

# BOLT

Brand Guidelines  
January 2024

# 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 Lightning Yellow, Light gray, and Bolt Black (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 light, you should be using a Bolt Black logo. If your background is dark, use the logo in Light gray or Lightning Yellow.

Over photography, you may use Light gray or Lightning Yellow, but be sure it is clear and legible.

Never use the logo in any of the secondary colors.

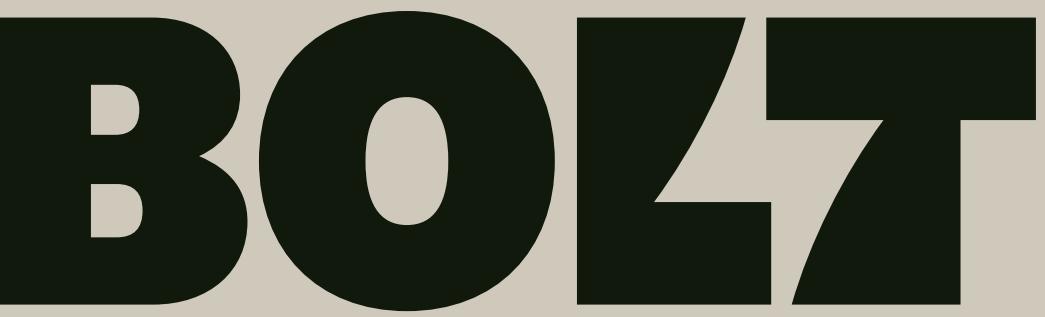
①



②



③



- ① Bolt Black logo for Lightning Yellow backgrounds.
- ② Light Gray logo for dark backgrounds.
- ③ Bolt Black logo for light backgrounds.
- ④ Lightning Yellow or Light Gray logo for use on photographs.



