



Hive Wellness

Brand Guidelines

Version 1.0



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Welcome to Hive Wellness



A message from Holly

When I started this journey, my goal was simple, to create a space where people feel supported from the moment they decide to seek help.

In a world where AI and technology are often used to connect people with services, I believe therapy needs something more, real human connection. Finding the right therapist is deeply personal, and it's not something an algorithm can fully understand. That's why at Hive Wellness, we combine smart technology with the care and expertise of our dedicated team to ensure you're connected with the right therapist in a way that feels thoughtful and supportive.

Holly Milmine, Founder of Hive Wellness



Hi, I'm Holly!



Our Logo

The Hive Wellness logo is a key part of our visual identity. It should always be used consistently to help build brand recognition and trust. We have two approved versions:

Full Logo



Hive Wellness



Hive Wellness

Icon



Both are available in Hive purple and white, for use on light or dark backgrounds only.

No other variations are permitted.

Logo Usage

To protect the integrity of the Hive Wellness brand, the logo should only be used in its approved forms shown previously. Below are some examples of what not to do when using our logo:



Do not change the colour.
Only use Hive purple or white.
No other colours or gradients.



Do not squash or stretch.
Always scale the logo proportionally.



Do not rearrange the elements.
Use the icon and wordmark only as detailed on the previous page.



Do not use cluttered backgrounds.
Keep contrast clear - avoid busy or low-contrast backgrounds.



Do not rotate the logo.
Always keep the logo upright - no tilting or flipping.

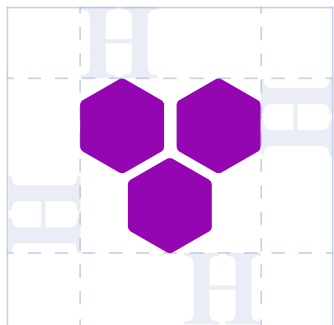


Do not add any effects.
Avoid shadows, glows, bevels, outlines, or any other visual effects.

Logo Spacing

Here are the spacing rules when using both the full logo and icon. To maintain legibility and impact, always keep a minimum clearspace around the logo equal to the height of the “H” in Hive.

No other elements (text, graphics, borders) should encroach on this space.








Colour Palette

Colour plays a key role in creating a calm, professional and recognisable brand identity.

Hive Wellness uses a refined palette of primary colours to maintain clarity and consistency across digital and print materials.

Primary Colours

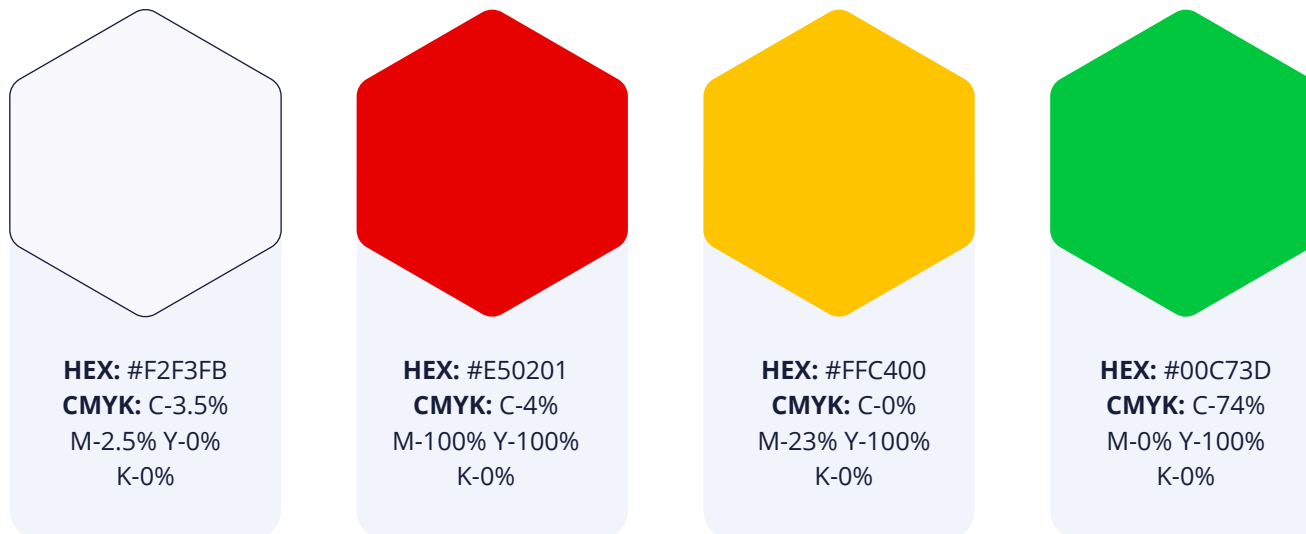
 Hive Purple	 Hive Blue	 Hive Light Blue	 Hive Black	 Hive White
HEX: #9306B1 CMYK: C-64% M-89% Y-0% K-0% Usage: Logo, icons, headlines, brand accents	HEX: #97A5D0 CMYK: C-47% M-32% Y-4% K-0% Usage: Headlines, icons, backgrounds, UI panels	HEX: #E5E7F5 CMYK: C-12% M-8% Y-0% K-0% Usage: Backgrounds, secondary UI	HEX: #161D38 CMYK: C-64%, M-89%, Y-0%, K-0% Usage: Body copy, sub-headers	HEX: #FFFFFF CMYK: C-0%, M-0%, Y-0%, K-0% Usage: Body copy, backgrounds, headers

