



Logo Guidelines



Logo



Primary Brand logo



The Flux Digital Policy logo comes in three variations. The logo above is the primary version and should be used all of the time to strengthen the brand. When space is limited, use the secondary logo shown on page 2, or the vertical logo on page 3 if a vertical format is required.



Secondary Brand logo



The Flux Digital Policy logo above is the shortened version, designed for use when space is limited. However, in most cases, it's best practice to use the primary Flux Digital Policy logo, as shown on the previous page.



Vertical Brand logo



The Flux Digital Policy logo shown above is the vertical version, which can be used when a vertical or stacked format is needed, such as for signage. However, it is always best practice to use the primary logo whenever possible.



Logo Breakdown



LOGO MARK



LOGO IDENTITY



Logo

Exclusion Zone



When using the Flux Digital Policy Primary logo, it is best practice to leave additional space around the logo to enhance the brand's strength. The space between the logo and any other logo, image, or text should be equivalent to 75% of the logo mark's size, as indicated by "x" above.



Logo

Exclusion Zone



When using the Flux Digital Policy Secondary or the Vertical logo, it is best practice to leave additional space around the logo to enhance the brand's strength. The space between the logo and any other logo, image, or text should be equivalent to 75% of the logo mark's size, as indicated by "X" above.



Logo Variations



PRIMARY LOGO



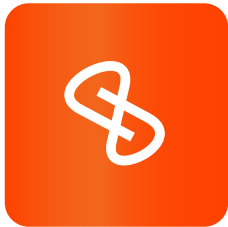
VERTICAL LOGO



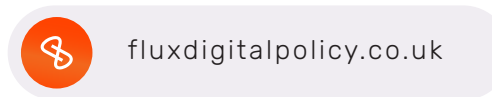
SECONDARY LOGO



Avatar Variations



APP SIGN



FAVICON



SOCIAL MEDIA



Colour



Flux Black

CYMK 88, 70, 64, 92
RGB 4, 11, 10
HEX 010C08

100%

90%

70%

50%

30%

Flux Off White

CYMK 7, 7, 3, 0
RGB 240, 237, 242
HEX F0EDF2

100%

90%

70%

50%

30%

Flux Orange

CYMK 0, 82, 94, 0
RGB 255, 66, 0
HEX FF4200

100%

90%

70%

50%

30%



Thank You

