One look for every sheet, document, page and email.

The office's own logo, colours, type and layout rules, taken from the office logo and the new email signature. Pages, Word files, guides, slides and signatures all read the same tokens.

BABOOM THE BIM WIZARD

1 What it covers

Logo
Versions, clear space, minimum size and misuse.

Colour and type
One crimson accent, logo greys, Arial. Contrast checked.

Layout
Spacing, corners, lines and the page kit.

Outputs
Email signature, Word, slides, sheet covers.

2 Three design systems, never mixed

BABOOM Office (this one)
Everything BABOOM issues: the BIM standard, drawings, documents, slides, emails. Lives in `01-TEMPLATES\03-BRANDING`.

Ahmed Fargaly (personal)
His own material, including TBP. Not used for office work.

ArchHub (product)
The ArchHub app and its site. Not used for office work.

3 Where it comes from

Source	What it gave
Office vector logo (BBM-LOGO-2025-PRESENTATION.pdf, brand manual 1.0)	The logo set (SVG and PNG), crimson #9A7B45 and logo grey #111113
Office email signature (2026)	Arial, the name/title/contact sizes, signature grey #3A3A3C, the 1 pt crimson divider
BBM-STD Word documents	Document structure (cover, headings, tables, header logo). Their interim Verdana and navy are replaced by this system
Revit and AutoCAD templates	Title block conventions (logo in the title block, mono plotting)

Logo

Taken from the vector master. Never redrawn, retyped, stretched or recoloured.

01-LOGOS
SVG + PNG, transparent

1 Versions

bbm-logo-colour: white or light grey

bbm-logo-white: on crimson

Black logo

bbm-logo-black: one-colour print, plots

bbm-mark-colour: icons, favicon

bbm-logo-white: on logo grey

bbm-mark-white: icons on crimson

2 Clear space and minimum size

Clear space: keep every side free by at least the cap height of the B in the wordmark (1/9 of the logo height). The dashed line shows it.

Minimum size: 120 px wide on screen, 25 mm wide in print. Below that the wordmark cannot be read; use the mark alone only where the company name is already clear (favicon, app icon).

Vector master: `01-LOGOS\00-SOURCE\BBM-LOGO-2025-PRESENTATION.pdf` (with the Illustrator file BBM-LOGO-2025-EXPORTS.ai). Every logo here is cut from it as SVG (any size, use it for print and large formats) and a 2400 px PNG; colour versions are only recoloured.

Background: colour logo on white or the light page grey only; white logo on crimson

Colour

One accent: the logo crimson. Everything else is the logo's greys.

1 Palette

accent
#9A7B45
BABOOM brass - deep (fgl.brass - deep)

accent - strong
#14130F
BABOOM text (fgl.text - primary)

accent - soft
#F4F1EA
BABOOM paper - lift (fgl.paper - 100)

ink
#14130F
BABOOM text (fgl.text - primary)

ink - 2
#111113
BABOOM robe (fgl.ink - 900)

mute
#3A3A3C
BABOOM text - 2 (fgl.ink - 700)

line
#D9D3C4
BABOOM line (fgl.paper - 400)

line - strong
#D9D3C4
BABOOM line (fgl.paper - 400)

bg
#EDE9DF
BABOOM paper (fgl.paper - 200)

surface
#FFFFFF
BABOOM card (fgl.paper - 000)

surface - 2
#F4F1EA
BABOOM paper - lift (fgl.paper - 100)

on - accent
#FFFFFF
BABOOM card (fgl.paper - 000)

ok
#6E8B5F
BABOOM ok (fgl.positive)

2 Rules

Do

- Use crimson for one thing per area: the link, the number, the rule, the primary button.
- Use logo grey for structure: table headers, code chips, number tiles.
- Keep text dark grey on white or the page grey.

Do not

- Add a second accent (blue, orange, purple) or gradients.
- Fill large areas with crimson except a cover or a start tile.
- Use crimson for error states on brand pages; say it in words.

