

BOBBY DIRECTORY, BRAND BOOK 2.0.0

Cobalt Index

Cobalt as the structural colour. Signal Orange as the action and routing colour. The Coordinate Lattice as the graphic language.

EVERY RECORD, INDEXED AND ACCOUNTABLE.

Adopted 2026-08-26 by the Platform Owner, record BD-VISUAL-SELECT-001.
Mark: Bracket Index A2, version 1.0.0, unchanged.
All assets: <https://bobbydirectory.com/images/>

Strategy and positioning

DIMENSION	STATEMENT
Category	A directory platform. An existing export becomes a governed, searchable, publishable directory.
Audience	The person accountable for a body of records: association secretaries, marketplace operators, registrars and platform teams.
Promise	You see exactly what your data would become, and nothing is created until you confirm it.
Proof	Structure is described before import, authority is resolved server side, and every change is written to an audit chain.
Character	Engineered, exact and unhurried. An instrument rather than a marketing surface.
Positioning line	Every record, indexed and accountable.

Voice

Do • Plain language, readable names before technical keys. • Say what the product will not do. • State a count only when it is measured.	Avoid • Invented record counts, category counts or audit percentages. • Verification language. There is no governed verification model. • Hype, superlatives and the em dash character.
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Logo and mark

Bracket Index A2: a bracket enclosing two record blocks, set with a mixed case Bobby and an uppercase DIRECTORY. The Cobalt Index system does not redraw the mark. Use the supplied vector files.

Drawings by size

DRAWING	SIZE RANGE	NOTE
Full	48 px and above	Complete drawing with the true corner radii.
Simplified	20 to 48 px	Heavier stroke, tighter radii, larger counters.
Micro	16 px	Pixel snapped so every edge lands on a whole pixel.

Clear space and minimum size

- Clear space equals the full height of the bracket on all four sides.
- Horizontal lockup: 120 px on screen, 24 mm in print.
- Stacked lockup: 88 px on screen, 20 mm in print.
- Full symbol: 48 px. Simplified: 20 px. Micro: 16 px.

Treatments

- Light field: full colour on Paper or Paper Alt.
- Dark field: dark field colour set on Field 800 or Field 900.
- Monochrome: one colour black for print, one colour white on photography, grayscale for non colour output.

Misuse

- Do not recolour the mark outside the approved palette.
- Do not place the light field accent on a dark field.
- Do not stretch, rotate, outline or add effects.
- Do not rebuild the wordmark in another typeface.
- Do not crowd the mark.
- Do not tile the lattice behind the mark or behind body text.
- Do not introduce yellow. Yellow belongs to another product in the family.

Colour system

CMYK is guidance for coated stock and must be proofed before a print run. Ratios are measured against Paper.

COLOUR	HEX	USAGE
 Cobalt 900	#07269A	Pressed primary
 Cobalt 700	#1039C4	Primary structural colour
 Cobalt 500	#2C5BF0	Focus ring, selected
 Cobalt 300	#6E93FF	Primary on dark field
 Cobalt 100	#E3EAFE	Soft brand surface
 Signal Orange 700	#B72000	Pressed action
 Signal Orange 600	#D34000	Action and routing colour
 Signal Orange 500	#F0561B	Lattice ticks, graphic accent
 Signal Orange 300	#FF7A45	Action on dark field
 Signal 100	#FDE7DE	Action surface
 Ink 900	#0A0F24	Primary text
 Ink 500	#4B5573	Secondary text
 Field 800	#0E1738	Cobalt field
 Field 900	#060B1C	Dark background
 Field Ink	#EEF2FF	Text on field
 Field Muted	#9AA8D6	Secondary on field
 Paper	#FFFFFF	Page background
 Paper Alt	#F4F6FC	Alternating section
 Line	#D5DBEE	Hairlines
 Verified Green	#0E7C55	Positive state
 Hold Amber	#B4600A	Warning state
 Refusal Red	#C21F32	Refusal and danger

Signal Orange is rationed: one action colour per view. Cobalt carries structure, hierarchy and links.

