FXRM Brand Guidelines

Brand Overview

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

Logo

FXRM has three things, and they are not interchangeable:

- **The logo** is the **FX mark** - the rounded purple tile with `FX` in it. On its own, this is the logo.
- **The wordmark** is **FXRM** set in Inter Bold.
- **The lockup** is the two together, mark then wordmark.

The mark

Use the mark alone wherever the brand is already established in context, or where space is tight: favicons, app icons, avatars, the `logo` in structured data.

Files:

- `logo-short.svg` - Primary mark (purple tile, white letterforms)
- `logo-short-white.svg` - Inverted (white tile, purple letterforms)
- `logo-short-transparent.svg` - Transparent tile for overlays
- `icon-1024.svg` - High-resolution mark for app stores

The lockup

Use the lockup when space permits and the brand needs stating in full.

Files:

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

The letterforms are outlined

Every wordmark in this directory is stored as vector outlines, not as live text. That is deliberate: an SVG carrying a `<text>` element renders in whatever face the opening machine happens to have, and a file loaded through an `<img>` tag cannot use a webfont at all, so the mark used to change shape from one machine to the next.

The consequence is that you cannot retype the wordmark by editing the SVG. To change it, re-set it in Inter and re-outline. To re-render the PNGs after any SVG change, run `bin/build-brand-assets.sh`, which needs no fonts installed.

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

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

FXRM's face is Inter. One face, everywhere a customer or a prospect looks: fxrm.com, the logo wordmark, and every asset in this kit.

Primary Font

Inter - all headings and body text on the public site, and the wordmark.

```
font-family: 'Inter', ui-sans-serif, system-ui, sans-serif;
```

This is what `resources/css/app.css` sets as `--font-sans`, and what fxrm.com loads and renders. Every logo lockup in this directory is set in Inter and outlined, so the wordmark is the same shape whether or not the font is installed.

Two published pages are set in something else. They are recorded under **Known inconsistencies** below, as legacy rather than as a second brand face - nobody chose a second face, so this guide does not describe one.

Monospace

JetBrains Mono - `--font-mono` in `resources/css/app.css`; loaded alongside Inter on the public site. Used for code, keys and identifiers.

```
font-family: 'JetBrains Mono', ui-monospace, monospace;
```

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

Social Media

All social assets share one design language: the dark gradient background (Zinc 950 into Purple 800), subtle grid, the white wordmark, and the primary tagline. Banner-style assets keep the lower-left clear where platforms overlay the profile photo.

Asset	File	Size	Notes
LinkedIn cover	`linkedin-cover-4200x700.png`	4200x700	LinkedIn's specified Page cover size, max 3MB
LinkedIn overview	`linkedin-overview.txt`	~1,650 chars	About-section copy; LinkedIn limit is 2,000 characters
X (Twitter) header	`x-header-1500x500.png`	1500x500	X's native header size
Facebook cover	`facebook-cover-1640x624.png`	1640x624	2x of Facebook's 820x312 display; content inside mobile-safe centre

Asset	File	Size	Notes
YouTube banner	`youtube-banner-2560x1440.png`	2560x1440	Critical content inside the 1546x423 safe area
Profile avatar	`avatar-800x800.png`	800x800	Universal profile photo; survives round and square crops
Post tile	`social-tile-1080x1080.png`	1080x1080	Instagram posts / square placements

Each PNG has a matching editable `.svg` source. After changing an SVG, re-render every derived PNG with:

```
bin/build-brand-assets.sh
```

It renders each pair at an explicit size, so a re-render cannot quietly change a published asset's dimensions, and it needs no fonts installed because the wordmarks are outlined.

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

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

File Formats

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

Other files in this directory

Not part of the core kit, but present and in use somewhere:

File	What it is
`bimi-logo.svg`	BIMI mark for verified sender logos in email clients. Square, no transparency, as BIMI requires. Linked from `/branding`.
`enhance-login-background.svg/.png`	Sign-in background for the Enhance control panel. 960x1200.
`logo-pmg.svg/.png`, `logo-pmg-icon.svg`	Partner/marketplace lockup at 172x30.
`logo-short-paths.svg`, `logo-pmg-paths.svg`	Pre-outlined copies made before the whole kit was outlined. Nothing references them and they now duplicate their originals; kept for one release in case an external consumer has the URL.
`BRANDING-GUIDE.pdf`	Rendered from this file by `php artisan branding:pdf`. Regenerate it whenever this file changes, or it contradicts the guide it is a copy of.

