



# Brand Guidelines

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# Usage on Backgrounds

(Full-Color Logo)

**Full-color logos can be used only on white and black colored backgrounds.**

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.



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# One Color Usage

**In the case where color (or more than a single color) isn't possible, a single-color logo can be used.**

However, the single-colour logo must only be used in black and white colorways, as displayed below.

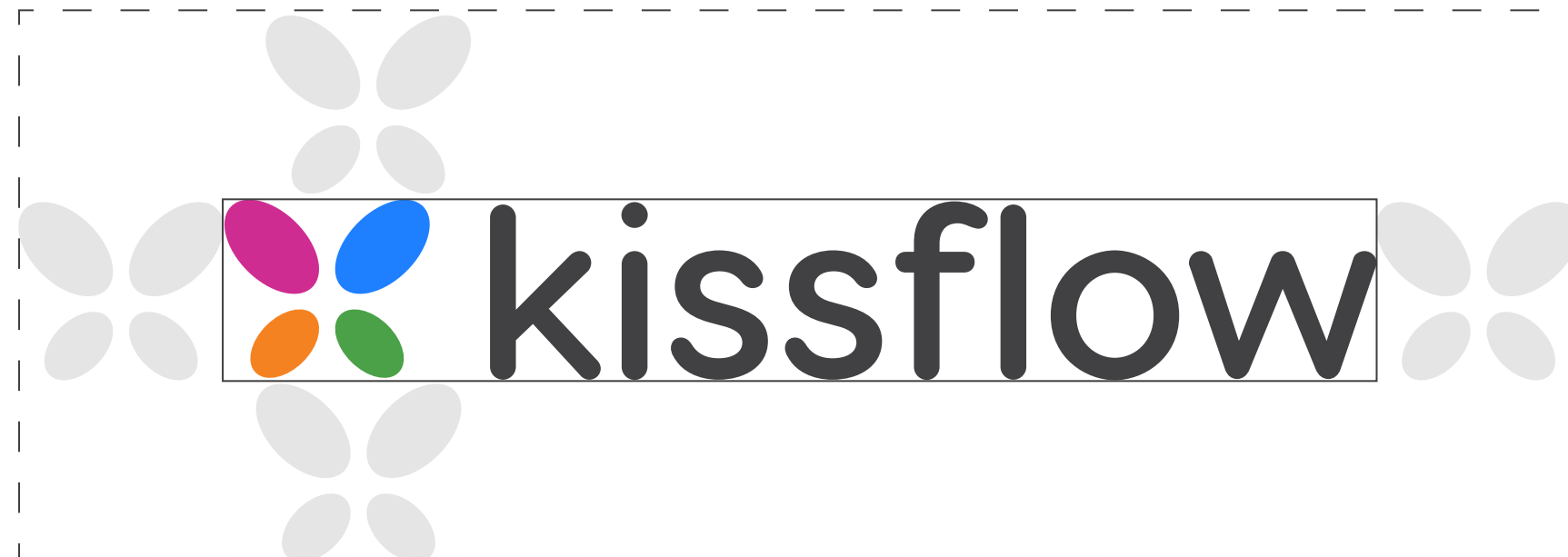


# Space Around the Logo

**For maximum readability and visual impact, the logo must be surrounded by an appropriate “clear zone.”**

The “clear zone” is the area that visually separates the logo from all other graphic elements that might cause visual clutter.

No copy or graphics are permitted in this area.



# Logo Misuse

Do not crop the logo



Do not distort the logo



Do not alter the opacity of the logo



Do not use drop shadows or any other effects



Do not use the graphic without our wordmark



Do not change the font type



Do not use different colors



Do not outline logotype



Do not change the size or orientation of the butterfly and logotype in relation to each other



Do not rotate any part of the logo



# Color Palette

The colors listed below are the foundation of Kissflow’s brand palette.

Avoid deviating from our signature set of colors or using tints of these values.



