

Honeybalm *Brandbook*

Version 1.1



This *brandbook* has been prepared for you to get to know the identity and values we represent at Honeybalm.



Index of the *Brandbook*

01

Introduction

The Start of Honeybalm?	05
Mission	06
Vision	07
Positioning	08
Archetype	09
Tone of Voice	10

02

Logo, symbol

The Original Logo	12
Logo Clear Space	13
Minimal Logo Size	14
Usage	15

03

Brand colors

Brand	17
Neutral Colors	18
Honey flavour	19
Strawberry flavour	20
Cherry flavour	21
Chocolate flavour	22
Coconut flavour	23
Vanilla flavour	24
Mint flavour	25
Watermelon flavour	26
Candy Cane flavour	27
Mystery flavour	28
Pumpkin Spice flavour	29
Caramelized Pear flavour	30
Pineapple flavour	31
Blueberry flavour	32

04

Typography

Typefaces	34
Typestyles	35
Usage Heading	36

01

Introduction

The Start of Honeybalm?	05
Mission	06
Vision	07
Positioning	08
Archetype	09
Tone of Voice	10

The Start of *Honeybalm*?

Our journey began with a simple wish - to find a natural solution for dry lips.

We were surprised by the plethora of lip balms on the market that were full of harmful ingredients like petroleum and PFAS. It was clear that there was a need for something better and so we decided to do it ourselves.



Mission

To provide unique and natural cosmetics, fostering creativity, joy and self-expression.

Unique and natural *cosmetics*

Fostering *creativity*

Joy and self-expression *#BeeYou*

Vision

To become a creative alternative in the (lip) cosmetics industry, known to inspire creativity and spread joy with our products and services amongst our community.



Positioning

Age target audience

Our target audience's main focus is women between 35 and 45 years old. However, our overall (full focus) is on women between 25 and 55.

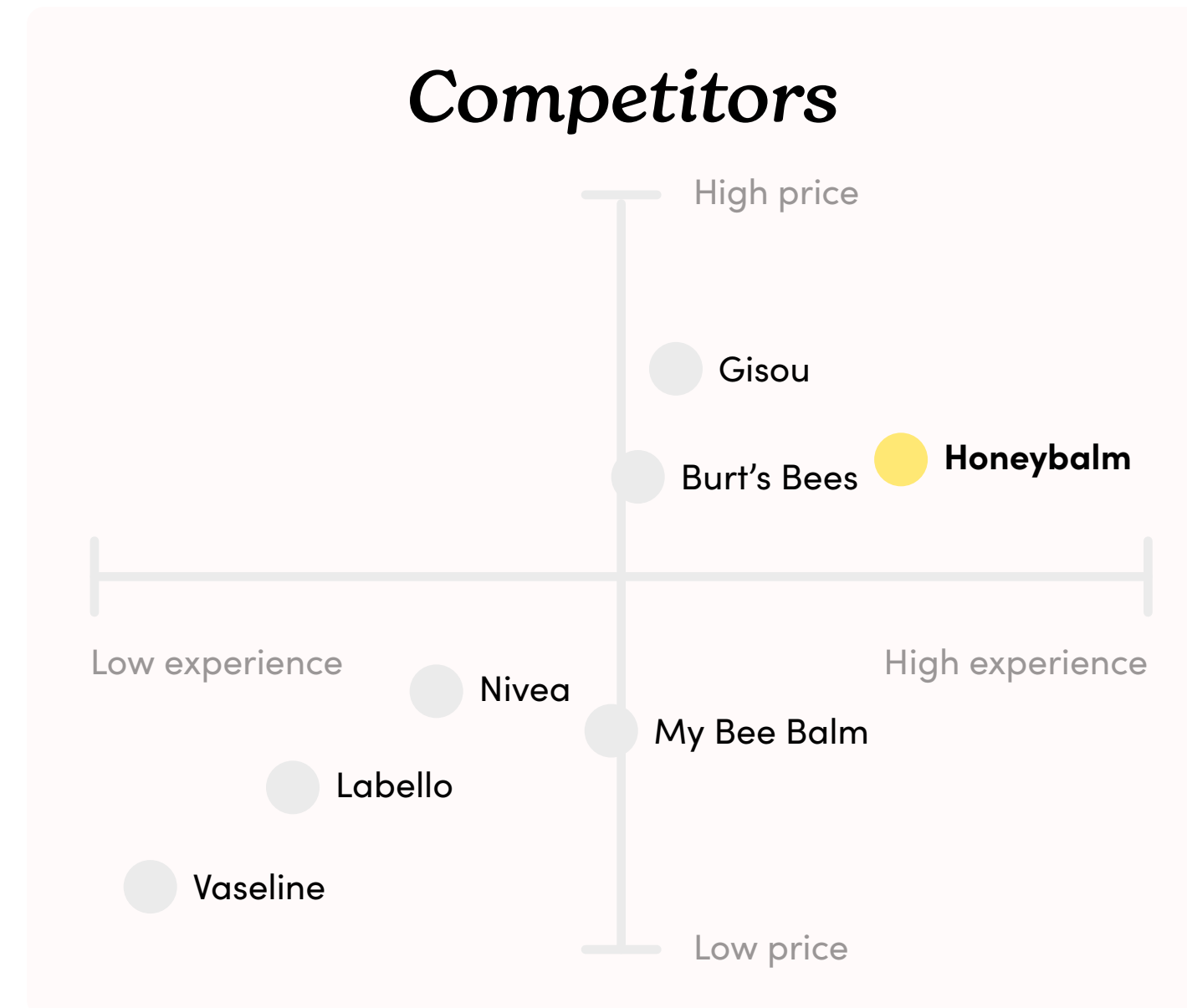
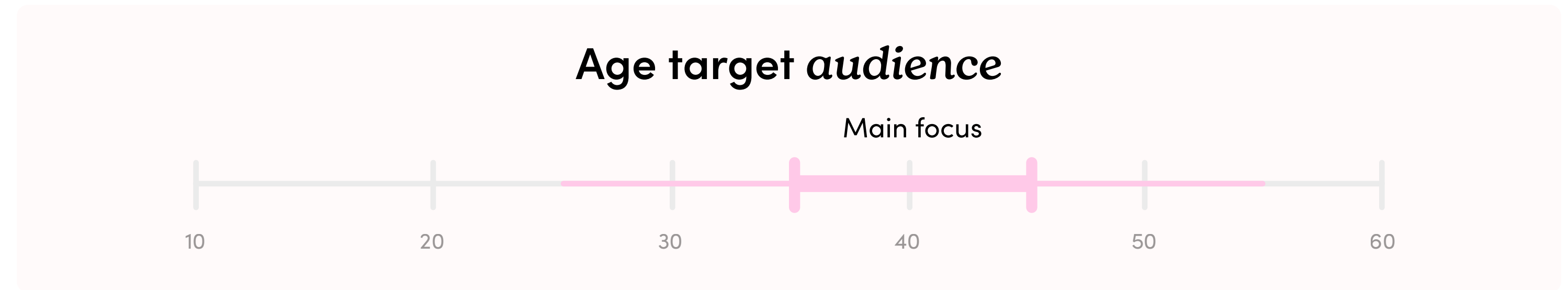
Main focus 
Full focus 

Competitors

We mainly focus on Honeybalm, but sometimes you can learn from your competitors. That's why we keep an eye on them to increase our lead.

Countries where we sell

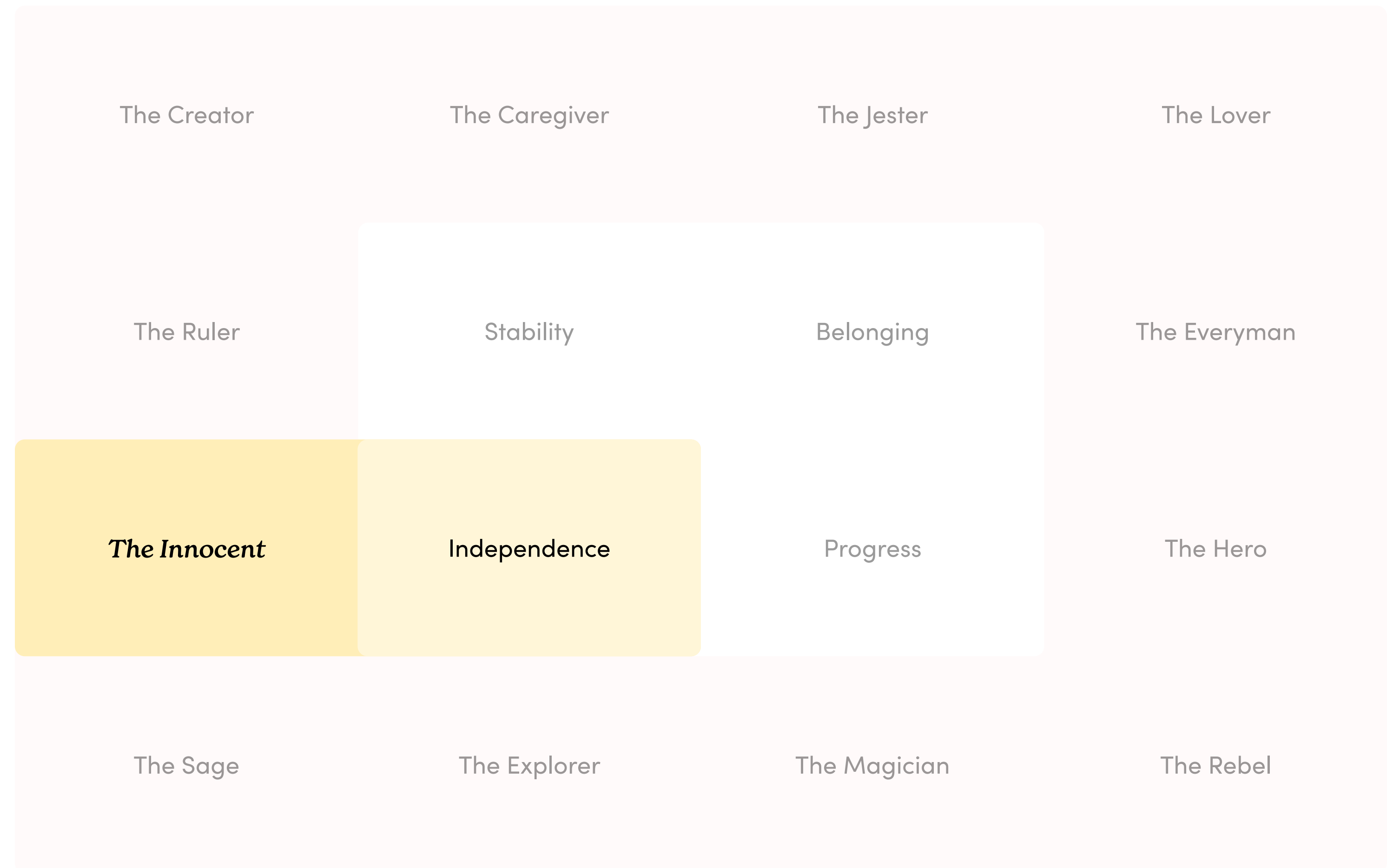
We currently sell in 13 countries and aim to expand into at least one additional market per quarter. At present, our products are available in the United States, the United Kingdom (including Wales, Scotland, and Northern Ireland), the Netherlands, Belgium, Germany, Austria, Sweden, Norway, Australia, Spain, France, Switzerland, and New Zealand.



Archetype

The Innocent

Ever the optimists, they search for happiness. Freedom is important for them, while they see everything as good. Their biggest fear is that they make a mistake, and they strive to do everything right. With optimism and faith, they overcome every obstacle. The brand promise is simplicity and honesty. It is reliable and straightforward.



Tone of Voice

We work hard to clarify the way Honeybalm speaks to its customers and partners. This needs to be aligned throughout the whole brand. Therefore, we have 5 quick reminders to communicate in a uniform way.

Show the right kind of personality

The tone of voice should never sound forced. Lean toward joy, creative, and refreshing, not harsh or dramatic.

Be genuine and honest

Always show genuine interest and be honest in a correct way.

Be happy and show it with emojis

We need to showcase our happy side. Do this with the following emojis: 🍯 ❤️ ☀️ ☆ 🐝 🟡 🟠

Context matters

Consider what's on your reader's mind and what they're actually looking/asking for.

We are experts in our profession.

We don't need to shout that we are great at our profession. We show it in the way we work and communicate.

02

Logo, symbol

The Original Logo	12
Logo Clear Space	13
Minimal Logo Size	14
Usage	15

The Original *Logo*

For flexibility, we have multiple logo options for you to use. With all options, there are two variants: the original with a background and the original without a background. Below are the guidelines for using these variants:

Original

This logo is the main one you use, except in situations as described below.

Original without background

This variant is used if the background is an image or if the space around the logo is busy.

Original Logo



Original Logo
(no background)



Original Landscape
Logo



Original Landscape
Logo (no background)



Original Symbol



Original Symbol
(no background)



Logo *Clear Space*

To ensure the right amount of breathing space around the Honeybalm logo the following process should be applied for the minimal breathing room:

Step 1


Pick the letter 'O'.

Step 2

Place it around the logo for the breathing space.

This example works the same on all logo variants.



x = 

Minimal *logo* size

While there is no maximum size for the logo, it is essential to ensure it remains aesthetically pleasing. Although there is no specified maximum size, it is important to consider minimum sizes to maintain readability at all times, as stated to the right.



min. print size 15 mm
min. screen size 40 px



min. print size 6 mm
min. screen size 16 px



min. print size 8 mm
min. screen size 24 px

Usage

Our logo is carefully created with usage in mind. This is why we created some example of correct en wrong usage.

Row 1 example

The logo with a background cannot be used on an image.

Row 2 example

Please don't stretch the logo under any circumstances.

Row 3 example

Don't rotate the logo; always use it horizontally.



03

Brand Colors

Brand	17
Neutral Colors	18
Honey flavour	19
Strawberry flavour	20
Cherry flavour	21
Chocolate flavour	22
Coconut flavour	23
Vanilla flavour	24
Mint flavour	25
Watermelon flavour	26
Candy Cane flavour	27
Mystery flavour	28
Pumpkin Spice flavour	29
Caramelized Pear flavour	30
Pineapple flavour	31
Blueberry flavour	32

Brand

The brand color palette is meant to bridge marketing communications and product interface in order to enhance familiarity and visual recognition.

Primary color
R:255 G:199 B:0
Hex: #F5CC2E

Dark R:255 G:232 B:116 Hex: #FFE874	Medium R:255 G:238 B:184 Hex: #FFEEB8	Light R:255 G:246 B:216 Hex: #FFF6D8
--	--	---

Secondary color
R:255 G:201 B:232
Hex: #FFC9E8

Dark R:255 G:201 B:232 Hex: #FFC9E8	Medium R:255 G:224 B:242 Hex: #FFE0F2	Light R:253 G:239 B:255 Hex: #FDEFFF
--	--	---

Tertiary color
R:137 G:225 B:208
Hex: 89E1D0

Dark R:195 G:235 B:195 Hex: #C3EBC3	Medium R:221 G:239 B:221 Hex: #DDEFDD	Light R:237 G:252 B:237 Hex: #EDFCED
--	--	---

Neutral Colors

The neutral color palette is meant for the interface to enhance the user experience.

Call to Action Primary
R:239 G:89 B:83
Hex: #EF5953

Approve R:44 G:209 B:81 Hex: #2CD151	Attention R:252 G:182 B:2 Hex: #FCB602	Error R:207 G:71 B:70 Hex: #CF4746
---	---	---

Text Primary
R:0 G:0 B:0
Hex: #000000

Text White R:255 G:255 B:255 Hex: #FFFFFF	Text Grey R:143 G:143 B:143 Hex: #8F8F8F
--	---

Background Primary
R:255 G:255 B:255
Hex: #FFFFFF

Grey
R:240 G:240 B:240
Hex: #F0F0EF

Honey Flavour

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.

Lines cap

This is the color on the bottom of the cap over the bottom cap color.



Strawberry Flavour

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

This is the background color of the packaging.

