



Brand Guidelines 2026

BoltOS Brand Identity

Kinetic Intelligence

This direction bring energy, motion and intelligence to life.
It represents BoltOS as a dynamic, AI-powered system that
adapts in real-time empowering teams to move faster,
smarter, and ahead of the game.



Logos & Usages

The Primary Logo is the principal expression of the BoltOS brand and the preferred version for most applications. Designed for clarity, balance, and impact, it serves as the primary identifier across digital, print, and marketing materials, ensuring strong recognition and consistency at every touchpoint.

Primary Logo



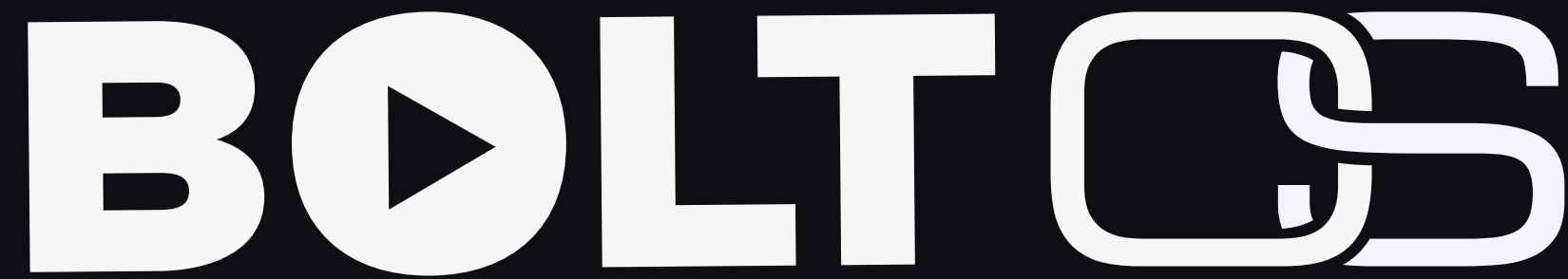
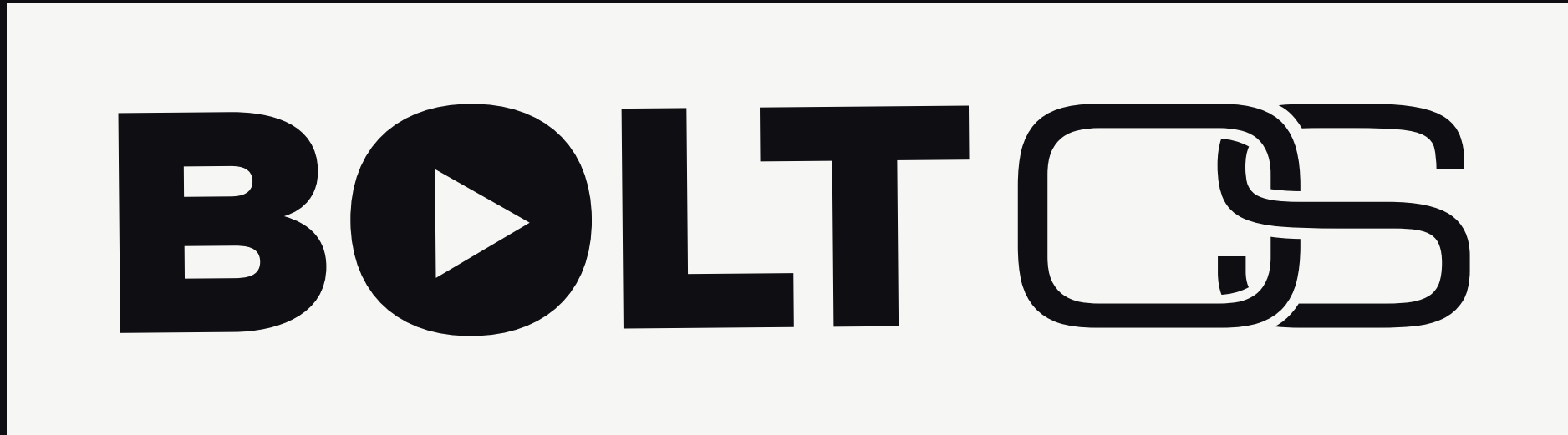
The Secondary Logo offers a flexible alternative to the Primary Logo for use in space-constrained or layout-specific applications. While maintaining the integrity of the BoltOS identity, it should only be used when the Primary Logo is not the optimal solution.

Secondary Logo



The Primary Logo is the principal expression of the BoltOS brand and the preferred version for most applications. Designed for clarity, balance, and impact, it serves as the primary identifier across digital, print, and marketing materials, ensuring strong recognition and consistency at every touchpoint.

Black & White Variant

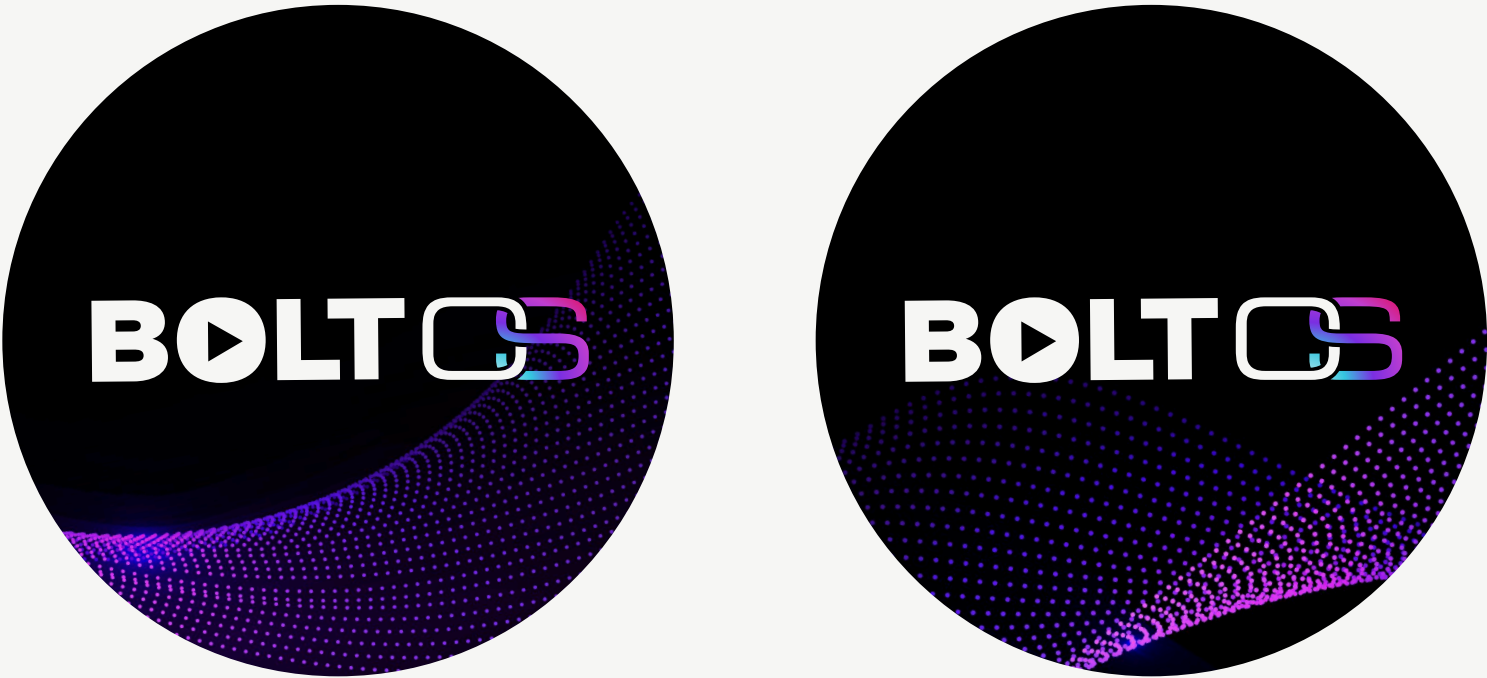


The BoltOS Logo Icon serves as a distinctive brand asset and is primarily used in favicons, social media profiles, app icons, and graphic applications where space is limited. While the full logo remains the preferred brand signature, the icon provides a recognizable and scalable representation of the BoltOS identity across digital and visual touchpoints.

