

# Visual Brand

## Guidelines



# Contents

## Introduction

Getting started	3
How to use this guide	3
Creative Principles	4
Brand Expression	4

## Our Logo

Grids & Spacing	5
Logo Variations	6
Logo Usage	7

## Colors & Gradients

Primary and Secondary Colours	8
Gradients	9
Colours and Gradient Usage	10

## Typography

Primary Typeface	11
Secondary Typeface	12
Typeface usage	12

## Visual Style

Photographic style	13
Videos	14

## Design Elements

Graphic elements	16
Data visualisations	17
Product imagery	18

## Brand Applications

Campaigns & ads	19
Events & venues	20
Merchandise	21

## Terms & Contact Info

Usage Terms	22
Brand Support Hub	22





## Introduction

### Getting Started

Welcome to Chargebee's visual brand guidelines — a simple, straightforward framework to align our observable identity across different mediums, channels and touchpoints in harmonious ways.

The aim of this guide is to help maintain a singular, consistent, and cohesive brand experience for anyone who interfaces with Chargebee.

### How to use this Guide

This guide sets clear standards for maintaining Chargebee's brand identity. Use of our brand logo must be adhered to without exception. Consistency in the brand's feel is essential.

Familiarize yourself with Chargebee's aesthetic principles and visual language outlined in this guide. Apply them with care to ensure alignment with the brand's identity.

Although this guide has been structured keeping creatives and creators in mind, we've also tried to make it as readable as possible for anyone who wants to understand Chargebee better.



## Creative Principles

### Our way of seeing and doing

- *Scrappy and resourceful in the creative stage, we work iteratively towards sophisticated outcomes.*
- *Design decisions are always empathetic to humans and their needs. Function informs form.*
- *Contextual flexibility. Progress over perfection. Collaboration over control.*



## Brand Expression

### Strategy led visual identity

*A modern, mature brand focussed on growth. Reflected in our elevated, hi-fidelity visuals exuding a lively professionalism.*

*Our website and other resources are designed to look and feel responsive and dynamic - all the easier to find what you need and get things done.*



## Our Logo

The Chargebee logo reflects our brand's core values of transparency, trust, and a modern outlook. Consistent presentation of both the primary and symbol logos is key to maintaining brand recognition. This section provides guidelines to make sure Chargebee remains timeless across all platforms and media.

## Grid & Spacing

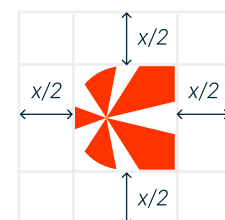


**The primary logo** combines our logotype with a clean, modern design and should be used in most applications.

- **Spacing and Placement:** Maintain clear space around the logo, at least  $x/2$
- **Minimum Size:** 24px high (digital) or 6mm high (print) for readability.
- **Color Variants:** Use the full-color version on light backgrounds; White for dark or complex backgrounds.

**Our logomark** is a compact, angular design ideal for smaller applications, such as social media icons or app icons.

- **Centering:** Ensure equal spacing on all sides when used in confined shapes.
- **Minimum Size:** 16 pixels high (digital) or 5mm high (print).
- **Best Use:** For small-scale applications; avoid when the full name is necessary.
- **Usage Tips:** Do not alter or resize disproportionately. Stick to approved colors.





## Logo Usage

- **On backgrounds:** Use full-color on light backgrounds; and white or red on dark backgrounds.
- **File Types:** Use vector (.svg, .eps) for scalability; .png, .jpg for digital.

