FLOS ESTO

TRIUMPH GLORY

Brand Guidelines

FLOS ESTO · FLOS ESTO MIND INSTITUTE · FLOS TÉ

Version 1.1 · October 2026 · new logo artwork



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A cup of flower tea, *blooming beyond the noise*

一盏花茶，盛开在喧嚣之外，温暖孤独的心

We live in a race that never stops. Success is measured by achievement and wealth, yet few people feel real peace inside.

A cup of flower tea opens slowly in hot water and releases its own fragrance. Every flower has its own colour, the way every person has their own way to bloom.

Flos Esto is a calm harbour: a place to slow down, share stories, listen to your inner voice and find the courage to be yourself. Flos Esto Mind Institute carries the same idea into action, helping people move from stuck to done.

BRAND MESSAGE

喧嚣之外，静享绽放。一盏花茶，盛开在心间。
一杯花茶，连接你我，胜过一切荣华。

Where stillness whispers, the heart unfolds,
a fragrant bloom, connecting soul to soul.
More precious than gold, a bond brewed in every cup,
a quiet refuge where we Triumph Over All Glory.

02 · ABOUT THE LOGO

A lily that rises *between the words*

Flos means flower. The lily stands at the centre of the name, growing up from the baseline and opening above the letters: a quiet picture of someone moving from stuck to blooming.

Its roots and leaves are deep green, for steadiness and growth. The bloom is red, for courage and the energy to act. The classical serif lettering and the spaced motto TRIUMPH GLORY give it the calm confidence of an institution that lasts.

The lily is drawn entirely from circles, so it stays balanced from a favicon to a shopfront sign.



MASTER BRAND

One lily, one family of brands

FLOS ESTO
TRIUMPH GLORY

Flos Esto Flowers & Foods Sdn. Bhd.

TRAINING

Flos Esto Mind Institute (FEMI)

Mind coaching and Mind-Action Dynamics™ (MAD) training, led by Albert Loi. HRD Corp claimable.

FLOWER TEA

Flos Té Flower Tea Series

Five caffeine-free blends made in Sarawak: Attracteon, Peacefion, Innercleon, Slimfiteon, Energeon.

Unification. Every sub-brand sits under one lily, so the family feels like one brand.

Recognition. Whatever someone meets first, a course or a cup, it traces back to Flos Esto.

Trust. The master brand lends its credibility to every new programme or product.

LOGO ELEMENT

The lily, part by part

Draw nothing new from the lily. Use the artwork files as supplied, at any size, and keep its four parts together.



Stamens

Golden yellow: ideas and the spark to begin.

Bloom

Red and flame petals: courage, warmth, action.

Stem

One upright line: the path from stuck to done.

Leaves

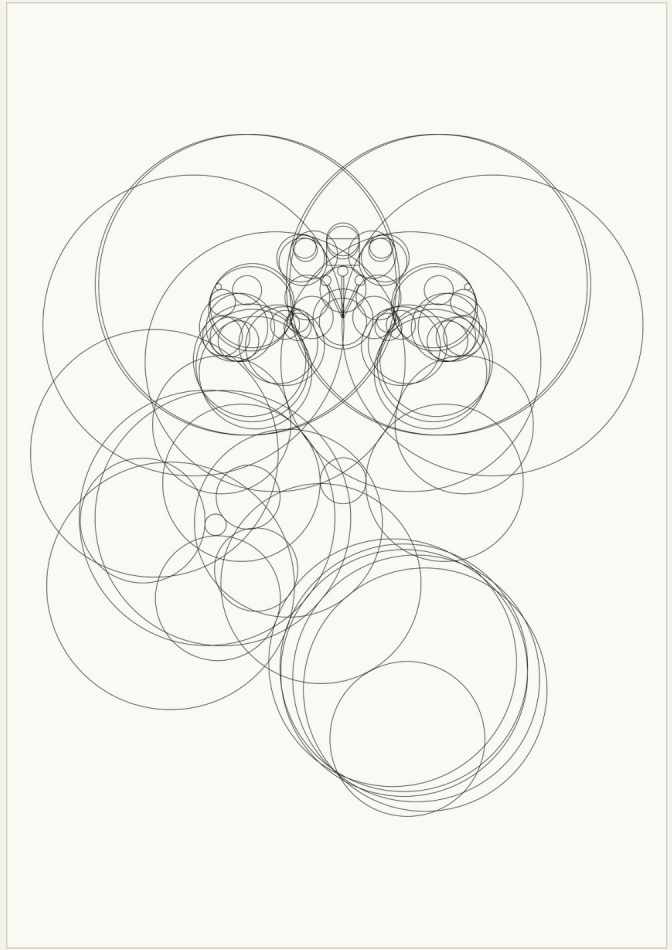
Deep green, with one curled outline leaf: grounding, patience, growth.

