



Brand Kit

Guidelines for logo usage
and branding



Logo

The Bee, comprised of Belles in Economics' initials "BiE", sends a welcoming message.



2x

10x

2x

All variants of the logo must have sufficient whitespace surrounding them. In this example the logo itself is 500px (10 x 50px) tall, which means the surrounding space should be 100px (2 x 50px).

Logo Variations



Belles
in Economics



Belles
in Economics



Belles
in Economics



Belles
in Economics



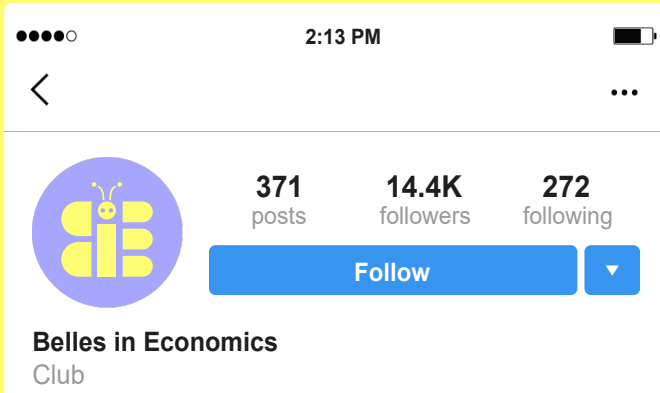
Only use the supplied logo variations. Do not modify the logos in any way.

Do not stretch or distort the logo's proportions.

Special Logo Variations



Avatar



Use the avatar variation when the logo has to be constrained in a circle.

Example use cases:
instagram profile picture,
Belle Tower entry, favicon

Color Palette



Typography

Poppins available for free at <https://fonts.google.com/specimen/Poppins>

Regular

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Italic

*Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

Light

Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Bold

**Aa Bb Cc Dd Ee Ff Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Concept and designs by Mark Fischer, Jr
Created for Belles in Economics

flyingfischy@gmail.com