



Busy Bees Guidelines

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

Logo

Vertical



Horizontal

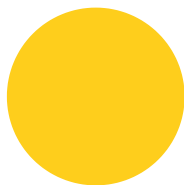


Color Palette - Busy Bees

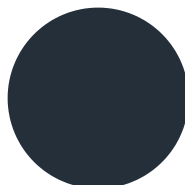
Primary



#e6344b



#fecd1b



#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