



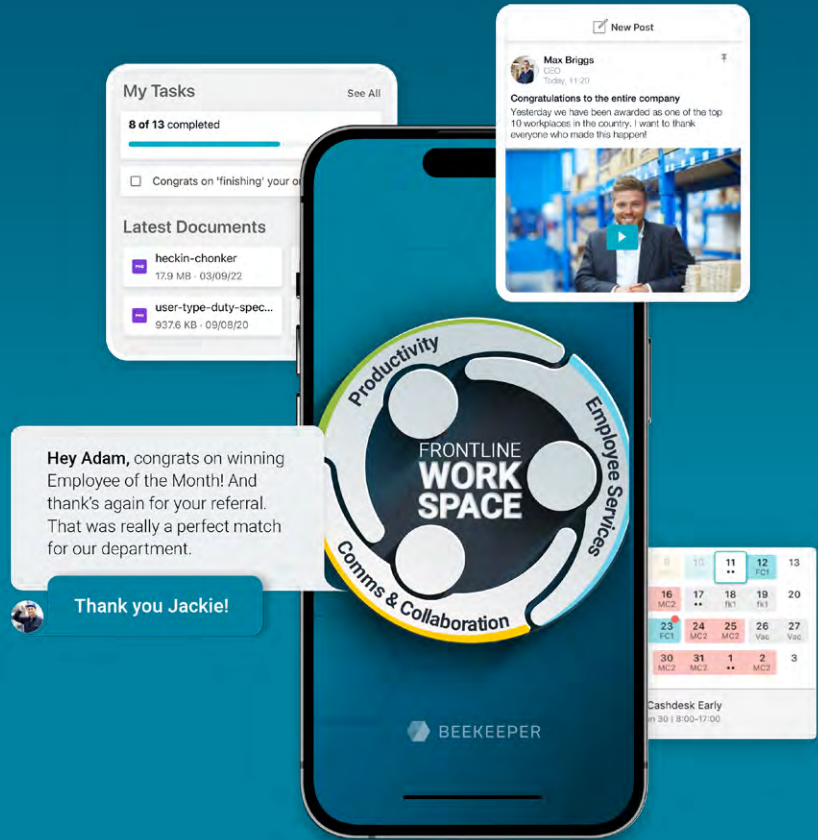
Essential Corporate Design **Guidelines**

Table of Contents

About Beekeeper	3
Visual Identity	6
Logo	8
Colors	14
Graphic Elements	18
Typography	24
Layouts	27
Iconography	31

Beekeeper is transforming the way frontline businesses work. Our mobile-first frontline success platform helps companies ditch paper and manual processes to improve employee engagement, retention, and performance.

Empower employees with direct access to the people, processes, and systems they need to do their best work. Companies around the world use Beekeeper to connect their teams, unify their systems and drive their businesses forward.



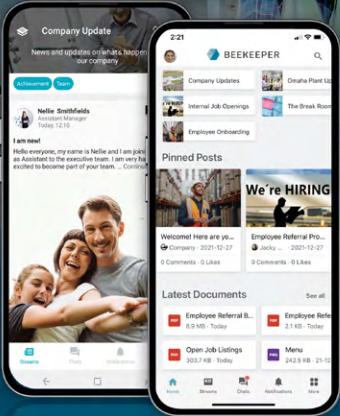
Everything in a frontline workers' pocket.

With Beekeeper's Frontline Success System, companies can automate paper-based processes, communicate with employees in real-time from anywhere, and improve the engagement, productivity, and safety of frontline teams.

The Beekeeper all-in-one Frontline Success System. Your solution to frontline disconnect.



Visual Identity



Everything in a worker's pocket

The Beekeeper Frontline Success System



Logo

Our Logo is a combination of the visual mark and our word mark. It is the core representation of the brand and it should be used in full color.



BEEKEEPER

Logo Usage

To maintain legibility, a clear space between the logo and other elements is defined. This space is the triangle in the accompanying visual mark.

This space is part of the logo file.

The logo should **never appear smaller than 5mm in height** – or 15% of the original file size.



Logo Variations

For individual needs, these color variations can be used as well.

