

Brand and Communications Guide

2024



Most people remember what they see
much better than what they hear or read.

Having a consistent visual identity throughout all
of our business and marketing communications will
keep Hypha at the forefront of existing and
potential clients' minds when they have a
need for our products and services.

Contents



#1 Who we are

Our guide	5
Tagline	5
Vision, mission and values	6
Story	7
Elevator pitch	7
Value proposition	8
Company description	10
Product description	10
How the Hypha works	11
Brand identity, persona & voice	12

#2 Our logo

Lock-up and icon	13
Clearspace & minimum size	14
Colour options	15
Incorrect usage	16

#3 Our colours

Primary palette	18
Secondary palette	19

#4 Typography

Primary typeface	21
Secondary typeface	22

#5 Support graphics

Patterns	25
Brand icon graphic	25

#1

Who we are



Who we are

Our guide

What this is: This is a guide for the Hypha team and its marketing partners on how to communicate your brand and services – to ensure message consistency and clarity at a top level.

Tagline: Voice and Data Beyond Networks.

What this is: A short, memorable phrase to convey a message or a value proposition that a brand wants to communicate to its customers.

Who we are

Vision

Save lives with remarkable communications technology.

What this is: A brief aspirational statement and commitment that describes your big ambitions for the company. This is **why** your business exists and what it will achieve in the future.

Where it's used:

- Employee handbook and training
- Website
- Presentations

Mission

Put high-speed internet and reliable communications into the hands of those who need it most – whenever they need it.

What this is: A short follow-up to your Vision that goes into slightly more detail to explain **how** you're going to achieve it. It touches on what you offer and what makes it different in the market.

Where it's used:

- Employee handbook and training
- Website
- Presentations

Values

At Hypha, every team member believes in being:

We've got you (and each other)

We're reliable, trustworthy and stand behind our work, because clients depend on us to **save lives**.

We aren't afraid to tell it like it is

We're transparent and ethical. It's safe to speak up honestly within the team and expected that we're **upfront** with clients.

We push the boundaries

Our company started because of a lack of progress in the industry. Everything we do must be **ambitious and innovative**.

We put family first – always

We never put work before family, and our inclusive team **respects** people for who they are and what they bring to the table

What this is: A set of beliefs and principles that shape the culture and identity of your business. These define what your company **stands for** and describe how it aims to operate internally.

Where it's used:

- Employee handbook and training
- Website
- Presentations
- Hiring, evaluating and rewarding employees

Who we are

Story

For many years, progress in wireless communications technology in Australia was stagnant. The industry lacked genuine innovation.

With little investment into updating the ageing analogue terrestrial network outside of key metro areas, poor coverage and outdated physical infrastructure, there were very few options to stay connected.

During natural disasters and emergencies, these problems became even worse.

In 2015, Hypha (then Wireless Innovation) was founded to solve this problem, both in Australia and globally. Neil (our CEO) and Ray (our CTO) had seen countless disasters unfold – from fires and floods to shootings and terror attacks – where communications infrastructure was destroyed or networks collapsed from overwhelming demand.

Well-known in the industry, they set out to transform mission-critical communications for public safety by developing a technology ecosystem that didn't rely on existing infrastructure and outdated two-way systems.

Hypha thought, "Why limit communication to one mode, when we can harness mobile devices and multi-bearer networks?"

With their new technology, Hypha wanted to give first responders the power to do more – through capabilities like live streaming – while also enhancing their reliable access to critical information on the ground in real-time.

Today, that integrated Vehicle-as-a-Node (VaaN) solution, HyphaONE, is being successfully deployed across government organisations and emergency services in Australia and the United States.

What this is: A summary of how the business started and what made you enter the industry. This is your **superhero** 'origin story' and explains how your journey influenced your current position.

Where it's used:

- Employee handbook and training
- Website
- Presentations

Elevator pitch

When every second counts in an emergency, and complete situational awareness is vital, HyphaONE saves lives.