Top cap

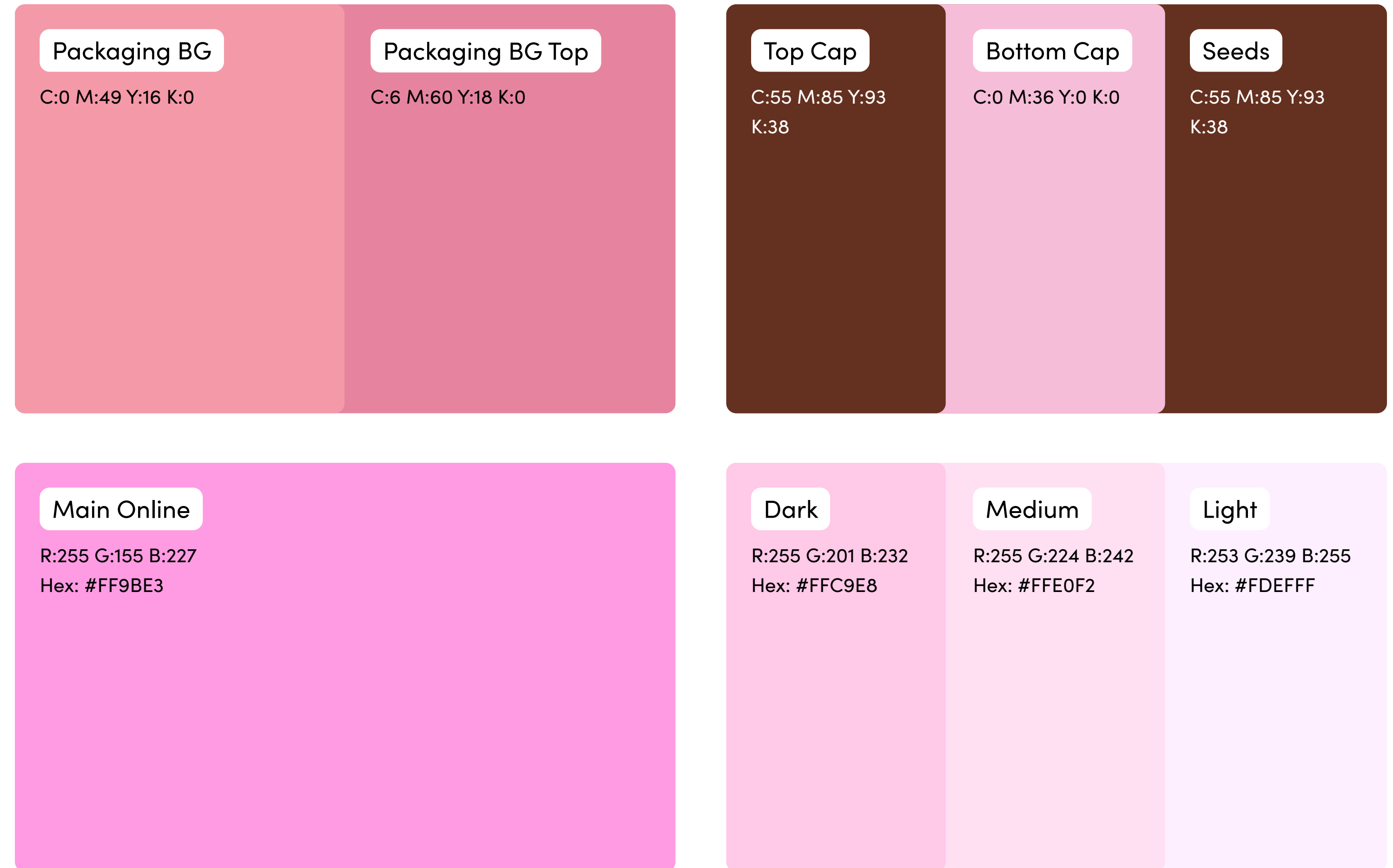
This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.

Lines cap

This is the color on the bottom of the cap over the bottom cap color.



Cherry Flavour

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

This is the background color of the packaging.

Top cap

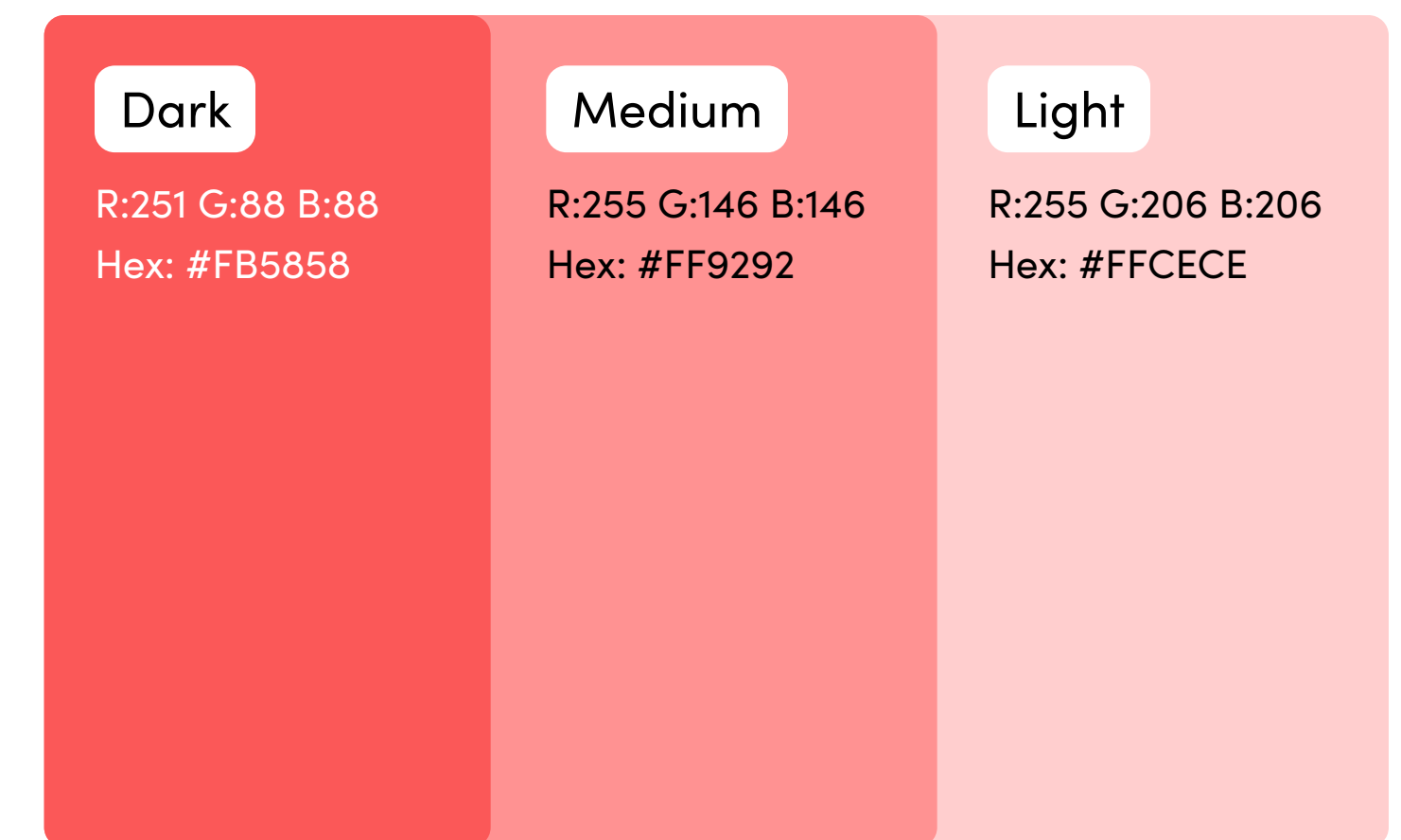
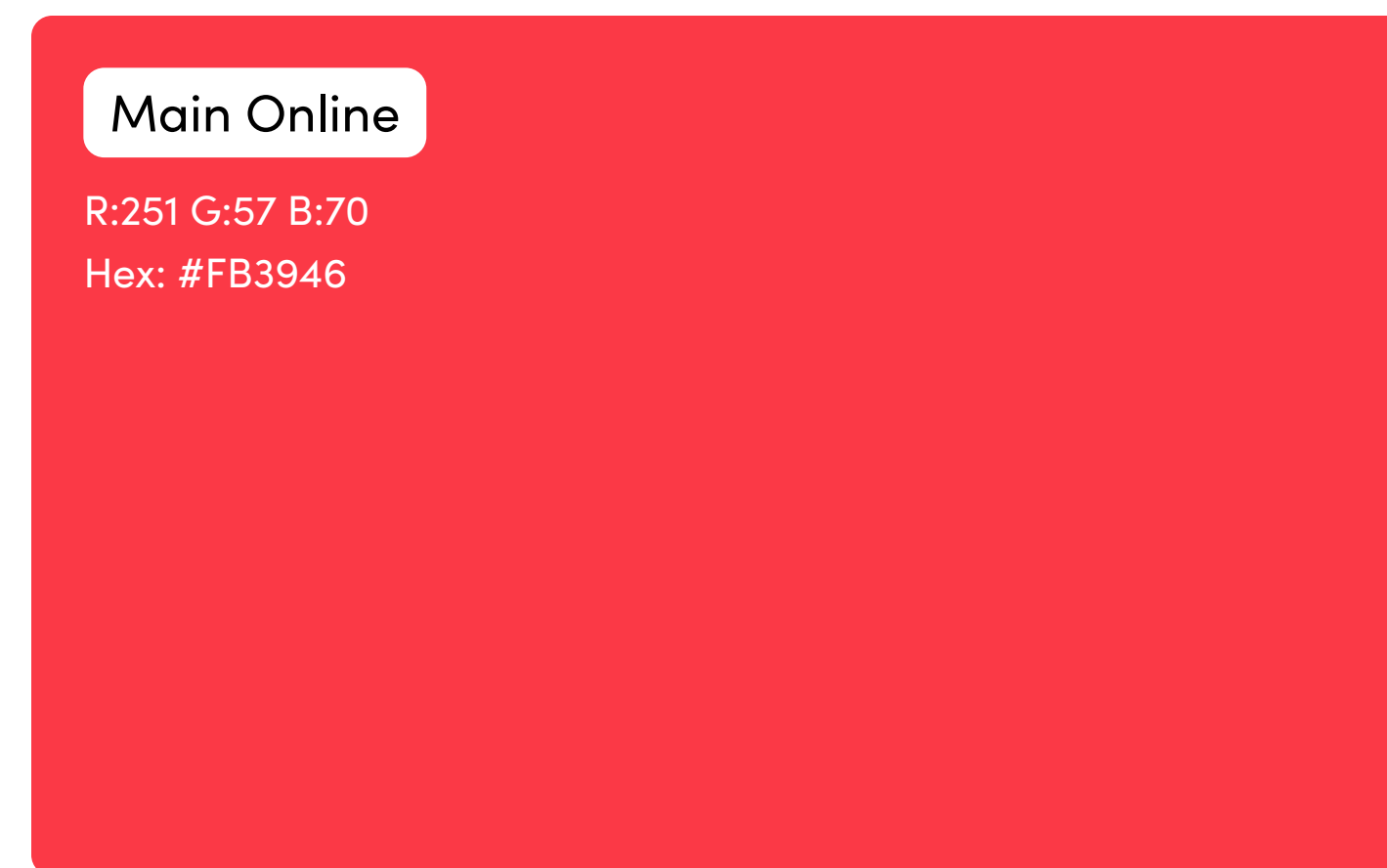
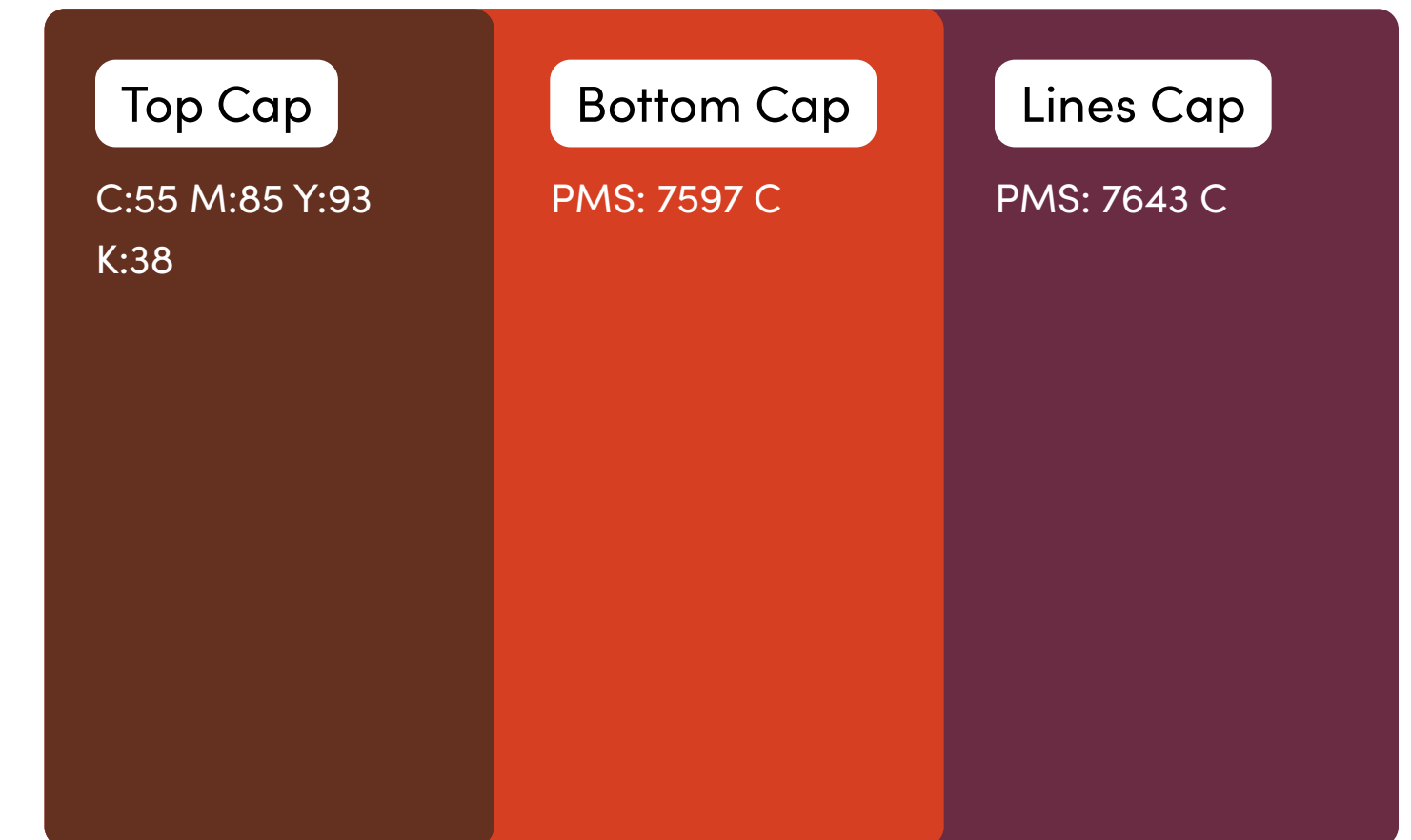
This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.

Lines cap

This is the color on the bottom of the cap over the bottom cap color.



Chocolate *Flavour*

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.

Lines cap

This is the color on the bottom of the cap over the bottom cap color.



Coconut *Flavour*

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

This is the background color of the packaging.

Top cap

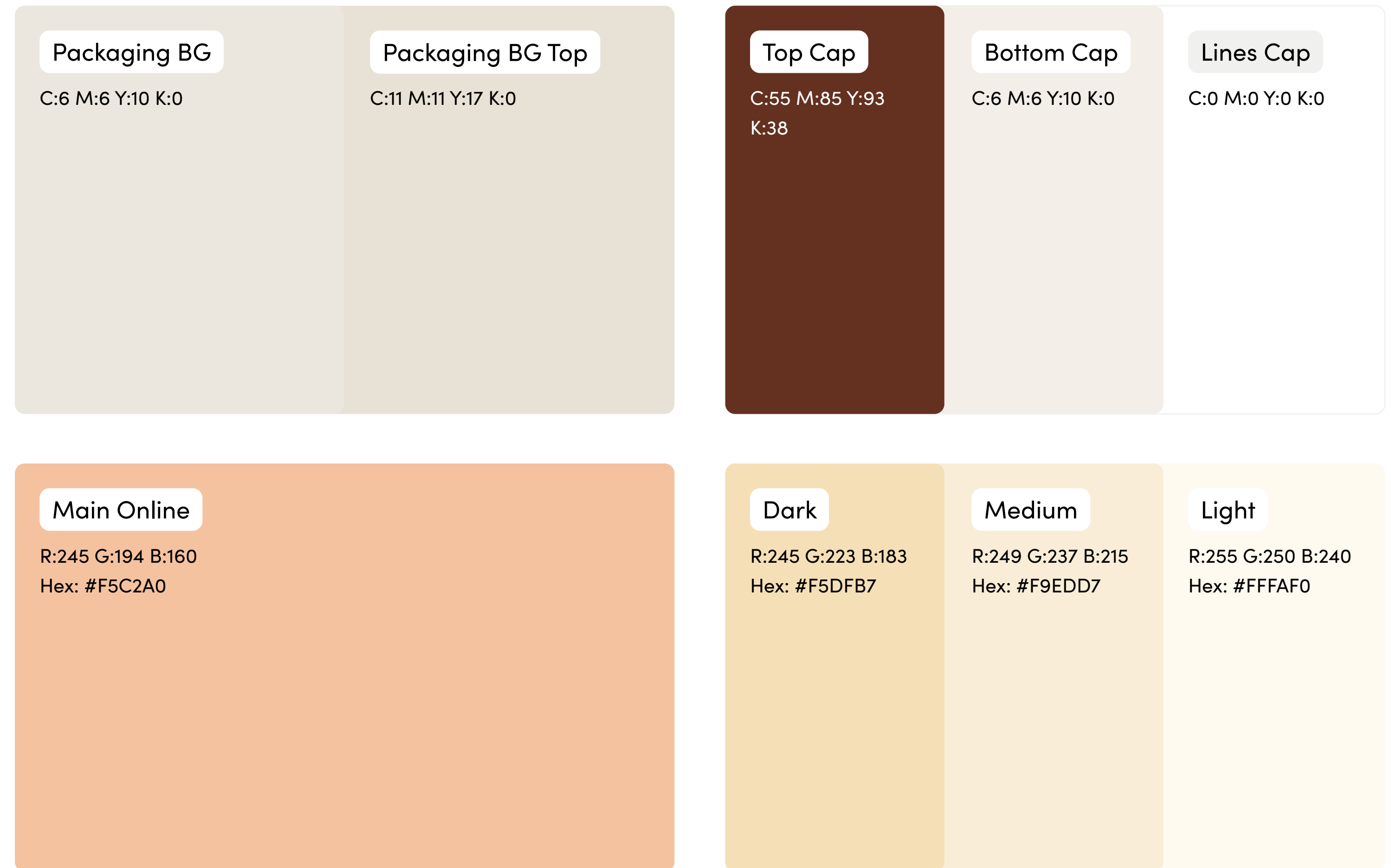
This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.

Lines cap

This is the color on the bottom of the cap over the bottom cap color.



Vanilla *Flavour*

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

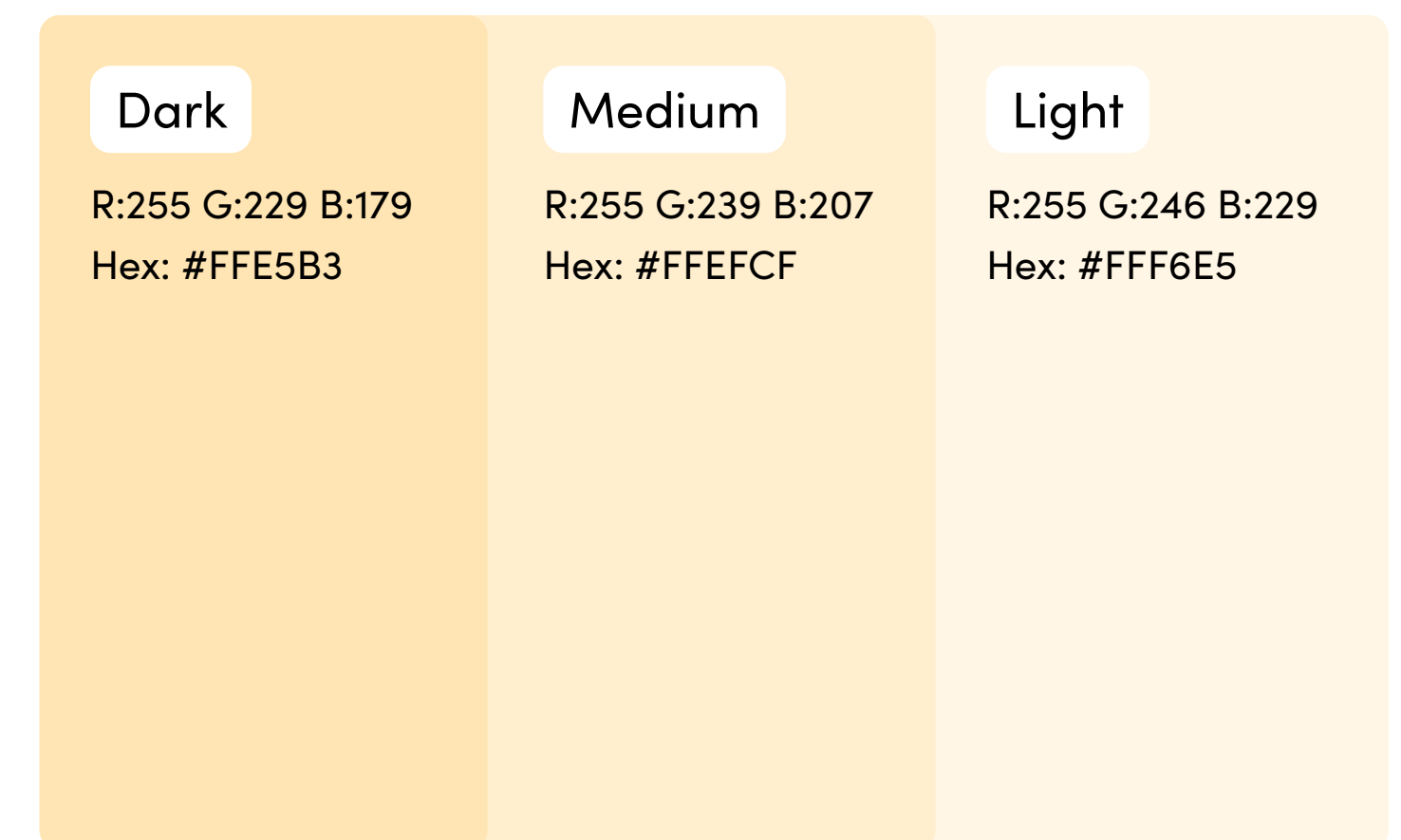
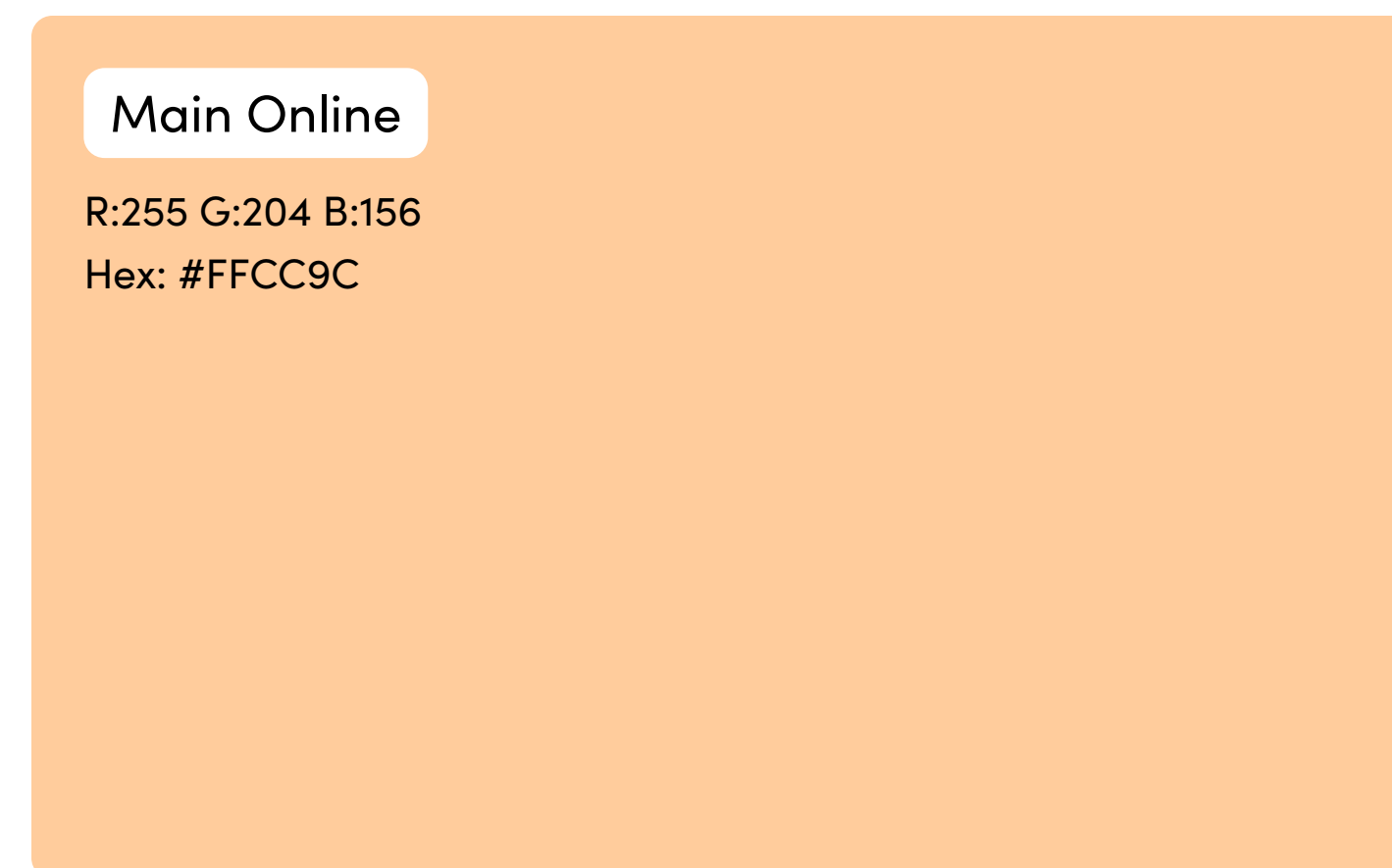
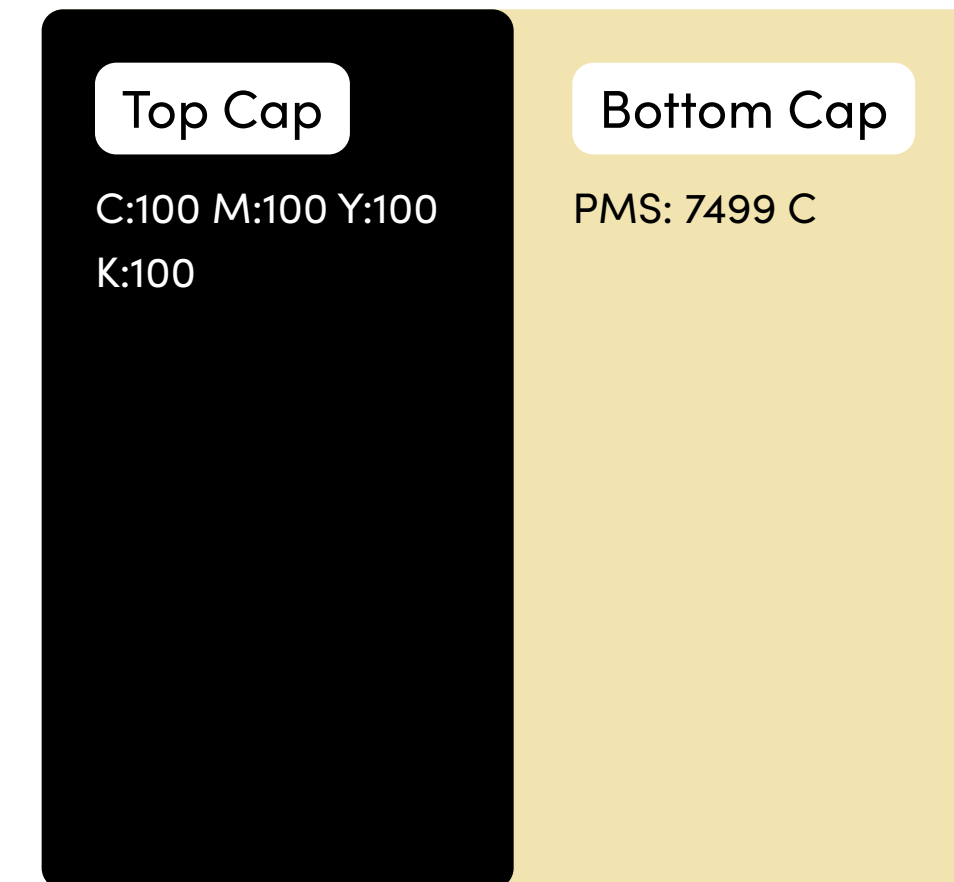
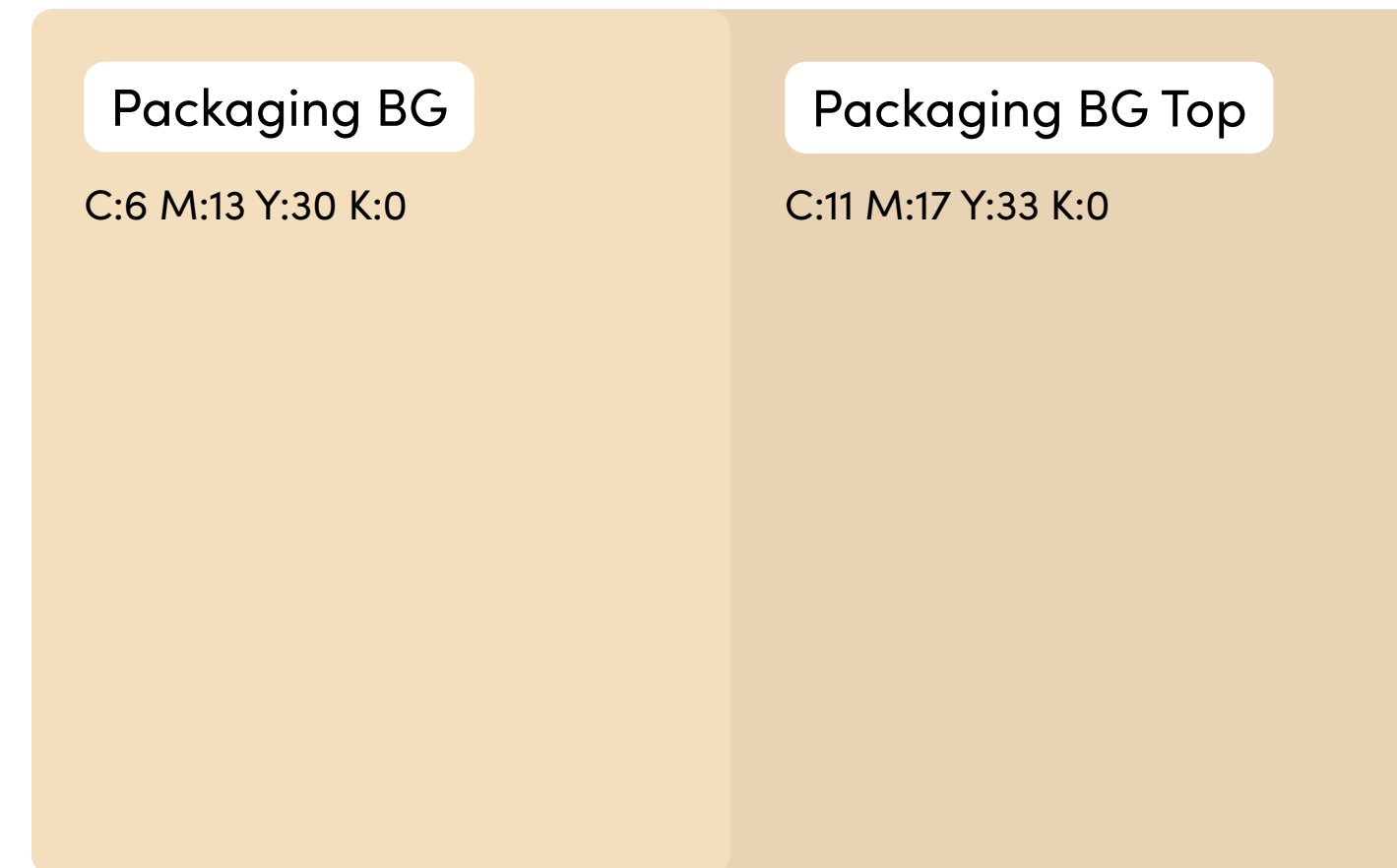
This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.



