

Brand Colour

BI Brand Identity



Logo alternative

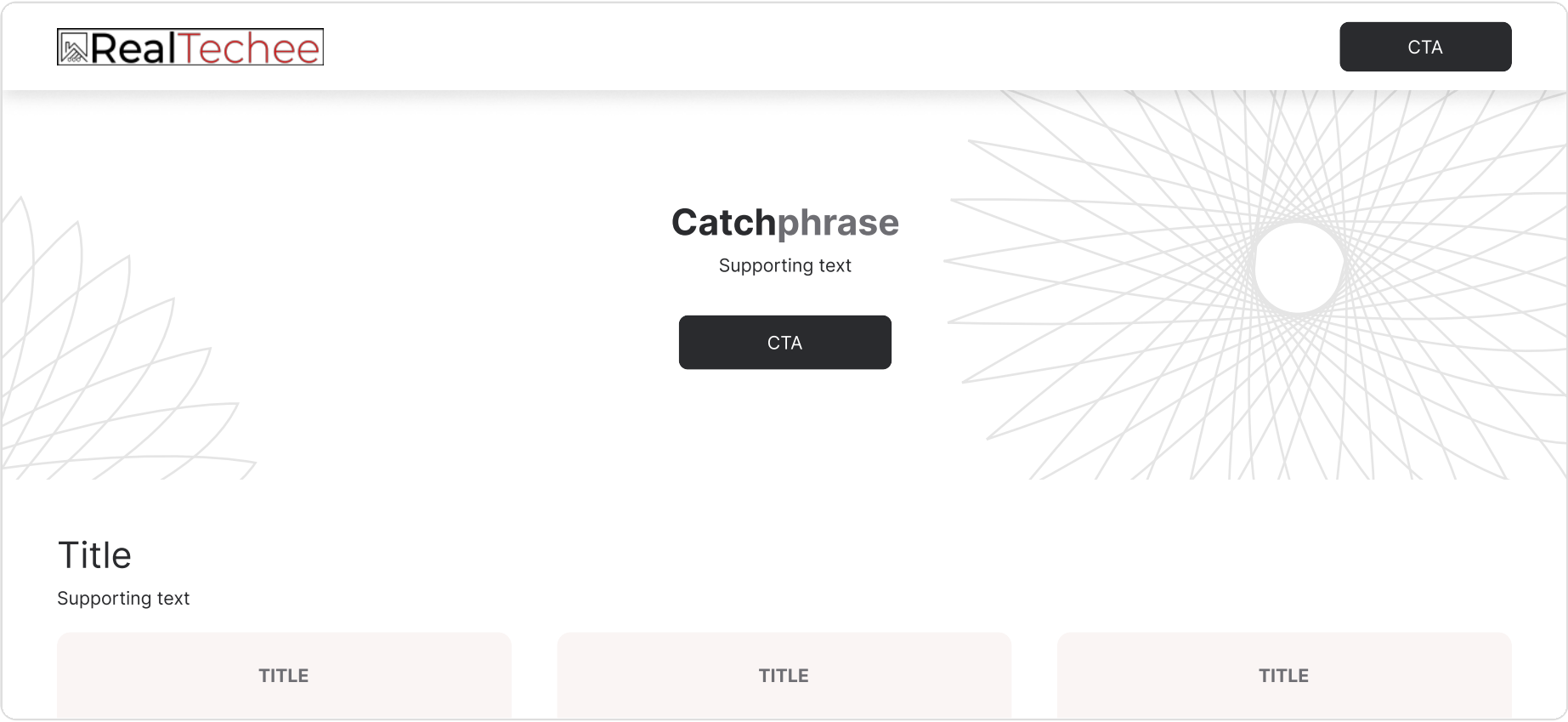


Web colour set

Primary #000000	Secondary · Web background #FFFFFF	Neutral-light #D2CAC8	Secondary text and secondary components #6E6E73	CTA · Text colour #2A2B2E
Accent 1 #D11919	Accent 2 #E9664A	Accent 3 #FFB900	Accent 4 #3BE8B0	Accent 5 #17619C

\*Accent colours can be used to highlight text and content. Using a colour in the same colour shade is allowed.

