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<td>3.5 Vertical construction</td>
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Beliefs & Messaging

March 31, 2019
Bolt is on a mission to make commerce:

Easy.

 Trusted.

Consistent.
+ One Network. Millions of Shoppers.
+ Perfecting the Checkout Experience
Visual Identity

March 31, 2019
2.1 — Logomark

Production ready logo files for use can be found at Team Drives > Design > Design <> External > Logo. If you need access, please contact IT.

Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background color (light vs dark).
2.2 — Logomark Inverse

Production ready logo files for use can be found at Team Drives > Design > Design <> External > Logo. If you need Drive access, please contact IT.

Be sure to choose the correct file format based on the medium you intend to use to logo with (print vs digital) and choose the logo option that will work with the background color (light vs dark).
2.3 — Primary Logo

Production ready logo files for use can be found at Team Drives > Design > Design <> External > Logo. If you need Drive access, please contact IT.

Be sure to choose the correct file format based on the medium you intend to use to logo with (print vs digital) and choose the logo option that will work with the background color (light vs dark).
Identity

2.4 — Primary Logo Inverse

Production ready logo files for use can be found at Team Drives > Design > Design <-> External > Logo. If you need Drive access, please contact IT.

Be sure to choose the correct file format based on the medium you intend to use to logo with (print vs digital) and choose the logo option that will work with the background color (light vs dark).
Brand Architecture

March 31, 2019
3.1 — Sub-brand system

Production ready logo files for use can be found at Team Drives > Design > Design <> External > Logo. If you need Drive access, please contact IT. Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background color (light vs dark).

Bolt —> End Users

- Bolt Secured
- Bolt Checkout
- Bolt Fraud
- Bolt Payments

Bolt —> Merchants

- Bolt Secured
- Bolt Subscriptions
- Bolt Accounts
- Bolt Payments

Bolt —> Bolt

- Bolt Department
- Bolt Dashboard
- Bolt 2020 Report
- Bolt Con
- Bolt + PayPal
Production ready logo files for use can be found at Team Drives > Design > Design <> External > Logo. If you need Drive access, please contact IT.

Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background color (light vs dark).
3.3 — Horizontal lockup Inverse

Production ready logo files for use can be found at Team Drives > Design > Design -> External > Logo. If you need Drive access, please contact IT.

Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background color (light vs dark).
3.4 — Vertical lookup

Production ready logo files for use can be found at Team Drives > Design > Design <> External > Logo. If you need Drive access, please contact IT.

Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background color (light vs dark).
3.5 — Vertical lockup inverse

Production ready logo files for use can be found at Team Drives > Design > Design → External > Logo. If you need Drive access, please contact IT.

Be sure to choose the correct file format based on the medium (print vs digital) and choose the logo option that will work with the background color (light vs dark).
Usage Parameters

March 31, 2019
4.1 — Clear space

Be mindful of having sufficient clear space surrounding the logo to ensure legibility.
4.2 — Pairing

When using pairing Bolt with other logos to show partnerships or collaborations, be sure to align logos vertically and maintain one Bolt logo mark spacing between them.
<table>
<thead>
<tr>
<th>Do Not Use a Drop Shadow.</th>
<th>Do Not Use Against a Complex Image.</th>
<th>Do Not Outline.</th>
</tr>
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<tr>
<td>Do Not Use a Gradient.</td>
<td>Do Not Use at a Low Resolution.</td>
<td>Do Not Add Taglines.</td>
</tr>
<tr>
<td>Do Not Use Unapproved Color Combinations.</td>
<td>Do Not Use Redraw or Alter Any Parts.</td>
<td>Do Not Rotate.</td>
</tr>
<tr>
<td>Do Not Stretch or Distort.</td>
<td>Do Not Use as a Pattern.</td>
<td>Do Not Rearrange.</td>
</tr>
</tbody>
</table>
Color & Typography

March 31, 2019
5.1 — Core Palette

Wherever possible, utilize our color palette in the below proportions. Imply “premium” with dark materials. Contrast with a pop of blue.

Unsure of which color to select? Don’t hesitate to ping a designer on Slack. Generally, create a ratio of 50:50:25. Dark mode = right mood.

