

# Brand Guidelines

February 2026

Bocephus'  
STATISTIC  
BOB THE COW



# Bob The Cow Brand Guidelines

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# Introduction

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Brand guidelines are a set of rules and standards that define how a brand should be represented visually, verbally, and tonally across all channels. They ensure consistency in how the brand is presented, which helps build recognition, trust, and a cohesive identity. For Bob The Cow, these guidelines provide clear instructions on everything from logo usage and color palettes to typography, imagery, and messaging.

Consistency is key. Whether someone is designing a new website page, creating social media graphics, or printing merchandise, these guidelines make sure that Bob the Cow always looks and feels like Bob The Cow - friendly, approachable, and recognizable.

By following these guidelines, anyone working with the brand can maintain the integrity of Bob The Cow while allowing for creative expression within the defined framework.

# Introduction

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These brand guidelines are effective as of February 10, 2026. Always refer to **bobthecow.org/brand** for the most current version, as updates and refinements may be made over time. Using the latest edition helps ensure consistency across all Bob the Cow materials.

If you have questions about these guidelines, need clarification, or are unsure how to apply them in a specific situation, please contact **brand@bobthecow.org** before proceeding. This helps prevent inconsistencies and protects the integrity of the Bob the Cow brand.

# The Logo

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BoB THE CoW

*Main Logo Standard*



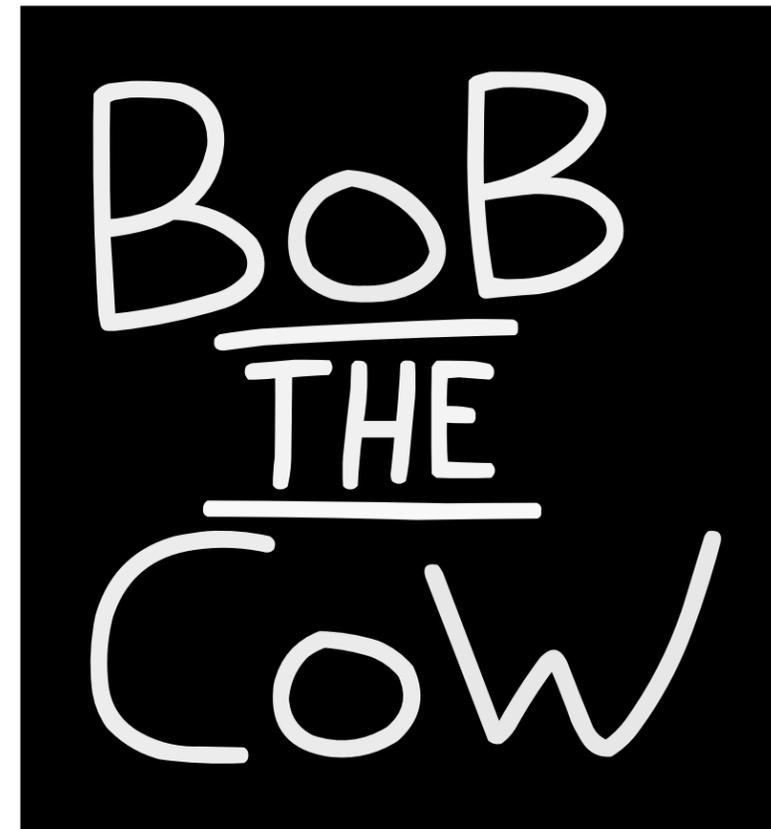
*Main Logo Reversed*

# The Logo

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BOB  
THE  
COW

*Square Logo Standard*



*Square Logo Reversed*

# The Logo

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## When should I use the main vs square logos?

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The **main Bob The Cow logo** should be used whenever possible and is the default choice for all brand applications. Use it in any layout where it can remain clear, legible, and properly sized.

The **square logo** is a secondary option and should only be used when space is limited to a square format and the main logo would appear too small or cramped. Common uses include social media profile images, app icons, and small UI elements.

