

HABBEETAT

A Brand Development Guide



Contents

- **Brand**
- **History**
- **Mind Mapping**
- **Philosophy**
- **Naming**
- **Contemporary Reference**
- **Historical Reference**
- **Type Explorations**
- **Logotype Development**
- **Final Logotype**
- **Colour Palette**
- **Icon**
- **Secondary Typeface**
- **Image Style**
- **Secret Ingredient**
- **Brand Application**

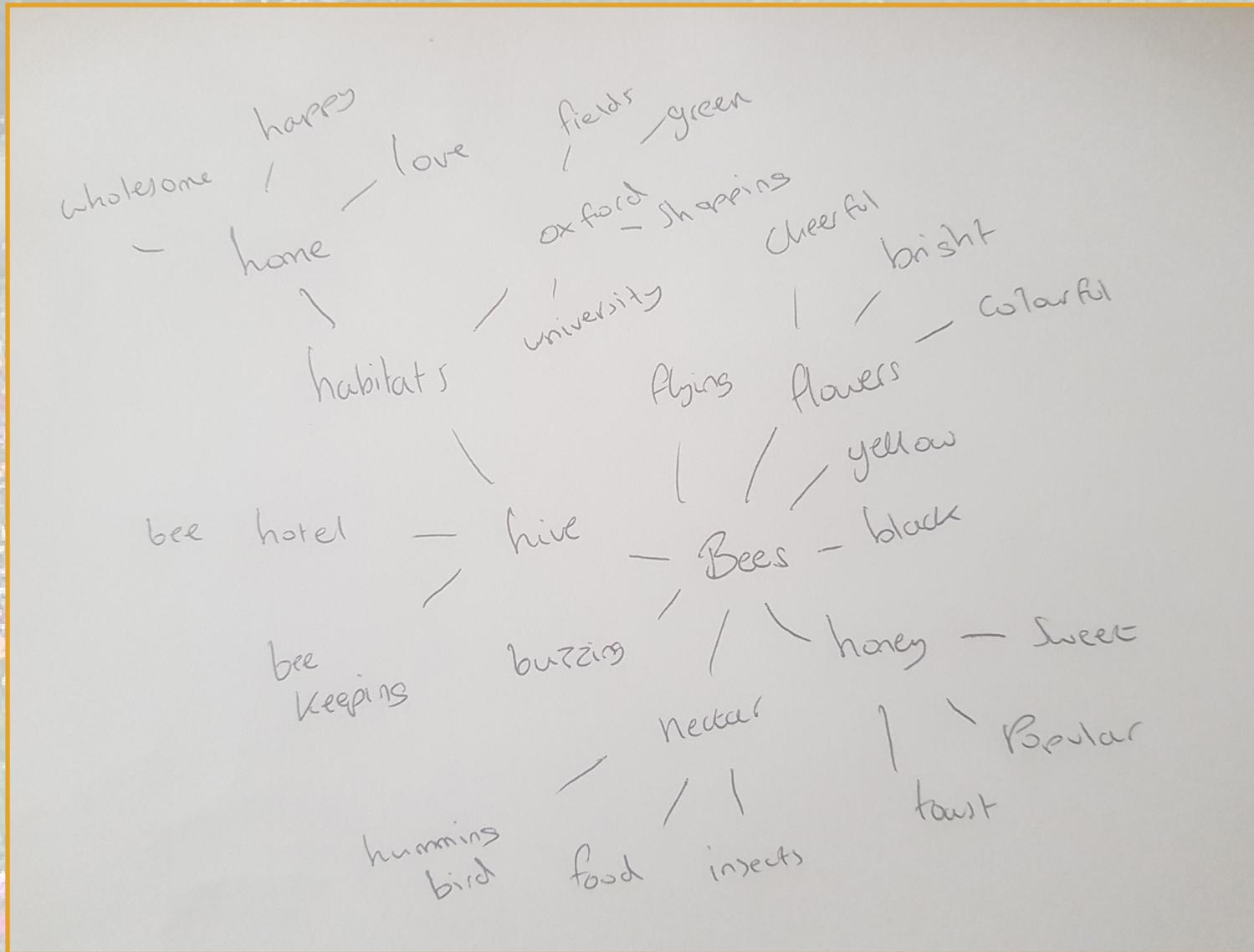




My start-up company
sells
bee habitats



In 1946, after WW2, a woman in Oxford called Mary Chant wanted to re-grow many damaged grassland areas and bring it back to its natural beauty. She would spend all her day planting seeds, with the goal of rejuvenating lost fields, gardens and woodlands that were damaged by the bombs. She soon discovered a bees nest in one area and noticed that it was re-growing faster and more vibrantly than the other areas. Mary started to build beehives and placed them around Oxford and enjoyed the fruits of her labours for many years to come. Mary died in 2018 but her daughter Charlotte Chant wanted to carry on her mothers love of bees and the climate. She created her own company that sold bee habitats so everyone could contribute to a positive change in the climate, keep the bee population high and watch their own gardens flourish.



