

flöde

Brand Guidelines

Visual Identity

Version 1: 2024

Introduction

Welcome to *flöde* brand guidelines.

These guidelines are crafted to help you embody and express the Flöde brand in all its forms. Here, you'll find an introduction to our brand strategy, verbal and visual identity, and detailed usage instructions to ensure that every interaction reflects Flöde's vision. Whether you're designing for digital or print, our guidelines will empower you to create cohesive, compelling communications that bring Flöde's commitment to smart, elegant solutions into everything we share with the world. Dive in, and discover how to bring Flöde's unique identity to life.

Preface

The graphic identity for *flöde* is outlined in this brand book. Adhering to these guidelines ensures a *unified* brand presence and establishes rules for the *consistent* application of all brand elements.

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Brand Story

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Who We Are

flöde is a fusion of *innovation and elegance*, crafting sustainable, personalized experiences that transform everyday rituals into moments of *harmony*.

How We Started

flöde emerged from a vision to turn everyday rhythms into something extraordinary.

Inspired by the subtle power of space and its impact on the self, we created a brand that merges innovation with elegance.

Our Mission

Our mission is to transform daily routines by merging cutting-edge technology with luxury. We craft spaces where sustainability and innovation create enriching, mindful experiences, elevating every moment of your day.

Our Vision

Elevate your daily ritual with our fusion of technology and luxury. We create sanctuaries where sustainability and innovation inspire a new way of living, turning routine moments into delightful experiences for you and the planet, enriching everyday life.

Our Purpose

Our purpose is to revolutionize daily rituals through seamless design, where technology, comfort, and sustainability blend harmoniously. We craft spaces that uplift well-being and confidence, inspiring a lifestyle that merges luxury with environmental mindfulness.

Fluid
Enriching
Intuitive
Refined
Transformative
Resonant.

The Essence

Our brand exudes a blend of sophistication and insight, creating intuitive, transformative experiences. We prioritize elegance and innovation, ensuring that every interaction is enriching, resonant, and seamlessly elevates daily routines.

Confident
Invigorating
Elegant
Empathetic
Modern
Eloquent.

The Voice

flöde embodies a blend of grace and forward-thinking. It balances a refined, engaging tone with a warm, empathetic touch, creating a voice that fosters confidence and connection while reflecting a commitment to excellence and modern insight.

Core Identity

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- 2.6 Print Limitations
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- 2.8 Acceptable Combinations
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- 2.12 Photography

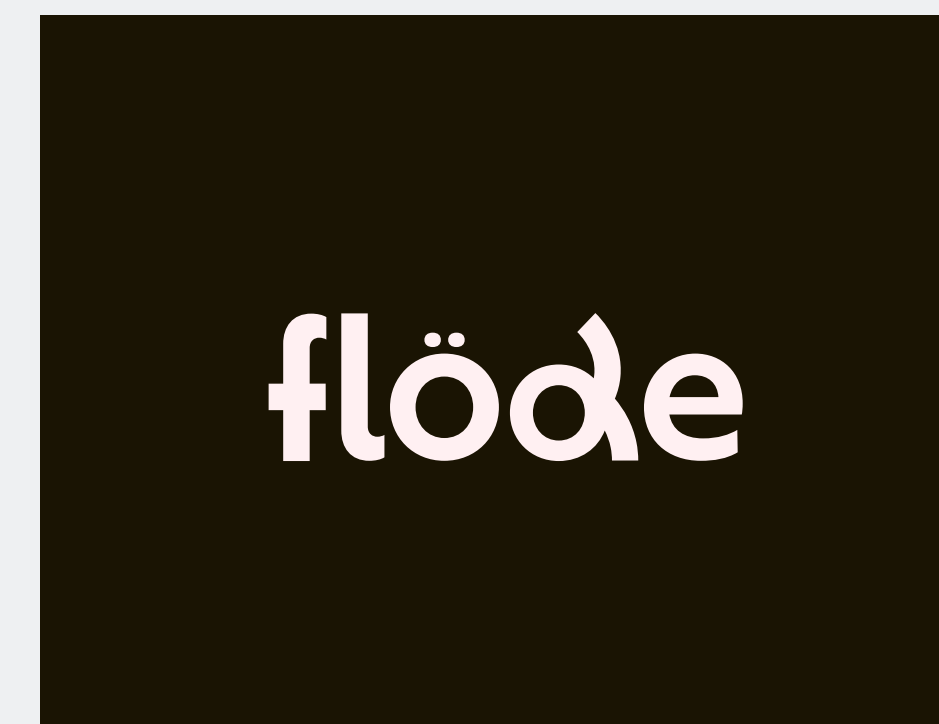
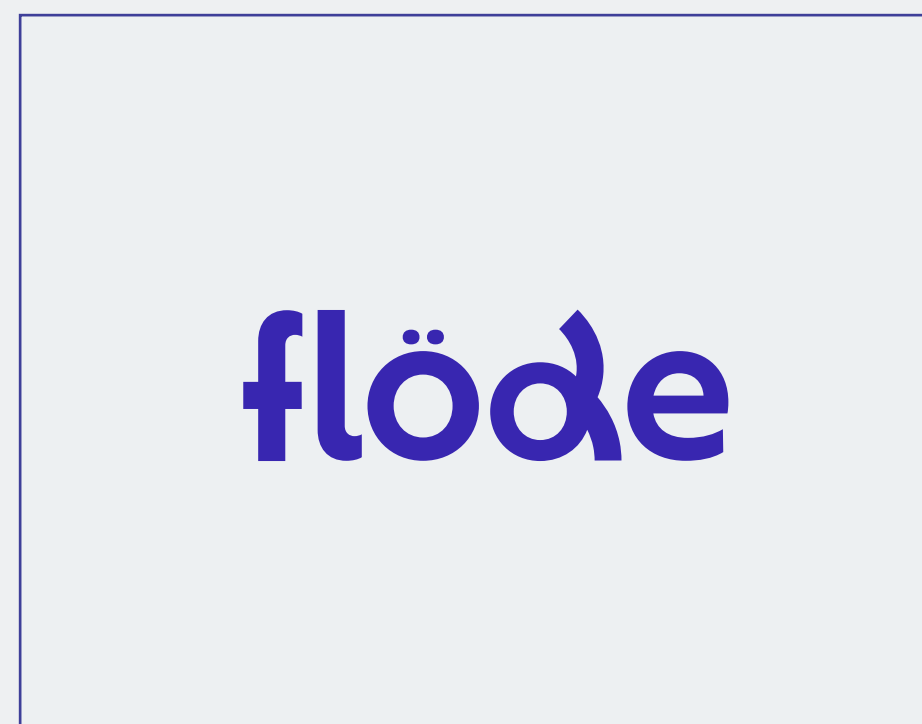
Our Logo

In bold blue typography with a modern sans-serif style, the logo embodies our focus on smart bathroom and closet solutions. The umlaut over the “o” adds sophistication, symbolizing seamless integration of technology and design.

flöde

Usage on Backgrounds

The logo should maintain a central position for primary usage. In alternate placements, it must adhere to specified contrasts—blue for light backgrounds and white for dark backgrounds. Consistent contrast within the defined color palette is essential for cohesive visual identity.



Logo Misuse

The drawing, proportions, and spacing of the brand assets are precise and must not be altered, redrawn, or adjusted; always use master art files for any logo requirements.



DO NOT distort or stretch the logo.



DO NOT alter the typeface of the logo.



DO NOT crop any part of the logo.



DO NOT change logo proportions

Logo Misuse



DO NOT warp the logo to fit into place.



DO NOT use Gradients of ANY colour.



DO NOT add Borders or Outlines.



DO NOT rotate the logo.

Core Colors

The palette for *flöde* :
#3827af deep blue,
#eef0f2 light gray, and
#f4eac1 soft beige

The colors are a harmonious blend of serenity and refinement. These tones evoke a sense of balance, inviting calm yet embodying a quiet, modern elegance that resonates deeply.

Hex: #3827af
Pantone 2736 C
CMYK: 82 / 87 / 0 / 31
RGB: 56 / 39 / 175

Hex: #eef0f2
Pantone 656 C
CMYK: 4 / 1 / 1 / 4
RGB: 238 / 240 / 242

Hex: #f4eac1
Pantone 7499 C
CMYK: 5 / 4 / 30 / 0
RGB: 244 / 234 / 193

Secondary Color Palette

The secondary palette evokes a sense of warmth and natural depth, blending richness with subtle vibrancy. This harmonious mix adds texture and grounded elegance, creating a balanced and inviting atmosphere that complements the brand’s refined essence.

