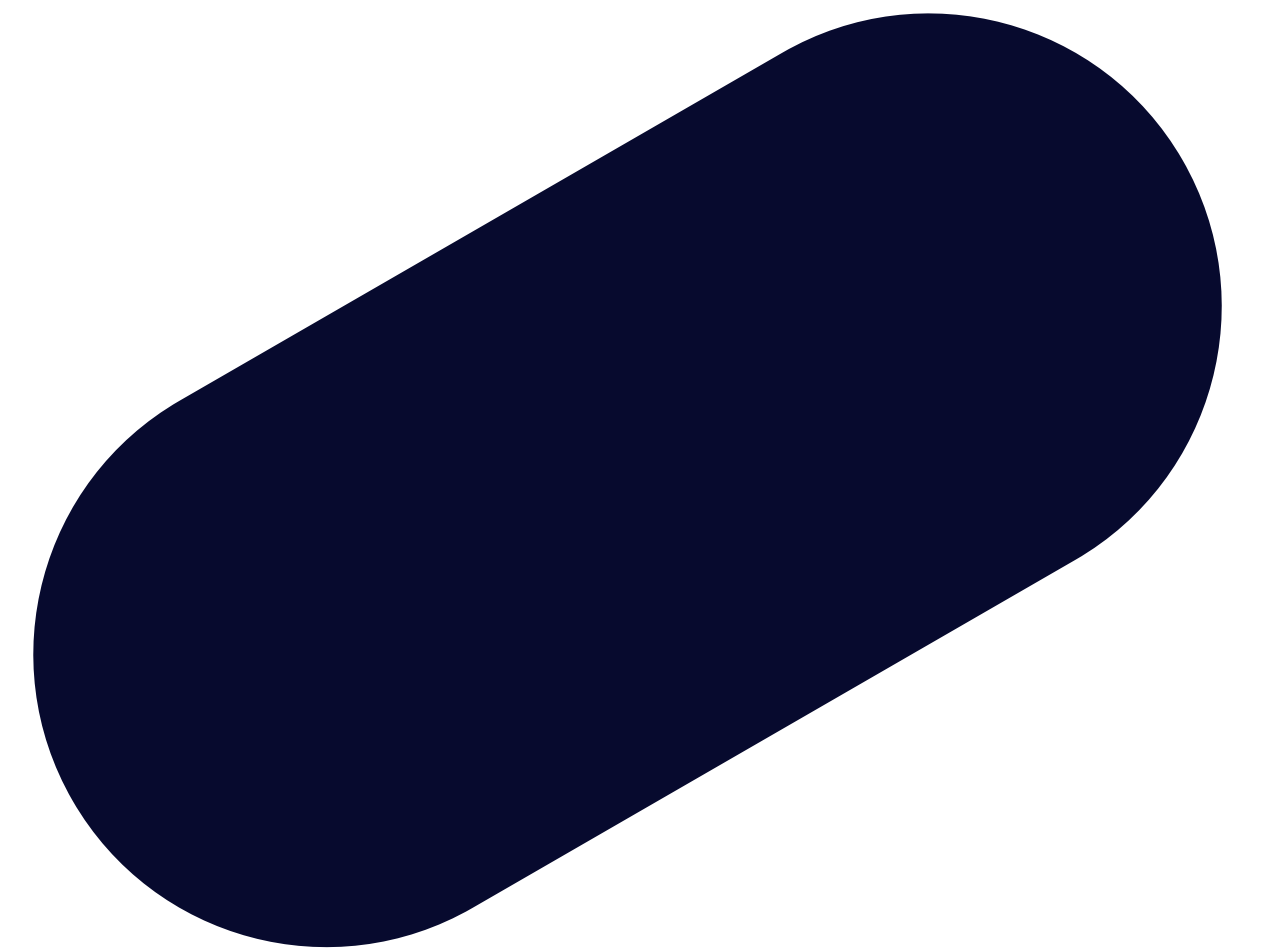
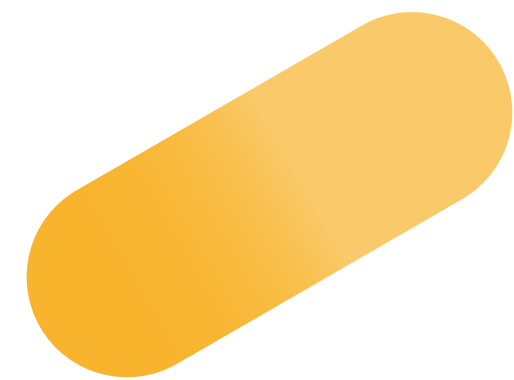




