



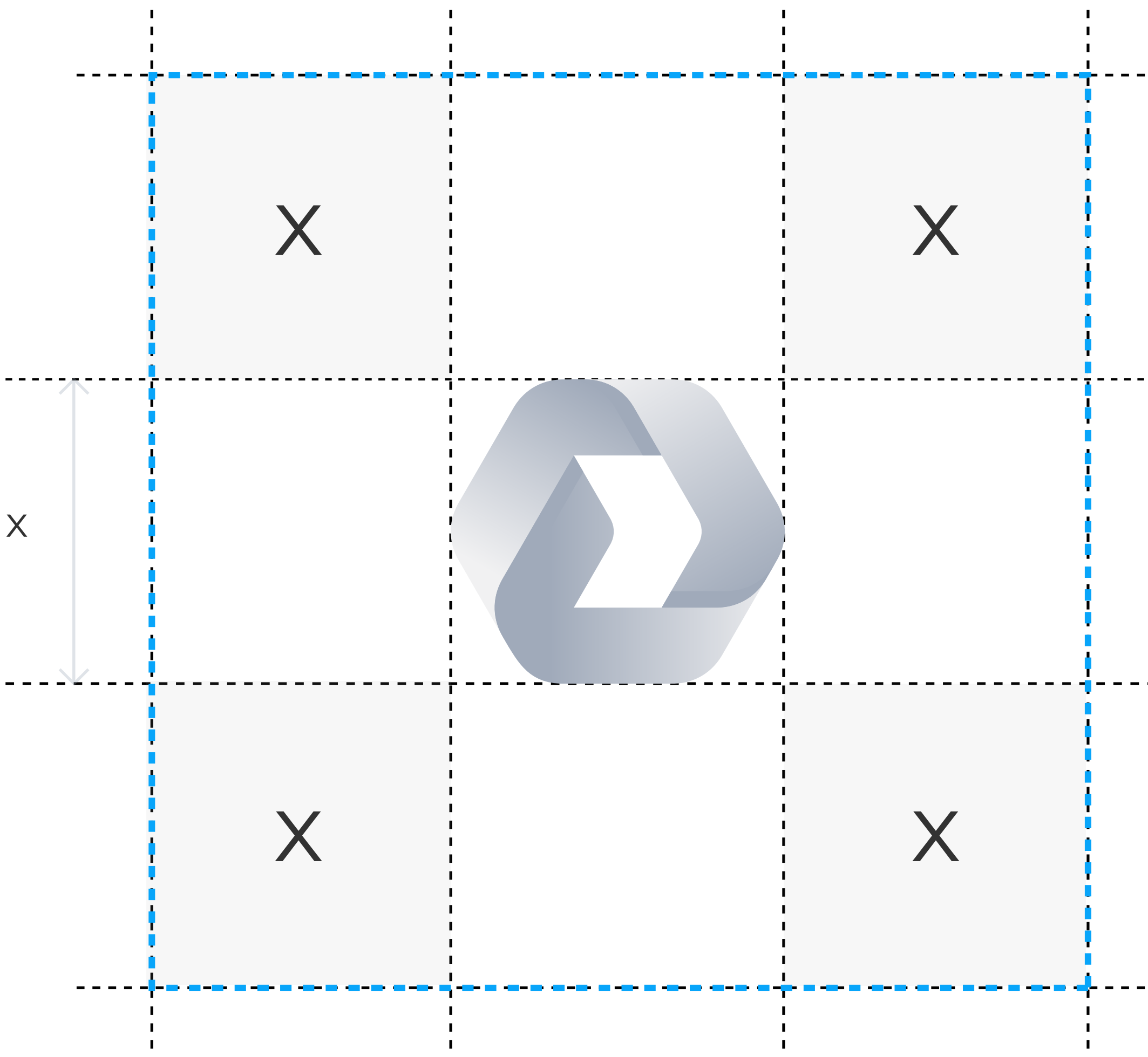
