



Brand Guideline

Content.

01 Logo3

Logo4

Logo colourways5

02 Colour6

Colour Palette7

03 Typography8

Typefaces9





Logo

Logo

Flint logo is our most valuable asset, it is what distinguishes the brand from others.

The logo shouldn't be altered or modified in any way. There are 2 distinct elements that make up the logo - the symbol and the word-mark. These can be used locked up together when necessary or can be used independently. As seen in these guidelines.

Never try to recreate the logo using your own fonts or design tools.

Symbol



Horizontal lock-up



Wordmark



Logo colourways

The logo can be used in a selection of colour combinations as shown here.

Always ensure there is enough contrast between the logo and the background to protect the legibility of the brand.



02

Colour

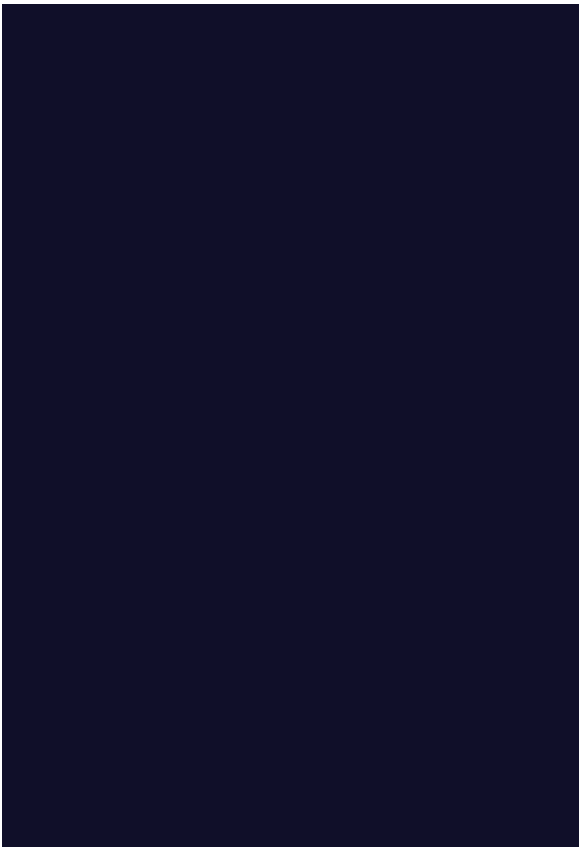
Colour Palette

Consistent use of the Primary brand colours will help build a distinctive brand identity, that play a vital part in building recognition apart from other brands.

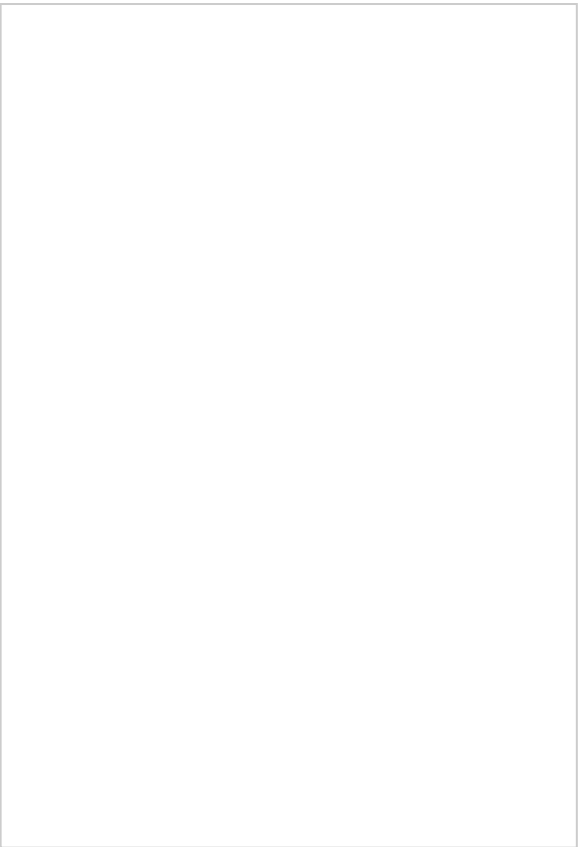
Tints of the Primaty colours may be used to extend the palette for on the website, mobile app, infographics, charts.



CMYK	0/74/100/0
RGB	255/102/0
HEX	#FF6600



CMYK	100/96/49/70
RGB	16/15/39
HEX	#100F27



CMYK	0/0/0/0
RGB	255/255/255
HEX	#FFFFFF

03

Typography

Typefaces

Inter For text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+ =: ? > <

Bold

Lorem ipsum dolor sit amet, consectetur adipi-
scing elit, sed diam nonummy nibh...

Regular

Lorem ipsum dolor sit amet, consectetur adipi-
scing elit, sed diam nonummy nibh...

SemiBold

Lorem ipsum dolor sit amet, consectetur adipi-
scing elit, sed diam nonummy nibh...

Light

Lorem ipsum dolor sit amet, consectetur adipi-
scing elit, sed diam nonummy nibh...



[Download Flint brand assets](#)