Flynn
Identity Guidelines
january, 2018

Trademark

The Flynn trademark is an evolution of the existing mark, characterised by its neutral, stylish and unobtrusive form. The brand style is minimal, but elegant, based primarily on typographic structures.

This style guide provides guidelines for the use and application of the identity for print and on screen. Following this simple set of rules will maintain the integrity of the Flynn identity and help to forge a strong, unique image for the organisation.

Colour

FLYNN

Mono

FLYNN

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Sizing for Print

When in print, the trademark should never appear less than 2.5 mm high. The optimum size for the trademark is 4mm high.

Minimum Size

FLYNN   2.5mm

2.5mm height
Minimum size for print

Optimum Size

FLYNN   4mm

4mm height
Optimum size for print

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Sizing for Screen

When on screen, the trademark should never appear less than 20 pixels high. The optimum size for the trademark is 35 pixels high.

Minimum Size

F L Y N N | 20px

20 px height
Minimum size for screen

Optimum Size

F L Y N N | 35px

35 px height
Optimum size for screen

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Clear Space

Clear space refers to the minimum space required around a trademark to separate it from other elements surrounding it. When placing the Flynn trademark please refer to the system illustrated below. In each case the 'F' of the trademark is used as a measurement to define the clear space. This clear space is always relative to the size of the trademark.

Text Typeface

Blanco is the text typeface. Blanco should be used for all text communications both in print and online. All typesetting for Flynn should be kept simple and clear. Sizes and weights should be kept at a minimum for clean and simple results. No other typefaces other than Blanco and Untitled Sans may be used to represent Flynn.

Blanco Regular is the standard weight and should be used across all communications for body text. Blanco Bold and Medium are secondary weights and should be used for headings only.

Blanco

Blanco – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Blanco – Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Blanco – Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Titling Typeface

Untitled Sans is the titling typeface. Untitled Sans should be used for stationery and titling only. All typesetting for Flynn should be kept simple and clear. Sizes and weights should be kept at a minimum for clean and simple results. The regular weight should be used on stationery and credentials, while the medium weight is to be used for titling only.

Untitled Sans

Untitled Sans – Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Untitled Sans – Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Colour Palette

The Flynn colour palette is intentionally limited and consists only of white , black and rust as a specialty colour for emphasis. No other colours should be used to represent Flynn.

When using the specialty colour as a solid colour, ensure that 'Solid Colour' is used. When using the colour to set text, ensure that 'Text Colour' is used.

Solid Colour

Text Colour

PMS

Pantone
173U

Pantone
2349U

CMYK

0%	Cyan		17%	Cyan
75%	Magenta		88%	Magenta
100%	Yellow		100%	Yellow
13%	Black		13%	Black

RGB

208	Red		178	Red
89	Green		55	Green
20	Blue		31	Blue

Logo

FLYNN

FLYNN

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