बोल
ACAI

BRAND STYLE GUIDE

COLOR PALETTE

Our new color palette is key to capturing Bol Acai's fresh, healthy appeal. The bold hues not only express vibrancy, they also infuse the brand with a sense of reinvigorated energy.

COLOR PALETTE

ACAI PURPLE

C 72 **M** 94 **Y** 0 **K** 65

R 78 **G** 31 **B** 88

HEX #4e1f58

PANTONE® 2613 C

CORN YELLOW

C 0 **M** 17 **Y** 87 **K** 1

R 252 **G** 207 **B** 33

HEX #fccf21

PANTONE® 123 C

DARK PURPLE

C 82 **M** 96 **Y** 0 **K** 78

R 51 **G** 20 **B** 57

HEX #331439

PANTONE® 2765 C

BONE WHITE

C 0 **M** 1 **Y** 15 **K** 0

R 255 **G** 249 **B** 217

HEX #fff9d9

PANTONE® 607 C

LIME GREEN

C 20 **M** 0 **Y** 87 **K** 0

R 216 **G** 242 **B** 128

HEX #d8f280

PANTONE® 382 C

COLOR PALETTE
Useage Guidelines

Purple, yellow and bone white are our primary colors, but there are some instance where secondary colors may be required to be used such as packaging.

LOGO SYSTEM

Our logo system features a bilingual approach, offering a version tailored for the Indian market alongside its English counterpart. For smaller formats, the system utilizes corresponding handwritten word marks to ensure clarity and brand consistency.

LOGO SYSTEM

The Bi-lingual Berry

The Bi-lingual Berry is our primary brand logo and should be the preferred choice in most situations. The wordmark may be used in instances where the full logo is not suitable, such as at smaller scales.

THE BI-LINGUAL BERRY

Use this version on a light background

THE BI-LINGUAL BERRY

Use this version of a purple background

THE BI-LINGUAL WORD MARK

Use this version on a light background

THE BI-LINGUAL WORD MARK

Use this version on a purple background

LOGO SYSTEM

The Bol Acai Logo

The Bol Acai Logo is our secondary brand logo and should be used where cannot be used. The wordmark may be used in instances where the full logo is not suitable, such as at smaller scales.

THE BOL ACAI LOGO

Use this version on a light background

THE BOL ACAI LOGO

Use this version of a purple background

THE BOL ACAI WORD MARK

Use this version on a light background

THE BOL ACAI WORD MARK

Use this version on a purple background

LOGO SYSTEM
One Color Word Marks

Use these versions of logos only in cases where color cannot be used.

THE BI-LINGUAL WORD MARK

Use this version on a light background

THE BI-LINGUAL WORD MARK

Use this version on a dark/black background

THE BOL ACAI WORD MARK

Use this version on a light background

THE BOL ACAI WORD MARK

Use this version on a dark/black background

LOGO GUIDELINES

Keeping a brand consistent is critical in gaining trust and maintaining our aesthetic. The following guide will help make sure that our logo looks great across all materials.

LOGO GUIDELINES
Format

Using the correct logo file type is essential—whether it's for a business card, a website header, packaging, or large-format signage. Each format serves a different purpose, so it's important to pick the right one for the job.

FORMATS

A file can be identified by its extension: BolAcai_Logo.png, BolAcai_Logo.eps, etc. The most common logo file formats are:

PNG

SVG

EPS

PNG

Ideal for most digital applications. PNGs also support transparency, which makes them perfect for placing logos over colored backgrounds or other images. Note: PNGs aren't suited for print projects.

BEST USED FOR:

· Websites and blogs
· Slide decks and presentation
· Digital letterheads (Word or Google Docs)
· Profile and cover images on social media
· Layering on images used online

SVG

SVG files are vector-based, meaning they're built from formulas instead of pixels. They always stay sharp, regardless of size, making them great for both digital and print if supported.

BEST USED FOR:

· Printed items (business cards, posters, labels, etc.)
· Branded merchandise like clothing or tote bags
· Stickers
· Websites (if you're comfortable working with code—many website builders don't accept SVG uploads)

EPS

EPS files are vector formats commonly used in Adobe Illustrator. These are often referred to as the "master" or "working" files and are typically required for professional printing and design adjustments.

BEST USED FOR:

· Professional print materials (flyers, brochures, cards)
· Labels and stickers
· Apparel and other branded merchandise

LOGO GUIDELINES
Scaling

To maintain clarity and consistency across all brand applications, always follow the logo usage guidelines—especially when scaling it down to smaller sizes.

These guidelines serve as a starting point, but use your discretion in situations where the logo needs to be viewed from a distance. In such cases, the minimum size should be increased to ensure legibility.

MINIMUM LOGO SIZE

The minimum height for both the primary and secondary logos is 35 mm. When scaling, always maintain the original proportions. At this height, the primary logo scales to a width of 42.27 mm, while the secondary logo—being narrower—scales to 40.07 mm.

