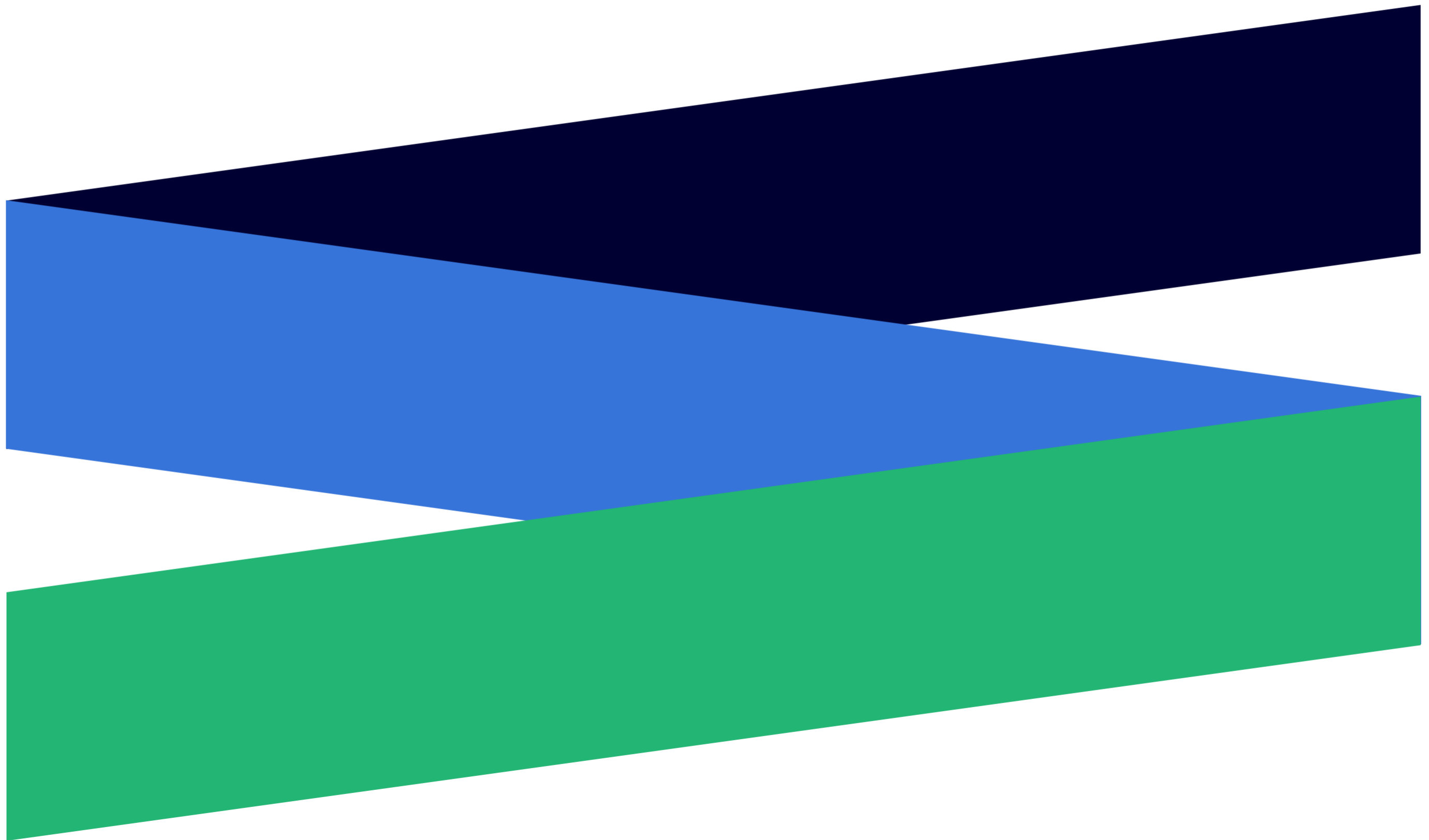
