

# Flexkeeping Brand Identity Guidelines



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# 01 Logo

A cornerstone of our identity, the Flexkeeping logo is a symbol of trust, quality and a key identifier for our customers.



01

Logo

wordmark

flexkeeping.



01

## Logo

logo safe area



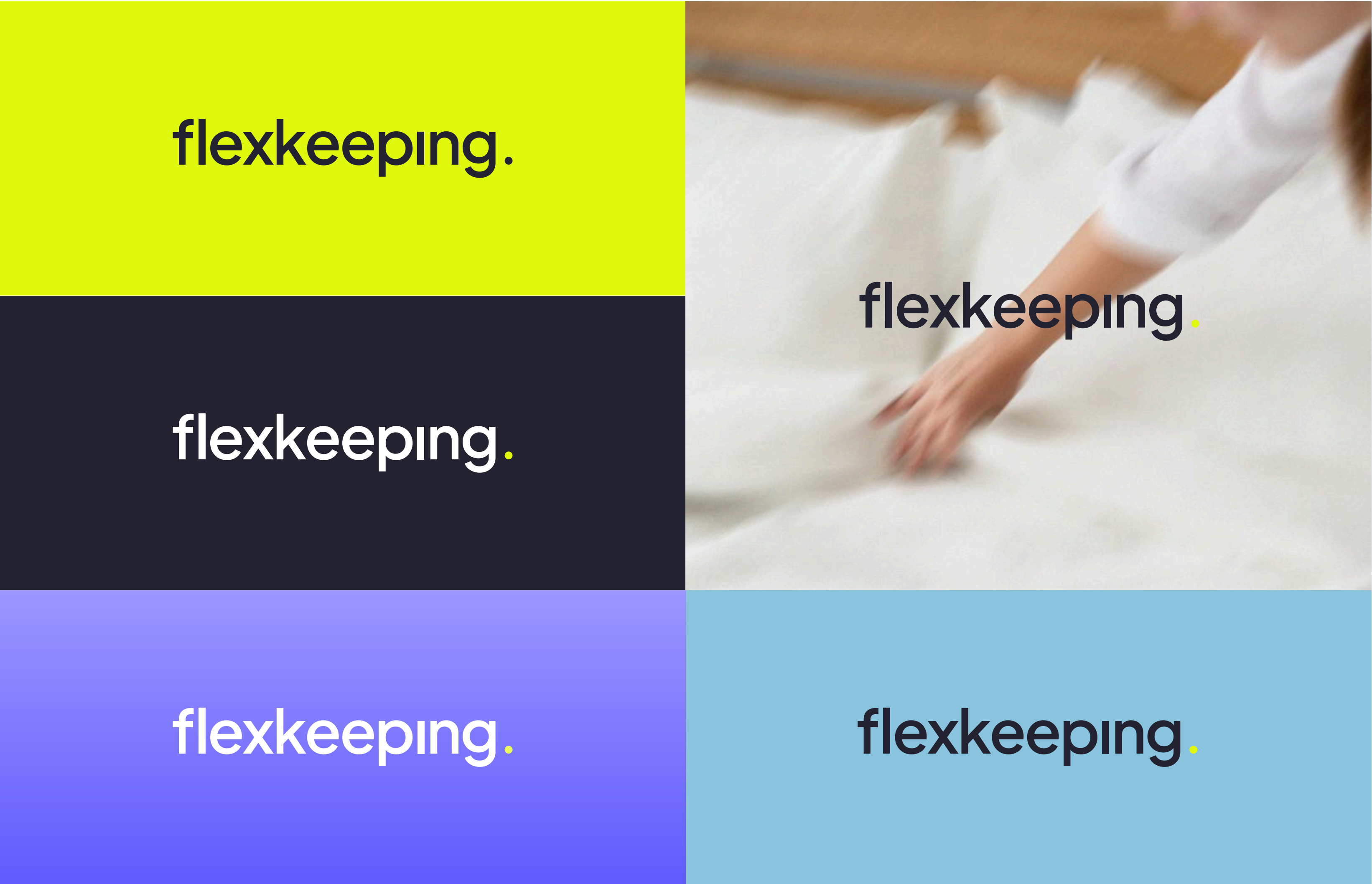
A safe area has been established around the logo. This area must be free of graphic elements that interfere with the perception and reading of the logo.



