



TYPOGRAPHY

LULO CLEAN FONT FOR BRANDING AND H1 HEADINGS

Avenir font is ALL CAPS for H2, H3, H4 Headings and lowercase for paragraph and *accents*.

LOGO & BRANDING

BISIN is always capitalized.



Primary 1



Primary 2



Secondary 1



Secondary 2



Never



Never

PHRASEOLOGY

"Elevate your brand." "Get the BISIN difference."

"Different from the rest of the herd." "Level up."

THEME



#10283A

Primary



#215175

Secondary



#6A0C08

Accent



#000000

Base



#ffffff

Base