Mint Flavour

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

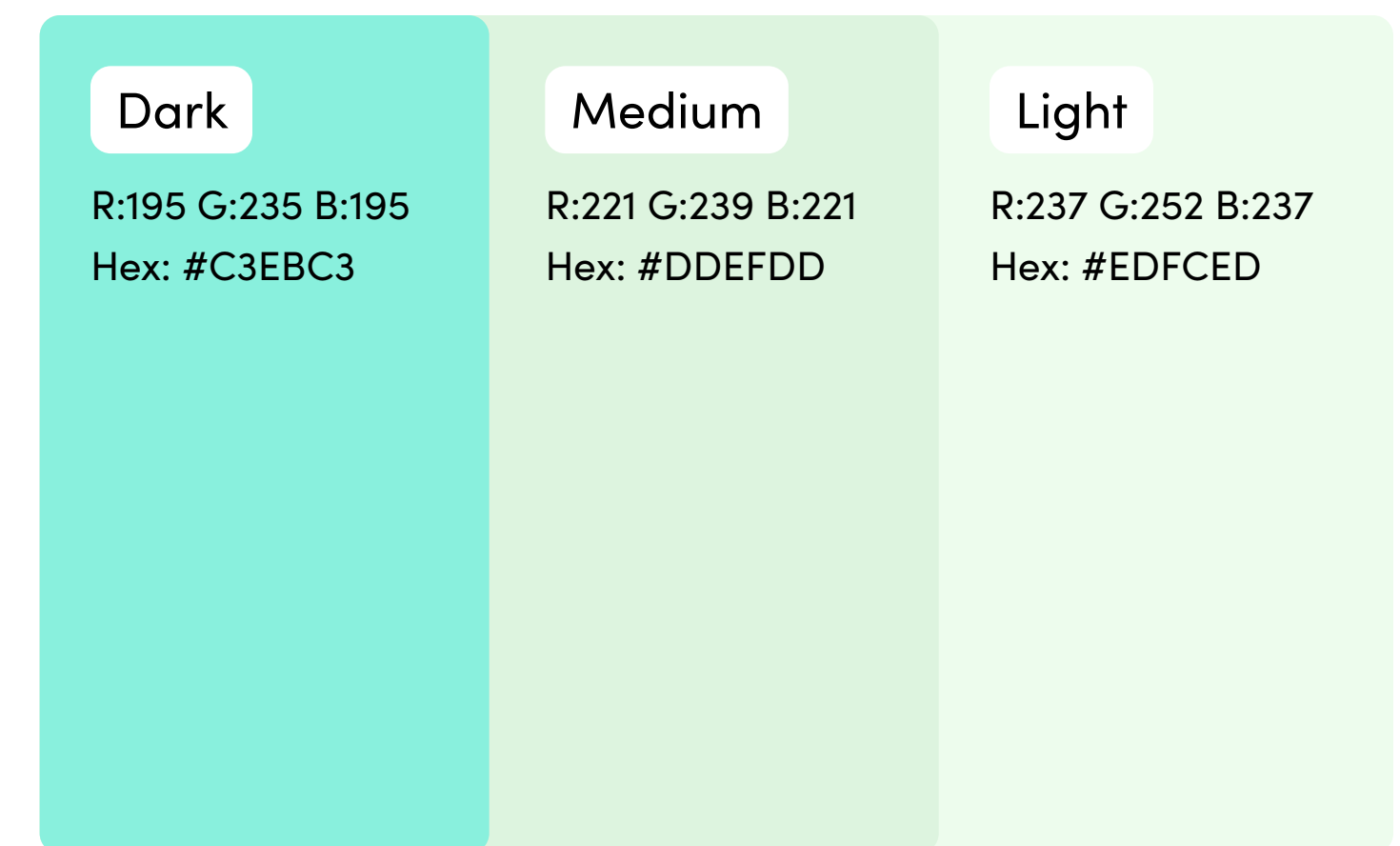
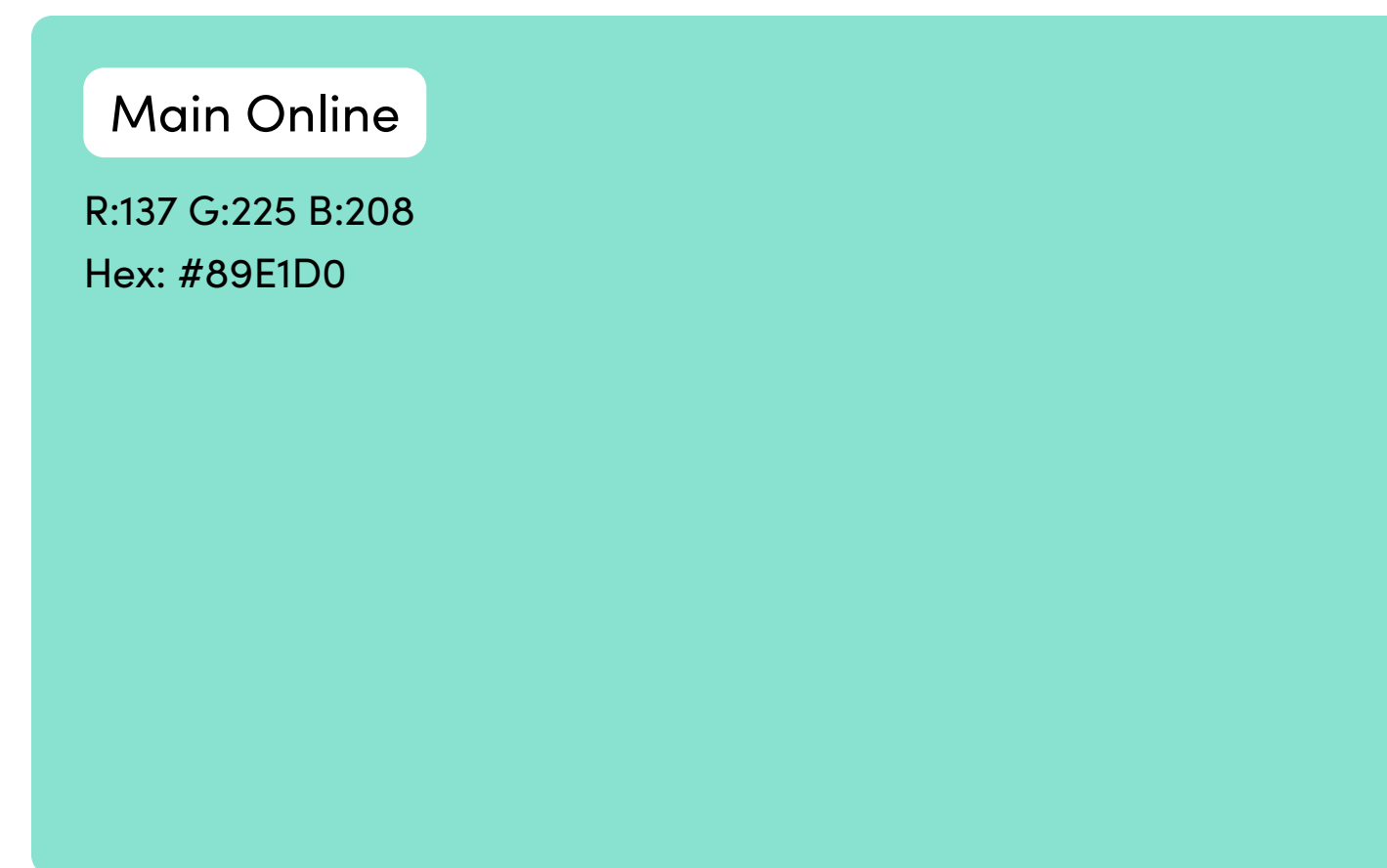
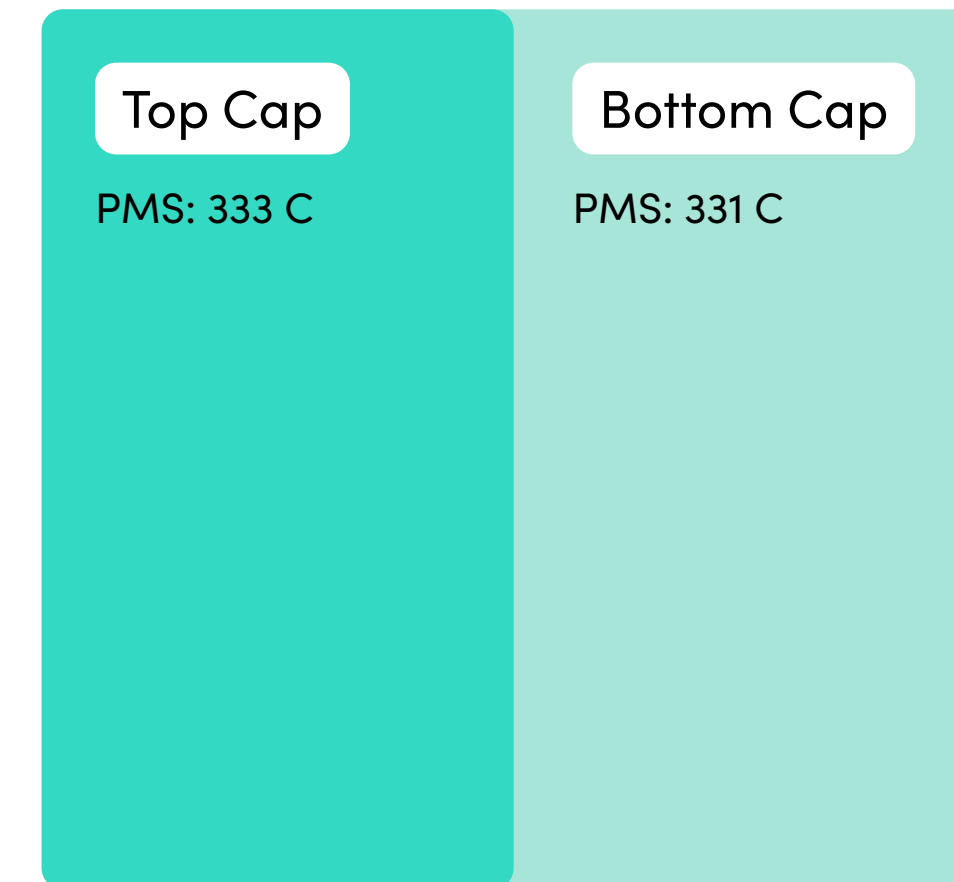
This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.



Watermelon *Flavour*

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

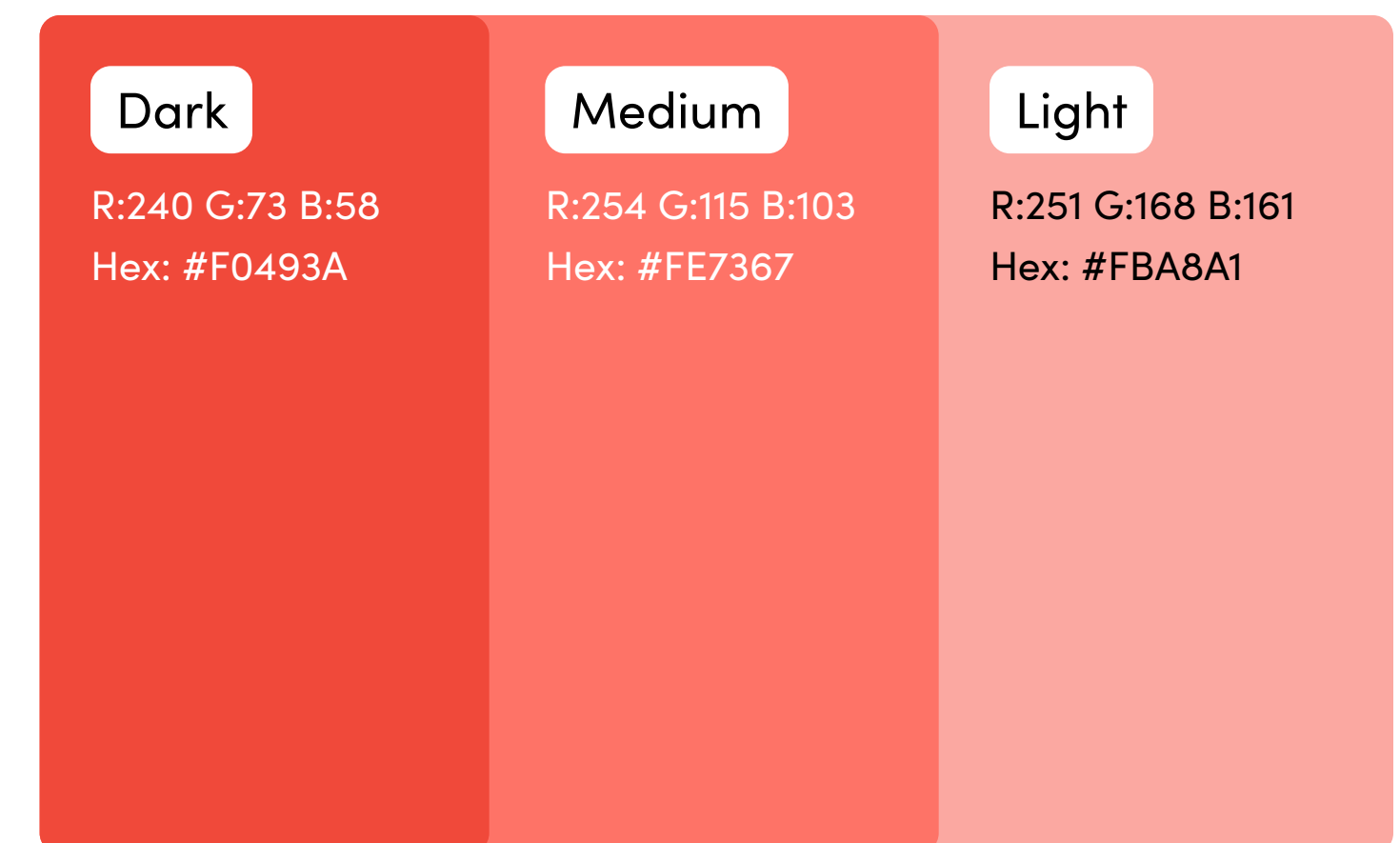
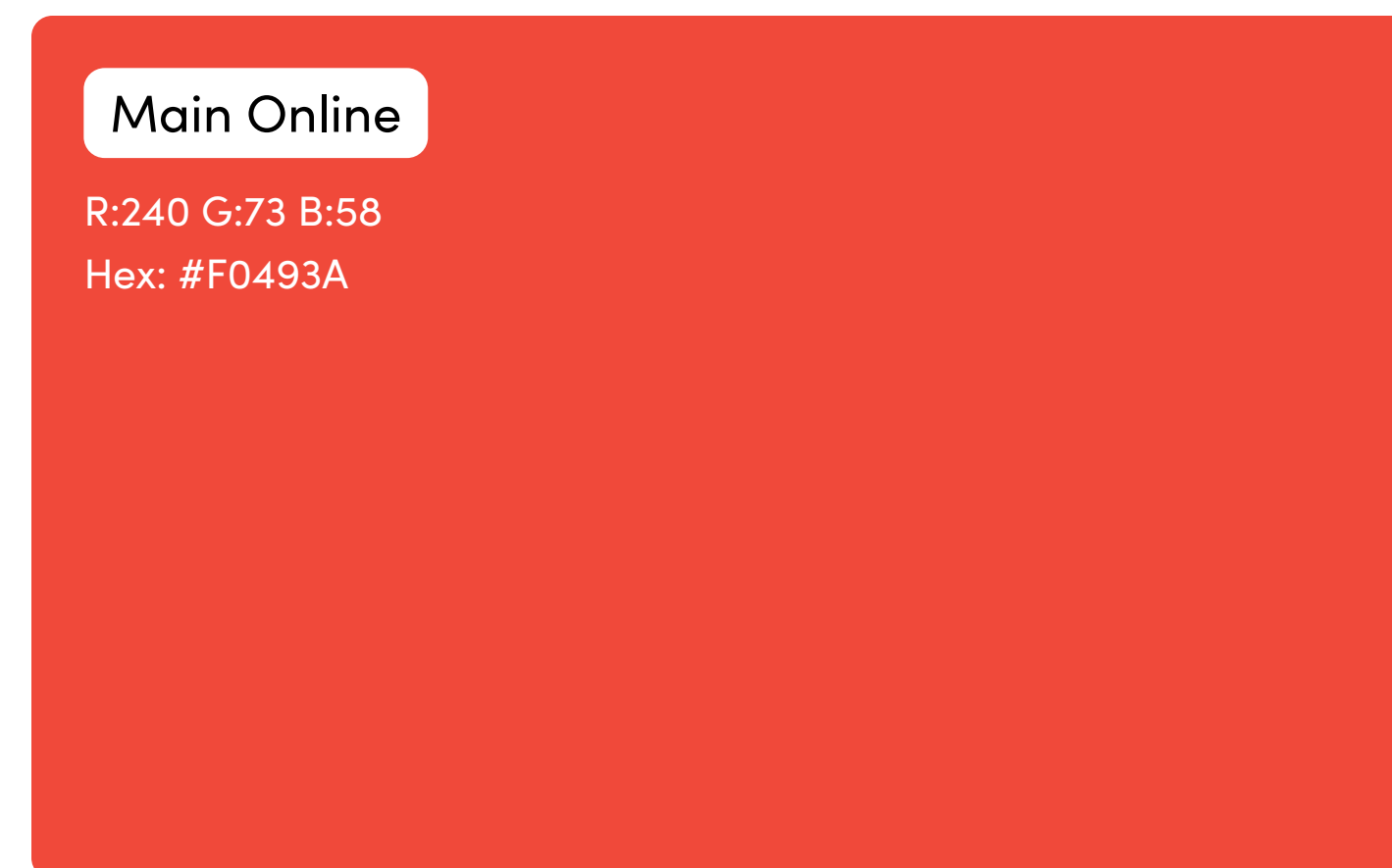
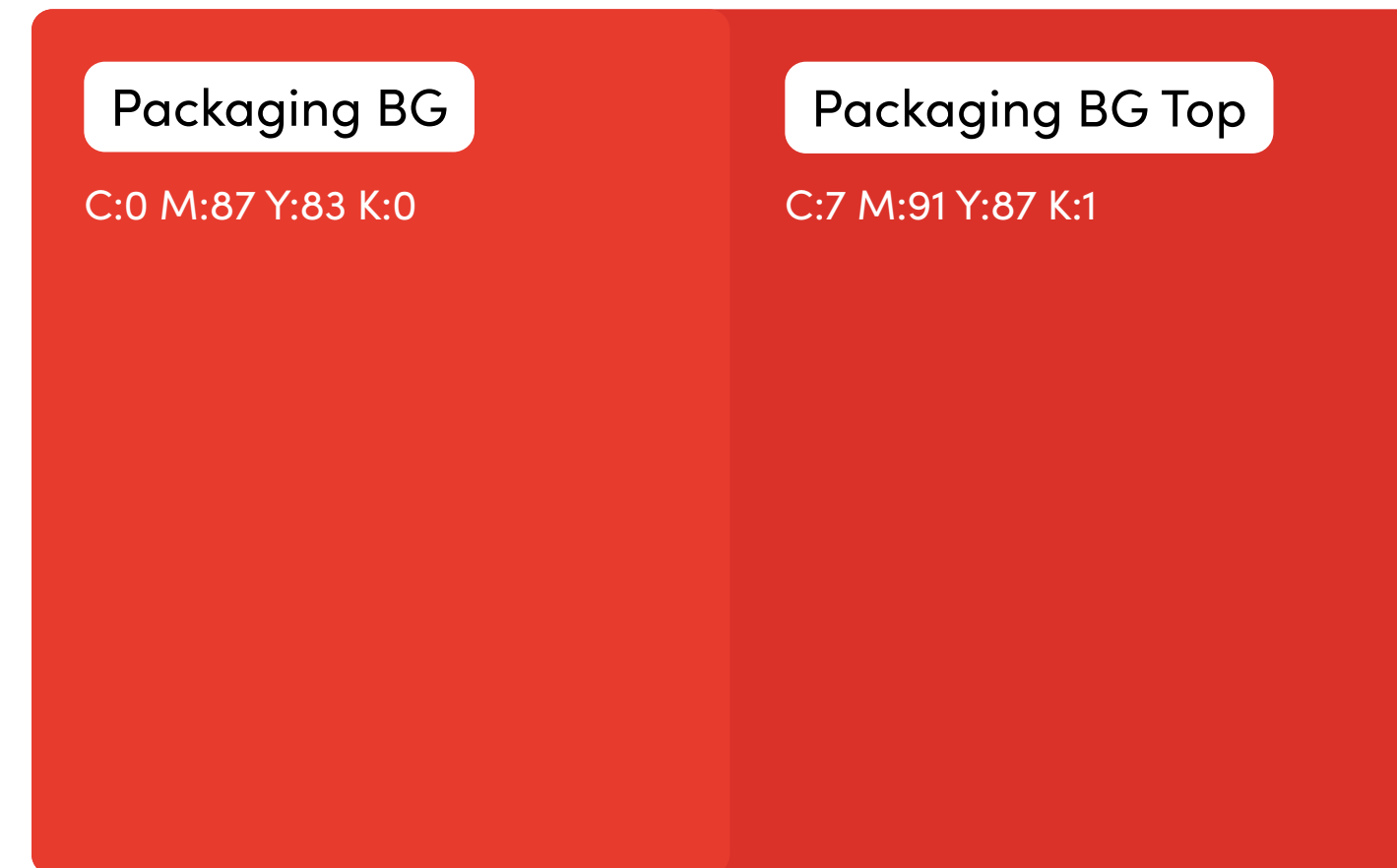
This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.



