



SEPTEMBER 2025

Brand Guidelines

Work with *confidence*

Clear rules ensure our brand looks and feels consistent across every touchpoint

Build *trust*

Hilo's credibility depends on a unified identity, especially as a medical technology brand.

Collaborate *seamlessly*

Whether you're creating campaigns, product visuals, or press materials, you'll find the tools here to keep everything aligned.

Hilo logo



Colours

Our logo is the foundation of the Hilo brand. The rising and falling letterforms echo the natural rhythm of blood pressure, a reminder that health is dynamic, not static.

It reflects our calm, confident approach to helping people understand and manage their BP, grounded in science and designed with empathy.

Home green is our primary colourway.

Colour versions

- 1. Home green: primary colourway for white and dark backgrounds.
- 2. White: for use on Home green and gradient backgrounds.



Usage

Clear space around the logo must be equal to the dot in the “i”.

On Screen: minimum heights of 24px

Print: Minimum 25mm in width

Space around the logo and other content must be the height of the “o”.



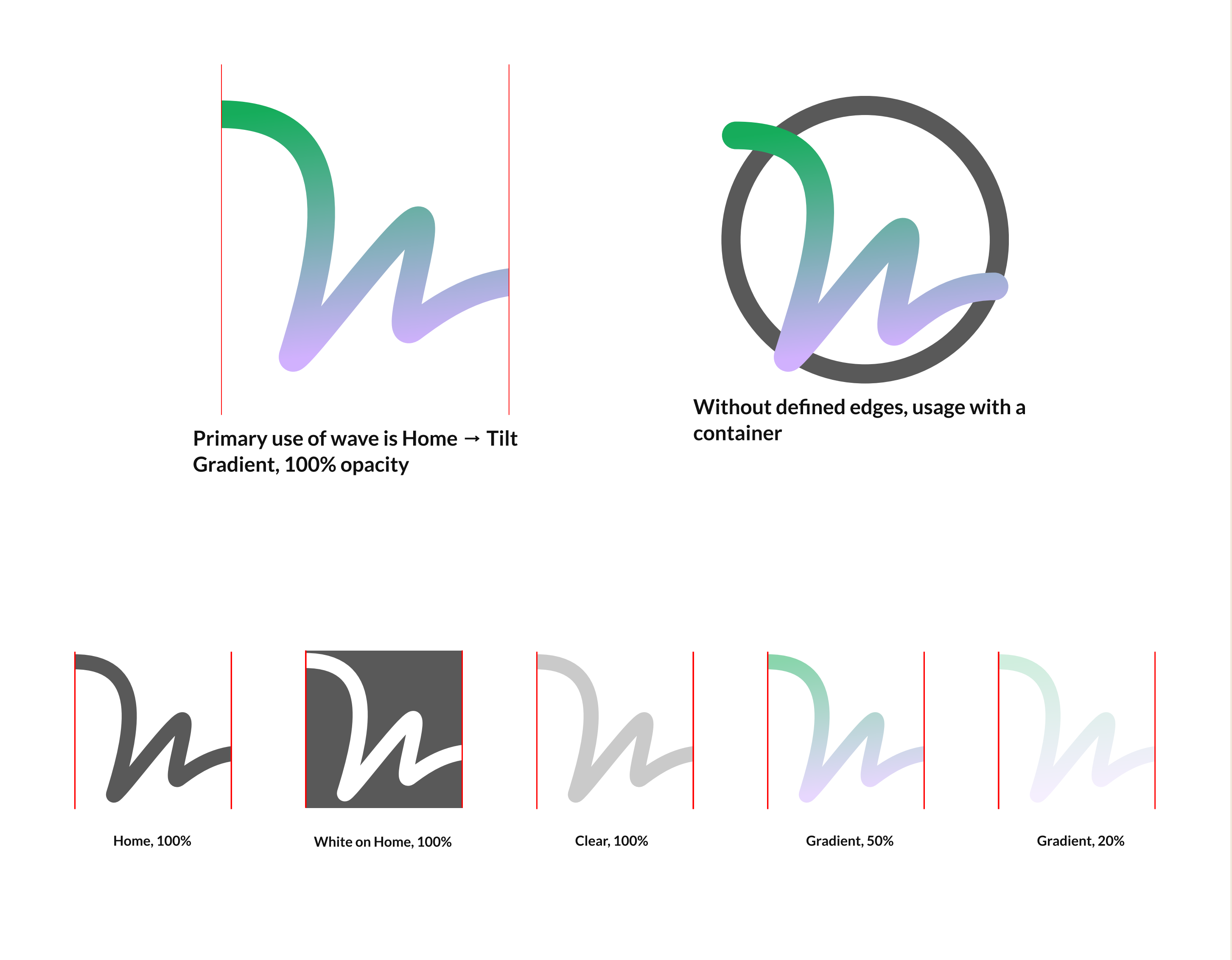
Hilo wave

The Hilo Wave is a visual expression of the heartbeat, a universal symbol of life, rhythm and resilience.

It mirrors the natural fluctuations of blood pressure and reflects our belief that health is a journey, not a fixed state.

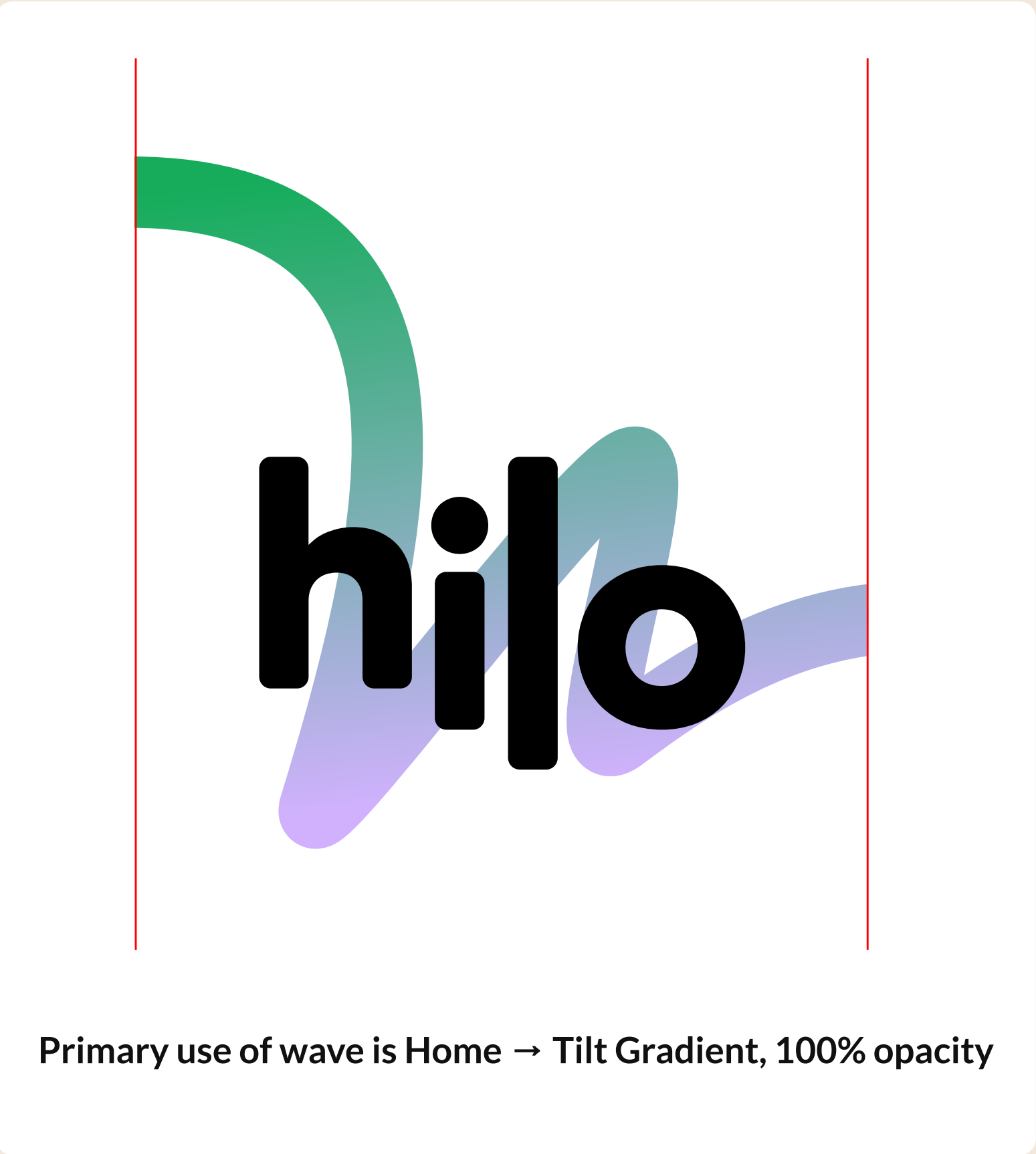
Flowing, human and distinctly Hilo, the wave brings warmth and movement to our brand, reminding users that progress is personal, and support is always near.

The Hilo wave is a distinctive brand asset and must always be used within a container. It should never appear as a free-floating element.



Lockups

Our wave symbol and logo together to build recognition and equity in our new symbol.



The Hilo logo is also used with elements of our product.



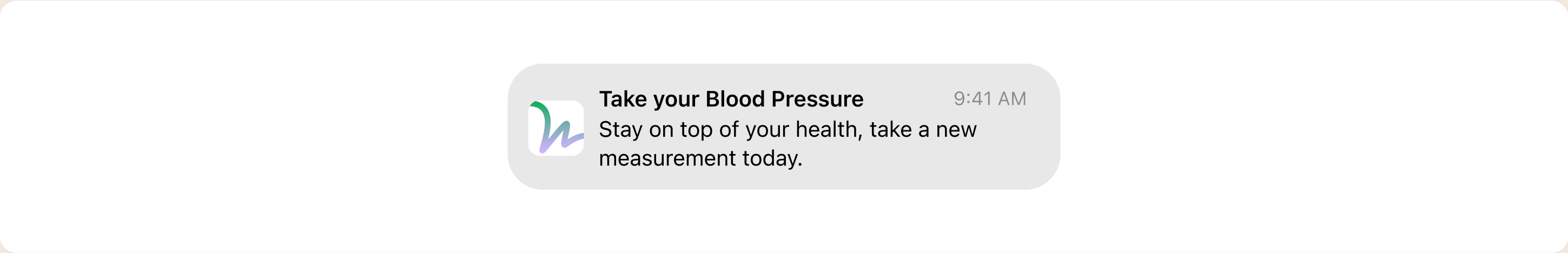
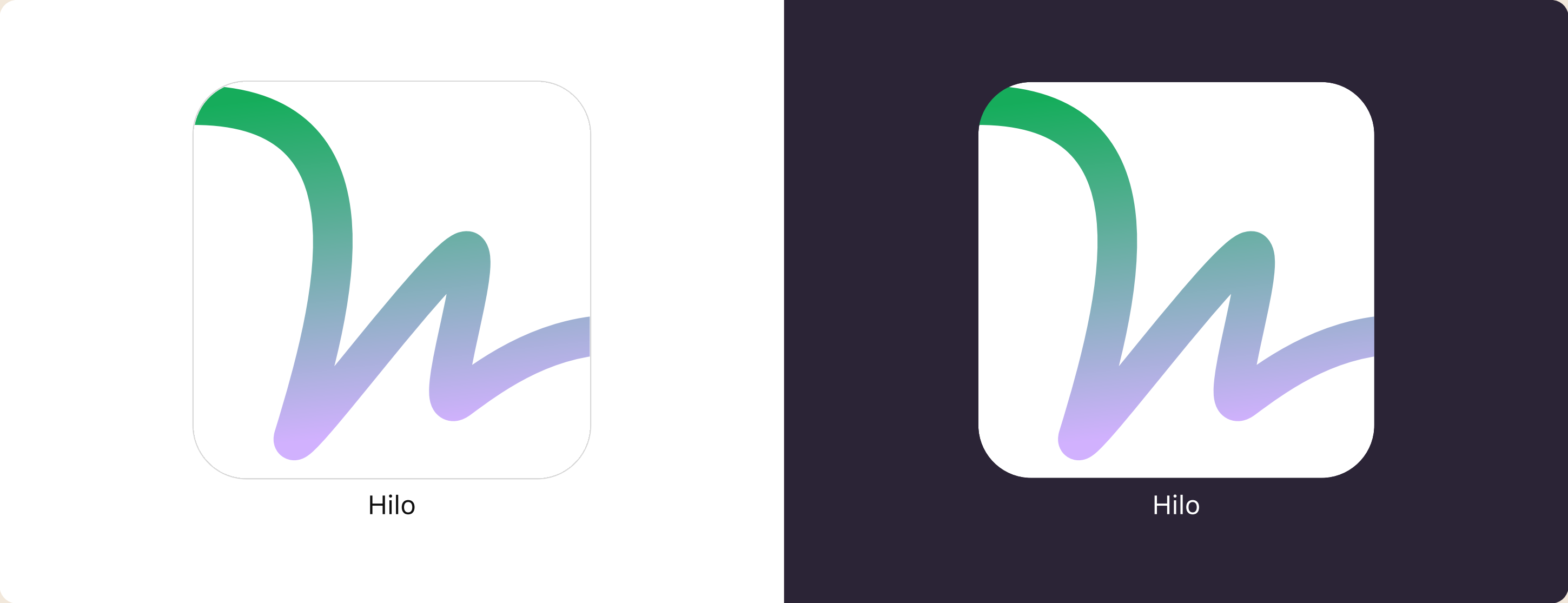
We primarily use the Hilo logo, but in cases where the audience may not be familiar with the brand, such as at certain medial events, it makes sense to use “Hilo by Aktiia” for added clarity.



App icon

The Hilo apps for iOS and Android feature the Hilo Wave plus the brand name. The wave should always flow from the edges of the frame so there is no visible ‘endpoint’.

When our brand needs to be represented in small situations like an app badge or social avatar, we use the Hilo wave.



