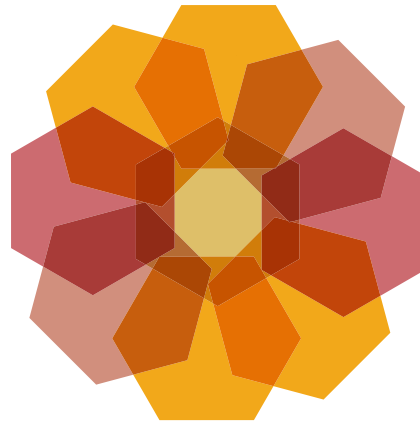


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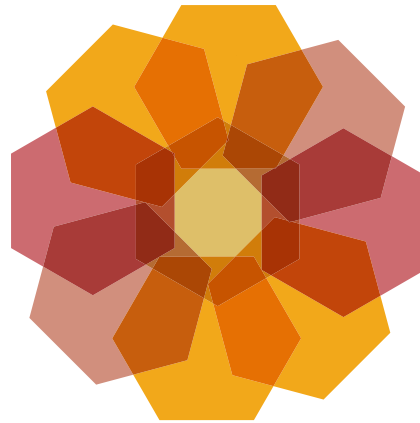


global hive/
ruche mondiale

The flower is made up of hexagon shapes, which are the basic units of a beehive's structure. The hexagons compose a flower, which is apt, given that the bees pollinate flowers, much as the hive, in this case, pollinates in its own sense.

The hexagon flower is meant to shift and animate subtly, rotating to expose an endless range of figures in the overlaying honeycomb shapes that make up the superstructure. This is a visual nod to the platform itself, exposing different configurations and dimensions of information.

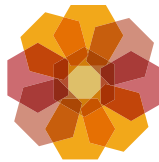
Primary identity



global hive/
ruche mondiale

The Global Hive identity may only be shown as the hexagon flower with wordmark. The wordmark must always maintain the correct position below the hexagon flower and must always be displayed in the Klavika typeface. The only exception is when the identity needs to be very small, the horizontal layout may be used. The wordmark may be used in English, French or both. When written in text (headlines, body copy, etc), it should always be presented as "Global Hive / Ruche Mondiale"

Primary identity (vertical)



**global hive/
ruche mondiale**

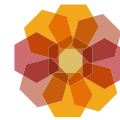
Secondary identity (horizontal)



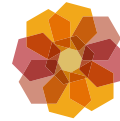
**global hive/
ruche mondiale**

This horizontal identity should be used sparingly and only in small sizes.

Rotating hexagon mark (for digital)



**global hive/
ruche mondiale**

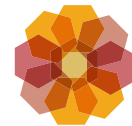


**global hive/
ruche mondiale**

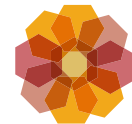


**global hive/
ruche mondiale**

Various languages



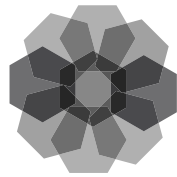
global hive



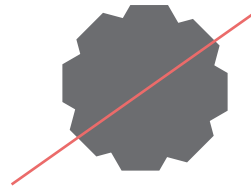
ruche mondiale

The Global Hive identity may be rendered in grayscale. The hexagon flower should never be presented as a solid color, black or otherwise.

Full identity – grayscale on light backgrounds



**global hive/
ruche mondiale**

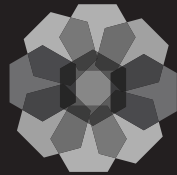


**global hive/
ruche mondiale**

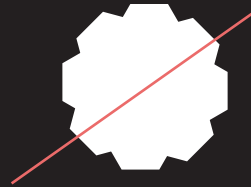
The Global Hive wordmark may be rendered in solid white with the hexagon flower in grayscale on a dark background including dark areas of photographs. The hexagon flower should never be presented as a solid color, white or otherwise.

This option is not recommended.

