



HYPER

Brand Guidelines

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02

Logotype

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The logo consists of a text part (brand name) and an icon.

The icon can be used separately, without a text part, but the text part of the logo should be always used with the icon only.



Suggested version of the icon for the cases when it should be used in very small sizes (such as favicon).



X = high of letters.

Space around the logo must be no less than X to the right, to the left, down and up.

Color version of the logo on the white background.



Color version of the logo on the blue background.



Monochrome version of the logo on the black background.



Monochrome version of the logo on the white background.



To protect the integrity, legibility and impact of the Hyper logo, it must never be reproduced in sizes smaller than those shown on this page.

Any further reduction would impair its legibility. Sizes differ for print and digital usage.

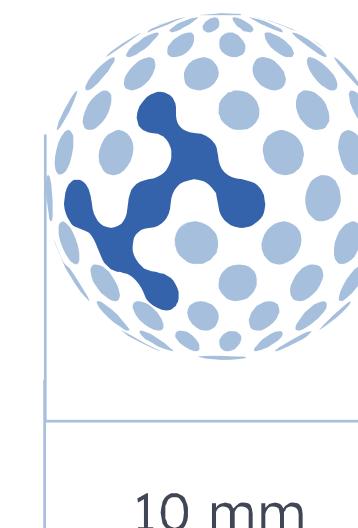
Web



Print

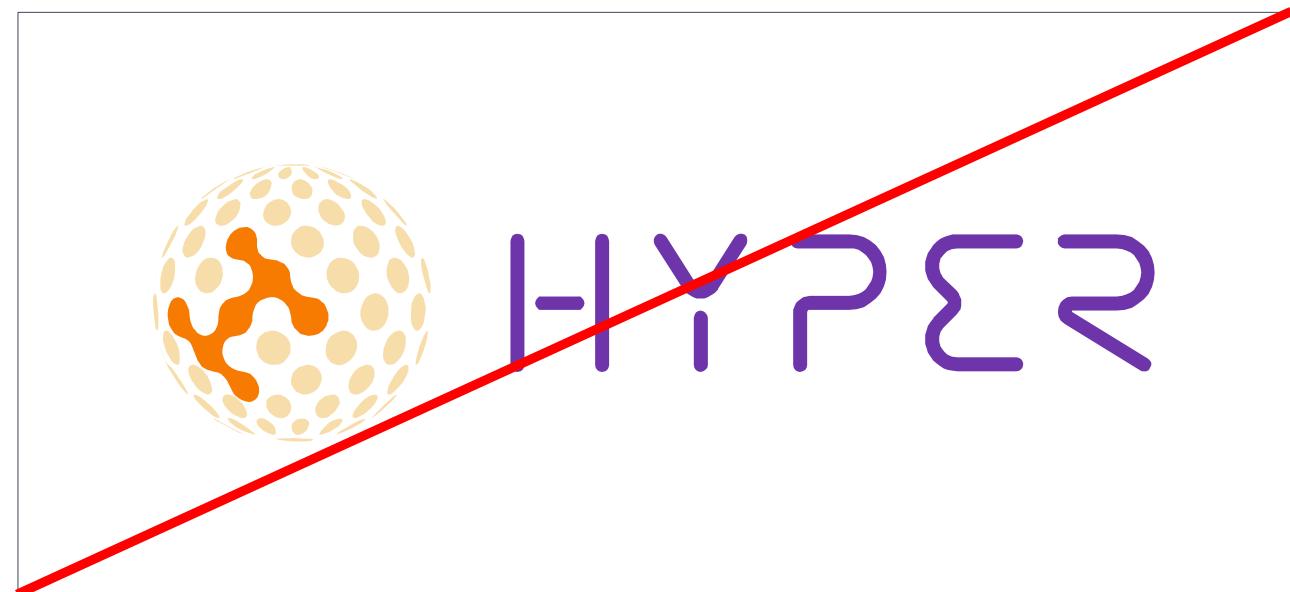


For the cases when the icon used separately on web.