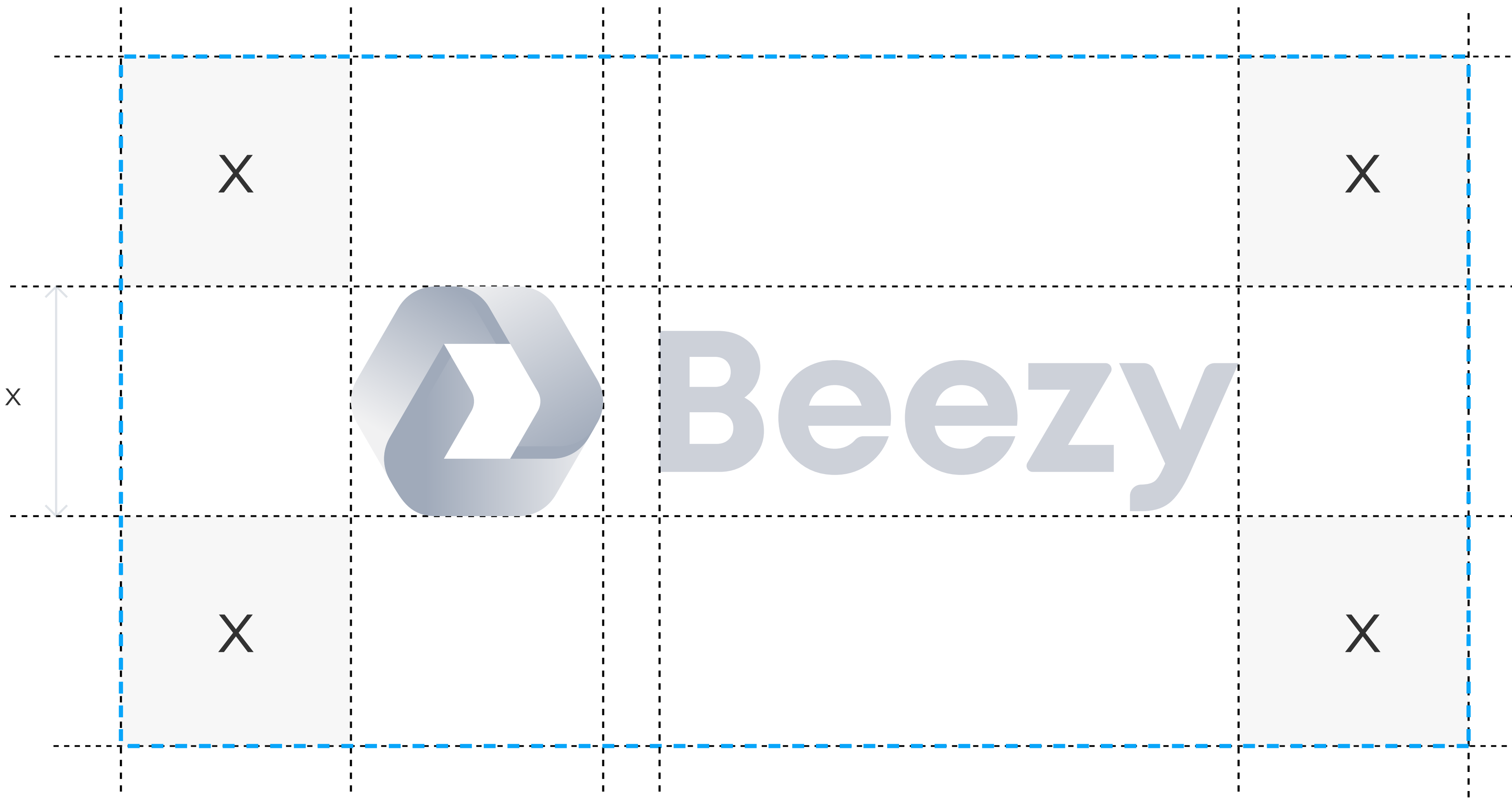
Logo Guide

