



BRAND GUIDELINES

⚡ Version 2.1



# florrent Brand Guidelines

## Version 2.1

### How To Use This Book

These guidelines describe the visual elements representing florrent's identity, including our logo, and other details such as color, type, and graphics.

Sending a consistent and controlled message of who we are is essential to convey our organization's robust and unified image. The florrent logo, name, colors, and identifying elements are valuable assets. Each of us is responsible for protecting the organization's interests by preventing unauthorized or incorrect use of florrent name and marks.



Brand Guidelines

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## SECTION 1

# 01 The florrent Logo and Name

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The organization's mark is designed to reflect florrent's values and must never be altered or distorted in any way. The mark is a central component of florrent brand. Please be sure to implement it consistently across all applications.

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**Logo Introduction**

**Letter Case Guidelines**

**Construction and Clearspace**

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**Incorrect Logo Treatment Examples**

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## Logo Introduction

### The Full Logo

The florrent logo is text based and designed with Azo Sans. There are three approved colors Light Blue, Black, and White.

Recommended formats are:

.eps | .ai | .png | .svg

### The Logo Symbol

The logo symbol should live to the left of typeface. The mark represents a balance of energy and flow. The logo icon can standalone upon approval. Use best judgement when using the icon.

### Letter Case Guidelines

The company name, florrent, should always be written in lower case.

**florrent Symbol**



**florrent Typeface**

florrent

**florrent Full Logo**



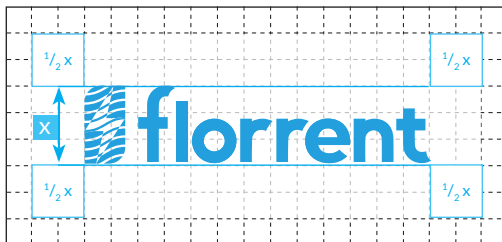
## Logo Construction and Clearspace

It is important to keep organization's marks clear of any other graphic elements. An exclusion zone should be established around the organization's mark to indicate the closest any other graphic element or message can be positioned in relation to it.



### Clearspace

#### Logo Symbol



### Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

### Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

## Approved Logo Versions

Full Color



Black



White



## Minimum Logo Sizes

### Full Logo

Minimum Width: 1.5 in.



1.5 in.

## Incorrect Logo Treatment Examples

It is crucial to maintain the integrity of florrent logo at all times. The easiest way to ensure proper logo treatment is to use the file types provided. Maintain the appropriate aspect ratio and sizing via the previously mentioned logo guidelines.

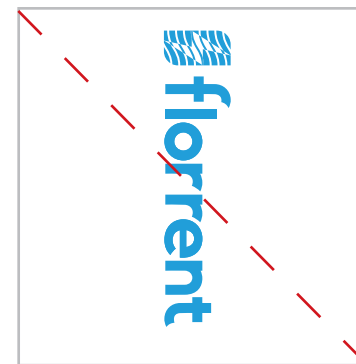
Here is a list of common mistakes that could occur when handling our logo. If you have any questions about an option unlisted here, please contact the brand manager.



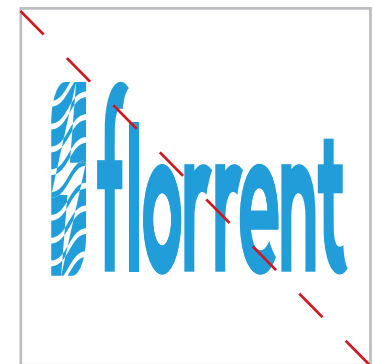
Don't change width



Don't change font



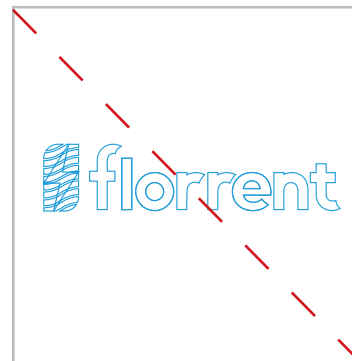
Don't change orientation



Don't change height



Don't crop



Don't outline



Don't include a gradient



Don't alter colors



## Handling Partner Logos

Our partner organizations, investors, and alma maters deserve the same respect as we do. Therefore, our priority is to portray their brand in whatever way they tell us when handling their logos and materials.

However, some brands may not have guidelines for us to follow. If this is the case, we will follow the golden rule of logo treatment: treat other brands with the same care we treat ours.

