

[LOGOS](#)[COLOR](#)[TYPE](#)[RULES](#)[VOICE](#)[DOWNLOAD KIT](#)

BRAND GUIDE

Put Our Name on Something. **Do It Right.**

Every BeeGraphix logo, color and font in one place, plus the few rules that keep it looking like us. Grab what you need.

[DOWNLOAD THE FULL KIT](#)[BROWSE LOGOS](#)

01 · LOGOS

THE LOGO

The hex mark plus the wordmark. "Bee" is always gold. Every version comes as an SVG for web and print, and a transparent PNG for Office, Canva and social. Never retype the wordmark.

Primary (Stacked)

The default. Covers, packaging, square avatars, signage, apparel.



Horizontal

Headers, email banners, letterhead, anywhere height is tight.





.com gold · for dark [SVG](#) [PNG](#)



.com white · for dark [SVG](#) [PNG](#)



.com gold · for light [SVG](#) [PNG](#)



.com black · for light [SVG](#) [PNG](#)

Hex Mark

Favicons, app icons, small avatars. Only where the full logo appears nearby.



Gold · for dark [SVG](#) [PNG](#)



White [SVG](#) [PNG](#)



Gold · for light [SVG](#) [PNG](#)



Black [SVG](#) [PNG](#)

BGx Prints Roundel

A seal for print and production pieces: packaging, transfer sheets, hang tags. Never locked up with the BeeGraphix logo.



White ring · dark [SVG](#) [PNG](#)



Gold ring · dark [SVG](#) [PNG](#)



Color ring · dark [SVG](#) [PNG](#)



Black ring · light [SVG](#) [PNG](#)



Gold ring · light

SVG

PNG



Color ring · light

SVG

PNG

02 · COLOR

GOLD AND BLACK

Gold is the spark. Hive black does the heavy lifting. White gives it room. Click any value to copy it.

Bee Gold

HEX	<u>#F9B023</u>
RGB	<u>249 176 35</u>
CMYK	<u>0 31 89 0</u>
Pantone	<u>130 C</u>

Honey

HEX	<u>#FCC94D</u>
RGB	<u>252 201 77</u>

Hive Black

HEX	<u>#231F20</u>
RGB	<u>35 31 32</u>
CMYK	<u>75 68 67 90</u>

Solid Black

HEX	<u>#000000</u>
RGB	<u>0 0 0</u>
CMYK	<u>0 0 0 100</u>
Pantone	<u>Black C</u>

White

HEX	<u>#FFFFFF</u>
RGB	<u>255 255 255</u>
CMYK	<u>0 0 0 0</u>

BLACK ON GOLD

Text on gold is always black.

Hive #231F20 on gold passes contrast at 8.7:1. White on gold does not.

GOLD ON BLACK

Gold text only on black.

Gold type on white is too faint to read (1.9:1). On light pages, use gold as a bar, shape or underline instead.

GOLD AS A HIGHLIGHT

On white, gold underlines.

Keep the words black and let gold sit behind them.

03 · TYPOGRAPHY

COOPER HEWITT

One family for everything that isn't the logo: web, print, decks, email and graphics. It's free under the SIL Open Font License.

Aa Bb

Light 300. Custom gear that gets noticed.

Book 400. Custom gear that gets noticed.

Semibold 600. Custom gear that gets noticed.

Bold 700. Custom gear that gets noticed.

DOWNLOAD COOPER HEWITT

Display

72 / 48px Bold

SECTION TITLE

36px Bold, caps

Heading

32 / 24 / 18px

Lead paragraph

20px Light

Body copy for paragraphs.

16px Book

BUTTON LABEL

14px Bold, caps

Libel Suit is the logo's typeface and lives only inside the logo artwork. Don't set headlines or copy in it. Where Cooper Hewitt isn't installed (Word, Outlook), fall back to Helvetica Neue, then Helvetica.

04 · LOGO RULES

GIVE IT ROOM

Clear space on every side equals the height of the "B" in the wordmark. Nothing goes inside that space.



Don't

- × Stretch, skew, rotate or outline the logo
- × Recolor it outside gold, black and white
- × Swap the colors of "Bee" and "Graphix," or set both in gold

Minimum Sizes

- ✓ Horizontal logo: 120px on screen, 1.25 in. in print
- ✓ Stacked logo: 72px on screen, 0.75 in. in print
- ✓ Hex mark: 16px on screen, 0.25 in. in print

- ✗ Put the gold two-tone logo on a gold background (use the black version)
- ✗ Rearrange the hex mark and wordmark into a new lockup
- ✗ Add shadows, glows, bevels or gradients
- ✗ Place it on a busy photo without a solid black band behind it
- ✗ Retype "BeeGraphix" in any font

05 · NAME & VOICE

HOW WE SOUND

Like the coach who returns your call the same day. Direct, specific, a little fired up.

- ✓ Write it **BeeGraphix**: one word, capital B and G
- ✓ Short sentences, mixed with a longer one that carries the detail
- ✓ Real numbers over slogans: "85 participants raised \$25,016"
- ✓ Talk to one person: your team, your store, your gear

- ✗ "Bee Graphix," "Beegraphix" or "BG"
- ✗ Corporate filler: solutions, leverage, best-in-class
- ✗ Em dashes. Use a period, comma or colon instead
- ✗ Generic claims you can't back with a number

Calls to Action

WHEN YOU WANT THEM TO	SAY
Start an order	GET A FREE QUOTE
Raise money	START A FUNDRAISER →

WHEN YOU WANT THEM TO

SAY

Talk to a person

SCHEDULE A CALL

Reach us generally

CONTACT US



Questions about using the brand? [Contact BeeGraphix](#)