

Brand Guidelines
April 2025

Tone of Voice

ToV Principles

We have three guiding tone of voice principles that help bring Bolt to life:

ToV Principle One

Thoughtfully Concise

ToV Principle Two

Knowingly Playful

ToV Principle Three

Comfortably at Ease

Logo

Our logo

Our logo is our brand's most important element. It is a unique and bold signifier of the Bolt brand. The lightning shape in the logo supports our lightning quick product offering while the solid, capital forms of the letters are reflective of our unending trustworthiness.



Logo color

Our logo may be used in Brand White, Bolt Blue, Bolt Black and Cyan (more on these colors later).

Use the elements in your piece of communication to determine the color of your logo for maximum contrast and clarity.

If your background is light, you should be using a Bolt Black logo or a Bolt Blue logo. If your background is dark, use the logo in Brand White or Cyan.

Over photography, you may use Cyan or Light Gray, but be sure it is clear and legible.

Never use the logo in any of the secondary colors.

①



②



③



④



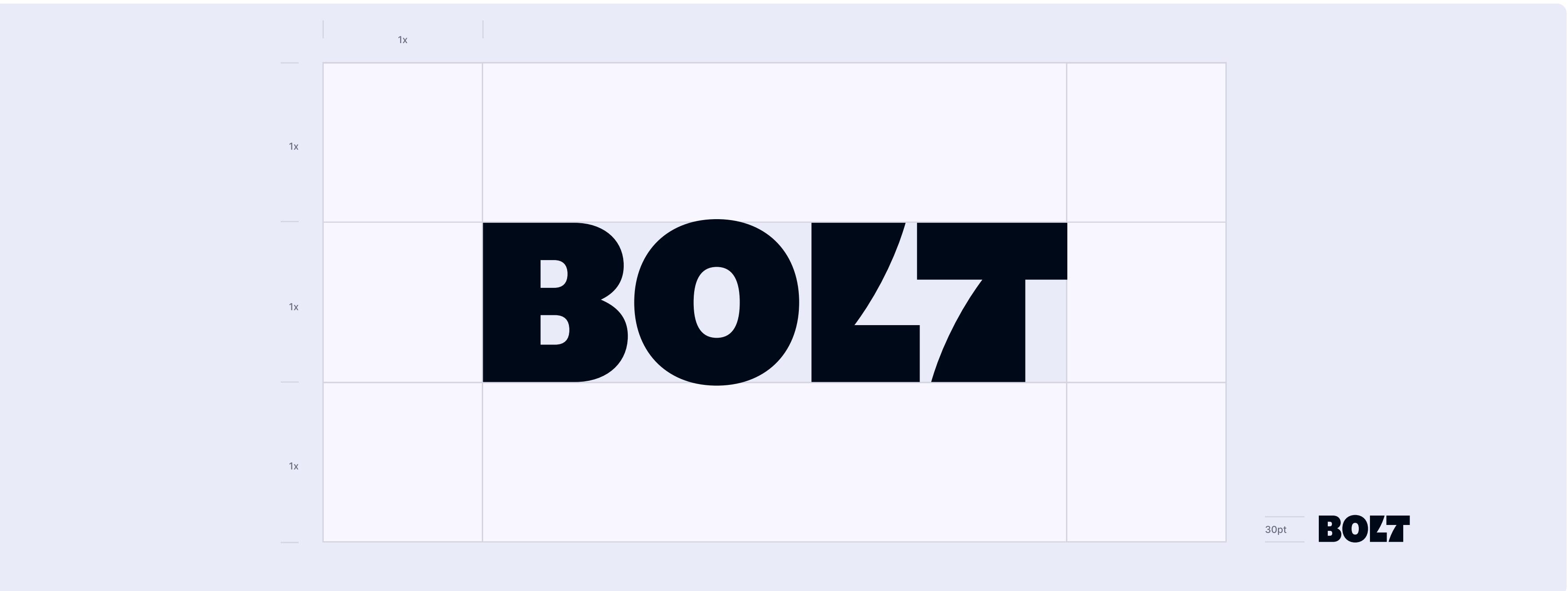
Clearspace

Minimum Size

For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

Clear Space

To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.



30pt **BOLT**



Logo usage

The Bolt logo may be used as the large primary element in a piece of communication, or secondarily to support text or imagery.

Be conscious of sizing and contrast to ensure its primary or secondary functionality. We don't want the logo and adjacent elements to feel exactly the same.

① Logo as primary element

② Logo as secondary element



②

The very
very very
very very
simple
checkout.

