



carey estes design



What is  
**YEEHIVE?**



Lines.

Shapes.

Symbols.

Repetition.

Connection.

Rhythm.

Math.

Calculation.

Geometry.

Molecular Structure.

Flight Paths.

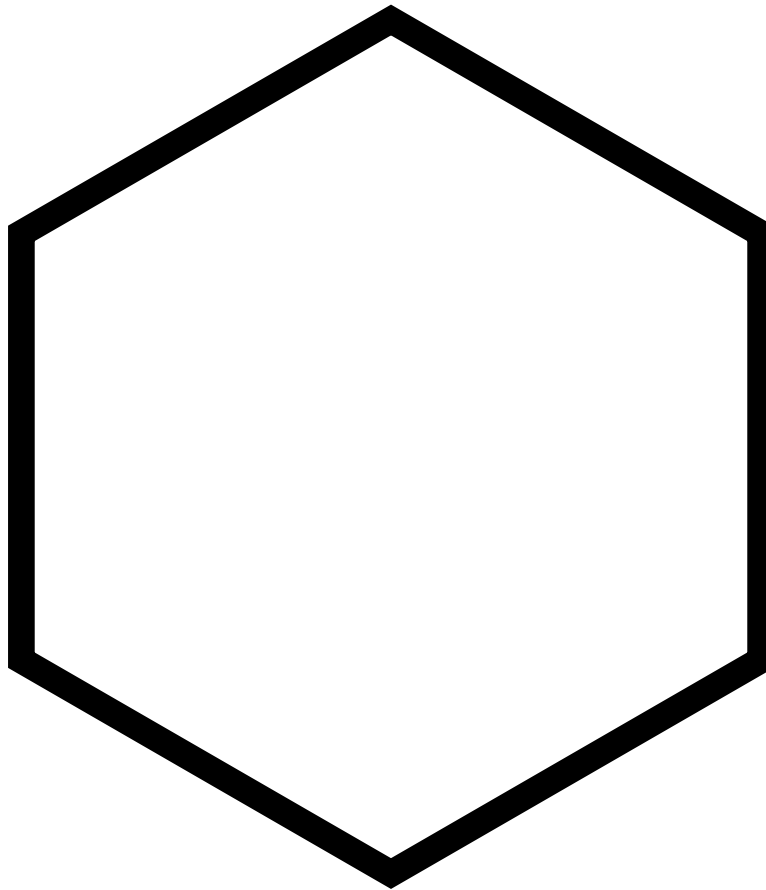
Work.

Reward.

