

Flow Brand Toolkit

Kimberly Jimenez
Section 2

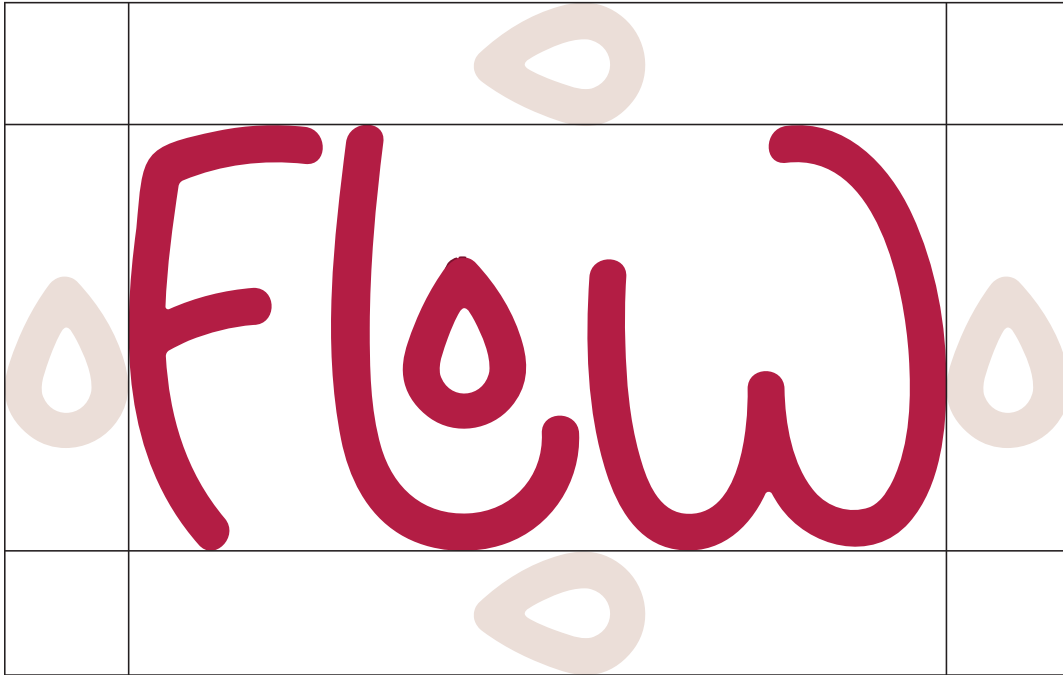
LOGO

Flow

Flow

Flow





Clear space: width of the drop or letter o



X

Flow

Do Not stretch the logo

X



Do Not place the logo on a low contrast background

X

Flow

Do Not flip the logo

