



Color

Overview

Our distinctive color palette makes Beekeeper easily recognizable, with energetic hues setting the tone for our imagery, typography, and brand assets.

Primary colors Lava and Magnetic are complemented by vivid primary accents Electric, Mint, and Sun.



Color

Core brand expression

Our brand relies on lava and magnetic, paired with our primary accent colors of electric, mint, and sun. Use magnetic for text highlights and buttons on light and dark backgrounds.

Primary colors

Lava

HEX #323C46
RGB 50 / 60 / 70
CMYK 78 / 65 / 53 / 45
PMS 432 C

Magnetic “Beekeeper Blue”

HEX #00B4C9
RGB 0 / 180 / 201
CMYK 73 / 5 / 20 / 0
PMS 3125 C

Primary accent colors

Electric

HEX #7AEBEA
RGB 122 / 235 / 234
CMYK 43 / 0 / 15 / 0
PMS 318 C

Mint

HEX #A8FFD4
RGB 168 / 255 / 212
CMYK 30 / 0 / 27 / 0
PMS 337 C

Sun

HEX #FFE500
RGB 255 / 229 / 0
CMYK 2 / 4 / 99 / 0
PMS 803 C



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Secondary colors

These vibrant colors amplify our brand personality. Utilize them in imagery, data visualization, infographics, and for special occasions such as campaigns and events, to make a memorable impact.



Crimson

HEX #FD054C
RGB 253 / 5 / 76
CMYK 0 / 99 / 62 / 0
PMS 192 C

Pumpkin

HEX #FF9900
RGB 255 / 153 / 0
CMYK 0 / 47 / 100 / 0
PMS 1375 C

Fuchsia

HEX #ED11BE
RGB 237 / 17 / 190
CMYK 17 / 88 / 0 / 0
PMS 807 C

Amethyst

HEX #945FD6
RGB 148 / 95 / 214
CMYK 54 / 70 / 0 / 0
PMS 265 C

Neon

HEX #87FF59
RGB 135 / 255 / 89
CMYK 44 / 0 / 93 / 0
PMS 7488 C

Color

Gradients

The gradients blend our primary and secondary colors and should be used as accents to create visual interest and highlight important elements. Avoid using them in large blocks within the design.



Black

Lava

Lava

Magnetic

Magnetic

Mint

Amethyst

Electric

Fuchsia

Magnetic

Neon

Mint

Pumpkin

Fuchsia

Magnetic

Neon

Fuchsia

Sun