

BGH Homepage Banner



A larger version of this image is available on page 3

Design Brief

Bee's Graphic Hive (<https://graphichive.store>) needs a bold, eye-catching web image to serve as the homepage banner. The design should complement the site's color palette—shades of brown, tan, light peach, navy blue, with black and white accents—while allowing for creative flexibility with complementary additions. To align with the brand identity, incorporate honeybee-themed elements such as honeycombs, bees, honey, and beehives. The goal is a unique, standout visual that reflects the brand's personality.

Design Type

Web image; square banner; optimized for web and mobile

Goals and Mission

The goal is to build a strong brand identity with a design that's both memorable and visually engaging. I want the website to reflect my creativity and allow the design to speak for the content.

Target Audience

Graphic design professionals, artists, and anybody needing designs, digital art, or stock photos for their next project

Color Palette & Elements

The website's palette is shades of brown, tan, light peach, navy blue, with black and white accents. Shades of yellow, gold, grey, silver, and other shades of blue would best complement this design. Yellow and gold fit best.

Size Requirements

Web image square banner scalable for web and mobile viewing; 1080px x 1080px

Programs Used

Adobe Express and *Photoshop* were used to create this design.

Adobe Express

I used Express to create the background, featuring honeycomb pieces, a small paper, and part of the bees. I also used Express to generate the black text with honey dripping down the letters.

Adobe Photoshop

I used Photoshop to add the bee antennas, heads, thoraxes, legs, and wings. I also used Photoshop to add the honey drips to the paper.

Design Explanation

This design features a color palette that mirrors and complements the tones of <https://graphichive.store>. Accents of yellow and gold are used throughout the honeycomb patterns, bees, and honey drips to enhance the visual connection. While the design is maximal, it maintains clarity through thoughtful spacing and visual hierarchy. The honey dripping from the letters integrates seamlessly into the composition, adding interest without overwhelming it. More than just a playful nod to the brand's theme, this design stands out as a strong, artistic representation of the website's content and creative identity.

