



# Branding style guide

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*Effective Nov. 15th, 2016*



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01

# Identity

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*Don't reinvent the wheel,  
just follow these guidelines!*



## 01\_IDENTITY

# Primary logo

Say hello to Flywheel's logo! It's simple, legible, and inherently readable while embodying our fun and friendly values and standards. With a bold, yet soft appearance, it invites our users to share our culture and spend time with us.

## PRIMARY HORIZONTAL LOGO

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*This is the primary version of our logo. It should be used in all cases possible, unless shape, background color, or length create an issue.*





## 01\_IDENTITY

# Primary logo specs

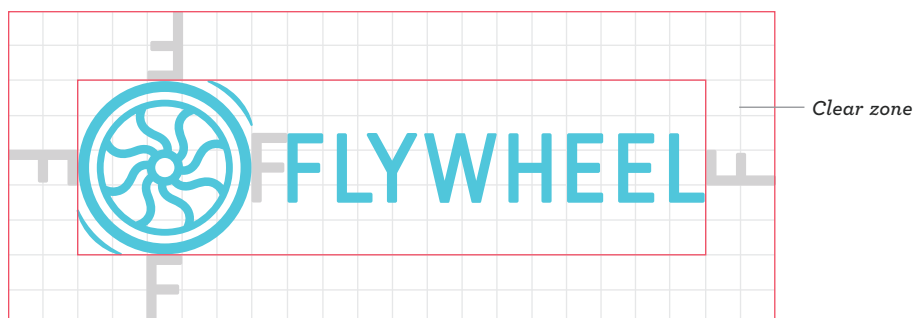
Our logo fully embodies our brand and should be super legible and free of any obstructions at all times. For this reason, we ask that designers give our logo a little bit of breathing room and keep a keen eye on these vertical and horizontal clear zones.

## PRIMARY HORIZONTAL LOGO CLEAR ZONE

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*Clear zones are incredibly important. Use this as a handy guide to figure out how close graphics can get to our logo.*

*When in doubt, just "F" it.*





## 01\_IDENTITY

- 
- ① *The maximum size of our logo is infinite, while the minimum size stops at 1 inch wide for print (150 px for web).*
  - ② *We offer an even smaller, more simplified version of our logo that can be used as a bug for even smaller productions. It has six prongs, a heavier weight, and is tracked out more than the primary version.*

## MINIMUM SIZE

---



> 1 in or 150 px

## BUG SIZES

---



< 1 in or 150 px



min size = ½ in or 80 px



## 01\_IDENTITY

## Secondary logo

Flywheel is full of possibilities, so we're offering up a few different versions of the logo to use when the primary one isn't ideal. While the primary logo should almost always be your first choice, we get that there are scenarios that could compromise the legibility of our logo or that just aren't compatible with it. So, here's another option!

### SECONDARY VERTICAL LOGO

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*Vertical composition — oooh, fancy! Use this version of the mark sparingly, whenever something taller is needed.*



**FLYWHEEL**



01\_IDENTITY

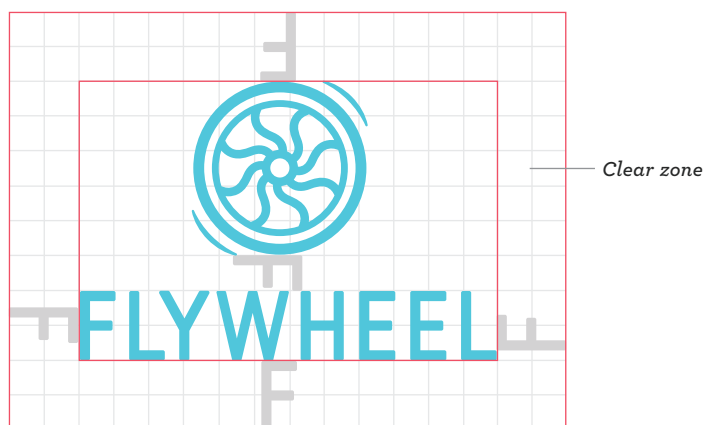
## Secondary logo specs

Our secondary logo also requires some breathing room to help with readability and placement next to other objects within a design.

