HYPER

BRAND GUIDELINES

Version 2.0 - 2026

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01

HYPER 2.0

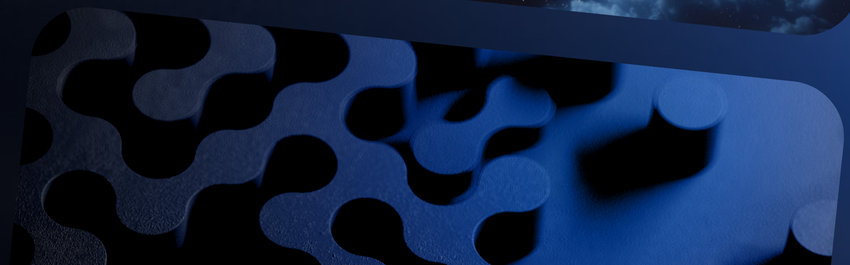
We have left Earth.

Hyper Brand Guidelines

HYPER 2.0

DARKMODE

We have left Earth. Black is now the foundation.
Light is intentional. Everything else falls away.



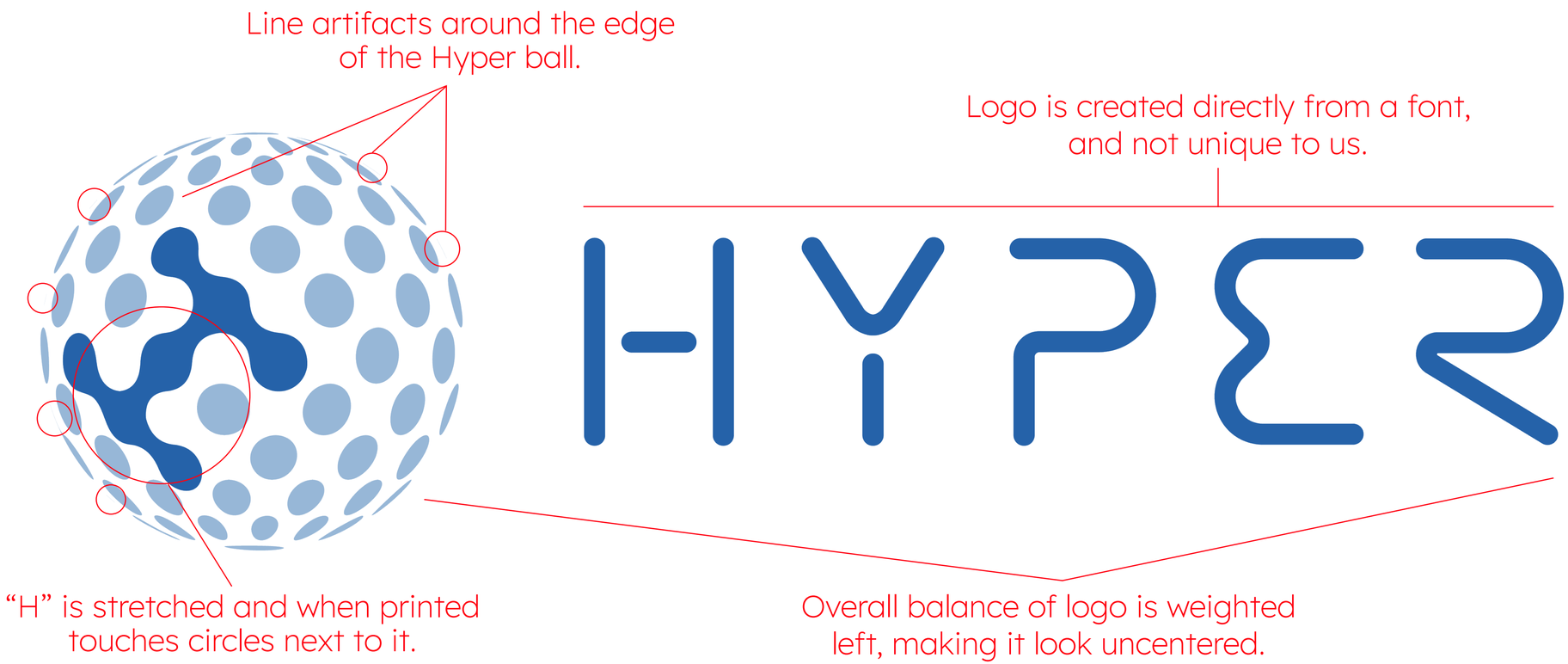
02

LOGO SHIFT

To boldly go **BOLD.**

Hyper Brand Guidelines

Improvements identified in our logo:



Original Circa 2022-2025

Bright. Grounded. Approachable.
Built for clarity, accessibility, and trust
while Hyper established its foundation.

