



Brand Book

Version 1.0.0 - canonical

Canonical direction	Smart Stack
Product Owner	Alexander van den Berg (alex@siteways.io)
Decision date	27 August 2026
Operating company	Toros Ricos OÜ
Canonical domain	bobbyreceipts.com
Document date	27 August 2026
Brand source version	smart-stack-3b.1.0
Asset registry digest	sha256:67ac3ddb6aa5a30caa17c33b3834a98f...
Governed assets	65 files

This document governs the Bobby Receipts identity only. Bobby Receipts is under development. No trademark registration, legal protection, market launch or public availability is claimed, and nothing has been deployed or published.



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Evidence classes

Product Owner decision

Smart Stack selected as the canonical Bobby Receipts direction.
 Decided by Alexander van den Berg (alex@siteways.io) on 27 August 2026.
 Not selected: Receipt Fold and Receipt Check.

Implementation

Canonical geometry, palette and lockups are implemented in code and rendered from one source of truth.
 Asset source version smart-stack-3b.1.0; 65 governed files are generated, not hand-drawn.
 This brand book is generated from that same source; web and PDF share one content tree.

Generated document

Brand book version 1.0.0, status canonical.
 Document date 27 August 2026, pinned for deterministic generation.
 Digests for the asset registry and the PDF are recorded at generation time.

Unverified

Deployment and publication state is UNVERIFIED: bobbyreceipts.com is not connected and nothing has been published.
 No trademark registration, legal protection, market launch or public availability is claimed.
 Bobby Receipts is under development; no product-feature capability is asserted by this document.

Web and PDF differences

The web book renders live React logo components; the PDF draws the same geometry as native PDF vectors.
 Copy-to-clipboard and download controls exist only on the web; the PDF prints the stable path as text.
 Some conceptual figures (illustration, iconography, UI and document surfaces) are shown as rendered examples on the web and as compact vector diagrams or descriptive tables in the PDF.
 The PDF adds a cover, contents page, running identity and page numbers, which the web book replaces with a table of contents and section navigation.

1 Introduction

What Bobby Receipts is, and what the Smart Stack identity communicates.

Bobby Receipts is a receipt and document product under development by Toros Ricos OÜ. At a high level it is intended to take everyday receipts and business documents, read the values that matter out of them, and keep the result orderly enough to work with later. Nothing in this book asserts that any specific capability is finished, available or accurate today.

The canonical identity is Smart Stack. One stroked document with an L-shaped shoulder implying the settled stack behind it, crossed by a single accent line — the one value the system has extracted — which runs out past the page edge.

- Organization: the document geometry is square, settled and deliberately unhurried — paperwork that has already been put in order.
- Extraction: one accent line crosses the document and runs past its edge, standing for the single value the system has lifted out.
- Calm control: stroke-only construction, one accent and generous space, so the identity never behaves like an alert.

The identity deliberately avoids conventional banking and generic payment symbolism — no shields, no columns, no coins, no card rectangles, no upward arrows. Bobby Receipts is not a bank and does not hold money; borrowing that visual language would make a promise the product does not make. It also avoids the cryptocurrency and fintech-gradient register for the same reason.

Claims in this book are deliberately modest. Bobby Receipts is still under development and this document governs the identity only.

2 Decision provenance

Who selected the canonical direction, when, and over which alternatives.

Candidate	Status
1. Receipt Fold	Not selected
2. Smart Stack	Selected by Product Owner
3. Receipt Check	Not selected
Field	Value
Product Owner	Alexander van den Berg
Product Owner email	alex@siteways.io
Selection date	27 August 2026
Phase	Phase 3A — canonical brand foundation
Canonical direction	Smart Stack

Selection scope: The complete Smart Stack direction as shown after Phase 2B: mark, favicon geometry, dark-green and moss colour direction, geometric typography, primary horizontal lockup, secondary stacked lockup, monochrome behaviour and light/dark treatments.

The full rejected-candidate galleries are not reproduced here. /brand/candidates remains the detailed historical evidence page and must not be deleted.

3 Brand idea

The ordered-document metaphor and the extracted moss line.

The ordered document is the whole idea: a single page drawn with a shoulder that implies the settled stack behind it. The stack is not scattered, fanned or falling. It has already been dealt with, which is the state the product is meant to produce rather than the mess it starts from.

The extracted line is the second half. A single moss stroke crosses the document and continues past its edge — one value lifted out of the page and made usable elsewhere. Structure is the document; intelligence is the line leaving it. Neither reads on its own, which is why the accent is never removed from the mark and never multiplied.

- Trustworthy but not bank-like: sober geometry and high contrast, without institutional heraldry.
- Modern but not cold: geometric letterforms softened by rounded stroke ends and a natural green rather than a screen blue.
- Professional but not bureaucratic: precise, but with air around it; nothing stamped, boxed or officious.

4 Logo anatomy

How the mark is constructed, and how it relates to the wordmark.

A diagram showing the construction of the Smart Stack mark. It features a rounded rectangle with a thick green horizontal line crossing it. The line starts from the left, passes through the rectangle, and continues to the right. The rectangle has a thick black outline and a thick green horizontal line inside. The line entering the rectangle from the left is the same thick green line that exits to the right. The line entering the rectangle from the top is a thin black line that curves around the top-left corner and exits to the right. The line entering the rectangle from the bottom is a thin black line that curves around the bottom-left corner and exits to the right.

- Shoulder - implies the settled stack, lightest stroke 2.6
- Document body - 24 x 29 rounded rectangle, radius 3.5, stroke 3.0
- Ink rules - two rules, the lower one deliberately short, stroke 2.6
- Extracted line - heaviest stroke 4.0, crosses the page and leaves it

Construction, 48 x 48 drawing box

Smart Stack mark construction.

