

Style Guide

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floz

Beverage Delivery & Recycling

About

Floz delivers the beverages our customers want on their door step. Our inventory consists of the top selling brands, including labels uniquely popular in the L.A. market. From the tried and true to the latest health and wellness bottled refreshment, we have it stocked and ready to go.

Our customers care about labels because of the stories behind them. Be it the ingredients in the bottle or a brand's corporate policies and affiliations, our customer's care. That is part of what attracts them to our service. Not only do we offer brand names they know and love, but also the added value of an industry supported recycling chain that saves them money and helps save the planet.

Logo

The Floz logotype is a san serif font with customized corners. Its lower case lettering with rounded edges echos the profile of the individual sized beverages we sell and containers we recycle. The fl ligature is the logotype's focal point. The fluidity between the f and l is as smooth as a poured drink. The negative space between the two letters forms a labeled container. Its cap hoovers above it and the letterforms that define its edges, completing and calling attention to the beverage container graphic.

Beverage Delivery & Recycling accompanies the Floz main logotype. It is written in Roboto Regular.

2 Color Logo - Main



The logo features the word "floz" in a bold, lowercase, sans-serif font. The letter "f" is stylized with a rounded top and a small blue square above it. The "l" is connected to the "o" in a fluid ligature. Below "floz" is the text "Beverage Delivery & Recycling" in a smaller, regular, sans-serif font.



This version of the logo is similar to the one above, but the text "Beverage Delivery & Recycling" is positioned to the right of the "floz" wordmark, creating a more compact and modern look.

2 Color Logo - Variation

floz

1 Color Logo

floz



Colors

Floz color strategy is to reference the company's unique business profile by drawing on the environmental color palette our customers live in.

The primary hue, Floz_Blue, promotes the company's key recycling POD by leveraging customer's pre-existing association of blue with recycling.

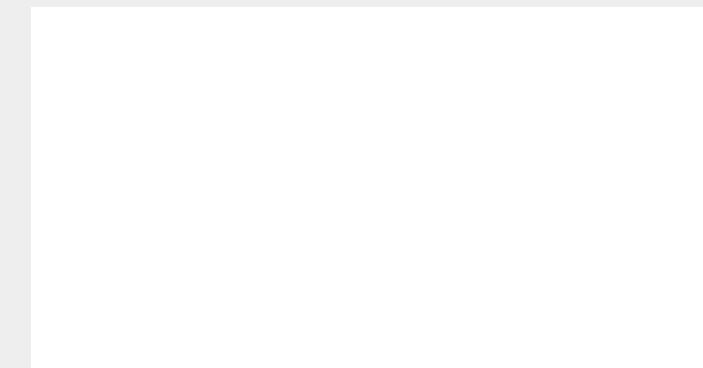
Primary Palette



Floz_Blue

R G B
51 120 153

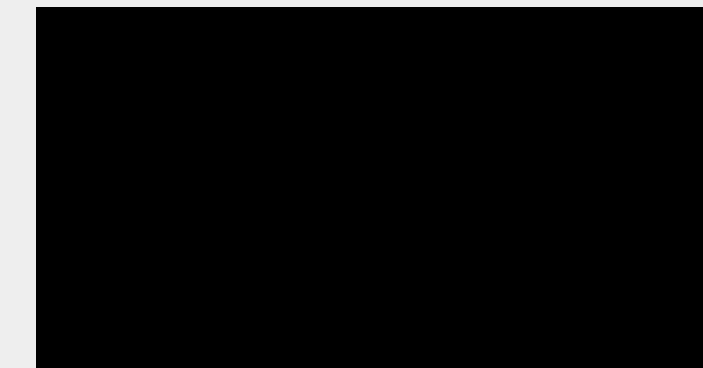
HEX
#336699



Floz_White

R G B
255 255 255

HEX
#FFFFFF



Floz_Black

R G B
0 0 0

HEX
#000000



Floz_Primary Gradient

R G B
51 120 153

HEX
#336699

R G B
0 0 0

HEX
#000000

The secondary color palette is classic Southern California. The all natural scheme draws from the colors of the sunset sky, inviting parallels to the liquid refreshments the company delivers to customers doors.