01      Logo

Logo Colorw Matrix

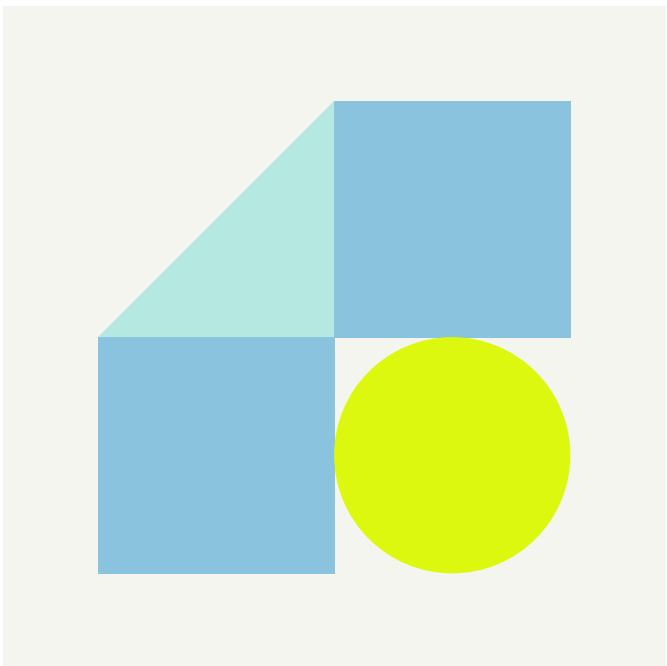
Black Logo  
White Logo



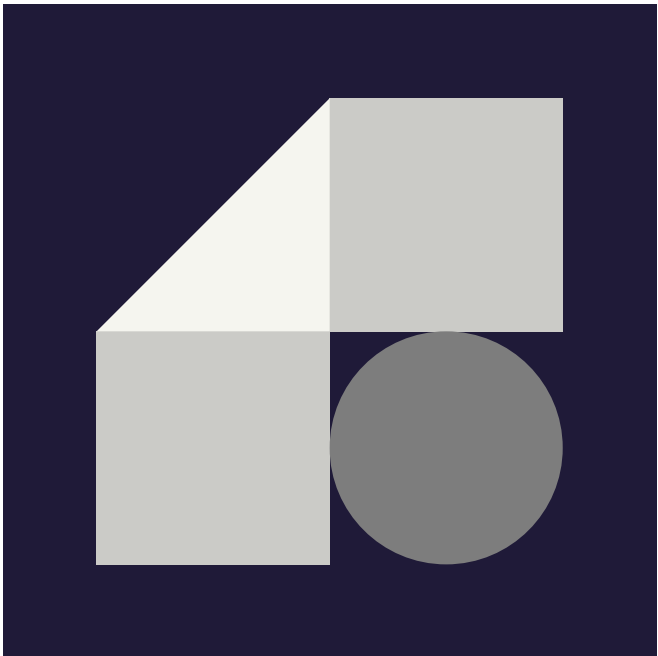


01      Logo

favicon



on white



black white



# 02 Color

Color brings impact, excitement and delight to any identity system. We use color to stand distinct in market, elevate the content we create, and ensure our users are guided effectively through our communications.

