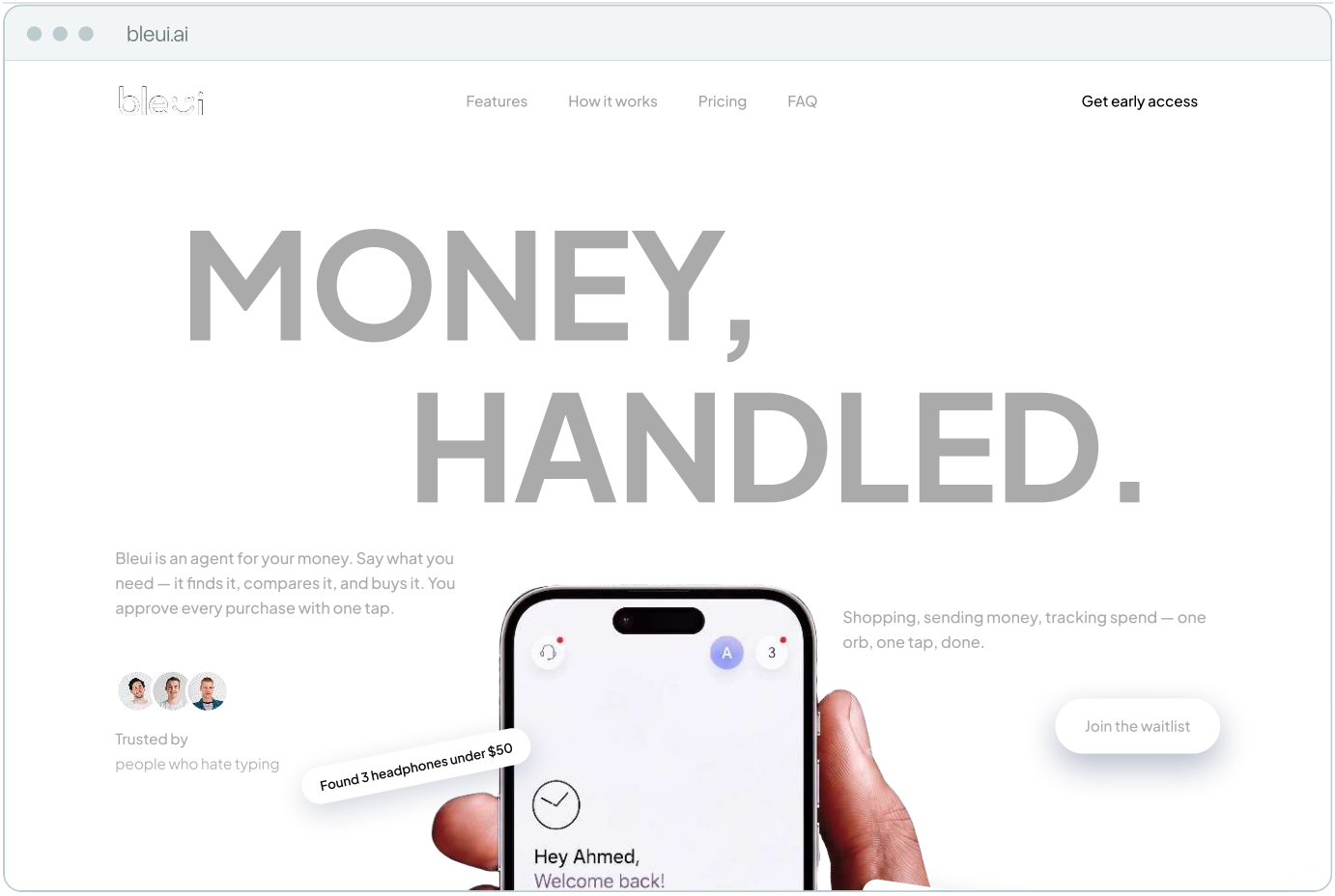
Bleui Guidelines.

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, first screen 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 

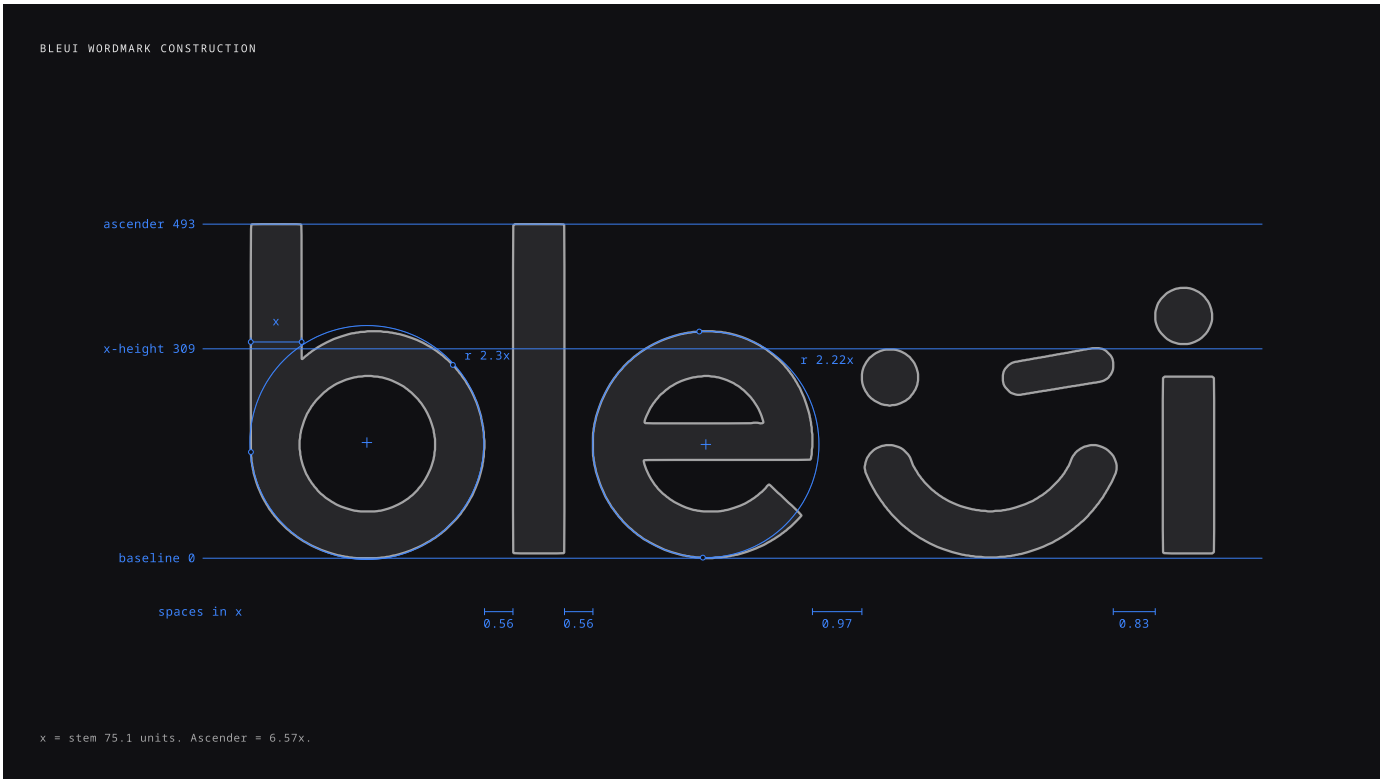
25 px 

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 tile's corners round on circles of 24% of its width. The eye is a true circle of radius e; the smile is a band 1.28e thick between two circles on one centre, ending in round caps, and the wink lies on straight edges.



bleui has one stem, x, and an ascender of 6.6x. The b and e bowls are true circles of about 2.3x, and the smile and wink sit between the e and the i on the same spacing in x.

