

BeeJoy*

brand identity
round 01

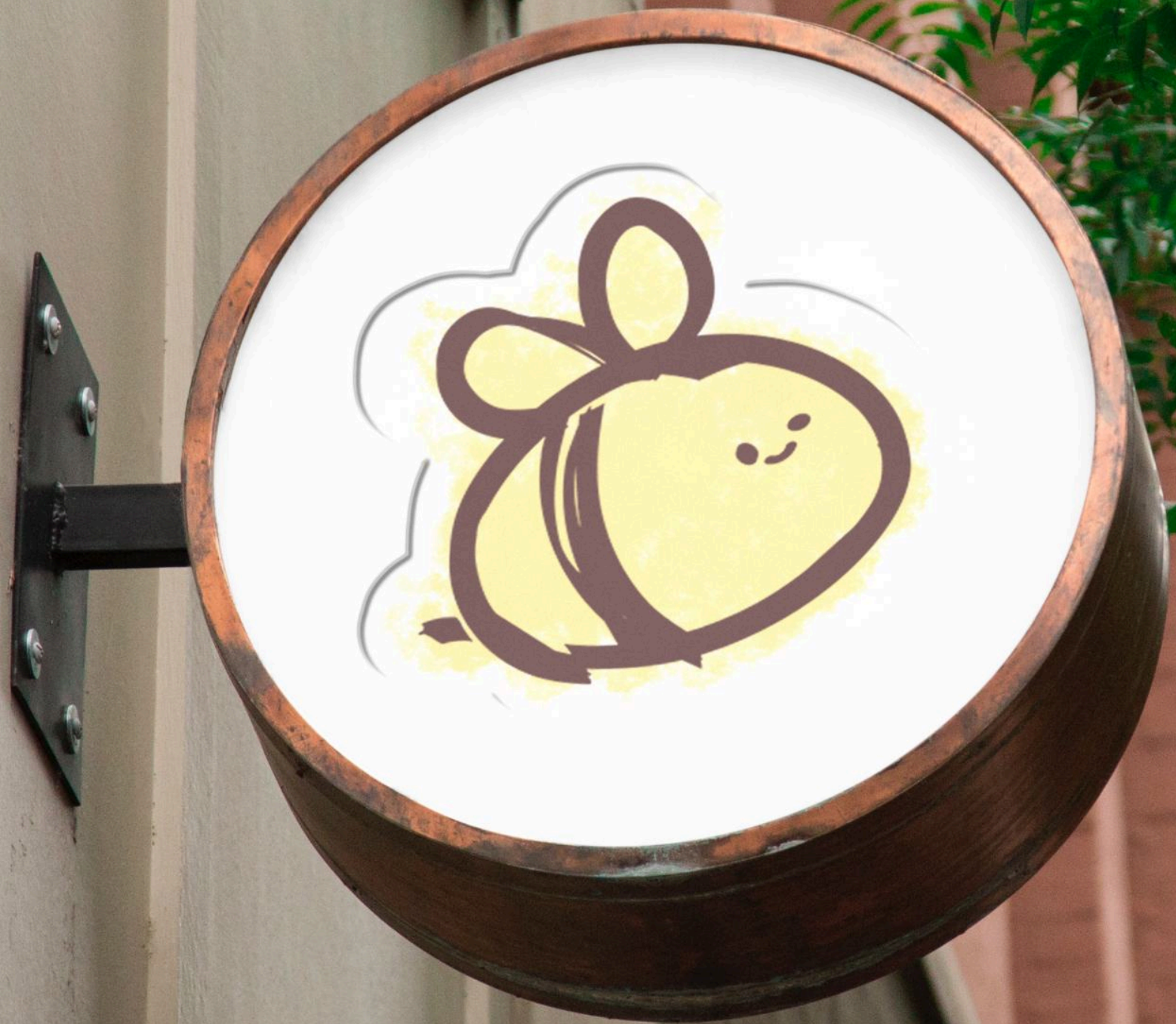
yen

Review
Identity System
— Concept
— Logos
— Colors
— Typography
— Collage
Applications

teaser

beejoy*

Teaser*



review

beejoy*

Review 01*

yen

unique selling point

beejoy*

BeeJoy*s is the only:

dual-purpose superfood that nourishes bees with their favorite floral ingredients while providing a delicious, energy-boosting treat for humans. Every bite supports bee health and celebrates the sweetness of nature.

