

Bobby Talk Brand Book

Brand version 1.0.0 — active. Adopted beeldmerk: **Talk Pulse**. Adopted theme systems: **Night** and **Blush**. Product Owner: Alex (alex@siteways.io). Canonical domain: `bobbytalk.com`.

This document is the governed authority for the Bobby Talk identity. Every asset in the registry derives from the canonical Talk Pulse vector in `src/brand/geometry.ts`. Changes to canonical geometry or to a core palette require new written Product Owner approval and a new brand version.

1. Brand introduction

Bobby Talk is an invitation-only realtime messenger for people who hold a Bobby ID. There is no public directory, no discovery feed and no standalone signup. A conversation cannot begin before an invitation has been accepted, and a block overrides every path to you.

The brand has to carry two things at once: the calm seriousness of a private communication system, and the warmth of talking to people you actually care about. Talk Pulse and the two theme systems exist to hold that balance.

2. Brand story

Most messengers were designed to grow. They optimise for reach: find everyone, be findable by everyone, and let the noise arrive by default. Bobby Talk starts from the opposite premise. You appear only where you chose to appear.

Talk Pulse expresses that premise as geometry. Two voice crescents face each other. Nothing enters from outside the pair. Between them, the negative space forms a heart — warmth that is earned by the relationship, not advertised by the product. At the centre, three pulse bars stand for the three ways people speak here: written messages, voice notes and live calls.

3. Bobby Talk for dummies

- You need a Bobby ID. That is the only door. The button always reads **Continue with Bobby**.
- Nobody can message you until you invite them and they accept.
- You label your own contacts — family, business, friend. Those labels are private to you and grant no authority to anyone.
- You can send text, voice notes, and start voice or video calls.
- You choose how the app looks: **Night**, **Blush**, or **Follow system**.
- Follow system is a preference, not a third look. It picks Night or Blush for you.

4. Mission and brand promise

Mission. Give people a private place to talk with the people they choose, on infrastructure whose readiness is proven before a single real message is accepted.

Brand promise. You are reachable only by invitation. What you call people is yours. Nothing is claimed as secure until it has passed the readiness gate.

5. Talk Pulse — meaning and construction

Element	Meaning
Left crescent	The person listening
Right crescent	The person speaking
Negative space between crescents	Heart — warmth without dating-app signalling
Tall centre bar	Written message
Two flanking bars	Voice note and live call
Closed pair, no outer opening	Invitation-only by construction

Construction rules:

- Drawn on a 32x32 grid so that whole-pixel rendering survives down to 16px.
- The right crescent is the exact mirror of the left about `x = 16`.
- Round line caps only. Never square, never mitre.
- Single colour. The mark inherits `currentColor` so both themes work without a second file.
- No letter B, no letter T, no BT monogram, no product name inside the mark.

6. Canonical SVG geometry

Source of truth: `src/brand/geometry.ts`.

```
viewBox          0 0 32 32
crescent left    M13.2 4.6C7.4 6.6 4 10.9 4 16s3.4 9.4 9.2 11.4
crescent right   M18.8 4.6C24.6 6.6 28 10.9 28 16s-3.4 9.4-9.2 11.4
stroke (full)    2.8
stroke (simplified) 3.6
bars (full)      x15 y12.5 w2 h7 r1 | x10.6 y14.4 w2 h3.2 r1 | x19.4 y14.4 w2 h3.2 r1
bars (simplified) x14.4 y12 w3.2 h8 r1.6
```

7. Full and simplified marks

Variant	Use	Files
Full	28px and above	svg/talk-pulse-full.svg
Simplified	24px and below, and all favicons	svg/talk-pulse-simplified.svg

At 24px and below the two flanking bars merge optically; the simplified variant replaces all three bars with one weighted bar and thickens the crescents to 3.6. Rendering the full mark below 28px is a misuse.

8. Clear space and minimum sizes

- Clear space: 0.25x the mark height on all four sides. Nothing may enter it — not text, not a badge, not a container edge.
- Minimum size, full mark: 28px.
- Minimum size, simplified mark: 16px.
- Minimum size, horizontal lockup: 120px wide.
- Minimum size, stacked lockup: 88px wide.

