



HYKE

BRAND BOOK 2017





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FLAVOR BOOKLET



LOGO

HYKE'S LOGO IS BASED ON THE HEXAGONAL GERMANIC SHIELD, WHICH REPRESENTS THE STRONG AND COMPETITIVE NATURE WITHIN SPORTS.



THE LOGO INCLUDES THE NAME OF THE BRAND AS WELL AS THE TAGLINE, "HARD SPORTS DRINKS." THE TAGLINE CAN BE CHANGED BASED ON WHERE THE LOGO IS PLACED.

ALTERNATE LOGO



THE ALTERNATIVE LOGO REMOVES THE INNER HEXAGON.

SMALL LOGO



THE SMALL LOGO REMOVES THE TAGLINE MAKING IT EASY TO READ FOR SMALL SCALED APPLICATIONS.

SHEILD LOGO



THE SHIELD LOGO IS USED TO DISPLAY PHOTOGRAPHY AND TEXT.

SHIELD OUTLINE LOGO



THE SHIELD OUTLINE CONTAINS INFORMATION AND TEXT WITHIN IT.

WHITE

C=0, M=0, Y=0, K=0



BLUE

C=93, M=71, Y=52, K=52



FLAVOR COLORS



GREEN

C=62, M=0, Y=85, K=0



BLUE

C=64, M=32, Y=0, K=0



RED

C=20, M=87, Y=66, K=7



PURPLE

C=49, M=72, Y=0, K=0



ORANGE

C=0, M=66, Y=75, K=0



PINK

C=0, M=15, Y=87, K=12

COLOR PALETTE

HYKE'S PRIMARY COLORS CONSIST OF WHITE AND MIDNIGHT BLUE. THESE COLORS ARE USED THROUGHOUT THE BRAND BECAUSE WHITE IS A COOL AND REFRESHING COLOR, WHILE THE MIDNIGHT BLUE REFERS TO THE LATE NIGHT HOURS IN WHICH THE CONSUMPTION OF ALCOHOL TYPICALLY BEGINS.

SECONDARY COLORS

HYKE HAS SIX SECONDARY COLORS, WHICH ARE USED FOR THE SIX FLAVORS THAT HYKE PRODUCES. EACH OF THESE COLORS ARE BASED ON THE FRUIT THEY REPRESENT. THE COLORS CAN BE SEEN WITHIN THE FLAVOR ICONS AND WITHIN THE LABELS.



FLAVOR ICONS



FLAVOR ICONS ALL USE THE SAME DESIGN, BUT CHANGE BASED ON THE FLAVOR AND THE SPORT THAT IS DEPICTED. THE ICONS INCLUDE THE SILHOUETTE OF AN ATHLETE, THE FLAVOR'S NAME, AND AN ILLUSTRATION OF THE FRUIT, WHICH ARE ALL INCASED WITHIN A HEXAGON TO MATCH WITH HYKE'S DESIGN. ALTHOUGH THE ICONS DEPICT DIFFERENT SPORTS, IT DOES NOT MEAN THE DIFFERENT FLAVORS ARE STRICTLY INTENDED FOR THAT SPECIFIC SPORT



TYPOGRAPHY

EXO MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

EXO MEDIUM ITALIC

*AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz*

EXO BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

EXO BOLD ITALIC

***AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz***

EXO BLACK

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

EXO BLACK ITALIC

***AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz***

ALLER

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

ALLER BOLD

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz**

EXO EXTRA BOLD ITALIC IS THE PRIMARY FONT OF HYKE. WHEN THE NAME OF THE BRAND IS SHOWN, THIS IS THE FONT THAT IS UTILIZED. IT IS IMPORTANT BECAUSE THE FONT IS BOLD, BUT THE ITALIC FONT CREATES MOVEMENT AND MOTION WITHIN THE LOGO. THE ALLER FONT IS USED TO DISPLAY PARAGRAPHS AND DESCRIPTIONS WITHIN THE BRAND BOOK, BUSINESS CARDS, AND LETTERHEADS.



PHOTOGRAPHY

THE PHOTOGRAPHS AND IMAGES USED THROUGHOUT THE BRAND INCORPORATE VARIOUS SPORTS AND ATHLETES INCLUDING THE DRINK ITSELF. THESE PHOTOGRAPHS ARE USED TO MAKE THE BRAND MORE FUN AND RELATABLE FOR THE VIEWER AND THE CONSUMER. THE PHOTOGRAPHS CONTAIN ADULT ATHLETES PLAYING IN A SPORTS OR ACTIVITY, AS WELL AS AN ATHLETE HOLDING OR CONSUMING THE BEVERAGE.



POSTERS



THE LAYOUT OF THE POSTERS CONTAINS PHOTOGRAPHS OF ADULT ATHLETES PLAYING IN SPORTS OR PICKUP GAMES, AN ATHLETE HOLDING OR CONSUMING THE BEVERAGE, AS WELL AS SPORTS FANS AND FRIENDS DRINKING AT A TAILGATE OR PARTY. ALL THE POSTERS ARE CREATED USING A VERTICAL FORMAT IN ASSOCIATION TO THE SHAPE OF HYKE'S BOTTLE. THE POSTER INCLUDES THE SLOGAN AS WELL AS A CALL TO ACTION.

ENVELOPE

FRONT



BACK



111 HOLLINGSWORTH DR
LAKELAND, FL 33801



LETTERHEAD

FRONT



BACK



BUSINESS CARDS

FRONT



BACK





COASTERS



THE LAYOUT OF THE POSTERS CONTAINS PHOTOGRAPHS OF ADULT ATHLETES PLAYING IN SPORTS OR PICKUP GAMES, AN ATHLETE HOLDING OR CONSUMING THE BEVERAGE, AS WELL AS SPORTS FANS AND FRIENDS DRINKING AT A TAILGATE OR PARTY. ALL THE POSTERS ARE CREATED USING A VERTICAL FORMAT IN ASSOCIATION TO THE SHAPE OF HYKE'S BOTTLE. THE POSTER INCLUDES THE SLOGAN AS WELL AS A CALL TO ACTION.

FLAVOR BOOKLET INSIDE



FLAVOR BOOKLET OUTSIDE





12 FLUID
OUNCES



7 PERCENT
ALC/VOL

HYKE

ORANGE CHARGE







HYKEHARD.COM