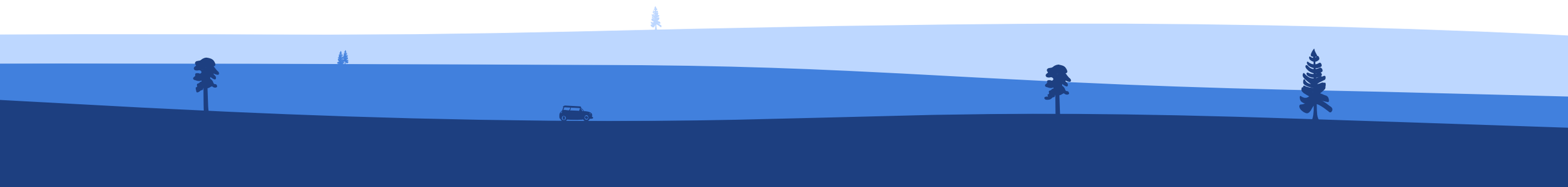
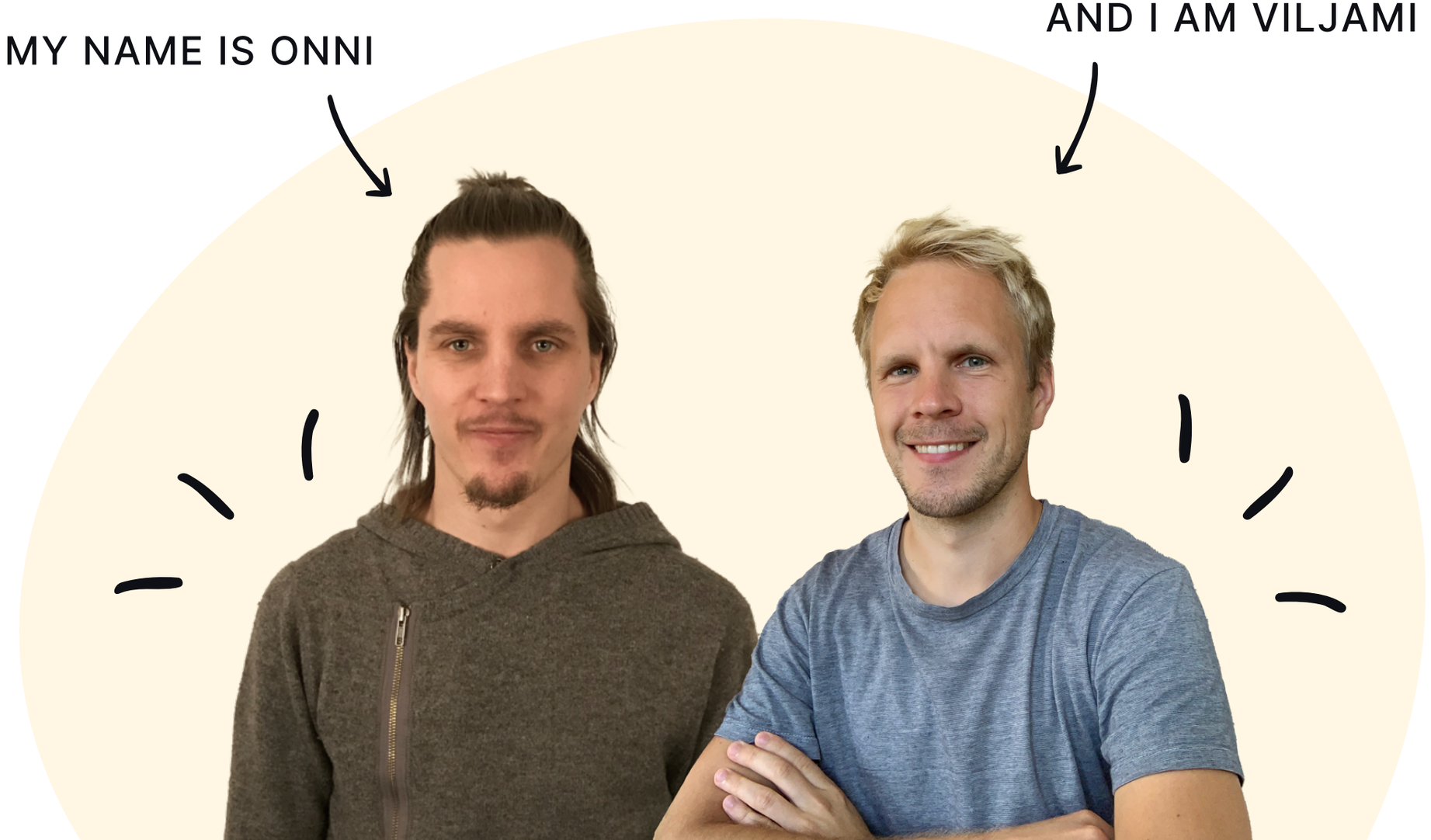
Biila

VISUAL LANGUAGE



Thoughts behind the brand

In the beginning when creating this brand, we were a bit lost. It was the first time for both of us but we had defined some keywords to form our work. The brand should be genuine and simple and the person who saw it should get positive vibes. We were, and are, both quite allergic to stock images and fake smiles. Taking own photos on the other hand for each purpose would be too complicated. So we decided to go our own path and create something unique. After some trial and error we found out that hand made illustrations seemed fit our purpose. Also to be genuine, we asked our drivers to be the models. We wanted the visual brand to express our selves in the company. Following material are based on these ideas – enjoy!