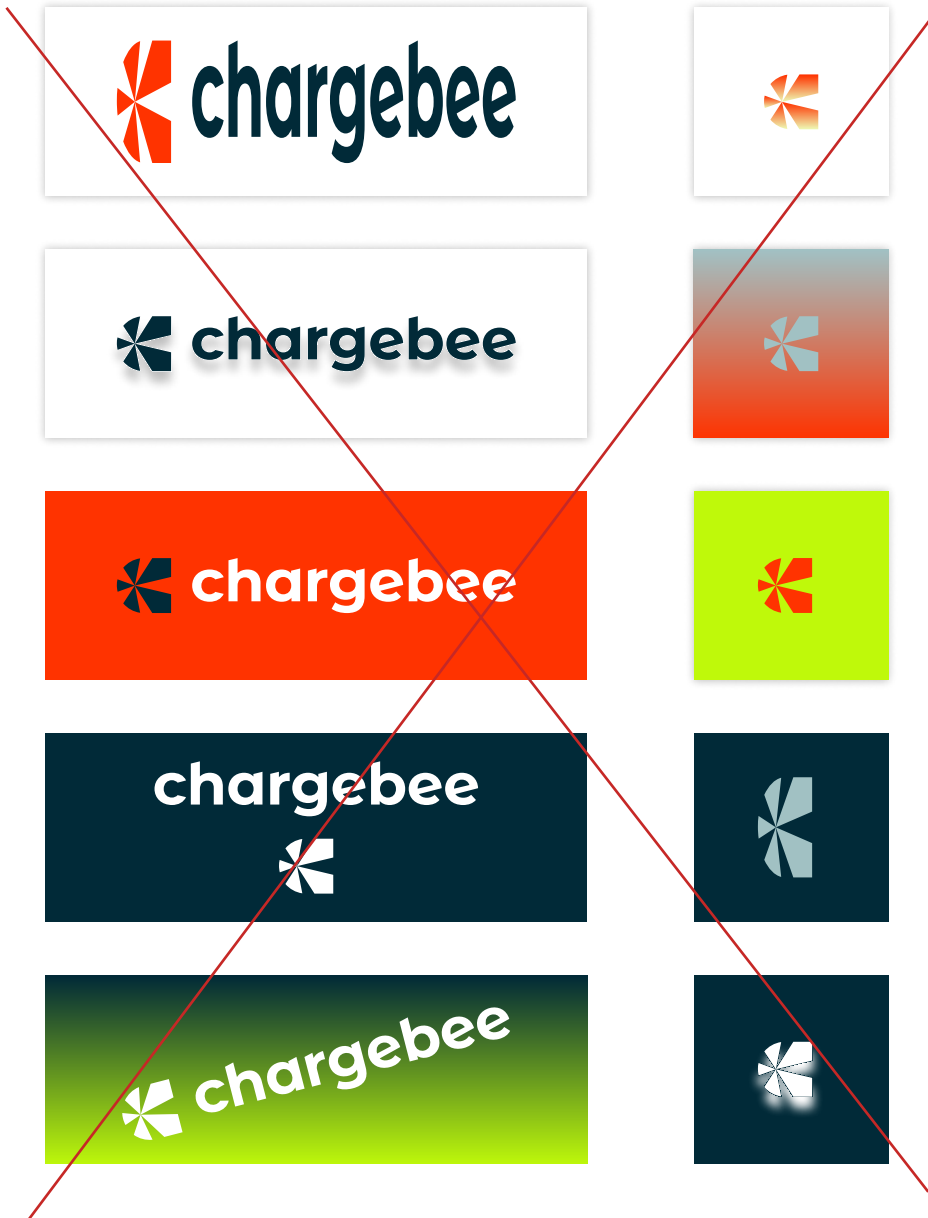


Below are the correct usage of logo





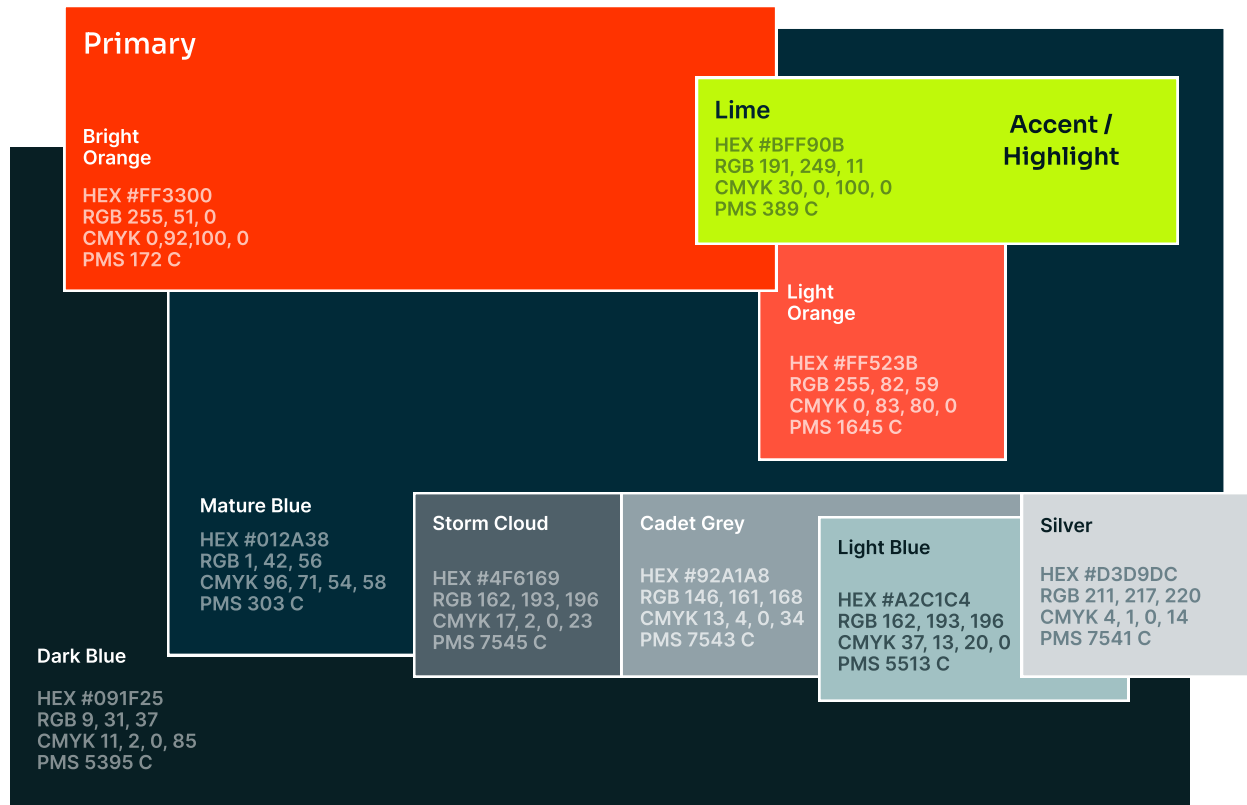
Unacceptable usage of logo





## Colors & Gradients

Chargebee's color palette is designed to be versatile, creating a dynamic and impactful brand experience across all visual platforms. Our shift to deeper blues and the addition of gradients adds layers and depth, enhancing the brand's modern identity. Use these guidelines to maintain consistency and visual cohesion.



### Primary Colors:

Our palette features rich shades of blue, complemented by orange accents for emphasis.



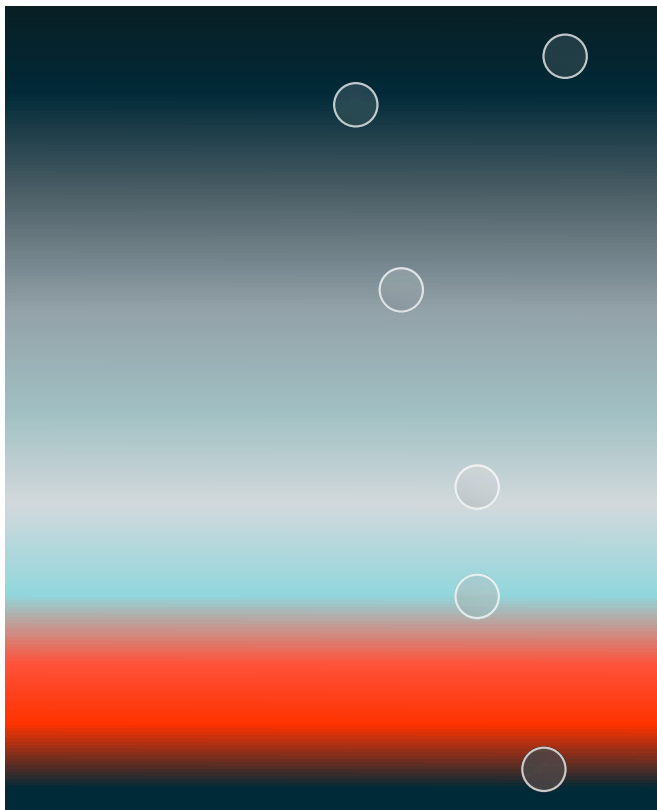
### HEX, RGB, CMYK Codes:

Refer to the brand's color chart for accurate color codes to ensure consistency across all media.



### Gradients

- **Enhance Depth:** Gradients should add dimension and visual interest without overpowering the design.
- **Consistency:** Use brand-approved gradients aligned with the primary color palette for a cohesive look.
- **Legibility:** Ensure text and elements remain readable over gradients by selecting contrasting color combinations.