Brand Guidelines

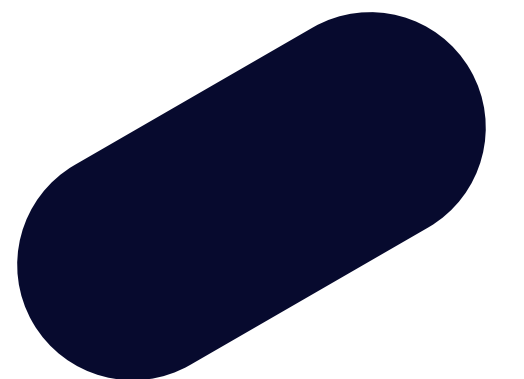


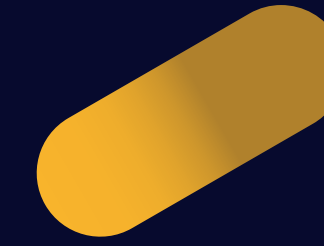


Flowis

Flowis is the all-in-one solution for any business process. Automate your business processes, reduce costs, and catapult your success with Flowis, the integrated automation platform.

This document is your guide to maintaining a strong and consistent brand identity. By following these guidelines, you'll help us create a recognizable and impactful brand. Let's work together to bring **Flowis** to life in a cohesive and inspiring way.





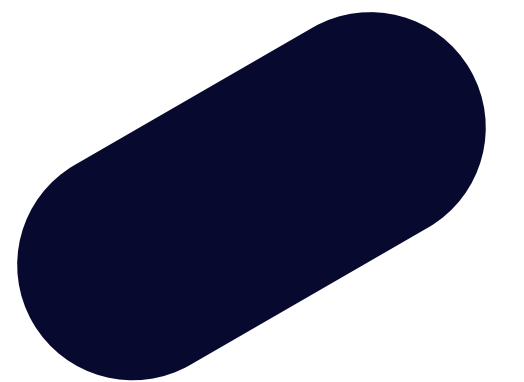
Logo





Primary Logo

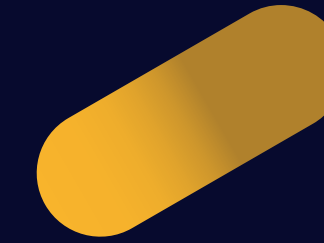
This is the main representation of the **Flowis** brand and should be used as the default option in most cases. It primarily focuses on typography to convey professionalism, simplicity, and a modern aesthetic.





Primary Logo Negative

This is the main representation of the **Flowis** brand and should be used as the default option in most cases. It primarily focuses on typography to convey professionalism, simplicity, and a modern aesthetic.





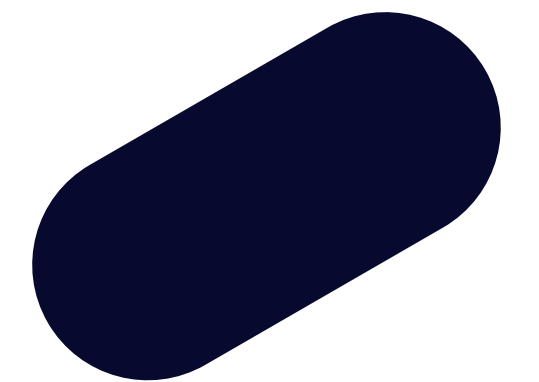
Logo Clear Space and Minimum Sizing

Clear space or minimum spacing, refer to the designated area surrounding the logo where no other elements, such as text, graphics, or imagery, should enter. The minimum clear space is defined by the letter “o”, used from the Flowis logo.



