



BRAND GUIDELINES

P L A N F L O

BUSINESS OVERVIEW



PLANFLO is a cutting-edge construction scheduling software designed to help teams plan projects better, work smarter, and reduce labor risk-the industry's biggest challenge. By providing an intuitive and dynamic scheduling platform, PLANFLO enables project managers and construction leaders to streamline workflows, optimize manpower allocation, and anticipate potential delays before they impact the project. With real-time visibility and AI-powered insights, teams can proactively identify and mitigate labor risks, ensuring projects stay on track and within budget. By eliminating inefficiencies and reducing downtime, PLANFLO not only enhances productivity but also drives significant cost savings. Whether managing large-scale construction sites or fast-paced commercial projects, PLANFLO empowers teams to build with confidence, minimize risk, and maximize profitability.

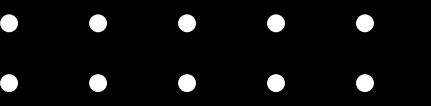
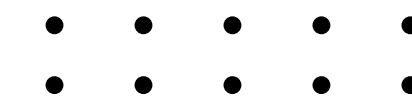


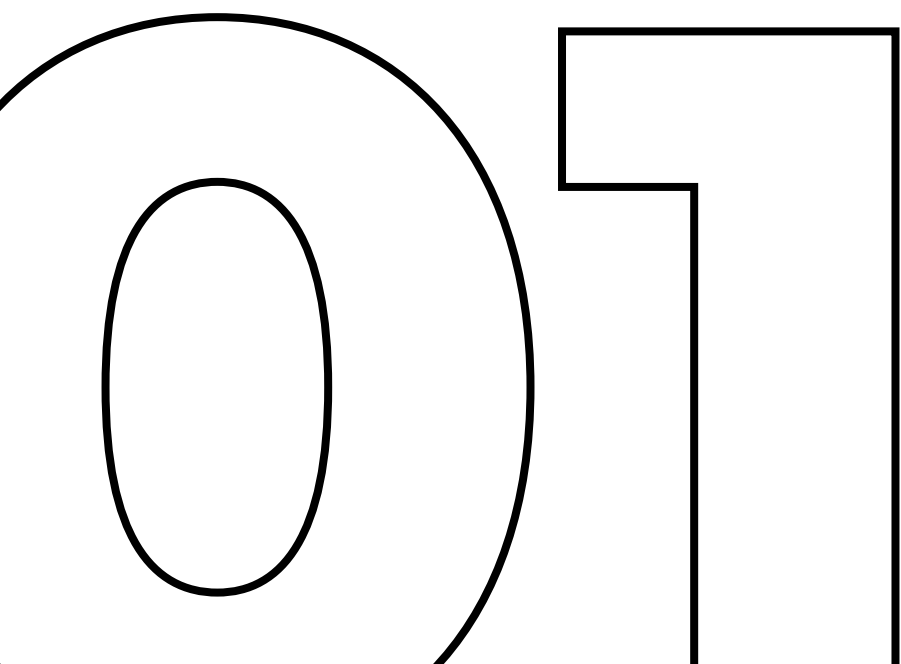
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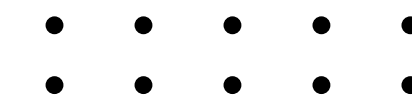


MAIN LOGO

The Planflo logo features a bold, geometric sans-serif typeface for the company name, conveying a modern and professional aesthetic. The stark white lettering against a solid black background creates a strong contrast, ensuring high visibility and immediate brand recognition. The overall effect is clean, contemporary, and memorable, effectively communicating Planflow's focus on efficiency and innovative solutions within its industry.