When in doubt, always use the main logo. The square logo exists only to maintain clarity in constrained spaces.

# The Logo

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## Minimum Logo Sizes

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To ensure legibility and visual clarity, the Bob The Cow logo should never be displayed below the sizes listed here.

### Main Logo

- Digital: Minimum width of 120 px
- Print: Minimum width of 1.25 in (32 mm)

### Square Logo

- Digital: Minimum size of 48 × 48 px
- Print: Minimum size of 0.75 × 0.75 in (19 mm)

These sizes represent the smallest acceptable use of each logo. Whenever possible, use larger sizes to preserve detail and impact. Logos should never be stretched, compressed, or altered to fit below these minimums.

# The Logo

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## Clear Space

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To keep the Bob The Cow logo readable and visually distinct, a minimum amount of clear space must be maintained around it at all times. This space ensures the logo is not crowded by text, images, or other graphic elements.

Clear space is defined as the height of the “**C**” in the Bob The Cow logo. No other elements may enter this area on any side of the logo.

This rule applies to all logo versions, including the main logo and the square logo, across both digital and print uses. More clear space is always acceptable, but never less.

Maintaining proper clear space helps preserve the logo’s impact and ensures consistent presentation across all materials.

# The Logo

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## Logo Dos and Don'ts

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### Do

- Use the official Bob The Cow logo files provided by the brand.
- Maintain the required clear space around the logo at all times.
- Use the main logo whenever space allows.
- Ensure the logo remains legible against its background.
- Scale the logo proportionally when resizing.

### Don't

- Stretch, compress, or distort the logo in any direction.
- Recolor or apply gradients to the logo.
- Add shadows, glows, or other visual effects.
- Place the logo on busy or low-contrast backgrounds.
- Rotate, crop, or alter the logo in any way.
- Substitute the square logo when the main logo fits properly.