Imagine a world where every firefighter, paramedic or search and rescue team is **always** connected to high-speed internet – not just radio – no matter where they are or how unpredictable their situation is. Zero dropouts. Zero black spots.

Hypha empowers first responders and safety personnel to communicate and share critical data **anytime, anywhere**. Make life-saving decisions based on the latest intelligence – and stay safe at the same time.

It's all possible right now... with communications **unbound**.

What this is: A summary of **what** your company does at a high level and for whom. It incorporates your Vision and Mission to quickly highlight the main benefits of working with your business.

Where it's used:

- Capability statement
- Proposals
- Advertising
- Flyers
- Website
- Presentations
- Employee handbook and training

Who we are

Value proposition

Problems

Unreliable communication networks during emergencies

Nothing is more important to first responders, emergency services and public safety personnel than being able to reliably, easily and quickly share critical information.

Unfortunately, traditional communications infrastructure and technology often fail when it's needed most: during emergencies or disasters.

That simply isn't acceptable when **lives and communities are at stake**. We must never leave people on the front lines **isolated and at risk**.

Voice-only communications for emergency personnel

On-the-ground personnel have also too long relied on two-way radio technology to relay vital information back to command centres, dispatchers and other teams.

Life-saving intelligence (like geolocating, data feeds and live streaming) has always been out of reach in remote areas and dangerous situations.

Everyone along the chain needs this data to make **effective and informed decisions**. Constant **high-speed data access**, not just reliable radio, is essential today.

What this is: A **promise** of how you can change the status quo that currently isn't working. This marries the difficulties that your target audiences face with the solution you provide.

Where it's used:

- Capability statement
- Proposals
- Advertising
- Flyers
- Website
- Presentations
- Employee handbook and training

Who we are

Value proposition

Solution

Hypha transforms first responder and public safety vehicles into powerful and mobile network hubs, giving front-line personnel access to voice and high-speed data **anytime and anywhere.**

Connect any mobile device or internet-enabled equipment to a Hypha-empowered vehicle or mobile box to share critical information using more than just radio.

- ✓ Leverage the power of **Starlink satellites and 4G/5G** to stay linked to crucial resources – beyond the bounds of traditional fixed infrastructure.
- ✓ Integrate the tools, systems and channels you already use – including P25 or DMR radios and MDTs – into a **single multi-bearer hub** with seamless switching.
- ✓ Incorporate biometrics, aerial camera systems, geolocators and other sensors to **share real-time data** – its situational awareness like never before.
- ✓ Connect your preferred devices and apps to your vehicle's node, like you would for **any Wi-Fi network** – with safe and secure end-to-end encryption.

What this means for...

Government organisations

You can dramatically improve the capabilities of your emergency services, for a smaller investment than upgrading costly fixed infrastructure.

Front-line personnel

You never have to worry about communication or connectivity issues in the field again. With Hypha at your side, you're always online no matter what.

Communities and the general public

You can feel safer knowing that first responders are connected and able to relay critical information on the situation for you to act upon.

