

Logo

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pryseflow

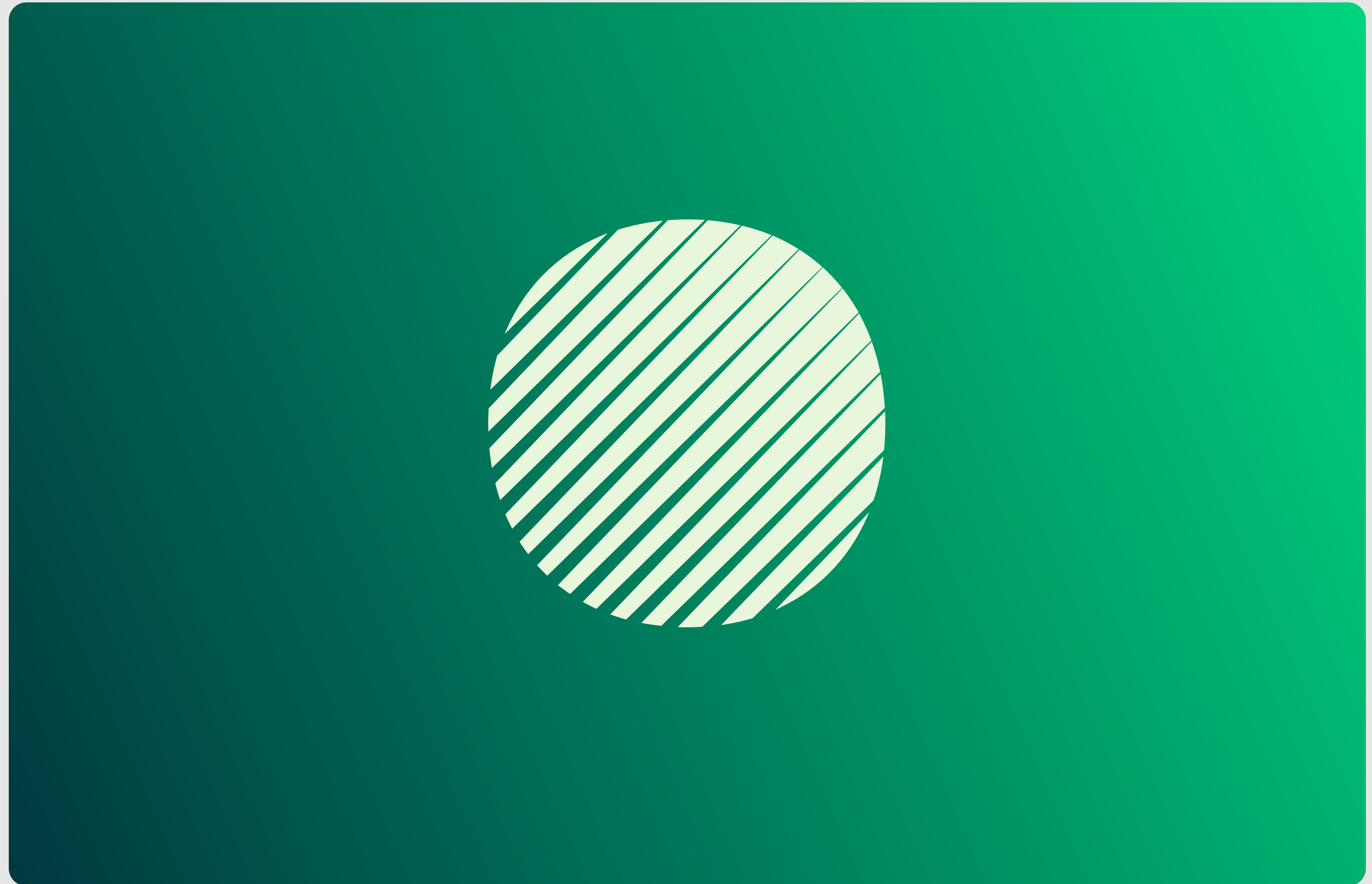
Full Logo Lockup

The full lock-up pairs our word-mark with the signature gradient backdrop. Reserve this treatment for impact moments—hero banners, slide covers, pitch decks—anywhere Pryseflow is making its first impression. The gradient must always flow left-to-right from Midnight Green into Emerald, never reversed or recoloured. Scale with care: 160 px minimum width on screen, 40 mm in print. If the logo sits on a busy photograph or patterned surface, drop it onto a subtle 10 % black overlay so the mark stays crisp, legible, and unmistakably Pryseflow.

The image shows the full logo lockup for Pryseflow. The word "pryseflow" is rendered in a bold, lowercase, sans-serif typeface. The letter "o" is replaced by a circular icon filled with diagonal hatching. The text is centered horizontally and is white, set against a large rectangular background with a horizontal gradient. The gradient starts with a dark, muted green on the left and transitions smoothly to a lighter, vibrant green on the right. The overall composition is clean and modern, emphasizing the brand's identity through color and typography.

Full Logo Mark

Our stand-alone symbol—affectionately called the Flow Dot—captures the very essence of Pryseflow in a single, confident stroke. The rounded square form represents stability and trust, while the diagonal rhythm inside signals motion, exchange, and the constant circulation of value. Use the mark when the full word-mark would feel heavy, or when space is at a premium—app icons, social avatars, and watermark treatments, for example. Whenever it appears solo, it should still be unmistakably Pryseflow: poised, energetic, and globally minded.



Clearspace

Logo Clearspace

The Pryseflow logo breathes best when nothing crowds its rhythm. To protect that clarity, keep a safe zone around the mark equal to the height of the lowercase “p.” No text, icons, or edge of a page should cross into this perimeter.

On screen, this often translates to 5 px at minimum sizes (as illustrated). In larger formats—slide decks, hero banners, signage—scale the buffer proportionally. The goal is simple: give the word-mark enough room to stand tall and stay legible, even in the busiest layouts.



Color

Logo Colour

Our colours are more than decoration—they’re a visual shorthand for what Pryseflow does every day. The deep Midnight Green grounds us in trust and security, while the bright Emerald signalises momentum and growth. When they blend into a 45-degree gradient, they tell the story of money in motion: starting from a place of certainty, travelling smoothly, and arriving in new opportunity. Lighter tints like Nyanza and Papaya Whip give our canvas breathing room, and vibrant accents such as Rose or Periwinkle help users spot alerts, insights, or calls-to-action at a glance.

