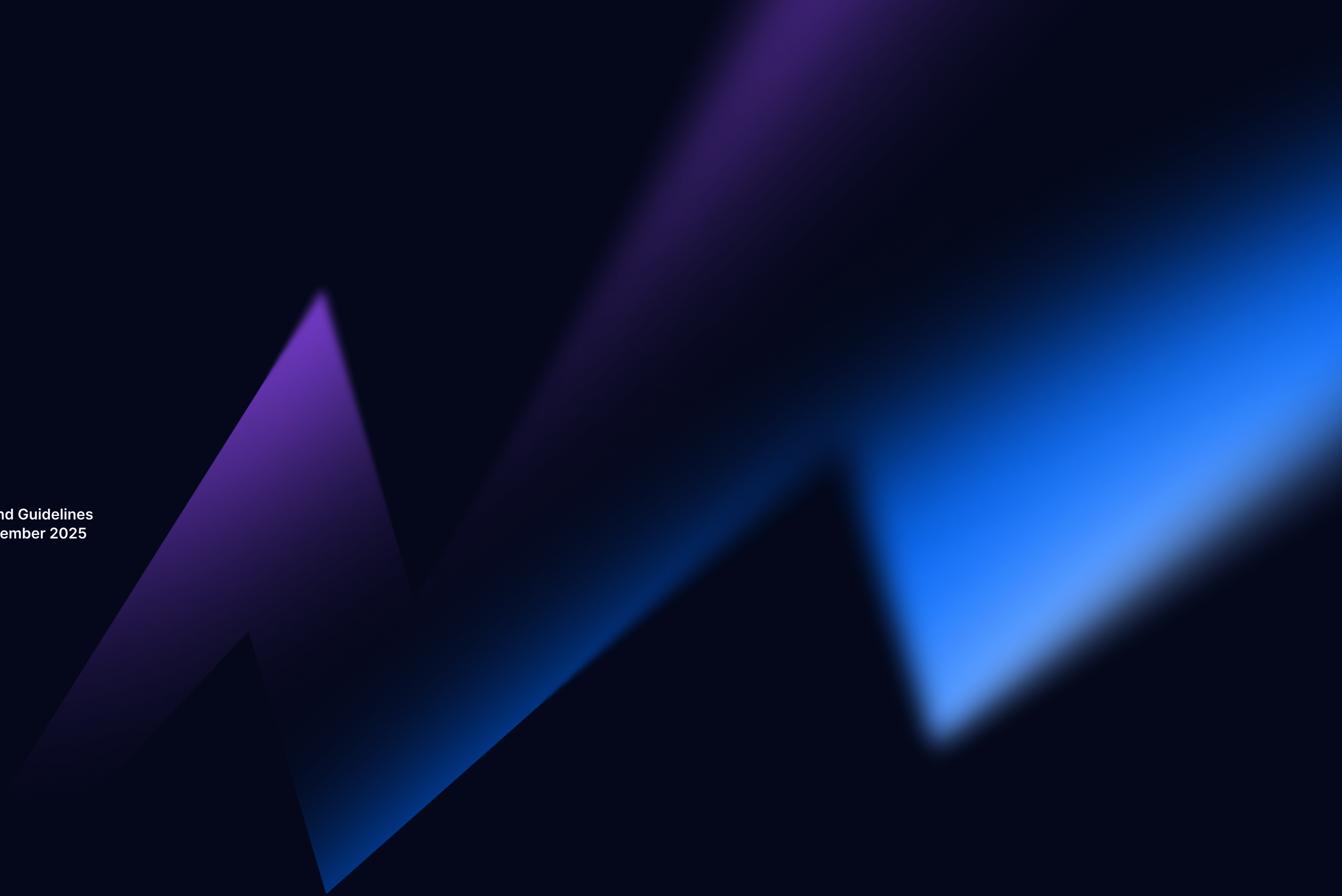


BOLT

Brand Guidelines
December 2025



Tone of Voice

ToV Principles

We have three guiding tone of voice principles that help bring Bolt to life:

ToV Principle One

Effortless

ToV Principle Two

Empowering

ToV Principle Three

Expert (without ego)

Logo & Icon

Our logo

Our logo is our brand's most important element. It is a unique and bold signifier of the Bolt brand. The lightning shape in the logo supports our lightning quick product offering while the solid, capital forms of the letters are reflective of our unending trustworthiness.

