

Bobby Translate — Brand Book

Version 1.1.0 · Direction: **Underline mark (Candidate 3) + Signal colour (Candidate 2)** · Asset pack 1.1.0 Canonical decision: **DECISION-B**, which supersedes the colour scope of DECISION-A. Canonical domain: `bobbytranslate.com`

1. Product Owner decision record

Field	Value
Decision	DECISION-A — Brand direction selection
Decided by	Alex, Product Owner (alex@siteways.io)
Decided on	2026-08-25
Selected	Candidate 3 — Underline
Scope	Beeldmerk, wordmark direction, colour direction, typography direction, tagline
Tagline	Your website, understood everywhere.
Rejected, preserved	Candidate 1 — Aligned; Candidate 2 — Signal
State	Decided. Phase 1B brand finalization authorized.

DECISION-B — Hybrid amendment (canonical)

Field	Value
Decision	DECISION-B — Hybrid brand amendment
Decided by	Alex, Product Owner (alex@siteways.io)
Decided on	2026-08-25
Mark and wordmark	Candidate 3 — Underline (unchanged from DECISION-A)
Colour direction	Candidate 2 — Signal — Mist, Cloud, Navy, Indigo, Signal Cyan
Tagline	Your website, understood everywhere.
Supersedes	DECISION-A, colour scope only
State	Decided. All assets, tokens and hashes in this book reflect DECISION-B.

DECISION-A is preserved unchanged as history. The Candidate 3 coral palette is no longer canonical; -- legacy-coral #C24328 is retained only as a documented trace for archived campaign material.

The decision does **not** authorize production authentication, provider connections, subscription billing, Bobby Credits, API or MCP activation, human-translator payments, Bobby CMS connection or pilot release.

Candidate 1 and Candidate 2 remain published as rejected evidence at `/brand/candidates`. Their original marks, palettes, typography, strengths and risks are unchanged.

2. Introduction

This book is the single authority for how Bobby Translate looks and sounds. If a surface disagrees with this book, the surface is wrong. Every colour, size, lockup and phrase here is generated from one source and shipped with the product, so the live site, the console and the downloadable assets cannot drift apart.

3. Brand story

Localization software was built for companies with a localization department. Everyone else — the shop owner with four languages, the two-person product team, the agency running twelve client sites — was handed either a spreadsheet or an enterprise contract.

Bobby Translate is the third option. It keeps every sentence, button, page and SEO field of a website organized in every language, shows a preview before anything is written, and never publishes anything nobody approved. When the machine is good enough, use it. When the words matter, ask a person.

4. Bobby Translate for dummies

You have a website. It says things: headings, buttons, error messages, page titles, the little description Google shows, the text screen readers read out loud.

Bobby Translate collects all of that in one place. You pick the languages. It suggests translations automatically, or asks a second engine for a different opinion, or lets you hire a real translator. You look at the result, approve what is right, and only then does it go live.

5. Purpose

Make full-website localization affordable and understandable for the people who were priced out of enterprise localization suites.

6. Promise

Every sentence, button, page and SEO field of your website, organized in every language — with a preview before anything is written and an approval before anything is published.

7. Positioning

A friendlier, dramatically more accessible alternative to enterprise localization platforms, for website owners, agencies, product teams and independent translators.

8. Why Candidate 3 was selected

The clearest wedge against enterprise localization suites is friendliness and price. A marker underline is a human editing gesture — the act of marking a phrase and saying *this one, say it properly*. It supports the human-translation marketplace, it survives at 16px, and it is the least generic option in a category dominated by blue technology marks.

The recorded risks are accepted and mitigated:

Risk	Mitigation
Indigo must stay credible for business buyers	Indigo is #2F3BC4 , a deep terracotta red — never fluorescent orange. Indigo Deep #212A93 carries all small text.
The underline could read as a generic "highlight" brand	The motif is rationed: one marked phrase per view, never every heading.
Warm backgrounds are harder to keep accessible	Every shipped pair is measured; see the contrast matrix.

9. Beeldmerk meaning

A lowercase **b** resting above a hand-weighted marker underline. The b is Bobby. The underline is the human gesture of marking a phrase for attention. The b sits *above* the stroke, never on it: the mark shows the moment before a translation is approved, not after.

10. Geometry

Drawn on a 40×40 grid.

