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**

**Color Version on Black Background**

**Reversed on Colored Background**

**Black and White**

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

Clear Space

The area around the logo is known as the clear space. Maintaining the clear space 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 clear space 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 requirement, which is determined by the width of the logo and/or tagline. The logo with tagline (with or without URL) should be a minimum width of 1.375 inches for print and 150 pixels for on-screen use. Without the tagline or URL, the logo width should be a minimum of 1 inch for print and 90 pixels for on-screen use.

Logo + Tagline + URL

screen = 150 pixels
print = 1.375 inches

Logo + Tagline

screen = 150 pixels
print = 1.375 inches

Logo Bug

screen = 90 pixels
print = 1 inch
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 usage 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 petals and the type in the logo
- Do not outline any parts of the logo
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 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 the 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
Typography

Print Font

Arial Rounded MT Bold is used for printed HIVE marketing communications.

Arial Rounded MT Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.?!@$%*

Web Font

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

Nunito Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789,.?!@$%*

Accessibility

HIVE strives for Section 508 compliance. When partnering with us, please take steps to make your content accessible for people who use screen readers and/or other communication devices.