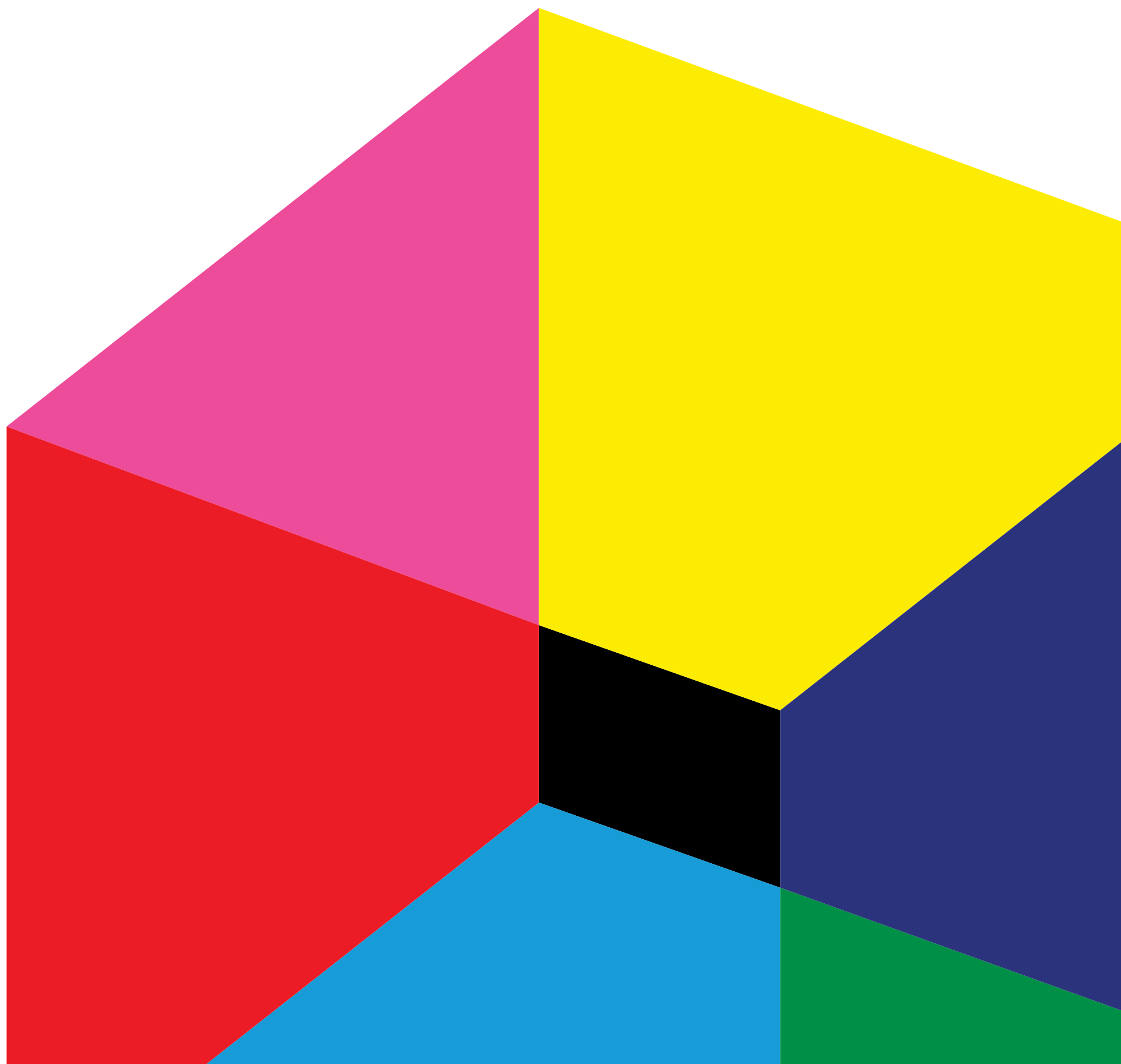


High Fidelity

Brand Style Guide



Manifesto

Technology has expanded our reach: Hundreds of channels, thousands of songs, millions of search results. And now, billions of people.

