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2021-2022

# **Brand Guidelines**

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**FLIMP**   
COMMUNICATIONS

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## CORE IDENTITY ELEMENTS

# The Flimp logo

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Please be very consistent with your use of the Flimp logo to conserve its ability to speak for our company in a way that engenders trust, predictability, and repeat business. It should never be stretched, re-colored, disproportionately scaled, or “locked up” with words other than “Communications.” You should also be careful about the type of content stamped with a Flimp logo. For example, you’d never want to use the Flimp logo in place of your personal avatar on your own social media account. You can [download professional vector-formatted logos here](#), and you can access PNG and Spanish versions via the larger [Logos folder](#).

**For light  
backgrounds**

**For dark  
backgrounds**

**Full color**

(Always use with the  
word “Communications.”)



**One-color**

(Use only for tricky color situations  
for which there is no simple solution.  
For embroidery, you may delete the  
word “Communications.”)



← Embroidery only

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## CORE IDENTITY ELEMENTS

### Logo backgrounds

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Some of the colors in Flimp's brand palette work great with the Flimp logo, while others compete with it. The same is true of photographic backgrounds. Below are a few examples that are tried and true. As you can see, the background should be very dark or very light.

#### Acceptable solid-color backgrounds for our two-color logo



#### Example photographic background

To mimic the effect below, place two boxes above your photo, both colored with Flimp's Aegean Blue (#124570). Set the back box to Adobe's "Color" blend mode with a transparency of 100%. The front box should use a "Multiply" blend mode with transparency of 80%.



#### Gradient background

A gradient that blends from Flimp's "Cloud Blue" (#E1EEFB) to white can sometimes make a nice background for the Flimp logo. Avoid other gradients.



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## CORE IDENTITY ELEMENTS

### Logo size and spacing

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Like any important design element, the Flimp logo can look crowded if it's placed too close to another design element. The diagram below shows the minimum amount of margin that should be present around the logo.

#### Logo margin (rotate our letter “F” reference)



#### Minimum height

0.3" 

Print

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24 px 

Digital

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## CORE IDENTITY ELEMENTS

### Product and service logos

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For each logo, it's important to obey the same rules of margin spacing, color consistency, etc. that are described for the Flimp logo. You can [download professional vector-formatted logos here](#), and you can access PNG and Spanish versions via the larger [logos folder](#).

Also, be sure to always write these brand names as they are shown here: **PLANselect**, **BENEFITchoice** and **WorkforceTXT**.

**PLANselect**<sup>®</sup>  
BENEFITS-DECISION SUPPORT

**BENEFITchoice**<sup>®</sup>  
BENEFITS-DECISION SUPPORT

**WORKFORCE****TXT**<sup>®</sup>  
EMPLOYEE TEXT MESSAGING

**PLANselect**<sup>®</sup>  
BENEFITS-DECISION SUPPORT

**BENEFITchoice**<sup>®</sup>  
BENEFITS-DECISION SUPPORT

**WORKFORCE****TXT**<sup>®</sup>  
EMPLOYEE TEXT MESSAGING

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## TYPOGRAPHY

### Font usage

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Flimp's chosen typeface family is Montserrat. Please avoid weights lighter than "Montserrat Light," and please avoid weights heavier than "Montserrat Extra Bold" (CSS font-weight 800). Examples of some tried-and-true paragraph styles are shown below. Montserrat is a web-compatible Google family that can be [downloaded for free](#).

Montserrat Light title (large, colored #124570)

**Montserrat Extra Bold heading (use with a range of Flimp colors, sizes)**

**Montserrat Bold subhead (colored black or white)**

Montserrat Light body copy, colored 100% black

Montserrat Regular body copy, 77% black

Montserrat Regular body copy, colored #124570 ("Aegean Blue")

To **emphasize a phrase** within body text, Montserrat Extra Bold works well.

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## COLOR USAGE

# The Flimp color palette

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To make the Flimp color palette work its magic, try to use around three colors per composition. But read the tips below before you do so. Not all colors are up to every task!

AEGEAN BLUE #124570	DENIM BLUE #5F91C9	LOGO ORANGE #FF9A47	OLIVE #889E6F	COOL WHITE #F3F7FA
	DEEP DENIM #4E78A6	TANGERINE #FF7300	CLOUD ORANGE #FFECD4	COOL GRAY #708FAB
	CLOUD BLUE #E1EEFB	WHITE #FFFFFF	CLOUD OLIVE #E7F0D1	GRANITE GREEN #5D7060
			PASTEL OLIVE #D1DBB4	PASTEL BLUE #A7D5FF

**Most brand conservative:** The first three columns above are the most “Flimp-ish.”

**Most brand-memorable accents:** Used sparingly, the two orange colors make the strongest statement for small accent regions such as buttons, thin headers, and call-outs.

**Best for edge-to-edge backgrounds** (in order of most common): *White, Aegean Blue, Cloud Blue, Deep Denim, Denim Blue, Cloud Olive, Cool White, Pastel Olive, Cloud Orange, and Granite Green.* **AVOID** *Logo Orange, Tangerine, and Pastel Blue* for large backgrounds.

**Most suitable for “kidney-bean shaped” illustration backgrounds:**

*Cloud Blue, Cloud Olive, and Cloud Orange.*

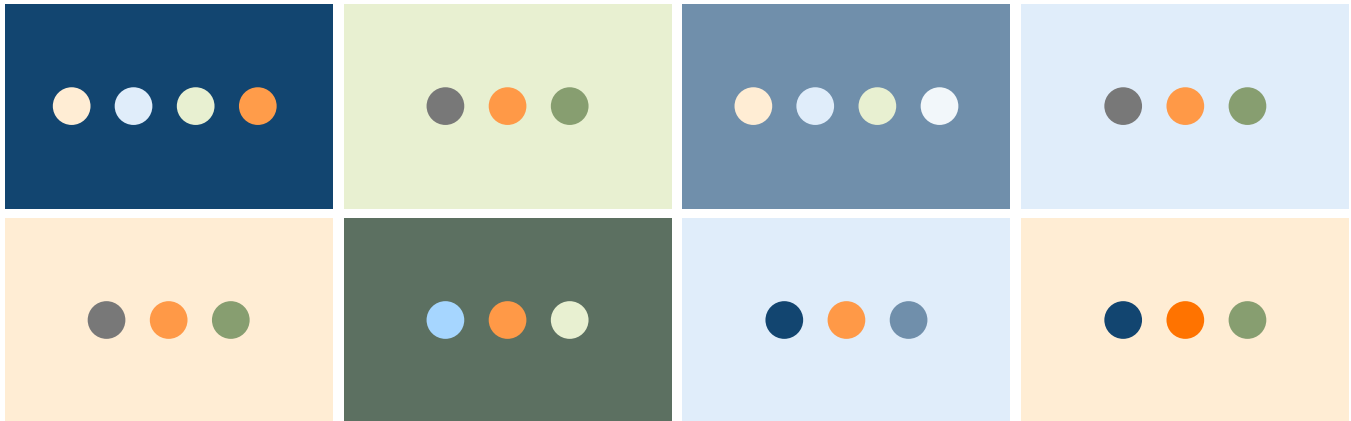
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## COLOR USAGE

### Choosing foreground colors

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When a color other than white exists in the background, some colors will work well in the foreground, while others will become off limits. The circles shown below represent tried-and-true examples of choices that Flimp has favored against non-white background colors.





