



VISUAL IDENTITY



BILLFOX

Brand Overview

BillFox is a smart fintech product that helps startups and small businesses automate invoices, manage recurring billing, track payments, and get paid faster. It offers real-time analytics, customizable billing workflows, and seamless integration with accounting tools.



Logo Breakdown

Icon Concept:

- The “b” doubles as a fox head, using negative space.
- Smart use of shape for snout, ear, and eye.
- Circle form hints at coins, buttons, or invoices—ideal for fintech.

Colors:

- Blue (#2563EB): Trust, fintech, and tech-savvy.
- Orange (#F97316): Energy, agility, and fox identity.
- White: Clean, modern contrast.

Typography:

- Bold, sans-serif font (Retro Floral).
- Geometric, modern, and professional.
- Tight spacing adds strength and clarity.



Brand Feel:

- **Smart & Agile** → Through the fox element
- **Trustworthy & Efficient** → Through blue dominance
- **Modern & Tech-Driven** → Through sans-serif typography and minimalism
- **Friendly Yet Professional** → Thanks to soft curves and a friendly color palette



Logo variation



u BILLFOX



u BILLFOX



u BILLFOX



u BILLFOX

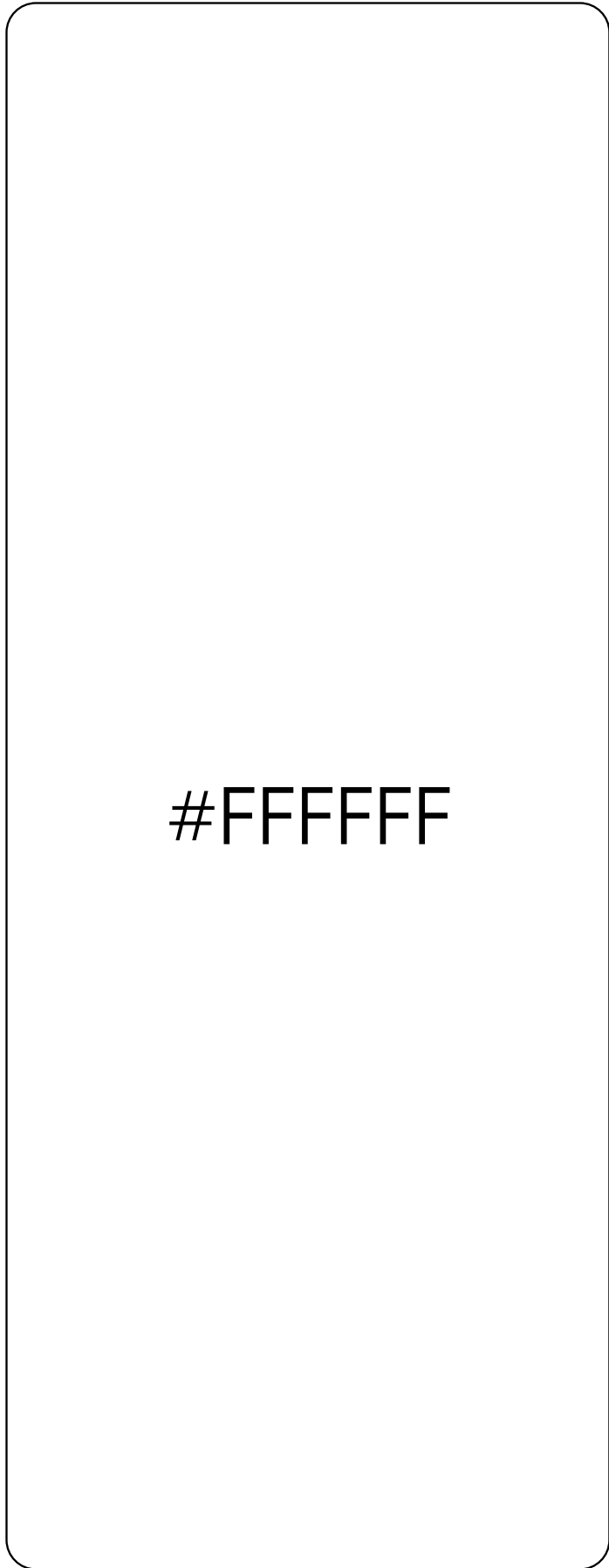
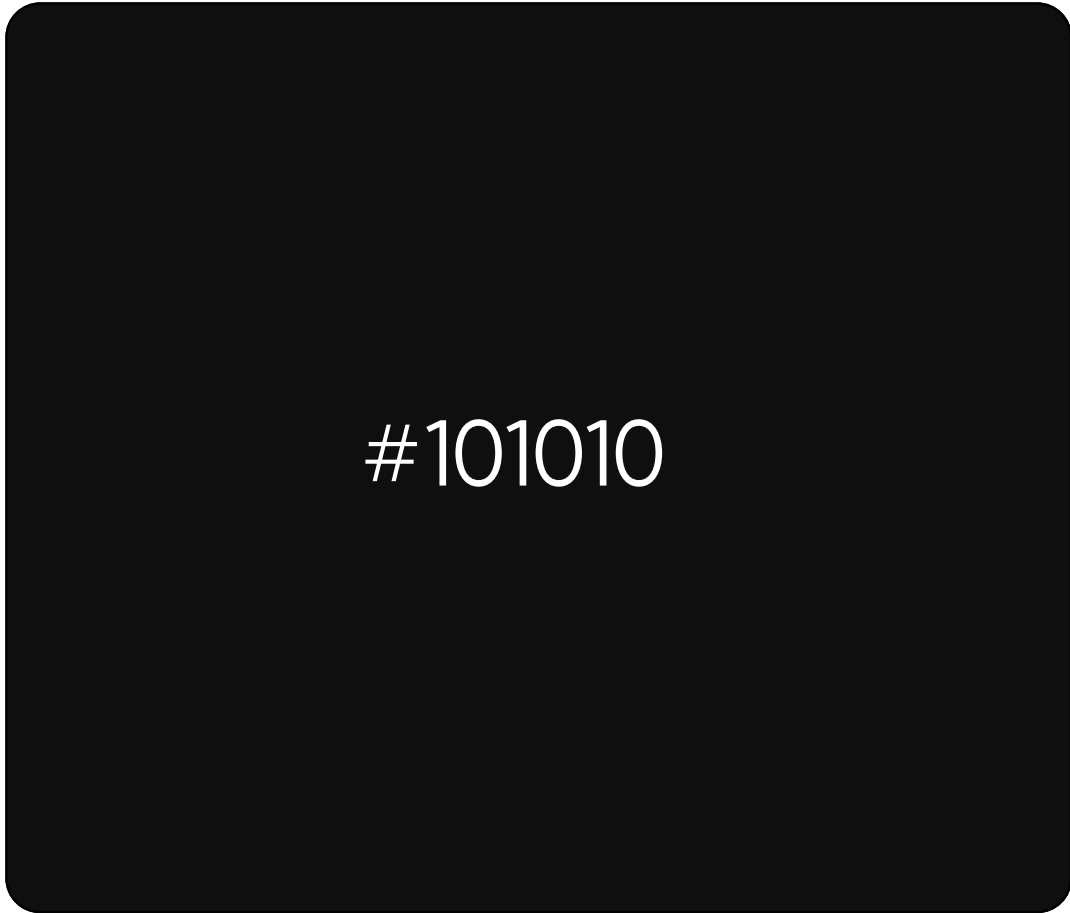
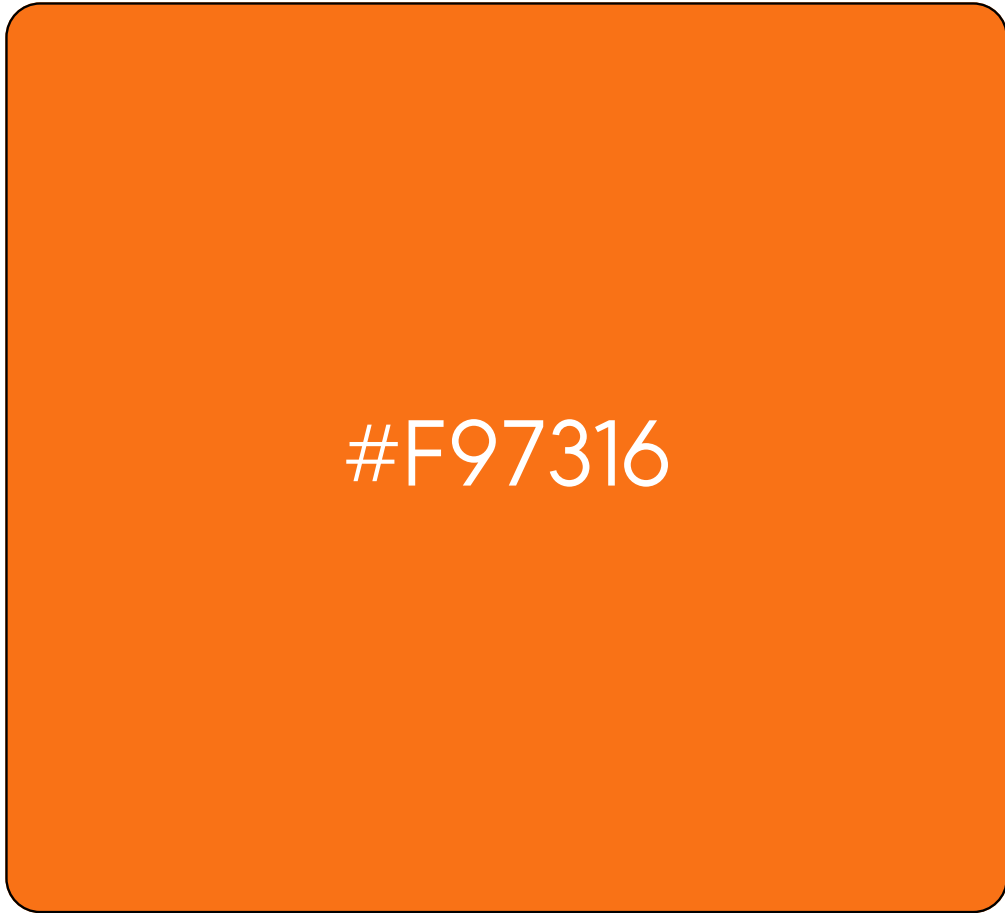
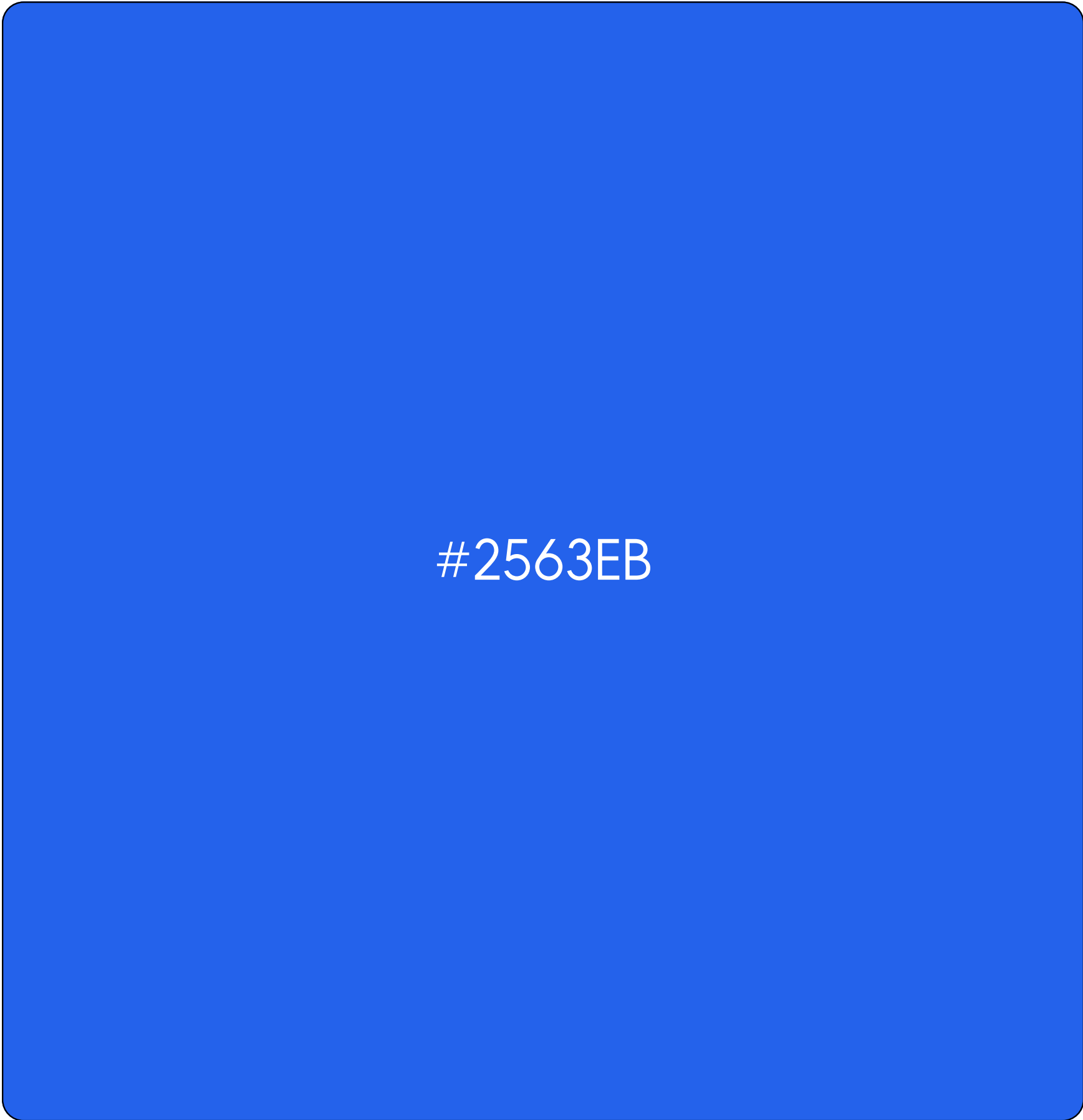


