PurchaseFlow

KEEPING BUSINESS FLOWING

BRAND TOOLKIT

This tool-Kit provides guidance on how the PurchaseFlow brand should be represented visually through design & communication. As the brand components are developed and the branding evolves we will continue to add to the tool-kit for future and continued guidance.

So, who is PurchaseFlow?

PurchaseFlow is the ultimate automated purchasing solution tailored for ambitious enterprises. Dive into a seamless purchasing journey with PurchaseFlow's intuitive interface, effortlessly crafting purchase orders, managing top-tier vendors, monitoring inventory, and welcoming goods. Embrace the future by automating your entire purchasing pathway with PurchaseFlow, optimising time and boosting efficiency. Plus, with real-time insights into your inventory, make strategic decisions on reordering and quantities. Transition from manual methods and greet a refined, efficient purchasing experience with Purchaseflow.

AUTOMATIC AI INVOICE RECONCILIATION I BUDGET AND SPEND CONTROL I PURCHASE FLOWS
REAL-TIME ANALYTICS I INTEGRATIONS I SUPPLIER MANAGEMENT I DRIVEN BY THE DETAILS

Our Logo.

PurchaseFlow

KEEPING BUSINESS FLOWING

MASTER LOGO

REVERSED

PurchaseFlow

KEEPING BUSINESS FLOWING

MASTER LOGO MONO

PurchaseFlow

KEEPING BUSINESS FLOWING

**MASTER LOGO
WHITE**

**MASTER LOGO
MONO REVERSED**

PurchaseFlow

KEEPING BUSINESS FLOWING

PurchaseFlow

KEEPING BUSINESS FLOWING

SECONDARY LOGOS

FULL COLOUR

MONO

FAVICON & INSTAGRAM

TWITTER

REVERSED

WHITE

FAVICON & INSTAGRAM

TWITTER

SECONDARY LOGOS

BUTTON VERSION

Purchase Flow

MASTER BUTTON FOR WHITE BACKGROUND

Purchase Flow

MASTER BUTTON FOR DARK BACKGROUND

The colour palette colour gives a brand its personality and helps differentiate from its competitors whilst visually supporting the brand positioning and underpinning the brands offer.

Primary, secondary and supporting colour guide
Colour channel values – CMYK printing,
Hex and RGB colour values

Brand colour palette.