**Use Sparingly:**

Apply gradients selectively to highlight or accentuate.

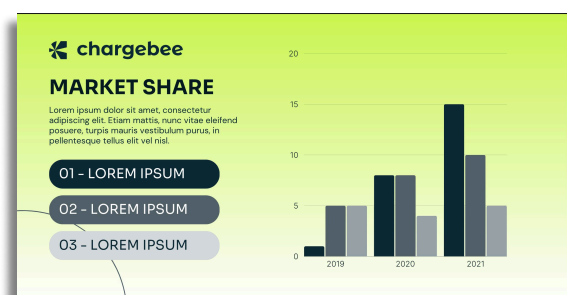


**Test Across Media:** Check gradients on various screens and prints for consistency.



### Unacceptable usage of colours and gradients

- **Don't Overuse:** Avoid cluttering designs with too many gradients.
- **Don't Use Low Contrast:** Ensure gradients have sufficient contrast for clarity.
- **Don't Overcomplicate:** Keep gradients simple to avoid distraction.
- **Don't Ignore Accessibility:** Check for color blindness and ensure accessibility.
- **Don't Deviate from Guidelines:** Stick to brand color schemes and guidelines.







## Typography

Chargebee typography creates both modern and simple look across all the communications which makes it readable & appealing in sight. We choose typefaces for primary and sometimes secondary use that contribute to our brand think and design identity, whilst being fully functional in terms of maximum readability

### Primary Typeface: Sora

Sora is predominantly used for titles, headings, and other prominent text elements. You can also use it for paragraph in specific use cases to ensure a clear visual hierarchy.