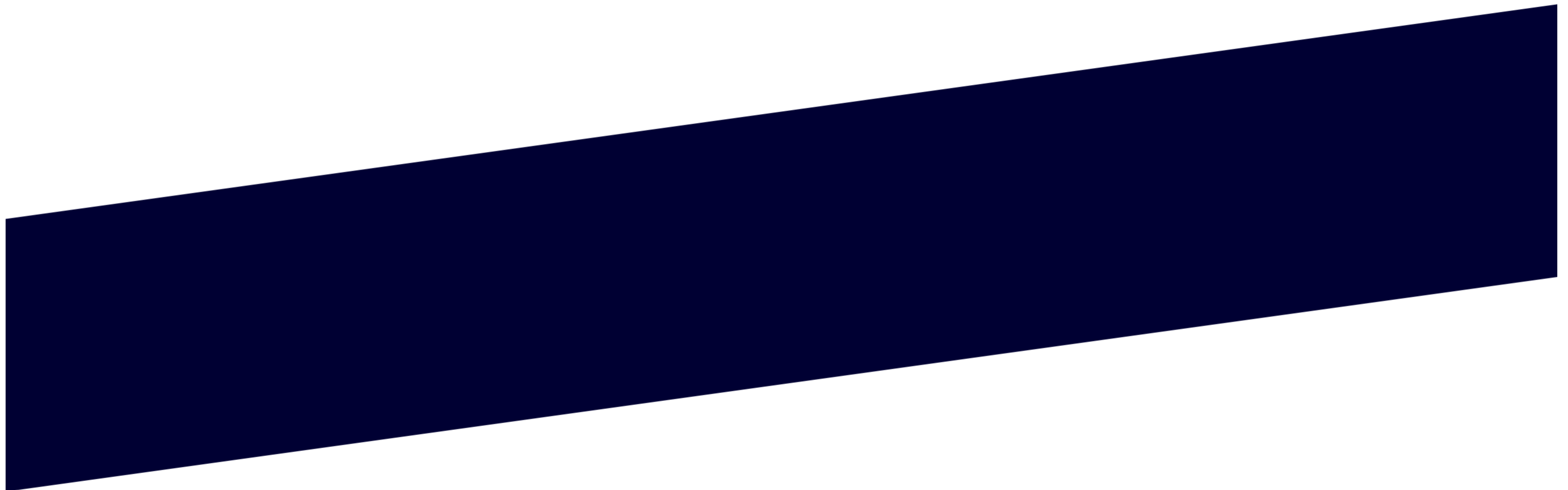


