

Brand Guidelines



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01 Introduction

Who we are.

We are for riders who value the experience of the journey as much as the destination.

We strip away the noise.

Because unlike feature-stuffed devices or phone-based distractions, we design purpose-built tools that guide with clarity, work intuitively, and ride beautifully.

So that you can stay connected to the world around you, not just your screen.



02 Logo

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Introduction

Our logo is the touchstone of our brand and our most important visual asset, made up of two parts, a marque and a logotype. It encapsulates who we are and what we do.

These constituent parts can be separated and used independently under the guidance of Beeline's brand team.

The logo is either showcased in Beeline yellow and black, or a monochrome version can be used in black or white, depending on context.

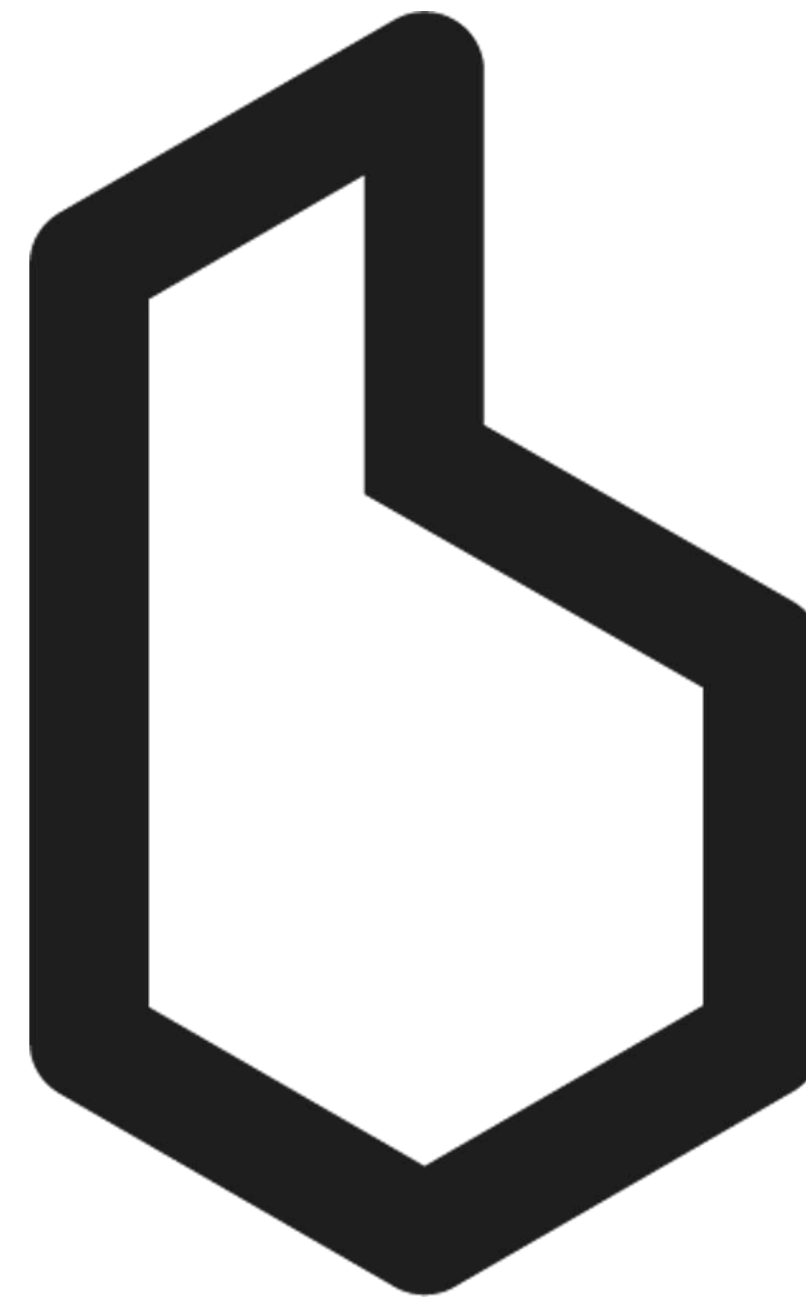


Logo

Icon

Our icon is used throughout our physical and digital products and will be extremely familiar to Beeline users.

The standalone icon should generally be placed in the top left-hand corner of a composition.



