



**BRAND GUIDELINES**

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# ***01. The brand***

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## What is Beewise?

**Beewise** is an app that allows you to **invest in thematic diversified portfolios**, created and monitored by **Azimut** Investments experts, while managing everything from your **smartphone**.



# How does Beewise make a difference in people's lives?

## Convenience (utility)

I can easily save and invest,  
starting with a small sum,  
to reach my goals.

## Cause (greater purpose)

I can have a positive  
impact on my future and  
that of the world, which to  
me are one and the same.

## Connection (emotions)

I am motivated: every day  
I feel I am doing something  
important, however small,  
to improve myself and realize  
my ambitions.  
I feel part of a new generation  
of smart,conscious investors.



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01. The brand

# Values

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## Will to achieve

(empowerment)

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We think that motivation is the key emotion to empower people, to unlock their potential. Personal and common goals are the motivation for you, and for us, to invest and take action every day.

## Inclusive attitude

(accessibility)

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We are inclusive, at all levels: we speak a simple language, we make things easy, we are on your side to grow and improve, no matter how small your first investment is.

## Sense of purpose

(meaningfulness)

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We believe all actions, from companies and from individuals, should have a deeper purpose and a real-life impact. We give value to your beliefs and to your everyday efforts.

## Expertise to rely on

(trust)

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We are experts in what we do, we have a strong background in the financial field and we rely on high standard technology to guarantee your security.

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01. The brand

# Tagline

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BE  WISE

Believe, invest, grow.

The attitude: believe  
in yourself and your  
idea of the future.

The action to take  
in order to have  
an impact.

The result: not merely  
economic growth, but  
also a personal feeling  
of accomplishment,  
a sense of purpose.

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## **02. *The identity***

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## 02. The identity

# Logo

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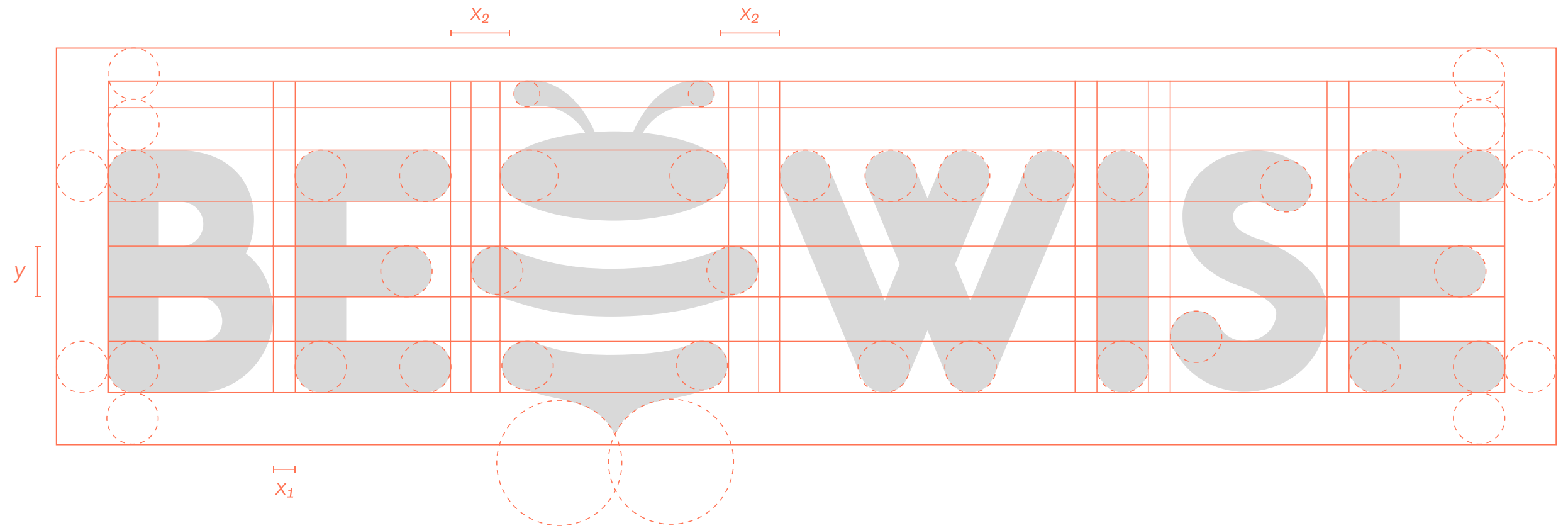
The key element of the logo are three yellow lines with antennae on the upper one and a little tail on the lower one, replacing the second “E”. Because of their color and shape, they evoke the world of bees (bee stripes, a honey dipper, a bee hive) but also the world of finance (a pile of coins).





## 02. The identity

# Logo grid



## 02. The identity

# Logo size

The logo should never be smaller than 30px: this is the minimum readable size.

There is no maximum size: Beewise can grow as big as you want, just like our investors ambitions.

BE  WISE

Our logo should never  
be used below **30px** in size.

