





**HUNAR  
HIVE**

HUNAR HIVE isn't your typical,  
boring, buttoned-up marketplace.  
Here, creativity breaks free.

Our student designers, artists, and  
makers don't just show their work  
—they own it, sell it &  
make waves doing it!

‘Students aren’t just learners—they’re creators, innovators, and the architects of the future.’





# HUNAR HIVE

From Campus to Marketplace!

# NO S S M

Our mission is to build a space where MITID students can showcase, sell, and scale their work—on their own terms.

No middlemen, no waiting, just **raw hunar (talent) turning into real brands.**

We bridge the gap between design and entrepreneurship, giving young creators the freedom to experiment, learn, and connect with real customers.



Our vision is to build a **student-led creative ecosystem** where entrepreneurship isn't a backup plan—it's second nature.

A future where young designers don't just dream, they own their craft, run their businesses, and turn their ideas into self-sustaining brands.

This is where the next generation of creative leaders is born.



# “Future belongs to the youth”

- 1 Freedom Over Conformity**  
Design should never be restricted.
- 2 Community Over Competition**  
Creators thrive together.
- 3 Authenticity Over Trends**  
Originality beats mass production.
- 4 Creativity Over Rules**  
Experimentation is everything.
- 5 Power Over Permission**  
Own your craft, set your price, take control.

# TARGET AUDIENCE

(A.K.A THE PEOPLE WE CELEBRATE)

Create.  
Sell.  
Inspire.

**MITID  
Students  
& Alumni**

Designers, illustrators, makers,  
artists & clubs looking to sell  
their work without restrictions

**Design Industry  
& Supporting  
Businesses**

People who value  
originality and can  
sponsor growth

Express.  
Elevate.  
Inspire.

**Buyers Who  
Want Something  
Different**

Those seeking raw,  
unfiltered, student-  
made designs

Shop.  
Support.  
Inspire.





# OUR STORY

(B.T.W THIS IS HOW WE GOT HERE)

HUNAR HIVE was born out of frustration and passion. Too many student designers struggle to find platforms that truly respect their work.

So we built our own—one that rejects industry gatekeeping and lets creators take control.

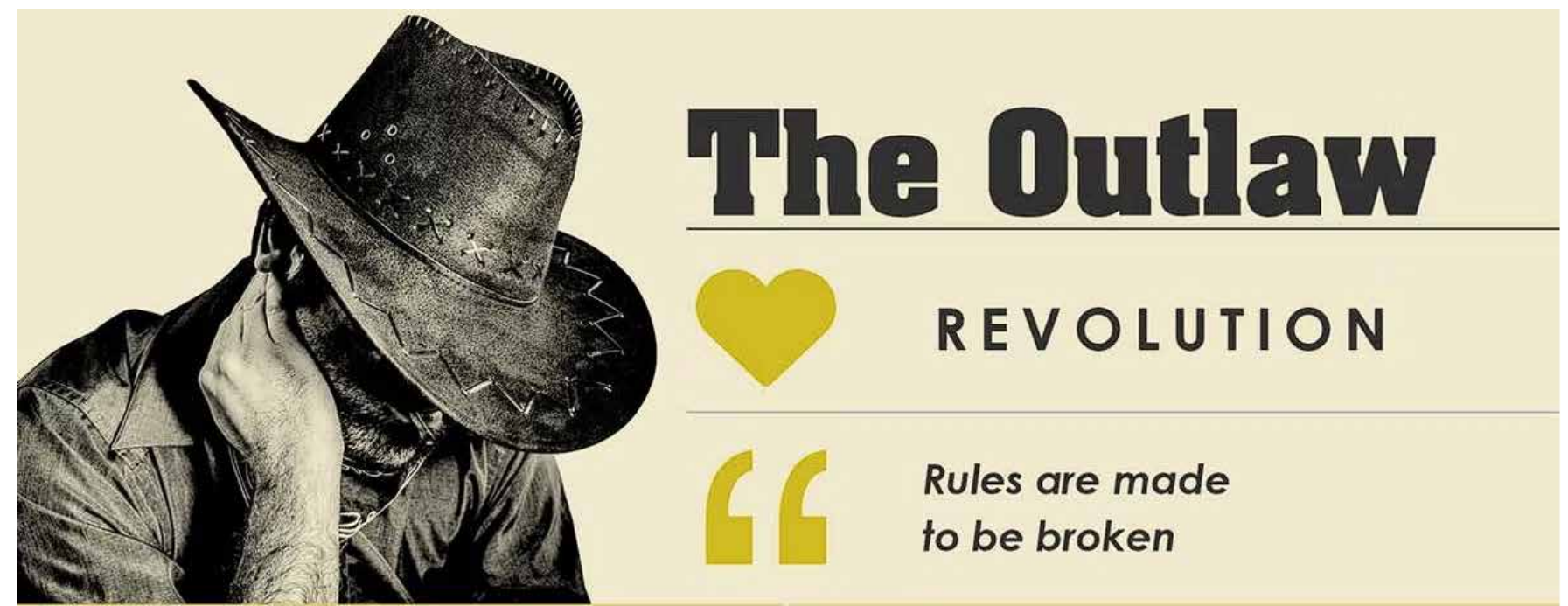
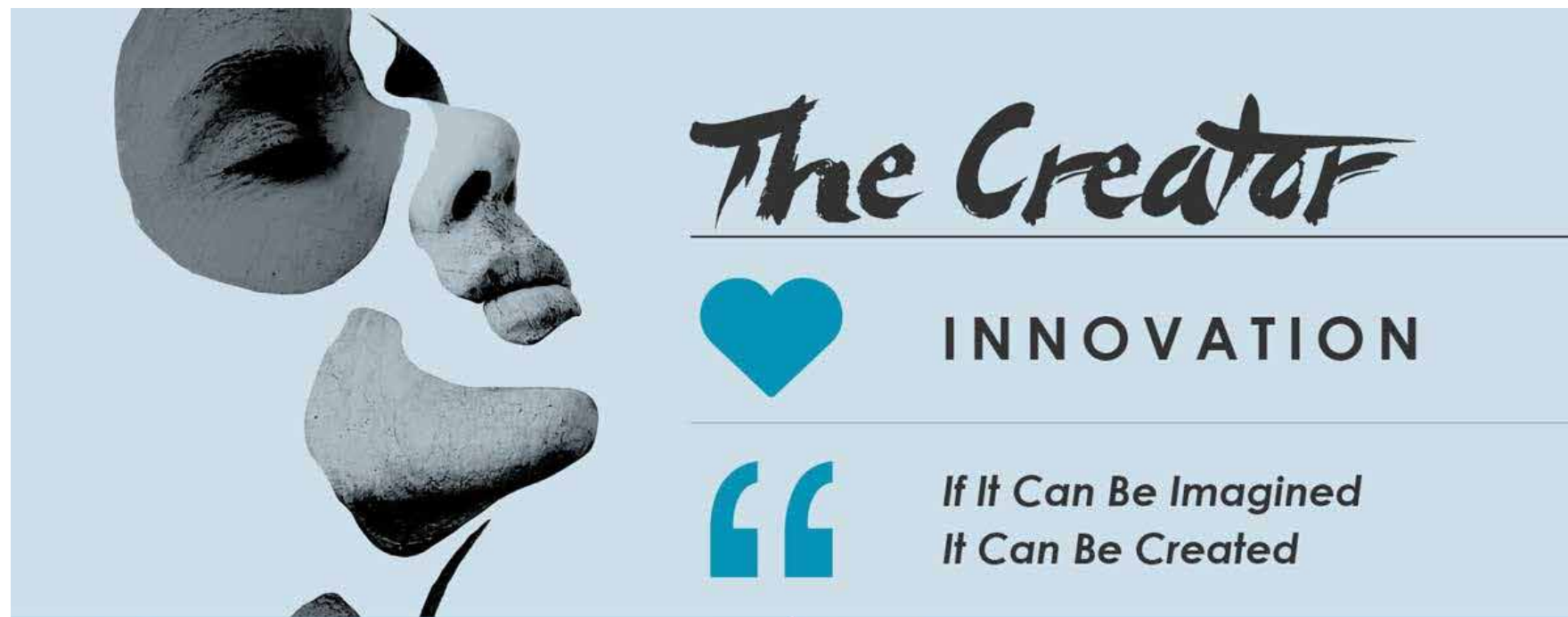
This is where craft meets commerce, where ideas turn into income, and where design has no rules—only freedom.