BOLT

Co-branding

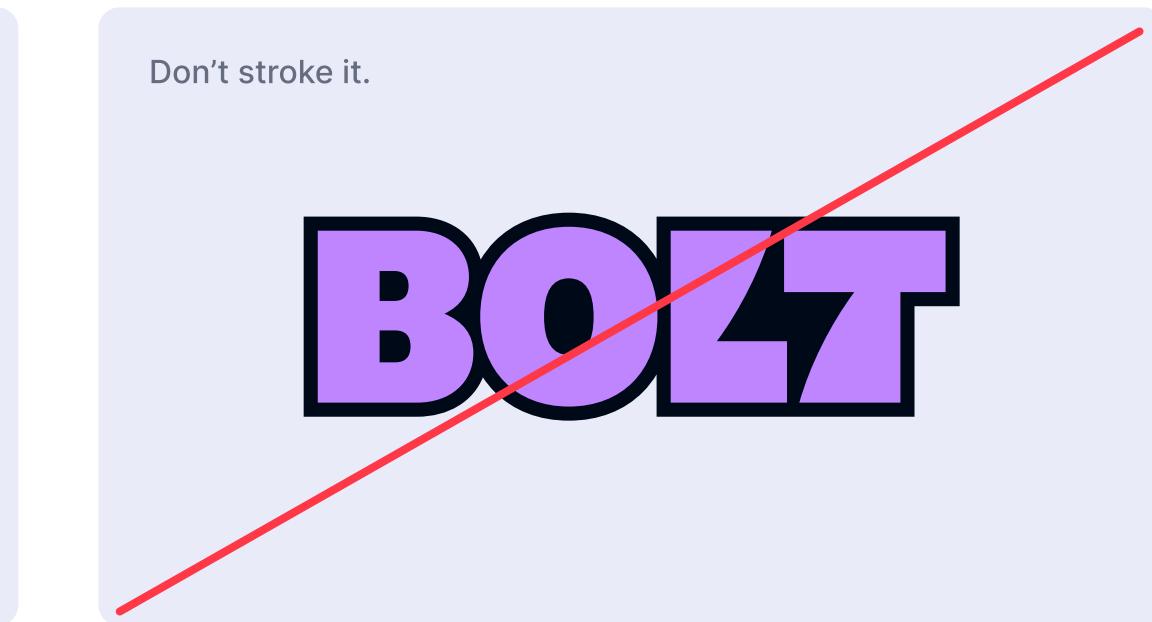
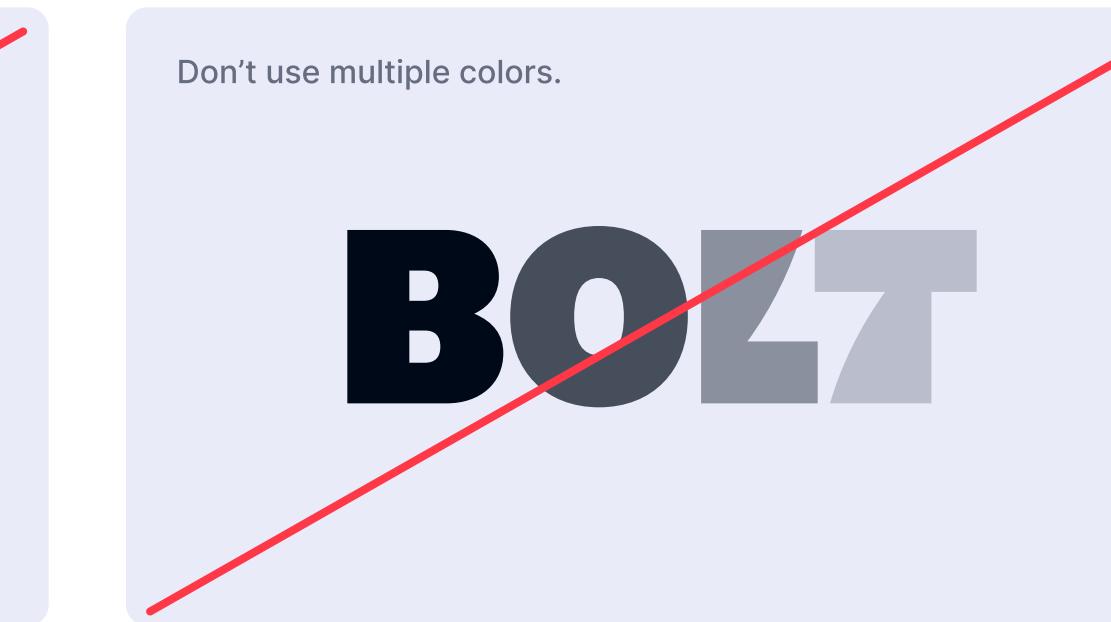
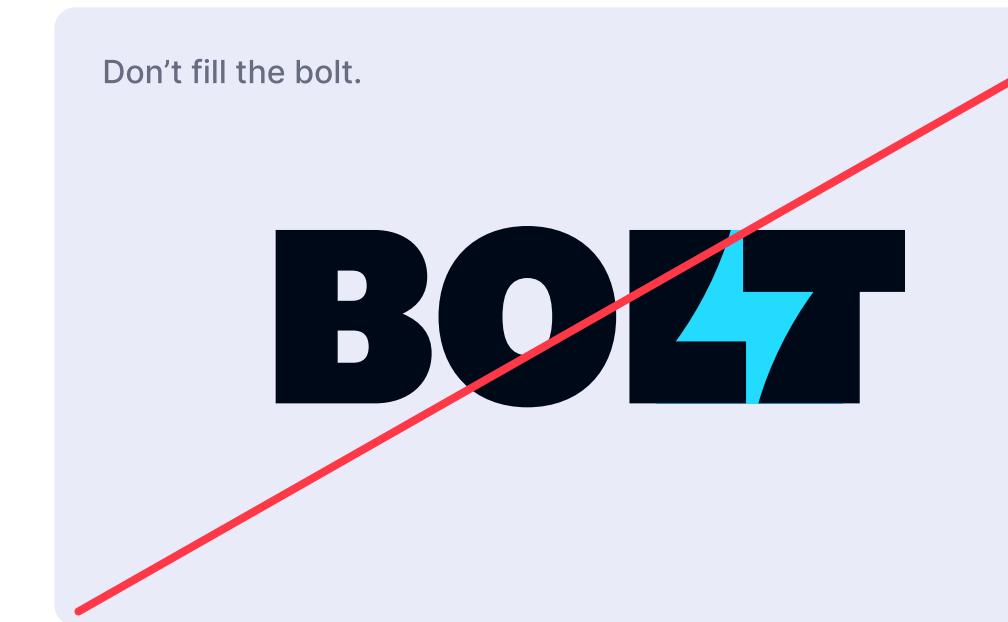
