



Crisphive

Predictable by design

Identity guidelines, logo files, color, type and press materials for Crisphive.

press@crisphive.com

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ABOUT

**Scheduling that holds
true to form, impervious
to emergencies.**

Crisphive is constraint-based scheduling software built on a deterministic solver. Given the same inputs, it produces the same schedule — every shift, route and assignment traceable to the rule that placed it. It is built for teams on the go: field service, healthcare staffing, logistics, construction crews, events and hospitality, across iOS, Android, web and API.

THE LOGO

Primary lockup

Brain mark, wordmark and tagline in a horizontal lockup. This is the default form wherever space allows.



Crisphive

Predictable by design

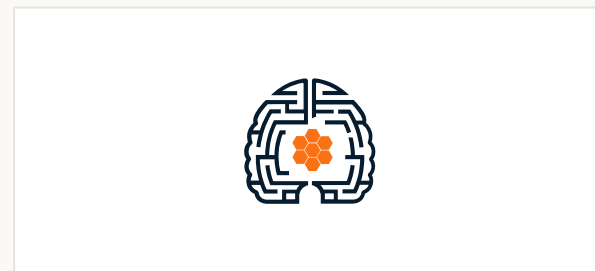
Mark — maze brain with honeycomb core

Wordmark — Poppins SemiBold, orange tittles

Tagline — Poppins Medium

THE LOGO

Variations



Full lockup — default

Wordmark — when the mark appears elsewhere

Mark — app icons, avatars, favicons



THE MARK

CLEAR SPACE

Give it room

Keep a margin of at least **X** — the height of the mark's honeycomb — on all sides. Nothing else enters this zone: no text, rules, photos or other logos.



MINIMUM SIZE

Keep it legible



Full lockup

Minimum 160 px / 40 mm wide



Wordmark

Minimum 100 px / 25 mm wide



Mark

Minimum 24 px / 8 mm — drop the tagline
below 240 px

MISUSE

Don't

Use the supplied files as-is. Never redraw, recolor or restyle any part of the logo.



Stretch or squash



Recolor



Add shadows or effects



Rotate



Busy backgrounds



Alter the tagline



Low-contrast placement



Re-set the wordmark

COLOR

Palette

Hive Navy

#071C2F

RGB 7 · 28 · 47

CMYK 85 · 40 · 0 · 82

Pantone 5395 C

Honey Orange

#F97216

RGB 249 · 114 · 22

CMYK 0 · 54 · 91 · 2

Pantone 1585 C

Paper

#FAF9F6

RGB 250 · 249 · 246

Default light surface

Slate

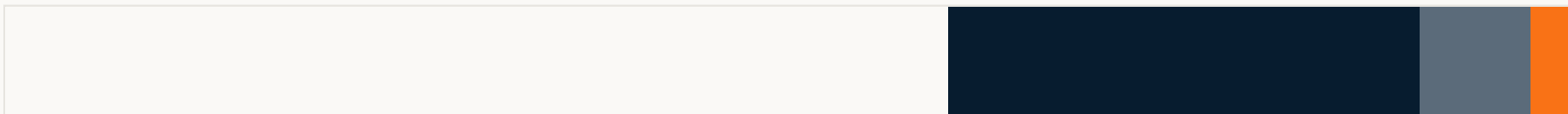
#5B6B7A

RGB 91 · 107 · 122

Secondary text, rules

COLOR

Proportion & roles



Paper · 60%

Page and card surfaces.

Navy · 30%

Headlines, body text, dark sections.

Slate · 7%

Secondary copy, dividers, captions.

Orange · 3%

Buttons, primary actions, highlights.
Never a background.

Contrast — Navy on Paper 15.6:1 · White on Navy 15.6:1 · Navy on Orange 6.4:1 · White on Orange 2.9:1 (large text only).

COLOR IN USE

Orange is the action

Orange marks the one thing to do next — a button, a solved slot, a dotted i. Everything else stays navy and paper so that signal never competes.

Crisphive

Predictable by design

Tuesday roster • 48 shifts solved

All 212 constraints satisfied. 0 overrides. Solve time 1.4 s.

Publish schedule

Explain

TYPOGRAPHY

Poppins

The wordmark is set in Poppins, so Poppins is the brand typeface. Geometric, open and even — it reads the same on a phone in the field as it does on a slide. Open-source via Google Fonts.

