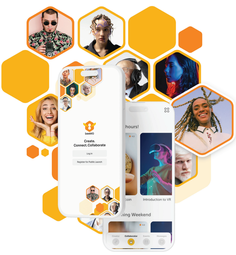
The design of BeeMG

BeeMyGuest, a brand new platform, is about to enter the global social media industry. Beemg aims to establish connections between global population and innovators across all industries. Anything could qualify art, music, sculpting in clay, the launch of a new product, etc.

Furthermore, it enables the general public to register as collaborators, establish connections with like-minded individuals, and perhaps generate content as a consequence of those exchanges.



The brief was to assist in the complete brand design.
It was determined that the following keywords would be crucial to the design language.

Colorful **Minimal** **Ease-of-use**

It was time to communicate the requirements for design that would be required to launch the brand where the brand language was finalized. The portions that were created in the indicated sequence are listed below.

Logo design
UI UX design
Iconography

Logo design

BeeMG

idea

The logo's basic concept was quite straightforward. The term "BeeMG," which stands for "Be My Guest," was given to the brand. Because the cues are a symbol of the bees, congregating in the "Hive" (the platform itself), the letter "be" has been spelled as "bee."

execution

Bee
representing the users

Naturally, adding the bee to the design was the first step. However, it must stand out since it is the initial component of the logo and the hexagon form that closely resembles its hive foundation for both the purpose and the logo was finalized. Hexagon, since it resembles a beehive when put together.

+

Honeycomb
representing the platform where they gather

The hexagon form is the foundation for both the purpose and the logo was finalized. The plan was to construct an a single hexagon rather than several dispersed ones. I therefore piled hexagons on top of one another, with the top ones standing in for the bee's body.

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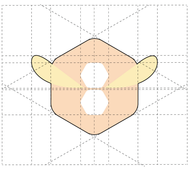


the illusion of symmetry

variations + uses

BeeMG

Primary

THIS logo is it. When branding and representing BeeMG to the market, it will be prominently displayed.

BeeMG

Secondary

The logo represents the primary logo's horizontal variation. In locations with only horizontal spaces, it will be put to use.

BeeMG

Alternate

The logo that I like to call "text." This logo will appear in between any mention of BeeMG in the text.

Icon

The symbol. Naturally, the desktop and mobile application icons will be the first places this is used. Apart from that, it will also serve as the favicon.

on different colors

Typeface

The design and typography were intended to have a similar language. It was to be sans serif, elegant, and contemporary all at once.

Sora seemed like the ideal candidate in light of these requirements. Three font weights within the font family were chosen.

Sora family

thin

regular

bold

Colors

Primary

yellow #FDC20F

orange #F6851F

black #231F20

BeeMG

Secondary

dark orange-ish gray #4E4B45

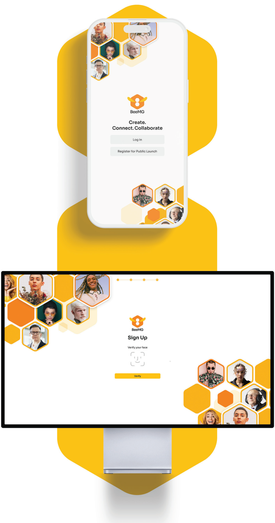
dark gray #E9E9E9

light gray #EFEFEF

UI UX design

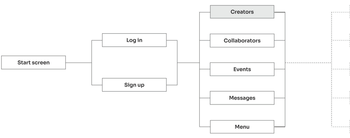
It was time to start from scratch with the UI and UX design of the application after developing the brand identity. This necessitated creating the user flow using the modules and brief provided by the client. Because the typography and color selections were made during the creation of the brand identity, I designed the application after the client's greenlit it. Additionally, unique minimalist icons were included in the layout.

Before deciding on the design that was on display, several iterations were completed over the course of ten months.



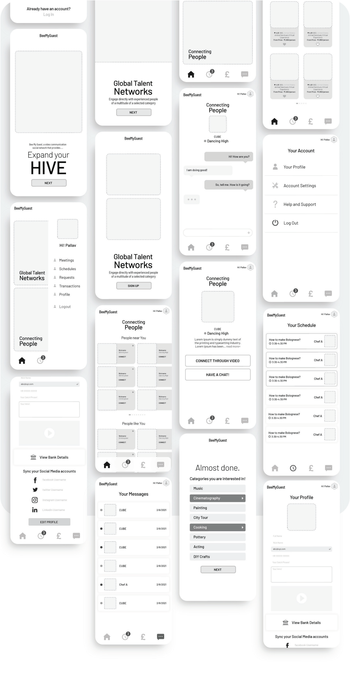
the userflow

Creating the user flow from the provided modules was the first step. Before going on to the wireframe phase, this would provide an idea for a more lucid UX mapping.



the wireframe

After finishing the user flow, the next step was to draft a wireframe that would serve as a UX map before moving on to the design. At this point, I had to determine how much a user-friendly this app can be could be

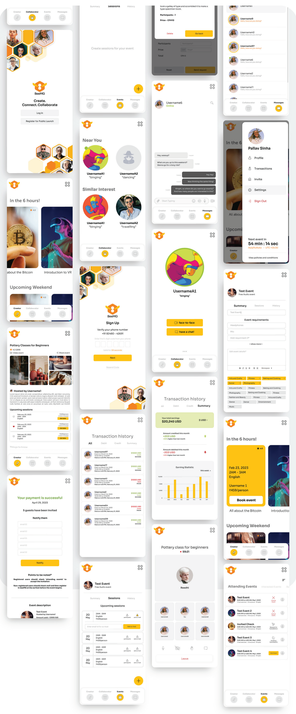


the design

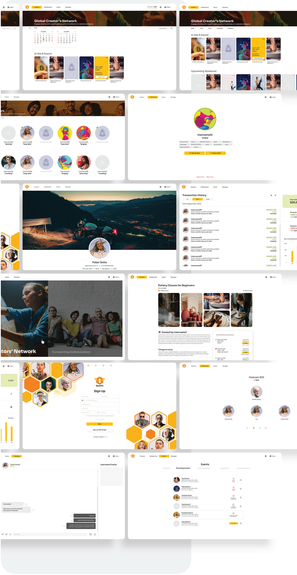
It was time to give the application a skin since the wireframe and user behavior had been mapped. The UI for BeeMS was meticulously designed, with consideration given to the thickness and size of the typeface and icons, button placement, and text positioning.

It was created for the web and mobile devices alike.

mobile application



web application



Iconography

Clean Minimalist and Functional

When I first started designing the icons, these were the keywords that were on my mind. Based on their appearance and location within the application, they are divided into 5 sets, each having a different thickness.

app drawer

not selected selected

other icons

set 1
thinner lines

set 2
thin lines

set 3
thick lines

set 4
thicker lines

set 5
blocks

thank you!