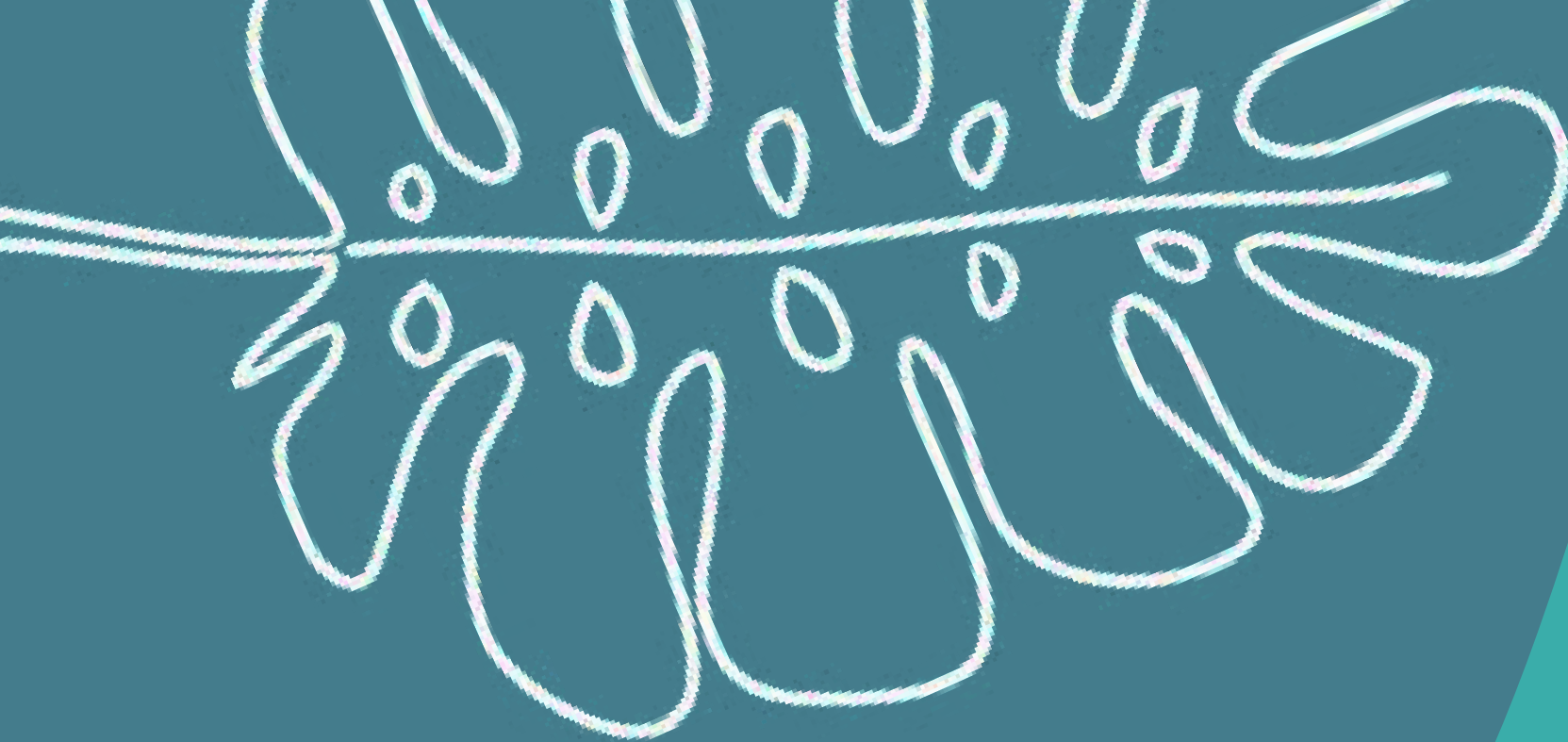
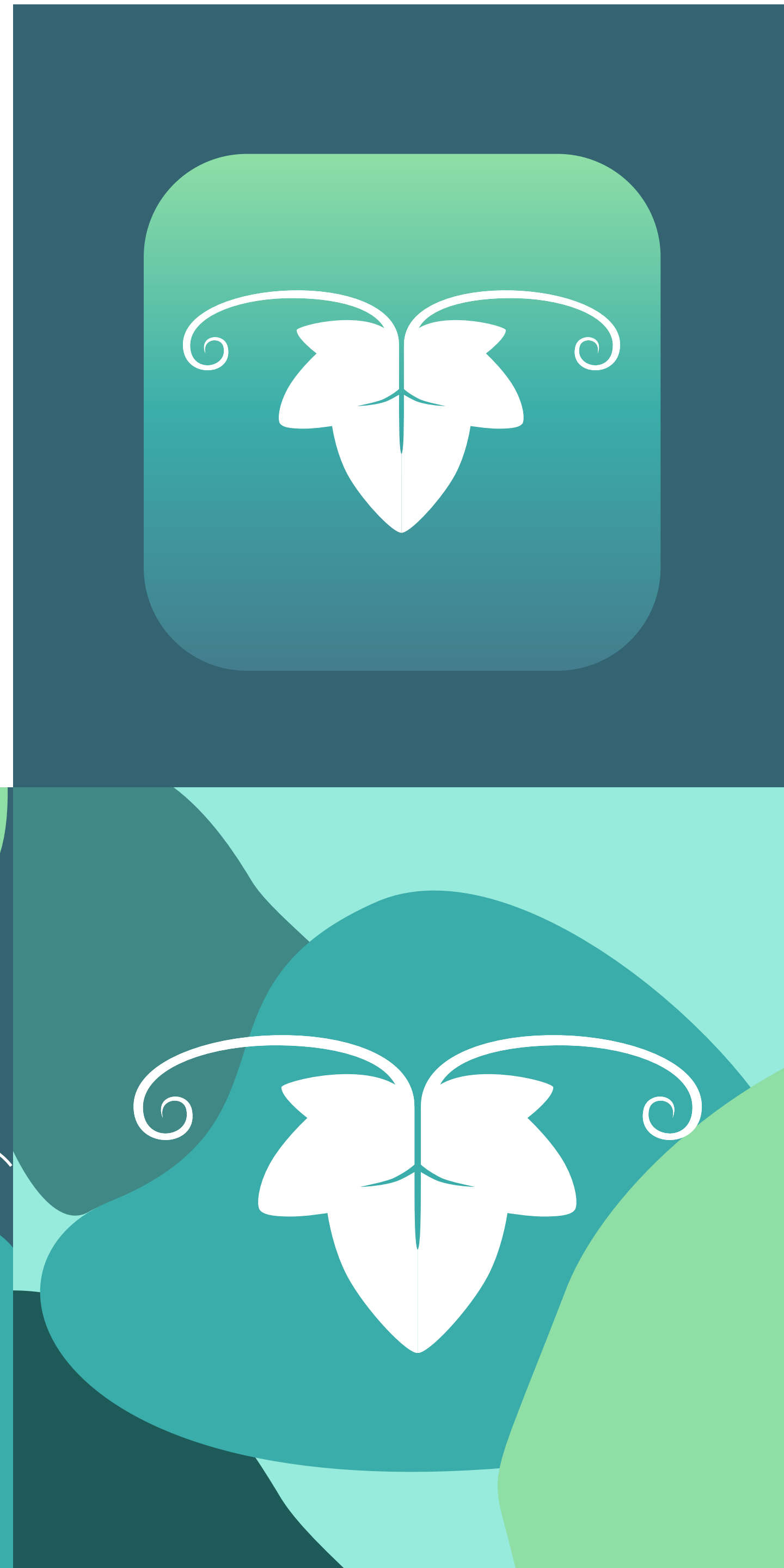