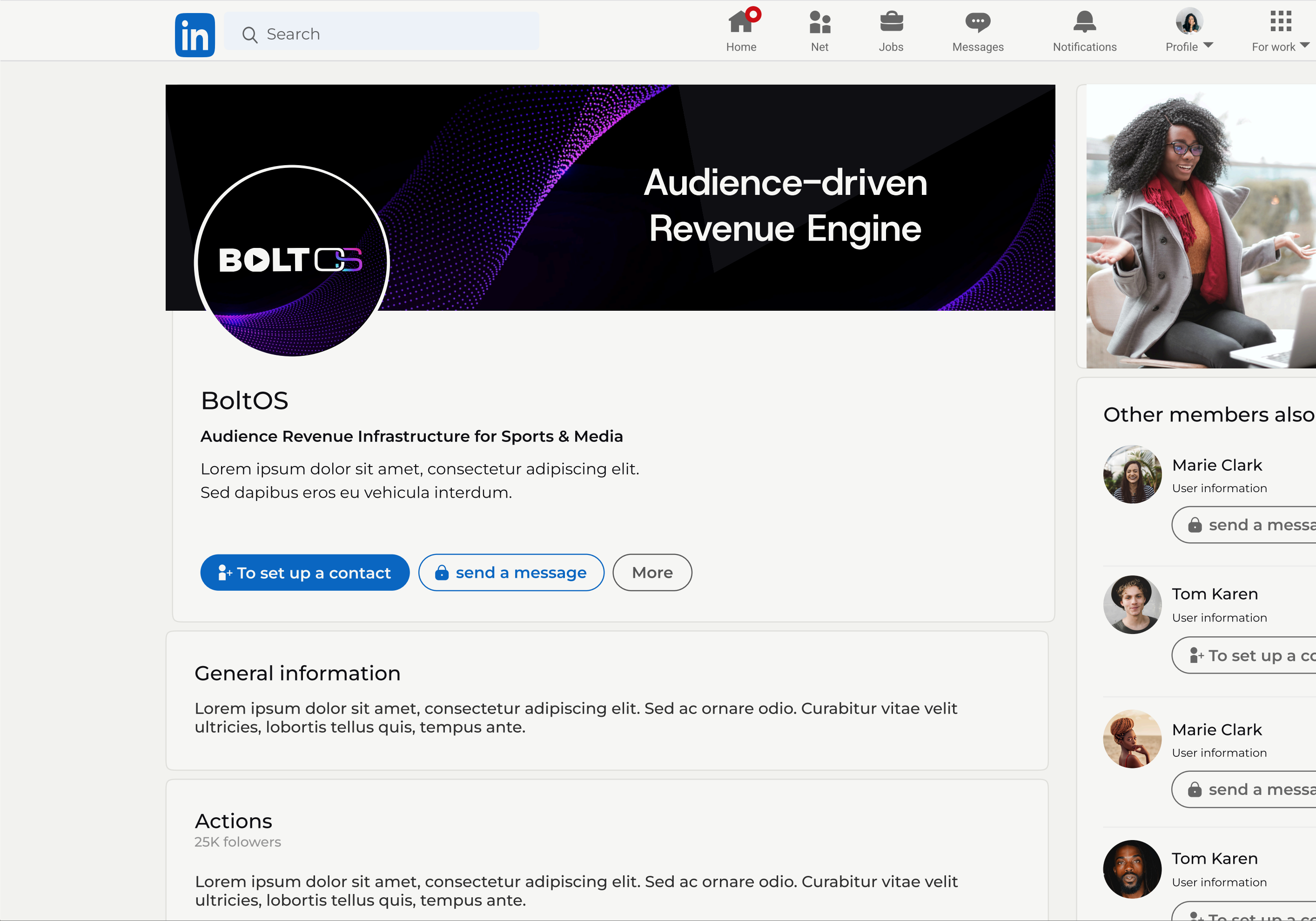
Logo Icon

BOLT

The BoltOS Social Media Icon should always use the Primary Logo on an approved brand color background. No alternative logo variations, modifications, or unapproved color combinations should be used to represent the brand across social media platforms.

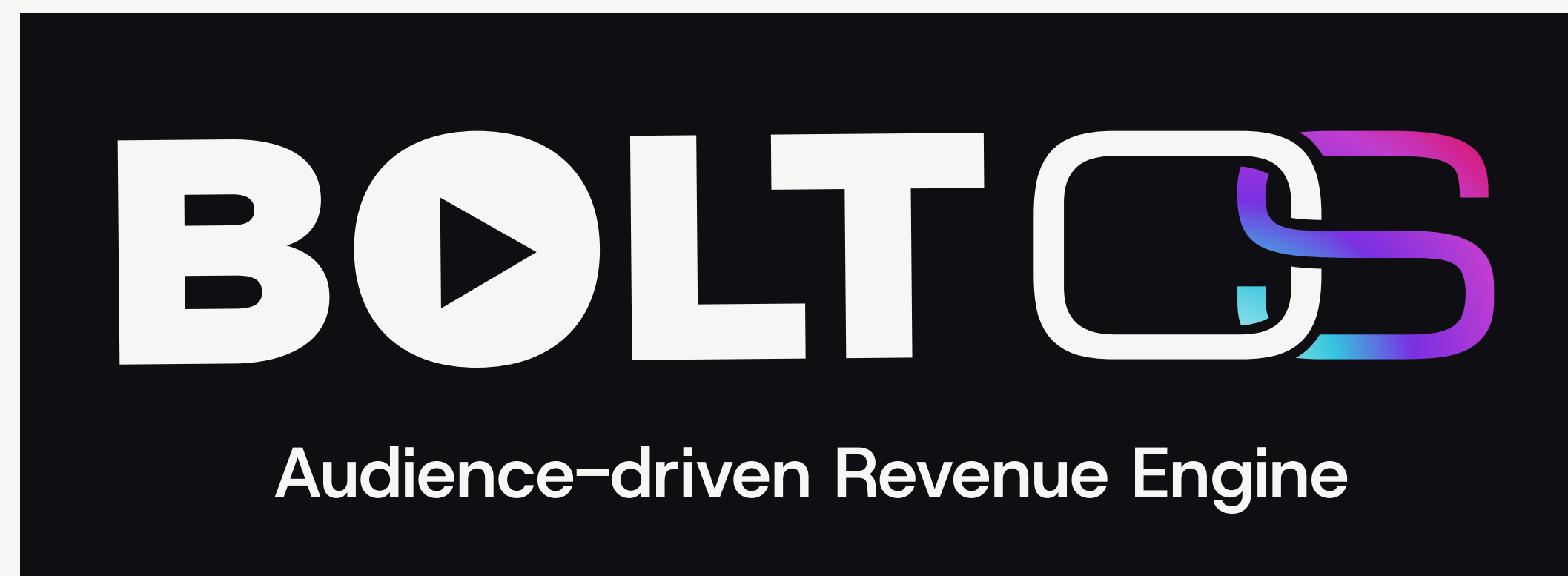


Social Media Icon



The Tagline Logo should be used when additional brand context or positioning needs to be communicated alongside the BoltOS identity. This variation is ideal for presentations, marketing campaigns, launch materials, and audience-facing communications where reinforcing the brand promise adds clarity and impact. The Tagline Logo is intended to support the primary brand identity and should not replace the standard BoltOS logo in everyday applications.

Tagline





Audience-driven Revenue Engine

Product logos combine the BoltOS logotype with a product name, such as Bolt+, to create a consistent extension of the master brand. They should only be used in product-specific communications and never replace the primary BoltOS logo.

Product Logo

ON LIGHT BACKGROUND



ON DARK BACKGROUND



To maintain clarity and visibility, always preserve a minimum clear space around the BoltOS logo equal to the height of the play symbol within the logomark. No other elements should enter this area.



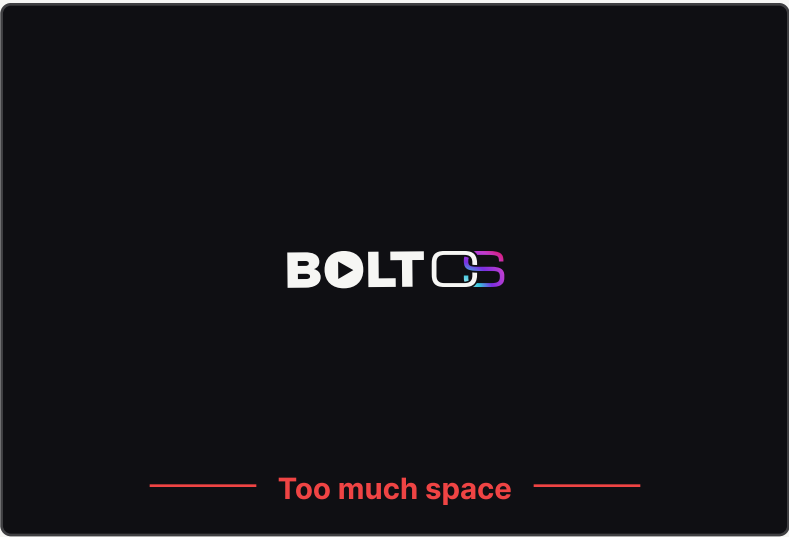
Minimum & maximum clear space

MAXIMUM CLEAR SPACE

Avoid excessive isolation. The logo should remain visually connected to surrounding content and never appear disproportionately small within a composition.



Clear space is balanced. The logo feels connected to the layout and maintains strong presence.



Excessive clear space makes the logo feel disconnected and visually weak within the layout.

To maintain the integrity of the BoltOS brand, always use the logo as provided. Do not alter, distort, recolor, rotate, or recreate the logo in any way. Examples of incorrect usage are shown below.

Logo Misuse



Do NOT use multiple colors for the logo



Do NOT use colors that aren't a part of the color system outlined within this document



Do NOT outline the logo. The logo should always utilize the appropriate fill colors



Do NOT adjust kerning between logotype characters



Do NOT compress or stretch the logo



Do NOT rotate the logotype



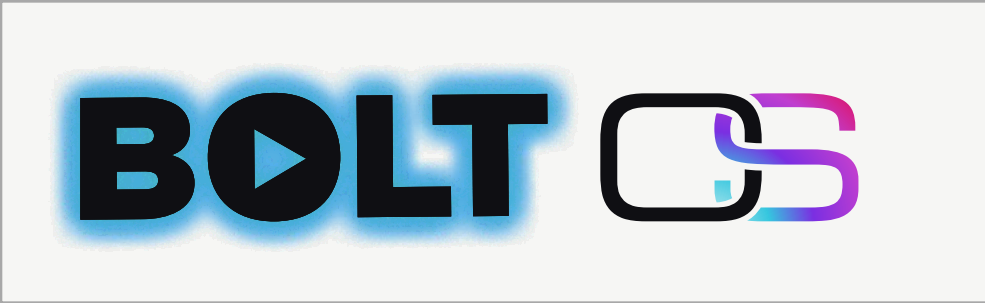
Do NOT apply affects to the logo



Do NOT use different fonts for the logo



Do NOT apply gradients to the logo



Do NOT add glow or special effects.



