



# Brand Guidelines



## **Billit Brand Guidelines Disclaimer**

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# 01. Logo



on light background



on dark background



minimum height



logo usage (use "it")

## Download:

White

pdf

jpg

png

Color square

pdf

jpg

png

## Download:

White

pdf

jpg

png

White square

pdf

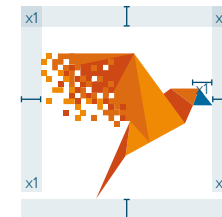
jpg

png

# 01. Logo



brandmark



brandmark usage (use beak)

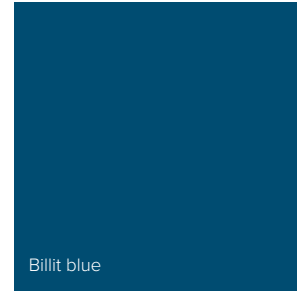
## Download:

pdf

jpg

png

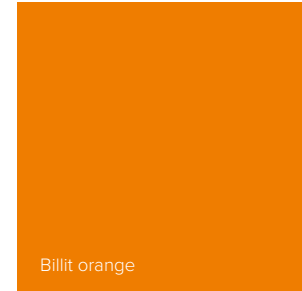
# 02. Colours



C 97  
M 64  
Y 33  
K 20

R 0  
G 76  
B 113

# 004c71



C 0  
M 60  
Y 100  
K 0

R 239  
G 125  
B 0

# ef7d00

primary colours



C 10  
M 67  
Y 100  
K 1

R 239  
G 125  
B 0

# dc6a02



C 14  
M 81  
Y 100  
K 3

R 206  
G 71  
B 10

# ce470a



C 1  
M 54  
Y 92  
K 0

R 241  
G 138  
B 0

# f18a00



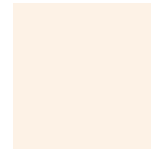
C 90  
M 51  
Y 17  
K 3

R 0  
G 105  
B 157

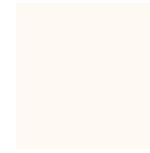
# 0068a5

secondary colours

# 02. Colours



C	1
M	6
Y	11
K	0
R	253
G	242
B	230
#	fdf2e6



C	0
M	3
Y	6
K	0
R	255
G	249
B	242
#	fef9f2



light gradient background



C	10
M	67
Y	100
K	1
R	239
G	125
B	0
#	dc6a02



C	14
M	81
Y	100
K	3
R	206
G	71
B	10
#	004c71



dark gradient background

# 03. Typography

for print

## PROXIMA NOVA

Aa

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

Bold font size 40 pt colour #004c71

**Title**

Semibold font size 20 pt colour #0068a5

**Subtitle**

Regular font size 11 pt colour #004c71

Normal text

Regular font size 11 pt colour: text #004c71 - glyph #ef7d00

■ Summary text

Light font size 9 pt colour #1c1c1b

Sub text



# 03. Typography

for web-safe

## MONTSERRAT

Aa

Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance. Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers. Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay.