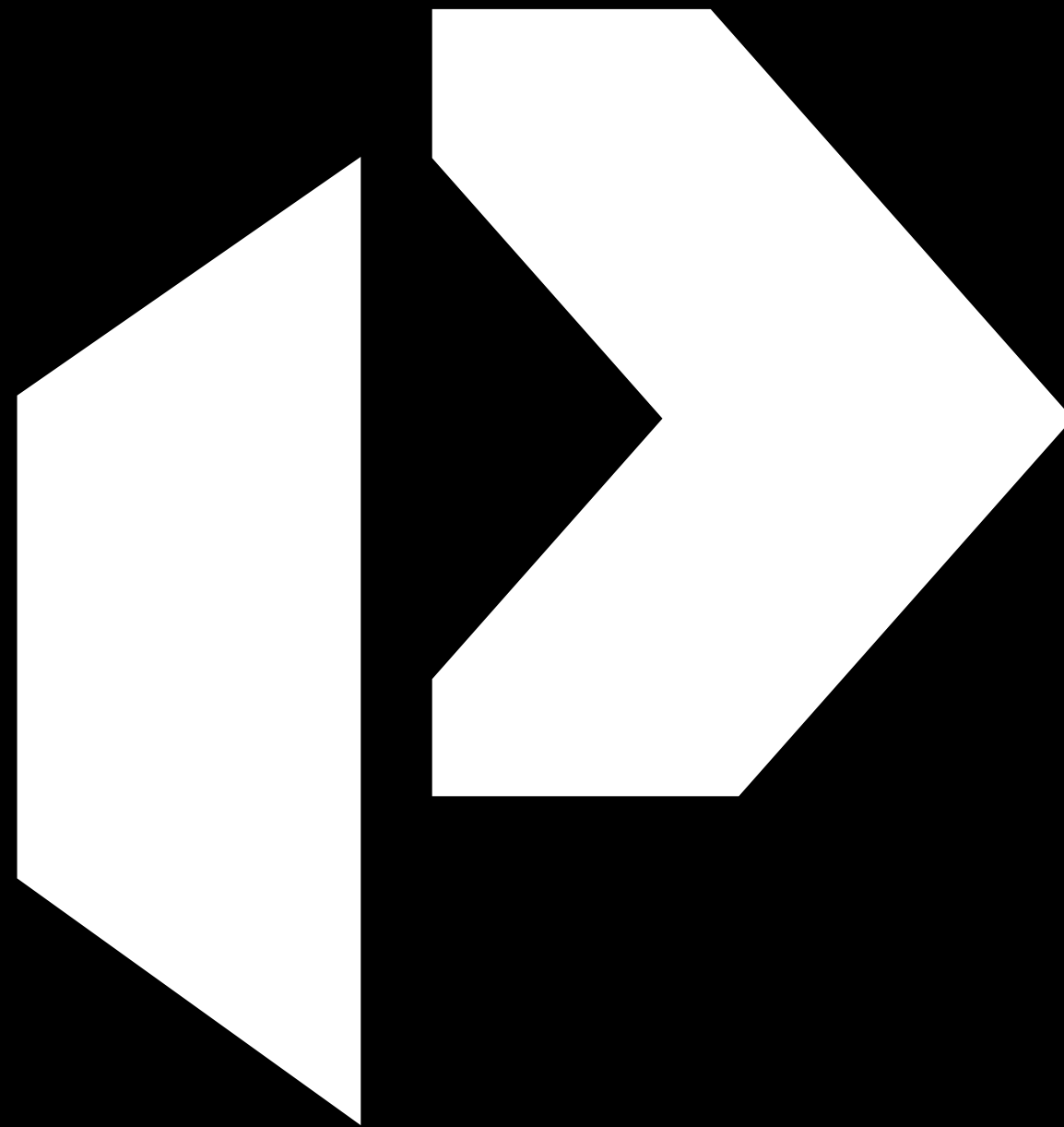


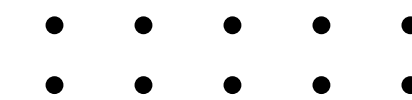


ICONMARK

The Planflo icon mark is a stylized, geometric symbol that evokes a sense of forward movement and structured planning. Resembling a stylized arrow or folded paper, the icon suggests dynamism and the streamlining of complex processes. Its solid white form against the black background provides a strong visual contrast, ensuring the icon is easily recognizable and memorable. The abstract nature of the symbol allows for versatile application across various branding materials, while still conveying the core values of efficiency and innovation associated with the Planflow brand.





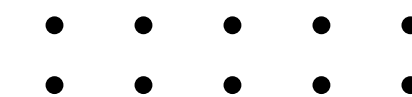


MONOCHROME LOGO

The Planflo monochrome logo presents the brand in two variations: black on white and white on black, showcasing its adaptability across different applications. The logo features a clean, geometric sans-serif typeface for the "PLANFLO" wordmark, conveying a modern and professional image. The monochrome treatment emphasizes the simplicity and directness of the design, ensuring clarity and recognition regardless of background color, and reinforcing Planflow's focus on efficiency and straightforward solutions.





