



Page 01 — GlobalBoost brand guidelines

Identity, language, logo use and partner exports · Working edition · September 2026

GlobalBoost is a blockchain project and the name associated with BSTY and a wider ecosystem of tools. This guide establishes a coherent presentation for the two supplied logos. Mission and brand voice copy is proposed for owner approval. Technical, legal and market claims require verification before publication.

Source status: Primary logo: 1912 × 482 RGBA PNG. Standalone icon: 489 × 482 RGBA PNG. Both have transparency and a soft glow. No editable native vector, approved monochrome artwork, CMYK/spot proof or partner license was supplied. The companion ZIP contains exact masters and proportional digital downsizes.

Proposed line: Built to connect people and possibility.

Page 02 — Story and purpose

GlobalBoost's story begins in 2014. Its brand should convey continuity, participation and openness to new applications, while describing what the network and each product actually does today. The blue ring frames a distinctive red and white center; the wordmark makes the name legible across marketing and partner contexts.

Proposed mission: Make the network, its data and its surrounding tools understandable and useful to participants and builders.

Proposed vision: An accessible ecosystem where people can exchange value and create independent digital experiences with clarity about the role of each service.

Core values: Clarity in explanations; participation across skill levels; verifiable claims supported by sources; continuity with the project's history. These statements are proposed brand language, not a representation that every ecosystem service shares identical architecture or capabilities.

Page 03 — Brand architecture

Name	Role	Usage
GlobalBoost	Parent brand and ecosystem	Use on the site, organizational information and network overviews
BSTY	Coin or network asset	Use when specifically discussing the coin, transfer or network data
Boostr LIVE	Distinct product identity	Describe its factual connection to GlobalBoost only where verified
Explorers	Network information interfaces	Name, link and attribute each actual source independently

Use GlobalBoost as one capitalized word and BSTY in capitals. Do not treat a third-party exchange price as an on-chain price, or imply that a separate media product records all interactions on the BSTY chain. Label live data with the source and last successful update.

Page 04 — Voice and writing

Write in a direct, informed, optimistic and precise voice. Explain the human benefit before the technical mechanism. Favor “Explore recent blocks” over an abstract promise. Use sentence case in interface labels and short, descriptive link names.

Do: Explain a feature’s purpose, cite a current source for live metrics, show dates on archived news, and distinguish service status from a zero value. **Avoid:** Guaranteed returns, absolute reliability, unsupported decentralization claims, exaggerated speeds or invented node rewards.

Message order: What it is → what someone can do → the evidence or live source → the next useful step. Technical terms such as difficulty, confirmations and hashrate need a short plain-language explanation for new visitors. Check network specifications, supply figures and exchange listings against current authoritative sources before publishing them.

Page 05 — Primary logo



The primary horizontal mark pairs the circular emblem with the GlobalBoost wordmark. Global reads in deep blue and Boost in red. Use the exact supplied PNG master or a proportional size export from the kit. Preserve the emblem's proportions, the word spacing and the relative size of the mark and lettering.

A calm dark field is preferred because the white inner ring and supplied glow remain legible. Test all other surfaces at the intended display size. Keep the logo out of dense photography. Its current source is raster; the glow and soft edges cannot be converted into an exact vector by merely enclosing the image in SVG. Create and approve a native vector master before print production.

Page 06 — Icon and responsive use



The standalone icon contains the blue outer circle, white interior ring and red center with a white letterform. Keep these components together. Use the icon when the GlobalBoost name is already nearby or context is clear, such as social avatars and app tiles. For a first mention or partner page, prefer the full name.

Digital starting minimums, pending optical approval: 280 CSS px wide for the primary lockup; 48 CSS px for the icon. A 32-pixel icon is provided for proofing, but a 16-pixel favicon should have a separately designed simplified master if details close up. Never crop the icon out of the horizontal logo when the supplied standalone file is available.

