

Brand Book

“Your brand is what people
say about you when you’re
not in the room.”

—Jeff Bezos, Amazon founder



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WHO WE ARE?

The Change Makers

Billon created a new high-performance distributed ledger technology (DLT) system which unifies national currency transactions, documents on-chain, and identity management into a single system. We help businesses which need tools for digital acceleration, digital transformation, and instant and seamless money transfers. Billon solved roadblocks preventing other blockchain protocols from mass business use and already has proven solutions in open banking core engines, instant incentives and loyalty solutions, micropayments, and GDPR-compliant document and privacy management. As a result, we are uniquely suited to unleash the transformational capabilities of blockchain technologies, especially following the COVID-19 pandemic and its economic consequences.

Billon Group Ltd. was founded in the UK in 2015, following several years of R&D in Poland. Its unique DLT protocol has been supported by many R&D grants, including the EU Horizon 2020 program. Billon is licensed to issue electronic money by regulators in the UK and Poland, and employs a global team of more than 80 professionals in its two offices in London and Warsaw. Billon works to implement its technology commercially with leading business partners, such as FIS, Raiffeisen Bank International and BIK (the Polish credit office).

For more information, visit: www.billongroup.com.

WHAT MAKES US UNIQUE?

Think
Different

Regulatory-compliant blockchain

Unique solutions need unique thinking. Billon blockchain protocol was designed to fulfil UK and EU regulations relevant for financial transactions and data protection. We consciously decided not to use typical blockchain features, such as cryptocurrencies, miners or crypto exchanges. Instead we are the first to digitize national currencies, storing and transacting assets in a form of distributed digital cash.

Real-life use cases

Unlike many other blockchain concepts, which fail to move past the concept stage, Billon's technology powers solutions that are already in use, helping people and businesses. Our use cases include on-chain storage and distribution of high-value documents for banking and energy industry, automated mass payouts for FMCGs, and profitable micropayments for gamers and streamers.

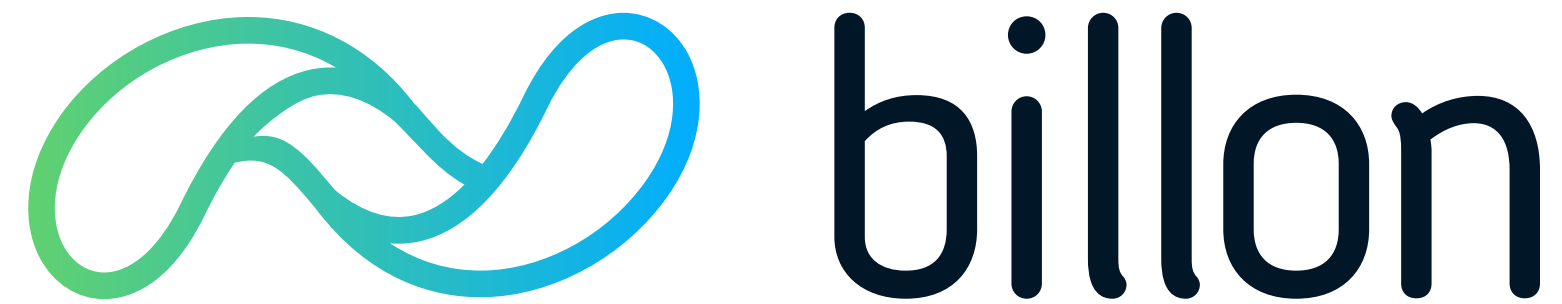
Human-centric technology company

People are at the heart of every business. We are excited about the possibilities Billon gives people all over the world. Both businesspeople who can accelerate digital transformation, improve processes and explore new business opportunities. And end users who come across our technology embedded in our partners' solutions and are empowered by bigger security and control over their data and money. We want to keep them both always at the center of what we do.



Logo Design

The symbol is similar to DNA. It's also a infinity which stands for technology development which never ends.



Bill on - money and data system made for simplifying human lives

Light green and light blue are like an ocean and a ground. Technology is caring about a climate. The more things we digitise the more trees lives.



RGB — 96 209 112
CMYK — 60 0 76 0
HEX — #60d170



RGB — 0 173 255
CMYK — 65 20 0 0
HEX — #00adff



RGB — 1 22 39
CMYK — 90 75 55 70
HEX — #011627

Colors position in gradient



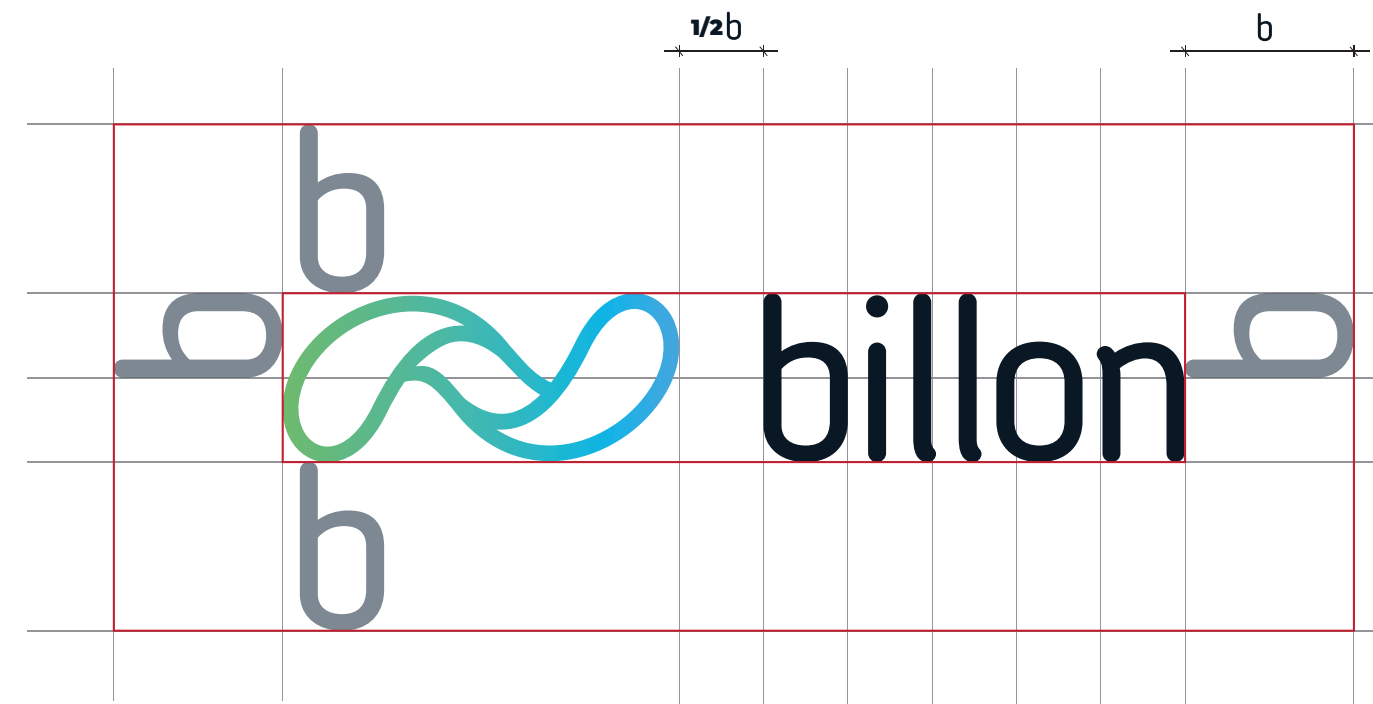
0% Gradient angle = 0° 100%

How to use?

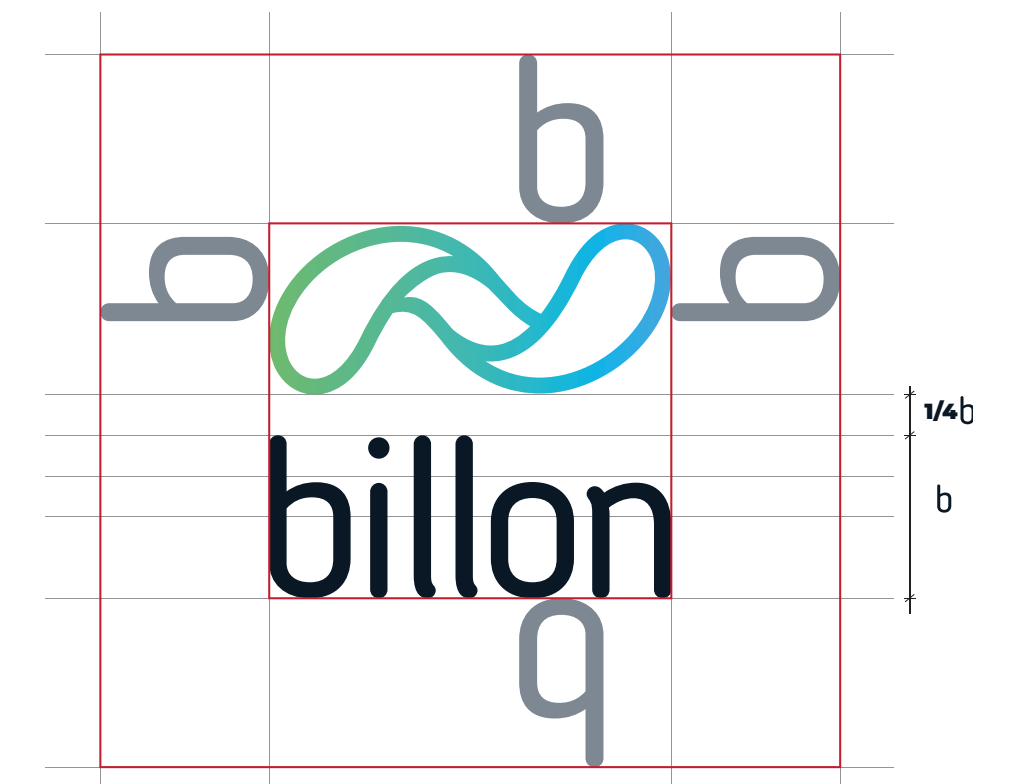
CLEAR SPACE

Clear space around the logo it's an integral part of the design. the minimum clear space for the mark is the height of the mark. Do not place graphics or typography in the clear space area.

HORIZONTAL LOGO



VERTICAL LOGO



MINIMUM SIZING

For the logo to be reproduced as clearly as possible do not use the logo in less than 9 mm for printed media and 26 px for digital interfaces.

9 mm [ billon

26 px [ billon

Different variants

Full color logo

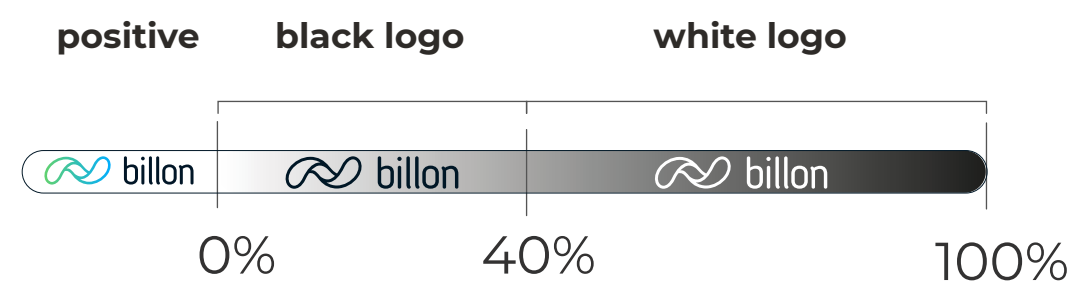
- can be used only on a white space.

White logo can be used:

- on dark pictures
- on grey scale color below 70% use of black.

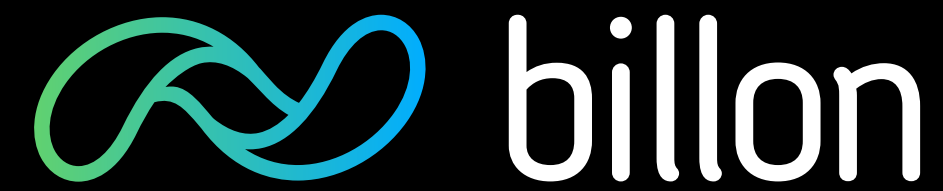
Black logo can be used:

- on dark pictures
- on grey scale color below 40% use of black.



