

Bobby > Link

Brand book

Canonical Signal Junction brand system

Decision: ADR-0001 — Refinement 2, Signal Junction

Blue is fixed routing infrastructure. Coral is the active signal being routed. Every asset in this document is generated from one set of vector geometry.

Version 2.0.0 · generated 2026-08-26 · <https://bobby.link/brand>
Pre-pilot. Nothing in this document is published or deployed.

The decision and what it supersedes

The Product Owner selected Refinement 2 — Signal Junction as the canonical brand direction on 2026-08-26. The decision is recorded in docs/decisions/ADR-0001-brand-direction.md and authorises the Phase 2 brand system and public shell only.

Selected

- Refinement 2 — Signal Junction. Blue rails are fixed infrastructure handing off to a blue platform bar; the solid coral triangle is the routed signal in motion.

Superseded — must not appear in product

- Candidate 1 — The Junction (superseded by its refinement round).
- Candidate 2 — Relay (rejected).
- Candidate 3 — Threshold (rejected).
- Junction Refinement 1 — Dual Route Junction (rejected).
- Junction Refinement 3 — Unified Junction (rejected).

The superseded work is retained as immutable decision evidence at /brand/candidates and /brand/junction-refinements, banner-marked as superseded. It is evidence, not brand.

THE MARK

Signal Junction

Two blue rails converge at hard 45° mitres onto a blue platform bar. A solid coral triangle sits at the destination: the signal that has been routed. No radiused elbows, no round caps, no gradients. Silhouette weight sits at the destination.



Horizontal lockup — full colour on Cold White



Horizontal lockup — reversed on Near Black



Symbol alone. Minimum 16px on screen, 6mm in print.

RENDITIONS

One geometry, five renditions

Full colour is the default. Reversed is for Near Black and dark photography. Mono black and mono white are single-ink. Mono true black is reserved for thermal and laser receipt output.



Full colour



Mono black — single ink



Stacked lockup for square and narrow placements

CONSTRUCTION

Clear space and minimum sizes

Minimum clear space on all four sides equals the height of the coral signal head (X). For the horizontal lockup and for the symbol alone, $X = 62.5\%$ of the symbol height.

Context	Minimum	Note
Symbol, screen	16 px	Verified legible in colour and true monochrome.
Symbol, print	6 mm	Below this the signal channel closes up.
Horizontal lockup, screen	120 px wide	Below this use the symbol alone.
Horizontal lockup, print	32 mm wide	
Stacked lockup, screen	96 px wide	
Email header PNG	160–200 px rendered	180 px recommended.

Correct use

- Use the horizontal lockup as the default; the symbol only when width is constrained.
- Keep the coral signal head coral in every full-colour rendition — it carries the meaning.
- On dark surfaces use the reversed rendition, not the full-colour one.
- Respect the clear space and minimum sizes; scale proportionally.
- Ship alt text of "Bobby Link", or "Bobby Link symbol" for the mark alone.

CONSTRUCTION

Incorrect use

- Do not recolour the signal head to blue, or the rails to coral — it inverts the principle.
- Do not add gradients, shadows, glows, outlines or bevels to the mark.
- Do not rotate, skew, stretch or re-space the lockup.
- Do not place the full-colour mark on a mid-tone or busy photographic background.
- Do not rebuild the wordmark in live text — use the outlined asset.
- Do not use the retired candidates or Refinements 1 and 3 anywhere in product.
- Do not reference a brand image from any origin other than <https://bobby.link/images/>.

Typography

Bobby Link loads no external webfont. The interface uses the platform sans stack: ui-sans-serif, system-ui, -apple-system, "Segoe UI", Roboto, "Helvetica Neue", Arial, "Noto Sans", sans-serif. Weights used are 400 regular and 600 semibold; monospace uses the platform mono stack.

The wordmark is not live text. It is outlined vector geometry generated once from Noto Sans (Regular for "Bobby", ExtraBold for "Link", -3.5% tracking), so no exported asset depends on a font being installed. Email and receipt output must never depend on a downloaded font: logos are pre-rasterised PNG and surrounding text uses a plain system stack.

COLOUR

Palette

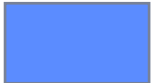
Blue is infrastructure, coral is signal. Derived inks exist only because the two brand hues do not clear AA as text on the surface they sit on.



Link Blue

#245BFF

Fixed routing infrastructure. Rails, platform, primary action.



Link Blue Light

#5B8CFF

Derived. Blue for text and marks on Near Black.



Signal Coral

#FF4D35

The routed signal. Structural accent, never decoration.



Signal Coral Ink

#D32B14

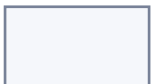
Derived. Coral used as text on Cold White.



Near Black

#080A0F

Primary ink and dark surface.



Cold White

#F5F7FB

Primary surface and reversed ink.



Steel

#778197

Non-text structure: hairlines, dividers, disabled shapes.