Brand Book



Brand Story



About Bill4Time

Bill4Time has been empowering thousands of professionals to streamline their day-to-day operations for over 13 years. Our mission is to continue providing best-in-class software solutions for growing professional needs and enable our customers to "practice more and manage less".

Our Values

Customer Centric

Our customer's success guides our ethos. Their needs inspire our continual improvement of processes and features in order to deliver them the best experience. We pride ourselves in being reliable and building customer trust from our Customer Success team to our products.

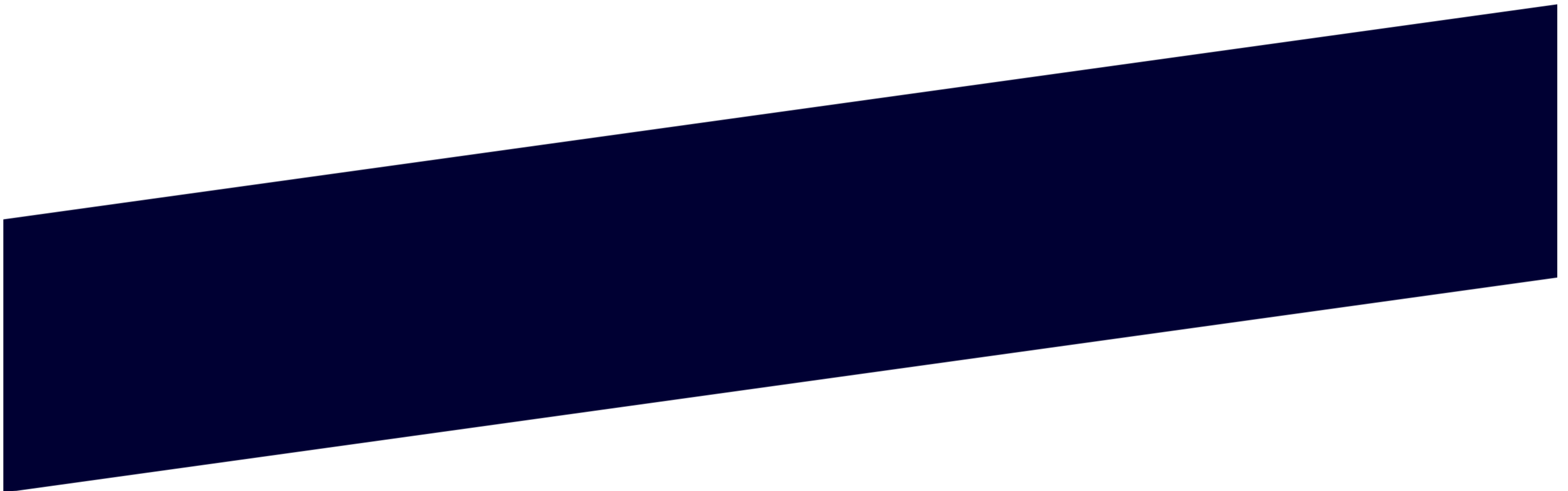
Simple

We strive to make our product simple, and easy-to-use to give back time to our customers and the clients who depend on them.

Efficient

Our products help streamline the day-to-day operations and tasks of our customers on any device, anywhere. Our goal is to remove the obstacles standing in the way of our customer's success.

Logo



Logo

The meaning of our logo is to infinitely provide the best user experience through our software and customer service for the modern professional.

Primary Logo

White background



Dark background



Secondary Logo

Used in places such as applications.

White background



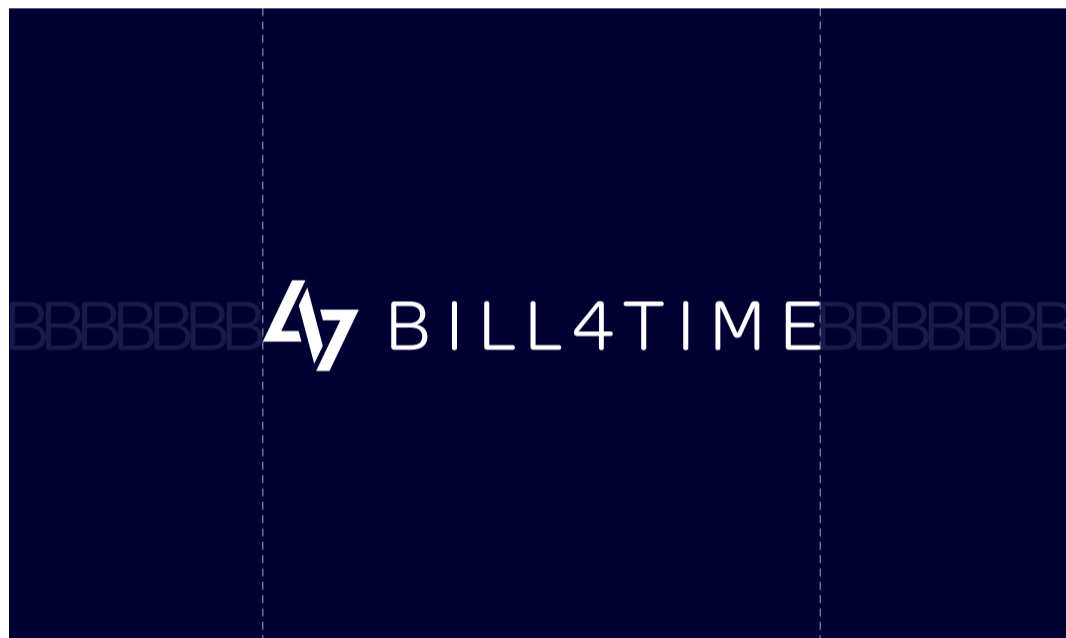
Dark background



Clearance

To ensure that the logo maximizes visibility and impact, follow the clear space rules. Use the capital "B" of the logo to measure the space for our primary logo.

