

BRAND GUIDELINE

MAY
20
25

WELCOME TO THE CREATIVE HIVE WE CALL THE HIVE LAB BRAND GUIDELINES.

RULE BEYOND LIMITS

Please keep your hands (and pencils!) inside the document at all times as we guide you through the core elements of Hive Lab's identity system and how we use them to shape our brand.

Understanding and following these guidelines is key to keeping our presence consistent, memorable, and full of creative buzz.

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INTRO DUCTION

01

ANIMATION THAT BUZZES BEYOND LIMITS

Hive Lab is a Malaysian digital studio focused on animation, design, and storytelling blending nostalgia, culture, and creativity to inspire and connect audiences.

INSPIRING CREATIVITY THROUGH MALAYSIAN STORYTELLING.

To be Malaysia's leading creative hub for
nostalgic, meaningful, and culturally rich
animation, connecting hearts, educating minds,
and inspiring creativity across generations.

DIGITAL-FIRST STUDIO WITH GROWING CREATIVE WINGS.

Evolve into a fully digital creative studio
with all-star design talents, expanding
into graphic design and beyond.

BRAND HISTORY

Hive Lab was born in 2018 as Hive Studio, a student-driven passion project grounded in the love for animation and digital storytelling. Though it passed due to limited opportunities for fresh graduates in Malaysia's animation scene, the spark never fully faded.

Years later, with fresh momentum and vision, the studio returned reborn as Hive Lab. Guided by creativity, culture, and ambition, Hive Lab is now a platform for bold, expressive animation made to resonate with a wide audience.

Our slogan, "Burst Beyond Limits," reflects our mindset: inspired by the bee archetype that physically shouldn't be able to fly, yet does anyway. Hive Lab aims to do the same: defying limits, creating with purpose, and elevating Malaysian animacy on a global scale.

HIVE STUDIO's logo in 2018



MAIN AUDIENCE

01. Creative Youth & Young Adults (Ages 13-30)

- Passionate about animation, fan art, and pop culture.
- Active on social platforms; values originality and self-expression.
- Engages with relatable content and fan-driven experiences.

02. Local Brands & Media Companies

- Seek cost-effective, high-quality animation solutions.
- Require customizable and culturally relevant content for campaigns.
- Ideal partners for IP development, branding, and collaboration.

03. Independent Artists & Fan Communities

- Interested in exposure, engagement, and community building.
- Participate through fan art, videos, and creative content.
- Showcase How Loli's creator-friendly image.

04. Malaysian Families & General Viewers

- Look for wholesome, fun, and educational entertainment.
- Appreciate local representation in content.
- Key demographic for merchandising and family-friendly media.

CREATIVE YOUTH & YOUNG ADULTS (AGES 13-30)

LOCAL BRANDS & MEDIA COMPANIES

INDEPENDENT ARTISTS & FAN COMMUNITIES

MALAYSIAN FAMILIES & GENERAL VIEWERS

BRAND VALUES & TONE OF VOICE

Hive Lab's voice reflects its youthful energy, artistic ambition, and Malaysian pride. We speak with confidence and warmth, mixing professional clarity with a playful, nostalgic spirit that connects with audiences of all ages.

BOLD

Why: Hive Lab is confident in its vision, pushing the limits of Malaysian animation with ambition and clarity.
How it sounds: Assertion, vision ary, unafraid to lead.

Example

"We don't follow trends—we set them. Hive Lab is here to break beyond limits."

FRIENDLY

Why: You want audiences, partners, and fans to feel welcomed and connected. Animation is fun; your tone should reflect that warmth.
How it sounds: Approachable, upbeat, conversational.

Example

"Hey there! Whether you're a fan, artist, or just curious—we're glad you're here."

Why: As an animation studio, creativity is your core. Your voice should showcase originality and playful imagination.

How it sounds: Visual, expressive, idea-driven.

Example

"Every frame we draw is packed with personality—because stories deserve more than just motion."

BOLD

FRIENDLY

CREATIVE

BRAND VALUES & TONE OF VOICE

How Lada's voice reflects its youthful energy, artistic ambition, and Malaysian pride. We speak with confidence and warmth, mixing professionalism with a playful, nostalgic spirit that connects with audiences of all ages.

