



# Hyfe Brand Guidelines

# Ideation

1

Hyfe → Hive

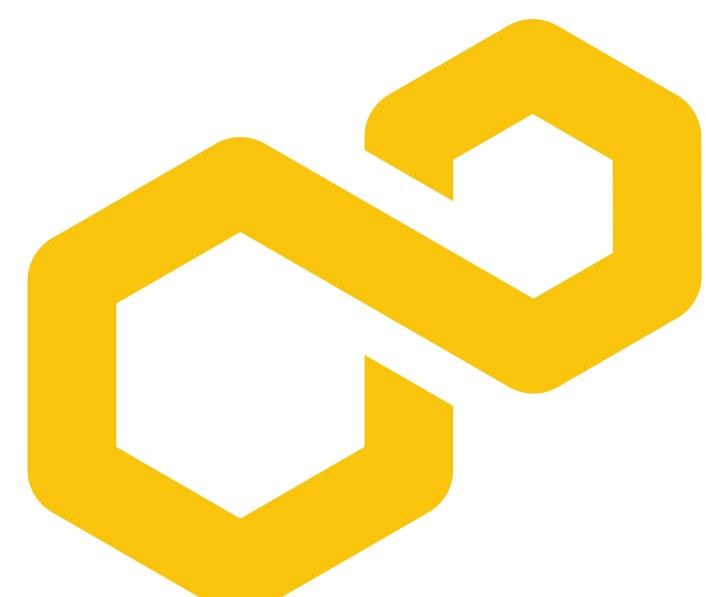
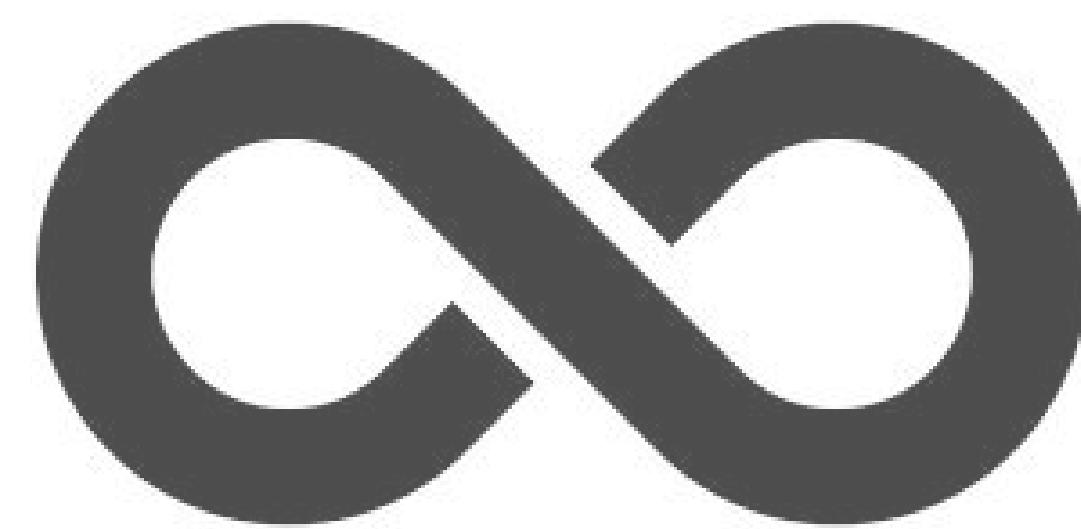
By adopting the Old English spelling 'Hyfe', we pay homage to the roots of the word 'Hive,' symbolizing a bustling hub of activity and collaboration



2

"Continuous data streams lead to continuous insights"

The eternity symbol mirrors the sentiment of our idea: 'Continuous data streams lead to continuous insights'



