

Brand Guidelines

V1.0 2024

Borochi

Logo

_Primary logo | Secondary |
Monochrome logo

_Safe zone

_Minimum size

_Don'ts

_Logo usage on Product

_App icon



Safe Zone



2.9mm
10mm
Borochi

Safe zone

When using the logo with other graphic elements, ensure it has ample space to breathe. The clear space surrounding the logo should be at least the width of one 'h' from the wordmark.

Minimum size

To ensure the logo maintains its visual impact, its height should be no less than 2.9mm, and its width no less than 10mm.

Logo



Primary logo



Secondary/Monochrome logo

The Borochi wordmark is our primary logo. The distinctive structure of the 'B' and the bold, simple letterforms reflect the direction and quality of our brand and products. Its form, spacing, and proportions must never be altered. The logo should always appear in its fixed color combinations on a white background or in white on a dark Brandcolour background.

Don'ts



Do not use the logo in full blue or any other colors.



Do not distort the logo.



Do not add other random elements to the logo.

Borochi **is the future of green energy** (incorrect)

Do not use the logo as a part of a sentence.



Do not add visual effects to the logo.



Do not make the logo translucent.



Do not add word attachments to the logo.



Do not tilt the logo.

Logo on the Products



Logo usage on Product

The logo on physical products must also follow the safe zone guidelines. When placed on a black background, the black elements of the primary logo should be replaced with white.

Note: This adjustment applies only to the logo's usage on physical products.



App Icon



App icon

For the App icon we only use B with a white background.

Typography

_Headlines | Subheadlines | Body text

_Leading

_Text color



Typography

This is Playfair Display Extrabold,
I am for headlines.

Leading = Fontsize x 1.2

This is Barlow Bold, and I am good for subheadlines

Leading = Fontsize x 1.1

Font Size of Subheadline = Headline/2.25

Use Barlow Regular for body text, and **Barlow Bold for highlighting** short sections. Keep bold text minimal. The body text font size is typically about 1/1.3 of the subheadline size.

Leading = Font size x 1.3 Common text color should be K10 and White.

Downloads: [Playfair Display](#) | [Barlow](#)

