



# The Hive

Visual Identity Guidelines

Version 1 August 2009

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# The Hive – The Enterprise and Education Park for a Generation of Change

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Global challenges exist for innovation and enterprise, meeting skills shortages, adapting for climate change and living sustainably. The Hive will be the first enterprise and education park of its kind, delivered by an insightful partnership between local government, entrepreneurs and education at a 1.92 acre site north of Cambridge city centre on Kings Hedges Road between the Science Park and Orchard Park.

What will make it really different to other business parks is that its overarching focus will be on business that's good for society and the environment.

## **At The Hive there will be:**

- Smartlife Low Carbon, a joint venture between Cambridgeshire County Council and Cambridge Regional College, which will support businesses looking to adapt to a low carbon economy and teach the skills needed for low carbon homes and renewable energy solutions
- Citylife's Good Business Centre supporting charities and social enterprises through innovative finance schemes, business support and affordable incubation space
- BRE's International Low Carbon Housing Innovation Park demonstrating low and zero carbon homes and lifestyles.

The first facilities will open in 2011.

The Hive will work with, and for the benefit of the whole community:

- Professionals, technicians and businesses working in construction – designers, engineers, builders, plumbers, electricians and the like – who want to update their skills to adapt to a low-carbon economy
- Young people looking for vocational training in modern, sustainable construction techniques
- Businesses set up to tackle a social or environmental need, and the people who create and run them
- Employers who need training or staff development solutions for their employees.

The Hive is a partnership between Cambridgeshire County Council, Cambridge Regional College, Citylife and BRE. It has been part-funded by Housing Growth Fund money allocated by Cambridgeshire Horizons and its partners, and the East of England Development Agency.

This section details the use of our corporate logo.

The corporate logo should always be used when **The Hive** is leading a communication.

**Our corporate logo**

Our corporate logo is shown in Fig 1 opposite. It is made up of three elements: the logo, the logotype and the strapline as shown in Fig 2.

Our corporate logo must be used on our own corporate communications such as stationary, website and printed literature.

*This logo has been specially designed. It should never be recreated, altered or distorted in anyway.*

**Our Endorsement Marque**

We also have a variant of our corporate logo called the Endorsement Marque which should be used in place of our corporate logo when our logo is required to go on other organisation's materials. See Section 2 page 15 for further information.

Fig 1  
Our corporate logo



**Exclusion zone**

The visual strength of our logo is enhanced by the use of an exclusion zone. An exclusion zone is the area around the logo, inside which no other graphics should encroach. The size of the exclusion zone is calculated as shown opposite.

The exclusion zone has been placed on all eps files as a guide to correct placement. It appears as a layer within the file that can be switched on or off.



The Exclusion zone is the shaded area shown above

# 1.3

## Our corporate logo: suggested minimum sizes

### Sizing

The logo should always be used in the correct proportions. It shouldn't be distorted. The examples here show the suggested sizes for different common formats. The minimum size the logo may be used at is 30mm wide.



## 1.4

# Our corporate logo: colour variants

Our corporate logo has been created in a range of electronic files for CMYK, RGB and monochrome reproduction.

The files available are listed opposite. It also comes in reversed out options which are shown on page 9.

Always use the approved digital files listed. The colours used in our logos must never be changed in anyway.

These files may be downloaded from our web site: [www.talktothehive.org](http://www.talktothehive.org)  
Alternatively contact Liz Stevenson (see page 15 for contact details).

### The corporate logo (colour)

The colour logo is the preferred version of our logo for colour reproduction. CMYK and RGB versions have been produced for print and electronic applications. Colour versions of the logo should sit on a white background wherever possible



File names:  
HiveCMYK\_Pos.eps  
HiveRGB\_Pos.eps

HiveCMYK\_Pos.jpg  
HiveRGB\_Pos.jpg

### The corporate logo (mono)

These are to be used in mono reproduction, for example, press advertising or documents to be faxed or photocopied.



File names:  
HiveCMYK\_Pos.eps  
HiveRGB\_Pos.eps

HiveCMYK\_Pos.jpg  
HiveRGB\_Pos.jpg

This page shows the reversed-out options of the corporate logo. These versions should be used when the logo needs to sit on a dark or black background. The electronic files available are listed opposite. The logo comes only as eps files for reversed-out options so a 'none' or clear background can be exported with the artwork allowing the background colour to appear.

For quality and consistency, the colours used in our logos must never be changed in anyway.

Always use the approved digital artwork. These files may be downloaded from our web site: [www.talktothehive.org](http://www.talktothehive.org)  
Alternatively contact Liz Stevenson (please see page 15 for contact details).

### The corporate logo (colour – reversed-out)

The colour logo is the preferred version of our logo for colour reproduction and should sit on a white background wherever possible. However, when the logo needs to sit on dark or black backgrounds the reversed-out version should be used.