**If you have Hunar, you belong here.**



# OUR PERSONALITY

(I.M.O THIS IS WHO WE ARE)



We are the Creator & Outlaw Archetypes:

- Creator – Visionary, expressive, always making something new.
- Outlaw – Disruptive, fearless, breaking the norm.

Conventional



Inspiring

Play-It-Safe



Bold Thinking

Restrictive



Empowering

Repetitive



Creative

Indifference



Passion

Reliant



Independent





## A vibrant collage of various creative projects and activities, centered around the word "MOODBOARD". The collage includes several distinct scenes: two people sitting on a bright yellow bench; a person in a red shirt looking at a wall covered in colorful posters and drawings; a group of people working at long tables in a workshop or studio; a person in a white apron working on a craft project; a display of small white ceramic bottles on a wooden shelf; a person holding up a piece of fabric with a bold graphic design; and a close-up of a grey textured bag with a yellow label featuring a logo and text. The overall aesthetic is modern, artistic, and collaborative.



# TONE OF VOICE

(F.R THIS IS HOW WE SPEAK)



## INSPIRING

Talks like a creative with  
something to prove

## DARING

Straight to the point,  
no sugar-coating

## EMPOWERING

Breaking norms  
with a purpose



# OUR LOGO

(I.Y.K.Y.K THIS IS OUR MARK)