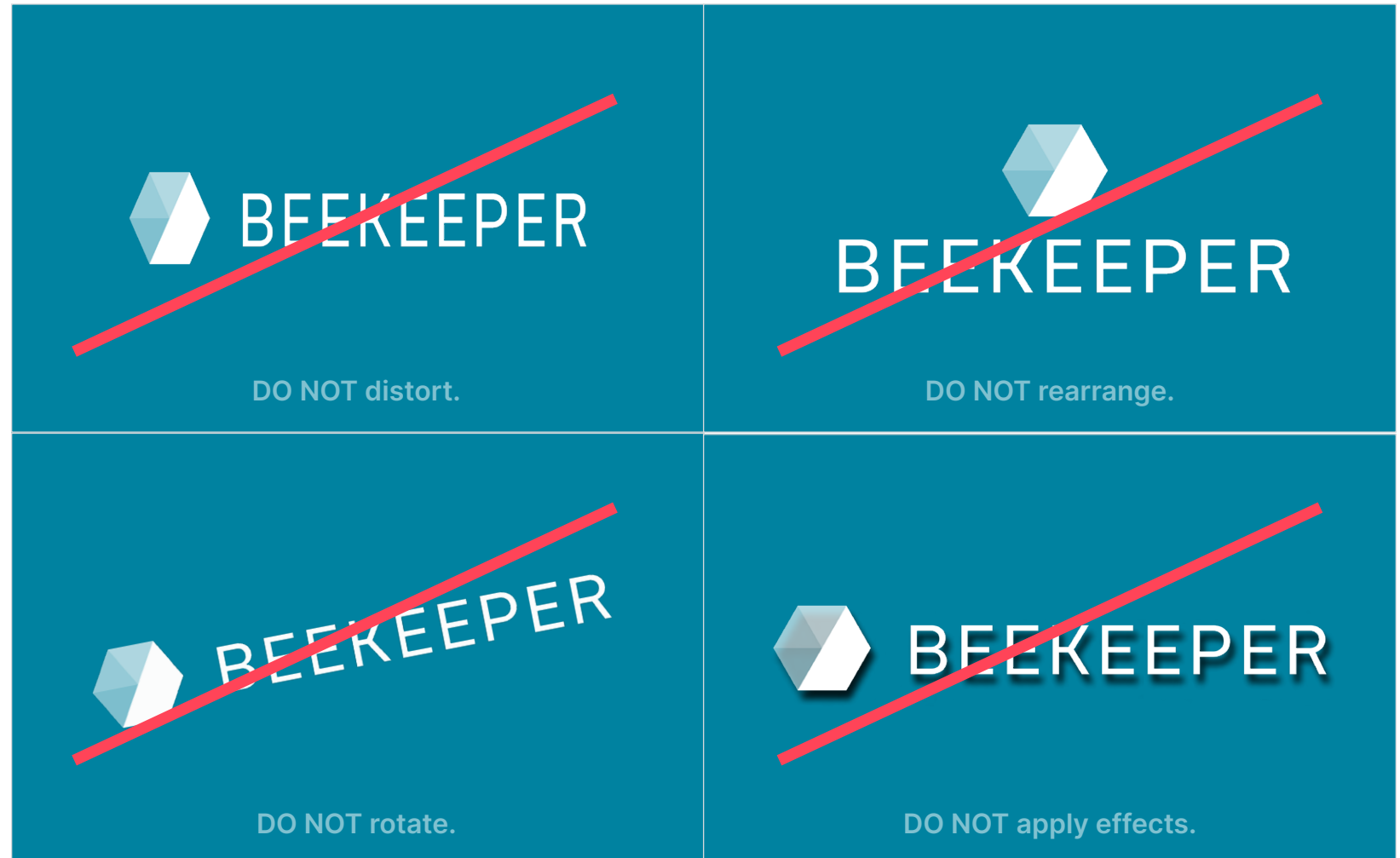


Logo Don'ts

Since it is the primary representation of our brand, it is necessary to maintain the integrity and legibility of the word mark.

This means the Beekeeper logo should not be misinterpreted, modified, or added to. **No attempt should be made to alter it in any way.** Its orientation and color should remain as indicated in this document.

