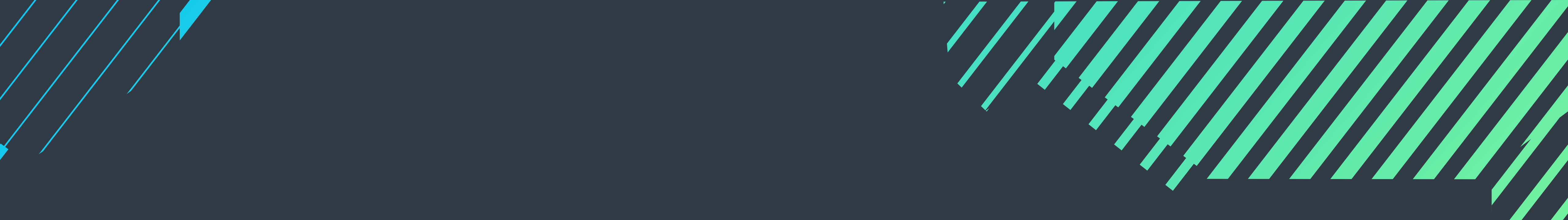# BEEKEEPER
by **lumapps**

Brand guidelines

Beekeeper is the employee app made for the frontline workforce. We make frontline work easier with a one-stop shop for frontline success. Our brand reflects this mission in both communication and visual identity.

To ensure consistency, we've created a brand package with all identity components, including brand colors, iconography, logo marks in various sizes, and other brand components necessary to accurately portray the Beekeeper brand across channels and mediums.

At Beekeeper, we're dedicated to making frontline lives easier by connecting workers with the tools, support, and information they need to feel valued, do their best work, and drive the business forward.

MISSION

BEEKEEPER

by **lumapps**

Logo

Overview

Beekeeper has two logos: vertical and horizontal. Use the horizontal logo whenever possible; if it doesn't fit, opt for the vertical logo. Do not use the hexagon art alone.

The preferred logo color is lava, but black and white versions are available if color is limited.

BEEKEEPER

by **lumapps**

Logo

Types of logos

Primary logo

This is the preferred logo for Beekeeper, this horizontal format is ready to apply in any internal or external work.

Stacked logo

This stacked logo version is rarely used and only for special occasions like swag.

Solo hexagon

This logo is only for special occasions, as in our products or certain brand partnership lockups.

Wordmark

The wordmark is rarely used and can stand alone as long as the primary logo is somewhere else.

Logo

What to avoid

BEEKEEPER by lumapps

Don't put the wordmark over the Solo Comb

BEEKEEPER by lumapps

Don't add a gradient fill

BEEKEEPER by lumapps

Don't add a drop shadow

BEEKEEPER

Don't use an outdated logo

BEEKEEPER

Don't alter or skew

BEEKEEPER by lumapps

Don't make the logo different colors

BEEKEEPER by lumapps

Don't place the comb to the right of the wordmark

BEEKEEPER by lumapps

Don't alter the graphical elements

Logo

Sizing the logo

To maintain best accessibility practices, never size the logo smaller than 175px wide.

Use the primary logo whenever possible. In rare situations when you need to use the Beekeeper wordmark or solo comb, please observe these minimum sizes.

Minimum logo size

There's no maximum size for Beekeeper logos. But make sure the logo isn't too small.