Logo

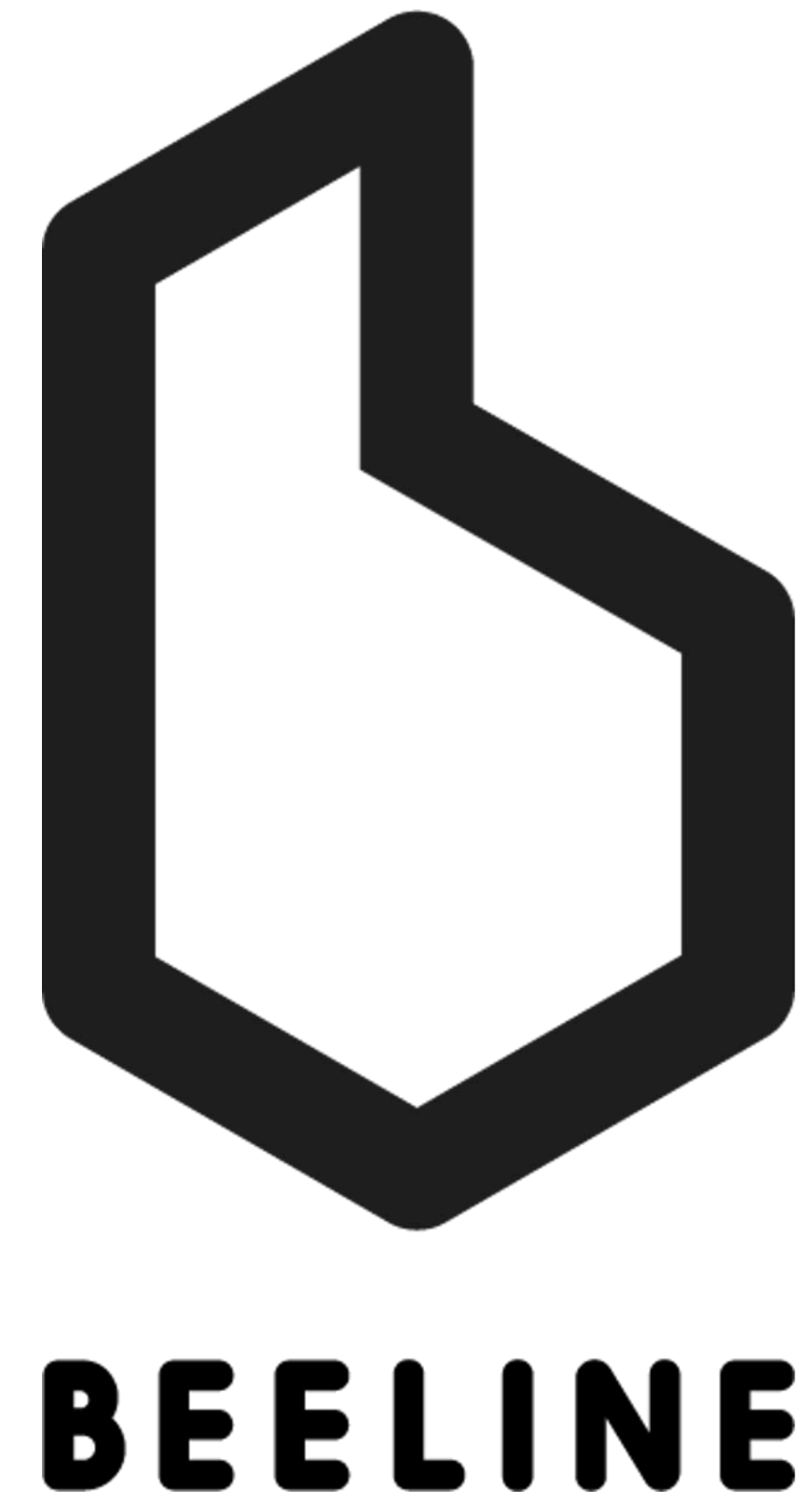
Wordmark

BEE LINE

The standalone wordmark is useful in contexts such as in email signatures, banners and other situations where the icon might not be necessary or is implemented in a standalone form.

Icon with wordmark

A version of the icon with a wordmark is also used in contexts where it makes good use of space and is large enough for the wordmark to still be clearly legible.



Logo

Logo marque

The foundation of our visual identity lies in the striking and dynamic brand roundel.

It serves as a versatile element that can be scaled for maximum impact, allowing us to make bold statements or reinforce our brand presence across various assets without the need for the full logotype.



Logo

Lockup



The logo lockup should be used where the brand identity is not already well understood.

It serves as a versatile element that can be scaled for maximum impact, allowing us to make bold statements or reinforce our brand presence across various assets without the need for the full logotype.

Scaling

Our logo scales proportionally,
requiring no optical adjustments to
the logotype.

To maintain legibility, it should never
be scaled below 16px.



Minimum 16px  BEELINE

Logo

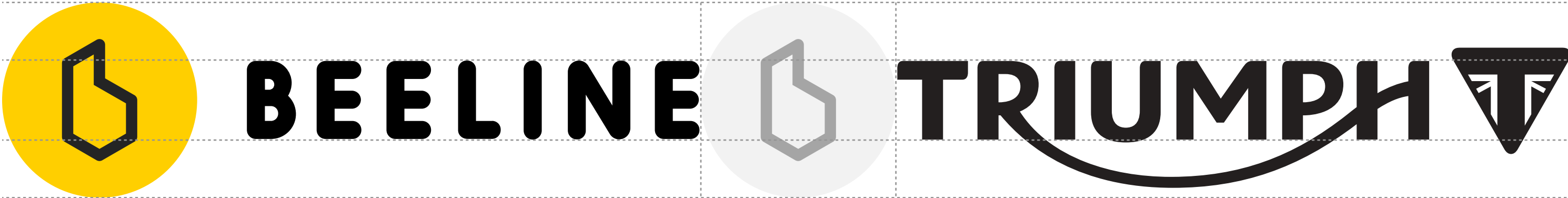
Clearspace

Maintain a minimum area of surrounding space in all visual communications to preserve the integrity of our logo.

This exclusion zone is determined by the width of the icon in our logo.



