



beehave

BRAND STYLE GUIDE

CONTENT

BRAND

solution	1
value	2
vision & mission	3
positioning & promise	4

LOGO

primary	5
colour	6
variation	7
size and spacing	8
usage	9

COLOUR

SYSTEM	10
--------	----

FONT

headline	11
bodytext	12
alternative 1	13
alternative 2	14
type layout	15

IMAGE

general	16
---------	----

GRAPHIC

icons	17
-------	----

BRAND: SOLUTION

Beehave helps Businesses to automate low value added tasks, and focus teams on what matters by automating and customizing smart business execution.

BRAND: VALUE

○ integrity

○ simplicity

○ universality

BRAND: VISION & MISSION

Automate
repetitive and
mundane tasks

Speed up
associated
communications

Develop
a culture
of efficiency

BRAND: POSITIONING & PROMISE

At Beehave, our mission is to digitize businesses around the world - process by process - to unlock their potential and enroll the teams in doing so, because Beehave save their time, error and stress. As every business is unique, Beehave offers a flexible digital workplace that empowers the teams to drive the business the way they see fit. We envision a world where businesses have unlocked their full potential.

LOGO: PRIMARY



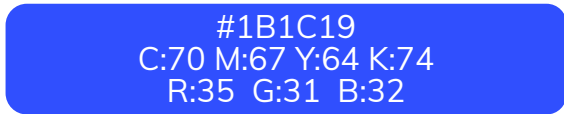
The logo of the brand consist of
Beehave logomark followed by
logotype of the Comfortaa typeface

The company's primary logo contains
one colour.

All usage must be strictly be within
the specified shade and colour.

Variation of colour or shades within
the application of this logo is not
permitted.

LOGO: COLOUR



LOGO: VARIATIONS



beehave



beehave



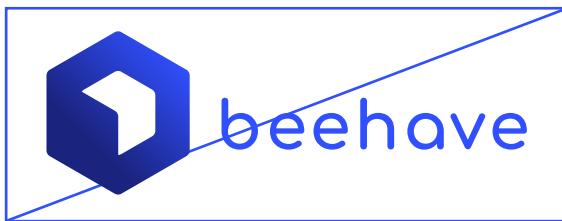
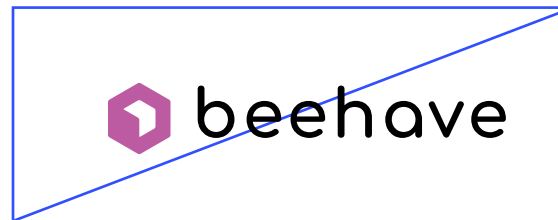
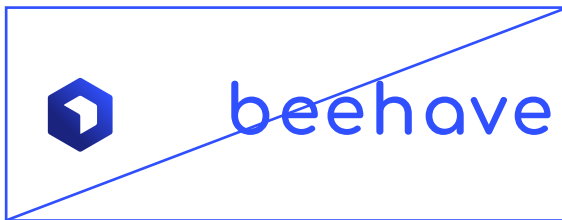
LOGO: SIZE AND SPACING



The application of primary logo or secondary logo are decided according to the space surrounding the Beehave logo. The Beehave logo must always have clear space surrounding it, giving the logo clarity.

The space needed around the logotype is proportional to the height of the logotype. In order to define the area needed, measure the height of the logomark to create the boundary for the logotype

LOGO: USAGE



The correct usage of Beehave logo is essential to the Beehave Identity.

Do not:

Change the spacing between the individual elements or characters

Change the sizing between the individual elements or characters

Change the colour of either logomark or logotype

Place the logo at an angle outside of the example

Apply the logo on a non-brand colour

FONT: HEADLINE

Muli Bold

Muli Bold should be used as Beehave communication material's headline wherever possible

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z () & ? !

1 2 3 4 5 6 7 8 9 0 . , : ; - _ ' ' /

FONT: BODYTEXT

Muli Regular

Muli Regular should be used as
Beehave communication material's
bodytext wherever possible

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z () & ? !

1 2 3 4 5 6 7 8 9 0 . , : ; - _ ' ' /

FONT: ALTERNATIVE

Helvetica

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

In an event that the Muli font family is not available, Helvetica font family may be use

a b c d e f g h i j k l m n
o p q r s t u v w x y z () & ? !

