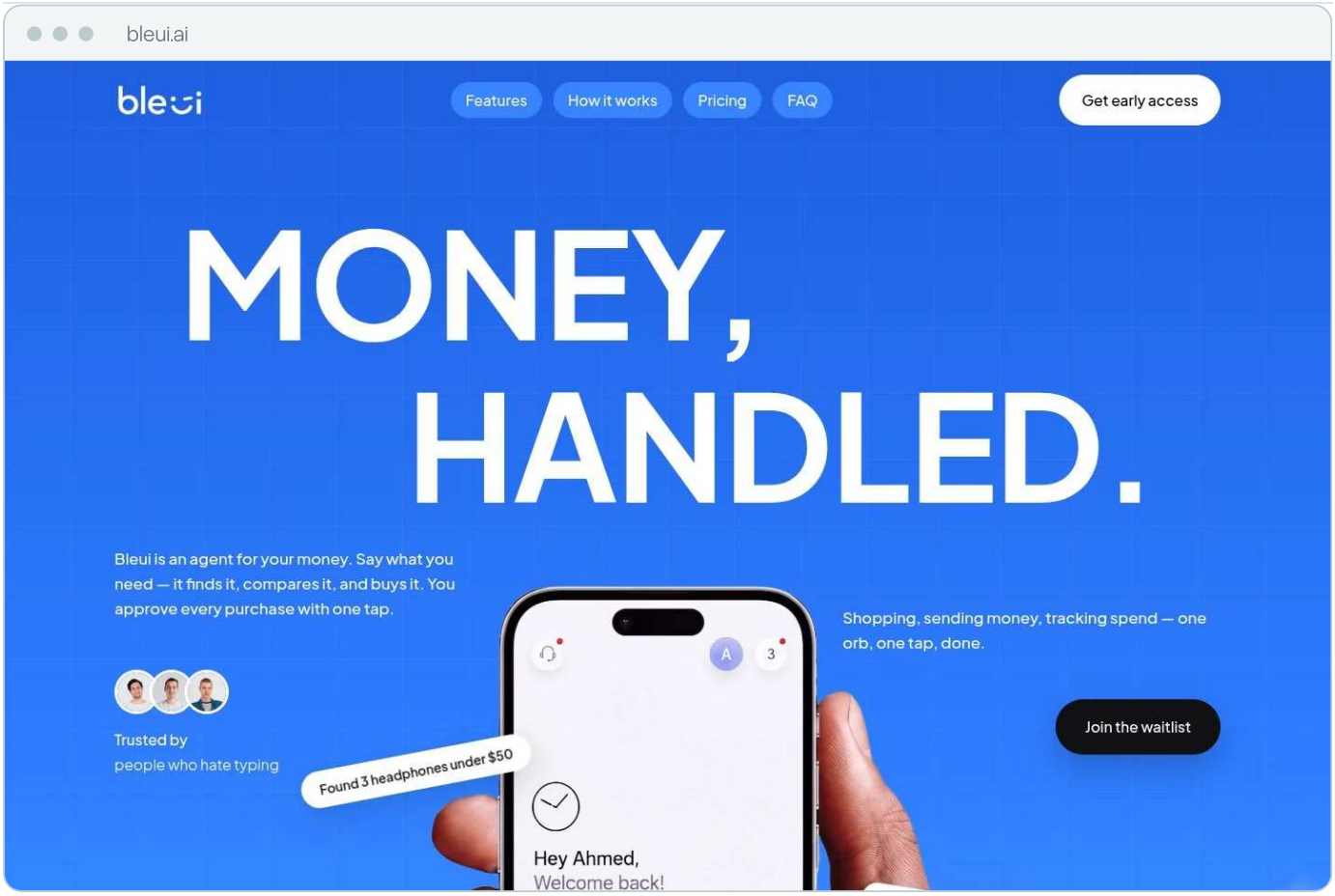
Bleui Guidelines.

A voice-first AI agent for your money: you say what you need, it does the work, and nothing is paid until you approve.