Candy Cane *Flavour*

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

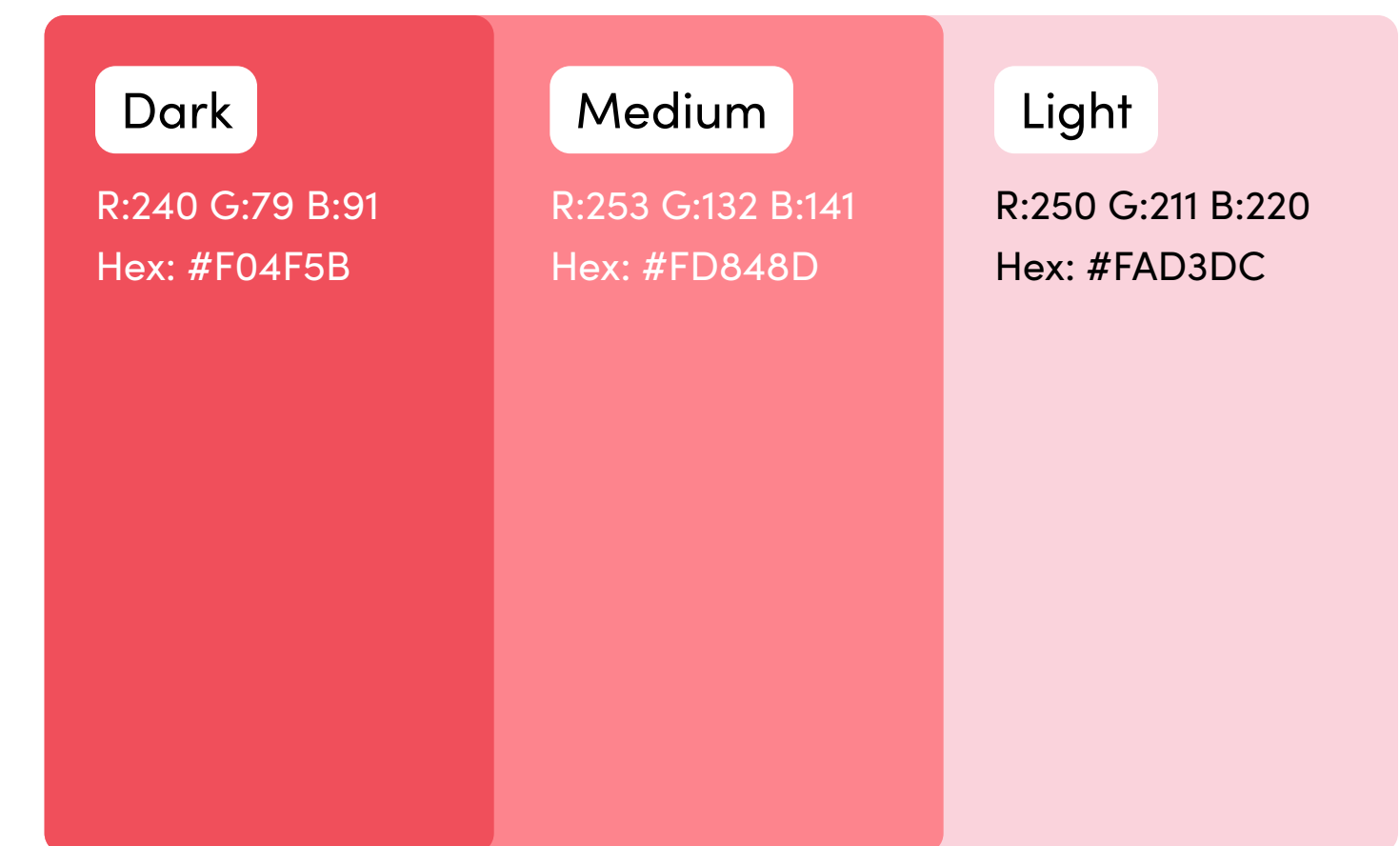
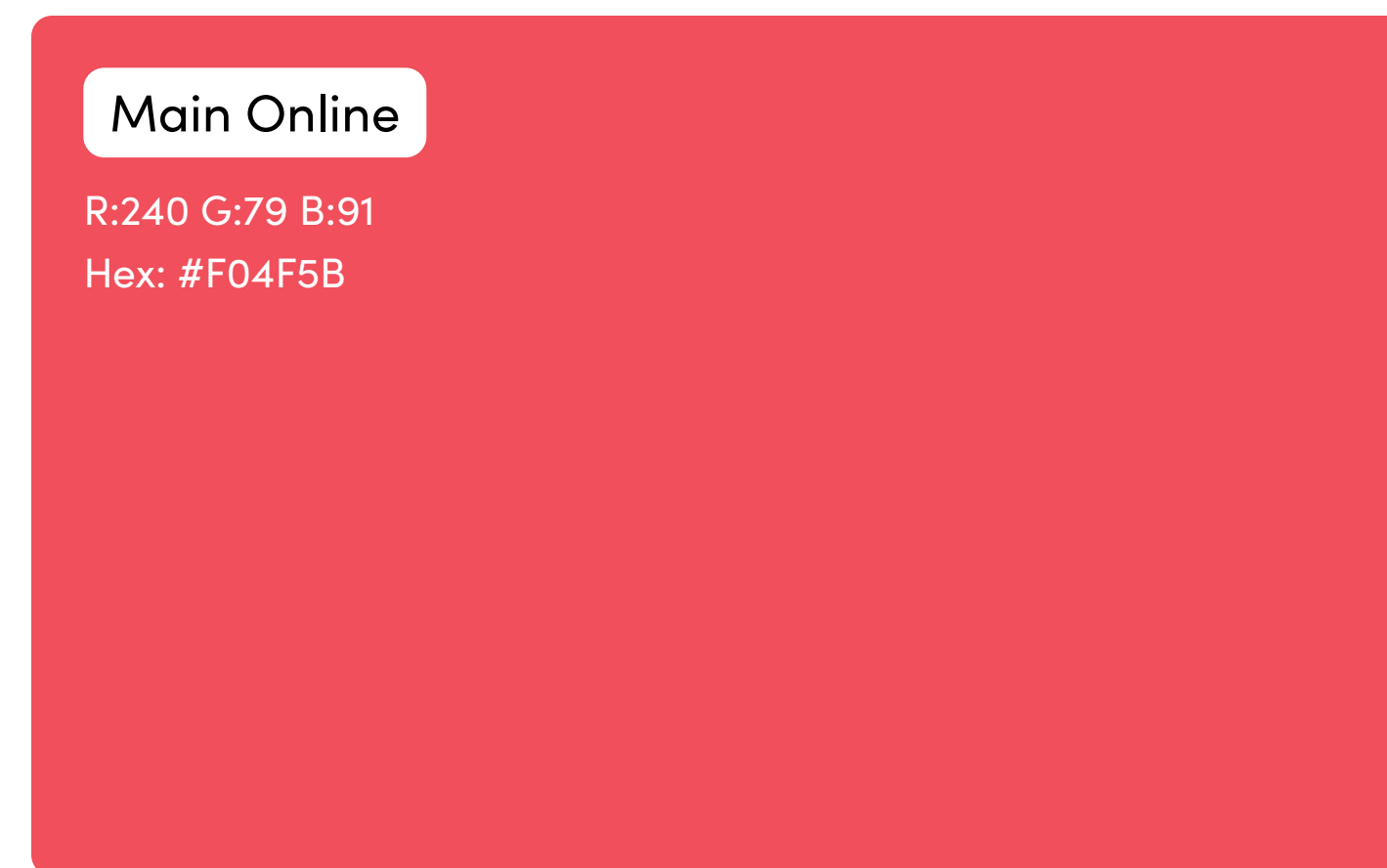
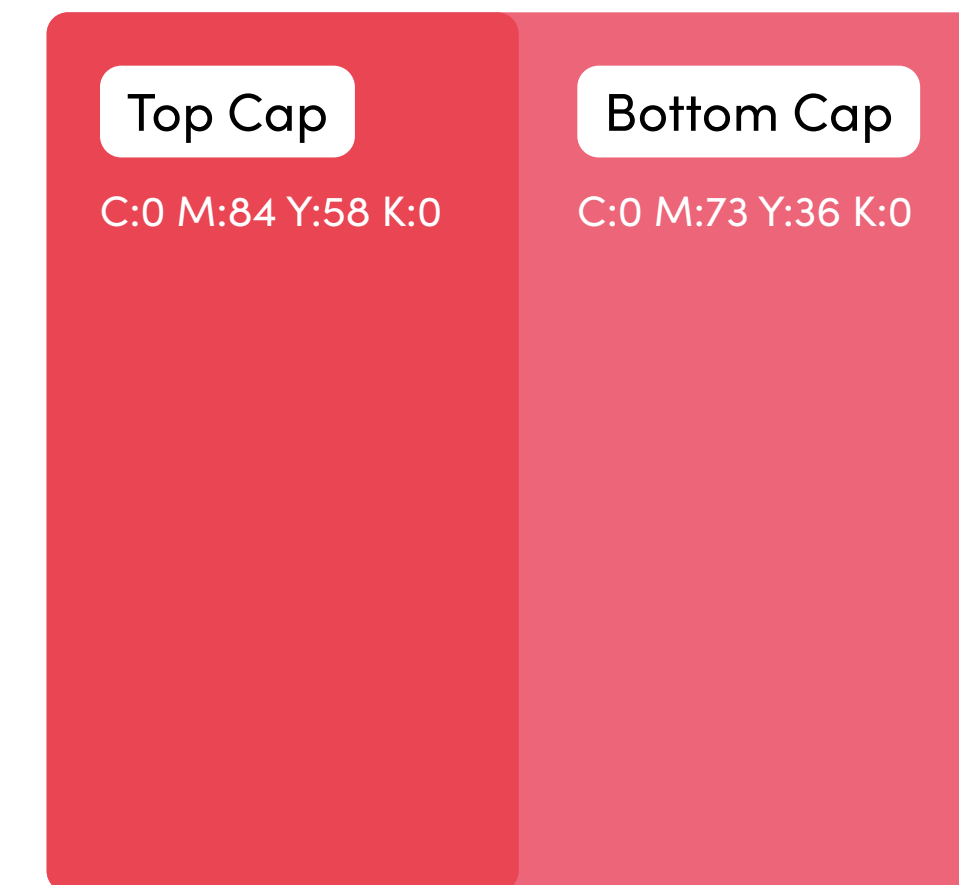
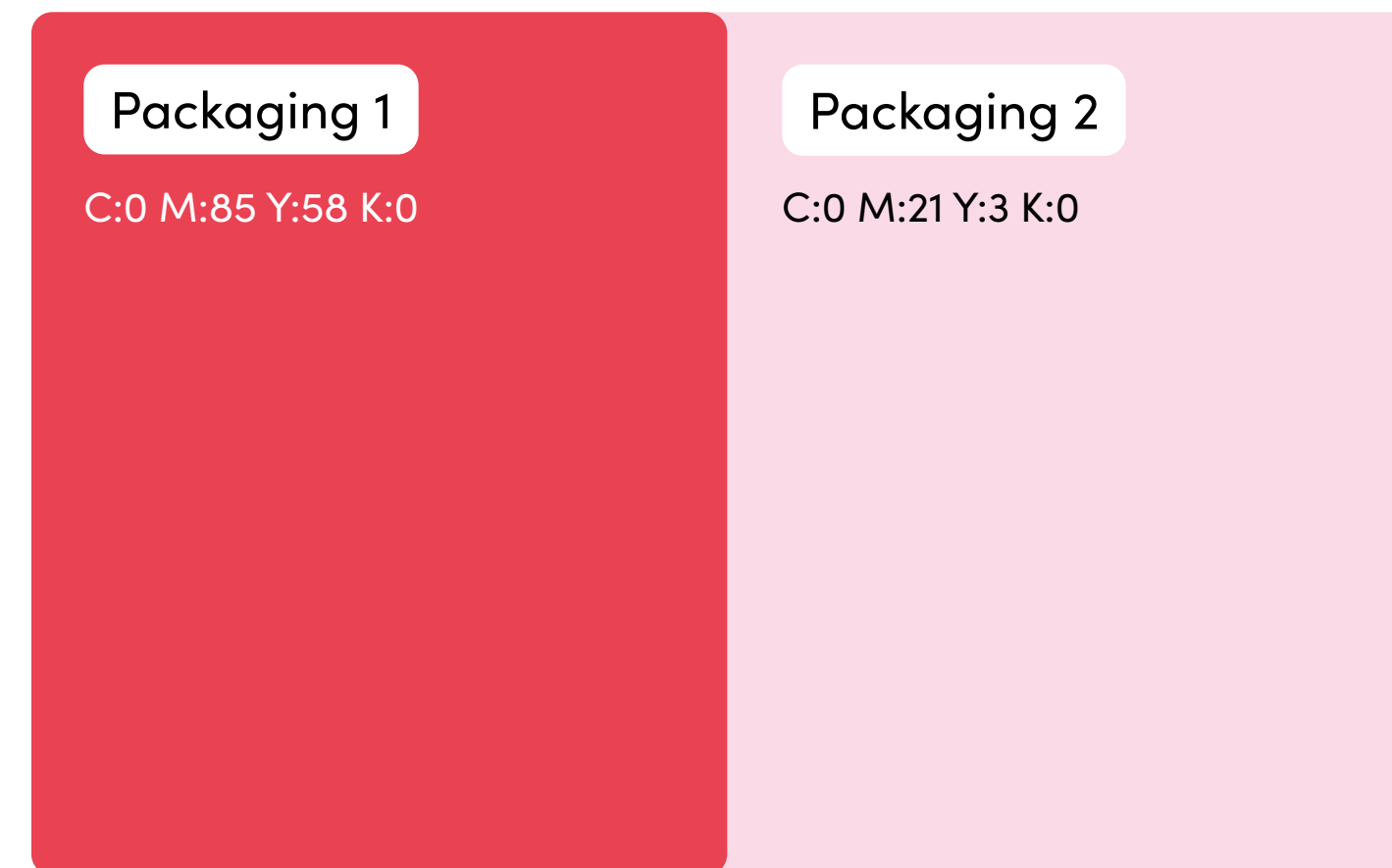
This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.