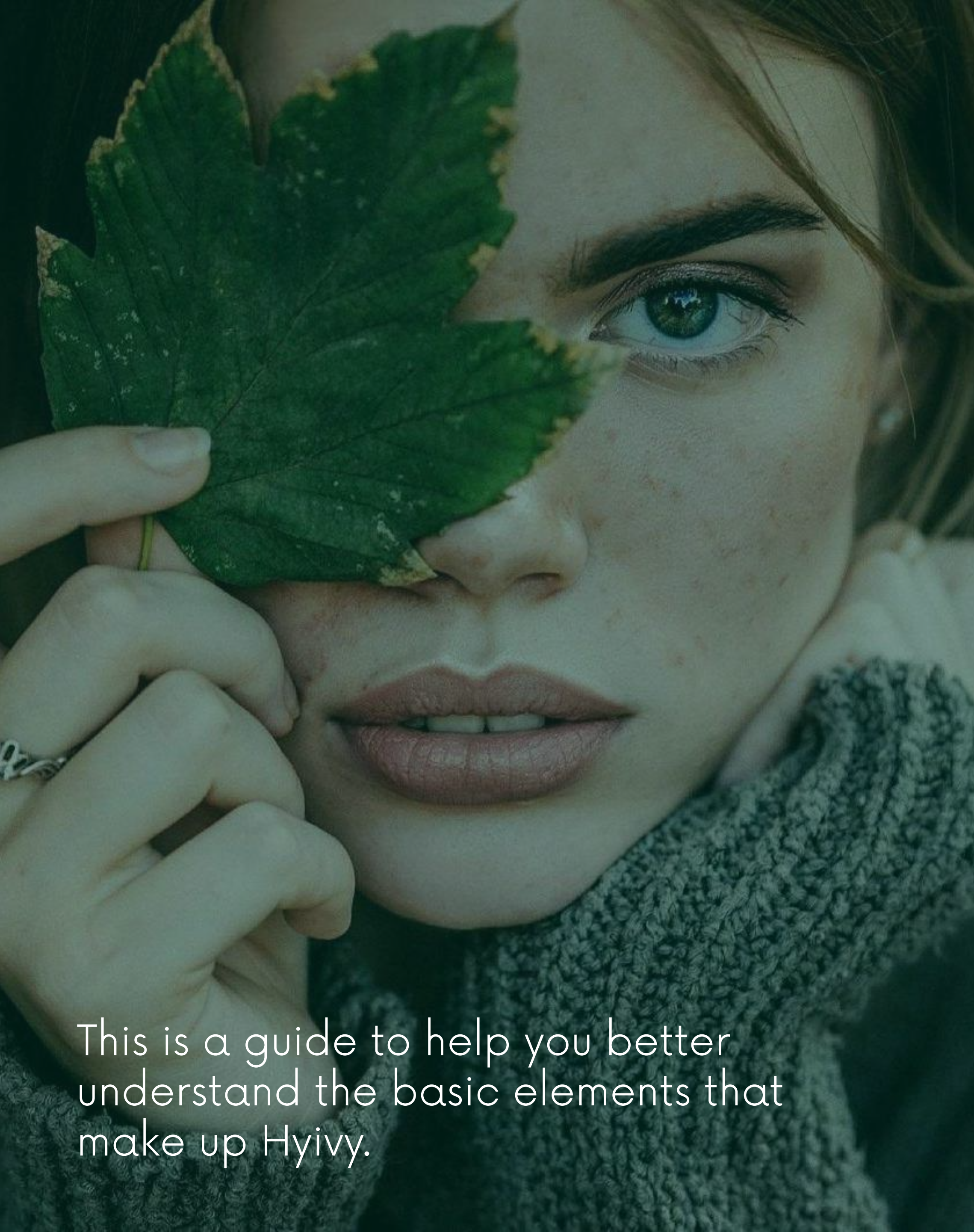