LOGO

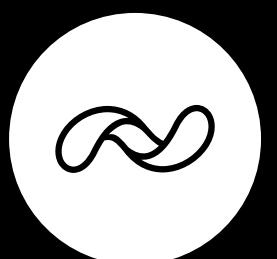
SYMBOL



RGB — 1 22 39
CMYK — 90 75 55 70
HEX — #011627



RGB — 255 255 255
CMYK — 0 0 0 0
HEX — #FFFFFF





Does and don't

If you place the logo on photo, always make sure it will be visible. On multicolour background put a dark shadow if you use white logo and white for a black one.



Never manipulate the gradient in any way.



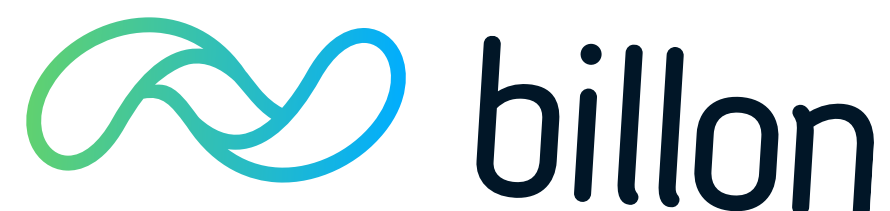
Never scale in one direction.




Never add an effect to the logo, including drop shadows, bevels or gradients




Never alter the color, whether it's by adding a gradient to the type or changing the color of the mark.



Don't rotate logo.



BRAND IDENTITY



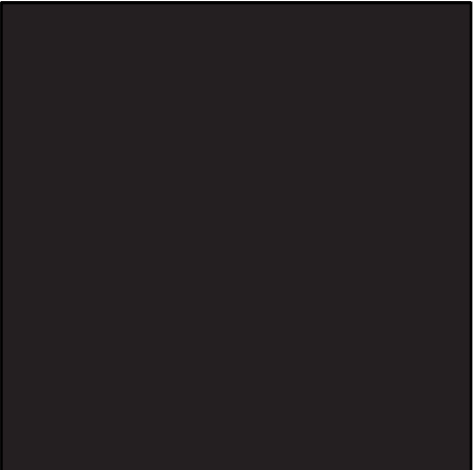
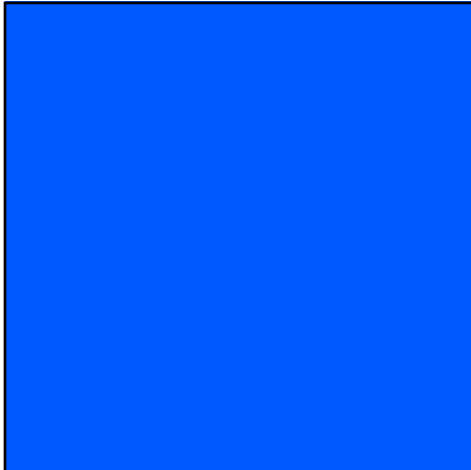
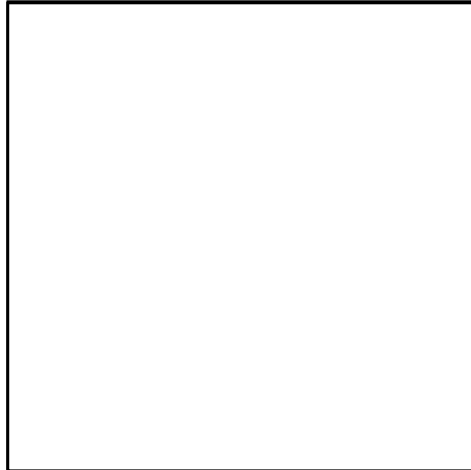
FONT

MONTERRAT

Montserrat is our official font and must be used when possible. It's modern and sophisticated. It feels authentic and familiar.


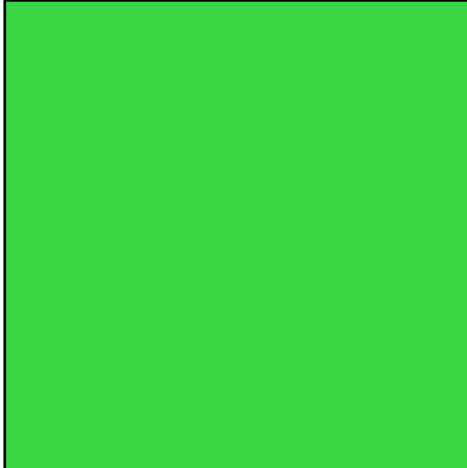
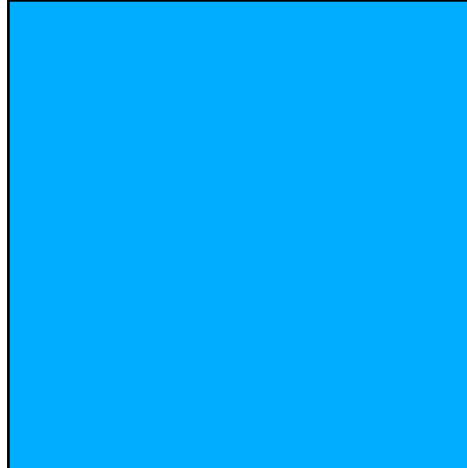
| | |
|------------|---|
| Light* | ABCDEF GHIJKLMNOPRSTQ UVWXYZŚĆŹŻĄĘŁÓ abcdefghijklmnop rstquvwxyzś ćźżą ęłó 1234567890!@#\$%^&*()<>?/ |
| Regular | ABCDEF GHIJKLMNOPRSTQ UVWXYZŚĆŹŻĄĘŁÓ abcdefghijklmnop rstquvwxyzś ćźżą ęłó 1234567890!@#\$%^&*()<>?/ |
| Italic** | <i>ABCDEF GHIJKLMNOPRSTQ UVWXYZŚĆŹŻĄĘŁÓ abcdefghijklmnop rstquvwxyzś ćźżą ęłó 1234567890!@#\$%^&*()<>?/</i> |
| SemiBold | ABCDEF GHIJKLMNOPRSTQ UVWXYZŚĆŹŻĄĘŁÓ abcdefghijklmnop rstquvwxyzś ćźżą ęłó 1234567890!@#\$%^&*()<>?/ |
| Bold | ABCDEF GHIJKLMNOPRSTQ UVWXYZŚĆŹŻĄĘŁÓ abcdefghijklmnop rstquvwxyzś ćźżą ęłó 1234567890!@#\$%^&*()<>?/ |
| Extra Bold | ABCDEF GHIJKLMNOPRSTQ UVWXYZŚĆŹŻĄĘŁÓ abcdefghijklmnop rstquvwxyzś ćźżą ęłó 1234567890!@#\$%^&*()<>?/ |

Primary colors

| | | |
|--|--|--|
|  |  |  |
| Black in blue | Navy blue | Neutral White |
| RGB — 1 22 39 CMYK — 90 75 55 70 HEX — #011627 | RGB — 0 89 255 CMYK — 80 65 0 0 HEX — #0059ff | RGB — 255 255 255 CMYK — 0 0 0 0 HEX — #FFFFFF |

Product colors

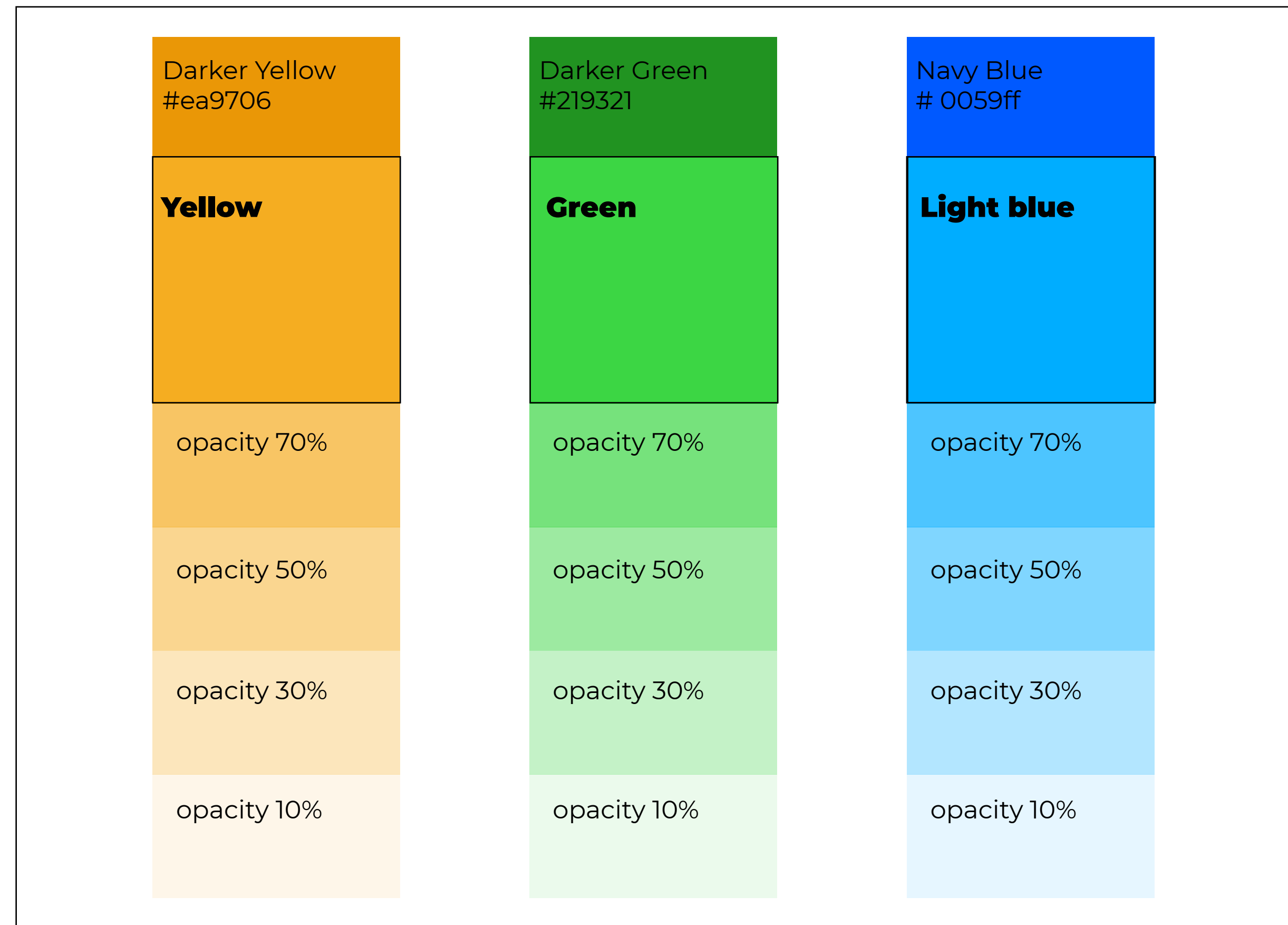
These colors are an addition. They cannot dominate all creation.

| | | |
|---|---|---|
|  |  |  |
| Yellow RGB — 244 173 33 CMYK — 0 35 100 0 HEX — #f4ad21 | Green RGB — 60 214 68 CMYK — 65 0 90 0 HEX — #3cd644 | Light blue RGB — 0 173 255 CMYK — 70 20 0 0 HEX — #00adff |
| Color reserved for DOCUMENTS | Color reserved for MONEY & PAYMENTS | Color reserved for DATA & IDENTITY |

ACCEPTABLE USE
max. 30%
OF THE ENTIRE CREATION

Product colors variations

These colors are an addition to a Product colours. They cannot dominate all creation.