X

Flow

Do Not rotate the logo

X

Flow

Do Not add a drop shadow

X



Do Not use on busy background

X

Flow

Do Not use a colour outside the predetermined brand colours

X

Flow

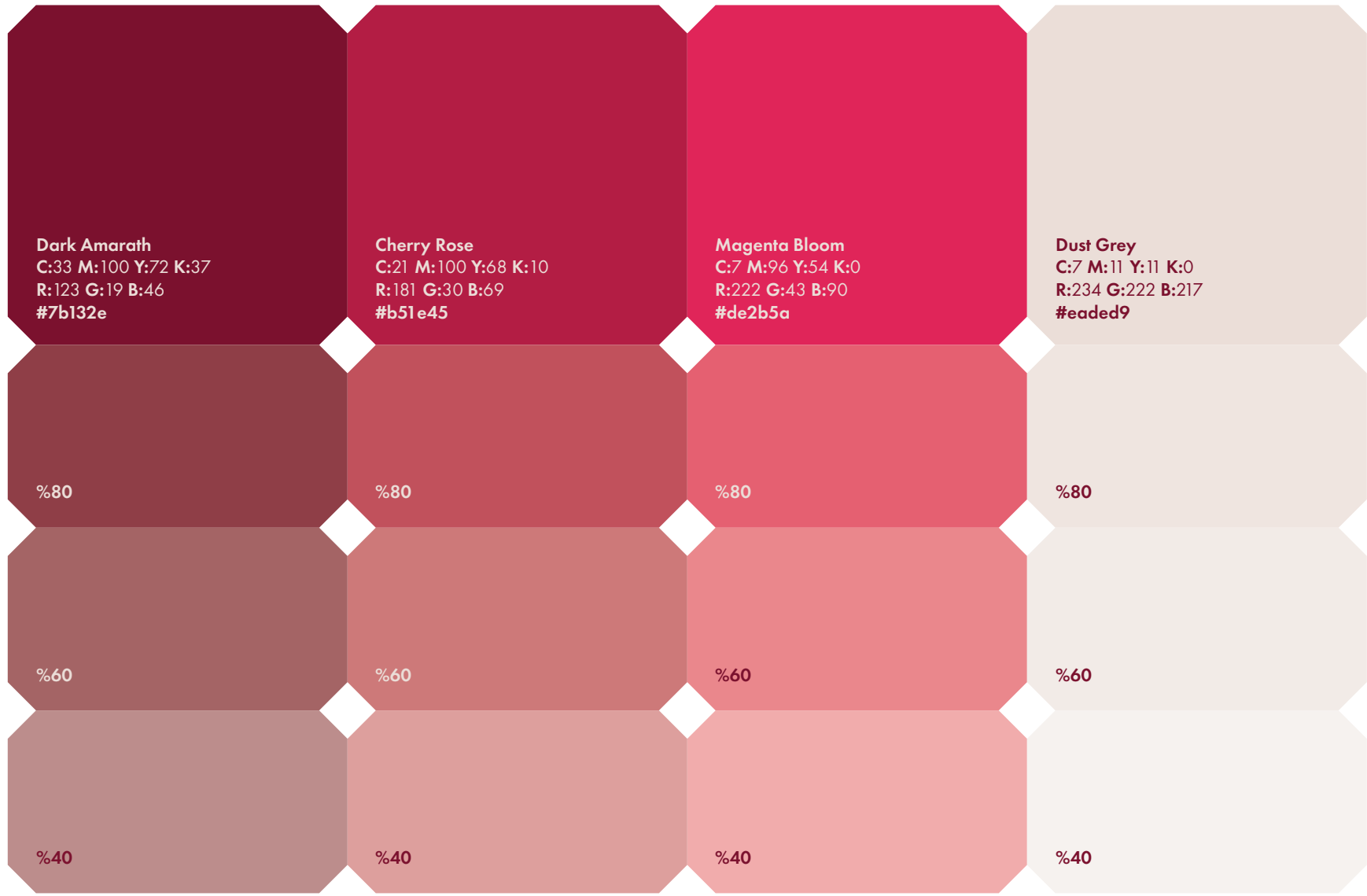
Do Not use multiple colour at the same time

