Flowics.
Brand Resources

LOGO

Main Logo

Our logo is the combination of a simple and modern wordmark, an icon and our tagline.
It is the core of our identity and the signature for all our communications.
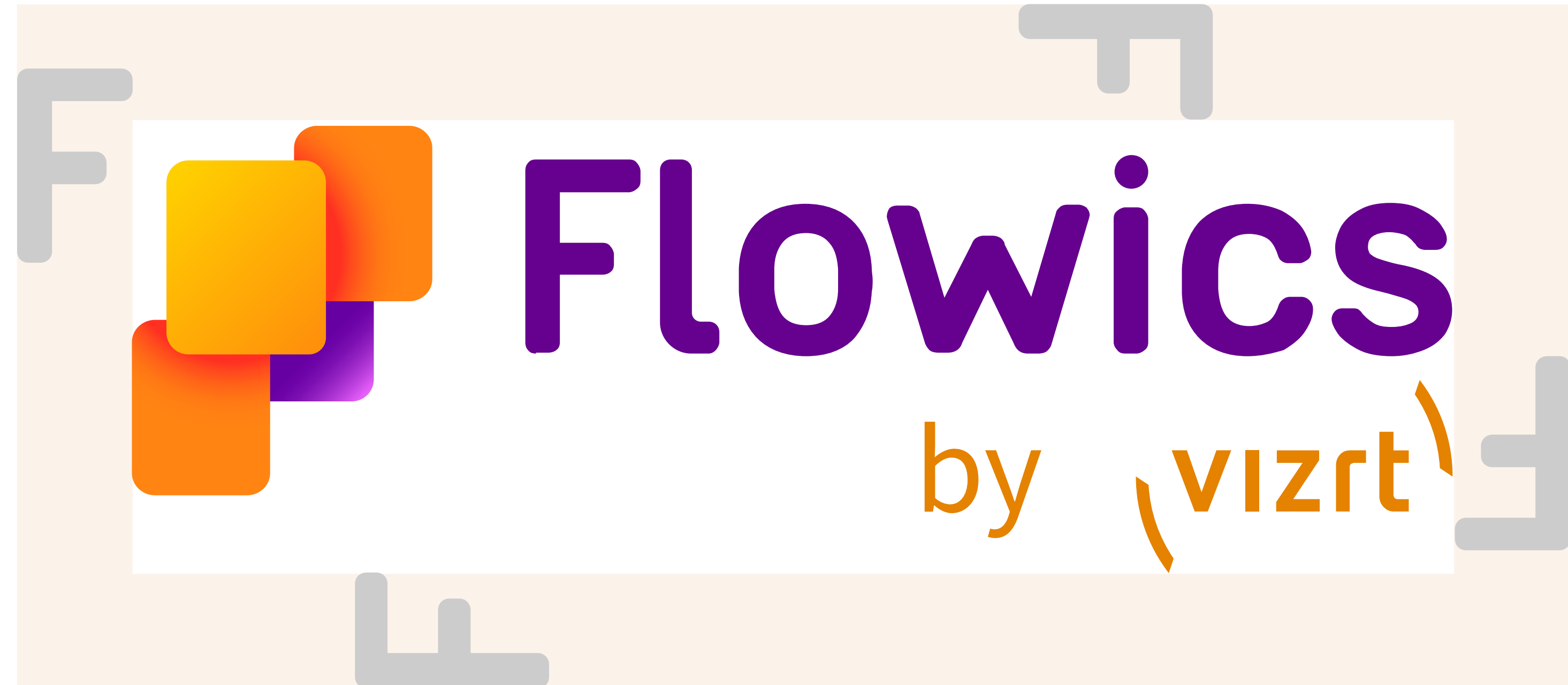
If is absolutely necessary, an alternative version (witout tagline) can be used.

LOGO

Exclusion Zone

The logo exclusion zone is equal to the widtht of the F present on our wordmark

LOGO

Vertical & Responsive versions

Our Logo has different versions that can be used by the designer.

On applications were the space is limited and is not possible to use the full version we can rely on these minimal reduced versions.

LOGO

Dark backgrounds

On dark backgrounds, we recommend using this version by applying #FFE7E6 for -Flowics-.

LOGO

Dark backgrounds

On dark backgrounds, we recommend using these versions

LOGO

Icon

The F symbol is the star of our brand. It is made up of 4 modules and summarize the heart of our brand idea: **Magic!** (playing cards).
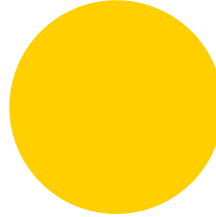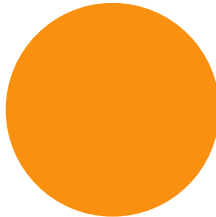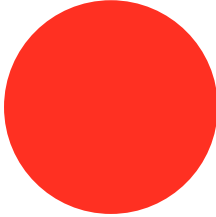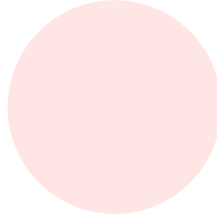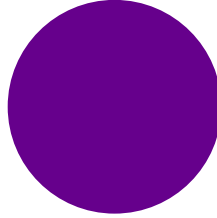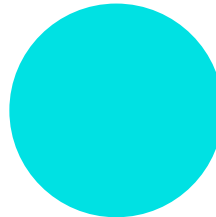
COLORS

Our colors define us and are a fundamental tool for our identity. The more we adhere to the consistent and balanced use of color, the better we can adapt and strengthen our bond with our brand essence.
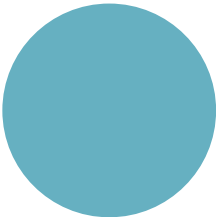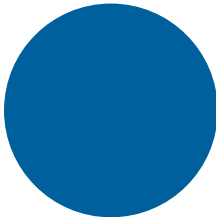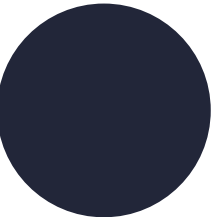
Main colors

Surprise Yelow
#FFCF00
255 207 0
0 19 100 0
P 116 C

Magic Orange
#F99010
255 128 0
0 50 100 0
P 151 C

Fire Red
#FF3022
255 48 34
0 81 87 0
P Bright Red C

Pale Pink
#FFE5E4
255 229 228
0 10 11 0
P 705 C

Hidden Rabbit
#FCF5F5
252 245 245
0 3 3 1
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Mystic Lilac
#D880FF
216 128 255
15 50 0 0
P 2572 C

Supernova
#B448FF
180 72 255
29 72 0 0
P 2582 C

Fantasy Violet
#9500FF
149 0 255
42 100 0 0
P 2592 C

Velvet
#66008C
102 0 140
27 100 0 45
P 2597 C

Dark Night
#1E002C
30 0 44
32 100 0 83
P 5255 C

Secondary colors

Power Aqua
#00E1E3
0 225 227
100 1 0 11
P 311 C

Secret Turquoise
#66B0C1
102 176 193
47 0 9 24
P 4157 C

Blue Wizard
#00609D
0 96 157
100 39 0 38
P 3015 C

Deep Mistery
#222639

Casper White
#EFF0F5

Gradients

Surprise Yelow	Magic Orange
Secret Turquoise	Blue Wizard
Supernova	Velvet

Magic Orange	Fire Red
Power Aqua	Blue Wizard
Velvet	Dark Night