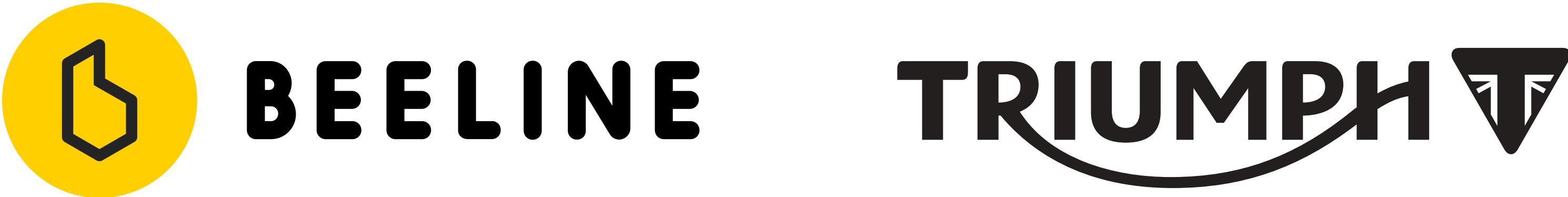
Co-branding: Primary



There are occasions where the Beeline logo will appear alongside partner logos. The presentation of our logo will depend on the relationship between the brands being presented.

Where we are an equal partner, our logo should be presented side-by-side. Be careful to balance the scale of the wordmark and the roundel with other brand logo elements appropriately.

Each logo should be vertically-aligned and care should be taken to scale both assets to ensure equal prominence.

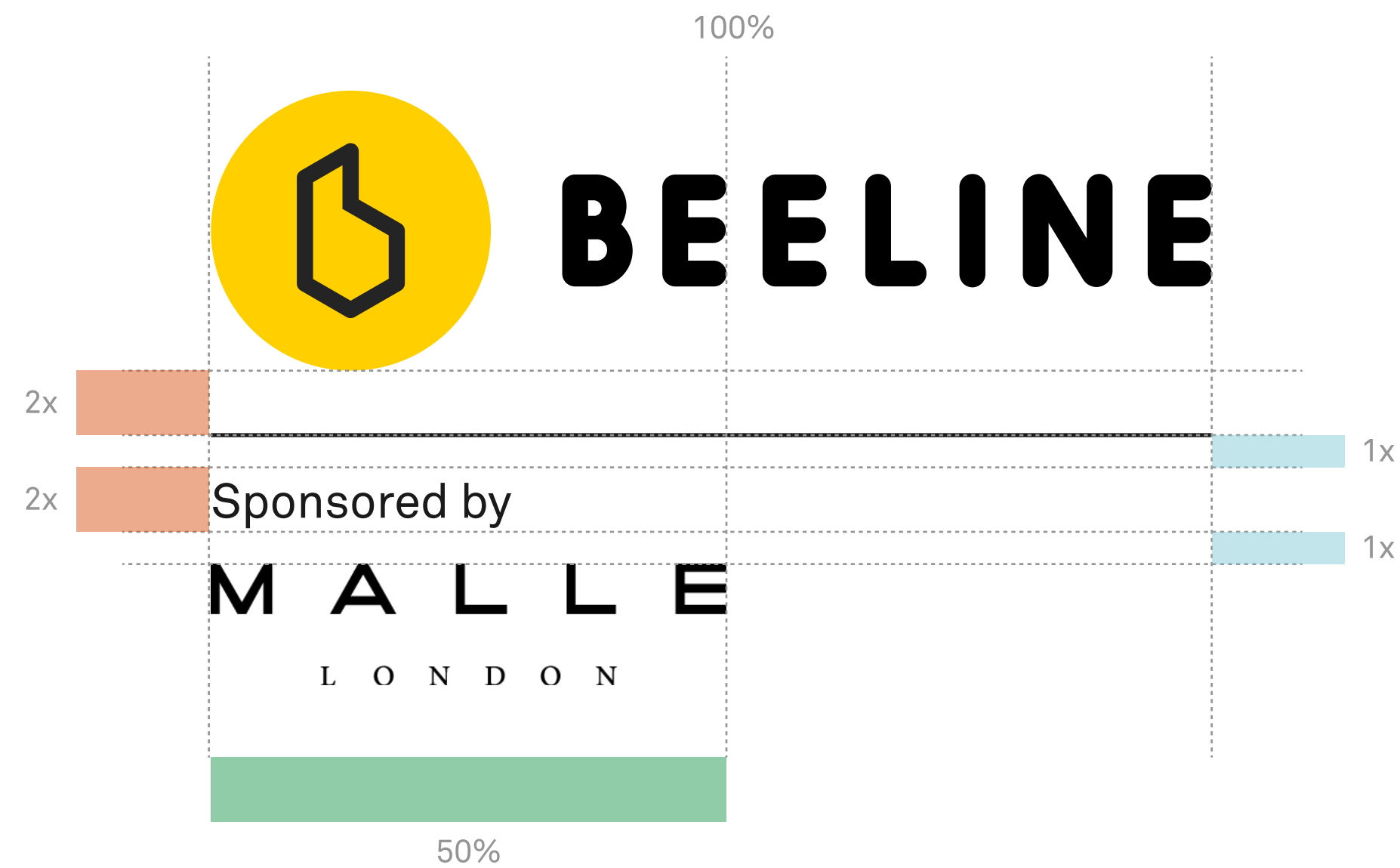


Logo

Co-branding: Lead Partner

Where we are the lead partner on a given project, all subsidiary logos should be situated below, following the clearance guidelines outlined here.