Steel Ink

#5A6478

Derived. Secondary text on Cold White.



Steel Ink Dark

#8A94A8

Derived. Secondary text on Near Black.

ACCESSIBILITY

Contrast matrix

Ratios recomputed from the WCAG 2.1 relative-luminance formula against the exact hex values. Normal AA is 4.5:1; large text and non-text UI is 3:1.

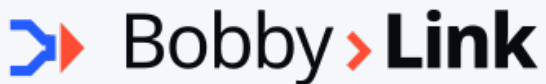
Foreground	Background	Ratio	Normal	Large	UI	Usage
Near Black #080A0F	Cold White #F5F7FB	18.46:1	PASS	PASS	PASS	Primary body text.
Steel Ink #5A6478	Cold White #F5F7FB	5.55:1	PASS	PASS	PASS	Secondary text.
Link Blue #245BFF	Cold White #F5F7FB	4.88:1	PASS	PASS	PASS	Links and action text.
Signal Coral Ink #D32B14	Cold White #F5F7FB	4.75:1	PASS	PASS	PASS	Coral as text on light.
Signal Coral #FF4D35	Cold White #F5F7FB	3.08:1	FAIL	PASS	PASS	Shapes only. Clears AA large mathematically; brand policy still prohibits coral as text on light.
Steel #778197	Cold White #F5F7FB	3.65:1	FAIL	PASS	PASS	Structure only. Fails as normal text.
Cold White #F5F7FB	Near Black #080A0F	18.46:1	PASS	PASS	PASS	Inverse body text.
Steel Ink Dark #8A94A8	Near Black #080A0F	6.49:1	PASS	PASS	PASS	Inverse secondary text.
Link Blue Light #5B8CFF	Near Black #080A0F	6.26:1	PASS	PASS	PASS	Links on dark.
Signal Coral #FF4D35	Near Black #080A0F	6.00:1	PASS	PASS	PASS	Coral is usable as text on dark.
Cold White #F5F7FB	Link Blue #245BFF	4.88:1	PASS	PASS	PASS	Primary button label.
Near Black #080A0F	Signal Coral #FF4D35	6.00:1	PASS	PASS	PASS	Ink on a coral chip.

Correction of record: Signal Coral #FF4D35 on Cold White #F5F7FB is 3.08:1. It fails AA for normal text and mathematically clears AA large text. Brand policy still prohibits coral as text on light — use Signal Coral Ink #D32B14. Coral on light is for shapes only.

APPLICATIONS

Email logo assets

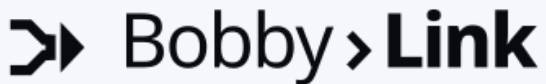
Email images are referenced by absolute canonical URL under <https://bobby.link/images/>. No Supabase, Lovable, preview, storage-provider, signed or third-party CDN URL may ever be the customer-facing asset URL. Future sender identity: noreply@notify.bobby.link. No email system is configured.



bobby-link-email-logo.png — render at 180 CSS px wide (max 200)



bobby-link-email-logo-dark.png — dark-mode clients



bobby-link-email-logo-mono.png — colour-stripped fallback

APPLICATIONS

Receipt and invoice logo assets

Receipt output is single-ink safe. The true-black rendition is for thermal and laser printers; the print PNG is 2400 px wide for 40 mm at 300+ dpi. No runtime font dependency exists in any raster receipt asset.



bobby-link-receipt-logo.png — colour, white stock or PDF



bobby-link-receipt-logo-mono.png — true black, single ink



bobby-link-receipt-logo-grayscale.png — legibility proof when colour is dropped

ASSET LIBRARY

62 generated assets

Every asset is produced deterministically by `scripts/brand/generate_assets.py` from the same vector geometry and indexed in `src/brand/asset-manifest.json` and `/images/manifest.json`. Canonical URLs are `https://bobby.link + path`.

Category	SVG	PNG	Total
Lockup	8	9	17
Email	4	7	11
Favicon / application icon	3	7	10
Receipt	3	6	9
Symbol	4	5	9
Wordmark	2	2	4
Social / share	1	1	2
Total			62

Renditions across the library: full colour, reversed, mono black, mono white, mono true black and a grayscale receipt proof. Backgrounds: transparent, Cold White, Near Black and white.

STATUS

Scope and boundaries

- This brand book covers the canonical Signal Junction system and the public shell only.
- No database, authentication, authorization, redirect engine, QR generation, domain onboarding, billing or admin surface exists.
- Terms and Privacy are pre-pilot drafts; every undecided fact renders as an explicit placeholder.
- Nothing is published or deployed. No DNS, email or payment action has been taken.
- Writable brand management is an open dependency of the future authority/admin phase.

Canonical brand book URL (future): <https://bobby.link/brand/bobby-link-brand-book.pdf> — the file is served from the repository's public/ directory and is not yet published.