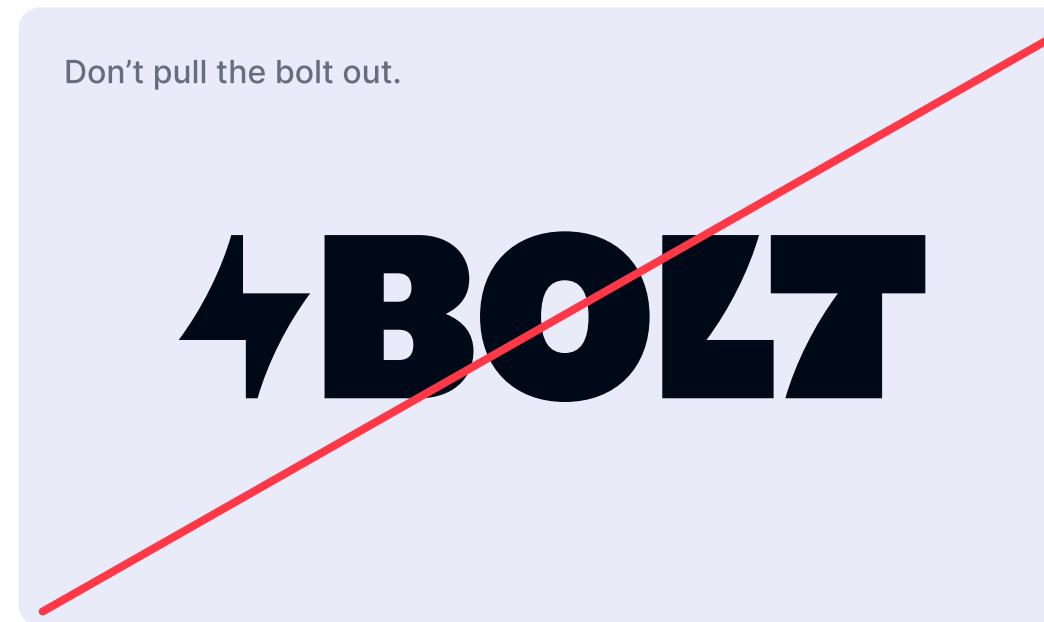
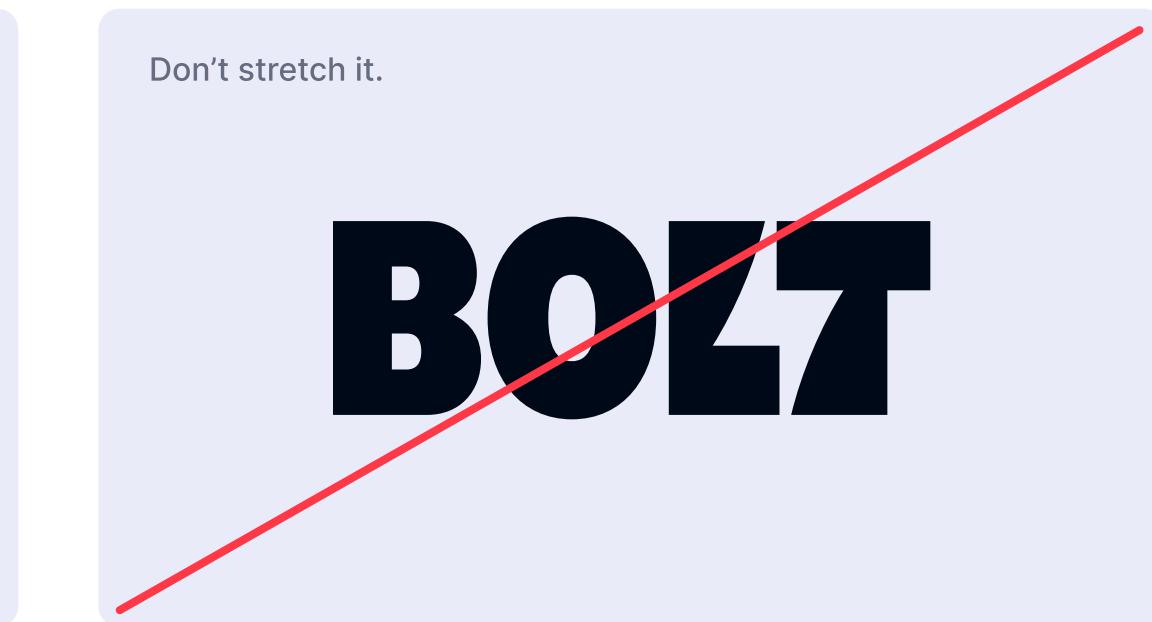
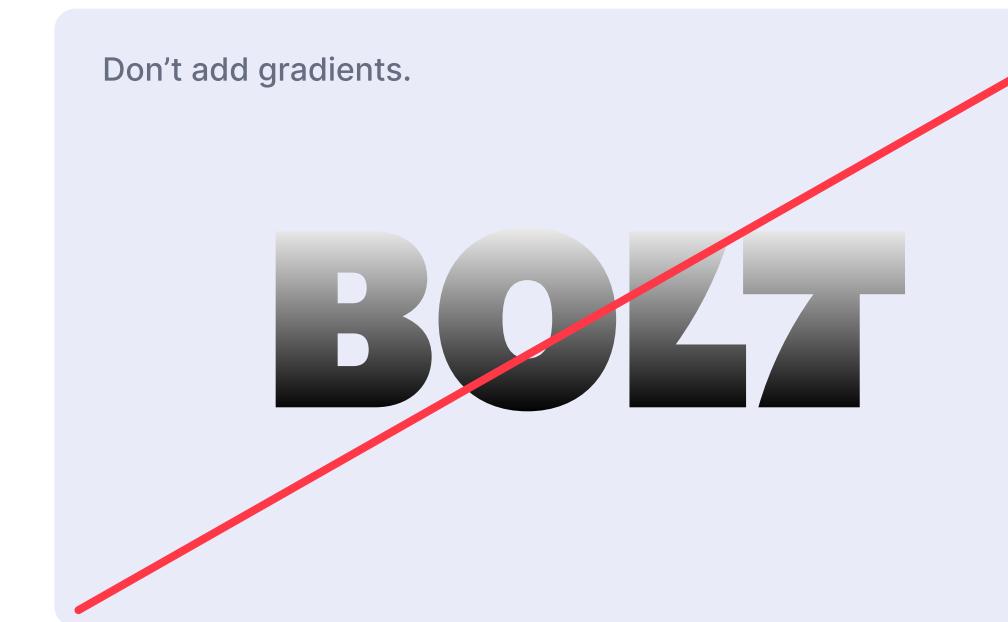