HYPER

Original Circa 2022-2025

Dark. Focused. Intentional.
Designed for depth, precision, & scale
as Hyper moves faster into the future.

HYPER

Revised 2026+

Color version of logo on white background.

White version of logo on color background.

Color version of logo on dark background.

One-color version of logo on 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

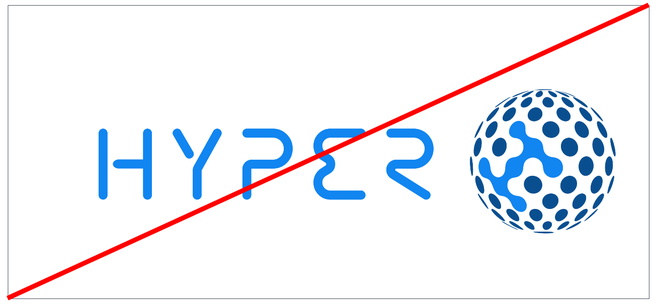
For the cases when the icon used separately on web.

Print

For the cases when the icon used separately on print.

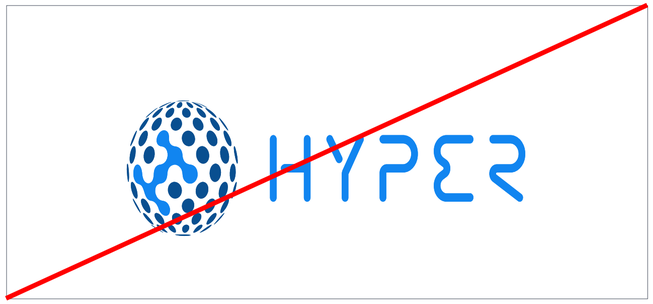
Please always follow these rules when you use the logo.

Do not recolor the logotype.

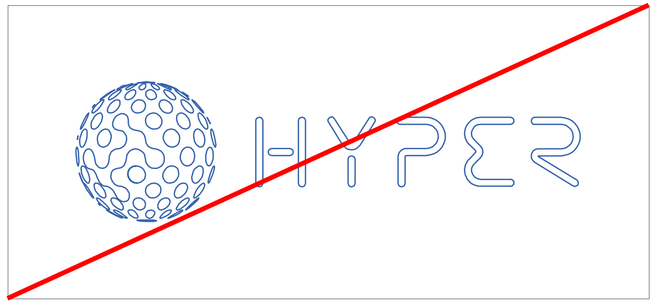


Do not change the position of the icon.

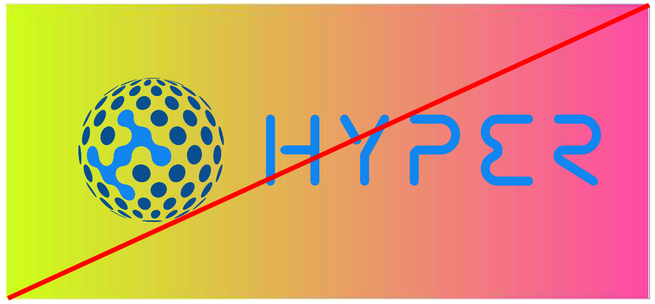
Do not put the logo on the too variegated and complex background.



Do not distort the proportions of the logo.



Do not outline the logotype.



Do not reproduce the logo on inappropriate color backgrounds.

03

COLOR SYSTEM

Light has a purpose.

Hyper Brand Guidelines

Black is the canvas, blue is the signal.
Bright blues glow. They are earned, not everywhere.
Contrast creates focus. Focus creates confidence.

Hyper Blue color should be used for:

- headlines, and other display fonts in the big sizes,
- 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 as icons or illustrations,
- backgrounds.

Light Blue color should be used for:

- graphic elements such us icons or illustrations,
- secondary text.

Hyper Main Color System

Bright blues glow. They are earned, not everywhere.
Contrast creates focus. Focus creates confidence.