As a general rule, subsidiary logos should be around half the width of the full Beeline logo.



Sponsored by

M A L L E
L O N D O N

Co-branding: Supported By

Where we are the secondary on a given project, our logo lockup should be situated below, following the clearance guidelines outlined here.

As a general rule, our logo should be scaled at 33% of the height of the leading logo, or 50% it's width dependant on format.



Logo

Beeline Plus

Beeline Plus is a subscription tier in our app, offering users enhanced features.

It has a wordmark and icon, along with a gradient colour. This is used to help clearly mark out features in marketing content and within the app that require a Beeline Plus subscription.



Beeline
Plus



Beeline
Plus



Wordmark

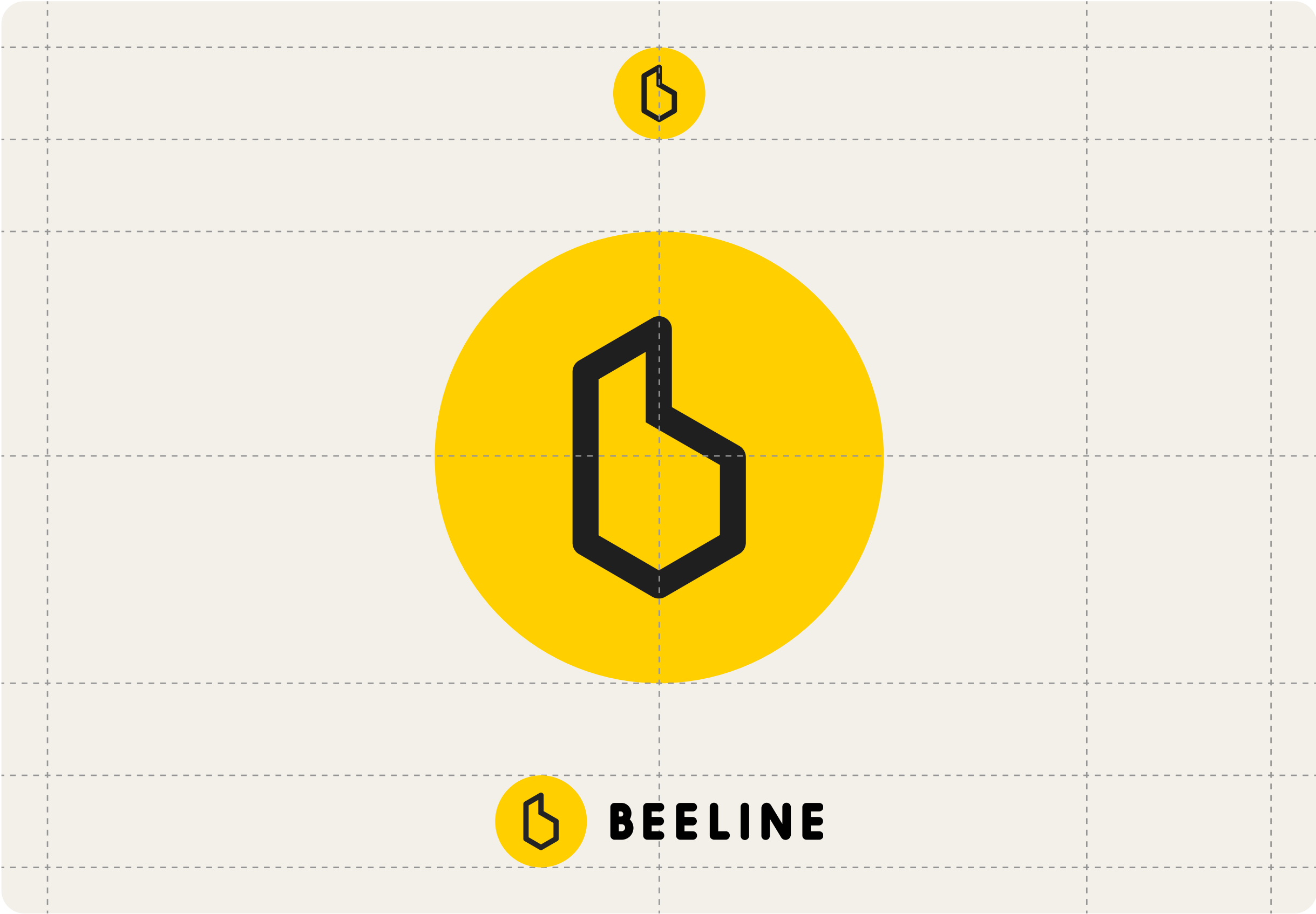
Icon

Positioning

The logo can appear in the corners...



