HIPPOCRAT

BRAND GUIDELINES

WELCOME TO HIPPO'S BRAND STORY

Always refer to the document and adhere to the brand guide. We will guide you through the basic elements of our identity system and explain how to build the brand. Understanding and following these guidelines are essential for maintaining a consistent, unforgettable, and meaningful experience unique to Hippocrat.

BEFORE WE START,
PROJECT OVERVIEW

Since the initiation of the HUM project in 2018, the Hippocrat team has undergone a series of processes with the goal of collecting and utilizing individual medical and global health data. Within these processes, the team recognized the need for a new governance structure to overcome the limits of the existing governance and align with the goal, as well as the necessity for a consistent brand identity.

Hippocrat aims to strengthen the sovereignty of health data for individuals worldwide by leveraging blockchain technology in the more open and decentralized protocols of Web3. Through this project, Hippocrat seeks to redefine itself as a "collaborator in the Web3 healthcare data ecosystem" and establish its distinctiveness consistently.

01
INTRODUCTION

HIPP◻CRAT

Solution for personalized HealthCare

Hippocrat is transforming healthcare by empowering individuals to take control of their health data through blockchain and zero-knowledge proof technologies. Within the HPO ecosystem, personal ownership of health data not only enhances the quality of personalized medical care but also contributes to global health.

MISSION

Our mission is to restore individuals' medical data sovereignty and reform inefficient healthcare systems through a decentralized data ecosystem, ultimately harnessing health data management and utilization to contribute to personalized healthcare and raise the global standard.

VISION

Our vision is to forge a future where personalized healthcare is accessible to anyone, anywhere at anytime.

CORE VALUES

Patient-Centric, Transparency, Progressive, Challenging, Reasonable, Equity

BRAND PERSONA
Visionary Underdog

Hippocrat aims to position itself as a visionary underdog leading the way in disrupting existing norms and systems to pioneer a new healthcare data ecosystem in the Web3 era. Leveraging its brand personality, Hippocrat presents unprecedented possibilities and redefines the brand as a trailblazing underdog, guiding the world with forward-thinking initiatives in the quest to build a groundbreaking healthcare data ecosystem.

BRAND DNA & ESSENCE

Placing patients at the core of healthcare, we aim to restore control over their health data, making systems more patient-centered. By seamlessly integrating healthcare into daily life, we enhance accessibility and reduce barriers. This shift allows individuals to manage their health more effectively, fostering a personalized and efficient healthcare system. Empowering patients with information leads to a healthier and more fulfilling life.

"We challenge existing conventions and common sense, contribute to the well-being of humanity, and create a better world."

The brand essence and DNA drive us to persist in the pursuit of Empowering Patient Sovereignty & the Challenge for Personalized Healthcare.

BRAND PERSONALITY

The brand personality of Visionary & Bold, Unconventional & Reasonable, Collaborative & Friendly embodies the message that Hippocrat aims to convey externally. These values serve as touchpoints for customers to resonate with at brand interfaces. Simultaneously, they represent a communication attitude consistently maintained in message dissemination, content creation, and internal shared mindset among team members.

VISIONARY & BOLD

VISIONARY

We pursue a future-oriented and innovative approach to challenges and goals. Anticipating future trends, setting authentic long-term objectives, and exploring cutting-edge ideas are our top priorities.

BOLD

We embrace the willingness to take risks and assert our stance. As a brand focused on safeguarding individual sovereignty in the Web3 market, we boldly voice our concerns and advocate for positions. There is no fear in taking decisive actions and making clear decisions.

BRAND PERSONALITY

UNCONVENTIONAL & REASONABLE

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UNCONVENTIONAL

We express the determination to move beyond the conventional and challenge traditional methods and norms. If traditional approaches fail to solve problems, our goal is to be unique, creative, and free from traditional expectations.

REASONABLE

We don't believe that simply being bold and unconventional is right. The foundation of all our actions and decisions is reasonableness. We balance unconventional elements with a practical and logical approach, striving for both originality and practicality.

BRAND PERSONALITY

COLLABORATIVE & FRIENDLY

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COLLABORATIVE

Healthcare requires collaboration across diverse sectors, institutions, and nations. This necessitates a collaborative and team-oriented mindset. We value partnerships, working with others, and involving customers or stakeholders in decision-making processes.