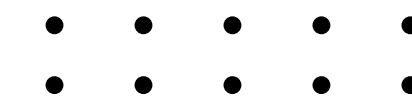


EXCLUSION ZONE

The Planflo ogo includes a clear exclusion zone of 4x the logo size around the logo. This means that no graphic elements, text, or other visual elements should be placed within this 4x zone. Adhering to this guideline ensures that the logo remains visually prominent and uncluttered, preserving its impact and recognizability. By maintaining this clear space, the logo can effectively communicate the brand's identity without any distractions.



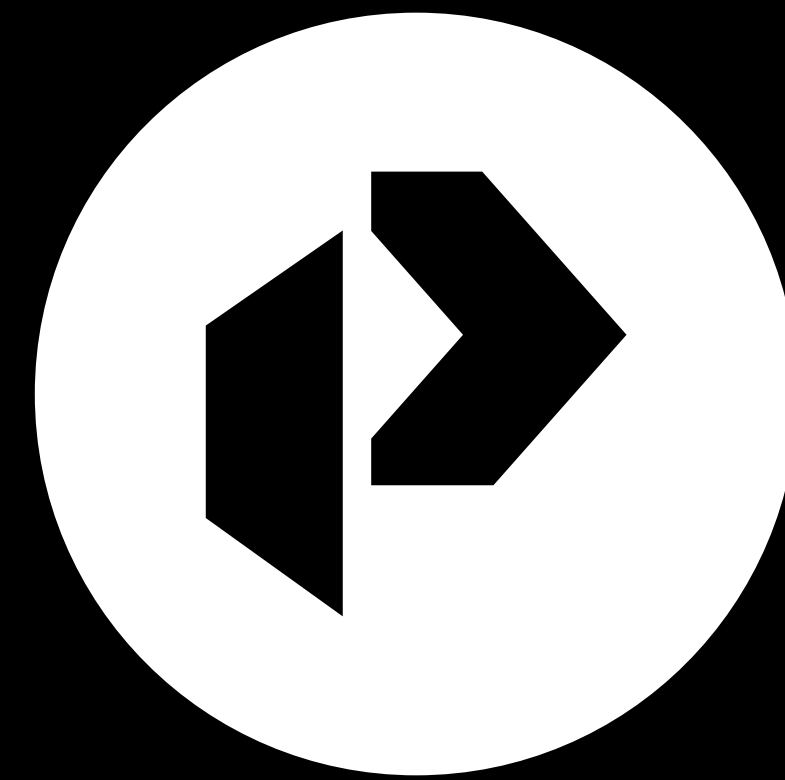
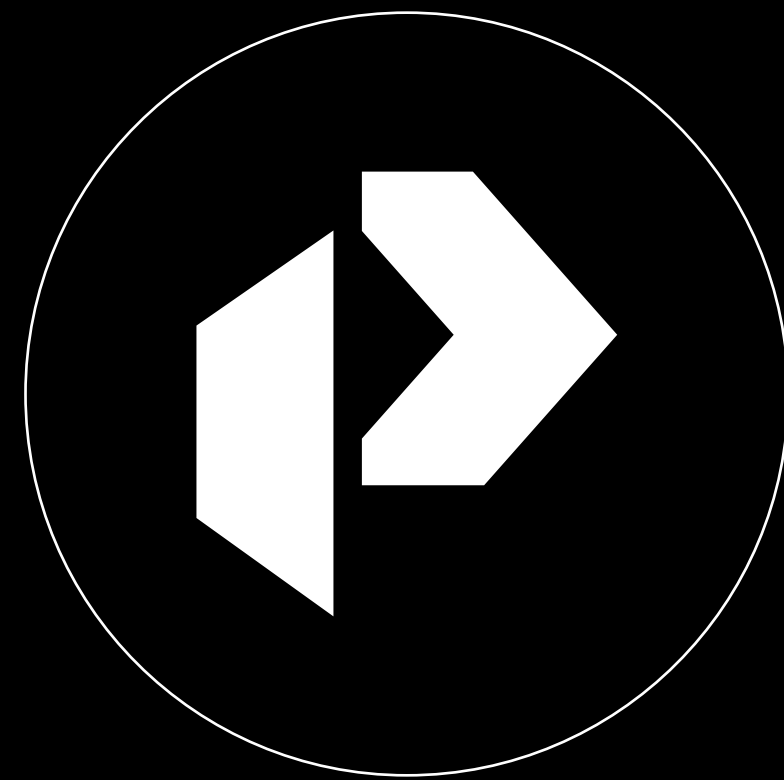