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# Clear space

-- Safe area



# Clear space

- - Safe area



## Horizontal logo (Primary)

Brand guidelines

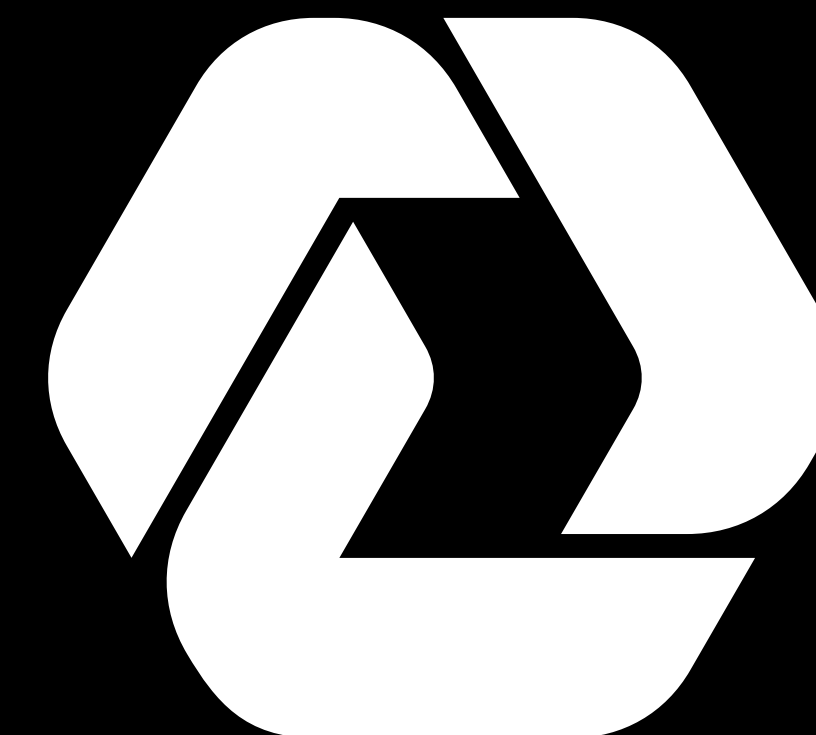
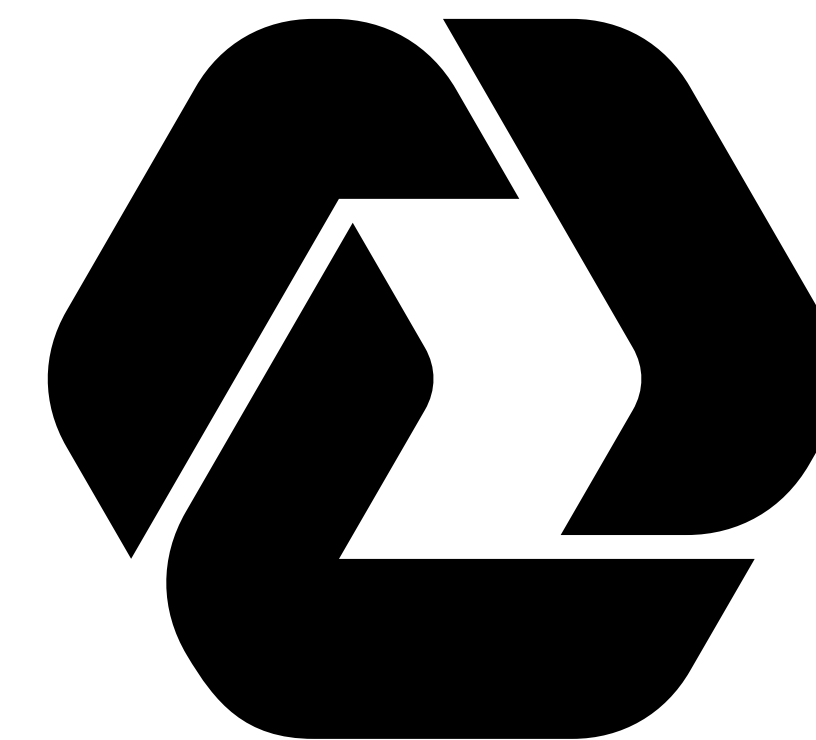




