



IDENTITY & LOGO

USAGE GUIDELINES

GUIDELINES

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LOGOTYPE

Logo Construction and Symbolism.

Logo consists of endless Triangle that defines endless process of moving towards results. Three corners symbolise actions involved in this process: Connect. Monitor. Motivate. Triangle is combined with the name “flex.bi” where “flex” stands for flexible and reflects product’s functionality, “bi” is used to refer to product’s type – business intelligence.



LOGOTYPE

Logo Variations.

flex.bi logo has 3 differently coloured versions – dark logo, coloured logo and white logo. The dark logo should be used on light backgrounds, the coloured logo – on light backgrounds whenever the original colour of the logo doesn't match with the colour of the background, and the light logo – on multi-coloured and dark backgrounds.

DARK & COLOURED LOGO VERSION



LIGHT LOGO VERSION



LOGOTYPE

Minimum Sizes.

Fixed relationship among the Logo elements that should never be changed.

**THE ABSOLUTE MINIMUM FOR LOGO SHOULD BE 10mm (0.5")
ON THE LONGEST SIDE.**



BRAND LINE

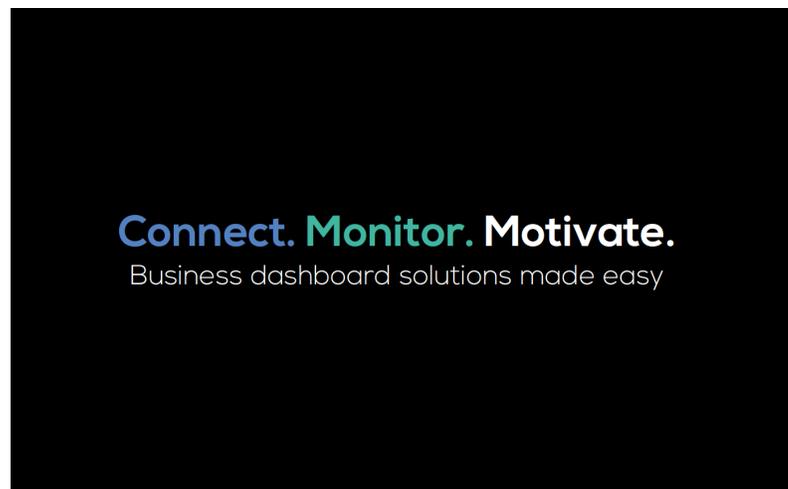
Brand Line and Slogan.

Brand line – a combination of 3 words “Connect. Monitor. Motivate”, and a slogan “Business dashboards made easy” are used to extend and define brand focus.

Connect – to be united, collect all data in one place.

Monitor – to monitor what is important to your business.

Motivate – to motivate your team and yourself to reach goals.



STYLE GUIDELINES

General Style Guidelines.

Visual representation is focused on clear and round forms with high contrast. Keeping focus on most important things in current context – Object, Name or a Function. Round corners are preferred for all objects. Bright colours are preferred over light and natural.



BRAND FONTS

Logo Font.

Nexa font must be used for any text that is in your documents or website relating flex.bi. Nexa has 16 variations from Ultra Bold to Ultra Thin to satisfy any typographic needs you might have.

FONT: Nexa

<https://www.fontfabric.com/fonts/nexa/>

UPPER CASE

ABCDEFGHIJKLMNOPRS

LOWER CASE

abcdefghijklmnoprstuvz

FIGURES & SPECIAL CHARACTERS

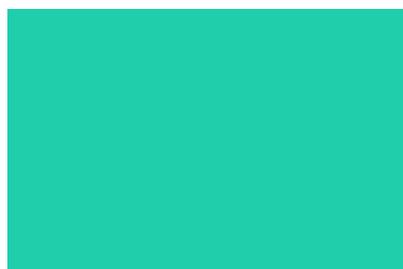
12345678910@£#@!&*

COLOUR SYSTEM

Primary and Complementary.

We have developed a palette of colours that consists of one primary colour plus two shades. Consistent use of these colours will contribute to a cohesive and harmonious look.

PRIMARY COLOUR



HEX-
21CEAD

R: 33
G: 206
B: 173

PRIMARY COLOUR



HEX-
4988E2

R: 73
G: 136
B: 226

PRIMARY COLOUR



HEX-
0E1930

R: 14
G: 25
B: 48

PRIMARY COLOUR



HEX-
975DF4

R: 151
G: 93
B: 244

COLOUR SYSTEM

flex.bi Product Colour Palette.

Our Product palette matches our brand colours and consists of 20 colour shades.