RGB - 17, 133, 240
CMYK - 93, 45, 0, 6
HEX - #1185f0

RGB - 7, 12, 18
CMYK - 78, 69, 63, 83
HEX - #070c12

RGB - 165, 191, 220
CMYK - 25, 13, 0, 14
HEX - #a5bfdc

RGB - 251, 253, 251
CMYK - 1, 0, 1, 0
HEX - #fbfdfb

Secondary Color System

Secondary colors exist to guide, not distract. Used sparingly, they add clarity, hierarchy, and energy.
If everything is loud, nothing is heard. These colors speak only when necessary.

RGB - 50, 231, 255
CMYK - 80, 90, 0, 0
HEX - #32e7ff

RGB - 248, 205, 76
CMYK - 0, 17, 69, 3
HEX - #f8cd4c

RGB - 51, 204, 153
CMYK - 75, 0, 25, 20
HEX - #33cc99

RGB - 255, 122, 23
CMYK - 0, 52, 91, 0
HEX - #ff7a17

RGB - 255, 24, 51
CMYK - 0, 91, 80, 0
HEX - #ff1833

04

TYPOGRAPHY

Short statements. No filler.

Hyper Brand Guidelines

Brand’s font

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 ABC-

DEFGHIJKLMNOPQRSTUVWXYZ

0123456789?!£*#:,.

Brand’s font

The secondary typeface is **Xenara** font family. It should only be used as titles and headers.

Xenara

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789?!£*#:,.

An example of the block with text

Contact Us

HYPER

Menu

Jan 16, 2026

Hyper Launches New Hyper.com Website

A FASTER, CLEARER DIGITAL EXPERIENCE REFLECTING HYPER'S MISSION TO BUILD TRUST AT SCALE.

[Richmond, Virginia – Januray 16, 2026] – **Hyper Solutions** today announced the launch of its newly redesigned website, **Hyper.com**, debuting January 15, 2026. The new site delivers a streamlined, modern experience that mirrors how Hyper builds mission-critical infrastructure: with speed, precision, transparency, and trust.

The launch of Hyper.com follows a deliberate 2-year effort to secure the domain, an investment that reflects the same discipline and long-term thinking Hyper brings to every customer engagement. Designed to be more intuitive and action-oriented, the new Hyper.com makes it easier for customers, partners, and prospective team members to understand Hyper's products, platforms, and ability to provide unmatched digital infrastructure capacity for Cloud, AI and Colocation data centers. Visitors can quickly explore Hyper's power distribution solutions, learn how the Hyper Manufacturing Model scales capacity through a distributed network, and see how real-time visibility is delivered through the HyperSpace™ digital platform.

"Our new website isn't just a design refresh, it's a reflection of how we operate.", said Evan Owen, VP of Marketing at Hyper. "We heard clearly that less is more. Hyper.com now focuses on clarity,