Logo

When buying T-shirts, caps and similar, aim to go for the Secondary logo with the blue background.

PRIMARY

Biila

SECONDARY

Biila

Logo

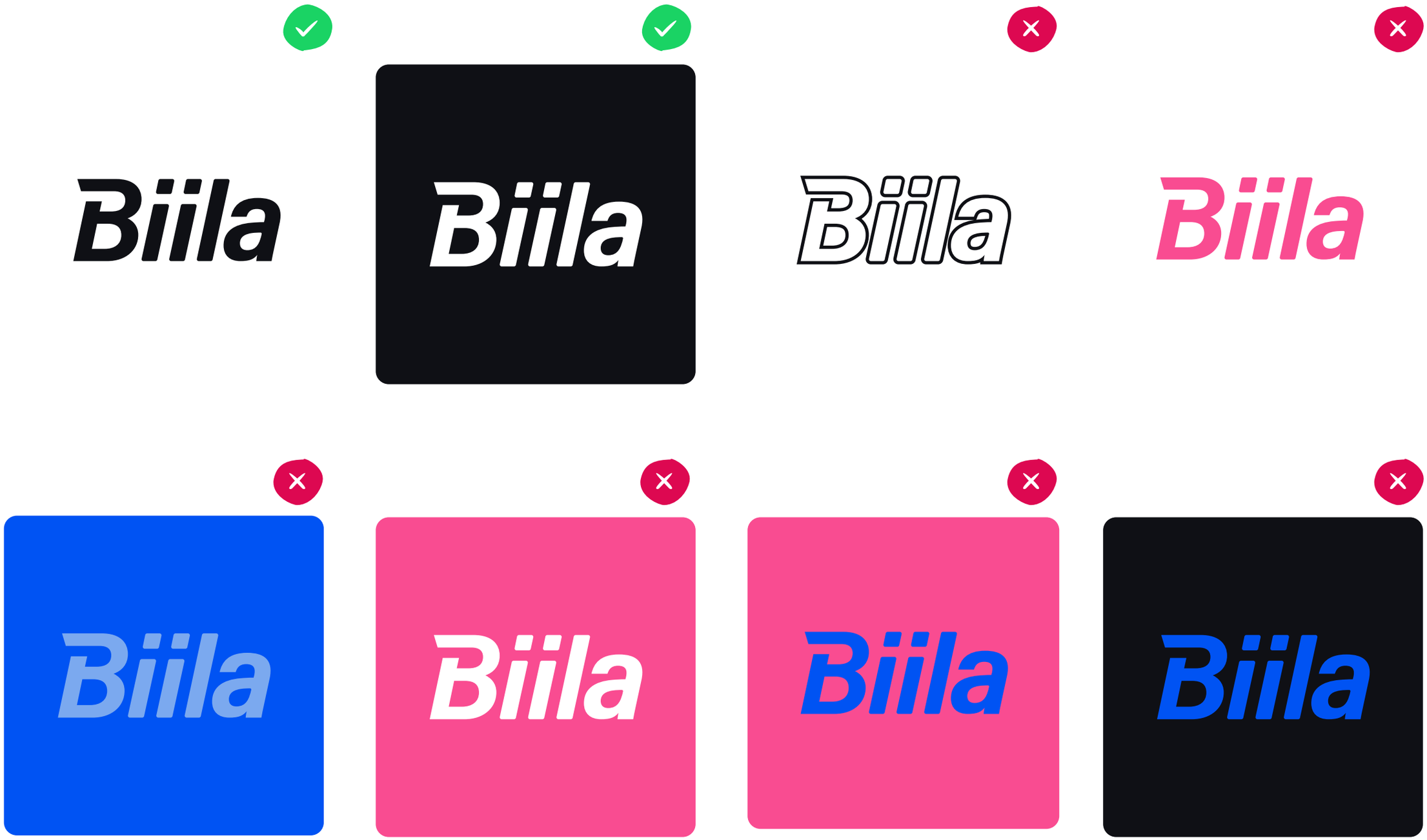
These can be used as profile-image for social media accounts, app-icons etc. Favicons and other small icons should be done with transparent background. App-icons can use the one with blue background.