175px

30px

30px
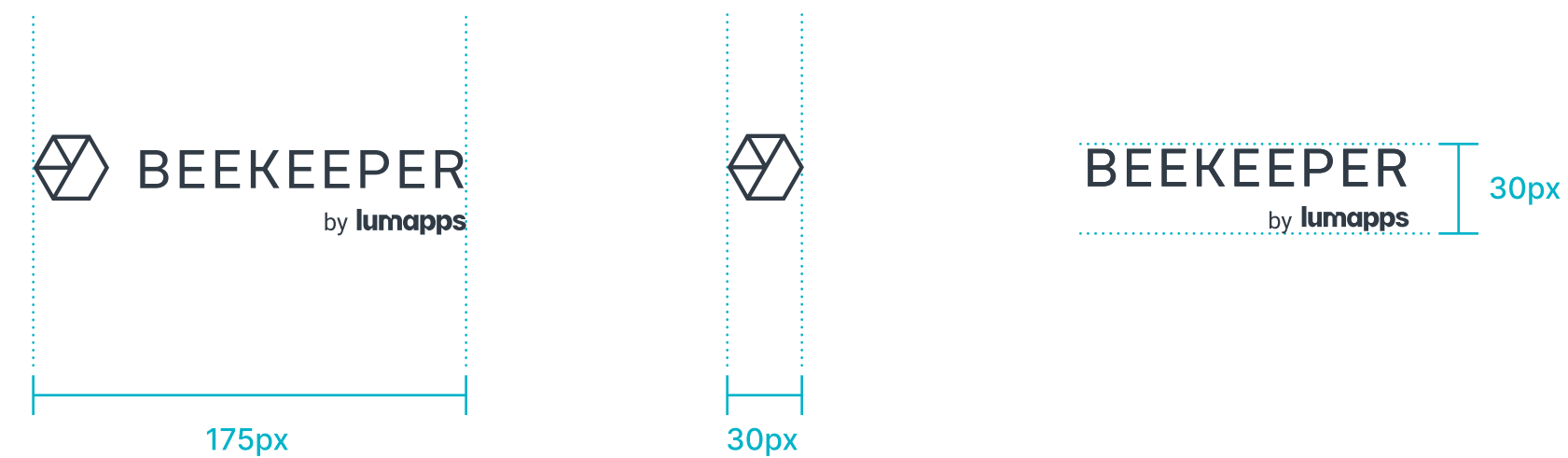
Clearspace

Make sure the logo has enough space and isn't crowded by content around it.

Typography

Overview

Typography conveys important messages, establishes visual hierarchy, and maintains consistency across all assets.

When combined with color and imagery, it expresses our core brand, enhancing Beekeeper distinction and recognition both internally and externally.

Typography

Text styles

PRO TIPS:
- **Headlines:** Use bold weight
- **Body Copy:** Use regular weight
- **Emphasis:** Highlight key words in body copy with bold weight
- **Readability:** Line weight affects text readability based on background and color contrast
- **Consistency:** Maintain consistent font sizes and weights throughout to ensure a cohesive look
- **Hierarchy:** Establish a clear typographic hierarchy to guide the reader's eye through the content
- **Whitespace:** Utilize whitespace effectively to avoid text clutter and enhance readability
- **Contrast:** Ensure sufficient contrast between text and background for accessibility and legibility

Font Roboto

Headers **Beekeeper - The #1 employee app for your frontline teams**

Beekeeper - The #1 employee app for your frontline teams

Paragraph Beekeeper - The #1 employee app for your frontline teams

What to avoid

Beekeeper - The #1 employee app for your frontline teams

Beekeeper - The #1 employee app for your frontline teams

Beekeeper - The #1 employee app for your frontline teams

Beekeeper - The # 1️⃣ employee app for your frontline teams

Beekeeper - The *#1 employee app* for your frontline teams

Beekeeper - The #1 employee app for your...

| Don't set the font weight to thin, extra light, light, or condensed. | Don't replace words with emojis | Don't italicize random words — only for subtle emphasis. | Don't make headers too narrow so single words end up on their own line |

Be mindful of text line width. Ideally, text boxes should have a maximum width of 10-13 words (50-65 characters) to ensure readability. Avoid text blocks longer than 600px wide to keep longer bodies of text easy to read.

Call-to-actions (CTAs)

Overview

CTAs provide clear, actionable steps for our audience. Whether it's learning more about a solution, downloading a resource, or reaching out for a demo, a CTA removes uncertainty and helps them take the next step with confidence.

A thoughtfully crafted CTA resonates with the needs of the reader, demonstrating that we understand their challenges and have the tools to help. By delivering value at the right moment, we build trust and strengthen engagement.

Discover

Call-to-actions (CTAs)

Wording

Sign up

Download resources ↗

Register

Get started

In-person events:

Words to use: Register, Join, RSVP, Stop by, Swing by, Attend, Sign up

Downloads:
(including, but not limited to, guides, eBooks, reports, products)

Words to use: Find out, Click, Read, Explore, Discover, Try, Download, Check out, Get, Learn more

Online events:
(including, but not limited to, webinars, webcasts, podcasts, live streams)