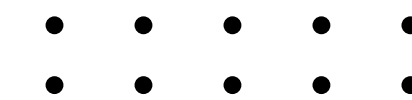


FAVICON

The Planflo favicon utilizes the brand's distinctive icon, a stylized "P" or directional arrow formed from folded planes, set against a circular background. Presented in both white on black and black on white variations, the favicon maintains brand consistency and ensures visibility across different browser tabs and platforms. The simple, geometric design of the icon translates effectively to the small scale of a favicon, remaining recognizable and memorable. This concise visual representation of the Planflow brand reinforces its core values of efficiency and forward-thinking solutions in a compact and readily identifiable format.

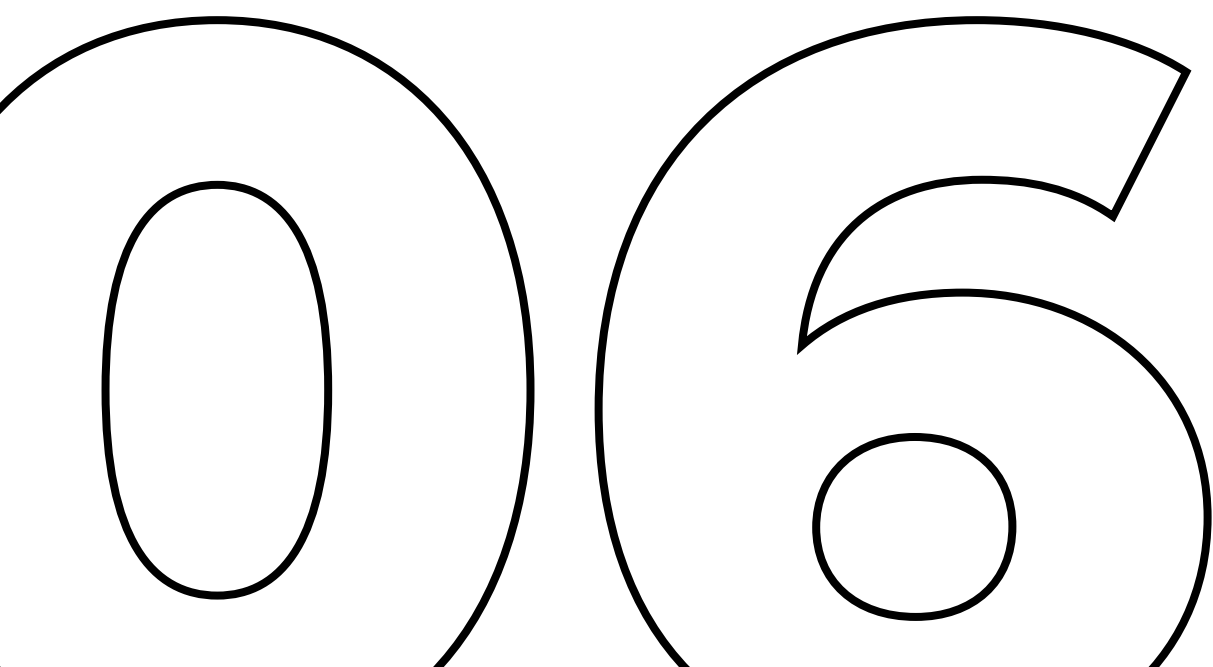


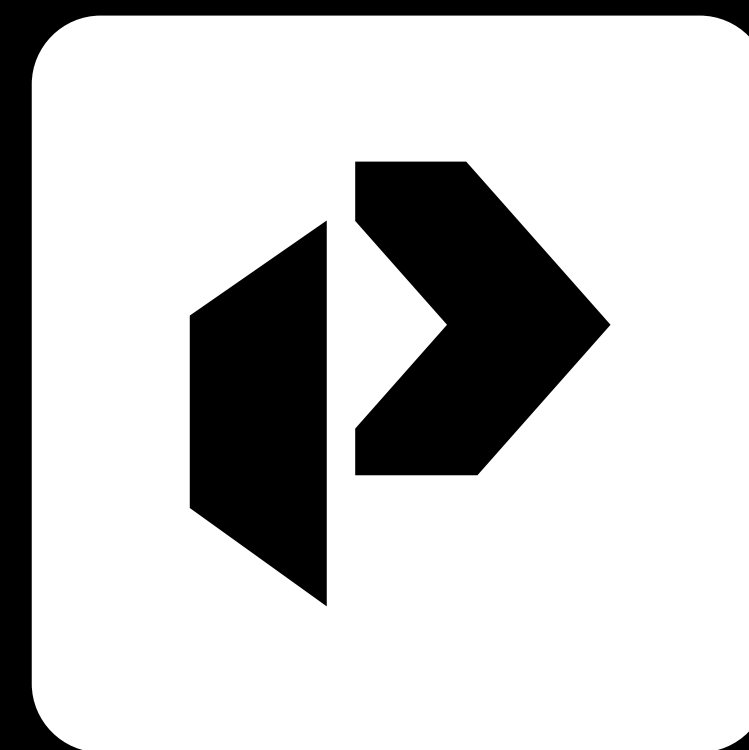