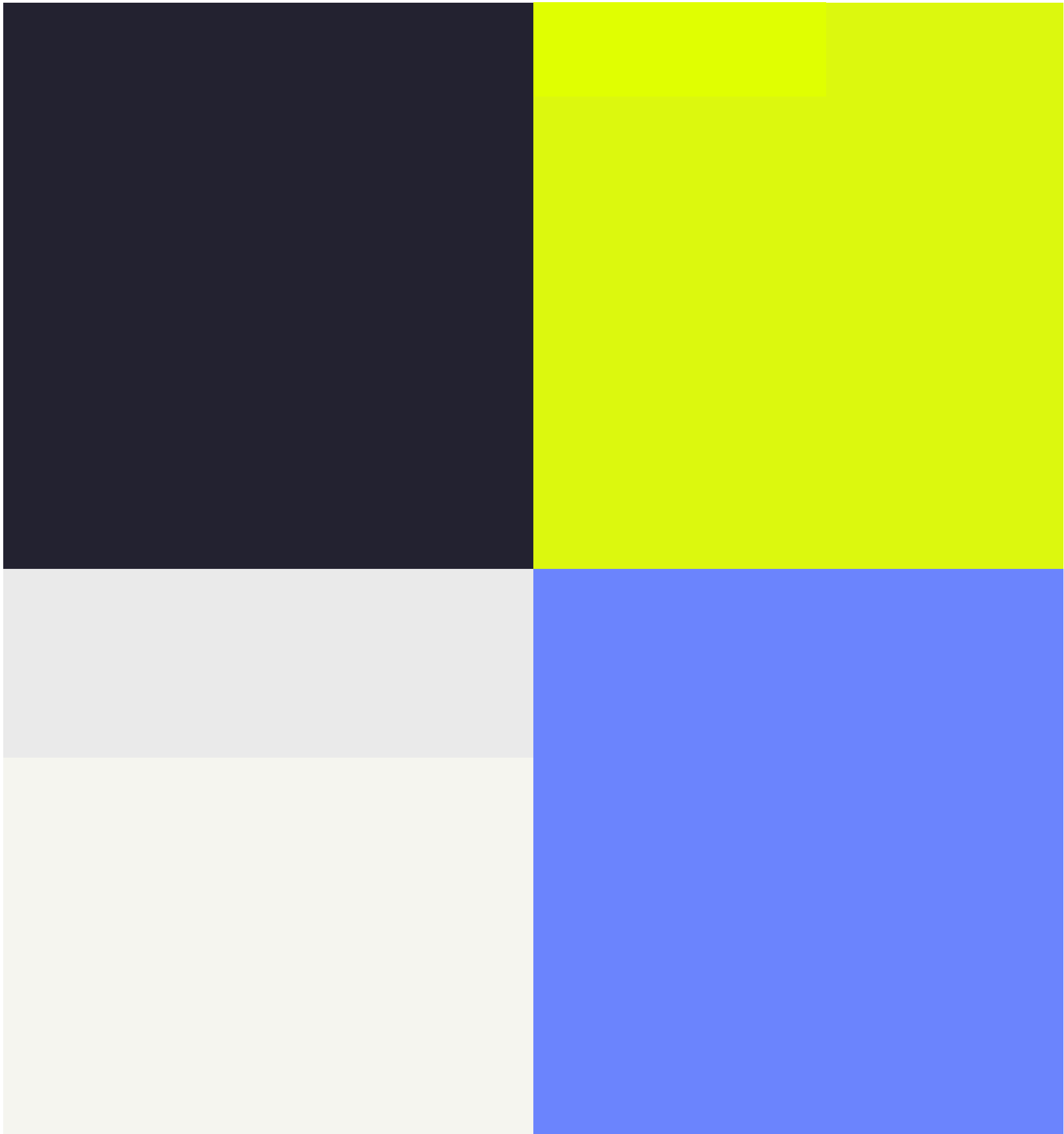


02

Color

Primary

The predominant colors are neon yellow and purple. They mostly need to be