**HUNAR**  
**HIVE**

**Our logo is a combination mark logo**

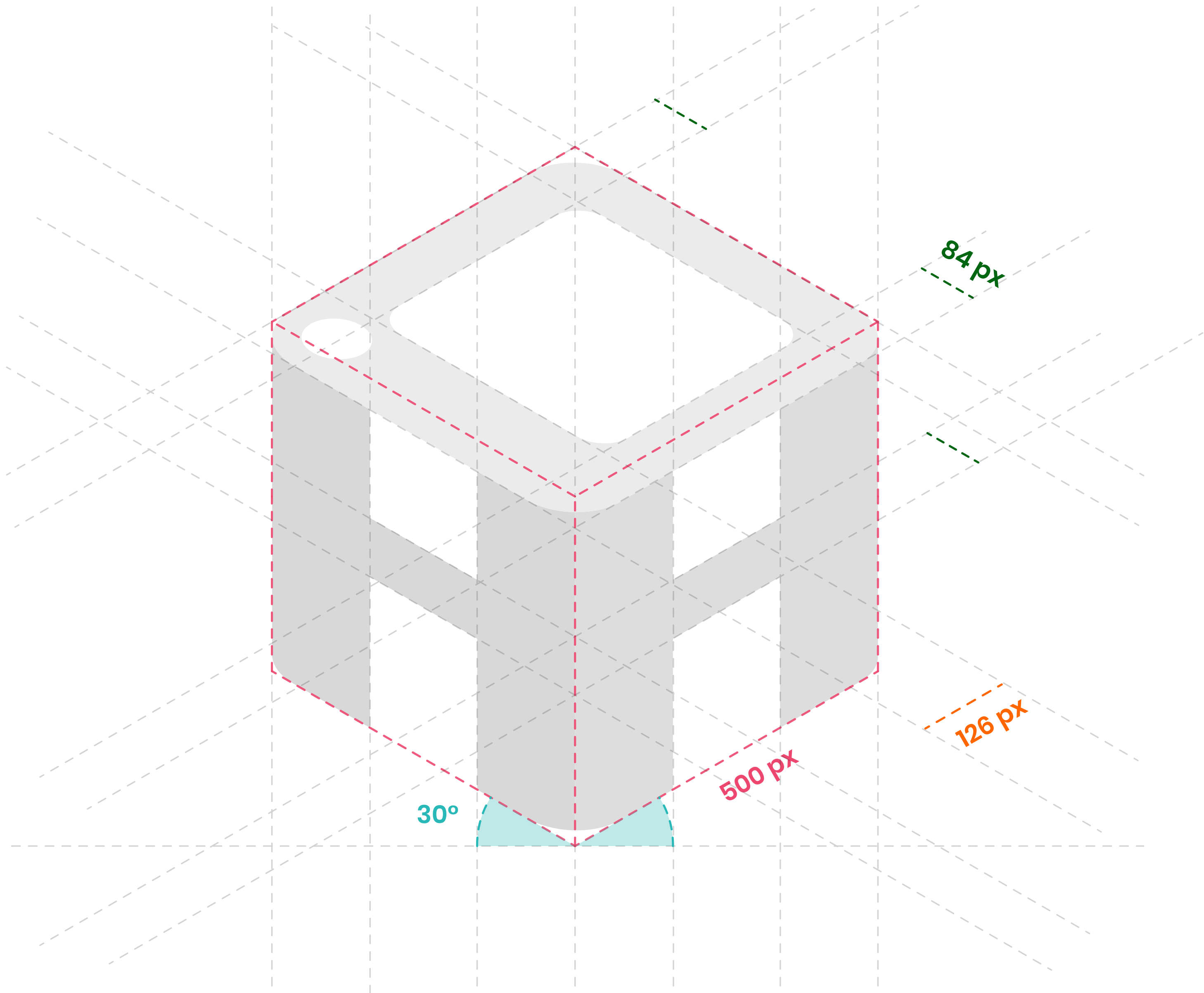
**WORD MARK:**

- **Name** - "Hunar Hive" in clear and bold Creato Display font
- **Tagline** - "From Campus to Marketplace!" in a clean Lexend font—because youth's ideas deserve to go big

**PICTORIAL MARK:**

- **Hexagon** - Inspired by the bee-hive structure representing the buzzing energy of student creators
- **MITID Logo** - Since it's a legacy brand of the college
- **Isometric Cube** - Provides Structure
- **Letter 'H'** - Ties it all together with the name
- **Triadic Colour Scheme** - To show boldness & vibrancy