Product colors Products palette

Palette

Those colours stands for a solutions that Billon provides.
The colours are addition to a main palette, so they souldn't dominate the whole composition. Don't use more then 30% of product colour in a creation.

| | | | | |
|-----------------------------|---|---|---|---|
| DOCUMENTS |  |  |  |  |
| | Black in blue RGB — 1 22 39 CMYK — 90 75 55 70 HEX — #011627 | Navy blue RGB — 0 89 255 CMYK — 80 65 0 0 HEX — #0059ff | Neutral White RGB — 255 255 255 CMYK — 0 0 0 0 HEX — #FFFFFF | Yellow RGB — 244 173 33 CMYK — 0 35 100 0 HEX — #f4ad21 |
| MONEY & PAYMENTS |  |  |  |  |
| | Black in blue RGB — 1 22 39 CMYK — 90 75 55 70 HEX — #011627 | Navy blue RGB — 0 89 255 CMYK — 80 65 0 0 HEX — #0059ff | Neutral White RGB — 255 255 255 CMYK — 0 0 0 0 HEX — #FFFFFF | Green RGB — 60 214 68 CMYK — 65 0 90 0 HEX — #3cd644 |
| DATA & IDENTITY |  |  |  |  |
| | Black in blue RGB — 1 22 39 CMYK — 90 75 55 70 HEX — #011627 | Navy blue RGB — 0 89 255 CMYK — 80 65 0 0 HEX — #0059ff | Neutral White RGB — 255 255 255 CMYK — 0 0 0 0 HEX — #FFFFFF | Light Blue RGB — 0 173 255 CMYK — 70 20 0 0 HEX — #00adff |

Product colors in use

DON'T

billon
TRUSTED DOCUMENT MANAGEMENT
DLT solutions eliminating paper

Billon's mission is to unleash the transformational capabilities of DLT with a high-performance system for Trusted Document Management.

SEND STORE SIGN SHARE Immutable documents with minimal administration

- Send** Confidential and provable business communication for public and private documents
- Store** Decentralized "on-chain" and immutable documents and data
- Sign** E-signature on contracts linked to validated identity on ledger
- Share** Secure data exchange of one source of truth, with verifiable record of the provenance, access and usage

Capabilities

- Nodes**
 - Automated document import via APIs
 - Mass publication
 - Cloud hosting options
 - Customizable notification services
 - Light nodes can operate on portable devices
- Documents**
 - Decentralized on-chain storage
 - Document persistence control
 - Document version comparison
 - Active delivery attributes
 - Remote signature linked to identity
 - Irrevocable timestamping
- Governance**
 - Regulatory compliance for GDPR and durable medium
 - Full support to user driven execution of the right to be forgotten
 - Access rights controls
 - Multi-keys atomic data encryption

Ultimate evidence of proof of delivery and guaranteed real-time confirmation

Immutability, integrity & authenticity of data and documents

Simple "one - click" mobile or web app for consumers

Irrefutable owner revision control with built-in audit trail

NOT ACCEPTABLE USE
above 30%
OF THE ENTIRE CREATION

DO

billon
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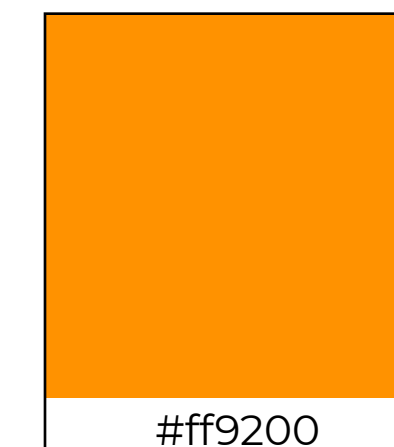
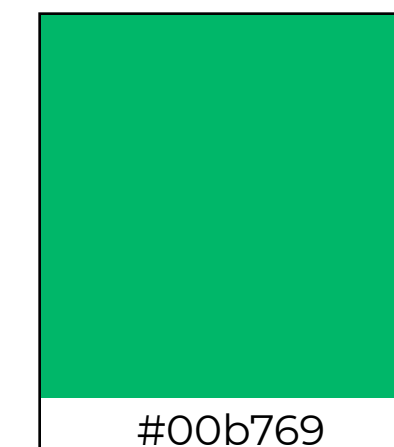
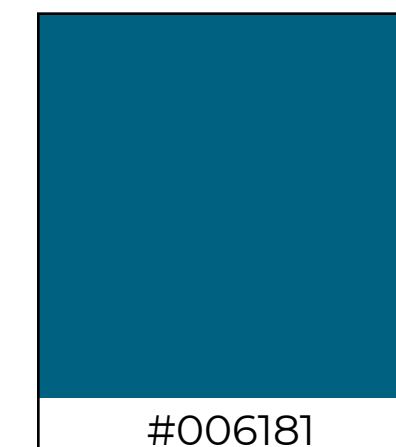
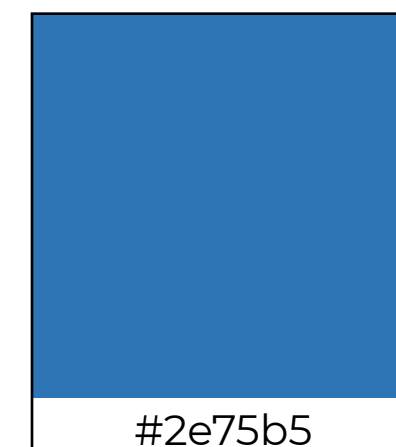
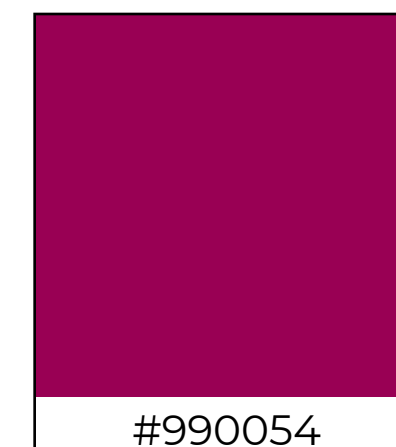
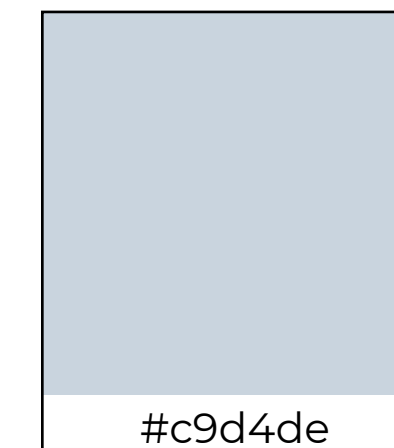
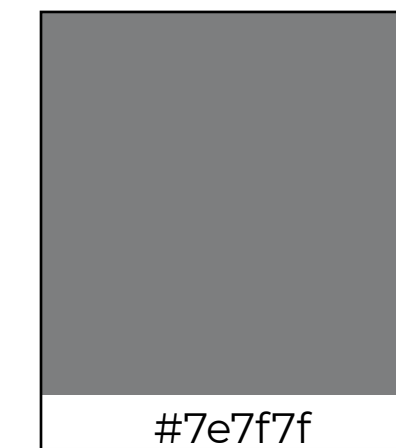
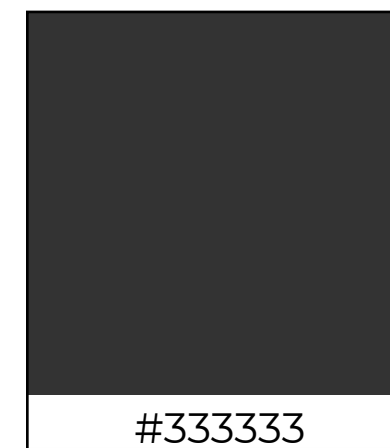
ACCEPTABLE USE
30%
OF THE ENTIRE CREATION

Secondary colours

Primary colours create a visual identity, but sometimes there are things that must be highlighted, we have to present wrong and good things, good and bad sides.

These colors are used only on monitors, so you don't use CMYK values.

You can use full colour + 50% opacity of it



Secondary colours in use

Clients - try to enter some already established process

Try to use already established paths to get new enterprise clients

- Accelerators
- Incubators
- Competitions

© 2019 BILLON GROUP LIMITED - May 2020

Scaling a startup is simple :)

What you need are:

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Team & Organisational structure - give some control away

© 2019 BILLON GROUP LIMITED - May 2020

© 2019 BILLON GROUP LIMITED - May 2020

To Be or Not to Be **Regulated**

GDP \$80tn*
 Regulated Markets

GDP \$18tn**
 Deregulated & Informal Markets

*_2017_data - https://www.worldometers.info/gdp/gdp-by-country/
**_forecast_data_for_2017 - https://www.accessglobal.com/content/dam/ASCA_Global/Technical/2017-2020-forecast-report.pdf

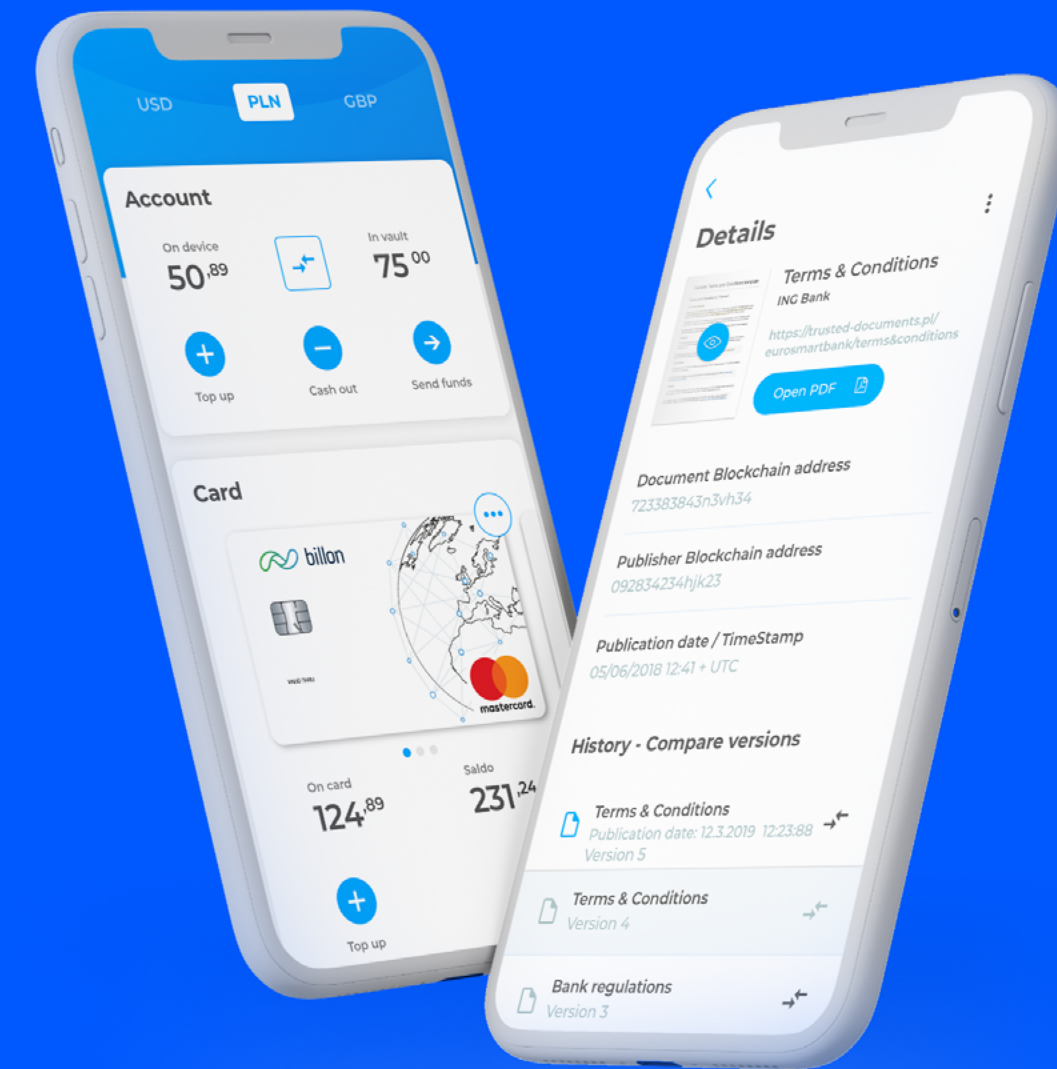
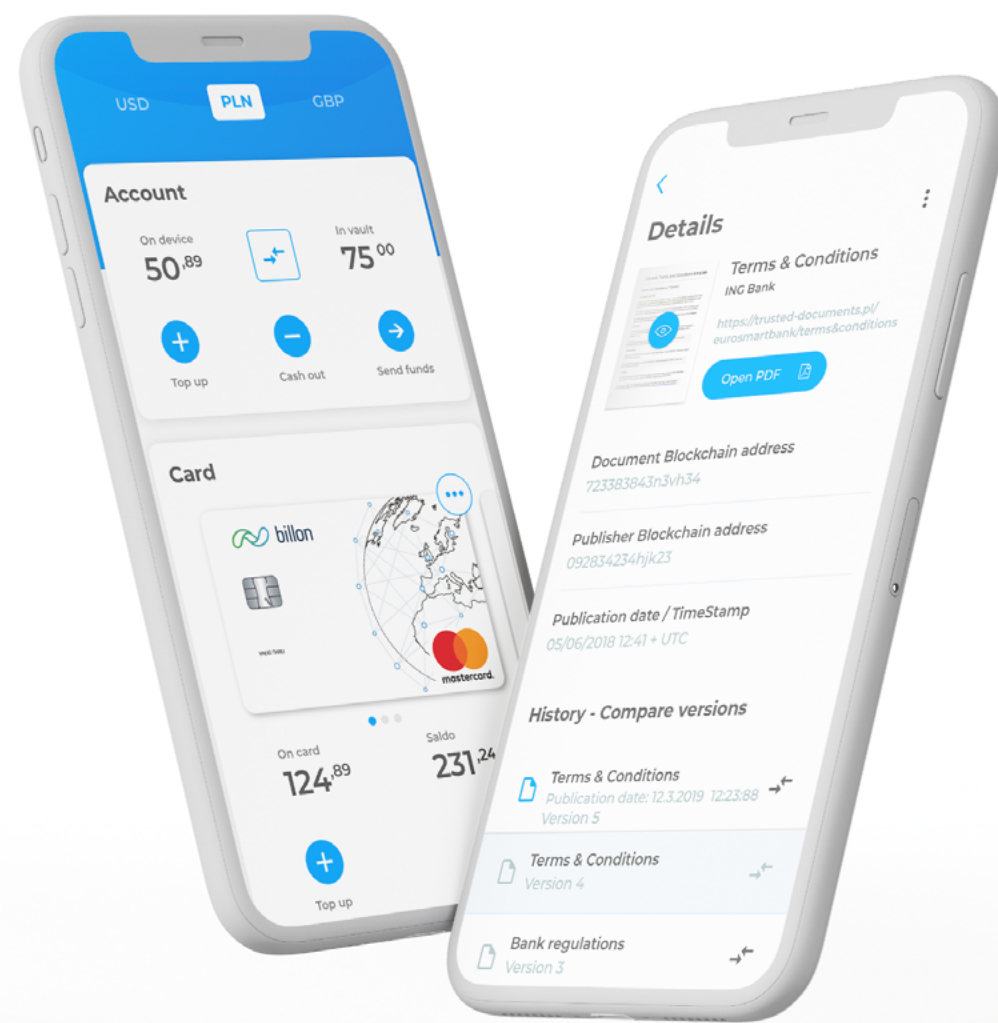
© 2019 BILLON GROUP LIMITED - May 2020

