



Brand Guidelines

Version 1.0 · October 2026



INTRODUCTION

Every domain. One happy inbox.

FlareMail is the desktop email client for Cloudflare Email Routing. It turns the domains you already own into a real, fast, native inbox, with no forwarding gymnastics and no extra mail host.

Warm

Email is stressful. FlareMail isn't. The grin in the mark sets the tone: friendly, human, never corporate.

Quick

A flare is fast and bright. Interfaces stay tight, copy stays short, motion stays snappy.

A little clever

Built for people who set up their own domains. We respect their smarts, and the smile is a wink to them.

The Ember



One shape, three ideas.

The flare

The silhouette is a single flame with a curling inner tongue. It's the "Flare" in FlareMail: energy, speed, a signal sent.

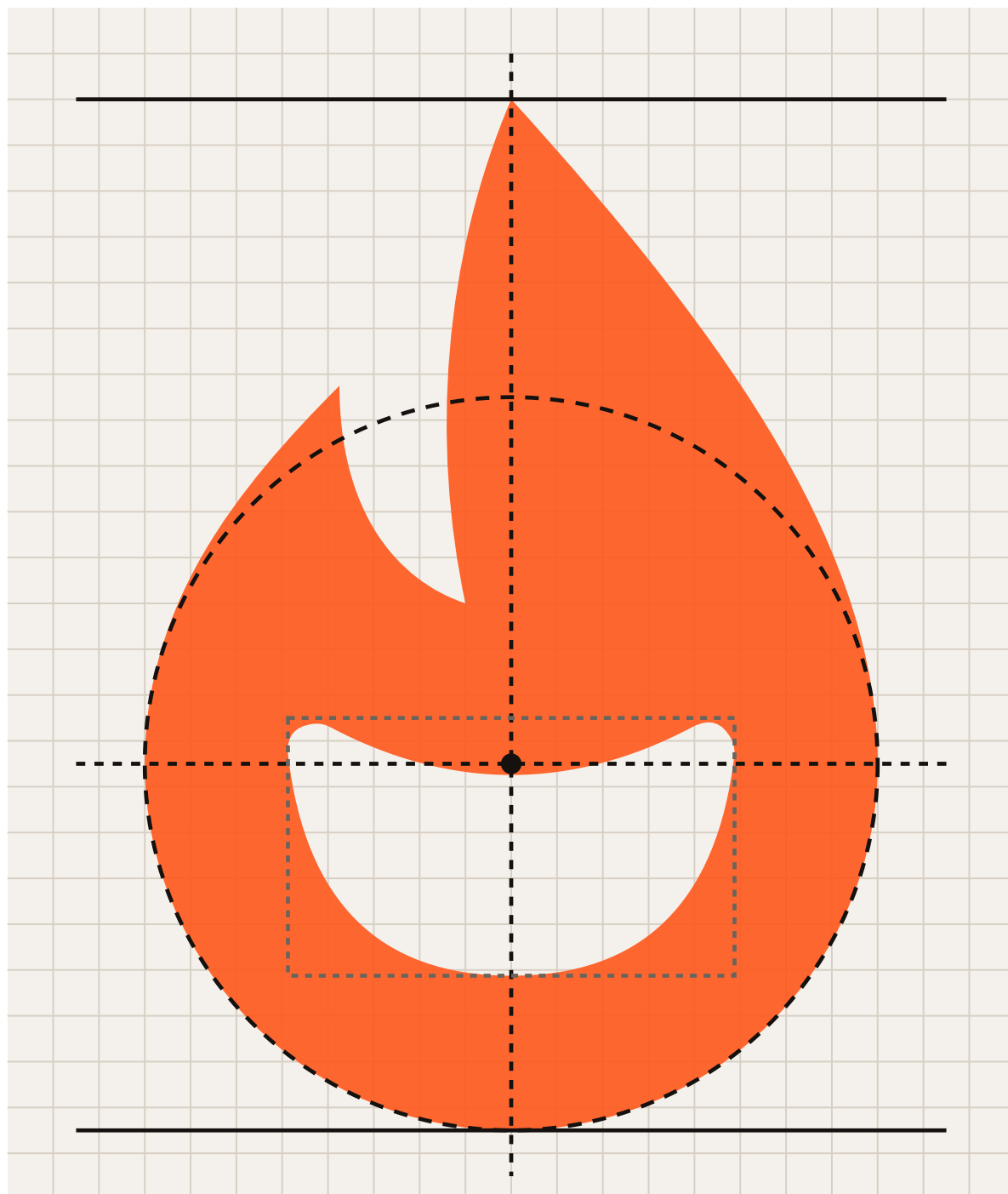
The envelope

The knockout began life as an envelope flap. It keeps a soft V across its top edge, so the mail idea stays in the drawing.

The grin

Read it again and it's a smile. This happy accident is the brand's personality. Never add eyes or features to the primary mark. The face should be found, not shown.

Construction



Built on a 64 × 90 unit frame. Use the master SVGs.
Never redraw the mark.

- **Base circle:** radius 32u, centered at 32u across and 58u down from the tip. It defines the belly of the flame.
- **Axis:** the outer tip sits exactly on the vertical center line.
