Icon and Logotype

The Bee & Butterfly Habitat Fund logo is made up of the icon and logotype. When appropriate, the icon may be shown on its own, but the logotype should never be used on its own to represent the logo.

The Icon

The Bee & Butterfly Habitat Fund icon consists of three hexagons. The top hexagon, a bee; the hexagon to the right; a butterfly and the hexagon on the bottom, a field.

The Logotype

The font for The Bee & Butterfly Habitat Fund is Mr Eaves San OT Book.
**Minimum Size and Clear Space**

To ensure readability, never reproduce The Bee & Butterfly Habitat Fund logo smaller than 1.5” wide. Maintain a clear space around the logo. This prevents text, illustrations, photos or other elements from interfering with the logo’s legibility. More space is generally preferred. For The Bee & Butterfly Habitat Fund logo, the height of the letter “a” should be used as a measure to determine the minimum amount of space required between the logo and other elements and text.

![Diagram of minimum size and clear space for The Bee & Butterfly Habitat Fund logo.](image)

The Bee & Butterfly Habitat Fund logo should be shown at no less than 1.5” in width.

![Diagram of clear space around the logo.](image)

The Bee & Butterfly Habitat Fund logo should have clear space around it the height of the letter “a” in the word Habitat.
The Bee and Butterfly Habitat Fund branding guidelines

Logo and Slogan

The approved tagline for The Bee & Butterfly Habitat Fund logo is A UNIQUE CONSERVATION SOLUTION. Used with our logo, it firmly differentiates our strategy. On applications where the tagline will not reproduce easily (signs, embroidery), use the logo without the tagline.

Primary Version

When the logo is shown larger than 2” in width, use the primary version with the slogan connected to the logo.

Secondary Version

When the logo is shown at less than 2” in width, use the secondary version with the slogan to the right-hand side. There should be a 1 point stroke separating the logo and slogan. Slogan should be at least 9 point type.
Font Usage

Primary Typography

The right typeface, used consistently, creates an effective presence and provides a sense of familiarity for the reader. It also will go toward creating a consistent look and feel throughout all communications. Use Arial when Mr Eaves is unavailable. Mr Eaves comes in two families, Mod and San. They may be used interchangeably to create a nice balance and variety without breaking brand guidelines.

Mr Eaves Mod

**Headline:** Mr Eaves Mod BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Body:** Mr Eaves Mod BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Mr Eaves San

**Headline:** Mr Eaves San BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

**Body:** Mr Eaves San BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Incorrect Usage

Following are some – not all – examples of how NOT to apply The Bee & Butterfly Habitat Fund logo.

Do not place the logo at an angle.

Do not stretch or distort the logo.

Do not change size or scale of the icon and logotype independently from each other.

Do not change arrangement of icon and logotype.
Do not change the colors in the logo.

Do not change the font in the logo.

Do not add elements to the logo.

Do not create an outline of the logo.

Do not use the full-color version of logo on busy backgrounds.
The Bee and Butterfly Habitat Fund branding guidelines

**Color Palette**

The Bee & Butterfly Habitat Fund logo can be shown in full color, black and reverse when appropriate. The colors shown here have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standard. Consult current PANTONE Color Publications for accurate color representations.

<table>
<thead>
<tr>
<th>Color Palette</th>
<th>CMYK</th>
<th>RGB</th>
<th>Pantone</th>
<th>Web Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Color</td>
<td>C4, M40, Y100, K0</td>
<td>R240, G163, B31</td>
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<tr>
<td>Reverse</td>
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<td>R142, G148, B55</td>
<td>390C</td>
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</tr>
</tbody>
</table>
Alternative Bolder Logo

The alternative version of The Bee & Butterfly Habitat Fund consists of the icon and logotype in a bold version of the font. Brand consistency is important and using multiple logos for one organization only confuses the audience. The alternative logo for The Bee & Butterfly Habitat Fund should only be used when absolutely necessary.

NextGen Habitat Projects

NextGen Habitat Projects is the project sub-brand of The Bee & Butterfly Habitat Fund. The same guidelines regarding color, fonts, correct and incorrect usage and slogan all apply for NextGen Habitat Projects.

A Unique Conservation Solution.
Merchandise Examples
Stationary Kit

The stationary kit includes the letterhead, envelopes and business cards. The letterhead should be printed on 8.5x11 paper. The business cards are the standard 3.5 x 2". Envelopes range in size from A2 to #10.