

The logo for Flax co is centered on a black parallelogram. The word "Flax" is in a white serif font, and "co" is in a smaller, teal-colored sans-serif font below it.

Flax
co

Brand Identity

May 2026

Contents

Brand Strategy_____ 3

- Who We Are
- Values
- Brand Promise
- Brand Archetypes
- Voice & Tone

Logo Usage_____ 10

- Logo Story
- Primary Logo
- The Mark & The Plot
- Logo Usage
- Logo Misuse

Color Palette_____ 17

- Color Palette & Usage

Typography_____ 19

- Primary Fonts

Photography_____ 21

- Photographic Style

Texture & Layout_____ 24

- Editorial Composition
- Space & Layering

Social_____ 27

- Social Content Pillars
- Social Design Principles
- Final Application Principle



Who We Are

Mission

We exist to serve young creatives by curating a dynamic and safe community that encourages exploration and growth through collaboration and mentoring.

Vision

Through our dedication to the next generation of young artists, dreams will be nurtured, skills and craft sharpened, great art created, and the unique impact only produced through creative people will be unleashed as a blessing to our community.

Method

- Serve as a Creative Incubator
- Provide a Stable, Safe Community
- Host a Performance Venue, Gallery and Art Playground
- Excel in Dynamic Collaboration
- Maintain a Broad Spectrum Mentoring Program

Values

Through living in relationship with the Creator, Jesus, these values are displayed in our actions, not in flashy signs, mantras or merch. They are lived out behind the scenes, **consistently and without bias**.

- We believe creativity can transform people and communities.
- We value mentorship, wisdom, and lived experience.
- We believe healthy artists create healthy culture.
- We create environments where people feel seen, safe, and encouraged.
- We believe collaboration produces stronger art and stronger humans.
- We champion honesty over image.
- We value process as much as outcome.
- We believe meaningful creativity requires courage.
- We are committed to artistic growth and human flourishing.
- We celebrate exploration, experimentation, and discovery.
- We create opportunities for young creatives to belong.
- We believe great art should positively impact the communities around us.
- We lead relationally, not institutionally.
- We build community before platform.
- We believe every person has something valuable to contribute.
- We are not a church or christian business.

Brand Promise

FlaxCo is dedicated to serving and empowering young creatives in the Franklin, Tennessee area.

We provide the community, resources, space and mentorship necessary to hone their craft, explore their creativity, grow in their artistic endeavors, and develop as healthy, mature humans.

Our on-site Artist in Residence program connects aspiring artists with skilled and experienced professionals across various genres and mediums, offering practical and creative guidance within a safe, dynamic community.

We also invite artists and industry professionals to work with our community of creatives on a more ad-hoc basis as Itinerant Mentors and Guest Artists, which are different roles.

Brand Archetypes

The Artist

I am imaginative, expressive, and **driven to make meaningful things**. I believe creativity is not simply self-expression, but a way to shape culture, inspire people, and bring beauty into the world.

I thrive in environments where experimentation, originality, and collaboration are encouraged. I value authenticity over perfection and process over performance.

People are drawn to me because I create environments where ideas are welcomed, creativity is nurtured, and artistic voices can emerge.

Values

Creativity, expression, originality, imagination, authenticity.

Fears

Creative stagnation, conformity, irrelevance, superficiality.

Motivation

To create meaningful work and help others discover their creative voice.

Goal

To inspire artistic growth, exploration, and cultural impact.

Challenge

Can become overly idealistic or too focused on process without execution.

Brand Archetypes

The Mentor

I believe people flourish when they feel safe, seen, encouraged, and supported. I naturally create environments where others can grow.

I lead through empathy, mentorship, and generosity. I value relationships deeply and believe community is essential to human and creative development.

People trust me because **I genuinely care about their growth and wellbeing.**

Values

Compassion, mentorship, encouragement, belonging, generosity.

Fears

Isolation, neglect, disconnection, people feeling unseen.

Motivation

To help others grow into who they are meant to become.

Goal

To create meaningful spaces of support, safety, and transformation.

Challenge

Can overextend emotionally or prioritize others at the expense of sustainability.

Voice & Tone

Voice

FlaxCo's voice is thoughtful, grounded, artistic, and deeply human.

We communicate with warmth and conviction without sounding overly polished or institutional.

Our communication should feel relational rather than corporate.