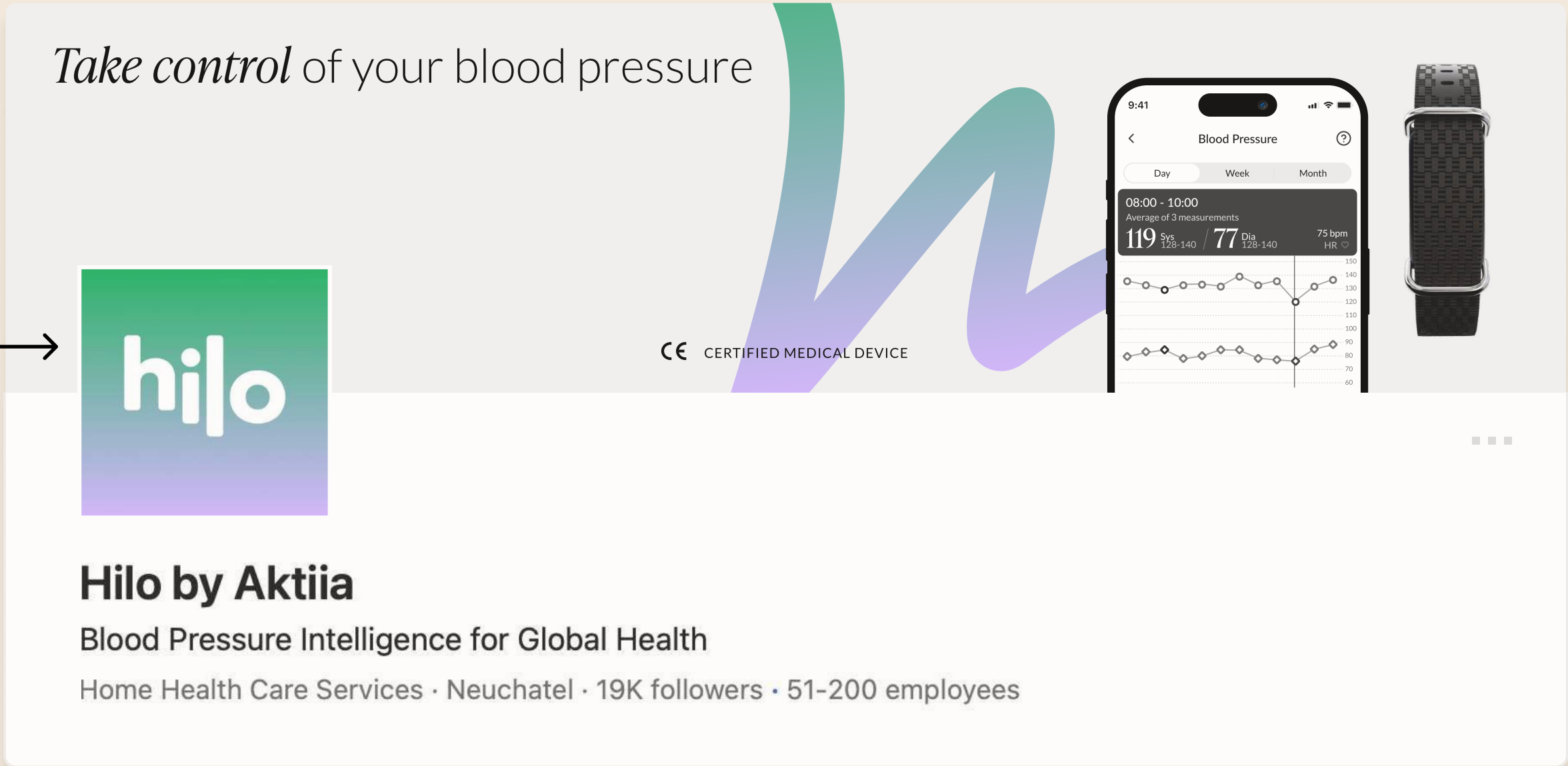
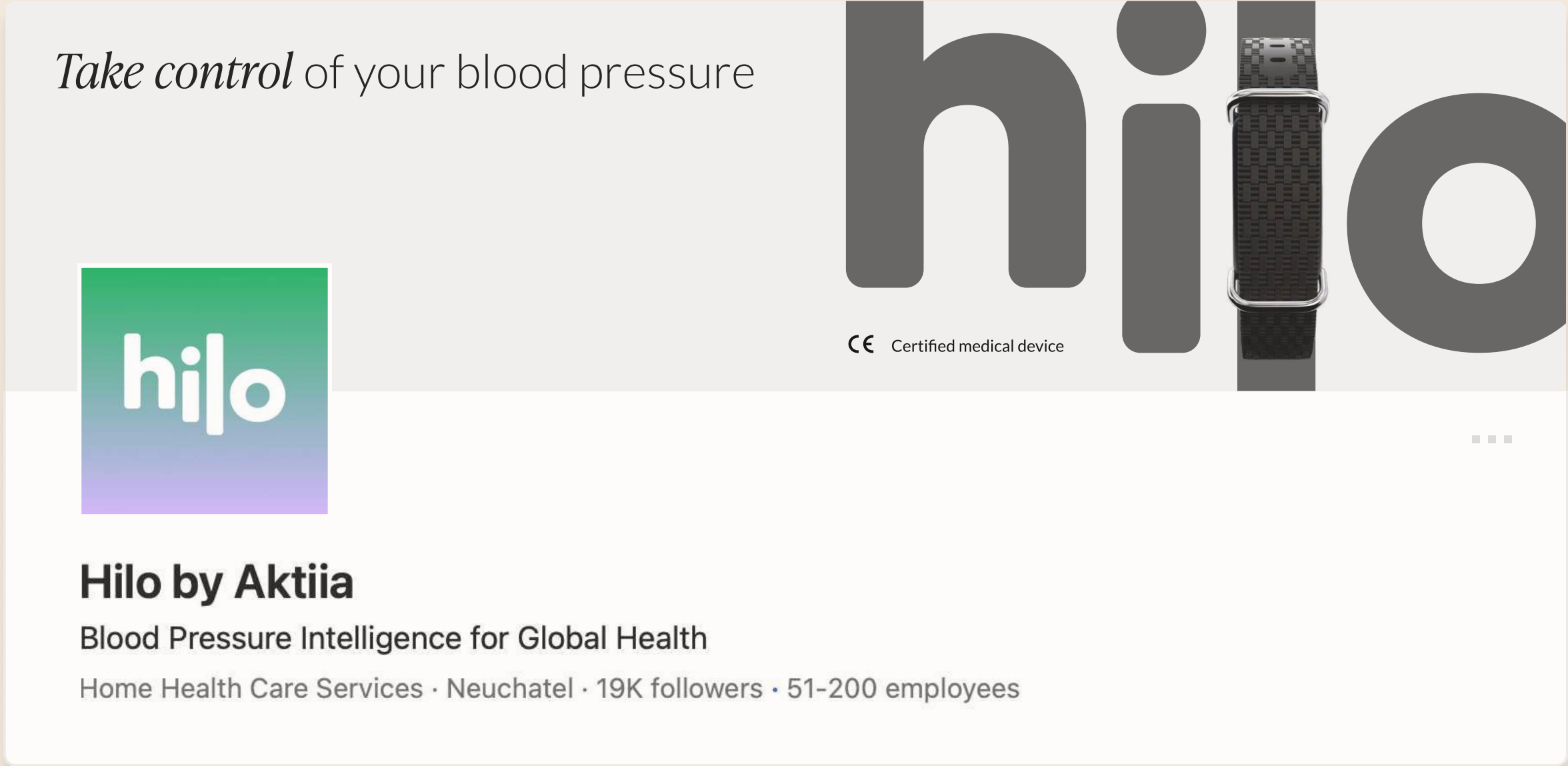
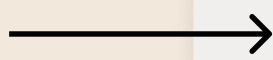
Social media

Avoid use of Black logo for social media

Ensure good contrast and legible font sizes, Don't rely solely on color to convey key messages (for colorblind users).

Keep it updated (but not too often): reflect seasons, campaigns, or events without changing too frequently, which can confuse audience.

Prioritize readability: use high contrast between the background and any text or logos.



Protecting the brand

Ways that our logo and wave can't be used.

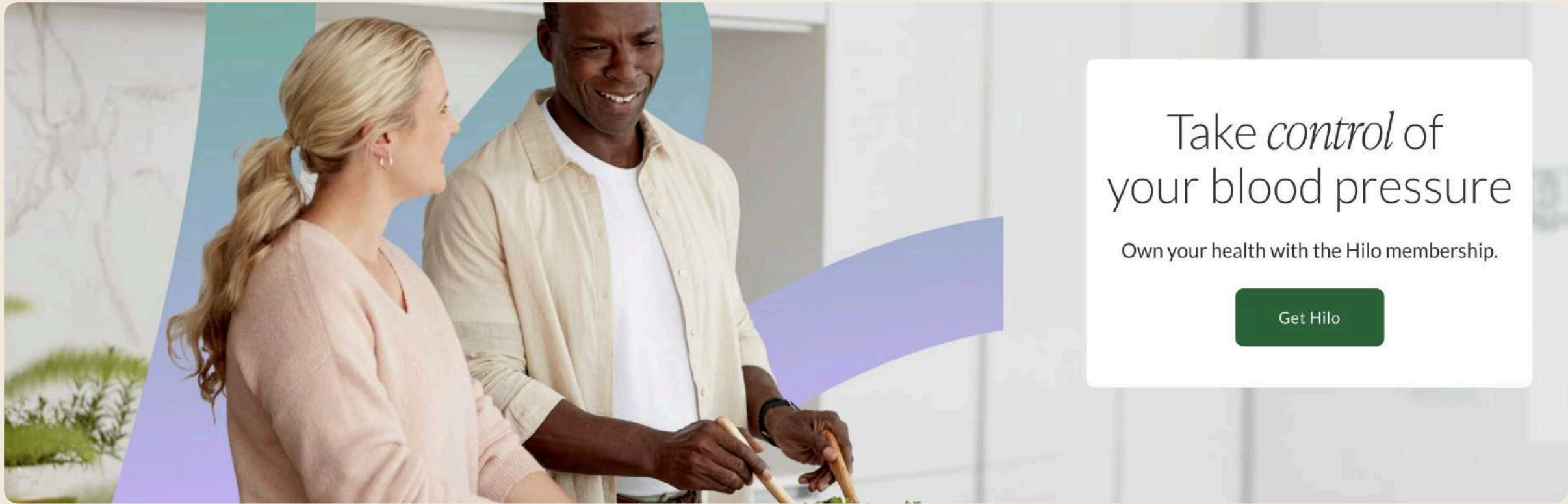
- ✗ Do not distort
- ✗ Do not apply affects
- ✗ Do not add elements
- ✗ Do not tilt



- ✗ Do not use in a sentence



- ✗ Show wave endpoints



Hilo colours



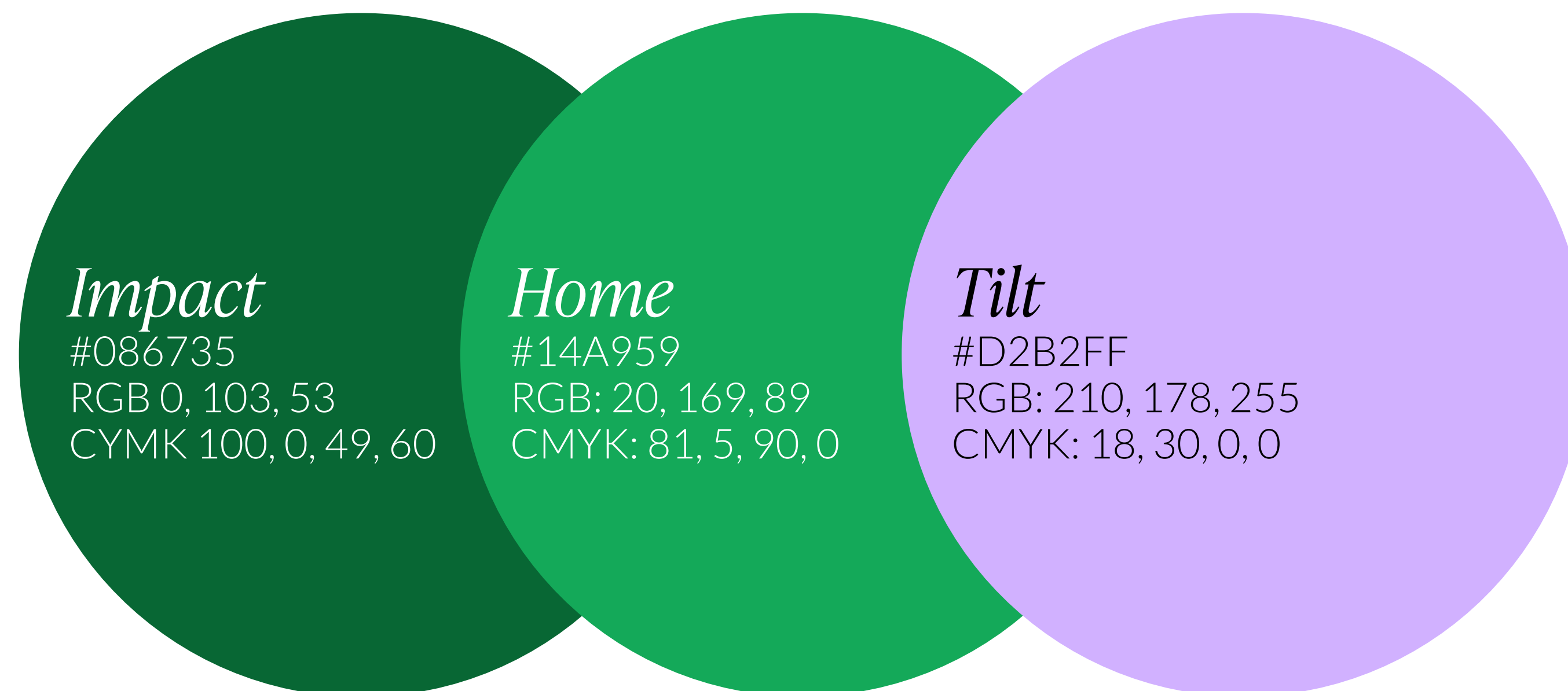
Primary palette

Impact and Home are our foundation.

Impact brings weight and authority, it signals trust, precision, and clinical confidence.

Home brings energy. It reflects movement towards better outcomes and reinforces our focus on positive change.

Tilt brings contrast and insight, it is our accent, adding contrast to the greens and introduces a sense of openness and curiosity.



Primary pairings

Our key colour pairings are Impact green and white, Planet on Haze, which are AAA contrast compliant, white on Home which is AA compliant.



Secondary palette

Our secondary palette is used across extended brand applications. It should always support the primary colours, adding variety and interest without overshadowing them.

Secondary

Many

HEX #0A4C28
RGB (10, 76, 40)
CMYK (87, 0, 47, 70)

Dun

HEX #F0F0F0
RGB (240, 240, 240)
CMYK (0, 0, 0, 6)

Planet

HEX #2C2536
RGB (44, 37, 54)
CMYK (19, 31, 0, 79)

The first impression of Hilo should always be in our primary palette. This thinking extends to the use of our logos.

While the secondary palette can feature in early experiences of the brand, it should be done sparingly and there should still be a focus on primary brand colours.

Colour in layout

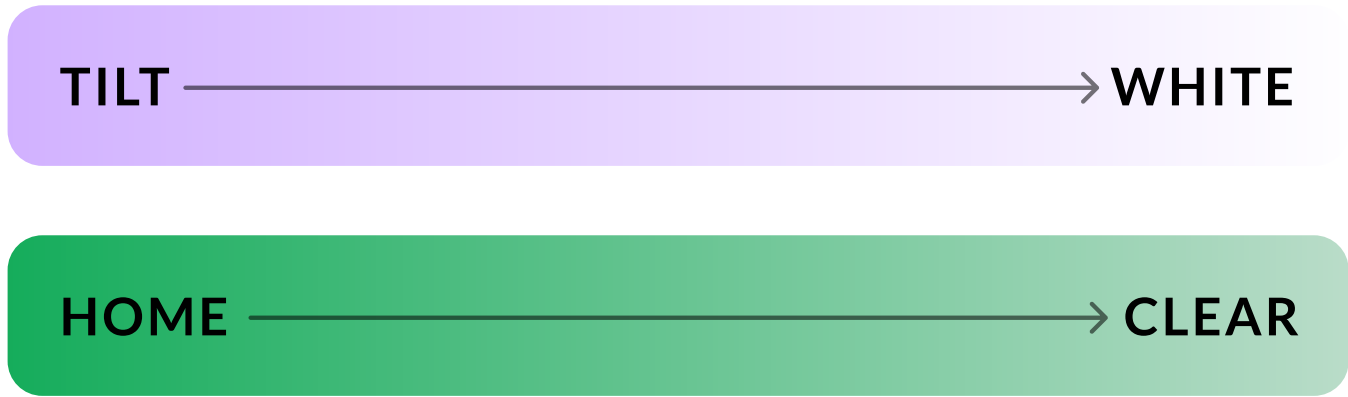
Palette colours used as backgrounds to maintain brand integrity.

Our gradients are designed to express movement, transition, and momentum – reflecting how Hilo helps users shift from uncertainty to clarity, and from monitoring to meaningful change.