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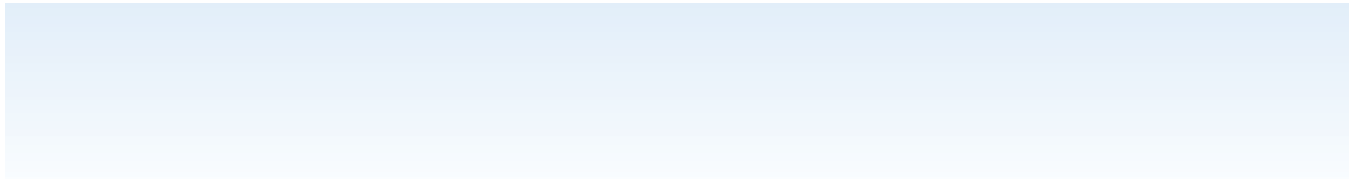
## COLOR USAGE

### Acceptable gradient combinations

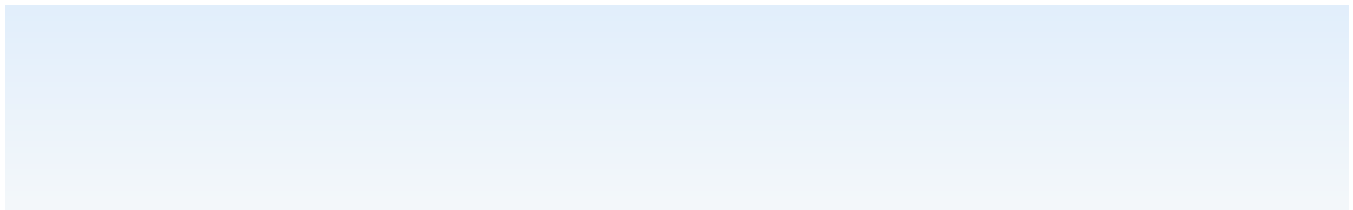
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Flimp's brand creative doesn't make extensive use of color gradients. But it does allow for the following exceptions to help support an "airy" and "open" feel, similar to the sky. These gradients are mainly used as background elements to gently highlight sections on a page that is mostly white. Pick one based on whether both edges need visibility:

**"Cloud Blue" (#E1EEFB) on top,  
White (#FFFFFF) on bottom:**



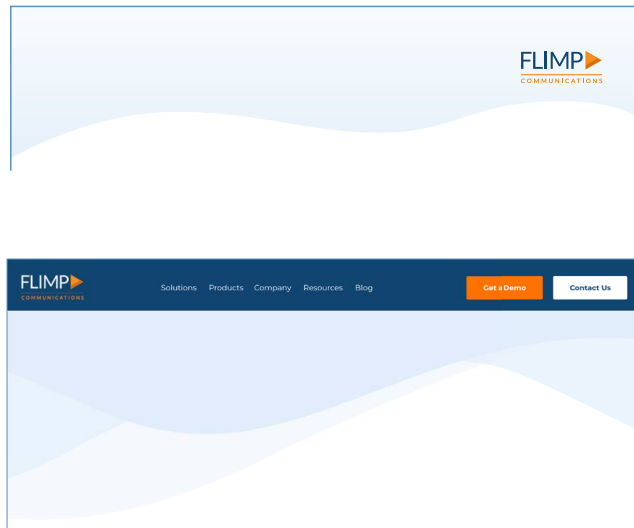
**"Cloud Blue" (#E1EEFB) on top,  
"Cool White" (#F3F7FA) on bottom:**



## LINE ART AND ILLUSTRATION WORK

# Optional page and header backgrounds

Depending on your needs, a Flimp page background or header-section background could be an ordinary rectangular shape — or perhaps one side of it could be inspired by the shape of an “S” to make it more evocative of Flimp’s easy-to-work-with brand. Below are a few examples of the latter. It’s important to preserve the existing “airy” feel and simplicity.



