

LOGO, COLOUR, TYPOGRAPHY, AVATARS AND EXTERNAL USE

Botonom Brand Guidelines

Version 2.0
6 September 2026

CONTENTS

01	Lockup	Anatomy and the fixed ratio
02	Mark	Tile, gradient, radius
03	Variants	Four files, and where each goes
04	Clear space and minimum size	Measurements and lower limits
05	Grounds	Light, dark and over a photo
06	Never	Twelve rules, each shown
07	Colour	Palette, HEX, RGB, CMYK
08	Typography	Inter, weights and the line rule
09	Avatars	Cast, generated avatars, limits of use
10	Writing the name	Correct and incorrect forms
11	Applications	The four surfaces where the brand appears
12	Press and external use	Permission, limits and contact
13	Appendix · What is in the kit	Contents of the press kit

These guidelines define how Botonom's brand assets are used outside the company.
The logo files ship with the press kit.

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01 Lockup

The brand lockup has two parts, and the ratio between them is fixed.



The lockup has two parts.

Mark: blue squircle tile with a white human bust inside.

Wordmark: a custom-drawn vector.

The space between them is part of the lockup and never changes.

The lockup is always placed as a single file. The mark and the wordmark are never moved separately, the space between them is never re-set, and the wordmark is never retyped in a typeface.

02 Mark

The mark is the smallest and most durable part of the brand. Three of its values never change.



The invariant contract

Corner radius $r = 18.8\%$ of the tile width

Gradient at 45 degrees, top left to bottom right
from #2563EB to #3B82F6

White silhouette, centred in the tile

These three values never change.

■ #2563EB

■ #3B82F6

The silhouette inside the tile is a human bust. The brand is dynamic: who owns the silhouette can change inside the product, but the tile, the gradient, the radius and the white silhouette slot never change. That is why every variation still reads as Botonom.

03 Variants

There are four files. A fifth version is never made.



botonom-logo-light.svg
Light ground. Default.



botonom-logo-dark.svg
Dark ground.



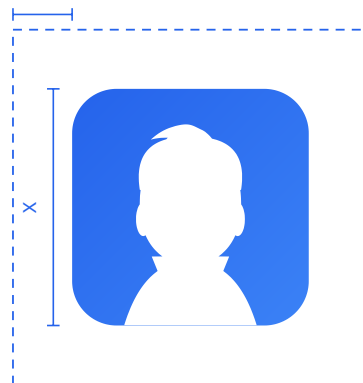
botonom-mark.svg
Mark alone when space is tight.



botonom-mark-flat.svg
One-colour print, emboss, engrave.

On screen and in print, always use SVG. PNG is supplied only for surfaces that do not accept SVG, and it is never scaled up.

04 Clear space and minimum size



Mark height = X
At least X/4 clear on all four sides.
No text, rule, border or
other logo enters this space.



24 px
mark, minimum

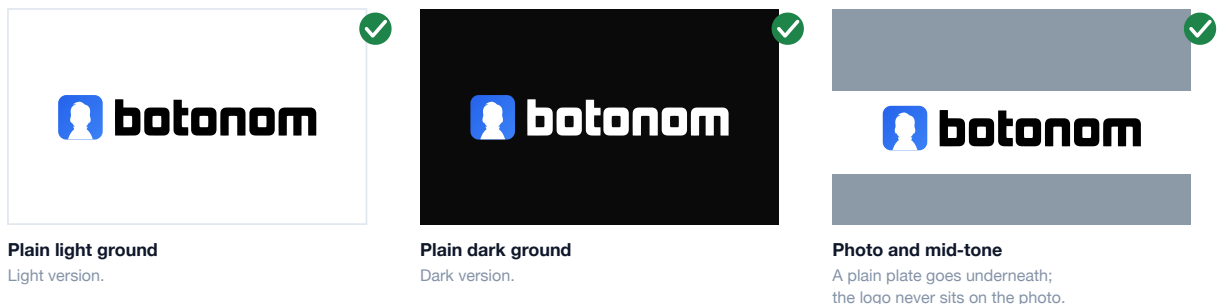


120 px
full lockup, minimum

Below these sizes use the mark alone instead of the lockup.
In print: mark at least 8 mm, full lockup at least 30 mm.