honey lover

beejoy*

at BeeJoy* we are dedicated in providing the best natural super food for bees and people.

our craft caters to Eco-Conscious Consumers, Health-Conscious Individuals, Bee Enthusiasts and Beekeepers, Foodies and Gourmet Snack Lovers, and of course, you*

golden hues

beejoy*

Elegance with a hint of wonder and j*oy.

design strategies

beejoy*

*warm

*comforting

*elegant

*vintage



identity

beejoy*

Identity 02*

yen

identity concept

beejoy*

identity concept

identity concept

beejoy*

cozy vintage*

this concept connects vintage honey & jell-o packaging along with elegant and cozy visuals.

to tie in both, a vintage stamp look along with written script will provide a comforting and loving feel to the product's branding.

identity logo

beejoy*

identity logo

logo

beejoy*





'bee' joyful!



enjoy while beeing

beejoy*



the lil mascot-- bb! she's a joyful little bee*

logo

beejoy*

! Beejoy 





aster ambrosia

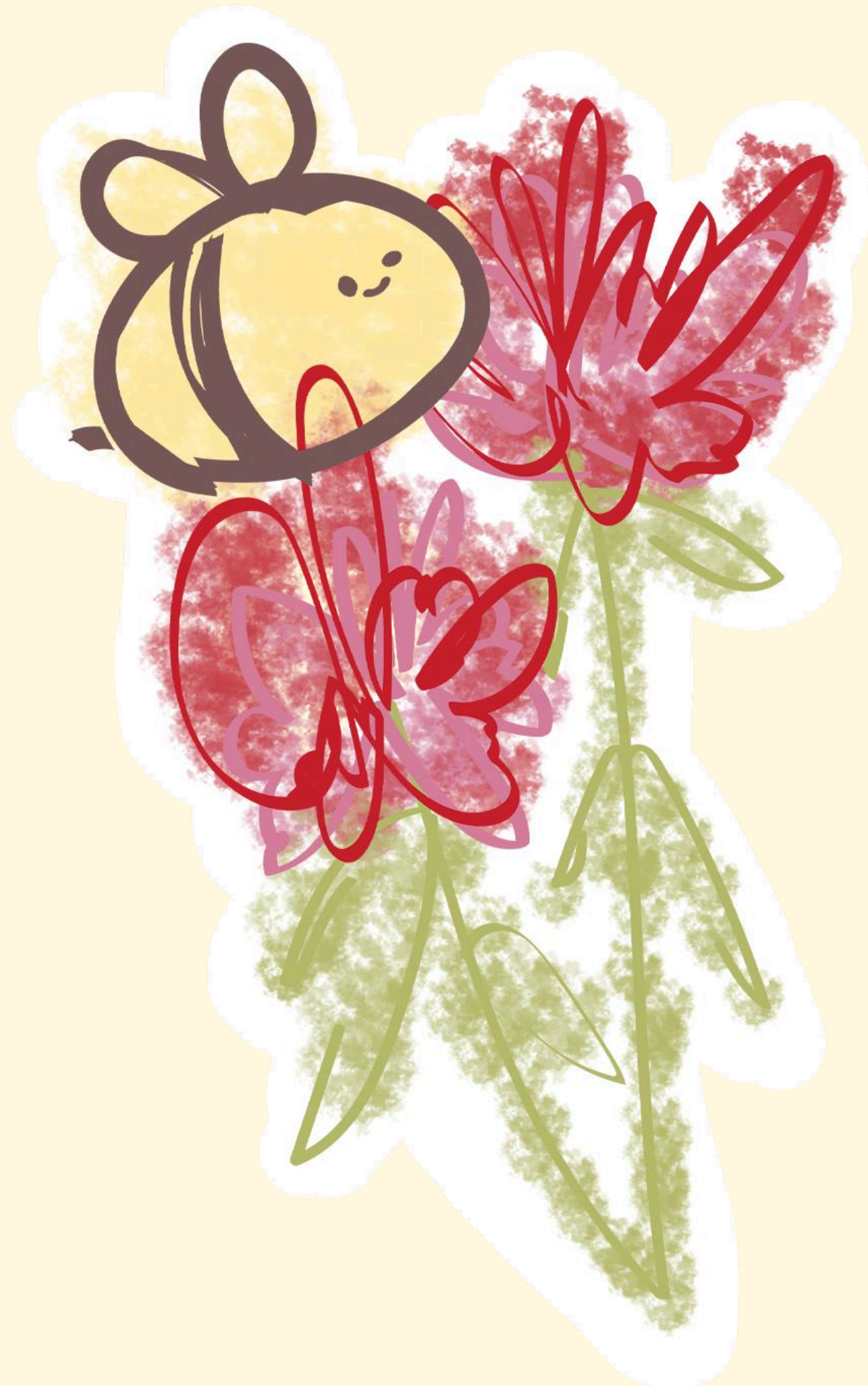
beejoy*



Inspired by the delicate purple
asters, this jello has a light,
floral sweetness with a hint of
earthiness. Perfect for a
refreshing treat!

bee balm bliss

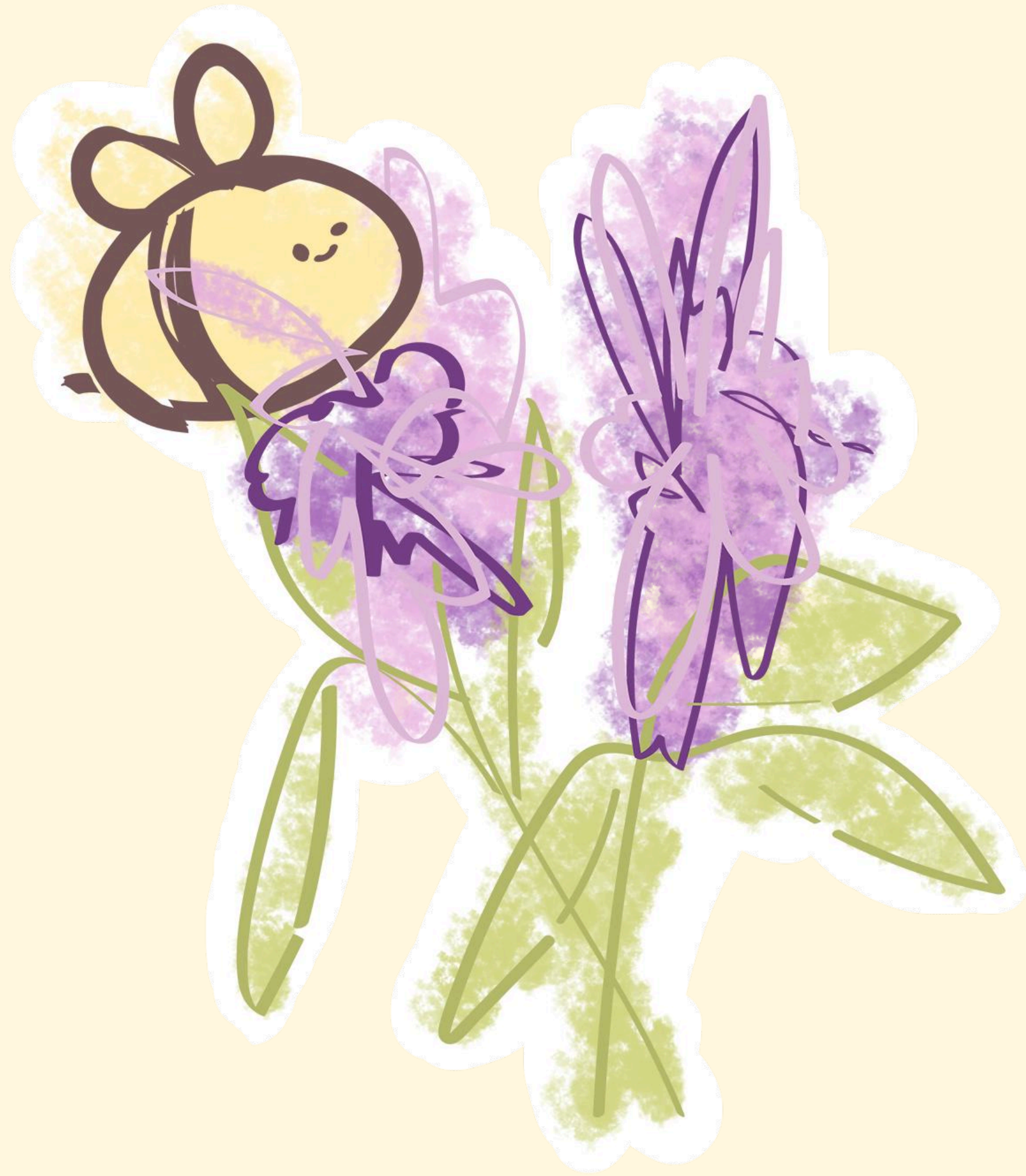
beejoy*



Bees can't resist the minty,
citrusy notes of wild bee balm
—and neither will you! This
flavor is a refreshing burst of
summer.