PRIMARY

SECONDARY

Logo

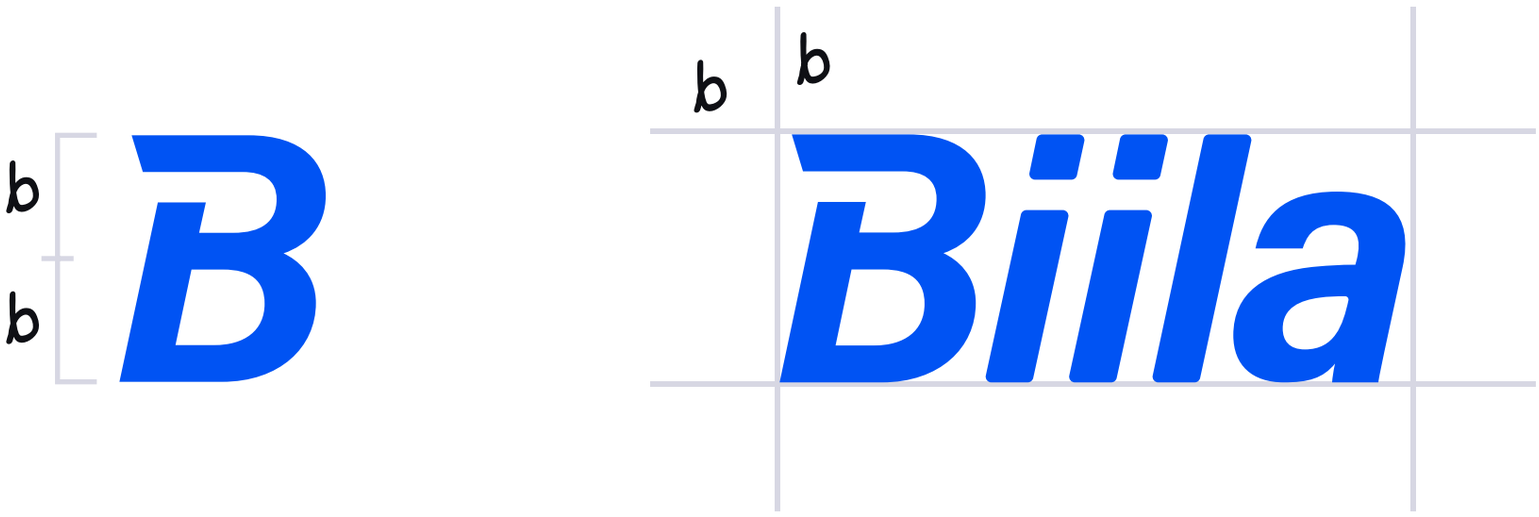
If original logo can’t be used use black & white logo



Logo

BREATHINGROOM

When placing our logo next to other logos, leave some empty space around it.



Logo

MEMBERS OF THE BIILA FAMILY

When we invent something new we have a logo waiting.
Font: *Acumin Pro SemiCondensed, Medium Italic*

Biila Pay

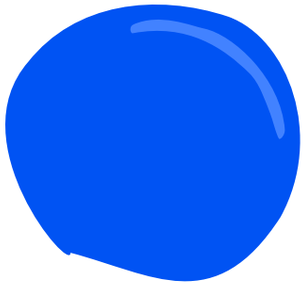
Biila Fuel

Biila Sign

Colors

PRIMARY

Our primary colors is the same as in our logo.



BLUE-500

#0053F3
0, 83, 243
100%, 66%, 0%, 5%

WHITE

#FFFFFF
255, 255, 255
0%, 0%, 0%, 0%

SECONDARY

These colors can be used in pie-charts for example.

