



BUSYBEEZ

BRAND IDENTITY

DECEMBER 2020 – JANUARY 2021 (CONTRACT)

DESIGN SERVICES
UI / BRAND IDENTITY / STYLE GUIDES / DESIGN
LEAD

ABOUT

BusyBeez is a time platform for both employees and contractors to manage people, time and money in one simple system

MAIN GOAL

To create a brand identity for this new product being developed. To help create a marketing material to bring brand awareness.

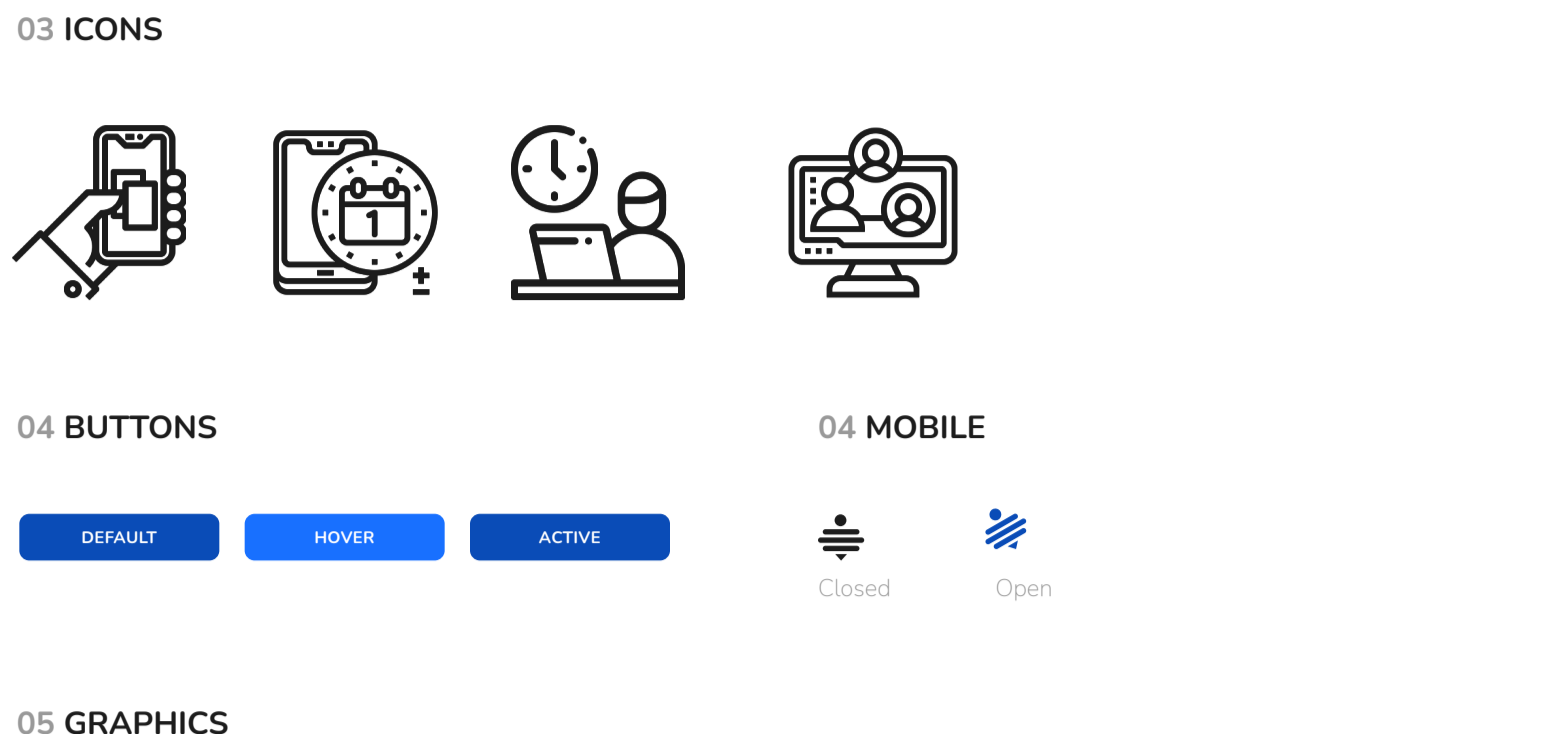
DESIGN APPROACH

My role was work along side the founder to help create a brand logo and identity for their time management platform.

