

2026 Fluent brand guidelines

Moving upmarket to meet an
enterprise audience

FLUENT

Color Palette and Methodology

-  Fill/flood
-  Accent
-  Text
-  Buttons and links

Primary Palette—Build connection

Expressive

Functional core



Fluent Blue
#2A2EAC
  

Midnight
#0B0B3D
 T 

White
#FFFFFF
 T  

Fog
#F0F2FA
 T 

Secondary Palette—Drive action



Berry
#EE2678
  

Salmon
#FF7B69
 

Beeswax
#EDCE4F
 

Pine
#007F67
 

Sea Glass
#00B491
 

Glacier
#9DE0E7
 

Lilac
#CEB2F0
 



Seal
#4A4A4A
T 

Shark
#7C7C7C
T 

Dolphin
#B2B2B2
T 

Beluga
#EBEBEB
T 

The Fluent logo

Color application

Midnight and white application are part of our functional core. Brand Blue and Fog are appropriate for more expressive applications.

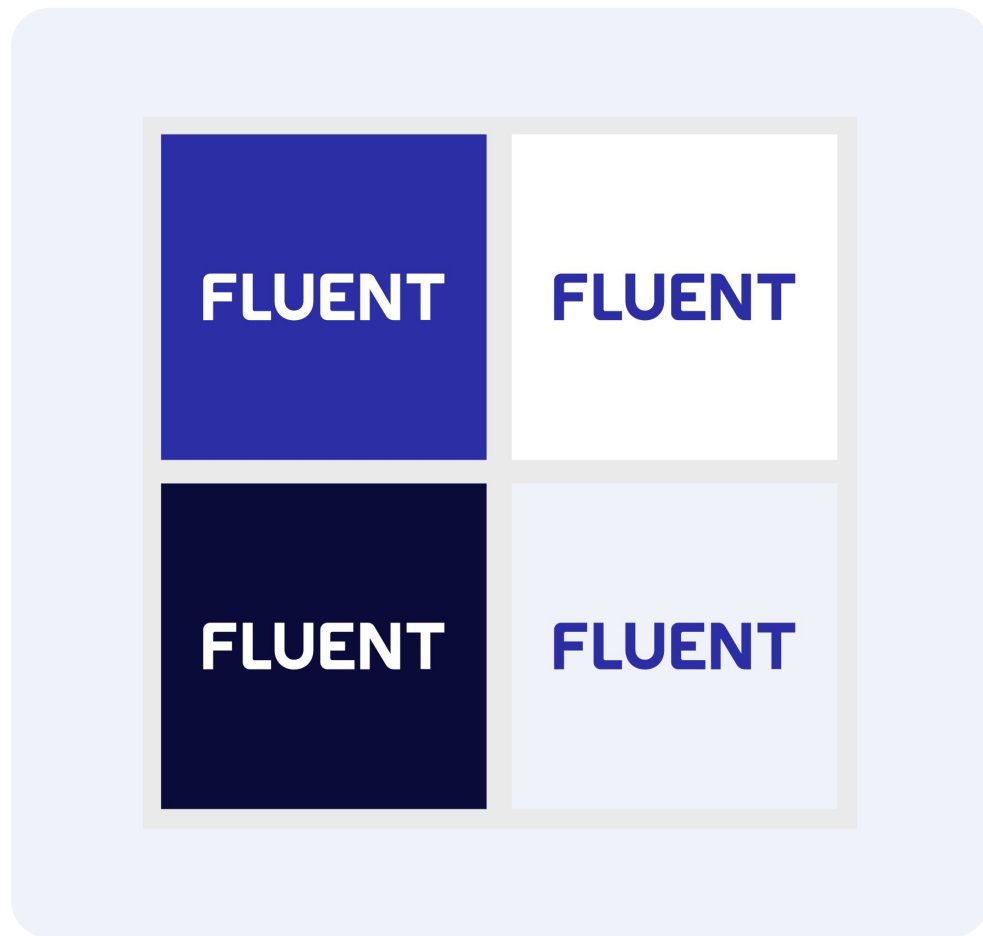
To flag or not to flag

When placed on approved flood colors or gradients, the Fluent logo can be set in an appropriate Brand Blue, Fog, white, or black color. When placed on photographs, patterns, or other “busy” backgrounds, the flag should be used.

