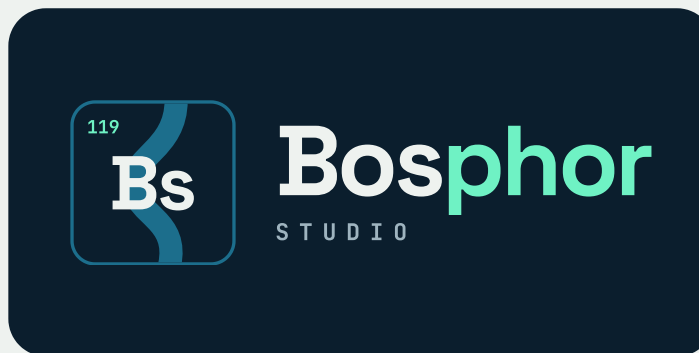




Bosphor
STUDIO

The mark and the name

"Bs" sits in a periodic-table tile as element 119, the next one nobody has made yet. The Bosphorus runs through it as a channel. Use the horizontal lockup by default, the stacked one in square spaces, and the mark alone where the name is already present (app icons, avatars, favicons).



Clear space

Keep $\frac{1}{4}$ of the mark's width empty on every side. Nothing (text, edges, other logos) enters it.

Minimum size

Horizontal lockup: 30 mm / 120 px wide. Mark alone: 16 px; below 48 px use the favicon version ("Bs" only, in Phosphor).

Don't

Recolour the tile or channel, stretch or rotate, add effects or shadows, outline the wordmark, or retype "Bosphor" in another font. Use the supplied files.



One colour, black



One colour, white



App icon



Favicon

Deep water, one glow



Deep Strait

#0B1E2D

RGB 11 30 45

CMYK 76 33 0 82*

Primary ground; text on light



Phosphor

#6FF2C4

RGB 111 242 196

CMYK 54 0 19 5*

Signature accent; highlights, CTAs, the 119



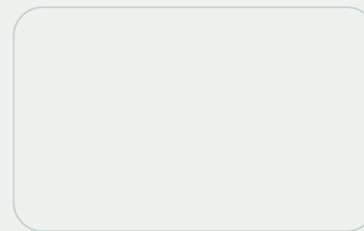
Current

#1C6E8C

RGB 28 110 140

CMYK 80 21 0 45*

The channel; secondary fills, links



Foam

#EEF2EF

RGB 238 242 239

CMYK 2 0 1 5*

Light ground; text on dark



Ember

#FF6A3D

RGB 255 106 61

CMYK 0 58 76 0*

Rare warm accent; badges, "new"

* CMYK values are mathematical starting points. Ask your printer to match from the HEX/RGB values, or proof first. Muted text: #4A5E69 on light, #9FB4BF on Deep Strait. Never set Phosphor text on light grounds.

Aa Bs 119

Bold 700 for headlines (tracking -3%); Medium 500 / Regular 400 for body and UI.

119 • STUDIO

Numbers, eyebrows, labels. Uppercase eyebrows tracked +10–40%. Both free from Google Fonts (SIL Open Font License).