

3billion Logo Guideline

3bi!lion

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Logo

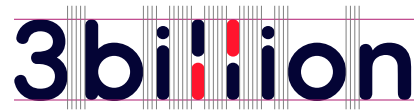
1. Primary Logo

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3billion logo represents the brand in a wide range of communication channels worldwide. It is NOT allowed to amend/change the shape, color, and proportion size.

When writing 3billion in plain text,
"b" is always lowercase.

3billion



Grid

3billion

Minimum Height
Mobile - 30px / PC - 10px / Print - 5mm

2. Brand Primary Color

The logo colors should be used as the key elements to express the brand identity.

3billion Navy

#040435

RGB 4 4 53

CMYK 100 90 30 30

Pantone 2768C

3billion Red

#FF142D

RGB 25 20 45

CMYK 0 100 75 0

Pantone 185C

3billion White

#FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

When using the primary logo, please use the following two color combinations for the logo and background.

The logo "3billion" is displayed in white text on a solid dark blue background. The word "billion" contains three vertical red bars in place of the letter "i".

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The logo "3billion" is displayed in dark blue text on a solid white background. The word "billion" contains three vertical red bars in place of the letter "i".

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4. Secondary Logo Usage

The primary logo must be considered and used at all times.
If it is impossible, the logo can be used in Monochrome as follows.

The word "3billion" is displayed in a bold, black, sans-serif font. The background is a solid light gray. The text is centered horizontally and vertically within the gray area.

3billion

The word "3billion" is displayed in a bold, white, sans-serif font. The background is a solid black. The text is centered horizontally and vertically within the black area.

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Please refrain from the below options for brand communication and avoid image damage to the brand.

✗ Do not use other fonts for the logo.

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✗ Do not change the logo color.

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✗ Do not modify the logo ratio.

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✗ Do not put any effects on the logo.

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✗ Please avoid using any background colors that disturb the logo's visibility.

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✗ Please avoid using any background images that disturb the logo's visibility.

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Logo

6. Slogan

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You MUST use the font Inter Bold for the slogan ALONE and should follow the guideline below when used together with the logo.

Inter Bold

Your one answer

The logo for 3billion, featuring the word "3billion" in a bold, sans-serif font. The "i" in "billion" is stylized with two vertical red bars.

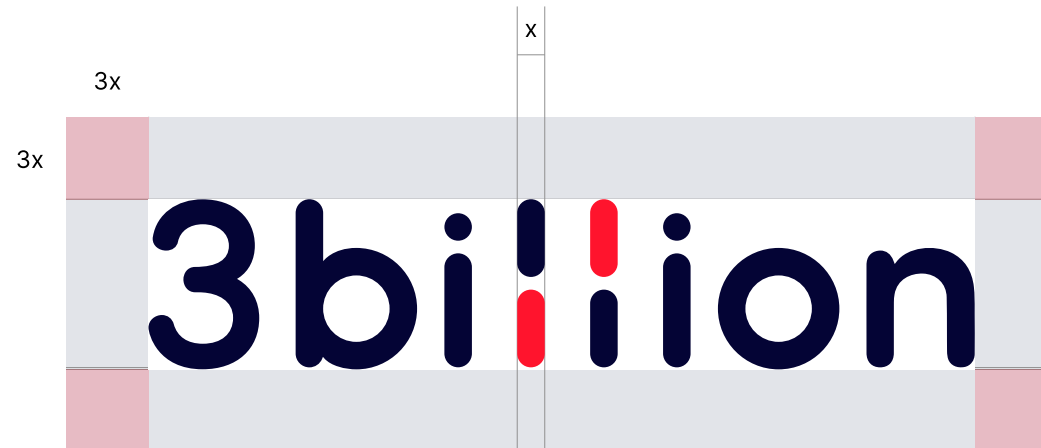
Your one answer

The logo for 3billion, featuring the word "3billion" in a bold, sans-serif font. The "i" in "billion" is stylized with two vertical red bars.

Your one answer

7. Clear Space

There should be spare margins as guided around the logo without images and text.



8. Partnership

When displayed with the third party for partnership purposes, it should follow the guideline below.