**Beezy**

# Logomark usage

Brand guidelines



# Colored logos

Brand guidelines

Color



Grayscale



Black and White





# Usage on backgrounds

Brand guidelines

White background



Gray background



Dark and color background



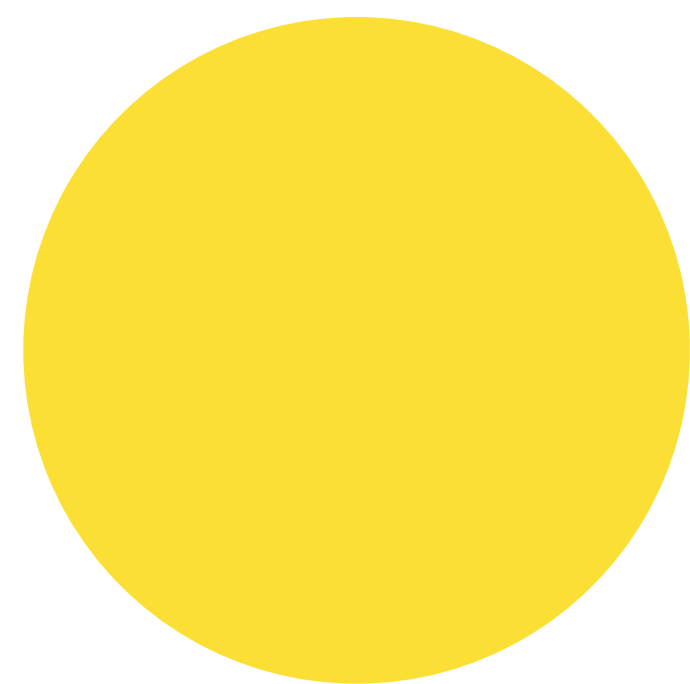
# Logo Colors

## Basic Colors

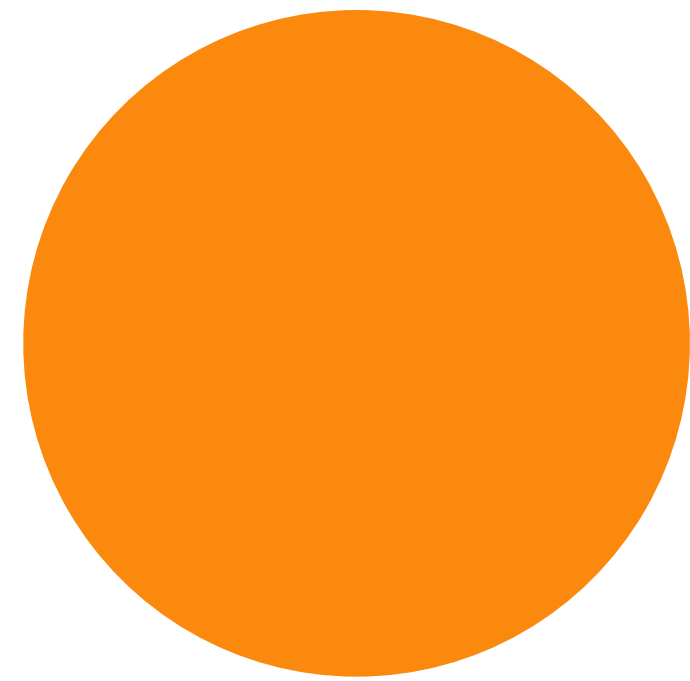


CMYK 6, 8, 90, 0  
RGB 252, 223, 53  
HEX #fcdcf35

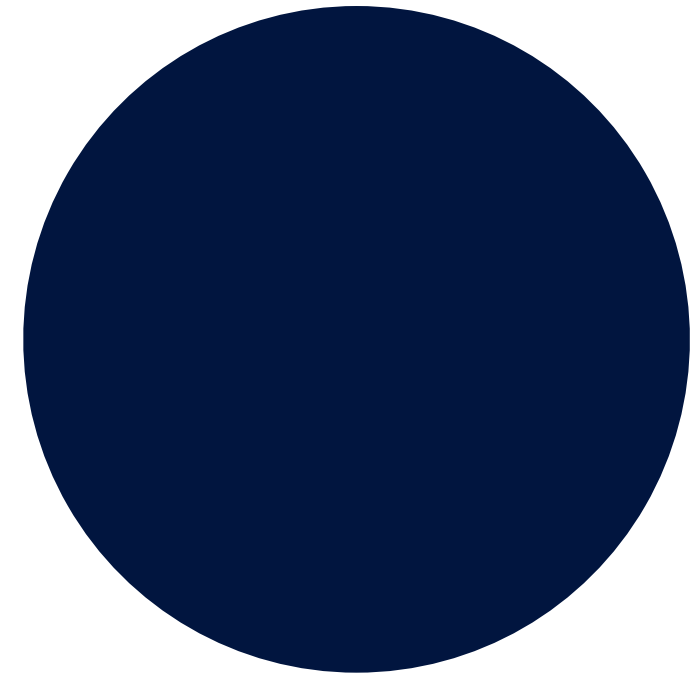
CMYK 2, 41, 92, 0  
RGB 252, 158, 58  
HEX #fc9e3a