PROFESSIONAL

Why: We maintain a respectful, clear, and business-focused tone to build credibility and trust.
How it sounds: Polished, objective, and informative.

Example:

"We provide cost-effective animation solutions tailored to your brand needs."

CONFIDENT

Why: We speak with assurance to reflect our capabilities and reliability in delivering results.
How it sounds: Bold but grounded, result-oriented.

Example:

"Our content drives engagement and adds value to your audience."

CREATIVE

Why: Even in B2B, we highlight our innovation and artistic edge to stand out through creative originality and playful imagination.
How it sounds: Thoughtful, imaginative, and purposeful.

Example:

"We craft culturally resonant stories that make brands unforgettable."

PROFESSIONAL
CONFIDENT
CREATIVE

COMPANY POSITIONS

How Lab operates with a flexible and creative focused corporate structure that supports collaboration across multiple departments while maintaining clear leadership and project oversight.

01 *Founding & Leadership*

Founder & Creative Director
Co-Founder / Strategic Advisor
Executive Producer

02 *Creative Division*

Animation Department
- Storyboard Artists
- 2D Animators
- Character Designers
- Background Artists

Graphic Design Department
- Branding & Visual Identity
- Digital Illustration
- Layout & Print

Art Direction
- Art Director
- Color & Composition Leads

03 *Script & Storytelling*

Scriptwriters
Content Planners
Localization Editors
(for future global expansion)

04 *Marketing & Community*

Social Media Manager
Fan Art Coordinator
Event & Merchandising Manager

05 *Business Development*

Partnerships & IP Licensing
Client Liaison / Account Manager
Sales & Outreach Executive

06 *Tech & Digital Ops*

Web Developer / Maintenance
Streaming & Publishing Lead
Digital Archive & Asset Manager

07 *Admin & Support*

HR & Talent Coordinator
Finance & Accounting
Legal / IP Management

LOGO, SYMBOL, WORDMARK & TAGLINE

THE LOGO

The Hive Lab logo combines the BUX icon and wordmark to form a bold, recognizable identity. It reflects our creative and professional spirit as it must be used consistently. Always use the full logo unless exceptions apply never alter or distort it.

What is BUX?

BUX is the heart of the HiveLab logo a bee shaped icon symbolizing creativity, innovation, and digital artistry. Its wings inspired by karydramas and a pen shaped body. BUX represents our bold, limitless storytelling spirit.

Why BUX?

- 1. for Bee
- 2. for Innovation / Identity
- 3. for Limitless possibilities

FULL LOGO



HIVE
L A B

Buzz Beyond Limits

ICON : BUX

WORDMARK & TAGLINE

LOGO VARIATION

The Hive Lab logo comes in multiple formats to ensure flexibility and consistency across different platforms and uses.

Horizontal - Ideal for wide headers and banners.

Vertical - Best suited for print and compact spaces.

With Tagline - Emphasizes our message "Buzz Beyond Limits."

Without Tagline - Clean and versatile for minimalist layouts.

Icon Only (BUI) - For favicons, app icons, and social media.

These variations allow the brand to adapt while staying visually cohesive.

FULL LOGO



HIVE

L A B

Buzz Beyond Limits



HIVE

L A B

Buzz Beyond Limits



ICON

NO TAGLINE



HIVE

L A B



HIVE

L A B

LOGO CLEAR SPACE

To maintain visual impact and legibility, the Hive Lab logo must always be surrounded by sufficient clear space. This space ensures the logo isn't crowded by other elements like text, images, or borders.

Step 1

Put the letter 'H' in the wordmark HIVE

Step 2

The full 'H' is consider Full, while half of the 'H' is half

Step 3

Align it with the logo

'H' Guide



LOGO CLEAR SPACE

To maintain visual impact and legibility, the Hive Lab logo must always be surrounded by sufficient clear space. This space ensures the logo isn't crowded by other elements like text, images, or borders.

