

BOON SOLUTIONS

Brand Guidelines

Table of contents

Introduction

1. About this guide
2. Who it's for

Logo

3. Primary logo
4. Minimum size & clear space
5. Logo variations
6. Logomark & favicon
7. Correct usage
8. Incorrect usage

Colour Palette

9. Primary colours
10. Supporting colours
11. Colour use examples

Typography

12. Logo typeface
13. Brand typeface
14. Text hierarchy

Applications

15. Website Design
16. Linkedin profile

Backgrounds & Imagery

17. Background preference
18. Recommended photography style
19. Icons & Graphics

Design Specifications

20. Container and spacing sizes
21. Button details
22. Image ratios for posts

Contact Details

23. Brand owner details

About this guide

These guidelines have been developed to ensure Boon Solutions' brand identity is presented with clarity and consistency across every touchpoint.

They establish standards for logo usage, colour palette, typography, and visual application across both digital and print communications.

By following these guidelines, Boon Solutions and its partners can maintain a cohesive visual presence that reflects the company's commitment to innovation, precision, and trust.

Every design element works together to reinforce Boon's reputation as a forward-thinking leader in data-driven solutions.

Who it's for

These guidelines are designed for anyone involved in creating, managing, or applying Boon Solutions' brand communications and materials. Their purpose is to ensure the brand is represented consistently, accurately, and professionally across every medium and platform.

They are particularly relevant for:

- Designers, developers, and internal teams responsible for Boon's visual and written communications.
- Partner organisations collaborating with Boon on joint initiatives or campaigns.
- External agencies, freelancers, and printers producing branded materials.
- Teams managing co-branded or shared communication assets where alignment with Boon's identity is required.

By following these guidelines, all contributors help maintain a cohesive, trusted, and data-driven brand identity that reflects Boon Solutions' values, expertise, and commitment to innovation.

Primary logo

Primary logo

The Boon Solutions logo is the cornerstone of our visual identity. It represents the company's commitment to innovation, clarity, and expertise in data-driven solutions.

The logo must always be used in its approved form and proportions, without any alterations, distortions, or colour modifications. It should appear clearly and legibly in all applications.

The primary logo can be used on white, Boon Blue, or black backgrounds to maintain optimal contrast and visibility across digital and print formats, ensuring clarity and recognition.

PRIMARY LOGO - WHITE BG



PRIMARY LOGO - BLUE BG



PRIMARY LOGO - BLACK BG



Minimum size & clear space

Minimum size & clear space

To maintain legibility and visual impact, the Boon Solutions logo must never be displayed smaller than the minimum size. This ensures it remains clear and recognizable across both print and digital applications.

- Print: Minimum width of 20 mm
- Digital: Minimum width of 71 px

MINIMUM SIZE



Print

Minimum width of 20 mm

Digital

Minimum width of 71 px

CLEAR SPACE



Clear space

Adequate clear space must always surround the logo to ensure visibility and prevent visual clutter. The minimum clear space is defined by the height of the letter "O" in the logo. No text, images, or graphic elements should enter this protected area.

Logo variations

Primary logo + Fluent in Data tagline

The primary logo combined with the “Fluent in Data” tagline is the preferred version for most applications. It communicates both the brand identity and its core positioning in one unified mark. This version should be used on key touchpoints such as the website, presentations, marketing materials, and official documents to strengthen recognition and consistency across all communications.

PRIMARY LOGO + FLUENT IN DATA TAGLINE



FLUENT IN DATA TAGLINE

FLUENT IN DATA

Fluent in Data tagline

The standalone tagline “Fluent in Data” may be used independently as a supporting brand element when the full logo is not suitable or required. It reinforces Boon Solutions’ expertise and focus in the data industry while maintaining a consistent tone with the visual identity.

FLUENT IN DATA TAGLINE USAGE EXAMPLE

FLUENT IN DATA

**Heading text
example**

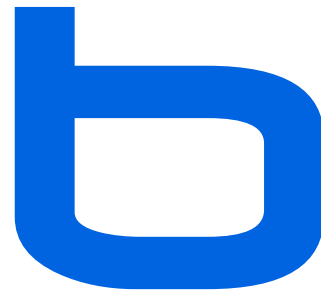
Id mossit est, cumque excea dolupta doluptas ditiorp oreicid ut modit que eratem delest et dolupta quibus raestotatur aut eum este dolupture sequi blatia aut ver-

Logomark & favicon

Logomark

The Boon Solutions logomark represents a simplified version of the full logo, designed for use in compact or space-limited applications. It embodies the brand's modern, data-focused identity while maintaining clarity and recognisability across all platforms.

