

Bee Friendly



Caru Gwynn Sir Ddinbych
Bee Friendly Denbighshire

Main logo
For use across everything



Small version logo
This is the smallest it should be used to keep the text legible.



Icon
For use when the logo needs to be small



Client

Denbighshire County Council.

Challenge

Promote Denbighshire's Bee friendly status (one of three councils to be awarded this status by the Welsh Government)

Solution

As environmental campaigners and Bee friends ourselves, apt. and the council were on the same page with this brief.

The project's identity was inspired by the winner of a schools' 'design a bee friendly logo' competition. They chose the winning bee design from 400 entries and asked us to make into their logo, which of course needed to be bilingual in Welsh and English. We provided many different formats for them to use over their collateral, from high resolution logos for printed materials to a minimum sized logo that still insures legibility. We also created an icon without text just incase!

The stand was more complicated and the service had an idea about what they wanted it to look like. After a chat with Ecology officer Joel, we were able to create a colourful stand that features a graphic that covered 10 panels that would be able to be used around events and roadshows. It featured information boxes in both Welsh and English about the environment and bees which means the service can provide as much information as possible.

Category:

Branding Environmental Illustration

Date:

January 2019

Tags:

bee branding. eco environment logo