



*Graphic charter*

*web & print*

# Summary

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# Logotype

## TYPOGRAPHY

> Blueberry



The name "Be a Bee" is written with capital B.

## RESEARCH

For our logo we were directly inspired by the bee. We wanted to incorporate the bee directly into our typography. Our mascot and our typography are one and the same. After extensive research and several proposals from our graphic designers, we found the identity of our site "Be a Bee" directly inspired by the body of the bee.



## SIGNIFICATION

The first B is created with two parts, the left part is the bee's body and the right part represents the letter B. So the half of the bee's body is the first B. It's to represent the "B"'s transformation, it's like the b becomes a bee, every user becomes a bee when browsing our site.

The whole is one, and it describes the name "Be a Bee".



## LOGOTYPE CONSTRUCTION

To create the first B, we drew the body of the bee which we cut in two. The left-hand side represents the bee, the right-hand side draws the B of "Be a Bee". The e in Be is linked to the B. The bee's antennae are also placed on the b to create the shape of the bee with a b.

The points of B have been modified to be in symmetry with the bee.

The second B is created like the first one, an antenna is placed on top to remind the bee. The name "Be a Bee" is inscribed on a foot line that passes through the bottom of the bee.

In the version with the slogan, the slogan is on the baseline of the bee stinger.



## COLOR



CMNJ  
0, 24, 82, 0

RVB  
255, 193, 47

WEB  
#FFC12F



CMNJ  
0, 2, 4, 2

RVB  
249, 243, 239

WEB  
#F9F3EF



CMNJ  
4, 0, 11, 38

RVB  
151, 158, 140

WEB  
#979E8C



CMNJ  
39, 1, 0, 63

RVB  
57, 93, 94

WEB  
#395D5E



## VARIATIONS



This variation is very simple, we added the slogan just below to the main logo.

This variation is more colorful, we used green to replace black for more visibility .



A monochrome version for documentation.

## VARIATIONS



Logotype without the typographie so the use of the symbol alone identifies the company.

This one is the logotype for the version mobile.



# Finalization

## DIRECTION & DIMENSION



Our logo is in A4 format in landscape.



## PROHIBITION

Do not trim the logo.



Do not use any colors other than those in the graphic charter.

## PROHIBITION

Do not rotate the logotype.



It is forbidden to modify the homothety of the logotype.



# Mockup design



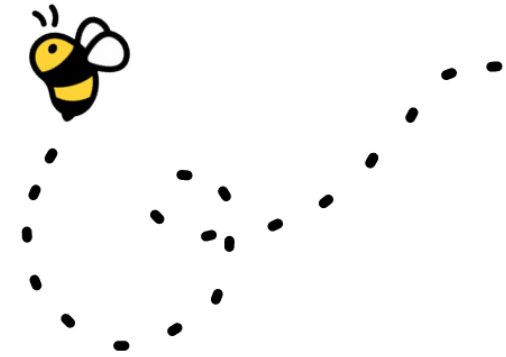
## PRINT

### Visit card

Business cards have a CB reference size which is equivalent to 84mm wide by 54 or 55mm high.



# Flyer



## WEB

This is the twitter banner of our site.



Some instagram and facebook posts.

