

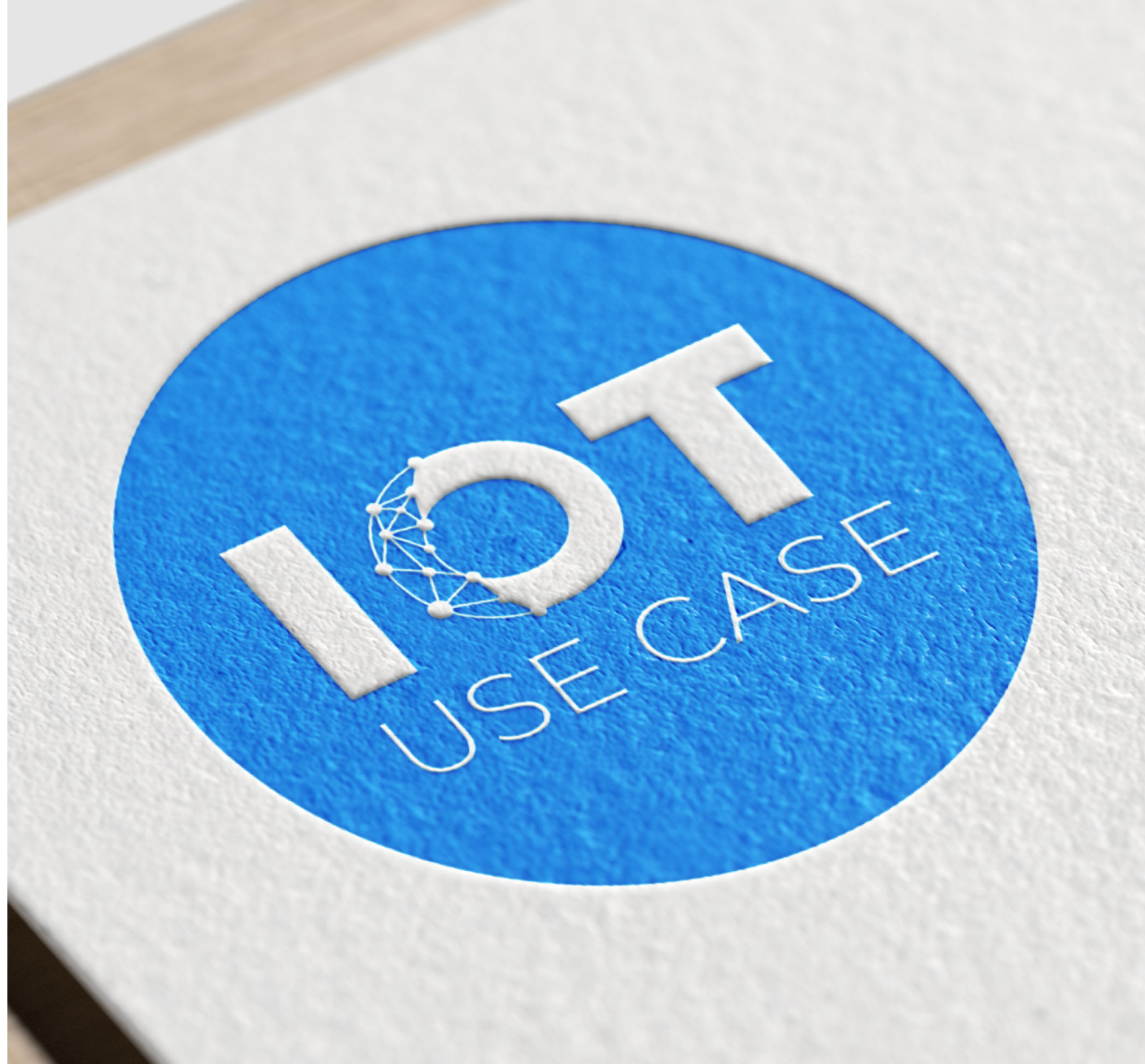
Brand Guideline

A new era 01

Our mission

Design of a **new logo** as the starting point of an era full of vision, strategy and professionalism.

The new logo represents the new strategic direction of IoT Use Case which contains a clear focus on creating a database of IoT use cases and being the „matchmaker“ in a network of companies looking for and providing IoT solutions. The logo should be professional, trusted but also modern and flexible in its use.



A new era

Logo developments often represent a major shift in corporate strategy or direction. For this reason, it is all the more important to introduce the new logo accordingly and celebrate it appropriately. Enjoy!

