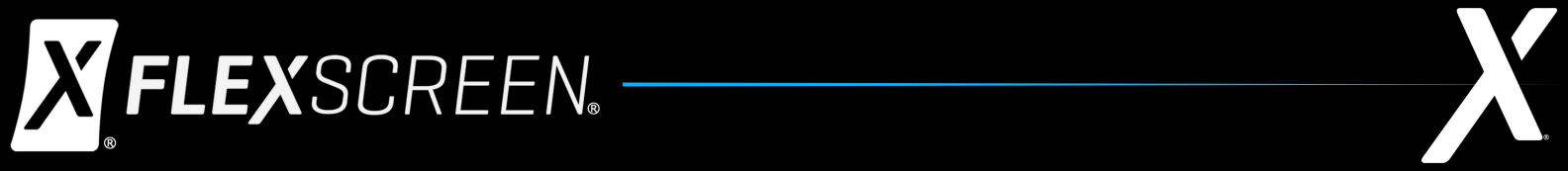
FLEXSCREEN

BRAND GUIDELINES

REV. 2.0 | SEPT. 2022

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1.0 OVERVIEW

In our toolbox, we have a wide variety of elements and assets to create a rich brand experience.

In order to maintain strong brand identity, FlexScreen must always be presented in a uniform way. A system has been developed to consistently portray our personable and professional image to our customers. This system is comprised of logos, color palettes, graphic elements, typefaces, photography and writing style, all of which must be adhered to in order to bring our brand to life.

Please take a moment to familiarize yourself with all aspects of our brand before embarking on any branding exercise.

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FOR APPROVED RESOURCES VISIT FLEXSCREENBRAND.COM

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2.0. BRAND POSITIONING

TAGLINES

MAIN

THE WORLD'S FIRST AND ONLY FLEXIBLE WINDOW SCREEN

SECONDARY

ENJOY THE VIEW

TERTIARY

CAN YOUR SCREEN DO THIS?

2.1 BRAND POSITIONING

TAGLINES IN PRACTICE

EXPRESSED AS A SIGN-OFF

DO

Use as a sign-off in advertising (i.e. under or near our logo)

DO NOT

Use without proper context. For example, you are not advertising "a window screen that flexes," you are promoting "the world's first and only flexible window screen."

2.2 BRAND POSITIONING

COMPANY VALUES

These are the guiding principles that inform all of the personal and professional decisions of FlexScreen leadership.

ADVENTUROUS We will continually seek opportunities to leave our comfort zones behind.

GRATEFUL We are ever mindful of who and what has built us, and giving back with thankful hearts is in our DNA.

HEALTHY We recognize that our business will only rise and thrive to the level of our relationships and our personal well-being.

HONEST Every interaction - personal and professional - will be marked with integrity.

PASSIONATE Our desire to exceed expectations and shatter limitations drives us toward excellence.

3.0 VISUAL IDENTITY

COMPANY LOGO

In its simplest interpretation, the FlexScreen logo represents the screen flexing. The flex-shaped symbol and ground shadow give a sense of depth and levity to the mark. The implication of the upwards-right symbol direction positions FlexScreen as positive and forward-facing.

3.1 VISUAL IDENTITY

LOGO ON BACKGROUNDS

To ensure legibility and consistency, there are universally appropriate color use cases for our logo. It should primarily appear in white when placed on dark backgrounds, and in black when placed on light backgrounds.

3.2 VISUAL IDENTITY

LOGO ON IMAGES

When placing our logo on top of imagery, simplicity is key. Photos with ample negative space and uncomplicated backgrounds are ideal, and the logo color with the highest contrast should be chosen.

3.3 VISUAL IDENTITY

FLEXSCREEN ICON

The FlexScreen mark symbolizes flexing and the shape of the window screen, suggesting innovation and advanced technology. The same visual rules for our logo application and placement apply to the icon as well.

3.4 VISUAL IDENTITY

SIZE REQUIREMENTS

Our logo is only impactful if people can read it. Minimum sizes for both print and digital help retail legibility in all communications.

PRINT

For print applications, the minimum width of the logo is 1.00in, and 0.25in for the mark.

DIGITAL

For digital applications the minimum width of the logo is 200 px, and 50 px for the mark.

3.5 VISUAL IDENTITY

INCORRECT USAGE

The success of the FlexScreen logo depends on its ability to maintain a consistent appearance across the board. In order to preserve our logo's integrity, the following examples illustrate how it should not be used. These rules apply to both the logotype and logo mark.

