



The Hummingbird
Brand Guidelines





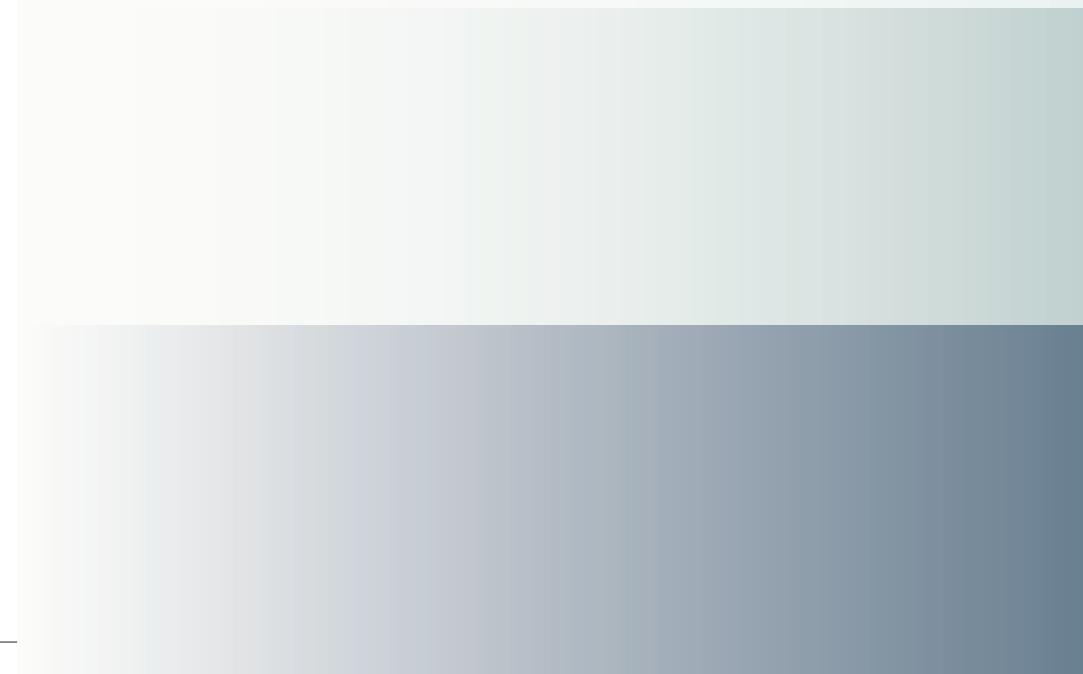


The Hummingbird

Brand Guidelines Content.

Colours

This is a cool-muted colour palette consisting of contrasting tones of cream, beige, blue and teal. These colours hold a sense of calmness which symbolises the safe space The Hummingbird has to offer.



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01

Brand Position.

Secondary Font

AaBbCc

Poppins

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
WXYZ

abcdefghijklmn
opqrstuvwxyz
xyz

The quick brown fox
jumps over the
lazy dog.

Poppins is a geometric
sans serif typeface
that embodies a
contemporary
and clean look.

Primary Font

AaBbCc

Bright

**A B C D E F G H I J K L M
N O P Q R S T U V
W X Y Z**

**a b c d e f g h i j k l m n
o p q r s t u v w
x y z**

**The quick brown fox
jumps over the
lazy dog.**

Bold and stylish, Bright is a serif font with a tinge of retro and modern elements in its design.

The Hummingbird

Brand Ethos

The true joy of connection lies in the moments shared with others, whether in pairs, small groups, or larger gatherings. This belief is at the heart of The Hummingbird. Founded by a close-knit group of friends whose bond has flourished for over a decade, The Hummingbird is more than just a bar — it's a celebration of meaningful connections, shared experiences, and lasting friendships.

Drawing inspiration from the bird itself, The Hummingbird reflects a spirit of lightness, vitality, and beauty. Just as a hummingbird flits effortlessly from flower to flower, creating moments of connection, The Hummingbird invites guests to flow between laughter, conversation, and celebration; creating memories that are as vibrant, and unforgettable as the bird's graceful movements.

Vision

To be the destination where lasting friendships are formed, vibrant connections are made, and every moment is celebrated with the same grace, vitality, and effortless energy as the hummingbird in flight, bringing life to every interaction.

Mission

At The Hummingbird, our mission is to create a welcoming space that fosters meaningful connections and unforgettable moments. Through exceptional hospitality and a commitment to creating a vibrant atmosphere, we aim to provide a place where every guest feels valued, and every experience becomes a cherished memory.

