BILLERFirms

Brand Guidelines

How BillerFirms looks, sounds and shows up, everywhere.

Version 1.0 · November 2026

What is inside

01	Brand overview	Mission, values, voice
02	Logo guidelines	Marks, clear space, misuse
03	Color palette	Palette and color codes
04	Typography	Fonts, hierarchy, fallbacks
05	Imagery and visual assets	Photos, icons, social layouts
06	Applications	Stationery, digital, merchandise

01

Brand overview

Mission and vision Core values Personality and tone of voice

Why we exist

BillerFirms is an independent directory where US healthcare practices find, compare and contact medical billing companies and healthcare software.

MISSION

Help every healthcare practice choose a billing partner it can trust, using verified information instead of sales claims.

VISION

To be the first place US practices go when they need billing, coding or revenue cycle help.

BRAND LINE

Where Doctors Find Billers

Core values

Five principles guide what we build, publish and promise.

Verified over claimed

We check listings, documents and reviews before we show them.

Practice first

Decisions start with what helps the doctor and the practice team.

Open ranking

Paid positions are always labeled. Money never buys a rating.

Plain language

Billing is complex. The way we explain it should not be.

Fair to every company

Small and large companies are measured by the same rules.

Personality and tone

We sound like a knowledgeable colleague: professional, calm and honest. Never salesy, never robotic.

Trustworthy	Clear	Expert	Direct	Helpful
Evidence first	Short and specific	Knows the field	Gets to the point	Always a next step

We say	We avoid
Compare verified companies by specialty, state and real client reviews.	Unlock seamless, next-level revenue excellence!
Your claim was denied. Here is what to check first.	Oops! Something went wrong with your claim :(
This position is sponsored.	Our hand-picked premium partner.

02

Logo guidelines

Primary logo Secondary marks Clear space and sizing Do's and don'ts

Primary logo

The two-color wordmark is the main signature. Use it whenever there is room and a light background.



Placement
Top left of websites, documents and layouts.

Background
White or a very light brand tint.

Colors
"Biller" in Ink, "Firms" in Logo Green.

Secondary marks

Use these when the primary logo does not fit or the background is dark.



Reversed logo
Dark backgrounds, photography overlays.



App icon
Favicon, avatars, app tiles. Black and Logo Green on a white tile.



On Lime
Campaign panels, at large sizes only.

Clear space and sizing

Keep the logo free of text and graphics. The clear space X equals the height of the logo.



BILLERFirms
120 px
Digital minimum

BILLERFirms
30 mm
Print minimum

24 px
Icon minimum

10 mm
Icon in print

Do's and don'ts

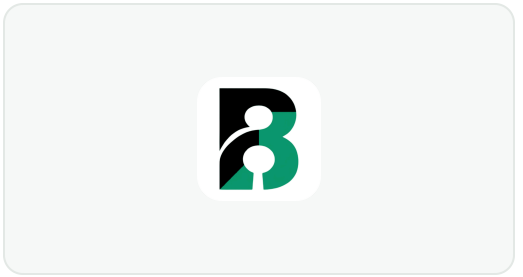
Consistency builds recognition. Always use the supplied files and never redraw the logo.



