



Brand Kits and Product Ads

BUILD A BRAND KIT FROM YOUR WEBSITE

Lesson 1 · Lesson guide

With Ritesh Bucha, Founder, Flowy

The *goal*

Paste a website, let Flowy extract its colors, fonts and logos into a brand kit, then tidy the kit by hand.

Step by *step*

1 Open Brand kits

Library in the top bar, then Brand kits.

2 Open Brand kits

Paste a website, and Flowy reads the page for you. Use your homepage, or whichever page shows your brand best. Make one kit each.

3 Open Brand kits

Use the main collection page.

4 Open Brand kits

Click Create. If a site fights back, try its about page.

5 Open Brand kits

Why does this matter so much?

6 Review the kit

Open it.

7 Review the kit

Fonts and Logos next.

8 Review the kit

How to judge a kit in ten seconds.

9 Tidy it by hand

Add color, type our roast orange, C 8 7 4 2 F, and Add color. Logos, Upload, Upload a file. Click Save changes.

10**Tidy it by hand**

Use it everywhere. Open in canvas drops it into a project as a node.

11**Tidy it by hand**

Two kit habits.

Prompts and *settings*

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ember.tryflowy.studio
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#C8742F
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- Open Brand kits: <https://tryflowy.ai/library/brandkit>

Common *mistakes*

- Pasting a page behind a login. Extraction reads public pages only.
- Trusting the color order blindly. A page background often lands as a brand color; remove it.
- Leaving a system font in the kit. Pick the real typeface with Select from Google Fonts.
- Leaving the kit without pressing Save changes.