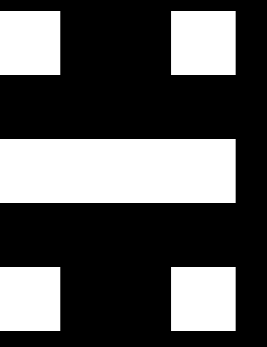
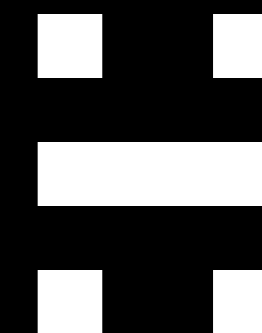


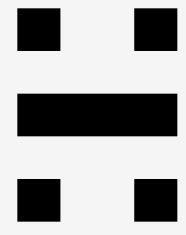
Huddly visual guidelines



October 2025



Introduction	03
Brand	04
Layout	05
Huddly logo	06
Colors	07
Font	08
Photos	09
Contact	10

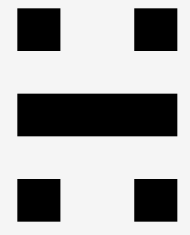


Hi!

We're excited to have your support in promoting Huddly technology!
Here's a handy guide to help you showcase our brand and products.

When working with the Huddly brand, you will be using a simplified version of our visual identity. For example a selection of colors from the full palette, a curated image library, and a preinstalled system font. Our goal is to make it easy for you to create marketing material that's impactful and aligned with the Huddly brand.

- Introduction
- Brand
- Layout
- Huddly logo
- Colors
- Font
- Photos
- Contact



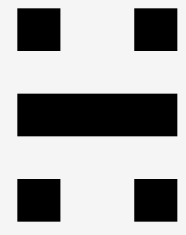
Brand and design principles



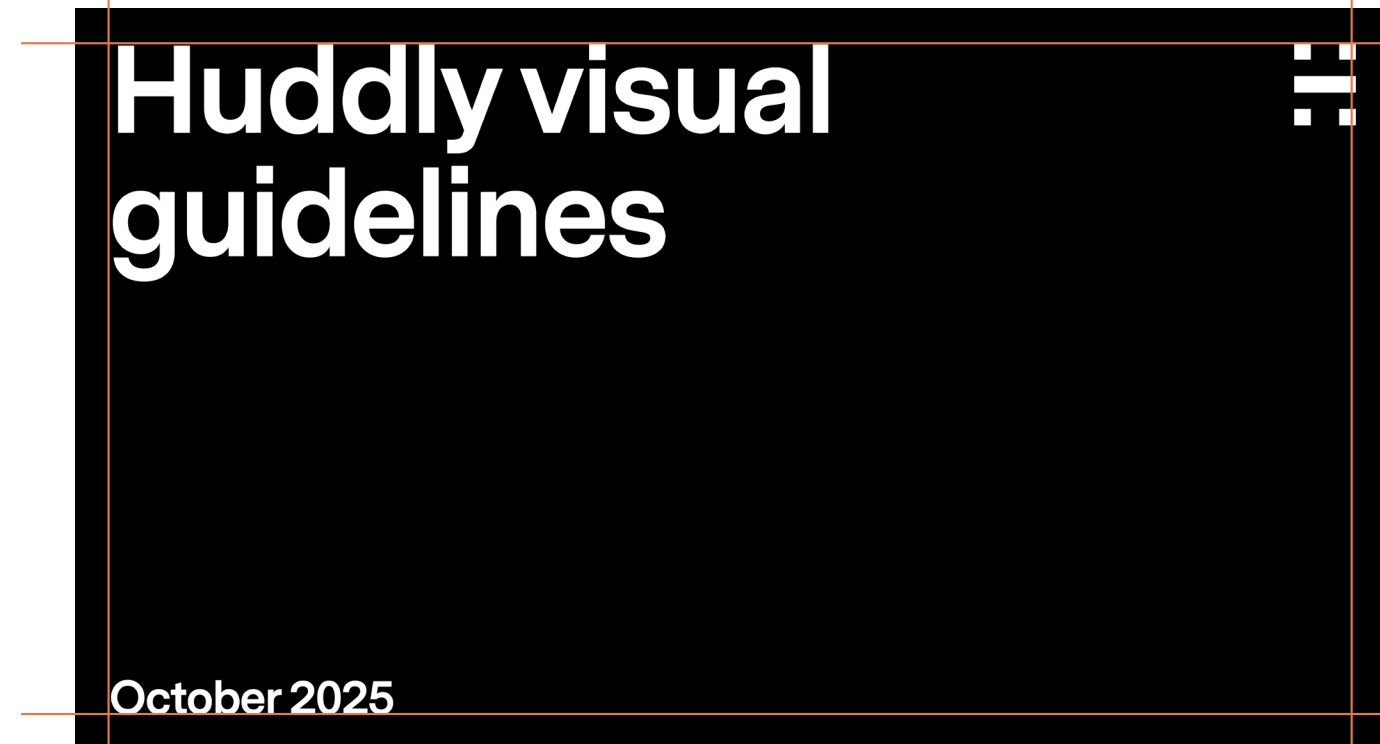
The Huddly brand is rooted in functionalism – we believe that less is more. This mindset is deeply ingrained in every aspect of our brand, from product design and packaging to written content and marketing materials.

An example of this is our logo symbol. It's shaped like an H, but it also uses simple shapes to show four people working together around a table. This symbolizes the importance of human collaboration, which is at the core of what we do.

