Branding Guidelines

Flat Social

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Mission

A social network tailored for creatives
to connect, collaborate, and showcase
their work without boundaries.

Vision

To become the go-to platform for all sorts of
creatives worldwide to share their works, while
finding opportunities to offer their services to others.

Logo

Our logo consists of a flat symbol with a speech bubble atop containing the colours red, yellow, and blue in a gradient. As they are the three primary colours, they represent the creative roots of our platform and the blending of ideas and perspectives.

The logo should be used on assets where the Flat Social brand is already clearly communicated, such as the Flat website or on social media channels.

Logo Variations

There are two variations of the logo that can be used: the standalone logo and the combination mark. The combination mark should be used on assets where the Flat brand is not immediately clear (e.g., advertisements).

Logo (standalone)

Combination mark

Logo Usage

The logo can be placed on a light or dark background, preferably a shade of white or black. This usage also applies to the combination marks.

The flat symbol in the logo should always be either black or white and placed on it's opposite colour (i.e., the black logo on a white background, the white logo on a black background).

If the gradient version of the logo cannot be used, the black or white versions can be used in place.
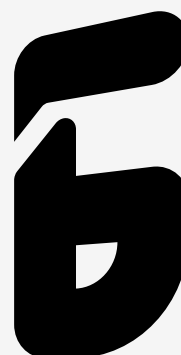
Gradient version (black) on light background

Gradient version (white) on dark background

Black version on light background

White version on dark background

Logo Clearspace

Clearspace around the Flat logo should be equivalent to the width of the stem of the flat symbol (see diagram below).

When displayed digitally, the Flat logo should be no smaller than 30px by 56px. The combination mark should be no smaller than 100px by 56px.
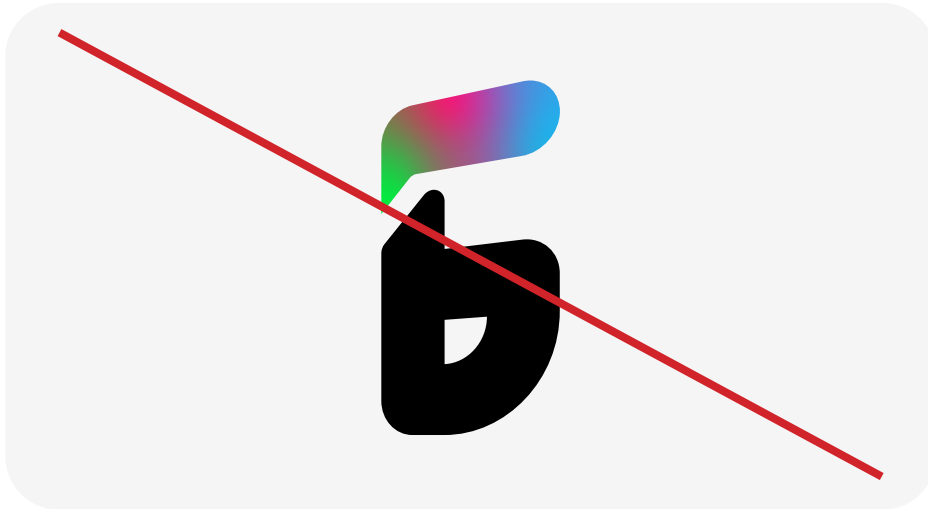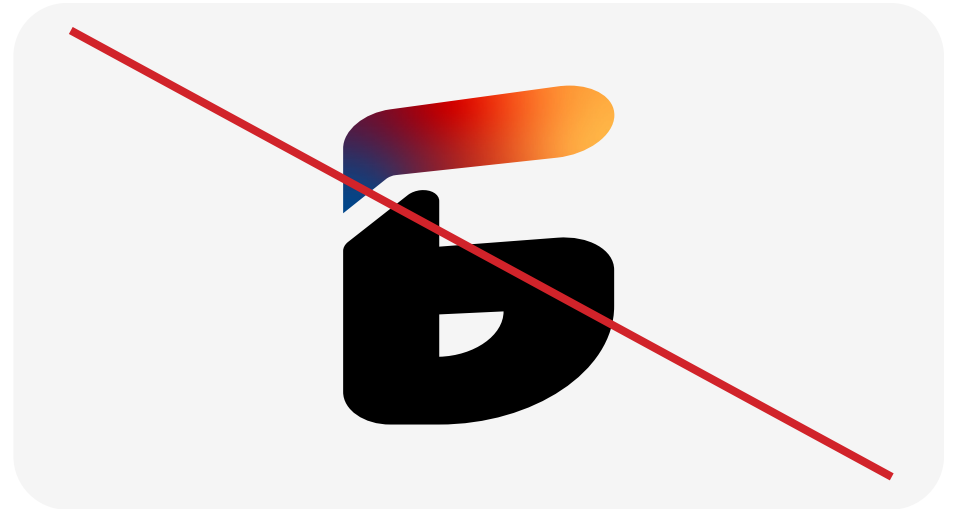
Clearspace (logo only)
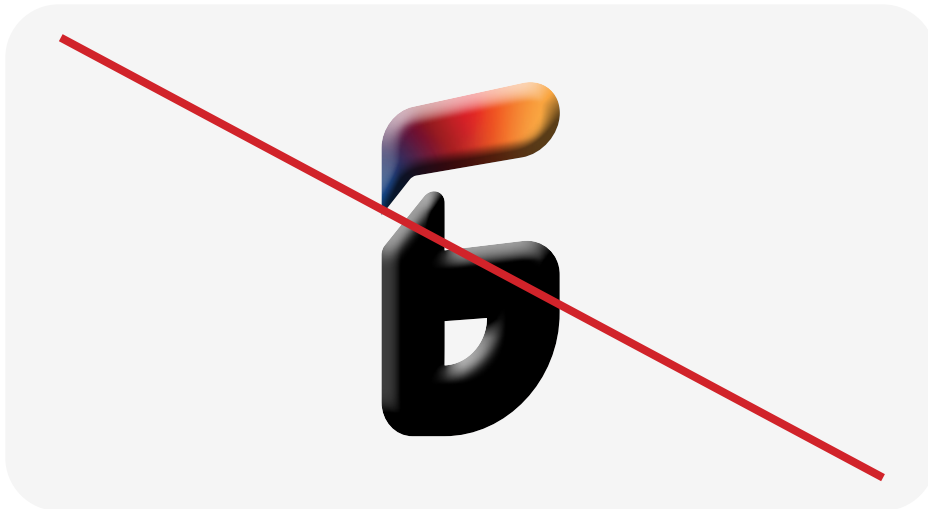

