# Ready. Set. Design!

Flutter

Brand Identity Book

# our logo

## Primary

The main Flutter logo comes in two elements: the written word and our butterfly badge.

- PMS 266
- PMS 264
- PMS BLK

**4c**
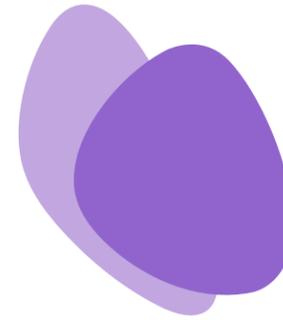
**Flutter**

Our ideal logo treatment is our four color logo on white. This treatment is never to be used on anything other than white.

**1c**

**Flutter**

If a white background is not available for our main logo, the use of our purple as a background and white logo is preferred.

# logo clear space

## Keep a distance

We love our brand and want to make sure that it stands out and doesn't get crowded.

# improper usage

Flutter

## Never do these

Our logo is special to us and its integrity is important. Do not do the following, or basically anything to change it from its original design.

Flutter



**Do Not change the color**



**Do Not move the butterfly**



**Do Not squish the logo**



**Do Not change the Butterfly color**



**Do Not change the size of the Butterfly**



**Do Not angle the logo**

These are just a few of the do not dos to our logo, but basically, leave it as it is and don't change or add anything to it.
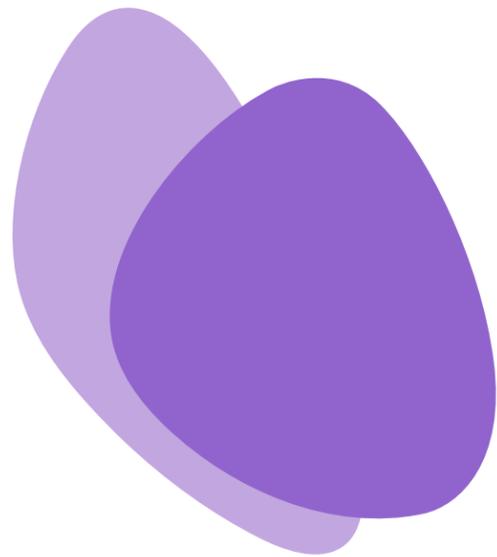
Flutter

## the elements

Our Butterfly is made up of two unique shapes that represent two different people that make up a hopeful Flutter couple when they come together.

+
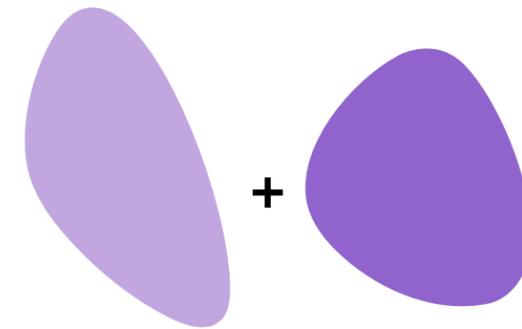
Currently The Butterfly is only approved to used by the brand team

## The Butterfly

This mark is special to us. It not only represents our company but it represents how we feel about the business we are in. Only in instances where there is enough supportive branding is the butterfly allowed to be used or as a central element.

**Brand Identity**

Flutter

## logo tagline

### Applying our tagline

For communications outside of brand properties our tagline should be used to help educate viewers what Flutter is. To create a sense of urgency our tagline is always used with an italic font.



