

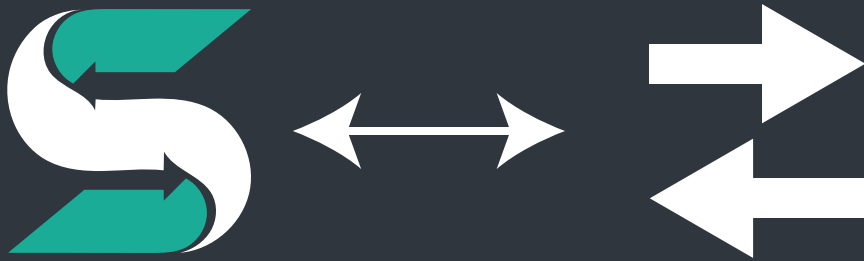


## **BRAND GUIDE**

LOGO	• ————— •	03 - 05
CLEAR SPACE	• ————— •	06
COLORS	• ————— •	07
FONTS	• ————— •	08 - 09
MOCKUPS	• ————— •	10 - 13



## ICON



This symbol uses arrow to symbolize send & receive

## WORD MARK

Convey the brand identity



Convey the Brand Slogan

PRIMARY  
FULL COLOR LOGO



STANDARD LOGO  
WHITE



SINGLE COLOR LOGO



DON'T STRETCH



DON'T DO GRADIENT



DON'T ROTATE



DON'T Change the logo's opacity or color tone



**2X**

**50% SPACE CLEAR**

**2X**



**2X**

**SIZE: 100%**

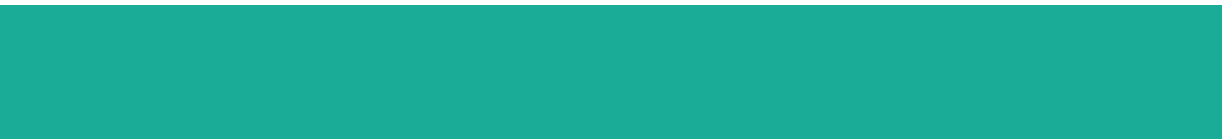
**2X**



**PANTONE: 31363E**

FOR WEB USE R: 49 G: 54 Blue: 62

FOR PRINTING USE C: 75.78 M: 66.21 Y: 55.12 K: 50.99



**PANTONE: 1BAD98**

FOR WEB USE R: 27 G: 173 Blue: 152

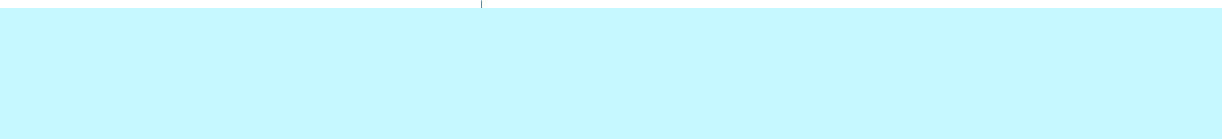
FOR PRINTING USE C: 76.49 M: 6.6 Y: 50.26 K: 00



**PANTONE: 57C7BB**

FOR WEB USE R: 87 G: 199 B: 187

FOR PRINTING USE C: 60.3 M: 00 Y: 33.09 K: 00



**PANTONE: C6F8FF**

FOR WEB USE R: 198 G: 248 B: 255

FOR PRINTING USE C: 18.39 M: 00 Y: 2.27 K: 00

**GINERIS**



**GINERIS - REGULAR**

**1234567890**

**ABCDEFGHIJK**



Noir



**Noir - Bold**

**1234567890**

**ABCDEFGHIJK abcdefghijk**

**FF-Mark - Medium**

**1234567890**

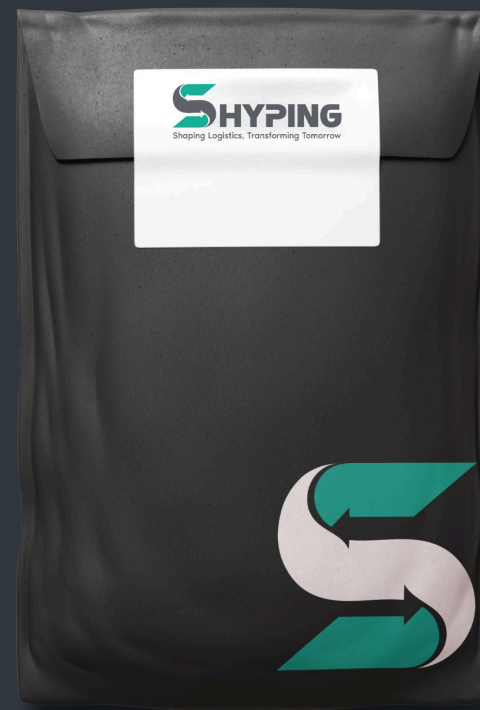
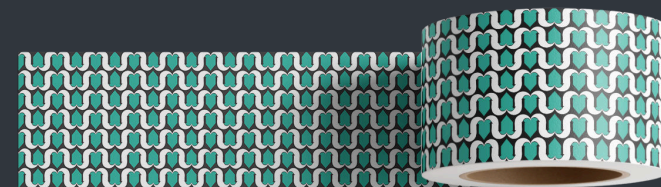
**ABCDEFGHIJK abcdefghijk**