Element	Value
Stem	x = 11.8, y 5.2 → 25.8, stroke 3.6, round cap
Bowl	circle centre (22.2, 19.4), radius 7.4, stroke 3.6
Counter	3.6 units clear aperture, fixed at every size
Underline	tapered filled path, 4.6 units at its heaviest, 1.6 units clear of the stem foot
Optical rotation	none — the taper carries the handwritten quality

11. Responsive mark variants

Variant	Range	What changes
Master	48px and above	Full geometry, tapered underline
Small cutdown	24–32px	Heavier strokes, shortened taper
Tiny cutdown	16–20px	Shortened stem, wider counter, straight underline bar

Documented optical corrections

Area	Before	After
Underline weight at small sizes	A single 4.4px stroke scaled linearly and collapsed into a 1px red dash below 24px.	Tapered filled shape in the master; a shorter, heavier bar in the small cutdown and a straight bar in the tiny cutdown.
Bowl counter of the b	Bowl drawn as an open path that filled in at 16px.	True circle with a fixed 3.6/32 counter, so the aperture survives 16px.
Stem-to-underline gap	Stem sat on the underline and merged into one blob at favicon size.	A constant 1.6/32 clear gap between the stem foot and the underline.
Tiny variant (16–20px)	Not defined.	Dedicated tiny cutdown: shortened stem, larger counter, straight full-width underline bar.

The selected concept was not redrawn. Every change above is a size-specific optical correction with before/after evidence, published at [/brand](#).

12. Clear space and minimum sizes

Clear space equals the underline stroke height $\times 4$ (one quarter of the mark height) on all sides.

Context	Minimum
Digital mark, full colour	24px
Digital mark, tiny cutdown	16px
Horizontal lockup	128px wide
Stacked lockup	96px wide
Print mark	8mm
Print horizontal lockup	32mm wide

13. Wordmark and lockups

- **Wordmark** — "Bobby Translate" in Bricolage Grotesque 600, tracking -0.03em . "Translate" may take Indigo when the mark is not present.
- **Horizontal lockup** — mark + wordmark, gap equal to $0.14 \times$ mark height. Default for headers, email, invoices, signs and vehicles.
- **Stacked lockup** — mark above wordmark, centred. Avatars, covers, presentation covers, merch.

- **Wordmark only** — permitted when the mark already appears within the same view.

14. Colours

Colour	Token	Hex	On Mist	On Navy	Role
Underline Mist	--mist	#F4F7FC	1.00:1	15.94:1	Primary page background
Underline Cloud	--cloud	#E4ECFA	1.11:1	14.41:1	Secondary field
Underline Navy	--navy	#101B33	15.94:1	1.00:1	Primary ink and dark field
Underline Indigo	--indigo	#2F3BC4	7.69:1	2.07:1	Primary brand accent
Underline Indigo Deep	--indigo-deep	#212A93	10.76:1	1.48:1	Indigo for small text and print
Underline Cyan Deep	--cyan-deep	#0A6E8C	5.40:1	2.95:1	Secondary accent
Underline Cyan Ink	--cyan-ink	#08536B	7.95:1	2.01:1	Secondary dark
Signal Cyan	--cyan	#16B6E0	1.90:1	8.38:1	Bright accent on Navy only — never text on Mist
Signal White	--signal-white	#F7FAFF	1.03:1	16.36:1	Text on dark and indigo
Raised Surface	--raised	#FFFFFF	1.07:1	17.12:1	Elevated card
Muted Text	--muted-foreground	#55627D	5.70:1	2.80:1	Secondary text
Border	--border	#D5DFF0	1.25:1	12.75:1	Hairline
Success	--success	#0F7A55	4.97:1	3.21:1	Approved / published
Warning	--warning	#8A5A0B	5.51:1	2.89:1	Needs review
Danger	--danger	#B3261E	6.09:1	2.62:1	Blocked / conflict
Information	--info	#1D6A96	5.50:1	2.90:1	Machine suggestion
Focus ring	--ring	#2F3BC4	7.69:1	2.07:1	2px outline, 2px offset
Disabled	--disabled	#93A0B8	2.46:1	6.49:1	Disabled controls only

Tints

Indigo and Cyan Deep may be tinted at 6%, 12%, 25% and 45% over Mist for fills, chips and charts. Tints are never used for text.

