

Brand guide

DataFromSky logo

There are 3 colour variants of the logo - colour, white & black. When using the logo, please honour the minimal margins specified below: The cloud should have a margin of at least 1/5 its height, and the text should have a margin of its stroke width.



Version without text



FLOW logo

There are several variants of the FLOW logo used for different occasions:



FLOW Insights version used for presentation of our software or general promotional purposes.



Square versions used mainly as icons



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Traffic, Retail, Parking & Security versions are used for presentation of the respective software solutions.



The „FLOW Inside“ version is used mainly on hardware powered by FLOW framework.



Our colours

The 3 main colours of our brand identity reflect the colours of our logo.



primary, #4b79c6



secondary, #2a426d



tertiary, #00adef

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Our font

As a part of our brand identity, we are using Azo Sans font family.

The quick brown fox jumps over a lazy dog.

The quick brown fox jumps over a lazy dog.

Other visual elements

In our visuals, we use also other graphic elements reflecting the design of our programs' interface. The flags are used to identify detected objects in FLOW, whereas the visual scheme is used for programming of a new sensor within FLOW.