- **Grin:** 39 × 22.5u knockout. Its top curve dips 9u (the envelope fold), and all corners have a 2.5u radius.
- **Mass:** the grin's center sits on the base circle's horizontal axis, so it reads as a face at every size.
- **Proportion:** width : height = 1 : 1.406.

Logo suite



Primary: Horizontal. Default for web, product and docs.



Stacked. Square and centered layouts.



Wordmark. Only where the mark already appears nearby.



Mark. App icon, favicon, avatars, small spaces.

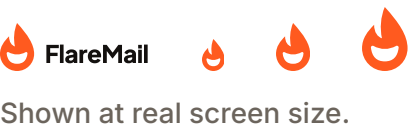
Clear space & minimum size



Keep clear space equal to **X = ¼ of the mark's height** on all sides. No text, edges or other logos inside it.

Minimum sizes

ASSET	SCREEN	PRINT
Horizontal	96 px wide	25 mm
Stacked	56 px wide	15 mm
Wordmark	72 px wide	20 mm
Mark	16 px tall	5 mm



Color on backgrounds



Full color on Paper. Preferred.



Full color on White



Full color on Ink



White on Flare Orange



Ink on Glow (one-color)



White on photography. Only over dark, calm areas.

Misuse



Don't stretch or squash.



Don't rotate.



Don't recolor the mark.



Don't add shadows or effects.



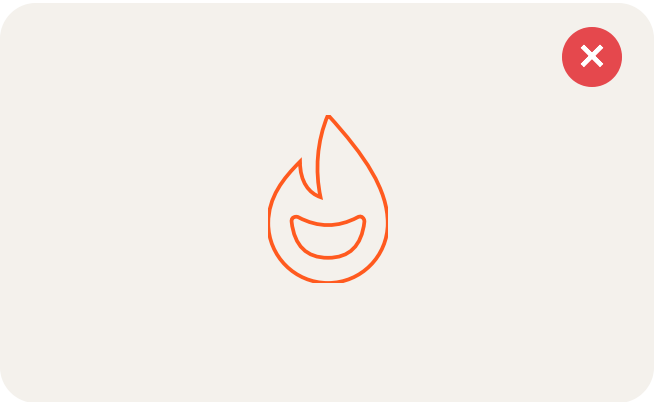
Don't use low-contrast backgrounds.



Don't rearrange or retype.



Don't add eyes or features.



Don't outline the mark.

Color palette

Flare Orange

#FF5A1F

RGB 255 90 31

CMYK 0 65 88 0

The brand. The mark, primary buttons, key highlights.

Ink

#14110F

RGB 20 17 15

CMYK 0 15 25 92

Text and dark surfaces.

