

## **Name: A Bee Connection**

### **tagline options**

- *Pure Sweet Goodness From Us to You*
- *Pure Sweet Honey From Us to You*

### **Can you describe the target audience for your honey products?**

- Initially, small artisan food shops, country stores, health food stores

### **What are the values or qualities that you want your brand to embody, such as natural, wholesome, organic, etc.?**

- Pure/raw, healthy, quality, local microenvironment (this is a concept around health, local raw honey is like micro-dosing the pollens human bodies combat in the same micro environment).
- One logo below (At Source – Powered by Nature Bee) captures an important element. There is a big trend in food now, because of the distrust of organizational authority, called food integrity. Food integrity is a general term for sound, nutritive, healthy, tasty, safe, **authentic, traceable**, as well as ethically, safely, environment-friendly, and sustainably produced foods. I would like to convey this concept and can back up the claim. There is a good article [here](#) that talks about what Food integrity is addressing.

### **Do you have any specific colors in mind for the logo, or any colors that you do not want to use?**

- Keep in mind the background color of the actual honey in the jar which is anywhere from golden to very dark brown. The background colors will interplay with the aspect of beauty I talk about below relative to the colors of the logo label.
- As I was selecting the logos below, I find that I am drawn to a black/dark background to the imagery and or text. When I imagine a black logo background against a gold honey it seems like the color contrast would work well, the color of the honey and the color black.

### **Are there any particular images or symbols that you associate with your brand, such as a bee, flower, or a honeycomb?**

- See Logos below. The name “A Bee Connection” came to me from my individual experience of joy and interest with bees. I have wondered about some kind of image the a bee and a human. I have imagined s bee sitting on top of the world when thinking about how bees “make the world go round”

### **Have you seen any logos that you particularly like or dislike, and if so, what do you like or dislike about them?**

- The categories of beauty and simplicity stand out to me. I believe that one’s eye will be drawn to beauty and simplicity before any propositional language. When I scan bee logos, beauty and

simplicity are the two categories that capture my attention. Color, scale, ease of reading and design are all aspects of beauty. I dislike a cluttered feel, words so many and/or small that I struggle to read them. Below are a few logos that caught my attention on a brief internet search.