Use approved files on white



Use the reversed logo on dark



Use the icon in small spaces



Do not stretch



Do not rotate



Do not recolor



Do not add effects



Do not use on dark



Do not use on busy patterns

03

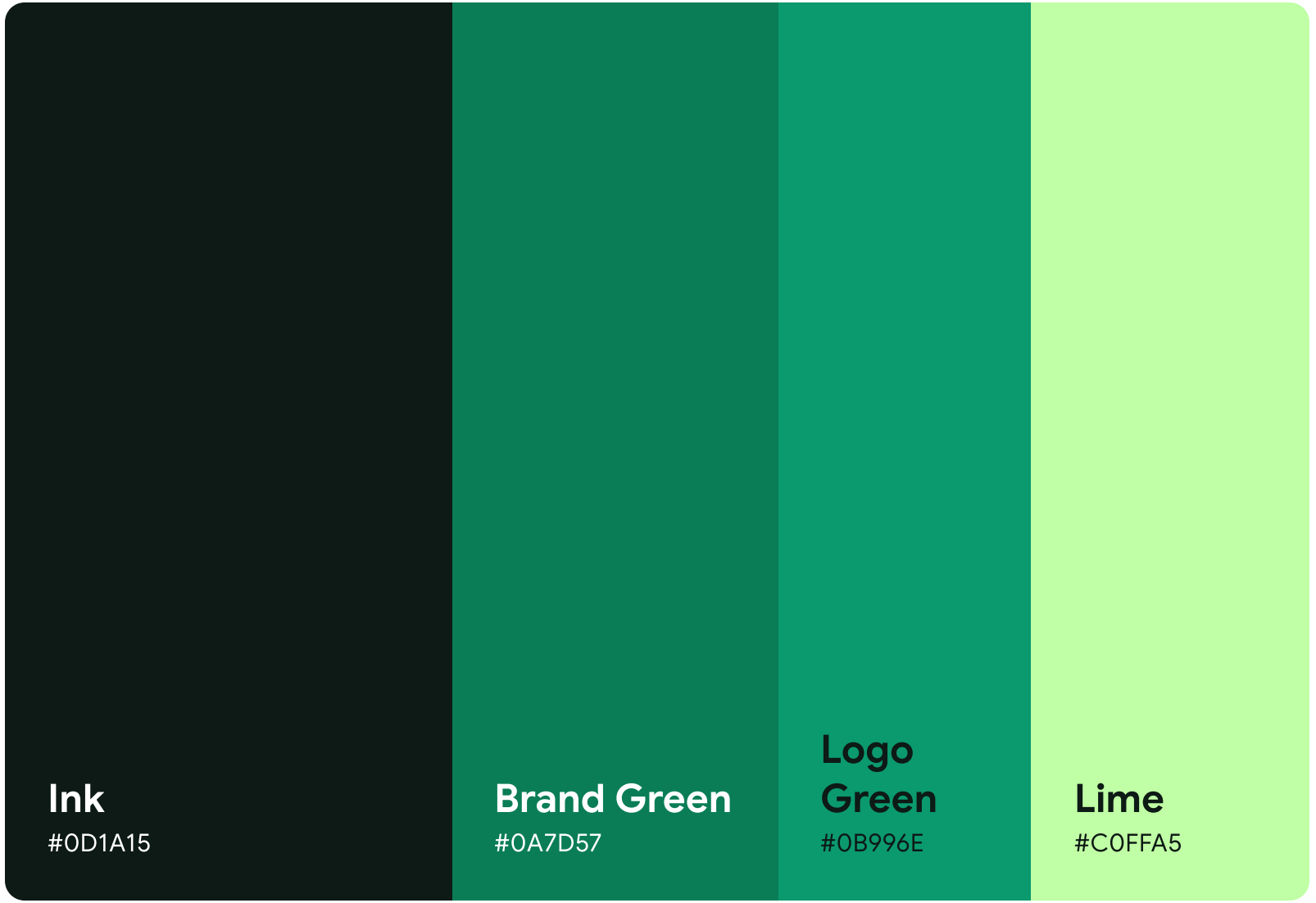
Color palette

Primary colors Secondary and accent colors Codes for screen and print Proportion and accessibility

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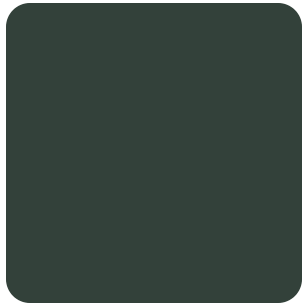
Primary colors

Ink and green carry the brand. Lime is the spark that makes it recognizable.

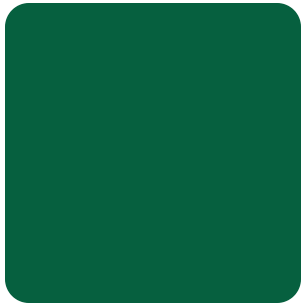


Secondary and accent

Supporting colors create depth and hierarchy. They should never overpower the primary palette.



Text
#33413A
Body text



Deep Green
#06603F
Hover states, text on tints

Mint
#E6F8EA
Success and info backgrounds

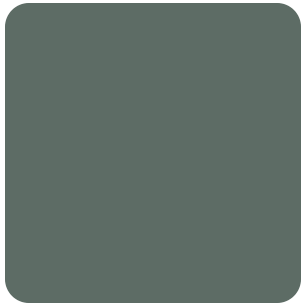
Lime Pale
#F5FFF0
Soft section backgrounds



Amber
#F5A623
Star ratings only



Alert Red
#B91C1C
Errors only



Slate
#5D6C65
Secondary text

Line
#E3E8E5
Borders and dividers

Mist
#F6F8F7
Page backgrounds

Color codes

HEX and RGB for screens. CMYK for paper and flex. Pantone for spot color printing.