Do not change the typeface of the logo

Do not rotate or change the angle of the logo

Do not add effects or treatments

Do not warp, stretch, or change proportions

Do not place the logo on a complex background

Do not place logo inside a container device

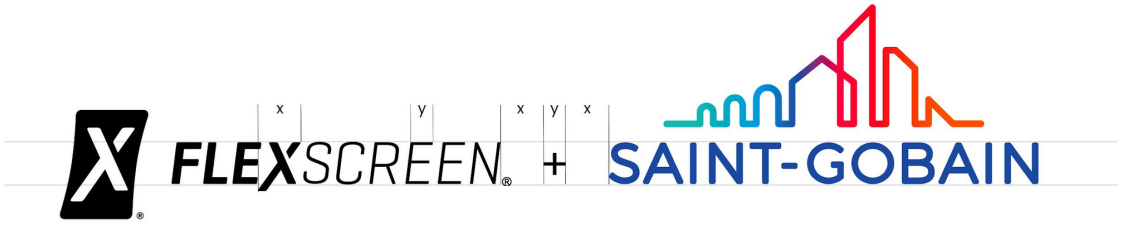
Do not place white logo on a light background with insufficient contrast

Do not change the color of the logo

3.6 VISUAL IDENTITY

CO-BRANDING

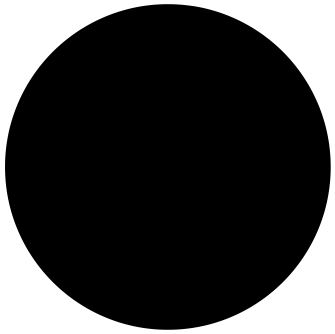
In many instances, it will be necessary to co-brand materials between FlexScreen and our partners. A plus sign (+) should be used between the two logos as a dividing element. If a partner utilizes a typographic logo, the cap height should align with ours. Otherwise, partner logo marks without typography should be aligned optically at the maker's discretion.



4.0 COLOR & TYPOGRAPHY

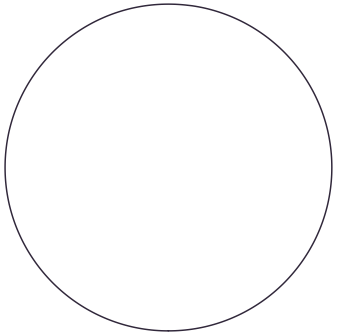
BRAND PALETTE PRIMARY

It's important that our colors are as distinctive as our brand. The FlexScreen primary brand palette consists of pure Black and White, with FlexScreen Blue used as an accent color.



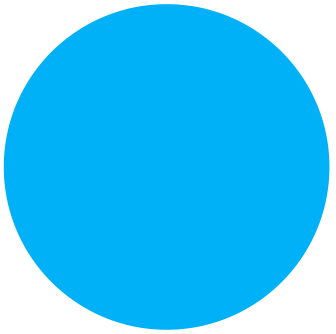
FlexScreen Black

RGB	0 / 0 / 0
CMYK	0 / 0 / 0 / 100
HEX	#000000



FlexScreen White

RGB	0 / 0 / 0
CMYK	0 / 0 / 0 / 0
HEX	#FFFFFF



FlexScreen Blue

RGB	0 / 177 / 247
CMYK	97 / 27 / 0 / 3
HEX	#00B1F7

4.1 COLOR & TYPOGRAPHY

TYPOGRAPHY

POPPINS

Bold
Medium
Regular
Thin

GEOGROTESQUE

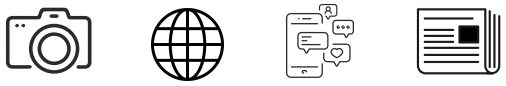
Bold	***Bold Italic***
SemiBold	***SemiBold Italic***
Medium	*Medium Italic*
Regular	*Regular Italic*
Light	*Light Italic*

