



MISSION

Who We Are

Hive was founded by Karla Kahvi to become a community cornerstone. She identified a need for our neighbors to come together and be authentic. Today, we serve our community by being the place to come and gather while indulging in everyday luxury.

We believe amazing coffee is a basic human right.

We fuel our neighbors for their everyday grind.

Personality

We believe sincerity is the best way to get things done. We try to exude warmth and be a clean, modern, relaxed venue for our patrons to meet, work, and live. We are sincere in offering the highest quality coffee products, sourcing responsibly, and living purposefully.

COLORS

Main Color

Hex: #FFCF0D

RGB: (252, 207, 13)

CMYK: (1.79, 16.64, 98.81, 0)

For:

Logos, headlines, statement
icons



Secondary Color

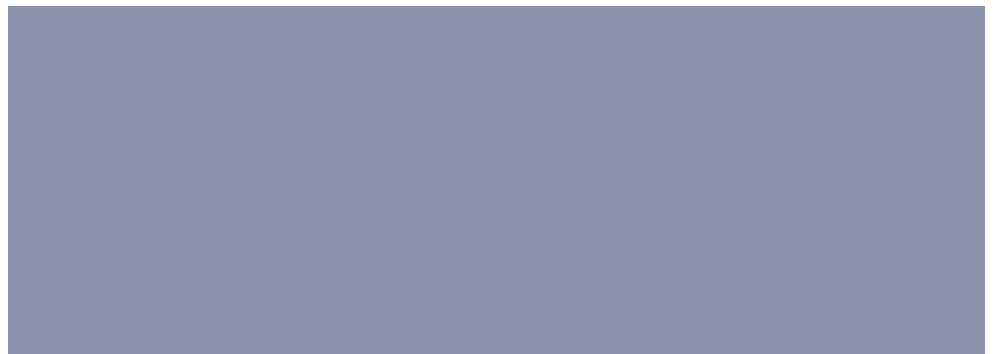
Hex: #8C92AC

RGB: (140, 146, 172)

CMYK: (48.5, 38.52, 20.09, .2)

For:

Backgrounds, icons



Accent Color

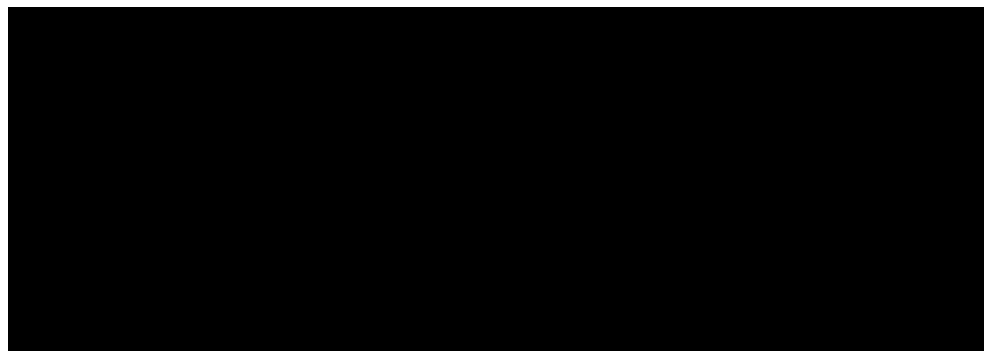
Hex: #000000

RGB: (0, 0, 0)

CMYK: (0, 0, 0, 100)

For:

Non-headliner text, body text



TYPE

Yesteryear

Logo Font:

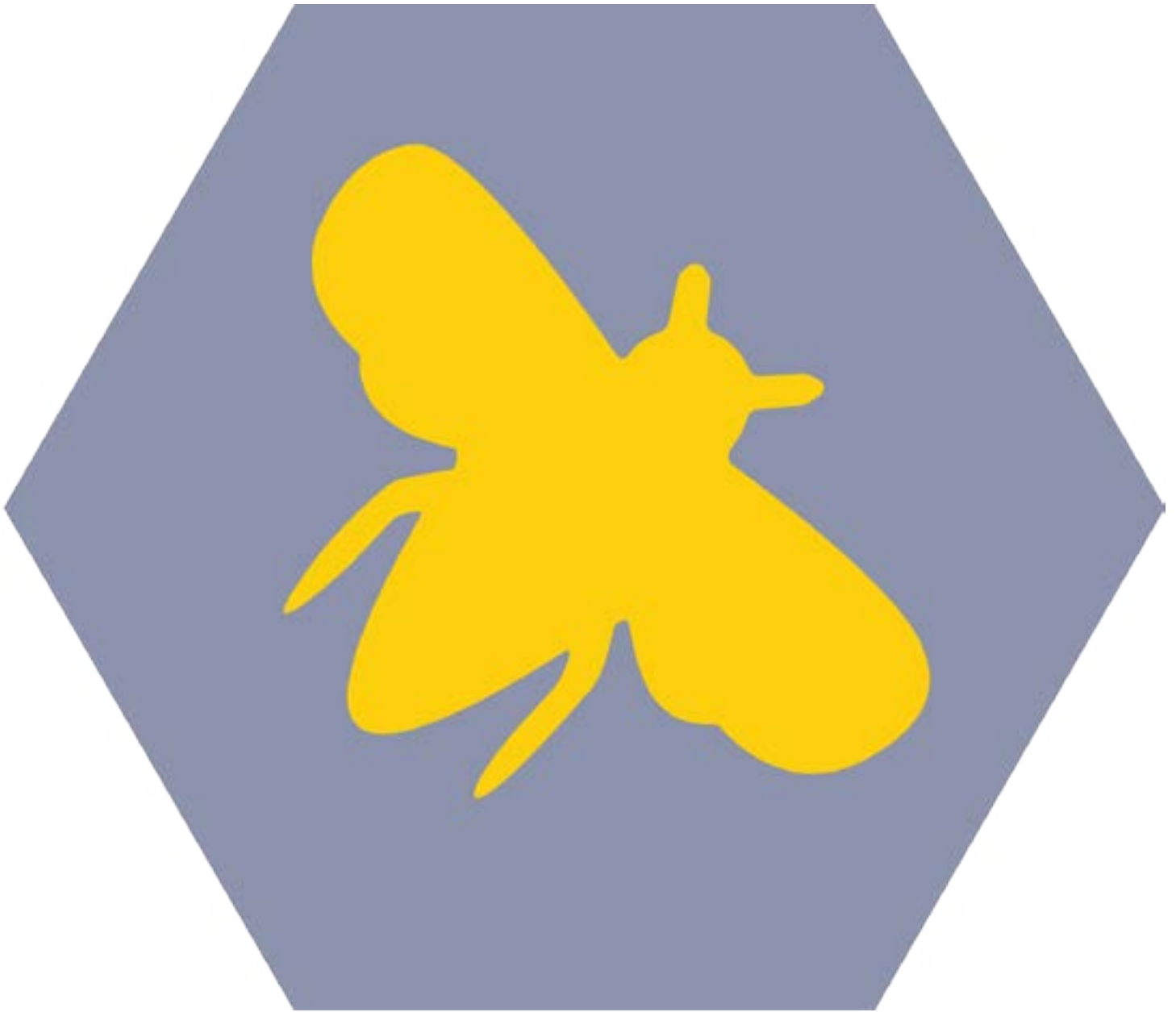
Yesteryear is used for the "Hive" brand name and sparingly as headers or banners. This font should only be used in Hive Yellow color and in 90pt font or above.

