Honey

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Honey Brand Identity

(Design Standards &
Graphic Assets)

Logo

Full Logo

The Honey logo is made up of a hexagonal logomark and sans serif logotype. The logomark takes inspiration from nature's honeycomb, and is split in two by a wave that represents the financial markets. The top half of the logomark is coloured gold to represent honey. The logotype is simple, and looks professional and clean.

Alternate Marks

For use on light backgrounds

For use on dark backgrounds

For use on dark backgrounds

Color Palette

White

R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HEX # FFFFFF

Light Gray

R 229 G 229 B 229
C 9 M 6 Y 7 K 0
HEX # E5E5E5

Black

R 17 G 17 B 17
C 73 M 67 Y 66 K 83
HEX # 111111

Orange
R 231 G 139 B 0
C 7 M 53 Y 100 K 0
HEX # E78B00

Gold

R 231 G 180 B 0
C 10 M 29 Y 100 K 0
HEX # E7B400

Gold

R 231 G 180 B 0
C 10 M 29 Y 100 K 0
HEX # E7B400

Typography

Scandia

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Red Hat Mono

Red Hat Mono

Scandia

Scandia is a clean geometric typeface, and is available in many weights and widths - making it a very versatile family of fonts. Use Scandia primarily for headlines, subheadings and body text.

Red Hat

Red Hat is a tech-inspired geometric sans- serif with humanist touches. This unique combination of elements gives it plenty of quirk and character while also maintaining a smart and professional tone.

Our Mission Statement

NFT lending and staking

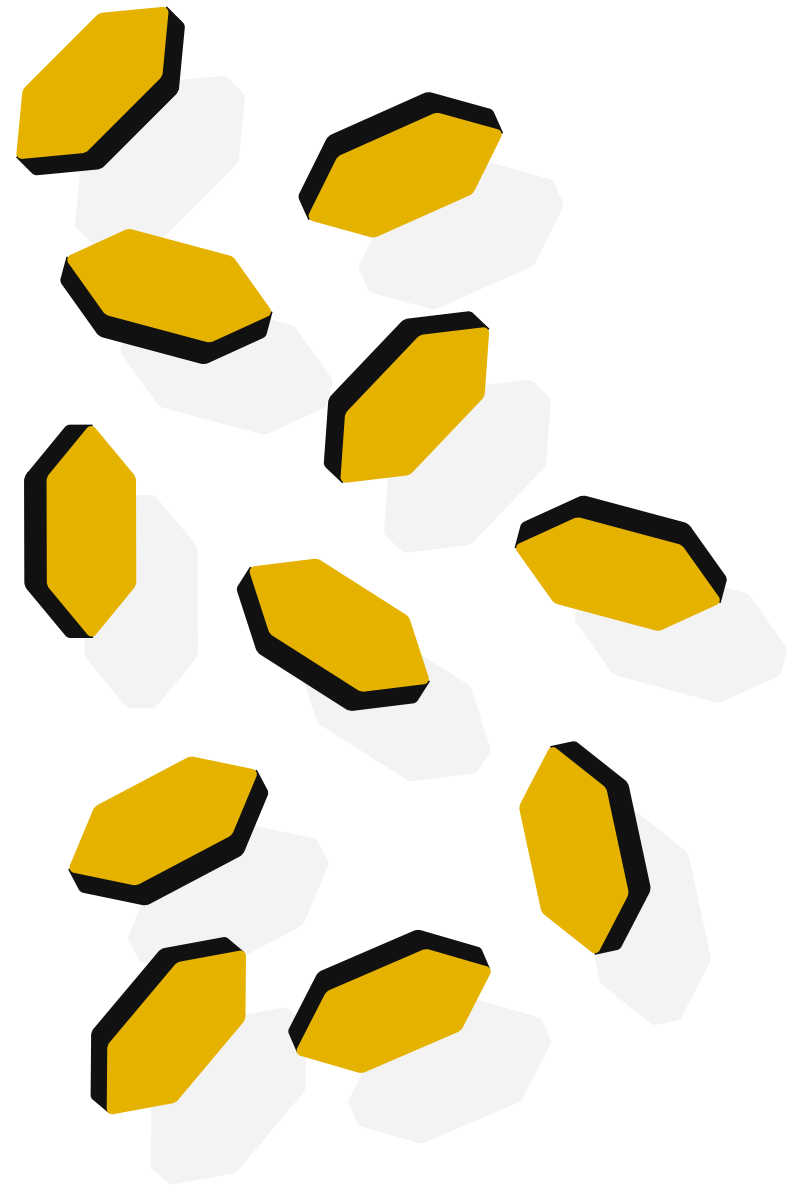Honey's mission is to empower NFT users with simple financial tools.

