

Flourish
ONLINE

WHAT'S INSIDE

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Flourish Online is where leading (and emerging) female entrepreneurs come to build a flourishing online business.

Zero pffaffing about. Zero mansplaining or bro-culture. Zero tech jargon bullshit.

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Flourish

LOGO

Stacked

Where possible, the stacked version of the logo should be utilised. When the logo appears on a dark background, the reverse version should be used.

LOGO VARIATIONS

BRAND GUIDELINES

STACKED LOGO FULL

Fl
ur
sh.
ONLINE

STACKED LOGO FULL

Fl
ur
sh.
ONLINE

INVERSE COLOUR

STACKED LOGO BASIC

Fl
ur
sh.

STACKED LOGO BASIC

Fl
ur
sh.

INVERSE COLOUR

Flourish

LOGO

Script

Where possible, the script version of the logo should be utilised. When the logo appears on a dark background, the reverse version should be used.

LOGO VARIATIONS

BRAND GUIDELINES

SCRIPT LOGO FULL

ONLINE
Flourish

SCRIPT LOGO FULL

ONLINE
Flourish

INVERSE COLOUR

SCRIPT LOGO BASIC

Flourish

SCRIPT LOGO BASIC

Flourish

INVERSE COLOUR

Flourish

FLOURISH ONLINE

LOGO VARIATIONS



MARK LOGO

LOGO

Mark

Where possible, the mark version of the logo should be utilised. When the logo appears on a dark background, the reverse version should be used.

LOGO VARIATIONS

BRAND GUIDELINES



MARK LOGO

INVERSE COLOUR

Flourish

FLOURISH ONLINE

LOGO VARIATIONS



FAVICON LOGO

LOGO

Favicon

Where possible, the favicon version of the logo should be utilised. When the logo appears on a dark background, the reverse version should be used.

LOGO VARIATIONS

BRAND GUIDELINES



FAVICON LOGO

INVERSE COLOUR

Flourish

COLOURS

Brand Palette

The following colours are the only colours that should be utilised in association with the brand and should be used consistently. Using additional colours other than specified will create confusion towards the brand's visual language. Tints and shades are acceptable.

COLOUR PALETTE

BRAND GUIDELINES

BLUE
#0D36C4
RGB: 13, 54, 196
CMYK: 93, 72, 0, 23

YELLOW
#DAC75B
RGB: 218, 199, 91
CMYK: 0, 9, 58, 15

PINK
#EAC3D6
RGB: 234, 195, 214
CMYK: 0, 17, 9, 8

RED
#E10000
RGB: 225, 0, 0
CMYK: 0, 100, 100, 12

LIGHT PINK
#F4DCE9
RGB: 244, 220, 233
CMYK: 0, 10, 5, 4

DARK INK
#242424
RGB: 6, 36, 36
CMYK: 0, 0, 0, 86

GREY
#E1E1E1
RGB: 225, 225, 225
CMYK: 0, 0, 0, 12

LIGHT GREY
#F7F7F7
RGB: 247, 247, 247
CMYK: 0, 0, 0, 3

COLOURS

Acceptable Combinations

Color contrast impacts readability of content on both web and in print. It is especially important for users who are low vision or for users who are colorblind. Good color contrast means all users can see our content no matter the device they're using or the lighting of their surroundings. The indicated colour combinations are the only acceptable combinations to be used in Flourish Online branding to ensure proper user accessibility.

