



BRAND GUIDELINES

LOGO COLORS



Blue

#277BCF

rgb: 39, 123, 207

cmyk: 79, 48, 0, 0

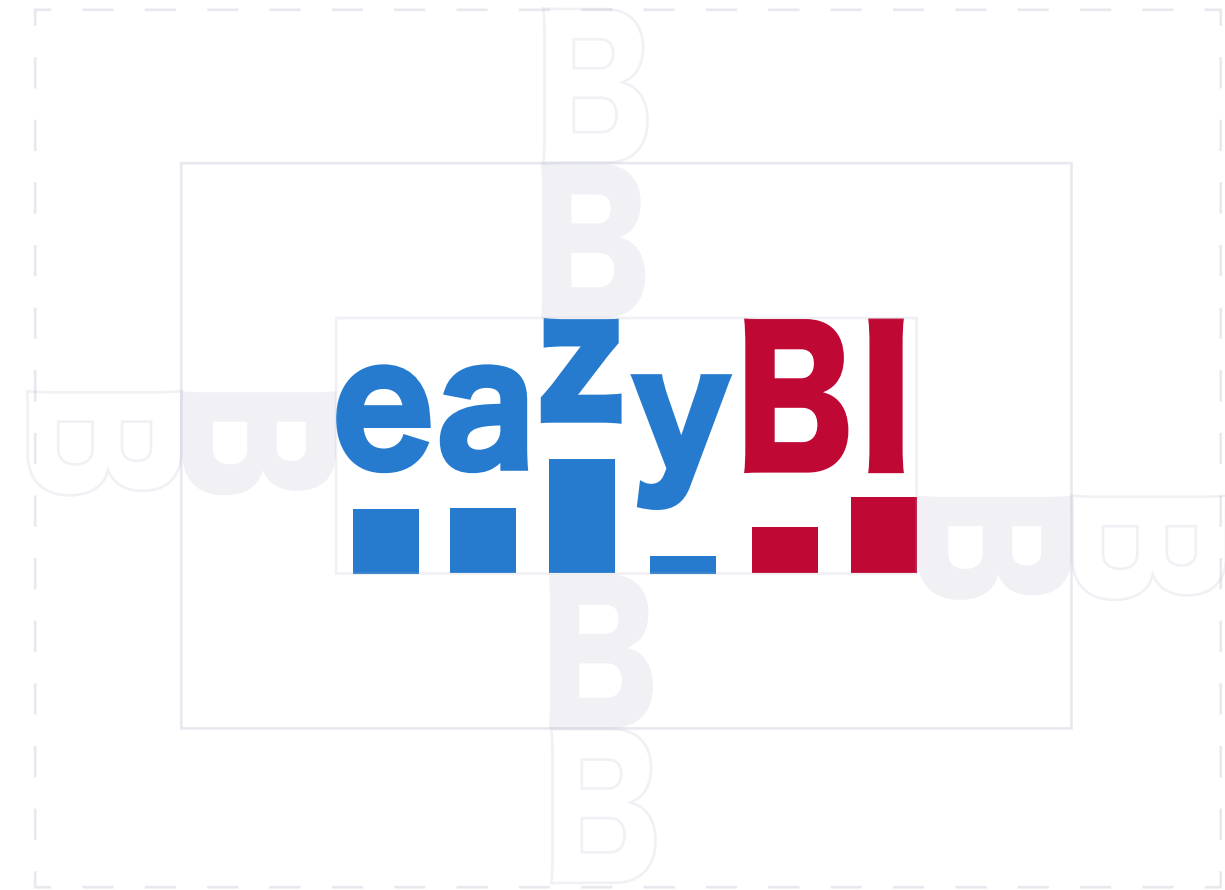
Red

#BF0834

rgb: 191, 8, 52

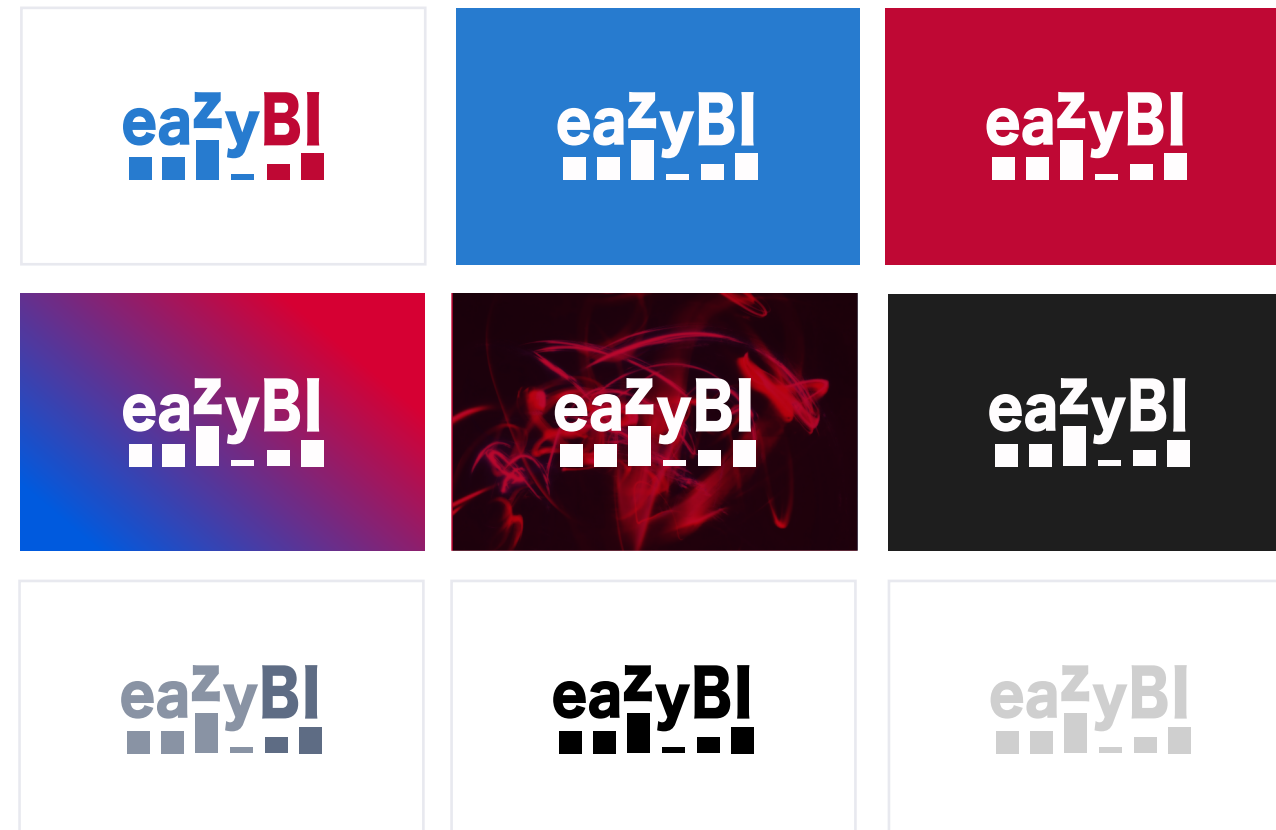
cmyk: 13, 100, 84, 4

LOGO SAFE SPACE



Logo exclusion zone bare minimum is equal to the full height of the letter B if space allows try to strive for more (at least 1,5 or double the amount)