We can send a message, upload a video, or share a screen with almost anyone on the planet...but we're not really there. We're watching, and shouting, from a distance.

What if instead of multiplying our choices and dividing our attention, we used technology to close that gap. To make the online world better, not bigger.

What if we create a place where we come together to share not just our data, but something deeper: Our humanity.

The way we dream and design and work together, is different. We are not a technology company that has ignored the gravity of its responsibility.

We believe it's not about what we can do with technology, but why we should do it. Rather than dent the universe, we'd like to be of some service to it.

Faced with both peril and opportunity, we choose to create a different digital reality.

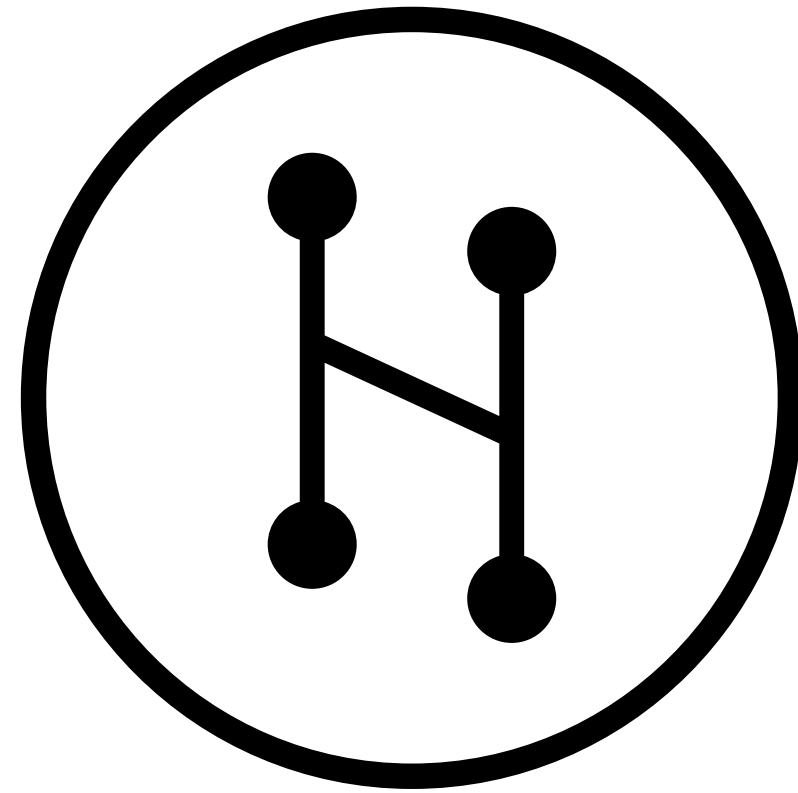
A reality that is more than just exploring, or doing, or connecting, but about discovering, becoming, and communing.

A place that uses the potential of the virtual to focus on experiences that are real: meaningful, challenging, equitable, empowering, and far **more human.**