Do NOT add outlines or strokes



Do NOT reduce the logo's opacity or apply transparency



Do NOT apply textures or patterns inside the logo



Do NOT separate or rearrange the logo elements



Do NOT place the logo over distracting graphics or shapes that reduce legibility

To maintain the integrity of the BoltOS brand, always use the logo as provided. Do not alter, distort, recolor, rotate, or recreate the logo in any way. Examples of incorrect usage are shown below.

Logo Scaling Rules



DIGITAL



PRINT



Minimum size without tagline

To protect legibility of the Brand Logo, the recommended minimum size should not be less than 72 pixels Height for digital and 1 Inch for print

When BoltOS appears alongside partner or sponsor logos, follow these lockups and spacing rules to ensure clarity, balance and brand integrity

Co-branding Guidelines



The background features a dark navy blue field. On the left, there are several thin, light purple curved lines that sweep across the frame. A dense field of small, light purple dots is concentrated on the left side, forming a shape that resembles a stylized 'S' or a series of overlapping loops. The dots are more densely packed in some areas and more sparse in others, creating a sense of depth and movement.

Color System

BoltOS’ color palette is dynamic, intelligent, and performance-driven, reflecting the constant movement of audiences, data, and revenue. Inspired by the energy of live engagement and the speed of modern commerce, each color is designed to create momentum, highlight opportunities, and reinforce BoltOS as the engine that powers audience growth.

Brand Colors

#101014Foundation / Dark

Night

HSL (240, 11, 7)
CMYK (20, 20, 0, 92)
RGB (16, 16, 20)

#F7F7F5Foundation / Light

Snow

HSL (60, 11, 96)
CMYK (0, 0, 1, 3)
RGB (247, 247, 245)

#7B2FE2Primary

Ultra Violet

HSL (265, 76, 54)
CMYK (46, 79, 0, 11)
RGB (123, 47, 226)

#D62086Accent / Secondary

Hot Rose

HSL (326, 74, 48)
CMYK (0, 85, 37, 16)
RGB (214, 32, 134)

#35C7DFAccent / Teritiary

Sky Aqua

HSL (189, 73, 54)
CMYK (76, 11, 0, 13)
RGB (53, 199, 223)

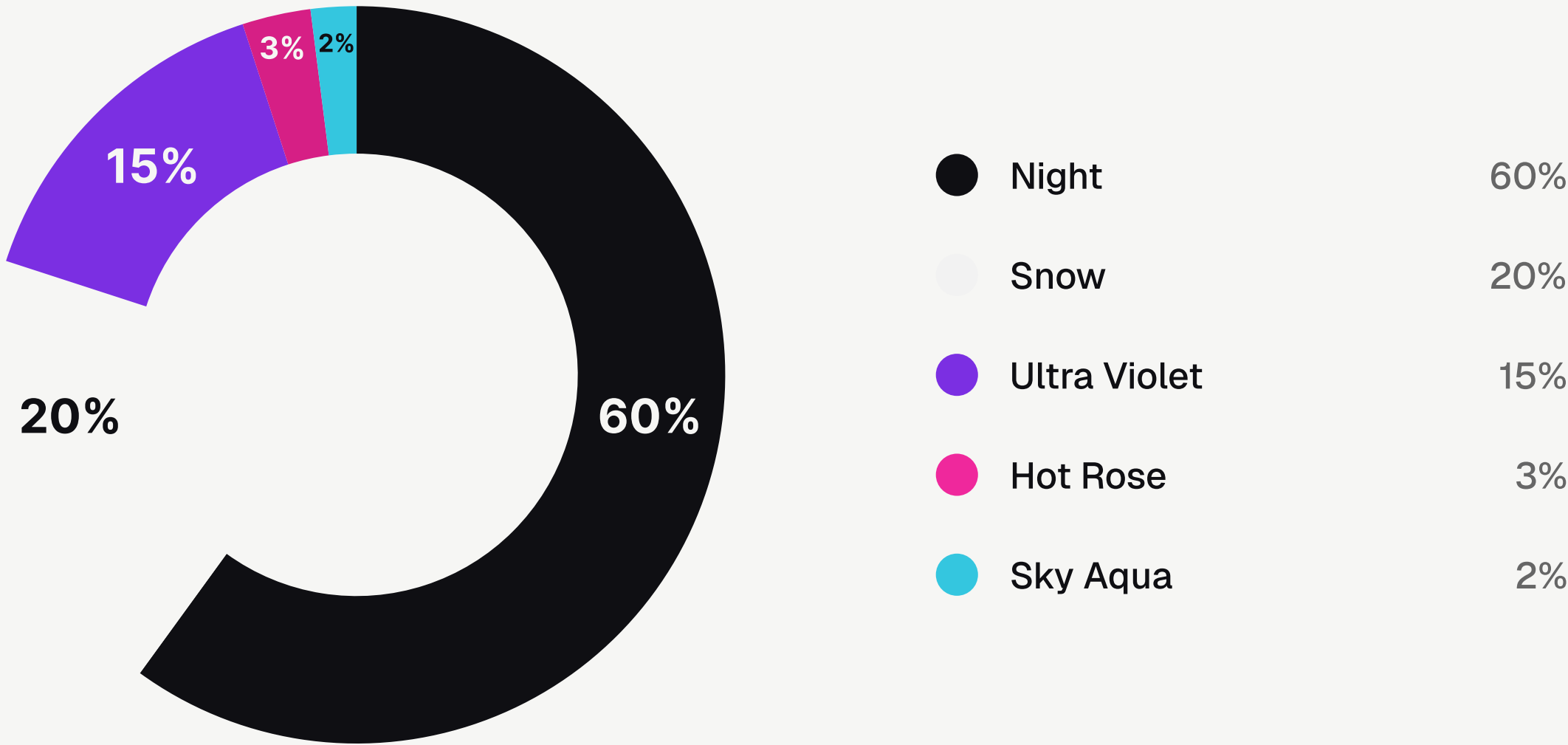
BoltOS’ color palette is dynamic, intelligent, and performance-driven, reflecting the constant movement of audiences, data, and revenue. Inspired by the energy of live engagement and the speed of modern commerce, each color is designed to create momentum, highlight opportunities, and reinforce BoltOS as the engine that powers audience growth.

Brand Colors

COLOUR USAGE

Colour Usage Ratio

These percentages represent the recommended balance of brand colors across all brand materials and communications.



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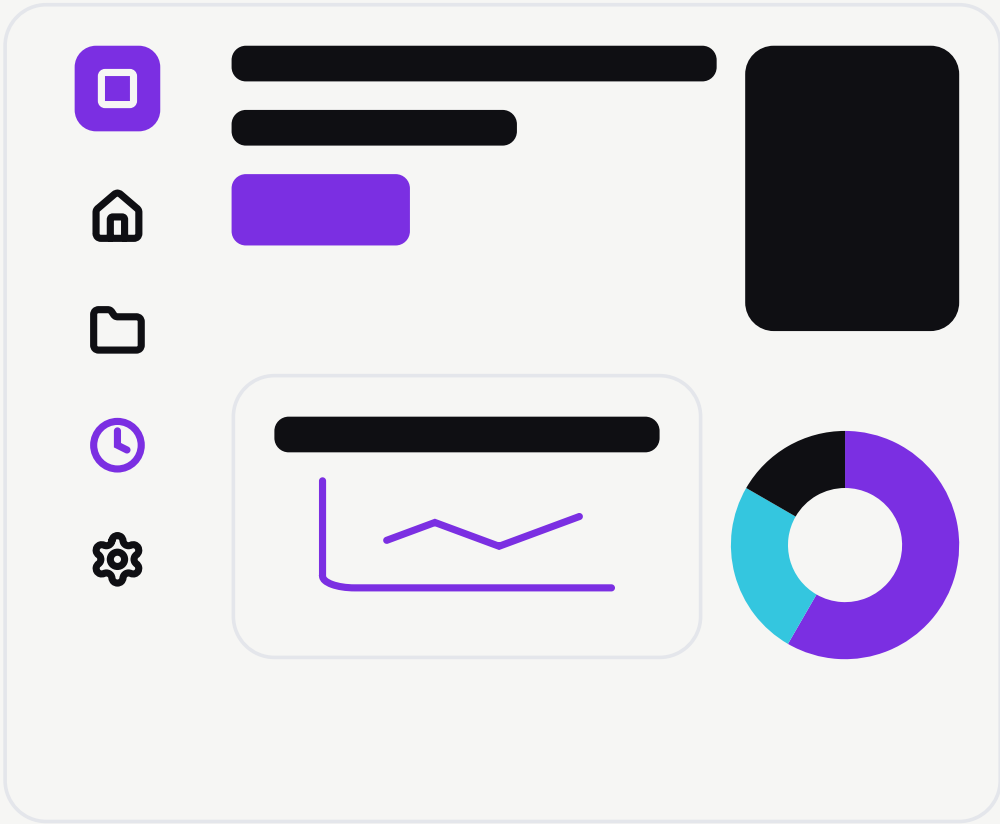
Brand Colors