Step 1

Put the letter 'H' in the wordmark HIVE

Step 2

The full 'H' is complete full, while half of the 'H' is half

Step 3

Align it with the logo

HF Guide



LOGO MINIMUM SIZE

To ensure legibility and maintain brand clarity across all applications, the Hive Lab logo must not be scaled below the following minimum dimensions:

Minimum Size Guidelines

Vertical Full Logo: 35x35mm

For comprehensive branding use across print and packaging.

Vertical Logo (No Tagline): 15x15mm

Ideal for tighter spaces while preserving key elements.

Icon Only (HKL): 10x10mm

Perfect for favicons, social media icons, and small-scale applications.

Horizontal Full Logo: 35x50mm

Best suited for wide headers, banners, and large format designs.

Horizontal Logo (No Tagline): 25x25mm

Great for clean, streamlined branding where space is limited.

Maintaining these size standards ensures your logo remains clear, legible, and impactful, no matter where it appears.

Actual Size

10mm
28PXL



15mm
43PXL



25mm
71PXL



25mm
71PXL



30mm
85PXL



Enhance Size



LOGO BLACK & WHITE

When colour is not an option, the Hive Lab logo must retain its clarity and recognition through black and white versions:

Stronger Black Logo

Use on light backgrounds for strong contrast and clear visibility.

Reversible White Logo

Use on dark backgrounds (or photos) to ensure readability and consistent branding.

Important:

Do not apply gradients, outlines, or shadow effects to the black and white versions. Always ensure enough contrast with the background to maintain visibility and brand integrity.



HIVE
L A B

Buzz Beyond Limits



HIVE
L A B

Buzz Beyond Limits

THE ICON: BIX

Using BIX as a Standalone Element

BIX can function independently as alongside the Hiss Lab wordmark. As a standalone brand icon, BIX strengthens our visual identity and ensures recognisability across various touchpoints.

When to Use BIX

BIX is ideal for compact spaces like social media profiles, favicons, or branded merchandise where the full logo may not fit. Always use it in a way that preserves visual clarity and brand consistency.

Yellow BIX on Dinger Black (Primary)

Our main brand expression (bold, high contrast, and energetic).

Black BIX on Feltan Pop or Honeycomb White

Use when yellow isn't suitable but still retains brand essence.

White BIX on Black or Dark Backgrounds

For minimalistic or darker themes where colour contrast is essential.

Black BIX on White

The fallback when colour isn't an option (clean, clear, and professional).



BIX PATTERN

The Bix Pattern is a bold, repeating visual motif built from our signature logo/icon. The idea is to show the Malaysian traditional batik but once you looked closer its made out of BIX Pattern.

Purpose

- Adds visual energy to layouts.
- Expresses the playful yet professional tone of Hiva Labs.
- Versatile across formats and scales.

Usage Tips

- Use in full colour or in monochrome depending on the context.
- Ideal for packaging, apparel, event backdrops, and digital backgrounds.
- Ensure pattern elements remain clear and not overly scaled or cropped.

Colour Considerations

The pattern leverages Golden Pop (main) along with supporting tones like Ginger Black, Honeycomb White, and selected accent colours (e.g. Royal Blue Blue, Honey Plum, Floral Coral, Sprout Mint, and Camellia Tan). These colours help express mood and flexibility across applications.



LOGO TAGLINE

More than just a catchphrase, Buzz Beyond Limits captures the heart of Hive Lab's mission: pushing creative boundaries and soaring past expectations. Inspired by the myth that a lion's body "shouldn't be able to fly," yet it does anyway, the tagline reminds us that limitations are meant to be challenged. Like the bee, we rise through innovation, passion, and purpose, turning the impossible into art that inspires, educates, and ignites.

**BUZZ
BEYOND
LIMITS**

PLACEMENT PARTNER & SPONSORSHIP

When placing the Hive Lab logo alongside other logos, ensure adequate spacing. Maintain a separation equivalent to a 1pt white stroke. This applies to the Full Logo partnership and the Icon Partnership.

TOP

Full Logo for partnership

BOTTOM

Icon Logo for partnership

or **H**

FULL LOGO



ICON LOGO



USAGE

COLOUR & COMBINATION

Although the Hive Lab logo's standard color is polka pop, our primary brand color,

it is designed to work with various other color options.

See page 32 for a complete guide to acceptable color combinations.