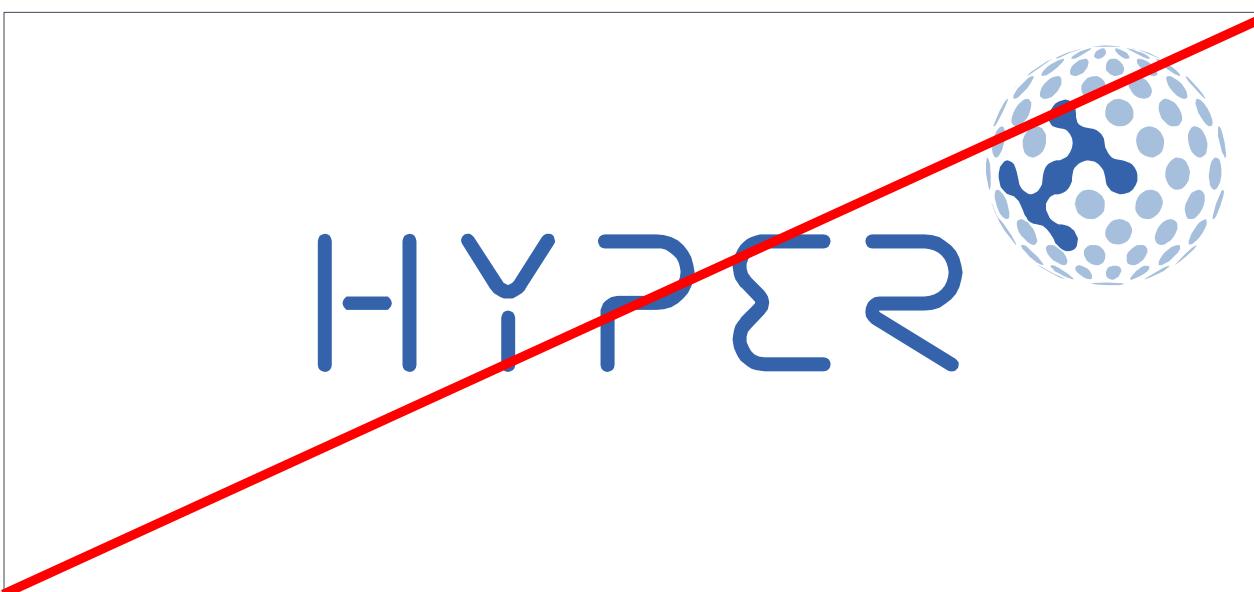


For the cases when the icon used separately on print.

Please always follow these rules when you use the logo.