#### For Headline:

- Type: Bold
- Size: 48 px
- Line Height: 100%
- Kerning: -2%

#### For Subheaders:

- Type: Medium/Regular
- Size: 24 px
- Line Height: 100%
- Kerning: 0%

#### For Paragraph:

- Type: Regular
- Size: 16 px
- Line Height: 145%
- Kerning: 0%

ABCDEFGH  
IJKLMN  
OPQRST  
UVWXYZ

abcdefghijklmnop  
rstuvwxyzabcdefgh

abcdefghijklmnopqrst  
hijklmnopqrstuvwxyz



**Usage Tips:** Avoid using Sora in all caps or overly stylized forms. Stick to approved sizes and weights to keep designs consistent.



### Secondary Typeface: Inter

When in doubt, use Inter.  
Use Inter for paragraphs, captions,  
and any extended text. This typeface  
ensures a smooth, comfortable  
reading experience. You can also use it  
for subheadings in specific use cases  
to ensure a clear visual hierarchy.

ABCDEFGHIJK  
LMNOPQRST  
UVWXYZABC

abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopq  
rstuvwxyzabcdefghijklm

#### For Subheaders:

- Type: Bold/Semibold
- Size: 24 px
- Line Height: 90%
- Kerning: -1%

#### For Paragraph:

- Type: Regular
- Size: 16 px
- Line Height: 145%
- Kerning: 0%



**Usage Tips:** Differentiate between Sora and Inter by maintaining a size hierarchy and appropriate spacing for each.

## Retain **20 %** more customers with **Chargebee Retention**

Increase **customer lifetime value** with new level  
of insight into why customers are canceling and a  
clear path on how to improve.

[Get a Demo](#)

[Sign up for free](#)



An example of  
correct usage Inter



An example of  
correct usage Sora



### Condé Nast's Value-Driven Journey to Increased Subscriber Retention

Customized subscriber experiences and deflection  
strategies significantly boosted retention rates

Chargebee Retention data provided valuable  
insights into subscriber behaviors, helping refine  
strategies and reduce churn.

Single source of truth for subscription products  
and subscriber records, improving operational  
efficiency



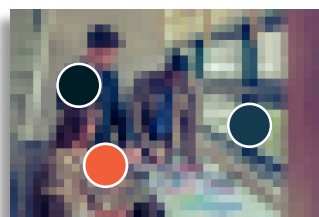
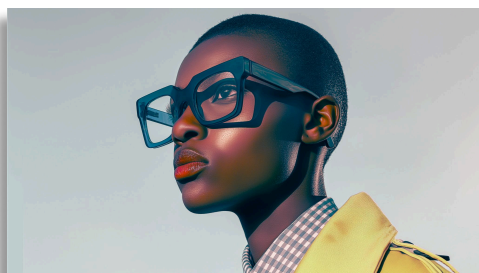
## Visual Style

The visual style of Chargebee have well balanced mix of clarity, depth and modernity. This translates to our photography, illustration and iconography style that truly engages users on any platform.

Laying them out, giving them a sense of depth — make the viewer focus on things. This technique increases the aesthetic appeal and strengthens the foreground-background contrast for a pleasing design.

## Photography

- **Do Match Brand Colors:** Use stock photos with a orange tint that aligns with our brand. ***Consult the design team for color corrections.***
- **Choose Quality:** Select high-resolution, professional images.
- **Ensure Relevance:** Pick photos that complement the content and messaging.

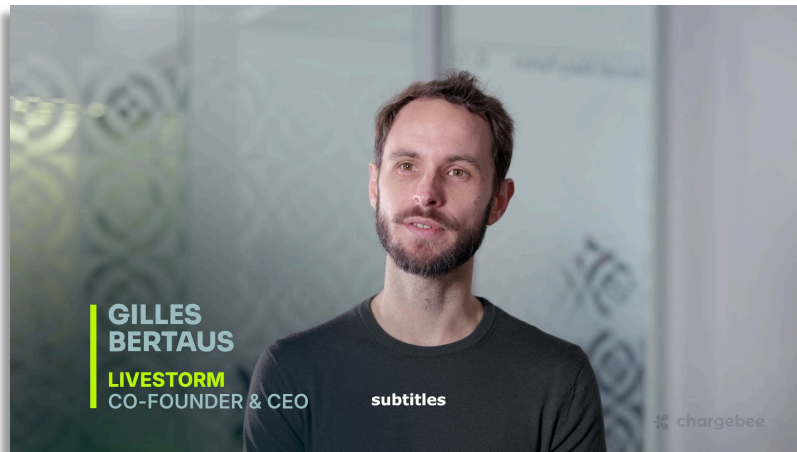


When edited correctly,  
the photos can contain  
our brand colors



### Videos

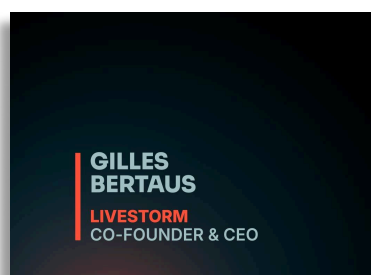
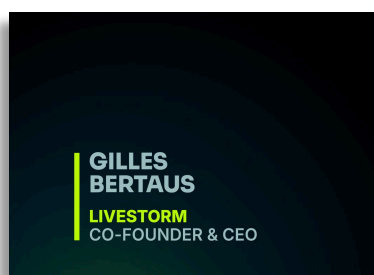
Chargebee's video style is designed to deliver content that is clear, professional, and gets engagement across platforms. Whether it is in lower thirds or logo placement, these guidelines allow for a seamless and visual treatment in every video format.