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

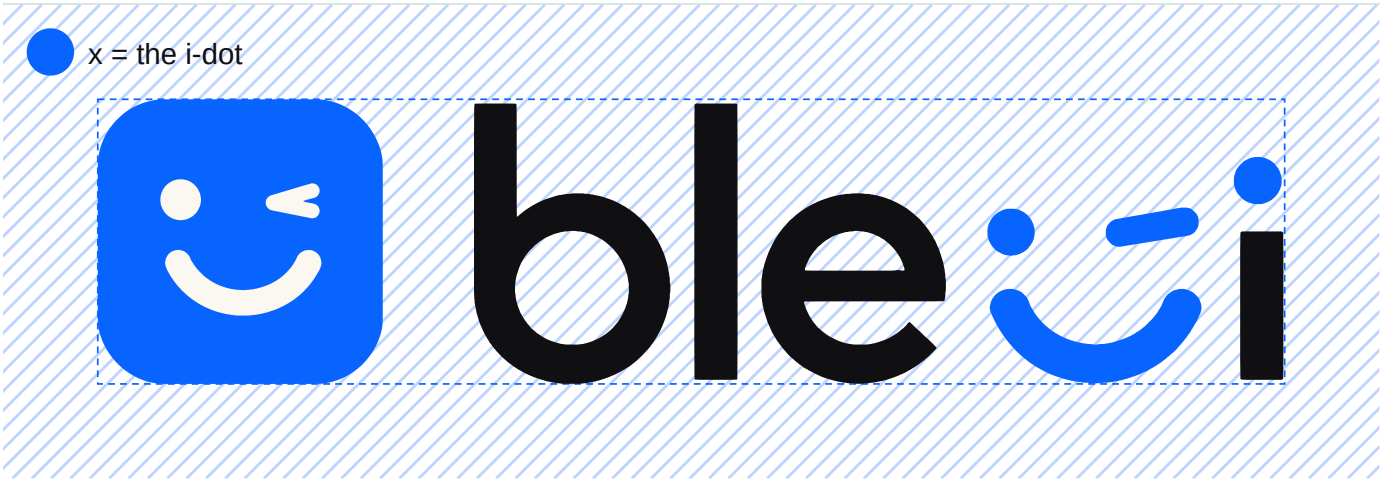


Small cut, 32 px



Small cut, 16 px

Clear space

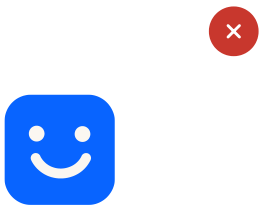


The founder gave no lockup, so this is the plainest one: the tile as tall as the b, a gap of 0.32 of that, both on the baseline. Clear space is 2x on every side, where x is the i-dot. Minimum sizes: the wordmark 72 px wide on screen or 18 mm in print, the tile 20 px.

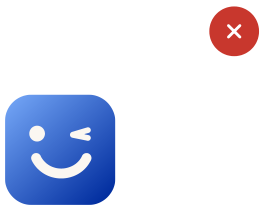
Logo on your background



Please don’t



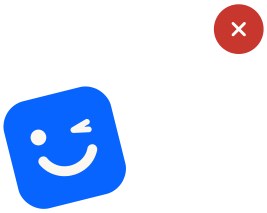
Don’t open both eyes. Bleui winks.



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

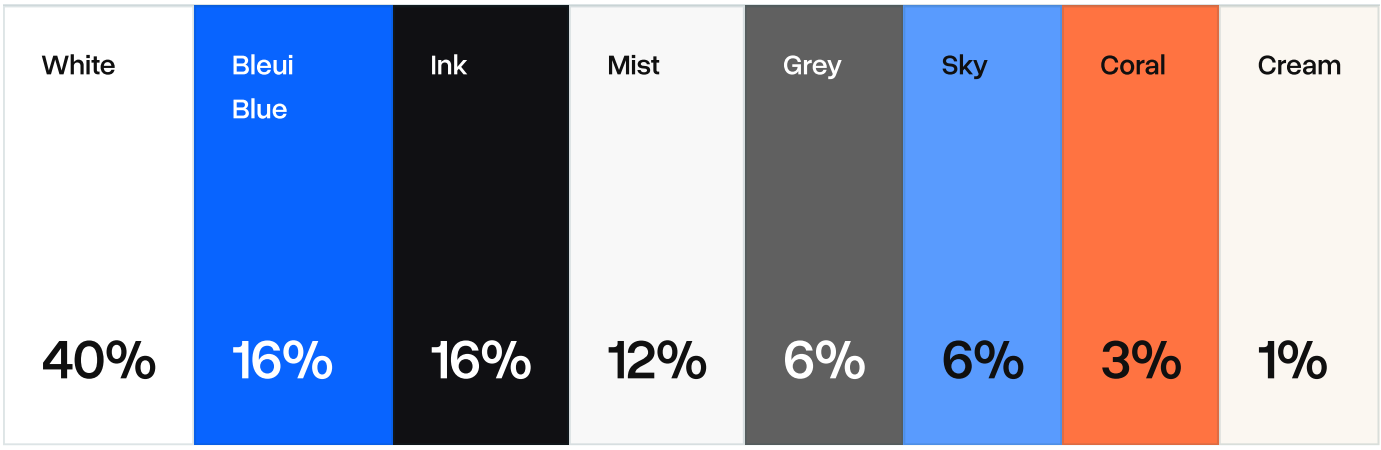
HEX #FBF7F1

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. Amounts here are example data.

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. Amounts here are example data.

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.