A large, bold, blue graphic of the word 'BOLT' in a sans-serif font. The letters are thick and solid, with a slight shadow effect. The 'B' and 'O' are rounded, while the 'L' and 'T' have sharp, angular cuts. The 'Z' is also bold and has a sharp, angular cut. The overall style is modern and industrial.

Logo color

Our logo may be used in Bolt Blue, Bolt Black, and Bolt White (more on these colors later).

Use the elements in your piece of communication to determine the color of your logo for maximum contrast and clarity.

If your background is light, you should be using a Bolt Black logo. If your background is dark, use the logo in Bolt White.

Over photography, make sure it is clear and legible.

Never use the logo in any of the secondary colors.

① Bolt White logo for Bolt Blue backgrounds.

② Bolt White logo for gray and light backgrounds.

③ Bolt Blue logo for light backgrounds.

④ Bolt White logo for use on photographs.

①

BOLT

②

BOLT

③

BOLT

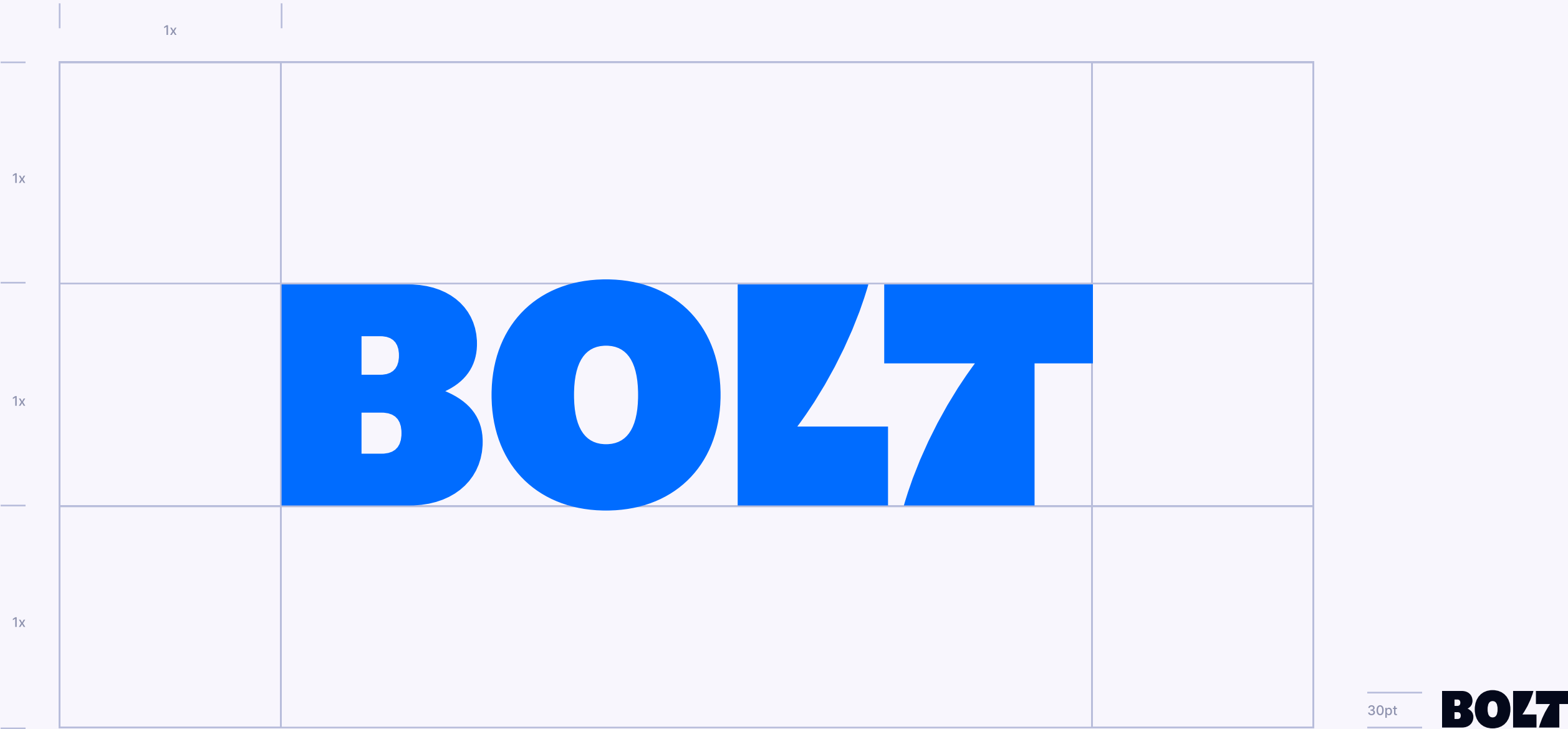
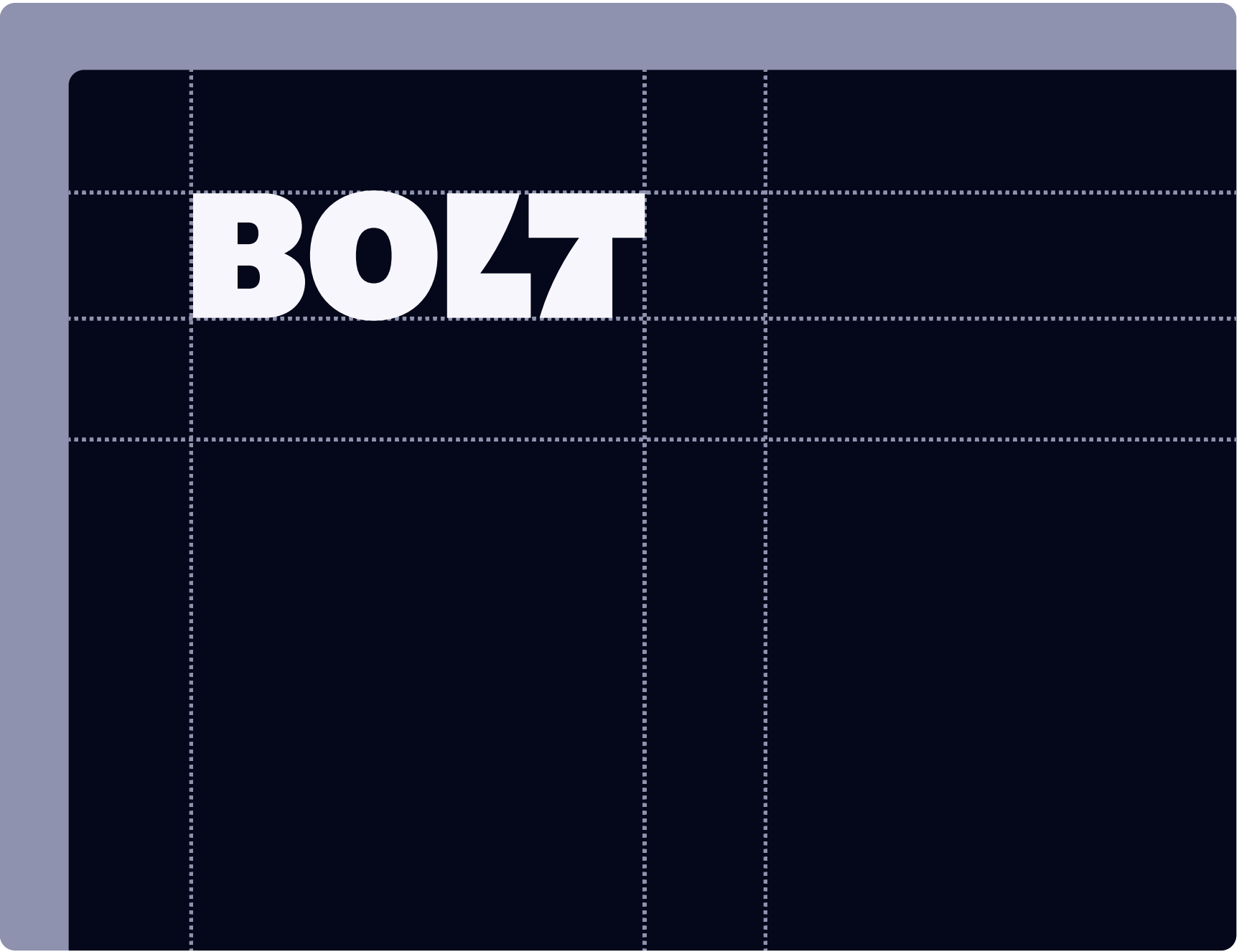
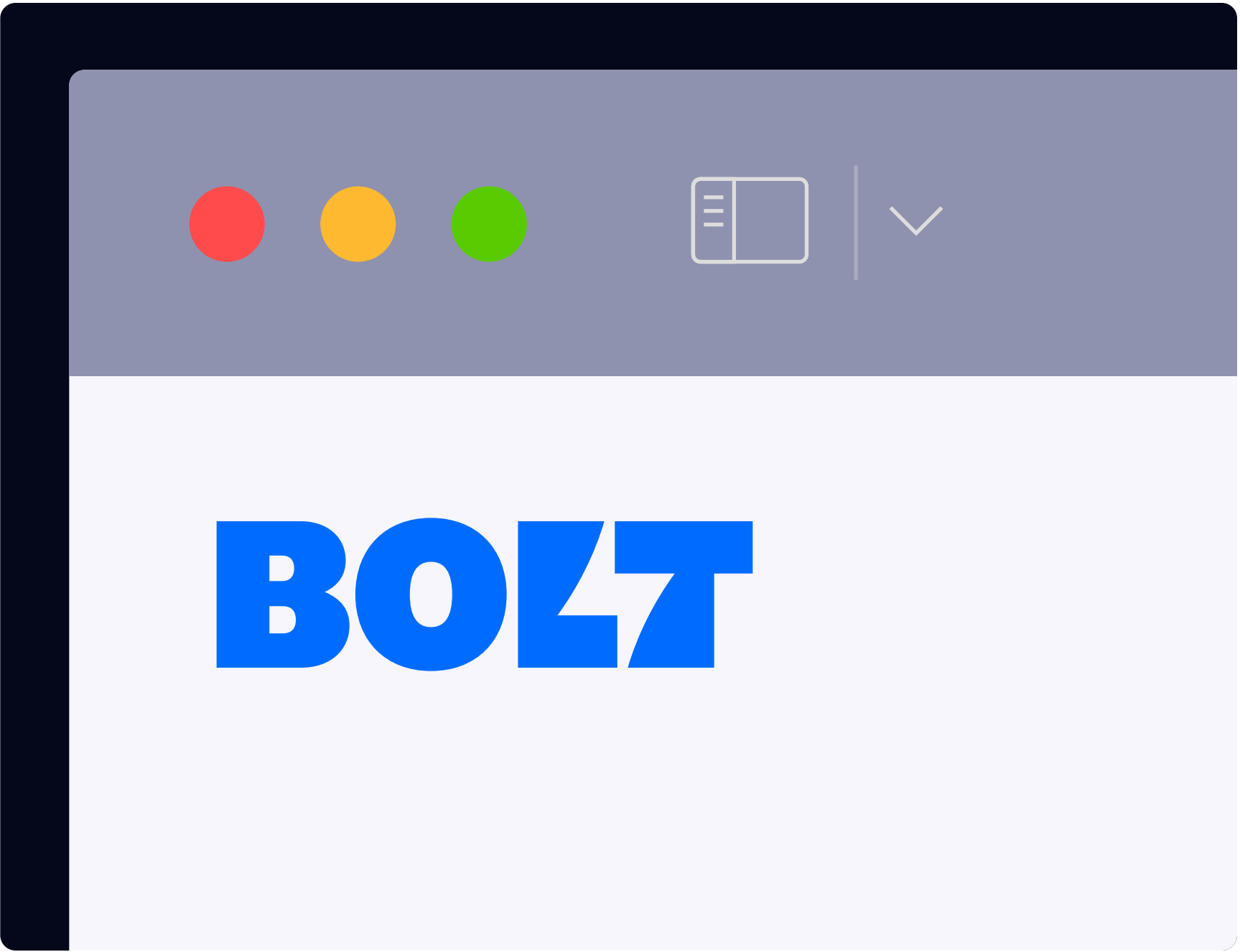
④



