badAPP

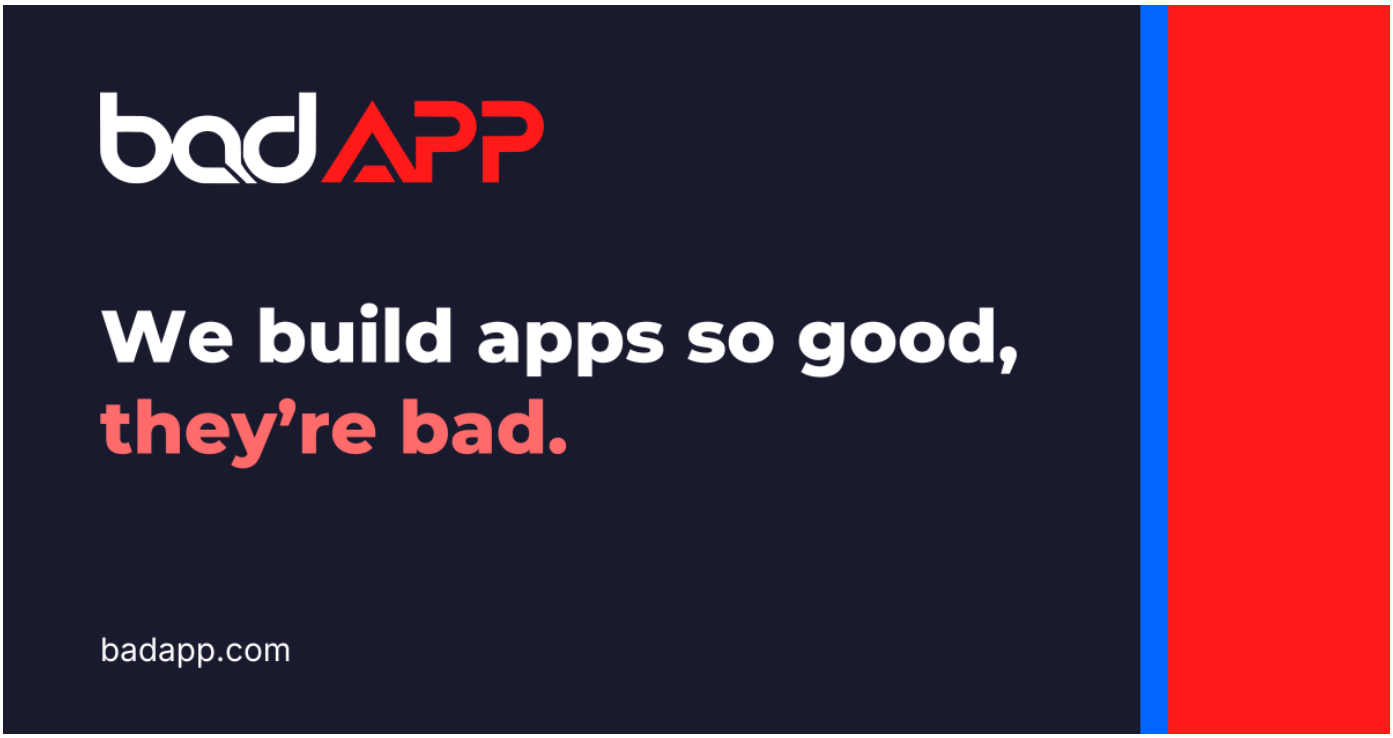
badAPP / Brand system 2.1

A brand built to be used.

badAPP is an AI-first app development studio building intelligent, beautifully crafted web and mobile applications. We bring product strategy, design, and engineering together to take ideas from concept to launch.

One identity. Five colors. Real working files.

This release replaces the mixed red/blue mockup collection as the current distribution kit. The existing five-color scheme is unchanged. The existing primary logo silhouette is preserved in traced, path-based masters.



Use the library at badapp.com/branding for the current release. Do not redistribute older export ZIPs as current masters.

Identity & voice

Always write badAPP: lowercase bad, uppercase APP. Use “AI-first app development studio” consistently.

Primary brand line: We build apps so good, they’re bad.

Confident, not inflated

Explain what we build and how we work. Avoid: Unsupported rankings, invented outcomes and guaranteed results.

Clear, not technical for its own sake

Lead with the benefit, then explain the technology. Avoid: Stacking jargon without explaining its value.

Playful, never careless

Use the so good, they’re bad line sparingly. Avoid: Jokes about reliability, security or the client’s problem.

Proof policy: numerical outcomes, client testimonials and guarantees need attributable evidence and approval before publishing. Do not reuse unsupported claims from a previous site as boilerplate.

Logo system

Use the supplied path-based master, never recreate the wordmark with a font.

Red remains primary: charcoal + red on light, white + red on charcoal. Supplied Electric Blue wordmarks and blue/red bA icons are approved alternates; do not recolor other assets or change the palette.

Keep clear space of at least one lowercase b height on every side. Background panels may extend beyond it.

Minimum wordmark width: 120 CSS pixels for screens or 32 mm in print. Use the supplied b symbol below this size, at least 24 CSS pixels or 6 mm.

Use solid single-color masters for engraving, embroidery and one-ink production; obtain a vendor proof for small details.

Never stretch, rotate, add shadows, recolor individual letters, or place the mark over busy imagery.

Approved icon & blue alternates

The original blue bA icon is supplied unchanged at 1024 × 1024 pixels. The red adaptation changes its blue A to Vibrant Red #FF1A1A while retaining the original shape, white b and supplied dark rounded-square background. These are raster PNG files, not vector masters.