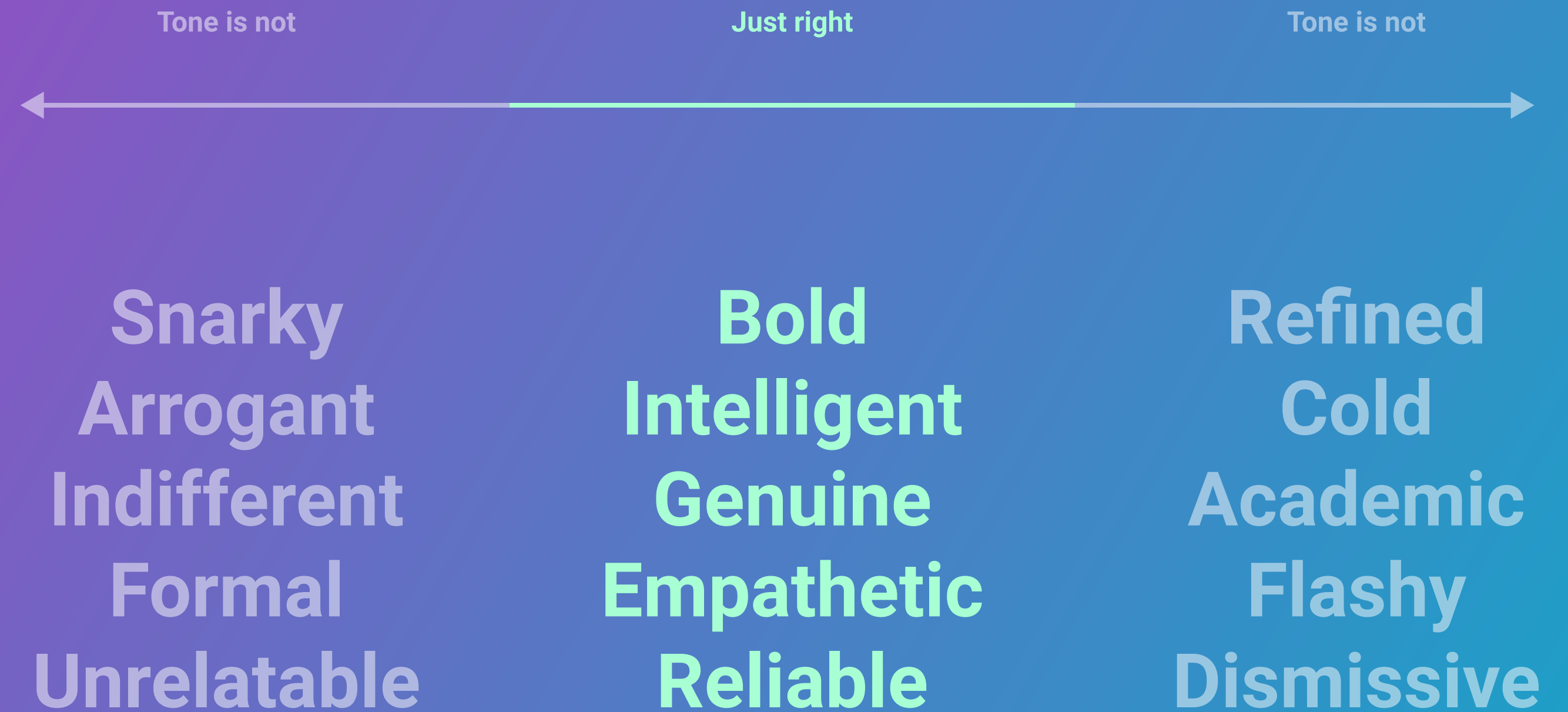**Words to use:** Watch, Tune in, Subscribe, Follow, Listen, Sign up, RSVP, Join, Register

Other CTAs to consider where appropriate

Words to use: Get started, Visit, Start, Begin, Activate, Continue, Find out

Example:

Beekeeper will be at XYZ event on March 1. Swing by our booth for a demo.

Example:

Download our eBook to learn how to improve employee engagement.

Example:

Next week on our podcast we discuss employee retention. Subscribe now to never miss an episode.

Voice + tone

Overview

This tone and style is an amalgamation of Beekeeper core values, persona targeting, and industry best practices.

By maintaining consistent messaging across all marketing channels and touchpoints, we'll ensure Beekeeper's brand voice and tone resonate with our target audience and align with our brand values.

Tone is not	Just right	Tone is not
Snarky	Bold	Refined
Arrogant	Intelligent	Cold
Indifferent	Genuine	Academic
Formal	Empathetic	Flashy
Unrelatable	Reliable	Dismissive

Voice + tone

Writing tone

These tonal words help establish how our voice sounds. Use the "is/is not" descriptions to strike the right balance for each trait.

Magnetic

Tone is: bold, engaging, fresh, confident, humorous/punchy
Tone is not: unrealistic, flashy, snarky, sarcastic

