

designbees.

BRAND STYLE GUIDE

2024



moodboard

Our moodboard is a representation of our brand vibe. The feeling conveyed by the imagery, the colours and the subject matter of the photos themselves. All combined together provides a snapshot view of the emotion our brand should evoke, the message it should convey across every touch point.



designbees.

primary logo

Our primary logo is the main logo that should be used in application for all brand collateral. The primary logo speaks for our brand and how people will recognize and remember our brand. It may be used in any of the colour variants as shown above and as provided in our brand suite.

The secondary logo consists of the words "design" and "bees!" stacked vertically. "design" is in a dark olive green color and "bees!" is in a bright yellow color. The font is a rounded, sans-serif typeface. The dot on the exclamation point is a small, dark olive green diamond shape.

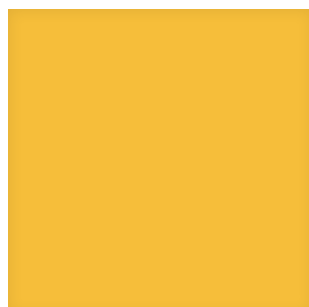
secondary logo

Our secondary logo is a variant for use when the space allocated for our brand presence isn't conducive to the primary iteration. It may be used in any of the colour variants as shown above and as provided in our brand suite.



our brand icons

This mark is our brand icon. It may be used as a complementary element to convey our brand presence. The brand icon must never be used in isolation to represent our brand and can only be used in the second instance following on after the primary mark has appeared. It may be used in any of the colour variants as shown above and as provided in our brand suite.

**HONEY**

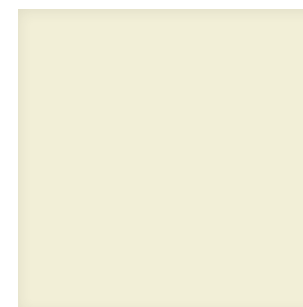
C3 M26 Y89 K0
R246 G190 B58
#F6BE3A

**DARK GREEN**

C36 M36 Y70 K5
R164 G146 B98
#A49262

**BLACK**

C10 M10 Y10 K100
R0 G0 B0
#000000

**NEUTRAL**

C4 M3 Y17 K0
R242 G239 B215
#F2EFD7

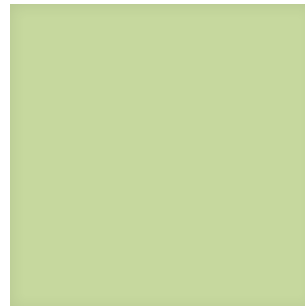
our primary palette

When a brand repeatedly markets with the same colours, it strengthens their brand awareness. Consistent use of colour provides a common link between brands and products. Our signature colours are the core of our brand identity. For all digital applications, use only the screen formulations indicated here. For print, please refer to the CMYK breakdowns.



LAVENDER

C16 M23 Y0 K0
R210 G194 B223
#D2C2DF



APPLE

C24 M4 Y47 K0
R198 G217 B157
#C6D99D



AQUA

C38 M6 Y23 K0
R158 G203 B198
#9ECBC6

our supporting palette

When a brand repeatedly markets with the same colours, it strengthens their brand awareness. Consistent use of colour provides a common link between brands and products. Our signature colours are the core of our brand identity. For all digital applications, use only the screen formulations indicated here. For print, please refer to the CMYK breakdowns.

QUESTRIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

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our signature font family

Our signature font works to maintain consistency, create clarity and provide equity to our brand. It is important to adhere to the typographic hierarchy specified in this document to help achieve consistency across our brand.



universal social media icons

Our logos are provided in a few colour variations for use across the various social media platforms.

thank you

Thanks for taking the time to read through these style guidelines. It's important to us that the styles we have developed for our clients brands are adhered to across every touchpoint and in every communication.