



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

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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.

