



XFLOW STUDIOS

The logo features the word "XFLOW" in a bold, white, sans-serif font, followed by a stylized red wavy graphic element that resembles a liquid splash or a stylized 'W', and then the word "STUDIOS" in the same bold, white, sans-serif font. The background is a dark navy blue with large, organic, flowing shapes in a vibrant magenta color.

01

LOGOTYPE



LOGOTYPE CONCEPT

The main idea of the logotype is the combination of the simple bold font and handwritten smooth letter W, which symbolizes art, freedom, creativity and energy



VERTICAL VERSION

XFLOWSTUDIOS

COLOR VARIATIONS

XFLOW
STUDIOS

The logo consists of the words "XFLOW" and "STUDIOS" in a bold, white, sans-serif font, stacked vertically. A stylized, wavy blue graphic element is positioned behind the text, starting from the right side of "XFLOW" and curving upwards and to the right.

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STUDIOS

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LOGO SAFE AREA

A «clear zone» is defined around the logo to help maintain balance and clarity



02

COLOR PALETTE



MAIN COLORS

PRIMARY COLORS

Coral

RGB: 245 67 99
CMYK: 0 84 43 0
HCX: F54363

Purple

RGB: 95 0 188
CMYK: 84 88 0 0
HCX: 5F00BC

Black

RGB: 25 25 25
CMYK: 77 67 61 84
HCX: 191919

Light grey

RGB: 238 238 238
CMYK: 8 5 7 0
HCX: EEEEE



SECONDARY COLORS

Gradient Coral

RGB: 249 83 / 250 82 123 255
CMYK: 0 99 70 0 / 0 84 43 0
HCX: FB557D / FFA941

Gradient Purple

RGB: 176 25 246 / 95 0 188
CMYK: 84 88 0 0 / 67 81 0 0
HCX: 5F00BC/ B010F8



03

TYPOGRAPHY



PRIMARY FONT

Inter

Weights:

Example:

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

SECONDARY FONT

Prompt

Weights:

Example:

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq R Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

EXAMPLE

Head
Prompt

YOUR HEADLINE

Subhead
Inter

Subheading

Lead
Inter

Lorem ipsum dolor sit amet consectetur

Paragraph
Inter

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ullamcorper euismod integer magna egestas. Nibh maecenas nibh fames pulvinar blandit consequat luctus auctor. Blandit sodales et sollicitudin eget id posuere egestas ac. Consequat tellus, risus arcu sit sociis sit aliquet dolor. Tellus in orci luctus nibh felis, lorem aliquet volutpat. Elementum purus donec posuere mollis pretium.

Link / Button
Inter

UTILITY TEXT →

DISPLAY VARIATIONS

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

04

GRAPHIC ELEMENTS





PATTERN 02

The image features a dark background with large, flowing, organic shapes in a vibrant purple color. These shapes are interconnected and vary in thickness, creating a sense of movement and depth. The overall effect is a modern, abstract pattern.

