PRIMARY COLORS

#f1e747
C10 M0 Y80 K0

Yellow is your main color. The yellow conveys optimism and light. It also connects to the idea of neon lights, which represent your aspiration for radical change.

Yellow should be in focus, but not over used. Use it as an accent and not as and entire background.

#e04e94
C6 M81 Y82 K0

Your second color is magenta. The bright pink is the opposite of the traditional, stale blues of the competitors.

Magenta is your second color. That means that it can be used in moderation and a complement to the yellow, however shouldn't be the first choice.

#aec8c4
C37 M12 Y24 K0

The blue color offers a connection to the origin of the name - laminar flow. The blue represents water and flow, whilst also providing a contrast as the traditional masculine color against the magenta.

Blue is the most featured color amongst other tech-focused start-ups. Because of this we use it, however never as the main focus of the branding.

SECONDARY COLORS

#9478b5
C49 M57 Y0 K0

#e04e94
C6 M81 Y82 K0

#e04e94
C6 M81 Y82 K0