Page 07 — Clear space and sizing

Until an approved vector establishes a measurement unit, leave clear space of at least **12% of displayed logo width** around the horizontal mark. For the icon, reserve at least **one quarter of its diameter** on every side. The glow may extend beyond solid pixels; keep it clear of text and neighboring logos.

Scale the supplied raster down for digital use. Never enlarge it above its original 1912-pixel horizontal width or 489-pixel icon width and call the result higher resolution. The proposed minimums require actual device testing; print dimensions remain unset until a vector and press proofs exist.

For partner lockups, allow at least two icon diameters between identities when layout permits. Align visual centers and keep the mark away from the edge of a card, page or image crop.

Page 08 — Unacceptable use

- Do not stretch the emblem into an ellipse or compress the letters.
- Do not recolor the red center, blue ring or white interior.
- Do not remove a ring, replace the white letterform or invent an icon crop.
- Do not add another glow, outline, bevel or shadow to the existing raster.
- Do not set the logo on a busy image or a background of similar hue and value.
- Do not flatten the supplied PNG to one color and call it an approved monochrome variant.
- Do not distribute a PNG wrapped in SVG as native vector art.

If a background cannot support the supplied logo, use a deliberate dark plate or request an approved variant. Keep misuse examples inside guidelines only; never package them as downloadable assets.

Page 09 — Digital color palette

These are **working sRGB approximations** sampled from solid regions of the source images. Gradients and glow contain additional colors; these values do not reproduce the entire artwork or establish official print values.

Token	HEX	RGB	Suggested role
Deep Blue	#003080	0, 48, 128	Navigation and primary identity
Boost Red	#E00020	224, 0, 32	Emphasis and prominent action
Cloud White	#F8F8F8	248, 248, 248	Light type and ring reference
Night	#080E1A	8, 14, 26	Preferred dark surface
Slate	#AFC0D3	175, 192, 211	Supporting text on dark surfaces

Approve color in context before publishing the token file as a final standard. Establish a printer ICC profile, target stock and proofing conditions before specifying CMYK or Pantone values.

Page 10 — Contrast and accessibility

Text is separate from logo artwork and must meet its own contrast standard. Cloud White on Night and Deep Blue on Cloud White are strong starting pairs. For red buttons, test white text at actual size and weight against the approved red; do not assume a sampled value ensures every red in the image passes. Recheck any translucent overlay on the final page background.

Use a visible keyboard focus indicator, descriptive alternative text for the mark, readable live metrics and reduced-motion behavior on animated pages. Do not use red and blue alone to identify status or chart series: combine color with labels, icons or patterns. Ensure a ticker remains comprehensible without movement.

The asset manifest supplies colors for screen work, not a certification that every combination passes WCAG AA or AAA. Recalculate after the brand owner approves final design tokens.

Page 11 — Typography

Proposed heading and body system: Inter or another appropriately licensed geometric sans serif, with Arial, Helvetica, sans-serif fallbacks. Use the logo image itself for the official wordmark; typeset text is editorial text, never a replacement logo.

Role	Digital size / line height	Weight
Hero	56-72 px / 1.05	700-800
Section heading	32-44 px / 1.15	700
Card heading	20-24 px / 1.25	600-700
Body	16-18 px / 1.5	400
Caption	13-14 px / 1.4	400-600

Use a legible monospaced face for hashes, addresses and network values, with distinct 0/0 and 1/l. Avoid tight tracking and long all-cap paragraphs. The logo kit contains no font files; check licenses before redistribution.

Page 12 — Imagery and motion

Show useful applications, builders, communities and credible interface captures. A cinematic space or globe motif can support reach and scale, but should not dominate the message or imply a technical feature that is not implemented. Use dark navy as atmosphere and red/blue highlights sparingly.

Place the logo in an area of steady tone; do not force the soft glow over complex photography. Label mock interfaces and illustrative figures. Secure rights for photos and do not imply that an identifiable person or company endorses GlobalBoost without permission.