### SECONDARY VERTICAL LOGO CLEAR ZONE

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*Even with our secondary logo, clear zones are incredibly important. To keep things simple, we kept the same rule: just "F" it.*







## 01\_IDENTITY

- 
- ① *The maximum size of our secondary logo is infinite, while the minimum size stops at 2/3 inch wide for print (100 px for web).*
  - ② *We offer an even smaller, more simplified version of our secondary logo that can be used as a bug for even smaller productions. It has six prongs, a heavier weight, and is tracked out more than the primary version.*

## MINIMUM SIZE

---



> 2/3 in or 100 px

## BUG SIZES

---



< 2/3 in or 100 px



min size = 1/3 in or 50 px



## 01\_IDENTITY

# Logomark

Our mark (which you can find on co-founder Tony's left forearm) is a uniquely energetic symbol - a flywheel in motion! A flywheel is an important part of a machine that exists to provide stability and increase the machine's momentum, which is exactly what we seek to do for our users and their WordPress sites.

## WHEEL LOGOMARK

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*The wheel can be used independently as a snazzy little graphic element or on a branded piece where one of the other logos (primary or secondary) are already present.*





## 01\_IDENTITY

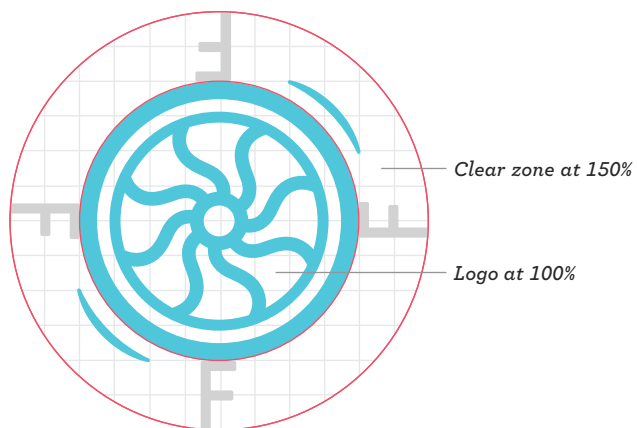
## Logomark specs

Our logomark needs some room to spin and (sometimes) animate! This clear zone insulates our logomark from other visual elements such as illustrations, copy, or photography.

### WHEEL LOGOMARK CLEAR ZONE

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*Last but not least, our logomark has clear zones, too. And, yep, you guessed it – to find them, just "F" it.*





## 01\_IDENTITY

- 
- ① *The maximum size of our logomark is infinite, while the minimum size stops at 1/4 inch wide for print (40 px for web).*
  - ② *We offer an even smaller, more simplified version of our logomark that can be used as a bug for even smaller productions. It has six prongs and a heavier weight than the primary version.*

## MINIMUM SIZE

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*> ¼ in or 40 px*

## BUG SIZES

---



*< ¼ in or 40 px*



*min size = ⅙ in or 20 px*



## 01\_IDENTITY

# Unacceptable uses

Our logo is super duper important to us, and we spent a lot of time and effort carefully crafting it to be the perfect representation of our beautiful brand. To maintain consistency throughout our efforts and products, it is essential that our logo isn't altered in a bunch of weird ways.

Here are a few examples of what not to do!

## PRIMARY LOGO DON'TS

*A lot of these are no-brainers, but just to make sure they never ever happen, we blew out way more examples than you probably need!*

*These are also true for the secondary logo, as well as the logomark itself.*



*Rotate or tilt*



*Drop shadow*



*Move logo elements*



*Use color not in our brand  
(reference Sec. 02)*



*Distort or stretch*



*"Nick name" or abbreviate*



*Outline*



*Place on conflicting color*



*Remove elements from logo*



01\_IDENTITY

MORE PRIMARY LOGO DON'TS



*Mask image inside logo*



*Warp or add filter*



*Use two colors within logo*



*3D or perspective*



*Skew*



*Use glows*

*When using our logo, if you have to ask yourself "does this break the brand guide," it's probably a good idea not to do it!*