hyivy







This is a guide to help you better understand the basic elements that make up Hyivy.

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Our Story

A message from Hyivy Health CEO:

I have always experienced pelvic health issues, from surgery for endometriosis to pelvic floor therapy sessions for PTSD after a treatment for a Bartholin's gland issue, my world has always seemed to challenge me when it came to pelvic health, positive sexual experiences and an overall feeling of being 'healthy'. My pelvic health reached its ultimate test in May of 2019 when I was diagnosed with Cervical Cancer at the age of 28. As if the challenges of fighting a cancer battle weren't enough, I found out the after effects of my treatment would make me infertile, throw me into early menopause and severely impact my intimacy and sexual health for the rest of my life.



I came up with the idea for Hyivy Health while on bed rest after my hysterectomy and lymphadenectomy. I had joined an amazing group of 10,000 women who share their direct experiences with cancer aftercare and would help answer questions, share stories or helpful tips to get through the tough times. Many of them had shared the downfall of cancer treatments on their ability to be intimate and the direct impact it was having on their overall health, well being and relationships. I knew something needed to be done. Once I started my radiation, I had the unique opportunity to talk to doctors every day when I came in for my treatments to validate the idea for Hyivy clinically. The rest is history!



The Product

What I believe the industry has got wrong is that products have not been designed with a woman's anatomy in mind and what current products for rehabilitation and tracking have got wrong up is that they are not thinking about all the challenges a woman faces after significant changes to the body from a devastating diagnosis.

Many of these women cannot even fathom the experience of pleasure when they are in so much pain. Many of them cannot even receive a basic pelvic exam by their doctors, let alone insert a device. Many of them are so afraid of the pain they will experience that products that are too big, intimidating or use things like electricity to stimulate kegel exercises are just inducing further fear and reversing any progress they might have already made.

These women need a trustworthy, informative, comfortable and safe set of products that are built with them in mind at a time when they are most fearful and vulnerable. Your concerns, stories and experiences have not gone unnoticed by our team and we have seen the gaps and inconsistencies in research, attention and understanding of the complexities of pelvic health issues for women.





Our Logo

Our logo is the face of our company, and we require that you follow these guidelines to ensure it always looks its best. Our logo is the combination of our name with the icon.

Logo Clearance

The clearspace minimum is equivalent to the horizontal width of the letter 'h', regardless of the size at which the logo is reproduced.



Horizontal Logo



Stacked Logo

Primary Usage



Stacked Logo



Horizontal
Logo

Secondary Usage



The logo should be most often displayed in full colour as shown in the top left corner of this page.

The logo should always be placed in backgrounds with contrasting colours and made easy to see.

Logo Misuses



Do not rotate the logo.



Do not resolve the logo in two different colours.



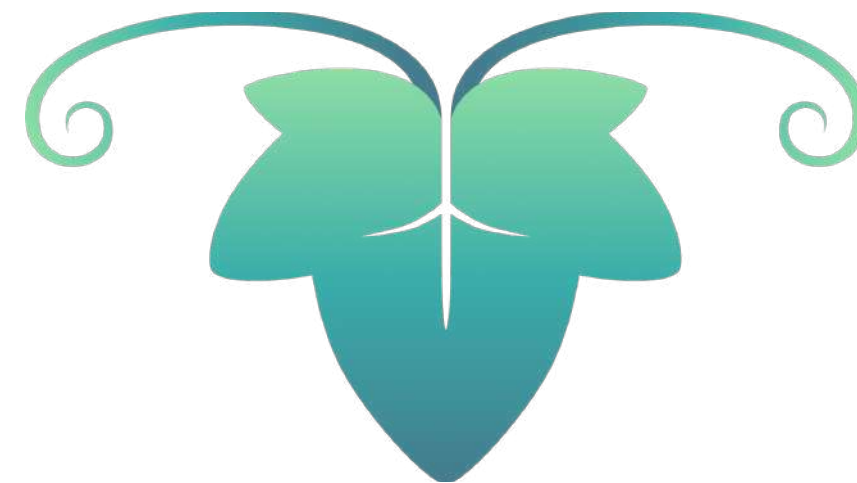
Do not place the logo on similar colour backgrounds.



Do not change the colour of the logo.



Do not use the wordmark without the icon.



Do not use the icon without the wordmark.



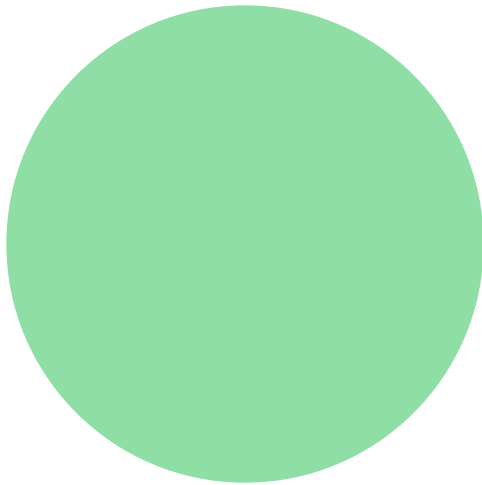
Do not distort or warp the logo in anyway.



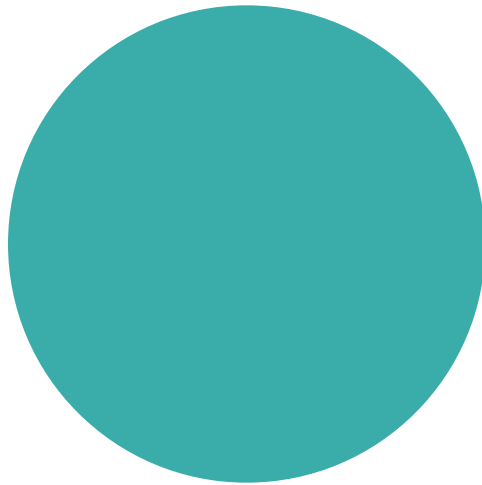
Do not change the font of the wordmark in the logo.

