



Bobby SEO

Brand Book

Canonical visual identity — version 1.0.0 · approved and frozen

SEO and AI visibility for any website, any platform, any CMS. · bobbyseo.ai

Brand story & positioning

Bobby SEO helps businesses get found where people actually search — on Google and inside AI search, assistants and answer engines. The platform analyses a website, prioritises what to fix, and tracks visibility over time.

Bobby SEO is platform-agnostic. It works with any website, any platform and any CMS. WordPress is one optional integration, never the product definition.

- Purpose: make search and AI visibility understandable and actionable for real businesses.
- Promise: clear priorities, plain language, measurable visibility.
- Personality: confident, premium, direct — never hype, never guarantees.
- The King: authority, mastery and craft in search — the face of the brand.



Primary identity



The primary lockup pairs the illustrated King emblem in its full round badge with the Bobby SEO wordmark set in Montserrat ExtraBold 800. Bobby is near-black; SEO is Bobby Orange. This lockup is the default in all horizontal contexts.

The King emblem



Transparent



On white



On orange



On dark

The badge must always stay perfectly round and uncropped. Never place the King on a busy photograph, never re-colour the artwork, never add strokes, shadows or outlines to the badge. Minimum size 24 px; below 32 px use the simplified icon derivative.

Lockups, clear space & minimum sizes



Bobby SEO

Horizontal lockup — default



Bobby SEO

Stacked lockup

For square and centred layouts

Clear space: keep free space equal to the radius of the King badge on every side of the lockup. Minimum sizes: horizontal lockup 120 px wide on screen / 30 mm in print; emblem alone 24 px; icon derivative from 16 px.

Logo variants



Full colour on light



Full colour on dark



Black wordmark



Orange wordmark

A white version is available for dark photography and dark UI. The emblem always stays full colour; only the wordmark changes colour.

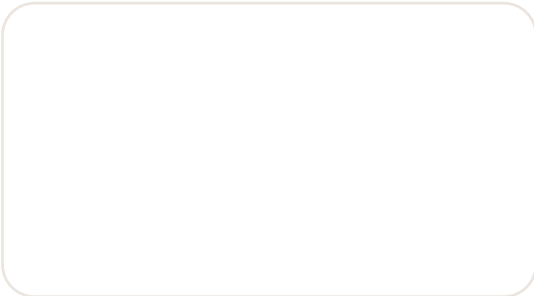
Colour system



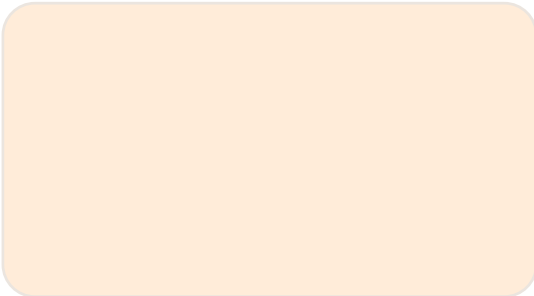
Bobby Orange
HEX #F85700
RGB 248 87 0
Primary accent, CTAs, SEO in wordm



Ink
HEX #19120D
RGB 25 18 13
Headlines, body type, dark surface



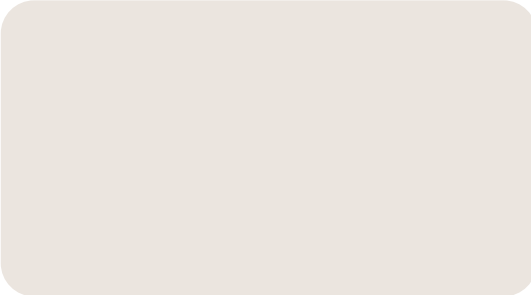
White
HEX #FFFFFF
RGB 255 255 255
Primary canvas



Warm Accent
HEX #FFECD9
RGB 255 236 217
Soft panels, eyebrows, glow



Muted
HEX #77685F
RGB 119 104 95
Secondary text



Border
HEX #EBE5DF
RGB 235 229 223
Hairlines, card edges



Success
HEX #269E5F
RGB 38 158 95
Positive states only

Print guidance: Bobby Orange approximates Pantone 165 C / CMYK 0-75-100-0. Ink approximates CMYK 0-20-40-92. Always proof orange on uncoated stock.

Typography

WORDMARK — MONTSERRAT EXTRABOLD 800

Bobby **SEO**

DISPLAY — SPACE GROTESK BOLD

Rank higher. Get found everywhere.

BODY — PLUS JAKARTA SANS

Bobby SEO helps businesses get discovered where people search — on Google and in AI. Plain language, prioritised recommendations, measurable visibility.

- H1 48–64 px, Space Grotesk Bold, tracking –0.03em
- H2 30–36 px · H3 20–24 px · Body 16–18 px, line-height 1.6
- Never set the wordmark in Space Grotesk; never set body copy in Montserrat
- Title case for the wordmark; sentence case for UI labels

Icon & app system



Favicon 16/32/48/64



Apple touch 180



PWA 192/512



Maskable 512



Platform icon

All icons are derived from the same approved King. The small derivative is a tighter crop of the identical artwork — never a different symbol. The maskable icon keeps a 20% safe zone on an orange field.