<div></div> <div>Hex: #db3a34 Pantone 7626 C CMYK: 0 / 88 / 84 / 14 RGB: 219 / 58 / 52</div>	<div></div> <div>Hex: #e4b363 Pantone 7402 C CMYK: 7 / 22 / 59 / 0 RGB: 228 / 179 / 99</div>	<div></div> <div>Hex: #191502 Pantone Black 7 C CMYK: 0 / 9 / 18 / 90 RGB: 25 / 21 / 2</div>	<div></div> <div>Hex: #2c6e49 Pantone 7724 C CMYK: 83 / 25 / 82 / 68 RGB: 44 / 110 / 73</div>
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Accessible Color Combinations

The color combinations for *flöde* are carefully selected to ensure contrast and balance between the primary and secondary palettes. This approach enhances visual harmony, ensuring that the secondary colors complement the primary shades without overpowering them, creating a refined and cohesive brand aesthetic.



Accessible Color Combinations

Secondary colors must ONLY be used with a Primary color and the colors should contrast.



The *flöde* Blue

The color embodies the essence of the brand’s identity. This deep, elegant shade exudes sophistication and modernity, perfectly reflecting *flöde’s* commitment to blending luxury with innovation. Its rich tone symbolizes depth and calm, aligning seamlessly with the brand’s focus on creating harmonious, rejuvenating spaces. *flöde* Blue stands out with a timeless appeal, adding a sense of refinement and trust to the visual identity. Whether in digital or print applications, it anchors the brand’s aesthetic, offering a bold yet soothing presence that mirrors the balance *flöde* brings to everyday living.

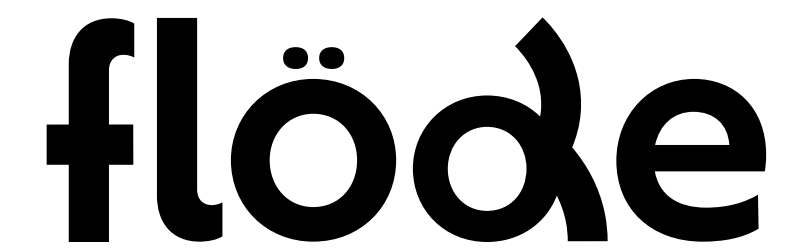



Hex: #3827af
Pantone 2736 C

flöde Blue

Print Limitations

When encountering printing limitations, it is essential to adapt while maintaining the integrity of *flöde's* visual identity. In such cases, the *flöde* black or white colors offer an ideal solution. Select the version that best ensures clarity, accessibility, and brand impact, ensuring that the essence of *flöde's* refined and modern aesthetic is preserved across all communication materials.

The image shows the word "flöde" in a bold, black, sans-serif typeface. The letters are closely spaced, and the overall style is clean and modern. The logo is centered within a white rectangular field.The image shows the word "flöde" in a bold, white, sans-serif typeface. The letters are closely spaced, and the overall style is clean and modern. The logo is centered within a black rectangular field.

Meet the Type

The *flöde* logo's typography is crafted using Ofelia Text Bold, with custom illustrations for the letters "f" and "d." The "d" features a flowy, dynamic design, symbolizing fluidity, while the "f," derived from an inverted "l," establishes balance and visual harmony, reinforcing the brand's cohesive, modern aesthetic.

flöde

Ofelia Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

We create hierarchy through variations in type position, weight, size, capitalization, and color.

Fieldwork Geo DemiBold
120pts

Fieldwork Geo DemiBold
100pts

Fieldwork Geo DemiBold
90pts

Fieldwork Geo Regular
30pts

Fieldwork Geo Light
20pts

This is a Headline

This is a Headline

Place a Title Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Weights & Combinations

Fieldwork Geo, available in regular, light, italic, and demibold, complements the *flöde* logo by providing versatility and balance. Its geometric precision enhances the bold, custom logo design, while the demibold option adds weight when needed, ensuring consistency in visual tone. Together, these variations create a harmonious relationship, reinforcing *flöde's* modern and fluid identity.

Whenever writing the word “*flöde*,” the letter “f” should always be in lowercase. When not using the logo, it should be written in Fieldwork Demibold or Demibold Italic to maintain brand consistency and align with the overall visual identity.

Fieldwork Geo DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fieldwork Geo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fieldwork Geo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Fieldwork Geo Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789


Fieldwork Geo Italic DemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tracking, Kerning & Leading


Tracking refers to the overall spacing between groups of letters.
The body text tracking is set to 0 units, keeping the default spacing as designed to promote a clean, modern look. Larger headings and titles may have slightly tighter tracking to maintain a sleek, refined aesthetic without losing legibility.

Leading defines the vertical distance between lines of text. For body copy, *flöde*'s leading is set to **34** units, providing ample line spacing that enhances readability and creates an airy, open feel in layouts. This distance ensures text remains easy to read, while supporting the brand's clean, minimalist look.




Tracking, Kerning & Leading

We carefully select typefaces that align with our brand's modern, sophisticated aesthetic. Our primary typefaces are *Ofelia Text Bold* and *Fieldwork Geo*.



Tracking, Kerning & Leading

We carefully select typefaces that align with our brand's



Tracking, Kerning & Leading

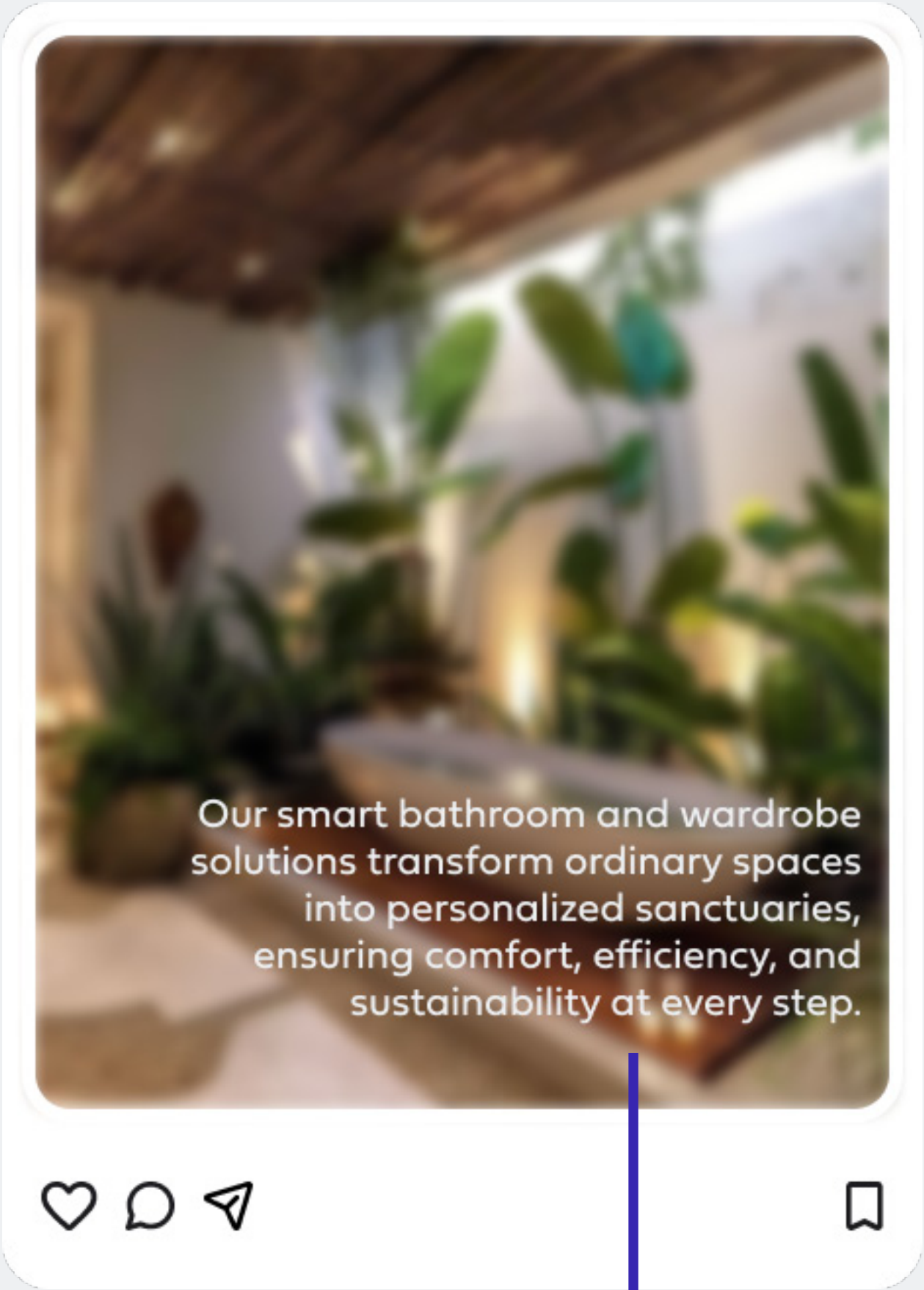
We carefully select typefaces that align with our brand's modern, sophisticated aesthetic.