CMYK 6, 8, 90, 0  
RGB 252, 223, 53  
HEX #fcdcf35  
Pantone 114c



CMYK 0, 56, 100, 0  
RGB 251, 137, 14  
HEX #fb890e  
Pantone 2025c



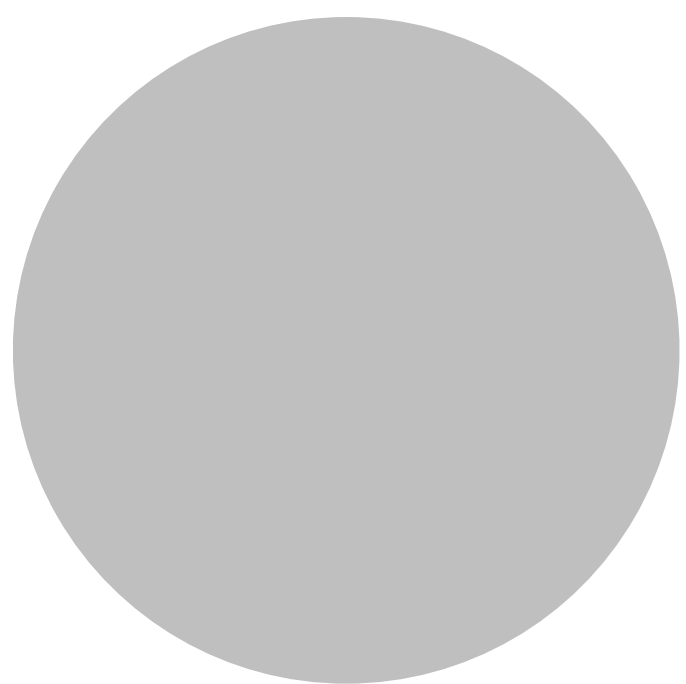
CMYK 80, 71, 36, 54  
RGB 1, 21, 63  
HEX #01153f  
Pantone 2768c