LOGO CONSTRUCTION

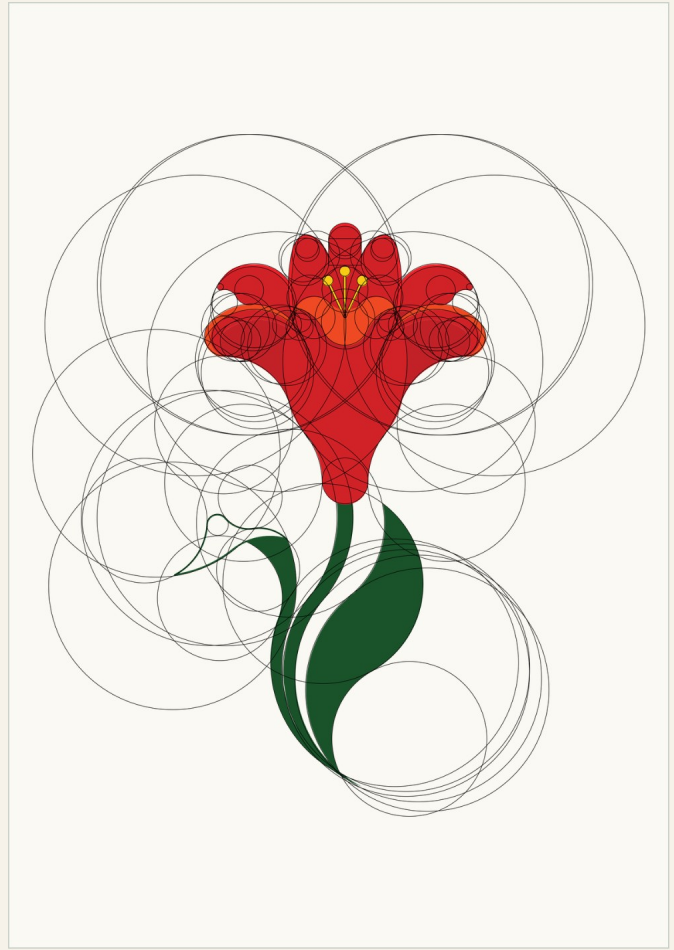
Drawn from *circles*

Every petal, the stem and both leaves are cut from arcs of circles. That shared geometry is why the lily feels balanced at any size.

Never trace, redraw or simplify the lily. Always use the master artwork files.



The circle grid



The lily built on it

LOGO GRID

How the parts line up



Horizontal

The lily stands in its own column between FLOS and ESTO, with an equal space on each side. TRIUMPH GLORY is centred under the lily.

Circular

The lily fills the centre of a three-part frame. The name arches above it and the motto curves below.



PRIMARY LOGO

The horizontal logo

The main version of the logo. Use it first on the website, presentations, documents, signage and email signatures.

Clear space on every side equals **x**, the height of the lily bloom. Keep text, images and edges outside it.

Minimum width: 120px on screen, 30mm in print.



SECONDARY LOGO

The circular logo

FLOS ESTO arches over the lily and TRIUMPH GLORY curves beneath it. Use it where the space is square or round.

- Social media profile pictures
- Stickers, seals and tea tags
- Certificates and packaging

Clear space equals **x**, the height of the bloom.
Minimum width: 80px on screen, 20mm in print.



BRAND ICON

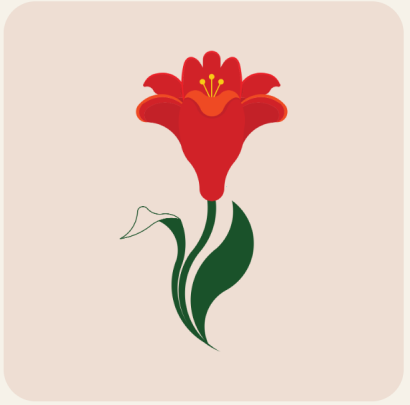
The lily on its own



App and favicon



Round avatar on green



Stamp and tea tag



Small sizes, min. 24px tall

Use the lily alone only where the full logo would be too small to read. Keep half the bloom's width clear around it. On green grounds use the red and white version, so the stem and leaves stay visible.

LOGO VARIATIONS

Light and dark backgrounds

FLOS ESTO
TRIUMPH GLORY

Full colour on Paper or Cream

FLOS ESTO
TRIUMPH GLORY

Full colour on Sage, Mist or Blush

FLOS ESTO
TRIUMPH GLORY

Circular logo, full colour

FLOS ESTO
TRIUMPH GLORY

Light logo on Forest

FLOS ESTO
TRIUMPH GLORY

Light logo on Deep



Light logo on a darkened, calm photo

VIOLATIONS

Please don't

FLOS ESTO

Don't stretch or squash the logo.

FLOS ESTO
TRIUMPH GLORY

Don't rotate or tilt the logo.

FLOS ESTO
TRIUMPH GLORY

Don't change the logo's colours.

FLOS ESTO

Don't retype the name in another font.

Don't use the light logo on light grounds.



Don't place it over a busy photo.

03 · COLOUR PALETTE

Core colours

Taken from the lily: green for roots and steadiness, red for courage and action, gold for warmth, cream for calm. Used on screen and in print.



Forest

#18532A
R24 G83 B42
C71 M0 Y49 K67



Deep

#0F3A1D
R15 G58 B29
C74 M0 Y50 K77



Lily

#C8242B
R200 G36 B43
C0 M82 Y78 K22



Gold

#F2A33A
R242 G163 B58
C0 M33 Y76 K5

Cream

#F6F2E9
R246 G242 B233
C0 M2 Y5 K4

SUPPORTING COLOURS

Grounds and text

	Sage	#E6EEE2	R230 G238 B226	Calm sections: the five stuck points
	Mist	#E3E8E1	R227 G232 B225	Method sections: the 4S, the schedule
	Blush	#EEDED3	R238 G222 B211	Flos Té and seat reservation sections
	Paper	#FBF9F4	R251 G249 B244	Cards and forms raised on Cream
	Ink	#1E2A22	R30 G42 B34	Body text on every light ground
	Muted	#4A5A4F	R74 G90 B79	Captions, labels and secondary text
	Mint	#CFE0D3	R207 G224 B211	Body text on Forest and Deep

LOGO PALETTE

The lily's own colours

The five colours inside the logo artwork. Use them exactly when reproducing the logo, and for packaging and print.



Stem green

#18532A
R24 G83 B42
C71 M0 Y49 K67

Petal red

#D32229
R211 G34 B41
C0 M84 Y81 K17

Petal shade

#C42128
R196 G33 B40
C0 M83 Y80 K23

Flame

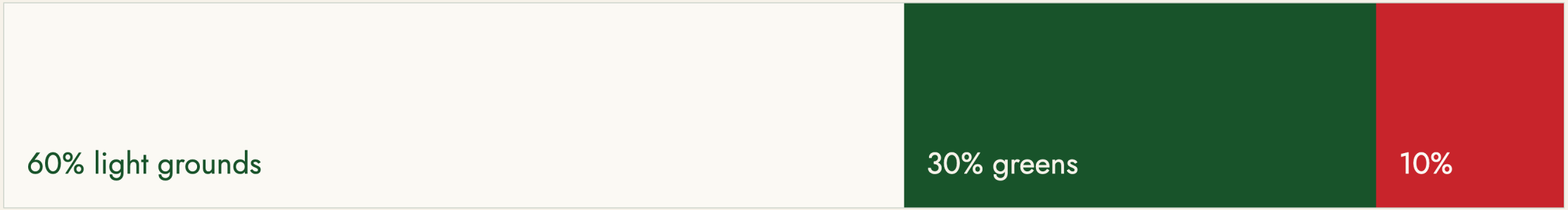
#EF4A24
R239 G74 B36
C0 M69 Y85 K6

Stamen

#F8CD14
R248 G205 B20
C0 M17 Y92 K3

COLOUR BALANCE

Mostly calm, a little bloom



Light grounds

Cream by default, with Sage, Mist and Blush to change the mood between sections.

Greens

Headings, the footer, videos and closing calls to action. Gold accents only on green.

Lily red

One main button per view, eyebrows and the italic accent in a headline.

COLOUR STORIES

Every bloom has its own colour

The red lily is the only brand mark. Colour variety comes from the tea instead: each Flos Té blend owns one brew colour.



