



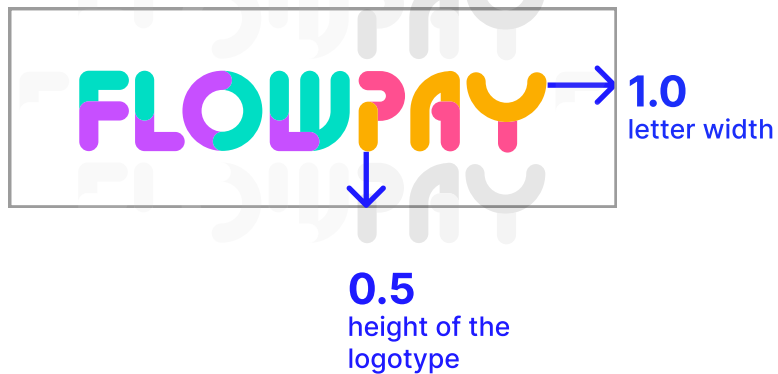
CI Manual - version 2023

4.1.2023

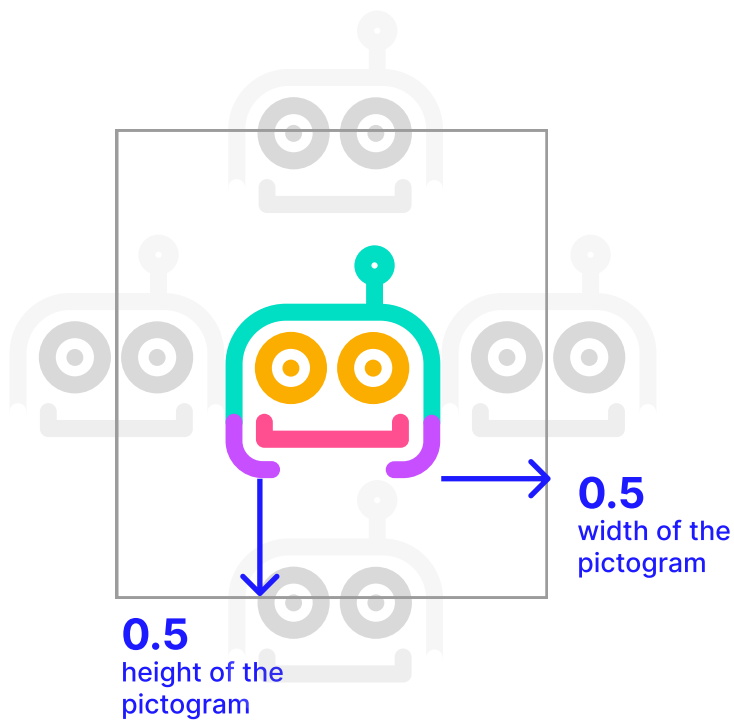
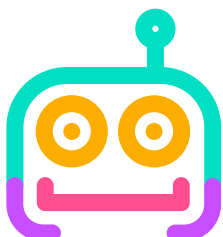
Logotype



Safe zone

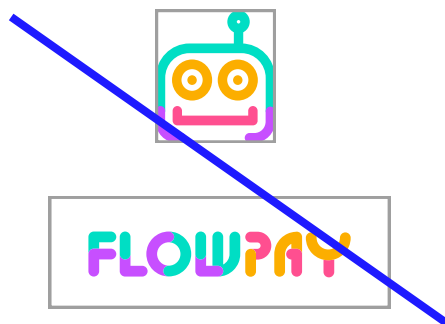
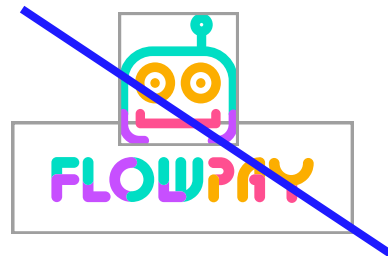
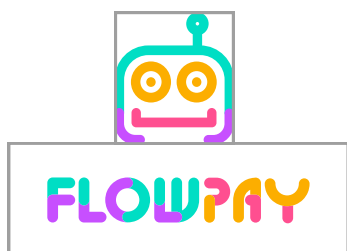
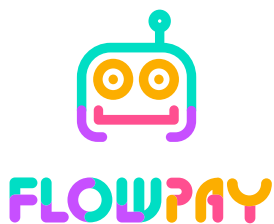


Pictogram



Combination

correct use

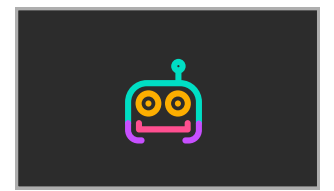
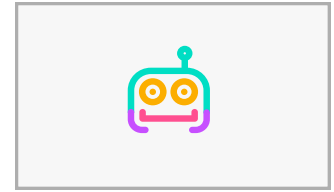


Logotype - Background use

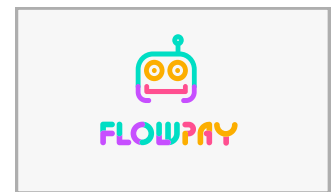
FLOWPAY



pictogram



Combination



Main colors



Complementary colour palette RGB

Used only for details or backgrounds



Gradient



45° from **00DEC4**
to **C74FFF**



45° from **FCAE00**
to **FF4F90**

Main font family WEB





Inter regular	<i>Inter italic</i>	OR → when unavailable	Helvetica light
Inter medium	<i>Inter medium italic</i>		Helvetica regular
Inter semi bold	<i>Inter semi bold italic</i>		Helvetica bold
Inter bold	<i>Inter bold italic</i>		
Inter extra bold	<i>Inter extra bold italic</i>		
Inter black	<i>Inter black italic</i>		

Significant details Font - only H1

Recommended not to use (only when you need to differentiate the style)

- ~~Nunito light~~ **never use - too thin**
- Nunito regular
- Nunito medium
- Nunito bold
- Nunito extra bold
- ~~Nunito black~~ **never use - too deformed**

Text colors

-  **80% opacity - 000000** **100% opacity - 333333**
-  **60% opacity - 000000** **100% opacity - 666666**
-  **50% opacity - 000000** **100% opacity - 808080**
never use - less than 50% opacity black
-  **100% opacity - 000000** **never use - too hard**