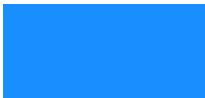
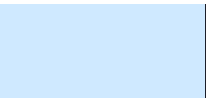




BRAND STANDARDS

Waboom AI

Logo, colour, type and tagline standards

					
Waboom Blue #198FFF	Gradient Start #336CFE	Gradient End #00D6F8	Waboom Sky #0EA5E9	Waboom Light #CFE9FF	Waboom Ink #1A1D29

Version 1.0 | 19 August 2026 | Owner Leo Garcia-Curtis

This document is the source of truth. When anything disagrees with an older file, this document wins.
Every file it refers to is available at www.waboom.ai/brand.

The taglines

Primary tagline

Less Busy. More Life.

Use it as the sign off on decks, ads, banners, email footers, workshop slides and the website. It is the promise, not a description of the product.

Rules:

1. Write it as two sentences with full stops. "Less Busy. More Life."
2. Sentence case with capital L, B, M and L. Never all caps in body copy.
3. Never change the words. Not "Less busy, more life". Not "Less Busy, More Living".
4. Never put it inside quote marks in layouts.
5. Give it space. It is a closer, so it sits alone, not inside a paragraph.
6. Comma form "Less Busy, More Life" is allowed only when the line must fit on one line in a tight space, such as an email signature.

Positioning line

NZ's AI Implementation Partner

Use this when the reader needs to know what Waboom is, not what it promises. It goes near the logo on business documents, proposals and the website header area.

Proof line

Stop exploring. Start implementing.

Use this in campaign work and on landing pages. It is a call to action, not a tagline. Do not stack all three lines in the same block.

The logo

What the logo is

A lowercase wordmark, "waboom", with three four point sparkles at the top right. The whole thing carries one continuous 45 degree gradient from blue to cyan.

Full logo proportion: **3.2868 : 1**. Never change it.

The logo is one piece. The sparkles always travel with the wordmark. There is no wordmark only lockup and the kit does not generate one. If a space is too wide and short for the full logo, make the logo smaller or change the layout.

The master files

Every file below is on www.waboom.ai/brand. Download the one that matches the job.

USE	FILE
Anything vector, web or print	waboom-logo-gradient.svg
Print, screen colour	waboom-logo-gradient-rgb.pdf
Print, process colour	waboom-logo-gradient-cmyk.pdf
On dark or on photos	waboom-logo-white-*.pdf
One colour print, fax, engraving	waboom-logo-black-*.pdf
Favicon and app icon only	waboom-sparkles-*.pdf
Supplied artwork with 3mm bleed	waboom-logo-sheet-*-bleed3mm.pdf
Screen and social	*.png

Versions

- 1. Gradient (primary).** Use on white and on light backgrounds.
- 2. White (reverse).** Use on Waboom Ink, on colour and on photographs.
- 3. Black.** Use only where one colour is the only option.
- 4. Sparkles only.** The one allowed exception, and only where a square icon is required. Favicon, app icon, social avatar. This is already the live favicon on waboom.ai. Never use the sparkles in a layout as a stand in for the logo, and never use them where the full logo would fit.

Clear space

Let **X** be the x-height of the wordmark, which is the height of the lowercase "o". X is 11.6 percent of the full logo width.

Keep at least **X** of empty space on all four sides of the full logo. At a 100mm logo width that is 11.6mm of clear space. Nothing goes in that space. No text, no rules, no image edges, no page trim.

Minimum size

VERSION	PRINT MINIMUM	SCREEN MINIMUM
Full logo	25mm wide	120px wide
Sparkles only (icon use)	6mm wide	32px wide

Below these sizes the small sparkle closes up and the logo reads as a smudge.

What you must never do

1. **Never redraw or auto trace the logo.** This is the most important rule. Auto tracing rounds the sharp corners of the "w" and the sparkle points, and the result drifts a little further from the real logo every time. Always place the supplied vector file.
2. Never change the gradient angle. It is 45 degrees, top left to bottom right. A vertical gradient is wrong. A horizontal gradient is wrong.
3. Never recolour the logo. There is no green version, no gold version, no single flat blue version of the gradient logo.
4. Never add effects. No drop shadow, no bevel, no outer glow, no outline.
5. Never stretch, squash, rotate, skew or arc the logo.
6. Never rebuild the wordmark by typing "waboom" in a font. The letterforms are custom. No standard typeface matches them.
7. **Never split the logo.** Never remove the sparkles to leave the wordmark alone. Never move the sparkles somewhere else. Never set them at a different size to the wordmark. They are part of the logo, not an accessory to it.
8. Never place the gradient logo on a dark background. Use the white version.
9. Never place the logo on a busy part of a photograph. Use a clear area or a panel.

Bleed and supplied artwork

The logo PDFs have no bleed and do not need any. They are artwork with a transparent background, so the designer places them and the layout carries the bleed.

Bleed matters when a background colour runs to the trim edge. Use [waboom-logo-sheet-*-bleed3mm.pdf](#) as the reference. Those files are A4 trim, 3mm bleed on all four sides, with crop marks and a slug label outside the trim.