We speak like mentors, collaborators, and fellow creatives.

Tone

Encouraging, but not performative.

We champion people honestly without using empty inspiration.

Creative, but not abstract.

We embrace artistry while remaining grounded and accessible.

Honest, but not harsh.

We communicate with clarity, empathy, and humility.

Thoughtful, but not academic.

We value depth without becoming overly intellectual or inaccessible.

Hopeful, but not naive.

We believe creativity can change lives while acknowledging the real challenges artists face.

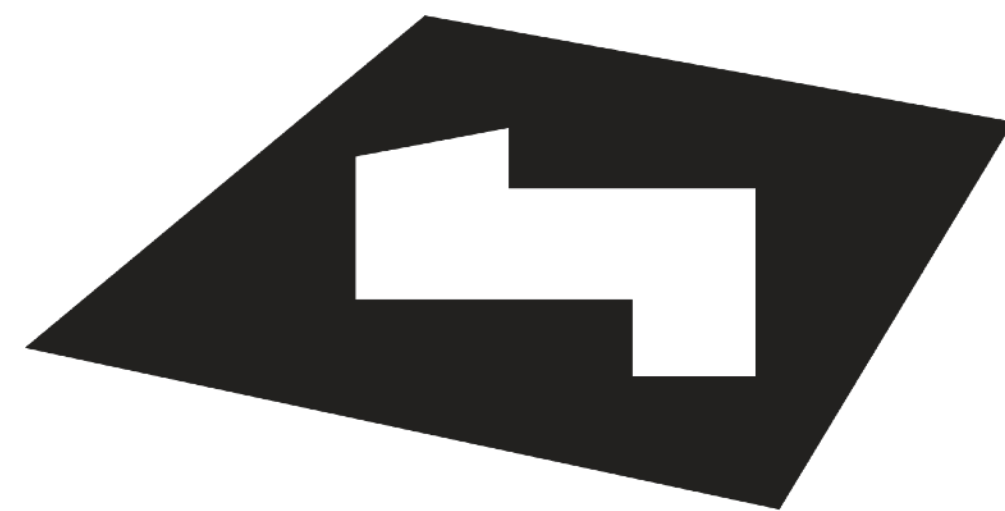


Logo Story

The FlaxCo identity reflects cultivation, growth, process, and creativity.

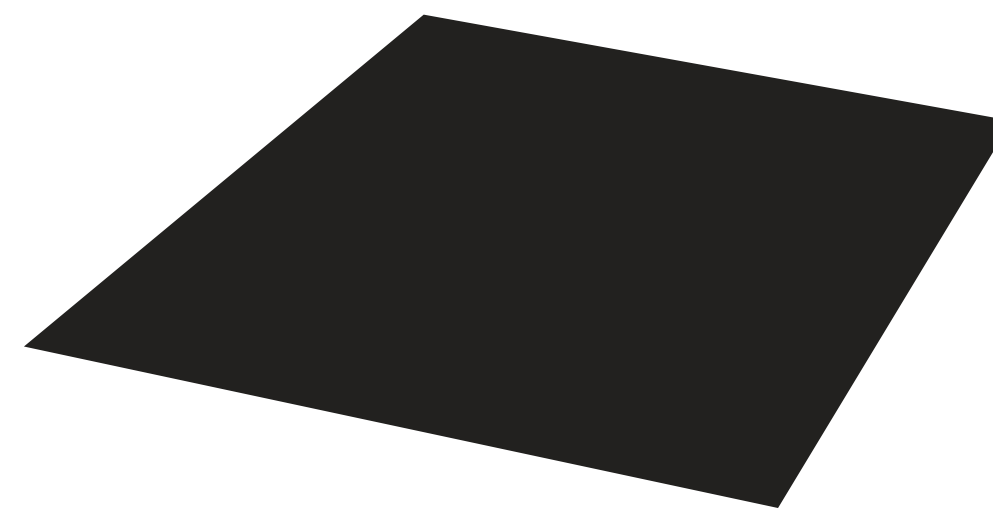
The visual system draws inspiration from artistic texture, natural forms, creative exploration, and the idea of both a plot of earth and a stage, places where living things are nurtured and given room to grow.

The identity system balances structure with **organic imperfection**.



