



BRANDING GUIDELINES

PURPOSE

To empower the Hip Hop community through a brandable online presence to enable them to receive the rewards provided by the technology and identity that a .HipHop domain delivers.



OUR VALUES

CREATIVITY - AUTHENTICITY - RESPECT - EQUALITY - SELF-EXPRESSION



BRANDING GUIDELINES

Primary

#FB705A

#E74B32

#C32B13

Secondary

#FBAB5A

#E78D32

#C36C13

Accent

#D34B89

#C22A6F

#A41053

#FFFFFF

#D9D9D9

#242323

#0C0B0B

COLORS



FONT STYLES

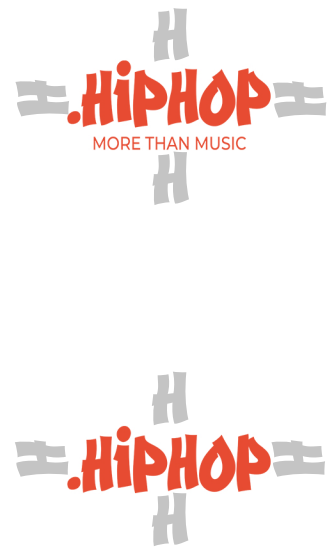
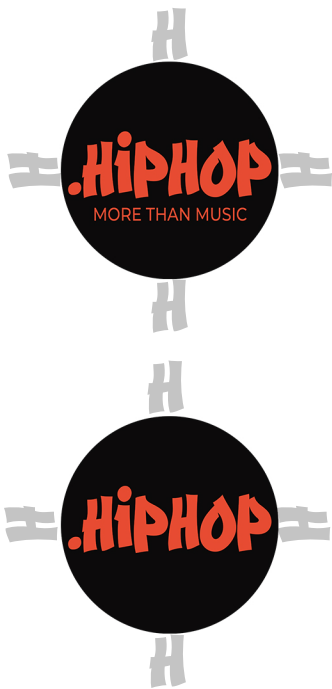
Montserrat - Headings should be bold and all caps. Paragraph text can be bold or regular and can utilize any of the approved colors provided that there is reasonable contrast and readability between the font and the background.

Roboto - Can be used for paragraph text only. Heavier weights and italics are acceptable when emphasis is needed. For mono type, use Roboto Mono



LOGO STANDARDS

LOGO PLACEMENT MUST OBSERVE EXCLUSION ZONES



NON-CIRCULAR LOGOS MAY ONLY BE USED ON THE CORRESPONDING SINGLE-COLOR BACKGROUNDS.

#0C0B0B

.HIPHOP

#FFFFFF

.HIPHOP
.HIPHOP

#E74C32

.HIPHOP



LOGO STANDARDS



IMPROPER USAGE

Logos should always be used with taglines, unless the size makes the tagline illegible.



Do not alter proportion, skew, or rotate.



Do not alter logo colors.





EDITORIAL STANDARDS

All headings should be capitalized.

The domain extension should always have both letter H's capitalized. [.HipHop]

The term hip-hop may be expressed as hip-hop, hip hop, or hiphop. AP style guide recommends hip-hop.

Casual writing style may incorporate slang and double negatives to align with voice.

VOICE

	DESCRIPTION	DO	DON'T
PASSIONATE	We're passionate about elevating hip-hop	Use strong verbs, be champions for the hip-hop community	Use passive voice or appear weak
QUIRKY	Not afraid to challenge status quo, expressive	Be spontaneous, expressive, and unexpected	Overuse slang, use domain jargon, or stray off topic
AUTHENTIC	True to the hip-hop community, more than money	Be honest and direct	Use marketing jargon, or overpromise