Anchored to top



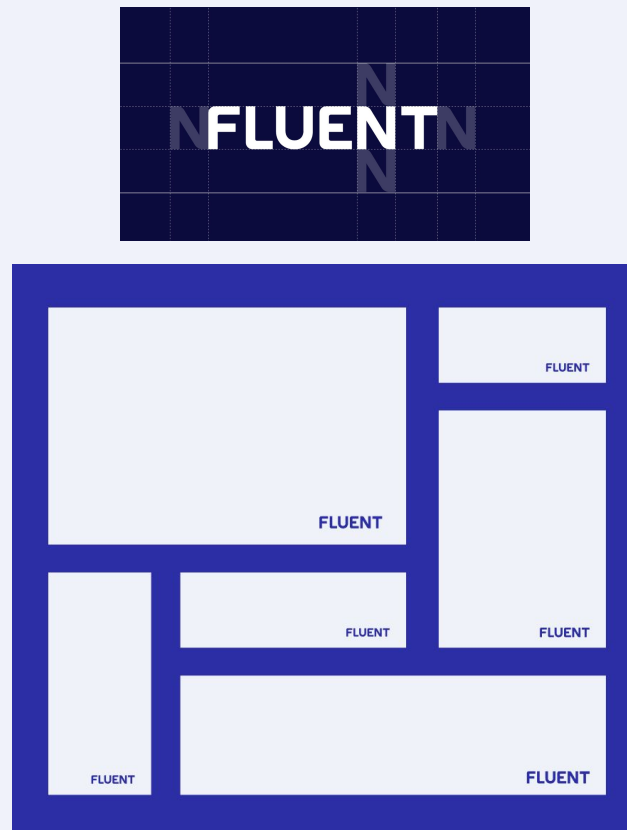
Anchored to bottom



The Fluent logo

Placement

The Fluent logo looks best and avoids competing with copy/content when placed in the lower right-hand corner. Position here whenever possible. Website logo placement may differ to adhere to digital best practices.

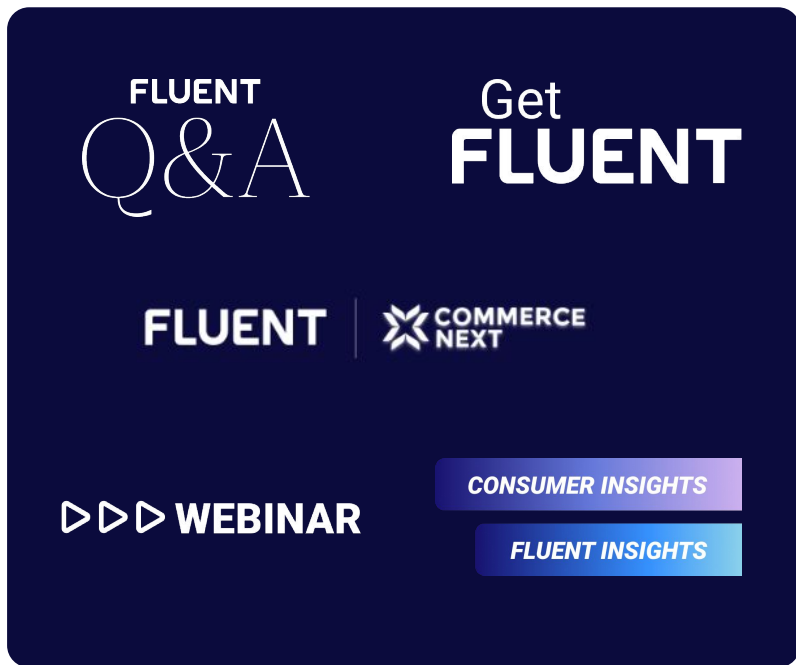


Series lock-ups and visual tags

Visual consistency and communication that indicates a series of content. Our audience understands at a glance what we are talking about.