USAGE

SUCCESSFUL LOGO EXAMPLES

Here are some recommended examples of how the Hive Lab logo should be used.

01. BEE's Best Look:

Always use our favorite BEE logo symbol + "Hive Lab" in our core colors, pollen pop, with plenty of breathing room!

02. BEE in Tighter Spaces:

Need a mini BEE? Use our smaller logo (28px) when space is tight. For infinite uses, just the BEE symbol is perfect!

03. BEE on the Big Stage:

Only put the full BEE logo on top of cool visuals if there's enough space and it's easy to see.

04. Introduce with BEE

When you're first showing off Hive Lab, make sure to use the full BEE logo.

01



02



03



04



USAGE

UNSUCCESSFUL LOGO EXAMPLES

Understand your inner animator everywhere except on our logo. Seriously, don't. See below for what NOT to do!

01. Color Chaos? No way!

Keep our logo's colors in harmony, folks! Page 30 has the magic formula.

02. Effects? Keep 'em in your animation!

Glowing outlines, drop shadows, gradients? Nooooo...in your work. Not on our logo, then.

03. Don't Twist the BEE!

Our logo likes its proportions. Don't go bending it out of shape!

04. No Logo Shaking!

We like our logo elements separate, thanks! And stick to the colors we've given you, please.

01



02



03



04



BRAND COLOURS

03

HIVE LAB'S POLLEN POP

Bright, joyful, and instantly eye-catching, PollenPop is Hive Lab's signature yellow. Inspired by the rich, golden hue of fresh pollen, it symbolises creativity, optimism, and energetic storytelling. This vibrant shade reflects the warmth of collaboration, the spark of imagination, and the bold nature of ideas at work. It's our loudest hue, and the heart of our visual identity leading the palette in everything from logo designs to key visuals and UI highlights.

Whether it's animating ideas or lighting up a scene, PollenPop ensures Hive Lab always stands out, full of life and motion.

POLLEN POP

HEX #FFD600
RGB 255, 216, 0
CMYK 0, 89, 100, 0
TINT 100%



03 BRAND COLOURS

BRAND COLOUR PALETTE

Pine Lab's colour system is designed to unify brand storytelling and interface design, ensuring familiarity, emotional connection, and visual impact. Our palette reflects the vibrancy of Malaysian culture, the joy of nostalgia, and the creative spirit of our studio.

Color lives in a Pine, each colour serves a purpose working together to build something greater.

PRIMARY PALETTE

HEX: #FFC000
RGB: 255, 192, 0
CMYK: 0, 85, 100, 0
Pant: 100B-G

SECONDARY PALETTE

HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
Pant: 6900B

NEUTRAL TONE RANGE

HEX: #FFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Pant: 382U-G

NEUTRAL TONE RANGE

HEX: #F0F0F0
RGB: 240, 240, 240
CMYK: 0, 0, 0, 10
Pant: 382U-G

NEUTRAL TONE

HEX: #E0E0E0
RGB: 224, 224, 224
CMYK: 0, 0, 0, 10
Pant: 382U-G

FLUORESCENT GREEN

HEX: #00FF00
RGB: 0, 255, 0
CMYK: 100, 0, 0, 0
Pant: 382U-G

COMPLEMENTARY PALETTE

HEX: #D2B48C
RGB: 210, 180, 140
CMYK: 0, 15, 55, 10
Pant: 100B-G

MONOCHROME PALETTE

HEX: #800080
RGB: 128, 0, 128
CMYK: 0, 100, 0, 0
Pant: 260B-G

BRAND APPLYING COLOUR

Colour combinations where brighter than others choose thoughtfully to maintain clarity, emotion, and our brand's creative balance.

Starting with our signature **Slingshot Black** and **Panopseum White** offers a versatile foundation that harmonizes beautifully with nearly our entire vibrant brand color palette.



BRAND SUGGESTED COLOUR PAIRING

Here's a look at some recommended color combinations. These pairings are designed to be visually appealing when layered and offer excellent readability.

Some combinations show brighter than others choose thoughtfully to maintain clarity, emotion, and our brand's creative balance.



