

HiveCraft Digital

Brand Identity — One Page Overview

Brand Essence

Precision-built digital systems crafted with structure, collaboration, and purpose.

Core Values

Craftsmanship • Reliability • Clarity • Performance • Integrity

Logo System

Primary horizontal logo with rotated hexagonal emblem. Approved variations include vertical and icon-only versions. Clear space equals the height of the 'H' in HiveCraft.

Color Palette

Hive Gold	#F4B41A	RGB 244/180/26
Charcoal Black	#1F1F1F	RGB 31/31/31
Off White	#F7F7F7	RGB 247/247/247

Typography

Headlines: Montserrat / Poppins

Body: Inter / Roboto

Accent: JetBrains Mono (limited use)

Visual Style

Dark foundations, gold highlights, hexagonal patterns, clean geometry, subtle glow accents.

Brand Voice

Confident, professional, clear, and process-driven. Avoid hype. Focus on outcomes.

Applications

Websites, business cards, presentations, social media, fleet graphics, apparel.