

Introduction

boAt Lifestyle is a youth-focused audio and wearables brand that embodies boldness, individuality, and modernity.

Logo Usage Guidelines

- Always use the official logo files.
- Maintain clear space around the logo (at least height of 'b').
- Do not stretch, rotate, or recolor the logo.
- Minimum size: 24px height for digital, 10mm height for print.
- Logo Variants: Full-color, black & white, grayscale, and icon-only versions.

Color Palette

- Primary: Red | HEX: #FF2C2C | RGB: (255, 44, 44) | CMYK: (0, 83, 83, 0)
 - Secondary: Black | HEX: #000000 | RGB: (0, 0, 0) | CMYK: (0, 0, 0, 100)
 - Accent: Electric Blue | HEX: #007BFF | Neon Green | HEX: #39FF14
- Use primary red for dominance, black for base structure, and accent colors for highlights and CTAs.

Typography Guidelines

- Primary Font: Montserrat (Bold, Semi-Bold) — for headings and key branding text.
- Secondary Font: Lato (Regular, Light) — for body content and secondary labels.
- Font usage should be consistent with spacing and contrast for readability across media.

Brand Elements & Applications

- Icons: Circular, line-based icons that relate to audio, energy, and tech.
- Patterns: Waveforms, digital pulses, geometric stripes.
- Applications: Website headers, product packaging, business cards, and social media banners.

Do's & Don'ts

- ✓ Use official logo files with proper spacing
- ✓ Apply brand colors and fonts consistently
- ✗ Do not modify logo colors
- ✗ Avoid overcrowded layouts and off-brand typefaces
- ✗ Never use drop shadows or distortions on logos

Final Notes

This guideline should be followed by all designers, developers, and marketing teams working on boAt's brand identity.