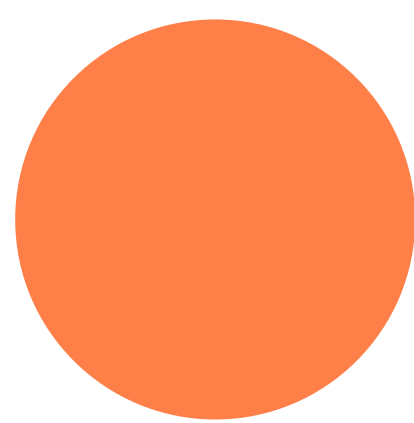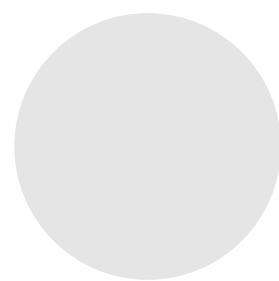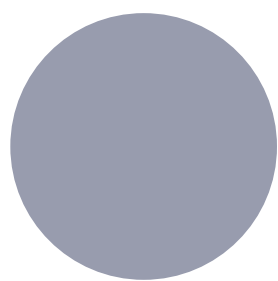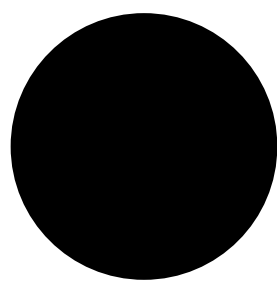# BZYBUS styleguide

Color palette:

BZY Orange
#FF7F48
RBG 255/127/72
cmyk (0%, 50%, 72%, 0%)

Light Gray
#E5E5E5
RBG 229/229/229
cmyk(0%, 0%, 0%, 10%)

Gray
#989CAE
RBG 152/156/174
cmyk(100%, 32%, 0%, 21%)

Black
#000000
RBG 0/0/0
cmyk(0%, 0%, 0%, 100%)

BZYBus has one distinctive color: a bright, engaging orange that is used in alerts and other prominent areas of the app. This minimal color scheme allows users to easily identify BSYBUS as the go-to application on their smartphone.

Logo:

BZYBUS's logo is inspired by street styles. The simple frame and bold lettering allows for bright alternative colors to be used whenever necessary. The logo can be used in it's alternative form for app buttons or smaller use cases.

BZY BUS

Preferred Logo

BZY BUS

BZY BUS

BZY BUS

BB

100x100
alt. logo

Typography:

The fonts designated for the BZYBUS app is SF Pro and Patua One.

Patua One

SF Pro Text