

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

