



Brand Guidelines

2026

01

Visual style

1.1

Logo

Hyper
Morph

[Link to logo files](#)



Symbol



Hyper
Morph

Hyper
Morph

Hyper
Morph

Hyper
Morph

Guidance



Don't rotate, stretch or distort



Don't use the logo without symbol



Don't add gradient or stroke



Make logo visible on background



Don't add dropshadow



Don't use random colors for the logo

1.2

Typography

Primary typeface

Inter

Primary typeface

Inter Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Inter SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Inter Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Type Hierarchy

Display	Inter Bold
Heading	Inter Bold
Title	Inter Bold
Subtitle	Inter Bold
Body	Inter Regular
CTA	Inter Bold

Secondary typeface

Open Sans

Secondary typeface

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Open Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

Open Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890.,:;?!

1.3

Color

Colors

#164170

#409DBC

#F5AC1B

#FFFFFF

#000000



02

Video

3.7

Video format & export settings

Aspect ratios

Use depending on platform:

- 16:9 — YouTube, Website
- 9:16 — TikTok, Reels, Shorts
- 4:5 — Social media portrait posts

16:9
YouTube,
Website

9:16
TikTok,
Reels,
Shorts

4:5
Portrait posts

Resolution

- 1080p minimum
- 4K preferred for interviews or hero footage

1080p

FULL HD

4K

ULTRA HD

File requirements

- Codec: H.264
- Container: .mp4
- Audio: AAC, 48kHz

▼ Export Settings

Format: H.264 ▼

Preset: Match Source - High bitrate ▼   

Comments:

Output Name: pricing page.mp4

☒ Export Video ☒ Export Audio ☒ Export Captions

03

Application

Social Media Avatar

