



Brand Guidelines



Version 1.0 - 2022

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01

About Hyper

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History



Formed by mission-critical industry veterans, Hyper's leadership represents 50+ years of combined experience in the design, build, and delivery of custom power distribution solutions. Hyper Solutions has been born out of the need to bridge the gap between industries' mission-critical equipment needs and stranded capacity of manufacturers.

Increased CAGR across industries has fueled strong demand in recent years. As such, we are seeing major market consolidation across every vertical, globally. OEMs have been unable to meet the growing demand, leading to deterioration in product quality, increased lead times, and, ultimately, worsened customer experience. OEMs are trying to vertically integrate supply chains but through non-digital traditional manufacturing processes and have been unable to scale well.

Hyper's leadership recognized this issue and developed a comprehensive online platform that optimizes manufacturing processes and offers customized solutions to clients. Our focus is on developing small to mid-size vertically integrated & value-add capable manufacturers that lack access and the support infrastructure to the market but retain a loyal team of associates and the desire to scale operations.

Our experience with Contract Manufacturers relationship development is extensive and we aim to enhance its every aspect. Our business model empowers these proficient manufacturers, systemizes supply chains, and fosters a constructive environment for technological development and tangible innovation. Thus, ultimately, elevating the customer experience.

Mission



To provide our clients the highest quality mission critical equipment & integrated solutions at a global scale through enhanced engagement of our manufacturing partners.

To establish a marketplace portal streamlining the process of manufacturing & delivering mission critical equipment for our partners and clients.

To scale and enhance operations of small to midsize vertically integrated & value-add capable manufacturers which retain a loyal team of associates, and give them the opportunity to manufacture for large companies on a global scale.



Values



Hyper Solutions was born out of a need to change the way we build connections and deliver solutions. As such, our ethos is to integrate inclusive values, nurture productive alliances, and cultivate an environment for transformational tech development & creation.

We strive to build this better future through innovation and collaboration, ensuring unparalleled trust and accountability with our clients, manufacturers, and associates.

Tone of Voice



In a growing environment of saying what others want to hear and not what needs to be said, our voice is straightforward and honest but never arrogant or confrontational. As such, we leave our clients and partners feeling calm, confident and not confused.

Direct, upfront and composed - when we speak, it's because we have something worthwhile to say.




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			X
X			X

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.

