

[:] Bobby ID

Bobby ID Brand Book

One identity for every Bobby website.

VERSION 1.0.0 · 2026-08-23 · A1.1 / A1.2 · W3-a / W3-b · P3 DIGITAL PASSPORT
BLUE

01

Brand introduction

Bobby ID is the identity layer for the Bobby network: one account, one verification history, and explicit per-site consent — presented with the discipline of a credential document rather than the informality of a social login.

PRODUCT DEFINITION

Bobby ID is the identity account used across Bobby websites. A person creates one Bobby ID, completes the verification steps a site actually needs, and then approves — per site, per visit — exactly which details are shared. Bobby ID is not yet operational; this brand book governs how it is presented once it is.

BRAND PURPOSE

Bobby ID exists so a person can prove who they are once, keep control of what they share, and move between Bobby websites without creating another account.

BRAND PROMISE

You verify once. You decide what is shared. You can see and withdraw what you approved.

CORE MESSAGES

- One identity for every Bobby website.
- Continue with Bobby ID.
- Verify once. Share only what is needed.
- Your identity, under your control.

CLAIMS WE NEVER MAKE

- ◆ Do not claim verification is infallible, guaranteed, or fraud-proof.
- ◆ Do not claim data never leaves Bobby ID after a user approves disclosure — approved data is shared with the relying party.
- ◆ Do not imply a verified person is trustworthy, safe, or endorsed.
- ◆ Do not imply age verification proves identity, or that contact verification proves a real-world person.
- ◆ Do not use government, police or regulatory language, seals or crests.

Naming conventions

Public product name: Bobby ID. Domain: bobbyid.com.

- Write the product as Bobby ID — two words, capital B, capital I, capital D — in all headings, body copy, interfaces and communication.
- BobbyID (one word) is acceptable only where a technical identifier requires it: the bobbyid.com domain, package names, code identifiers, handles and restricted-space assets.
- Never write BobbyId, bobby id, BOBBY ID (except in all-caps typographic settings), Bobby-ID or Bobby iD.
- The login label is Continue with Bobby ID — never Continue with Bobby, Login with Bobby, or Sign in with BobbyID. The identity product is always named in full on this control.

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Logo meaning

The outer brackets are protected boundaries and user control. The central column is one stable Bobby identity. The two counters are verified identity signals.



Read as a whole: one person, securely connected across approved websites.

WHAT THE MARK IS NOT

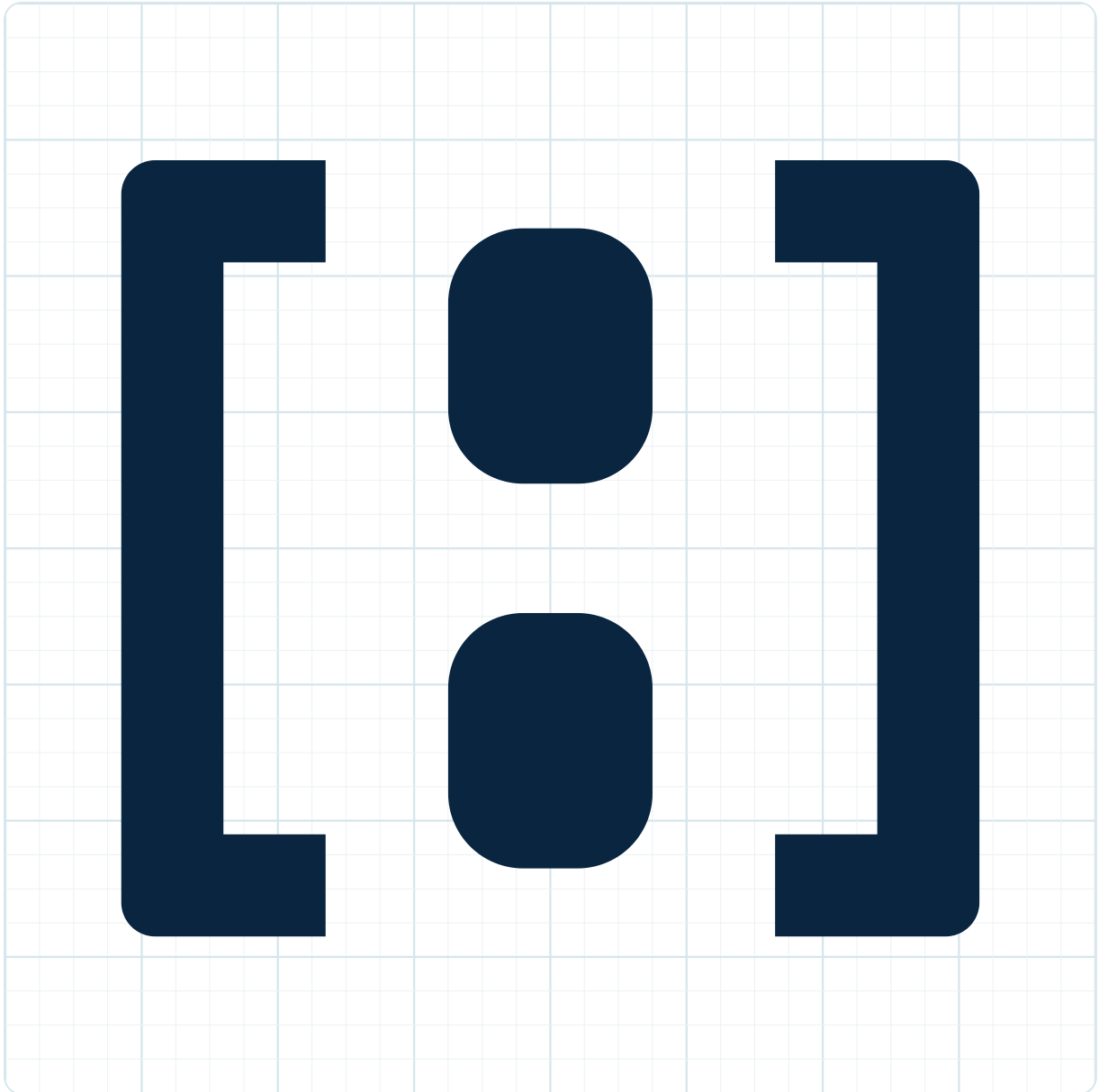
- ◆ Not facial recognition, biometric scanning or surveillance.
- ◆ Not a crop frame or scan target — the brackets close along the outer edge as a held container rather than four detached corner ticks.
- ◆ Not a head-and-body figure or an eye — the counters sit on one centred axis with equal top and bottom mass.
- ◆ Not a code symbol, seal, crest or certification device.

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Beeldmerk system

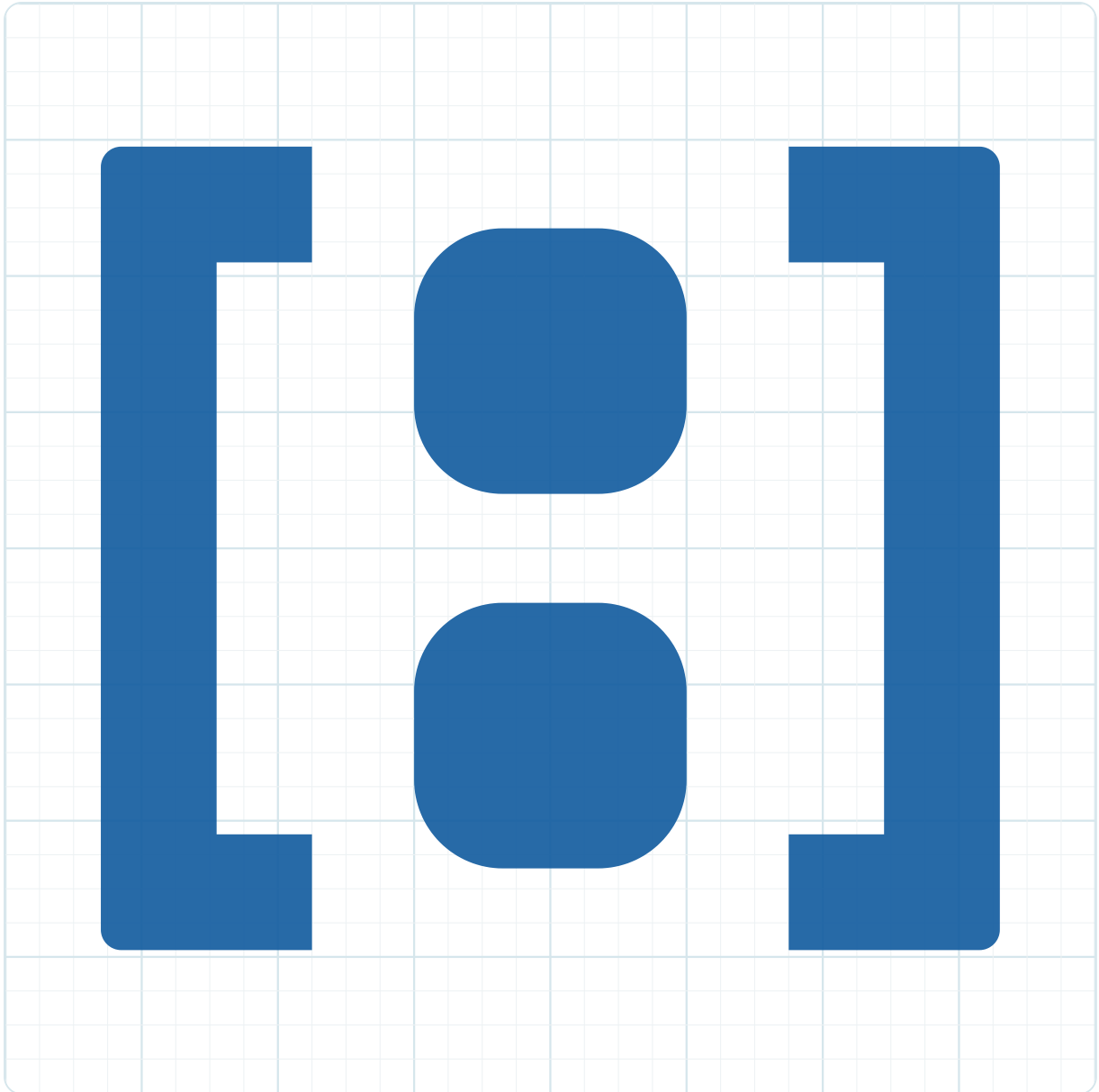
32 × 32 unit square. 1u = 1/32 of the mark height. All coordinates are whole or half units.

A1.1 — BALANCED ORIGINAL — MASTER BEELDMERK



Stroke	3.0u
Arm	5.0u
Corner treatment	1.0u corner radius on the outer bracket corners
Counters	6.0u wide × 7.5u tall, 2.2u radius, 3.8u gap, on the centre axis
Edge inset	3.4u from each edge
Use	64px and larger. Lockups, print, display, credential surfaces.

A1.2 — COMPACT DIGITAL — MANDATORY SMALL-SIZE CUTDOWN



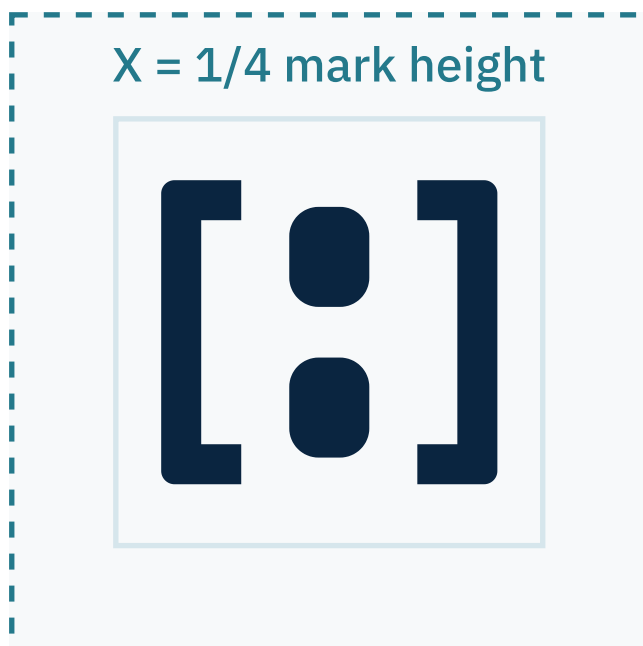
Stroke	3.4u
Arm	5.6u
Corner treatment	0.6u corner radius
Counters	8.0u wide × 7.8u tall, 2.6u radius, 3.2u gap
Edge inset	2.8u from each edge
Use	48px and smaller. Favicons, app icons, UI chrome, button glyph, badges.

RESPONSIVE SWITCHING RULE

- Use A1.1 at 64px and larger.
- Use A1.2 at 48px and smaller.
- At exactly 48px, default to A1.2. A1.1 may only be substituted when a specific medium has been proven clearer through an actual rendered test at that size.
- Applications must not choose freely between the two: the switch is a system rule, implemented centrally in the Beeldmerk component.
- A1.3 is retired. It must not appear in production assets or as a credential-surface alternate.
- No further geometry variants may be created. A1.1 and A1.2 are one identity, not two logos.



CLEAR SPACE



Clear space on all four sides is X, where X = 1/4 of the mark height. For lockups, X = 1/4 of the beeldmerk height. Nothing — type, rule, image edge or another logo — may enter that area.

MINIMUM SIZES

Beeldmerk A1.2	16px on screen · 5mm in print
Beeldmerk A1.1	64px on screen · 16mm in print
Horizontal lockup	120px wide on screen · 32mm in print
Stacked lockup	88px wide on screen · 24mm in print
Wordmark only	96px wide on screen

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Wordmark and lockups

W3-a is the canonical colour wordmark; W3-b is the canonical monochrome wordmark. Metrics are identical, so lockups never re-flow.

W3-A COLOUR

Bobby ID

W3-B MONOCHROME

Bobby ID



HORIZONTAL LOCKUP

[:] Bobby ID

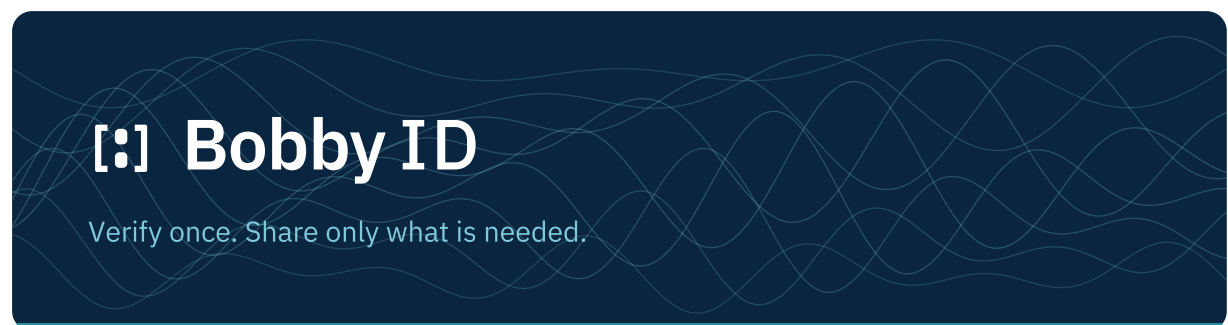
STACKED LOCKUP

[:]
Bobby ID

COMPACT NAVIGATION (A1.2)

[:] Bobby ID

OAuth CONSENT HEADER



[:] Bobby ID

Verify once. Share only what is needed.

BEELDMERK A1.1 MASTER

[:]



TYPOGRAPHY AND KERNING

Family	IBM Plex Sans
Mono companion	IBM Plex Mono
Licence	SIL Open Font License 1.1 — free for commercial web, app, print and embedding; self-hostable and redistributable; no runtime fees.
Fallback stack	'IBM Plex Sans', ui-sans-serif, system-ui, -apple-system, 'Segoe UI', Roboto, Helvetica, Arial, sans-serif
SemiBold 600	Bobby in the wordmark, display headings, button labels
Medium 500	ID in the wordmark, subheadings, UI labels, badges
Regular 400	Body copy, long-form documentation
IBM Plex Mono 400/500	Record data: identifiers, hashes, timestamps, scopes
Overall tracking	−0.012 em
Optical word space (Bobby ID)	0.20 em, set as an optical space, not a literal word space
y I junction correction	−0.014 em, compensating for the y descender overhang
ID internal tracking	+0.055 em
Cap alignment	ID sits on the baseline at full cap height — never raised, never reduced

Distribution logo files carry the typography as vector outlines. The editable source lives in `scripts/brand/lib.mjs`, which regenerates every asset from live font metrics.

Colour system — P3 Digital Passport Blue

Eight canonical tokens. Two of them are cyan and they are not interchangeable.

Deep Navy

`--bobby-id-deep-navy`

#0A2540 · rgb(10 37 64)
hsl(210 73% 15%)
oklch(0.2599 0.0604 251.32)
CMYK 84 / 42 / 0 / 75 · Pantone ≈ 539
C (approximate)

Trust foundation. Primary dark surface and primary dark text.

Identity Blue

`--bobby-id-identity-blue`

#145DA0 · rgb(20 93 160)
hsl(209 78% 35%)
oklch(0.4725 0.1276 251.45)
CMYK 88 / 42 / 0 / 37 · Pantone ≈ 2151
C (approximate)

Primary interactive and brand emphasis colour. ID in the colour wordmark.

Security Cyan

`--bobby-id-security-cyan`

#2A8FA3 · rgb(42 143 163)
hsl(190 59% 40%)
oklch(0.6022 0.0938 214.01)
CMYK 74 / 12 / 0 / 36 · Pantone ≈ 7712
C (approximate)

Non-text graphics, larger visual elements, security-document patterns. Never small text.

