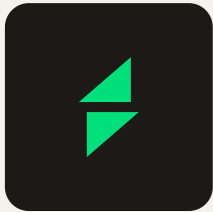


THE MARK



Two congruent wedges, rotated 180° from one another, on a 32-unit grid.

M21.5 3.5 L8.5 14.75 L21.5 14.75 Z

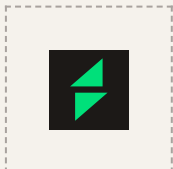
M10.5 28.5 L23.5 17.25 L10.5 17.25 Z

THE GAP IS THE MARK

The mark does not draw the bolt. It suggests one, and the eye closes the diagonal. Suggesting holds up better than depicting, because a drawn bolt is an icon-library glyph with infinite variants, while two cut wedges are a shape of our own.

The cut also carries meaning: *desired state* and *actual state*, detect and remediate, human and agent. None of that has to be obvious for the symbol to work, and none of it belongs in marketing copy. It is what holds the brand together internally, and the answer when someone asks why the mark is split.

CLEAR SPACE



One quarter of the mark's height on all four sides. A 32px mark gets 8px of air. Nothing enters that zone.

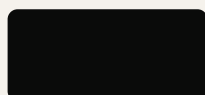
PALETTE



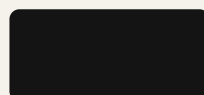
#00E07A
Accent



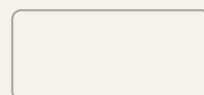
#00B864
On paper



#0A0B0A
Background



#131413
Surface



#F5F2EC
Paper



#A8A29E
Muted

The green belongs to the mark and the primary CTA. It is not the colour of body text, the wordmark, borders, or backgrounds. When everything is the accent, nothing is. On paper, #00B864 replaces the accent, where electric green loses contrast.

WORDMARK

KubeBolt

Space Grotesk 600, -0.035em tracking, one weight and one colour: #F5F2EC on dark, #1C1917 on light. Never split across two colours or two weights.

TYPE SYSTEM

Space Grotesk · headlines and display

Inter Tight · UI and body copy

JetBrains Mono · code, logs and resource names

HIERARCHY WITH KOBI



KubeBolt always first, always in colour, always larger. Kobi is monochrome, smaller, and behind the divider. Users say “I use KubeBolt” and “I asked Kobi” — never the other way round.

NEVER

Close the gap: the meaning lives there.

Gradients, outlines or shadows.

Enclose it in a circle or hexagon.

Rotate, skew or scale disproportionately.

Split the name across colours or weights.

Use the old icon-library bolt.

WHERE THE FILES LIVE

brand/svg/ Mark, favicon, apple-touch-icon and the three lockups

brand/png/ 16 to 1024, transparent and on a dark square

brand/cli/ ASCII reductions for the terminal