LOGOMARK



FAVICON



Favicon

The favicon features the Boon logomark within a Boon Blue background, optimised for digital environments. It provides a clear and consistent visual identifier across browser tabs, mobile devices, and web applications.

Correct usage

Correct usage

The Boon Solutions logo should always be applied in its approved forms to maintain consistency and professionalism.

Acceptable variations include the full logo with tagline, the reversed version on Boon Blue, the monochrome version for single-colour applications, and the logomark when space is limited.

These approved formats ensure legibility, visual balance, and alignment with Boon's modern, data-focused identity across all print and digital materials.

CORRECT USAGE



Logo with tagline on white background



Reversed logo on blue background



Logomark only



Horizontal logo without tagline



Monochrome version for single-colour print



Logo centered on neutral background

Incorrect usage



Do not stretch
or distort



Do not change the
logo colours



Do not add effects



Do not crop or separate
elements



Do not place on busy
backgrounds



Do not alter or replace the
tagline

Incorrect usage

To maintain Boon Solutions' professional and cohesive visual identity, the logo must never be altered, distorted, or applied in ways that compromise clarity or recognition.

Avoid stretching, rotating, or recolouring the logo in non-approved shades. It should not be placed on busy, low-contrast, or non-brand backgrounds, as this reduces legibility and consistency.

Do not apply visual effects, crop or separate elements, or modify the tagline in any way. Such alterations weaken Boon's professional image and undermine the integrity of the brand across all applications.

Primary colours

Off-Black

Off-Black is used primarily for body text, headings, and essential interface elements. Its deep tone provides excellent contrast against lighter backgrounds, ensuring clarity and legibility. This colour reflects Boon Solutions' professionalism, precision, and data-driven focus.

Pure White

Pure White represents simplicity, openness, and balance within the Boon Solutions identity. It serves as the foundation for layouts and backgrounds, allowing other brand elements to stand out while maintaining a clean, modern aesthetic.

Boon Blue

Boon Blue is the signature brand colour, symbolising trust, innovation, and technological expertise. It anchors the visual identity and is used across key brand assets to reinforce recognition and consistency across digital and print communications.

OFF-BLACK

HEX: #1E1F21
RGB: 30, 31, 33
CMYK: 9, 6, 0, 87

PURE WHITE

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

BOON BLUE

HEX: #2C64E5
RGB: 44, 100, 229
CMYK: 81, 56, 0, 10

Supporting colours

BOON DARK GREY

HEX: #495663
RGB: 73, 86, 99
CMYK: 26, 13, 0, 61

Boon Dark Grey

Boon Dark Grey provides depth and balance within the colour system. It is used for secondary text, icons, and supporting graphics where a softer contrast is preferred over black. This tone adds sophistication and stability, complementing the brand's modern, data-focused aesthetic.

Boon Light Grey

Boon Light Grey acts as a neutral background colour that enhances readability and provides subtle separation between content areas. It helps maintain a clean, structured layout while keeping the overall look approachable and uncluttered.

Boon Light Blue

Boon Light Blue adds a touch of freshness and approachability to the visual identity. It works well for highlights, backgrounds, and subtle accents, supporting Boon Blue while maintaining consistency across all brand communications.

BOON LIGHT GREY

HEX: #F4F6F9
RGB: 244, 246, 249
CMYK: 2, 1, 0, 2

BOON LIGHT BLUE

HEX: #EDF4FF
RGB: 237, 244, 255
CMYK: 7, 4, 0, 0

Colour use examples

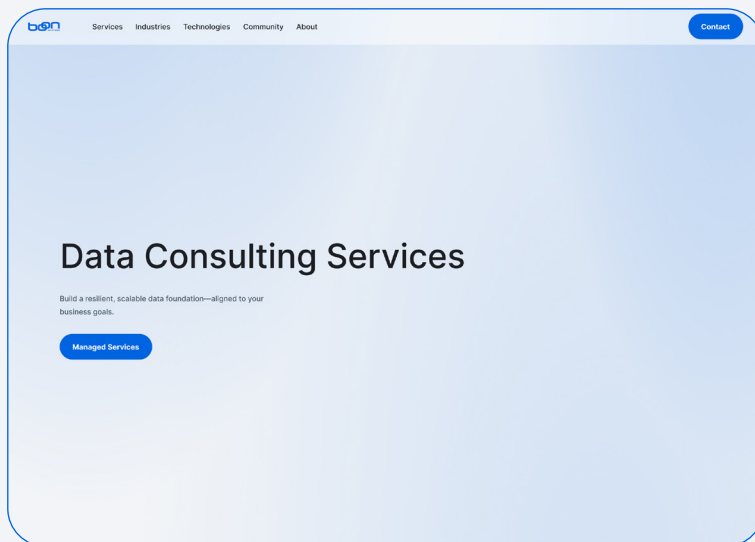
Gradient backgrounds for hero sections

Soft gradient backgrounds, featuring Boon Blue and Light Blue, are used in hero sections to create a modern and dynamic visual presence.

