

FlowBank

Design manual

Visual Identity


Logo

FlowBank

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The image shows the logo for FlowBank in white text on a black background. The word 'Flow' is in a rounded, sans-serif font, and 'Bank' is in a more traditional serif font. The logo is centered within a white rectangular safe area. This safe area is defined by two vertical lines and two horizontal lines. The vertical lines are positioned such that the distance from each to the nearest edge of the logo is equal to the height of the lowercase letter 'o'. The horizontal lines are positioned such that the distance from each to the nearest edge of the logo is equal to the height of the lowercase letter 'o'. There are four faint, semi-transparent circles, each the size of the letter 'o', placed at the corners of the safe area: top-left, top-right, bottom-left, and bottom-right. The text 'FlowBank' is centered within the safe area.

FlowBank

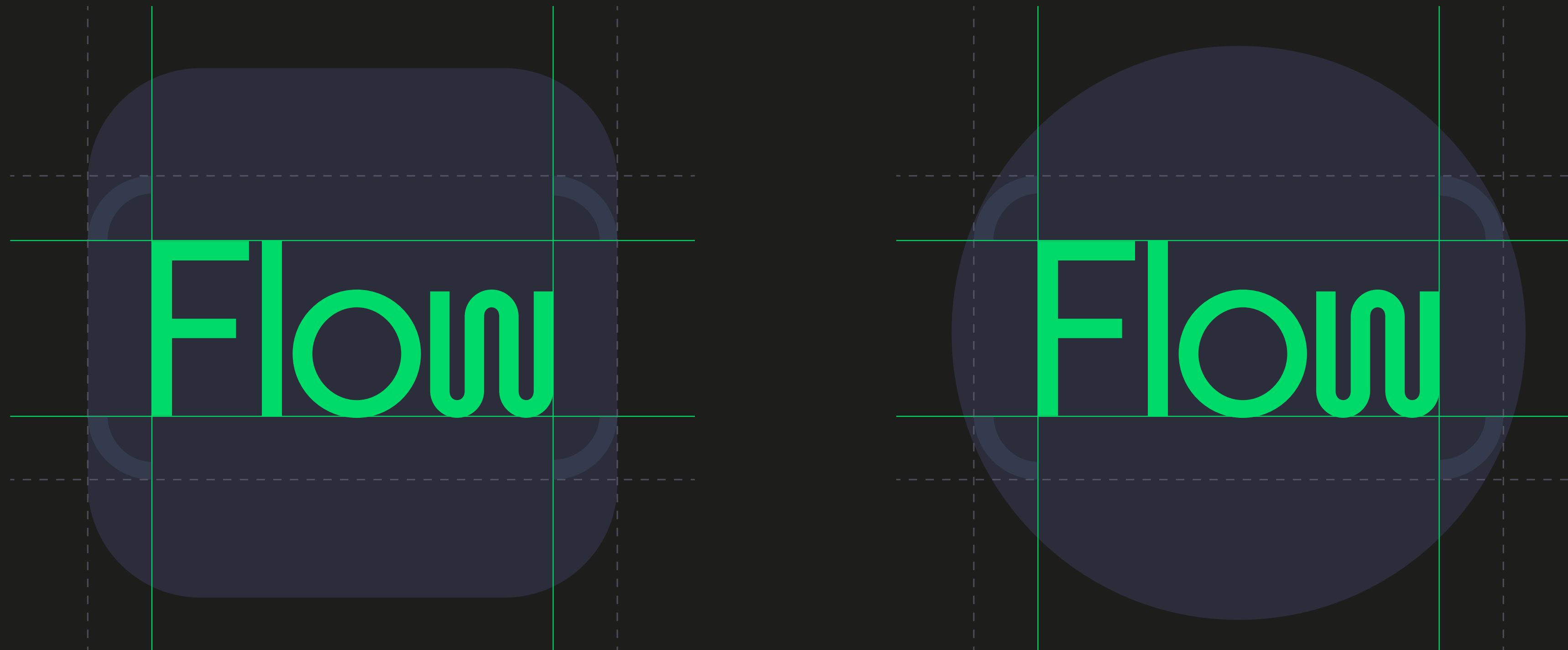
Logo safe area

The safe space should always be at least the size of the logo's letter "o".



