



Brand Book

BOBBY DIRECTORY

IDENTITY

Bracket Index A2

PHASE

0, documentation only

VERSION

1.0.0

GOVERNANCE

1.0.0, section 26

Positioning

Bobby Directory is a platform for building, operating and publishing structured directories. Operators declare a record type and its typed fields, import or collect records, review submissions and publish. Visitors search and filter. Developers and agents read the same published data through an API and an MCP endpoint, under the same permissions.

What it is

- A governed collection of typed records
- Categories, facets and declared field types
- Draft, review and publish, with an actor and a timestamp
- One source behind website, API and MCP

What it is not

- Not a social network or a review platform
- Not a scraper or a data broker
- Not a CMS, a marketplace or a payments product
- Not Bobby Wallet, and never described as part of it

The brand promise is legibility. Every record has a declared shape, every field has a declared type, and every change has an actor.

The mark



An open square bracket holds two rounded counters. The bracket is the directory. The counters are records, stacked as rows. The open right side says the container is extensible. Ink above, accent below, reads as two states of the same record type.

ELEMENT	GEOMETRY ON THE 64 UNIT FRAME
Bracket	Stroke 6, round caps, corner radius 3, from 26,12 to 15,12 to 15,49 to 26,52
Upper counter	32, 11.5, 21 by 18.5, radius 5, ink
Lower counter	32, 33.5, 21 by 18.5, radius 5, accent
Optical box	12,9 to 53,55. Centre on this box, not on the stroke path

The micro geometry is redrawn on a 16 unit integer grid. It is not a scaled copy. Never scale the full mark to 16 px.

Lockups



Horizontal, mixed case, primary



Stacked, primary



Wordmark only



Uppercase alternate. Documented alternate only, never the primary logo

LOCKUP	MINIMUM SIZE	USE
Symbol	16 px, 6 mm	App icons, avatars, favicons, dense rows
Horizontal	120 px, 28 mm	Header, email, invoices, wide covers
Stacked	96 px	Square and portrait spaces
Wordmark	96 px	Where the symbol already appears

Variants and fields



Full colour on light



Full colour on dark



One colour black



One colour white



Grayscale, print



Pure black, single ink

Never place the light accent **#C2440A** on the dark ground. It measures 3.72 to 1 and fails AA. On uncontrolled or photographic backgrounds use one colour black or one colour white.

Clear space and misuse

Clear space



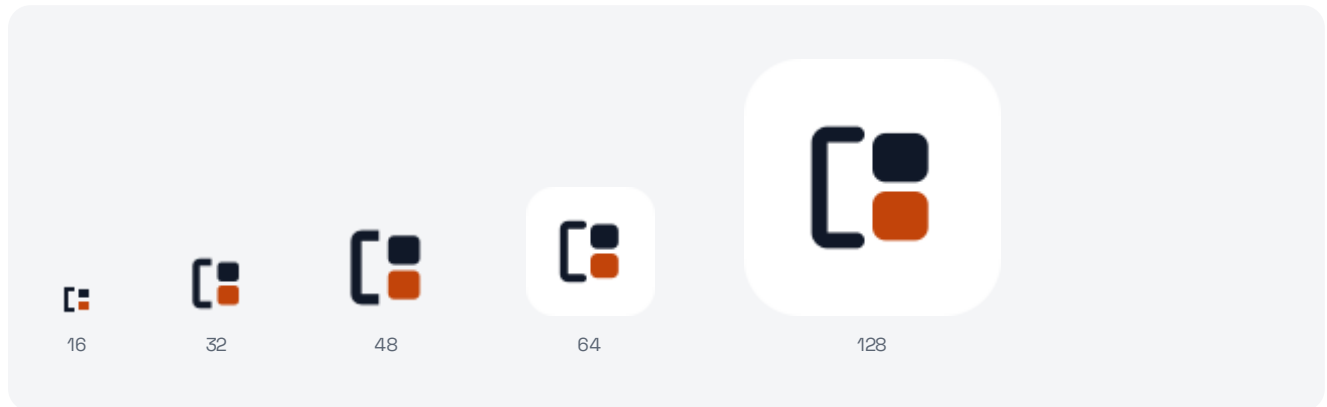
Clear space is **x**, one quarter of the symbol height, on all four sides, measured from the bounding box of the composition. Nothing enters it.

