

Bee's Graphic Hive Logo



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Design Brief

This design is my own business logo. I needed a logo that would stand out on searches and social media. My business name is Bee's Graphis Hive. I mostly create modern and abstract art. I also use my nickname, Bee, as a play on words within my business brand (hives, honey, bees).

Design Type

Square logo; 1080px x 1080px and a smaller 500 x 500 version for social media.

Goals and Mission

The goal for this design is to stand out and represent the brand while remaining minimal.

Target Audience

Graphic design professionals, or anyone in need of premade graphic designs and digital art.

Color Palette & Elements

My brand uses shades of brown, tan, gold, yellow, purple for abstraction, and black and white for accentuation and text. CarlMarx Handwriting font is clear and readable while remaining slightly fun and playful.

Size Requirements

1080px x 1080px for flexible scalability and 500px x 500px for optimized social media use.

Programs Used

Adobe Express

I created this design using Adobe Express from start to finish. The platform's logo generator helped bring my vision to life by providing a clean, modern font and a minimal abstract design that aligned perfectly with my concept. I also utilized the Elements section to find and incorporate a beehive hanging from a branch, adding a subtle thematic touch to reinforce the brand identity.

Design Explanation

This design represents my personal business logo, created for my graphic design and digital art brand, *Bee's Graphic Hive*. The concept is a modern and minimally abstract interpretation that reflects both my artistic style and personal identity—my nickname is "Bee," and the name plays on the natural connection between bees and hives.

The branding incorporates visual elements like honeycombs, bees, and hives in a playful yet intentional way to support the theme, without overpowering the focus. Because the logo will primarily be used on social media, I chose a dark background to create contrast and help the design stand out. The emphasis is on the business name and a subtle, abstract element that reflects my creative work—allowing the bee-inspired motifs to complement rather than dominate the overall aesthetic.



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