9. Monochrome, transparent and reversed versions

Version	File	Rule
Mono black	svg/talk-pulse-mono-black.svg	Print, fax, engraving, single-colour signage
Mono white	svg/talk-pulse-mono-white.svg	Over photography and dark print
Transparent Night	svg/talk-pulse-transparent-night.svg	Night surfaces, no container
Transparent Blush	svg/talk-pulse-transparent-blush.svg	Blush surfaces, no container
Reversed Night	svg/talk-pulse-reversed-night.svg	White mark in a Night primary container
Reversed Blush	svg/talk-pulse-reversed-blush.svg	White mark in a Blush primary container

10. Wordmark

"Bobby Talk" in Inter SemiBold, -1.6 tracking at 58px, sentence case with both words capitalised. Never all caps, never "BobbyTalk", never "Bobby talk". Files: `svg/wordmark-night.svg`, `svg/wordmark-blush.svg`.

11. Lockups

- **Horizontal:** mark left, wordmark right, gap equal to 0.5x mark height, optical centre alignment. `svg/lockup-horizontal-{night,blush}.svg`
- **Stacked:** mark above, wordmark centred below, gap equal to 0.4x mark height. `svg/lockup-stacked-{night,blush}.svg`

The mark may always be used alone. The wordmark may be used alone in running text and email signatures. The lockups must not be rebuilt by hand.

12. Night theme

Near-black blue-shifted structure with a communication-blue accent. Night is the default and the canonical dark system. Its core: background `#0a0d13`, surface `#161b25`, primary `#005bd2`, foreground `#f9fafc`.

13. Blush theme

Pale lavender structure with violet primary and pink signal accents. Feminine-leaning, sweet, still serious. Its core: background `#f8f6fc`, surface `#fefdff`, primary `#633ae6`, foreground `#14121c`.

Night and Blush are complete independent semantic systems. Neither is derived from the other by inversion, opacity or filter.

14. Complete semantic token tables

Both themes define every token below. Night in `:root`, Blush in `html.blush`, both in `src/styles.css`.

Group	Tokens
Structure	<code>bg</code> , <code>surface</code> , <code>sunken</code> , <code>nav</code> , <code>chatlist</code> , <code>chat-active</code> , <code>hover</code> , <code>selected</code> , <code>composer</code> , <code>input</code> , <code>border</code> , <code>divider</code>
Bubbles	<code>bubble-in</code> , <code>bubble-in-fg</code> , <code>bubble-out</code> , <code>bubble-out-fg</code> , <code>bubble-delegated</code> , <code>bubble-delegated-fg</code> , <code>system</code> , <code>system-fg</code>
Text	<code>text</code> , <code>text-secondary</code> , <code>text-muted</code> , <code>link</code>
Actions	<code>primary</code> , <code>primary-fg</code> , <code>secondary</code> , <code>secondary-fg</code> , <code>ring</code>
Realtime	<code>unread</code> , <code>unread-fg</code> , <code>presence</code> , <code>typing</code> , <code>recording</code> , <code>waveform</code> , <code>waveform-track</code> , <code>callctl</code> , <code>call-incoming</code> , <code>call-missed</code>
Status	<code>success</code> , <code>warning</code> , <code>danger</code> , <code>blocked</code> , <code>encryption</code>
Relationships	<code>relationship</code> , <code>family</code> , <code>business</code> , <code>friend</code>

Components must reference the Tailwind semantic utility (`bg-surface`, `text-family`, `bg-bubble-out`) and must never hardcode a colour.

15. Contrast matrices

Measured from the shipped tokens by `scripts/brand/contrast.py` (oklch to sRGB, WCAG 2.1 relative luminance).