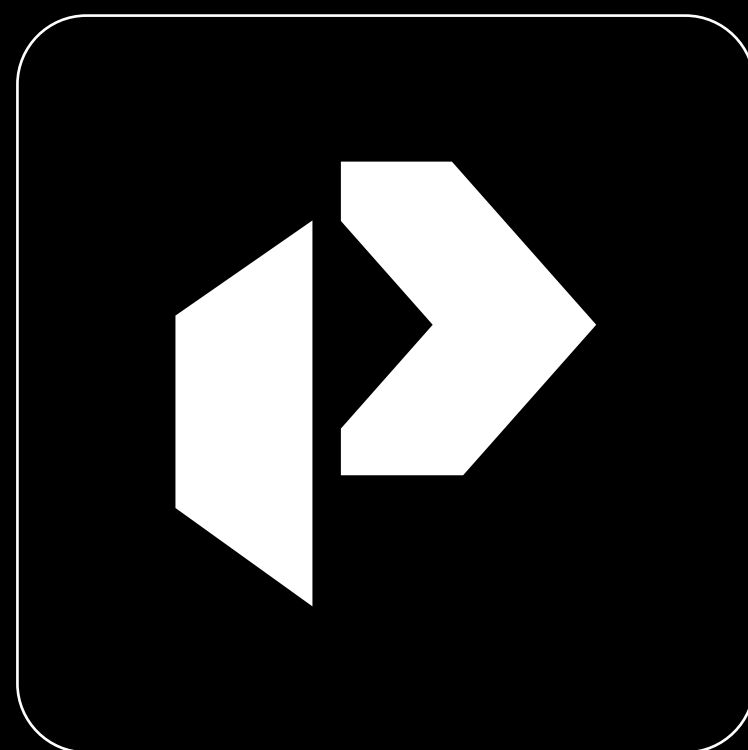


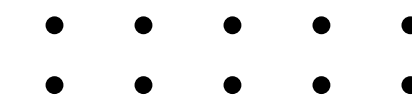


APP ICON

The Planflo app icon features the brand's signature geometric icon, a stylized "P" or directional arrow constructed from folded planes, set against a square background with rounded corners. Presented in both white on black and black on white variations, the icon maintains brand recognition and ensures visual clarity on various mobile interfaces. The simple, bold design of the icon translates well to the small scale of an app icon, remaining easily identifiable and memorable among other app icons. This concise and visually striking representation of Planflow reinforces its focus on efficiency and innovative solutions, effectively communicating the brand's core values to mobile users.