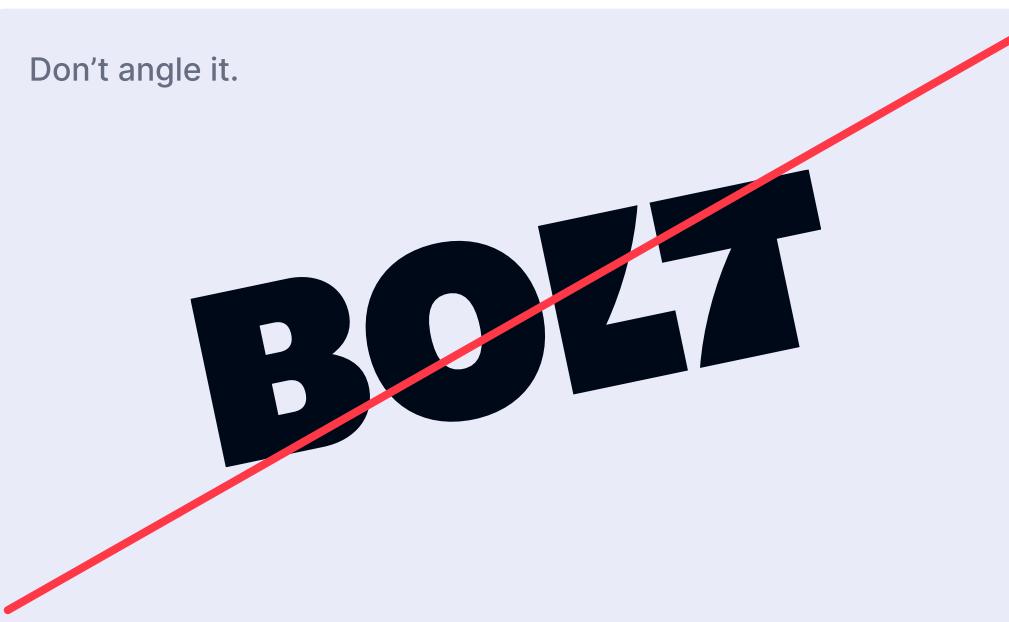
Sometimes, we may need to lockup our logo with another business or partner.

