



Brand Guide

Guidelines for presenting the Bojit brand professionally and consistently.

Logotype and Mark

The Bojit mark has a horizontal version, with the wordmark set to the right of the icon, and a square version, with the wordmark set underneath. The icon can also be used alone as a standalone symbol.

While the icon may be used by itself — in favicons, app icons, and small UI contexts — the wordmark must never be used without the icon.

Icon



Horizontal version



Square version



Logo Color Variants

01. Normal



Use on white or off-white backgrounds.

02. Reversed



Use on Bojit Navy, black, or other very dark backgrounds.

03. Monochrome



Use on busy, photographic, or colored backgrounds. Standard tint is white; Bojit Navy may be used on light surfaces instead.

Logo Clear Space

Keep the area around the mark clear of text, images, and other graphical elements. The minimum required clear space, indicated below by X, is equal to the width of the icon's tallest panel.

X = clear space unit



X = clear space unit



Logo Incorrect Use

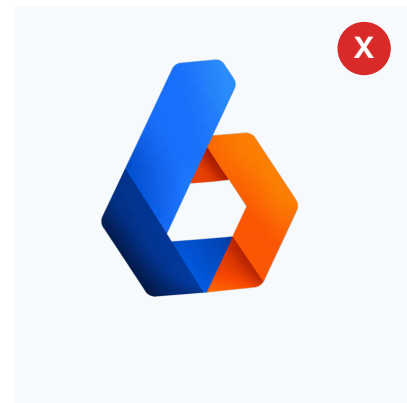
Never change the color of the icon or wordmark outside the defined variants on page 3, even using other brand colors. The wordmark typeface must always be Inter Bold, set in lowercase, with the proportions and spacing shown throughout this guide. Never distort, rotate, stretch, or otherwise modify the mark.



Don't recolor the icon



Don't distort or stretch the lockup



Don't rotate the icon

Color Palette

The Bojit brand uses exactly four colors. Do not introduce alternative blues, oranges, or additional accent colors for any brand or product purpose.



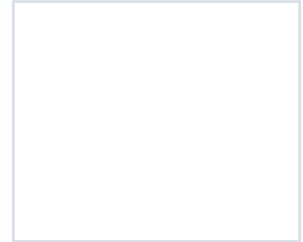
Bojit Blue
#3B82F6
R59 G130 B246



Bojit Orange
#F97316
R249 G115 B22



Bojit Navy
#162C5F
R22 G44 B95



White
#FFFFFF
R255 G255 B255

Typography

Inter is the typeface used across the Bojit product and brand. It is a modern, highly legible grotesque sans-serif, freely available and self-hosted in the Bojit application.

Inter Bold

Used for the wordmark, headings, and titles. Set in lowercase for the wordmark.

ABCDEFabcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()

Inter Regular

Used as the standard for body copy and paragraph text.

ABCDEFabcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&*()