- **Subtitles:** Use Verdana at 36px to 42px for YouTube subtitles, with no shadow and a translucent box background.
- For shorter social formats, use **.prtextstyle** compatible with Adobe Premier Pro. Limit to 12 characters per line, and avoid two-line subtitles.

### Lower Thirds:

- Include the speaker's name in Sora, with the designation and company in Inter. Position these based on the subject's framing, ensuring optimal visibility.
- Download **.Mogrt** file to edit the Fields in Lower Thirds **.Mogrt** is compatible with Adobe Premier Pro.



Dark BG



Light BG



### Component Placement

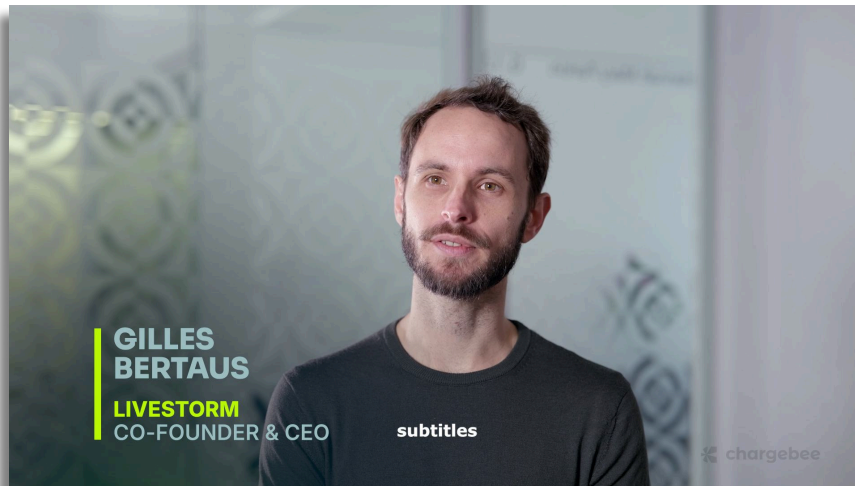
**Orientation:** Adjust content for landscape (YouTube, LinkedIn), portrait (Instagram Stories, YouTube Shorts), and square formats (LinkedIn, Twitter).

**Visual Hierarchy:** Prioritize key elements, such as the main message, speaker, or CTA, ensuring they are clearly visible and not overshadowed by secondary elements.

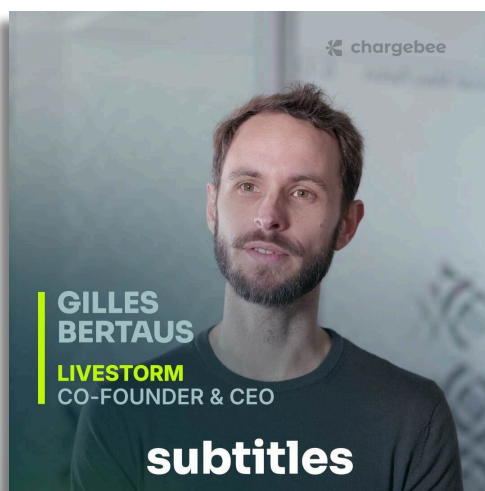
### Logo Placement

**Video Intro/Outro:** Use the appropriate .MOV video shared for the intro and outro of every long form video. For Socials only use the outro video.

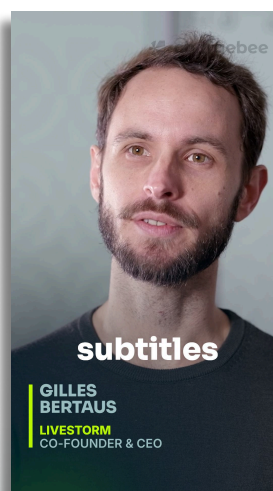
**Watermark:** Position the logo in the bottom or top right corner, depending on the best visibility, at 25% opacity. Consistency: Ensure logo placement remains uniform across videos for a consistent brand appearance.



Landscape Orientation  
(Youtube/LinkedIn)



Square - LinkedIn/Twitter



Portrait - YT shorts  
/ Insta Stories





## Design Elements

Our design elements will incorporate a blend of 3D gradient shapes, icons, and realistic images. The use of 3D gradient shapes will add depth and dimensionality to our visuals, creating a modern and dynamic look. Icons will provide clarity and straightforward communication, while realistic images will ensure authenticity and relatability.