3 Contrast (WCAG AA, 4.5:1 for text)

Text on background	Used for	Ratio	Result
ink on surface	body text	18.59 : 1	AA
ink on bg	body text on page	15.33 : 1	AA
mute on surface	secondary text	11.35 : 1	AA
mute on bg	secondary text on page	9.36 : 1	AA
mute on surface - 2	caption on grey tint	10.06 : 1	AA
accent on surface	links, counts	3.97 : 1	FAIL
accent on bg	links on page	3.27 : 1	FAIL
accent on accent - soft	active link on tint	3.52 : 1	FAIL
on - accent on accent	primary button, start tile	3.97 : 1	FAIL
on - accent on accent - strong	button hover	18.59 : 1	AA
on - accent on ink - 2	table header, code chip, guide tile	18.86 : 1	AA
ink - 2 on surface - 2	placeholder label	16.72 : 1	AA
ink on surface - 2	chips	16.48 : 1	AA
ok on surface	Do heading	3.80 : 1	FAIL
ink on accent - soft	text on tint	16.48 : 1	AA

1 Arial

BABOOM

How the office models, draws and delivers.

Regular and bold only. Sentence case for headings. No condensed, light or decorative faces. Codes and paths in `Consolas: BABOOM-BIM-STANDARD\`.

2 Type scale

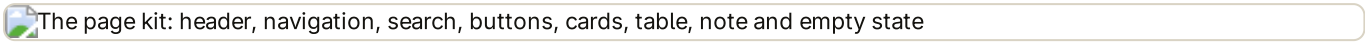
Step	Screen	Print guide	Use
xs	11px	7pt	Captions, chips, counts labels
sm	12.5px	7.9pt	Secondary text, table cells, buttons
md	14px	9.1pt	Body text
lg	16px	10.5pt	Lead text, section heads in print
xl	19px	13.5pt	Section headings, page titles in print
2xl	24px		Page titles
3xl	30px	30pt	Front page statement, guide covers

3 Spacing, corners, lines

Token	Value	Rule
space 1 to 7	4px, 8px, 12px, 16px, 24px, 32px, 48px	4 px steps; 8 and 16 inside parts, 24 and 32 between sections
radius	3px / 6px	Chips and tags 3px; everything else 6px (brand radius.panel).
lines	1px / 1px / 3px	Hairline in line colour between items; 1px accent divider beside the logo (the signature divider); 3px accent rule under page headers.
shadow	`0 3px 10px rgba(85,82,85,.16)`	Hover only, tinted with the logo grey. Nothing is elevated at rest.

Page kit

The parts every BABOOM page is built from: one stylesheet, ba-office.css on tokens.css.


The page kit: header, navigation, search, buttons, cards, table, note and empty state

BBM-OFFICE-PAGE-KIT.html, rendered. The front page and both catalogues use exactly these parts.

Part	Rule
Header	Colour logo at 120 px wide, 1 px crimson divider, title, counts in crimson, 3 px crimson rule underneath
Navigation	One line of text tabs; the current tab is bold with a crimson underline
Search	One box with a visible label, filters beside it, a count on the right; sticky while scrolling
Buttons	Primary: crimson fill, white text. Secondary: white with a grey outline. One line, 1 to 3 words
Cards	White, 1 px border, 4 px corners; preview on top, name, grey code chip, actions at the bottom. Shadow on hover only
Tables	Logo-grey header with white bold text, hairline rows, every other row on the page grey
Empty state	Dashed box that says what is missing and what to do next. Never a blank area
Focus, mobile, print	2 px crimson focus ring on every control; one column at phone width, no sideways scrolling; print hides controls and shows every section

Email signature

Taken from the office's new Outlook signature. Everyone uses the same one.