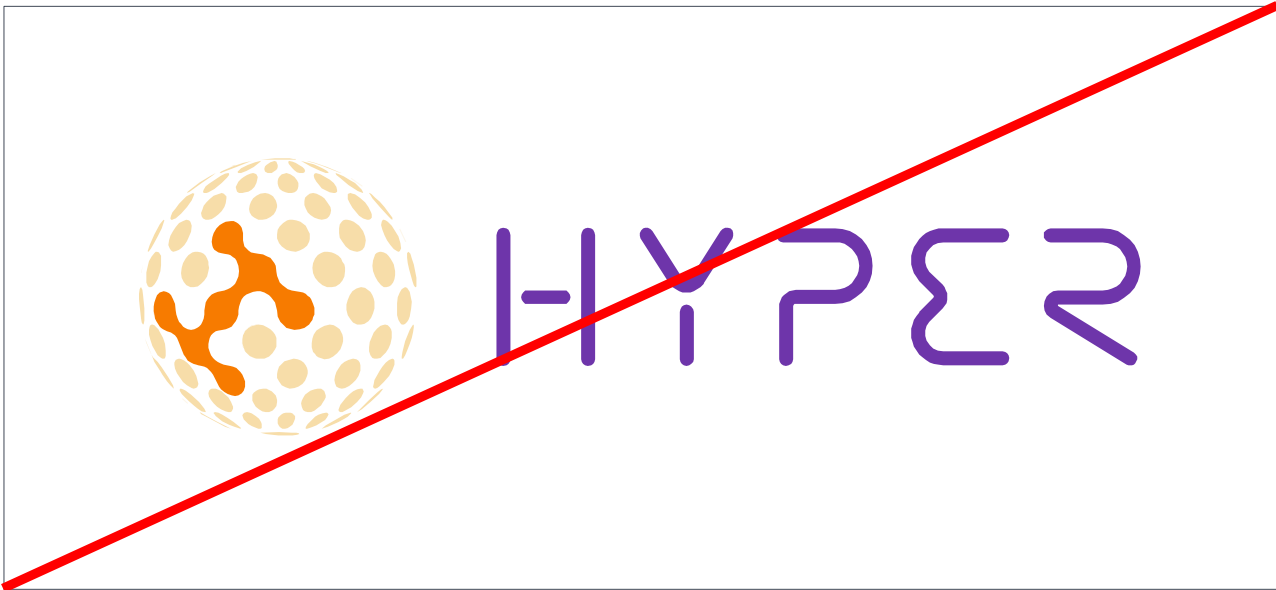
Web



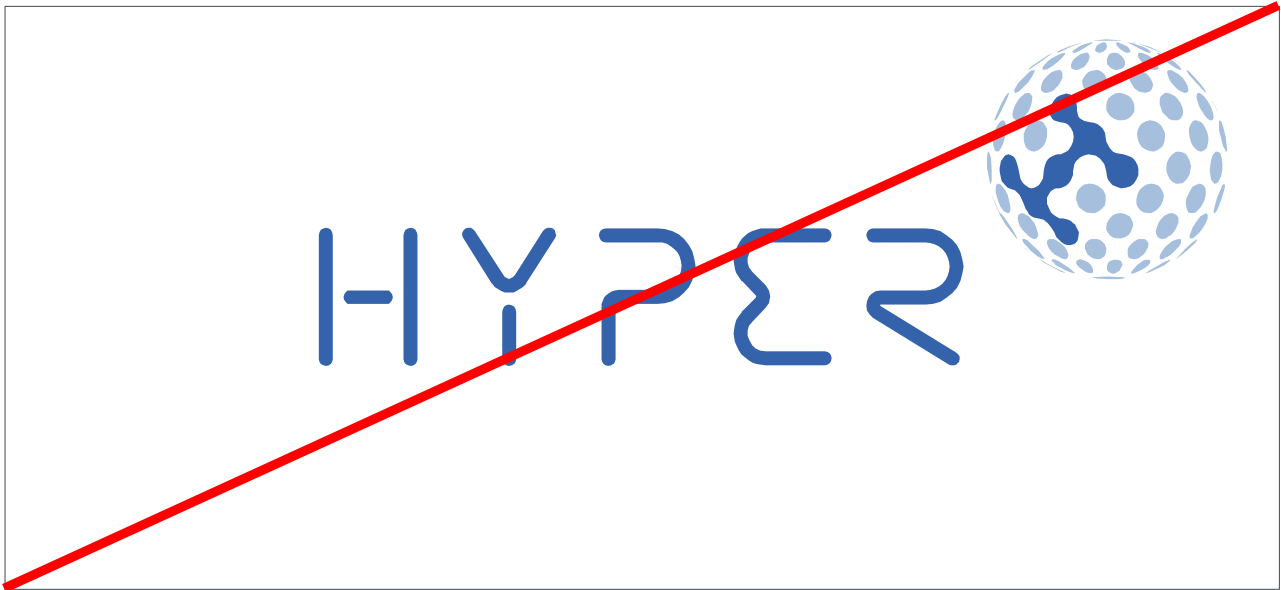
Print



Please always follow these rules when you use the logo.



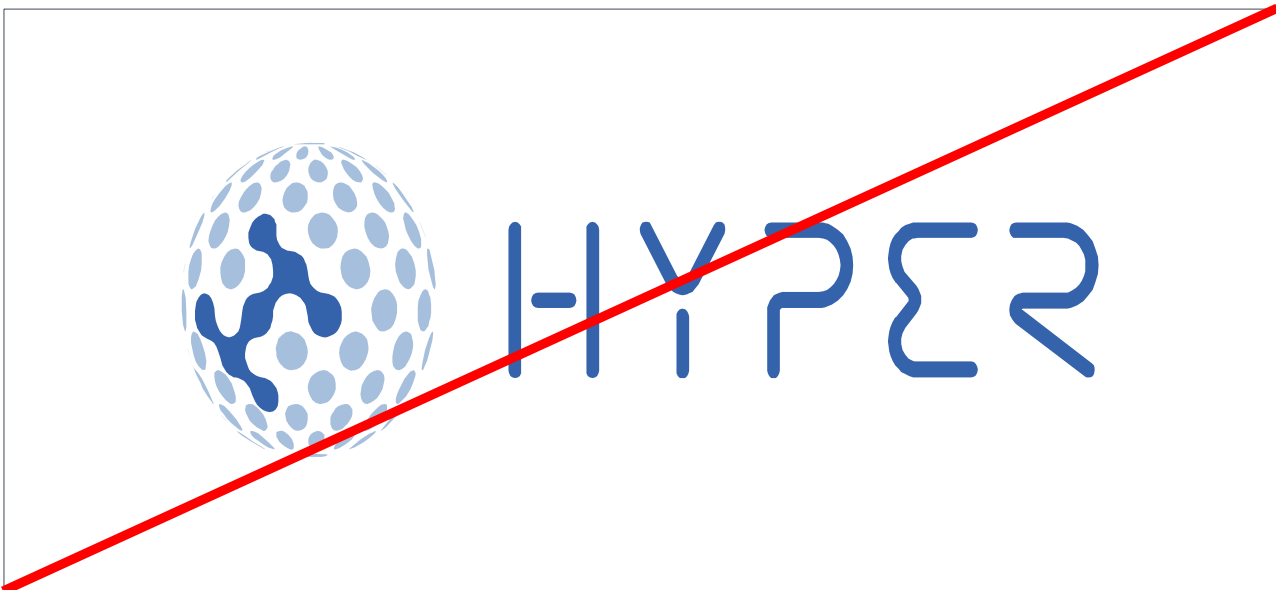
Do not recolor the logotype.