Clearspace

Minimum Size
For clarity across digital and print applications our logo should never be reproduced at any size below the adjacent guidance.

Clear Space
To look its best, our logo needs space to stand out. We have defined parameters to make sure no other elements encroach on this clear space.



Logo usage

The Bolt logo may be used as the large primary element in a piece of communication, or secondarily to support text or imagery.

Be conscious of sizing and contrast to ensure its primary or secondary functionality. We don't want the logo and adjacent elements to feel exactly the same.

① Logo as primary element

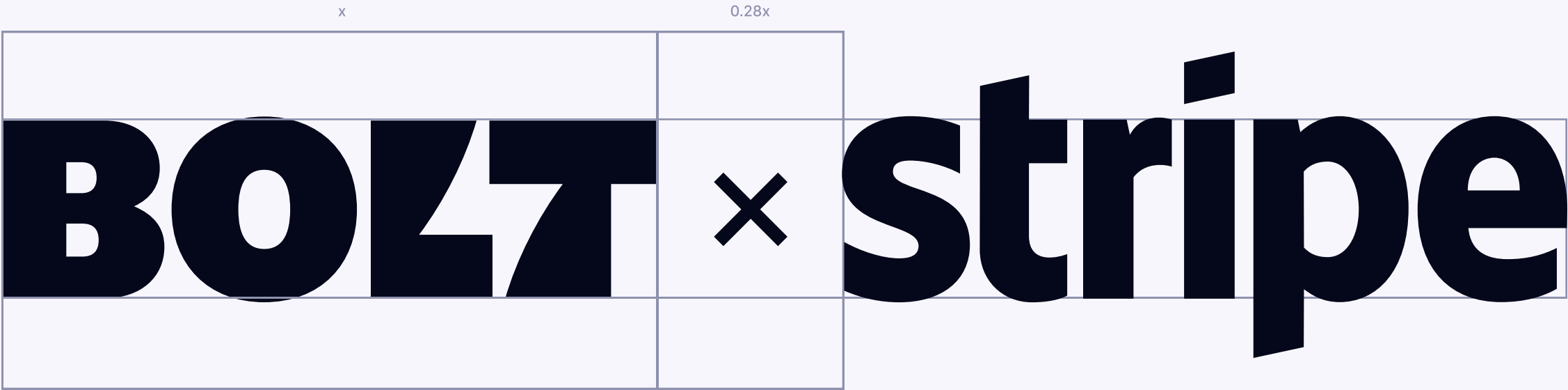
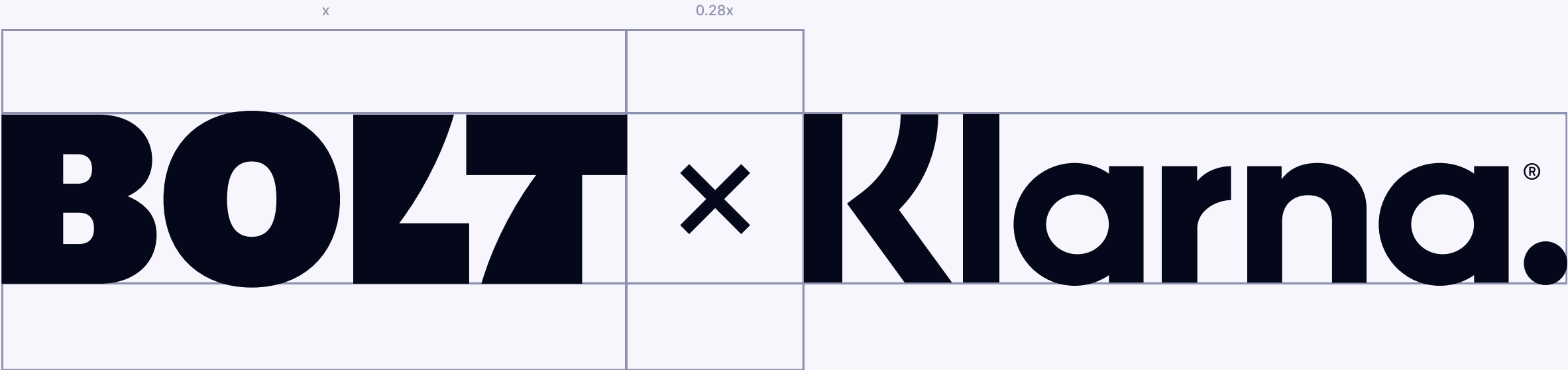
② Logo as secondary element