dreaming anise

beejoy*



With its subtle licorice flavor
and herbal undertones, this
jello is a dreamy tribute to the
anise hyssop flower.

milkweed magic

beejoy*



Creamy and sweet, this flavor captures the essence of milkweed, a vital plant for monarch butterflies and bees alike.

yarrow zest

beejoy*

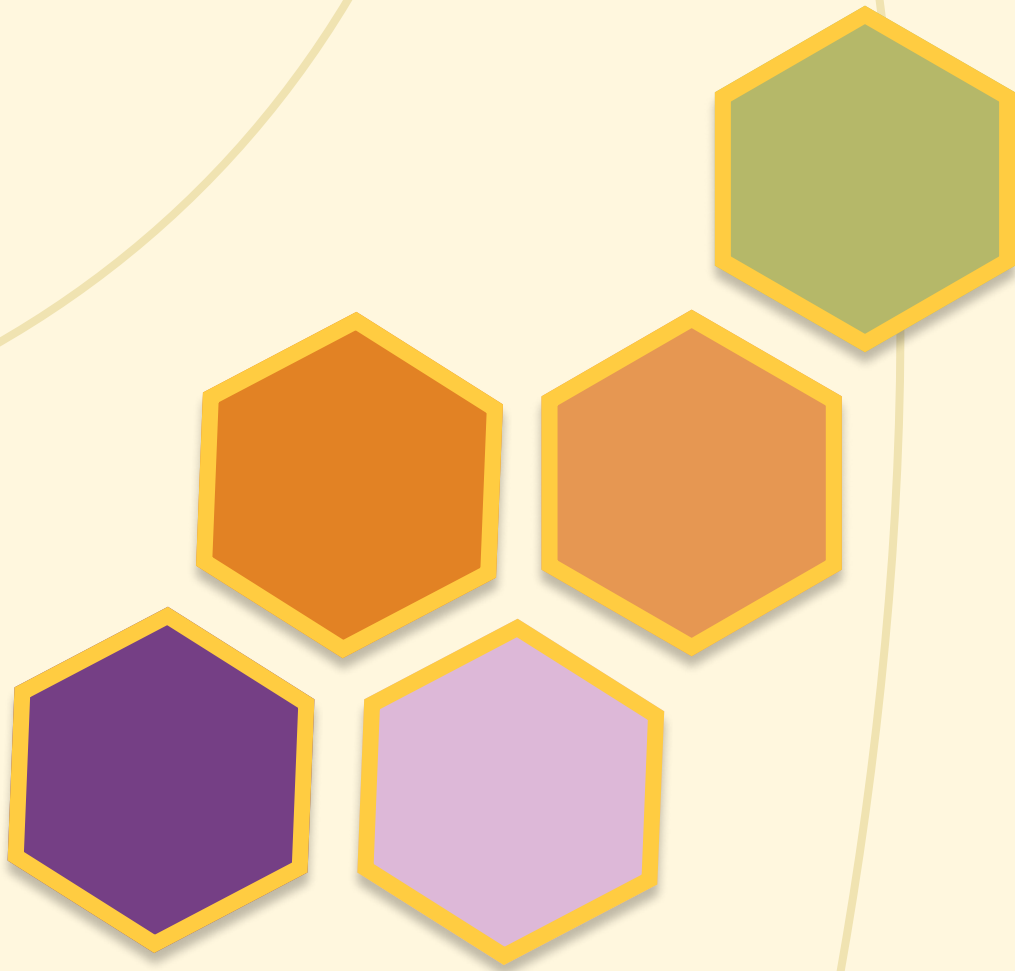
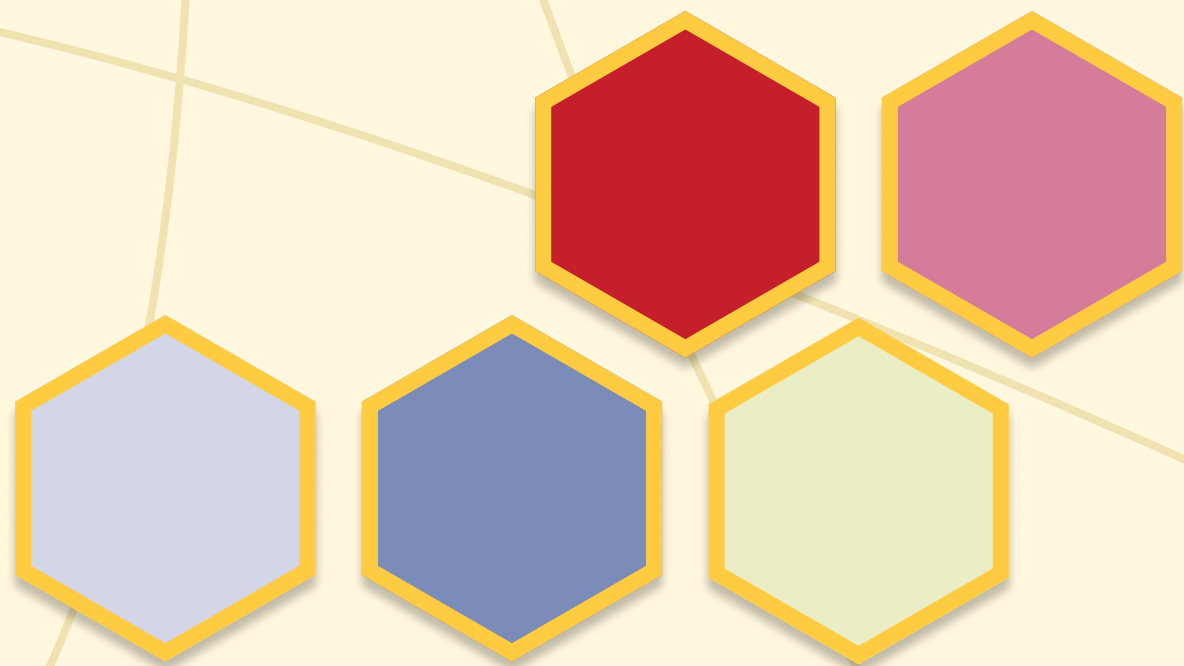


