Booooooh

BRAND GUIDELINES

The Booooooh brand

Logo, colours, product names, tone of voice and ads.



Wordmark and icon



Wordmark

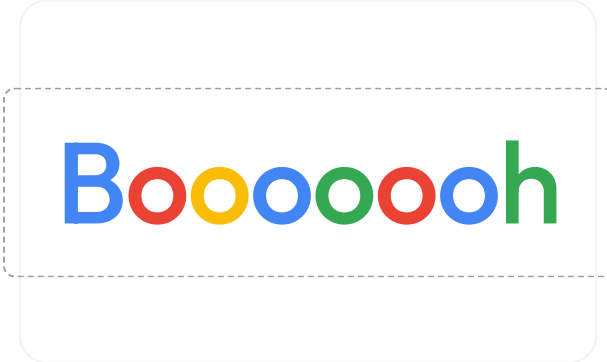
The word “Boooooooh”, with a capital B and six “o”. Use it wherever there is horizontal space.



Icon

The “B” in four colours, on a white background. Use it in square or round spaces.

Clear space and minimum size



Around the logo leave free space at least as tall as one “o”: no text, borders or images inside this area.



Wordmark: at least 120 px wide on screen (30 mm in print). Icon: at least 32 px. Below these sizes the letters are no longer readable.

Do and don't



✓ On a white background



✓ On a light background



✕ Coloured backgrounds or photos



✕ Stretching



✕ Rotating



✕ Recolouring



✕ Shadows and outlines

The order of the letter colours never changes. Always use the original SVG files: do not redraw the logo or retype it with a font.

Colours

Blue
#4285F4
RGB 66 · 133 · 244 · B, 3rd and 6th o

Red
#EA4335
RGB 234 · 67 · 53 · 1st and 5th o

Yellow
#FBBC05
RGB 251 · 188 · 5 · 2nd o

Green
#34A853
RGB 52 · 168 · 83 · 4th o and h

Text
#202124
RGB 32 · 33 · 36 · Titles and text

Actions and links
#1A73E8
RGB 26 · 115 · 232 · Buttons, links

Surfaces
#F8F9FA
RGB 248 · 249 · 250 · Secondary backgrounds

Background
#FFFFFF
RGB 255 · 255 · 255 · Logo background

White is the main colour: leave plenty of empty space. The four logo colours are only accents (icons, underlines, dots), never large areas behind the logo.

Typefaces

Outfit · titles

Booooooh Aa 600

Inter · text, menus and buttons

Inter Aa · 400 · 500 · 600

Short sentences with a full stop; titles in sentence case.

How to write the name

✓ **Booooooh**

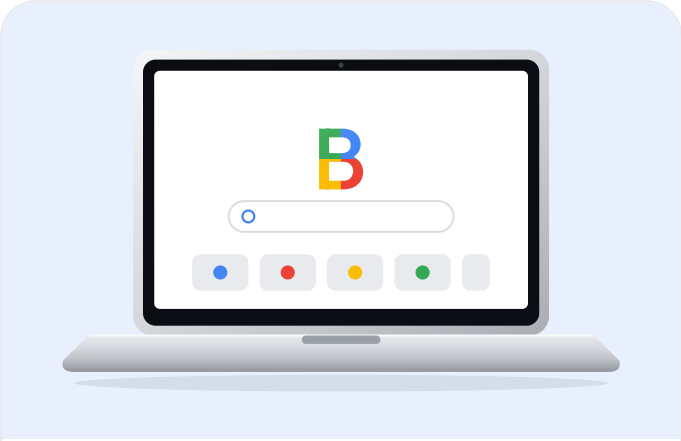
✕ BOOOOOOH · booh · Booh! · Boooh

Capital B and six “o”, always.

Product family

All products and services sit under the Boooooooh brand. Up-to-date prices and availability are on boooooooh.com.

Devices



BohBook

The laptop with BohOS.

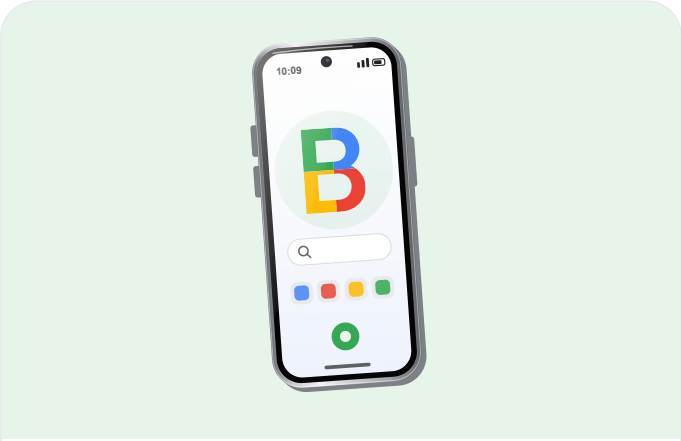
Coming soon



BohPhone Campus

The essential phone, designed for students.