Text Cyan

`--bobby-id-text-cyan`

#24798B · rgb(36 121 139)
hsl(190 59% 34%)
oklch(0.5345 0.0827 215.05)
CMYK 74 / 13 / 0 / 45 · Pantone ≈ 7713
C (approximate)

Used only where Security Cyan fails normal-text contrast, on White or Cool Paper.

Pale Security Blue

--bobby-id-pale-security-blue

#D6E6EC · rgb(214 230 236)

hsl(196 37% 88%)

oklch(0.9148 0.0190 222.17)

CMYK 9 / 3 / 0 / 7 · Pantone ≈ 5455 C
(approximate)

Subtle panels, dividers, security surfaces.
Never a text colour.

Cool Paper

--bobby-id-cool-paper

#F7F9FA · rgb(247 249 250)

hsl(200 23% 97%)

oklch(0.9809 0.0025 228.78)

CMYK 1 / 0 / 0 / 2 · Pantone ≈ 11-4201
TPG (approximate)

Principal light, document-like background.

Muted Blue Grey

--bobby-id-muted-blue-grey

#66788A · rgb(102 120 138)

hsl(210 15% 47%)

oklch(0.5646 0.0352 248.45)

CMYK 26 / 13 / 0 / 46 · Pantone ≈ 7545
C (approximate)

Secondary text only where contrast passes
(White, Cool Paper).

White

--bobby-id-white

#FFFFFF · rgb(255 255 255)

hsl(0 0% 100%)

oklch(1.0000 0.0000 89.88)

CMYK 0 / 0 / 0 / 0 · Pantone Unprinted
stock

Clean surfaces and reverse treatments.

THE ACCESSIBLE TEXT-CYAN RULE

Security Cyan #2A8FA3 reaches only 3.78:1 on White and 3.58:1 on Cool Paper. It is approved for non-text graphics, larger visual elements and the guilloché pattern — never for normal text.

Where cyan text is required on White or Cool Paper, use Text Cyan #24798B (5.02:1 / 4.75:1). On Deep Navy, cyan text must be #7FC8DA. The two cyans have separate jobs and must never be swapped for one another.

CONTRAST MATRIX

Foreground	White	Cool Paper	Pale Security Blue	Deep Navy	Identity Blue
Deep Navy	15.54 AAA	14.71 AAA	12.13 AAA	1.00 fail	2.30 fail
Identity Blue	6.77 AA	6.41 AA	5.28 AA	2.30 fail	1.00 fail
Security Cyan	3.78 AA large / non-text	3.58 AA large / non-text	2.95 fail	4.11 AA large / non-text	1.79 fail
Text Cyan	5.02 AA	4.75 AA	3.92 AA large / non-text	3.09 AA large / non-text	1.35 fail
Muted Blue Grey	4.55 AA	4.31 AA large / non-text	3.55 AA large / non-text	3.42 AA large / non-text	1.49 fail
White	1.00 fail	1.06 fail	1.28 fail	15.54 AAA	6.77 AA

Thresholds: AA normal 4.5:1 · AA large 3.0:1 (≥18.66px bold or ≥24px regular) · non-text 3.0:1.

APPROVED PAIRINGS

- Deep Navy text on White, Cool Paper or Pale Security Blue (12.1–15.5:1).
- White text on Deep Navy (15.5:1) or Identity Blue (6.8:1).
- Identity Blue text on White or Cool Paper (6.4–6.8:1).
- Text Cyan for small cyan text on White or Cool Paper only (4.8–5.0:1).
- Muted Blue Grey secondary text on White or Cool Paper only (4.3–4.6:1).
- Cyan on Deep Navy: use #7FC8DA for text; #2A8FA3 for graphics only.

FORBIDDEN PAIRINGS

- ◆ Security Cyan #2A8FA3 as small text on any surface (max 4.11:1, fails AA).
- ◆ Text Cyan #24798B as text on Deep Navy (3.09:1) or Pale Security Blue (3.92:1).
- ◆ Muted Blue Grey on Pale Security Blue (3.55:1) or Deep Navy (3.42:1).
- ◆ Identity Blue on Deep Navy (2.30:1) in any role, including icons.
- ◆ Any cyan value on Identity Blue.
- ◆ The guilloché pattern behind body text at any opacity.

DARK-MODE MAPPING

Surface	Deep Navy #0A2540
Raised surface	#0E2F50
Primary text	White
Secondary text	#A9BCCC
Interactive	#7FB2E2 (Identity Blue is too dark on navy at 2.30:1)
Cyan text	#7FC8DA
Cyan graphics	Security Cyan #2A8FA3
Borders	White at 14%

PRINT LIMITATIONS

- CMYK values are guidance for coated stock; always proof before a production run.
- Pantone references are visual approximations and must be confirmed against a physical guide.
- Deep Navy on uncoated stock gains and can read black — consider a lighter build or a spot colour.
- The guilloché hairline is 0.7u; below 40mm width it fills in on offset and must be omitted.
- Never print the two cyans adjacent at small size — they will read as a printing error.

Typography in use

One family, three weights, one mono companion for record data.

Verify once. Share only what is needed.

Continue with Bobby ID

Body copy is IBM Plex Sans Regular 400 at 16px with a 1.6 line height. Long-form measure is capped at 72 characters.

`scope=profile:name · verified_at=2026-08-23T09:14:02Z`

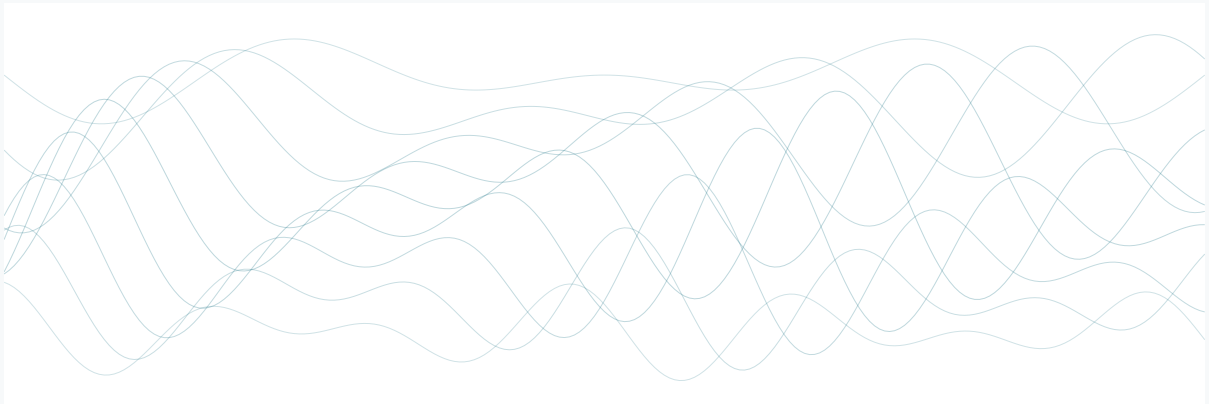
Iconography

Line icons, 2px stroke on a 24px grid, round caps and joins, drawn in Deep Navy or Identity Blue.

- Stroke 2px at 24px; scale the stroke proportionally, never visually thinner than 1.5px.
- Corners follow the beeldmerk easing — 2px radius at 24px.
- No filled icons except inside a badge or a solid button.
- No padlocks, shields, fingerprints, eyes or faces as generic decoration; reserve security metaphors for surfaces that genuinely describe security.
- An icon never carries meaning alone — pair it with a label or an accessible name.

Security-document pattern

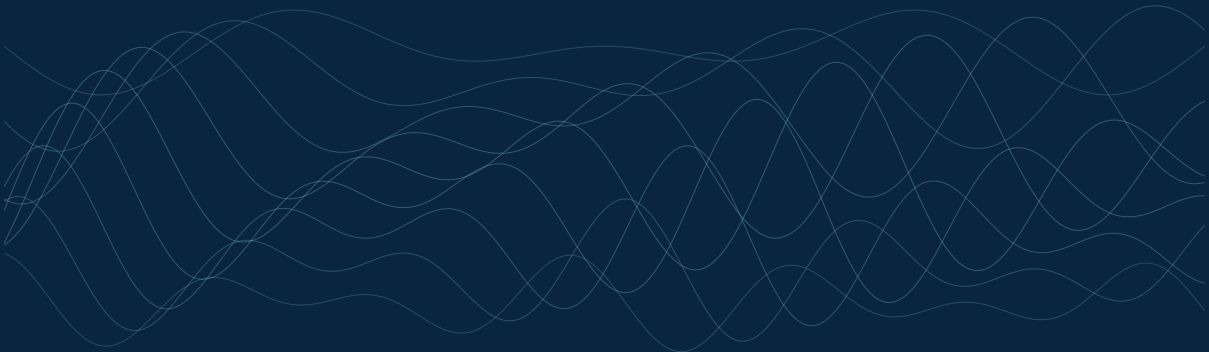
Nine layered sine paths at 0.7u hairline weight, drawn in Text Cyan on light fields and #7FC8DA on Deep Navy. The pattern echoes a security document without imitating one.



Light guilloché pattern

Guilloché security pattern — light surfaces

Used in: Bobby ID Card, secure documents, dividers, backgrounds



Dark guilloché pattern

Guilloché security pattern — dark surfaces

Used in: Bobby ID Card, secure documents, dividers, backgrounds



Identity Blue guilloché pattern

Guilloché security pattern — Identity Blue

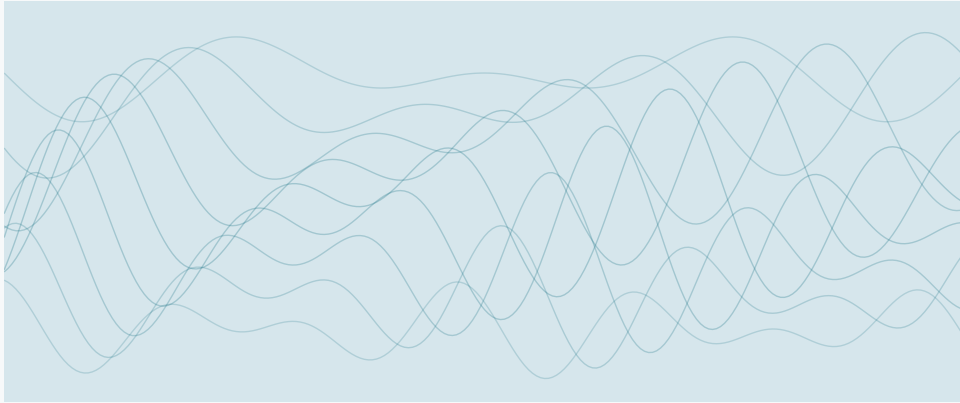
Used in: Bobby ID Card, secure documents, dividers, backgrounds



Security Cyan guilloché pattern

Guilloché security pattern — Security Cyan (non-text use)

Used in: Bobby ID Card, secure documents, dividers, backgrounds



Compact panel guilloché pattern

Guilloché compact panel

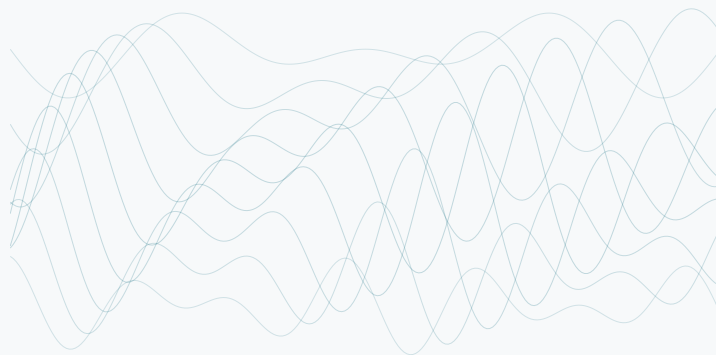
Used in: Bobby ID Card, secure documents, dividers, backgrounds



Section divider guilloché pattern

Guilloché divider rule

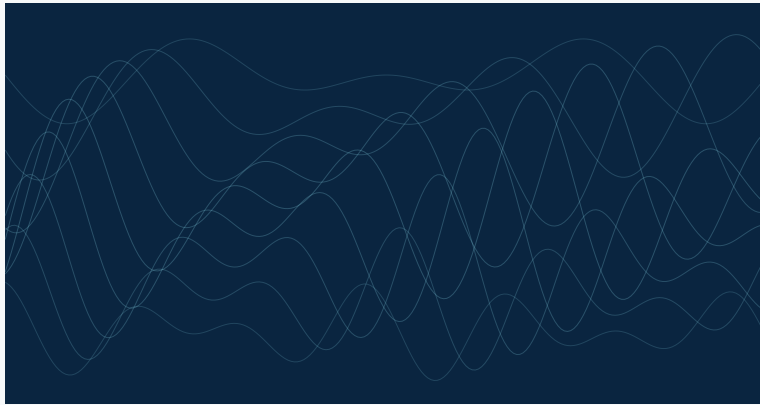
Used in: Bobby ID Card, secure documents, dividers, backgrounds



Large background guilloché pattern

Guilloché large background panel

Used in: Bobby ID Card, secure documents, dividers, backgrounds



Social field guilloché pattern

Guilloché field tuned for social artwork

Used in: Bobby ID Card, secure documents, dividers, backgrounds

SAFE OPACITY RANGES

Large background	22–28%
Compact panel	26–32%
Section divider	28–34%
Social background	24–30%

APPROVED COMBINATIONS

- Text Cyan on White or Cool Paper.
- #7FC8DA on Deep Navy.
- Identity Blue on Cool Paper for editorial dividers.
- Security Cyan on Cool Paper for security and privacy pages.

NEVER

- ◆ Never behind body text.
- ◆ Never with national symbols, crests, coats of arms or currency language.
- ◆ Never with fake machine-readable zones, fake document numbers or fake barcodes.
- ◆ Never as a logo, mark or avatar.
- ◆ Never inside a beeldmerk, or behind a mark below 96px.
- ◆ Never at an opacity that reduces the contrast of anything placed over it below its required ratio.

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Continue with Bobby ID buttons

The official label is “Continue with Bobby ID”. This is a visual kit only — it carries no authentication behaviour.

 Continue with Bobby ID

 Continue with Bobby ID

 Continue with Bobby ID

 Continue with Bobby ID

 Continue with Bobby ID



 Continue with Bobby ID

 Continue with Bobby ID

 Continue with Bobby ID

 Connecting...

 Bobby ID is unavailable

Focus is a 3px Cool Paper ring plus a 3px Identity Blue ring — tab to a button above to see it.

 Continue with Bobby ID

Continue with Bobby ID — light

Continue with Bobby ID — light field, default
Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Continue with Bobby ID

Continue with Bobby ID — dark

Continue with Bobby ID — dark field
Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Continue with Bobby ID

Continue with Bobby ID — primary

Continue with Bobby ID — Identity Blue primary
Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Continue with Bobby ID

Continue with Bobby ID — outline

Continue with Bobby ID — outline
Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Continue with Bobby ID

Continue with Bobby ID — compact

Continue with Bobby ID — 40px compact
Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Continue with Bobby ID

Continue with Bobby ID — mobile

Continue with Bobby ID — 52px mobile touch target
Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)



Continue with Bobby ID — icon-only

Continue with Bobby ID — icon-only
Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Continue with Bobby ID

Continue with Bobby ID — hover

Continue with Bobby ID — hover state
Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Continue with Bobby ID

Continue with Bobby ID — focus

Continue with Bobby ID — focus state

Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Continue with Bobby ID

Continue with Bobby ID — active

Continue with Bobby ID — active state

Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Continue with Bobby ID

Continue with Bobby ID — disabled

Continue with Bobby ID — disabled state

Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

  Connecting...

Continue with Bobby ID — loading

Continue with Bobby ID — loading state

Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

 Bobby ID is unavailable

Continue with Bobby ID — unavailable

Continue with Bobby ID — unavailable state

Used in: Continue with Bobby ID sign-in surfaces
(relying-party integrations)

VARIANTS

Light	White field, Pale Security Blue 1px border, Deep Navy ink and mark. Default on light relying-party pages.
Dark	Deep Navy field, White ink and mark. Default on dark relying-party pages.
Primary	Identity Blue field, White ink. Only when Bobby ID is the primary or single sign-in route.
Outline	Transparent field, Deep Navy 1px border and ink. For secondary placements.
Compact	40px height, 14px label. Dense forms and modals.
Mobile	52px height, full-width. Native and mobile web.
Icon only	Square, mark only. Permitted only where a labelled Bobby ID control is already visible on the same screen.

STATES

Hover	Cool Paper field, Identity Blue border. No movement, no shadow.
Focus	3px Cool Paper ring plus 3px Identity Blue ring, offset 3px. Never remove the focus ring.
Active	Pale Security Blue field, Identity Blue border.
Disabled	Cool Paper field, Muted Blue Grey ink at 60% opacity, aria-disabled, no pointer events.
Loading	Mark stays, label becomes Connecting..., with an Identity Blue arc spinner and aria-busy.
Unavailable	Label becomes Bobby ID is unavailable, with an explanatory sentence beneath the button.

