

# Brand & logos

Grab the Bowire logo in every form and see how to use it. Reach for the dark version on light backgrounds, the light version on dark. Need the exact spec — clear-space construction, minimum sizes, the full colour tokens, co-branding, file formats, accessibility? That lives in the [detailed brand guide](#).

## The logo

Bowire comes in three forms. Use the **full logo** as the default. Drop to the **mark** when space is tight or the context already says “Bowire”. Use the **lockup** when you want the name spelled out beside the mark. All files are scalable SVG.



### Full logo

The bowline & mark — primary



### Full logo — light

For dark backgrounds



### Lockup

Mark + “Bowire” wordmark



### Lockup — light

For dark backgrounds



### Mark

The Circle-B — for tight spaces



### Mark — light

For dark backgrounds

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## Clear space & minimum size

Give the logo room to breathe and don't shrink it past legibility. For the exact construction, co-branding spacing, and per-medium minimums, see the [detailed brand guide](#).

### Clear space

Keep free space around the logo equal to **half the height of the Circle-B mark** ( $\frac{1}{2} X$ ) on every side. Nothing — text, edges, other logos — should intrude into that margin.



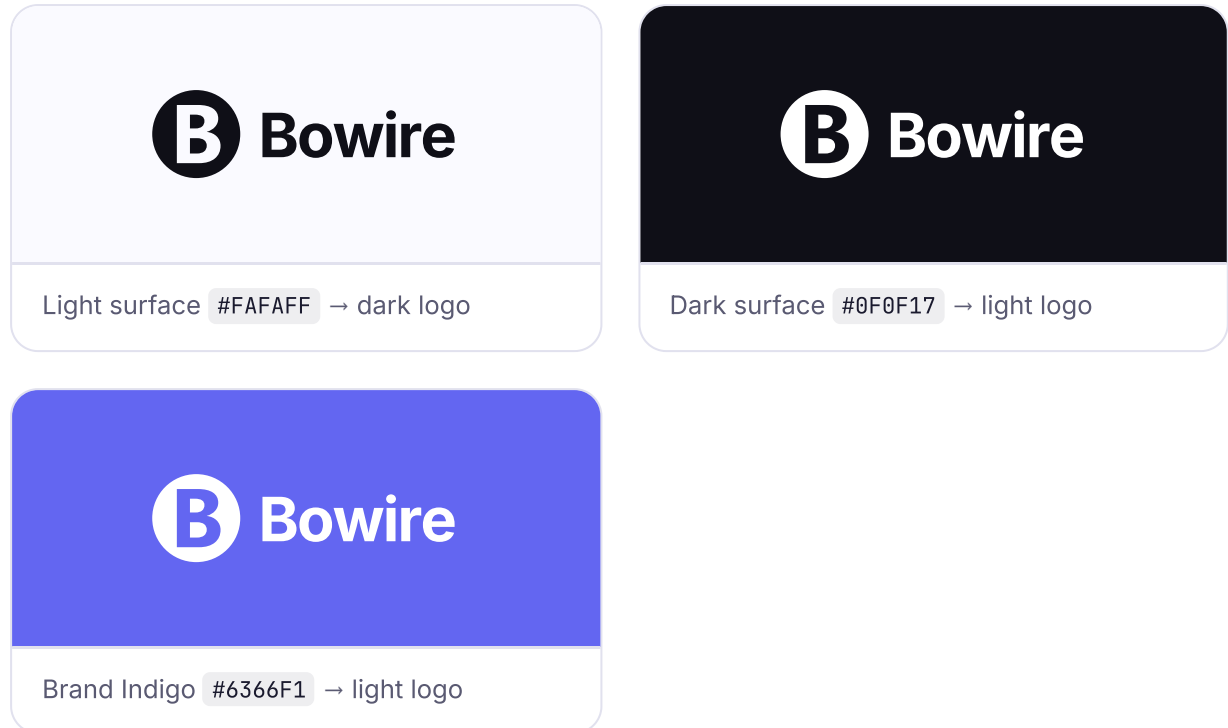
### Minimum size

For the screen, don't render the mark below **24 px** tall, or the full logo / lockup below **20 px** tall. In print, keep the mark at **8 mm** or larger. Below that the bowline and the B counter start to fill in.

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## On light & dark backgrounds

The logo is monochrome, so placing it is mostly about contrast: use the **dark** logo on light surfaces and the **light** logo on dark ones. The one brand colour is **Indigo** — when it's the backdrop, put the white logo on it.



That's the whole palette you need to place the logo: Indigo #6366F1, Ink #0F0F17, White #FFFFFF, Off-white #FAFAFF. Keep clear contrast (aim for 3:1 or more); on a photo or busy background, set the logo on a solid panel first.

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## Typography

Two typefaces, both open-source, both free to install.

### Inter

Headings, UI, and the “Bowire” wordmark (Bold 700–ExtraBold 800, tracking −0.03em). The wordmark in the lockup is Inter outlined, so you never need the font installed to use the logo. [rsms.me/inter](https://rsms.me/inter)

### JetBrains Mono

Code, terminals, payloads, and anything monospaced. Regular 400 / Medium 500. [jetbrains.com/mono](https://jetbrains.com/mono)

## Do & don't

### ✓ Do

- ✓ Use the supplied SVGs at their native proportions.
- ✓ Pick the light logo on dark backgrounds, the dark logo on light.
- ✓ Keep the clear space and minimum sizes above.
- ✓ Drop to the mark alone when the full logo won't fit.

### ✗ Don't

- ✗ Recolour, add gradients, shadows, or outlines to the logo.
- ✗ Stretch, squash, rotate, or distort it.
- ✗ Re-set the "Bowire" wordmark in another typeface.
- ✗ Place it on a busy or low-contrast background.

## Writing "Bowire"

One word, capital B, lowercase rest — always. It's "the multi-protocol API workbench," built by Küstenlogik.

✓ **Bowire** — correct

✗ **BoWire** — no camel-case

✗ **bowire** — not all-lowercase in prose

✗ **BOWIRE** — not all-caps

✗ **Bow Wire** — never two words

Need a one-liner for an article, talk, or README? Copy this:

Bowire is the multi-protocol API workbench by Küstenlogik — auto-discover, invoke, stream, mock, record, and replay gRPC, REST, GraphQL, MQTT, SignalR, WebSocket, SSE, MCP, OData and more from one UI, embedded in your app or as a standalone CLI. Open source, Apache-2.0. <https://bowire.io>

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## Usage & permissions

The Bowire *software* is open source under Apache-2.0. The Bowire *name and logos* are trademarks of Küstenlogik — the licence covers the code, not the brand. These guidelines grant the everyday uses below; anything that implies endorsement needs a quick email first.

### Fine without asking

Referring to Bowire in articles, talks, tutorials, and comparisons. Linking to bowire.io with the logo. Stating that your project “works with Bowire” or “supports Bowire.”  
Unmodified use of the assets on this page.

### Ask first

Using the marks in your own product name, logo, domain, or app icon. Anything suggesting an official partnership, sponsorship, or endorsement. Merchandise. Modified or redrawn versions of the logo.

Questions, or want sign-off on something? [info@kuestenlogik.com](mailto:info@kuestenlogik.com). Bowire is part of the Küstenlogik family — see the [Küstenlogik brand](#) for the parent identity.