Semantic colours

Success, Warning, Danger and Information are fixed. They are never swapped for brand colours and never used decoratively.

15. Contrast matrix

Measured with the WCAG 2.1 relative-luminance formula. Every pair below is one the product actually ships.

Pair	Foreground	Background	Ratio	Verdict	Used for
Body text	#101B33	#F4F7FC	15.94:1	AAA	All body copy
Body on cloud	#101B33	#E4ECFA	14.41:1	AAA	Alternating sections
Muted text	#55627D	#F4F7FC	5.70:1	AA	Supporting copy
Muted on cloud	#55627D	#E4ECFA	5.15:1	AA	Captions in cloud fields
Link (cyan-deep)	#0A6E8C	#F4F7FC	5.40:1	AA	Inline links
Indigo text small	#212A93	#F4F7FC	10.76:1	AAA	Indigo text below 24px
Indigo display	#2F3BC4	#F4F7FC	7.69:1	AAA	Headline accents 24px+ and UI graphics
Primary button	#F7FAFF	#2F3BC4	7.89:1	AAA	Start translating
Secondary button	#F7FAFF	#0A6E8C	5.54:1	AA	Cyan Deep actions
Inverted section	#E4ECFA	#101B33	14.41:1	AAA	Dark editorial bands
Success text	#0F7A55	#F4F7FC	4.97:1	AA	Approved / published
Warning text	#8A5A0B	#F4F7FC	5.51:1	AA	Needs review
Danger text	#B3261E	#F4F7FC	6.09:1	AA	Blocked / conflict
Information text	#1D6A96	#F4F7FC	5.50:1	AA	Machine suggestion
Disabled text	#93A0B8	#F4F7FC	2.46:1	Exempt (disabled)	Disabled controls only (WCAG exempt)

Rules that follow from the matrix:

- Indigo #2F3BC4 clears AAA on Mist (7.69:1) and is permitted at any text size. Indigo Deep #212A93 (10.76:1) remains the print and small-caption default.
- Signal Cyan #16B6E0 is never text on Mist (1.90:1). It is the underline and accent colour on Navy fields only (8.38:1).
- Border #D5DFF0 is never a text colour.
- Disabled #93A0B8 is only ever a disabled-control colour, which WCAG exempts.
- The focus ring is Indigo at 2px with 2px offset on every interactive element, on every surface.

16. Typography

Role	Family	Notes
Display	Bricolage Grotesque	Headings, wordmark, numerals in pricing
Text	Instrument Sans	All body copy and UI
Mono	IBM Plex Mono	Keys, locales, placeholders, hashes, eyebrows

Role	Family	Notes
Hand	Caveat	Annotation only, never UI copy

Type scale

Name	Size	Family	Use
Display XL	clamp(2.75rem, 6.5vw, 5.25rem)	Bricolage Grotesque 600	Hero headline
Display L	clamp(2rem, 4vw, 3.25rem)	Bricolage Grotesque 600	Section headline
Heading M	1.5rem	Bricolage Grotesque 600	Panel titles
Heading S	1.125rem	Bricolage Grotesque 600	Sub-headings
Body L	1.125rem	Instrument Sans 400	Lede paragraphs
Body	1rem	Instrument Sans 400	Default copy
Body S	0.875rem	Instrument Sans 400	Dense UI, tables
Mono	0.75rem	IBM Plex Mono 400	Keys, locales, hashes
Eyebrow	0.6875rem	IBM Plex Mono 500	Uppercase section labels

17. Iconography

Line icons, 1.6px stroke on a 24px grid, round caps and joins, Navy by default. Icons never carry brand colour except when they represent an active or approved state. No filled pictograms, no country flags — ever, for any language.

18. The underline motif

Use it to: mark the active phrase; connect a source string to its translation; show a corrected sentence; highlight exactly one important word in a headline; indicate an approved translation; guide the eye between website sections; animate a translation transition; form dividers or paths in campaign graphics.

Never: underline every heading; decorate every card; underline a full paragraph; use it as a text-decoration inside product copy; stretch, curve or gradient the stroke; recolour it outside Indigo or Indigo Deep.

The stroke is hand-weighted and slightly uneven. Everything around it is precise. That tension is the brand.

