VISUAL IDENTITY & BRAND SYSTEM

bHive

A private, on-device librarian for everything on your Mac. One accent, two warm worlds, one honeycomb — this is how bHive looks, everywhere.

App bHive **By** bHive Software **Bundle** org.edlings.bhive

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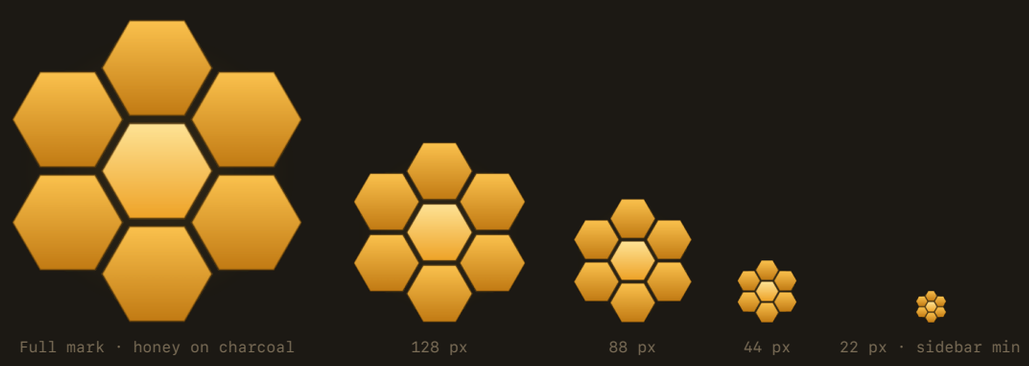
01 The Mark

bHive's mark is a **flat-top seven-cell honeycomb** — six petals around a lit center. The exact same geometry appears in the app icon, the animated Overview hero, and the small sidebar mark, so every surface reads as one object. The bee was retired in July 2026; the honeycomb is the identity now.



CONSTRUCTION

Geometry

Flat-top hexagons — vertices at `i · π/3`. The six petals sit at the axial neighbors of the center: `(±1.5r, ±0.866r)` and `(0, ±1.732r)`, so cells tile edge-to-edge. Each cell is drawn at `0.94×` its vertex radius, leaving a thin grout.

App-icon frame

Rounded-square canvas: margin `10%` of the tile, corner radius `22.5%` of the inner width. A honey glow pool (radius `44%`) sits behind the comb; cell vertex radius is `11.8%` of the width. Rim stroke `max(0.6%, 0.5px)`.

Cell gradients

Petals — top `#FFC752` → bottom `#BD750F`, filled top-down (−90°).

Lit center — top `#FFE89E` → bottom `#ED9E1F`, with a soft inner bloom.

Rim — `#5C3B0A` at 50–55%.

Live vs. still

The Overview hero is the mark **brought to life**: a 30 fps `TimelineView` with a slow breathe and a light wave traveling the petals.

The app icon is simply its resting frame. Both honor Reduce Motion.

CLEAR SPACE & MINIMUM SIZE

bHive

Breathing room

Keep clear space around the lockup equal to the height of one honeycomb cell — never crowd the mark with other graphics.

Minimum sizes: the mark renders down to `22 px` (sidebar); the app icon ships the full set `16 → 1024 px`. Below 22 px, use the solid menu-bar template instead.

02 Wordmark

The name is always **bHive** — lowercase **b**, capital **H**, set in **Comfortaa Bold** (the brand face). Company is **bHive Software**. Never all-caps or all-lowercase, and never "BHive" or "bhive".

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Primary lockup · mark + wordmark

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Wordmark alone

USE	FACE	SIZE / WEIGHT	WHERE
Sidebar wordmark	Comfortaa	`16 pt · Bold`	Beside the 22 px mark, top of sidebar
About / splash	Comfortaa	`26 pt · Bold`	Settings ▸ About
Attribution line	SF Pro	`caption`	"Developed by Brandon Edling · bHive Software"

The letter **b** is set one weight lighter than **Hive** in display lockups (a subtle nod to the honeycomb cell), but a single uniform weight is correct at UI sizes.

Ready-made lockups live in `docs/brand-kit/logo/` — horizontal & stacked, in dark (honey/charcoal), cream (ink/cream), and transparent honey, as SVG + PNG. The SVG wordmark is outlined to glyph paths, so the files render without Comfortaa installed. See §07.