Co-branding

Sometimes, we may need to lockup our logo with another business or partner.

We separate our logo and a partner's logo by the distance of 0.28x. 'x' is defined by the width of our logo. Our partner's logo should never exceed the size height of our symbol, with the exception of small overhanging elements. For example due to the Fanatics logo's irregular size, we have to optically align to their wordmark as opposed to the flag's edge.



Our logo is our most sacred asset.

Please treat it with the utmost respect. Thank you.

Don't angle it.

BOLT

Don't add gradients.

BOLT

Don't make it 3D.

BOLT

Don't stretch it.

BOLT

Don't pull the bolt out.

⚡BOLT

Don't fill the bolt.

BOLT

Don't use multiple colors.

BOLT

Don't stroke it.

BOLT

Color

Primary colors

Bolt’s primary palette is simple, bold, and instantly recognizable. **Bolt Blue** is our lead color — confident, trustworthy, and unmistakably us. It carries the most visual weight and should always take priority over other accents.

Bolt Black and Bolt White provide balance and contrast. They’re used most often as backgrounds to create clarity and legibility.

Bolt Blue and Bolt Purple act as accent colors — adding energy and depth across digital and print applications. Use them thoughtfully, and never as background colors.

Bolt Black

#04091A
RGB: 4, 9, 26
Pantone: Black 6C
CMYK: 100, 20, 0, 100

Bolt White

#F8F6FE
RGB: 248, 246, 254
Pantone: Cool Gray 1XGC
CMYK: 2, 3, 0, 0

Bolt Blue

#006CFF
RGB: 0, 108, 255
Pantone: 2728 C
CMYK: 80, 59, 0, 0

Bolt Purple

#9A4EFF
RGB: 154, 78, 255
Pantone: 814 U
CMYK: 59, 73, 0, 0

Secondary colors

Our secondary colors bring depth and dimension to Bolt’s visual system.

They are used sparingly — never for CTAs, backgrounds, or typography. Instead, they appear in illustrations, accents, and supporting elements to complement and enhance our primary palette.

Used with restraint, these tones add warmth, contrast, and energy without overpowering Bolt Blue or diluting brand recognition.

Pink

#FF9AF1
RGB: 255, 154, 241
Pantone: 244 C
CMYK: 8, 45, 0, 0

Cyan

#68D8FC
RGB: 104, 216, 252
Pantone: 298 C
CMYK: 75, 0, 5, 0

Neutral colors

The neutral palette adds texture and depth. Example: In text-heavy compositions, de-emphasize secondary info by setting in gray.

Unsure of which color to select? Don't hesitate to ping a designer on Slack. Generally, stick to black. Avoid illegible color choices.