Stroke-only geometry on transparency, drawn in a 48×48 viewBox. No gradient, filter, clip path or element id, so any number of marks can render on one page.

Element	Geometry	Stroke
Shoulder	L-shaped path implying the settled stack behind the front page	2.6
Document body	Rounded rectangle, 24 × 29 at radius 3.5 in a 48 × 48 box	3.0

Element	Geometry	Stroke
Internal rules	Two ink rules, the lower one deliberately short	2.6
Extracted line	One accent stroke crossing the page and running past its edge	4.0

Optical corrections are built into those numbers and must not be normalised away. The extracted line is the heaviest stroke in the mark so it still reads when the ink rules thin out at small sizes; the lower ink rule is short so the page does not look like a striped block; the shoulder is the lightest stroke so the implied stack recedes behind the front page instead of competing with it. Everything is stroke-only on transparency, with no gradient, filter, clip path or element id, so any number of marks can render on one page.

A dedicated 16px geometry: the shoulder is removed, leaving one page outline, two ink rules and the extracted accent line at heavier stroke weight.

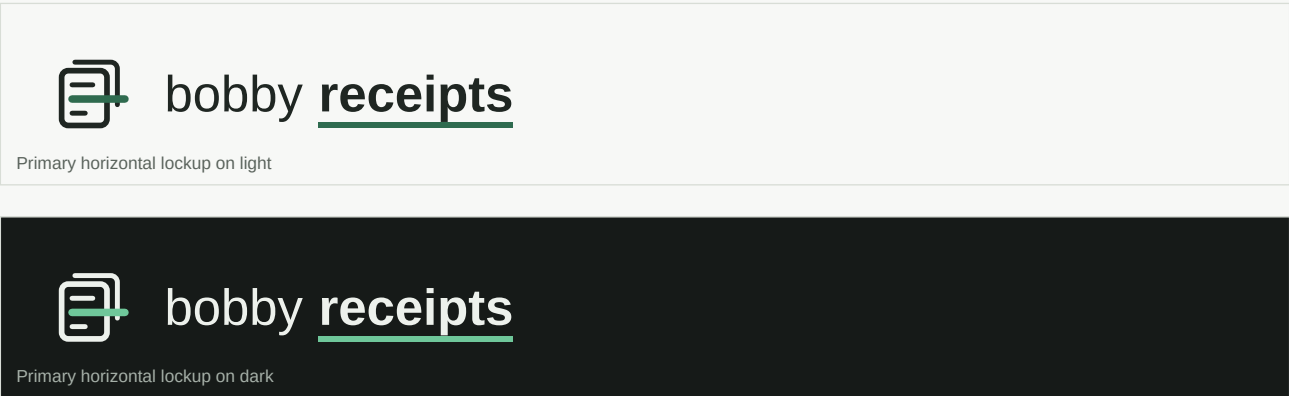


Favicon geometry at true 16px and enlarged.

Mark and wordmark are one designed unit. The mark carries the structure, the wordmark carries the name, and the accent rule beneath the wordmark repeats the extracted line at type scale. They scale together and their relative placement is fixed: [Smart Stack mark] Bobby Receipts on one line.

5 Primary horizontal lockup

The default Bobby Receipts presentation: website and application headers, navigation, invoices, email headers and every desktop surface.



Primary horizontal lockup on light and dark.

Primary horizontal lockup. [Smart Stack mark] Bobby Receipts on one line.

- Both words sit on one line, separated by a real, non-collapsing typographic space.

- The name is never concatenated and never set as one word.
- Mark and type are balanced as one designed unit and scale together.

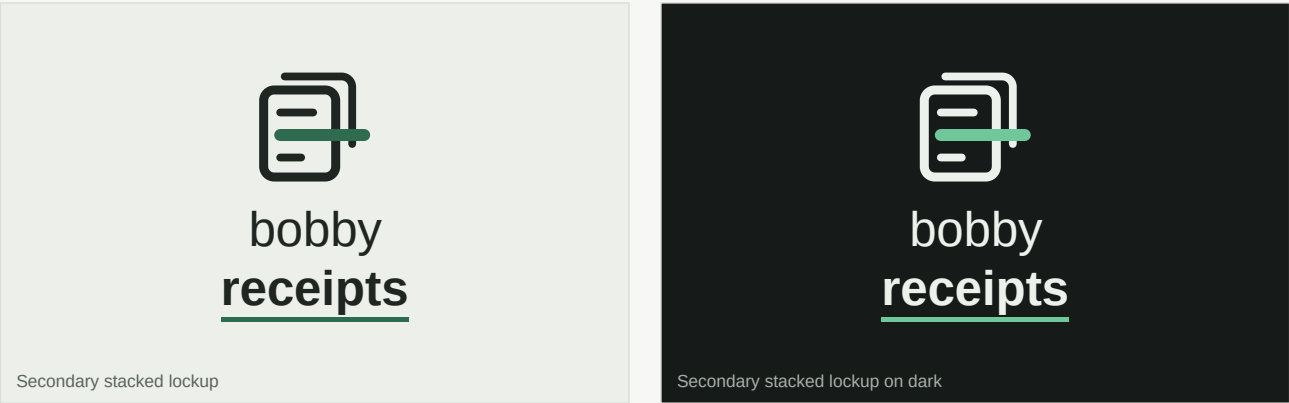
Constraint	Value
Status	Primary — the default presentation
Minimum width	112px digital
Clear space	Clear space on all sides equals the height of the mark's extracted line (mark height ÷ 6).
Light surfaces	Light surfaces use brand-ink geometry with the brand-accent extracted line.
Dark surfaces	Dark surfaces use brand-dark-ink geometry with the brand-dark-accent extracted line.