used separately, just one strong color per visual.





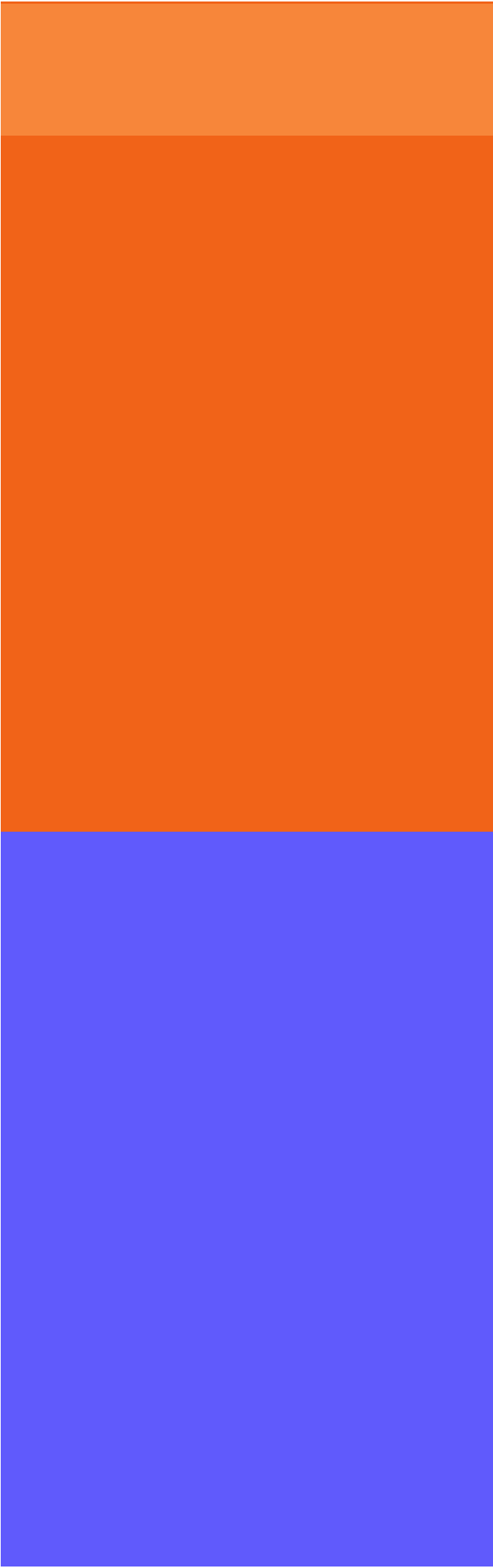
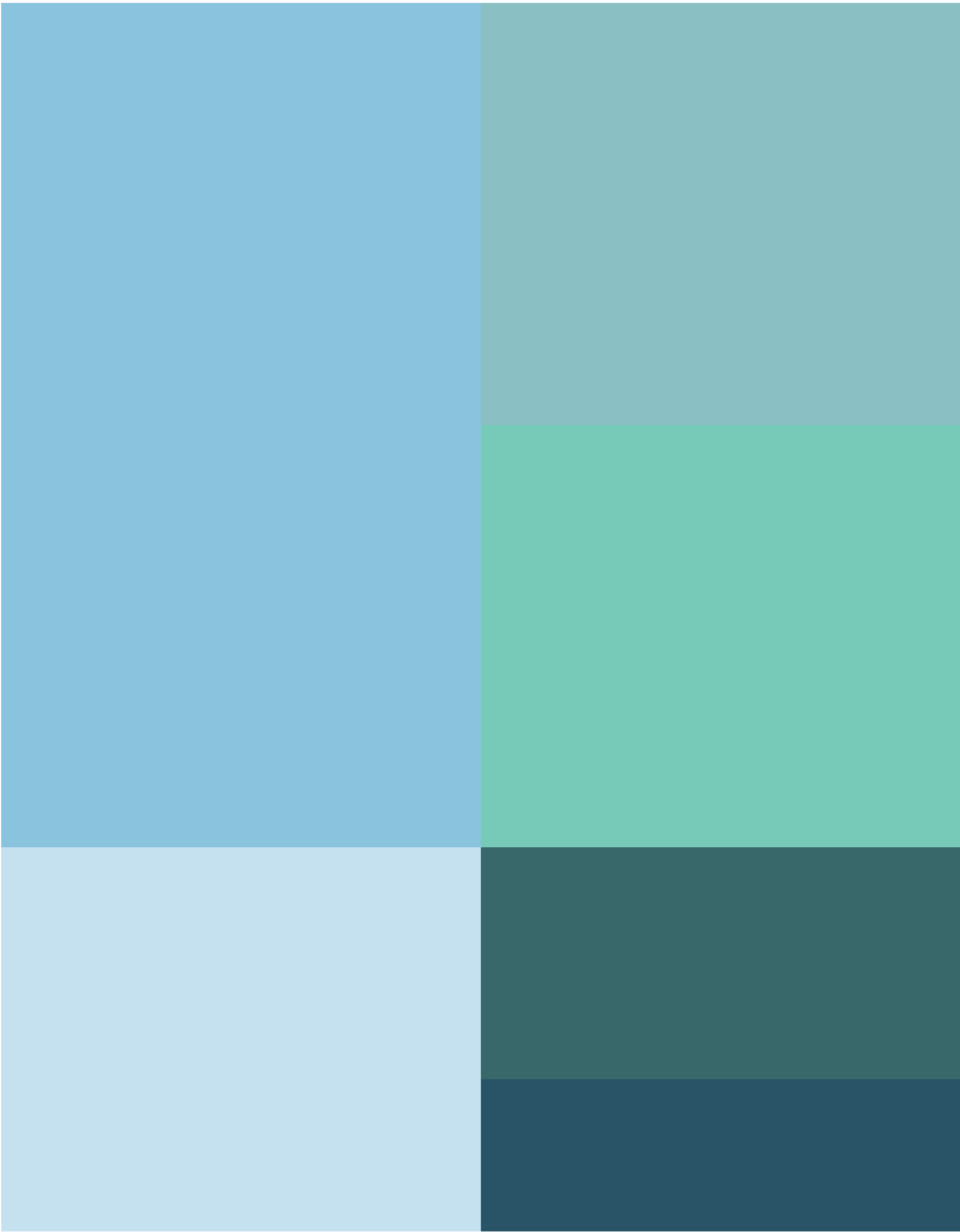
02

