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Brand Guidelines

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Overview

01

Overview

Brand Vision 👁

Backboard.io envisions a future where developers build limitless AI applications with ease and confidence, free from the constraints of model dependency or infrastructure complexities. Our objective is to become the bedrock of AI application development by empowering developers with a seamless, secure, and agile platform that enables dynamic model orchestration, stateful interactions, and persistent memory.

We stand for freedom of innovation, technological reliability, and fostering an ecosystem where creativity meets precision. Through our universal API, developer-centric design, and modular adaptability, we commit to simplifying the AI landscape while ensuring products remain robust and future-proof against the inevitable advancements in AI technologies.

Our goal is to be the trusted partner for developers and enterprises aiming to lead in the AI-native world, helping them stay ahead with swift adaptation and minimal redundancy. We achieve this by constantly refining our platform to guarantee seamless integration, performance efficiency, and unmatched scalability, bridging today's AI potential with tomorrow's possibilities.

Brand Voice 📢

Confident Trailblazer.

Backboard.io speaks with the authority of a leader — steady, assured, and unafraid to push boundaries. We embody trust through our precision and reliability, mirrored in every seamless connection and interaction we forge. Our voice carries a vibrant energy fueled by innovation and forward-thinking, inspiring developers to dream big and build with confidence. We encourage exploration and creativity while providing the solid, dependable foundation they need. Like the best of Silicon Valley, we resonate with intelligence, agility, and a touch of creative rebellion, driving progress and maintaining control in the ever-evolving AI landscape.

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Logo

02

Logo

Primary

The primary logo is the main representation of the brand and should be used in most situations. It reflects the brand's full identity and should appear in prominent placements such as websites, presentations, and marketing materials.

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Logo

Secondary

The secondary logo maintains the same design as the primary logo but is presented in an alternate color variation. It is used when the primary color does not suit the background or specific visual context.

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Logo

Tiertiary

The tertiary logo is another color variation of the primary logo, designed to provide additional flexibility across different backgrounds and applications while maintaining brand consistency.

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Logo
Mark

Here are the three logo mark variations, primary, secondary, and tertiary. Each shown in a different color to ensure versatility and consistency across various backgrounds and use cases.
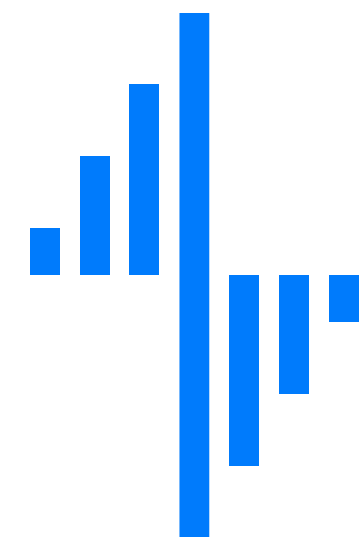
Primary
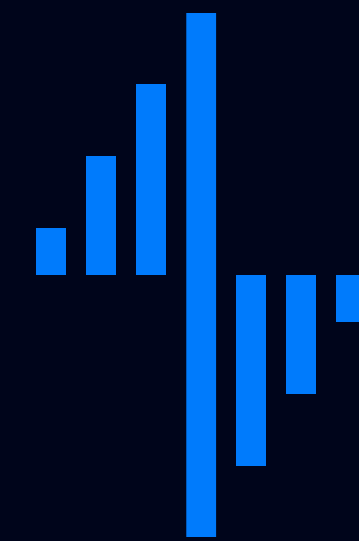
Secondary

Tiertiary

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Logo
Clearspace

The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.
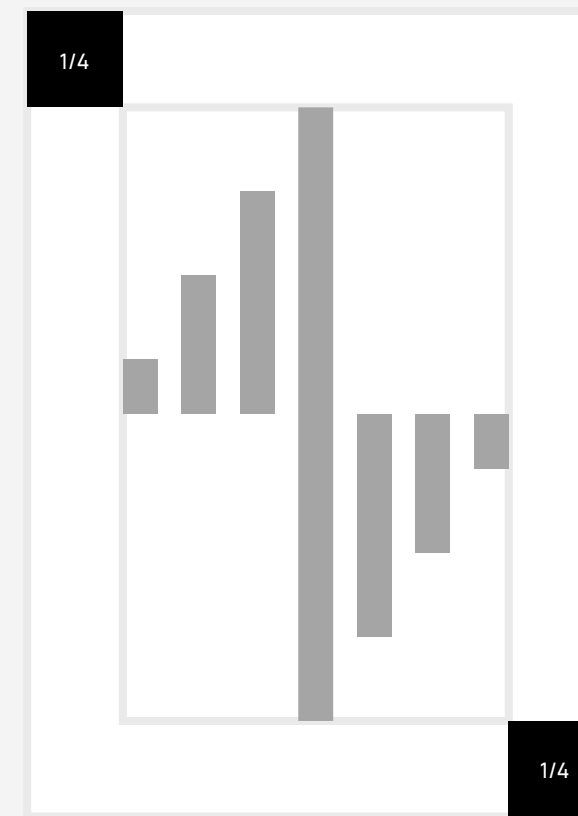
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Logo
Clearspace

The logo clear space is defined as one-quarter (1/4) of the logo's total height. This area must remain free of any text, graphics, or other visual elements to ensure the logo maintains its visual impact and legibility across all applications.

