

Slow honey from a fast coast.

A small-batch honey brand out of a garage in Aptos, California — coastal California soul, mid-century modern bones, and a rotund little surfing bee for a mascot. This page is the whole system: every color, every rule, every reason the bee doesn't wear sunglasses.

AUDIENCE: FOOD-CURIOUS COASTAL CALIFORNIANS, 28-55 · GIFT BUYERS ·
POLLINATOR-CURIOUS · SURF-ADJACENT EVERYONE

01 Voice

We sound like the local who's always at the farmers' market with a jar of something good. Warm, direct, a little dry. Cheeky under the warmth — never twee.

WE SOUND LIKE	WE DON'T SOUND LIKE
Warm, sun-bleached, slightly cheeky	Rustic farmhouse (shiplap, distressed wood)
Place-rooted, slightly poetic	Vintage apothecary
A local at the market with a jar of something good	Generic "natural" wellness
Direct, simple, useful	Marketing-speak, "We've got you covered"
Cheeky under the warmth — never twee	Twee hand-drawn

warm

sun-bleached

slightly cheeky

place-rooted

confident

Words we reach for: small-batch · sun-faded · coastal · slow honey · provenance.

Words we don't: natural wellness · artisanal journey · "we've got you covered."

02 Color — Aptos sun-faded

A mid-century palette that pulls coastal and desert warmth together. Sun-faded, never neon-bright. The six interface tokens carry the web; the full set carries packaging, signage, and the bee's world.

INTERFACE CORE

Sand cream

#F2E6CF

Primary background, packaging base

Off-white

#FAF3E2

High-contrast surface, paper trim

Warm charcoal

#2B2A28

Type, line work — never pure black

Terracotta

#C8553D

Primary actions, signage, bold brand

Coastal teal

#3D5A6C

Secondary text, sea accents. Sparingly

Sand line

#D3C9B5

Rules and dividers

Terracotta shadow

#A04530

Hover / pressed state

Aptos pink

#E5A5A0

Soft contrast, signage, CTA support

THE BEE'S WORLD

Honey gold

#E8A53A

Mascot body, honey cues, type accent

Mustard

#D9A441

Secondary warm, label backgrounds

Sage

#8FA68E

Foliage and scene green

Deep sage

#3D7A3D

Clover leaf shadow tone

Clover leaf alt

#4A8A4A

Alternate clover leaf in the mark

Clover center

#2D5A2D

Center knot in the mark

The one rule: every color is slightly muted. If it pops neon, it's wrong. When in doubt, desaturate by 10%.

03 Typography

Three roles, never mixed up. Display carries voice, body carries information, hand is the bee talking. Maximum two faces on any one surface.

DISPLAY · RECOLETA
FALLBACK: CORMORANT GARAMOND

Slow honey, 0123456789

BODY · INTER
FALLBACK: SYSTEM SANS

Two hives, one very relaxed bee. 0123456789

HAND · CAVEAT
SHORT TAGLINES ONLY

the bee is the outfit

B E N S O N · B E E S · A P T O S

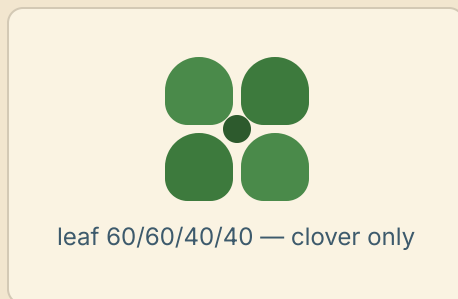
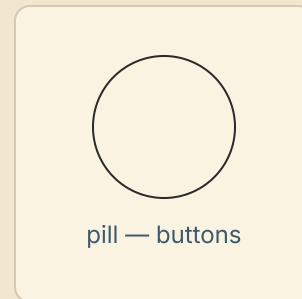
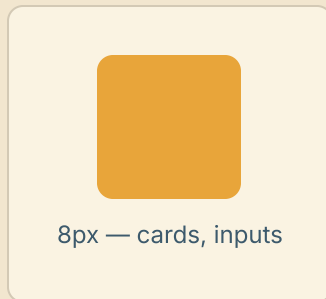
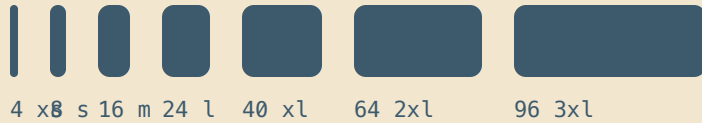
Letter-spacing 0.18em, all-caps, display face. Never below 12px — the dots collapse.