In navigation the primary lockup sits at the leading edge of the header, vertically centred, at or above the minimum width, and links to the product home. In invoices and exported documents it sits in the document header with its clear space respected against the trim edge. The visible name is always the two words Bobby Receipts, separated by a real non-collapsing space.

Do not substitute the secondary stacked lockup in any desktop header, navigation bar or document header. The stacked form is for constrained and square placements only.

6 Secondary stacked lockup

Constrained or square placements only: centred cards, square graphics, avatars and very narrow columns.



Secondary stacked lockup.

Secondary stacked lockup. Mark above 'bobby' and 'receipts' on two lines.

- Never replaces the primary horizontal lockup in desktop navigation or headers.
- Preserves the exact product name as two separate words.

Constraint	Value
Status	Secondary — constrained placements only
Appropriate	Centred cards, square graphics, avatars, very narrow columns
Minimum width	96px digital, below which the wordmark loses legibility
Clear space	Clear space on all sides equals the height of the mark's extracted line (mark height ÷ 6).
Never	Desktop navigation, headers, invoice headers, email headers

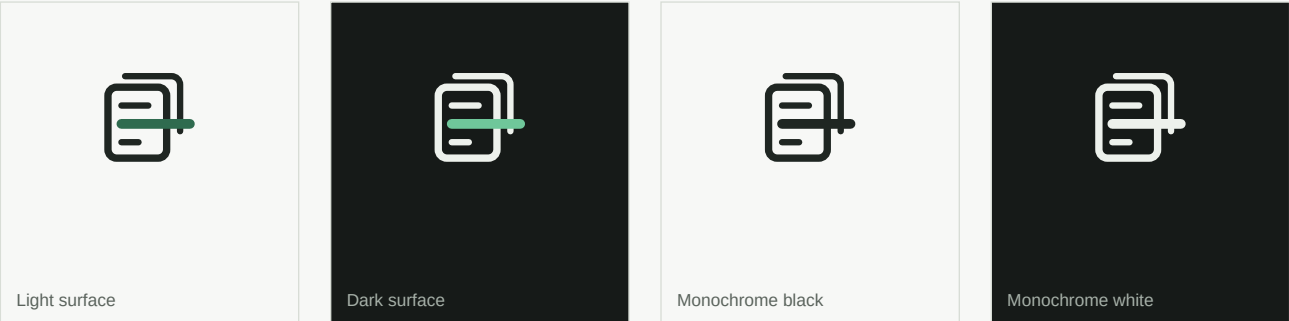
bobby receipts

Type-only horizontal wordmark

Type-only horizontal wordmark — Where the mark already appears nearby, or in body-height contexts.

7 Standalone mark and favicon

When the mark may appear alone, and how it behaves at icon sizes.



Mark tones on light, dark and monochrome.

The standalone mark may appear without the wordmark only where Bobby Receipts is already identified in the surrounding context: inside the product after the header lockup, as a browser tab, as an app icon, or as a small avatar next to the product name in text. It is not an introduction to the brand and must not be the first or only identification on a partner page, advertisement, cover or signature.

Context	Artwork	Minimum
In-product mark	bobby-receipts-mark.svg	16px
Browser tab	favicon.svg	16px
App launcher	bobby-receipts-app-icon-512.png	180px
Dark surface	bobby-receipts-mark-on-dark.svg	16px

Below 16px the full mark must not be used at all: the shoulder and the two ink rules collapse into a smudge. The dedicated favicon geometry exists exactly for that range — it drops the shoulder and thickens every stroke so the page outline and the extracted line survive. The app icon adds the canonical light surface behind the mark because platform launchers composite icons onto unknown backgrounds.

Limitations are honest: at 16px the two ink rules read as texture rather than as separate lines. That is accepted, because the extracted accent line remains the dominant read.

8 Clear space and minimum sizes

The extraction unit, and the smallest sizes each asset may be used at.



1 E = 0.167 x mark height
Standalone mark minimum 16px
Horizontal lockup minimum 112px wide
Nothing may enter the dashed area

Clear space = 1 E on all sides (E = mark height / 6)

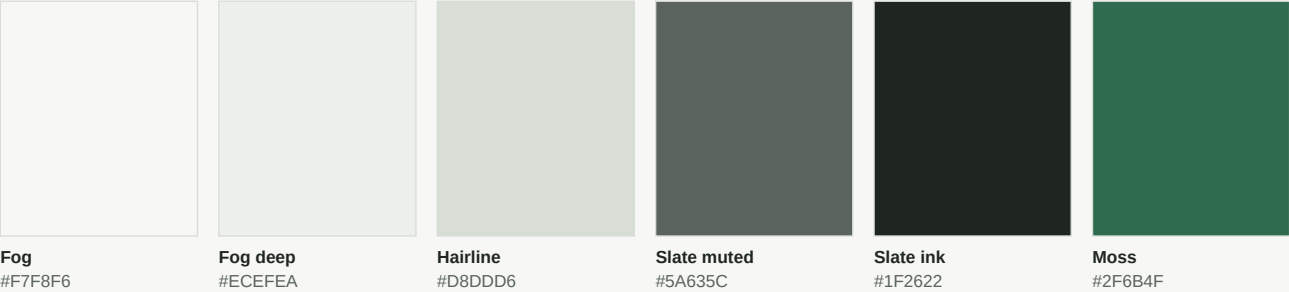
Clear space measured in extraction units (E).
The measuring unit is named for a real feature of the geometry: one extraction unit (E) is the height of the mark's extracted line, which is the mark height divided by six. Clear space on all sides equals the height of the mark's extracted line (mark height ÷ 6). The unit scales with the artwork, so the rule holds at every size without a second table.