Mystery Flavour

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

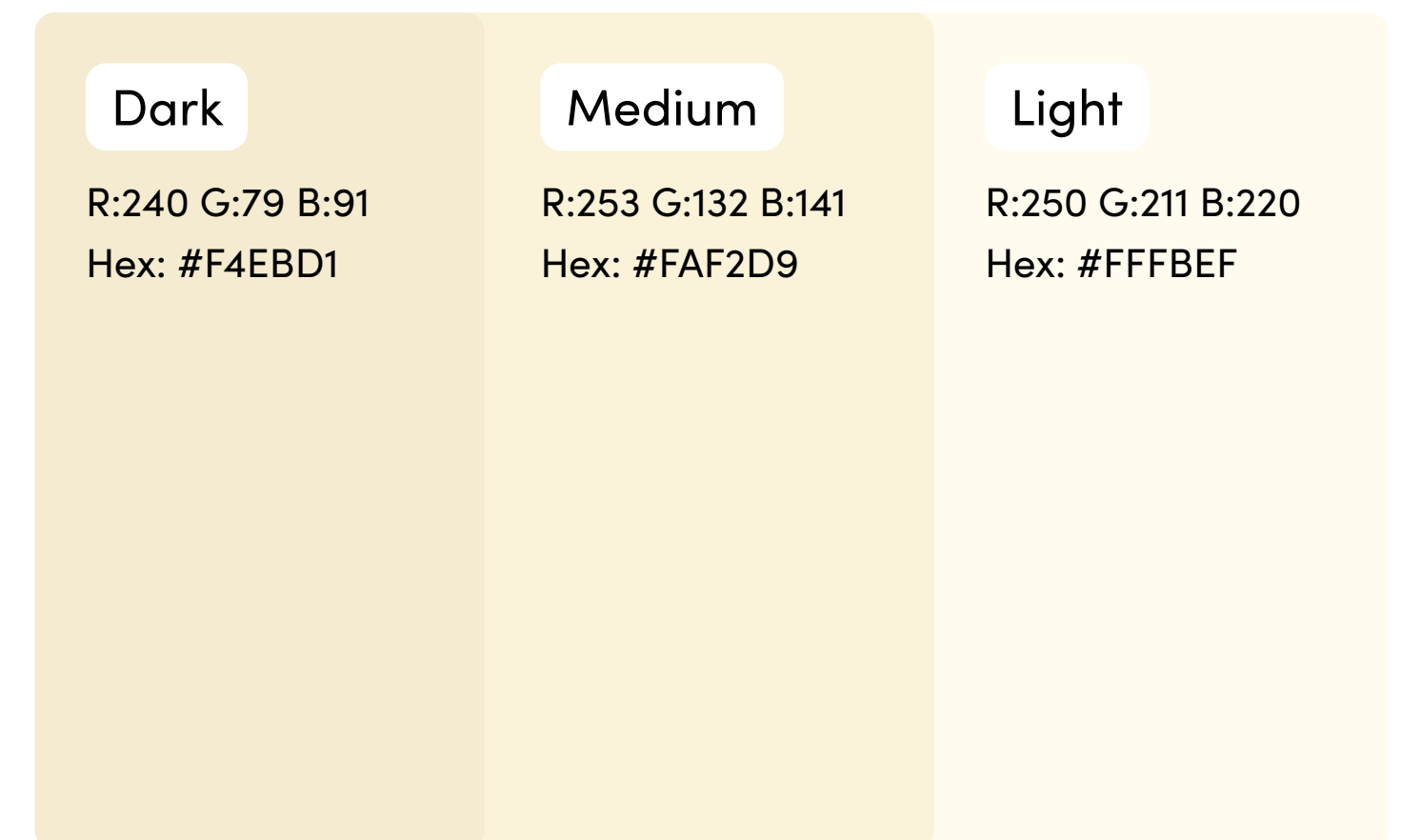
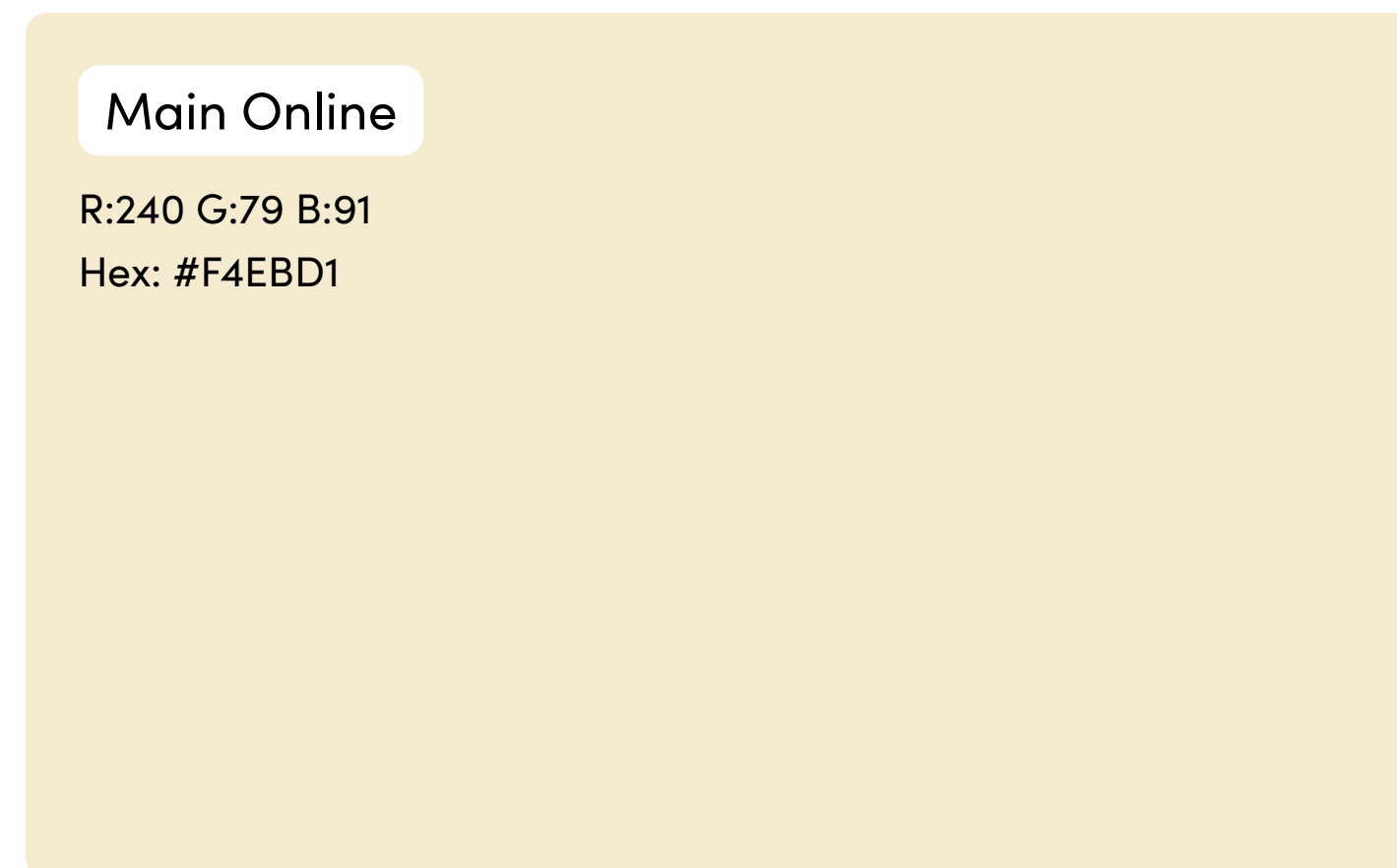
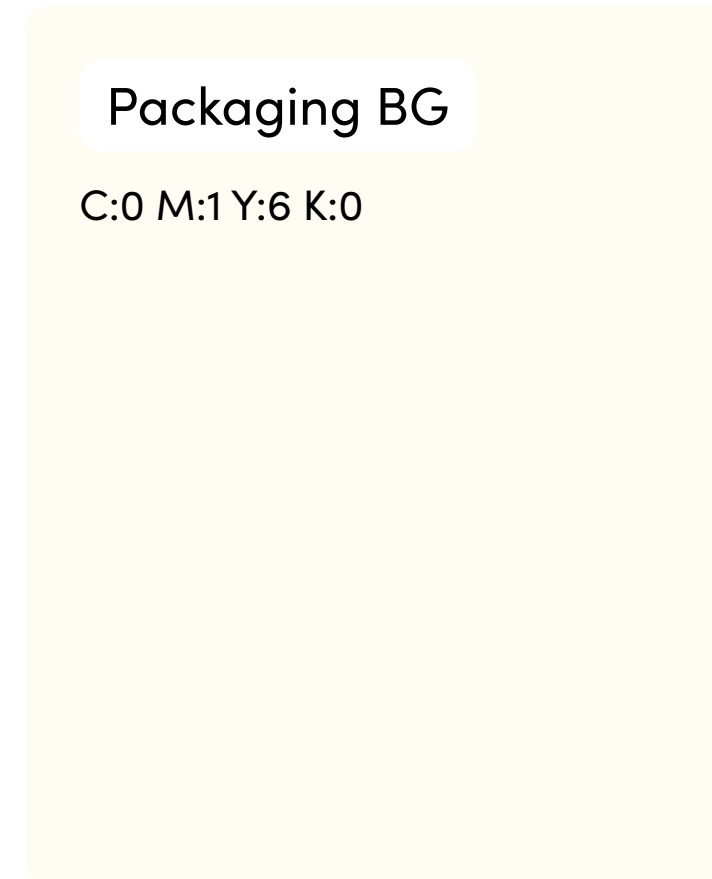
This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.



Pumpkin Spice *Flavour*

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

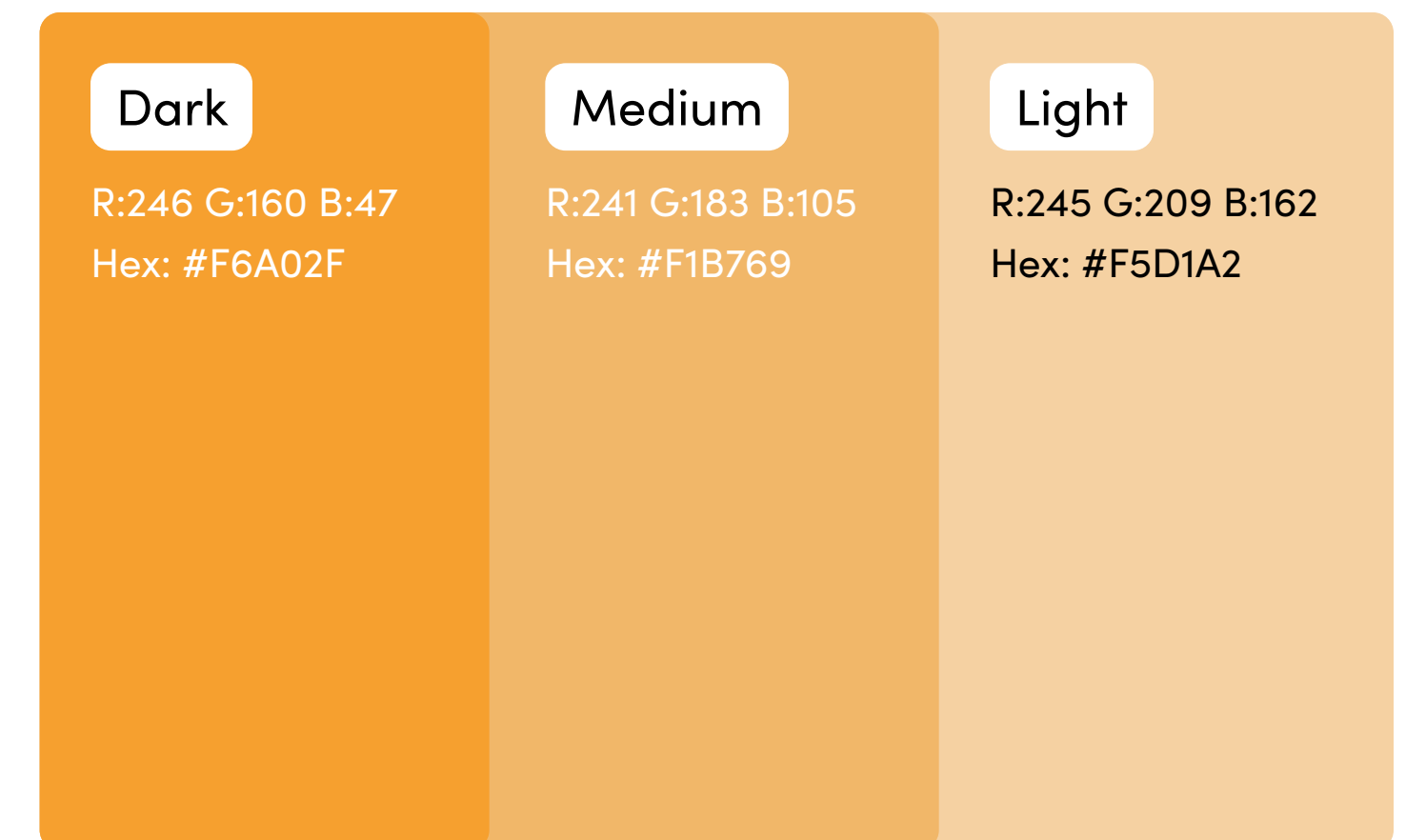
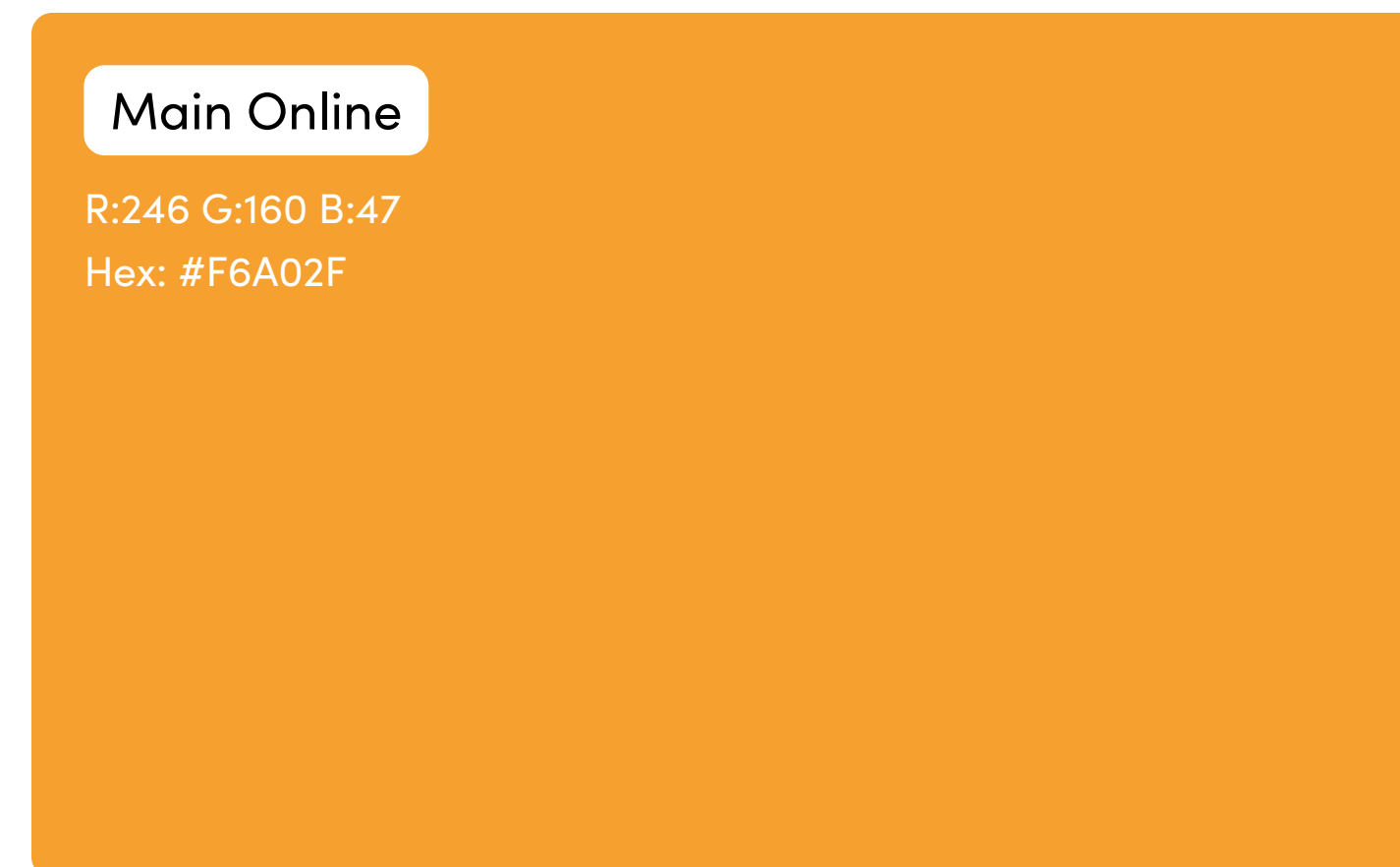
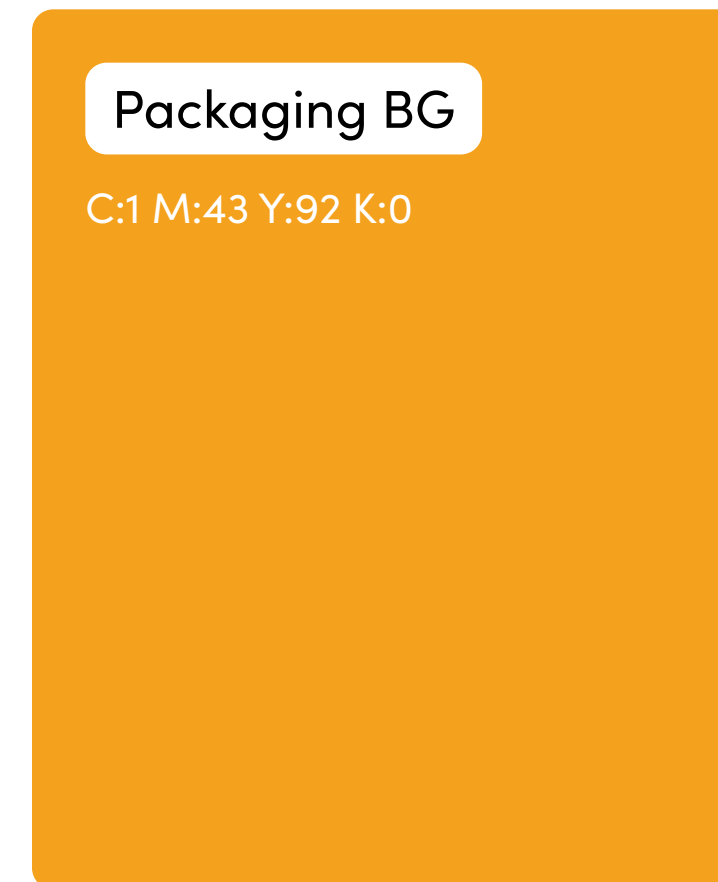
This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.