YELLOW-500

#FFC700
255, 199, 0
0%, 22%, 100%, 0%

GREEN-500

#1AD364
26, 211, 100
88%, 0%, 53%, 17%

RED-300

#F94C91
249, 76, 145
0%, 69%, 42%, 2%

GREY-200

#D7D7E3
215, 215, 227
5%, 5%, 0%, 11%

Typography

HEADINGS

Heading H1

Inter 36px blue-500 Semi-bold #0053F3

Heading H2

Inter 30px blue-500 Semi-bold #0053F3

Heading H3

Inter 24px grey-900 Semi-bold #0F1015

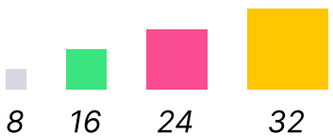
HEADING H4

Inter 16px grey-900 Medium #0F1015 UPPERCASE

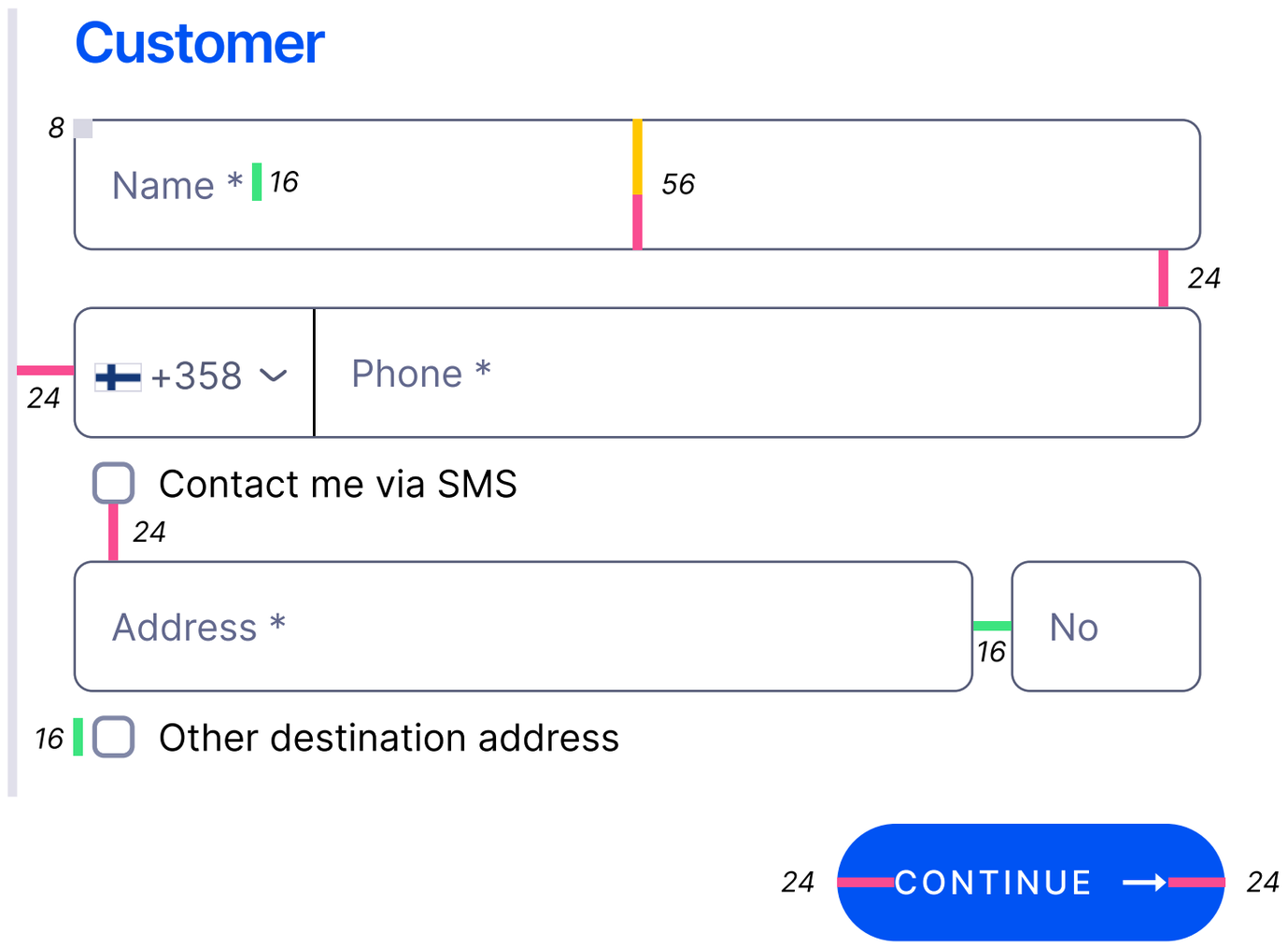
Nudge amount

DISTANCING & SIZING

We use 8 pixels as our base nudge amount. This means that we use numbers like 2, 4, 8, 16, 24, 32 etc when deciding size of fonts, inputs, buttons and so on. This makes the whole design feel more stable.

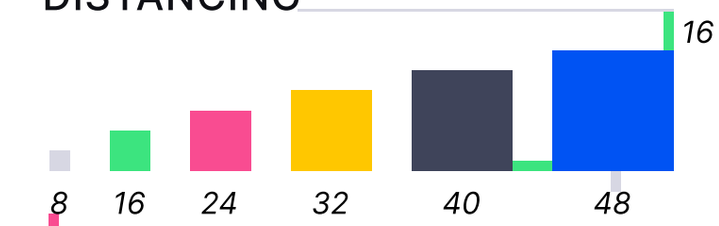


Customer



Typography

DISTANCING



24

Heading H1

align baseline

24

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32

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40

Heading H2

16

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Heading H3

16

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32

HEADING H4

16

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Humans

When a visitor ends up on some of Biilas pages one of the first things they should see is a human face or two. We want the communication to feel more human to human than human to machine. This could be combined with some graphics and for example a story, just like we did in the beginning of this document!