BE  WISE

BE  WISE

BE  WISE

BE  WISE

BE  WISE

BE  WISE

## 02. The identity

# Logo do's and don't's



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## 02. The identity

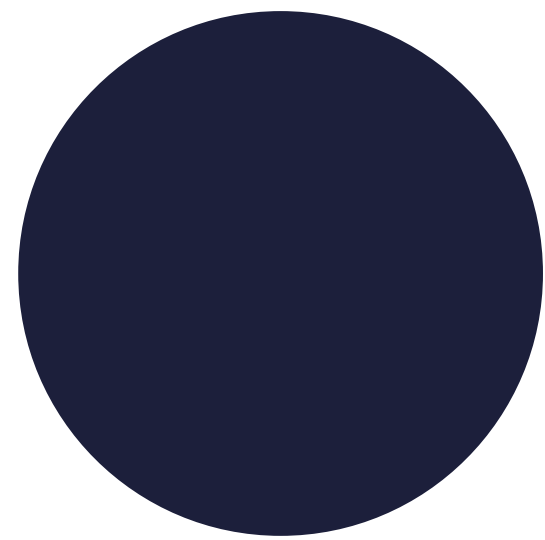
# App icon

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Our three yellow stripes are iconic and recognizable, so we don't need anything else to let our user identify the App at a glance.

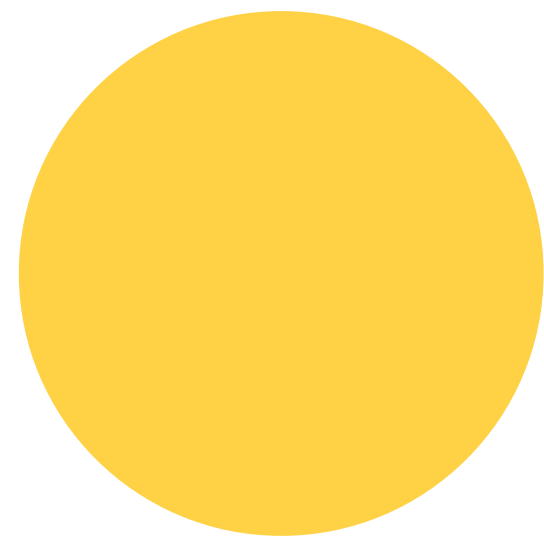


# Primary colors



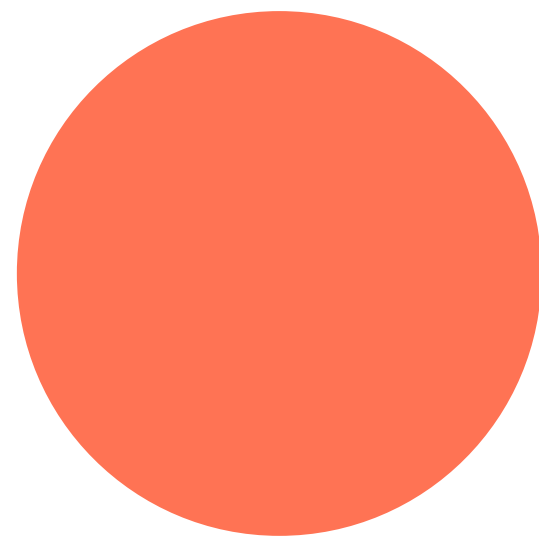
**#1C1F3B**

RGB: 28 31 51  
CMYK: 85 70 40 40



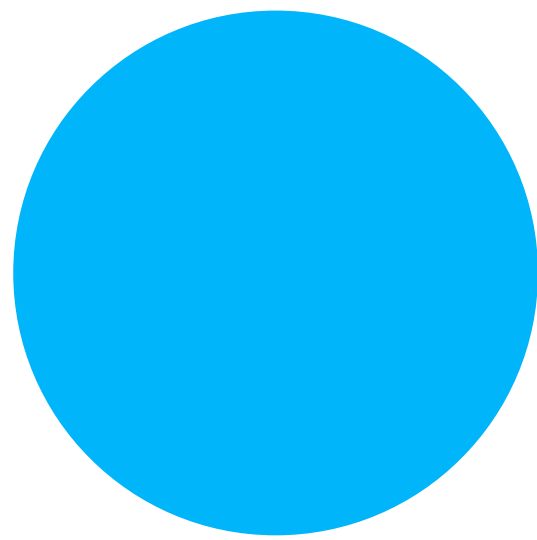
**#FFD145**

RGB: 255 115 68  
CMYK: 0 20 80 0



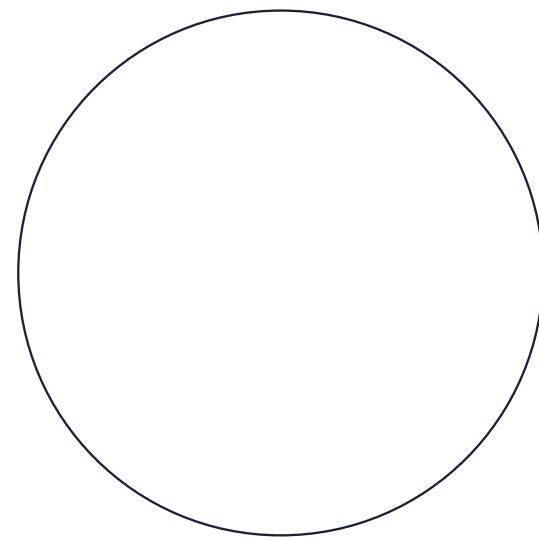
**#FF7354**

RGB: 255 115 83  
CMYK: 0 55 55 0



**#00B5FA**

RGB: 0 180 250  
CMYK: 100 0 0 0



**#FFFFFF**

RGB: 255 255 255  
CMYK: 0 0 0 0