Our team is driven to help build this vision of an NFT / metaverse ecosystem that can on-board the next billion users into DeFi.

Our team is dedicated to building open and transparent financial primitives, previously inaccessible to NFT holders. We built this protocol because we believe in the ability for NFTs to bring crypto to the masses, and with it, all the benefits of decentralised finance.

The idea of obtaining yield on NFTs sitting in your wallet is a simple yet powerful demonstration of what can be accomplished in DeFi.
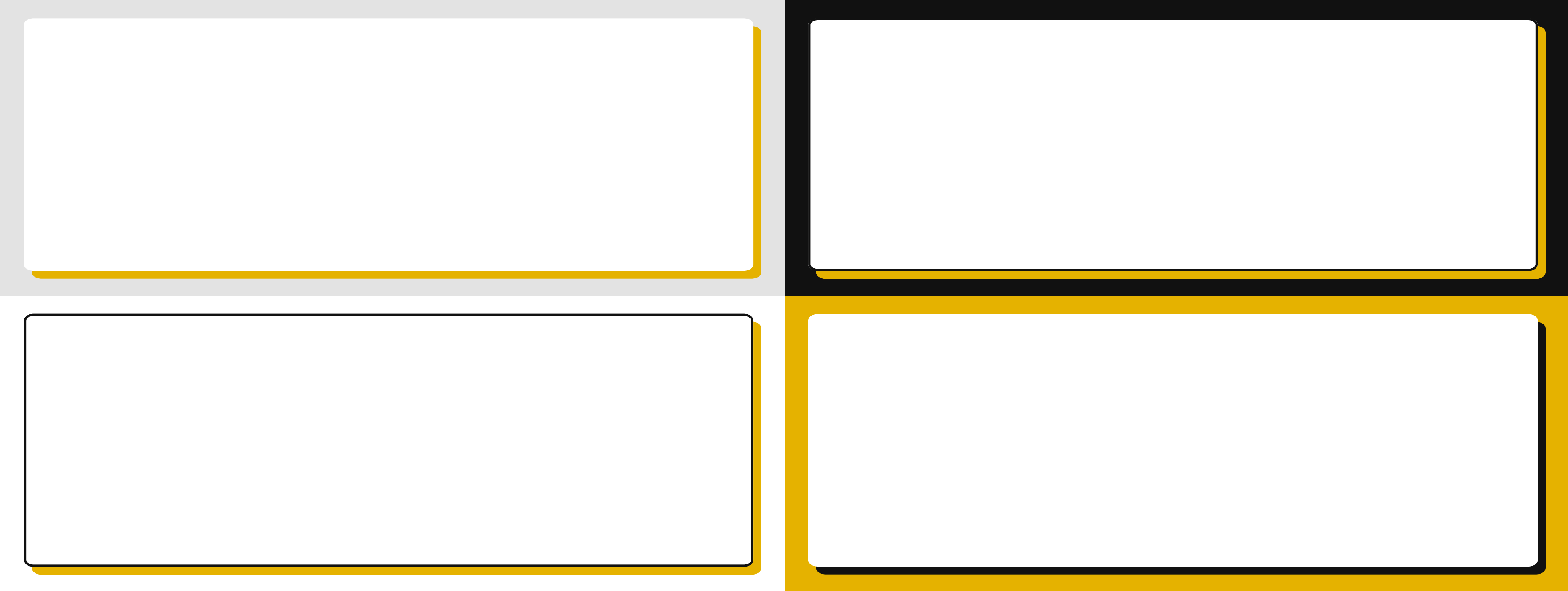
Graphics

