

## HDINTERACTIVE BRANDING PORTFOLIO



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## HIVE BRAND DESIGN & PRINTED IDENTITY



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

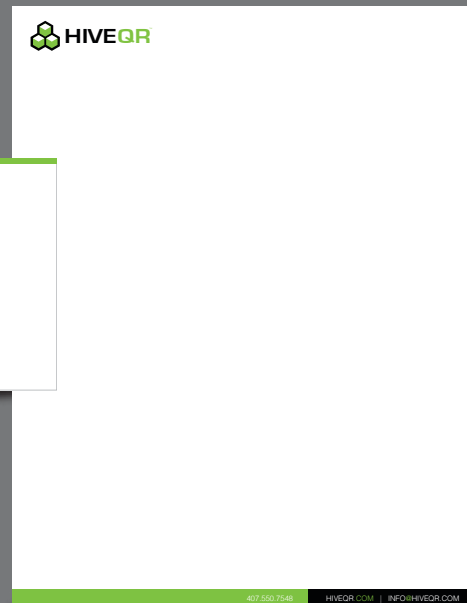
BUSINESS CARD FRONT



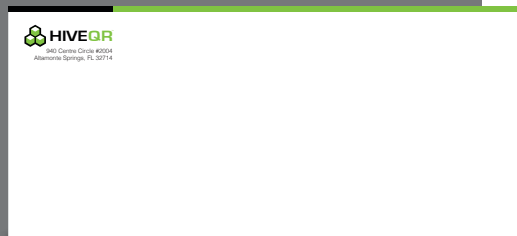
BUSINESS CARD BACK



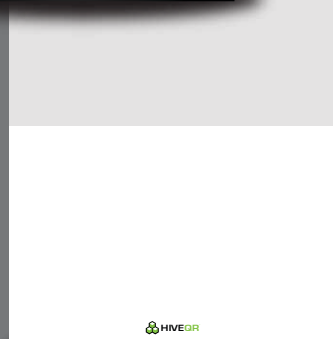
LETTERHEAD



ENVELOPE

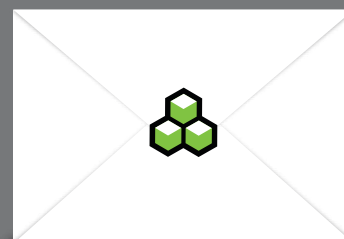


4 x 6 THANK YOU CARD FOLDED (FRONT)



4 x 6 THANK YOU CARD UNFOLDED (INSIDE)

4 x 6 THANK YOU CARD ENVELOPE WITH HIVE DECAL



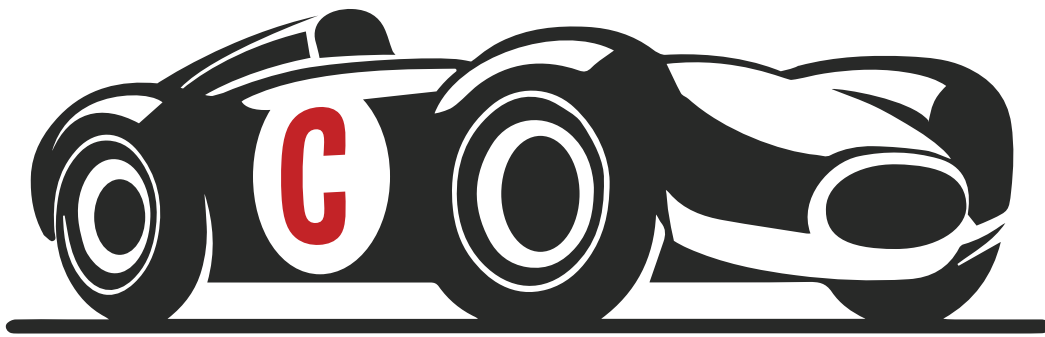


EXOTIC VET TECH (BRAND CONCEPT)





COLLECT AI 3D HOBBY SCANNER (BRAND CONCEPT)