03 Color

One accent — **honey** — spent only on what's active. Two deliberate grounds: a **warm charcoal** dark and a **warm cream** light, both amber-biased so they never read as flat gray. Tap any value to copy.

PRIMARY ACCENT

Honey
The one accent. Selection,

Honey Top
Top of the honeycomb petal

Honey Deep
Bottom of the petal gradient; deep-

Lit Top
Top of the lit center cell.

active/focus state, links, the brand mark. Color.bhiveHoney · Theme.honey · AccentColor.

HEX #FFB826
RGB 255, 184, 38
CMYK 0 / 28 / 85 / 0

gradient.

HEX #FFC752
RGB 255, 199, 82
CMYK 0 / 22 / 68 / 0

honey accents.

HEX #BD750F
RGB 189, 117, 15
CMYK 0 / 38 / 92 / 26

HEX #FFE89E
RGB 255, 232, 158
CMYK 0 / 9 / 38 / 0

Lit Bottom

Bottom of the lit center cell.

HEX #ED9E1F
RGB 237, 158, 31
CMYK 0 / 33 / 87 / 7

Rim

Honeycomb cell edges, at 50–55% opacity.

HEX #5C3B0A
RGB 92, 59, 10
CMYK 0 / 36 / 89 / 64

DARK WORLD — "WARM CHARCOAL" (DEFAULT)

Canvas

Window base — the warm near-black behind everything.

HEX #13110E
RGB 19, 17, 14
CMYK 0 / 11 / 26 / 93

Surface

Panels, cards, file-view backgrounds — lifted off the canvas.

HEX #1C1914
RGB 28, 25, 20
CMYK 0 / 11 / 29 / 89

Stripe

Alternating file-list row / info-card zebra.

HEX #272420
RGB 39, 36, 32
CMYK 0 / 8 / 18 / 85

Well

Recessed fields — search wells, inset controls, the match pill.

HEX #171410
RGB 23, 20, 16
CMYK 0 / 13 / 30 / 91

Header

Column-header strip in the file list.

HEX #282219
RGB 40, 34, 25
CMYK 0 / 15 / 38 / 84

Hairline

Warm borders & dividers. rgba(255,214,150, .10).

HEX #FFD696
RGB 255, 214, 150
CMYK 0 / 16 / 41 / 0

Glow

Radial honey pool washed into WarmCanvas. rgba(255,184,40, .18).

HEX #FFB828
RGB 255, 184, 40
CMYK 0 / 28 / 84 / 0

LIGHT WORLD — "WARM CREAM"

Canvas

Window base — warm cream.

HEX #F9F5EE
RGB 249, 245, 238
CMYK 0 / 2 / 4 / 2

Surface

Panels, cards, file-view backgrounds.

HEX #FFFDF8
RGB 255, 253, 248
CMYK 0 / 1 / 3 / 0

Stripe

Alternating row / info-card zebra.

HEX #F6F1E8
RGB 246, 241, 232
CMYK 0 / 2 / 6 / 4

Well

Recessed fields & inset controls.

HEX #F4EFE7
RGB 244, 239, 231
CMYK 0 / 2 / 5 / 4

Header

Column-header strip.

HEX #F3EDE3
RGB 243, 237, 227
CMYK 0 / 2 / 7 / 5

Hairline

Warm borders & dividers. rgba(60,40,10, .08).

HEX #3C280A
RGB 60, 40, 10
CMYK 0 / 33 / 83 / 76

FUNCTIONAL & STATE COLORS

These carry meaning, not brand — kept separate from the honey accent.

COLOR	VALUE	MEANING · WHERE
Search-term highlight	`#FFCC00 @ 85% · black text`	Matched substring in file titles (RecordListView)
PDF match — all	`systemYellow #FFCC00`	Every search hit in the preview
PDF match — active	`systemOrange #FF9500`	The currently-focused match ('N of M')
Match-list active row	`honey @ 28%`	Current row in the match popover
Info diff highlight	`yellow @ 18%`	Differing value when comparing files
Attention / warning	`systemOrange`	'Missing', unavailable index, iCloud badges
Success / online	`#2FAE5F`	Availability dot (website), self-device

TAG AUTO-PALETTE

Tags without a chosen color get a stable, name-hashed pick from this set. It **deliberately excludes honey, orange and yellow** — honey means *selection*, and a honey-tinted tag row was field-tested as looking like a stale selection.