Who we are

Company description

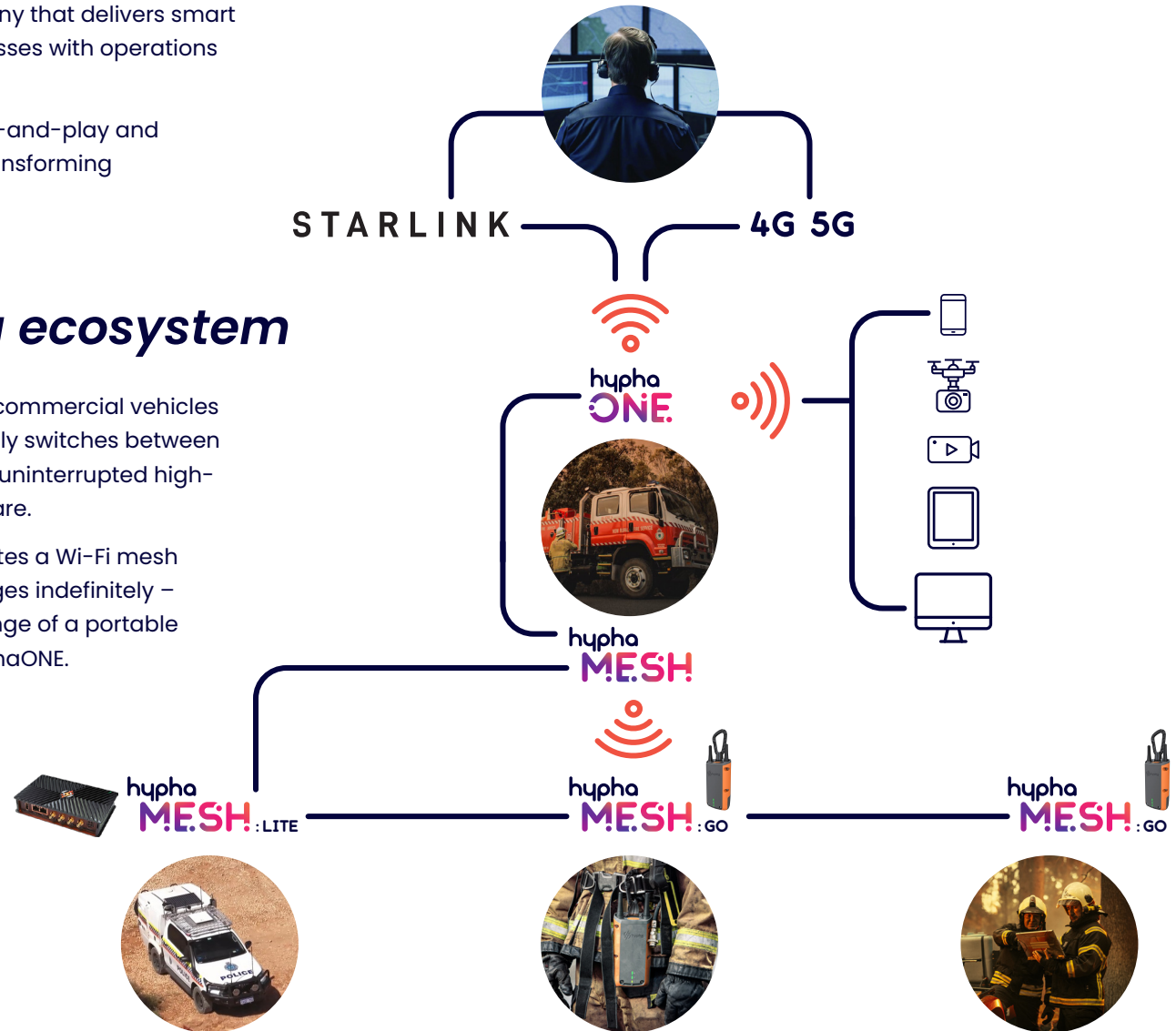
Hypha is an Australian mission-critical communications company that delivers smart connectivity for frontline public safety organisations and businesses with operations in remote areas.

As a Starlink Authorised Reseller and Integrator, it develops plug-and-play and bespoke communications solutions that are saving lives and transforming businesses around the world.

Product description – *Hypha ecosystem*

HyphaONE is a mobile network hub installed in emergency and commercial vehicles that eliminates dependence on traditional networks. It seamlessly switches between Starlink satellite and 4G/5G connections to provide reliable and uninterrupted high-speed internet for on-the-ground teams no matter where they are.

HyphaONE works best when paired with HyphaMESH, which creates a Wi-Fi mesh 'bubble' that can extend connectivity and communications ranges indefinitely – underground and undercover. As long as your team is within range of a portable mesh node, their connection can 'breadcrumb' back to the HyphaONE.



Who we are

How the Hypha works

HyphaONE integrates with Starlink satellite, 4G/5G cellular and traditional land mobile radio network connectivity into one device – with smart switching between each technology to ensure that coverage is never, ever lost.