5.0 BRAND APPLICATIONS

OVERVIEW

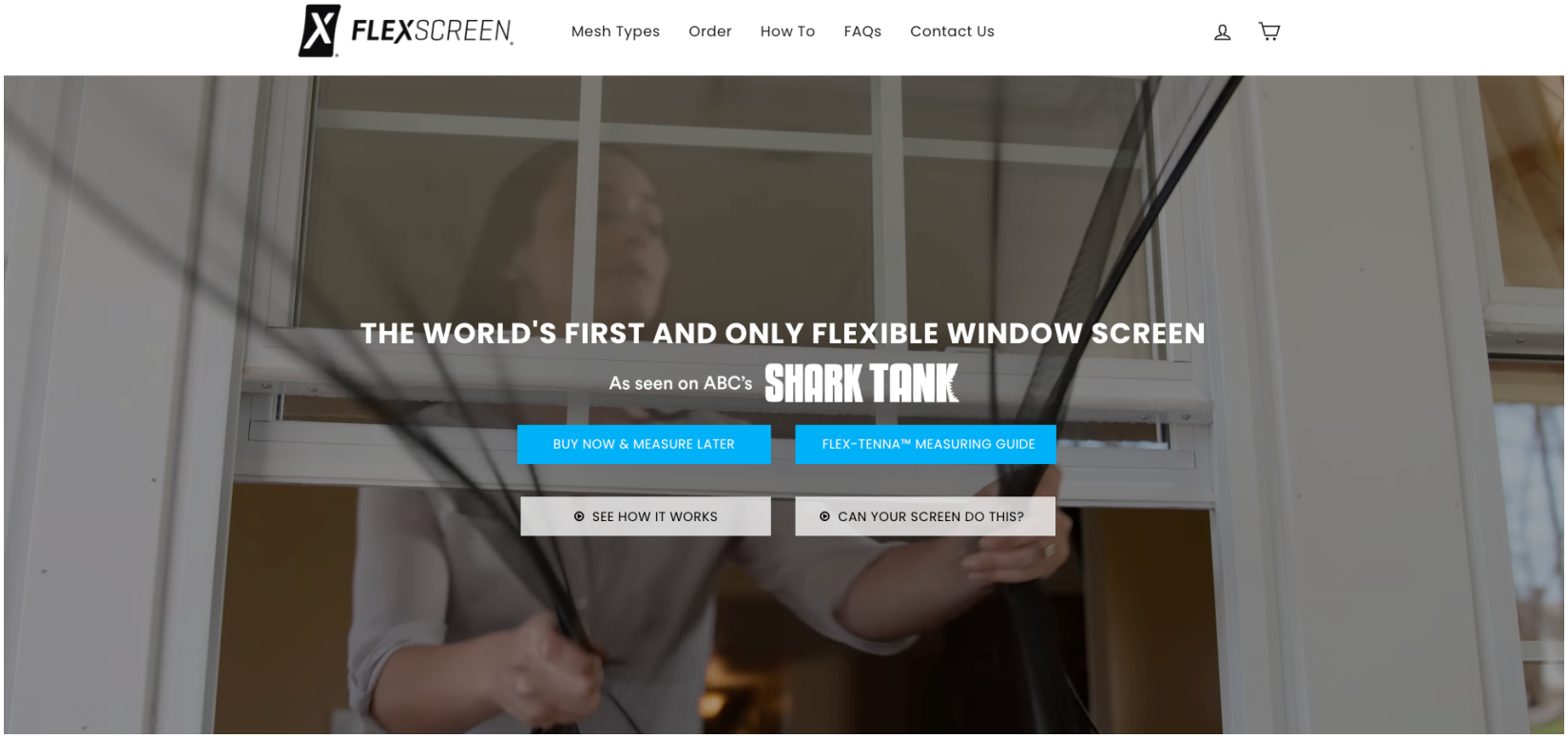
Our robust visual language can come together in a myriad of ways.

The following application concepts expand on this system's flexibility, each with its own variation on our graphic element hierarchy depending on the medium and message.



5.1 BRAND APPLICATIONS

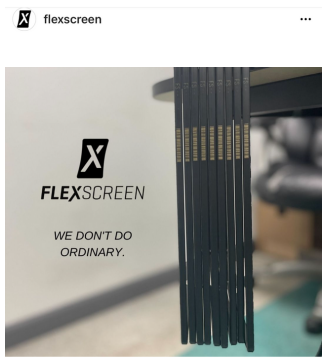
WEBSITE



5.2 BRAND APPLICATIONS

SOCIAL MEDIA

Our social media presence could be described as "edgy professional," and our writing style casual and relatable. We strive to connect with our audience by being only and authentically us.



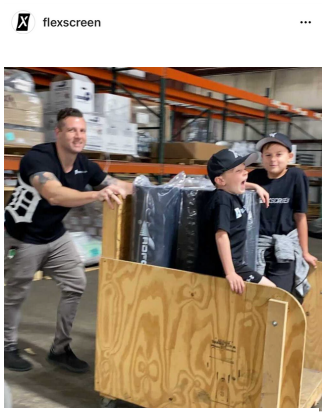
flexscreen From start to finish, our screens are a work of art. This laser etching on our flexible, PVC coated spring steel frames is a classic example of "practical meets beautiful" attention to detail.

