



Brand guidelines

Updated May 2023

01 Introduction

Our brand defines how our staff, partners and customers view FlexEnable. In all we do, it is important to consistently convey our identity and values in our signature strong, professional, and vibrant style.

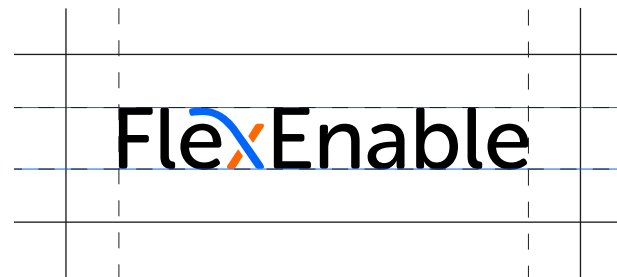
Our logo features the emblematic X shape. The blue echoes the flexible surfaces we enable with our game-changing technology, while the orange symbolises a light ray going through the surface.

It is vital that all parts of FlexEnable and external partners follow these branding guidelines as they influence everything from the logo to communication and publicity material.

The minimum spacing requirement is 0.7cm (0.25 inches) and should always be used when placing the logo into a printed design. In printed materials, the logo should be at least 0.7cm (0.25 inches) in height.



FlexEnable



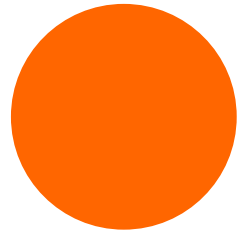
02 Colour palette

Colour has a major part to play in the building of any brand. It is vital that we consider the use of colour carefully across all our communications. You will notice that the orange and blue colours in FlexEnable's branding have a distinctive vibrant quality.

These colours promote the following:

Orange is associated with joy, happiness, intellect, and energy. Blue is often associated with depth and stability.

Both these colours symbolise trust, loyalty, intelligence and integrity.



Orange

CMYK

Cyan 0%
Magenta 70%
Yellow 94%
Black 0%

RGB

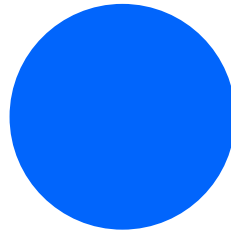
Red 255
Green 102
Blue 0

HEX

#FF6600

Pantone Coated

Orange 021 C



Blue

CMYK

Cyan 85%
Magenta 61%
Yellow 0%
Black 0%

RGB

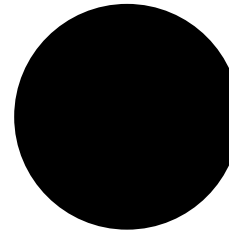
Red 1
Green 101
Blue 252

HEX

#0165FC

Pantone Coated

300 C



Black

CMYK

Cyan 0%
Magenta 0%
Yellow 0%
Black 100%

RGB

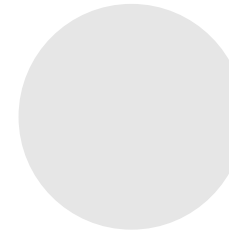
Red 0
Green 0
Blue 0

HEX

#000000

Pantone Coated

Black 3 C



Grey

CMYK

Cyan 0%
Magenta 0%
Yellow 0%
Black 10%

RGB

Red 229
Green 229
Blue 229

HEX

#E5E5E5

Pantone Coated

Cool Gray 1 C

03 Brand typeface

Two fonts have been chosen for use in all of FlexEnable's communications.

These fonts have been chosen as they provide a clean and clear line of writing that not only portrays a professional brand, but equally provides ease of reading for those with learning needs or visual impairments.

It is important to use these fonts consistently across collateral.

Museo Sans Round is being used on the website and collateral created with Adobe Suite, while Segoe UI has been chosen to use across Microsoft documents.

The default text colour is black.

Museo Sans Rounded

Museo Sans Rounded 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans Rounded 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans Rounded 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Museo Sans Rounded 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe UI

Segoe UI Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Segoe UI Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz