



**Flotiq**

BRANDBOOK



### Headless CMS platform.

The company is shaping the future of content management by delivering flexible and modern solutions that enable management without the limitations of traditional systems.

Its key features are innovation, efficiency, and a forward-thinking approach. It allows for dynamic responses to changing market needs, supporting clients in creating personalized user experiences.



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| LOGO

01

# | The main version of the logo

The primary version of the logo is a harmonious combination of a symbol and the brand name. The symbol reflects the core values of the company—modernity and flexibility. The brand name is placed next to or below the symbol in a clear and professional typeface, enhancing recognition and building a cohesive brand image.



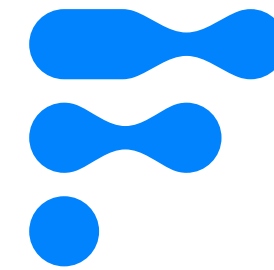
**#141046**

RGB      CMYK  
20 16 70    100 100 34 46

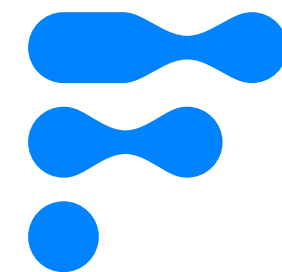


**#0083FC**

RGB      CMYK  
1 131 252    76 48 0 0



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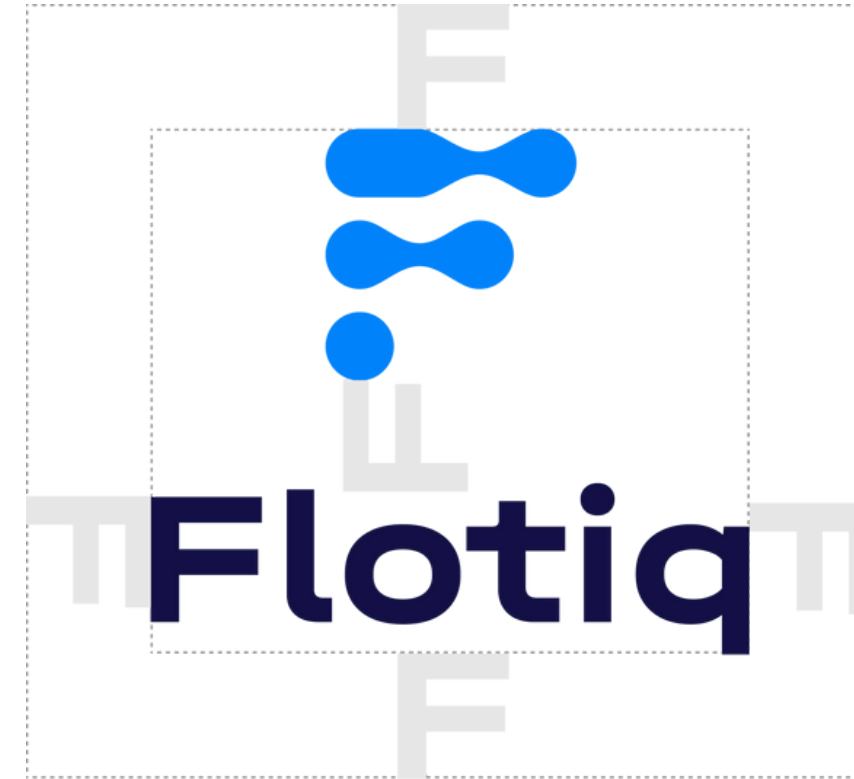
# Logo's clear space

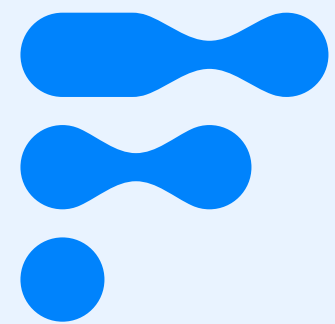
The protective space of the logo defines the minimum area around the main version of the logo, ensuring its clarity and prominence in various contexts. **The size of the protective space is based on the height of the first letter of the company name.**

This space must be maintained around the entire logo, including both the symbol and the name, and must not be encroached upon by any other graphic or textual elements.