Avatar — transparent



Avatar — orange



Avatar — dark

Avatar sources are square 1024×1024 PNGs. Circular presentation is done with CSS, never baked into the source file.

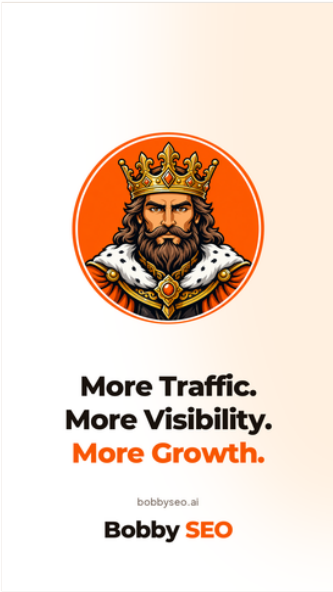
Social applications



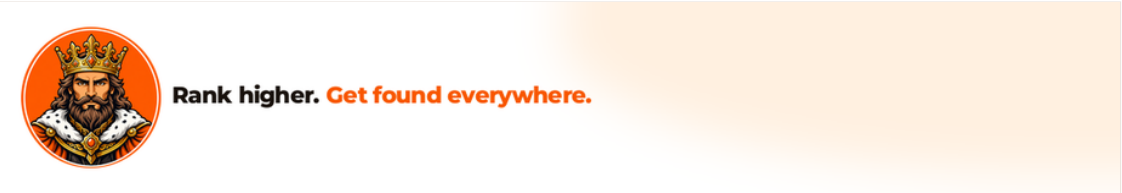
Open Graph 1200x630



Square post 1080x1080

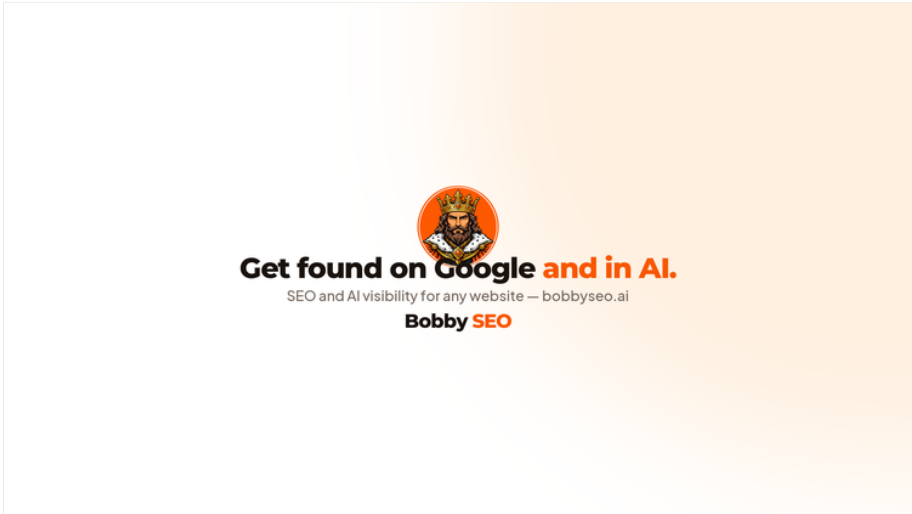


Story 1080x1920



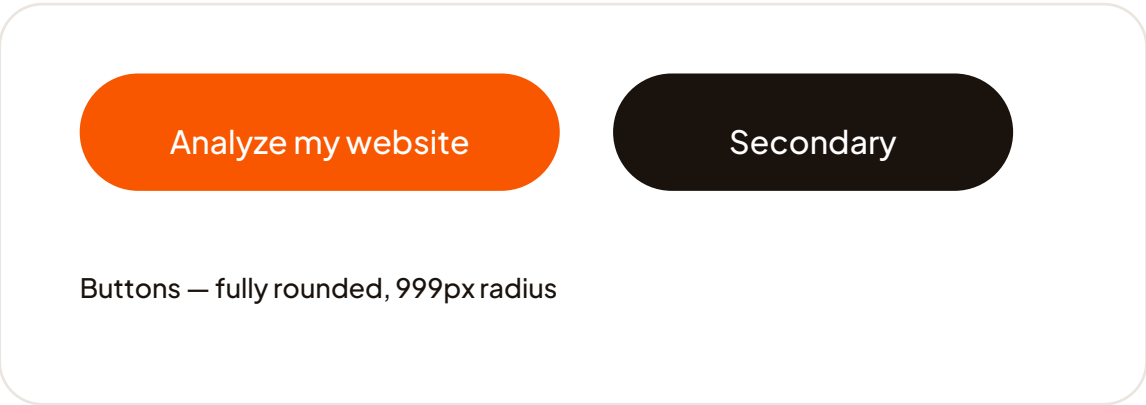
LinkedIn cover 1128x191

Approved lines: More Traffic. More Visibility. More Growth. · Get found on Google and in AI. · Rank higher. Get found everywhere. Never use customer logos, testimonials or ranking numbers that are not verifiable.