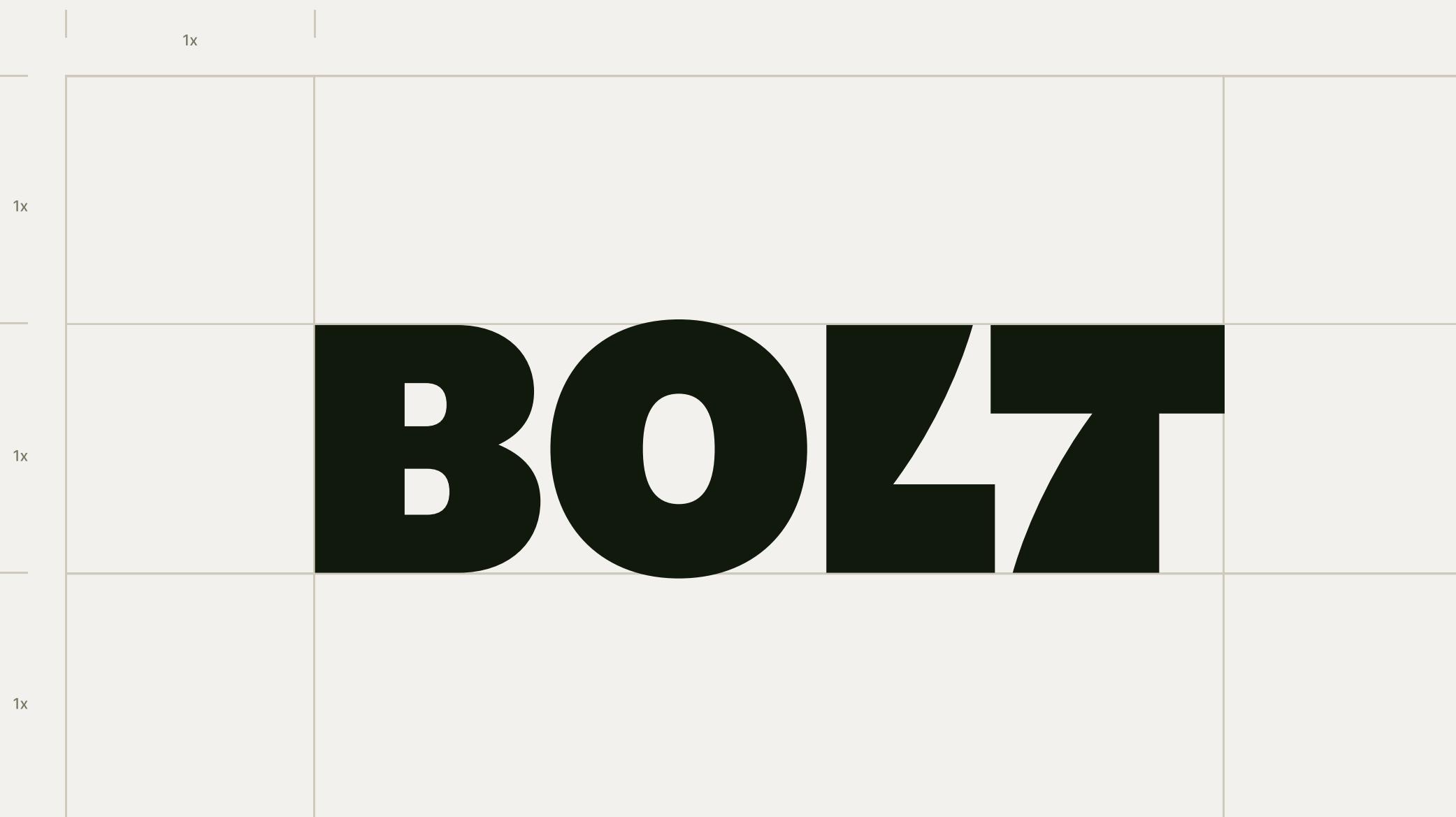
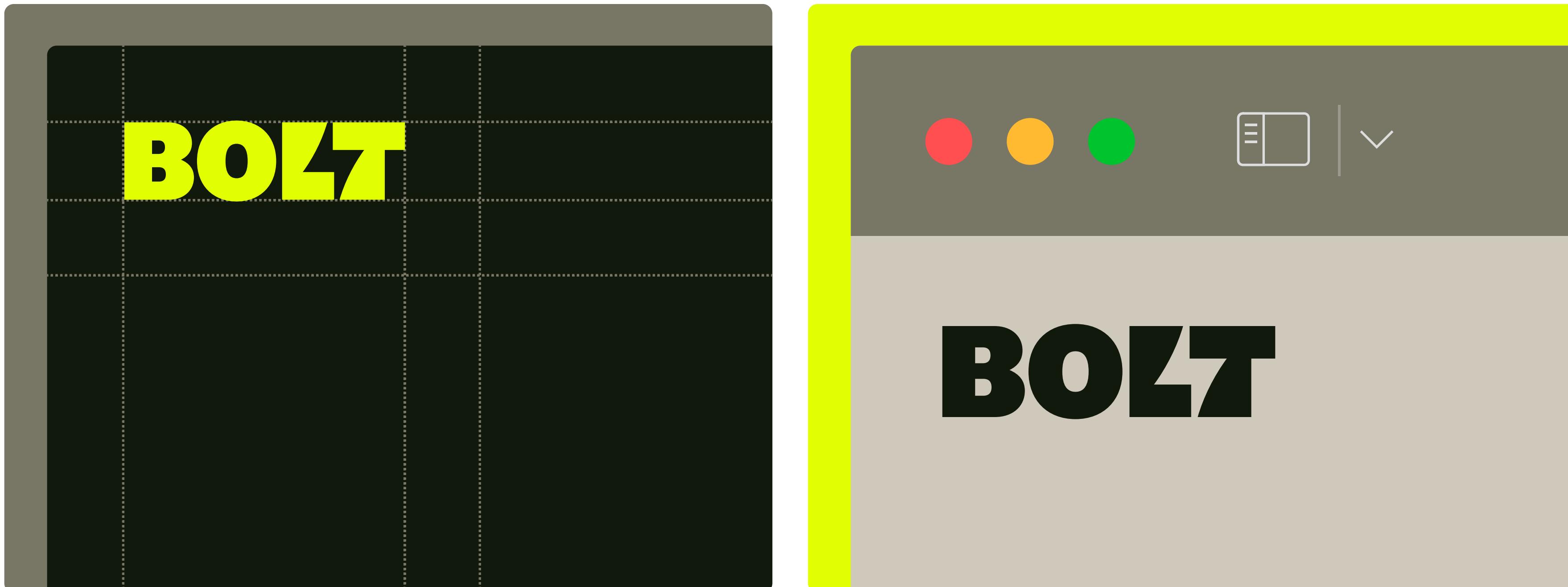
## Clearspace