### Partner/Member Logo Padding

When representing partner logos, margin of 10% of the longest side around



Frame and Padding area



Final execution example

**MONTERRAT**

**A B C D E F G H I J K L M N O 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 o p q r s t u v w x y**  
**z 0 1 2 3 4 5 6 7 8 9 ! § % & / (**  
**) = ? # @ © ® ™ \$ € £ ¢ • ° - \_ —**

**EXTRABOLD**

## SECTION 2

# 02 Our Typography System

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A typographic palette must be functional and beautiful all at once. By creating a contrast between elements, Typographic guidelines ensure the most important words are displayed with

the most impact so users can scan text for crucial information. Here, you'll find some of the most common techniques for florrent layouts.

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**Titles and Calls-to-Action**

**Body Copy and Body Emphasis**

**Font Hierachy**

## Titles and Calls-to-Action

### About Montserrat ExtraBold

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique.

# Montserrat ExtraBold

**Primary Font**  
**Montserrat ExtraBold**

**Principal Designer :**  
**Julieta Ulanovsky**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Extra Bold

0 1 2 3 4 5 6 7 8 9 0

Figures

! “ § \$ % & / ( ) = ? ` ; : i “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω ” / ø π • ± ‘ æ œ @ Δ ° ª © f ð , à ¥ ≈ ç

Special Characters

**Type Examples**  
**Montserrat ExtraBold**  
**Medium**

# Body Copy and Copy Emphasis

## About Lato

Lato is a sans serif typeface family started in the summer of 2010 by Warsaw-based designer Łukasz Dziedzic (“Lato” means “Summer” in Polish). The semi-rounded details of the

letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. “Male and female, serious but friendly. With the feeling of the Summer,” says Łukasz.

## Secondary Font Lato (All Weights)

Designer :  
Łukasz Dziedzic

# Lato

Bold

A B C D E F G H I J K L M N O 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 o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O 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 o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! “ § \$ % & / ( ) = ? ` ; : j “ ¶ ¢ [ ] | { } ≠ ¿ ‘  
« Σ € ® † Ω ” / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

## Type Examples Lato

LATO

A B C D E F G H I J K L M N O 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 o p q r s t u v w x y  
z 0 1 2 3 4 5 6 7 8 9 ! § % & / (  
) = ? # @ © ® ™ \$ € £ ¢ • ° - \_ —

REGULAR

**Context Text  
and Inner Headlines**

Caption Text

florrent Type

Lato Regular  
6 pt Type / 9 pt Leading

Copy Text

florrent Type

Lato Regular  
8 pt Type / 11 pt Leading

Headlines  
Copytext

**FLORENT TYPE**

Lato Extra Bold - All Caps  
10pt Type / 10pt Leading/220pt Tracking

**Headlines and  
Typebreaks**

Sublines  
Sections

**florrent Type**

Montserrat ExtraBold  
16pt Type / 16pt Leading

Big  
Headlines  
and Title

**Intro Type**

Montserrat ExtraBold  
34pt Type / 30 pt Leading

Sequencer  
and Title for  
Marketing

**The Header**

Montserrat ExtraBold  
48pt Type / 48 pt Leading



**LIGHT BLUE**



**DARK BLUE**



**GREEN**



**ORANGE**





### Section 3

# 03 Our Color System

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Color plays a vital role in the florrent identity program. The colors in the following pages are recommendations for various media.

Consistent use of these colors will contribute to the cohesive and harmonious look of florrent brand identity across all relevant media.

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#### Primary Color System

#### Secondary Color System

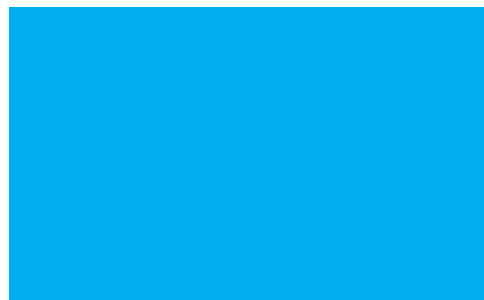
## Primary Color System

### Explanation

florrent has two primary colors: Light Blue, and Dark Blue. These colors have become recognizable identifiers for the organization.

### Usage

Use them as the dominant color palette for all and external visual presentations of the organization.



#### Light Blue

**CMYK** : 71,13,0,0

**RGB** : 0,174,239

**WEB** : #00AEEF

#### Pantone Codes

**COATED** : 299C

**UNCOATED** : 306U



100% 80% 60% 40% 20%



#### Dark Blue

**CMYK** : 98,90,42,50

**RGB** : 31,33,64

**WEB** : #1F2140

#### Pantone Codes

**COATED** : 2768C

**UNCOATED** : 2757U



100% 80% 60% 40% 20%

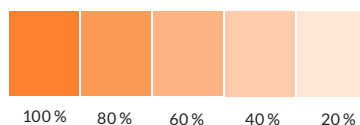
## Secondary Color System

### Explanation

The secondary colors (Orange and Green) are complementary to our official colors, but are not the primary identifiers for our organization. These colors should be used sparingly.