color: #004c71; font-weight: bold; font-size: 26px

**Title**

color: #0068a5; font-weight: bold; font-size: 16px

**Subtitle**

color: #004c71; font-weight: regular; font-size: 13px

Normal text

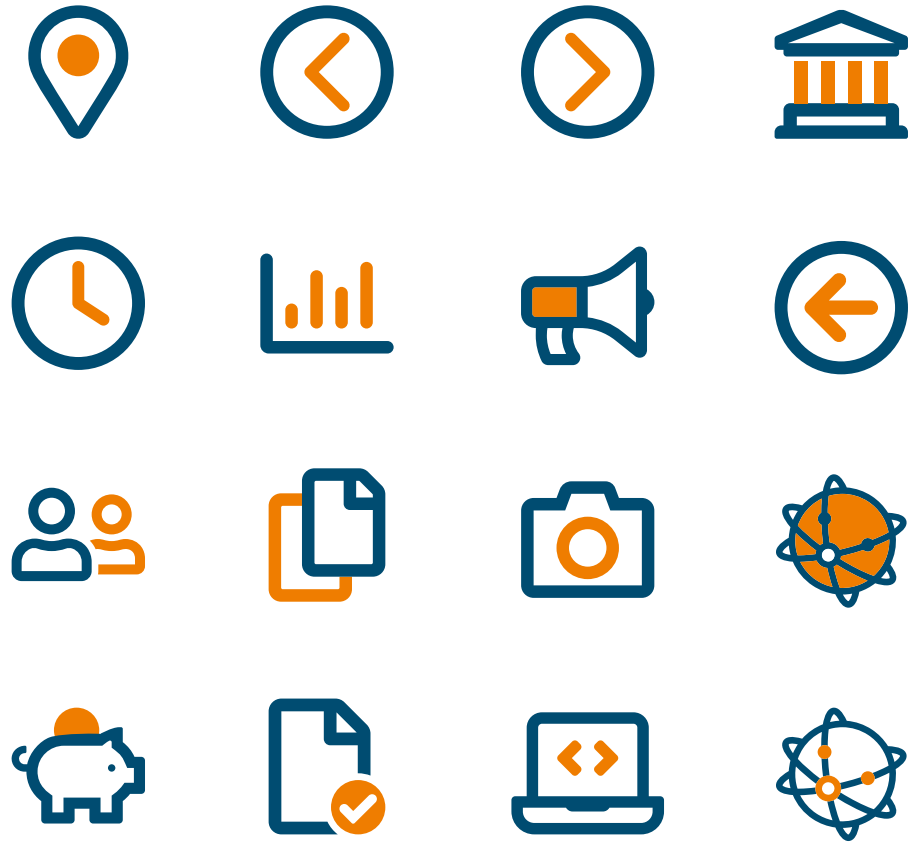
color: #004c71; font-weight: light; font-size: 11px

Sub text

background color:#ef7d00; textcolor: #004c71; font-weight: bold; font-size: 13px

[Lees meer](#)

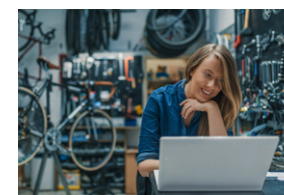
# 04. Design elements



Download:

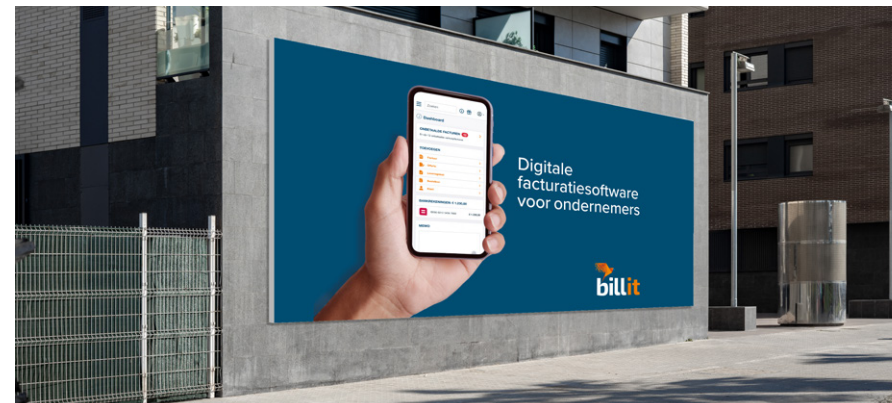
png

# 05. Imagery



For any use of photos, a separate request must be made and approved by Billit.

# 06. Promotional material



## Promotional material Guidelines:

- Make sure the Billit logo is displayed prominently and correctly.
- Always use the official logo files and do not alter the proportions, colors, or shape of the logo.
- Respect the minimum clear space around the logo to ensure it is not crowded by other elements.