Typography

By incorporating fonts with a mixture of modern and elegant elements, this amplifies the inclusivity of The Hummingbird where guests of different backgrounds share their bonds with one another.

Colours

To exude the image of The Hummingbird, the colours incorporated in the branding was strategically chosen for this purpose. Embodying a rich sense of calmness, and the warmth of togetherness, these colours were assembled to magnify the brand identity. This can be seen through the logo and other design elements set in place as part of The Hummingbird's branding.

03

Core Design Elements.

Values

Connection

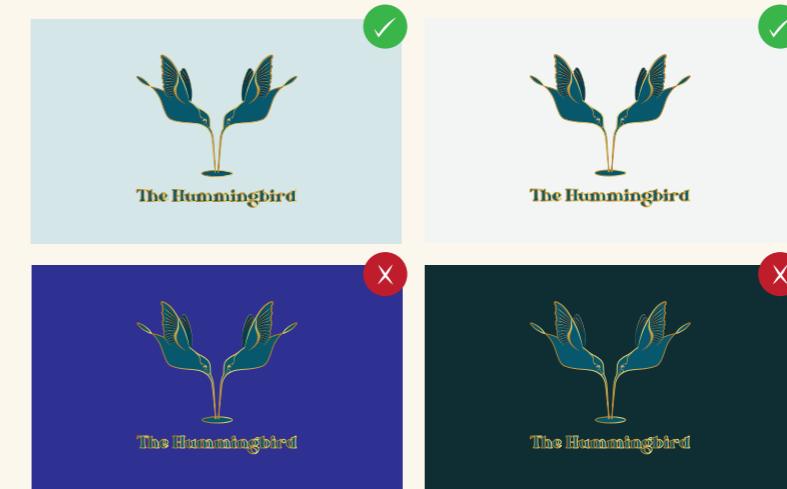
We believe in the power of authentic relationships and create an environment where genuine bonds thrive.

Community

We create a warm, inviting space where people can gather, unwind, and share meaningful moments over exceptional food and drinks, fostering a true sense of connection and belonging.

02

Brand Identity.



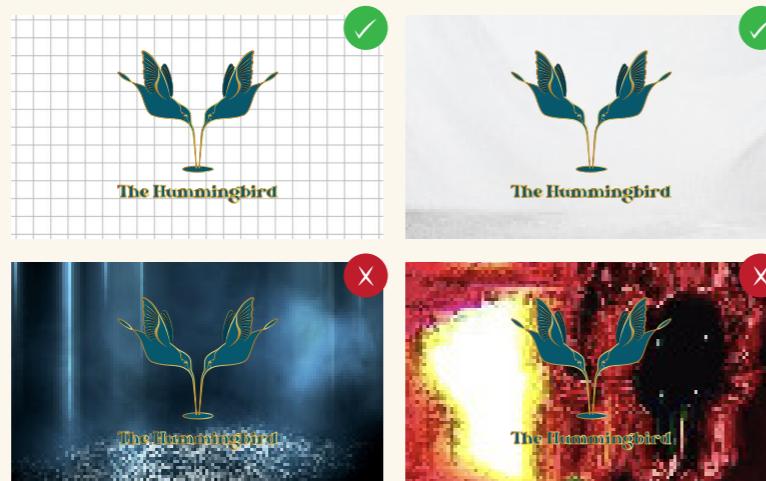
On Solid Backgrounds

To ensure the logo remains clear and visually appealing, follow these guidelines: Do use background colors that provide strong contrast with the logo colors and opt for backgrounds featuring brand colors. Don't place the logo on luminous or neon colors, as these can distract and compromise legibility. Additionally, avoid using backgrounds with colors that match or closely resemble the brand colors in the logo, as this can reduce its visibility.

Logo Placement

On Other Backgrounds

To maintain the logo's clarity and effectiveness, follow these guidelines: Do choose clean, simple backgrounds that ensure clear visibility, and always maintain sufficient contrast between the logo and the background. Don't use the logo on busy or cluttered backgrounds, as this can affect its legibility, and avoid placing it on backgrounds with poor contrast, which can reduce its visibility.



About The Logo

Hummingbirds

Symbolising harmony and shared moments, the pair represents the bar as a place for connection and companionship, where lasting memories are created.

Gold Details

The gold accents convey sophistication, aligning with the bar's elevated yet approachable vibe. Gold signifies celebration and warmth, reinforcing the bar as the ideal spot for indulgence.