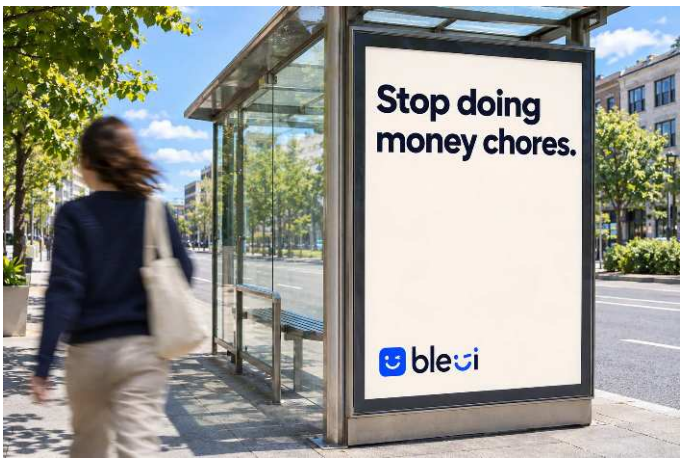
SAY	AVOID
Nothing is paid until you approve.	Don't worry, we've got this!

Roadside billboard



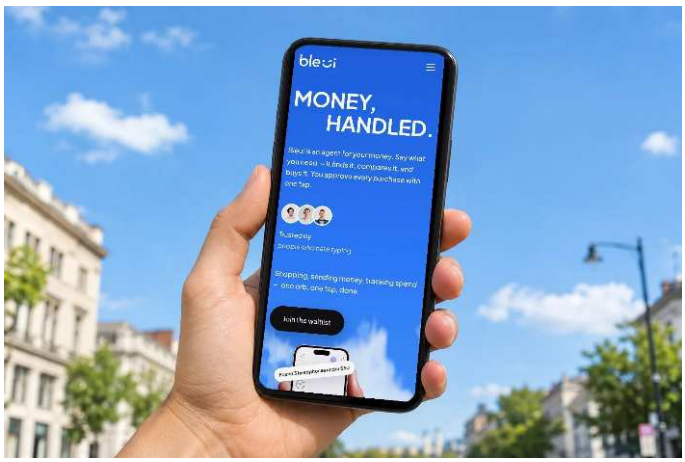
One blue field, the face huge and bleui.ai's two-word line. The wordmark sits in one-colour white, since the colour version vanishes on blue.

Bus shelter



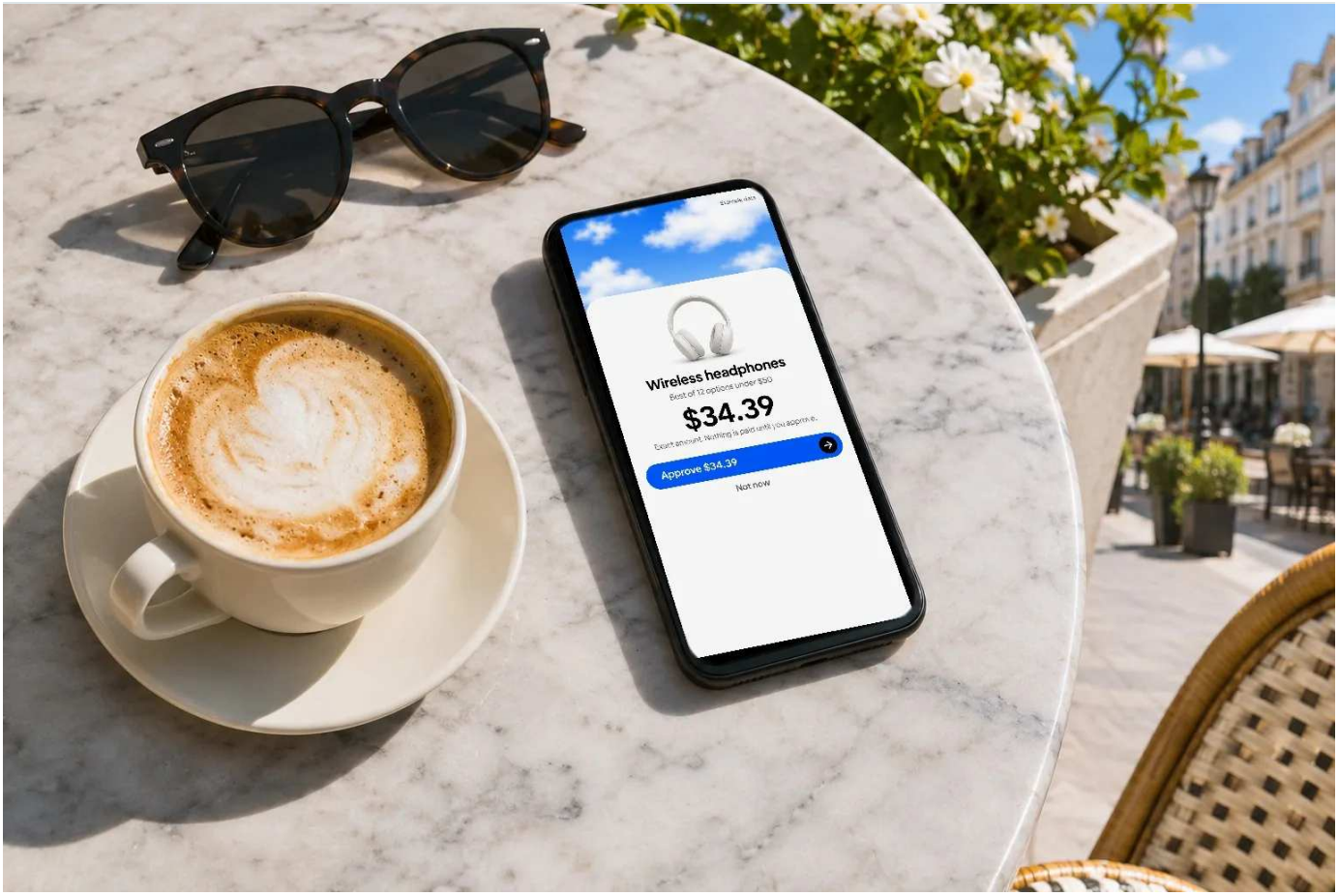
Headline top left, the lockup bottom left, on a flat ground. The line is bleui.ai's.

bleui.ai in the hand



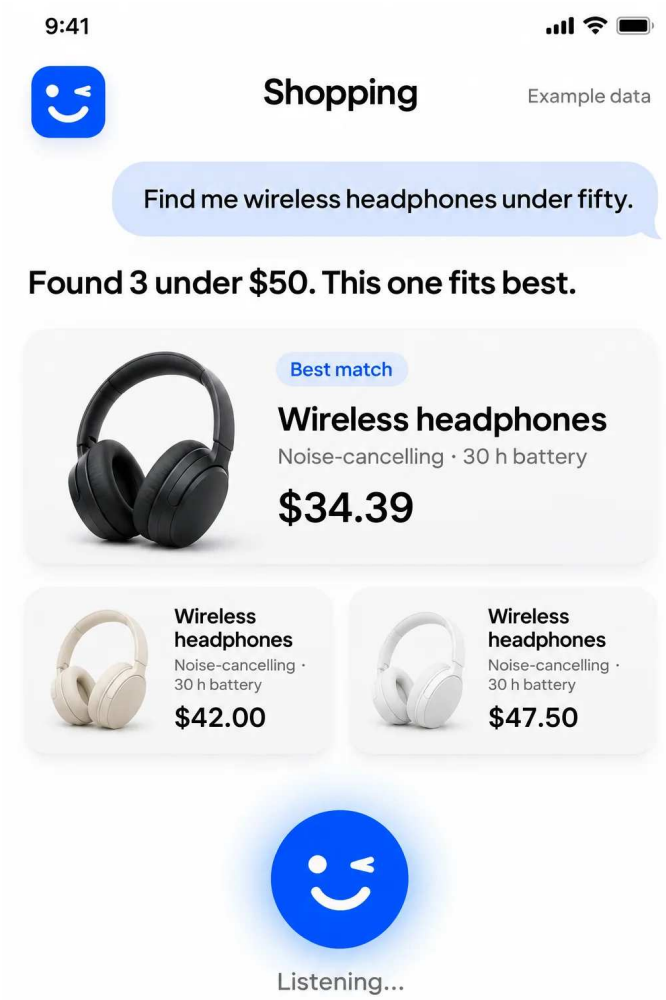
The founder's own mobile site on a phone against the sky, the way bleui.ai's hero shows it.