COLOUR COMBINATIONS

BRAND GUIDELINES

**The quick brown
fox jumps over the
lazy dog**

LIGHT PINK
ON RED

**The quick brown
fox jumps over the
lazy dog**

RED ON PINK

**The quick brown
fox jumps over the
lazy dog**

RED ON
LIGHT PINK

**The quick brown
fox jumps over the
lazy dog**

LIGHT GREY
ON DARK INK

**The quick brown
fox jumps over the
lazy dog**

PINK ON BLUE

**The quick brown
fox jumps over the
lazy dog**

BLUE ON
LIGHT GREY

STYLE ELEMENTS

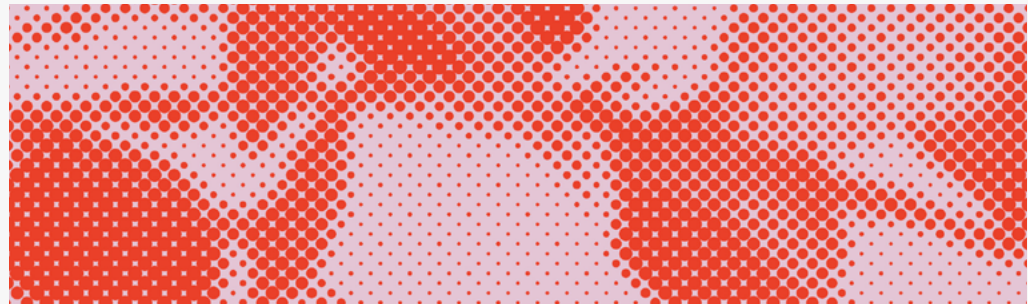
Textures

The following textures are permitted to be utilised in association with the brand. They should be used consistently with the brand colours and used sparingly as demonstrated in this document.

SUBTLE FOLIAGE SHADOW



HALFTONE AUSTRALIAN FLORA



DUOTONE AUSTRALIAN FLORA



STYLE ELEMENTS

Illustrations

Single-line illustrations may be used in place of photographs in the style shown.

On rare occasions, collage-style illustration can be paired with vector flower elements to create graphic "hero" elements.

SINGLE-LINE ILLUSTRATION STYLE



COLLAGE HERO GRAPHIC STYLE



STYLE ELEMENTS

Photography

It is important that photography used and associated with Flourish Online represents the diverse female market which the online business services. Where possible, images of women from different ethnic backgrounds, ages, abilities and body compositions are used.



TYPOGRAPHY

Heading 01

Felicity is a tightly cut heavyweight display serif. Felicity has strict kerning and it creates strong looking words just by typing - but if you need even more try any of Felicity's many OpenType features: Discretionary Ligatures, Stylistic, Titling or Swash Alternates. Felicity has also a small selection of ornaments you can from the Character Window.

Designers: [Emil Karl Bertell](#)

Publisher: [Fenotype](#)

Aa Felicity Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

12345678910

HIERARCHY: **HEADING 01**

WEB SIZE: **100px**

TRACKING: **10pt**

COLOUR: **#0D36C4**

TYPOGRAPHY

Heading 02

Felicity is a tightly cut heavyweight display serif. Felicity has strict kerning and it creates strong looking words just by typing - but if you need even more try any of Felicity's many OpenType features: Discretionary Ligatures, Stylistic, Titling or Swash Alternates. Felicity has also a small selection of ornaments you can from the Character Window.

Designers: **Emil Karl Bertell**

Publisher: **Fenotype**

Aa Felicity Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

12345678910

HIERARCHY: **HEADING 02**

WEB SIZE: **70px**

TRACKING: **10pt**

COLOUR: **#0D36C4**

TYPOGRAPHY

Heading 03

Felicity is a tightly cut heavyweight display serif. Felicity has strict kerning and it creates strong looking words just by typing - but if you need even more try any of Felicity's many OpenType features: Discretionary Ligatures, Stylistic, Titling or Swash Alternates. Felicity has also a small selection of ornaments you can from the Character Window.

Designers: [Emil Karl Bertell](#)

Publisher: [Fenotype](#)

Aa Felicity Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

12345678910

HIERARCHY: **HEADING 03**

WEB SIZE: **50px**

TRACKING: **10pt**

COLOUR: **#242424**

TYPOGRAPHY

Heading 04

Figtree is a clean yet friendly geometric sans serif font for usage in web and mobile apps. It's light-hearted and crisp when used for text, yet still retains some punch when used in uppercase – perfect for buttons and short labels. The thicker weights have a distinctly friendlier character, great for headlines of more personable brands.