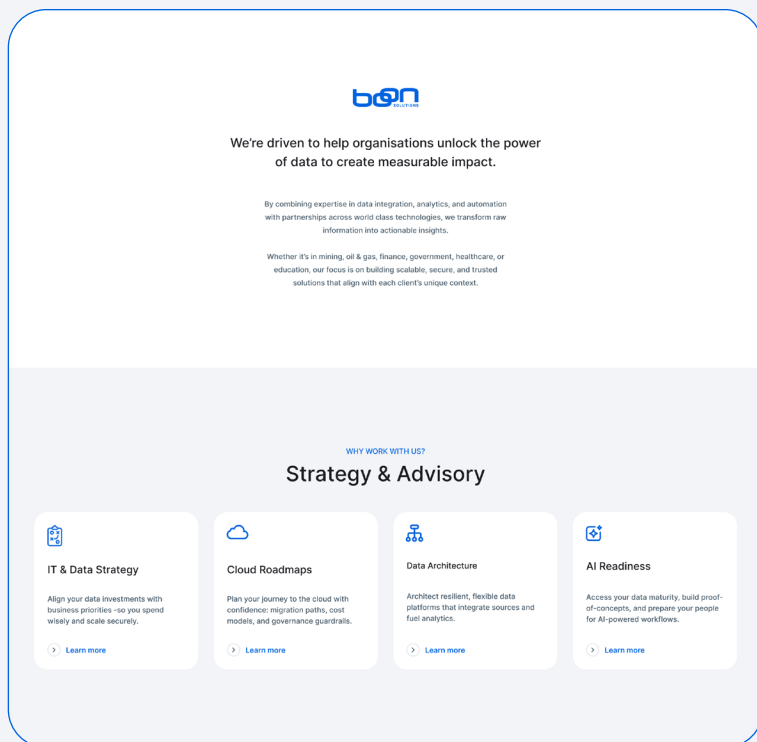
This approach conveys innovation and depth while maintaining a professional tone.

The subtle gradient effect adds visual interest without overwhelming content, ensuring focus remains on key messaging and CTAs.

GRADIENT BACKGROUND



WHITE/LIGHT GREY BACKGROUND



White and light grey backgrounds for content sections

White and Boon Light Grey backgrounds provide structure and clarity throughout the layout.

They create contrast against colourful hero areas and help organize information effectively.

These lighter tones enhance readability, promote a clean aesthetic, and reflect Boon Solutions' commitment to precision and simplicity.

Logo typeface

Aa

Neuropol (TT)

The word “boon” in the primary logo uses Neuropol (TT) in lowercase, a geometric and futuristic typeface that reflects precision, innovation, and a forward-thinking identity. Its rounded forms and balanced letter spacing give the logo a modern, approachable feel, aligning with Boon Solutions’ focus on data fluency and technological expertise.

Inter Bold

The word “SOLUTIONS” is set in Inter Bold, providing contrast and balance to the logo. Its clean, contemporary structure reinforces clarity and professionalism, while the uppercase format adds strength and stability. This pairing complements Neuropol’s modern aesthetic, ensuring the logo feels cohesive, distinctive, and adaptable across digital and print applications.

Aa

PRIMARY LOGO

“boon” in “Neuropol (TT)”
lower-case letters



boon SOLUTIONS



“SOLUTIONS” in “inter bold”
capital letters

Brand typeface

Inter – The Primary Typeface

Inter is the primary typeface for the Boon Solutions brand. It's a modern, versatile sans-serif designed for clarity, legibility, and consistency across all digital and print applications.

Its clean design aligns with Boon's professional, data-driven identity while ensuring accessibility and readability in every context.

Usage

Inter is used for headings, subheadings, body copy, captions, and UI elements across all brand materials.

The typeface provides a cohesive visual rhythm, supporting a clear hierarchy and maintaining balance throughout all communication touchpoints.