Paper

#F4F1EC

RGB 244 241 236

CMYK 0 1 3 4

Warm default background.

Ember

#C2410C

RGB 194 65 12

CMYK 0 66 94 24

Orange text and links on light backgrounds.

Glow

#FFE4D6

RGB 255 228 214

CMYK 0 11 16 0

Tints, selection, badges.

Stone

#E7E1D8

RGB 231 225 216

CMYK 0 3 6 9

Borders and dividers.

Ash

#6B645C

RGB 107 100 92

CMYK 0 7 14 58

Secondary text.

Balance roughly 60 Paper / 25 Ink / 10 Flare / 5 accents. Orange is the spark, not the room. CMYK values are conversion starting points. Proof before print (nearest spot color candidate: PANTONE 1655 C).

Accessible pairings

Flare Orange is a brand color, not a text color. Use Ember when orange text is needed on light backgrounds.

SAMPLE	FOREGROUND	BACKGROUND	CONTRAST	WCAG	USE
Aa Inbox	Ink	Paper	16.7:1	AAA	Body text
Aa Inbox	Ash	Paper	5.2:1	AA	Secondary text
Aa Inbox	Ember	White	5.2:1	AA	Orange text and links
Aa Inbox	Ink	Flare Orange	6.0:1	AA	Text on orange buttons ✓
Aa Inbox	White	Flare Orange	3.1:1	AA Large	Large or bold text (≥ 24px / 19px bold) only
Aa Inbox	Flare Orange	Paper	2.8:1	Fail	Never for text. Graphics and the mark only

Typography

DISPLAY · PLUS JAKARTA SANS

Aa

Headlines, the wordmark and marketing. ExtraBold 800 and Bold 700, tracked -2%. Geometric and friendly, with a round, open feel that echoes the grin.

Inbox zero, finally.
Add a domain in 30 seconds

H1 48/52 **H2** 34/40 **H3** 24/30 Body 15-17/1.5 Caption 13/18

INTERFACE · INTER

Aa

UI, body copy, settings and long reading. Regular 400, Medium 500, SemiBold 600. Use system monospace for addresses, headers and code.

Invoice for September
Hi Travis, attached is the invoice for the work we discussed...
billing@yourdomain.com

Both fonts are free (SIL Open Font License) and included in /06_Fonts.

App icon



Primary. Flare gradient, white mark.



Dark alternate.

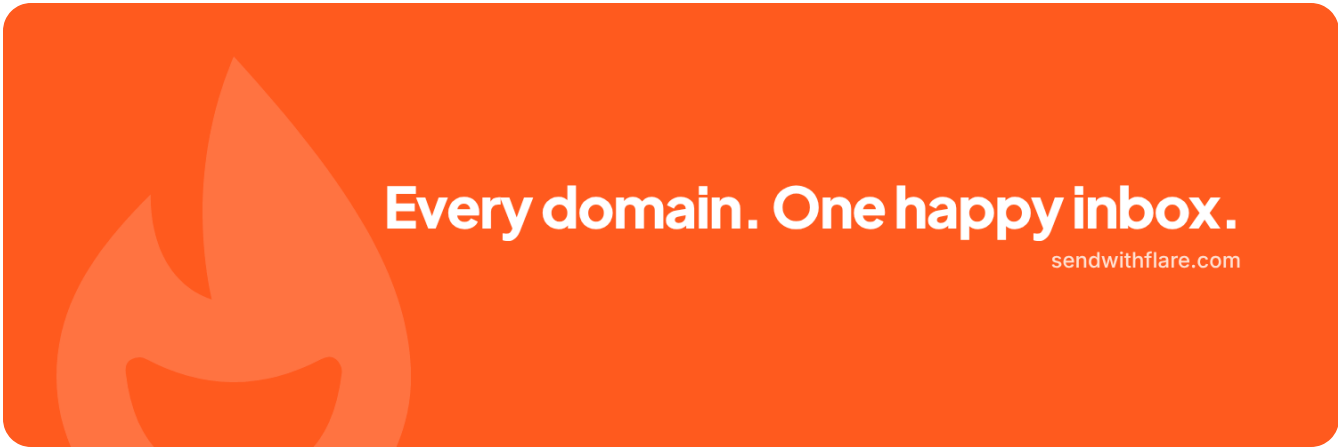


Follows the macOS grid: a 1024 canvas with an 824 rounded-square body and the mark at 56% of body height. Windows, Linux, iOS and Android use the full-bleed versions. A drop-in `src-tauri/icons` folder is included for the desktop build.