1 2 3 4 5 6 7 8 9 0 . , : ; - _ ' ' /

FONT: ALTERNATIVE

Arial

In an event that the Muli and Helvetica font family is not available, Arial font family may be use

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z () & ? !

1 2 3 4 5 6 7 8 9 0 . , : ; - _ ' ' /

FONT: TYPE LAYOUT

The Beehave logo must always be present in every documents and communication from Beehave. Headlines, Sub-headlines, and other text may appear accordingly.

1: Primary position for logo
The top left is where the logo is likely to be.

2: Headline

3: Sub-headline

4: Body

5: Alternative position for logo
If the logo can not be place at the primary location, it can place at the alternative location

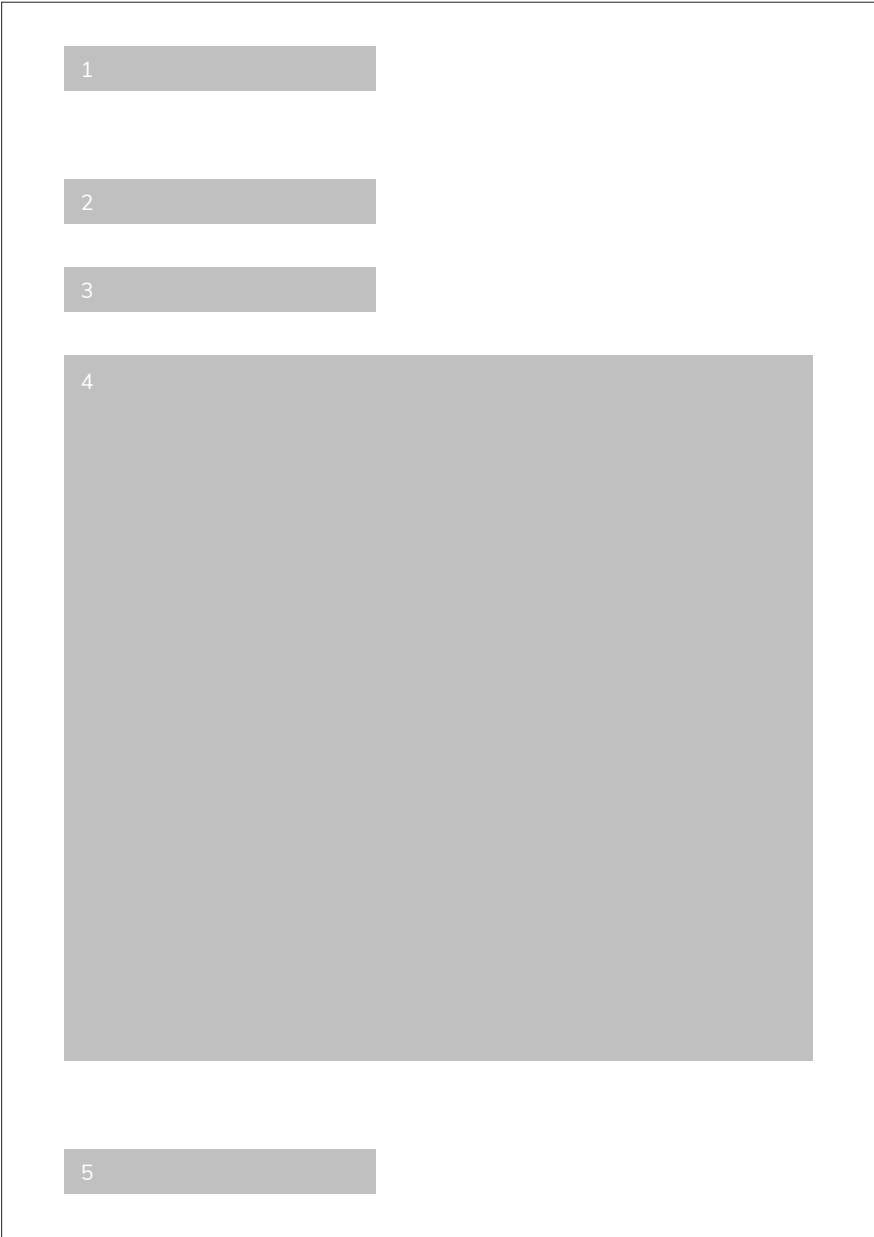
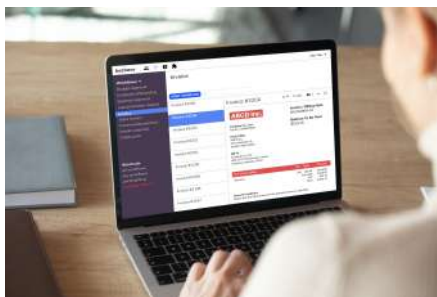
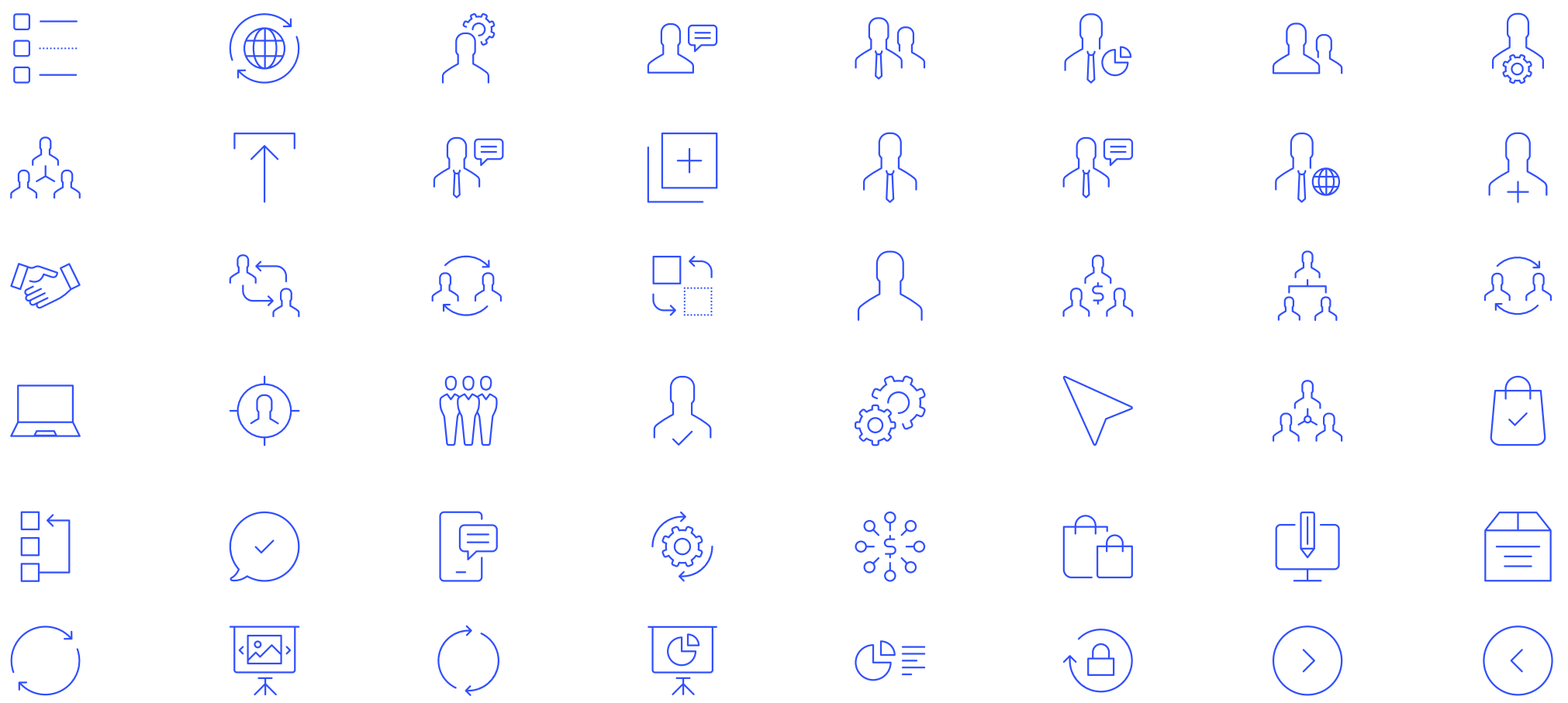


IMAGE: GENERAL



GRAPHIC: ICONS





Head Office

Unit C 8/F King Palace Plaza No 55
King Yip St Kwun Tong KLN
Hong Kong



<https://www.youtube.com/channel/UCDElwVAeN8G0wCJH14vSjCg>



<https://www.linkedin.com/company/beehavesoft/about/>



<https://www.facebook.com/beehavesoft>



<https://twitter.com/BeehaveSoftware>