

Servbees Brand Guidelines

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Servbees Master Logo

This is the most prominent element of our brand.

It's a combination of the signature "Buzybee" graphic and the Servbees wordmark. The two intersecting shapes meeting in a location pin form a bee. It represents our energy, who we are, and what we aim to be—a hardworking, innovative hustler, and a Buzzybee that intertwines technology and business, making it accessible and easy for all.

As it's the visual heart of our brand, we've put a lot of love and hard work into building the Servbees logo. Check out this guide so you can help Filipino businesses tell their story and make a buzz!





Servbees Logo Color 

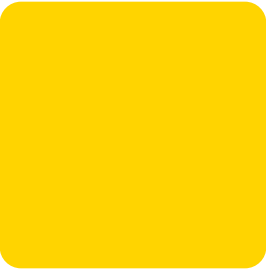
Midnight Blue

HEX #1F1A54
RGB 31 26 84
CMYK 100 100 36 30
PMS 274



Servbees Yellow

HEX #FFD400
RGB 255 212 0
CMYK 0 15 92 0
PMS 012





Bee-ariation



servbees™

Over neutral color



servbees™

Natural environment



servbees™

Reverse

Color Executions Standard Servbees logo on white background Royal Blue Servbees logo on Cyber Yellow background Cyber Yellow Servbees logo on Royal Blue background



Bees in 2 Ways



HORIZONTAL as the main format, with the icon and brand name side-by-side.



servbees

VERTICAL for smaller spaces, with the brand name at the bottom.



Bee-reading space



Don't forget, Servbees logo needs its own space—no other elements buzzing around please. If it's the horizontal logo, it has to be surrounded with a clear space that is equal to the width of the letter “s” of the logotype. For the vertical logo, it should have an empty space around it that is equal to the width of the letters “se” of the logotype.



Bee-little



PRINT
26.4mm



PRINT
6.3mm



DIGITAL
100px



DIGITAL
24px



PRINT
10.5mm



servbees

DIGITAL
40px



servbees

MINIMUM LOGO SIZES



Bee critical



When you see the Servbees logo, you see not just the brand but all the buzzybees in the metro. So bee careful with where you put it, check how it would look like, and ensure it makes a buzz wherever it appears.



Don't stretch the logo in any way.



Don't rotate, skew, stretch, or distort in any way.



Don't use on non complimentary background.



Don't change the colors.



Don't add on busy picture.



Don't add strokes, glow or shadow.



Don't use font as logo.

REMEMBER The buzzybee must be looking up at all times. That means no rotating, altering, or changing of style. Only use the Servbees brand colors. Give it enough space. No extra elements or accessories. It already looks awesome!



Bee-ariation



servbees

Over neutral color



servbees

Natural environment



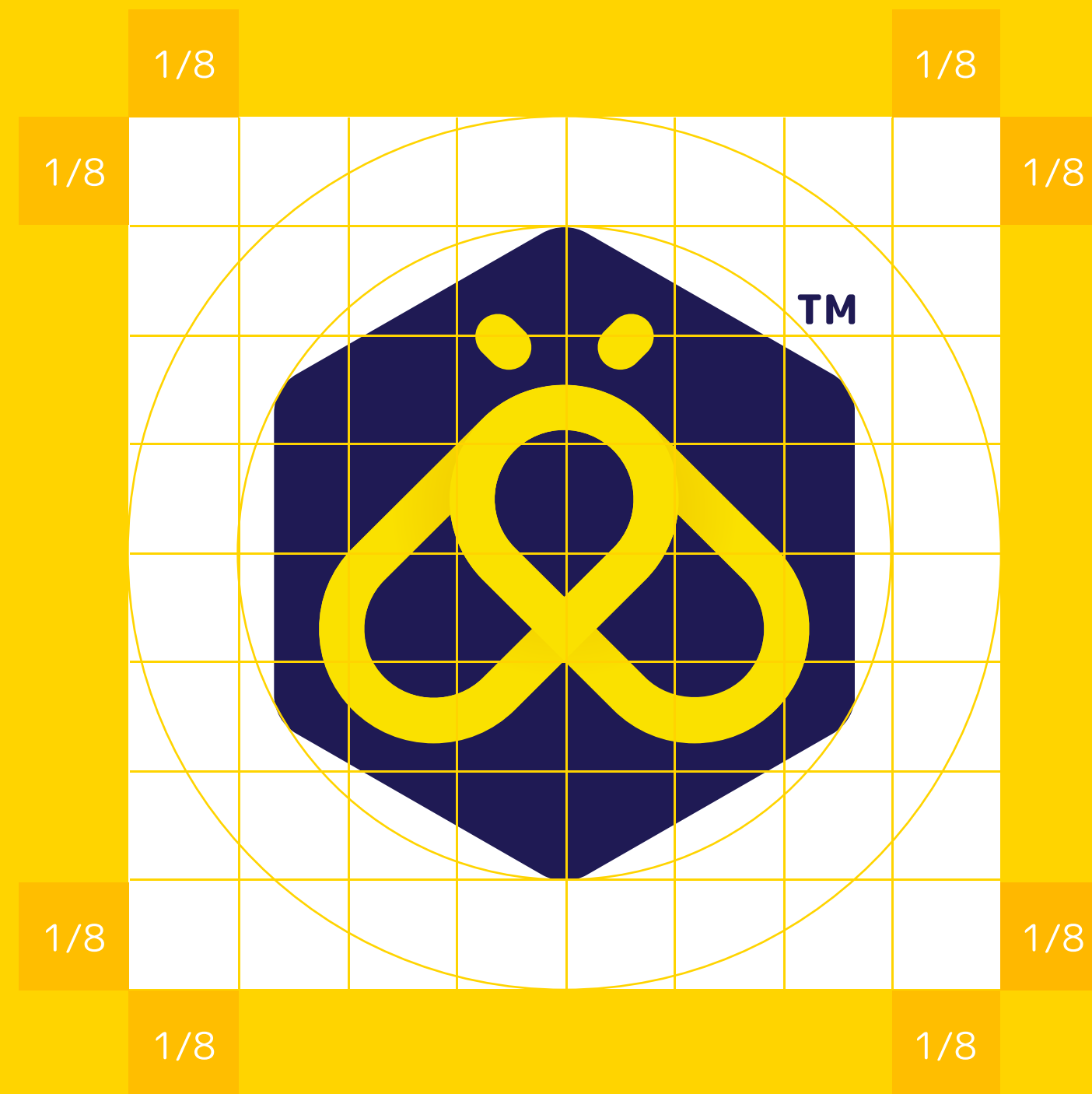
servbees

Reverse

Color Executions Standard Servbees logo on white background Royal Blue Servbees logo on Cyber Yellow background Cyber Yellow Servbees logo on Royal Blue background



Bee-in App Icon 



APP ICON'S grid unit should be the 1/8 of the canvas and the logo must fit inside a circle aligned to it.



Bee-ariation



Download the app to book!



Vertical



servbees

Download the app to book!



Horizontal