### Usage

Use Secondary Colors to accent and support the primary color palette.



100% 80% 60% 40% 20%

#### Pantone Codes

COATED : 3588C

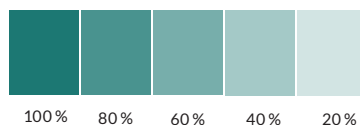
UNCOATED : 1375U

### Orange

CMYK : 0,60,83,0

RGB : 255,128,46

WEB : #FF802E



100% 80% 60% 40% 20%

#### Pantone Codes

COATED : 2237C

UNCOATED : 7711U

### Green

CMYK : 83,30,53,17

RGB : 28,120,115

WEB : #1C7873



## SECTION 4

# 04 Our Imagery System

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florrent is a brand steeped in positivity and effectiveness. Therefore, our imagery guidelines enable us to reflect this at all times. Our brand employs textures, icons, illustrations and photo treatments to differentiate ourselves in the market.

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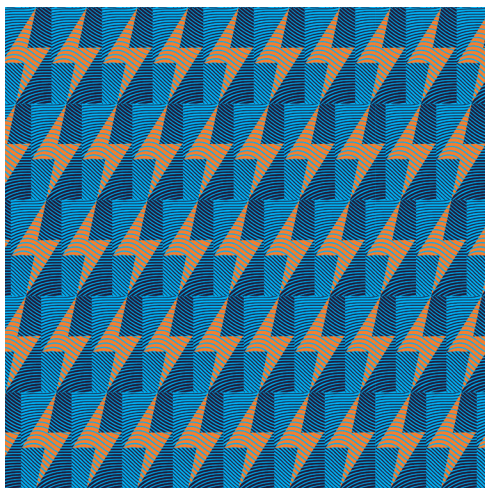
**Organization's Brand Textures**

**Image Treatment Examples**

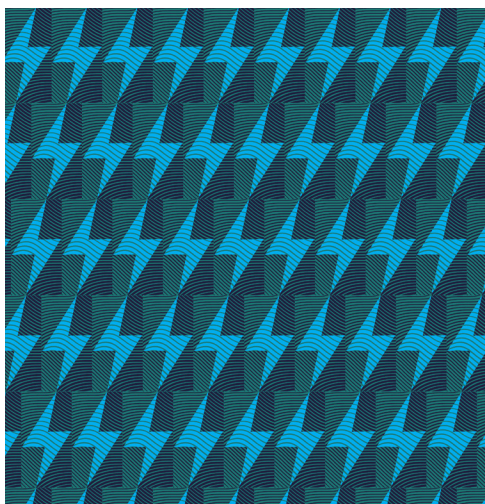
**Photography Direction**

**Illustration Style**

## The florrent Pattern



**Multi-Pattern A**  
Orange and Light Blue

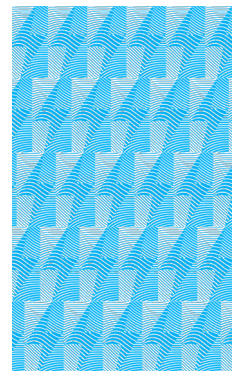


**Multi-Pattern B**  
Green and Light Blue

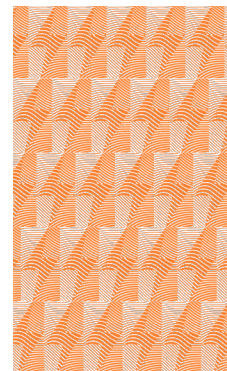
## florrent Brand Textures

florrent uses various advertising techniques to enhance our public image.

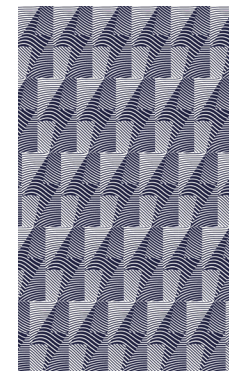
The patterns shown on the left and below and the icon at the bottom of the page are the approved treatments we use to entice and inform. florrent uses various advertising techniques to enhance our public image.



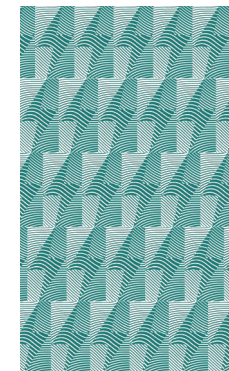
**Flat Pattern A**  
Blue



**Flat Pattern B**  
Orange



**Flat Pattern C**  
Dark Blue



**Flat Pattern D**  
Green



### Icon/Special Character

The Icon seen here is a typeface called 'florrent Bullet.otf.' Use it sparingly for bullets or icons that draw attention to key ideas.

Only use this element in the approved brand colors, black or white.





# florrent

**Thank You for Taking  
Good Care of Our Brand!**

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