



hiya | Brand Guidelines

Section 1:

**DEFINING
OUR BRAND**

OUR MISSION

Our mission is to modernize the voice call with trust, identity and intelligence. We're protecting people from spam and fraud calls, connecting businesses with their customers, and helping carriers secure their networks for all.

BRAND VALUES

Innovation

We don't believe in doing things the way they've always been done: Our goal is to do things the way they should be done.

Disruption

We know our value; and we're not afraid to shake things up in the industry to show it.

Trust

We are transparent. We don't fabricate our abilities or lie about those of our competitors.

Authority

Hiya is a leader in the telecom space. Our voice should reflect our confidence in this.

BRAND VOICE & TONE

As an leader in the telecom space, Hiya's written content should be clear, concise and show our authority. We are the future—technology disruptors. Our writing should tell our audience that we are knowledgeable and trustworthy, but also that we aren't afraid to do things differently; better.

Use [AP Style Book](#)

Clear

Hiya finds the signal in a world full of noise. We eliminate chaos and distractions. Our writing reflects that purpose. We get straight to the point, explain our technology in simple terms, and respect our readers' time and attention.

Connected

Hiya enables wanted connections. We write with empathy for our customers' problems because we know how much the voice call still matters. We seek relevance with the people who use our services. We champion them in our writing.

Trustworthy

Hundreds of millions of people worldwide use our services. They've put their trust in our hands. We don't take this responsibility lightly. Our writing is grounded in facts, data, and real-world experience. When Hiya says something, you can take it to the bank.

Transparent

Hiya stands for identity. We shed light in dark places, expose the spammers and fraudsters, and bring authenticity and relevance to wanted calls from legitimate businesses. In our writing, we don't hide behind industry jargon or BS. If we make a claim, we have proof behind it. We're happy to call out competitors who fabricate or exaggerate their own capabilities.

Safeguarding

Hiya protects your most valuable assets – your time, reputation, and relationships. We are advocates for our customers and the ongoing relevance of the voice call in human communication. We channel this passion in our writing – in the way we defend our customers' rights and in the way we defend the voice call from those who would threaten it.

NOTES ON STYLE

Be declarative

Avoid words that detract from the position you are taking

Shorter is better

Avoid extra words when possible, and don't repeat yourself

Be sparing with commas

There are a whole host of other symbols you can use in lieu of commas (— ; :) — try them out!

Be straightforward

Avoid using flowery language, opt for clarity in your statements

Keep it personable

Don't get caught up in being technical/using jargon. Remember: you're writing to people!

NOTES ON STYLE

Examples

Instead of this	Try this
Optimize your visible metrics and evaluate your KPIs to best actualize key results.	Make sure to use the best metrics to meet your overall goals.
Branded caller ID transcends all tradition and pushes the boundaries of the spoken word.	Branded caller ID is a powerful tool than can optimize your outbound calling.
Precision and scope are crucially important to maximizing efficiency in operations.	Operational precision is key; it is crucial to maximize efficiency.
When using Hiya Connect, branded calls should be utilized as a solution for unknown outbound calls.	Utilize Hiya Connect as your branded call solution.

NOTES ON VERBIAGE

Use “secure voice solution”, “voice performance platform” instead of “app” or “voice network solution”

Use “spam risk” or “fraud risk” instead of “scam likely” don’t used “flagged as fraudulent” use “flagged as fraud”

Use “spam companies” instead of “criminals”

If talking about conversions, make clear that we’re referring to outbound call centers for sales and marketing

For healthcare, refer to people as “patients and/or their families” or “patients and/or their loved ones” and never “customers”, “users”, or “consumers”

DEFINING OUR TONE

Our brand has only one voice. However, our tone may change depending on context. When in doubt, use the following keywords to guide your tone when writing within different contexts.

Content Type	Main Tone
Twitter	Disruptive
Linkedin	Trustworthy
Blog	Authoritative
Core content	Innovative
Carrier	Trustworthy
Enterprise	Innovative
Press Releases	Disruptive

HIYA TERMS

Hiya has 3 distinct products for 3 different audiences:

- Hiya Connect for Enterprises
- Hiya Protect for Carriers & Device Manufacturers
- Hiya App for Consumers

Hiya's products can be referred to as SaaS products, applications or solutions. The action they perform (i.e. branding, spam protection) can be referred to as the "service."

