



Busy Bees Guidelines

The key brand resources and fundamentals to get started with our brand.
Find logos, colors, and typography specs

Logo

Vertical



Horizontal



Color Palette - Busy Bees

Primary



#e6344b



#fecelc



#252F3A

Typography

Hero Junior, our unique brand typeface, was designed by brand typography specialist Miles Newlyn. He's customized the characters to reflect how children are taught to write, creating a clear and accessible geometric sans suitable for both digital and offline communications.

HeroJunior-Light DESKTOP

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

HeroJunior-Light
Weight: 300
Style: normal

HeroJunior-Super DESKTOP

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

HeroJunior-Super
Weight: 400
Style: normal

HeroJunior-Regular DESKTOP

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

HeroJunior-Regular
Weight: 400
Style: normal

HeroJunior-Bold DESKTOP

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(,.;:?!\$&*)

HeroJunior-Bold
Weight: 700
Style: normal