Bright and tangy with a hint of herbal bitterness, this flavor is inspired by the vibrant yarrow flower.

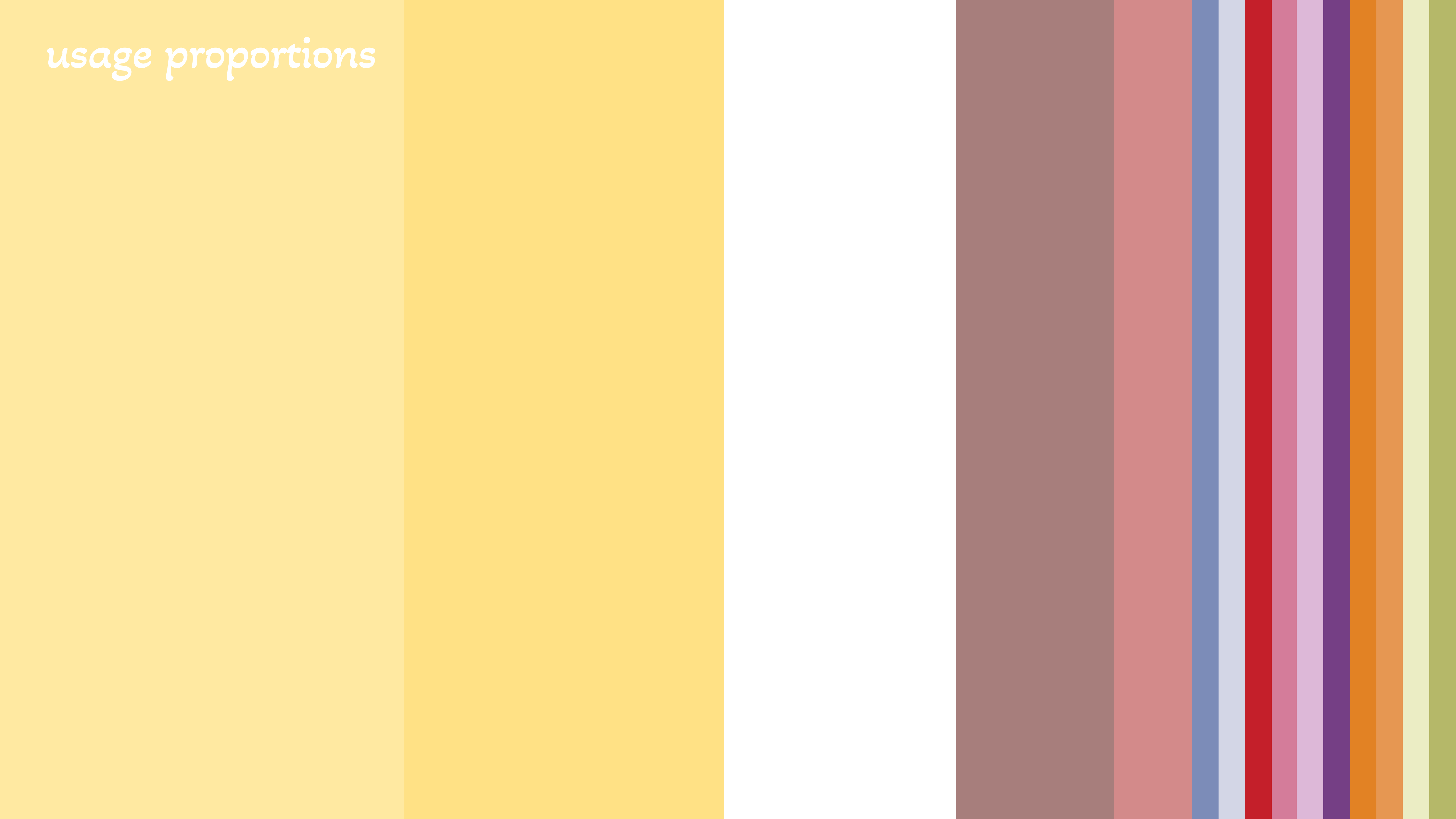
identity colors

beejoy*

identity colors



usage proportions



identity typography

beejoy*

identity typography

typeface

beejoy*

Akaya Kanadaka

regular