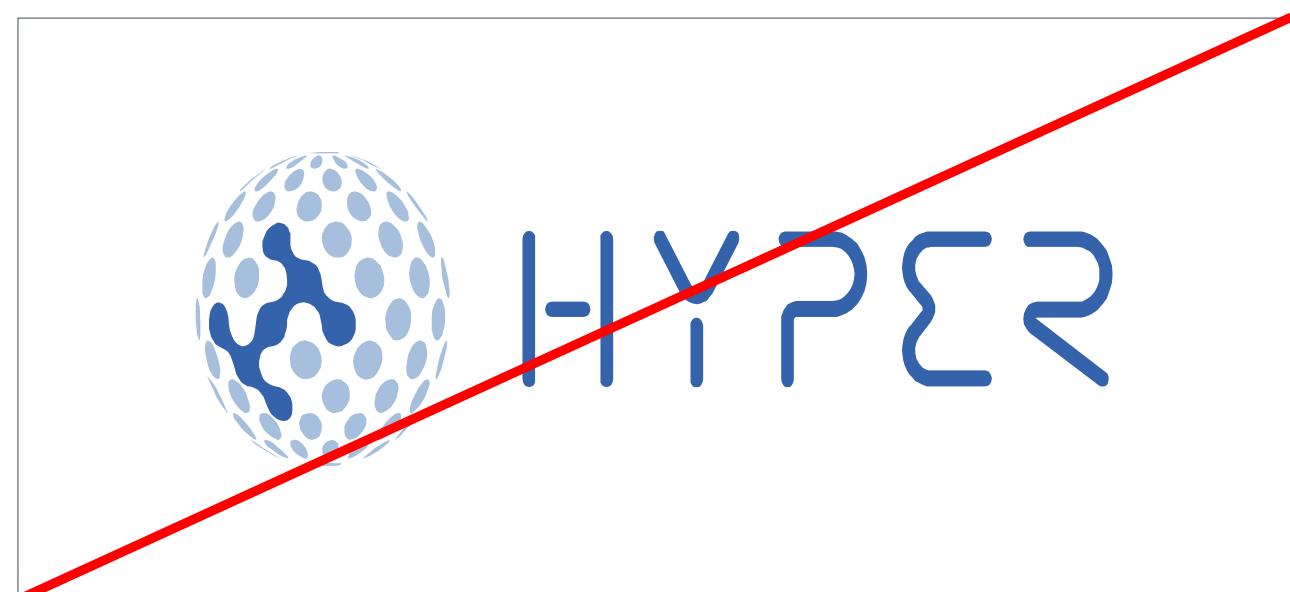
Do not recolor the logotype.



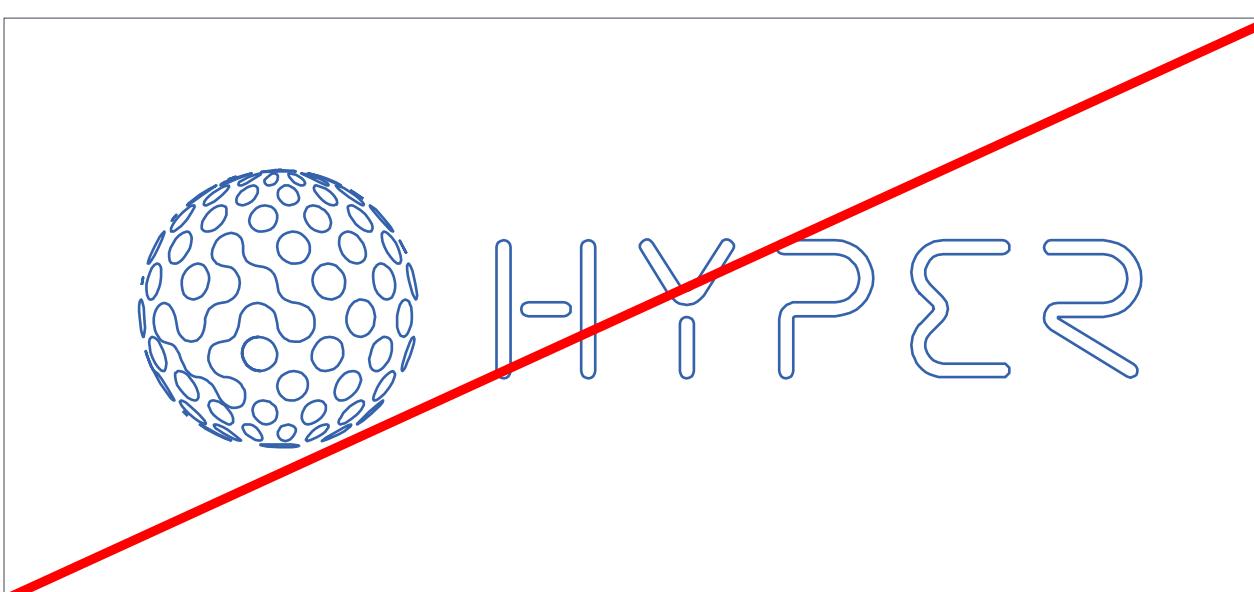
Do not change the position of the icon.



