FlowBank

Seriously Simple ✚

Version 04.2022

Brand guidelines

FlowBank

Seriously Simple ✚

01

Who we are

Our vision

Seriously Simple
Seriously Banking
Seriously Swiss

Our tone

FlowBank's tone is focused on clear communications.

At FlowBank we use abbreviations only after explaining the full meaning of the word. We do not use exclamations. When we are addressing someone we don't know personally, a client or a potential client it's usually best to start out formal (ie: Dear Mr. Jones, Dear Ms. Smith).

We aim to follow these guidelines in our tone

Crisp and clear	Avoid ambiguity. We are transparent in our language.
Natural	Say it out loud. Does it sound natural in a conversation? If not reword the phrase.

Key elements we want to follow in our writing

Positivity	We use positive language
No passive sentence	Always use the Active voice
No slang and jargon	Write in plain English

FlowBank

Seriously Simple ✚

02

The logo

Main logo

FlowBank

Seriously Simple ✚

Main logo structure and safe area

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

Main logo on backgrounds
__

FlowBank
Seriously Simple ✛

FlowBank
Seriously Simple ✛

FlowBank
Seriously Simple ✛

FlowBank
Seriously Simple ✛

"W" logo

"W" logo structure and safe area

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

"W" logo use and backgrounds

The "W" is used for the app icon, social media profile picture and fav icon. It can also be used in complex illustrations as a visual element.

The background depends on the use.

FlowBank

Seriously Simple ✚

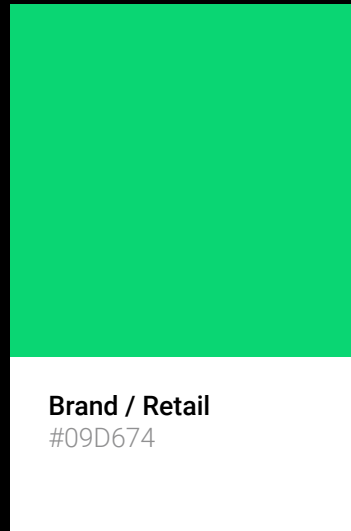## 03

Brand colors

Corporate colors

Used for the global communication and for our different type of clients.
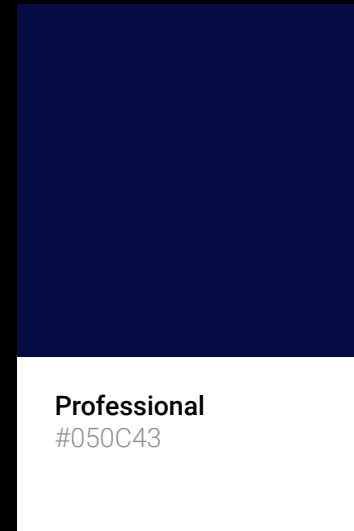
Brand / Retail
Main color of our brand used in all our products and communication. New and advanced traders.

Professional
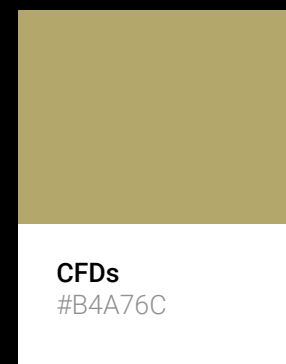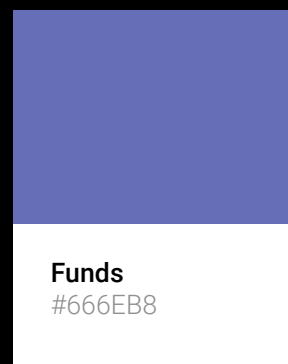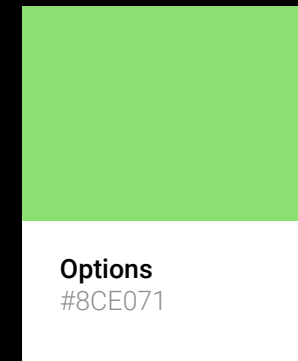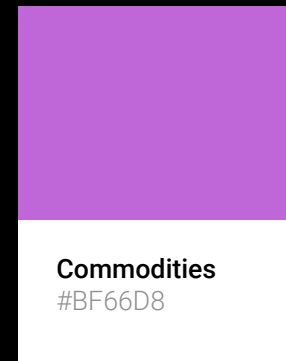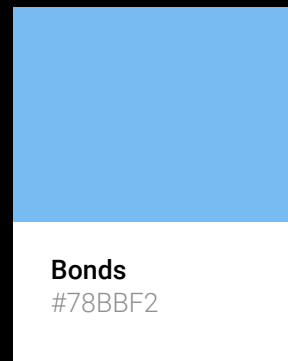Corporate and institutional clients.

Brand / Retail
#09D674

Professional
#050C43

Product universe colors

Used for each category of our investment universe.

Forex
#E86238

Stocks & ETFs
#007A87

Crypto-asset
#00D1C1

Bonds
#78BBF2

Commodities
#BF66D8

Options
#8CE071

Funds
#666EB8

CFDs
#B4A76C

Futures
#FFE347
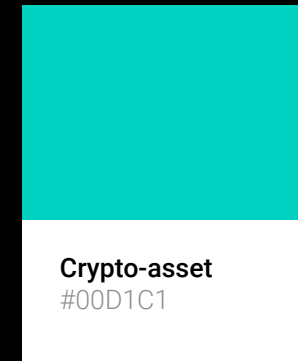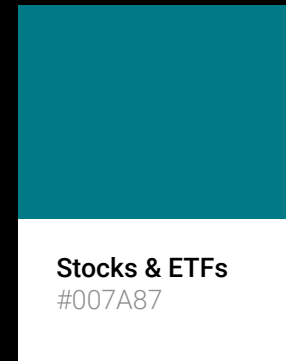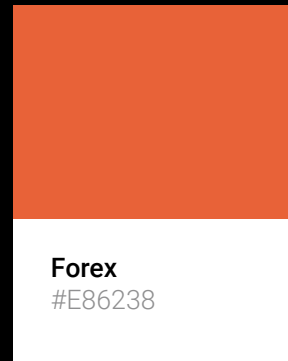
FlowBank

Seriously Simple ✚

04
Brand font

Roboto

Used across products and marketing materials.

Light style is used for all the texts and titles. We also use Medium style for some subtitles.

Aa

Light

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.

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Ww Xx Yy Zz

0123456789
!@#$%^&*?/)

FlowBank

Seriously Simple ✚

Thank you!

For more informations, please contact:

Design Team

design@flowbank.com
Esplanade de Pont-Rouge 6
P.O. Box 1303, 1211 Geneva 26
Switzerland