



Bobby Calendar

Held Time — canonical brand book

VERSION V1.0 · 2026-09-01 · TOROSRICOS 0Ü · BOBBYCALENDAR.COM



POSITIONING

What Bobby Calendar is

MISSION

Give every person and every small team one honest view of their time, and make booking into it effortless for the people who need them.

VISION

Scheduling infrastructure that is calm, plain-spoken and trustworthy — eventually assisted by an AI Calendar that is planned, not live.

AUDIENCES

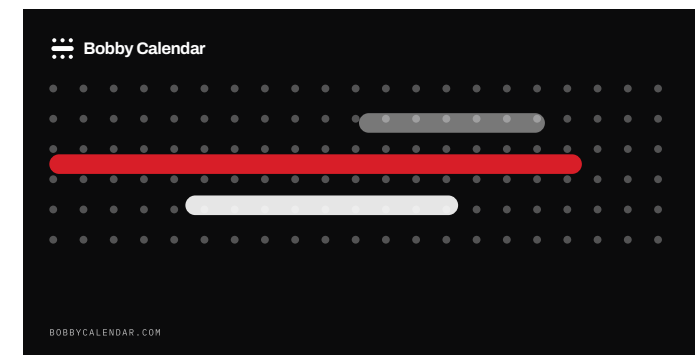
Individuals holding personal and work calendars together.

Small teams sharing availability. Service businesses with chairs, bays and rooms.

Communities and circles coordinating shared time.

PROMISE

A time offered by Bobby Calendar is a time that is really free.



THE IDEA

Held Time

CONSTRUCTION

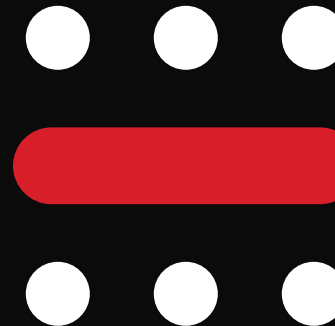
Six open moments as dots. One continuous band as the booking that holds them.
The mark abstracts a week without drawing a calendar page.

WHY IT WORKS

The band is a booked block; the dots are the openings around it.
It extends into a whole interface language: rules, dividers, loading states.

DISCIPLINE

Flat geometry only. No perspective, no depth, no gradient, no shadow.



LOGO SYSTEM

The complete suite



MASTER SYMBOL



MICRO SYMBOL



HORIZONTAL LOCKUP

**Bobby Calendar**

STACKED LOCKUP

FORMS

Horizontal · compact · stacked · wordmark

Master symbol · micro symbol · document lockup

Busy-surface safe plate · monochrome black and white

CLEAR SPACE

Minimum clear space on all four sides equals the height of one dot.

MINIMUM SIZES

Full symbol 24 px · micro symbol 16 px · lockup 120 px wide.

Below those sizes always switch to the micro construction.

NEVER

No rotation, outline, stretch, recolour, gradient or shadow.

Never place the colour mark on red.

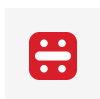
Never revive candidates 1 or 3.

SMALL SIZES

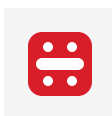
Micro legibility



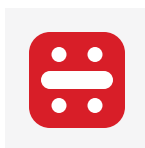
16 PX



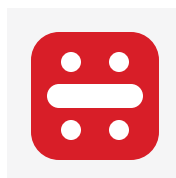
24 PX



32 PX



48 PX



64 PX



96 PX

RULE

The micro construction is a solid plate carrying one held band and four surviving moments, so the mark never collapses into a generic dash.

USE IT FOR

Favicons, browser tabs, app icons, inline platform emoji, avatars, list rows, table cells and any placement under 24 px.

COLOUR

Palette



Signal Red

#D81E28

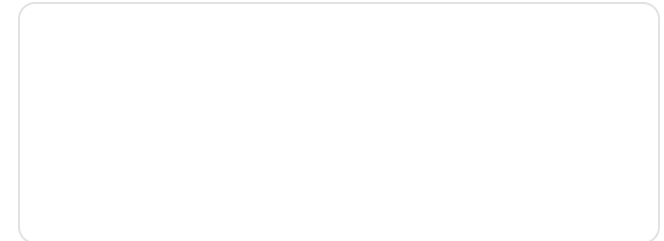
Primary. Held bands, accents, one action per view.



Ink Black

#0B0B0C

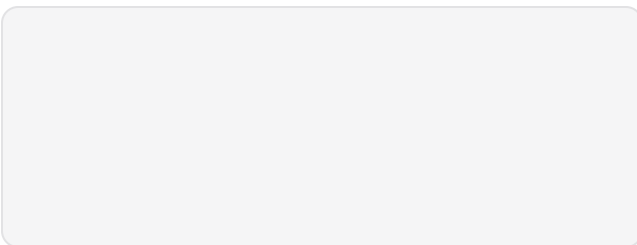
Text, dark surfaces, the whole monochrome system.