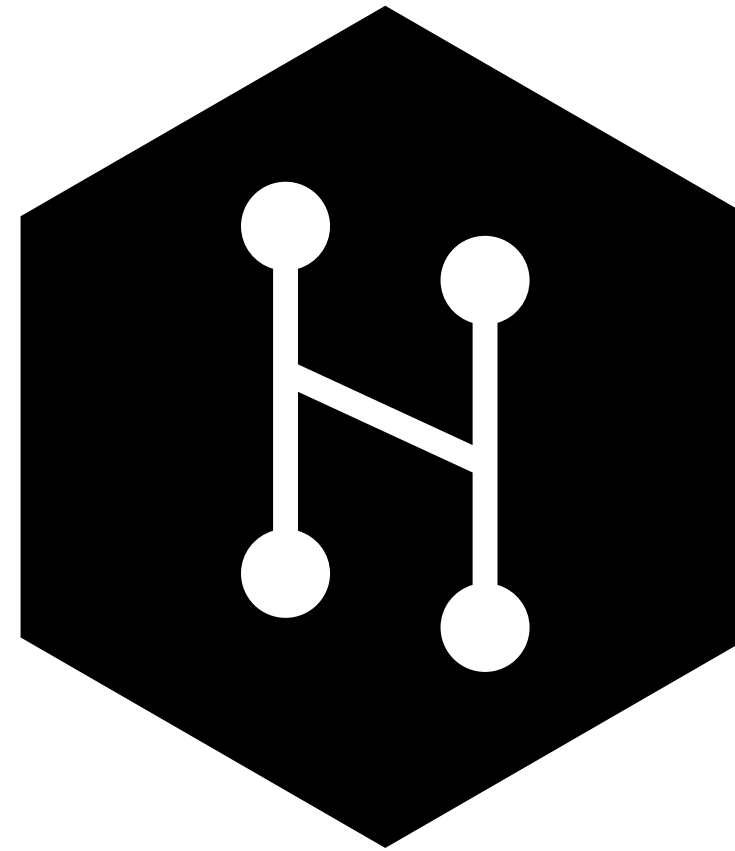
High Fidelity

More human

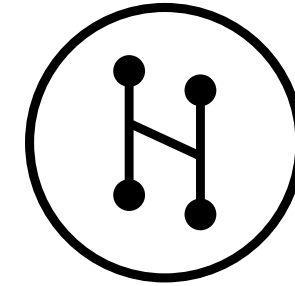
Icons



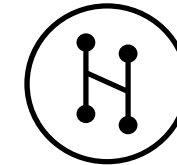
Application Icon



Server Icon



High Fidelity



High Fidelity



High Fidelity

100px / 26mm

High Fidelity

The logomark is removed from the wordmark
when smaller than 100px or 26mm

Logo Lockups



Logo Lockup



Basic Construction



Logo with Tagline

Logo Lockups



Logo Lockup

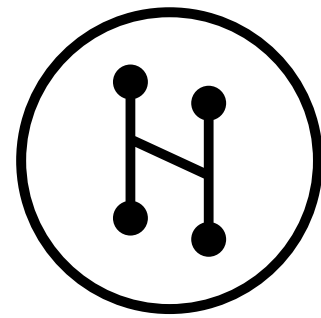


Basic Construction



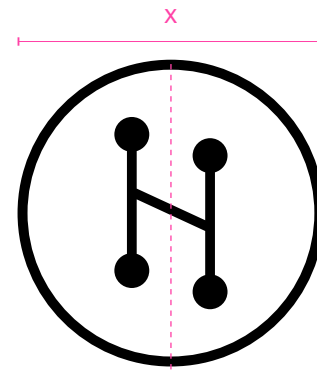
Logo with Tagline

Logo Lockups



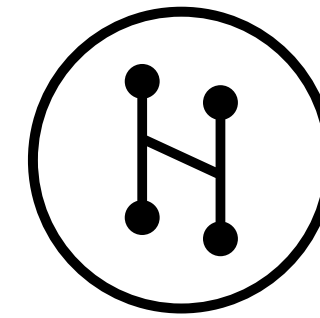
High Fidelity

Logo Lockup



High Fidelity

Basic Construction



High Fidelity

More human.

