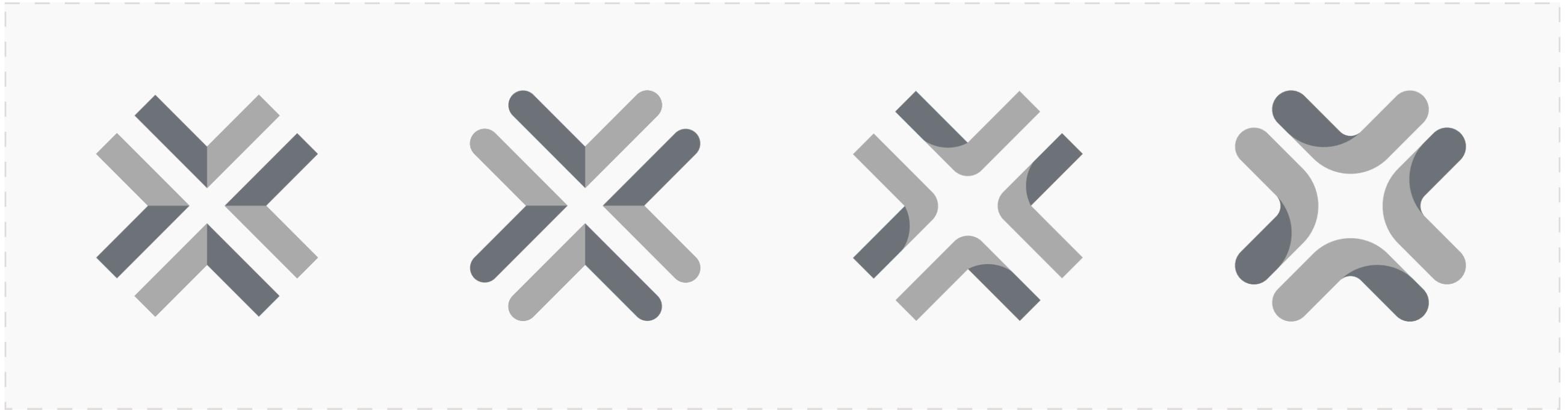




Brand Identity
THE HOKUS PLATFORM



Brand Identity
Inspiration



Brand Identity
Logo



THE
HOKUS
PLATFORM

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

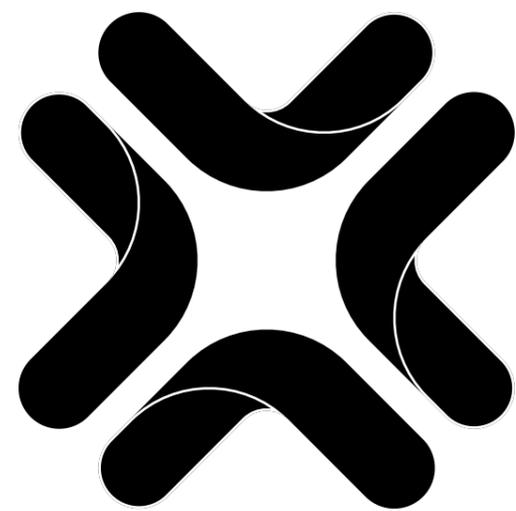
Logo brand. Mono Colour. **Negative state**



