



Media Kit v1.0 / 19 Feb 2025

bullet logo

The Bullet logo consist of the logomark and the logotype. It should always be used to brand our marketing materials and user facing touch points, including our products to build awareness and brand recognition.



bullet logomark

The Bullet logomark is a symbol that brings instant recognition to our brand. The logomark may be used as a symbol in situations where space is limited or when we wish to abbreviate our logo.



Clear space

Clear space around the Bullet logo is an important element of the design. It ensures that our logo has the minimum space necessary to be positioned within any design construct without being lost or obstructed by another design element.

Minimum clear space - Logo

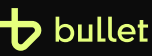


Minimum clear space - Logomark






The Bullet logo is the core of our visual identity and it is sacred.
It has been carefully crafted to maintain visual symmetry and optimal legibility when scaled at different sizes.

Minimum size



Minimum Size - 16px (H) x 56px (W)
Our logo should never be smaller than the minimum size in any situation to ensure optimal legibility.

ALWAYS USE THE LOGO PROVIDED BY THE BULLET TEAM
DO NOT attempt to recreate our logo under any circumstances.
DO NOT attempt to modify the logo in any way.

-  **DO NOT** squish the logo.
-  **DO NOT** stretch the logo.
-  **DO NOT** adjust the space between elements of the logo.

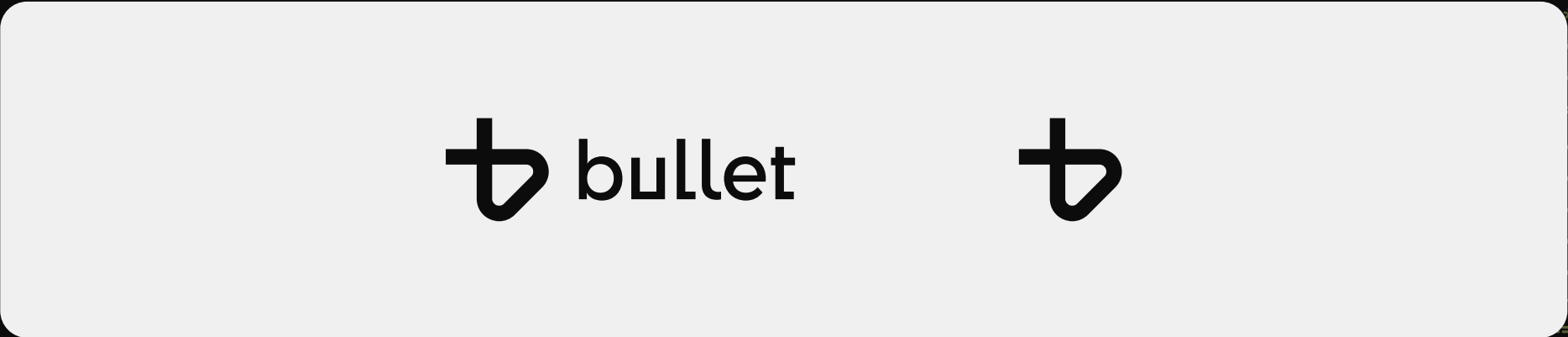
Dark Background

The Bullet logo and logomark can be used on dark background with the variants shown below. The ideal variant is always the one with the full brand color.



Light Background

The Bullet logo and logomark can be used on light background with the variant shown below.



