



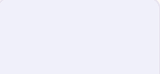





IDENTITY · COLOR · TYPOGRAPHY

How to use the Flo brand.

A two-page reference for designers and reporters working with the Flo identity. The mark is "Flo." — three letters and a periwinkle period. Everything else (color, type, spacing, lockups) is built to keep the wordmark unmistakable on cream, on dark, and at favicon scale.

COLOR · CORE PALETTE

 Cream #FEFAF6	 Ink #1A1A2E	 Periwinkle #8B9CF7	 Periwinkle Soft #B8C4FF	 Surface Alt #F0F0FA	 Muted #6B7094	 Border #E8E4F0	 Mint badge #B8F0D8
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Periwinkle `#8B9CF7` is the only color used inside the wordmark — exclusively on the period. Body text is ink `#1A1A2E`, never pure black. Backgrounds are warm cream `#FEFAF6`, never stark white.

TYPOGRAPHY

Display / Hero
Inter 700 · 64–72px
tracking -0.03em

Programmable capital markets.

Section heading
Inter 700 · 40–48px
tracking -0.025em

Trade every market. Onchain.

Body
Inter 400 · 16px
line-height 1.7

Flo is the API for tokenized capital markets — 170 exchanges, 100+ countries, 29 currencies, six asset classes.

Code / data
JetBrains Mono 500 ·
13px
tabular-nums

```
POST /v1/tokens/mint
```

VOICE IN TWO SENTENCES

Trustworthy and unhurried, like a beautifully typeset financial report for people who write code. Period-terminated fragments. Specific numbers over adjectives. Never "revolutionary" — only "live". Always credit the broker-dealer for settlement; Flo gives the user instant settlement, the chain underneath is still T+2.

THE MARK · CLEARSPACE · MISUSE

The wordmark, clearspace, and misuse.

Flo's mark is a wordmark, not a logo: three letters set in Inter 700, followed by a periwinkle period. The period is the brand. Don't recolor it, don't drop it, don't decorate around it.

THE WORDMARK + CLEARSPACE



Reserve clearspace equal to the cap-height of "F" on every side. Don't crowd the mark with adjacent text, icons, or product taglines. Minimum size: 14px on screen, 0.4in in print.

LOCKUPS SIX APPROVED

<p>Primary wordmark Used everywhere by default. Ink "Flo" + periwinkle period.</p>	<p>Horizontal + tagline Wordmark, divider, then "The API for tokenized capital markets".</p>	<p>Stacked + tagline Wordmark over divider over tagline. For square placements.</p>
<p>Monochrome (B / W) Single-color print, embossing, foil. Period and letters share the color.</p>	<p>App icon · 512×512 Cream wordmark on periwinkle rounded square. Period flips to ink.</p>	<p>Favicon · 64×64 Single "F" + ink period on periwinkle. Reads at browser-tab scale.</p>

FIVE THINGS NOT TO DO

 <p>RECOLOR THE WORDMARK</p>	 <p>DROP THE PERIOD</p>	 <p>PLACE ON BUSY BACKGROUNDS</p>	 <p>ITALICIZE, SKEW, OR ROTATE</p>	 <p>RESIZE THE PERIOD ALONE</p>
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