METRICS

Height	48px default · 40px compact · 52px mobile · minimum touch target 44px
Corner radius	10px — deliberately unlike Google's 4px and Apple's pill
Horizontal padding	20px default · 16px compact
Icon size	50% of button height (24px at 48px)
Icon-to-label gap	12px default · 10px compact
Label	IBM Plex Sans Medium 500, 16px, +0.004em tracking
Minimum width	212px default · 178px compact · icon-only equals its height

ACCESSIBILITY

- The control is a real `<button>` or `<a>`, never a bare div.
- Accessible name is exactly Continue with Bobby ID, including the icon-only variant.
- Contrast: label $\geq 4.5:1$, mark and border $\geq 3:1$ against the button field.
- Focus is visible in both light and dark relying-party themes.
- Loading sets aria-busy; disabled sets aria-disabled and keeps the label readable.

DISTINCT FROM OTHER PROVIDERS

- Bracket beeldmerk, not a coloured G, an apple, a four-square grid, an f, or a national crest.
- 10px radius and a credential-register navy-on-paper palette rather than Google's white/blue or Apple's black pill.
- The label names the identity product in full — Bobby ID — with no provider logotype inside the button.
- No coloured icon tile, no vertical divider rule between icon and label.

INCORRECT USE

- ◆ Do not translate or reword the label.
- ◆ Do not shorten the label to Continue with Bobby, and do not append Account, Login or Sign in.
- ◆ Do not recolour the field outside the approved variants.
- ◆ Do not place the mark on the right of the label.
- ◆ Do not stretch the button so the icon-to-label gap exceeds 24px.
- ◆ Do not stack the Bobby ID button below the fold when competing providers sit above it.

RELYING-PARTY GUIDANCE

- On light pages use the Light or Outline variant; on dark pages use the Dark variant.
- Give the Bobby button the same width, height and vertical rhythm as any competing provider button in the same stack.
- Never restyle the button to match a relying party's own brand colours.
- Keep 8px minimum vertical spacing between provider buttons and never overlap the focus ring.

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Verification is not membership

Verification is not membership. Membership is not verification.

VERIFICATION

A verification badge is a statement about identity assurance: what Bobby ID checked, how, and when. It is earned through a check and can be revoked when the evidence expires or fails.

MEMBERSHIP

A membership badge is a statement about a paid commercial relationship. It is bought, renewed and cancelled, and it says nothing about who a person is.

HARD SEPARATION RULES

- Buying any membership never grants, upgrades or accelerates a verification level.
- Holding any verification level never grants, discounts or implies a membership.
- A membership badge may never use the Bobby check stroke, the passport arch silhouette or the word “verified”.
- A verification badge may never use a membership metal, medallion, service plate or card treatment.
- The two families never merge into a single combined badge, ever.
- Where both appear on one avatar, verification sits at the lower right and membership at the upper right, never overlapping.

SIDE BY SIDE

ASPECT	VERIFICATION	MEMBERSHIP
What it states	What Bobby ID checked about identity.	What the account has bought.
How it is obtained	Earned by passing a check.	Purchased, or by invitation for Bobby Blac
Silhouette	Passport arch.	Medallion (status) or cut-corner plate (concierge).
Colour	P3 Digital Passport Blue only.	Membership metals only — never P3 blue the badge signal.
Check stroke	Only V3 Identity Verified carries it.	Never.
Word “verified”	Required in the label.	Forbidden anywhere.
Avatar position	Lower right.	Upper right.
Precedence	Always shown first when space is limited.	Hidden on compact surfaces.
Can it be bought	No. Never, at any price.	Yes — that is precisely what it is.
Can it be revoked	Yes, when evidence expires or fails.	Yes, when the paid relationship ends.
Emoji artwork	None — assurance is not a reaction.	Yes, one per membership.
Availability today	Design only; no pipeline is live.	Planned; nothing is purchasable.

CONFUSION TESTS

Could a reasonable user believe this badge was bought?

Membership silhouettes, metals and card language make the commercial nature explicit; no membership asset borrows an assurance cue.

Could a reasonable user believe this badge proves identity?

Only the arch family says “verified”, and each level states its own limits in the tooltip.

Does the design survive greyscale?

Levels differ by fill and glyph; memberships differ by silhouette and countable rank bars.

Does the design survive 16px?

Icon-only artwork keeps a single glyph; below 24px the text label is mandatory.

Does a screen reader hear the difference?

Accessible labels name the level and its bound; membership labels name a planned paid membership.

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Verification badges — V1, V2, V3

Three assurance levels in one coherent blue system, all built on the passport arch. Shape, fill and glyph carry the level; colour is never the only signal.

V1 — CONTACT VERIFIED



Contact Verified



Shape

Passport arch, outline only, Identity Blue, two counter bars, no check stroke.

What it means

At least one email address or telephone number has been verified as reachable and controlled by this account.

What it does not mean

It does not prove real-world identity, does not prove age, and does not prove that the profile name is real.

Tooltip

Contact Verified — at least one email address or telephone number has been verified. This does not prove identity, age or that the profile name is real.

Accessible label

Contact Verified, Bobby ID verification level one of three

Revocation

Revoked automatically when the last verified contact point is removed, bounces persistently, or fails re-verification.

LIGHT

DARK

MONO

V2 — AGE VERIFIED



Age Verified



Shape

Passport arch, lower third filled, white threshold rule with an upward marker crossing it. No date of birth is ever shown.

What it means

The approved Bobby ID age-verification process confirmed that the account meets the applicable age threshold at a point in time.

What it does not mean

It does not necessarily establish full legal identity, and it never exposes or implies a date of birth.

Tooltip

Age Verified — the approved age-verification process confirmed the applicable age threshold. It does not necessarily establish full legal identity and never exposes a date of birth.

Accessible label

Age Verified, Bobby ID verification level two of three

Revocation

Revoked when the underlying evidence expires, when the provider withdraws the result, or when a re-check fails.

LIGHT

DARK

MONO

V3 — IDENTITY VERIFIED



Identity Verified



Shape

Passport arch, solid Deep Navy, white A1.2 beeldmerk above the Bobby check stroke. This is the Bobby Verified master symbol.

What it means

Bobby ID completed the approved full identity-verification process, which may include a supported identity document, a selfie, a liveness check and an identity match.

What it does not mean

It does not guarantee that a person is honest, safe, qualified, solvent or trustworthy. It is a statement about identity assurance, never a judgement of character.

Tooltip

Identity Verified — Bobby ID completed the approved full identity-verification process. It is a statement about identity assurance, not a judgement of character.

Accessible label

Identity Verified, Bobby ID verification level three of three

Revocation

Revoked on document expiry, on a failed re-verification, on confirmed fraud, or where a legal obligation requires it.

LIGHT

DARK

MONO



Contact Verified

V1 full badge

V1 Contact Verified — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



Age Verified

V2 full badge

V2 Age Verified — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



Identity Verified

V3 full badge

V3 Identity Verified — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



18+ Verified

18+ threshold variant

V2 Age Verified — 18+ threshold variant, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering

BOBBY VERIFIED MASTER SYMBOL



Reserved for V3 Identity Verified only.

- The master symbol is the V3 emblem used alone, at large display sizes or as a standalone trust mark.
- It is never applied to V1 or V2, to any membership, or to an unverified account.
- It is deliberately not a generic blue circle with a check: the passport arch and the beeldmerk carry the meaning.
- It is never recoloured into a membership metal and never placed on a membership card.
- Third parties may only use it under the Bobby ID trademark and brand licence.

BADGE RULES

- Shape, fill and glyph carry the level — colour is never the only signal.
- Levels are cumulative in assurance but each badge stands alone; only the highest earned level is shown by default.
- Never render below 16px. Below 24px the text label must appear alongside the badge.
- Every badge exposes a plain-language tooltip and an accessible label that names the level and its limits.
- Monochrome fallback keeps the arch and glyph and drops the fill.
- Never invent a fourth level, a star, a tick-only badge, a “trusted” state or a government-style seal, crest or rosette.
- A verification badge is never sold, gifted, transferred or granted as a membership benefit.

RETIRED BADGES

bobby-id-created — Account creation is not a verification level. Showing it beside real checks inflated the perceived assurance of simply signing up. Retired in the V1–V3 hierarchy and removed from the asset registry.

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Membership system (planned)

Six planned paid memberships: three status tiers and three concierge tiers. Nothing here is available for purchase and no price shown is an offer.

BOBBY SILVER — STATUS MEMBERSHIP



Positioning

Entry status membership — a first step above the free account.

Visual character

Quiet, restrained, cool. The lightest metal in the family.

Emblem

Notched medallion with one rank bar.

Indicative launch price

€4.99/month · €49/year

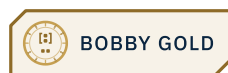
Pricing note

Indicative launch pricing, excluding tax.

Access

Open to purchase at launch.

BOBBY GOLD — STATUS MEMBERSHIP



Positioning

Mid status membership — the mainstream paid tier.

Visual character

Warm metal, still institutional. Confident, never flashy.

Emblem

Notched medallion with two rank bars.

Indicative launch price

€9.99/month · €99/year

Pricing note

Indicative launch pricing, excluding tax.

Access

Open to purchase at launch.

BOBBY PLATINUM — STATUS MEMBERSHIP



Positioning

Top status membership — the highest openly purchasable status tier.

Visual character

Cool, precise, technical. Pale metal with an Identity Blue accent.

Emblem

Notched medallion with three rank bars.

Indicative launch price

€19.99/month · €199/year

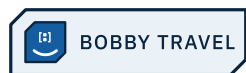
Pricing note

Indicative launch pricing, excluding tax.

Access

Open to purchase at launch.

BOBBY TRAVEL — CONCIERGE MEMBERSHIP



Positioning

Concierge membership for travel service, delivered by BobbyTravel.com. Bobby ID sells and holds the entitlement; it does not deliver the travel service.

Visual character

Identity Blue service plate with a Security Cyan service arc. Calm, operational.

Emblem

Cut-corner service plate with a service arc.

Indicative launch price

€39/month · €390/year

Pricing note

Indicative launch pricing, excluding tax. Travel services are billed separately by BobbyTravel.com.

Access

Open to purchase at launch, subject to service availability.

BOBBY BUSINESS — CONCIERGE MEMBERSHIP



Positioning

Concierge membership for professional and business use.

Visual character

Deep institutional navy, squared and administrative.

Emblem

Cut-corner service plate with a desk rule.

Indicative launch price

€79/month · €790/year

Pricing note

Indicative launch pricing, excluding tax.

Access

Open to purchase at launch.

BOBBY BLACK — CONCIERGE MEMBERSHIP



Positioning

Invitation-only concierge membership at the top of the catalogue.

Visual character

Near-black plate, one cool-metal hairline, no ornament. Restraint is the signal.

Emblem

Cut-corner service plate, mark only, cool-metal hairline.

Indicative launch price

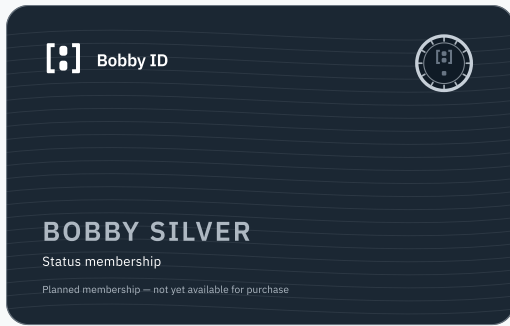
€2500/year

Pricing note

Indicative annual launch pricing, excluding tax. By invitation only; never publicly purchasable.

Access

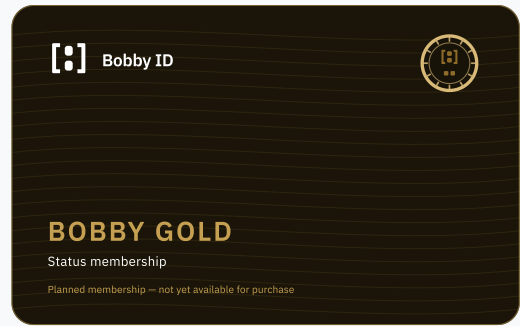
Invitation only. Never listed with a buy button.



Bobby Silver card concept

Bobby silver membership card concept — planned, not a payment instrument

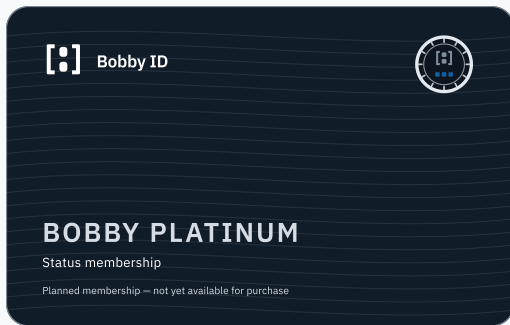
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



Bobby Gold card concept

Bobby gold membership card concept — planned, not a payment instrument

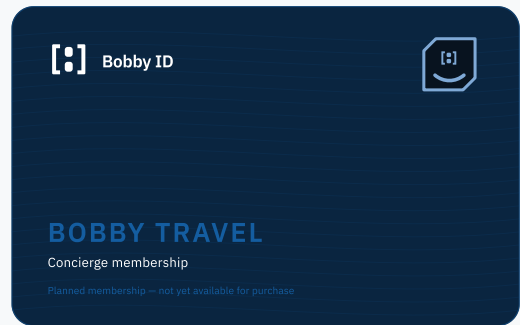
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



Bobby Platinum card concept

Bobby platinum membership card concept — planned, not a payment instrument

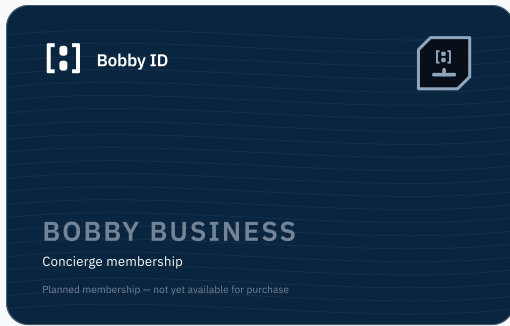
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



Bobby Travel card concept

Bobby travel membership card concept — planned, not a payment instrument

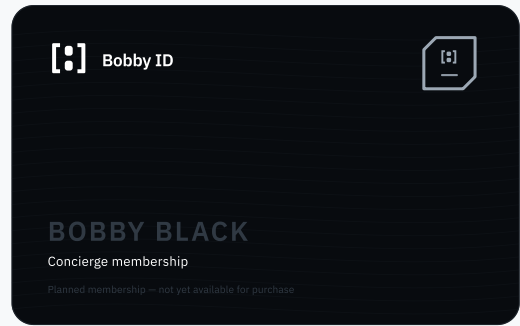
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



Bobby Business card concept

Bobby business membership card concept — planned, not a payment instrument

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



Bobby Black card concept

Bobby black membership card concept — planned, not a payment instrument

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

MEMBERSHIP BADGE RULES

- Every membership surface is labelled as planned and not yet available for purchase.
- Status memberships use the notched medallion; concierge memberships use the cut-corner service plate. The two silhouettes never swap.
- Rank is countable: Silver one bar, Gold two, Platinum three. Colour is never the only difference.
- No membership asset may contain a check stroke, the passport arch, or the word “verified”.
- Membership cards are identity objects, not payment instruments: no numerals, no chip, no network logo, no magnetic stripe.
- Membership never changes what a profile claims about a person — only what the account has bought.

HOLDING MORE THAN ONE MEMBERSHIP

- An account may hold at most one status membership and any number of concierge memberships.
- Exactly one membership badge is displayed at a time: the highest-ranked held membership (Black, then Business, then Travel, then Platinum, Gold, Silver).
- Additional memberships are listed as text in the account, never stacked as badges on an avatar.
- On any surface, at most one verification badge and at most one membership badge are shown.
- Verification always takes visual precedence: if space allows only one badge, the verification badge is shown.
- Compact surfaces (lists, comments, mentions) show verification only; membership appears on profile and account surfaces.

CUSTOM EMOJI SYSTEM

Custom membership emoji for chat, community and support surfaces, drawn from the emblem and simplified for 16–20px legibility.



- Emoji artwork exists only for memberships. There is no verification emoji — assurance is never reduced to a reaction.
- Heavier rim, no inner hairline, no element below three pixels at 16px.
- Emoji are decorative shorthand and never a source of truth for entitlement.
- Never combined with a check, tick or shield.

AVATAR PLACEMENT



verification + membership



silver frame



gold frame



platinum frame



travel frame



business frame



black frame

- Verification badge: lower right, 32% of avatar width, on a knock-out disc in the surface colour.
- Membership badge: upper right, 32% of avatar width, on its own knock-out disc.
- Membership frame ring: a single ring in the membership metal. Never a stack of rings, never animated, never a glow.
- The frame ring is decoration only; it never substitutes for the membership badge or implies verification.
- A verification-only avatar keeps the upper-right corner empty; a membership-only avatar keeps the lower-right corner empty.

Bobby Black and Founding Black Member

Invitation only, never publicly purchasable, and never a form of verification.

INVITATION MODEL

- Bobby Black is invitation-only and is never presented with a public price, a buy button or a self-service upgrade path.
- Invitations are issued by Bobby ID and are personal, non-transferable and revocable.
- Marketing never implies that spending, verification level or referrals earn an invitation.
- Declined and expired invitations leave no visible trace on a profile.
- Bobby Black confers no verification and no additional identity assurance whatsoever.

FOUNDING BLACK MEMBER



FOUNDING BLACK MEMBER

A modifier applied to an existing Bobby Black membership for the founding cohort. It is not a seventh membership, not a rank above Black, and not a verification level.

- Always rendered as a separate modifier ribbon beside the Bobby Black badge, never merged into it.
- Retired permanently once the founding cohort closes; existing holders keep it, no new grants are issued.
- Lost automatically if the underlying Bobby Black membership ends.
- Never uses the check stroke, the arch, or any verification language.

