HDINTERACTIVE BRANDING PORTFOLIO

813.598.9932 | INFO@HDINTERACTIVE.COM

HIVE BRAND DESIGN & PRINTED IDENTITY

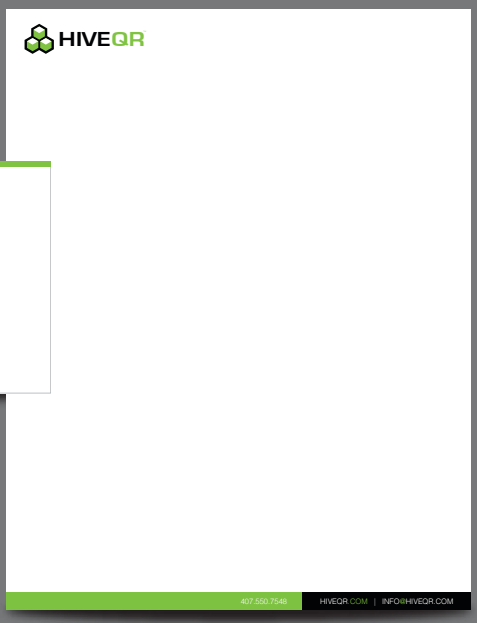
HIVEQR™

HIVE QR Software first originated for use in warehouses, so the honeycomb symbol was created to also form a group of stacked boxes.

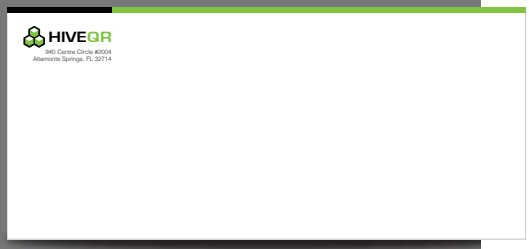
BUSINESS CARD FRONT

BUSINESS CARD BACK

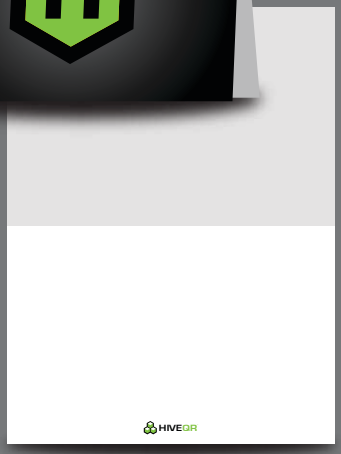
LETTERHEAD



ENVELOPE

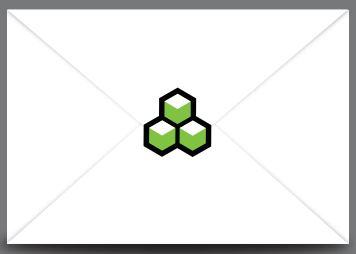


4 x 6 THANK YOU CARD FOLDED (FRONT)

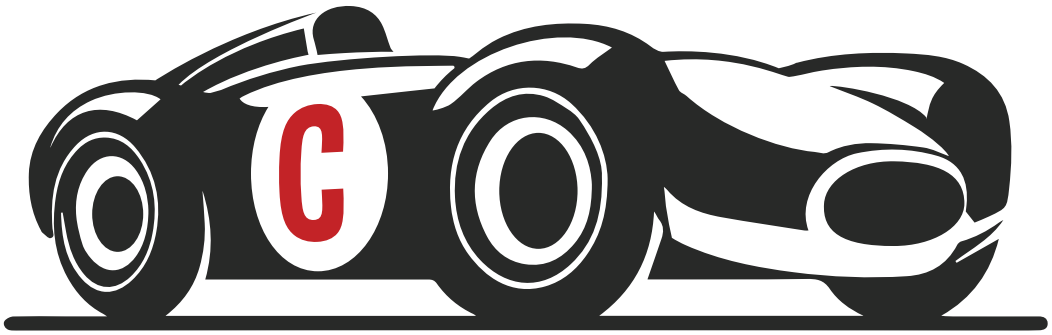


4 x 6 THANK YOU CARD UNFOLDED (INSIDE)

