

Bibo

Brand guidelines

品牌规范

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2026 年 11 月

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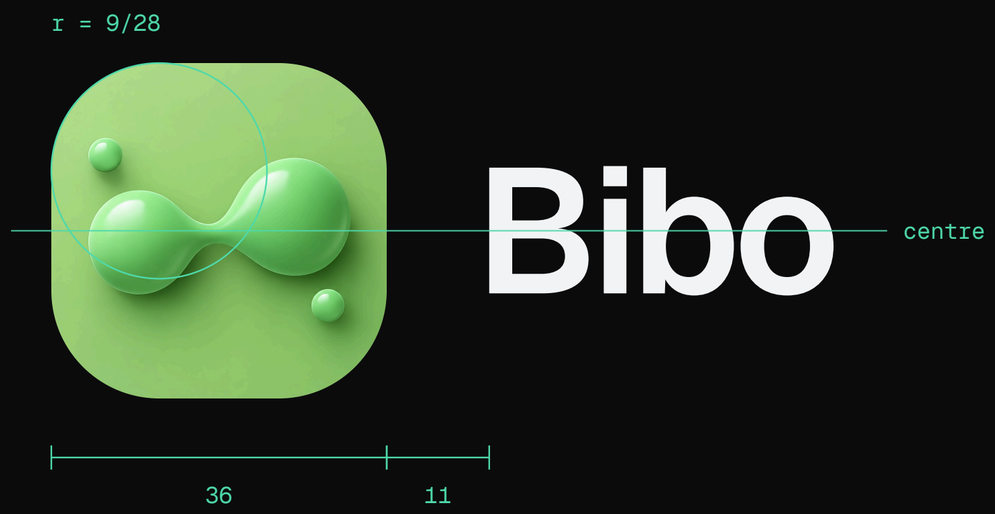
01 Logo

组合标

The tile and the name, drawn to the numbers of the app's top bar. The files already hold these numbers.

方块加名字，比例取自产品顶栏。文件里已经是这个比例，直接用即可。

Construction 结构



Tile 方块
Corners 9/28 of the side
圆角为边长的 9/28
36 px

Gap 间距
From the tile to the B
方块到 B 的距离
11 px

Name 字样
Geist SemiBold, −0.03em
字距 −0.03em
19 px

Centre 居中
The name's ink sits on the tile's centre line
字样的墨迹落在方块的中线上
50 %

On a phone 手机上
Tile, gap and name
方块、间距、字样
32 10 17 px

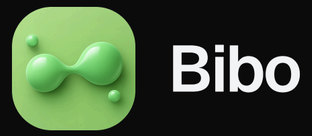
02 Family

标志家族

One logo in four forms. Use the first one that fits the space.

同一个标志的四种形式。位置放得下哪个，就按顺序用哪个。

Logo 组合标



The first choice, wherever BIBO is named.

首选。写到 BIBO 的地方先用它。

Stacked 上下组合



For square spaces.

用在方形的位置。

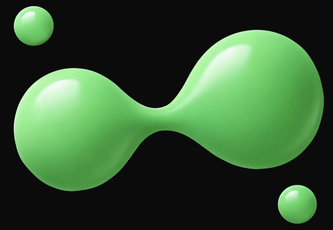
Symbol 方块



When space is tight, or the name is already there.

位置小，或者旁边已经写了名字。

Mark 水滴



The drops without the tile, beside a partner's logo.

不带方块，和合作方的标志并排时用。

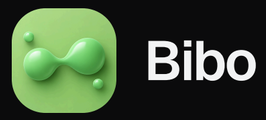
03 Versions

颜色版本

Full colour on ink comes first. On white, the name turns black. Over pictures, or where only one colour prints, use the stamp.

首选深色底上的全彩版。白底上字样改成黑色。放在图片上，或者只能印一种颜色时，用印章版。

Full colour 全彩



On ink
深色底

Full colour 全彩



On white
白底

White stamp 白色印章



On photos and dark pictures
图片和深色画面上

Black stamp 黑色印章



On mint, and in one-colour print
薄荷绿底和单色印刷

04 Space and size

留白与尺寸

Keep the height of the o in Bibo clear on every side. Below these sizes the small drops disappear. Each size is shown at that size.

四周至少留出 Bibo 里一个 o 的高度。再小，两颗小水滴就看不清了。右侧都是实际大小。

Clear space 留白



One o on every side.
四周各留一个 o。

24 px
Logo 组合标



20 px
Symbol 方块



16 px
Favicon only 只用作网站图标



05 App icon

应用图标

The tile is the app icon. The files are square and each platform rounds them. At 32 px and below, the favicon brings the drops out against the tile.

