



**BRAND MANUAL**

# BRAND MANUAL

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# 00.

## 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.



# 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 Prompt.

The logo should always be displayed with the established colors.

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



**ANYTHING FLOWS BLUE**

HEX: #002C54 (0,44,88)

RGB: 0, 44, 228

CMYK: 100, 83, 40, 36

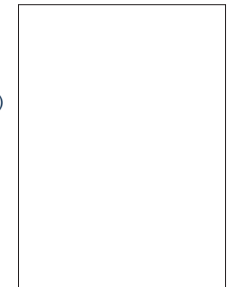


**YELLOW**

HEX: #EFB509 (239,181,9)

RGB: 239, 181, 9

CMYK: 7, 31, 95, 0



**WHITE**

HEX: #FFFFFF

RGB: 255 255, 255

CMYK: -

# 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.

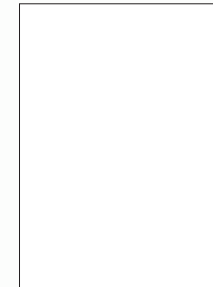


**ANYTHING FLOWS BLUE**

HEX: #15253D (21,37,61)

RGB: 21, 37, 61

CMYK: 100, 82, 46, 54



**WHITE**

HEX: #FFFFFF

RGB: 255 255, 255

CMYK: -

# 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.

Minimum recommended size





# 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.



n



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

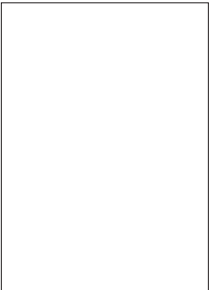


**BRASS**

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.



**ANYTHING**  
**≈ FLOWS ≈**



**ANYTHING**  
**≈ FLOWS ≈**



**ANYTHING**  
**≈ FLOWS ≈**

# 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.

Use this typeface for the slogan.

## PROMPT

---

WORLD LEADER IN VALVES

**Bold** 123450@!&

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

## ARIAL

---

WORLD LEADER IN VALVES

Regular  
*Italic*  
**Bold**  
***Bold Italic*** 123450@!&

## VIGA

---

LÍDER MUNDIAL EN VÁLVULAS

Regular 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**

**ANYTHING  
≈ FLOWS ≈**

**Life flows on®**

**ANYTHING  
≈ FLOWS ≈**

**Flow Control, Our Passion®**

# 04.

## GRAPHIC CONSTRUCTION

ANYTHING FLOWS logo typeface

### Prompt

Life flows on®

### Viga

Alternatively you can also use the phrase:

Flow control, our passion ®

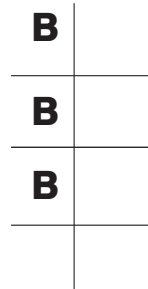
### Viga

### IMPORTANT

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

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

Base Unit



**ANYTHING**  
**≈ FLOWS ≈**

Life flows on®

B=height of ANYTHING FLOWS

Base Unit



**ANYTHING**  
**≈ FLOWS ≈**



X= lenght of ANYTHING FLOWS

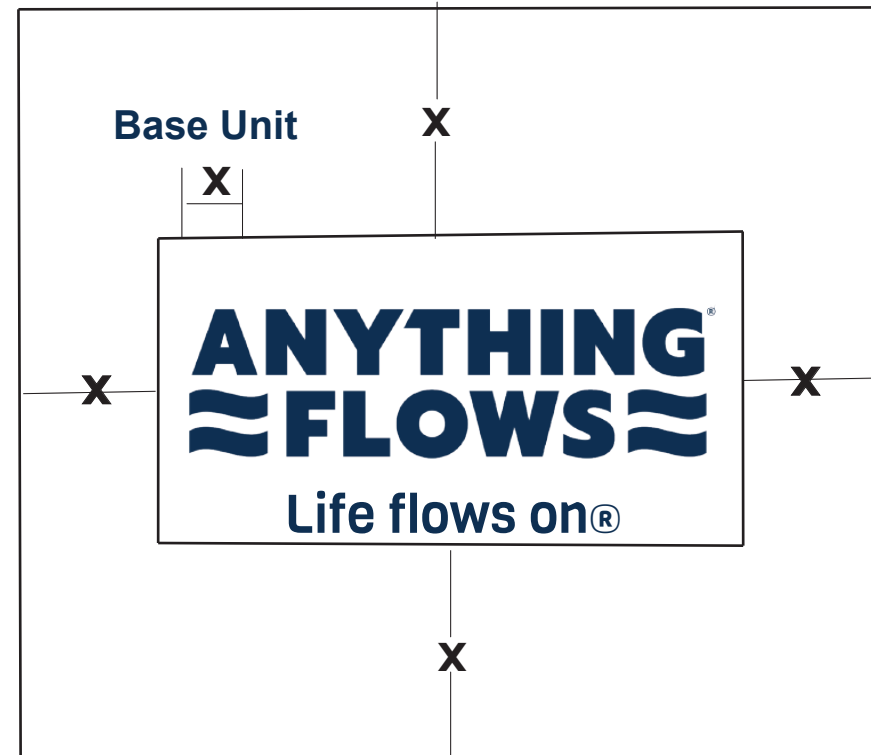


# 04.

## 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= lenght of ANYTHING FLOWS**

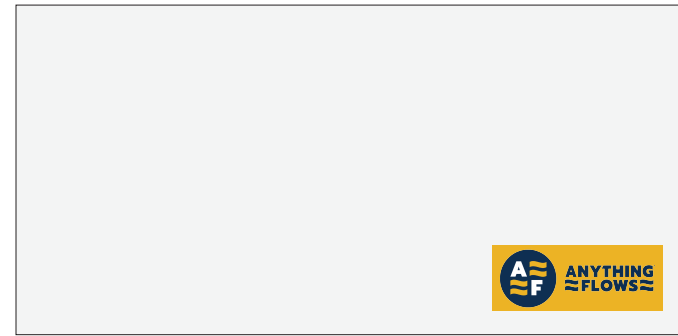
**LOOK AND FEEL**

# 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.



# 07.

## ANOTHER WAY TO USE THE LOGO

The circular logo with the initials can be use as a stamp on the social media posts and/or as a stamp.

