



a hub of positive reproductive & sexual health

# hive brand guidelines

## Logo

The HIVE logo has been created in a horizontal configuration. The logos are available for use in color and reversed for use on dark backgrounds.

The preferred version for use of the logo is the color version on a white background. In the case of a black background the colored logo should be used. In instances of colored backgrounds the reversed logo should be used instead.

### Preferred Color Version on White Background



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### Color Version on Black Background



### Reversed on Colored Background



dark pedal = 90% White; light pedal = 66% White  
type = 100% & 66% White

### Black and White



dark pedal = 100% Black  
light pedal = 70% Black  
type = 100% Black & 70% Black

## Printing Restrictions

Color printing may not always be available. If only black ink is available, use the solid black and white version of the logo.



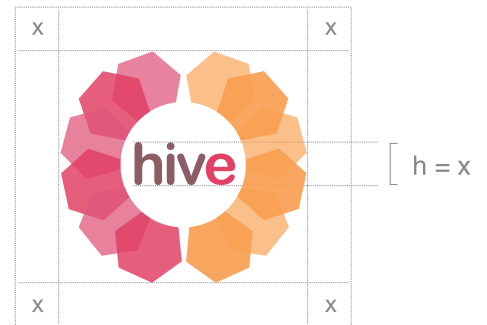
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## Logo Usage

### Clear Space

The area around the logo is known as the clearspace. Maintaining the clearspace around the logo will ensure that the logo stands out from other elements used in its proximity such as text, photography, and other graphics. The clearspace is determined by measuring the height of the letter “h” and then applying its distance to all sides of the logo.



### Minimum Size

To ensure legibility and overall quality of the HIVE logo, adhere to the minimum size requirements which is determined by the width of the logo. For print use, the width should be a minimum of 1.25” and for online use the minimum width should be 130pixels.

#### Logo +Tagline+URL



#### Logo +Tagline



#### Logo Bug



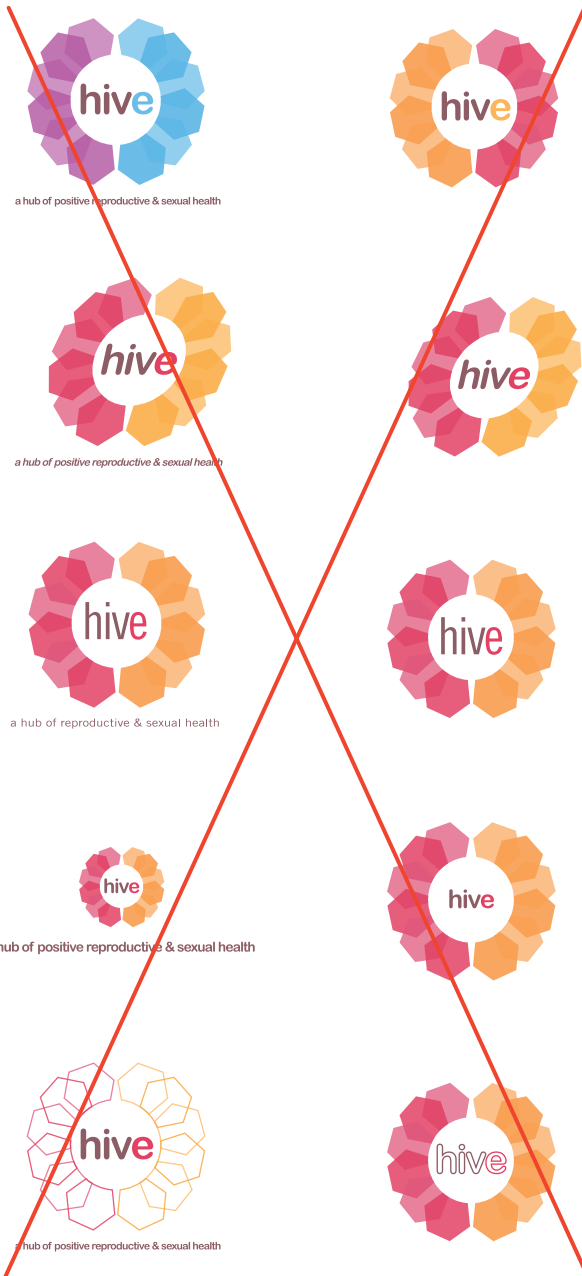


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## Inappropriate Logo Usage

Do not alter or recreate the HIVE logo artwork in any way. Always request and use the official HIVE logo for HIVE communications. Inappropriate logo use examples are shown below.



Do not rearrange or change the colors of the logo

Do not distort or skew the logo

Do not retype any parts of the logo

Do not change the size/relationship of the pedals and the type of the logo

Do not outline any parts of the logo



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## Color

### Primary Color Palette

Never alter the provided logo art or colors. Use the version of the logo for its intended application/print outcome. The primary colors are to be used for HIVE communications.



HIVE Orange

PMS: Pantone 143 U  
CMYK: 0, 45, 78, 0  
RGB: 246, 160, 77  
HTML: # F6A04D



HIVE Red

PMS: Pantone 206 U  
CMYK: 6, 90, 47, 0  
RGB: 216, 68, 101  
HTML: # D84465



HIVE Dark Red

PMS: Pantone 505 U  
CMYK: 42, 66, 48, 16  
RGB: 138, 92, 102  
HTML: # 8A5C66

### Secondary Color Palette

The secondary colors can be used to enhance design, or as accent colors.



HIVE Light Orange

PMS: Pantone 1345 U  
CMYK: 0, 19, 47, 0  
RGB: 255, 213, 145  
HTML: # FFD591



HIVE Light Red

PMS: Pantone 680 U  
CMYK: 22, 52, 14, 0  
RGB: 192, 139, 169  
HTML: # C08BA9



40% Gray

PMS: Pantone Cool Gray 6 U  
CMYK: 0, 0, 0, 40  
RGB: 164, 166, 168  
HTML: # A4A6A8



Black

CMYK: 0, 0, 0, 100  
RGB: 0-0-0  
HTML: # 000000



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## Typography

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### Print Font

Arial Rounded MT Bold is used for HIVE marketing communications.

#### Arial Rounded MT Bold

**AaBbCcDdEdFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789, .?!@ \$%\***

### Web Font

For online use when Arial Rounded MT Bold is not available, use Nunito Bold instead.

#### Nunito Bold

**AaBbCcDdEdFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
0123456789, .?!@ \$%\***