# CONSTRUCTION





**HUNAR HIVE**



**HUNAR HIVE**



**HUNAR  
HIVE**



**HUNAR  
HIVE**

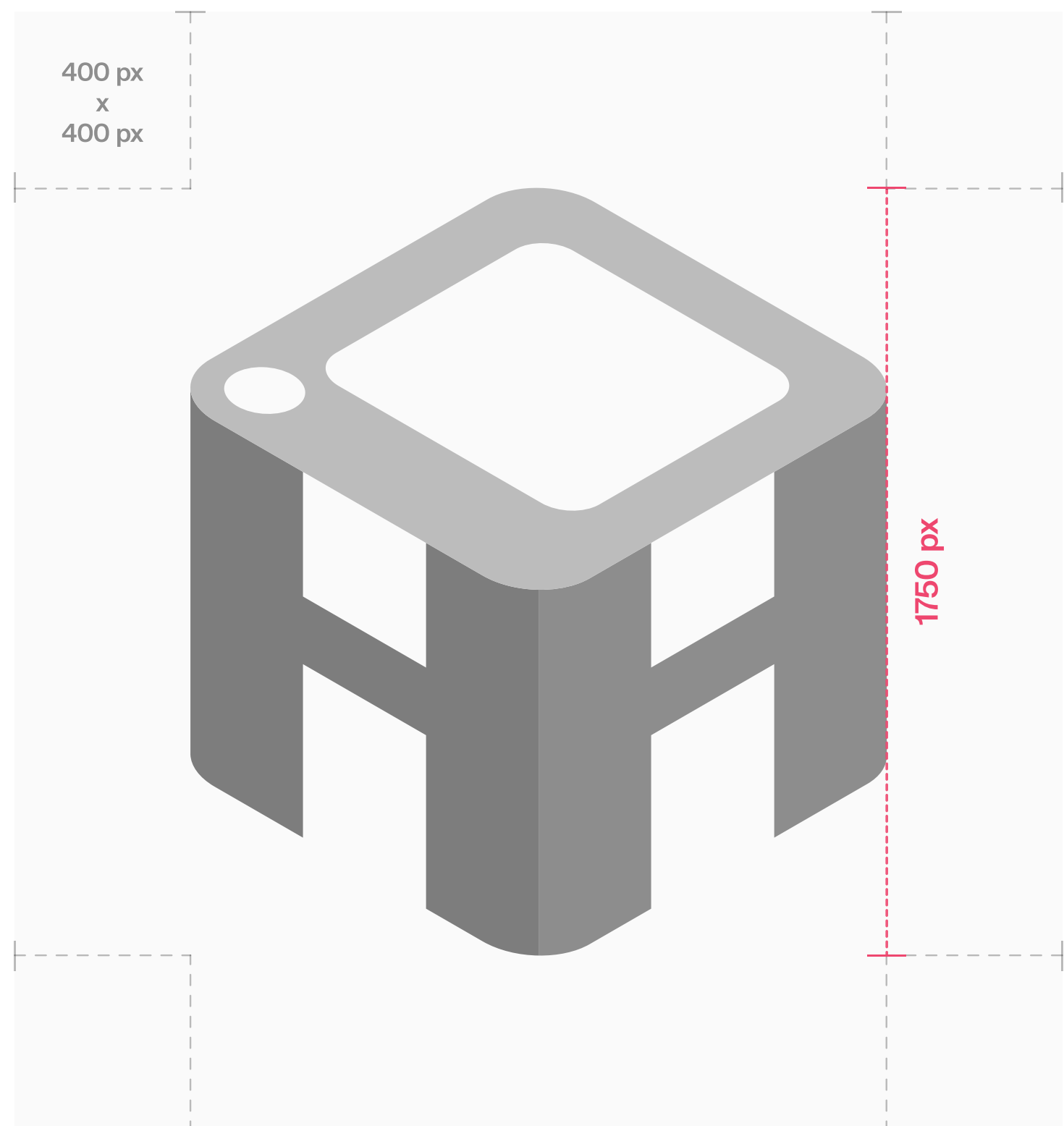