### 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.

**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

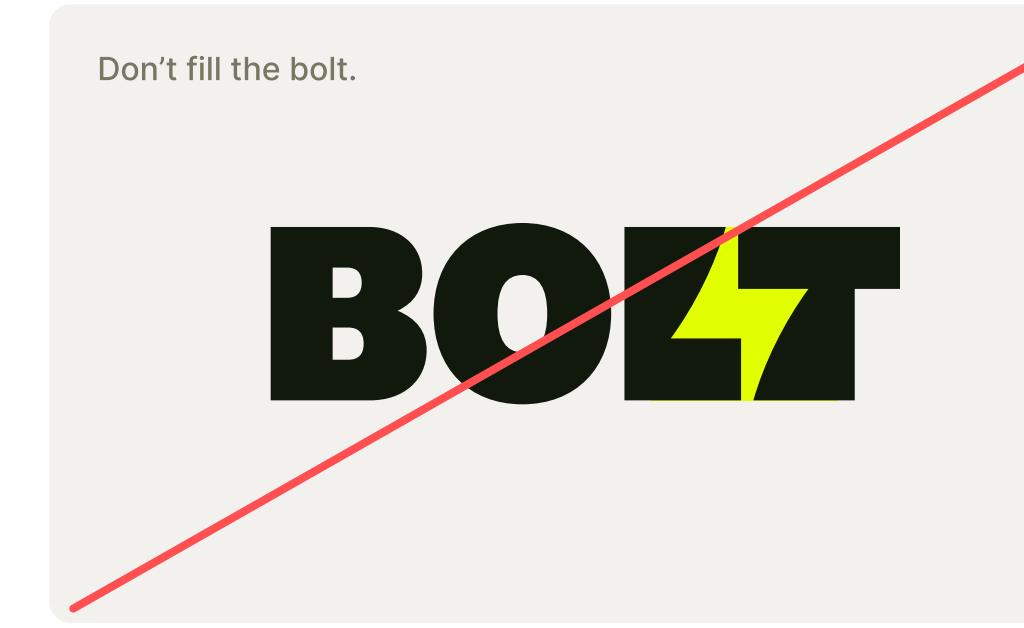
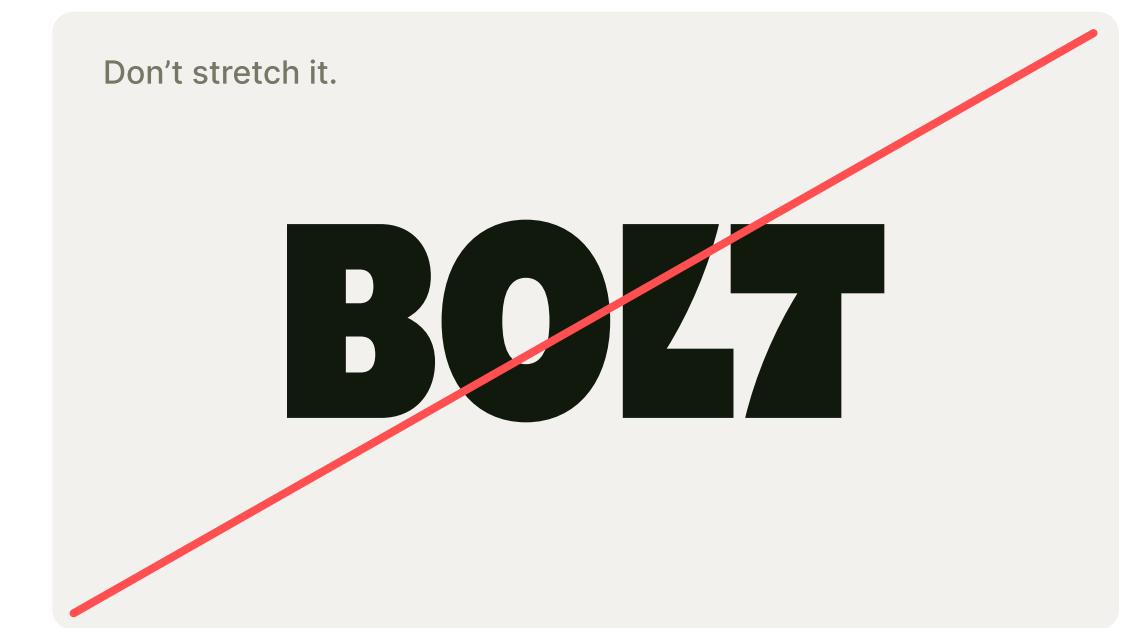
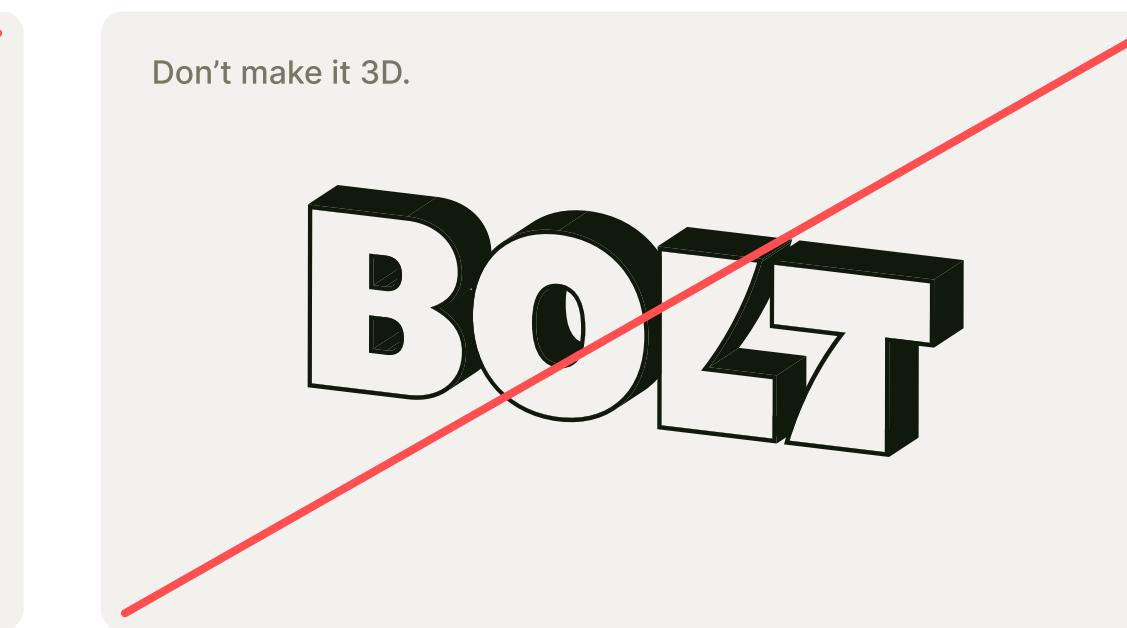
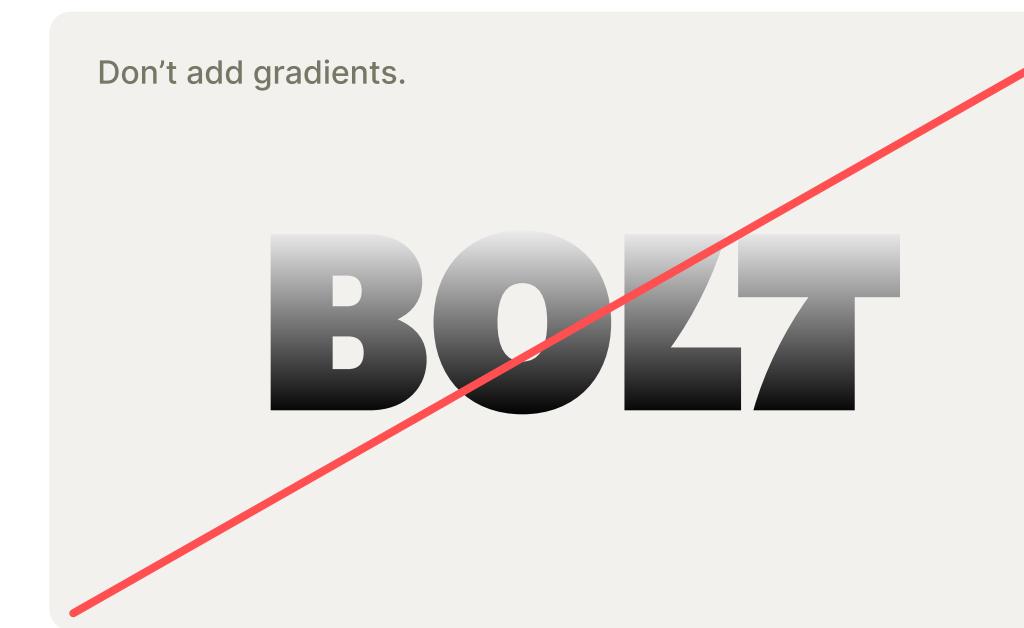