Partnership lockups

Generally within flag for visibility and to reinforce proximity principle. Out of flag only to maintain equal visual weight with tall or square partner logo AND when set on approved brand flood color or gradient.



Typography and text styles

Eyebrow/navigational header:

Roboto Semibold, size: 12px (2/3 subhead), line height: 120%, letter spacing: 12%, all caps

• COMMERCE DISCOVERY

Display headline:

Roboto Medium, size: 40px, line height: 100%, letter spacing: -2%

• One connected network

Subhead:

Roboto Regular, size: 20px (1/2 headline), line height: 120%

• Fluent helps you turn real engagement into real performance

Title:

Roboto Semibold, size: 15px (3/4 subhead), line height: 120%

• Monetize with Fluent

Body:

Roboto Regular, size: 12px (3/4 title), line height: 160%

• With premium, brand-safe offers, you unlock new value from the moments you already own.

Content styles

Capitalization and punctuation

- Use sentence case for general headlines, subheads, and CTA/button text and only punctuate sentences to emphasize a message or convey an emotion.
- **Most headlines will be set in sentence case with no punctuation.**
- Add punctuation to create emphasis, add emotional nuance, or underscore a directive.
- Two-sentence headline constructions require punctuation.

Special characters

- Use ampersands (&) only in headline and display text, never in body copy.
- Em-dashes (—) do not have spaces around them. e.g. word—word, not word – word.
- Never use a dash (-) or en-dash (–) in place of an em-dash and vice versa.
- Use an Oxford comma when writing out lists. First thing, second thing, and third thing.
- In body copy, write out numbers less than ten (e.g. 1-9, aka one through nine). Numerals can be used in headlines and callouts.

Image methodology

We lean on photography when it is essential to tell a story, build a connection, or showcase our product.

Subject matter is casual, candid and natural. **Relaxed but realistic.** Not posed or stuffy. Avoid “person alone smiling at device” unless explicit to companion messaging.

Photography can be formatted in a number of ways to tell the appropriate story: as a full crop, cropped within a shape, isolated on a brand flood color, and combined with product imagery, iconography, or brand shapes.

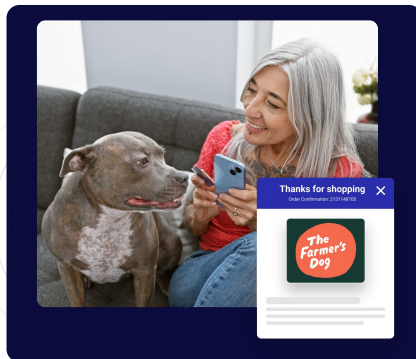


Image treatments



Simple photo

Hero images, case studies,
ads, social media



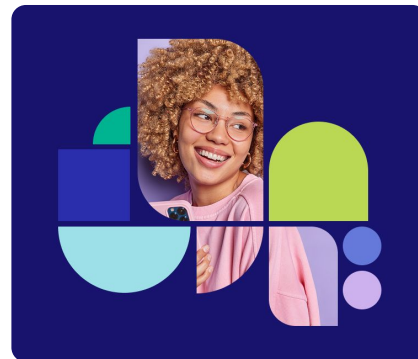
Simple photo with product

Hero images, ads, social media



Photo-illustration

Blog hero, product pages,
ads



Cropped within a shape

Ads, social, web content
images

Sidekicks: Knockouts, notches, and tabs

Think of these containers as complimentary sidekicks for our layouts. They provide pops of color, frames for images, and counterbalances other page elements.

The actual configuration of of the KN&Ts should be adapted organically to the design elements they support and they should never be the primary focus of a layout or used as standalone decoration.

