



honeyhop

branding guidelines



About the Brand

Honeyhop is a company full of passionate beekeepers whose expertise makes for superb honey and beeswax candles.

The Honeyhop brand reflects this passion and expertise through precise sharp lines and curves, warm natural colors, and a honeycomb visual motif.



Logo

The Honeyhop logo glyph ambiguously depicts both a bee and a honey dipper.

To help maintain this dual iconography, the logo should always be black in front of a yellow or white background. Do not invert the logo or glyph colors to yellow or white. Do not place the logo in front of a dark background.

Colors

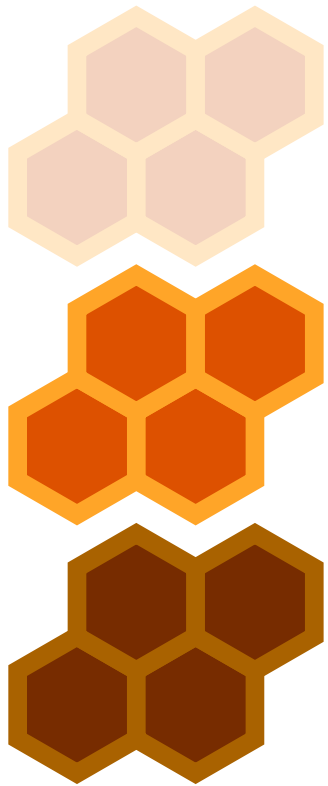


The Honeyhop brand features two primary colors: **orange** and **yellow**, and one secondary color: **green**. Each color has light, bright, and dark **shades**. Colors of the same shade share the same level of visual importance. To distinguish elements from each other, use colors from different **shades**. Green should be used sparingly as an accent color.

	ORANGE		YELLOW		GREEN
LIGHT	#F39F6E	↔	#FFCD86		#BED5A1
BRIGHT	#DD5100	↔	#FFA528		#73A432
DARK	#772C00	↔	#A96200		#73A432

Icons and Assets

In addition to honeycombs, over a dozen unique brand symbols have been created to suit the needs of the Honeyhop business:



SYMBOLS



Typography

These fonts and sizes should be used for the Honeyhop brand:

Heading 1 - Roboto Slab Black 42

Heading 2 - Roboto Slab Light 36

HEADING 3 - ROBOTO SLAB BOLD (SMALLCAPS) 20

Actionable/Button Text - Ubuntu Bold 24

Body - Ubuntu Regular 20

Caption Text - Ubuntu Light 16

Spacing and Alignment

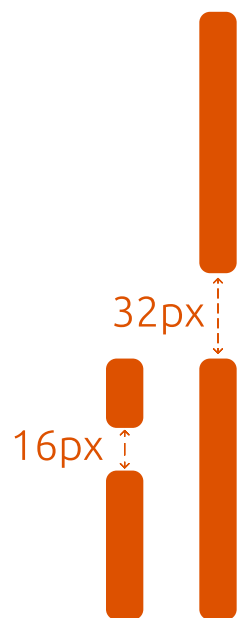
Text Elements

ALIGNMENT

Text elements may either be left or center aligned. Body text of any substantial length should always be left aligned.

SPACING

Body text should be spaced 16px away from headers. Sections of text should be at least 32px away from each other.



Layout Elements

When not working exclusively with text, layout elements should be spaced apart in multiples of 16px (depending on how closely related the elements are). Stroke thickness should be *ignored* when calculating spacing (for this reason, avoid using excessive stroke widths).

