THE FLOW BROS BRAND GUIDE

ONE-PAGE BRAND STANDARDS · V1.0

LOGO

Primary stacked logo on light or Pipe Black. Icon mark for avatars, stickers & the van roof. Keep clear space equal to one pipe cap on every side. Don't stretch, recolor the pipes, or drop the splash.

THE FLOW BROS

COLOR PALETTE

Pipe Black #15181B	Flow Teal #12A5A8	Deep Teal #0A6E74	Wrench Orange #FF7A1A
Rust #D9560F	Sea Foam #E6F7F6	Beach Sand #FFF3E3	Steel #8A9BA3

TYPOGRAPHY

HEADLINES · BUNGEE

KEEP IT FLOWING.

SUBHEADS & BUTTONS · BALOO 2

Fair prices. No pipe dreams.

BODY · RUBIK

Two bros who left the big plumbing company to help the families it left behind. Upfront quotes, honest work, clean floors.

THE BROS



JAKE

The Charmer. Surfer, smooth talker, rides every wave, even the one under your sink.



MILLER

The Brain. Dorky genius with a pocket protector and a diagram for every drain.

BRAND VOICE: CHILL, SMART, PUNNY

Surfer-easy meets science-fair smart. Lead with a catchy main hook, follow with a smaller second hook (usually an idiom or a pipe pun). Clean and family-friendly, always.

Keep It Flowing.
Main tagline

Fair prices. No pipe dreams.
Pricing & mission

We've got your back(flow).
Sign-off

Two bros. One flow.
Meet-the-team

When it rains, it pours. We pick up.
24/7 Bro Line

Do: one pun per headline, warm and kind, make the family the hero.

Don't: gross-out gags, scare tactics, fake reviews, or talking down to anyone.

Mission
Quality plumbing every family can afford, explained like a friend would.