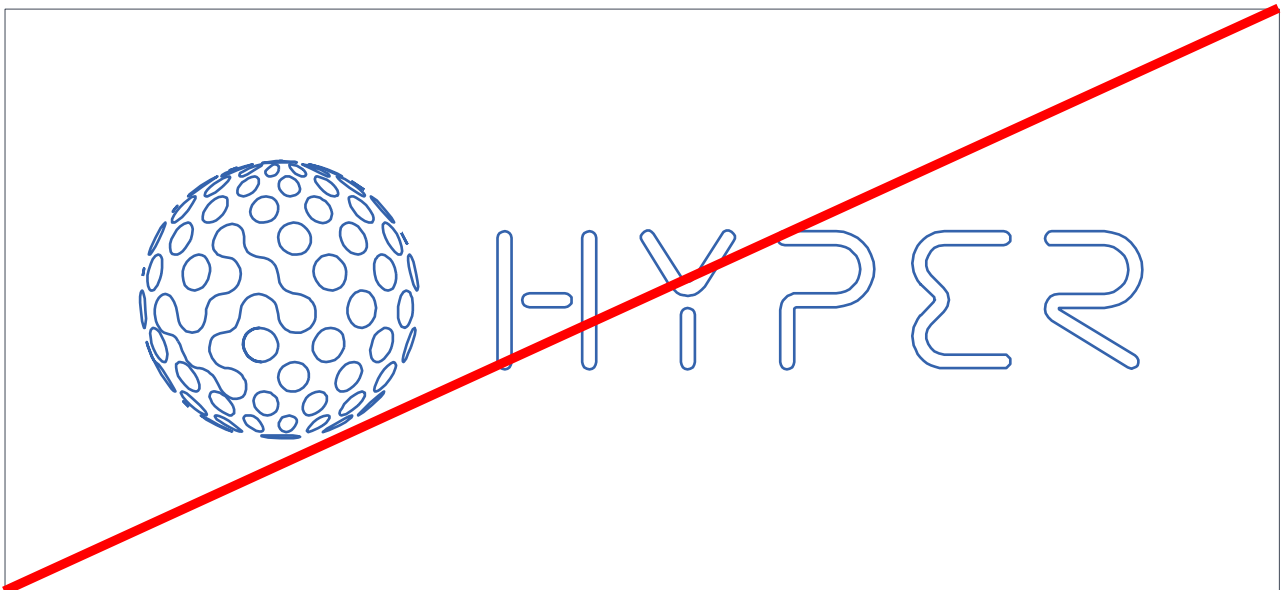
Do not change the position of the icon.



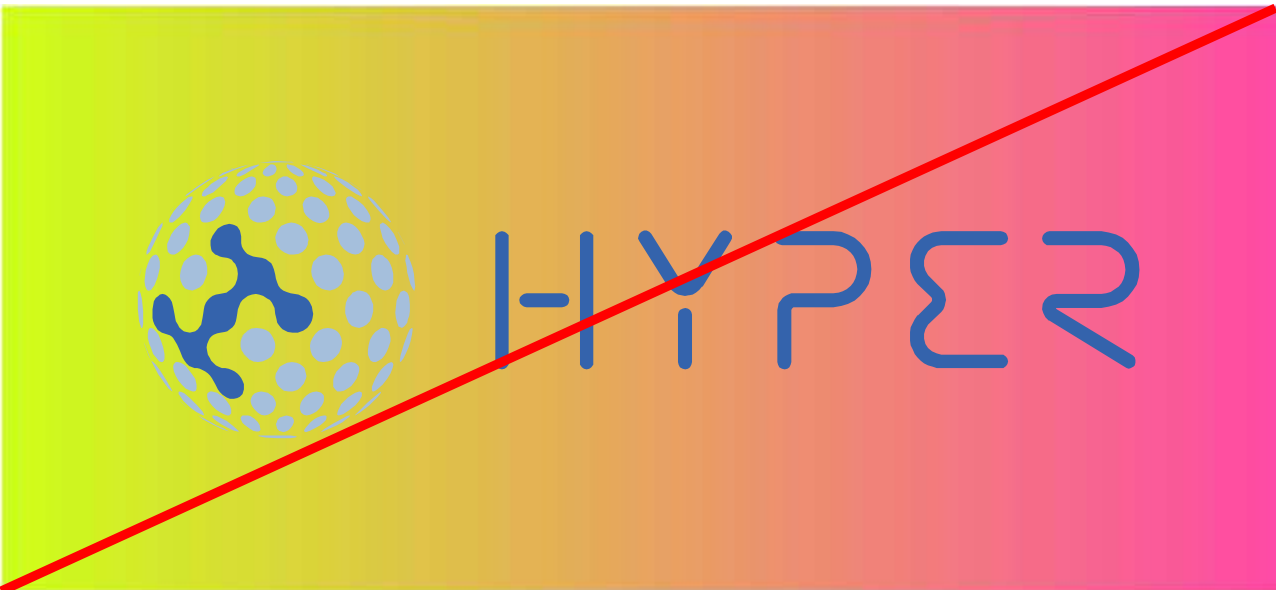
Do not put the logo on the too variegated and complex background.