LOGO ACCEPTED USAGE



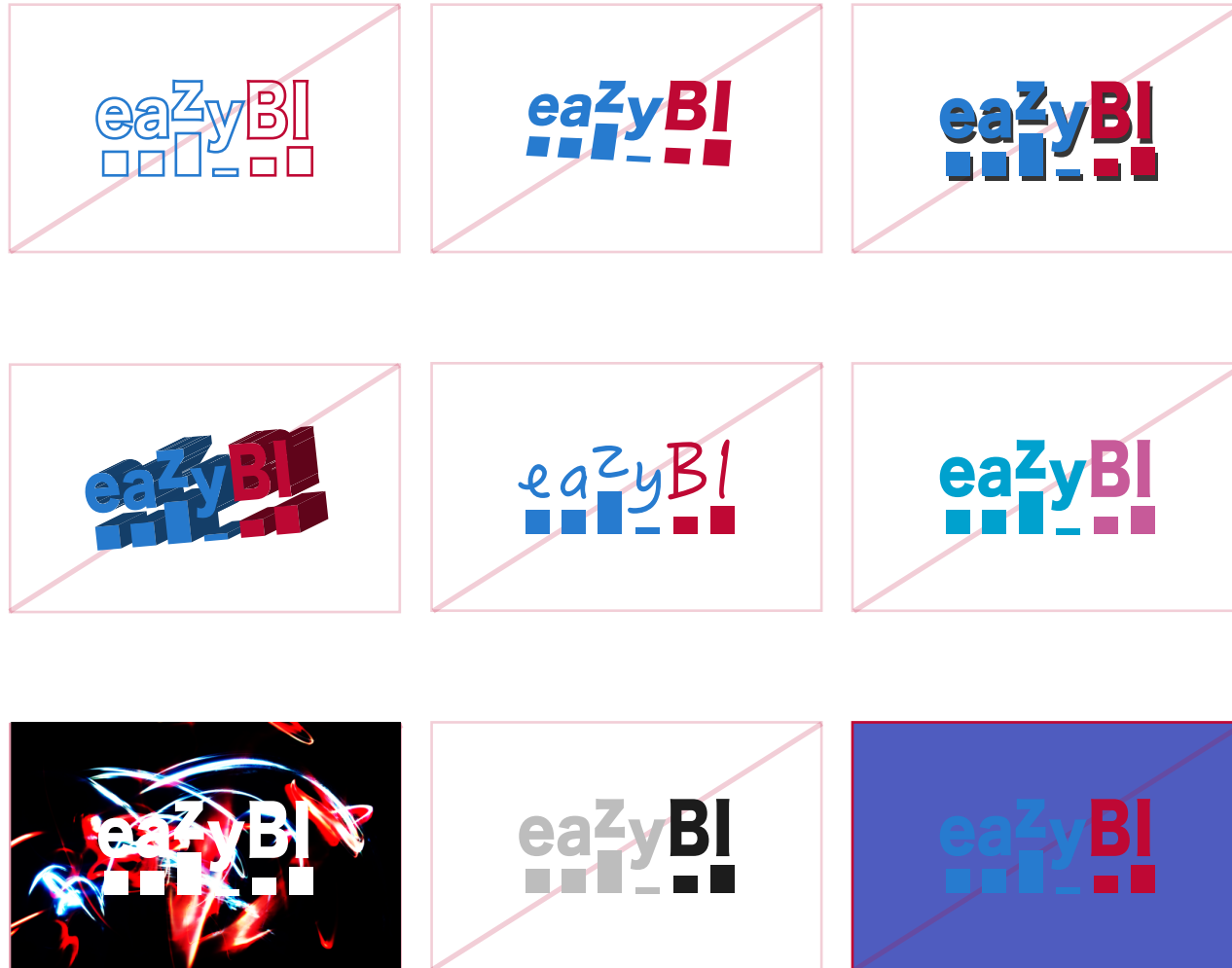
Use full color version only on white background

Use white logo version on:

- Colored backgrounds
- Red & blue gradient backgrounds
- Photo, if contrast ratio is atleast 3:1
- Dark backgrounds

Please use the provided cool duotone grayscale logo alternatively, you can use a monotone black logo with opacity decrease

LOGO FORBIDDEN USAGE



Please:

don't apply outline

don't skew, rotate or stretch

don't apply harsh drop shadow

don't use special effects

don't change logo font

don't use colorful logo on color background

don't create duotone grayscale logo variations

don't use busy photos with bad contrast in background

FO NTS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Roboto light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Roboto regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Roboto bold

Our primary typeface for any web and print materials is Roboto.
In case you don’t have Roboto you can find it here –

<https://fonts.google.com/specimen/Roboto>

When mentioning in text sentences and paragraphs
eazyBI is always spelled with a small “e” and capitalized “BI”

BRAND COLORS

#277BCF
rgb: 39, 123, 207
cmyk: 79, 48, 0, 0

#ffffff
rgb: 255, 255, 255
cmyk: 0, 0, 0, 0

#BF0834
rgb: 191, 8, 52
cmyk: 13, 100, 84, 4

eazyBI GRADIENT



from #005ADE to #D60033 in 45°

NEUTRAL COLORS

#091E42	#172B4D	#253858
#344563	#42526E	#505F79
#5E6C84	#6B778C	#7A869A
#8993A4	#97A0AF	#A5ADBA
#B3BAC5	#C1C7D0	#DFE1E5
#EBECF0	#F4F5F7	#FAFBFC

CHART COLORS

#274380	#376BB7	#90B9DE
#930F34	#D4153B	#FA80A7
#FE6300	#FF8619	#FFBE60
#FFA806	#FFD04D	#FFF4B3
#227253	#34AD70	#86DBA6
#006F92	#00B8D9	#ADF3FF
#782EB0	#A857D3	#DCBCED
#8993A4	#B3BAC5	#EBECF0



In case of any questions please dont hesitate to ask us at
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