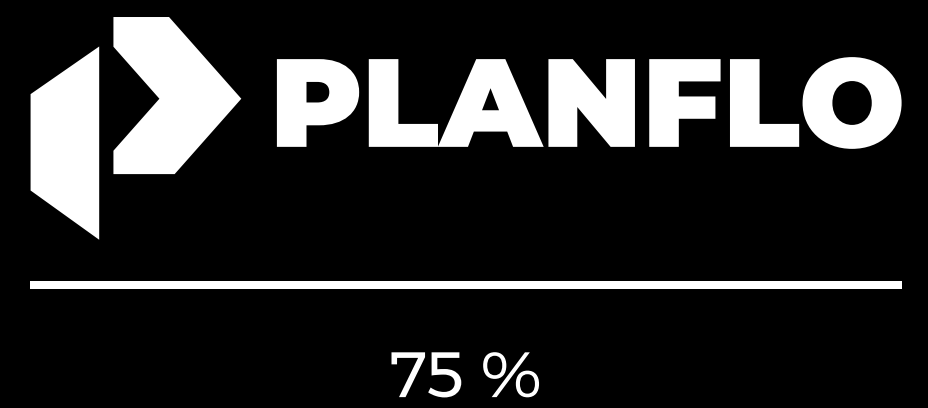
LOGO SIZES

The Planflo logo minimum size threshold optimal visibility and recognition. Maintaining a size no smaller than 15% guarantee clarity and preserves the integrity of brand guidelines.





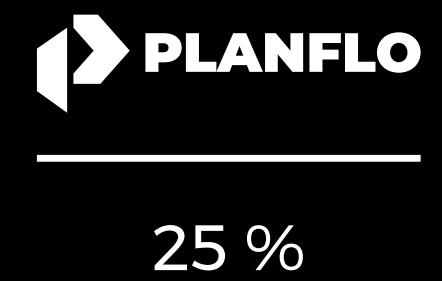
100 %



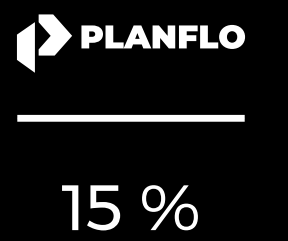
75 %



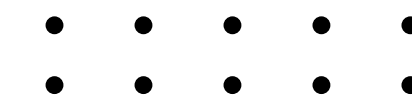
50 %



25 %

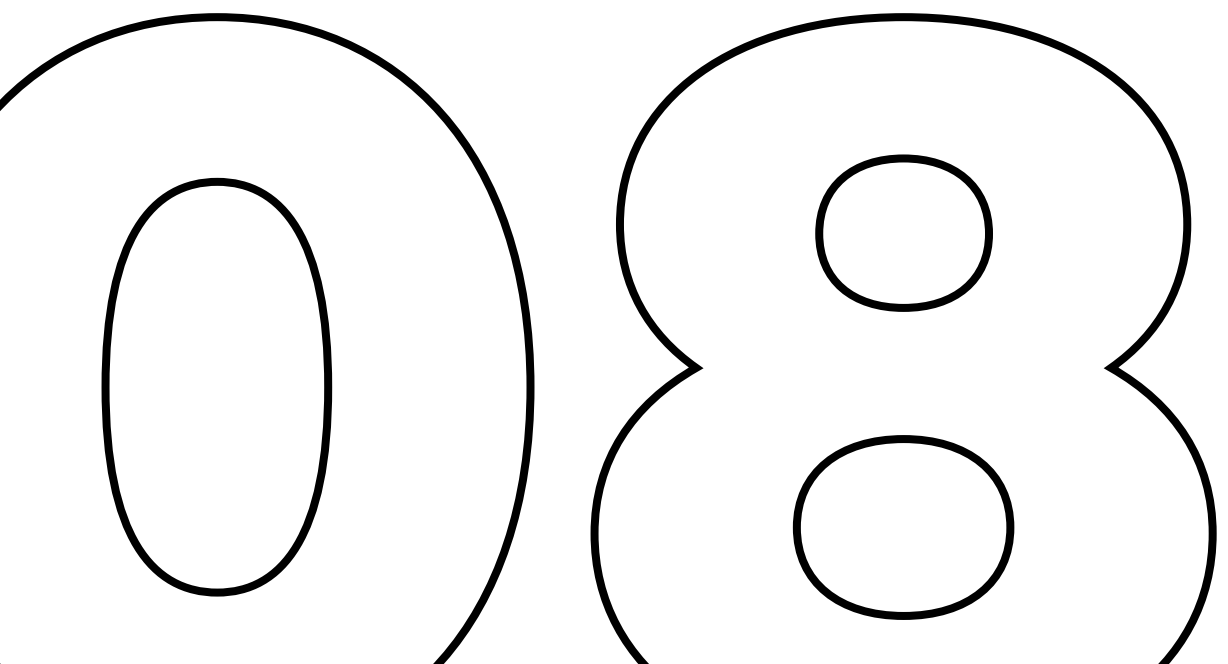


15 %



COLOR PALETTE

The Planflo brand palette centers on a classic and impactful monochrome scheme, utilizing pure black and pure white as its core colors. Black, often associated with sophistication, power, and authority, serves as the primary brand color, conveying Planflow's expertise and reliability in the construction technology sector. This timeless combination reinforces Planflow's commitment to delivering straightforward, effective solutions while projecting an image of professionalism and innovation.