The Hummingbird

Puddle of nectar

The nectar puddle symbolises the sweet, inviting nature of the cocktails and serves as a visual metaphor for the bar's mission: to provide an indulgent and satisfying experience.

Cocktail Silhouette

The cocktail silhouette integrates the bar's identity into the logo, highlighting its commitment to distinctive, high-quality beverages and delivering an elevated drinking experience.

Exclusion Zone

To maintain a professional and consistent appearance, ensure all elements remain outside the dotted margins. This clear space safeguards the logo's clarity and prevents visual clutter.

The minimum clear space is determined by the size of the logo's tail element for the Primary Logo and Brand Mark, as well as the dot from the "i" in the Secondary Logo, creating a protective buffer on all sides.

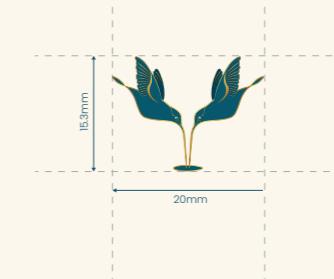
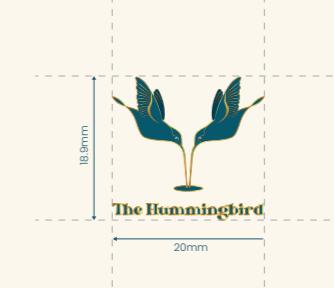
Clear Space

Ensuring consistent clear space within elements is crucial to preserve brand integrity. The width of the pillar, marked as "x," serves as the defining element for reference.

The primary logo has a space of $4.1x$ between the brandmark and the text.

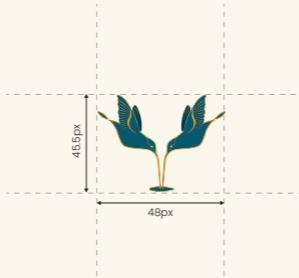
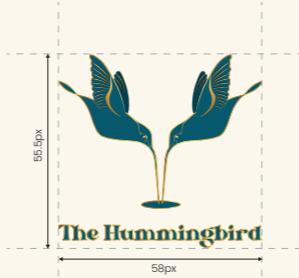
Minimum Size for Print

To preserve the legibility and integrity of our logo in printed materials, please follow these minimum size guidelines: the brand mark, in any variation of the logo, must have a minimum width of 20mm, with the accompanying text scaled proportionately.



Minimum Size for Digital

To ensure the clarity and visual integrity of our logo across all digital materials, it is essential to adhere to the following minimum size guidelines. All text within the logo should be at least 58px to ensure readability, while the brand mark itself must have a minimum width of 16px to maintain its distinctiveness and recognizability in various digital formats.



The Hummingbird

Primary Logo

The Hummingbird's primary logo combines the brand mark with the wordmark, featuring 'The Hummingbird' below it. This balanced design ensures clear brand recognition and versatility across applications.

Secondary Logo

The Hummingbird's secondary logo is a logotype featuring the text "The Hummingbird."

Brand Mark

In some instances, the brand mark version of the logo, excluding the text "The Hummingbird," may be used.



Primary Logo Variations

01 Blue Stone

The primary color variation, most commonly used for branding.

02 Corn Silk

The secondary color variation, ideal for contexts requiring a modern and vibrant aesthetic.

03 Black

A color variation designed for black-and-white printing or scenarios demanding high contrast and visibility.

04 White

A color variation also used for black-and-white printing or when optimal contrast and clarity are essential.

Without Gold Trims



The Hummingbird



The Hummingbird



The Hummingbird



The Hummingbird

Brand Mark Variations

01 Blue Stone

The primary color variation, most commonly used for branding.

02 Corn Silk

The secondary color variation, ideal for contexts requiring a modern and vibrant aesthetic.

03 Black

A color variation designed for black-and-white printing or scenarios demanding high contrast and visibility.

04 White

A color variation also used for black-and-white printing or when optimal contrast and clarity are essential.

Without Gold Trims



Second Logo Variations

01 Blue Stone

The primary color variation, most commonly used for branding.

02 Corn Silk

The secondary color variation, ideal for contexts requiring a modern and vibrant aesthetic.

03 Black

A color variation designed for black-and-white printing or scenarios demanding high contrast and visibility.

04 White

A color variation also used for black-and-white printing or when optimal contrast and clarity are essential.

Without Gold Trims

The Hummingbird

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