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



Primary colors

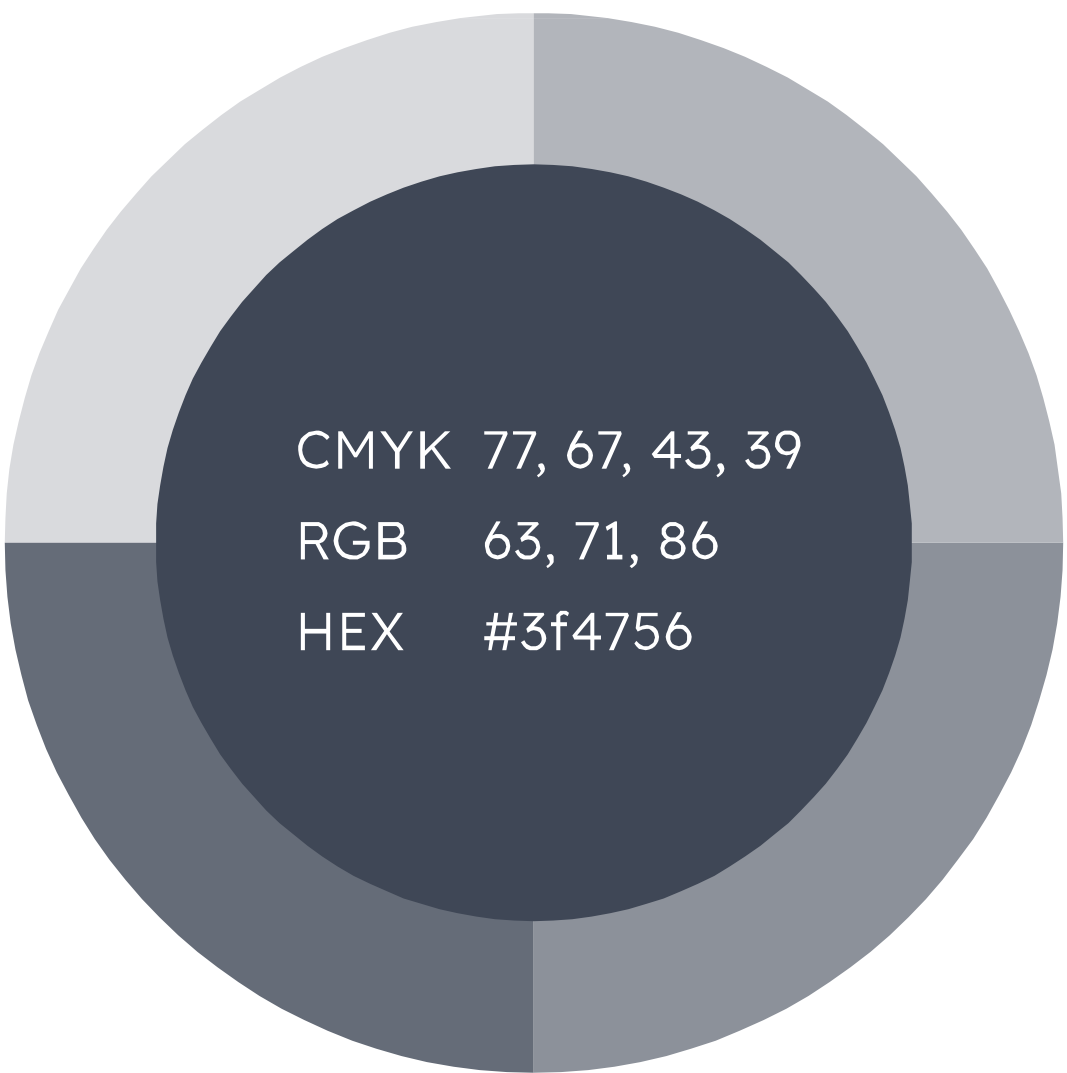
