BRAND MANUAL

HiloVivo

Clear, approachable, high-impact consulting for Spanish-speaking entrepreneurs.

September 2026
Sourced from hilovivo.com
@hilovivo_consulting

WHO WE ARE

The brand

Consulting that helps entrepreneurs launch, grow and professionalize their business, from idea to sustainable growth. Legal name: HiloVivo Consultants FZ-LLC, licensed in RAK, United Arab Emirates.

Audience

A Spanish-speaking entrepreneur who has a business or an idea and doesn't know where to start. Not an executive with an MBA, but someone hands-on in the business who needs clarity and a plan, not theory.

Services

Free 1-hour strategy session · Custom business plan · 1:1 mentoring for entrepreneurs · Library of free guides and templates.

Positioning

It doesn't sell explosive growth; it sells clarity. The promise is that you leave the conversation knowing what to do on Monday.

DETAILS

hilovivo.com
@hilovivo_consulting
HiloVivo Consultants FZ-LLC · RAK, United Arab Emirates

PALETTE

Color

A light brand by default, with plenty of white space. Green is the signature; lime only works on green, never on white, because it lacks contrast. Amber is reserved for the call to action and appears nowhere else.

PRIMARY



HILOVIVO GREEN
#073731
Brand color: headlines and alternate background

WHITE
#FFFFFF
Main background, with plenty of white space



TEXT BLACK
#000000
Headlines on white



SLATE BLUE
#324A6D
Body text

SECONDARY

LIME
#E7F9A6
Highlight on green. Never on white



AMBER
#F3AF2C
Call to action only

SURFACE
#F9FAFD
Cards and blocks

BLUE GRAY
#C8D5DC
Secondary text on green

SYSTEM

Typography

Poppins

ONE TYPEFACE

Don’t go it alone

600 · headline · 65 pt web

Three mistakes that cost money

600 · subheadline

BOOK YOUR SESSION

500 · label · uppercase

We help you structure it, validate it and scale it.

300 · body · 1.5

RULES

- One typeface for everything: Poppins. There is no secondary typeface.
- Headlines in 600, body in 300. Weight contrast creates the hierarchy.
- Generous line spacing: 1.5 for body text. White space is part of the brand.
- No all caps in headlines; only in short labels.

HOW WE SPEAK

Voice

Clear, approachable, high-impact consulting. Informal “you.” It speaks to people who are stuck and gives them the next step, not an abstract diagnosis.

DO

“Structure, validate, scale.”

“Don’t go it alone.”

“Behind every common challenge there’s a proven solution.”

“Without losing focus on what really matters.”

One idea per piece. If it needs two long sentences, it’s two pieces.

DON’T

MBA jargon: synergies, disruption, growth hacking.

Promises of income or guaranteed results.

False urgency: “last spots left,” “today only.”

A guru or motivational-coach tone.

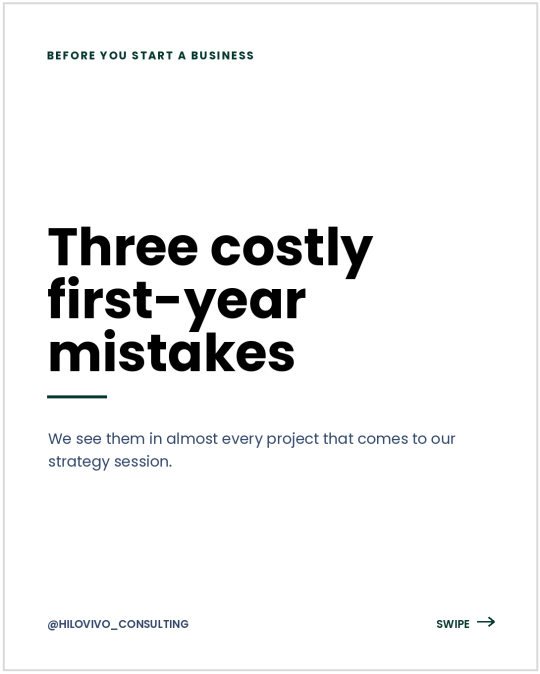
Success stories that never happened.

