

Brand Guidelines



Introduction

Embark on an extraordinary journey as you open the doors to our brand book—a captivating odyssey that unveils the very essence of our identity. Within these meticulously crafted pages, you will delve into the core of our brand, a convergence of heritage and innovation that defines our unique narrative.

Picture a kaleidoscope of creativity, where every hue represents a facet of our commitment to excellence. Our brand book is a living testament to the symphony of values that guide us—integrity, authenticity, and a relentless pursuit of progress. As you navigate through the chapters, witness the evolution of our story, seamlessly blending tradition with a forward-thinking vision.

This literary canvas is adorned with the brushstrokes of our accomplishments, community spirit, and the boundless enthusiasm that propels us into the future. Each word resonates with the rhythm of our passion and purpose, inviting you to not just read, but experience the ethos that sets us apart.

Welcome to a world where pages breathe life into our journey, beckoning you to join us in shaping a future where our brand stands as a beacon of inspiration, leaving an indelible mark on the landscape of innovation and significance. Together, let's turn these pages and embrace the unfolding story of our brand's legacy.

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The background image is a faded, high-angle view of a busy port. A large container ship is docked at a pier, its deck covered with a dense grid of multi-colored shipping containers. Several yellow gantry cranes are positioned along the pier, ready for loading or unloading. In the background, more ships and port infrastructure are visible under a bright blue sky with scattered white clouds.

Brand Logo

A brand logo is a unique symbol that visually represents a company or brand, fostering instant recognition and identity.



The image shows a modern building with a curved glass facade. The glass reflects the sky and surrounding environment. A large, white, stylized logo is visible on the glass, consisting of a square with a diagonal line and the word "FLYPE" in a bold, sans-serif font. The building's architecture is characterized by sharp angles and a grid-like pattern of glass panels. In the background, other buildings and trees are visible, suggesting an urban setting.

FLYPE

Primary Logo

The primary logo is the cornerstone of our brand identity. It embodies our essence, values, and distinct visual language, serving as the definitive symbol of who we are. Simple, memorable, and versatile, it resonates with authenticity, making a lasting impression.



Secondary Logo

The secondary logo complements our primary symbol with a nuanced design, offering flexibility in diverse applications. While retaining the core brand elements, it adapts to different contexts, ensuring a cohesive visual identity that resonates across various mediums and experiences.



Logo clearspace



Logo Icon



An aerial photograph of a large port facility. In the foreground, a large blue and white container ship is being pushed or pulled by a tugboat. The ship is loaded with colorful shipping containers. In the background, the port is filled with numerous yellow and white gantry cranes and stacks of containers. The water is a light blue, and the sky is a pale blue with some white clouds.

Logo Misuse

Logo misuse is the improper or unauthorized alteration of a brand's symbol, compromising its intended identity & recognition.

Logo Misuse





Brand Typography

Brand typography is a visual element of a brand style guide, or a brand book, that arranges your business's written copy in a legible way and aligns your messaging with your brand personality.

Corporate Typography

aA

PRIMARY TYPEFACE

Nexa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()<?>

Our primary font is a carefully selected typographic embodiment of our brand identity. Balancing elegance with modernity, it conveys a distinctive character and ensures readability across diverse platforms. This versatile font serves as the visual voice of our brand, allowing for seamless integration in both digital and print mediums. Its consistent application reinforces our commitment to clarity and sophistication, leaving a lasting impression on our audience. From digital interfaces to printed materials, our primary font plays a pivotal role in maintaining a unified and recognizable brand image across all communication channels.

Headings ,Titles Subtitles

Primary Font
Nexa

Heavy

A B C D E F G H I J K L M N P Q R S T U V W X Y Z
a b c d e f g h i j k l m n p q r s t u v w x y z

Character

~ ! @ # \$ % ^ & * () _ + { " : > < / ?

Number

0 1 2 3 4 5 6 7 8 9 !

Corporate Typography

aA

SECONDARY TYPEFACE

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&**()<?>

Context Text and inner Headlines

Caption Text

Your Text Here

Montserrat Regular
5 pt type / 8 pt leading

Copy Text

Your Text Here

Montserrat Regular
8 pt type / 11 pt leading

Headlines
copytext

YOUR TEXT HERE

Nexa Semi Bold - Capital
10 pt type / 10 pt leading

Headlines and Typobreaks

Subline
Textlines

YOUR TEXT HERE

Nexa Bold - Capital
12 pt type / 16 pt leading

Big
Headlines

YOUR TEXT HERE

Nexa - Capital
24 pt type / 32 pt leading



Brand Colors

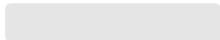
Brand colors are the specific hues chosen to represent a brand, fostering recognition and conveying its personality consistently.

Primary Colors



Our primary colors are the foundation of our visual identity, embodying our brand personality and creating a consistent, recognizable presence.

Secondary Colors



RGB : 229,229,229
HEX : #E5E5E5



RGB : 135,135,135
HEX : #878787



RGB : 84,128,248
HEX : #5480F8



RGB : 77,84,112
HEX : #4D5470

Our secondary colors extend the visual spectrum of our brand, complementing the primary palette to create a harmonious and versatile identity. Each secondary color is thoughtfully chosen to evoke specific emotions and enhance our brand's personality. These hues are strategically employed in various contexts, enriching visual experiences across digital and print platforms. The secondary color palette not only adds depth and dimension to our design elements but also ensures flexibility in conveying diverse messages. By maintaining a cohesive and balanced interplay between primary and secondary colors, our brand achieves a dynamic and memorable presence that resonates with our audience across a myriad of mediums.



Color Usage





Brand Pattern

A brand pattern typically refers to a consistent and recognizable set of elements





Stationary

Printed materials and office supplies reflecting a consistent brand identity





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Date: 10 April, 2020

TO
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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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An aerial photograph of a large port facility. In the foreground, a massive stack of multi-colored shipping containers sits on a barge or pier. Behind it, several large yellow gantry cranes are visible, some with their booms extended. The port is situated along a body of water, with more containers and infrastructure visible in the distance under a bright, cloudy sky.

Thank You!!!

The logo for FLYPE, featuring a stylized blue 'F' icon followed by the word 'FLYPE' in a bold, black, sans-serif font.

FLYPE