Accessibility and contrast

PAIR	RATIO	GRADE
Ink 900 on Paper	18.98	AAA
Ink 500 on Paper	7.38	AAA
Cobalt 700 on Paper	8.73	AAA
Cobalt 700 on Cobalt 100	7.26	AAA
Paper on Signal Orange 600	4.66	AA
Field Ink on Field 800	17.52	AAA
Field Muted on Field 800	8.34	AAA
Signal Orange 300 on Field 800	6.78	AAA
Cobalt 300 on Field 800	6.08	AA
Verified Green on Paper	5.21	AA
Hold Amber on Paper	4.55	AA
Refusal Red on Paper	5.94	AA

- Focus is a 2 px Cobalt 500 outline at 2 px offset and is never removed.
- Colour never carries meaning alone. Every state also has a word.
- Touch targets are at least 44 by 44 px.
- Layouts hold at 200 percent text zoom with no horizontal scrolling.

Typography

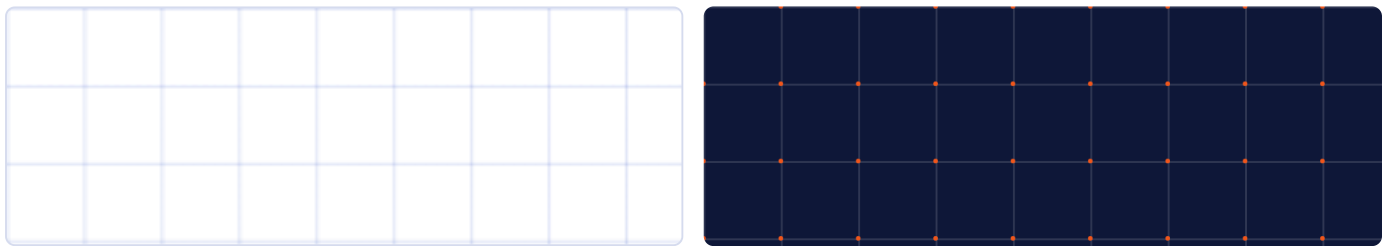
Archivo for everything read. JetBrains Mono for everything referenced: keys, identifiers, hashes and states.

LEVEL	SIZE	WEIGHT	TRACKING	USAGE
Display	60/62 px	800	-0.035em	Homepage hero only
H1	40/44 px	800	-0.03em	Page title
H2	30/36 px	800	-0.028em	Section heading
H3	20/28 px	700	-0.015em	Card heading
Body	16/26 px	400	0	Running text
Small	14/22 px	400	0	Supporting text
Micro	11/16 px	600	0.2em	Eyebrows, chips, keys

Spacing, radius and elevation

- 4 px grid. Gutter 20 px mobile, 24 px desktop. Measure 1152 px.
- Section rhythm 56 / 80 / 96 px.
- Radius 6 px base, 12 px cards, full for pills.
- 1 px hairlines. 2 px only on focus and the active tab.
- Elevation: 0 12px 24px - 16px cobalt 45 percent on hover, 0 24px 60px - 30px cobalt 55 percent for panels on the field.

Coordinate Lattice



- 44 px square graticule, cobalt line at 12 percent on light, white at 8 percent on the field.
- Dense variant halves the module to 22 px for compact panels.
- Registration ticks are 3 px Signal Orange dots on the module centre and mark indexed points only.
- The lattice fades toward the bottom of its container and never sits under body text.
- Never rotated, skewed or given perspective. Always aria-hidden.

Iconography

- Line icons, 1.5 px stroke on a 24 px grid, square terminals.
- Icons inherit text colour; orange only for the single action icon.
- Every interactive icon has an accessible name.

Illustration and data visuals

- Cobalt carries volume, orange the item under attention, grey the context.
- Series follow chart tokens 1 to 5 only.
- Every chart states source and period. Empty is a written explanation, never a zero.

Photography

- Optional and secondary. Hairline frame, 12 px radius, never behind text.
- No stock imagery of fictional customers. Any record stand in is labelled as a design demonstration.