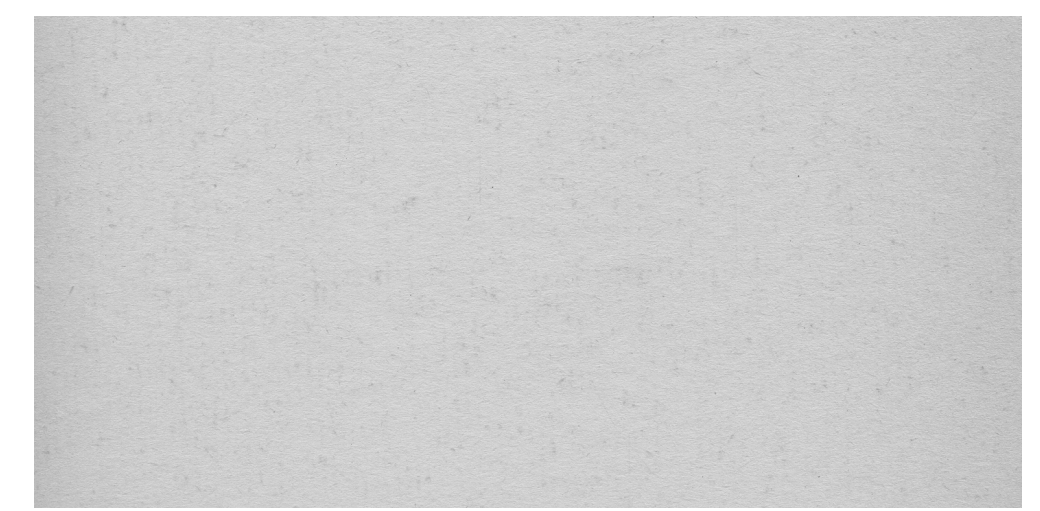
The Mark

Represents cultivation, creativity, process, and artistic community.



The Plot

Represents planting, growth, experimentation, and development.



Texture

Represents humanity, tactility, artistry, and imperfection.

Primary Logo

The primary horizontal logo lockup should be used in all applications.

It is designed for strong recognition, clarity, and versatility across print, digital, and environmental applications.



Dark



Light



Color

Primary Logo

Reverse

The reverse logo variation should be used on dark or heavily textured backgrounds.



