

Beepz Branding Guide



Mission Statement

01.

At Beepz, our mission is to simplify the car buying and selling experience, making it seamless and enjoyable for everyone.



Logo & Usage

02.



Logo Mark

The Beepz logo embodies simplicity and elegance, reflecting our commitment to a fluid and effortless car buying and selling process. Its clean lines and modern design symbolize transparency and ease, ensuring that every interaction with our brand feels intuitive and enjoyable.





Minimum Size

When significantly reduced, the logo may lose clarity. Here are the recommended pixel dimensions to maintain the logo's quality.

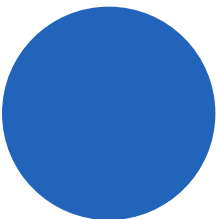


Colors

03.

Primary Colors

Use primary color as the main colors in all internal and external visual presentation of the brand Beepz.



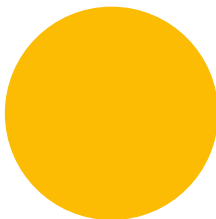
Primary

R: 33 C: 86%
G: 100 M: 64%
B: 186 J: 0%
#2164BA N: 0%



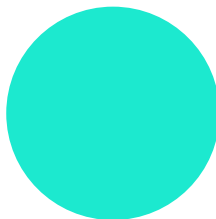
Buyer

R: 11 C: 66%
G: 127 M: 24%
B: 255 J: 0%
#121D3F N: 0%



Seller

R: 251 C: 1%
G: 188 M: 28%
B: 4 J: 100%
#FBBC04 N: 0%



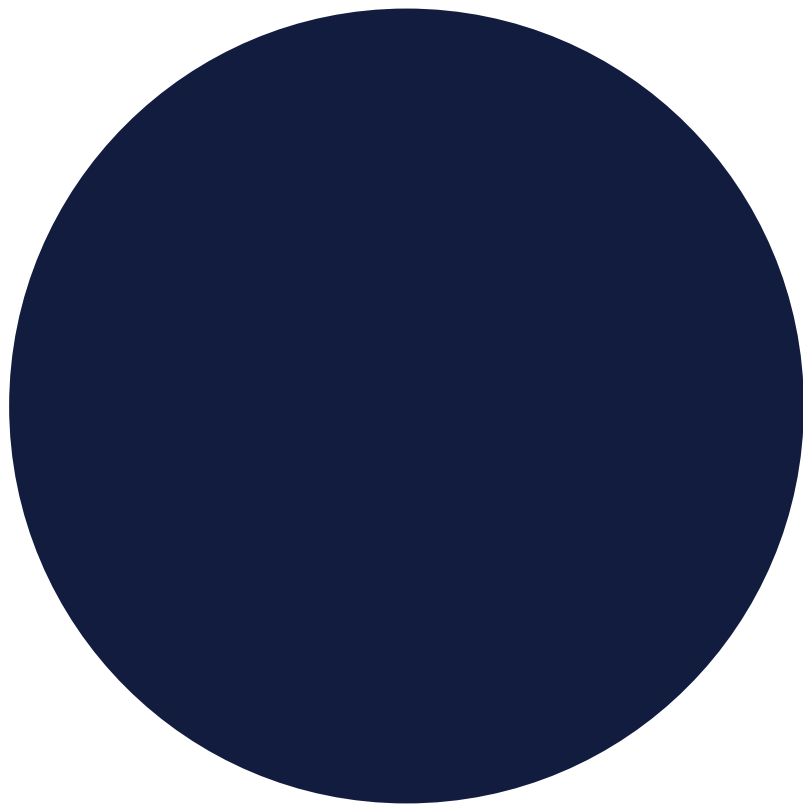
Logo

R: 29 C: 57%
G: 234 M: 0%
B: 208 J: 31%
#1DEAD0 N: 0%

Neutral Colors



R: 255 C: 0%
G: 255 M: 0%
B: 255 J: 0%
#FFFFFF N: 0%



R: 18 C: 96%
G: 29 M: 90%
B: 63 J: 44%
#121D3F N: 52%

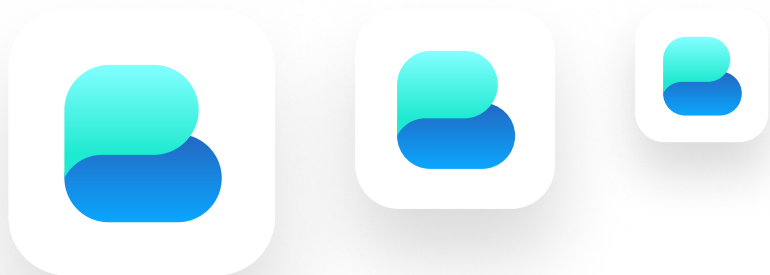


R: 234 C: 6%
G: 240 M: 3%
B: 248 J: 0%
#EAF0F8 N: 0%

Apps

04.