Combining Typography Weights



Headline
Fieldwork Geo Demibold
Caption
Fieldwork Geo Regular

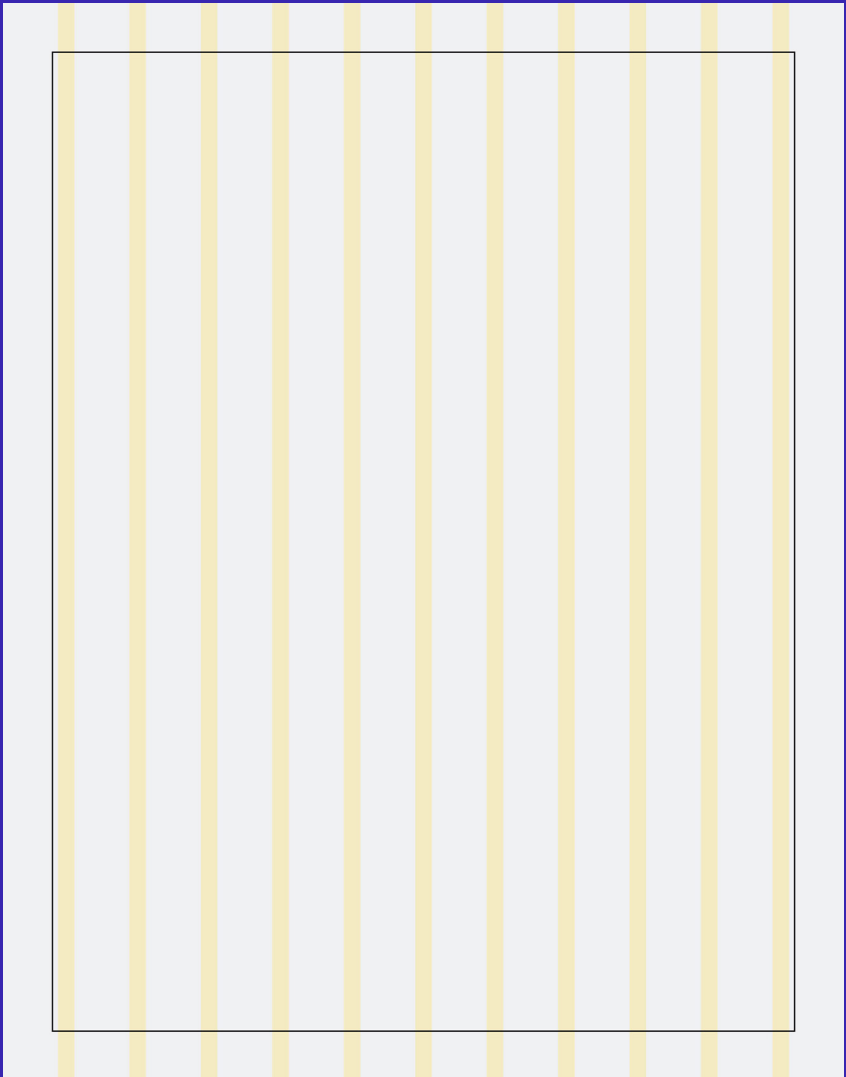
Title
Fieldwork Geo Demibold



Body Copy
Fieldwork Geo Regular

Layout Variations

Grids are essential to maintaining structure and balance in flöde’s design language. We primarily use modular grids to ensure consistency and adaptability across all communication materials, whether print or digital.