THE
HOKUS
PLATFORM

Brand Identity

Logo brand. Greyscale. **Positive state**



THE
HOKUS
PLATFORM

Brand Identity

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



Brand Identity

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

Solid Colours



#C8ECC3

Avocado Light



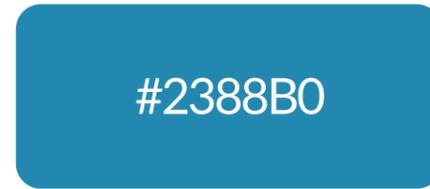
#A0D7C9

Pear Light



#6DBCC0

Cactus Light



#2388B0

Sea Light



#134B77

Ocean Light



#ABD7B7

Avocado Dark



#88C4BD

Pear Dark



#57A9B4

Cactus Dark



#2184AB

Sea Dark



#11446C

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



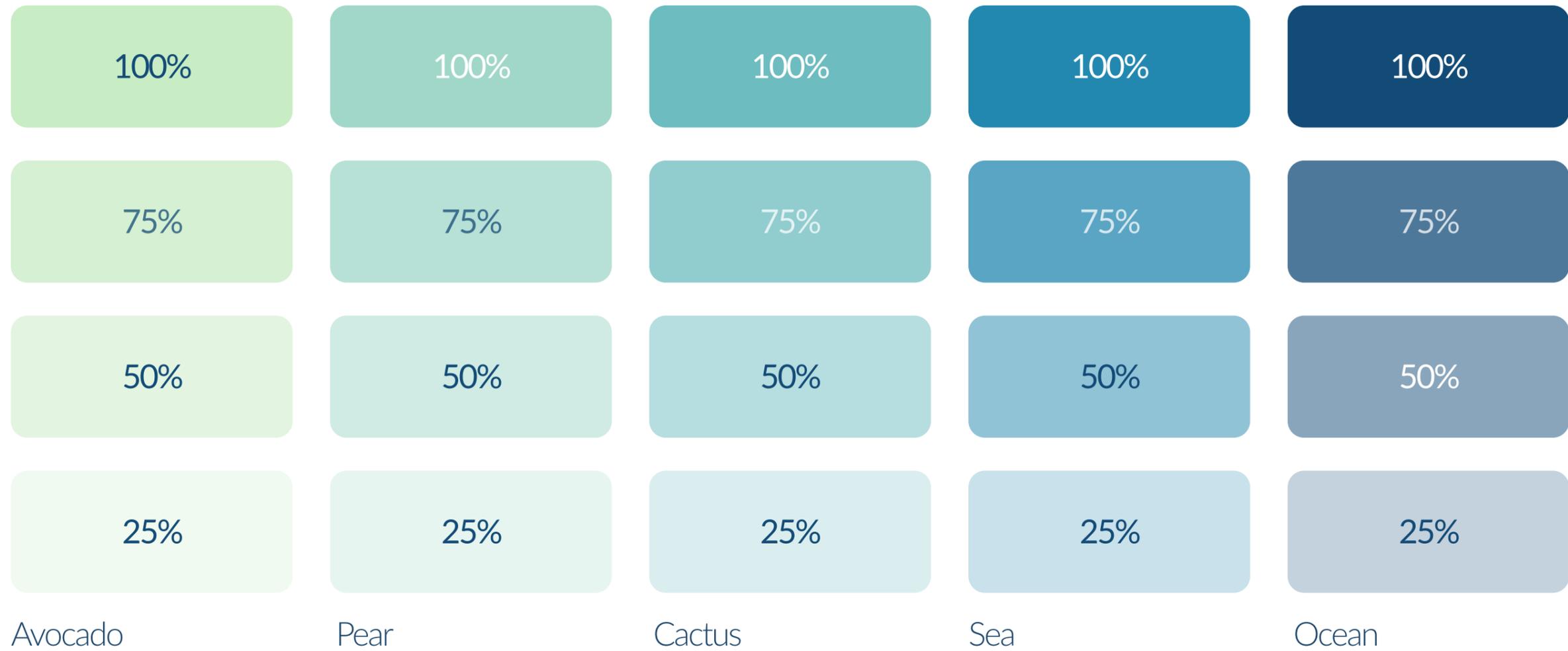
Sea - Ocean



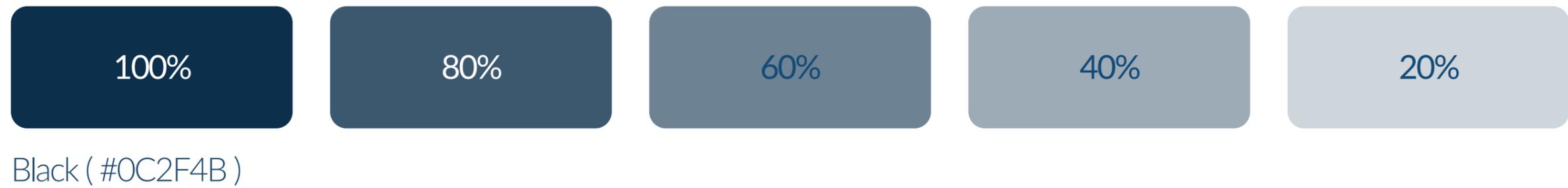
Full Gradient

Brand Identity
Colour Scheme

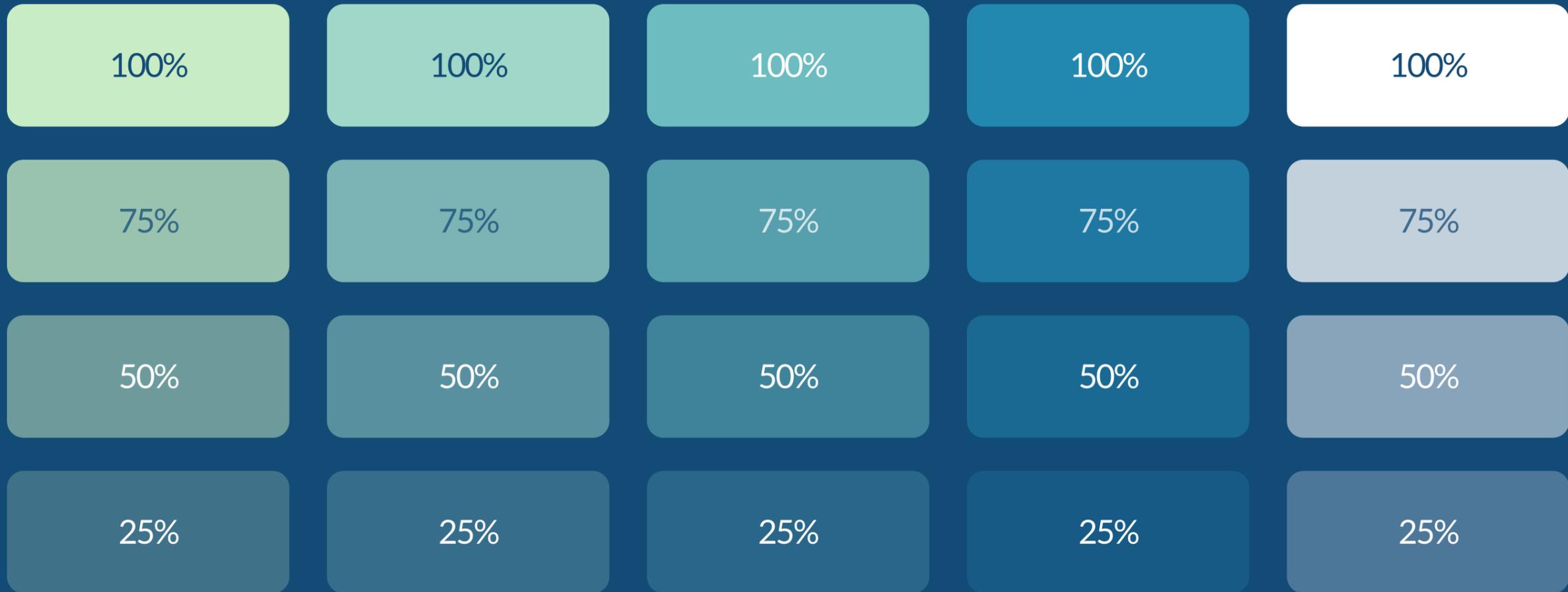
Opacity



Grey Scale



Opacity



Avocado

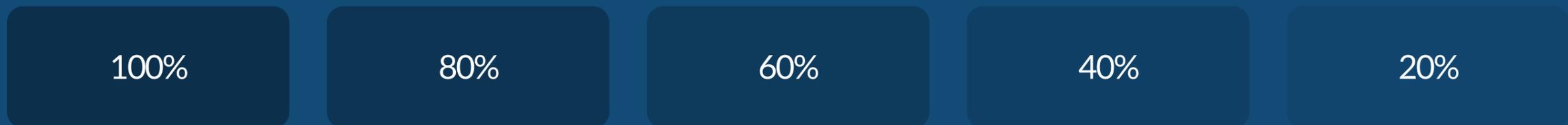
Pear

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.

ABCDEFGHIJKLMN
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.

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

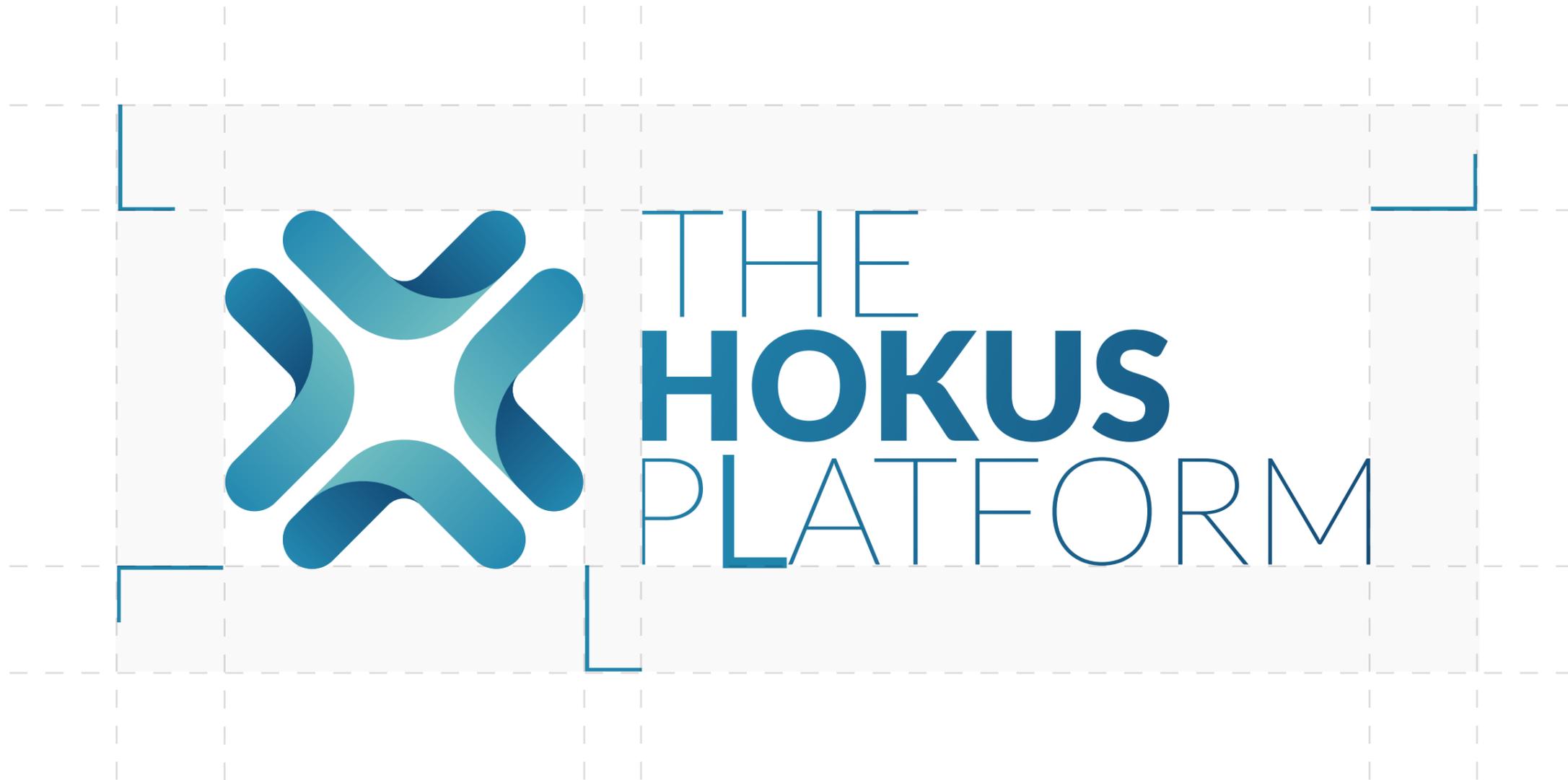
Lato ExtraBold

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.

**ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
ñopqrstuvwxyz
1234567890
@&,.:;?!^”**

HOKUS

Brand Identity
Typography



Brand Identity
Safety area



THE
HOKUS
PLATFORM

Brand Identity

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



THE
HOKUS
PLATFORM

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.

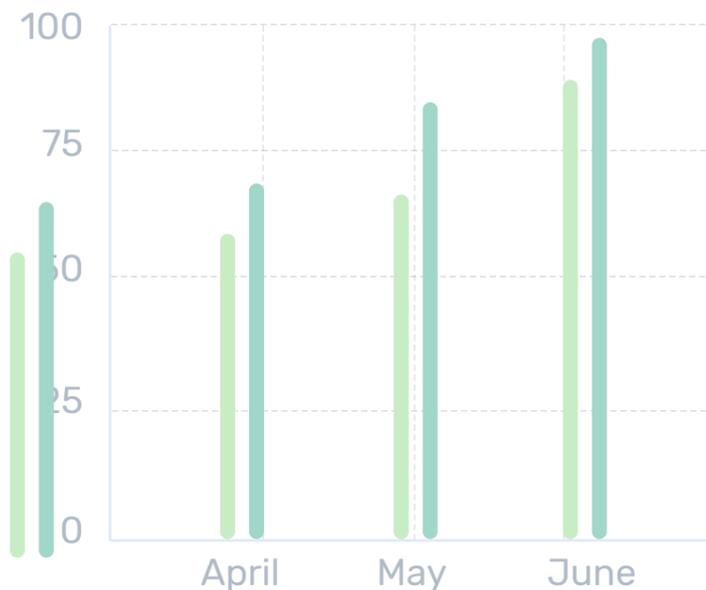


VEHICLE SERVICE STATUS



- Service needed
- In service
- Waiting
- Fully serviced

TRIPS BY TYPE



1,744 2,312
● Comfort ● Premium

Anna

Hello John, thank you for calling Provide Support. How may I help you?