Colour Palette

Primary Colour Ratio



Secondary Colours



These colours should be used sparingly as accents or highlights, for example in icons and callout sections, like the example below.

Example use here 

Typography

Primary Typeface

Our primary typeface is Century Old Style Std. This should be used for headers and sub-headers.

Century Old
Style Std

Aa Bb Cc

**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**

Secondary Typeface

Our secondary typeface is Open Sans. Bold should be used sparingly and regular for all body copy.

Open Sans

Aa Bb Cc

**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**

Typography

Type hierarchy

Therapy Tailored to You

Finding the right therapist shouldn't be hard.

We connect you with the best therapist for your unique needs. Seamlessly and stress-free.

Type colour use cases

Hive Wellness

Hive Wellness

Hive Wellness

Hive Wellness

Hive Wellness

Hive Wellness



Tone of Voice

Our tone of voice reflects who we are: calm, compassionate, and clear.

Whether we're speaking to clients or therapists, we aim to sound human, not corporate and supportive, not clinical.



Our Voice Principles

Warm

We speak with kindness and care.
We sound welcoming, not overly formal.

Clear

We keep things simple and direct. *No jargon, no overexplaining, just clarity.*

Grounded

We're calm and confident.
We don't overpromise, exaggerate or rush.

Inclusive

We speak to all, with respect. *Our words are accessible, non-judgemental, and open.*

Tone of Voice

Do & Don't Examples

These tone principles help everyone write with the same calm, clear and caring style.

	
"We're here when you're ready."	"Sign up today for instant results!"
"It's completely normal to feel unsure."	"Don't worry, you're overthinking it."
"Explore support that fits your needs."	"We have the perfect solution for everyone."

The way we speak shapes how people feel. A calm, clear tone builds trust, especially in moments when someone may be feeling uncertain, overwhelmed, or simply exploring support for the first time.

Imagery Style

Imagery should be positive, warm, natural, and inclusive. We favour soft yellow tones, gentle lighting, and real, diverse people to reflect Hive Wellness's calm and welcoming tone.

Follow the tips on the next page when selecting and creating imagery for Hive Wellness.



Imagery Style

Tips for Using Imagery



Keep it warm - Use images with soft lighting and subtle yellow tones where possible to reflect Hive's friendly, supportive tone.



Prioritise diversity - Choose imagery that reflects a wide range of people, different ages, ethnicities, genders, and backgrounds.



Stay consistent - Keep people roughly the same size across images. Avoid large crops or zoomed-in images that break visual flow.



Avoid clichés - Skip overly staged or corporate-looking stock photos. Aim for natural, relaxed, and relatable moments.



Show real life - Use lifestyle images alongside therapy-related ones to reflect people enjoying everyday moments.



Leave space - For web use, choose or create images with negative space to allow text and design elements to sit clearly.

