Brand guidelines

RGB format - for on-screen viewing
# Defining our brand

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## Governance
Defining our brand
Who we are and what we do
flinder builds and runs smart finance functions for fast-growth and complex businesses.

Our mission is to deliver relevant insight that enables better business decisions.

Our vision is to transform and lead how finance delivers deep business insights to key decision-makers.
OUR BRAND, PRODUCTS AND SERVICE
Working with fast-growth businesses, we use technology to simplify complex data and deliver relevant insight.

THIS IS HOW WE ARE DIFFERENT
Fast-growth business leaders need responsive reporting and relevant insight now, not tomorrow.

At flinder, we up the ante. We think finance should be all the things you are. Technology-driven. Data-led. Agile. Commercial. Strategic. Insightful.

We support leaders of fast-growth business through the scale and funding journey. We cut through the fluff. We deliver meaningful insight. We get you ready for funding. We support you on the Board. With our help, you have the insight and evidence to tell a great story about your business to instil investors’ confidence. With our support, you will continue to grow.
How we talk about flinder

We've talked about brand and why it's important to be consistent. The same is also true of how we talk about flinder. What we do and why, our story, our values.
Tomorrow’s finance function, today.

THE CHALLENGE
To make informed decisions, you need to know the ‘why’, not just the ‘what’. And while you have plenty of data, you’re probably short on meaningful insight.

Now more than ever, you need responsive reporting and relevant insight.

Ambitious founders are being let down by their current finance model - it’s not aligned to the business and can’t keep pace with their ambitions and growth. Fast-growth business leaders need responsive reporting and relevant insight now, not tomorrow.

It’s time for finance to step up and adapt.

THE SOLUTION
No more delays. No more siloed reporting. No more half-informed decision making. It’s time to reimagine the playing field, to bring in a new generation of accounting that’s aligned to your strategy.

It’s time for smart finance functions.

At flinder, we up the ante. We think operational and strategic finance should be all the things you are. Technology-driven. Data-led. Agile. Commercial. Strategic. Insightful.
WE GET RESULTS
We help fast-growth businesses to improve performance, scale business operations and prepare for investment. We use technology to simplify complex data and deliver relevant insight.

We cut through the fluff. We deliver meaningful insight. We get you ready for funding. We support you on the Board. With our help, you have the insight and evidence to tell a great story about your business to instil investors’ confidence. With our support, you will continue to grow.

Tomorrow’s finance function, today.
Our brand values
ENTREPRENEURS AT HEART
Creators. Leaders. Self-starters. We’re a fast-growth company that likes to challenge convention. We’re always thinking and looking ahead.

IT’S PERSONAL
We’re interested in our clients. We take the time to get to know what makes their business tick. Yes, we deliver on business, data and finance challenges, but it’s always strategic, insightful and relevant.

A BS-FREE ZONE
We’re true to ourselves, and we’re straight with our clients. So, if we think something is the right thing for our client’s business, we’ll say it even if it’s not what they want to hear.

TENACIOUS
We don’t settle. We’re always looking for a better way. We’re relentless when it comes to delivering the highest standards and getting the best outcome for clients.
How we write and speak
Defining our brand | How we write and speak

Our voice

PLAINSPoken - ASPIRATIONAL YET GROUNDED
Yes, we want to look different, but that doesn’t mean we lose ourselves in hyperbole. But nor do we do boring corporate babble. Our clients are busy and time-poor; let’s not make them work harder than they already have to. Clarity is the name of the game.

OPEN AND ACCESSIBLE
We'll be easy to understand. No jargon. No smoke and mirrors. We'll be transparent and open. We'll never talk down to our clients but instead, demystify difficult concepts, educate and deliver meaningful insight to fuel growth.

Genuine and Authentic
We know how it feels to be a small business. We know how it feels to be a fast-growth business. We relate to our customer's issues and pains and speak to them in a friendly, familiar and accessible way.
We’re active, not passive

We should use an active voice in our copy, across reports, the web and social. The active voice reminds us of the famous Nike slogan, ‘Just Do It.’

WHY USE AN ACTIVE VOICE?
An active voice sounds more natural and gets to the point quicker. So, try to make people the subject of your sentences. For example:

Passive: This report can be read by anyone.
Active: Anyone can read this report.

Passive: The rebate will be received in June.
Active: You’ll get your rebate in June.

Passive: On this project, there was a £XX saving made.
Active: The client made a £XX saving on this project.