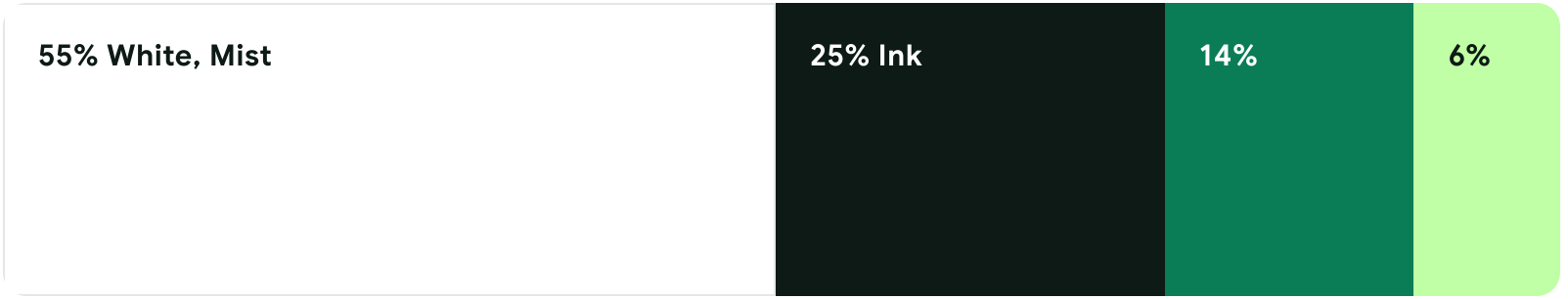
Color	HEX	RGB	CMYK	Pantone
Ink	#0D1A15	13 26 21	50 0 19 90	Black 3 C
Brand Green	#0A7D57	10 125 87	92 0 30 51	341 C
Logo Green	#0B996E	11 153 110	93 0 28 40	340 C
Lime	#C0FFA5	192 255 165	25 0 35 0	7486 C
Text	#33413A	51 65 58	22 0 11 75	446 C
Deep Green	#06603F	6 96 63	94 0 34 62	342 C
Mint	#E6F8EA	230 248 234	7 0 6 3	Tint of 340 C
Lime Pale	#F5FFF0	245 255 240	4 0 6 0	Tint of 7486 C
Amber	#F5A623	245 166 35	0 32 86 4	137 C
Alert Red	#B91C1C	185 28 28	0 85 85 27	7621 C
Slate	#5D6C65	93 108 101	14 0 6 58	Cool Gray 10 C
Line	#E3E8E5	227 232 229	2 0 1 9	Cool Gray 1 C
Mist	#F6F8F7	246 248 247	1 0 0 3	Not for spot print

ⓘ CMYK values are calculated from the screen colors, and Pantone values are the nearest match. Approve both against a printed proof or a physical Pantone guide before a large print run. Lime will look less bright on paper than on screen.

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Proportion and contrast

Use mostly neutrals, then Ink, with green and lime as focused accents.



Aa

White on Ink
17.9:1 · AAA

Aa

Lime on Ink
15.4:1 · AAA

Aa

White on Brand Green
5.1:1 · AA

Aa

Ink on Lime
15.4:1 · AAA

Aa

Slate on White
5.5:1 · AA

Aa

Brand Green on Mint
4.6:1 · AA

04

Typography

Primary and secondary fonts Font hierarchy System and fallback fonts

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Primary typeface

Google Sans is friendly, modern and very readable. It is used for every headline and every line of body text.



Google Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & % $. , ? !

Regular 400
Body text

Medium 500
Labels, navigation

Bold 700
Headings, buttons

Secondary font: DM Sans. Use it in tools where Google Sans cannot be installed, such as some design apps.

Font hierarchy

Sizes are in pixels for screens. For print, use the same ratios.

Style	Size / line	Spacing	Weight	Example
Display	64 / 1.05	0	Bold	Find the billing company
Heading 1	40 / 1.1	0	Bold	Top billing companies
Heading 2	28 / 1.2	0	Bold	Results and case studies
Heading 3	20 / 1.3	0	Bold	About this company
Body	16 / 1.6	+0.02 em	Regular	Compare verified companies by specialty and state.
Small	13 / 1.5	+0.02 em	Regular	Every profile is reviewed by our team.
Eyebrow	12 / 1.4	+0.06 em	Medium	CERTIFICATIONS

System and fallback fonts

If Google Sans is not available, use the next font in the list. Never substitute a serif or decorative font.