LIGHT & DARK MODE

Light & Dark Mode Usage

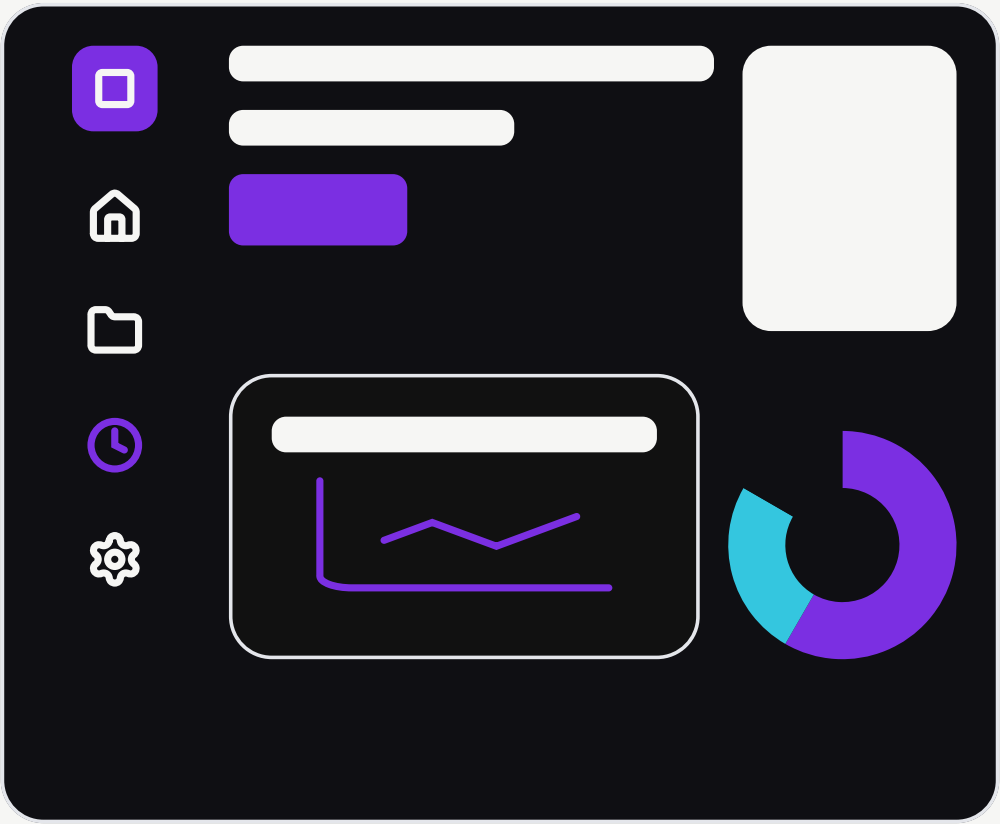
Our color system adapts seamlessly between light and dark environments to ensure consistency, legibility, and a premium user experience.

LIGHT MODE



- Text / Icons**
Night
- Background**
Snow
- Primary**
Ultra Violet
- Accent**
Hot Rose
- Highlight**
Sky Aqua

DARK MODE



- Text / Icons**
Snow
- Background**
Night
- Primary**
Ultra Violet
- Accent**
Hot Rose
- Highlight**
Sky Aqua

Extended scales provide flexibility for hierarchy, states, and accessible contrast across all touchpoints.

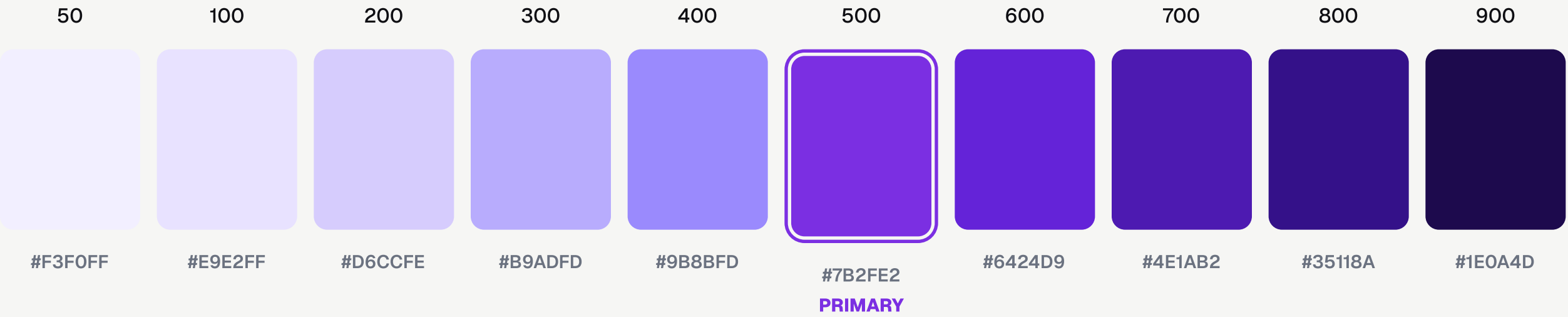
Color Scales

Ultra Violet

Primary brand colour

Used for:

- CTAs and interactive elements
- Key highlights and active states
- Brand recognition



Night

Neutral foundation

Used for:

- Backgrounds and containers
- Headlines and body text
- Data visualization
- Strong emphasis

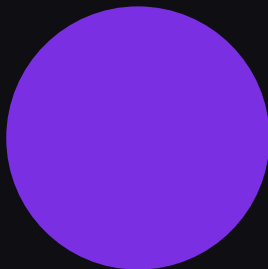


BoltOS gradients create energy, focus, and visual hierarchy. Inspired by signals and motion, gradients should be used strategically to emphasize key moments and strengthen brand recognition.

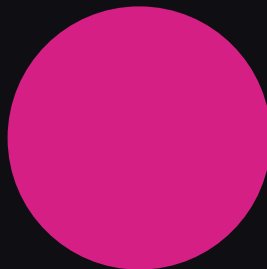
Gradient System

BoltOS gradients are designed to create depth, energy, and visual continuity. Rather than relying on simple two-colour blends, gradients combine multiple adjacent brand colours to achieve smooth transitions, richer atmosphere, and a premium visual experience across every touchpoint.

GRADIENT PALETTE



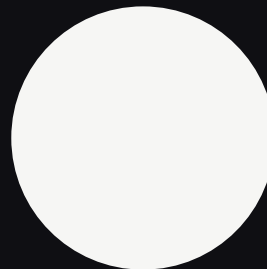
Ultra Violet
#7B2FE2



Hot Rose
#D62086



Sky Aqua
#35C7DF



Snow
#F7F7F5



Night
#101014

EXAMPLES

CTA



Purple → Pink

Background



Snow Sky Aqua Ultra Violet Hot Rose Night



Brand Fonts

Always use the approved BoltOS typefaces across all brand communications. Host Grotesk should be used for headlines and key messaging, while Geist should be used for sub-headings, body copy, and UI text

Brand Fonts

● Primary Font / Headline

Host Grotesk

BOLD SEMI BOLD MEDIUM REGULAR LIGHT

AaBbCbDdEeFfGgHgliJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Always use the approved BoltOS typefaces across all brand communications. Host Grotesk should be used for headlines and key messaging, while Geist should be used for sub-headings, body copy, and UI text

Brand Fonts

● Secondary Font

Geist

BOLD SEMI BOLD MEDIUM REGULAR LIGHT

AaBbCbDdEeFfGgHgIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890

Follback Font

Helvetica

Both typefaces are available through Google Fonts. When these fonts are unavailable, Helvetica should be used as the fallback typeface.

The BoltOS type scale creates a clear visual hierarchy across all touchpoints. Each size is designed to support readability, consistency, and emphasis, ensuring information is communicated with clarity and confidence.

Brand fonts

TYPOGRAPHY HIERARCHY

Clear hierarchy. Maximum impact.

Our typography system follows a clear hierarchy across all touchpoints. Each style is purposefully scaled to guide attention, establish structure, and improve readability.

Display XL
72/80

Intelligence in Motion.

H2
40/48

Built for modern service operations.

Body Medium
16/24

BoltOS unifies people, data, and automation into one platform—helping teams move faster, work smarter, and deliver exceptional results.

Caption
12/16

Real-time insights. Smarter decisions. Higher performance.

Overline
11/16

AUDIENCE REVENUE PLATFORM

Graphic Elements



BoltOS shapes are built from geometric forms inspired by movement, connection, and momentum. They create structure, guide attention, and reinforce the brand’s dynamic and performance-driven identity.