The supplied Electric Blue #0066FF wordmarks coordinate with the blue icon. Choose charcoal lettering on light surfaces or white lettering on dark surfaces. These wordmarks retain the existing vector geometry and are supplied as SVG, transparent 3200 px PNG and PDF.

Red remains the primary identity. These are approved alternates, not a new site palette or permission to recolor other artwork. The original icon background is part of the supplied image, not a new palette token.

Color roles, not new colors

Deep Charcoal #1A1A2E

Foundation: Dark surfaces, headings and body text on light backgrounds.

Vibrant Red #FF1A1A

Primary: Primary actions and APP in the wordmark. White button labels must be at least 20 px and bold; do not use small text on red.

Bright Coral #FF6B6B

Highlight: Headlines and small accent labels on charcoal; expressive gradients and highlights.

Electric Blue #0066FF

Accent: Links and section labels on white; diagrams and supporting details. Not small text on charcoal.

Deep Burgundy #9B2335

Tertiary: Supporting surfaces with white text. Do not use as text on charcoal.

White and light neutral surfaces provide breathing room. Exact HEX values describe sRGB output, not a universal press specification.

Accessible color combinations

WCAG relative luminance calculations for solid, opaque colors. Normal text requires 4.5:1; large text requires 3:1. Large means at least 24 CSS px regular or about 19 CSS px bold. Logo artwork is exempt, but UI text is not.

White on red: 3.88:1 — does not pass normal text

Charcoal on red: 4.4:1 — does not pass normal text

Blue on white: 4.83:1 — passes normal text

Blue on charcoal: 3.53:1 — does not pass normal text

Coral on charcoal: 6.15:1 — passes normal text

White on burgundy: 7.82:1 — passes normal text

Keep primary buttons red. Use white labels at least 20 CSS px and bold: the 3.88:1 pairing passes large text, not normal text. On charcoal, use coral or white for labels; reserve Electric Blue for lines, shapes and larger accents. Never make color the only state indicator.

Typography & interface

Montserrat 800: primary display and section headings. Montserrat 700: navigation and short labels. Inter 400: body copy. Inter 600: controls and emphasis. Font files and license notices are included.

Screen hierarchy

Hero: 40–72 px / 1.08 line height. Section heading: 32–48 px / 1.15. Card title: 20–24 px / 1.25. Body: 16–18 px / 1.6. Utility labels: 12–14 px / 1.5. Keep reading lines around 60–75 characters.

UI foundations

Use an 8 px spacing rhythm with 4 px half-steps, 12 px control corners and 16 px card corners. Buttons need a comfortable 44 px minimum target. Use subtle elevation, not decorative borders everywhere.

Provide visible keyboard focus, text labels, a skip link and reduced-motion support. Page content must remain readable if JavaScript or animation never runs. Anchor destinations must clear the sticky navigation.

Digital media & office

Digital PNG exports

Square post 1080 × 1080; story 1080 × 1920; social/link preview 1200 × 630; company cover 1584 × 396; meeting background 1920 × 1080. Check each platform’s crop preview before publishing.

Logos

Choose SVG for web and design tools, transparent PNG for office applications and PDF for vendors. Wordmark PNGs are 3200 px wide; the uploaded bA icon and red adaptation are 1024 px rasters. Wordmark SVG artwork uses outlined paths, not linked raster images or substituted fonts.

Office templates

Install the included Montserrat and Inter fonts before editing the PowerPoint or Word files. The letterhead is intentionally blank below the header. Add recipient, date and message in the body. Use the studio email signature as-is or personalize it with verified details.

SVG typography is outlined to remain portable. For substantial copy changes, set new text in the specified fonts rather than stretching outlined letters.

Print handoff

Business cards

US trim size: 3.5 × 2 inches. Bleed: 0.125 inch on every side. PDF media size: 3.75 × 2.25 inches. TrimBox is embedded; the outer area is bleed. Keep essential text inside the supplied safe area. Front and reverse are separate files.

Letterhead

US Letter: 8.5 × 11 inches. A4: approximately 210 × 297 mm. These are office stationery files without bleed; use the blank body for your correspondence.

Production limitation

These are vector RGB design masters, not certified PDF/X or press-profiled CMYK files. Ask the printer to convert using its actual ICC profile, stock and press conditions. Approve a physical or contract proof. Do not use a guessed universal CMYK conversion or Pantone match.

Embroidery, engraving and vinyl

Supply a one-color SVG/PDF. Have the fabricator confirm minimum strokes, negative spaces, stitching or cutting constraints at the final output size. A screen preview does not guarantee manufacturing suitability.

Library & release control

Choose the right download

Logos: primary, reverse and monochrome masters. Digital: channel-sized assets and editable vectors. Print: studio cards. Office: letterheads, slide deck and email signature. Guides: palette tokens, font licenses and this manual.

Release process

Update the central brand configuration first, regenerate assets, check contrast and file specifications, then issue a new versioned directory and ZIP. Change links to the new release instead of overwriting cached assets. Retain old releases for historical reference, not current distribution.

Handoff checklist

Check spelling and casing; approved logo variant; exact color roles; font availability; readable contrast; platform dimensions; no fabricated contact details or claims; print profile and proof; download integrity.

Ownership

badAPP artwork is supplied for authorized brand use. This kit does not grant permission to represent an affiliation or endorsement. Font licensing is covered separately by the included SIL Open Font License notices.