beejoy*

Aa

JOY AND
WONDER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

audrielle no 1 - regular

beejoy*

i
beejoy

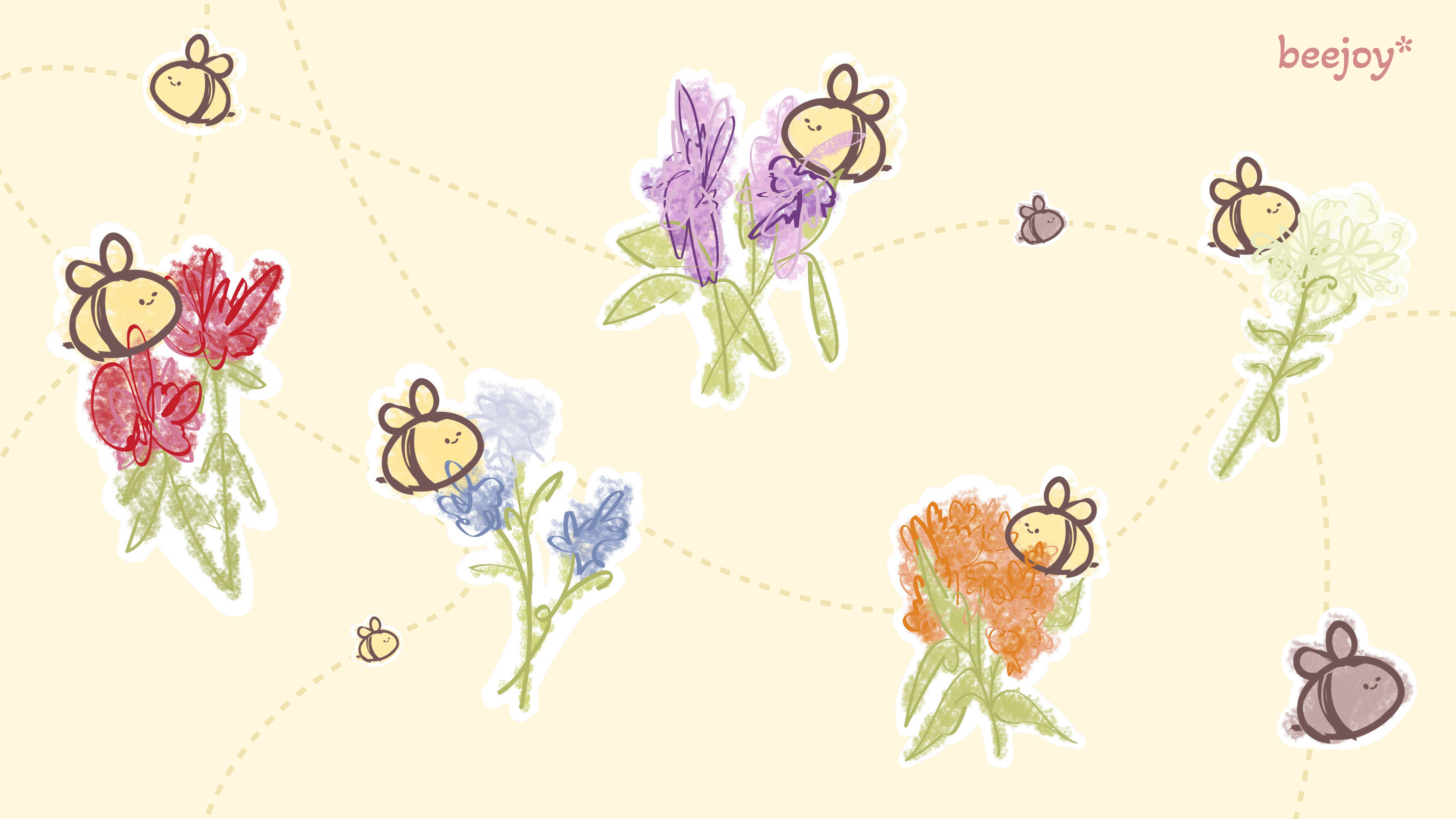


collage

beejoy*

bee doodles

beejoy*



applications

beejoy*

Applications 03*

yen



Bee
Sweet



Bee Joy

Net Weight
15 oz (425 g)