CREATING A BRAND

BUSYBEEZ - STYLEGUIDE_V1.0

01 COLOUR PALETTE



02 TYPOGRAPHY

NUNITO FONT

NUNITO BOLD
NUNITO SEMIBOLD
NUNITO REGULAR
NUNITO LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur tempus gravida ligula ac accumsan. Cras laucis.

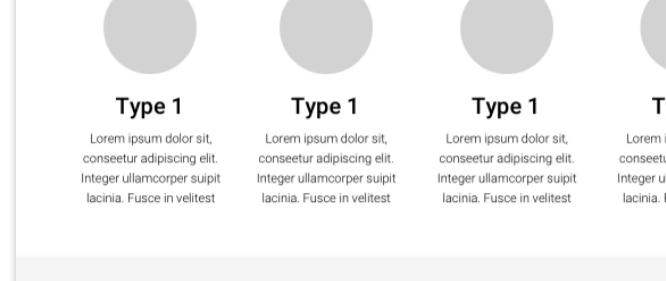
Roboto Slab Medium

This is the font styling for the quote component

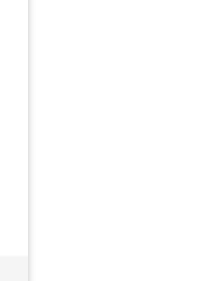
03 ICONS