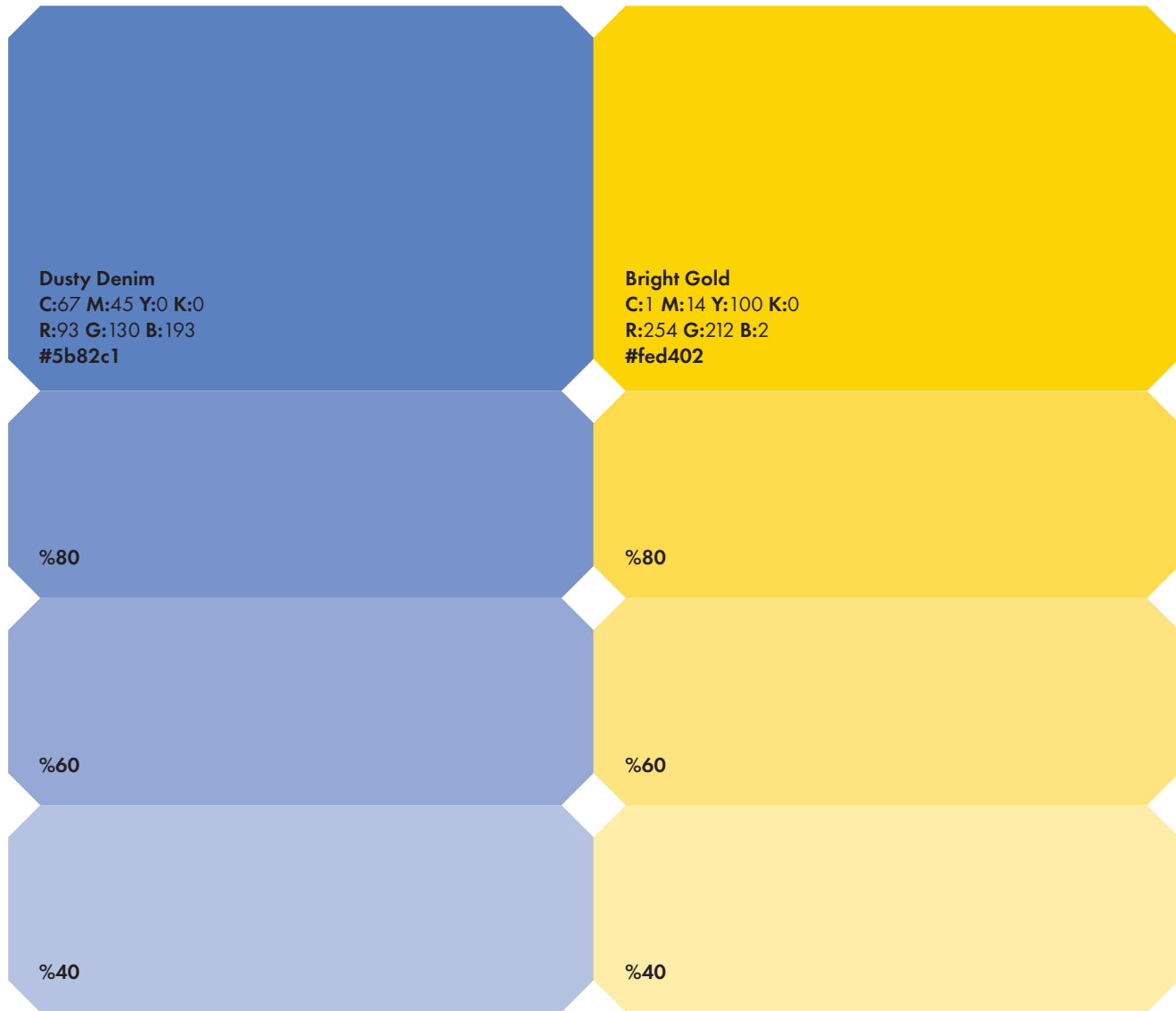
X

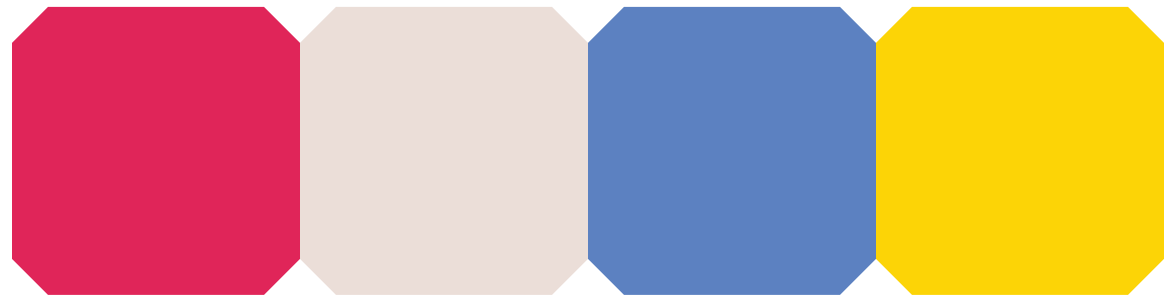
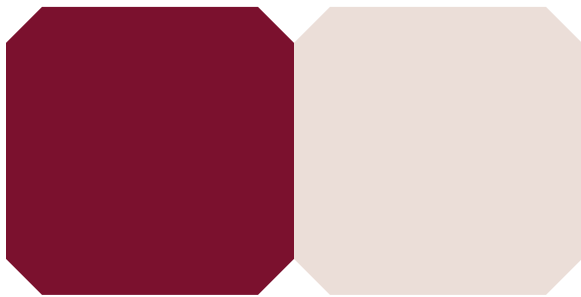
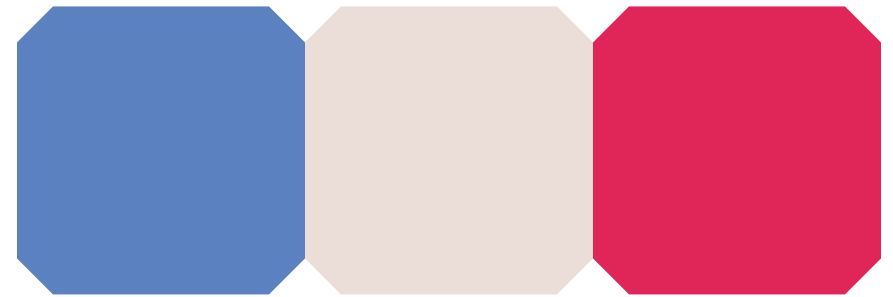
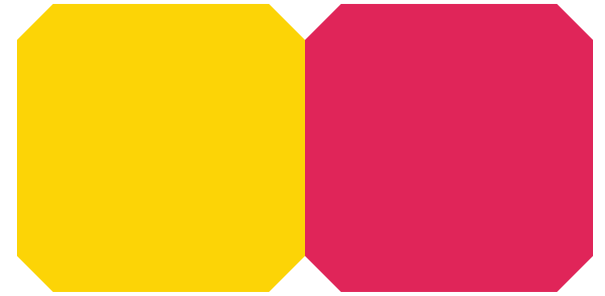
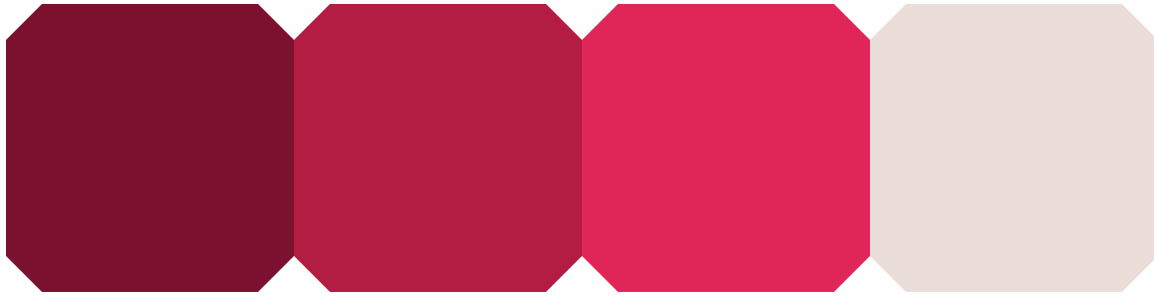
Flow

Do Not skew the logo

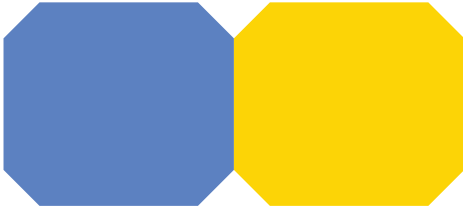
COLORS





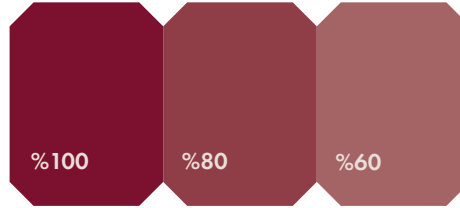


X



Do Not use only secondary colours

X



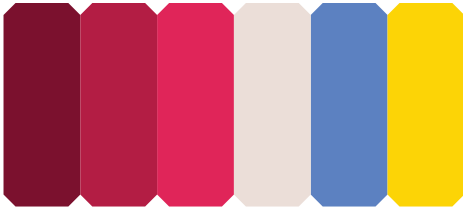
Do Not use 3 tints of the same colour at once