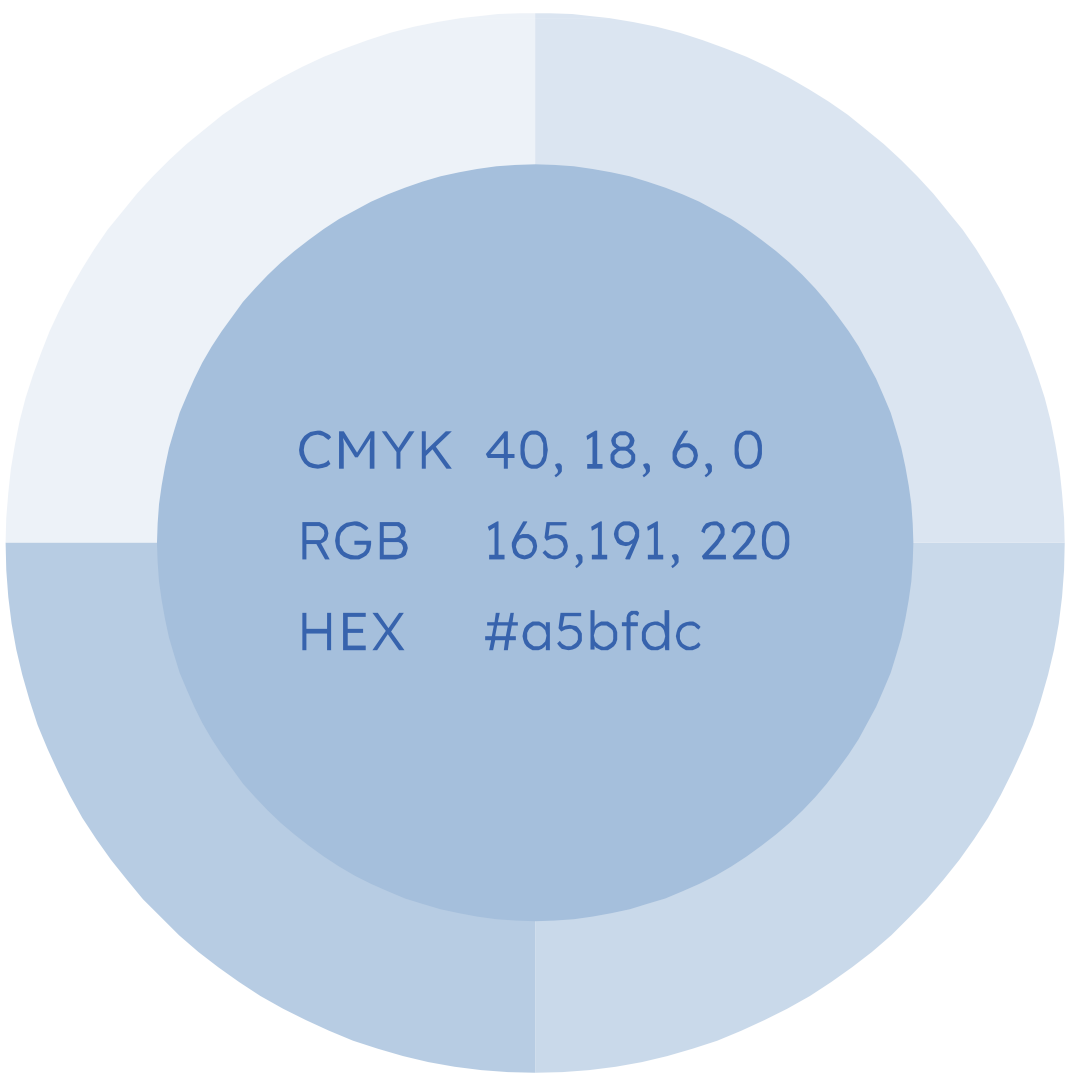
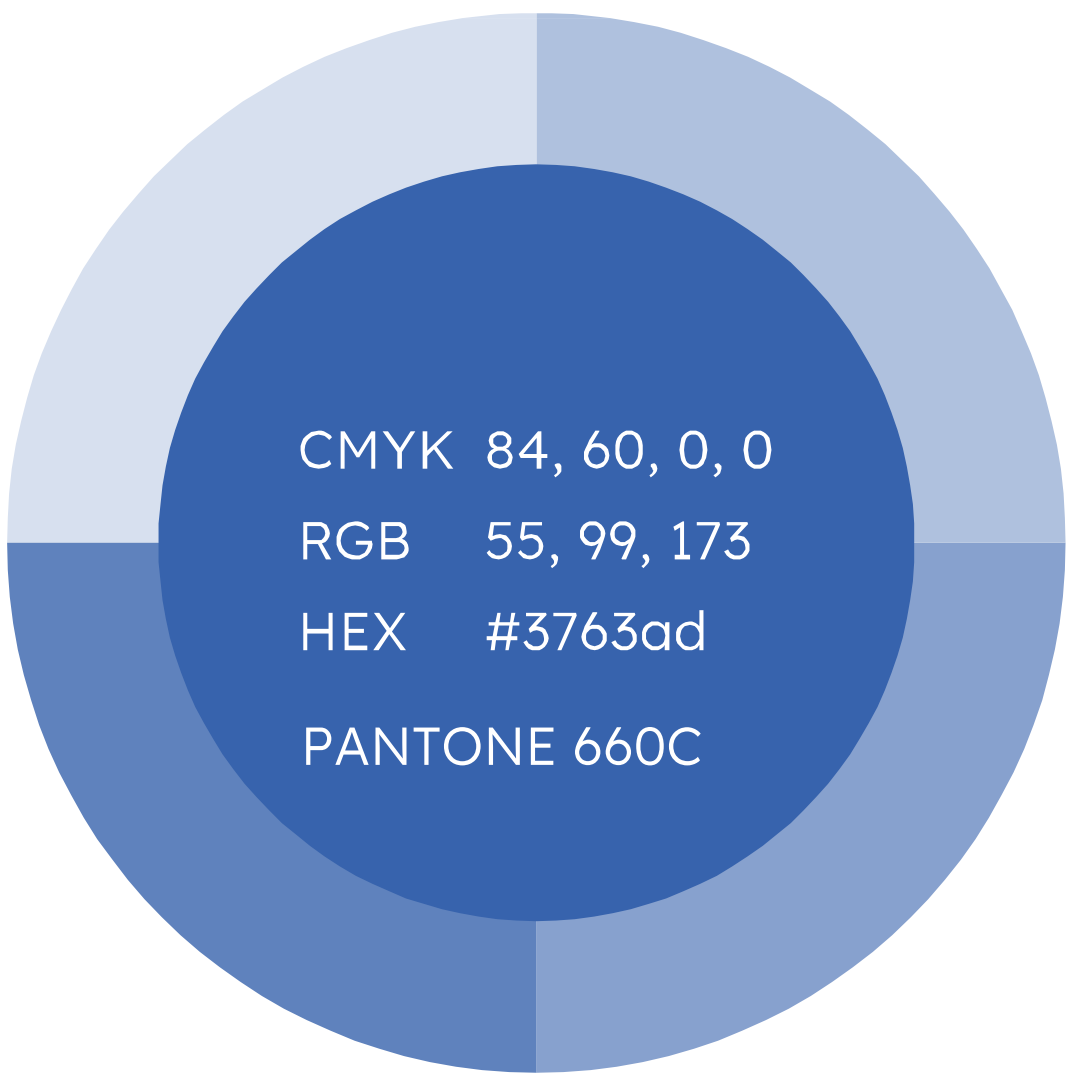