- ✓ No reliance on the bounds of existing networks.
- ✓ No additional infrastructure needed.

HyphaMESH creates an IP-transparent COFDM mesh network based at your vehicle (or mobile box), extending out connectivity and allowing you to pair any Wi-Fi or Bluetooth device – including your phone. Leverage a constant connection to high-speed data to transmit more than just voice.

- ✓ No compatibility issues.
- ✓ No additional equipment required.

What this is: An **explanation** of what you offer to the market in a little more detail. Once you have talked about the ‘big picture’, this is where you show what your product is capable of.

Where it’s used:

- Capability statement
- Proposals
- Advertising
- Flyers
- Website
- Presentations
- Employee handbook and training

Supporting Hypha devices

Hypha also supplies devices that enhance on-the-ground information gathering and transmission capabilities.

HyphaMESH nodes

HyphaMESH:Lite, Go and Talk are portable or easy-to-install fixed mesh nodes that allow teams to stay connected outside coverage areas and away from your network hub.

Each device ‘piggybacks’ off another within the self-forming and self-healing network, so your team’s communications never drop out.

Fotokite

A vehicle-integrated autonomous drone and camera system that enhances situational awareness with aerial scene overviews up to 45 metres.

On-the-ground teams can launch Fotokite in seconds, with minimal training and at the push of a button – while video streaming the contents back to operations via HyphaONE.

Brand identity

Outlaw – “You don’t have to settle for the status quo; demand more”

Hypha is singular. It has no competitor on its level. Nobody else is transforming mission-critical communications with the same ingenuity and drive.

This isn’t an “alternative”. it’s the only way forward!

While many businesses claim to ‘challenge the status quo’, Hypha truly is doing it – by upending legacy systems that are not fit for purpose, correcting decades of technology lag and injecting new ideas into a stagnated industry.

Brand personality

Hypha is comprised of communications, technology and public safety experts who want to use their knowledge to empower people on the ground to do their jobs safely and save lives.

The brand must always present as:

- ✓ **Inventive and forward-thinking** to align with its position as an industry disruptor who is making critical changes.
- ✓ **Outcome-orientated** to highlight that it’s focused on the meaningful impact of its technology, not just selling a product.
- ✓ **Trusted and proven** to show that its solution works practically for the most important organisations.

Brand voice

Hypha works primarily with governments, and its target audiences are high-level decision-makers. It must be serious about the limits of traditional communications, while also offering a positive and genuine solution.

Reflect this with a voice that’s:

Ambitious, daring, revolutionary

This is a team that’s disruptive and innovative, and a company that wants to do things differently.

Contemporary, bold, youthful

This is a brand that’s trying to put new ideas out into the world, in an industry that’s been stuck in the past.

Reliable, technical, accessible

This is fundamentally a technological solution, but it must be easy to grasp both how it works and the benefits.

Confident, tough, sophisticated

This is product must always work, no matter what. The end user should feel that the company stands behind it.

#2

Our logo



Our logo

Lock-up & icon

Hypha has two logos; the lock-up and the icon. These have been created to provide flexibility when designing to specific formats and mediums.

1. Hypha Lock-up (Primary)

- Spells out who we are; designed to be seen and read.
- This is the preferred logo orientation to be used across all communications.

2. Hypha icon (Secondary)

- Carefully crafted, the icon sets the basis of our graphic language.
- This logo icon should only be used in environments where the brand name has already been overtly established or is present elsewhere.

1



2



Our logo

Clearspace

Preserving the space surrounding the Hypha logo is important.

The logo requires a minimum of surrounding clear space to separate it from other graphic elements and maintain visual impact.

As the diagram indicates, the margin of clear space is measured by the height and width of the letter a.



Minimum size

To make sure our logo is always visible we've determined a minimum display size of 20mm wide.

20mm



Our logo

Colour options

Typically, our logo should be presented in full colour against a white background.