05

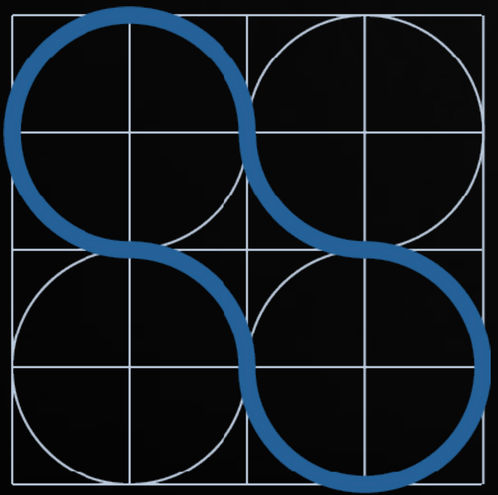
PATTERN

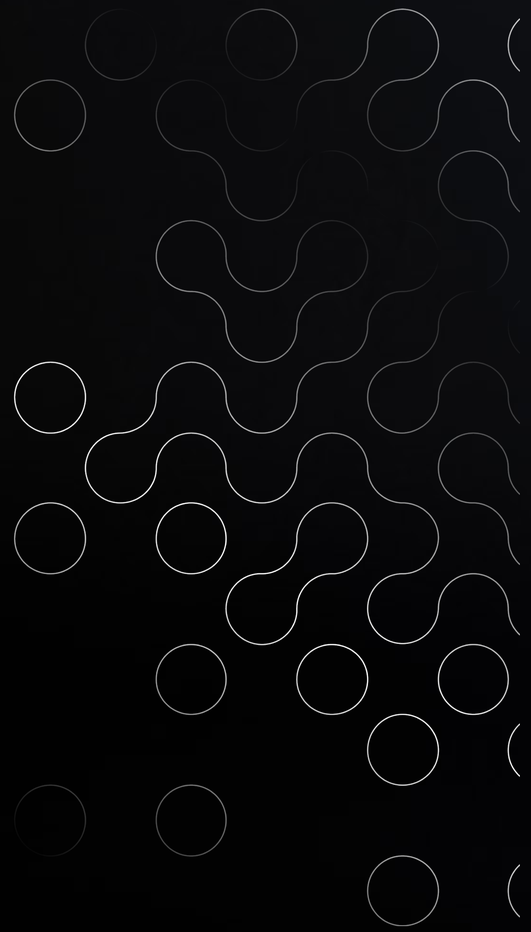
Less weight. More Purpose.

Hyper Brand Guidelines

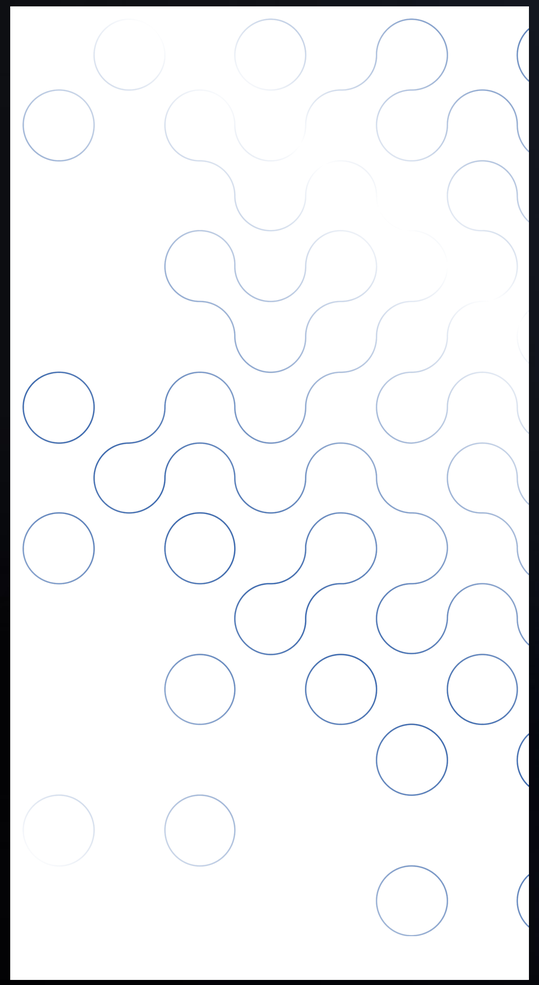
The construction of the pattern based on a modular grid in which circles are inscribed. All circles can be connected to each other creating variable patterns .

The brand’s style mainly uses 4 variations, but the grid allows to create endless number of the variations of the pattern. The pattern should always feel subtle, if it competes, lower the opacity until it no longer does.

