Brand Guidelines

April 2026

Billmi Brand Guidelines

This Document contains Details that aims to reshape the way finance is perceived

JUST
BILL
ME

Brand Voice

Brand Voice
Logo
Color
Typography
Photography

What is Billmi???

Bill Me is a modern banking app built for the African experience. It understands how people actually use money in real life, socially, expressively, and sometimes with humor. We believe banking should not feel cold or distant. There is space for personality, creativity, and shared moments in how you send, receive, and talk about money.

Our goal is to introduce a new way to experience money and transfers. One that feels fast, familiar, and connected to everyday life.

Brand Voice
Logo
Color
Typography
Photography

ToV Principles

We recognized three guiding tone of voice principles that help bring Billmi to life

①

Playful but Smart

②

Human and Warm

③

CONFIDENT and Modern

02

Logo, Symbol & Wordmark

- Brand Voice
- Logo
- Color
- Typography
- Photography

02 LOGO, SYMBOL & WORDMARK

Our Logo

Our logo is the most important element of the Bill Me brand. It is bold, distinctive, and instantly recognizable.

At the center is a cowrie shaped like the letter B. It works as both a symbol and a wordmark. The cowrie is a direct reference to one of Africa's earliest forms of currency, grounding the brand in cultural history. At the same time, its refined shape keeps the identity modern and not overly traditional.

This balance reflects what Bill Me stands for. A blend of African heritage and contemporary technology.

The supporting text is designed with a playful and expressive style. It introduces a sense of personality and movement, reinforcing the social and human side of the brand. The "B" stands out intentionally, hinting at the brand's confidence and subtle playfulness.

+ B =

Primary logo

When to Use: In most places. On website/ when introducing the brand/ print materia

Favicon

When to Use: When there is a size restriction. On social media/ as favicon/ in print.

Brand Voice

Logo

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02 LOGO, SYMBOL & WORDMARK

Logo & Colors

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Brand Voice

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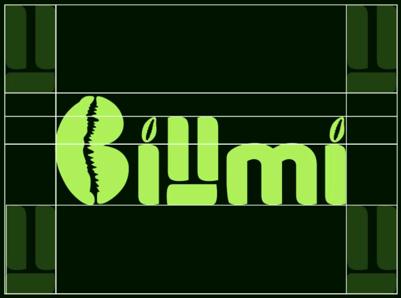

- Brand Voice
- **Logo**
- Color
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- Photography

Logo usage

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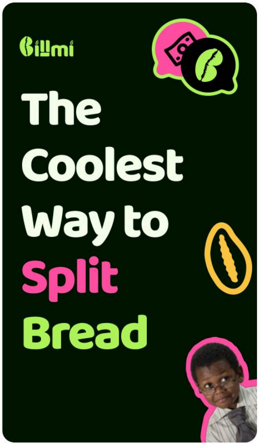
JUST
BILL
ME
Billmi



- Brand Voice
- **Logo**
- Color
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Co branding

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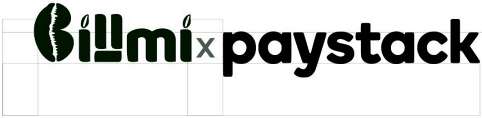

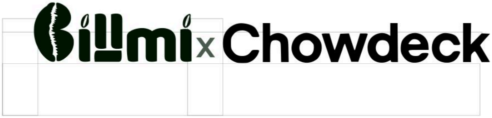

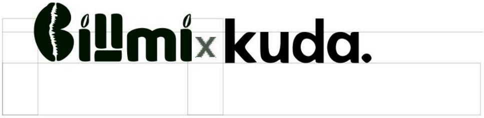

- Brand Voice
- **Logo**

What to Avoid

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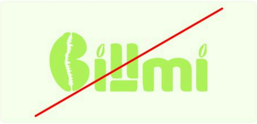

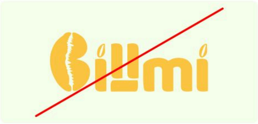

Color

Typography

Photography

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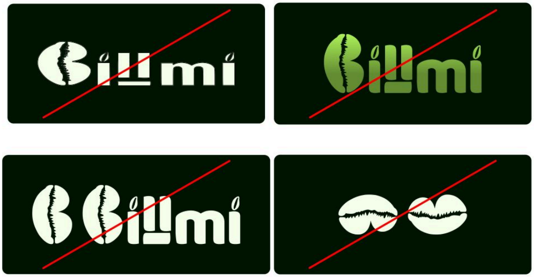