POLLEN POP + STINGER BLACK



HONEYDEW WHITE + ROYAL BLUE BEE



FLORAL CORAL + CEDARWOOD TAN



SPEARMINT + HONEY PLUM



POLLEN POP + ROYAL BLUE BEE



HONEY PLUM + CEDARWOOD TAN

BRAND COLOUR PAIRING TO AVOID

Steer clear of these colour combinations when designing layouts. Text applied to these pairings may be difficult to read.



POLLEN POP + HONEYCOMB WHITE

Avoid use

Very low contrast, hard to read or distinguish.



FLORAL CORAL + POLLEN POP

Avoid use

Overwhelmingly warm, causes visual strain.



SAGEOUT MINT + HONEYCOMB TAN

Avoid use

Too muted together, lacks punch or clarity.



HONEY PLUM + ROYAL BLUE BEE

Avoid use

Both are dark and rich, can feel heavy or clunky.



HONEY PLUM + ROYAL BLUE BEE

Avoid use

Comparing warm undertones, not harmonious.



ROYAL BLUE BEE + SAGEOUT MINT

Avoid use

While both are cool tones, they lack enough contrast and can look dull or too close in value, especially in new applications.

BRAND SUGGESTED COLOUR SCHEMES

These color schemes are recommended for seamless integration with our brand palette. Please maintain the specified layer order for these combinations.

Please note that the order of these layers depends on the situation but it is advised not to move them around.



Decorative
Typography
Background



Set 1 - Warm & High Energy

Colors: B0B0B0
Stroke: B0B0B0
Background: B0B0B0



Set 2 - Soft & Educational

Colors: F0F0F0
Stroke: B0B0B0
Background: F0F0F0



Set 3 - Creative & Nostalgic

Colors: F0F0F0
Stroke: B0B0B0
Background: F0F0F0



Set 4 - Clean & Modern

Colors: F0F0F0
Stroke: B0B0B0
Background: F0F0F0



Set 5 - Playful & Energetic

Colors: F0F0F0
Stroke: B0B0B0
Background: F0F0F0



Set 6 - Warm & Trustworthy

Colors: F0F0F0
Stroke: B0B0B0
Background: F0F0F0



Set 7 - Bold & Playful

Colors: F0F0F0
Stroke: B0B0B0
Background: F0F0F0



Set 8 - Bold & Creative

Colors: F0F0F0
Stroke: B0B0B0
Background: F0F0F0

BRAND COLOUR SCHEMES TO AVOID

At Hive Labs, our colours celebrate creativity, warmth, and cultural richness. But even the best colours need some boundaries. When crafting colour combinations, avoid the following to maintain visual harmony, readability, and brand consistency.



Avoid 1 - Low Contrast

0000FF 0000
FF0000 0000
000000 0000 Tan

Avoid 1a

Low contrast between
warm tones hard to read



Avoid 2 - Overpowering Clash

FF0000 0000
0000FF 0000
0000 0000 Blue

Avoid 2a

Too saturated and dark
causes visual tension



Avoid 3 - Too Pale

0000FF 0000
000000 0000 Tan
00000000 0000

Avoid 3a

Not enough contrast
can appear washed out or bland

TYPO GRAPHY

04

OUR TYPEFACES

Primary Typeface: Bungee

Our primary typeface is Bungee, a bold and playful display font that captures the energy and vibrancy of Five Labs.

Designed for maximum impact, Bungee is ideal for headlines, logos, and short punchy phrases like our tagline *Burn Beyond Limits*. Its geometric yet expressive style reflects our love for animation, nostalgia, and storytelling.

Bungee works best when used in all caps for branding, titles, and main identifiers.

Recommended Fallback Fonts

Primary Typeface (Bungee Alternative)

Fallback: Proxima (ExtraBold / Bold)

Only resort to fallback fonts when absolutely necessary; otherwise, please avoid them.

BUN
GEE

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

0 1 2 3 4 5 6 7 8 9
, . / : ' [\] () - = + ! @

Primary Typeface: Bungee

OUR TYPEFACES

Secondary Typeface: Montserrat

Montserrat is our supporting typeface modern, clean, and versatile. Inspired by urban typography and signage, it complements Bungee with a friendly yet professional tone. Its clear structure and legibility make it perfect for body text, captions, and detailed information across print and digital platforms.

