



WORKFLOW

— TASK FLOW MANAGEMENT —

Inside this identity

01	The brand	03
02	The logo	04
03	The icon	06
04	Logo rules	08
05	Variations	09
06	Colours	11
07	Typography	12

An identity built the way good software is built: one system, clear rules, and nothing that ships by accident — with the brand at work on every few pages, not parked at the back.

Work, framed. Flow, unbroken.

Workflow is task flow management for organisations that cannot afford dropped balls: one platform where every task is created, assigned, tracked and closed — on web, Android and iOS.

The identity holds that promise in one image: work framed in time, and flow that never breaks between the letters — or between the people.

STAY ORGANIZED. GET THINGS DONE.





Read it the way it works.

WORK is set in deep navy — the effort, the heavy lifting, the part that needs focus. FLOW answers in bright blue — the result, the release, the part everyone sees. Between them the F and L are drawn as one continuous stroke: the flow literally runs through the letters, the way a task should run through a team — handed over, never dropped.

And the O is not an O. It is a preloader — a progress ring caught mid-task, most segments already filled. Progress, made visible in the name itself: the promise of a dashboard, hidden in a letter.



The first click of the day.

The sign-in screen is the brand's front door: the lockup centred, one blue button, everything else out of the way. Thousands of workdays start exactly here — the identity's job is to make that start feel calm.



A workday in one square.

At the centre: the mouse — the instrument of modern work, the click that starts every task. Around it: the time border, a day divided into segments, holding the work in frame without boxing it in — the gaps are the breathing room.

The colour runs from deep navy to bright blue, the same journey every task makes: from to-do to done.

Drawn on a square grid, it scales from a favicon to a facade — the app icon on a phone and the sign above the office are the same drawing.



Flow, pocket-sized.

On the phone the promise travels: same mark, same two blues, same quiet screen — stay organized, get things done. When the identity is this consistent, the app never has to introduce itself twice.

Shipped without bugs.



CLEAR SPACE

Keep the height of the icon's border

segment free on all sides.
MINIMUM SIZE

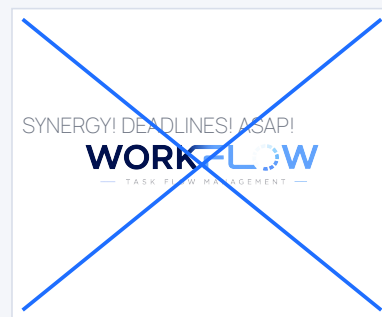
Lockup: 26 mm / 96 px tall. Below that,
wordmark only. Icon alone never below 16
px.



DON'T RECOLOUR



DON'T STRETCH



DON'T CROWD IT

One geometry, two blues, zero exceptions. The mark is never redrawn, never squeezed, never shouted over — only re-inked in the approved palette.



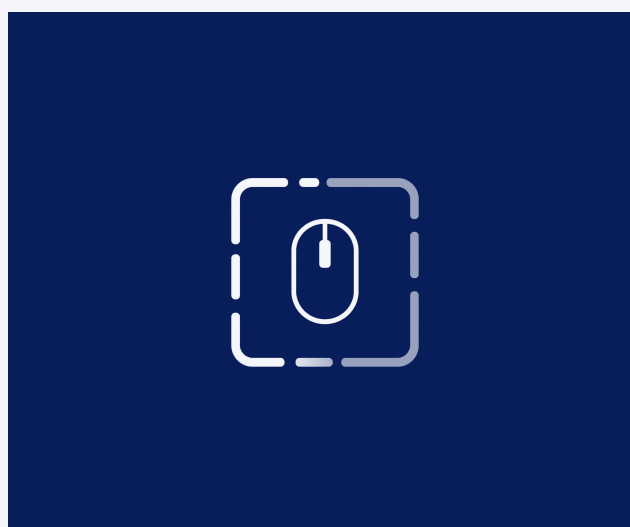
PRIMARY LOCKUP



REVERSED



WORDMARK · NO ICON



ICON · APP & FAVICON

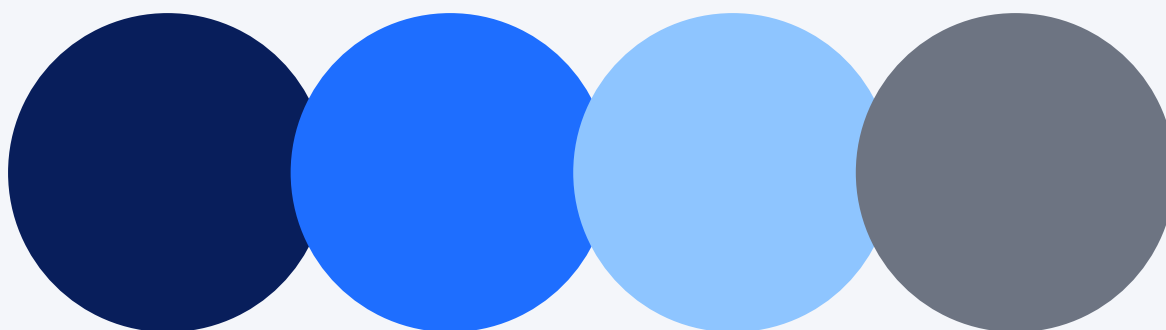
The full lockup leads wherever there is room. Where height is scarce — headers, documents, e-mail footers — the wordmark travels without its icon and loses nothing. And where only a square will fit, the icon works alone: the app tile, the favicon, the avatar. Three sizes of the same sentence.



The handshake, in two blues.

Navy face for the brand, white face for the human — and the lockup centred like an app icon on a launch screen. A card from a software company should feel like its product: organised, legible, nothing extra.

Two blues, one journey.



WORK NAVY

#081E5B

Focus, depth, the heavy lifting.

FLOW BLUE

#1E6EFF

Action, release, the ship
button.

SIGNAL SKY

#8EC5FF

Highlights, links and light
touches.

SLATE

#6D7482

Captions, taglines, quiet UI.

The palette is the gradient in the mark, taken apart: work navy at one end, flow blue at the other, and every task travelling between them. Signal sky lifts what needs attention; slate keeps the interface calm. On paper as in the product: dark where you think, bright where you act.

Geist Bold

& Manrope

The grid and the current.

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

abcdefghijklmnopqrstuvwxyz — Geist

AaBbCc 0123456789 — Manrope Medium, tracked

TASK FLOW MANAGEMENT

Geist is the wordmark's family: modern, geometric, built by and for software people. It holds its shape from a billboard down to an app icon, and its open licence means the brand never hits a paywall.

Manrope carries the reading: UI labels, documents, and the tagline — always set wide-tracked, the way it appears under the mark. House rule: Geist Bold for what must be decided, Manrope for what must be read.

WE ARE HIRING!

Join our team and help us
build smarter solutions
that drive productivity.



IT SUPPORT SPECIALIST

WHAT YOU'LL DO

- Provide technical support to users and ensure smooth IT operations.
- Troubleshoot hardware, software & network issues.
- Maintain systems and improve IT processes.

WHAT WE LOOK FOR

- Strong knowledge of Windows, Linux & MS Office
- Good problem-solving and communication skills
- Passion for technology and helping others



The brand hires like it ships.

A vacancy post built entirely from system parts: the two blues, the rounded panels, the icon as a stamp of origin. Enterprise candidates read structure before they read salary — and this layout says the company runs on it.



WORKFLOW

— TASK FLOW MANAGEMENT —



STAY ORGANIZED. GET THINGS DONE.

BRAND IDENTITY · V1.0 · JULY 2026