Hyfe

# Logo variants



Continuous Insights

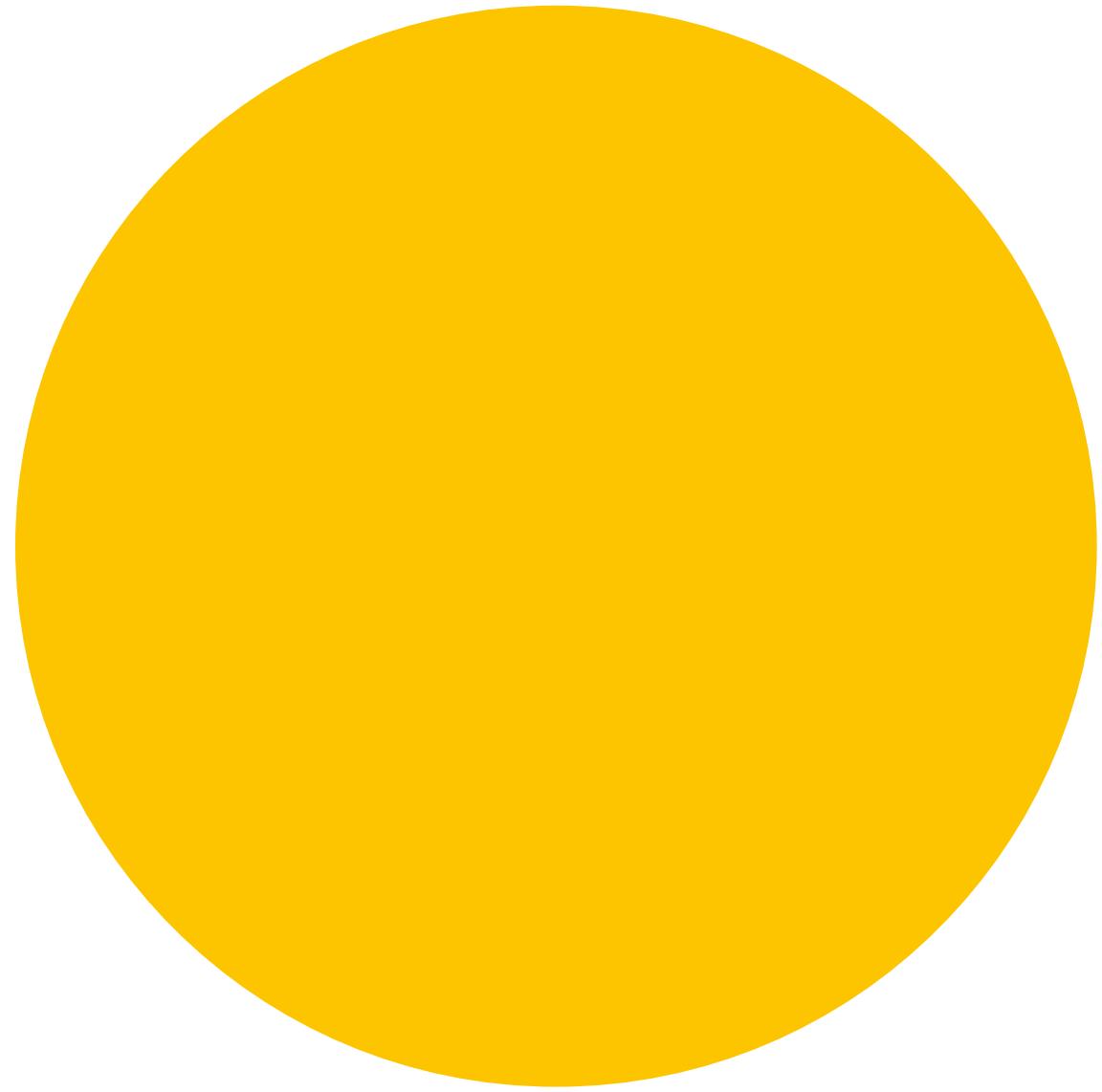


Continuous Insights



Continuous Insights

# Color



## Primary

#FDC500

Honey yellow shade should serve as an accent color, used sparingly to draw attention to focused elements.

Avoid excessive use to maintain visual balance. Exercise caution with text legibility when using white on yellow or yellow on white to mitigate contrast issues.

