pebble.bot

BRAND

The pebble.bot brand.



Our logo, app icon, colours and type, ready to download for press, partners and anyone writing about Pebble.

2.6 MB. Logos, the app icon, the eight Pebbles, the Pebble group, the link preview card, colours and this guide.

The logo.

pebble.bot, in two shapes. Use the light version on white and light grounds, and the dark version on dark ones.



Wide, on light



Wide, on dark



Stacked, on light



Stacked, on dark

The kit also has the wordmark on its own, versions for the periwinkle colour, and one-colour ink and white versions for print.

Write it like this.

The logo is our web address. The app has a short name.

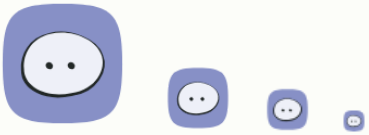
The logo	**pebble**.bot Always lowercase, in the logo and when you point people to the web.
The product and the app	**Pebble** “Download Pebble for Mac.” Start sentences with Pebble.
Its helpers	**Pebbles** “Ask one of your Pebbles.”
Please don’t write	~~Pebble.Bot~~ ~~PebbleBot~~ ~~Pebblebot~~

The app icon.

The Guide Pebble on its periwinkle tile. The same on every platform.



Sizes



Leave a quarter of the icon’s width empty on every side.
Smallest size: 16 px on screen, 10 mm in print.

Don’t recolour it, stretch it or add shadows, glows or glass.

Colours.

Ink and periwinkle carry the logo. They are fixed and never change with a theme.

Ink
#222827
RGB 34, 40, 39
pebble in the logo, outlines and eyes

Periwinkle
#8790C6
RGB 135, 144, 198
The app icon tile and the logo colour

.bot on light
#6D74A0
RGB 109, 116, 160
On white and light grounds

.bot on dark
#A9AFD8
RGB 169, 175, 216
On dark grounds

Icon body
#EEF0F8
RGB 238, 240, 248
The stone in the app icon

The stones

Ochre
#E6C3AA

Seafoam
#BBD3CC

Honey
#EBD6A6

Periwinkle
#C7CAD8

Rose
#DFBFBD

Paper
#E5DBC3

Sky
#B7D0DD

Lilac
#D3C6D5

Download as Adobe swatches (.ase), CSS variables or plain text.

Type.

Onest, an open-source typeface. Sentence case everywhere; only the logo is all lowercase.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Calm and plain — Onest 400 · text

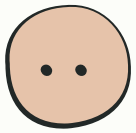
Calm and plain — Onest 500 · labels

Calm and plain — Onest 600 · headings

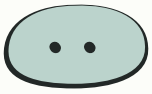
pebble.bot — Onest 800 and 400 · logo

The Pebble family.

Eight hand-inked stones, one for each stone colour. Two colours each: the stone and its ink.



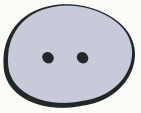
Ochre
#E6C3AA



Seafoam
#BBD3CC



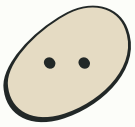
Honey
#EBD6A6



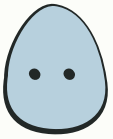
Periwinkle
#C7CAD8



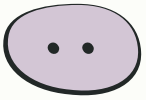
Rose
#DFBFBD



Paper
#E5DBC3



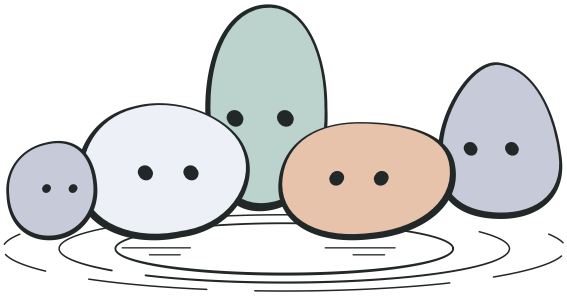
Sky
#B7D0DD



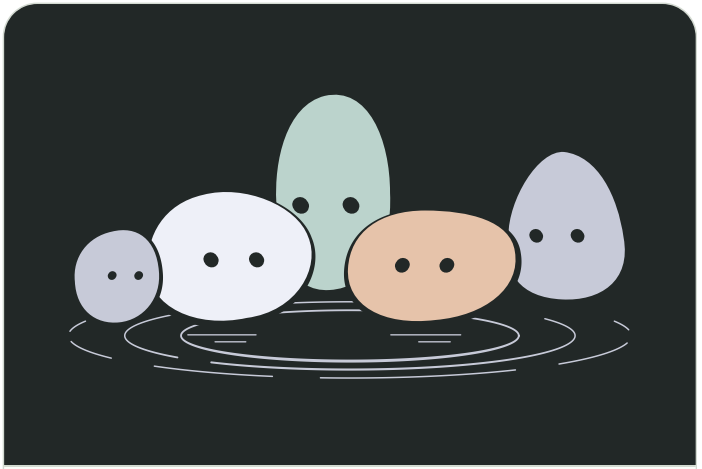
Lilac
#D3C6D5

The Pebble group.