Introduction



Website designed by the founder. bleui.ai, captured 9 November 2026. Visit bleui.ai

Bleui is a voice-first AI agent for your money, before launch with a waitlist. You say what you need; it searches, compares and prepares the purchase, and you approve each payment with one tap after seeing the exact amount. It also sends money by sentence, keeps a live spending pulse, scans receipts and reminds you of renewals. It understands English, Arabic or both mixed, and launches first in the US, the UAE and Saudi Arabia.

The winking tile, the wordmark and the website are the founder's. The logo is redrawn clean, not redesigned, and the colour, type and voice are taken from bleui.ai first, so the logo and the site are one brand.

Bleui should feel like a friend who's good with money: a wink and a blue sky on the outside, exact amounts and your yes on the inside. Every surface pairs one easy, cheerful moment with one precise number, so people trust an agent with their money.

At a glance

LOGO

bleui

COLOURS

White
#FFFFFF

Bleui Blue
#0865FF

Ink
#111114

TYPE

Aa Plus Jakarta Sans

Aa IBM Plex Sans Arabic

LINE

Money, handled.

BRAND KIT

61 files · 2.4 MB

Download the zip

Logotype scale

72 px 

60 px 

48 px 

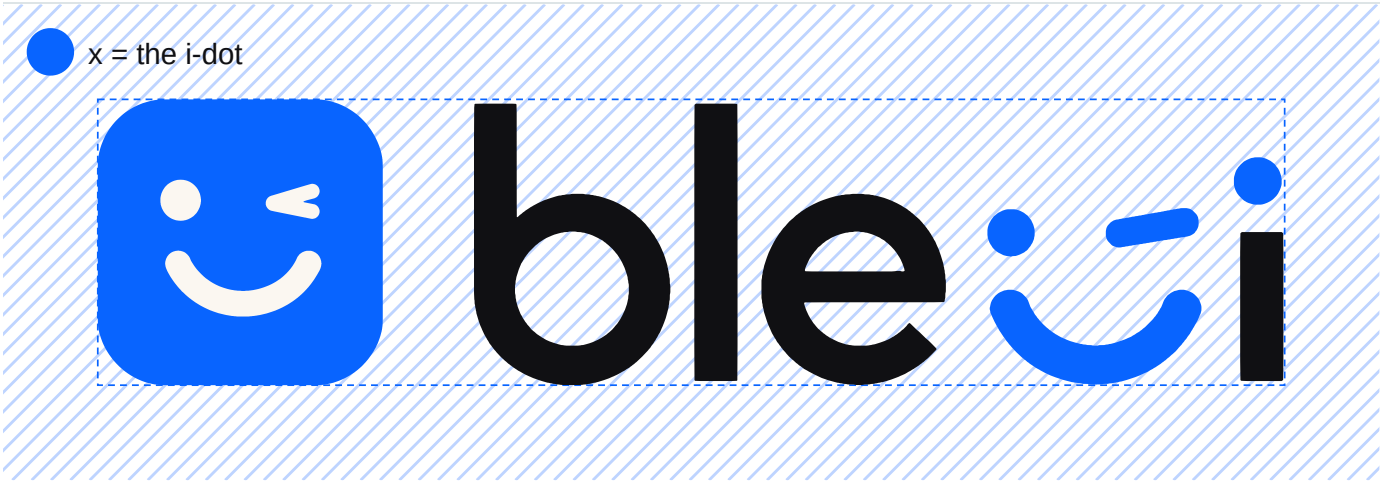
38 px 

30 px 

25 px 

Lead with the wordmark: its u is the winking face, and that is the part only Bleui owns. The tile is the app icon, the profile picture and the favicon. The lockup puts the two together, but it shows the face twice, so keep it for the few places that need both. Never redraw, respace or restack them.

Mark construction



The founder gave no lockup, so this is the plainest one: the tile as tall as the b, a gap of 0.32 of that, both on the baseline. Clear space is 2x on every side, where x is the i-dot. Minimum sizes: the wordmark 72 px wide on screen or 18 mm in print, the tile 20 px.