Investors - The best way to get money is when people are looking for **you**, not you looking for **them**

© 2019 BILLON GROUP LIMITED - May 2020

Mockups

Always use a white clean mockups. Additional elements should be clear and visible

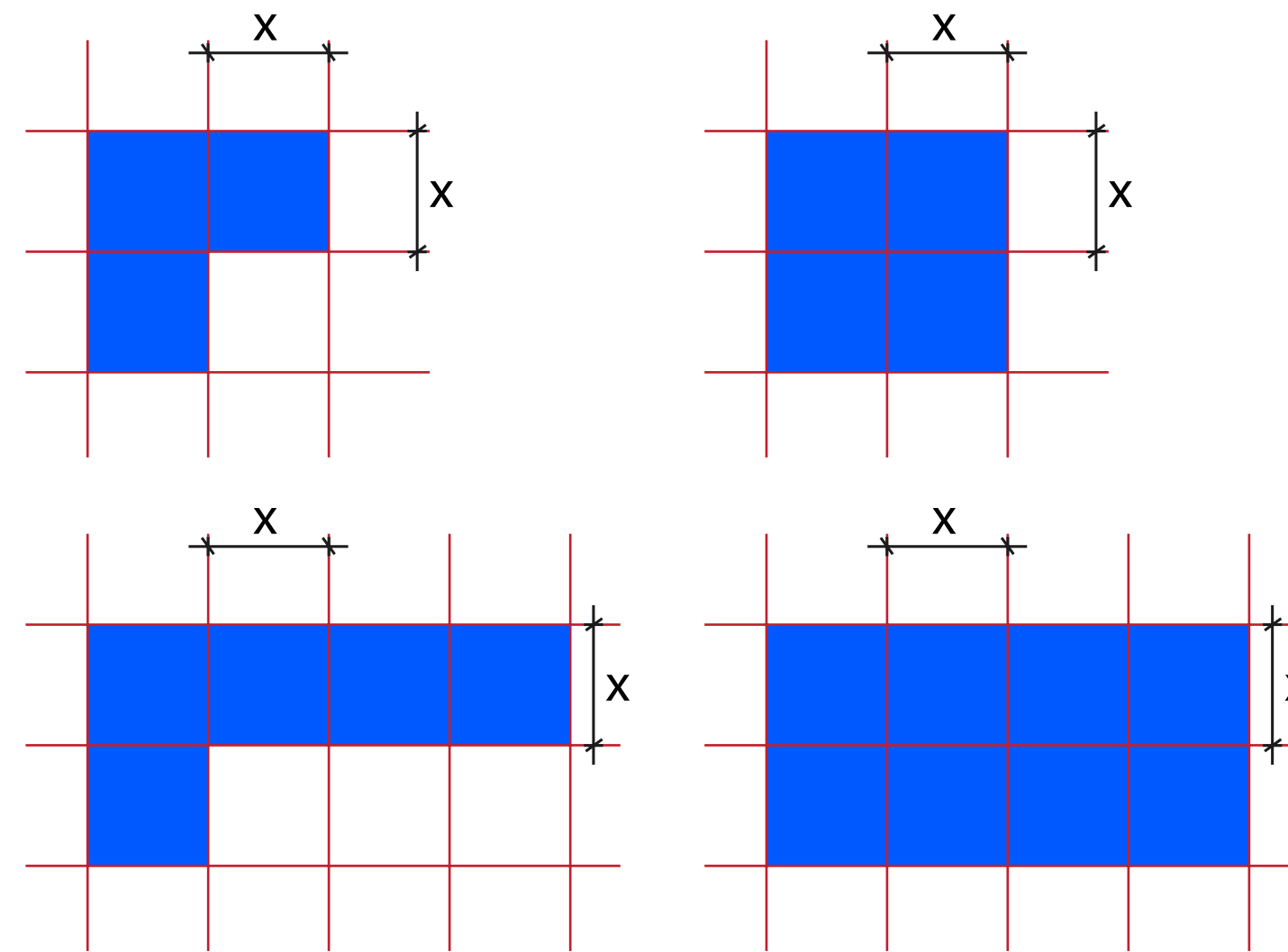


Use of rectangles

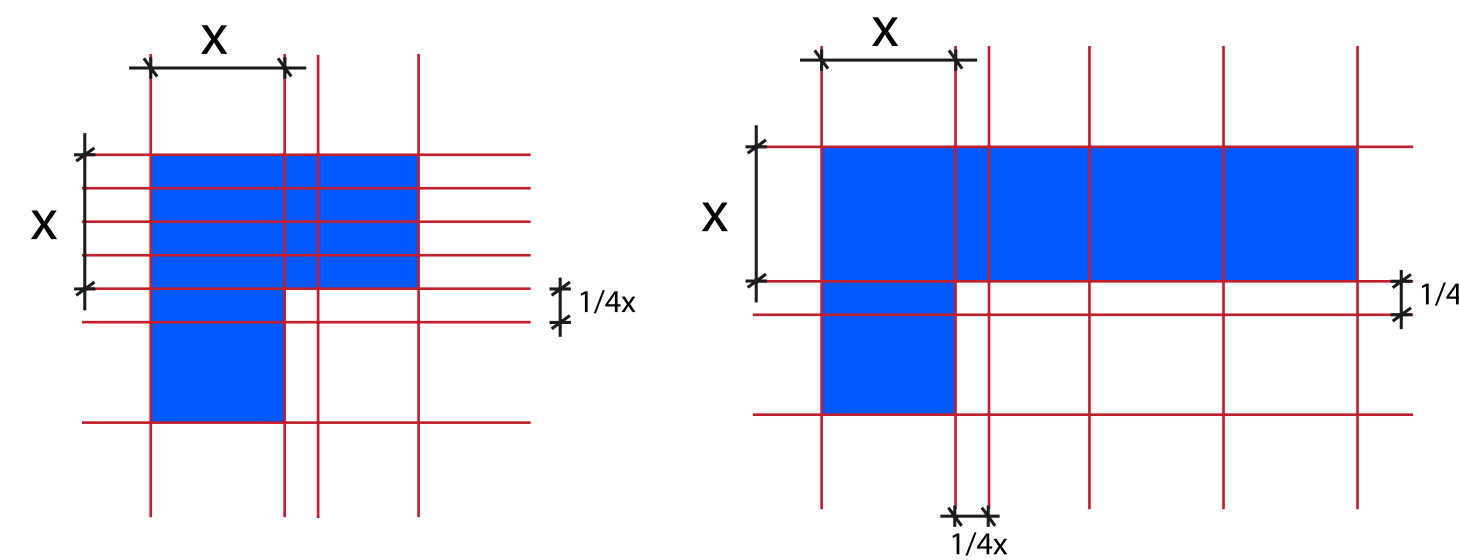
Where and how can you use them?

- with photos
- in headlines
- to highlight important things

You can change the size of the rectangles but always by the value of 'x' measured from the corner



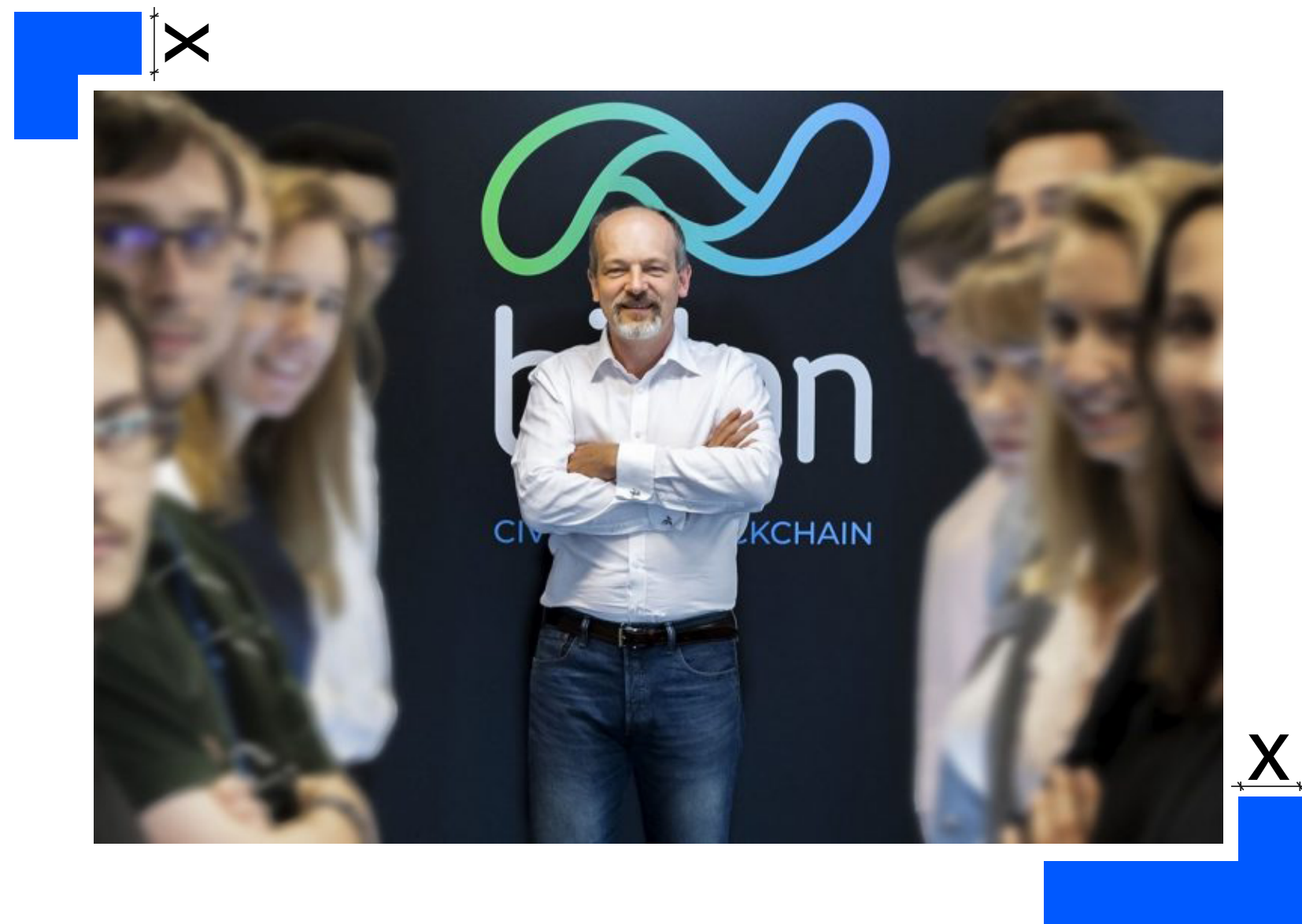
In cat-out rectangles the value $1/4 x$ is a distance from other thing eg. photo



Use of rectangles

Photo mockups

Under the photographs we place a square apple with or without a cut-out to make it look more expressive. You can mix and match them.