*Change typeface*



*Add elements to logo*



*Use logo as a sketch*



*Lower opacity*



*Place logo on top of complex background*



*Fill in logo*



*Reflect or mirror*



*Add gradients*



*Add elements within the clearzones*

# 02 Colors

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*Our happy hues are just as important to us as the logo itself.*



02\_COLORS

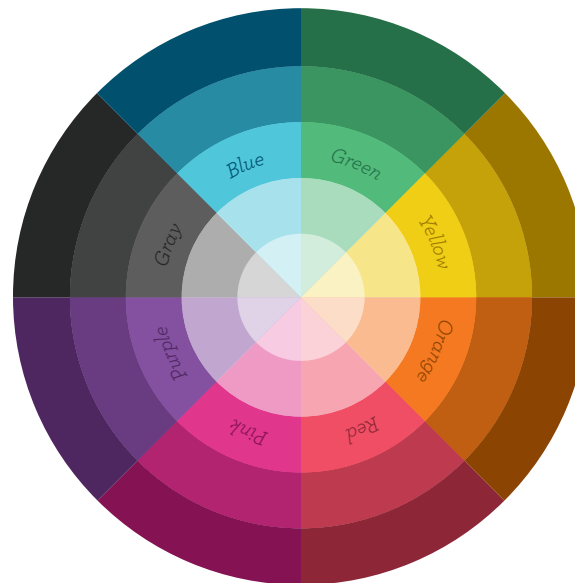
# Color wheel

One of the easiest ways to spruce up our designs is with a punch of bright color. A blend of darker, more serious tones also gives us the flexibility to make monochromatic designs and add a bit of contrast!

## OUR COLORS AT A GLANCE

---

*Colors define mood and give a sense of character to a brand. We chose colors that are inviting and fun to better fit our values.*







## 02\_COLORS

# Colors, tints, and shades

All of our colors compliment each other to create a wonderfully whimsical color palette. Just like our main hue, these colors are paired with tints and shades to help create depth when used together.

## PRIMARY COLORS

*Our blue color is what we try to use in most cases, along with gray for text and supporting element use.*

*When using color, try and keep it to a monochromatic scheme, using your main color choice's tints and shades for added detail.*



#04516e



#338199



#b0e0ea



#d6eef2



#262727



#434344



#9f9c9c



#c7c4c4



02\_COLORS

SECONDARY COLORS

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*PMS: 360 U*  
*CMYK: C67 M0 Y70 K0*  
*HEX: #51bb7b*  
*RGB: R82 G188 B123*

- #257048
- #409564
- #add9b8
- #d4ead9

*PMS: 7548 U*  
*CMYK: Co M15 Y100 K0*  
*HEX: #f0ce15*  
*RGB: R255 G212 B0*

- #9a7700
- #c3a028
- #f6e299
- #f9edc9

*PMS: 158 U*  
*CMYK: Co M65 Y100 K0*  
*HEX: #f47820*  
*RGB: R244 G121 B32*

- #8e4402
- #bb5f23
- #fab889
- #fdd9be

*PMS: 192 U*  
*CMYK: Co M85 Y48 K0*  
*HEX: #ef4e65*  
*RGB: R240 G78 B102*

- #8c2738
- #ba3e51
- #f18085
- #fad1cd

*PMS: 239 U*  
*CMYK: C6 M92 Y6 K0*  
*HEX: #e0368c*  
*RGB: R224 G54 B140*

- #851252
- #af2a6f
- #eba0c0
- #f3cddd

*PMS: 266 U*  
*CMYK: C56 M81 Y0 K0*  
*HEX: #8350a0*  
*RGB: R131 G80 B160*

- #4d275f
- #693f7e
- #b69cc8
- #d5c9e2



## 02\_COLORS

# Acceptable uses

We want to make sure our Flywheel logo can find a home on any surface, so we're offering up a variety of different color options for designers and users. These colors should be used if our primary blue impairs the logo's legibility or just doesn't look quite right.