Min. Width:

Print: 2,5cm
Digital: 100px





Color Variations

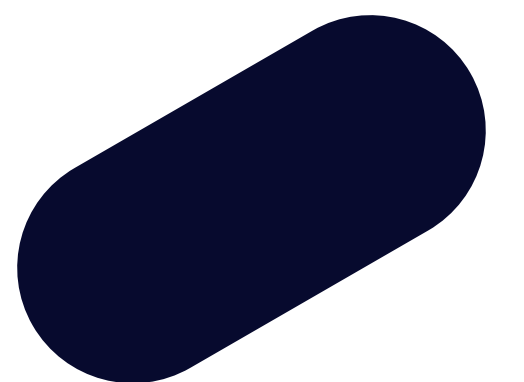
The **Flowis** logo must always have enough contrast. On brighter, saturated backgrounds, the primary color is used. On darker backgrounds we use the lighter version of the logo.

Monochromatic variations can also be used if necessary, although it's preferred to use the primary colorway.

Primary Colors



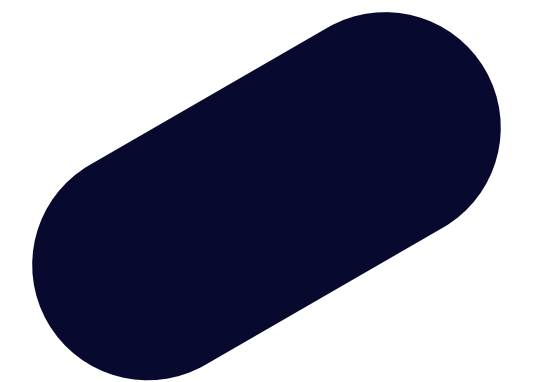
Monochromatic





Small-Scale Logo Variant

The small-scale logo for **Flowis** is a condensed and simplified version of our primary logo, designed specifically for compact and limited-space applications. When using the small scale logo, always center optically. Use of the monochromatic variations is also allowed.





Small-Scale Logo Variant Clear Space and Minimum Sizing

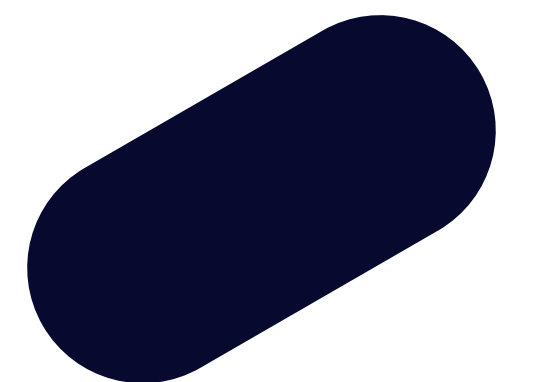
The small-scale logo for **Flowis** utilizes the logos size divided by four, which is used as a base for the clear space width. In this example, the logo's width is 200px, which makes the clear space 50px.

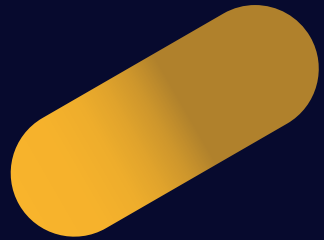
$$200/4=50\text{px}$$



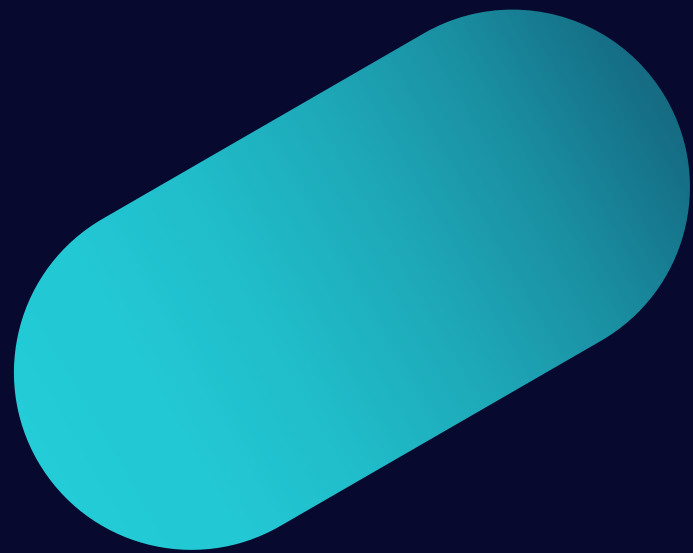
Min. Width:

Print: 2,5cm
Digital: 50px





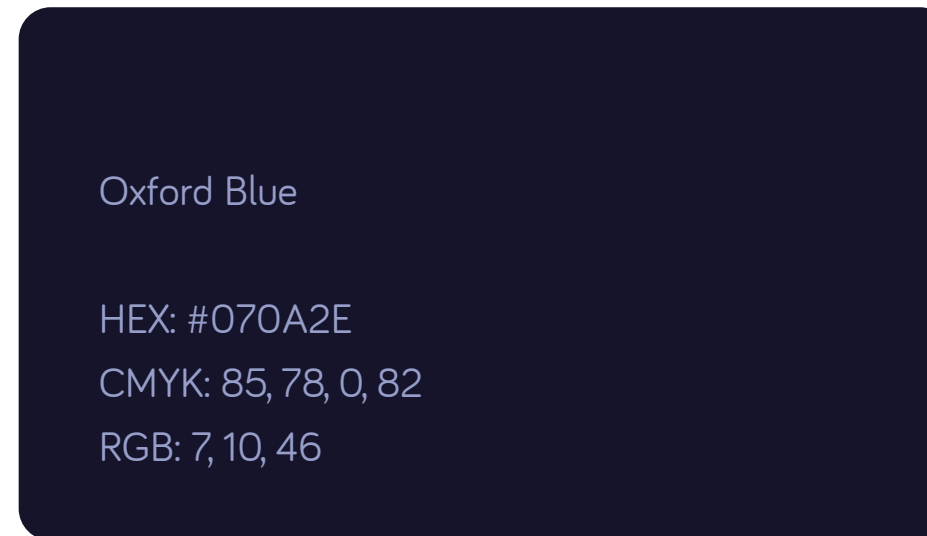
Color Palette



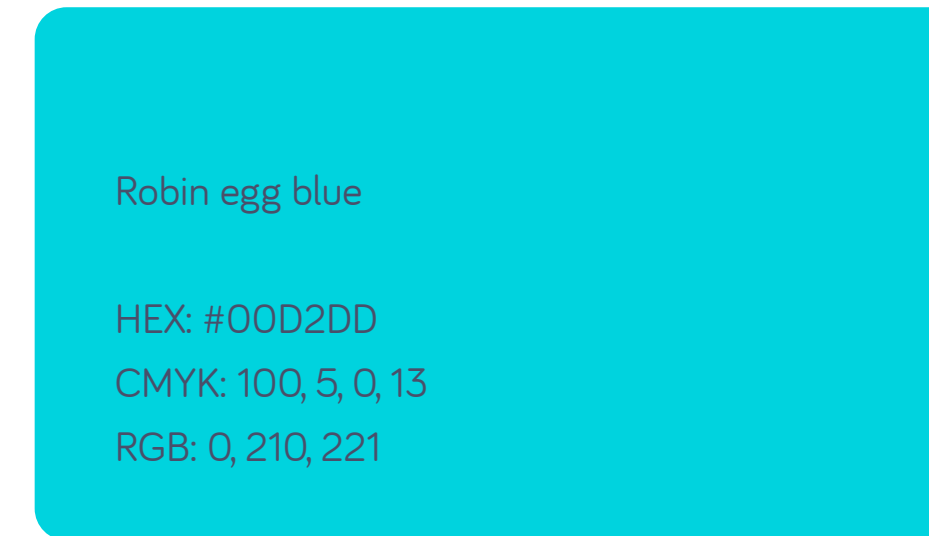


Brand Color Palette

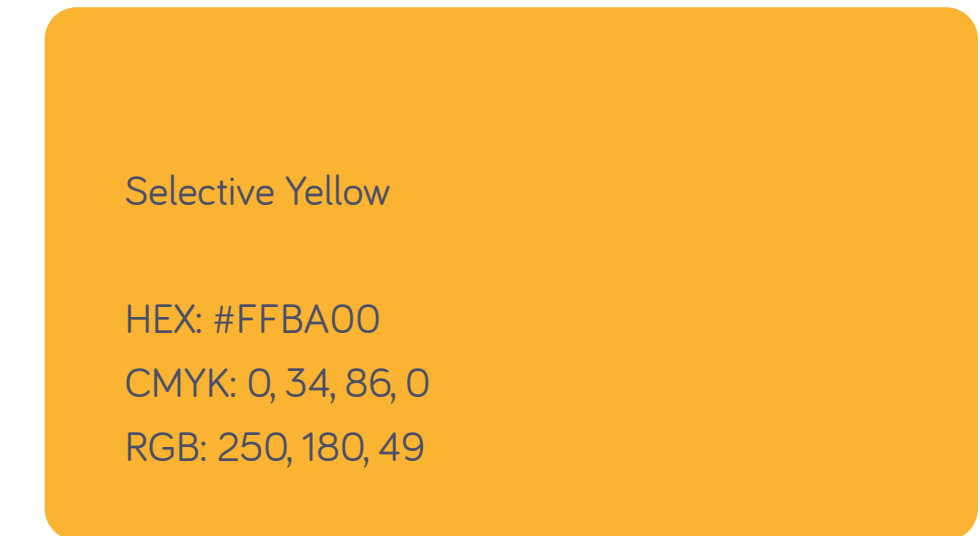
By following the color palette guidelines, we ensure a consistent and cohesive brand