Components

Primary action

Structural

Secondary

Quiet

Destructive

States

STATE	RULE
Default	Hairline border, flat surface, no shadow.
Hover	Border warms toward Signal Orange, surface lifts.
Focus visible	2 px Cobalt 500 outline at 2 px offset.
Active	Surface presses one pixel. Action deepens to Signal Orange 700.
Selected	Cobalt 100 surface, Cobalt 700 text, 2 px cobalt marker.
Disabled	50 percent opacity, no shadow, no pointer events.
Loading	Size preserved, muted lattice shimmer, never a layout jump.
Error	Refusal Red border and text with a written reason.
Success	Verified Green border and text with a written confirmation.

Forms, cards, badges and navigation

- Inputs: 1 px input border, 6 px radius, label above, help text below, error text replaces help text.
- Cards: 12 px radius, hairline border, 20 px padding, optional 4 px cobalt spine on indexed records.
- Badges: pill, mono micro type, border plus 10 percent tint of the state colour.
- Navigation: 44 px rows, active item on Cobalt 100 with Cobalt 700 text, a 2 px cobalt rail at the top of the page.

Surfaces

- **Homepage.** Cobalt field hero with lattice and ticks, one orange action, the importer panel lifted onto Paper.
- **Directory search and results.** Paper Alt background, single search row, result cards with a cobalt spine and a state chip.
- **Categories and locations.** Lattice cells as the browsing metaphor, cobalt headings, orange only on the current selection.
- **Importer.** Paper panel, mono field keys, written warnings rather than colour alone.
- **Public profile.** Field header strip, Paper body, mono reference line.
- **Authentication.** Centred Paper card on a lattice field, one action, refusals written in full.
- **Studio.** Cobalt 100 scope banner naming the single profile in scope.
- **Admin.** Cobalt sidebar rail on Field 800, Paper working area. Governance and security state is always written out and never hidden behind decoration.
- **Mobile.** Single column, 44 px targets, compact nav rail, hero type at 32 px.

Specimen records in this book and on /brand are fictional and labelled Design demonstration, illustrative data. They never appear in search, APIs, sitemaps, structured data or production counts.

Asset inventory

Every public asset resolves through `https://bobbydirectory.com/images/`. No provider storage hostname is ever published. Filenames are lowercase, stable and descriptive.

ASSET	FILENAME	FORMAT	INTENDED USAGE
Horizontal lockup	bobby-directory-horizontal-mixed-color-light.svg	SVG	Light field header
Horizontal lockup, dark	bobby-directory-horizontal-mixed-color-dark.svg	SVG	Dark field header
Stacked lockup	bobby-directory-stacked-mixed-color-light.svg	SVG	Narrow and square placement
Beeldmerk, full	bobby-directory-beeldmerk-color-light.svg	SVG	Symbol at 48 px and above
Beeldmerk, simplified	bobby-directory-beeldmerk-simplified-color-light.svg	SVG	20 to 48 px
Beeldmerk, micro	bobby-directory-beeldmerk-micro-color-light.svg	SVG	16 px, pixel snapped
App icon 512	bobby-directory-app-icon-512.png	PNG	Product icon
Favicon	bobby-directory-favicon.svg	SVG	Browser icon
Open Graph	bobby-directory-open-graph.png	PNG	Link previews
Email header	bobby-directory-email-header-light.svg	SVG	Transactional email header
Invoice logo	bobby-directory-invoice-logo-full-color.svg	SVG	Invoices and receipts
Social profile, X	bobby-directory-x-profile.svg	SVG	Profile image
Presentation cover	bobby-directory-embed-open-graph-default.svg	SVG	Deck and cover art

The complete inventory, including every size and field variant, is published at `https://bobbydirectory.com/images/bobby-directory-asset-index.json` and in readable form at `/images/bobby-directory-asset-index.md`. Transparent, white and dark background variants exist for the lockups, symbols, app icons, email headers and social assets.