SWATCH	PRESET	SOURCE
	Red	NSColor.systemRed
	Green	NSColor.systemGreen
	Blue	NSColor.systemBlue
	Purple	NSColor.systemPurple
	Pink	NSColor.systemPink
	Graphite	NSColor.systemGray

Resolved — website honey unified to the app

The site previously led with a more-orange honey (`#E8971A` / `#F6B733`). It now uses the app's canonical stops — `#FFB826` accent, `#FFC752` soft, `#BD750F` deep — the app's own honeycomb gradient. **The app is the source of truth; every surface conforms to it.**

WEBSITE PALETTE (REFERENCE)

TOKEN	LIGHT	DARK	ROLE
`--honey`	`#FFB826`	`#FFB826`	Primary accent — unified to the app
`--honey-soft`	`#FFC752`	`#FFC752`	Button gradient top, glows (app honeyTop)
`--honey-deep`	`#BD750F`	`#BD750F`	Eyebrows, kickers, links (app honeyBottom)
`--ink`	`#23180B`	`#F3E8D4`	Body text
`--ink-soft`	`#5A4A38`	`#B7A588`	Secondary text
`--cream`	`#FBF4E7`	`#171310`	Page background
`--cream-2`	`#F5E9D2`	`#241D14`	Alt background
`--card`	`#FFFFFF`	`#1F1A13`	Cards
`--line`	`#EAD9BC`	`#352B1E`	Borders

04 Typography

Comfortaa is the brand face — the wordmark and brand/display type — and it's licensed so we can embed it anywhere. Everything else runs on the **Apple system faces** at runtime: **SF Pro** for all UI and body text, **SF Mono** (via tabular digits) for aligned numbers. The only custom-font hook beyond the brand face is the user-selectable plain-text *preview* font.

Comfortaa

The brand face — wordmark, brand/display headings. Geometric-rounded, warm, distinctive. SIL Open Font License, so it embeds in the app, website & PDFs. Weights 300–700 (Bold is the wordmark).

SF Pro

Body, labels, metadata, controls — the whole UI. Used as the OS *runtime* system font (allowed); never embedded or used as the wordmark.

SF Mono

Tabular digits — counts, timers, byte sizes. Applied as `.monospacedDigit()`, not a wholesale face swap.

§ Why Comfortaa, not San Francisco?

Apple's font license forbids embedding SF or using it "to create… website content" or "app icons, logos or… trademark use." A wordmark is a logo, and the website/PDFs embed their type — so SF can't be the brand face. Using SF as the OS *runtime* UI font is fine and continues. Comfortaa (SIL OFL) is free to embed and use as a logo, everywhere.

TYPE SCALE (AS USED IN THE APP)

bHive	**Comfortaa** 16 pt · Bold Sidebar wordmark (brand face)
5 files	**SF Pro Rounded (system)** 34 pt · bold Overview stat numeral
Ask bHive anything	**SF Pro Rounded (system)** title2 · semibold Panel titles
Welcome to bHive	**SF Pro** 23 pt · bold Onboarding title
Everything, searchable by meaning.	**SF Pro** 16 pt · semibold Section headers (Help)
A Grief Observed — C. S. Lewis.pdf	**SF Pro** 13 pt · regular File-list rows (medium)
PDF document · 663 KB	**SF Pro** 11 pt · regular Metadata rows, captions
SPOTLIGHT METADATA	**SF Pro** 11 pt · semibold Section labels (info pane)
1,024 · 87 of 158	**SF Mono** .monospacedDigit() Counts, timers, sizes

05 Motion

Motion is quiet and quick. UI transitions live in a tight band (**0.08–0.16 s**); springs are gentle, never bouncy; and everything is gated on Reduce Motion. Bars below are scaled to a 0.6 s reference.

