

Flowplan Design guide



Blue line

RGB: 56, 167, 223
HEX: #38A7DF
CMYK: C65, M22, Y0, K13
Use: Logo line



Dark text

RGB: 75, 75, 75
HEX: #4B4B4B
CMYK: C0, M0, Y0, K71
Use: Text on white



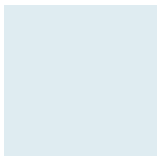
Green all-ok

RGB: 56, 118, 29
HEX: #38761D
CMYK: C64, M11, Y97, K31
Use: Highlights



Yellow almost-ok

RGB: 212, 175, 61
HEX: #D4AF3D
CMYK: C3, M22, Y97, K8
Use: Highlights



Light blue

RGB: 223, 236, 241
HEX: #DFECF1
CMYK: C7, M2, Y0, K5
Use: Backgrounds



Orange highlight

RGB: 237, 125, 49
HEX: #ED7D31
CMYK: C1, M56, Y87, K1
Use: Highlights



Blue text

RGB: 32, 56, 100
HEX: #203864
CMYK: C93, M74, Y13, K26
Use: Text on "Light blue"



Red wrong

RGB: 206, 0, 0
HEX: #CE0000
CMYK: C3, M88, Y98, K11
Use: Highlights

Fonts:

Avenir Book

Avenir Heavy*

Avenir Black

Use for text

Use for headline

Use for first part of logo or for **highlighting** single words