05 Grounds

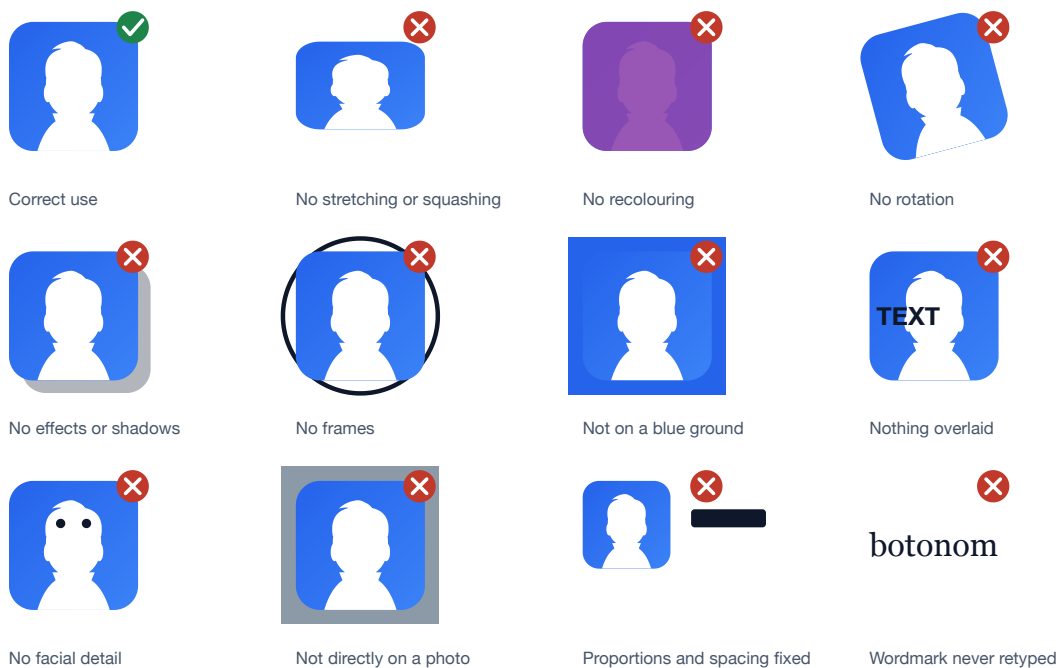
The contrast ratio between the ground and the wordmark must be at least 4.5:1.



The mark's blue tile is never placed on a blue ground; the edge of the tile disappears and the mark becomes a blot.

06 Never

The list is complete. If in doubt, do not do it, and write to info@botonom.com.



In addition: the logo is never used in place of a word inside a sentence. In text the brand name is written as plain **Botonom**. The logo is never merged with another brand's logo into a new mark.

07 Colour



Botonom Blue 600

HEX #2563EB
RGB 37 99 235
CMYK 88 68 0 0



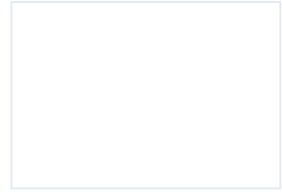
Botonom Blue 500

HEX #3B82F6
RGB 59 130 246
CMYK 74 45 0 0



Ink

HEX #0A1733
RGB 10 23 51
CMYK 100 88 44 48



Mark White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

CMYK values are conversions computed for coated stock; proof before critical print runs.

The proportion rule. Brand blue is not the dominant colour. In any visual, blue appears in at most two places: in the mark and in a single accent. The surroundings stay neutral. A composition flooded with blue is not the brand's language.

One-colour print. Where single-plate printing, embossing or engraving is required, the logo may be used in one colour without the gradient: 100% black on a light ground, 100% white on a dark ground. The silhouette inside the mark is then left in the ground colour.

08 Typography

Inter

One family. The brand is set in this typeface on every surface.