App Icons





Beepz

now

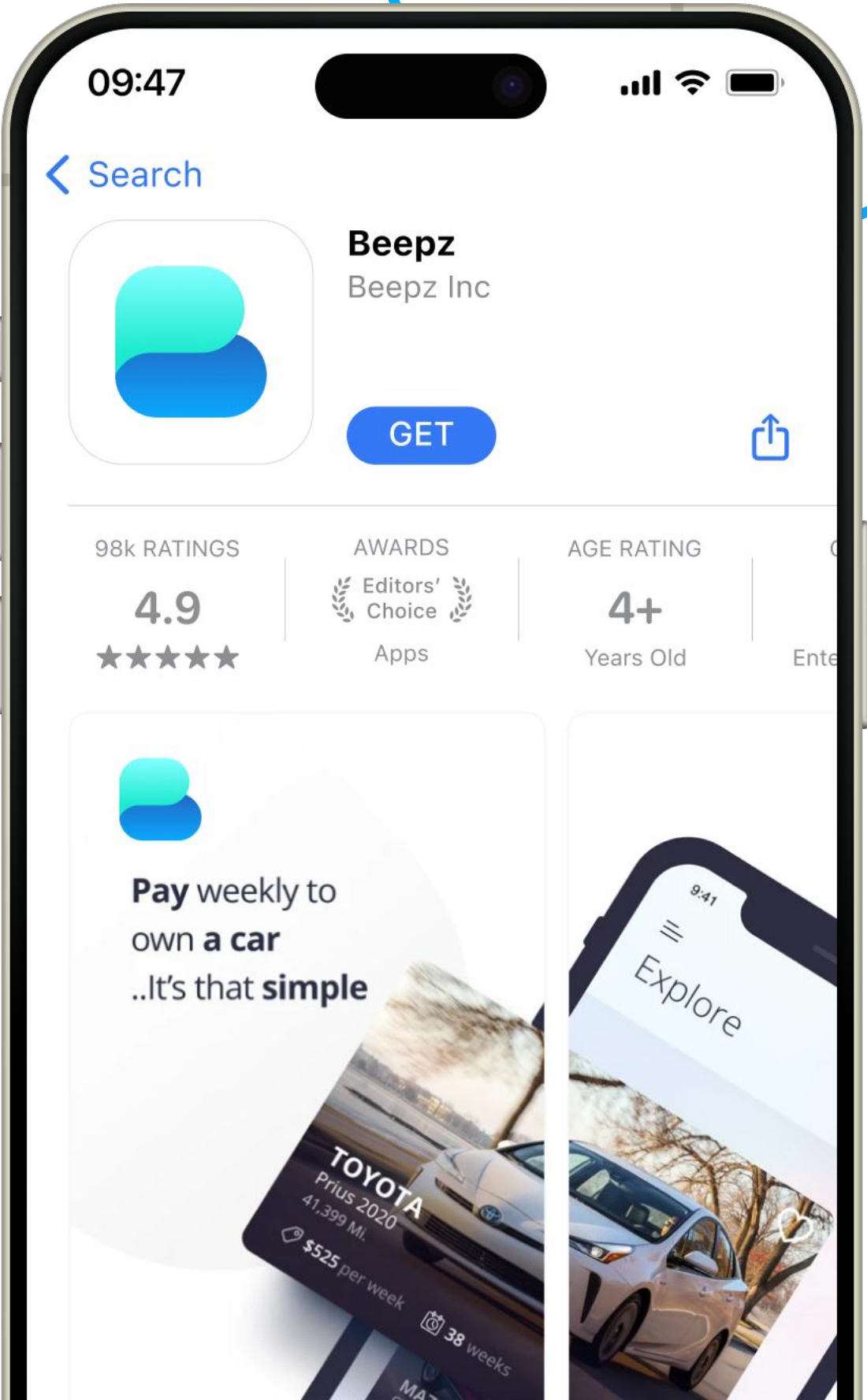
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore.



Beepz

now

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore.



Typography

05.

Typography

As an web font you should use Poppins for all headlines and Albert Sans for body text. Every graphic design artwork should be made using these two fonts.

Headline

<https://fonts.google.com/specimen/Poppins>

Designed by [Indian Type Foundry](#), [Jonny Pinhorn](#), [Ninad Kale](#)

Body Text

<https://fonts.google.com/specimen/Albert+Sans>

Designed by [Andreas Rasmussen](#)

Poppins

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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© \$ € £ ¥ ¢ : ; , . *

Albert Sans

Aa

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'?' " ! " (%) [#] { @ } / & \ < - + ÷ × = > ® ©

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