Ideal clearance



Minimum clearance



Logo Usage

To maintain a strong Bil4Time brand, proper usage of the icon and logo are necessary for consistency in all forms of communications.

Proper Use

Name and Icon are always combined



Icon can be independently



Improper Use

Don't rearrange elements



Don't display the name alone



Don't use gradients



Don't change colors



Don't use drop shadows



Don't skew or distort disproportionately



Background Photos

Ideally the logo is to be used on a white background for maximum impact and clarity. When this is not possible, be sure to choose background colors or photos that provide sufficient contrast with the logo.

Use a color bar to create contrast between the logo and background image.



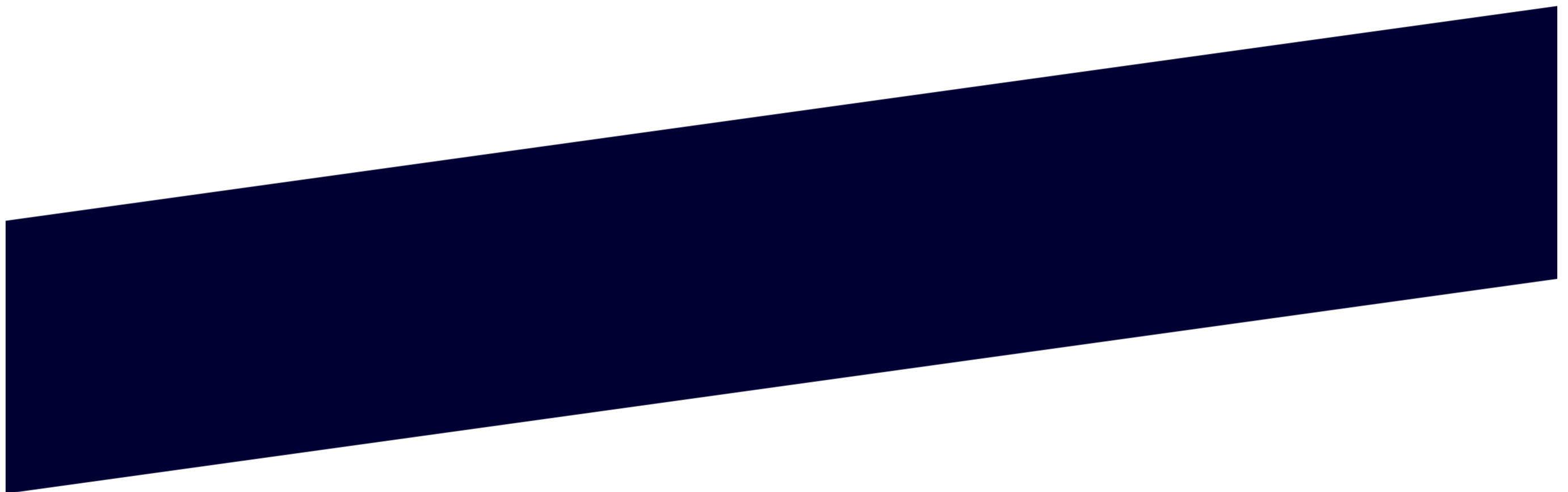
Use an overlay to create contrast between the background and logo



Lack of contrast between background image and Icon



Color Palette



Primary Palette

Use our color palette to keep the brand look consistent. Introduce some secondary colors to add some accent.