Light

Color

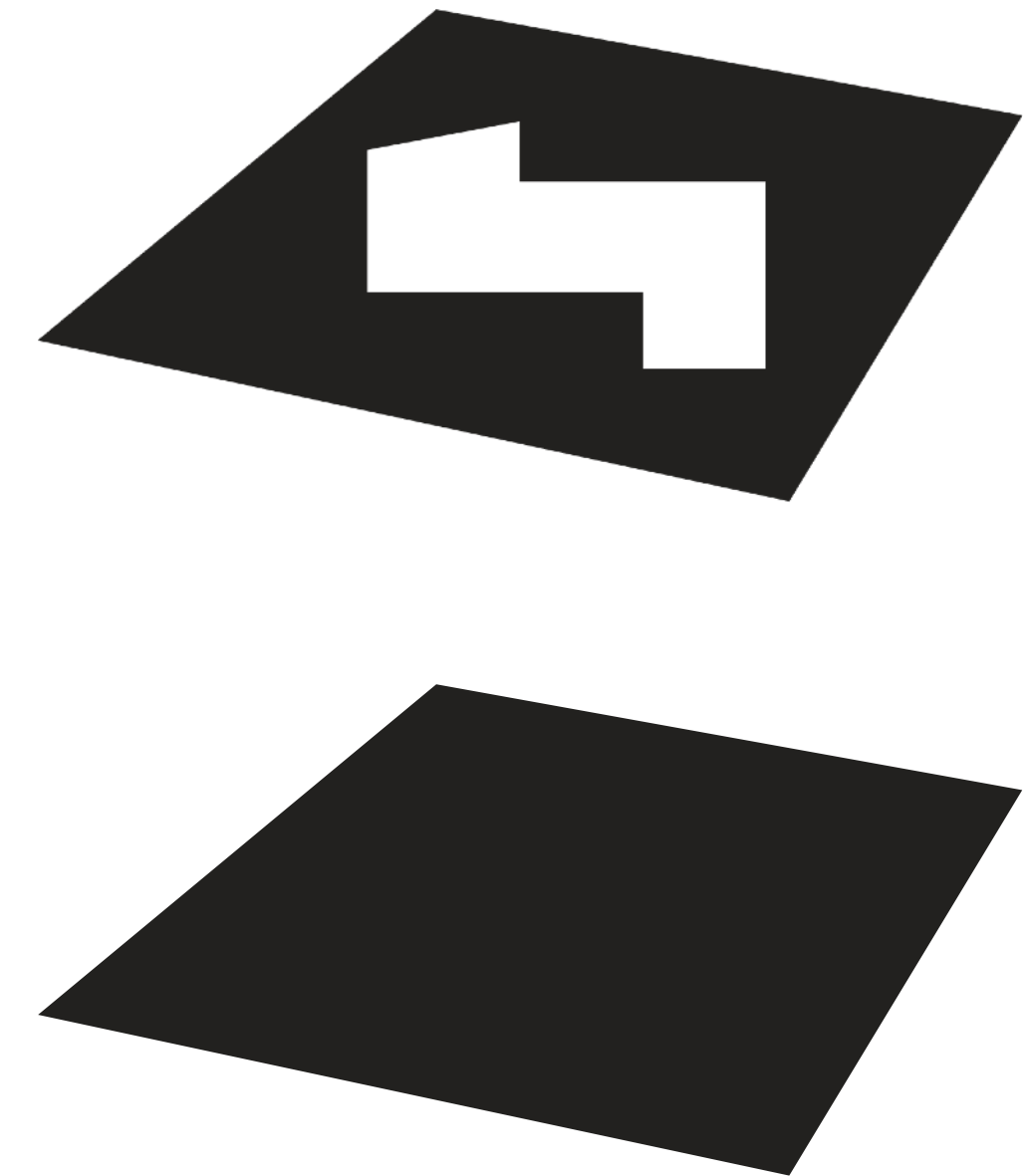
The Mark & The Plot

The FlaxCo Mark and Plot may be used independently in instances where the full logotype is unnecessary.

Recommended uses include:

- Social avatars
- Favicons
- Merchandise
- Environmental graphics
- Supporting brand elements
- Small-scale applications
- Watermark

The Mark may also function as a graphic device throughout layouts and branded materials.



Logo Usage

Clear Space

Always maintain generous spacing around the logo.

Preferred Backgrounds

Use the dark logo on light backgrounds and the light logo on dark backgrounds.

Consistency

Maintain consistent sizing, spacing, and placement.



Logo Misuse

To maintain brand consistency, do not:



Do not stretch or distort the logo



Do not rotate the logo



Do not apply effects or shadows



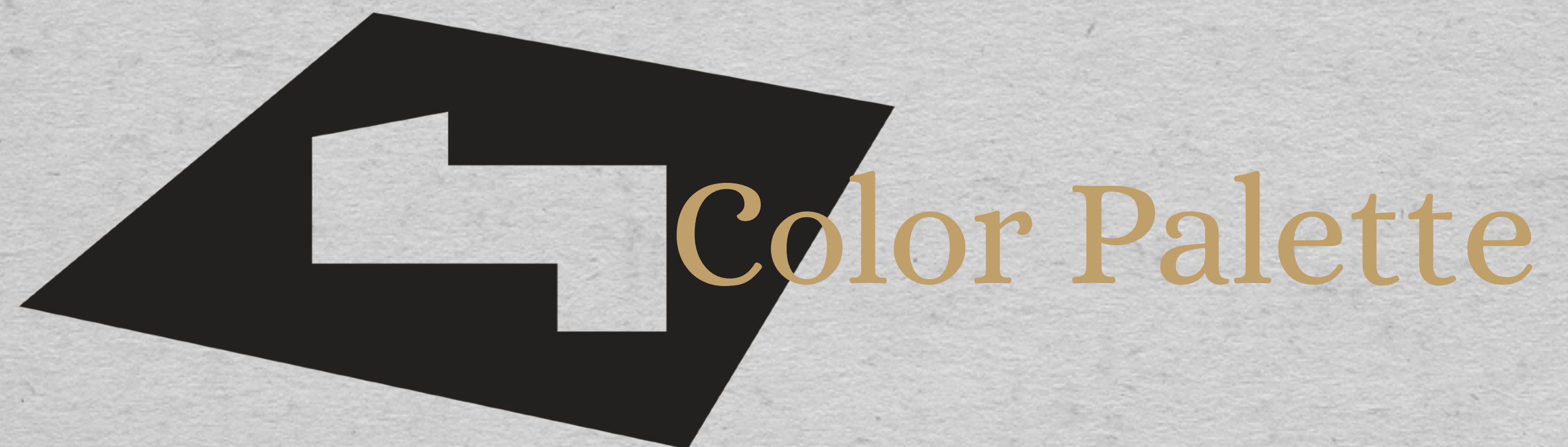
Do not use unapproved colors



Do not outline the logo



Do not place the logo on visually cluttered backgrounds



Color Palette & Usage



Black
RGB: 34 33 30
CMYK: 70 65 67 74
HEX: 22211E



Slate
RGB: 108 103 94
CMYK: 55 50 58 52
HEX: 6C675E



Egg Blue - dark
RGB: 129 157 153
CMYK: 56 26 40 1
HEX: 819D99



Egg Blue - light
RGB: 152 181 177
CMYK: 45 16 30 0
HEX: 98B5B1



Yellow
RGB: 186 161 113
CMYK: 26 34 67 1
HEX: BAA171



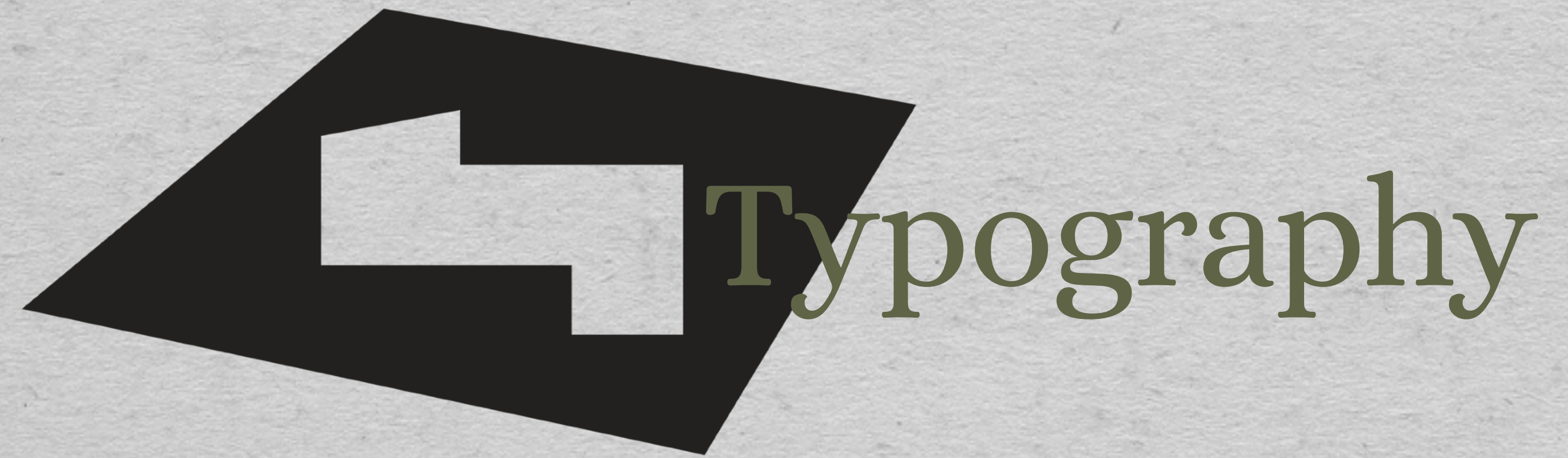
Olive
RGB: 96 100 74
CMYK: 59 44 75 28
HEX: 60644A

Primary Colors

The primary palette should dominate most layouts to create strong brand recognition and consistency.

Accent Colors

Accent colors should be used intentionally and sparingly to add warmth, emphasis, and visual contrast.



Primary Fonts

Alice

Alice is the primary display typeface.

It communicates artistry, warmth, humanity, and editorial sophistication.

Use Alice for:

- Headlines
- Pull quotes
- Campaign titles
- Hero messaging
- Key brand moments

**Alternative font Times New Roman

Avenir

Avenir is the supporting sans serif typeface.

It provides clarity, readability, and modern simplicity while balancing the expressive nature of Alice.