Text

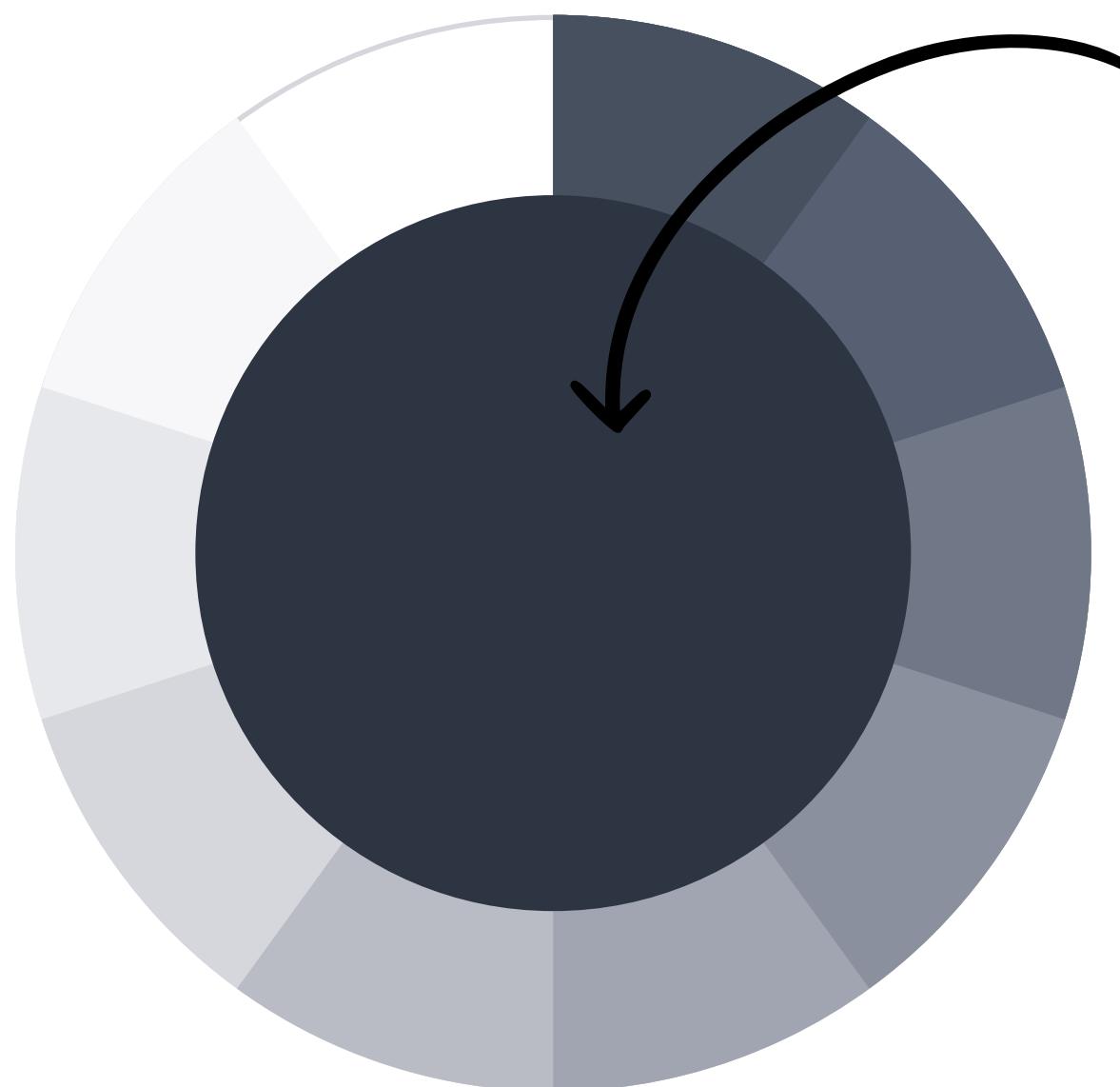
Text



Do



Don't



## Secondary

#2E3542

Dark cold grey (and its shades) is complementary color, especially suitable for text elements and backgrounds. Maintain a high contrast for main text to enhance legibility, while employing lower contrast for secondary text.



#2E3542

#47505F

#566072

#707887

#8A909D

#A1A5B1

#B9BCC5

#D5D7DD

#E7E8EB

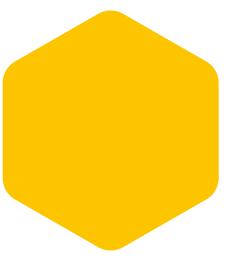
#F7F7F9

#FFFFFF

# Typography

Font used: **Poppins**

Font sizes are intentionally left unspecified to accommodate diverse usage environments, such as websites, presentations, and printed materials. Sizes will be tailored individually to ensure optimal legibility and aesthetic appeal across different mediums.