Color

Supporting colors

Mainly used for products visual  
backgrounds and in combination with  
primary hues.

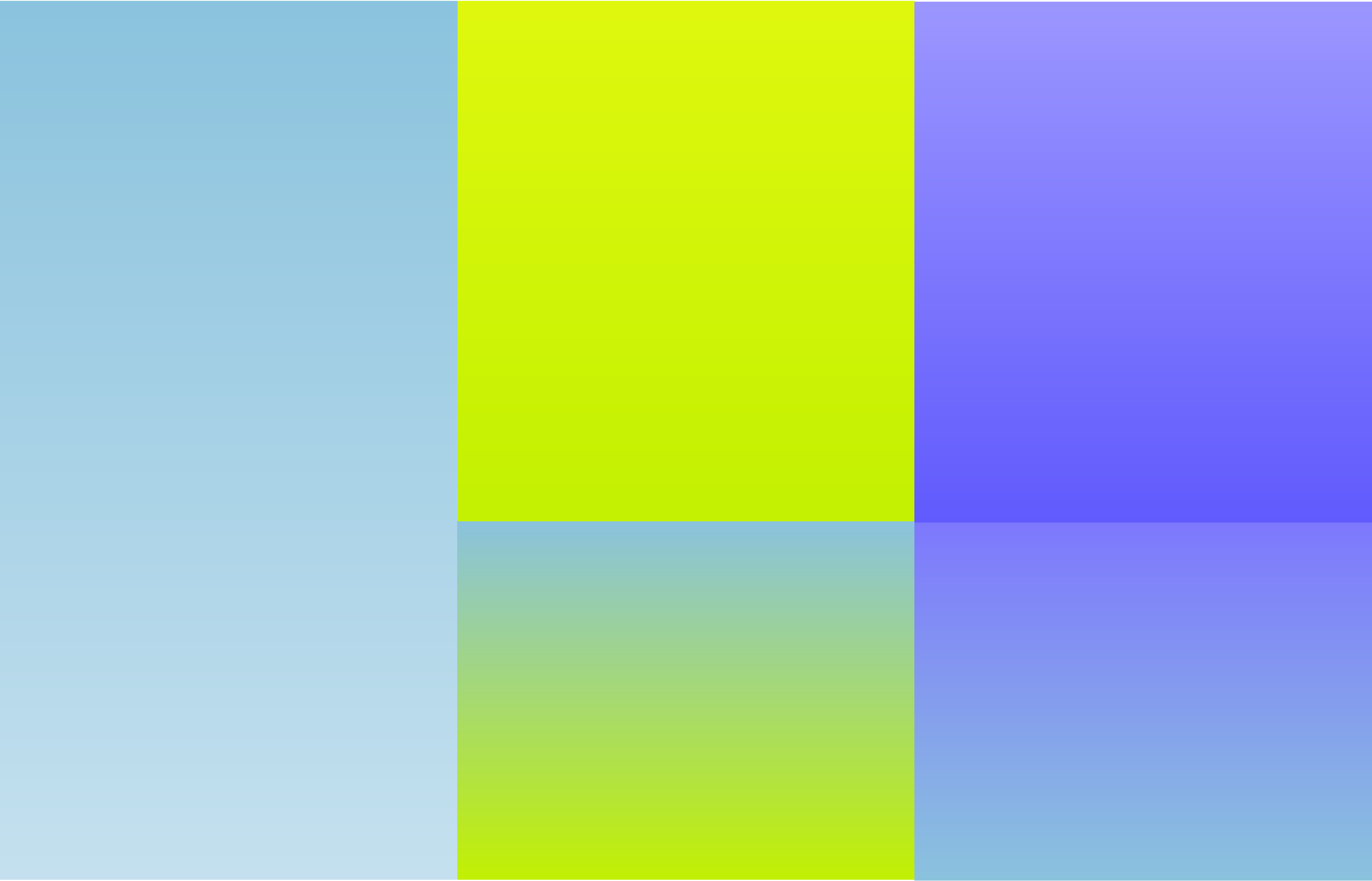
Accent colors are provided  
for use in small amounts for  
extra vibrance





