

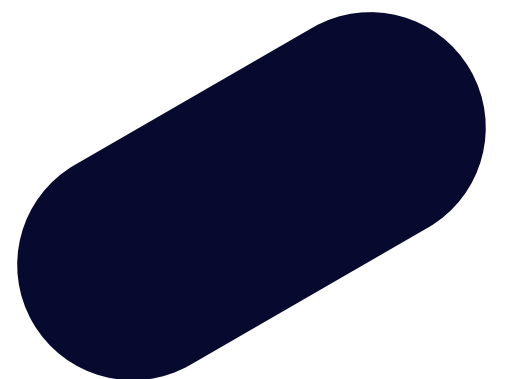


Brand Guidelines



**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.



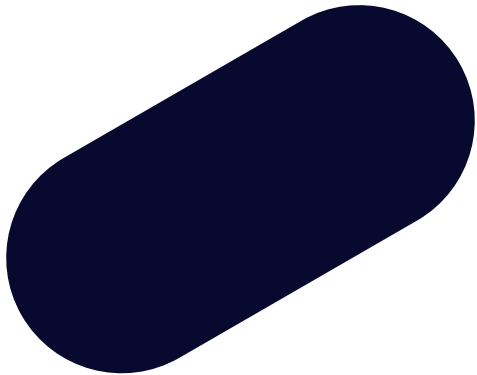


# Logo



# 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.





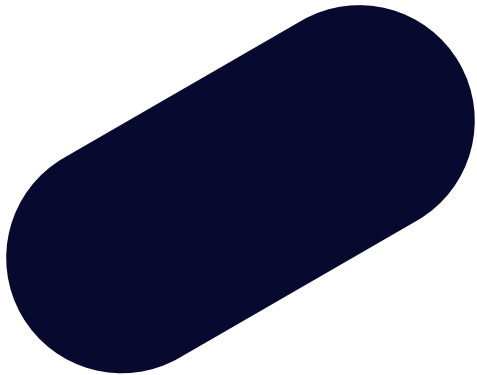
# Logo Clear Space and Minimum Sizing

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





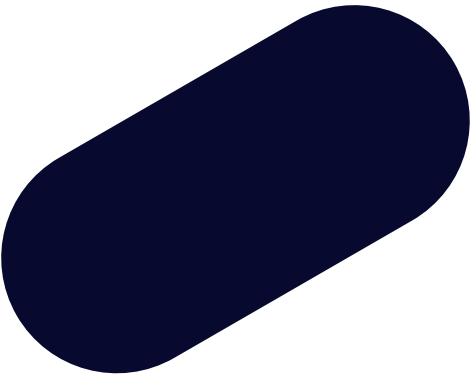
# Color Variations

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.



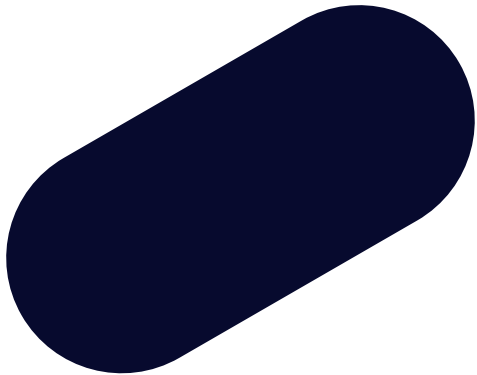
Monochromatic





# 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

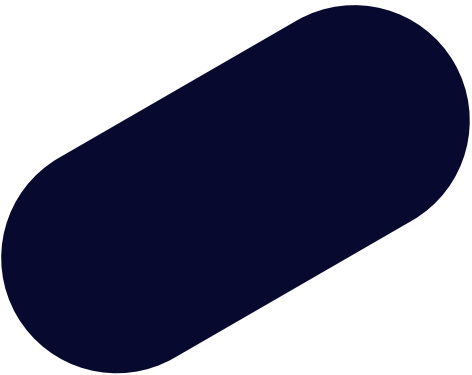
The small-scale logo for **Flowis** utilizes the logos size divided by four, which is used as a base for the clear space width. In this example, the logo’s width is 200px, which makes the clear space 50px.

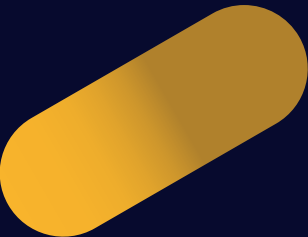
$200/4=50\text{px}$



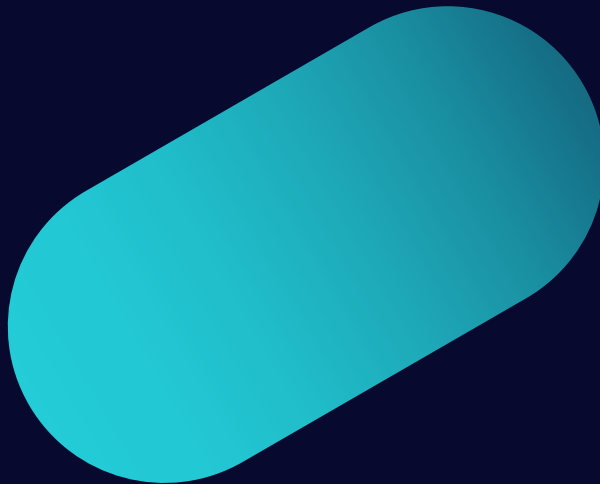
Min. Width:

Print: 2,5cm





# 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.

Oxford Blue

HEX: #070A2E  
CMYK: 85, 78, 0, 82  
RGB: 7, 10, 46

**Primary:**  
Used mainly for headings.

Robin egg blue

HEX: #00D2DD  
CMYK: 100, 5, 0, 13  
RGB: 0, 210, 221

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

Selective Yellow

HEX: #FFBA00  
CMYK: 0, 34, 86, 0  
RGB: 250, 180, 49

**Accent:**  
Used for decorations and elements.

Text

HEX: #697482

**Text color:**  
Used for main text on light background.

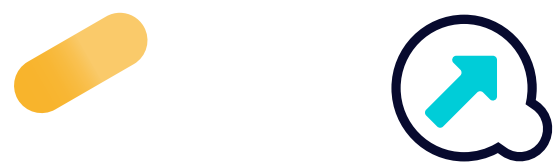
Text

HEX: #E0E7EB

**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 Quicksand 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

Quicksand

Quicksand Light  
Quicksand Regular  
Quicksand Medium  
Quicksand Semibold  
Quicksand Bold

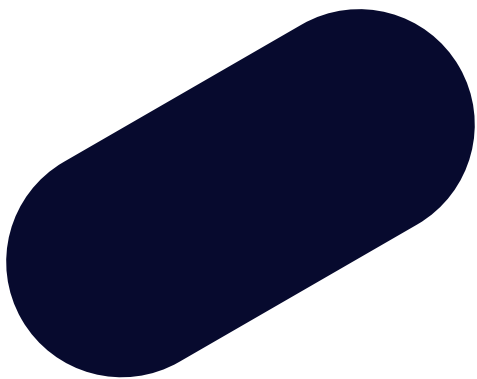
Line Height

**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](https://www.flowis.com)