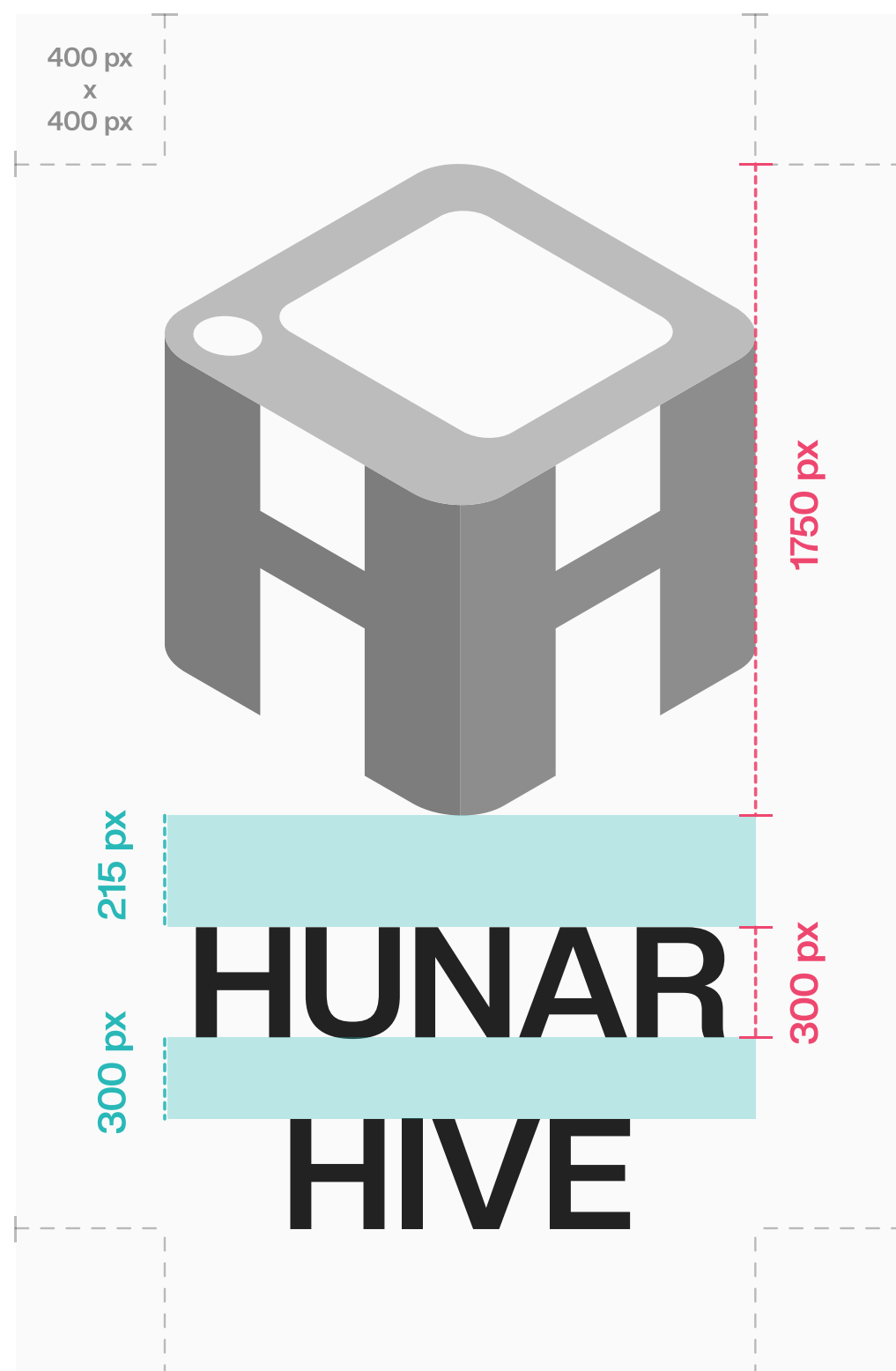
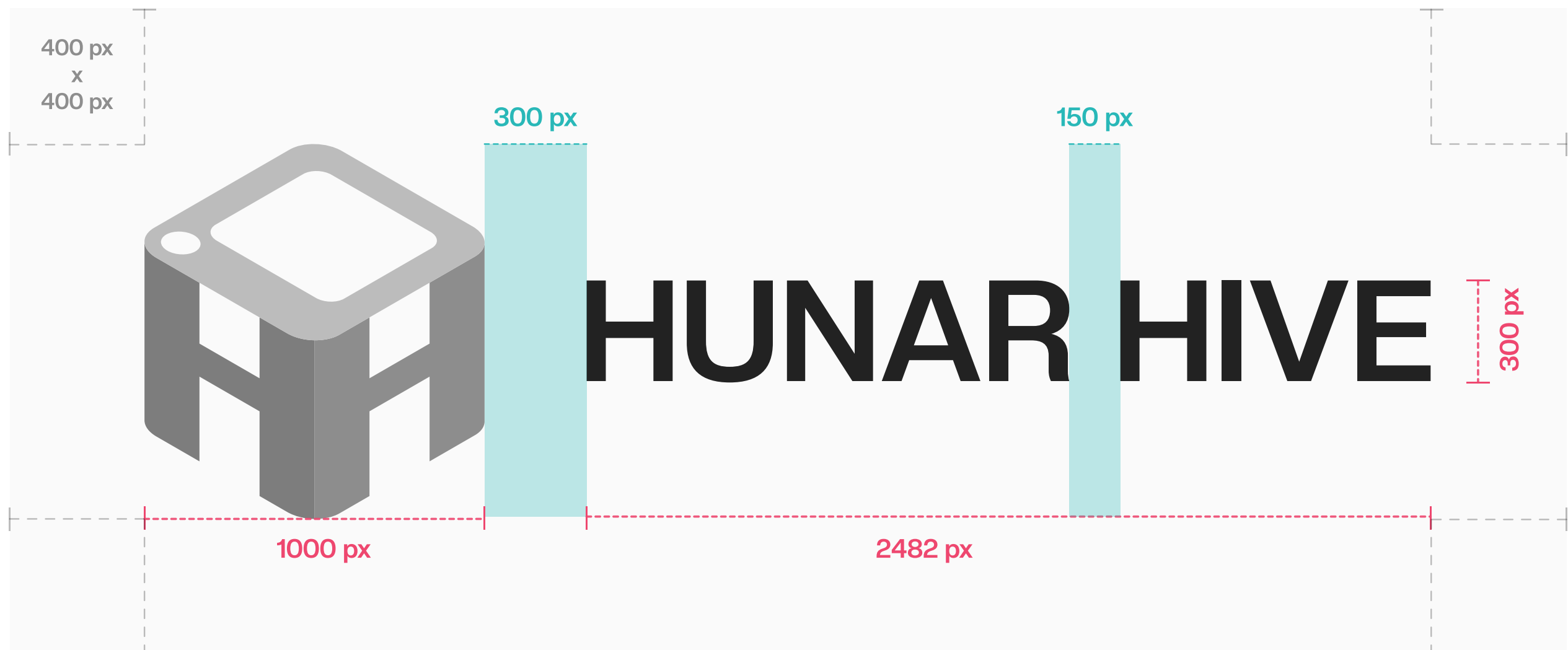
**HUNAR HIVE**