**COLLECTAI**™



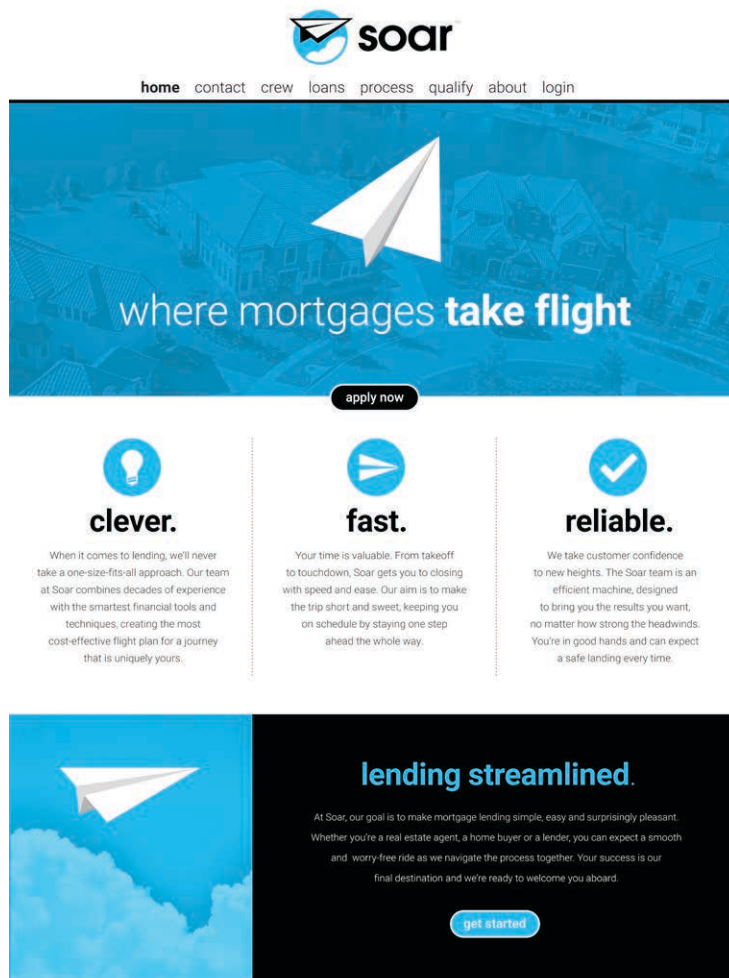
# NUTRISCAN: LOGO, PACKAGING & WEBSITE





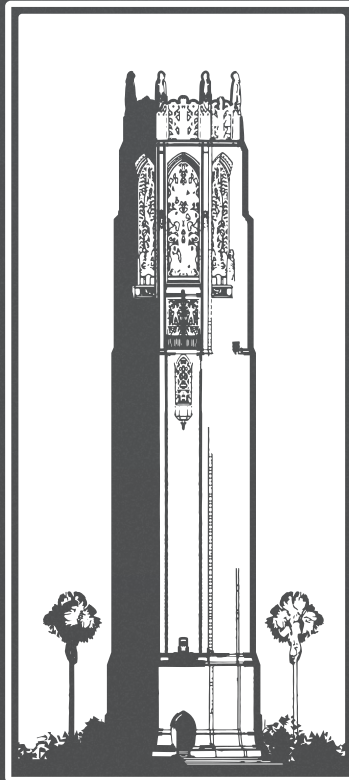


# SOAR LENDING: LOGO, WEB SITE & PRINT IDENTITY





BOK TOWER GARDENS INTERACTIVE BRANDING



# BOK TOWER

• G A R D E N S •



## CASS: LOGO & STAND ALONE MONOGRAM



CASS<sup>TM</sup>

CENTERS FOR ADVANCED SURGICAL SPECIALISTS







# MORTGAGE LABS: BRAND GUIDE + MOBILE SITE

Standard Format



Stacked Format



Graphic Format



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: dcdde

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

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

## 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 facilis 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.



### What's Our Secret Formula? Intuitive Design

We've discovered the perfect mixture of sleek interface and essential data collection that doesn't scare away potential borrowers. It's how we improve the origination process & defy the limitations of traditional industry software.

[Try It Out!](#)

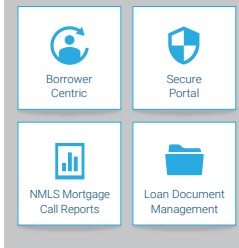


#### Empower Borrowers:

- Quickly Track Key Milestones
- Review Underwriting Conditions
- Easily Upload Documents

#### Elements of Success:

Your time is valuable. Make the most of it with automatically deployed updates that improve both the borrower & referral partner experience.



#### Streamlined Flow

**Intuitive Digital 1003**  
Easy to complete  
+ improved accuracy.



**Better Pipeline Management**  
A seamless platform that exceeds expectations.



**Faster Document Retrieval**  
Track and retrieve documents quickly & easily.



**Improved Business Process**  
Evolve to meet the demands of a growing market.



[Get Started!](#)

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## BEACHTRAN: TRANSIT SYSTEM BRANDING



***BEACHTRAN***<sup>TM</sup>  
*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**™

#### 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