Night contrast matrix

Pair	Foreground token	Hex	Background token	Hex	Ratio	Required	Result
Body text on background	--bt-text	#f9fafc	--bt-bg	#0a0d13	18.59:1	4.5:1	PASS
Secondary text on background	--bt-text-secondary	#b0bccc	--bt-bg	#0a0d13	10.05:1	4.5:1	PASS
Muted text on surface	--bt-text-muted	#8793a4	--bt-surface	#161b25	5.55:1	4.5:1	PASS
Text on surface	--bt-text	#f9fafc	--bt-surface	#161b25	16.51:1	4.5:1	PASS
Incoming bubble text	--bt-bubble-in-fg	#f3f5f9	--bt-bubble-in	#202632	13.91:1	4.5:1	PASS
Outgoing bubble text	--bt-bubble-out-fg	#fafcff	--bt-bubble-out	#156cdd	4.84:1	4.5:1	PASS
Delegated bubble text	--bt-bubble-delegated-fg	#ededf6	--bt-bubble-delegated	#2b2949	11.92:1	4.5:1	PASS
System message text	--bt-system-fg	#afb8c6	--bt-system	#1a1f29	8.23:1	4.5:1	PASS
Primary button label	--bt-primary-fg	#fbfcfe	--bt-primary	#005bd2	5.99:1	4.5:1	PASS
Unread badge	--bt-unread-fg	#fbfcfe	--bt-unread	#005cd1	5.90:1	4.5:1	PASS
Link on background	--bt-link	#60c2ff	--bt-bg	#0a0d13	9.83:1	4.5:1	PASS
Success status	--bt-success	#35cc86	--bt-bg	#0a0d13	9.33:1	3.0:1	PASS
Warning status	--bt-warning	#f1ba4b	--bt-bg	#0a0d13	11.00:1	3.0:1	PASS
Danger status	--bt-danger	#fe626c	--bt-bg	#0a0d13	6.66:1	3.0:1	PASS

Pair	Foreground token	Hex	Background token	Hex	Ratio	Required	Result
Encryption status	--bt-encryption	#43d5dc	--bt-bg	#0a0d13	10.87:1	3.0:1	PASS
Presence dot	--bt-presence	#14ca80	--bt-surface	#161b25	8.03:1	3.0:1	PASS
Typing indicator	--bt-typing	#60bdeb	--bt-surface	#161b25	8.21:1	3.0:1	PASS
Recording indicator	--bt-recording	#fb575d	--bt-surface	#161b25	5.45:1	3.0:1	PASS
Voice-note waveform	--bt-waveform	#86cdfd	--bt-bubble-in	#202632	8.81:1	3.0:1	PASS
Incoming call state	--bt-call-incoming	#1dcd83	--bt-surface	#161b25	8.32:1	3.0:1	PASS
Missed call state	--bt-call-missed	#fe626c	--bt-surface	#161b25	5.91:1	3.0:1	PASS
Family relationship label	--bt-family	#f594c3	--bt-surface	#161b25	8.12:1	3.0:1	PASS
Business relationship label	--bt-business	#e8b45e	--bt-surface	#161b25	9.11:1	3.0:1	PASS
Friend relationship label	--bt-friend	#3ed0c8	--bt-surface	#161b25	9.05:1	3.0:1	PASS
Relationship label (neutral)	--bt-relationship	#a6c0e5	--bt-surface	#161b25	9.24:1	3.0:1	PASS
Focus ring	--bt-ring	#42b6ff	--bt-bg	#0a0d13	8.67:1	3.0:1	PASS
Border on background	--bt-border	#2d3645	--bt-bg	#0a0d13	1.59:1	1.5:1	PASS

27/27 pairs pass. Failures: none

Blush contrast matrix

Pair	Foreground token	Hex	Background token	Hex	Ratio	Required	Result
Body text on background	--bt-text	#14121c	--bt-bg	#f8f6fc	17.25:1	4.5:1	PASS