**Power through Working Together.**

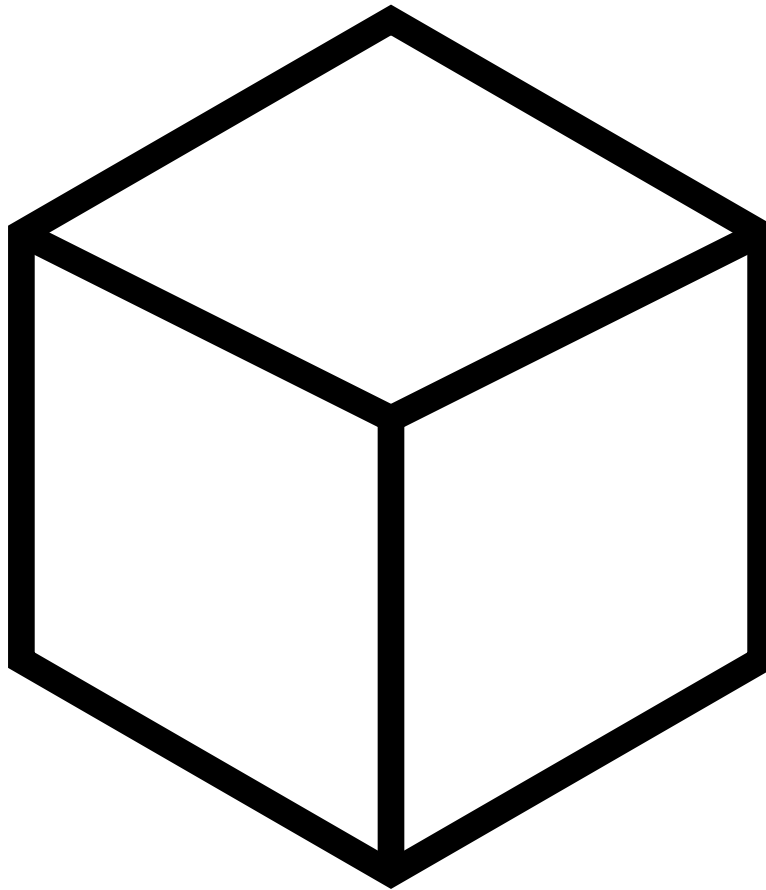


Driving the concept of geometry and the brilliance of a beehive, the connection and effectiveness of working together, the logo's base shape is a **hexagon**, a shape that can tessellate with **power and structure**.



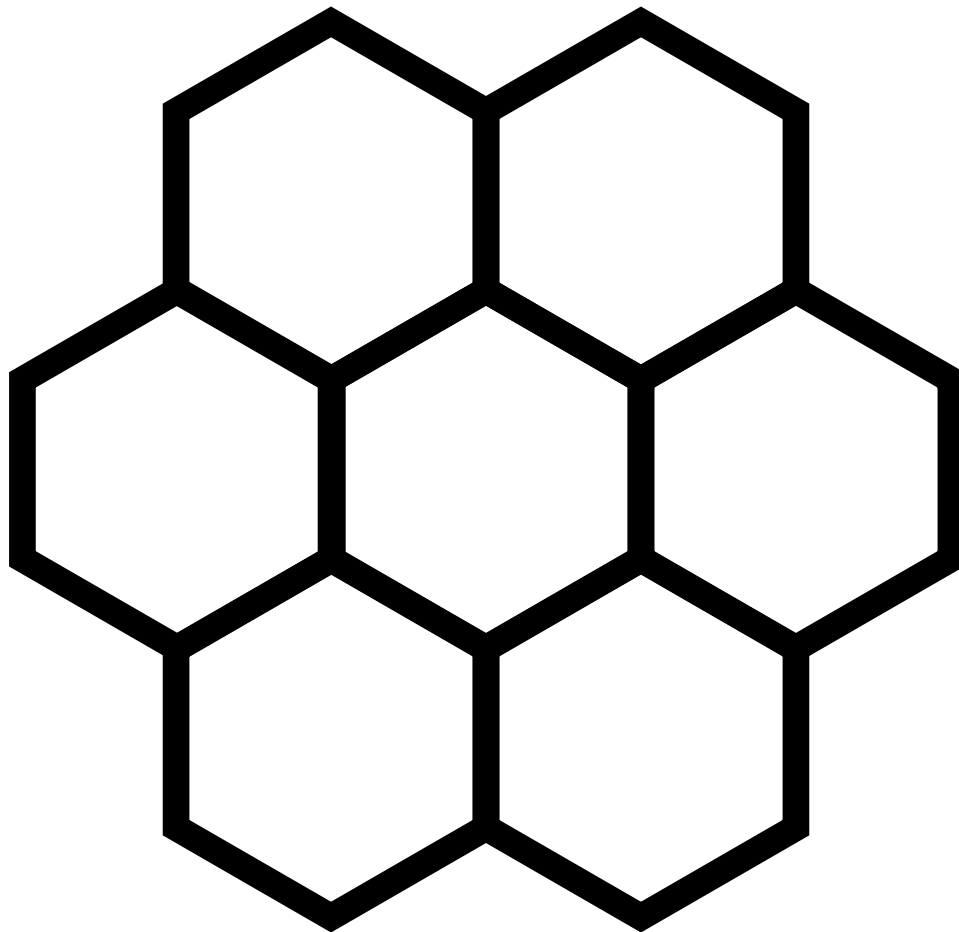


Connecting three inside points of the hexagon creates a **Y**, as well as a **box**, which is an iconified example of a product, an abstraction of **endless possibilities.**



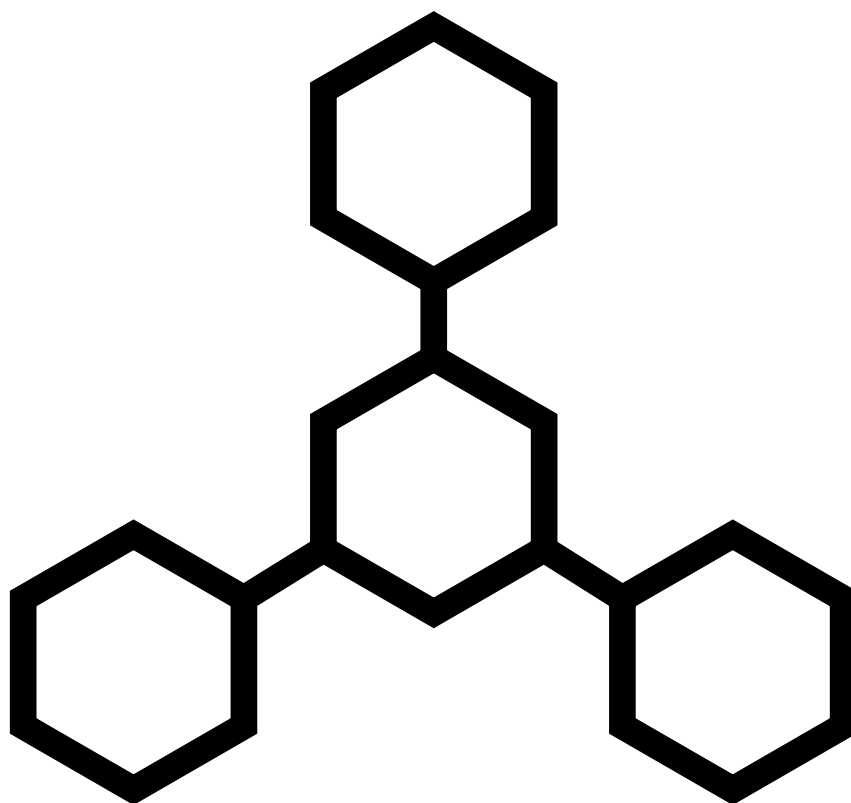


A **hive**, or a powerful structure built upon the concept of multiple occupants, **joined together**, to create a **unified objective** that develops a **visual rhythm**.



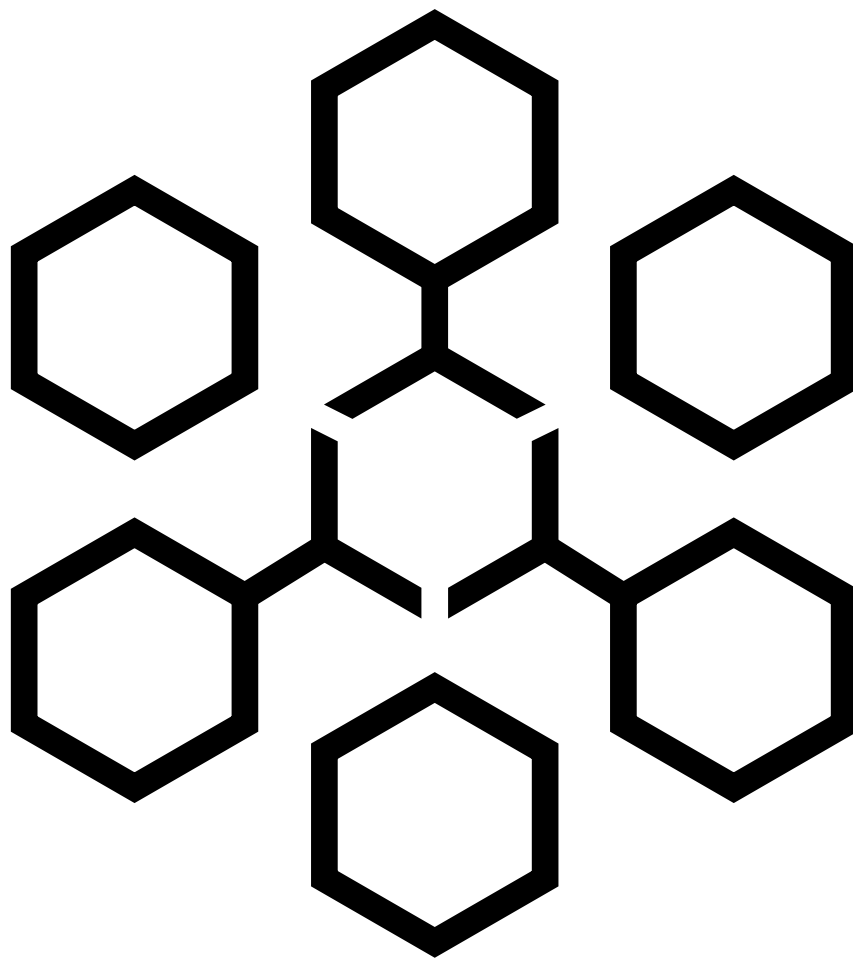


This shape lends itself to base molecular structures. Compounds that are the building blocks of **everything**.





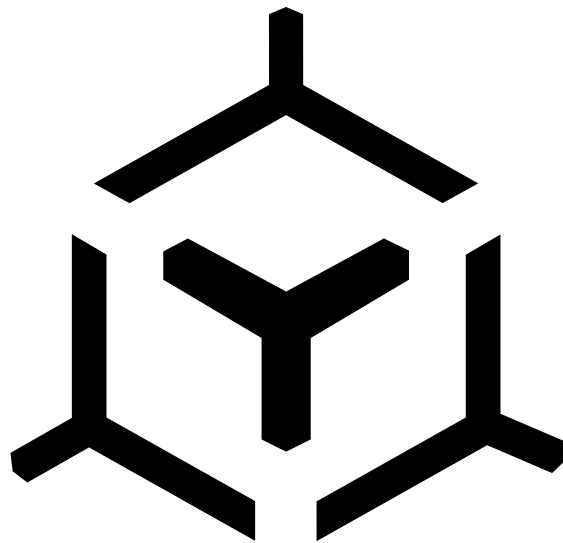
But all bonds are also **opportunities**, empty spaces waiting to make **connections**.







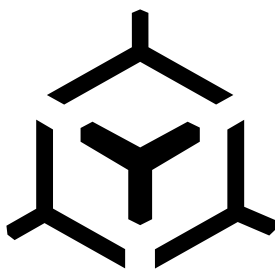
Combining all of these  
concepts gives us...



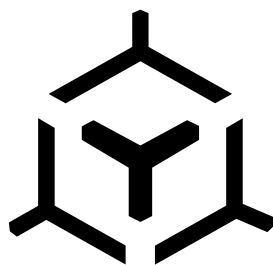
**YEEHIVE**



## Optional Lockups



**YEEHIVE**



**YEEHIVE**



## Color Swatches

The base colors are derived from the brilliant golden-rod hue of honey and a split-complimentary rich Navy blue, giving a bright, but grounded palette.