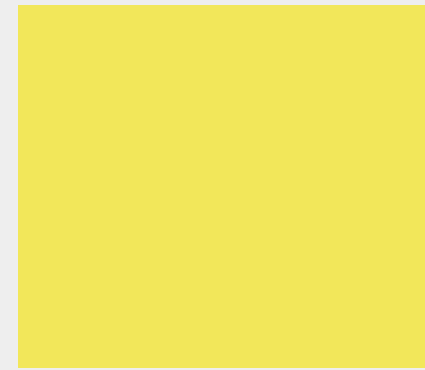
Secondary Palette



Floz_Blue

R G B
144 196 217

HEX
#90C4D9



Floz_Yellow

R G B
242 231 90

HEX
#F2E75A



Floz_Orange

R G B
242 161 114

HEX
#F2A172



Floz_Red

R G B
167 56 55

HEX
#A73837

Families



R G B
51 120 153

HEX
#336699



R G B
102 128 172

HEX
#4C6E9D



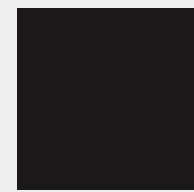
R G B
146 161 192

HEX
#4C6E9D



R G B
195 202 220

HEX
#B4BED5



R G B
0 0 0

HEX
#000000



R G B
99 100 102

HEX
#505153



R G B
147 149 152

HEX
#818386



R G B
199 200 202

HEX
#BABCBF

Typograpy

The Floz typeface is a user friendly san serif font that is well suited for small screen mobile interfaces. Preference is given to the Roboto typeface. Arial is a suitable secondary font.

Roboto

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789!@#\$%&?

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789!@#\$%&?

Arial

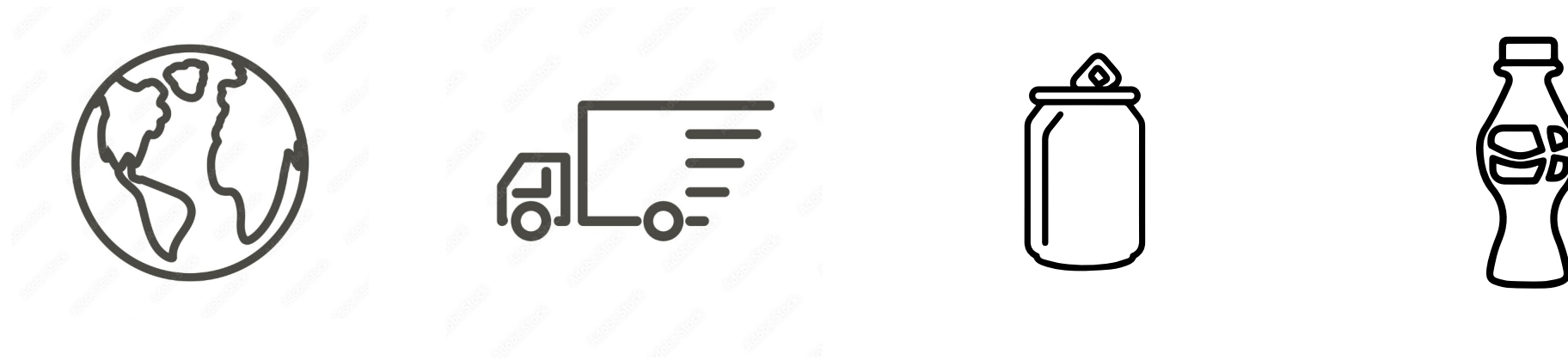
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
0123456789!@#\$%&?

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
0123456789!@#\$%&?

Images

Icons

Floz employs commonly used, easily understood icons to expedite and facilitate communication with our customers.



Photography

Full color photography is to be used sparingly. The composition should be simple, convey liquid refreshment and/or classic Southern California.