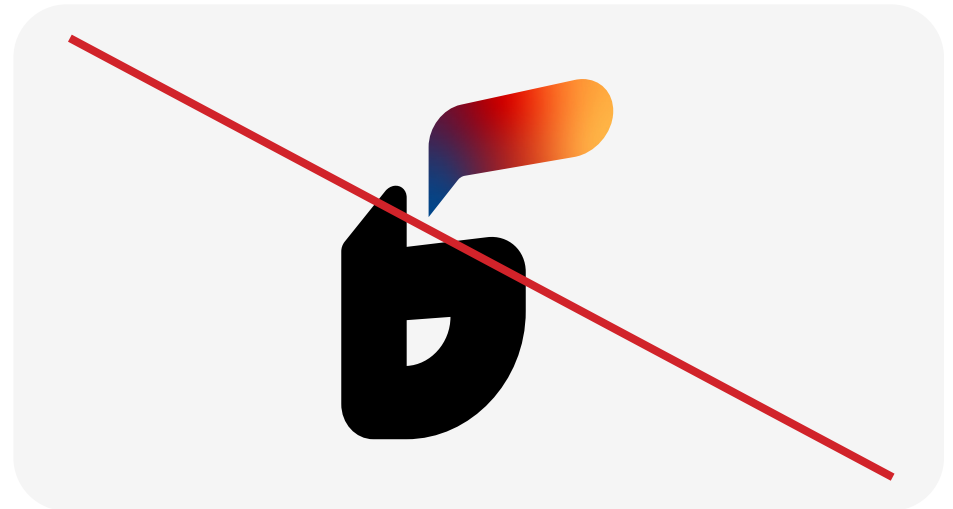Clearspace (combination mark)

Logo Rules

DO NOT change the gradient colours in the logo.

DO NOT distort the dimensions of the logo.

DO NOT add effects to the logo.

DO NOT separate the speech bubble from the flat.

Colours

Flat Social's primary colours are blue, red, and yellow. These three colours also make up the main gradient. They should be used as the main colours when designing branded content.

The secondary colours include purple, orange, black, and white. Purple and orange should not be used as the main colours of a design. Black and white are used mainly as colours for the logo and for type.

