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BRAND GUIDELINES

FILIT BHARAT FINANCIAL SERVICE PVT. LTD.

Table of Contents

- **What are brand guidelines?**

- **Logo**

- **Logo Construction Grid**

- **Color Palette**

- **Primary Palette**

- **Typography**

What are brand guidelines?

Brand guidelines provide the established official policies and standards for the company's visual identity. It is applied to all materials, whether print or digital. It includes guidelines on the proper use of the company's logo, colors, fonts, and official messaging.

Brand guidelines ensure that all marketing and communications for the company are accurate and stays on-brand.
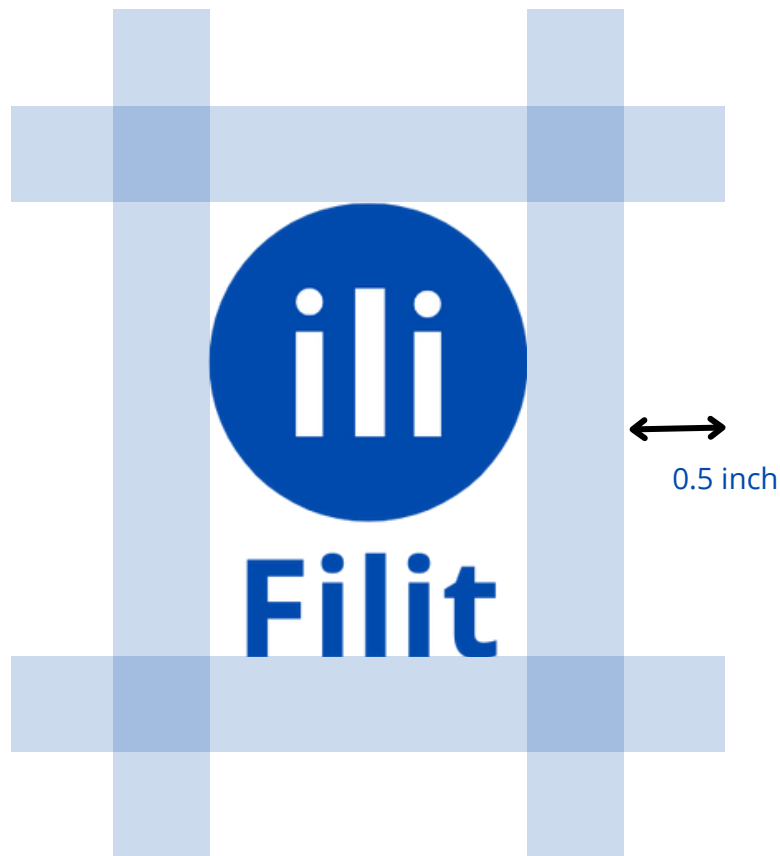
Logo

A logo is the visual representation of our company. It is an icon that symbolizes the company's idea and values. It can be used on all print media, all advertising platforms, websites, and other external communications.

Logo placement guidelines:

- The company logo should be prominent and visible in all visual communications.
- It should not be placed with another graphic or edited to create a new image.
- For legibility, keep the area around the logo clear.
- The company logo colors can not be changed or modified. Use only the provided official images.

Logo Construction Grid

0.5 inch

Virtical logo with company's name
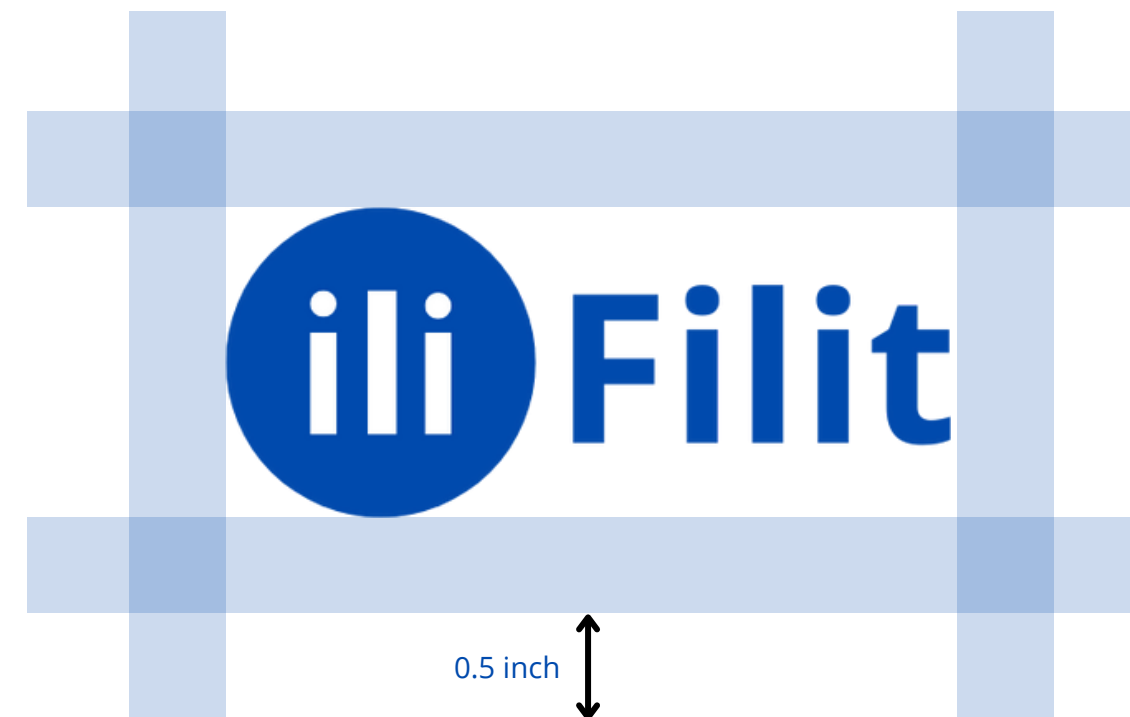
0.5 inch