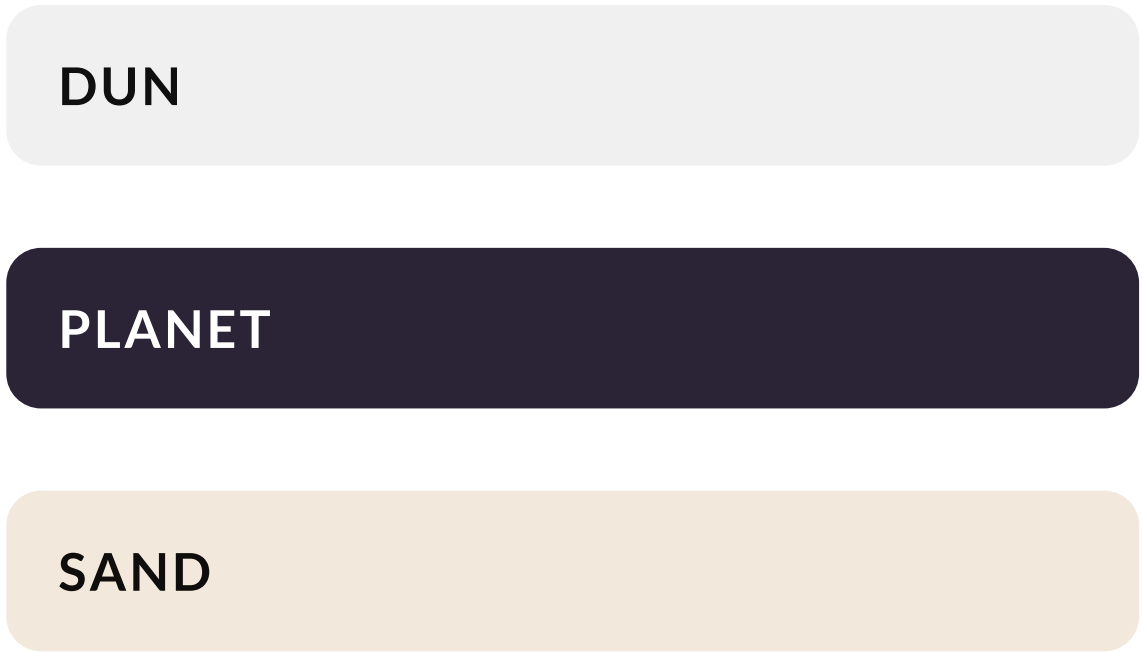
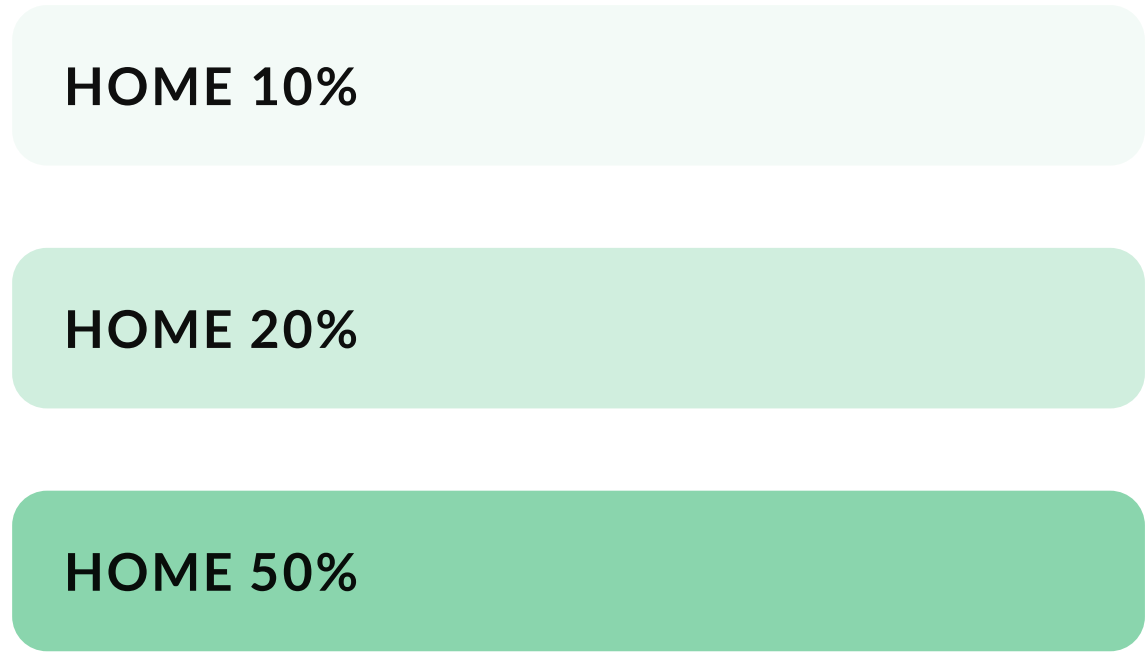
Primary



Secondary

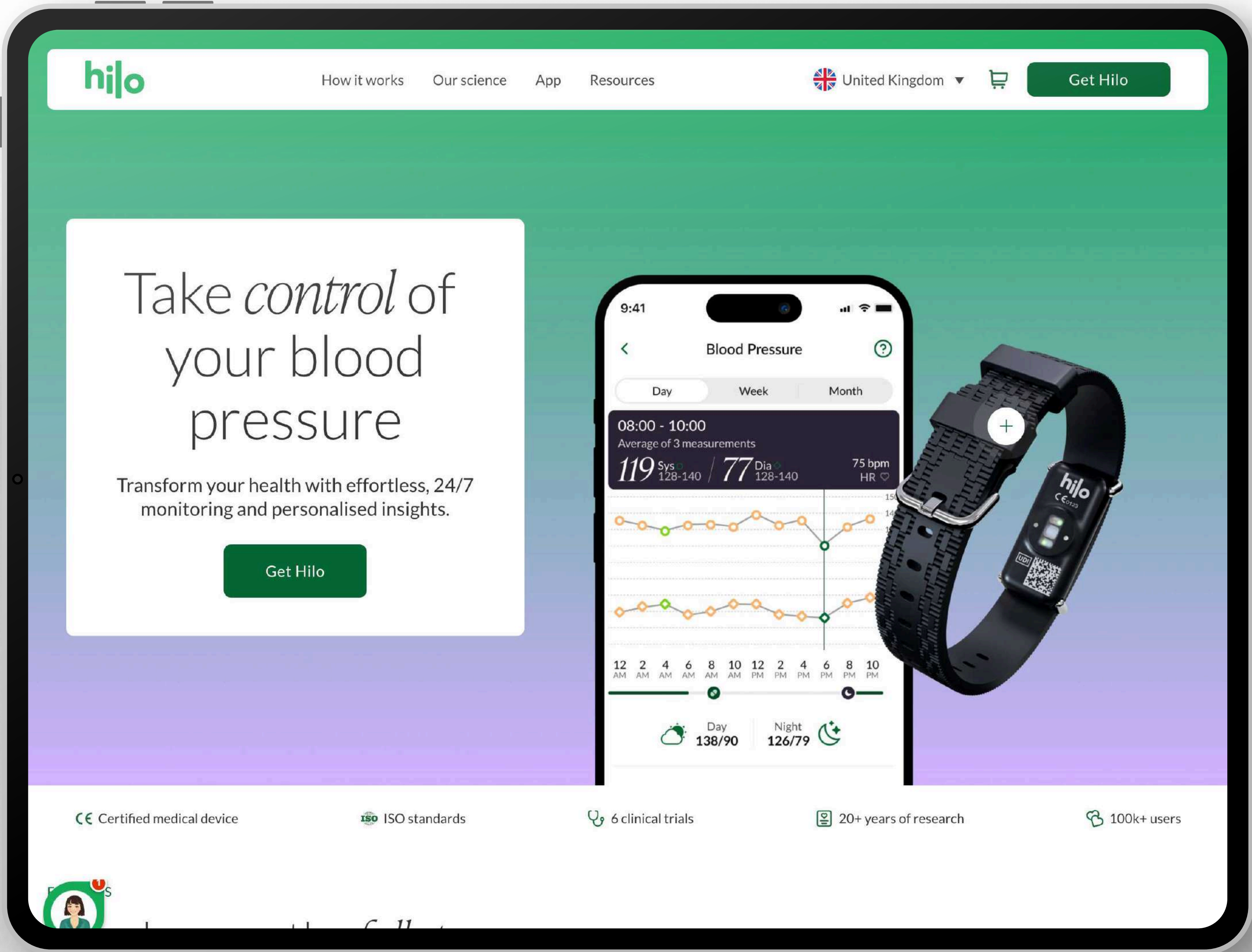
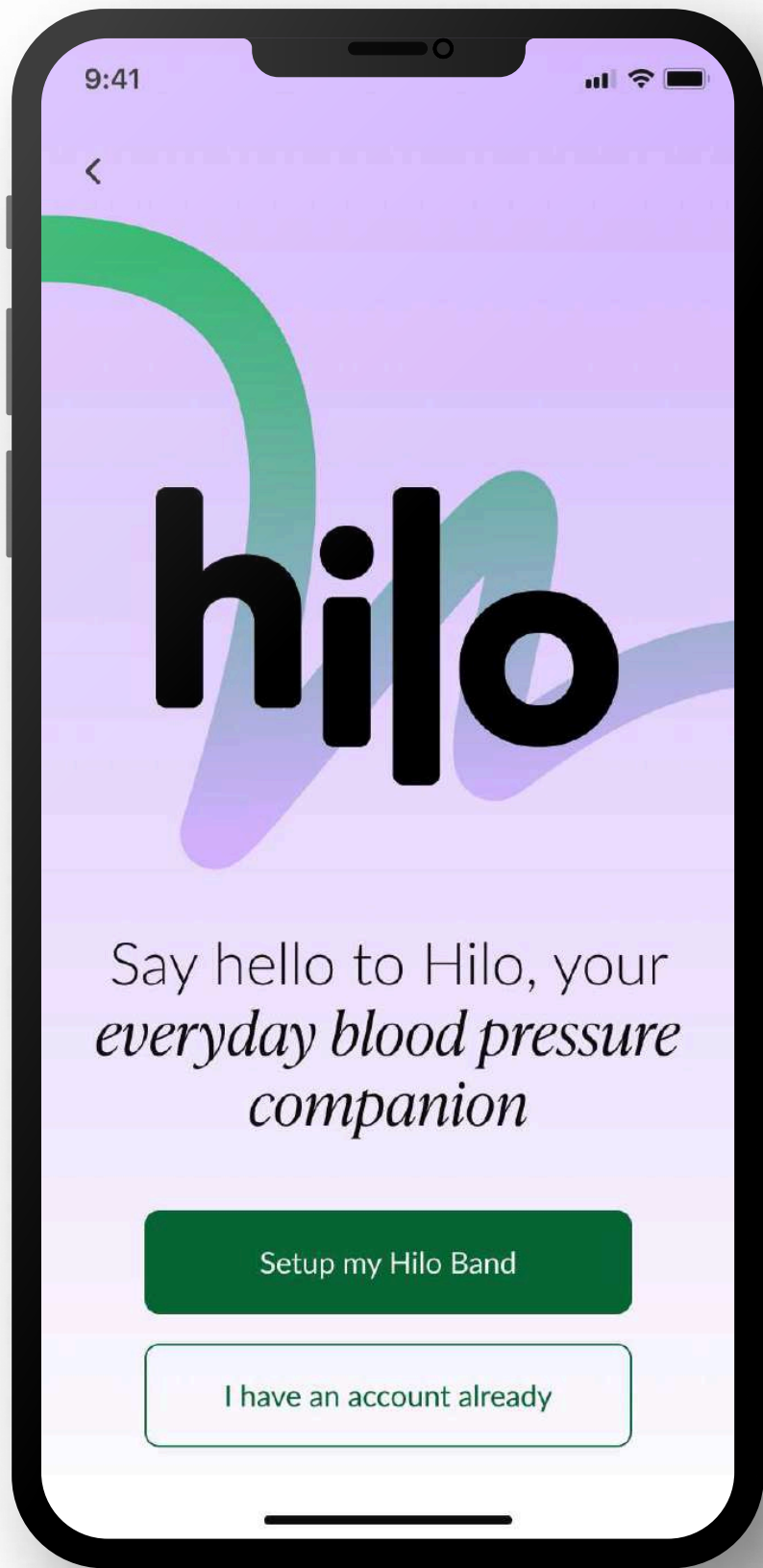


Solid



First impression




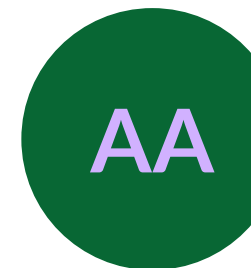










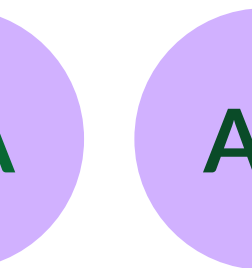
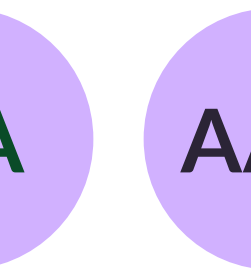

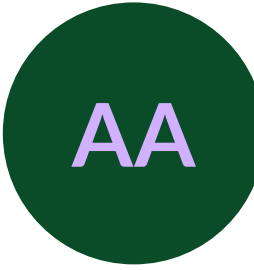











































Customers should always recognise our primary colours when interacting with our brand.



Colour combinations

The swatches below show which colours can be used in combination when it comes to our logo and typography. Any marked **AA** or **AAA** pass the respective accessibility standards.

Colour combinations marked **NA** don't meet accessibility standards. They should never be used in product UI, but may be used in non-essential marketing materials (ads, posters, social posts) when the colours are purely decorative and not relied on for essential information.

 HOME /IMPACT	 CLEAR /IMPACT	 DUN /IMPACT	 TILT /IMPACT	 IRIS /IMPACT	 MIST /IMPACT	 SAND /IMPACT	 IMPACT /HOME	 MANY /HOME	 IRIS /HOME	 MIST /HOME	 PLANET /HOME	 WHITE /HOME	 IMPACT /TILT	 MANY /TILT	 PLANET /TILT
 HOME /MANY	 TILT /MANY	 CLEAR /MANY	 DUN /MANY	 IRIS /MANY	 MIST /MANY	 SAND /MANY	 IMPACT /CLEAR	 HOME /CLEAR	 MANY /CLEAR	 HAZE /CLEAR	 PLANET /CLEAR	 IMPACT /DUN	 HOME /DUN	 MANY /DUN	 HAZE /DUN
 PLANET /DUN	 CLEAR /HAZE	 DUN /HAZE	 IRIS /HAZE	 MIST /HAZE	 IMPACT /IRIS	 DUN /IRIS	 MANY /IRIS	 PLANET /IRIS	 IMPACT /MIST	 HOME /MIST	 MANY /MIST	 HAZE /MIST	 PLANET /MIST	 IMPACT /SAND	 HOME /SAND
 MANY /SAND	 HAZE /SAND	 PLANET /SAND	 HOME /PLANET	 TILT /PLANET	 CLEAR /PLANET	 DUN /PLANET	 IRIS /PLANET	 MIST /PLANET	 SAND /PLANET	 HOME /WHITE	 IMPACT /WHITE	 MANY /WHITE			

UI palette

A wider palette of colours are available to use just in digital products only. Including tints and tones of the secondary palette.

Impact #086735	Black #000000	Haze #7663B0	Elevated #FFB03A
	Planet #2C2536	Iris #E9D9FF	High - 1 #FF7D04
Home #14A959	Many #0A4C28	Mist #F7F1FF	Warning #BBDDCA
	Dun #F0F0F0	Clear #BBDDCA	High - 2 #F7F1FF
Tilt #D2B2FF	White #FFFFFF	Sand #F3E9DB	High - 3 #F7F1FF
		Border #F3E9DB	

Protecting the brand

Ways that our logo and wave can't be used.

✗ Do not use off-palette colours



The word "hilo" is displayed in a bright red color, which is not part of the official brand palette.

✗ Never lighten, darken, or apply tints that aren't part of the official palette.



The word "hilo" is shown in a light grey color, overlaid with a multi-colored gradient wave that is not part of the official brand palette.

✗ Do not combine colours with poor contrast



The word "hilo" is displayed in a medium green color on a dark green background, which results in poor contrast.