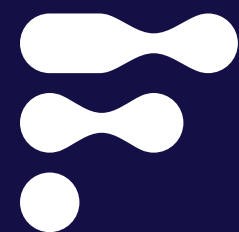


**Minimum logo size: 60px | 20mm**

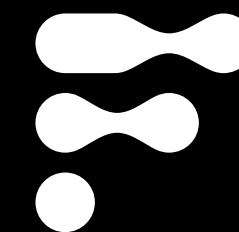




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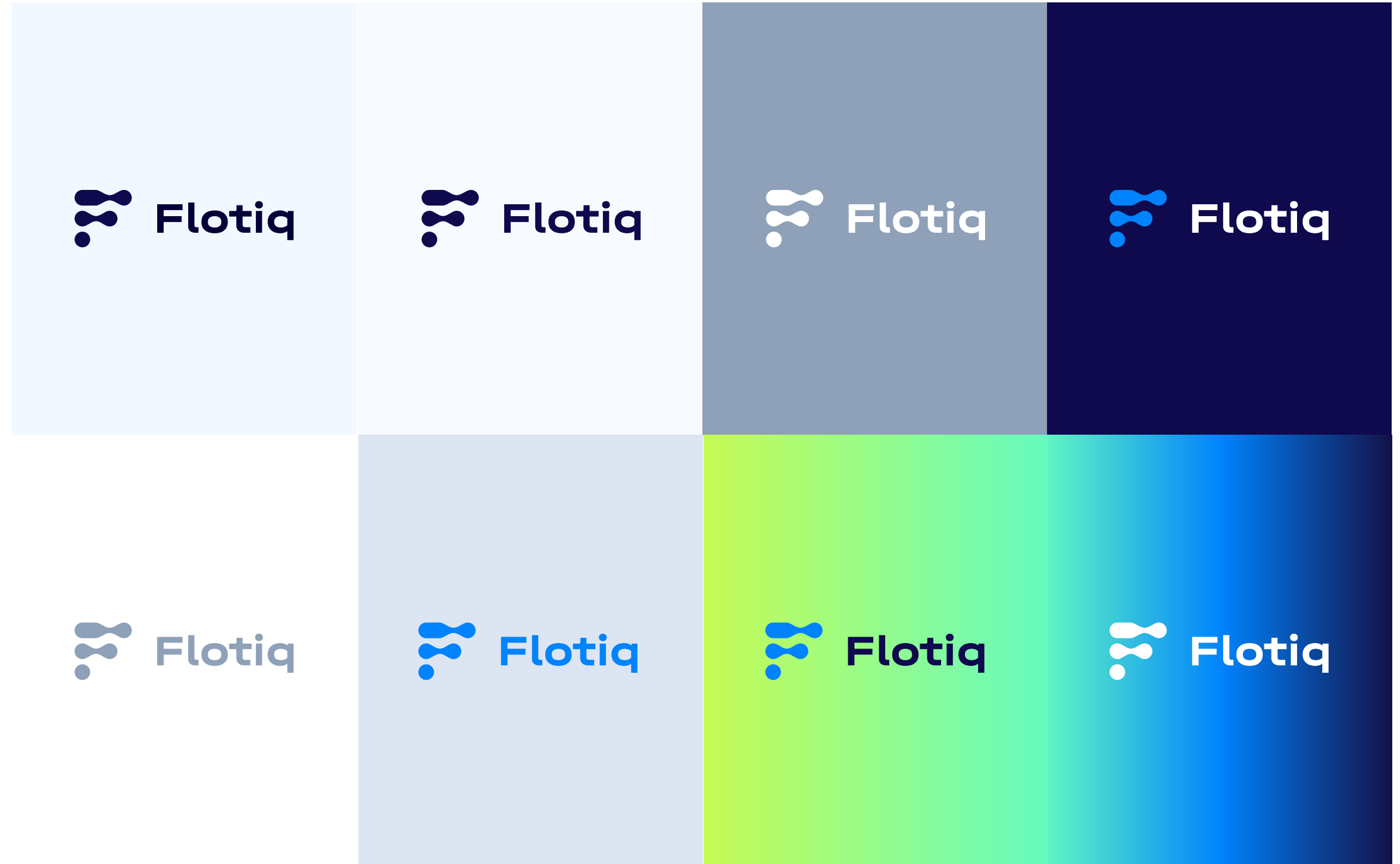
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# Other color versions

On light, especially white backgrounds, various logo variants are permissible, depending on the content and context.