X



Do Not use a colour outside the predetermined brand colours

X



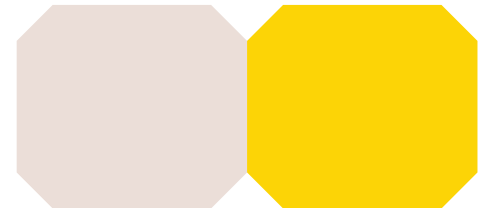
Do Not use all colours at once

X



Do Not use only one colour

X



Do Not use colour with low contrast together

TYPOGRAPHY

FatFrank

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890**

Futura PT

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Light

Thin Oblique

Book

Book Oblique

Medium

Medium Oblique

Demi

Demi Oblique

Heavy

Heavy Oblique

Bold

Bold Oblique

Extra Bold

Extra Bold Oblique

Title Header

FatFrank

Header

Futura PT - Bold

Subheader

Futura PT - Medium

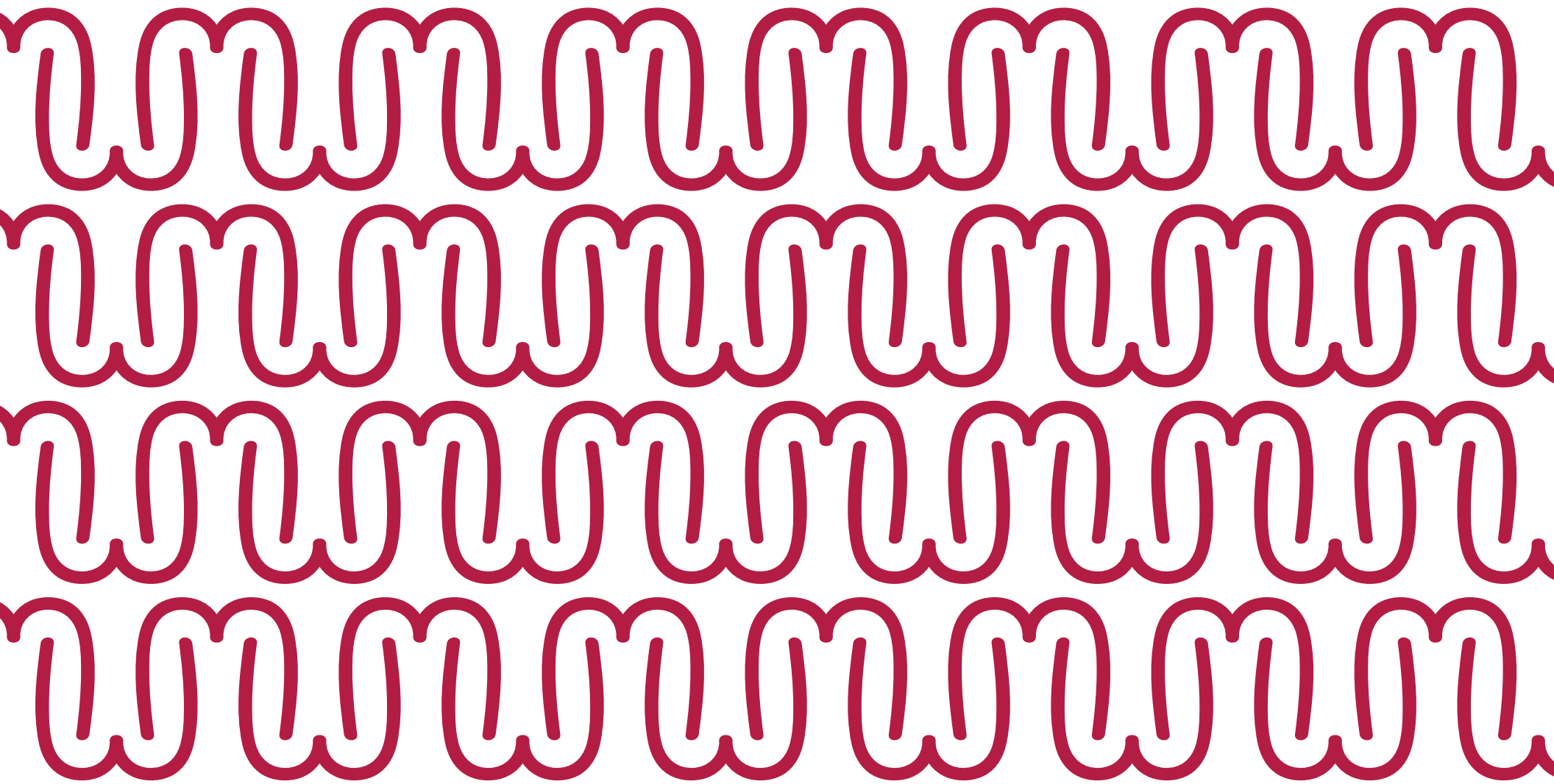
Ati volupta tquiditibus, soloribuscil into doluptae perum, to cullique dolest, con elecae. Et laborporaest molut ea ilique molore volec- tam volupti ut as renienis eos et acipsam quam fugit modiatque et dolorerum es aliberum hilita dolut reEm volendi dion et et, officiatia diae nus que everit volore plitaque volessim estota velest, cone et verchitianto qui bla endunt, sint volecullat es prae qui velis porepudi cor mo mi, quos cus dolorerunt, consequ idebita quasped ma do- luptatis essus voles aut dolor alique moluptium, volor a de con rae. Itatasitas moluptae net abo. Dant dundipi ciditatur rat ea venimus, sitis a illam, occus plaborum re oditiat explanimint ut voloreprate perionsera sit quia ipsae con re que nam velesequi bercium, sen

