

logo usage

Logo lockup

Our logo is made up of two components - the brandmark and the wordmark. Together, these components form the Logo Lockup inwhich represents our primary identifying mark. The lockup should not be modified or changed in any way.



Horizontal (primary)

The horizontal lockup option is our primary and preferred option for most applications.

Clearspace

When using our logo, we must ensure it has enough room to breath and it isn't being crammed in amongst other elements. Fixed clearspace around the logo helps with this.



Minimum screen size: 130px Minimum print size: 250mm

Colour variations

Our logo exists in four colour variations to enhance legibility on different backgrounds.



Logo - Colour on white (preferred)

Our preferred way of presenting our logo is in full colour on a white background. We should try to do this wherever possible.



Logo - Colour inverted on dark

In dark mode contexts, we can use the inverted version of our logo. Ideally the background colour would be our Bee stripe black.



Logo - dark on yellow

When presenting our logo on a honey yellow background (#FFDF2A), always use the monochrome version of our logo.

Do's and don'ts



Do: Present our logo in it's primary form whenever possible



Don't: Use our logo in unapproved colour combinations or backgrounds