



BRAND GUIDELINES

Logos, colors, typefaces, descriptions, etc.
Branding made simple. Consistency made effortless.

WWW.FLYCASTPARTNERS.COM



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COMPANY DESCRIPTIONS

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Long Version

For over a decade, Flycast Partners has helped 1,800+ customers evaluate existing operations, adopt smarter processes, and implement integrated Enterprise Service Management (ESM) and IT Operations Management (ITOM) technologies and enhancements that improve collaboration, visibility, and control. Flycast Partners guides organizations through the complexities of enterprise software by providing hands-on expertise and a proven methodology combining technical excellence, process standardization, and best practices. With specialized knowledge in Organizational Change Management, our certified IT professionals leverage deep experience across every phase of the support lifecycle to help build a foundation for sustainable growth and long-term success.

Regular Version

For over a decade, Flycast Partners has provided integrated technologies and expert support to 1,800+ customers, unifying IT environments with a proven methodology for implementing Enterprise Service Management (ESM) and IT Operations Management (ITOM) solutions and enhancements. Leveraging hands-on expertise and a strong foundation in Organizational Change Management, our certified IT professionals enable organizations to maximize operational efficiency, boost IT maturity, and drive continuous improvement.

Short Version

For over a decade, Flycast Partners has helped 1,800+ customers establish operational best practices with Enterprise Service Management and IT Operations Management solutions, streamlining the software implementation lifecycle, unifying technology systems, and enhancing IT maturity while confidently navigating change.

PRIMARY COLORS

SECONDARY COLORS

HEX: #00253A
RGB: 0, 37, 58
CMYK: 98, 77, 50, 57

HEX: #1A447B
RGB: 28, 68, 123
CMYK: 100, 81, 25, 10

HEX: #5D87AB
RGB: 94, 135, 171
CMYK: 67, 40, 19, 1

HEX: #00557F
RGB: 0, 85, 127
CMYK: 97, 67, 29, 11

HEX: #0091B3
RGB: 0, 145, 179
CMYK: 82, 28, 21, 0

HEX: #5271FF
RGB: 82, 113, 255
CMYK: 73, 60, 0, 0

HEX: #0A426B
RGB: 10, 66, 107
CMYK: 100, 77, 34, 20

HEX: #6691CB
RGB: 102, 145, 203
CMYK: 61, 36, 0, 0

HEX: #A2B9D1
RGB: 162, 185, 209
CMYK: 36, 19, 9, 0

HEX: #6BAFB2
RGB: 107, 175, 178
CMYK: 59, 15, 30, 0

HEX: #74C3D5
RGB: 116, 195, 213
CMYK: 52, 5, 14, 0

HEX: #A1B1FF
RGB: 161, 177, 255
CMYK: 34, 27, 0, 0

HEX: #5271ff
RGB: 82, 113, 255
CMYK: 73, 60, 0, 0

HEX: #6bafb2
RGB: 107, 175, 178
CMYK: 59, 15, 30, 0

HEX: #5271ff
RGB: 82, 113, 255
CMYK: 73, 60, 0, 0

HEX: #a1b1ff
RGB: 161, 177, 255
CMYK: 34, 27, 0, 0

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CMYK: 82, 28, 21, 0

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HEX: #0a426b
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CMYK: 100, 77, 34, 20

COLOR PALETTE



LOGOS

[DOWNLOAD FULL LOGO PACKAGE HERE](#)



BLUE ON WHITE



WHITE ON BLUE



WHITE ON DARK PHOTOGRAPHY

COLOR APPLICATION



BLUE ON LIGHT BLUE

WHITE ON ALTERNATIVE BLUE

BLUE ON LIGHT PHOTOGRAPHY

ALT. COLOR APPLICATION



DON'T USE BLUE ON DARKER BLUES X



DON'T USE WHITE LOGO ON LIGHTER COLORS X



DON'T USE BLUE LOGO ON ALTERNATIVE BLUE X



DON'T CHANGE COLOR PALETTE X



DON'T USE DROP SHADOWS, EMBOSS, GLOW, ETC. X



DON'T STRETCH OR ALTER X

LOGO MISUSE



PRIMARY PAIRING



SECONDARY PAIRING

LOGO PAIRING

PRIMARY

SECONDARY

Montserrat

Arial

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

TYPOGRAPHY

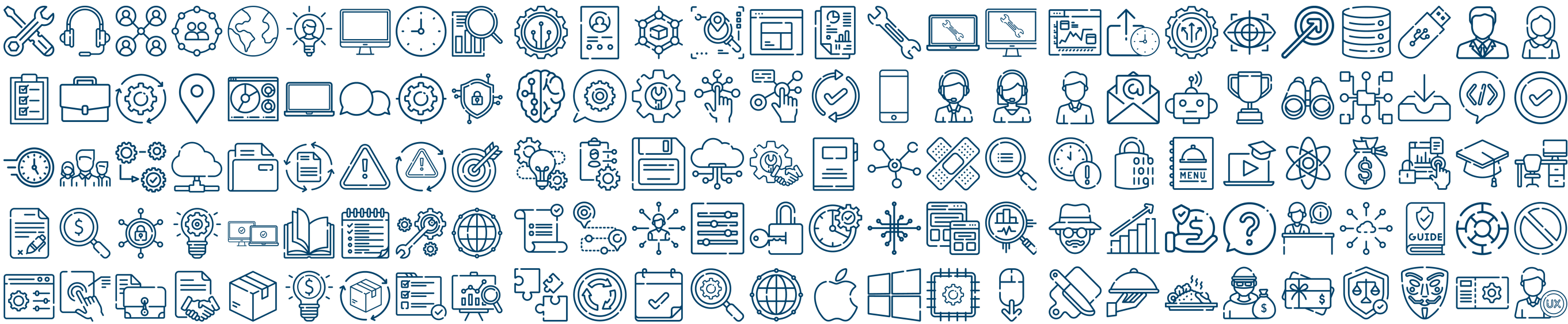
FLYCAST PARTNERS BRAND GUIDELINES



VIRTUAL BACKGROUNDS

[DOWNLOAD VIRTUAL BACKGROUNDS HERE](#)

FULL-COLOR ICON
SET PREVIEW



WHITE ICON
SET PREVIEW



ICONOGRAPHY



THANK YOU

FLYCAST PARTNERS BRAND GUIDELINES