Features & terminology for each product:

Hiya Connect

- Branded Call
- Secure Call
- Analytics & Insights
 - Branded Call Intelligence
 - Call Delivery Report
 - Performance Analysis Report
 - Reputation Analytics
 - Secure Call Intelligence
 - Secure Call Analytics
- Hiya Connect Console

Other key terminology for Hiya Connect:

- branded caller ID = network-integrated quality solutions (i.e. First Orion's offering, TNS's offering)
- caller ID solutions = CNAM + network-integrated solutions + app-based solution (i.e. FO, TNS, Neustar)
- caller ID = any labeling of a phone number, can be name or as simple as number-only labeling

HIYA TERMS

Hiya Protect

- AI Engine
 - Adaptive AI
 - Personal AI
 - Real-Time Intelligence
- Flexible Deployment Options
 - Mobile SDKs
 - Mobile SDK types
 - Hiya Client SDK
 - Hiya Companion SDK
 - Hiya Device SDK
 - Mobile SDK features
 - Call Screener
 - Network Integration
 - Network Integration types
 - Hiya API
 - Hiya TAS
- Hiya Carrier Console
 - Hiya Connect Analytics
 - Hiya Protect Analytics

Other key terminology for Hiya Protect:

- Spam = general term for all nuisance calls, unwanted, whether benign or scam/fraud
- Nuisance = unwanted but not malicious calls (i.e. being on a list for sales cold calls from a legitimate business, charitable organization or market research firm)
- Scam / Fraud = calls made with malicious intent to defraud the general public
- Spoof = calls made with malicious intent to defraud the general public by posing as a legitimate business, and/or calling from a different person or organization's phone number

HIYA TERMS

- False Negative or False Omission = Hiya identified this as neutral call but user reported it is spam/fraud
- False Positive or False Discovery= Hiya identified this as spam/fraud call but user reported it is not

Distribution Partner Solutions:

- AT&T Call Protect, AT&T ActiveArmor
- Rogers Spam Call Detect
- Samsung Smart Call
- Pepephone's Pepescudo app

HIYA TERMS

General Hiya terminology:

- Voice Performance Platform = What Hiya is “all-up” - inclusive of Hiya Connect, Hiya Protect & the Hiya app. Despite massive investments in mobile and voice, answer rates keep plummeting. Rising spam and fraud are fueling a voice performance gap. Enterprises and carriers must shift to a voice performance strategy, transforming voice into a new source of differentiation and a key value driver. Only Hiya’s innovative Voice Performance Platform brings a modern layer of trust, identity and intelligence to the voice call.
- The Hiya Network = all the carriers and OEM relationships that provide the distribution base for the Hiya Connect solution

Spam Categorizer

Category	Spam Type	Useful Notes
Non-spam	NOT SPAM	By default we always favor non-spam categorization; we’d prefer false negatives over false positives. Most generic form of NOT SPAM.
Debt collector	NUISANCE	
Telemarketer	NUISANCE	Slightly more clarifying than “robocaller”, but still mostly generic.
Political	NUISANCE	A more specific category than either “survey” or “robocaller”, which it also might be classified.
Survey	NUISANCE	
Phishing	FRAUD	Similar to extortion but often more clickbait than direct extortion. Equally dangerous if detected.
IRS scam	FRAUD	

HIYA TERMS

Category	Spam Type	Useful Notes
Tax scam	FRAUD	A more generic variant of the IRS scam, including general unpaid tax claims, or the CRA (Canadian Revenue Agency).
Tech support scam	FRAUD	
Vacation scam	FRAUD	A specific scam about false cruises, free flights, or similar. Often targets Expedia.
Lucky Winner scam	FRAUD	A scam of the user winning something. Fairly common & generic so one of the last scams in priority order.
Extortion	FRAUD	Virtually all forms of genuine scams are extortion in some manner; this is the catch-all after more explicit extortion scams.
Non-profit	NUISANCE	
Robocaller	NUISANCE	Somewhat of a catch-all, even scams will often use robocallers.
Scam	FRAUD	Catch-all; users will call legitimate but shady businesses a scam. Most generic form of RISK.
General spam (former: "other spam")	NUISANCE	Our least useful and least specific classification. At least indicates the user thought the call was negative. Most generic form of NUISANCE.

USING HIYA TERMS IN COMMUNICATION

How we refer to the products and features

Product Names: all words are always capitalized

Feature names: all words are always capitalized

Never refer to “Protect” or “Connect” ALWAYS “Hiya Connect” or “Hiya Protect”

Possessive company + feature name i.e. Hiya's Branded Call

(Terms only caps when preceded by Hiya)

- a branded call vs Hiya's Branded Call
- a secured call vs. Hiya's Secure Call
- the console vs. Hiya Connect Console

How we refer to categories

All lower case i.e. branded caller ID, caller ID solutions

How we refer to metrics

All lower case i.e. answer rates, call duration, etc.

