

Brand Guidelines

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BILADROGROUP

ONLINE RETAIL GROUP · UNITED STATES

The mark

A custom monoline 'B' drawn as geometry (no typeface) on a deep-green tile with a fine keyline.

Use the tile version on light or photographic backgrounds; the bare mark only beside the full lockup.

Never redraw, recolour, stretch, outline or add effects.

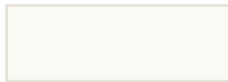
Colour palette



Forest #1C4A3E



Deep Forest #12352C



Paper #FAF9F4



Brass #9A7B3F



Ink #1F231E

Typography

Display & headings: Georgia / Times (serif), weight 500-700. Wordmark: uppercase, letter-spacing 0.14-0.26em.

Body: serif 17px / 1.75. UI labels & captions: system sans-serif, 0.7-0.85rem, uppercase, tracked.

Usage rules

Clear space: at least the height of the 'B'. Minimum tile size 24px on screen.

Backgrounds: Paper/white preferred; Deep Forest for inverse uses with the cream wordmark.

No gradients, shadows or animation. The gold rule (56x3) is a brand device - use sparingly.