



Brand Guideline, 2019

LOGO VARIANTS  
Buzzgrove Honey



Brand Guideline, 2019



**Main Logo**  
Used for all main marketing tools, website, official collateral and more



**Alternate Logo**  
Used for smaller promo items, icons, mobile apps, social media identity & print



**Letter Logo**  
Used for smaller promo items, icons, mobile apps, social media identity & print



VISUAL IDENTITY  
Color Palette

The consistent use of our color is a critical factor in building Buzzgrove's brand worldwide. Color evoke a response that reaches beyond culture and language. The primary colors for our brand consist of Gold/Mustard, Charcoal, and Light Grey. This combination of colors is the principal selection in the creation of all collateral materials.



CMYK  
C 100 M 98 Y 32 K 23  
RGB  
R 39 G 67 B 95  
HEX: #774992  
PANTONE: 2766 C



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COLOR HIERARCHY

Color Hierarchy should always be considered when designing for Buzzgrove. Gold/Mustard should be used the most, followed by Charcoal. It is important to be mindful of the reader and allow sufficient negative space for optical rest.



VISUAL IDENTITY  
Typography

Typography is a key visual signifier for any brand. In order to create a more identifiable and consistent look and feel we have chosen the **Nexa Rust Sans** typeface to be used exclusively for Buzzgrove.

Primary Typeface

**Nexa Rust Sans**  
Decorative Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789  
@?

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Secondary Typeface

**Gotham Bold Regular**  
Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789  
#@%?!

Body Copy Typeface

**Lato Regular**  
Sans Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

0123456789  
#@%?!



VISUAL IDENTITY  
Brand Collateral & Packaging

Buzzgrove will be identified on the market by a mixture of colors, patterns, and a careful packaging concept design. Their brand collateral will help enforce the brand awareness. The following visuals strongly represent Buzzgrove's brand identity.



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