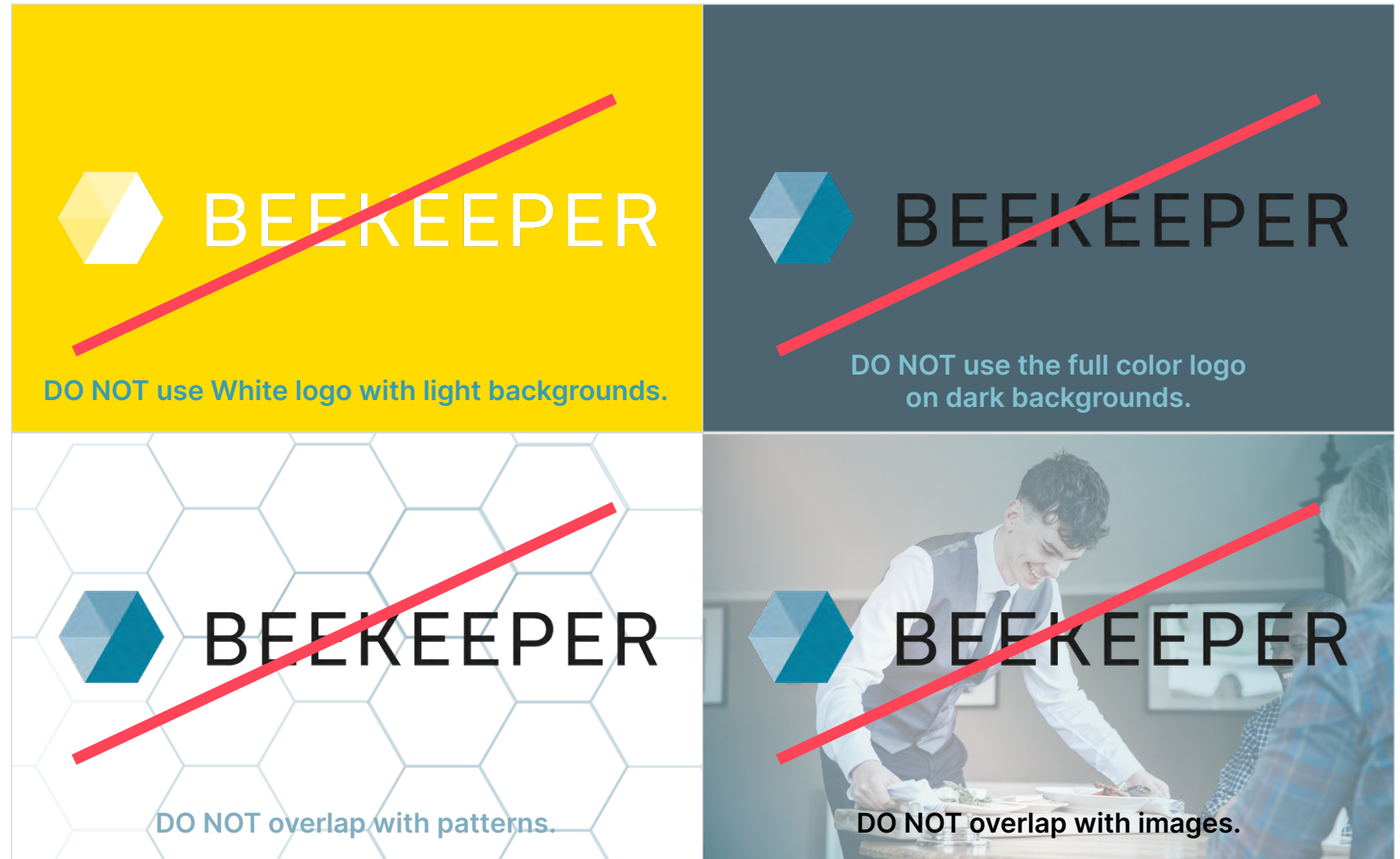
The following are examples of how the logo should NOT be modified.



Color Don'ts

When using the logo on a background, make sure there is enough contrast and legibility.

These examples show how the logo should NOT be used with backgrounds.



Colors

Color Overview

This is the full Beekeeper color palette.

Tonalities of Blue represent the primary palette for established Beekeeper communication.

Complimented by a dark gray for contrast and a vibrant highlight color, yellow.



primary colors

secondary colors

Primary Palette

BEEKEEPER BLUE – SEA

R0 / G130 / B160

#0083A0

C85 / M36 / Y28 / K2

PMS: 632C

LAVA

R50 / G60 / B70

HEX: #323C46

C78 / M65 / Y53 / K45

OCEAN

RO / G92 / B127

#005C7F

C95 / M60 / Y32 / K12

POOL

RO / G171 / B194

#00ABC2

C76 / M11 / Y21 / K0

SUN

R255 / G219 / B0

#FFDB00

C0 / M10 / Y100 / K0

Secondary Palette

Our accent colors bring vibrancy and variety to our world.