Asset	Clear space	Digital minimum	Print recommendation
Standalone mark	1 E on all sides	16px	8mm width
Primary horizontal lockup	1 E on all sides	112px width	28mm width
Secondary stacked lockup	1 E on all sides	96px width	22mm width
Favicon mark	0 — the artwork is drawn to the tile edge	16px	Not for print

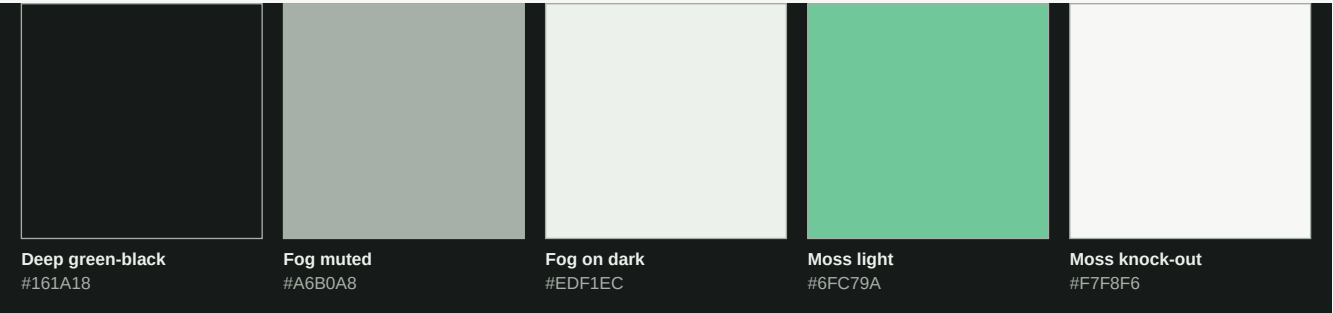
- Exception: favicon and app-icon artwork is drawn to its own tile edge and carries no additional clear space, because the platform supplies the surrounding padding.
- Prohibited crowding: no text, rule, image edge, badge, button or another logo may enter the clear space, and the logo may not be tucked into a corner tighter than 1 E.
- Print minimums are recommendations for offset and digital print; below them the 2.6 stroke fills in on uncoated stock.

9 Color system

11 canonical tokens with usage, prohibitions and measured contrast.



Light-surface tokens.



Dark-surface tokens.

brand-surface

Name: Fog
HEX: #F7F8F6
RGB: rgb(247, 248, 246)
HSL: hsl(90, 12%, 97%)
Usage: Default light application and document surface; ink knock-out on the moss accent.
Prohibited: Never used as a text colour on any light surface.
Contrast: Carries brand-ink at 15.1:1 and brand-accent at 5.6:1.

brand-surface-alt

Name: Fog deep
HEX: #ECEFEA
RGB: rgb(236, 239, 234)
HSL: hsl(96, 14%, 93%)
Usage: Insets, zebra rows, proof frames and secondary panels on light.
Prohibited: Not a border colour; use brand-line for hairlines.
Contrast: Not an essential text or control pairing.

brand-ink

Name: Slate ink
HEX: #1F2622
RGB: rgb(31, 38, 34)
HSL: hsl(146, 10%, 14%)
Usage: Primary text, the Smart Stack document geometry and wordmark letterforms on light.
Prohibited: No specific prohibition beyond the general rules.
Contrast: 15.1:1 on brand-surface — passes WCAG AA and AAA for body text.

brand-ink-muted

Name: Slate muted

HEX: #5A635C

RGB: rgb(90, 99, 92)

HSL: hsl(133, 5%, 37%)

Usage: Secondary and supporting text on light surfaces.

Prohibited: Never used for text below 12px or for essential controls.

Contrast: 6.4:1 on brand-surface — passes AA for normal text.

brand-line

Name: Hairline

HEX: #D8DDD6

RGB: rgb(216, 221, 214)

HSL: hsl(103, 9%, 85%)

Usage: Hairlines, dividers and card borders on light surfaces.

Prohibited: Never used to carry meaning on its own or as a focus indicator.

Contrast: Not an essential text or control pairing.

brand-accent

Name: Moss

HEX: #2F6B4F

RGB: rgb(47, 107, 79)

HSL: hsl(152, 39%, 30%)

Usage: The single brand accent: the extracted data line in the mark, the wordmark underline, links, focus and primary controls on light.

Prohibited: Never the sole carrier of state or meaning; never replaced or supplemented by Receipt Fold coral or Receipt Check plum.

Contrast: 5.6:1 on brand-surface — passes AA for text and UI components.

brand-accent-ink

Name: Moss knock-out

HEX: #F7F8F6

RGB: rgb(247, 248, 246)

HSL: hsl(90, 12%, 97%)

Usage: Text and icons placed on a solid brand-accent fill.

Prohibited: No specific prohibition beyond the general rules.

Contrast: 5.6:1 on brand-accent — safe for solid buttons and badges.

brand-dark-surface

Name: Deep green-black

HEX: #161A18

RGB: rgb(22, 26, 24)

HSL: hsl(150, 8%, 9%)

Usage: Dark presentation surface for headers, app chrome and dark proofs.

Prohibited: No specific prohibition beyond the general rules.

Contrast: Not an essential text or control pairing.

brand-dark-ink

Name: Fog on dark

HEX: #EDF1EC

RGB: rgb(237, 241, 236)

HSL: hsl(108, 15%, 94%)

Usage: Primary text and mark geometry on the dark surface.

Prohibited: No specific prohibition beyond the general rules.

