

**ANYTHING[®]
FLOWS**

BRAND MANUAL

BRAND MANUAL

00.

3. Introduction

01.

4. Our Identify

5. Our logo

6. Logo Reversal

7. Clear Space

8. Clarity and Minimun Size

9. What To Avoid

02.

10. Full Color Palette

11. Backgrounds

12. Blue and White

12. Corporate Mascot

03.

13. Typeface

DESCRIPTION AND CO-BRANDING

04.

15. Logo and Lock-Up

16. Graphic Construction

17. Clear Space

LOOK AND FEEL

05.

19. Background Colors

06.

20. Background Photography

07.

21. Another Way To Use The Logo

22. Legacy

23. Banner

STATIONERY

08.

24. Stationery

MERCHANDISE AND MARKETING

09.

29. Anything Flows ® T-Shirts

30. Tumbler ≈ water bottles Anything Flows ®

31. Travel Mug Anything Flows ®

32. Anything Flows ® Baseball Hats

33. Anything Flows ® Transportation

34. Anything Flows ® Box

35. Anything Flows ® Computer Screen

36. Anything Flows ® Hard Hats

37. Anything Flows ® Advertisement Banners

38. Anything Flows ® Flag

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.

3.

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 Montserrat Bold or Helvetica Neue Bold / Arial Bold

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

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.

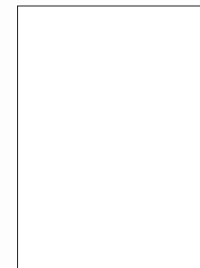


ANYTHING FLOWS BLUE

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

RGB: 0, 44, 228

CMYK: 100, 83, 40, 36



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



A large, high-quality version of the ANYTHING FLOWS logo. The text "ANYTHING" is on the top line and "FLOWS" is on the bottom line, both in a bold, dark blue, sans-serif font. A registered trademark symbol (®) is located at the top right of the word "ANYTHING". The logo is set against a solid yellow background.

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.

**ANYTHING
FLOWS**

1.

**ANYTHING
FLOWS**

2.

ANYTHING FLOWS

3.

**ANYTHING
FLOWS**

4.

**ANYTHING
FLOWS**

5.

**ANYTHING
FLOWS**

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

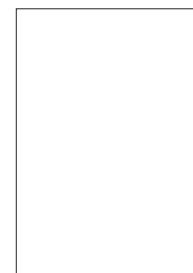


BRASS

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.

**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 **Vincent Van Flow®** your new customer support specialist

ANYTHING FLOWS



03.

TYPEFACE

Principal Typeface

The Montserrat Bold or Helvetica Neue Bold / Arial Bold font is for the Logo.

Use this typeface for Email.

Use this typeface for the slogan.

Montserrat Bold or Helvetica Neue Bold / Arial Bold

WORLD LEADER IN VALVES

Bold 123450@!&

To install:
[https://fonts.google.com/specimen/Montserrat Bold](https://fonts.google.com/specimen/Montserrat%20Bold)

ARIAL

WORLD LEADER IN VALVES

Regular
Italic
Bold
Bold Italic 123450@!&

VIGA

WORLD LEADER IN VALVES

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

Montserrat Bold or Helvetica Neue Bold /
Arial Bold

Life flows on®

Viga

Alternatively you can also use the
phrase:

Flow control, our passion ®

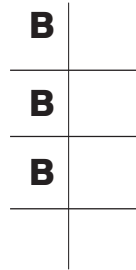
Viga

IMPORTANT

Montserrat Bold or Helvetica Neue Bold/
Arial Bold typeface is reserved for the
ANYTHING FLOWS logo only.

Do not use Montserrat Bold or Helvetica
Neue Bold / Arial Bold in any other brand
communication.