4 x 6 THANK YOU CARD ENVELOPE WITH HIVE DECAL



EXOTIC VET TECH • EXOTIC VET TECH • EXOTIC VET TECH • EXOTIC VET TECH
TM



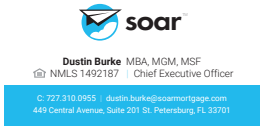
COLLECTAI™

NUTRISCAN: LOGO, PACKAGING & WEBSITE

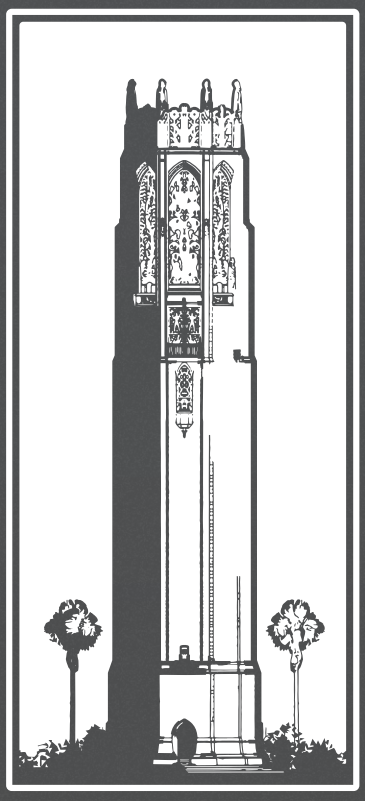
NutriScanXL™

SOAR LENDING: LOGO, WEB SITE & PRINT IDENTITY

soar™



BOK TOWER GARDENS INTERACTIVE BRANDING



BOK TOWER

• G A R D E N S •

CASS™

CENTERS FOR ADVANCED SURGICAL SPECIALISTS

MORTGAGE LABS: BRAND GUIDE + MOBILE SITE

Standard Format

Mortgage Labs™

Stacked Format

Mortgage Labs™

Graphic Format

Mortgage Labs™

Color Palette

C100.M0.Y0.K0
HEX: 939598

C0.M0.Y0.K65
HEX: 939598

C34.M0.Y0.K0
HEX: b3b5b8

C0.M0.Y0.K0
HEX: ffffff

C40.M0.Y100.K0
HEX: 939598
(Highlight & Links – Use Sparingly)

C100.M40.Y0.K50
HEX: 004877

C0.M0.Y0.K15
HEX:dcddde

Headlines

ROBOTO MEDIUM (All Caps 18pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Subheads
65% Gray

Roboto Medium (Initial Caps 14pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789a

Body Copy
80% Gray

Roboto Light (10pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Typeface Example

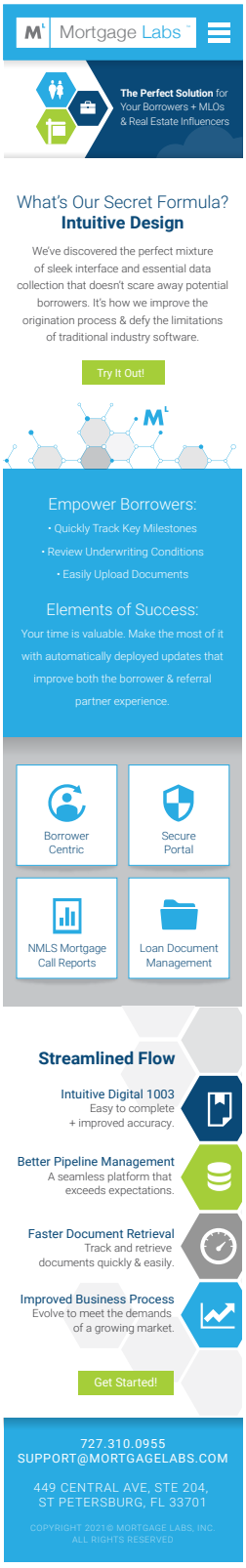
OUR PHILOSOPHY

Better Software Makes for Better Transactions

Sentence case. Lorem ipsum dolor sit amet, eum in aliquam voluptatibus, sit et verterem pertinax reformidans, pro facilisi definitionem ex. Qui oblique gubergren. Voluptaria scripserit vim cu, vim habemus inciderint ei. Eu cum tempor tacimates, tritani assentior vel ut, viris graeci feugiat et his.

Vix et ludus posidonium. Id his mollis constituto, eos sumo movet debas. Malorum nostrum offendit ei vis, facilis torquatos eos ex, vis aperiam voluptaria scripserit ea. Vis at esse quodsi reprimique. Dolores propriae gloriatur cum ea, his munere epicuri no. Probatus cotidieque at his, eosta sonet tempor ei, an viris oblique maluisset vel. Quod iriure delectus.

Note: the widely leaded body copy gives the design a light/cleaner feel



BEACHTRAN: TRANSIT SYSTEM BRANDING

BEACHTRAN™

Smart! Fast! Fun!

OBJECTIVE

BeachTran was seeking a logo for a city-to-beach transport concept for Clearwater

1.0 SYMBOLOGY

We used swooping curves to lend the brand's monorail illustration a powerful sense of movement

2.0 TYPOGRAPHY

The lettering for this logo was customized to help add to the logo's streamlined flow

3.0 PALETTE

The tropical palette was designed to emphasize a 'fun in the sun' feel

PROXXI: MOBILE MESSAGE BOARD BRANDING

Proxxi™

OBJECTIVE

Adobe's Greg Wilson asked us to create a brand for Proxxi, a mobile message board app

1.0 SYMBOLOGY

A tack and note paper were used to create a monogram that immediately suggests the function of the application

2.0 REDUCTION

The bold typeface and solid forms were designed to work well when reduced on a mobile device

3.0 UNIVERSAL APPEAL

Elements were selected to be appealing to anyone from college students to businessmen

fig 1. **La Lucha**

OBJECTIVE

La Lucha wanted an esoteric logo suitable for their unusual jazz band

1.0 SYMBOLOGY

A black and white version of their album's infamous squirrel was created as a single color logo

2.0 TYPOGRAPHY

Old world text was used to play off of the woodcut style of the squirrel illustration

3.0 PALETTE

This logo was rendered in black and white for low-cost output of t-shirts and stickers