

Brand Overview

Focus on your **passion**.
Let us handle the design work.

Every design we create is **beautiful**.

Every design we create is **inspired**.

Every design we create is something that
we would be **proud to show our mothers**.

The Logo



Flocksy.

The official Flocksy logo consists of the word “Flocksy” and a green dot, with a logo icon consisting of the letter “F” with the same green dot inside a box.

This icon must always be visible as Flocksy was formally registered as “Flocksy.”

Logo Variations

Flocksy.

Flocksy.

Flocksy.

Flocksy.



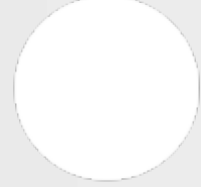
Color Palette



Flocks Green
#07b21a



Black
#000000

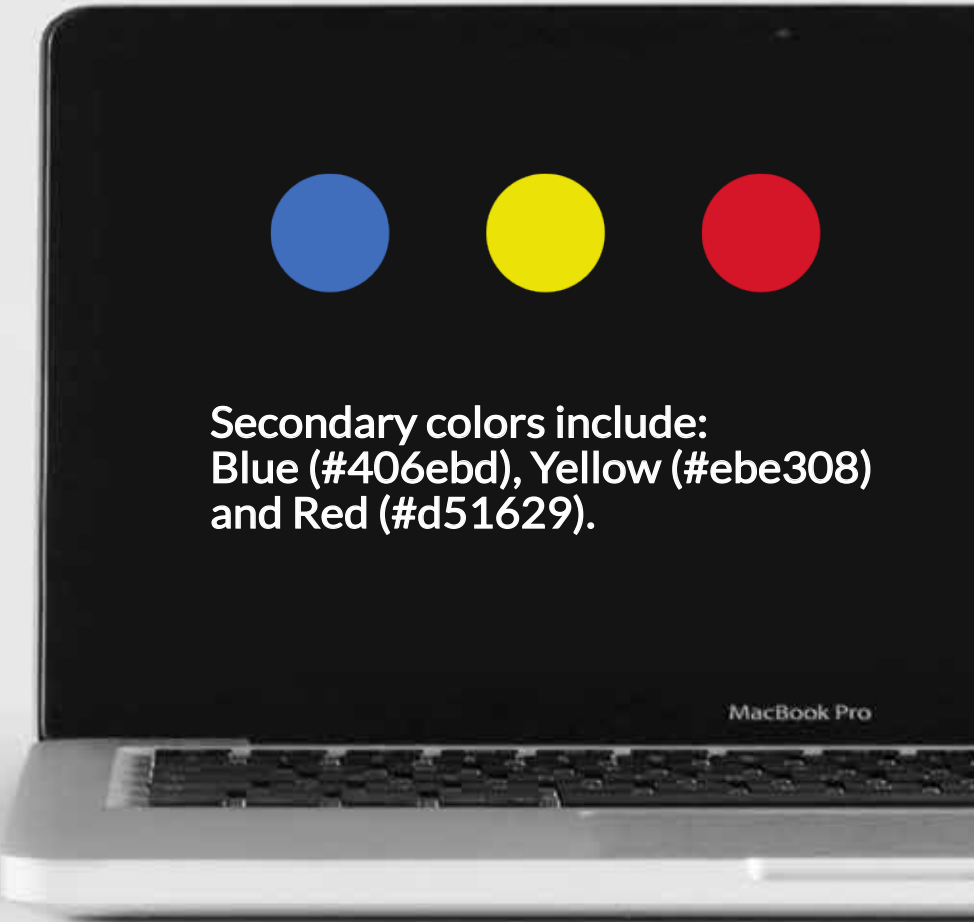


WHITE
#ffffff

Predominant Colors:



Secondary colors include:
Blue (#406ebd), Yellow (#ebe308)
and Red (#d51629).