Your home deserves the best. We'll be here when you're ready to upgrade to the last window screens you'll ever need (or want) to buy!

flexscreen (8 of 8) FlexScreen Fixed That $h%t: WRAP UP

Listen, we're not playing around. Just like your mother, we've had it "up to here" with all of that preflex screen nonsense. You're looking at the future, so come on over to the simple, beautiful, sleek, durable, pain-free side of window screens. You'll wonder why you put up with all that other $h%t for so long!

Visit our website for ordering details. Don't make us count to 3...



flexscreen Heading into the weekend like... Work should be fun - at least some of the time. Our COO, @craigmneal is teaching the next generation some good stuff here! 💪🙌 #FlexScreen #LoveWhatYouDo

flexscreen Happy Birthday to our fearless leader, Joe Altieri! He wears many hats, but you only ever see one of them in his photos! 🙌 @joealtieri... more

flexscreen You can't beat a good personality! 😄

Much love to all of our friends, family, customers, and fans this Valentine's Day. We promise to keep showing up and being our best for you!

6.0 ART DIRECTION

OVERVIEW

Our photographic approach conveys FlexScreen as effortless, straightforward, sturdy, and fun.

It's important that our images are high quality, natural, optimistic, and honest.

6.1 ART DIRECTION

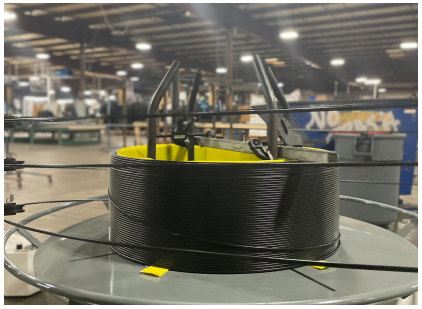
HOMES

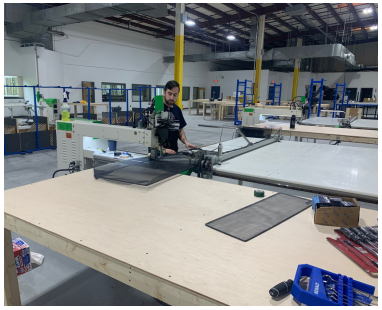
Displaying our product in a customer's home is a key moment of connection between our brand and our customers, and this interaction should be conveyed in a way that feels effortless, straightforward, clean, and beautiful. This is accomplished by depicting real people and homes with the product. By showing this marriage of FlexScreen with customer homes, we craft a narrative to inform and inspire customers about the product.

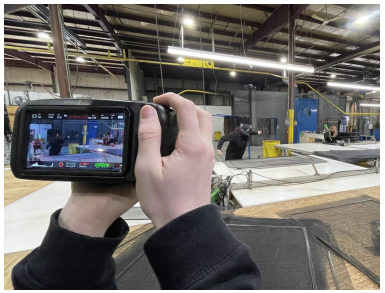
6.2 ART DIRECTION

MANUFACTURING

The goal of production feature imagery is to provide insight into the revolutionary technology process used in the creation of FlexScreen. Each shot should feel unstaged and natural. Photography needs to be clean, sharp, and color-balanced, and the content needs to come from a FlexScreen facility. Stock images do not represent our one-of-a-kind product and manufacturing process.



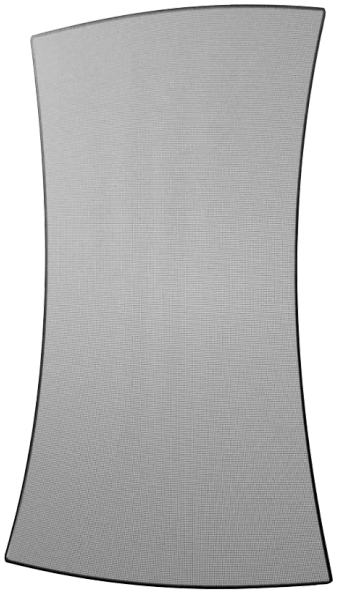




6.3 ART DIRECTION

PRODUCT

The goal of product feature imagery is to provide a clean, contextual overview of FlexScreen. To champion the screens, utilize crisp, bright white or gray background to contrast the black screen frame. The juxtaposition with other elements should feel considered, focused, and mindfully composed rather than messy or cluttered. Angled shots are particularly complimentary.



7.0 SUMMARY

We believe that our branding is a huge part of our success, and we take great pride in presenting FlexScreen to potential customers with excellence and authenticity.

We thank you and trust that you will follow these guidelines and partner with us to raise awareness of our revolutionary product in ways that will elevate the FlexScreen brand and bring benefit to all.

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