...or centrally on the page

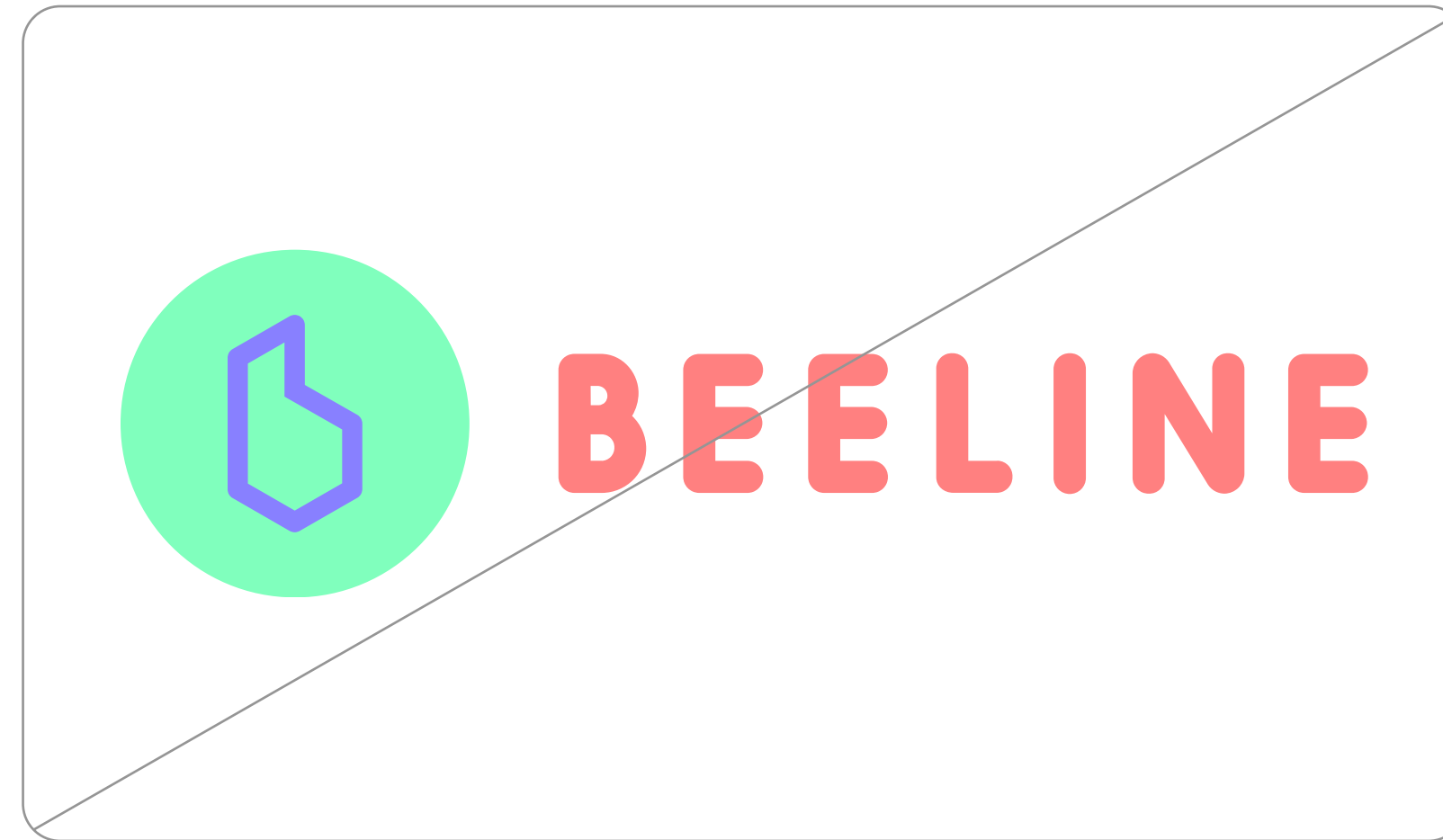


Things to avoid.

— Don't change opacity.



— Don't apply different colours.



— Don't stretch or alter proportions.



— Don't apply artistic effects.



— Don't rotate.



— Don't move elements around





03 Colours

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Primary palette

The key colours used across Beeline.