HEX
#000033

RGB
0, 0, 51

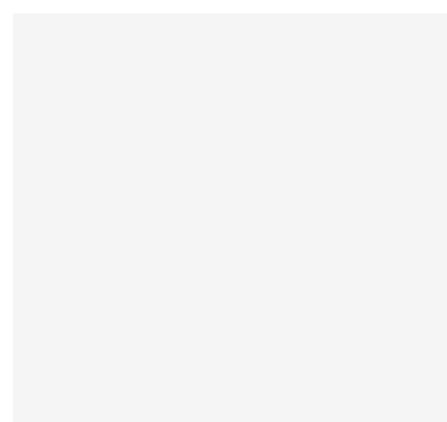
CMYK
94, 89, 43, 65



HEX
#3374d9

RGB
55, 116, 217

CMYK
77, 55, 0, 0



HEX
#f5f5f5

RGB
245, 245, 245

CMYK
3, 2, 2, 0








Secondary Palette

Use our secondary color palette to add a bit pop to the design. Each secondary color stands for an attribute that we value and could be developed into broader usage with the extended color palette.








Supportive	Efficient	Simple	Reliable	Flexible
HEX #8232d8	HEX #22b573	HEX #00c2e2	HEX #ef4343	HEX #efcd3f
RGB 130, 50, 216	RGB 34, 181, 115	RGB 63, 169, 245	RGB 239, 67, 67	RGB 239, 205, 63
CMYK 65, 81, 0, 0	CMYK 76, 0, 75, 0	CMYK 63, 22, 0, 0	CMYK 0, 89, 76, 0	CMYK 7, 16, 88, 0

Extended Color Palette

Purples

	HEX #471496	RGB 71, 20, 150	CMYK 88, 100, 1, 1
	HEX #661bc9	RGB 102, 27, 201	CMYK 74, 86, 0, 0
	HEX #8232d8	RGB 130, 50, 216	CMYK 65, 81, 0, 0
	HEX #8c48e5	RGB 140, 72, 229	CMYK 62, 75, 0, 0
	HEX #9a6ae5	RGB 154, 106, 229	CMYK 52, 64, 0, 0
	HEX #c39ef2	RGB 195, 158, 242	CMYK 26, 39, 0, 0
	HEX #e8d9ff	RGB 232, 217, 255	CMYK 8, 15, 0, 0

Greens

	HEX #006644	RGB 0, 102, 68	CMYK 90, 35, 84, 27
	HEX #00875a	RGB 0, 135, 90	CMYK 87, 23, 81, 8
	HEX #22b573	RGB 34, 181, 115	CMYK 76, 0, 75, 0
	HEX #41d68f	RGB 65, 214, 143	CMYK 62, 0, 62, 0
	HEX #7aeab2	RGB 122, 234, 178	CMYK 46, 0, 43, 0
	HEX #a9f7cd	RGB 169, 247, 205	CMYK 31, 0, 29, 0
	HEX #d9ffe9	RGB 217, 255, 233	CMYK 13, 0, 13, 0

Teals



HEX
#007eaf RGB
0, 126, 175 CMYK
86, 42, 14, 0



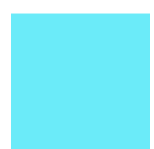
HEX
#119ec9 RGB
17, 158, 201 CMYK
77, 21, 10, 0



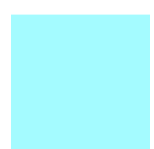
HEX
#00c2e2 RGB
0, 194, 226 CMYK
68, 0, 9, 0



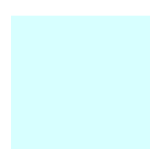
HEX
#33d7f2 RGB
51, 215, 242 CMYK
58, 0, 8, 0



HEX
#6bebf9 RGB
107, 235, 249 CMYK
44, 0, 8, 0



HEX
#a4fbff RGB
164, 251, 255 CMYK
29, 0, 6, 0



HEX
#d7ffff RGB
215, 255, 255 CMYK
12, 0, 2, 0

Blues



HEX
#162b77 RGB
22, 43, 119 CMYK
100, 95, 23, 11



HEX
#27489e RGB
39, 72, 158 CMYK
96, 83, 1, 0



HEX
#3774d9 RGB
55, 116, 217 CMYK
77, 55, 0, 0



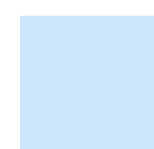
HEX
#5398eb RGB
83, 152, 235 CMYK
63, 33, 0, 0



