



Bobby Inbox

Brand Book

Signal Stack identity system · Canonical edition

What Bobby Inbox is

Product definition, mission, vision

Bobby Inbox is an AI-assisted shared inbox, email-routing and communication-operations platform.

A workspace can receive email directly or through forwarding. Every message remains visible inside its Bobby Inbox channel — forwarding never makes a message disappear.

Teams organise, assign and respond together, and routing and delivery activity remains auditable. AI assistance is optional and controlled by the workspace.

Email is first. Other communication channels come later. API access is an optional add-on. MCP is Coming soon.

Mission

Give every team one clear place for shared communication, where important signals rise above inbox noise and nothing quietly disappears.

Vision

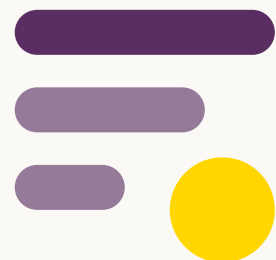
Communication operations that a whole team can see, trust and account for — assistance that is intelligent without removing human control.

Brand promise

Every message stays visible. Every route is accountable. Every decision stays yours.

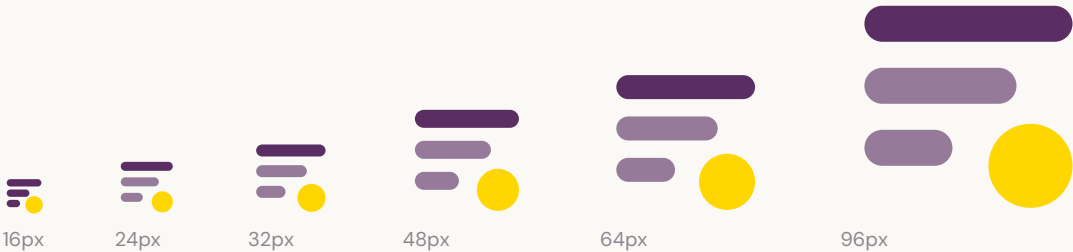
The Signal Stack mark

Three stacked signal rows, one circular status indicator



Bobby Inbox

Rows descend from volume into order; the yellow disc marks the item routing lifted to the top.



Below 24px the simplified micro mark is used: heavier rows, oversized status dot, no row opacity.
Clear space equals the height of one signal row on every side. Minimum sizes: 16px digital icon, 96px lockup, 12mm print.

Colour system

Flat solid colour only — no gradients, no chartreuse, lime, mustard or orange substitution

Bobby Yellow #FFD600	RGB 255, 214, 0 CMYK $\approx$ C0 M16 Y100 K0	Accent, status, one CTA
Aubergine #5A2D63	RGB 90, 45, 99 CMYK $\approx$ C63 M89 Y31 K18	Primary brand surface
Deep Aubergine #2A1030	RGB 42, 16, 48 CMYK $\approx$ C79 M96 Y44 K54	Dark surfaces, app icon
Ink #241028	RGB 36, 16, 40 CMYK $\approx$ C77 M94 Y47 K59	Body text
Canvas #FAF9F5	RGB 250, 249, 245 CMYK $\approx$ C2 M2 Y4 K0	Light background

Contrast (calculated, WCAG 2.1 relative luminance): Ink on Canvas 16.9:1 · Canvas on Deep Aubergine 16.4:1 · Ink on Bobby Yellow 12.6:1 ·

Deep Aubergine on Bobby Yellow 12.24:1 · White on Aubergine 10.55:1 · White on Bobby Yellow 1.41:1 — prohibited. Yellow takes Ink, black or Deep Aubergine only.

Typography and voice

Space Grotesk for the wordmark and headings · DM Sans for interface and body

Signal above noise

Section heading — Space Grotesk Medium

Body and interface text — DM Sans Regular, 1.6 line height, sentence case.

Tone: calm, precise, accountable. We explain what happened to a message, never dramatise it.

Write in sentence case. Prefer verbs over nouns. Never promise autonomy the workspace has not switched on.

Approved terms: workspace, channel, message, thread, routing, forwarding, delivery audit, assignment, AI summary, optional API add-on, MCP — Coming soon.

Avoid: 'inbox zero', 'magic', 'fully automated', 'replaces your team', competitor product names.

Asset library

All production files live under `/images/` with lowercase, hyphenated names.

`bobby-inbox-logo-primary.svg / .png` — primary horizontal lockup

`bobby-inbox-logo-stacked-*.svg / .png` — stacked lockups in every colourway

`bobby-inbox-logo-white / -black / -monochrome / -on-purple / -on-yellow`

`bobby-inbox-wordmark*.svg / .png` — wordmark-only assets

`bobby-inbox-signal-stack*.svg / .png` — standalone symbol

`bobby-inbox-micro-mark*.svg / .png` — simplified micro mark

`bobby-inbox-favicon-{16,24,32,48,64,128,256}.png, .svg, .ico`

`bobby-inbox-app-icon-{16...1024}.png` — square app icon family

`bobby-inbox-avatar-{purple,yellow,ink,canvas}.png` — genuine 1:1 squares

Social: open-graph, x-square, x-cover, linkedin, facebook, instagram, youtube

Email, invoice and document headers; presentation cover; social post template

Kits: logos, favicons, app icons, avatars, social, email and document, complete

Prototype boundary: no backend, authentication, email delivery, AI execution, API, MCP or payments are connected.