Use Avenir for:

- Body copy (Light)
- Sub-headers (**Bold**)
- Captions
- Supporting information
- Digital interfaces

**Alternative font Helvetica



Photography Style

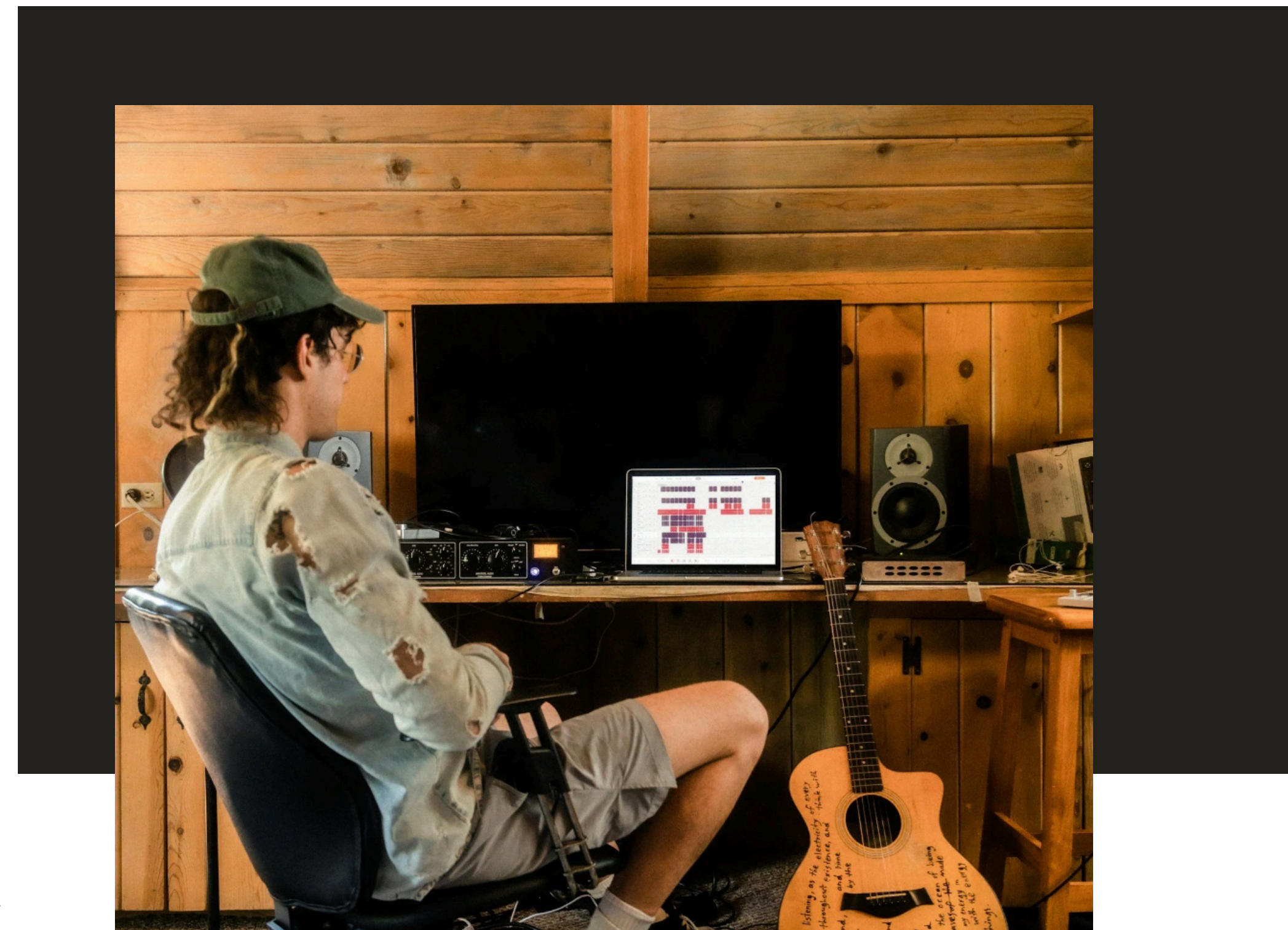
Photography should feel authentic, artistic, textured, and emotionally honest.

The visual tone should emphasize:

- Human connection
- Creative process
- Collaboration
- Exploration
- Mentorship
- Artistic environments
- Documentary realism

Photography should feel lived-in rather than staged.