White

#FFFFFF

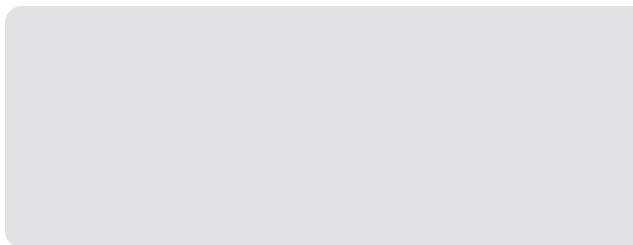
Primary surface and knock-out colour.



Surface

#F5F5F6

Quiet panels and asset backdrops.



Hairline

#E2E2E4

1 px borders and dividers only.



Secondary text

#6B6B70

Metadata and captions on white.

TYPE

Typography

Archivo — display

IBM Plex Sans — running text, interface labels, long-form guidance.

IBM Plex Mono — 09:30–10:15 · 2026-09-01 · Europe/Tallinn

RULES

Display is bold with tight tracking (-3%). Never letterspace display type.

Times, dates, durations, prices and identifiers always set in mono.

Sentence case everywhere except the mono kickers, which are uppercase.

HIERARCHY

One headline per section. One accent colour per view. Generous space.

VOICE

How Bobby speaks

PRINCIPLES

Plain language before product language. Short sentences.

Say what is true today. Confidence without hype.

The assistant asks before anything irreversible.

PLANNED, NEVER LIVE

AI Calendar, Bobby Talk, the API and MCP are described as planned.

Never imply a capability that is not shipped.

TIME

24-hour clock. ISO dates in data. Always name the time zone.

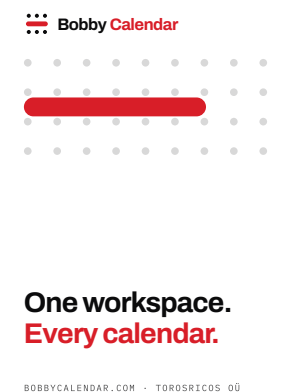
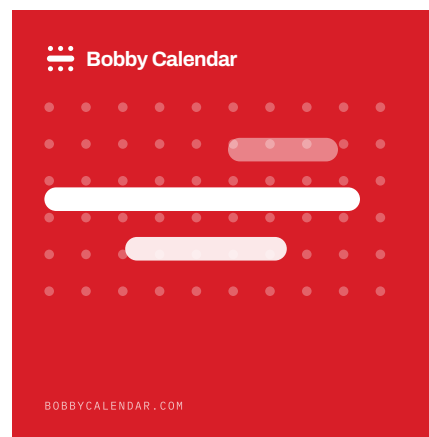
REWRITE

Instead of: “Revolutionise your scheduling with AI-powered synergy.”

Write: “Share one link. People book a time that is really free.”

APPLIED

Social and share artwork



FAMILIES

Horizontal 1200×630 · square 1080×1080 · vertical 1080×1350 and 1080×1920, each in a WITH TEXT and a WITHOUT TEXT variant plus platform-specific sizes.

RULE

Text variants carry one headline with one red phrase. Untexted variants stay pure pattern so a caption, product shot or profile crop can sit on top.

ACCESSIBILITY

Contrast and motion

CONTRAST

Ink on white and white on ink clear WCAG AA comfortably.

Signal Red is used for large text, bands and fills — never for small body copy on white.

White on Signal Red is reserved for display sizes and solid UI controls.

MOTION

Motion is short, linear and purposeful. Every animation is disabled under prefers-reduced-motion. Nothing loops indefinitely in the reading path.

STRUCTURE

One H1 per page, semantic landmarks, visible keyboard focus, alt text on every asset, and downloads labelled with format and size.

ASSETS

The production system

CANONICAL PATH

Every production asset is served from <https://bobbycalendar.com/images/>*

Paths are stable. Never rehost, rename or re-export outside the build.

NAMING

bobby-calendar-[family]-[variant]-[background|size].[ext]

FAMILIES

Logos, monochrome, micro icons, platform emoji, avatars, favicon and PWA, social horizontal / square / vertical with and without text, product share cards.

FORMATS

SVG is the source of truth for every mark. PNG exports are provided on transparent, white, ink and red. ICO is generated for legacy favicons.

OPERATOR

Ownership and version

OPERATOR

TorosRicos OÜ — Estonia. Canonical domain <https://bobbycalendar.com>

OWNERSHIP

The Bobby Calendar name, wordmark, Held Time symbol and this system belong to TorosRicos OÜ. Third-party names are used for identification only.

STATUS

Phase 1 brand and public surface. No product functionality is live.
Pricing, integrations, AI Calendar, API and MCP are planned direction.

VERSION

Brand book v1.0, generated 2026-09-01. Supersedes all candidate material.