BUZZIN'
bees

BRANDING PACKAGE

ASSETS

PURPOSE

In order to ensure cohesive and refined branding and designs throughout the project, we have generated specific sets of assets as well as guidelines for use of our designated brand colors, fonts, and logos in further asset development. This will assist us in communicating with the public, as we will be recognizable, and allow us to hold our design standards to a higher, more consistent quality.

LOGO

Our logo options can be seen to the right hand side in Figures 2 and 3. In these samples, spacing guidelines are indicated with the red lines present and these guidelines should be followed when in use. All available logo options are to be provided in vector format to ensure clear, unpixelated resizing.

Our larger logo (Figure 2) has a different tilt on the hexagon. It is intended for use in larger products, such as marketing posters, documentation title pages, and social media. Our small logo (Figure 3) features a hexagon pointing upright and is intended for use in stationary branding, documentation headers and footers, and on the physical product.

Logos presented with a darker backdrop are to be used on lighter background colors only, while logos with a lighter backdrop are to be used on darker background colors only.

Figure 2. The large Buzzin' Bees logo.

Figure 3. The small Buzzin' Bees logo.

COLOUR

For branding, we have both a primary color palette (Figure 4) and a secondary color palette (Figure 5). Our primary palette colors will appear in all designs and materials and is used for brand identification purposes. However, in certain situations, it is necessary to use similar colors outside of our primary palette for enhanced visual impact and balance. When this is necessary, only colors from our secondary palette should be used in conjunction with our primary palette.
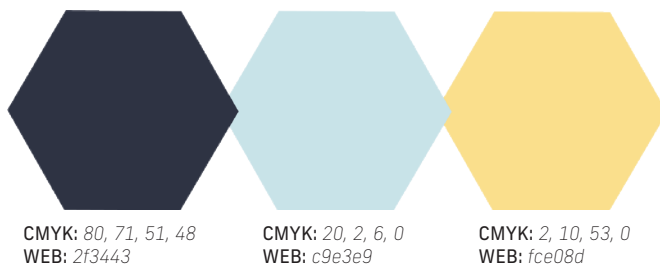
CMYK: *80, 71, 51, 48*
WEB: *2f3443*

CMYK: *20, 2, 6, 0*
WEB: *c9e3e9*

CMYK: *2, 10, 53, 0*
WEB: *fce08d*

Figure 4. The Buzzin' Bees primary colour palette.

CMYK: *15, 32, 100, 0*
WEB: *dbaa27*

CMYK: *45, 27, 29, 0*
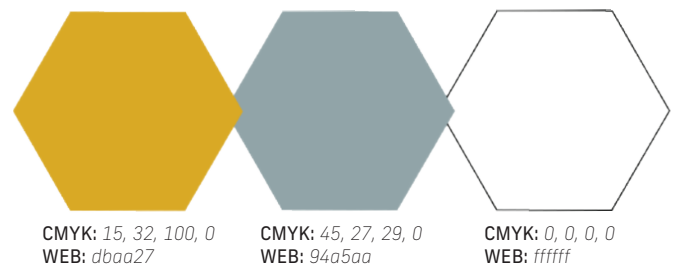WEB: *94a5aa*

CMYK: *0, 0, 0, 0*
WEB: *ffffff*

Figure 5. The Buzzin' Bees secondary colour palette.

TYPOGRAPHY

Atrament [7] and New Frank [8] are the two official Buzzin' Bees fonts (Figures 6 and 7). The font colours are both primary and secondary colours, with specific colors used based on the background color of the material. In the case of a lighter background color, our darker colors will be used. In the case of a darker background color, our lighter colors will be used. This is to ensure contrast and readability.

ATRAMENT LIGHT
ATRAMENT REGULAR
ATRAMENT SEMIBOLD
ATRAMENT BOLD

Frank New Light
Frank New Light Italic
Frank New Regular
Frank New Regular Italic
Frank New Medium
Frank New Medium Italic

Figure 6. A samples of the Atrament font.

Figure 7. A samples of the Frank New font.

Atrament will be primarily used for headers and title pages. It is to be used in capital letters with letter spacing of 50 points. This is for visual and aesthetic purposes. The use of capital letters allows for a bolder appearance, while the spacing allows for improved readability.

New Frank will primarily be used for body text and paragraphs for legibility and aesthetic purposes.

SHAPES & ICONS

The Buzzin' Bees main distinguishing attributes are bee icons and honeycombs. The bee reflects nature and a more organic approach. Bees follow a path to discover a new destination. They represent community, brightness and personal power. Ancient Druids saw the bee as symbolizing the sun, the Goddess, celebration and community [9]. The honeycomb is more representative of simplicity and is more geometric. It represents environmental protection, hard work, and the cooperation that exists inside the group.

From both a metaphoric and an aesthetic standpoint, the bee and honeycomb encompassed all that our company is.

SAMPLE

The sample is to showcase all the elements identified in the branding standards and how they can be applied to any design concepts, while keeping the brand integrated. Note the importance of these standards do not limit the flexibility of communicating various content with different tones and messages.

STATIONERY

Figure 8. The Buzzin' Bees primary colour palette.