Graphic Elements

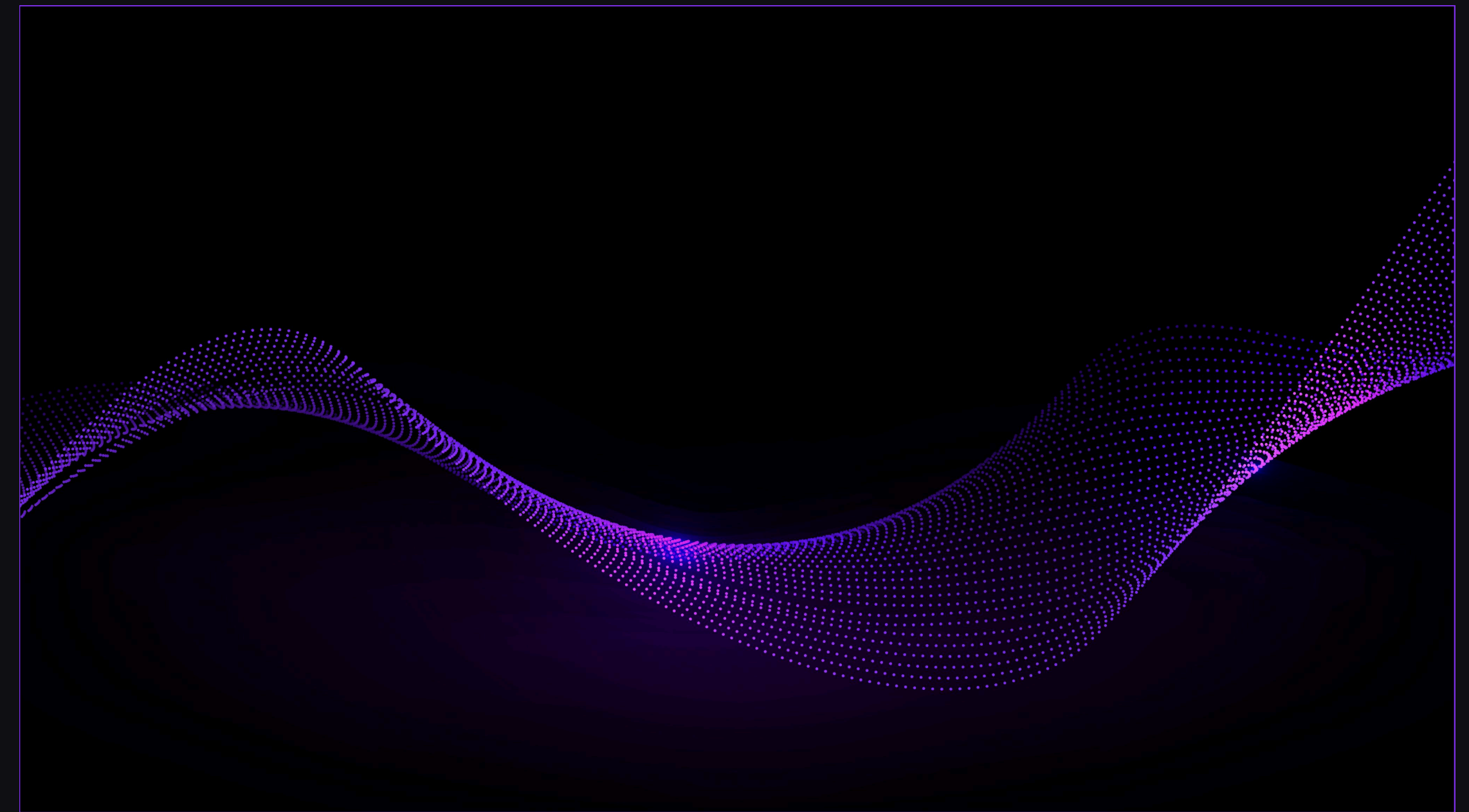
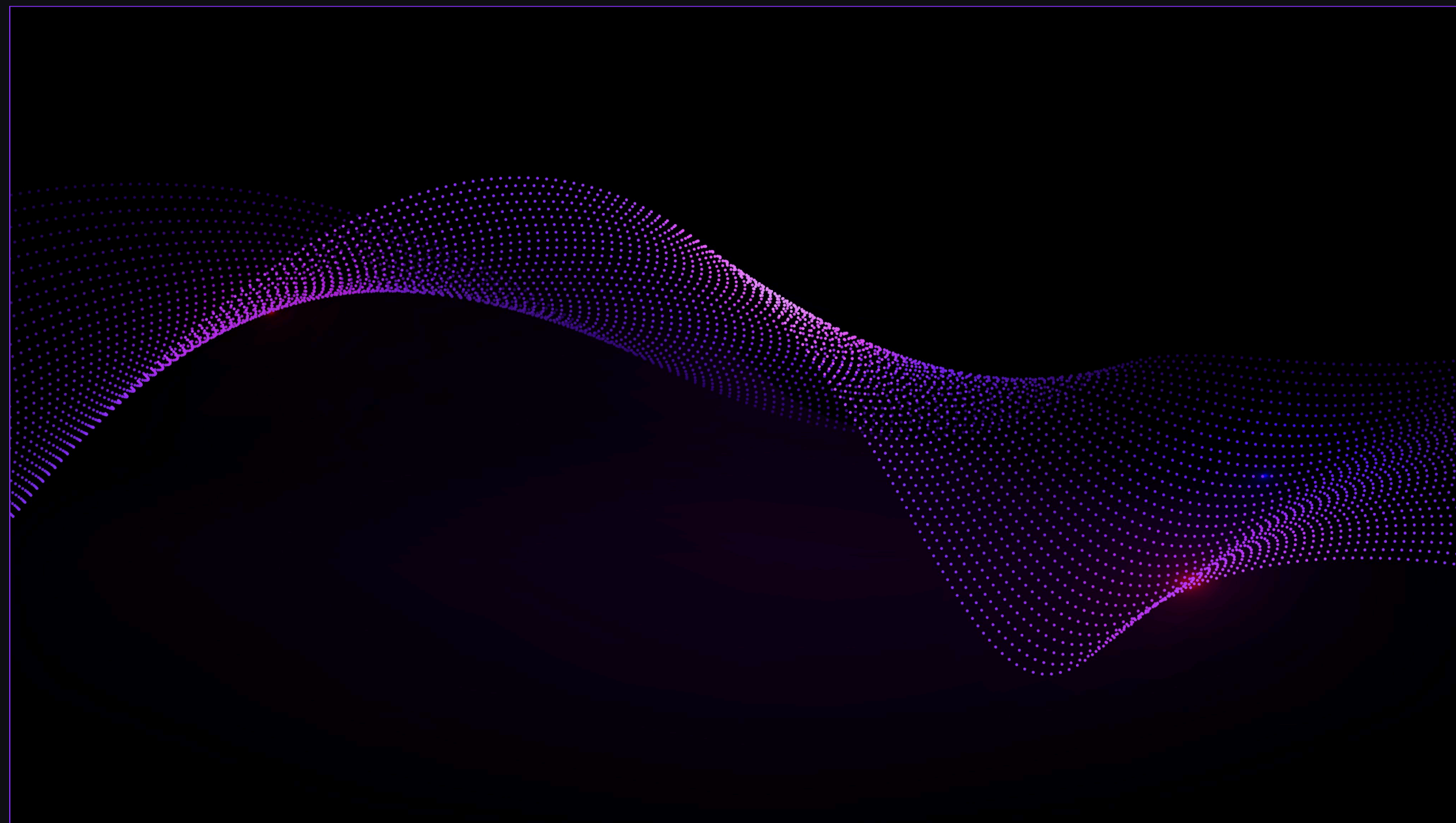
GRAPHIC ELEMENT

Particle Wave

Particle Wave is BoltOS's primary graphic element, representing the continuous flow of data, intelligence, and performance across the platform. It serves as the visual thread that connects people, products, and insights throughout the brand ecosystem

BoltOS patterns are derived from the modular forms of the BoltOS symbol, transforming a core brand asset into a flexible visual system. By repeating and connecting these shapes, the pattern creates a sense of continuity, movement, and interconnected momentum.