Writing in an active voice is more direct and easier to read. It’ll help our readers digest content easier and keep them engaged.
Do’s and don’ts

We’re an approachable brand, but that doesn’t mean we’re not experts in the industry.

When it comes to delivering real-time, relevant and accurate insight to fast-growth and complex businesses, we lead from the front, pushing the boundaries and setting the standard.

With that in mind, we must come across in a certain way, and these do’s and don’ts will help us do that...
Defining our brand | How we write and speak

Do

BE CONFIDENT
Don’t be afraid to sing our praises but remember to do it respectfully.

KEEP IT SIMPLE IN OUR HEADLINES
Relevant is essential. Short and sweet will win the day.

BE KNOWLEDGEABLE
We know what we are talking about. We want people to know that.

BE INSIGHTFUL
What’s the story? We want people to understand what the data is saying.

BE FRIENDLY AND ACCESSIBLE
We’re partners to our clients. They should feel comfortable talking to us and feel like we’re on a journey with them. We’re embedded with our clients, we work with our clients, not just for them.

PROMOTE COLLABORATION
Rumour has it that teamwork makes the dream work. We’re big fans of doing things together.

BE SUPPORTIVE
Running your own business isn’t always easy. We should be a listening ear and, at times, a helping hand.
Don’t

INSULT THE CLIENT’S BUSINESS PROCESS
Reassure them that we can make them better. We know their current processes may not be great, but we shouldn’t keep pointing out the negatives.

SOUND TOO CORPORATE
Too much corporate-speak puts people off.

Speak like a person but don’t:

USE SLANG
We don’t want to look unprofessional

GO ON AND ON (AND ON…)
Short and simple. Our message should get to the point in as few words as possible.

BRAG
Yes, we’re good, and we do a better job than our competitors. But that doesn’t mean we have to be smug about it.

USE JARGON
We shouldn’t dumb down but at the same time, let’s not speak a different language. Most of the time, our buyers aren’t finance professionals, so let’s speak their language, not ours.
Visual Brand

Visual brand language is the unique ‘alphabet’ of design elements - such as shape, colour, materials, typography and composition and finish - which directly and subliminally communicate our company's values and personality through design and imagery.
Our design language
Our design language

We take a simple mathematical equation as the basis for our design principles.

The mathematics of the golden ratio and the Fibonacci sequence are intimately interconnected. The Fibonacci sequence is: 0, 1, 1, 2, 3, 5, 8, 13, 21, 34, 55...

Each number is the sum of the two preceding numbers. And the golden ratio is: a length multiplied by 1.618.

We use this scale as the basis for our design principles throughout everything we do.

For example, this page layout is divided by the golden ratio.

1 : 1.618

Rectangle form

The Golden Spiral

Our Design Scale
The butterfly
The butterfly | An explanation of our visual brand and what it means

What’s the deal, why a butterfly?

FLINDER MEANS BUTTERFLY
Both our founders have a deep and personal connection to the Dutch language and to the word ‘flinder’ itself.

TRANSFORMATION
During its life cycle, a butterfly transforms from egg and caterpillar to adult butterfly. At flinder, it's our goal to support our clients on their growth journey and help them transform their business too.

THE BUTTERFLY EFFECT
The butterfly effect is the idea that small, apparently inconsequential events can have a profound impact later. For example, the flutter of a butterfly’s wings changing the course of a tornado.

In the context of flinder, the way we do things can have a lasting impact on our client's business. Even small, or what we think are obvious changes we make in their business, can have a profound impact on them and their growth.
Here we put our design scale to use. Using the golden ratio circles to form the shape of our butterfly mark components.

Simple and elegant on the surface, yet complex at its core and with absolute purpose. Like everything we do.
We use a slightly different spacing in and around the butterfly for different sizes and uses.

For larger use, the butterfly has a 0.4 circle gap using our scale and for smaller use the butterfly has a larger 0.6 circle gap.

If using the butterfly below 300px (screen) or 80mm (print) then please use the butterfly with a larger gap (0.6).
Our flinder logo is typeset in Avenir Next with weight of Demi-Bold and a 30% kerning in-between the f and the l for increased balance and legibility at a smaller size.
Logo | Spacing

The flinder logo is composed of our butterfly design using the proportions of the golden ratio and our logotype set in Avenir Next.

The butterfly and logotype are aligned to the optical baseline and to the ascender line.

The spacing between the logotype and butterfly is the complete finished circle of the top butterfly wing and aligned to the stem of the letter f rather than the beak.

Spacing around the logo should be minimum of a 50% sized butterfly.
Logo | Use on backgrounds

The full-colour logos should only be used on white, black or our space blue.