Figtree comes as a variable font with 7 legacy weights, light through black.

Designers: [Erik D. Kennedy](#)

Publisher: [Google Fonts](#)

Aa FIGTREE BOLD

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

HIERARCHY: **HEADING 04**

WEB SIZE: **28px**

TRACKING: **100pt**

COLOUR: **#242424**

TYPOGRAPHY

Heading 05

Figtree is a clean yet friendly geometric sans serif font for usage in web and mobile apps. It's light-hearted and crisp when used for text, yet still retains some punch when used in uppercase – perfect for buttons and short labels. The thicker weights have a distinctly friendlier character, great for headlines of more personable brands.

Figtree comes as a variable font with 7 legacy weights, light through black.

Designers: Erik D. Kennedy

Publisher: Google Fonts

Aa FIGTREE BOLD

A B C D E F G H I J K L M N O P

Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 10

HIERARCHY: HEADING 05

WEB SIZE: 18px

TRACKING: 100pt

COLOUR: #E10000

TYPOGRAPHY

Heading 06

Chic Society Script was inspired by current typographic trends on Instagram. Chic society script adds a personalized touch and can make the content feel friendlier. This script is great for pairing due to how well it complements and contrasts other fonts. Best when used sparingly, to add emphasis to a single word or sentence.

Designers: [Peach Crème Studio](#)

Publisher: [Peach Crème Studio](#)

Aa

Chic Society Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

12345678910

HIERARCHY: HEADING 06

WEB SIZE: 100px

TRACKING: 0pt

COLOUR: #E10000

TYPOGRAPHY

Body Copy

Figtree is a clean yet friendly geometric sans serif font for usage in web and mobile apps. It's light-hearted and crisp when used for text, yet still retains some punch when used in uppercase – perfect for buttons and short labels. The thicker weights have a distinctly friendlier character, great for headlines of more personable brands.

Figtree comes as a variable font with 7 legacy weights, light through black.

Designers: [Erik D. Kennedy](#)

Publisher: [Google Fonts](#)

Aa Figtree Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

HIERARCHY: BODY COPY

WEB SIZE: 18px

TRACKING: 0pt

COLOUR: #242424

TYPOGRAPHY

Typographic Hierarchy

The following typographic examples summarize the proper usage of type for Flourish Online across all brand collateral. These typography specs keep the brand's font usage consistent.

H1, Felicity Regular, 100px, #0d36c4

H2, Felicity Regular, 70px, #0d36c4

H3, Felicity Regular, 50px, #242424

H4, FIGTREE BOLD, 28PX, #242424

H5, FIGTREE BOLD, 18PX, #E10000

H6, Chic Society Script, 100px, #e1000

Body, Figtree Regular, 18px, #242424

WEB

Web Style Elements

The following examples indicate how the branding applies to website style elements. For maximum ease of user experience, it is important the branding remains consistent across all of the site's pages. The examples shown indicate the exact use of brand fonts, colors, and visual elements as they pertain to a web application.

BUTTON STYLE



BUTTON #E10000

TEXT #EAC3D6

ACTIVE BUTTON STYLE (ON HOVER)



HOVER BUTTON #EAC3D6

HOVER TEXT #E10000

SECONDARY BUTTON STYLE



BUTTON #0D36C4

TEXT #EAC3D6

SECONDARY ACTIVE BUTTON STYLE (ON HOVER)



HOVER BUTTON #242424

HOVER TEXT #F7F7F7

FORM STYLE



FORM TEXT #242424

BUTTON #E10000

TEXT #EAC3D6

FORM STYLE ACTIVE (ON HOVER)



FORM TEXT #242424

HOVER BUTTON #EAC3D6

HOVER TEXT #E10000

AT THE HEART

Mission Statement

At the heart of every strong brand, is an inspirational core purpose. Our purpose is the reason FO exists. We are on a mission to redefine how women entrepreneurs make an impact online.

“

Our company’s singular purpose is to empower women to show up online, boldly and bravely.



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