Trustworthy

Tone is: intelligent, precise, reliable, straightforward, knowledgeable
Tone is not: cold, formal, academic, arrogant
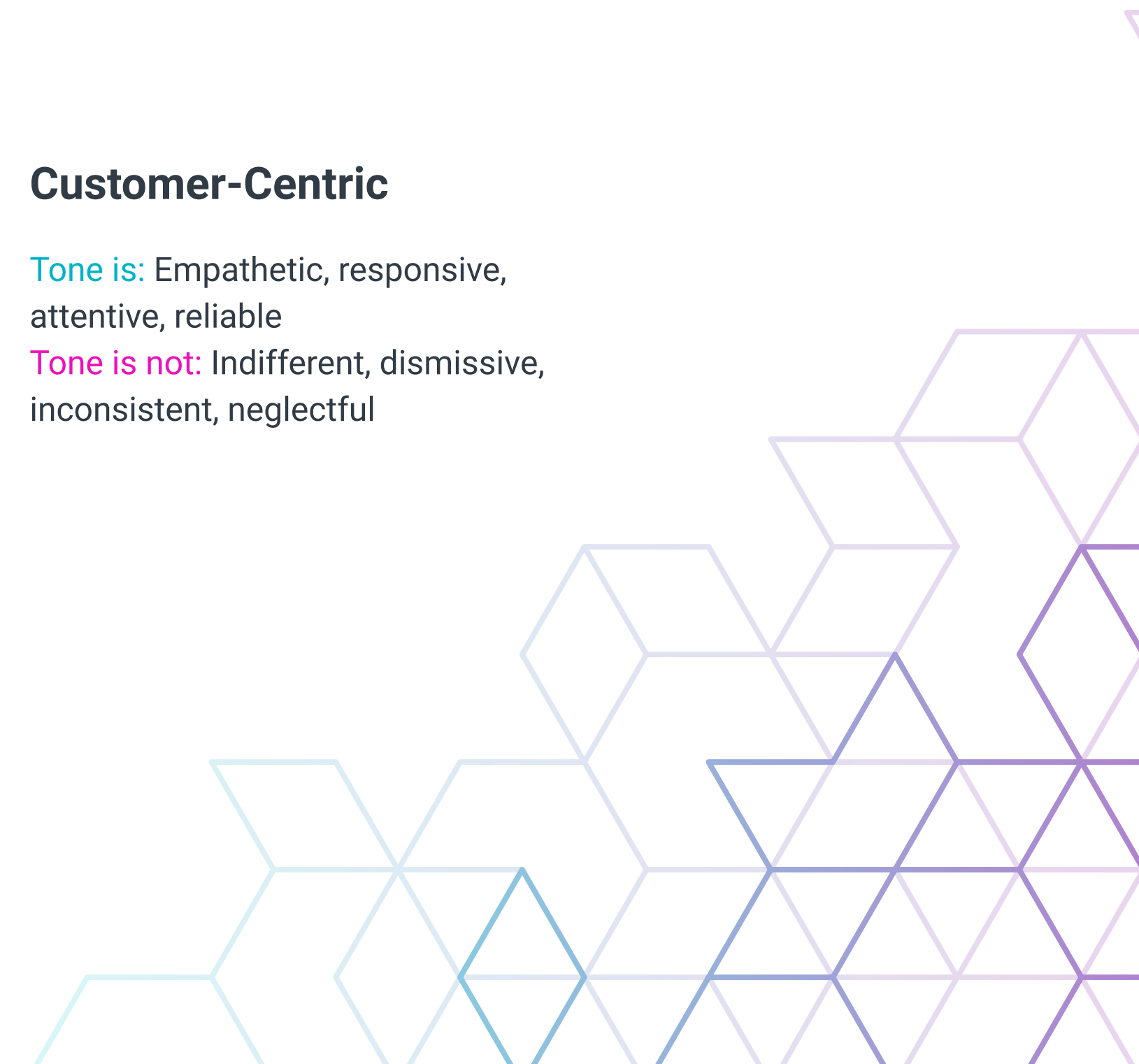
Supportive

Tone is: informative, insightful, approachable, genuine
Tone is not: unrelatable, overly familiar, condescending

Customer-Centric

Tone is: Empathetic, responsive, attentive, reliable
Tone is not: Indifferent, dismissive, inconsistent, neglectful

Voice + tone

Writing style

We strive to communicate clearly, ensuring that our message is easily understood by everyone.

Write human to human

Write in the first person and speak directly to our customers (to "you"). When necessary, we refer to ourselves as a platform or solution, not a tool. Refer to customers as customers, not clients or audiences.

Be conversational

Connect our writing to the real needs and challenges of frontline workers. Use a supportive, intentional approach that resonates with their daily experiences.

Be confident

Express confidence in our expertise without shouting. Frontline workers need to know we understand their challenges and have the solutions.

Context matters

Tailor messages to be hopeful and relevant to frontline workers' current situations, whether improving efficiency, safety, or communication.

Voice + tone

Mechanics

We embrace minimalism in our use of capitalization and punctuation. Opt for strong words and compelling value propositions over excessive capitalization and exclamation points. Sentence case also improve readability.

Do this

Capitalization
- Headlines and features use sentence case, except for proper nouns like Beekeeper or Taylor Swift. Sentence case means only the first letter of a phrase is capitalized

Headline punctuation
- Headlines and sub-headlines don't end with a period, unless they are more than one sentence.

Style
- We follow AP Style most of the time
- No periods on bullet points
- A few exceptions:
  - Always use the Oxford (serial) comma
  - No ampersands unless they're part of a brand name. We do occasionally use plus (+) signs on partner pages. Otherwise spell out "and"

Don't do this

Avoid possessives, especially with trademarks. Beekeeper is a proper noun and used as an adjective, not a verb. No article required either.
Yes: Beekeeper employees
Yes: Beekeeper products
No: Beekeeper's AI, Beekeeper's website

Global standards
Localize (er, localise) English spellings based on your region.

