

The logo for badAPP, featuring the word "bad" in white lowercase letters and "APP" in blue uppercase letters, all contained within a black rectangular box.

badAPP

Brand Guidelines

Visual Identity & Brand Language

AI-FIRST APP DEVELOPMENT

WHO WE ARE

Brand Story

badAPP is an AI-first app development company that builds intelligent, beautifully crafted applications. The name is a confident play on words — so good, it's bad. The brand voice is bold, modern, and unapologetically technical, balanced with approachable, human-centered design.

This guide defines how the badAPP identity should be applied consistently across every touchpoint — from product interfaces to print collateral.

The logo for badAPP is displayed in a large, bold font. The word "bad" is in a dark blue, lowercase, sans-serif font. The word "APP" is in a bright blue, uppercase, sans-serif font. The letters are closely spaced, and the overall design is clean and modern.

badAPP

IDENTITY

Logo System


The badAPP wordmark across primary, dark, and light applications.



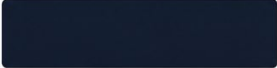


Color Palette

BADAPP




BRAND COLOR PALETTE



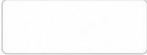
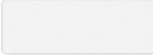
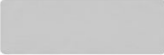


PRIMARY COLORS

 <p>Deep Navy HEX: #1A2332 RGB: 26, 35, 50</p>	 <p>Electric Blue HEX: #0066FF RGB: 0, 102, 255</p>	 <p>USAGE Primary - Logo & Headers Use for primary brand elements including logos, headers, navigation, and key brand touchpoints.</p>
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ACCENT COLORS

 <p>Cyan Blue HEX: #00D9FF RGB: 0, 217, 255</p>	 <p>Tech Purple HEX: #6C5CE7 RGB: 108, 92, 231</p>	 <p>USAGE Accent - CTAs & Highlights Use for call-to-action buttons, highlights, links, icons, and interactive elements that drive user attention.</p>
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NEUTRAL COLORS

 <p>Pure White HEX: #FFFFFF RGB: 255, 255, 255</p>	 <p>Light Gray HEX: #F5F5F5 RGB: 245, 245, 245</p>	 <p>Medium Gray HEX: #CCCCCC RGB: 204, 204, 204</p>	 <p>Pure Black HEX: #000000 RGB: 0, 0, 0</p>	 <p>USAGE Neutral - Backgrounds & Text Use for backgrounds, surfaces, borders, and text to ensure readability, hierarchy, and visual balance.</p>
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COLOR SYSTEM PRINCIPLES
Consistency in our color usage strengthens brand recognition, enhances user experience, and ensures accessibility.

CLARITY
High contrast combinations ensure readability and visual clarity.

CONSISTENCY
Use colors consistently across all platforms and touchpoints.

ACCESSIBILITY
Our palette is designed to be inclusive and accessible for all users.



Deep Navy
#1A2332



Electric Blue
#0066FF



Cyan Blue
#00D9FF



Tech Purple
#6C5CE7

Typography

Typography

Montserrat

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

LIGHT	The quick brown fox jumps over the lazy dog
REGULAR	The quick brown fox jumps over the lazy dog
BOLD	The quick brown fox jumps over the lazy dog
BLACK	The quick brown fox jumps over the lazy dog

Inter

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

The quick brown fox jumps over the lazy dog. BadAPP is built for speed, simplicity, and impact. Our platform helps teams move faster, scale smarter, and deliver exceptional experiences. Good apps are everywhere. BadAPP is in a class of its own.

PRINT & OFFICE

Business Collateral

The logo for badAPP, featuring the word "bad" in a lowercase, rounded sans-serif font and "APP" in a bold, uppercase, rounded sans-serif font. The "A" in "APP" is stylized with a blue triangle pointing upwards.

Alex Chen

CEO

alex@badapp.ai

badapp.ai

The logo for badAPP, featuring the word "bad" in a lowercase, rounded sans-serif font and "APP" in a bold, uppercase, rounded sans-serif font. The "A" in "APP" is stylized with a blue triangle pointing upwards.

ONLINE PRESENCE

Digital Assets



IN CONTEXT

Brand in Action



The logo for badAPP is centered within a black rectangular box. The word "bad" is rendered in a white, lowercase, sans-serif font. The word "APP" is rendered in a bright blue, uppercase, sans-serif font. The "A" in "APP" is stylized with a white outline and a blue fill, creating a visual connection between the two parts of the brand name.

badAPP

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