Website	`'Google Sans', 'DM Sans', -apple-system, 'Segoe UI', Roboto, Helvetica, Arial, sans-serif`
Email	`Arial, Helvetica, sans-serif`
Word, PowerPoint	`Arial`
Canva, social tools	`DM Sans`

Arial

Compare verified billing companies

Helvetica

Compare verified billing companies

Segoe UI

Compare verified billing companies

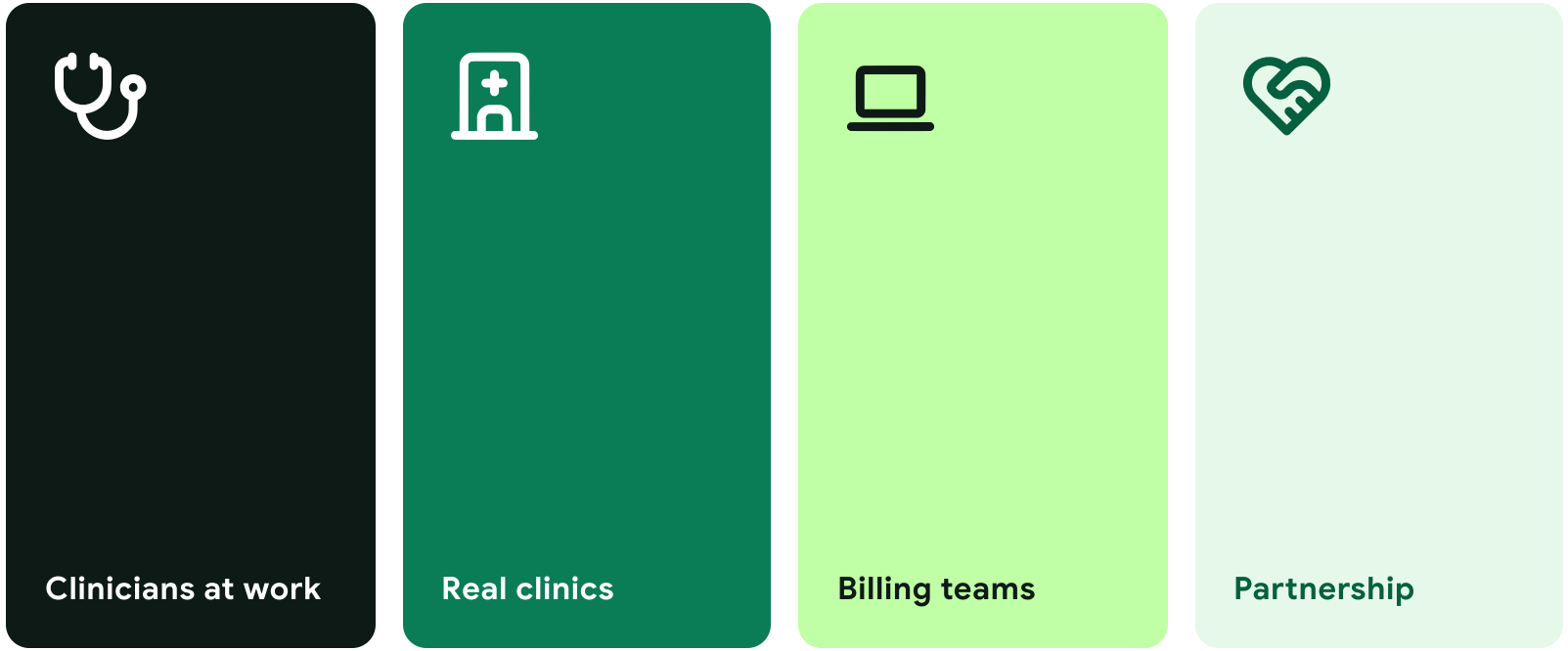
05

Imagery and visual assets

Photography style Graphics and icons Social media layouts

Photography style

Authentic, clean and professional. Real people in real healthcare settings, with natural light.