## Headline

H1

line height: 130%  
weight: 700

H2

line height: 130%  
weight: 700

H3

line height: 130%  
weight: 700

H4

line height: 130%  
weight: 700

Subheading 1

line height: 130%  
weight: 700

Subheading 2

line height: 130%  
weight: 700

# Heading 1

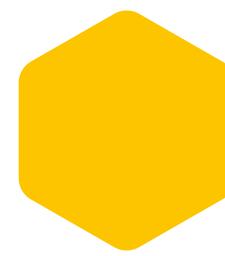
## Heading 2

### Heading 3

#### Heading 4

Subheading 1

Subheading 2



## Body text

Body large

line height: 150%  
weight: 400, 600

Body medium

line height: 150%  
weight: 400, 600

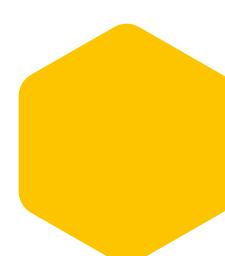
Body small

line height: 150%  
weight: 400, 600

Body Regular L  
**Body Bold L**

Body Regular M  
**Body Bold M**

Body Regular M  
**Body Bold M**



## Caption & Overline

Caption 1

line height: 130%  
weight: 500

Caption 1

Caption 2

line height: 130%  
weight: 500

Caption 2

Overline

line height: 130%  
weight: 500  
letter spacing - 4%

OVERLINE

# Pattern



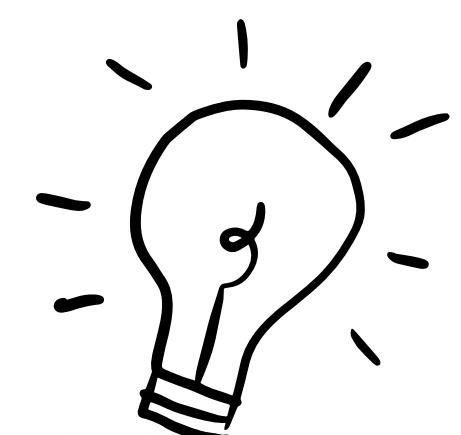
## Main Module / Rapport

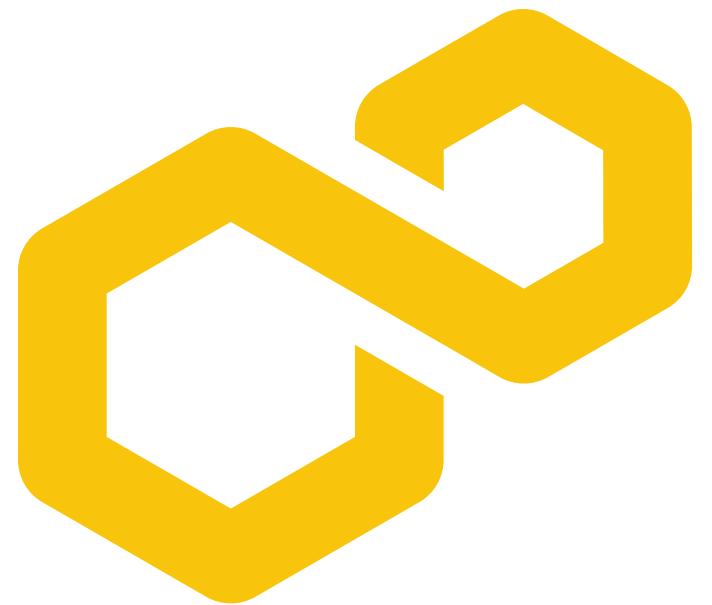
For the hexagon module within the brand library, it's imperative to maintain its original proportions and rounded corners. Any alteration to these design elements may compromise the integrity and consistency of our visual identity.



## Examples of usage

The pattern elements offer versatile uses, fitting for document pages, deck slides, website backgrounds, illustrations, and beyond. When employed as a background, it's advisable to opt for low-contrast settings, ensuring a cohesive visual language across different contexts.





Hyfe



find all brand materials here:

**Hyfe Brand**