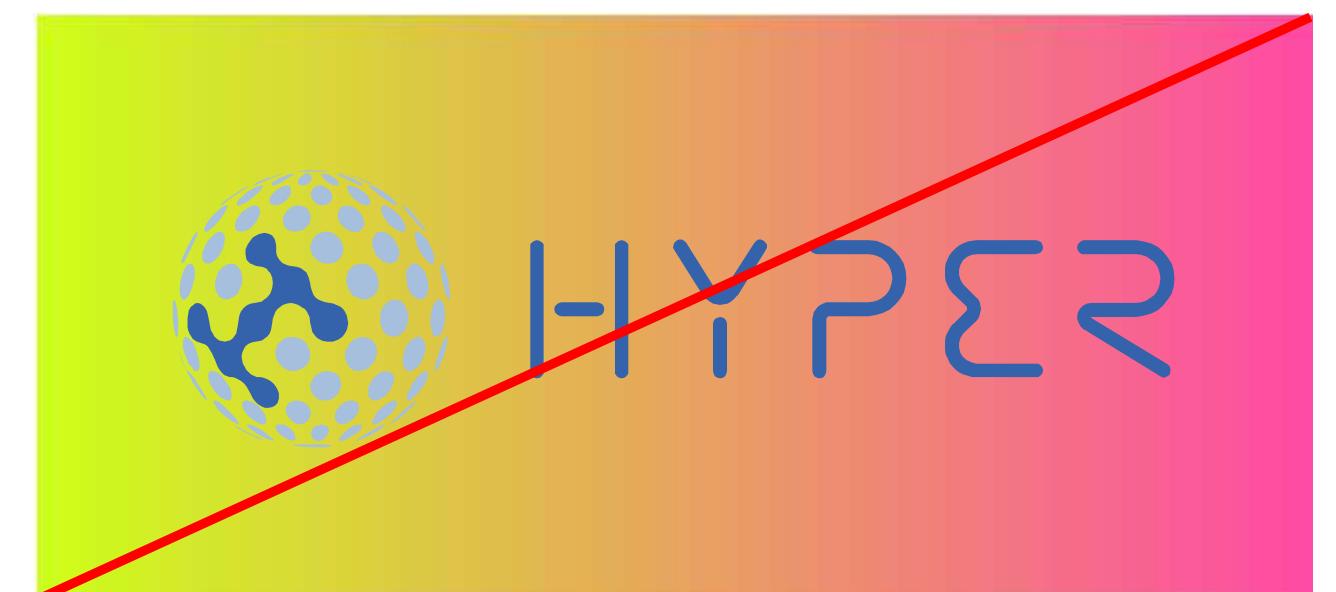
Do not put the logo on the too variegated and complex background.



Do not distort the proportions of the logo.



Do not outline the logotype.



Do not reproduce the logo on inappropriate color backgrounds.