Key features

- Optimised for screen and print with open counters, high legibility, and generous spacing for improved readability.
- A wide weight range enables flexibility in design layouts while preserving visual harmony.
- Robust performance across all platforms, supported by strong language coverage and precise rendering at all sizes.

Inter regular

Inter medium

Inter semi-bold

Aa

Text hierarchy

Heading 1

Font: Inter Bold 64pt / 72pt
Line height: 78pt

Heading 2

Font: Inter SemiBold 48pt / 56pt
Line height: 60pt

Heading 3

Font: Inter Medium 30pt / 32pt
Line height: 36pt

Heading 4

Font: Inter Medium 24pt / 26pt
Line height: 30pt

Heading 5

Font: Inter Medium 12pt / 14pt
Line height: 18pt

Heading 6

Font: Inter Medium 10pt / 12pt
Line height: 16pt

LARGE LEAD

Font: Inter Medium 24pt / 16pt
Line height: 28pt

SMALL LEAD

Font: Inter Medium 12pt / 14pt
Line height: 18pt

Body

Font: Inter Regular 12pt / 14pt
Line height: 14pt

Small Caption

Font: Inter Regular 8pt / 10pt
Line height: 12pt

“Block Quotes”

Font: Inter Regular 14pt / 16pt
Line height: 20pt

Website Design

Homepage Mobile Mockup

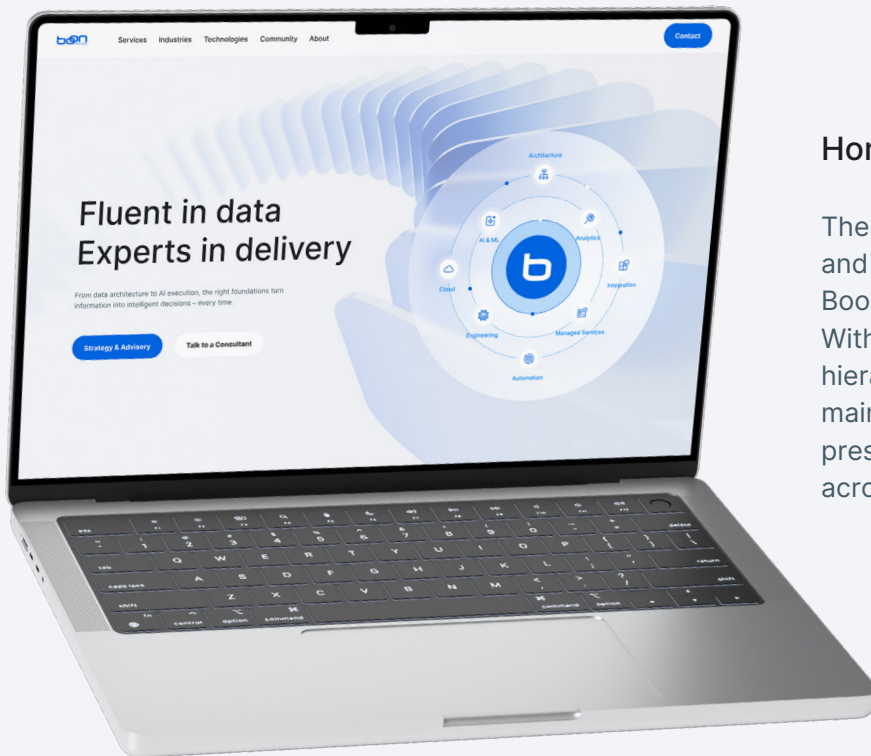
The mobile layout is designed for optimal accessibility and a seamless user experience across all devices.

It features simplified typography, clearly defined call-to-action buttons, and responsive image scaling to ensure consistency and readability on smaller screens.

MOBILE MOCKUP



DESKTOP MOCKUP



Homepage Desktop Mockup

The desktop layout showcases a structured and spacious design that highlights Boon Solutions' clarity and precision. With balanced typography, strong visual hierarchy, and intuitive navigation, it maintains a professional and data-focused presence that aligns with the brand's identity across digital platforms.