Attracteon

Yellow · #E9C34A



Peacefion

Light yellow · #F1E3A0



Innercleon

Orange · #E58A2E



Slimfiteon

Blue · #5B86C5



Energeon

Red · #C8323A

04 · TYPOGRAPHY

Classic headings, clear text

HEADLINES

Aa *Aa*

Cormorant Garamond

Regular and Italic. Never bold. The italic turn of a headline goes in Lily, or Gold on green.

BODY AND LABELS

Aa

Jost

Light 300 for body text. Regular 400 in spaced capitals for eyebrows, buttons and labels.

CHINESE

花茶

Noto Serif SC + Noto Sans SC

Serif for headings, sans for text. No italics and no letter-spacing in Chinese.

VOICE

Warm, direct, practical

Name the real situation. Start from the stuck point the reader recognises, in their own words.

Offer one clear step. Short sentences, plain verbs: define, align, make, reserve, watch.

Promise action, not miracles. No hype, no countdown pressure, no emoji in brand copy.

Write Chinese, don't translate it. Natural Simplified Chinese with the same warmth.

WE SAY

You know what to do. *So why aren't you doing it?*

书看了，视频看了，计划也做了。为什么还是卡住?

WE DON'T SAY

"Unlock your limitless potential with this life-changing secret! Only 3 seats left!!"

05 · IMAGERY

Natural light, real people, quiet lines



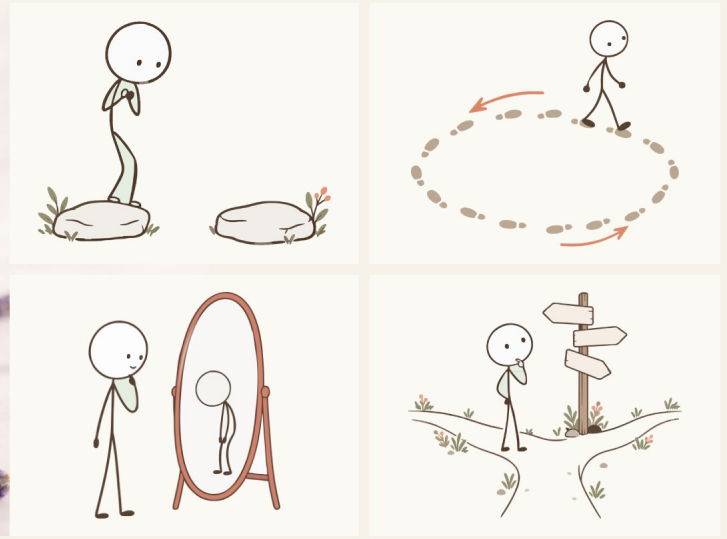
Albert

Pale backgrounds, natural light, his lily pin. Framed in an arch, eyes in the top third.



Flos Té

Soft daylight on white marble, a glass cup, dried flowers scattered, the butterfly tag visible.