White
CMYK: 0 0 0 0
RGB: 255 255 255
#FFFFFF

Background Paper
CMYK: 0 1 4 5
RGB: 243 241 234
#F3F1EA

Beeline Yellow
CMYK: 0 19 100 0
RGB: 255 207 0
#FFCF00

Steel Light
CMYK: 3 3 3 16
RGB: 150 150 150
#E0E0E0

Steel
CMYK: 5 4 4 41
RGB: 150 150 150
#969696

Dark Grey
CMYK: 8 6 6 60
RGB: 102 102 102
#666666

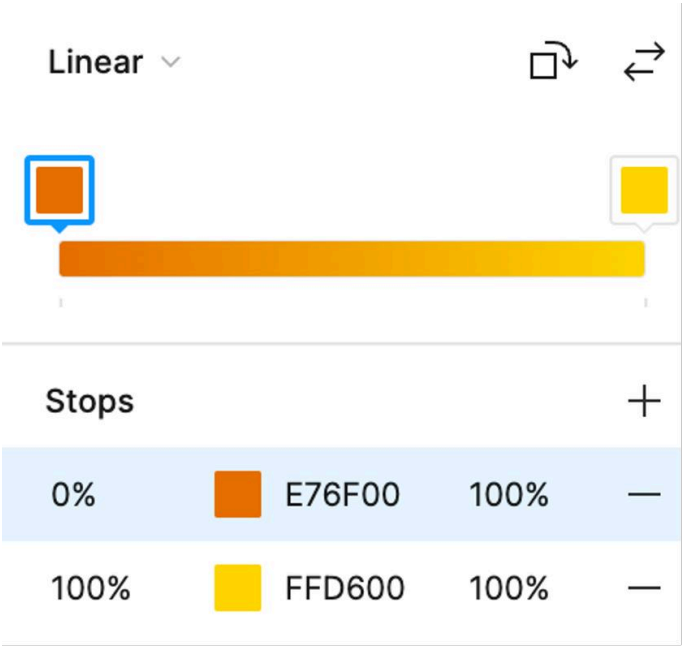
Beeline Black
CMYK: 60 50 50 96
RGB: 26 26 26
#1A1A1A

Colours

Beeline Plus

Beeline Plus has a unique gradient that we use on CTAs or for features that are part of the subscription.

The gradient should be linear, set at an angle of 10°, with orange on the left and yellow on the right.



Colours

Map styling

We use a palette of colours for our map styling inspired by nature.

Maps are a huge part of our product, so it can be a nice element to be inspired by or include elements of in designs.

Note that map styling does change periodically.

[Live preview of our map style >](#)



Working in Figma (website & app)

Tokens/variables for colours are set up in Figma in the Beeline Design System 2026, using their 'Variables' function.

When designing, please ensure you:

- **Use semantic roles:** Always apply colours based on their intended function (e.g., colour-text-primary or colour-surface-subtle) rather than hardcoded hex values.
- **Design for light and dark themes (app-only):** Because our colours are mapped as variables, your designs will automatically adapt when switching the frame's mode between Light and Dark.
- **Never detach:** Keep variables linked to ensure global brand updates cascade perfectly to your files.
- **Share your feedback:** Our design system is a living document! If you spot a missing token, find a broken link, or have suggestions for improvements, we are very open to hearing them.

Name	Light	Dark	
 colour-action-brand	 ...r/colour-brand-yellow-600	 ...r/colour-brand-yellow-600	
Colour roles / surface			
 colour-surface-backgro...	 ...ur/colour-brand-yellow-10	 colour/colour-grey-900	
 colour-surface-subtle	 colour/colour-grey-50	 colour/colour-grey-800	
 colour-surface-container	 colour/colour-grey-0	 colour/colour-grey-700	
 colour-surface-Plus	 colour/colour-grey-0	 colour/colour-grey-700	
 colour-bg-overlay	 colour/colour-grey-900-60	 ...r/colour-grey-900-60 	
Colour roles / text			
 colour-text-primary	 colour/colour-grey-900	 colour/colour-grey-0	
 colour-text-secondary	 colour/colour-grey-600	 colour/colour-grey-200	
 colour-text-inverse	 colour/colour-grey-0	 colour/colour-grey-900	
 colour-text-disabled	 colour/colour-grey-400	 colour/colour-grey-600	
Colour roles / icon			
 colour-icon-default	 colour/colour-grey-600	 colour/colour-grey-100	
 colour-icon-disabled	 colour/colour-grey-400	 colour/colour-grey-400	
 colour-icon-success	 colour/colour-success-600	 colour/colour-success-600	
 colour-icon-fail	 colour/colour-red-50	 colour/colour-red-50	



04 Typography

Primary typeface

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Secondary and tertiary typefaces

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Wordmark typeface

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Primary typeface

Akkurat is the primary font that we use across the Beeline universe.

It's clean, open and friendly forms bring to mind road signage and other familiar way-finding examples in everyday life.

Akkurat is used across all our digital and physical experiences, including our app, website, packaging and marketing materials.

We use two weights of Akkurat, Regular (400) and Bold (700).

Italic style is used very occasionally in functional circumstances, such as showing when routes are loading in the app.

Akkurat Std Bold
Akkurat Std Regular

The quick brown fox
jumps over the lazy dog.

1 2 3 4 5
6 7 8 9 !

Secondary typeface

Chaney can be used for headlines and titles.

It's bold and tough, making it ideal for capturing attention and conveying strong messages.

It only includes uppercase characters, so it isn't suitable for body copy.

Keep a close eye on line height – it usually needs to be reduced from the auto / default setting to look correct

There are a variety of extensions included in the typeface – any of these can be used, bearing in mind that the more extended versions can be more difficult to read in some contexts. We mainly use 'extended'.

Note that Chaney is primarily used for Moto II content.

CHANEY WIDE

CHANEY EXTENDED

ULTRA EXTENDED



Secondary typeface

Strawford can be used for titles, subheadings, and short-form content.

Its soft, geometric forms make it approachable and versatile, suitable for conveying warmth and modernity.

It includes both uppercase and lowercase characters, giving it greater flexibility than headline-only typefaces. We generally avoid using Strawford in all upper-case.

Strawford comes in multiple weights and styles – we generally stick to medium, bold and black weights.

Note that Strawford is primarily used for Velo 2 content.

Strawford medium
Strawford bold
Strawford black

**Little things.
Big difference.**



Protection Pack

Keep your Velo 2 protected and ready for adventure with this case and screen protector.

