



HIVE

UNIFIED IDENTITY FOR
EVENTS, COMMUNITIES AND NETWORKS
SEPTEMBER 2014, v. 2.0

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INTRODUCTION

In 2011, Hive introduced its first identity that presented a graphic face to the work of its Learning Networks.

Now with the growth of Hive around the world, the necessity to differentiate between levels of activity within Hive led to the creation of a continuum of identities encompassing Hive Learning Network, Communities and Events.



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HIVE IDENTITY 2.0

The new Hive identity is comprised of the original logomark and two new subtle but pronounced variations that help to differentiate the levels of Hive chapter engagement.



NETWORKS

The original logomark now denotes Hive Learning Networks.



EVENTS

The new Hive Learning Events logo is a simplified version of the mark with an outlined large honeycomb.



COMMUNITY

The new Hive Learning Community logo mark consists of an outlined large honeycomb graphic with outlined bubbles.



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NEW SYSTEM

THREE-COLOR



MONOCROME



EVENTS

COMMUNITIES

NETWORKS



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GENERIC USAGE



The official Hive lockups will almost always be accompanied by their customized site name version (i.e. Hive Toronto). However, in the event that a generic logo is needed, the above three logos will be provided as reference and as templates for customization by local Hive chapters.



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HIVE IN WRITING

When referring to Hive Learning Networks, Communities and Events, please use title case. Hive should never be written in all caps (i.e. “HIVE”) except in cases where all caps are being used.

Proper Full Hive Title:

Hive NYC Learning Network

Proper Abbreviated Hive Title:

Hive NYC



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HIVE LEARNING NETWORK LOCKUP AND CLEAR SPACE



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HIVE LEARNING COMMUNITY LOCKUP AND CLEAR SPACE



HIVE UNIFIED IDENTITY FOR EVENTS, COMMUNITIES AND NETWORKS

HIVE LEARNING EVENT LOCKUP AND CLEAR SPACE



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HIVE SITE PARTNER LOCKUP AND CLEAR SPACE



SPACING FOR SPONSOR/PARTNER
NAME SHOULD BE DOUBLE
THE HEIGHT OF ALL CAPS CITY NAME

At times, Hive networks, communities and events may have presenting partners or sponsors. In these cases, the partner name should feature prominently in the logotype. The presenter's existing brand may be incorporated into the Hive lockup, as is the case with Mozilla and Hive New York.



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HIVE EVENT PARTNERSHIPS



For events where Hive Learning Networks and Communities may be hosting, the clear space between the Hive logo and partner logos is equal to twice the “H” height of the main logotype.



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HIVE EVENT PARTNERSHIPS



Where Hive is an equal partner, the clear space will remain the same but the logos will be placed with equal prominence.



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LOGOTYPE OPTIONS



VERLAG BLACK:
HIVE
COMMUNITY



LATO:
HIVE
COMMUNITY

Hive has selected two typefaces to use for its logotype: Verlag Black, which is a font available for license and purchase from the foundry Hoefler & Co., and Lato Black, which is available for free through the SIL Open Font License.

Verlag Black is preferable, however Lato Black may be substituted if your Hive Learning Network or Hive Learning Community has limited resources.



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SCALING AND INTEGRITY

40PX FONT



50%



75%



100%

Scaling the Hive logos must be undertaken with consideration for maintaining the logo's integrity at small sizes.

In lockups with a city name, the logo should never be scaled to the point where “HIVE” is less than 40px in size. If a smaller size is required, please refer to the special “pixel-perfect” scaled down versions of the logo.

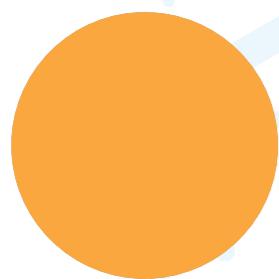
At 40px and higher, the city name remains legible and the distinctions between events, communities and networks remain clear.



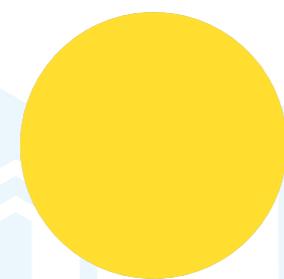
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COLOR PALETTES

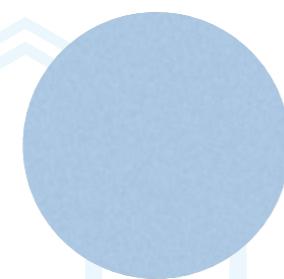
PRIMARY PALETTE



#FAA73F
0/40/85/0



#FFDE2F
0/10/90/0

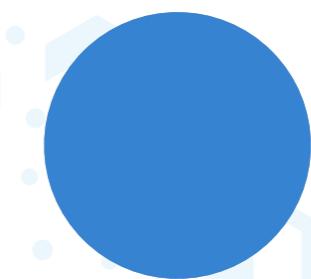


#ADCDEC
30/10/0/0

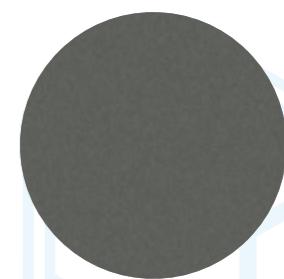
SECONDARY PALETTE



#939598
0/40/85/0



#3583D1
81/63/0/0



#55575C
66/57/51/28

The primary palette should be relegated to situations when an official three-color version of the logo lockup is needed.

The secondary palette works best for situations that call for a white monochromatic logo requiring a background color. In addition, the secondary palette may be used for titles and headlines in presentations and on the web.



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SOCIAL MEDIA



Social media considerations require special attention for rapid differentiation between networks and communities. Profile images for community, network and event pages will have distinct background colors with a monochromatic white vertical lockup of the logo.

Communities will be blue, networks will be orange and events will be in yellow.



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