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Colors

03

Colors

Primary Colors

The colors shown here are the primary colors of the brand and serve as the foundation for all visual communications. These hues should be used consistently across all print and digital materials to maintain a cohesive and recognizable brand identity.

HEX
#FFFFFF

HEX
#00051B

HEX
#007BFC

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Colors

Grayscale Color - 01	Grayscale Color - 02	Grayscale Color - 03	Grayscale Color - 04
Cloud	**Smoke**	**Steel**	**Space**
HEX #EDEFF7	HEX #D3D6E0	HEX #BCBFCC	HEX #9DA2B3

Grayscale Color - 05	Grayscale Color - 06	Grayscale Color - 07	Grayscale Color - 08
Graphite	**Arsenic**	**Phantom**	**Black**
HEX #6E7180	HEX #40424D	HEX #1E1E24	HEX #000000

Grayscale Colors

A grayscale color palette consists of varying shades of gray, ranging from pure black to white, with all the intermediate tones in between. The palette doesn't contain any hue or color, it only varies in lightness or darkness.

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Typography

04

Typography

Manrope

Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#$%&?@)
Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz0123456789° (!"#$%&?@)
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)
Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)
Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)**
ExtraBold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789° (!"#$%&?@)**

This font represents the brand's primary typography and should be used across all communications to ensure a consistent and professional visual identity.

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Typography

Type Scaling

64 Px	# Heading 1
48 Px	## Heading 2
32 Px	### Subheader 1
24 Px	Subheader 2
18 Px	Paragraph 1
16 Px	Paragraph 2

Typography scaling ensures a consistent and harmonious visual hierarchy across all brand materials. By applying proportional size relationships between headings, subheadings, body text, and captions, we maintain readability while reinforcing brand identity. This system allows type to adapt seamlessly across different formats and devices, ensuring clarity and cohesion in every application.
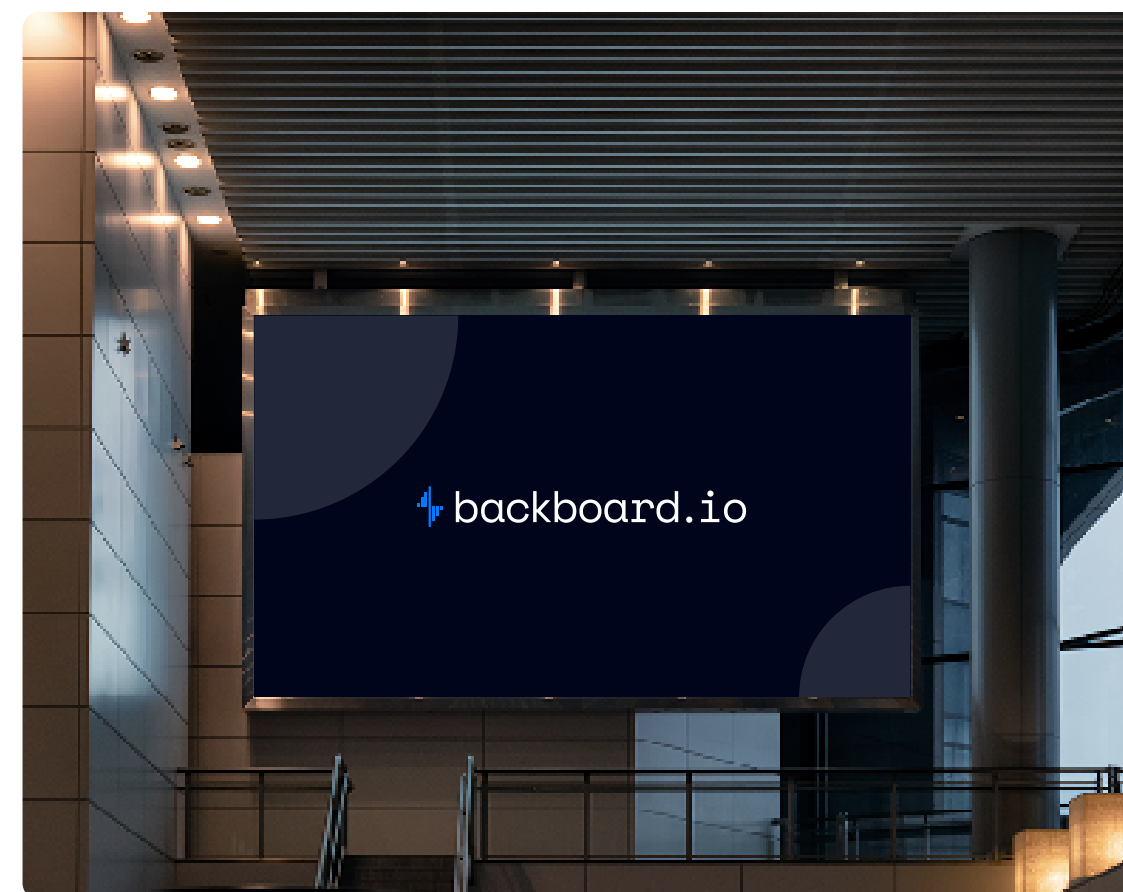
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Applications

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Applications

This section demonstrates how the brand's visual elements, logo, typography, color palette, and imagery are applied across various touchpoints.

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Thank You