Fallback: system sans-serif (Segoe UI, SF Pro).

Ad

Bold — ABCDEFGHIJKLM abcdefghijklm 0123456789

SemiBold — ABCDEFGHIJKLM abcdefghijklm 0123456789

Medium — ABCDEFGHIJKLM abcdefghijklm 0123456789

Regular — ABCDEFGHIJKLM abcdefghijklm 0123456789

TYPOGRAPHY

Hierarchy

Display · SemiBold · -2%

Every constraint, every time.

Headline · SemiBold

Deterministic by default

Body · Regular · 1.55

The solver returns the same schedule for the same inputs, and every placement can be traced to the rule that caused it.

Caption · Medium · +8%
caps

SOLVE TIME 1.4 S

BRAND VOICE

Precise. Plain. Provable.

We write like the solver works: state the constraint, state the result, show the reason. No hype, no hedging.

Deterministic

Constraint-aware

Fast

Explainable

Auditable

No surprises

BRAND VOICE

Say this, not that

SAY

Same inputs, same schedule. Every time.

212 constraints satisfied. 0 violations. Here's why each shift landed where it did.

Solves a 400-person week in under two seconds.

NOT THAT

AI-powered magic that makes scheduling effortless!

Our smart engine finds the best possible schedule for you.

Blazing fast performance you'll love.

TAGLINE

Predictable by design

Sentence case, no period, Poppins Medium. Appears inside the primary lockup or as a standalone line in navy or white. Never paraphrase, translate casually, or pair with a second slogan.

Do Predictable by design

Do Predictable by design

Don't PREDICTABLE BY DESIGN.

Don't *Predictable by design — scheduling made easy*

SOCIAL

Avatars & app icons

Mark only, centered, 20% padding. Navy on paper for light contexts; white on navy for app stores and dark UI.



LinkedIn · X · YouTube

400 × 400 px



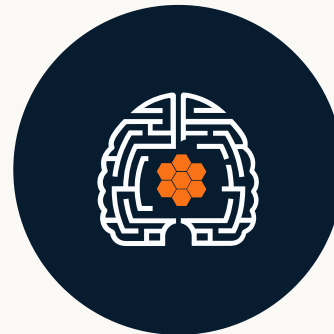
GitHub

500 × 500 px



App Store

1024 × 1024 px, no alpha



Google Play

512 × 512 px adaptive

SOCIAL

Banners



Crisphive
Predictable by design

Scheduling that holds.
Every constraint, every time.

LinkedIn
1584 × 396



Crisphive
Predictable by design

Scheduling that holds.
Every constraint, every time.

X / Twitter
1500 × 500



Crisphive
Predictable by design

YouTube · GitHub
2560 × 1440 (safe 1546
× 423)

PRESS

Boilerplate

Use verbatim in press releases and partner listings. Always write "Crisphive" — one word, capital C.

SHORT · 25 WORDS

Crisphive is constraint-based scheduling software powered by a deterministic solver, giving teams on the go schedules that are fast, explainable and repeatable.

LONG · 75 WORDS

Crisphive is constraint-based scheduling software for teams on the go. Its deterministic solver turns rules — availability, skills, hours, travel, compliance — into a schedule that is the same every time for the same inputs, with every placement traceable to the constraint behind it. Built for field service, healthcare staffing, logistics, construction, events and hospitality, Crisphive ships on iOS, Android and web, with an API for existing systems. Crisphive is a product of WicWac Inc.

DOWNLOADS

Asset list

LOGO

logo-full-dark.png
logo-full-white.png
wordmark-dark.png
wordmark-white.png
mark-dark.png
mark-white.png

SOCIAL

avatar-light-400.png
avatar-dark-500.png
app-icon-1024.png
play-icon-512.png
banner-linkedin.png
banner-x.png
banner-youtube.png

DOCUMENTS

Brand kit (PDF)
Boilerplate (TXT)
Palette (ASE / CSS)
Poppins —
fonts.google.com/specimen/Poppins

All logo files are transparent PNG. Vector (SVG / EPS) available on request.



PRESS CONTACT

press@crisphive.com

Interviews, assets, partnership enquiries.