Gray 100

#111426
RGB: 17, 20, 38
Pantone 296 C
CMYK: 50, 39, 0, 86

Gray 200

#262A42
RGB: 38, 42, 66
Pantone: 533 C
CMYK: 42, 36, 0, 74

Gray 300 (Dark)

#454A66
RGB: 69, 74, 102
Pantone: 282 U
CMYK: 32, 27, 0, 60

Gray 400

#6A6F8C
RGB: 106, 111, 140
Pantone: 7668 U
CMYK: 24, 21, 0, 45

Gray 500

#8E92AF
RGB: 142, 146, 175
Pantone: 7675 U
CMYK: 19, 17, 0, 31

Gray 600 (Medium)

#B9BEDB
RGB: 185, 190, 219
Pantone: 7444 U
CMYK: 16, 13, 0, 14

Gray 700

#D3D7ED
RGB: 211, 215, 237
Pantone: 2706 U
CMYK: 11, 9, 0, 7

Gray 800

#E4E6F7
RGB: 228, 230, 247
Pantone: 657 U
CMYK: 8, 7, 0, 3

Gray 900 (Light)

#EDEFFC
RGB: 237, 239, 252
Pantone: 656 U
CMYK: 6, 5, 0, 1

Pure White

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

BOLT

Tone of Voice
Logo
Color
Typography



BOLT

- Home
- Wallet
- Addresses
- Settings

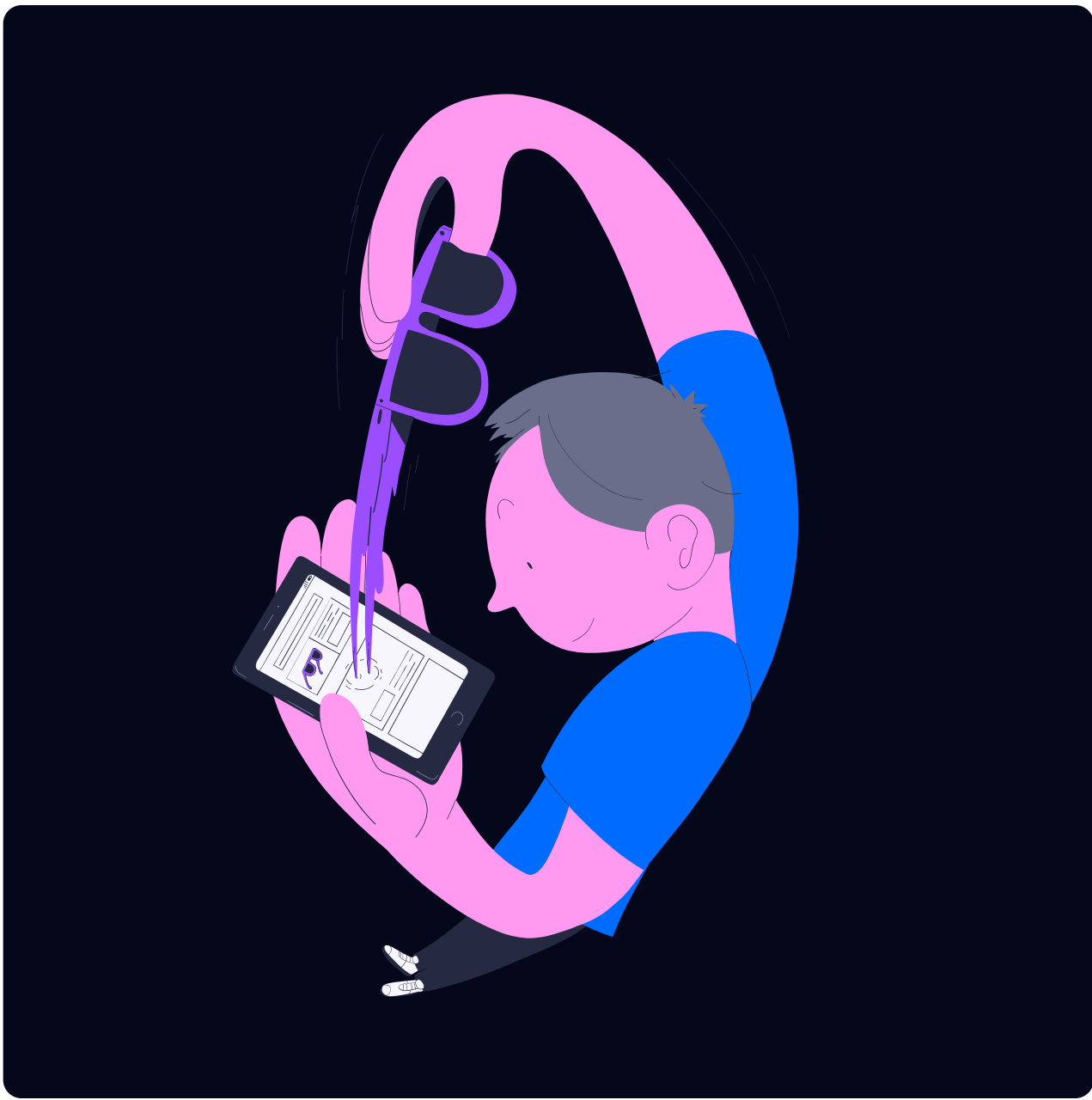
Put the ‘dash’ in dashboard.