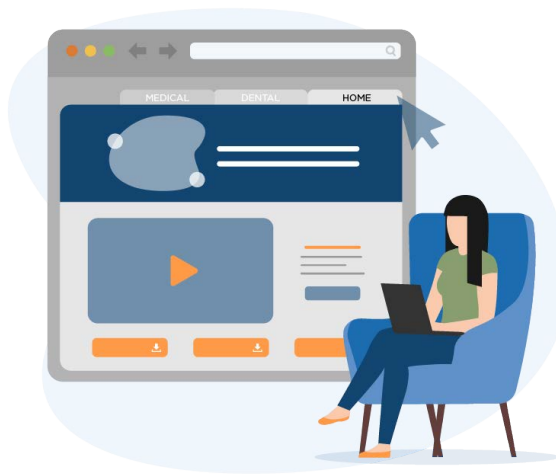
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## LINE ART AND ILLUSTRATION WORK

### Illustration work

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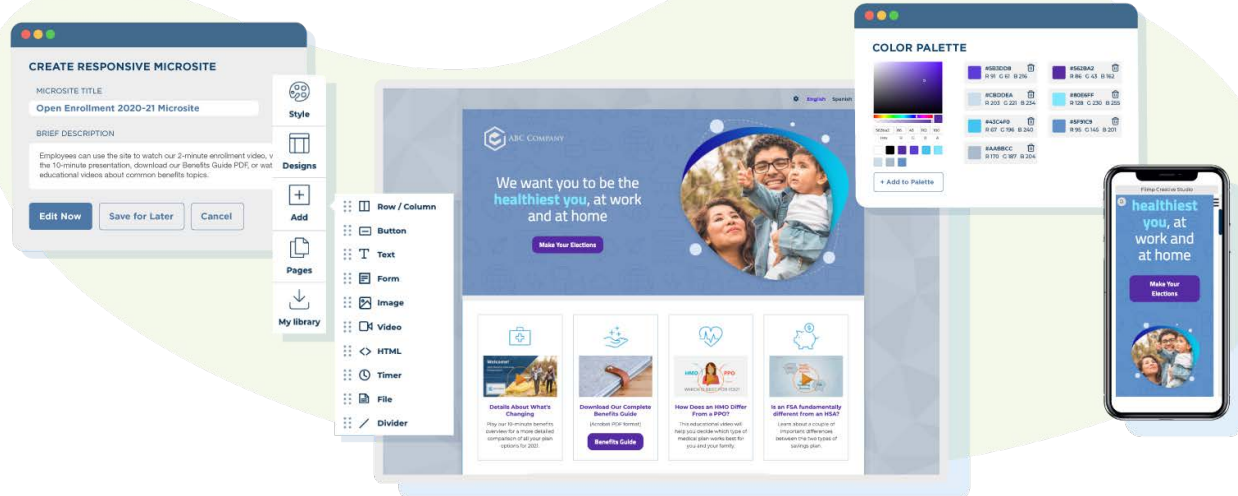
The easiest way to stay “on brand” when creating a Flimp-branded illustration is to either use an existing illustration or pull characters and other bits of art from [Flimp's Character & Shapes collection](#) (an Adobe Illustrator file). In the examples shown below, note that the legs of each character are tapered, culminating in very small feet. Another hallmark is the use of a “kidney bean” shape in the background of each illustration. Most kidney-bean shapes should be colored Cloud Blue, Cloud Orange, or Cloud Olive. A wealth of examples can be obtained on [flimp.net](#) or by emailing [creative@flimp.net](mailto:creative@flimp.net).



## LINE ART AND ILLUSTRATION WORK

# Partial-detail depictions of Flimp software

When marketing Flimp's software-based products, a straight screenshot may not always be the best choice. Below is one of many examples where heavy stylization worked better. The intent should never be to mislead, but to focus the viewer's attention on what Flimp's software can accomplish, stripping away any settings and controls that don't help underscore the power and control that Flimp would like emphasized. A collage of these elements can be especially powerful.



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## LINE ART AND ILLUSTRATION WORK

### Icon style

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Flimp has an extensive [icon library](#). If a new icon needs to be drawn, please contact [creative@flimp.net](mailto:creative@flimp.net). Please do not share the link with clients. The link should be shared only with experienced contract vendors and Flimp employees. Below are a few examples of the style, which is minimalist and outlined. Keep in mind that the stroke weight will need to change depending on the size of the icon. Although a large icon should have a somewhat thicker stroke than a small one, don't use proportional scaling of the stroke weight (because it makes large-sized icons look too thick).