Some applications, for example apparel or brand collateral designs, may make use of our Space Blue as a background colour. In this case, the logo may be used in the inverse form.

The same rules apply when using the icon-only version.



Our logo

Incorrect usage

These examples show some of the treatments that must be avoided when using our logo.

Ensure that you have the correct logo files or artwork and that it is not altered or treated in any way.

* Motion graphics and other specific circumstances may allow the lock-up to be placed onto moving images. Please contact the brand team for approval.



Don't change the position of the logo



Don't stretch the logo



Don't rotate the logo



Don't use effects such as dropshadow



Don't alter the size of the icon



Only use specified colours

#3

Our colours



Our colours

Primary palette

Colour is a powerful means of identification. Consistent use of our primary colour will build visibility and recognition for our brand.

Our primary colour signature colour is Satellite Navy. It conveys confidence, power and authority.

Lighter tints are also allowed but the logotype may only be used with 100% tint.

Satellite Navy R: 4 G: 4 B: 61 HEX: 04043d C: 100 M: 94 Y: 40 K: 56 PMS: NA	
80%	#363661
60%	#686888
40%	#9b9bb0
20%	#cdcdd7

Our colours

Secondary palette

Our secondary colour palette is to be used sparingly to complement our primary colour. These colours can be used for highlights, callouts and infographics but are not to overshadow our primary palette.

Rescue Red R: 212 G: 50 B: 61 HEX: d4323d C: 10 M: 91 Y: 72 K: 2 PMS: NA	
80%	#ce6961
60%	#d99084
40%	#e6b7ac
20%	#f3dcd6

Front Line Orange R: 233 G: 71 B: 54 HEX: e94736 C: M: 83 Y: 78 K: 0 PMS: NA	
80%	#de7a61
60%	#e79e86
40%	#efc0ae
20%	#f7e1d6

Fusion Orange R: 236 G: 102 B: 54 HEX: ec6636 C: 0 M: 70 Y: 81 K: 0 PMS: NA	
80%	#e38f65
60%	#ebad8a
40%	#f2cab1
20%	#f9e5d8

For Text R: 100 G: 99 B: 99 HEX: 636362 C: 0 M: 0 Y: 0 K: 75 PMS: NA

Nexus Purple R: 114 G: 52 B: 139 HEX: 72348b C: 68 M: 90 Y: 0 K: 0 PMS: NA	
80%	#855d9d
60%	#a084b6
40%	#bfadd1
20%	#ded6e9

Cloud Blue R: 41 G: 90 B: 187 HEX: 295abb C: 87 M: 65 Y: 0 K: 0 PMS: NA	
80%	#5c7ac3
60%	#849bd2
40%	#adbce0
20%	#d6def0

Mission Green R: 63 G: 182 B: 142 HEX: 3fb68e C: 70 M: 0 Y: 55 K: 0 PMS: NA	
80%	#7dc2a6
60%	#9cd1bc
40%	#bce0d3
20%	#ddf0e9

#4

Typography



Typography

Primary typeface

Our primary typeface is Poppins, a clean cut, highly legible sans serif font that allows us to communicate cleanly and clearly. With the many different weight styles, it is flexible enough to be used for headings and long or short copy.

As this is a Fontshare font, it can be used in both digital and print collateral.

Download here

www.fontshare.com/fonts/poppins

Aptos is our substitute font for when Poppins can't be used – e.g. emails and email signature.

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?!+&*%#><

Light
Regular
Medium
Bold
Black

Typography

Secondary typeface

Our secondary typeface is Modulus Pro, a rounded typeface to compliment our brand in **design only**.

Important:

- Only use uppercase.
- Only to be used for headings or subheadings, numbers or accent.