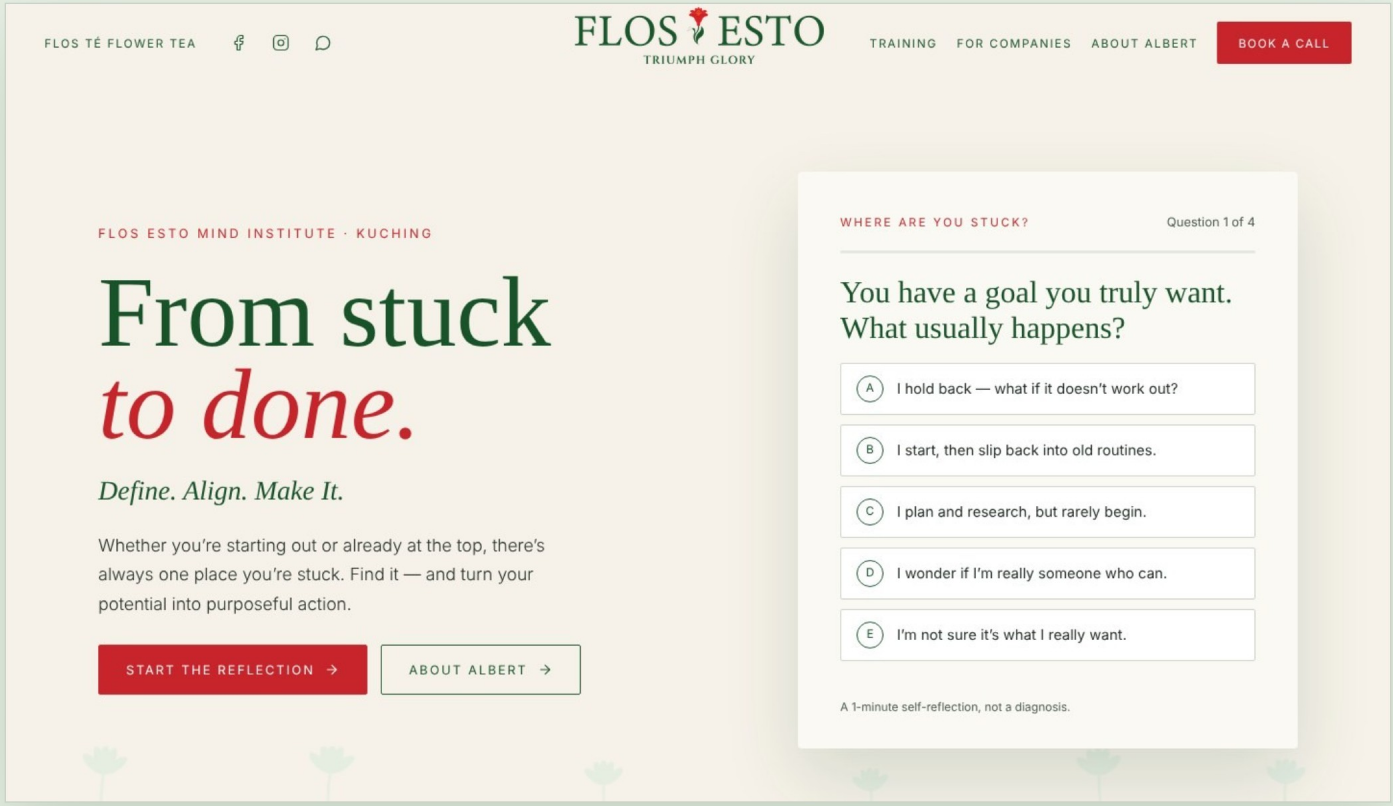


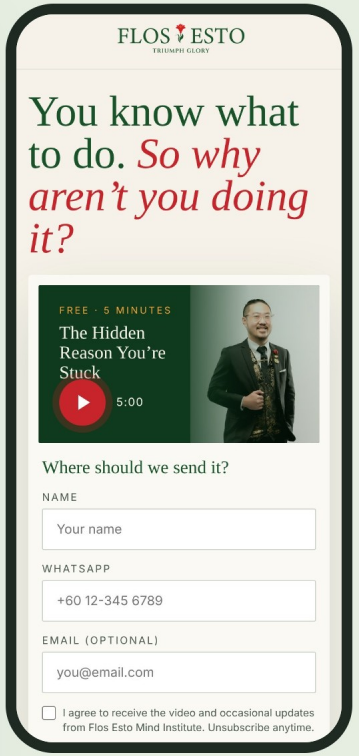
Illustration

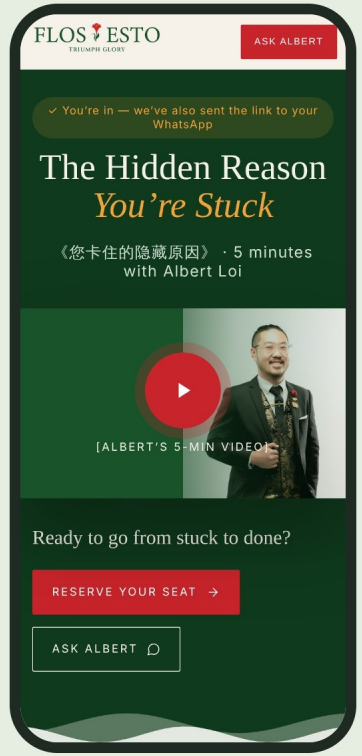
Minimal stick figures in a soft brown line, with a touch of sage or terracotta and plenty of empty space. No stock people, no 3D renders.

IN USE

Website · flosesto.com







IN USE

Social media and badges



Profile picture

Circular logo on Paper for Facebook, Instagram and WhatsApp Business.



Post or ad

One line, one offer, logo small at the bottom. Deep green with a gold accent.



HRD Corp badge

Beside training offers for employers, with a line explaining the claim. Never recolour it.

FLOS ESTO

TRIUMPH GLORY

From stuck to done. Define. Align. Make It.

Questions about using the brand?

service.flosesto@gmail.com · WhatsApp 013-570 3363 · flosesto.com