Known inconsistencies

Recorded rather than silently fixed, because resolving them is a brand decision:

- `logo-pmg-preview.png` is an illustration of the partner lockup on a dark bar. No SVG in this directory renders it, so it is not in the build script and still carries the old letterforms. It is a preview, not a distributable asset; re-cut or drop it when the partner lockup is next revisited.
- `logo-full-dark.svg` — the purple tile with a **white** wordmark, for dark grounds — has no PNG counterpart, while `logo-full.svg` and `logo-full-white.svg` both do. Add one if a consumer asks; nothing needs it today.

Two pages are set in Instrument Sans + Barlow. Legacy, not a second face.

Legacy, pending consolidation onto Inter. These two pages are published, customer-facing and set in a face this brand did not choose:

- `https://fxrm.com/downloads/email-hosting-brief` - Instrument Sans, with **Barlow** on the gauge figures.
- `https://fxrm.com/downloads/email-security-overview` - Instrument Sans throughout, gauges included.

Both load `barlow` and `instrument-sans` from `fonts.bunny.net` in `components/layouts/print.blade.php`, then set the family in **inline** `style` **attributes** on each `.page` wrapper and in `font-family=` attributes on the inline SVG charts. It is hand-written blade - no exporter, no PDF-to-HTML step, no generator - and `layouts/print` has no other consumer, so consolidating onto Inter means editing those three files and nothing else.

There is one more file worth knowing about before anyone starts: `downloads/email-security-overview-pdf.blade.php` is a second, separate copy of the security overview, set in **DejaVu Sans** (dompdf's default), rendered by `DownloadController`. **No route reaches that controller and nothing links to it**, so it ships a third face that no customer has ever seen. Consolidate it or delete it; do not leave it as the one that gets missed.

A bundle grep cannot detect this. The built stylesheet contains "Inter" and neither of the other two names, because a face set in an inline attribute never reaches Tailwind. A clean grep of `public/build/assets/*.css` is not evidence of absence: **fetch the two URLs above and read the markup.**

While there, note that the FX mark on those pages is a live `<span>FX</span>`, not the outlined mark from this kit - the same defect the SVG kit was just corrected for, still present on a page a customer downloads.

Two more files request `instrument-sans` from bunny and never apply it: `partials/head.blade.php` (which `/login` uses) and `layouts/admin.blade.php`. Nothing sets the family, so those pages fall back - a download paid for and thrown away. That is an application fix, not a brand one, but they are the other two places this name appears in the codebase, and a reader chasing it should know they are dead ends rather than evidence of a second face.

There is no index route at `/downloads`. `https://fxrm.com/downloads` is a 404 by design - `routes/web.php` defines the two leaf pages and nothing else - so a reviewer sent to `/downloads/*` as shorthand will find a 404 and conclude the pages do not exist. They do. Each is linked from its own product page: `/hosting/email-hosting` to the brief, `/hosting/email-security` to the overview.

Resolved: the four lockup PNGs, and where 172x30 came from

`public/logo.png`, `public/logo-white.png`, `branding/logo.png` and `branding/logo-white.png` were all 172x30 and none of them was a render of any SVG in this repo. **172x30 is the native size of `logo-pmg.svg` — the partner lockup, and nothing else.** Four files had been exported into a box borrowed from a fifth, so all four were squashed, and all four still carried the retired letterforms.

Two further faults sat on top of that:

- `branding/logo.png` and `branding/logo-white.png` were **byte-identical**, and both held the *dark-ground* artwork — white wordmark. So the file that failed was the light one: `branding/logo.png` put white text on white.
- Nothing in the codebase referenced any of the four. The only logo reference on the public pages is the `Organization` JSON-LD, which points at `/images/logo.png` and is handled separately.

All four are now built by `bin/build-brand-assets.sh` from a real source at that source's own aspect ratio, keeping the height and the filename:

File	Source	Size	For
`public/logo.png`	`public/logo.svg`	105x30	light grounds
`public/logo-white.png`	`public/logo-white.svg`	105x30	dark grounds — the tile is white at 15% opacity by design, so it reads as a translucent panel rather than a solid one
`branding/logo.png`	`branding/logo-full.svg`	120x30	light grounds
`branding/logo-white.png`	`branding/logo-full-white.svg`	120x30	dark grounds

Filenames were kept so any external hotlink keeps working; it will simply start showing the current brand at the correct proportions. Redrawing the wider lockup as artwork was considered and rejected — its letterforms belong to a retired typeface and nothing referenced it, so preserving the shape would have enshrined the drift rather than ending it.

Contact

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

> **Unverified.** Every other address this site publishes is `@fxrm.com` (`support@`, `privacy@`, `abuse@`, `complaints@`), and `hello@` appears nowhere in the codebase. This entry previously read `hello@fxrm.co.uk`; that domain is ours and shares fxrm.com's MX, so mail to it would route, but it is inconsistent with everything customer-facing. Marketing to confirm which mailbox actually receives brand enquiries.