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.

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

Primary accent 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

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

Color

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

Imagery

Showcasing connection, technology, and frontline impact

Our brand imagery plays a pivotal role in communicating who we are and what we stand for. As a B2B SaaS company, our visuals are not just decorative — they are functional, purposeful, and deeply aligned with our mission to support frontline managers and workers.

We prioritize imagery that highlights the human connection enabled by our technology, showcasing how our solutions seamlessly integrate into the workflows of busy, deskless teams. Each image is chosen to reflect the practical, hands-on environments of our audience — whether it's a plant floor, a shop, or a bustling hospitality space — while emphasizing the modern, intuitive functionality of our platform.
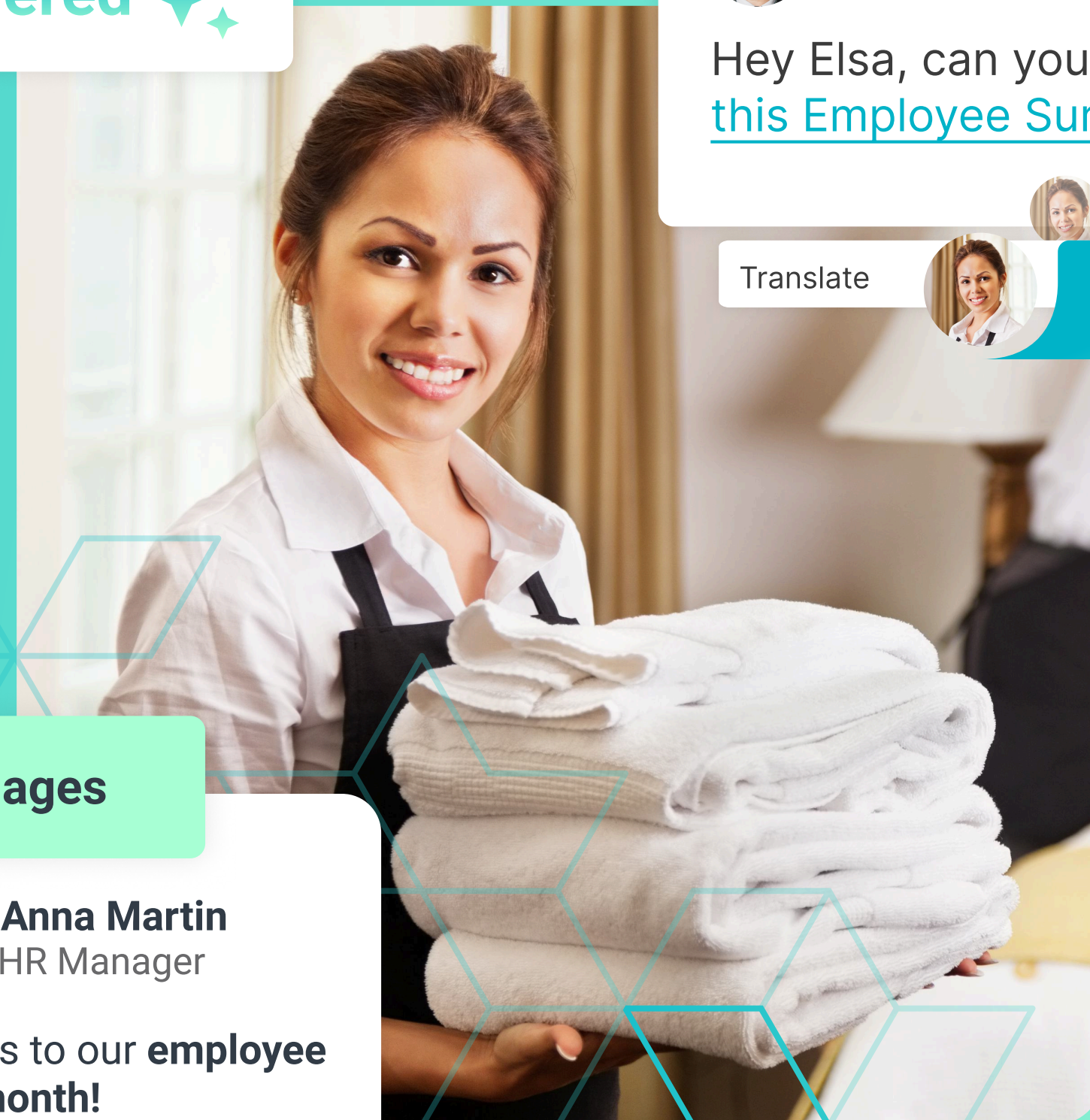
Imagery

Imagery hierarchy

This diagram illustrates our approach to applying imagery within our brand identity, which primarily depends on the project's specific needs and the message we aim to convey. Follow this hierarchy to align with the brand identity:

Photography
Used sparingly at the top of the funnel for high-impact, evocative brand moments.

