



LOGOMANUAL

01

Basic logotype

Full-color version



02

Basic logotype

Single-color version



03

Safe area of logotype



04

Allowed dimensions of logotype

smallest allowed dimensions



05

Basic color variants

classic usage (on light backgrounds)



06

Basic color variants

invert usage (on dark backgrounds)



PANTONE 7466C CMYK 70/0/30/0 RGB 0/191/191



PANTONE 137C CMYK 0/30/100/0 RGB 255/183/0



PANTONE 205C CMYK 0/85/15/0 RGB 255/64/129

07

Basic brand usage



08

Additional variant of logotype

Usage of tagline on the right

FLATIO a few months living

FLATIO a few months living

Font

Basic font is PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,“%&()*;*+=@
Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,“%&()*;*+=@
Proxima Nova Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,“%&()*;*+=@
Proxima Soft Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,“%&()*;*+=@
Proxima Nova Semibold

Additional font Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,“%&()*;*+=@
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!,“%&()*;*+=@
Arial Bold