Signature



Ink letters and the blue face on White: the version for light grounds, added so the wordmark works on bleui.ai's white sections and in the app.

White letters and the blue face on Ink: the founder's own version, made for dark grounds. On Bleui Blue use the one-colour white instead, as bleui.ai's header does.

Three cuts



Tile

The founder's icon: a cream winking face on a blue rounded square. App icon, social and favicon; it reads on light and on dark.



Face

The face alone, without its tile: the same dot, wink and smile the pattern repeats.



Small cut

For 32 px and below: the face's strokes 18% heavier, so the wink survives at 16 px.

Small sizes



Wordmark, 72 px wide



Tile, 20 px



Small cut, 32 px

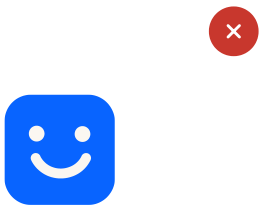


Small cut, 16 px

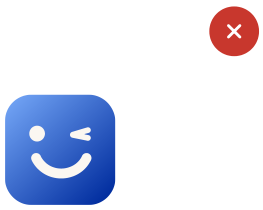
Logo on your background



Please don’t



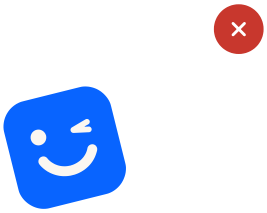
Don’t open both eyes. Bleui winks.



Don’t add gradients or gloss. The tile is flat blue.



Don’t set the colour wordmark on blue: the face vanishes. Use the one-colour white, as bleui.ai’s header does.



Don’t tilt the tile.



Don’t stretch or squash the wordmark.



Don’t fade it or make it see-through.

Core palette

White

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

Bleui Blue

HEX #0865FF
RGB 8, 101, 255
CMYK 97, 60, 0, 0

Ink

HEX #111114
RGB 17, 17, 20
CMYK 15, 15, 0, 92

Mist

HEX #F8F8F8
RGB 248, 248, 248
CMYK 0, 0, 0, 3

Grey

HEX #616161
RGB 97, 97, 97
CMYK 0, 0, 0, 62

Sky

HEX #5A9CFE
RGB 90, 156, 254
CMYK 65, 39, 0, 0

Coral

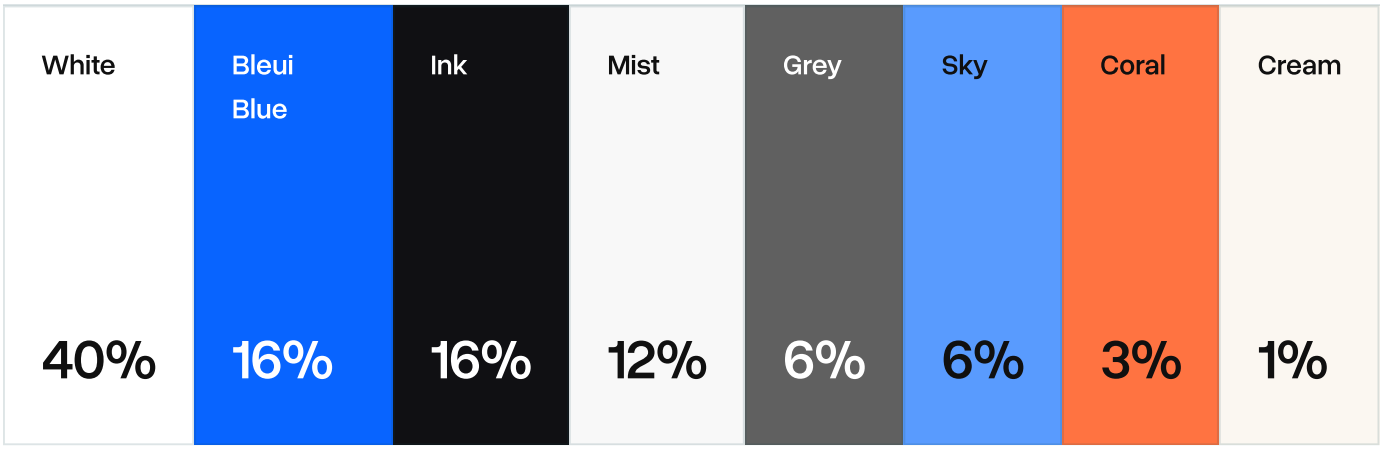
HEX #FF7442
RGB 255, 116, 66
CMYK 0, 55, 74, 0