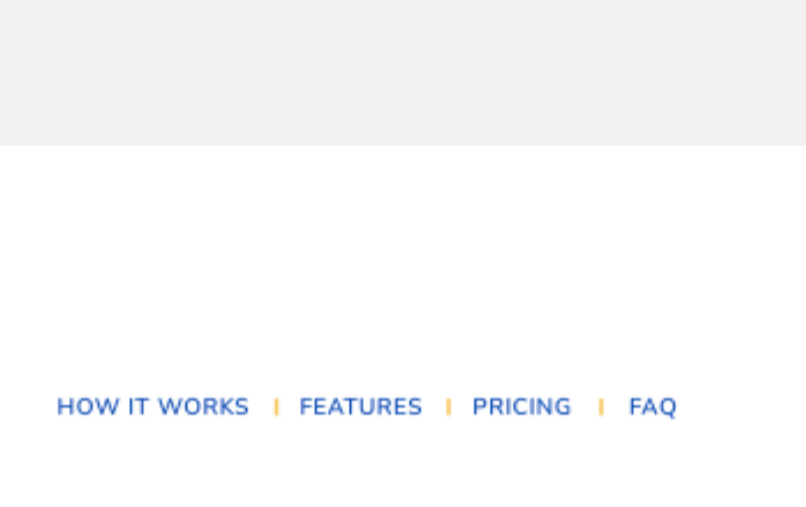
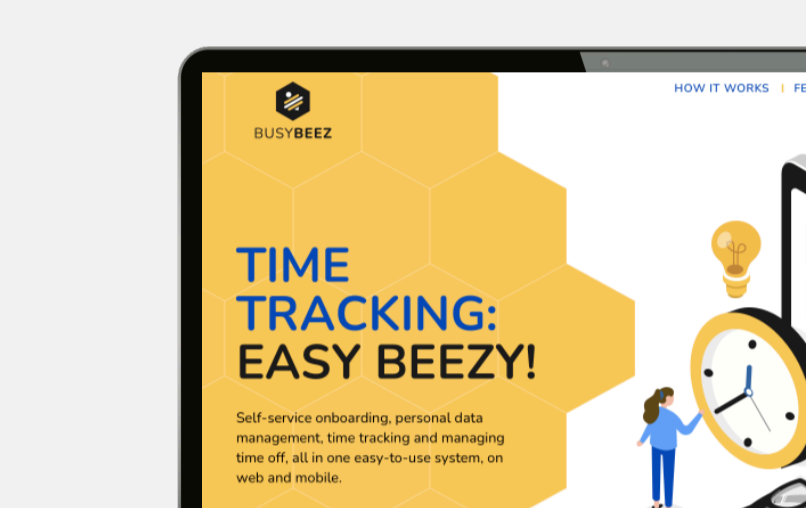
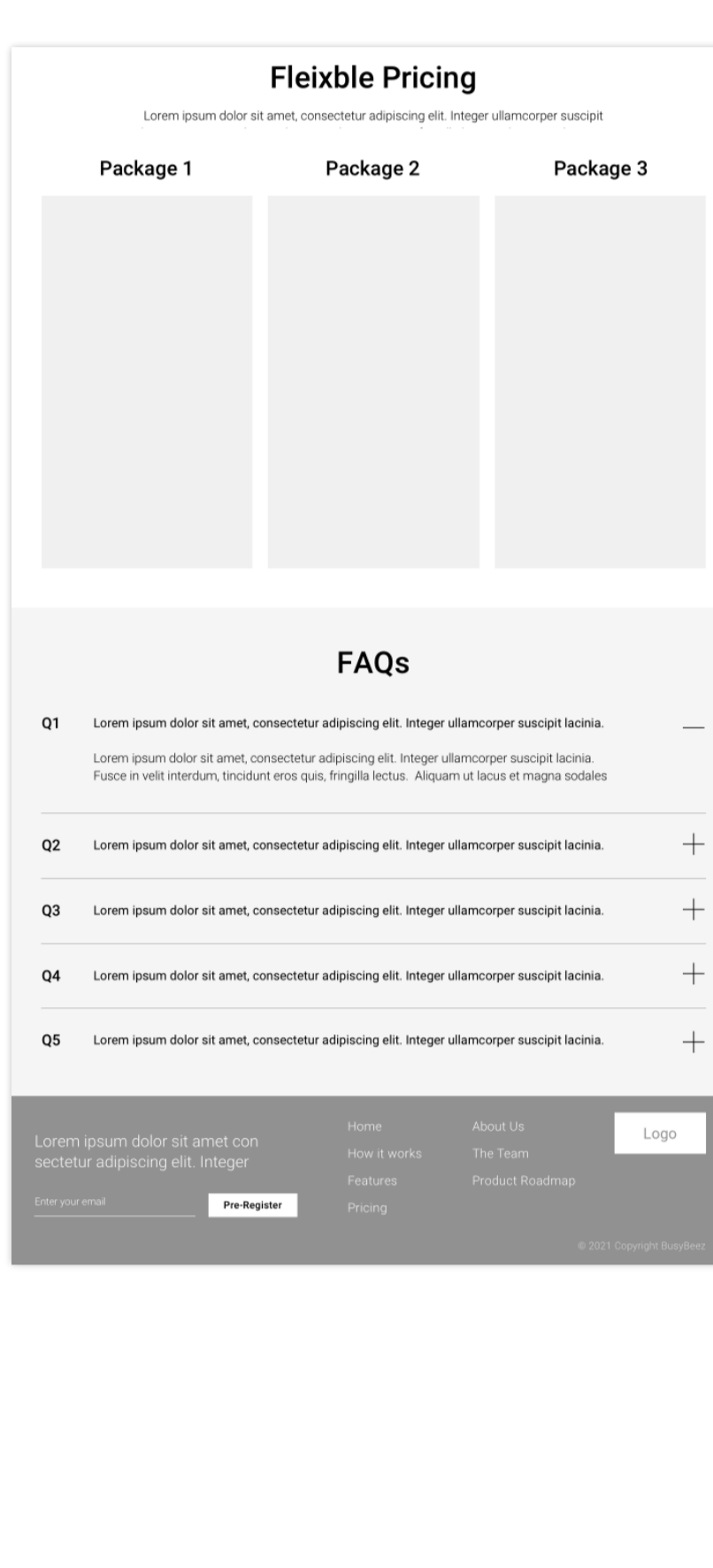
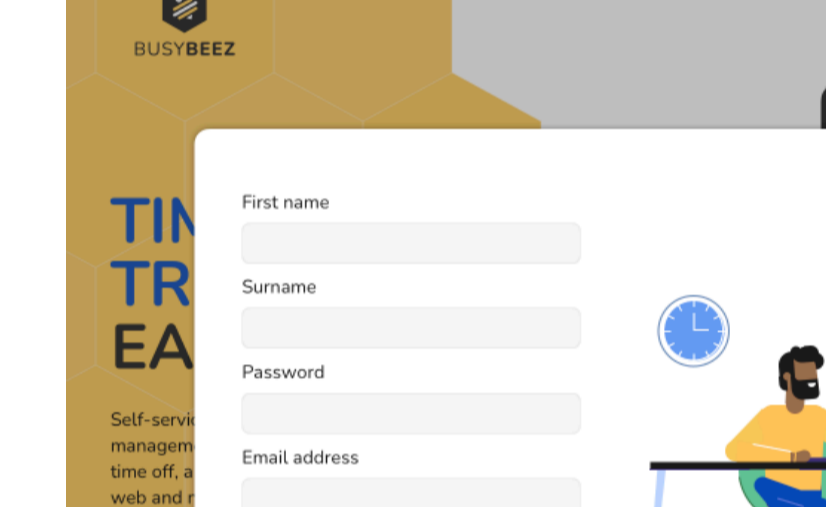
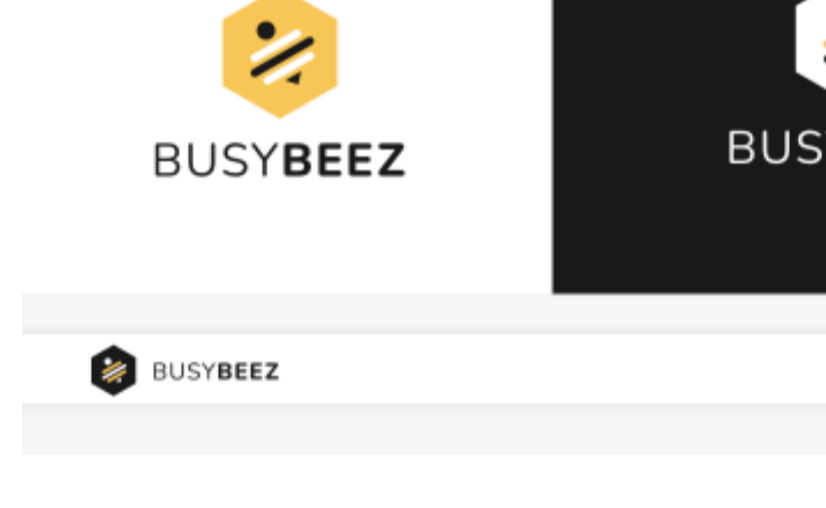