✗ Accents are for highlights only — the brand must always feel anchored in the primary palette.



The word "hilo" is shown in a light purple color, preceded by the phrase "Take control" in a purple script font, all set against a dark purple background. This combination of colors and effects is not part of the official brand palette.

✗ Do not apply gradients or effects
Unless specifically defined in the brand system, avoid adding shadows, bevels, or glows.



The word "hilo" is displayed in a dark grey color with a subtle drop shadow effect, which is not part of the official brand palette.

Hilo typography



Typefaces

This combination supports Hilo, where trust and usability are critical, but moments of emotion or insight also need space to shine.

It allows the product to feel both clinical and caring, without swinging too far in either direction.

Lato → precise, modern, understated

IvyPresto → confident, human, expressive

Primary typeface

Lato is our primary typeface. It’s clear, modern and highly legible, making it ideal for body copy and UI. Its simplicity ensures readability while keeping a warm, approachable tone.

Aa

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	
01	02	03	04	05	06	07	08	09

Primary typeface

Lato comes in multiple weights, giving us flexibility to build hierarchy across headings, body text and captions. Always set it in sentence case for a consistent and accessible experience.

Lato Bold	The boldest weight. Used sparingly for calling out key information, at small font sizes.
Lato Medium	Used sparingly for small titles
Lato Regular	Our default for paragraphs and body copy. Clear, legible and approachable, ideal for longer passages of text in both product and communications.
Lato Light	Used to complement IvyPresto in highlight moments. Also for headings at larger font sizes.

Secondary typeface

IvyPresto is our highlight typeface. Elegant and expressive, it brings character to headlines and key moments in our brand. Used sparingly, it creates contrast with Lato and adds a distinctive voice to our communications.

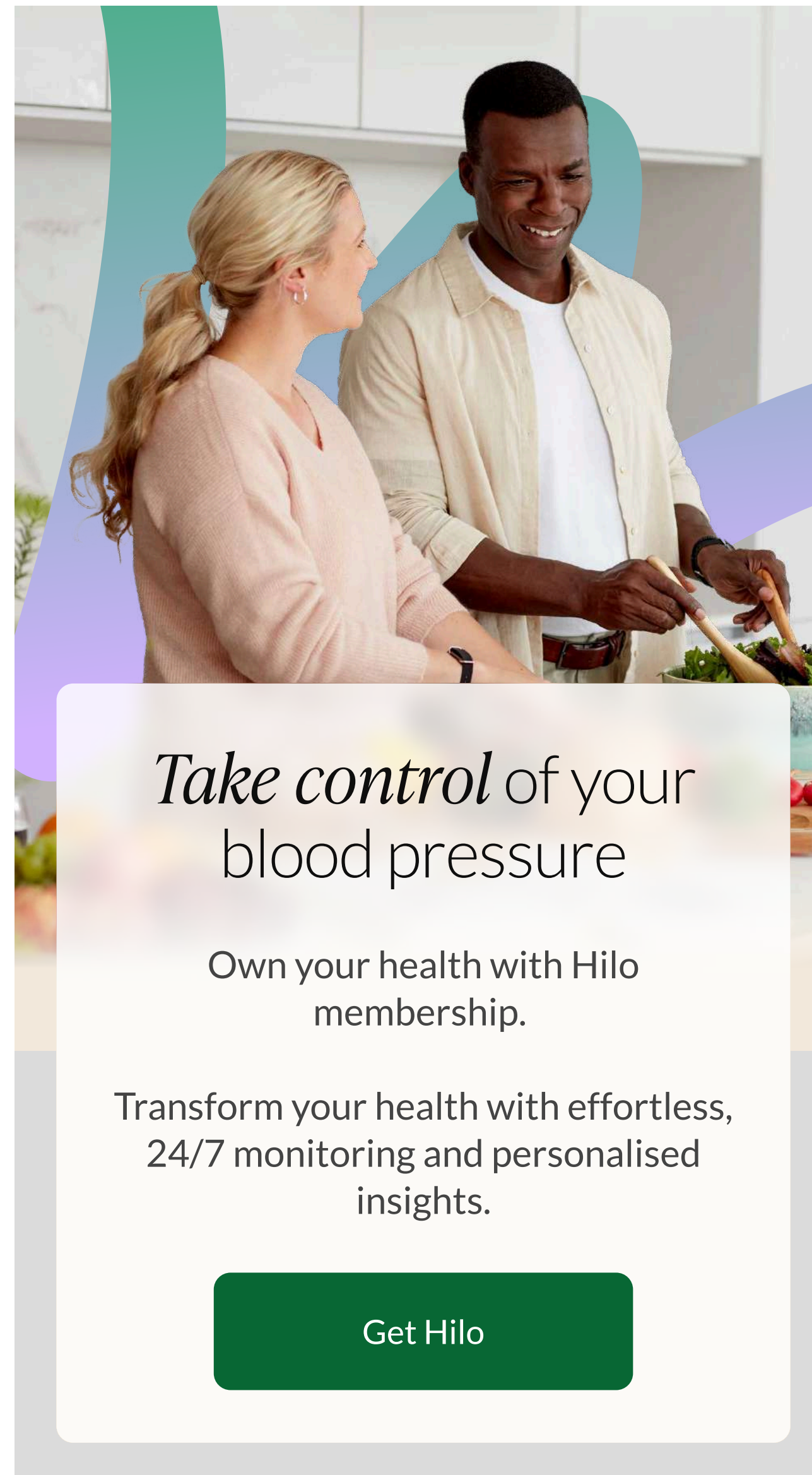
Aa

<i>Aa</i>	<i>Bb</i>	<i>Cc</i>	<i>Dd</i>	<i>Ee</i>	<i>Ff</i>	<i>Gg</i>	<i>Hh</i>	<i>Ii</i>
<i>Jj</i>	<i>Kk</i>	<i>Ll</i>	<i>Mm</i>	<i>Nn</i>	<i>Oo</i>	<i>Pp</i>	<i>Qq</i>	<i>Rr</i>
<i>Ss</i>	<i>Tt</i>	<i>Uu</i>	<i>Vv</i>	<i>Ww</i>	<i>Xx</i>	<i>Yy</i>	<i>Zz</i>	
<i>01</i>	<i>02</i>	<i>03</i>	<i>04</i>	<i>05</i>	<i>06</i>	<i>07</i>	<i>08</i>	<i>09</i>

Secondary typeface

Reserved for short headlines always in conjunction with Lato light, IvyPresto should never be used for long passages of text.

Keep usage clear and bold so that its impact is felt without overwhelming the design.



✔ Allowed highlights and short emphasis

✗ Not allowed for body copy

← IvyPresto is reserved exclusively in Light Italic. This style gives us elegance and expression without overpowering Lato. Use it only for highlights and short emphasis, never for body copy.

Mobile font sizes

When using a mobile device, most people hold their phone about 30 to 40 cm from their eyes – much closer than a desktop screen. At this distance, readability becomes even more important. Text that’s too small can quickly lead to eye strain, so using a minimum of 16px for body text is essential for a comfortable reading experience.

Since our target audience is slightly older, we’ve chosen to use 18px for main body text to improve readability. Secondary content is set at 16px, while footer information, which is less critical, is displayed at 14px.

Take control of your
blood pressure

Line height

Line height is the vertical distance between two lines of type, measured from the baseline of one line of type to the baseline of the next.

Headline line spacing Paragraph line spacing

A 110%

A 125%

H1 Our headlines look *like this*

Font size: 40px

H2 Secondary headlines *go here.*

Font size: 32px

H3 Smaller headers, that need emphasis.

Font size: 24px

P1 Hilo Band users feel empowered and motivated as they watch their blood pressure improve with simple habit changes.

Font size: 20px

P2 Hilo Band users feel empowered and motivated as they watch their blood pressure improve with simple habit changes.

Font size: 18px

P2 Bold **Hilo Band users feel empowered and motivated as they watch their blood pressure improve with simple habit changes.**

Font size: 18px

P3 Hilo Band users feel empowered and motivated as they watch their blood pressure improve with simple habit changes.

Font size: 16px

P4 Hilo Band users feel empowered and motivated as they watch their blood pressure improve with simple habit changes.

Font size: 14px

SECTION LABEL SECTION LABELS - SMALL BUT CAPS FOR ATTENTION GRABBING

Font size: 12px

Desktop font sizes

When seated comfortably, most people sit about 50 to 58 cm away from their screen, even though the recommended distance is 71 cm. At this range, it’s important that text remains easy to read without causing eye strain — anything smaller than 16px can become difficult to see.

Since our target audience is slightly older, we’ve chosen to use 20px for main body text to improve readability. Secondary content is set at 16px, while footer information, which is less critical, is displayed at 14px.

Take control of your
blood pressure

A vertical double-headed arrow to the right of the text "Take control of your blood pressure" is labeled "Line height". The arrow spans the vertical distance from the baseline of the first line of text to the baseline of the second line.

Line height is the vertical distance between two lines of type, measured from the baseline of one line of type to the baseline of the next.

Headline line spacing Paragraph line spacing

A 110%

A 125%

H1 Our headlines look *like this*.

H2 Secondary headlines *go here*.

H3 Smaller headers, that need emphasis.

H4 Smaller headers, that need emphasis.

P1 Your Hilo Band takes ~50 measurements around the clock. You’ll see how stress, meals, medications, activity, and time of day impact your blood pressure. Use these insights to take action and improve your health.

P2 Your Hilo Band takes ~50 measurements around the clock. You’ll see how stress, meals, medications, activity, and time of day impact your blood pressure. Use these insights to take action and improve your health.

P3 Your Hilo Band takes ~50 measurements around the clock. You’ll see how stress, meals, medications, activity, and time of day impact your blood pressure. Use these insights to take action and improve your health.

P3 Bold **Your Hilo Band takes ~50 measurements around the clock. You’ll see how stress, meals, medications, activity, and time of day impact your blood pressure. Use these insights to take action and improve your health.**

P4 Your Hilo Band takes ~50 measurements around the clock. You’ll see how stress, meals, medications, activity, and time of day impact your blood pressure. Use these insights to take action and improve your health.

SECTION SECTION LABELS - SMALL BUT CAPS FOR ATTENTION GRABBING

Headlines and section labels

Only H1 and H2, on both mobile and desktop, should use Ivy Presto to add character to headlines and key brand moments. This font isn't used in smaller sizes on the web, as it becomes difficult to read.

Section labels should only be used for section titles. The text is small and not ideal for readability, so it's meant more to grab attention and serve as a design accent. Don't use this style for titles or paragraph content.

ASK US

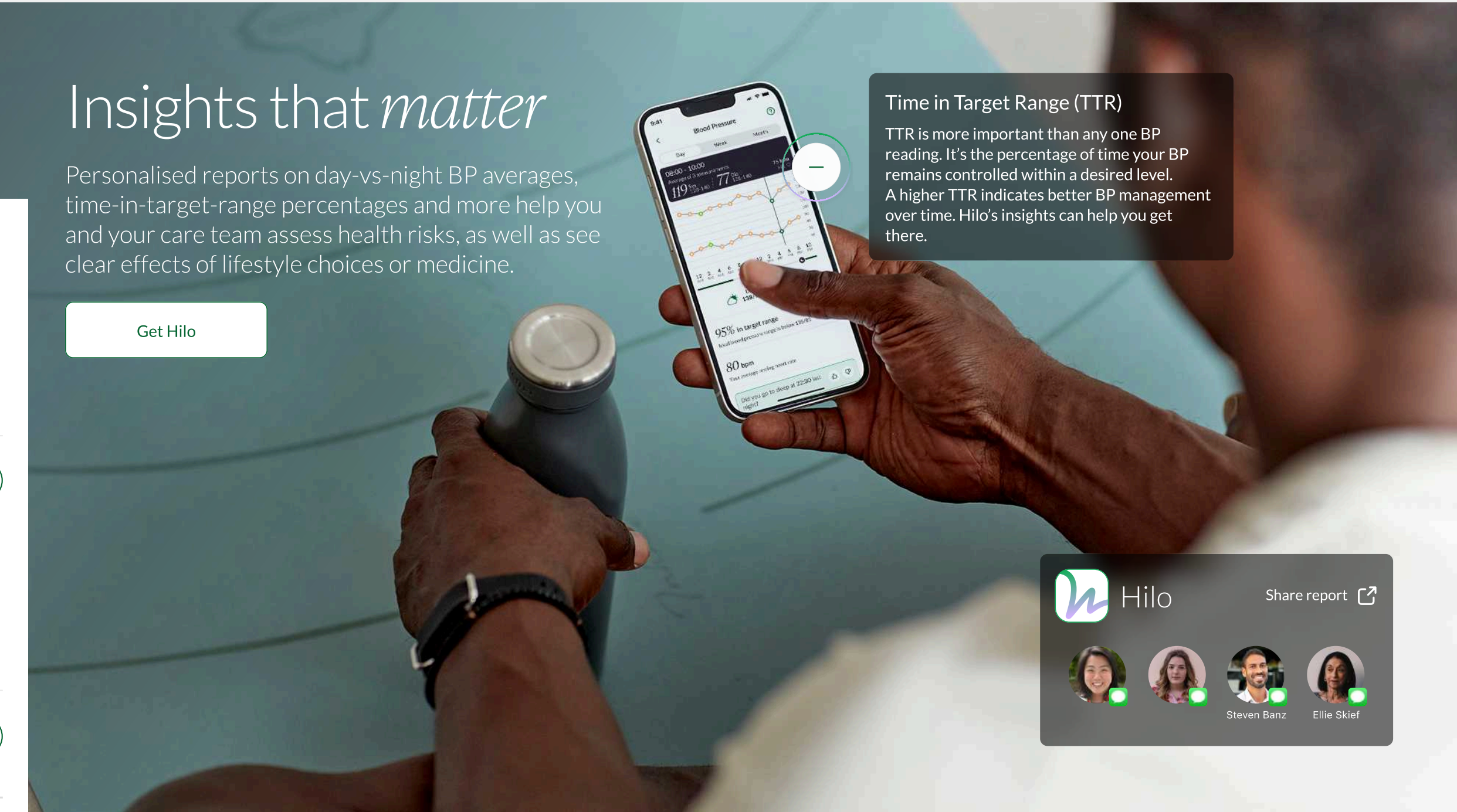
Frequently asked questions

How do I get started with Hilo?

—

How is Time in Target Range (TTR) calculated?

+



This block shows a mobile app version of the hero image. It features a smaller version of the smartphone and water bottle. A green circular icon with a plus sign is overlaid on the phone screen. The bottom overlay is similar to the main image but scaled for mobile. Below the overlay, the text 'Insights that matter' is followed by a paragraph: 'Personalised reports on blood pressure averages, time-in-target-range percentages and more help you and your care team assess health risks, as well as see clear effects of lifestyle choices or medicine.' At the bottom is a green button with the text 'Get Hilo'.

Type and data

In UI elements, graphs and infographics we use Lato for clarity of small details.