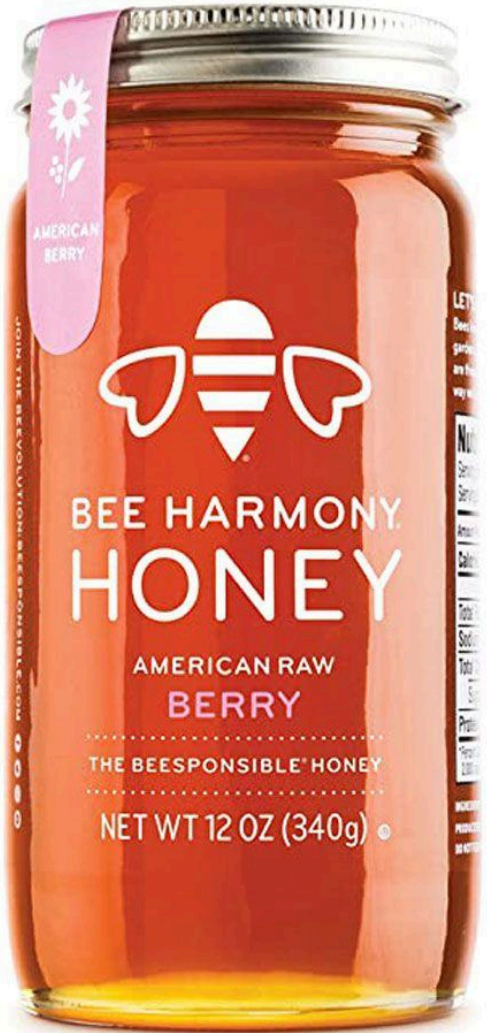


competitors

beejoy*



CLOVER
Honey
12 OZ

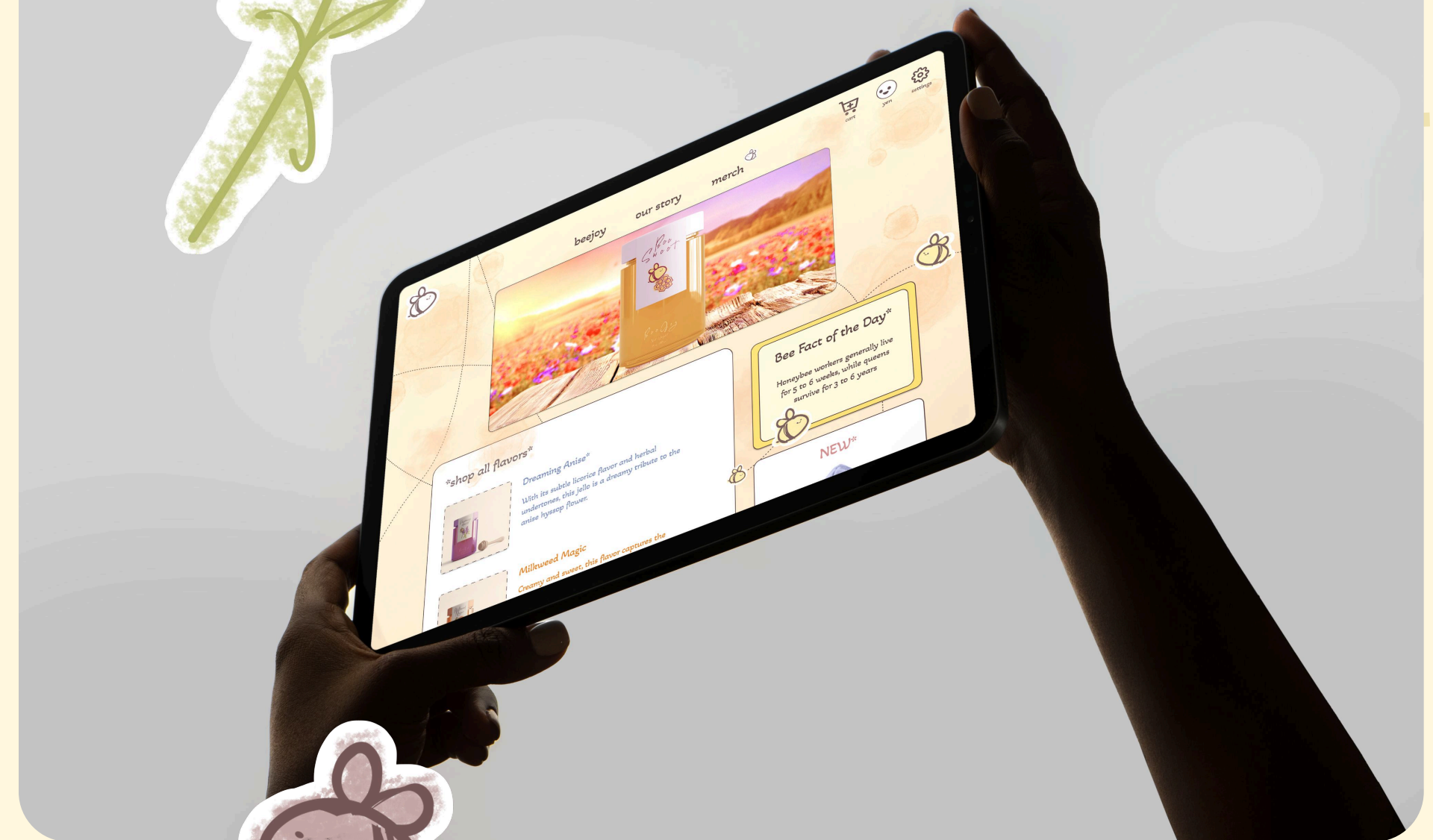






ui & devices

beejoy*





beejoy our story merch 



cart yen settings



shop all flavors



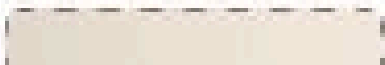
*Dreaming Anise**

With its subtle licorice flavor and herbal undertones, this jello is a dreamy tribute to the anise hyssop flower.



Milkweed Magic

Creamy and sweet, this flavor captures the essence of milkweed, a vital plant for monarch butterflies and bees alike.



Bee Bakes Bites

*Bee Fact of the Day**

Honeybee workers generally live for 5 to 6 weeks, while queens survive for 3 to 6 years



*NEW**



Bee Joy 

@beeyourjoy



beejoy*

thank you*

yen