Color Palette

B01, B02

R01, R02

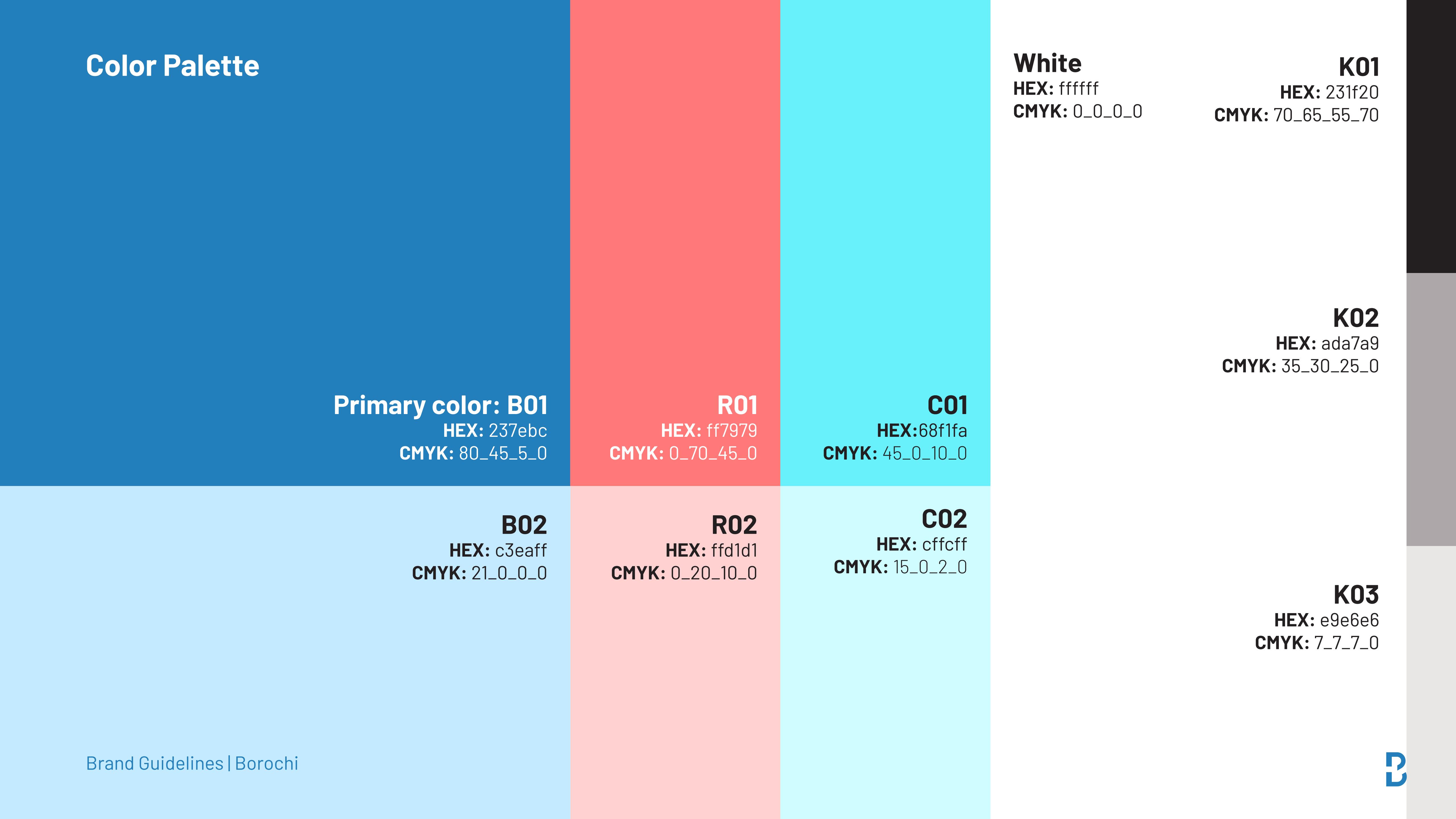
C01, C02

K01, K02, K03

White



Color Palette



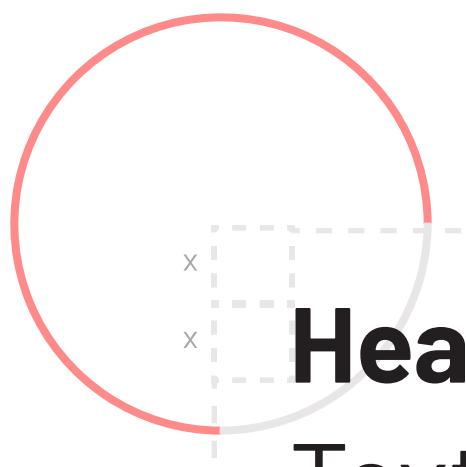
Graphic Elements

_Solar ring

_Visual Elements



Solar Ring



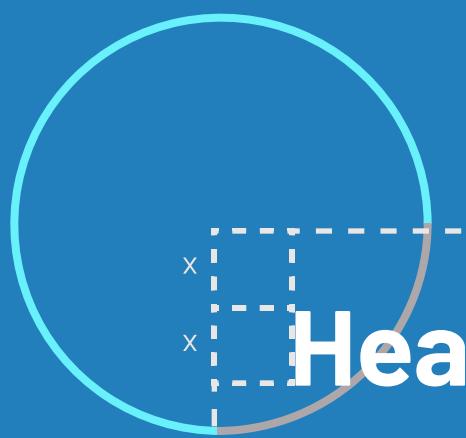
Heading ...
Text ...

Element = 3/4 Circle



Energy Storage

Explore storage solutions like batteries and methods to enhance energy efficiency.



Heading ...
Text ...

Element = 3/4 Circle



Hydropower

Information about devices like hydroelectric dams and their role in renewable energy.



Energy Storage

Explore storage solutions like batteries and methods to enhance energy efficiency.