The approve moment



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

Agent at work



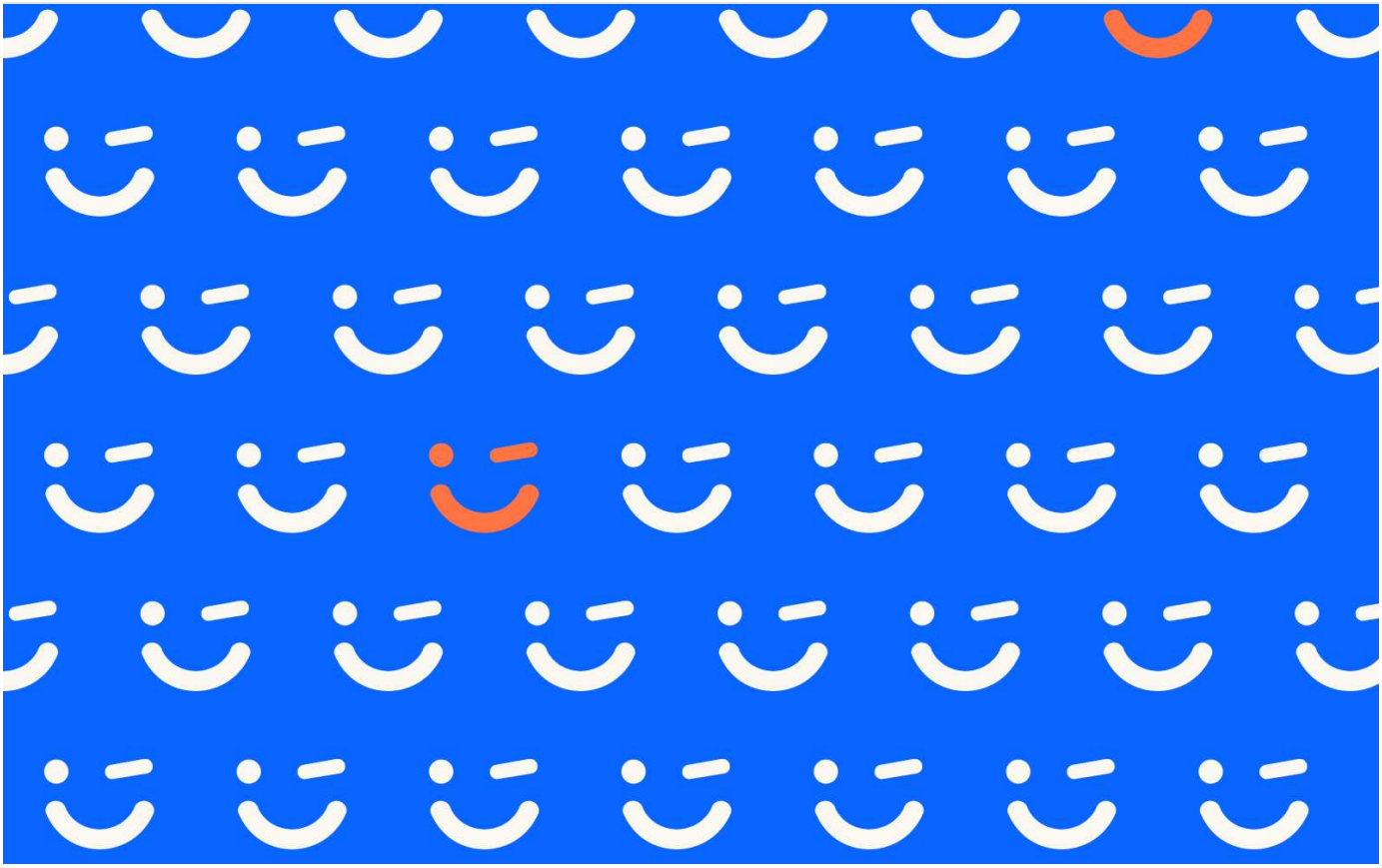
The spoken request, three results and the listening orb, matched to bleui.ai's own app screens. Example data.