03

Color Palette

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Primary colors

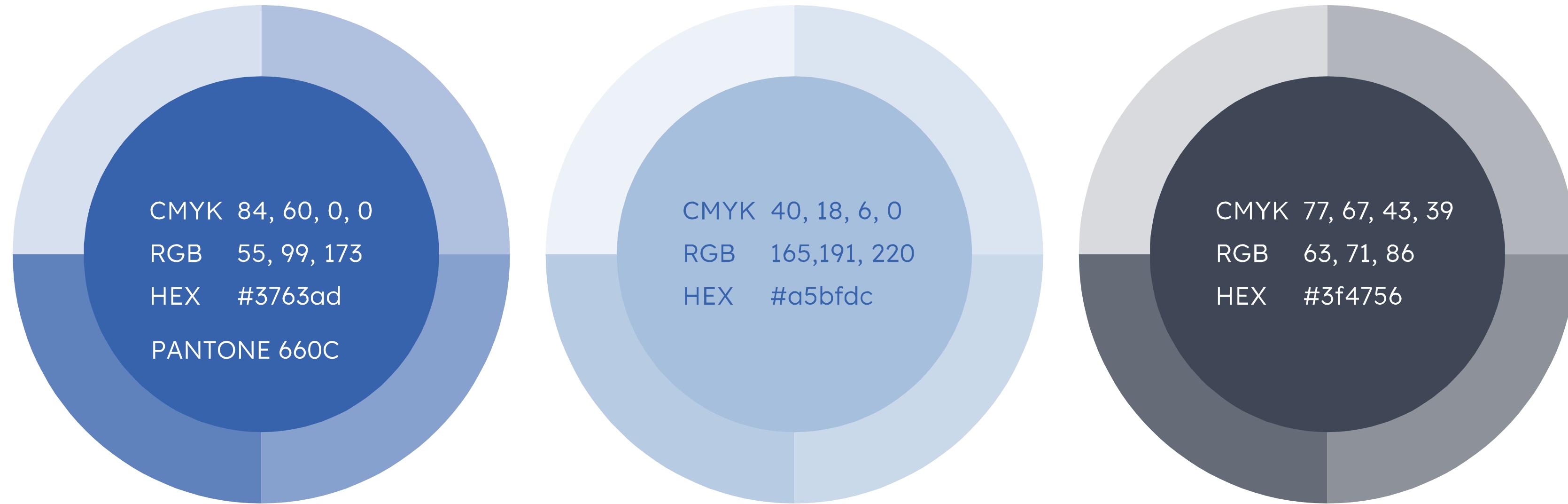
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The primary colors are deep blue, light blue and dark gray. They have a higher priority in the use.

Shades of these colors can also be used for brand communication.

More detailed instruction how to use these colors will be shown on the next page of the guideline.

For the printed layouts we recommend to use Pantone color **PANTONE 660C (coated)** for the main brand's color.



Secondary colors

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The secondary colors are green, yellow and orange.

They (and their shades) should be used for the auxiliary graphic content such as: charts, graphs and illustrations, when primary colors are not enough.

CMYK 76, 0, 58, 0
RGB 51, 204, 153
HEX #33cc99

CMYK 0, 20, 89, 0
RGB 248, 205, 76
HEX #f8cd4c

CMYK 0, 66, 100, 0
RGB 255, 122, 23
HEX #ff7a17

Where to use brand's colors

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Deep Blue color should be used for:

- headlines, and other display fonts in the big sizes,
- graphic elements such us icons or illustrations,
- backgrounds.

Light Blue color should be used for:

- graphic elements such us icons or illustrations,
- backgrounds.

Dark gray color should be used for :

- paragraph texts and other texts in the small sizes,
- graphic elements such us icons or illustrations,
- backgrounds.

More detailed examples of the color usage can be found in the section with brand's assets.

04

Typography

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Brand's font

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The primary typeface is **Lexend** font family. It should be used everywhere except the cases when it is not possible to use it.

Lexend Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789?!£*#:,.

Lexend Medium

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789?!£*#:,.

Lexend Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789?!£*#:,.

Lexend SemiBold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789?!£*#:,.

An example of the block with text

Suspendisse nibh tellus

Cras ultrices mattis nunc, et mollis neque blandit non. Fusce est nunc, mattis et maximus bibendum.

Etiam mollis diam commodo lorem laoreet fermentum. Cras ultrices mattis nunc, et mollis neque blandit non. Fusce est nunc, mattis et maximus bibendum, finibus at orci. Etiam consectetur aliquet sagittis.

Etiam mollis

Nam ac feugiat ligula, sit amet sodales erat. Donec vel mauris sagittis, rutrum eros ut, dignissim orci. Aenean congue egestas metus quis imperdiet. Sed elit lacus.

An example of the text usage on a banner

Morbi urna metus

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Cras ultrices mattis nunc, et mollis neque blandit non. Fusce est nunc, mattis et maximus bibendum.