Patterns



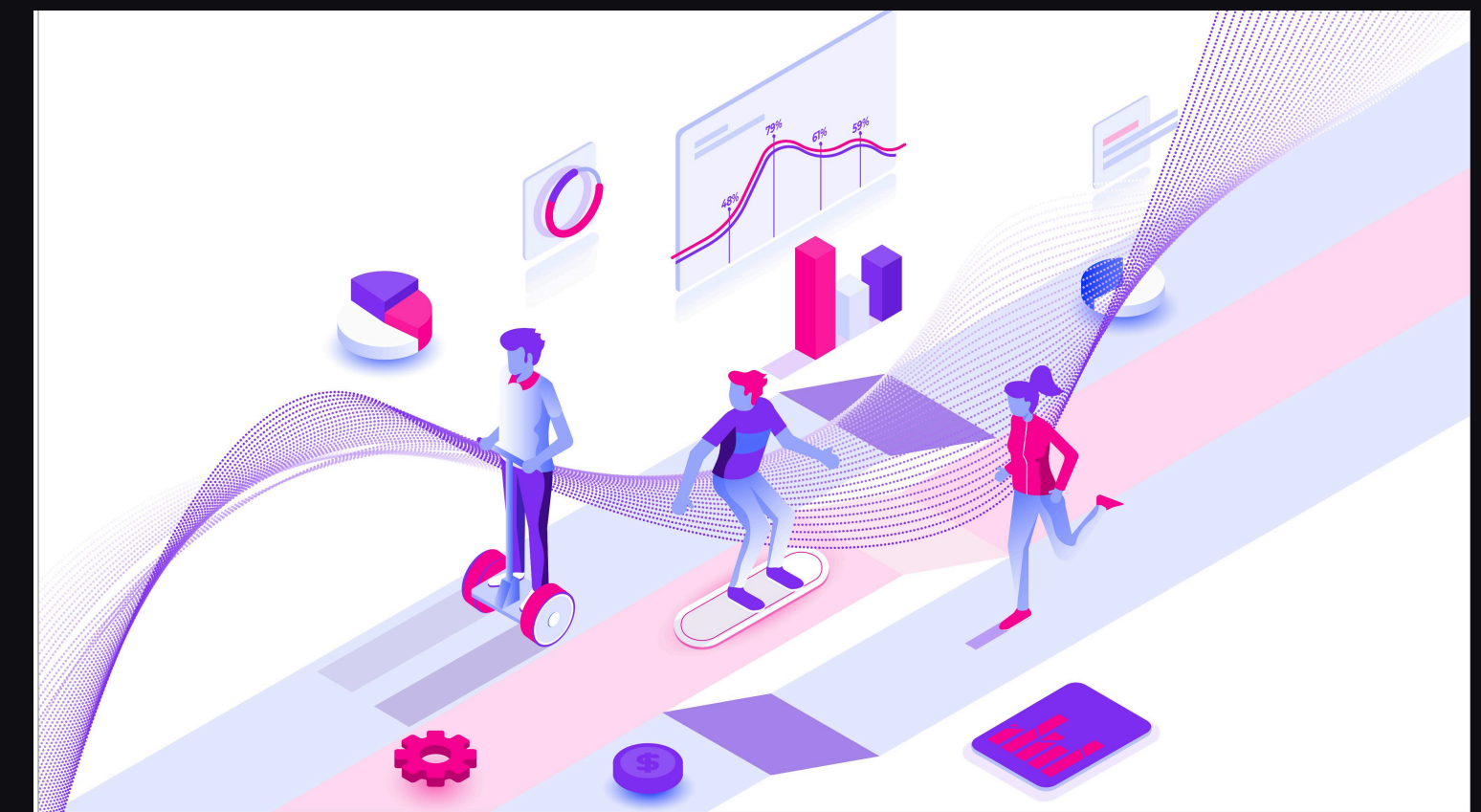
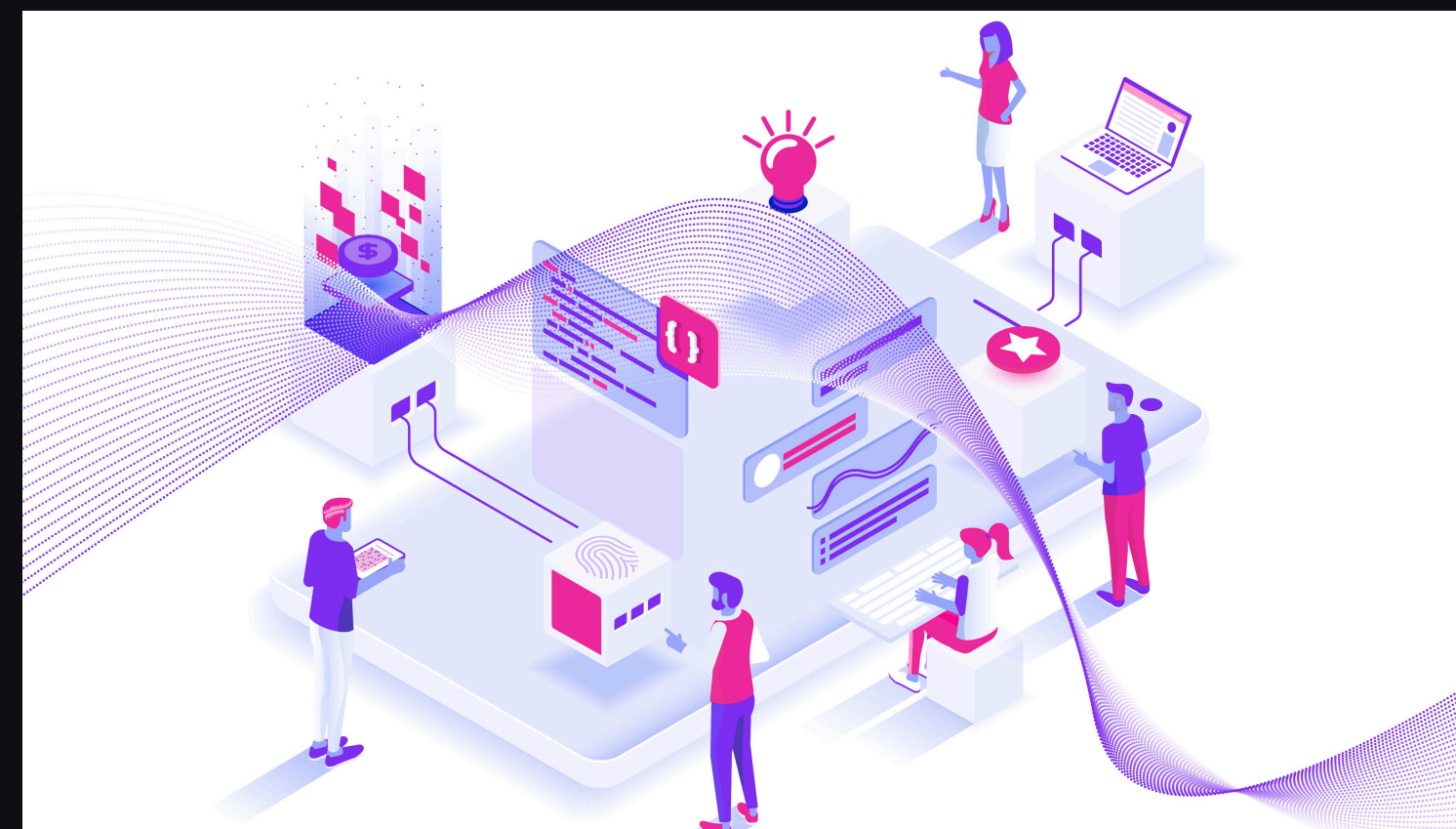
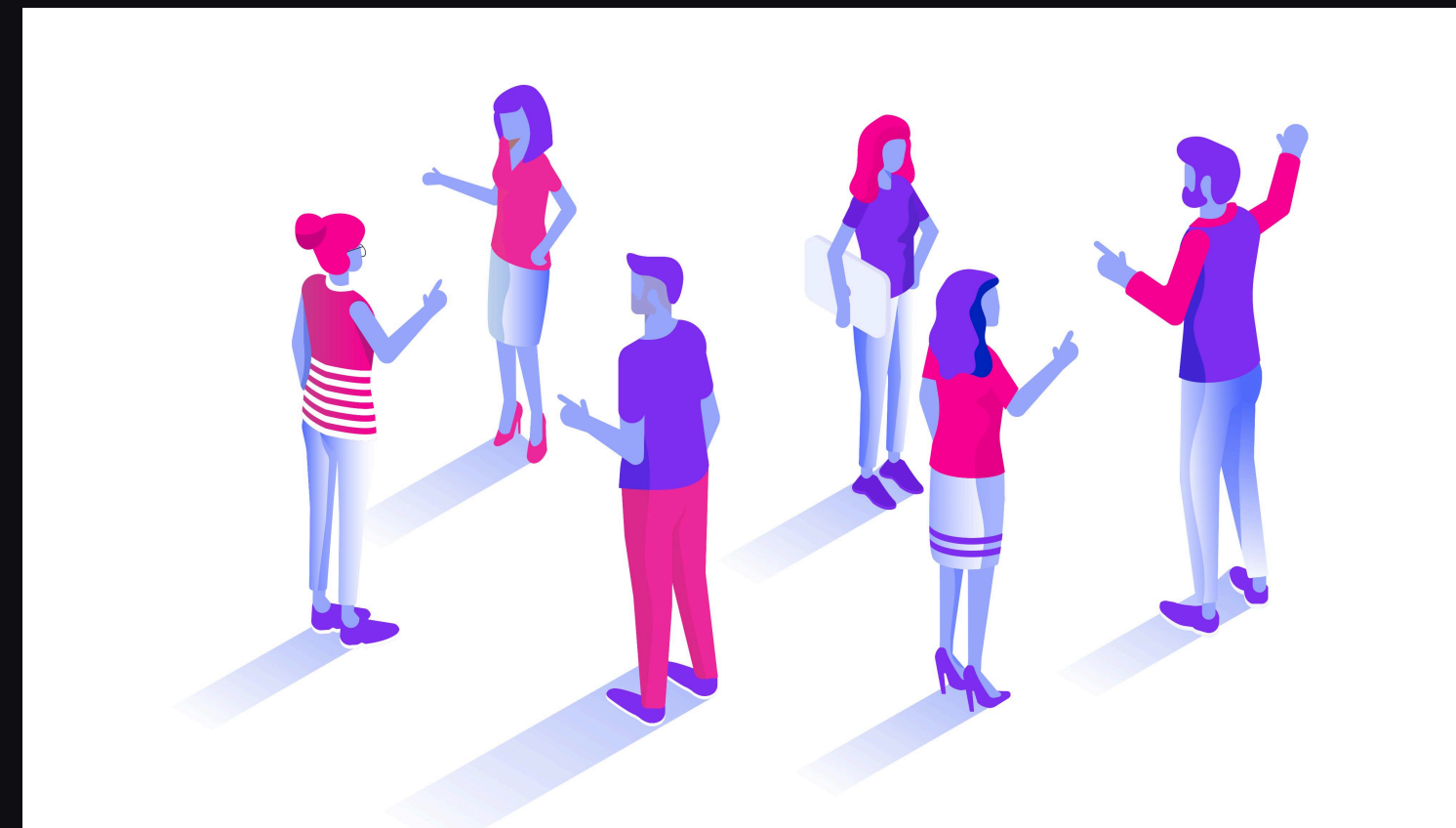
BoltOS illustrations visualize movement, intelligence, and audience momentum through abstract systems rather than literal representations. They are designed to simplify complex ideas into dynamic visual experiences that feel modern, purposeful, and performance-driven

ILLUSTRATION STYLE

Kinetic Isometric

BoltOS illustrations combine clean isometric compositions with flowing Particle Waves to visualise the continuous movement of data, intelligence, and performance.

Rather than decorating the scene, the Particle Wave becomes an active visual element that connects people, products, and insights into one continuous system.