Graphic Elements

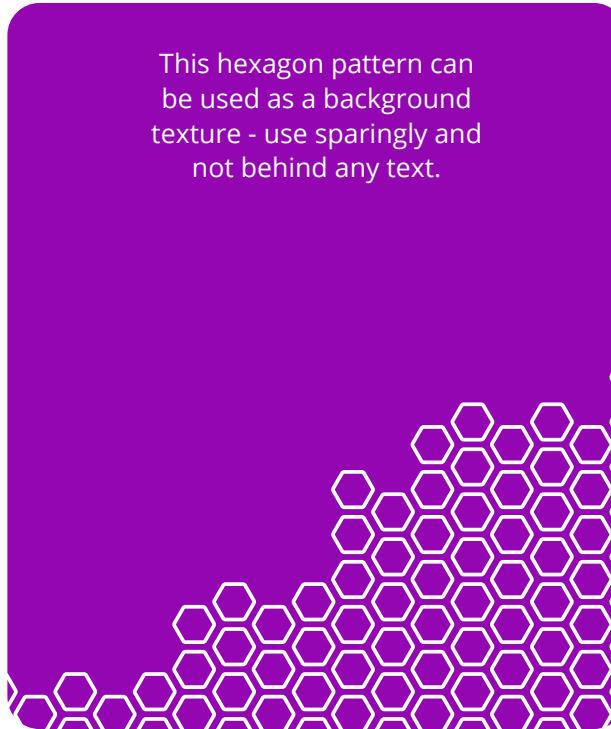
Our graphic elements bring personality and consistency to the brand. Use them with intention - always soft, balanced, and supportive of the content. Here are some examples of the main elements and their usage.

Hexagons

Use hexagons as image masks or solid colour shapes.



This hexagon pattern can be used as a background texture - use sparingly and not behind any text.



Layer images to create subtle depth and to display conversations.



Graphic Elements

Callout Pills

Callout pills are small text callouts with simple icons to add extra information alongside images. Some examples are to the right, as well as one in use with an image.

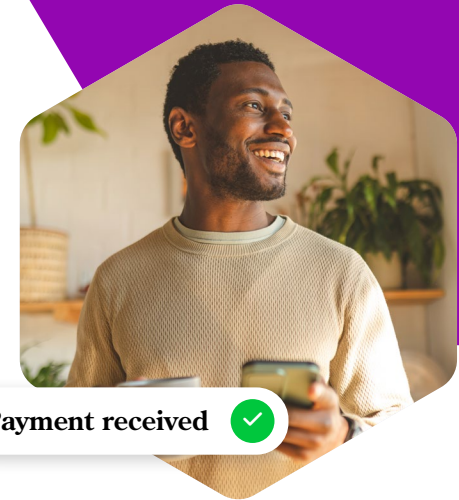
Notes added 

Feel supported 

Therapist found 

Better fit 

Payment received 



Icons

Hive Wellness icons are simple outline designs with soft edges. They use the core Hive purple and blue, and are designed to support and clarify information. Use them to visually reinforce key points - not as decorative elements.



Applications

This section shows how the Hive brand comes to life across different applications.





Everything
you need to
get started

Therapist Information and Pricing

hivewellness.co.uk



Hive Wellness

Welcome to Hive Wellness

Thank you for choosing Hive Wellness. We're here to provide a safe, supportive and professional therapy experience that's built around you.

Whether you're new to therapy or returning to it, this guide will walk you through how our platform works, what to expect from your sessions, and how to make the most of your experience.

If you have any questions along the way, the Hive Wellness team is always happy to help.

Hive Wellness Team

About Hive Wellness

Hive Wellness connects you with qualified, experienced therapists using a secure and seamless digital platform. We combine technology with real human connection, making it easier to find the right therapist for your needs, from anywhere.

All of our therapists are fully qualified, accredited, and committed to evidence-based approaches.



Getting Started

Starting with Hive Wellness is simple and supportive from the very first step. Here's what to expect:

1

Tell Us About You

Before your first session, you'll either complete an online questionnaire or book a call with one of our team members. This helps us get to know your needs and preferences so we can connect you with the most suitable therapist.



Get Set Up & Connected

You'll receive an email with your therapist's details, your login information, and everything you need to get started. Use your Hive Wellness account to view your therapist's profile, book sessions, and manage your therapy journey.

3



Start Your Journey

Once your sessions are booked, you're ready to begin. Your therapist will guide you through each stage, with ongoing support, progress updates and space to grow, all tailored to your personal goals.

2



Contact Us

Need support or have a brand question?

For help using these guidelines or anything brand-related, please get in touch.
We're here to help keep Hive Wellness consistent, clear and caring.



Email

admin@hive-wellness.co.uk



Website

www.hive-wellness.co.uk

You'll always have someone to turn to when you need it.



Hive Wellness