PRIMARY COLOURS

C83 **M**92 **Y**41 **K**45
R50 **G**30 **B**68
HEX: 321E44

C43 **M**43 **Y**0 **K**0
R149 **G**143 **B**197
HEX: 958FC5

SUPPORTING

C12 **M**9 **Y**0 **K**0
R217 **G**222 **B**240
HEX: D9DEF0

C80 **M**70 **Y**0 **K**0
R75 **G**93 **B**170
HEX: 4B5DAA

C0 **M**66 **Y**100 **K**0
R244 **G**119 **B**33
HEX: F47721

C0 **M**0 **Y**0 **K**100
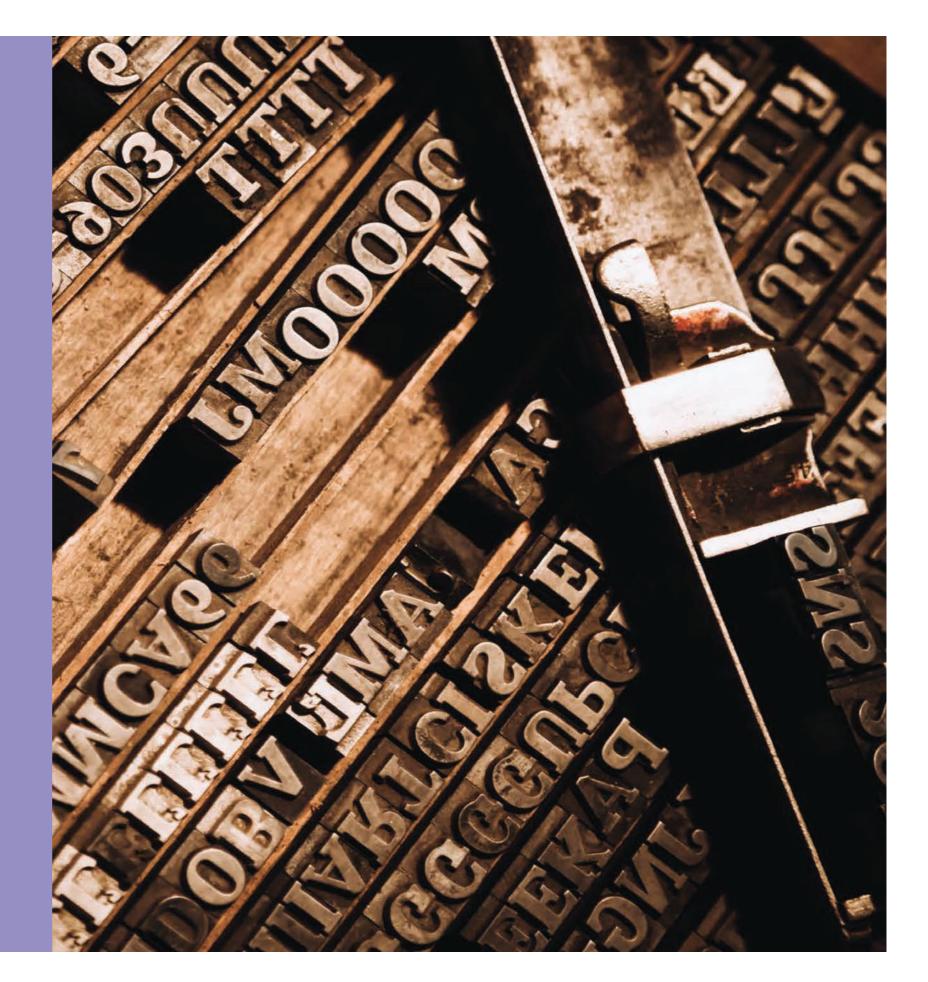**R**35 **G**31 **B**32
HEX: 231F20

C0 **M**0 **Y**0 **K**0
R255 **G**255 **B**255
HEX: FFFFFF

C4 **M**3 **Y**3 **K**0
R239 **G**239 **B**240
HEX: EFEFF0

Visual tone of voice.

PurchaseFlow
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ABOUT US   WHAT WE DO   OUR APPROACH   CONTACT

Dive into a seamless purchasing journey with PurchaseFlow.

Revolutionise your purchasing with PurchaseFlow.

Elevate your business to new heights with Purchaseflow - the ultimate automated purchasing solution tailored for ambitious enterprises. With Purchaseflow's intuitive interface, effortlessly crafting purchase orders, managing top-tier vendors, monitoring inventory, and welcoming goods.

Embrace the future by automating your entire purchasing pathway with Purchaseflow.

GET FLOWING

KEEPING BUSINESS FLOWING

PurchaseFlow
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GET FLOWING

The Brand font allows the brand communication to be distinct and individual

Our Brand font.

GOTHAM

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmn opqrstuvwxyz

1234567890!@£$%^&*( )?Æ'''",.

Gotham is a geometric sans-serif typeface family designed by American type designer Tobias Frere-Jones and released from 2000. Gotham's letterforms were inspired by examples of architectural signage of the mid-twentieth century. Gotham has a relatively broad design with a reasonably high x-height and wide apertures.