Flocksy. DESIGN GUIDELINES

Typography

Glyph:

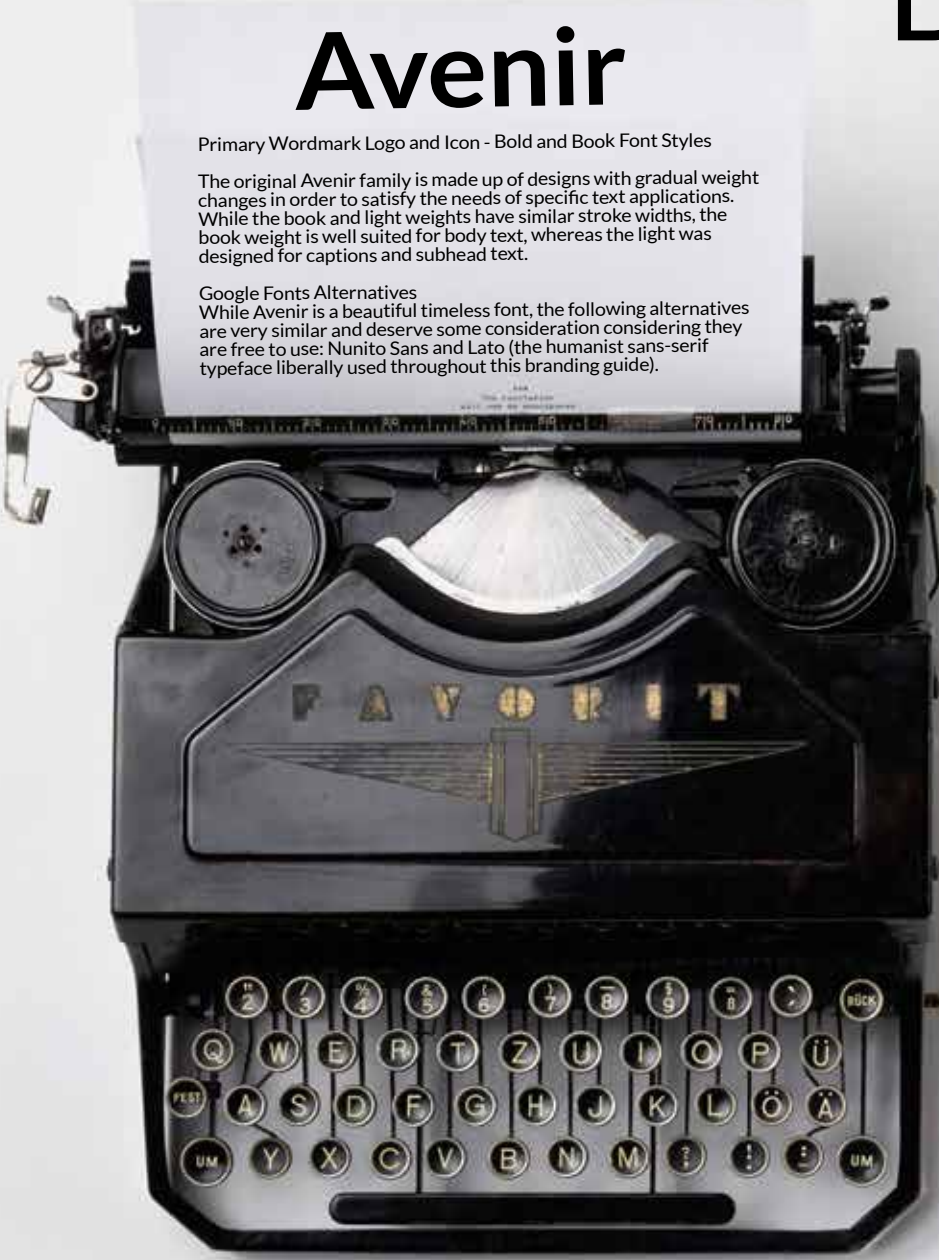
Mm
Mm

Styles:

Bold
Book

Avenir

Primary Wordmark Logo and Icon - Bold and Book Font Styles
The original Avenir family is made up of designs with gradual weight changes in order to satisfy the needs of specific text applications. While the book and light weights have similar stroke widths, the book weight is well suited for body text, whereas the light was designed for captions and subhead text.
Google Fonts Alternatives
While Avenir is a beautiful timeless font, the following alternatives are very similar and deserve some consideration considering they are free to use: Nunito Sans and Lato (the humanist sans-serif typeface liberally used throughout this branding guide).

