Introduction

Flex is an incredibly versatile Shopify Theme designed and developed by Out of the Sandbox and sold exclusively on outofthesandbox.com. Serving the needs of merchants, freelancers and agencies alike, Flex provides a way to fast-track and configure shops in an unprecedented number of ways that all stem from a single theme. Multiple layout and section options, more granular control of settings, easy addition of custom CSS and demo shop import capability all work together to make Flex an incredibly powerful, go-to starting point for every kind of shop.
Logo / Wordmark
Primary logo

This is the primary logo and should be used in all applications when placement and colour contrasting permits. It uses a custom typeface and should not be reproduced with a font substitution.
Primary logo alternatives

These are the alternative colours for the primary logo. These should only be used when the logo requires additional contrast between other page elements and itself.
So that nothing interferes with the visibility of the logo, the protection zone must be respected. Use the height of the F’s cross stroke as the minimum protection zone. No typography or detailed illustration should overlap this zone.
Misuse

It's important to use the logo in the most uniform way to ensure coherence and brand recognition. The logo should be used as is without any modification so it does not lose its integrity, readability, or visual impact.
Colour Palette
To ensure the recognition of Flex's visual identity and to give it a distinctive style, the use and reproduction of the established colours must be respected. The hexadecimal system is preferred for electronic and online uses. CMYK is used for offset prints.
Secondary colour palette

#F9BE8A
C: 0  M: 32  Y: 53  K: 0

#FFD100
C: 61  M: 18  Y: 100  K: 0

#F75E78
C: 0  M: 84  Y: 34  K: 0
Typography / Fonts
Flex uses two different Google fonts in its branding. The use of official typography must be followed to ensure recognition of Flex's visual identity and give it a distinctive style.

These fonts have been chosen for their friendly and playful personality.
Illustrations / Backgrounds
Shapes

A variety of shapes and patterns are used to add interest, personality and movement.

All outlined shapes must use the same stroke or line weight.

Sprinkle-patterned shapes must always be accompanied by at least one outlined shape.
Backgrounds

The preferred background is a -45 degree-angled gradient using the primary colours. The colours are equally spaced-out on the gradient slider, in the following order: purple, blue, and green.

Solid purple or white may be used as a secondary backgrounds.
Animations
The use of 2D animation is occasionally employed to reflect the brand personality and convey the overall brand tone. Flex is friendly, fun and versatile, so animation often includes stretch + bends, winking, and icon blinking/scaling to communicate a celebratory mood. Common use cases include email campaigns, social and advertising/promotions.
Resources

calldate
calldate

outofthesandbox.com
outofthesandbox.com/products/flex-theme

Flex support documents