

MANAGED HOSTING

Brand Guidelines

Visual Manual

Primary logo

Compact version

The Hyve logo embodies precision and innovation, symbolizing our dedication to delivering high-performance managed hosting. The subtle touch of secondary green within the E of “HYVE” represents a single server in our data centres—the core of our reliability and performance.

For consistency, the words “Managed Hosting” should only be placed inside the hexagon when displayed in large, square spaces where readability is clear. When used, it must always align with the width of “HYVE” above it, with spacing that perfectly matches the height of the phrase, ensuring visual balance.







The Hyve logo has two variations to ensure optimal readability across different sizes. In larger displays, the green dash inside the “E” remains visible, reinforcing our identity. In smaller applications, the dash shifts to white, preventing visual clutter and ensuring the brand name remains crisp and legible at any scale.

Logo Collection

Horizontal Orientation

Our logo is designed in two orientations to adapt seamlessly to different spaces. The horizontal orientation is ideal for long, rectangular placements, with “Managed Hosting” positioned outside the hexagon, aligned to the right. The gap between the hexagon and “Managed Hosting” is always exactly the width of the “H” in “Managed Hosting,” ensuring balanced spacing.

Small



Small



Large



Large



Logo Collection

Stacked Orientation

For more compact applications, the stacked orientation keeps the hexagon as the focal point, with “Managed Hosting” positioned directly beneath it. The spacing remains consistent with the horizontal layout, ensuring visual cohesion across all brand applications.

Small

Small

MANAGED HOSTING

MANAGED HOSTING

Large

Large

MANAGED HOSTING

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Logos for merchandise

2-tone variations

For print applications, Hyve's logos are designed using only green and white, ensuring compatibility with two-color printing, a widely used and cost-effective technique. Our primary green shades are carefully selected to avoid conflicts with any printing methods, guaranteeing consistency across all materials. The print logo variations include the horizontal, stacked, and standalone versions, providing flexibility for different layouts while maintaining a strong and recognisable brand presence.





MANAGED HOSTING





Our slogan

Your Cloud Experts.



Our slogan logo, “Your Cloud Experts,” highlights Hyve’s focus on managed cloud solutions. It uses the Lato Light and Semi Bold fonts, creating a clear and readable contrast. The logo can be used with or without the frame, depending on the design and space available. It always appears in our signature dark grey and white, with the Hyve Green hexagon, keeping it consistent with our brand identity.

Your **Cloud** Experts

Your **Cloud** Experts

Logo misuse

Do not amend the logo in the following ways.

Altering the logo can compromise the consistency and strength of the brand. These examples demonstrate some of the ways in which the logo must not be changed or altered, including: colour changes, compression or stretching, tilting, desaturation and addition of shadows.

- Do not use shadowing
- Do not recolour any brand marks
- Do not use rotate
- Do not skew
- Do not use old website logo



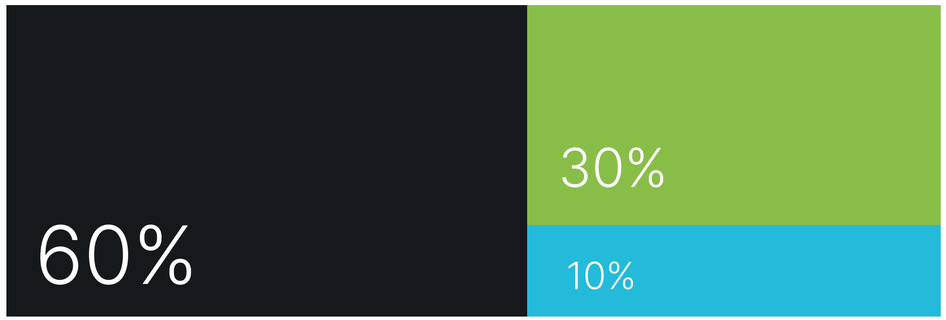




Primary Colour palette

The primary 2 colours are the Hyve Green and the Charleston Dark. The text on white background should always be in the darkest colour, Charleston Dark.

Secondary colours are an important component when building out our sites user interface. Secondary colours can be used to support call to actions, merchandising messaging and other lines of communication. Text on coloured backgrounds should always be in Ghost White.



Midnight Grey Hex 15181A RGB 21, 24, 26 CMYK 66% 52% 49% 83% Pantone Black 6 C	Opacity: 70%	Opacity: 30%
Hyve Green Hex 88c641 RGB 138, 197, 63 CMYK 50%, 0%, 97%, 0% Pantone 368c	Opacity: 70%	Opacity: 30%
Ocean Blue Hex 03C1DE RGB 3, 193, 222 CMYK 69% 0% 14%, 0% Pantone 306 C	Opacity: 70%	Opacity: 30%
Just White Hex FFFFFF RGB 255, 255, 255 CMYK 0%, 0%, 0%, 0%	Opacity: 70%	Opacity: 30%

Secondary Colour palette

Our secondary colour palette plays a key role in supporting and enhancing our primary colours and overall visual identity. These colours add depth, flexibility, and functionality to our design system.

Eerie Black and Gunmetal provide subtle, professional background options, helping primary colours and content stand out. Their darker tones create a sense of stability and sophistication, making them ideal for contrast and readability.

Burning Orange, on the other hand, is used strategically to draw attention. It highlights urgency and is reserved for important alerts, error messages, or calls to action. This intentional use of colour ensures clarity and consistency in how we communicate key information, while maintaining a cohesive brand appearance.

Charleston Grey Hex 222629 RGB 34, 38, 41 CMYK 78% 65% 57% 73% Pantone 426 C	Opacity: 70%	Opacity: 30%
Apple Green Hex 9fe04d RGB 159, 224, 77 CMYK 45% 0% 82% 0% Pantone 367 C	Opacity: 70%	Opacity: 30%
Burning Orange Hex FC6C32 RGB 252, 108, 50 CMYK 0% 68% 80% 0% Pantone 158 C	Opacity: 70%	Opacity: 30%
Blushing Red Hex D02B2B RGB 208, 43, 43 CMYK 12% 93% 86% 2% Pantone 185 C	Opacity: 70%	Opacity: 30%

Primary Font Faces

Hyve’s primary typeface, Inter, was chosen for its versatility, modernity, and approachable aesthetic. With a range of weights, it offers flexibility for both bold, impactful headlines and clear, readable body text. Its clean and professional design reflects Hyve’s expertise and reliability, while its inviting, humanistic touch embodies our customer-centric service. This balance makes Inter the ideal choice for delivering clear, confident, and accessible communication across all brand materials.

Our secondary typeface, PT Sans, serves as a web-safe backup, ensuring consistency and readability in digital environments. It is primarily used for our web interface, providing a seamless and reliable experience across various browsers and devices.

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 1 2
3 4 5 6 7 8 9
(. , : ; ! ? $ & *)

Secondary font family

PT Sans

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 1 2 3 4 5 6 7 8 9
(. , : ; ! ? $ & *)

Aa

Imagery

Our imagery reflects our values by highlighting the people, technology, and environment behind our service. We feature our friendly, customer-focused staff, cutting-edge technology, and dynamic work culture. This combination showcases our reliability, professionalism, and commitment to quality, ensuring every image reinforces Hyve's trust and innovation.