What's included:

- Silicone device case
- Anti-glare glass screen protector

**It started
with
getting
lost.**

Beeline began when two friends, Mark and Tom, got lost on a bike ride. Frustrated with tech-heavy solutions, they set out to make something better.

A simpler, clearer way to navigate. A way to ride with your head up, not your eyes down.



Tertiary typefaces

We use a range of different typefaces for Moto II, which is showcased on our packaging artwork.

Together, these fonts create a visual language that speaks to the heart of motorcycle culture—bold, precise, and uniquely expressive. Inspired by classic motorsport and 20th century automotive brochures and ad creative, each font should be used with awareness of the context to ensure there is a good balance of legibility, information hierarchy and personality.

If in doubt, simply use Akkurat – the other typefaces require careful attention and should be used proportionately.

strawford
LEAGUE GOTHIC
CHANEY

- **Strawford**
- **Akkurat**
- **Chaney**
- **League Gothic**



Wordmark typeface

HIRUKO PRO

Hiruko Pro is the typeface used in our wordmark. We rarely use this in content, reserving it only for official wordmarks and sometimes for text that goes on the device.

It should only ever be used in uppercase, with wide letter spacing.



Working in Figma

Typography variables are set up as pre-defined Text Styles in Figma in the Beeline Design System 2026.

When designing, please ensure you:

- **Applies to App Work:** Please note that this specific typography structure is primarily intended for app design projects.
- **Use the right-hand panel:** Always apply typography using the predefined 'Text styles' menu located in Figma's right-hand properties bar. Select the appropriate category (Headings, Body, or UI) for your content.
- **Never detach:** Keep text styles linked rather than manually overriding font sizes, weights, or line heights to ensure global updates cascade properly.
- **Share your feedback:** Just like our colours, our typography system is a living document! If you spot a missing style or have suggestions for improvements, we are very open to hearing them.

Headers

Headings & titles used to define a category or section; Akkurat.