**HUNAR HIVE**



**VARIATIONS**

# PLACEMENT



# LOGO DON'TS

Please Do Not:



Rotate the logo



Distort the logo



Color the logo other than directed



Crop the logo other than directed



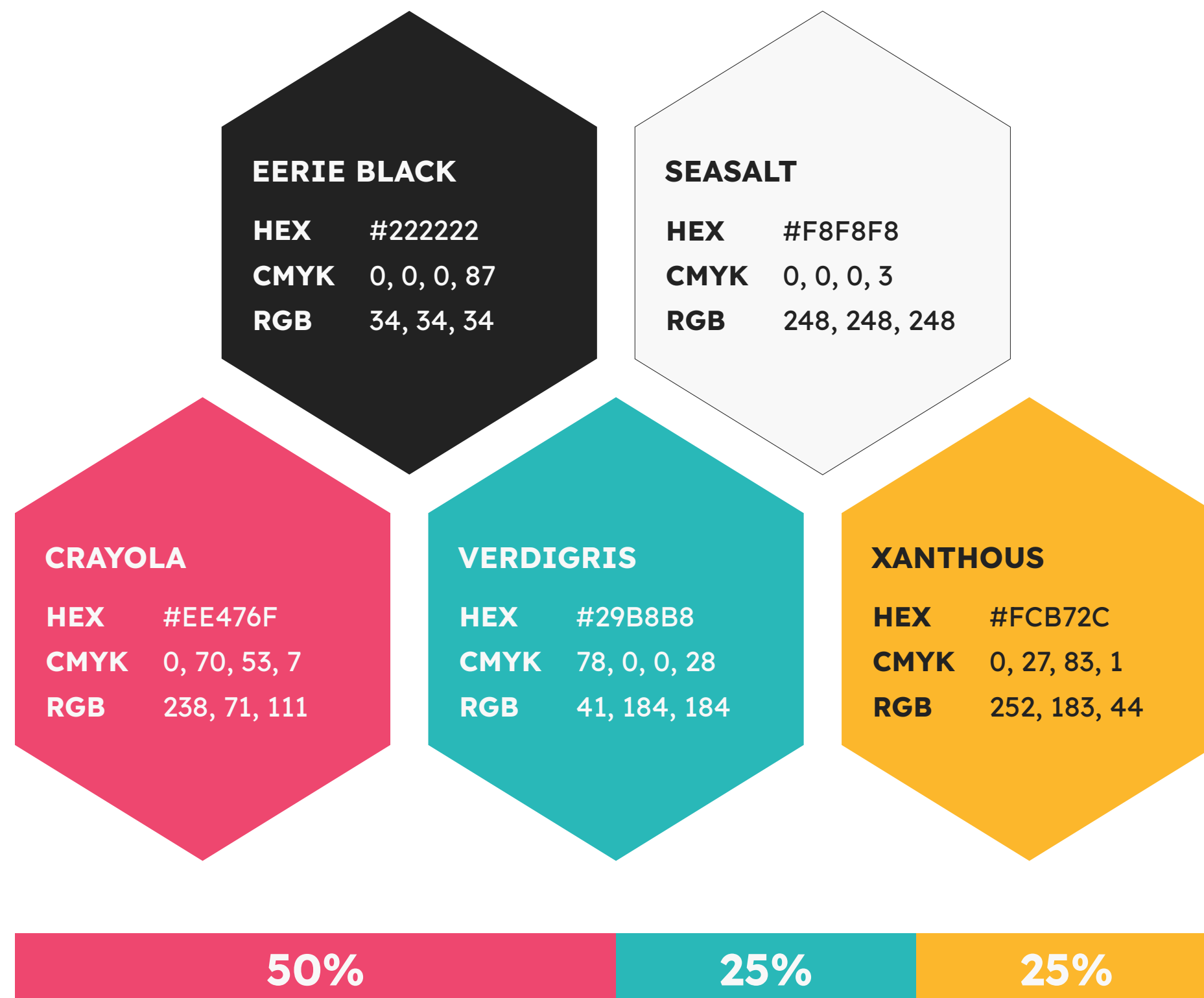
Outline the logo



Recompose the logo

# OUR COLOURS

(T.B.H THIS IS WHY WE POP)



We run on a Triadic Color Scheme—bold and full of energy.

- **Crayola** – Passion, creativity, and confidence that makes you stop, look, and take action
- **Xanthous** – Optimism, ambition, and the fearless drive to stand out
- **Verdigris** – Innovation, freedom, and breaking the mold

We ditch pure black and white for **Eerie Black** and **Seasalt**, keeping things fresh and easy on the eyes.



# OUR TYPOGRAPHY

(I.C.Y.M.I THIS IS HOW WE WRITE)

For primary typefaces, this pairing creates a contrast between structure and fluidity, making the brand feel both professional and creatively expressive.