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## PHOTOGRAPHY

# Choosing photos

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Stock photos should be used less frequently than abstract illustrations in most Flimp-branded materials. Blogs and newsletters are exceptions to this rule. Look for photos with a blurry background (shallow “depth of field”), with people looking toward each other or toward a device. Photos should feel somewhat photojournalistic. [Here's a selection.](#)

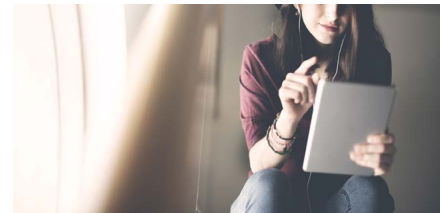
### Generic “HR expert” subject matter

Sometimes it's best to depict a group of HR experts. Think of these as our clients. These shots should depict multiple workers engaged in a team communications effort.

### Generic “employee” subject matter

At other times, it's best to seek out a photo that depicts an employee on the receiving end of a Flimp client's communication. If so, look for a photo showing an employee wearing headphones or ear buds while touching a tablet. Alternatively, an employee without headphones could be shown jotting down notes while they look at their laptop. All this helps drive home the feeling that Flimp accomplishes higher employee-engagement rates using educational multimedia.

### Don't forget to embrace diversity in skin color, gender, disabilities, etc.



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## PHOTOGRAPHY

# Stylizing photos

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Photos should ideally be placed inside a kidney-shaped or amoeba-shaped container to maintain harmony with Flimp's illustration elements. We also recommend overlapping these with capsule-shaped cloud elements like the ones shown in the examples below.



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## ONLINE ART

# Flimp online-property conventions

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As with other materials, use **Montserrat fonts** for Flimp-branded online properties. Headings are typically CSS font weight 800 (Extra Bold). See [flimp.net](https://flimp.net) for examples.

### Button style

Buttons should use the Montserrat font with a CSS font weight of 700 (Bold) and font size of 14px. There should be plenty of padding between the text and the button's edge (32px). The corners should be slightly rounded (3px border radius).

### Button color

A variety of button colors from Flimp's palette are possible, but always include a hover color that is a shade darker or lighter than the default button color. Do not use visible borders around buttons unless a button's fill color is identical to the background color behind it.

See Our OE Solution

Read Our OE Playbook >>

### Online icon font

Online icons should come from the "Linea" icon font family. They should be colored Aegean Blue (#124570) when used against a white or near-white background, and they should be colored white when used against most other Flimp colors.





## LAYOUT DESIGN

# Flimp template examples

This isn't a comprehensive view, but we've provided a few examples to demonstrate how things look when it's all put together.

Digital Postcard Campaigns  
for Employee Communications

FLIMP  
COMMUNICATIONS

Engage employees with branded multimedia communications

Our digital postcard communication campaigns average **more than 70 percent employee-engagement rates**. They're the perfect way to "push" actionable communications with video to target audiences with detailed tracking and reporting. Deliver by internal email, text, QR code, weblink or embed online.

We do all the work for you including **custom design, testing, delivery and reporting**. And there is rarely a need to involve the marketing or IT department.

Interactive Digital Postcards

Drive engagement with add-on content (priced separately)

Watch our video to learn what a digital postcard really is

1

Explainer Videos

Customized videos in your choice of four styles or pre-produced from our HR Benefits Video Library

Find Out More

2

Presentation Videos

Long-form chaptered videos with detailed explanations for benefits and other educational HR topics

Find Out More

3

Decision-Support Tools

Benefits decision-support tools to help employees select medical plans and assess supplemental options

Find Out More

Annual OPEN ENROLLMENT TO 10/15/20

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July 16, 2021

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