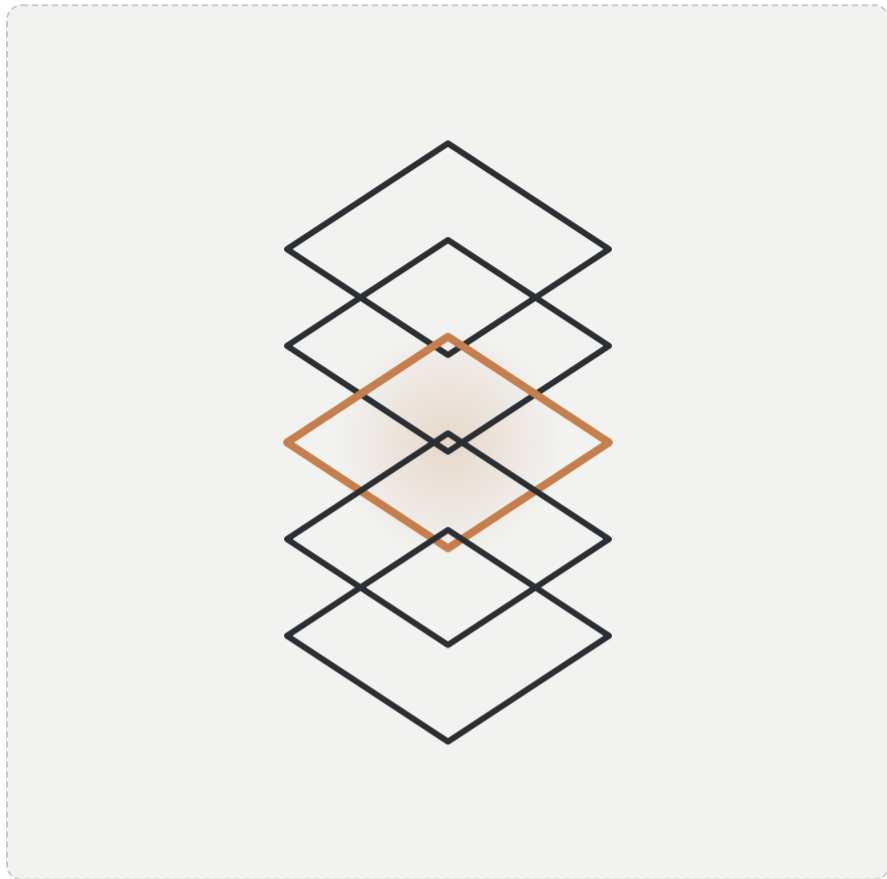


02 Clearspace & minimum size

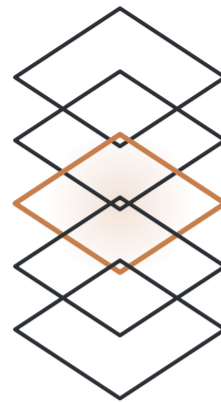
Clearspace

Keep clear space around the logo equal to the height of one diamond (x). Never crowd it with other elements.



Minimum size

Don't reproduce the mark below **32 px / 12 mm**. Below that, use the single-mark for legibility.



full



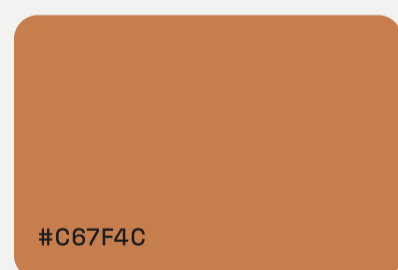
small



32px min

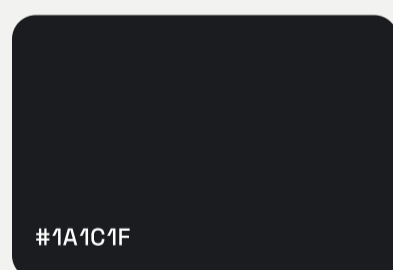
03 Color

Copper is the signal — used with restraint against a charcoal / sand foundation.
Roughly **90%** neutral, **10%** copper.



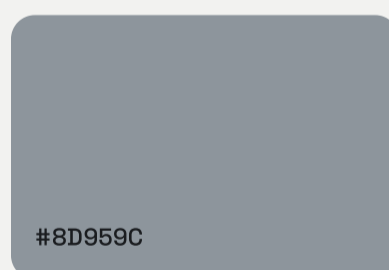
Copper

Primary accent. The signal. Use sparingly — CTAs, the core beam, key highlights.



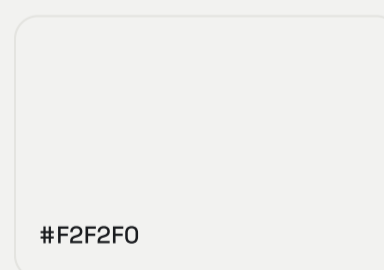
Charcoal

Primary ink & dark surfaces. Wordmark, body text, dark backgrounds.



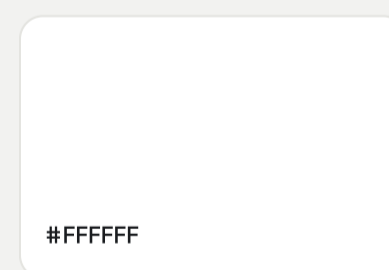
Steel

Secondary text, captions, supporting UI, taglines.



Sand

Light surface / canvas. Warmer than pure white.



White

Reversed surface & knockout on dark.

04 Typography

Aa

SPACE GROTESK

LIGHT · 300

Tagline & supporting

REGULAR · 400

Body & long-form copy

MEDIUM · 500

Labels & eyebrows

BOLD · 700

Headlines & the wordmark

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

05 App icon & favicon



App icon — dark

default



App icon — light

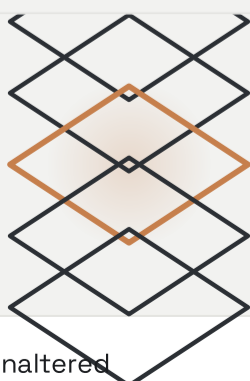
alt



Mark — knockout

favicon

06 Logo misuse



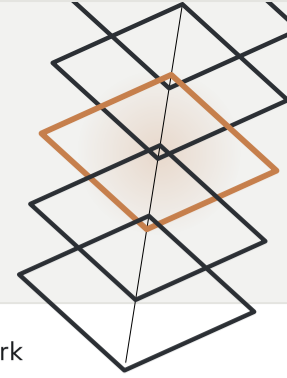
✓ Use the master files, unaltered



✗ Don't recolor outside the palette



⊗ Don't stretch or distort



⊗ Don't rotate the mark

07 Downloads

↓ Logo pack (SVG + PNG)

↓ Favicons

↓ This guide (PDF)

↓ **Primary lockup**
Light · SVG

↓ **Primary lockup**
Dark · SVG

↓ **Stacked lockup**
Light · SVG

↓ **Stacked lockup**
Dark · SVG

↓ **Mark only**
Light · SVG

↓ **Mark only**
Dark · SVG

↓ **App icon**
Dark · SVG

↓ **App icon**
Light · SVG

VOICE

Bold operator, not a chatty startup.

We sell outcomes, not features. Direct, confident, plain-spoken. We never invent guarantees — the results speak.

Direct

Confident

Operator

Outcome-led

No hype

“One System. **Real Results.**”

BOTSLabs builds AI operating systems that connect website, knowledge, authority, and people — powering real results for local businesses.



BOTSLabs

Brand Guide v1.0 · BOTSLabs.com

Logo pack (.zip)

Favicons (.zip)

PDF