u BILLFOX



u BILLFOX

Color palette,



Typography

MADE Okine San

defahii

Light

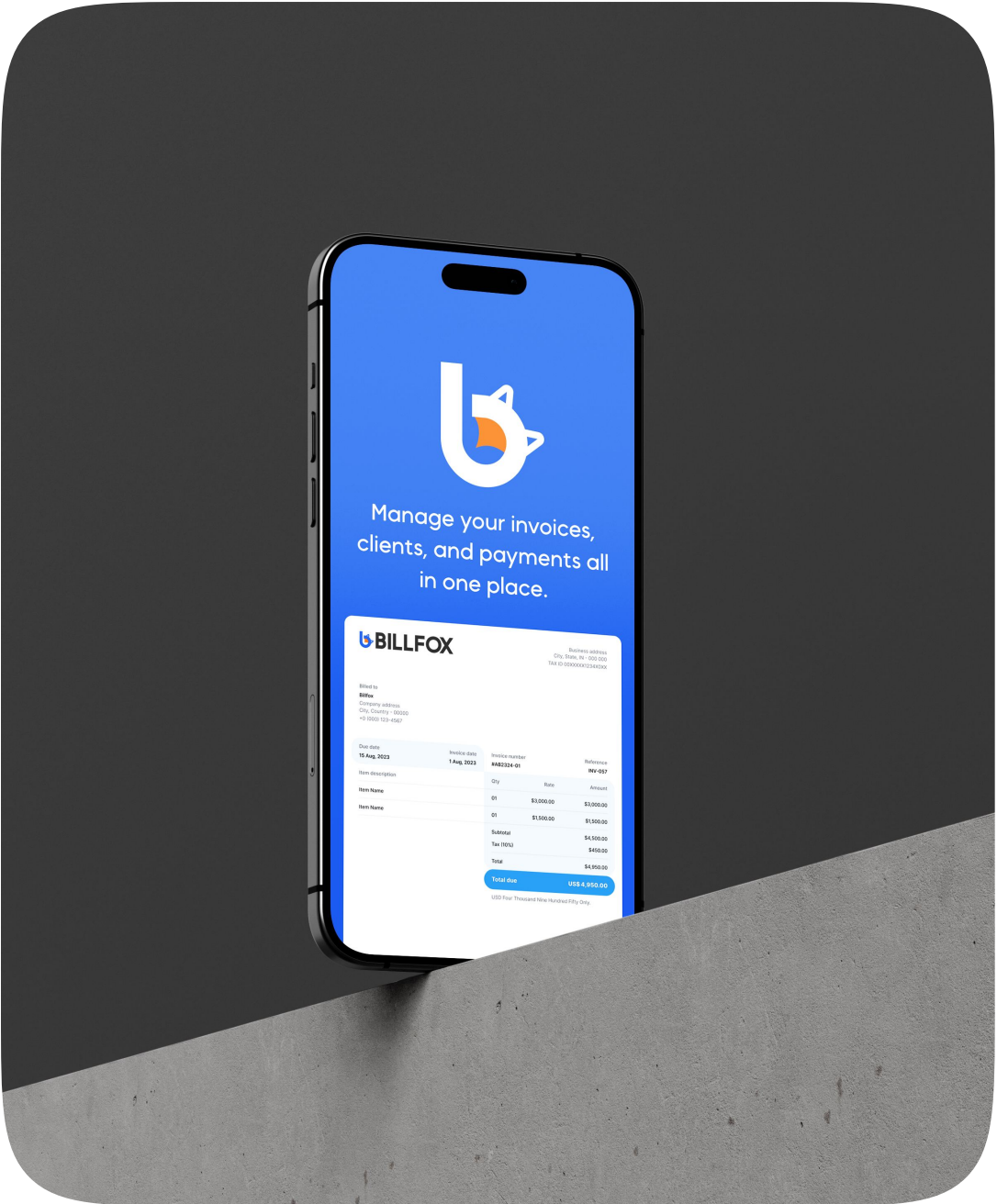
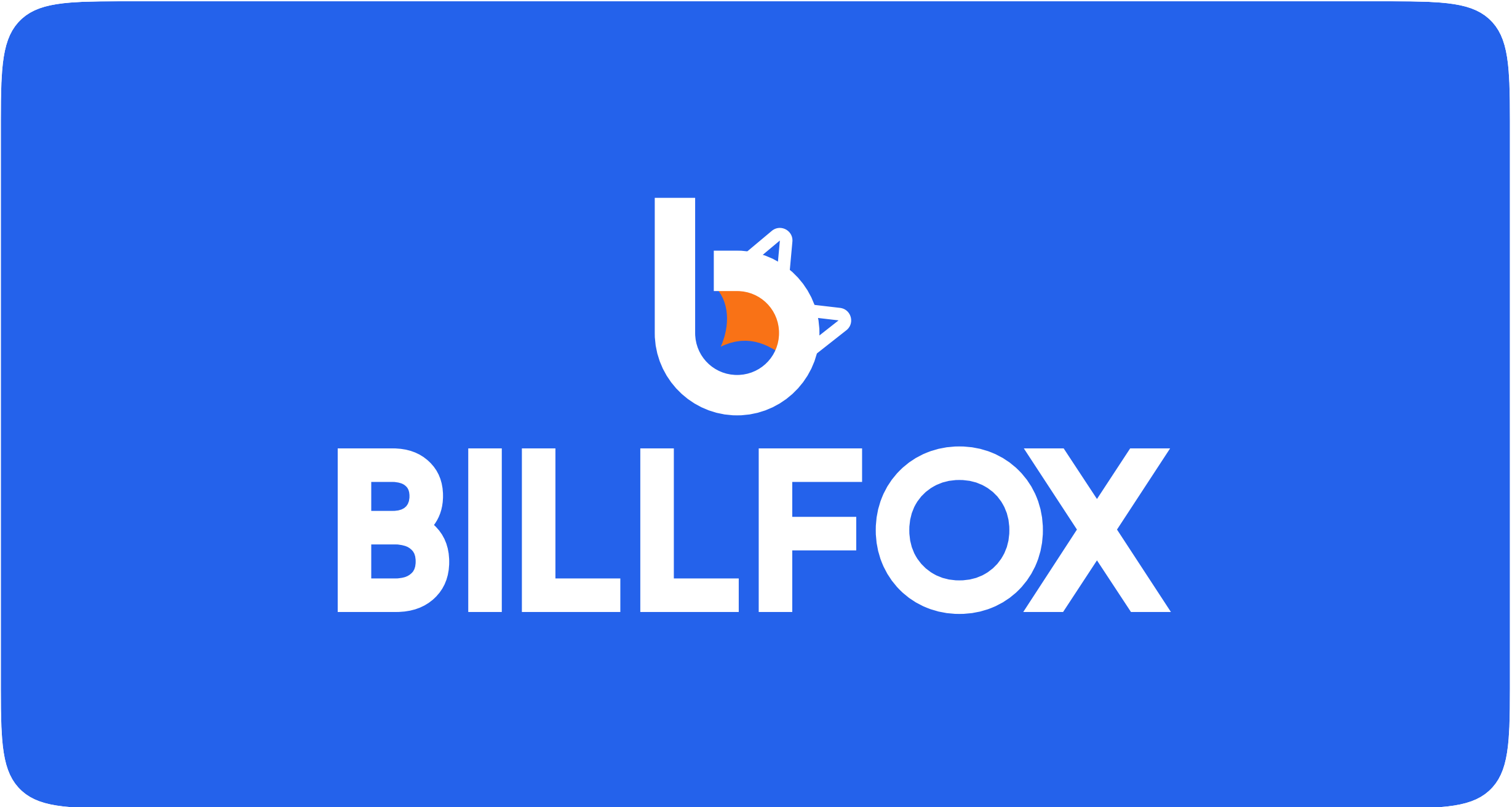
abcdefghijklm
nopqrstuvwxyz
xyz

Regular

abcdefghijklm
nopqrstuvwxyz
xyz

Medium

abcdefghijkl
mnopqrstuvwxyz
xyz





Business address
City, State, IN - 000 000
TAX ID 00XXXXX1234X0XX

Billed to
Billfox
Company address
City, Country - 000000
+0 (000) 123-4567

Due date	Invoice date	Invoice number	Reference
15 Aug, 2023	1 Aug, 2023	#AB2324-01	INV-057
Item description	Qty	Rate	Amount
Item Name	01	\$3,000.00	\$3,000.00
Item Name	01	\$1,500.00	\$1,500.00
Subtotal			\$4,500.00
Tax (10%)			\$450.00