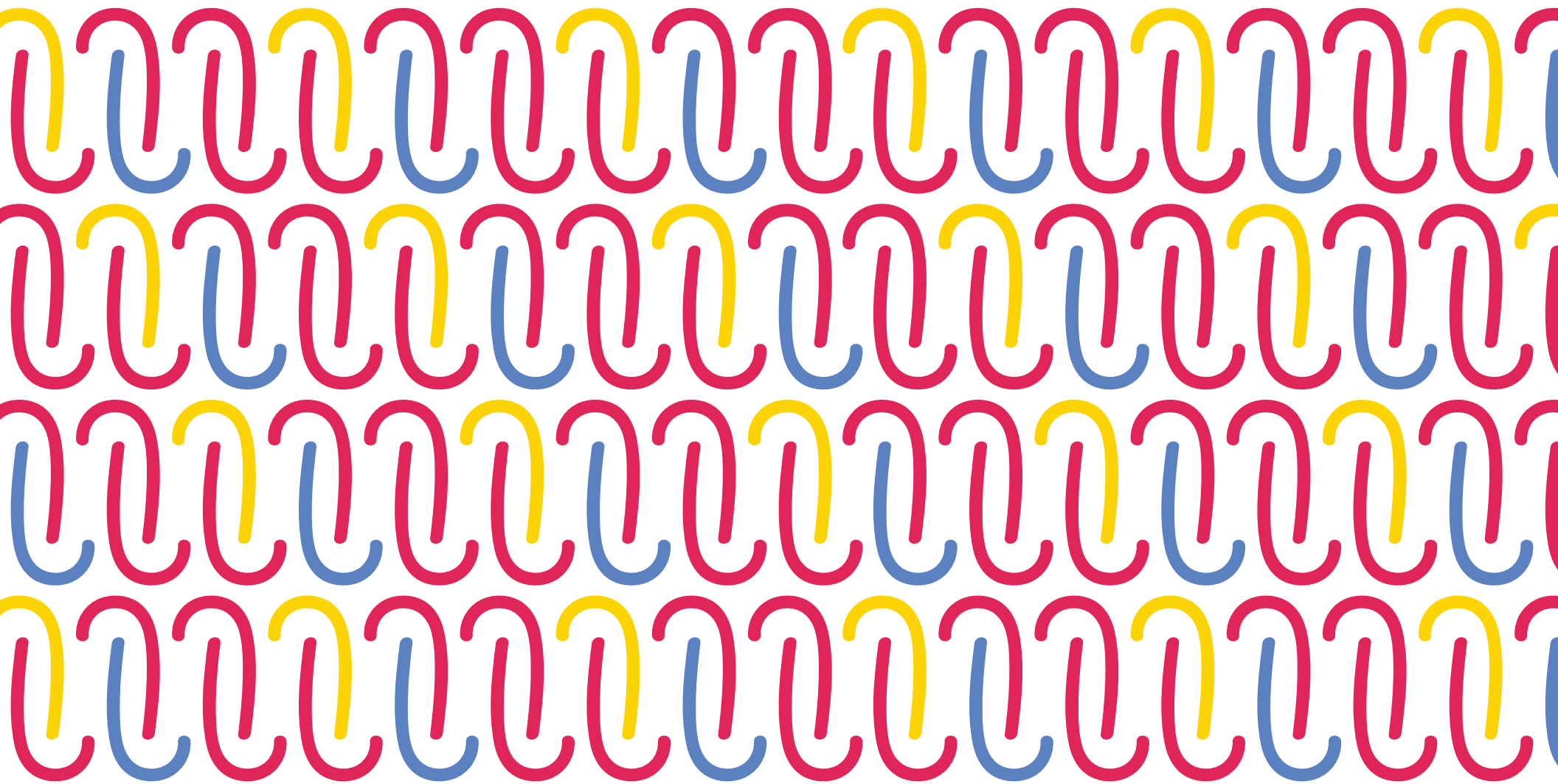
Futura PT - Book