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



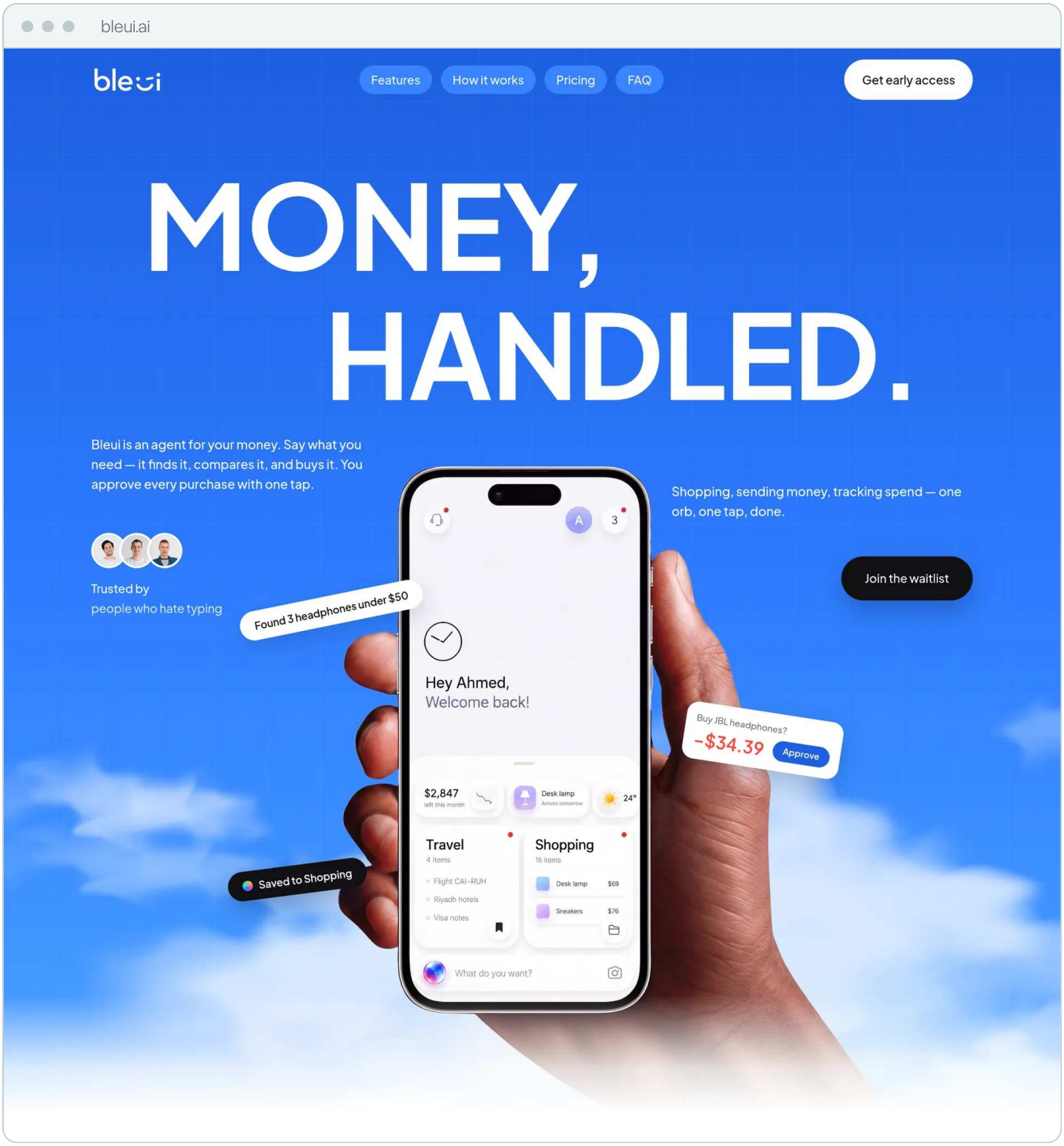
The tile as an embroidered patch on a navy cap.

Website

The founder's landing page for Bleui, section by section as it stands on bleui.ai. A section that moves on the site plays here as a short loop; the rest are stills.

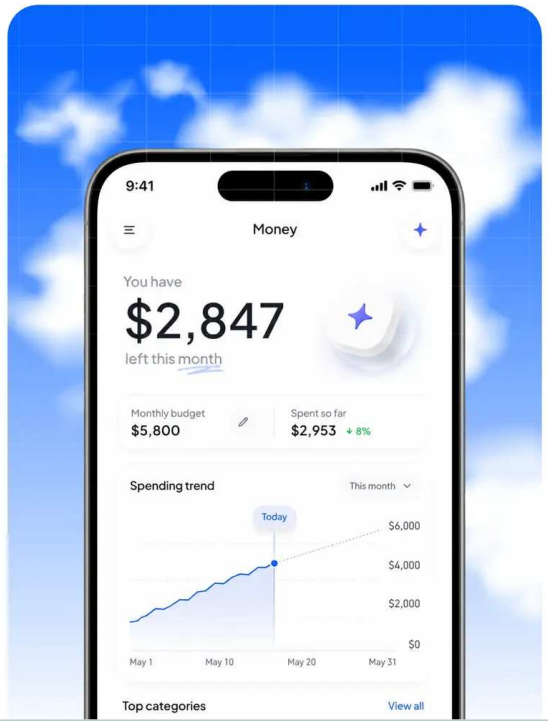
Website designed by the founder. bleui.ai, sections captured 10 November 2026.

01 **Hero** • Moving



02 **Know what's left**

bleui.ai



your money, at a glance

Know what's left. Always.

One number that actually matters: what you've got left this month. Bleui tracks every purchase it makes, every receipt you scan, every dollar you log by voice — and keeps the pulse live.

Spending pulse

"$2,847 left this month" with a trendline. Two seconds, you know.

Receipts, scanned

Point the camera. Bleui reads it, files it, done.

See how it works

03 What Bleui does

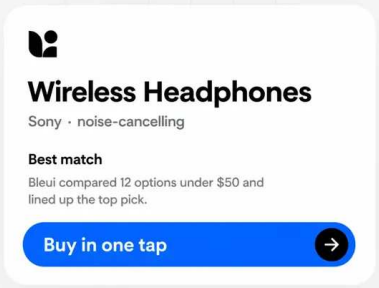
bleui.ai

What Bleui actually does

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

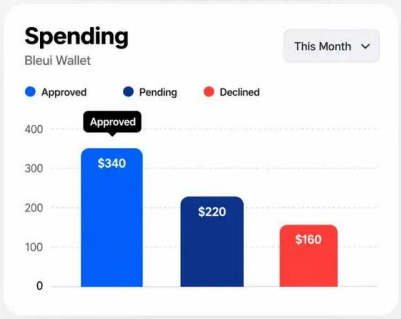
Shop by talking

"Find wireless headphones under $50." Bleui searches, compares, and lines up the best picks. You tap once to buy.



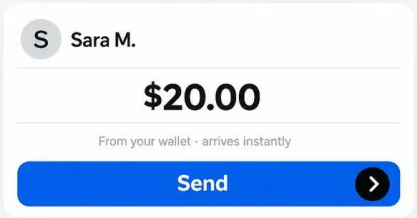
You approve everything

Every purchase shows you the exact amount before it happens. No approval, no spend. That's the rule — and it's yours.



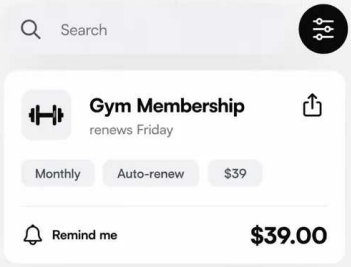
Send money in a sentence

"Send Sara $20." Your wallet, your keys, your signature. Bleui just makes it feel easy.



A memory that works for you

"Note: gym renews Friday." Bleui remembers, reminds, and can even cancel it for you — with your OK.



04 How it works

bleui.ai

zero learning curve

From "hey" to bought in three steps

Say it

Tap the orb and talk like you'd text a friend.