The CMYK and RGB Colour reversed-out logo

File names:  
HiveCMYK\_Rev.eps  
HiveRGB\_Rev.eps

### The corporate logo (mono – reversed-out)

These variants of the logo are to be used in mono reproduction. The reversed-out version is only to be used on dark backgrounds.



The CMYK and RGB Mono reversed-out logo

File names:  
HiveCMYK\_Rev.eps  
HiveRGB\_Rev.eps

## 1.5

# Use of corporate logo with our partnering organisations

When the hive partners with organisation/s in initiatives, the logos of each partner organisation may need appear next to each other on visual communications.

In these instances our corporate logo (colour) should be used. This logo should always attempt to have equal visual prominence with our partner's logo.

However, different logos are designed at different sizes and aligning various artworks together can be problematic. We have therefore included opposite a guide that shows how to scale our corporate logo with those of our partners in order to achieve an equal visual balance between the two partnering organisations.

### Horizontal alignments

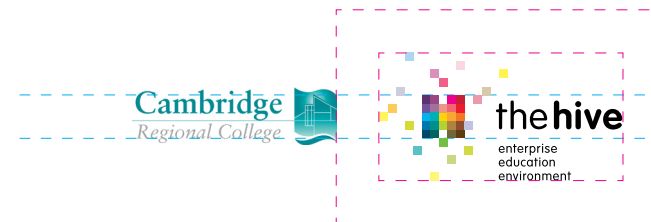
Cambridge County Council/the hive



Citylife/the hive



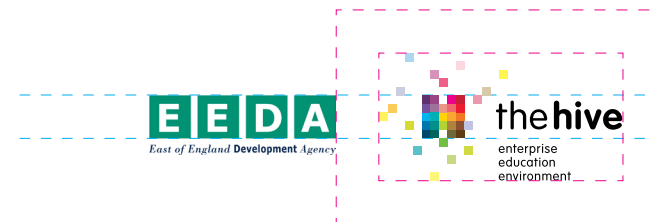
Cambridge Regional College/the hive



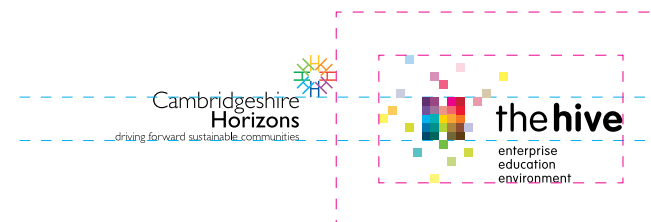
bre/the hive



East of England Development Agency/the hive



Cambridgeshire Horizons/the hive



# Use of corporate logo with our partnering organisations

Further examples of our logo when used in partnership are shown right.

## Vertical alignments

the hive/Cambridge County Council



the hive/East of England Development Agency



the hive/Citylife



the hive/Cambridge Regional College



the hive/Cambridgeshire Horizons



the hive/bre



This section details the use of the hive's Endorsement Marque.

The Endorsement Marque has been created for use on third party organisation's visual communications, ie when **we are not** the lead or partnering organisation.

The Endorsement Marque has a different strapline to our corporate logo and comes only only in black and white black.

**Warning**

The Endorsement Marque should never be used on our own corporate communications.

## 2.1

# The Endorsement Marque

When a communication is led by a third party and endorsed or sponsored by the hive.

Our Endorsement Marque is similar to our corporate logo but differs in three important ways:

- 1 it has a different strapline: explaining what the hive is and what it is for.
- 2 it comes only as a monochrome version
- 3 it should be used at a smaller size than the lead organisations logo

### Warning

The Endorsement Marque should never be used on our own corporate communications.

### Minimum size

The minimum size the endorsement marque may be used at is 37mm. Note: this minimum size is different to that of the Corporate logo (see example below).



This is the minimum reproduction size of the Endorsement Marque

### The endorsement marque (positive)

The positive logo is the preferred version of our marque for reproduction. CMYK and RGB versions have been produced for print and electronic applications. The marque should sit on a white background wherever possible.



File names:  
HiveSponsor\_MonoPos.eps  
HiveSponsor\_MonoPos.jpg

### The endorsement marque (reversed-out)

The reversed-out version is only to be used on dark backgrounds.



File names:  
HiveSponsor\_MonoRev.eps  
HiveSponsor\_MonoRev.jpg

## 2.2

# The Endorsement Marque: Exclusion zone

### Exclusion zone

An exclusion zone is an area around a logo which should be left clear so that other graphics do not encroach on its space. The size of the exclusion zone is calculated as shown opposite.

Note: our Endorsement Marque is wider than our corporate logo because its strap line is different. Although the exclusion zone is calculated in a similar way the overall area of the logo is slightly larger.

Endorsement Marque



The Exclusion zone is the shaded area shown.

## 2.3

# The Endorsement Marque: use with other logos

When a communication is led by a third party and endorsed or sponsored by the hive.