Pallete

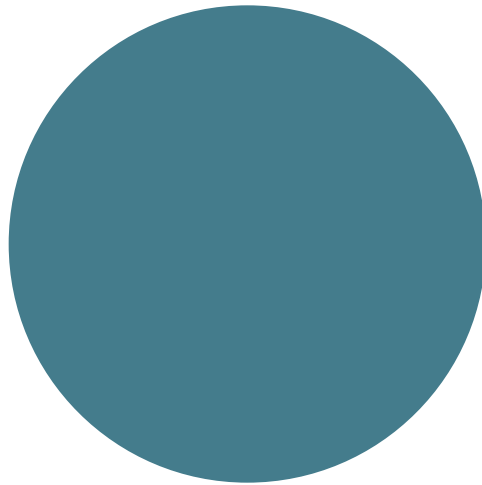
Primary



Spring
#8EDEA6
R: 142
G: 222
B: 166

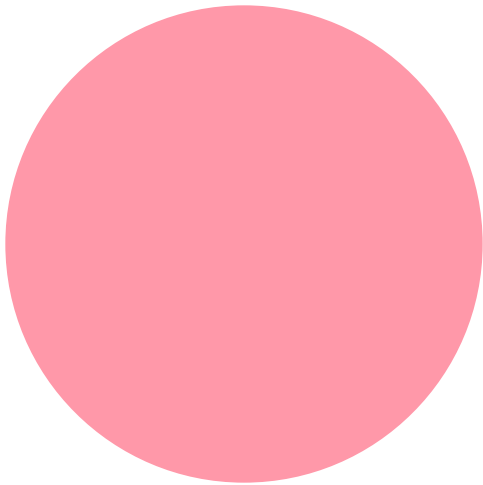


Growth
#3AADAA
R: 58
G: 173
B: 170

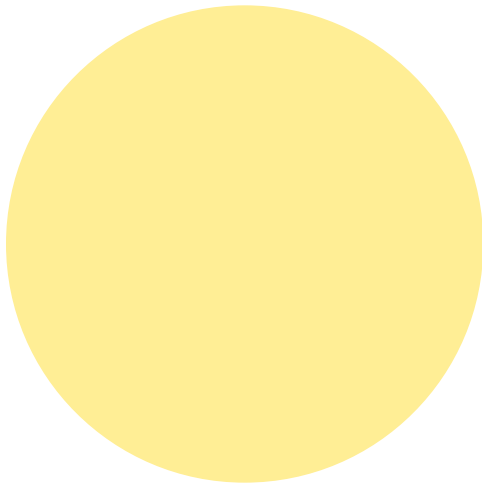


Dive
#447C8C
R: 68
G: 124
B: 140

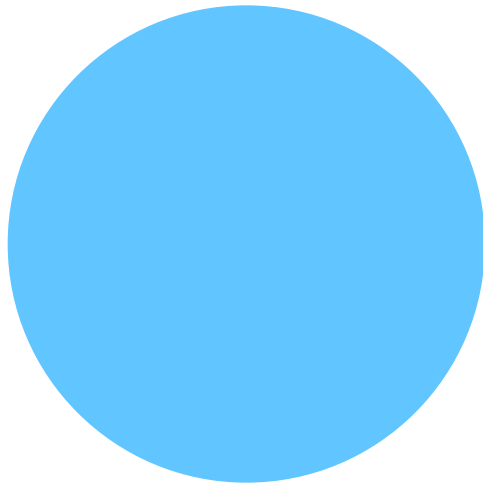
Secondary



Love
#FF98A9
R: 255
G: 152
B: 169



Shine
#FFEE95
R: 255
G: 238
B: 149



Up
#61C6FF
R: 97
G: 198
B: 255

Typography

Now

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Medium **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_