Natural lighting, texture, movement, and **emotion should be prioritized over polished perfection.**



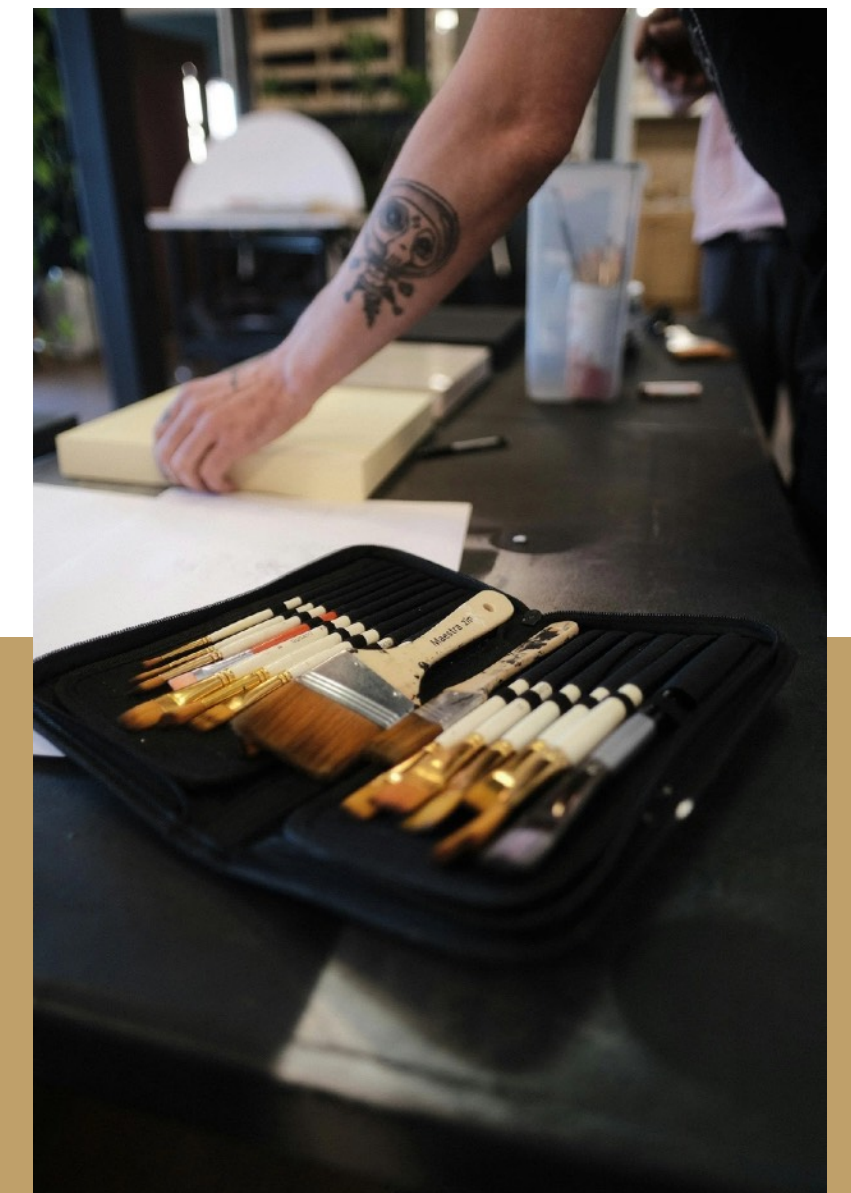
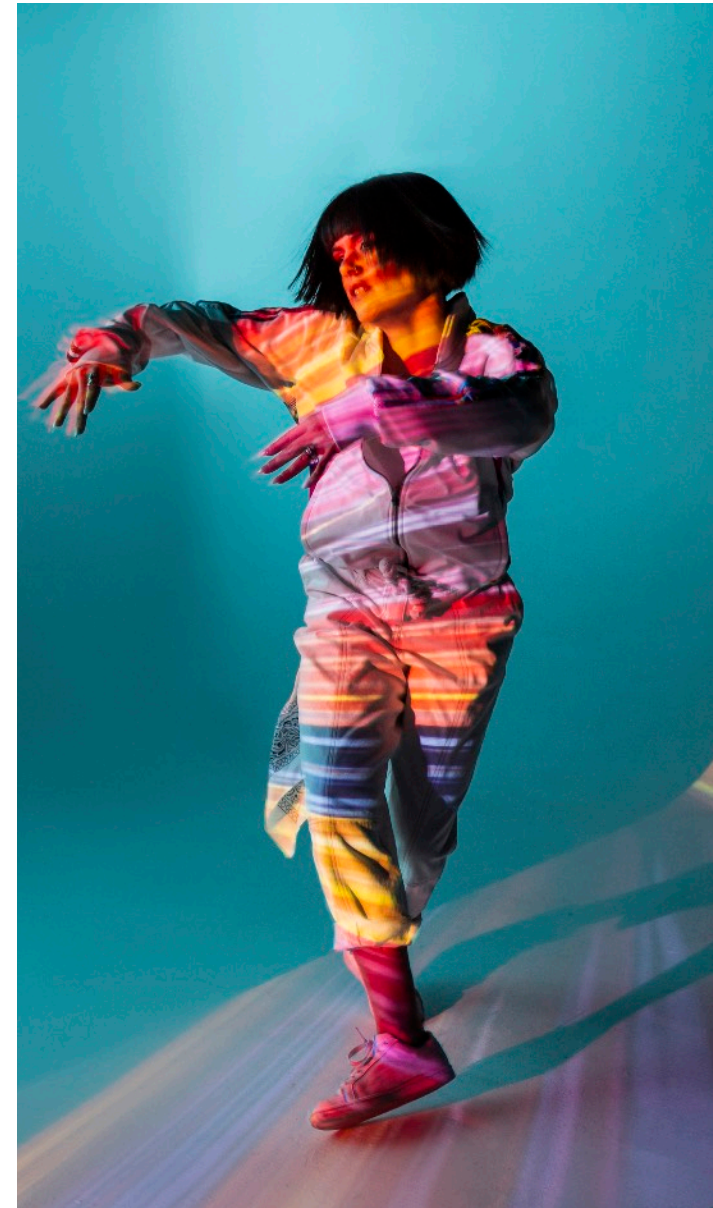
Photography Style