Logo with Tagline

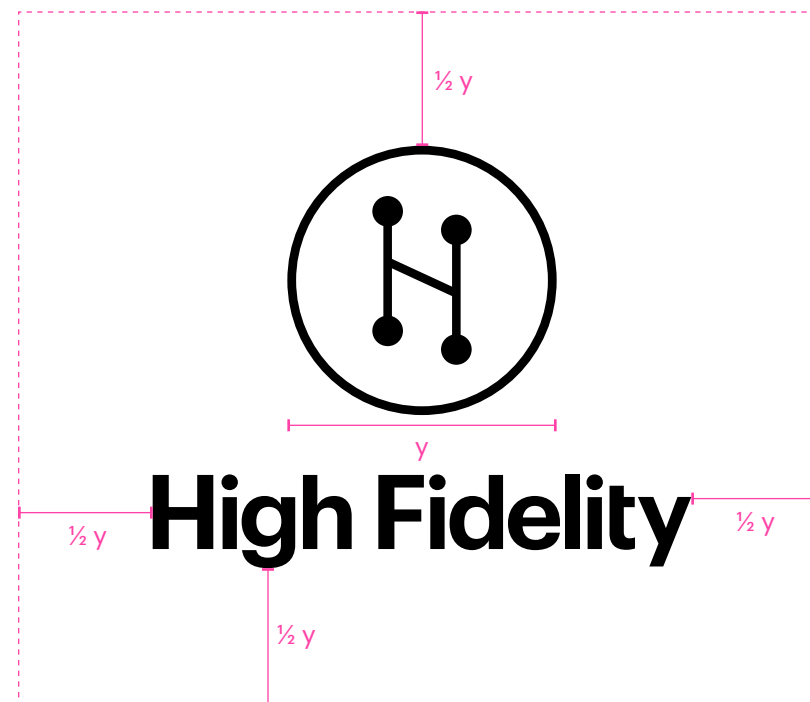
Logo Spacing

Different occasions call for different logo lockup combinations. High Fidelity uses three different logo lockups - select the version that will retain the highest readability on the document you're applying it to.

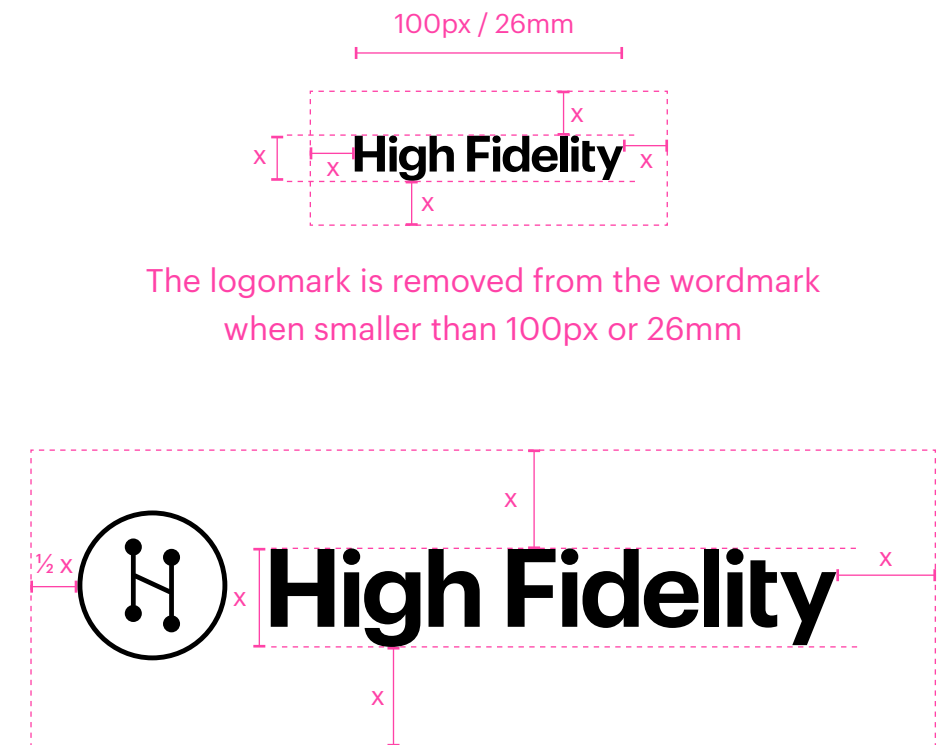
Do not attempt to recreate logo lockups from individual logomark and wordmark components. Instead use the logo lockup graphics provided in our [Press Kit](#).



