

Sleepy Bee
STYLE



Brand Guide

Sleepy Bee is a whimsical brand with artistic appeal. From digital products to pattern prints, we focus on creating joyful designs.

Logo & Color

Sleepy Bee logos should be replicated as shown using approved versions with minimum size and white space requirements.

As the brand is quite colorful, colors can be used from the palette shown, or extrapolated using a similar formula to calculate color intervals.

Depth and dimension can be conveyed through lines, shadows, overlays, gradients, etc. as long as work is deemed to fit brand aesthetic. Generally, imagery includes desaturated colors and curves/organic shapes.

Logo Versions

0.1 in. min. sizes shown



One color variations (light, dark, blue, yellow) available.

Color Palette



#997329



#D6AB5E



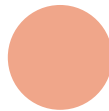
#FFE85C



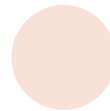
#CDE4EB



#69ABC2



#F0A68A



#FAE1D8



#EBD6AF



#FFF6BE



#D1DE99



#5965C2



#828CD1



#ACB2E0



#9BC8D6



#E1FF66



#664C1B



#AC4F2E



#E56A3D



#A5C233



#057699



#FFFFFF



#C7C7D6



#818494



#595C73



#1C1F26



Gradient Examples

For Print

Title

Playfair Display Bold
38pt / 44pt

Subtitle

Playfair Display Bold Italic
26pt / 30pt

Section

Playfair Display Bold
22pt / 26pt

Subsection

Playfair Display Regular
16pt / 22pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Noto Sans JP Regular
12pt / 16pt

Captions

Noto Sans JP Medium
10pt / 12pt

For Web

Title

Playfair Display Bold
50pt / 56pt

Subtitle

Playfair Display Bold Italic
32pt / 36pt

Section

Playfair Display Bold
26pt / 30pt

Subsection

Playfair Display Regular
20pt / 26pt

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Noto Sans JP Medium
12pt / 16pt

Captions

Noto Sans JP Regular
10pt / 12pt

Text & Fonts

Font and size will vary depending on print/web use. Important text on web should at minimum meet the guidelines for WCAG 2.0 level AA color contrast.