Micro fade `easeOut · ask / toolbar`		0.08s
Autoscroll `easeOut · Ask bHive`		0.15s
Display-mode crossfade `easeOut · view switch`		0.16s
Onboarding paging `easeInOut`		0.28s
Hover scale `spring · resp 0.28`		0.28s
Tile show / hide `spring`		0.35s
Preview slide `spring · resp 0.38`		0.38s
Overview appear `spring`		0.55s

THE LIVING HONEYCOMB

Breathe

The whole comb swells on a long sine: `1 + 0.035·sin(t·0.9)`. The glow pool breathes with it — opacity `0.14 + 0.06·sin(t·0.9)`.

Light wave

A pulse travels the petals, phased by each cell's angle from center: `sin(t·1.9 − angle − dist·0.6)`. Fast enough to read as alive, slow enough to stay calm.

Frame rate

`TimelineView(.animation(minimumInterval: 1/30))` — 30 fps, paused entirely under Reduce Motion.

Discipline

Every one-frame glitch traced back to an async change losing to a synchronous AppKit one. Cure: hook selection/highlight changes synchronously. Motion should never fight the system.

06 Iconography

System SF Symbols throughout, weighted **light-to-regular** to sit calmly on the warm grounds. The **hexagon** is the recurring brand glyph.

The hexagon glyph

`hexagon.fill` = has content · `hexagon` = empty. Used for Hives, file placeholders, the About tab, and onboarding — echoing the honeycomb without redrawing it.

Weight & tint

File-type glyphs render at `~0.68×` their tile, weight `.light`. Active icons take the honey tint; everything else stays in ink tones. Symbols use `.palette` rendering where multi-tone.

07 Assets & Generation

Every mark is generated from code — nothing is hand-drawn, so the geometry and color stay canonical. Regenerate with the two scripts below.

ASSET	WHAT IT IS	GENERATED BY
`AppIcon.icns`	Honeycomb app icon, dark, full iconset 16→1024	scripts/make_icon.swift
`DockIcon-{dark,light}.png`	1024 px dock icons, live-swapped with system appearance	scripts/make_icon.swift
`AboutBee.png`	Transparent honey mark — onboarding hero, drop shelf, About	scripts/make_brand_assets.swift
`MenuBarBee.png`	Solid template comb (macOS tints it) for the menu bar	scripts/make_brand_assets.swift
`landing/img/{logo,bee,aboutbee}.png`	Website copies of the honey mark	scripts/make_brand_assets.swift
`logo/bHive-{horizontal,stacked}-{dark,cream,honey}.{svg,png}`	Full logo lockups — mark + Comfortaa wordmark. Horizontal & stacked; dark (honey/charcoal), cream (ink/cream), transparent honey. SVG (wordmark outlined — no font needed) + PNG.	scripts/make_logo_lockup.swift
`AccentColor.colorset`	Asset-catalog accent = honey #FFB826	Assets.xcassets

Regenerate the icon

```
swift scripts/make_icon.swift <iconset-dir> Resources/
```

Regenerate all other marks

```
swift scripts/make_brand_assets.swift
```

Regenerate the logo lockups

```
swift scripts/make_logo_lockup.swift
```

08 Doctrine

The rules that keep bHive consistent. When a styling choice is ambiguous, these decide it.

- ✓ **Honey means selection.** The one accent is spent on the active / selected / focused element — nothing else competes for it.
- × **Tags are never honey, orange, or yellow.** Those read as selection. Auto-tag palette is red / green / blue / purple / pink / graphite only.
- ✓ **Two warm worlds, never flat gray.** Grounds are amber-biased charcoal and cream; system grays are replaced by the Theme tokens.
- ✓ **The honeycomb is the motif.** Seven-cell flat-top flower, lit center — same geometry at every size. The hexagon SF Symbol stands in for it in dense UI.
- ✓ **Comfortaa is the brand face; SF is the UI face.** Comfortaa (OFL) for the wordmark & brand display — embeddable everywhere. SF Pro for UI/body as the OS runtime font, SF Mono for digits. Never SF for the wordmark or any embedded/logo use — its license forbids it.
- ✓ **The app is the source of truth.** Colors and type are canonical in the app (Theme.swift, Comfortaa). The website and every other surface conform to the app — never the reverse.
- ✓ **Quiet, quick motion.** 0.08–0.16 s transitions, gentle springs, Reduce-Motion honored. Animation never fights a synchronous system change.
- × **The name is “bHive”.** Lowercase b, capital H — not "BHive" or "bhive". Company: bHive Software.