



BOHIOSYSTEM

● SERVICE DATASHEET · BOHIOSYSTEM

Design and Identity

We build a brand's visual identity and product experience, and deliver it as a system the team can apply without us.

DOCUMENT

BS-SVC-04

VERSION

1.0

DATE

August 1, 2026

PREPARED BY

BohioSystem

BohioSystem

bohiosystem.dev · Confidential

THE SERVICE

A logo is not an identity. An identity is a system of decisions that lets anyone produce coherent material without asking.

We treat brand and interface as a single discipline: what communication promises has to hold up when the customer enters the product. We deliver identity, design system, and the pieces needed to operate it.

The core deliverable is not the final files, but the rules: typography, color, spacing, tone, and components, documented so the brand does not degrade with use.

System

NOT LOOSE PIECES

WCAG AA

VERIFIED CONTRAST

TokensDESIGN AND CODE
ALIGNED**Editable**SOURCE FILES OPEN TO
THE CLIENT

01

What we solve

How an unresolved identity shows itself.

COMMON SITUATION	WHAT IT MEANS FOR THE BUSINESS
Every piece looks like a different company	The presentation, the website, and social media use different colors and typefaces because each one was made by a different person without shared rules.
Everything runs through one person	No one can produce a post without waiting for the designer, so it gets published late or published poorly.
The logo does not work in practice	It looks good in the presentation where it was approved, but it is illegible as an app icon, embroidered on a shirt, or on a dark background.
The brand does not match the product	Communication promises something polished and the actual application conveys the opposite. The gap between the two destroys trust.
Inconsistent interface	Five shades of blue and four button styles within the same product, because a single component was never defined.
Accessibility problems	Light gray text on white that some users simply cannot read, which also hurts search rankings.

02

What the service includes

01 Brand identity

The visual and verbal foundation: what the brand is, how it looks, and how it speaks, with explicit rules of application.

Symbol and logotype · Typographic system · Color palette and usage · Grid and spacing · Tone of voice · Correct and incorrect usage

02 Design system

Reusable components synced between design and code, so the interface is coherent by construction, not by review.

Design tokens · Component library · States and interactions · Responsive grid · Usage documentation

03 Product design (UI/UX)

Designing an application's screens and flows, starting from the user's actual journey rather than the feature catalog.

Journey map · Information architecture · Navigable prototype · High-fidelity design · Development-ready handoff

04 Accessibility

Making the product usable by more people. It is a legal requirement in several markets and a positioning benefit in all of them.

Verified contrast · Keyboard navigation · Semantic hierarchy · Alt text · Touch targets

05 Assets and templates

The material the team produces every week, resolved as a template so it does not depend on a designer.

Presentation templates · Document system · Social media formats · Email signatures · Stationery and signage

06 Manual and handover

The document that lets the brand survive staff and vendor turnover.

Brand manual · Editable source files · Fonts with their license · Handover session

03

How we work

In short stages, with something verifiable at the end of each one.

PHASE	WHAT HAPPENS	WHAT YOU KEEP
01 · Discovery	We understand the business, the current state and the real constraint.	Diagnosis and agreed scope.
02 · Design	We define the solution, its risks and its execution plan.	Architecture and milestone plan.
03 · Build	We implement in verifiable increments, not in a single delivery.	Functional progress per milestone.
04 · Go-live	Controlled deployment, testing and knowledge transfer.	Solution in production and team trained.
05 · Evolution	Operation, measurement and continuous improvement under a service agreement.	Periodic report and living roadmap.

04

What you receive

Identity

- Logotype in all its variants and formats.
- Versions for light and dark backgrounds.
- App icon and favicon.
- Editable vector files.

Brand manual

- Usage rules and clear space.
- Palette with codes per medium.
- Type scale and hierarchies.
- Examples of correct and incorrect application.

System

- Color, typography, and spacing tokens.
- Component library in Figma.
- Code equivalent (CSS or similar).
- Documentation for each component.

Production

- Templates editable by the team.
- Ready-to-use social media formats.
- Brand document system.
- One-page quick guide.

05

Technologies we work with

We choose the tool for the problem, not by trend or by agreement with a vendor.

FIGMA

DESIGN TOKENS

ILLUSTRATOR

AFTER EFFECTS

WCAG 2.2

INTER

DM MONO

TAILWIND

CSS VARIABLES

STORYBOOK

SVG

LOTTIE

06

Engagement models

MODEL	HOW IT WORKS	WHEN IT FITS
Fixed project	Defined scope and deliverables, agreed price and timeline.	Bounded needs with a clear objective.
Monthly retainer	Reserved team capacity month to month.	Continuous evolution and sustained support.
Dedicated team	Profiles assigned exclusively under your direction.	Long programs or high workload.
Hour bank	Consumable hours with agreed priority.	Variable demand or one-off work.

07

Our commitments

COMMITMENT	HOW IT IS MET
The source files are yours	Editable originals are delivered, not just exports, along with the licenses for the fonts used.
Designed to be produced	Each piece is validated in its real medium —screen, print, embroidery, small icon— before it is signed off.
Verified accessibility	Color combinations are checked against the WCAG AA criterion, and any that should not be used together are documented.
Consistency between design and code	Tokens are delivered in a format the development team can consume, not as a screenshot with hex codes.
Team autonomy	The goal is for the client to produce their day-to-day material without depending on us or any outside designer.

ON REDESIGNING OUT OF BOREDOM

We do not recommend rebuilding an identity because it got tiresome internally. A brand gains value through repetition, and changing it resets that accumulated value. We propose a redesign when there is a real reason: the brand does not work in the media that matter today, it no longer represents what the company does now, or it causes confusion with a competitor.

08

Next step

GET STARTED

A one-hour session, at no cost, to review your current situation and define together the minimum scope to start with.

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WEB

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