96 display-xl **64** display-l **40** heading-m **20** body-l **16** body-m **14** body-s
12 label

Licensing note: Recoleta is not web-loadable; this package falls back to Cormorant Garamond. License Recoleta for the production build — details in the [handover notes](#).

04 Layout & form

Everything sits on an 8-point grid. Corners are soft, never round; the only true pill is a button. The clover's leaf-radius is reserved for the clover.



soft 0 6px 12px `rgba(43,42,40,.12)` **warm** 0 12px 24px `rgba(200,85,61,.18)`

Those are the only two shadows. That's the whole list.

05 The bee

Rotund, almost spherical. Not slim, not wasp-waisted. Round head, big friendly eyes, stubby legs. Mid-century modern — 1960s children's book meets Saul Bass geometry. Two-tone honey gold and warm dark brown stripes. Self-assured, chill, knows where the good waves are. The world's most relaxed employee.

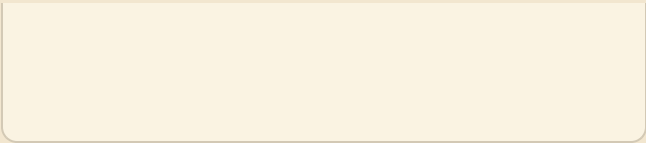


Carving hard into a turn



Standing tall on board

Logo, packaging, primary avatar





Hang-five on a glassy wave





Mid-air aerial (laughing)

Joy / celebration moments



RR



On the jar

Product callouts



Board under arm, crossing sand

Warm-up, between-the-hives content

Never

- Disney-cute or realistic bees
- Bright yellow + black stripes (it's honey gold + warm brown)
- Sunglasses, lei, hats, or any outfit — the bee is the outfit
- Outlined in anything but warm charcoal

06 The mark

The bee on a four-leaf clover, set in a coastal-California scene: cream sky, sun, distant hills, teal ocean, green field with mini clovers. 1080 × 1080 base canvas; scales clean from a 64px favicon to a 1024px hero.





Do

- Give it clean space — solid backgrounds only
- Keep clover leaves in the sage family
- Set the wordmark at 0.18em tracking, all-caps



Don't

- Drop it on busy photographic backgrounds
- Recolor the clover outside the sage family
- Scale the wordmark below 12px

07 Motion

Four durations, five easings, one story. The logo reveal is the brand's full sentence: "Benson's Bees" collapses to two B's, they rotate, the clover pops in, the bee emerges and lands, the wordmark fades up.

TOKEN	VALUE	USE
<code>duration.fast</code>	200ms	Hovers, chips, small state changes
<code>duration.normal</code>	400ms	Reveals, drawers, accordions
<code>duration.slow</code>	700ms	Section transitions, hero elements
<code>duration.story</code>	6000ms	The full logo reveal, end to end
<code>ease.out-cubic</code>	<code>cubic-bezier(.215,.61,.355,1)</code>	Reveals
<code>ease.in-back</code>	collapse motion	Collapsing the B's
<code>ease.in-out-back</code>	rotation motion	The B's turning
<code>ease.out-bounce</code>	landing motion	The bee's landing
<code>ease.out-elastic</code>	pop motion	The clover pop

08 Imagery

Sun-faded flat color, warm charcoal line work, rounded chunky forms. Subjects: the bee, the clover mark, coastal California (cream sky, sun, hills, teal ocean), honey jars, the garage, the farmers' market. Avoid: distressed wood, shiplap, farmhouse clichés, anything fully saturated.