AaBbCcDd

012345

**Creato Display**

Loud, confident, and built to make a statement, primarily used for headings and in logo

AaBbCcDd

012345

**Lexend**

Clean, modern, and ultra-readable for effortless flow, primarily used for body text

For secondary typefaces, we encourage the use of fun and creative fonts to double down on the creative and stand-out personality of the brand, like the example below:

AaBbCcDd

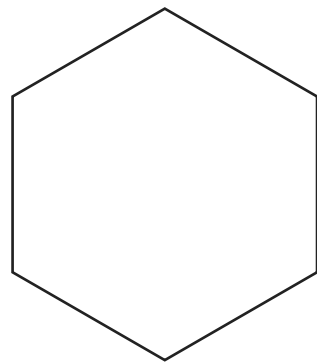
012345

**HANGING LETTERS**

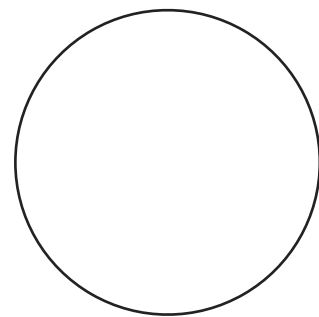
Playful, dynamic, and full of movement, adding a creative edge

# OUR SHAPES & PATTERNS

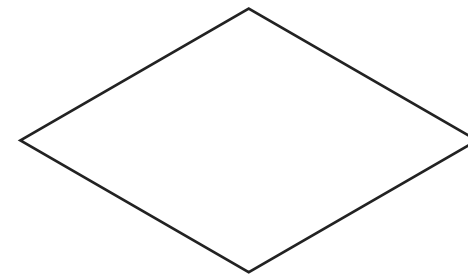
(N.G.L THIS BRINGS OUR VIBE)



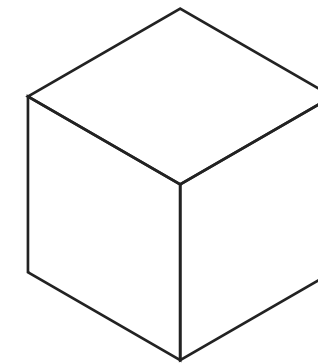
Hexagon



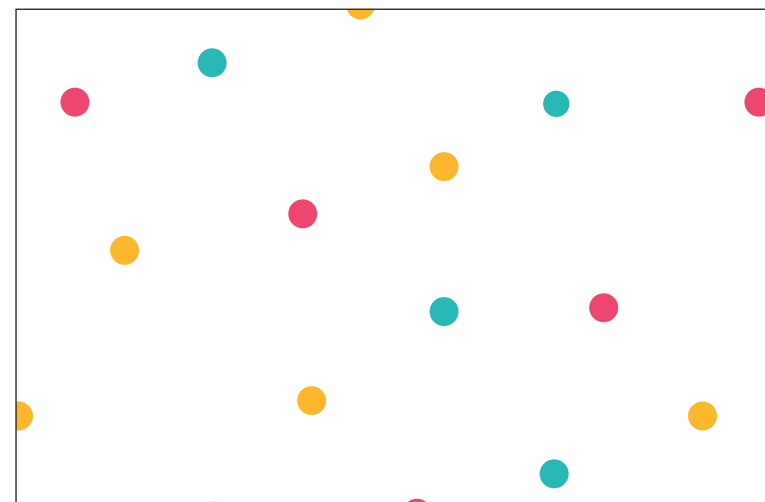
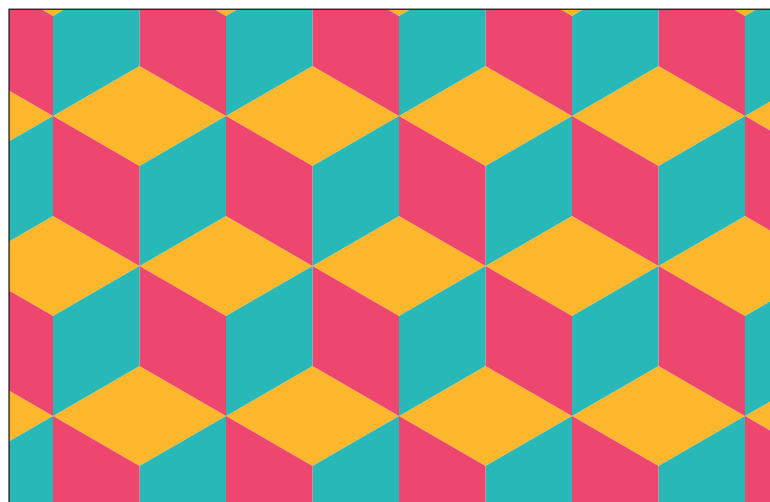
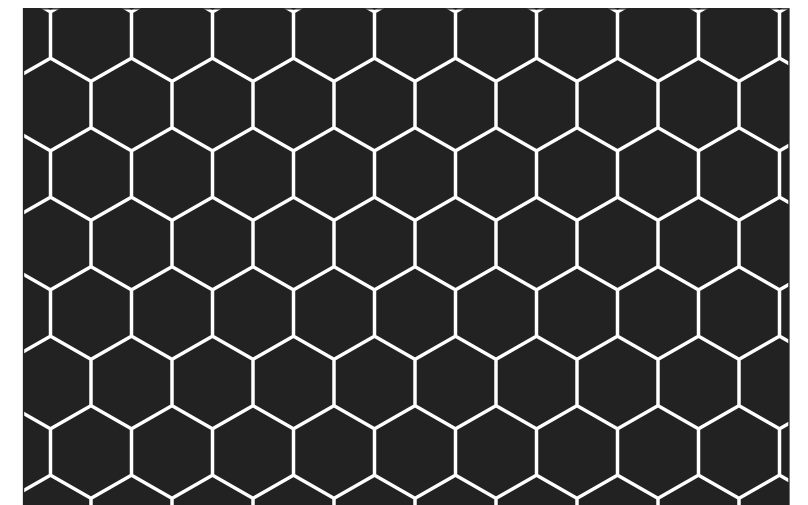
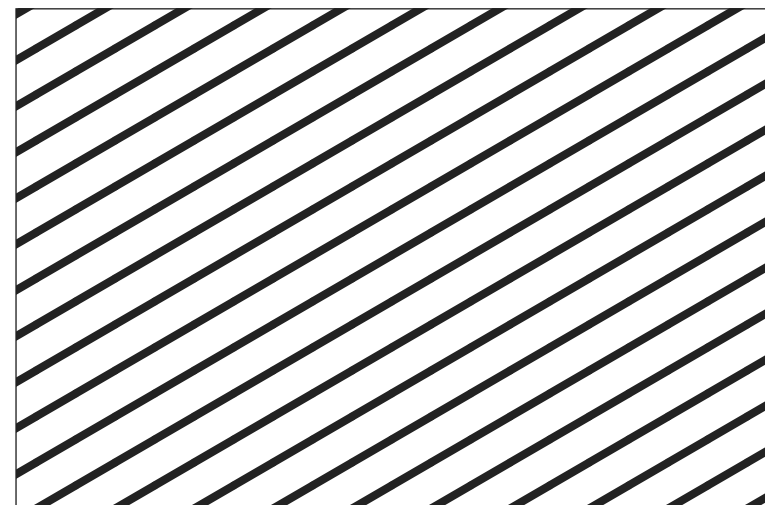
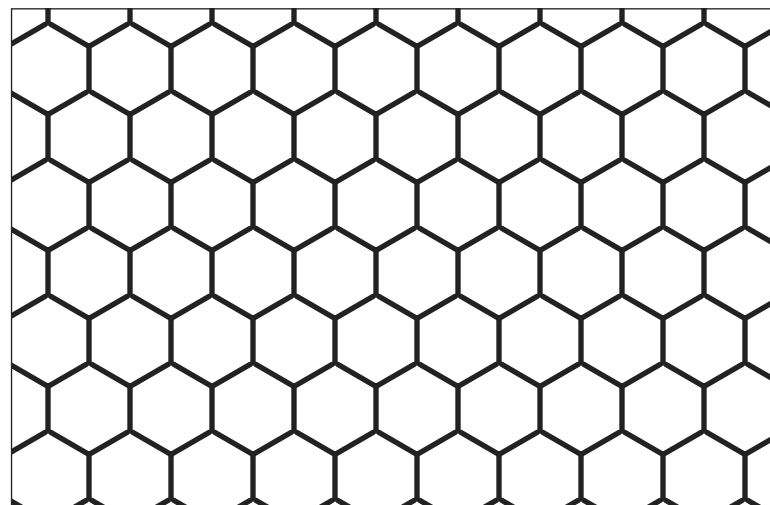
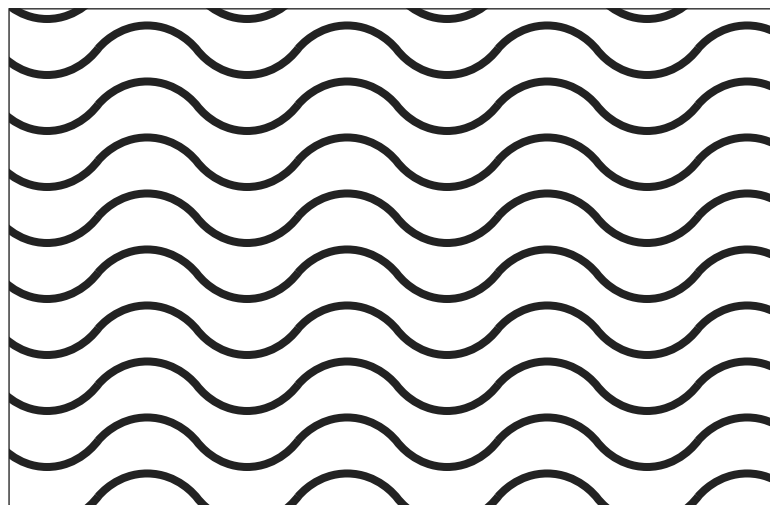
Circle