Web colour use



Buttons

Status	Normal	Hover	Pressed	Disabled
Primary	Click	Click	Click	Click
Secondary	Click	Click	Click	Click
Tertiary In-line link	Click	Click	Click	Click
Colours	Normal #CE635E	Hover #A54F4B	Pressed #7C3B38	Disabled #F0CFCD

Brand Font

Heading  
Nunito Sans

Whereas disregard and contempt for human rights have resulted

Body  
Roboto

Whereas disregard and contempt for human rights have resulted

Content example

Content Title

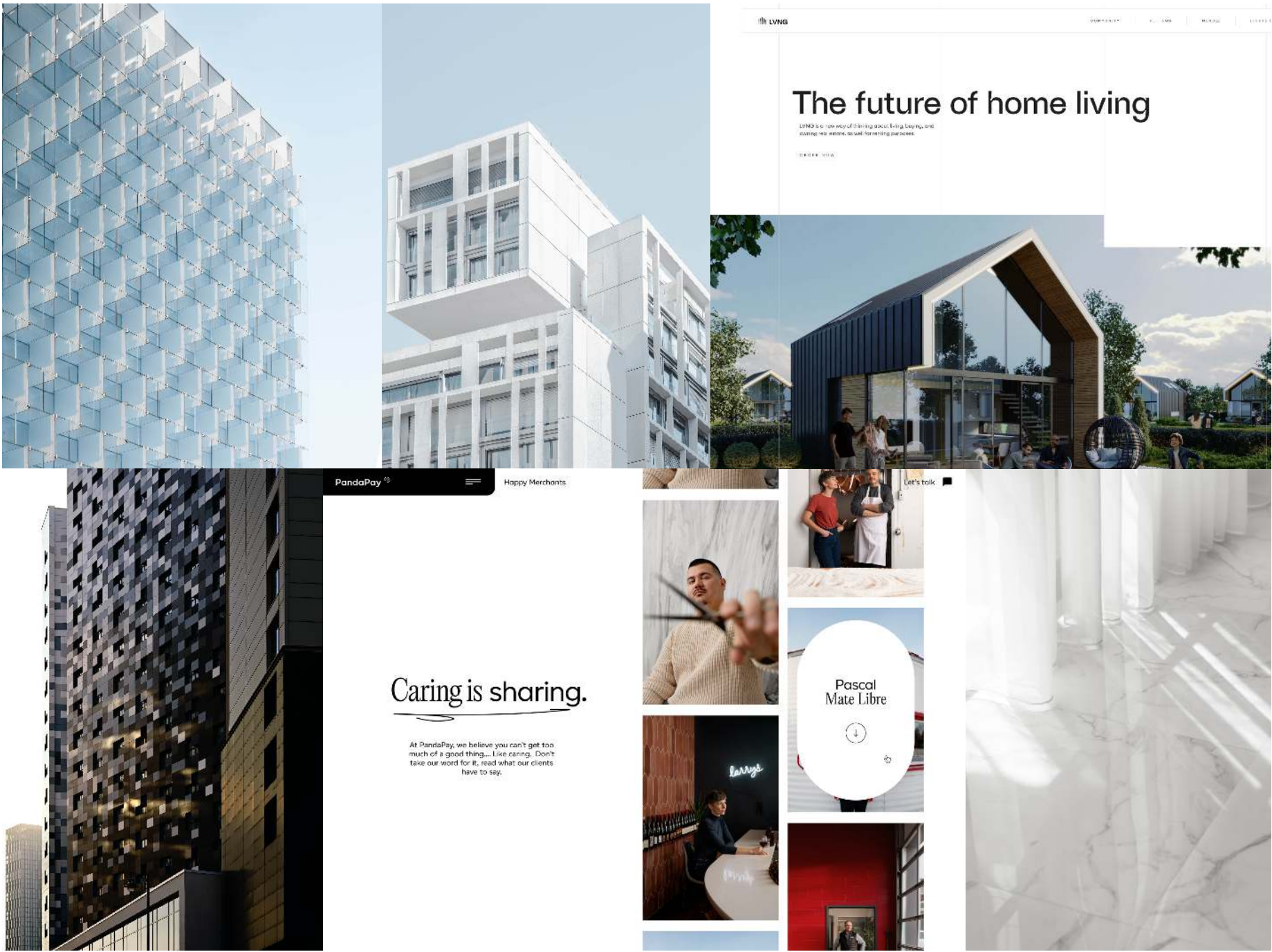
Positioning statement serves as a strategic tool to guide marketing and communication efforts, ensuring consistency in messaging and helping customers understand and remember what makes a product or brand special in a crowded marketplace.

View listings

Font Scale

Heading   Weight-400 (regular)	H1   48pt	It is impossible to begin t
	H2   39pt	It is impossible to begin to lear
	H3   31pt	It is impossible to begin to learn that v
	H4   25pt	It is impossible to begin to learn that which one
	H5   20pt	It is impossible to begin to learn that which one thinks one .
	H6   16pt	It is impossible to begin to learn that which one thinks one already knows
Body	P1   20pt	It is impossible to begin to learn that which one thinks o
	P2   16pt	It is impossible to begin to learn that which one thinks one already kno
	P3   13pt	It is impossible to begin to learn that which one thinks one already knows
Note	Font weight can change when needed	
	Leading (line height) for <b>body text</b> : 160% (1.6x)	

Moodboard



Brand Keywords

Modern / Clean / Timeless  
Simplistic / Luxury