The value of 'x' in both rectangles have to be the same

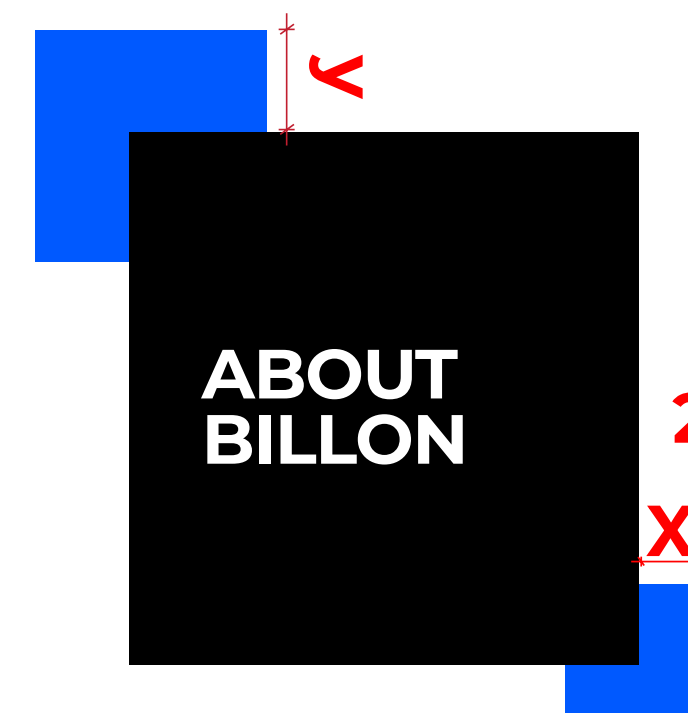
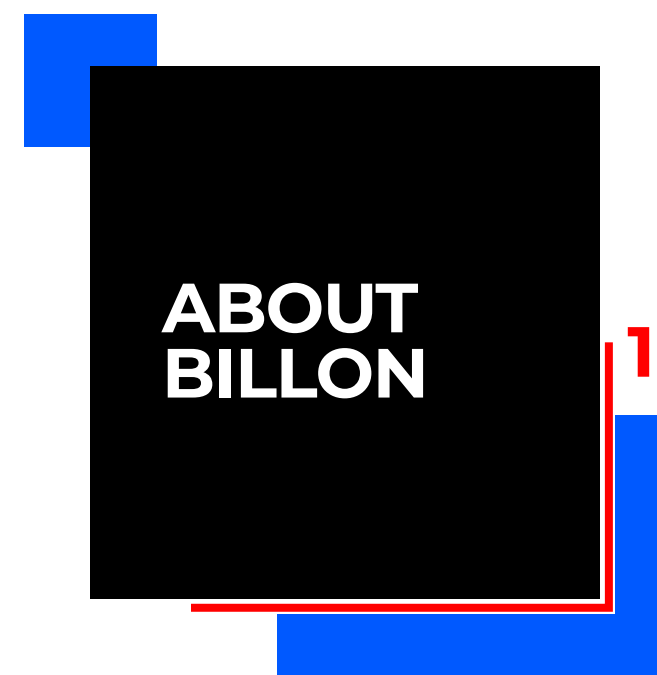
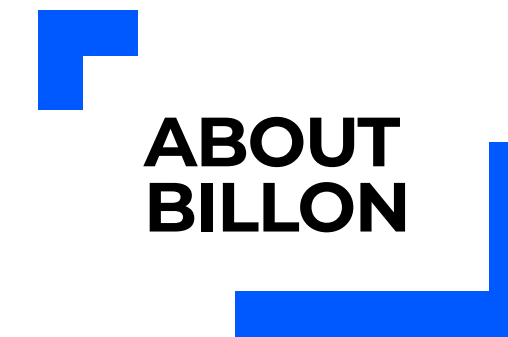
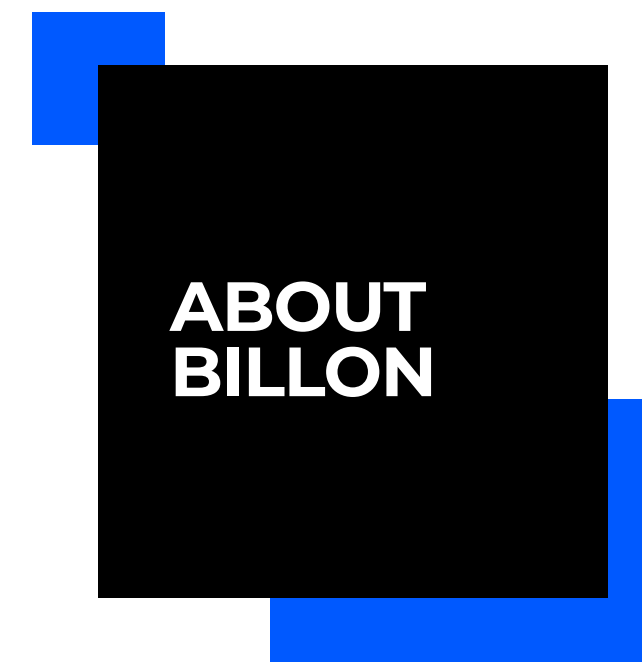
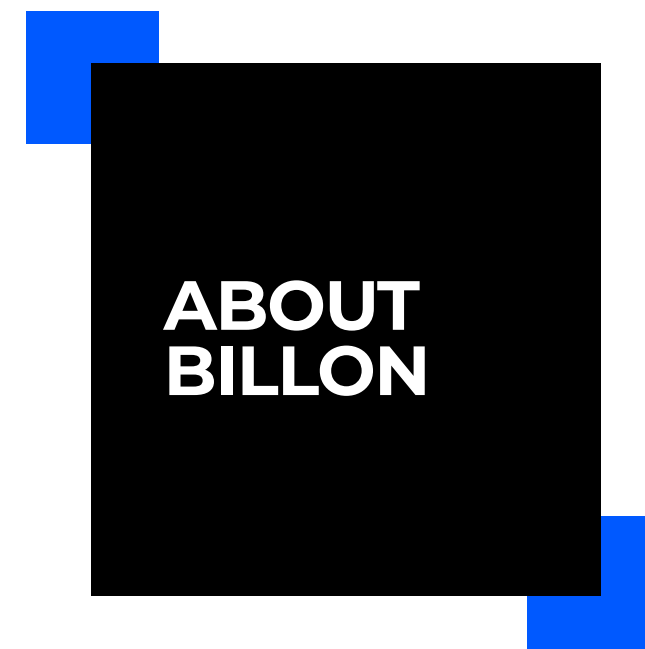


If you mix rectangles the value of 'x' in both rectangles have to be the same as measured on example

Use of rectangles

Headlines

Under the photographs we place a square apple with or without a cut-out to make it look more expressive. You can mix and match them.



DO

you can mix and match the size of rectangles with keeping the proportions. If you put text on background, rectangles have to be always on bottom

DO

you can mix and match the size of rectangles with keeping the proportions. If text has on background, rectangles have to be cat-out

DON'T

If you are putting text on a background, do not use cut-outs (1). Don't use rectangles with different values of 'x', x must be equal value to y (2).

Use of rectangles

to highlight important things

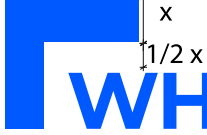
Here is the exception where you can use rectangle on the top with an icon to highlight the importance of text.

Consumers and Companies demand the ability to transact in a currency they trust and to have their data protected. We believe that - with \$2.6 trillion of global IT spend annually - technology should fulfill those regulations that protect us all. But it doesn't.

By 2023, the global DLT market is anticipated to reach \$5.4 billion, growing at 57.6% annually

ALLIED MARKET RESEARCH, 2019

You can use also on a rectangle for headlines. Minimum distance from text equals 1/2 'x'



WHY US?

- 1 The ability to put documents "on chain" at scale.
- 2 Being first to digitise national currencies
- 3 Managing identities while users control their access rights

Rectangles can be used also in a product colors and on a different background. They can create an frame. You can also mix the size of rectangles

Capabilities

Nodes

- Automated document import via APIs
- Mass publication
- Cloud hosting options
- Customizable notification services
- Light nodes can operate on portable devices

Capabilities

Nodes

- Automated document import via APIs
- Mass publication
- Cloud hosting options
- Customizable notification services
- Light nodes can operate on portable devices

Business Card

FRONT



Montserrat semi-bold,
size: 9pt

Montserrat semi-bold,
size: 7pt

Montserrat regular,
size: 6pt

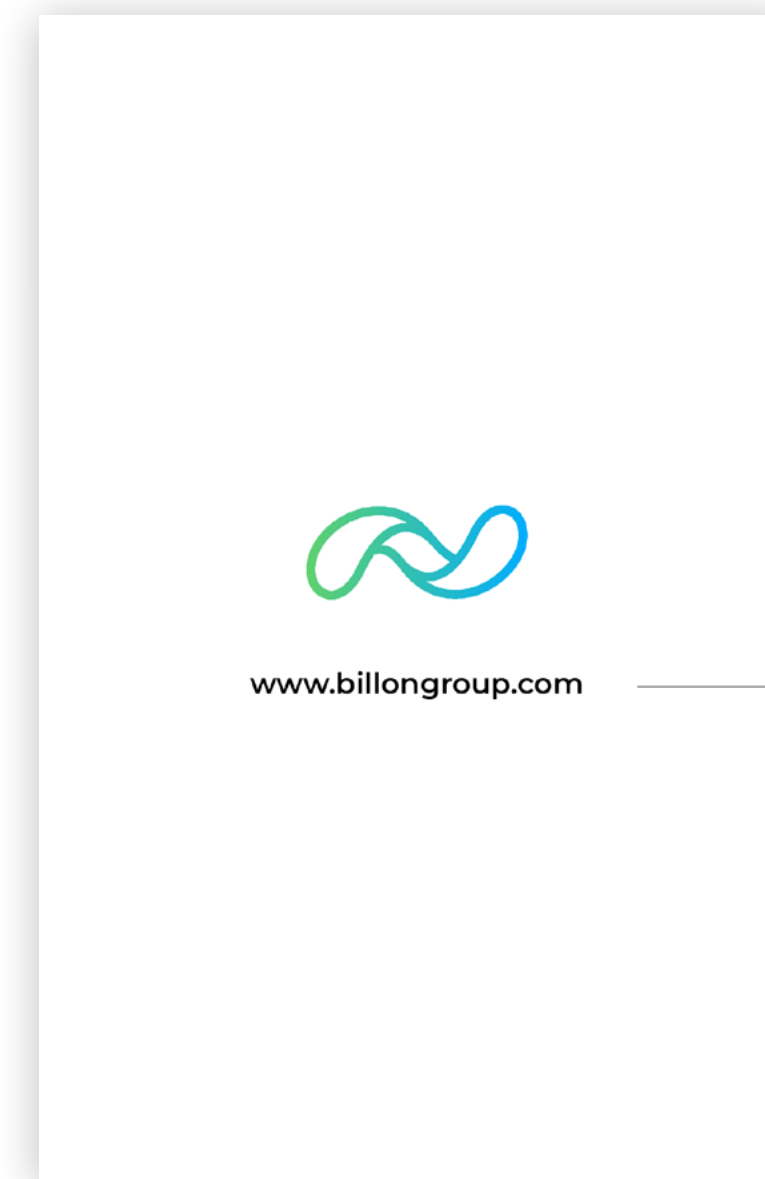
stroke: 0,75 mm

Montserrat semi-bold,
size: 6pt

Montserrat light,
size: 6pt

6,8 mm - minimum white space

BACK



size: 6 pt, leading: 7,2 pt

GENERAL INFORMATION

- Content is always centered
- Print information: soft touch paper, 300mg
- 55 mm x 85 mm