BRAND

primary
#E5FF7E

secondary
#EFFF82

tertiary
#89994C

white
#F1F1F1

black
#0D0D0D

TRADE

green100
#42ECA2

green200
#42C78D

green300
#1E2E2A

green400
#0A261D

red100
#FF5A70

red200
#FF1658

red300
#421320

red400
#2A1418

SIGNAL

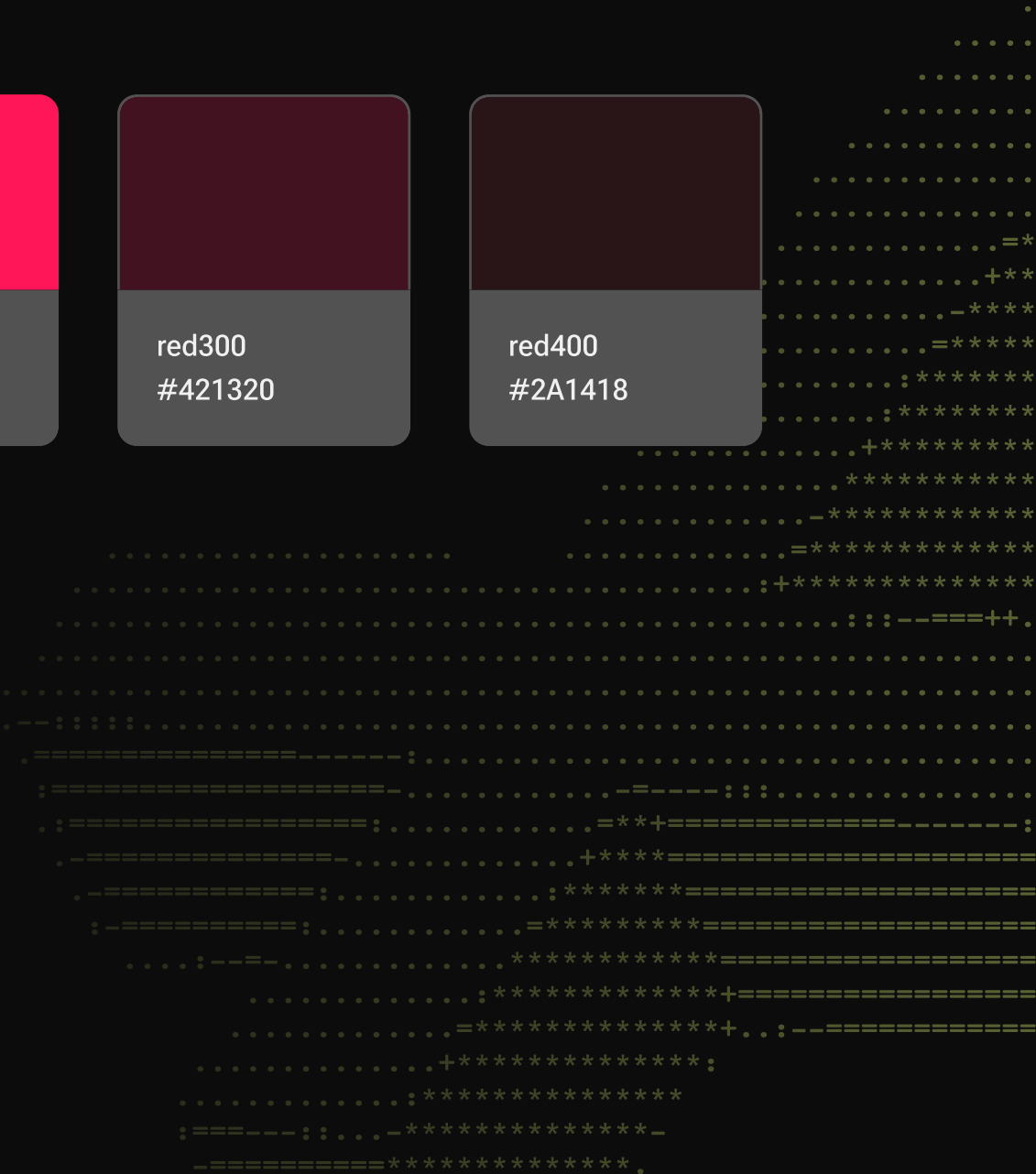
info
#4E88F7

alert
#16ED28

warning
#E68333

error
#D4393C

success
#1ABD59



txt-hero-bold / CY 48PX - WEIGHT SEMIBOLD

THE QUICK BROWN
FOX JUMPS OVER THE
LAZY DOG

The quick brown fox
jumps over the lazy dog
1234567890 ! @ # \$ % ^
& * () ~ ? < > , . / [] |

txt-display-regular / ROBOTO FLEX 18PX - WIDTH 70, WEIGHT 400

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
1234567890 ! @ # \$ % ^ & * () ~ ? < > , . / [] |

txt-secondary-regular / ROBOTO FLEX 14PX - WIDTH 70, WEIGHT 400

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
1234567890 ! @ # \$ % ^ & * () ~ ? < > , . / [] |

txt-primary-regular / ROBOTO FLEX 14PX - WIDTH 70, WEIGHT 400

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
1234567890 ! @ # \$ % ^ & * () ~ ? < > , . / [] |

txt-tertiary-regular / ROBOTO FLEX 11PX - WIDTH 70, WEIGHT 400

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
1234567890 ! @ # \$ % ^ & * () ~ ? < > , . / [] |