Learn More

Headline H1: Lexend SemiBold

Introduction text: Lexend Light

Headline H1: Lexend Regular

Headline H2: Lexend Medium

Headline H1: Lexend SemiBold

Button Text: Lexend Medium

Message Text: Lexend Regular

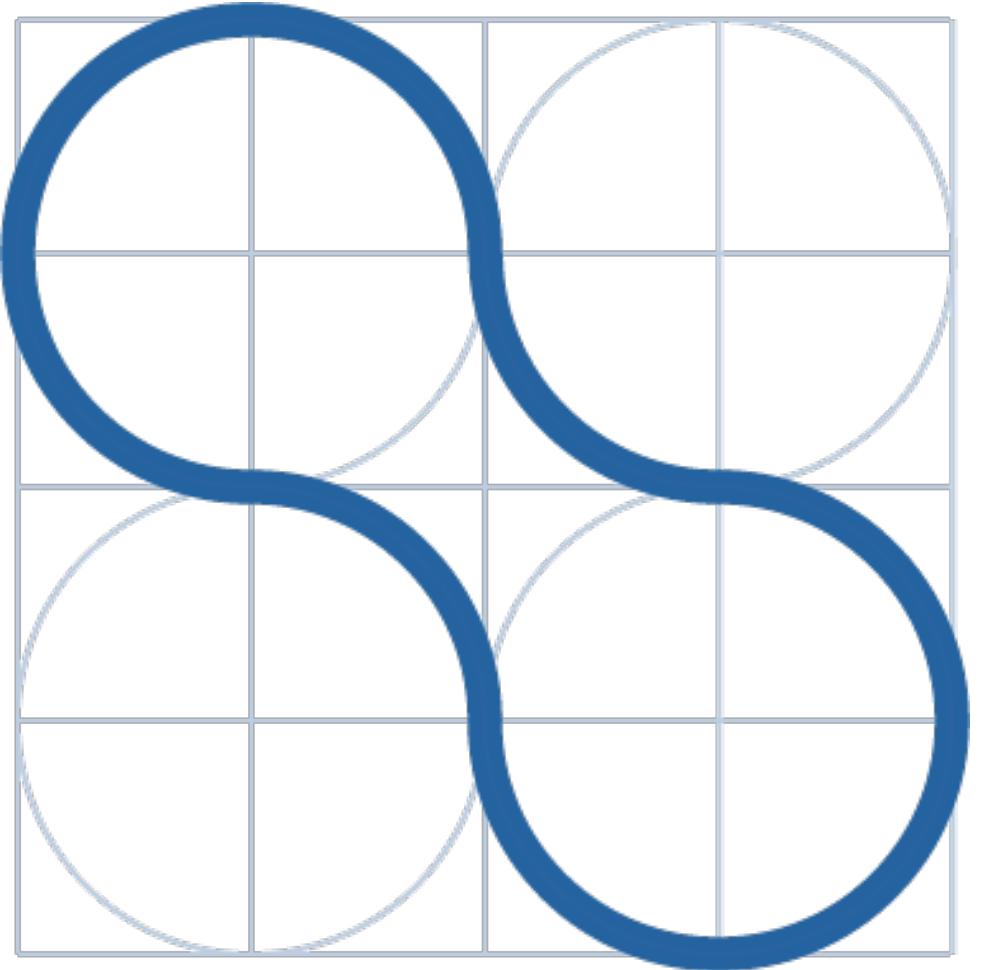
05

Pattern

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The construction of the pattern based on a modular grid in which circles are inscribed.
All circles can be connected to each other creating variable patterns .

The brand's style mainly uses 4 variations, but the grid allows to create endless number of the variations of the pattern.



Additional 3D version of the pattern.



Each brand's pattern can be used in 4 positions on the page, screen or post:
On the left side, on the right side, on the bottom and at the top.