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Short logo safe area

The safe space should always be at least quarter the size of the logo's letter "o".

Logo usage dont's



Don't alter the color scheme.



Don't condense or distort logo.



Don't use a shadow.



Don't change or edit the logotype.



Don't skew or place at an angle.



Don't outline the logo.



Don't use any tints or opacities.



Don't use a different color.

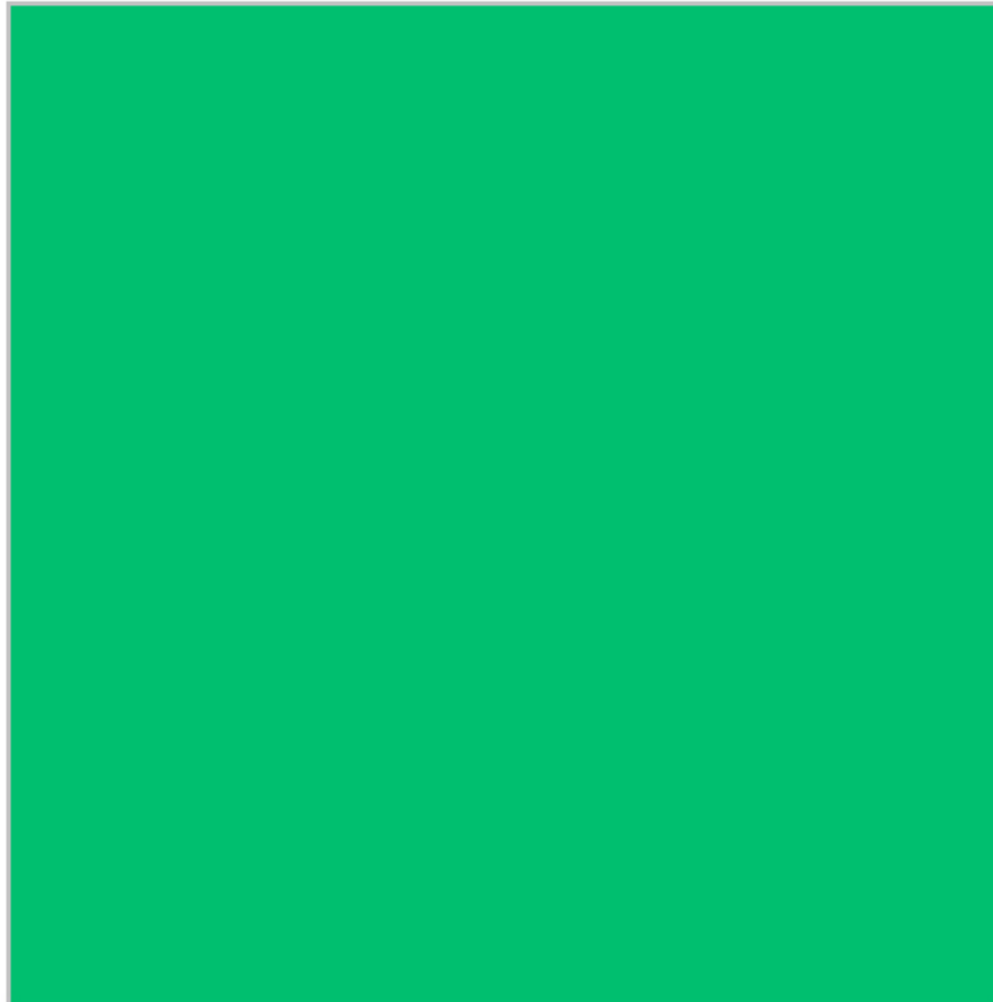


Don't place the logo too close to other objects.



Don't place the logo on a background with insufficient contrast.

Colors



PANTONE®
7480 C



PANTONE®
7477 C



PANTONE®
532 C



#09d674



#187e80



#2c2e39



#000000

Primary colors combinations

In general, colors should be combined in a way using text with light color (#FFFFFF, #09D674 or #187E80) on dark background or vice versa. Available color combinations that can be used in documents:

White Background	#09D674	#187E80	#2C2E39	#000000				
Dark / Colour Background	#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF	#09D674	#09D674	#187E80	#187E80

Primary colors combinations

The combination of #2C2E39 and #000000 should not be used.