On dark backgrounds, light versions of the logo are recommended to contrast with the background and ensure its visibility.

Each version must be selected so that the logo stands out clearly without losing its visual integrity.





# | Incorrect usage

- Don't add shadow



- Don't change the composition



- Don't change the color to anything other than the allowed color



- Don't cut off the sign



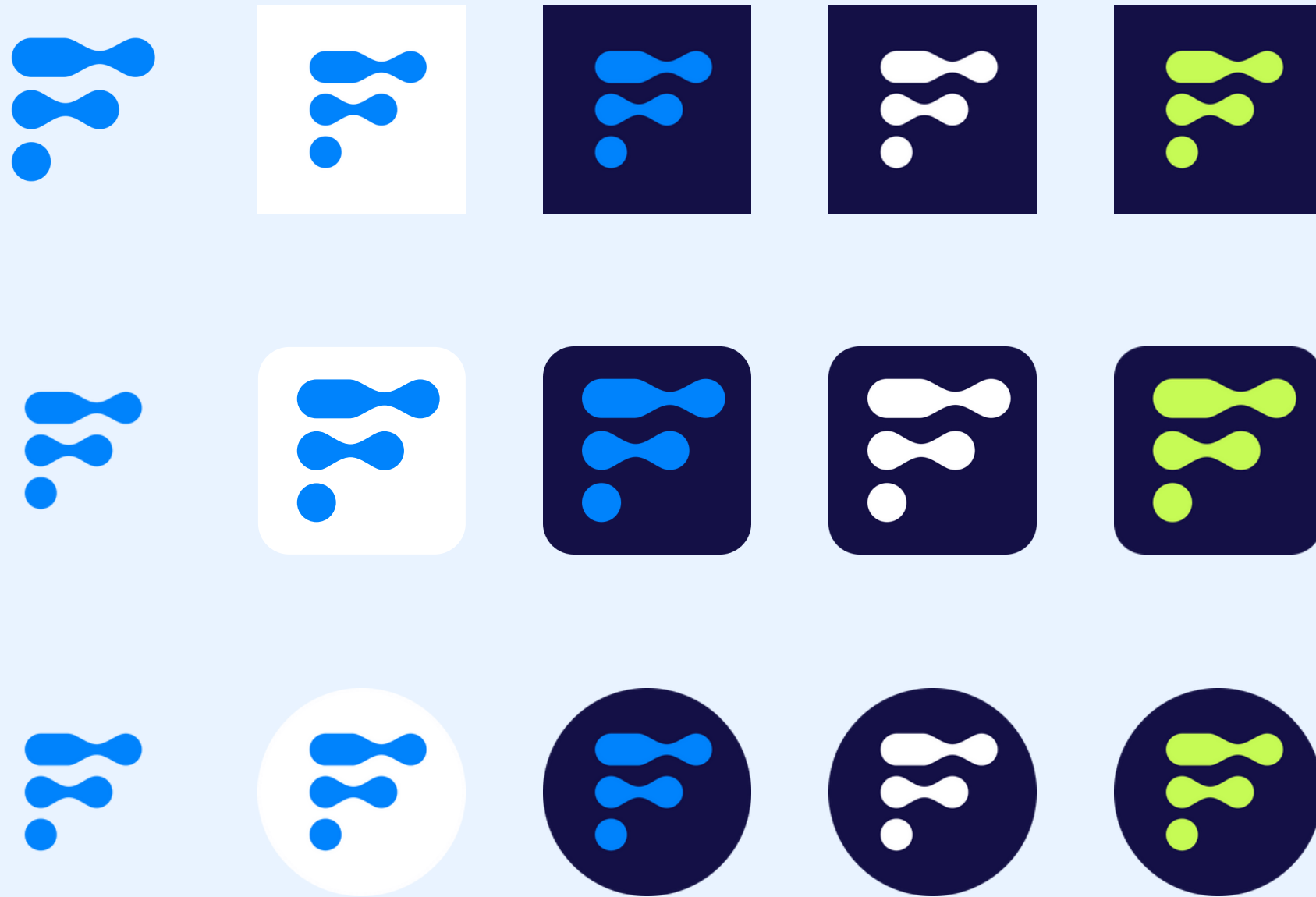
- Don't deform



- Don't put on an unreadable background



# | Avatar / signet



PALETTE

BRAND COLORS

02

# Main colors

The brand's color scheme was carefully chosen to reflect modernity, professionalism and innovative character.

