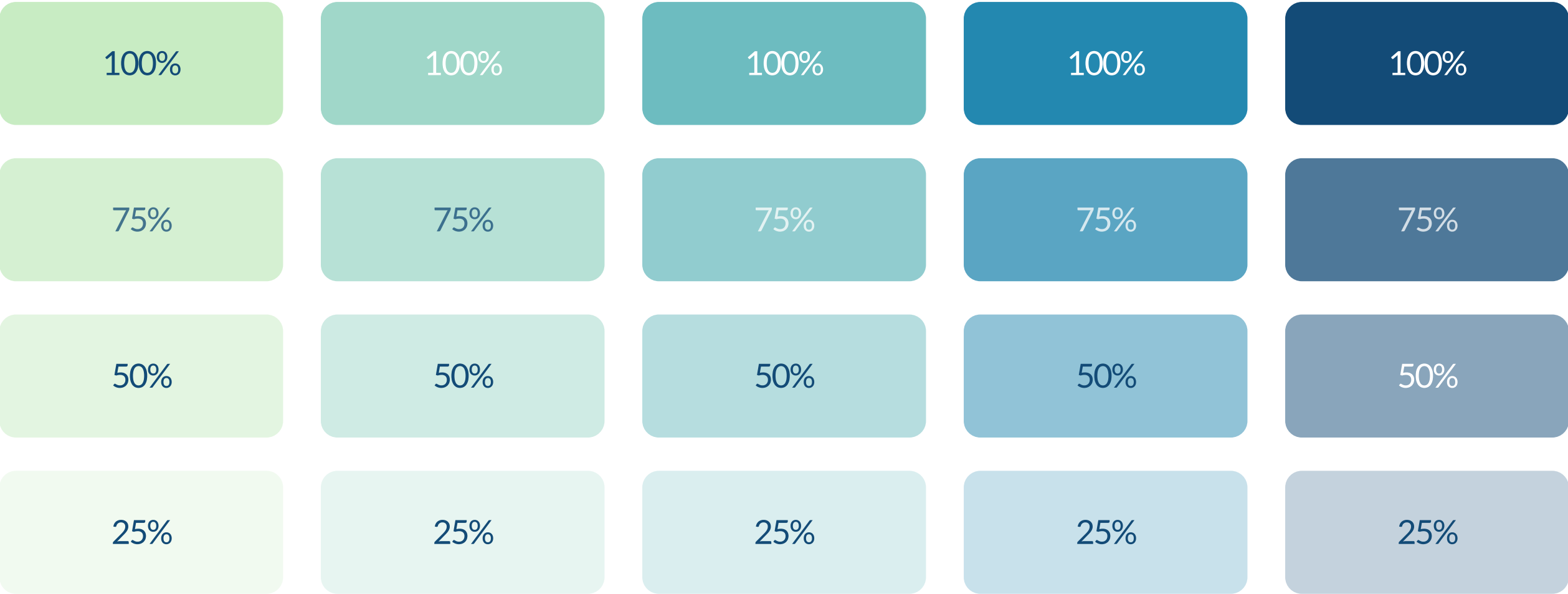


Sea - Ocean



Full Gradient

Opacity



Avocado

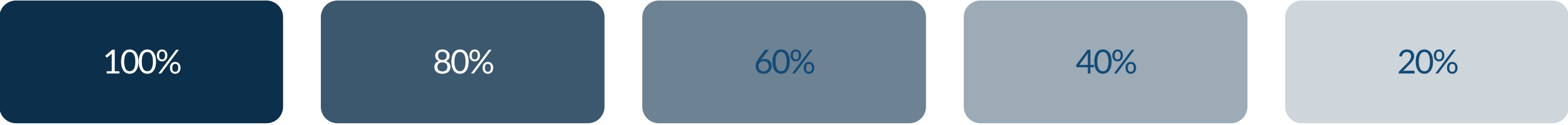
Pear

Cactus

Sea

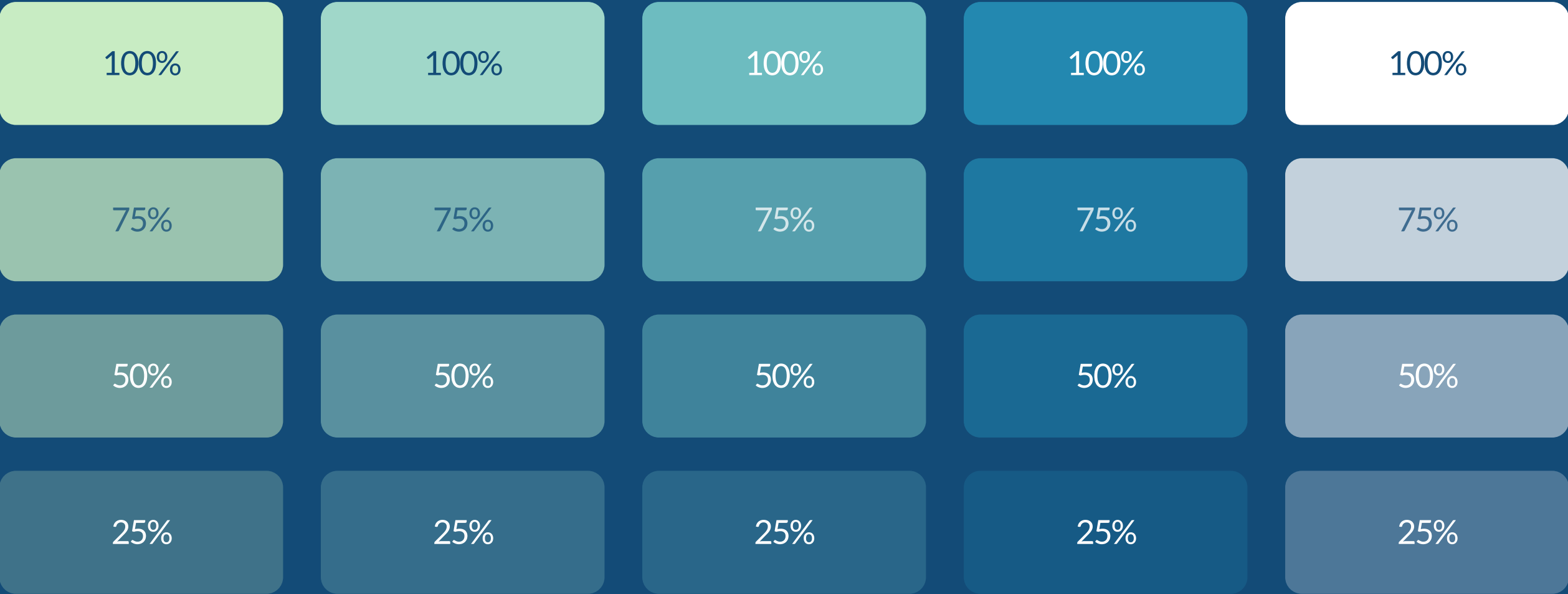
Ocean

Grey Scale



Black (#0C2F4B)

Opacity



Avocado

Pear

Cactus

Sea

White (#FFFFFF)

Grey Scale



Black (#0C2F4B)



THE HOKUS PLATFORM



Cactus - Sea



Sea - Ocean



Sea - Ocean

Brand Identity
Color Application

THE
PLATFORM

Lato Light

Lorem 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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890
@&,.:;?!^`”

Lato Regular

Lorem 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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