We separate our logo and a partner's logo by the distance of $0.28x$. 'x' is defined by the width of our logo. Our partner's logo should never exceed the size height of our symbol, with the exception of small overhanging elements. For example due to the Fanatics logo's irregular size, we have to optically align to their wordmark as opposed to the flag's edge.



Our logo is our most sacred asset.

Please treat it with the
utmost respect. Thank you.



Color

Primary colors

These colors are used on all pieces of Bolt communication in one form or another.

Bolt Black

#020A18
RGB: 2, 10, 24
Pantone: Black 6C
CMYK: 100, 20, 0, 100

Medium Black

#10103C
RGB: 16, 16, 60
Pantone: 2766 C
CMYK: 80, 75, 0, 75

Dark Purple

#4322AA
RGB: 67, 34, 170
Pantone: 2098 C
CMYK: 90, 100, 0, 0

Bolt Blue

#133EE3
RGB: 19, 62, 227
Pantone: 2728 C
CMYK: 100, 75, 0, 0

Cyan

#68D8FC
RGB: 104, 216, 252
Pantone: 298 C
CMYK: 75, 0, 5, 0

Purple

#B688FF
RGB: 182, 136, 255
Pantone: 2645 C
CMYK: 30, 45, 0, 0

Brand White

#F8F6FE
RGB: 248, 246, 254
Pantone: Cool Gray 1XGC
CMYK: 2, 3, 0, 0

Secondary colors

Our secondary colors are used on our website, in presentations and in illustrations, especially to create gradients over Pearl White.

These colors should be used sparingly, never as main floods of backgrounds or typography.

They are meant to help empower our primary set of colors when necessary and preferably when using light mode color schemes.

Mid Blue

#006CFF
RGB: 0, 108, 255
CMYK: 100, 30, 0, 0
Pantone: 2195 C

Light Blue

#D1D8FA
RGB: 209, 216, 250
CMYK: 20, 10, 0, 0
Pantone: 2706 C

Light Cyan

#B2ECFF
RGB: 178, 236, 255
CMYK: 40, 0, 10, 0
Pantone: 290 C

Light Purple

#C5BFFF
RGB: 197, 191, 255
CMYK: 25, 25, 0, 0
Pantone: 270 C

Light Pink

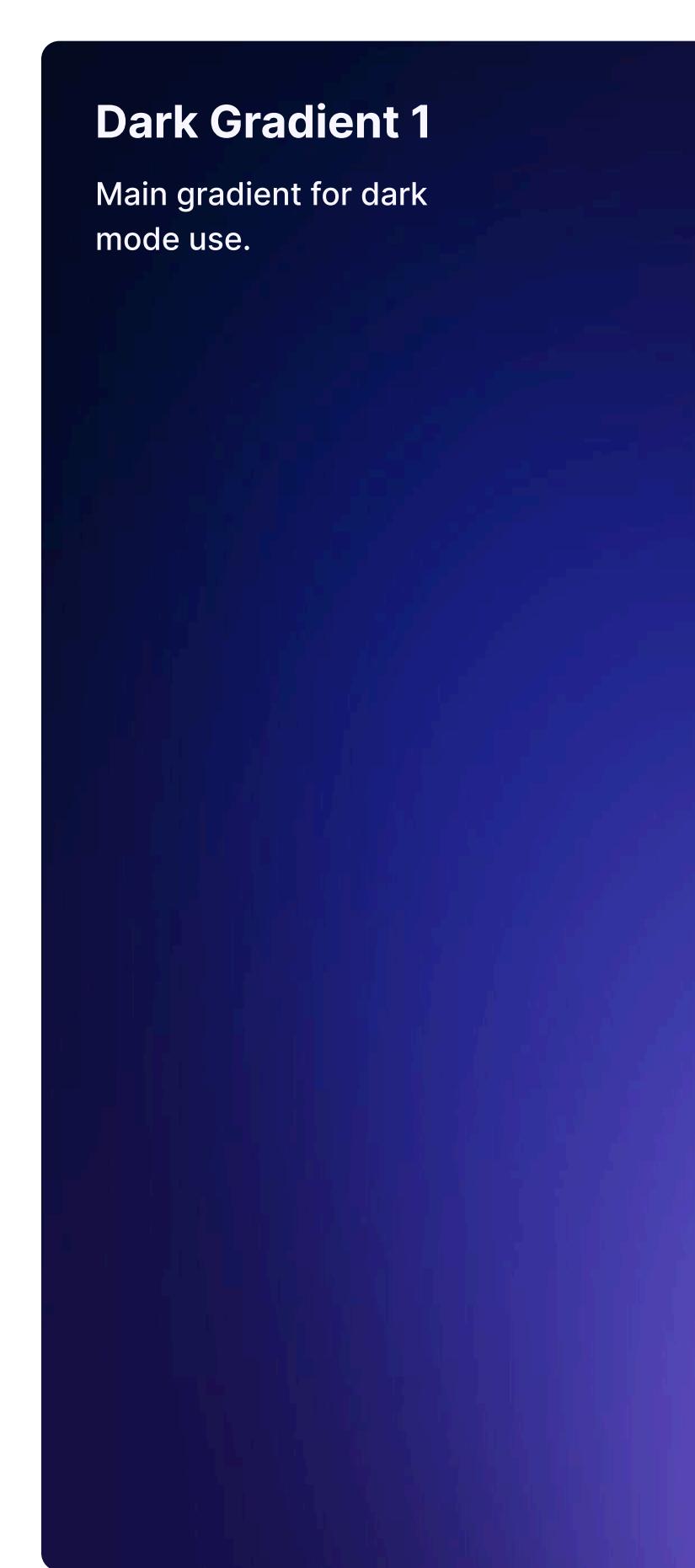
#DECFFF
RGB: 222, 207, 255
CMYK: 15, 20, 0, 0
Pantone: 9362 C

