

# Bitrix24<sup>⌚</sup>

Basic brand book

07

# Logo

The logo has a protected brand area equal to the height of the letter "B". It is unacceptable to place anything in the protected brand area.

The colored version of the logo is allowed only in the brand colors specified in this brand book. When applying a single color to the logo, it is allowed to use one of 4 brand colors, except for the magenta.

When placing the logo onto an image, it is important to maintain the proper contrast. The logo must be readable at all times. If necessary, it is possible to use a background in a contrasting brand color, or branded waves (see "Elements").



Bitrix24®

Bitrix24®

Bitrix24®

Bitrix24®

Bitrix24®

# 02

## Colors

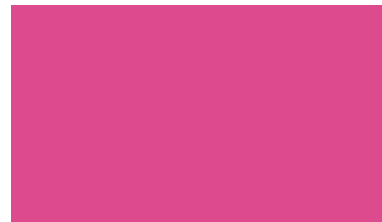
The corporate color palette includes 5 colors: bright cyan, dark blue, magenta, white, and black. Bright cyan is the primary color, dark blue is optional, and magenta is for accents. These colors may also be used with a proper degree of transparency.



RGB: 47 199 247  
HSB: 193 80 96  
CMYK: 65 0 0 0  
HEX: 2fc7f7



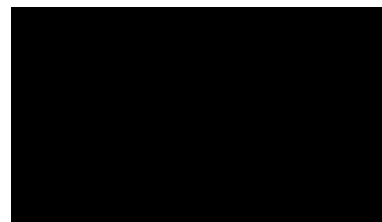
RGB: 0 102 161  
HSB: 201 100 63  
CMYK: 91 54 13 1  
HEX: 0066a1



RGB: 220 74 141  
HSB: 331 66 86  
CMYK: 8 83 7 0  
HEX: dc4a8d



RGB: 255 255 255  
HSB: 331 0 100  
CMYK: 0 0 0 0  
HEX: ffffff



RGB: 0 0 0  
HSB: 331 66 0  
CMYK: 91 79 62 97  
HEX: 000000

03

# Fonts

The corporate style of Bitrix24 includes 2 fonts.

The main font - Montserrat - is used in digital and print products, and also works great for headlines.

The additional font - Open Sans - is used on web pages and can be utilized for text blocks.

Using various styles is acceptable for these 2 fonts. Changing or distorting them in any way is not allowed.

The main font

## Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?

The additional font

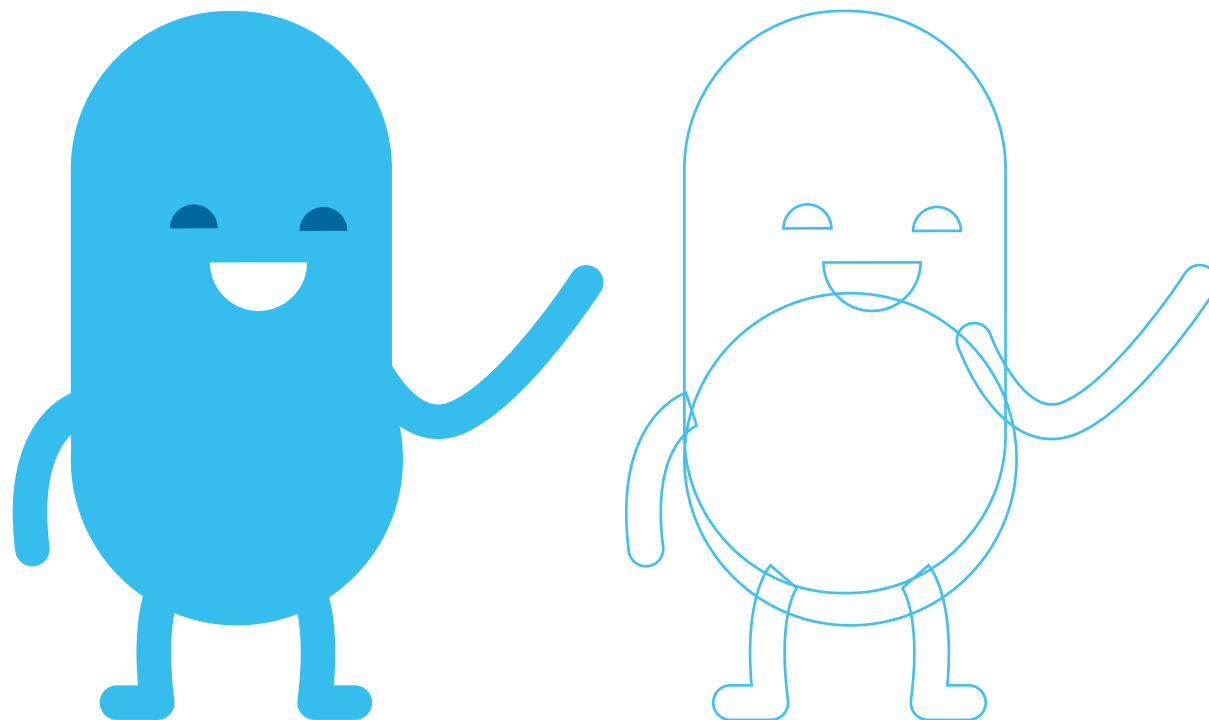
## Open Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890.,!?

04

# Cloudman

Cloudman is the mascot of Bitrix24. This character is designed using flat style. This manual shows its composite forms and examples of the character in various situations. Additional elements must be made in the same style as the character himself. It is not allowed to change the character style, add elements that do not match the style, or change the thickness of the character lines.



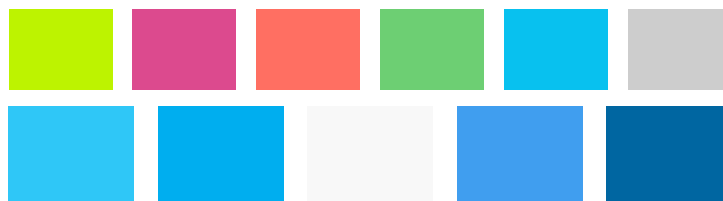
# 05 Elements

An updated version of the color palette should be used for ad creatives or web pages. The palette consists of primary colors and accent colors.

The placement and configuration of the graphic elements on a page or banner should be thought out carefully so that they wouldn't draw the user's attention from the main message.

All the icons that are used in ad creatives should share the same design/style (see the sample). The new gradient is used as a basis while the supplementary element is semi-transparent.

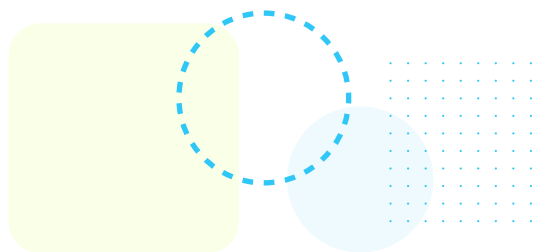
Here, you can find some of the samples we designed to help you come up with your own banners and logo placement.



Colors



Updated gradient (currently in use)



Elements sample



Samples of icons



Samples of SM banners

Bitrix24⌚