Top Left Lockup Spacing



Top Center Lockup Spacing



Left Lockup Spacing

Logo Do's

High Fidelity 



When logo is smaller than 100px or 26mm
the 'H' logomark is removed from the wordmark

Logo Don'ts



Don't rotate the logo



Don't stretch, skew or bend the logo



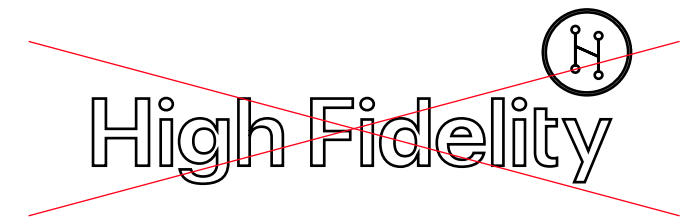
Don't add extra elements to the logo



Don't color any logo elements



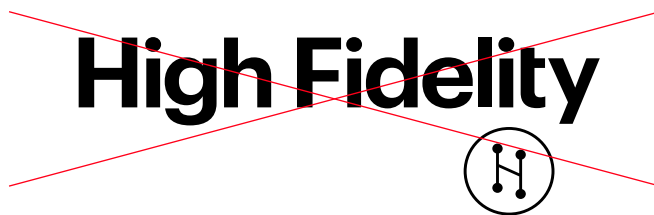
Don't crop the logo



Don't add outline, glow, or shadow to the logo



Don't leave 'H' logomark on logos smaller than 100px or 26mm

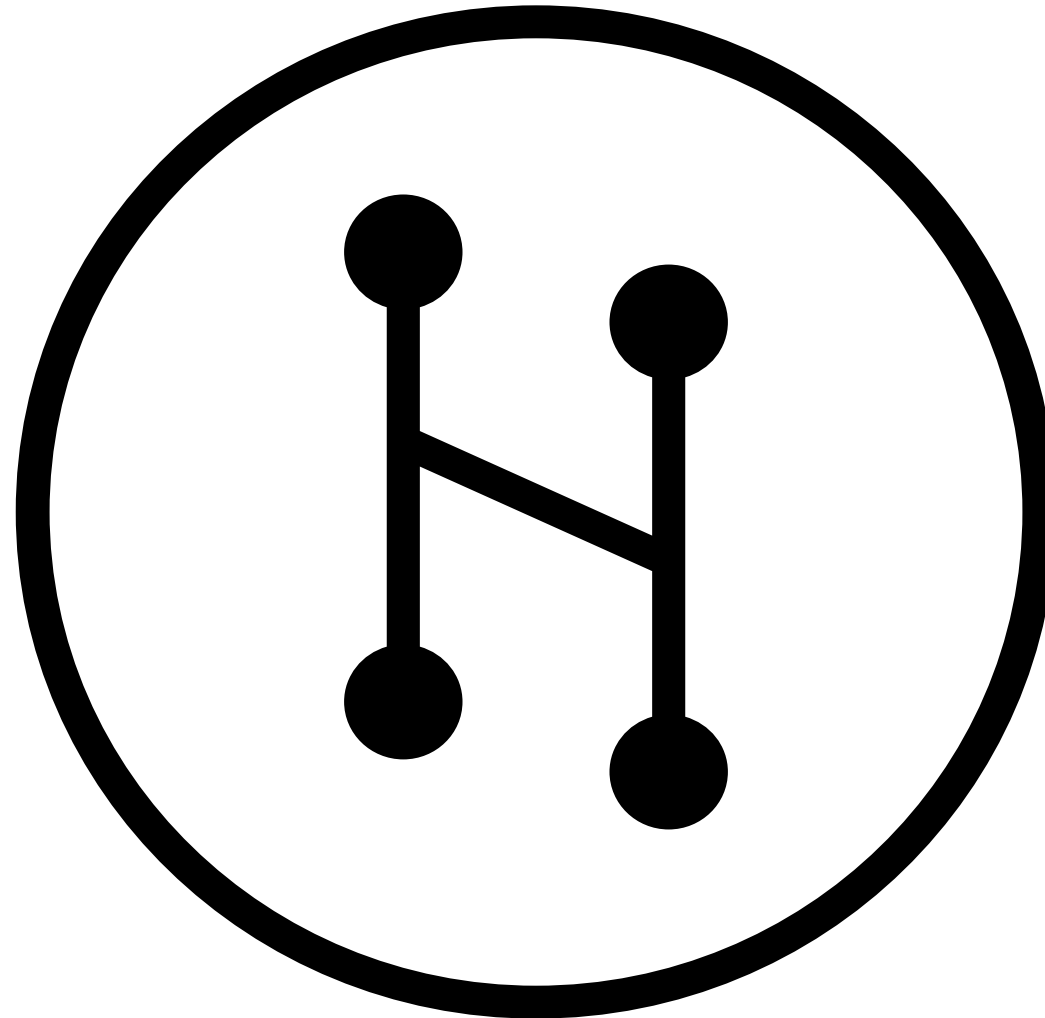


Don't rearrange the elements of the logo



Don't place the logo over backgrounds that make it difficult to read

Logomark



The High Fidelity logo mark may be used in limited circumstances without the logo text, such as in an environment where company name is already known, or where the full logo also appears nearby.

Graphik

Semibold

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

H1

**We're here
to help
humanity
share their
humanity.**