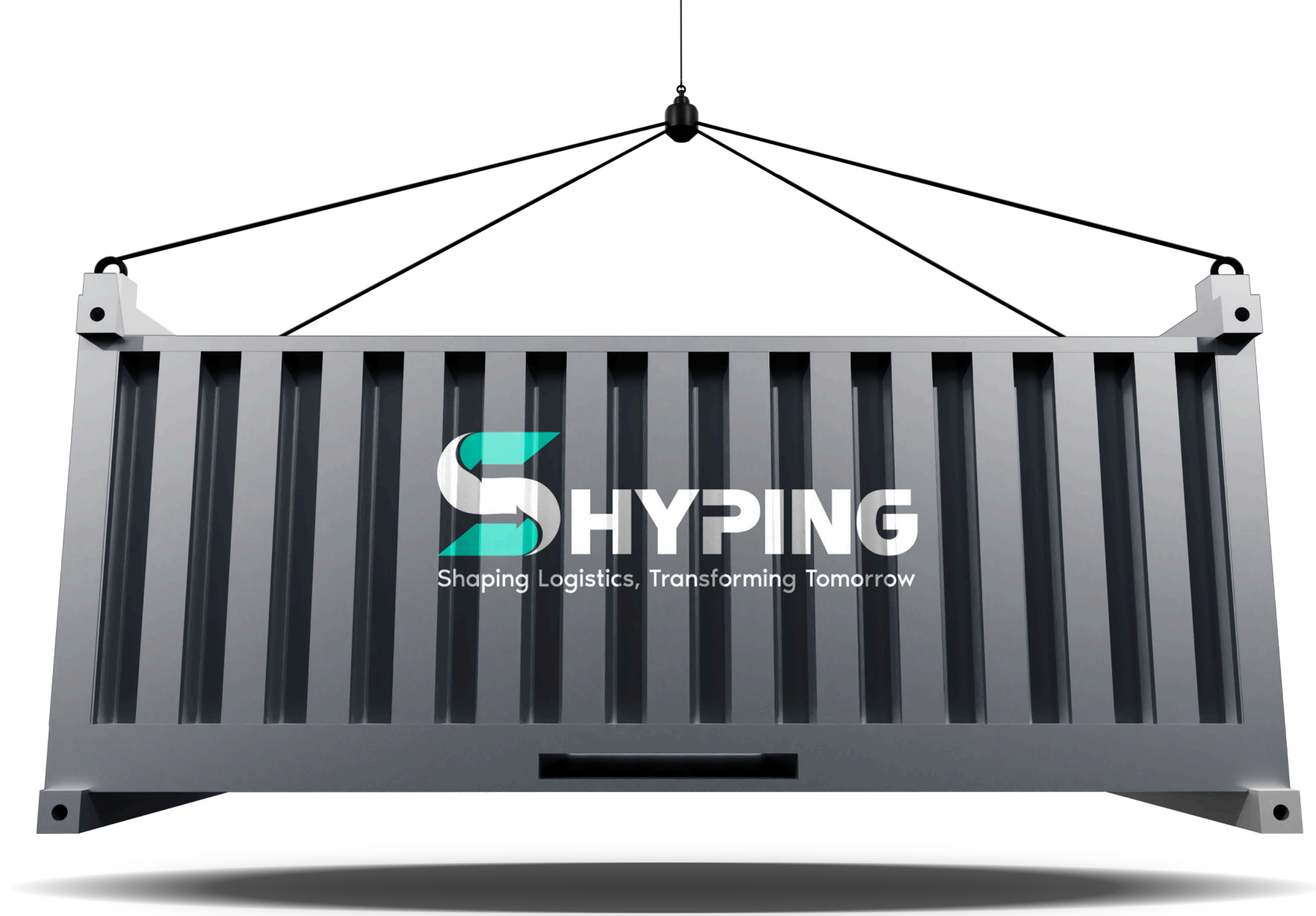
Noir - Light

1234567890

ABCDEFGHIJK abcdefghijk









The logo features a stylized letter 'S' on the left, composed of two overlapping curved shapes in teal and grey. To the right of the 'S' is the word 'HYPING' in a bold, grey, sans-serif font with a thin gold outline. The entire logo is set against a background of a grey, perforated metal wall.

# SHYPING

Shaping Logistics, Transforming Tomorrow





**THANK YOU**