Blue

CMYK: 83, 57, 0, 58
RGB: 18, 46, 107
HEX: #122E6B

Red

CMYK: 0, 84, 81, 20
RGB: 204, 33, 38
HEX: #CC2126

Yellow

CMYK: 0, 33, 73, 0
RGB: 255, 171, 69
HEX: #FFAB45

Purple

CMYK: 0, 65, 34, 56
RGB: 111, 39, 73
HEX: #6F2749

Orange

CMYK: 0, 55, 75, 10
RGB: 229, 102, 53
HEX: #E56635

Black

CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

Gradient

The main gradient of Flat Social consists of the brand's three primary colours: blue, red, and yellow. It is to be used mainly when displaying the logo or creating dynamic animations for videos. They should always be arranged in this order and at the correct percentage placement.

Blue
0%

Red
50%

Yellow
100%
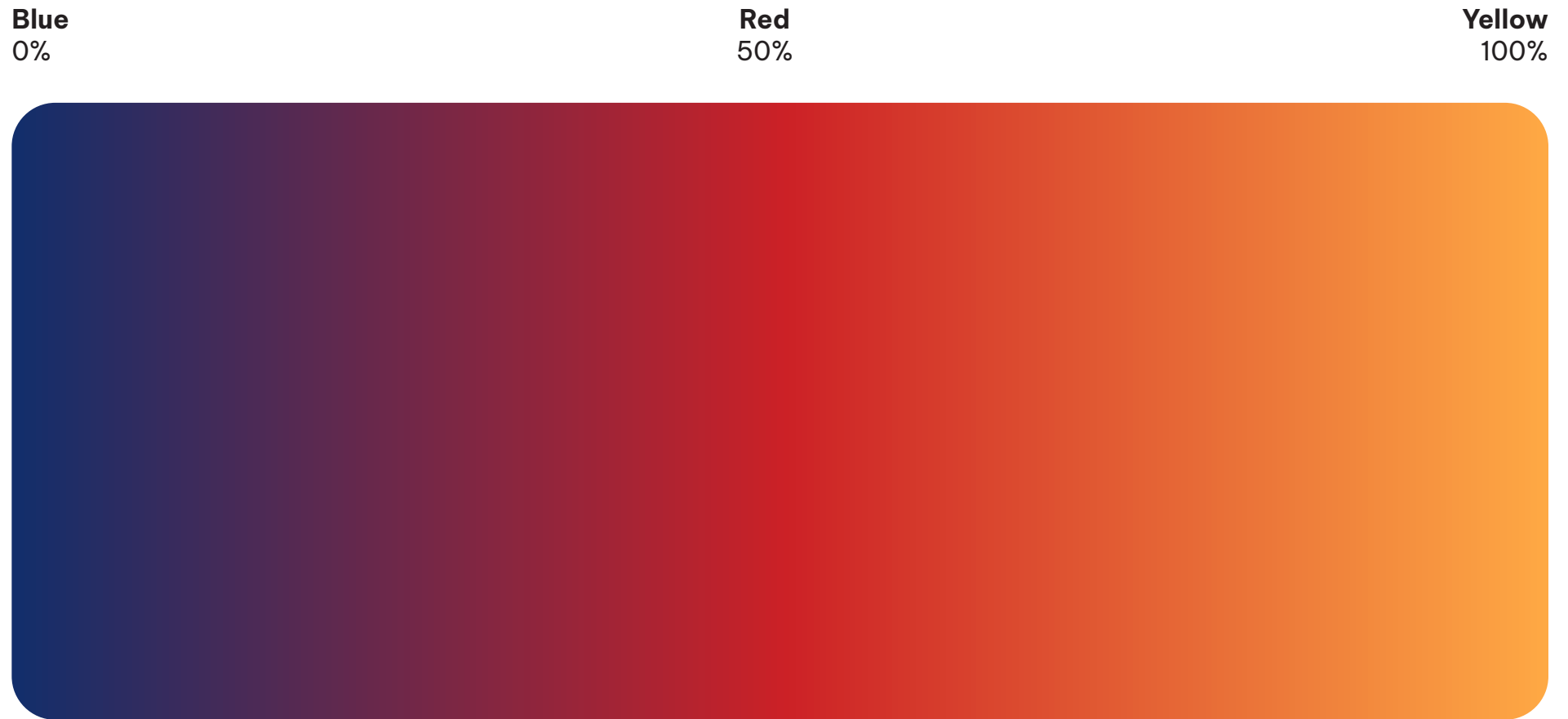
Typography

Flat Social's primary typeface is Pilcrow Rounded Heavy. This typeface should be used for all headlines, subheaders, and call-to-action text.

The secondary typeface is Be Vietnam Pro Regular, and should be used for body text and captions.

Primary

Pilcrow Rounded Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Secondary

Be Vietnam Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()