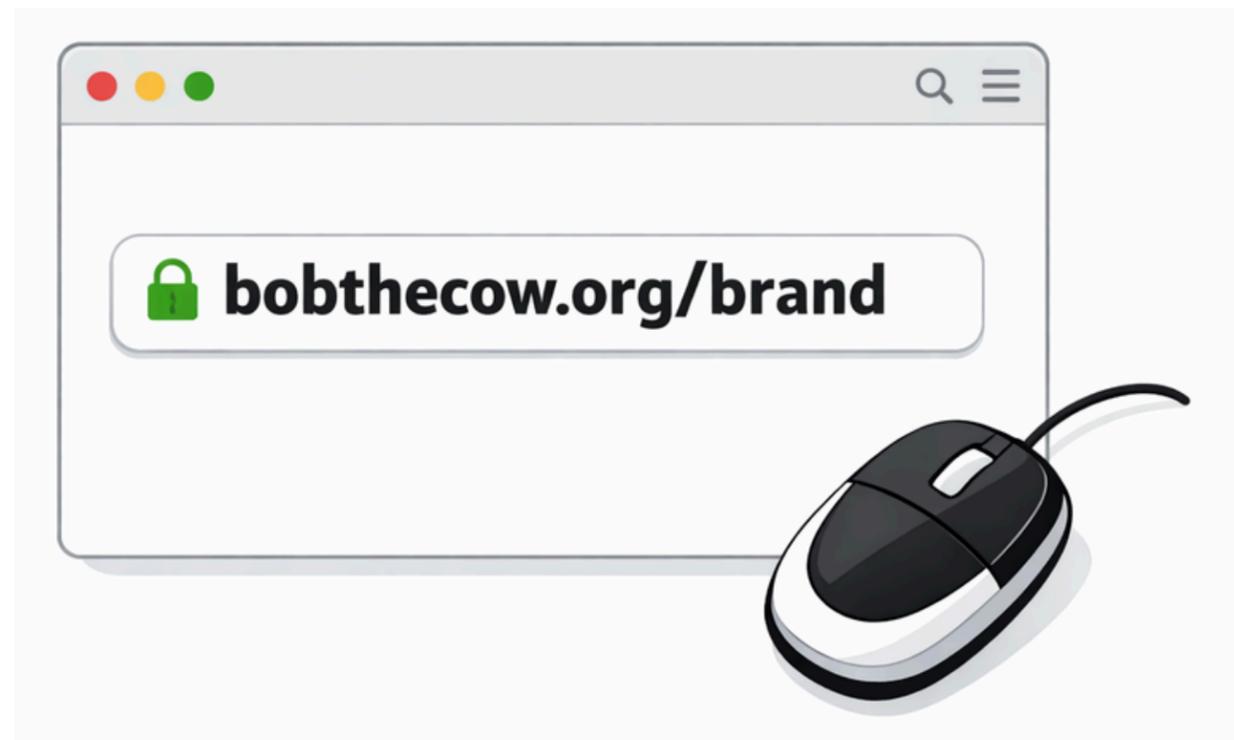
# The Logo

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## Logo Dos and Don'ts

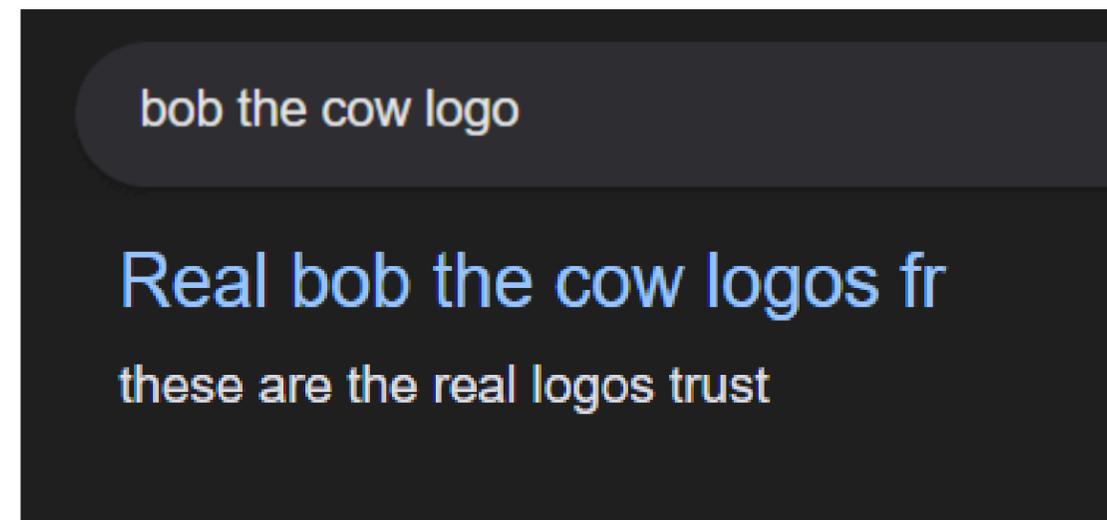
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### Do



Use the official Bob The Cow logo files provided by the brand.

### Don't



Download low quality and outdated logos from the internet.

# The Logo

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## Logo Dos and Don'ts

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**Do**

**Don't**



Ensure the logo remains legible against its background.

Use a dark background on the black logo, or a light background on the white logo.

# The Logo

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## Logo Dos and Don'ts

---

**Do**

**Don't**

BoB THE CoW

BoB THE CoW

Use the highest quality available or a vector

Use compressed, pixelated, or low-resolution logo files.

# The Logo

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## Logo Dos and Don'ts

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**Don't**

The logo "BOB THE COW" is shown in a distorted, slanted, and compressed form, illustrating a "Don't" in logo usage.

Stretch, compress, or distort the logo in any direction.

