

FXRM Services Brand Guidelines

Brand Overview

FXRM Services provides enterprise-grade hosting solutions, domain registration, email hosting, and IT consultancy services. Our brand represents reliability, professionalism, and technical excellence.

Logo

Primary Logo (Full)

The full logo combines the FX icon mark with "FXRM Services" wordmark. Use this version when space permits and brand recognition is important.

Files:

- logo-full.svg - For light backgrounds
- logo-full-dark.svg - For dark backgrounds
- logo-full-white.svg - Inverted version for coloured backgrounds

Icon Mark (Short)

The FX icon mark can be used independently when space is limited or when the brand is already established in context (e.g., favicons, app icons, social media profiles).

Files:

- logo-short.svg - Primary icon (purple background, white text)
- logo-short-white.svg - Inverted icon (white background, purple text)
- logo-short-transparent.svg - Transparent background for overlays
- icon-1024.svg - High-resolution icon for app stores

Clear Space

Maintain a minimum clear space around the logo equal to the height of the "X" in the FX mark.

Minimum Size

- Full logo: 120px width minimum
 - Icon mark: 24px minimum
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Colours

Primary Palette

Colour	Hex	RGB	Usage
Purple 600	#7c3aed	124, 58, 237	Primary brand colour, buttons, links, icon backgrounds
Purple 700	#6d28d9	109, 40, 217	Hover states, gradients

Purple 800 #5b21b6 91, 33, 182 Active states, deep accents

Neutral Palette

Colour	Hex	Usage
Zinc 900	#18181b	Primary text (light mode)
Zinc 600	#52525b	Secondary text (light mode)
Zinc 400	#a1a1aa	Tertiary text, captions
White	#ffffff	Backgrounds, text on dark
Zinc 950	#09090b	Dark mode backgrounds

Accent Colours

Colour	Hex	Usage
Green 600	#16a34a	Success states, free badges
Green 400	#4ade80	Success (dark mode)
Red 600	#dc2626	Error states
Blue 600	#2563eb	Information, links

Typography

Primary Font

Instrument Sans - Used for all headings and body text.

font-family: 'Instrument Sans', system-ui, -apple-system, sans-serif;

Font Weights

- **700 (Bold)** - Headings, emphasis
- **600 (Semibold)** - Subheadings, buttons
- **500 (Medium)** - Secondary text, labels
- **400 (Regular)** - Body text, paragraphs

Type Scale

Element	Size	Weight
H1	48-60px	Bold
H2	36-40px	Bold
H3	24px	Semibold
H4	20px	Semibold
Body	16px	Regular
Small	14px	Regular
Caption	12px	Medium

Iconography

Use outline-style icons from Heroicons or similar icon sets. Icons should:

- Be 24px or 20px for standard UI elements
- Use stroke-width="2" for consistency
- Match the text colour or brand purple

Gradients

Primary Gradient

```
background: linear-gradient(to right, #7c3aed, #5b21b6);
```

Background Gradients

```
/* Light mode hero */
background: linear-gradient(to bottom, #faf5ff, #ffffff);

/* Dark mode hero */
background: linear-gradient(to bottom, rgba(126, 34, 206, 0.2), #09090b);
```

Spacing

Use a consistent 4px base unit:

- **4px** - Tight spacing
- **8px** - Compact elements
- **16px** - Standard spacing
- **24px** - Section padding
- **32px** - Large gaps
- **80px** - Section margins

Border Radius

Element	Radius
Buttons	8px
Cards	16-24px
Icons/Avatars	12px
Logo icon	20% of width
Inputs	8px

Dark Mode

All brand elements should support dark mode:

- Use dark: Tailwind variants
- Icon backgrounds: dark:bg-purple-900/50
- Card backgrounds: dark:bg-zinc-900

- Text colours adapt automatically
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Usage Guidelines

Do

- Use the logo with adequate clear space
- Maintain colour contrast for accessibility
- Use brand purple as the primary accent
- Keep the FX letterforms intact

Don't

- Stretch or distort the logo
 - Use colours outside the brand palette
 - Place the logo on busy backgrounds
 - Modify the icon's rounded corners
 - Use gradients on the FX text itself
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File Formats

Format	Usage
SVG	Web, scalable applications
PNG	Social media, presentations (export from SVG)
ICO	Favicons

Contact

For brand assets or questions, contact: hello@fxrm.co.uk