02    **Color**

Gradients





02    Color

Color usage





# 03

# Typography

Typography is a key element of the Flexkeeping identity system, shaping the way our brand communicates. We use DM Sans for body text to ensure clarity, readability, and a clean modern feel. For titles, we apply Space Grotesk, adding character and distinction to highlight our messages with impact.



03

Typography

Gradients

The font chosen for the construction of the logo is Inter in its SemiBold variant. It is recommended to use this font for the titles.

DM SANS

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



Support typography —

Headlines

Space Grotesk

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

Numbers

OSWALD

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



# 04 Visuals

Consistent use of imagery helps create recognition and trust, ensuring that every photo feels like part of the same story. By defining style, mood, and subject matter, photography guidelines ensure that all visual communication stays cohesive across platforms.



## 04 Photography

### Grain

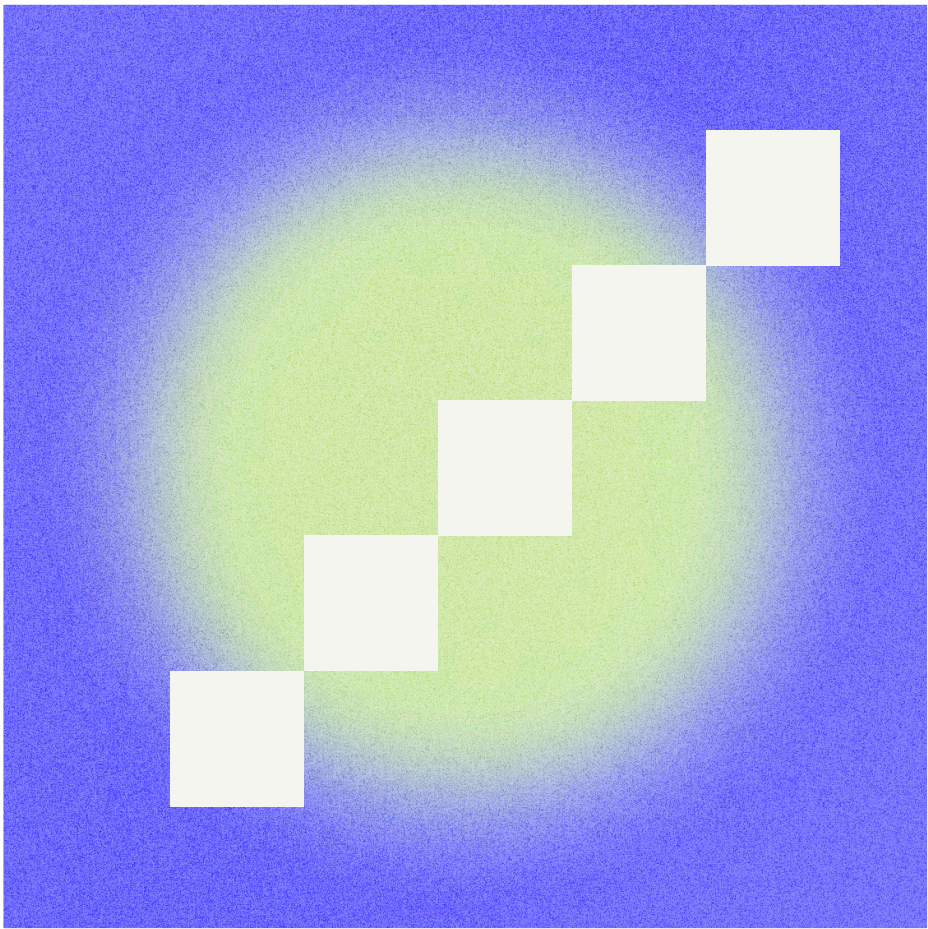
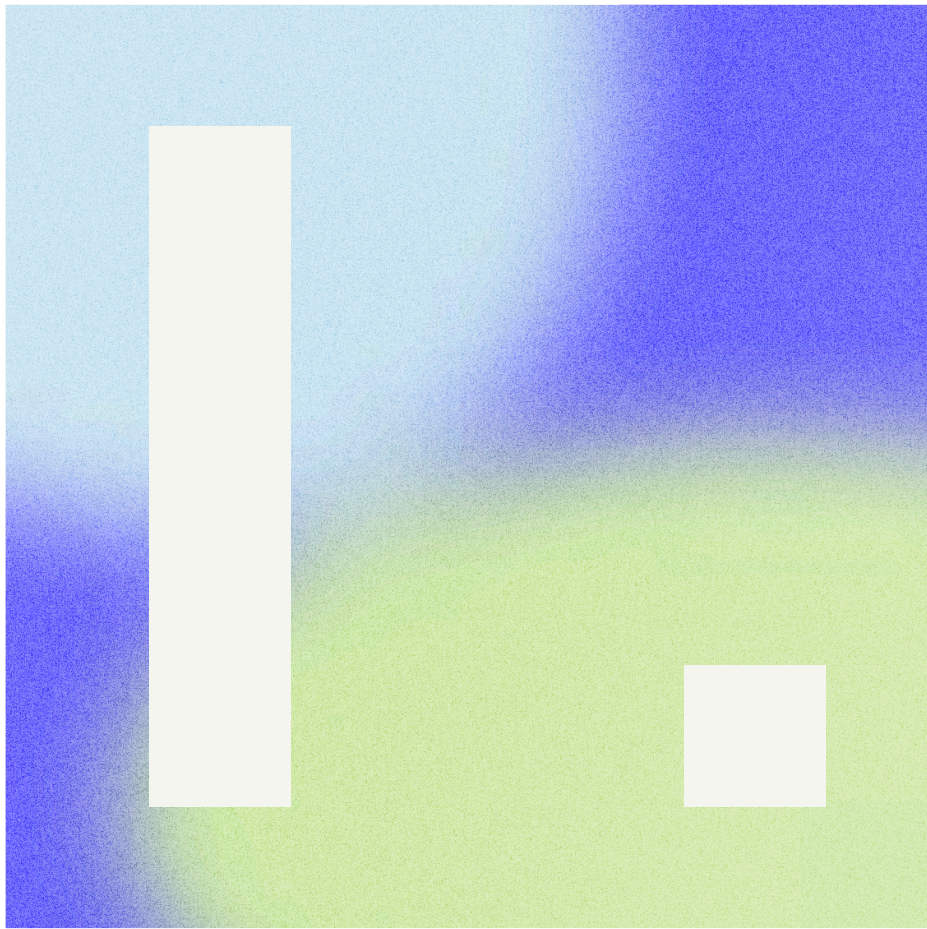
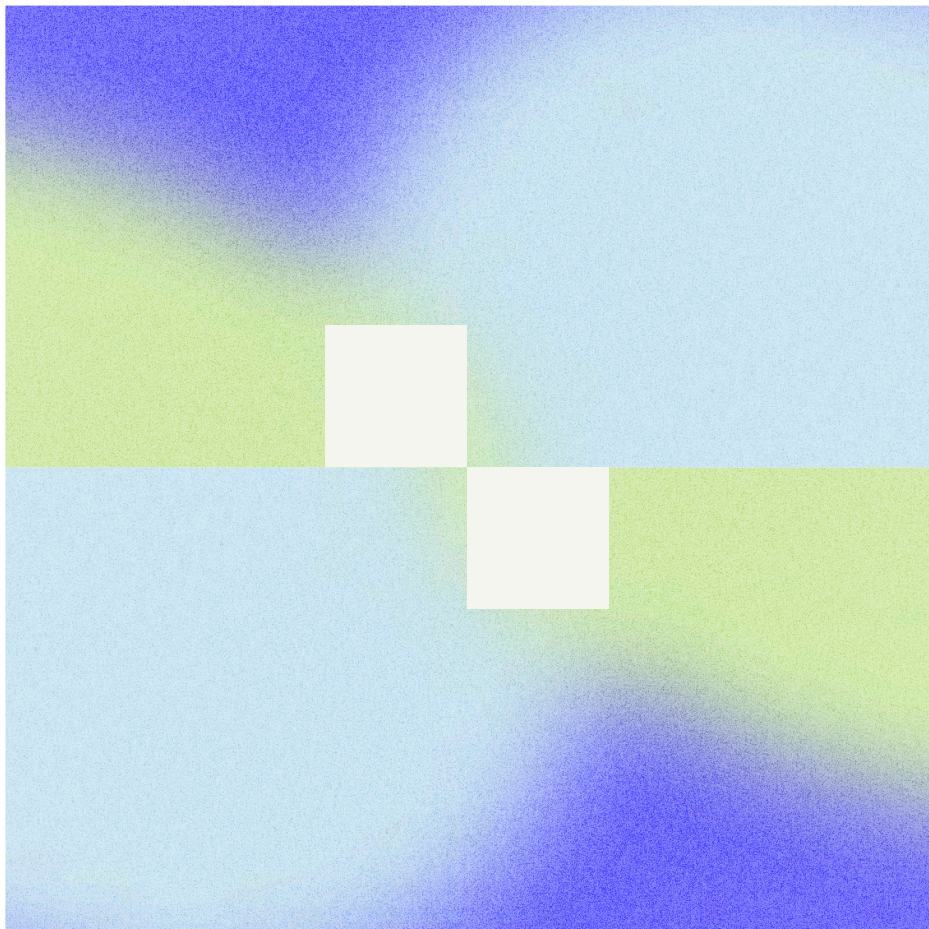
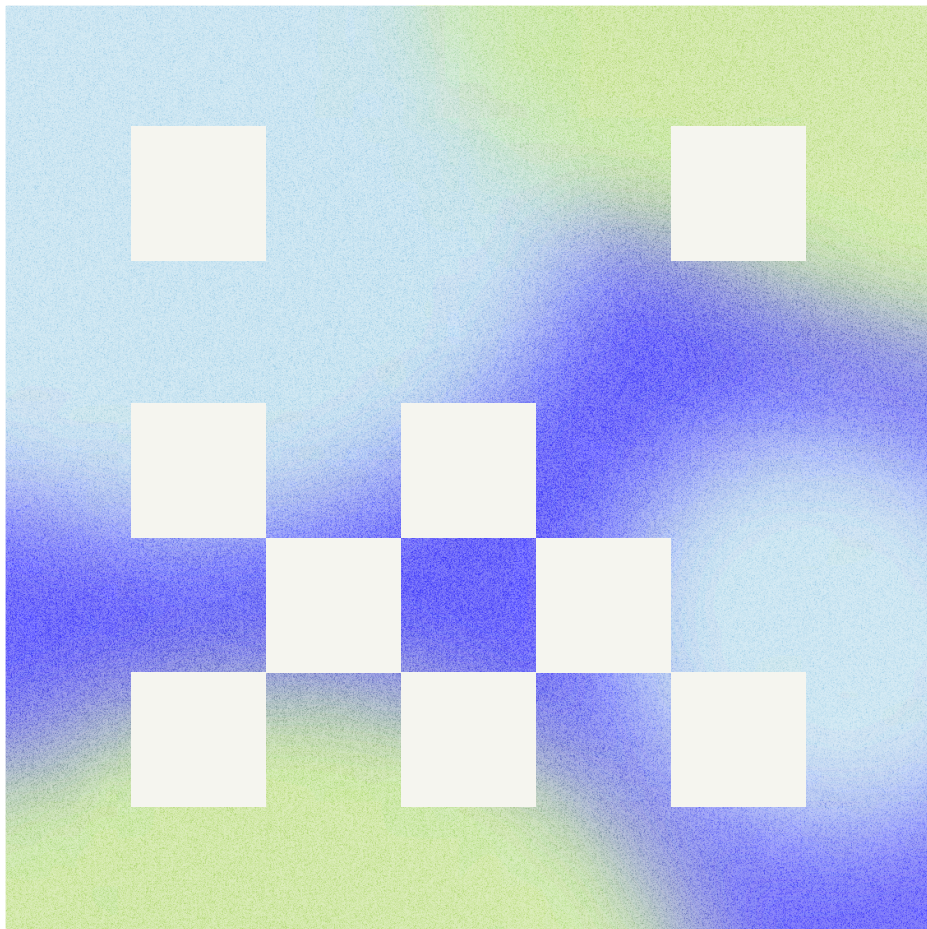