**Flutter**
*Ready. Set. Date!*

0in                                          2in

If our logo will be less than 2 inches, the tagline should be removed. The same boundary rules apply but this time from the bottom of the tagline.
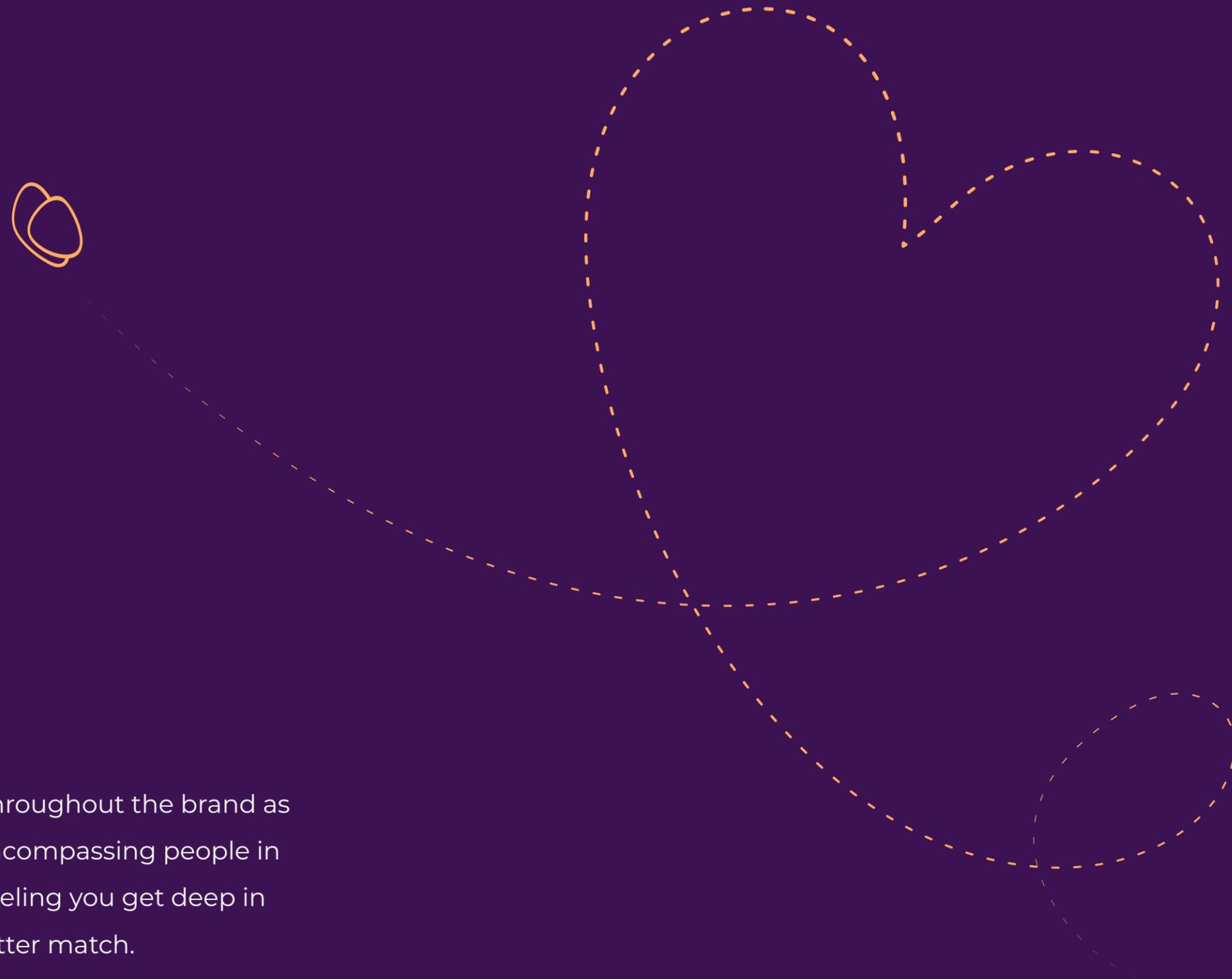
# The flight path

The Butterfly flight path is used throughout the brand as an ascent element, sometimes encompassing people in our photography to signify that feeling you get deep in your stomach when you get a Flutter match.

# Flutter

## logo colors

### Strong, yet soft

Purple combines the calm stability of blue and the fierce energy of red, which in a nutshell is Flutter.

**PMS**
264

**RGB**
194, 166, 225

**CMYK**
22, 35, 0, 0

**HEX**
c2a6e1

**PMS**
266

**RGB**
119, 61, 189

**CMYK**
66, 82, 00

**HEX**
77dbd

**PMS**
1485

**RGB**
255, 174, 95

**CMYK**
0, 38, 69

**HEX**
ffad5f

**PMS**
265

**RGB**
145, 104, 204

**CMYK**
53, 68, 0, 0

**HEX**
9164cc

**PMS**
2627

**RGB**
61, 17, 82

**CMYK**
84, 100, 31, 35

**HEX**
3d1152

**PMS**
White

**RGB**
255, 255, 255

**CMYK**
0, 0, 0, 0

**HEX**
ffffff

**Brand Identity**

Flutter

our typeface

## Montserrat

Monsterrat is a blend of strong corners with some soft edges and rounded corners that help play into our balance of masculinity and femininity within our brand.

ABCDEFGHIJ
LMNOPQRST
UVWXYZ
abcdefghijkl
mnopqrstuv
wxyz
123456789

All weights are approved for usage

our photography

*Ready. Set. Date!*

Flutter is all about creating a time when everyone is present and engaged. These moments create a buildup of excitement and anticipation of meeting someone for the first time. Our photography approach is to show those feels and also focus on the user.

# our boilerplates

### About Flutter

When we talk about Flutter and how we are different than other dating apps, these are our approved boilerplates in three different lengths.

## 25 word

Flutter is a fun, fast-paced dating app that only works on Sundays with all matches and messages expiring at midnight! For more info, visit flutterdating.com.

## 50 word

Flutter is a fun, fast-paced dating app that only works on Sundays with all matches and messages expiring at midnight! This weekly, coordinated digital experience where everybody is active and responsive brings back the excitement of dating. Ready. Set. Date! For more info, visit flutterdating.com.

## 100 word

Flutter is a fun, fast-paced dating app that only works on Sundays with all matches and messages expiring at midnight! Today it has become harder than ever to connect with others. We believe that technology can be used to build digital social experiences that bring delight and excitement. Our mission is to create a platform for coordinated events that help facilitate human relationships from online to offline. Through empowerment and presence, Flutter aims to reinvent and improve social technology, starting with dating. For more info, visit flutterdating.com.

Flutter

design@joinflutter.com