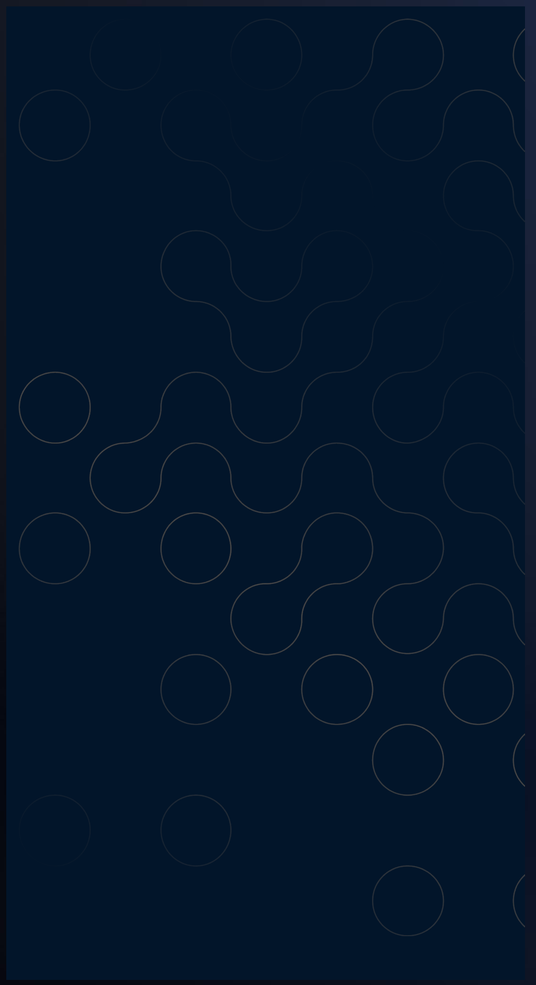




White Pattern

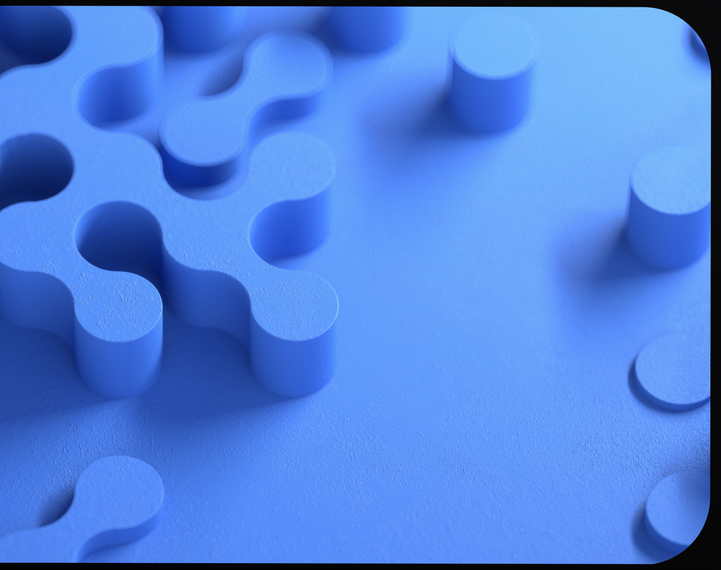


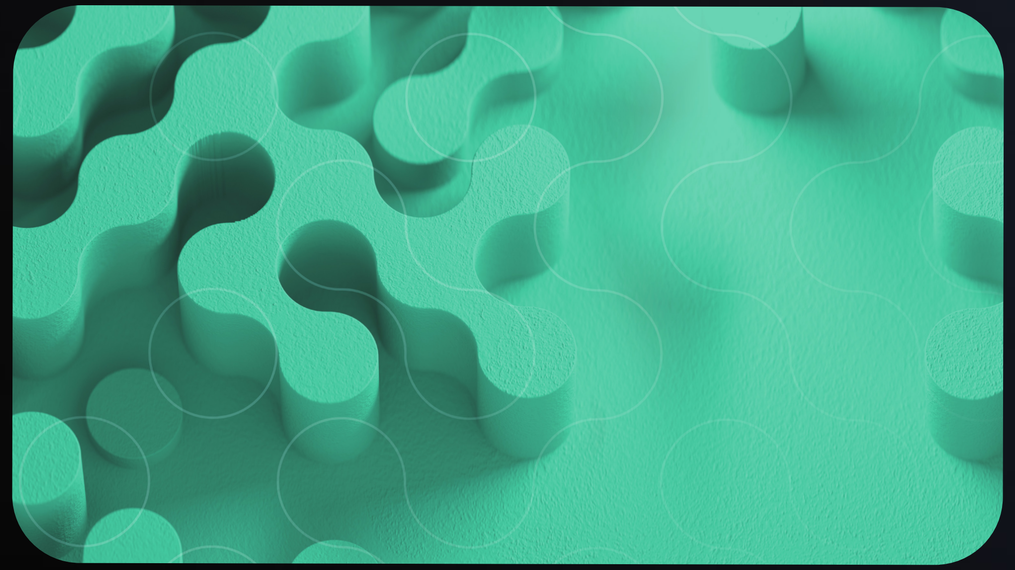
Blue Pattern

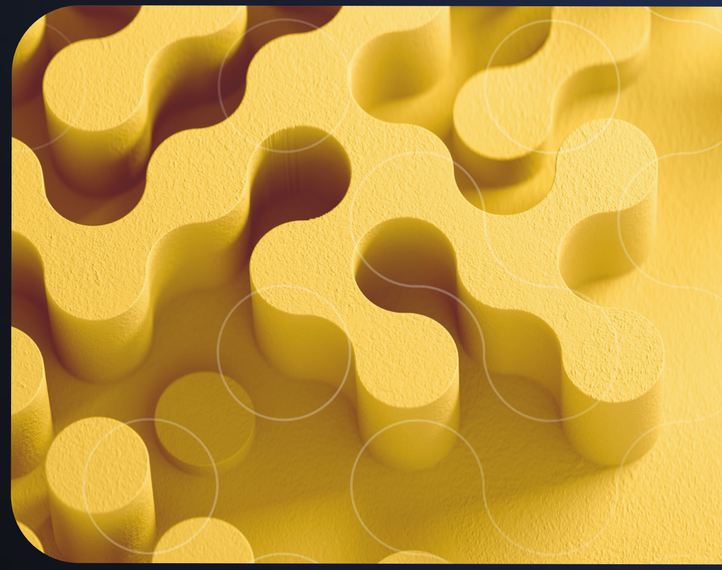


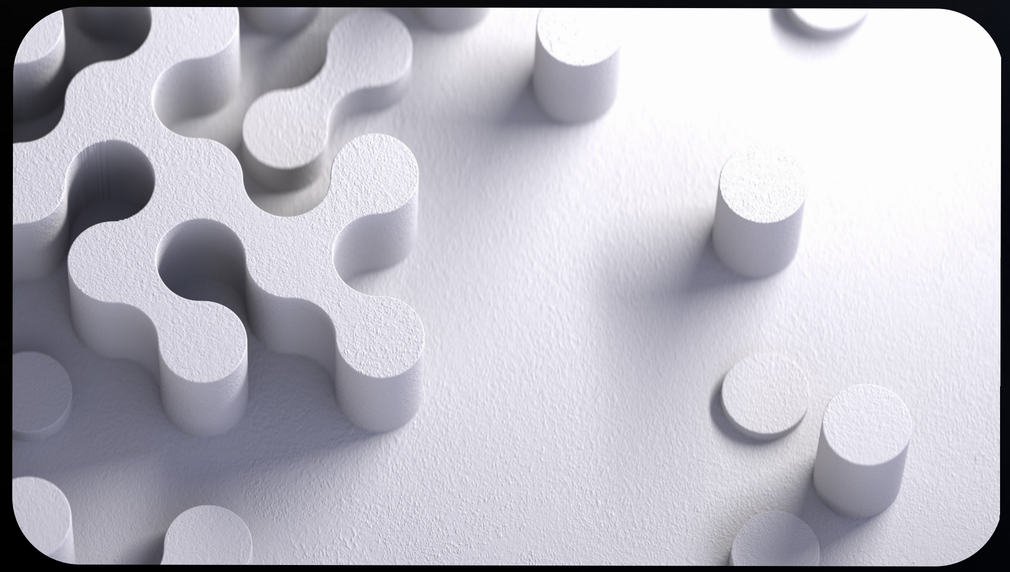
Black Pattern