Base Unit



**ANYTHING
FLOWS**

Life flows on®

B=height of ANYTHING FLOWS

Base Unit



**ANYTHING
FLOWS**

Life flows on®

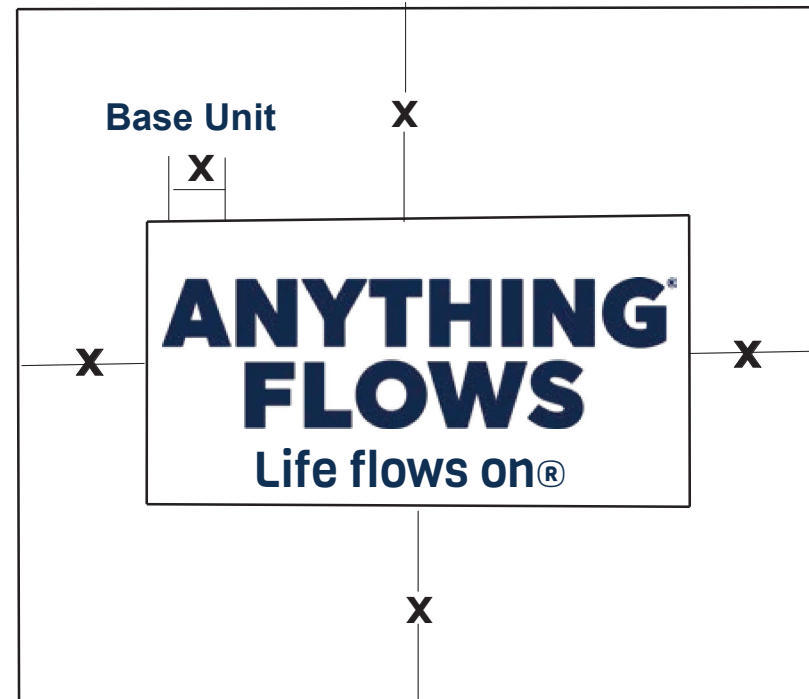
X= lenght of ANYTHING FLOWS

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= length of ANYTHING FLOWS

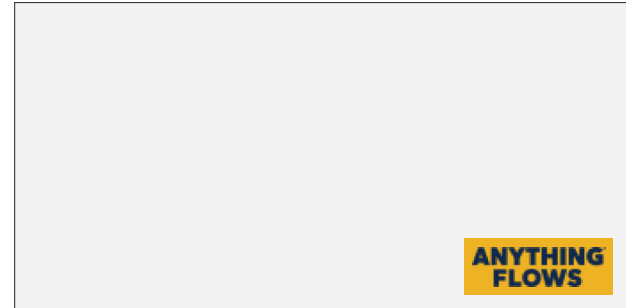
LOOK AND FEEL

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

These are other accepted alternative logos.

1.

**ANYTHING
FLOWS** 

2.

**ANYTHING
FLOWS** 

3.

**ANYTHING
FLOWS** 

4.

**ANYTHING
FLOWS** 

5.

**ANYTHING
FLOWS** 

6.

**ANYTHING
FLOWS**

7. **ANYTHING
FLOWS**

07.

LEGACY

These were our previous logos.



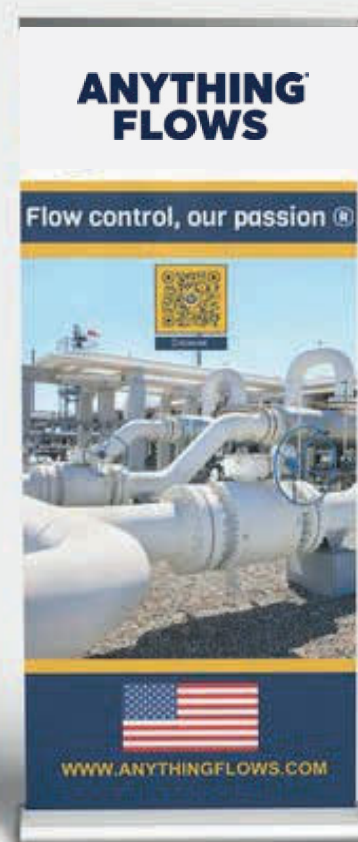
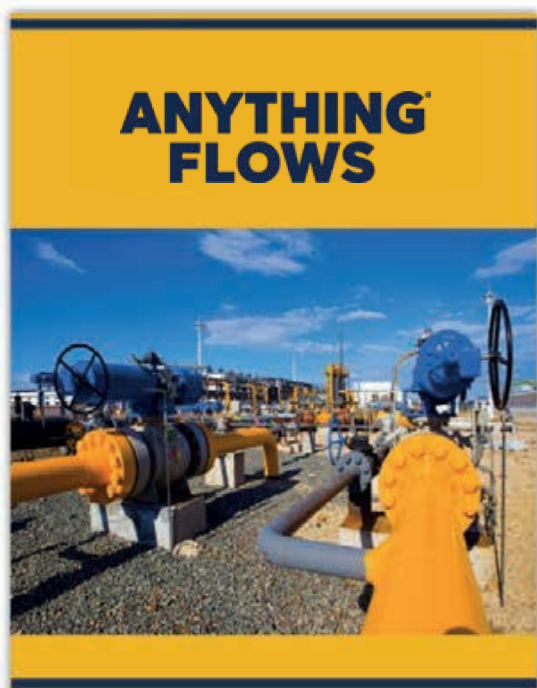
07.

BANNER

Web banners use the same principles for typography and backgrounds.



**ANYTHING[®]
FLOWS**



08.

STATIONERY

Business Cards



CARD BACK EXAMPLE

08.

STATIONERY

Letterhead

Arial 12 pts. Text

27.



08.

STATIONERY

Folder



MERCHANDISE AND MARKETING

09.

Anything Flows® T-Shirts



09.

Tumbler ≈ water bottles
Anything Flows®



09.

Travel Mug Anything Flows®



09.

Anything Flows® Baseball Hats



09.

Anything Flows® Transportation



09.

Anything Flows® Box



09.

Anything Flows® Hard Hats



09.

Anything Flows® Advertisement Banners



09.

Anything Flows® Computer Screen



37.

09.

Anything Flows® Flag



**ANYTHING[®]
FLOWS**

REV:09-29-2025

Flow control, our passion [®]