With Bolt, you can enjoy one-click checkout at all your favorite stores. Manage your info, view order history, track all those exciting new orders and discover the best new brands, right here in your very own Shopper Dashboard.

Your Orders

No past orders

[Go Shopping](#)



Typography

Primary type

We have one typeface we use for all of our headlines: Agrandir Narrow Bold. Featuring many fine details, moderate contrast and slightly unusual anatomy, the typeface can be a loud and proud hero or a humble supporting actor for all sorts of designs.

Agrandir Narrow by Pangram Pangram

AaBbCc

Checkout faster than
you can say ‘one-click.’

Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Secondary type

Our secondary typeface, Inter, is used for all body copy and digital applications where clarity and readability take priority over expression.

It pairs naturally with our primary font, Agrandir, offering flexibility across everyday communications and product interfaces.

Inter is also our approved Google font substitute. When working in Google Slides, Docs, or Sheets, use Inter Tight Extra Bold for headlines and Inter Tight Medium for body copy.

If needed, Inter Semi Bold can be used for emphasis or when PPAgrandir isn't available.

Inter Tight by Rasmus Andersson

AaBbCc

Checkout faster than
you can say 'one-click.'

Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Semi Bold

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#\$%^&*

Type hierarchy

Whenever we write and design copy, please ensure to use the following examples as guidance.

Headline: PPAgrandir

Shockingly simple.

Subline: Agrandir Narrow Medium

The quickest, safest effortless-est way to pay for something online.

Body copy: Inter

Checkout often causes e-commerce anxiety. A less than seamless checkout experience can cause abandoned carts, fraud concerns, and general frustration that can stop a purchase in its tracks. Bolt relieves that burden, enabling shoppers to breeze through checkout and consistently converting guest shoppers into loyal account holders for better business in the short term and long run.

Annotation: Inter

Visit bolt.com for more information.

Button: Inter

CHECKOUT

Type color use cases

When combining our primary colors in a piece of communication, always try to ensure legibility. Do not layer bright colors atop one another or dark colors atop one another in a way that would make something difficult to read.

Here are a set of primary color combinations that could be a good place to start.

Shockingly Simple.

Shockingly Simple.

Shockingly Simple.

Shockingly Simple.

Shockingly Simple.

Shockingly Simple.

Shockingly Simple.

Shockingly Simple.

Highlights

Sometimes we use color to highlight certain words on a page for emphasis. The highlight color should be brighter than the rest of the sentence or paragraph, and is usually Bolt Blue.

① Background: bolt white, text: bolt black, highlight: bolt blue.

② Background: Bolt black, text: bolt white, highlight: bolt blue

①

**Checkout
faster than
you can say
one-click.**

②

**Checkout
in (half)
the blink
of an eye.**