Bobby ID and BobbyTravel.com boundary

Bobby ID sells and holds the entitlement. BobbyTravel.com delivers the service.

BOBBY ID OWNS

- Owns identity, verification levels, membership catalogue, billing, entitlements and the badge system.
- Sells memberships and records what an account is entitled to.
- Exposes entitlements to other Bobby platforms through an authorised API.

BOBBYTRAVEL.COM OWNS

- Owns travel and concierge service delivery, itineraries, bookings, supplier relationships and travel support.
- Consumes Bobby ID entitlements; it never issues, upgrades or revokes them.
- Bills travel services separately from the Bobby ID membership fee.

NEVER CROSSED

- ◆ Bobby ID never publishes travel inventory, prices, availability, itineraries or booking flows.
- ◆ BobbyTravel.com never issues verification badges or membership badges.
- ◆ A Bobby ID membership fee is never described as including a travel booking.

COMMERCIAL LIMITATION

A Bobby Travel membership buys access to a concierge service relationship. It does not include travel products, flights, hotels, transfers or any third-party supplier cost, and it is not a travel agency contract, a package travel arrangement or any form of insurance.

Admin, API and MCP readiness

Design-level requirements only. No entitlement system is being built in this phase.

ADMINISTRATIVE MODEL

- Every verification level and membership is a server-side entitlement record with an issuer, an evidence reference, a granted timestamp, an expiry and a revocation reason.
- Badges are rendered from entitlements at read time; no badge state is ever stored on a profile row or trusted from the client.
- Verification grants are only ever written by the verification pipeline; membership grants are only ever written by the billing pipeline. Neither may write into the other's table.
- Every grant, renewal, downgrade and revocation is written to an append-only audit log with the acting administrator.
- Administrative override requires an explicit reason and is itself audited; it can never fabricate a verification level from a payment event.

API AND MCP MODEL

- A future read API exposes verification level and membership as separate, independently-scoped fields — never a single merged “status”.
- Scopes are separated: reading assurance and reading commercial entitlement are distinct permissions with distinct consent copy.
- Responses carry the level identifier, the label, the tooltip text and the accessible label so consumers cannot invent their own wording.
- A future MCP surface exposes the same fields read-only, with no tool able to grant, upgrade or revoke anything.
- Badge artwork is served only from the canonical Bobby ID image layer so third parties cannot substitute their own artwork.

CURRENT SCOPE RESTRICTIONS

- This is a design and governance system only. No entitlement tables, billing, checkout, invitation flow or verification pipeline is being built in this phase.
- No membership is available for purchase and no price shown here is an offer.
- No verification level can currently be granted in the product.
- Legal, regulatory and consumer-law review of all verification and membership claims remains outstanding and is listed in the limitations register.

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Avatar and profile identity

Five avatar kinds, circular or rounded square, light or dark.



anonymous



initials



no-photo



verified



organization



rounded square



anonymous • circle

anonymous avatar placeholder — circle, light
Used in: Default profile imagery across product surfaces



anonymous • rounded

anonymous avatar placeholder — rounded, light
Used in: Default profile imagery across product surfaces



initials · circle

initials avatar placeholder — circle, light

Used in: Default profile imagery across product surfaces



initials · rounded

initials avatar placeholder — rounded, light

Used in: Default profile imagery across product surfaces



no-photo · circle

no photo avatar placeholder — circle, light

Used in: Default profile imagery across product surfaces



no-photo · rounded

no photo avatar placeholder — rounded, light

Used in: Default profile imagery across product surfaces



verified · circle

verified avatar placeholder — circle, light

Used in: Default profile imagery across product surfaces



verified · rounded

verified avatar placeholder — rounded, light

Used in: Default profile imagery across product surfaces



organization • circle

organization avatar placeholder — circle, light

Used in: Default profile imagery across product surfaces



organization • rounded

organization avatar placeholder — rounded, light

Used in: Default profile imagery across product surfaces

DEFINITIONS

Anonymous placeholder

Neutral silhouette at 35% ink on Pale Security Blue.
Used before any profile data exists.

Initials avatar

One or two initials, IBM Plex Sans SemiBold, Deep Navy on Pale Security Blue.

No-photo account

Same silhouette at 55% ink — a real account that simply has no picture.

Verified profile

Initials or photo plus the Identity verified hexagon at the lower-right, on its own knock-out disc.

Organization placeholder

Outlined rounded rectangle. Reserved for future organisation accounts; not in use yet.

RULES

- Circular and rounded-square presentations are both official; one presentation per surface.
- Photographs are centre-cropped to a square; the face must sit inside the central 80% safe area.
- The verification badge occupies 32% of the avatar width at the lower-right, with a 2px knock-out ring in the surface colour.
- A ring, glow or border is never the only indicator of assurance — the badge shape and the text label carry it.
- Alt text describes the person or account, never the assurance state: 'Profile picture of Sam Rivers', with verification exposed as text.

OAuth consent presentation

How a Bobby ID consent screen must look once it exists. No consent flow is built yet.

[:] Bobby ID

Verify once. Share only what is needed.

Continue to Example Shop

Example Shop is asking to receive:

Your name

Your email address

Confirmation that you are over 18

Once you approve, the details above are shared with Example Shop. You can review and withdraw this approval in your Bobby ID account.

CONSENT RULES

- Name the relying party before the request, in plain language.
- List every scope as a human sentence, never as a technical scope string.
- The decline option is as visible and as easy to press as the approve option.
- Never pre-tick optional disclosures.
- State plainly that approved data is shared with the relying party — do not imply it stays inside Bobby ID.
- Show the assurance level that the request actually requires, and nothing higher.

Digital interface examples

Surface patterns that carry the credential register into the product.

ACCOUNT IDENTITY CARD



RELYING-PARTY SIGN-IN BLOCK

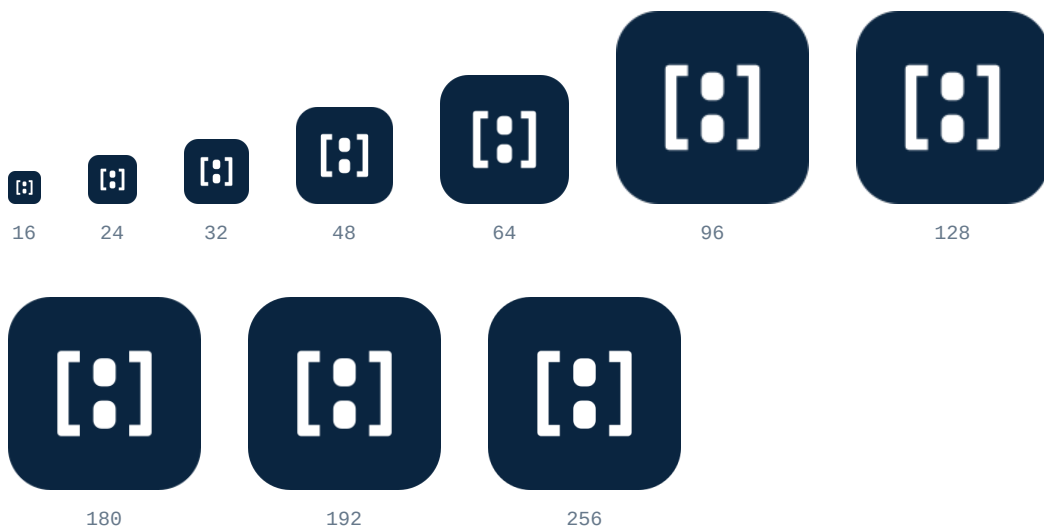
Sign in to Example Shop

 Continue with Bobby ID

You choose what Example Shop receives.

App icons and favicons

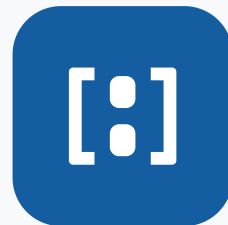
Deep Navy field, white A1.2 beeldmerk, flat colour, no gradient, no border. Every size is rendered from the master vector, not scaled from 512px.



Light-field application icon

Application icon on a light field for light-mode platforms

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



Identity Blue application icon

Application icon on the Identity Blue field

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



Maskable PWA icon (20% safe zone)

PWA maskable icon with the required 20% safe-zone padding

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



Monochrome platform icon

Monochrome PWA icon for tinted platform surfaces

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



Favicon (A1.2 cutdown)

Small-size favicon using the A1.2 cutdown
Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



Favicon for dark browser chrome

Small-size favicon for dark browser chrome
Used in: Installed app icon, PWA manifest, browser chrome, platform tiles

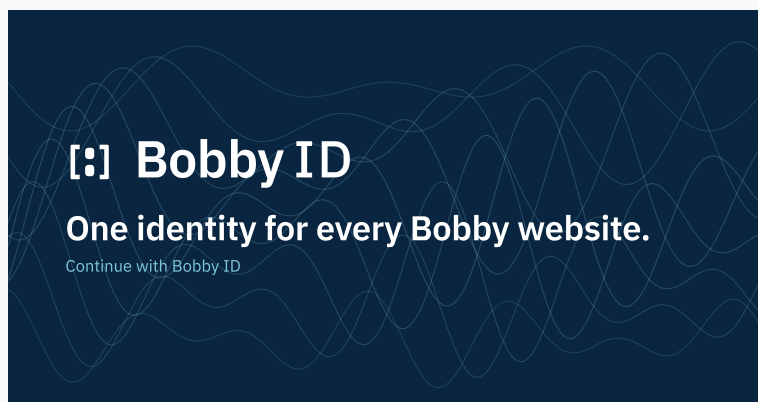
FAVICON.ICO

Multi-resolution ICO containing 16, 32, 48 and 64 pixel renders from the A1.2 master.

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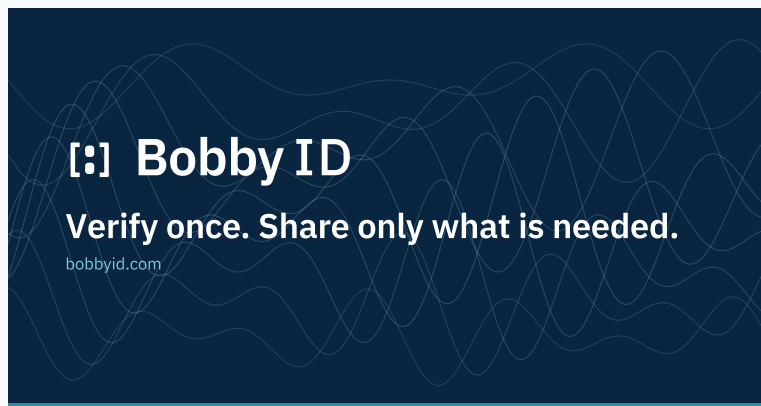
Social and communication assets

Concise positioning only. Never overload an asset with explanatory text.



Open Graph 1200×630

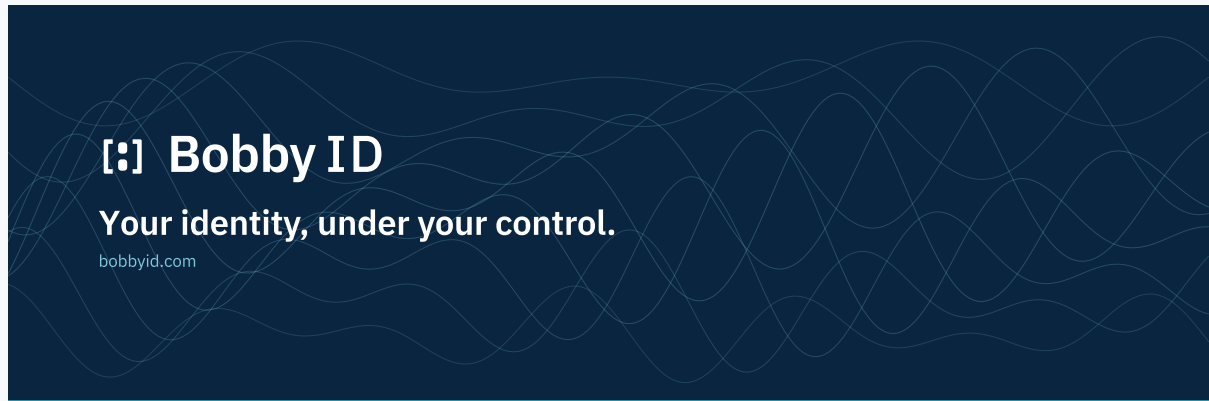
Open Graph / link preview card
Used in: Social profiles, link previews, status page



Generic social share 1200×630

Generic social share card

Used in: Social profiles, link previews, status page



X header 1500×500

X profile header

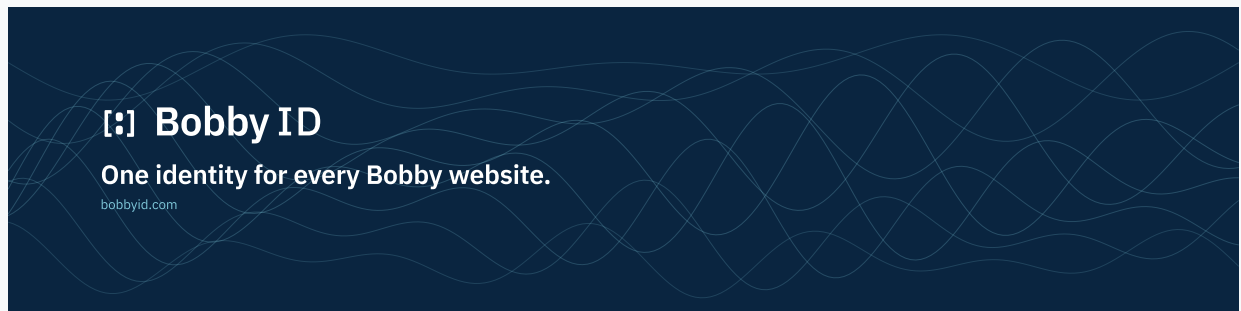
Used in: Social profiles, link previews, status page



X avatar

X profile avatar

Used in: Social profiles, link previews, status page



LinkedIn cover 1584×396

LinkedIn company cover

Used in: Social profiles, link previews, status page



LinkedIn avatar

LinkedIn company avatar

Used in: Social profiles, link previews, status page



Facebook cover

Facebook page cover

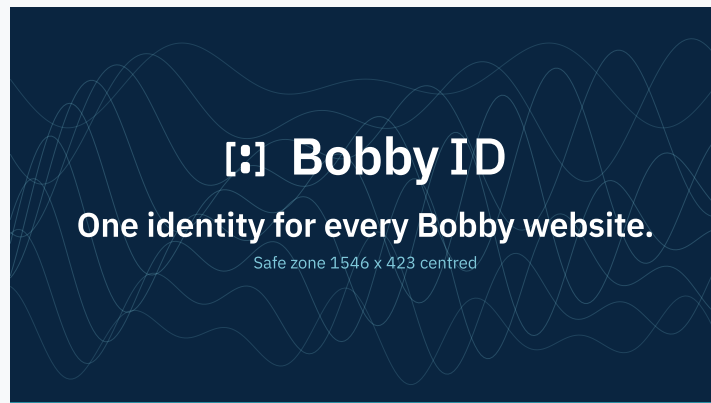
Used in: Social profiles, link previews, status page



Facebook avatar

Facebook page avatar

Used in: Social profiles, link previews, status page



YouTube channel art

YouTube channel art

Used in: Social profiles, link previews, status page



YouTube avatar

YouTube channel avatar

Used in: Social profiles, link previews, status page



GitHub organisation avatar

GitHub organisation avatar

Used in: Social profiles, link previews, status page



Support avatar

Support agent avatar

Used in: Social profiles, link previews, status page



Notification icon

Push and in-product notification icon

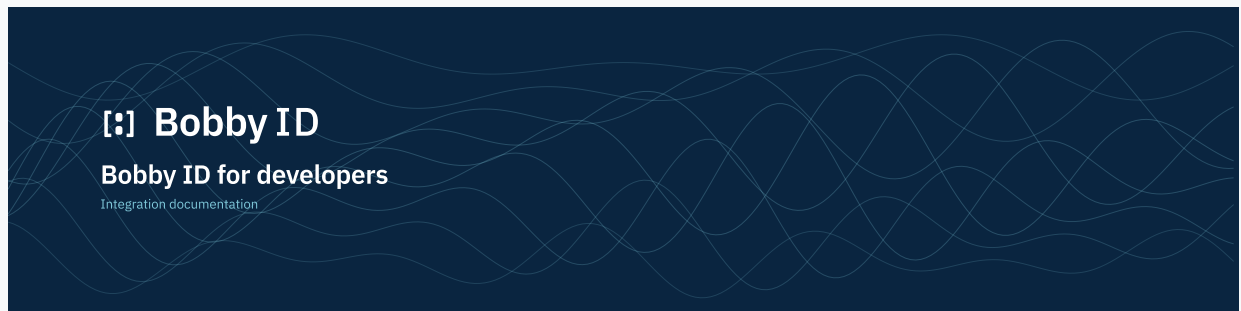
Used in: Social profiles, link previews, status page



Status page mark

Status page mark

Used in: Social profiles, link previews, status page



Developer docs header

Developer documentation header

Used in: Developer documentation

[:] Bobby ID

Transactional email header

Transactional email header

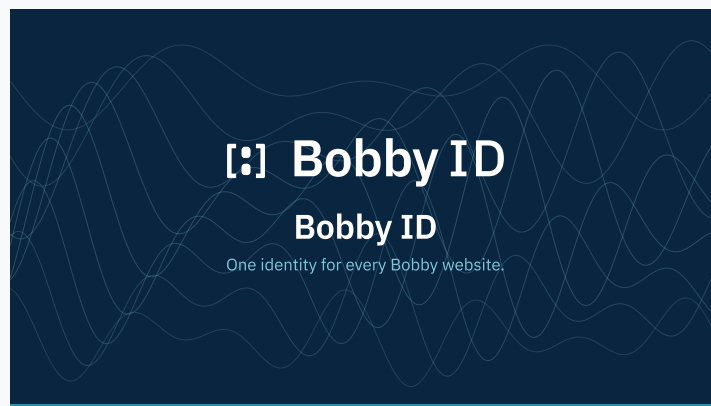
Used in: Transactional and authentication email headers



Authentication email header

Authentication email header

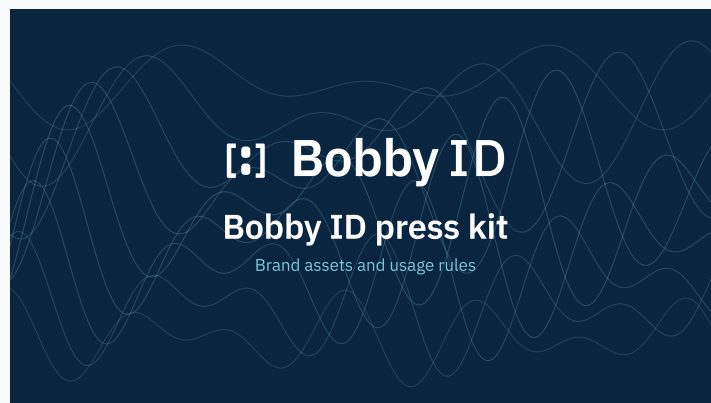
Used in: Transactional and authentication email headers



Presentation cover

Presentation cover slide

Used in: Press kit and presentations



Press kit cover

Press kit cover

Used in: Press kit and presentations

EMAIL AND NOTIFICATION USE

- Auth emails lead with the light email header and no pattern behind body text.
- Notification icon is the Deep Navy tile with the white A1.2 mark, never the wordmark.
- Never place a verification badge in an email header — badges describe an account, not a message.
- Subject lines follow tone of voice: plain, precise, no urgency.