The coin graphic takes inspiration from the hexagon imagery of the main logo. When given depth, the hexagon resembles a coin, which represents the financial aspect of Honey's mission. This is a versatile graphic that can be used on its own, or multiplied to created a falling coin effect.
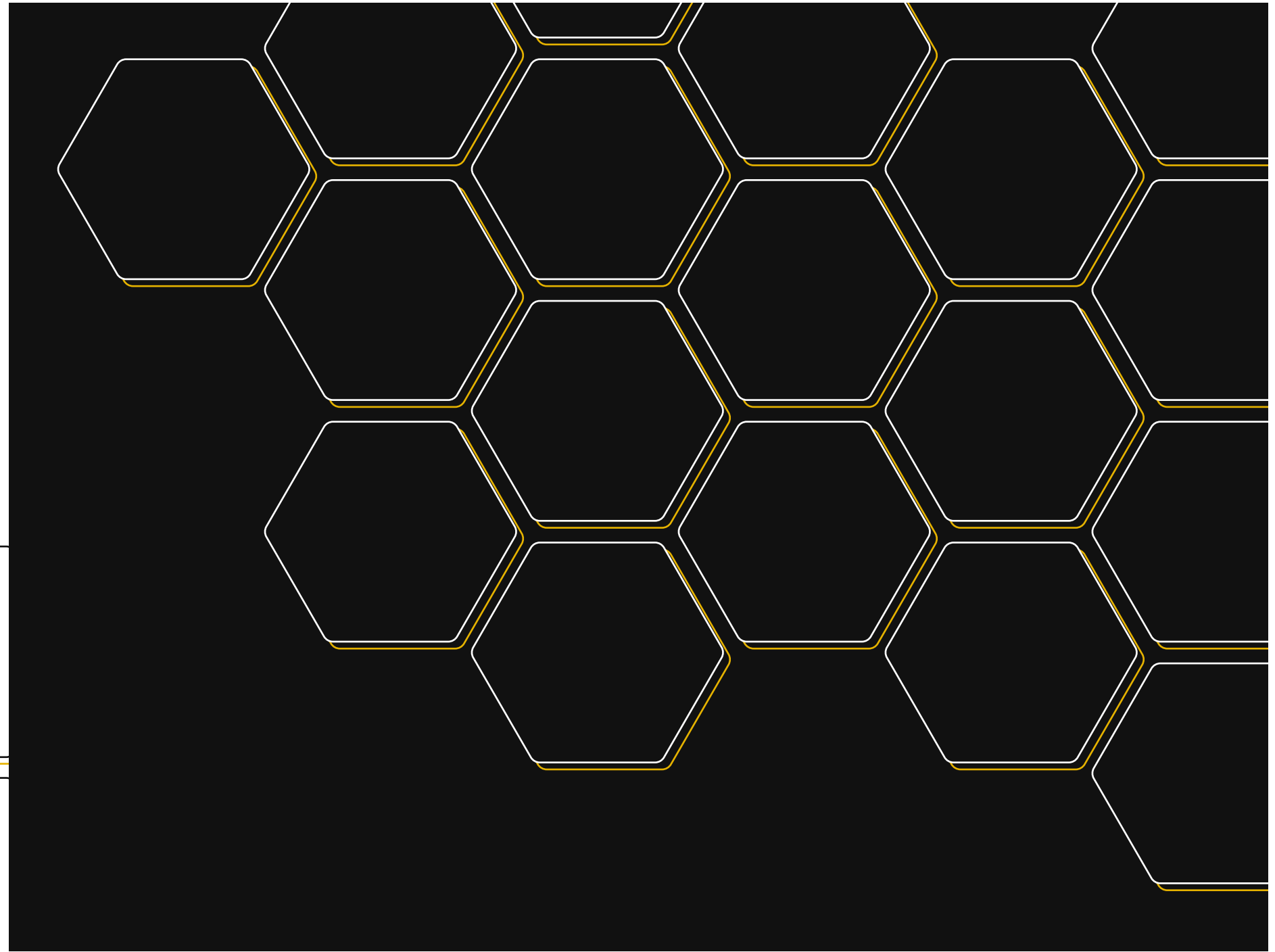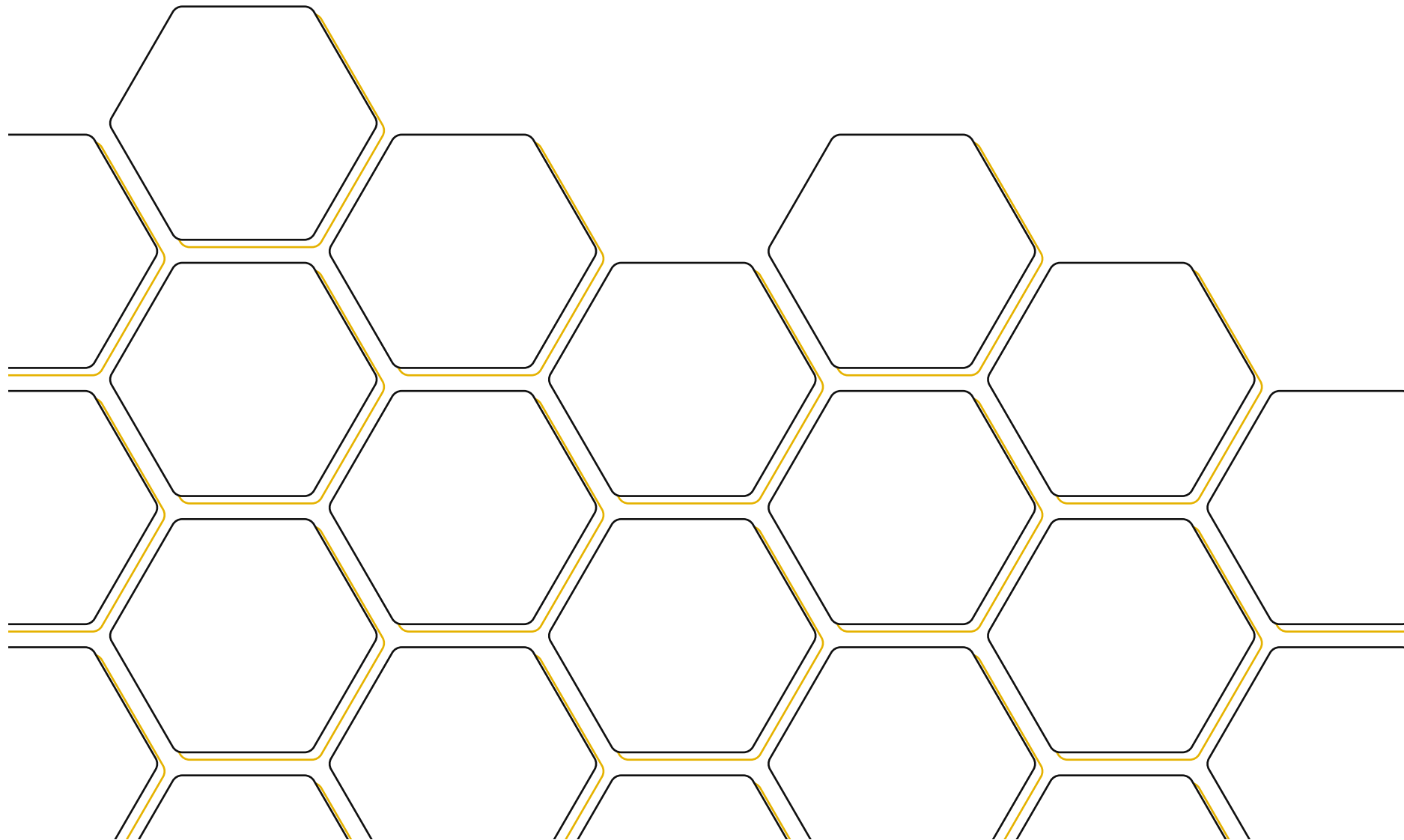
Graphics

The box graphic is another versatile brand element, and can be used to frame either graphics, patterns, text, or a combo of all, in a container. Similar to the honeycomb, the box has depth that you can recreate simply by adding a colored drop shadow - just ensure there's no blur applied to the shadow.

Patterns

The honeycomb pattern borrows from the ever-present hexagon shape, and is the final element of the Honey brand. Honeycombs provide structure to beehives, and so this pattern has been designed to draw parallels to Honey's role in financial infrastructure. This graphic can take up as little or as much space as you need, and it's subtle enough that it doesn't draw the eye away from any actual content. It has another gold honeycomb pattern underneath, which is consistent with the depth aesthetic applied to the rest of the brand.

Sample Applications