HEX	#21cead	HEX	#4988e2	HEX	#0e1930	HEX	#d94b85	HEX	#975df4
RGB	33 206 173	RGB	73 136 226	RGB	14 25 48	RGB	217 75 133	RGB	151 93 244
HSV	169 84 81	HSV	215 68 89	HSV	221 71 19	HSV	335 65 85	HSV	263 62 96
CMYK	84 0 16 19	CMYK	68 40 0 11	CMYK	71 48 0 81	CMYK	0 65 39 15	CMYK	38 62 0 4



HEX	#1985a1	HEX	#ea1744	HEX	#d65108	HEX	#ffae03	HEX	#8ea604
RGB	25 133 161	RGB	234 23 68	RGB	214 81 8	RGB	255 174 3	RGB	142 166 4
HSV	192 84 63	HSV	347 90 92	HSV	21 96 84	HSV	41 99 100	HSV	69 98 65
CMYK	84 17 0 37	CMYK	0 90 71 8	CMYK	0 62 96 16	CMYK	0 32 99 0	CMYK	14 0 98 35



HEX	#ff0000	HEX	#35605a	HEX	#3f6859	HEX	#517f63	HEX	#5e8c61
RGB	255 0 0	RGB	53 96 90	RGB	63 104 89	RGB	81 127 99	RGB	94 140 97
HSV	0 100 100	HSV	172 45 38	HSV	158 39 41	HSV	143 36 50	HSV	124 33 55
CMYK	0 100 100 0	CMYK	45 0 6 62	CMYK	39 0 14 59	CMYK	36 0 22 50	CMYK	33 0 31 45



HEX	#85e4d2	HEX	#9bbeef	HEX	#6c98d6	HEX	#54728e	HEX	#557aad
RGB	133 228 210	RGB	155 190 239	RGB	108 152 214	RGB	84 114 142	RGB	85 122 173
HSV	169 42 89	HSV	215 35 94	HSV	215 50 84	HSV	209 41 56	HSV	215 51 68
CMYK	42 0 8 11	CMYK	35 21 0 6	CMYK	50 29 0 16	CMYK	41 20 0 44	CMYK	51 29 0 32

LOGO USE

Incorrect Use of Backgrounds.

Please avoid following logo and background combinations:

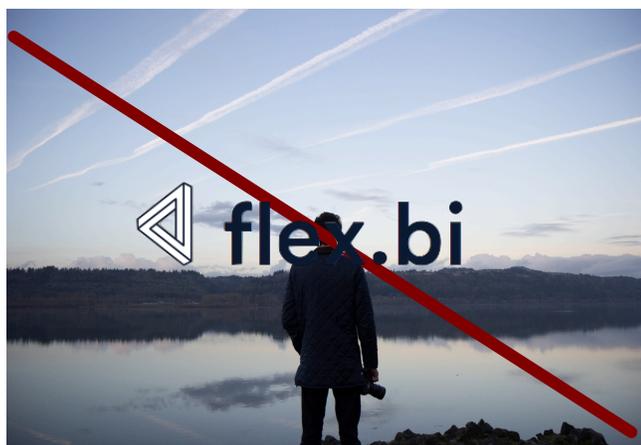
HIGH CONTRAST IMAGES



HIGHLY DETAILED IMAGES



IMAGES WITH SMALL CENTERED OBJECTS



BACKGROUNDS THAT IS TOO SIMILAR IN COLOUR TO YOUR LOGO



MOCKUPS

Incorrect Use of Backgrounds.

Here are some mockups of our logo for a better idea of what your brand could look like!



Your personal business assistant

 **flex.bi**

APPLY FOR FREE 30 DAY TRIAL

BRAND ASSETS

Marketing Materials.

You can find logo, colour and font files in Marketing material section of our documentation:
<https://docs.flex.bi/confluence/support-center/marketing-materials-48997845.html>

Back to Flex.bi



Flex.bi Support Center 4.0

- > Account setup guide
- > Create your first report
- > Report Templates Library
- > Calculated members (MDX)
- > Flex.bi Enterprise
- > Becoming flex.bi Partner
 - > Partner agreement and progr...
 - flex.bi product overview
 - Marketing materials**
 - Project planning template
- > FAQ
- Flex.bi Services
- Webinar recordings and videos
- Troubleshooting articles
- flex.bi pakalpojumu sniegšanas ...

Documentation Versions:

Version 4.0

Flex.bi Support Center 4.0 / Becoming flex.bi Partner

Marketing materials

Product Overview Source files:

<p>flex.bi logo eps</p> <div style="border: 1px solid #ccc; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center;">  </div> <p>flex-bi-logo_viens.eps</p>	<p>flex.bi Brandbook</p> <div style="border: 1px solid #ccc; width: 100%; height: 100%;">  </div> <p>PDF</p>	<p>flex.bi font</p> <div style="border: 1px solid #ccc; width: 100%; height: 100%; display: flex; align-items: center; justify-content: center;">  </div> <p>Nexa.zip</p>	<p>flex.bi brandbook pdf</p> <div style="border: 1px solid #ccc; width: 100%; height: 100%;">  </div> <p>PDF</p>
<p>*PDF</p> <div style="border: 1px solid #ccc; width: 100%; height: 100%;">  </div> <p>PDF</p>	<p>*pages</p> <div style="border: 1px solid #ccc; width: 100%; height: 100%;">  </div> <p>PDF</p>	<p>*docx</p> <div style="border: 1px solid #ccc; width: 100%; height: 100%;">  </div> <p>Document</p>	<p>*PDF</p> <div style="border: 1px solid #ccc; width: 100%; height: 100%;">  </div> <p>PDF</p>