Applications



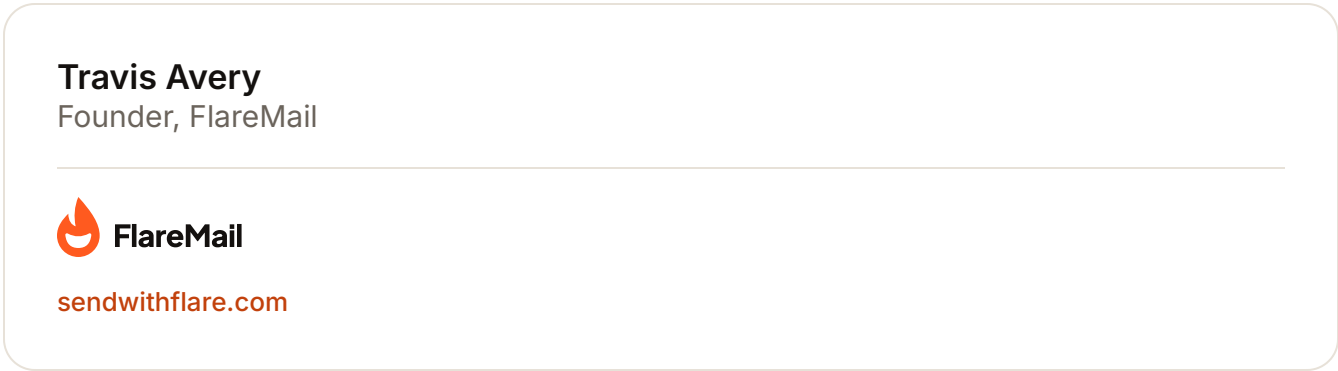
Link preview (Open Graph, 1200×630)



X / social header



Avatars. Circle or rounded-square safe.



Email signature



Buttons. Ink text on orange (6:1).

Voice

We sound like a sharp friend who happens to know DNS: short sentences, plain words, a light touch of humor. Never cute at the expense of clear.

WE SAY

"Your domain is live. Say hi to your new inbox."

"Inbox zero. Go outside."

"That alias is taken. Try sales@ or hello@."

WE DON'T SAY

"Domain provisioning completed successfully."

"You have 0 unread messages in the selected folder."

"Error 409: resource conflict."

Naming: always **FlareMail** (one word, capital F and M). Describe the product as "for Cloudflare Email Routing". Never use Cloudflare's logo or imply endorsement.

What's in the kit

00_Brand_Guidelines

This document, as PDF and HTML.

02_App_Icon

macOS .icns, Windows .ico, PNG 16–1024, store 1024, and a drop-in src-tauri/icons folder.

04_Social

Open Graph images (light and dark), avatars, X and LinkedIn headers, email-signature logo.

06_Fonts

Plus Jakarta Sans and Inter (woff2) with OFL licenses.

01_Logo

Horizontal, stacked, wordmark and mark: SVG, PDF, EPS and PNG, in color, color-on-dark, ink and white.

03_Favicon

favicon.ico/.svg, apple-touch, Android/PWA, maskable icon, site.webmanifest and an HTML snippet.

05_Design_Tokens

CSS variables, tokens.json and a Tailwind theme extension.

Which file do I use?

Web or app UI: SVG. Docs, slides, email: PNG. Print or vendors: PDF or EPS.



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