FRIENDLY

While healthcare has historically been perceived as a challenging and specialized field, Hippocrat aspires for healthcare to seamlessly integrate into lifestyles. This reflects our welcoming and approachable communication attitude. We seek to form positive and friendly relationships with the audience, creating a warm and open atmosphere.

TONE OF VOICE

Embracing a global, rule-breaking attitude, our brand tone is friendly, casual, and trustworthy

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DESIGN PRINCIPLE

UNCONVENTIONAL & BOLD

Breaking away from the ordinary, our design is daring and dynamic.

FRIENDLY & CASUAL

Approachable and easy-going, our design exudes a warm and welcoming vibe.

UNIVERSAL & TRUSTWORTHY

Rooted in trust, our design holds a universal appeal that resonates with everyone.

"BEYOND BOUNDARIES, BEYOND HEALTHCARE."

Hippocrat's new slogan, "Beyond Boundaries, Beyond Healthcare" encapsulates our determination to transcend industries and real life boundaries to deliver medical benefits to everyone, especially those in hard-to-reach areas, including conflict zones and developing regions. This reflects Hippocrat's philosophy of aspiring to advance beyond the conventional image of medical care, integrating it conveniently and easily into daily life for all.
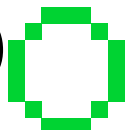
02
LOGO & CHARACTERS

LOGOTYPE
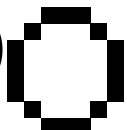
Our redesigned logo represents a bold departure from our past, embodying a fresh, determined approach. It's a visual manifestation of our mission, vision, and DNA, encapsulating the essence of our brand's evolution.

Hippocrat's new logo symbolizes our steadfast commitment to revolutionizing healthcare, dismantling its inefficiencies and outdated practices through the potent forces of decentralized blockchain technology and self-sovereign data empowerment.
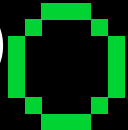
Type_1 Default

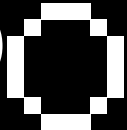Type_1 Default_mono

Type_2 White_neon
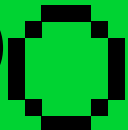

Type_2 White_mono

Type_3 Neon_black

Type_3 Neon_white

CHARACTER

HIPPO with CRAT

Symbolizes our philosophy of patient-centered care, with Casual & warm sentiment.

Hippocrat's identity is inspired by the symbiotic relationship between the hippo, 'Hippo,' and the bird, 'Crat.' Similar to the way the hippo bird assists in removing bothersome foreign substances, healthcare professionals maintain a close bond with patients in the healthcare ecosystem.

The special hippo, armed with decentralized blockchain technology and data sovereignty, embodies a revolutionary intent to overcome inefficiencies in traditional healthcare systems. In pursuit of our vision and mission for healthcare innovations, we aim to provide personalized healthcare at any time for everyone.

HIPPO

The hippo is cute and lovable, radiating a bright and cheerful demeanor. Always friendly, Crat lends a helping hand when needed, symbolizing diverse people worldwide. This amiable hippo embodies the spirit of Hippocrat, breaking old systems and charging forward into a brighter future.
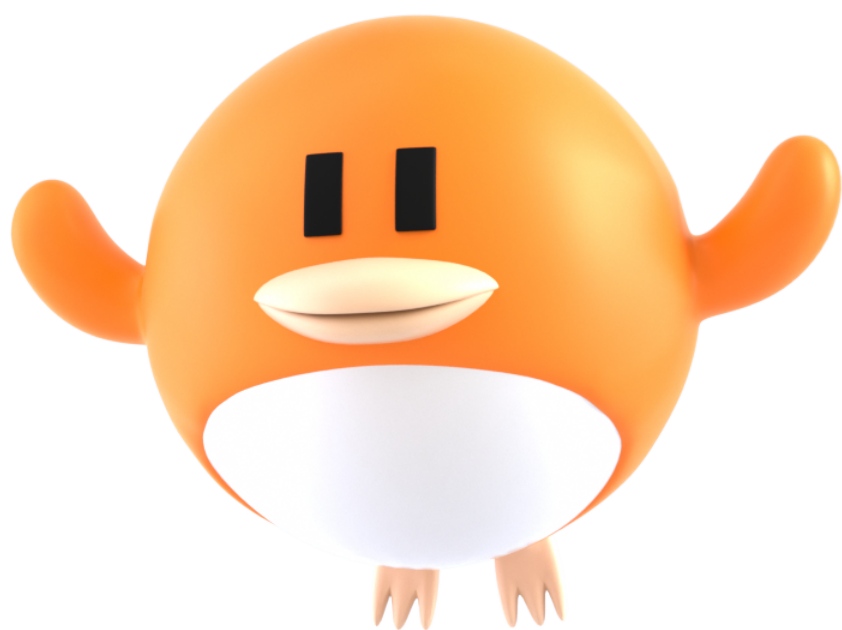
CRAT