#FFCE00

#003B4F

#00627C

#5D8F9B

#FFFFFF

#D35B50

#424A4C

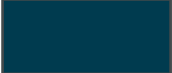
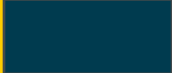


## Logo Color Lockups





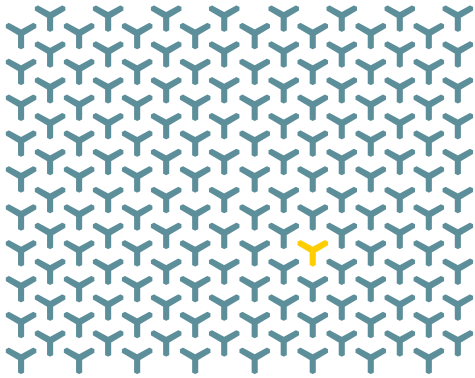
## Contrast Checks

|                                                                                                |                                                                                                 |                                                                                                  |                                                                                                   |
|------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| <br>8.09 : 1   | <br>12.07 : 1  | <br>8.09 : 1   | <br>9.06 : 1   |
| <br>3.37 : 1   | <br>6.91 : 1   | <br>4.63 : 1   | <br>6.08 : 1   |
| <br>12.07 : 1  | <br>3.57 : 1   | <br>6.08 : 1   | <br>2.53 : 1   |
| <br>3.09 : 1 | <br>3.90 : 1 | <br>2.61 : 1 | <br>2.32 : 1 |

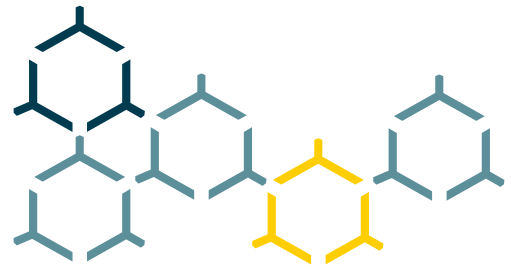


## Supporting Elements

Repeating Pattern



Meandering Pattern



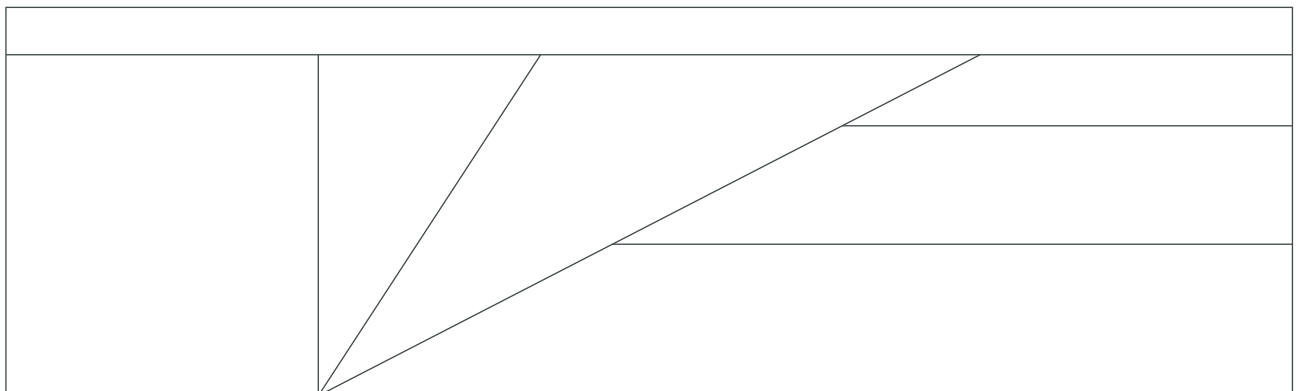
Text Ornaments

◀ Lorem ipsum dolor sit ▶

Angles | 30 & 60 degrees



Containers





Now check out  
the webpage...

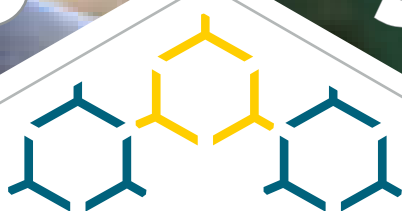




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See you soon!





Thanks.