Caramelized Pear *Flavour*

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

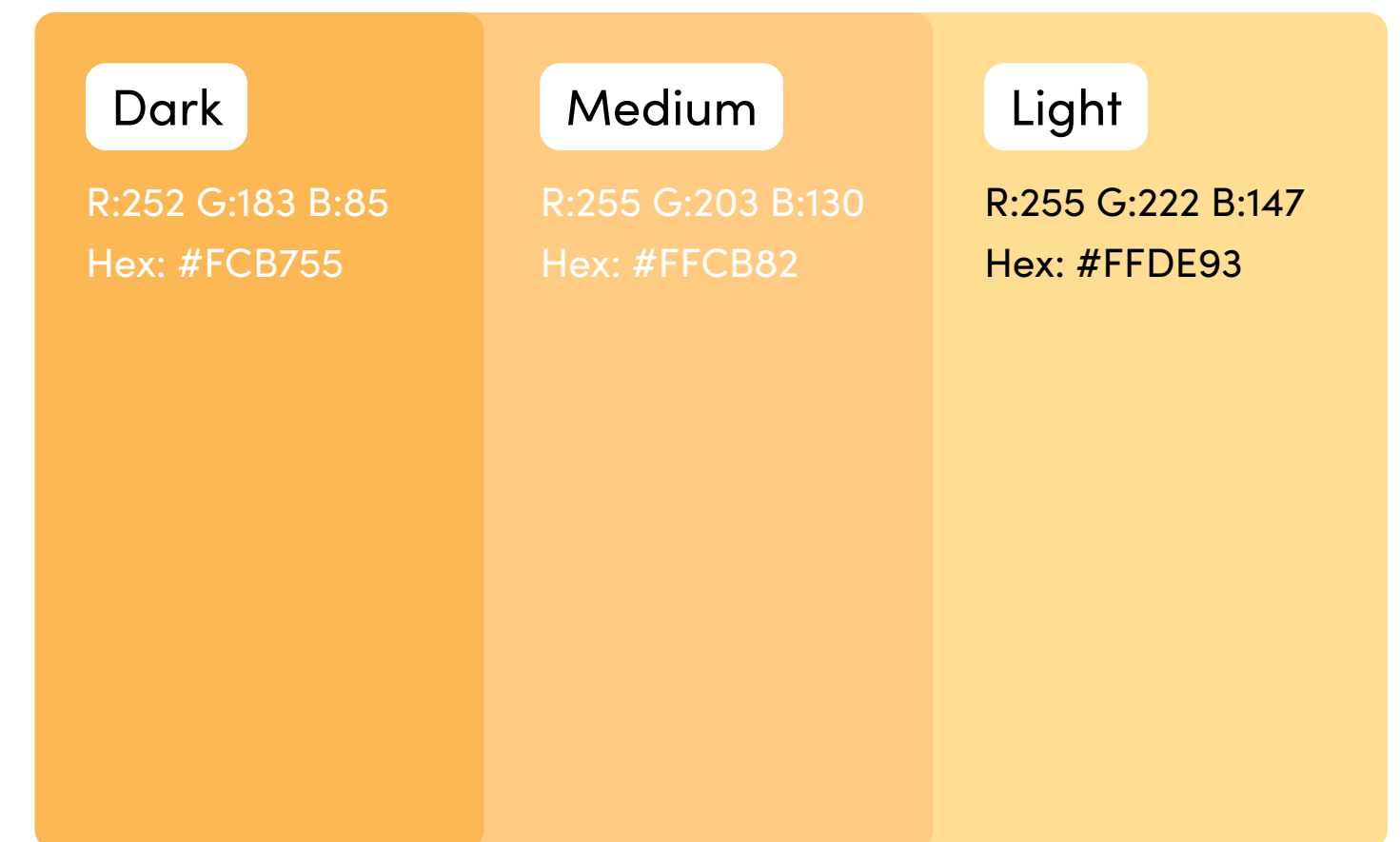
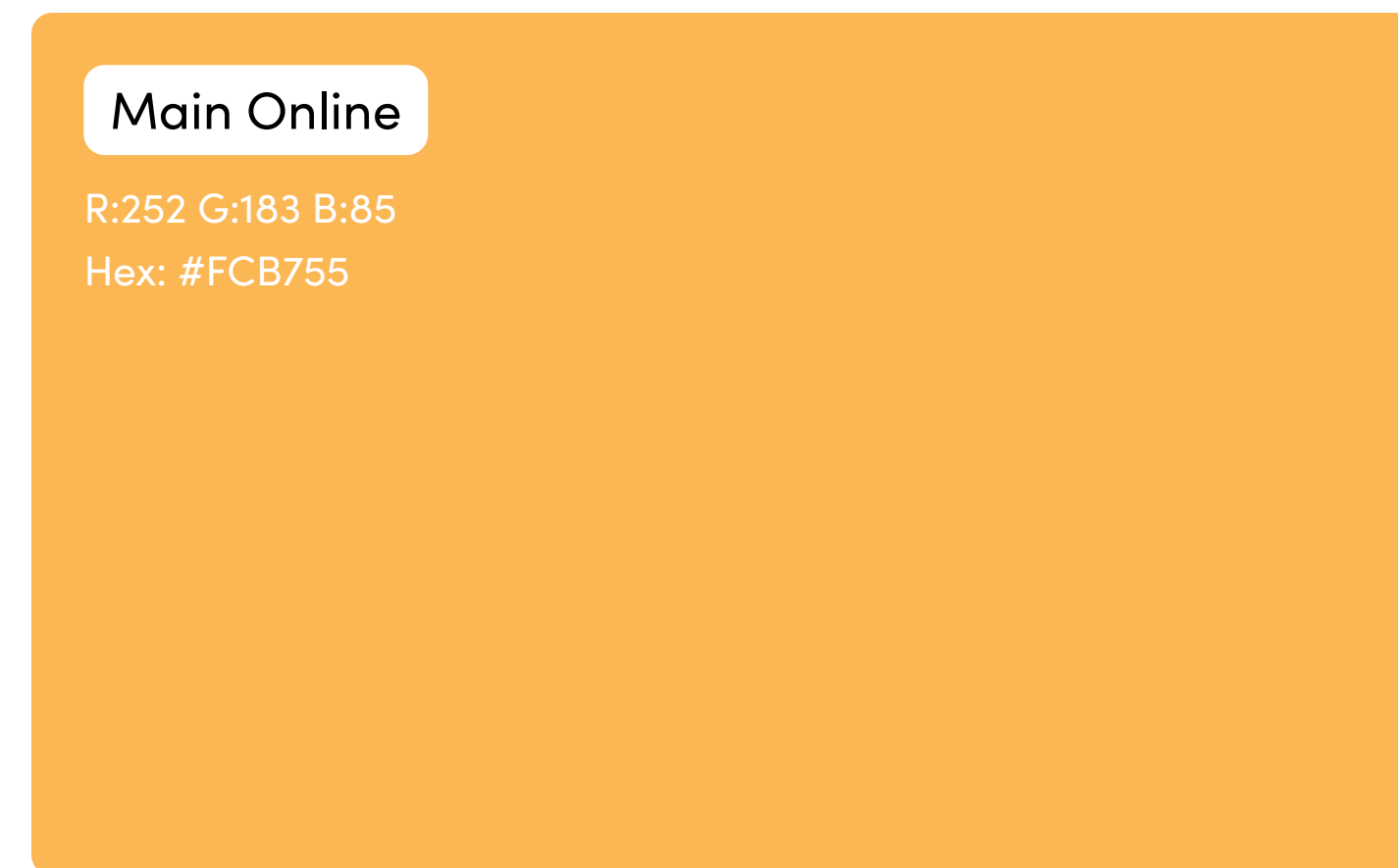
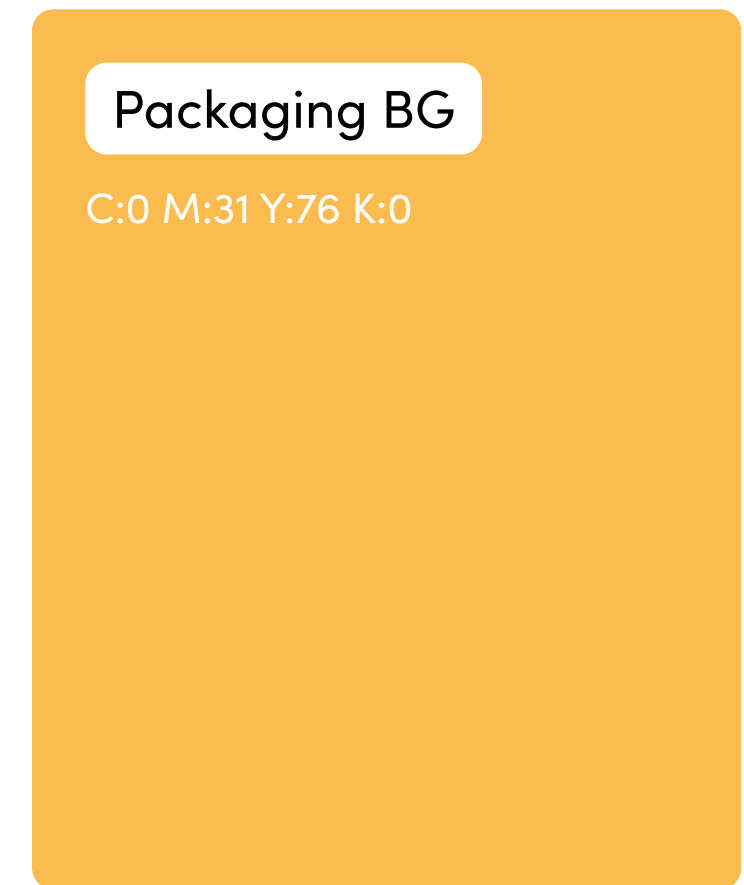
This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.