AaBbCcÇçĞğİİİİÖöŞşÜü 0123456789

Full Turkish character set.

Aa

Light
300

Aa

Regular
400

Aa

Medium
500

Aa

SemiBold
600

Aa

Bold
700

Aa

ExtraBold
800

These are the weights in use. No second family, display face, serif heading or script.

The wordmark has nothing to do with this family. "botonom" is a custom-drawn vector and is never retyped in Inter.

The line-end rule. In headings, subheadings, buttons and card copy, never leave a single word on the last line. Check in both Turkish and English; Turkish words are long, and a line that balances in English can strand a word in Turkish.

09 Avatars

Botonom's agents are characters, and the cast is part of the brand. The silhouette inside the mark belongs to Julia: she is Botonom's brand character.



Julia
Botonom's brand character

=



The mark's silhouette is Julia

Avatar plate:
blue-tinted wash, hairline edge

The render supplied in the press kit
Never redrawn, recoloured or re-dressed

- Avatars are used only as the renders supplied in the press kit. They are never redrawn; colour, hair and clothing are never changed.
- An avatar represents an agent, not the company. It is never used in place of the logo, and never combined with the wordmark into a new lockup.
- A character is never cropped at the waist. In small, square spaces use the head-and-shoulders framing.
- An avatar ships with the plate beneath it: a blue-tinted translucent ground with a hairline edge. It is never placed on a photo or a pattern without the plate.

Generated avatars

The cast is fixed, but every agent hired on Botonom gets its own avatar from the same engine. The avatar is created once and stays that agent's face; it looks the same every time it appears.



One engine, eighteen dimensions: 26 hair styles, 16 outer garments, 13 inner garments, 10 accessories, 9 hair accessories, 9 beards, 8 face shapes, 8 skin tones, 11 hair colours, 13 clothing colours. Past a trillion combinations.

Eight examples. All from the product's own engine, none drawn by hand.

- Generated avatars follow the rules above: the same plate, the same framing, no redrawing.
- A customer's agent avatar belongs to that customer. Botonom does not use it in its own marketing without permission, and anyone describing Botonom uses the examples in the press kit rather than generating an avatar of their own.
- The cast and generated avatars are never confused: the cast are Botonom's characters, generated avatars are the customer's agents.

For the cast, character continuity rules and scene language: botonom.com/en/docs

10 Writing the name

CORRECT	INCORRECT
Botonom	BOTONOM, botonom, BotoNom, Boton om
Botonom's	Botonoms

Use **Botonom** both at the start of a sentence and within it. Product and role names are lowercase: agent, skill, integration, workspace.

11 Applications



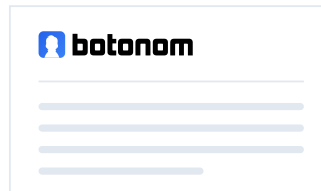
App icon

Mark, full square.



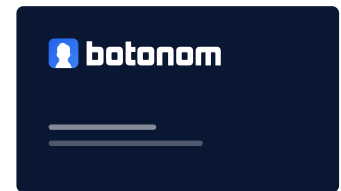
Social profile

Square mark, round mask.



Document header

Lockup top left.



Dark surface

Dark version, ink ground.

Four surfaces, the same two files; no surface gets its own logo.

12 Press and external use

- The logo may be used in news and editorial coverage without permission, following these guidelines.
- Any use implying partnership, sponsorship or endorsement requires prior written permission.
- Screenshots are limited to those supplied in the press kit; the product interface is never mocked up.
- The brand name and logo never appear beside a visual of a feature the product does not have.

Press kit: botonom.com/en/press · **Contact:** info@botonom.com

13 Appendix • What is in the kit

FILE	CONTENTS
Logo Pack	SVG, PNG, dark and light variants
Brand Guidelines	This document, in Turkish and English
Product Screenshots	High-resolution captures from the live product
Fact Sheet	Company overview, capabilities and contact, in Turkish and English
Avatars	Julia and eight example avatars, on the plate, SVG and PNG



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