



FLUX

BRAND GUIDE

LOGO PARTS

Logo

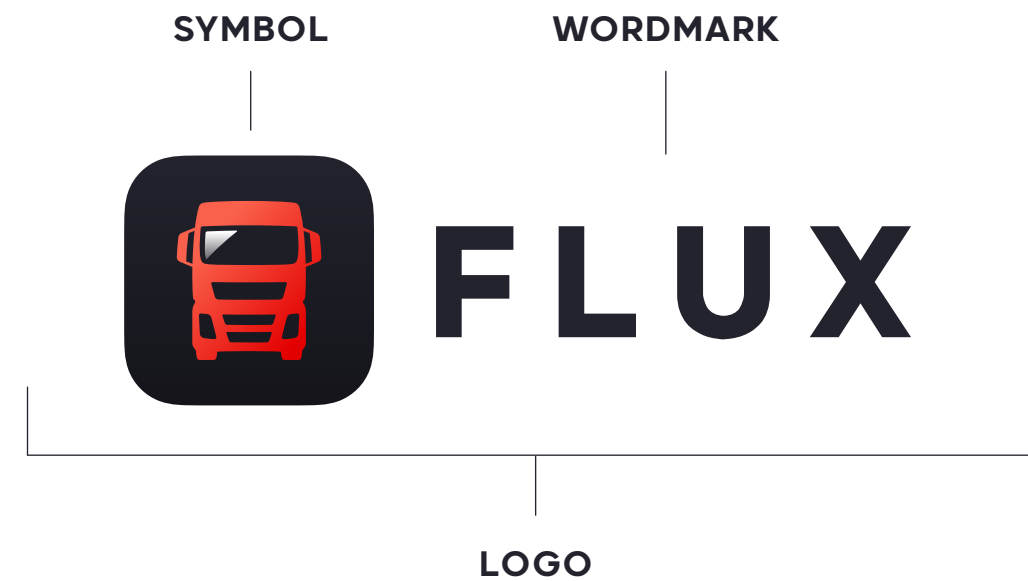
The logo consists of the symbol with the wordmark. It's available as both a vertical and horizontal variation.

Symbol

The symbol can be used with the wordmark, or standalone. Best used as an avatar, app icon, when space is limited, or when the wordmark is not required.

Wordmark

Not to be used without the symbol.



HORIZONTAL



VERTICAL



LOGO COLORS & VERSIONS

Brand Colors

The red truck is only to be used on a dark background.

HEX & RGB

These are digital colors, used on screens. Printing them will change the color.

HORIZONTAL ON WHITE



VERTICAL ON WHITE



HORIZONTAL ON DARK


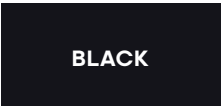
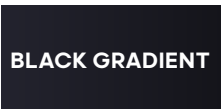


VERTICAL ON DARK



CODES

HEX	#EE2E24	
RGB	238, 46, 36	
HEX	#E30000	
RGB	227, 0, 0	
LEFT	#FA614C	
RIGHT	#E30000	

HEX	#23232E	
RGB	35, 35, 46	
HEX	#14141A	
RGB	20, 20, 26	
LEFT	#23232E	
RIGHT	#14141A	

BRAND TYPOGRAPHY

Wordmark

The wordmark is set in Grolld Bold, available online as a desktop and webfont.

Webfont Fallback

Poppins is available on Google Fonts and can be used as a free alternative to Grolld.



GROLD BOLD

FLUX

Grolld Regular

The quick brown fox jumps over a lazy dog.

Grolld Medium

The quick brown fox jumps over a lazy dog.

Grolld Bold

The quick brown fox jumps over a lazy dog.

Grolld ExtraBold

The quick brown fox jumps over a lazy dog.

Grolld Regular Italic

The quick brown fox jumps over a lazy dog.

Grolld Medium Italic

The quick brown fox jumps over a lazy dog.

Grolld Bold Italic

The quick brown fox jumps over a lazy dog.

Grolld ExtraBold Italic

The quick brown fox jumps over a lazy dog.