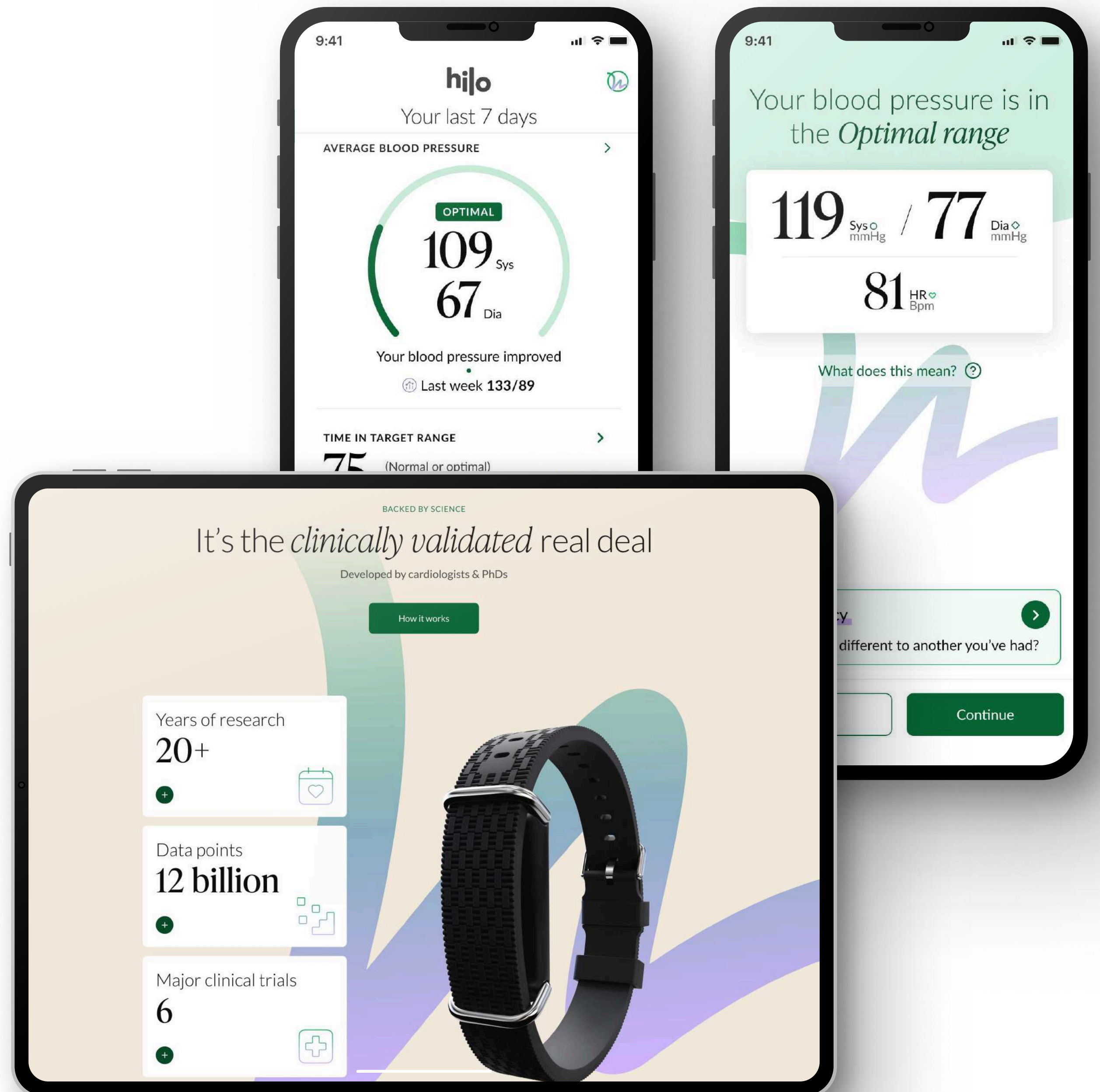
We use **Ivypresto headline regular** for hero metrics

Hero metric - 72px/125%

Secondary metric - 56px/125%

Supporting metrics - 40/125%

Supporting metrics - 24/110%



Hierarchy

Our headlines are a mix of Lato with Ivypresto to emphasise customer benefit.

We always use sentence case, meaning only the first word of a sentence is capitalised. This also applies to buttons. We only capitalise product names, such as Hilo Band, Hilo Strap, and Hilo Cuff.

Use all caps only for section titles, and only in a smaller font size. This is the sole instance where all caps is permitted in the brand's typography.

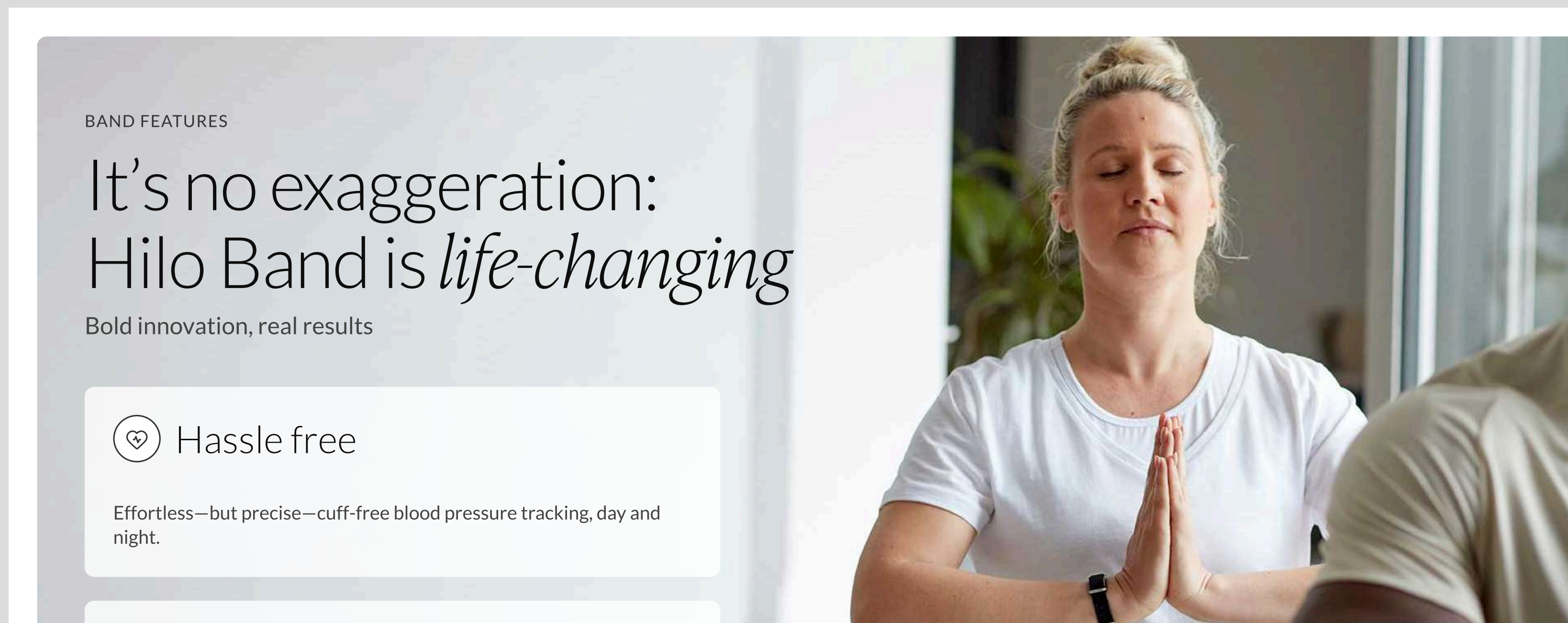
Our headlines look *like this*

Secondary headlines go here.

Smaller headers, that need emphasis.

Main body copy is always a minimum of 16px

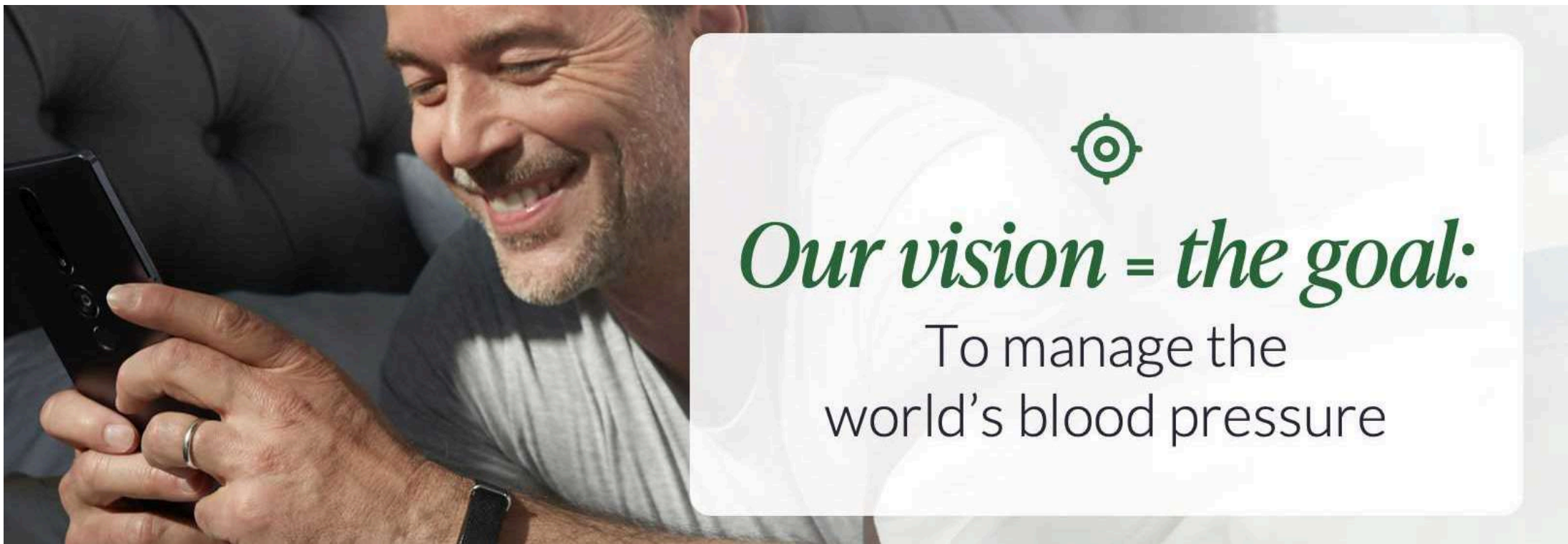
SECTION LABELS - SMALL BUT CAPS FOR ATTENTION GRABBING



Protecting the brand

Ways that our fonts can't be used.

✗ Do not use Ivypresto on it's own



✗ Ivypresto should not be used in body copy

 Hassle free

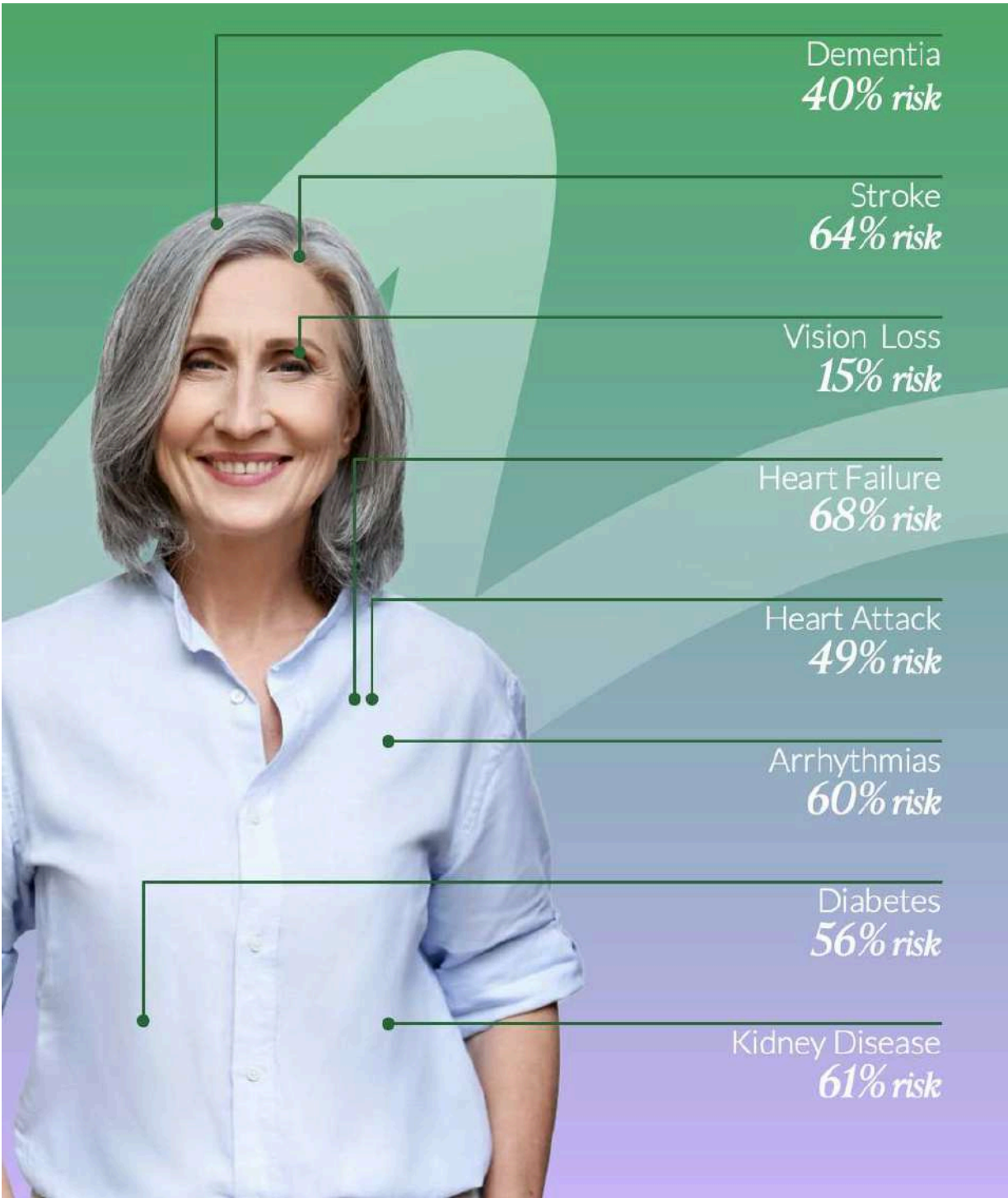
Effortless—but precise—cuff-free blood pressure tracking, day and night.

✗ Style for section label should not be used in body copy

 Hassle free

**EFFORTLESS—BUT PRECISE—CUFF-FREE
BLOOD PRESSURE TRACKING, DAY AND
NIGHT.**

✗ Ensure contrast of typography, never use italic Ivypresto for numbers



Hilo Iconography

The background features a dark charcoal grey field. On the right side, there are large, fluid, organic shapes. A teal-colored shape starts at the top right and flows downwards. Below it, a larger shape in a gradient of light blue to lavender dominates the lower right quadrant, with several sharp, pointed extensions reaching towards the center and left.

Line icons

Our icons are functional. The style is line icons for simple clarity, and in cases that need more detail we have illustrated icons.

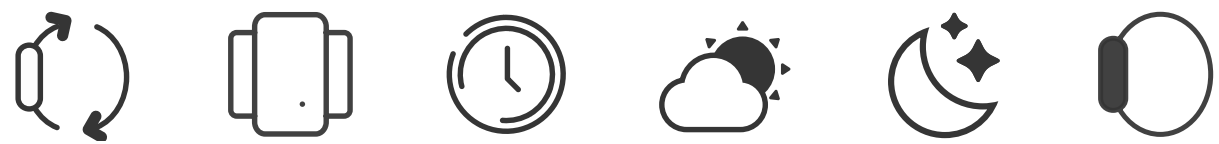
They are designed for clarity and legibility at small sizes, supporting quick recognition without drawing unnecessary attention. Icons should aid navigation and comprehension – never decoration.

When using icons, be sure to check them against the full checklist.

All icons are available [here](#).

