

Buzzy — Brand Guide (v1)



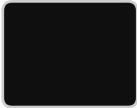
Colors



Primary Yellow #FFC107



Primary Orange #FF9800



Dark BG #0F0F0F



White #FFFFFF

Typography

Primary: Poppins SemiBold (wordmark), Poppins Regular (UI/Body)

This PDF renders with a generic sans-serif as a placeholder. Replace with Poppins in your design tools.

Usage

- Use the icon alone for app icons and avatars; do not place text inside the app icon.
- For marketing, use horizontal or stacked lockups provided (SVG/PNG).
- Maintain clearspace: at least the height of the 'B' around the logo.
- Do not add shadows, rings, or 3D effects to the glyph (flat aesthetic).
- Use dark variants on dark backgrounds (white glyph/wordmark).