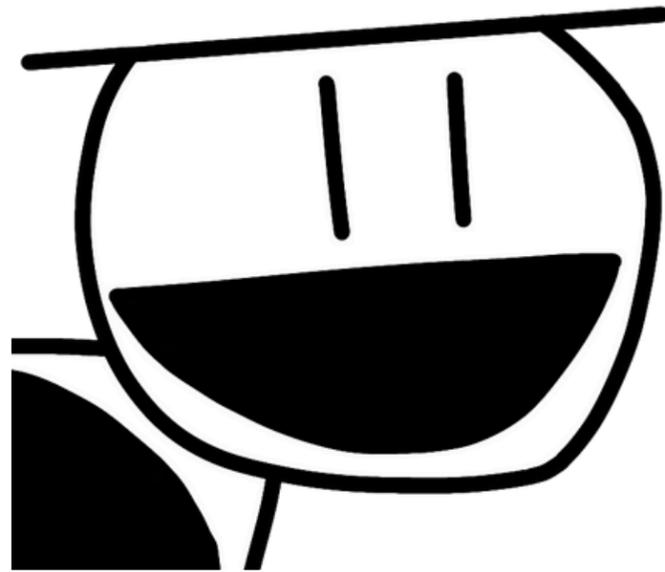
**Don't**

The logo "BOB THE COW" is shown rotated and recolored in yellow, illustrating a "Don't" in logo usage.

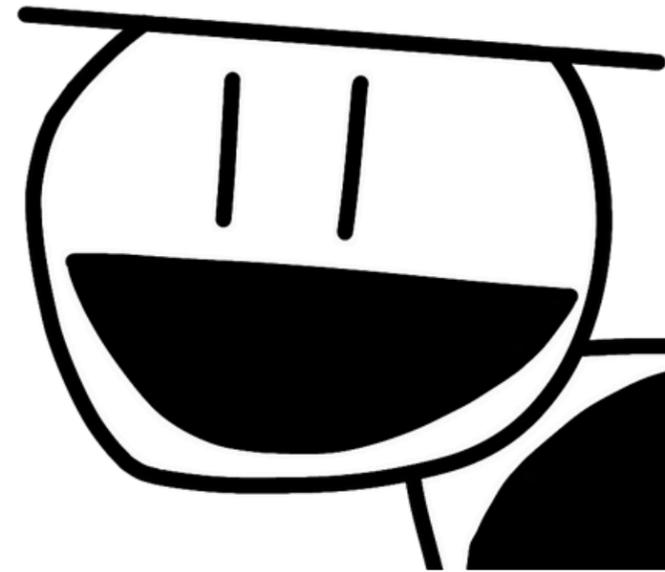
Rotate, crop, recolor, or alter the logo in any way.

# The Icon

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*Bob Icon Standard*



*Bob Icon Flipped*

# The Icon

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The **Bob icon** is a simplified, recognizable version of the Bob The Cow brand, designed for smaller or compact applications. It can be used in its normal orientation or flipped horizontally, depending on the layout and visual balance.

The icon is ideal for:

- Favicons and browser tabs
- App icons and mobile interfaces
- Social media profile pictures
- Decorative or corner placements in designs

Use the icon when the full logo would be too detailed, cramped, or distracting. Even when using the icon, maintain enough clear space around it to preserve visibility and impact.

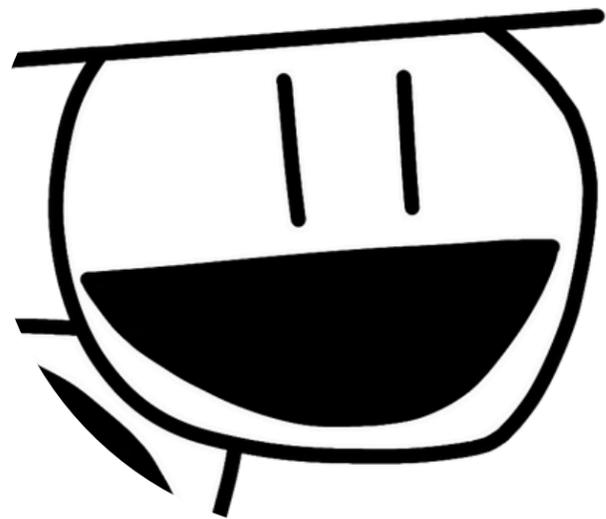
In some cases, the icon is preferable to the square logo.