Gradients

Gradients are the newest entry on our brand, mainly used to convey feelings of novelty, innovation and avantgardness. Use them carefully and preferably only as backgrounds.

Dark Gradient 1

Main gradient for dark mode use.



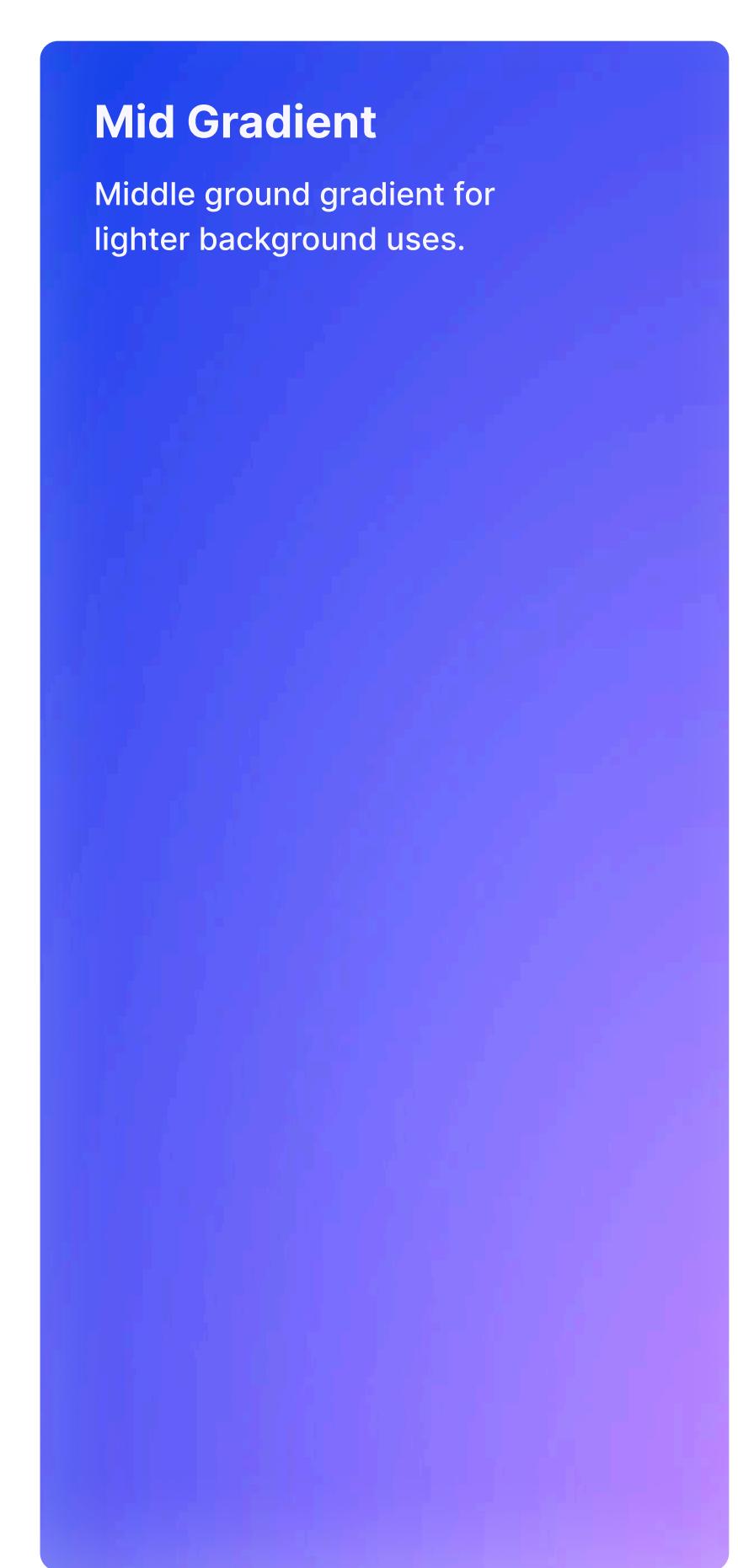
Dark Gradient 2