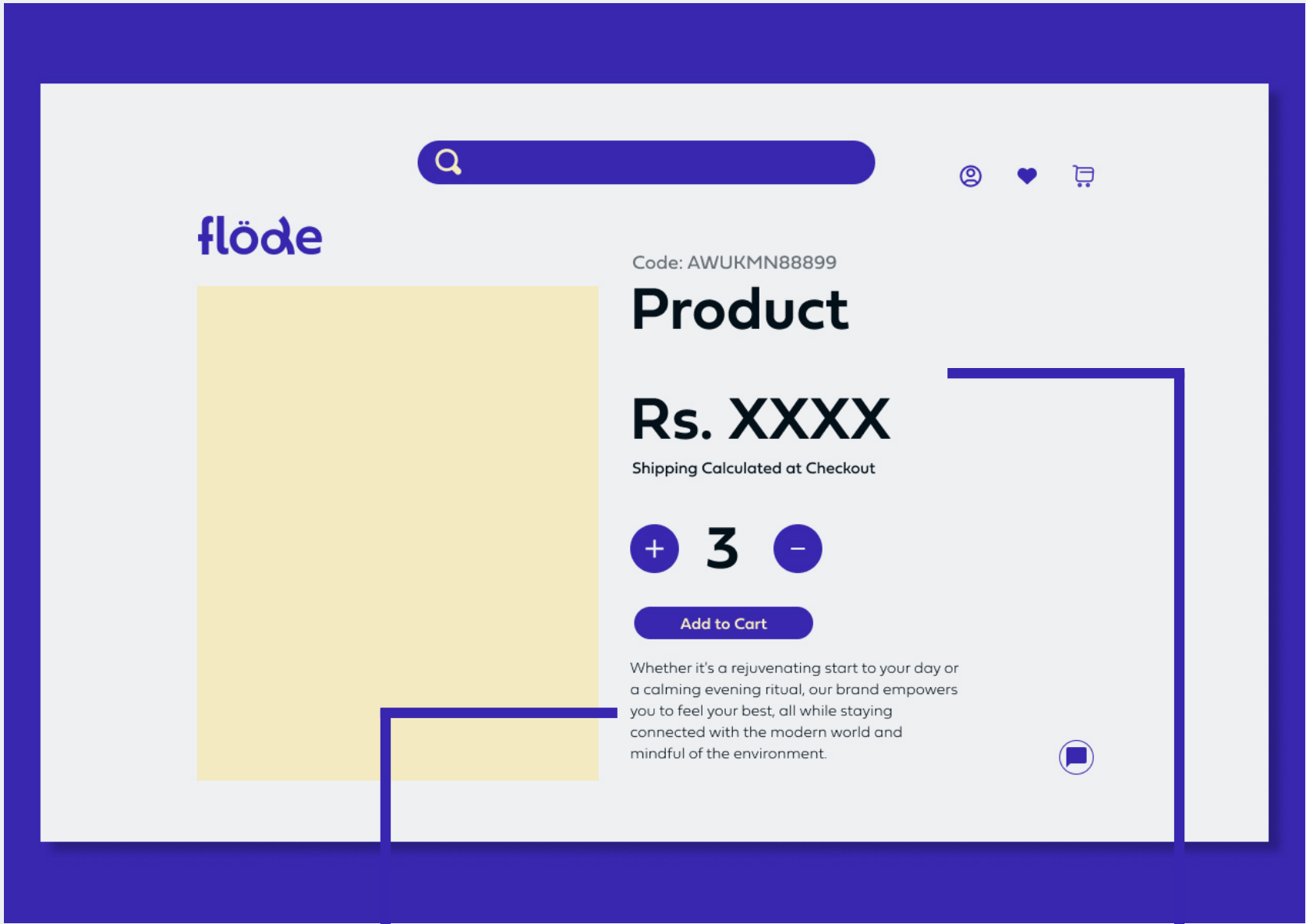


A4 Portrait
210 X 297 MM



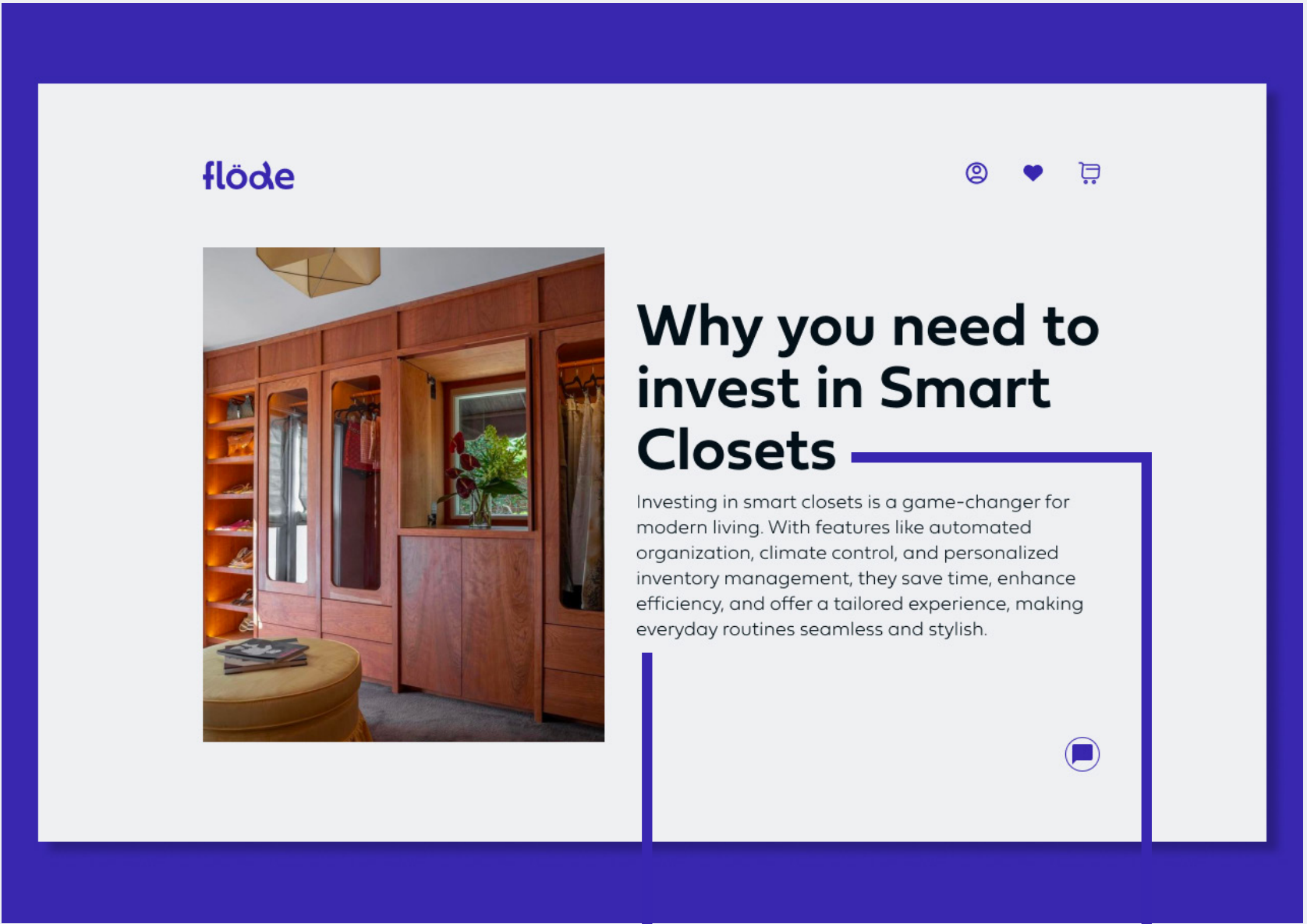
A4 Portrait
210 X 297 MM

Digital Usage



Caption
Fieldwork Geo Regular

Headline
Fieldwork Geo Demibold

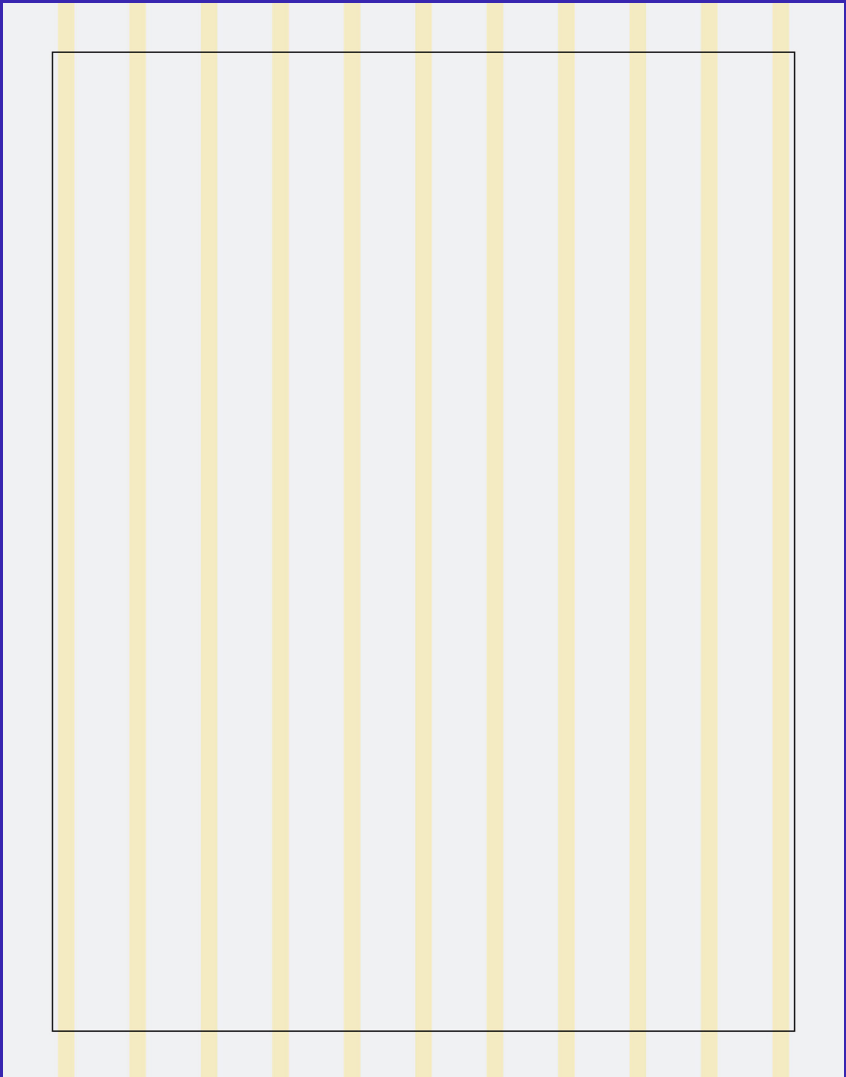


Caption
Fieldwork Geo Regular

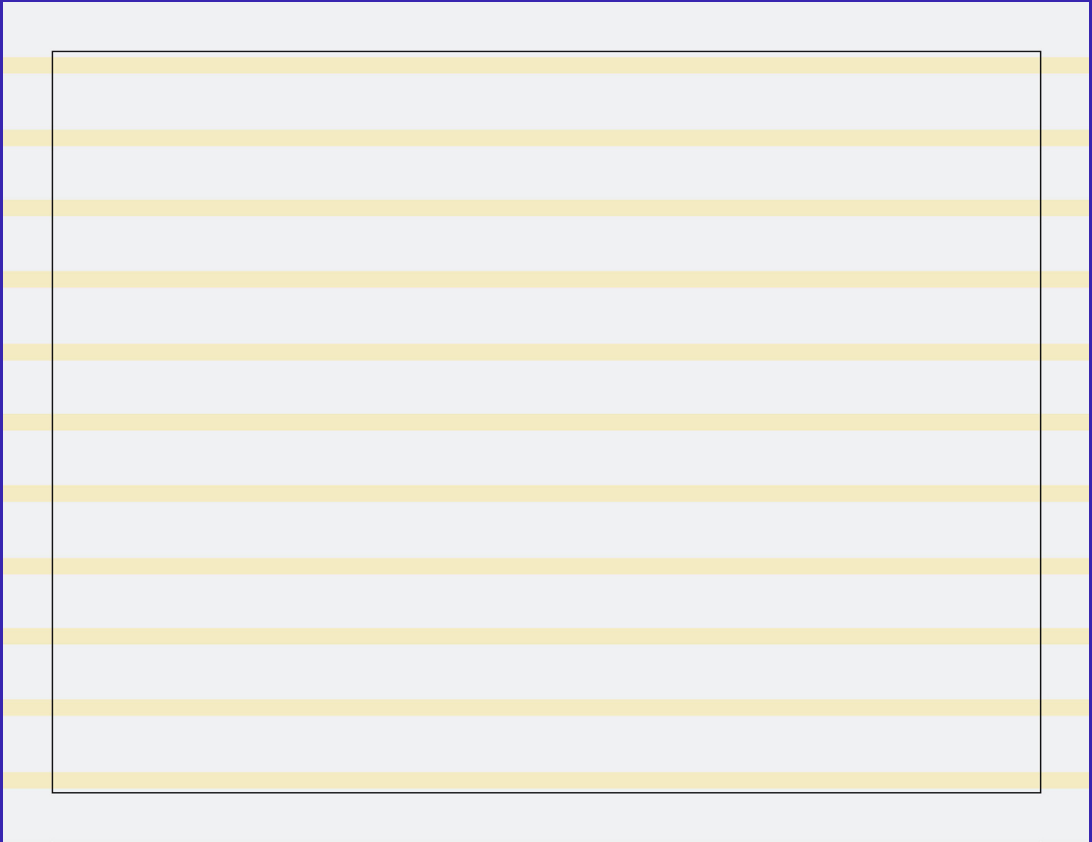
Headline
Fieldwork Geo Demibold

Layout Variations

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A4 Portrait
210 X 297 MM



A4 Portrait
210 X 297 MM

Example:

Title
Fieldwork Geo Demibold

Sub-Title
Fieldwork Geo Demibold Italic

Caption
Fieldwork Geo Regular



Title
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque

Text
Et harum quidem rerum facilis est et expedita distinctio.

