



FLEX

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THE CLEAR CHOICE

BRAND GUIDE

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# ELEMENTS OF THE BRAND

FLEX is an innovative cellular brand who developed a new transparent smartphone constructed of Lexan polycarbonate.

The FLEX brand focuses on the following characteristics:

- flexible
- durable
- pure
- customizable
- progressive
- novel

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We strive to create both a brand and smartphone that is unique to anything that is currently on the market. Through our simplistic designs, thoughtful colour choices, and slick packaging, FLEX hopes to re-invent the way individuals thinks of phones.

High importance is placed on the simplicity of the logo design, developed to represent the abilities present through the brand. The underline demonstrates the bend and flexibility that both the FLEX brand and smartphone possesses to create the most user-friendly and customizable approach to new technologies.



FLEX hopes to connect users back to the simple things in life. The transparent smartphone allows for individuals to still experience the world going on around them, while still enjoying the current going-ons in the world of cyberspace. FLEX creates the "best of both worlds" for users.

# TYPOGRAPHY

The main two fonts that are used in branding of Flex are Avenir Next and BASIC TITLE FONT.

Avenir Next Ultra Light

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 1 2 3 4 5 6 7 8 9 0

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Avenir Next Regular

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 1 2 3 4 5 6 7 8 9 0

---

**Avenir Next Demi 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**  
**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 0**

---

BASIC TITLE FONT

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 0

---

## TYPE STYLE:

Both the FLEX brand name as well as headings are always written using BASIC TITLE FONT and thus will be in all capitals. Body text is written in a variety of Avenir Next fonts, alternating between Ultra Light, Regular, and **Demi Bold**, depending on the context.

# COLOUR

Although the FLEX smartphone itself is transparent, maintaining a consistent colour scheme is key in developing products and services coherent and in-line with its brand.

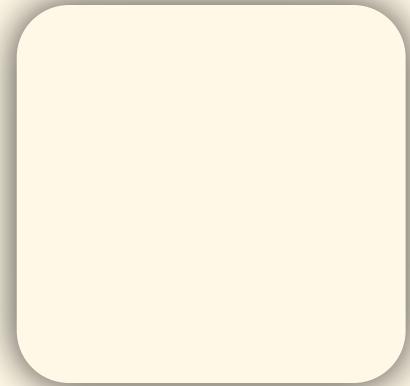
SUNSET ORANGE



CONSTANT NAVY



PALE PAPER



**RGB VALUES**

241, 131, 73

**HEX CODE**

#f18349

**CMYK VALUES**

2, 60, 79, 0

**PANTONE**

165C

**RGB VALUES**

28, 32, 53

**HEX CODE**

#1c2035

**CMYK VALUES**

88, 80, 50, 60

**PANTONE**

5255C

**RGB VALUES**

255, 248, 230

**HEX CODE**

#fff8e6

**CMYK VALUES**

0, 2, 9, 0

**PANTONE**

N/A

The FLEX colours represent our sense of simplicity and innovation towards the future. Our "Sunset Orange" creates a pop of colour throughout the branding and operating system, while the "Constant Navy" maintains the professional aspect to our brand and smartphone. "Pale Paper" is reserved strictly as the background colour for all publications created to represent the FLEX brand.

# CLEAR SPACE

Clear space ensures the FLEX logo is always displayed appropriately. This allows for text and elements to be placed around it without interfering with its usability.