IoT Use Case



Made by Bee Digital

Logo

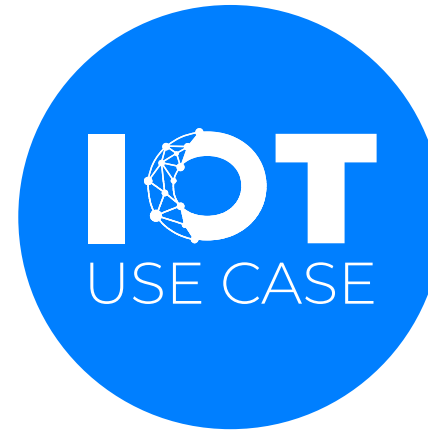
02

The new Logo

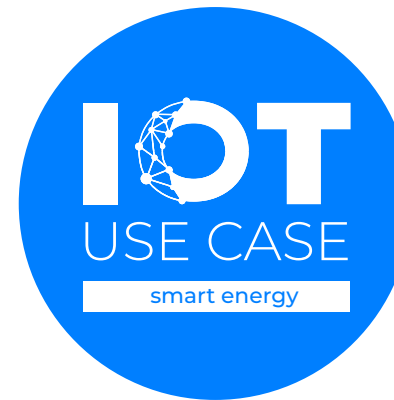
The new logo uses modern, clean, minimalistic design artifacts and fonts to create trust, professionalism and an uniqueness that stands out in the IoT industry



Brand Guideline



Tag Variant



Plain Variant



Logo Design

Made by **Bee Digital**

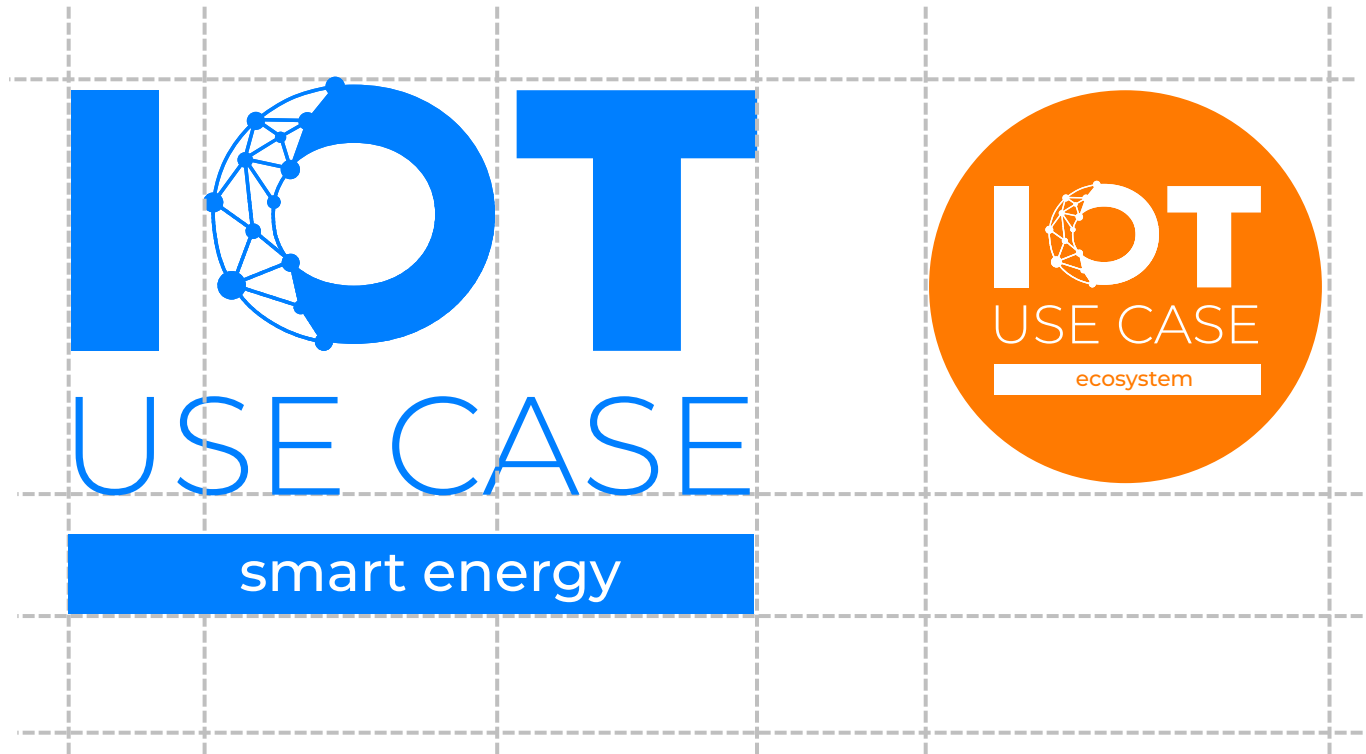
Standard Logo Graphic

This is how the standard logo looks like. No tags, no variations. Pure.



Variant Logo Graphic

This is how the logo variant looks
like. With tags or color variations.
Endless opportunities.



Colours

Blue is the most popular corporate colour. Evokes trust, therefore frequently within finance and technology sectors. It also well resonates with Turquoise and Orange to further accentuate or signal through the use of the IoT Use Case colour spectrum.

Azure Blue

#007FFF

Turquoise

#00FFEF

Orange

#FF7A01

Thank You

We are very happy to have started this new era together with you. The logo is just the beginning and the best is yet to come...

Digital transformation with purpose.



Bee Digital UG

Bergmannstraße 42
80339 Munich, Germany
Email : info@bee-digital.io
Web : bee-digital.io