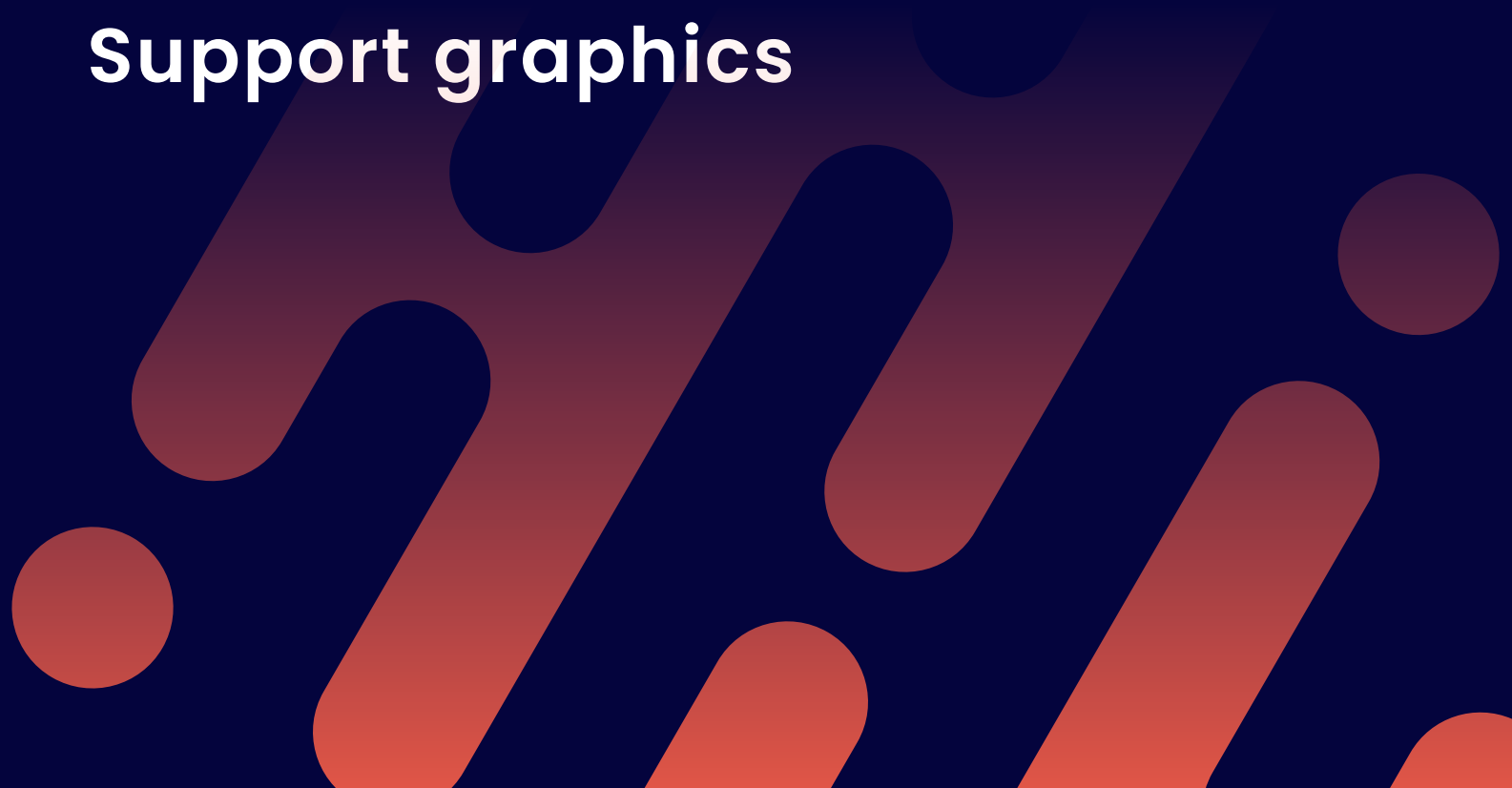
MODULUS PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LIGHT
REGULAR
MEDIUM
SEMI BOLD
BOLD
BLACK

#5

Support graphics



Support graphics

Patterns & bran icon graphic





+61 7 2000 4111 | info@hypha.world | 36 Fienta Place, Darra, QLD 4076

hypha.world