Thank you and best regards,

BABOOM

Name Surname
Job Title
M: | T:

Fotouh Al Khair Center, Tow er 1, Penthouse, Airport Road

Element	Specification
Sign-off	"Thank you and best regards," Arial 10 pt, dark grey, one empty line above the signature
Logo	Colour logo 180 x 125 px, linked to BABOOM, alt text "BABOOM"
Divider	1 pt crimson #9A7B45 vertical line, 22 px space either side
Name	Arial bold 13.5 pt, crimson #9A7B45
Title	Arial 10 pt, grey #3A3A3C
Phones	Arial 9 pt, grey #3A3A3C: M: mobile | T: office line, as tel: links without underline
Address	Arial 8.5 pt, grey #3A3A3C, one line
Web	18 px crimson web icon linked to BABOOM. No other icons, quotes, banners or disclaimers in the signature

Install: copy the three files in 03 - SIGNATURES to %APPDATA%\Microsoft\Signatures, open the .htm in Outlook's signature editor and type your own name, title and mobile.

1 Word documents

Part	Rule
Title	Arial 26 pt bold, crimson
Heading 1	Arial 16 pt bold, crimson
Heading 2	Arial 13 pt bold, dark grey
Heading 3	Arial 11 pt bold, logo grey
Body	Arial 10 pt, dark grey
Table text	Arial 8.5 pt (7 pt minimum in wide tables)
Header	Colour logo 25 mm wide at the top right; document code in the header text, 8 pt grey
Cover	Title only on the first page, crimson, 26 pt bold, then the version table; no images on the cover
Tables	Logo-grey header row, white bold text, repeated on every page; 0.5 pt grey borders; 7 to 8.5 pt text
Links	Crimson and underlined

2 Slides

BABOOM THE BIM WIZARD

Presentation title in Arial bold

Subtitle, date, presenter

BABOOM THE BIM WIZARD

Section or closing slide

White logo on crimson, nothing else

16:9. Cover: white with the colour logo top left (at least 25 mm wide), a 2 pt crimson rule, title 32 to 40 pt bold. Content slides: white, title 24 pt, body 14 to 18 pt, one crimson accent per slide. Crimson full-bleed only for section and closing slides.

3 Drawing sheets and covers

	Project / drawing title
	Drawing number · revision
	Scale · date · status

The title block carries the black logo (plots are monochrome), at least 25 mm wide, top of the title block, with clear space. Text Arial; no colour except a colour logo on colour-printed covers. Sheet covers and report covers use the slide cover layout at A3 or A4.

1 Do and do not

Do

- Take the logo file from 01-LOGOS every time.
- Use Arial and the token colours by name.
- Keep one accent: crimson.
- Leave white space; group with lines, not boxes.
- Check text contrast and phone width before you publish a page.
- Say what is empty and what to do next.

Do not

- Copy the logo out of an email or a PDF.
- Use the old 2025 logo, navy or Verdana in new work.
- Mix this system with the personal or ArchHub systems.
- Add client names, project names or fees to templates.
- Put staff names in templates; use "Name Surname / Title".
- Use stock or generated images as the office's work.

2 Where the files are

```
BABOOM-BIM-STANDARD\01-TEMPLATES\03-BRANDING\
  README.md                          start here
  01-LOGOS\                          colour, white, black logo; mark; favicon; 98-ARCHIVE old logo
  02-TOKENS\                         tokens.json, tokens.css, ba-office.css, ba-guide.css
  03-SIGNATURES\                     BBM-EMAIL-SIGNATURE.htm + its two images + README.md
  04-DOCUMENT-TEMPLATES\             BBM-OFFICE-WORD-TEMPLATE.docx, BBM-OFFICE-PAGE-KIT.html
  05-GUIDE\                          BBM-OFFICE-DESIGN-SYSTEM.pdf (this guide)
```

3 Changing the system

The BIM team owns it. A change is made once, in `tokens.json` (50.TOOLING\52.AEC-LIBRARIES\52.03-BBM-STANDARD\06.DESIGN-SYSTEM), then `publish_ds.py` republishes this folder and `build_all.py` rebuilds every page and guide. The Word standards pick it up the next time they are built. Nothing is edited by hand on the server.