Social icons

Illustrated icons



Line icons

Arrows

Arrows

arrow-block-down	arrow-left	arrows-right	expand-03
arrow-block-left	arrow-narrow-down	arrows-triangle	expand-04
arrow-block-right	arrow-narrow-down-left	arrows-up	expand-05
arrow-block-up	arrow-narrow-down-right	chevron-down	expand-06
arrow-circle-broken-down	arrow-narrow-left	chevron-down-double	flip-backward
arrow-circle-broken-down-left	arrow-narrow-right	chevron-left	flip-forward
arrow-circle-broken-up	arrow-narrow-up	chevron-left-double	infinity
arrow-circle-broken-up-left	arrow-narrow-up-left	chevron-right	refresh-ccw-01
arrow-circle-broken-up-right	arrow-narrow-up-right	chevron-right-double	refresh-ccw-02
arrow-circle-down	arrow-right	chevron-selector-horizontal	refresh-ccw-03
arrow-circle-down-left	arrow-square-down	chevron-selector-vertical	refresh-ccw-04
arrow-circle-down-right	arrow-square-down-left	chevron-up	refresh-ccw-05
arrow-circle-left	arrow-square-down-right	chevron-up-double	refresh-cw-01
arrow-circle-left-right	arrow-square-left	corner-down-left	refresh-cw-02
arrow-circle-right	arrow-square-right	corner-down-right	refresh-cw-03
arrow-circle-up	arrow-square-up	corner-left-down	refresh-cw-04
arrow-circle-up-left	arrow-square-up-left	corner-left-up	refresh-cw-05
arrow-circle-up-right	arrow-up	corner-right-down	reverse-left
arrow-down	arrow-up-left	corner-right-up	reverse-right
arrow-down-left	arrow-up-right	corner-up-left	switch-horizontal-01
arrow-down-right	arrows-down	corner-up-right	switch-horizontal-02
	arrows-left	expand-01	switch-vertical-01
		expand-02	switch-vertical-02

Users

Users

face-content	user-check-02	user-right-01	users-down
face-frown	user-circle	user-right-02	users-edit
face-happy	user-down-01	user-square	users-left
face-neutral	user-down-02	user-up-01	users-minus
face-sad	user-edit	user-up-02	users-plus
face-smile	user-left-01	user-x-01	users-right
face-wink	user-left-02	user-x-02	users-up
user-01	user-minus-01	users-01	users-x
user-02	user-minus-02	users-02	prom
user-03	user-plus-01	users-02	
user-check-01	user-plus-02	users-check	

Charts

Charts

bar-chart-01	bar-chart-circle-02	horizontal-bar-chart-02	pie-chart-02
bar-chart-02	bar-chart-circle-03	horizontal-bar-chart-03	pie-chart-03
bar-chart-03	bar-chart-square-01	line-chart-down-01	pie-chart-04
bar-chart-04	bar-chart-square-02	line-chart-down-02	presentation-chart-01
bar-chart-05	bar-chart-square-03	line-chart-down-03	presentation-chart-02
bar-chart-06	bar-chart-square-down	line-chart-down-04	presentation-chart-03
bar-chart-07	bar-chart-square-minus	line-chart-down-05	trend-down-01
bar-chart-08	bar-chart-square-plus	line-chart-up-01	trend-down-02
bar-chart-09	bar-chart-square-up	line-chart-up-02	trend-up-01
bar-chart-10	bar-line-chart	line-chart-up-03	trend-up-02
bar-chart-11	chart-breakout-circle	line-chart-up-04	
bar-chart-12	chart-breakout-square	line-chart-up-05	
bar-chart-circle-01	horizontal-bar-chart-01	pie-chart-01	

Communication

Communication

annotation	mail-05	message-plus-circle	phone-call-01
annotation-alert	message-alert-circle	message-plus-square	phone-call-02
annotation-check	message-alert-square	message-question-circle	phone-hang-up
annotation-dots	message-chat-circle	message-question-square	phone-incoming-01
	message-chat-square	message-smile-circle	phone-incoming-02
annotation-info	message-check-circle	message-smile-square	phone-outgoing-01
annotation-plus	message-check-square	message-square-01	phone-outgoing-02
annotation-question	message-circle-01	message-square-02	phone-pause
annotation-x	message-circle-02	message-text-circle-01	phone-plus
inbox-01	message-dots-circle	message-text-circle-02	phone-x
inbox-02	message-dots-square	message-text-square-01	send-01
mail-01	facebook-01	message-text-square-02	send-02
mail-02	linkedin-01	message-x-circle	send-03
mail-03	message-notification-circle	message-x-square	
mail-04	message-notification-square	phone	
mail-06	whatsapp-01		




Media & devices

Media & devices

airplay	keyboard-02	play	sliders-03
airpods	laptop-01	play-circle	sliders-04



Illustrated icons

The Hilo Band is not a simple consumer wearable device. The Hilo Band is a CE Marked Class IIa medical device that has undergone extensive and thorough clinical validation. Here are the icons to represent medical validation.



Certified medical device ISO standards 20+ years of research 6 clinical trials Trusted by doctors







The Hilo Band is waterproof, comes with free shipping, and includes a 2-year warranty. The product is designed in Switzerland, and the following icons visually represent these features.



100% waterproof Free shipping 2-year warranty Designed in Switzerland

UI illustrated icons are used when they are specific to Hilo product functionality. They appear inside the Hilo app to represent health metrics, device states, and interactions, ensuring the meaning is unmistakable and directly tied to how the product works.

UI Illustrated icons



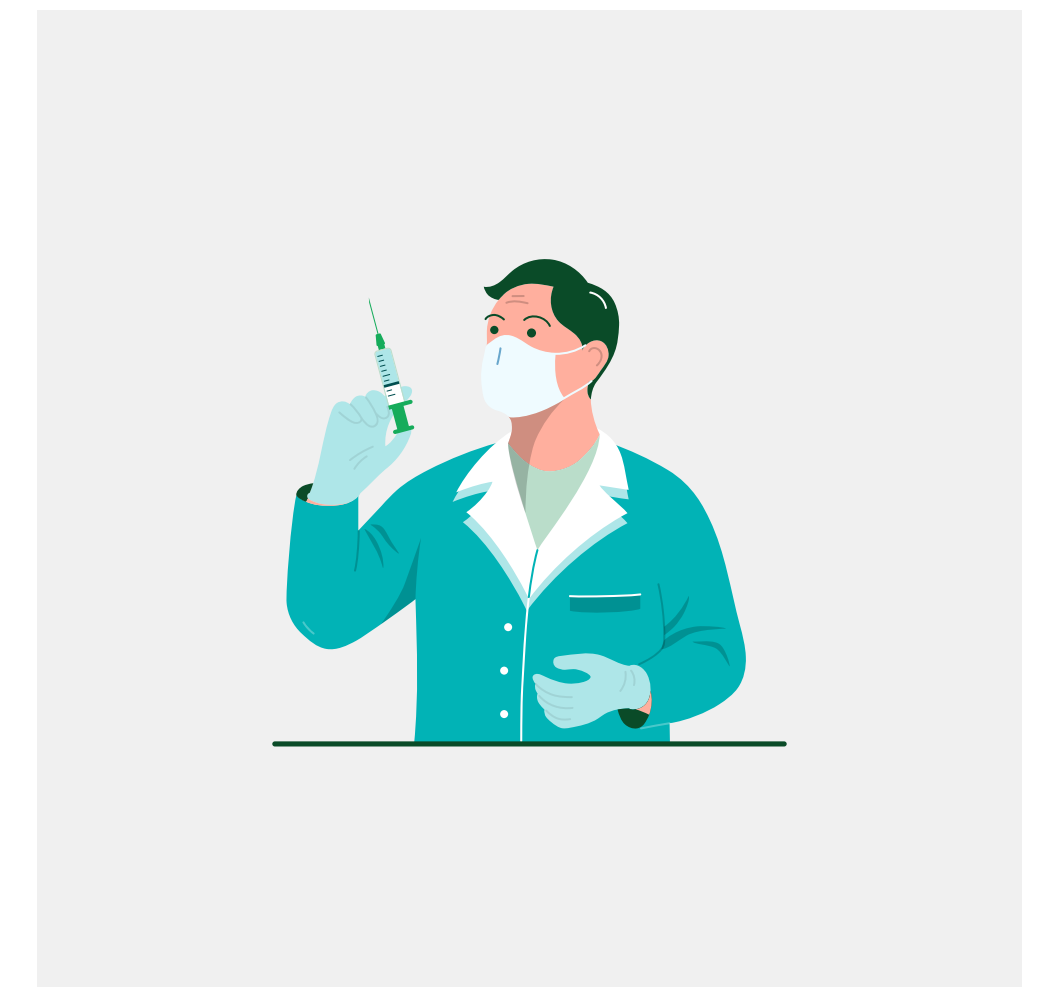
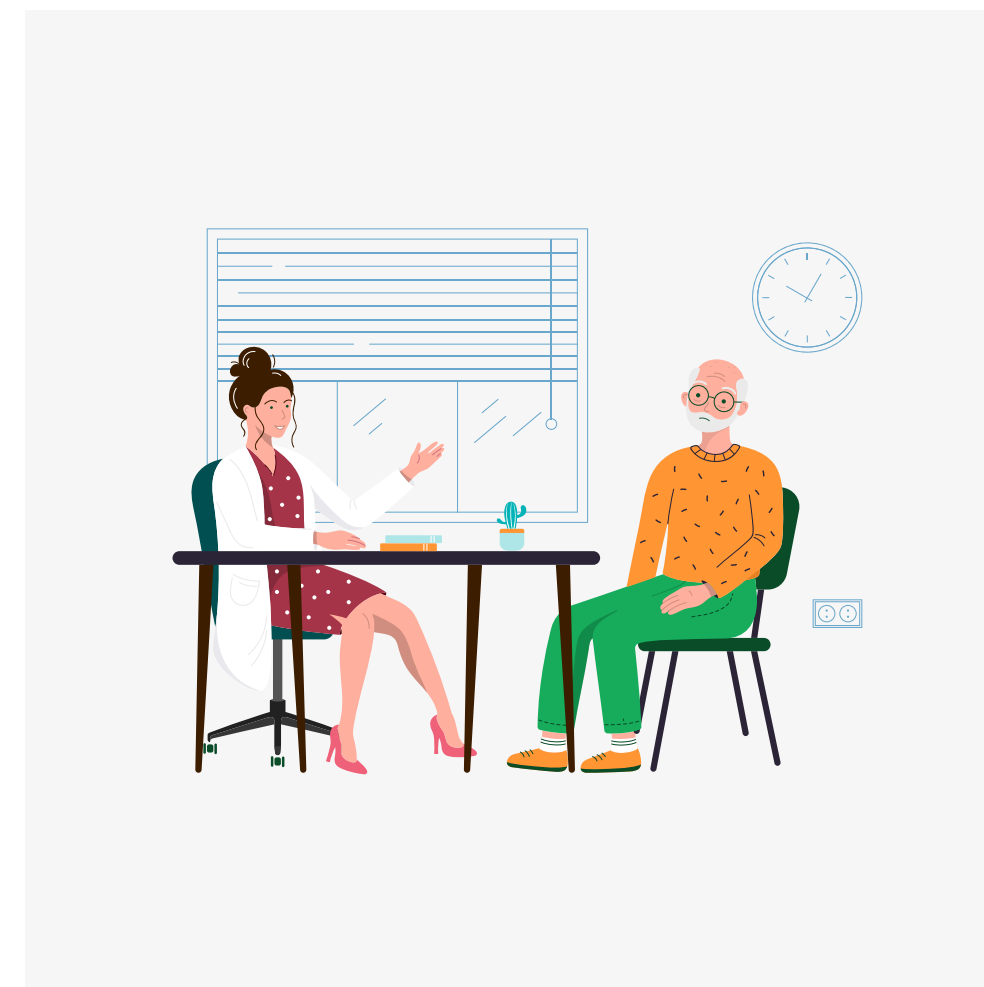
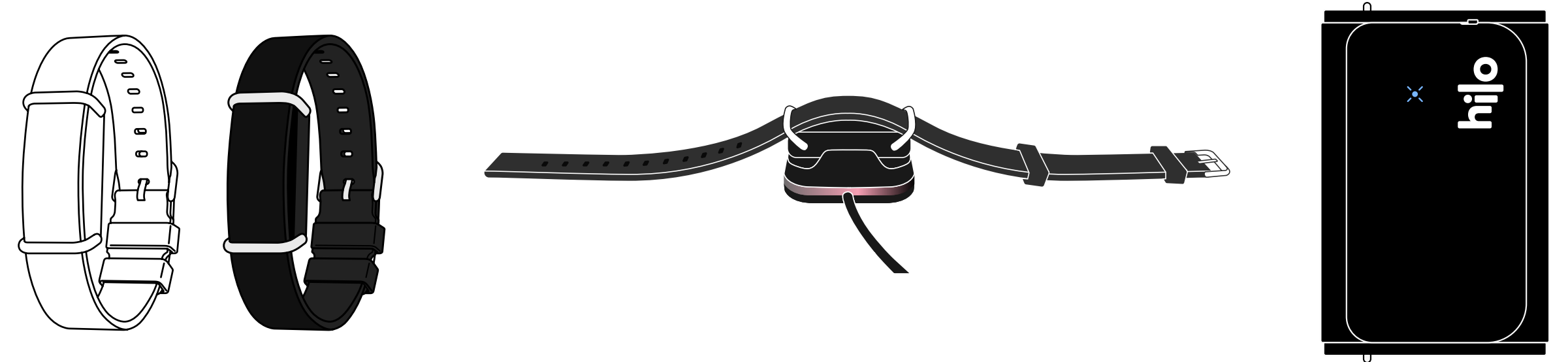
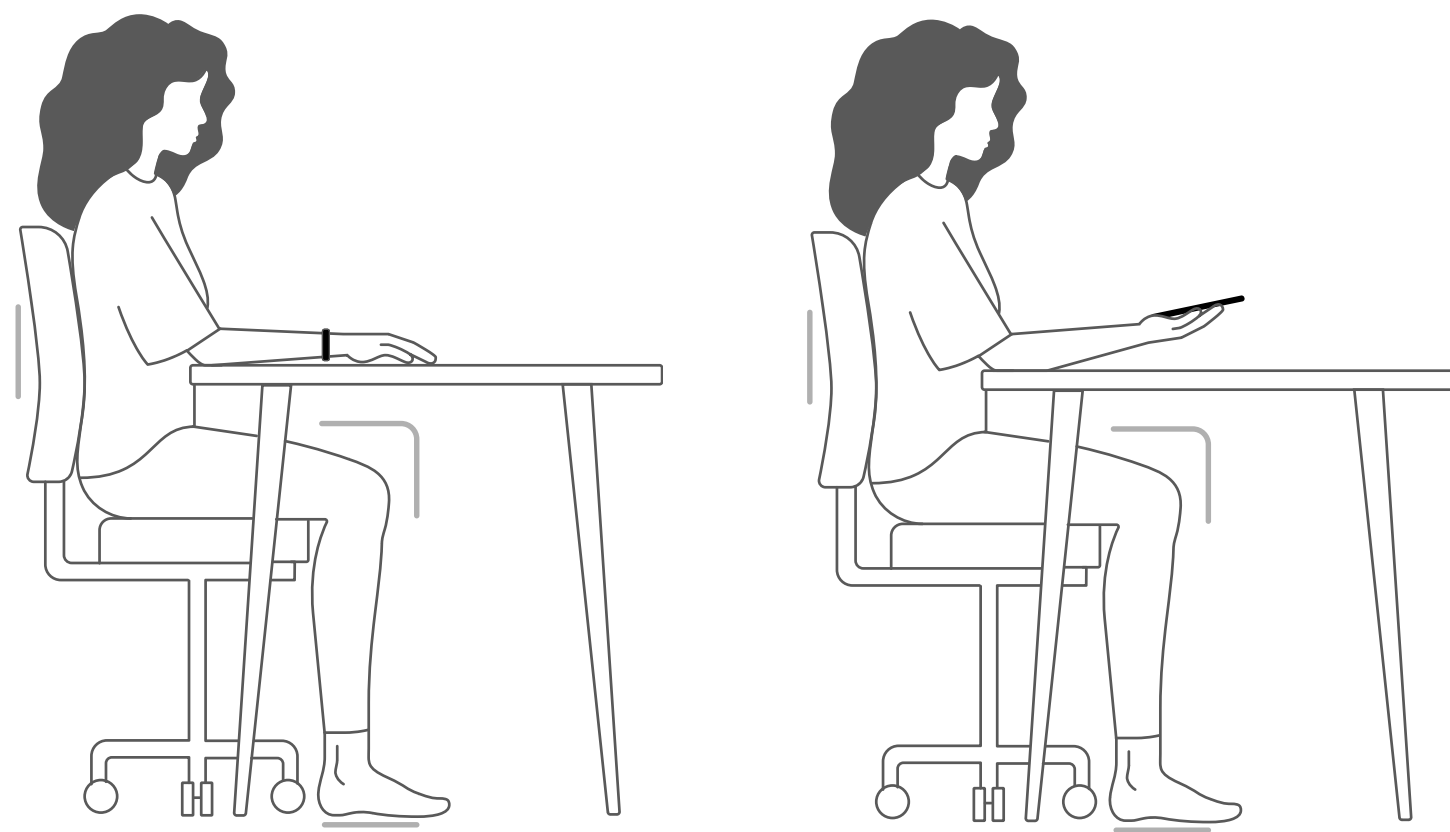
Hilo Illustrations



Illustrations

We use illustrations within the app, but not extensively in marketing materials. The existing illustrations are generic, with color adjustments to align with our palette. When creating new illustrations, ensure they match this style for consistency. Note that all product-related illustrations are custom-made and should remain distinct.