Text
Fieldwork Geo Thin

Title
Fieldwork Geo Demibold Italic

*“Sed ut
perspiciatis unde
omnis iste natus
error
sit voluptatem
accusantium
doloremque”*



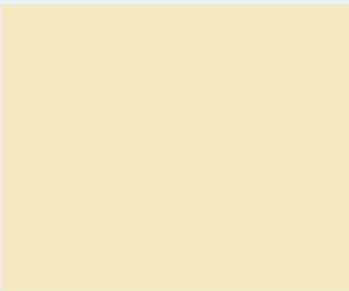
Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque

Body Copy
Fieldwork Geo Light

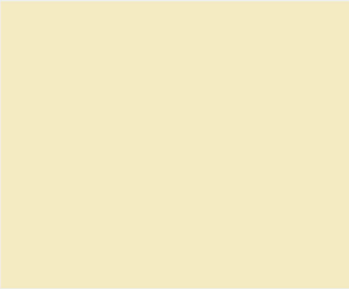
Example:

Title
Fieldwork Geo Demibold

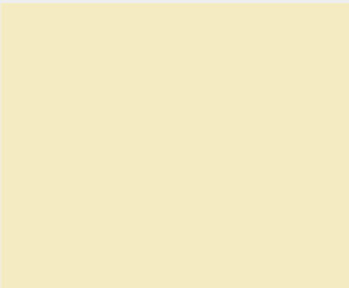


Sed ut perspiciatis

Product Name Nam Libero Tempore
Product Code: TAwq62000
Price: Rs. XXXX
Description:
Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.



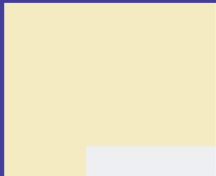
Product Name Nam Libero Tempore
Product Code: TAwq62000
Price: Rs. XXXX
Description:
Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.



Product Name Nam Libero Tempore
Product Code: TAwq62000
Price: Rs. XXXX
Description:
Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, quod maxime placeat, facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

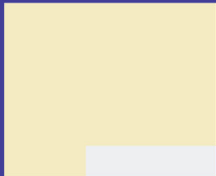
Body Copy
Fieldwork Geo Light

Title
Fieldwork Geo Demibold



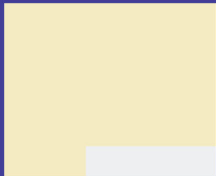
Et harum quidem rerum

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, possimus,dolor repellendus.



Et harum quidem rerum

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, possimus,dolor repellendus.



Et harum quidem rerum

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, possimus,dolor repellendus.



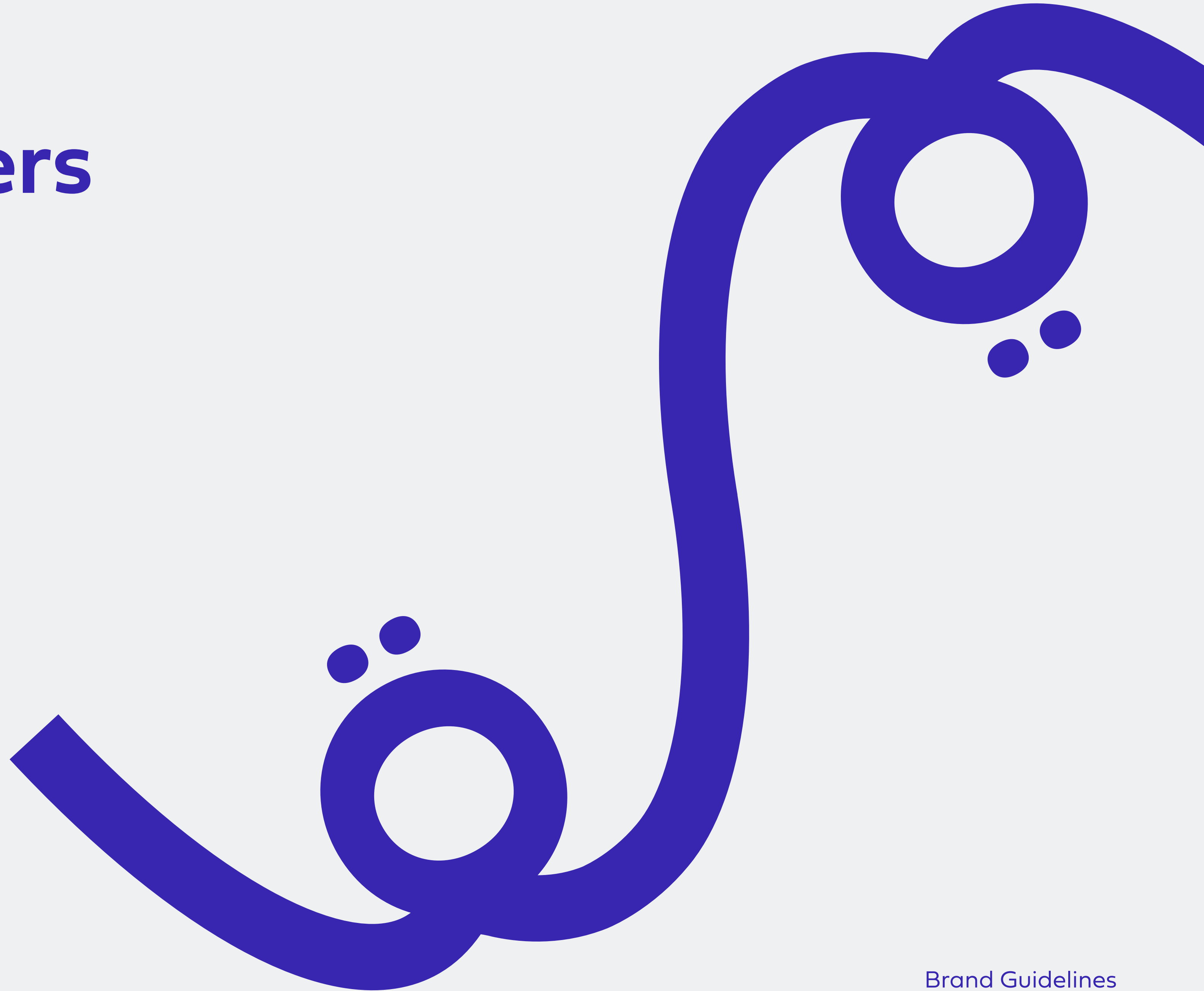
Et harum quidem rerum

Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio, cumque nihil impedit, quo minus id, possimus,dolor repellendus.

Body Copy
Fieldwork Geo Light

Brand Identifiers

This element, a dynamic and fluid motif, symbolizes the seamless interplay of form and function. Its flowing lines and minimalistic design evoke movement, balance, and innovation, mirroring the brand's ethos of effortless sophistication. This visual element serves as a versatile extension of the flöde identity, gracefully connecting various touchpoints while maintaining cohesion and elegance across applications.



The Flow Motif

Usage

The flow motif is a storytelling element that embodies the seamless journey and harmony flöde creates. It represents the brand's influence on lives, transforming ordinary moments into extraordinary experiences, while reflecting fluidity and connection.

Properties

Inspired by the elegance of curves and rhythm, the flow motif features dynamic loops and circular gestures, subtly evoking the essence of continuity and motion. Its organic design mirrors the brand's ethos of balance, innovation, and fluid transitions, becoming a distinct emblem that resonates with flöde's refined and flowing narrative.



The Iconic “ö” and Dynamic “d” of flöde

The “ö,” with its twin diacritical dots, exudes balance and modernity, acting as a beacon of calm amidst innovation. The “d,” with its upward-curved extension, adds a dynamic sense of motion, symbolizing progress and seamless transitions.

Usage

As of now, their usage is restricted exclusively to the logo, ensuring consistency and protecting their distinctiveness.

