



VERSION 1.0

Brand Guidelines

Essential guidance for accurate, consistent use of the BoominSquare identity.

Our identity

BoominSquare should appear confident, useful, approachable, and connected. Use only the approved master artwork supplied through the official Media Kit.

Primary colors

BoominSquare Orange	BoominSquare Charcoal	White
#F56E20	#292827	#FFFFFF

Typography

Poppins is the display typeface for prominent headlines. **Inter** is the interface and body typeface. When these fonts are unavailable, use a clean system sans-serif.

Logo clear space

Maintain clear space around the logo equal to at least the height of the square logo mark. Place the logo only on backgrounds that provide strong contrast.

Do not

- Do not recolor the logo.
- Do not stretch, rotate, crop, outline, or add effects.
- Do not rearrange the logo elements.
- Do not place the logo over visually busy imagery.
- Do not recreate the wordmark using typed text.

Questions and approvals: For usage not covered here, contact hello@boominsquare.com before publication.