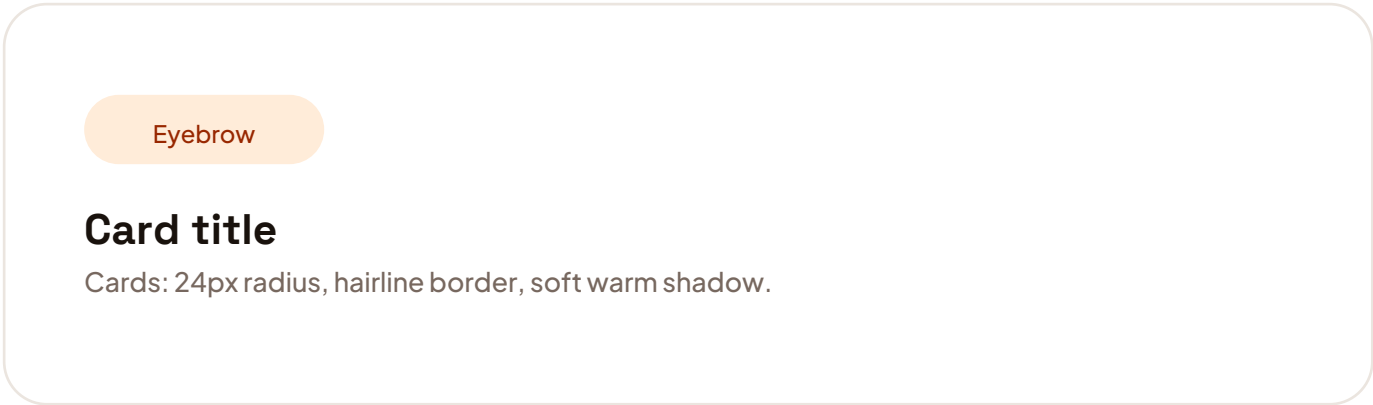


YouTube channel art 2560x1440

Web & product UI



Buttons — fully rounded, 999px radius



Card title

Cards: 24px radius, hairline border, soft warm shadow.

- Iconography: Lucide, 1.75px stroke, near-black or orange only.
- Photography: real business environments, warm natural light, no stock-cliché handshakes.
- Illustration: only the King family; no secondary mascots.
- Accessibility: body text $\geq 4.5:1$. Bobby Orange on white is for large text, icons and buttons with white text — not small body copy.

Tone of voice & terminology

- Confident, plain, specific. Short sentences. No jargon walls.
- Say what the product does and what the user gets next.
- Capitalisation: 'Bobby SEO' always title case; 'SEO', 'AI', 'CMS' uppercase.
- Approved terms: SEO, AI visibility, AI search, answer engines, discovery surfaces, technical SEO, content optimisation, keyword research, competitor analysis.
- Avoid: guaranteed rankings, #1 on Google, instant results, secret algorithm, 'WordPress SEO plugin', invented metrics, fake testimonials.

Write this, not that

Yes: AI-assisted content optimised for search No: AI content that ranks

Yes: Works with any website or CMS No: The WordPress SEO tool

Misuse

- Do not stretch, squash or rotate the lockup.
- Do not recolour the King or the badge.
- Do not crop the round badge or add a square frame.
- Do not set the wordmark in another typeface or weight.
- Do not place the full-colour lockup on busy photography.
- Do not swap 'SEO' to another colour or make 'Bobby' orange.
- Do not add drop shadows, bevels or outlines.
- Do not reintroduce the retired geometric crown mark.

Accessibility

Minimum contrast 4.5:1 for body text and 3:1 for large text and UI. Ink on white = 17.9:1. White on Bobby Orange = 3.5:1 — acceptable for large text and buttons, not for small copy. Never place Bobby Orange text on the warm accent panel below 18 px.

Asset library & version

All canonical assets are served from /images/ on bobbyseo.ai and listed with download links on the /brand page.

- bobby-seo-logo-full-color-{512,1024,2048}.png
- bobby-seo-logo-on-white-1024.png / -on-dark-1024.png
- bobby-seo-logo-white / -black / -orange -1024.png
- bobby-seo-logo-stacked-1024.png / -stacked-dark-1024.png
- bobby-seo-king-transparent-{256,512,1024,2048}.png
- bobby-seo-king-on-orange / -on-white / -on-dark -{512,1024}.png
- bobby-seo-wordmark-transparent-{512,1024,2048}.png
- bobby-seo-wordmark-{full-color,black,white,orange}.svg (true vector)
- bobby-seo-icon-{16,32,48,64}.png · apple-touch-icon-180 · app-icon-{192,512} · maskable-512 · platform-icon-512
- bobby-seo-avatar-{full-color,orange,dark,white}-1024.png
- bobby-seo-og-1200x630.png · twitter-1200x675 · linkedin-cover · facebook-cover · youtube-cover · square · landscape · story
- bobby-seo-brand-book-v1.0.0.pdf

Version 1.0.0 — approved and frozen

Approved illustrats King in full round badge · Montserrat ExtraBold 800 wordmark · Bobby near-black, SEO Bobby Orange · orange / white / near-black system.