FLORA.IO

Graphic Standards

CONTENTS

THE LOGO

The decisioning behind the name and logo creation started with the need of a clean, modern and easy to read logo. With that in mind FLORA.IO was born, the term Flora comes from an ancient greek goddes known which means "green". Using FLORA.IO's AI plant monitoring device all your plants will turn green!

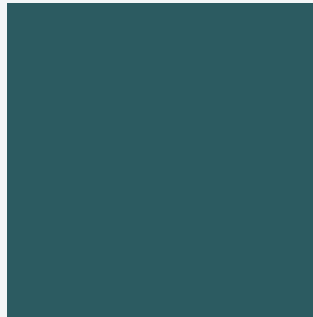Text Logo

Symbol Logo

FLORA.IO

THE COLOURS

FLORA.IO is a state of the art plant monitoring system, to give the brand that feeling it must be matched with a colour palet. Below are the colours that will be used throughout the brands products, website, social media accounts, and marketing materials.
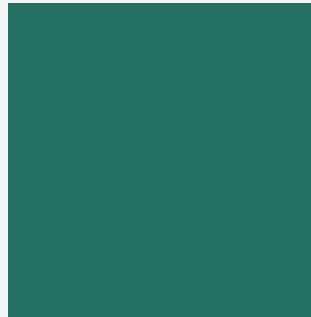
RGB 43, 61, 84

CMYK 49, 27, 0, 67

HEX #2B3D54

RGB 44, 91, 97

CMYK 55, 6, 0, 62
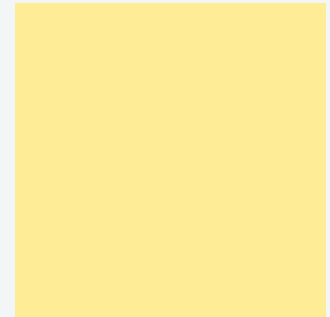
HEX #2C5B61

RGB 36, 112, 101

CMYK 68, 0, 10, 56

HEX #247065

RGB 96, 166, 95

CMYK 42, 0, 43, 35

HEX #60A65F

RGB 255, 236, 151

CMYK 0, 7, 41, 0

HEX #FFEC97

TYPE FACES

The type faces that will be used throughout the brand on all products, website, social media accounts, and marketing materials will be Objektiv Mk3 Regular & Medium and HWT Artz. Below are the examples of each.

Objektiv Mk3 Regular

ABCDEFGHIJ
KLMNOPQRS
TUVWRXYZ1
234567890!&

Objektiv Mk3 Medium

ABCDEFGHIJ
KLMNOPQRS
TUVWRXYZ1
234567890!&

HWT Artz

ABCDEFGHIJ
KLMNOPQRS
TUVWRXYZ1
234567890!&

FONT USAGE

When designing for FLORA.IO certain type faces can only be used for headings, subheadings and body copy. Below are the correct ways to use our brand type faces with the coresponding colours aswell.

Headings <h2> - HWT Artz - 32,36,48px

HEADING EXAMPLE

Sub-sub Headings <h4> - Objektiv Mk3 Medium- 18,20,22px

Sub-sub Heading

Sub-Headings <h3> - HWT Artz - 22,24,26px

SUB HEADING

body copy <p> - Objektiv Mk3 Medium- 14,16,18px

This is the body copy

THANKYOU FOR FOLLOWING THE FLORA.IO GRAPHIC STANDARDS!