Avoid using full-colour logos on photographs unless the logo sits on a black or white area of the image.
The one-colour logo should be used on photographs and colour backgrounds within the Flinder core colours.

The one-colour logo should only be used in black or white.

If using our space blue background, the full-colour logo should be used unless this conflicts with the design or other restrictions in-place.
The logo must be used as is and not be altered in any way.

DO NOT rotate

DO NOT use different colours

DO NOT change the position

DO NOT outline the logo

DO NOT alter the transparency

DO NOT distort the logo

DO NOT shuffle the colours of the butterfly

DO NOT change the size

DO NOT rotate any part of the logo

DO NOT apply any effects
The brand extension is used for external facing entities that represent an extension of our flinder core brand. These are partnerships, programs, products, events and groups with the highest potential for external visibility to promote brand recognition.

We lock up the flinder logo with the entity name. The name should appear in uppercase, typeset in Avenir Next medium and aligned to the optical baseline and to the centre of the diacritic (title or superscript dot).

The entity name is set to the right of the flinder logotype, separated by a distance equal to a 50% butterfly.
Only to be used for approved communication partnerships.

When pairing with partner logos, we place the partner logo on the right of the flinder logo.

We add clear space between the logos equal to the size of the butterfly or two 50% butterflies, then divided in half with a vertical line from the baseline to ascender line.

Both logos should feel of equal size. Partner logos should be aligned to the optical baseline of the flinder logotype. If the partner logo is set in text then Avenir Next in Regular should be used.

The butterfly must not be used independent of the flinder logotype when paired with a partner logo.
If using the logo below 300px (screen) or 80mm (print) then the “smaller” logo with the larger spacing butterfly should be used.

For legibility reasons:
Do not use the logo any smaller than 120px (screen) or 30mm (print).

Do not use the butterfly mark any smaller than 35px (screen) or 12mm (print).
“Your brand is what other people say about you when you’re not in the room.”

Jeff Bezos
Founder, Amazon
Typography
A geometric sans serif that is simple yet elegant making it a perfect fit for the flinder brand.

The word Avenir means “future” in French. Avenir is not purely geometric; it has vertical strokes that are thicker than the horizontals, an “o” that is not a perfect circle, and shortened ascenders.

These nuances aid in legibility and give Avenir a harmonious and sensible appearance for both texts and headlines.
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realised I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational.

Demi Bold
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realised I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational.

Regular
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realised I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational.

Bold
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realised I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational.

Medium
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realised I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational.

Heavy
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realised I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational.
Great typography gives the page harmony and balance.

Much like the way we used the golden ratio to design our logo, we have applied the same principle to our typography by using the golden ratio to design our typographic baseline, font system and vertical rhythm. This means producing a consistent visual scale and balance to our brand, this in turn helps design our grid, margins, spacing and padding which we use throughout our website, photos, videos and graphics delivering a consistent brand experience.

HOW WE BREAK IT DOWN

*In simple terms if our font size is 1 then our baseline line height is 1.6*

In print that is 12pt (point), on web 16px (pixels) or the fluid web unit measure of em or rem is 1 (typical browser base font size is 16px).

If we multiple these by our golden ratio 1.6 (rounded) it equals our baseline for our vertical rhythm (line height) for each unit.

We then use a type-scale of perfect fourths (1.333) to determine our increments for our typography sizes.
Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realised I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational. How’s your head?
At flinder, we up the ante. We think finance should be all the things you are. Technology-driven. Data-led. Agile. Commercial. Strategic. Insightful.

Alastair Barlow
CEO, flinder

“flinder builds and runs smart finance functions for fast-growth and complex businesses.”
“Good design, when done well, should be invisible.

Bad design sticks out - you might not know what is wrong but you feel it.
Typography | Rules

When using different weights it’s better to jump up or down 2 weight classes.

For example if using body copy at ‘regular’ and needing emphasise then jump from ‘regular’ to ‘demi-bold’ missing out ‘medium’ in between.

Avenir Next provides us with a great range in weights but this does mean each step is too subtle to provide sufficient emphasis.

**Regular to Medium**

Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realised I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational.

**Regular to Demi-Bold**

Marty, is that you? That’s right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realised I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it’s been educational.
Brand colours

Colours are more than just a visual element. Colours convey emotions, feelings and experiences.
The personality of our brand is reflected in our colour palette. We are bright, bold and confident.

Our primary colour palette contains the core colours that should be used across all communications channels.