Full family in region of $299
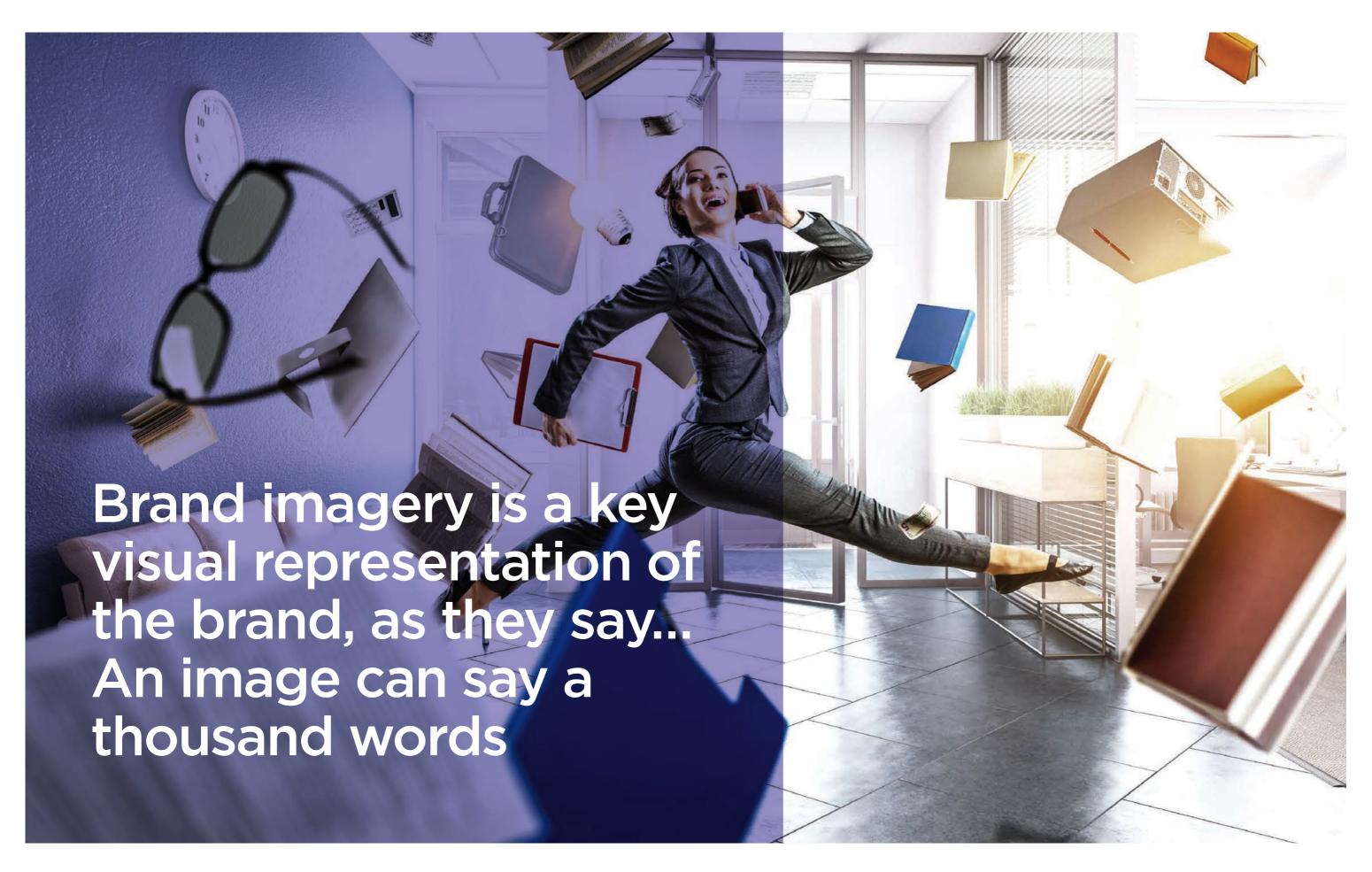but seperate weights can be bought cheaper

Gotham is that rarest of designs, the new typeface that feels somehow familiar, an honest tone that's assertive but never imposing, confident but never aloof. A comprehensive range of weights, widths and character enhances the plainspokenness with a welcome sophistication.

GOTHAM IS AVAILABLE IN 16 FONT WEIGHTS & STYLES

IS GOTHAM A WEB SAFE FONT?

Gotham is widely visible across the web. Over 8000 of the top one million websites use the font.

Thin	Book	**Bold**
Thin Italic	Italic	Bold Italic
Extra light	**Medium**	**Black**
Extra Itlaic	Medium Italic	**Black Italic**
Light		Ultra
Light Italic		Ultra Italic

Brand imagery is a key visual representation of the brand, as they say... An image can say a thousand words

A selection of images that visually represent the PurchaseFlow audience, USP's and benefits.

Any questions or if you need
any help with your brand toolkit,
please contact us at
andy@countrymiledesign.com

We're here to help.

Better Design by a
COUNTRY MILE