Montserrat supports multilingual use and adapts well across devices.

Recommended Pairings: Fonts

Secondary Typeface: (Montserrat Alternative)
Pairings: Humio Sans (Regular / SemiBold)

Only resort to fallback fonts when absolutely necessary; otherwise, please avoid them.

MONTSERRAT

A B C D E F G H I J a b c d e f g h i j
K L M N O P Q R S k l m n o p q r s
T U V W X Y Z t u v w x y z

0 1 2 3 4 5 6 7 8 9 , . / ; ' [] \ () - = + ! @

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum dolordidipugno ut enim blandit volutpat maia faciliis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat

Secondary Typeface: Montserrat

HIERARCHY TYPESTYLES

How Lufi's typography system consists of headline and paragraph styles to ensure clarity, bold expression, and consistency across all communications.

Example

We use Bungee for all headline styles. Its bold and playful character suits our energetic and creative tone. Headlines are always written in uppercase and applied in the following ways:

Ultra Headline (H1)

Typeface: Bungee

Weights: Regular (All Caps)

Use: For short, impactful headlines (e.g., tagline)

Primary Headline (H2)

Typeface: Bungee

Weights: Regular (All Caps)

Use: Main titles and attention-grabbing headers

We use Montserrat for all supporting text due to its clean, modern design and excellent readability.

Secondary Headline (H3)

Typeface: Montserrat

Weights: Bold / Bold Italic

Use: Subheaders and subcategories paired with primary headlines

Body Text & Call to Action (H4)

Typeface: Montserrat

Weights: Regular / Medium / Italic

Use: Paragraphs, captions, descriptions, and buttons

H1

BUNGEE ULTRA
HEADLINE

Ultra Headline | Example: 80pt / Line height: 80% or higher depending on the usage / Letter spacing: 20%

H2

BUNGEE PRIMARY
HEADLINE

Primary Headline | Example: 36pt / Line height: 50% with some copy, 60% depending on the usage / Letter spacing: 0%

H3

Montserrat Secondary
Headline

Secondary Headline | Example: 24pt / Line height: 50% with some copy, 60% depending on the usage / Letter spacing: 0%

H4

Montserrat Body Text
& Call to Action

Body Text & Call to Action | Example: 16pt / Line height: 20% depending on the usage / Letter spacing: 0%

HEADLINE LINE HEIGHT

For headlines, applying the correct line height ensures a clean and impactful visual presentation. Our typography guidelines on the following pages provide specific recommendations for headline line heights.

☐ 66x62 pixel for spacing

BUNGLE
ULTRA
HEADLINE

HEADLINE

LINE HEIGHT & RULE USAGE

Our headline fonts are designed for a tight, impactful feel, typically requiring a line height below 100%. However, for enhanced readability in certain contexts, the following line height adjustments should be applied:

01. Ultra Headline - Short copy

BUNCEB / 100% line height

02. Ultra Headline - Longer copy

BUNCEB / 87% line height

03. Primary Headline - Short copy

BUNCEB / 90% line height

04. Primary Headline - Longer copy

BUNCEB / 88% line height

01

LOREM
IPSUM

02

LOREM
IPSUM
DOLOR SIT
AMET,
CONSEC.

03

LOREM IPSUM
DOLOR SIT AMET,
CONSECTETUER
ADIPISCING

04

LOREM IPSUM DOLOR
SIT AMET, CONSEC-
TETUER ADIPISCING
ELIT, SED DIAM
NONUMMY NIBH EUIS-
MOD TINCIDUNT UT

PARAGRAPHS

LINE HEIGHT & RULE USAGE

For Hiver Lab, paragraphs should always use Monospace for clarity and professionalism.

Line Height
Always apply a 125% line height for improved legibility.

Example
12pt font • 12pt line height.

Text Width
To maintain visual balance and a comfortable reading experience:

- Ideal line length is 60-75 characters, or approximately 50 words per line.
- This ensures Hiver Lab's content feels neither cramped nor too loose.