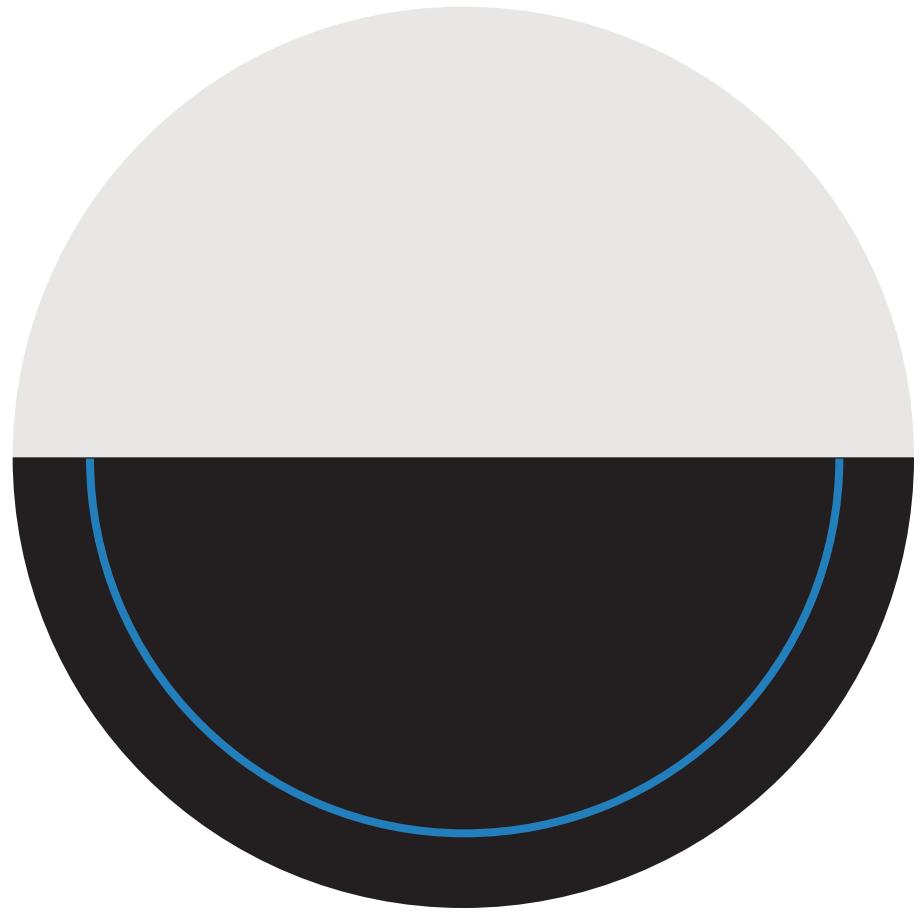
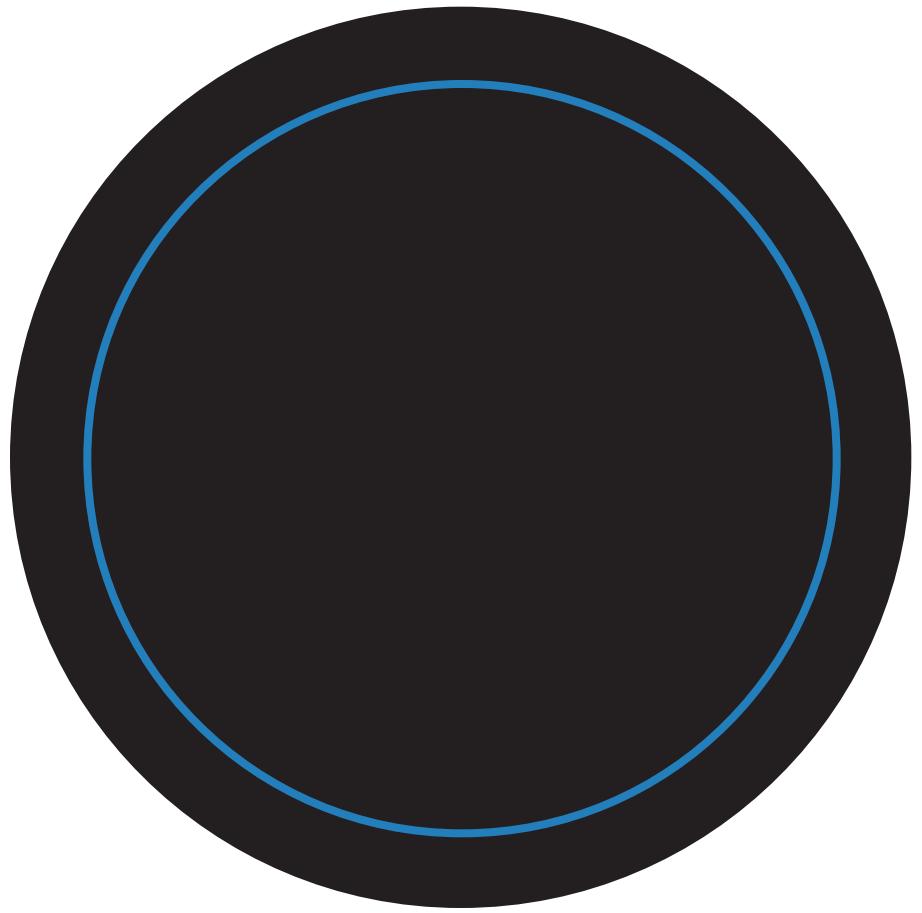
Hydropower

Information about devices like hydroelectric dams and their role in renewable energy.