H3

**We're here
to help
humanity
share their
humanity.**

Graphik Semibold

Primarily used for large headlines and titles,
tracked slightly tighter than normal

H1 Font size: 40pt Tracking: -10 Leading: 44pt

H2 Font size: 32pt Tracking: -10 Leading: 36pt

H3 Font size: 21pt Tracking: -10 Leading: 25pt

H2

**We're here
to help
humanity
share their
humanity.**

BODY

The company has developed an open-source application for building and deploying virtual environments (domains) to desktop and server computers.

The virtual domains are designed to be social and interactive, meaning they allow for the real-time addition, rearrangement, and gross modification of 3D assets simultaneously by multiple users.

Our goal is to deploy an open, flexible platform for a variety of VR applications rather than a specific, narrow VR experience.

Graphik Regular

Used in subheads and body copy throughout the brand

Font size: 16pt Tracking: 0 Leading: 28pt

LABELS

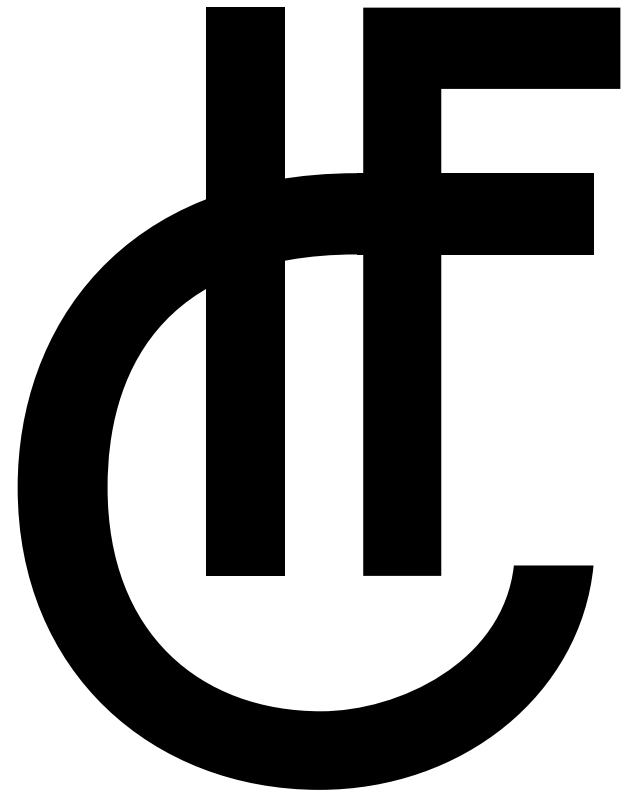
**PHILIP ROSEDALE
FOUNDER HIGH FIDELITY
& SECOND LIFE**