## Graphic Elements

Use a combination of illustrations, icons and real-life stock images





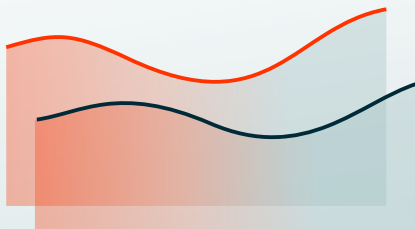
### Data Visualisation

This section provides practical examples and rules for implementing colors, typography, and graphic elements in data visuals, creating cohesive and engaging representations of complex information.

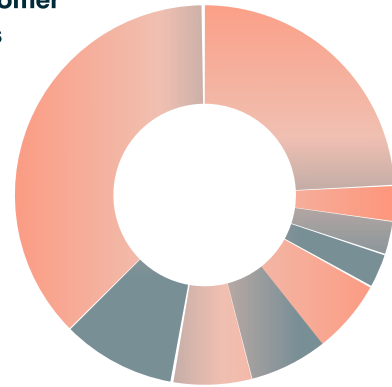
#### Save performance

**24.4%**  
Deflect rate

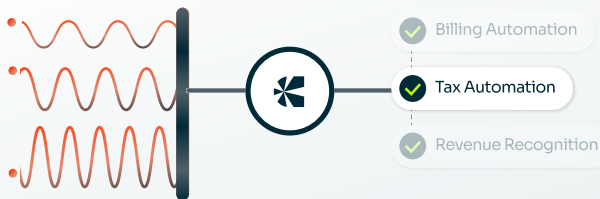
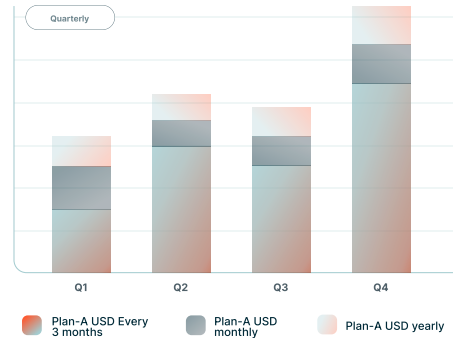
**15.6%**  
Save rate



#### Customer Stats



#### Total MRR by Plan



#### Deflect rate

**24.4%** ▼ 5%

#### Retained revenue

**\$54,636** ▲ 23%



**Usage Tips:** When creating data visuals, prioritize simplicity by avoiding unnecessary elements.



### Product Imagery

Ensure product visuals maintain a consistent style with Chargebee's color palette and tone, emphasizing clarity and functionality while highlighting user-centric features.



**MOST POPULAR**

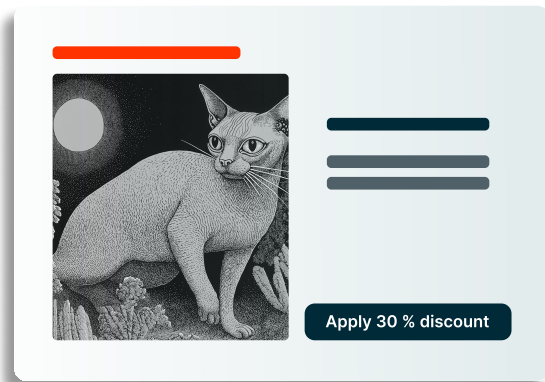
**Professional**  
Pro features that enables you to do a lot more