Preferred Subjects

- Artists creating
- Collaborative environments
- Rehearsals and workshops
- Performances
- Mentorship moments
- Creative tools and spaces
- Honest emotion and interaction

Avoid

- Sterile corporate imagery
- Overly posed photography
- Artificial lighting treatments
- Generic stock photography
- Excessive retouching





Editorial Composition

The FlaxCo layout system draws inspiration from:

- Art books
- Independent magazines
- Gallery catalogs
- Music posters
- Artist journals
- Creative zines

Layouts should feel **expressive while maintaining clarity.**

Space & Layering

Whitespace is essential.

Layouts should allow room for imagery, typography, and texture to breathe.

Avoid overly compressed or crowded compositions.

Layering Techniques

- Image overlap
- Texture overlays
- Cropped photography
- Broken grid systems
- Scale contrast
- Large typography
- Transparent layering



Flax
co



Social Content Pillars

Artist Stories

Highlight emerging creatives, their work, process, and personal growth.

Creative Process

Show experimentation, rehearsal, making, collaboration, and behind-the-scenes moments.

Mentorship

Capture relationships between mentors and artists.

Community

Show people gathering, collaborating, performing, and creating together.

Reflection

Use thoughtful quotes, journal-style writing, and emotionally grounded storytelling.

Social Design Principles

Editorial Layouts

Use layered typography, strong photography, and spacious composition.

Texture

Incorporate grain, paper texture, and subtle imperfections.

Simplicity

Keep layouts focused and emotionally clear.

Authenticity

Real moments should always outweigh highly curated presentation.

Social Typography

Typography for social should remain consistent with the broader identity system.

Recommended Treatments:

- Large serif headlines
- Clean supporting sans-serif copy
- Spacious layouts
- Layered text over photography
- Minimal but expressive hierarchy

Social Photography

Social photography should prioritize:

- Human connection
- Creative spaces
- Process over perfection
- Collaboration
- Movement
- Avoid overly polished influencer-style photography.

Social Motion

Motion graphics should feel cinematic, artistic, and restrained.

Recommended Motion Content:

- Event recaps
- Artist process clips
- Performance highlights
- Interview moments
- Documentary-style storytelling
- Slow typography animation

Final Application Principle

Every FlaxCo application, digital, printed, environmental, or experiential...should reinforce the belief that creativity flourishes inside healthy, supportive, human-centered communities.

The visual system should never feel overly corporate or manufactured.

It should feel alive.

Textured.

Creative.

Honest.

Human.

