



BRAND GUIDELINE

The logo, the palette, and the type — what they are and how to place them. Read this before using the mark anywhere.

EDITION	2026.09
SOURCE	Beeble Design System · ds-1.36
MAINTAINED BY	Beeble Design
REFERENCE	beeble.ai

FORMS



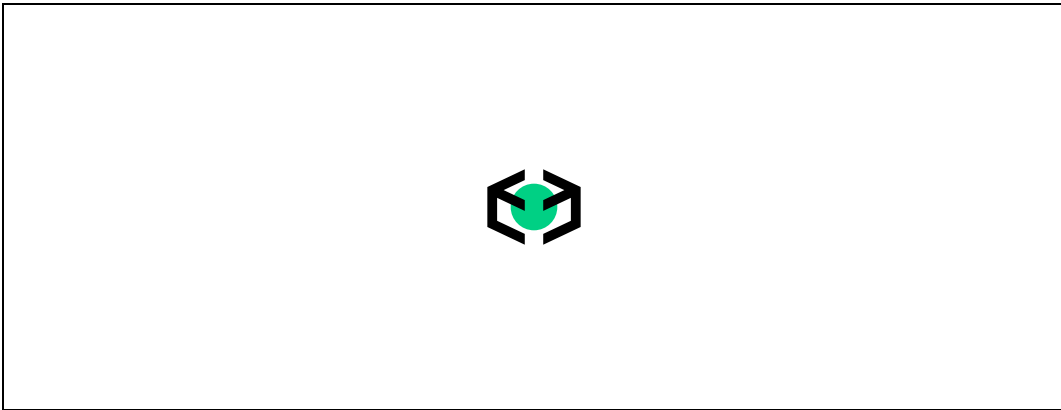
FULL SIGNATURE

symbol + wordmark



WORDMARK ONLY

text alone



SYMBOL ONLY

mark without the name

The full signature is the default. Reach for the wordmark or the symbol only where the context already carries the name.

SVG/ beeble-logo.svg – light backgrounds
 beeble-logo-dark-bg.svg – dark backgrounds
 beeble-logo-green-bg.svg – Beeble Green backgrounds
 beeble-symbol.svg · -dark-bg · -green-bg
 beeble-wordmark.svg · -dark-bg – the default serves light and Beeble Green backgrounds

Primary – black with green circle	light BG
Secondary – white with green circle	dark BG
Black with gradient circle	green BG

There is no monotone version in the kit. Every file keeps the green circle – on screen it is the one color that identifies the brand. Single-color reproduction (one-color print, engraving, embroidery) is a request to the design team, not a conversion.

SAFE AREA



Every file you receive already holds its own breathing room. Nothing to measure, nothing to add.

The file's edge is the boundary. Nothing crosses it — no type, no image, no frame, no second logo. Scale the whole file; never crop it to remove the empty space, because the empty space is part of the mark.

On a busy background (page 03), fill that same box: a white — or, where white would dominate, black — rectangle the size of the file. Square corners, no border, no shadow.

Minimum height · whole file, safe area included

FORM	SCREEN	PRINT
Full signature	30px	8mm
Symbol	24px	6mm
Wordmark	30px	8mm

Below these heights the circle closes up and the wordmark's counters fill in. If the logo feels crowded, make its neighbours smaller — the file's box is the one dimension that does not negotiate.

Need a format we don't ship — another PNG size, CMYK, a single-color print file? Ask the design team rather than converting it yourself.

BACKGROUNDS

USE



LIGHT
Primary — black wordmark, green circle.



DARK
Secondary — white wordmark, green circle.



BEEBLE GREEN
Gradient circle — a flat green one would disappear.



ANY OTHER
Fill the file's box in white, stand Primary on it.

NEVER



NEVER BARE ON COLOR



NEVER BARE ON IMAGERY



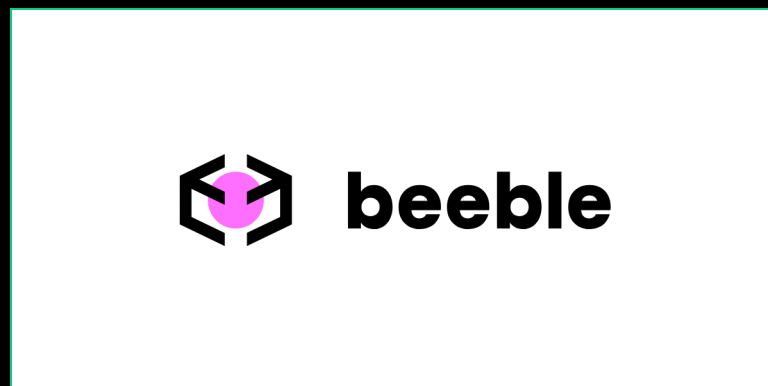
NEVER MONOTONE ON GREEN



BLACK SAFE AREA — ONLY IF WHITE WOULD DOMINATE

DO NOT CHANGE IT

The mark is a fixed pair of colors in a fixed geometry. Everything below is a failure we actually receive — each one makes the logo unrecognisable at a glance, which is the only job it has.



CIRCLE RECOLORED

- Black logo with another color circle, or a white one
- Green logo with a white circle, or a black one



SKewed OR ROTATED

- Black symbol paired with a green wordmark
- Monotone in anything other than black or white



STRETCHED

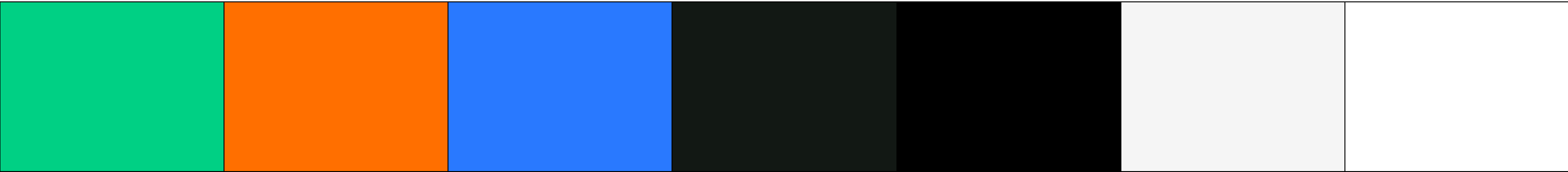
- Never redraw the circle or the letterforms — place the shipped file
- Never set "beeble" in Poppins as a substitute wordmark



SHADOW OR GLOW

- Never crop the file: not the symbol out of the signature, not the safe area off the edge
- No texture inside the mark, no frame or badge around it

PALETTE AND TYPE



BEEBLE GREEN
#00D084

VIBRANT ORANGE
#FF6F00

ELECTRIC BLUE
#2979FF

DEEP CHARCOAL GREEN
#121814

PURE BLACK
#000000

NEUTRAL GRAY
#F5F5F5

PURE WHITE
#FFFFFF

Poppins

Display and body — headlines, product names, running copy.

Space Mono

Data — versions, timestamps, filenames, paths.

GREEN LEADS, ORANGE POINTS

Green with black content is the default pairing.
Vibrant Orange is the one accent — a CTA, a chip, a highlight — never a background.

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