Highlight element

Highlight Element is a three-quartered circle. It is used to emphasize important content in posters, social media assets, and websites. **Note:** Only the two color schemes shown are allowed.

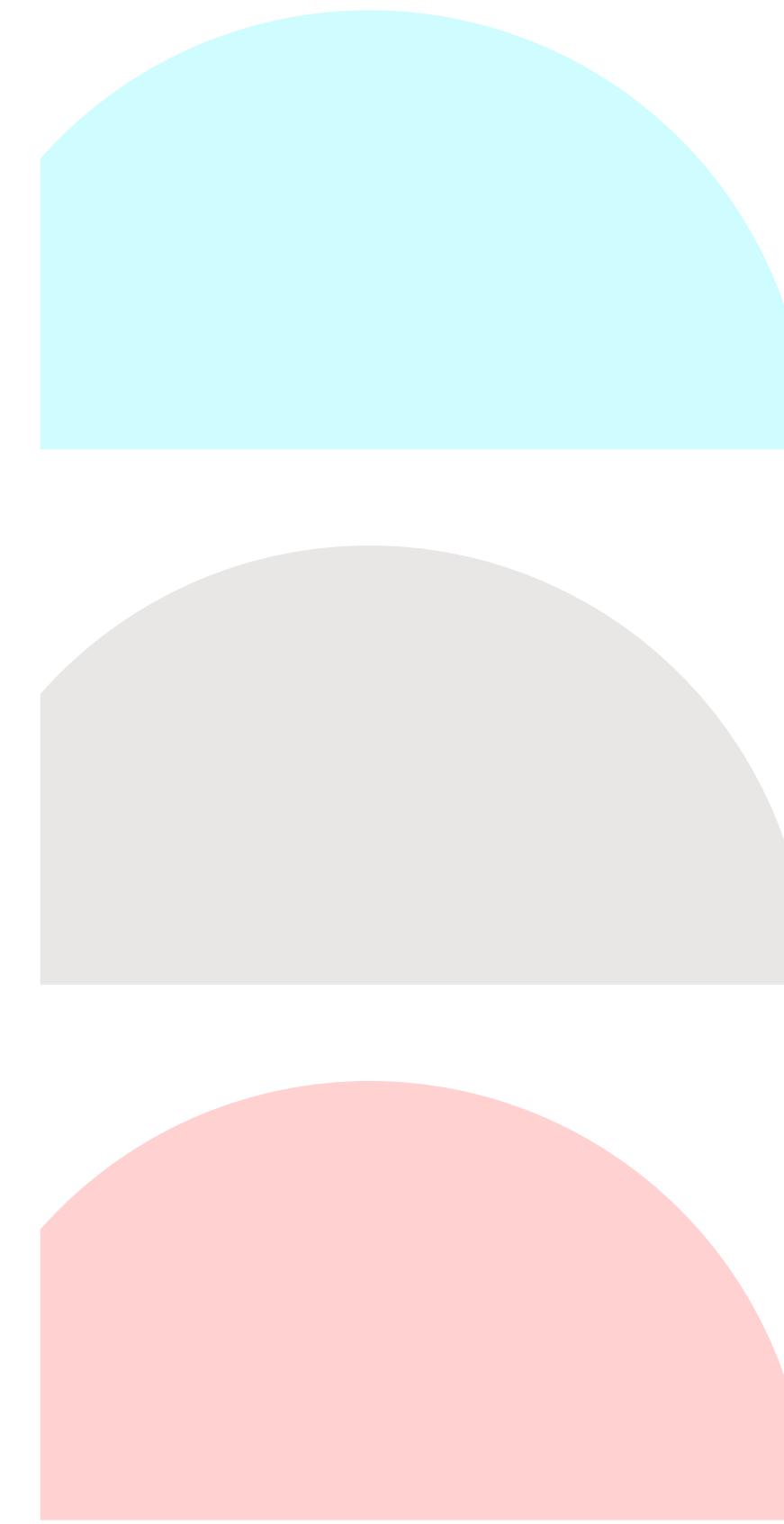
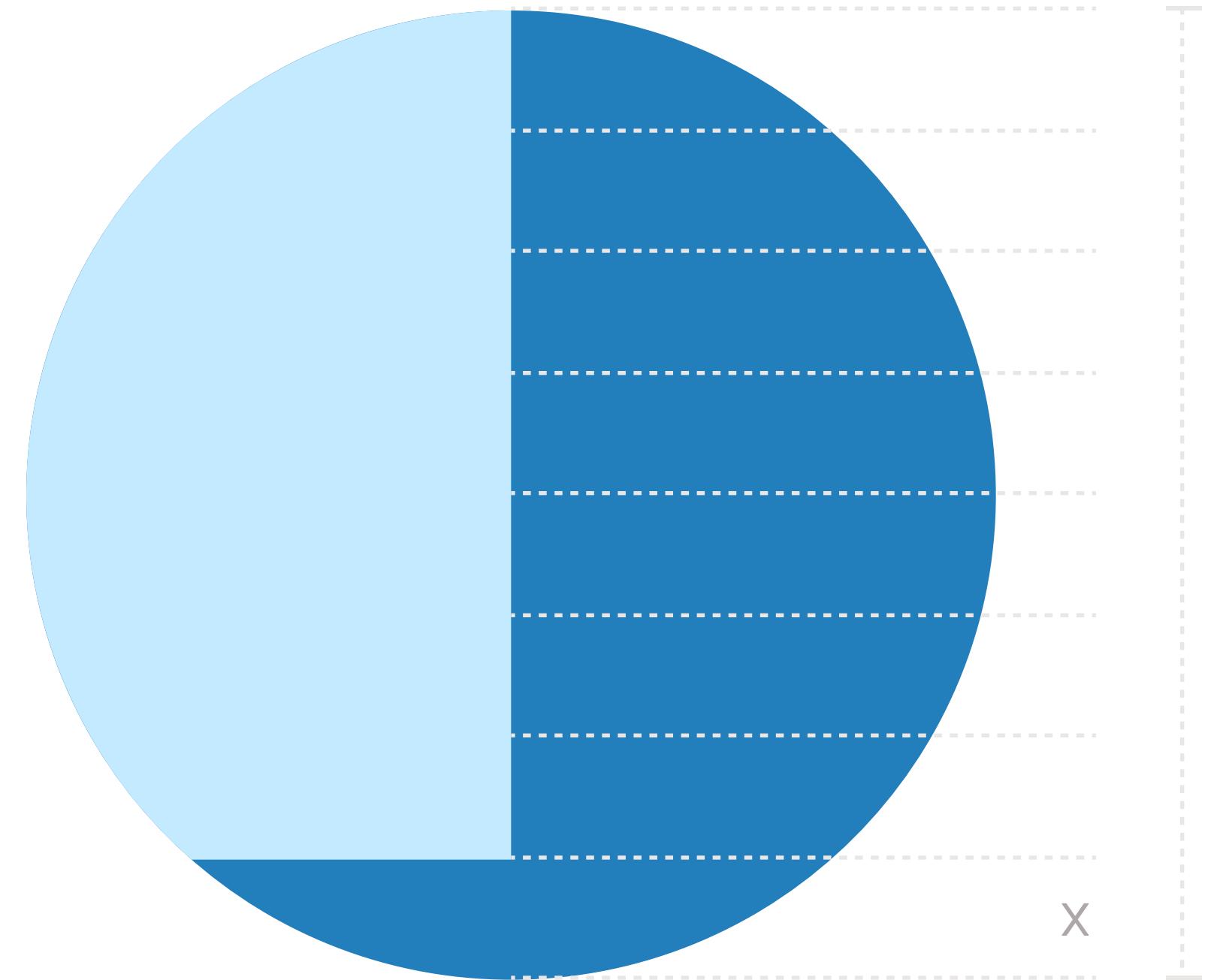
Visual Elements



Visual element A

In Borochi's minimalist product design, the black LCD screen with blue lines serves as a key symbol. Utilizing 1/2 or 1/4 black circles as visual elements enhances the product's identity and reinforces its aesthetic impact.

Visual Elements



Visual element B

Inspired by the dynamic nature of the Borochi LCD screens, the half-circle represents energy, change, and communication. To enhance the sense of movement, the half-circle design intentionally has 1/8th of its form cut off by the edge of the canvas.

Visual Elements Usage