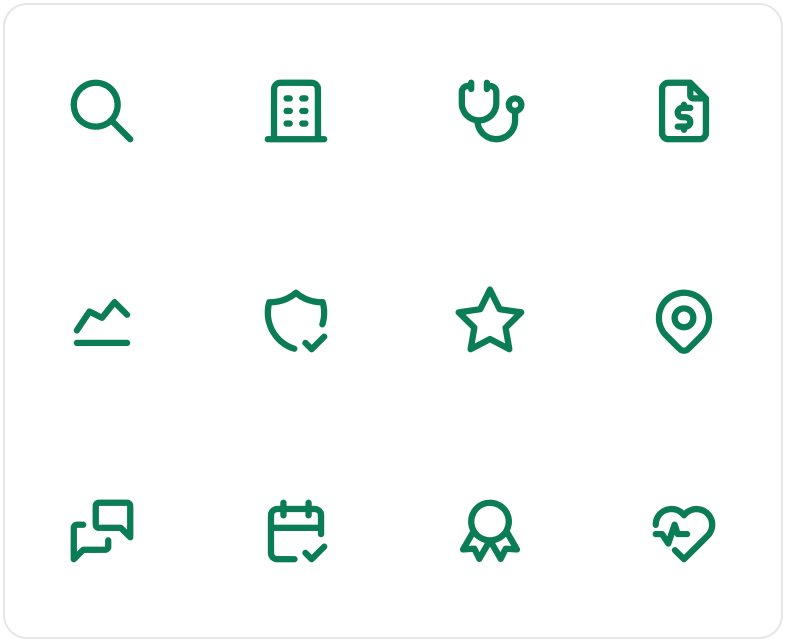


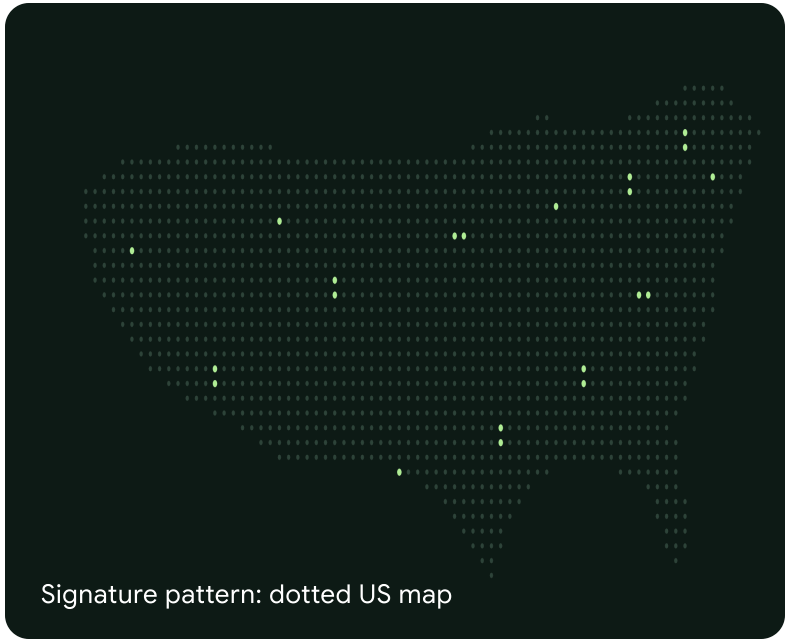
Use	Avoid
Natural light and real workplaces	Staged stock poses and fake smiles
Diverse doctors, staff and patients at a distance	Visible patient details or records
Calm, confident, candid moments	Heavy filters and AI-looking images

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Graphics and icons

Clean outline icons. Flat surfaces with 1 px borders, 8 px corners on buttons, 12 px on cards, and no drop shadows.