HEX
#75b7f9 RGB
117, 183, 249 CMYK
48, 18, 0, 0



HEX
#a1d0ff RGB
161, 208, 255 CMYK
33, 9, 0, 0



HEX
#cee7ff RGB
206, 231, 255 CMYK
17, 3, 0, 0

Reds



HEX
#9b0808 RGB
155, 8, 8 CMYK
24, 100, 100, 24



HEX
#ba2521 RGB
186, 37, 33 CMYK
19, 89, 100, 9



HEX
#ef4343 RGB
239, 67, 67 CMYK
0, 89, 76, 0



HEX
#f96969 RGB
249, 105, 105 CMYK
0, 74, 51, 0



HEX
#ff8d8d RGB
255, 141, 141 CMYK
0, 56, 32, 0



HEX
#ffaeae RGB
255, 174, 174 CMYK
0, 40, 20, 0



HEX
#fcd0d0 RGB
252, 208, 208 CMYK
0, 22, 10, 0

Yellows



HEX
#ff8500 RGB
255, 133, 0 CMYK
0, 58, 100, 0



HEX
#ff9700 RGB
255, 151, 0 CMYK
0, 48, 100, 0



HEX
#ffab00 RGB
255, 171, 0 CMYK
0, 38, 100, 0



HEX
#ffbc00 RGB
255, 188, 0 CMYK
0, 28, 100, 0



HEX
#ffd81a RGB
255, 216, 26 CMYK
1, 12, 97, 0



HEX
#ffe98d RGB
255, 233, 141 CMYK
1, 5, 55, 0



HEX
#fff6cf RGB
255, 246, 207 CMYK
0, 1, 22, 0

Neutrals



HEX
#1a1f47 RGB
26, 31, 71 CMYK
98, 93, 41, 44



HEX
#33385b RGB
51, 56, 91 CMYK
87, 81, 38, 30



HEX
#4d526d RGB
77, 82, 109 CMYK
75, 67, 37, 19



HEX
#62687f RGB
98, 104, 127 CMYK
66, 56, 35, 11



HEX
#818799 RGB
129, 135, 153 CMYK
53, 42, 29, 2



HEX
#a5aab5 RGB
165, 170, 181 CMYK
36, 27, 21, 0



HEX
#afb4bc RGB
175, 180, 188 CMYK
32, 23, 20, 0



HEX
#bdc1c6 RGB
189, 193, 198 CMYK
26, 18, 16, 0



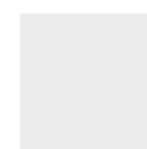
HEX
#cdd1d3 RGB
205, 209, 211 CMYK
18, 12, 13, 0



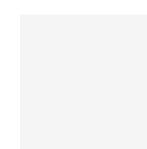
HEX
#d7dadd RGB
215, 218, 221 CMYK
14, 10, 9, 0



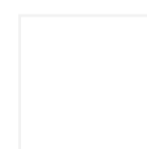
HEX
#e1e3e5 RGB
225, 227, 229 CMYK
10, 7, 7, 0