Properties

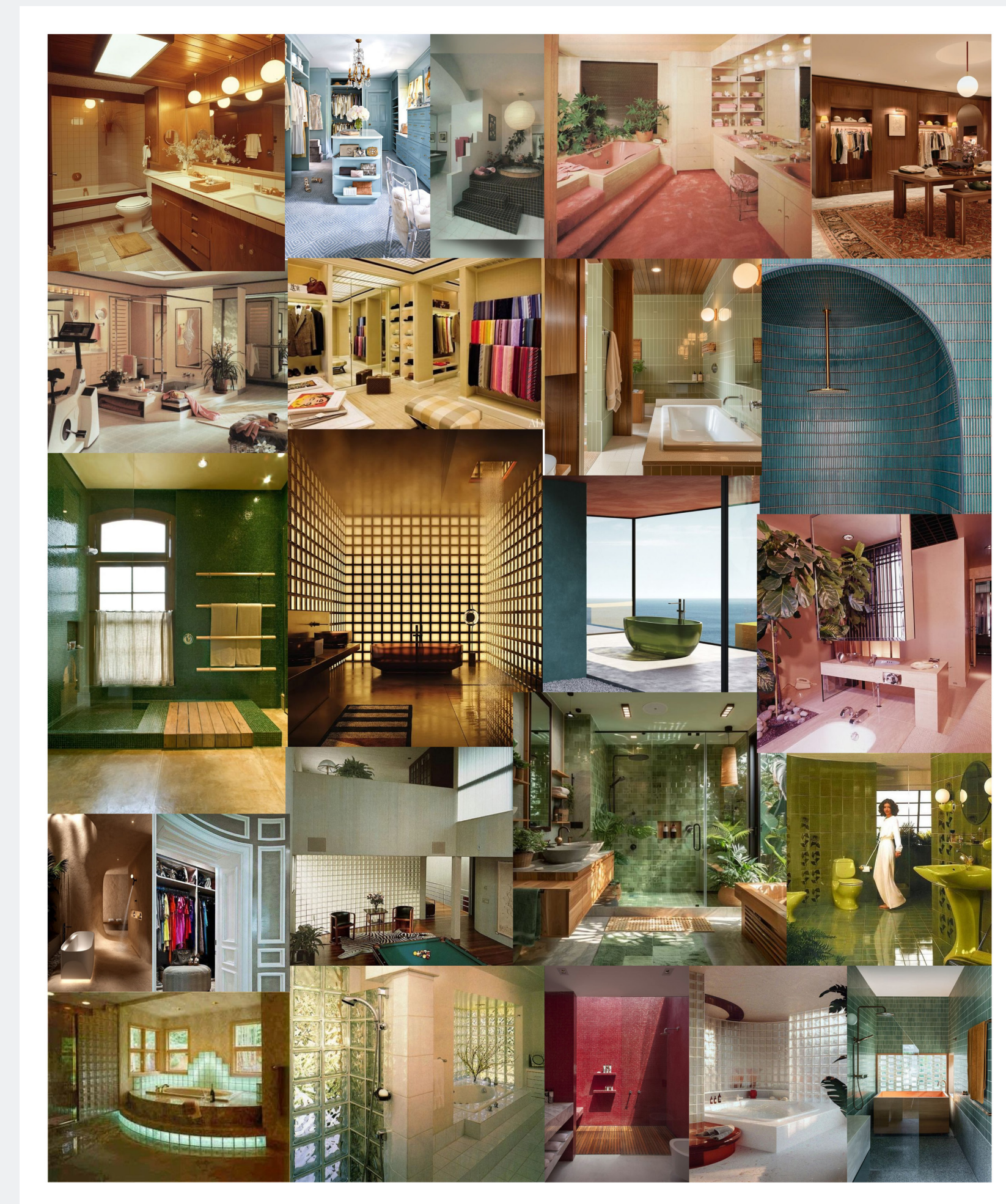
The “ö” signifies balance and connection, while the “d” represents motion and innovation. Together, they form a cohesive identity, incorporated in the brand motif but not to be used independently.



Brand MoodBoard

The mood board reflects an eclectic and vibrant design approach, characterized by bold contrasts, rich textures, and a playful mix of elements. Each space conveys a dynamic yet harmonious balance, where artistic details and layered textures create depth and warmth. The overall mood evokes a sense of comfort, with an emphasis on creativity and boldness in both form and function.

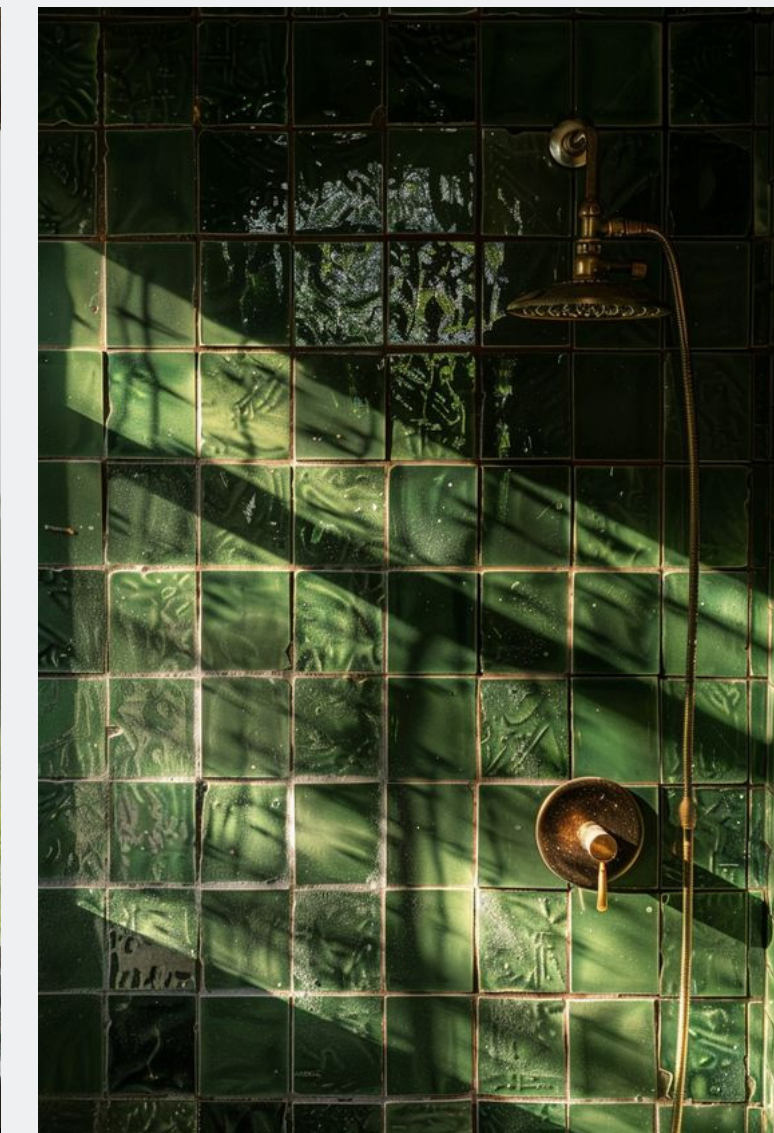
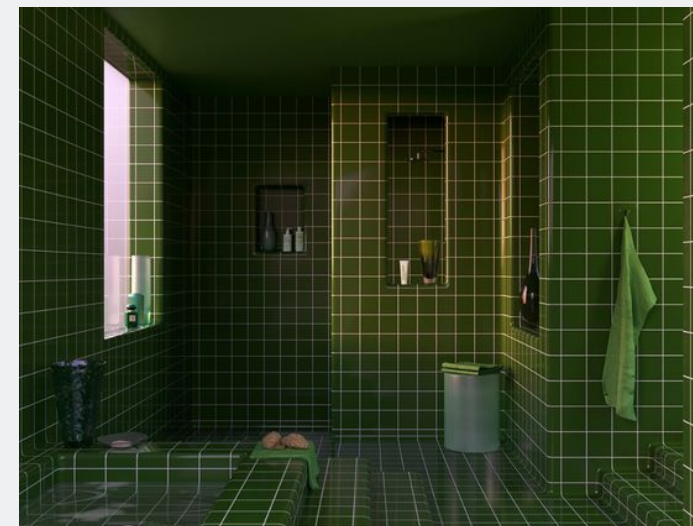
Set designs should embody this aesthetic, focusing on creating artistic, textured environments that blend functionality with visual appeal. The spaces should feel both cozy and expressive, reflecting a playful yet refined atmosphere that aligns with the innovative spirit of *flöde*.