How we refer to Hiya proprietary features

All capitalized i.e. Voice Performance Platform, The Hiya Network

How we refer to Hiya's partner features

All capitalized, non possessive i.e. not Samsung's Smart Call but Samsung Smart Call

USING HIYA TERMS IN COMMUNICATION

Other terms

Contact center (unless directly in job title i.e. Director of Contact Center)

CNAM = Caller ID Name

How we use abbreviations

All capitalized—unless plural (i.e. KPIs). The “s” is lowercase.

When introducing an abbreviation be sure to include the full name in parenthesis before using only the abbreviation.



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Section 2:

DESIGN ELEMENTS

In this section, we outline best practices for the use of Hiya brand assets and offer useful examples.

OUR LOGO

A large, stylized purple logo for the brand 'hiya'. The letters are lowercase and rounded. The 'i' has a dot that is slightly offset to the right. The 'y' has a tail that curves to the right. The 'a' is a simple, rounded shape.

USAGE ON BACKGROUNDS

The full-color logos should be used only on white backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



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hiya

CORE COLORS

Use these color proportions in any layout or collateral design. Text should always be set in black, white or Hiya Grey.

Blue and pink can be used as accent colors in the proportions shown on the right.

<p>White</p> <p>CMYK 0-0-0-0 RGB 255-255-255 HEX FFFFFFFF</p>	<p>Hiya Neutral Purple</p> <p>PMS 2112 C CMYK 94-100-0-27 RGB 47-23-97 HEX 2F1761</p>	<p>Black</p> <p>CMYK 0-0-0-100 RGB 0-0-0 HEX 000000</p>
		<p>Hiya Grey</p> <p>PMS 538 C CMYK 27-13-9-0 RGB 198-205-216 HEX C6CDD8</p>
<p>Hiya Logo Purple</p> <p>PMS 2097 C CMYK 78-82-0-0 RGB 106-68-185 HEX 6A44B9</p>	<p>Hiya Accent Blue</p> <p>PMS 312 C CMYK 92-0-12-0 RGB 28-166-204 HEX 1CA6CC</p>	<p>Hiya Accent Pink</p> <p>PMS 184 C CMYK 0-79-31-0 RGB 255-51-102 HEX FF3366</p>

SECONDARY COLORS

Do not use secondary colors for text. Only use white (#FFFFFF) text over secondary color backgrounds.

Use the text pairings on the right as a guide for accessibility.

Secondary colors can be used with our core colors, but this should be limited.

Hiya Warning Orange

PMS 165 C
CMYK 0-68-96-0
RGB 255-108-41
HEX FF6C29

Hiya Alert Red

PMS 179 C
CMYK 0-88-85-0
RGB 221-52-52
HEX DD3434

CHART COLORS

Do not use chart colors for text. Only use white (#ffffff) or black (#000000) text over chart color backgrounds.

Use the text pairings on the right as a guide for accessibility.

Chart colors can be used with our core colors, but this should be limited.

Hiya Purple PMS 2097 C CMYK 43-63-0-27 RGB 106-68-185 HEX 6A44B9	Hiya Accent Blue PMS 312 C CMYK 92-0-12-0 RGB 28-166-204 HEX 1CA6CC	Hiya Accent Pink PMS 184 C CMYK 0-79-31-0 RGB 255-51-102 HEX FF3366	Hiya Accent Yellow PMS 113 C CMYK 00-1-74-0 RGB 255-222-79 HEX FFDE4F	Hiya Accent Green PMS 2464 C CMYK 55-00-68-00 RGB 116-194-102 HEX 74C266
HEX 9875D0	HEX 61BCDD	HEX FF768B	HEX FFE57C	HEX 9AD58C
HEX C3A7E8	HEX 8ED3EE	HEX FFA8B1	HEX FFCA5	HEX BEE8B2
HEX ECD0FF	HEX B6EAFD	HEX FFD5D8	HEX FFF3CD	HEX E1FBD9

Hiya Grey CMYK 68-53-28-28 RGB 80-93-111 HEX 505D6F	Hiya Chart Grey 1 CMYK 3-2-0-4 RGB 237-240-244 HEX EDF0F4	Hiya Chart Grey 2 CMYK 2-1-0-3 RGB 243-245-248 HEX F3F5F8	Hiya Chart Grey 3 CMYK 1-0-0-1 RGB 250-251-252 HEX FAFBFC	White CMYK 0-0-0-0 RGB 255-255-255 HEX FFFFFFFF
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ACCESSIBLE COLOR COMBINATIONS

All examples shown on the right pass the contrast standards with the exception of small blue text on an aubergine background. Never typeset small blue text on aubergine. Instead, reserve blue text on aubergine backgrounds only for larger headline typography.

Hiya Warning Orange

PMS	165 C
CMYK	0-68-96-0
RGB	255-108-41
HEX	FF6C29

Hiya Alert Red

PMS	179 C
CMYK	0-88-85-0
RGB	221-52-52
HEX	DD3434

TYPOGRAPHY: EINA 01

Hiya headlines are set in Eina 01. When using Eina 01 to create headings on embedded or printed collateral for Hiya, always typeset it with optical kerning, set the tracking to -25, and set in all caps, title case or sentence case (as determined by the content). Do not set in all lowercase.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Light

Light Italic

Regular

Regular Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Typografie Maamerkkinä.

Saturation Pracovitějším.

Brick quiz whangs jumpy veldt fox.

Glib jocks quiz nymph to vex dwarf.

OŻywiona Matemático.

Quick wafting zephyrs vex bold Jim.

OŻywiona Matemático.

Quick wafting zephyrs vex bold Jim.

TYPOGRAPHY: HELVETICA NEUE BOLD

Hiya headlines are set in Helvetica Neue Bold only when using Google Slides. When using Helvetica Neue Bold to create headings, always typeset it with optical kerning, set the tracking to -25, and set in all caps, title case or sentence case (as determined by the content). Do not set in all lowercase.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Bold

Ożywiona Matemático.

TYPOGRAPHY: NUNITO SANS

Typeset all text and paragraph text in Nunito Sans. When using Nunito Sans to set text on embedded or printed collateral for Hiya, always typeset it with optical kerning, set the tracking to -25, and set in title case or sentence case (as determined by the content). Do not set in all caps or all lowercase.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

ExtraLight

ExtraLight Italic

Light

Light Italic

Regular

Regular Italic

SemiBold

SemiBold Italic

Bold

Bold Italic

Extrabold

Extrabold Italic

Black

Black Italic

Nymphs blitz quick vex dwarf jog.

DJs flock by when MTV ax quiz prog.

Typografie Maamerkkinä.

Saturation Pracovitějším.

Brick quiz whangs jumpy veldt fox.

Glib jocks quiz nymph to vex dwarf.

Požiadavkou Motorického.

Bright vixens jump; dozy fowl quack.

OŻywiona Matemático.

Quick wafting zephyrs vex bold Jim.

Architekten Zwitterland.

Praktischer Revolutions.

Architekten Zwitterland.

Praktischer Revolutions.

TYPE SPECIMEN: IDEAL STACK

H1
Eina 01 Bold, 32/38

A better way to call

H2
Eina 01 Bold, 22/26

Simpler, more pleasant and more productive

H3
Eina 01 Bold, 16/18

The kind of thing you don't know you need, but once you have it, you can't live without it. It feels like the natural evolution of business.

H4
Eina 01 Bold, 12/14

After all, every bussiness needs a little Hiya.

SUB-HEADER
Eina 01 Bold, 10/12

After all, every bussiness needs a little Hiya.

P
Nunito Sans Regular,
Metrics Kerning,
-10 Tracking,
10/14

Hiya provides the world's most innovative Voice Performance Platform that unlocks the full potential of the voice channel for enterprises and carriers with a modern layer of trust, identity and intelligence. The shift from a "roll of the dice" strategy

to a voice performance strategy brings 100% certinanty to the voice experience. Consumers know who is calling, businesses have identity and intelligence behind every call and carriers can ensure full integrity across their network.

Quote Mark
Nunito Sans SemiBold, 60



Pull Quote
Eina 01 Regular, 17/21

We believe that the advantages are so great that a shift to working on Hiya, or something like it, is inevitable.

Attribution
Nunito Sans Bold/Italic,
7/9

Timmy Huang
Senior Visual Designer, Hiya

work in progress

Share channels with companies and businesses you regularly work with to bring all the right people into the same space.

Get started

HERO P
Nunito Sans SemiBold,
Optical Kerning,
-10 Tracking,
10/14

CTA Text
Nunito Sans SemiBold,
Style Set 2,
Optical Kerning,
+25 Tracking,
6/9

work in progress

PARTNERSHIPS

For partnerships, we lock up the Hiya logo with a partner logo, preferably with Hiya coming first.

Use clear space between logos. Clear space should be a-sized.

Partner logos should be aligned to the baseline of the Hiya logotype.



ICONS

Hiya icons are used across different brand touchpoints from marketing to environment to product.

They provide symbolism, conceptual clarity and visual interest in simplistic shapes and forms.



VIDEO

Lower thirds: Design should be clean and clear. Names and titles should be set in Eina01 bold.

Ending slates: All videos should end with the Hiya logo, animated or still.

Watermarked logos: Watermarked logos should be placed in the upper right at 50% opacity.