Secondary gradient for dark mode use. Note that it is brighter and bluer.



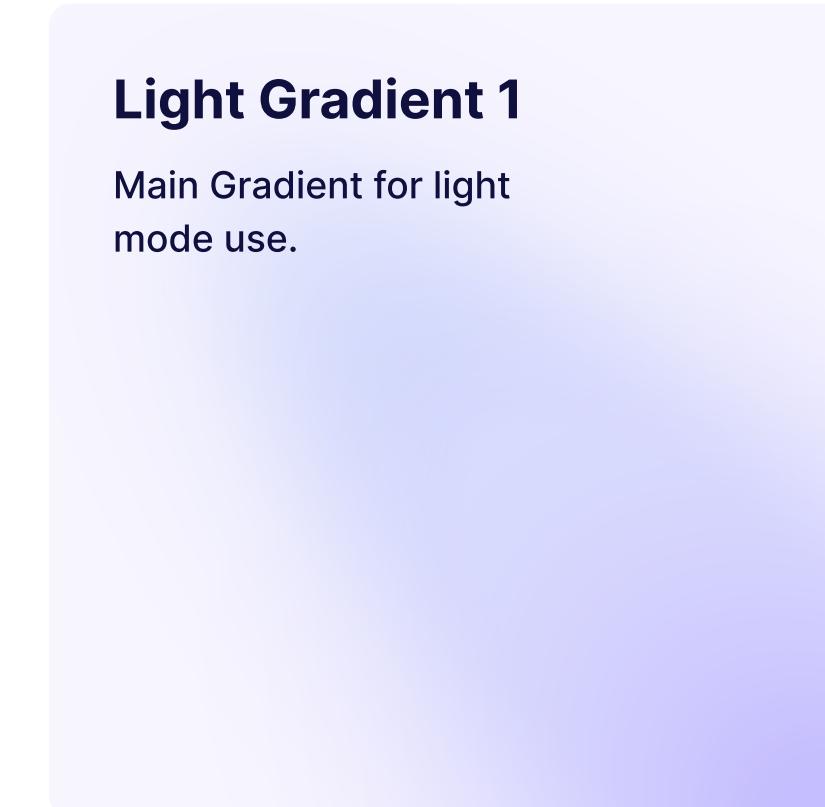
Mid Gradient

Middle ground gradient for lighter background uses.



Light Gradient 1

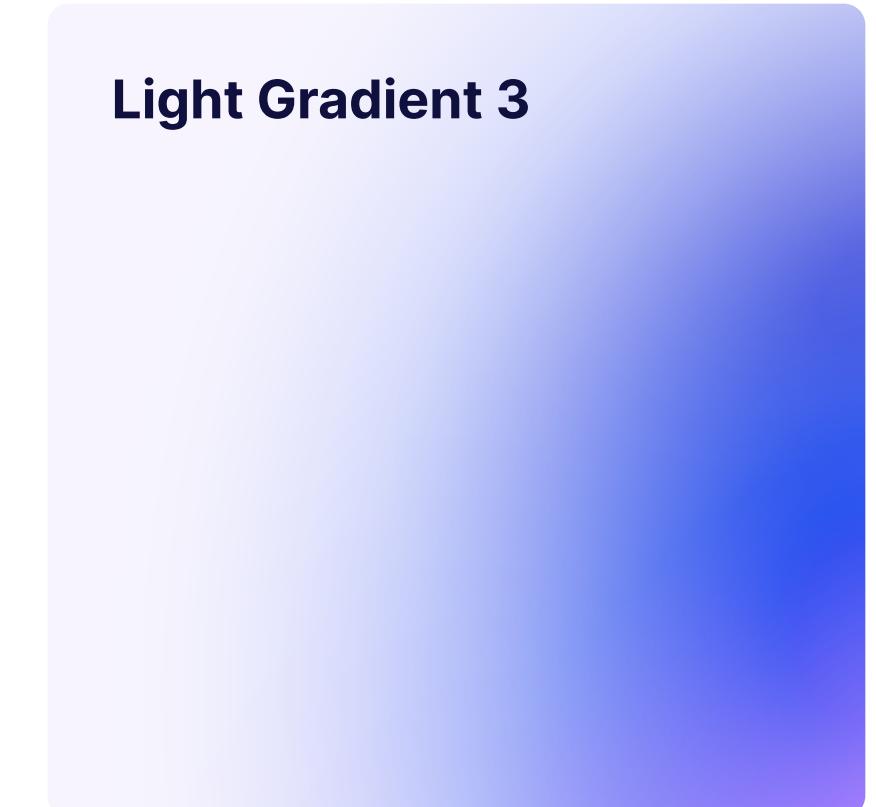
Main Gradient for light mode use.