Horizontal logo with company's name

Specify a minimum distance from the edge of the logo to the next visual element
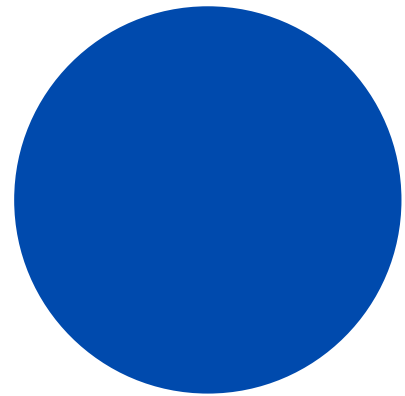Minimum size of the logos must be 0.5 inch in width.

Color Palette

The color palette sets a visual tone for the company's brand. Colors can also create a strong brand recall when it is associated with your brand.
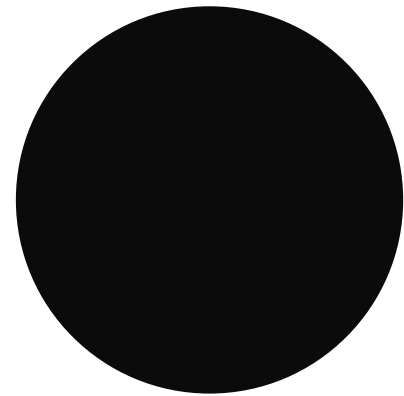
Color palette guidelines

- Create a primary palette and limit it to up to four colors.
- Note which is the main color.
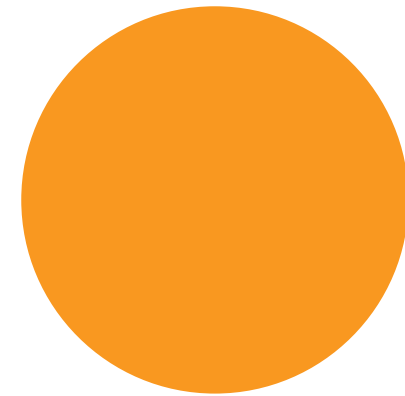- Consistent use is important.
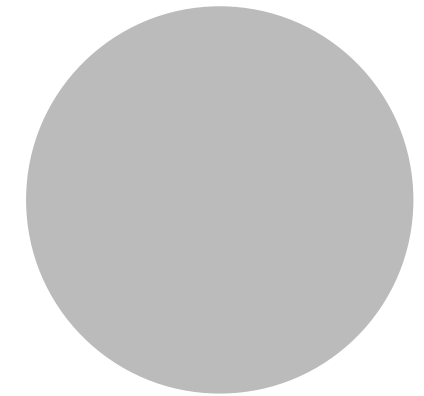
Primary Palette

#004AAD
(100%, 57%, 0%, 32%)
(0, 74, 173)

#0B0B0C
(8%, 8%, 0%, 95%)
(11, 11, 12)

#F99820
(0%, 39%, 87%, 2%)
(249, 152, 32)

#BBBBBB
(0%, 0%, 0%, 27%)
(187, 187, 187)

Typography

Having a signature font contributes to a strong brand. It is considered as a visual component and should be consistent throughout.

Typography guidelines

- Select a font for the logo and heading
- Select a font each for subheadings and body font. Note that these fonts can be the same, but can vary in size or style.
- Assign a standard size for the use of each
- Keep fonts simple and clean

Open Sans Bold

Open Sans Bold Italics

Open Sans

Open Sans Italics

Open Sans

Open Sans Light