

beeble

BRAND GUIDE

JULY 16, 2025

Logo



Typography

POPPINS
with SPACE MONO

Approved versions include:

- Full signature (symbol + wordmark)
- Wordmark only
- Symbol only

Variants:

- Primary (black with green circle) - use on light BG
- Secondary (white with green circle) - use on dark BG
- Monotone black
- Monotone white
- Monotone black with gradient circle
- Mono green on white

Color Palette



BEEBLE GREEN
#00D084



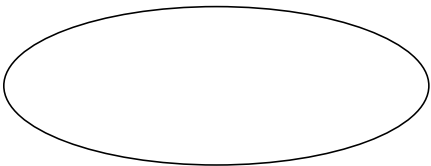
VIBRANT ORANGE
#FF6F00



ELECTRIC BLUE
#2979FF



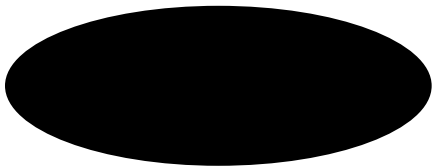
DEEP CHARCOAL GREEN
#121814



PURE WHITE
#FFFFFF



NEUTRAL GRAY
#F5F5F5



PURE BLACK
#000000


Style Guidelines


MINIMAL, NEO-BRUTALIST-INSPIRED LAYOUT WITH
VISIBLE GRIDLINES, SHARP TYPOGRAPHY, AND
BOLD USE OF SPACE. NO EMOJIS OR GRADIENTS.


refer to → <https://beeble.ai>

Combination with Solid / Non-solid BG



Beeble Green BG



DO  beeble



DON'T  beeble

DON'T  beeble


Other color BG

DO  beeble  beeble


DON'T  beeble  beeble

DON'T  beeble  beeble

Non-solid / complex BG

DO  beeble  beeble

DON'T  beeble  beeble

DON'T  beeble

✓ Monotone black logo with gradient circle (only if necessary)

✗ Monotone black logo
✗ Monotone white logo

✓ Primary logo with white safe area

✗ Primary logo
✗ Secondary logo

■ Secondary logo with black safe area(only if necessary)

✗ Monotone black logo
✗ Monotone white logo

✓ Primary logo with white safe area

✗ Primary logo
✗ Secondary logo

■ Monotone white logo (only if necessary)

✗ Monotone black logo

Do not change combination of logo color

No color swaps or mismatched combinations.



✗ Black logo with other color circle



✗ Black logo with white circle



✗ Green logo with white circle



✗ Green logo with black circle



✗ Black symbol with Green Wordmark



✗ Monotone; non-B/W