Typography

Oxygen

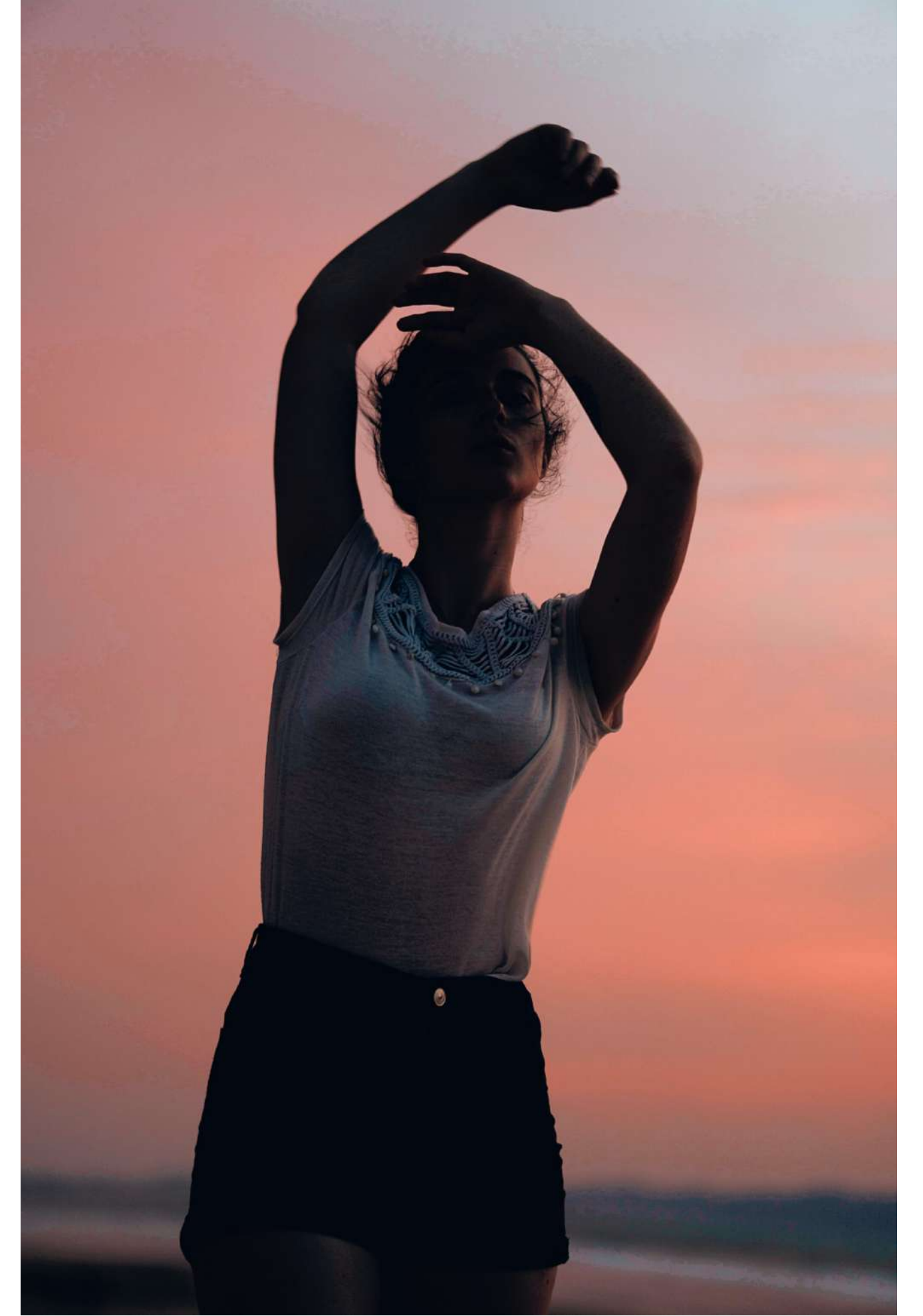
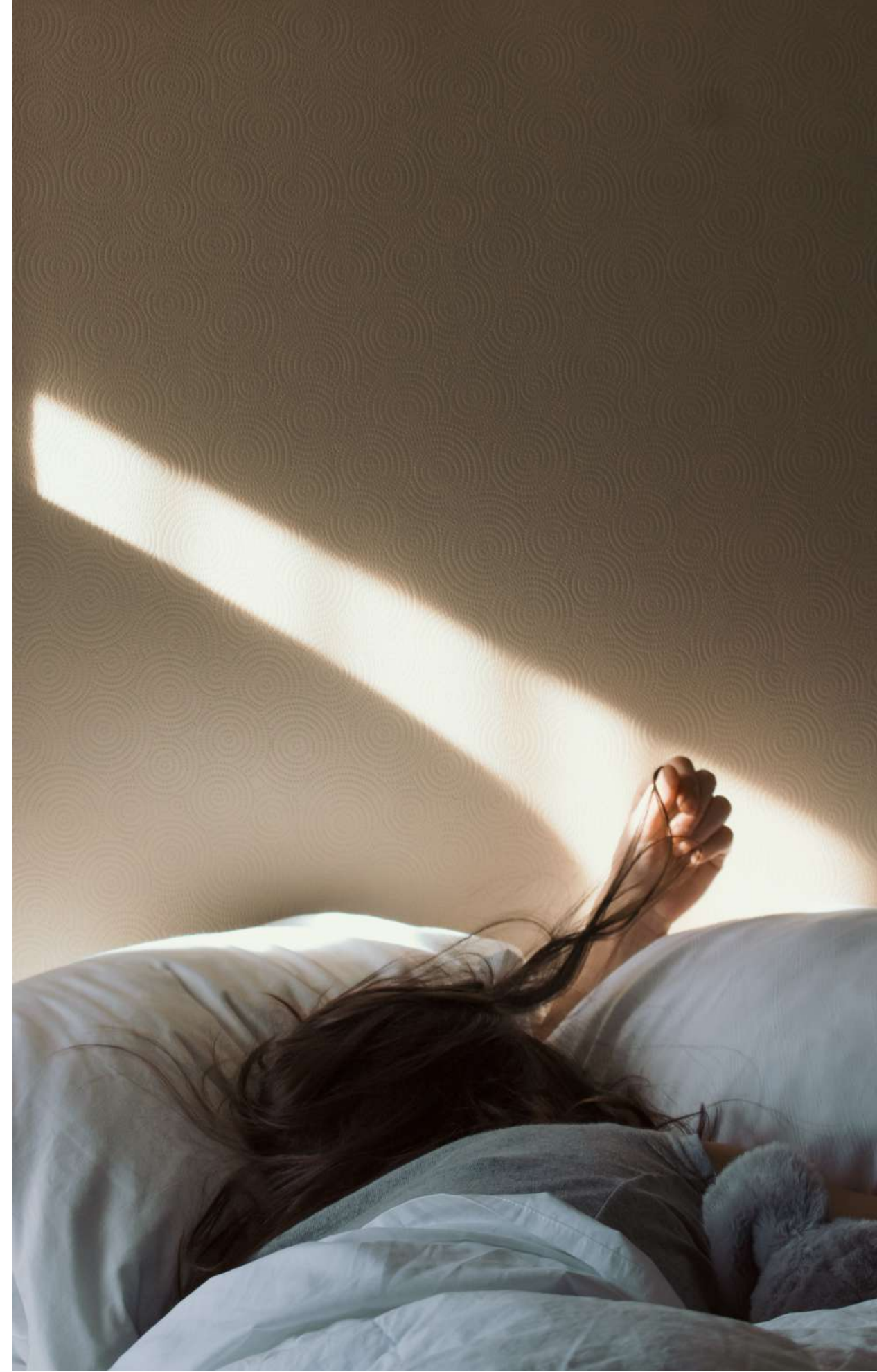
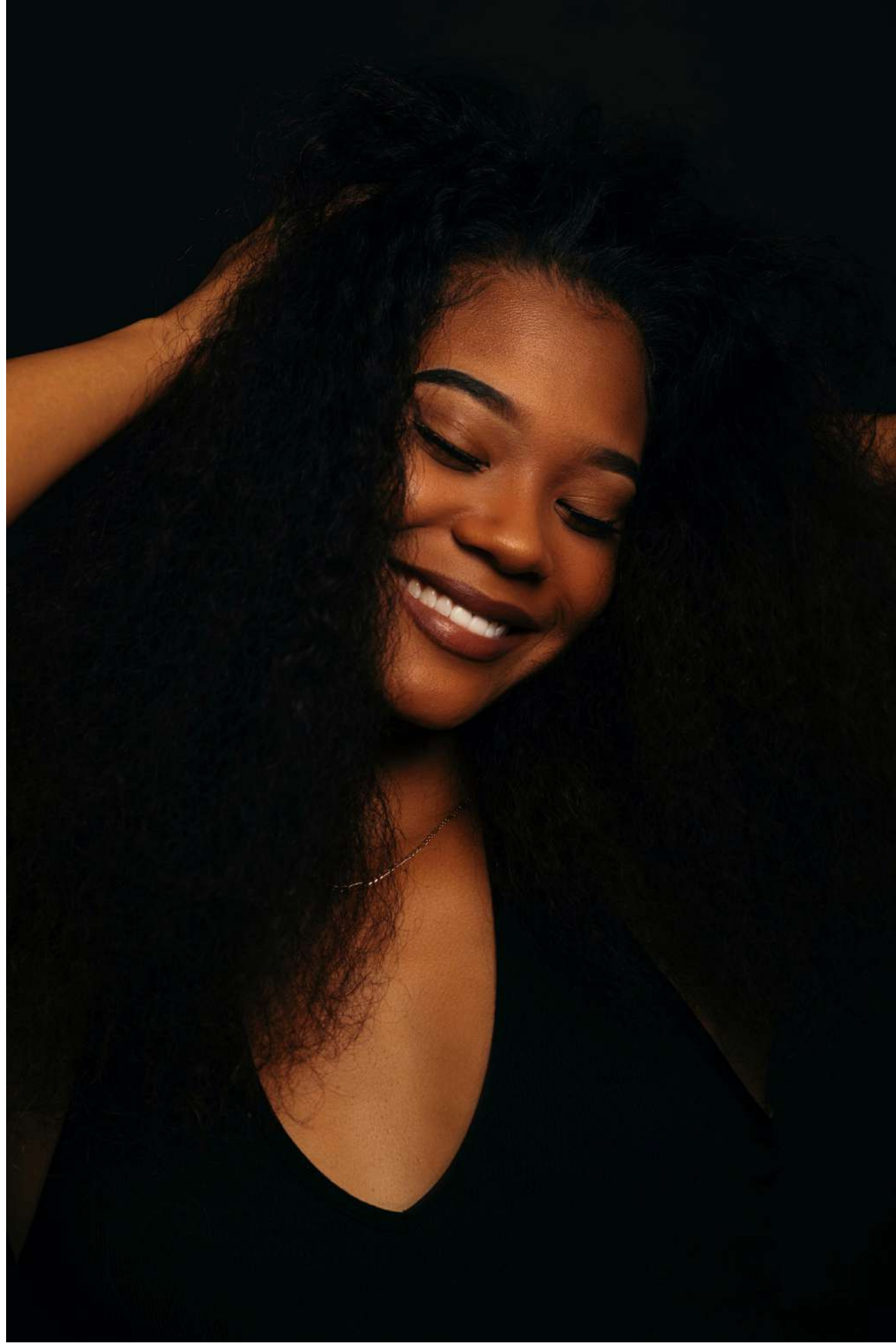
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()_	Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()_
		Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()_

