Who we are
Who we are

Our vision

Seriously Simple
Seriously Banking
Seriously Swiss
FlowBank’s tone is focused on clear communications.

At FlowBank we use abbreviations only after explaining the full meaning of the word. We do not use exclamations. When we are addressing someone we don’t know personally, a client or a potential client it’s usually best to start out formal (i.e. Dear Mr. Jones, Dear Ms. Smith).

**We aim to follow these guidelines in our tone**

- **Crisp and clear**: Avoid ambiguity. We are transparent in our language.
- **Natural**: Say it out loud. Does it sound natural in a conversation? If not reword the phrase.

**Key elements we want to follow in our writing**

- **Positivity**: We use positive language
- **No passive sentence**: Always use the Active voice
- **No slang and jargon**: Write in plain English
02
The logo
The logo

Main logo structure and safe area

The safe space should always be at least the size of the logo's letter "o".
The logo

Main logo on backgrounds

FlowBank
Seriously Simple

FlowBank
Seriously Simple

FlowBank
Seriously Simple

FlowBank
Seriously Simple
“W” logo
“W” logo structure and safe area

The safe space should always be at least quarter the size of the main logo’s letter “o”.

Version 04.2022
“W” logo use and backgrounds

The “W” is used for the app icon, social media profile picture and fav icon. It can also be used in complex illustrations as a visual element.

The background depends on the use.
03
Brand colors
Brand colors

Corporate colors

Used for the global communication and for our different type of clients.

**Brand / Retail**
Main color of our brand used in all our products and communication.
New and advanced traders.

**Professional**
Corporate and institutional clients.
Product universe colors

Used for each category of our investment universe.

- **Forex** #E86238
- **Stocks & ETFs** #007A87
- **Crypto-asset** #00D1C1
- **Bonds** #78BBF2
- **Commodities** #BF66D8
- **Options** #8CE071
- **Funds** #666EB8
- **CFDs** #B4A76C
- **Futures** #FFE347
04
Brand font
Brand font

Roboto

Used across products and marketing materials.

Light style is used for all the texts and titles. We also use Medium style for some subtitles.

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Light

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0123456789
!@#$%^&*?/)

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Thank you!

For more informations, please contact:

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