HEX Code  
**#CF2C91**

C-15 M-95 Y-0 K-0  
R-207 G-44 B-145

PANTONE 240 C



HEX Code  
**1F80FF**

C-75 M-50 Y-0 K-0  
R-31 G-128 B-255

PANTONE 2727 C



HEX Code  
**#F58220**

C-0 M-60 Y-100 K-0  
R-76 G-145 B-247

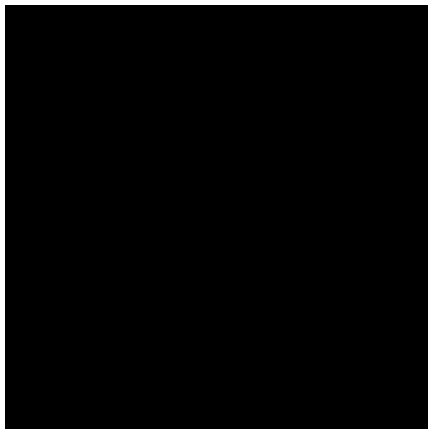
PANTONE 1575 C



HEX Code  
**#4AA147**

C-75 M-15 Y-100 K-0  
R-74 G-161 B-71

PANTONE 7738 C



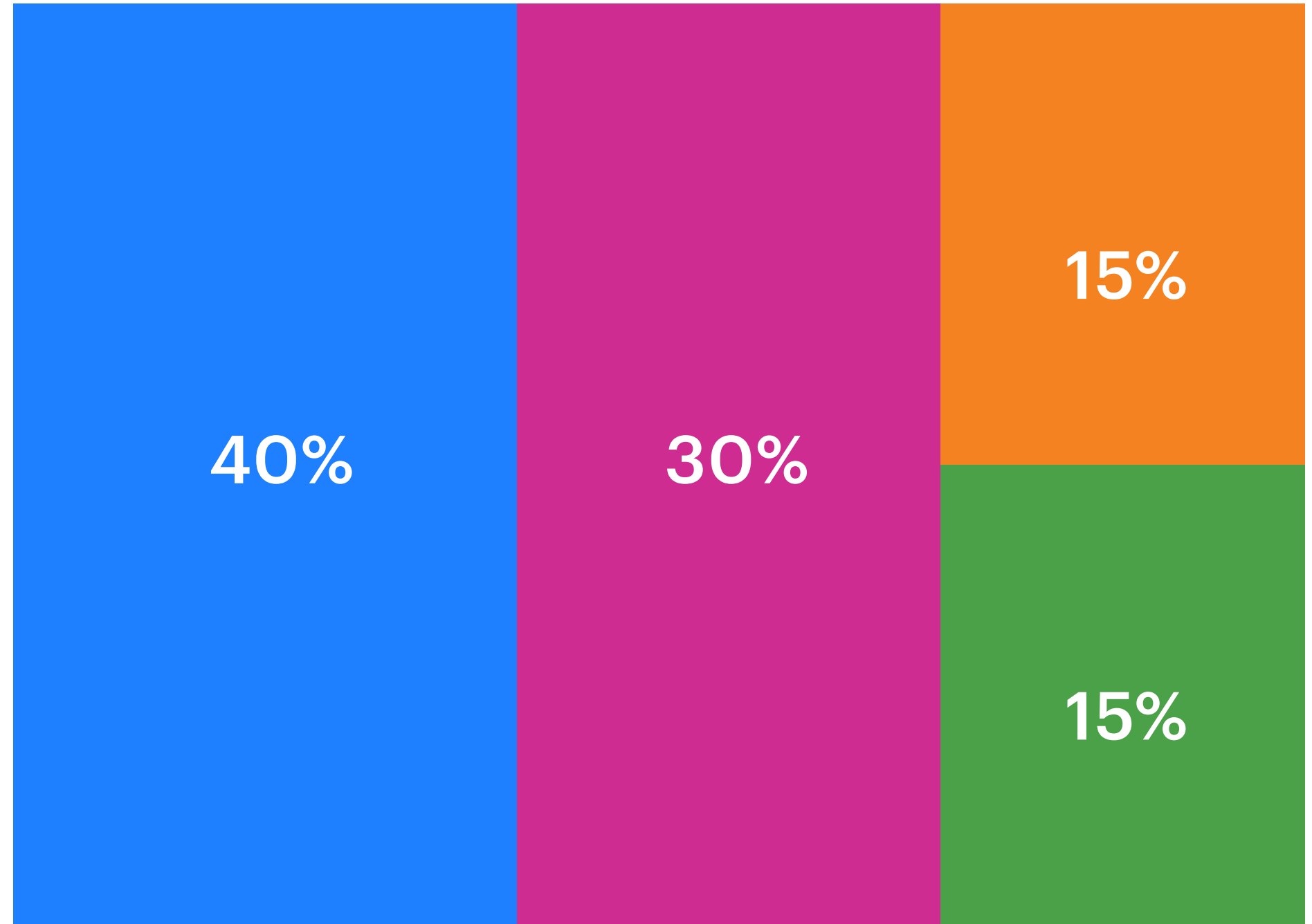
HEX Code  
**#000000**

C-0 M-0 Y-0 K-100  
R-0 G-0 B-0

PANTONE Black 6 C

# Color Percentages

Blue and Magenta is our primary brand color, while green and orange are secondary brand colors used to create brand assests.





# Typography

Graphik is the typeface used in headlines and call-outs in all Kissflow marketing materials, including the website. Four variations of this typeface is used in our content.

## Brand Font: Graphik

Family	Regular	Specimen	Nymphs blitz quick vex dwarf jog.
	Medium		Nymphs blitz quick vex dwarf jog.
	Semibold		Nymphs blitz quick vex dwarf jog.
	Bold		Nymphs blitz quick vex dwarf jog.

Note: Don't use italics font

# Text Usage

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Whenever you spell out our brand name, always use an upper case for the letter “K” (don’t use all-caps or lowercase).



**Kissflow**



**KISSFLOW**



**kissflow**