Coming soon



BohPhone Pro

The most complete version of the phone.

Coming soon



BohWatch

The watch with notifications, chat and Bohmail on your wrist.

Coming soon

Product illustrations are flat drawings on soft light backgrounds. Use the ones from the website, never photos or drawings of other brands' devices.

Services

Boooooooh
The search engine: web, news, images, videos and products. On boooooooh.com and as an app for Mac and Windows.

Bohmail
Email with an @bohmail.io address.

By reservation

Bohvolut
Payments and money transfers in the app, with authorised partners.

BohStore
Boooooooh stores, physical and online.

Planned

Bloop
The marketplace to buy and sell.

LineAI
The assistant that answers, writes and searches.

Flixon Prime
Films and series.

Meet
Video calls and meetings.

Drive
Files and photos in one place.

LineIn
Your professional profile and job offers.

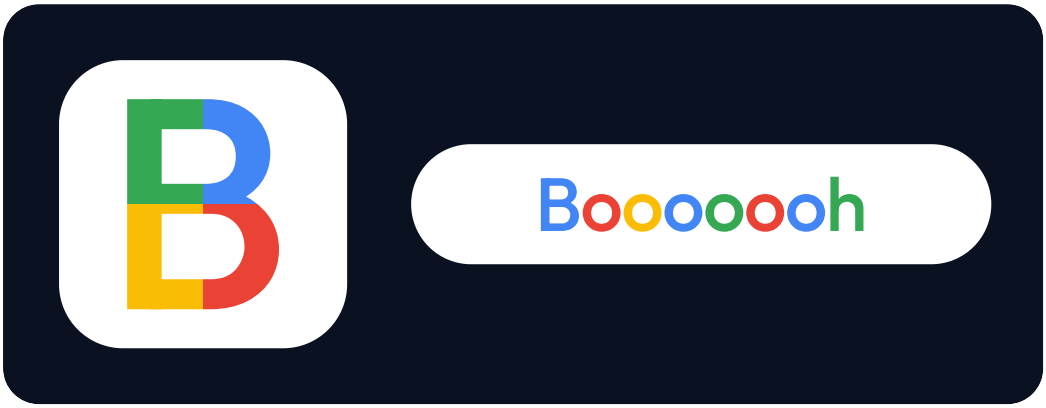
LineNews
News from the sources you follow.

How to write product names

✓ BohBook · BohPhone Campus · BohWatch · Bohmail · Bohvolut
Products join “Boh” to a capitalised word, with no space: BohBook, BohPhone, BohWatch, BohStore, BohOS.
Two exceptions, in lower case: Bohmail and Bohvolut.
The model comes after the name, with a space: BohPhone Campus, BohPhone Pro.
App services keep their own names: LineIn, LineAI, LineNews, Bloop, Meet, Drive, Flixon Prime.
× Boh Book · Boh-Phone · BOHWATCH · BohMail · BOHVOLUT

Dark backgrounds: night blue

The app uses the night-blue theme. On these backgrounds use the colours below; white remains the main colour of the website and print.



On a dark background the logo always sits on a white tile: the icon in a white square with rounded corners, the wordmark in a white pill. Never place the coloured logo directly on blue.