## WITH OUR LOGO

*Color is crucial, but without proper legibility, the logo means nothing. Please make sure that our logo always stands out in a magnificent, monochromatic way!*

*And remember – always use the logo at 100% opacity on white or colored backgrounds!*



*Primary blue*



*Primary gray*



*Black and white*



*Secondary green*



*Secondary yellow*



*Secondary orange*



*Secondary red*



*Secondary pink*



*Secondary purple*



02\_COLORS

### LOGO USAGE ON A COLORED BACKGROUND

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03

## Elements

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*Typography, photography,  
iconography - oh my!*



03\_ELEMENTS

## Typography

The Flywheel brand utilizes a variety of typefaces along with some hand-made fonts to strike a balance between professional and playful design.

### A GLANCE AT OUR FONTS

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Aa Aa Aa C Aa



## 03\_ELEMENTS

## Primary fonts

Our first primary font is Museo Sans Rounded, a bolder, sans serif typeface that is used for headings and subheads. Similar in look and feel to our Flywheel wordmark, this typeface is also highly legible, fairly geometric, and features friendly rounded corners. In balanced contrast, the second typeface is Archer, a thinner, serif typeface that's sweet and charming with an added bit of whimsy.

---

*We adore the way these two fonts play off each other and represent our standout brand. No Helvetica or Arial here, please!*

### MUSEO SANS ROUNDED

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 !@#\$%^&\*(),.<>/?:;"'{}[]\|+~

### ARCHER SEMIBOLD ITALIC

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 0123456789 !@#\$%^&\*(),.<>/?:;"'{}[]\|+~



## 03\_ELEMENTS

## Fancy alternatives

In an effort to break up walls of text with some visual contrast, we've added in a few fancy fonts that are playful and full of personality. Use these sparingly (alongside our primary fonts) to spruce up a piece.

---

*We want you to have the creative freedom to add playfulness and whimsy to your designs! That said, these are primarily meant to be used for headers. (Never, EVER, for body copy.)*

### HEARTWELL

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&'()\*.,< > / ? : ; " ' { } [ ] \ + -

### SMOOTHY

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C Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !@#\$%^&'()\*.,< > / ? : ; " ' { } [ ] \ + -





## 03\_ELEMENTS

# Type hierarchy

One of the easiest ways to establish hierarchy with type is simply through size. Readers will often see the biggest type first and start reading from there.

To create a distinct type hierarchy, we vary the sizes and fonts on a page to establish and define clear relationships between pieces of text. When defining these relationships, just make sure there's enough visual difference between font styles!

## THE BASICS

*Our default hierarchy is shown here, but there are exceptions when using the secondary colors for promos and designs outside of the app and marketing site.*

### Headlines

*Museo Sans Rounded 500, sentence case  
(no punctuation needed)  
30 pt size, +20 tracking, 34 pt leading  
100% Blue - #50c6db*

### SUBHEADS AND BUTTON COPY

*Museo Sans Rounded 700, all caps  
(no punctuation needed)  
12 pt size, +40 tracking, 14 pt leading  
100% Dark Gray - #262727*

### SECONDARY SUBHEADS

*Museo Sans Rounded 100, all caps  
(no punctuation needed)  
12 pt size, +40 tracking, 14 pt leading  
100% Gray - #5d5e5e*

### Body copy.

*Museo Sans Rounded 300, sentence case  
10 pt size, +10 tracking, 14 pt leading  
100% Gray - #5d5e5e*



## 03\_ELEMENTS

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*These additional accent styles offer up a bit of font flexibility, but still support our main type treatments.*

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*The fancy fonts are mainly meant to be used to add visual contrast to promotional headlines.*

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**ADDITIONAL STYLES**


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*Pull quotes and lead-in copy.*

*Archer Semibold Italic, sentence case  
20 pt size, 0 tracking, 24 pt leading  
100% Dark Gray - #262727*