Full identity – grayscale on dark backgrounds



**global hive/
ruche mondiale**



**global hive/
ruche mondiale**

On dark areas in images, the Global Hive wordmark should be presented as white, but the hexagon flower should be in color. The hexagon flower should be slightly transparent, its opacity set at 95%.

On light areas in images, the Global Hive identity should maintain its standard gray wordmark. The hexagon flower should be slightly transparent, its opacity set at 95%.

Full identity – Identity on dark image



Full identity – Identity on light image



To manage audience perception of the Global Hive brand, the identity should always remain easy to read, large or small. Therefore, the logo should never be smaller than 3/4" wide. When the identity is reduced even smaller, the horizontal design may be used. Note that there is no set maximum size limit.

Smallest (3/4" wide)



Smallest horizontal (1 3/8" wide)



These are the smallest advisable reproduction sizes.

Largest

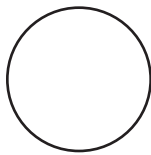


There is no maximum size.

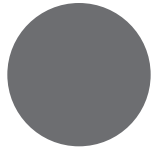
Throughout Global Hive materials, the logo palette is designed to be vibrant and engaging, the hexagon “petals” in the mark overlapping to create secondary hybrid colors. The knowledge hub colors are used on the web and correspond with different topic areas.

IMPORTANT NOTE: THE HEXAGON FLOWER COLORS ARE NOT TO BE REPLICATED.

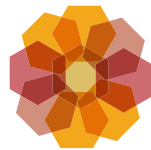
Primary Colors



WHITE
PMS WHITE
R=255 G=255 B=255
C=0 M=0 Y=0 K=0
HEX = #FFFFFF



GRAY
R=77 G=77 B=77
C=0 M=0 Y=0 K=70
HEX = #4D4D4D

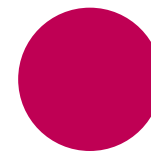


DO NOT REPRODUCE
THE COLORS

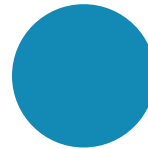
Know



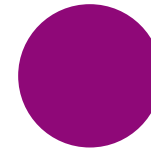
HOW CHANGE HAPPENS
TURQUOISE
R=38 G=186 B=148
HEX = #26BA94



POLICY
MAGENTA
R=191 G=0 B=84
HEX = #BF0054



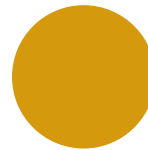
EDUCATION
BLUE
R=18 G=138 B=181
HEX = #128AB5



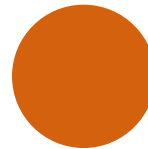
YOUTH ENGAGEMENT
PURPLE
R=143 G=8 B=120
HEX = #8F0878



GENDER EQUALITY
LIME GREEN
R=181 G=196 B=28
HEX = #B5C41C



MONITORING & EVALUATION
ORANGE
R=212 G=153 B=13
HEX = #D4990D



PARTNERSHIP & COLLABORATION
RED ORANGE
R=212 G=97 B=13
HEX = #D4610D

Typeface: Klavika Regular and Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? * & " { } + =

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? * & " { } + =

Type size above: 14 pt

The Global Hive wordmark uses the typeface “Klavika”. Klavika is an unadorned versatile typeface that straddles the line between humanistic and geometric. Since its introduction in 2004, this typeface has been widely used for its legibility in smaller sizes as well as its distinct modern sensibility.

Typeface: Klavika Regular. Use for instances over 30 pt

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 !
? * & " { } + =

Type size above: 30 pt

The Global Hive website uses the typeface “Roboto”. Roboto is a geometric typeface that features approachable curves and comfortable letter widths suitable for natural reading. Primarily Roboto should be used as a secondary typeface, most commonly in headlines and body copy.

Typeface: Roboto Light and Medium

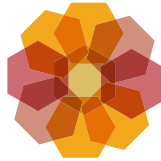
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? * & “ { } + =

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! ? * & “ { } + =**

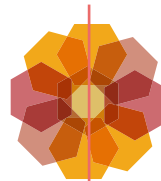
Type size above: 14 pt

The Global Hive identity and hexagon flower should be center aligned, vertically. When displayed together this goes without exception.