Illustration
Predominantly used throughout the entire funnel to add emotion and context to the message.

Product visuals
Frequently used across the funnel to showcase our product benefits and capabilities.

Informative ←——————————————————→ Evocative

Product   **Illustration**   **Photography**

Photography

Overview

We use photography to connect our audience to the vibrant world of frontline workers and managers, capturing both ideal and realistic aspects with real people in authentic settings.

Incorporating vibrant colors and dramatic lighting, we infuse energy and excitement into our visuals. Thoughtfully arranged scenes, strategic scaling, and careful cropping create evocative and immersive photography that celebrates the essential and resilient nature of frontline work.

Photography concepts

Day-in-the-life shots

Capture frontline workers in various settings, from healthcare and retail to logistics and maintenance, showing them interacting with devices and the software to highlight ease of use and integration into their daily routines.

Backgrounds with flexible use

Photos can be used with their natural backgrounds or have backgrounds removed to fit different design needs. When removing backgrounds, ensure the subject remains the focal point. Include frontline workers and managers holding devices to emphasize their interaction with digital solutions.


Environmental context

Show the broader environment where frontline workers operate, emphasizing the diverse and dynamic nature of their roles, and include images that reflect the energy and atmosphere of different frontline settings.

Iconography

Overview

The Beekeeper primary logo mark inspires our icon system. By echoing the bold and geometric shapes used in the logo mark, we created a consistent and scalable icon system that aligns with the visual identity of the brand.
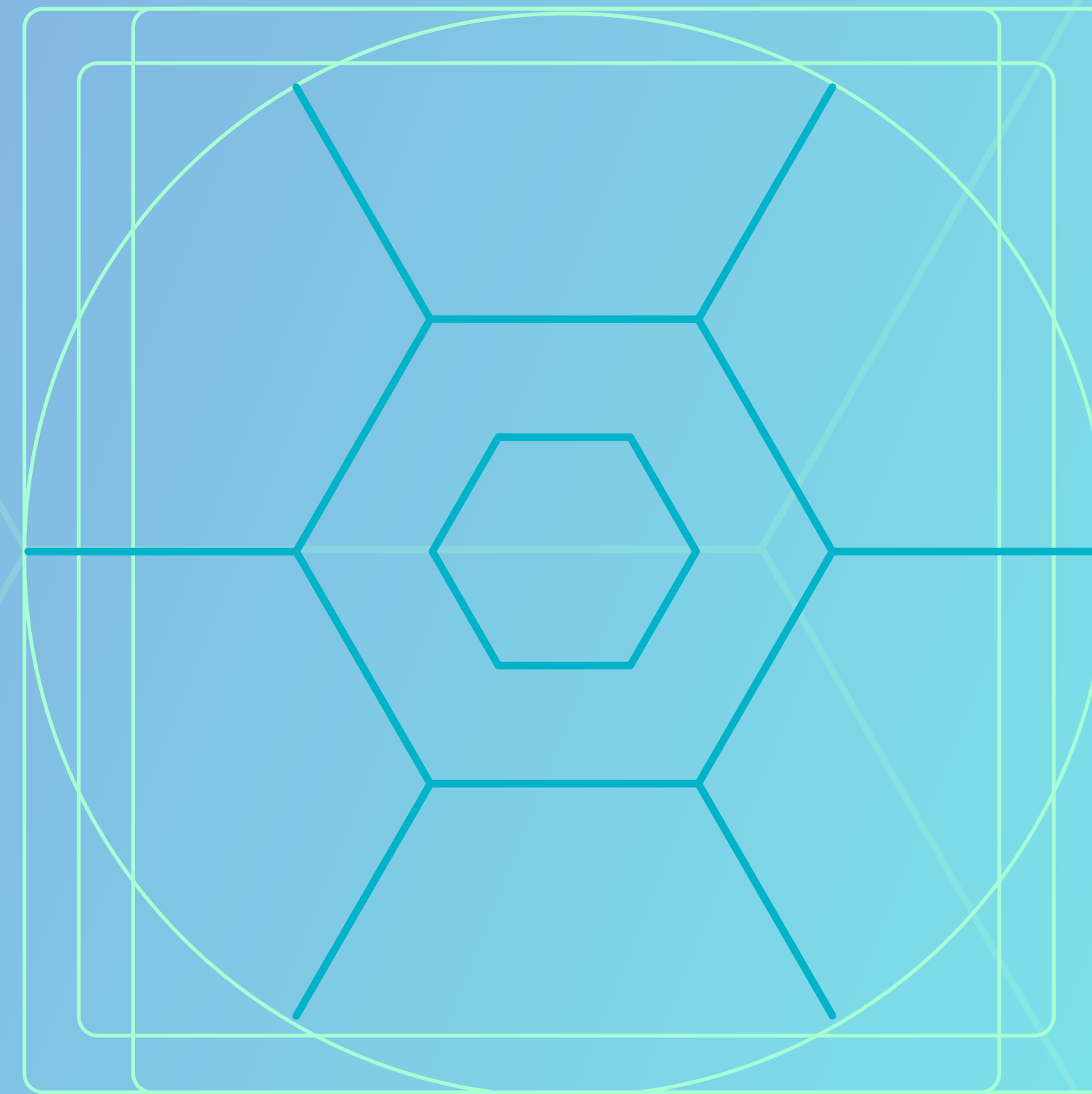
Iconography