Product illustrations are available [here](#).
Generic illustrations are available [here](#).



Hilo photography

The background features a dark charcoal grey field. Overlaid on this are several large, fluid, organic shapes. A teal-colored shape starts at the top center and flows downwards. Below it, a light blue shape extends from the left towards the right. At the bottom, a large, sweeping shape in a light purple or lavender hue dominates the lower half of the frame. The shapes overlap, creating a layered, ethereal effect.

Lifestyle photography

A warm, intimate, and nostalgic atmosphere, lifestyle portraiture with a focus on natural moments.

Candid & Natural

Showing genuine and relatable moments. This makes the photography feel authentic and emotionally resonant, capturing a genuine family moment.

Soft Lighting

The lighting should be soft and diffused, contributing to a cozy, inviting ambiance. Natural and unforced, lit with warm indoor light, enhancing the warmth and comfort.

Warm tones

The colours are subtle and soft, with warm tones that feel inviting and familiar. This muted palette gives the image a timeless, almost vintage feel.



Product photography

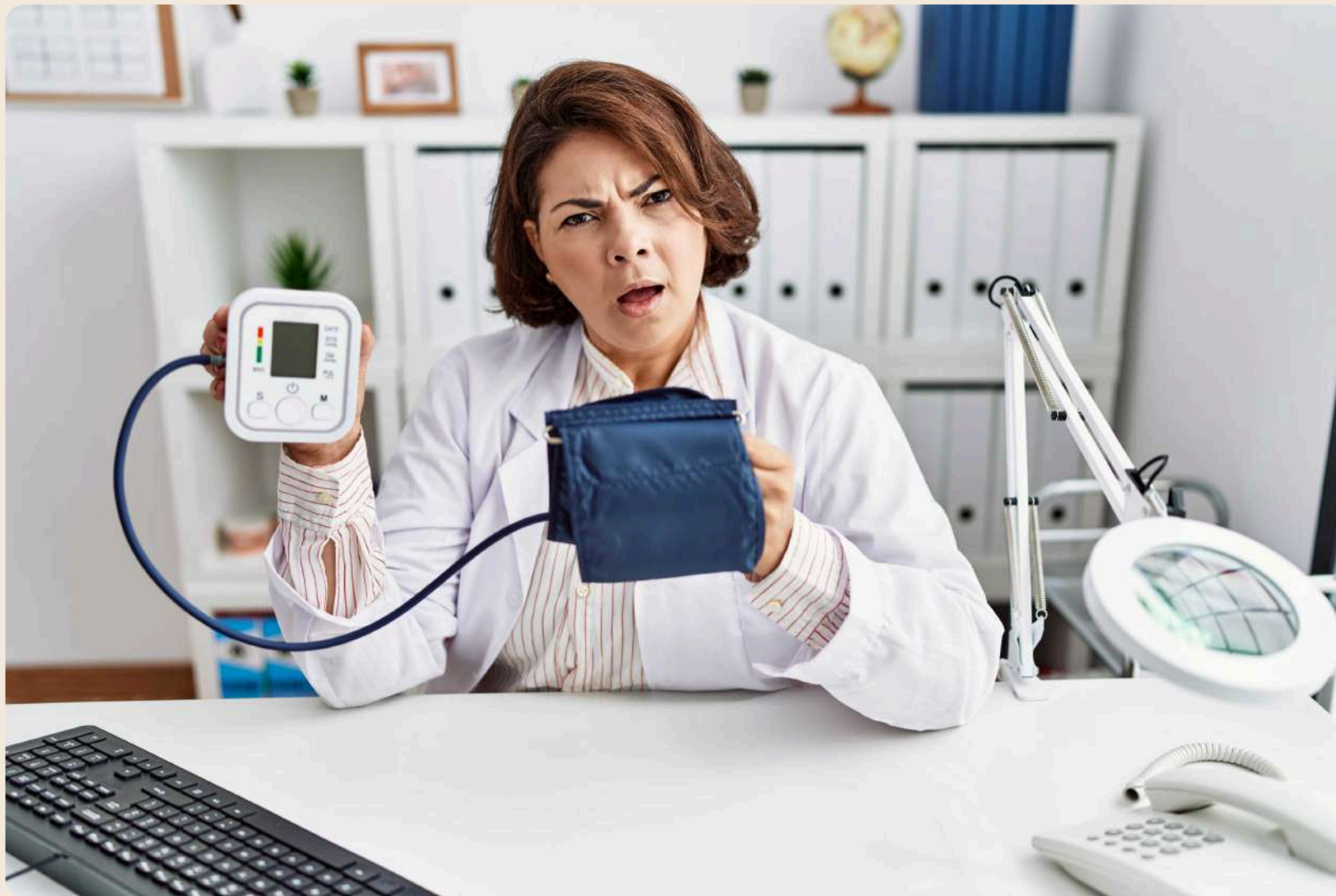
Create a warm, intimate, and nostalgic atmosphere with lifestyle portraiture that captures authentic, natural moments. Avoid featuring unhealthy food or individuals outside our target audience. The Hilo Band should remain the focal point in every image.



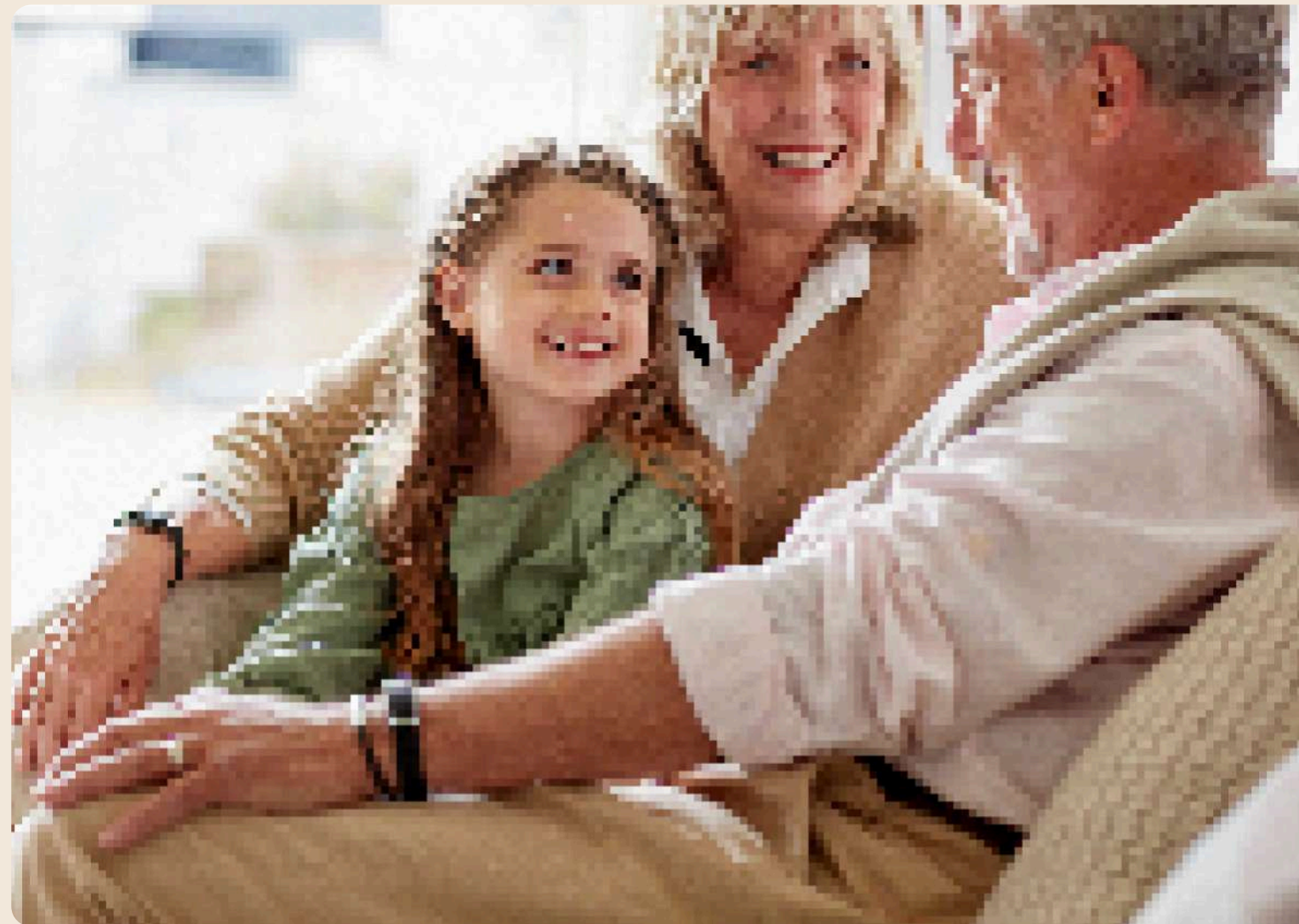
Protecting the brand

Stay away from stock images with forced or fake-looking expressions, those images hurt authenticity. Make sure your images are clear and high-quality. Use clean, uncluttered backgrounds to ensure text and logos remain clear and impactful.

✗ Don't use stock photos with unnatural or exaggerated expressions.



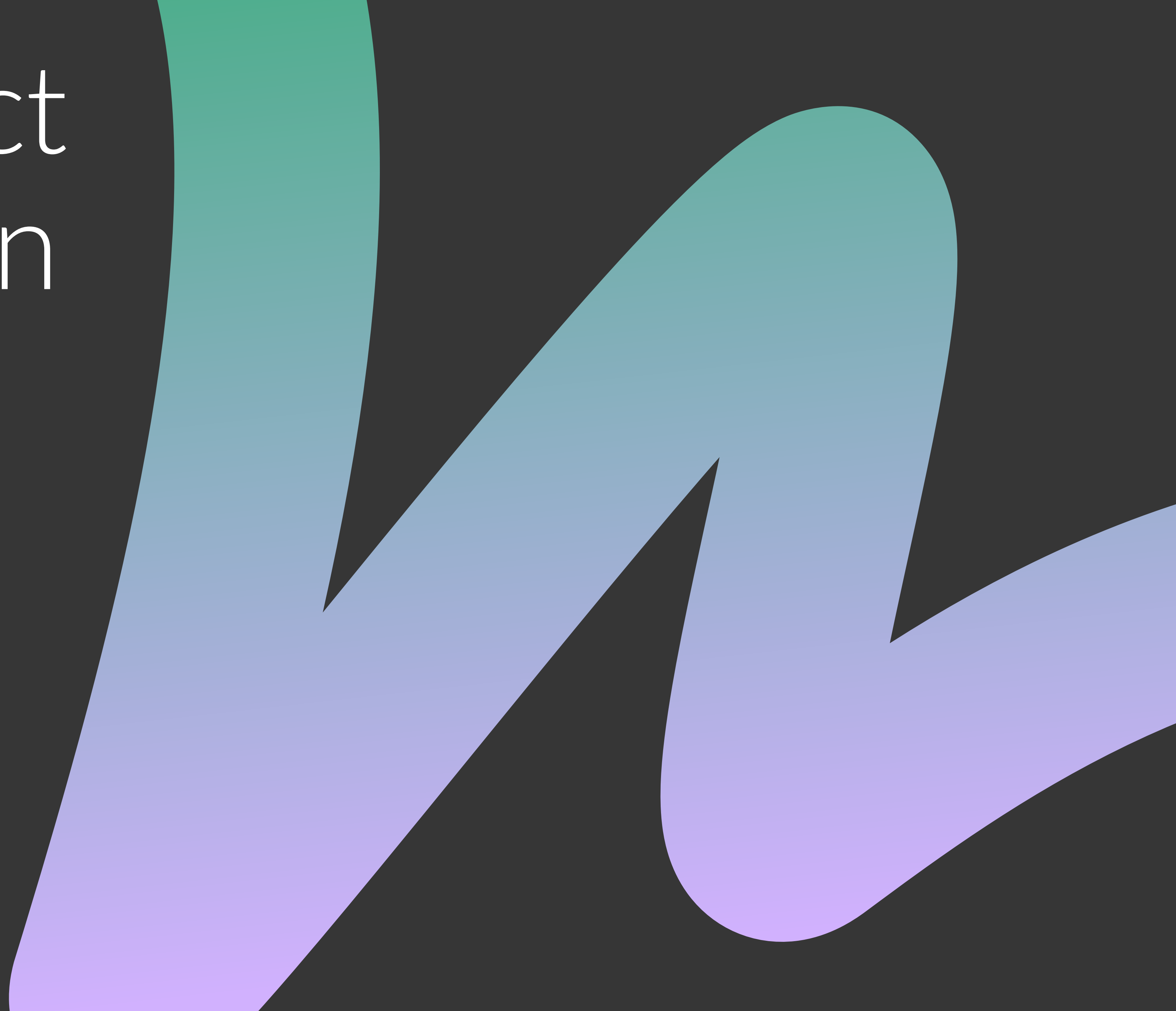
✗ Don't use low-resolution or pixelated images.



✗ Don't use typography and logo over busy photography.



Hilo product visualisation



Band and app

The two most important elements are the Hilo Band and the Hilo App. When creating ads, always feature both elements to tell the complete story.

The Hilo Band is not a simple consumer wearable device. The Hilo Band is a CE Marked Class IIa medical device that has undergone extensive and thorough clinical validation.



CE Certified medical device

ISO ISO standards

Trusted by doctors

20+ years of research

6 clinical trials

Hilo Band 3d renders

Black is the standard color of the strap included in the box, along with the pod, charger, cuff and cable. All other colors must be purchased separately. When we say Hilo Band, we're referring to both the Hilo Strap and the Hilo Pod together.

A subtle shadow should appear beneath the product, discreetly giving the impression that it is slightly levitated.



hiloBand



● Midnight (#F0F0F0)



← Hilo Pod

Hilo Band →



Hilo Strap 3d renders

Hilo Strap is available in 3 additional colors, Spring, Forest and Lilac. All colors are available in 2 sizes.

Hilo Strap refers to the strap only and does not include the Hilo Pod.



● Spring (#16AD5C) ● Forest (#086735) ● Lilac (#E9D9FF) ● Midnight (#F0F0F0)

Hilo Strap 3d renders



● Spring (#16AD5C) ● Forest (#086735) ● Lilac (#E9D9FF) ● Midnight (#F0F0F0)

Hilo Cuff 3d renders

The Hilo Cuff is included with the product.