3mm is the standard for print. Two jobs need more:

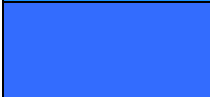
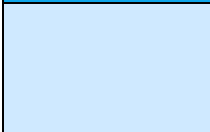
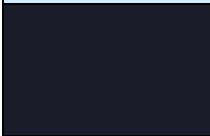
- **Pull up banners.** Ask the supplier for their exact artwork template. Most need 100mm or more of extra image at the bottom for the cassette, and a safe area at the top where the rail covers the print. Never centre the logo on the visible height. Centre it on the safe area.

- **Large format and signage.** Ask for the bleed in the quote. It is often 10mm or more, and it changes with the substrate.

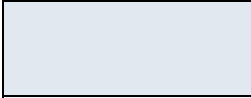
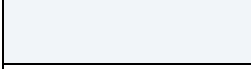
Always ask the printer for their template before you build the file.

Colour

Core palette

	NAME	HEX	RGB	CMYK (DIRECT)	USE
	Waboom Blue	#198FFF	25 143 255	90 44 0 0	Primary flat blue. Buttons, links, accents.
	Gradient Start	#336CFE	51 108 254	80 57 0 0	Logo gradient start only.
	Gradient End	#00D6F8	0 214 248	100 14 0 3	Logo gradient end. Also a bright accent.
	Waboom Sky	#0EA5E9	14 165 233	94 29 0 9	Secondary interactive blue.
	Waboom Light	#CFE9FF	207 233 255	19 9 0 0	Tints, quiet panels, highlight fills.
	Waboom Ink	#1A1D29	26 29 41	see note	The one approved dark ground.

Neutrals

	NAME	HEX	RGB	USE
	Ink Text	#0F172A	15 23 42	Body text on light.
	Muted Text	#64748B	100 116 139	Captions, secondary text.
	Border	#E2E8F0	226 232 240	Rules and card borders.
	Surface	#F1F5F9	241 245 249	Light panel fill.
	White	FFFFFF	255 255 255	Page ground, reverse logo.

The brand gradient

- Angle: **45 degrees**, from top left to bottom right.
- Stops: #336CFE at 0 percent, #00D6F8 at 100 percent.
- CSS: `linear-gradient(135deg, #336CFE 0%, #00D6F8 100%)`

(CSS measures from the top, so 135deg in CSS is the same 45 degree diagonal.)

- These two values were measured from the logo master. The fit residual is 1.5 percent, and 45 degrees beat every other angle tested.

Use the gradient for the logo, for large type accents and for key panels. Do not use it as a background behind body text.

Colour in print

Read this before you send anything to a printer.

1. **The blues are outside the CMYK gamut.** #198FFF and #00D6F8 are brighter than process ink can print. On press they will look duller and slightly greyer. This is normal and it is not a mistake by the printer.
2. **If the job matters, ask for Pantone.** Start by comparing Pantone 2727 C for the blue and Pantone 306 C for the cyan against a physical swatch book. Confirm with the printer. Do not treat these two numbers as final.
3. **Do not use the direct CMYK value for Waboom Ink in large solid areas.** The direct conversion prints flat and weak. Ask the printer for a rich black build with a navy bias, then approve a proof.
4. Always send the CMYK PDF for offset and digital press work. Send the RGB PDF for screen, large format inkjet and signage that is colour managed in RGB.
5. **The white PDFs look empty when you open them.** That is correct. White in CMYK is zero ink, so the artwork knocks out of whatever sits behind it. Place the file on a dark background to see it. Do not report it as a broken file.
6. **Black in CMYK is 100 percent K only.** Use it for one colour work. For a solid dark panel ask for a rich black build instead.

Typography

ROLE	TYPEFACE	WEIGHTS	SOURCE
Display and headings	Space Grotesk	500, 600, 700	Google Fonts, free
Body and interface	Outfit	400, 500, 600, 700	Google Fonts, free

Both are already in use on waboom.ai, so print and web now match.

Rules:

1. Use Space Grotesk for headlines and for the tagline.
2. Use Outfit for everything else.
3. Body copy on print starts at 10pt. Body copy on screen starts at 17px.
4. Line height 1.7 for body. 1.15 to 1.25 for headlines.
5. Never use a third typeface. If a font is missing, use Arial, not a lookalike.
6. Do not set the tagline in the logo letterforms. The logo is artwork, not a font.

Photography

1. Real people, real rooms, real New Zealand. No stock handshakes. No glowing blue brains. No robot hands.
2. Keep the frame calm. One subject, clean background, natural light.
3. Portraits are supplied at 2048px or larger. Anything smaller is web only.
4. Never upscale a small photo with an AI tool for print. It invents detail that was not there and it shows.

Voice

Short sentences. Active voice. UK English. No em dashes and no en dashes. They are the strongest sign that a machine wrote the copy. Split the sentence instead. Every claim carries a number. Every number is real and traceable to Waboom data.

Full rules live in the content pipeline. This section is the summary.