They speak to our energy and enthusiasm for empowerment.

All of them work well with our primary Beekeeper blue.

PAPAYA

R255 / G68 / B88

#FF4458

C0 / M87 / Y57 / K0

KUMQUAT

R255 / G153 / B0

#FF9900

C0 / M47 / Y100 / K0

GRAPE

R 116 / G 27 / B73

#741B49

C45 / M98 / Y45 / K31

CHESTNUT

R97 / G47 / B26

#612F1A

C38 / M78 / Y89 / K51

CHERIMOYA

R136 / G201 / B64

#88C940

C51 / M0 / Y98 / K0

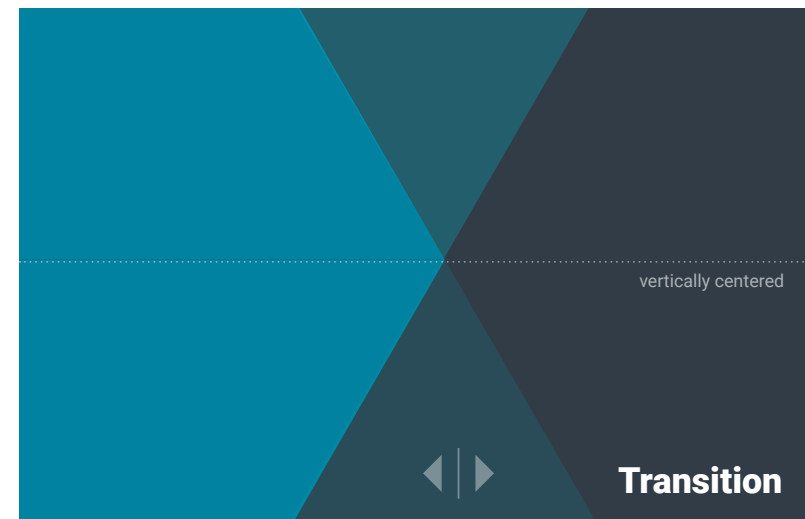
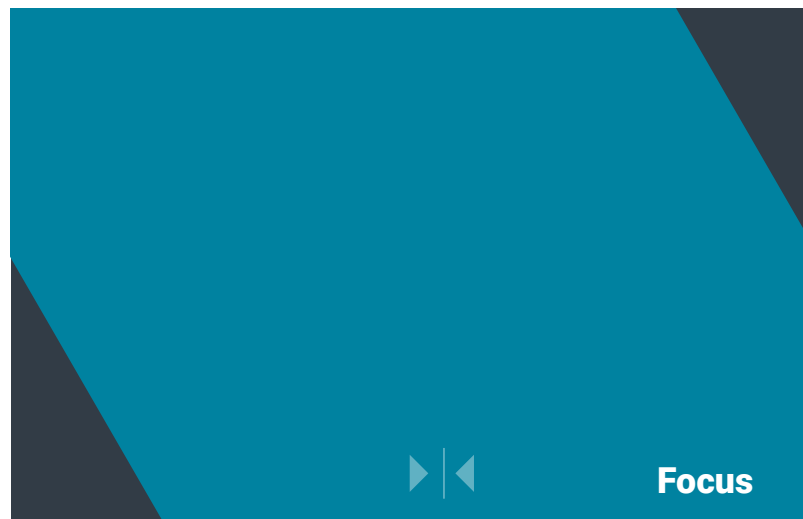
Graphic Elements

The 30° degree angle as basic “direction” for the Beekeeper Hexagon, creates our graphical playground and visual ID.



30
degree angle

Between design elements,
this can be used as a
divider, transition, or partial
color overlay element



Content Highlights

Communication is what it's all about. A speech bubble therefore is one of our most important design elements to highlight quotes, links or survey results.