Contrast: 16.0:1 on brand-dark-surface — passes AA and AAA.

brand-dark-ink-muted

Name: Fog muted
HEX: #A6B0A8
RGB: rgb(166, 176, 168)
HSL: hsl(132, 6%, 67%)
Usage: Secondary text on the dark surface.
Prohibited: No specific prohibition beyond the general rules.
Contrast: 7.9:1 on brand-dark-surface — passes AA.

brand-dark-accent

Name: Moss light
HEX: #6FC79A
RGB: rgb(111, 199, 154)
HSL: hsl(149, 44%, 61%)
Usage: The accent on dark surfaces only — extracted line, links and focus on dark.
Prohibited: Never used on a light surface; contrast on fog is insufficient.
Contrast: 9.4:1 on brand-dark-surface — passes AA and AAA.

- Light surfaces use brand-ink geometry with the brand-accent extracted line.
- Dark surfaces use brand-dark-ink geometry with the brand-dark-accent extracted line.
- brand-accent is never used on dark, and brand-dark-accent is never used on light.

These are brand colors, not interface state colors. Moss is the single brand accent — it does not mean "success". Success, warning, error and information states need their own interface palette, defined separately, distinguishable from the brand accent, and never carried by color alone.

10 Typography

Geometric, even and engineered; numerals matter as much as letters.

Receipts, in order

Section heading

Body text keeps a 1.5 line height and 60-75 characters per line.

LABEL 12PX

1 284,50 EUR 17,25 EUR 99,00 EUR

Substituted rendering: the approved stacks are system families

Display and text stacks in use.

Role	Stack
Display, wordmark, headings	'Futura', 'Century Gothic', 'Avenir Next', 'Trebuchet MS', ui-sans-serif, system-ui, sans-serif
Body, labels, data	ui-sans-serif, system-ui, 'Segoe UI', Roboto, sans-serif

Geometric, even and engineered; numerals matter as much as letters.

Level	Treatment
Wordmark	400 "bobby" + 700 "receipts", tracking 0.02em, word space 0.34em

Level	Treatment
Headings	Display stack, semibold, tight tracking, sentence case
Body	Text stack, regular, 1.5-1.6 line height, 60-75 characters per line
Labels	Text stack, medium, sentence case, never all-caps below 12px
Numeric and financial data	Text stack, tabular alignment, right-aligned in columns, decimal point aligned, currency code beside the figure rather than styled into it

- No Google Fonts, no self-hosted webfont and no external network font request is used.
- Deterministic fallbacks are preserved end-to-end: every stack ends in ui-sans-serif, system-ui, sans-serif.
- No licensed final typeface exists for Bobby Receipts. Selecting and licensing one is optional later work, not part of this phase.
- Fallback behaviour is deterministic: every stack ends in ui-sans-serif, system-ui, sans-serif, so a machine without Futura degrades to a comparable geometric or system face rather than to a serif.
- Spacing: headings take space above rather than below; paragraphs are separated by space, not by indentation; tables use consistent vertical rhythm.
- Capitalization: sentence case everywhere in prose and interface. All-caps is reserved for short overline labels at 12px and above with added tracking.
- Prohibited distortion: never condense, extend, skew, outline, emboss or artificially bold any brand typography, and never re-space the wordmark by hand.

Stated honestly: no final licensed proprietary typeface has been adopted for Bobby Receipts. The approved stacks above are local and system families only, and no external font is requested at runtime. Selecting and licensing a final typeface is optional later work.

11 Accessibility

Contrast, naming, focus, dark mode and color independence.

Requirement	Rule
Body text contrast	At least 4.5:1. 15.1:1 on brand-surface — passes WCAG AA and AAA for body text.
Secondary text	6.4:1 on brand-surface — passes AA for normal text.
Accent as text or control	5.6:1 on brand-surface — passes AA for text and UI components.
Dark surface text	16.0:1 on brand-dark-surface — passes AA and AAA.
Dark surface accent	9.4:1 on brand-dark-surface — passes AA and AAA.
Minimum text size	12px, and muted ink is never used below 12px or for essential controls

- Accessible logo name: a meaningful logo, lockup or wordmark exposes exactly "Bobby Receipts" — never a filename, never "logo", never a concatenated form.
- Decorative logo behaviour: a decorative instance is hidden from assistive technology and exposes no name at all, so the product name is not announced repeatedly.
- Keyboard focus: every interactive element shows a visible focus indicator with at least a 3:1 contrast against its background and an offset that clears the control edge. Focus is never removed without an equivalent replacement.

- Dark mode: the dark tokens are a first-class treatment, not an inverted filter. Dark artwork is used on dark surfaces; light artwork is never inverted programmatically.
- Reduced motion: honour prefers-reduced-motion by removing transform and parallax movement and keeping only opacity changes or nothing at all. No brand animation is required for comprehension.
- Color independence: never let the accent alone carry state or meaning; pair it with text, an icon or a position.
- Monochrome assets: use the monochrome black artwork on light and the monochrome white artwork on dark. Because the mark is stroke-only, nothing disappears in one-colour reproduction.
- Monochrome black: every stroke, including the extracted line, is set in brand-ink on a light surface.
- Monochrome white: every stroke is set in brand-dark-ink on a dark surface.
- Because the mark is stroke-only, no knock-out fill is required and nothing disappears in one-colour print or stamping.

This section covers the brand layer only. No claim of full product WCAG conformance is made or implied on the basis of these checks.

12 Photography and imagery direction

Direction only — no stock library is created in this phase.

Do

- + Calm, organized workspaces with room to breathe.
- + Genuine document-management moments: sorting, filing, checking, closing a month.
- + Inclusive people and businesses of different sizes, ages, regions and trades.
- + Natural lighting with soft, directional shadow.
- + Clear focal hierarchy: one subject, quiet background, generous negative space.
- + Restrained use of paper and receipt imagery — a few documents, deliberately placed.