Rhombus



Box





# BRAND COLLATERALS

**(I.S.T.G A LOT OF THOUGHT WENT INTO THIS)**



# BUSINESS CARD



TAG CARD



KEYCHAIN



EARRING CARD





# PRODUCT DISPLAY FURNITURE





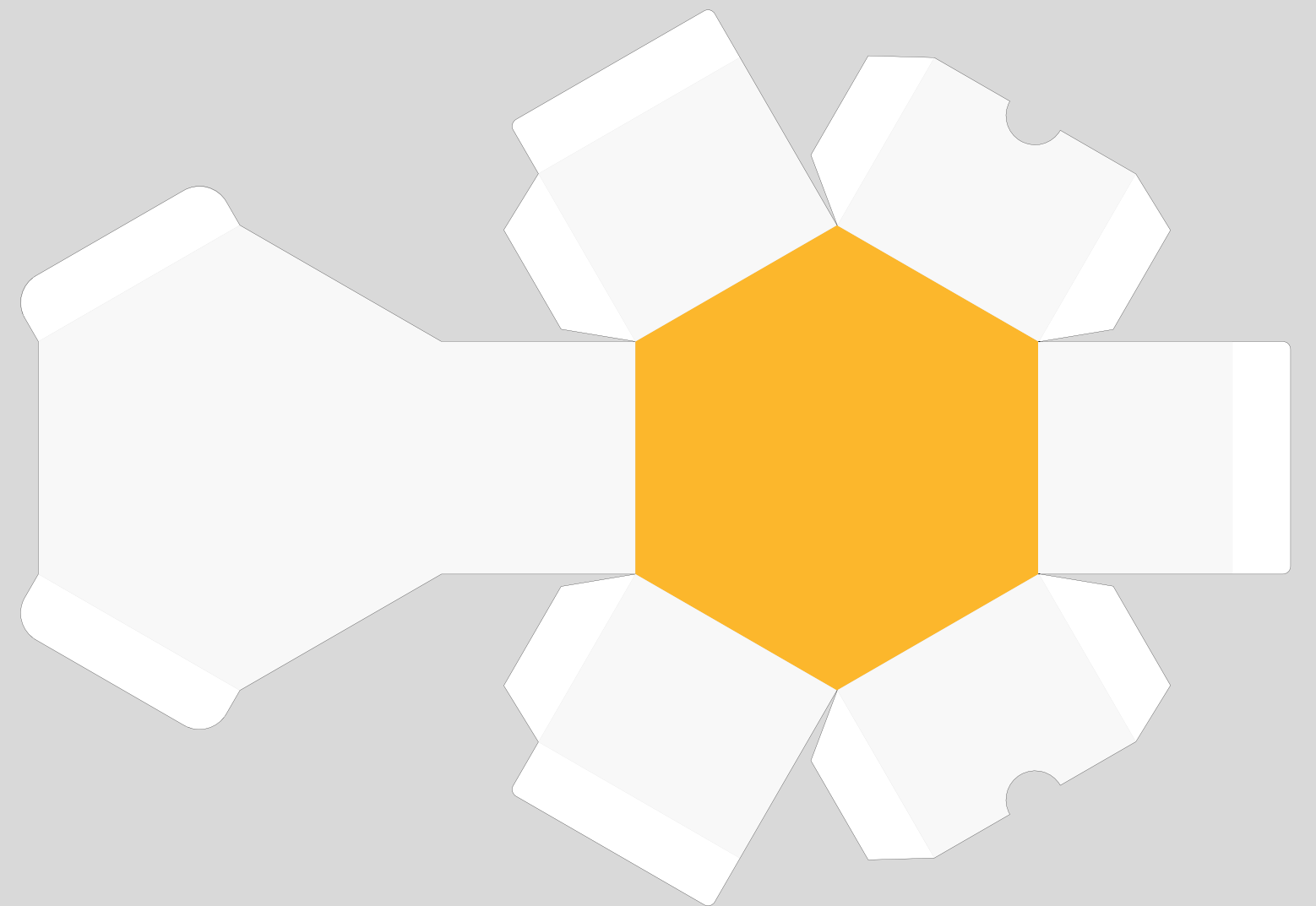
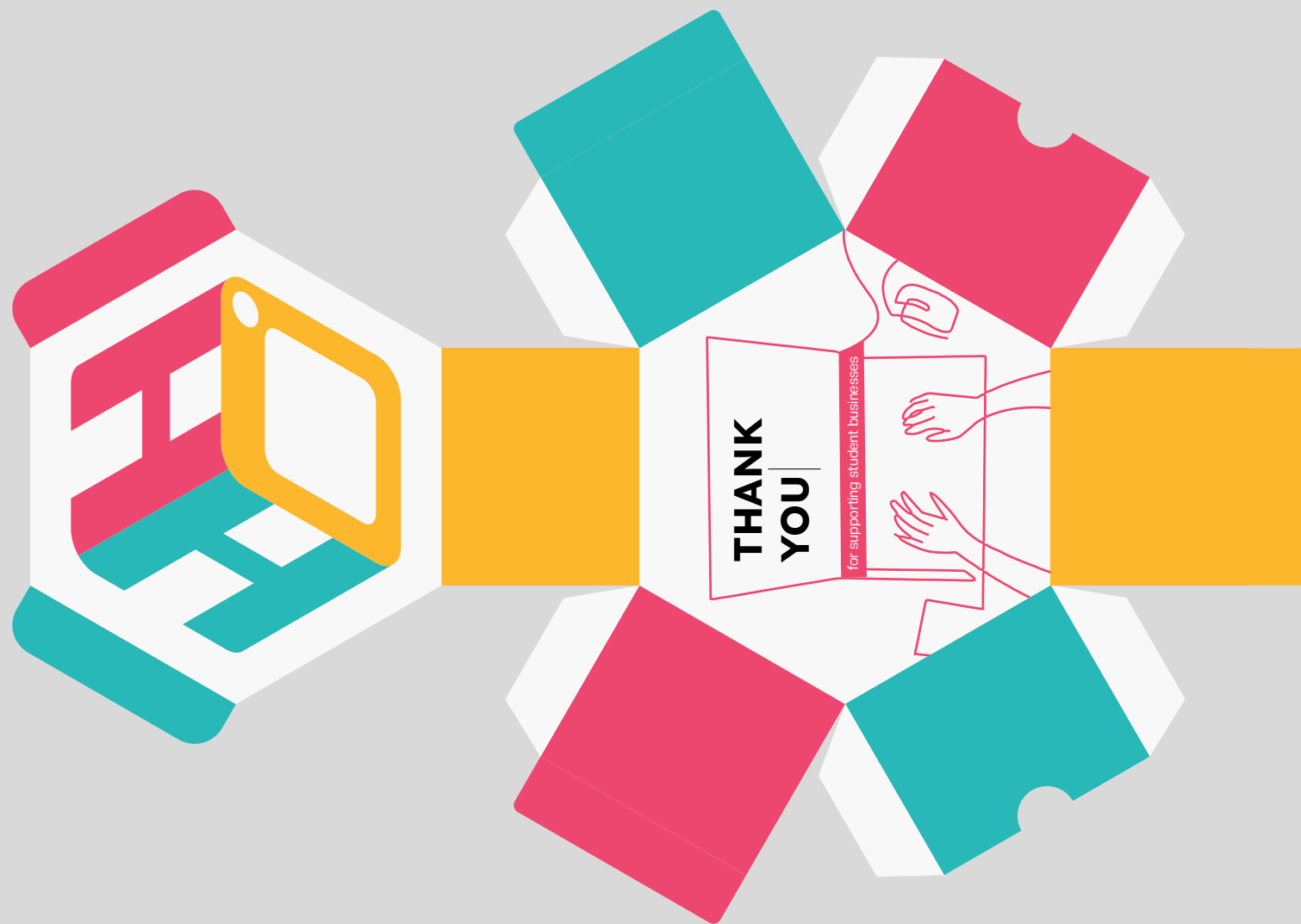
# T-SHIRT



# HOODIE



# PACKAGE DESIGN





For the ones sketching in class, reworking their designs  
at 2 AM, and turning “just an idea” into must-haves—



# HUNAR HIVE

From Campus to Marketplace!

We are your space, your stage, your marketplace!