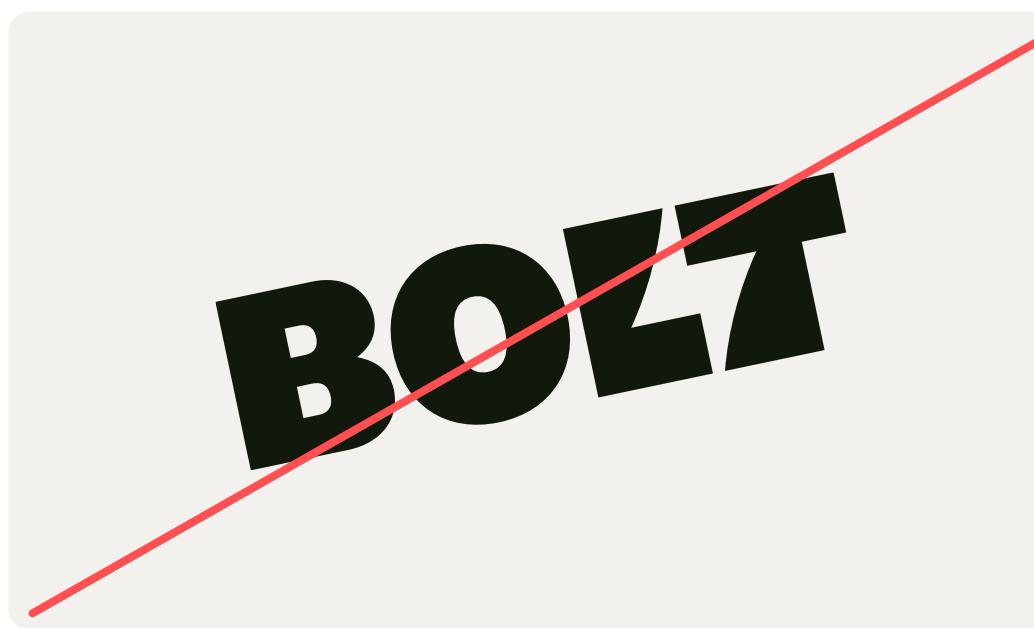
Sometimes, we may need to lockup our logo with another business or partner.