Do not

- Fake financial success: cash fans, luxury props, celebratory charts.
- Exaggerated smiling-office stock imagery and staged high-fives.
- Any visible sensitive personal information.
- Legible customer receipts, invoices, account numbers or financial records.
- Stereotypical accountant imagery: green visors, calculators, towers of ledgers.
- Cryptocurrency symbolism of any kind.
- Piles of chaotic paperwork as the dominant identity image.

Where a document must appear legibly in an image, it must be a clearly fictional specimen with invented values and no real vendor, person or tax identity.

13 Illustration direction

A compatible drawing language, not a finished library.

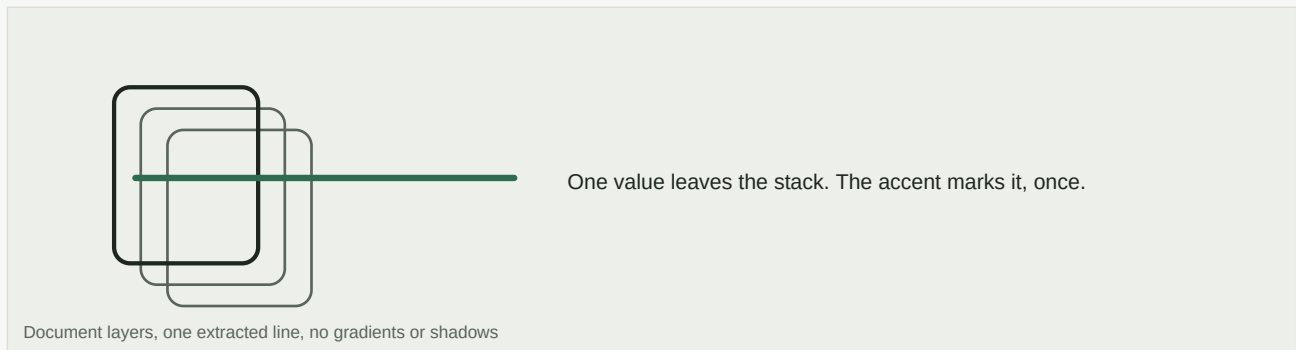


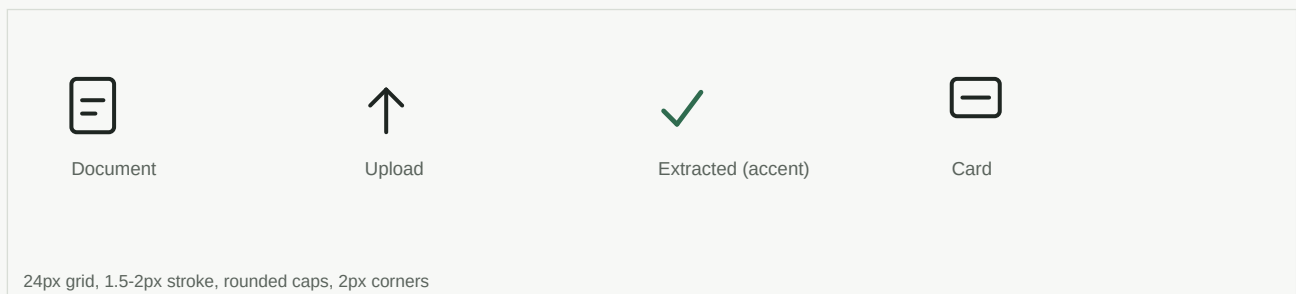
Illustration primitives.

- Geometric document layers: rounded rectangles at the mark's radius, offset to imply a settled stack rather than a fan.
- Extracted-data lines: one or two accent strokes leaving a document, never a shower of them.
- Simple depth: overlap and a single soft offset. No perspective, no drop shadows, no gradients.
- Restrained moss accents: the accent occupies a small fraction of any illustration and marks the one thing that matters.
- Compatible stroke weights: 2.6 for structure and 4.0 for the extracted line at 48px scale, scaled proportionally at other sizes.
- Light and dark variants are drawn from the corresponding tokens, never recoloured automatically.
- Motion possibilities for later use: a line completing its travel out of a document, at low amplitude and short duration, and always suppressed under reduced motion.

No illustration library is produced in this phase.

14 Iconography

One family, one stroke character, one accent rule.



Icon stroke and corner character.

- Stroke and corner character: uniform 1.5-2px stroke on a 24px grid, rounded caps and joins, 2px corner radius — the mark's language at interface scale.
- Optical sizing: 16, 20 and 24px are the supported sizes; artwork is redrawn per size rather than scaled, so strokes land on whole pixels.

- Filled versus outlined: outlined is the default; filled is reserved for the selected or active state of the same icon, never mixed arbitrarily within one row.
- Accent usage: icons are ink by default. The accent is used only where the icon marks the extracted or primary value, and never on more than one icon in a group.
- Small-size simplification: at 16px remove internal detail rather than thinning strokes.
- Prohibited mixing: one icon family only. Do not mix families or paste in icons with a different stroke weight, corner character or grid.

The canonical Bobby Receipts mark is a logo, not an icon. It must not be repurposed as a generic document, file, upload or receipt icon anywhere in the interface — that would make the brand mean "a document" instead of the product.

15 UI application

Controlled brand-application examples. Conceptual, not shipped product.

 **bobby receipts**

Website header - primary horizontal lockup

ReceiptsCategoriesExports

Hardware supplier
Specimen - 12 Feb, 3 items
128,40 EUR
Suggested category: Tools

Receipt card - accent on the extracted total only

Add receipts as PDF or image files.

Choose files

Upload surface - one primary action

Reading this receipt. This usually takes a few seconds.

Dark-mode panel - dark tokens, never an inverted filter

Conceptual interface surfaces using canonical tokens.