Crat is delicate and tender. Always by Hippo's side when it's sick and needs help, Crat symbolizes the medical team. The story of the caring hippo and talkative bird, always helping those in need, is the cornerstone of the Hippocrat story.

SYMBOL

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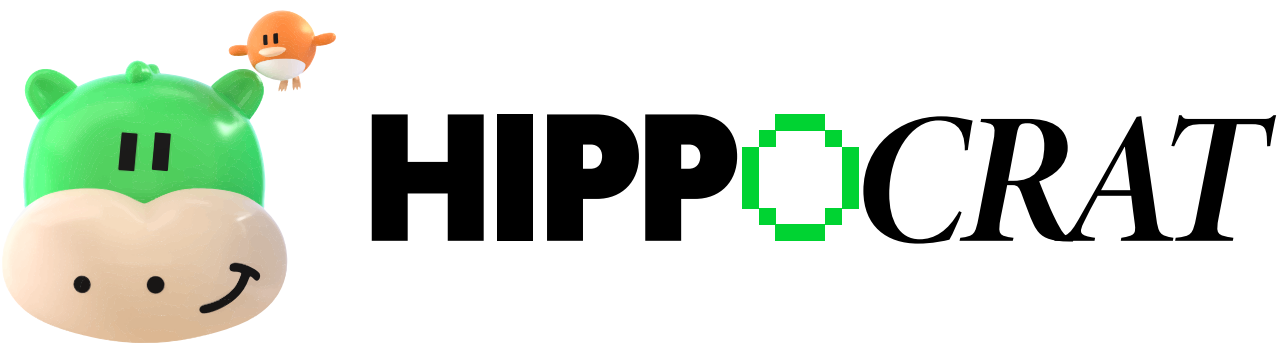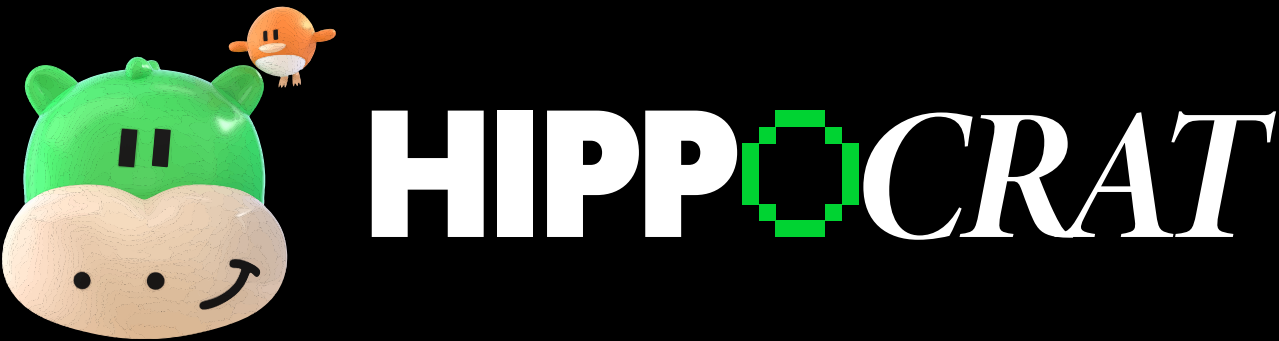
Type_1 Default

Type_1 White

Type_2 Default

Type_2 White

CLEAR SPACE

Logotype
Use the pixel graphic "O" for the Y value. Make sure to select and incorporate an "O" of the exact size as the standard logo. Leave this space empty.

Symbol & Logotype
For the X value, choose the pixel graphic "I." If the logotype descends, split the pixel graphic "O" in half. Employ an "O" of the same size as the standard logo and leave this space empty.