Linkedin profile

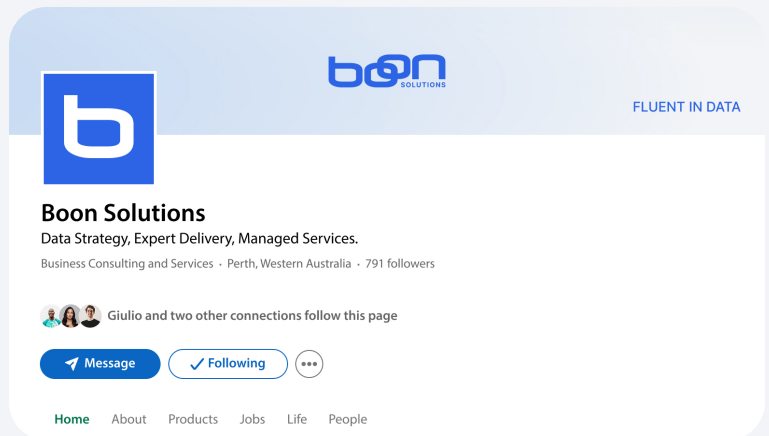
Gradient Background Banner

A modern, professional option using soft gradient tones to convey innovation and depth while keeping a clean, approachable look.

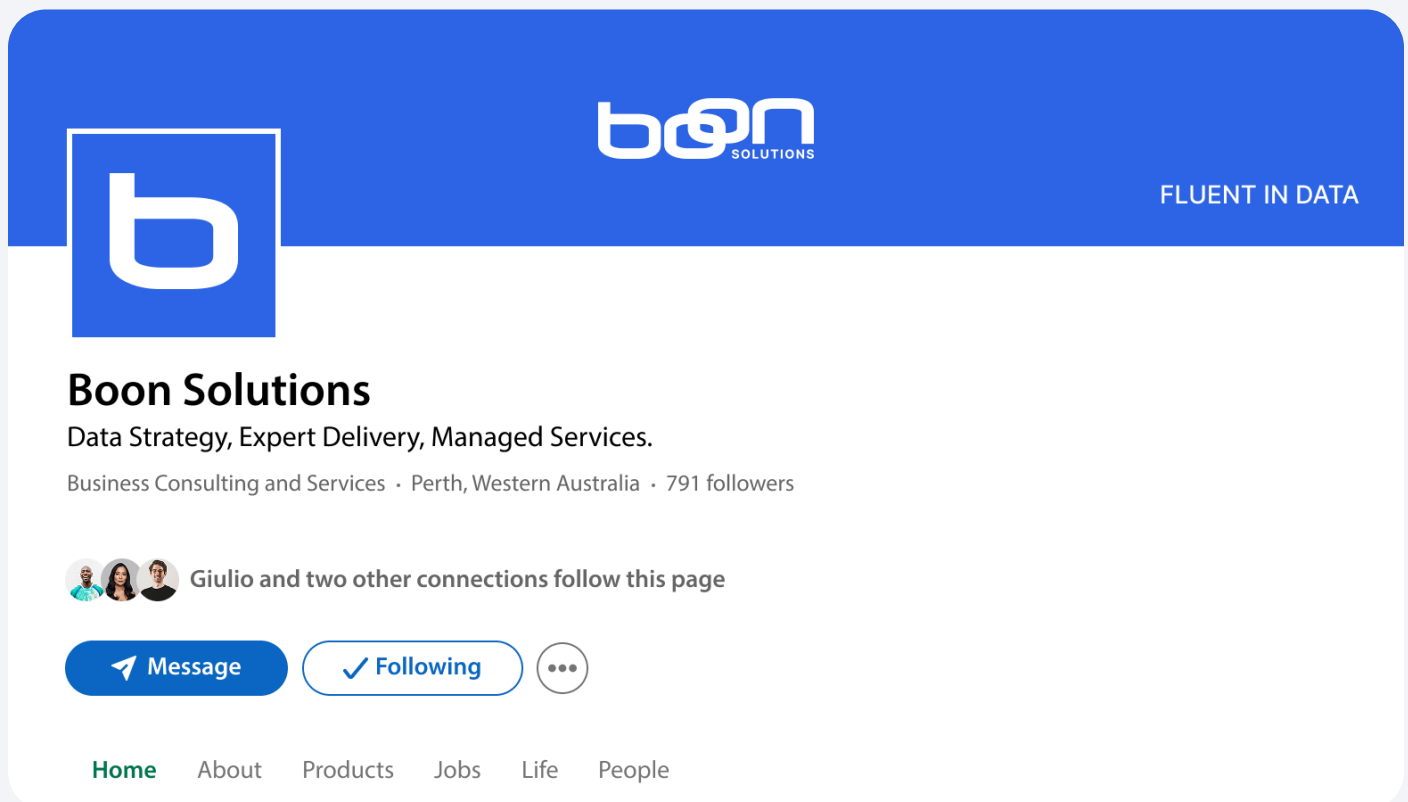
Blue Background Banner

A bold, confident choice that highlights the logo and tagline for strong brand visibility and recognition across digital platforms.