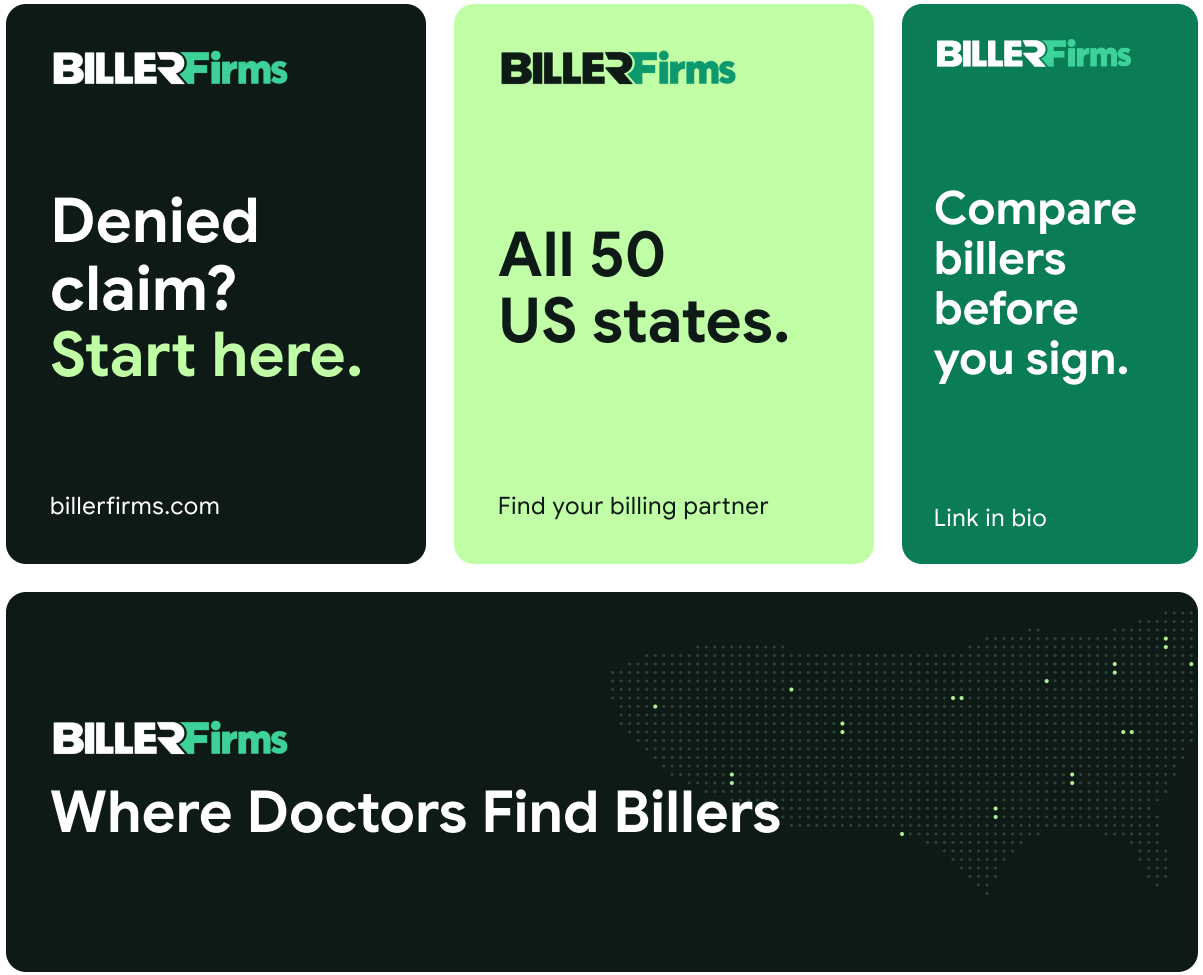






Social media layouts

Logo at the top. One short message. A single background color. Keep important content 8% from the edges.