Graphik Semibold, all-caps

Used for short titles and labels

Font size: 16pt Tracking: 0 Leading: 18pt

HFC Icon



Cryptocurrency Icon (HFC)

Thanks for putting
on a great show!
I'm sending ₿250 your
way as a token of my
gratitude for your work.

Icon in context

Color Palette

The primary palette is black and white, with the colors and neutral greys used as accents to add depth and interest to designs.

Red

R 255
G 0
B 26
#ff001a

Pantone 2035 C

C 0
M 97
Y 100
K 3

Magenta

R 255
G 66
B 167
#ff42a7

Pantone 232 C

C 6
M 70
Y 0
K 0

Darker Grey

R 126
G 140
B 129
#7e8c81

Pantone 415 C

C 22
M 14
Y 23
K 38

Grey

R 216
G 225
B 217
#d8e1d9

Pantone 2330 C

C 13
M 9
Y 13
K 0

Dark Grey

R 183
G 200
B 185
#b7c8b9

Pantone 421 C

C 13
M 8
Y 11
K 26

Light Grey

R 241
G 243
B 238
#f1f3ee

Pantone Cool Grey 1 C

C 4
M 2
Y 4
K 8

Black

R 0
G 0
B 0
#000000

Pantone Process Black C

C 0
M 0
Y 0
K 100

Blue

R 23
G 41
B 131
#172983

Pantone 2736 C

C 97
M 95
Y 0
K 0

Cyan

R 0
G 158
B 224
#009ee0

Pantone 2191 C

C 89
M 18
Y 0
K 0

Green

R 0
G 144
B 54
#009036

Pantone 362 C

C 78
