Hotsi

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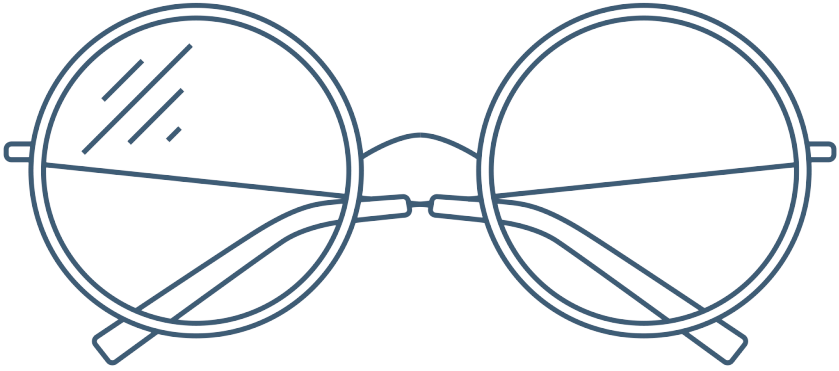
LET'S GET GOING

OUR VISION

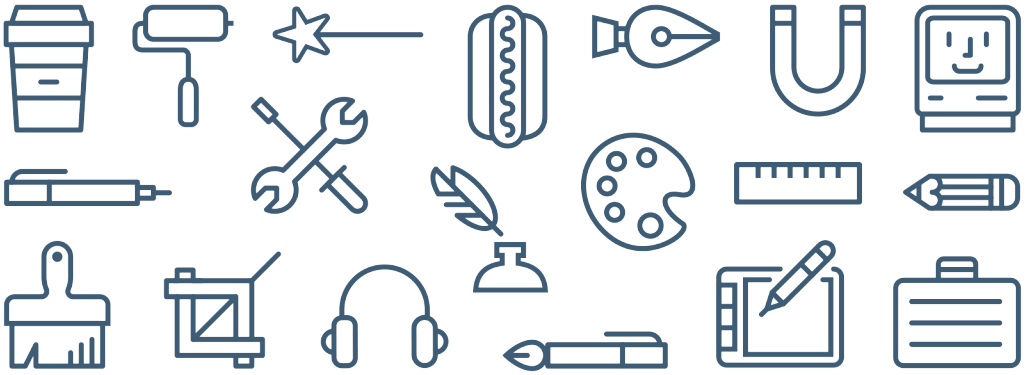


TO EQUIP & DELIGHT

To Equip: Enabling developers and designers at all levels

To Delight: To make development a beautiful and simplistic experience

OUR PURPOSE



To **equip** developers, designers and small businesses with the **tools** to create and launch **beautiful experiences** for their customers and users.

OUR FOUNDATIONS

WE ARE MODERNISTS

We like to keep it simple and accessible, whatever level you are at.

WE ARE PEOPLE PEOPLE

At our core, we just want to enable people to develop for people.

WE LIKE CELLOPHANE

Nothing to hide, we are upfront and honest about what we do.

WE ARE ALPHA DOGS

We aim to lead the pack through innovation and creativity.

OUR VALUES

ACCESSIBLE

INNOVATIVE

AFFORDABLE

SECURE

RELIABLE

GLOBAL

OUR LOGO

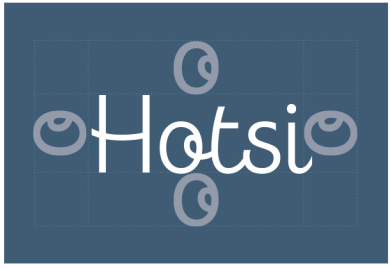
Hotsi

Hotsi Logo: Not to be used under 30mm wide.

Hotsi Hotsi Hotsi

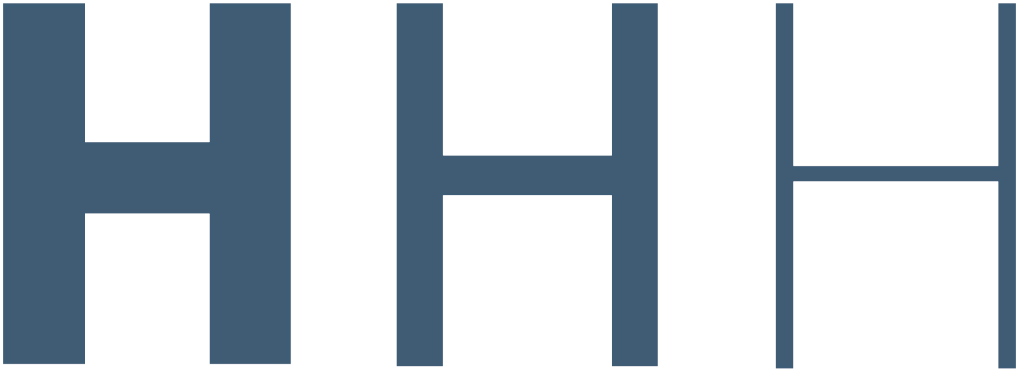
Hoist Logo: The minimum size for web it is 40px wide, and for print is 10mm wide.