The Hilo Cuff in
the packaging



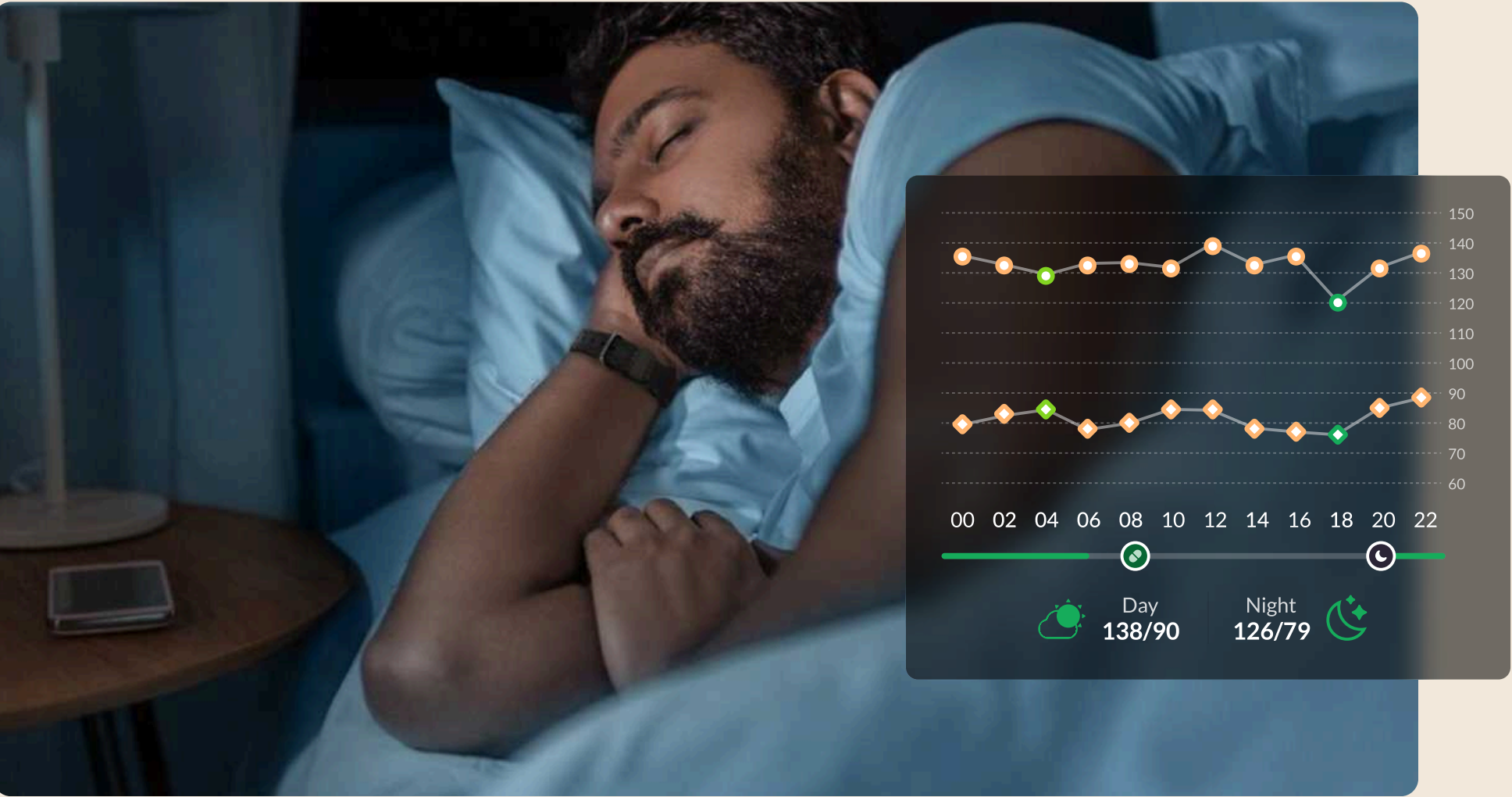
Packaging 3d renders

Here’s what’s included in the package: the Hilo Pod, Hilo Strap, Hilo Cuff, charger, and cable.



UI features

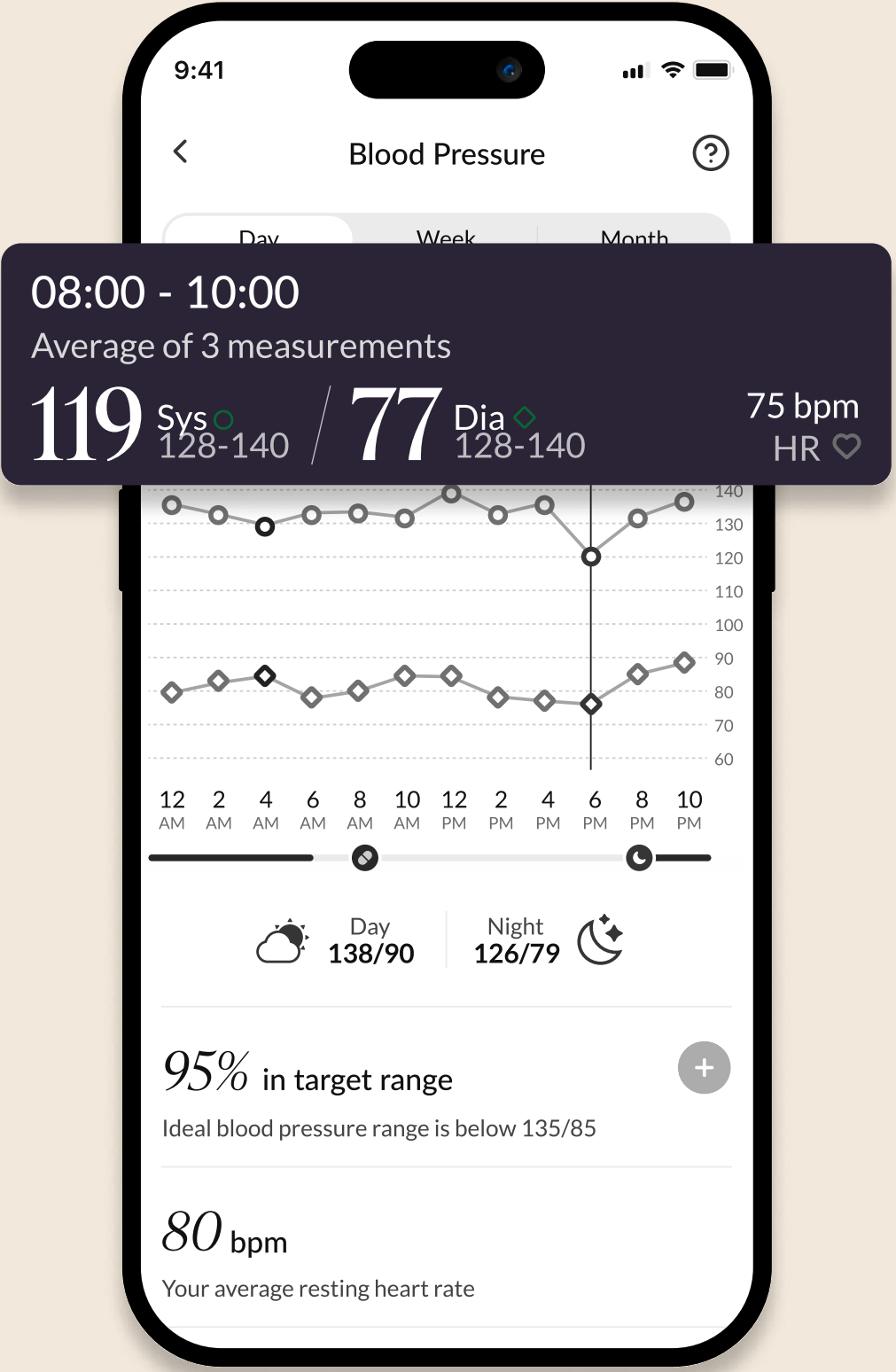
We use different levels of visualisation to showcase Hilo’s features depending on the context. Some visuals show the product exactly as it appears in the app, while others use simplified elements or storytelling to highlight a single feature more clearly. This approach helps us communicate both the detail of our interface and the bigger picture of how Hilo supports people in managing their blood pressure and overall health.

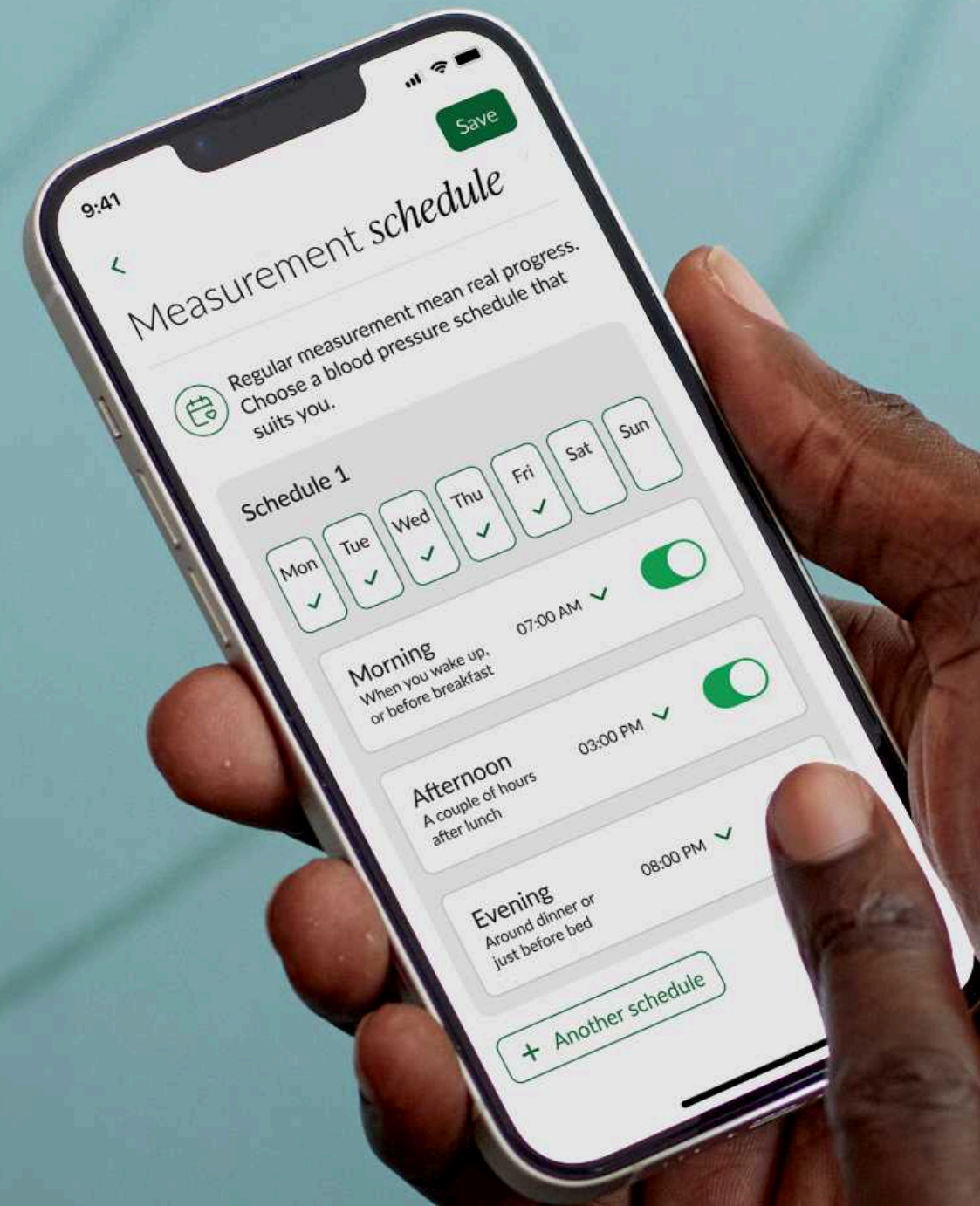


Day and night monitoring



Share results with a doctor

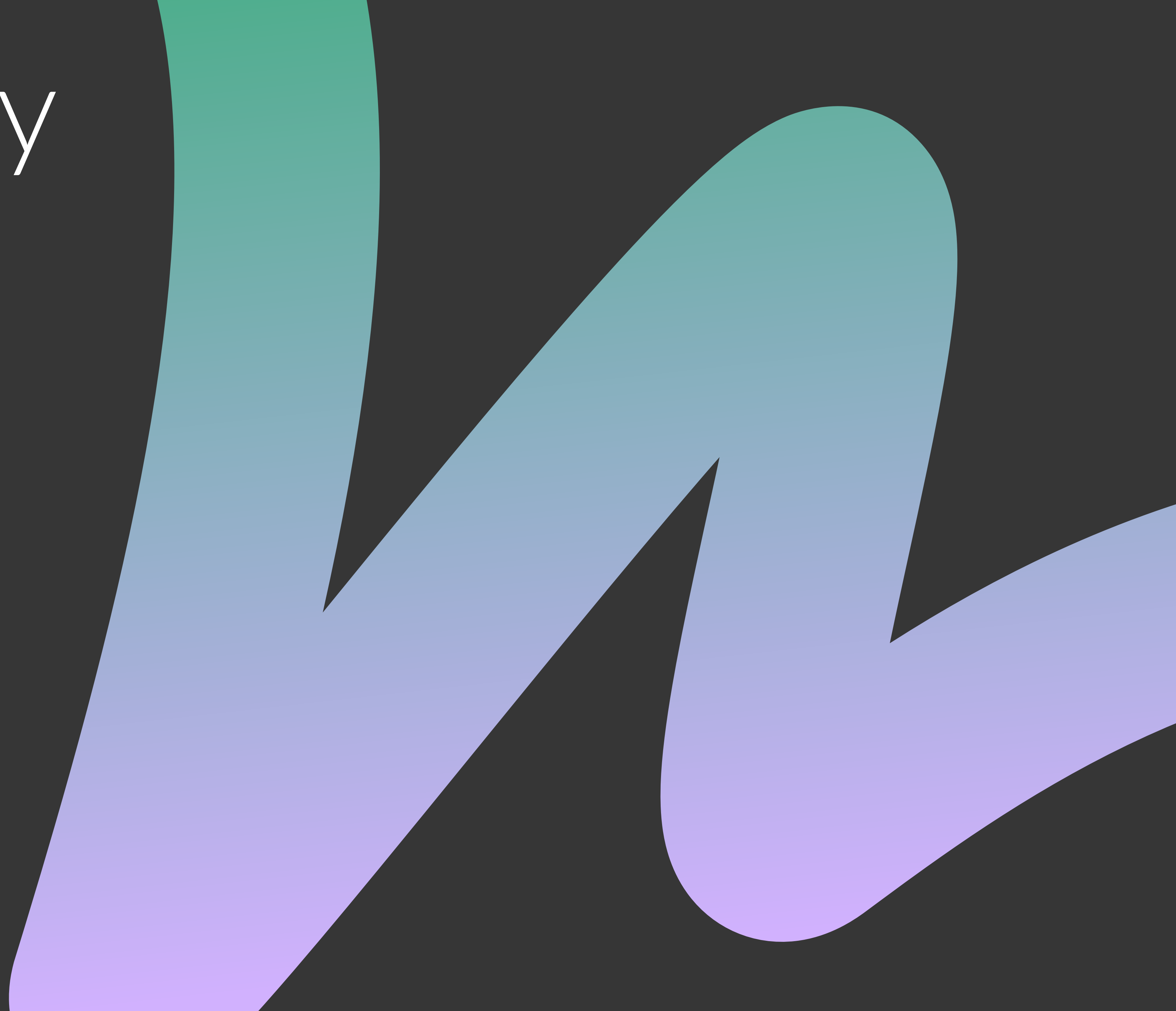




Using full app views


When highlighting the app view in the lifestyle images, make sure the app interface is clearly visible, the bracelet is prominently shown, and avoid including unnecessary or distracting elements.

Hilo identity examples





Marketing materials

25 blood pressure readings during the day.
On your wrist.



CE Certified medical device








Robert
Hilo user


★★★★★


“This is by far the best Blood Pressure monitoring system on the market nothing comes close.”



Hilo is the *first consumer medically certified* continuous cuffless blood pressure monitor available in the UK

 hilo.com







Take control of your blood pressure | **hilo.com**