

Winged Bee

Logotype, website, stationery & advertising



If you're the sort of high roller that goes everywhere by chauffeur-driven car and private jet, then Winged Bee could be just the service you're looking for.

Our brief was to reflect the heritage and status of this prestigious service.

The logotype reflects the heritage of the Bentley motor car. The mark sitting within 'g' is a contemporary take on the Winged Bee symbol. This is coupled with a modern, serif typeface that alludes to heritage values whilst remaining fresh.

The minimal, understated website throws emphasis to the photography and the luxury vehicles and services on offer.

The stationery set was designed using the same values as the website. The luxury off-white stock was printed with a metallic gold ink to exude quality.

W I N G E D B E E