# The Icon

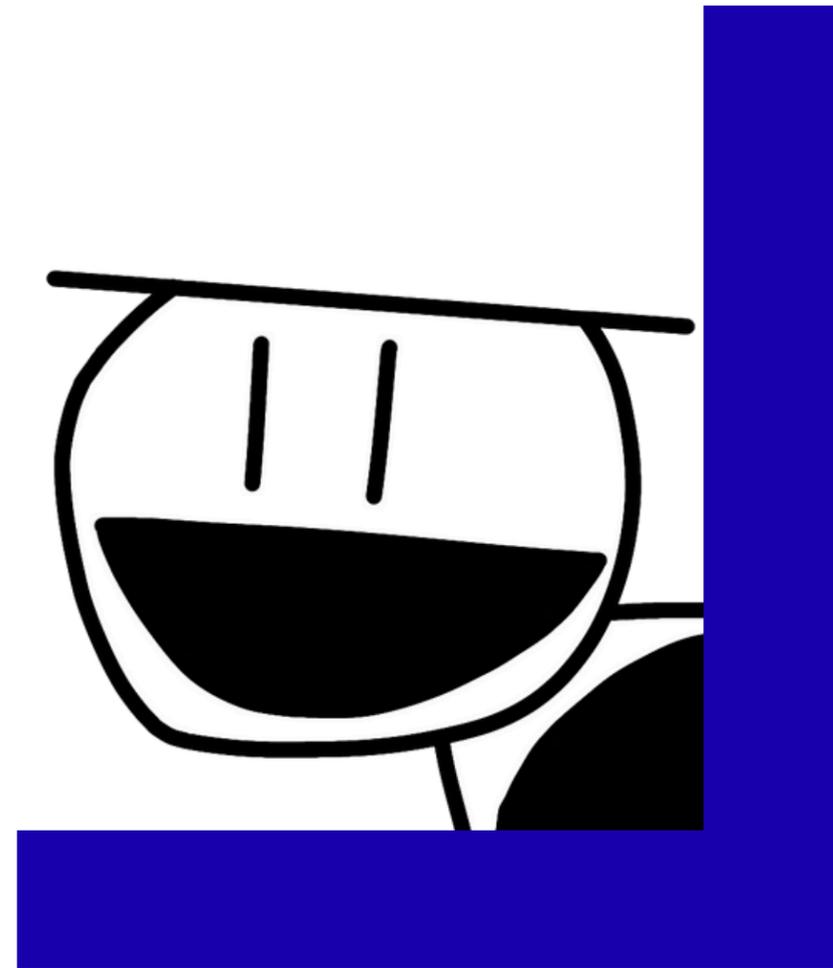
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## Accepted Use

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*Rounded* ✓



*In a corner* ✓

# Color Palette

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## Black

#000000 | RGB: 0,0,0  
CMYK: 0,0,0,100

## White

#FFFFFF | RGB: 255,255,255  
CMYK: 0,0,0,0

# Color Palette

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## Usage Guidelines

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Bob The Cow's brand palette is minimal and bold, consisting of only black and white. This simplicity ensures maximum clarity, flexibility, and recognizability across all applications.

- Black and white should be the default colors for logos, text, and primary design elements.
- High contrast between black and white should be maintained for readability and visual impact.
- Avoid adding other colors unless specifically approved for special campaigns or projects.

This monochrome palette supports the clean, timeless look of Bob The Cow while keeping designs consistent and recognizable.

# Typography

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## Usage Guidelines

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Bob The Cow is flexible with typography, allowing for creativity while maintaining readability and a modern, approachable feel. Sans-serif fonts are generally preferred for most applications, as they reflect the clean and friendly personality of the brand.