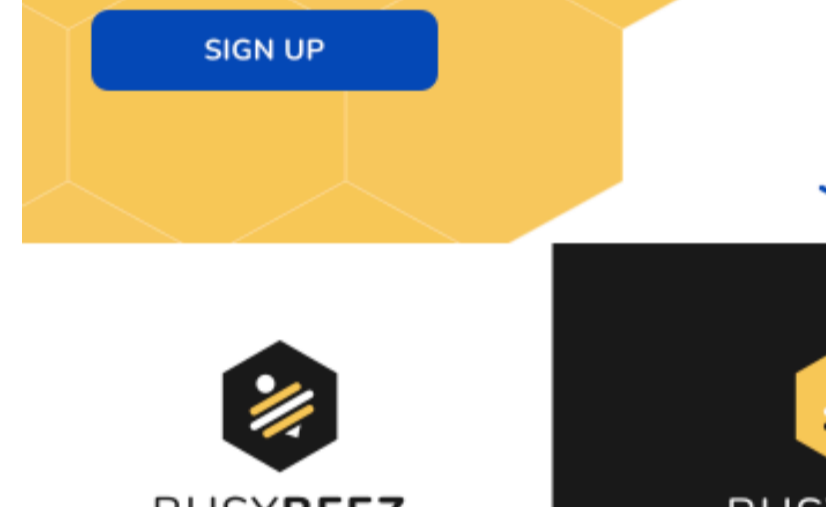
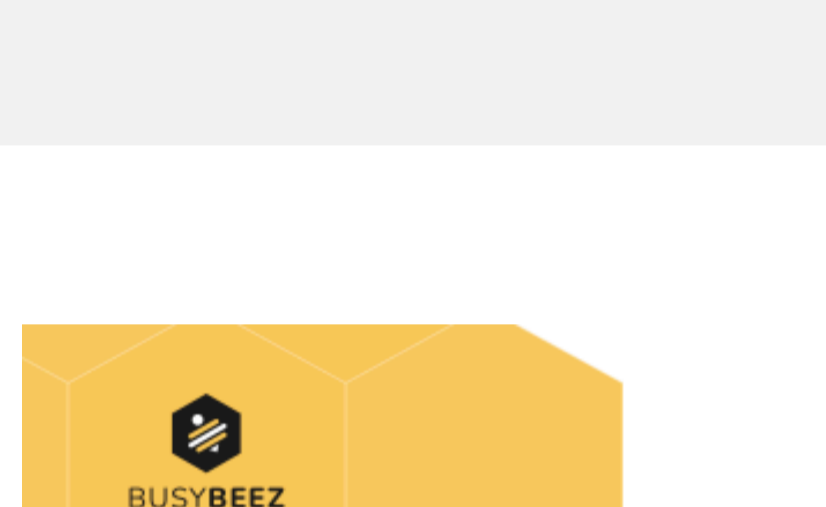
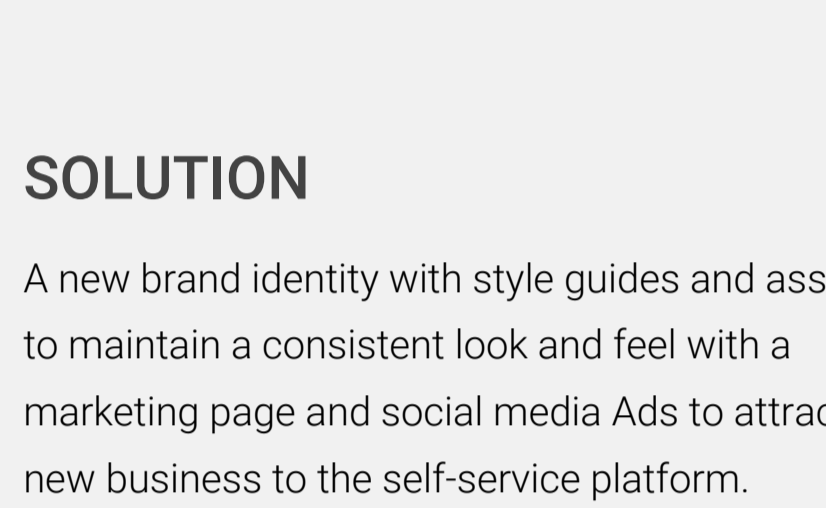
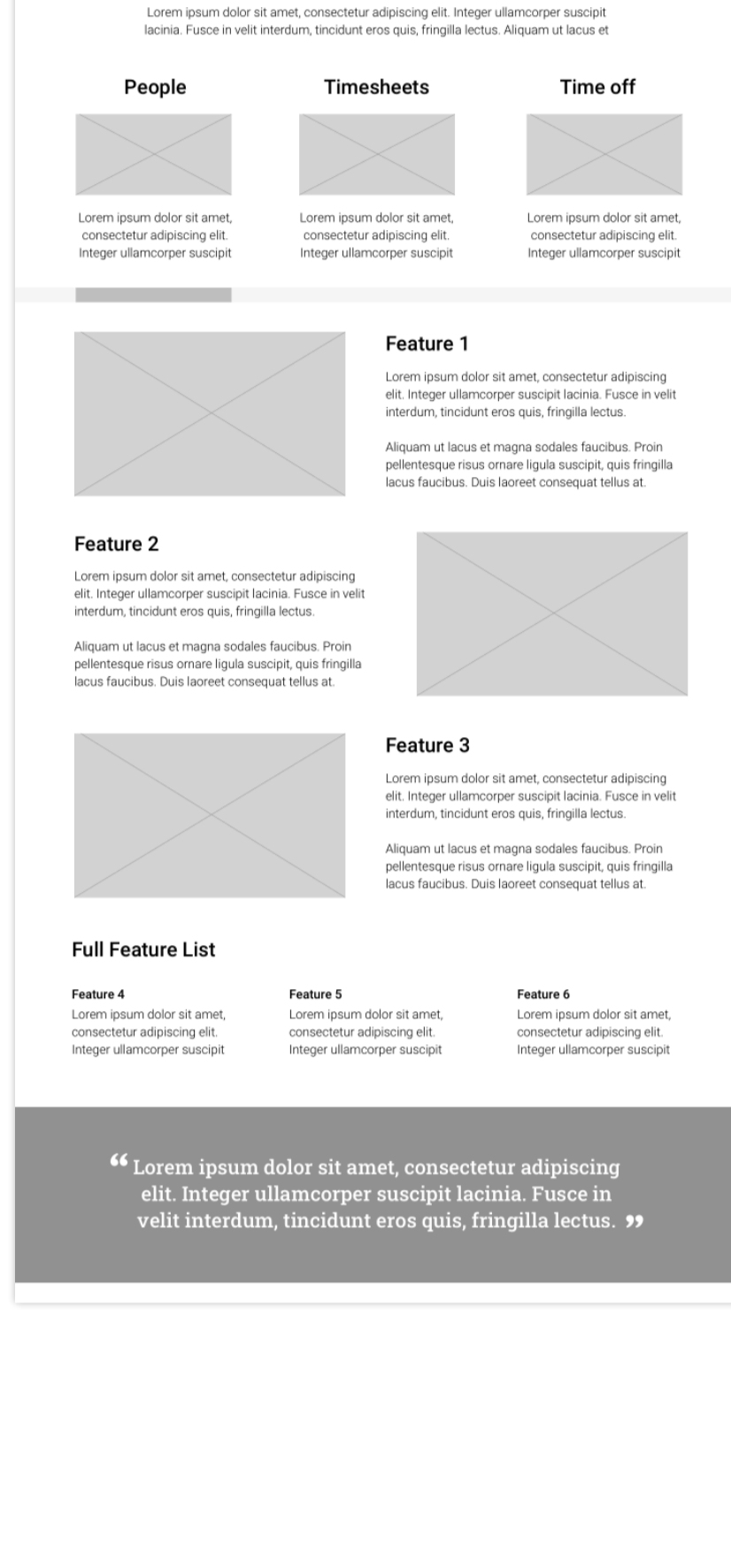
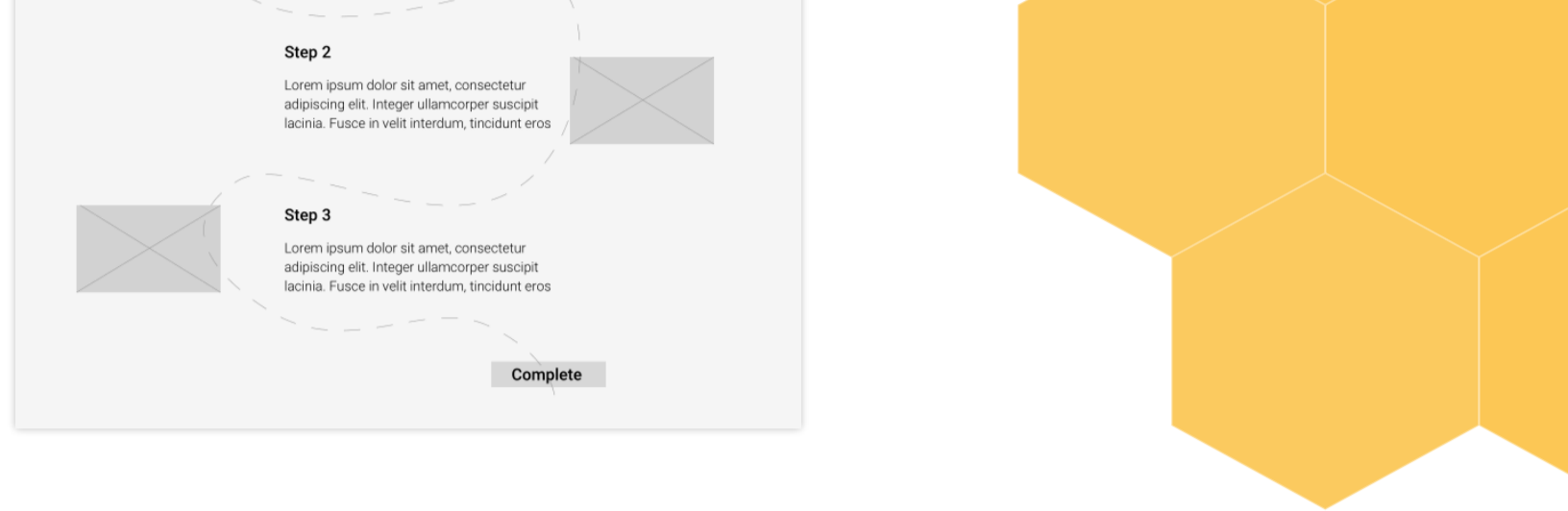
04 BUTTONS



04 MOBILE



05 GRAPHICS



SOLUTION

A new brand identity with style guides and assets to maintain a consistent look and feel with a marketing page and social media Ads to attract new business to the self-service platform.