Illustrations

We do our own icons and illustrations by hand, this way we get unique icons which are a bit more interesting and fun to look at! Most of our icons uses the yellow-500 color, but other colors works fine aswell. The solid circle behind the icon makes it usable in darkmode too.

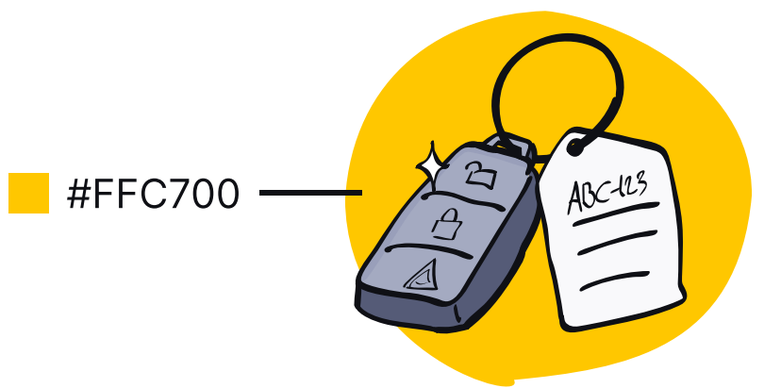
1. Draw it by hand

2. Trace the icon

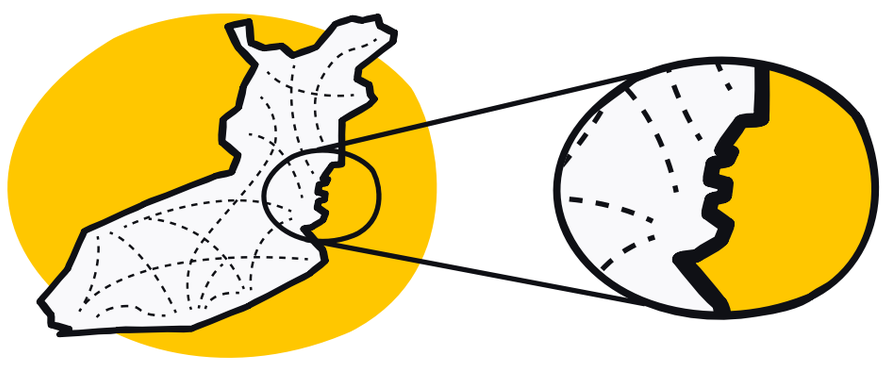
3. Finalize, done!

Illustrations

The icons are in SVG-format, which means that the colors can be changed dynamically and they will not loose quality when zooming in or used in big sizes. Our radio-buttons and similar should also follow the same styleas our icons.