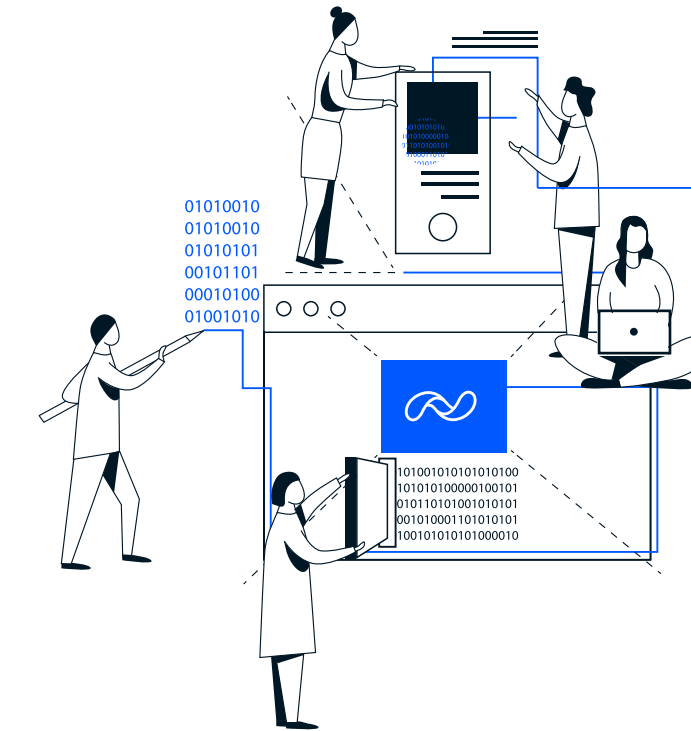
Infographics / illustrations

Keep style of illustration clean. Only the important things are in colour.

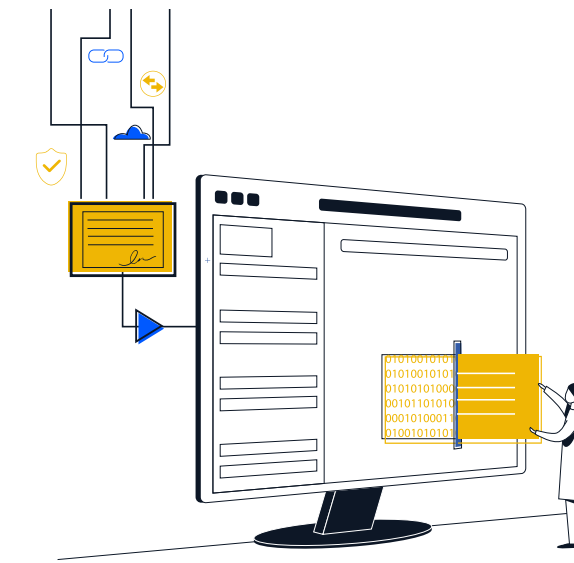
Visual communication rules:

1. Lightweight. Images should accompany the text, not dominate it.
2. Easy. Blockchain is already a complex technology. Images should help clarify the message, not obscure it by overcomplication.
3. Human touch. Although Bitcoin is first and foremost a technology company, we believe our blockchain will be used in various real-life applications by people all around the world. This is why we supplement abstract technical visualizations by human figures interacting with the technology and benefitting from those interactions.

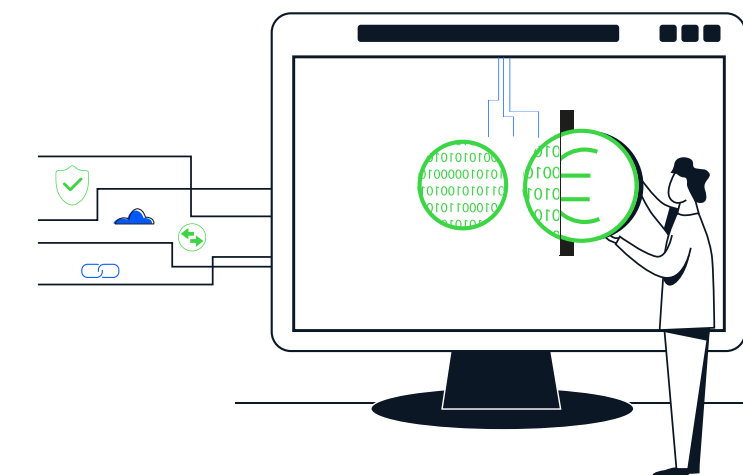
For **general information**
use **navy blue** colour



For **Trusted Document Management information**
use **navy blue** and **yellow** colour



For **Accounts & Transactions information**
use **navy blue** and **green** colour



For **Identity & Data Sharing information**
use **navy blue** and **light blue** colour





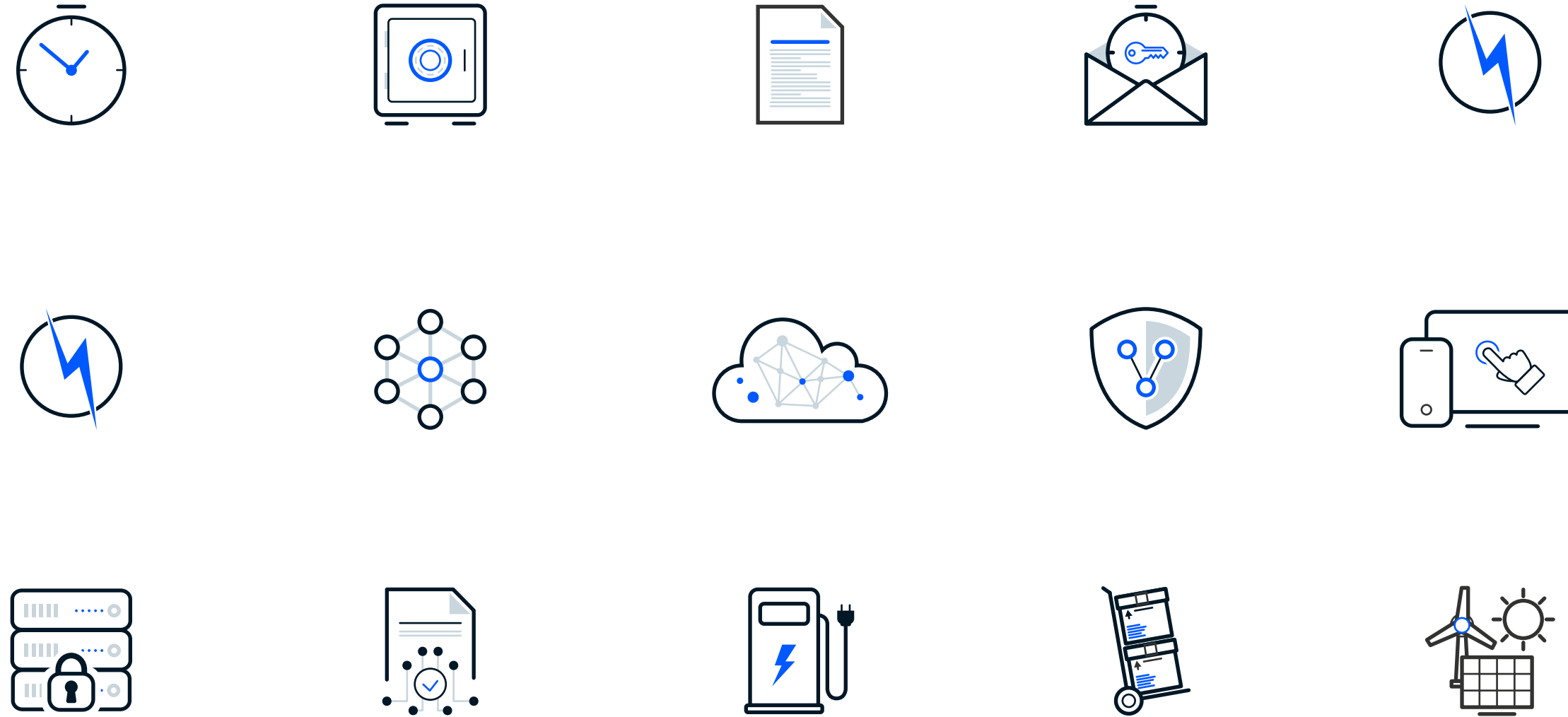
Keep the design of materials as clean as possible. Use only the icon available in our storage. The colours used in infographic can be only white, black, yellow and navy blue. Yellow should be the main colour.

Main rules:

- do not overload the page with text
- keep the design simple, empty spaces are not our enemy
- use defined colors and icons

Icons

Icons are based on simple shapes with orthographic projection. The integral element with a whole brand identity is a navy blue colour.





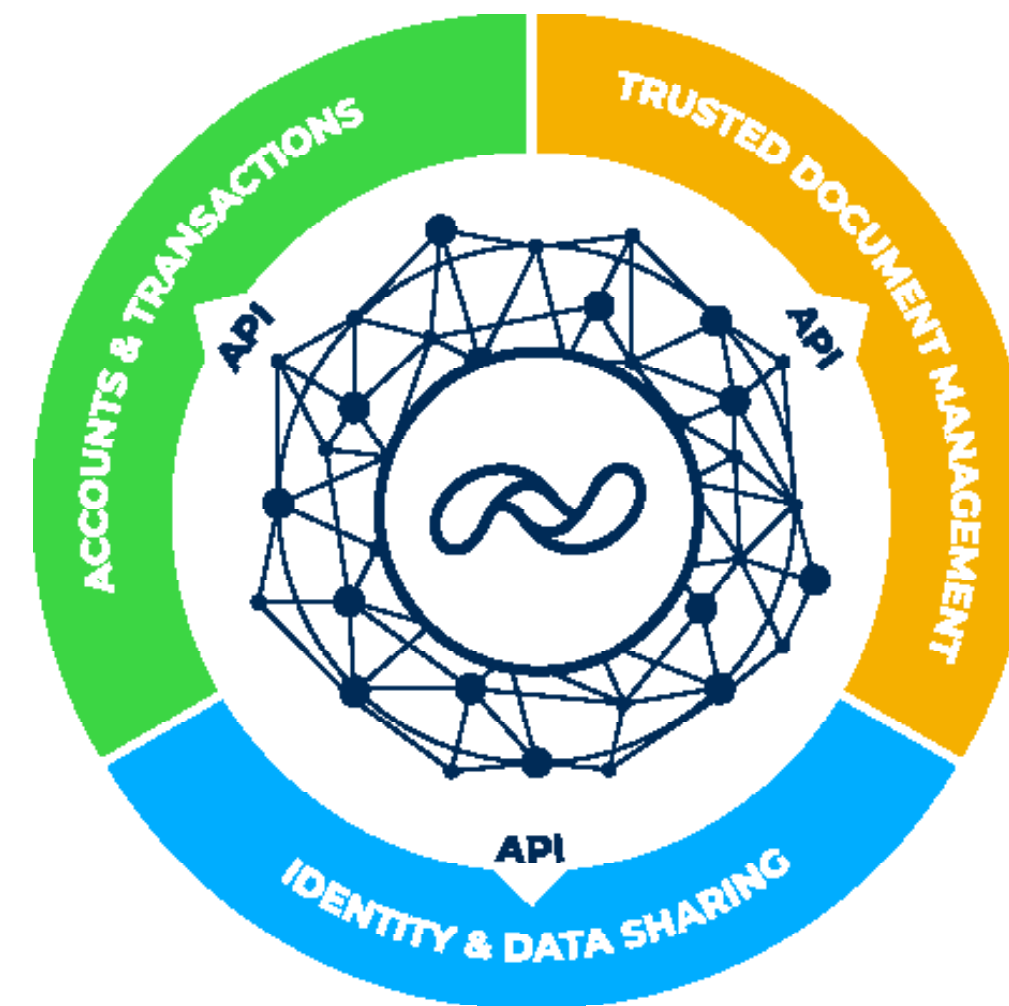
BRAND SECTORS



What is a DLT?