Display Header XL

Size - 64px Bold

Display Header

Size - 56px Bold

Heading Large

Size - 48px Bold

Heading Medium

Size - 40px Bold

Heading Small

Size - 32px Bold

Heading XS

Size - 20px Bold

Body

Paragraph & body; Akkurat

Body Large

Size - 20px Regular

Body Medium

Size - 18px Regular

Body Small

Size - 16px Regular

Body Caption

Size - 14px Regular

Button

Button Text; Akkurat

Button Large

Size - 16px Bold

Label

Used to define attributes of a category; Akkurat

Label Small

Size - 12px Regular No Caps

Label Medium

Size - 14px Regular No Caps



06 Photography

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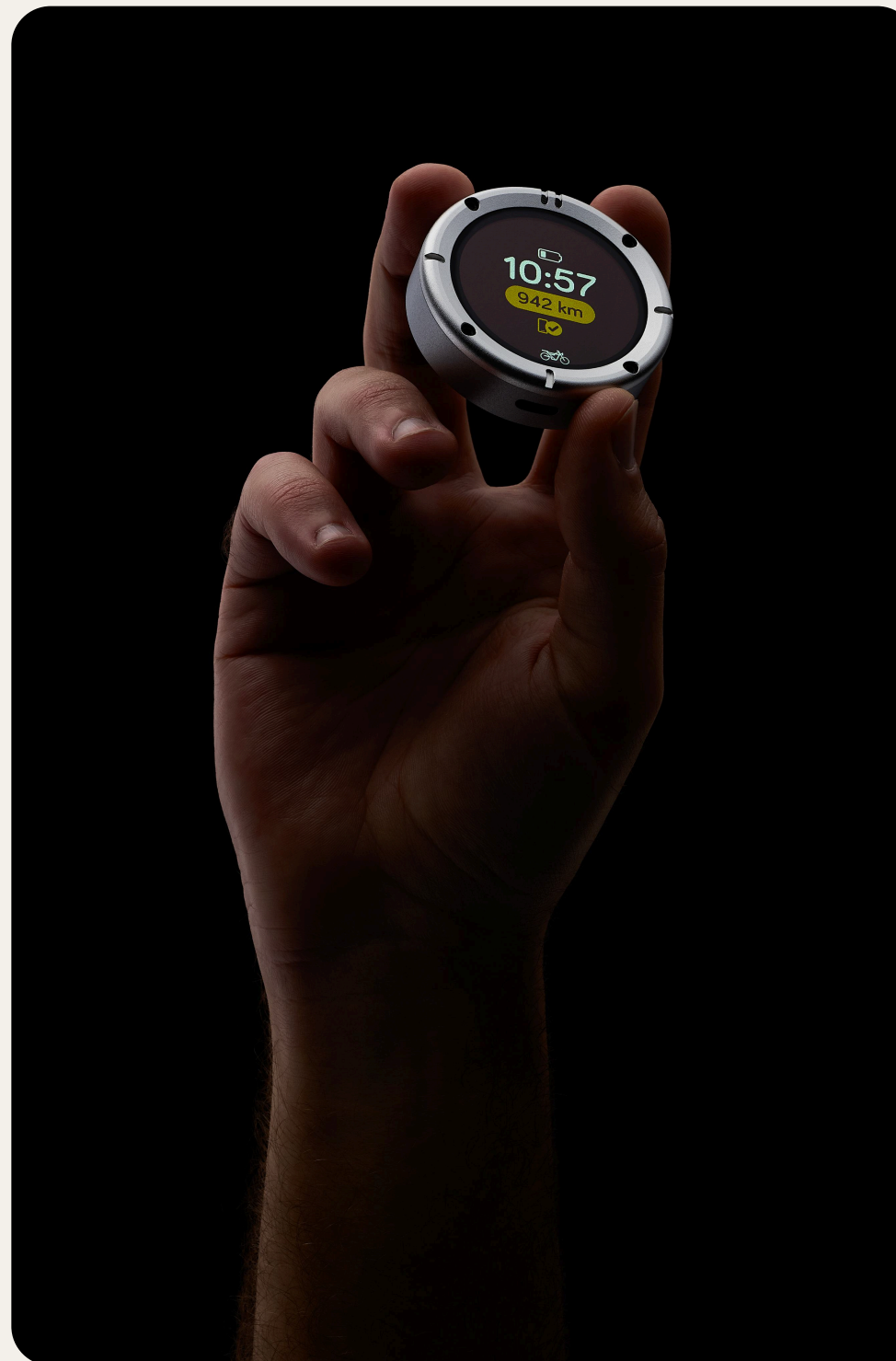
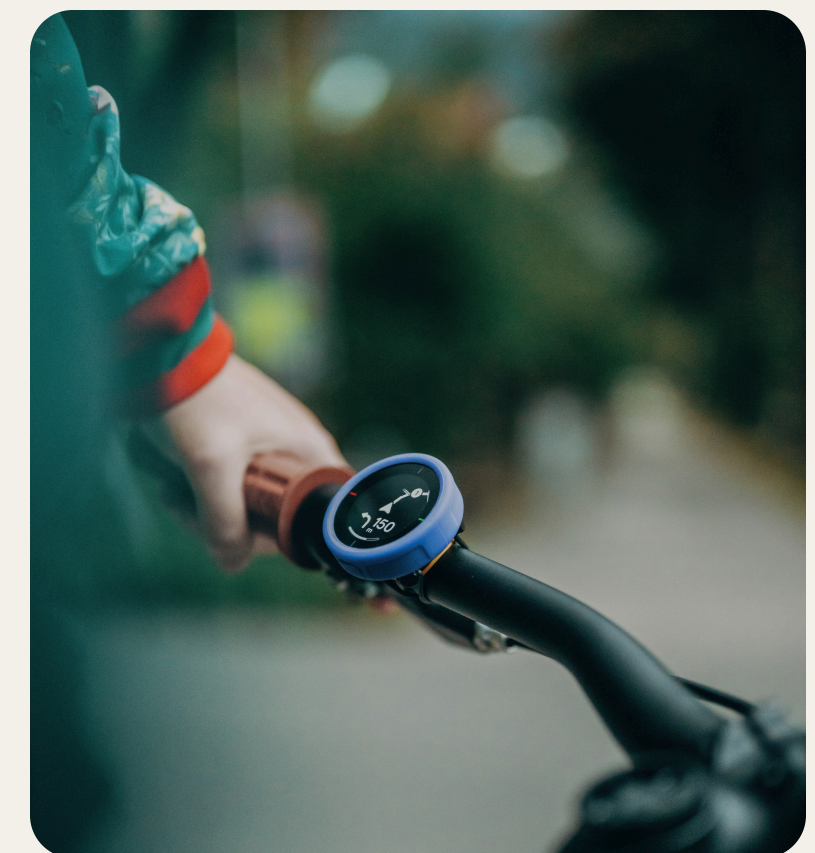
General principles

We believe that more people on two wheels means more happiness in the world.

We try to show that through our photography, demonstrating the freedom and joy that cycling and motorcycling brings to all kinds of people.

All the images we use need to stick to the following principles:

- Products should never be depicted being used in an illegal or dangerous way
- Models should always be wearing and using appropriate safety equipment (helmets, lights etc)
- As much as possible images should reflect and celebrate the diverse range of people who use our products, particularly in the areas of gender, race and age



Photographing devices

- Ensure that there are no large reflections on the screen of the device
- Ensure that there are no scratches, cracks, fingerprints or other obvious marks on the screen
- The screen should never be off / blank
- In images showing the battery level, it should never be below 70%
- Devices should be mounted correctly, safely and ideally with minimal clutter around the device
- Devices should never be shown mounted next to competitor devices or mounts
- Devices should not be photographed alongside unauthorised third party accessories



Photographing the Beeline app

- Ensure that there are no large reflections on the screen of the phone
- Screen brightness should be set to an appropriate level to make it easy to see the app content clearly
- Phones should not have cracked or scratched screens, and not have a clearly visible screen protector in place
- Ideally phones won't be in a case. If a case is used, it should be a neutral colour with no obvious or distracting features or colours
- If the phone is placed in a phone holder or mount on a bike, any obvious competitor features or distracting elements should be avoided, hidden or removed in post production
- Ideally, the phones included in images should be relatively up to date, and running the latest available version of iOS or Android and the latest version of the Beeline app
- Accessibility options should be turned off or set to default values. This includes font style and size, zoom levels, colour profiles and accessibility overlays

