

FLOW ■ TRADERS

Flow Traders logo style guide:

Correct use of logo:

Improper use of logo:

- Stretched vertically
- Stretched horizontally
- Cropped in any way
- Background colour change

Logo application:

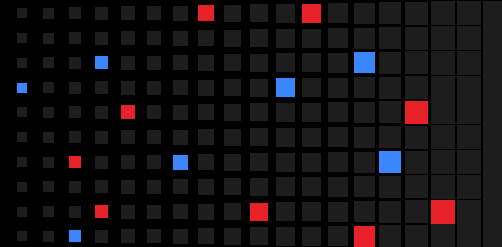
Corporate:

Logo placement and its role within the brand is key to maintain coherency.

On corporate materials whereby Flow Traders as a 'brand' leads, positioning of the logo top left:

- Website
- Press releases

For more information please contact press@flowtraders.com



Collateral:

Logo placement on content assets have a different role than main corporate assets.

The content leads the brand rather than the brand being the primary focus, therefore it is about the right association.

Logos are placed bottom left

- Account for co-branding
- Making the content the hero