The primary colors are deep blue, light blue and dark gray. They have a higher priority in the use.

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 recoment to use Pantone color **PANTONE 660C (coated)** for the main brand's color.

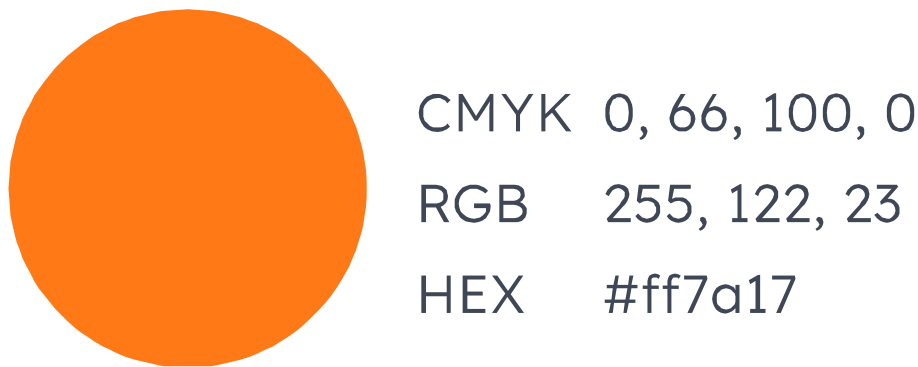
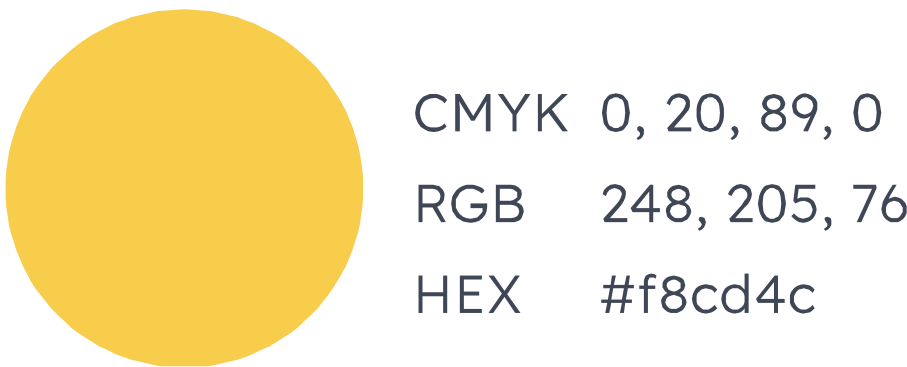
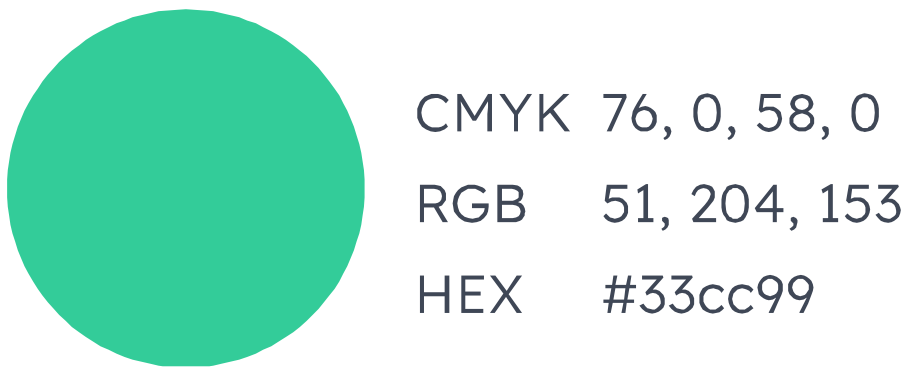


Secondary colors



The secondary colors are green, yellow and orange.

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



Where to use brand's colors



Deep Blue color should be used for:

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

Light Blue color should be used for:

- graphic elements such as 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.

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



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 Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789?!£*#:,.

Lexend Medium

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.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque maximus lorem velit, at ornare turpis gravida id. 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.

