



Brand Guideline

A brand guideline, or brand style guide, is a document that defines the usage of a company's or brand's logo, colors, typography, graphic elements, and other brand identity elements. It is typically created to ensure consistency of the brand, maintain its identity, and standardize brand communication.



Colors

2 main colors were selected based on Flex brand identity



Primary Color

#204f4a



Primary Color

#e9a13a

Typo

Fonts that should
be used for Flex

MONT HEAVY	01
MONT BOLD	23
MONT SEMIBOLD	45
MONT REGULER	63
MONT THIN	76

Font selection is crucial for brands as it significantly influences their identity and visual image. Choosing the right font ensures alignment with the target audience, reflects the brand's character, and enhances perceived value. The design of a font also defines the brand's communication style and attitude, facilitating emotional and cultural connections with consumers.

A B C Ç D E F G Ğ H İ J K L M N	1 2 3
O Ö P R S Ş T U Ü V Y Z	4 5 6
a b c ç d e f g ğ h i j k l m	7 8 9
n o ö p r s ş t u ü v y z	

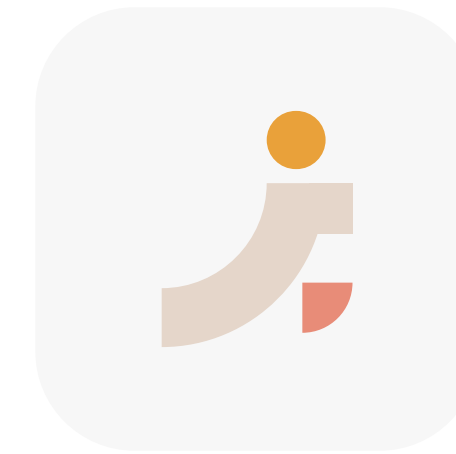
Logo Usage

Logo usage guidelines define how a logo should be correctly used, including aspects like color, size, placement, and background. They aim to maintain the brand's visual identity and enhance recognition.



Icon Usage

In mobile applications, icon usage refers to the design and implementation of a small symbol used as the app's icon. This symbol helps identify the app on devices and typically reflects the app's brand or key features.



Achromatic Versions

Using a logo in grayscale refers to using it without color, typically for scenarios like black-and-white printing or low-resolution displays. It ensures consistency and recognition across different contexts for a brand's logo.



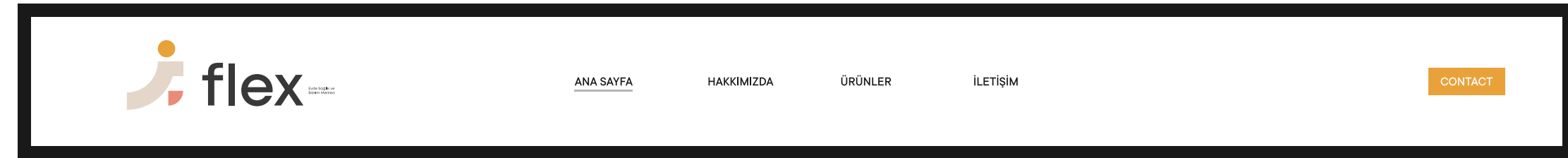
Headers

The web header is located at the top of a webpage and typically includes important navigation elements such as the logo, title, menu bar, and search bar.

On - image



Navigation



Navigation on - image



JIMAC
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