### Motion Blur





04 Shapes



- Sofa ☒
- 2 pillows ☐
- Carpet ☐





# 05

# Brand Messaging

How we talk to the world matters. Our brand messaging reflects a more confident tone of voice, with a provocative edge that stands out from our competitors.



**Confident**

Leaders.  
Assured.  
Studied.

**Reliable**

Industry experts.  
Consistent.  
Problem-solvers.

**Provocative.**

Forward-thinking.  
Disruptors.  
Tapped in.

**Human.**

Conversational.  
Real.  
Good listeners.



Our mission

**To change how  
hotels operate.  
For good.**

Our tagline

**Shockingly  
smooth hotel  
operations.**



05

Our core products



Housekeeping Suite

The cleanest your housekeeping ops will ever be.



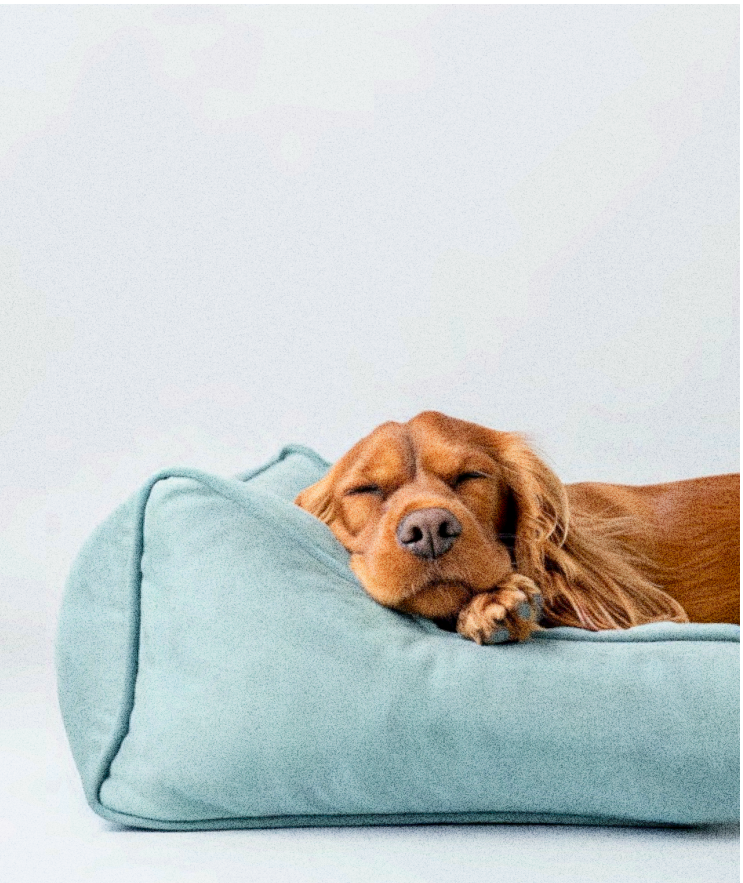
Collaboration Suite

The tech stack for stacked teams.



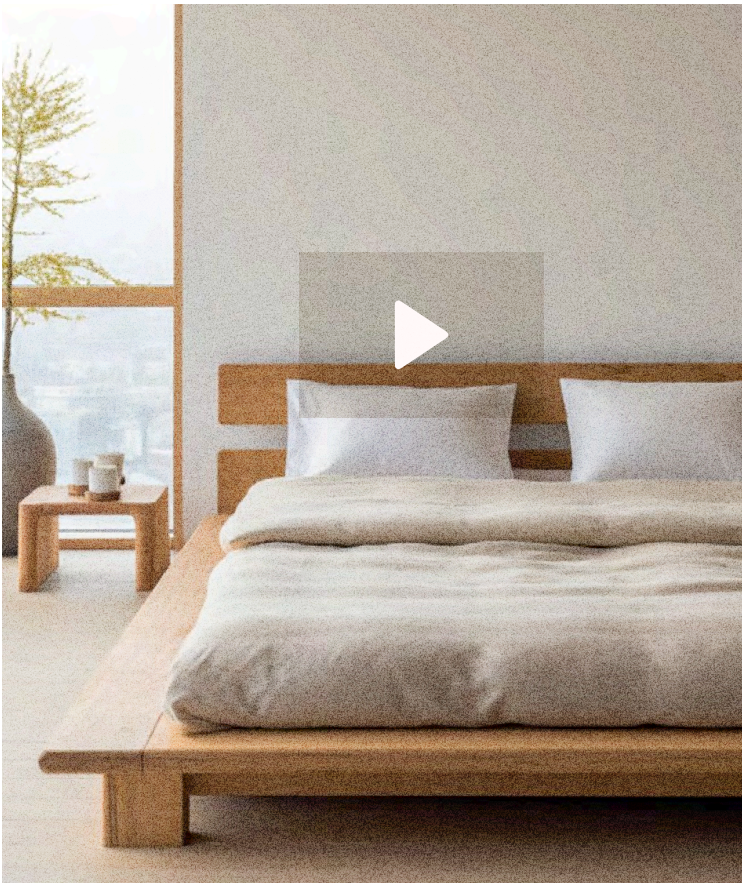
Maintenance Suite

The definition of a quick fix.



Automation Suite

Automate the tough stuff. Focus on the human stuff.



Q&A Suite

You have high standards. Make sure they're met.



## 05 Supporting copy

Examples of strong tone of voice.

**Looks like an automation platform.  
Feels like a sigh of relief.**

**Teamwork so smooth,  
you could spread it on toast.**

**Multilingual team?  
No hay problema.**

**The status quo?  
That's none of our business.**



# Make whoa happen.

Note: This is just a teaser. Full brand messaging guidelines will be available shortly.