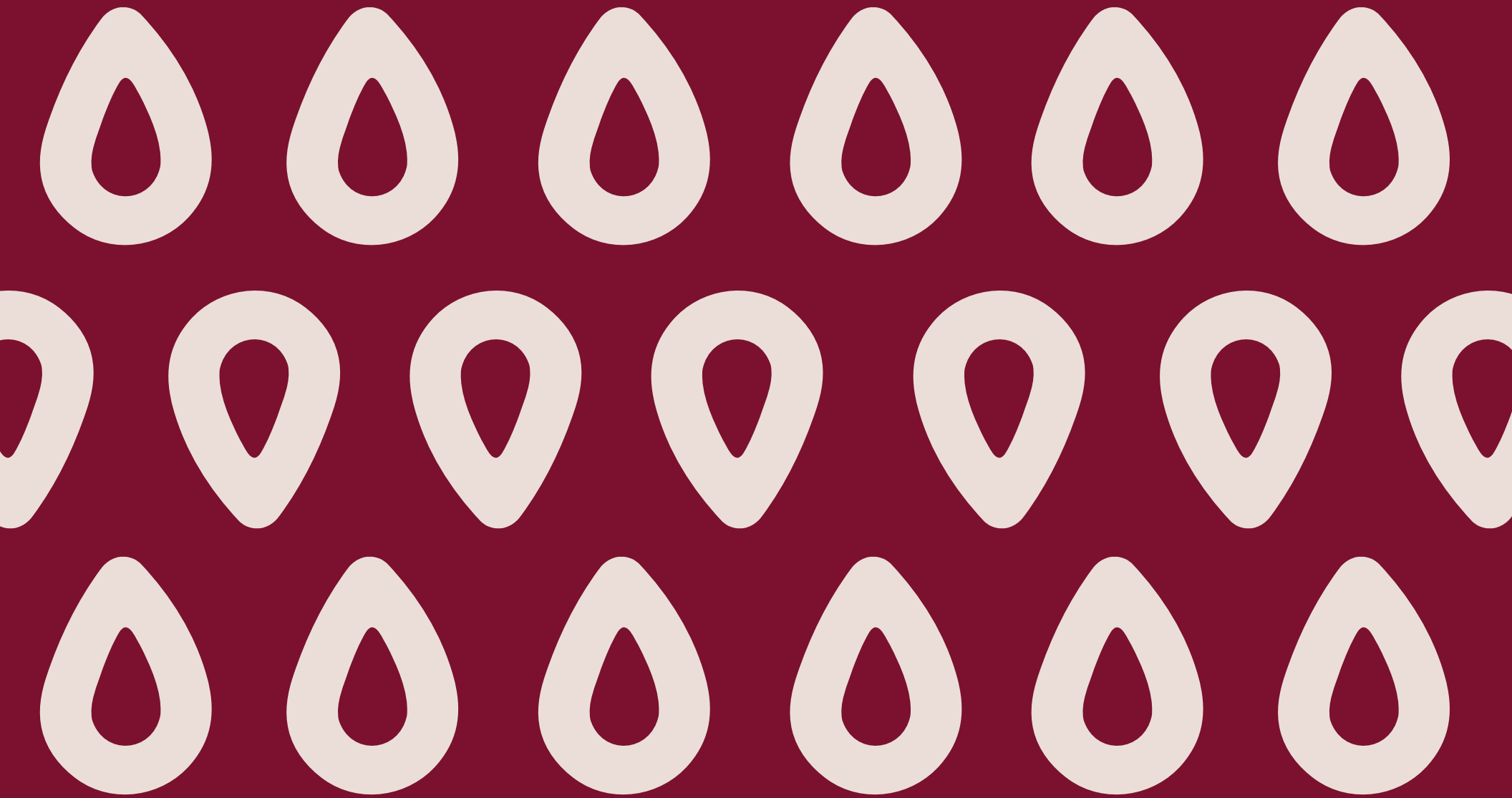
ELEMENTS











Expressions











