

Design + Brand Guidelines

Version 1.0 | 2020

Felux



Mission Statement

Felux

Created by steel and technology professionals, Felux is creating a platform for the industrial industry to connect, transact and manage every aspect of their business through the worlds' best technology.

Our Mission

We are revolutionizing the steel industry through innovative technology.

Our Vision

We believe the steel industry should be seamlessly connected to buy and sell.

Our Values

We put members first.

Glass half full.

Team over self.

Be a pioneer.

Focus on results.

Bias towards action

Introduction

Felux

The following is a set of guidelines and standards that defines Felux's branding. Each element of our branding is special and represents our mission, vision and values. The guide demonstrates logo use, color palette, visual elements, typography and more.

-The Felux Team



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Brand Identity



Brand Attributes

It's hard to pinpoint all our values into just a few words, although, when we think of Felux we think of these 4 attributes. Our hope is others will adopt the same outlook.

Bold

Tech is booming and the steel industry is far behind its times. At Felux, we take a bold stance on the importance of technology within the industry.

Innovative

We know that innovative technology is a core factor to running a successful business.

Considerate

We understand the pressures you're facing today. We have the determination to improve this industry. We are in this together!

Transparent

There's a lot of information out there. We get straight to the point and make sure you understand what's important for your business.

Logo Identity

The Fleux visual identity starts and ends with our logo and consists of:

Logotype- The logotype is simple and the subtle dot on the 'x' creates an 'i' for Illuminated. It is easily interchangeable on light and dark backgrounds. We use our primary color #414042 while on light backgrounds and #FFFFFF on dark backgrounds. The dot is in #FBB040.

Logomark- The logomark represents the periodic table element iron and flows perfectly with our logotype. We use this very sparingly for things such as our website favicon.

The logotype and logo mark are available for download [here](#).

Logotype — The logotype consists of the word "Felux" in a bold, dark grey sans-serif font. The letter 'x' has a small orange dot above it, which creates a visual pun on the word "Illuminated".

Logomark — The logomark is a square icon with rounded corners and a gradient from light orange to dark orange. It features the chemical symbol "Fe" in white, representing the element iron. A long, dark shadow is cast from the bottom right of the icon.

Logo Colors

Light BG Examples



Dark BG Examples



Logo Misuse



Felux

Do not angle the logo



Felux

Do not apply any filters
such as shadow to the
logo



Felux

Do not apply any colors
to the logotype other
than #414042



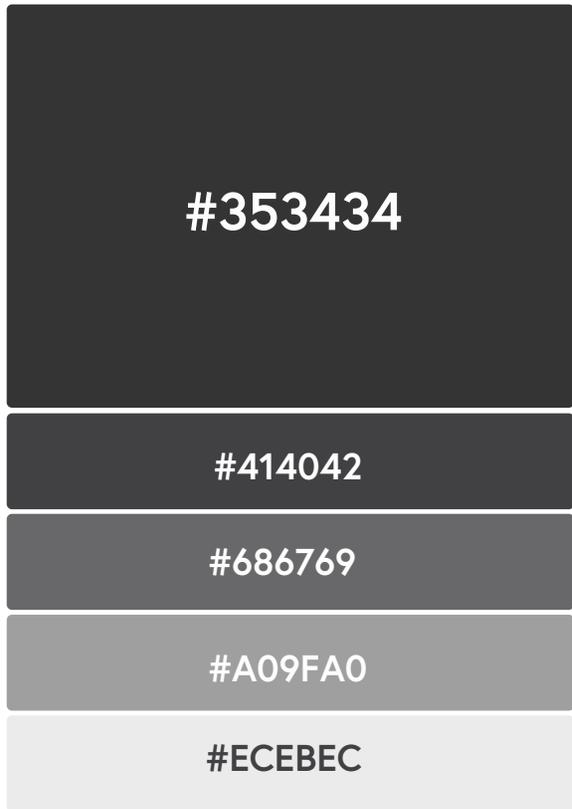
Felux

Do not stretch the logo
in any direction

Visual Elements



Primary Color Palette



RGB (53, 52, 52)
CMYK (0, 2, 2, 79)
HEX #353434

RGB (234, 135, 48)
CMYK (0, 42, 79, 8)
HEX #EA8730

RGB (253, 253, 253)
CMYK (0, 0, 0, 1)
HEX #FDFDFD

Secondary Color Palette

#36617A	#1C9DB8	#526CA3	#719EB8
#5D8094	#60BACD	#8598BE	#AAC5D4
#86A0AF	#8DCEDB	#A8B5D1	#C6D8E3
#C2CFD7	#BAE1E9	#CBD2E3	#E3ECF1
#EAEFF1	#E8F5F7	#EDF0F5	#F0F5F7