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Tone of voice, privacy and verification wording

TONE

Plain	Short sentences. Everyday words. No security theatre.
Precise	Say what was verified, when, and by what means — never 'trusted'.
Calm	No urgency, no scare tactics, no countdowns.
Non-coercive	Consent language offers a real choice, including declining.
Accountable	Every claim on a surface must be true of the current product.

PHOTOGRAPHY AND ILLUSTRATION

- Prefer diagram, document and interface imagery over stock photography.
- If people appear, show ordinary people in ordinary settings — never handcuffs, hoodies, padlocks, glowing shields or matrix code.
- No biometric close-ups, iris scans, fingerprints or facial-recognition overlays.
- Illustration is flat, two-tone (Deep Navy plus one cyan), hairline-weight, no gradients.
- Never illustrate a government document, passport page or ID card that could be mistaken for a real one.

PRIVACY AND VERIFICATION WORDING

- Say “verified on 23 August 2026 using a document check”, not “trusted user”.
- Say “Example Shop will receive your name and email address”, not “we keep your data safe”.
- Say “you can withdraw this approval”, and make that true before shipping the sentence.
- Never describe verification as permanent, absolute or fraud-proof.
- Never imply Bobby ID vouches for a person's conduct.

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Bobby ID Card, QR verification and verifier

Concept design and architecture preparation only. No live presentation route, QR backend, verifier console or entrance record is implemented. All data shown is fictional.

WHAT THE CARD IS

- A Bobby ID Card is a presentation of a Bobby ID. It is never a government identity document, passport, driving licence, payment card, travel document or event ticket.
- The printed or stored card proves nothing on its own. Only the live Bobby ID presentation, reached by scanning the code, shows current status.
- The card shows the minimum needed to recognise the holder: handle, avatar or verified photo, verification level and — where the holder allows it — membership.
- No legal name, date of birth, address, document number, email address or telephone number is ever printed on a Bobby ID Card.
- Verification and membership keep their canonical separation on the card exactly as they do everywhere else: arch family lower right, membership upper right.
- The holder can revoke a card at any time. A revoked card resolves to a revoked live presentation, never to a blank or ambiguous page.

INFORMATION DISCLOSURE

Handle	Always shown. It is the public identifier of a Bobby ID.
Avatar or verified photo	Photo only on a V3 card; otherwise the avatar, labelled as not a verified photo.
Verification level	Exactly one level is shown, with its own wording. Never merged with membership.
Membership	Shown only when the holder chooses to show it, and never described as verification.
Presentation ID	An opaque identifier for this presentation only. It is not an account ID and cannot be enumerated.
Presentation number	A human-readable grouping of the same opaque identifier, for reading aloud at a desk.
Live status	Never printed as a fact. The card states when the status was last checked and points to the live presentation.
Legal name	Never shown on any card variant.
Date of birth	Never shown. Age assurance is expressed as a threshold badge only.
Address, document number, contact detail	Never shown, never encoded in the QR, never returned by the live presentation.

QR DESTINATION AND DESIGN

- The QR encodes one opaque presentation URL and nothing else — no personal data, no membership, no verification claim, no signed assertion the reader could misread.
- Presentation identifiers are random and opaque. Sequential or guessable identifiers are forbidden because they would allow enumeration of Bobby IDs.
- Every demonstration asset encodes a reserved demonstration destination. No concept asset points at a live Bobby ID.
- The branded QR reserves a centred clear area for the A1.2 beeldmerk and uses the error-correction budget that reserve consumes; the code is validated after generation.
- Minimum printed module size and a four-module quiet zone are mandatory. The incorrect-use reference shows what is rejected: cropped quiet zone, low contrast, stretched modules, decorated modules.
- A scan is a read. Scanning never grants, upgrades, extends or revokes anything.

PRINT PRODUCTION

Format	ID-1, 85.60 × 53.98 mm
Bleed	3 mm on all sides
Safe zone	4 mm inside the trim
Corner radius	3.18 mm
QR minimum	18 mm with a four-module quiet zone
Colour	P3 Digital Passport Blue; Security Cyan for non-text graphics only

LIVE PRESENTATION — /ID/{PRESENTATION_GUID}

- Active — The presentation is current and the stated assurance holds.
- Expired — The presentation lapsed. Nothing here confirms an identity today.
- Revoked — The holder withdrew this presentation. Ask for a current Bobby ID.
- Suspended — Bobby ID suspended the presentation pending review.

VERIFIER CONSOLE — /CONSOLE/ID-VERIFIER

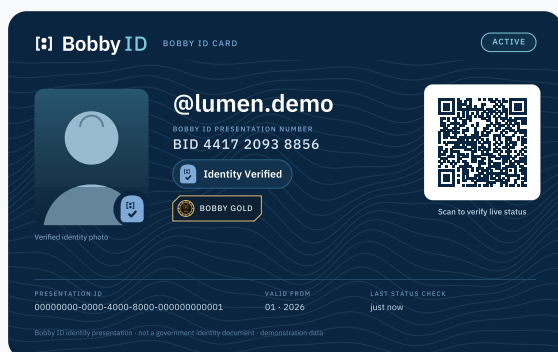
- Results are distinguished by shape and wording first, colour second, so the console works in bright light and for colour-blind staff.
- The console shows only what the presentation already discloses. It never reveals fields the card withholds.
- Every scan states who is scanning, for which event, which fields are read, what is recorded and how long the record is kept, before the first scan.
- The console registers entrance. It never sells, never issues tickets and never confirms a ticket purchase.

ENTRANCE REGISTRATION WITHOUT TICKETING

- An entrance record links a presentation, an event, a result, a timestamp and the verifying staff account. It stores no identity fields of its own.
- Entrance registration is not ticketing. Where an event requires a ticket, the ticket remains a separate external requirement and the console says so.
- An event declares the assurance it requires. The console compares, it does not interpret.
- Records are retained for a stated, short period and then deleted. The retention period is shown to the holder before the scan.

CURRENT SCOPE RESTRICTIONS

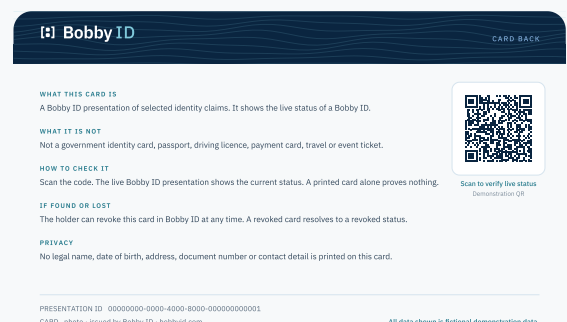
- ◆ The live presentation route, QR verification backend, verifier console, entrance records and scanner are NOT implemented in this phase.
- ◆ No presentation identifier in any asset resolves to a real Bobby ID; every destination is a reserved demonstration address.
- ◆ All names, handles, numbers, events and organisers shown are fictional demonstration data.
- ◆ Legal, privacy and event-regulation review of entrance verification remains outstanding and is listed in the limitations register.



card photo front

Bobby ID Card — photo card, front — concept artwork, fictional demonstration data

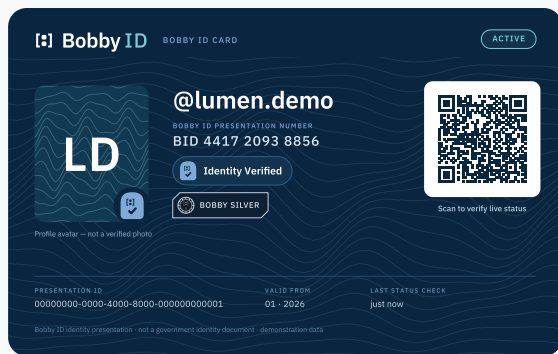
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card photo back

Bobby ID Card — photo card, back — concept artwork, fictional demonstration data

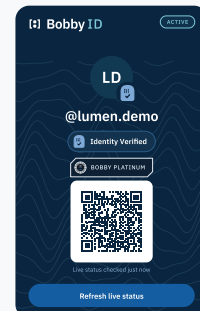
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card avatar front

Bobby ID Card — avatar (non-photo) card, front — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)

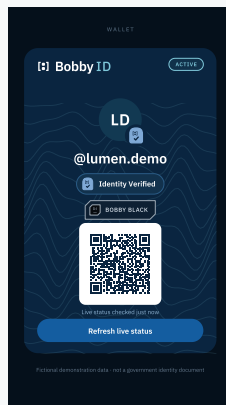


Pictured demonstration data - not a government identity document

card minimal digital

Bobby ID Card — minimal digital presentation — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)

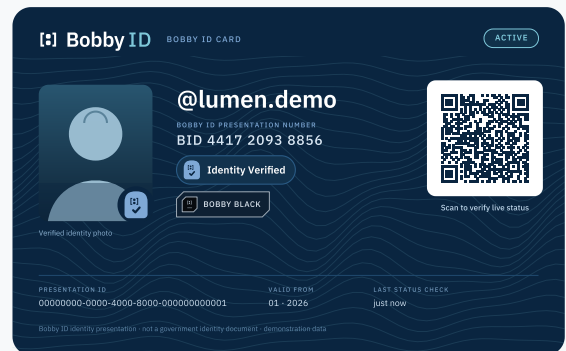


Pictured demonstration data - not a government identity document

card wallet style

Bobby ID Card — wallet-style digital presentation — concept artwork, fictional demonstration data

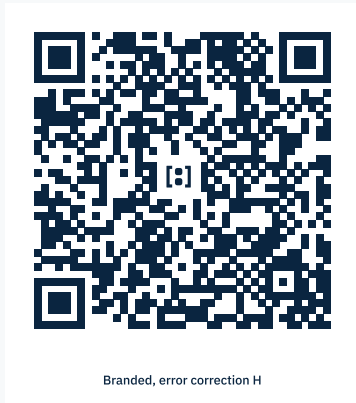
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card membership black

Bobby ID Card — Bobby Black enhancement (planned, invitation only) — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



qr branded

Bobby ID verification QR — branded with centred beeldmerk — resolves to a reserved demonstration destination only

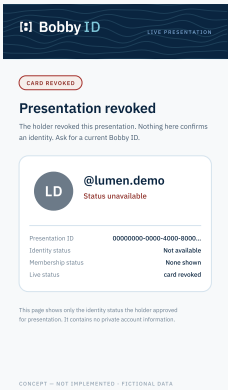
Used in: Bobby ID Card and live presentation QR concepts (not implemented)



qr incorrect use

Bobby ID verification QR — incorrect use reference — resolves to a reserved demonstration destination only

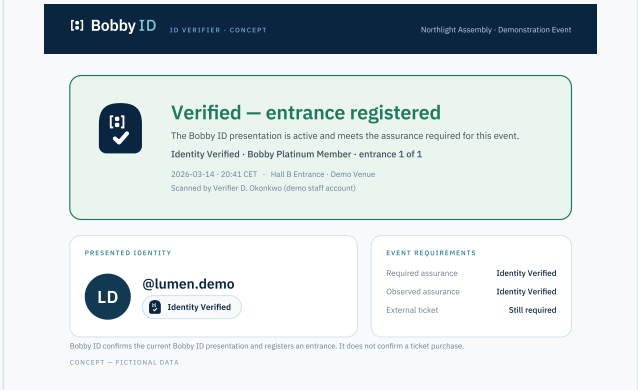
Used in: Bobby ID Card and live presentation QR concepts (not implemented)



card live presentation revoked

Live Bobby ID presentation concept — revoked — concept artwork, fictional demonstration data

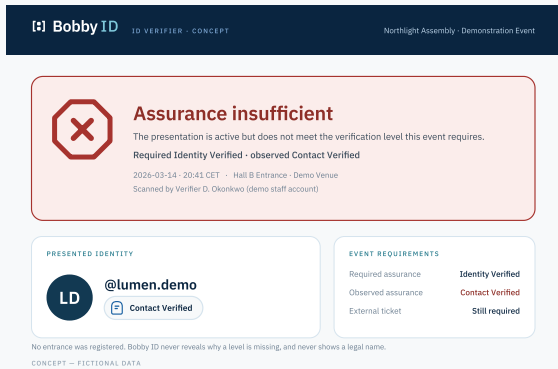
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



verifier success screen

Bobby ID Verifier console concept — verified result — concept only, not implemented

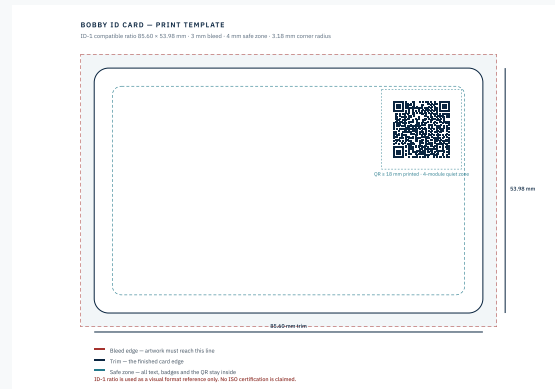
Used in: Entrance verification console concepts (not implemented)



verifier rejected screen

Bobby ID Verifier console concept — rejected result — concept only, not implemented

Used in: Entrance verification console concepts (not implemented)



card print template

Bobby ID Card — print production template with bleed, trim and safe zone — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)

[Open the full Bobby ID Card, live presentation and verifier concept board](#)

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Incorrect usage

- ◆ Do not recolour the mark outside the P3 palette.
- ◆ Do not add gradients, bevels, glows, shadows or outlines.
- ◆ Do not rotate, skew, stretch or condense.
- ◆ Do not redraw, re-space or separate the brackets from the counters.
- ◆ Do not place the counters inside another container shape.
- ◆ Do not enclose the mark in a circle, seal, shield or crest.
- ◆ Do not use A1.1 below 64px or A1.2 above 48px.
- ◆ Do not set the mark on a photograph without a solid or heavily flattened field.
- ◆ Do not pair the wordmark with a non-approved typeface.
- ◆ Do not place the guilloché pattern inside or directly behind the mark.

LIGHT AND DARK USE

On light fields use Deep Navy. On Deep Navy or Identity Blue fields use White. Identity Blue ink is permitted on White and Cool Paper only. Never place Identity Blue ink on Deep Navy (2.30:1).

MONOCHROME AND PRINT

One ink, full black or full white, with all counters preserved. The W3-b wordmark carries the same metrics as W3-a so monochrome and colour lockups never re-flow.

Print from the PDF or SVG masters. Convert RGB to CMYK at the plate stage using the CMYK guidance in the colour system. Pantone references are approximate and must be confirmed against a physical guide. Below 16mm, use the A1.2 cutdown; below 5mm do not print the mark at all.

ACCESSIBILITY OF THE MARK

The mark is decorative when it appears next to the wordmark: mark it aria-hidden and let the text carry the name. When it stands alone as a link or button, give it an accessible name — Bobby ID — and keep a 3:1 contrast ratio against its field.