On colored backgrounds, logo should be white.



The space between the logo and other items should be the height of the 'O'.

OUR TYPEFACE



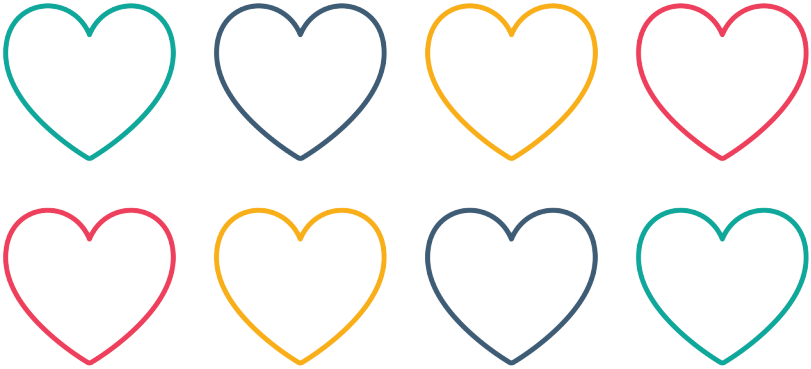
SOURCE SANS PRO

To be used in both print and web applications.

Bold: Only use in uppercase with +150 tracking

Everything else - Dont know, will add as brand evolves

OUR COLORS



HOTSI GREEN
RGB: 0, 155, 140 | #009A8B | CMYK: 65, 0, 35, 0

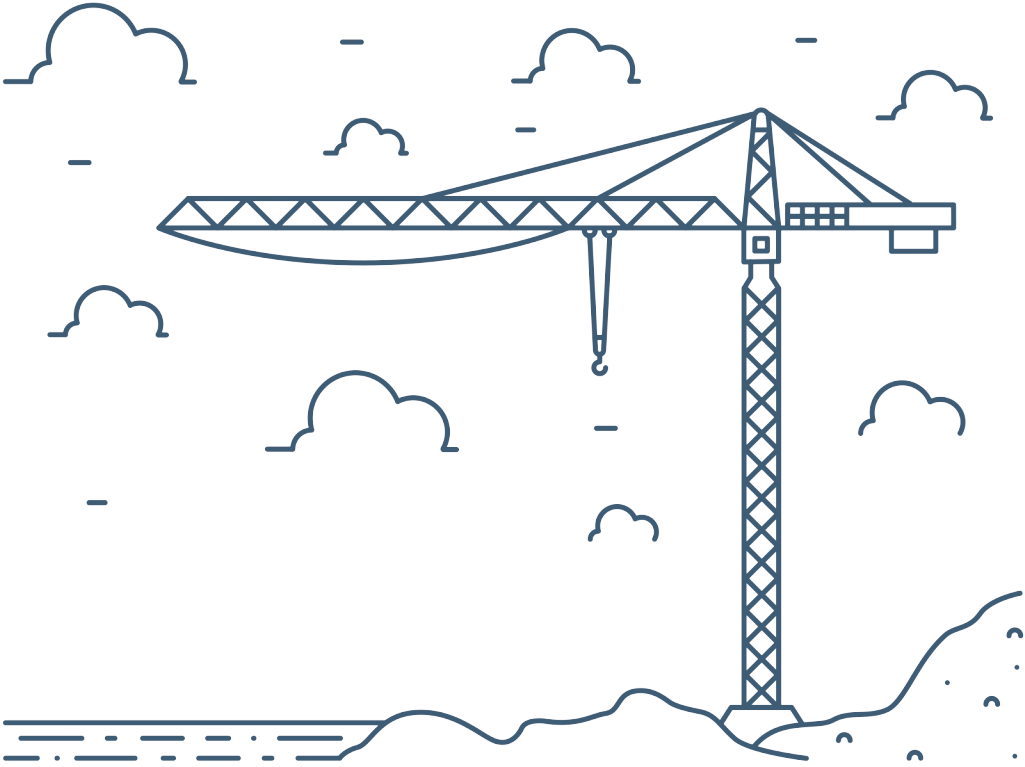
HOTSI BLUE
RGB: 65, 80, 100 | #404F63 | CMYK: 80, 60, 35, 15

HOTSI YELLOW
RGB: 240, 160, 40 | #EFA027 | CMYK: 0, 30, 100, 0

HOTSI RED
RGB: 225, 65, 85 | #E04054 | CMYK: 0, 90, 60, 0

Colors can be used at 100%, or at a tint if additional color ranges are required.

OUR ILLUSTRATIONS



Illustrations can be of anything and everything, but make sure that the stroke weight is 2pt. Check out https://www.iconfinder.com/icons/185085/happy_smiley_streamline_icon#size=128 for a set of icons that fit the style.

OUR VOICE

We are **fun**, we are **friendly**, we explain things clearly, **without jargon**. We are **people** and we are talking to you, another person.