#000000

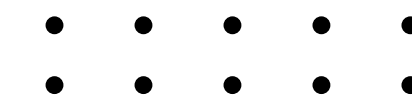
RGB : 00, 00, 00

CMYK : 00, 00, 00, 100

#FFFFFF

RGB : 255, 255, 255

CMYK : 00, 00, 00, 00



TYPOGRAPHY

The Planflo brand utilizes the Montserrat typeface family as its primary and secondary fonts, creating a cohesive and contemporary typographic identity. Montserrat ExtraBold is employed for the primary wordmark, lending a strong, confident, and highly visible presence to the brand name. Its bold weight conveys authority and reinforces Planflow's position as a reliable and impactful solution. For secondary applications, such as body text and supporting information, Montserrat Regular provides a clean, legible, and approachable counterpoint. This lighter weight ensures readability and maintains a professional aesthetic across various communication materials. The combination of these two weights from the Montserrat family allows for a clear visual hierarchy and reinforces Planflow's brand message with clarity and style.



Aa

(Primary Font)

Montserrat ExtraBold

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

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

0, 1, 2, 3, 4, 5, 6, 7, 8, 9, ! @ # \$ % ^ & *

Aa

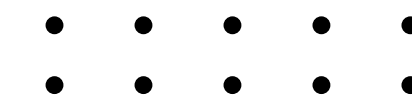
(Secondary Font)

Montserrat Regular

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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

0, 1, 2, 3, 4, 5, 6, 7, 8, 9, ! @ # \$ % ^ & *



LOGO DON'T

When using the Planflo logo, it's essential to maintain its integrity. Avoid altering the icon's orientation, resizing it disproportionately, or wrapping text around it. Ensure the logo is always crisp and clear, avoiding blurry or pixelated versions. Additionally, refrain from using gradients within the logo to preserve its clean and sophisticated aesthetic.





Don't Flip The Logo



Don't Change Width



Don't Wrap



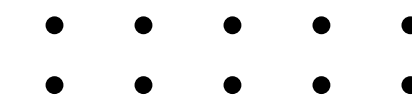
Don't Use Blurry Logos



Don't Change Height

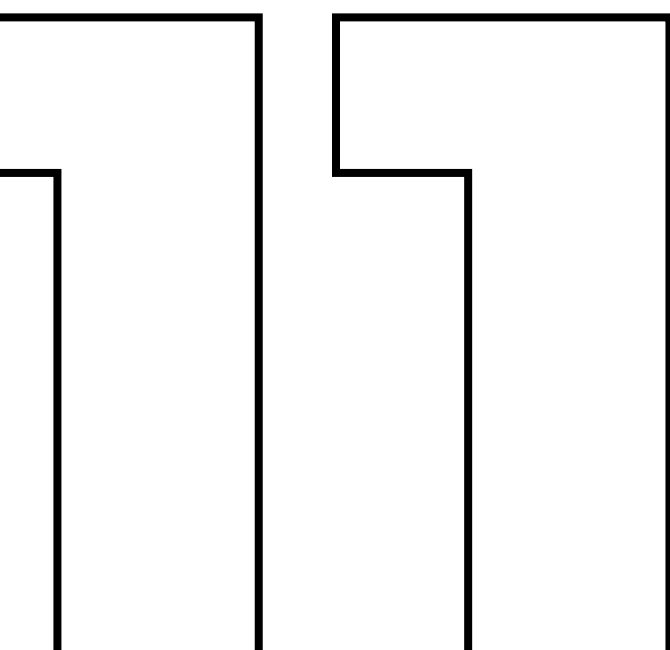


Don't Use Gradients In The Logo



MOCKUPS

Mockups boosts brand visual identity because the Planflo logo will appear on various marketing materials by this it ensure consistent brand representation and professional image.







Abstract geometric shapes in shades of gray on a black background, consisting of several overlapping triangles and polygons.

Thank
you!!