Fley
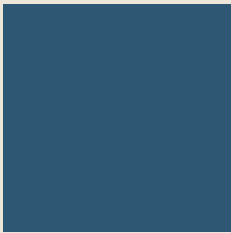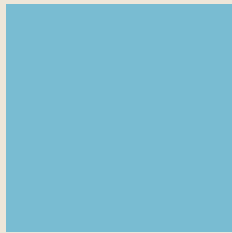
CI/CD FLEY

Corporate Identity
Corporate Design

COLORS

The colors are picked to resemble the colors of the sea and should communicate a calm environnement to the client.
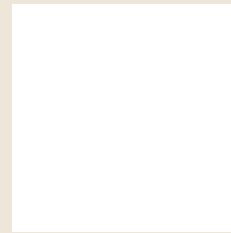
Primary
#345574

**Secondary**
#89c2d9

Background
#f3ebe0

White
#ffffff

„Black"
#444444

The „Black" color is specifically more of a dark grey to better fit the more pastell like colors of the brand and reduce the contrast a black color would have. It is also advised to use the white color sparse.

The colors are not fixed and can be used differently if needed. This means the Primary color can also be used as a background color and the background could then be used as a primary color.
Other colors can not be used. (Graphics and Pictures are excluded)

Modification

If needed there is the possibility to adjust the colors. Colors can be modified by reducing the opacity or darken or lighten the color.
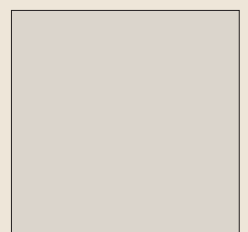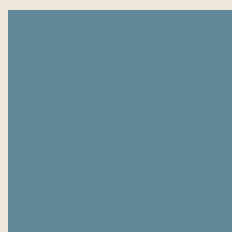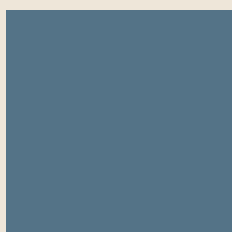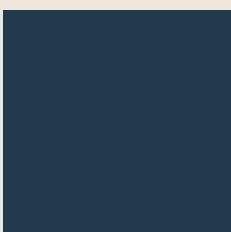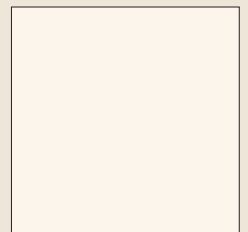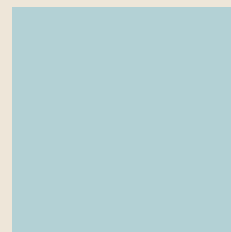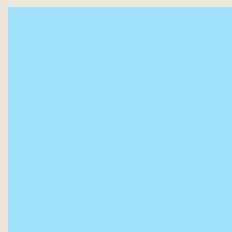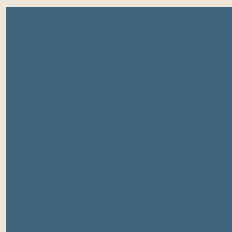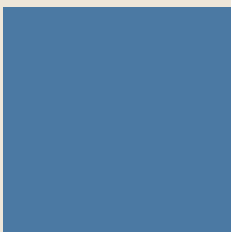
FONTS

These Fonts were chosen:
- Overpass Black
- Rubik
  - Light
  - Regular
  - Medium
  - Bold
- Freude

Overpass is used as a clear Titlefont.

Rubik is used as the Text font and can be used in the 4 listed font weights.

Freude was picked as a friendly and joyful Logo font and can also be used for subtitles or other special use cases.

OVERPASS BLACK 25PT

100PT

50PT

Rubik Light
Rubik Regular
Rubik Medium
Rubik Bold

Rubik Light
Rubik Regular
Rubik Medium
Rubik Bold

Freude

Size

The font sizes are not fixed but the fonts should keep their hierarchy and it is advised to use sizes in 10, 5 or 2 point steps.