Surface	Brand behaviour
Website header	Primary horizontal lockup at the leading edge on the light surface, hairline divider beneath, navigation in ink.
Mobile header	Primary horizontal lockup reduced to the minimum width; the stacked lockup is not a mobile substitute.
Upload surface	Large dashed hairline frame on the alternate surface, ink instruction, one accent action; no accent fill across the whole panel.
Receipt/document card	Alternate-surface card, hairline border, ink title, muted metadata, accent reserved for the extracted total.
Extraction status	Text label plus an ink or accent dot — never colour alone, and never phrased as a guarantee.
Category or ledger row	Zebra rows on the alternate surface, tabular figures right-aligned, category as a neutral chip rather than a coloured badge.
Workspace navigation	Ink labels, accent used only for the current item, plus a non-colour indicator such as a leading rule.

Surface	Brand behaviour
Button hierarchy	Primary: solid accent with knock-out ink. Secondary: hairline border with ink label. Tertiary: text only. One primary per view.
Empty state	Restrained illustration, one plain sentence, one primary action; no mascot and no exclamation.
Dark-mode panel	Dark surface with dark ink text and the dark accent; light-surface artwork is never inverted into it.

These are conceptual brand-application examples. They are not implemented product features and assert no functional capability.

16 Document application

Brand behaviour in exported documents and email.

 bobby <u>receipts</u> Receipt export - specimen Period: fictional. No real data appears in brand material. PDF report header - 1 E clear space, hairline rule	 bobby <u>receipts</u> Your monthly summary is ready. Email header - lockup, one rule, no accent banner
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Conceptual document headers with fictional specimen values.

Document	Brand behaviour
PDF report header	Primary horizontal lockup top-left with 1 E clear space, hairline rule beneath, document title in ink, page numbers in muted ink.
Receipt export cover	Stacked or horizontal lockup centred on the light surface, document name, version and period; no financial totals on the cover.
Invoice-style document header	Same header treatment applied to an invoice-shaped layout. This demonstrates typography and spacing only and implies no invoicing functionality.
Email header	Horizontal lockup at 160-200px on the light surface, left aligned, one hairline rule; no full-bleed accent banner.
Spreadsheet export cover or metadata page	A first sheet carrying the lockup, document name, version, generation date and column definitions, so the data sheets stay unbranded and machine-readable.

Every specimen value shown anywhere in this book is fictional. Real personal, tax or financial data must never be used in brand material.

17 Voice and writing style

Clear, calm, direct, useful, respectful, non-judgmental, accurate about uncertainty.

- Clear: one idea per sentence, plain words, no jargon the reader did not choose.
- Calm: no urgency the situation does not contain; no exclamation marks.
- Direct: say what happened and what to do next, in that order.
- Useful: every message either explains state or offers an action.
- Respectful and non-judgmental: never imply the person made a mess or was careless.
- Accurate about uncertainty: say suggested, likely or could not read — never guaranteed.

Situation	Write	Do not write
Upload instruction	Add receipts as PDF or image files. You can drop several at once.	Just drop your receipts and let the magic happen.
Extraction in progress	Reading this receipt. This usually takes a few seconds.	AI is perfectly extracting your data.
Categorization suggestion	Suggested category: Travel. Change it if that is not right.	Perfectly categorized as Travel.
Approval requested	Check the total and date, then approve this receipt.	Approve now to stay compliant.
Document unreadable	We could not read this document. A clearer photo of the full receipt usually works.	Invalid file. Try again.
Provider temporarily unavailable	Reading is unavailable right now. Your upload is saved and you can try again shortly.	Something went wrong.
Destructive-action confirmation	Delete 3 receipts? This cannot be undone.	Are you sure? This action is permanent and irreversible!
Empty state	No receipts yet. Add your first one to get started.	Nothing here! Time to get organised!

- Never claim "AI magic", guaranteed accuracy, "perfectly categorized", guaranteed tax compliance or guaranteed payment readiness.
- Never adopt bank-like authority ("your account is secured by") or overly playful financial messaging ("cha-ching").
- Never blame the person for a document the system could not read.

18 Naming and capitalization

The product is written Bobby Receipts — two words, capital B and R.

Do

- + Bobby Receipts — two words, capital B and capital R, in all prose, interface text, documents and metadata.
- + A real, non-collapsing space between the two words.
- + The lowercase visual wordmark only as the designed graphic treatment inside approved logo artwork.
- + The domain written as bobbyreceipts.com in lowercase, as a URL only.