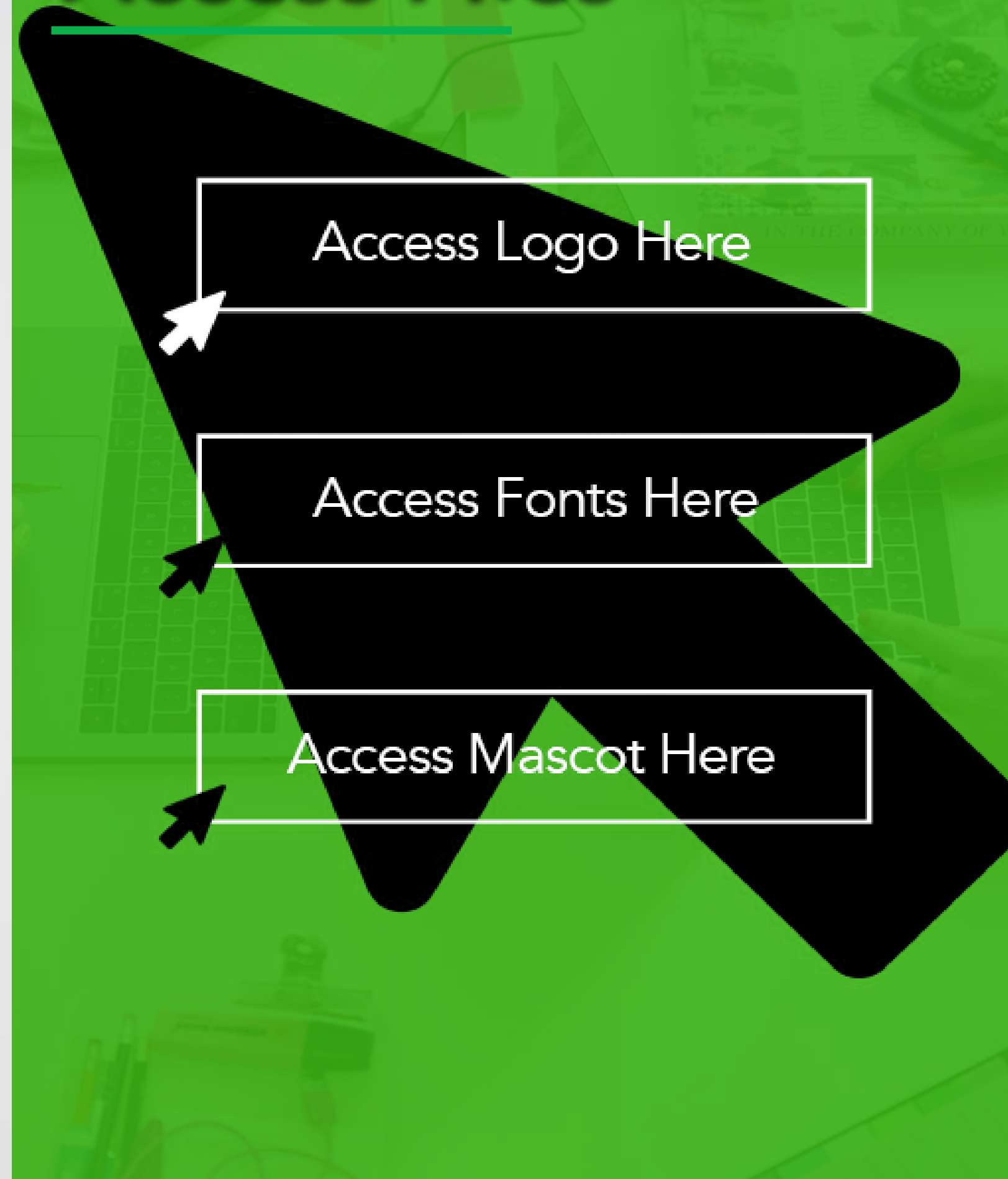


Flocksy.

The Flocksy Mascot



Access Files



Design Examples