Here are a few recommendations:
Titles: 100pt, 50pt, 25pt
Text: 10pt, 12pt, 14pt, 24pt
Logo Font: 20pt, 25pt, 30pt, 50pt (These sizes do not apply to the Logo itself)
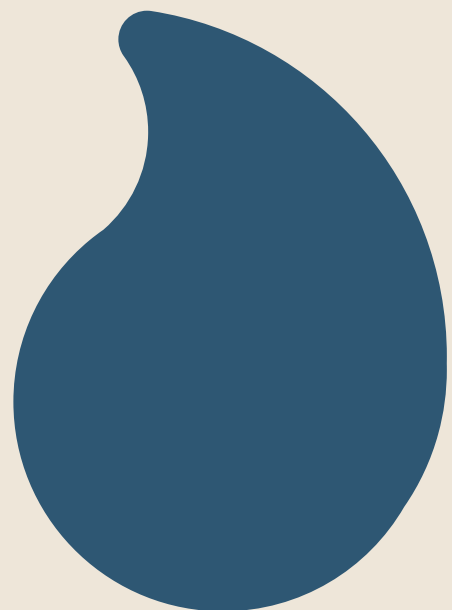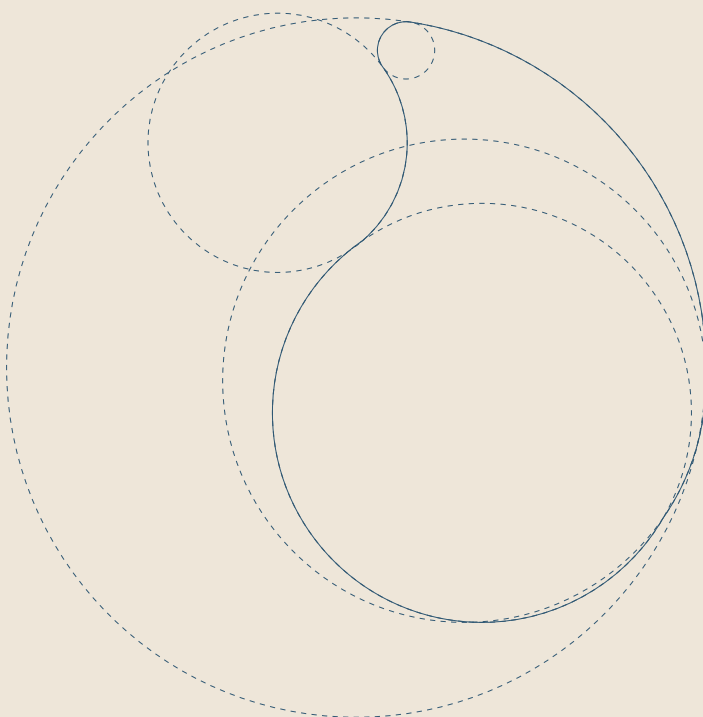
LOGO

The Logo is made out of an icon and the text „Fley". Both parts can be used individually if needed and the Icon can even be used a style elements.
The icon is normaly displayed with a border and no fill but can also be used as an icon with fill. If used with the text the Icon has to be without fill.

The Icon

The Icon is resembling a drop of water or color aswell as the tip of a brush.
See the meaning of the elements below:

Water   Stands for the creations of things and the connection to nature
Color   Resembles the creativity within the brand and the products
Brush   Stands for the process used to create something beautiful

Colors

The Logo can be used in all 5 brand colors. If possible it should be used with the primary, secondary or background color. The standard color for the Logo is the primary color and should be used most often.
It is not allowed to use any other color with the Logo.

Placement

The Logo should be placed a drop width away from all borders. On the underside of the logo the text line is used and not the part of the Y.
The Logo can be placed in every corner, even though the top right corner is the prefered place. For more special use cases, like for example an intro, the Logo can also be placed in the middle. This Logo can also be bigger.
The Logo size for the corner-placed Logos should be between 20-25% of the length of the top border.

PATTERNS

Here are e few possible patterns that can be used.
It is also possible to create other patterns as long as they fit the CI/CD of Fley.

Other Graphics that can be frequently used, are any types of drops or waves.
Find some examples below.