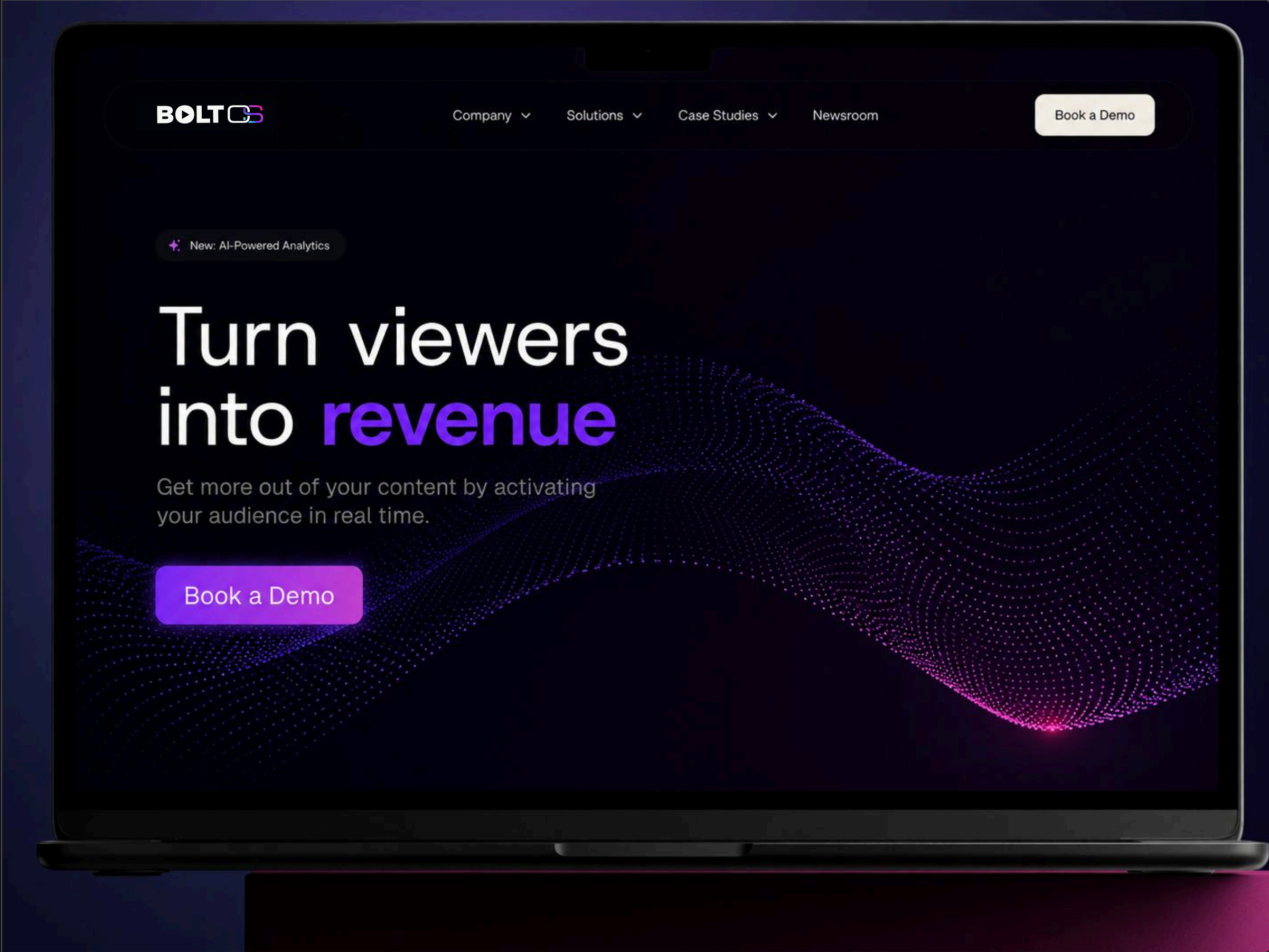
05

Brand Applications

The website serves as BoltOS's primary brand experience. It should emphasize clarity, movement, and audience momentum through bold typography, dynamic visual systems, and purposeful use of brand colors.

Brand Applications

WEBSITE



LAYOUT SYSTEM

Our layout system creates consistency across all pages and breakpoints. Built on a flexible grid with a structured spacing scale.

GRID STRUCTURE

Desktop

12 Columns

Tablet

8 Columns

Mobile

4 Columns

CONTAINER WIDTHS

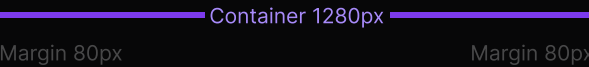
All layouts are centered with responsive containers.

Desktop XL 1440px

Desktop 1280px

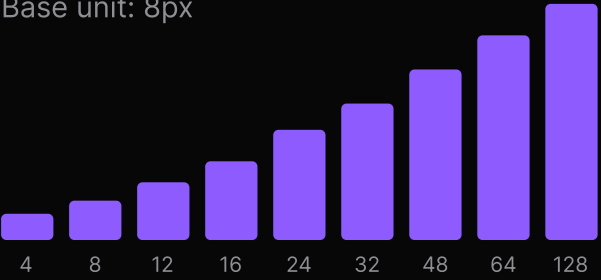
Tablet 768px

Mobile 375px



SPACING SCALE

Base unit: 8px



Use multiples of 8 for consistent spacing across layouts and components.

SECTION SPACING

Use consistent vertical spacing between sections.

- Hero Section 120px
- Section 96px
- Section 96px
- Footer

COMPONENT SPACING

Use consistent spacing inside components for clarity.

- Card Padding 24px
- Button Padding 16px
- Input Field 16px
- Icon + Text Gap 8px

Social content should be bold, concise, and insight-driven. Use a combination of audience-focused messaging, kinetic visual elements, and high-contrast imagery to build recognition and engagement.

Brand Applications

SOCIAL MEDIA POST



Email signatures and letterheads should maintain a clean, professional appearance while reinforcing the BoltOS brand through consistent typography, color application, and logo usage.

Brand Applications

EMAIL SIGNATURE

John Die
Account Director
P. +44 5678768 | e. john@boltos.ai



**Audience-driven
Revenue Engine**

LETTERHEAD



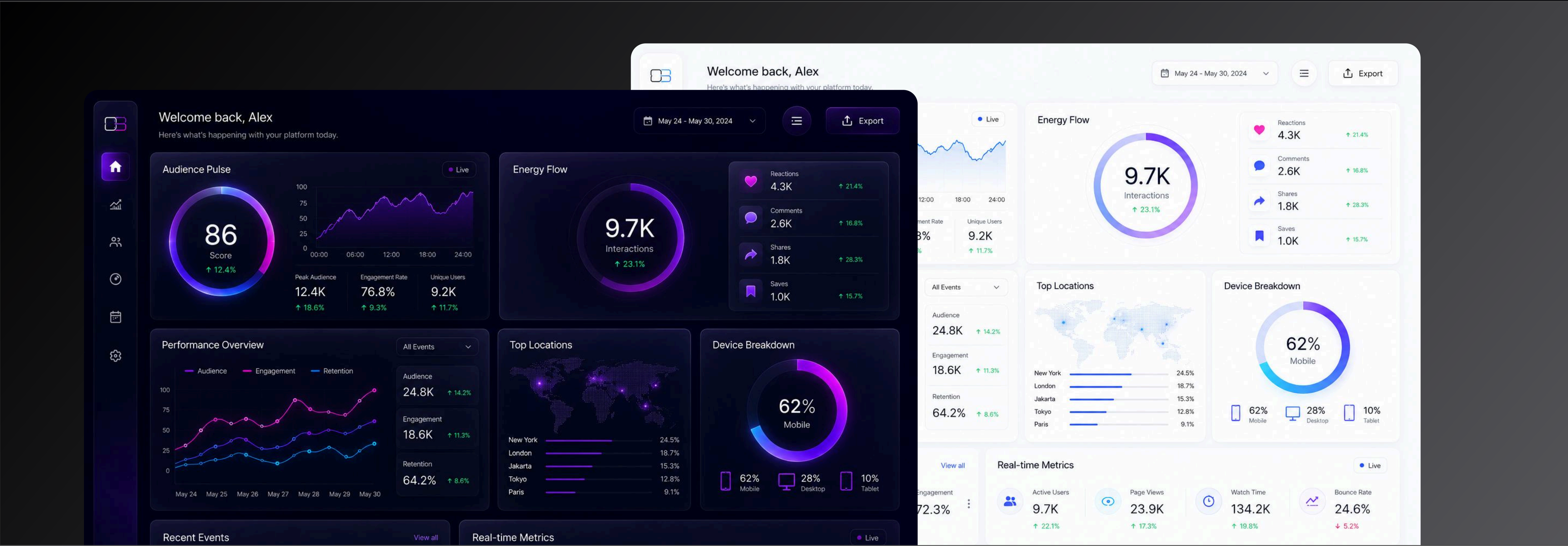
Bolt Global Media Private Limited
1 Keong Saik Road Intercontinental Singapore
Robetson Quay Singapore 089109

boltos.ai

Product interfaces should prioritize usability, clarity, and performance. Brand elements should support the experience through thoughtful use of color, iconography, motion, and visual hierarchy without compromising functionality.

Brand Applications

PRODUCT SCREEN





Photography Direction

Our photography brings the BoltOS brand to life, authentic, dynamic and future-focused. Each category has a distinct purpose and visual approach.

