

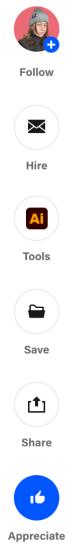


GreenFlag - Visual Identity for dating app
Vika Zemkova • Follow



dating-app

2025



Shifting the Narrative of Modern Dating

In a world oversaturated with “red flags,” Green Flag dares to flip the script. This isn’t just a dating app. It’s a movement toward healthier, more emotionally intelligent connections.

Our role was to shape a visual identity that reflects this fresh, optimistic energy — starting with the logo, and evolving into a complete design system.

color palette

2025

Grass green

RGB (188, 246, 65)

CMYK (55, 0, 100, 0)

HEX #BCF641

Black night

RGB (33, 33, 33)

CMYK (74, 65, 60, 79)

HEX #212121

Violet flower

RGB (191, 194, 255)

CMYK (29, 24, 0, 0)

HEX #BFC2FF

Ivory

RGB (246, 246, 246)

CMYK (4, 3, 4, 0)

HEX #F6F6F6

Soft peach

RGB (253, 226, 201)

CMYK (0, 14, 23, 0)

HEX #FDE2C9

Forest green

RGB (65, 139, 0)

CMYK (0, 0, 0, 0)

HEX #418B01

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2025

Shifting the Narrative...

Shifting the Narrative of Modern Dating

The logo concept blends multiple meanings in one clear symbol:



flag

the central metaphor



pixel

relationships are built
brick by brick



directional arrow

signaling progress and clarity



checkmark

a sign of safety and
green-lit connection

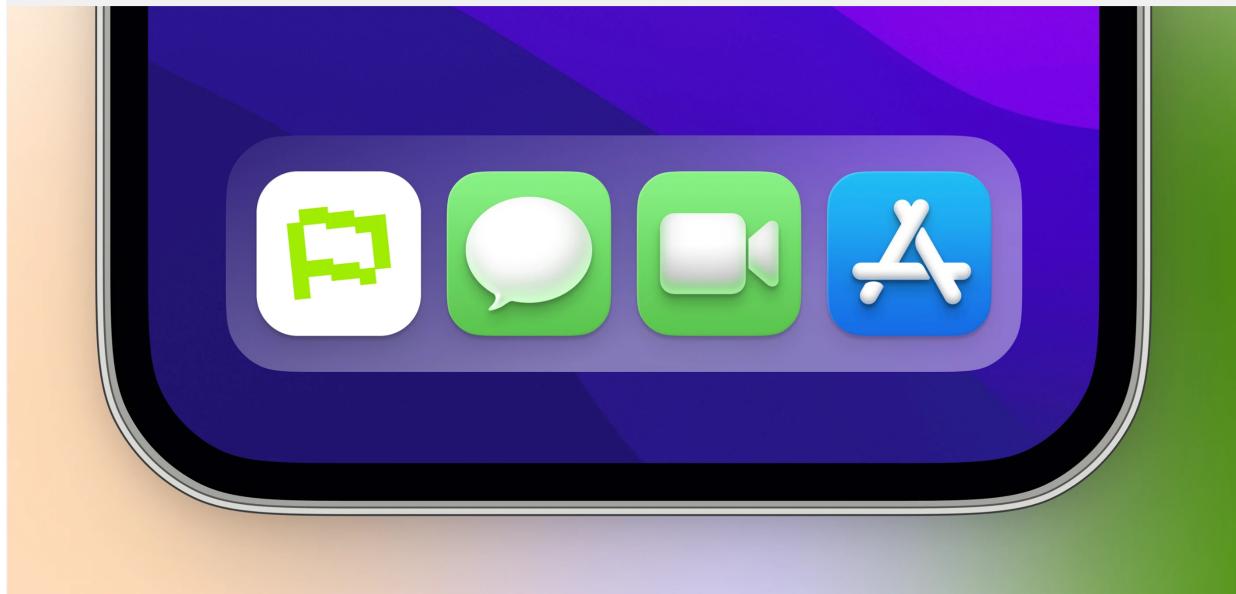
anatomy of full logo

2025

the symbol

ГРИН
ФЛАГ

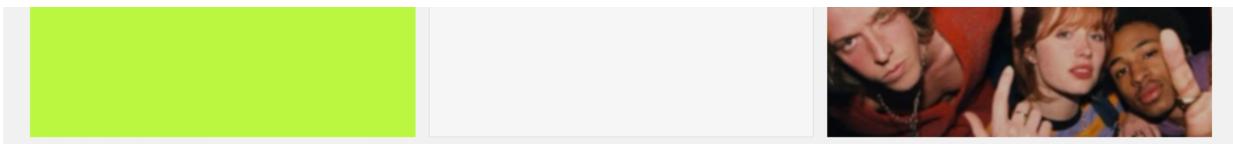
the logo



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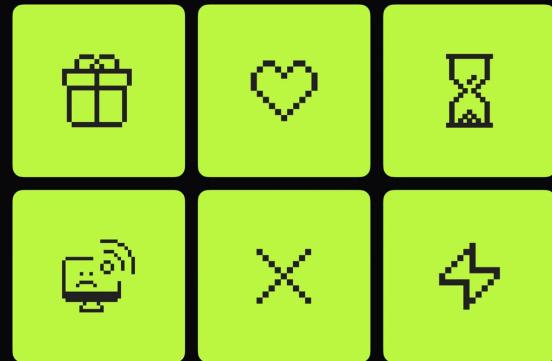
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Pixel Aesthetics with Emotional Depth

The brand features vivid pixel-style illustrations and icons — compact, expressive, and full of playful character. They bring a nostalgic yet fresh tone that aligns with the app's emotionally mature voice.

To soften and balance the pixel vibe, we added a set of gentle gradients, inspired by clarity, trust, and openness.



using corporate style in the interface

2025



dating-app

2025

Designer Vika Zemkova

UI/UX Designer Ira Breeva

Art-direction Vitaly Kozin

UI/UX Art-direction Ekaterina Kondrashova

Looking for a graphic designer? Contact me via:
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GreenFlag - Visual Identity for dating app

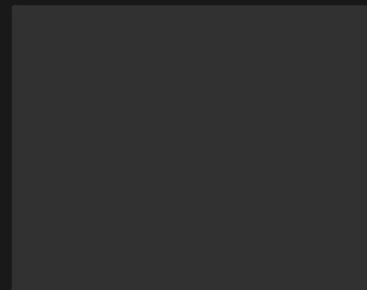
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Published: May 4th 2025



Vika Zemkova

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Nataliia Is · May 23, 2025 · Reply

- Well done! This project showcases skill, dedication, and originality



Аяна | Сайты под ключ · May 23, 2025 · Reply

Awesome 👍



Андрей Муравьев · May 12, 2025 · Reply

Nice work!



Mehedi Hasan · May 11, 2025 · Reply

amazing branding design love it Vika



Nazmul Huda · May 10, 2025 · Reply

impressive design



Ferdous's Branding · May 10, 2025 · Reply

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Shifting the Narrative of Modern Dating. In a world oversaturated with "red flags," Green Flag dares to flip the script. This isn't just a dating [Read More](#)

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Published: May 4th 2025

TOOLS

AI Illustrator

Ps Photoshop

Figma

 Awesome very nice and wow looking

 **Designox Marketing Agency** · May 10, 2025 · Reply
Amazing work, just awesome.

 **Denis Lapin** · May 9, 2025 · Reply
Good job!

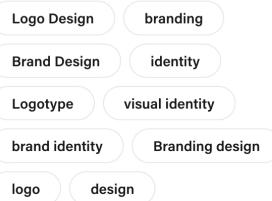
 **Pavel Tarkov** · May 9, 2025 · Reply
Thanks for the information, Vika! It's very interesting to see your creative approach to each project. Success in your future endeavors!

 **Анна Найдёнова** · May 9, 2025 · Reply
Amazing project! Cool logo and great presentation!

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