<b>#050038</b> RGB 5 0 56 CMYK 96 92 40 61	<b>#141046</b> RGB 20 16 70 CMYK 100 100 34 46	<b>#0083FC</b> RGB 1 131 252 CMYK 76 48 0 0	<b>#8EA1B8</b> RGB 142 161 184 CMYK 46 30 18 0	<b>#E9F3FF</b> RGB 233 243 255 CMYK 10 2 0 0	<b>#FFFFFF</b> RGB 255 255 255 CMYK 0 0 0 0
Purpose of use: <ul style="list-style-type: none"><li>• contrasts</li><li>• illustration elements</li></ul>	Purpose of use: <ul style="list-style-type: none"><li>• texts</li><li>• logo</li><li>• web texts</li></ul>	Purpose of use: <ul style="list-style-type: none"><li>• highlighting in the texts</li><li>• additional elements</li><li>• logo signet</li></ul>	Purpose of use: <ul style="list-style-type: none"><li>• background</li><li>• web</li></ul>	Purpose of use: <ul style="list-style-type: none"><li>• background</li><li>• illustration background elements</li></ul>	Purpose of use: <ul style="list-style-type: none"><li>• background</li></ul>

# Additional colors

The secondary colors complete the brand's main color palette.

Secondary colors are used in a variety of contexts, such as graphics, illustrations, backgrounds or typographic elements. They should be used in moderation so that they do not dominate the main colors.

<b>#F19EFE</b>	<b>#F3B537</b>	<b>#64FBC1</b>	<b>#C6FB55</b>	<b>#015BD7</b>
RGB 241 158 254	RGB 243 181 55	RGB 100 251 193	RGB 198 251 85	RGB 1 91 215
CMYK 14 40 0 0	CMYK 4 31 91 0	CMYK ! 47 0 40 0	CMYK ! 26 0 85 0	CMYK 86 67 0 0

# | Gradients

Gradients add depth and modernity to designs.

They are used in backgrounds and graphic accents.  
They combine shades from the main palette and additional palettes.

Gradient 01	Gradient 02	Gradient 03
<b>#64FBC1</b>	<b>#64FBC1</b>	<b>#C6FB55</b>
RGB 100 251 193	RGB 100 251 193	RGB 198 251 85
CMYK ! 47 0 40 0	CMYK ! 47 0 40 0	CMYK ! 26 0 85 0
<b>#015BD7</b>		
RGB 1 91 215		
CMYK 86 67 0 0		
<b>#141046</b>	<b>#015BD7</b>	<b>#64FBC1</b>
RGB 20 16 70	RGB 1 91 215	RGB 100 251 193
CMYK 100 100 34 46	CMYK 86 67 0 0	CMYK ! 47 0 40 0



# | TYPOGRAPHY

# | Main fonts

## Inter

This is the primary font used in all texts, both in main content and in smaller text elements. Used all variations of this typeface (from regular to bold), which provides flexibility and consistency in different contexts.



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

Light Regular Medium SemiBold Bold Black

## Halvar

This font is used exclusively in headlines, where emphasizing the message is crucial. Halvar is distinguished by its robust and distinctive style, which gives headlines a strong, dynamic character.



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

**Bold**

# | Additional font

## Verdana

As the most accessible font on all devices, Verdana is used where maximum compatibility and accessibility are required. It ensures that communications remain legible and consistent even in environments that may not support more advanced fonts.



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

Light Regular **Bold** **Black**

## Main font color

#050038

RGB 5 0 56  
CMYK 96 92 40 61

## Additional font color

#0083FC

RGB 1 131 252  
CMYK 76 48 0 0

#FFFFFF

RGB 255 255 255  
CMYK 0 0 0 0

## Background colors

Aa

Aa

Aa

Aa

Aa

Aa

Aa

Aa

# | **Headline design**

font - Halvar

marker



**Headline** **text**

**#050038**

**#0083FC**



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