**PAGE VIGNETTES AND TERTIARY HEADLINES**

*Museo Sans Rounded 900, all caps  
8 pt size, +40 tracking, 14 pt leading  
100% Dark Gray - #262727*

*Side bar notes.*

*Archer Semibold Italic, sentence case  
8 pt size, +10 tracking, 10 pt leading  
100% Blue - #50c6db*

*Mouse copy.*

*Archer Book Italic, sentence case  
8 pt size, +10 tracking, 10 pt leading  
100% Dark Gray - #262727*

---

**FANCY ALTERNATIVES**


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*Headlines Alt*

*Heartwell Regular, title case  
(no punctuation needed)  
> 30 pt size, 0 tracking, > 34 pt leading  
100% Blue - #50c6db*

*Headlines C Alt*

*Smoothy Cursive, title case  
(no punctuation needed)  
> 30 pt size, 0 tracking, > 34 pt leading  
100% Blue - #50c6db*



## 03\_ELEMENTS

# Photography

The photography style of Flywheel mirrors the sense of fun, whimsy, and welcoming that our brand embodies on an everyday basis. We also work with a variety of straight on, isometric, and overhead angles. Use a bright atmosphere to add energy and a subtle contrast between shadows and highlights. Not too harsh, not too blown out, but a nice balance in between. The photography should capture a vibrant, happy feeling. All the good vibes!

## PORTRAITS

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*Lighting is key in our photography! Whites should be very white, so we often use natural light or daylight bulbs (5,500 kelvin CFL bulbs) and silver reflectors so colors stay true and don't get distorted. When editing, always err on the side of warm tones – we keep things warm and cozy around here.*

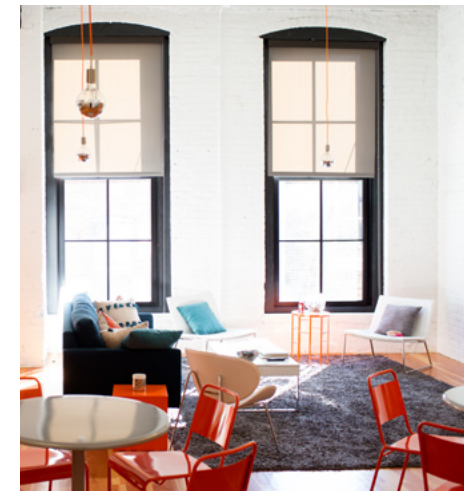
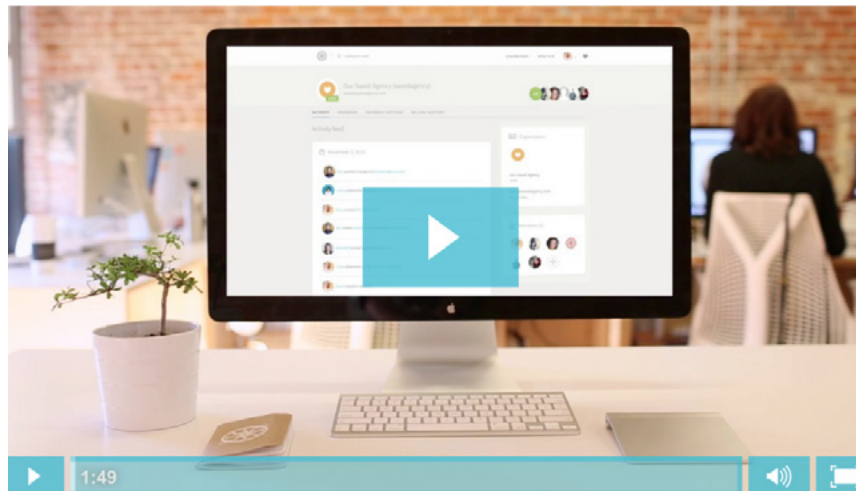




03\_ELEMENTS

LIFESTYLE

*When it comes to lifestyle shots, we love to showcase the human side of hosting! Our warmth and whimsy should come across in every photo we take.*