Distributed Ledger Technology is a consensus of replicated, shared, and synchronized digital data geographically spread across multiple sites, countries, or institutions. There is no central administrator or centralized data storage.

Billon went beyond the initial principles of blockchain by creating a new DLT system for encrypting national currencies and documents within existing regulations. Our lightweight and ultrafast software was built to enable processing payments and data simultaneously in a fully regulated environment.



Accounts & Transactions

- Light mobile device accounts
- Micropayment eContent transactions
- Peer-to-peer transactions (B2B, B2C)

Trusted Document Management

- Trusted document management
 - Public
 - Private
- Immutable data storage
- Active delivery & remote signature

Identity & Data sharing

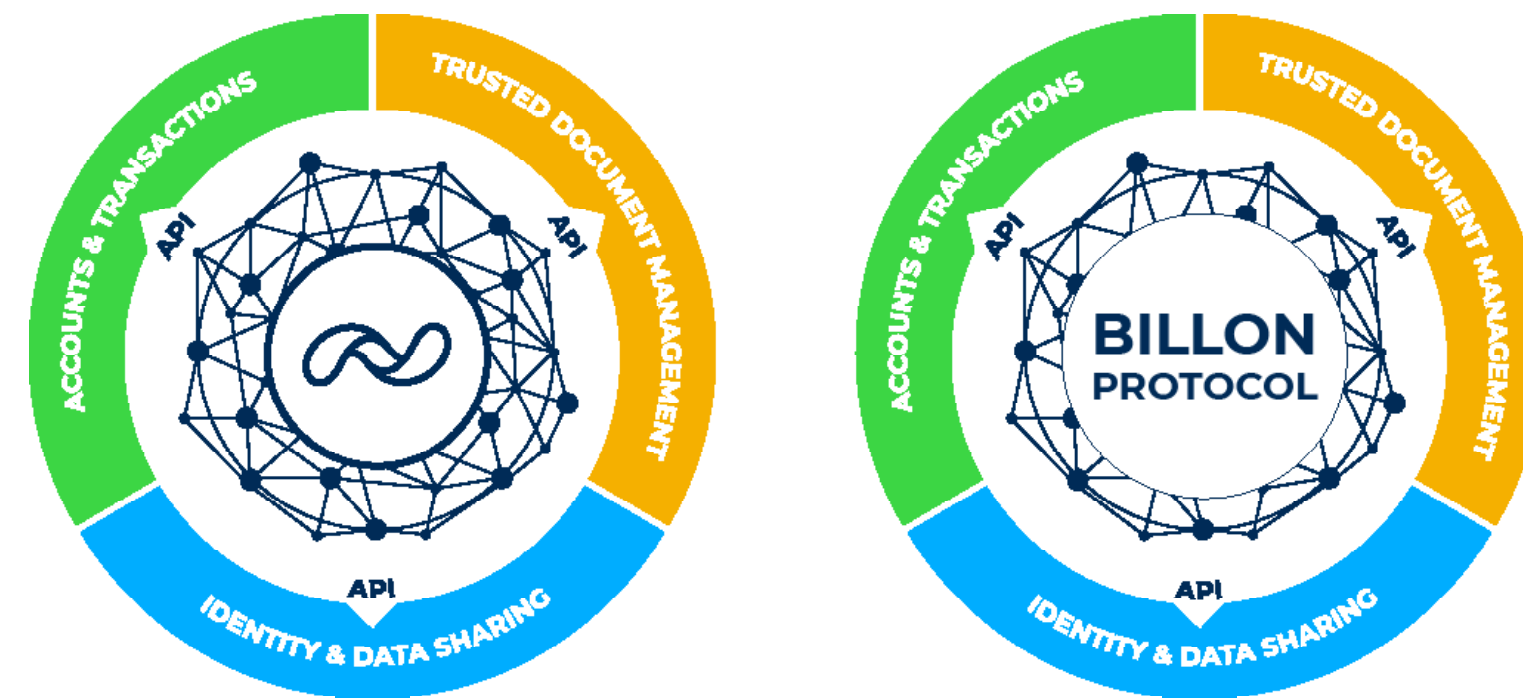
- Cross-enterprise database (e.g. open banking)
- Identity linked, programmable business logic (smart contract function)
- Identity management (e.g. marketing consent)

Product wheel

There are 2 variants of Product wheel.

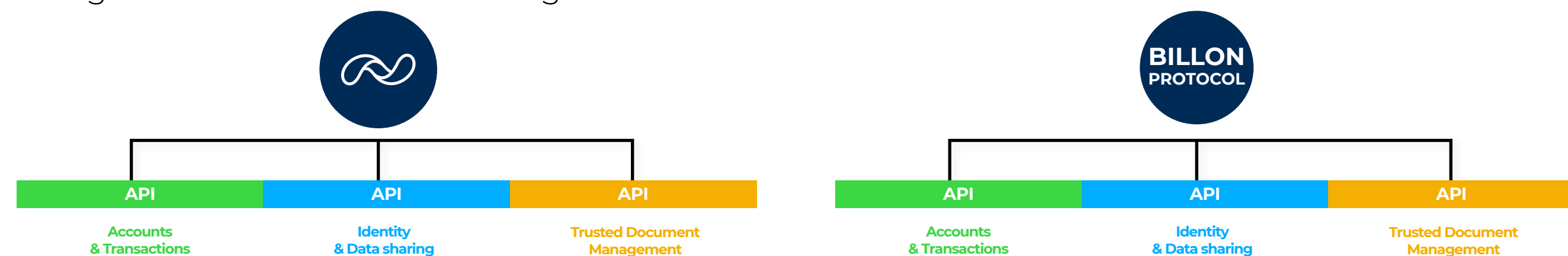
- 1st version is only with a Billon symbol**
- 2nd version is with 'BILLON PROTOCOL' in the center**

You can use both, depends which one you need.



3rd version is a scheme

You can use it when the circle doesn't fit to your composition. If you use it on black or dark background than black elements goes to white colour



Trusted document management

Billon's mission is to unleash the transformational capabilities of DLT with a high performance system for Trusted Document Management.

Brand colours:
navy blue and **yellow** colour.

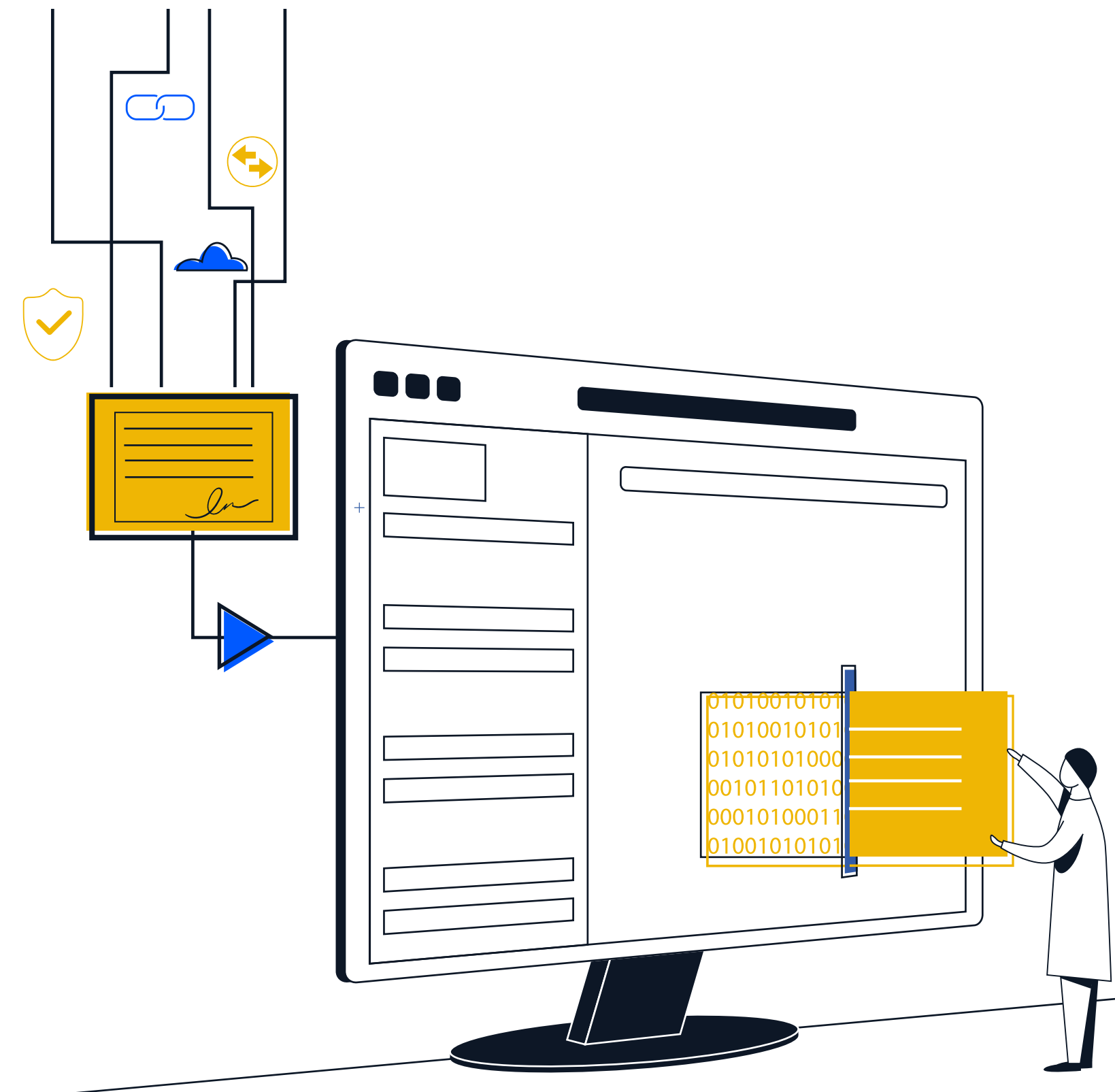


Illustration + photo

Our technology is quite complicated and hard to explain. The illustration can stimulate the imagination but with a real picture we can be closer to a real use



Marketing materials design



Keep the design of materials as clean as possible. Use only the icon available in our storage. The colours used in infographic can be only white, black, yellow and navy blue. Yellow should be the main colour.

Icon examples:



Accounts and transactions

Billon's new high performance DLT system dramatically lowers the cost of banking accounts and streamlines both payments and the reconciliation of associated data and identity flows.

Brand colours:
navy blue and **green** colour.



Illustration + photo

Our technology is quite complicated and hard to explain. The illustration can stimulate the imagination but with a real picture we can be closer to a real use.



Marketing materials design



Keep the design of materials as clean as possible. Use only the icon available in our storage. The colours used in infographic can be only white, black, green and navy blue. Green should be the main colour.

