



# Brand Guidelines

Visual Identity & Brand Standards

# The badAPP Brand Story

badAPP is an AI-first app development company that builds intelligent, beautifully crafted applications. Our brand reflects our philosophy: bold innovation wrapped in radical simplicity.

Our brand identity is built on three pillars:

→ **AI-First**

Every product, every process, every decision begins with intelligence at its core.

→ **Radical Simplicity**

Strip away the unnecessary. What remains is powerful, intuitive, and beautiful.

→ **Bold Velocity**

Move fast, break conventions, and ship with confidence. Speed is our superpower.

## Logo Variations



Primary Logo



Dark Background



Light Background



Icon / Favicon

## Usage Rules

- ✓ Maintain minimum clear space equal to height of "b"
- ✓ Use approved color variations only
- ✓ Ensure legibility at all sizes (min 24px digital)
- ✗ Stretch, skew, or rotate the logo
- ✗ Apply drop shadows or effects
- ✗ Place on busy or low-contrast backgrounds

# Brand Color Palette



**Deep Charcoal**

#1A1A2E  
RGB 26, 26, 46



**Crimson Red**

#E63946  
RGB 230, 57, 70



**Bright Coral**

#FF6B6B  
RGB 255, 107, 107



**Deep Burgundy**

#9B2335  
RGB 155, 35, 53

**badAPP**  
AI DEVELOPMENT COMPANY

**BRAND COLOR PALETTE**  
The colors that power our brand identity

<p><b>PRIMARY DARK</b> #1A1A2E RGB (26, 26, 46)</p>	<p><b>PRIMARY ACCENT</b> #E63946 RGB (230, 57, 70)</p>
<p><b>SECONDARY</b> #FF6B6B RGB (255, 107, 107)</p>	<p><b>ACCENT</b> #9B2335 RGB (155, 35, 53)</p>

Consistent. Bold. Intelligent. These colors represent the innovation, energy, and precision behind badAPP.

# Type System

Two complementary typefaces: Montserrat for impact, Inter for clarity.

**TYPOGRAPHY**

Our typography system uses a strong geometric hierarchy to communicate clarity and innovation.

#E63946

#1A1A2E

#FF6B6B

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**MONTSERRAT – BOLD** (HEADINGS)

72pt — **AI App Development Excellence**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

48pt — **AI App Development Excellence**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

36pt — **AI App Development Excellence**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

24pt — **AI App Development Excellence**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

**INTER – REGULAR** (BODY TEXT)

16pt — AI App Development Excellence  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

14pt — AI App Development Excellence  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

12pt — AI App Development Excellence  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789

TYPOGRAPHY PRINCIPLES

Montserrat Bold delivers strong, modern headings that capture attention and communicate confidence. Inter ensures exceptional readability for body text across all digital experiences.

b

## Headings: Montserrat

Weights: Black 900, ExtraBold 800, Bold 700, SemiBold 600

## Body: Inter

Weights: Bold 700, SemiBold 600, Medium 500, Regular 400, Light 300

## Print & Office Materials



Business Card — Front & Back



Letterhead / Stationery

## Social Media & Digital



Social Profile



Email Signature



Social Media Cover Banner

# Real-World Applications

The badAPP brand across products, apparel, signage, and digital platforms.



The logo for badAPP is displayed in a white rectangular box. The word "bad" is written in a bold, red, lowercase sans-serif font. The word "APP" is written in a bold, dark blue, uppercase sans-serif font. The letters are closely spaced, and the overall style is modern and tech-oriented.

**badAPP**

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[badapp.ai](https://badapp.ai)

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