



PRODUCT BRAND IDENTITY

Billing, built on payments.

A product brand identity for invoice-to-cash experiences, public storytelling, and finance-grade interaction patterns.

v1.0 / 2026

- 01

Display typography

H1

Billing, built on payments.

H2

Invoice to cash, one system.

H3

Collections that run themselves.

H4

Reconcile without lifting a finger

PLUS JAKARTA SANS

68 / 69 -3.5%

44 / 48 -3%

30 / 36 -2.5%

22 / 27 -1%

02

Body and data typography

INTER / BODY

ValBill bills, collects, chases, and reconciles in one platform - so finance closes the month instead of fighting it.

Regular 16 / 25

JETBRAINS MONO / DATA

INV-2026-0412

\$4,250.00

180+ currencies / ERP 2-way sync

Medium 13-20 / tabular

03

Colour system

VIOLET / NAVY / SURFACE / STATUS

Brand violet

Violet 900 #2A1E74

Violet 700 #4936C4

Violet 600 #5A47EA

Violet 500 #6D5BFF

Violet 400 #8677FF

Violet 200 #C8BFFF

Violet 100 #E4DFFF

Violet 50 #F1EEFF

Ink and surfaces

LIGHT

60% surface / 30% paper / 10% violet

DARK

60% ink / 30% raised ink / 10% violet

04

Radius and elevation

16PX CORE RADIUS

Small 8px

Badges and fields

Medium 12px

Buttons and compact cards

Large 16px

Content and product cards

XL 20px

Hero and modal surfaces

05

Interface specimens

FINANCE-GRADE UI

NORTHWIND SOFTWARE INC.

INV-2026-0412

\$4,250.00

Due Jun 12, 2026 / Net 7 / USD

Platform subscription - Pro \$3,900.00

Pay \$4,250.00

SENT

SYSTEM STATES

PAID

SENT

DUE SOON

OVERDUE

Primary action

Secondary action

180+ SETTLEMENT CURRENCIES

2-WAY ERP SYNC

CARD+ACH ADYEN DROP-IN

PCI D1 DSS COMPLIANT

06

Brand and product principles

CONSISTENT / ACCESSIBLE / TRUSTED

1 One hierarchy

Violet signals action. Navy carries trust. Status colours communicate state only.

2 Finance first

Numbers use tabular forms, plain labels, and high-contrast surfaces for fast scanning.

3 Built to scale

Shared type, spacing, radii, and interaction rules carry one identity across every product surface.

4 Accessible by default

Body text targets 4.5:1 contrast, keyboard focus stays visible, and colour never stands alone.

ValBill

Product brand identity

KRISTIAN CLINTON