By using these colours consistently and appropriately they help reinforce the flinder brand.

As a general rule these colours should be used in the proportions displayed.

Use only black or white text on core colours as displayed.
Colour | What our colours represent

Confidence, trust, power, and authority, as well as intelligence. Being darker it carries a sense of elegance and sophistication like the colour black.

Mixes blue (confidence, trust, authority) with green (balance, stability, nature, calm) Symbolic of the infinity of the sea and sky.

Bold, modern, assertive, action, insight and passion.

Friendly, approachable, fun, optimistic and creative.

Youthful, fun, energetic, optimistic, warm, enthusiastic, creative, encouragement, change and determination.

Sophistication, elegance and exclusivity. Symbolising mystery.

Purity, cleanliness, simplicity and insight. Symbolising a new beginning.
Our core colours are designed to work together with one exception, Raspberry and Tangerine should never be used side by side.
Colours | Core shades and tints

These different shades and tints developed from our core colours continue to support brand recognition through colour whilst also giving depth, range and flexibility to our core colours throughout our designs.
We have 2 types of gradients: Bold and Subtle.

The examples displayed are the approved gradients. However, gradients should be used sparingly and will be most common on social assets.
Our core colours represent the flinder brand and make-up the colours of our butterfly which leads to overall brand recognition.

However, if a dominant colour is used in numerous elements on a page it can be difficult for a user to prioritise the hierarchy of information or find what they’re looking for.

The secondary palette should be used sparingly and is used to support and compliment our primary core colours.
The extended palette is only used for website standard error/warning messaging and to illustrate data metrics within our app, but only when we have exhausted colours from our other palettes.
Design elements
Icons are a great way to highlight key messages. This allows users to instantly recognise and align with any that are applicable to them.

As well as being good design, icons help our readers absorb and process information more effectively. Icons can enrich even sparse content by giving it greater substance, enabling effective communication.

Icons should highlight the content on a page, not overshadow or replace it.

**Do**
- Use icons to distinguish actions.
- Always have supporting copy/text link next to the icon.
- Use light icons on a dark background.
- Use dark icons on a light background.
- Use only approved icons.

**Don't**
- Stretch the icon.
- Change opacity.
- Overlap icons.
- Make icons too big (larger than the header font size) or too small (smaller than body copy size).
Design elements | Iconography - our icons

E-COMMERCE

PEOPLE, COLLABORATION AND COMMUNICATION

PROCESS AND ACCOUNTING

STRATEGY, GROWTH, CONSULTING AND TRANSFORMATION

TECH, DATA, DATA ANALYTICS

FAST-GROWTH AND FUNDRAISING
Design elements | Iconography - demo styles
Our photography follows our brand essence in the same relaxed, playful but authoritative way. A good example can be seen on our team page on our website.

We have 2 styles of our photography:
1. a candid BTS style; and
2. eyes focused on the camera in an authoritative manner.

Imagery is a powerful communication medium when used correctly, not just a decoration. We use imagery that reinforces our message and the feelings our clients and people experience.
Governance
Governance

General terms

flinder permits its clients, customers, partners and the media ("you") to use its name, trademarks, logos, web pages, screenshots and other brand features (the flinder "brand features," "marks" or "logos") only in limited circumstances and as specified in these guidelines. By using the flinder marks, you agree to adhere to these guidelines and specifically to the Use Requirements and Terms below. If you have a separate agreement with flinder that addresses use of the flinder brand, that agreement shall govern your use of the flinder marks.

The flinder marks include the flinder name and logo, and any word, phrase, image or other designation that identifies the source or origin of any flinder products or services.

List of trademarks
- FLINDER
- The flinder logo
- The butterfly logo
- SMART FINANCE FUNCTION(S)

Download logos at www.flinder.co/brand-assets/logos

Style

Do not use or imitate the distinctive “look and feel” of flinder or other identifiable and unique visual elements of the flinder brand assets, flinder application or www.flinder.co website, including (but not limited to) the colour combinations, graphics, icons, typefaces or other assets.
Use requirements and terms

Any use of flinder brand assets must conform to these guidelines. These guidelines may be modified at any time. Use of the flinder brand assets constitutes consent to any modifications to the guidelines.

flinder has sole discretion in determining if use of the flinder assets violates these guidelines.

flinder may ask that you stop using the brand assets at any time. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in all cases no more than 7 days from the date of the request.

flinder is the owner of all rights in the assets and marks and reserves all rights save the limited license granted here.

Questions

For any brand enquiries, www.flinder.co/contact-us