Pair	Foreground token	Hex	Background token	Hex	Ratio	Required	Result
Secondary text on background	--bt-text-secondary	#5c576d	--bt-bg	#f8f6fc	6.43:1	4.5:1	PASS
Muted text on surface	--bt-text-muted	#757186	--bt-surface	#fefdff	4.63:1	4.5:1	PASS
Text on surface	--bt-text	#14121c	--bt-surface	#fefdff	18.24:1	4.5:1	PASS
Incoming bubble text	--bt-bubble-in-fg	#1b1923	--bt-bubble-in	#ece8fa	14.49:1	4.5:1	PASS
Outgoing bubble text	--bt-bubble-out-fg	#fefdff	--bt-bubble-out	#6841ed	5.81:1	4.5:1	PASS
Delegated bubble text	--bt-bubble-delegated-fg	#4d1634	--bt-bubble-delegated	#fecee4	10.29:1	4.5:1	PASS
System message text	--bt-system-fg	#59546a	--bt-system	#e9e5f6	5.83:1	4.5:1	PASS
Primary button label	--bt-primary-fg	#fefdff	--bt-primary	#633ae6	6.35:1	4.5:1	PASS
Unread badge	--bt-unread-fg	#fefdff	--bt-unread	#c61583	5.41:1	4.5:1	PASS
Link on background	--bt-link	#5833cd	--bt-bg	#f8f6fc	7.06:1	4.5:1	PASS
Success status	--bt-success	#00713e	--bt-bg	#f8f6fc	5.70:1	3.0:1	PASS
Warning status	--bt-warning	#965900	--bt-bg	#f8f6fc	5.25:1	3.0:1	PASS
Danger status	--bt-danger	#c20028	--bt-bg	#f8f6fc	5.90:1	3.0:1	PASS
Encryption status	--bt-encryption	#00618b	--bt-bg	#f8f6fc	6.32:1	3.0:1	PASS
Presence dot	--bt-presence	#00804c	--bt-surface	#fefdff	4.93:1	3.0:1	PASS
Typing indicator	--bt-typing	#654db6	--bt-surface	#fefdff	6.31:1	3.0:1	PASS
Recording indicator	--bt-recording	#c50031	--bt-surface	#fefdff	6.05:1	3.0:1	PASS

Pair	Foreground token	Hex	Background token	Hex	Ratio	Required	Result
Voice-note waveform	--bt-waveform	#6d46e0	--bt-bubble-in	#ece8fa	4.86:1	3.0:1	PASS
Incoming call state	--bt-call-incoming	#00713e	--bt-surface	#fefdff	6.03:1	3.0:1	PASS
Missed call state	--bt-call-missed	#c50031	--bt-surface	#fefdff	6.05:1	3.0:1	PASS
Family relationship label	--bt-family	#b51c79	--bt-surface	#fefdff	6.08:1	3.0:1	PASS
Business relationship label	--bt-business	#874e00	--bt-surface	#fefdff	6.59:1	3.0:1	PASS
Friend relationship label	--bt-friend	#00687d	--bt-surface	#fefdff	6.31:1	3.0:1	PASS
Relationship label (neutral)	--bt-relationship	#554a88	--bt-surface	#fefdff	7.59:1	3.0:1	PASS
Focus ring	--bt-ring	#633ae6	--bt-bg	#f8f6fc	6.00:1	3.0:1	PASS
Border on background	--bt-border	#c6bfdf	--bt-bg	#f8f6fc	1.64:1	1.5:1	PASS

27/27 pairs pass. Failures: none

16. Typography

Role	Family	Treatment
Display / headings	Inter	600, tracking -0.02em, balanced line breaks
Body	Inter	400/500, 1.55 line height
Technical labels	Space Mono	400, 0.18em tracking, uppercase, 11px
Numerals in call timers	Space Mono	Tabular

No serif faces. No third family.

17. Iconography

Lucide, 1.75px optical stroke at 20px, round caps to match Talk Pulse. Icons are monochrome and take `currentColor`. Talk Pulse itself is never used as a UI icon inside the product; it identifies the product,

not a function.

18. Chat bubbles

Bubble	Tokens	Shape
Incoming	<code>bubble-in</code> / <code>bubble-in-fg</code>	16px radius, 4px on the tail corner
Outgoing	<code>bubble-out</code> / <code>bubble-out-fg</code>	16px radius, 4px on the tail corner
Delegated	<code>bubble-delegated</code> / <code>bubble-delegated-fg</code>	16px radius plus a delegation label row
System	<code>system</code> / <code>system-fg</code>	Full radius, centred, no tail

19. Reactions and replies

- Reactions sit half-overlapping the bubble's bottom edge on `surface` with a `border` hairline; the actor's own reaction uses `selected`.
- Replies render a quoted strip inside the bubble with a 2px `primary` left rule and the quoted author in `text-secondary`.
- Neither treatment may recolour the bubble itself.

20. Voice-note waveform

Bars of 2px width, 2px gap, `waveform-track` for unplayed and `waveform` for played, centre-anchored, minimum 12% height for silence. Duration in Space Mono. Recording state uses `recording` with a pulsing dot honouring `prefers-reduced-motion`.

21. Call controls and call states

State	Token	Presentation
Idle control	<code>callctl</code>	Circular 44px control, <code>text</code> glyph
Incoming	<code>call-incoming</code>	Ringing row, accept control filled
Active	<code>presence</code>	Timer in Space Mono, mute and camera controls
Missed	<code>call-missed</code>	Log row, no filled control
Ended	<code>text-muted</code>	Duration only

22. Relationship labels

Private, owner-set, non-authoritative. Rendered as a hairline chip on `sunken`, coloured by category token: `family`, `business`, `friend`, or neutral `relationship`. A label never grants message, call or

delegation authority, and is never shown to the labelled person.

23. Family, business and friend priority treatments

Category	Token	Priority treatment
Family	family	Chat list pin slot, notification always allowed
Business	business	Quiet hours respected, threads grouped
Friend	friend	Standard priority

Priority affects ordering and notification policy only. It never changes encryption, delegation or access.

24. Delegated-message presentation

A delegated message always states the acting party in a label row above the body: "Sent by <delegate> for <owner>". The bubble uses the delegated tokens so it can never be mistaken for the owner's own voice. Delegation can never be inferred; it is always written.

25. Emoji system and Bobby Talk brand emoji

Platform-native emoji for user content. The product ships one brand emoji: the simplified Talk Pulse mark, used only for Bobby Talk system moments (invitation accepted, readiness gate passed). It is never used decoratively and never in marketing copy as a bullet.

26. Tone of voice

Plain, exact, unhurried. Bobby Talk explains what is true and what is not yet built. It never flatters, never hypes and never implies a security property it cannot demonstrate.

27. Approved and prohibited language

Approved: "Continue with Bobby", "Bobby ID", "invitation-only", "relationship label", "readiness gate", "voice note", "delegated message".

Prohibited: "verified" as a badge on a Bobby ID, "end-to-end encrypted" before the readiness gate passes, "military-grade", "secure by default", "sign up", "create account", "log in with email", "BobbyTalk", "BT", "Bobby Chat".

28. Correct usage and misuse

Correct: single-colour mark; full mark at 28px and above; simplified mark at 24px and below; canonical clear space; lockups from file.

Misuse: recolouring the mark with a gradient; adding a drop shadow; rotating or skewing; outlining; placing the mark inside a chat-bubble container; adding a letter, monogram or handset; mixing Talk Pulse with Heart Call or Close Connection; rebuilding geometry by hand; mixing Night and Blush tokens in one view.

29. Favicons

`icons/favicon.svg` (simplified, primary container) plus PNG rasters at 16, 20, 24, 32, 48, 64, 96 and a multi-resolution `icons/favicon.ico` (16/32/48).

30. PWA and maskable icons

`icons/pwa-192.png` , `icons/pwa-512.png` (rounded container) and `icons/pwa-maskable-512.png` (full-bleed container with 4-unit safe-area padding on the 32 grid, i.e. 12.5% inset).

31. iOS and Android application icons

- iOS: `icons/ios-app-icon-1024.png` , square, full-bleed, no built-in rounding, no transparency.
- Android legacy: `icons/android-app-icon-512.png` .
- Android adaptive foreground: `icons/android-adaptive-foreground-432.png` , background layer is Night primary.
- Apple touch: `icons/apple-touch-icon-180.png` .

32. Desktop application icons

`icons/desktop-app-icon-256.png` , `-512` , `-1024` for Windows, macOS and Linux packaging.

33. Social avatars and covers

Avatars: `social/avatar-400.png` , `social/avatar-1000.png` , `social/avatar-blush-1000.png` .

Covers: `social/cover-1500x500-night.png` , `-blush.png` . Avatars always use the container version; the transparent mark must not be uploaded as an avatar.