18:54



Nora

Please hold for one moment, I'll check with my manager.

18:54



Anna

I'm sorry, I don't have the answer to that question. May I put you on hold for a few minutes?

18:54



Anna Black
Sr. Customer Manager

View profile

Change Status



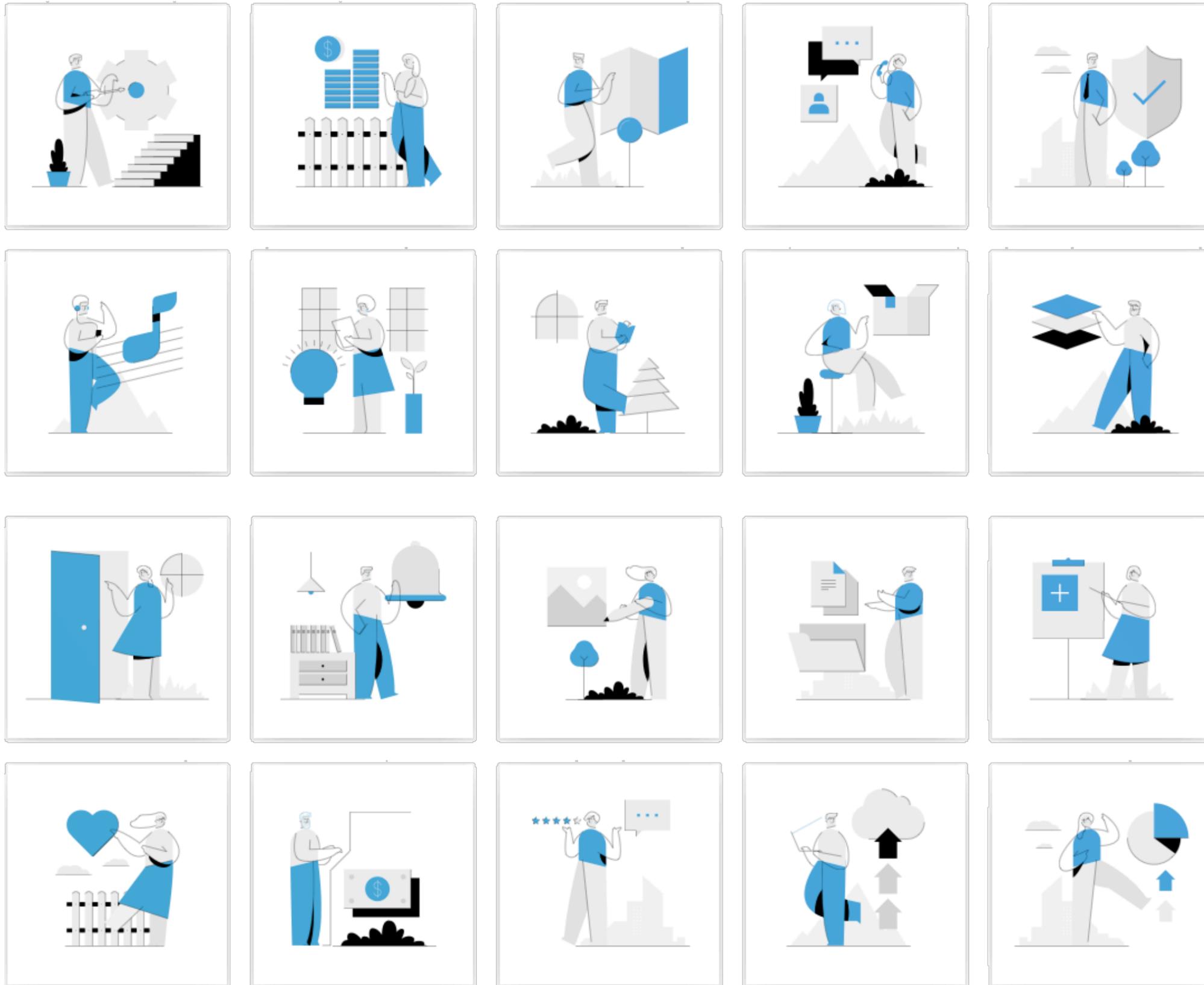
12m

Average response



4.32

Median NPS



Brand Identity
Illustrations