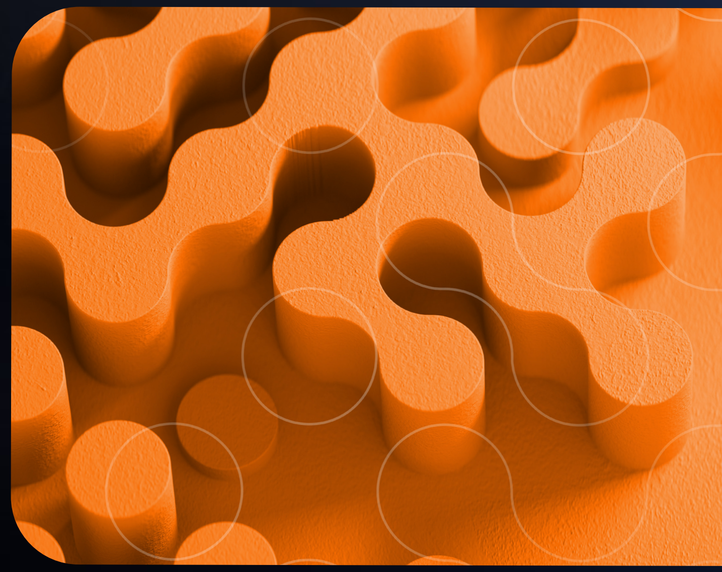
In addition, we have a new 3d extruded pattern. This is to be used as backgrounds, or if needed, minimal large bold text on top.











06

ASSETS

More to come...

Hypernauts

Hyper Challenge Coins