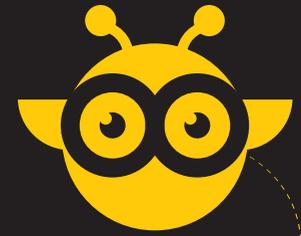


# Beezer

## BRAND LOGO DESIGN

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Logo Design Guidelines



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## Logo Meaning

When building branding graphics the logo plays an important role



### Creative Statement

A bee was simplified into a cute and friendly character. A flying bee is a very accessible branding image to your audience and has a positive connotation.

The basic symbolism of the bee has a lot of possibility. Visually the bee can be changed/modified in many ways to create future variations and even different emojis through different costumes.

The visual and symbolic flexibility of the bee makes the brand more interesting and fashionable.

Redlines

Please use attached file if resizing larger or smaller to maintain proportions.



## Black and White Logo versions

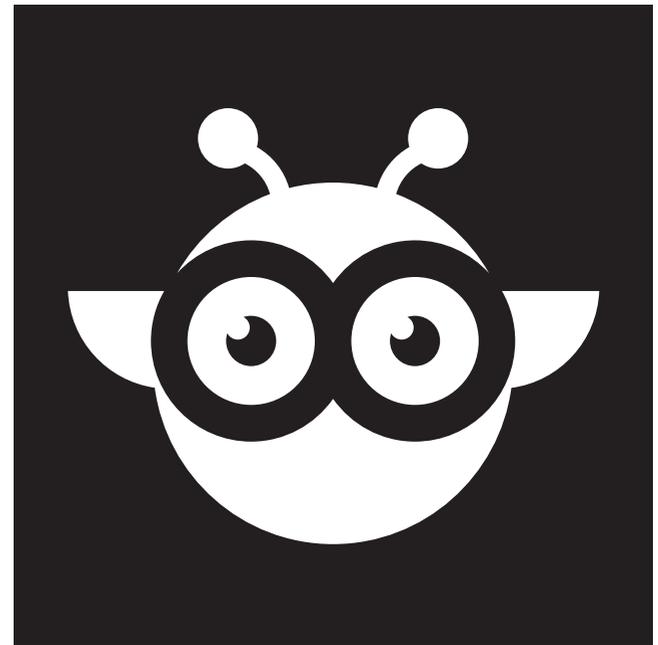
Please use attached file if resizing larger or smaller to maintain proportions.

Black Version

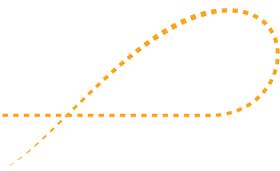


For a simplified version please use this version.

White Version



For a simplified version please use this version.



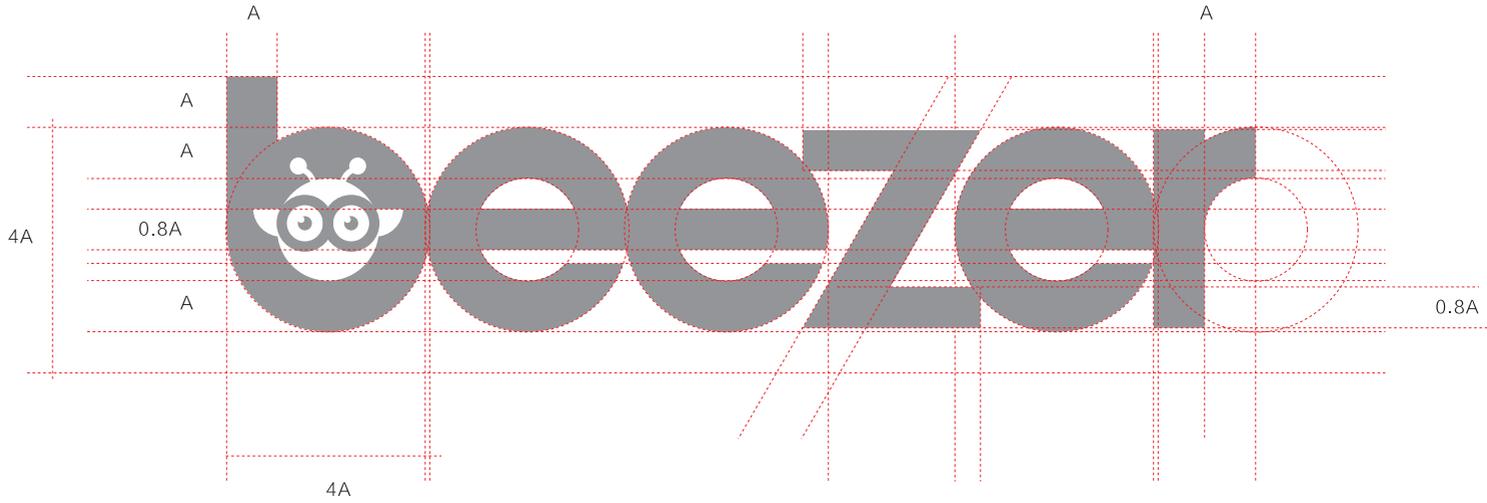
# Logotype

Please use attached file if resizing larger or smaller to maintain proportions.