Correct Orientation

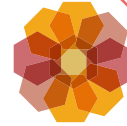


**global hive/
ruche mondiale**



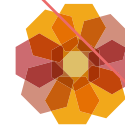
**global hive/
ruche mondiale**

Incorrect Orientations

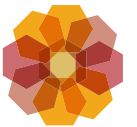


**global hive/
ruche mondiale**

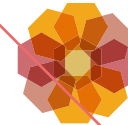
**global hive/
ruche mondiale**



**global hive/
ruche mondiale**

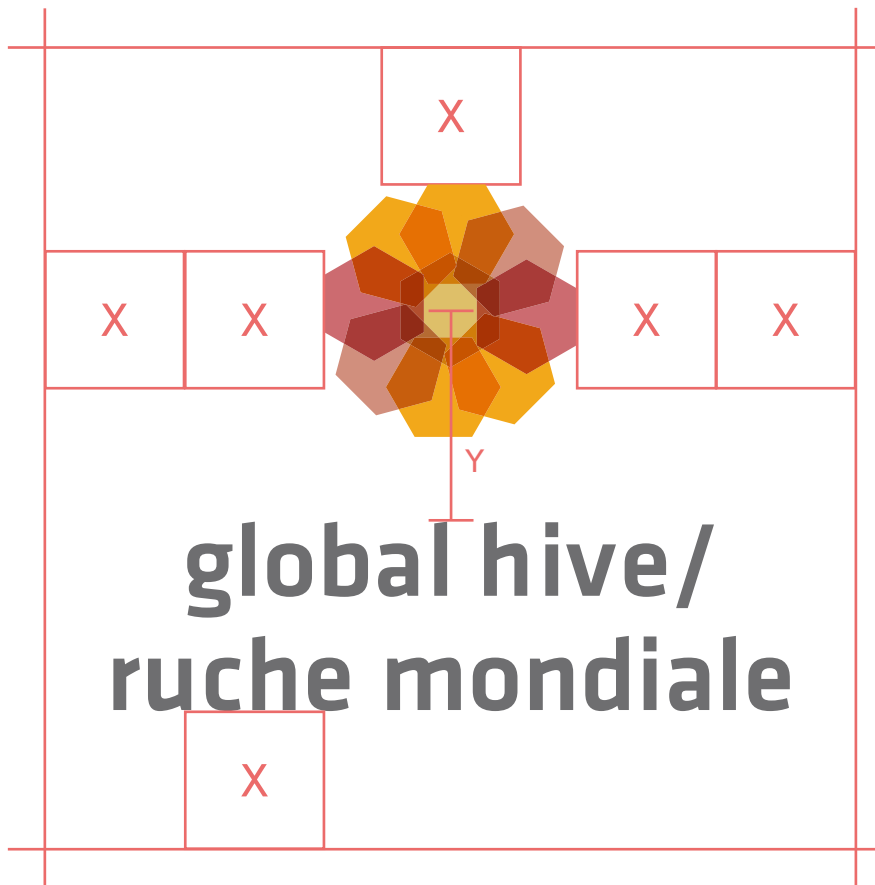


**global hive/
ruche mondiale**



Here, area X is used as a measure for spacing other elements around the Global Hive identity. One X is the distance in which other visual elements are not permitted. The height Y is 125% the height of X and is the measure between the top of the wordmark to the middle of the center hexagon. The reason for this is to give the Global Hive identity ample space to be clear and distinct.

Distance from mark to other elements



This is the hexagon pattern made up of concentric hexagons tessellated into a repeating pattern. It is set in black at 5% opacity. The pattern is not to be stretched or distorted in any way. If a larger area is needed, the pattern must be repeated. There must not be any seams in the pattern. The pattern must be arranged in such a way that it repeats seamlessly.

Hexagon pattern

