

Brand Guidelines

Contents

03. Introduction

04. Our Values

05. What is Bevy?

06. Our Voice

07. Logotype

08. Logo Variations

09. Logo Application

10. Color Palette

11. Typeface

12. Questions?

Introduction

Bevy's values, logo, color palette, and voice are all integral parts of what makes up the Bevy brand.

This presskit has been created to ensure the Bevy brand is respected and remains intact.

It will teach you how to be more “Bevy.”

Our Values

Our brand, and everything attached, reflects our Five Core Values:

Do the right thing.

Nothing supersedes doing the right thing. We will treat people as we wish they would treat us.



Kindness and empathy.

We treat our customers with unmatched empathy because they are us and we are them.

Communicate like a legend.

Clear, concise, and thoughtful messaging no matter the occasion.



Unrelenting work ethic.

All problems have a solution and hard problems require an unrelenting owner.

Build a legacy.

From the code we check-in, to the partnerships we build, to the people we hire, to the way we live and treat others, we are playing the long game.



What is Bevy?

Bevy is not just a software platform or a web-based dashboard, we are launching a movement, we are helping companies build communities in real life.

We are providing companies with the tools they need to build and grow brand advocacy, to enable their customers, to bring their communities together in-person.

Bevy's brand is not just a set of graphic elements or a specific color palette, it is a happy customer, shared knowledge, an empowered consumer.

Our Voice

The Bevy voice is human. Our copy is written by a person to be read by a person. Our tone connects us with a wide audience; we have a big vocabulary, but we write in laypeople's terms, we don't tell knock-knock jokes, but we make people laugh, we don't teach people lessons, we educate them.

We are clear and honest, upbeat and playful.

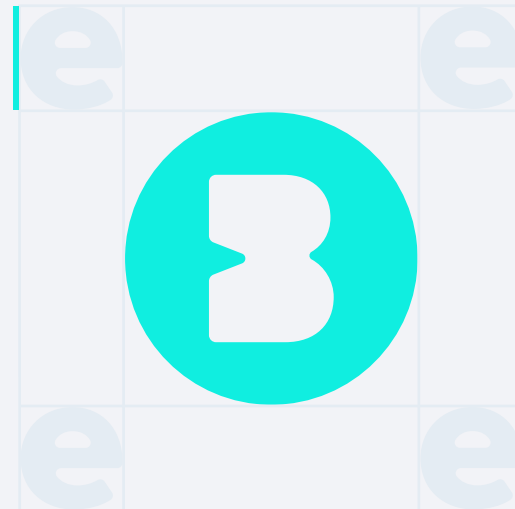
Logotype

We love our logo! To make sure it looks good when paired with other graphic elements please make sure it has empty space as shown below.



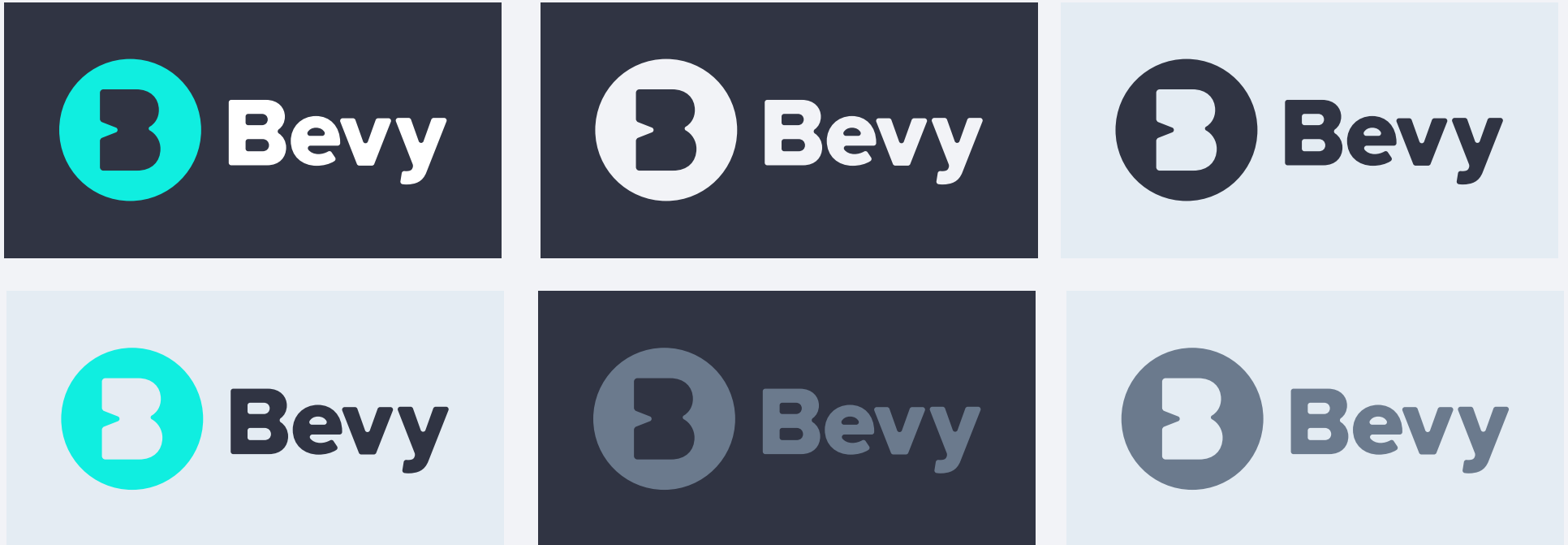
Logotype

This are our logo variations, when needed you can use our stacked or isotype versions.



Logotype

These are our logo main color variations and applications.



Color Palette

These are the colors that represent us. They were chosen carefully and are integrated throughout our website, branding, and have become recognizably “Bevy.” Please use this color palette wisely.

Primary Colors

HEX: #14FAF4 RGB: 20, 250, 244 CMYK: 54, 0, 16, 0	HEX: #14FFFF RGB: 20, 255, 255 CMYK: 92, 0, 0, 0	HEX: #9652FF RGB: 150, 82, 255 CMYK: 41, 68, 0, 0	HEX: #9D82FF RGB: 157, 130, 255 CMYK: 38, 49, 0, 0	HEX: #303443 RGB: 48, 52, 67 CMYK: 28, 22, 0, 74	HEX: #6B7A8D RGB: 107, 122, 141 CMYK: 24, 13, 0, 45
	HEX: #00C6C1 RGB: 0, 198, 193 CMYK: 100, 0, 3, 22		HEX: #6C00EB RGB: 108, 0, 235 CMYK: 54, 100, 0, 8		HEX: #4D546A RGB: 77, 84, 106 CMYK: 27, 21, 0, 58

Secondary Colors

HEX: #E4ECF3 RGB: 228, 236, 243 CMYK: 6, 3, 0, 5	HEX: #F2F3F7 RGB: 242, 243, 247 CMYK: 2, 2, 0, 3	HEX: #FFFFFF RGB: 255, 255, 255 CMYK: 0, 0, 0, 0
---	---	---

Typeface

Proxima Nova is our main typeface it should be used when possible in all digital media, digital marketing materials and print collateral to help express Bevy look and feel.

Proxima Nova Extra Bold

Main titles

Proxima Nova Bold

Subtitles, highlights

Notare quam littera **gothica quam nunc** putamus parum claram anteposuerit litterarum formas humanitatis per seacula. Claritatem Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius claritas est? Placerat facer possim assum typi non habent claritatem insitam est usus.

Paragraphs & Links

Questions?



Ask away! design@bevylabs.com