- Headings, titles, and important calls-to-action can use bolder or more distinctive fonts within the recommended options.
- Body text should remain clear and legible; avoid overly decorative or condensed fonts that reduce readability.
- Mixing fonts is allowed, but keep it simple: one font for headings and one for body text is usually best.
- Typography should support the overall tone of Bob The Cow: friendly, approachable, and easy to read.

# Typography

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## Suggested Fonts

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**Cooper Hewitt** – modern and geometric, great for headings and display text

**Eastman Grotesque** – versatile, professional, and readable at small sizes

**Montserrat** – friendly and clean, works well for both digital and print

Cooper Hewitt

**Bold** | Normal | *Italics*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Eastman Grotesque

**Bold** | Normal | *Italics*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat

**Bold** | Normal | *Italics*

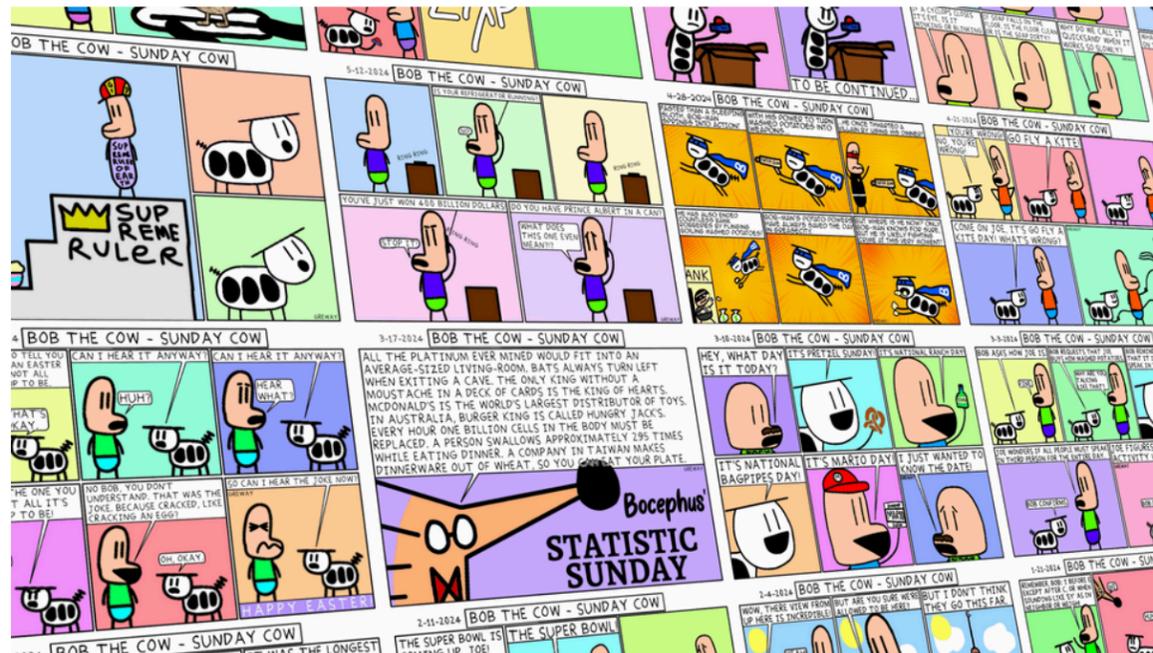
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