Directions



PEOPLE PHOTOGRAPHY

Authentic moments of action, collaboration and decision-making



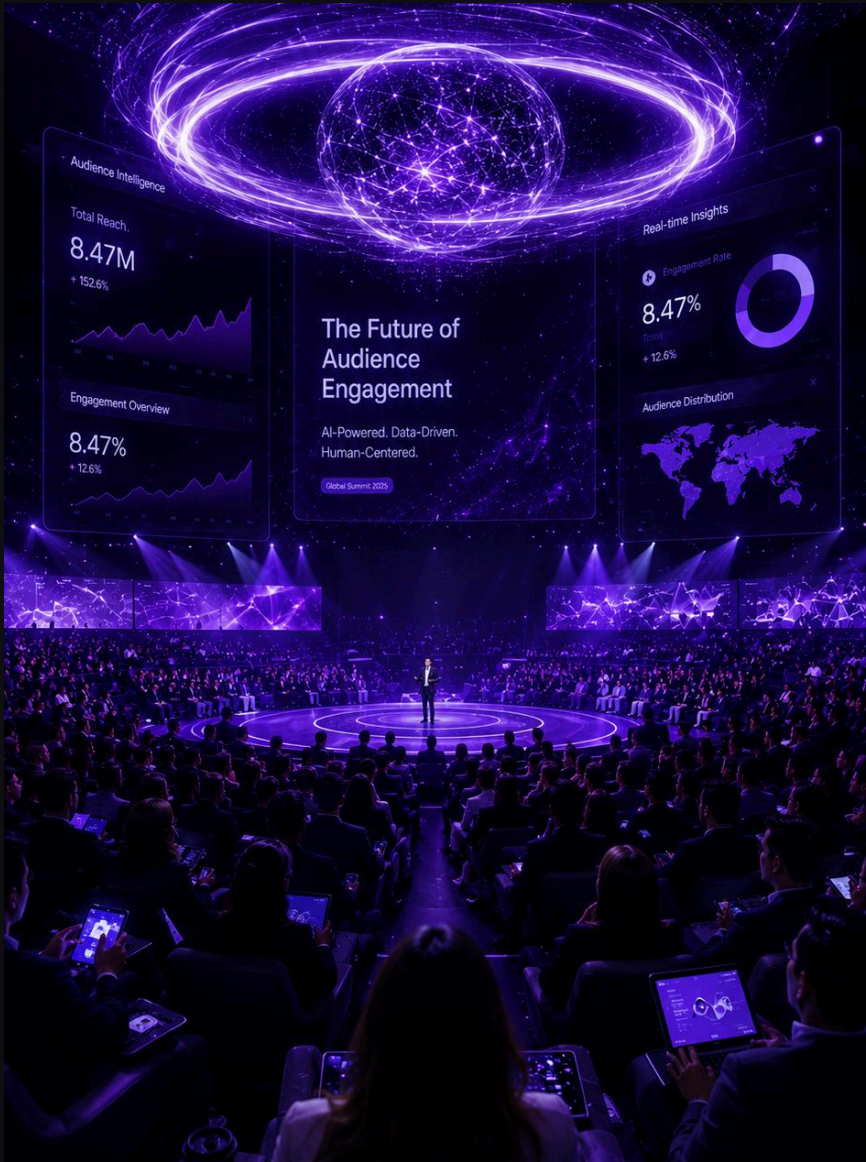
PRODUCT PHOTOGRAPHY

Showcase products through clarity, precision and interaction



EVENT PHOTOGRAPHY

Capture the energy and momentum of live audience experiences.



AI-GENERATED IMAGERY

Use AI imagery to visualize concepts that cannot be captured through traditional photography

Our photography brings the BoltOS brand to life, authentic, dynamic and future-focused. Each category has a distinct purpose and visual approach.

Directions

PHOTOGRAPHY

Color Treatment

All photography should follow our BoltOS color treatment to ensure a consistent, cinematic and premium look.

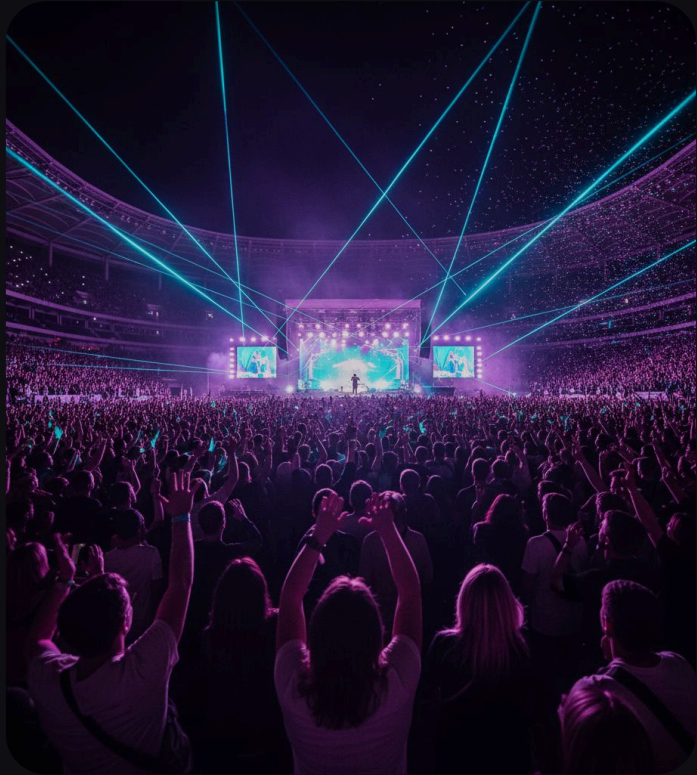
ORIGINAL PHOTO



BOLTOS TREATMENT



RESULT



COLOR TREATMENT RECIPE

Temperature		-8
Tint		+10
Exposure		+0.2
Contrast		+15
Highlights		-20
Shadows		+15
Saturation		-15
Vibrance		+10

Ultra Violet Shadows
Opacity: 15%

Cyan Highlights
Opacity: 8%

Film Grain
Intensity: 2%

Our photography brings the BoltOS brand to life, authentic, dynamic and future-focused. Each category has a distinct purpose and visual approach.

Directions

AI PROMPT LIBRARY

Prompt Examples

Use these prompts as a starting point for AI-generated imagery to achieve the BoltOS visual style.

 PEOPLE



Professional sports business team in a modern office, cinematic lighting, subtle purple and cyan ambient light, realistic, editorial quality.

 EVENTS



Large sports audience in a premium venue, dramatic lighting, purple ambient light, energetic atmosphere, realistic photography.

 PRODUCT



Modern dashboard interface on laptop in dark workspace, minimal lighting, purple and cyan accents, professional product photography.

 DATA / AI



Abstract data visualization, flowing particle wave, ultra violet and cyan colors, futuristic, high-tech, depth of field, cinematic.

 SPORTS ACTION



Professional football player in action at night, stadium lights, dynamic movement, purple and cyan tones, cinematic sports photography.

 ENVIRONMENT



Modern city skyline at night, tech and innovation vibe, purple and cyan lighting, cinematic, high-end commercial photography.

Our visual principles ensure across all photography and imagery. They guide the mood, tone and execution of every visual we create.

Visual Principles

LIGHTING

High contrast lighting with focused highlights and subtle atmospheric glow



COMPOSITION

Dynamic compositions that create direction and movement.



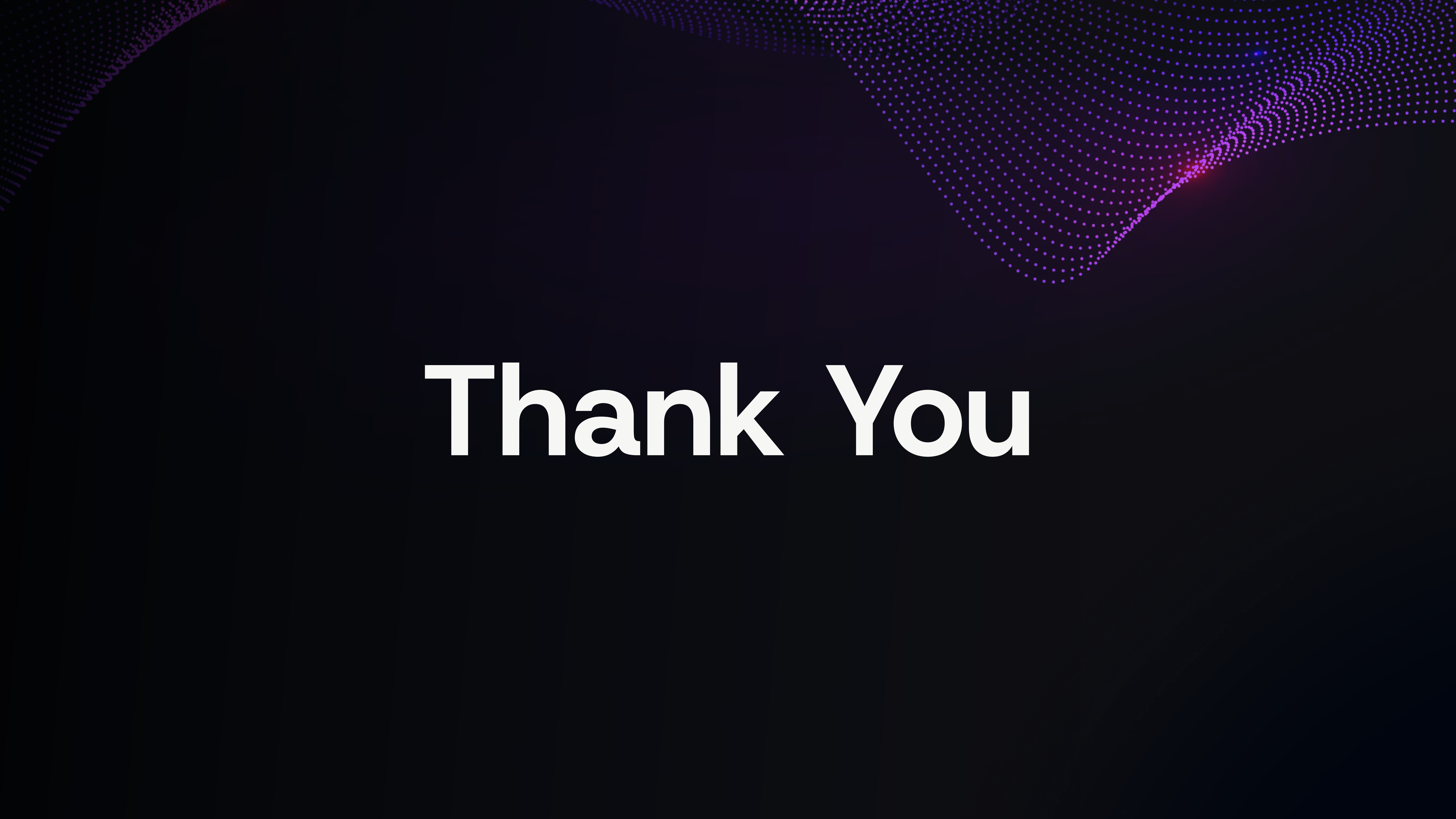
COLOR TREATMENT

Use BoltOS brand colors selectively to reinforce recognition.



MOOD

Intelligent, confident, energetic and performance-driven.



Thank You