INTRODUCTION

This brand manual contains everything you need to create a thoroughly recognizable ANYTHING FLOWS LLC document. It also offers our valued partners the necessary information to clearly and successfully market their brand in conjunction with ours.

These guidelines are meant to help us express ANYTHING FLOWS LLC core identity and values. Through the correct and consistent use of our visual system, you help to keep our ANYTHING FLOWS LLC identity.

The design of each one of your presentations, collateral and digital assets are essential. Every touchpoint bearing the ANYTHING FLOWS LLC name and logo that people encounter influences and helps to create the overall perception of ANYTHING FLOWS LLC.

That’s what we’re here for, get in contact with us.

3.

STATIONERY

MERCHANDISE AND MARKETING

30. Travel Mug Anything Flows TM edition
The design of each one of your presentations, collateral and digital assets are essential. Every touchpoint bearing the ANYTHING FLOWS LLC name and logo that people encounter influences and helps to create the overall perception of ANYTHING FLOWS LLC. That’s what we’re here for, get in contact with us.
01. OUR LOGO

LOGOTYPE + COLOR PALETTE

Corporate name: Anything Flows®

The logo should always be displayed with the established colors, guaranteeing the best visual contrast with the background.

**ANYTHING FLOWS** logo typeface Roboto

The logo should always be displayed with the established colors.

In plain text, **ANYTHING FLOWS** is written in capital letter.
01. LOGO REVERSAL

LOGOTYPE + COLOR PALETTE

Use the brand standard blue version of the logo wherever possible but it also can be displayed in white on the ANYTHING FLOWS blue background.
01.

CLEAR SPACE

The ANYTHING FLOWS logo will always be inside a rectangle.

No text, graphic elements, symbols, logos, etc. should be placed in this protected area.
01. CLARITY AND MINIMUM SIZE

Choosing an appropriate size range for the logotype allows a correct interpretation of the ANYTHING FLOWS identity.

The size of the logo should be adapted in order to keep the highest possible quality.
01.

WHAT TO AVOID

Please:

1. Do not use alternate colors.
2. Do not use alternate typefaces.
3. Do not deform proportions.
4. Do not alter perspective.
5. Do not tilt.
02. FULL COLOR PALETTE

ANYTHING FLOWS BLUE
HEX: #002C54
RGB: 0, 44, 84
CMYK: 100, 83, 40, 36

YELLOW
HEX: #EFB509 (239,181,9)
RGB: 239, 181, 9
CMYK: 7, 31, 95, 0

ANYTHING FLOWS BLUE
HEX: #15253D
RGB: 21, 37, 61
CMYK: 100, 82, 46, 54

BRASS
HEX: #CD7213
RGB: 205, 114, 19
CMYK: 16, 61, 99, 5

WHITE
HEX: #FFFFFF
RGB: 255 255, 255
CMYK: -
02. BACKGROUNDS

In case it is necessary to reproduce the logo on color backgrounds, use the ANYTHING FLOWS Yellow version wherever possible.
02. BLUE AND WHITE

The blue-and-white version is used in black-and-white productions (fax, etc.) where the color version is unsuitable.

It can also be used in very exceptional cases for special applications such as embroidery or engraving.

02. CORPORATE MASCOT

Vincent Van Flow® is our official mascot. Vincent Van Flow® is a smart Octopus who is customer-driven, displays flexibility, adaptability to challenges & solutions, and illustrates our broad range of products and services.

We hope you love Vicent Van Flow® your new customer support specialist.
03.

TYPEFACE

Principal Typeface

The Prompt font is for the Logo.

Use this typeface for Email.

---

PROMPT

WORLD LEADER IN VALVES

Bold

To install:
https://fonts.google.com/specimen/Prompt

ARIAL

WORLD LEADER IN VALVES

Regular
Italic
Bold
Bold Italic

123450@!&
DESCRIPTORS AND CO-BRANDING
04.

LOGO AND LOCK-UP

For specific applications, the logotype will be applied with its tagline: Life flows on®.

The tagline must always be below the ANYTHING FLOWS wordmark.

Life flows on®: This new message captures our company’s culture and attitude towards life.

Alternatively you can also use the phrase: Flow control, our passion®, our first slogan displays our love for our work.

Viga
04. GRAPHIC CONSTRUCTION

ANYTHING FLOWS logo typeface

Prompt

Life flows on®

Viga

Alternatively you can also use the phrase:
Flow control, our passion ®

Viga

IMPORTANT
Prompt typeface is reserved for the ANYTHING FLOWS logo only.

Do not use Prompt in any other brand communication.
04.

CLEAR SPACE

A designated clear space consistently surrounds the logo. No text, graphic elements, symbols, logos, etc. should be placed in this protected area.

When the brand includes its tagline, its clear space must be applied as shown here.

X = length of ANYTHING FLOWS
05. BACKGROUND COLORS

The primary background color palette is derived from the brand color palette.

Depending on the background color of the communication, use the appropriate ANYTHING FLOWS color logo shown here.
06. BACKGROUND PHOTOGRAPHY

Logo + Photography

Place the logo directly on the background photograph.

Avoid placing the logo on high contrast areas that could interfere with readability.
Web banners use the same principles for typography and backgrounds.
IMPORTANT

Prompt typeface is reserved for the ANYTHING FLOWS logo only. Do not use Prompt in any other brand communication.
08.

STATIONERY

Business Cards

CARD BACK EXAMPLE

Name: Roboto 10 pts
Title: Roboto 8 pts
Info: Arial 6 pts
Footer Letter: Viga 6 pts
08.

STATIONERY

Letterhead

Arial 12 pts. Text
08.

STATIONERY

Folder
09.

T-SHIRTS
09.

Tumbler / water bottles
Anything Flows® edition
09.

Travel Mug Anything Flows®
09.

Anything Flows®
Baseball Hat