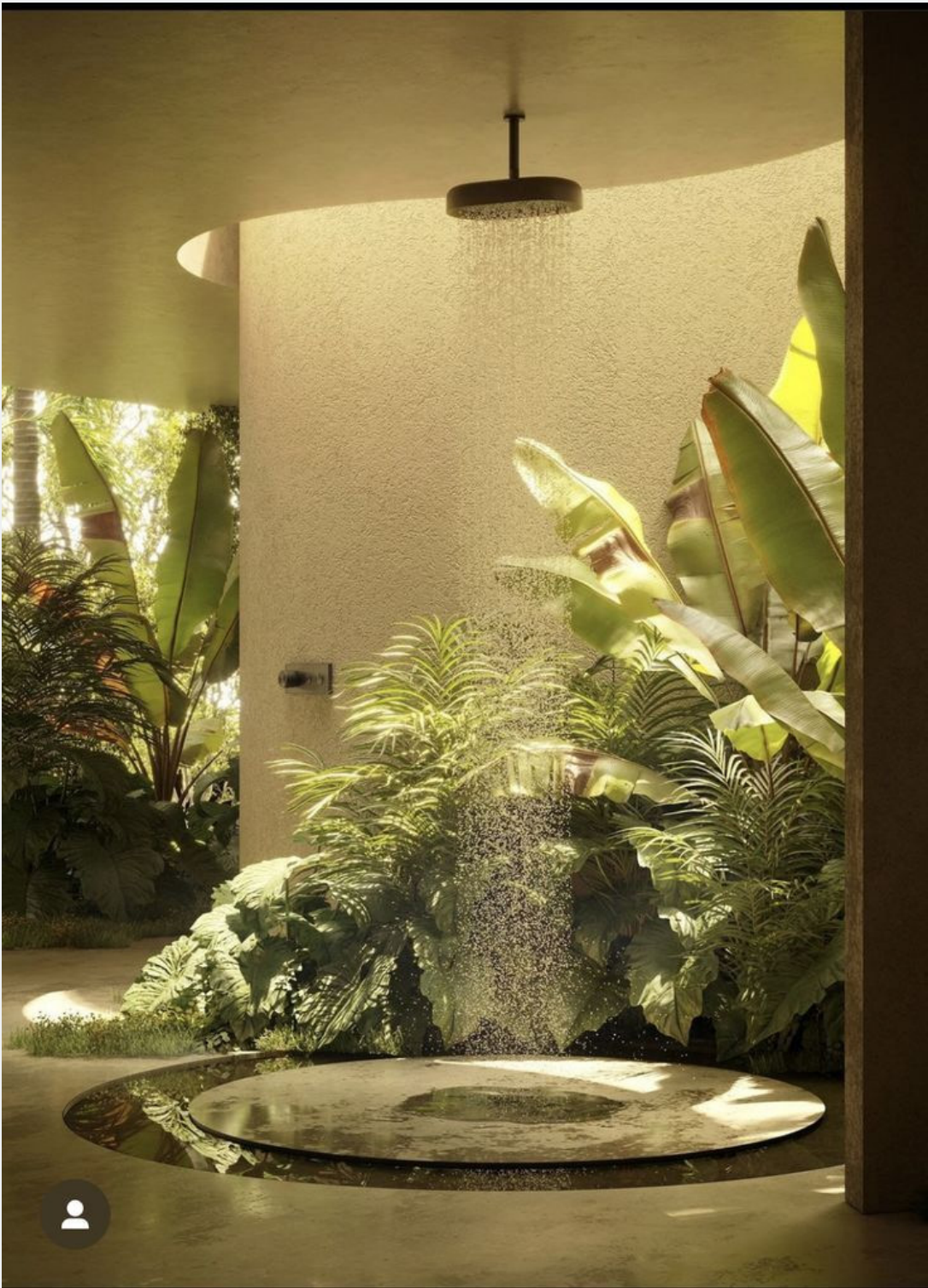
Photography

Our photography style captures the seamless harmony between technology, luxury, and sustainability. Clean, minimalist compositions, soft lighting, and natural textures evoke serenity and comfort. Each image reflects fluidity and movement, enhancing the brand's ethos of renewal, while subtle contrasts and lifestyle moments celebrate personal well-being in beautifully designed spaces.

Set designs should embody this aesthetic, focusing on creating artistic, textured environments that blend functionality with visual appeal. The spaces should feel both cozy and expressive, reflecting a playful yet refined atmosphere that aligns with the innovative spirit of *flöde*.



*for demonstration purpose only



*for demonstration purpose only

Print Application

- 3.1 Traditional Print
- 3.2 Digital Presence

Traditional Print

Traditional print collaterals must adhere strictly to the established brand guidelines, ensuring consistency in logo usage, color combinations, and layout grids. The harmonious balance between our core and secondary colors should be maintained, with contrasting elements thoughtfully applied for visual clarity. Clean, minimalist design is essential, with every detail reflecting the brand's refined and chic identity. The layout should be structured yet fluid, creating an elegant, seamless flow between elements. Each piece, from brochures to packaging inserts, must convey sophistication, ensuring a visually polished and aesthetically pleasing experience that embodies the essence of our brand's thoughtful design philosophy.



Collaterals for our Dealers:

At the start of each year, we provide our dealers with carefully curated calendars and journals as a token of appreciation and partnership. These items are designed to reflect our brand’s ethos—elegant, functional, and thoughtfully crafted. The calendars showcase inspiring visuals and design, while the journals offer a sleek, organized space for planning and creativity. Beyond their utility, they serve as a reminder of our shared journey and commitment to excellence. By combining practicality with aesthetic appeal, these gifts symbolize our dedication to fostering strong relationships and supporting our dealers in achieving success throughout the year.