M 0
Y 100
K 2

Yellow

R 255
G 237
B 0
#ffed00

Pantone 107 C

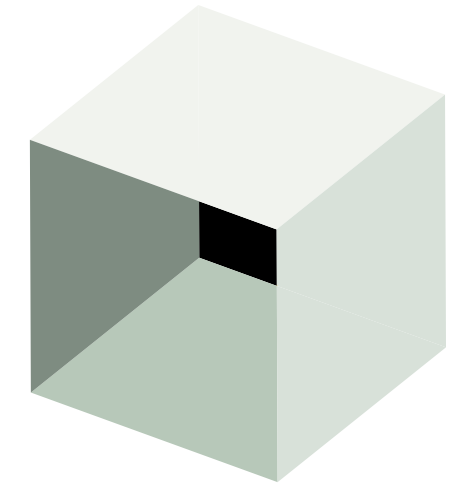
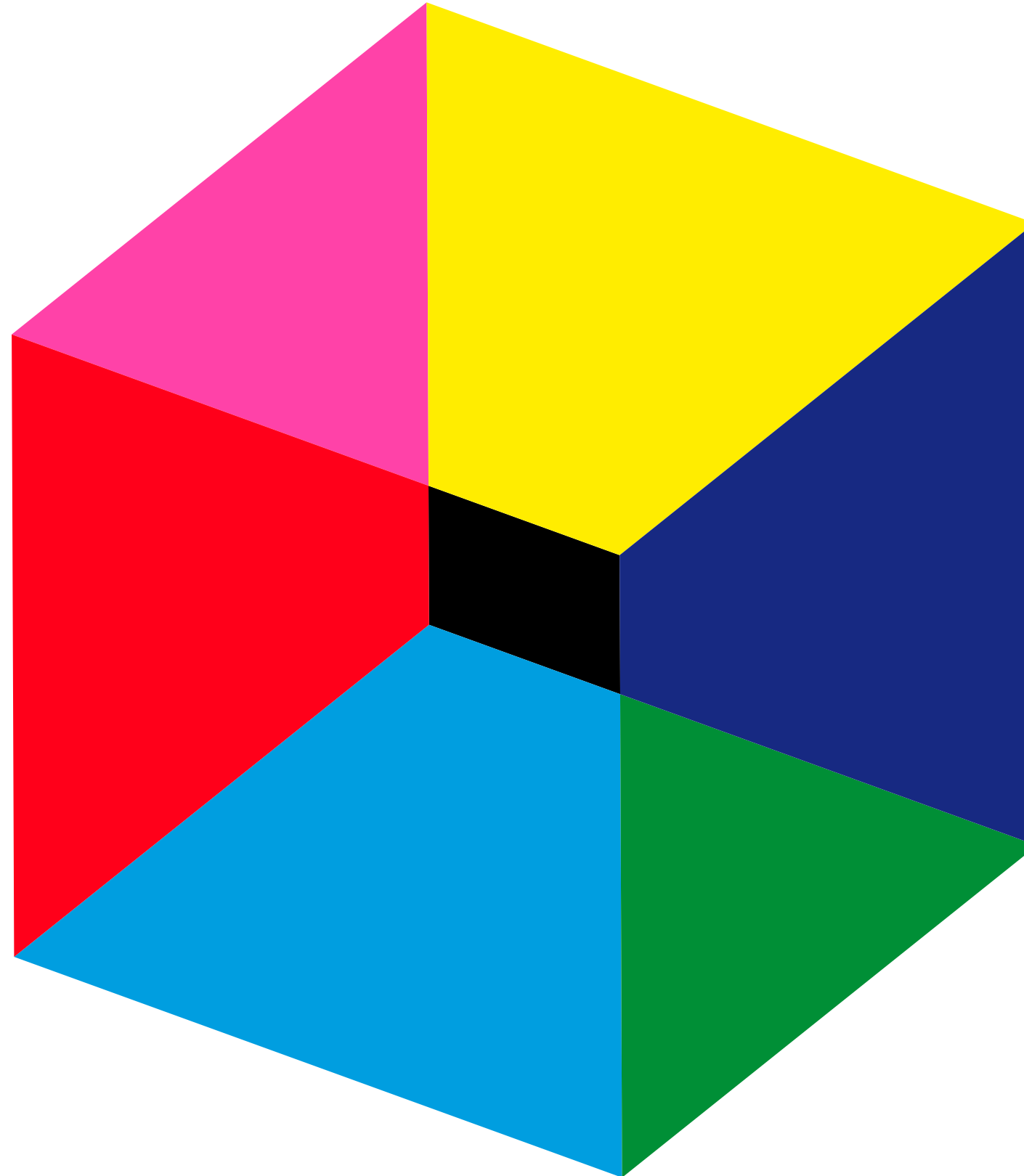
C 0
M 0
Y 92
K 0

The Voxel

The graphic language of the brand evolves out of the use of voxels as a 3D, rotated portal. This portal represents a window or door to another world and is rotated and built of varying depths. In most cases, the facets of the portal are the primary colors of the color palette with black, white, imagery, or copy at the center.



A voxel 'fragment' can be applied to corners to add depth and a touch of our brand.



The voxel can be constructed of shades of a single color.



The voxel can be both shallow or deep and can contain imagery.

Photography

While photographic treatments and styles can vary, all photos should embody the “**More human**” aspect of the brand, and feature a recognizable human form in some aspect.

Stock photography shouldn't appear cheesy or corporate. Look for genuine and sincere imagery.



Resources





High Fidelity 185 Clara Street Suite 100 San Francisco 94107 highfidelity.com