HK Grotesk

Default Font:

HK Grotesk is used for most fonts, including some headings, body text, navigation, and content. When in doubt, use HK Grotesk. This can be used in any standard brand color as appropriate.

LOGO



Usage:

Hive's logo should be used against light backgrounds, preferably white.

ICONS



Future icons should strive to incorporate our brand colors as well as a general hexagonal shape or element.

IMAGES

Hive imagery should feel natural and warm. We want to convey a sense of optimism, friendliness, and community in any materials we promote.



Imagery should not be overly bright or busy.



IMAGES

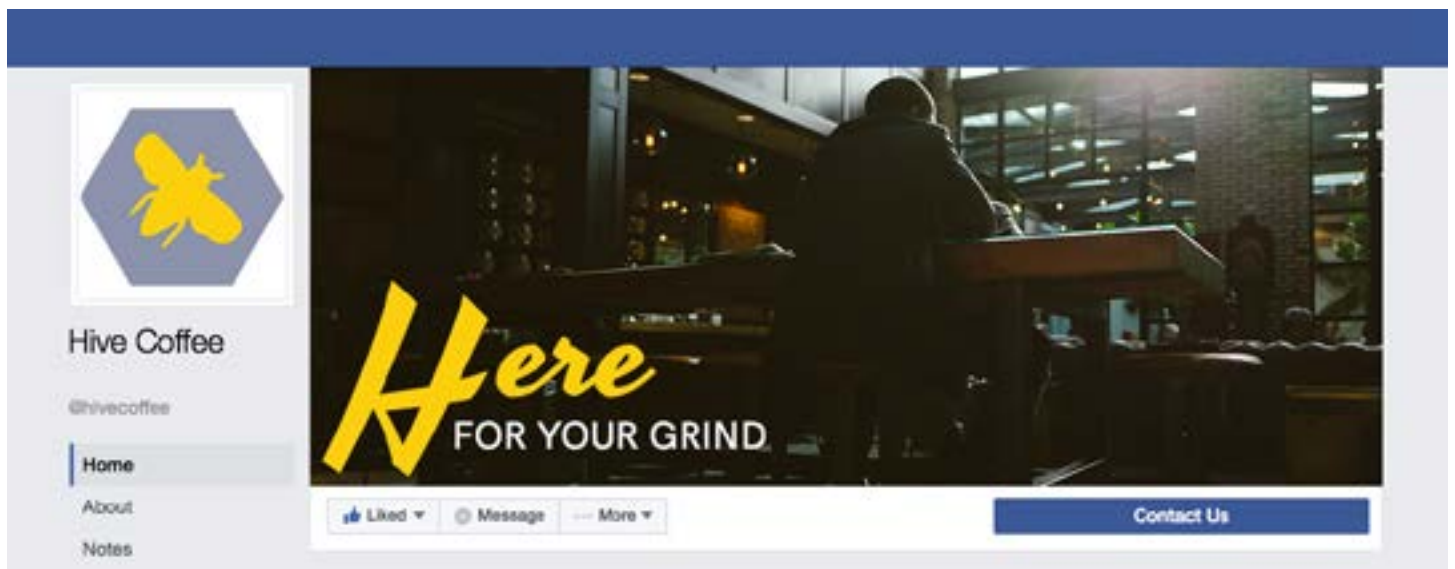
When possible, find or use imagery including the neighborhood or members of the local community. Let our customers see themselves within our brand.



In the majority of imagery, try to show our products and brand in natural settings. Remember that most people come to us not just for coffee, but for meetings, friends, and adventures. Our imagery should be a reflection of that.



SOCIAL



Social media, like imagery, should reflect the lives of our consumers, so they may see themselves within our brand. Use bold yellow accents sparingly.



Now go put it to work.