FLYOVER FINANCE

Brand Guide 2026

© 2026, The Flyover. All rights reserved.

Colors

Primary



HEX: #1f292e
RGB: 31, 41, 46
Fly Dark



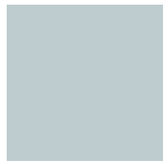
HEX: #39bb7a
RGB: 31, 41, 46
Fly Green



HEX: #eb6565
RGB: 235, 101, 101
Fly Red



HEX: #9fafb5
RGB: 159, 175, 181
Fly Wet Stone



HEX: #becbcf
RGB: 190, 203, 207
Fly Stone

Secondary

HEX: #e8e8ee
RGB: 232, 232, 238
Fly Warm Dust



HEX: #31a169
RGB: 49, 161, 105
Fly Green Shade



HEX: #d15454
RGB: 0, 60, 82
Fly Red Shade

HEX: #ebf7f1
RGB: 235, 247, 241
Fly Mint

HEX: #fdf7e8
RGB: 253, 247, 232
Fly Highlighter

HEX: #14384f
RGB: 220, 227, 229
Fly Moon Dust



HEX: #40d48a
RGB: 64, 212, 138
Fly Green Bright

HEX: #f2e9e9
RGB: 242, 233, 233
Fly Quartz

HEX: #c6d6ce
RGB: 198, 214, 206
Fly Mint Shade

The primary colors are used in the logo identity and/or the primary finance visuals. As expected, shades of green are for positive/increases while red is used for negative/decreases.

The ***order*** of graphical elements follows the primary color palette from left to right, so a bar chart will begin with Fly Dark, then Fly Green, Fly Red, Fly Wet Stone, and Fly Stone. If more elements are needed, use judgment to branch out from any of the primary colors, but group similar colors together.

The secondary colors are used for all the trim elements including backgrounds, borders, and accents. Green Bright is necessary on dark backgrounds. Red Shade and Green Shade are necessary for text white backgrounds and clickable elements near text.

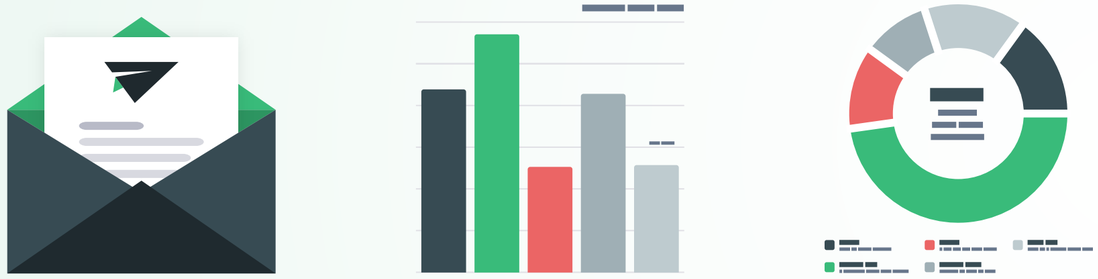
© 2026, The Flyover. All rights reserved.

Style

Illustrations

The Flyover Finance brand is an extension of the national brand with an emphasis on financial data visualized.

Illustrations are generally flat and their colors focus on the primary palette.



Elements & Trim

Flyover Finance is anchored by The Flyover National brand shape and styling, except green shades take the primary seat and the national brand red becomes the primary accent.

Clarity of the financial data is critical to the brand and the provided SVG illustrations should seed any visualizations generated by AI.

© 2026, The Flyover. All rights reserved.

Typography

Poppins Family

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

Use on non-website headlines, sub headlines, and Instagram post images. Lean towards using **Poppins Bold**.

https://fonts.google.com/specimen/Poppins

Inter Family

abcdefghijklmnopqrstuvwxyz1234567890

Use for all other text, including paragraphs, labels, etc.

https://rsms.me/inter/

Assets

The brand package includes this guide, original vector logo artwork, raster logo artwork, and icons. Download the brand package at:

https://joinflyoverfinance.com/brand/

© 2026, The Flyover. All rights reserved.