RGB (54, 97, 122)

CMYK (56, 20, 0, 52)

HEX #36617A

RGB (28, 157, 184)

CMYK (85, 15, 0, 28)

HEX #1C9DB8

RGB (82, 108, 163)

CMYK (50, 34, 0, 36)

HEX #526CA3

RGB (113, 158, 184)

CMYK (39, 14, 0, 28)

HEX #719EB8

Imporoper Color Use

~~Felux~~

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~~Felux~~

~~Dark text~~

~~Light text~~

Typography

1. **Playfair Display Bold**

Used for H1, H2, H3

[Download Playfair Display](#)

2. Europa Regular

Europa Bold

Used for H4, H5, H6, paragraphs
and body text

[Download Europa](#)

Type Hierarchy

H1 72px

Playfair Display Bold

Heading 1

H2 42px

Playfair Display Bold

Heading 2

H3 36px

Playfair Display Bold

Heading 3

H4 24px

Europa Bold

Heading 4

H5 20px

Europa Bold

Heading 5

H6 18px

Europa Bold (All caps)

HEADING 6

Type Hierarchy cont..

Body

Europa Regular
18px, Line height 26px

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Text Links

Static

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut [labore.](#)

Hover

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut [labore.](#)

Button

Europa Bold
18px

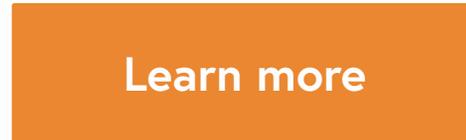
[Learn more](#)

Buttons

Button

Europa Bold |
18px | 1px radius

Static



Hover



Secondary Button

Europa Bold |
18px | 1px radius

Static



Hover



CTA

Europa Bold |
18px

Static

Learn more >

Hover

Learn more >

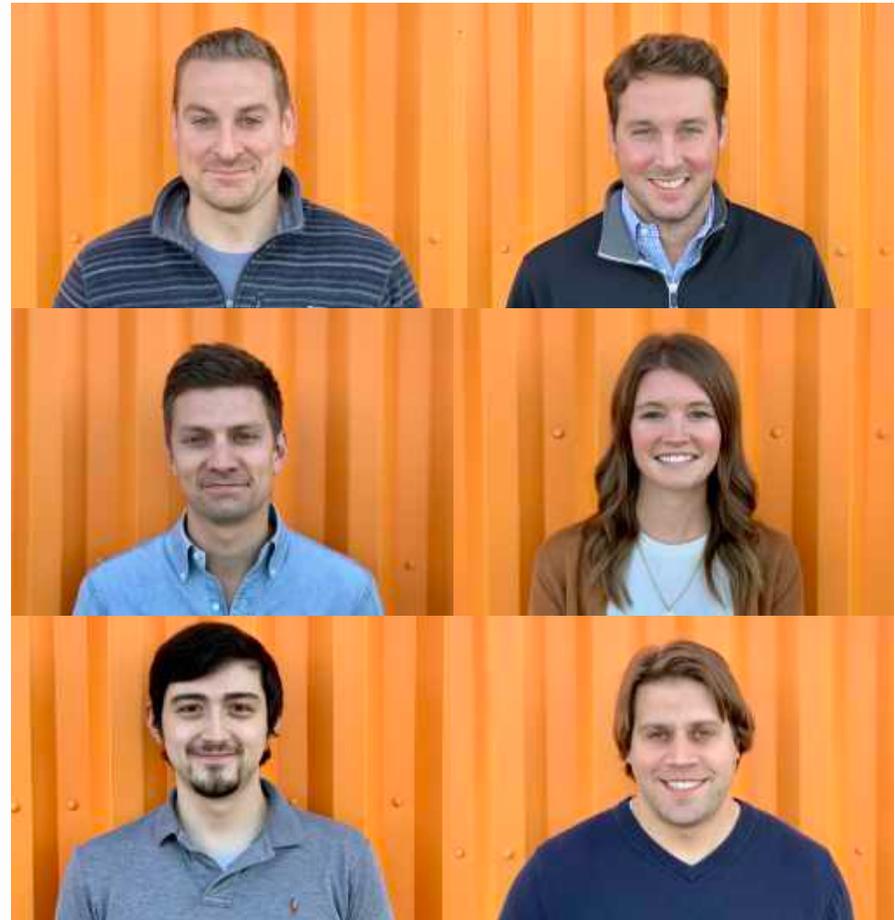
Imagery and Photography



Team Photos

Fleux employee headshots are shot with a orange background and with a dress attire closely matching our secondary color shades.