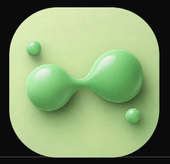
方块就是应用图标。文件是方的，圆角由各平台自己加。32 px 及以下用网站图标，水滴和底色的对比更强。



App icon
应用图标
1024, 512, 180 px



Avatar
头像
1024, 400 px



Favicon
网站图标
SVG, ICO



32 px



16 px

06 Colour

颜色

Mostly ink, with white for words. Mint is for charts and the points badge. The two greens stay inside the logo.

大面积用墨黑，文字用白色。薄荷绿只用在图表和积分徽标上。两种绿色只出现在标志里。

	Name 名称	Use 用途	Value 色值	Share of a page 页面占比
	Ink 墨黑	Pages and the ground under the logo 页面和标志的底色	#0B0B0C RGB 11 11 12	82%
	White 白	Words and the stamp 文字和印章	#F2F3F4 RGB 242 243 244	13%
	Mint 薄荷绿	Charts and the points badge 图表和积分徽标	#4ED9AA RGB 78 217 170	5%
	Drop green 水滴绿	The drops 水滴	#61BA5C RGB 97 186 92	logo only 只在标志里
	Tile green 方块绿	The tile 方块	#9ACC75 RGB 154 204 117	logo only 只在标志里

07 Type

字体

Geist for words and figures, Geist Mono for addresses. The name in the logo is already outlined and is never typed.

文字和数字用 Geist，地址用 Geist Mono。标志里的字样文件里已经转成路径，不要自己打。

Geist
Headlines, text and figures
标题、正文和数字

The native ve(3,3) launchpad on Morph.

Geist Mono
Addresses and code
地址和代码

0x1234…abcd bibo.trade

BIBO Sign
The BIBOCAT sign, drawn from Geist's U
BIBOCAT 的货币符号

Ƀ1,250.00 Ƀ0.0042

PingFang SC
Chinese, or Noto Sans SC
中文，或 Noto Sans SC

在 Morph 上发币、交易、提供流动性

Geist SemiBold
Only in the logo, outlined
只用在标志里，已转成路径

Bibo

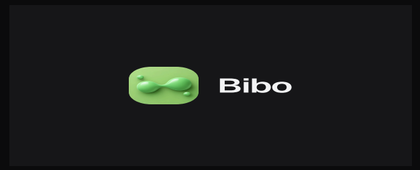
08 Don't

错误用法

Use the files as they are. These are the usual ways a logo gets broken.

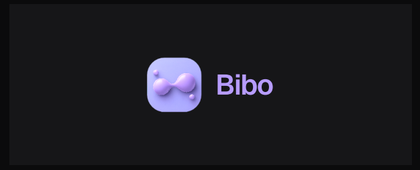
文件原样使用。下面是最常见的几种用错的方式。

01



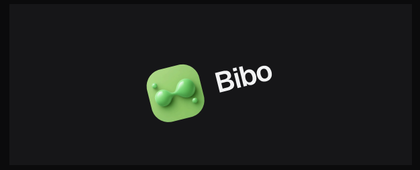
Don't stretch or squash it
不要拉伸或压扁

02



Don't change its colours
不要改颜色

03



Don't rotate it
不要旋转

04



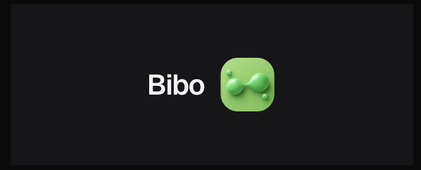
Don't add glows, outlines or shadows
不要加发光、描边或阴影

05



Don't put it on green or busy backgrounds
不要放在绿色或花哨的背景上

06



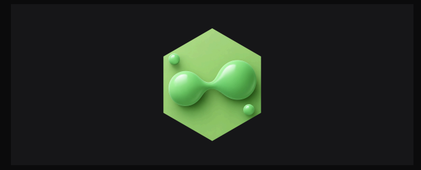
Don't rearrange it
不要调换位置

07



Don't retype the name
不要自己打字代替字样

08



Don't crop the tile or put it in other shapes
不要裁切方块或换成别的形状

09 Name and use

名称与使用

How to write the name, and how these files may be used.

名字怎么写，文件怎么用。

Name 名称

Write **BIBO** in sentences. **Bibo**, with one capital, belongs to the logo. The address is **bibo.trade**, all lowercase.

正文里写 BIBO。只有标志里写 Bibo。网址 bibo.trade 全部小写。

Using these files 使用这些文件

Use them unchanged and only to refer to BIBO. Please don't suggest that BIBO endorses or works with you unless it does.

请原样使用，只用来指代 BIBO。除非确有合作，请不要让人以为 BIBO 为你背书或和你合作。

Files 文件

`logo/`	The logo 组合标
`stacked/`	Square spaces 方形位置
`symbol/`	The tile and the stamp 方块和印章
`mark/`	Beside a partner's logo 和合作方标志并排
`app-icon/`	Icons and the favicon 图标和网站图标

bibo.trade

@bibodottrade on X



Bibo