GRADIENT BACKGROUND



BLUE BACKGROUND



Background preference

PURE WHITE

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

BOON LIGHT GREY

HEX: #F4F6F9
RGB: 244, 246, 249
CMYK: 2, 1, 0, 2

BOON LIGHT BLUE

HEX: #EDF4FF
RGB: 237, 244, 255
CMYK: 7, 4, 0, 0

Solid Colours

Solid backgrounds form the foundation of Boon Solutions' visual identity, ensuring clarity, consistency, and accessibility across all applications. Neutral tones such as Pure White, Boon Light Grey, and Boon Light Blue create a professional canvas that enhances contrast and legibility for text, icons, and imagery.

These tones are suitable for both digital and print use, maintaining a modern, open, and data-focused aesthetic that reflects Boon's commitment to precision and simplicity.

Subtle Gradients

Gradients are used sparingly to add depth and visual interest while preserving a clean and minimal look. Typically blending Pure White with Boon Light Blue, these gradients bring a sense of movement and innovation to the brand.

They work best in hero sections, headers, or large background panels, providing subtle sophistication without overpowering content or disrupting brand consistency.

BOON LIGHT GREY



Recommended photography style

Photography Style

Boon Solutions' photography should convey professionalism, innovation, and collaboration. Images should feel open, bright, and authentic, reflecting the brand's focus on technology, data, and people.

Use a mix of high-quality stock photography and real images of the Boon team, workplace, or technology in action—ensuring they align with the brand's visual tone and values. Lighting should be natural and balanced, with a clean, uncluttered composition that communicates confidence and modernity.

Recommended subjects

Focus on technology in action, data visualisation, collaboration between professionals, presentations, and close-ups of hands or devices to highlight precision and expertise.

Avoid

Avoid overly staged or artificial stock photos, harsh lighting, cluttered environments, and imagery that feels overly corporate or impersonal.

TECHNOLOGY IN FOCUS



DATA IN MOTION



CONFERENCES



INNOVATION & AI



PARTNERSHIPS



SEMINARS

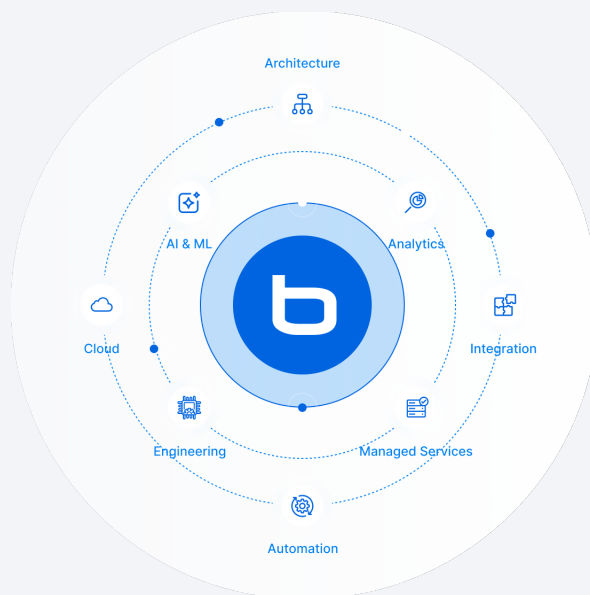


Icons & Graphics

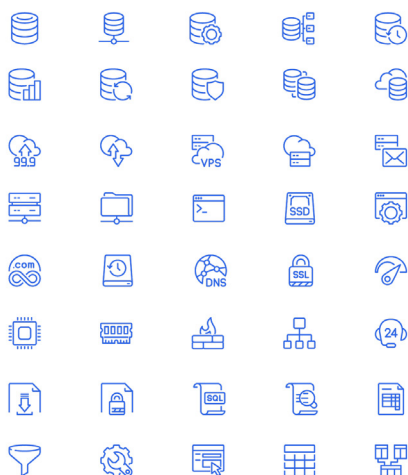
Data Diagrams

Data diagrams visualise Boon Solutions' analytical expertise through clear, structured layouts. They should use Boon Blue and neutral tones, maintaining balance and legibility. Ideal for explaining systems, workflows, and key insights.

DATA DIAGRAMS



STROKE ICONS



Stroke Icons

Stroke icons follow a minimal, outlined style that reflects Boon's modern identity. Use Boon Blue with clean line weights and rounded edges. Best suited for infographics, service lists, and UI elements.