Watch it work

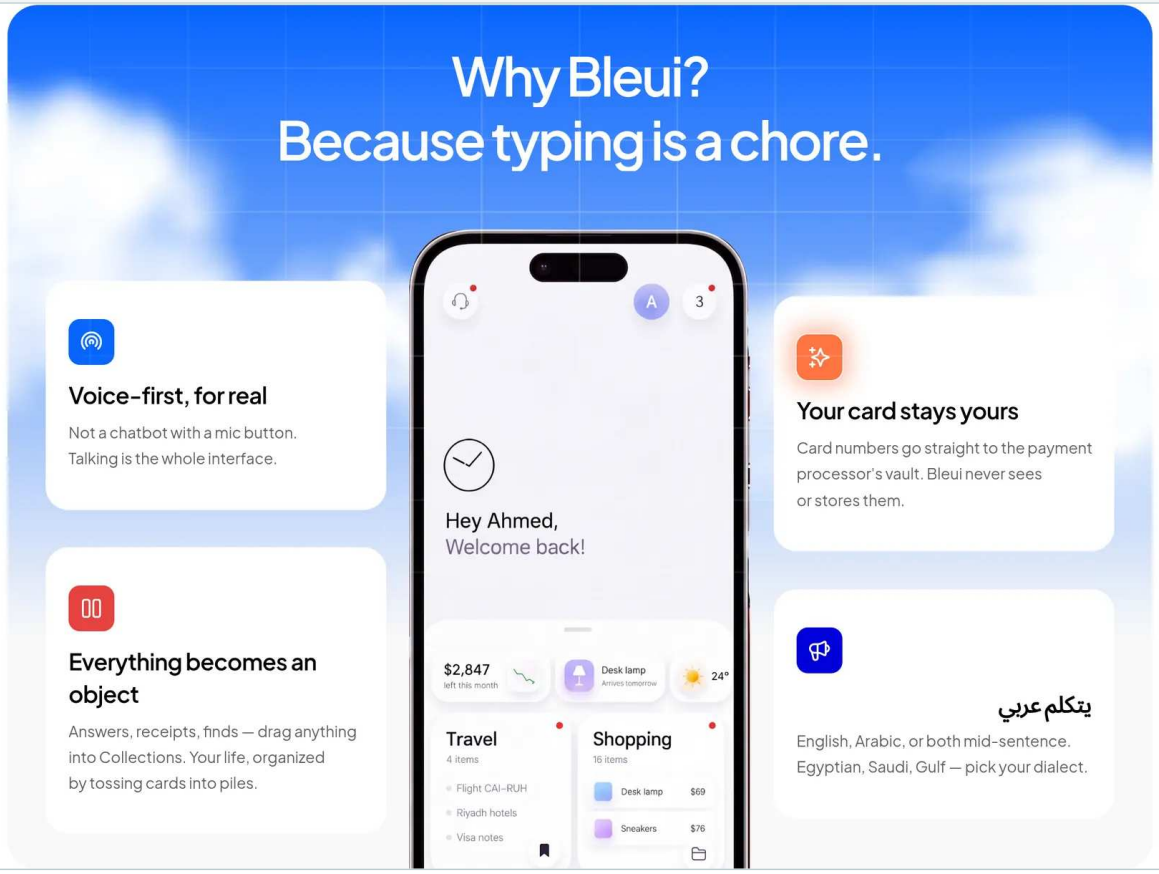
Bleui finds, compares, and preps the move.

Tap approve

You see the exact amount. One tap. Done.

05 Why Bleui

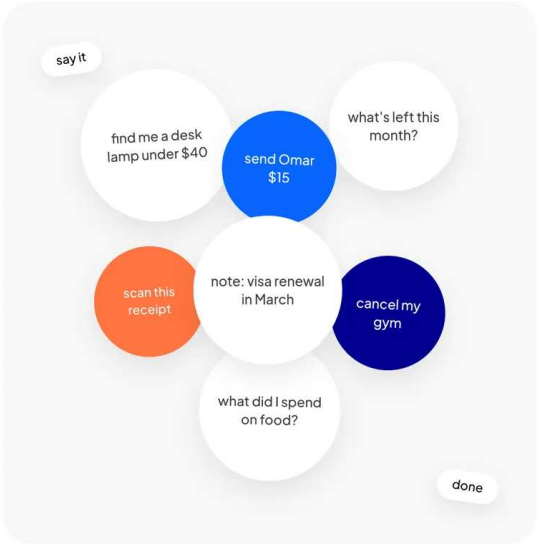
bleui.ai



06 **Just say it**

Moving

bleui.ai

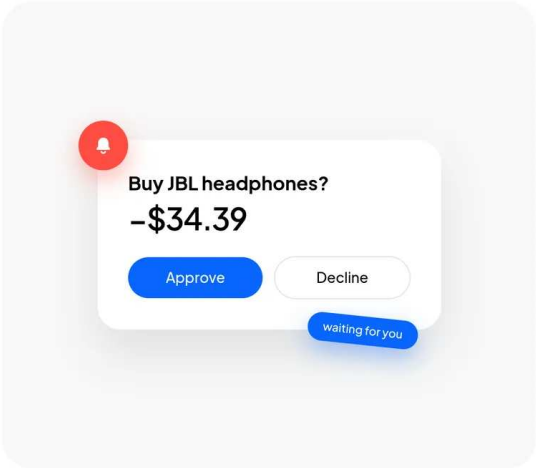


Just say it

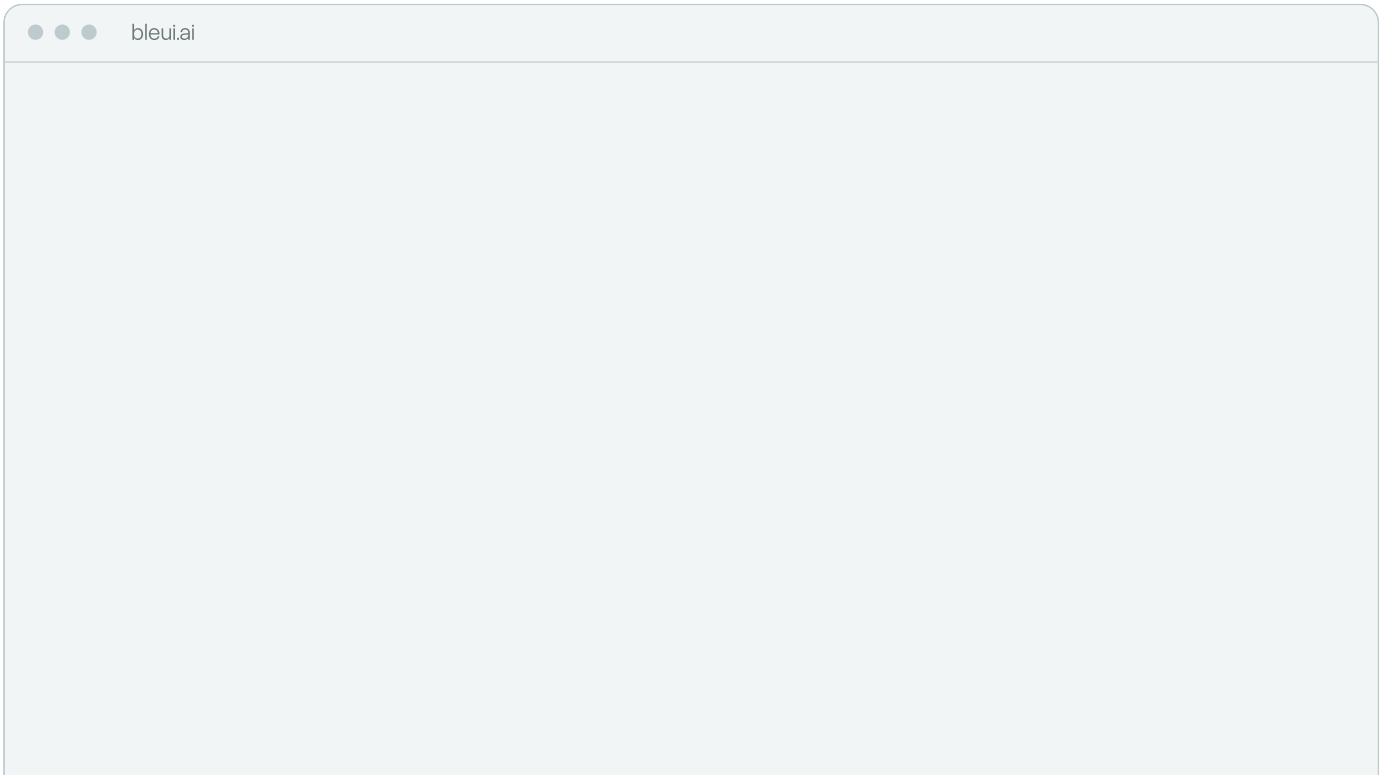
Things people actually say to Bleui:

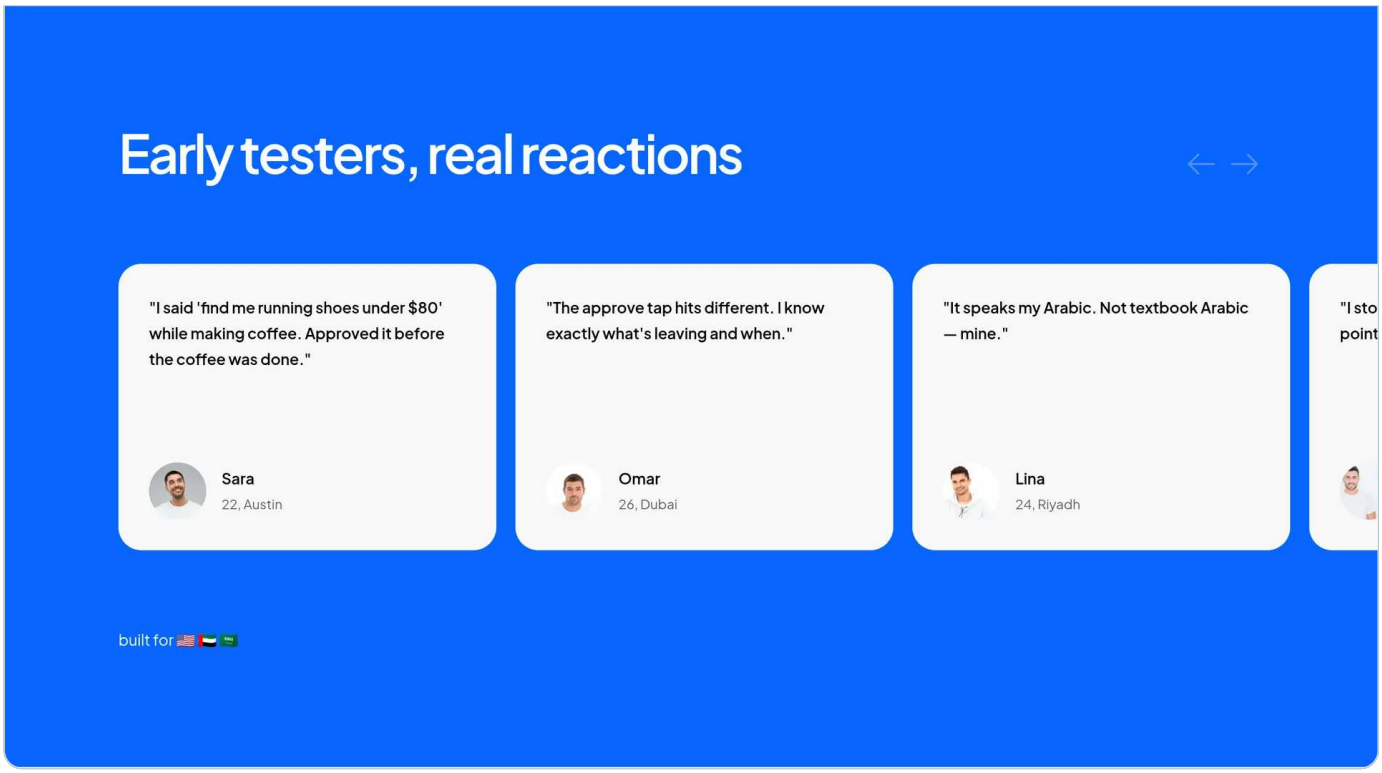
The only ping that matters

No spam, no streaks, no guilt trips. Bleui notifies you when something needs *you* — like a purchase waiting for your approval — and stays quiet otherwise.

