BillMo
Logotype Guide

FOR PRINT ONLY

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

BillMo.™
Billetera Móvil

Clear Space

In order to preserve the integrity of the BillMo Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/2 of the height of the logotype.

Y/2

Y

BillMo.™
Billetera Móvil

Primary Logotype (preferred)

BillMo.™
Billetera Móvil
www.billmo.com

Monocromatic Logotype

BillMo.™
Billetera Móvil

Solid black Logotype over white background

BillMo.™
Billetera Móvil

Solid white Logotype over black background

Logotype Don'ts

BillMo.™
Billetera Móvil

Don't place logotype over a busy image.

BillMo.™
Billetera Móvil

Don't place logotype over a colored background.

BillMo.™
Billetera Móvil

Don't skew, rotate or stretch the logotype.

BillMo.™
Billetera Móvil

Only use specified colours to represent the logotype.

BillMo
Colors

Pantone Violet C CMYK: 88 / 100 / 0 / 0	Pantone 7488C CMYK: 56/ 0 / 93 / 0	Pantone 7539C CMYK: 43 / 35 / 35 / 0

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BillMo.™
Envíos de Dinero

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