All headshots can be found [here](#).



Blog Imagery

Our blog is a large source of support and information for our clientele. Let's be honest, the steel industry is not the 'sexiest' industry but our goal is to make it as exciting, bold and engaging as possible, which begins with our blog imagery.

You can find our blog imagery [here](#).

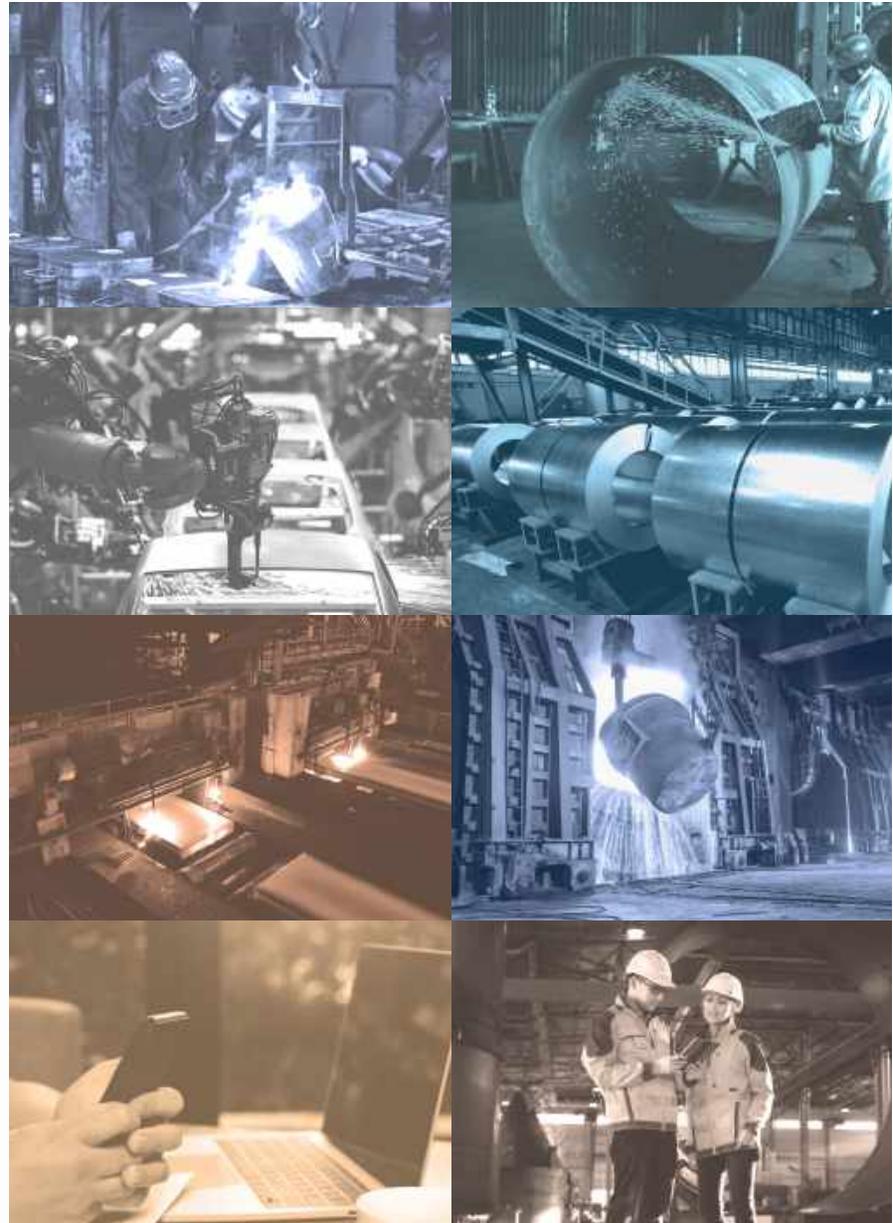


Stock Photos

Stock photography is a tricky one! As much as we wish we could provide our own custom photos, sometimes stock images are the best alternative. In saying that we try and provide the least stale images and strive to create real-life representations.

We create a vintage look to our images to represent the significant history of the long standing steel industry with a new-age twist.

You can find our stock library [here](#).





www.felux.com

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