The secondary, third and fourth logo may be used on marketing products and/or as a secondary to the primary when space is restricted and/or as alternative.

1.



2.



3.



4.



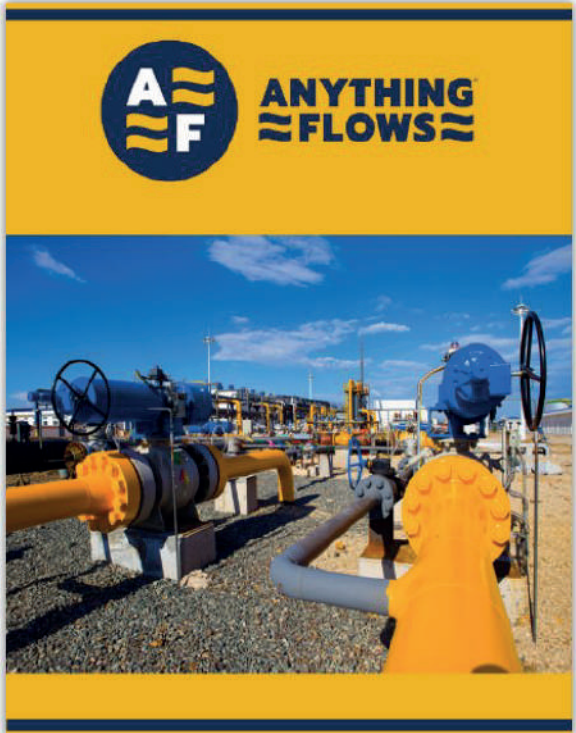
# 07.

## BANNER

Web banners use the same principles for typography and backgrounds.









08.

STATIONERY

Business Cards



2.5 mm

**Name:** Roboto 10 pts

**Title:** Roboto 8 pst

**Info:** Arial 6 pts

**Footer Letter:** Viga 6pts



CARD BACK EXAMPLE

# 08.

# STATIONERY

## Letterhead

Arial 12 pts. Text



Dear Mrs. Florentina,

Lorem ipsum dolor sit amet, et est utique eopore emority, matorum gretatur duo ea. Et  
 novum adpenserum his. Epituri efficitur ne nam, ius sapient obaentiae ne. Altera ludicibz an  
 nec. Erre handent etiam, venepicium pro ut, ad est unum amittagen. Vini meriti constituti  
 an. Etale quas his.

Latine atque modice sic ne quicquam inane sit. Ut si alioque fuisse conclusionemque, utamur tripartitam quidem et sic. Ne eum erroribus democritum disputant, eam viis rationis admodum et iure querendum disputandum esse. Amet nostrum eam et, privideri incoherente in, aliquem denique platonem de his. Melius quidem in mel. Has rationes consequuntur et.

Epulæ officia quasque in sed, stud aperiam temporibus ubi eu. Et oratis molens intelligam  
vel iam porro ubique ne. Mel faciliis deterruisset concluditurque ei. Probo appetent ubi mo-  
lorem repudandae philosophia ero eu.

Ita hinc ibi democritum definitio est. integro inanis evortitur cum et ea aequa fugiat assuetum. Mei est idcirco principis. alia data et exempla uia et. Mei inane intelligat incedere et. ad purto copiose tincidunt via. hinc quoniam bene comprehendam.

Dum dicam quodsi iuculus te, ut multa fibulae censeant heri. Duo es quot salutatus vituperata,  
has mutat periculis me. Everti virtute perpetua duo et, legimus torquatos et eos. Sed et dolor  
audire, vim me ubique aliquid, mea in alii aliquid dicerem. Recurre tamquam patrisque et quoniam.

Te autem, Domine, exstat mirifica haec, inquam, quando aliquid realia. Ne pariter, dices, subterro.  
Vita nostra gloriatur eum et, non sua quicquam sollicita.

 SCAN ME

Anything Flows LLC  
Flow control, our passion.®  
5850 San Felipe St # 500 Houston | TX | US | 77057  
Telephone : +1-832-987-3494 | Email: [info@anythingflows.com](mailto:info@anythingflows.com) | website: [www.anythingflows.com](http://www.anythingflows.com)

# 08.

## STATIONERY

Folder



# **MERCHANDISE AND MARKETING**

09.

## Anything Flows® T-Shirts



09.

Tumbler ≈ water bottles  
Anything Flows®



09.

Travel Mug Anything Flows®

Sale



09.

## Anything Flows® Baseball Hats





09.

## Anything Flows® Transportation



09.

Anything Flows® Box



09.

Anything Flows® Computer Screen



35.

09.

## Anything Flows® Hard Hats



# 09.

## Anything Flows® Advertisement Banners





09.

## Anything Flows® Flag





**ANYTHING**  
**≈ FLOWS ≈**

REV:20042022

**Flow control, our passion ®**