Dynamic colors, easy to change



Crisp quality in any size

Illustrations

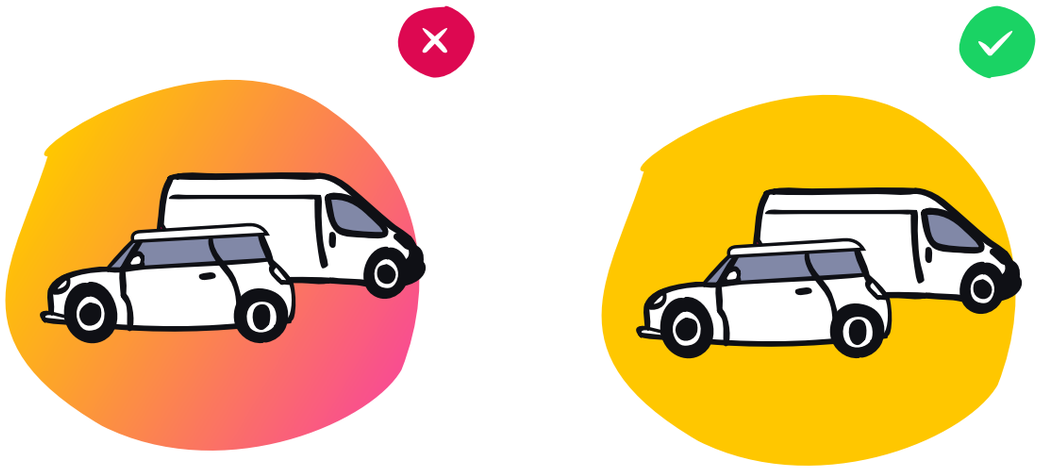
COLOR VARIATIONS

DARKMODE

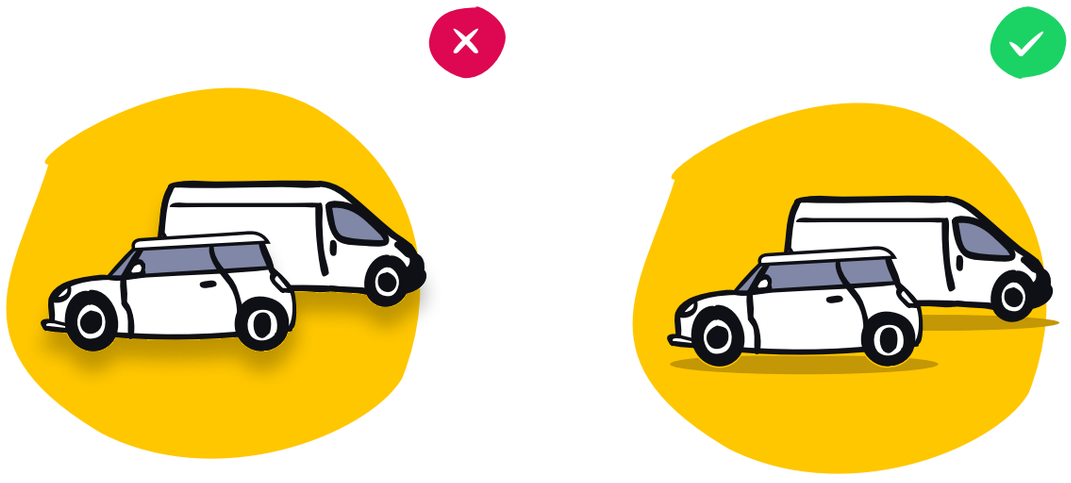
Rules

Ugly things are more perfect and beautiful than perfect and beautiful things.