HEX
#ebeced RGB
235, 236, 237 CMYK
7, 4, 4, 0

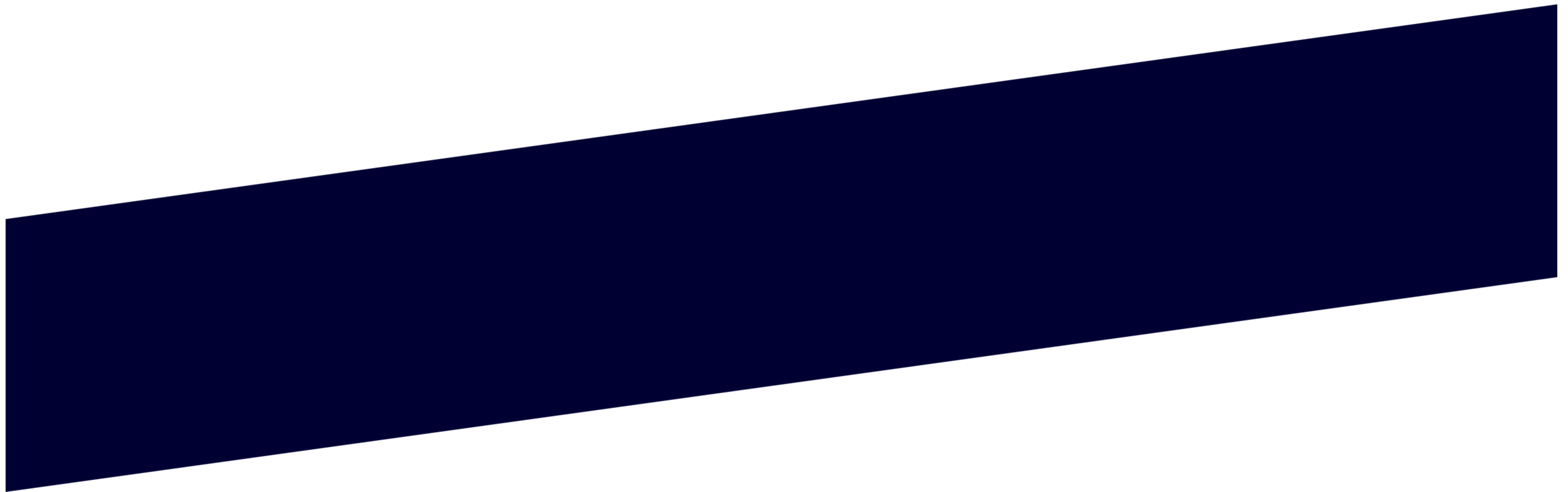


HEX
#f5f5f5 RGB
245, 245, 245 CMYK
3, 2, 2, 0



HEX
#ffffff RGB
255, 255, 255 CMYK
0, 0, 0, 0

Typography



Fonts

Gotham font family is used for marketing. Bold is normally used for headlines, book is for body text, and light is for extra large text such as outdoor print-outs.

Proxima Nova font family is used for products. Bold is used for key UI elements like view headers and regular is used for normal content.