“I need a laptop at work”

Frontline Manager

“You don't need to shake someone's hand to hire them”

Irene Fronler
Chief People Officer
Recruitment Company INTA

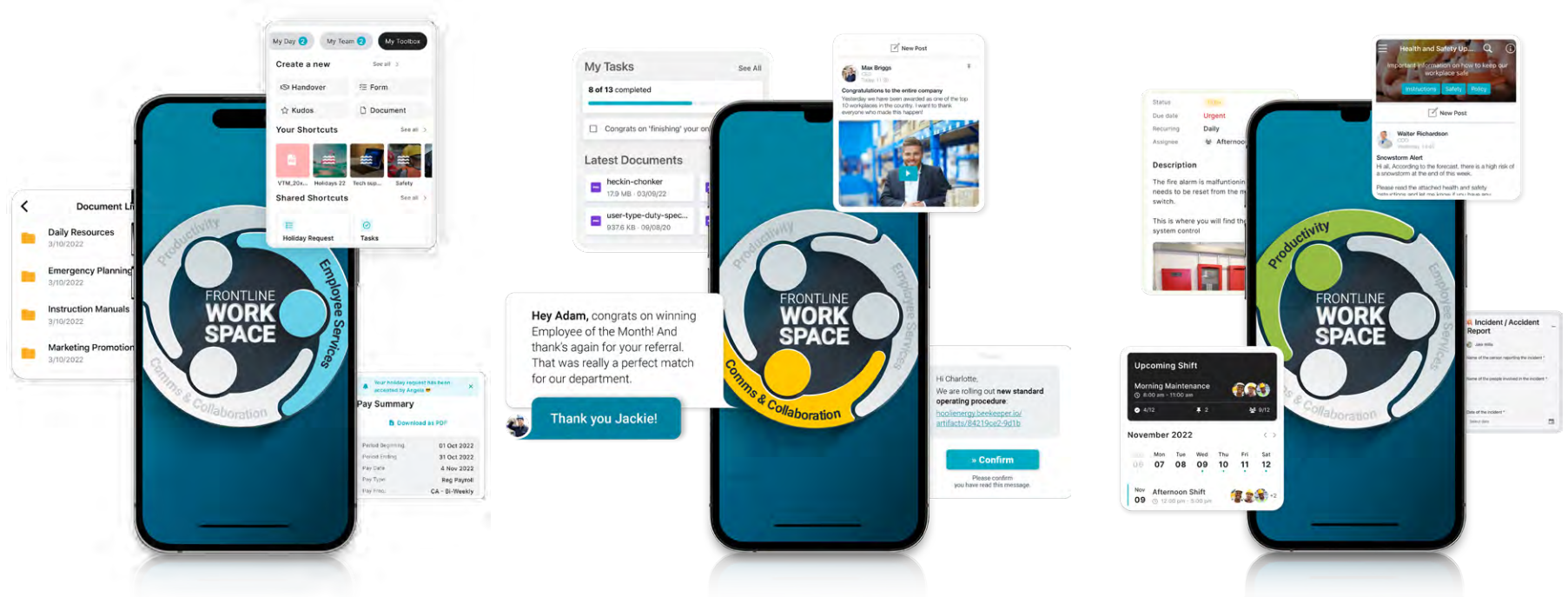
“What took us 10 days to inform shop floor workers, now it takes only seconds!”

» Watch our webinar with McKinsey and Lighthouse Research to learn more.