**Off Black**
- RGB: R: 24, G: 25, B: 32
- CMYK: C: 3, M: 2, Y: 0, K: 87
- HEX: #181A20
- PMS: Neutral Black C

**White**
- RGB: R: 255, G: 255, B: 255
- CMYK: C: 0, M: 0, Y: 0, K: 0
- HEX: #FFFFFF
- PMS: Opaque White

**Bolt Blue**
- RGB: R: 0, G: 108, B: 255
- CMYK: C: 100, M: 58, Y: 0, K: 0
- HEX: #006CFF
- PMS: 285C
## 5.2 — Neutral Palette

The neutral palette adds texture and depth. Example: In text-heavy compositions, de-emphasize secondary info by setting in gray.

Unsure of which color to select? Don’t hesitate to ping a designer on Slack. Generally, stick to black. Avoid illegible color choices.

### Off Black
- **RGB:**
  - R: 24
  - G: 26
  - B: 32
- **CMYK:**
  - C: 3
  - M: 2
  - Y: 0
  - K: 87
- **HEX:** #181A20
- **PMS:** Neutral Black C

### Gray 3
- **RGB:**
  - R: 88
  - G: 90
  - B: 96
- **CMYK:**
  - C: 3
  - M: 2
  - Y: 0
  - K: 62
- **HEX:** #585A60
- **PMS:** Cool Gray 10 C

### Gray 2
- **RGB:**
  - R: 140
  - G: 144
  - B: 152
- **CMYK:**
  - C: 5
  - M: 3
  - Y: 0
  - K: 40
- **HEX:** #8C9098
- **PMS:** 877 C

### Gray 1
- **RGB:**
  - R: 182
  - G: 184
  - B: 192
- **CMYK:**
  - C: 4
  - M: 3
  - Y: 0
  - K: 25
- **HEX:** #B6B8C0
- **PMS:** 434 C

### Off White
- **RGB:**
  - R: 242
  - G: 244
  - B: 248
- **CMYK:**
  - C: 2
  - M: 2
  - Y: 0
  - K: 3
- **HEX:** #8C9098
- **PMS:** 656 C

### White
- **RGB:**
  - R: 255
  - G: 255
  - B: 255
- **CMYK:**
  - C: 0
  - M: 0
  - Y: 0
  - K: 0
- **HEX:** #FFFFFF
- **PMS:** Opaque White
The accent palette exists to add differentiation to data-rich visualizations. Gradients should be used carefully and sparingly.

### First choice accent colors

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safe Green</td>
<td>96, 216, 168</td>
<td>47, 0, 19, 15</td>
<td>#60D8A8</td>
<td>3386 C</td>
</tr>
<tr>
<td>Cyan</td>
<td>104, 216, 252</td>
<td>58, 14, 0, 1</td>
<td>#68D8FC</td>
<td>3105 C</td>
</tr>
<tr>
<td>Indigo</td>
<td>96, 104, 244</td>
<td>59, 55, 0, 4</td>
<td>#9060F4</td>
<td>2726 C</td>
</tr>
<tr>
<td>Purple</td>
<td>144, 96, 244</td>
<td>39, 58, 0, 4</td>
<td>#9060F4</td>
<td>265 C</td>
</tr>
<tr>
<td>Magenta</td>
<td>204, 72, 244</td>
<td>16, 67, 0, 4</td>
<td>#CC48F4</td>
<td>238 C</td>
</tr>
</tbody>
</table>

### Secondary accent colors

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>HEX</th>
<th>PMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bytanzium</td>
<td>144, 32, 104</td>
<td>0, 44, 16, 44</td>
<td>#902068</td>
<td>235 C</td>
</tr>
<tr>
<td>Danger Red</td>
<td>236, 72, 64</td>
<td>0, 64, 67, 7</td>
<td>#EC4840</td>
<td>178 C</td>
</tr>
<tr>
<td>Orange</td>
<td>232, 136, 72</td>
<td>0, 38, 63, 9</td>
<td>#E88848</td>
<td>164 C</td>
</tr>
<tr>
<td>Warning Yellow</td>
<td>244, 200, 72</td>
<td>0, 17, 67, 4</td>
<td>#F4C848</td>
<td>1225 C</td>
</tr>
<tr>
<td>Lime</td>
<td>152, 224, 80</td>
<td>28, 0, 56, 12</td>
<td>#98E050</td>
<td>7487 C</td>
</tr>
</tbody>
</table>