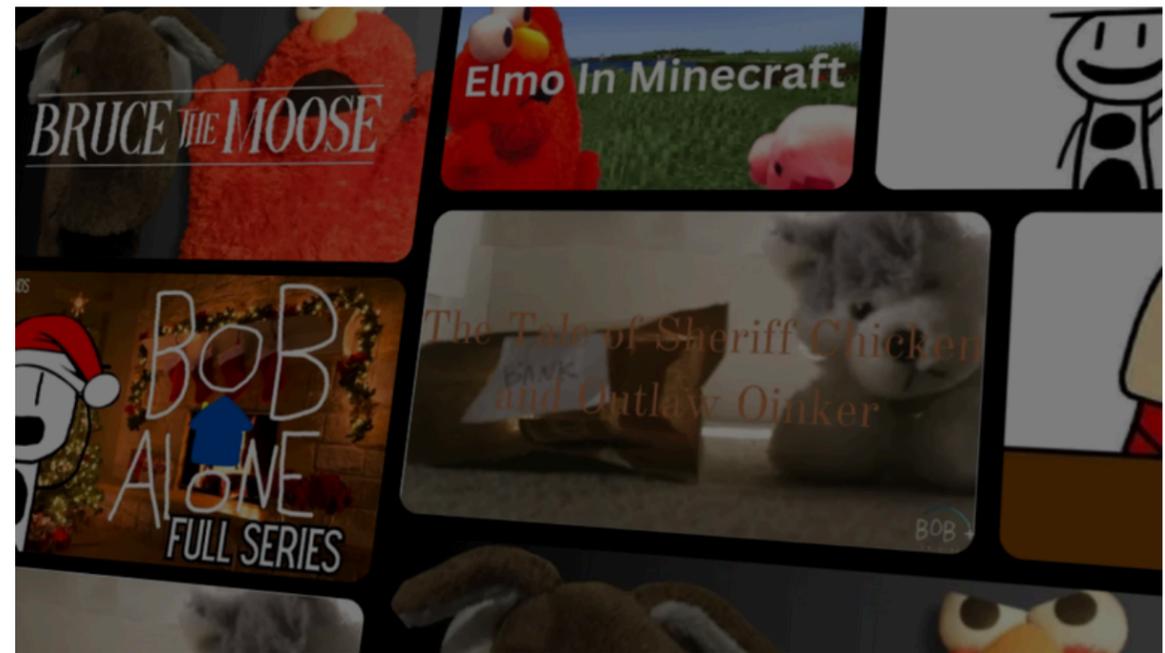
1234567890

# Backgrounds

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*Comics Background*



*Movies Background*

# Backgrounds

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Bob The Cow uses two primary background styles to support brand visuals while keeping text and content legible. Both backgrounds can be dimmed with black overlays when necessary to enhance readability.

## **Comics Background**

- Designed for playful, graphic-focused content.
- Works well for colorful panels, illustrations, or backgrounds.
- Can be darkened with a black overlay to ensure any overlaid text remains clear.

## **Movies Background**

- Optimized for Bob+ or other Bob The Cow video-related content.
- Features subtle imagery that reflect Bob The Cow's streaming and media focus.
- Should also be dimmed with black as needed to maintain legibility of text or UI elements.

# Backgrounds

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## Usage Guidelines

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- Ensure all text and icons remain readable; dim the background with a black overlay if needed.
- Stick to the official comics or movies backgrounds to maintain brand consistency.
- Avoid adding extra patterns or images that distract from content.
- Use the comics background for general or comics-focused content, and the movies background for Bob+ or media-focused content.
- Keep important text and UI elements away from busy areas of the background.
- Resize and crop backgrounds carefully to avoid distortion.
- Maintain a consistent look across all digital and print applications.

# Conclusion

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These brand guidelines exist to keep Bob The Cow consistent, recognizable, and easy to identify across all platforms. By following these standards, designers, developers, and creators can ensure that every use of the brand feels intentional and aligned.

These guidelines are meant to provide clarity, not limit creativity. Use them as a foundation, and apply good judgment when working within them. When a situation is not covered or something feels unclear, always default to simplicity and consistency.

For questions, clarifications, or approvals outside the scope of this document, contact **brand@bobthecow.org**.

Always refer to **bobthecow.org/brand** for the most up-to-date version of these guidelines.

**brand@bobthecow.org**

When in doubt, reach out.

BoB THE CoW