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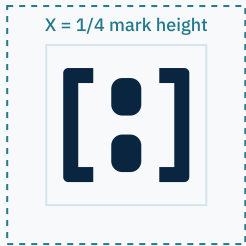
Asset library

Every published Bobby ID asset, grouped and downloadable. 956 files across 287 asset groups (930 unique stored objects), all served from the governed bobbyid-brand-assets bucket through <https://bobbyid.com/images/<friendly-filename>>. Registry version 1.0.0.

logo	Beeldmerken, wordmarks, lockups, consent header, construction and clear-space diagrams
icon	favicon.ico, 16–512px PNG icons, Apple touch icon, PWA and maskable icons, monochrome icon
button	Continue with Bobby ID kit — 13 variants and states
badge	Four assurance badges in light, dark and monochrome
avatar	Five avatar kinds × circular/rounded × light/dark
pattern	Guilloché system in eight approved configurations
social	Open Graph, profile and cover art, email and press assets

GOVERNANCE

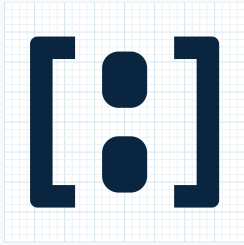
- One authoritative registry (src/lib/brand-registry.json) drives previews, downloads and /images resolution — nothing on this page hard-codes a storage path.
- Every file carries a SHA-256 checksum verified at upload time; the same checksum is served as the HTTP ETag.
- Filenames follow bobby-id-<asset>-<variant>-<background>-<size>.<extension>, lowercase and hyphenated.
- Standard PNG sizes: 16, 24, 32, 48, 64, 96, 128, 180, 192, 256, 512, 1024. Each asset publishes only the sizes its surface actually uses; anything outside the set is a documented platform, channel or print exception recorded in the registry.
- Backgrounds are produced only where they are visually and technically valid: the artwork's own field for opaque compositions, transparent for marks and icons, and a Deep Navy field only for reversed (white-ink) artwork. A white matte is never generated for transparent artwork — on a white surface it is indistinguishable from the transparent export.
- Identical binaries are stored once and shared; every channel-specific filename keeps its own canonical URL.
- Filenames retired by the Phase 1E rationalization permanently redirect (301) to the closest surviving governed variant, so published URLs never break.
- [Download the full asset registry with checksums, size policy and lifecycle state \(JSON\)](#).



logo clearspace diagram

Clear-space specification diagram (X = ¼ mark height)

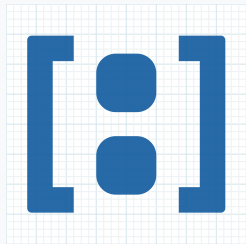
Used in: Site header, OAuth consent, documents, partner and press material



logo construction a1 1

Construction grid for the A1.1 master beeldmerk

Used in: Site header, OAuth consent, documents, partner and press material



logo construction a1 2

Construction grid for the A1.2 compact beeldmerk

Used in: Site header, OAuth consent, documents, partner and press material

[:] Bobby ID

logo horizontal color

Primary horizontal lockup — default identity signature

Used in: Site header, OAuth consent, documents, partner and press material

[:] Bobby ID

logo horizontal mono dark

Horizontal lockup, single-ink white for dark surfaces

Used in: Site header, OAuth consent, documents, partner and press material

[:] Bobby ID

logo horizontal mono light

Horizontal lockup, single-ink navy for light surfaces

Used in: Site header, OAuth consent, documents, partner and press material

[:] Bobby ID

logo navigation compact dark

Navigation lockup, white for dark navigation bars

Used in: Site header, OAuth consent, documents, partner and press material

[:] Bobby ID

logo navigation compact

Navigation lockup using the A1.2 cutdown (≤48px tall)

Used in: Site header, OAuth consent, documents, partner and press material

[:] Bobby ID

logo stacked color

Stacked lockup for square and centred placements

Used in: Site header, OAuth consent, documents, partner and press material

[:] Bobby ID

logo stacked mono dark

Stacked lockup, white for dark surfaces

Used in: Site header, OAuth consent, documents, partner and press material

BEELDMERK · 6 ASSETS

Hide



beeldmerk a1 1 identity blue

Master beeldmerk A1.1 in Identity Blue

Used in: App icon source, avatars, favicons, compact navigation, QR centre mark



beeldmerk a1 1 navy

Master beeldmerk A1.1 in Deep Navy — display sizes ≥64px

Used in: App icon source, avatars, favicons, compact navigation, QR centre mark



beeldmerk a1 1 white

Master beeldmerk A1.1 in white for dark surfaces

Used in: App icon source, avatars, favicons, compact navigation, QR centre mark



beeldmerk a1 2 identity blue

Compact beeldmerk A1.2 in Identity Blue

Used in: App icon source, avatars, favicons, compact navigation, QR centre mark



beeldmerk a1 2 navy

Compact beeldmerk A1.2 in Deep Navy — mandatory $\leq 48\text{px}$

Used in: App icon source, avatars, favicons, compact navigation, QR centre mark



beeldmerk a1 2 white

Compact beeldmerk A1.2 in white for dark surfaces

Used in: App icon source, avatars, favicons, compact navigation, QR centre mark

WORDMARK · 3 ASSETS

Hide

Bobby ID

wordmark color

W3-a colour wordmark — Bobby navy, ID Identity Blue

Used in: Documents, presentations, email headers, press

Bobby ID

wordmark mono dark

W3-b monochrome wordmark for dark surfaces

Used in: Documents, presentations, email headers, press

Bobby ID

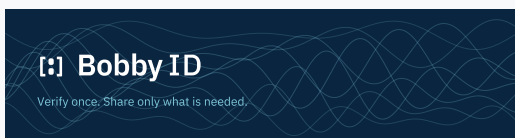
wordmark mono light

W3-b monochrome wordmark for light surfaces

Used in: Documents, presentations, email headers, press

OAuth consent · 1 ASSETS

Hide



oauth consent header

OAuth consent-screen header — “Verify once. Share only what is needed.”

Used in: OAuth consent screen header

Application icons and favicons · 8 ASSETS

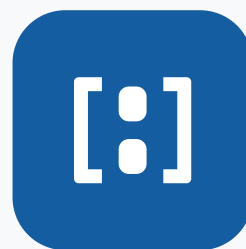
Hide



app icon dark

Application icon on the Deep Navy field — default installed icon

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



app icon identity blue

Application icon on the Identity Blue field

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



app icon light

Application icon on a light field for light-mode platforms

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



app icon maskable

PWA maskable icon with the required 20% safe-zone padding

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



app icon monochrome

Monochrome PWA icon for tinted platform surfaces

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



favicon small dark

Small-size favicon for dark browser chrome

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



favicon small

Small-size favicon using the A1.2 cutdown

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles



favicon

Multi-resolution favicon (16/32/48/64) for legacy browser chrome

Used in: Installed app icon, PWA manifest, browser chrome, platform tiles

 Continue with Bobby ID

continue button active

Continue with Bobby ID — active state

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Continue with Bobby ID

continue button compact

Continue with Bobby ID — 40px compact

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Continue with Bobby ID

continue button dark

Continue with Bobby ID — dark field

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Continue with Bobby ID

continue button disabled

Continue with Bobby ID — disabled state

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Continue with Bobby ID

continue button focus

Continue with Bobby ID — focus state

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Continue with Bobby ID

continue button hover

Continue with Bobby ID — hover state

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)



continue button icon only

Continue with Bobby ID — icon-only

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Continue with Bobby ID

continue button light

Continue with Bobby ID — light field, default

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

  Connecting...

continue button loading

Continue with Bobby ID — loading state

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Continue with Bobby ID

continue button mobile

Continue with Bobby ID — 52px mobile touch target

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Continue with Bobby ID

continue button outline

Continue with Bobby ID — outline

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Continue with Bobby ID

continue button primary

Continue with Bobby ID — Identity Blue primary

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

 Bobby ID is unavailable

continue button unavailable

Continue with Bobby ID — unavailable state

Used in: Continue with Bobby ID sign-in surfaces (relying-party integrations)

VERIFICATION BADGES • 47 ASSETS

Hide



18+ Verified

verify age 18plus dark

V2 Age Verified — 18+ threshold variant, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



18+ Verified

verify age 18plus light

V2 Age Verified — 18+ threshold variant, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



18+ Verified

verify age 18plus mono

V2 Age Verified — 18+ threshold variant, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age avatar corner dark

V2 Age Verified — avatar corner badge (lower right), dark

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age avatar corner light

V2 Age Verified — avatar corner badge (lower right), light

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



Age

verify age compact dark

V2 Age Verified — compact badge, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age compact light

V2 Age Verified — compact badge, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age compact mono

V2 Age Verified — compact badge, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age full dark

V2 Age Verified — full badge with label, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age full light

V2 Age Verified — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age full mono

V2 Age Verified — full badge with label, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age icon dark

V2 Age Verified — icon only, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age icon light

V2 Age Verified — icon only, light treatment

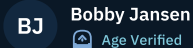
Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age icon mono

V2 Age Verified — icon only, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age profile header dark

V2 Age Verified — profile header treatment, dark

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify age profile header light

V2 Age Verified — profile header treatment, light

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify avatar stacking dark

Canonical stacking demonstration — verification lower right, membership upper right, dark

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify avatar stacking light

Canonical stacking demonstration — verification lower right, membership upper right, light

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify bobby verified symbol dark

Bobby Verified master symbol — reserved for V3 Identity Verified only, dark

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify bobby verified symbol light

Bobby Verified master symbol — reserved for V3 Identity Verified only, light

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify bobby verified symbol mono

Bobby Verified master symbol — reserved for V3 Identity Verified only, mono

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify contact avatar corner dark

V1 Contact Verified — avatar corner badge (lower right), dark

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify contact avatar corner light

V1 Contact Verified — avatar corner badge (lower right), light

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify contact compact dark

V1 Contact Verified — compact badge, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify contact compact light

V1 Contact Verified — compact badge, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify contact compact mono

V1 Contact Verified — compact badge, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



Contact Verified

verify contact full dark

V1 Contact Verified — full badge with label, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



Contact Verified

verify contact full light

V1 Contact Verified — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



Contact Verified

verify contact full mono

V1 Contact Verified — full badge with label, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify contact icon dark

V1 Contact Verified — icon only, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify contact icon light

V1 Contact Verified — icon only, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



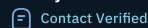
verify contact icon mono

V1 Contact Verified — icon only, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering

BJ

Bobby Jansen



verify contact profile header dark

V1 Contact Verified — profile header treatment, dark

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering

BJ

Bobby Jansen



verify contact profile header light

V1 Contact Verified — profile header treatment, light

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify identity avatar corner dark

V3 Identity Verified — avatar corner badge (lower right), dark

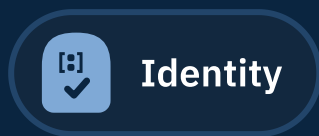
Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify identity avatar corner light

V3 Identity Verified — avatar corner badge (lower right), light

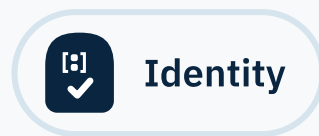
Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify identity compact dark

V3 Identity Verified — compact badge, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify identity compact light

V3 Identity Verified — compact badge, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify identity compact mono

V3 Identity Verified — compact badge, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify identity full dark

V3 Identity Verified — full badge with label, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



Identity Verified

verify identity full light

V3 Identity Verified — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



Identity Verified

verify identity full mono

V3 Identity Verified — full badge with label, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify identity icon dark

V3 Identity Verified — icon only, dark treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify identity icon light

V3 Identity Verified — icon only, light treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering



verify identity icon mono

V3 Identity Verified — icon only, mono treatment

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering

BJ

Bobby Jansen

 Identity Verified

verify identity profile header dark

V3 Identity Verified — profile header treatment, dark

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering

BJ

Bobby Jansen

 Identity Verified

verify identity profile header light

V3 Identity Verified — profile header treatment, light

Used in: Profiles, avatars, Bobby ID Card, verifier console, API badge rendering

**member black avatar corner dark**

Bobby black membership — avatar corner badge (upper right), dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

**member black avatar corner light**

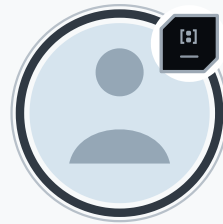
Bobby black membership — avatar corner badge (upper right), light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

**member black avatar frame dark**

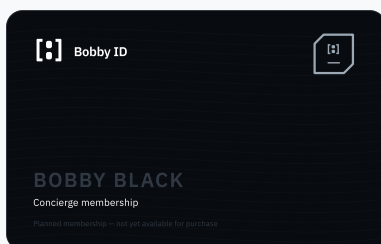
Bobby black membership — avatar frame treatment, dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

**member black avatar frame light**

Bobby black membership — avatar frame treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

**member black card**

Bobby black membership card concept — planned, not a payment instrument

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

**member black compact dark**

Bobby black membership — compact badge, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black compact light

Bobby black membership — compact badge, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black compact mono

Bobby black membership — compact badge, mono treatment

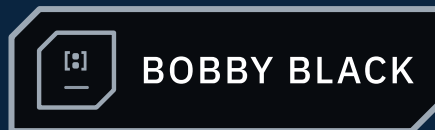
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black emoji

Bobby black membership — custom emoji artwork for chat and community surfaces

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black full dark

Bobby black membership — full badge with label, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black full light

Bobby black membership — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black full mono

Bobby black membership — full badge with label, mono treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black icon dark

Bobby black membership — icon only, dark treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black icon light

Bobby black membership — icon only, light treatment (planned membership, not verification)

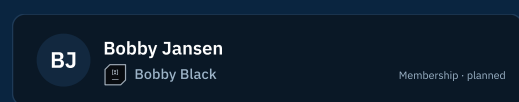
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black icon mono

Bobby black membership — icon only, mono treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black profile header dark

Bobby black membership — profile header treatment, dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member black profile header light

Bobby black membership — profile header treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business avatar corner dark

Bobby business membership — avatar corner badge (upper right), dark

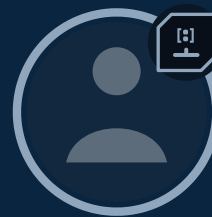
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business avatar corner light

Bobby business membership — avatar corner badge (upper right), light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business avatar frame dark

Bobby business membership — avatar frame treatment, dark

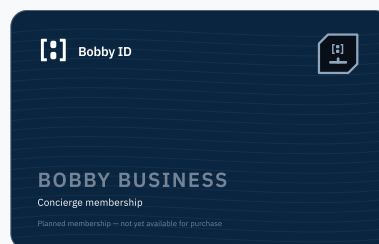
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business avatar frame light

Bobby business membership — avatar frame treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business card

Bobby business membership card concept — planned, not a payment instrument

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business compact dark

Bobby business membership — compact badge, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business compact light

Bobby business membership — compact badge, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business compact mono

Bobby business membership — compact badge, mono treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business emoji

Bobby business membership — custom emoji artwork for chat and community surfaces

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business full dark

Bobby business membership — full badge with label, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business full light

Bobby business membership — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business full mono

Bobby business membership — full badge with label, mono treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business icon dark

Bobby business membership — icon only, dark treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business icon light

Bobby business membership — icon only, light treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business icon mono

Bobby business membership — icon only, mono treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business profile header dark

Bobby business membership — profile header treatment, dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member business profile header light

Bobby business membership — profile header treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member founding black avatar dark

Founding Black Member avatar modifier, dark — a modifier of Bobby Black, never a separate membership tier and never verification

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

FOUNDING BLACK MEMBER

Modifier of Bobby Black · not a membership tier · not verification

member founding black card dark

Founding Black Member card modifier strip, dark — a modifier of Bobby Black, never a separate membership tier and never verification

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

FOUNDING

member founding black compact dark

Founding Black Member compact modifier, dark — a modifier of Bobby Black, never a separate membership tier and never verification

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

FOUNDING

member founding black compact light

Founding Black Member compact modifier, light — a modifier of Bobby Black, never a separate membership tier and never verification

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

FOUNDING BLACK MEMBER

member founding black ribbon dark

Founding Black Member ribbon modifier, dark — a modifier of Bobby Black, never a separate membership tier and never verification

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

FOUNDING BLACK MEMBER

member founding black ribbon light

Founding Black Member ribbon modifier, light — a modifier of Bobby Black, never a separate membership tier and never verification

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

FOUNDING BLACK MEMBER

member founding black ribbon mono

Founding Black Member ribbon modifier, mono — a modifier of Bobby Black, never a separate membership tier and never verification

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold avatar corner dark

Bobby gold membership — avatar corner badge (upper right), dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold avatar corner light

Bobby gold membership — avatar corner badge (upper right), light

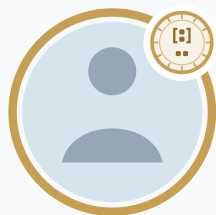
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold avatar frame dark

Bobby gold membership — avatar frame treatment, dark

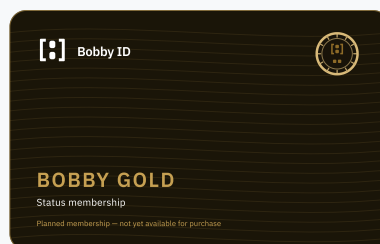
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold avatar frame light

Bobby gold membership — avatar frame treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold card

Bobby gold membership card concept — planned, not a payment instrument

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold compact dark

Bobby gold membership — compact badge, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold compact light

Bobby gold membership — compact badge, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold compact mono

Bobby gold membership — compact badge, mono treatment

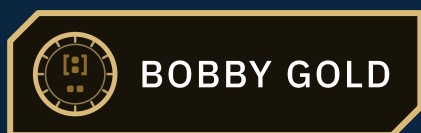
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold emoji