Icon examples:





PRESENTATION GUIDELINES



Main rules

Always use grid 5x5

Space for Headline

this space is dedicated for headlines

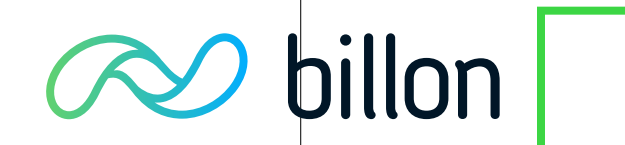
Main Part

this space is best visible and perceived by eye. You should put there the essence of slide

Footer

this space is the best for e.g. logos or footnotes. If you don't need this space use it for a content.

| | | | | |
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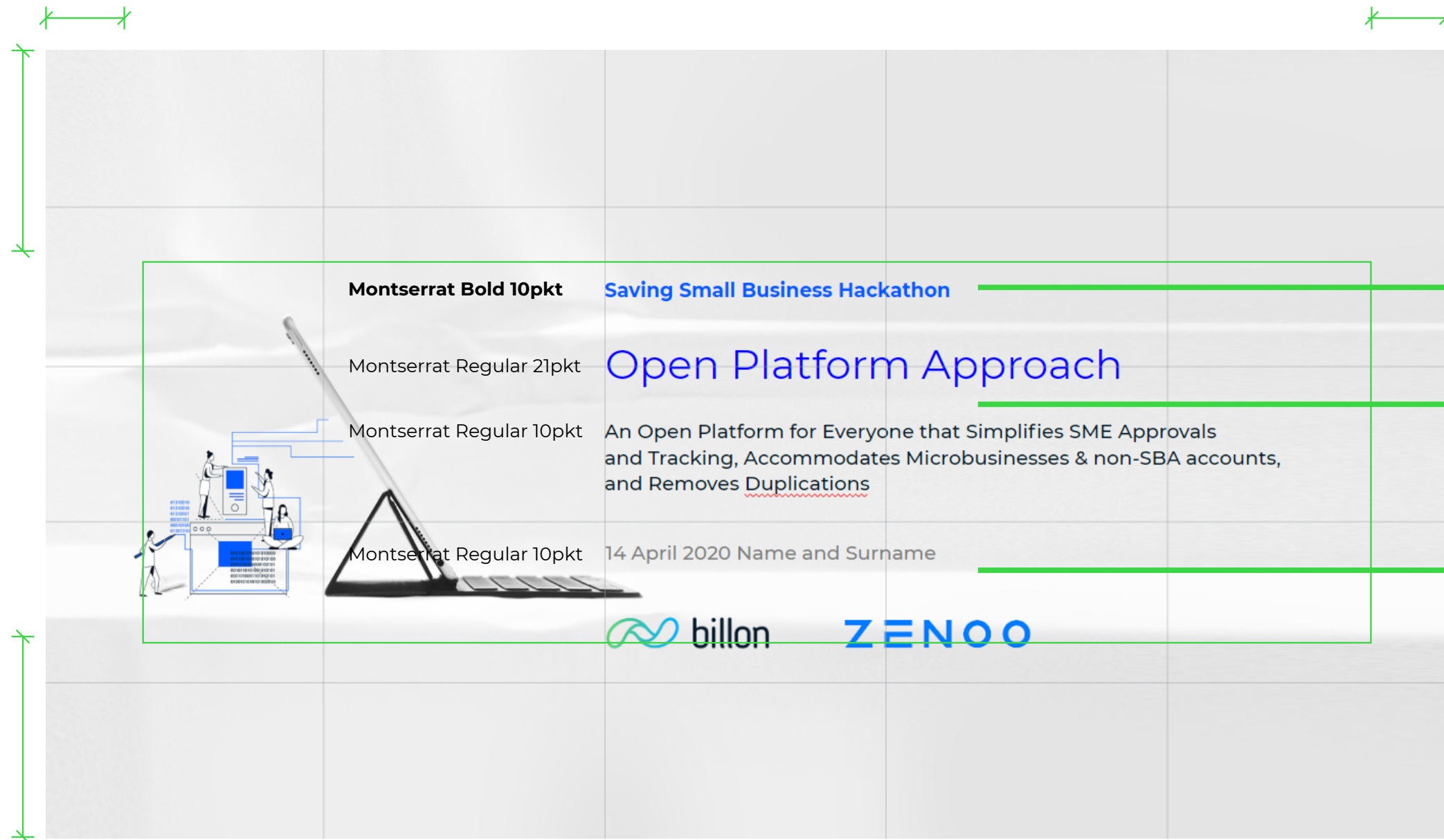


Page number & logo

Cover slides

Main rules:

Try to keep margins more or less equal



Subheadline
you can write e. g. workshop or one of Billons main messages

Headline
the subject of presentation

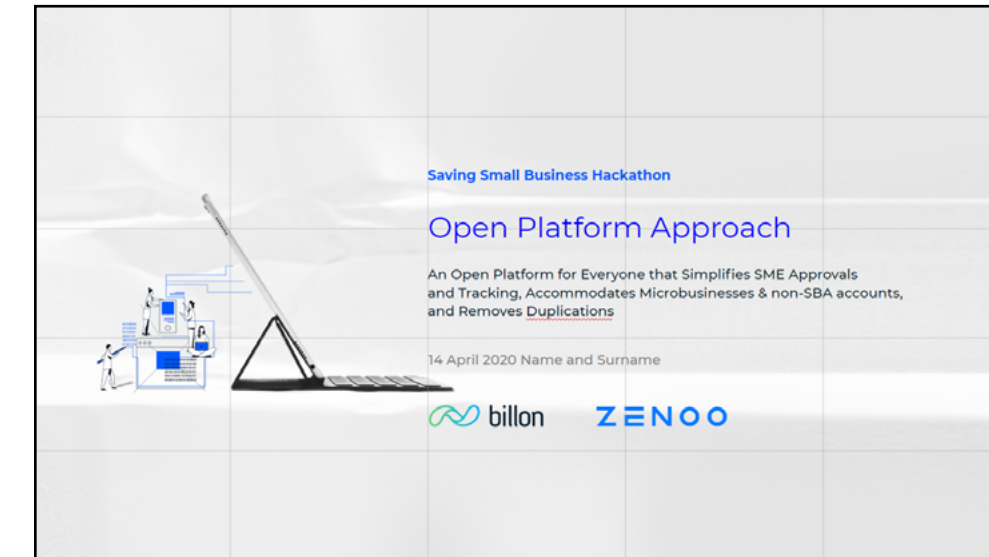
Text
short introduction to the presentation

Data
date, name and surname of a person who is in charge

Logo variations:

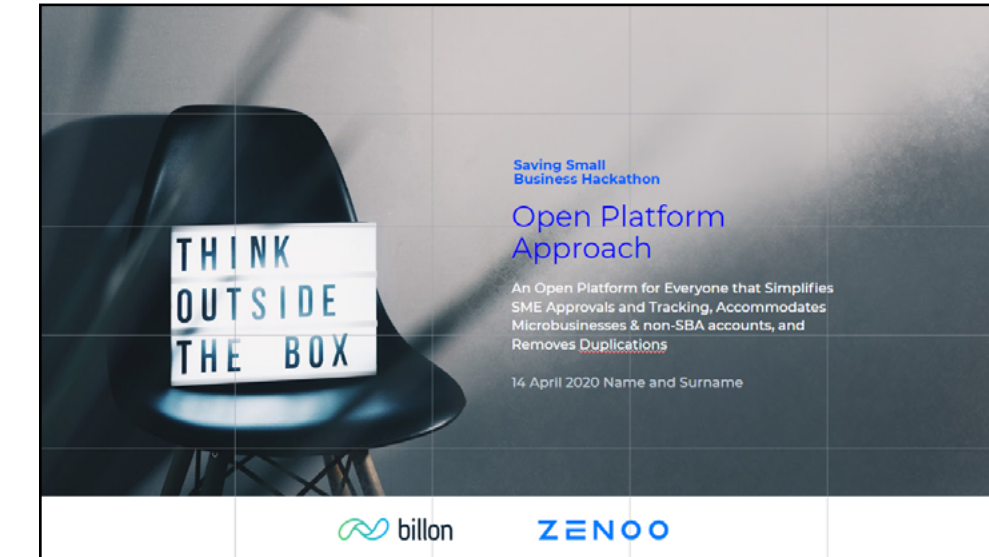
1. Bottom Logos

put logos at the bottom is they have equal meaning e. g. if billon creates something **WITH** someone



Good background

If the picture has a good background for logos, put the right below texts.



Bad background

If the picture has a bad background for logos, create a footer with high of 1/5 of a slide and put logos on white background.

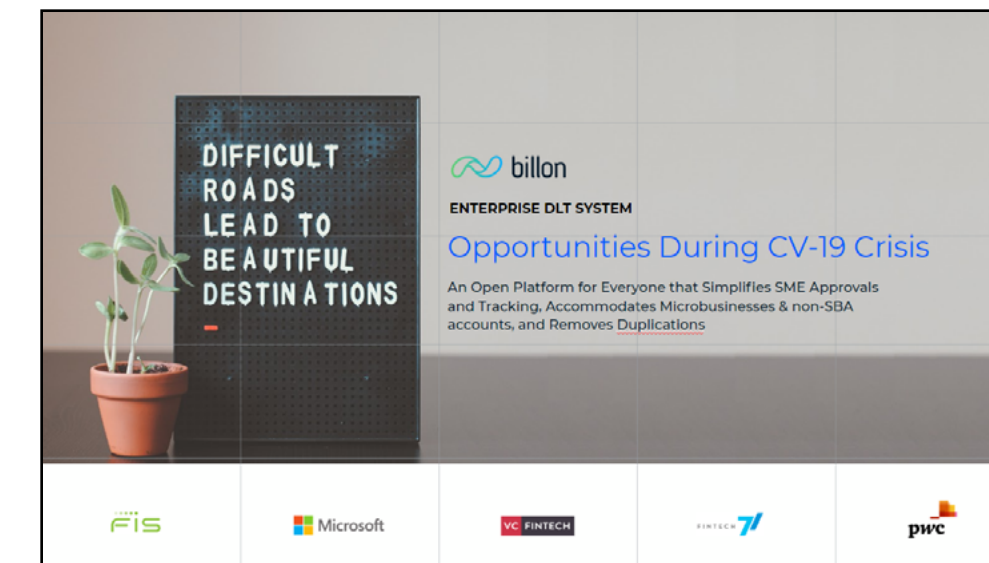
2. Top and Bottom Logo

put **Billon logo at the top** and **other logo at the bottom** if they haven't equal meaning e. g. if billon creates something **FOR** someone or you present your solutions for some company.



Good background

If the picture has a good background for logos, put the right below texts.



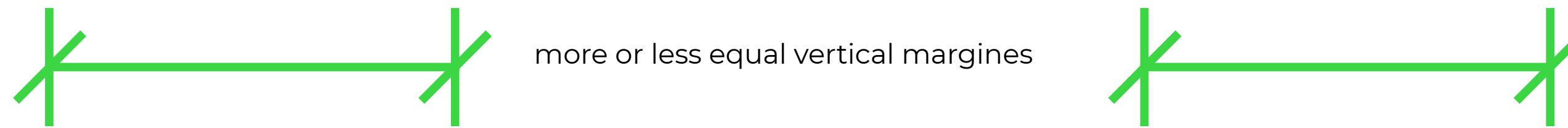
Bad background

If the picture has a bad background for logos, create a footer with high of 1/5 of a slide and put logos on white background.

Regular slides


Main rules:

- try to keep vertical margins more or less equal
- use headline
- keep main message in the center
- use heading designation



Space for Headline

Font:
Montserrat Regular 21ptk

 To Be or Not to Be **Regulated**

Main Part


 **GDP \$80tn***
Regulated Markets


 **GDP \$18tn^{2*}**
Deregulated & Informal Markets

^{1*}- 2017 data- <https://www.worldometers.info/gdp/#growthrate>
^{2*}- forecast data for 2017 -
https://www.accaglobal.com/content/dam/ACCA_Global/Technical/Future/pi-shadow-economy-report.pdf

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Examples in use:

 Billion Group profile

 **COMPANY**
Offices: London, UK | Warsaw, Poland Team: 85+ (Including 50+ IT & Tech)


PAYMENT LICENCES UK FCA Poland KNF


PARTNERS & PROGRAMS
Microsoft, AXIS, DMI, TFS, FIS, ELEVATOR, MCREDBLES, UK POB


Chief Growth Officer
BILLON GROUP
10 yrs at McKinsey
Digital banking leader
(Intello, Equi Bank, HSBC, Barclays)

AWARDS
WISA, P2P100, EUROPEAN DIGITAL BANKING AWARDS 2019, EUROPEAN DIGITAL BANKING AWARDS 2018, EUROPEAN DIGITAL BANKING AWARDS 2017

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 What does Billon System do best?

 Manages identity & documents but user controls own identity & access rights

 Shards and stores full documents on-chain

Throughput (TX PER SECOND)

| Generation | Throughput (Tx per second) |
|---------------------|-----------------------------|
| 1 st GEN | <20 |
| 2 nd GEN | ~200* |
| BILLON | 2,000+ NO THEORETICAL LIMIT |

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