

Brand Identity Guidelines



BillAdVisor

03. Fonts

05. Colors

06. Logo Styles

07. Copywriting Style & Tone

BillAdvisor Logo & Brand Identity Guidelines: **Fonts**

Lato:

The correct and consistent use of typography plays a big role in establishing a look for all printed and online messages developed for BillAdvisor. Lato is a free Google font that can be used for headlines and body copy.

Lato Hairline:

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Lato Hairline Italic:

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Lato Light:

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Lato Light Italic:

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Lato Regular:

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Lato Italic:

*AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Lato Bold:

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Lato Bold Italic:

***AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz***

Lato Black:

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Lato Black Italic:

***AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz***

BillAdvisor Logo & Brand Identity Guidelines: **Fonts**

Open Sans:

Open Sans is a free Google font that to be used only for body copy as an alternative to Lato.

Open Sans Light:

AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Light Italic:

*AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Open Sans Regular:

AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Italic:

*AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Open Sans Semibold:

AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Open Sans Semibold Italic:

*AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz*

Open Sans Bold:

**AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Open Sans Bold Italic:

***AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz***

Open Sans Extrabold:

**AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Open Sans Extrabold Italic:

***AaBbCcDdEeFfGgHhIijjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz***

BillAdvisor Logo & Brand Identity Guidelines: **Colors**

Primary:

Green



PMS 7741
C=76 M=4 Y=100 K=21
R=68 G=136 B=62
#44883e

Black



PMS Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000

Secondary:

Dark Green



PMS 7734
C=77 M=0 Y=69 K=75
R=40 G=97 B=64
#286140

Orange



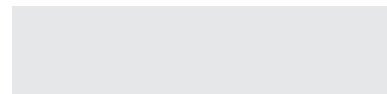
PMS 716
C=0 M=61 Y=100 K=0
R=234 G=118 B=0
#ea7600

Blue



PMS 7789
C=77 M=25 Y=6 K=0
R=0 G=118 B=168
#0076a8

Gray



PMS Cool Gray 1
C=0 M=0 Y=0 K=8
R=217 G=217 B=214
#e1e1e1

BillAdvisor Logo & Brand Identity Guidelines: **Logo Styles**

2 Color PMS: 7741 & Black Logo:

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4 Color CMYK Logo:

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RGB Logo:

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1 Color Black Logo:

BillAdVisor

BillAdVisor

BillAdvisor Logo & Brand Identity Guidelines: **Copywriting Style & Tone**

Copywriting Style:

BillAdvisor does not utilize a specific style guide for website, online, and print communications and advertising. The style tends to be more formal in headline applications and semi-formal in supporting text.

Tone:

Because conversation around personal finances is a serious topic, BillAdvisor primarily utilizes a semi-formal tone. When standard industry terminology is available, it should be used. All language should be carefully selected to ensure the average consumer will be able to understand the intended message. Beyond the ability to save customers money, there is an emotional appeal to the message related to the BillAdvisor value proposition, which includes navigating a cumbersome process and saving customers time.

BillAdisor