Examples
01. Right Width
02. Too Narrow
03. Too Wide

01

Lorem ipsum dolor sit amet, consectetur adipiscing elit, and diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum dolordet eaque duis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, and diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

02

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03

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GUIDELINES FOR TEXT LOCKUPS

Here are a few clear and structured examples of how to combine your headline styles and paragraph style using *Bumper* and *Minuteman*, based on Hive Lab's typographic system.

01. Ultra + Primary Headline + Body Text

02. Ultra + Body Text

03. Lined + Secondary Headline + Body Text

04. Ultra + Secondary Headline

01

BUZZ BEYOND LIMITS

HIVE LAB TAKES ANIMATION FURTHER

Hive Lab is a Malaysian animation studio built on imagination and heart. We craft engaging, relatable stories inspired by school life full of fun, nostalgia, and life lessons. Whether you're here to watch, collaborate, or create, we're buzzing with energy to animate your ideas.

02

BUZZ BEYOND LIMITS

We go where stories dare to fly, spreading wings from local culture to global screens.

03

FEATURED ANIMATION

Schoolyard Chronicles

Over into hilarious class adventures, heartfelt friendships, and uniquely Malaysian school culture.

04

BUZZ BEYOND LIMITS

Where creativity meets culture through digital animation.

LETTERHEAD PLACEMENT

Our stationery set including the letterhead, business card, and envelope reflects How Lab's bold, playful identity with clean layouts, strong typography, and consistent use of brand colours. These designs help communicate professionalism while staying true to our brand concepts.

Please note all designs shown are for presentation purposes only and serve as visual examples of our brand identity in use.



Business Card (Size: 2.75 inches X 2.00 inches)

ENVELOPE PLACEMENT

Our stationery set (including the letterhead, business card, and envelope) reflects How Lab's bold, playful identity with clean layouts, strong typography, and consistent use of brand colours. These designs help communicate professionalism while staying true to our brand concepts.

Please note all designs shown are for presentation purposes only and serve as visual examples of our brand identity in use.



Example (Size: 126 mm X 229 mm)

BUSINESS CARD PLACEMENT

Our stationery set (including the letterhead, business card, and envelope) reflects Hive Lab's bold, playful identity with clean layouts, strong typography, and consistent use of brand colours. These designs help communicate professionalism while staying true to our core concepts.

Please note: All designs shown are for presentation purposes only and serve as visual examples of our brand identity in use.



USAGE SUGGESTED TYPE STYLE

Here are a few best practices for applying our text styles effectively:

01. Line Height & Spacing

Always maintain consistent line heights. Text should be vertically aligned when used as standalone content.

02. Whitespace Matters

Ensure sufficient whitespace around text to help it breathe and maintain legibility.

03. Text + Key Visual

Place text strategically next to key visuals to build a strong, cohesive layout.

04. Text as Story Element

Use text as part of a visual story flow to create engaging, dynamic compositions.

01



02



03



04



USAGE

TYPE STYLE

TO AVOID

To preserve Hite Lab's clean, creative, and professional voice, always steer clear of the following type misuses:

01. Don't Warp the Text

Our kinetic headlines (Bungee) should always appear bold, centered, and distortion-free. While playful motion is allowed in animated intros or outros, the type must return to a clean and grounded form when static.

02. Apply the Right Text Settings

Use only the approved line heights (1.25x) and proper kerning for all paragraph and headline styles. This maintains consistency and legibility across platforms.

03. Don't Mix Styles in One Sentence

Avoid combining headline and body styles (Bungee + Montserrat) within the same sentence. Let each style do its job to support clarity and hierarchy.

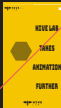
04. No Static Wavy or Effects

Motion effects are reserved for animations. For posters, web, or print, all type should remain sharp, stable, and easy to read.

01



02



03



04



BRAND IN USE

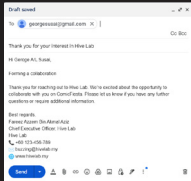


05

BRAND IN USE

BUSINESS CARD

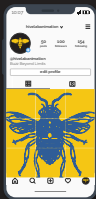


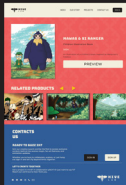












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