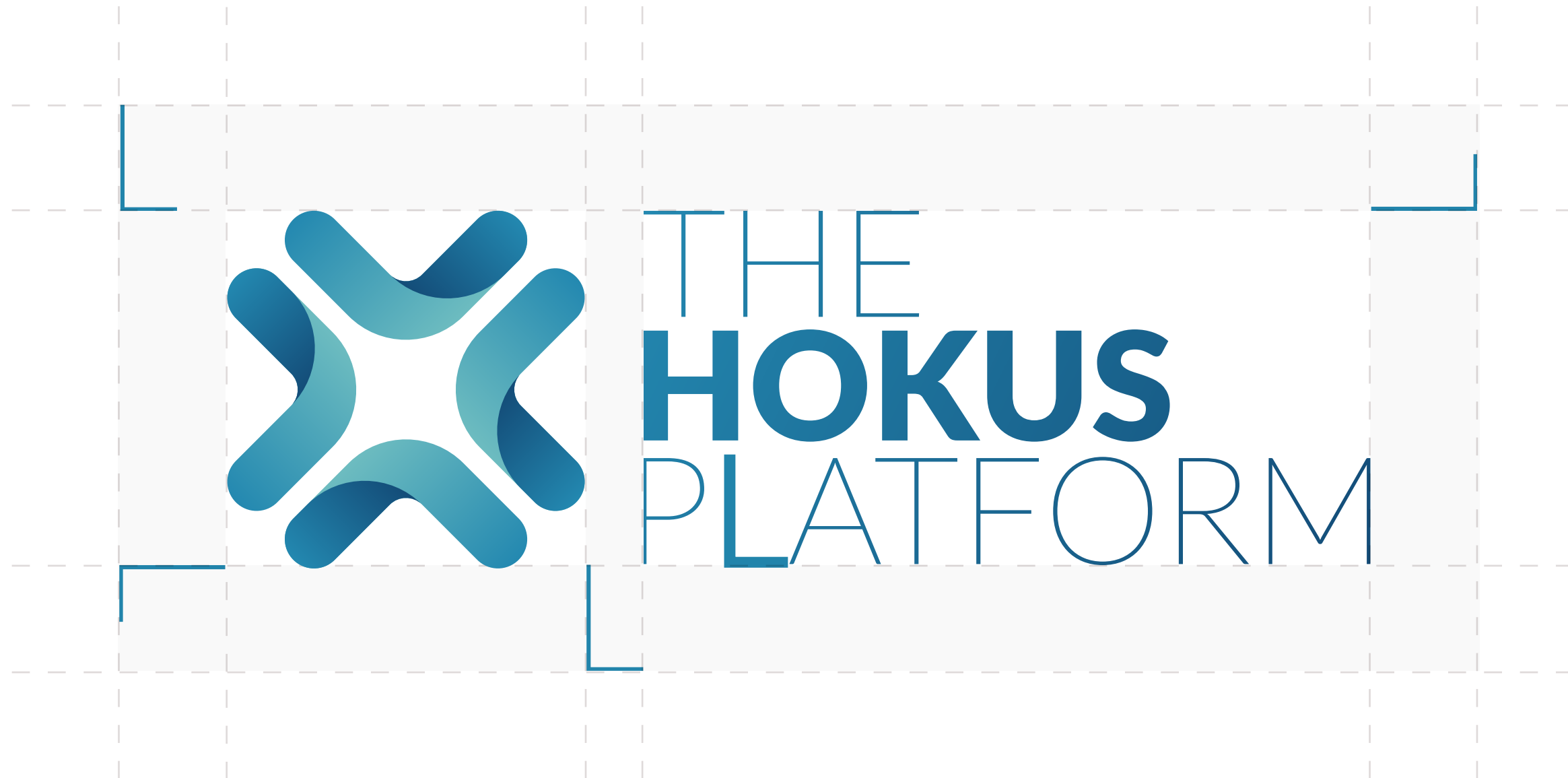
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890
@&,.:;?!^`”

Lato ExtraBold

Lorem 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. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890
@&,.:;?!^`”

HOKUS



Brand Identity
Safety area



THE
HOKUS
PLATFORM

Brand Identity

Logo brand. Background pattern. **Positive state**



Brand Identity

Logo brand. Background pattern. **Negative state**



Brand Identity
Business Card Mockup



THE HOKUS PLATFORM

Empowering distribution of
life insurance in open
architecture

THE SOLUTIONS



VISUALISATION

Quickly swipe messages to
your archive or trash.



OPERATION

Scan entire conversations in a
chat-like view.



DATA INTEGRATION

Unforgettable feelings through
a quality music.



COLLABORATION

Quickly swipe messages to
your archive or trash.



OPTIMISATION

Scan entire conversations in a
chat-like view.





Brand Identity
Illustrations