Headline H1: Lexend SemiBold

Introduction text: Lexend Light

Headline H1: Lexend Regular

Headline H2: Lexend Medium

An example of the text usage on a banner

Morbi urna metus

● ● ●

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

Learn More

Headline H1: Lexend SemiBold

Button Text: Lexend Medium

Message Text: Lexend Regular

05

Pattern

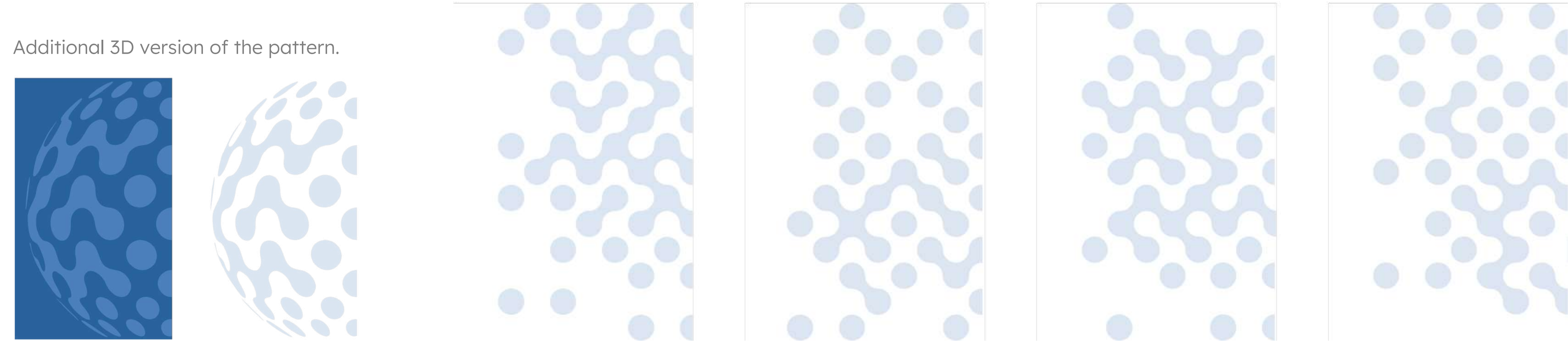


The construction of the pattern based on a modular grid in which circles are inscribed. All circles can be connected to each other creating variable patterns .

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.