Pineapple *Flavour*

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

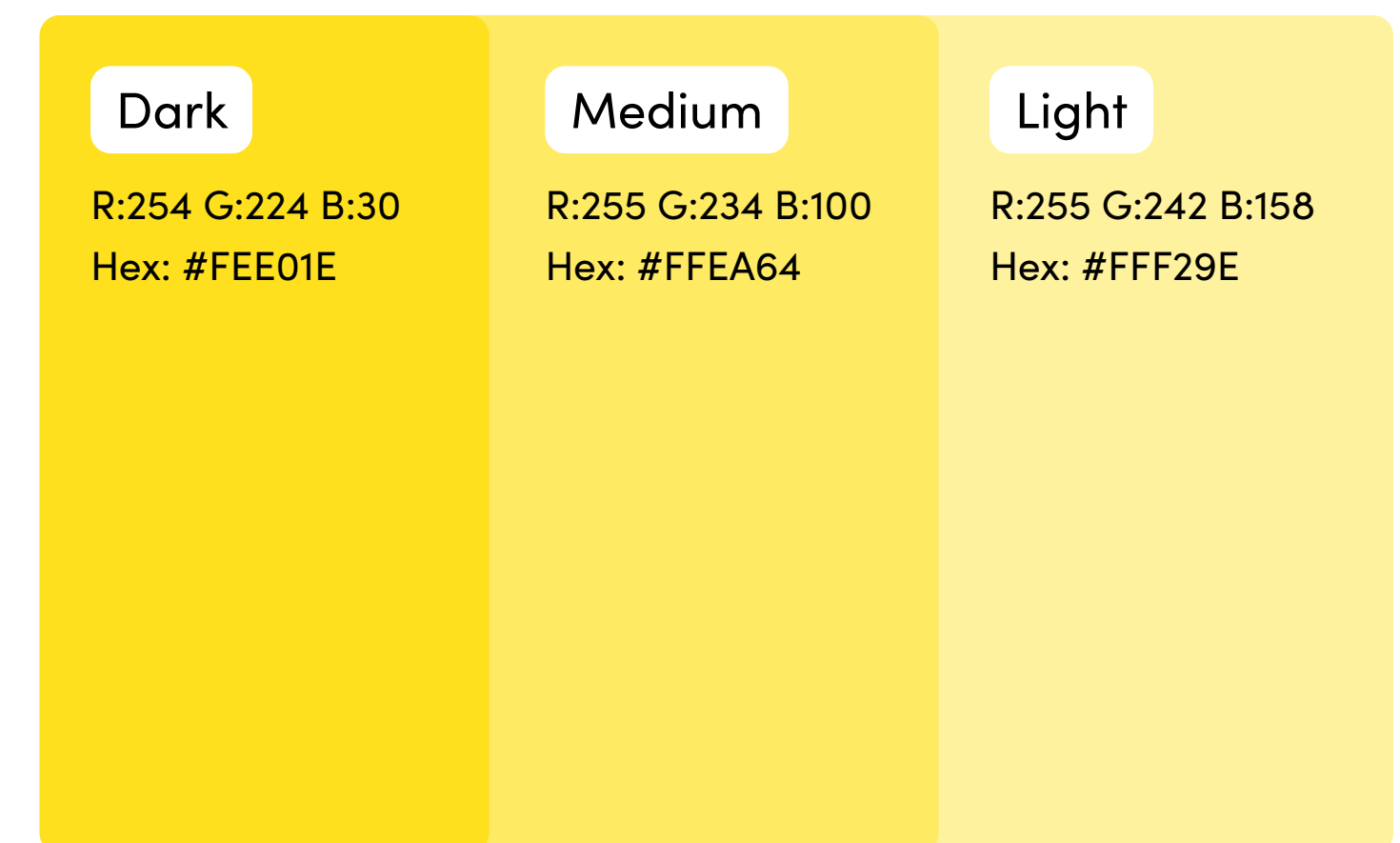
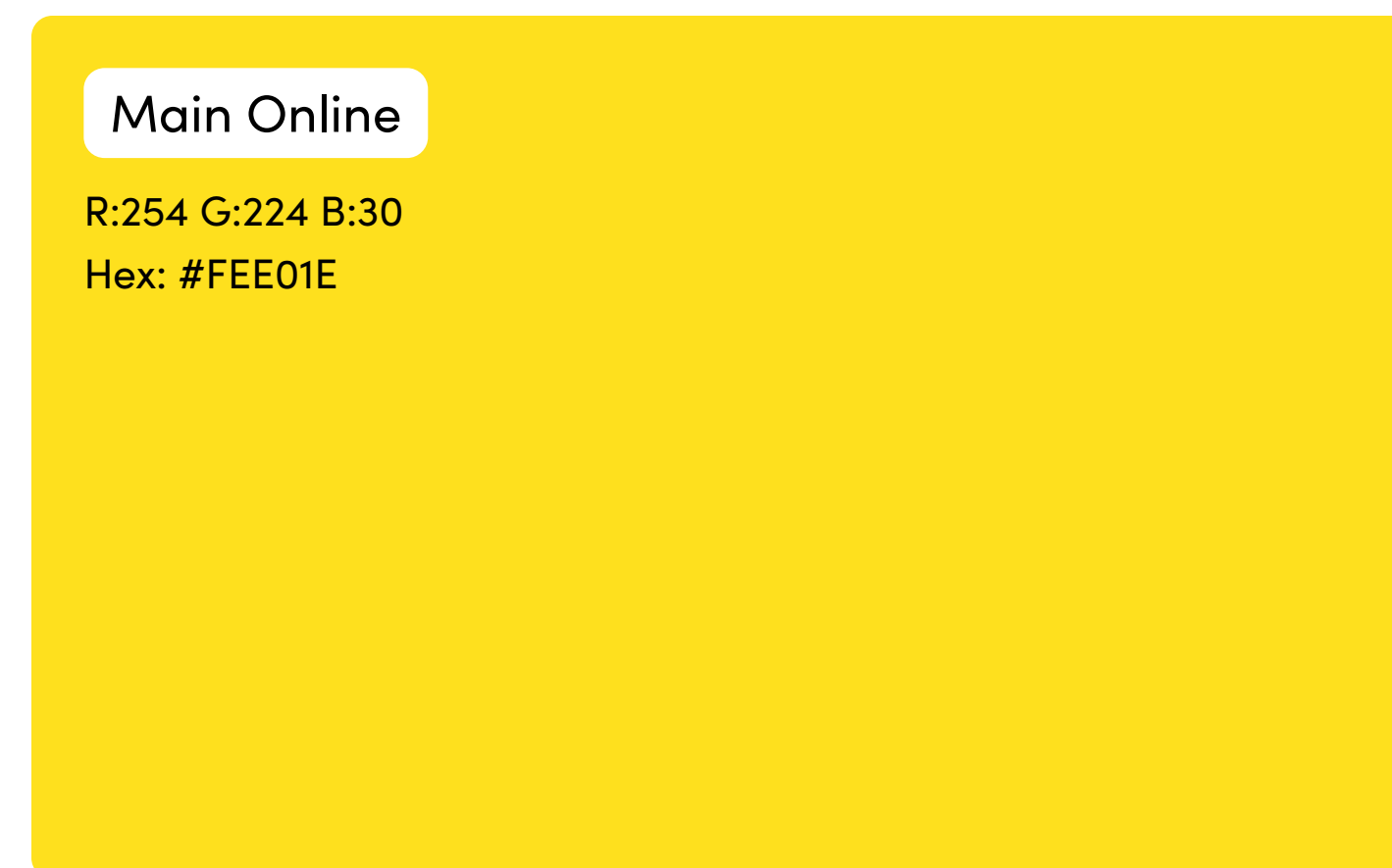
This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.



Blueberry *Flavour*

The flavour color palette is intended to create familiarity between offline and online. The usage of the colors is as follows:

Background packaging

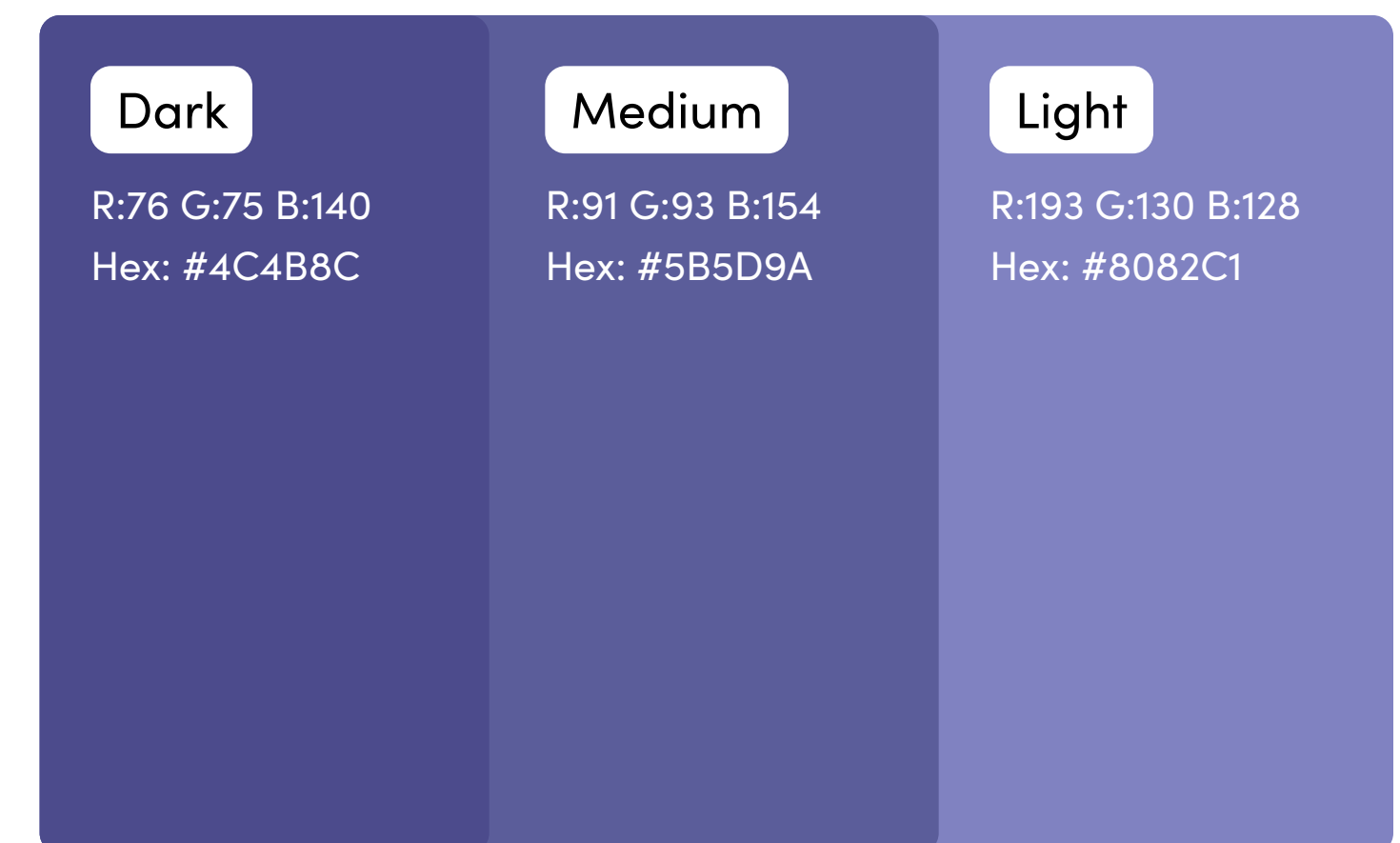
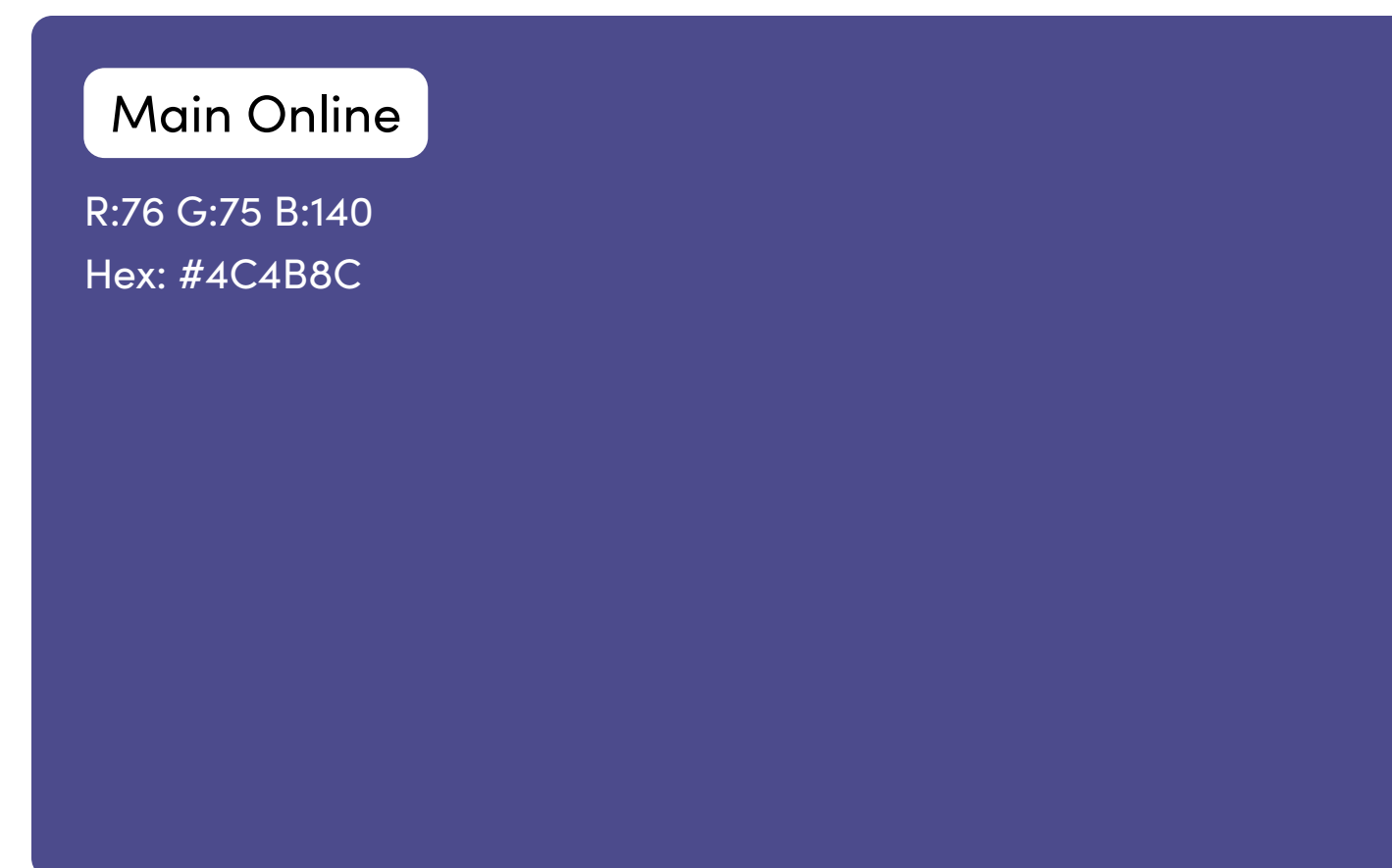
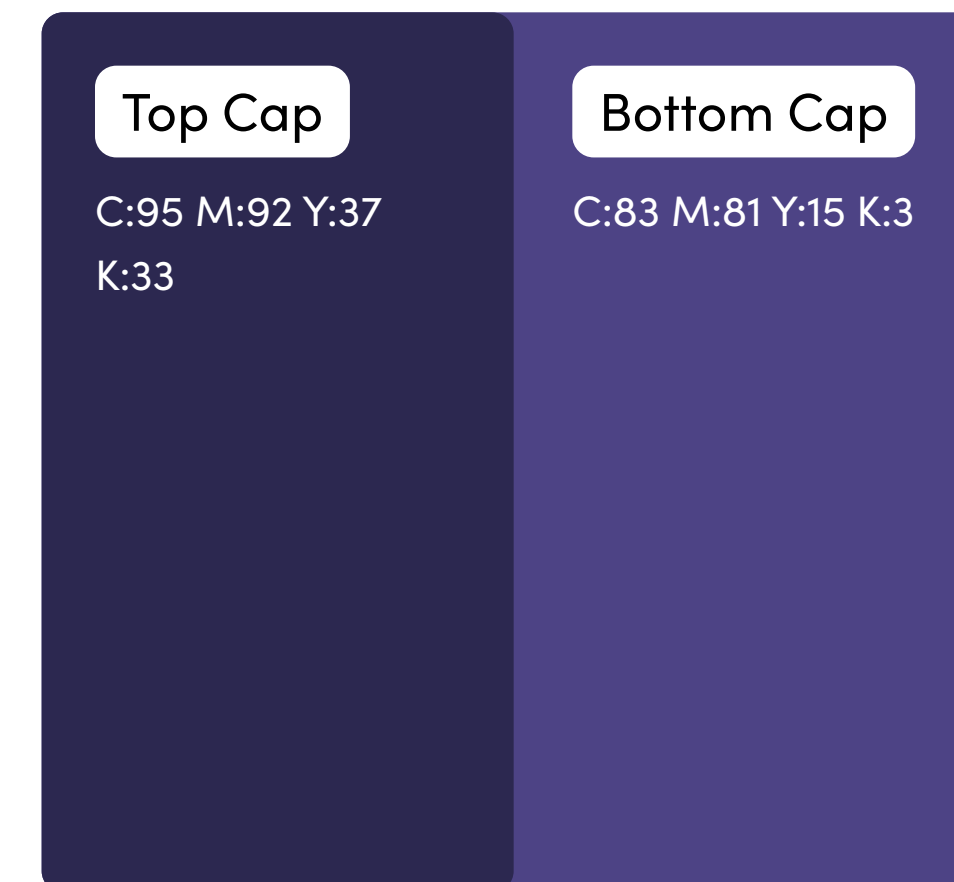
This is the background color of the packaging.

Top cap

This is the color on top of the bottle, the part you open for the applicator.

Bottom cap

This is the color on the bottom of the cap, the part the applicator is in.



04

Typography

Typefaces	34
Typestyles	35
Usage Heading	36

Typefaces

Our typography consists of two font families: Sofia Pro and New Spirit.

Both typefaces are Adobe Fonts.

Sofia Pro

Regular

Semi Bold

Bold

Aa

New Spirit

Medium Italic

Aa

Typestyles

Primary Typeface: Sofia Pro

Our primary typeface is Sofia Pro, a modern, clean typeface.

Semi-Bold is used as the heading typeface.

Bold is used as the normal typeface to accentuate text.

Regular is used as the normal typeface.

Secondary Typeface: New Spirit

Our secondary typeface is New Spirit, a joyful and happy typeface.

Medium Italic is used as the title typeface to accentuate some text in the heading.

Heading 1: Sofia Pro

Semi Bold

Heading 1.1: New Spirit

Medium Italic

Heading 2: Sofia Pro

Semi Bold

Heading 2.1: New Spirit

Medium Italic

Heading 3: Sofia Pro

Semi Bold

Heading 3.1: New Spirit

Medium Italic

Text: Sofia Pro

Regular

Text Accentuate: Sofia Pro

Bold

Usage Heading

Primary Typeface: Sofia Pro

Semi-Bold is used as the heading typeface.

Secondary Typeface: New Spirit

Medium Italic is used as the title typeface to accentuate some text in the heading.

Primary Typeface: Sofia Pro Semi Bold

Joy and self-expression #BeeYou

Secondary Typeface: New Spirit Medium Italic