NO GRADIENTS

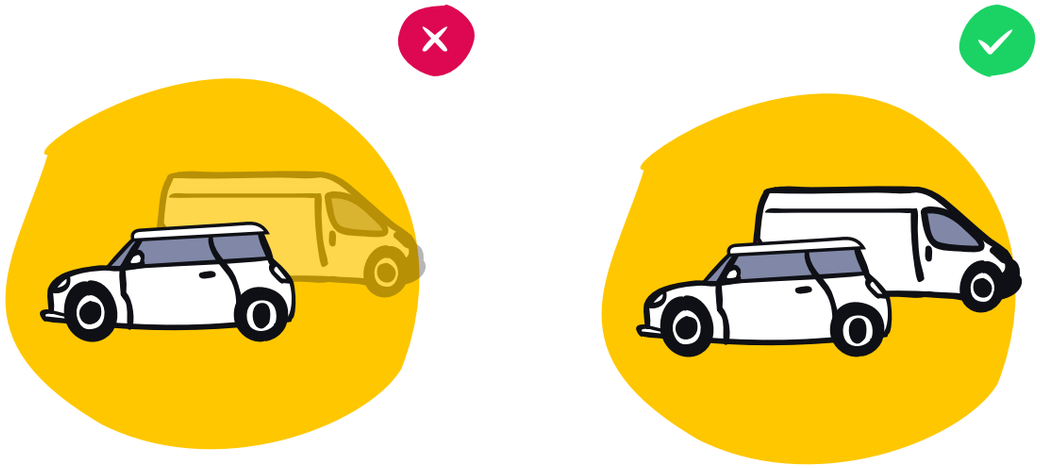


NO SOFT SHADOWS

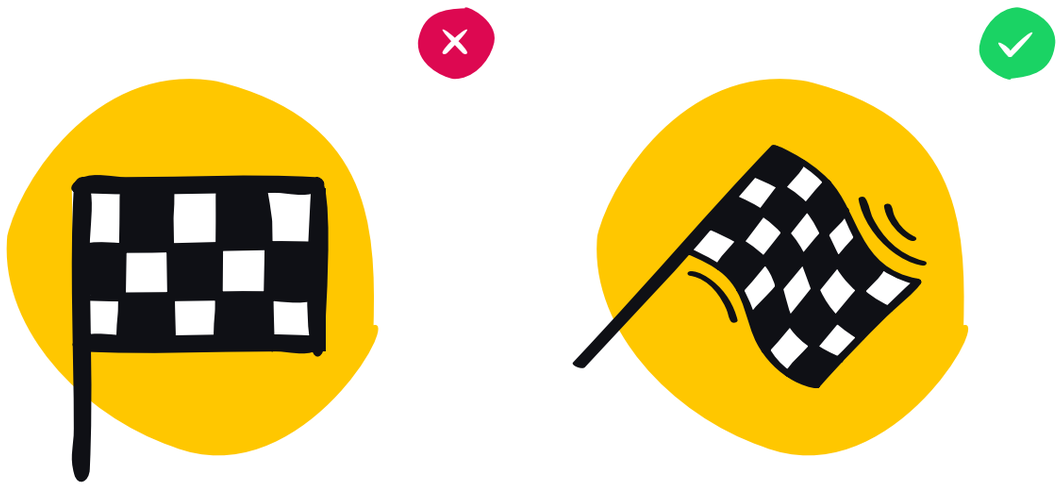


Rules

SOLID COLORS

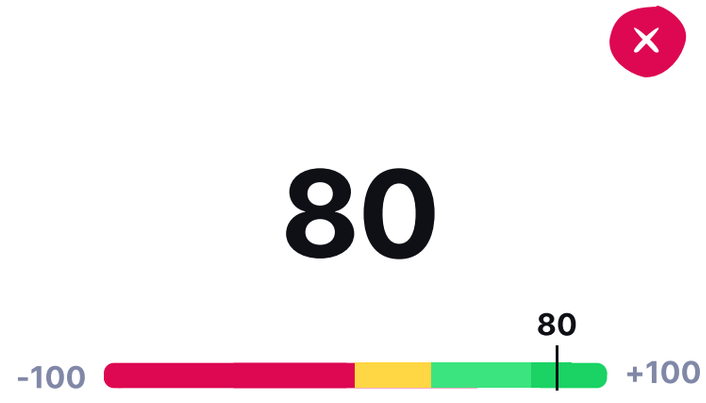


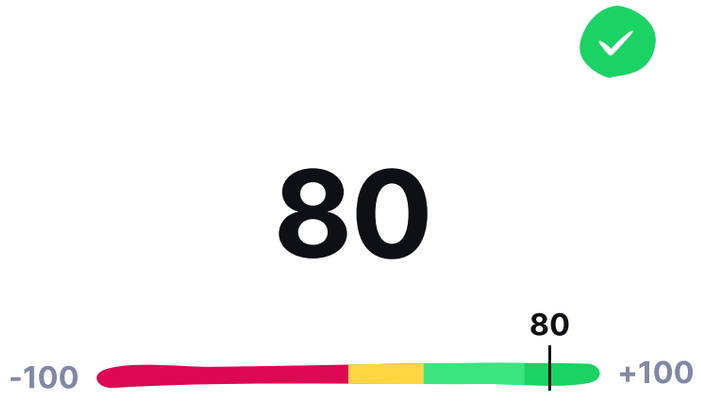
BE INTERESTING



Rules

NO PERFECTION





NO GRADIENTS OR SHADOWS

Rules

HUMOR IS ALLOWED

404 - Page not found.