Imagery

The images used by our brand mostly has a uniform background and has to express the following energy: free, strong, happy, and hopeful.



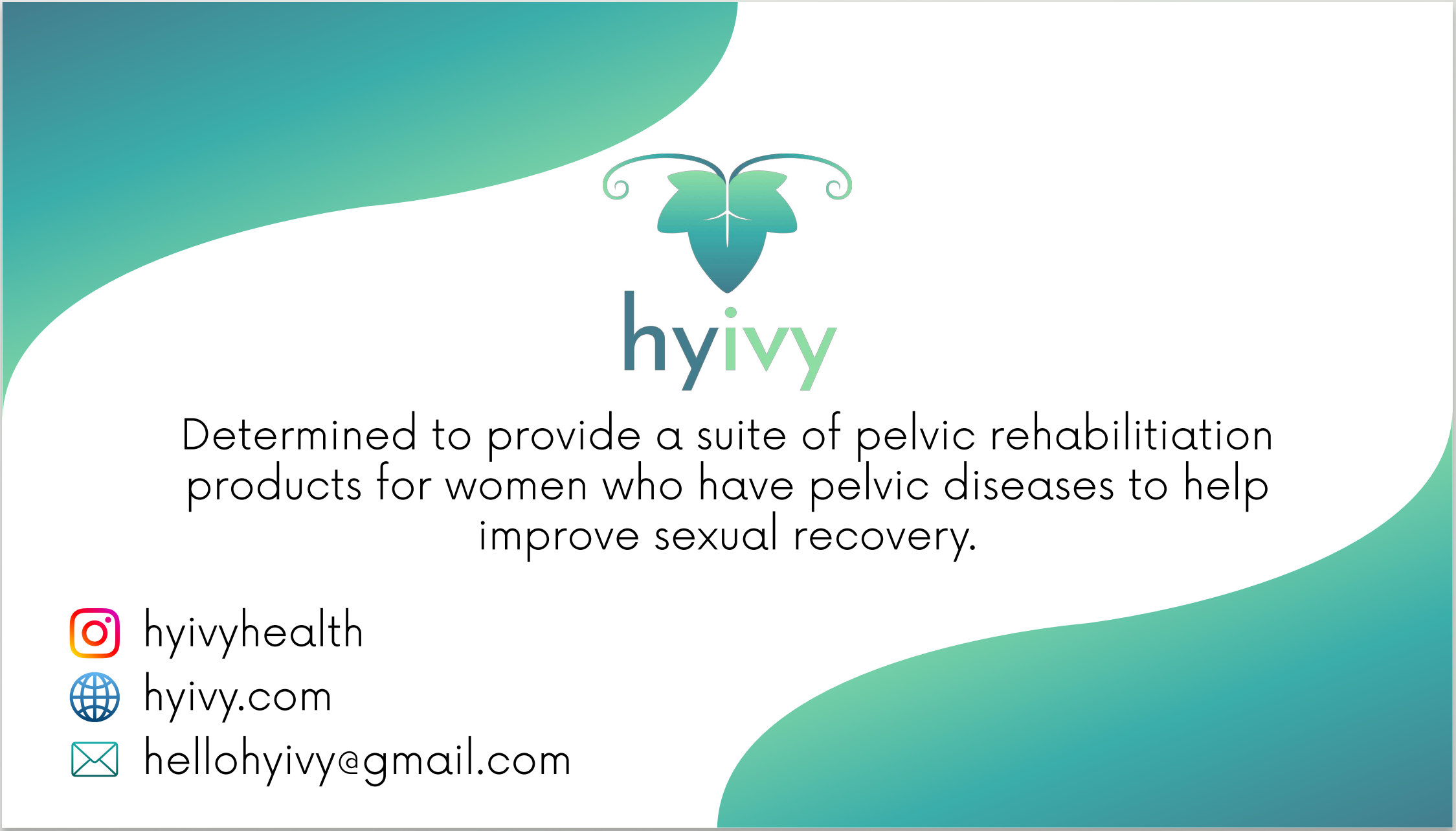
People



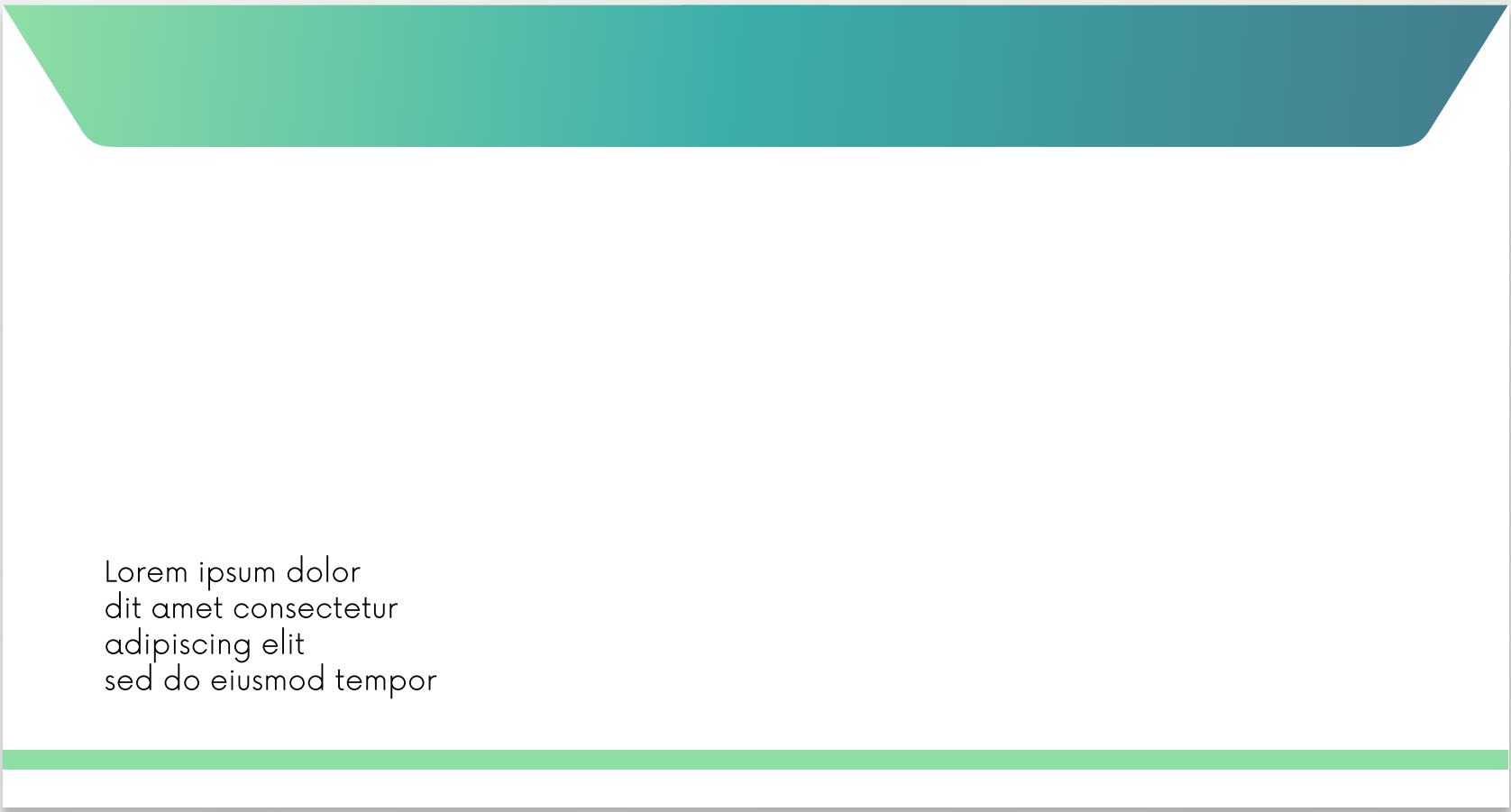
Products



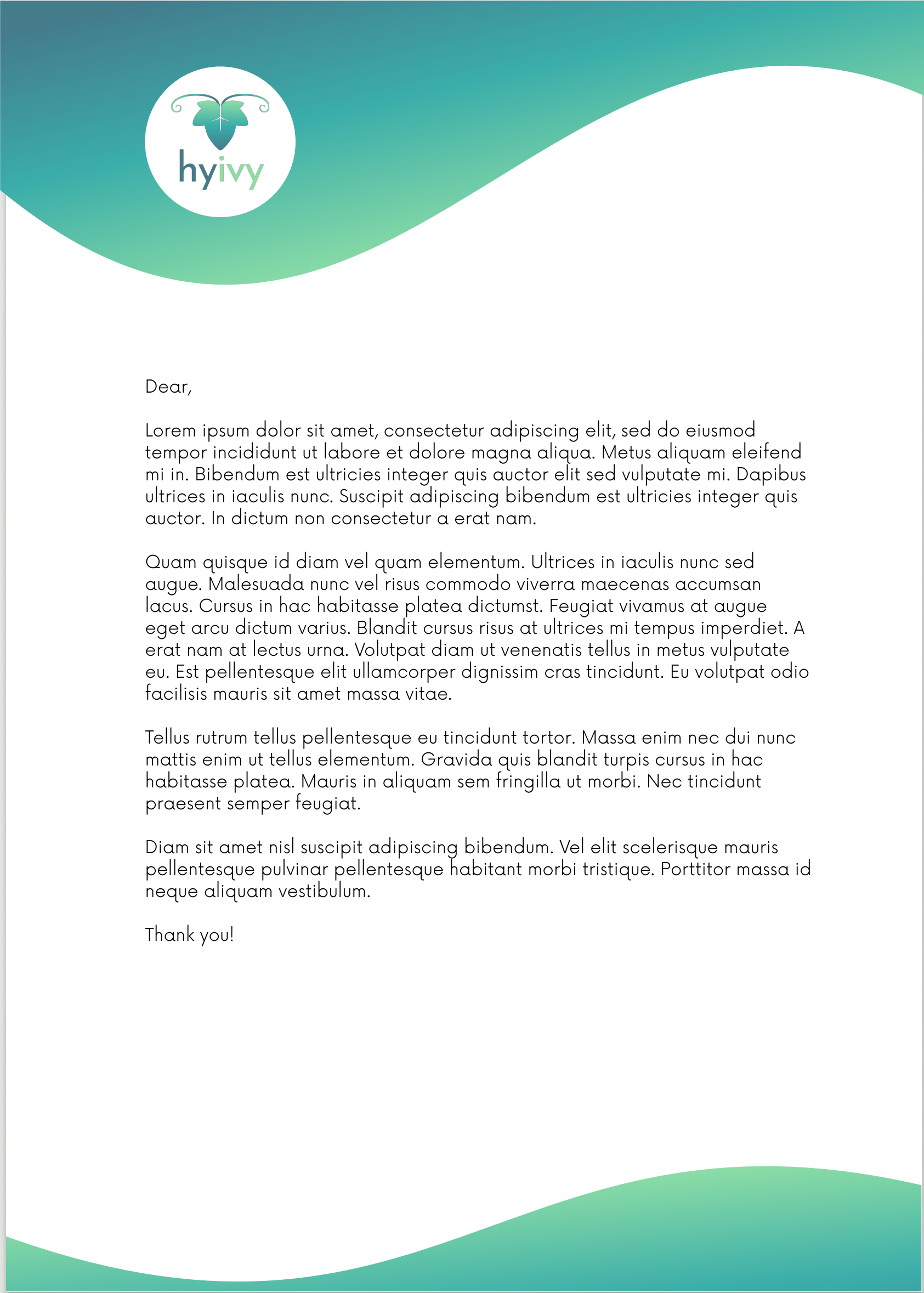
Business Card



Letters



Lorem ipsum dolor
dit amet consectetur
adipiscing elit
sed do eiusmod tempor



Dear,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Metus aliquam eleifend mi in. Bibendum est ultricies integer quis auctor elit sed vulputate mi. Dapibus ultrices in iaculis nunc. Suscipit adipiscing bibendum est ultricies integer quis auctor. In dictum non consectetur a erat nam.

Quam quisque id diam vel quam elementum. Ultrices in iaculis nunc sed augue. Malesuada nunc vel risus commodo viverra maecenas accumsan lacus. cursus in hac habitasse platea dictumst. Feugiat vivamus at augue eget arcu dictum varius. Blandit cursus risus at ultrices mi tempus imperdiet. A erat nam at lectus urna. Volutpat diam ut venenatis tellus in metus vulputate eu. Est pellentesque elit ullamcorper dignissim cras tincidunt. Eu volutpat odio facilisis mauris sit amet massa vitae.

Tellus rutrum tellus pellentesque eu tincidunt tortor. Massa enim nec dui nunc mattis enim ut tellus elementum. Gravida quis blandit turpis cursus in hac habitasse platea. Mauris in aliquam sem fringilla ut morbi. Nec tincidunt praesent semper feugiat.

Diam sit amet nisl suscipit adipiscing bibendum. Vel elit scelerisque mauris pellentesque pulvinar pellentesque habitant morbi tristique. Porttitor massa id neque aliquam vestibulum.

Thank you!

Clothing

