BRAND GUIDELINES

Brand Shaped By ORVYN

01. Brand Overview

PERFORMANCE IN MOTION

Flyir is a preformance sportswear brand built for those who move with purpose. We create gear that blends cutting edge desgin with functional performance to help athletes push further, every time.

03. Logo System :

Icon Mark

Submark

Badge

03. Color Palette :

FLYIR CYAN
#70CBD3

Primary brand colour. Used for highlights. accents and energy.

PURE WHITE
#FFFFFF

Used for text, logos and elements on dark backgrounds.

GRAPHITE BLACK
#262626

Main background color. Used for depth, contrast and a premium feel.

04. Typography :

Primary Font :

Sora Semi Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Font :

Nato Sans Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

05. Clear space & minimum size :

Maintain a clear space around the logo equal to the height of the “F”.

Minimum SIze :

25 mm

12 mm

Minimum size ensures legibility across all applications.

06. Incorrect Usage :

Do not stretch the logo

Do not change the colors

Do not rotate the logo

Do not add shadows

Do not use on low contrast backgrounds

Always use the approved logo files. Do not modify, distort or recreate the logo.

07. Applications



Apparel

Chest placement



Headwear

Front embroidery



Shorts

Bottom right placement



Brand campaign

Outdoor billboard

PERFORM . PUSH . PROGRESS .

FLYIR SPORTSWEAR

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