INSTAGRAM CAROUSEL

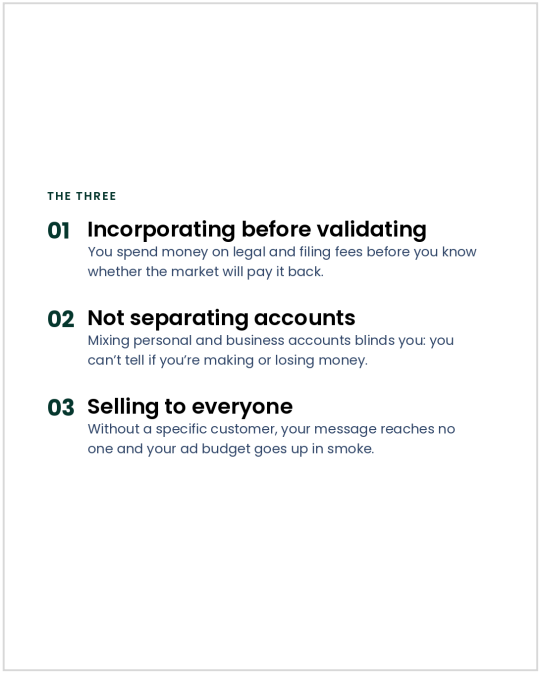
Application

Sample carousel about first-year mistakes, in 4:5 format (1080×1350).

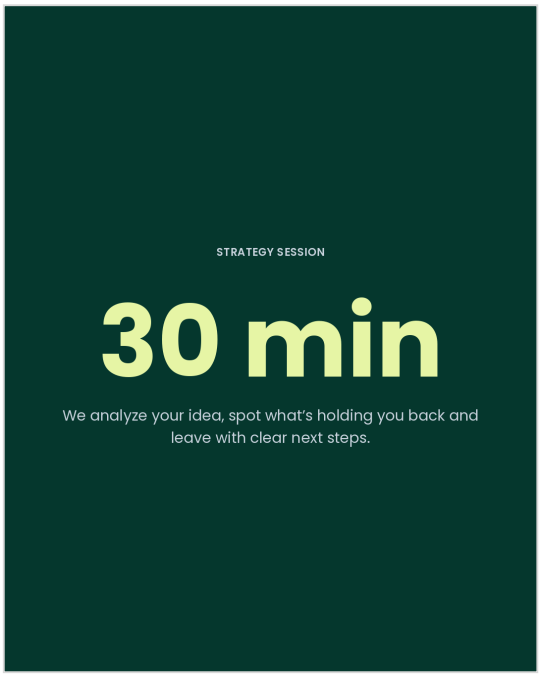
They come from the generator that produces the 1080×1350 PNGs using this same palette and typography: changing a color here changes it in every carousel.



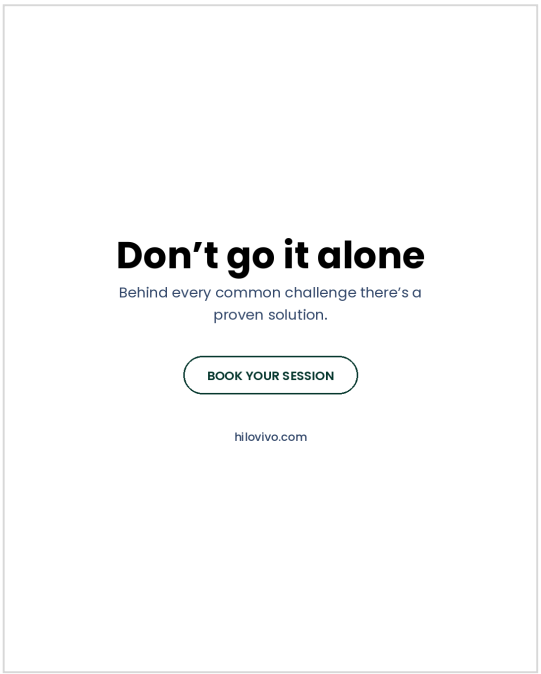
SLIDE 1



SLIDE 2



SLIDE 3



SLIDE 4

WHAT WE TALK ABOUT

Content

Topics drawn from what already comes up in strategy sessions.

01 Costly first-year mistakes

02 Validate before you incorporate

03 Separate personal and business accounts

04 How to define your ideal customer

05 What to look for in a business plan

06 Honest pricing and margins

07 When to make your first hire

08 Free templates from the library

PENDING

The website uses Elementor template images and three sample testimonials (María López, Jorge Fernández, Lucía Gómez) that are not real clients. They should be replaced with real cases before using them in social content: publishing a made-up testimonial is making a false claim.