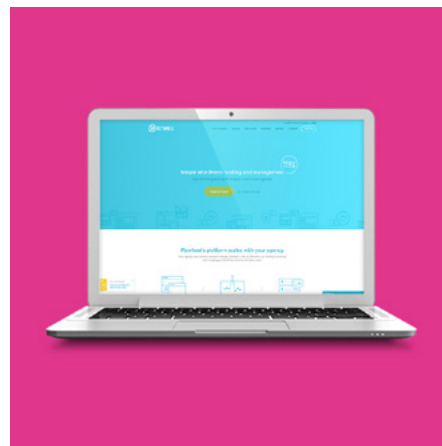
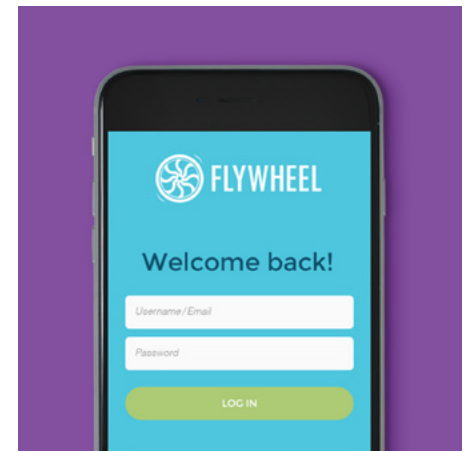




03\_ELEMENTS

SOLID BACKGROUNDS

*A fresh coat of paint can take any design to the next level! Try using our bright, bold brand colors as solid backgrounds for tech or product photography.*





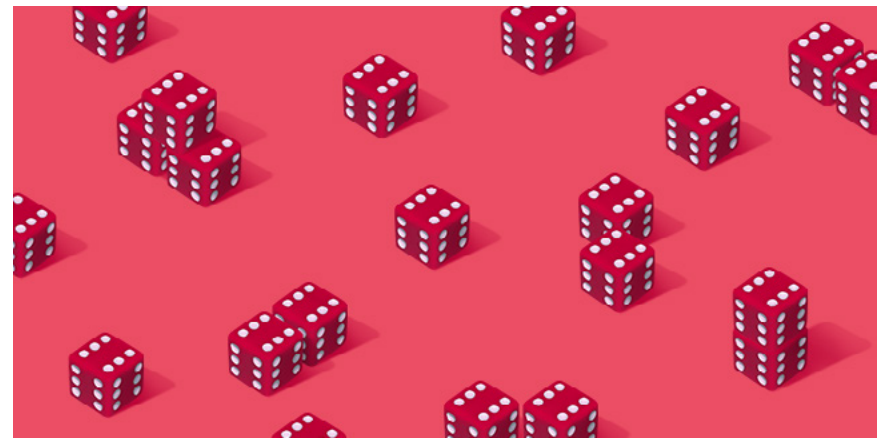


03\_ELEMENTS

*We use lifestyle and product photography to create photos that pack a bunch of personality (and pretty props) into our visual images.*

*Using angles straight on, above, or isometric are all acceptable.*

WHIMSY





## 03\_ELEMENTS

# Iconography

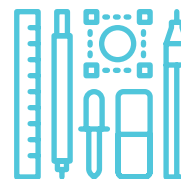
We utilize a series of airy and fun icons to add character and playfulness to our work. The icons are used on posters, web pages, and anything promotional. They can be used in our primary blue color or one of the secondary colors, if used in a monochromatic color scheme and at 65px in size. To add depth to larger icons, we have tints and tones that can be added as fills to create more impact.

## FLAT UI ICONS

Icons are shown in two sizes across our site: 65px with 2pt line width, and 130px with 4pt line width.

Larger icons are reserved for use in headers or as callouts.

Each lined graphic has a 5px radius and rounded corners.