Cream

HEX #FBF7F1
RGB 251, 247, 241
CMYK 0, 2, 4, 2

Taken from bleui.ai first: its blue for the tile and the one action on each screen, near-black Ink for words and amounts, its grey for secondary text and its card grey, Mist. Sky is the clouds-and-sky world of the hero, Coral the one warm signal, and Cream lives only in the logo, as the face on the tile. CMYK values are a plain device conversion for reference; match from a printed swatch.

Color proportions



White carries most of every surface; Bleui Blue and Ink share the next part. Coral stays a single signal and Cream stays in the logo.

Readable combinations

Aa	Ink on White	18.8:1	AAA
Aa	Grey on White	6.1:1	AA
Aa	White on Bleui Blue	4.8:1	AA
Aa	Cream on Bleui Blue	4.5:1	AA
Aa	Bleui Blue on White	4.8:1	AA
Aa	Ink on Mist	17.7:1	AAA
Aa	White on Ink	18.8:1	AAA
Aa	Bleui Blue on Ink	3.8:1	AA Large
Aa	Ink on Sky	6.8:1	AA

Aa	Ink on Coral	7.0:1	AAA

White on Bleui Blue passes AA at any size, so buttons can use it freely. Bleui Blue on Ink is fine for the logo on dark grounds but too low for small text there: use Sky for small interface text on dark. Ratios are WCAG 2 contrast, measured on the sRGB values above: AAA from 7:1, AA from 4.5:1, AA Large from 3:1 (large or bold text only).

Check a pairing

Type system

Plus Jakarta Sans: Money, handled.

Everything in Latin script, as on bleui.ai: the hero in 700 caps at 160 px with –2 px tracking, sections in 600 at 56 px, text in 500 at 17 px, amounts in 700 with tabular figures. By Tokotype (Gumpita Rahayu), SIL Open Font License 1.1. This preview doesn't load it yet, so the line above falls back to your system's face.

IBM Plex Sans Arabic: أهلاً، قل ما تحتاجه.

Proposed, to be checked by a native designer. Added for Arabic, because Bleui understands Arabic and launches first in the UAE and Saudi Arabia. The line above means "Hi, say what you need." and needs a native speaker's check too. By IBM, SIL Open Font License 1.1. This preview doesn't load it yet, so the line above falls back to your system's face.

Type scale

DISPLAY

Plus Jakarta Sans · 700 · 71.5px · 4.472rem

Money, handled.

HEADING 1

Plus Jakarta Sans · 700 · 53.7px · 3.355rem

Know what's left. Always.

HEADING 2

Plus Jakarta Sans · 700 · 30.2px · 1.888rem

From "hey" to bought in three steps

HEADING 3

Plus Jakarta Sans · 700 · 22.7px · 1.416rem

Why Bleui? Because typing is a chore.

BODY

Plus Jakarta Sans · 700 · 17px · 1.063rem

No dashboard maze. You talk, it handles, you approve.

CAPTION

Plus Jakarta Sans · 700 · 12.8px · 0.797rem

Nothing is paid until you approve.

Tone of voice

Bleui speaks as bleui.ai already does: a friend who's good with money. Short, plain, a little cheeky, and nothing moves without your yes.

The site is casual and short, with lowercase energy. The money moments stay exact: the amount is always shown before the ask.

A friend who's good with money

A wink and a blue sky on the outside, exact amounts and your yes on the inside. One easy, cheerful moment and one precise number on every surface, so people trust an agent with their money.