1.Environment

2.Home

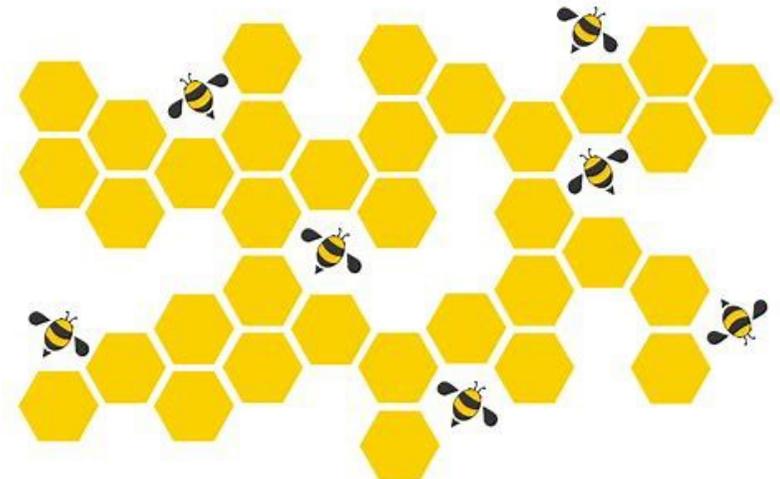
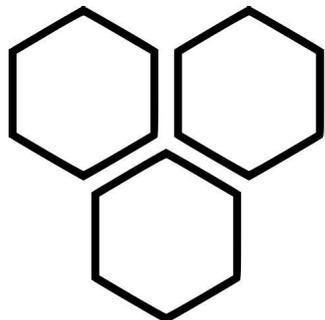
3.Growth

1.Ha-bee-tat

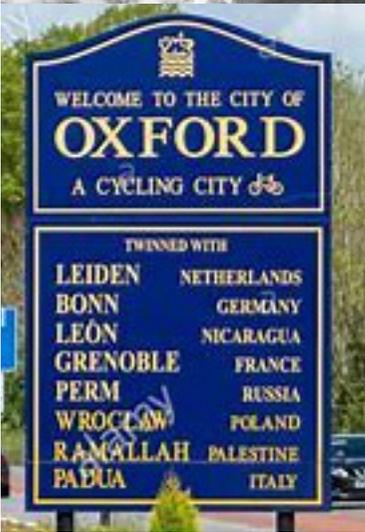
2.Hive Home

3.B-Hive

Contemporary Reference



Historical Reference



Type Explorations

b	a	B	A
b	a	B	A
ha- <i>bee</i> -tat		HA-BEE-TAT	
<i>h</i>	<i>a</i>	<i>B</i>	<i>A</i>
b	a	B	A
b	a	B	A

Letter Shapes

HA-BEE-TAT	HA-BEE-TAT
<i>HA-BEE-TAT</i>	HA-BEE-TAT
HA-BEE-TAT	HA-BEE-TAT

Type Skeletons

HA-BEE-TAT	HA-BEE-TAT
HA-BEE-TAT	H BEE TAT
HA~BEE~TAT	HA • <i>BEE</i> • TAT

Style Explorations

Logotype Development

HA~BEE~TAT
 HA>BEE>TAT
 H^>BEE>T^T
 H^BEE T^T
 H^BEE T^T
 HA•BEE•TAT
 HABBEE TAT

H A B B E E T A T

H A B B E E T A T

H A B B E E T A T

H A B B E E T A T

H A B B E E T A T

Colour Palette



Black
C=0 M=0 Y=0 K=0
R=0 G=0 B=0
HTML- #000000



Gamboge
C=9 M=38 Y=97 K=1
R=230 G=157 B=8
HTML- #E69D08



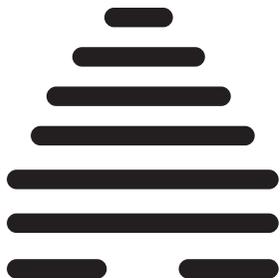
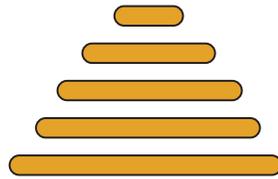
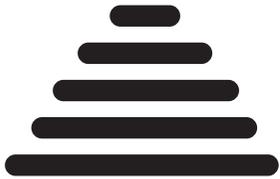
Harlequin
C=75 M=5 Y=100 K=0
R=64 G=242 B=0
HTML- #40F200



Yellow
C=0 M=0 Y=100 K=0
R=255 G=255 B=0
HTML- #FFFF00

HABBEETAT

Icon



abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Ink Free

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Gabriola

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Corbel



Helping bees
to
Thrive in the
Hive



Helping bees
to
Thrive in the
Hive



HABBEETAT



HABBEETAT 

HABBEETAT 

HABBEETAT 

HABBEETAT 

The icon at the end of the logotype can be changed by customers when they have purchased a bee habitat and added onto their new habitat, as well as other merchandise.

Brand Application





Specialisation in
Graphic Design
Capstone Project
CalArts/ Coursera