Victor Bee
TECHNOLOGIES

BRAND GUIDELINES · VERSION 1.0 · 2026

Engineering Digital Solutions. Empowering Organisations.

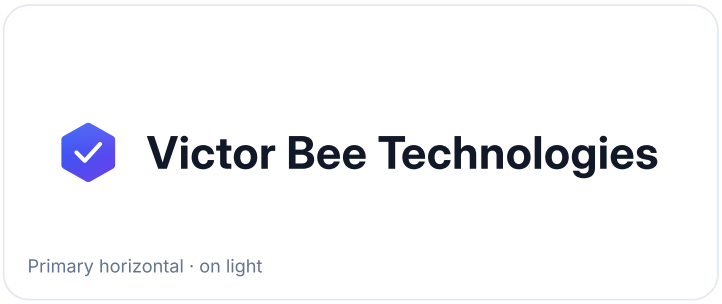
How to use the Victor Bee Technologies logo, colours, type and layouts consistently everywhere the brand appears.

victorbee.com · +256 793 128 137 ·
info@victorbee.com

01 · LOGO SYSTEM

One mark, four lockups.

The hexagon stands for structure and engineered systems; the check stands for problems solved and work delivered. Use the primary horizontal logo wherever space allows. Use the compact two-line logo in headers and tight spaces, the stacked logo for square formats, and the icon alone for app icons and profile pictures.



Primary horizontal · on light



Primary horizontal · on dark



Compact two-line



Compact two-line · on dark



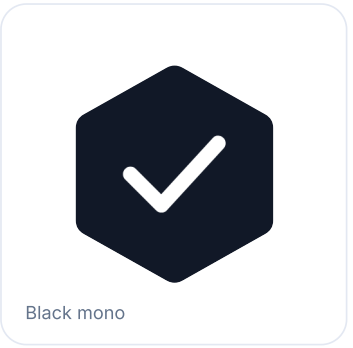
Stacked



Icon



White mono



Black mono

02 · CLEAR SPACE & SIZE

Give the logo room.

Keep clear space on every side equal to one quarter of the hexagon's height.
Nothing (text, edges, other logos) enters that zone.



LOCKUP	MINIMUM DIGITAL	MINIMUM PRINT
Primary horizontal	160 px wide	40 mm wide
Compact two-line	110 px wide	28 mm wide
Stacked	80 px wide	20 mm wide
Icon	16 px (favicon)	6 mm

Do

- Use the supplied files only; never retype the name.
- Use the gradient icon on white, Mist or Midnight.
- Use the white mono logo on photos or on the brand gradient.
- Keep the hexagon's proportions and the check's angle.

Don't

- Stretch, rotate, outline or add shadows to the logo.
- Recolour the hexagon outside the brand gradient or mono.
- Place the gradient icon on blue or violet backgrounds.
- Change the spelling, font or spacing of the name.

03 · COLOUR

Midnight, blue and violet.

Victor Blue to Bee Violet is the signature gradient, always at 135°. Midnight and white carry most layouts; Signal Sky is a small accent for data and highlights on dark backgrounds. Alternate dark and light sections; never make everything dark.

Brand gradient · #2F5CF5 → #6B3FEB · 135°

Victor Blue

#2F5CF5

RGB 47, 92, 245

Primary actions, links, gradient start

Bee Violet

#6B3FEB

RGB 107, 63, 235

Gradient end, highlights

Signal Sky

#5CC8FF

RGB 92, 200, 255

Accents on dark backgrounds, data, active states

Midnight

#0E1528

RGB 14, 21, 40

Primary dark background

Night

#162038

RGB 22, 32, 56

Cards and surfaces on dark

Ink

#111827

RGB 17, 24, 39

Text on light backgrounds

Slate

#64748B

RGB 100, 116, 139

Secondary text

Mist

#F4F6FB

RGB 244, 246, 251

Light section background

04 · TYPOGRAPHY

Inter, used with confidence.

The logo is set in Inter Display Bold. Use Inter Display (Inter at its large optical size) for headlines, and Inter for body text and interface. Headlines are short, bold and tightly tracked; paragraphs stay short.

HEADLINE · INTER DISPLAY EXTRABOLD · −2% TRACKING

Technology that moves organisations forward.

BODY · INTER REGULAR 15/24

We engineer digital solutions that simplify operations, unlock opportunities and help organisations grow.

ROLE	FONT	WEIGHT	WEB SIZE
Display	Inter Display	800	30–56 px
Heading	Inter Display	700–800	24–38 px
Eyebrow	Inter, uppercase, +16% tracking	600	11 px
Body	Inter	400	15 px
Small	Inter	500	13 px

Voice

Clear Say what we do in plain words. No jargon that communicates nothing.

Confident Short sentences, active voice, strong headlines.

Honest Never invent clients, numbers, awards or certifications.

Local Ugandan context first: people, places and problems our clients recognise.

05 · APPLICATIONS

The brand in use.

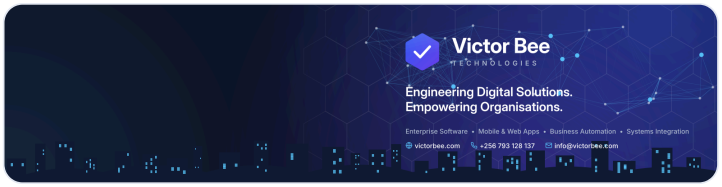
Ready-to-upload social and print files are in folders 03 and 04. Keep logos inside each platform's safe area; profile pictures are designed to survive a circular crop.



Facebook cover · 1640×624



X header · 1500×500



LinkedIn banner · 1584×396



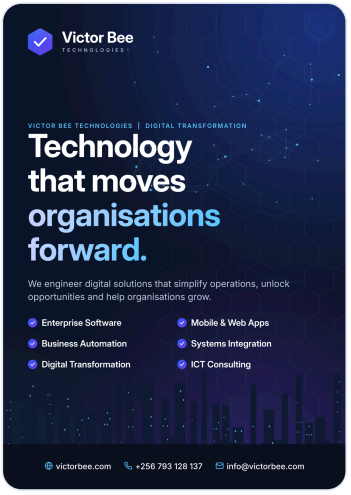
Website share image · 1200×630



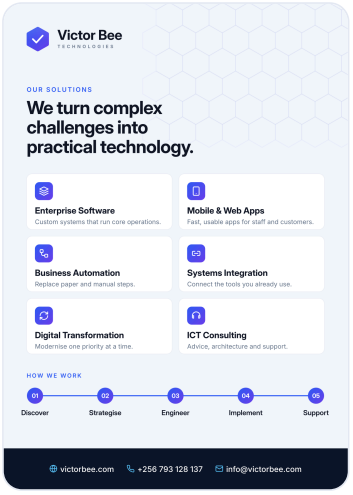
Profile · Midnight



Profile · Gradient



Poster · Brand (A4)



Poster · Services (A4)