Graphical elements

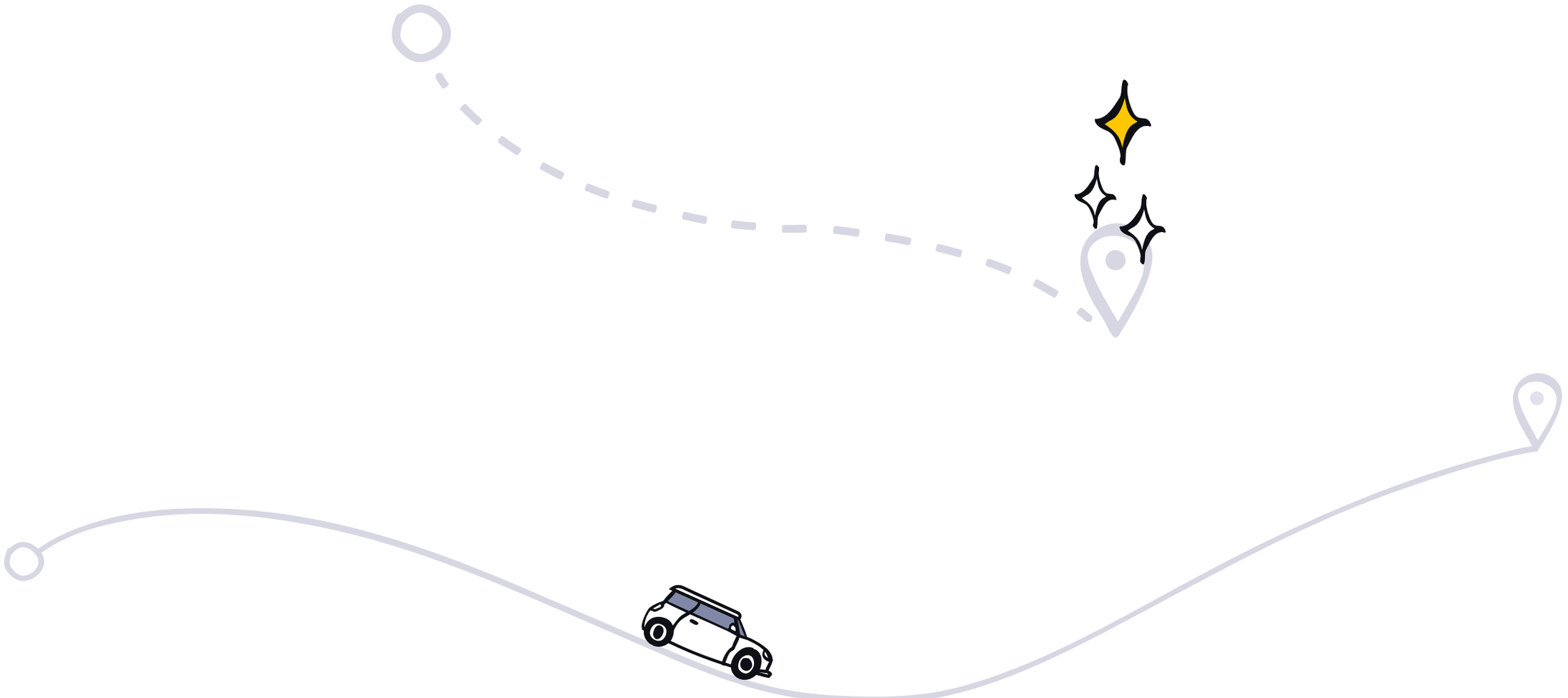
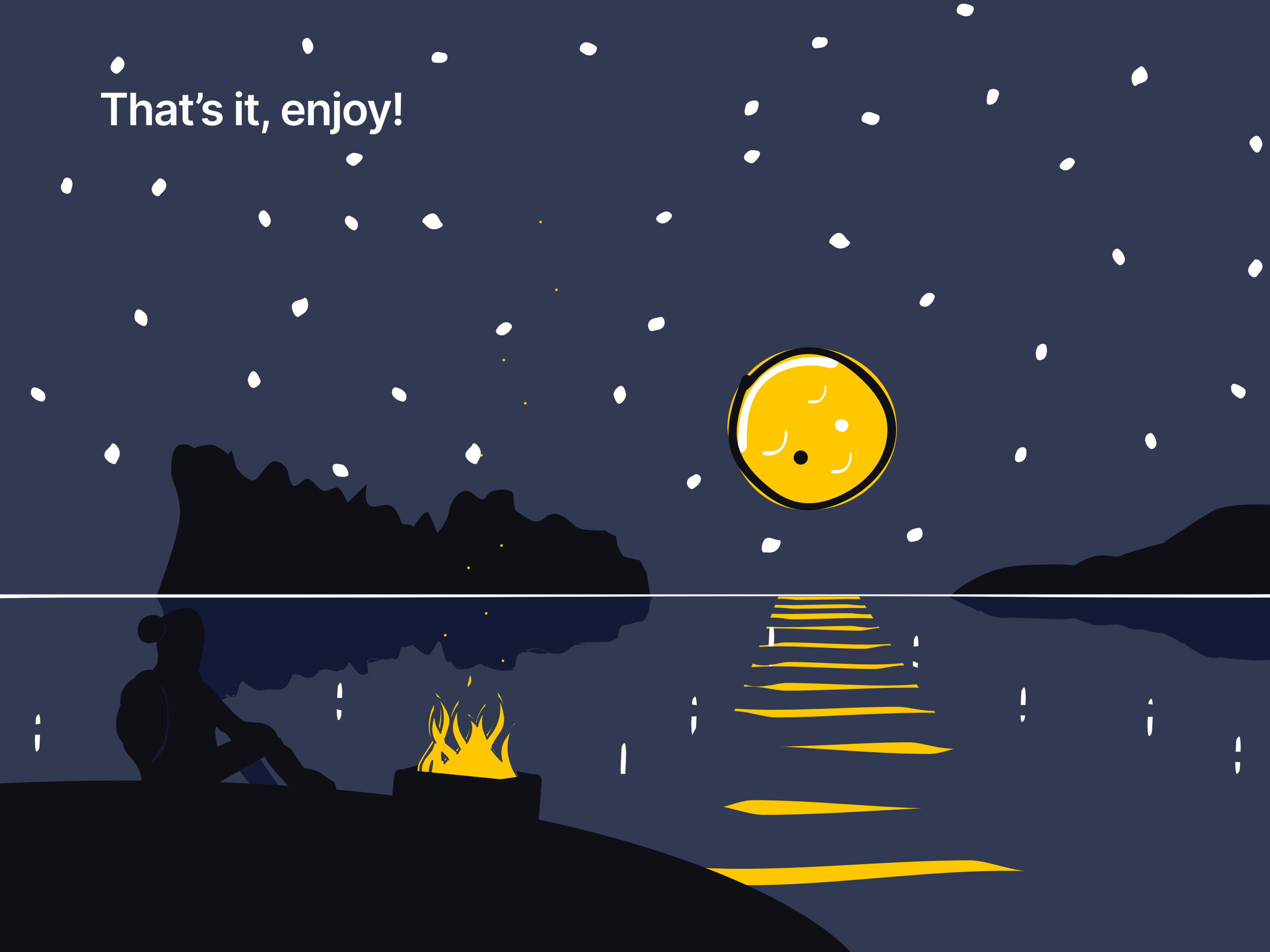
To separate content from each other we use these wavy strokes or a whole yellow section.

a fancy icon can be placed on the wave

Graphical elements

A TO B ILLUSTRATIONS

Sometimes we create illustrations out of our graphical elements. These can be used as a background behind a driver for example.



That’s it, enjoy!