06

Social Media



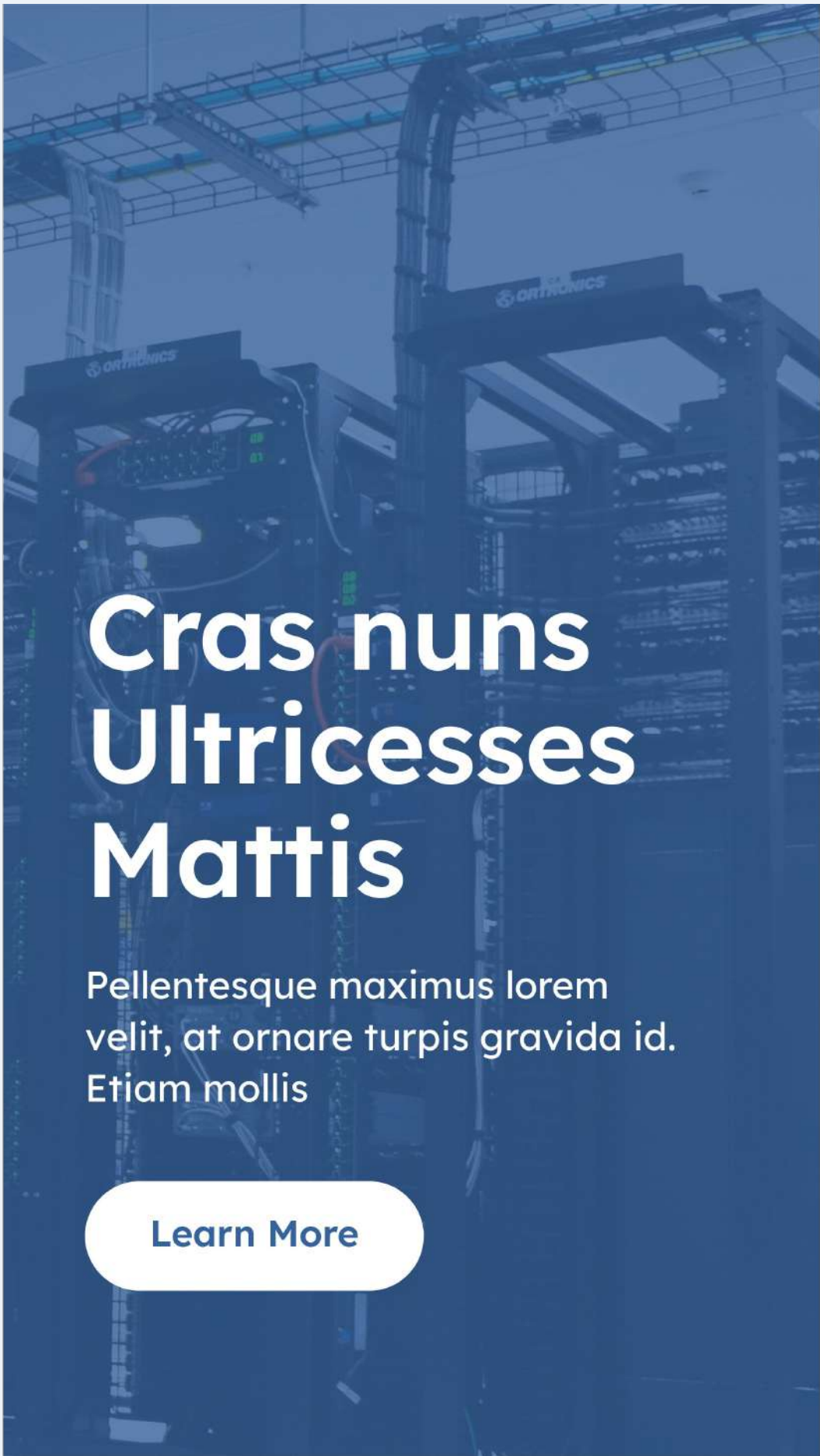
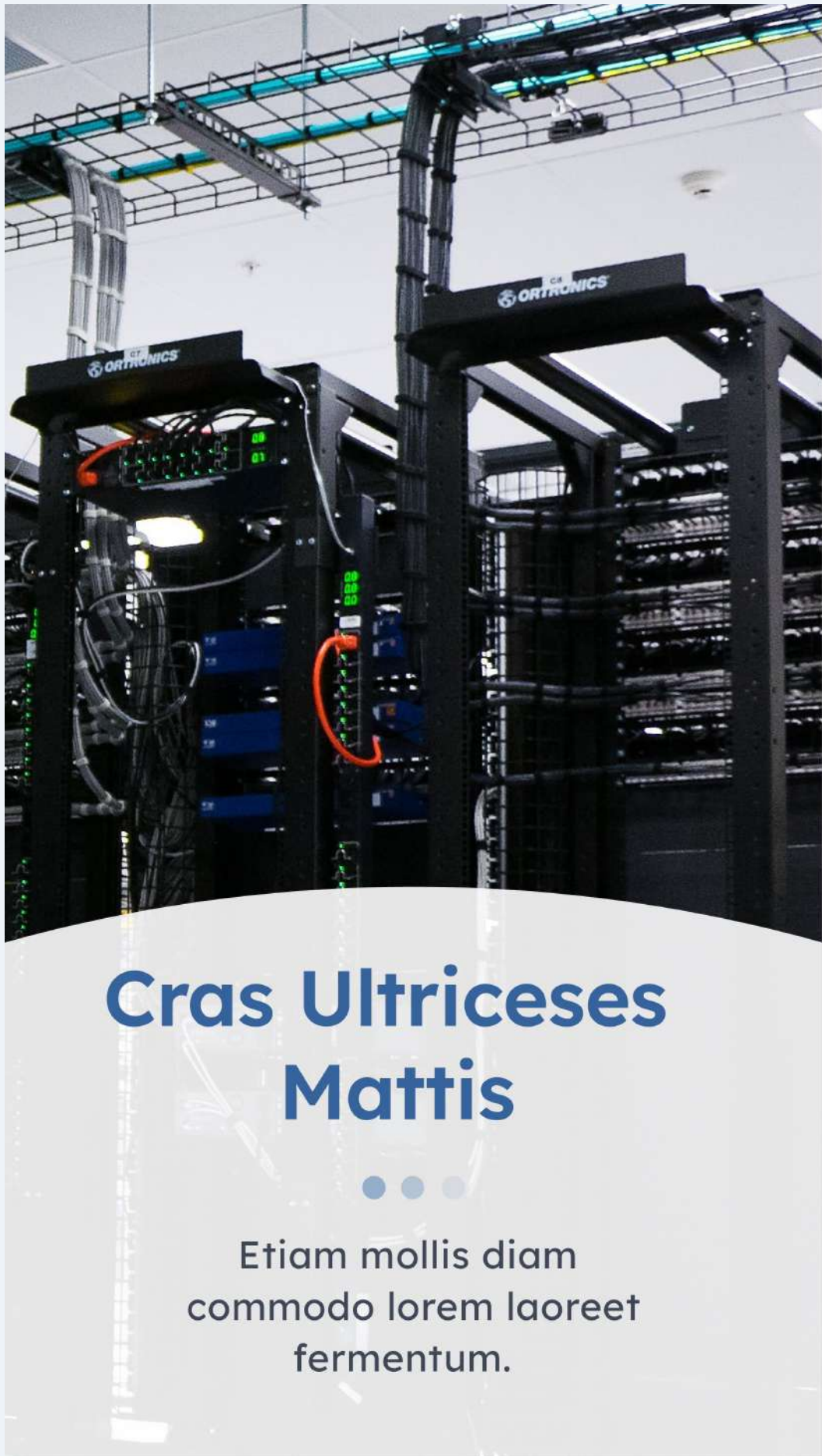
Profile images



Recommendations for the square layouts (e. g, for Instagram)
to be inline with the brand's style.



Recommendations for the rectangular portrait layouts (e. g. for Instagram or Facebook stories or banners) to be inline with the brand’s style.



Recommendations for the rectangular layouts (e. g. for Facebook or LinkedIn) or banners to be inline with the brand's style.





HYPER