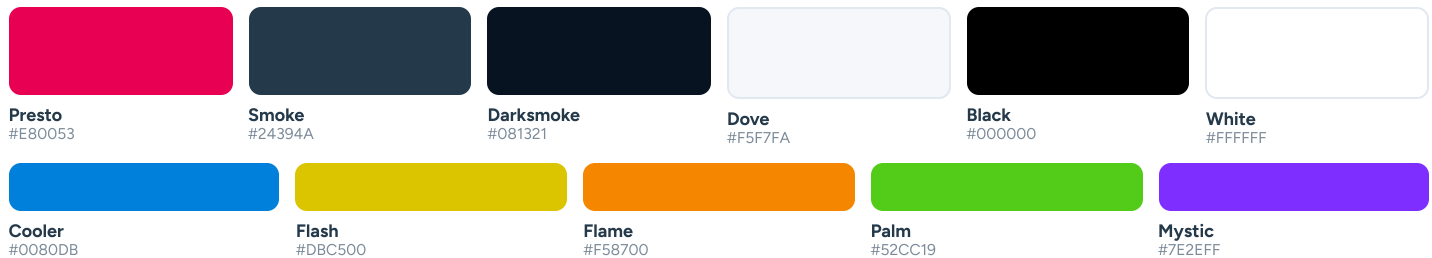


Flourish Design System.

Like a well-executed magic trick, the Flourish Design System lets audiences focus on effortless presentation, not complex inner workings. The traditional serif flair of Trickifi's wordmark represents a nod to the golden era of magic; curly mustaches, tall top hats, long coattails, and the eloquent pizzazz of magic's sophisticated roots. Colors mimic classic magician stereotypes of black tuxedos, white rabbits, red roses, black and red card suits, and white gloves, but with interwoven opacity layers and a modern, vibrant punch. Friendly voice and tone is tailored for an 8th grade reading level, and every flow is thoughtfully packaged with consistent patterns, intuitive wayfinder, and the simplest possible user experience.

CORE PALETTE



TYPEFACE

Figtree

Variable, Light 300 through Black 900, by Erik Kennedy. Free for commercial use under the SIL Open Font License.
Download from Google Fonts: fonts.google.com/specimen/Figtree

LOGO FRAMING

Full Logo Mark

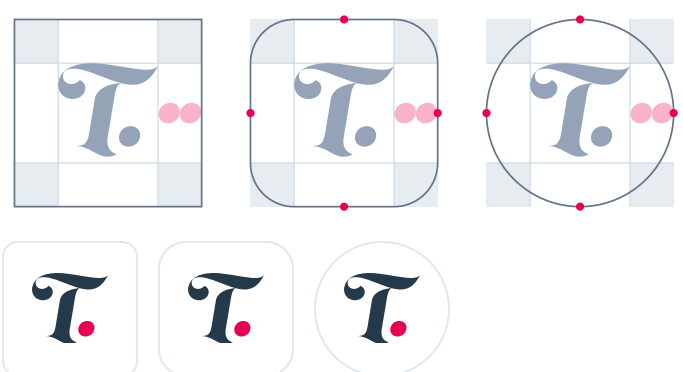
Frame the left and bottom edges of the T, the top edge of the i's, and the right edge of the period. Lowercase c's define the white space padding for the outer frame and the corner radius.



Minimum width 68px digital, 17mm print; 92px and 25mm recommended.

Square / Squire / Circle Icon

Frame the top of the T in a square. Two adjacent periods define white space padding for the outer frame for square applications. The corner squares define the corner radius and circle framing boundaries.



Mark minimum 20px; below 32px use the purpose-drawn favicon.