Marketing

Gotham Bold
Gotham Book
Gotham Light

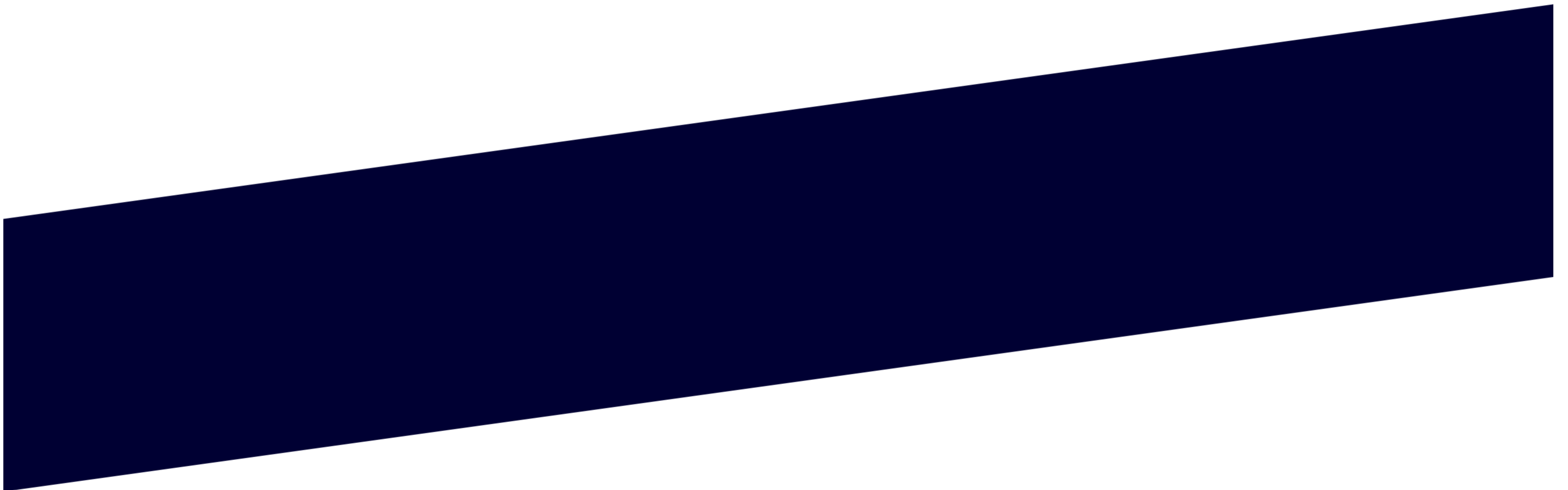
Product

Proxima Nova Bold
Proxima Nova Regular

Alternate Fonts for marketing and product

Open Sans
SF Pro Display
Roboto
Segoe UI

Imagery



Professionals

We use natural, professional people images that match our color palette.



Environment

We use Office, cafe and company lobby images with natural tones that match our color palette.

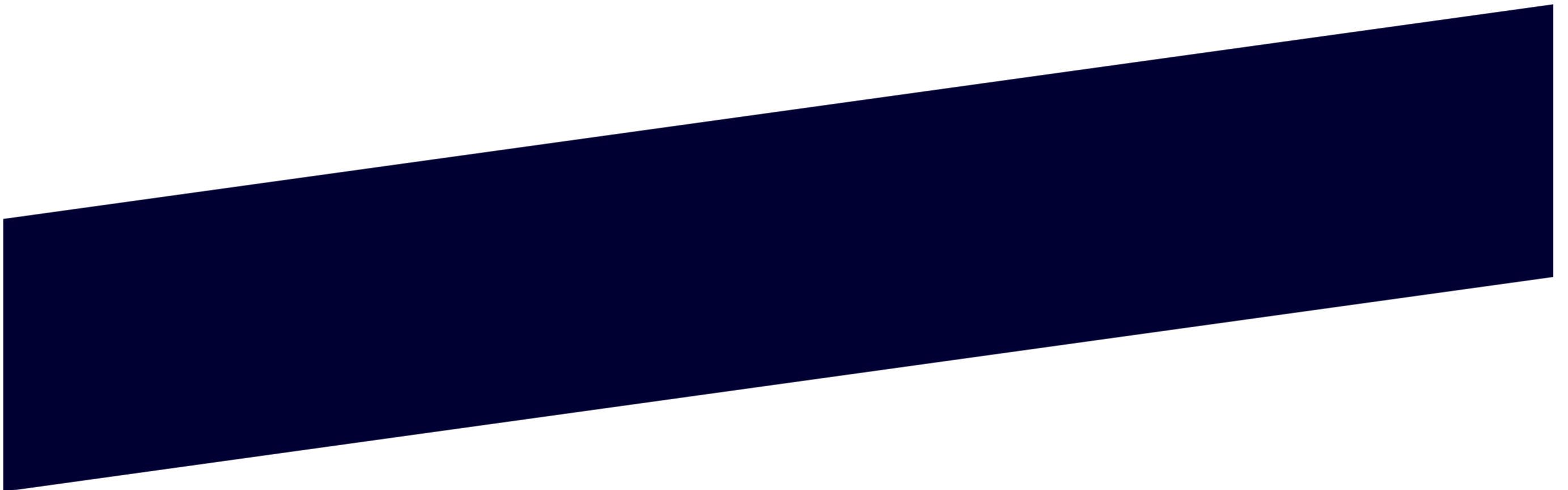


Objects

We use object images for a simple, clean and organized feeling that matches our neutral tone and color palette.



Voice



Our Voice

Bill4Time promises to develop the tools to run your business effectively. Our commitment is to deliver services in a professional, productive, and efficient manner.

We aim to provide trustworthy, practical guidance, so you can focus on the important aspects of your life: family, business, success, and happiness.

We're supportive, traditional, and dependable. We strive to help you exceed your goals, simplify your processes, and become a silent partner in your success and growth.

We are professionals helping professionals.