LogoType

y : Indicater

Symbol & Logotype

x : Indicater

x : Indicater

ICON

This is the icon used across various Hippocrat brand channels. The first one is the icon and logotype utilized in the Hippo app. The second and third icons feature images of Hippo and crat, visible on diverse brand channels such as Discord and Twitter.

These icons may be employed differently based on their respective characteristics. For content with compromised visibility and clarity, it is advisable to use the second icon to enhance the overall presentation. On the other hand, the third icon can be utilized for content with good visibility and clarity.

HIPPO APP ICON & LOGOTYPE

COMMUNITY ICON & LOGOTYPE_VER.1

COMMUNITY ICON & LOGOTYPE_VER.2

03
TYPOGRAHY

BRAND TYPEFACE

The typography of Hippocrat represents the brand's philosophy and values. Hippocrat advocates for a bold and thoughtful communication and behavior style.

Geomanist
Geomanist Ultra is the primary typeface, maintaining a letter-spacing reduction of -20%.
For graphic purposes, the designer has the discretion to switch to Bodoni 72 Italic for the latter part of the sentence.

GEOMANIST
GEOMANIST
GEOMANIST
GEOMANIST
GEOMANIST

Driven by our passion and determination, we selected the 'GEOMANIST' Ultra Sans Serif font for its ability to convey a bold and impactful presence as our main typeface. This font strikes a balance between casual and serious, reflecting Hippocrat's audacious spirit of challenge and our commitment to approachable, patient-friendly Easy & Casual concepts.

BRAND TYPEFACE

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Bodoni 72 Oldstyle:
Bodoni typeface is employed strictly as a complementary role to Geomanist and is not used independently without Geomanist. This is symbolic of C rat, representing Hippo's supplementary character, and is designed to reinforce the overall brand identity.

Bodoni 72 Italic

Bodoni 72 Italic

Bodoni 72 Italic

Bodoni 72 Italic

Bodoni 72 Itailc

we have adopted the elegant and user-friendly Serif font 'Bodoni 72' Italic as well, offering a distinct contrast to the Geomanist font. This choice symbolizes Hippocrat's pursuit of a more sophisticated and professional Web3 healthcare system and safety.

04
COLOR PALLETE

BRAND COLOR

The brand color palette is designed to connect marketing communication with services and core values, aiming to enhance familiarity and visual recognition.
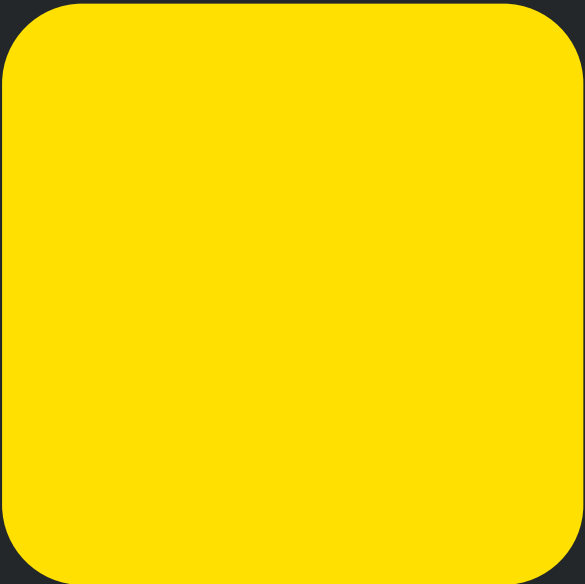
#00D332
R:0 G:211 B:50
C:79 M:0 Y:94 K:0

#1CA9FE
R:28 G:169 B:254
C:70 M:23 Y:0 K:0

#F46CBD
R:244 G:108 B:189
C:11 M:69 Y:0 K:0

#FFE000
R:255 G:224 B:0
C:6 M:14 Y:87 K:0

#FF5D01
R:255 G:93 B:1
C:0 M:77 Y:93 K:0

#E2E2E2
R:226 G:226 B:226
C:13 M:10 Y:10 K:0

BRAND GUIDE VER.1.0

The introduction of Brand Guide Version 2.0 announcing the inception of Hippocrat, has come to an end. Please make sure to adhere to the guide to capture the unique core values and marketing voice of Hippocrat accurately.

Look forward to upcoming updates, including brand guides for application systems and motion graphics systems. We'll update them soon. Thank you for reading.

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