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

Our main set of colors are a handful of neutral warm greys, a deep beautiful Bolt Black and our vibrant hero color Lightning Yellow. These colors are used on all pieces of Bolt communication in one form or another.

### Lightning Yellow

#E1FF00  
RGB: 230.255.0  
CMYK: 16.0.100.0  
Pantone: 809 U

While printing (recco in this order):  
Safety Yellow 13-0630 TN  
Backup: 809 U or 809 C.  
Last resort: CMYK: 16.0.100.0

### Bolt Black

#11190C  
RGB: 17.25.12  
CMYK: 72.59.74.81  
Pantone: 419 C

### Dark Grey

#787664  
RGB: 124.122.106  
CMYK: 51.43.57.13  
Pantone: 403 CP

### Mid Grey

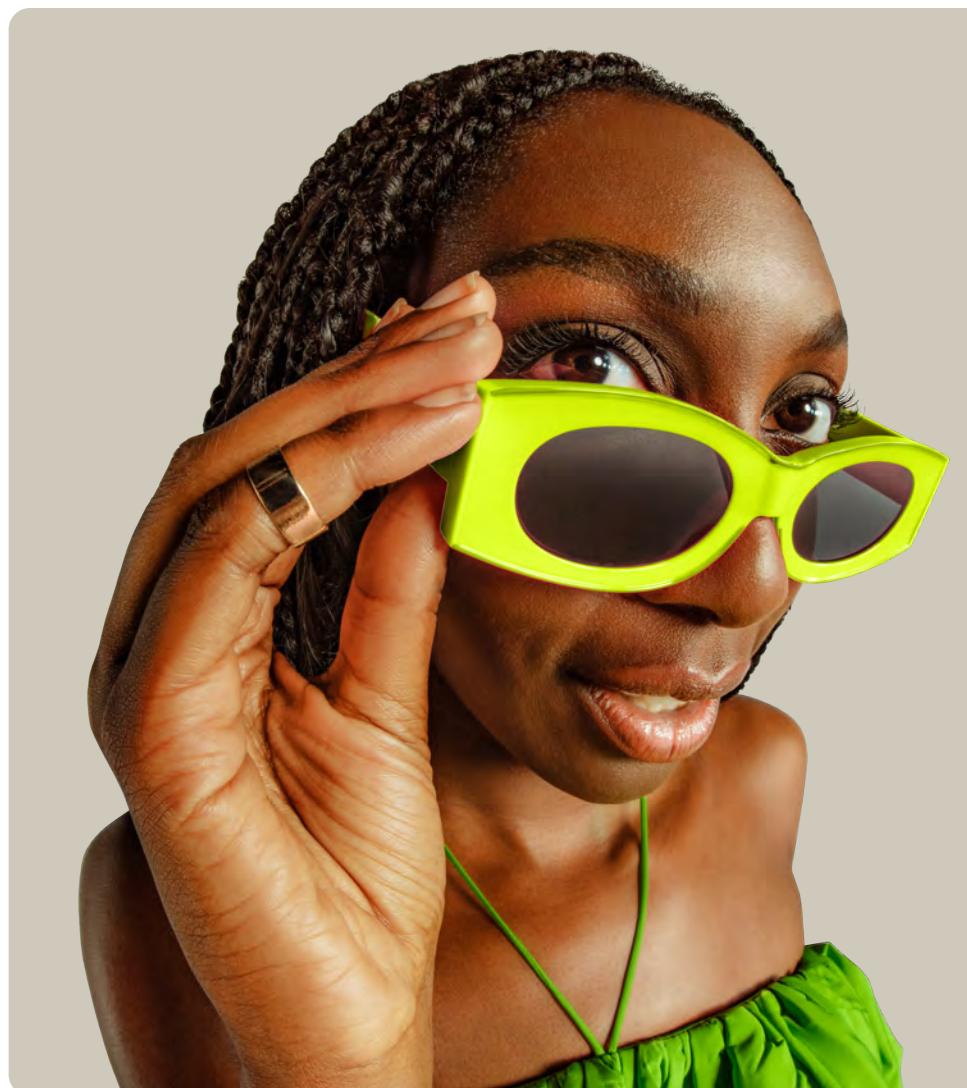
#CAC4B7  
RGB: 202.196.183  
CMYK: 21.18.26.0  
Pantone: P 178-1 U

### Light Grey

#F3F1EE  
RGB: 243.241.238  
CMYK: 3.3.4.0  
Pantone: P 134-9 U

**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.'**

Narrow Medium

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

Narrow 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 believes 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](http://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 on 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

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 Gray.

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

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

①

②

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

①

②

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