Brand icons

Icons enhance visual communication and improve the design of user interfaces. We use icons strictly within their designated pixel sizes — 32px, 64px, 48px, 96px — to maintain consistency and ensure their effectiveness.

We use custom design icons and our library of available icons is growing!
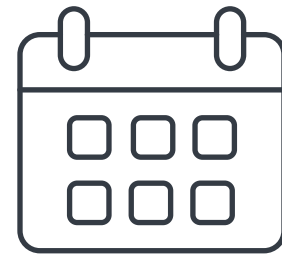
Iconography

When and how
to use icons

Webinars **eBooks** **Events**

Icons simplify representations and quickly convey specific concepts or ideas

They exhibit a harmonious balance of rounded edges and varied stroke thickness.

Icon colors are white, lava, magnetic and gradients

Use icons only within their designated pixel sizes: no smaller than 20px and no larger than 120px; use an illustration for larger instances

Elements

Overview

Geometric graphical elements, whether layered together or used individually, play a crucial role in adding interest and familiarity to our creative designs. Their versatility allows for dynamic compositions that enhance visual appeal and reinforce brand identity.

Geometric pattern

The background geometric pattern enhances our brand identity by adding visual interest and depth to our designs. This dynamic pattern can be layered and adapted, with shapes that can be masked out as long as full shapes are maintained without hanging lines.

Elements

Hexagons and hexagons with stripes

The hexagon filled shape and the multi-width striped pattern can incorporate hexagon-shaped masks to add a dynamic complement to the creative, enhancing visual interest and depth. This integration not only enriches the design but also reinforces our brand identity through unique geometric elements.
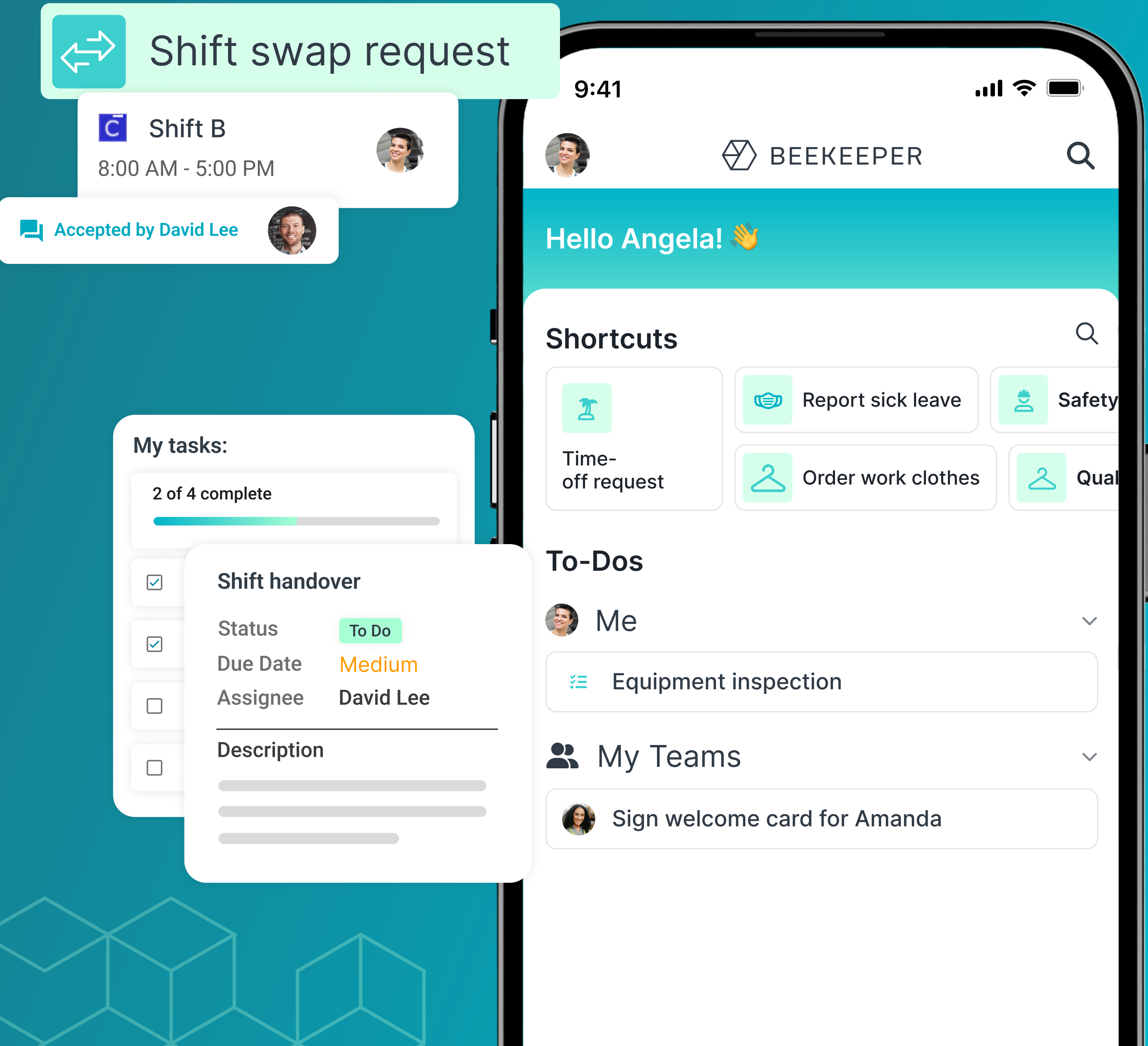
Product visuals