**\$179 /month**

**CHOOSE PLAN**

**What's included**

- ✓ 24/5 support
- ✓ Unlimited collaborators



**Proceed to checkout →**

**Your order summary**

Professional Plan	\$599
Metered Add on	\$0.00
Subtotal	\$2.08
Tax	\$10

**Hey John, Sorry to see you go. Are you sure, you want to cancel?**

**How about free expedited shipping for a month?**

**Accept Offer**

Your reasons for leaving

**Go Back** **Cancel**



Some examples of correct usage of product mocks





## Brand Applications

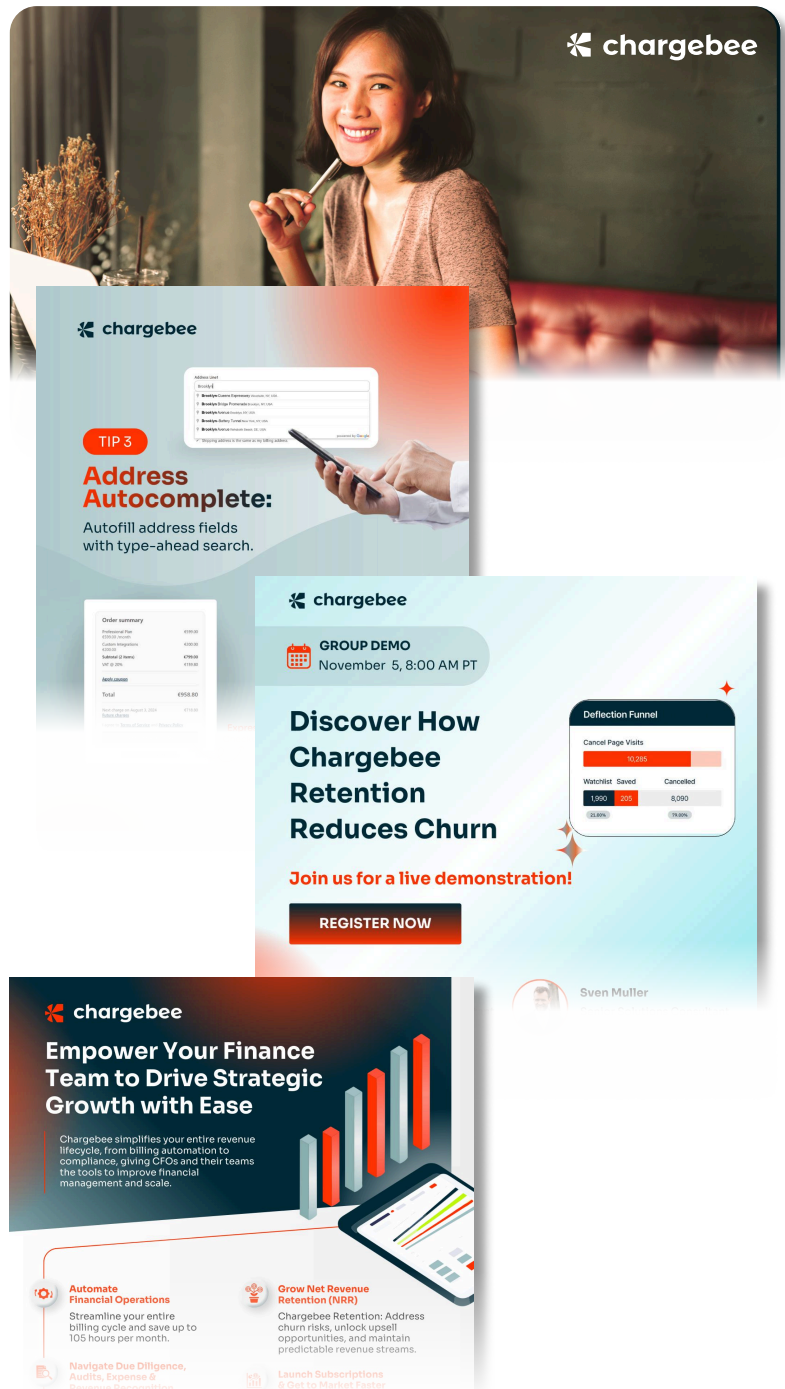
From digital assets to print materials, ensure all applications are tailored to enhance user experience while reflecting Chargebee's commitment to clarity, innovation, and scalability

### Campaigns & Ads

- **Blog Headers:** Use full images for headers; avoid text within the image. Minimal text elements can be included but consult with the design team for placement.
- **Social Media Posts:** Do not include Calls to Action (CTAs) unless the posts are clickable.
- **Ads:** Ensure all ads feature the brand's logo, colors, and fonts, use high-quality, brand-aligned imagery, include concise, readable text and clear CTAs