19. Translation-state visuals

State	Token	Hex	Visual
Missing	--state-missing	#6D7B95	Dotted hairline, no underline

State	Token	Hex	Visual
Draft	--state-draft	#55627D	Solid hairline
Machine suggested	--state-machine	#1D6A96	Cyan Deep dashed underline
Second opinion	--info	#1D6A96	Two stacked cyan-deep rules
Human translation	--state-human	#0A6E8C	Solid cyan-deep underline
In review	--state-review	#8A5A0B	Amber underline, hollow dot
Approved	--state-approved	#0F7A55	Indigo marker underline + check
Published	--state-published	#0B5D41	Indigo marker underline, filled dot
Outdated source	--state-outdated	#9A5B0D	Underline with a break
Blocked	--state-blocked	#B3261E	Struck-through rule

Colour is never the only signal: every state also carries a label and a distinct underline treatment.

20. Emoji and Unicode identifier

- Emoji: 📝
- Unicode: U+2581 `┃` LOWER ONE EIGHTH BLOCK

Used in plain-text contexts (commit messages, chat, release notes) where the mark cannot render.

21. Tone of voice

- Say what is true, including what is not built yet.
- Speak to a website owner first and a developer second.
- Short sentences. Concrete nouns. No localization jargon without a plain-language gloss.
- Warm, never cute. Confident, never boastful.

Preferred wording

Your website, understood everywhere. · Preview before anything is written. · Approve before anything is published. · A second opinion, not a second guess. · Real translators, when the words matter. · Bobby Credits · Workspace · Collection

Forbidden wording

- "AI-powered revolution", "game-changing", "next-generation"
- "Instant perfect translation"
- Guaranteed SEO rankings
- Claiming a provider, API, MCP or payment rail is live when it is not
- Naming a competitor's price without a cited, dated source
- Country flags as language identifiers
- "Native quality" as a machine-translation claim

22. Correct usage

- Mark on Mist, Cloud, Signal White or Navy only.
- Minimum clear space respected on all four sides.
- One marked phrase per view.
- Indigo reserved for the motif, the primary action and the focus ring.

23. Misuse

- Do not stretch, curve, rotate or gradient the underline.
- Do not recolour the mark outside the published variants.
- Do not place the mark on photography without a solid field behind it.
- Do not set the wordmark in any face other than Bricolage Grotesque.
- Do not add a second warm accent beside Indigo.
- Do not use the underline as a text decoration in running copy.

24. Applications

Application	Specification
Favicon	16 / 32 / 48px PNG + SVG + ICO, tiny cutdown
App icon	512px rounded square, Navy field, Indigo underline
Avatar	400px circle, Cloud field, master mark
Open Graph	1200×630, Cloud field, lockup + marked tagline
Social cover	1500×500, Navy field, horizontal lockup
Email logo	240px PNG horizontal lockup
Email signature	HTML block, Instrument Sans falling back to Arial
Invoice / document logo	Monochrome Navy horizontal lockup, 40mm
Business card	85×55mm, Cloud front, Navy back
Letterhead	A4, mark top-left, Indigo rule at 24mm
Presentation cover	1920×1080, Navy field
Sticker	Die-cut 80mm, Indigo field
Merchandise	Single-colour Navy or Signal White, mark only
Sign	Horizontal lockup, minimum 320mm wide, Indigo underline in vinyl
Window sticker	Reverse-cut Signal White on glass, Indigo underline vinyl
Vehicle branding	Door lockup 400mm; the underline extends as a body stripe

Merchandise, signs, window stickers and vehicle branding are **specified only** — no production artwork is generated in this phase.

Social bios

- **Short (80):** Your website, understood everywhere. Translate every page, button and SEO field.
- **Long (160):** Bobby Translate keeps every sentence, button, page and SEO field of your website organized in every language — automatic providers, second opinions or real human translators.

Example posts

1. "Your website says more than you think: buttons, error messages, alt text, the description Google shows. Bobby Translate keeps all of it organized in every language."
2. "A machine translation is a suggestion. An approved translation is a decision. We keep those two things apart on purpose."
3. "Import a ZIP. See exactly what will change. Write nothing until you say so."

25. Governance and versions

Item	Version
Brand book	1.0.0
Asset pack	1.0.0
Design tokens	1.0.0

Phase 1B is **not** declared adopted-and-complete by this document alone. See the completion checklist published at `/brand`.