presence. Use the primary and secondary colors as a base and expand on them with tertiary or supplementary. Use the supplementary colors sparingly, as they aren't the main representation of the brand.



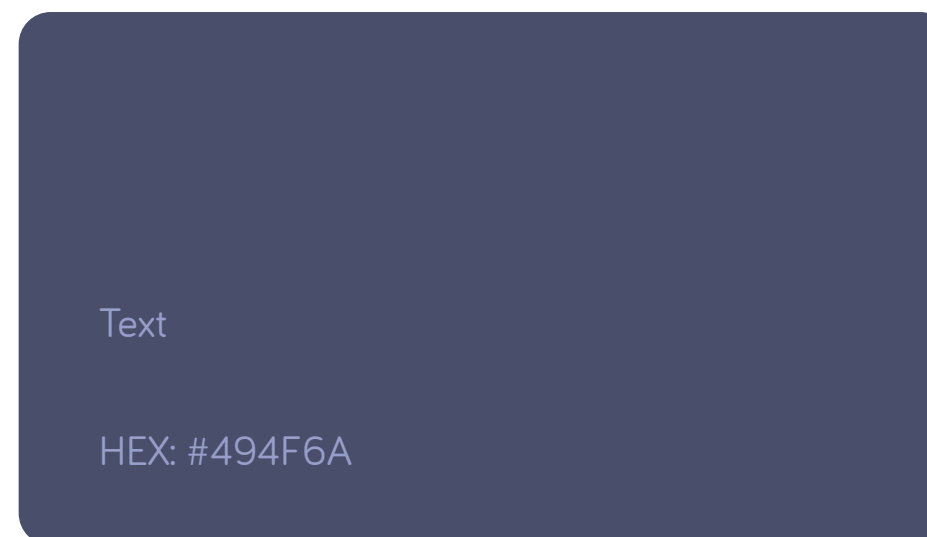
Primary:
Used mainly for headings.