Never

1. Recolour outside the approved variants
2. Add gradient, glow, shadow, bevel or texture
3. Rotate, skew, mirror or stretch
4. Rebuild or retrace the geometry
5. Change the counter gap or close the bracket
6. Reset the wordmark in another typeface
7. Rearrange symbol and wordmark
8. Scale the full mark below its minimum
9. Place on a busy photograph with no field
10. Use the light accent on the dark ground
11. Enclose in an unapproved shape
12. Use the uppercase alternate as primary
13. Crowd another logo into the clear space
14. Animate with a morph or a deformation

Small sizes and favicons

Below 20 px the mark switches to the dedicated micro geometry, drawn on a 16 unit integer grid so every edge lands on a device pixel. Below 48 px it uses the simplified geometry.



16 px, inspected at true pixel size

Bracket stem 2 px, arms 2 px, counters 5 by 4 px with a 2 px separating row. Three bracket sides remain visible, the counters stay separate, and the accent counter stays chromatically distinct. No enclosing app icon square is required.



App icon: full colour light, full colour dark, monochrome, mask safe full bleed.

Mask safe icons keep the mark inside the central 66 percent of the canvas and fill the field edge to edge, so a circular, squircle or rounded platform mask never clips the bracket. The 16 px favicon is a hand drawn micro asset. Never generate it by downscaling.

Colour

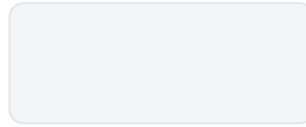
Core



Ink
#101828
17.75



Ground light
#FFFFFF
1.00



Surface light
#F4F5F7
1.09



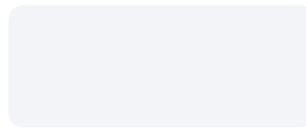
Accent
#C2440A
5.09



Ground dark
#0D1117
18.92



Surface dark
#161B22
17.30

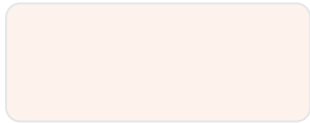


Foreground dark
#F2F4F7
1.11

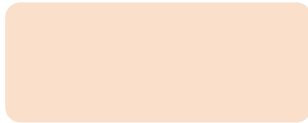


Accent dark
#FFB066
10.50

Accent tints



Accent 50
#FDF3EC
1.09



Accent 100
#FADFCB
1.27



Accent 200
#F3BF9A
1.65



Accent 300
#E79761
2.33



Accent 400
#D66A2A
3.53



Accent 500
#C2440A
5.09



Accent 600
#A03707
6.90



Accent 700
#7C2A05
9.59

Semantic



Success
#136F3B
6.24



Warning
#8A6100
5.54



Danger
#B42318
6.57



Info
#175CD3
5.99



Draft
#5A6472
6.00



Neutral 700
#374151
10.31

Ratios are contrast against white, except the dark grounds and foreground dark, which are measured against their own counterpart. Colour is never the only signal: every state carries a text label.

Typography

Bobby Directory

Space Grotesk 700, tracking -0.02 em

Structured directories

H1, Space Grotesk 700, 40 px

Declare typed fields

H2, Space Grotesk 600, 30 px

Every record has a declared shape, every field has a declared type, and every change has an actor and a timestamp.

Body, Inter 400, 16 px, line height 1.6

RECORD STATE

Label, Inter 600, 12 px, tracking 0.06 em, uppercase

GET /api/v1/directories/:slug/records

Code, JetBrains Mono 400, 14 px

ROLE	FAMILY	FALLBACK
Brand and headings	Space Grotesk	Inter, Segoe UI, system-ui, Arial
Interface and body	Inter	Segoe UI, system-ui, Arial
Code and field keys	JetBrains Mono	SFMono-Regular, Consolas, monospace
Email	System stack only	No webfont, ever

Tone of voice

Preferred

Directory	site, listing site
Record	entry, item, listing
Field	attribute, property
Facet	filter group
Import	upload, ingest, sync
Published	live, active
Draft	hidden, unpublished
Workspace	team, organisation
Capability	permission flag
MCP endpoint	AI connection

Never say

- Verified, certified or checked without a recorded verification
- Official, authoritative or complete for imported data
- Guaranteed, instant, unlimited, risk free
- Compliant or secure without a named standard and scope
- AI powered where a human action is required
- Free forever or any pricing permanence claim
- Best, leading, number one, or any unattributed superlative
- Anything implying a link to Bobby Wallet accounts or payments
- Real personal data in any example or screenshot
- The em dash character

Plain, precise, calm, honest about provenance. Second person for the reader, first person plural only for platform commitments.