Motion should be slow and purposeful. Keep paragraphs and network data readable while animations run. Respect reduced-motion preferences; provide a pause where needed. A status display should reveal when the data was last successfully retrieved.

Page 13 — Charts and interfaces

Every chart should state its metric, unit, time range, source and last update. Distinguish missing data from a numeric zero and a historical value from a current measurement. If a secondary explorer supplies fallback data, label it accurately rather than implying it came directly from a node connection.

Use Deep Blue for brand continuity and Boost Red for restrained emphasis. Add distinct semantic colors for success, caution and error, and supplement color with text or markers. Never imply red always means a loss or green always means profit. Keep chart series distinguishable in grayscale.

Icons should have consistent weight and rounded geometry; the official GlobalBoost icon is an identity mark, not a generic bullet or substitute for a technical status symbol.

Page 14 — Partner and co-branding

Use the full GlobalBoost mark for the first introduction alongside another brand. Give both marks enough room and optical balance; use a divider when the space is tight. Preserve each partner's own artwork and never combine letterforms or recolor a mark to force a match.

“Powered by GlobalBoost” and “Brought to you by GlobalBoost” require a real, verified relationship and approval of the wording. Exchange links should identify the exchange without implying endorsement or promising liquidity. Boostr LIVE is a distinct product identity; describe any connection to GlobalBoost or BSTY precisely.

The accompanying ZIP is a working digital kit. It does not grant a trademark license or contain print-ready vector assets. The project owner should approve partner uses, lockups and distribution terms before public release.

Page 15 — Production and approval

Before releasing a partner pack publicly:

1. Approve the source mark and icon at full, medium and small sizes.
2. Approve final sRGB tokens, dark/light behavior and minimum digital sizes.
3. Create path-based editable vectors, monochrome variants and a simplified favicon if needed.
4. Proof CMYK and any spot inks on intended materials with a print vendor.
5. Verify mission language, technical claims and legal usage terms with the project owner.
6. Produce a versioned ZIP with a release date, file hashes and a tested extraction.
7. Archive the previous release and document who approved changes.

Current release state: Exact supplied PNG masters and proportional digital downsizes. All strategic copy and color tokens in this guide are proposed. Print masters, co-branding lockups and external rights remain pending.

Appendix — Export and package specification

A. Directory structure

```
GlobalBoost-Brand-Kit/  
  00-Guide/          PDF, README, dark previews, checksums, manifest  
  01-Primary/        supplied horizontal PNG and proportional downsizes  
  02-Icon/           supplied icon PNG and proportional downsizes  
  03-Color/          working RGB token JSON and CSS
```

The PNG masters in the kit preserve the supplied pixels. The preview files composite the supplied artwork over Night solely to show placement. No source has been presented as native vector. The ZIP uses short, portable paths and conventional Deflate compression.

B. Names and formats

Use lowercase ASCII and hyphenated filenames: `globalboost-{primary|icon}-{master|WIDTHw}.png`. Width is the actual pixel width. Future approved SVG exports must contain editable path geometry, an explicit view box, sRGB colors for screen and no embedded raster or external font dependency. Future PDF/EPS files need an approved print profile and vendor proof.

C. Export matrix

Variant	Digital PNG	Native SVG	Print PDF/EPS	Status
Primary full-color	Included	Design and approve	Proof required	Raster screen use
Icon full-color	Included	Design and approve	Proof required	Raster screen use
Pure white/black	Not supplied	Design and approve	Proof required	Pending
Compact/stacked	Not supplied	Design and approve	Proof required	Pending
16 px favicon	Not supplied	Simplified icon needed	Not applicable	Pending

D. QA

Check transparency and aspect ratio in every PNG, verify size exports never exceed the originals, inspect glow and legibility at final display size, validate every checksum and extract the ZIP as a final test. Do not label an RGB file CMYK or assign Pantone codes from an automated nearest-match service. Release dates and owner approvals belong in a versioned manifest.