RosterBee brand sheet

V1 · NOV 2026

LOGO & CLEAR SPACE

RosterBee

Keep clear space equal to the height of the **B** on every side. Minimum size: 80px (20mm) wide. Below that, use the icon.

RosterBee

COLOUR

Bee Orange	Light Orange	Deep Orange	Ink	Comb	Honey	Deep Honey
#ED5C2B	#F27A4E · mascot head	#C8441A · text & buttons	#141210	#F4F1EC	#FFC23D · highlights, antenna tips	#E5A100 · wings, wave lines

Warnings and highlights: Honey fill or tint with Ink text, e.g. “2 shifts still need volunteers”. Never use Honey for text or on white without Ink.

TYPE · GABARITO (GOOGLE FONTS)

Fill every shift.

Bold 700 for headings, Medium 500 for body. Tracking −2.5% on large headings.



Mascot

For onboarding, empty states, social posts and volunteer thank-yous. Never use it in place of the logo. Full rules on page 2.

DON'T

- Stretch or skew the logo
- Recolour “Roster” and “Bee”
- Move or remove the wings
- Place it on busy photos
- Use orange text on orange
- Add shadows or outlines

PRIMARY ARTWORK & CLEAR SPACE



Keep clear space of at least one eye-width on every side. Always use the version with antennae. One artwork works on light and dark backgrounds, so there is no separate dark version.

MINIMUM SIZE



96px · ideal



48px · minimum

Digital: 48px tall minimum. Print: 15mm tall minimum. Below that the face details fill in, so use the logo or icon instead.

BACKGROUNDS



White ✓



Comb ✓



Ink ✓



Orange ✕ body disappears

USE FOR

- Onboarding and welcome screens
- Empty states (“No shifts yet”)
- Volunteer thank-yous and milestones
- Social posts, stickers and merch
- Error and offline messages, kept friendly

DON'T

- Use it as the logo or app icon
- Recolour, stretch or crop it
- Place it on orange or busy photos
- Lock it up next to the wordmark
- Show more than one per screen





Head only: for avatars, chat bubbles, notifications and stickers. Minimum 32px. Place it in a circle on White, Comb or Ink.