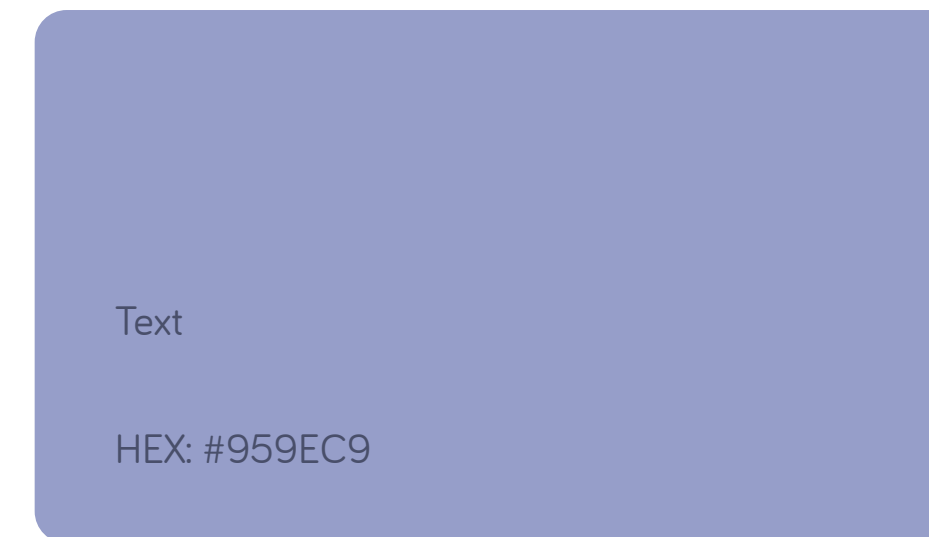
Secondary:
Used mainly for links in text, to focus attention on important parts.
Also used for headings, to focus attention on important parts.



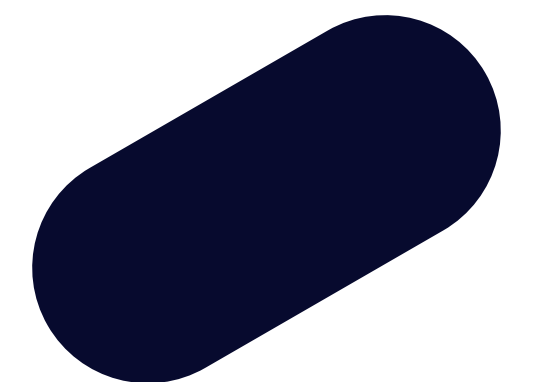
Accent:
Used for decorations and elements.

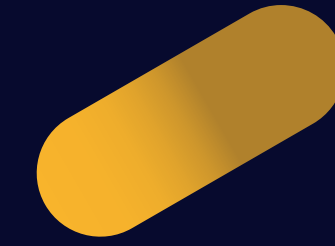


Text color:
Used for main text on light background.



Text color - Dark background:
Used for main text on dark background.





Typography





Brand Typography

We chose Barlow font as a primary typeface for headlines and titles, and as a secondary typeface we use Bariol and its styles to decorate the body text. When used, there must be an obvious difference between a heading and body text.

Typeface

Barlow

Barlow Light
Barlow Regular
Barlow Italic
Barlow Medium
Barlow Semi Bold
Barlow Bold
Barlow Extra Bold

Usage & Formatting

This is a Heading

And This is Text

An example of a styled text.

Typeface

Bariol

Bariol Thin
Bariol Light
Bariol Regular
Bariol Bold

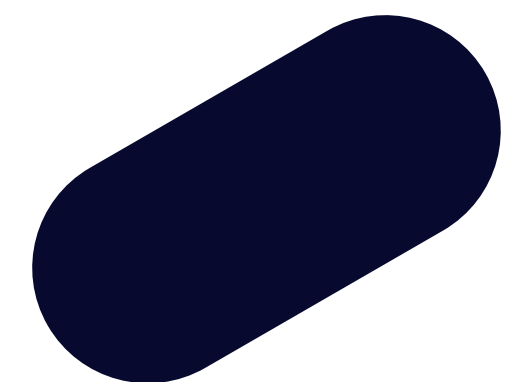
Line Height

**This is a Heading
With 2 Lines**

And This is Text

With 2 lines

Line Height is calculated based on the size of the text plus 4px for headings and plus 8px for body text.





www.flowis.com