Five Pebbles in a huddle at the edge of still water. Use the ink ripples on light grounds and the periwinkle ripples on dark ones.



Group, on light

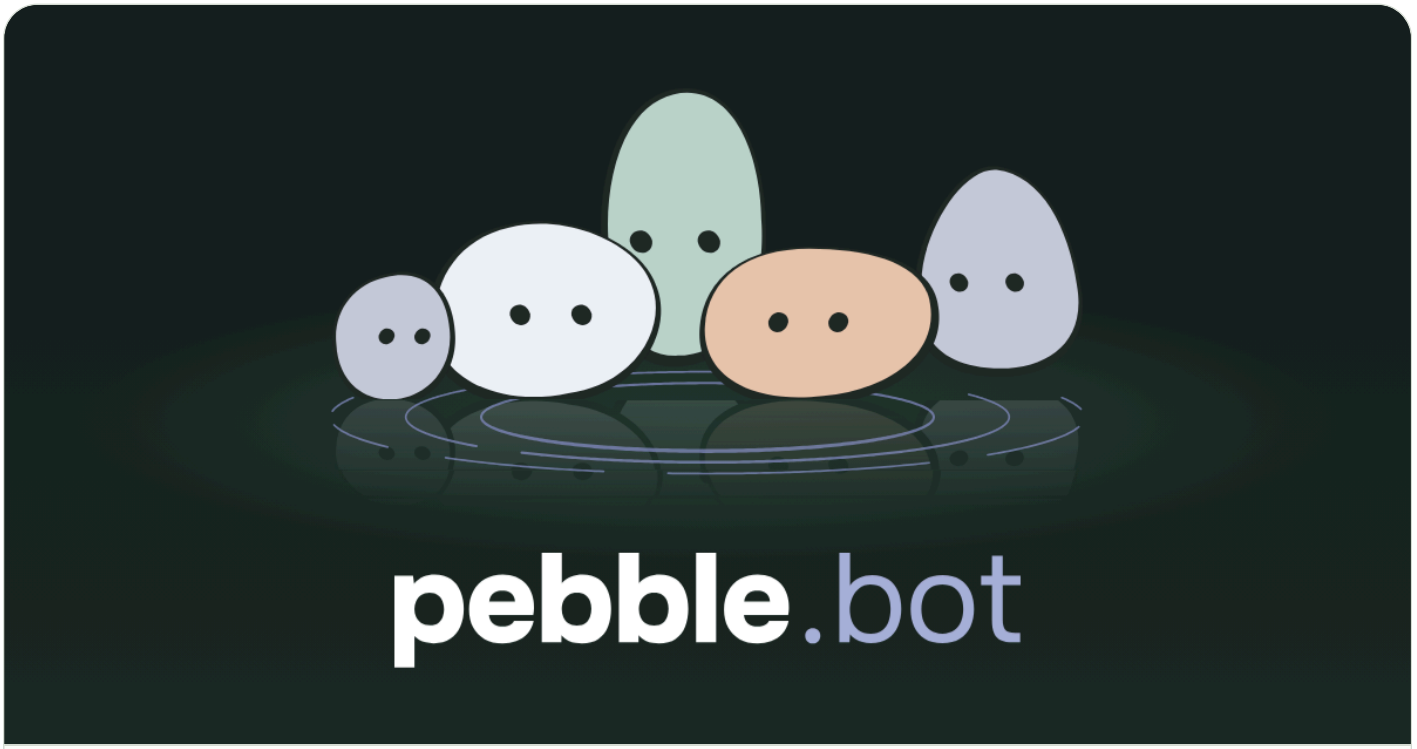


Group, on dark

Keep the stones and their places as drawn. Don't add a ground line, shadows or gradients.

Link preview.

Use this image when you share pebble.bot.



Link preview card

Clear space and minimum sizes.

Give the logo room: the height of the lowercase “e” on every side. Nothing goes inside the tinted area.

pebble.bot

Smallest sizes

Wide
112 px on screen · 28 mm in print

pebble.bot

Stacked
72 px · 18 mm

pebble.bot

Wordmark
80 px · 20 mm

pebble.bot

Icon
16 px · 10 mm

Shown at real size.

Do and don't.

Keep the logo as it is, on a calm ground with enough contrast.



DO Full colour on white or light grounds.



DO The dark version on dark grounds.



DO The periwinkle version on periwinkle.



DON'T Stretch or squash it.



DON'T Change its colours.



DON'T Add shadows, glows or outlines.



DON'T Change the capitals or the font.



DON'T Put it on a busy background.



DON'T Rotate or tilt it.

Download the brand kit.

Everything on this page in one file, for when you write about or work with Pebble.

Press and partners: **hello@pebble.bot**

Logo. Wide, stacked and wordmark, in five versions each. SVG and PNG.

App icon. 1024 px master, smaller sizes and the favicon set.

The Pebble family. Eight stones, SVG and PNG.

The Pebble group. On light and on dark, SVG and PNG.

Link preview. The share card at 1200×630 and 2400×1260.

Colours. Adobe swatches, CSS variables and plain text.

Type. The Onest licence and where to get it.

This guide as a PDF, and a short README. 2.6 MB in all.