Our Endorsement Marque is similar to our corporate logo but differs in three important ways:

- 1 it has a different strapline: explaining what the hive is and what it is for.
- 2 it comes only as a monochrome version
- 3 it should be used at a smaller size than the lead organisations logo

### Usage

The Endorsement Marque should only be used on communication materials that are produced by other organisations and where the hive is involved in a subservient role as either a supporter, host or where we are lending endorsement to a project.

### Positioning

The Endorsement Marque should preferably be placed at the foot, base or back of any communications - preferably as a sign off as shown in Fig 00 opposite.

Two digital artwork files have been prepared – with the Endorsement Marque scaled to a size that visually matches our key partners’ logos. Using these file ensures the relative proportions of each logo are maintained when scaled.

### Warning

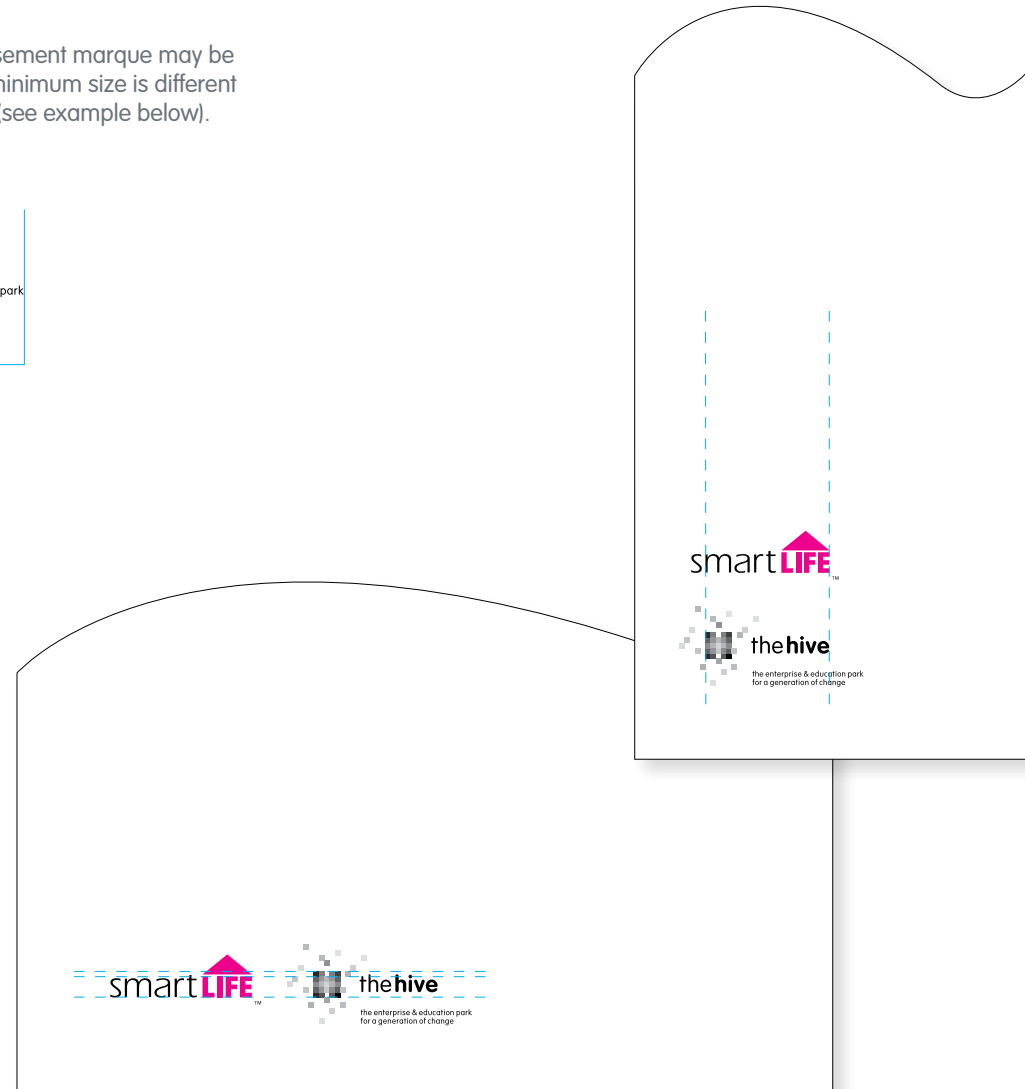
The Endorsement Marque should never be used on our own corporate communications.

### Minimum size

The minimum size the endorsement marque may be used at is 37mm. Note: this minimum size is different to that of the Corporate logo (see example below).



This is the minimum reproduction size of the Endorsement Marque



## Contact details

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For further information please contact:

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[www.cambridgeshire.gov.uk](http://www.cambridgeshire.gov.uk)  
[www.talktothehive.org](http://www.talktothehive.org)