- Introduction
- Brand
- Layout
- Huddly logo
- Colors
- Font
- Photos
- Contact



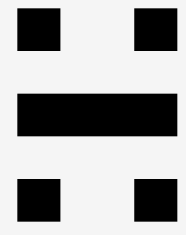
Layout



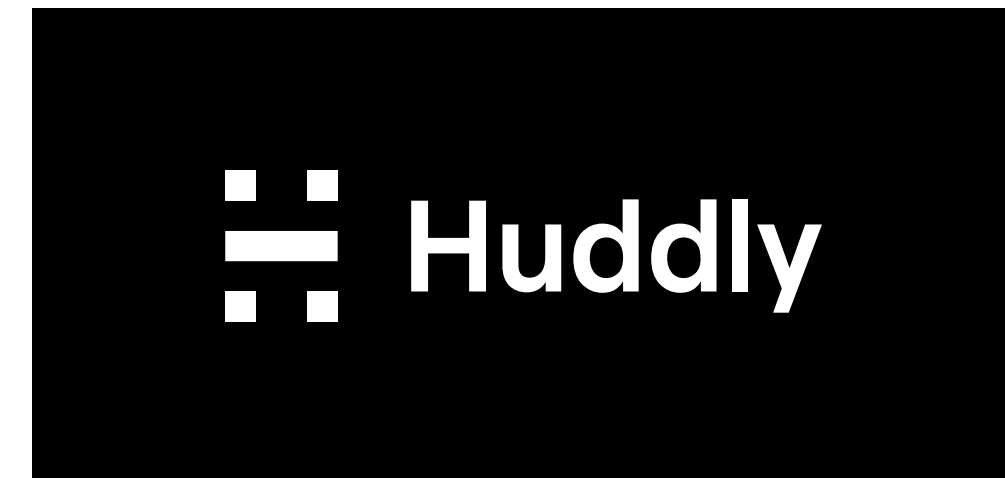
Our layouts are all based on a simple grid system. They should appear structured, strict, and timeless.

The relationship between content and surface borders is important. Text and other design elements should hug the sides tightly, while images and color fields can extend all the way to the edges.

- Introduction
- Brand
- Layout
- Huddly logo
- Colors
- Font
- Photos
- Contact

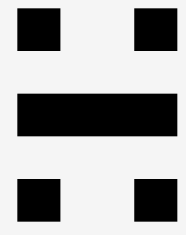


Huddly logo



The logo should only be used in black or white. The black logo is for light backgrounds and the white logo is for dark backgrounds.

The minimum clear space around the logo is the height of the H in the Huddly logo. This ensures that the distance between the symbol and the wordmark is smaller than from the logo to other design elements, connecting the two and making it a unified form.

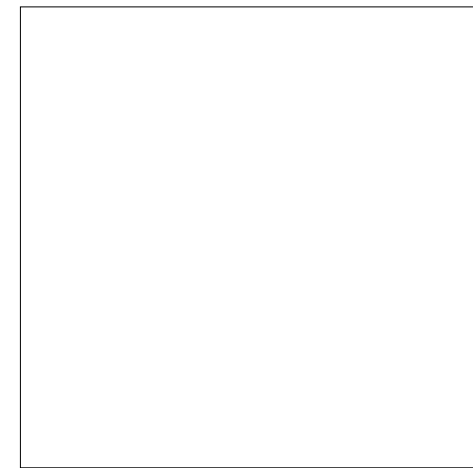


Colors

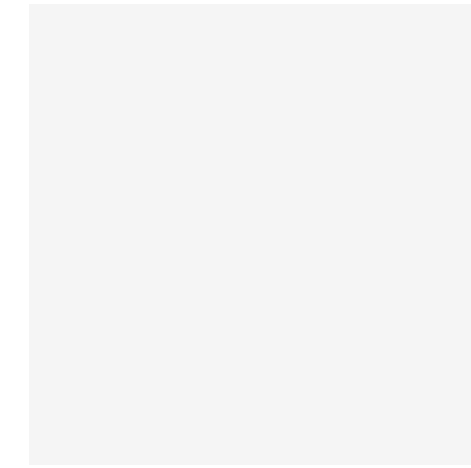
Neutrals



Black
HEX: #000000
RGB: 0, 0, 0



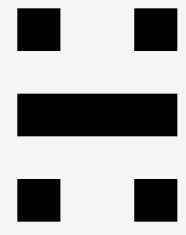
White
HEX: #ffffff
RGB: 255, 255, 255



Gray 96
HEX: #f5f5f5
RGB: 245, 245, 245

The Huddly brand is fundamentally black and white. To prevent clashes, we recommend using only the neutral colors (black, white, and gray) from the Huddly color palette.

- Introduction
- Brand
- Layout
- Huddly logo
- Colors
- Font
- Photos
- Contact



Font

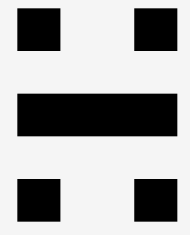
Arial regular and bold should be used on all materials.

In addition, we:

- Never use all caps
- Always left align
- Only use bold font for headings and regular font for body text
- Use as few font sizes as possible
- Use white text on a black background
- Use black text on a white or light gray background

We use Arial Bold for headings

We use Arial Regular for body text. Arial is a system font, which means that it is already preinstalled on your computer.



Photos



Product photo

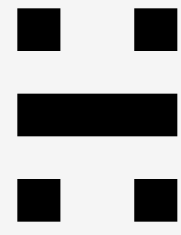


Product in scenario



Scenario photo

We have two types of photos for promoting our products: product photos and scenario photos. It's important to note that these photos should not be edited in any way, including the use of color filters or other effects.



- Introduction
- Brand
- Layout
- Huddly logo
- Colors
- Font
- Photos
- Contact

Thanks!

Thank you for your attention. We hope you find this guide useful when working with the Huddly brand. If you have any questions or feedback, get in touch at marketing@huddly.com.