SIGNATURE

Money, handled.

HEADLINE

Know what's left. Always.

BRAND STATEMENT

No dashboard maze. You talk, it handles, you approve.

INTRODUCTION

Why Bleui? Because typing is a chore.

STREET LINE

Stop doing money chores.

CALL TO ACTION

Join the waitlist

Say it like a text

Short and plain, the way a friend who's good with money would text back. No system words.

SAY	AVOID
Found 3 under $50. Want the best one?	Our AI commerce engine identified optimal candidates.
Your gym renews Friday. Cancel it?	Subscription event detected.

The amount, then the ask

Show the exact amount first, then ask for the yes. Nothing is paid until you approve.

SAY	AVOID
$34.39. Approve?	Proceed to checkout to complete your transaction.

A wink, not a joke

One light touch per screen. Payments, security and errors stay plain.

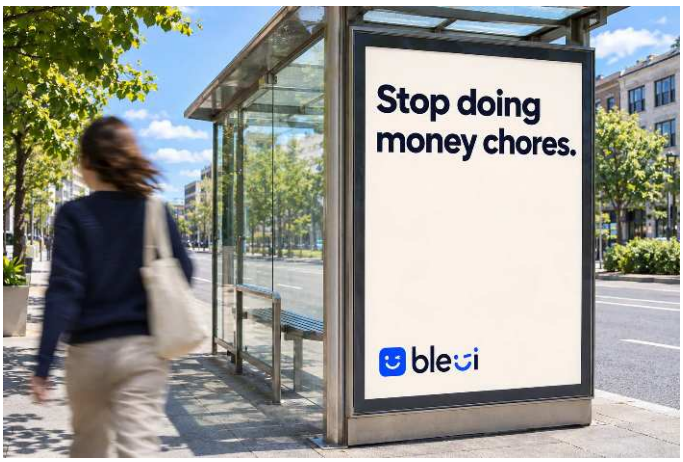
SAY	AVOID
Nothing is paid until you approve.	Don't worry, we've got this!

Roadside billboard



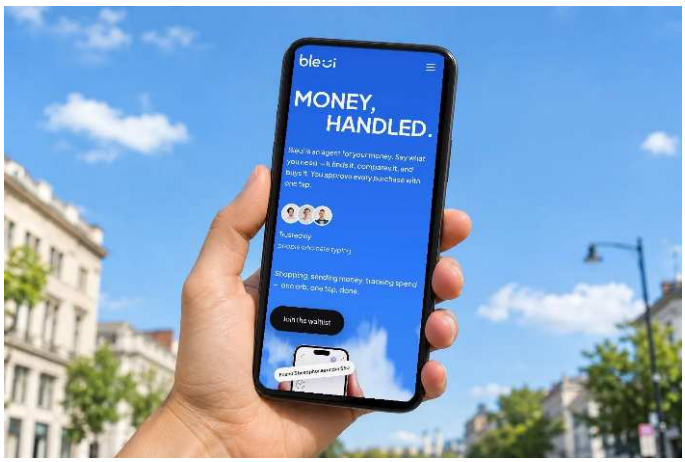
One blue field, the face huge and bleui.ai's two-word line. The wordmark sits in one-colour white, since the colour version vanishes on blue.