3D Icons

3D icons add depth and visual interest while maintaining simplicity. They should use soft gradients and brand colours, ideal for hero graphics, digital applications, and social media visuals.

3D ICONS



Container and spacing sizes

Desktop Layout

Dimensions

Container Width: 1440px
Viewport Height: 1024px

Padding

Left/Right: 100px
Top/Bottom: 150px
Gap: 30px

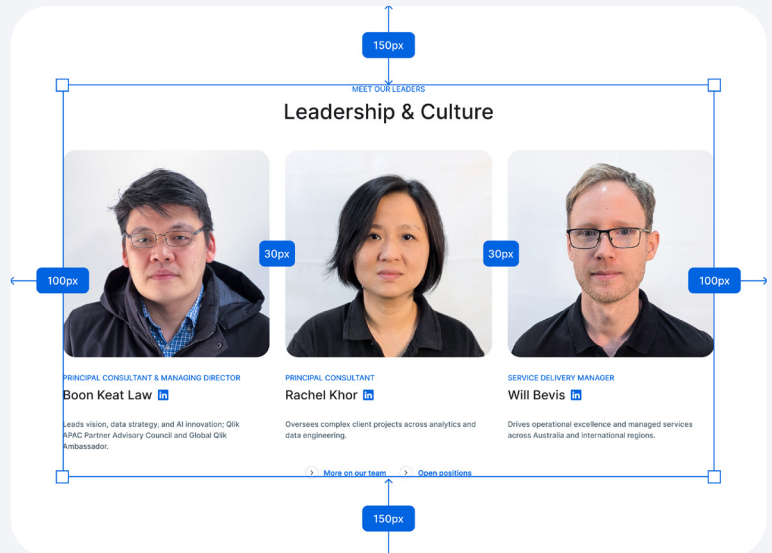
Alignment

Content is centre-aligned within the container, ensuring consistent spacing on both sides of the screen.

Flow & Structure

Auto layout flow is set horizontally, maintaining a logical and even distribution of components.

DESKTOP



Mobile Layout

Dimensions

Container Width: 402px (Fill)
Viewport Height: 874px

Padding

Left/Right: 25px
Top/Bottom: 100px
Gap: 25px

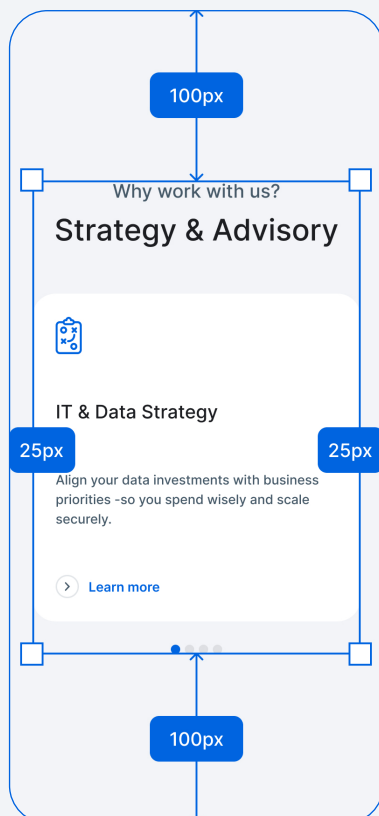
Alignment

Content is centre-aligned vertically, ensuring balanced margins and a clean reading experience on smaller screens.

Flow & Structure

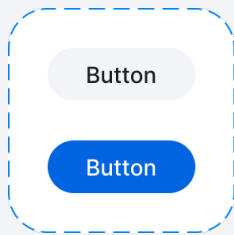
Auto layout is set vertically, maintaining consistent spacing and stacking order for all components.

MOBILE



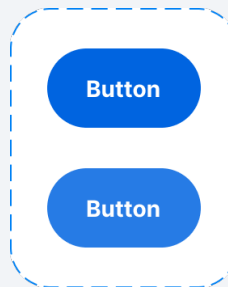
Button details

GREY TAG BUTTON



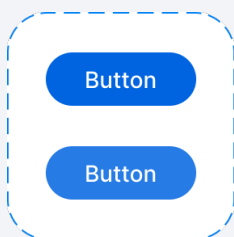
Vertical padding: 8px
Horizontal padding: 24px
Fill Colour: #F2F4F7
Hover: #2C64E5
Transition: 150ms ease

BLUE BUTTON



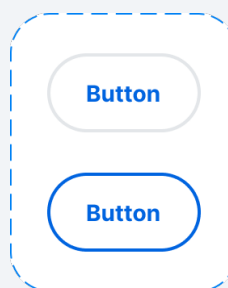
Vertical padding: 16px
Horizontal padding: 24px
Fill Colour: #2C64E5
Hover: #2C64E5 85% opacity
Transition: 150ms ease