Frontline Workspace Illustrations

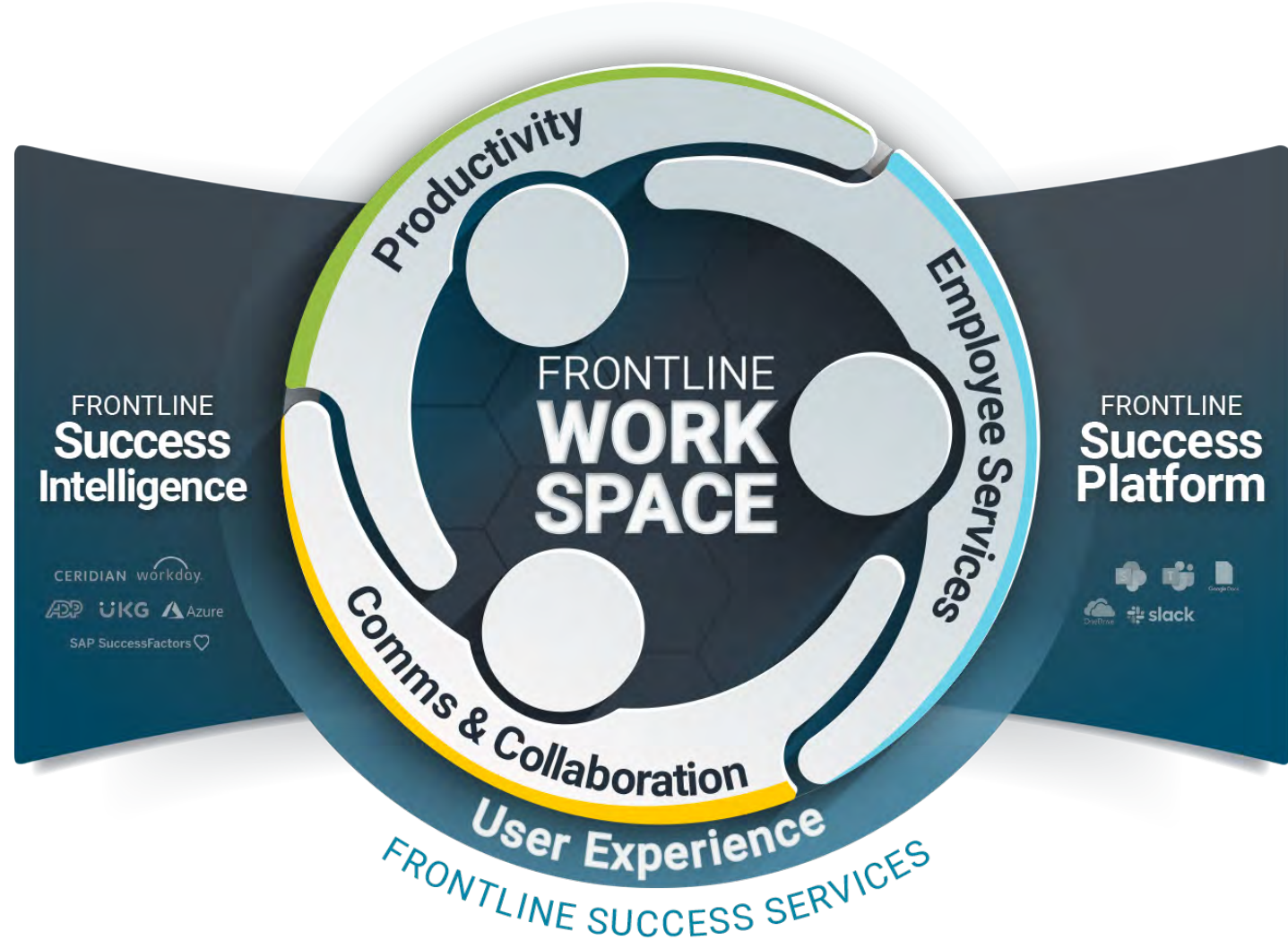
Employee Services, Communication & Collaboration and Productivity Tools are the essential categories to create and organize the mobile Frontline Workspace.

This is the heart of the Beekeeper app.



Frontline Success System Illustration

The Frontline Workspace with Employee Services, Communication & Collaboration and Productivity tools – all of them combined in a single place, wrapped in a user experience unique to the frontline. This what we call the Beekeeper Frontline Success System.



Typography

Inter Font-Family

Inter, with its classic, abstract font face has all you need to create bold, stunning text.

Inter Bold:
Headlines
Subheadings
Short Quotes
Call to action

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789, .?!&@\$€

Inter Regular:
Body text
Intro text
Quotes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789, .?!&@\$€

Inter Light:
Intro text in larger
font size

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789, .?!&@\$€

Optional Inter Semibold Category Title

Lorem Ipsum Headline Example

Haritas si bla cor mod quo to tem aborest iuribusame rempos viti totatemporum volores velendi genist dis sitatusaecae volest.

Dellestium haritas si bla cor mod quo to tem aborest iuribusame rempos viti totatemporum volores velendi genist dis sitatusaecae volest, omum quia doluptaempos viti orum volores velendi genist dis sitatusaecae volest, m quia tectet voluptati aut vent lit, coru ne mporeprae.

» Learn more

Content example
with font gradation

Photography

We want our audience to feel like they're standing shoulder-to-shoulder with the frontline worker. We hear them and understand their needs.

Imagery is authentic and diverse, showing the real-life scenarios. Avoid obviously staged scenes and images that appear inauthentic.



Layouts

Final Examples

A collection board to show some layout examples and the range of options – online and print.

1. Find out who your frontline workers are and what they need
2. Celebrate your frontline workers with the rest of the company
3. Give frontline managers training, insights, and tools they need to succeed
4. Give frontline workers the resources they need to be successful

Iconography





To make any use of our logo or brand identity in a way that is not consistent with these guidelines, please contact us and include a visual mockup of intended use.