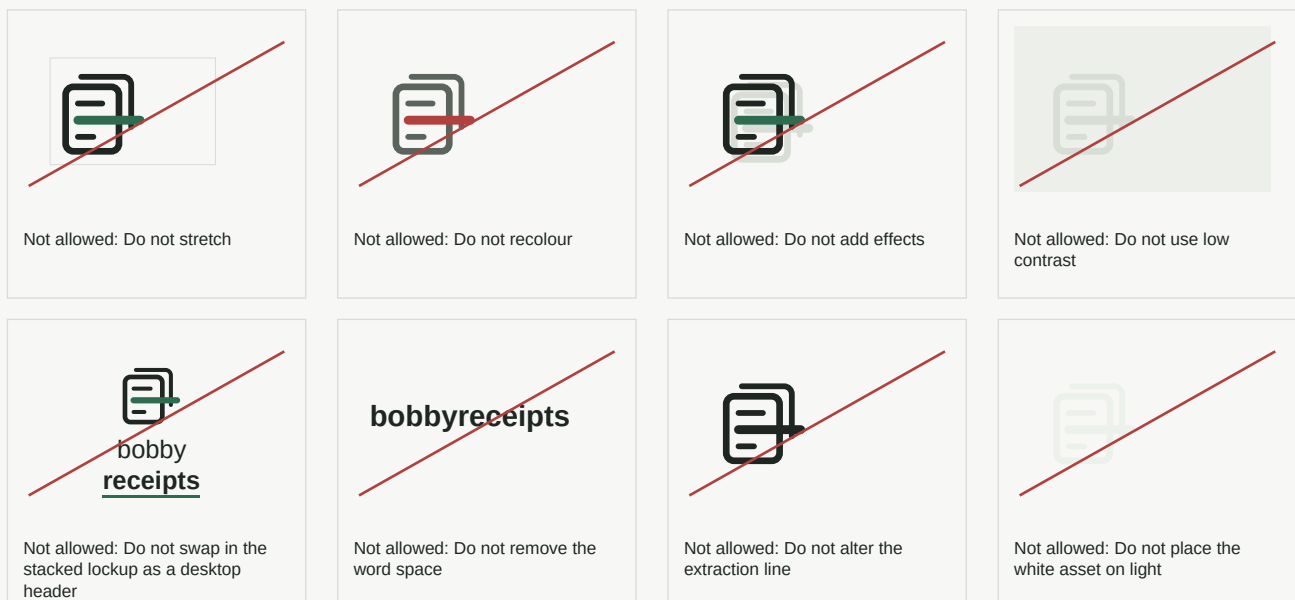
Do not

- BobbyReceipts — concatenated.
- bobbyreceipts in prose — that form is a domain, not the product name.
- Bobby Receipt — singular.
- Receipts by Bobby — reordered.
- BR or any other arbitrary abbreviation.
- BOBBY RECEIPTS in all caps as a name treatment.

The lowercase wordmark artwork is a drawn graphic, not a spelling. Any accessible name, alt text, title or metadata for that artwork still reads "Bobby Receipts".

19 Correct and incorrect usage

Instructional examples of prohibited treatment.



Prohibited treatments, each labelled and struck through.

- Do not stretch the logo or change its aspect ratio.
- Do not skew, rotate or arch the logo.
- Do not recolour any part of it, including the extracted line.

- Do not change the relative placement of mark and wordmark.
- Do not place it at insufficient contrast against its background.
- Do not add effects, gradients, shadows, glows or outlines.
- Do not place it on noisy imagery without a protective plain area.
- Do not set the horizontal logo vertically or rotate it into a spine.
- Do not use the stacked version as the default desktop logo.
- Do not remove the word space or concatenate the name.
- Do not alter, shorten, duplicate or delete the extraction line.
- Do not use rejected-candidate colours or marks from Receipt Fold or Receipt Check.
- Do not place the monochrome-white asset on a light background.
- Do not place the dark mark on an insufficiently contrasting background.

These examples exist to be recognised and refused. No invalid variant is added to the canonical downloadable asset registry — every downloadable file remains valid artwork.

20 Asset selection guide

Which of the 65 governed files to use where.

Use	Recommended asset	Stable path	Note
Desktop header	bobby-receipts-horizontal.svg	/images/bobby-receipts-horizontal.svg	Primary horizontal lockup, default.
Mobile header	bobby-receipts-horizontal-240.png	/images/bobby-receipts-horizontal-240.png	Primary horizontal where space permits; never below the minimum lockup width.
Square card	bobby-receipts-stacked.svg	/images/bobby-receipts-stacked.svg	Secondary stacked lockup.
Browser tab	favicon.svg	/favicon.svg	Favicon geometry, not the full mark.
App launcher	bobby-receipts-app-icon-512.png	/images/bobby-receipts-app-icon-512.png	App icon on the canonical light surface.
Dark background	bobby-receipts-horizontal-dark.svg	/images/bobby-receipts-horizontal-dark.svg	Approved dark treatment only.
Black-and-white print	bobby-receipts-horizontal-black.svg	/images/bobby-receipts-horizontal-black.svg	Monochrome asset; the extracted line prints in ink.
Partner page	bobby-receipts-horizontal-960.png	/images/bobby-receipts-horizontal-960.png	Horizontal lockup at partner scale.
Small UI context	bobby-receipts-mark-24.png	/images/bobby-receipts-mark-24.png	Standalone mark only where Bobby Receipts is already identified.

Every filename and /images/ path above exists in the generated asset registry. Paths are stable across regeneration; the files are not. Never edit a generated file by hand.*

21 Governance and future changes

How the canonical system may change, and who may change it.

- Smart Stack is canonical. It is the only approved Bobby Receipts direction.
- Brand changes require Alexander van den Berg's authorization as Product Owner. No implementation actor may change the identity on its own initiative.
- Every generated asset comes from the governed source: canonical values, shared geometry and the generation script.
- Rejected candidates remain historical evidence at `/brand/candidates` and must not be deleted, edited or promoted.
- Direct manual editing of generated assets is prohibited. A hand-edited file is out of governance even if it looks correct.
- A change means: update the source, regenerate the assets, rerun the tests, regenerate this brand book, and raise its version.
- `/admin/brand` does not exist and no editable database-backed brand content exists.
- No deployment or publication occurred in Phase 3C.

Evidence class	Statements
Product Owner decision	Smart Stack selected as the canonical Bobby Receipts direction. Decided by Alexander van den Berg (alex@siteways.io) on 27 August 2026. Not selected: Receipt Fold and Receipt Check.
Implementation	Canonical geometry, palette and lockups are implemented in code and rendered from one source of truth. Asset source version smart-stack-3b.1.0; 65 governed files are generated, not hand-drawn. This brand book is generated from that same source; web and PDF share one content tree.
Generated document	Brand book version 1.0.0, status canonical. Document date 27 August 2026, pinned for deterministic generation. Digests for the asset registry and the PDF are recorded at generation time.
Unverified	Deployment and publication state is UNVERIFIED: bobbyreceipts.com is not connected and nothing has been published. No trademark registration, legal protection, market launch or public availability is claimed. Bobby Receipts is under development; no product-feature capability is asserted by this document.