BLUE TAG BUTTON



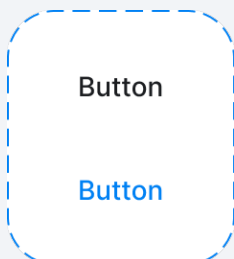
Vertical padding: 8px
Horizontal padding: 24px
Fill Colour: #2C64E5
Hover: #2C64E5 85% opacity
Transition: 150ms ease

GREY OUTLINE BUTTON



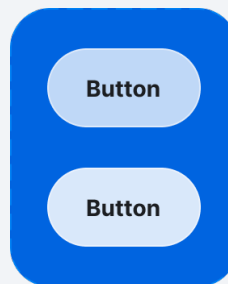
Vertical padding: 16px
Horizontal padding: 24px
Fill colour: transparent
Stroke colour: #F2F4F7
Stroke weight: 2px
Hover: #2C64E5
Transition: 150ms ease

NAV LINK BUTTON



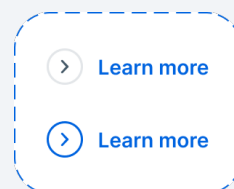
Vertical padding: 16px
Horizontal padding: 24px
Text Colour: #1E1F21
Text Hover: #2C64E5
Transition: 150ms ease

TRANSPARENT BUTTON



Vertical padding: 16px
Horizontal padding: 24px
Fill colour: #FFFFFF 75% opacity
Stroke colour: #2C64E5
Stroke weight: 1px
Hover: #FFFFFF 85% opacity
Transition: 150ms ease

ICON BUTTON



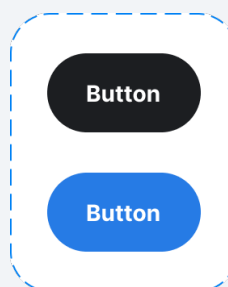
Vertical padding: 16px
Horizontal padding: 24px
Stroke weight: 1.5px
Icon stroke colour: #F2F4F7
Icon stroke colour: #2C64E5
Transition: 150ms ease

BLACK TAG BUTTON



Vertical padding: 8px
Horizontal padding: 24px
Fill Colour: #1E1F21

BLACK BUTTON



Vertical padding: 16px
Horizontal padding: 24px
Fill Colour: #1E1F21
Hover: #2C64E5
Transition: 150ms ease

Image ratios for posts

Consistent image ratios

Consistent image ratios ensure a cohesive visual presence across all Boon Solutions communication channels. The following ratios are recommended for maintaining clarity, composition, and brand integrity when publishing social media graphics, blog headers, and promotional imagery.

Platform	Ratio	Recommended Size	Usage
LinkedIn Post	1.91:1	1200 × 628 px	General posts and announcements
LinkedIn Square	1:1	1080 × 1080 px	Quotes, team photos, infographics
LinkedIn Banner	4:1	1584 × 396 px	Page and article banners
Instagram Post	1:1	1080 × 1080 px	Brand visuals and updates
Instagram Story	9:16	1080 × 1920 px	Vertical storytelling and event promos

Placement	Ratio	Recommended Size	Usage
Homepage Hero	16:9	1920 × 1080 px	Main banner or featured section
Blog Feature Image	4:3	1200 × 900 px	Article header images
Event or Case Study Thumbnail	1.5:1	1500 × 1000 px	Grid or list previews

Notes

- Always use high-resolution, royalty-free, or original photos.
- Maintain at least 40px padding for text overlays to ensure readability.
- Ensure consistent colour grading — use Boon Light Blue and Grey tones for harmony.
- Images should feel authentic, collaborative, and tech-forward, aligning with Boon's visual tone.

Brand owner details

The team

The Boon Solutions brand is guided by a core leadership team responsible for maintaining visual integrity, strategic direction, and brand consistency across all communications. Their collective expertise ensures that every expression of the Boon brand reflects its values, mission, and innovation-led approach.

 **BOON KEAT LAW**



Leads vision, data strategy, and AI innovation; Qlik APAC Partner Advisory Council and Global Qlik Ambassador.

 **RACHEL KHOR**



Oversees complex client projects across analytics and data engineering.

 **WILL BEVIS**



Drives operational excellence and managed services across Australia and international regions.

Contact

For brand-related queries or further information, please contact the Boon Solutions leadership team at:

info@boon.com.au

