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. The **mark** is the logo: use it by default. Use the **lockup** when you want the name spelled out beside the mark, and the **emblem**, the mark with the bowline, where there is room for it: a hero, a title page, a cover. All files are scalable SVG.



Emblem

The mark with the bowline — for heroes and covers



Emblem — white

For dark backgrounds



Lockup

Mark + “Bowire” wordmark



Lockup — white

For dark backgrounds



Mark

The bw — the logo



Mark — white

For dark backgrounds

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 mark** (½ 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 emblem / lockup below **20 px** tall. In print, keep the mark at **8 mm** or larger. Below that the bowline and the counters of the bw start to fill in.

On light & dark backgrounds

The logo has two colours: Küstenlogik's **navy** and Bowire's signature **violet**. Placing it is mostly about contrast: the navy and violet logo on light surfaces, the white logo on dark ones (the adaptive logo keeps a lighter violet there). On a coloured backdrop such as Indigo, put the white logo.



Light surface `#FAFAFF` → navy and violet logo



Dark surface `#0F0F17` → white logo



Brand Indigo `#6366F1` → white logo

That's the whole palette you need to place the logo: Navy `#003E60` (the b and "Bo" on light), Violet `#865BC4` (the w, the bowline and "wire"; `#9369D4` on dark), White `#FFFFFF`, Ink `#0F0F17`, Off-white `#FAFAFF`; Indigo `#6366F1` is the workbench's UI accent. Keep clear contrast (aim for 3:1 or more); on a photo or busy background, set the logo on a solid panel first.

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

JetBrains Mono

Code, terminals, payloads, and anything monospaced. Regular 400 / Medium 500. jetbrains.com/mono

Do & don’t

✓ Do

- ✓ Use the supplied SVGs at their native proportions.
- ✓ Pick the white logo on dark backgrounds, the navy and violet logo on light.
- ✓ Keep the clear space and minimum sizes above.
- ✓ Drop to the mark alone when the emblem or the lockup 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 API workbench that embeds in your own service,” 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:

> The API workbench that embeds in your own service. Bowire mounts into your own ASP.NET service with one line, or runs standalone as a CLI. It discovers and calls gRPC, REST, GraphQL, MQTT, SignalR, WebSocket, MCP and more — and your own protocols through plugins. Open source, Apache-2.0. https://bowire.io

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. Bowire is part of the Küstenlogik family — see the Küstenlogik brand for the parent identity.