Bus shelter



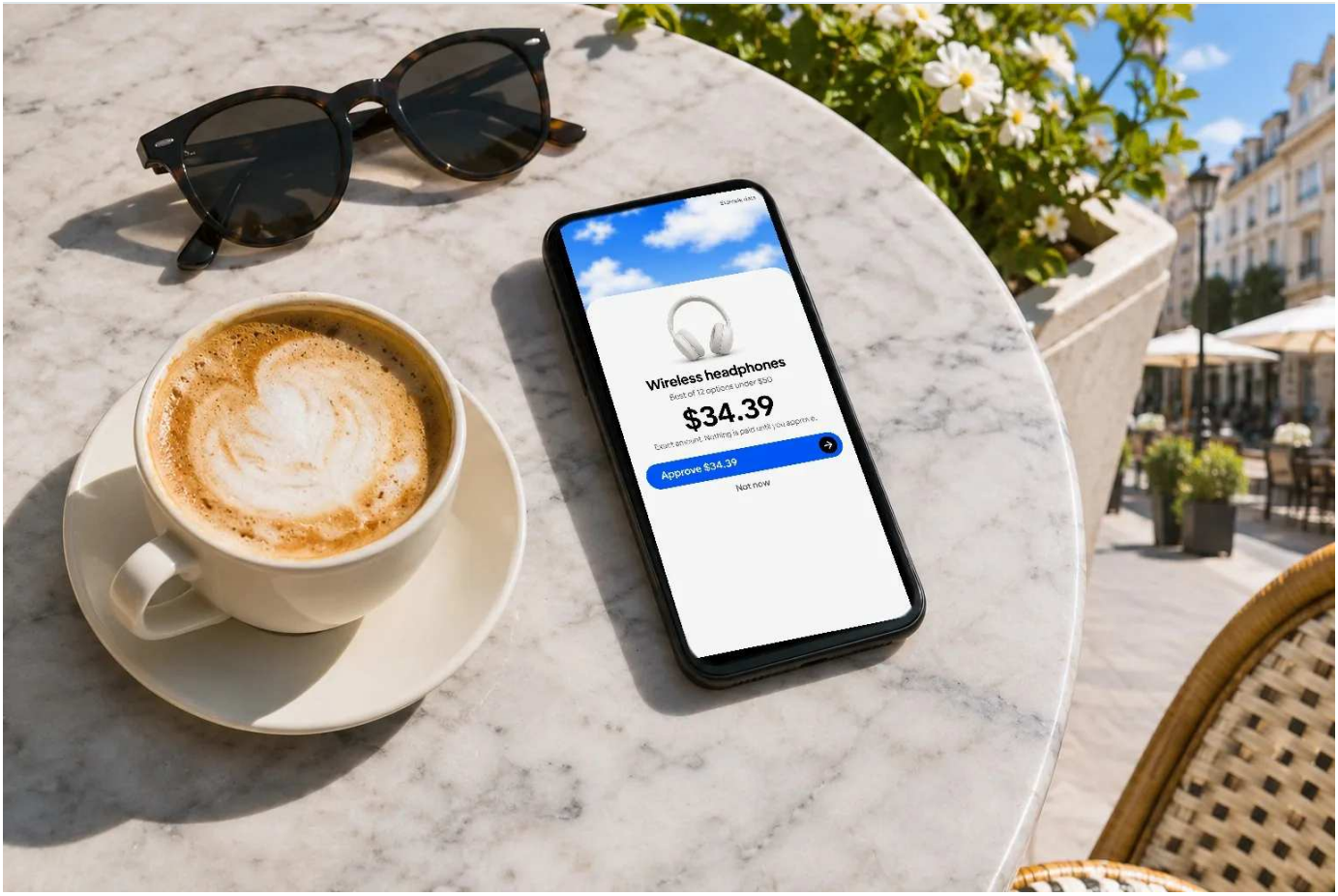
Headline top left, the lockup bottom left, on a flat ground. The line is bleui.ai's.