Square post
1080 × 1080

Story
1080 × 1920

LinkedIn banner
1128 × 191

Headline
Bold, 8 words at most

Accent
One highlight per layout

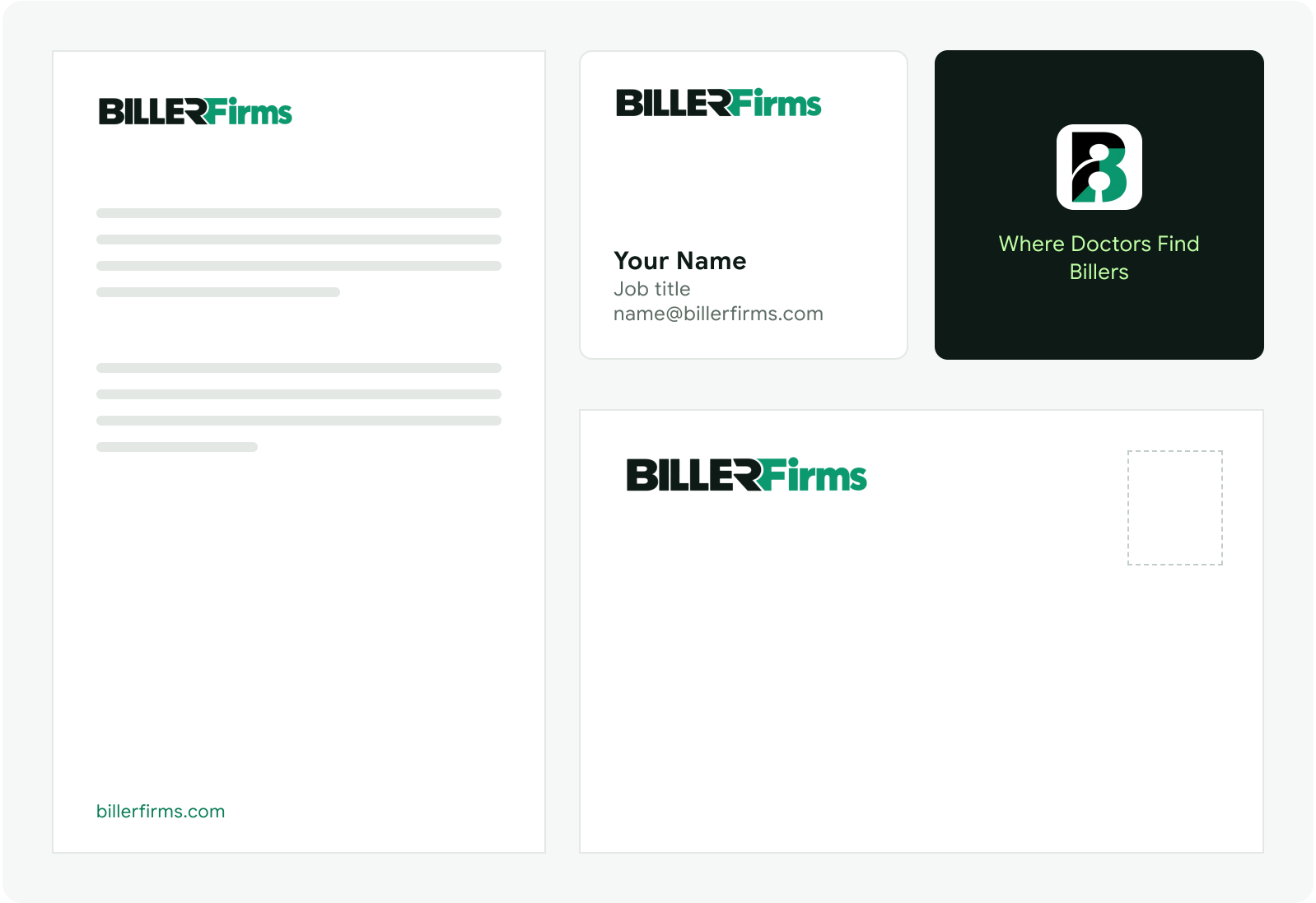
06

Applications

Stationery and collateral Digital applications Merchandise and signage

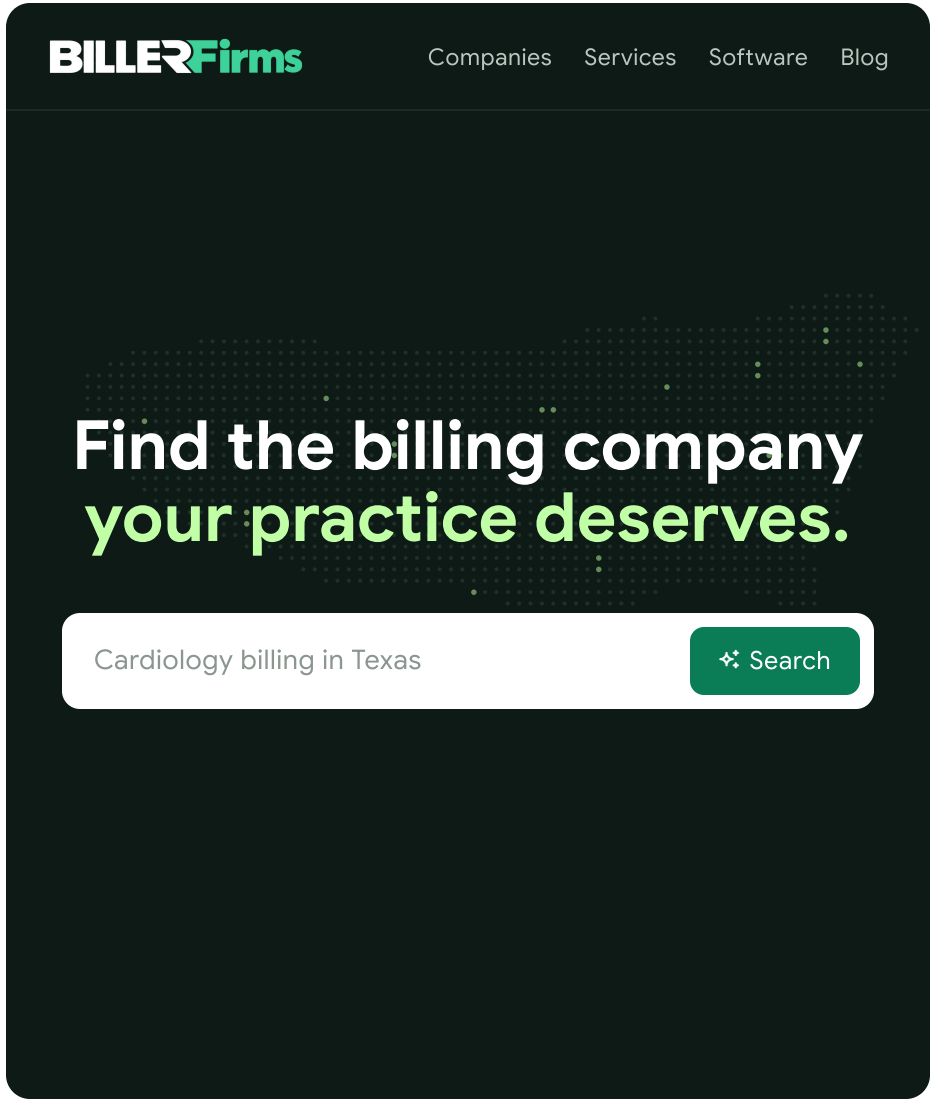
Stationery and collateral

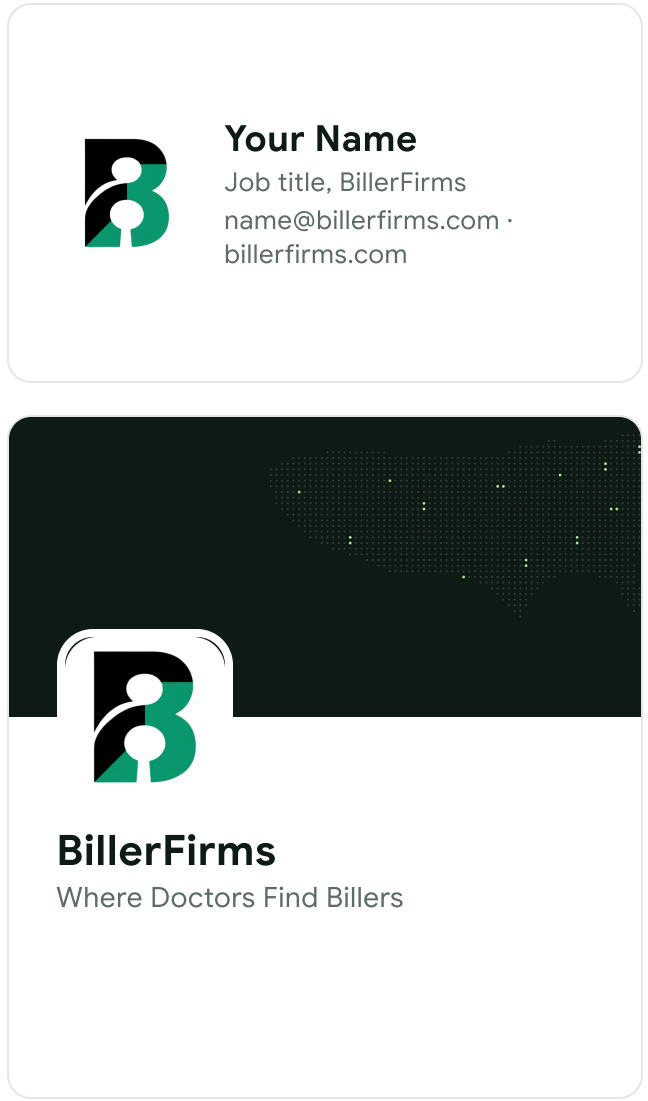
Generous white space, left-aligned logo and one strong brand moment.



Digital applications

Website, email and social profiles use the same logo, colors and flat, bordered style.





Merchandise and signage

Keep it simple. One logo, centered or on the left chest, on a brand color.



T-shirt: left chest, 90 mm wide



Tote bag: centered, reversed logo



Office banner: logo top left, one short line

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Questions about using the brand?

When something is not covered here, keep it simple and stay close to these examples.

billerfirms.com