

# BRAND REFERENCE

## MAIN LOGO



LOGO VARIATION 1



FAVICON



LOGO VARIATION 2

## LOGO VARIATIONS

## BRAND COLOR PALLETTE

These are the core colors that define The Hive's brand palette.  
Use them consistently across all digital and print materials.

Color Name		Hex Code	USAGE
GRAY ORANGE	#bd9348	#bd9348	MAIN ACCENT COLOR; USED FOR HIGHLIGHTS AND CALLS-TO-ACTION.
DARK GRAY	#313130	#313130	PRIMARY TEXT COLOR; USED FOR BODY TEXT AND NAVIGATION.
GRAY ORANGE	#dec181	#dec181	USED SPARINGLY FOR HIGH-CONTRAST ELEMENTS AND FINE PRINT.
LIGHT YELLOW	#f6f4e5	#f6f4e5	USED TO GIVE EMPHASIZE TO BRIGHTER COLORS
WHITE	#FFFFFF	#FFFFFF	DEFAULT BACKGROUND COLOR.COLOR

## BRAND FONT

FONT NAME	PRIMARY USE	PRIMARY USE
LIBRE BASKERVILLE	Headlines, titles, and short, impactful copy.	THE HIVE
LATO	Body text, paragraphs, and long-form content.	HUMAN, INSIGHT, VISION, EXECUTION