35 mm. tall

42.27 mm. wide

40.07 mm. wide
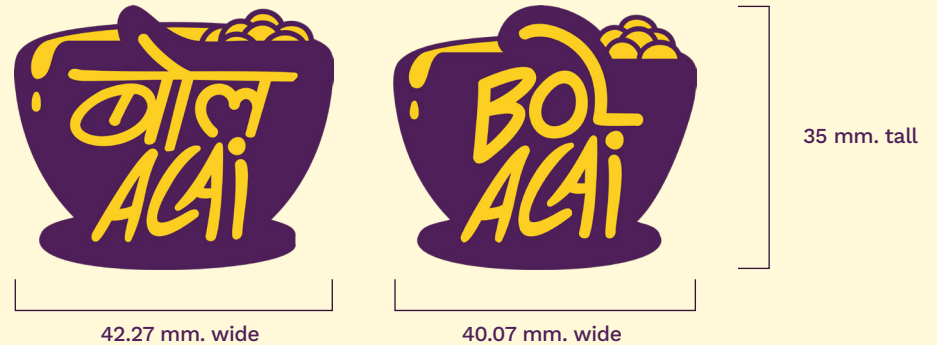
MINIMUM WORD MARK SIZE

The minimum height for the wordmark is 25.4 mm (1 inch). When scaling, ensure the original proportions are maintained. At this minimum height, the secondary wordmark has a width of 21.18 mm, while the primary wordmark scales to 28 mm wide.

25.4 mm. tall

28 mm. wide

21.18 mm. wide

LOGO GUIDELINES

Clear Space

Always ensure there is sufficient clear space around the logo to maintain its visibility and impact. Adequate spacing prevents the logo from feeling crowded or lost within a layout. As a general rule, leave at least the amount of space indicated in the diagrams—more space is always better for maximum emphasis.
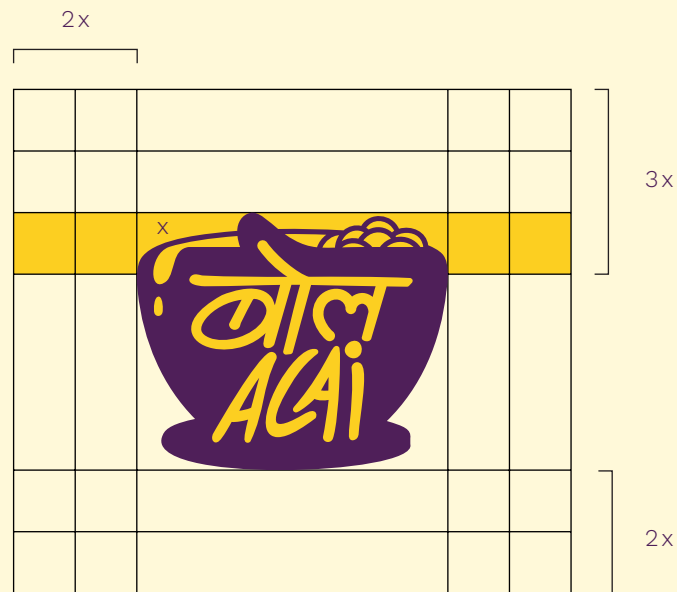
x - minimum clear space

TYPOGRAPHY

Typography plays a key role in our brand identity. It helps communicate Bol Açaí's personality— whether paired with imagery or standing on its own.

We use two type families: Quicksand and Work Sans. Together, they provide the flexibility to express the brand's tone across a wide range of applications.

Quicksand for headlines,

and Work Sans for sub-headlines and body copy. This is a lenient rule. Feel free to experiment!

This is a dummy text set in Work Sans 13pt with -20 Tracking and 18pt Leading. Dustium simagni-at fugia nos natame voluptatur moluptatquam eicitiae ni dolorempos sitates sitate platest, consed utaspic tem inci conserum earciis et la dis con naturio blamet verum quas dolecaboris rem ipsae optatemo volor rerit laborro temquatur, sit, volor aut labo. Ut eum atiam reic te de erspid modite magni voluptius et re maximus nus, consequ issimus a corro videbistio. Te que nis magnisimi, offictis qui res am hil inctiae ceatur seraeperro commos as voluptat atustium volo vel modis voluptur adita dis dolo tecae. Nam ressectem quam quidia volupta menisto mo verionsedis ex esectus magnatibus ea cusapis est, sequiae si oditaepe nonsequiam quat lanimenem doluptatem quo

DOWNLOAD QUICKSAND HERE   DOWNLOAD WORK SANS HERE

TYPOGRAPHY

Applications: Letterheads

Hello,

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SAHIL THAKKAR | Founder

📞 +91 0000 00 0000   📍 Thane, Maharashtra   📷 @bolacai   🌐 bolacai.com

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SAHIL THAKKAR | Founder

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TYPOGRAPHY
Applications: Business Cards

BO ACAI

DESIGNED BY
INZA DESIGN CO.

inzadesign.com