03

Brand COLORS

Brand Voice

Logo

Color

Typography

Photography

03 BRAND COLORS

Primary Colors

We recognized three guiding tone of voice principles that help bring Billmi to life

Blime

Primary Color
Hex: AFF45B

Yellow

Secondary Color
Hex: AFF45B

Green

Primary Color
Hex: 035C13

White

Black

Primary Color
Hex: F6FFEB

Primary Color
Hex: 001604

Billmi

Brand Voice
Logo
Color
Typography
Photography

03 BRAND COLORS

Secondary Colors

We recognized three guiding tone of voice principles that help bring Billmi to life

Pink

Primary Color
Hex: FF4FA3

Purple

Secondary Color
Hex: 7C5CFF

Billmi

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03 BRAND COLORS

Color Combination

We recognized three guiding tone of voice principles that help bring Billmi to life

Blime x Dark

Yellow x Dark

Green x White

Pink x Dark

Purple x Blime

Brand Voice

Logo

Color

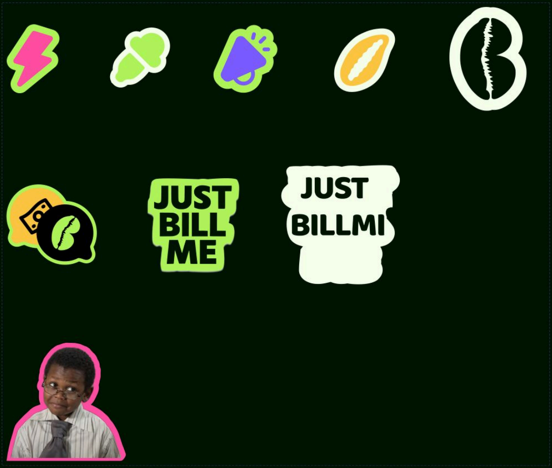
Typography

Photography

03 BRAND COLORS

Stickers

We recognized three guiding tone of voice principles that help bring Billmi to life



04

Typography

Brand Voice

Logo

Color

Typography

Photography

04 TYPOGRAPHY

Primary Type

We recognized three guiding tone of voice principles that help bring Billmi to life

Baloo 2

AaBbCck

Sample

Just Billmi

Bold	**Medium**
abcdefghijklmn	abcdefghijklmn
opqrstuvwxyz	opqrstuvwxyz
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
OPQRSTUVWXYZ	OPQRSTUVWXYZ
1234567890!@#$	1234567890!@#$
%^&*	%^&*

Billmi

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04 TYPOGRAPHY

Secondary Type

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Urbanist

AaBbCck

Sample

Just Billmi

Bold	**Medium**
abcdefghijklmn	abcdefghijklmn
opqrstuvwxyz	opqrstuvwxyz
ABCDEFGHIJKLMN	ABCDEFGHIJKLMN
OPQRSTUVWXYZ	OPQRSTUVWXYZ
1234567890!@#$ **%^&***	1234567890!@#$%^&*

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04 TYPOGRAPHY

Secondary Type

We recognized three guiding tone of voice principles that help bring Billmi to life

Heading

Just Billmi

Sub-Heading

The quickest, safest effortless-est way to pay for something online.

Body Copy

Checkout often causes e-commerce anxiety. A less than seamless checkout experience can cause abandoned carts, fraud concerns, and general frustration that can stop a purchase in its tracks. Bolt relieves that burden, enabling shoppers to breeze through checkout and consistently converting guest shoppers into loyal account holders for better business in the short term and long run

Annotation

visit billmi.com for more info

Button

Pill button

- Brand Voice
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- Photography

04 TYPOGRAPHY

Type color use cases

We recognized three guiding tone of voice principles that help bring Billmi to life

Just Billmi

Just Billmi

Just Billmi

Just Billmi

Just Billmi

Just Billmi

Just Billmi

05

Photography