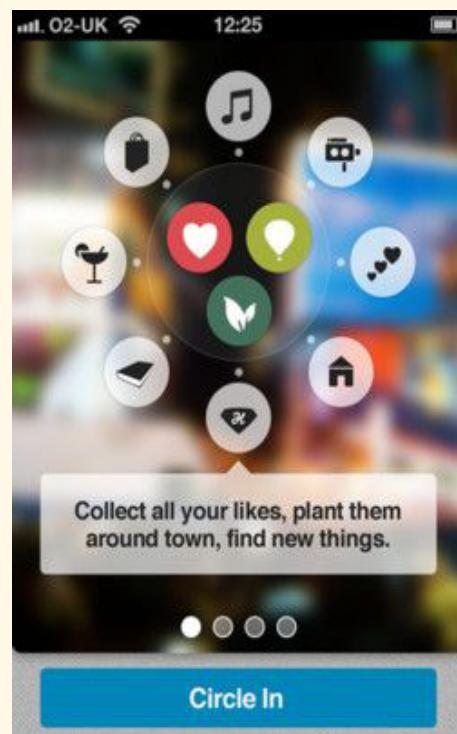
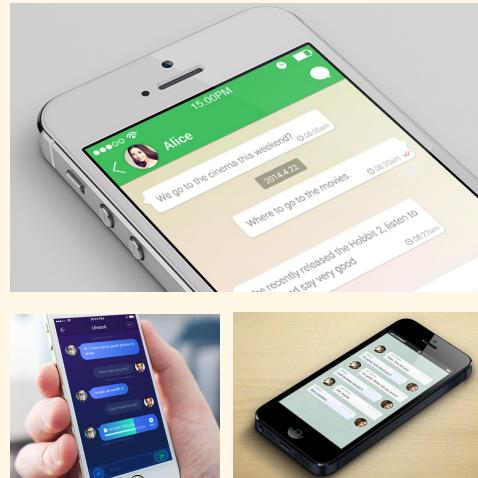
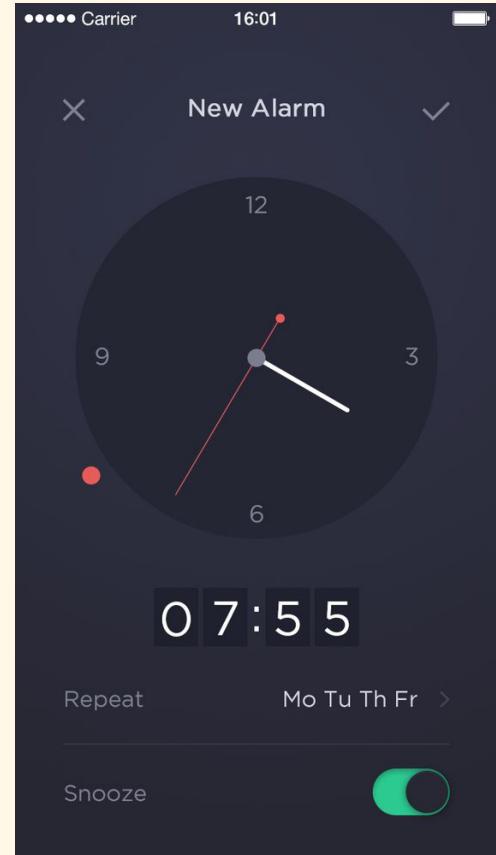


The above diagram displays the clear space that must be followed when utilizing the FLEX logo. The width of the "E" represents one X dimension. The 1X spacing is used on the left and right side of the logo, ensuring that nothing will be placed closer than the given space allocated. The X dimension is then split in half to represent the spacing necessary for the top and bottom areas of the FLEX logo.

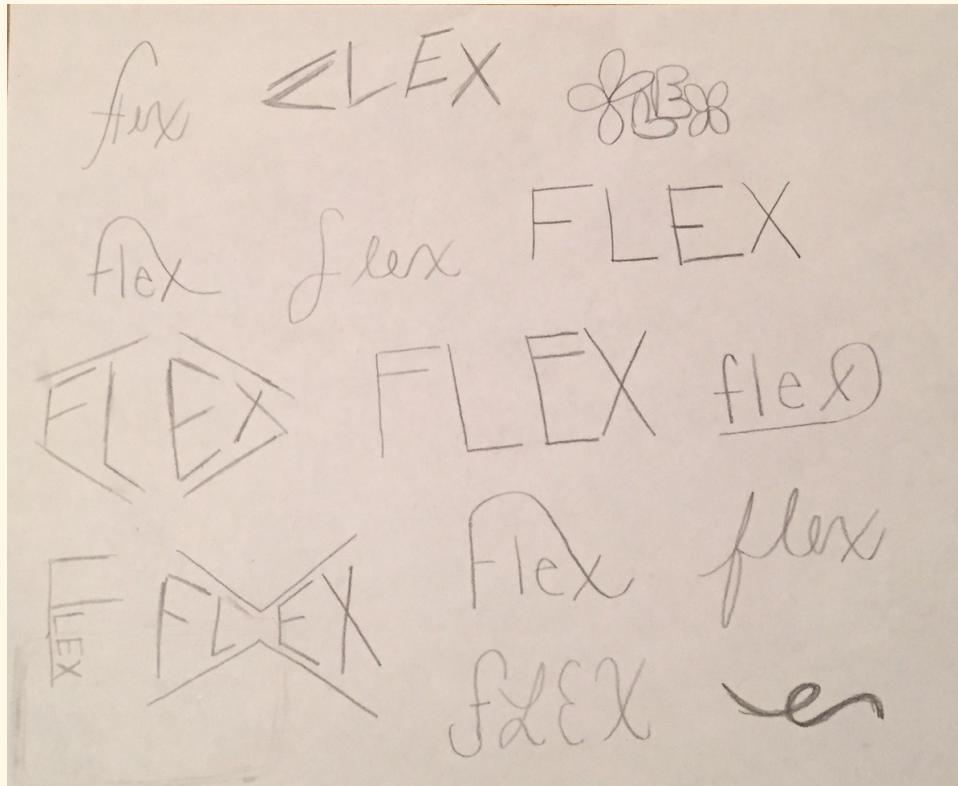
## PLEASE NOTE:

The above logo was created using a font size of 150 pt.

# BRAINSTORMING / RESEARCH

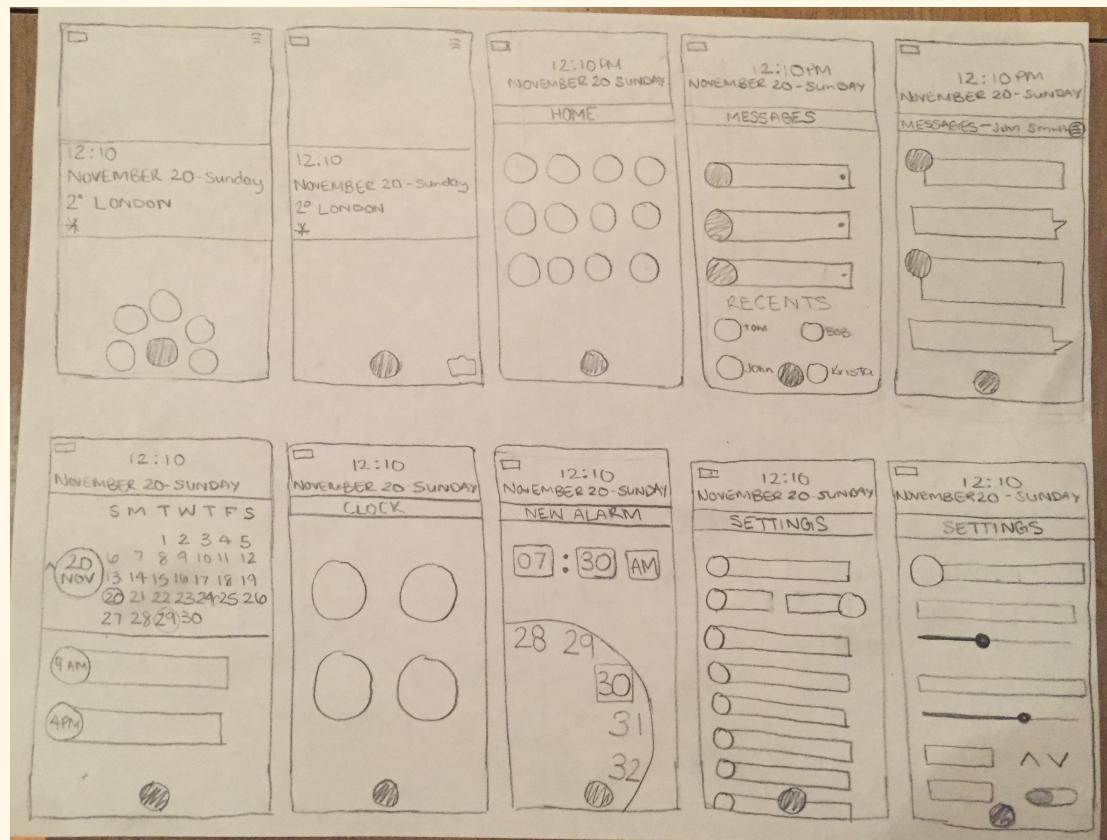


# SKETCHES

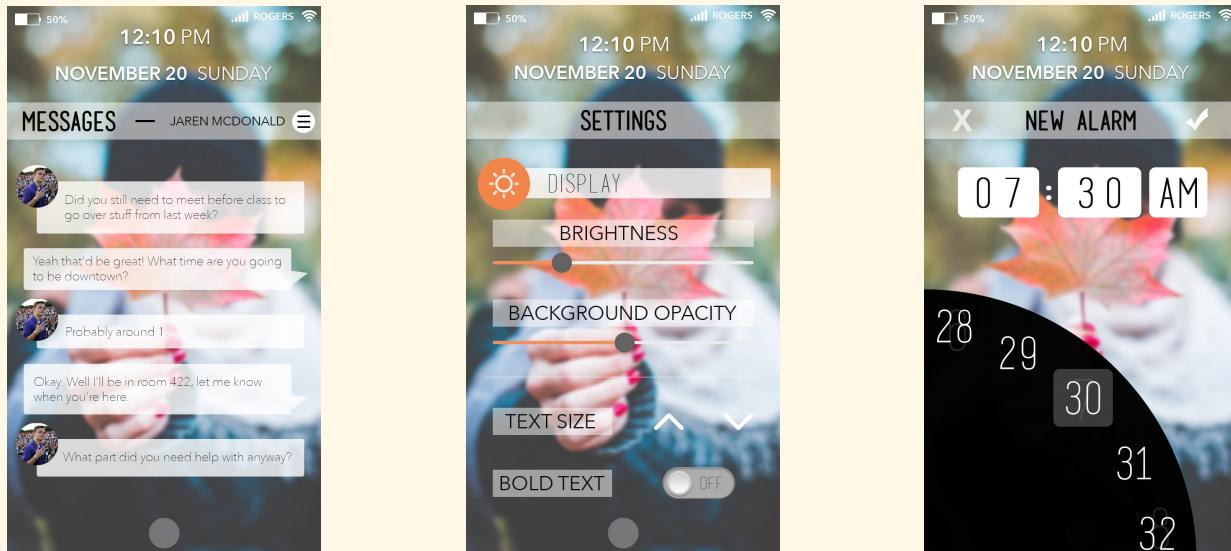