## English Logotype

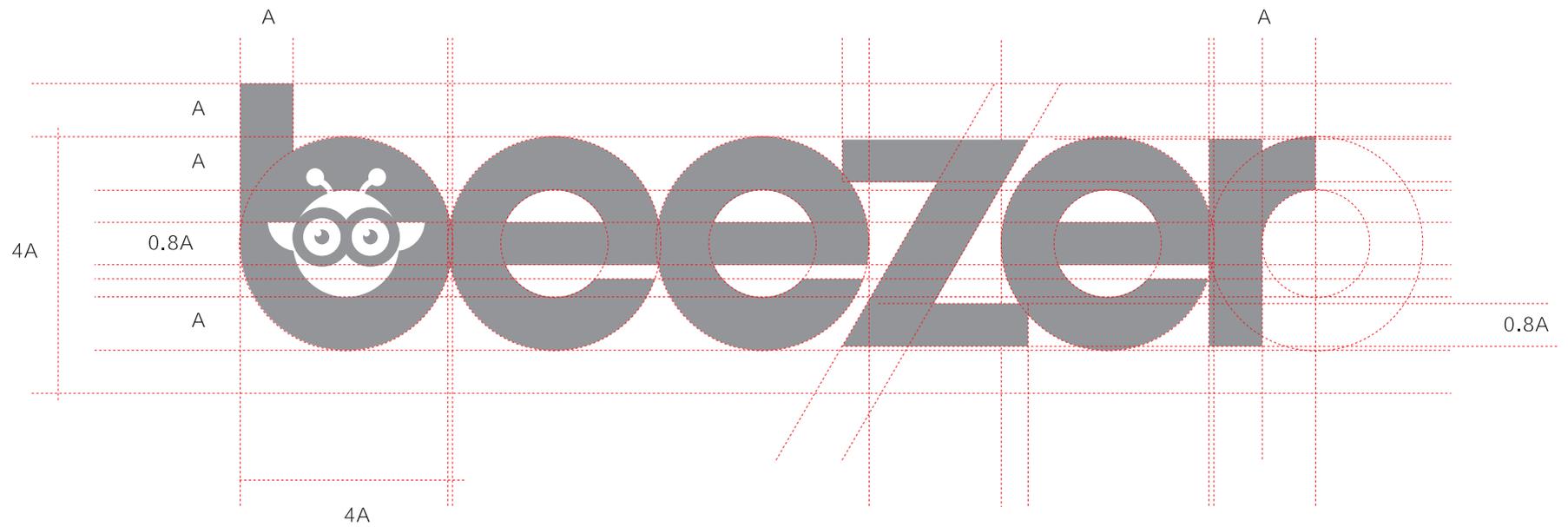


## English Logotype Redlines



## Logotype Redlines

Please use attached file if resizing larger or smaller to maintain proportions.



## Black and White Logotype versions

Please use attached file if resizing larger or smaller to maintain proportions.

**Black** For use over light backgrounds.

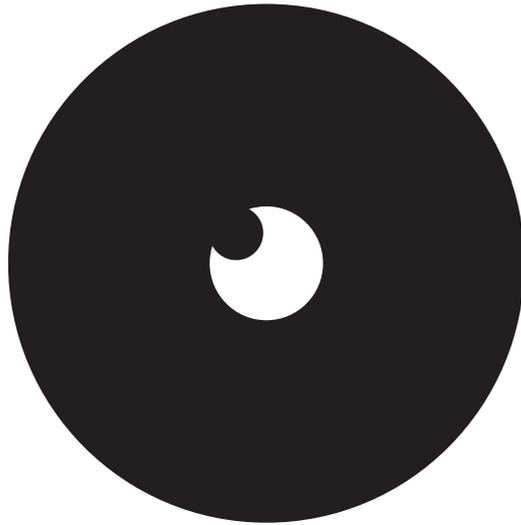
The word "beezer" is rendered in a bold, lowercase, sans-serif font. The letter 'b' is stylized to contain a white cartoon bee character with large eyes and antennae. The rest of the letters are solid black.

**White** For use over dark backgrounds or photos.

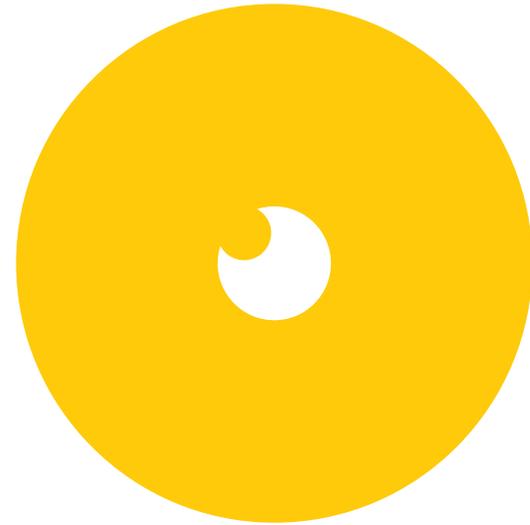
The word "beezer" is rendered in a bold, lowercase, sans-serif font. The letter 'b' is stylized to contain a white cartoon bee character with large eyes and antennae. The rest of the letters are solid white. The entire logotype is set against a solid black rectangular background.

## Branding Colors

Color selection is very important in branding. Color selection ensures consistency and helps amplify brand image.



C0 M0 Y0 K100

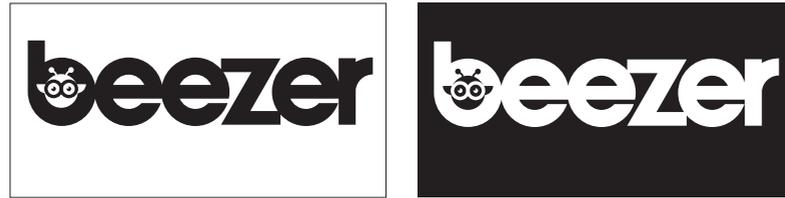


C0 M20 Y100 K0

## Background Color Guidelines

Depending on how dark or light the background color is, to make sure the logo is clearly visible, it is important to be careful and maintain proper contrast visually. Here are some guidelines for common use using background colors.

### Monochromatic



### Two Colors



**Special Colors** In case unusual needs arise that require a couple other color options here are variations in bronze and silver.



**Thanks!**



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