## Grayscale

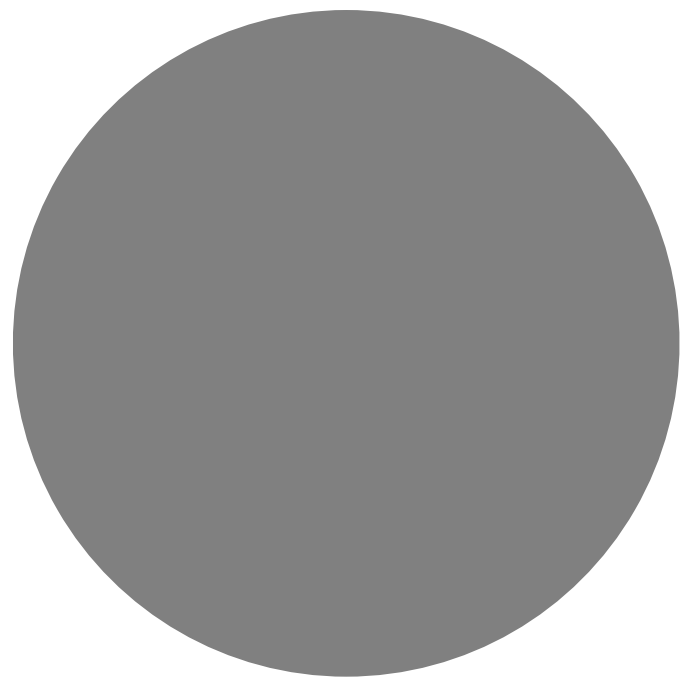


CMYK 0, 0, 0, 25  
RGB 191, 191, 191  
HEX #bfbfbf

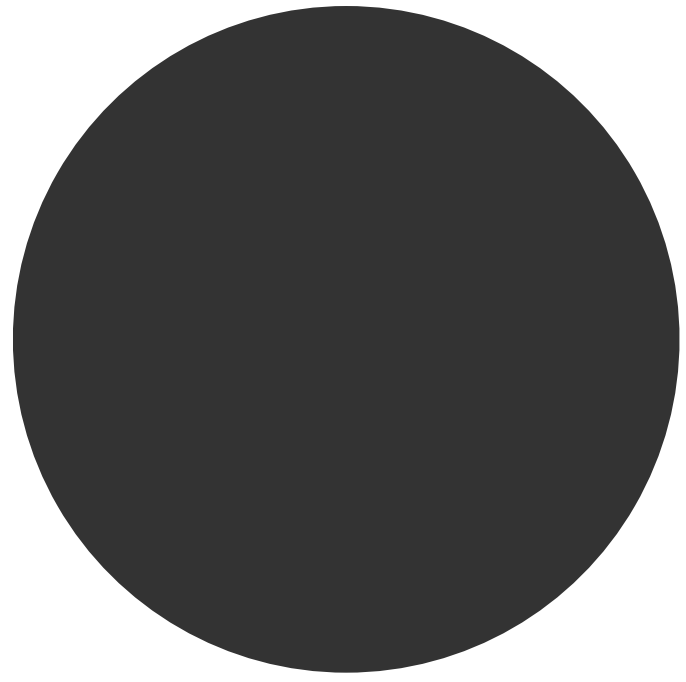
CMYK 0, 0, 0, 50  
RGB 128, 128, 128  
HEX #808080



CMYK 0, 0, 0, 25  
RGB 191, 191, 191  
HEX #bfbfbf



CMYK 0, 0, 0, 50  
RGB 128, 128, 128  
HEX #808080

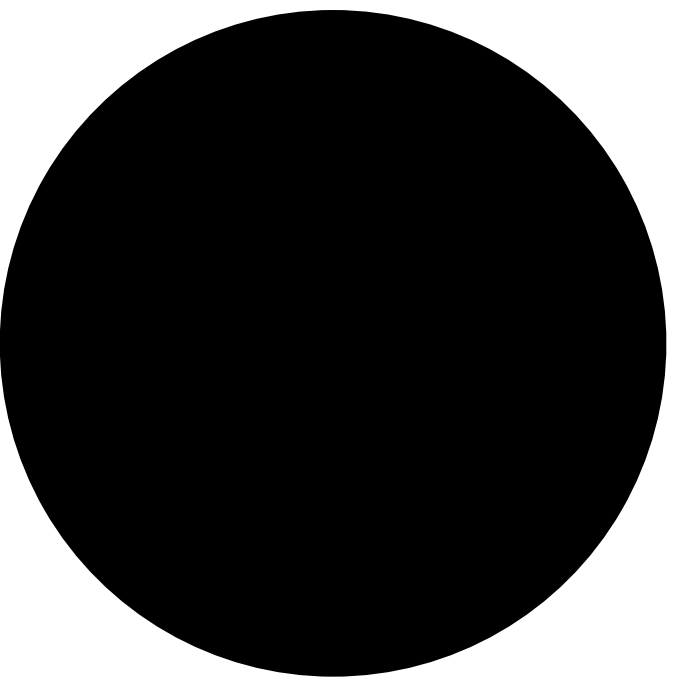


CMYK 0, 0, 0, 80  
RGB 51, 51, 51  
HEX #333333

## Black and white



CMYK 0, 0, 0, 0  
RGB 255, 255, 255  
HEX #ffffff



CMYK 58, 46, 41, 95  
RGB 0, 0, 0  
HEX #000000





# Misuse

Do not —  
use other color combinations.



Do not —  
use another font for  
the wordmark.



Do not —  
Skew, rotate or stretch



Do not —  
use other proportions  
for the symbol and wordmark.



Do not —  
use on saturated backgrounds.



Do not —  
use any effects with the logo.



Do not —  
place any graphics inside  
the logo clear space.



Do not —  
Add elements





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