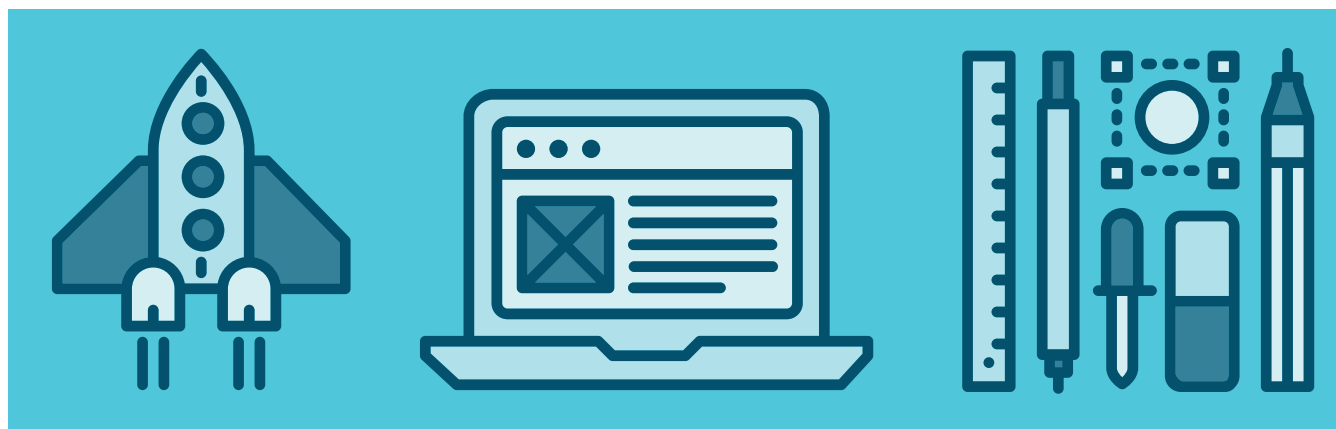
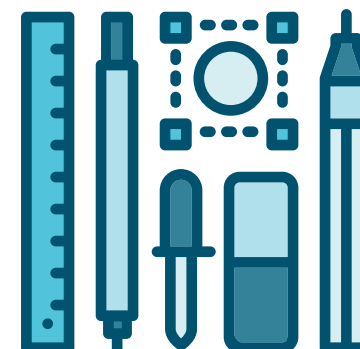
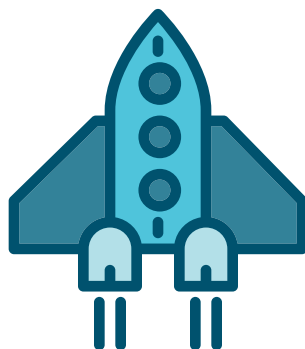




## 03\_ELEMENTS

*When used at 130px or larger, our icons are to be filled in with tints and shades from our color palette. They can be used on white backgrounds or a corresponding colored background in order to complete a monochromatic color scheme.*

## LARGER ICONS WITH TINTS AND SHADING







## 03\_ELEMENTS

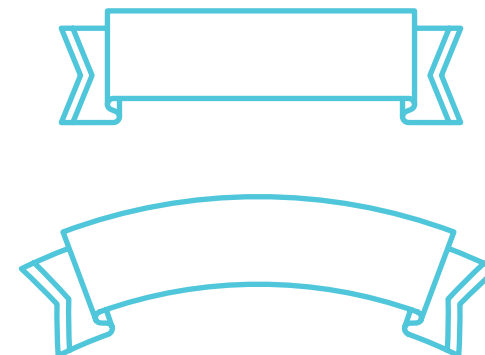
## Visual elements

To help spruce up our designs, we commonly turn to a variety of visual elements such as starbursts, arrows, and banners. Add these to any project for a wonderful, whimsical effect!

### STARBURSTS, ARROWS,

---

*Add a little extra something special with starbursts, arrows, or one of our other whimsical visual elements!*





### 03\_ELEMENTS

### ILLUSTRATIONS

*This is an example of how our iconography can influence our more elaborate illustration.*





# Thanks!

Flywheel is a delightful platform that empowers designers, developers, and digital agencies to focus on what they do best – building beautiful, functional sites for their clients. We make it a breeze to create and develop WordPress sites, handle hosting, manage projects, and ultimately scale your business.

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**NEED HELP? CONTACT US AT:**

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