Light Gradient 2



Light Gradient 3



Neutral colors

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

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

Gray 100

#121624
RGB: 18, 22, 36
CMYK: 50, 39, 0, 86
Pantone: Cool Gray 11 C

Gray 200

#333747
RGB: 51, 55, 71
CMYK: 28, 23, 0, 72
Pantone: Cool Gray 10 C

Gray 300 (Dark)

#4B4F5E
RGB: 75, 79, 94
CMYK: 20, 16, 0, 63
Pantone: Cool Gray 9 C

Gray 400

#4B4F5E
RGB: 75, 79, 94
CMYK: 20, 16, 0, 63
Pantone: Cool Gray 9 C

Gray 500

#8B8FA3
RGB: 139, 143, 163
CMYK: 15, 12, 0, 36
Pantone: Cool Gray 7 C

Gray 600 (Medium)

#B6BBCF
RGB: 182, 187, 207
CMYK: 12, 10, 0, 19
Pantone: Cool Gray 6 C

Gray 700

#D6D6E1
RGB: 214, 214, 225
CMYK: 5, 5, 0, 12
Pantone: Cool Gray 5 C

Gray 800

#E9EBF7
RGB: 233, 235, 247
CMYK: 6, 5, 0, 3
Pantone: Cool Gray 4 C

Gray 900 (Light)

#EFEFFA
RGB: 239, 239, 250
CMYK: 4, 4, 0, 2
Pantone: Cool Gray 3 C

Gray 950

#F4F4FC
RGB: 244, 244, 252
CMYK: 3, 3, 0, 1
Pantone: Cool Gray 2 C

BOLT

Tone of Voice
Logo
Color
Typography



BOLT

- Home
- Wallet
- Addresses
- Settings

Put the 'dash' in dashboard.

With Bolt, you can enjoy one-click checkout at all your favorite stores. Manage your info, view order history, track all those exciting new orders and discover the best new brands, right here in your very own Shopper Dashboard.

Your Orders

No past orders

[Go Shopping](#) →



Typography

Primary type

Agrandir Narrow by Pangram Pangram

We have one typeface we use for all of our headlines: Agrandir Narrow Bold. Featuring many fine details, moderate contrast and slightly unusual anatomy, the typeface can be a loud and proud hero or a humble supporting actor for all sorts of designs.

AaBbCc

Checkout faster than you can say 'one-click.'

Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Secondary type

Inter by Rasmus Andersson

Our secondary typeface is Inter. It is used across all body copy when we need to be a bit more clear and digestible versus expressive. We use Inter Medium for the most part, but will occasionally highlight key words or phrases in Inter Semi Bold.

AaBbCc

Checkout faster than
you can say 'one-click.'

Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Semi Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Type hierarchy

Tone of Voice
Logo
Color
Typography

Whenever we write and design copy, please ensure to use the following examples as guidance.

Headline: Agrandir Narrow Bold

Shockingly simple.

Subline: Agrandir Narrow Medium

The quickest, safest effortless-est way to pay for something online.

Body copy: Inter

Checkout often causes e-commerce anxiety. A less than seamless checkout experience can cause abandoned carts, fraud concerns, and general frustration that can stop a purchase in its tracks. Bolt relieves that burden, enabling shoppers to breeze through checkout and consistently converting guest shoppers into loyal account holders for better business in the short term and long run.

Annotation: Inter

Visit bolt.com for more information.

Button: Inter

CHECKOUT

Type color use cases

When combining our primary colors in a piece of communication, always try to ensure legibility. Do not layer bright colors atop one another or dark colors atop one another in a way that would make something difficult to read.

Here are a set of primary color combinations that could be a good place to start.

Shockingly Simple.

Highlights

①

Sometimes we use color to highlight certain words on a page for emphasis. The highlight color should be brighter than the rest of the sentence or paragraph, and is usually Lightning Yellow or Light Grey.

① Background: dark grey, text: light grey,
highlight: lightning yellow.

② Background: Bolt black, text: light grey,
highlight: lightning yellow

**Checkout
faster than
you can say
one-click.**

②

**Checkout
in (half)
the blink
of an eye.**