



BRAND GUIDELINES

W E L C O M E

INTRODUCTION

Welcome to brand guidelines for Hyform.

This document was created to provide simple yet robust guidelines that are easy to understand and follow in all internal and external applications of the brand.

The following pages detail the brand in terms of logo, typeface, color palette, and other usage. Additional graphic elements can be added to this document as necessary.

LOGO

PRIMARY

This is your primary logo.

The logo that should be used most is the orange + black combination, as seen large on top.

There will come moments where a one-color logo makes more sense. It's best not to layer orange on solid black - and we can avoid this by using it sparingly, or by using the all-white logo.



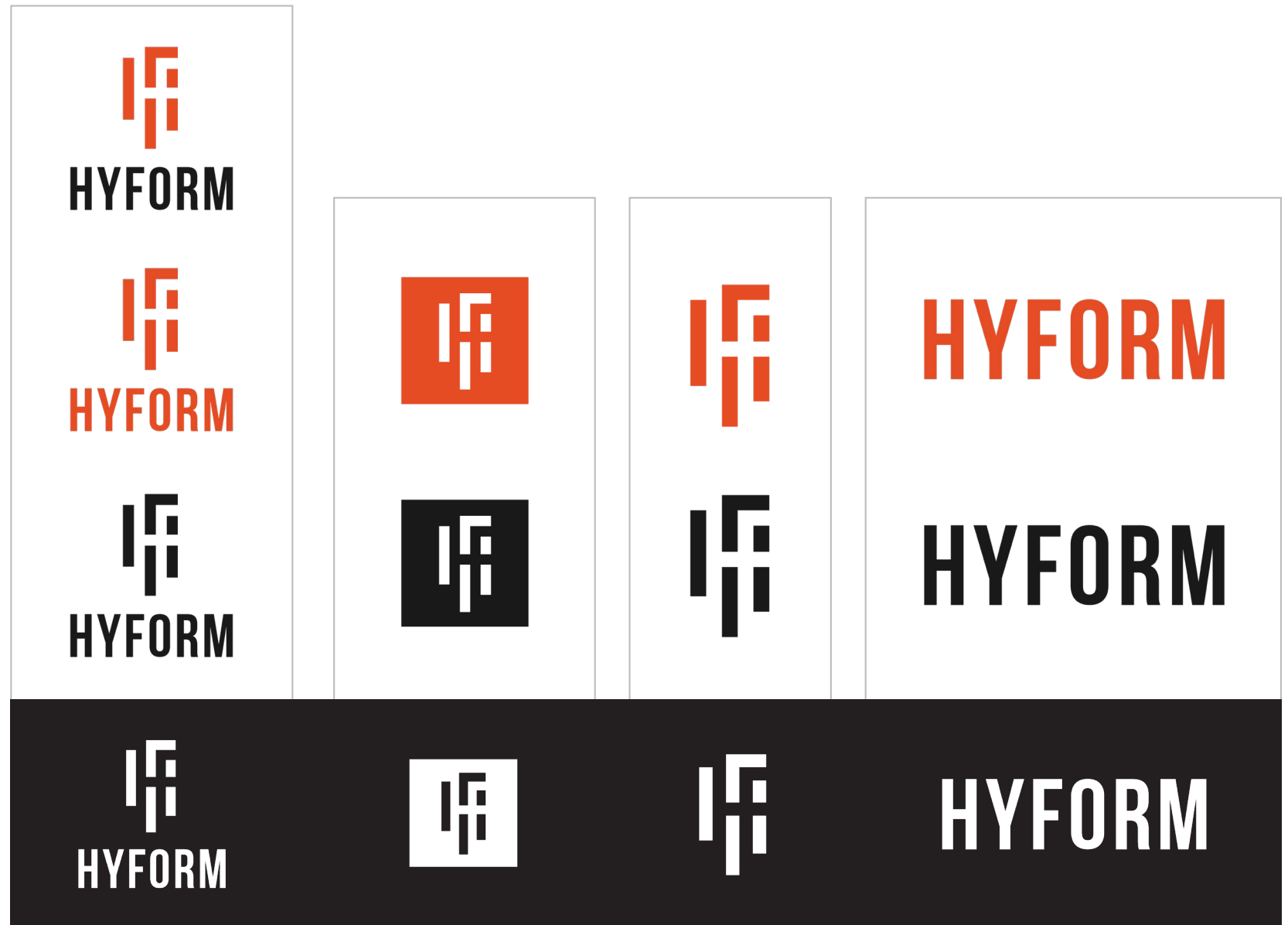
LOGO

VARIATIONS

These are some of your logo variations.

There are many versions of your logo that can be used in several contexts. The biggest thing to remember is that the primary logo should be the logo used most throughout your materials.

There will, however, be times when a logo variation makes sense. For instance, if you have a smaller area, a stacked logo, or using just the mark or type may be more appropriate.



BRAND COLORS

PALETTE

Your primary brand palette is clean white and black canvasses with pops of orange. These colors help provide a clean, tech-driven feel for the company, while also letting images take a prominent role in Hyform design.

The bright hues seen at the bottom stand as other accent colors to be used sparingly.



#e54c24



#000000



#bbbbbb



#ffa300



#1b998b



#083d77



#cd3982

BRAND TYPE

FONTS

Bebas Neue in Bold serves as your primary font, as well as the font that is used in your logo. This is an all-caps font and will be used primarily for headers.

Source Sans Pro serves as your complementary font, which comes in many weights for a variety of uses. This is a font that will be used primarily as a support to the primary text, and will be the font used as body text.

BEBAS NEUE - BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

SOURCE SANS - VARIABLE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z