bleui.ai in the hand



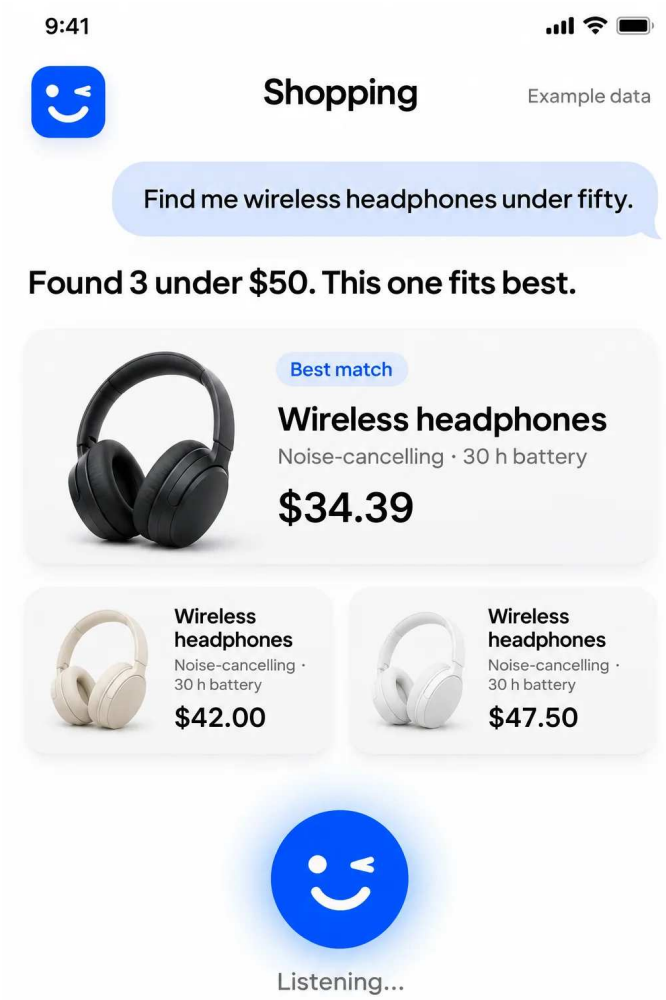
The founder's own mobile site on a phone against the sky, the way bleui.ai's hero shows it.

The approve moment



The approve screen on a café table: the exact amount, then one button. Example data.

Agent at work



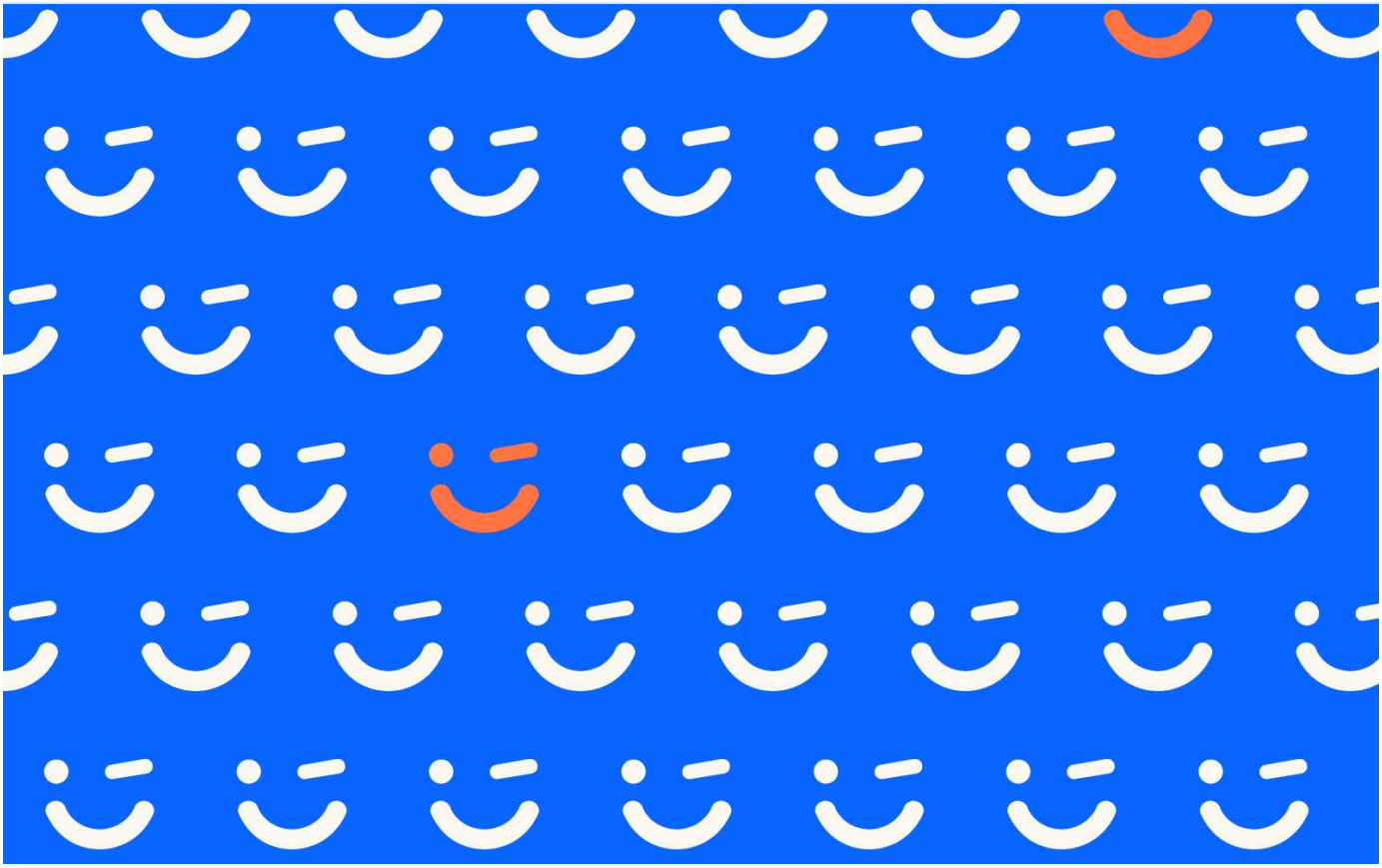
The spoken request, three results and the listening orb, matched to bleui.ai's own app screens. Example data.

