

Flutter Bees Brand Guidelines

Brand Overview

Flutter Bees is a next-generation Web3 ecosystem combining AI, blockchain, and decentralized mining. The brand represents innovation, intelligence, and futuristic growth.

Logo Usage

The Flutter Bees logo should always be used in its original proportions. Maintain clear space around the logo and avoid distortion, rotation, or color changes.

Color Palette

Primary Color: Yellow (#FACC15) Background: Black (#000000) Accent: Neutral Dark (#111111)
Text: White (#FFFFFF) These colors represent energy, innovation, and authority.

Typography

Primary Font: Sans-serif (e.g., Inter, Poppins) Headings: Bold, large, high contrast Body: Clean, readable, medium weight

Design Principles

- Minimal and futuristic design - High contrast (dark + yellow) - Clean spacing and grid alignment - Subtle animations and glow effects

Do's and Don'ts

Do: - Use consistent spacing - Maintain brand colors Don't: - Distort the logo - Use random colors - Overcrowd elements

Contact

For brand and media inquiries: press@flutterbees.com