### Gradient Accents

<table>
<thead>
<tr>
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<th>Color 2</th>
<th>Angle</th>
<th>Hex 1</th>
<th>Hex 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Danger Red</td>
<td>Orange</td>
<td>90°</td>
<td>#EC4840</td>
<td>#E88848</td>
</tr>
<tr>
<td>Warning Yellow</td>
<td>Lime</td>
<td>90°</td>
<td>#F4C848</td>
<td>#E88848</td>
</tr>
<tr>
<td>Safe Green</td>
<td>Safe Green</td>
<td>90°</td>
<td>#68D8FC</td>
<td>#60D8A8</td>
</tr>
<tr>
<td>Cyan</td>
<td>Cyan</td>
<td>90°</td>
<td>#68D8FC</td>
<td>#60D8A8</td>
</tr>
<tr>
<td>Magenta</td>
<td>Purple</td>
<td>90°</td>
<td>#CC48F4</td>
<td>#9060F4</td>
</tr>
<tr>
<td>Danger red</td>
<td>Byzantium</td>
<td>90°</td>
<td>#EC4840</td>
<td>#902068</td>
</tr>
</tbody>
</table>
5.4 — Typography

Premium, direct, no bullshit. Helvetica Neue.
The workhorse type family, popularized by 1960s Swiss Minimalist design.

Can’t find Helvetica Neue on your computer?
Contact IT to be provided a compatible copy.
Helvetica Neue Bold
Helvetica Neue Medium
Helvetica Neue Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
### 5.6 — Hierarchy

**Headline**

- **Weight:** Bold
- **Size:** 40px and higher
- **Color:** Black on light
  - White on dark

**Paragraph**

- **Weight:** Regular
- **Size:** 14-18px
- **Color:** Black on light
  - White on dark

**Call to action**

- **Weight:** Medium
- **Size:** 14-18px
- **Color:** Bolt Blue

---

**Bolt makes you more money.**

Bolt’s unfair data advantage comes from visibility into behavioral data from checkout and clean payment processing data. This enables Bolt to deliver industry-leading order approval rates, and frees up your team from manually reviewing orders and paying for fraudulent chargebacks.

[Learn More](#)
Bolt makes you more money.

Precision fraud detection, powered by Bolt's unfair data advantage.

Bolt makes sure nothing gets in their way when they decide to buy. Businesses using Bolt experience a 10-20% lift in checkout conversion.

“You are at a competitive disadvantage if you are not processing with Bolt.”
Color & Typography

5.8 — Do Not’s

Always proofread to ensure no spelling, punctuation, or grammar mistakes are present. Also be mindful when formatting type to avoid awkward line breaks, rags, orphans, and line lengths that are too long.

Sentence Case
+ I’m easiest to read.
– I’m Harder To Read.
– I’M HARDEST TO READ

Punctuation
+ Intelligent, not playful.
+ Intelligent — not playful?
– Intelligent...not playful!

Terminology
+ Ecommerce / ecommerce
– eCommerce / e-Commerce / E-commerce
– IE-com / e-com / ecom

Formatting
+ 40 characters or less for headlines
+ 50-60 characters per line for paragraphs
+ “Quotes and citations can be italicized.”
+ Underline links
– Avoid overstyling text and with belts and suspenders.

Oxford comma
+ Checkout, payments, and fraud
+ Checkout, payments & fraud.
– Checkout, payments and fraud / Checkout, payments, & fraud.

Rags and Orphans
+ I am a paragraph with clean rags. I am a paragraph with clean rags.
– I am a paragraph with awkward rags. I am a paragraph with awkward rags.

Quotes and Citations can be italicized.

Underline links

Avoid overstyling text and with belts and suspenders.

Brand Guidelines
Application Examples

March 31, 2019
Applicable Examples

6.1 — Wearables

If producing merchandise to be given away as swag, use the primary logo, and ensure ample contrast against the material’s color.

If you need to produce merchandise that expresses our brand beyond the logo, contact the design team to initiate a project.
If producing merchandise to be given away as swag, use the primary logo, and ensure ample contrast against the material's color.

If you need to produce merchandise that expresses our brand beyond the logo, contact the design team to initiate a project.