Bobby gold membership — custom emoji artwork for chat and community surfaces

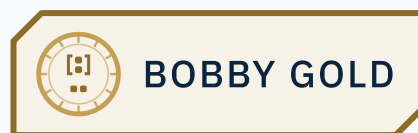
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold full dark

Bobby gold membership — full badge with label, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold full light

Bobby gold membership — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold full mono

Bobby gold membership — full badge with label, mono treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold icon dark

Bobby gold membership — icon only, dark treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold icon light

Bobby gold membership — icon only, light treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold icon mono

Bobby gold membership — icon only, mono treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold profile header dark

Bobby gold membership — profile header treatment, dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member gold profile header light

Bobby gold membership — profile header treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum avatar corner dark

Bobby platinum membership — avatar corner badge (upper right), dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum avatar corner light

Bobby platinum membership — avatar corner badge (upper right), light

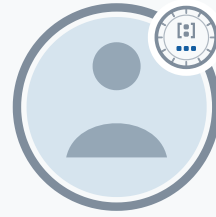
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum avatar frame dark

Bobby platinum membership — avatar frame treatment, dark

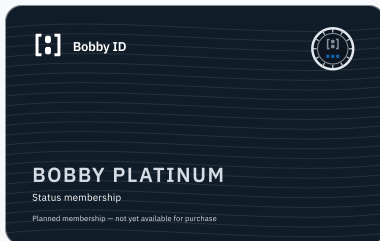
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum avatar frame light

Bobby platinum membership — avatar frame treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum card

Bobby platinum membership card concept — planned, not a payment instrument

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum compact dark

Bobby platinum membership — compact badge, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum compact light

Bobby platinum membership — compact badge, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum compact mono

Bobby platinum membership — compact badge, mono treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum emoji

Bobby platinum membership — custom emoji artwork for chat and community surfaces

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



BOBBY PLATINUM

member platinum full dark

Bobby platinum membership — full badge with label, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



BOBBY PLATINUM

member platinum full light

Bobby platinum membership — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



BOBBY PLATINUM

member platinum full mono

Bobby platinum membership — full badge with label, mono treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum icon dark

Bobby platinum membership — icon only, dark treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum icon light

Bobby platinum membership — icon only, light treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member platinum icon mono

Bobby platinum membership — icon only, mono treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

BJ

Bobby Jansen

Bobby Platinum

Membership · planned

member platinum profile header dark

Bobby platinum membership — profile header treatment, dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

BJ

Bobby Jansen

Bobby Platinum

Membership · planned

member platinum profile header light

Bobby platinum membership — profile header treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver avatar corner dark

Bobby silver membership — avatar corner badge (upper right), dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver avatar corner light

Bobby silver membership — avatar corner badge (upper right), light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver avatar frame dark

Bobby silver membership — avatar frame treatment, dark

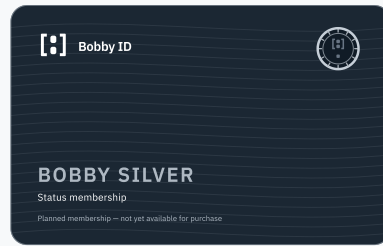
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver avatar frame light

Bobby silver membership — avatar frame treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver card

Bobby silver membership card concept — planned, not a payment instrument

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver compact dark

Bobby silver membership — compact badge, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver compact light

Bobby silver membership — compact badge, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver compact mono

Bobby silver membership — compact badge, mono treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver emoji

Bobby silver membership — custom emoji artwork for chat and community surfaces

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



BOBBY SILVER

member silver full dark

Bobby silver membership — full badge with label, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



BOBBY SILVER

member silver full light

Bobby silver membership — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



BOBBY SILVER

member silver full mono

Bobby silver membership — full badge with label, mono treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver icon dark

Bobby silver membership — icon only, dark treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver icon light

Bobby silver membership — icon only, light treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member silver icon mono

Bobby silver membership — icon only, mono treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

BJ

Bobby Jansen

 Bobby Silver

Membership · planned

member silver profile header dark

Bobby silver membership — profile header treatment, dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

BJ

Bobby Jansen

 Bobby Silver

Membership · planned

member silver profile header light

Bobby silver membership — profile header treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel avatar corner dark

Bobby travel membership — avatar corner badge (upper right), dark

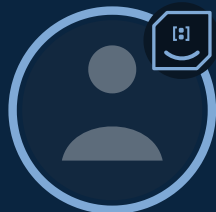
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel avatar corner light

Bobby travel membership — avatar corner badge (upper right), light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel avatar frame dark

Bobby travel membership — avatar frame treatment, dark

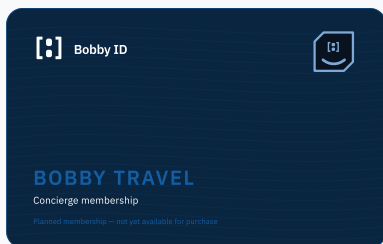
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel avatar frame light

Bobby travel membership — avatar frame treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel card

Bobby travel membership card concept — planned, not a payment instrument

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel compact dark

Bobby travel membership — compact badge, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel compact light

Bobby travel membership — compact badge, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel compact mono

Bobby travel membership — compact badge, mono treatment

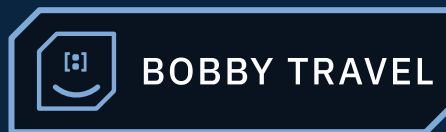
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel emoji

Bobby travel membership — custom emoji artwork for chat and community surfaces

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel full dark

Bobby travel membership — full badge with label, dark treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel full light

Bobby travel membership — full badge with label, light treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel full mono

Bobby travel membership — full badge with label, mono treatment

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel icon dark

Bobby travel membership — icon only, dark treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel icon light

Bobby travel membership — icon only, light treatment (planned membership, not verification)

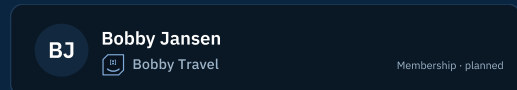
Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel icon mono

Bobby travel membership — icon only, mono treatment (planned membership, not verification)

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



member travel profile header dark

Bobby travel membership — profile header treatment, dark

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji



Bobby Jansen
Bobby Travel

Membership - planned

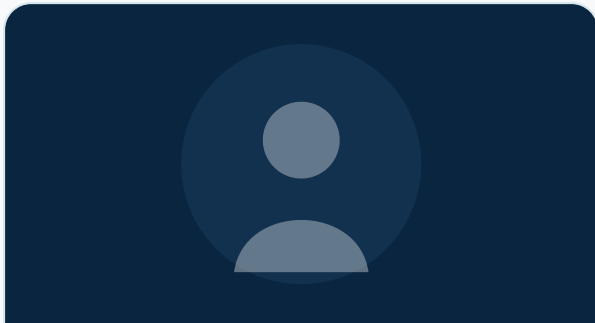
member travel profile header light

Bobby travel membership — profile header treatment, light

Used in: Profiles, avatars, Bobby ID Card, membership pages, community emoji

AVATARS · 20 ASSETS

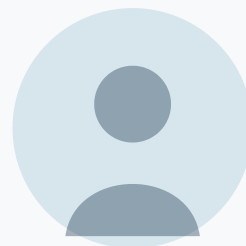
Hide



avatar anonymous circle dark

anonymous avatar placeholder — circle, dark

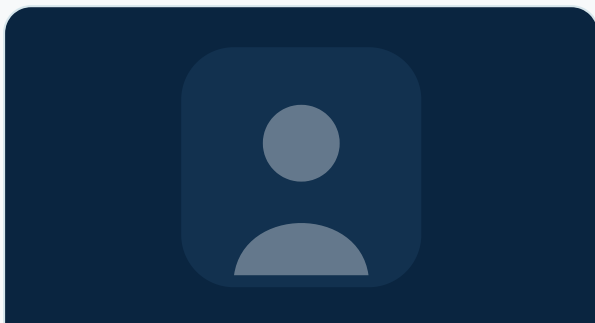
Used in: Default profile imagery across product surfaces



avatar anonymous circle light

anonymous avatar placeholder — circle, light

Used in: Default profile imagery across product surfaces



avatar anonymous rounded dark

anonymous avatar placeholder — rounded, dark

Used in: Default profile imagery across product surfaces



avatar anonymous rounded light

anonymous avatar placeholder — rounded, light

Used in: Default profile imagery across product surfaces



BJ

avatar initials circle dark

initials avatar placeholder — circle, dark

Used in: Default profile imagery across product surfaces



BJ

avatar initials circle light

initials avatar placeholder — circle, light

Used in: Default profile imagery across product surfaces



BJ

avatar initials rounded dark

initials avatar placeholder — rounded, dark

Used in: Default profile imagery across product surfaces



BJ

avatar initials rounded light

initials avatar placeholder — rounded, light

Used in: Default profile imagery across product surfaces



avatar no photo circle dark

no photo avatar placeholder — circle, dark

Used in: Default profile imagery across product surfaces



avatar no photo circle light

no photo avatar placeholder — circle, light

Used in: Default profile imagery across product surfaces



avatar no photo rounded dark

no photo avatar placeholder — rounded, dark

Used in: Default profile imagery across product surfaces



avatar no photo rounded light

no photo avatar placeholder — rounded, light

Used in: Default profile imagery across product surfaces



avatar organization circle dark

organization avatar placeholder — circle, dark

Used in: Default profile imagery across product surfaces



avatar organization circle light

organization avatar placeholder — circle, light

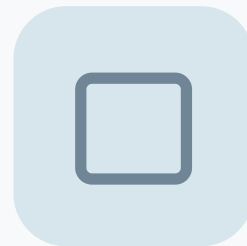
Used in: Default profile imagery across product surfaces



avatar organization rounded dark

organization avatar placeholder — rounded, dark

Used in: Default profile imagery across product surfaces



avatar organization rounded light

organization avatar placeholder — rounded, light

Used in: Default profile imagery across product surfaces



BJ



avatar verified circle dark

verified avatar placeholder — circle, dark

Used in: Default profile imagery across product surfaces



BJ



avatar verified circle light

verified avatar placeholder — circle, light

Used in: Default profile imagery across product surfaces



BJ



avatar verified rounded dark

verified avatar placeholder — rounded, dark

Used in: Default profile imagery across product surfaces



BJ



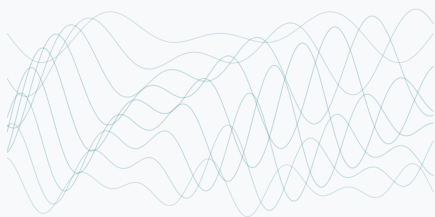
avatar verified rounded light

verified avatar placeholder — rounded, light

Used in: Default profile imagery across product surfaces

SECURITY-DOCUMENT PATTERNS • 8 ASSETS

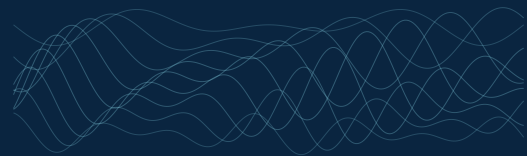
[Hide](#)



pattern background large

Guilloché large background panel

Used in: Bobby ID Card, secure documents, dividers, backgrounds



pattern dark

Guilloché security pattern — dark surfaces

Used in: Bobby ID Card, secure documents, dividers, backgrounds



pattern divider

Guilloché divider rule

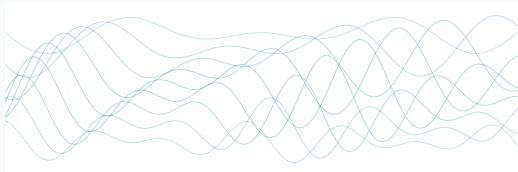
Used in: Bobby ID Card, secure documents, dividers, backgrounds



pattern identity blue

Guilloché security pattern — Identity Blue

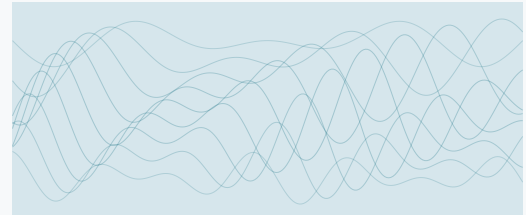
Used in: Bobby ID Card, secure documents, dividers, backgrounds



pattern light

Guilloché security pattern — light surfaces

Used in: Bobby ID Card, secure documents, dividers, backgrounds



pattern panel compact

Guilloché compact panel

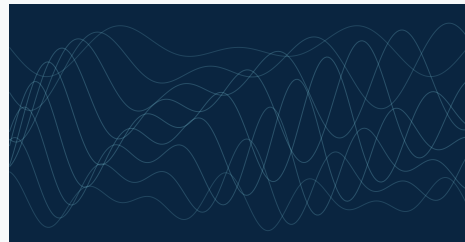
Used in: Bobby ID Card, secure documents, dividers, backgrounds



pattern security cyan

Guilloché security pattern — Security Cyan (non-text use)

Used in: Bobby ID Card, secure documents, dividers, backgrounds



pattern social

Guilloché field tuned for social artwork

Used in: Bobby ID Card, secure documents, dividers, backgrounds



facebook avatar

Facebook page avatar

Used in: Social profiles, link previews, status page



facebook cover

Facebook page cover

Used in: Social profiles, link previews, status page



github avatar

GitHub organisation avatar

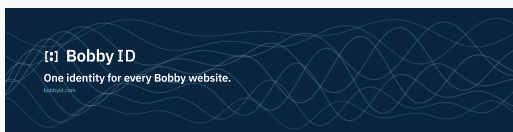
Used in: Social profiles, link previews, status page



linkedin avatar

LinkedIn company avatar

Used in: Social profiles, link previews, status page



linkedin cover

LinkedIn company cover

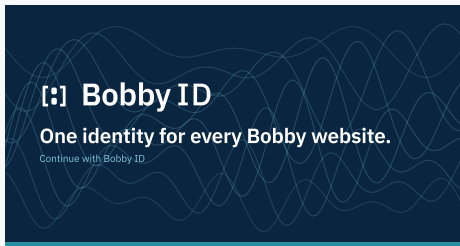
Used in: Social profiles, link previews, status page



notification icon

Push and in-product notification icon

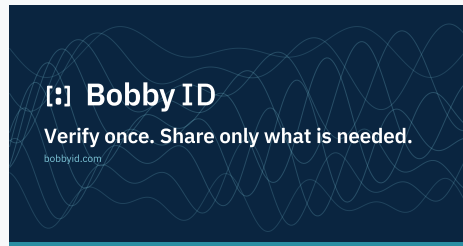
Used in: Social profiles, link previews, status page



open graph

Open Graph / link preview card

Used in: Social profiles, link previews, status page



social share generic

Generic social share card

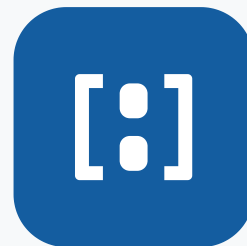
Used in: Social profiles, link previews, status page



status page mark

Status page mark

Used in: Social profiles, link previews, status page



support avatar

Support agent avatar

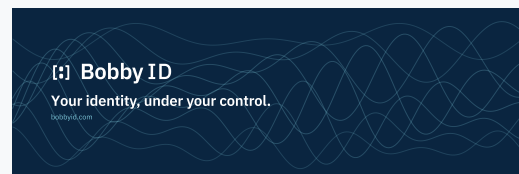
Used in: Social profiles, link previews, status page



x avatar

X profile avatar

Used in: Social profiles, link previews, status page



x header

X profile header

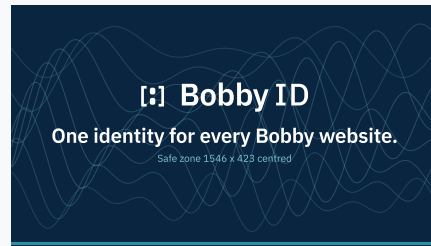
Used in: Social profiles, link previews, status page



youtube avatar

YouTube channel avatar

Used in: Social profiles, link previews, status page



youtube channel art

YouTube channel art

Used in: Social profiles, link previews, status page

EMAIL • 2 ASSETS

Hide



auth email header

Authentication email header

Used in: Transactional and authentication email headers



email header

Transactional email header

Used in: Transactional and authentication email headers

DEVELOPER • 1 ASSETS

Hide



developer docs header

Developer documentation header

Used in: Developer documentation

PRESS AND PRESENTATION • 3 ASSETS

Hide

PDF

Document — open or download below

brand book

Bobby ID Brand Book v1.0.0 — the complete printable brand standard

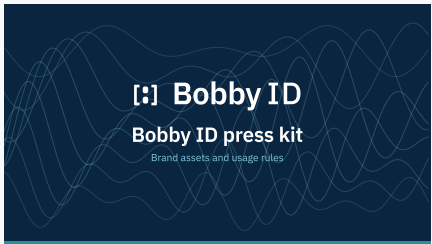
Used in: Press kit and presentations



presentation cover

Presentation cover slide

Used in: Press kit and presentations



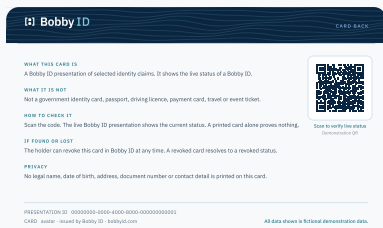
press kit cover

Press kit cover

Used in: Press kit and presentations

BOBBY ID CARD CONCEPTS • 29 ASSETS

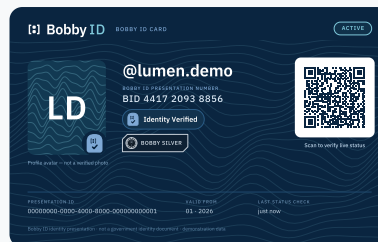
Hide



card avatar back

Bobby ID Card — avatar (non-photo) card, back — concept artwork, fictional demonstration data