34. Open Graph images

`social/og-1200x630-night.png` and `social/og-1200x630-blush.png` . Mark, product name and one sentence only. No screenshots, no feature lists.

35. Email identity

`social/email-header-1200x300.png` and `social/email-signature-600x160.png` . Sender name "Bobby Talk". Signature wordmark plus `bobbytalk.com` . No B-based mark anywhere in email assets.

36. Notification assets

`icons/notification-mono-96.png` — simplified mark, white, transparent background, for Android status-bar tinting. Notification copy never contains message content in the preview by default.

37. Business-card concepts

`applied/business-card-1050x600-night.png` and `-blush.png` at 3.5x2in, 300dpi. Front: mark and wordmark. Back: name, role, `bobbytalk.com` , contact address.

38. Presentations

`applied/presentation-cover-1920x1080.png` . Cover uses Night. Body slides use one theme throughout, Inter only, Space Mono for data labels.

39. Stickers

`applied/sticker-round-512.png` — die-cut round, container version, 4mm bleed at print.

40. Window stickers

`applied/window-sticker-1024.png` — single-colour cut vinyl, simplified silhouette permitted only at the mandated minimum size.

41. Merchandise

`applied/merchandise-print-2048.png` — single-colour mark for embroidery and screen print. Minimum embroidered size 25mm; below that the simplified mark is mandatory.

42. Signs

`applied/sign-2000x1000.png` — mark, wordmark and domain, Night palette, clear space doubled to 0.5x mark height at architectural scale.

43. Vehicle branding

`applied/vehicle-panel-2400x900.png` — horizontal lockup with domain, minimum lockup width 400mm on a panel, mark never placed across a body seam or door handle.

44. Print-safe outlined artwork

Send outlined artwork — never the web lockups — to any printer, sign maker, vehicle wrapper, garment supplier or agency.

- Horizontal lockup: `/brand/outlined/lockup-horizontal-outlined-{variant}.svg`
- Stacked lockup: `/brand/outlined/lockup-stacked-outlined-{variant}.svg`
- Wordmark only: `/brand/outlined/wordmark-outlined-{variant}.svg`
- Variants: `night` , `blush` , `mono-black` , `mono-white` , `reversed-night` ,

`reversed-blush`

- PDF companions for the four most-requested variants sit beside the SVGs.

Every glyph is converted to a vector path at generation time from the vendored `scripts/brand/fonts/Inter-SemiBold.ttf` . The delivered files contain no `<text>` , no `font-family` and no `@font-face` , so they render identically offline and on systems where Inter is absent. The typography is unchanged — these are the approved letterforms, outlined.

Text-based lockups (`/brand/svg/lockup-*.svg` , `/brand/svg/wordmark-*.svg`) are retained for web and accessibility use only. Do not send them to a vendor.

45. Documents and packages

- Canonical adoption record (single authority):

`docs/governance/brand/BOBBYTALK-BRAND-1.0.0-PRODUCT-OWNER-ADOPTION.md` , copied verbatim into the package as `docs/BOBBYTALK-BRAND-1.0.0-PRODUCT-OWNER-ADOPTION.md`

- Markdown brand book: `docs/BOBBYTALK-BRAND-BOOK-1.0.0.md`
- Rendered PDF brand book: `docs/BOBBYTALK-BRAND-BOOK-1.0.0.pdf`
- Derived adoption exports: `docs/adoption-record-1.0.0.json` and `.md`
- ZIP packages: vectors, outlined print, icons, social, applied, docs, complete
- Machine-readable registry: `registry.json`
- Checksum manifest: `SHA256SUMS.txt`

46. Version and lifecycle history

Version	State	Note
0.1.0-rejected	rejected	B-based beeldmerk and single dark theme. Removed from every surface, icon and manifest.
0.9.0-candidates	historical	Heart Call, Talk Pulse and Close Connection presented with Night and Blush.
1.0.0	active	Talk Pulse adopted. Night and Blush adopted. Governed registry established.

Heart Call and Close Connection remain approved historical candidates, recorded at [/brand/candidates](#) . They are not alternate active identities and must not be mixed with Talk Pulse.