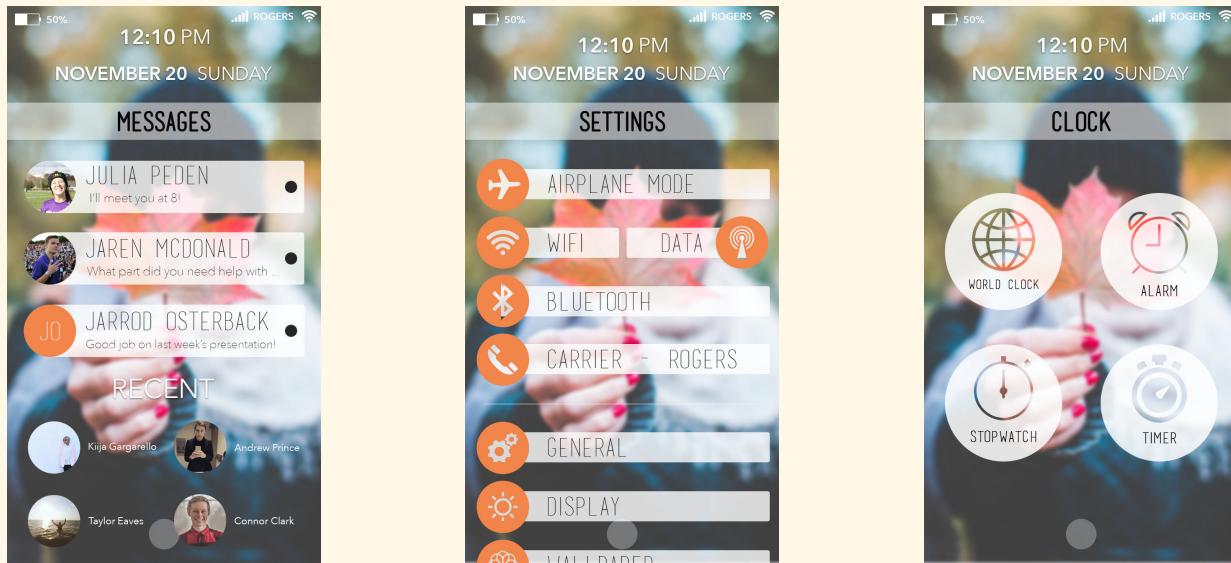


# LOGO DRAFTS

# OS DRAFTS



# OS TEMPLATE DESIGNS



# SMARTPHONE DESIGN

# PACKAGING SKETCHES



# PACKAGING DESIGNS