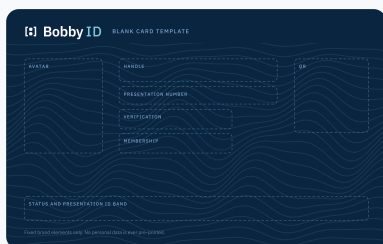
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card avatar front

Bobby ID Card — avatar (non-photo) card, front — concept artwork, fictional demonstration data

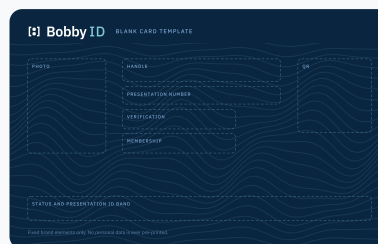
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card blank template avatar

Bobby ID Card — blank avatar template — concept artwork, fictional demonstration data

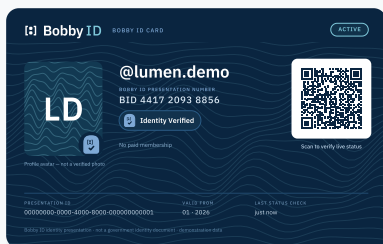
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card blank template photo

Bobby ID Card — blank photo template — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card free no membership

Bobby ID Card — free account, no membership shown — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card live presentation active

Live Bobby ID presentation concept — active — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card live presentation expired

Live Bobby ID presentation concept — expired — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card live presentation revoked

Live Bobby ID presentation concept — revoked — concept artwork, fictional demonstration data

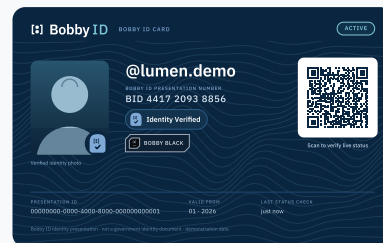
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card live presentation suspended

Live Bobby ID presentation concept — suspended — concept artwork, fictional demonstration data

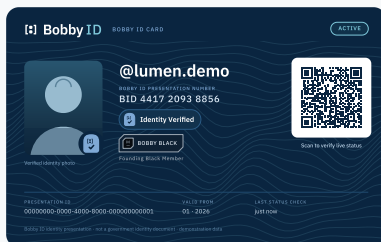
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card membership black

Bobby ID Card — Bobby Black enhancement (planned, invitation only) — concept artwork, fictional demonstration data

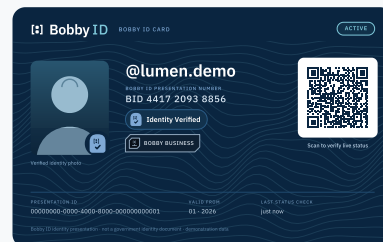
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card membership black founding

Bobby ID Card — Founding Black Member modifier (planned) — concept artwork, fictional demonstration data

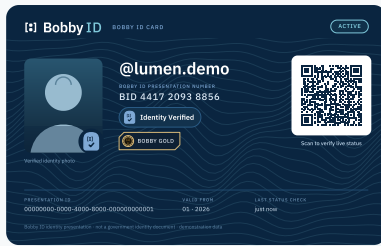
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card membership business

Bobby ID Card — Bobby Business enhancement (planned) — concept artwork, fictional demonstration data

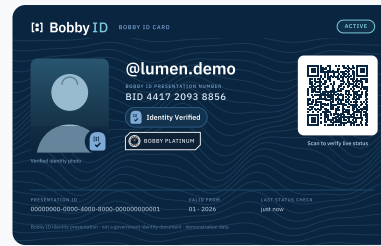
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card membership gold

Bobby ID Card — Bobby Gold enhancement (planned) — concept artwork, fictional demonstration data

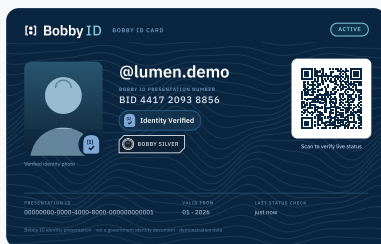
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card membership platinum

Bobby ID Card — Bobby Platinum enhancement (planned) — concept artwork, fictional demonstration data

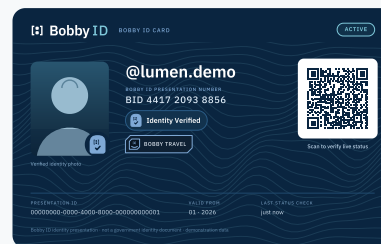
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card membership silver

Bobby ID Card — Bobby Silver enhancement (planned) — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card membership travel

Bobby ID Card — Bobby Travel enhancement (planned) — concept artwork, fictional demonstration data

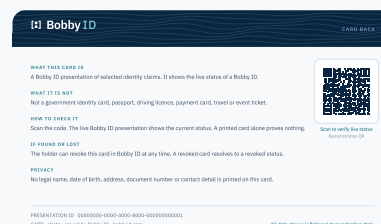
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card minimal digital

Bobby ID Card — minimal digital presentation — concept artwork, fictional demonstration data

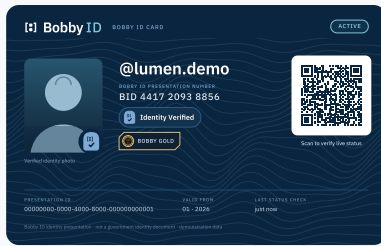
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card photo back

Bobby ID Card — photo card, back — concept artwork, fictional demonstration data

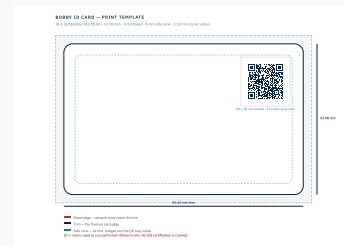
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card photo front

Bobby ID Card — photo card, front — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card print template

Bobby ID Card — print production template with bleed, trim and safe zone — concept artwork, fictional demonstration data

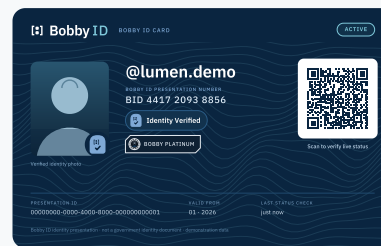
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card printed mockup

Bobby ID Card — printed card mockup — concept artwork, fictional demonstration data

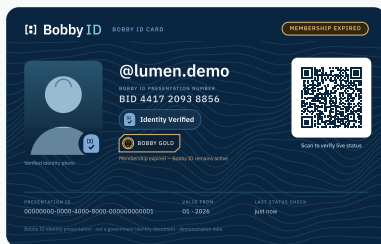
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card state active

Bobby ID Card — active state — concept artwork, fictional demonstration data

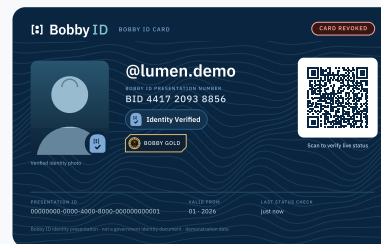
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card state membership expired

Bobby ID Card — membership expired state — concept artwork, fictional demonstration data

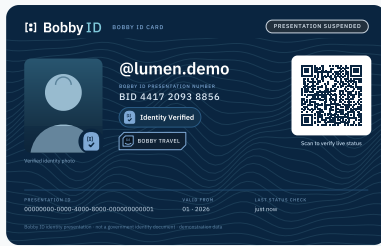
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card state revoked

Bobby ID Card — revoked state — concept artwork, fictional demonstration data

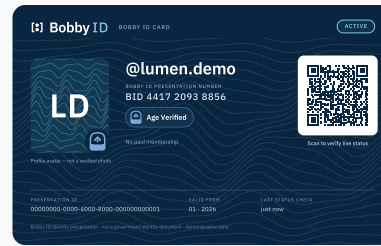
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card state suspended

Bobby ID Card — suspended state — concept artwork, fictional demonstration data

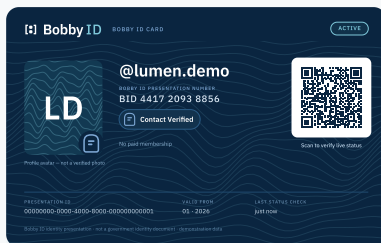
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card verification age

Bobby ID Card — V2 Age Verified disclosure — concept artwork, fictional demonstration data

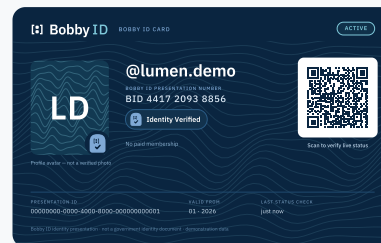
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card verification contact

Bobby ID Card — V1 Contact Verified disclosure — concept artwork, fictional demonstration data

Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card verification identity

Bobby ID Card — V3 Identity Verified disclosure — concept artwork, fictional demonstration data

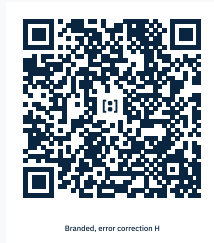
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



card wallet style

Bobby ID Card — wallet-style digital presentation — concept artwork, fictional demonstration data

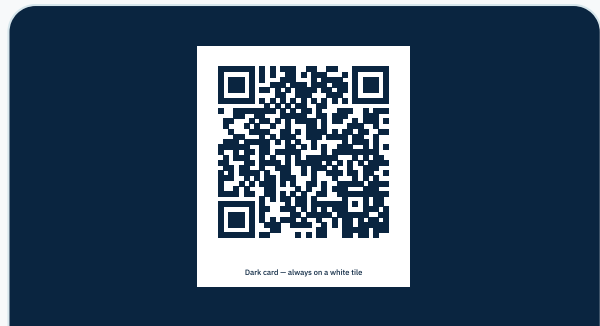
Used in: Bobby ID Card concepts and live presentation concepts (not implemented)



qr branded

Bobby ID verification QR — branded with centred beeldmerk — resolves to a reserved demonstration destination only

Used in: Bobby ID Card and live presentation QR concepts (not implemented)

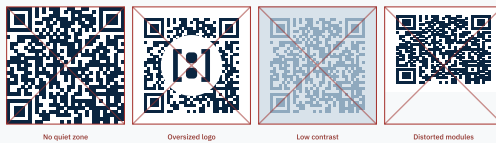


qr dark card

Bobby ID verification QR — dark card placement — resolves to a reserved demonstration destination only

Used in: Bobby ID Card and live presentation QR concepts (not implemented)

INCORRECT QR USE



Each example above will fail to scan reliably. Never ship any of them.

qr incorrect use

Bobby ID verification QR — incorrect use reference — resolves to a reserved demonstration destination only

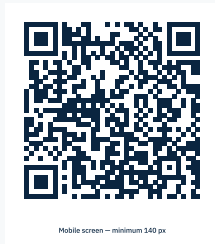
Used in: Bobby ID Card and live presentation QR concepts (not implemented)



qr light background

Bobby ID verification QR — light background — resolves to a reserved demonstration destination only

Used in: Bobby ID Card and live presentation QR concepts (not implemented)



qr mobile screen

Bobby ID verification QR — mobile screen placement — resolves to a reserved demonstration destination only

Used in: Bobby ID Card and live presentation QR concepts (not implemented)



qr navy

Bobby ID verification QR — navy modules on white — resolves to a reserved demonstration destination only

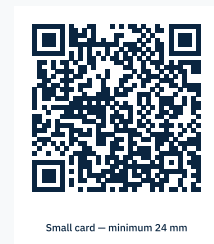
Used in: Bobby ID Card and live presentation QR concepts (not implemented)



qr print safe

Bobby ID verification QR — print-safe minimum size — resolves to a reserved demonstration destination only

Used in: Bobby ID Card and live presentation QR concepts (not implemented)



qr small card

Bobby ID verification QR — small card placement — resolves to a reserved demonstration destination only

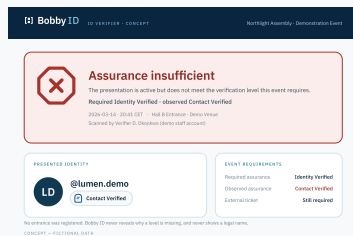
Used in: Bobby ID Card and live presentation QR concepts (not implemented)



qr standard mono

Bobby ID verification QR — standard monochrome — resolves to a reserved demonstration destination only

Used in: Bobby ID Card and live presentation QR concepts (not implemented)



verifier rejected screen

Bobby ID Verifier console concept — rejected result — concept only, not implemented

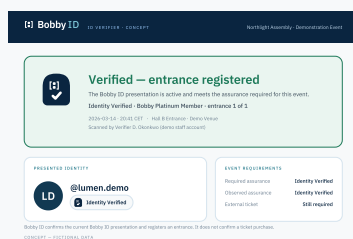
Used in: Entrance verification console concepts (not implemented)



verifier scan screen

Bobby ID Verifier console concept — scan screen — concept only, not implemented

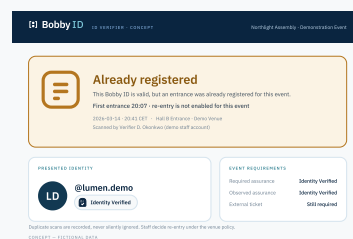
Used in: Entrance verification console concepts (not implemented)



verifier success screen

Bobby ID Verifier console concept — verified result — concept only, not implemented

Used in: Entrance verification console concepts (not implemented)



verifier warning screen

Bobby ID Verifier console concept — warning result — concept only, not implemented

Used in: Entrance verification console concepts (not implemented)

Preliminary visual-collision review

This is a preliminary visual-collision review only. It is not a trademark search, not a legal clearance, and it does not establish that the brand is available or safe to register or use. No registry, class 9/42, domain or app-store search has been performed.

IDENTITY PROVIDERS — RISK MEDIUM

Okta, Auth0, Ping Identity, ForgeRock, Clerk, WorkOS, Styth, itsme, Yoti

Blue-dominant palettes are near-universal in this category; several use geometric abstract marks. Bobby ID's colour alone does not separate it. Separation currently rests on the bracket construction, the credential register and the single-word Bobby label.

PASSWORD MANAGERS — RISK LOW

1Password, Bitwarden, Dashlane, LastPass, Proton Pass

That category leans on locks, shields and keyholes. Bobby ID uses none of those, so structural confusion is unlikely.

AUTHENTICATION PLATFORMS AND 2FA — RISK LOW-MEDIUM

Authy, Duo, Twilio Verify, Google Authenticator

Duo's abstract mark and several checkmark-based marks share the assurance idiom. Bobby ID's badges avoid a bare checkmark as the top state; the hexagon carries the brand glyph instead.

VERIFICATION COMPANIES — RISK MEDIUM

Onfido, Jumio, Veriff, Persona, Sumsb, ID.me

Some use face frames, crop-corner brackets or scan targets. Bobby ID's brackets close along the outer edge as a held container rather than four detached corner ticks — this is the single most important optical difference and must not be softened in future revisions.

DEVELOPER TOOLS AND BRACKET-BASED TECHNOLOGY BRANDS — RISK MEDIUM-HIGH

Bracket/console marks in API, terminal, CI and IDE tooling

Square brackets are common shorthand for code. At 16px in a crowded tab strip, the mark can still read as punctuation. A1.2's wider counters and thicker stroke reduce but do not remove this.

GOVERNMENT IDENTITY SCHEMES — RISK LOW

National eID and digital identity wallets

No crest, flag, seal, rosette, star ring or civic typography is used, and no wording implies state authority. This distance must be maintained deliberately.

RECOMMENDATION

No further optical adjustment is recommended before Phase 2. The two changes that would matter most if a collision emerges are: (a) increasing the counter mass in A1.2 further to move away from punctuation, and (b) introducing a non-blue accent to separate from the identity-provider category. Neither should be attempted without a real trademark search first.

Version, governance and approval

Brand system v1.0.0. Governed by BOBBYID-SITE-GOVERNANCE.md (v1.0.0).

APPROVED DECISIONS

Master beeldmerk	A1.1 Balanced Original
Small-size cutdown	A1.2 Compact Digital (mandatory ≤48px)
A1.3	Rejected and retired — not used anywhere
Colour wordmark	W3-a
Monochrome wordmark	W3-b
Colour system	P3 Digital Passport Blue
Security Cyan #2A8FA3	Non-text graphical use only
Text Cyan #24798B	Small cyan text on White and Cool Paper only
Public spelling	Bobby ID
Login language	Continue with Bobby ID

OWNERSHIP AND APPROVAL

Bobby ID brand owner (project owner of record).

Any change to the mark, wordmark, palette, button or badge system requires a written decision record appended to BOBBYID-SITE-GOVERNANCE.md before assets are regenerated.

brand@bobbyid.com (address not yet provisioned — placeholder pending Phase 2 infrastructure).

KNOWN LIMITATIONS

- ◆ No trademark clearance has been performed. Visual review only.
- ◆ P3 is the closest of the four explored palettes to generic technology blue; separation depends on the mark and the credential register.
- ◆ The brand carries two cyan values with different jobs. Any drift toward treating them as interchangeable breaks accessibility.
- ◆ Pantone references are visual approximations and must be confirmed against a physical guide before printing.
- ◆ brand@bobbyid.com is a placeholder; no mailbox exists yet.