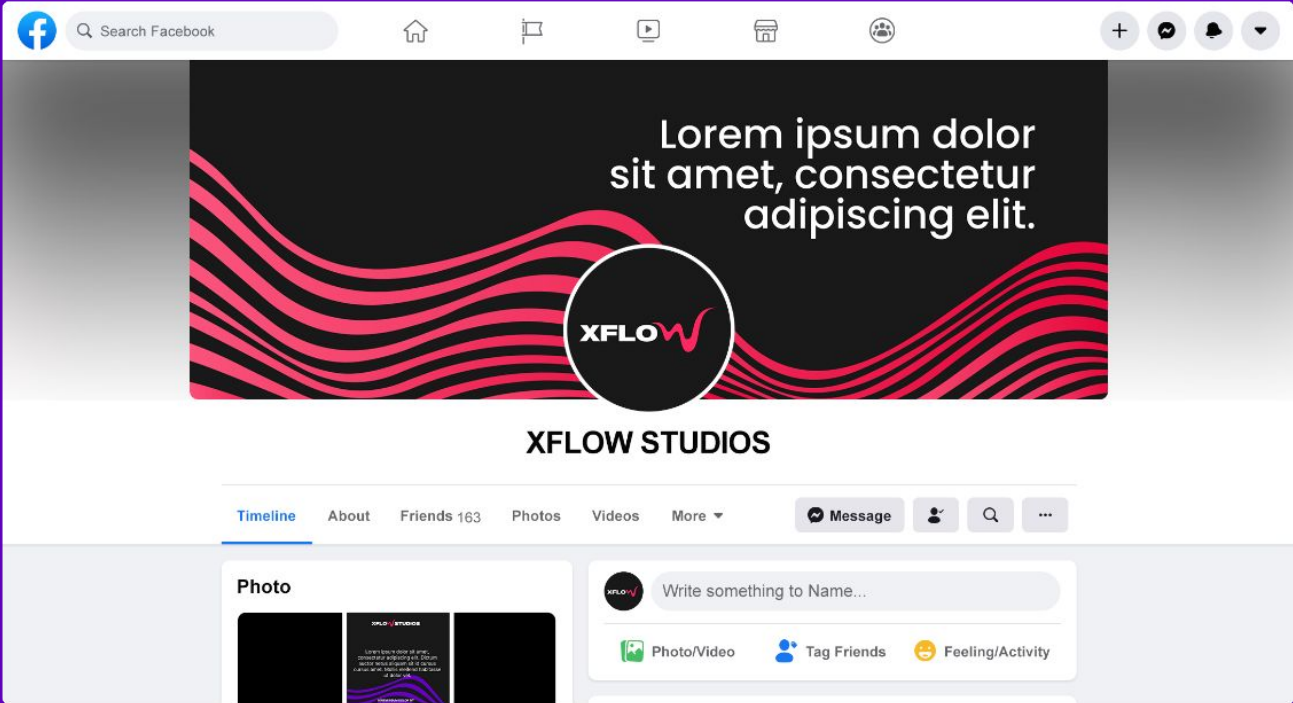
POST TEMPLATES



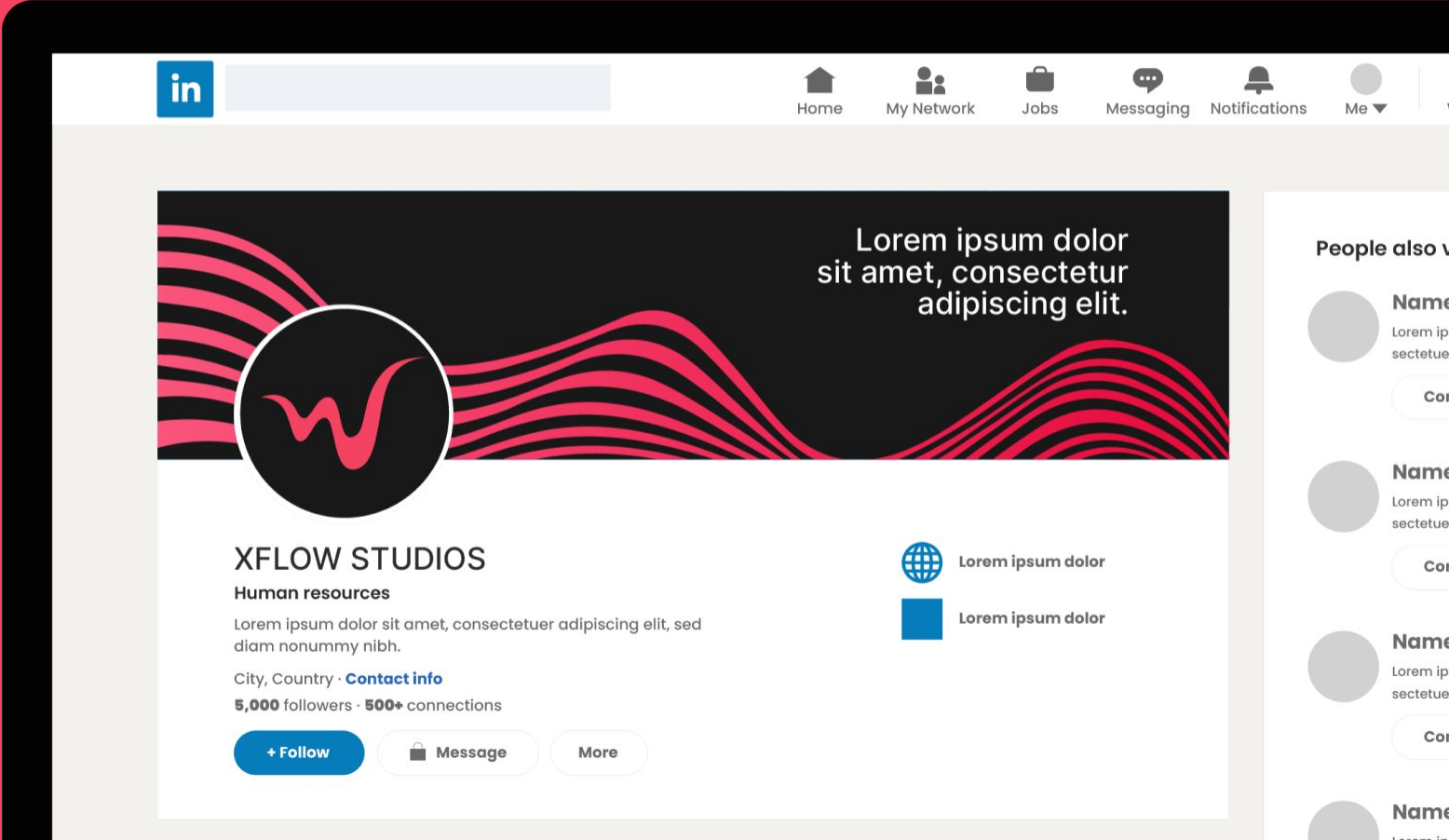
**Lorem
ipsum
dolor
sit**

XFLOW
STUDIOS

FACEBOOK COVER









glekel'