Overview

Blockframes are product illustrations that showcase Beekeeper's capabilities and features. They simplify complex narratives into clear, informative visuals across various touchpoints, including in-product experiences, presentations, videos, and digital ads.
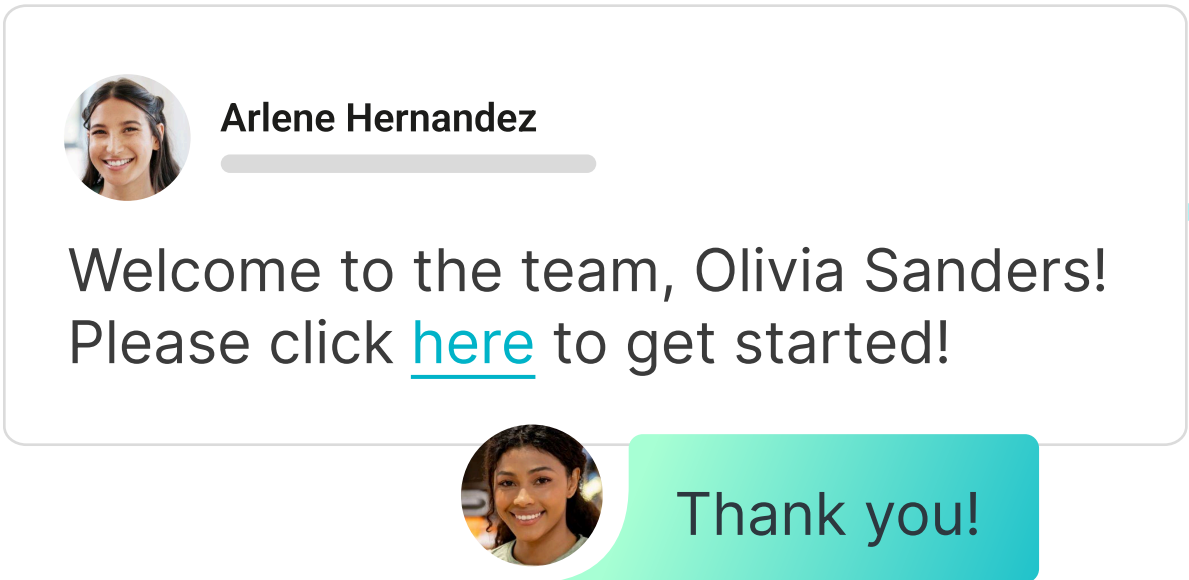
These product images educate prospects and customers, helping them understand the full potential of Beekeeper's offerings.

Product visuals

Usage without a device

On light backgrounds

Arlene Hernandez

Welcome to the team, Olivia Sanders!
Please click here to get started!

Thank you!

My personal details

Olivia Sanders

My tasks

Read employee handbook

Tomorrow

Completed (1)

Update personal details

Wed, Sep 30

On dark backgrounds

Templates

New hire survey

Employee Feedback

Stroke usage: OR

Light grey: #dbdbdb
Stroke strength: 1px

Drop shadow usage:

Color: Lava
Opacity: 10%
Angle: 90
Distance: 1
Blur radius: 10

No stroke needed

No drop shadow needed
but if preferred then:

Color: Lava
Opacity: 45%
Angle: 90
Distance: 3
Blur radius: 4

BEEKEEPER

by lumapps