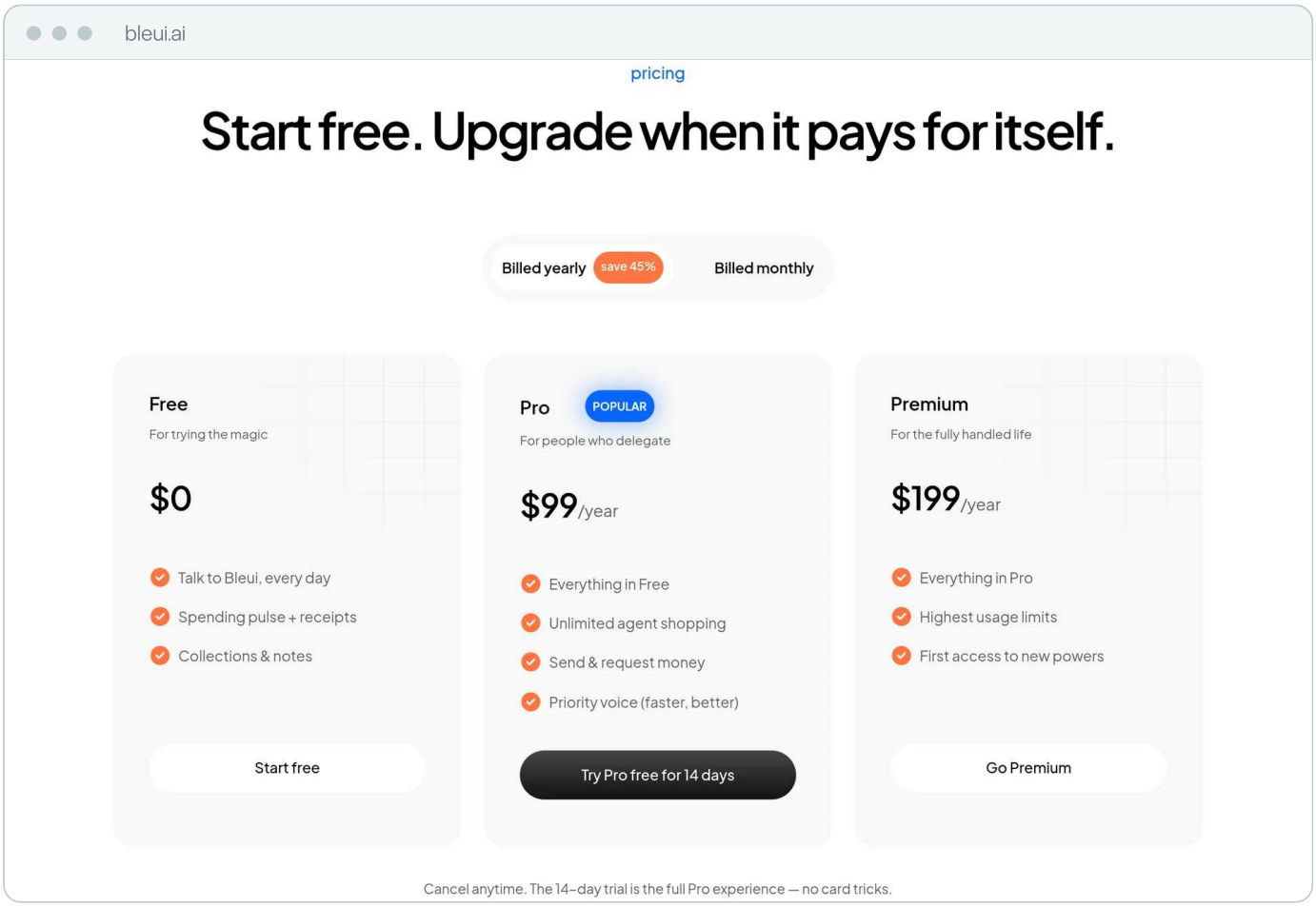


07 **Early testers**

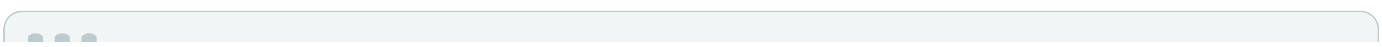




08 Pricing



09 FAQ



bleui.ai

Questions? Fair.

Got more questions?

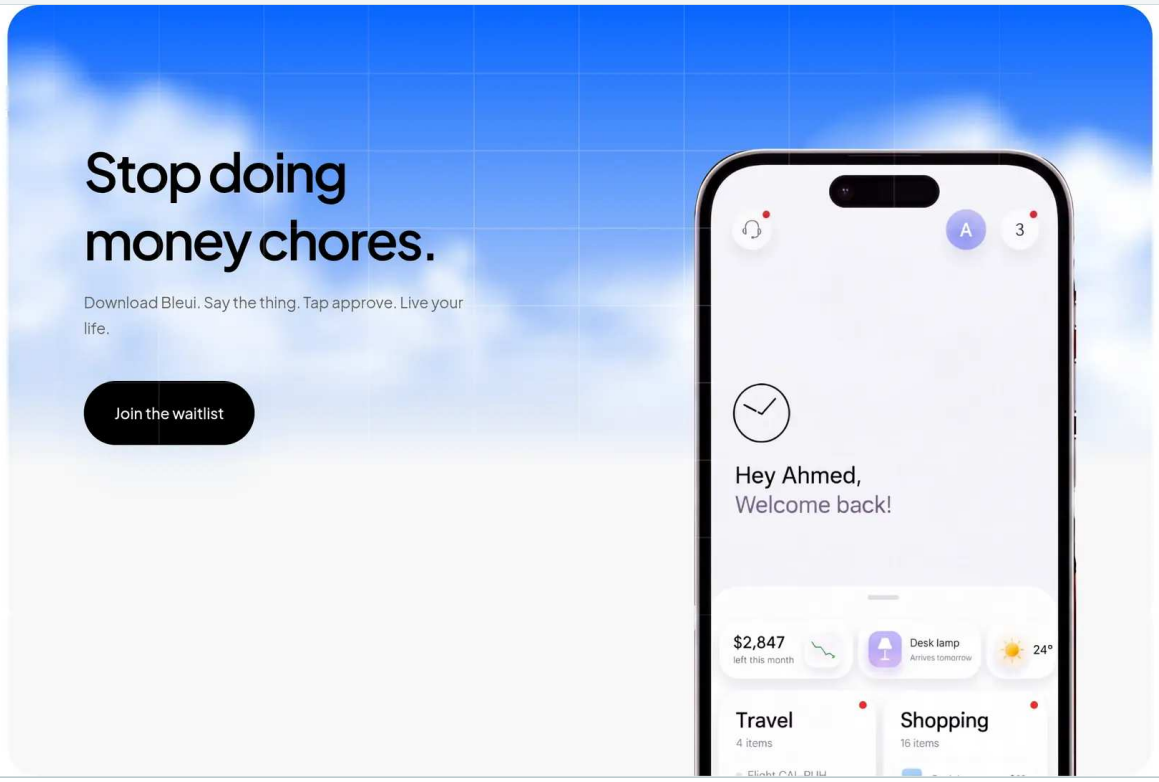
Contact us for more information.

Contact us

- Can Bleui spend my money without asking?
- Is my card number safe?
- Is Bleui a bank?
- What's actually free?
- Does it really speak Arabic?
- Where does Bleui work?

10 Stop doing money chores

bleui.ai



11 Footer

bleui.ai

Product

Features
How it works
Pricing

Support

FAQ
Contact
Email: hello@bleui.app

Legal

Privacy
Terms
Security



Bleui

Bleui is not a bank. Wallet services are non-custodial; you control your keys. Purchases require your per-transaction approval.

Bleui © 2026

Privacy Terms

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

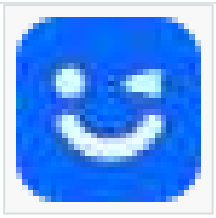


Ink

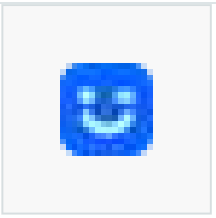
Favicons



Favicon SVG



Favicon PNG



Favicon ICO



Apple icon



PWA icon



PWA icon large

Pattern



Smiles, tile



Smile line, device

Applications



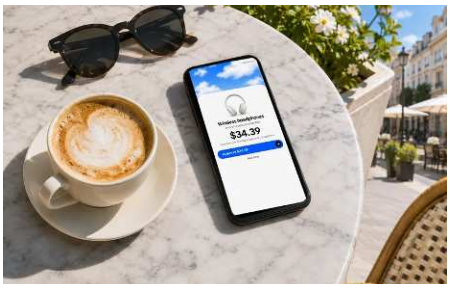
Bleui · 01



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.