Email, invoice and receipt

Email



- PNG only, never SVG
- Export at 2x, set width attribute and CSS width
- Rendered width 200 to 240 px in a 600 px body
- Padding 24 px, 32 px above the first content block
- Baked field, never transparent
- Alt text required: Bobby Directory

Invoice and receipt



One colour black, default



Grayscale, laser and toner



Thermal receipt, 384 px, pure black

- Default is one colour black on white
- Legible in grayscale and single ink, always
- Grayscale accent #5A6472, 6.00 to 1 on white
- Minimum 28 mm invoice, 18 mm receipt
- Thermal: pure black, 384 px at 58 mm, 576 px at 80 mm
- Entity and VAT details are text, never part of the mark

Both surfaces are legal documents before they are brand surfaces. If a colour version and a monochrome version ever disagree, the monochrome version wins. Test every invoice template once on a grayscale laser printer and once on a 58 mm thermal roll before it ships.

Social and embed



X cover, 1500 by 500



LinkedIn company cover, 1128 by 191, composition offset for the profile tile



Open Graph, 1200 by 630



Directory preview embed



Avatars, circle safe and square, light and dark fields

Example images never contain real personal data.

Choosing a file

1. Below 20 px? Micro geometry, symbol only.
2. 20 to 48 px? Simplified geometry.
3. Printing without colour? Grayscale, or pure black for single ink and thermal.
4. Uncontrolled or photographic background? One colour white or one colour black.
5. Wide and short? Horizontal lockup. Square or portrait? Stacked lockup.
6. Email? PNG at 2x, never SVG.
7. Social profile? Avatar asset at the platform size, not an app icon.
8. Social cover? The named platform file. Never crop another cover.
9. Name already in nearby text? The standalone symbol is enough.
10. Anything else? Full colour horizontal mixed case lockup.

File naming

bobby-directory-<component>-<variant>-<field>-<size>.<ext>

Lowercase only, single hyphens, no spaces, no underscores, no diacritics. Filenames are stable: a corrected asset keeps its name and gains a version, so public URLs never change.

468

FILES DELIVERED

128

SVG MASTERS

339

PNG EXPORTS

1

MULTI RESOLUTION

ICO

Future brand systems

Public /brand page

Specified, not built. Introduction, logo system, downloads, swatches, typography, tone of voice, approved descriptions, social biographies, email guidance, invoice guidance, app icons, avatars, covers, embeds, usage and misuse examples, asset picker, version history, plus a machine readable index for agents.

Admin brand repository

Specified, not built. Draft, review, approve, publish, reject, replace, roll back, archive. Every version records category, usage, dimensions, content type, byte size, SHA-256 checksum, alt text and actors. Publication is restricted to the Owner or an explicitly granted Brand Publisher capability.

Stable public paths

```
/images/bobby-directory-logo-horizontal.svg  
/images/bobby-directory-logo-monochrome.svg  
/images/bobby-directory-invoice-logo-black.svg  
/images/bobby-directory-email-logo.png  
/images/bobby-directory-app-icon-512.png  
/images/bobby-directory-open-graph.png
```

- A path maps to an asset key, not to an object path. Publishing repoints the key, the URL never changes.
- The response never reveals the storage provider, the bucket or the internal object key.
- Only published assets are reachable. Draft and archived return 404, not 403.
- Originals are immutable. Rollback republishes an existing version.
- Publication invalidates the cache for that one path.
- Validation, malware scanning, SVG sanitisation and normalisation run before publication.

No storage bucket, admin route, delivery endpoint or live /images/ asset was created during Phase 0. Architecture is documented only.



Bobby **DIRECTORY**

Bracket Index A2, approved

Brand book version 1.0.0

Phase 0 documentation. Nothing applied to the product.