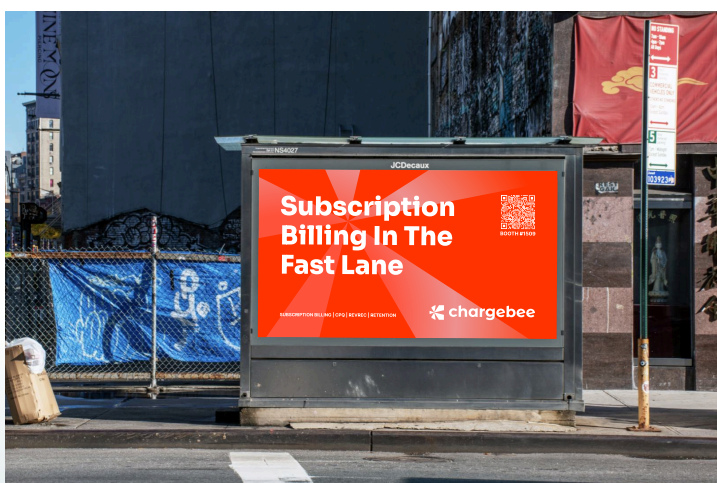
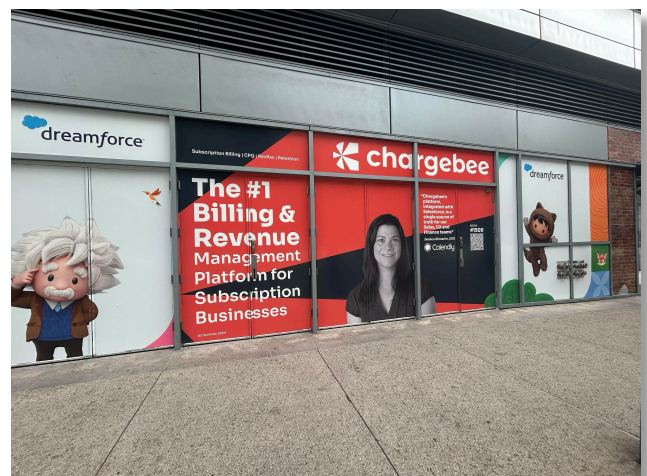
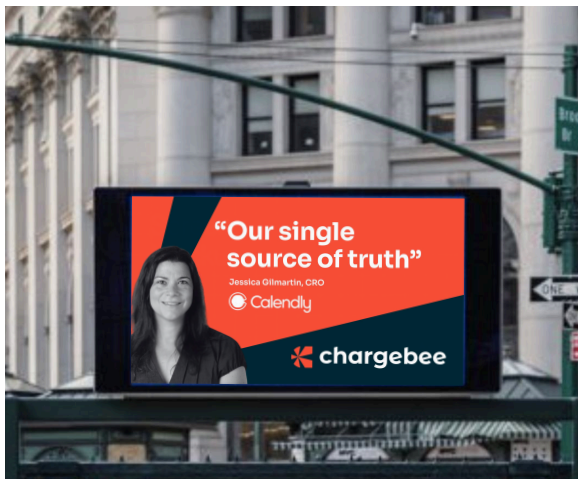
Some examples of correct usage of digital assets





### Events & Venues

- **Large Logo:** Ensure the logo is prominently displayed for instant brand recognition.
- **Concise Headlines:** Use 5-7 words for clear, impactful messaging.
- **Simple Call to Action (CTA):** Include a straightforward CTA that encourages immediate response.
- **Minimal Background:** Keep the background simple to enhance readability and focus on the message.



Some examples of correct usage of event creatives





### Merchandise

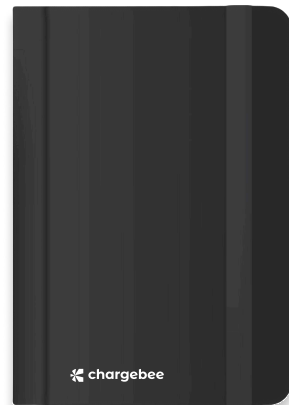
When designing sweatshirts, caps, and bags, stick to a palette of dark blue, black, and white. These colors align best with our brand identity. Use the correct logomark and typeface to ensure consistency. Avoid experimenting with bright or unconventional colors, as they do not reflect our brand's tone and style.



Some examples  
of correct usage  
in merch



## Merchandise



Some examples  
of correct usage  
in merch





## Usage Terms

To maintain Chargebee's brand integrity, follow these usage terms when applying brand assets, including logos, colors, typography, and other design elements.

- **Authorized Use Only:** Use Chargebee's brand assets solely for approved purposes, including official Chargebee communications, marketing materials, and partner collaborations. Unauthorized use is prohibited.
- **Brand Integrity:** Do not alter, distort, or modify any Chargebee brand asset. This includes adding effects, changing colors, or resizing disproportionately.
- **Non-Confusion:** Avoid using Chargebee's assets in any way that could imply endorsement, partnership, or sponsorship unless explicitly approved by Chargebee.
- **Third-Party Use:** Third parties (e.g., partners, affiliates) must receive written approval from Chargebee before using any brand asset in external communications.
- **Logo Restrictions:** Use Chargebee logos only in provided formats. Do not combine Chargebee's logo with other logos or visual elements without explicit guidance from Chargebee.
- **Trademark Guidelines:** Always include trademark symbols and acknowledgments where required, particularly in formal documents and digital assets distributed externally.
- **Visual Distinction:** Ensure that the use of Chargebee brand assets does not mimic or replicate the design of Chargebee's official website or products to avoid confusion.
- **No Derivative Works:** Do not create variations or derivative works of Chargebee's logos, colors, typography, or other brand elements.
- **Compliance with Terms:** Using Chargebee's brand assets signifies acceptance of these guidelines. Chargebee reserves the right to request the removal of any use deemed inconsistent with these terms.
- **Termination of Use:** Chargebee may revoke permission to use brand assets at any time. Upon request, discontinue use within a reasonable timeframe, no later than 7 days.

## Contact Us

We're here to support you in bringing our brand to life! Whether you need clarity on the guidelines, have questions, or are looking for creative inspiration, don't hesitate to reach out. For assistance or additional resources, contact us at [support@chargebee.com](mailto:support@chargebee.com)

Together, we'll ensure every expression of our brand stays true to its purpose and vision. Let's create something remarkable!

**\*Note: Chargebee may revoke permission to use brand assets at any time.**



**chargebee**