Background
`#0A1222`
RGB 10 · 18 · 34 · App and ad background

Surface
`#121C30`
RGB 18 · 28 · 48 · Cards

Raised surface
`#1B2740`
RGB 27 · 39 · 64 · Menus and fields

Border
`#2B3A57`
RGB 43 · 58 · 87 · Lines and outlines

Light text
`#E9EFFB`
RGB 233 · 239 · 251 · Titles and text

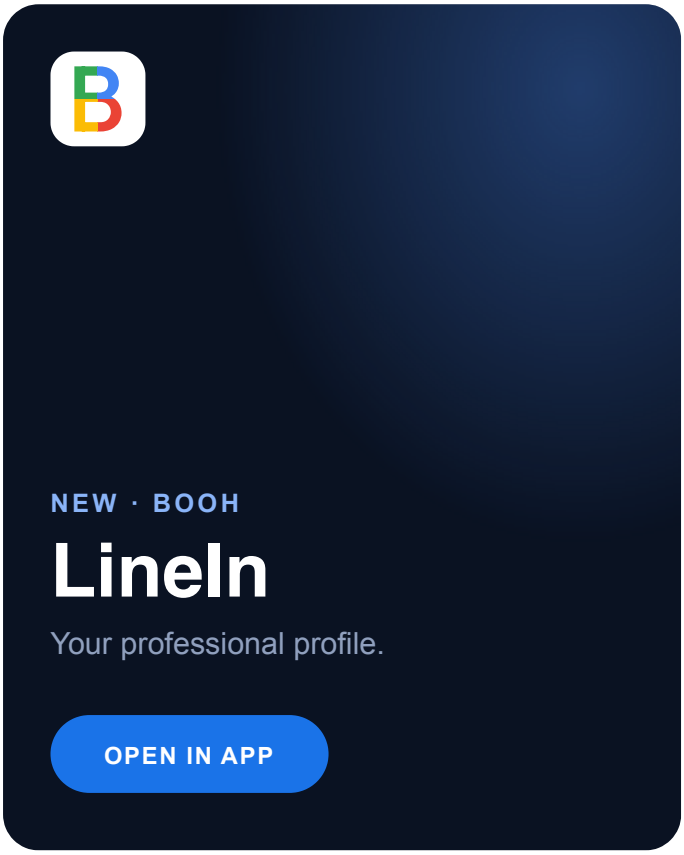
Secondary text
`#90A0BE`
RGB 144 · 160 · 190 · Captions

Action blue
`#4C8DF7`
RGB 76 · 141 · 247 · Buttons

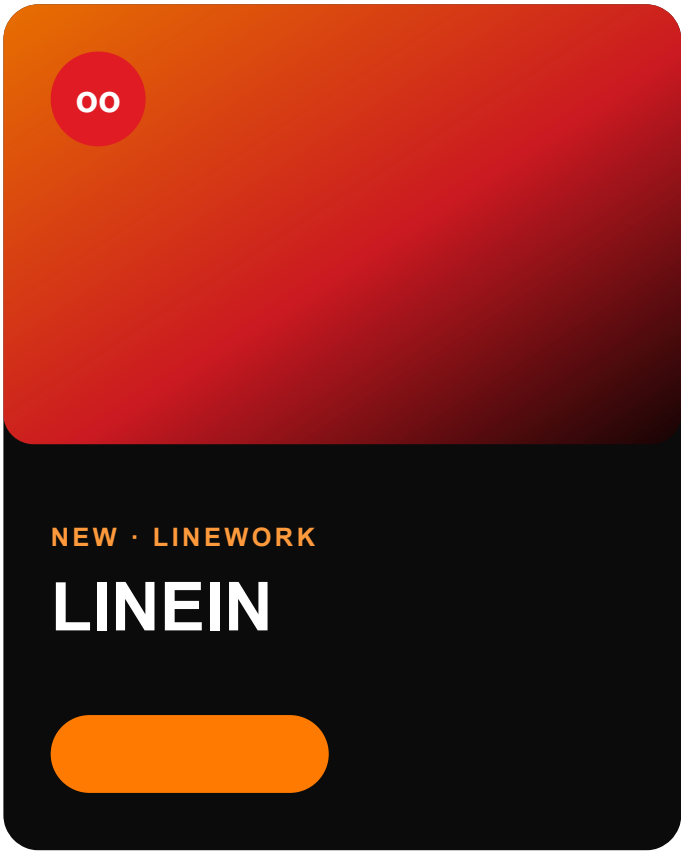
Sky blue
`#8AB4F8`
RGB 138 · 180 · 248 · Links and eyebrows

Ads and social media

Boooooh ads use the night-blue background, the B icon on a white tile at the top left, the “NEW · BOOH” eyebrow in sky blue, a white title in Outfit and a single blue button.



✓ Correct ad



✕ Don’t

Orange or red gradients on black, the old Linework logo, other people’s characters or brands.

- Formats 1:1 (1080 × 1080 px) and 4:5 (1080 × 1350 px).
- One message per ad: a title of up to five words, one line of text, one button.
- The eyebrow is always “NEW · BOOH” or the product name, in capitals.
- Product illustrations go on soft light backgrounds: blue, yellow, green or pink.
- Social profiles: profile picture = B icon on white; cover in white or night blue, with the wordmark on a white tile.

Tone of voice

- We speak directly to people. Short sentences, one idea per sentence, ending with a full stop.
- We say what the product does. No comparisons with other brands and no names of other companies' products.
- We don't promise what we can't guarantee. We don't use: "100% secure", "anonymous", "untraceable", "forever", "for life", "investment", "income", "guaranteed earnings".
- Bohvolut is a payment service: never call it a "bank".
- What isn't ready yet is "coming soon" or "planned". Prices and dates only if they are published on boooooh.com.

For printing or other uses of the brand, write to support@linework.app · linework.app/brand