Approve



The approve sheet: the exact amount and "Nothing is paid until you approve." Example data.

Pattern: smiles



The wordmark's u-face repeated in cream on blue, one in coral for the one thing that needs you. As a device, the smile alone underlines the amount you are about to approve, once per screen.

Market tote



The tile and the wordmark printed on canvas, carried through a market.

Cap



The tile as an embroidered patch on a navy cap.

Export assets

▶ What's inside the zip · 61 files · 2.4 MB

Wordmark



Ink and blue, for light grounds



White and blue, for dark grounds



One colour, Ink



One colour, white, for blue

Tile



Full colour



On Ink



One colour, Ink



One colour, white



Face alone



Small cut

Lockup



For light grounds



For dark grounds

Profile pictures



Bleui Blue



Cream

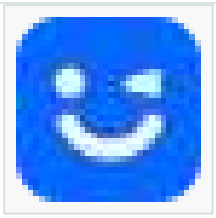


Ink

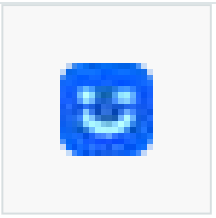
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon



PWA icon



PWA icon large

Pattern



Smiles, tile



Smile line, device

Applications



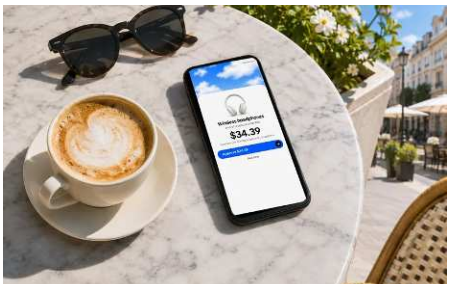
Bleui · 01



Bleui · 02



Bleui · 03



Bleui · 04



Bleui · 05



Bleui · 06

Typography

Aa Plus Jakarta Sans

Aa IBM Plex Sans Arabic (proposed)

Brand system by Plumage for the founder's Bleui. The logo and the website are the founder's design.

The tile, the wordmark and bleui.ai are the founder's design; the artwork is not licensed for anyone else's use. Plus Jakarta Sans and IBM Plex Sans Arabic keep the SIL Open Font License 1.1 from their makers. This preview doesn't load them, and nothing on this page grants a licence.