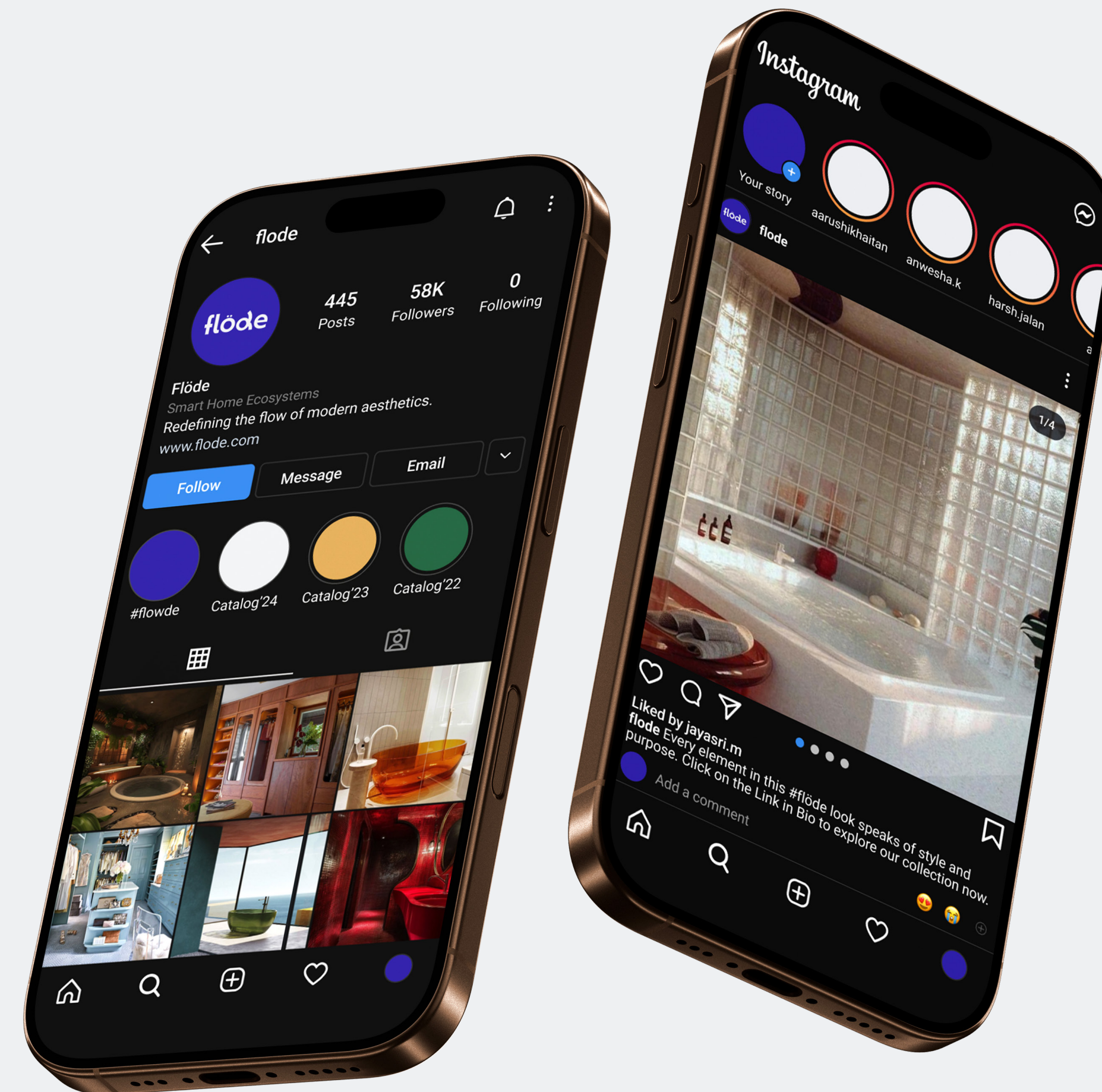
Product Magazines



Digital Presence

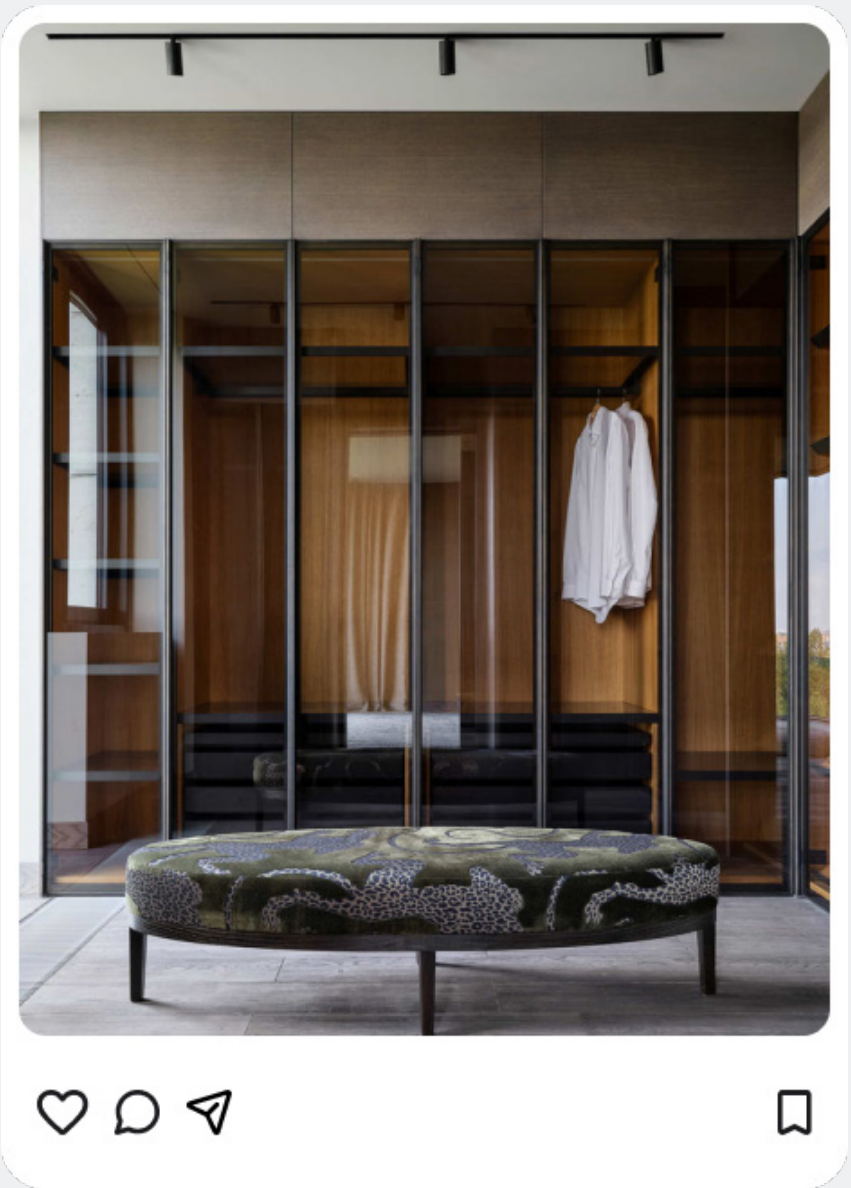
Digital collaterals must strictly adhere to the brand's guidelines to ensure a cohesive and elevated online identity. Logo usage, color combinations, and layout grids must maintain harmony, reflecting the brand's signature refined aesthetic. Posts, thumbnails, and grids should exude sophistication, with structured yet dynamic layouts that create an elegant flow.

The language used across all digital platforms must be carefully crafted—confident, classy, and sober—aligning with the brand's voice and personality. Videos and music should enhance the brand's luxurious and thoughtful image, featuring serene tones and sleek visuals that resonate with our audience. Each digital interaction should embody flöde's essence, ensuring an immersive and polished experience.



Social Media

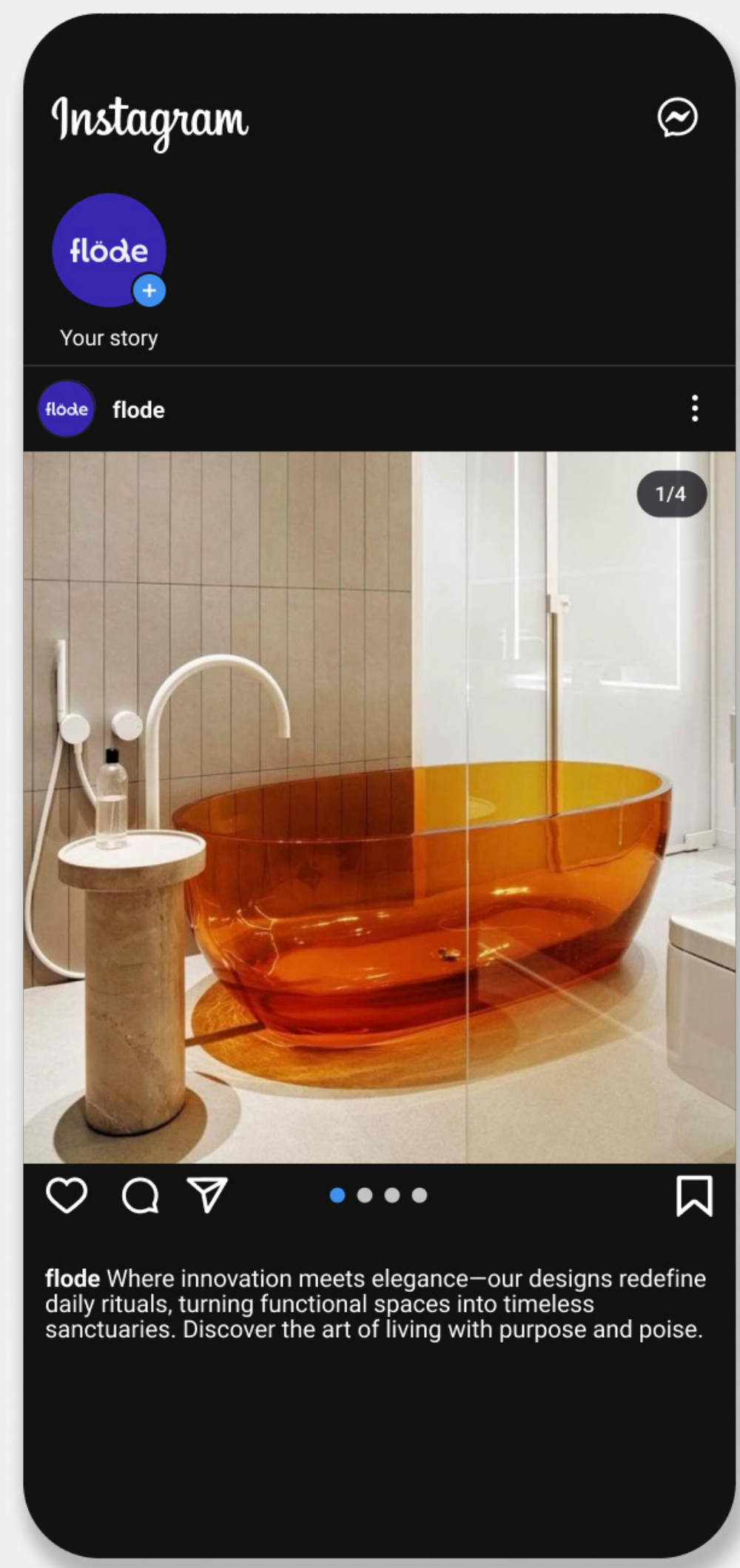
Social media posts must align with the brand’s identity, showcasing a carefully curated selection of visuals that adhere to established photography guidelines. Images should reflect the brand’s refined aesthetic, balancing sophistication and modernity. All accompanying text must strictly follow typographic guidelines, ensuring consistency in style, tone, and clarity.



Digital Presence

Profile and display pictures must exclusively feature our logo, adhering strictly to the designated color codes. This ensures a consistent and professional brand presence across all platforms, reinforcing our identity and maintaining visual coherence.

Captions must strictly follow the established guidelines, reflecting the brand’s confident, classy, and sophisticated voice. They should complement visuals seamlessly, maintaining the refined tone and style that defines our communication across all platforms.



Selected images must align with the brand’s photography guidelines, embodying sophistication and clarity. Only high-quality visuals should be used, ensuring they resonate with the brand’s identity, evoke refinement, and maintain a cohesive, polished representation across all platforms

flöde

Brand Guidelines

Version 1: 2024